



# Uptown / Lower Queen Anne Neighborhood Intercept Survey

Conducted for the  
Seattle Department of Transportation  
November 2017

# Survey Overview

## ◆ Purpose and Methodology Overview

- To better understand behaviors among people visiting and working in Lower Queen Anne.
- An intercept survey was conducted over a two week period. Interviewers were stationed at key intersections during weekdays and administered a brief survey to pedestrians passing by.

## ◆ Objectives

- Gauge the general frequency and length of stay of visitors.
- Investigate the key reasons for visiting.
- Understand how visitors travel to/from Lower Queen Anne and parking behaviors of those who drive or carpool.
- Identify ways the City can help to sustain and improve visitation to the area.
- Quantify the demographic characteristics of visitors to the area.

## ◆ Definitions

- Throughout this report the term “Visitors” refers to respondents who do not live nor work in Lower Queen Anne.
- The term “Workers” refers to respondents who work in Lower Queen Anne, but do not live there.
- The term “respondents” refers to all respondents regardless of their live / work situation.

# Key Findings (1)

- ◆ **Residency**: Over one-third (37%) of survey respondents are “visitors”, that is they neither live nor work in Lower Queen Anne.
- ◆ **Mode Share**: Overall, forty-one percent of respondents walked to get to Lower Queen Anne making this the most commonly used travel mode.
  - ◆ 25% of respondents took a buss, and
  - ◆ 15% drove alone
  - **Driving**: Just under half (46%) of respondents who drive alone state the reason they choose to do so was because transit takes too long or is inconvenient.
    - ❖ Sixty-four percent of people who drive (alone or in carpool) parked in in an on-street parking spot.

## Key Findings (2)

- ◆ **Trip Purpose**: Aside from residing in the neighborhood, working, shopping, and eating out are the most commonly mentioned primary reasons for being in Lower Queen Anne.
- ◆ **Spending**: Eighty-two percent of respondents plan on spending money while in the area.
  - ◆ The average anticipated spend is \$41.67
  - ◆ Visitors typically spend the most money (\$56.60) while in the area and workers the least (\$16.87).
  - ◆ Those who use a personal vehicle area likely to have the highest spend (\$49.30).

# Methodology

- A total of 490 interviews were completed in the University District with an overall margin of error of +/-4.4% at the 95% confidence level.
- Two-interviewers were on-site to distribute and collect single page paper surveys and help respondents as needed. Interviewing took place over two the following dates and times (all in 2017).
  - ❖ Tue, Oct 3: 12pm-4pm – Queen Anne Ave N & Mercer St (48 completes)
  - ❖ Wed, Oct 4: 12pm-4pm – 1st Ave N & Mercer St (34 completes)
  - ❖ Thu, Oct 5: 12pm-4pm – Queen Anne Ave N & Republican St (45 completes)
  - ❖ Fri, Oct 6: 5pm-9pm – Queen Anne Ave N & Mercer St (45 completes)
  - ❖ Sat, Oct 7: 12pm-4pm – 1st Ave N & Mercer St (49 completes)
  - ❖ Sun, Oct 8: 10am-2pm – Queen Anne Ave N & Mercer St (41 completes)
  - ❖ Tue, Oct 10: 12pm-4pm – 1st Ave N & Mercer St (26 completes)
  - ❖ Wed, Oct 11: 12pm-4pm – Queen Anne Ave N & Republican St (49 completes)
  - ❖ Thu, Oct 12: 12pm-4pm – Queen Anne Ave N & Mercer St (37 completes)
  - ❖ Sat, Oct 14: 5pm-9pm – Queen Anne Ave N & Republican St (64 completes)
  - ❖ Sun, Oct 15: 12pm-4pm – Queen Anne Ave N & Mercer St (55 completes)
- Periods of inclement weather impacted response rates at times.
- Surveys were available in English only.

Location	Completes
1st Ave N & Mercer St.	109
Queen Anne Ave N & Mercer St	226
Queen Anne Ave N & Republican St	158
Total	493

# Survey Locations

- The map below displays the locations where interviews were conducted



# Survey Questionnaire

## UPTOWN/LOWER QUEEN ANNE NEIGHBORHOOD SURVEY

The City of Seattle's Department of Transportation is conducting this survey to better understand how people who live, work and visit Uptown/Lower Queen Anne travel to the area. No personally identifiable information will be collected and the results will be used for research purposes only.

1. Do you live and/or work in Lower Queen Anne?

- Live
- Work
- No / Neither

2. **IF YES TO LIVE:** How far, in blocks, do you live from the intersection of Mercer St and Queen Anne Ave?

**NUMBER OF BLOCKS:** \_\_\_\_\_

3. **IF YES TO LIVE:** How long have you lived at your current residence? *If less than 1 year, enter 0.*

**NUMBER OF YEARS:** \_\_\_\_\_

4. **IF YES TO WORK:** How long have you **worked** in Lower Queen Anne? *If less than 1 year, enter 0.*

**NUMBER OF YEARS:** \_\_\_\_\_

5. What is the **main** reason you're in Lower Queen Anne today?

- I live here
- I work here
- Shopping
- Going out to eat
- Get coffee or a snack
- Recreation
- Catch a bus
- Visit Seattle Center
- Work-Related trip
- School
- Medical
- Personal Business
- Event / Entertainment
- Visit friends / family
- Other: \_\_\_\_\_

6. How did you get to Lower Queen Anne today?

- I live here
- Drove alone in private vehicle
- Drove / rode with someone in a private vehicle
- Walked (number of blocks: \_\_\_\_\_)
- Personal bike (number of miles: \_\_\_\_\_)
- Bikeshare (Spin, Lime, Ofo)
- Bus (route number: \_\_\_\_\_)
- Taxi
- Uber / Lyft
- Car2go / Zipcar / ReachNow alone
- Car2go / Zipcar / ReachNow with other people
- Other: \_\_\_\_\_

7. **IF YOU DROVE OR RODE WITH SOMEONE (INCLUDING CARSHARE):** Where did you park?

- On-Street, Paid Parking
- On-Street, Free Parking
- Off-Street Free (Lot / Garage / Driveway)
- Off-Street, Paid / Permit (Lot / Garage / Driveway)
- Other: \_\_\_\_\_

8. **IF YOU DROVE OR RODE WITH SOMEONE (INCLUDING CARSHARE):** How far away, in blocks, did you park from your destination?

**NUMBER OF BLOCKS:** \_\_\_\_\_

9. **IF YOU DROVE ALONE (INCLUDING CARSHARE):**

Why did you choose to drive alone? *(select up to 3)*

- Transit takes too long / is inconvenient
- I need more information about other options
- My job requires that I have a car for work
- Family care or similar obligations
- I do not feel safe walking or biking
- I need a vehicle for my pet
- Other: \_\_\_\_\_

10. How much time do you plan to spend in Lower Queen Anne today? *If less than 1 hour, enter 0.*

**ENTER ESTIMATED HOURS:** \_\_\_\_\_

11. How much money do you plan to spend during your time in Lower Queen Anne today?

*Enter 0 if you do not plan on spending any money.*

**ESTIMATED DOLLAR AMOUNT:** \_\_\_\_\_

12. How do you plan to leave Lower Queen Anne today?

- I live here
- Drive alone in private vehicle
- Drive / ride with someone in a private vehicle
- Walk (number of blocks: \_\_\_\_\_)
- Personal bike (number of miles: \_\_\_\_\_)
- Bikeshare (Spin, Lime, Ofo)
- Bus (route number: \_\_\_\_\_)
- Taxi
- Uber / Lyft
- Car2go / Zipcar / ReachNow alone
- Car2go / Zipcar / ReachNow with other people
- Other: \_\_\_\_\_

13. Did you use any services / apps as part of your trip?

- No, I did not use any apps
- One Bus away
- Metro's Trip Planner
- Google Maps
- Carshare app
- Bikeshare app
- Other: \_\_\_\_\_

14. How often do you typically visit Lower Queen Anne?

- I live here
- Most weekdays (Monday-Friday)
- Almost every day (6-7 days / week)
- Several days a week (2-4 days / week)
- About once a week
- Several times a month (2-3 days / month)
- About once a month
- Less than once a month
- First time visiting

15. What are the primary reasons you typically come to Lower Queen Anne? *(up to 3)*

- I live here
- I work here
- Shopping
- Going out to eat
- Get coffee or a snack
- Recreation
- Catch a bus
- Visit Seattle Center
- Work-Related trips
- School
- Medical
- Personal Business
- Event / Entertainment
- Visit friends / family
- Other: \_\_\_\_\_

16. What is your home zip code?

**ENTER ZIP CODE:** \_\_\_\_\_

17. Do you identify as...

- Male
- Female
- Other: \_\_\_\_\_

18. Are you...

- Less than 18 yrs old
- 18 - 24 yrs old
- 25 - 34 yrs old
- 35 - 44 yrs old
- 45 - 54 yrs old
- 55 - 64 yrs old
- 65 yrs or older

19. Are you... *(select all that apply)*

- American Indian / Alaskan Native
- Asian / Pacific Islander
- Black / African American
- Latino / Hispanic
- White / Caucasian
- Other: \_\_\_\_\_

20. Do you speak any languages other than English? If so which one(s)?

- No
- Yes \_\_\_\_\_

21. What is the primary language that you speak at home?

- English
- Spanish
- Chinese
- Vietnamese
- Other: \_\_\_\_\_

# Reporting Notes

- ◆ Unless otherwise noted, respondents who did not answer a specific question are excluded from the statistics shown for that question.
- ◆ There may be some instances where percentages do not sum to exactly 100% due to rounding.
- ◆ Some questions allowed multiple responses and may sum to more than 100%. These will be noted when applicable.
- ◆ The report makes reference to those who use a personal vehicle to get to the area. This includes people who drive alone as well as those drive alone as well as those who carpool.



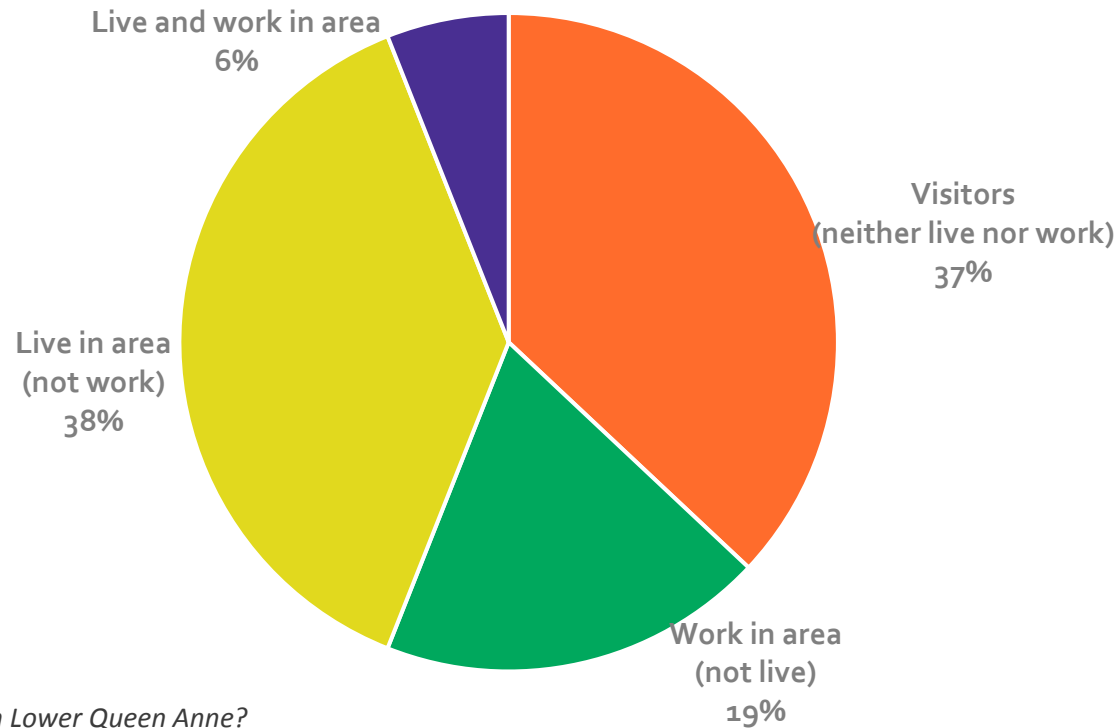
# Living and working in Lower Queen Anne

# Neighborhood Residence

Overall forty-four percent of respondents live in Lower Queen Anne.

- 6 percent both live and work in Lower Queen Anne, and
- 38 percent live, but do not work in the area.

Over one-third (37%) of respondents are visitors, that is they neither live nor work in Lower Queen Anne.



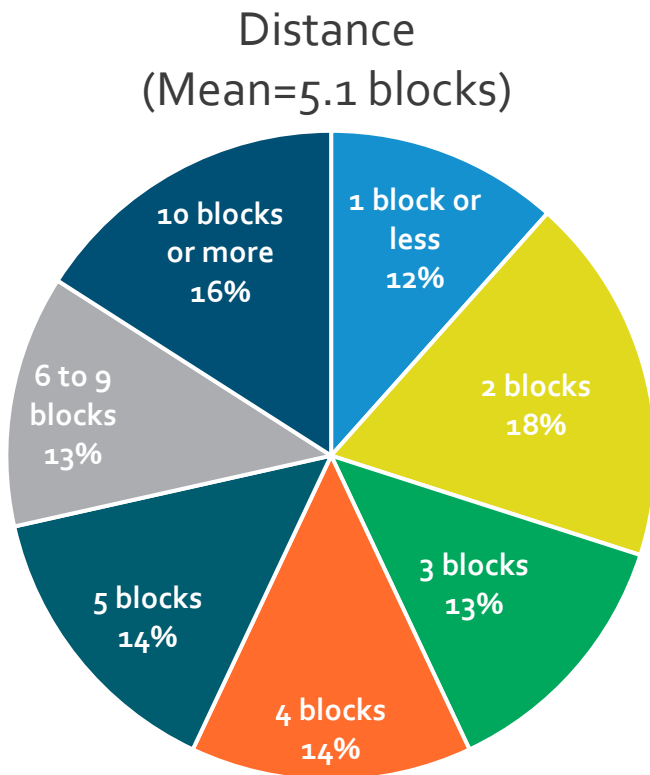
Q1: Do you live and/or work in Lower Queen Anne?

Base: All respondents (n=493)

# Distance From / Housing Tenure near Intercept Location

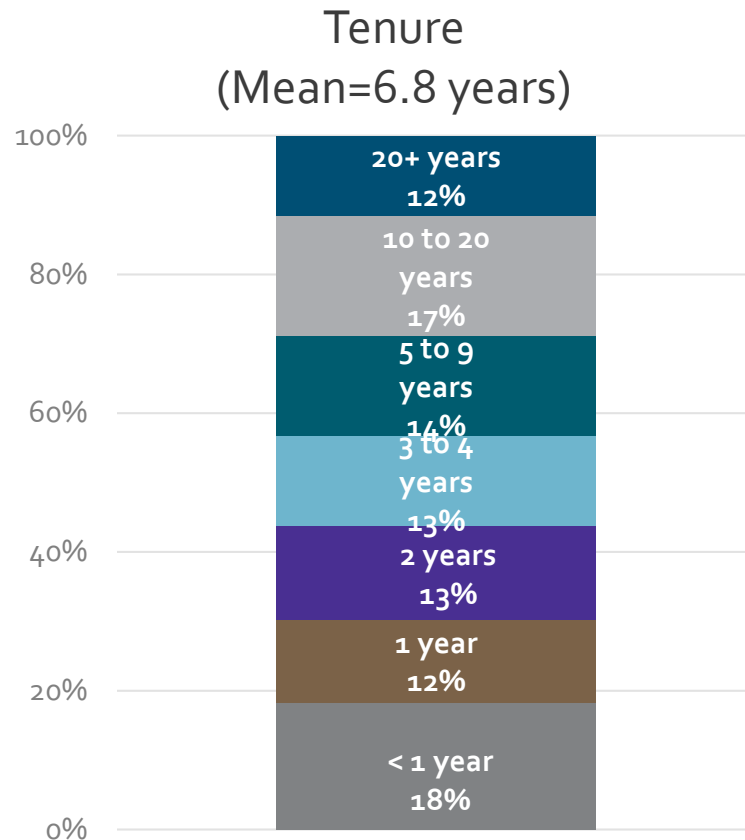
Seven out of ten residents (those indicating they live in Lower Queen Anne) live within 5 blocks of 1<sup>st</sup> Ave and Mercer.

Over half (56%) of residents have lived in Lower Queen Anne for less than 5 years.



Q2: How many blocks do you live from here?

Base: Residents (n=218)



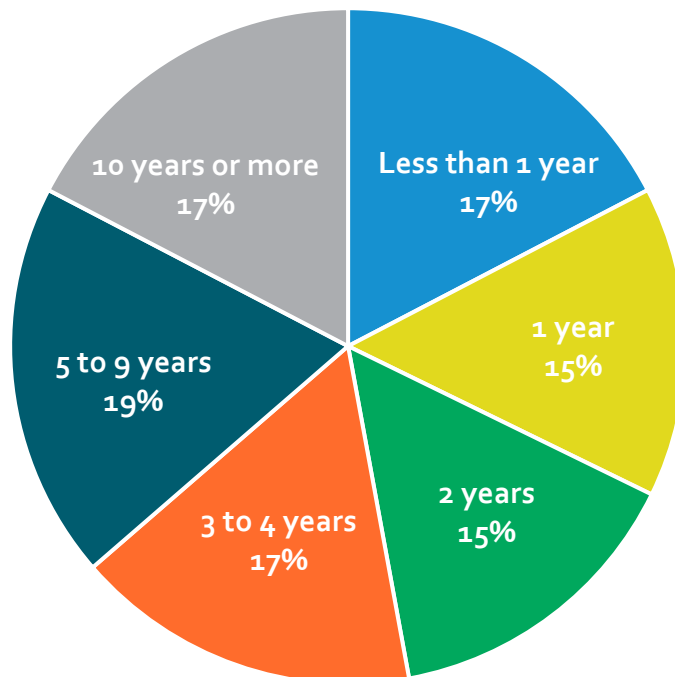
Q3: How long have you lived at your current residence?

Base: Residents (n=218)

# Years Worked in Lower Queen Anne

*Two-thirds (64%) of employees (those who work in Lower Queen Anne regardless of if they live in the area) have worked in the area for less than 5 years.*

Time Worked  
(Mean=4.9 years)



Q4: How long have you worked in Lower Queen Anne?

Base: Employees (n=125)

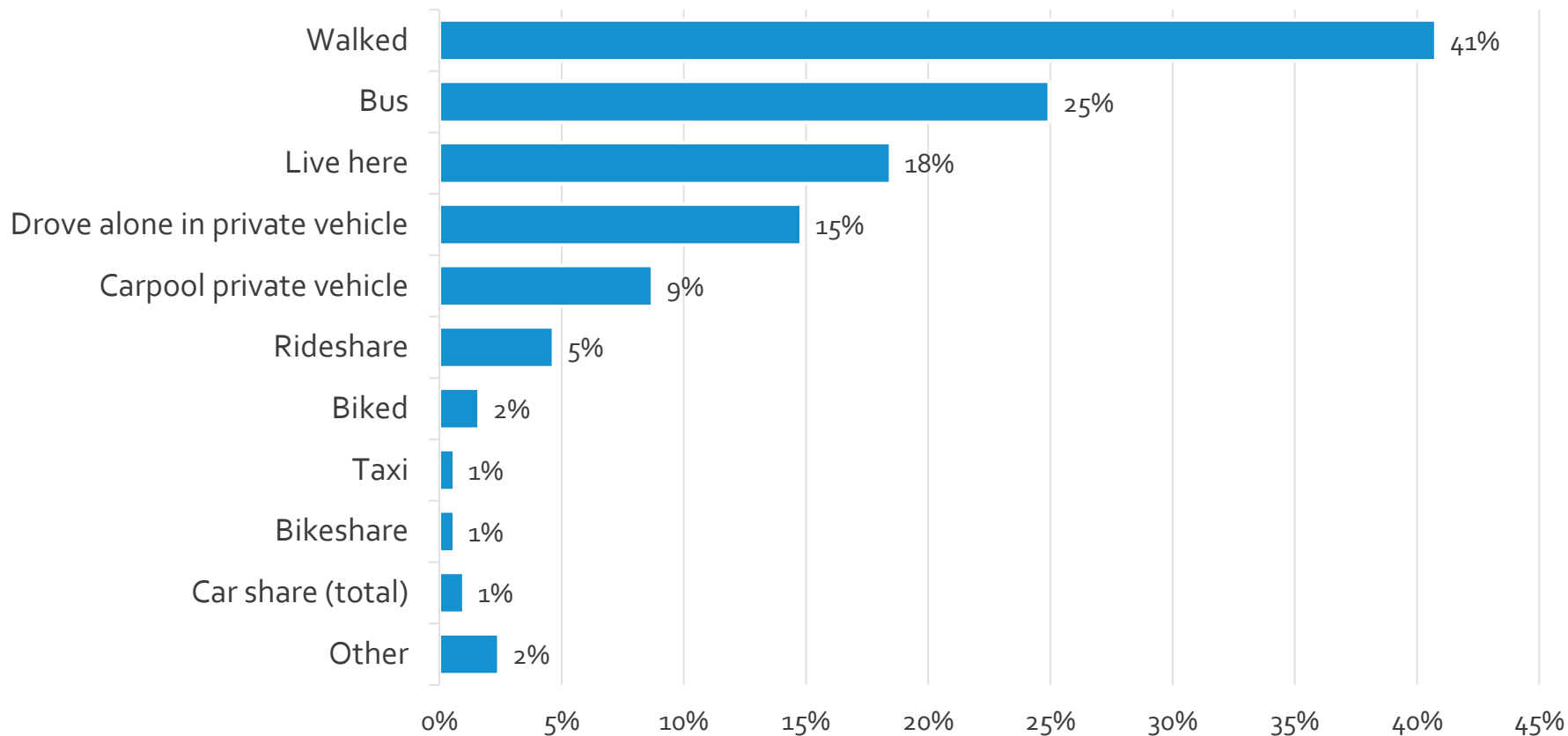
# Travel Behavior

# Travel Behavior Findings

- ◆ Overall, walking is the most commonly used travel mode used to get to Lower Queen Anne—41% of respondents use this mode.
  - Twenty-five percent take a bus, and 15% drive alone.
- ◆ The vast majority of residents walk.
- ◆ Three-quarters of respondents used an alternative mode to get to Lower Queen Anne.
- ◆ The primary reason for driving alone is the feeling that public transportation is inconvenient or takes too long.

# Travel Mode – All Respondents

Overall, the most commonly used travel modes to Lower Queen Anne are walking (41%), bus (25%), and driving alone (15%).



Q6: How did you travel to the area? Multiple response: may sum to > 100%

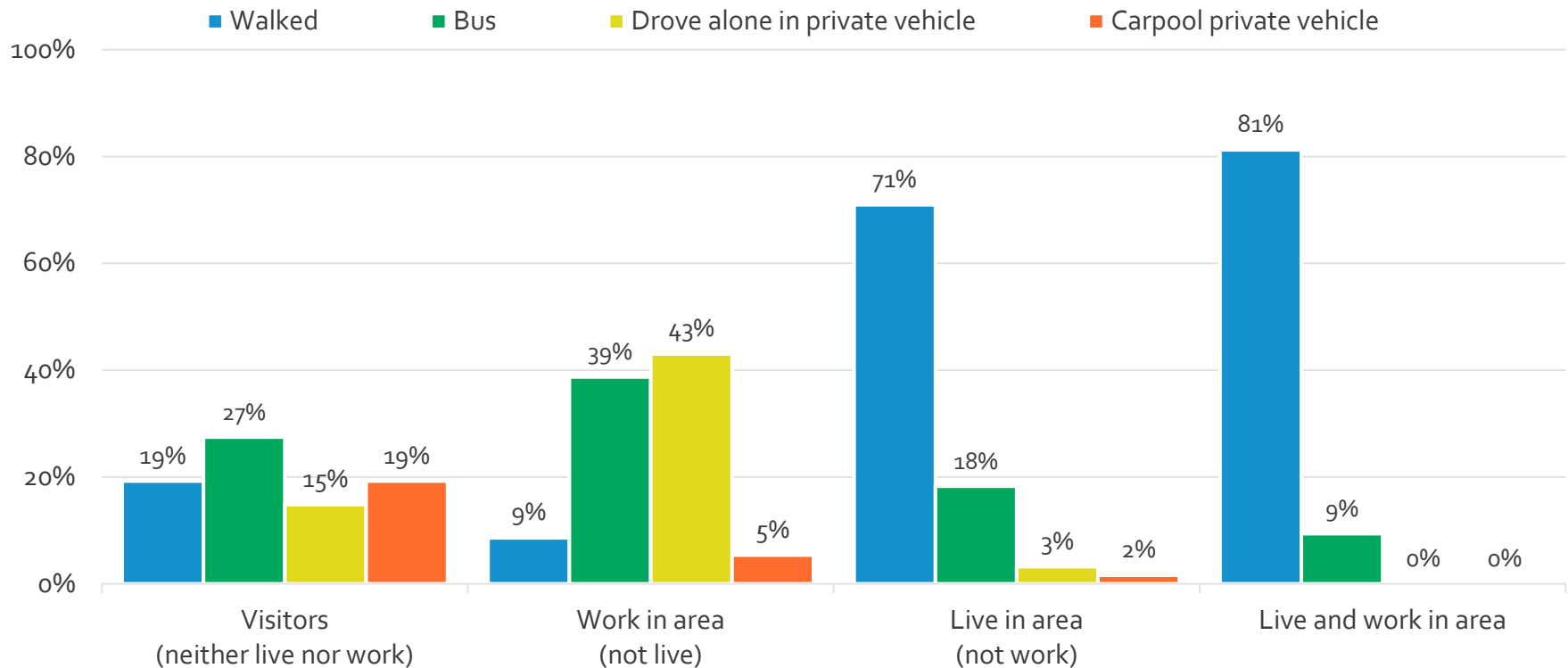
Base: All respondents (n=493)

# Travel Mode by Residency / Work Status (top 4)

*Driving alone is most commonly seen among commuting workers.*

*Visitors use a variety of travel modes to get to the area.*

*The vast majority of residents walk. This is regardless of whether they also work here.*



Q6: How did you travel to the area? Multiple response: may sum to > 100%

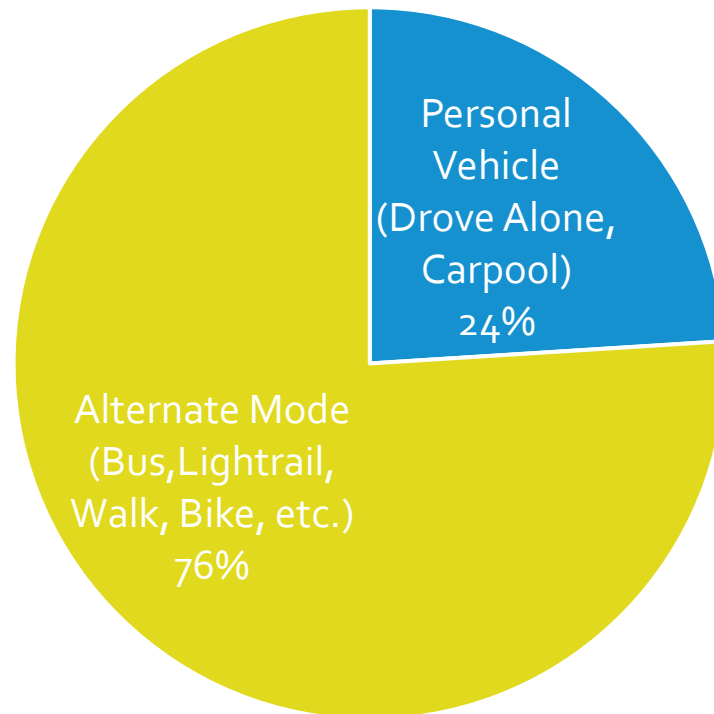
Base: Visitors (n=182) – Work but not live (n=93) – Live but not work (n=186) – Live and work (n=32)



# Personal Vehicle vs. Other Modes

*Three-quarters (76%) of respondents used alternative transportation modes to get to Lower Queen Anne.*

- Alternative modes include all modes other than driving alone, carpooling, carshare, or rideshare.*



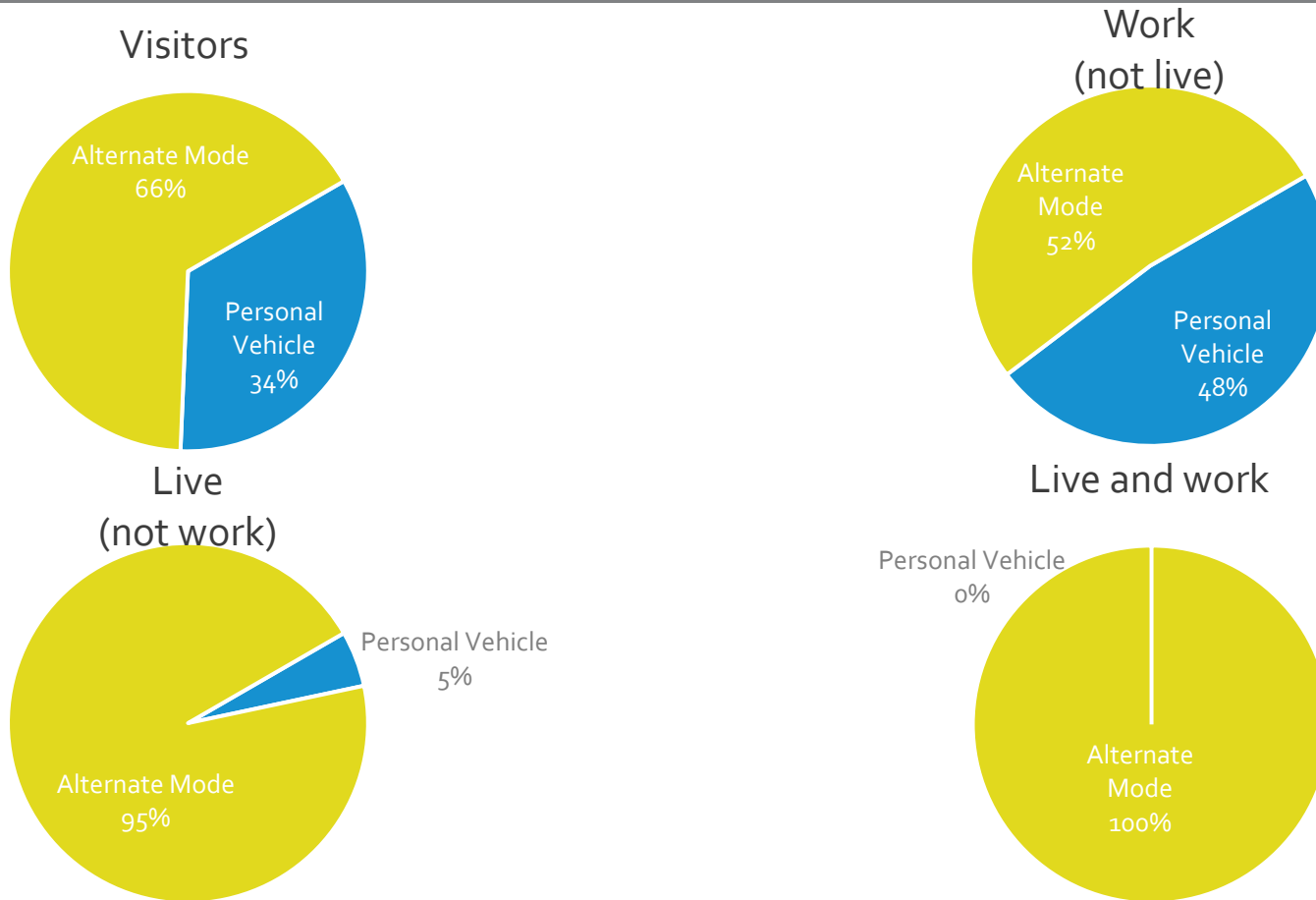
*Q6: How did you travel to the area? Multiple response: may sum to > 100%*

*Base: All respondents (n=493)*

*Personal vehicle is anyone who drove alone, carpoled. Carshare or rideshare is NOT a personal vehicle.*

# Personal Vehicle vs. Other Modes – Residents vs. Others

Workers are the most likely group to use a personal vehicle. None of the respondents who live and work in the neighborhood report using a personal vehicle.



Q6: How did you travel to the area? Multiple response: may sum to > 100%

Base: Visitors (n=182) – Work but not live (n=93) – Live but not work (n=186) – Live and work (n=32)

# Travel Mode By Residence (Table)

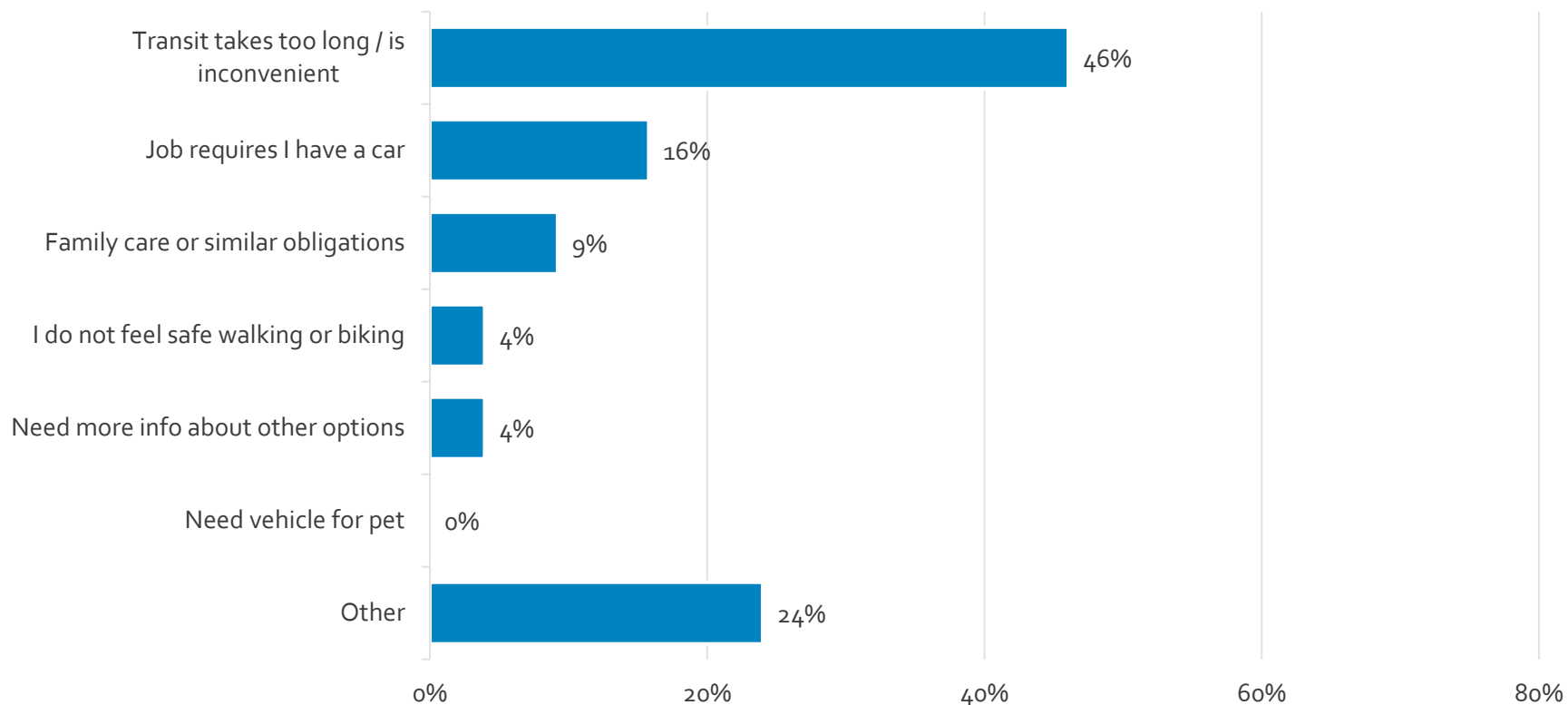
	Walked	Bus	Live here	Drove alone (private vehicle)	Carpool (private vehicle)	Rideshare	Biked	Bikeshare	Taxi	Car share (total)	Other
<b>Downtown Seattle (n=263)</b>	61%	24%	33%	6%	2%	2%	2%	1%	0%	0%	0%
<b>North Seattle (n=69)</b>	10%	36%	1%	33%	9%	6%	4%	0%	1%	0%	1%
<b>Outside WA (n=45)</b>	29%	2%	2%	11%	22%	20%	0%	0%	4%	4%	11%
<b>Capitol Hill (n=26)</b>	12%	42%	0%	23%	15%	4%	0%	0%	0%	0%	4%
<b>South King County (n=15)</b>	0%	40%	0%	27%	27%	0%	0%	0%	0%	0%	20%
<b>North King / Snohomish County (n=12)</b>	8%	25%	0%	33%	33%	0%	0%	0%	0%	0%	0%
<b>Elsewhere, WA (n=12)</b>	25%	33%	8%	17%	25%	0%	0%	0%	0%	0%	8%
<b>South Seattle (n=8)</b>	0%	38%	0%	50%	0%	13%	0%	0%	0%	0%	0%
<b>West Seattle (n=7)</b>	29%	43%	0%	29%	0%	0%	0%	0%	0%	0%	0%
<b>East King county (n=5)</b>	0%	0%	0%	40%	40%	0%	20%	0%	0%	0%	0%
<b>Unknown (n=9)</b>	56%	0%	0%	0%	11%	22%	0%	0%	0%	0%	11%

Q6: How did you travel to the area? By home zip code Multiple response: may sum to > 100%

Base: Respondents with geocodable zip codes (n=471)

# Reason for Driving Alone

*Overall, the primary reason for driving alone is that transit takes too long. This is followed by having a job that requires the use of a car.*



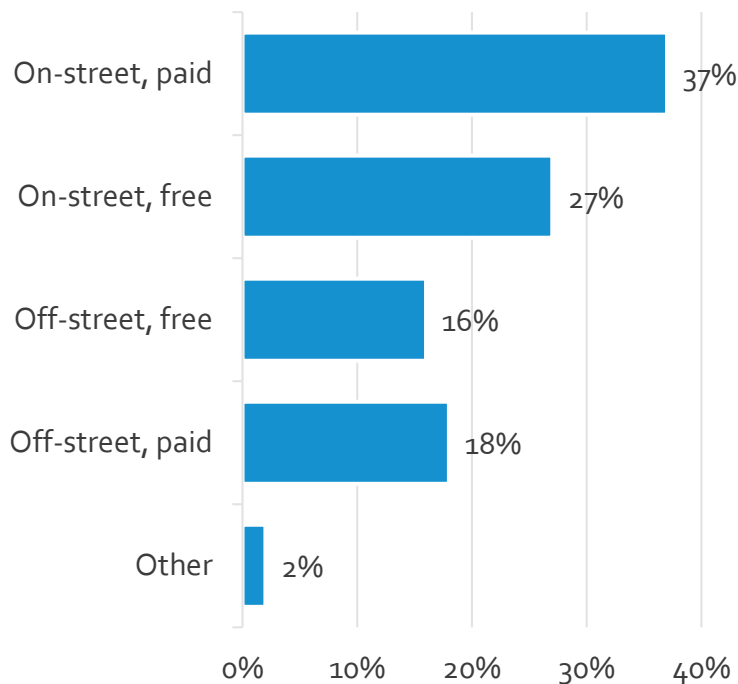
Q9: Why did you choose to drive alone (including carshare)? Multiple response: may sum to > 100%

Base: Those who drove alone (including carshare) (n=76)

# Parking Place and Time to Find

Nearly two-thirds (64%) of those who took a vehicle parked in on the street. Sixty-four percent parked within two blocks of their final destination.

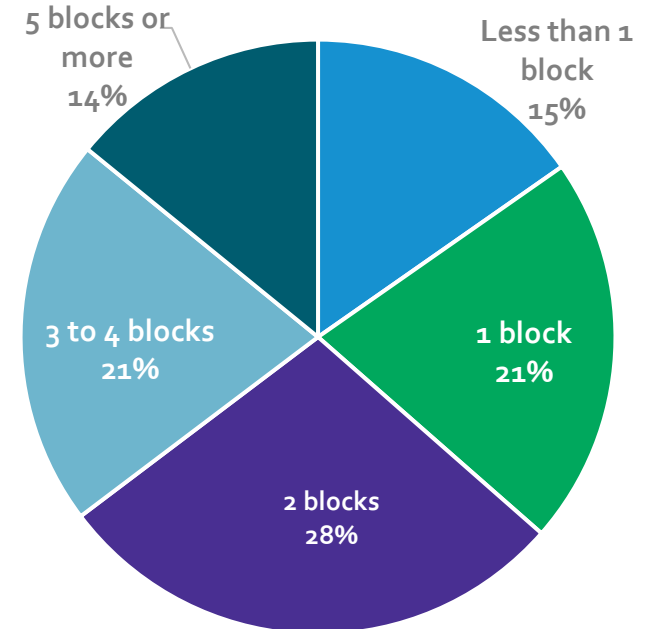
## Place of Parking



Q7: Where did you park  
Base: Those who used a vehicle (including carshare) (n=119)

## Distance to Parking Spot

Mean=2.5 Blocks

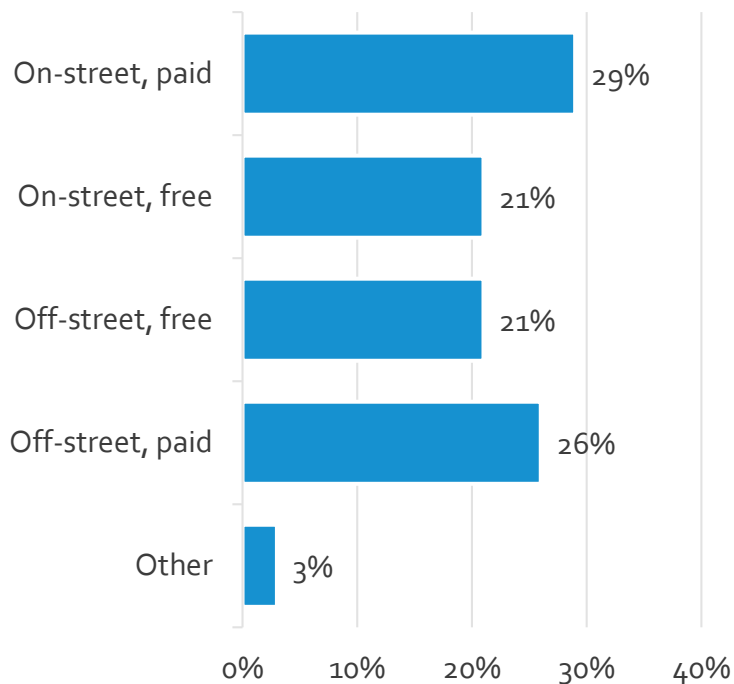


Q8: How many blocks away from your destination did you park?

# Parking Place for Workers Who do Not Live in the Area

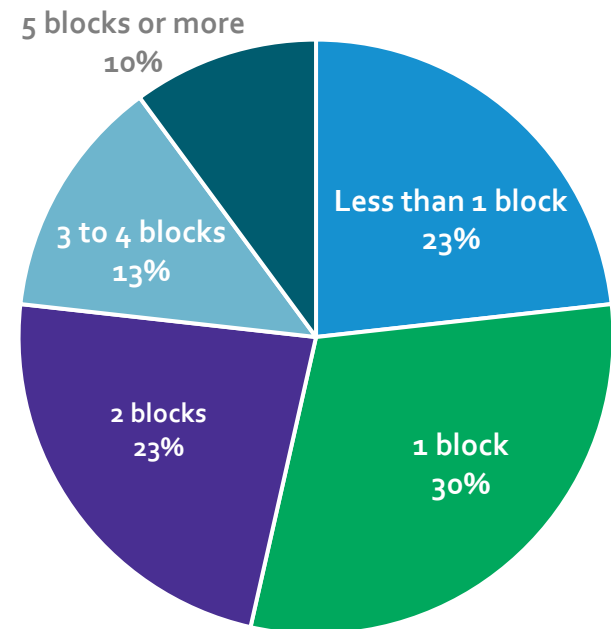
Among those who work, but do not live, in Lower Queen Anne, 55 percent park in a paid parking spot: Twenty-nine percent in a paid on-street parking spot, and Twenty-six percent in a paid off-street parking spot.

## Place of Parking



## Distance to Parking Spot

Mean=1.9 Blocks



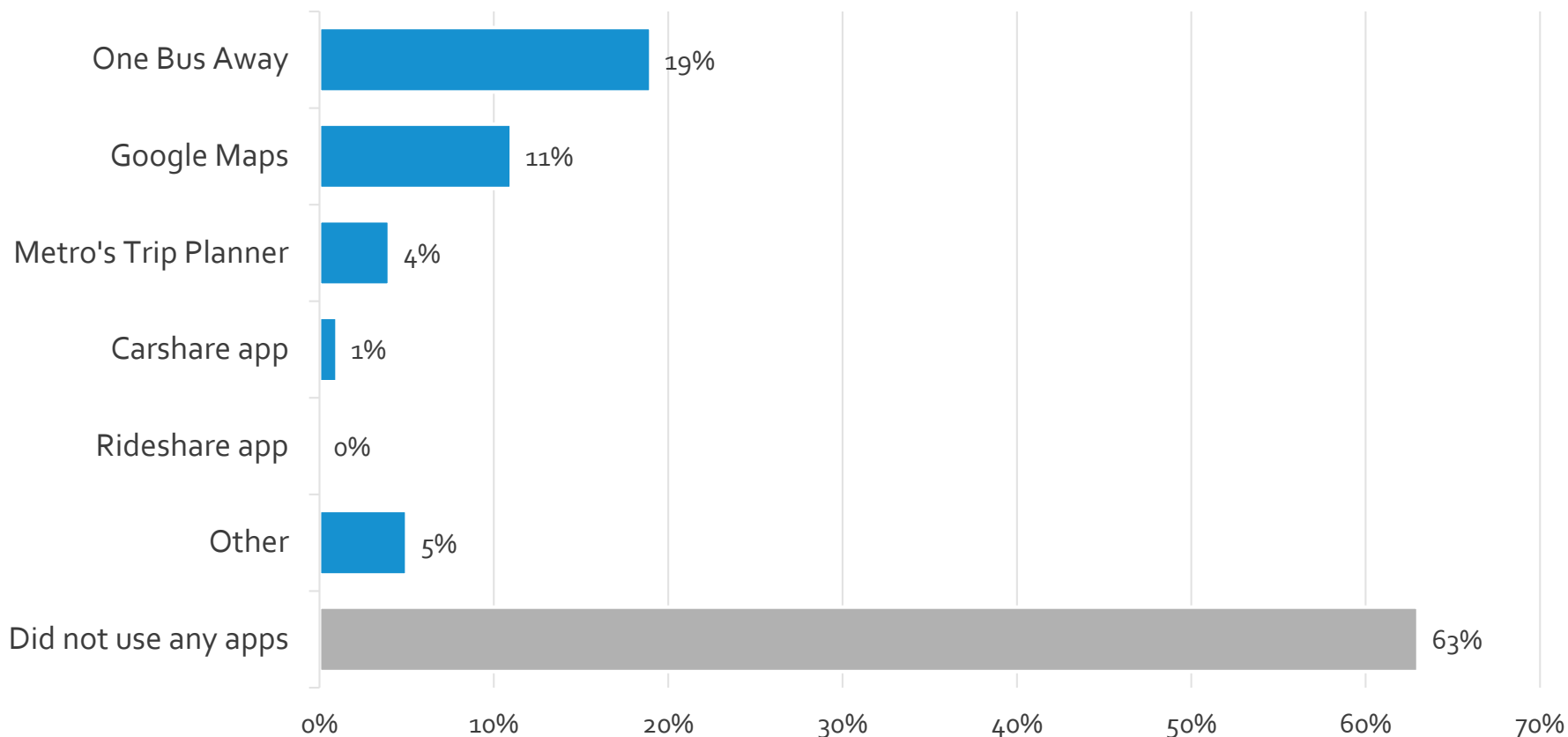
Q7: Where did you park

Q8: How many blocks away from your destination did you park?

Base: Those who work, but not live in the area and take a personal vehicle (including carshare) (n=45)

# Travel – Use of Service or Apps

*The vast majority of respondents did not use any services or apps to get to Lower Queen Anne.*



Q13: Did you use any services / apps as part of your trip? Multiple response: may sum to > 100%

Base: All respondents (n=493)

# Duration and Frequency of Visits



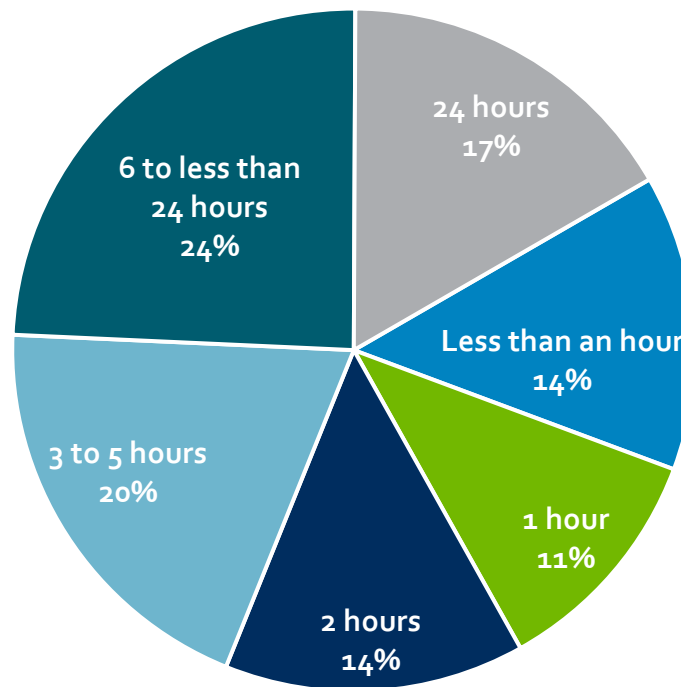
# Duration and Frequency Findings

- ◆ The average duration of a trip to Lower Queen Anne is just under 4 hours, but varies by residency / work status.
  - Visitors indicate they are going to spend the least time in the area—averaging 2.7 hours
  - Those who work in Lower Queen Anne, but don't live there indicate they will spend the most amount of time in the area—just under 7 hours.
- ◆ Overall, one third of respondents live in the neighborhood and an additional third are in the area 2 or more days per week.

# Duration of Visit

*Seventeen percent of respondents indicate they will spend 24 hours or more in the neighborhood—this almost exclusively consists of residents.  
Fifty-nine percent of respondents indicate they will be in the area for 5 hours or less.*

Duration of Visit  
(Mean=3.9 hours\*)

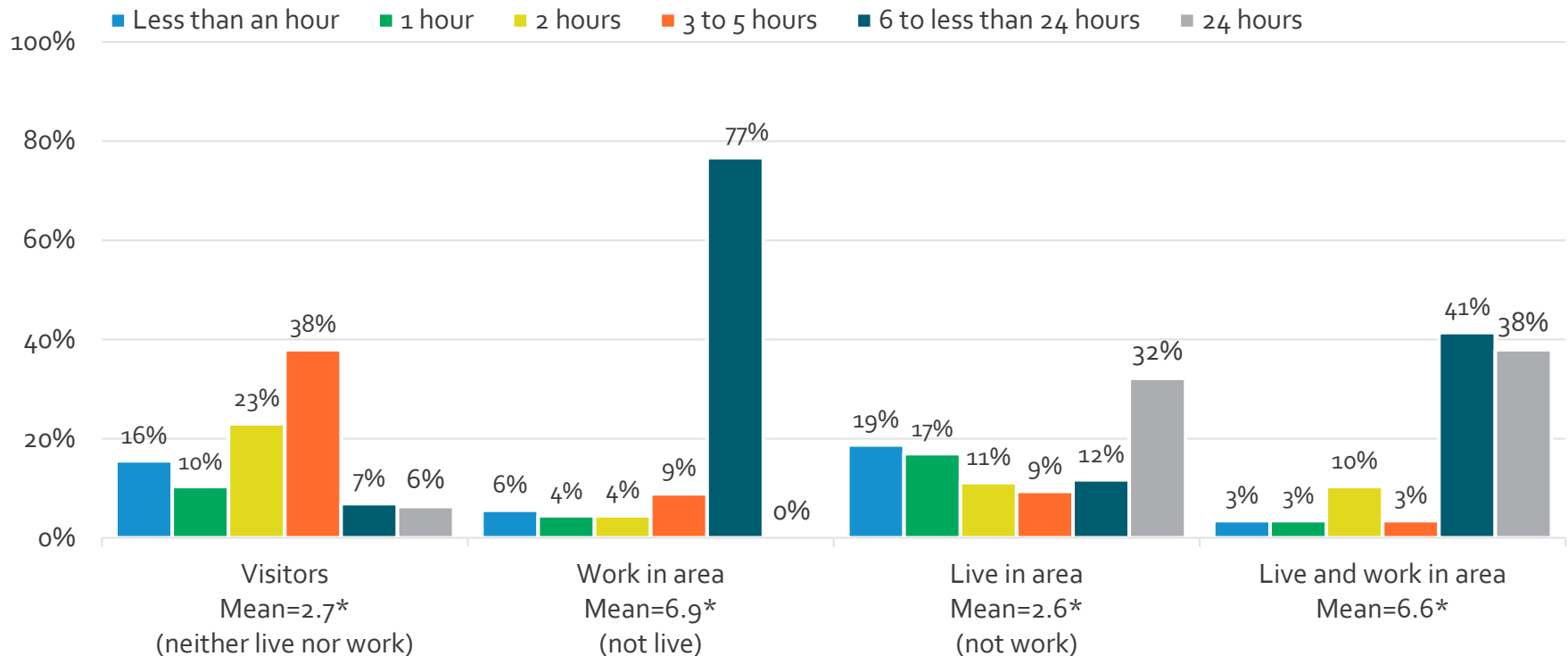


Q10: How much time do you plan to spend during your visit today?

Base: All respondents (n=493) \*Mean excludes those who indicated they are spending 24 hours in the area.

# Duration of Visit by Residency / Work Status

Visitors and residents indicate they are going to spend the least time in the area—averaging 2.7 hours  
 Those who work in Lower Queen Anne, but don't live there indicate they will spend the most amount of time in the area—just under 7 hours.



Q10: How much time do you plan to spend during your visit today?

Base: Visitors (n=182) – Work but not live (n=93) – Live but not work (n=186) – Live and work (n=32)

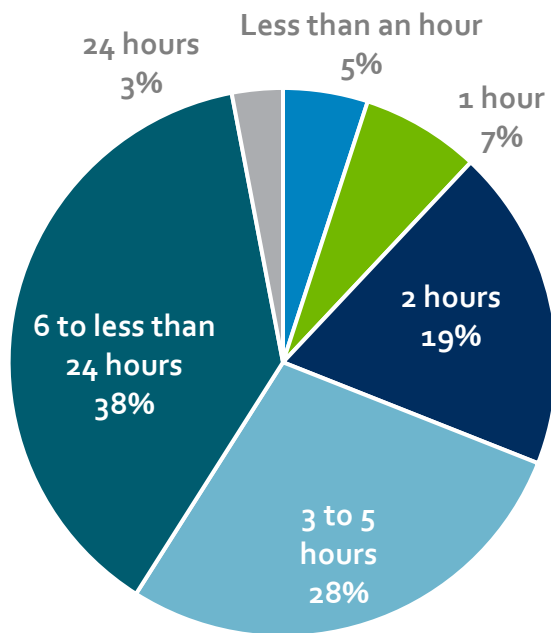
\*Mean excludes those who indicated they are spending 24 hours in the area.

# Duration of Visit by Travel Mode

*On average, those who drove to Lower Queen Anne are most likely to be in the area the longest. There is no difference between those who walk and those who take public transit.*

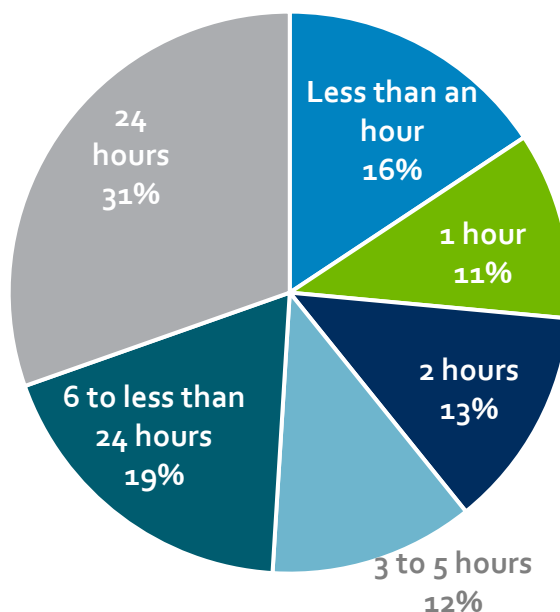
## Personal Vehicle

(mean=4.8\* hours)



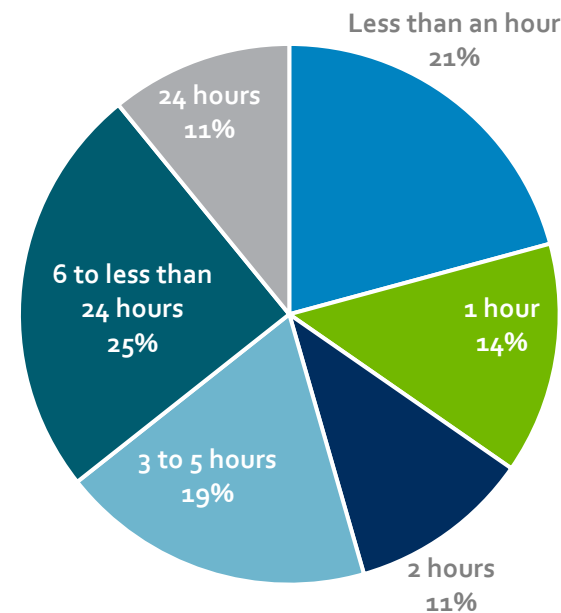
## Walk / Bike

(mean=3.4\* hours)



## Transit

(mean=3.5\* hours)



Q11: How much time do you plan to spend during your visit today?

Base: Personal Vehicle (excludes carshare) (n=116) – Walk/Bike (n=209) – Public transit (n=123)

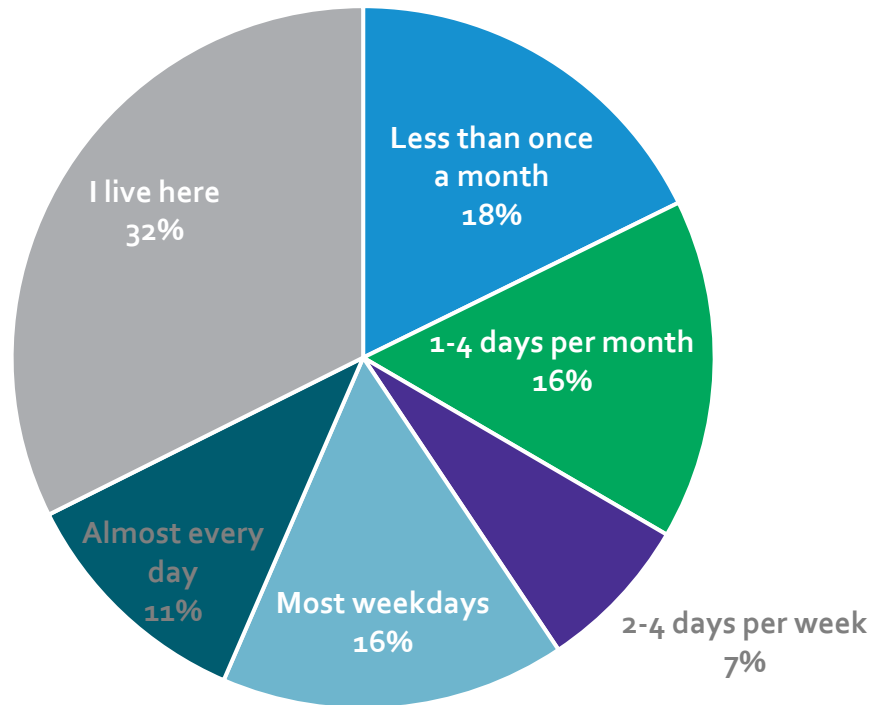
Note, the question was multiple response so it is possible for some respondent to have selected more than one mode.

\*Mean excludes those who indicated they are spending 24 hours in the area.

# Frequency of Visits

*One-third (32%) of respondents live in the neighborhood. An additional third (34%) are in the area 2 or more days per week.*

Frequency of Visiting

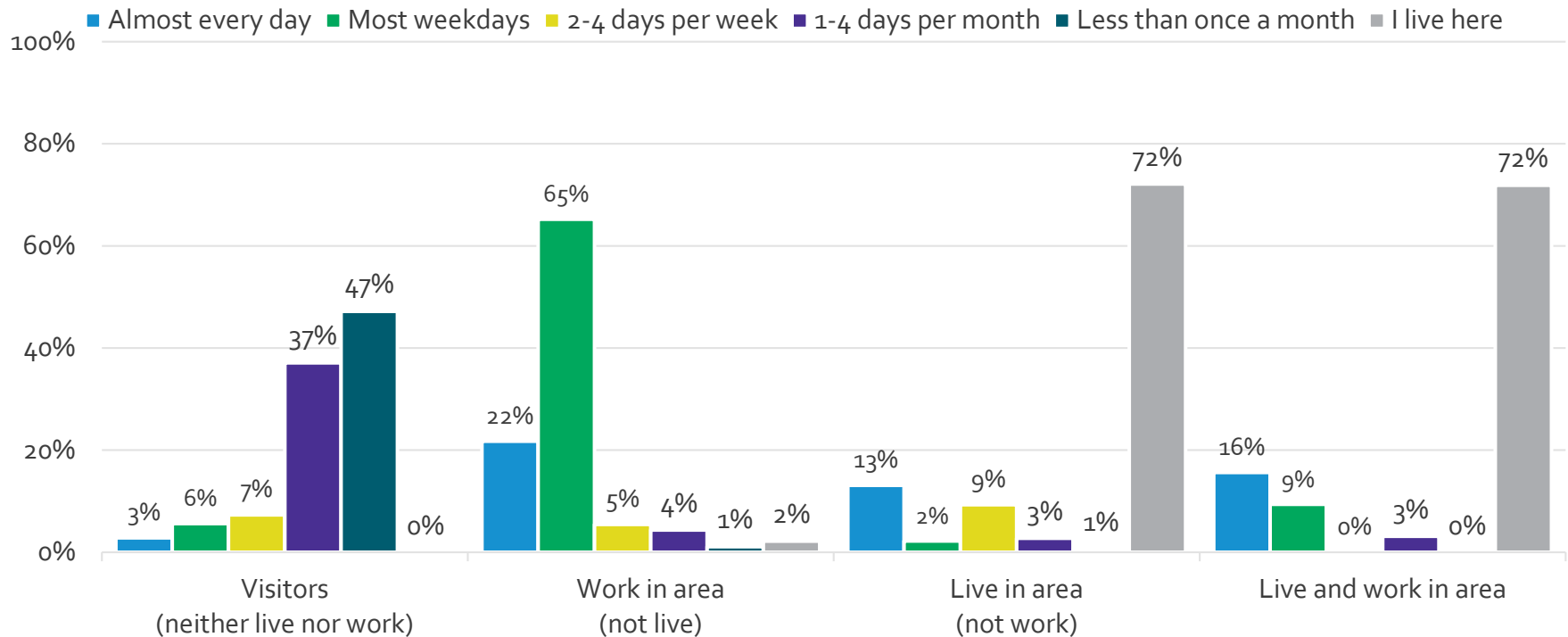


*Q14: How often do you typically visit the area?*

*Base: All respondents (n=493)*

# Frequency of Visits by Residency / Work Status

Visitors have the lowest frequency to Lower Queen Anne—nearly half come to Lower Queen Anne less than once a month and 20 percent state this was their first trip to the area.

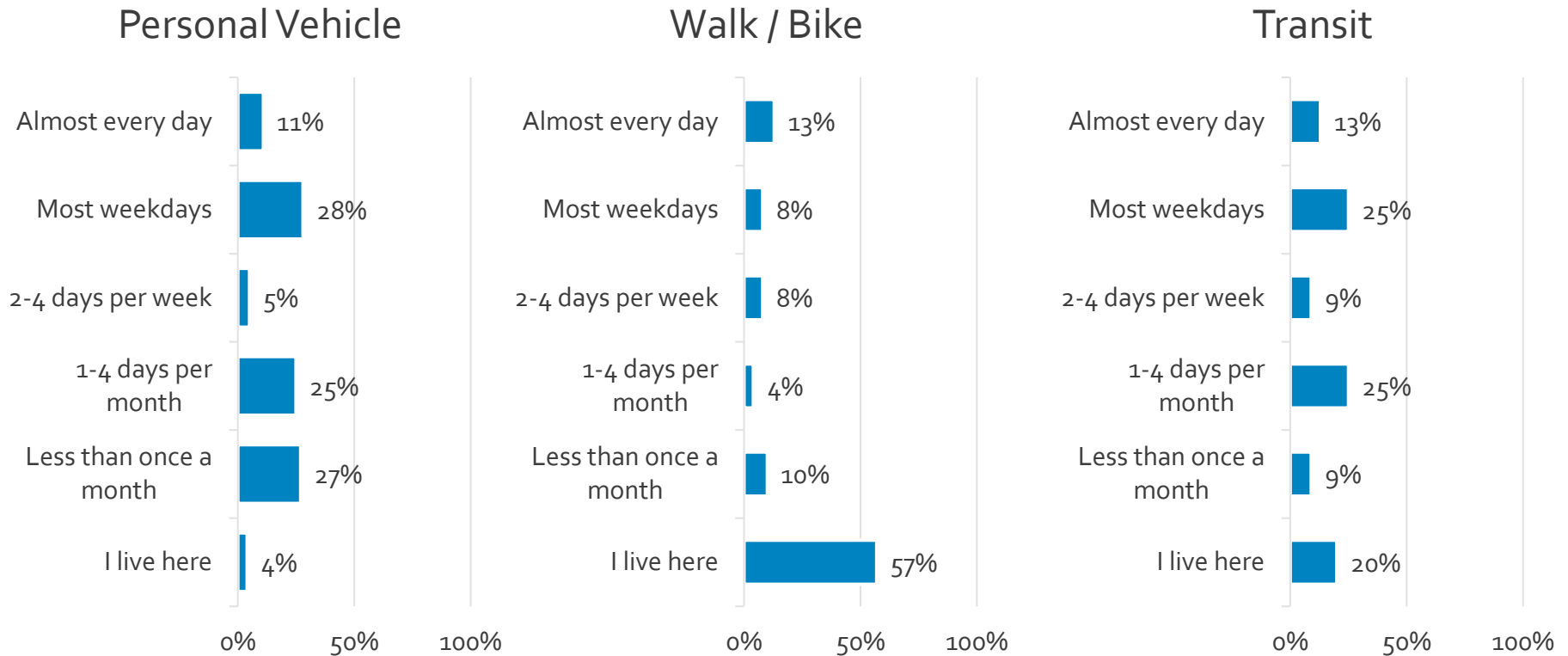


Q14: How often do you typically visit the area?

Base: Visitors (n=182) – Work but not live (n=93) – Live but not work (n=186) – Live and work (n=32)

# Frequency of Visits by Travel Mode

*Those who walk or bike are in the area most often as the majority of them live there. Those who take a personal vehicle come to Lower Queen Anne the least often.*



Q14: How often do you typically visit the area?

Base: Personal Vehicle (excludes carshare) (n=116) – Walk/Bike (n=209) – Public transit (n=123)

Note, the question was multiple response so it is possible for some respondent to have selected more than one mode.

# Reasons for Visiting

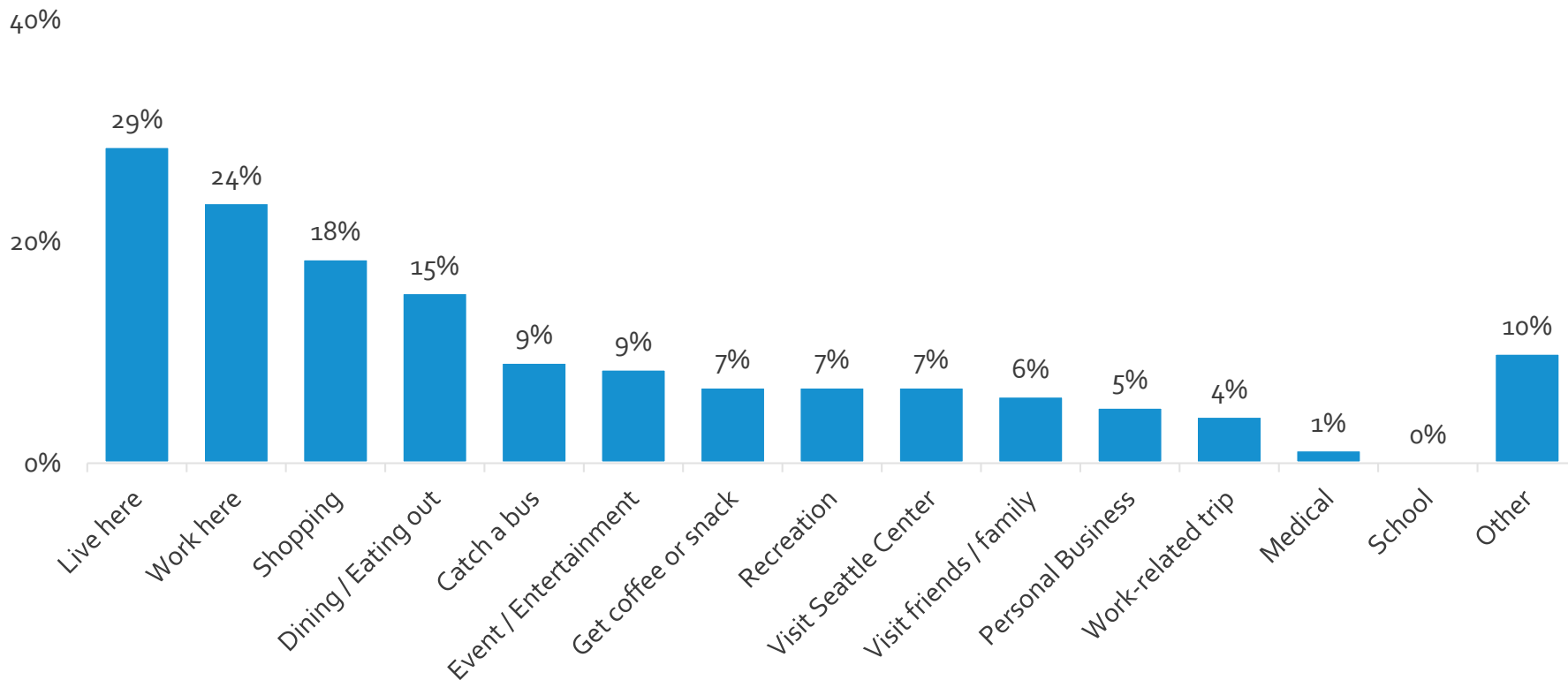


# Reasons for Visiting Findings

- ◆ Aside from residing in the neighborhood, working, shopping, and eating out are the most commonly mentioned primary reasons for being in Lower Queen Anne.
  - While visitors and residents have a variety of trip purposes, those who work in Lower Queen Anne, but not live in the area, are in the area almost exclusively for work.
- ◆ When respondents were asked about their typical reasons for visiting Lower Queen Anne the most commonly mentioned reasons were for eating out and shopping.

# Main Reason for Today's Visit

Aside from living in the neighborhood, working, shopping and eating out are the most commonly mentioned primary reasons for being in Lower Queen Anne.



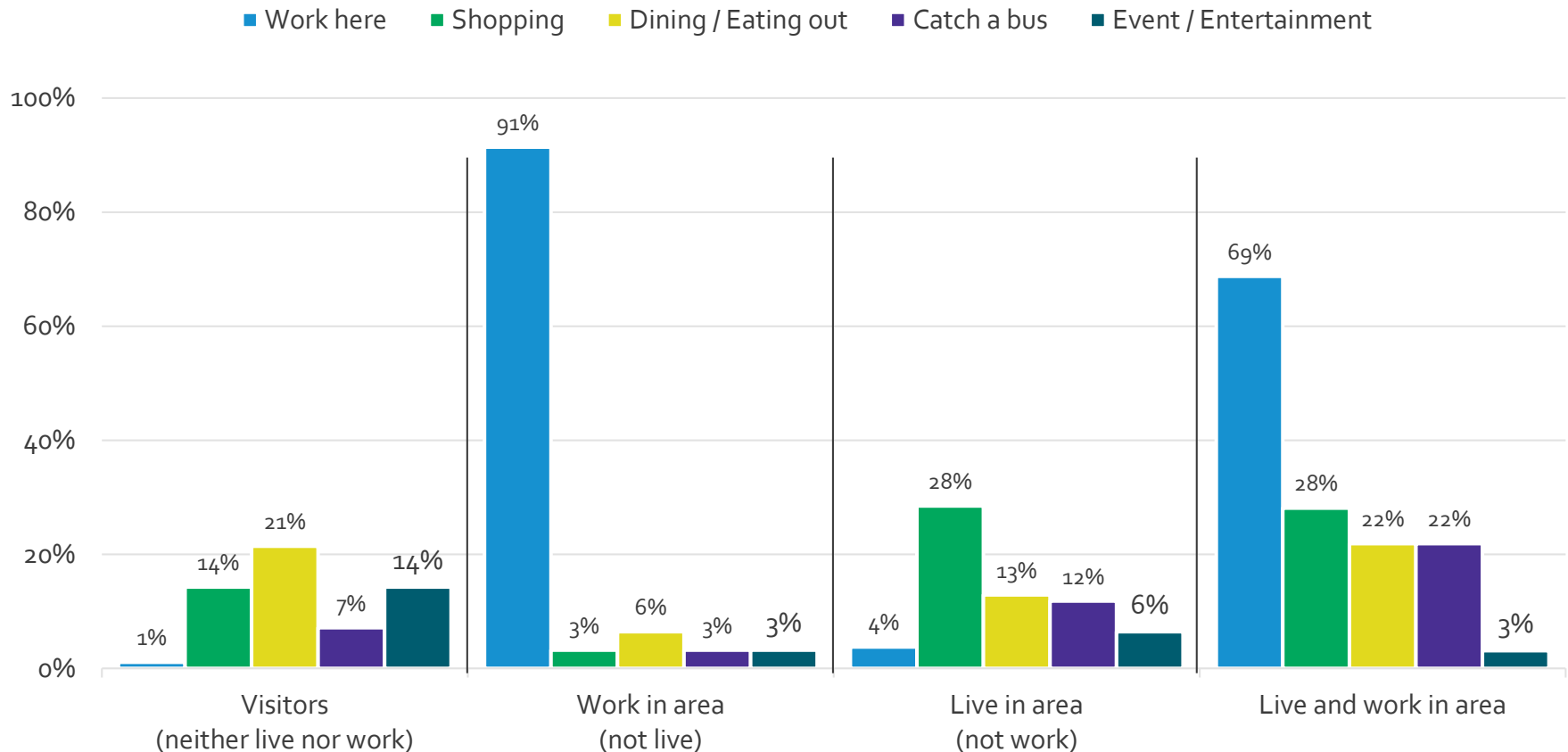
Q5: What is the main reason you're in Lower Queen Anne today?

Multiple response: may sum to > 100%

Base: All respondents (n=493)

# Main Reason for Today's Visit by Residency / Work Status

*While visitors and residents have a variety of trip purposes, those who work in Lower Queen Anne, regardless of if they also live in the area, are there primarily for work.*

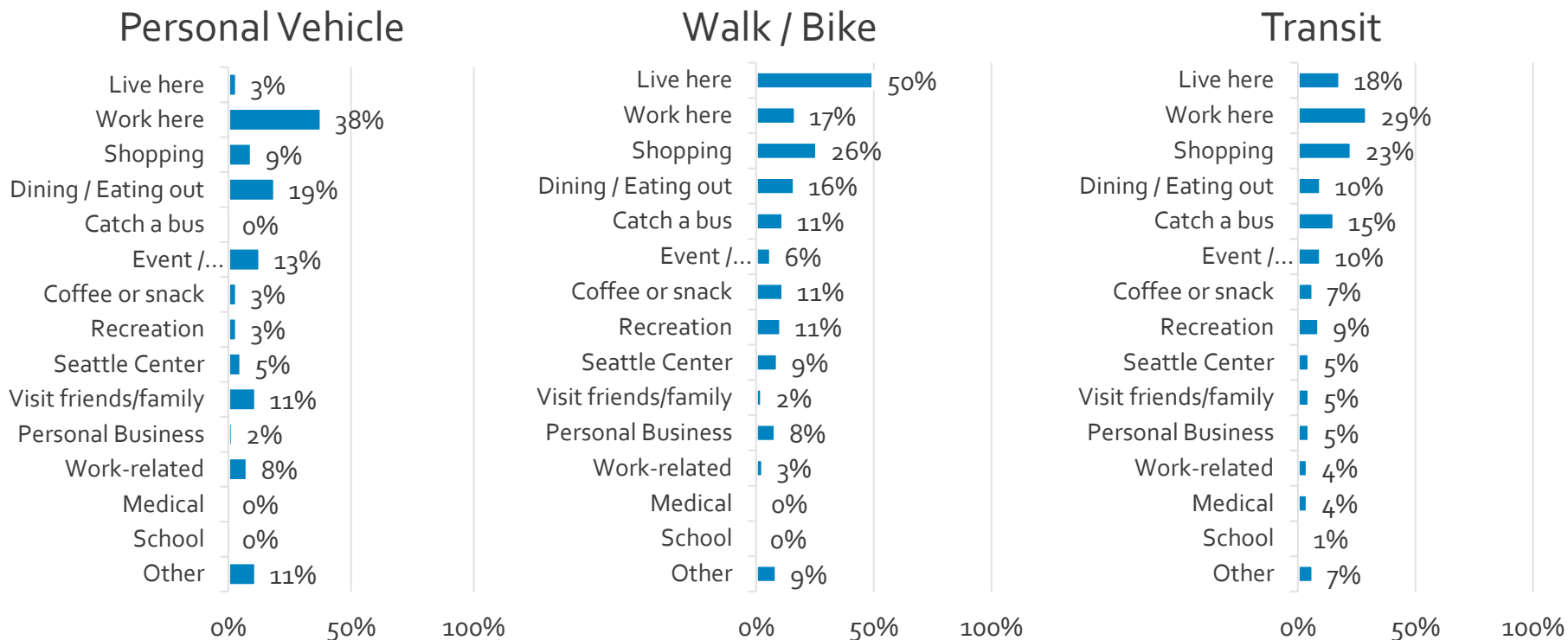


Q5: What is the main reason you're in Lower Queen Anne today? Multiple response: may sum to > 100%  
 Base: Visitors (n=182) – Work but not live (n=93) – Live but not work (n=186) – Live and work (n=32)

# Main Reason for Today's Visit by Travel Mode

*Eating out and shopping are cited as the main reasons among most respondents, particularly those who walked or biked to the area.*

*Work is the top reason among those who use a personal vehicle and those who use transit.*



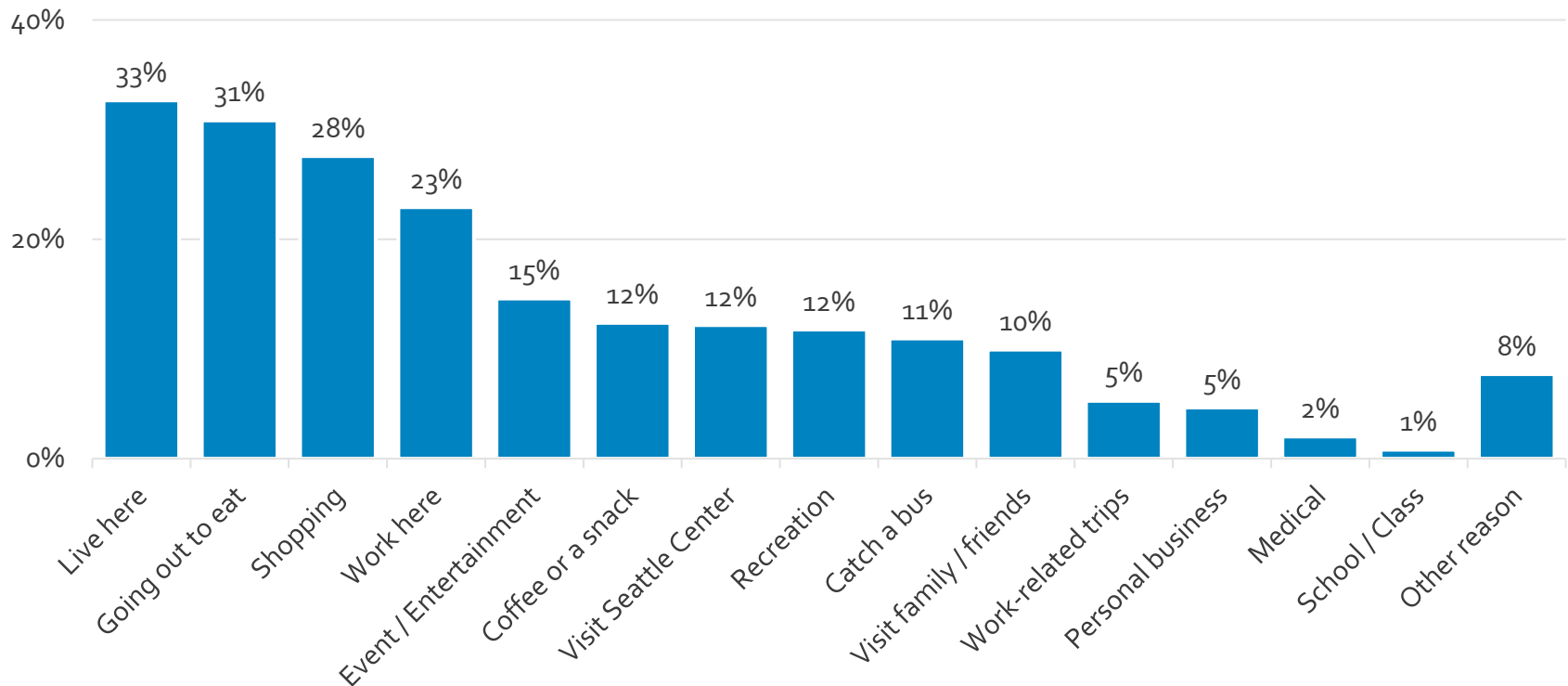
Q5: What is the main reason you're in Lower Queen Anne today?

Base: Personal Vehicle (excludes carshare) (n=116) – Walk/Bike (n=209) – Public transit (n=123)

Note, the question was multiple response so it is possible for some respondent to have selected more than one mode.

# Reasons for Typical Visit

When respondents were asked about their typical reasons for visiting Lower Queen Anne the most commonly mentioned reasons were because they live in the area, eating out and shopping.



Q15: What are the primary reasons you typically visit the area?

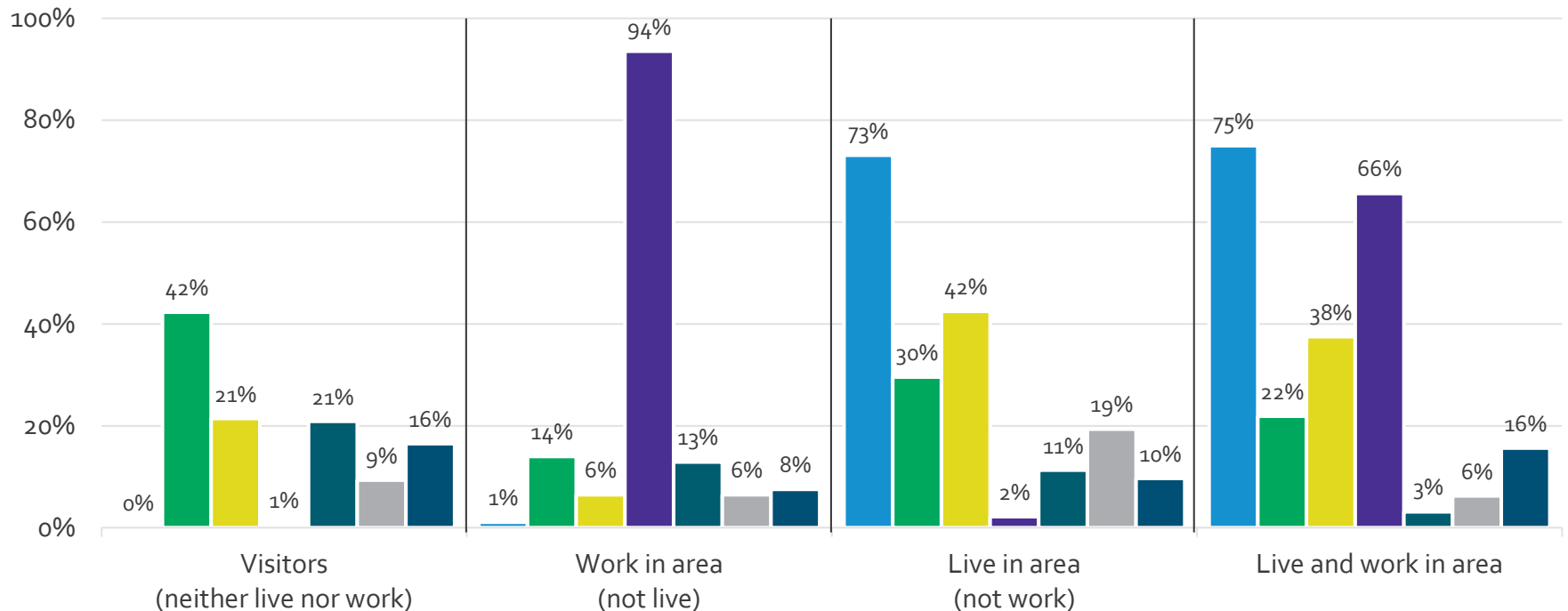
Multiple response: may sum to > 100%

Base: All respondents (n=493)

# Typical Reasons by Residency / Work Status

*The findings for typical reasons are similar to the primary reason for being in Lower Queen Anne. Visitors and residents have a variety of trip purposes. Workers are in the area almost exclusively for work.*

■ Live here 
 ■ Going out to eat 
 ■ Shopping 
 ■ Work here 
 ■ Event / Entertainment 
 ■ Coffee or a snack 
 ■ Visit Seattle Center



Q16: What are the primary reasons you typically visit the area?

Multiple response: may sum to > 100%

Base: Visitors (n=182) – Work but not live (n=93) – Live but not work (n=186) – Live and work (n=32)

# Spending

# Spending Findings

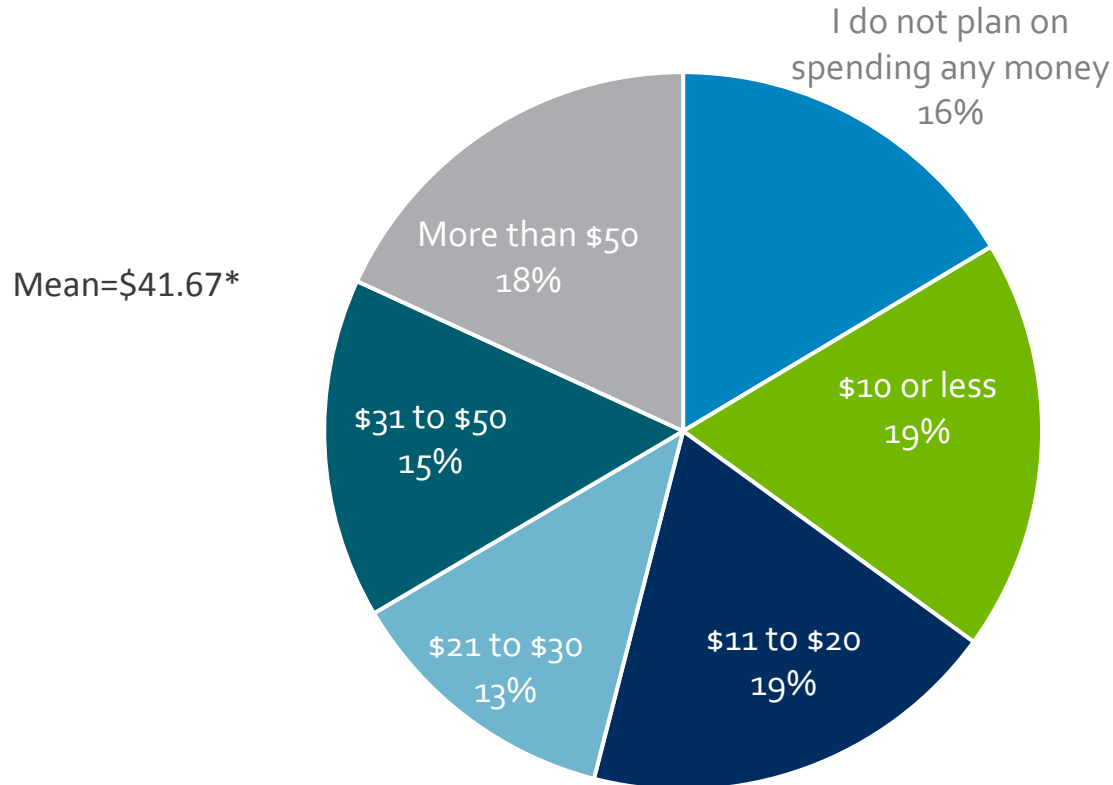
- ◆ Eighty-four percent (82%) of respondents plan on spending at least some money while in the area.
  - Among those who plan on spending money, the average spend is \$41.67.
  - Visitors typically spend the most money while in the area and workers the least.
  - Those who use a personal vehicle area likely to have the highest spend.



# Spending

*Eighty-four percent of respondents plan on spending at least some money while in the area.*

- Among those who plan on spending money, the average spend is \$41.67.*



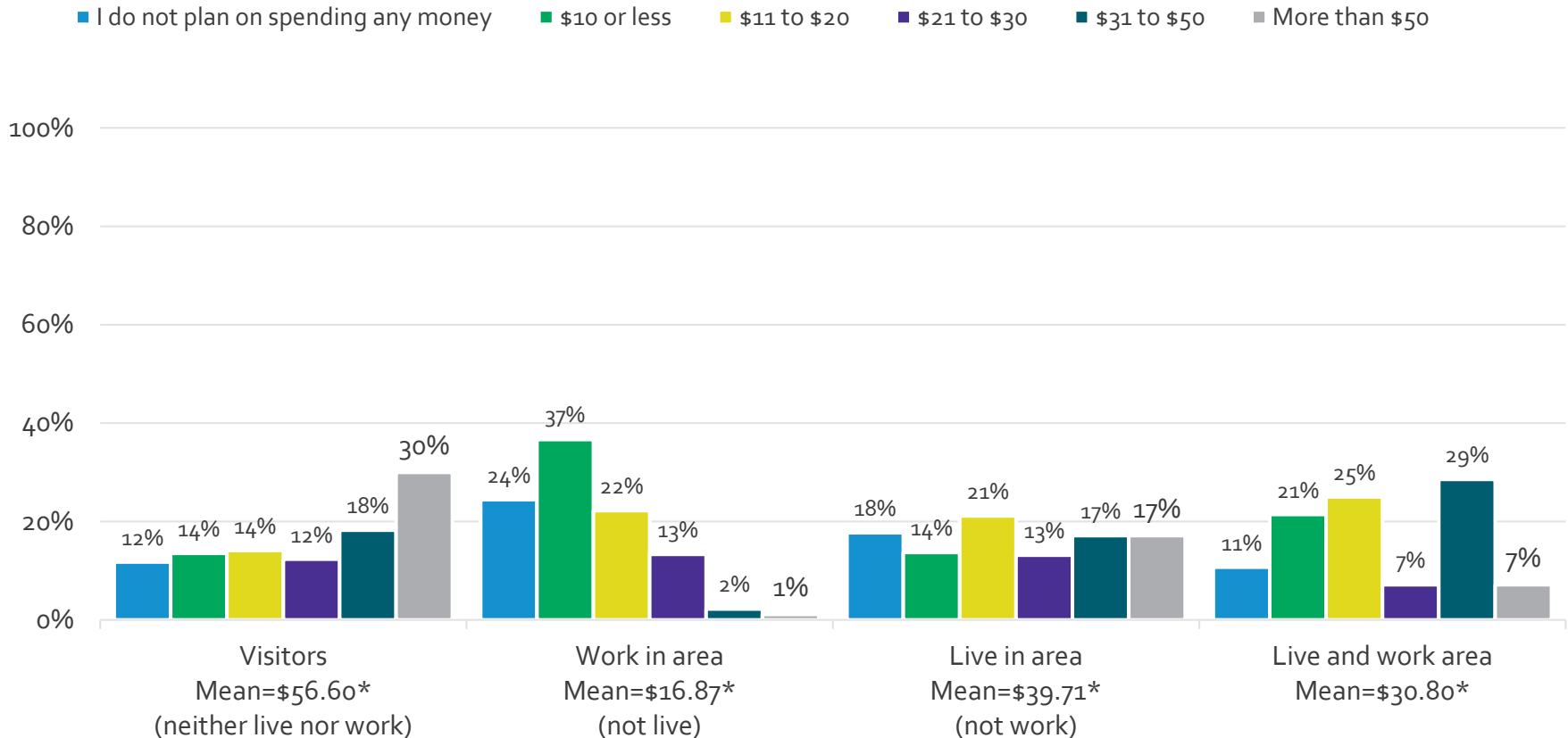
*Q11: How much money do you plan to spend during your visit to the area today?*

*Base: All respondents (n=493). Mean calculated among those who do plan to spend money.*

*\*Mean spend excludes those who do NOT plan on spending any money.*

# Spending by Residency / Work Status

*On average, visitors spend the most and workers spend the least.*



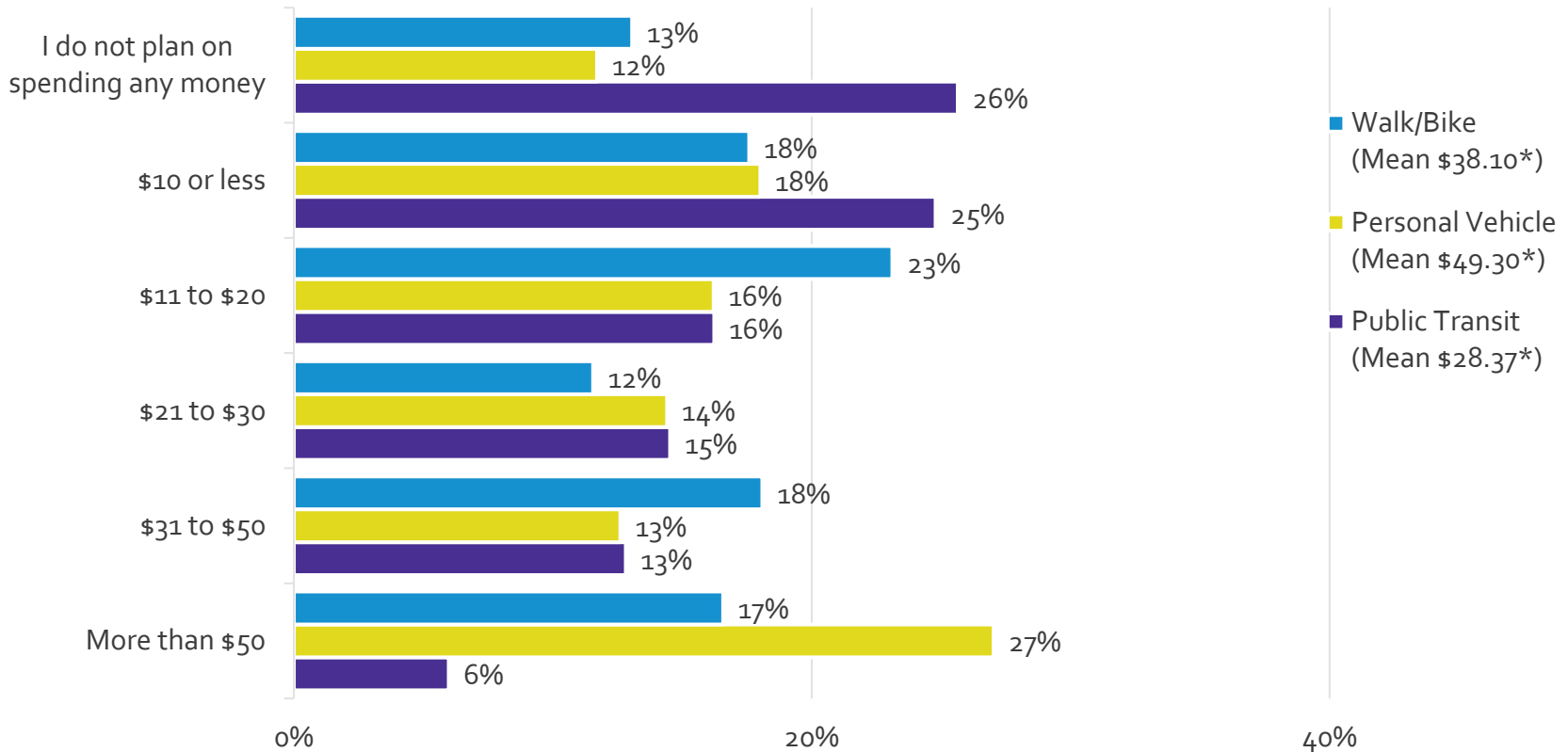
Q11: How much money do you plan to spend during your visit to the area today?

Base: Visitors (n=182) – Work but not live (n=93) – Live but not work (n=186) – Live and work (n=32)

\*Mean spend excludes those who do NOT plan on spending any money.

# Spending By Travel Mode

*On average respondents who use a personal vehicle area spend the most, while those who use public transportation spend the least.*



Q12: How much money do you plan to spend during your visit to the area today?

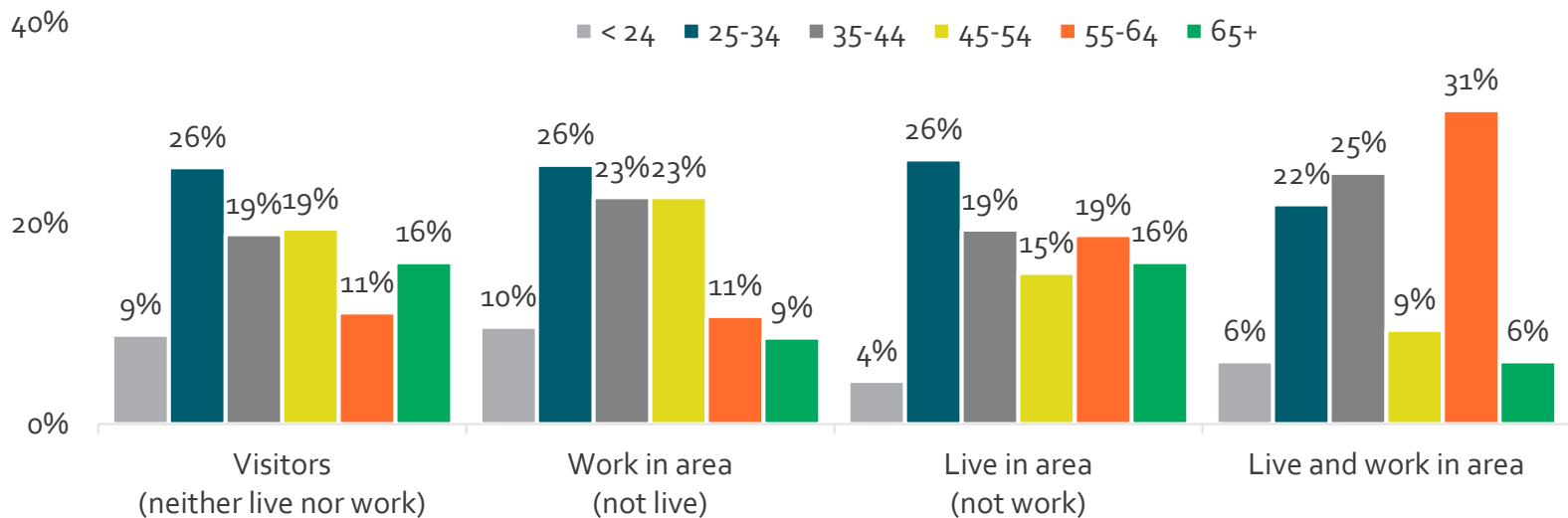
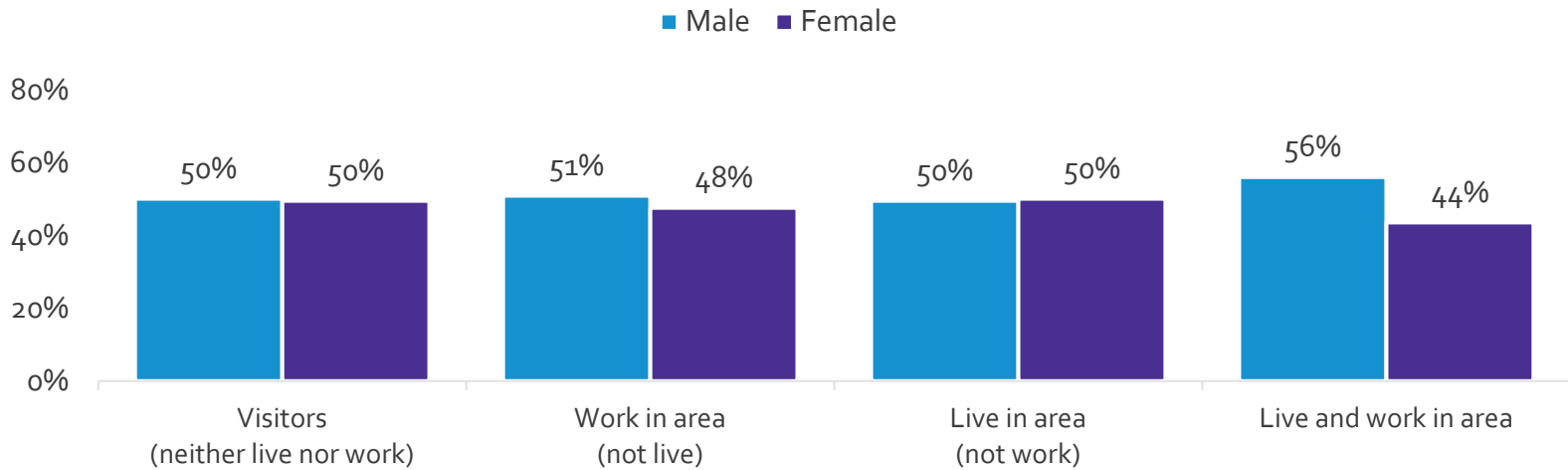
Base: Personal Vehicle (excludes carshare) (n=116) – Walk/Bike (n=209) – Public transit (n=123)

Note, the question was multiple response so it is possible for some respondent to have selected more than one mode.

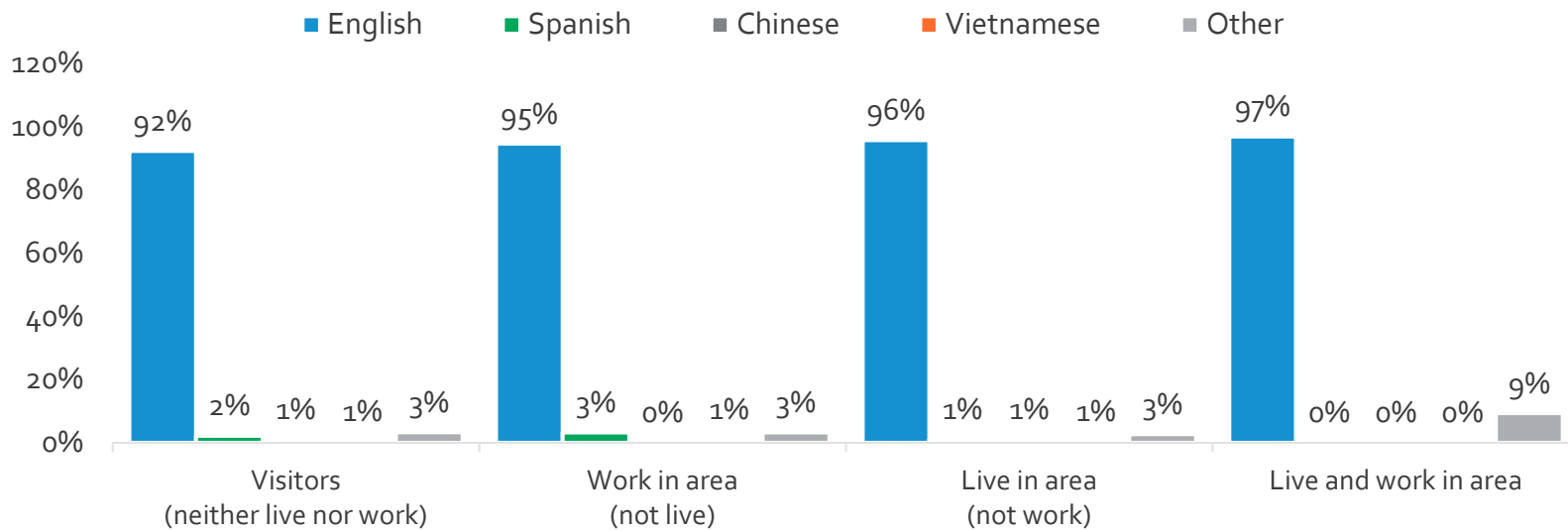
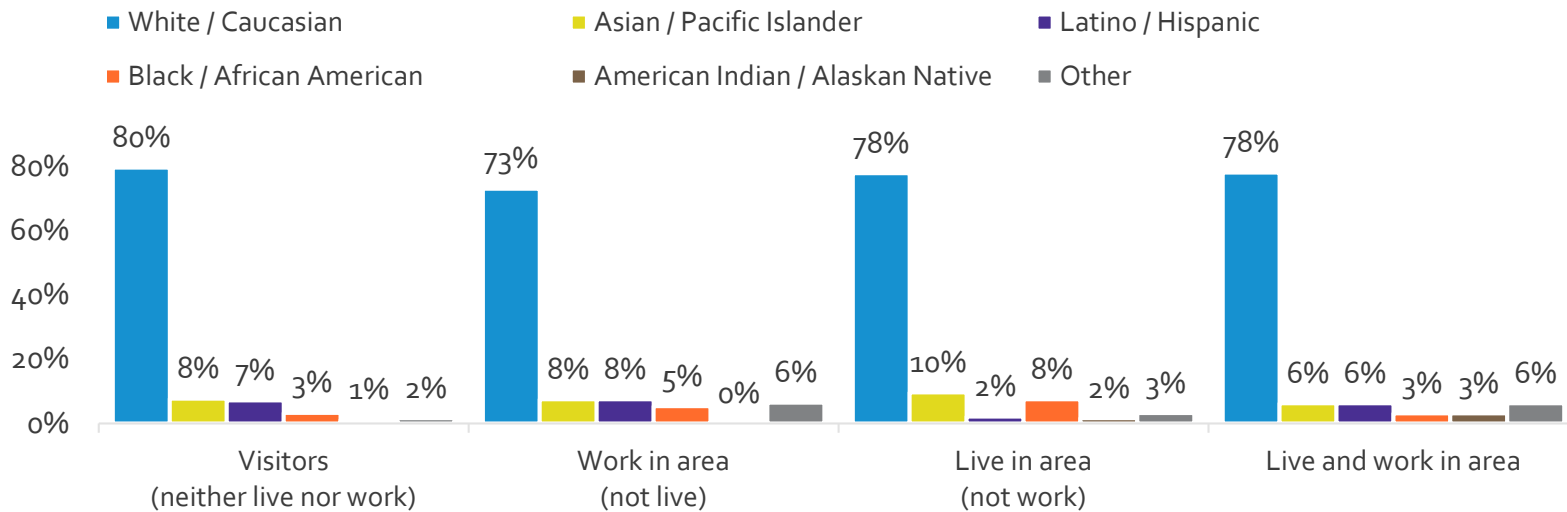
\*Mean spend excludes those who do NOT plan on spending any money.

# Respondent Demographics

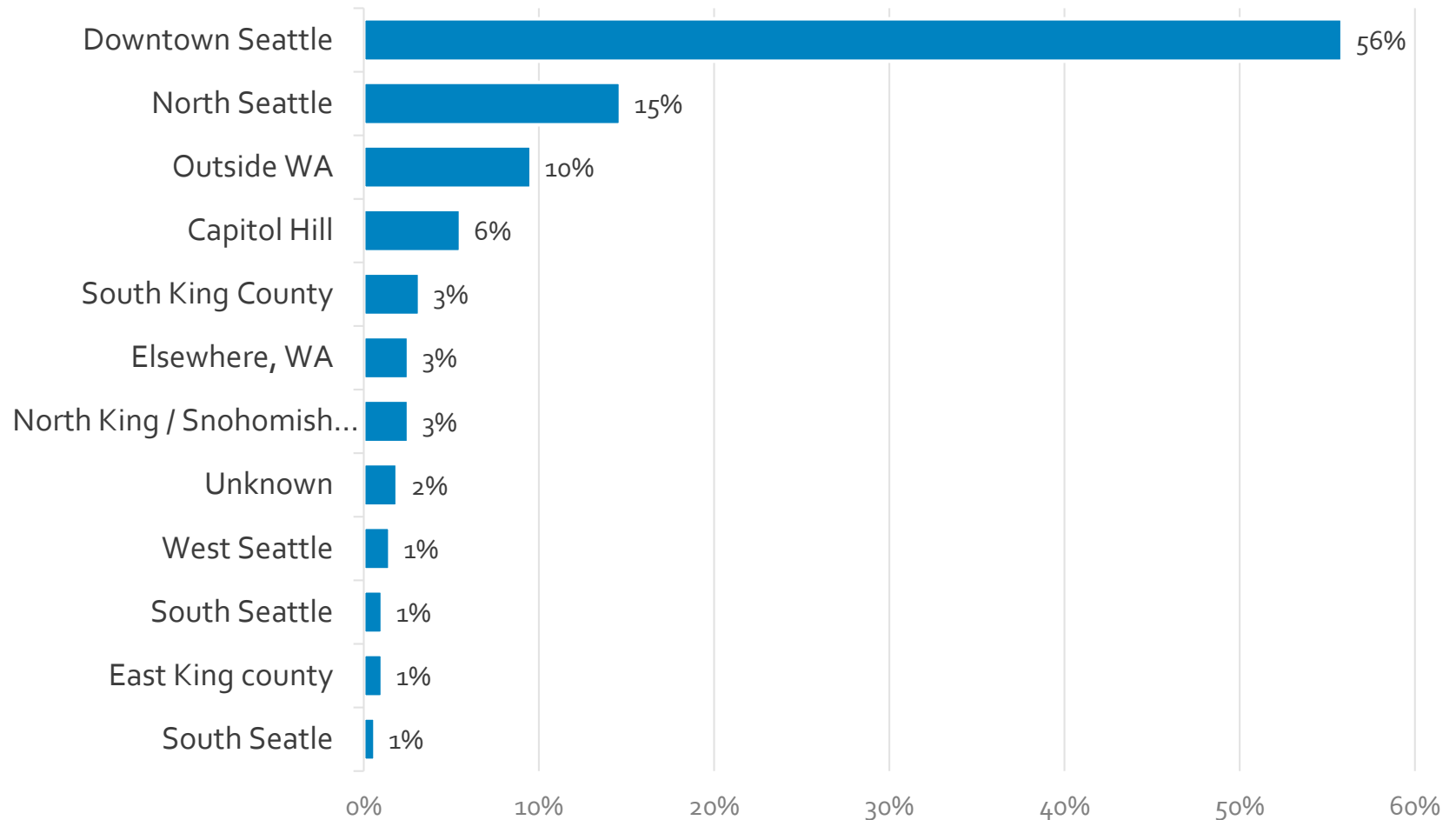
# Age and Gender by Residency / Work Status



# Race and Language(s) Spoken by Residency / Work Status



# Geography / Origin



*Location based on zip code*

*Base: All respondents (n=493) Note: only 471 respondents provided locatable zip codes*