



# Perimeter

## 2025 District-Wide Survey

Perimeter Connects & PCIDs

# Outreach Recap

- March 1<sup>st</sup> – April 30<sup>th</sup>, 2025
- 22 total outreach events at employers and properties
- Mall door to door outreach to over 100 retailers
- 4 dedicated emails
- 2 newsletter promos

Perimeter District Survey

## Want a Better Commute? Use Your Voice!

Take our **5 minute survey** to help us improve commuting and community in Perimeter.

Completing the survey enters you for a chance at **1 of 200 \$25 gift cards**.

[PerimeterConnects.com/Survey](http://PerimeterConnects.com/Survey)



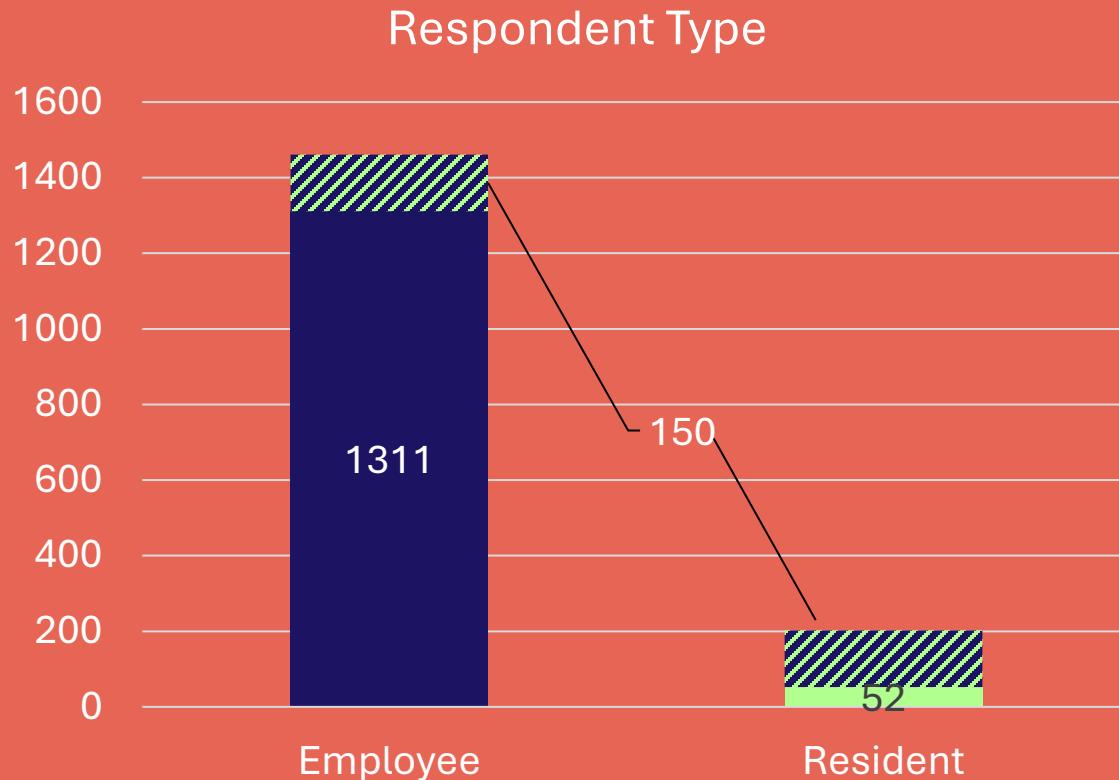

**Perimeter** CONNECTS | **Perimeter** COMMUNITY IMPROVEMENT DISTRICTS

**City of** Dunwoody Georgia

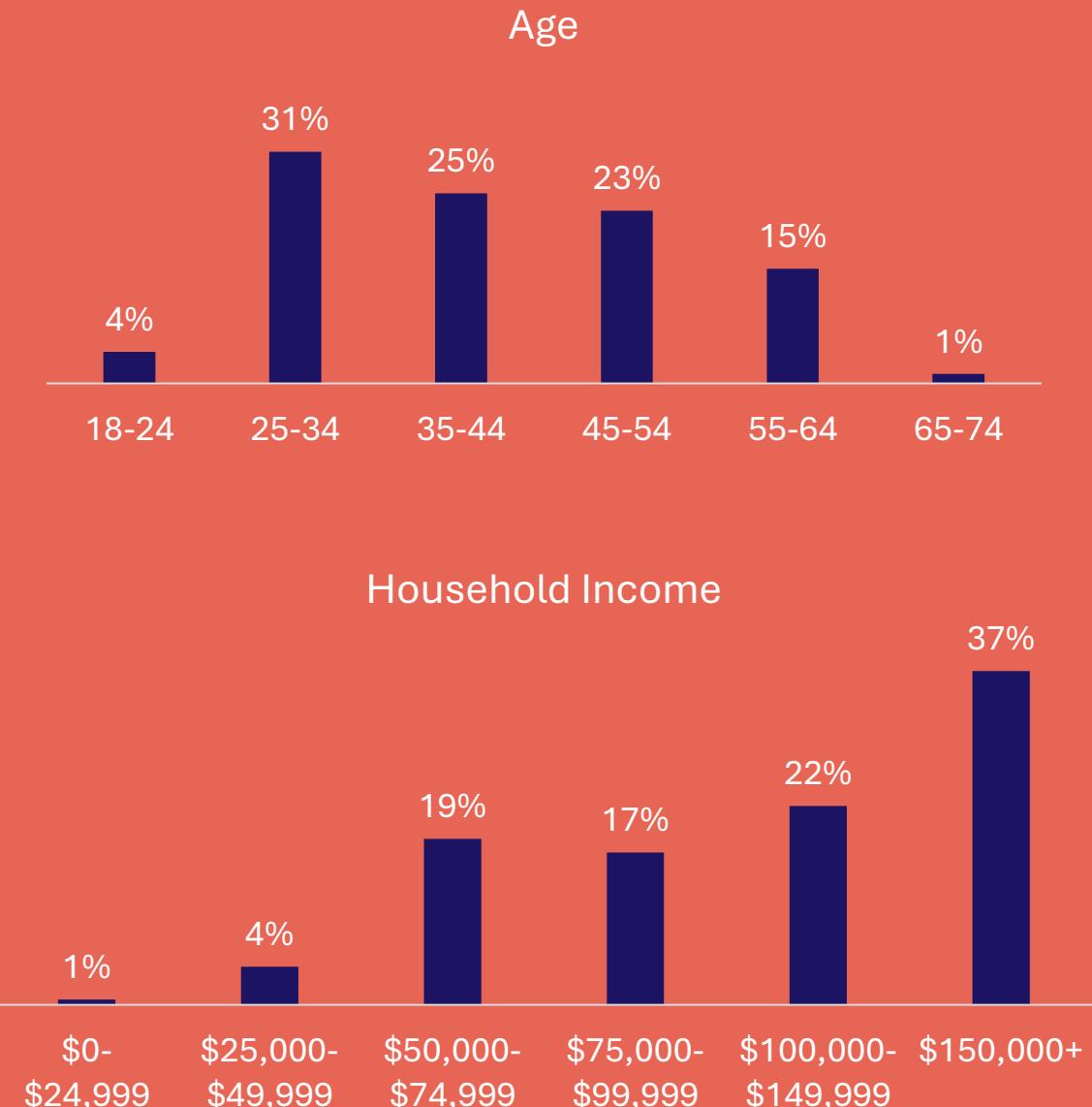
**GPC** GREATER PERIMETER CHAMBER ADVANCING DUNWOODY & SANDY SPRINGS

**SANDY SPRINGS** GEORGIA

# Overview

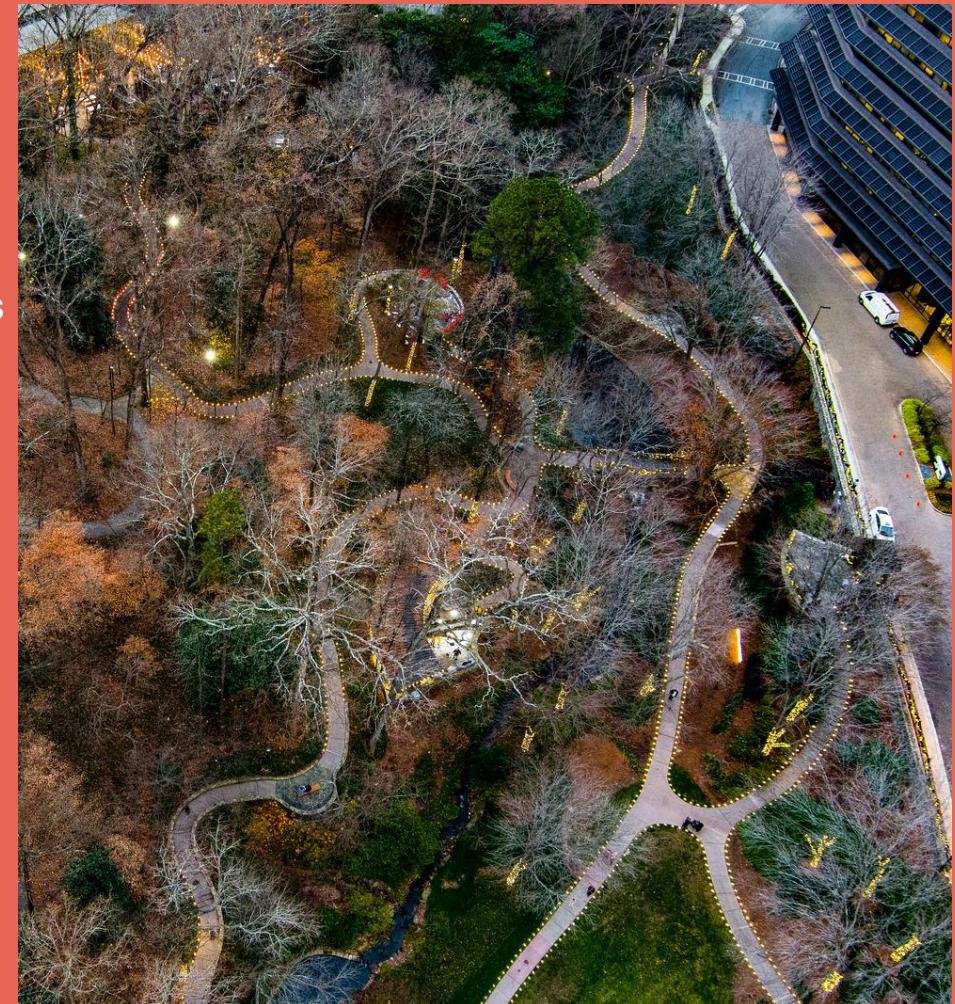
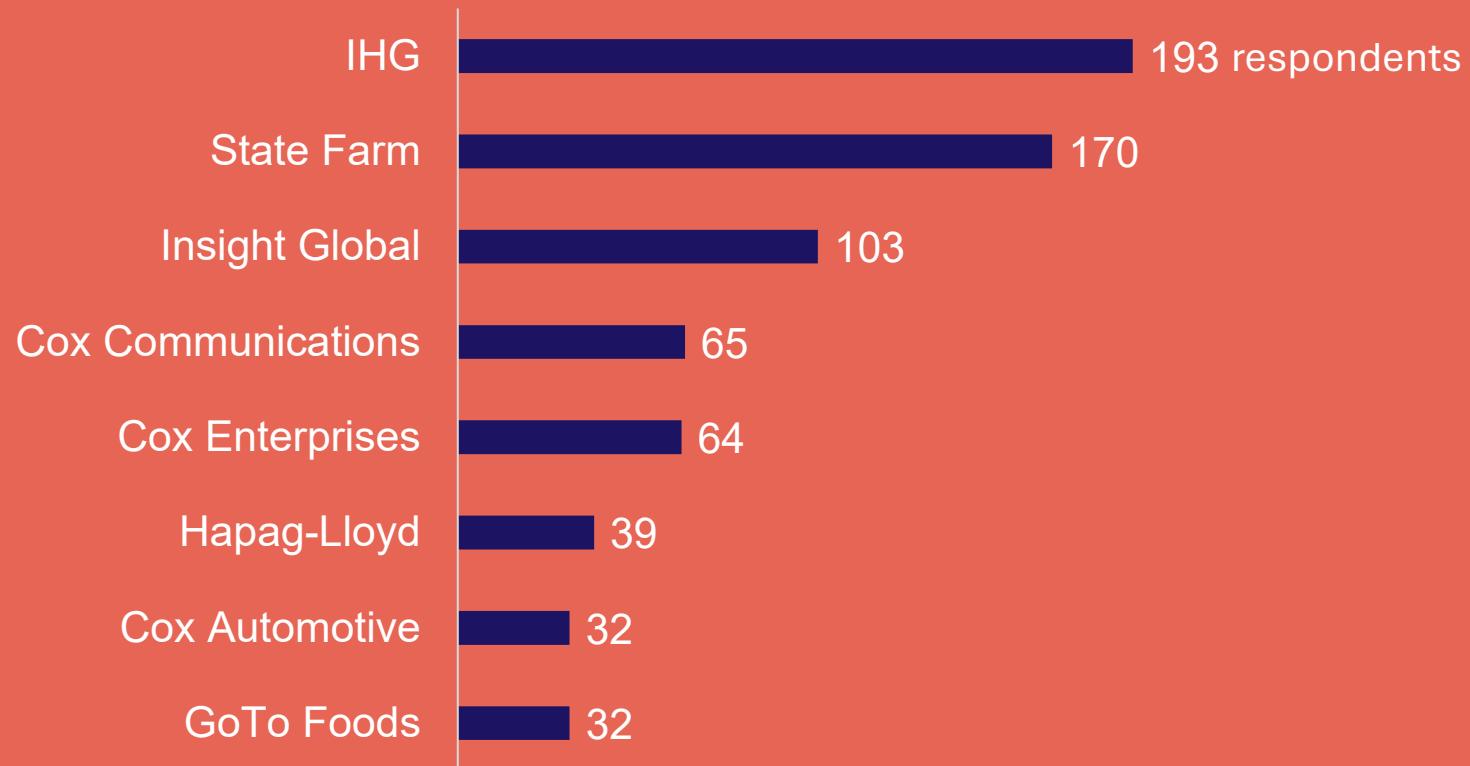


- 1,461 Perimeter employees
- 202 Perimeter residents

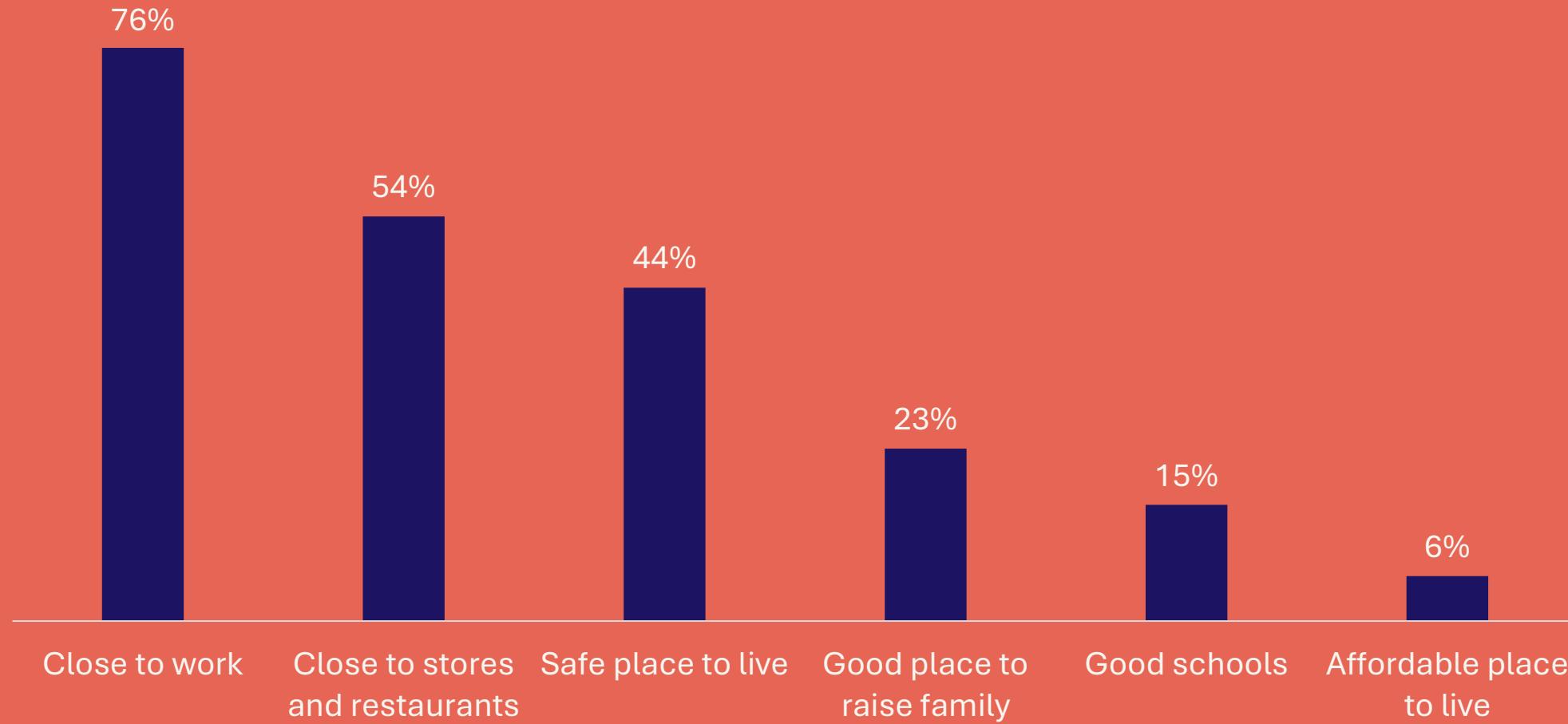


# Overview

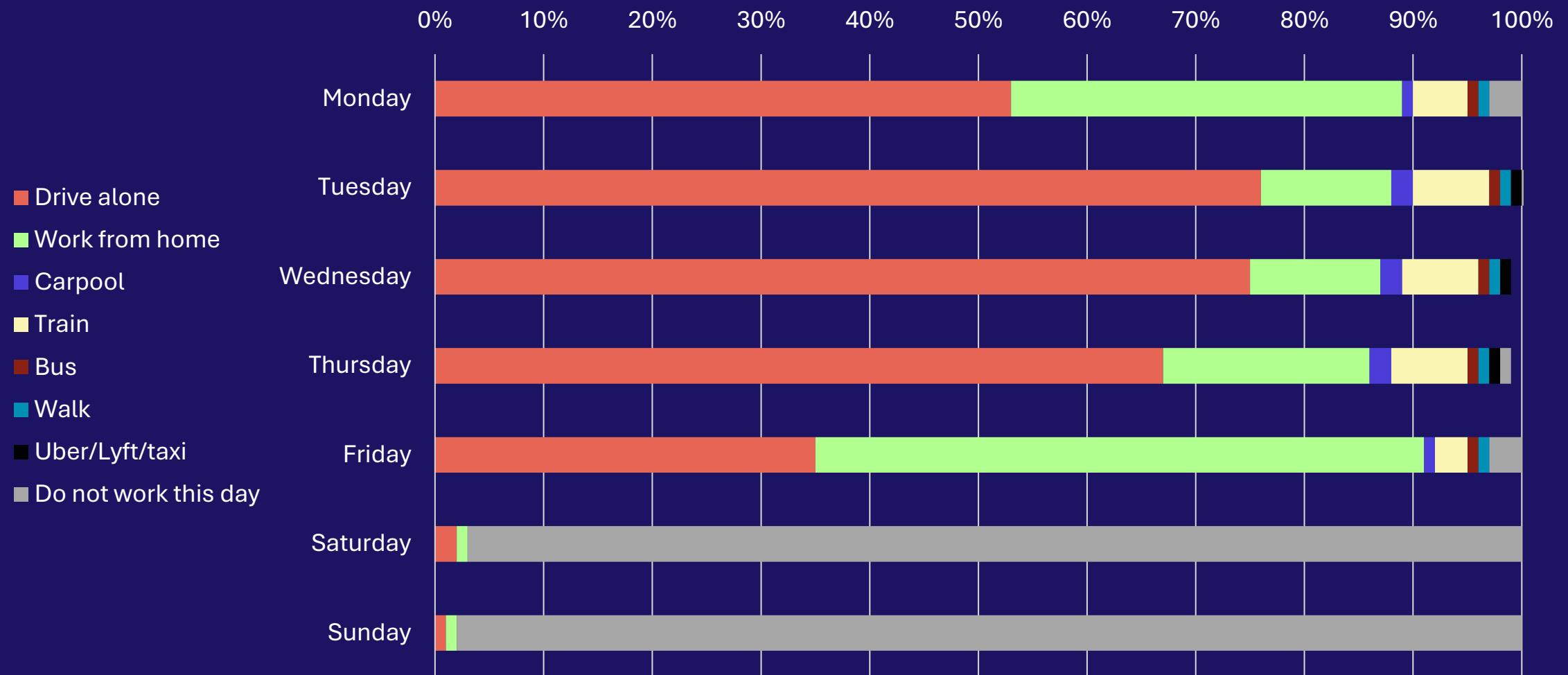
## Most Represented Companies



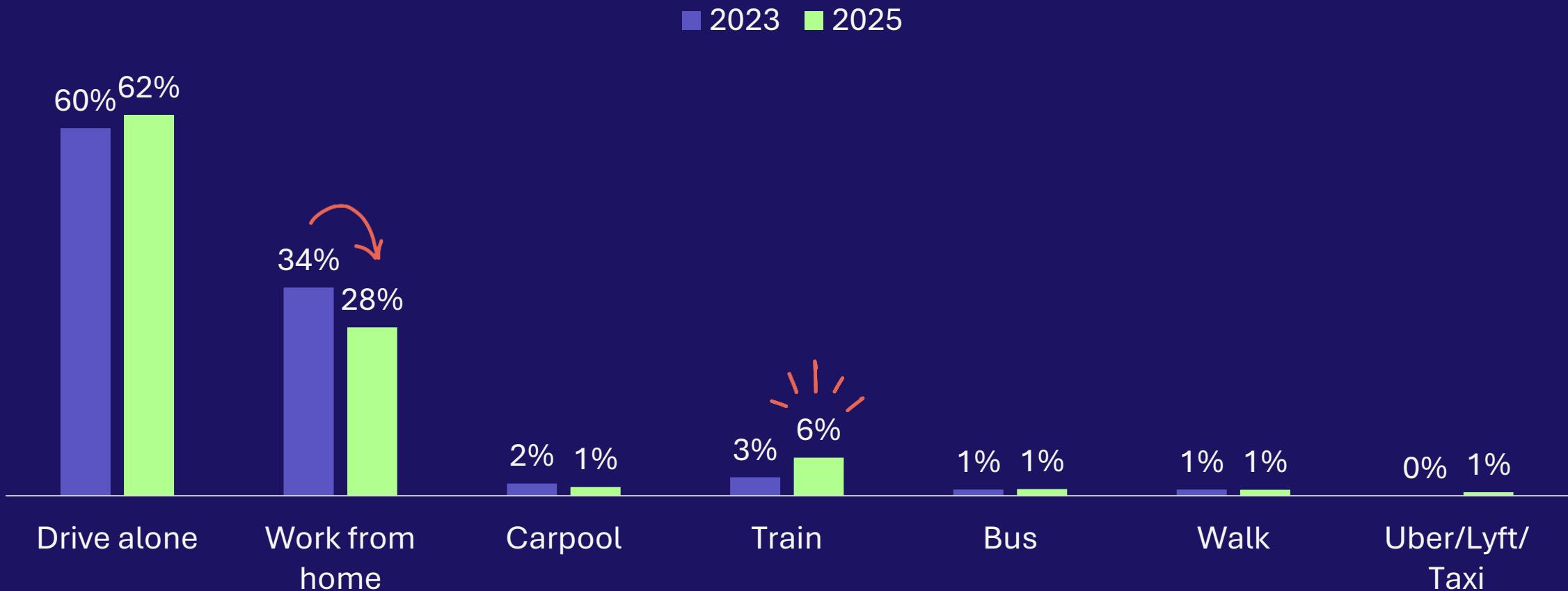
# Convenience Drives Perimeter Residents



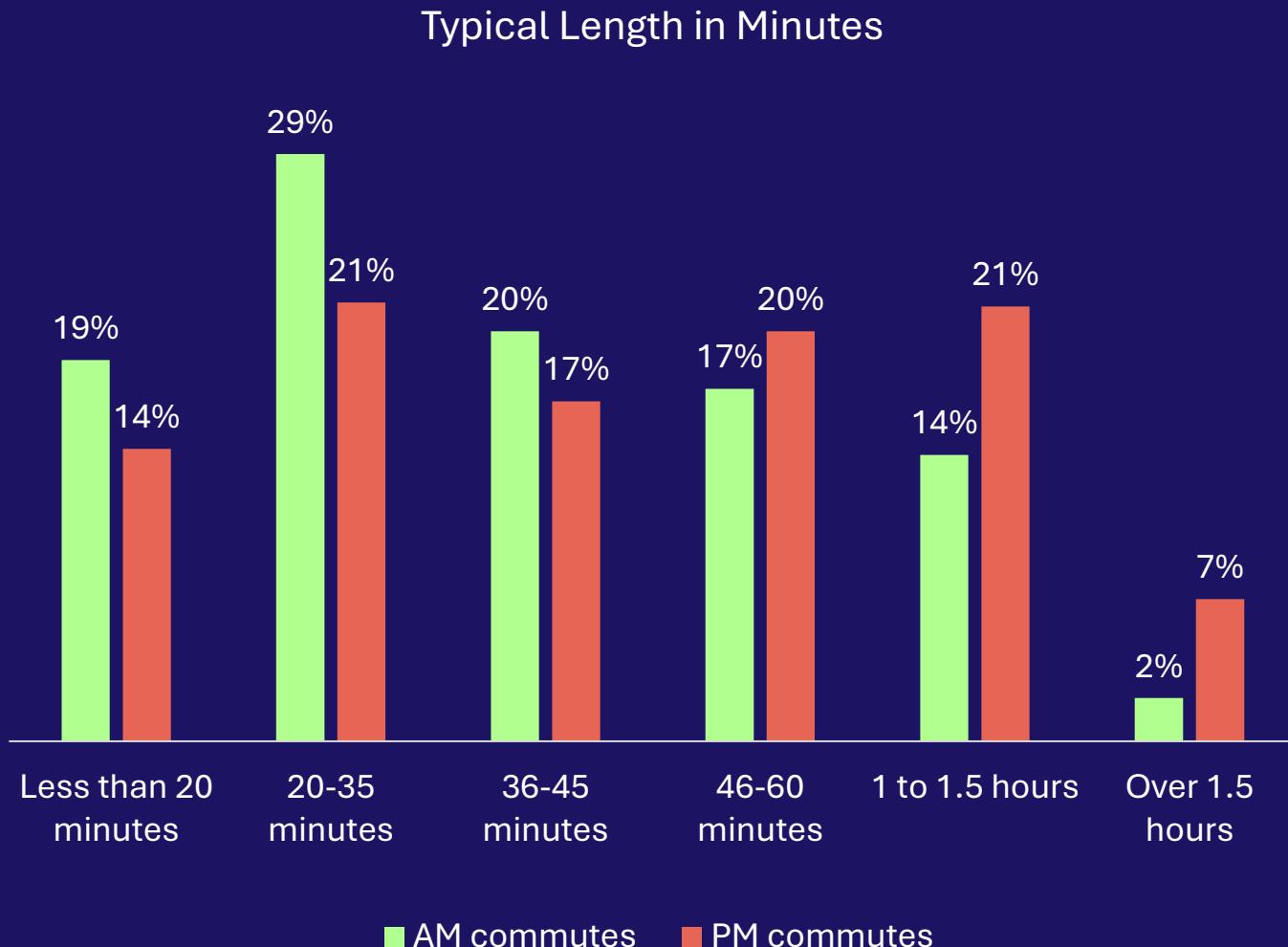
# Commute Statistics - Mode



# Work From Home Dips, Train Commutes Double



# PM Commutes Remain Longer than AM



2025 Mean AM Commute Time	42 minutes
2023	40 minutes
2019	42 minutes
2025 Mean PM Commute Time	53 minutes
2023	47 minutes
2019	50 minutes

# Work from Home

**61%** of Perimeter employees work from home at least one day per week.

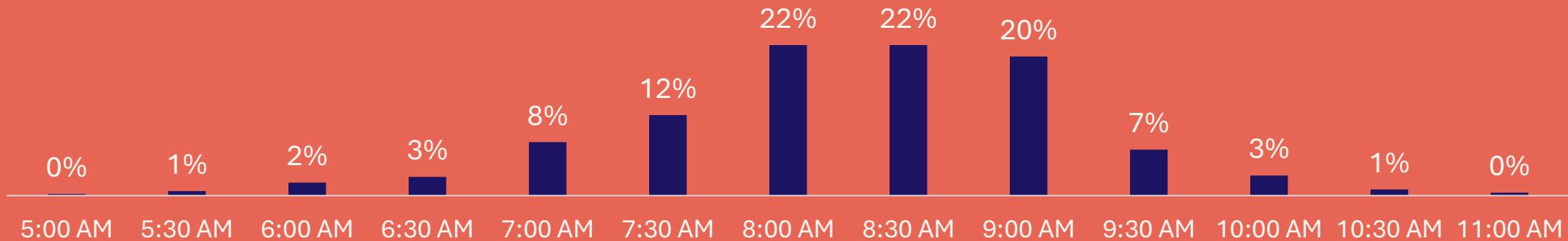
Of those employees, they work at home an average of **2.2** days per week (Monday and Friday are the most common).

In 2023, 64% of employees worked from home at least one day per week, at an average of 2.7 days per week.

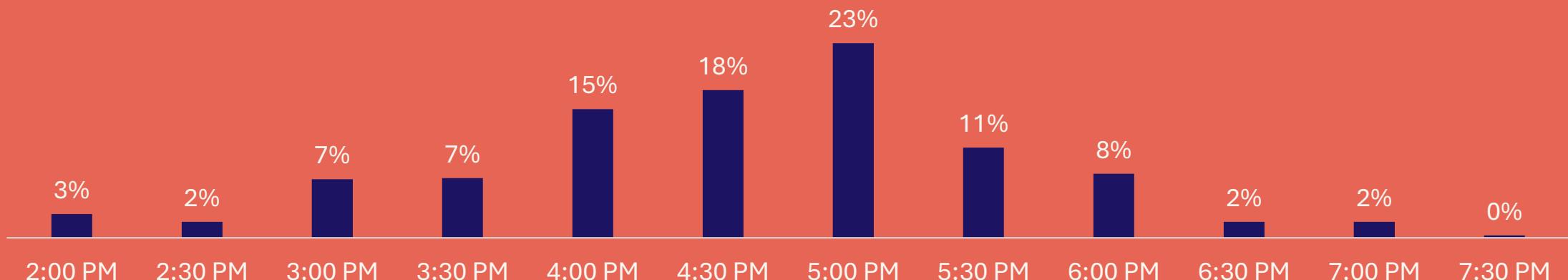


# Arrival and Departure Times

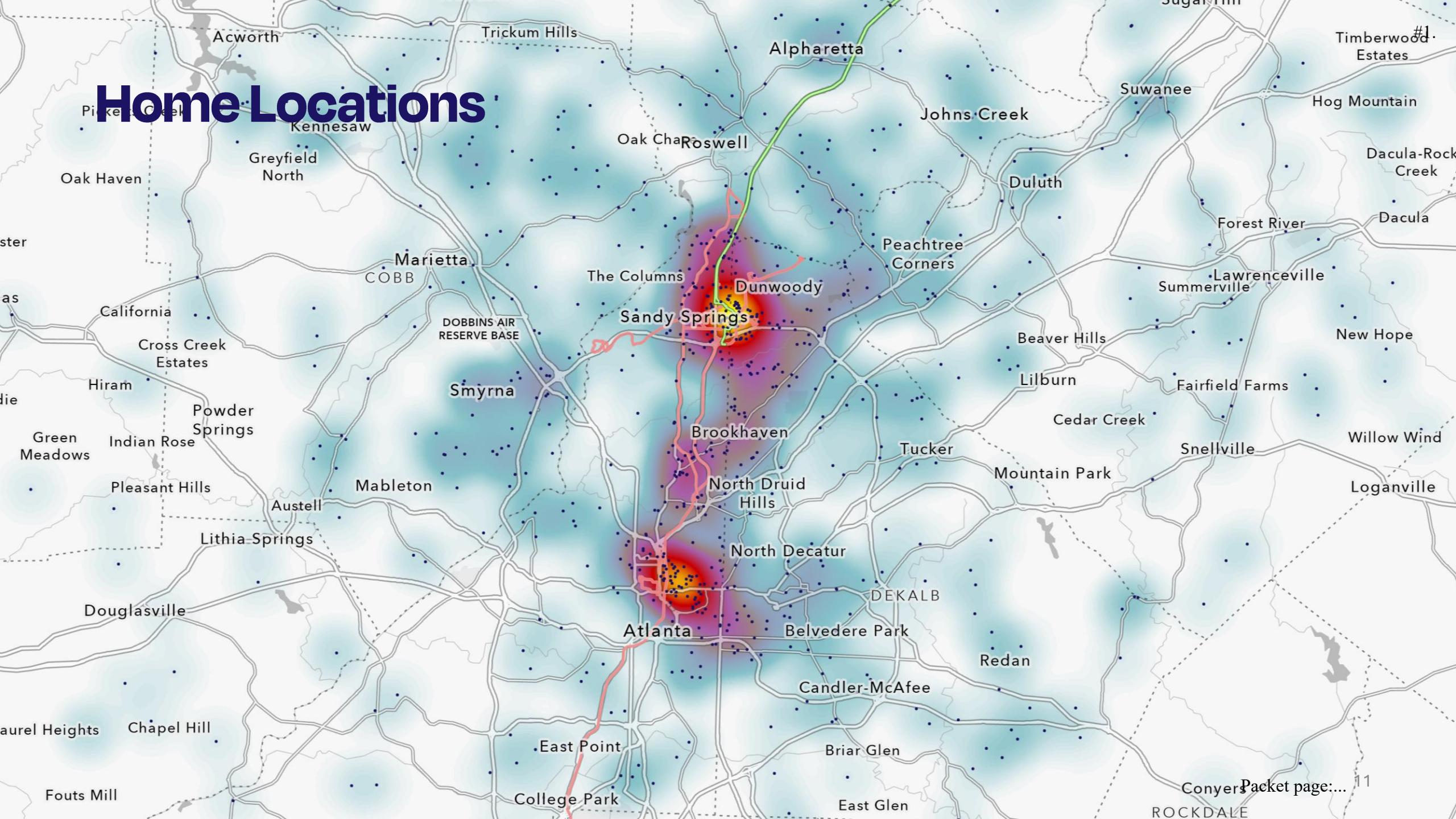
*What time do you typically arrive at work?*



*What time do you typically leave work?*



# Home Locations



# Popular Home Locations with the Longest Commute

Times  
(>1.5 hours)

Douglas –  
Douglasville,  
Lithia Springs

Fayette –  
Fayetteville,  
Peachtree City

Dunwoody  
Sandy Springs

Sugar Hill

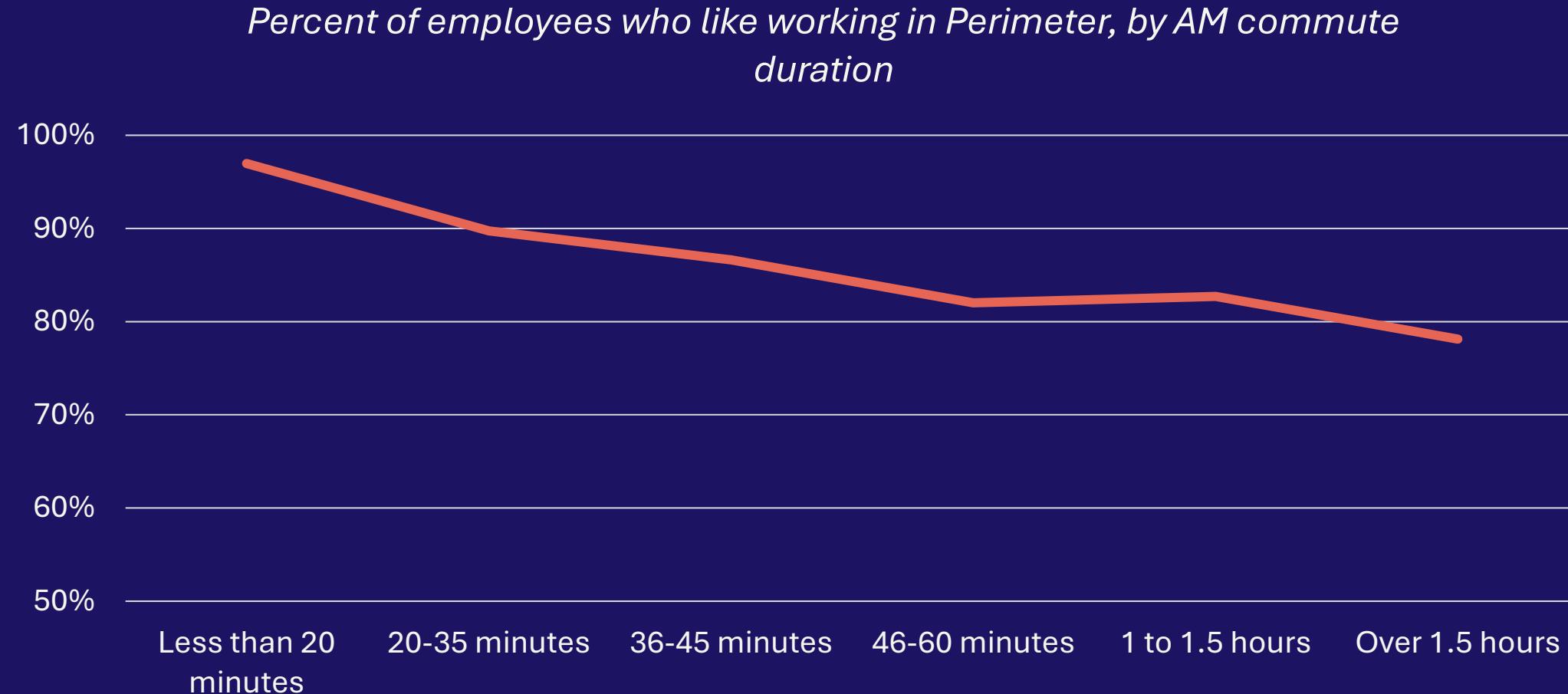
JACKSON  
Jefferson

Gwinnett –  
Lawrenceville,  
Snellville, Dacula

DeKalb –  
Stone Mountain,  
Stonecrest,  
Lithonia

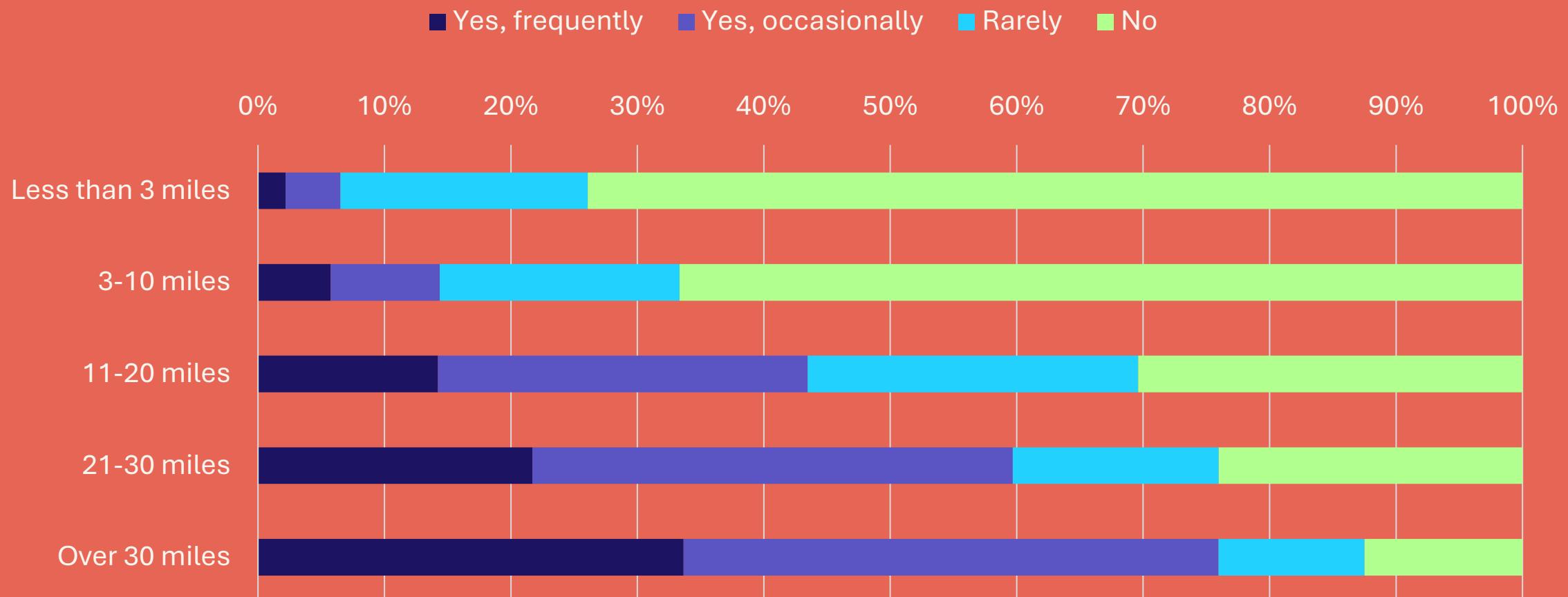
Henry –  
Stockbridge,  
McDonough,  
Hampton

# 88% of respondents agree Perimeter is a nice place to work, but satisfaction declines with longer commutes



# Commutes Over 10 Miles are a Turning Point for Retention

*Has your commute ever led you to consider leaving your current job?*

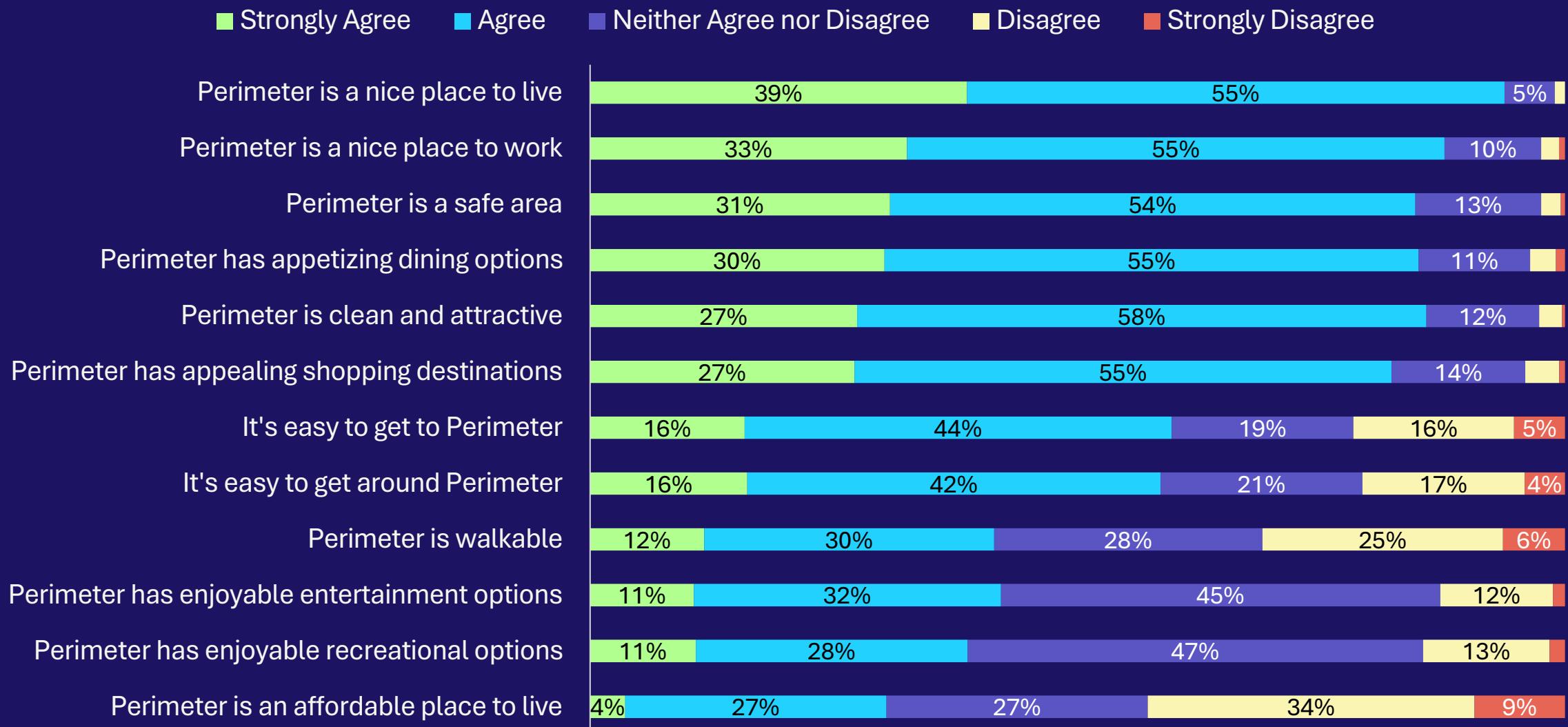


# Perceptions

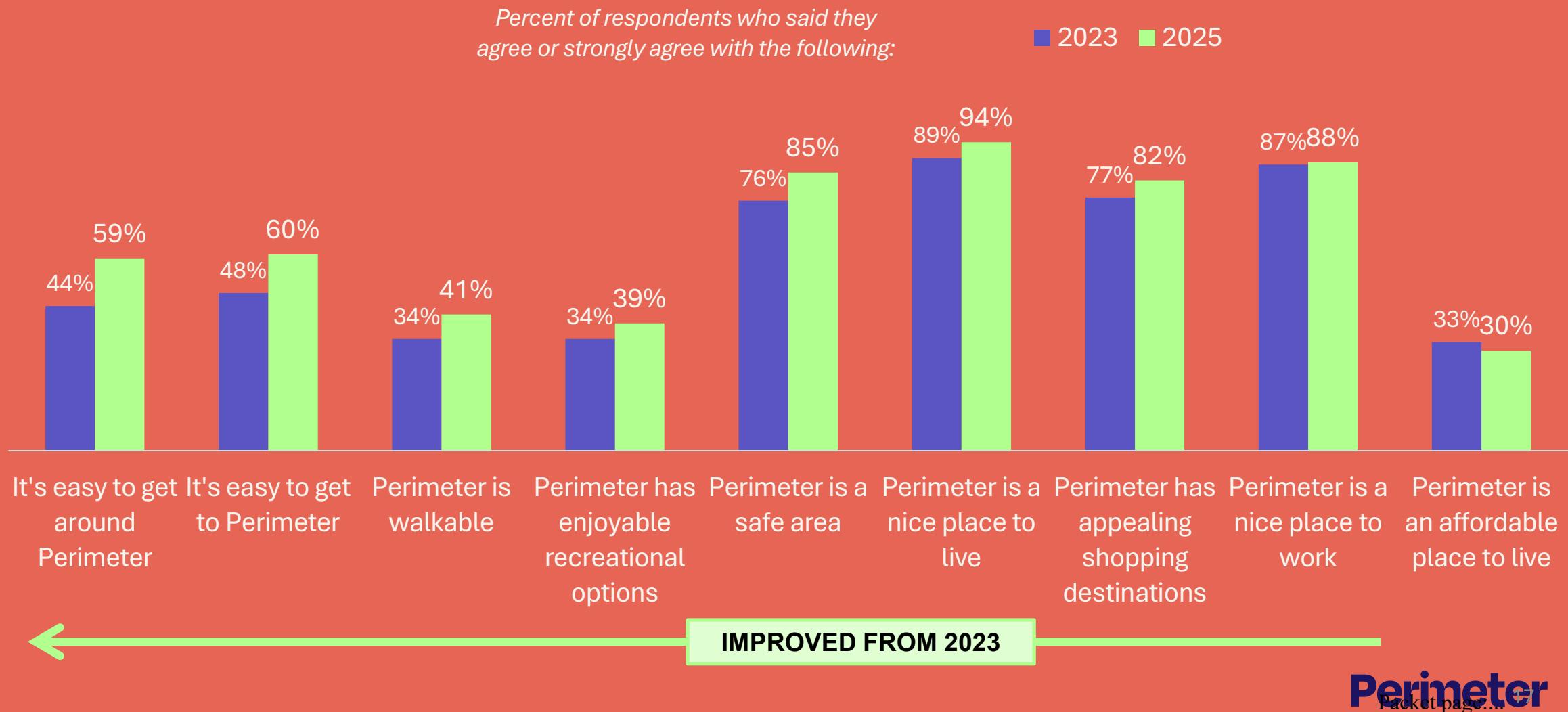
**For two consecutive survey periods, we've asked the community what they thought about the District's amenities, safety, and more...**



# 88% of respondents agree Perimeter is a nice place to work

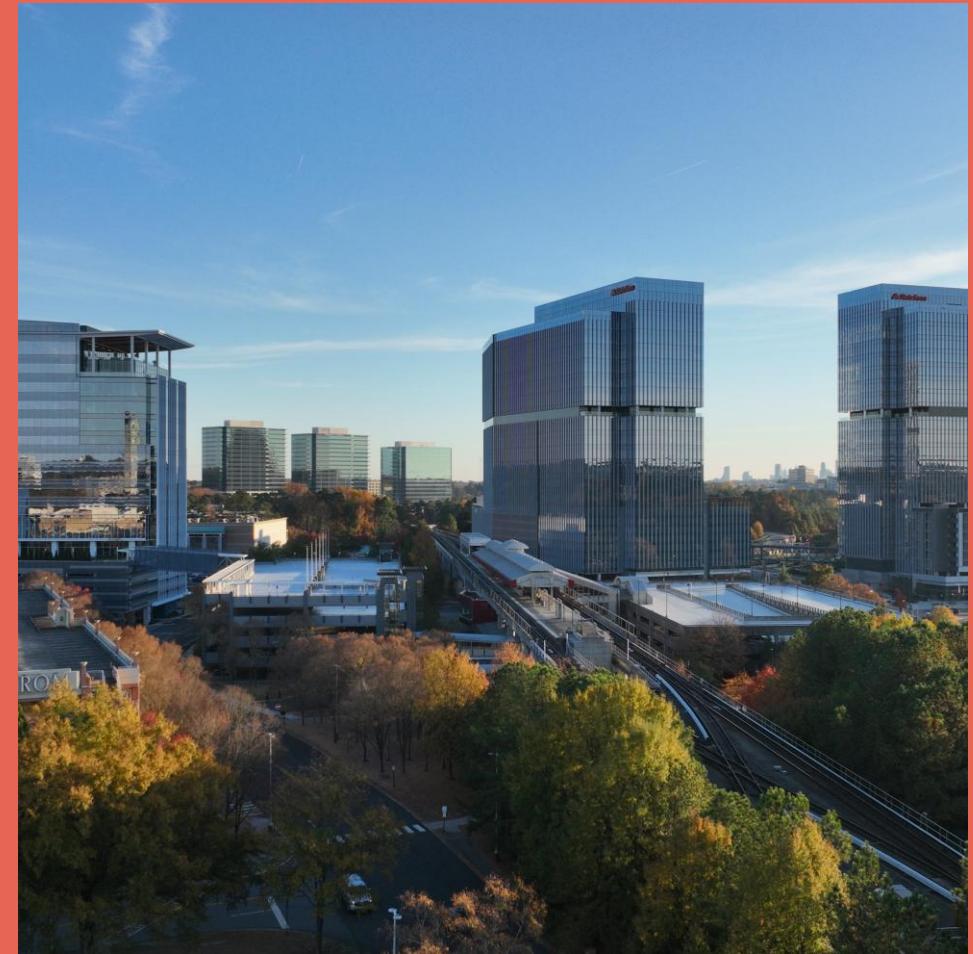


# Notable changes since 2023: Respondents are more likely to describe Perimeter as a place that's easy to get to and around



# Top 10 words used to describe Perimeter from those who like working here:

1. Clean
2. Busy
3. Traffic
4. Safe
5. Nice
6. Shopping
7. Mall
8. Fun
9. Convenient
10. Work

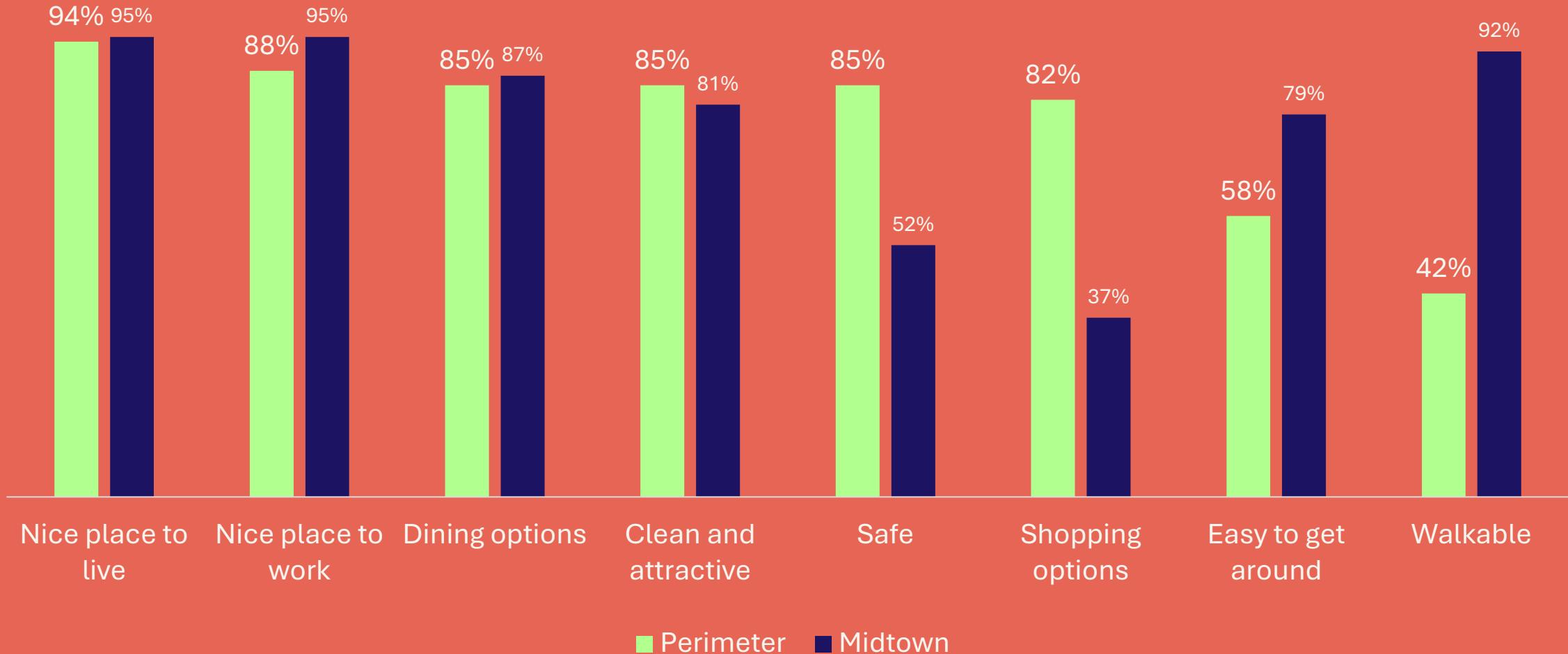


# Top 10 words used to describe Perimeter from those who don't like working here:

1. Traffic
2. Busy
3. Congested
4. Clean
5. Shopping
6. Expensive
7. Mall
8. Suburban
9. Congestion
10. Nice



# How respondents describe Perimeter vs Midtown



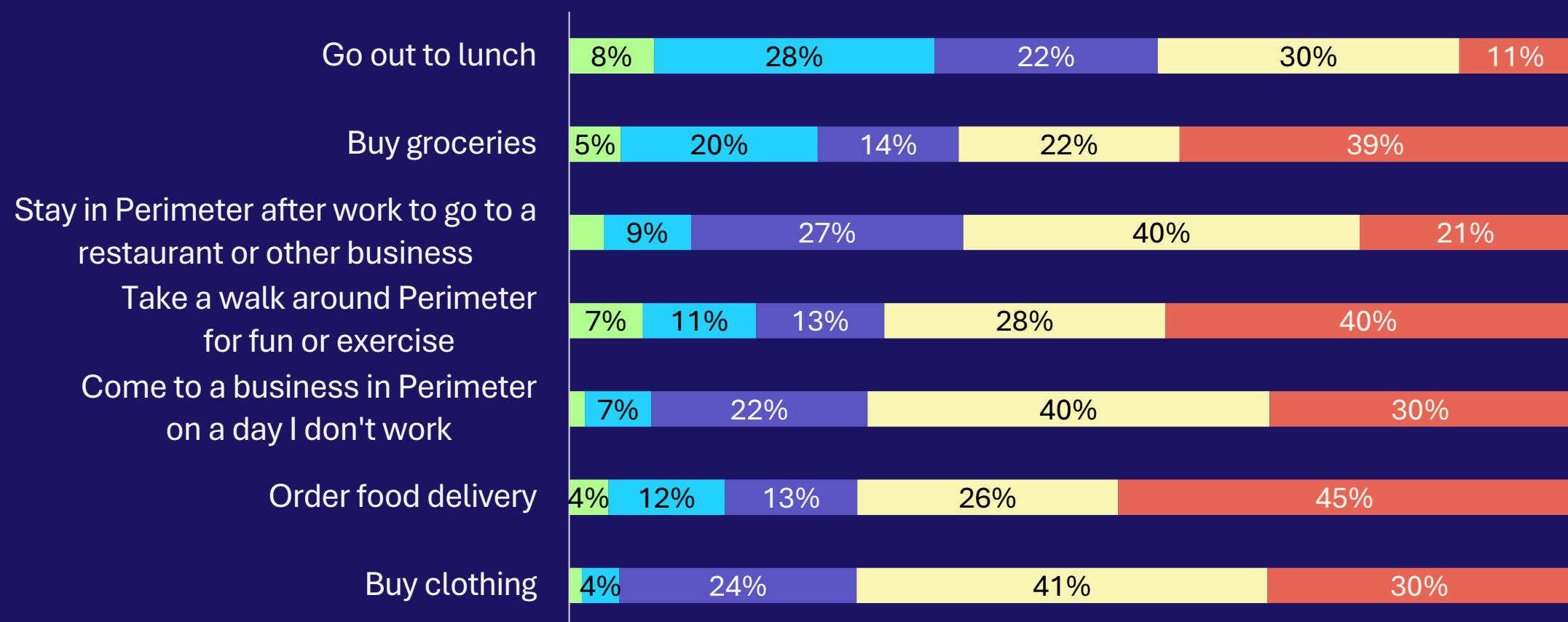
**What three words would you use to describe Perimeter? *Don't overthink this – go for the things that come to mind.***



# Activities

*How frequently do you do each of the following in the Perimeter district?*

■ 3+ times per week   ■ 1-2 times per week   ■ Monthly   ■ Rarely   ■ Never



# What types of businesses would you like to see added to the Perimeter district or nearby areas?



## Restaurants & Food:

- Non-chain/local restaurants and cafes
- More ethnic variety– Caribbean, soul food, vegan, etc.
- Quick/fast-casual options
- Healthy options
- Late-night and after-hours dining



## Retail & Shopping:

- Convenience and grocery (Trader Joe's, Aldi, Lidl, Walmart)
- Affordable shopping (Dollar Tree, thrift stores)
- Specialty stores (craft shops, bookstores, music stores)

# What types of businesses would you like to see added to the Perimeter district or nearby areas?



## Entertainment & Recreation:

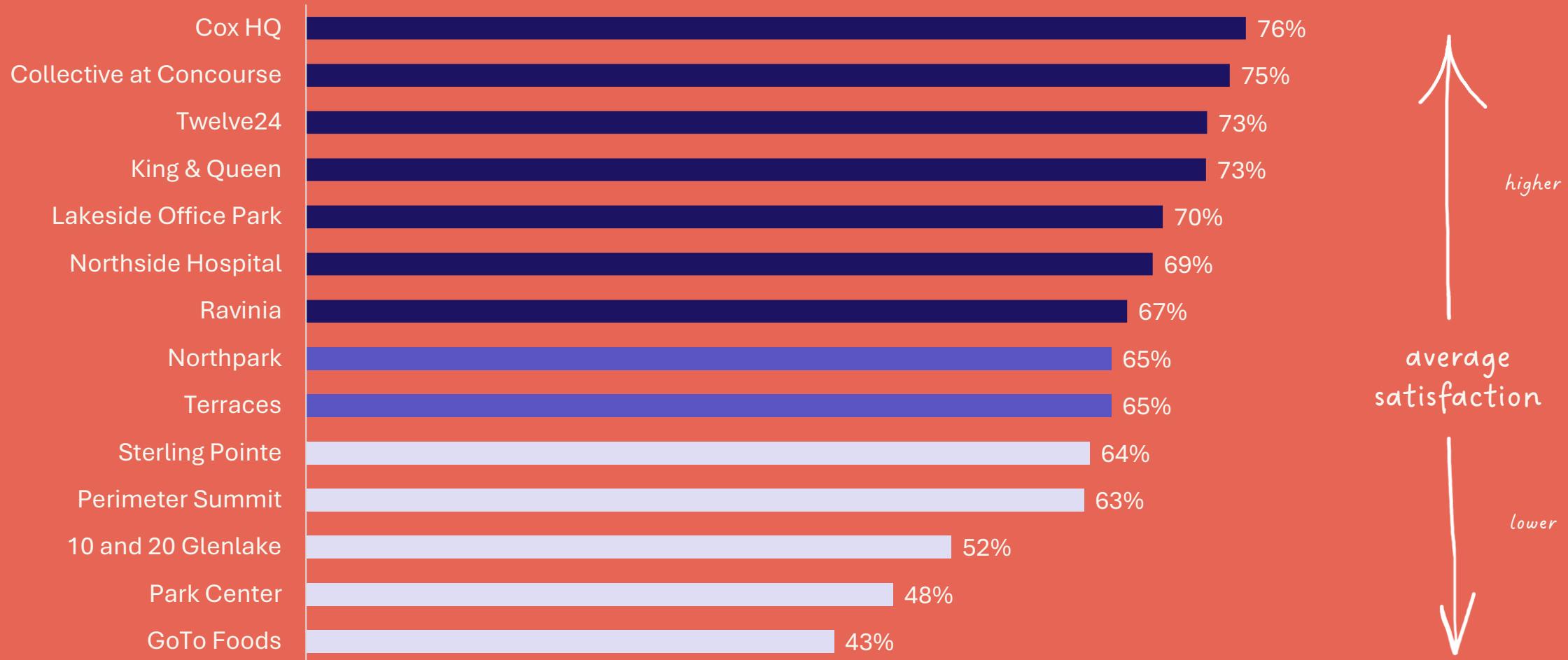
- Family friendly games– bowling, arcades, mini golf
- Music venues/places for live performances
- Recreational facilities like gyms, yoga, sports fields



## Lifestyle:

- Walkable districts like the Avalon or Beltline
- Pet-friendly areas
- Third places and gathering spaces for professionals/after work hangouts
- Co-working options, business lunch spots

# Average building satisfaction rate is 65%



Percent of respondents who selected "Agree" or "Strongly Agree" to  
 "I am satisfied that my job is located in this building".  
 Buildings with 10 or more responses included.

# 2025 Key Takeaways

## Improved District Mobility Since 2023

- The big jumps in “easy to get to” and “easy to get around” perceptions signal that access improvements and/or awareness campaigns are working

## Commute Durations are the Lever for Area Satisfaction

- Employees who report they are satisfied working in Perimeter is high for short commutes (<20 min), but drops steadily as travel time lengthens
- The sharpest drop happens between 36–45 minutes, suggesting that retention and recruitment efforts might best focus on reducing commute time just below that threshold

# 2025 Key Takeaways

## Retail & Dining Requests Signal an Untapped Evening Economy

- There is demand for late-night dining and entertainment, which could keep employees in the district longer, countering the "drive-in, drive-out" pattern that we have seen in the past

## Activity Center Comparisons Offer a Positioning Advantage

- Perimeter scores higher than Midtown on safety and being a nice place to live/work, but could continue to improve on walkability and ease of getting around
- Perimeter is already marketed as the “safe, convenient alternative to the city,” but investing in walkability could help close the gap

# Questions? Comments? Reach Out!

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