

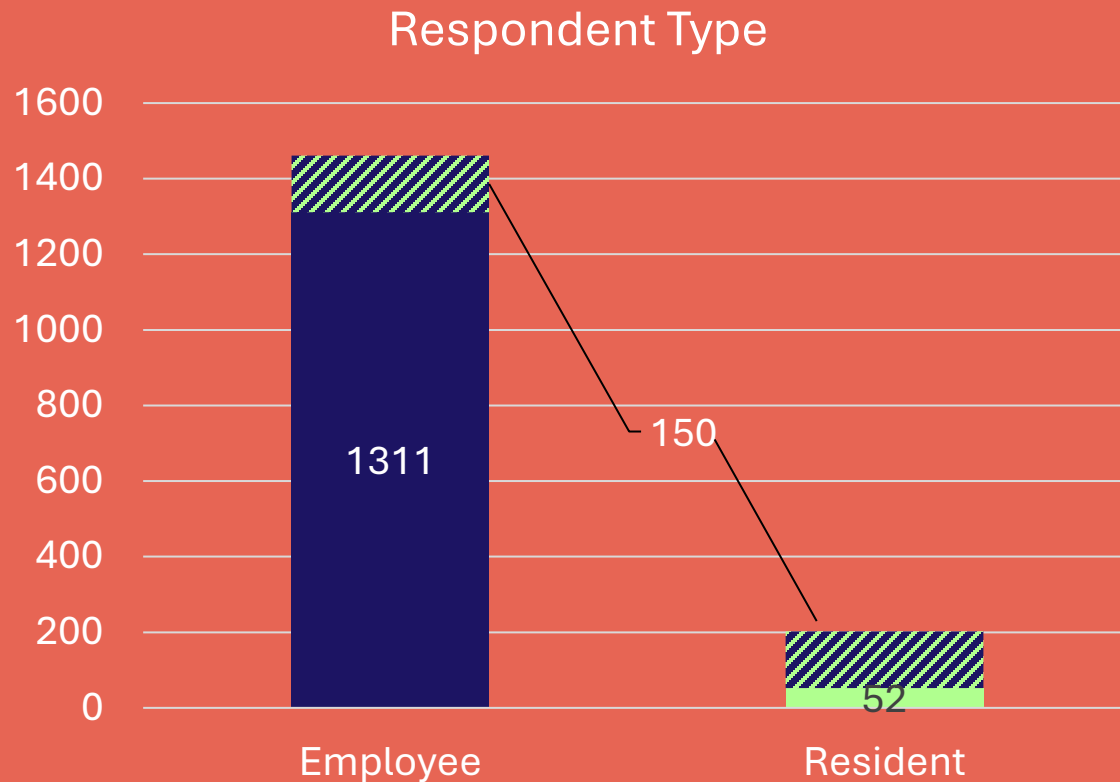
A photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and light blue. Several tall buildings are visible, including a prominent one with a glass facade on the left and a cluster of buildings in the center. The word "Perimeter" is overlaid in a large, bold, orange font.

Perimeter

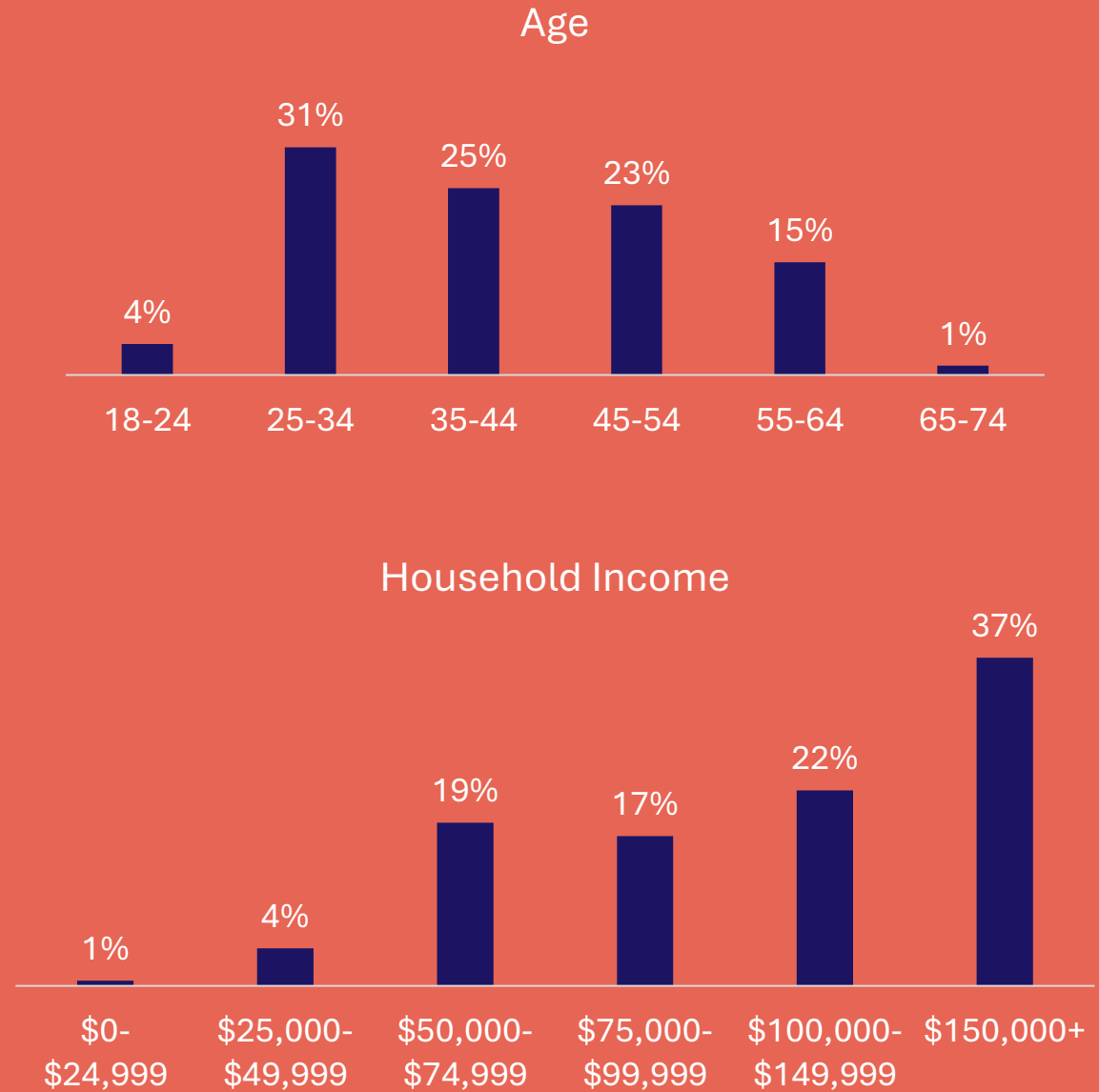
2025 District-Wide Survey

Perimeter Connects & PCIDs

Overview



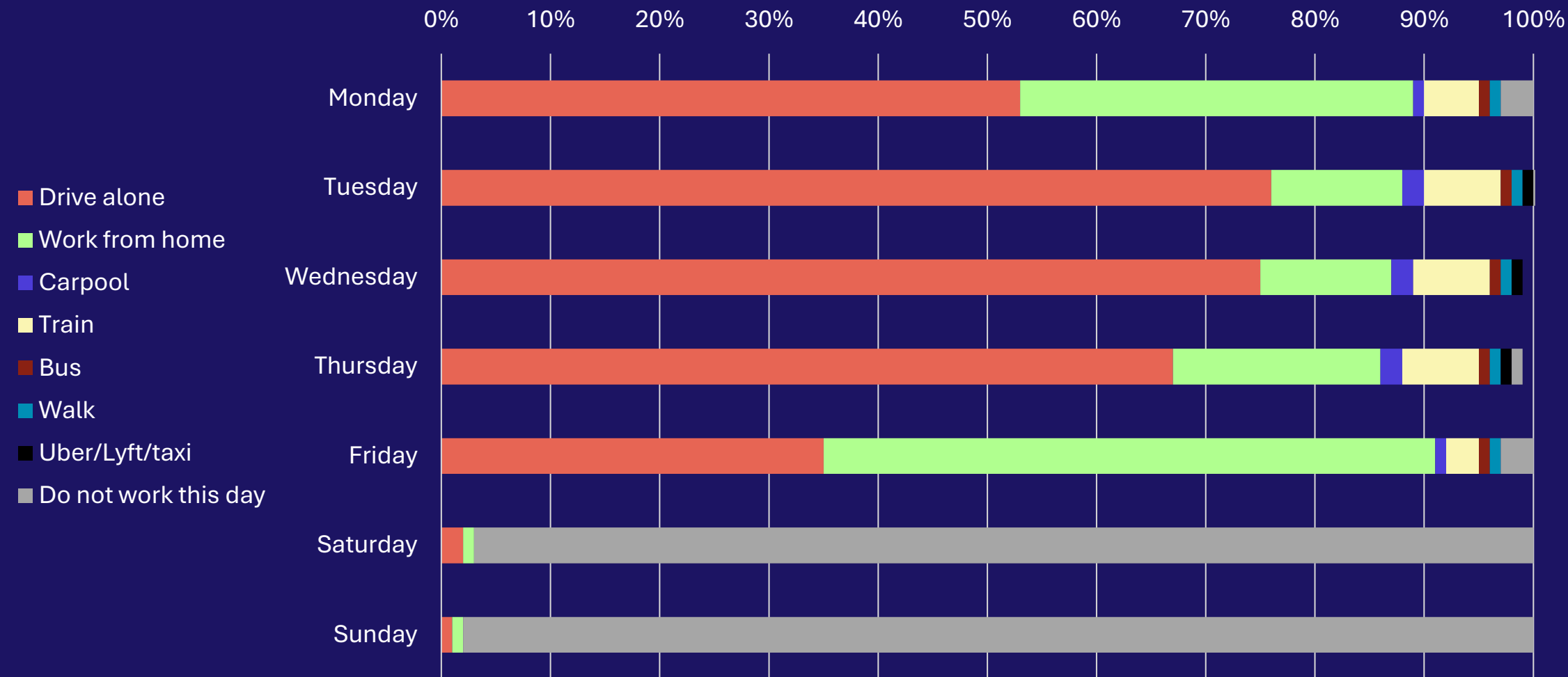
- 1,461 Perimeter employees
- 202 Perimeter residents



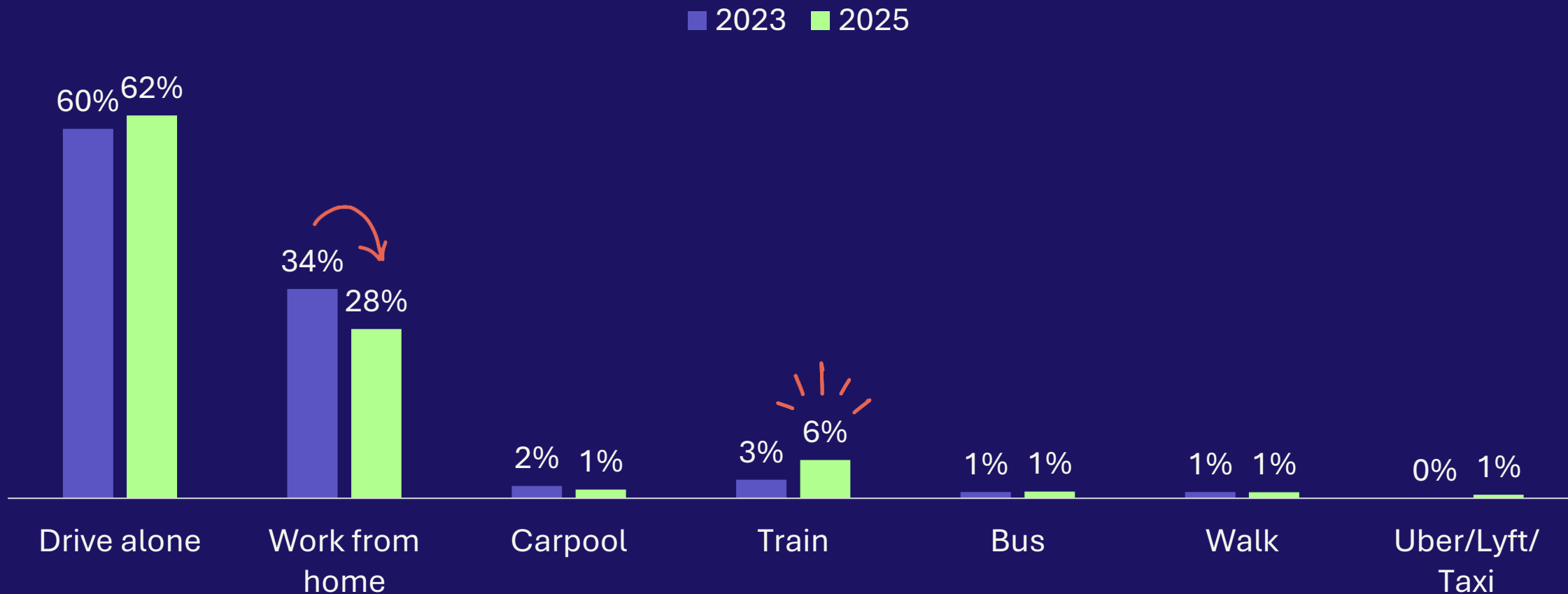
Convenience Drives Perimeter Residents



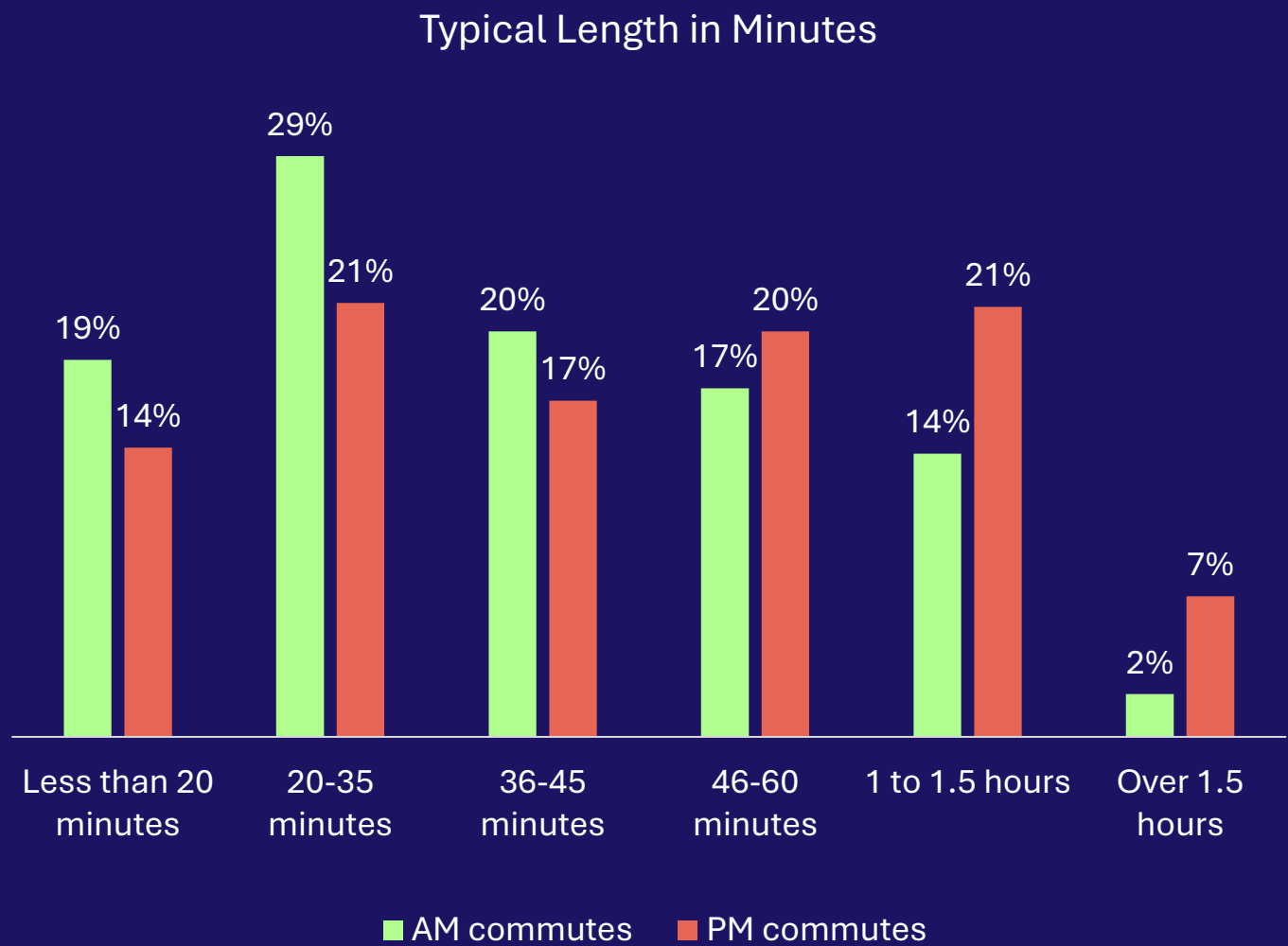
Commute Statistics - Mode



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.

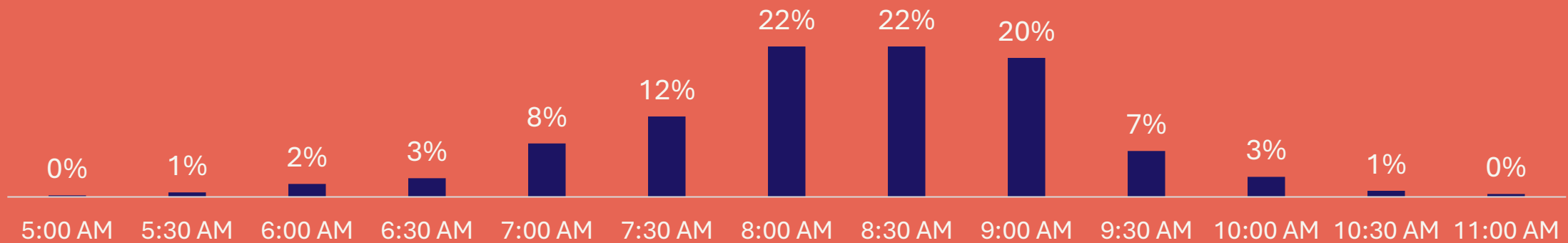
Of those employees, they work at home an average of **2.2** days per week (Monday and Friday are the most common).

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

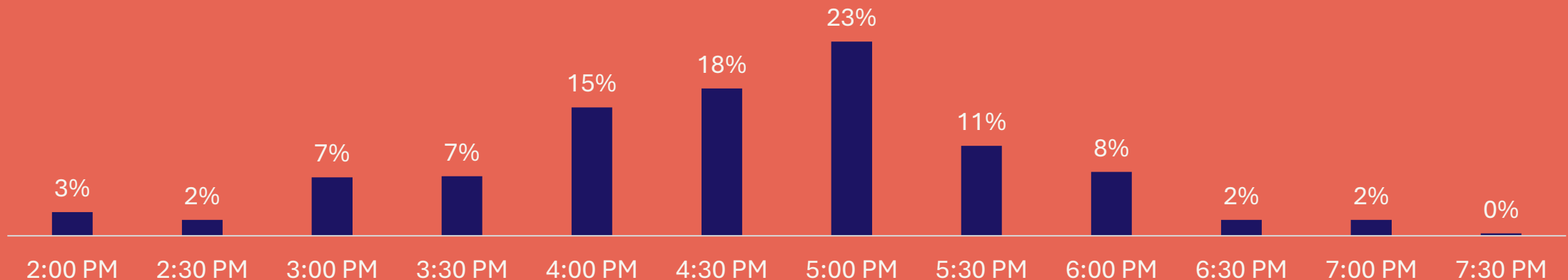


Arrival and Departure Times

What time do you typically arrive at work?



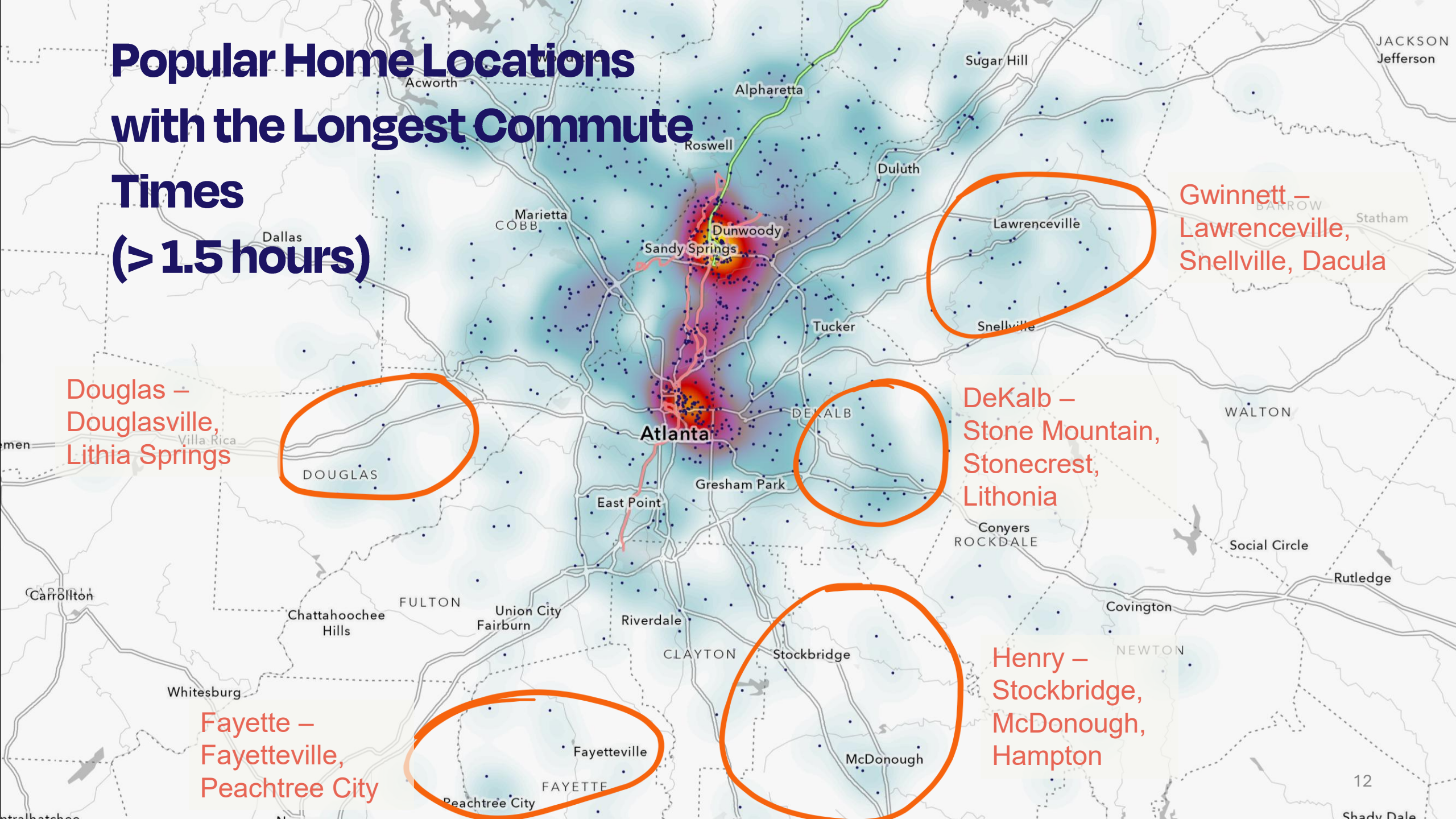
What time do you typically leave work?



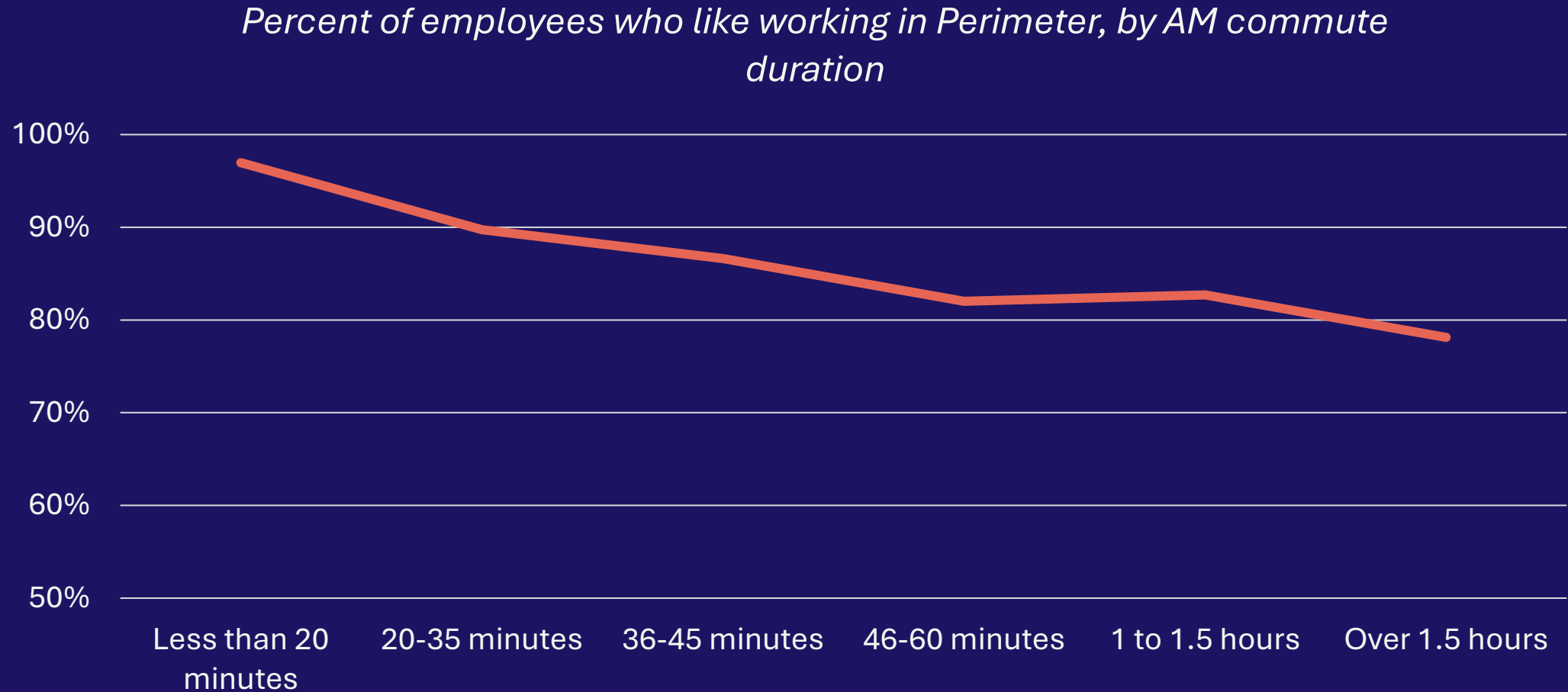
Home Locations

The map displays the Atlanta metropolitan area with home locations marked as blue dots. A density heatmap is overlaid, showing the highest concentration of homes in the central urban core (red/orange) and decreasing density as distance from the center increases (yellow, green, blue). Major highways and landmarks are labeled, including Acworth, Trickum Hills, Alpharetta, Roswell, Johns Creek, Suwanee, Timberwood Estates, Hog Mountain, Dacula-Rock Creek, Dacula, Forest River, Lawrenceville, Summerville, New Hope, Willow Wind, Loganville, Snellville, Fairfield Farms, Cedar Creek, Lilburn, Beaver Hills, Peachtree Corners, Duluth, The Columns, Dunwoody, Sandy Springs, Brookhaven, North Druid Hills, North Decatur, Belvedere Park, Redan, Candler-McAfee, Briar Glen, East Glen, College Park, East Point, Chapel Hill, Fouts Mill, Douglasville, Lithia Springs, Austell, Mableton, Smyrna, Cobb, Marietta, Cross Creek Estates, Hiram, Powder Springs, Indian Rose, Pleasant Hills, Green Meadows, Oak Haven, Greyfield North, Kennesaw, and Acworth. The map also shows the DOBBINS AIR RESERVE BASE and the DEKALB and ROCKDALE counties.

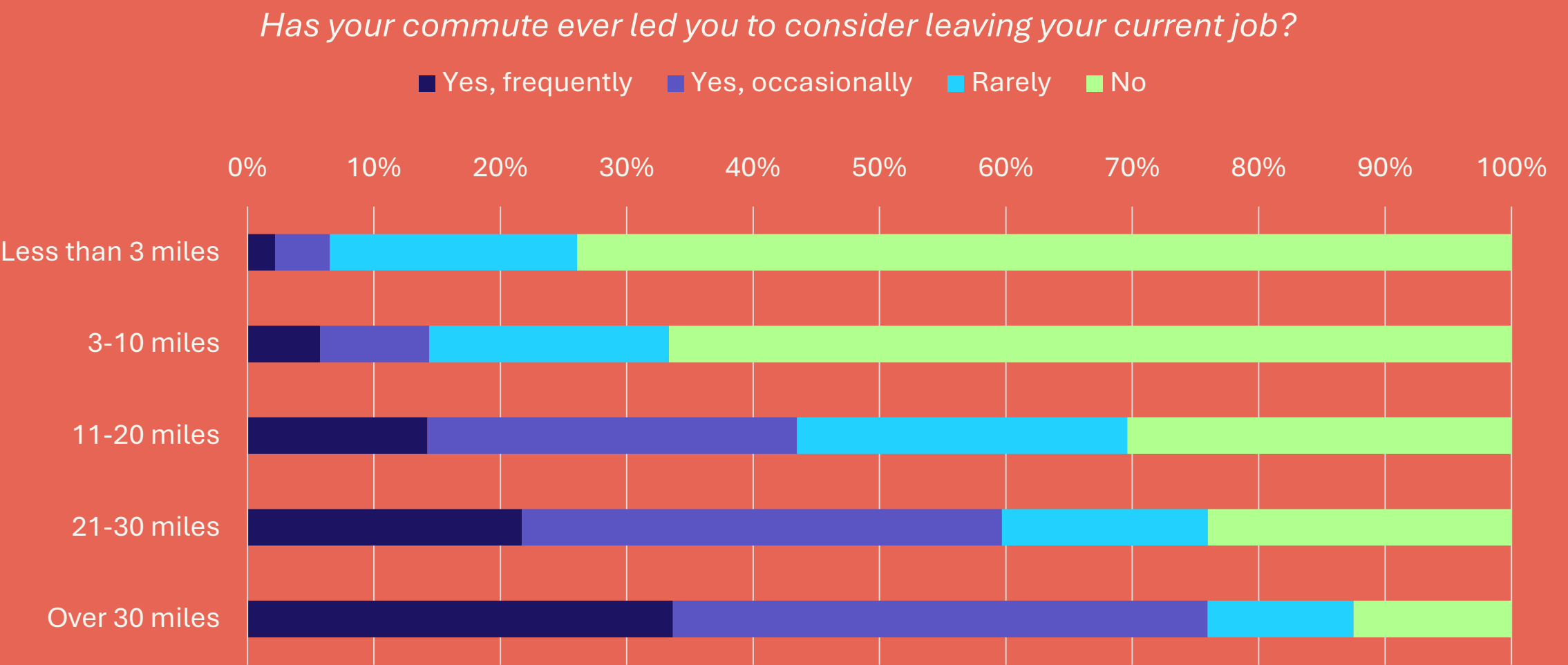
Popular Home Locations with the Longest Commute Times (> 1.5 hours)



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

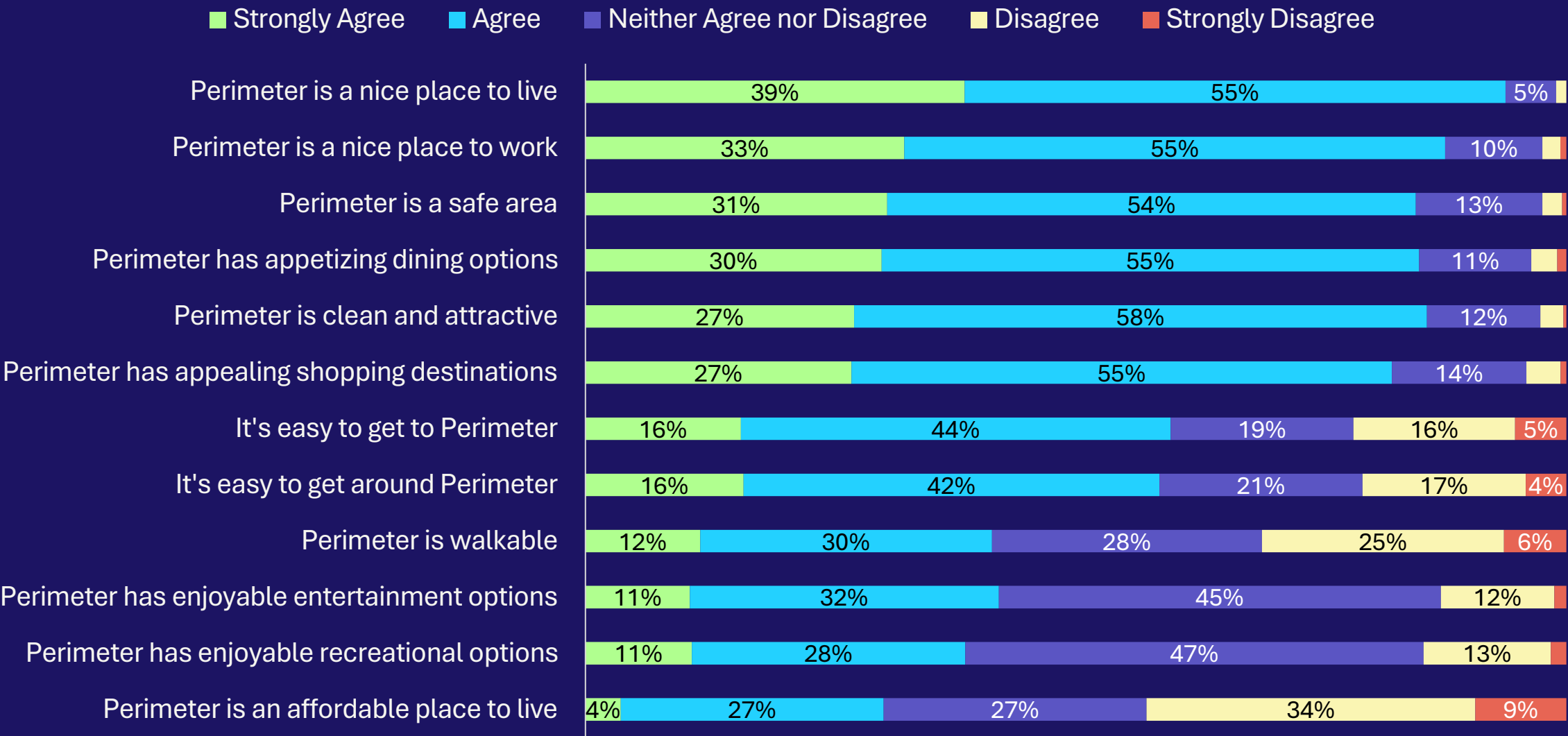


Perceptions

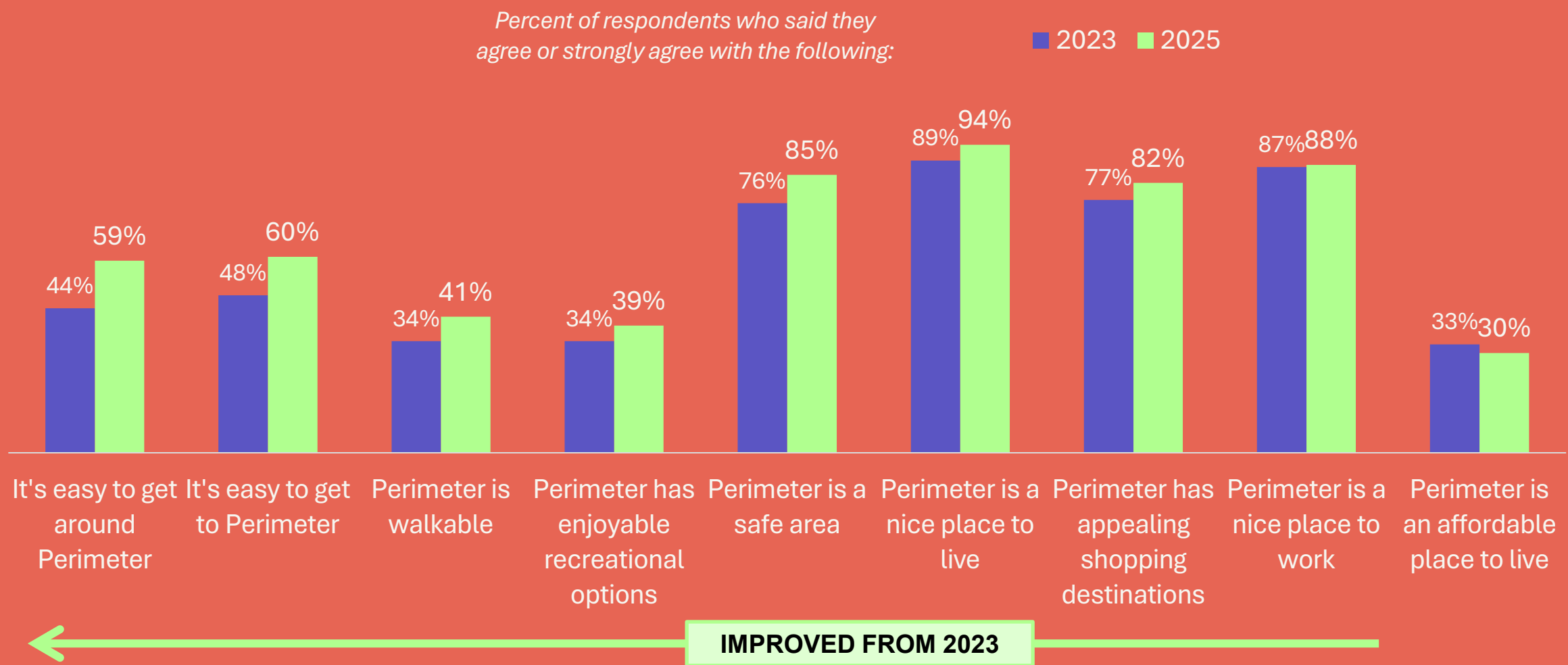
For two consecutive survey periods, we've asked the community what they thought about the District's amenities, safety, and more...



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*



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

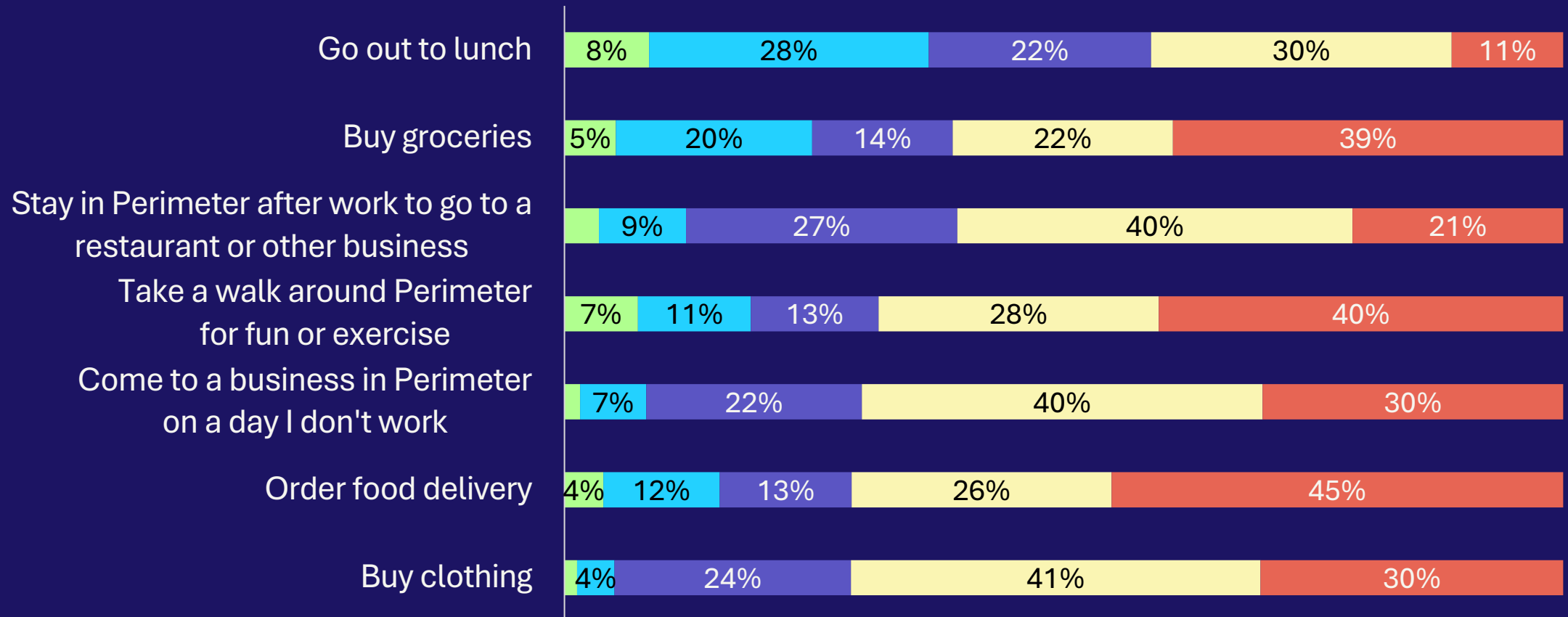


Perimeter

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:



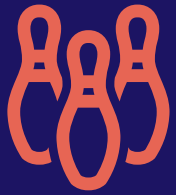
- Non-chain/local restaurants and cafes
- More ethnic variety– Caribbean, soul food, vegan, etc.
- Quick/fast-casual options
- Healthy options
- Late-night and after-hours dining

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

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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