For a complete copy of the study, please visit www.downtownsandiego.org

Study released April 2016
The San Diego region is in the midst of an urban renewal, and Downtown is at the center of this movement. Over the past year, The Downtown San Diego Partnership has worked in tandem with the UCSD Center for Research on the Regional Economy to gather data on how people live, work and play in the San Diego’s urban core. The result is a first-of-its-kind dashboard which captures the full scope of the urban renaissance.

As part of The Downtown Demographic Study we asked a representative sample of Downtown residents and regional residents what they thought about Downtown San Diego as a destination for living, working and spending leisure time. The following summary statistics help us understand Downtown’s strengths and opportunities for growth in the future.

**Why people love living Downtown**
- 90% Walkability
- 78% Central Location
- 74% Variety of Dining Options
- 68% Access to Parks and Open Spaces
- 60% Close Proximity to the Waterfront

**Why people love working Downtown**
- 74% Short Commute to Work
- 60% Variety of Dining Options
- 59% Access to 24-Hour Lifestyle
- 46% Close Proximity to Social Events

**How Downtown compares to peer cities**
- Peer Markets (Santa Monica & the SF Mission District)
- Avg Rent is Significantly Cheaper
- Median Home Price is ~70% Less Expensive
- Avg Office Rent (sf/yr) is ~50% Less Expensive

Sources: Redfin, Median Home Price, February 2016; Rent Jungle, Average Rent, February 2016; CBRE, Average Office Rent, February 2016, see report for full table of results.