

Understanding Perceptions of Downtown

From a Resident and Visitor Perspective

09.16.2025



WEST PALM BEACH
**DOWNTOWN
DEVELOPMENT
AUTHORITY**

radius

You'll find us different from other partners in our abilities as we:

Deliver a Distinctive Experience

through a high-touch, customized approach

Create Insights from Anywhere
by bringing together primary and secondary data to understand client issues and needs.

Engage and Inspire
our clients through our design and storytelling expertise

Provide Insights that Live On
through our activation and facilitation expertise

Some **facts** about Radius...

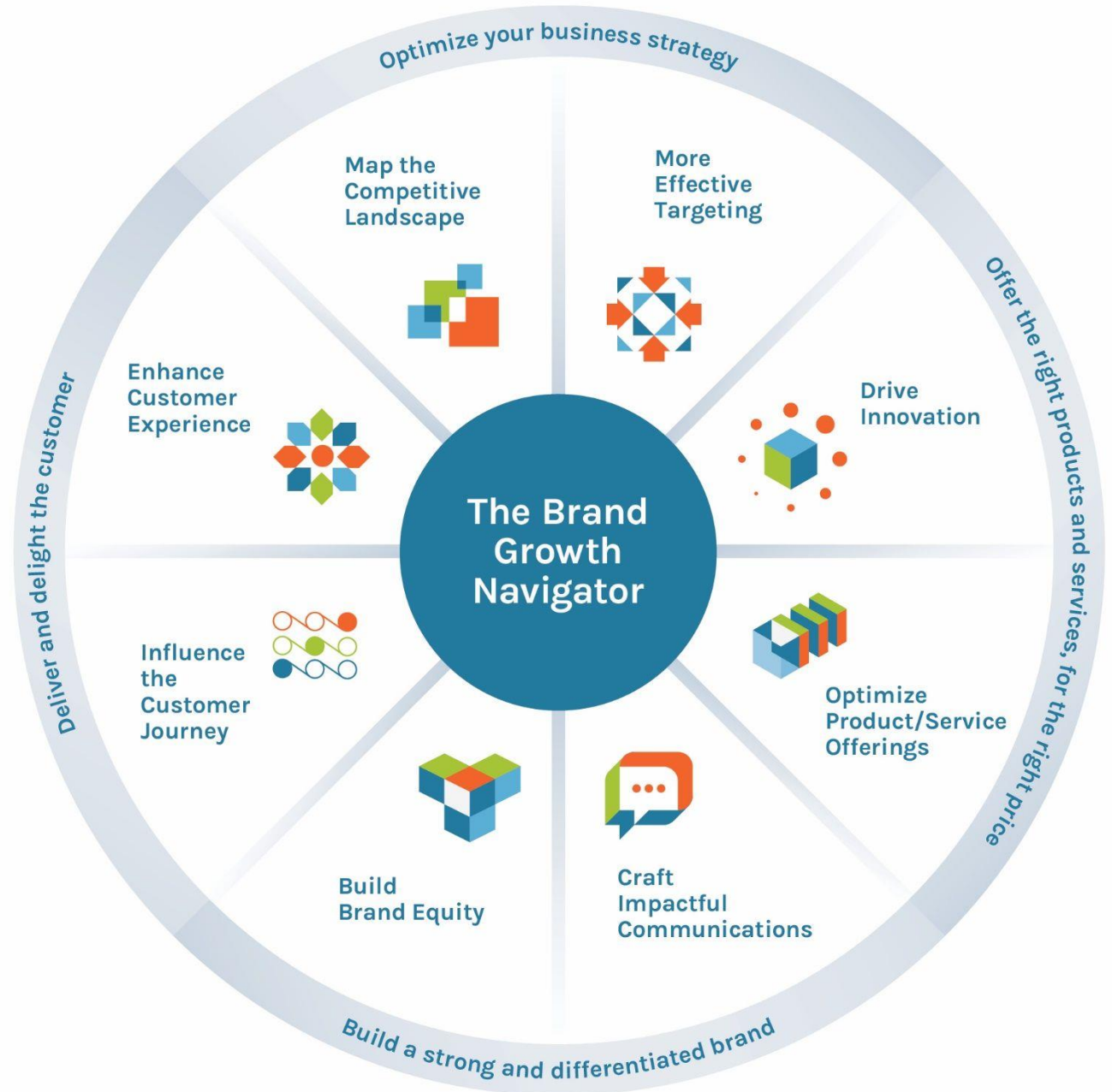
- All projects have direct link to growth-related business outcomes
- We are an AMA Top 30 company and have been for 10+ years
- One of the largest remaining independent research firms in US
- Scale of a large international firm, yet small enough to provide nimble, boutique-like service
- Conduct ongoing training sessions to educate clients on key methodologies at larger-scale organizations
- One of a select few firms always invited to beta test cutting-edge modeling technology
- Privately owned, which means we can accommodate and customize, without any bureaucracy
- Senior leaders involved throughout the life of the project

We focus on Customer Centric Brand Growth Solutions

We recognize brands need clear thinking, rooted in trusted, human-centered insights and business intelligence to guide strategic actions and achieve long-term growth.

Radius enables teams to navigate growth by addressing critical business issues in real-time and over time, using human insights techniques and AI solutions to enrich outcomes.

From the creation of new ideas to the evolution of brands over many years, Radius is a growth partner navigating the way forward with you.



Research Program

As in prior years (2013 - 2023), we seek to provide an understanding of market area residents that will help to support and guide the Downtown Development Association's efforts to promote and enhance Downtown West Palm Beach. As such, this program consist of two phases of research to capture market insights and downtown visitor insights related to awareness and visitation, perceptions of the area, barriers to visitation, and visitor behavior, spending, and satisfaction

Market Survey

Dual mode survey (telephone and online) among households within 20 miles of the downtown area, Palm Beach County only

West Palm Beach Downtown Development Authority identified as survey sponsor

Survey length of **15 minutes**

Sample size of 300 (75 for each of four sectors, <1 mile, 1<5 miles, 5<10 miles, 10<20 miles)

Radius tasks include questionnaire design, respondent sourcing, data collection, data tabulation and analysis, and provision of final report

Conducted in December - January

Visitor Survey

On-site interview among visitors to the downtown area
West Palm Beach Downtown Development Authority identified as survey sponsor

Interview length of **10 minutes**

Interviewing conducted across 8 visits (4-6 week period)

Sample size of 160 (~20 per visit across special events, The Square, and Clematis Street)

Radius tasks include project management, questionnaire refinement, data collection, data tabulation and analysis, and provision of final report

Conducted in November - January

Total program investment, \$55,000

Dedicated Senior Leadership

Michael Jennings

Senior Vice President



Mike will be the senior point of contact for this research and will be involved in all aspects of the study. He will work with you to make the outcomes as actionable as possible.

A Senior Vice President at Radius, Mike leads a team of analysts as well as works with new and existing clients to fulfill their research needs. For the past 25+ years, Mike has been helping clients assess and explore research options that best deliver on answering their business issues.

View more about Michael: <https://radiusinsights.com/leadership/michael-jennings/>

Michelle Burroughs

Client Director



Michelle has led research around the world for our clients, including research conducted in the US, EU, China and Japan.

At Radius she develops custom research studies that address key business questions, effectively guiding projects through the early stages of survey development to the end stages of providing clients with key insights. Her research background includes experience with qualitative and quantitative studies across a wide range of industries.

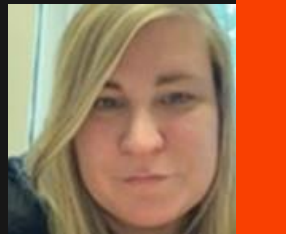
Michelle has worked closely with the DDA team for the past ten years.

Jennings Research Team

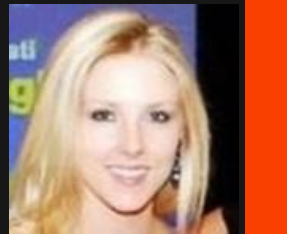
Michael Jennings
Senior Vice President



Michelle Burroughs
Client Director



Keri Smith
Senior Manager



Curtis Frazier, Ph.D
Director, Advanced Analytics



Paul Donagher
Global Director, Growth



Pam Lynch
Senior Research Analyst



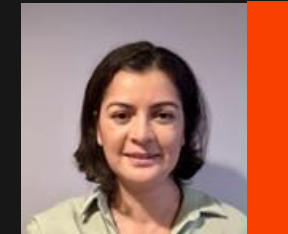
Kate Hart
Senior Research Analyst



Ivor Pekaric
Senior Research Analyst



Elif Adar
Research Analyst



Emrie Adelhardt
Research Analyst





radius

For more information, contact:

Michael Jennings

1.561.313.0660

mjennings@radiusinsights.com

Michelle Burroughs

1.561.234.5723

mburroughs@radiusinsights.com

This research was carried out in conformity with ISO 20252