



Seattle
Department of
Transportation

Ballard

Neighborhood Intercept Survey

Conducted for the
Seattle Department of Transportation
October 2017

Survey Overview

◆ Purpose and Methodology Overview

- To better understand behaviors among people visiting and working in Ballard.
- 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 Ballard 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 Ballard.
- The term “workers” refers to respondents who work in Ballard, but do not live there.
- The term “respondents” refers to all respondents regardless of their live / work situation.

Key Findings (1)

- ◆ **Residency**: Forty-two percent of survey respondents are “visitors”, that is they neither live nor work in Ballard.
- ◆ **Mode Share**: Thirty-one percent of respondents walk, and the same percent drive alone. Nineteen percent carpool, and 9% take a bus.
 - **Driving**: Sixty-one percent of “workers”, those who work near Ballard but don’t live in the area, drive alone.
- ◆ **Trip Purpose**: Eating out, shopping and working are the most commonly mentioned primary reasons for being in Ballard.
 - ◆ While visitors and residents have a variety of trip purposes, those who work in Ballard are in the area almost exclusively for work.
- ◆ **Spending**: Eighty-eight percent of respondents plan on spending money while in the area.
 - ◆ The average anticipated spend is \$54.81
 - ◆ Those who take a personal vehicle plan on spending the most money (\$67.48). This is more than twice the planned spend among those who walk or bike (\$33.56) and transit riders (\$28.56).

Key Findings (2)

- ◆ **Trip Purpose**: Visitors, those who neither live nor work in Ballard, have various trip purposes.
 - ◆ Thirty percent state the primary purpose for their trip is eating out, 28% are visiting family or friends and 17% are in Ballard to go shopping.
 - ◆ Typical reasons for visiting Ballard include going out to eat (46%), visiting family / friends (42%), shopping (27%), recreation / events (22%) and grabbing coffee or a snack (19%).

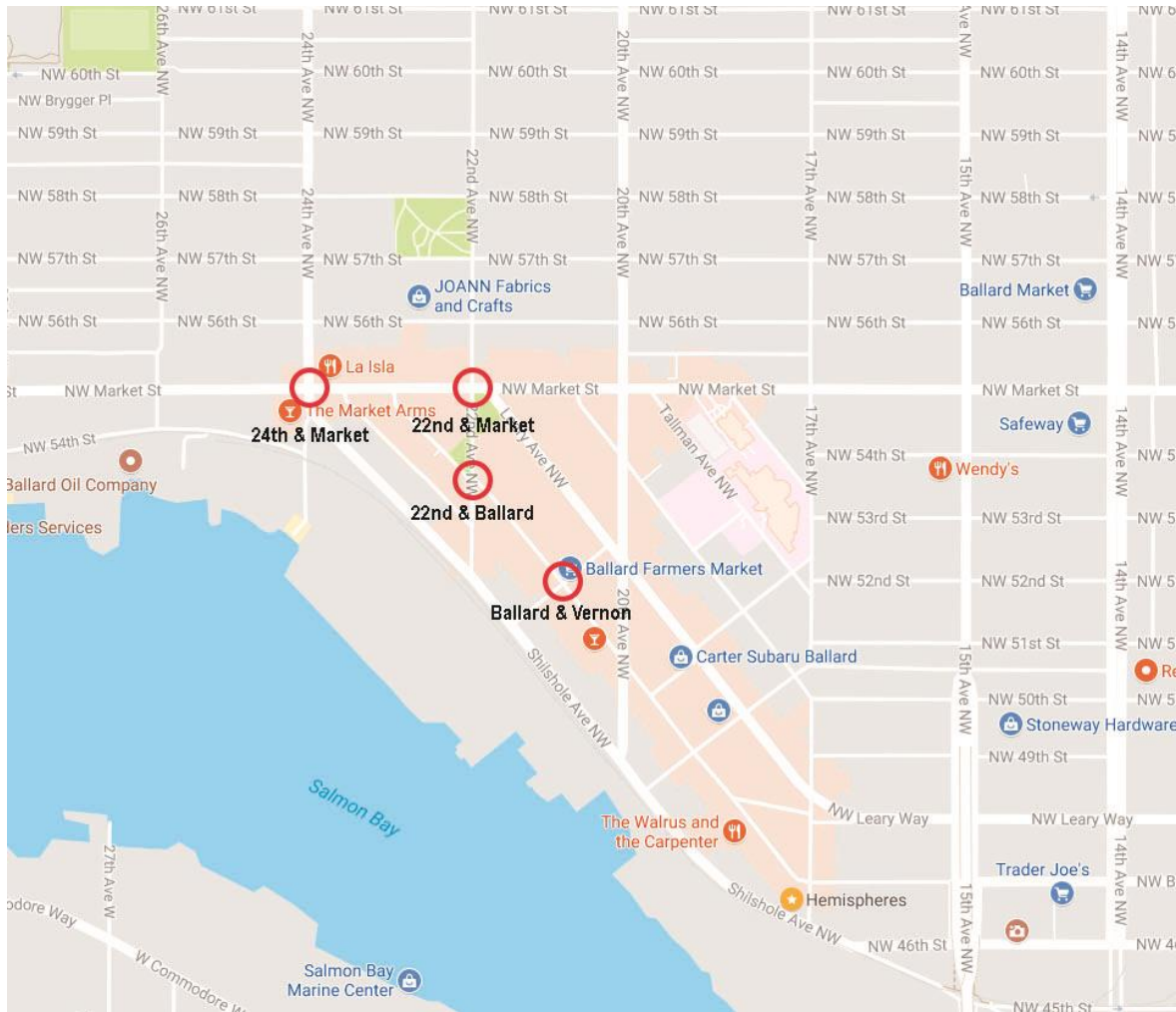
Methodology

- 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).
 - ❖ September 19: 10:00am to 2:00pm – 22nd & Market (40 completes)
 - ❖ September 20: – 24th & Market (37 completes)
 - ❖ September 21: – Ballard & Vernon (48 completes)
 - ❖ September 22: – 22nd & Ballard (80 completes)
 - ❖ September 23: – 22nd & Ballard (70 completes)
 - ❖ September 24: – Ballard & Vernon (96 completes)
 - ❖ September 26: – 22nd & Market (61 completes)
 - ❖ September 27: – 24th & Market (29 completes)
 - ❖ September 27: – Ballard & Vernon (68 completes)
 - ❖ September 28: – 24th & Market (79 completes)
 - ❖ September 28: – Ballard & Vernon (33 completes)
- Periods of inclement weather impacted response rates at times.
- Surveys were available in English only.

Location	Completes
22 nd & Ballard	150
22 nd & Market	102
24 th & Market	145
Ballard & Vernon	244
Total	641

Survey Locations

- The map below displays the locations where interviews were conducted



Survey Questionnaire

BALLARD NEIGHBORHOOD SURVEY

The City of Seattle's Department of Transportation is conducting this survey to better understand how people who live, work and visit downtown Ballard 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 Ballard?
- Live
 Work
 No / Neither
2. **IF YES TO LIVE:** How far, in blocks, do you live from this intersection?
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 Ballard? *If less than 1 year, enter 0.*
NUMBER OF YEARS: _____
5. What is the **main** reason you're in downtown Ballard today?
- Live here
 Work here
 Work-related trip
 Shopping
 Dining / Eating out
 Entertainment
 Special Event
 Visiting family / friends
 School / Class
 Catching a bus
 Medical appointment
 Other: _____
6. How did you get to downtown Ballard 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 Time Limited Parking
 On-Street, Free and No Time Limits
 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
 Other: _____
10. How much time do you plan to spend in Ballard today? *If less than 1 hour, enter 0.*
ENTER ESTIMATED HOURS: _____
11. How much money do you plan to spend during your time in downtown Ballard today?
Enter 0 if you do not plan on spending any money.
ESTIMATED DOLLAR AMOUNT: _____
12. How do you plan to leave downtown Ballard 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
 PayByPhone
 One Bus away
 Metro's Trip Planner
 Google Maps
 Carshare app
 Bikeshare app
 Other: _____
14. How often do you typically visit downtown Ballard?
- 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 downtown Ballard? *(up to 3)*
- I live here
 I work here
 Shopping
 Going out to eat
 Get coffee or a snack
 Recreation
 Farmer's Market
 Catch a bus
 Event / Entertainment
 Work-Related trips
 School
 Medical
 Personal Business
 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 45 - 54 yrs old
 18 - 24 yrs old 55 - 64 yrs old
 25 - 34 yrs old 65 yrs or older
 35 - 44 yrs old
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 Vietnamese
 Spanish Other: _____
 Chinese

Reporting Notes

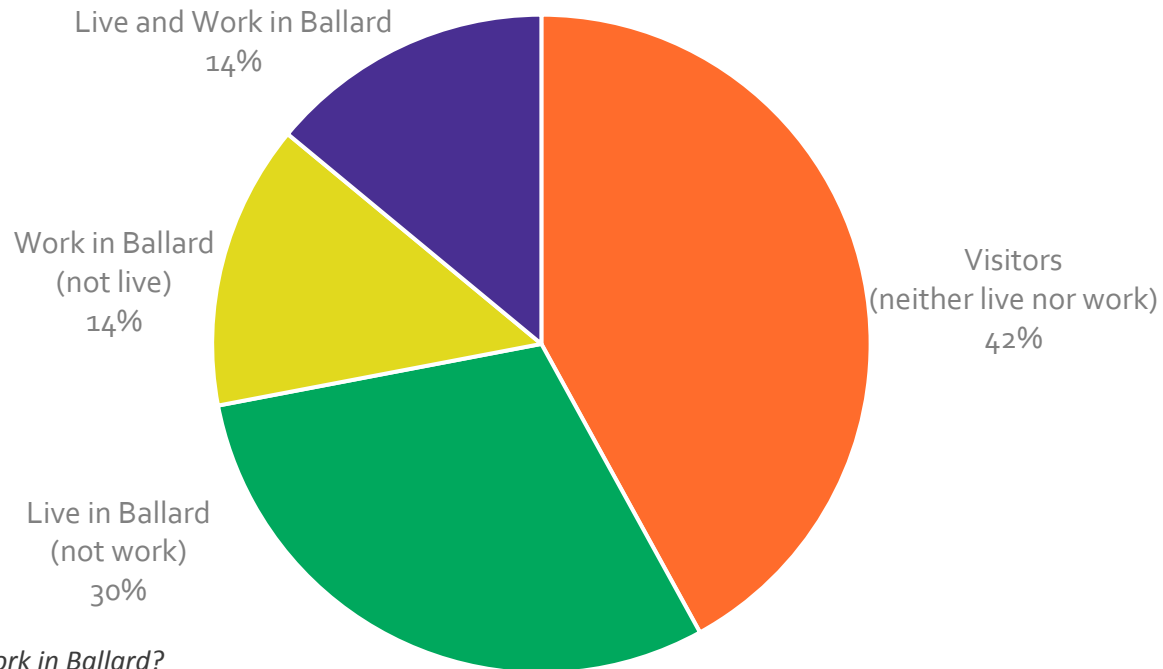
- ◆ Unless otherwise noted, respondents who did not answer a specific question are excluded from the statistics shown for that question.
- ◆ There may be some instances where percentages do not sum to exactly 100% due to rounding.
- ◆ Some questions allowed multiple responses and may sum to more than 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 Ballard

Neighborhood Residence

Forty-two percent of respondents are visitors. That is they neither live nor work in Ballard. The same number (44%) live in Ballard.

- 14% both live and work in Ballard, and*
- 30% live in Ballard but do not work in the area.*

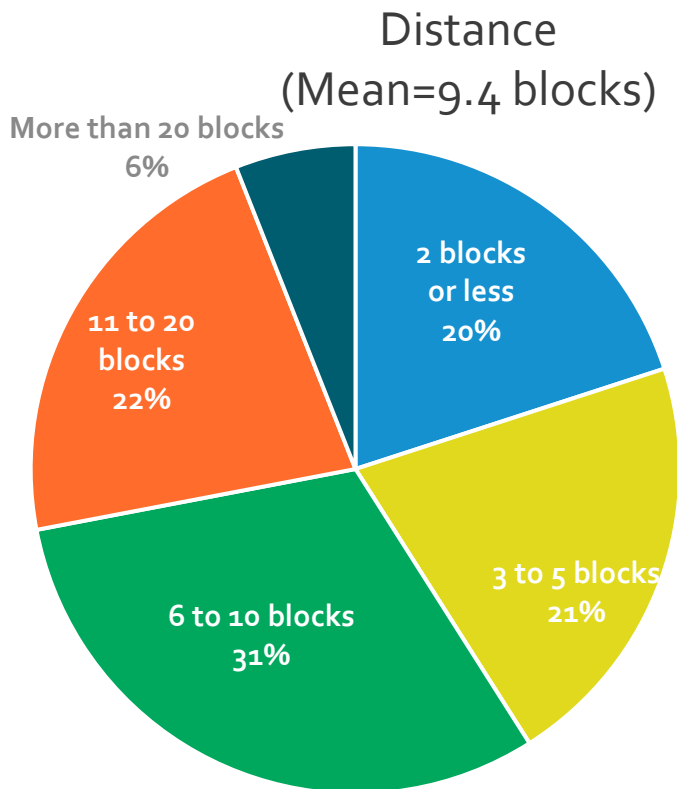


*Q1: Do you live and/or work in Ballard?
Base: All respondents (n=641)*

Distance From / Housing Tenure near Intercept Location

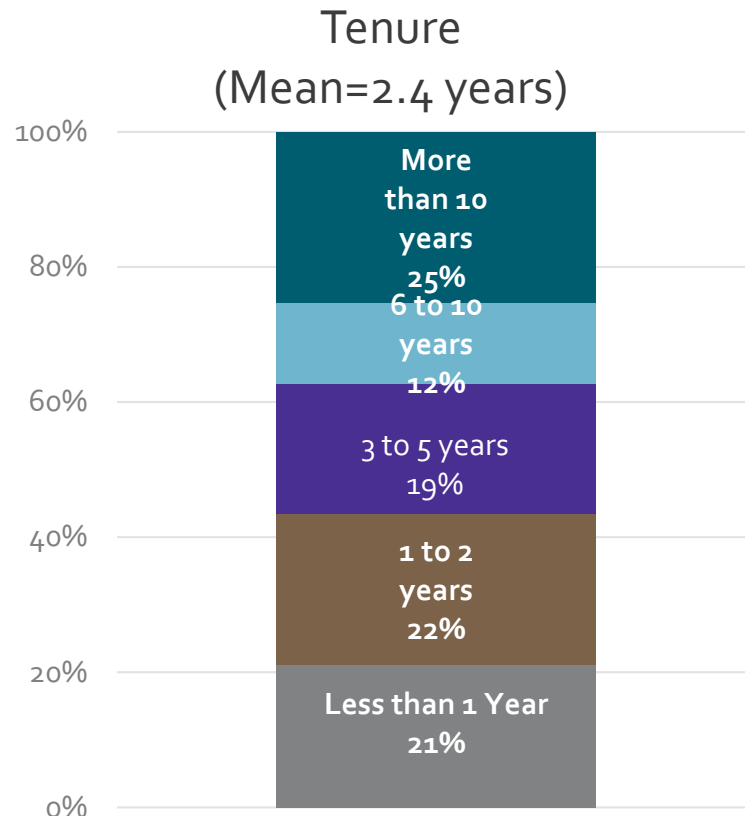
Seventy-two percent of residents (those indicating they live in Ballard) live within ten blocks of where they were contacted.

- Sixty-two percent of residents have lived in Ballard for 5 years or less.*



Q2: How many blocks do you live from here?

Base: Residents (n=282)



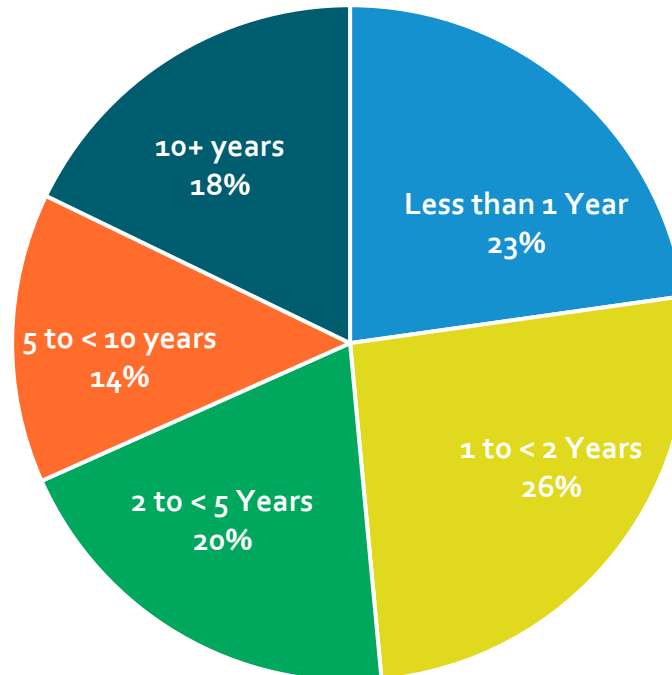
Q3: How long have you lived at your current residence?

Base: Residents (n=282)

Years Worked in Ballard

Sixty-nine percent of employees (those who work in Ballard regardless of if they live in the area) have worked in the area for less than 5 years.

Time Worked
(Mean=5.7 years)



Q4: How long have you worked in Ballard?
Base: Employees (n=181)

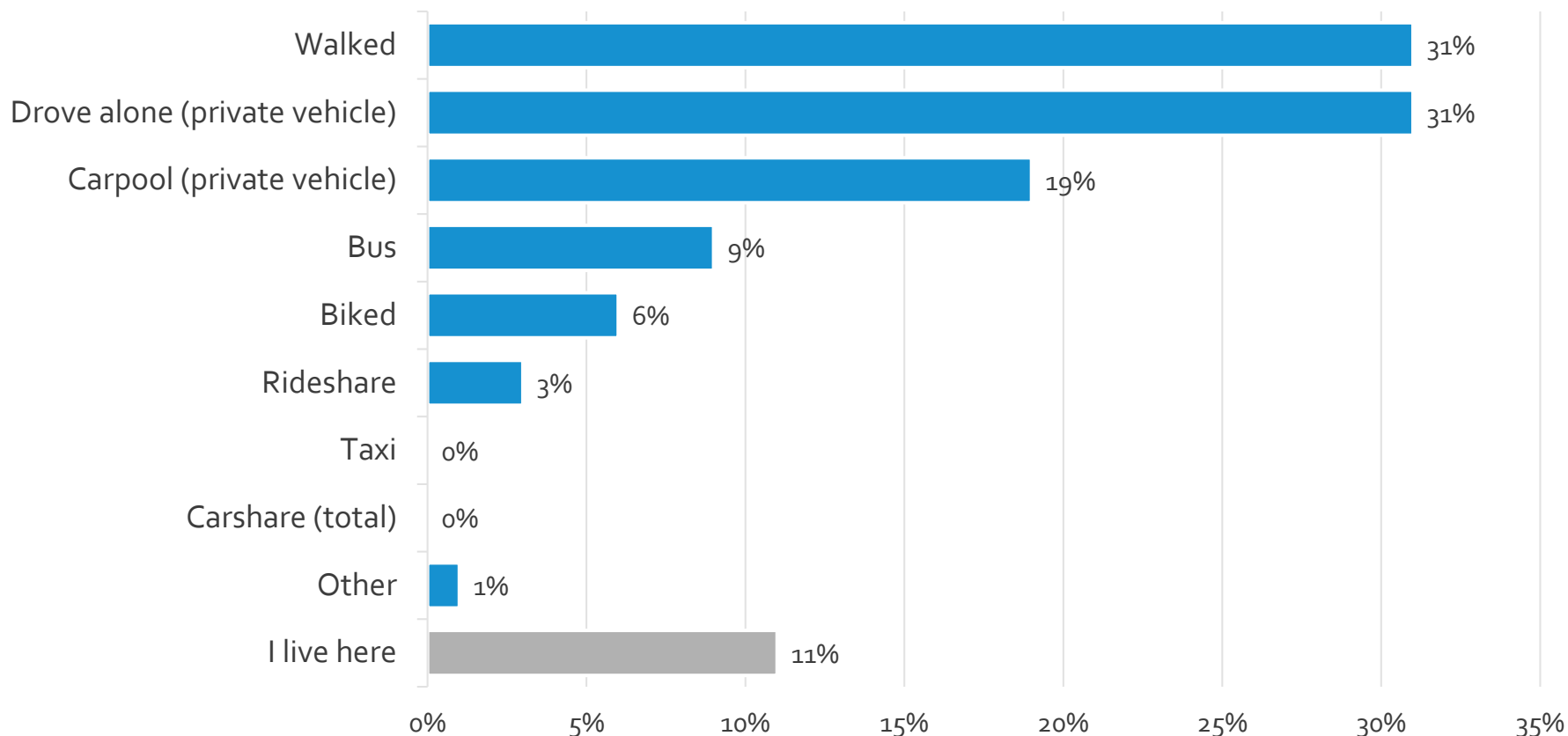
Travel Behavior

Travel Behavior Findings

- ◆ Overall, walking and driving alone are the most commonly used travel modes used to get to Ballard—31% of respondents use each of these modes.
 - Nineteen percent of respondents carpool, and 9% take a bus.
- ◆ Respondents who work in Ballard, but do not live there, (workers) are the most likely group to drive alone—61% use this mode.
- ◆ Among all respondents, 49% use a personal vehicle to get to Ballard.
- ◆ 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 Ballard are walking, (31%), driving alone (31%), carpooling (19%) and taking the bus (9%).



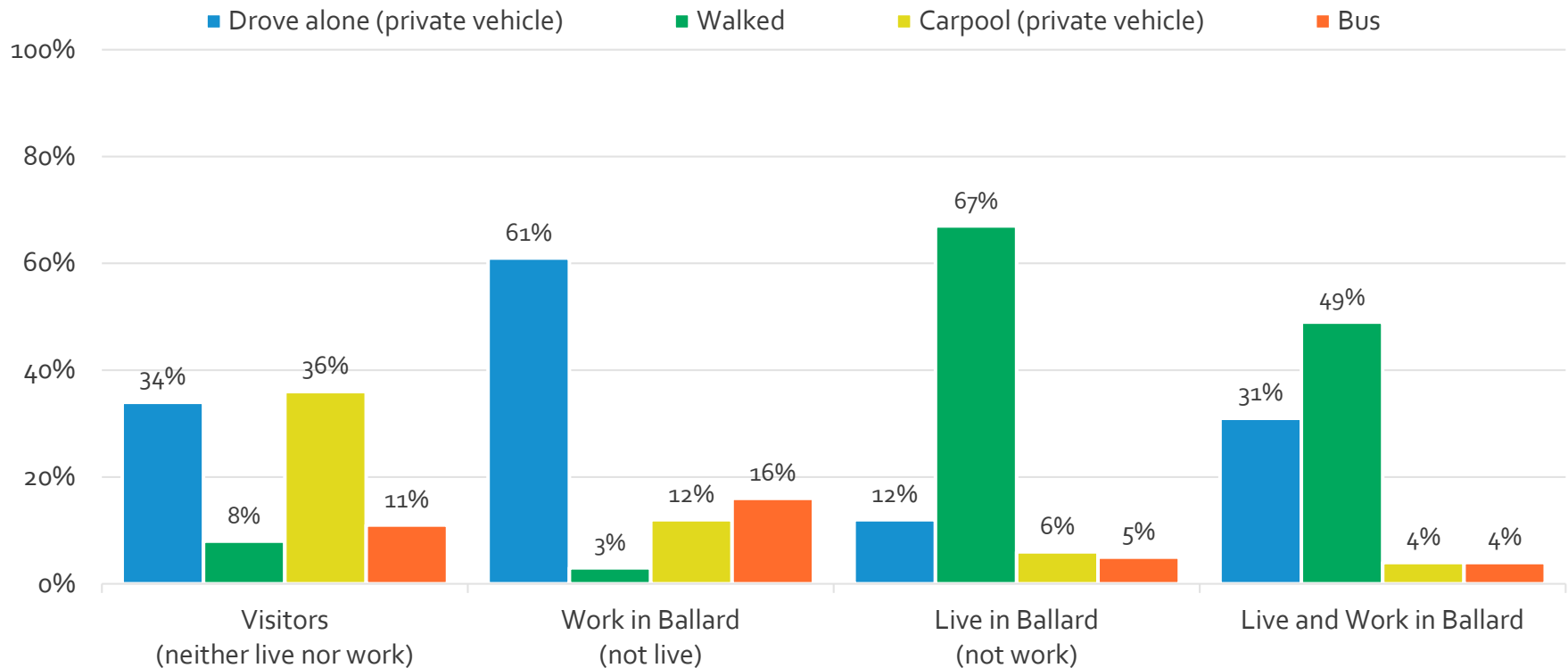
Q6: How did you travel to the area? Multiple response: may sum to > 100%

Base: All respondents (n=641)

Travel Mode by Residency / Work Status (top 4)

Driving alone is the most common mode taken among workers (those who work but do not live in Ballard).

Those who live in Ballard are most likely to walk and visitors are split between driving alone and carpooling.

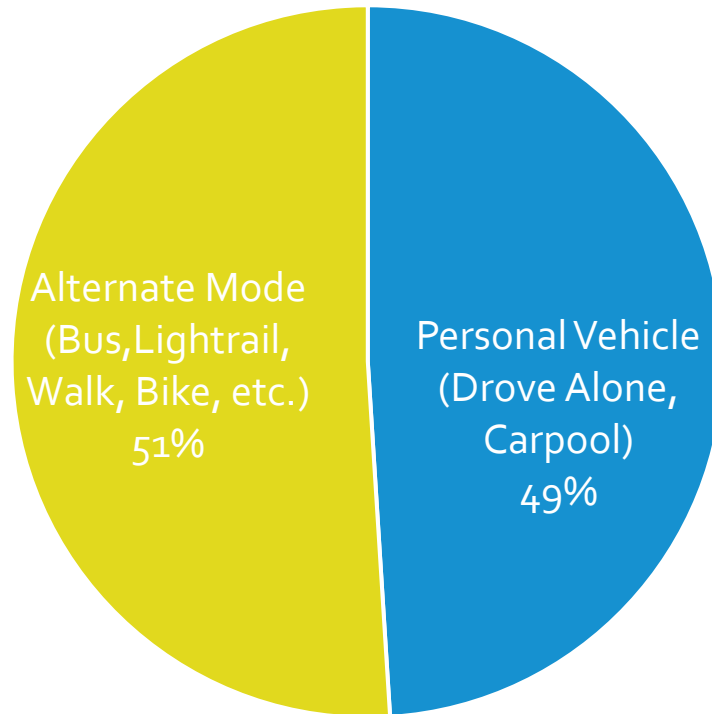


Q6: How did you travel to the area? Multiple response: may sum to > 100%

Base: Visitors (n=267) – Work but not live (n=92) – Live but not work (n=193) – Live and work (n=89)

Personal Vehicle vs. Other Modes

Use of personal vehicle vs. alternative mode is evenly split.



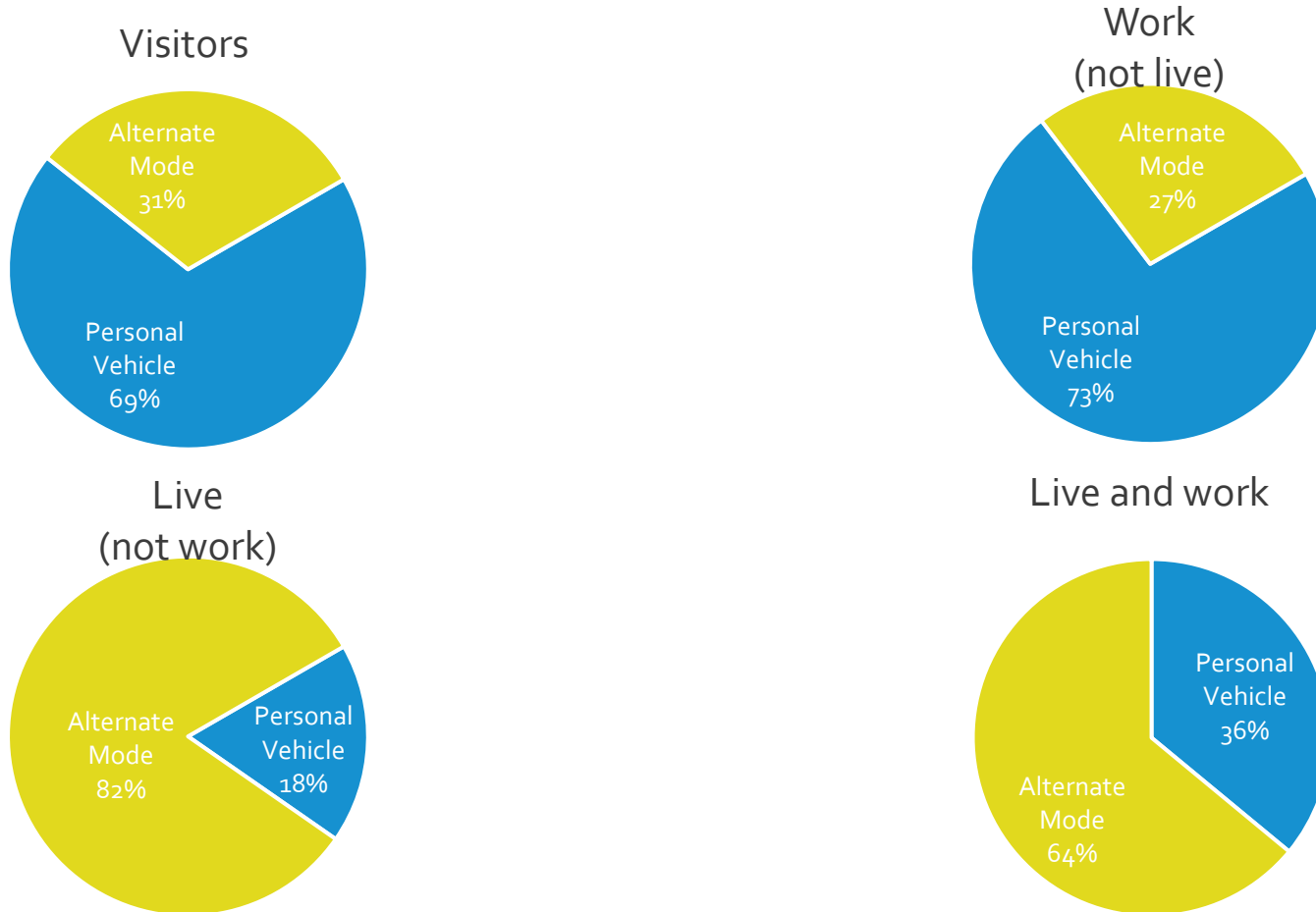
Q6: How did you travel to the area? Multiple response: may sum to > 100%

Base: All respondents (n=641)

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

Personal Vehicle vs. Other Modes – Residents vs. Others

Those who live in Ballard are more likely to use alternative transportation modes.



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

Base: Visitors (n=267) – Work but not live (n=92) – Live but not work (n=193) – Live and work (n=89)

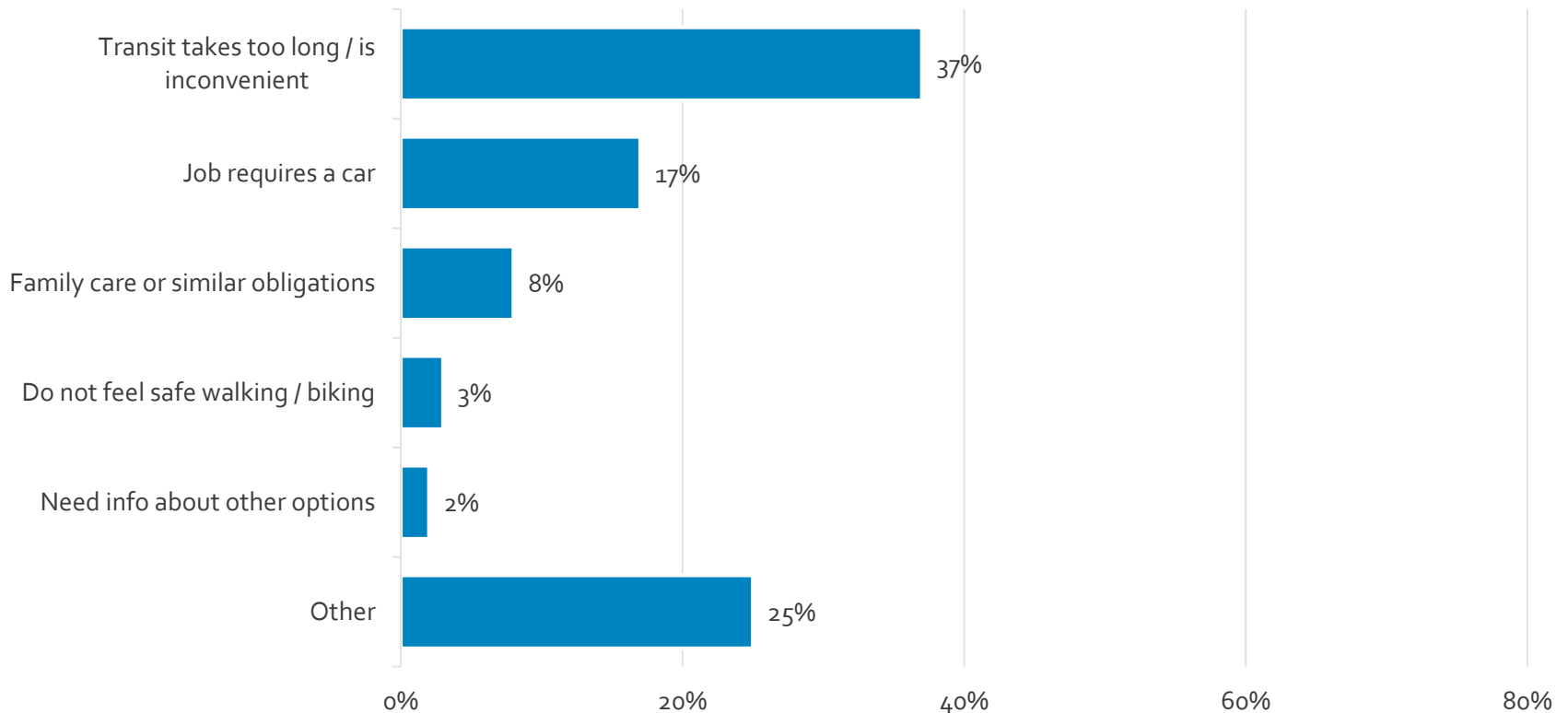
Travel Mode By Origin (Table)

	Drove Alone	Walked	Carpool <i>(private vehicle)</i>	Bus	Bike	Rideshare	Carshare	Other	Live in Area
North Seattle <i>(n=394)</i>	26%	44%	12%	7%	6%	1%	0%	2%	18%
Seattle <i>(n=87)</i>	40%	3%	22%	18%	10%	9%	1%	1%	1%
North King / Snohomish <i>(n=32)</i>	63%	0%	31%	6%	3%	0%	0%	0%	0%
East King <i>(n=14)</i>	50%	0%	43%	0%	7%	0%	0%	0%	0%
South King <i>(n=11)</i>	73%	0%	18%	9%	0%	0%	0%	0%	0%
Elsewhere <i>(n=10)</i>	30%	0%	30%	30%	20%	0%	0%	0%	0%

Q6: How did you travel to the area? By home zip code Multiple response: may sum to > 100%
Base: All respondents (n=641)

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%

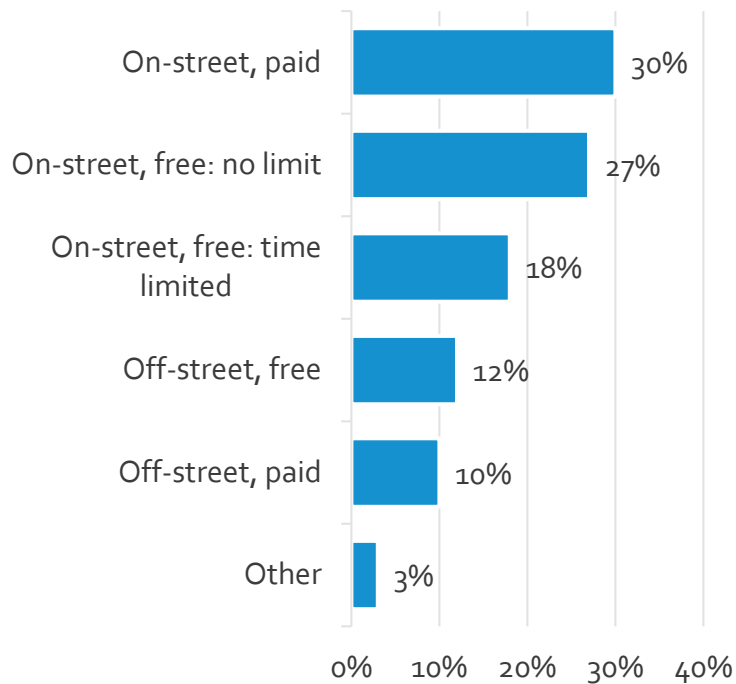
Base: Those who drove alone (including carshare) (n=200)

Parking Place and Time to Find

Thirty percent of those who took a vehicle parked in an off-Street, paid parking spot, nearly the same amount used free off-street parking.

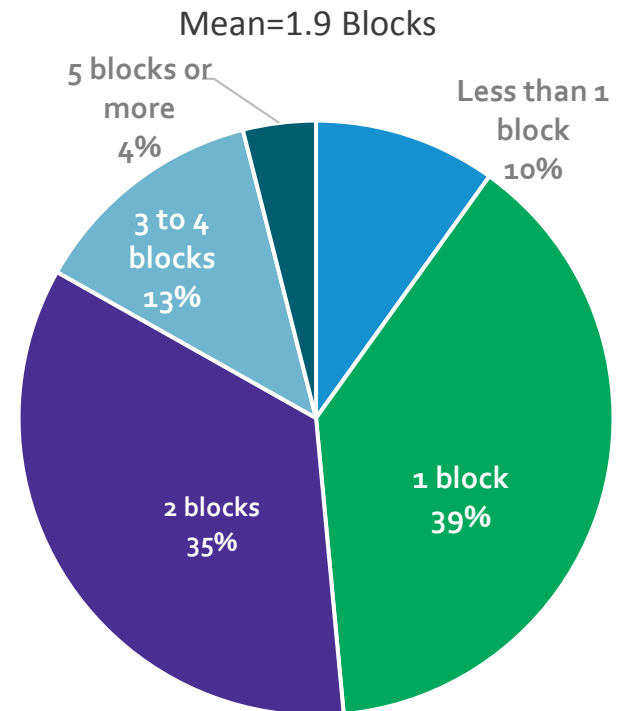
Seventy-four percent of those who used a vehicle parked within two blocks of their destination.

Place of Parking



Q7: Where did you park
Base: Those who drove (including carshare and carpool) (n=320)

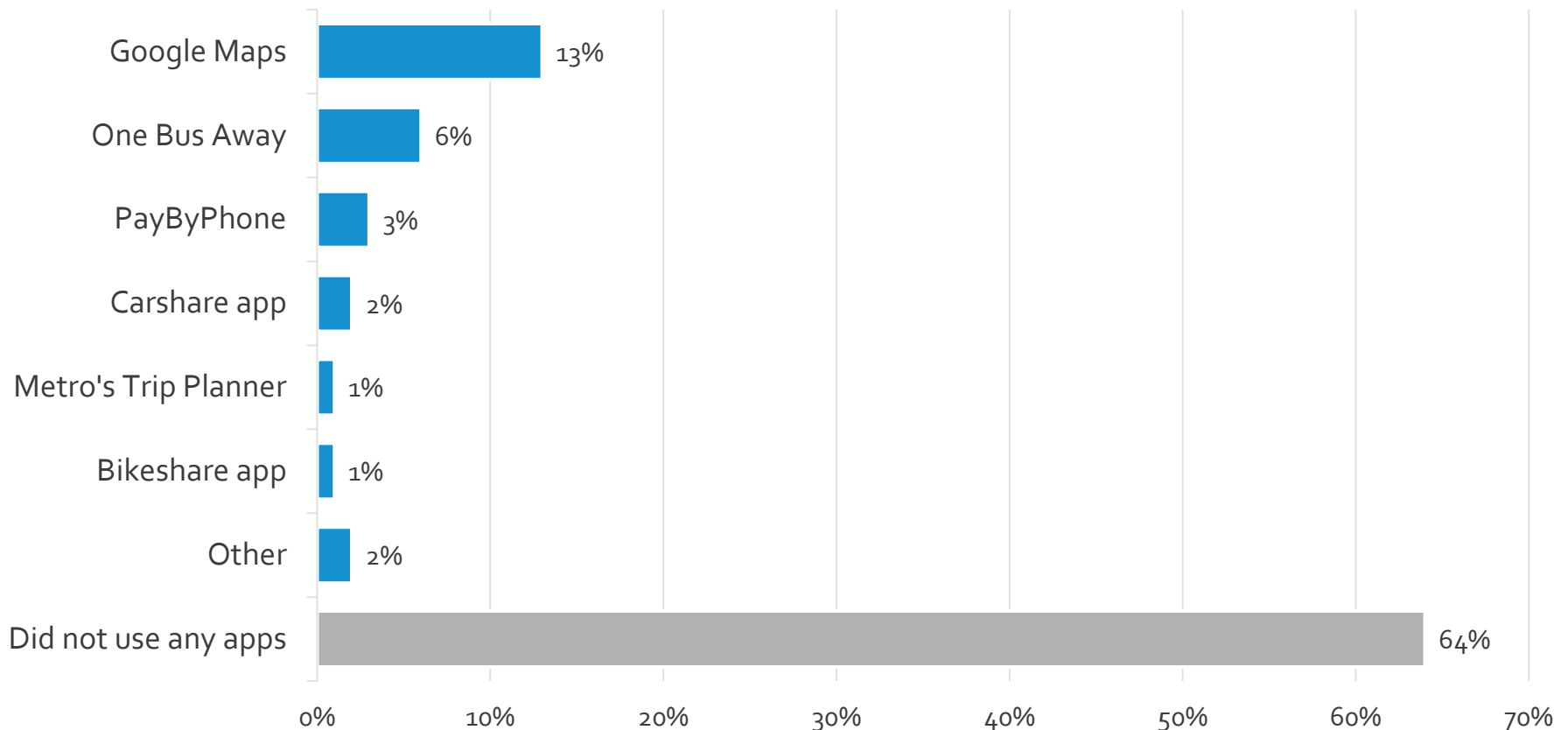
Distance to Parking Spot



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

Travel – Use of Service or Apps

The vast majority of respondents did not use any services or apps to get to Ballard.



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

Base: All respondents (n=641)

Duration and Frequency of Visits

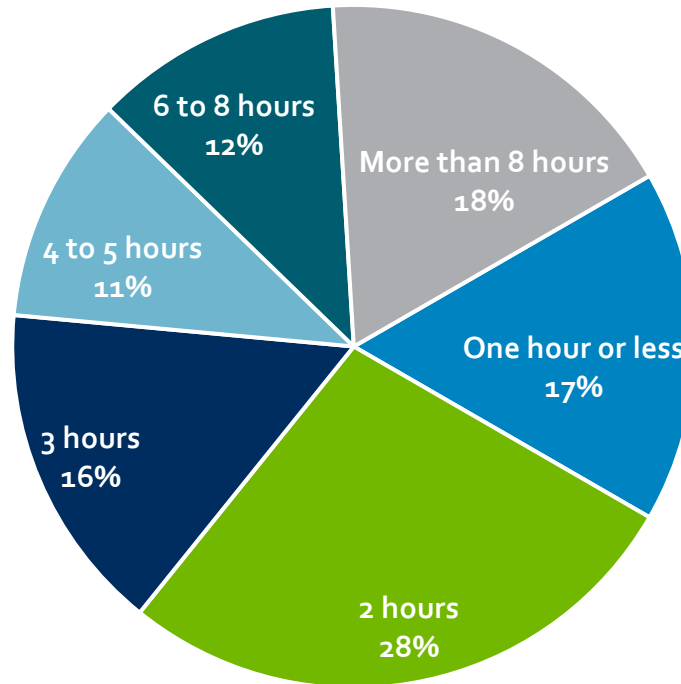
Duration and Frequency Findings

- ◆ The average duration of a trip to Ballard is just over 5 and a half hours, but varies by residency / work status.
 - Visitors indicate they are going to spend the least time in the area—averaging 3 hours
 - Those who live and work in Ballard indicate they will spend the most amount of time in the area—just over 9 and a half hours.
- ◆ Overall, 31% of respondents visit Ballard less than once a week.

Duration of Visit

Two-thirds of respondents plan on spending 2 hours or less in the area.

Duration of Visit
(Mean=5.7 hours)

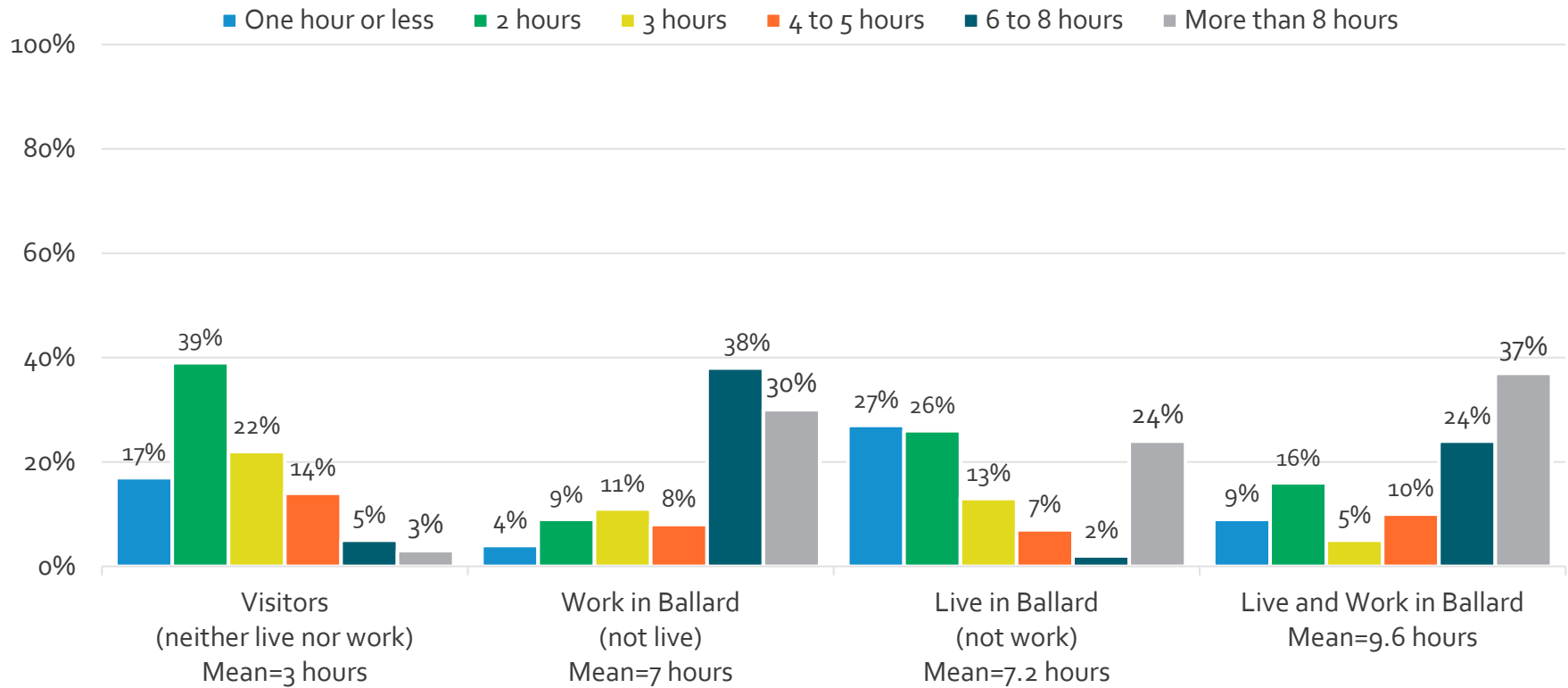


Q10: How much time do you plan to spend during your visit today?

Base: All respondents (n=641)

Duration of Visit by Residency / Work Status

Visitors indicate they are going to spend the least time in the area—averaging 3 hours
 Those who live and work in Ballard indicate they will spend the most amount of time in the area—over 9 hours.



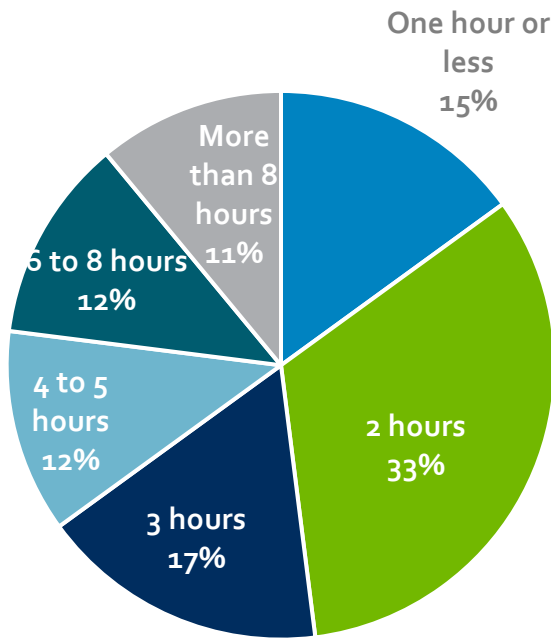
Q10: How much time do you plan to spend during your visit today?

Base: Visitors (n=267) – Work but not live (n=92) – Live but not work (n=193) – Live and work (n=89)

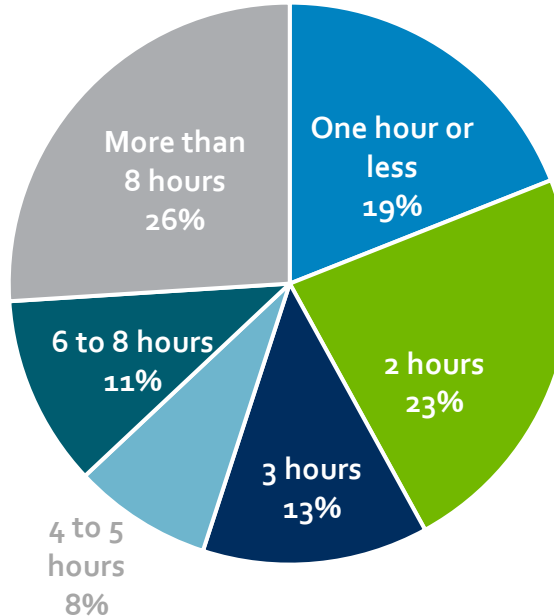
Duration of Visit by Travel Mode

On average, those who walked or biked are most likely to be in the area the longest.

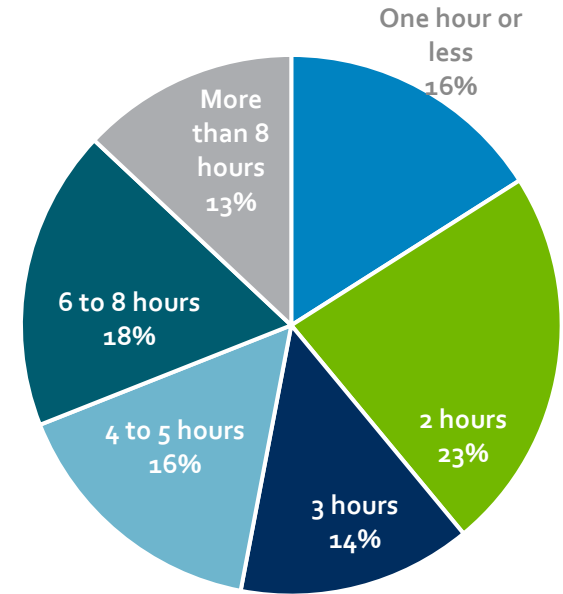
Personal Vehicle
(mean=3.8 hours)



Walk / Bike
(mean=7 hours)



Transit
(mean=5.2 hours)



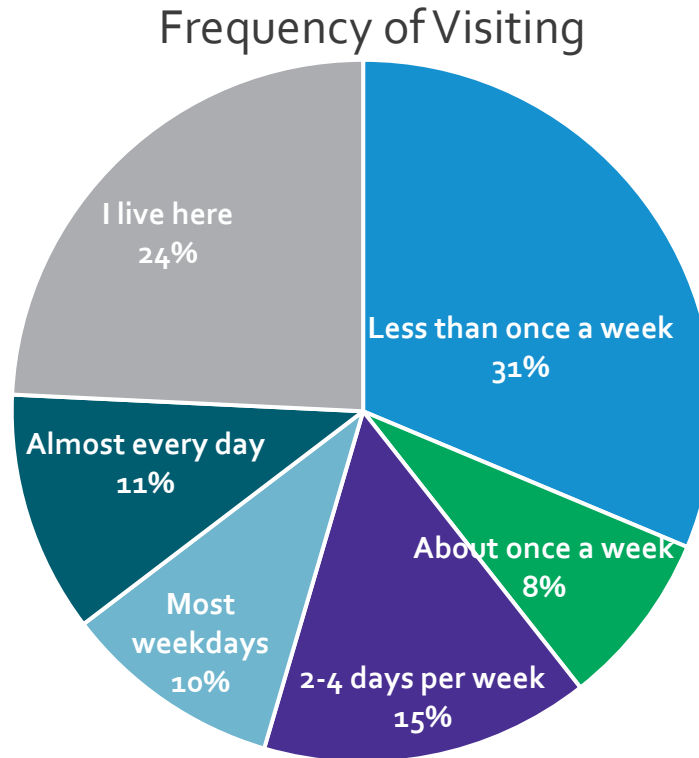
Q11: How much time do you plan to spend during your visit today?

Base: Personal Vehicle (includes carshare) (n=320) – Walk/Bike (n=204) – Public transit (n=57)

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

Frequency of Visits

Nearly one third (31%) of respondents visit Ballard less than once a week.

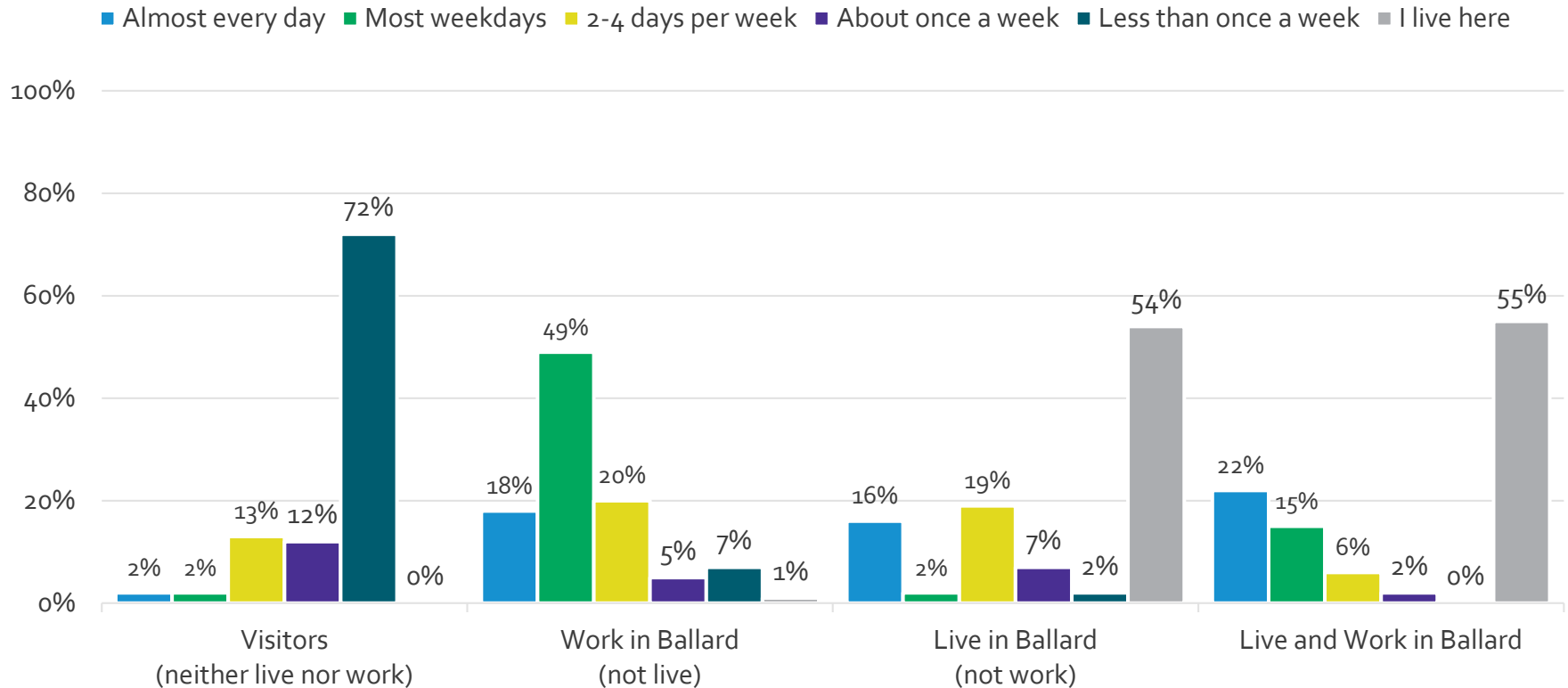


Q14: How often do you typically visit the area?

Base: All respondents (n=641)

Frequency of Visits by Residency / Work Status

Visitors have the lowest frequency to Ballard—three out of four visitors come to Ballard less than once a week.



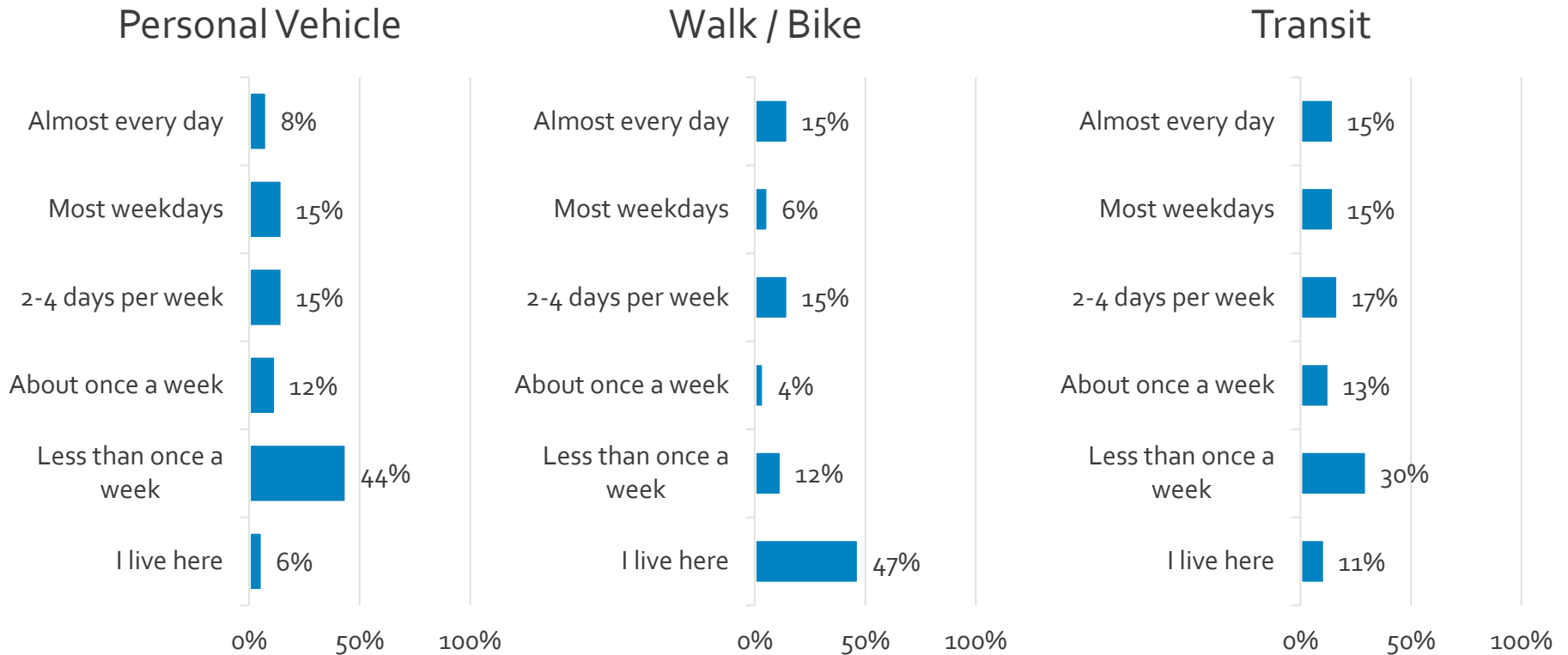
Q14: How often do you typically visit the area?

Base: Visitors (n=267) – Work but not live (n=92) – Live but not work (n=193) – Live and work (n=89)

Frequency of Visits by Travel Mode

Those who use walk or bike transit visit the area most often, closely followed by those who take transit to the area.

Those who take a personal vehicle come to Ballard the least often.



Q14: How often do you typically visit the area?

Base: Personal Vehicle (includes carshare) (n=320) – Walk/Bike (n=204) – Public transit (n=57)

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

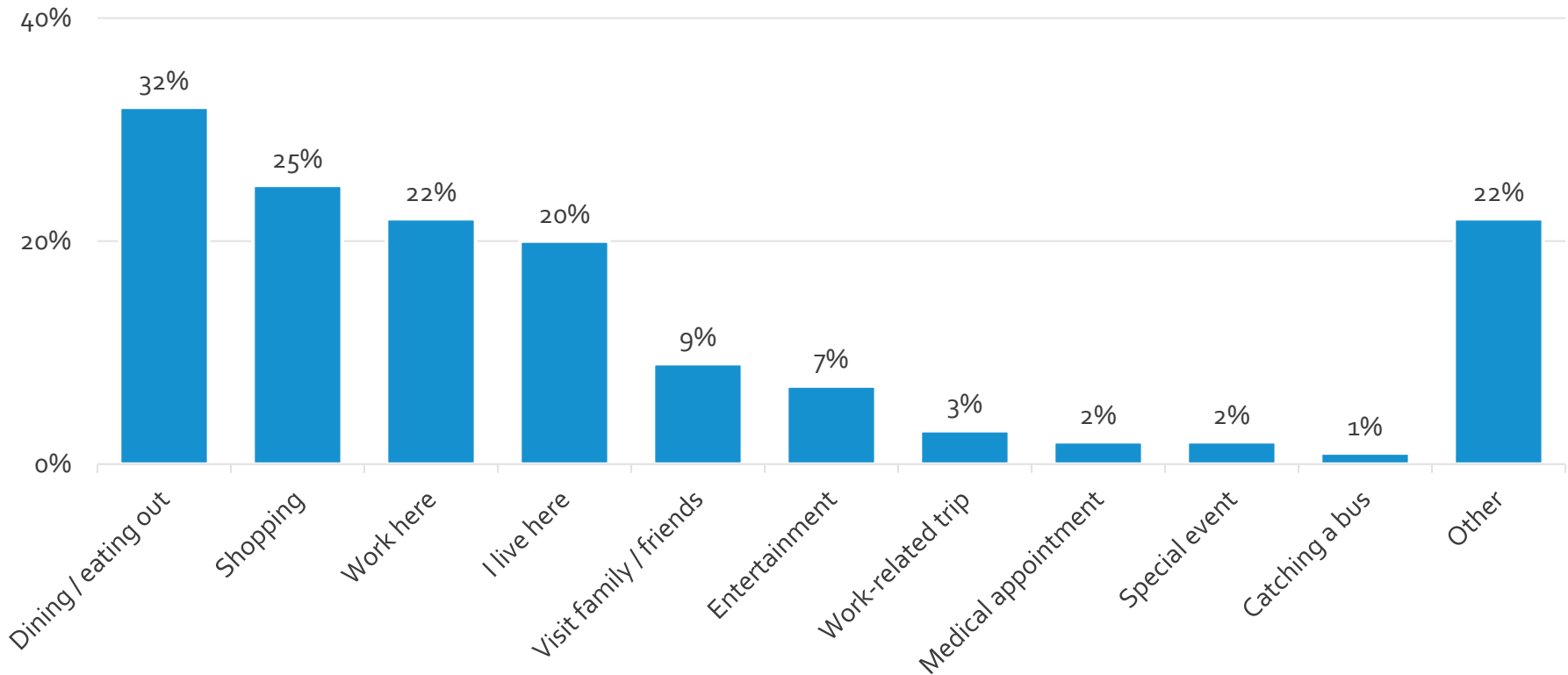
Reasons for Visiting

Reasons for Visiting Findings

- ◆ Eating out, shopping and working are the most commonly mentioned primary reasons for being in Ballard.
 - While visitors and residents have a variety of trip purposes, those who work in Ballard are in the area almost exclusively for work.
- ◆ When respondents were asked about their typical reasons for visiting Ballard the most commonly mentioned reasons were for eating out and shopping.

Main Reason for Today's Visit

Eating out, shopping and working are the most commonly mentioned primary reasons for being in Ballard.



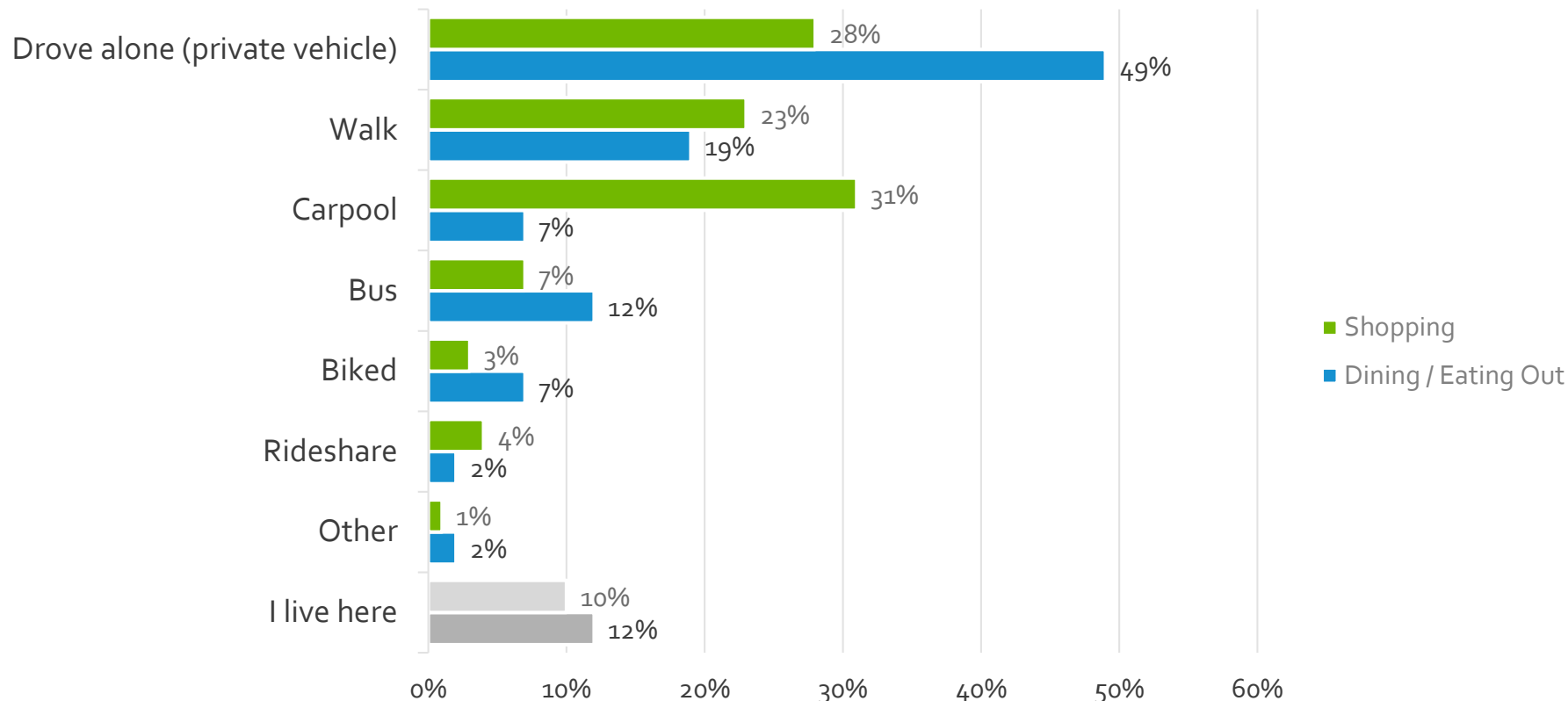
Q5: What is the main reason you're in Ballard today?

Multiple response: may sum to > 100%

Base: All respondents (n=641)

Travel Mode by top two trip purposes

Those in the area to shop usually carpool drive alone or walk. Whereas those who are in the area for work-related purposes are most likely to drive.

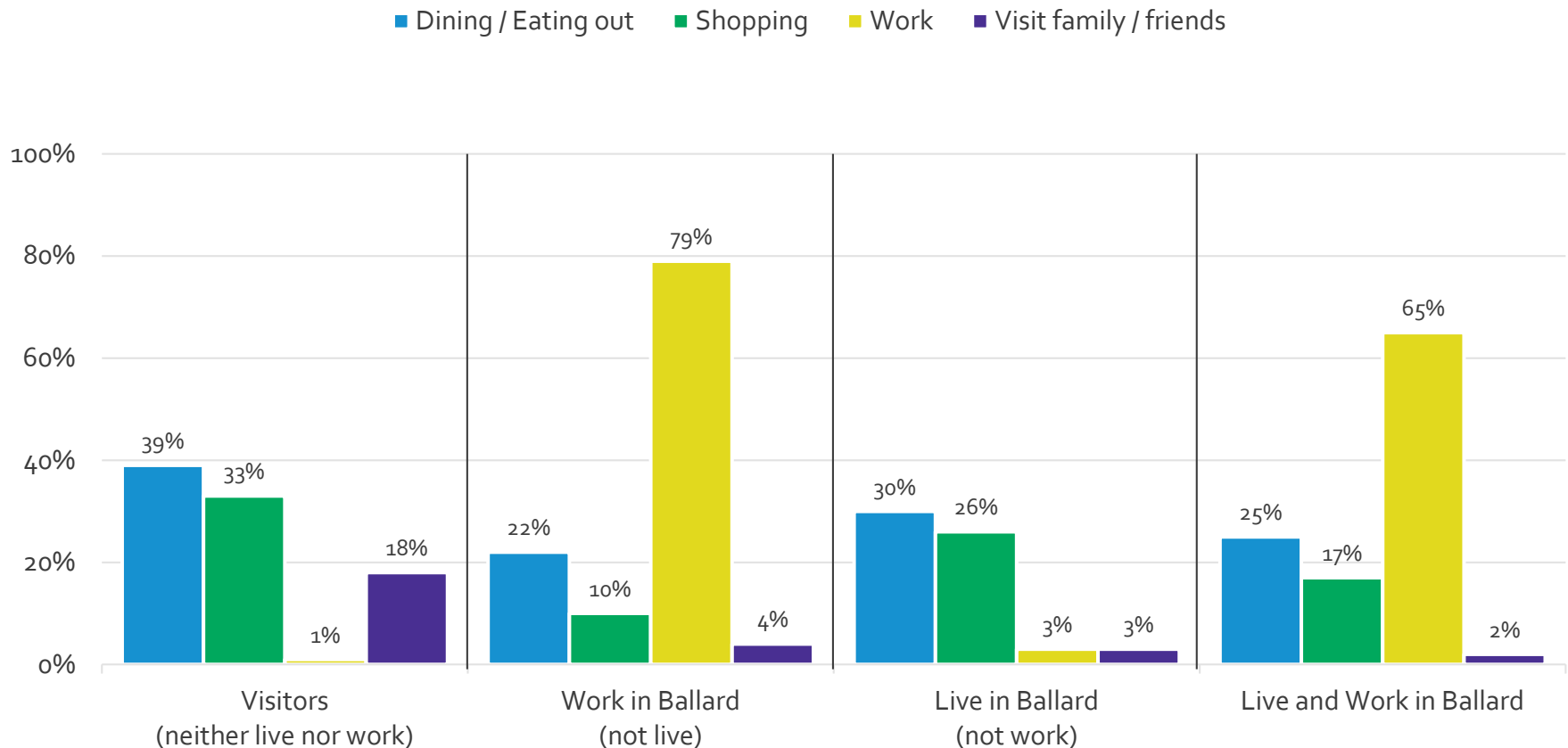


Q6: How did you travel to the area? Multiple response: may sum to > 100%

Base: All respondents (n=641)

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

While visitors and residents have a variety of trip purposes, those who work in Ballard, regardless of if they live in Ballard, are in the area primarily for work.



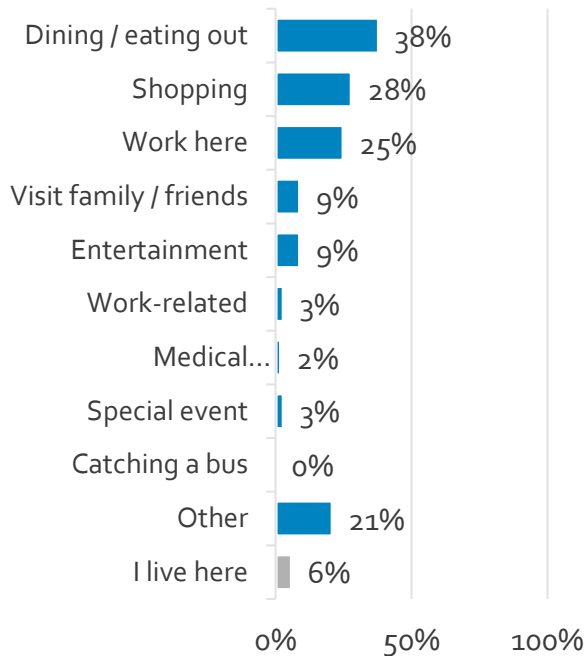
Q5: What is the main reason you're in Ballard today? Multiple response: may sum to > 100%

Base: Visitors (n=267) – Work but not live (n=92) – Live but not work (n=193) – Live and work (n=89)

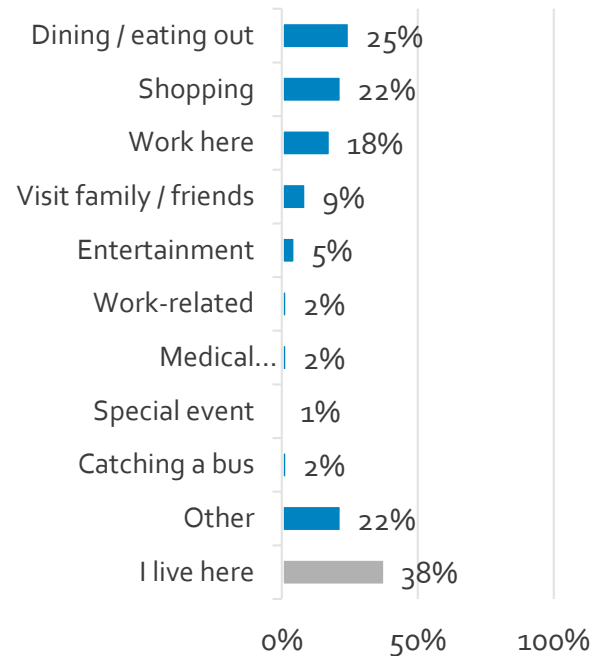
Main Reason for Today's Visit by Travel Mode

Eating out and shopping are cited as the main reasons among most respondents regardless of travel mode.

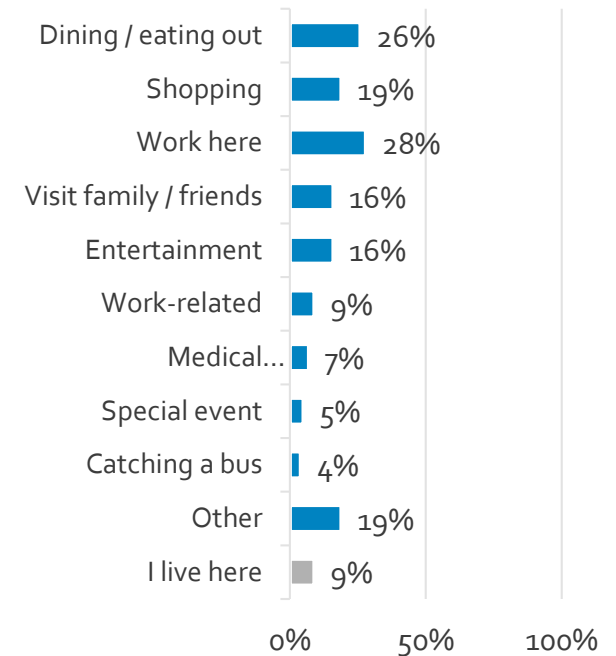
Personal Vehicle



Walk / Bike



Transit



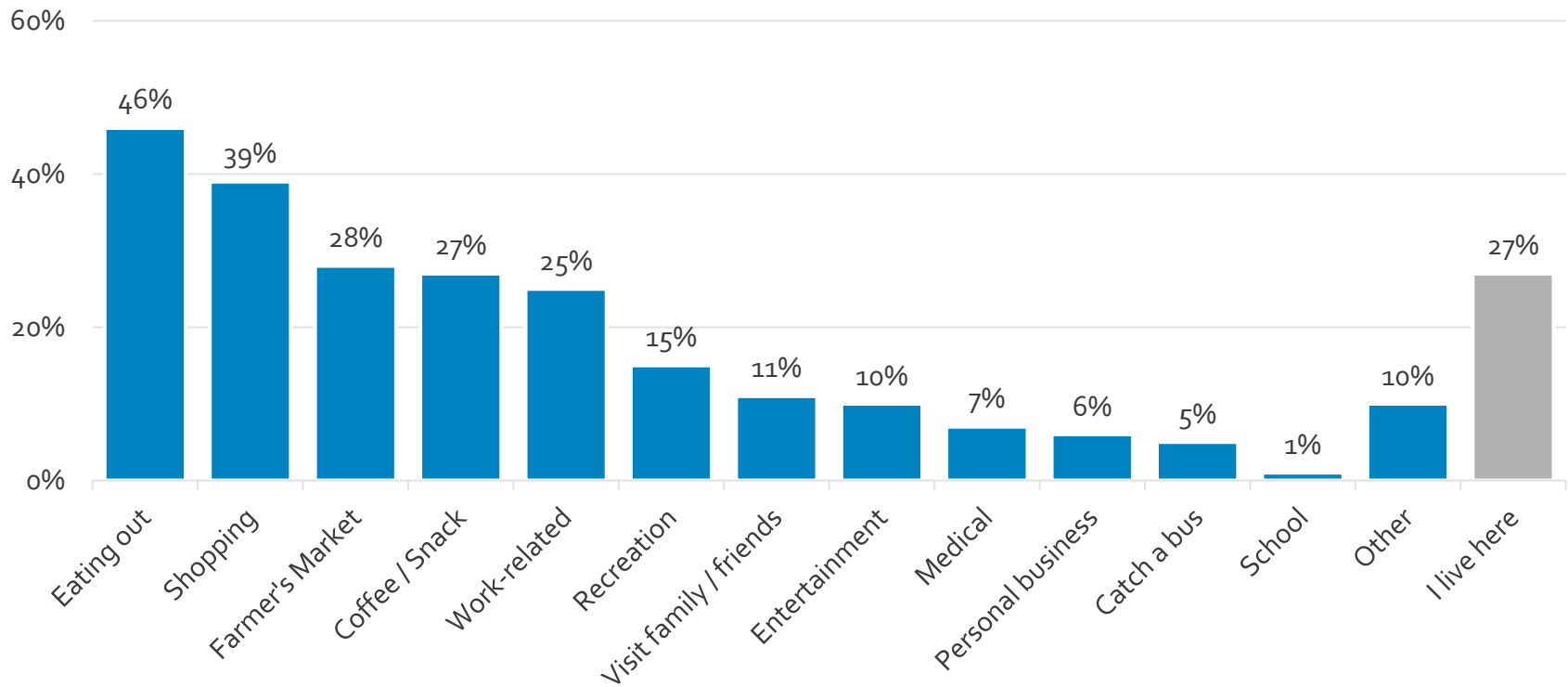
Q5: What is the main reason you're in Ballard today?

Base: Personal Vehicle (includes carshare) (n=320) – Walk/Bike (n=204) – Public transit (n=57)

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 Ballard the most commonly mentioned reasons were for eating, shopping, and the Ballard Farmer's Market.



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

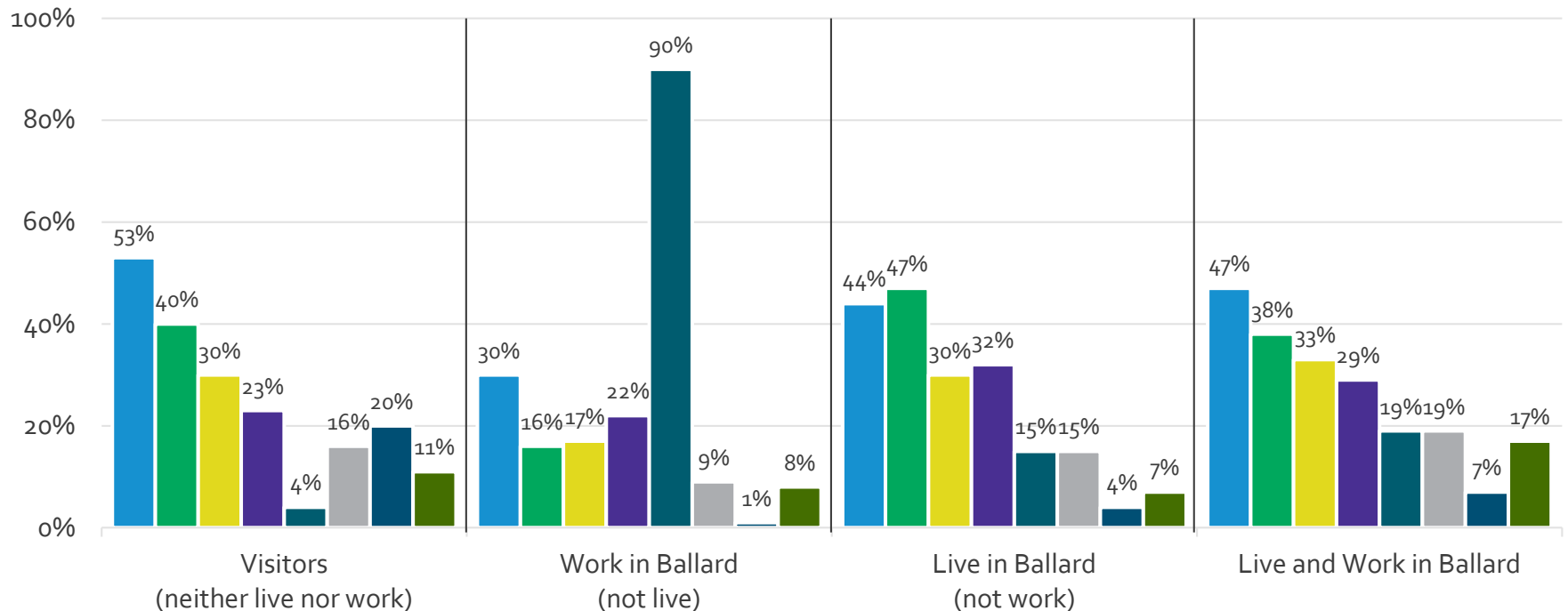
Multiple response: may sum to > 100%

Base: All respondents (n=641)

Typical Reasons by Residency / Work Status

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

■ Eating out ■ Shopping ■ Farmer's Market ■ Coffee / Snack ■ Work-related ■ Recreation ■ Visit family / friends ■ Entertainment



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

Multiple response: may sum to > 100%

Base: Visitors (n=267) – Work but not live (n=92) – Live but not work (n=193) – Live and work (n=89)

Spending

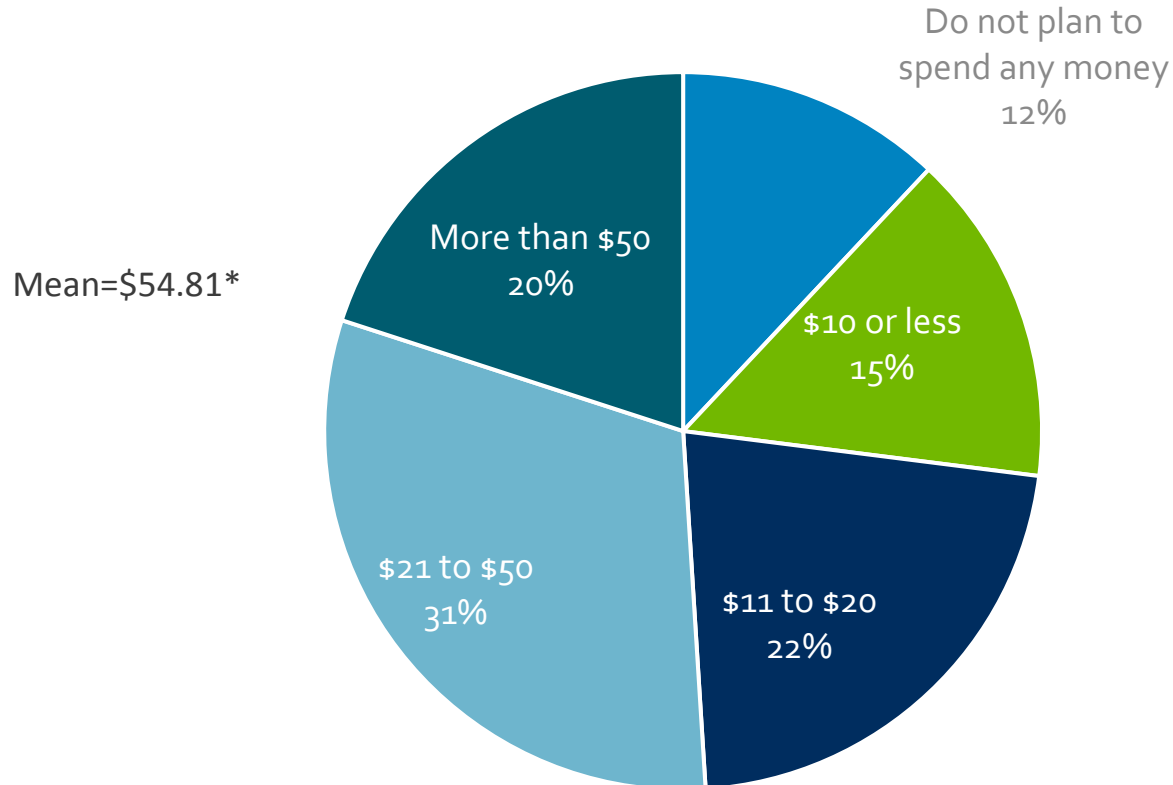
Spending Findings

- ◆ Eighty-eight percent (88%) of respondents plan on spending at least some money while in the area.
 - Among those who plan on spending money, the average spend is \$54.81.
 - Visitors typically spend the most money while in the area and residents the least.
 - Those who use a personal vehicle area likely to have the highest spend while in the area.

Spending

Eighty-eight 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 \$54.81.*



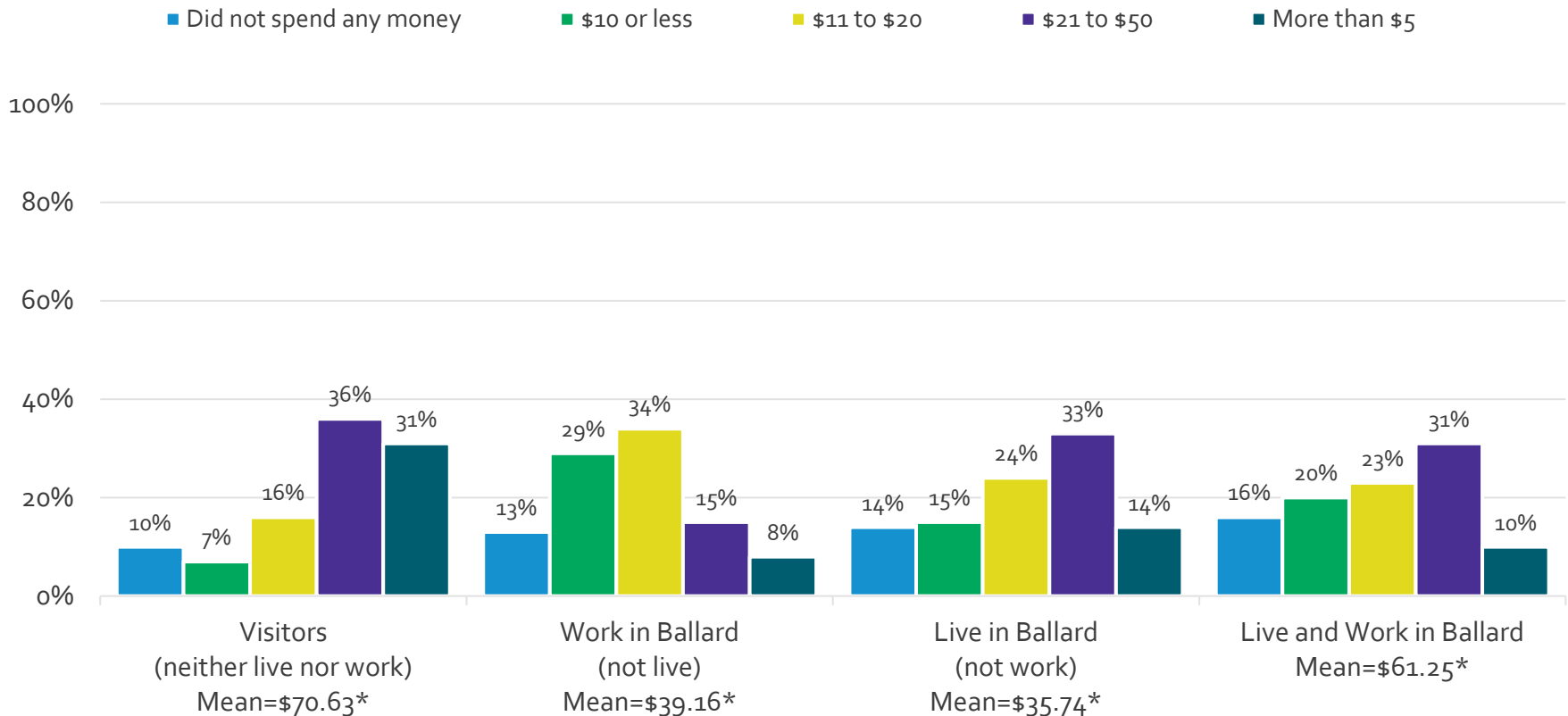
Q11: How much money do you plan to spend during your visit to the area today?

Base: All respondents (n=641). 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. This is followed by those living and working in Ballard. Residents spend the least on average.



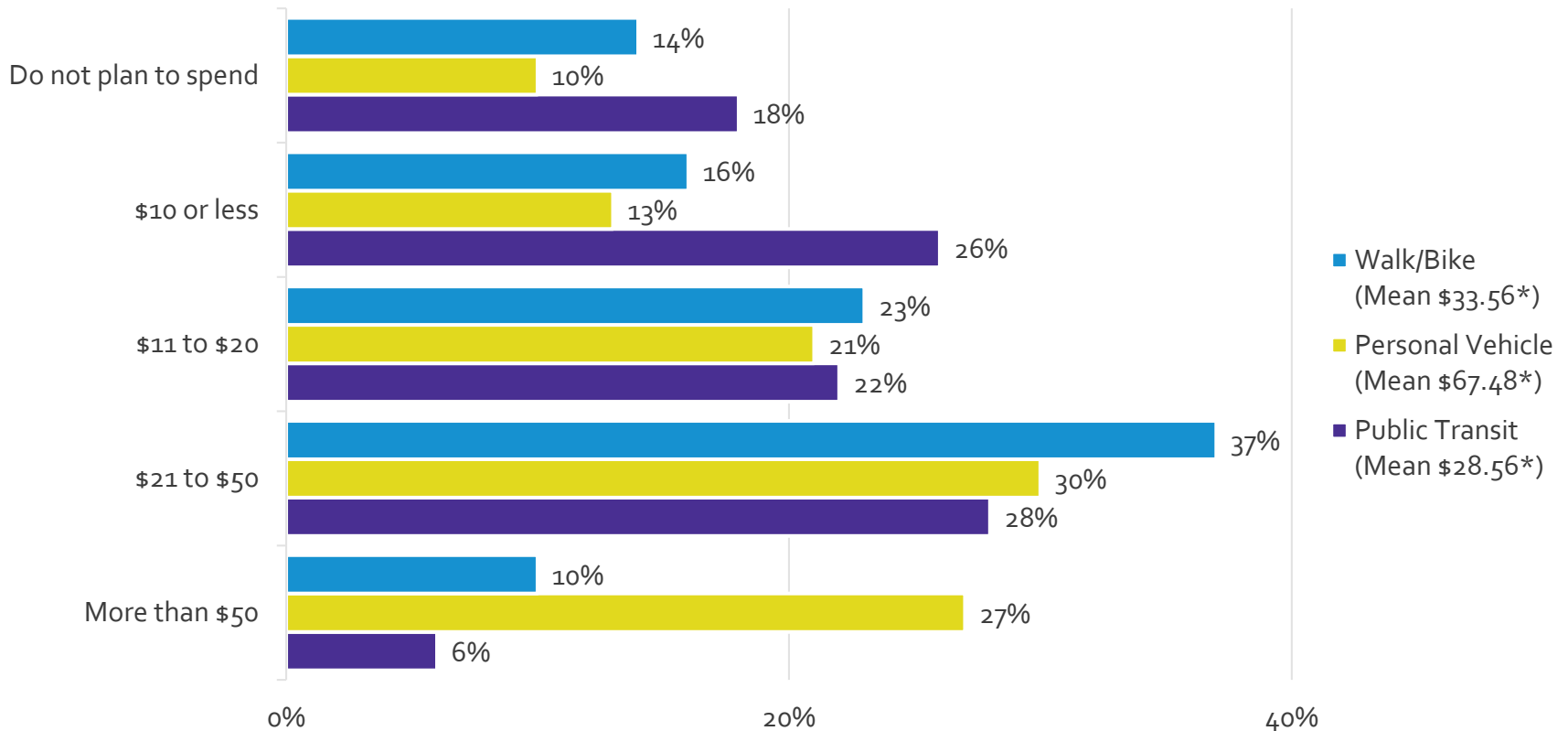
Q11: How much money do you plan to spend during your visit to the area today?

Base: Visitors (n=267) – Work but not live (n=92) – Live but not work (n=193) – Live and work (n=89)

*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?

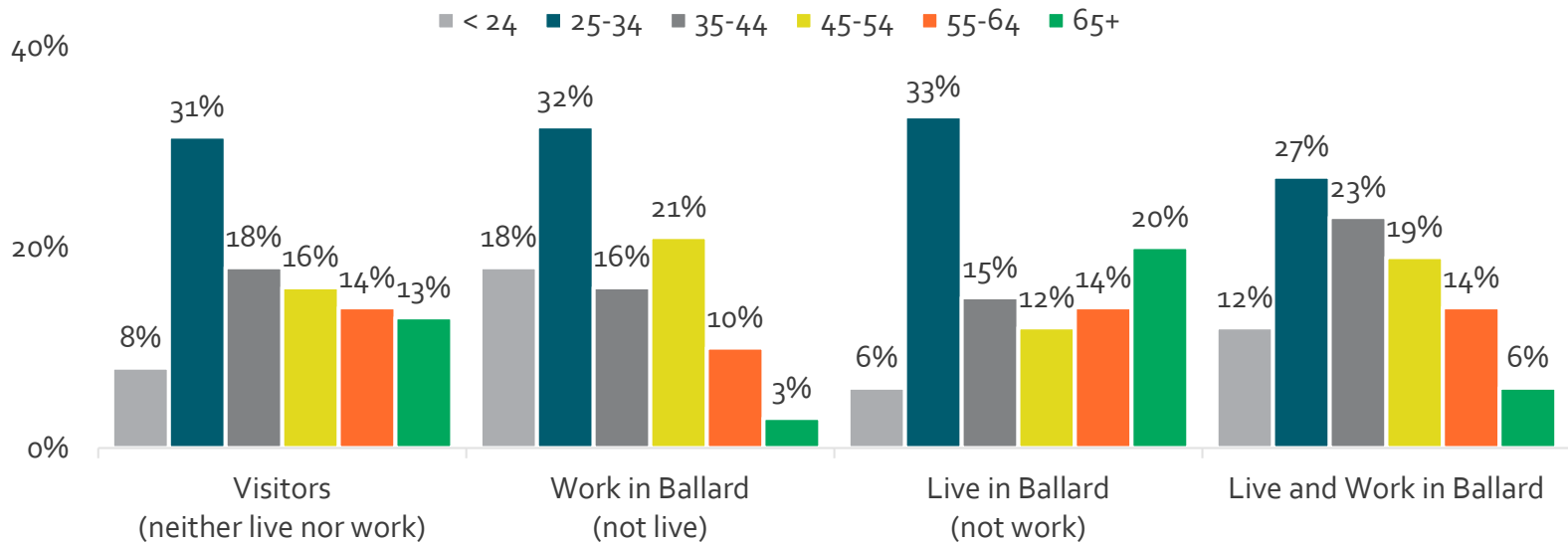
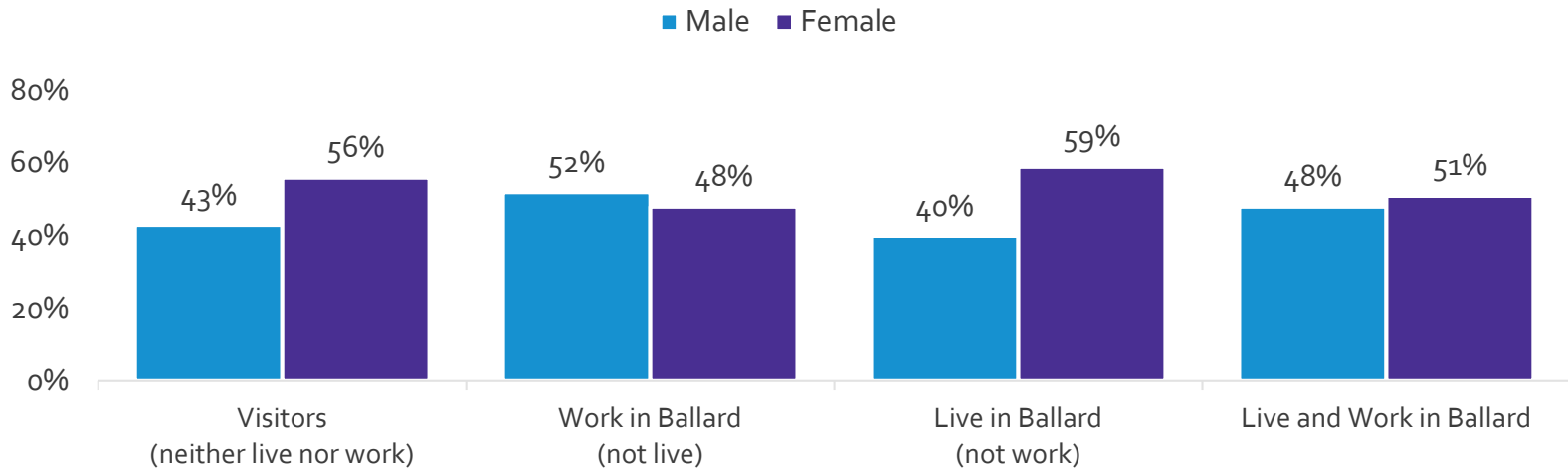
Base: Personal Vehicle (includes carshare) (n=320) – Walk/Bike (n=204) – Public transit (n=57)

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.

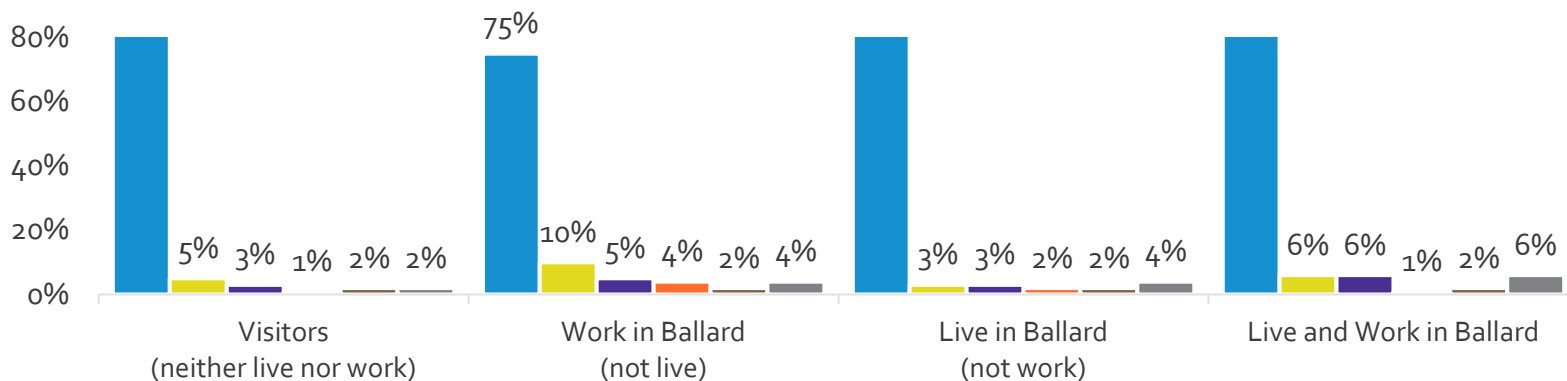
Respondent Demographics

Age and Gender by Residency / Work Status

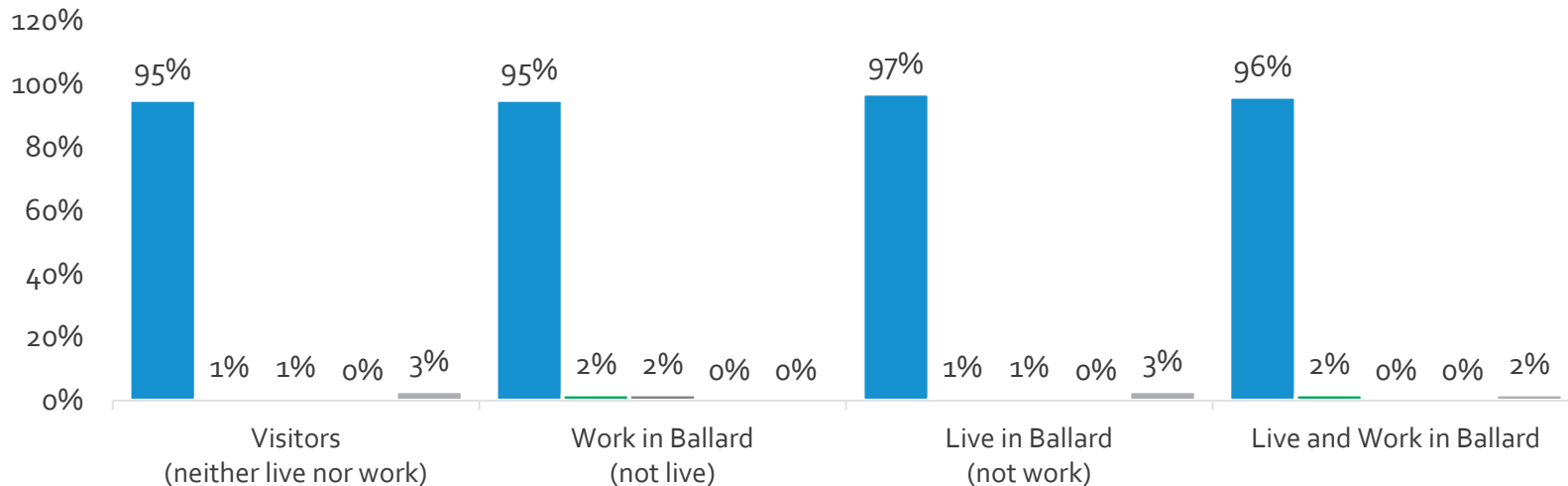


Race and Language(s) Spoken by Residency / Work Status

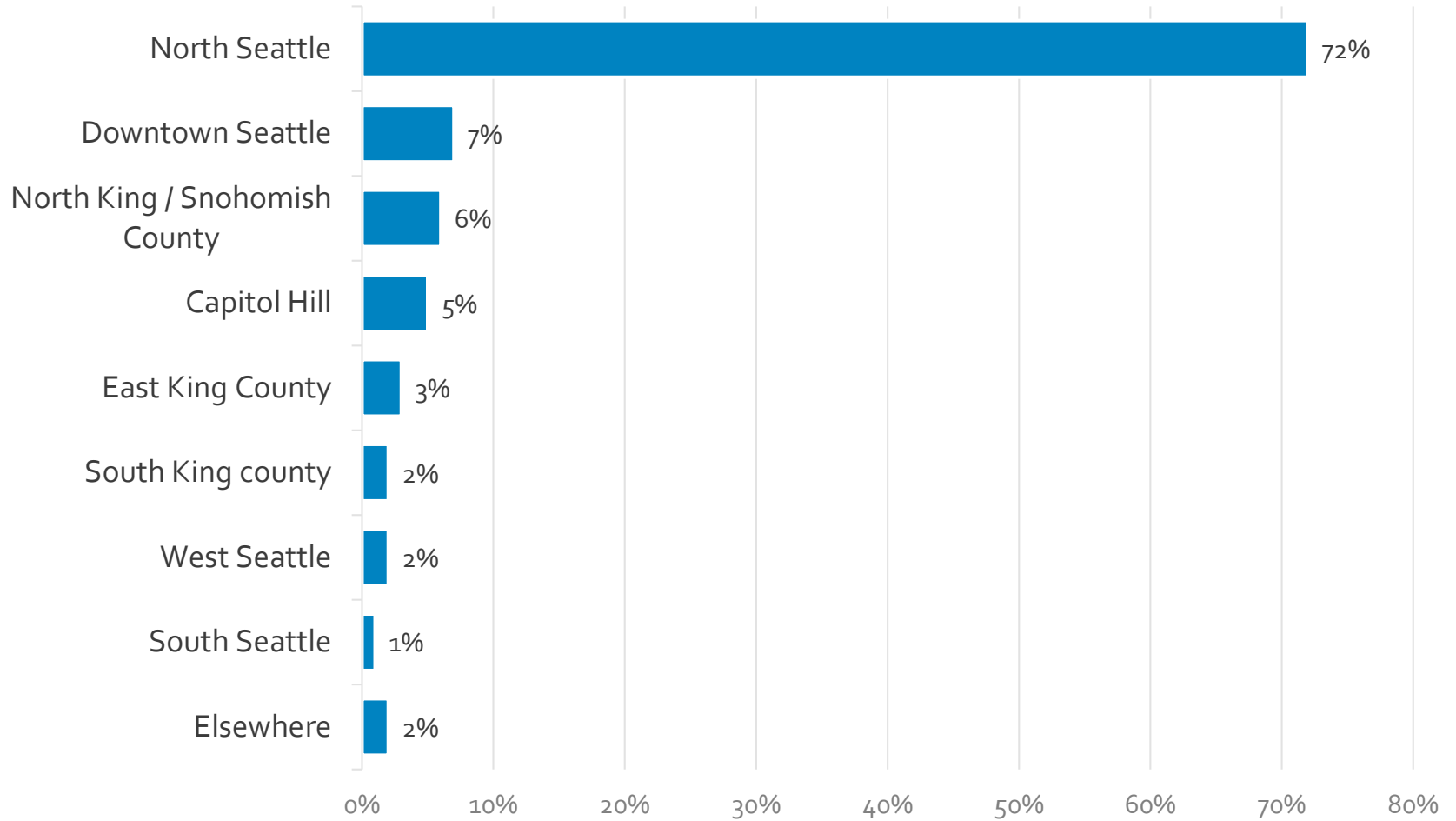
- White / Caucasian
- Asian / Pacific Islander
- Latino / Hispanic
- Black / African American
- American Indian / Alaskan Native
- Other



- English
- Spanish
- Chinese
- Vietnamese
- Other



Geography / Origin



Location based on zip code

Base: All respondents (n=641) Note: only 472 respondents provided locatable zip codes