

**Seattle**  
Department of  
Transportation

# Magnolia Neighborhood Intercept Survey

Conducted for the  
Seattle Department of Transportation  
October 2018

# Survey Overview

## ◆ Purpose and Methodology Overview

- To better understand behaviors among people visiting and working in Magnolia.
- An intercept survey was conducted over a two week period. Interviewers were stationed at key intersections during mid-morning, afternoon, and evening hours and administered a brief survey to pedestrians passing by.
- The questionnaire was administered in-person using a tablet.

## ◆ Objectives

- Gauge the general frequency and length of stay of visitors.
- Investigate the key reasons for visiting.
- Understand how visitors travel to/from Magnolia Village 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 or work in Magnolia.
- The term “Workers” refers to respondents who work in Magnolia, but do not live there.
- The term “Respondents” refers to all respondents regardless of their live / work situation.

# Key Findings (1)

- ◆ **Residency**: Four out of five (81%) of survey respondents are “residents”, that is they live or live and work in Magnolia.
  - Only 11 percent of residents are “visitors” and neither live nor work in Magnolia.
- ◆ **Mode Share**: Overall, residents drive alone and walk to the Magnolia Village at the same rate—38% and 37% respectively.
  - ◆ 13% of respondents carpool, and
  - ◆ 8% take a bus
  - **Driving**: One in five (22%) of respondents who drive alone state the reason they choose to do so was because transit takes too long.

## Key Findings (2)

- ◆ **Trip Purpose**: Shopping, running errands, eating out and visiting the post office are the most commonly mentioned primary reasons for being in Magnolia Village when interviewed.
- ◆ **Spending**: Eighty-two percent of respondents plan on spending money while in the area.
  - ◆ The average anticipated spend is \$39.25.
  - ◆ Residents typically spend the most money (between \$36.77 and \$44.49) while in the area and workers the least (\$13.19).
  - ◆ While those who use a personal vehicle area likely to have the highest spend (\$45.72), it should be noted that they visit Magnolia Village significantly less often than those who walk or bike.

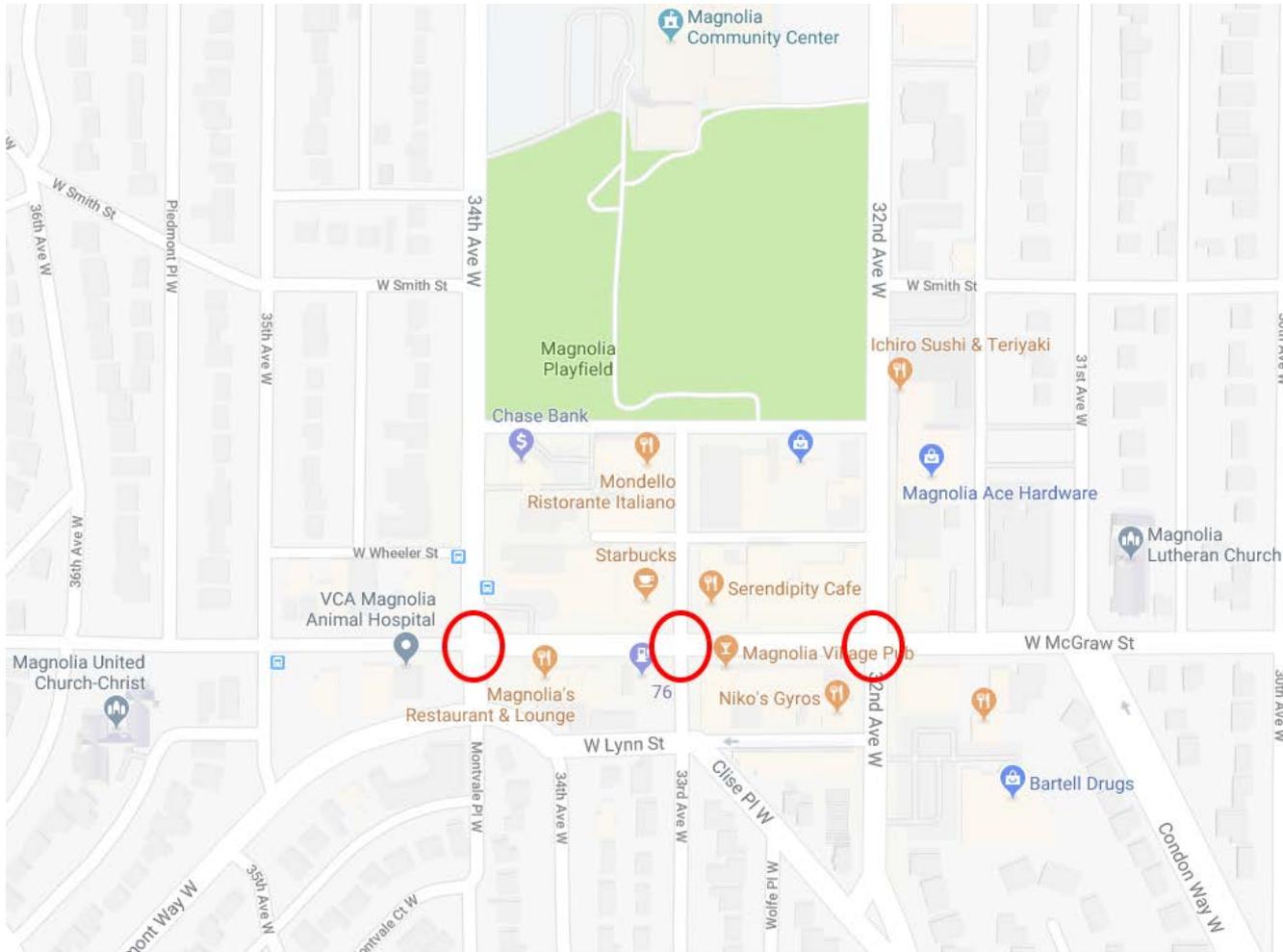
# Methodology

- A total of 476 interviews were completed in Magnolia Village with an overall margin of error of +/-4.4% at the 95% confidence level.
- Two-interviewers were on-site to conduct short (5 minute maximum) surveys using electronic tablets. Interviewing took place over two the following dates and times (all in 2018).
  - ❖ Tue, Oct 16: 10am-2pm – W McGraw St & 32<sup>nd</sup> Ave W (46 completes)
  - ❖ Wed, Oct 17: 3pm-7pm – W McGraw St & 33<sup>rd</sup> Ave W (47 completes)
  - ❖ Thu, Oct 18: 12pm-4pm – W McGraw St & 34<sup>th</sup> Ave W (36 completes)
  - ❖ Fri, Oct 19: 5pm-9pm – W McGraw St & 33<sup>rd</sup> Ave W (45 completes)
  - ❖ Sat, Oct 20: 10am-2pm – W McGraw St & 33<sup>rd</sup> Ave W (52 completes)
  - ❖ Mon, Oct 22: 10am-2pm – W McGraw St & 34<sup>th</sup> Ave W (43 completes)
  - ❖ Tue, Oct 23: 3pm-7pm – W McGraw St & 32<sup>nd</sup> Ave W (56 completes)
  - ❖ Wed, Oct 24: 12pm-4pm – W McGraw St & 33<sup>rd</sup> Ave W (47 completes)
  - ❖ Thu, Oct 25: 3pm-7pm – W McGraw St & 32<sup>nd</sup> Ave W (29 completes)
  - ❖ Fri, Oct 27: 10am-2pm – W McGraw St & 32<sup>nd</sup> Ave W (75 completes)
- Periods of inclement weather impacted response rates at times.
- Surveys were available in English only.

Location	Completes
W McGraw St & 32 <sup>nd</sup> Ave W	206
W McGraw St & 33 <sup>rd</sup> Ave W	191
W McGraw St & 34 <sup>th</sup> Ave W	79
Total	476

# Survey Locations

- The map below displays the locations where interviews were conducted



# Survey Questionnaire

The City of Seattle's Department of Transportation is conducting this survey to better understand how people who live near, work in, and visit the Magnolia Village (34th Ave W to 32nd Ave W along W McGraw St and surrounding streets) travel to the area. No personally identifiable information will be collected and the results will be used for research purposes only.

Information provided in this survey is considered a public record and may be subject to public disclosure. For more information, see the Public Records Act, RCW Chapter 42.56. To learn more about how we manage your information, see our Privacy Statement at <http://seattle.gov/privacy>

- Do you live and/or work in Magnolia?
  - Live
  - Work
  - No / Neither
- IF YES TO LIVE\*** How far, in blocks, do you live from the 33rd Ave W & W McGraw St (Uptown Espresso)?
  - Less than block
  - 1-5 blocks
  - 6-10 blocks
  - 10+ blocks
- IF YES TO LIVE\*** How long have you lived at your current residence? *If less than 1 year, enter 0.*  
NUMBER OF YEARS: \_\_\_\_\_
- IF YES TO WORK\*** Where in Magnolia do you work?
  - Magnolia Village
  - Greater Magnolia
- What is the main reason you are in the Magnolia Village today?
  - Live here **[SHOW IF Q1 NE1]\***
  - Work here **[SHOW IF Q1 NE2]\***
  - Work-Related trip
  - Personal Shopping
  - Grocery Shopping
  - Going Out to Eat
  - Quick Snack or Drink
  - Entertainment/Recreation
  - Special Event
  - Farmers Market
  - Visiting Family / Friends
  - School / Class
  - Catching a Bus
  - Medical Appointment
  - Other: \_\_\_\_\_
- Regarding your trip here today, where were you coming from?
  - Home
  - Work
  - Family / Friend's Home
  - Other: \_\_\_\_\_
- What was the **MAIN** transportation mode you used to get to the Magnolia Village today? *The main transportation mode is the mode that took the longest distance. So, if you drove alone to the area, parked, then walked a few blocks, you would select "drove alone".*
  - Drove along in private vehicle
  - Drove / rode with someone in a private vehicle
  - Walked (number of blocks: \_\_\_\_\_)
  - Personal bike (number of miles: \_\_\_\_\_)
  - Bikeshare (Lime, Jump, Lyft)
  - Bus (route number: \_\_\_\_\_)
  - Taxi
  - Uber/Lyft
  - Car2go / Zipcar / **ReachNow** alone
  - Car2go / Zipcar / **ReachNow** with other people
  - Other: \_\_\_\_\_
- Q7A. Will you be using the same transportation mode to leave the Magnolia Village today?
  - Yes **[SKIP Q13]\***
  - No
- IF YOU DROVE OR RODE WITH SOMEONE (INCLUDING CARSHARE)\*** Where did you park?
  - On Street, Time Limit Parking
  - On-Street, No Time-Limits
  - Off-Street Lot
  - Other: \_\_\_\_\_
- IF YOU DROVE OR RODE WITH SOMEONE (INCLUDING CARSHARE)\*** How far away, in blocks, did you park from your destination?  
NUMBER OF BLOCKS: \_\_\_\_\_

CONTINUED ON BACK →

\* Skip patterns and question logic were handled automatically by the tablet software used to collect the survey information

- IF YOU DROVE ALONE (INCLUDING CARSHARE)\*** Why did you choose to drive alone? (select up to 3)
  - Transit stop is inconvenient
  - I do not feel safe walking or biking
  - I need more information about other options
  - Transit is infrequent
  - Transit takes too long
  - Family Care or Similar Obligations
  - My job requires that I have a car for work
  - I need a vehicle for my pet(s)
  - Other: \_\_\_\_\_
- How much time do you plan to spend in the Magnolia Village today?
  - Less than 10 minutes
  - One to two hours
  - 11 to 30 minutes
  - Two to five hours
  - Bus (route number: \_\_\_\_\_)
  - 31 to 60 minutes
  - More than 5 hours
- How much moQney do you plan to spend during your visit to the Magnolia Village today? *(Enter \$0 if you do not plan on spending any money)*  
ESTIMATED DOLLAR AMOUNT: \_\_\_\_\_
- What is the **MAIN** transportation mode you plan on using when you leave the Magnolia Village today? *The main transportation mode is the mode that will take the longest distance. So, if you plan to walk to your car then drive alone, select "drive alone".*
  - Drive along in private vehicle
  - Drive / ride with someone in a private vehicle
  - Walk (number of blocks: \_\_\_\_\_)
  - Personal bike (number of miles: \_\_\_\_\_)
  - Bikeshare (number of miles)
  - Bus (route number: \_\_\_\_\_)
  - Taxi
  - Uber/Lyft
  - Car2go / Zipcar / **ReachNow** alone
  - Car2go / Zipcar / **ReachNow** with other people
  - Other: \_\_\_\_\_
- When you leave, where will you be going to?
  - Home
  - Work
  - Family / Friend's Home
  - Other: \_\_\_\_\_
- How often do you typically visit the Magnolia Village?
  - Almost every day (6 - 7 days / week)
  - About once a week
  - Less than once a month
  - 5 days per week
  - 2 - 3 days per month
  - This is my first time here
  - 2 - 4 days per week
  - About once a month
- What are the primary reasons you typically come to the Magnolia Village? *(up to 3)*
  - I Live here **[SHOW IF Q1 NE1]\***
  - I Work here **[SHOW IF Q1 NE2]\***
  - Work-Related trip
  - Personal Shopping
  - Grocery Shopping
  - Going Out to Eat
  - Quick Snack or Drink
  - Entertainment/Recreation
  - Special Event
  - Farmers Market
  - Visiting Family / Friends
  - School / Class
  - Catching a Bus
  - Medical Appointment
  - Other: \_\_\_\_\_
- What is your home zip code?  
ENTER ZIP CODE: \_\_\_\_\_
- Do you identify as . . .
  - Male
  - Female
  - Other: \_\_\_\_\_
- Are you . . .
  - Less than 18 years old
  - 45 - 54 years old
  - 18 - 24 years old
  - 55 - 64 years old
  - 25 - 34 years old
  - 65 years of age or older
  - 35 - 44 years old
- Are you . . . (select all that apply)
  - American Indian / Alaskan Native
  - Latino / Hispanic
  - Asian / Pacific Islander
  - White / Caucasian
  - Black / African American
  - 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.

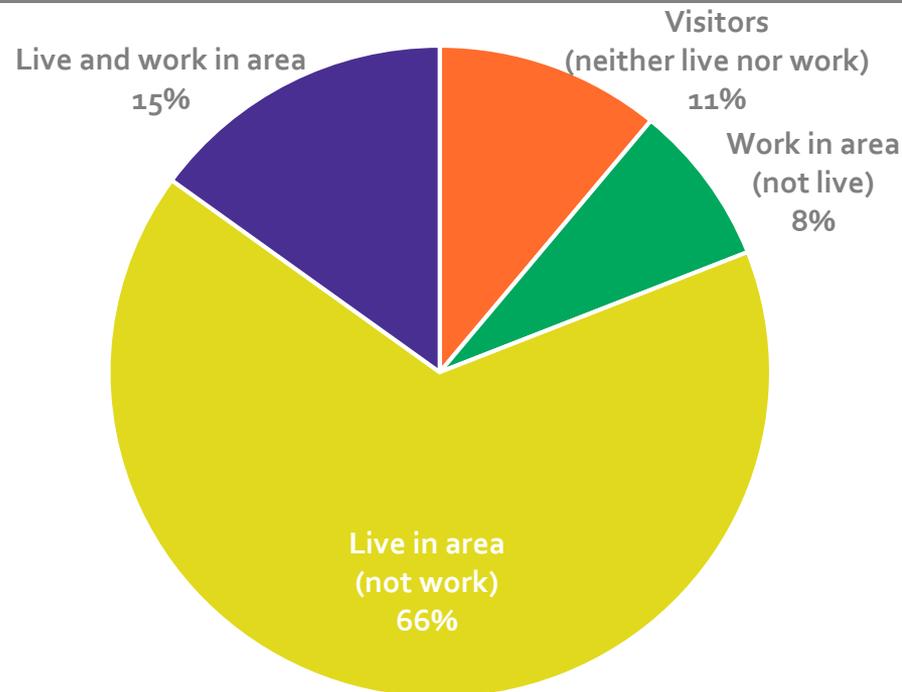
# **Living and working in Magnolia**

# Neighborhood Residence

*Overall eighty-one percent of respondents live in Magnolia.*

- 15 percent both live and work in Magnolia, and*
- 66 percent live, but do not work in the area.*

*Roughly one-in-ten (11%) of respondents are visitors, that is they neither live nor work in Magnolia.*



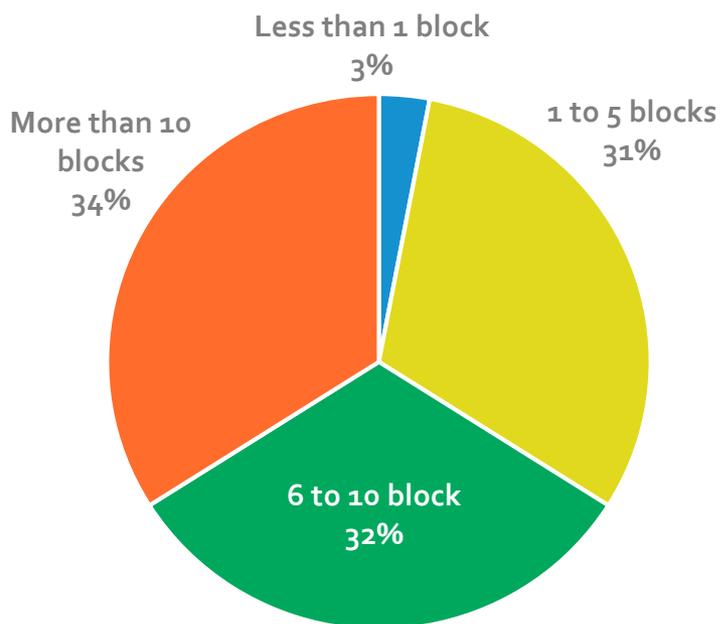
Q1: Do you live and/or work in Magnolia?  
Base: All respondents (n=476)

# Distance From / Housing Tenure near Intercept Location

One in three residents (those indicating they live in Magnolia) live within 5 blocks of 33<sup>rd</sup> Ave W & W McGraw St.

Over half (58%) of residents have lived in Magnolia for 10 years or longer.

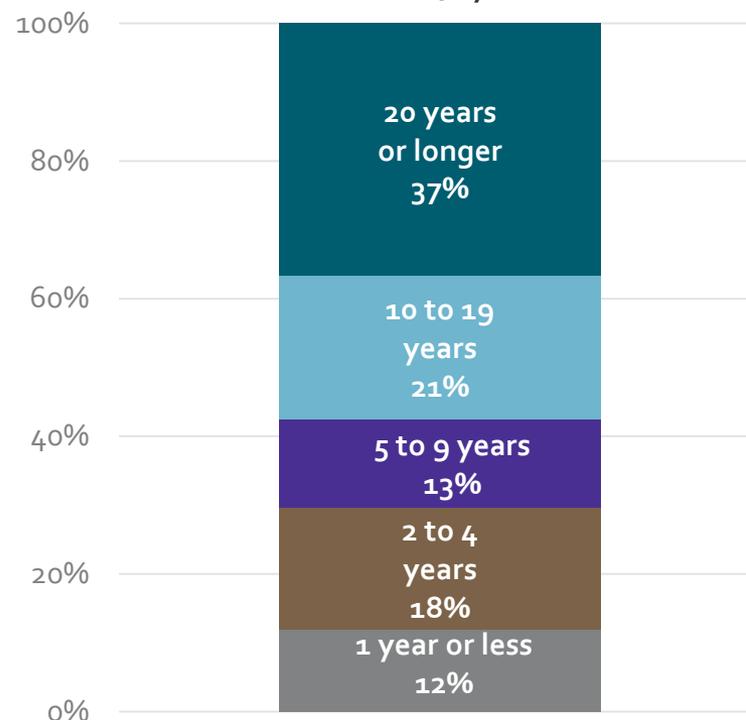
### Distance (Mean=13.8 blocks)



Q2: How many blocks do you live from here?

Base: Residents (n=377)

### Tenure (Mean=16.7 years)



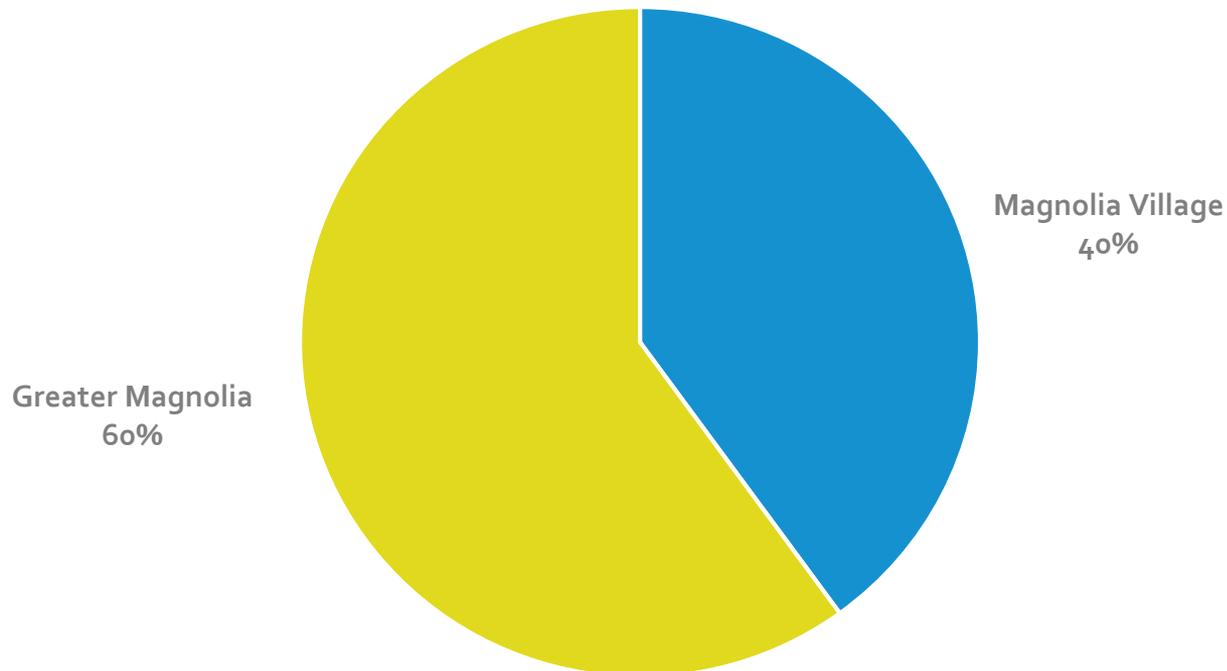
Q3: How long have you lived at your current residence?

Base: Residents (n=377)

# Working in Magnolia Village vs. Elsewhere

*Forty percent of employees (those who work in Magnolia regardless of if they live in the area) work in the Magnolia Village area.*

Place Work



Q4: Where in Magnolia do you work?  
Base: Employees (n=108)

# Travel Behavior

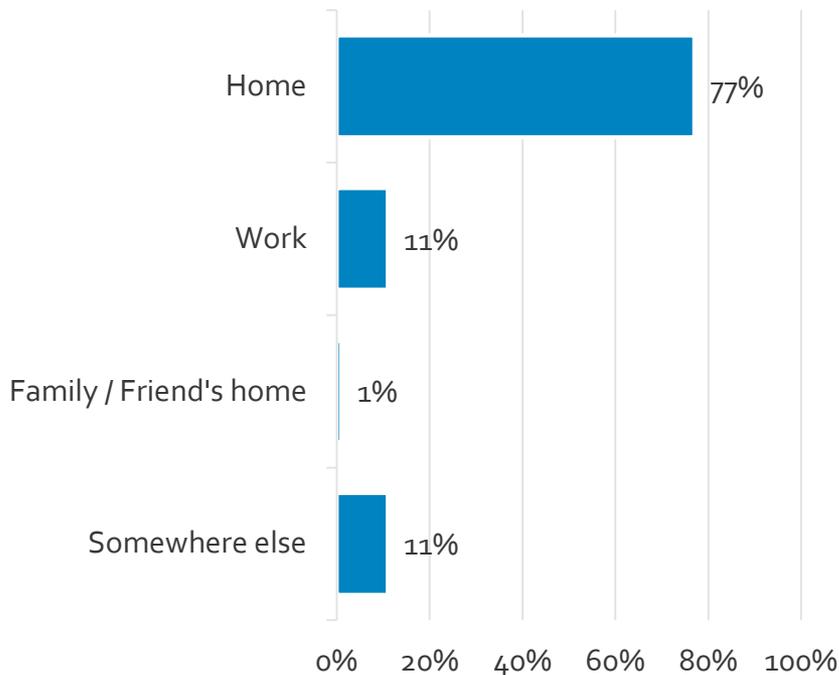
# Travel Behavior Findings

- ◆ Overall, driving alone and walking are the most commonly used travel modes to get to Magnolia Village—38% of respondents drive alone and 37% walk.
  - Thirteen percent carpool and 8% take a bus.
- ◆ Residents walk and drive at similar rates, while those who work, but not live, in the area and visitors are significantly more likely to drive alone than use any other mode.
- ◆ The primary reasons for driving alone are the feeling that public transportation takes too long and that they didn't have anyone to make the trip with.

# Origin / Destination – All Respondents

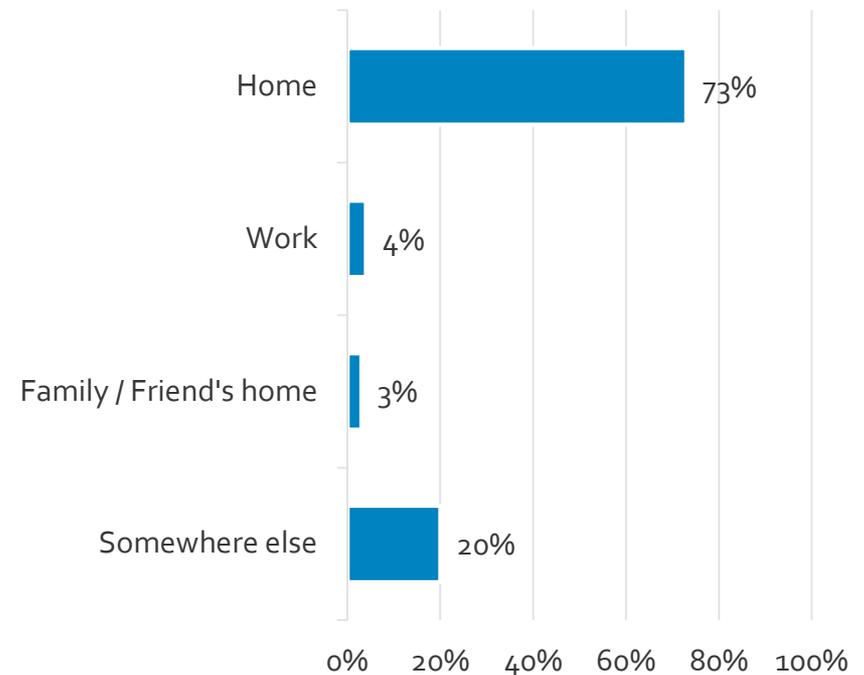
*Three quarters of people begin and/or end their trip at home.  
Origins and destinations are similar across residency types and modes of transportation.*

## Origin



Q6: Regarding your trip here today, where were you coming from?  
Base: All respondents (n=476)

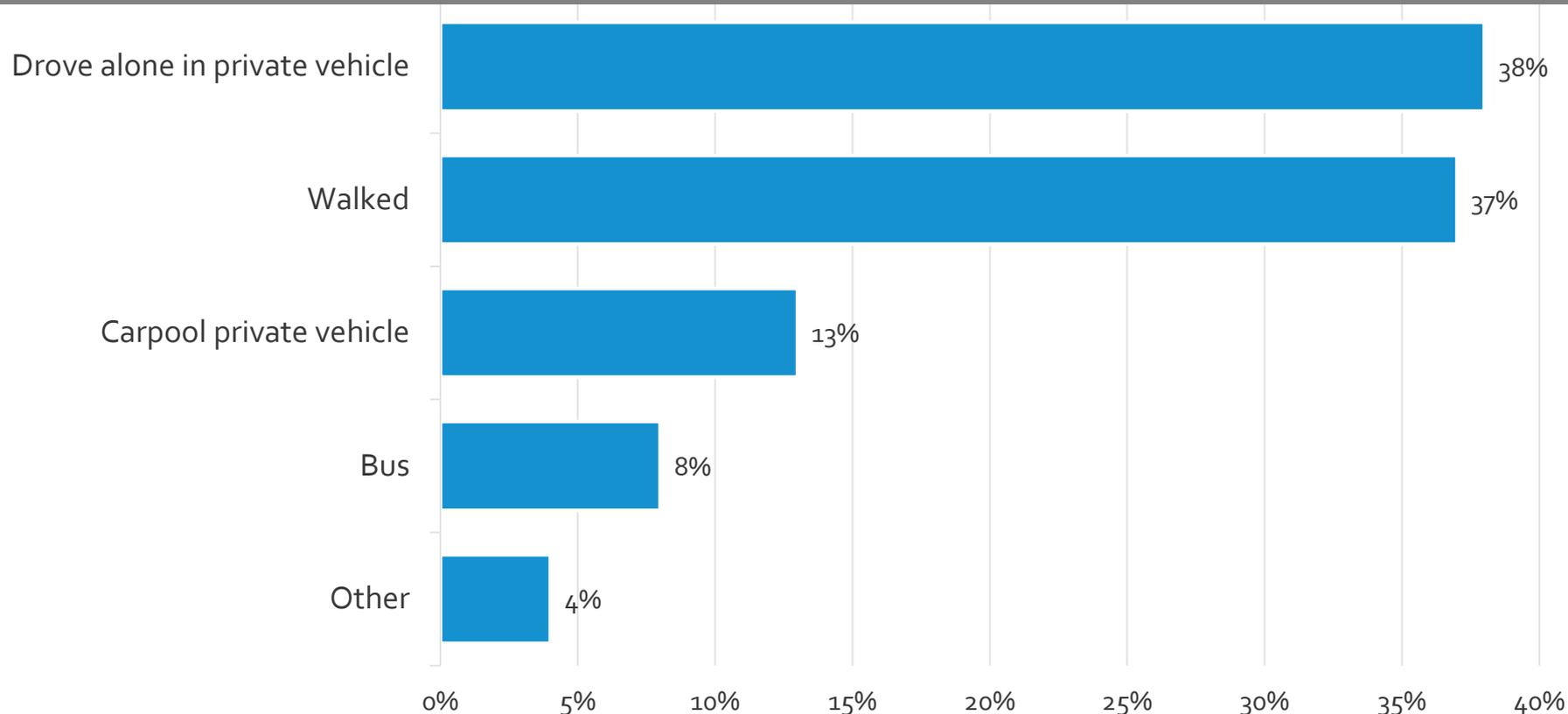
## Destination



Q14: When you leave, where will you be going to?  
Base: All respondents (n=476)

# Travel Mode – All Respondents

*Driving alone (38%) and walking (37%) make up the most the most common travel modes to Magnolia Village. Carpooling (13%) and taking a bus (8%) lag far behind. Nearly all (94%) said they would be using the same mode to leave.*

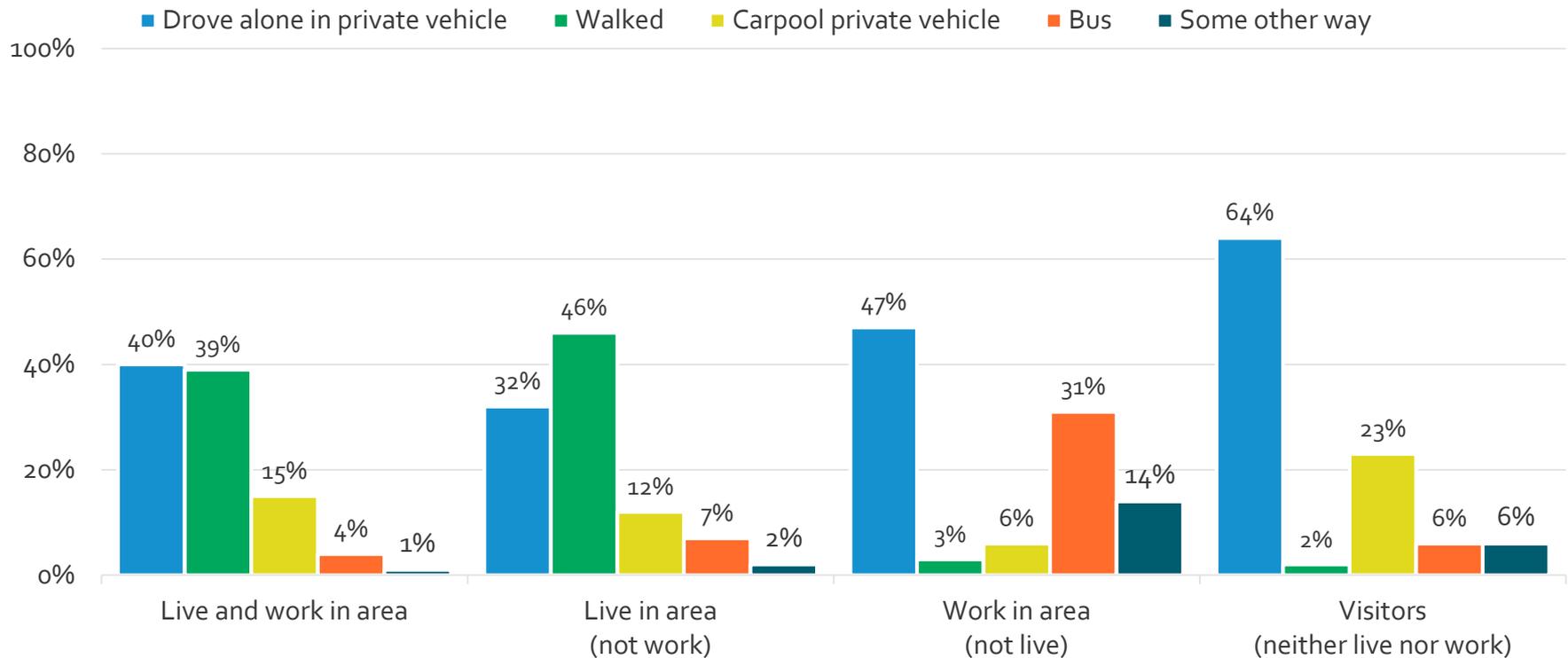


Q7: What is the **Main** transportation mode you used to get to the Magnolia Village today?

Base: All respondents (n=476)

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

*Driving alone is most commonly seen among visitors and commuting workers. Walking is most common among residents and those that live and work walk or drive in similar numbers.*



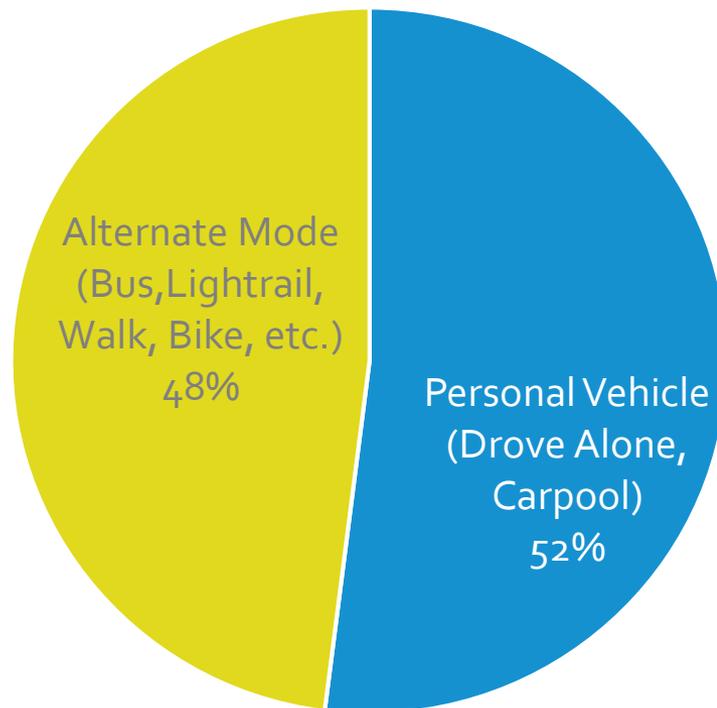
Q7: What is the **Main** transportation mode you used to get to the Magnolia Village today?

Base: Live and work (n= 72) – Live but not work (n= 309) - Work but not live (n= 36) – Visitors (n= 53 )

# Personal Vehicle vs. Other Modes

*Just over half of residents (51%) use a personal vehicle. The rest (49%) use some type of alternative mode to get to Magnolia Village*

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



Q7: What is the **Main** transportation mode you used to get to the Magnolia village today?

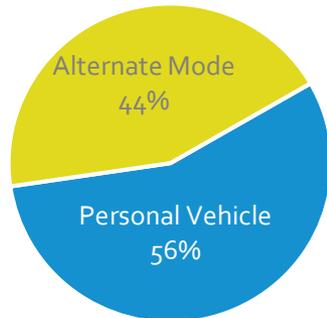
Base: All respondents (n=476)

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

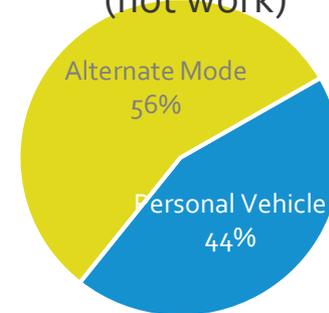
# Personal Vehicle vs. Other Modes – Residents vs. Others

*Visitors are the most likely group to use a personal vehicle. Workers and those who live and work in the area are more likely to use a personal vehicle vs an alternative mode. Residents are more likely to use an alternative mode than a vehicle*

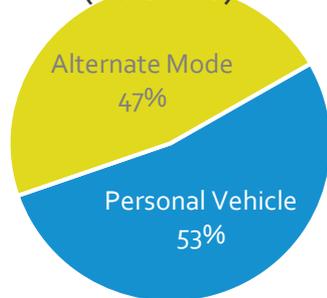
Live and work



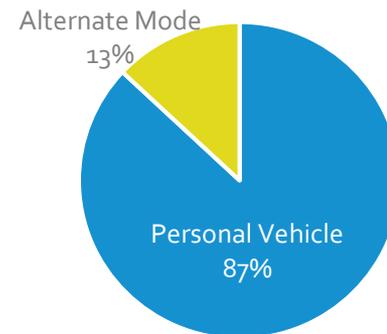
Live (not work)



Work (not live)



Visitors



Q7: What is the **Main** transportation mode you used to get to the Magnolia Village today?

Base: Live and work (n= 72) – Live but not work (n= 309) - Work but not live (n= 36) – Visitors (n= 53 )

# Travel Mode By Residence (Table)

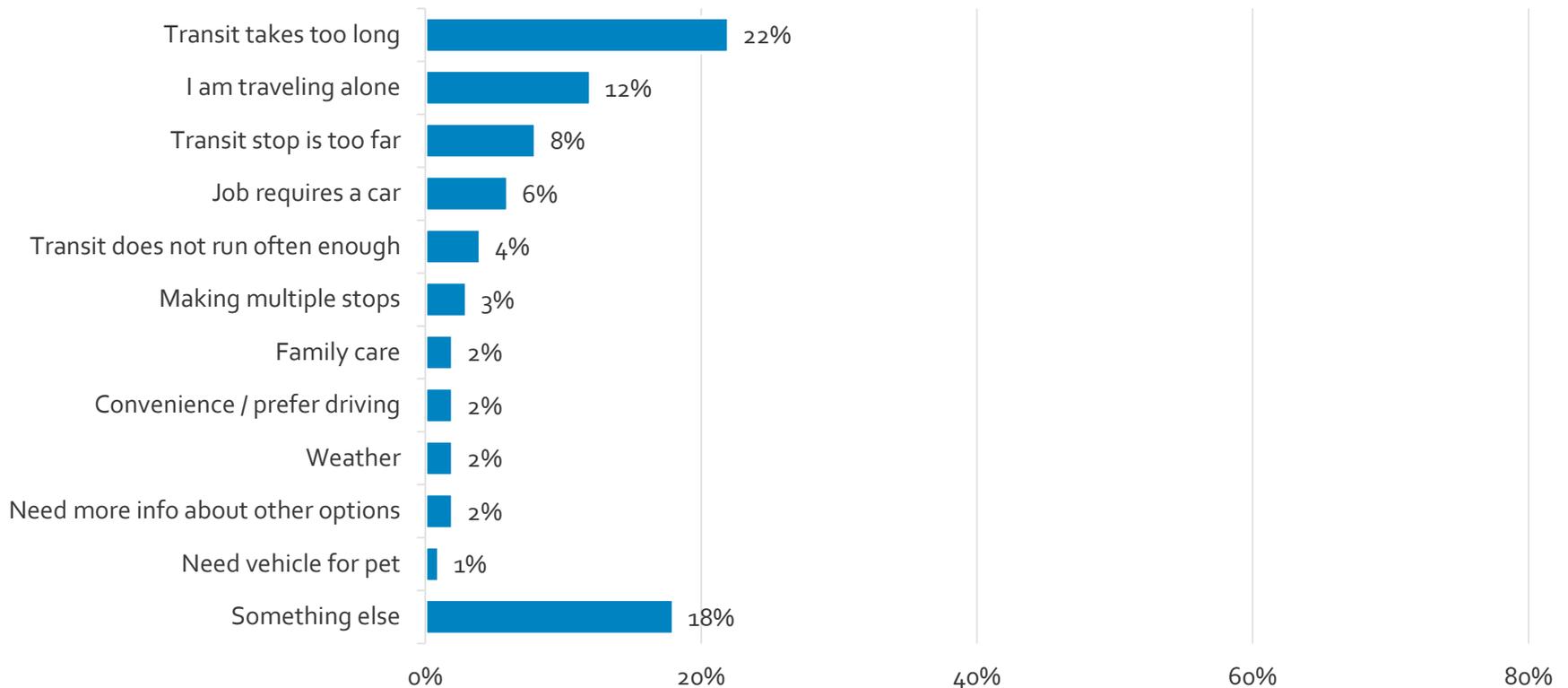
	Drove alone <i>(private vehicle)</i>	Carpool <i>(private vehicle)</i>	Walked	Personal bike	Bikeshare	Bus	Taxi	Rideshare	Carshare Alone	Carshare with other people	Other
<b>Magnolia (n=377)</b>	34%	13%	44%	1%	0%	7%	0%	0%	0%	0%	1%
<b>Downtown Seattle (n=20)</b>	55%	0%	15%	0%	0%	15%	0%	0%	0%	0%	15%
<b>North Seattle (n=20)</b>	50%	20%	0%	0%	0%	25%	0%	0%	0%	0%	5%
<b>North King / Snohomish County (n=11)</b>	73%	18%	0%	0%	0%	9%	0%	0%	0%	0%	0%
<b>East King county (n=6)</b>	67%	17%	0%	0%	0%	0%	0%	0%	0%	0%	17%
<b>Elsewhere, WA (n=6)</b>	50%	17%	0%	0%	0%	17%	0%	0%	0%	0%	17%
<b>South King County (n=5)</b>	60%	0%	0%	0%	0%	0%	0%	0%	0%	0%	40%
<b>Capitol Hill (n=2)</b>	50%	50%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>West Seattle (n=2)</b>	50%	0%	0%	0%	0%	50%	0%	0%	0%	0%	0%
<b>South Seattle (n=1)</b>	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Outside WA (n=1)</b>	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Unknown (n=1)</b>	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q7: What is the **Main** transportation mode you used to get to the Magnolia Village today?

Base: Respondents with geocodable zip codes (n=453)

# Reason for Driving Alone

Overall, the primary reason for driving alone is that transit takes too long. This is followed by people stating they have no one to travel with and the bus stop being too far.



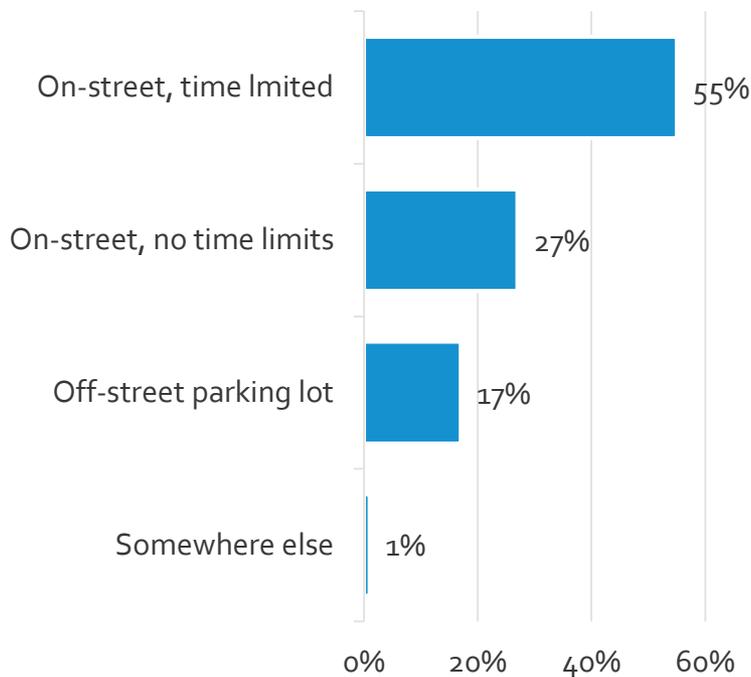
Q10: Why did you choose to drive alone (including carshare)? Multiple response: may sum to > 100%

Base: Those who drove alone (including carshare) (n=181)

# Parking Place and Time to Find

Eight out of ten (82%) of those who took a vehicle parked in on the street.  
Six in ten (59%) parked within one block of their final destination.

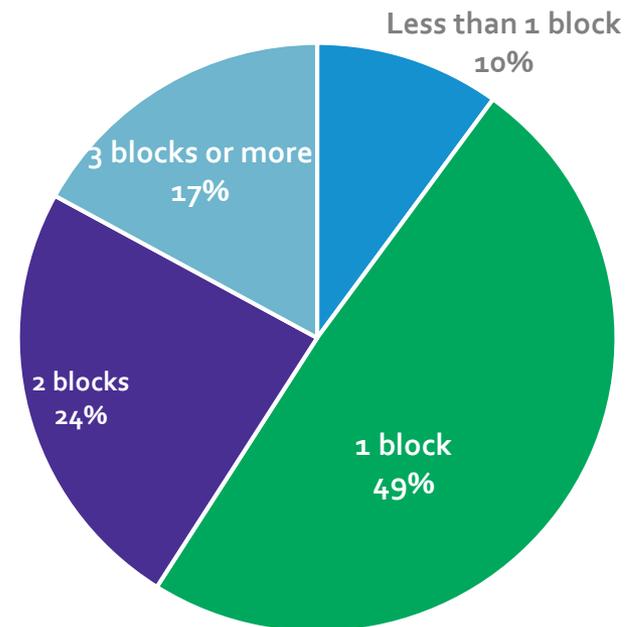
## Place of Parking



Q8: Where did you park  
Base: Those who used a vehicle (including carshare) (n=243)

## Distance to Parking Spot

Mean=1.9 Blocks



Q9: How far away, in blocks, did you park from your destination?

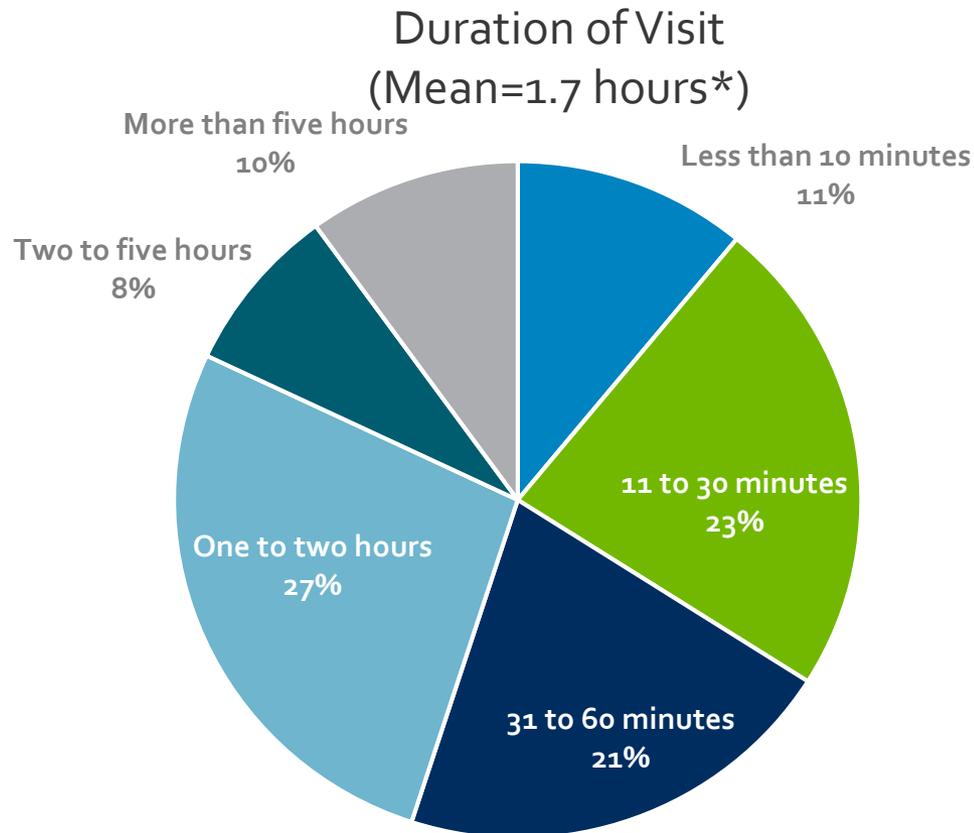
# Duration and Frequency of Visits

# Duration and Frequency Findings

- ◆ The average duration of a trip to Magnolia Village is just under 2 hours, but this varies by residency / work status.
  - Those who live in Magnolia indicate they are going to spend the least time in the area—averaging just 1.2 hours
  - Those who work in Magnolia, but don't live there indicate they will spend the most amount of time in the area—just under 6 hours.
- ◆ Overall, one third of respondents claim to visit Magnolia Village almost every day and the vast majority (83%) are in the area 2 or more days per week.

# Duration of Visit

Over half (55%) of respondents state they will be in the neighborhood for an hour or less. Only 10 percent indicate they will be in the area for more than 5 hours.

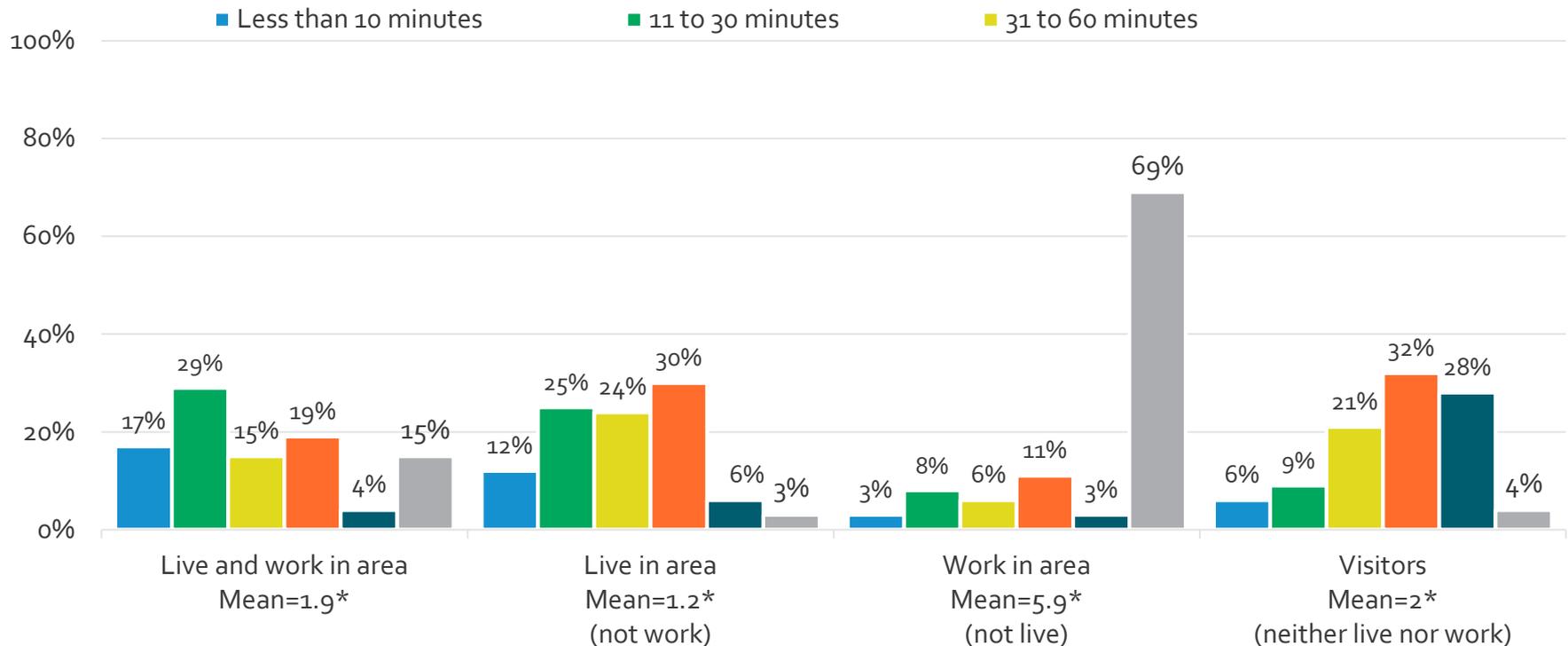


Q11: How much time do you plan to spend during your visit today?

Base: All respondents (n=476) \*Mean based on grouped mean calculation

# Duration of Visit by Residency / Work Status

Workers indicate they are going to spend the most time in the area—averaging 4.6 hours. Visitors and those who both live and work in the area average about 2 hours, and residents average just under an hour.



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

Base: Live and work (n= 72) – Live but not work (n= 309) - Work but not live (n= 36) – Visitors (n= 53)

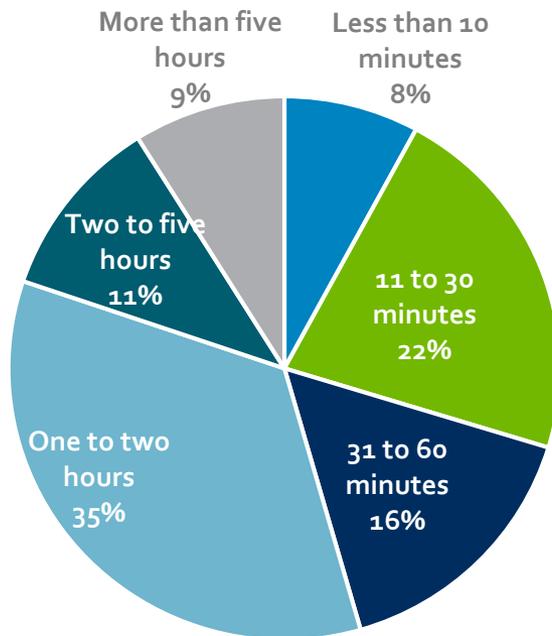
\*Mean based on grouped mean calculation.

# Duration of Visit by Travel Mode

*On average, those who drove to Magnolia Village are most likely to be in the area the longest. There is no difference between those who walk/bike and those who take public transit.*

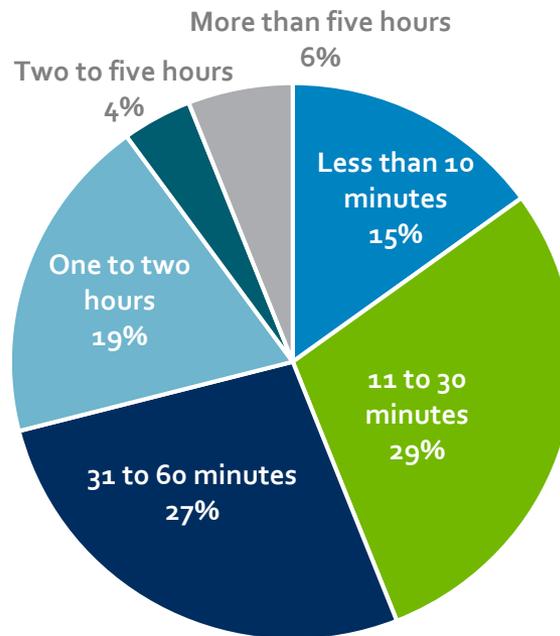
## Personal Vehicle

(mean=4.8\* hours)



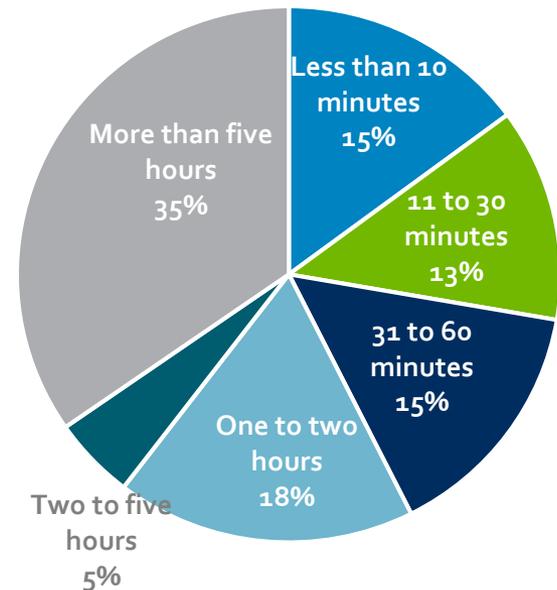
## Walk / Bike

(mean=3.4\* hours)



## Transit

(mean=3.5\* hours)



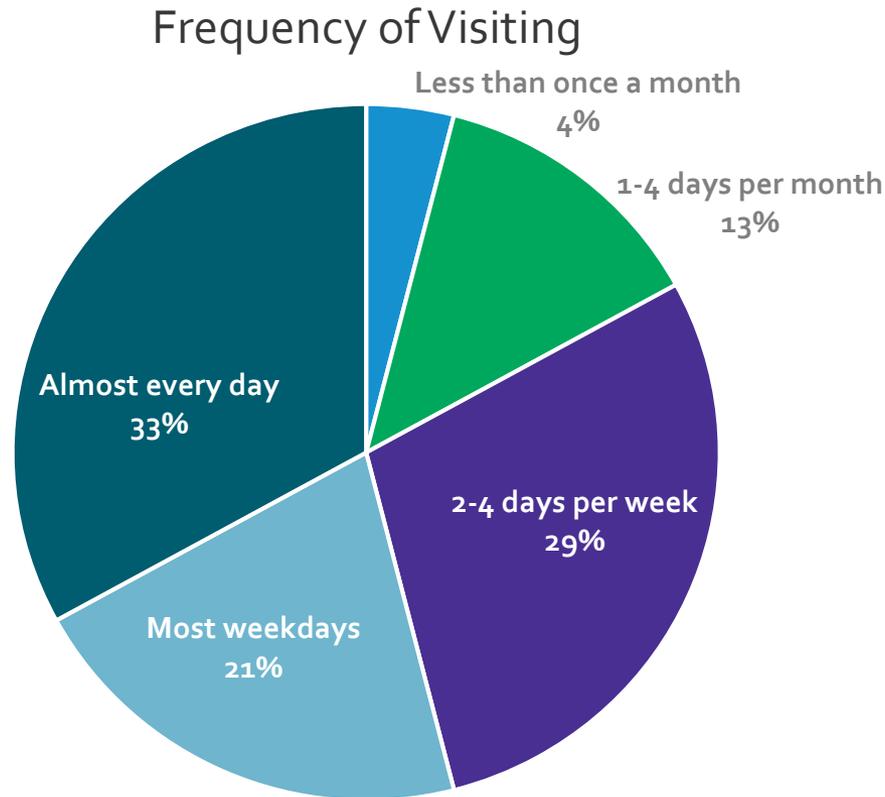
Q11: How much time do you plan to spend during your visit today?

Base: Personal Vehicle (excludes carshare) (n= 244) – Walk/Bike (n= 179) – Public transit (n= 40)

\*Mean based on group mean calculation.

# Frequency of Visits

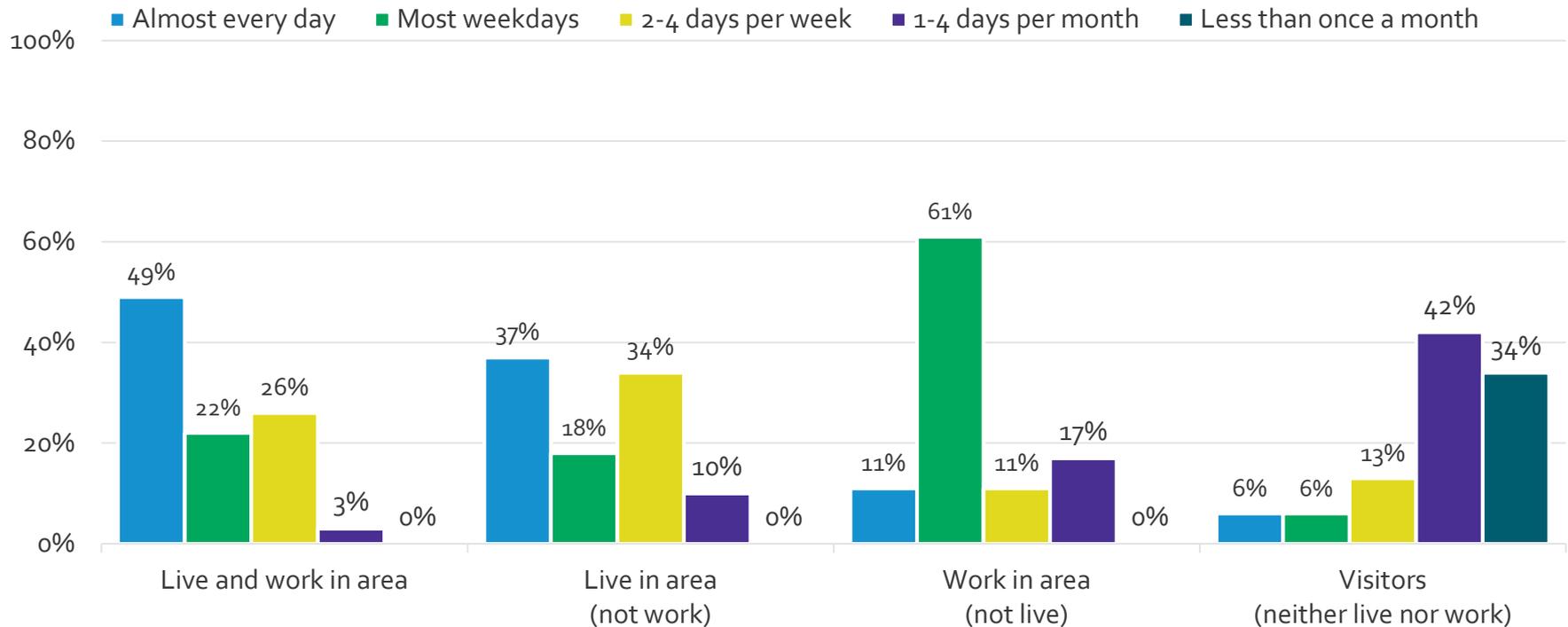
*The vast majority (83%) of respondents are in the area 2 or more days per week.*



*Q15: How often do you typically visit the area?  
Base: All respondents (n=476)*

# Frequency of Visits by Residency / Work Status

Visitors have the lowest frequency of visits to Magnolia Village—one-third come to Magnolia Village less than once a month and 42 percent travel to the area 1 to 4 times per month.

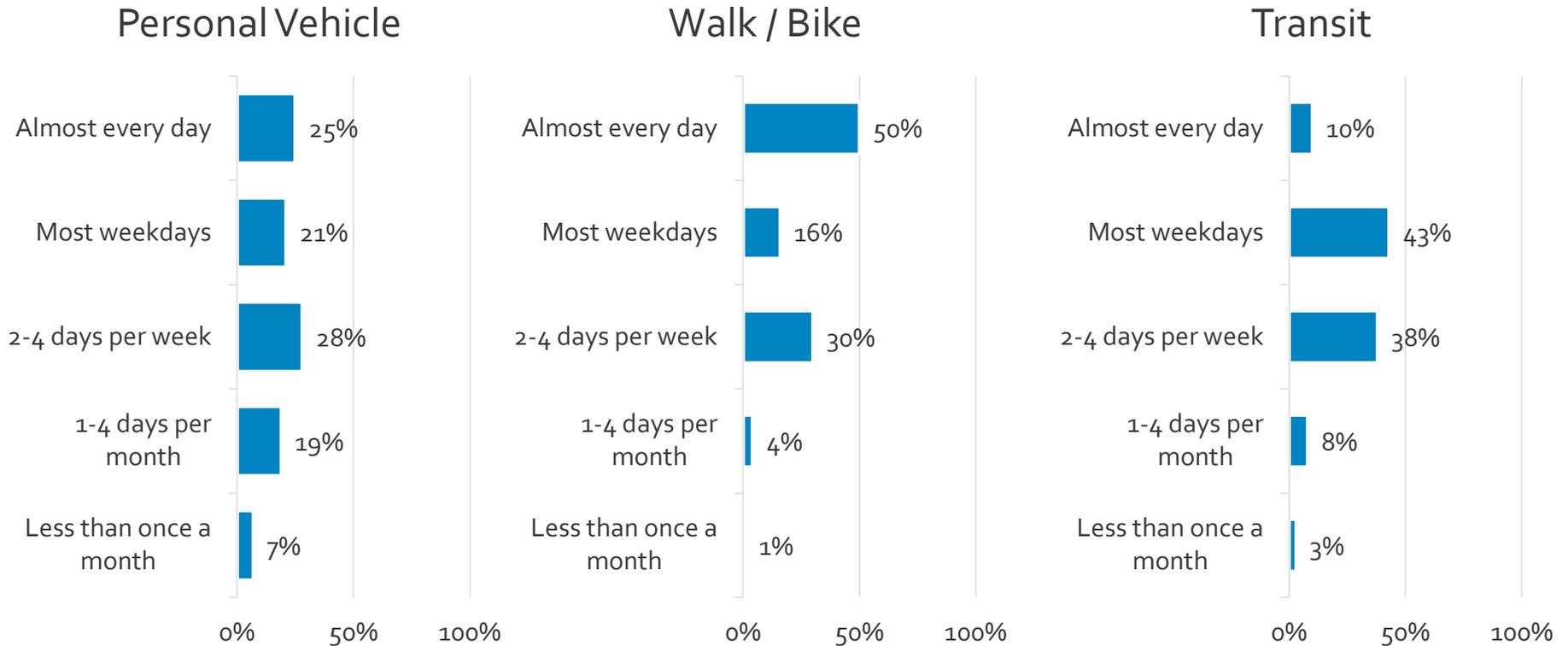


Q15: How often do you typically visit the area?

Base: Live and work (n= 72) – Live but not work (n= 309) - Work but not live (n= 36) – Visitors (n= 53 )

# Frequency of Visits by Travel Mode

*Those who walk or bike are in the area significantly more often than those who use other modes of transportation.*



Q15: How often do you typically visit the area?

Base: Personal Vehicle (excludes carshare) (n= 244) – Walk/Bike (n= 179) – Public transit (n= 40)

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

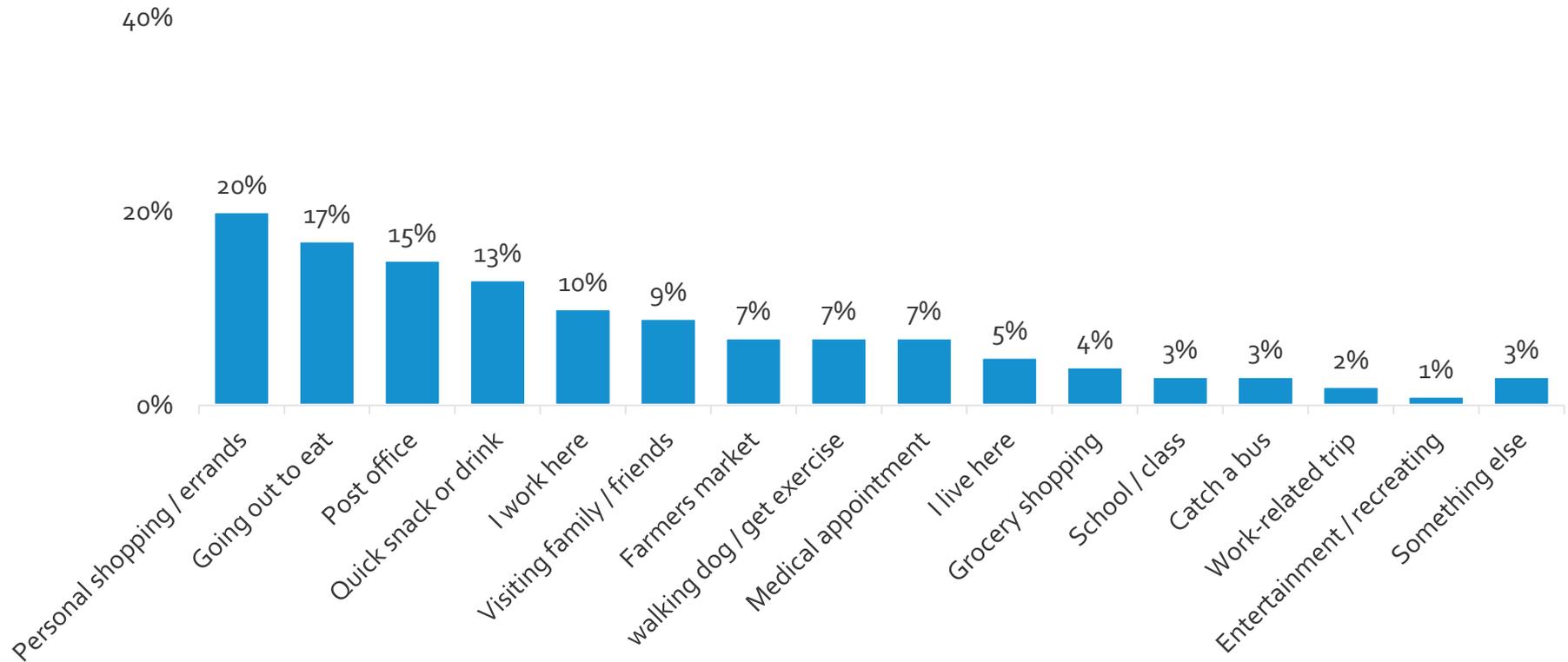
# Reasons for Visiting

# Reasons for Visiting Findings

- ◆ Shopping, running errands, eating out and visiting the post office are the most commonly mentioned primary reasons for being in Magnolia Village when interviewed.
  - While visitors and residents have a variety of trip purposes, those who work in Magnolia Village, but do not live in the area, are in the area almost exclusively for work.
- ◆ When respondents were asked about their typical reasons for visiting Magnolia Village the most commonly mentioned reasons were shopping/errands, eating out / quick snack, and grocery shopping.

# Main Reason for Today's Visit

*The most common reason for the trip are shopping / errands, going out to eat, visiting the post office and getting a quick snack / drink.*



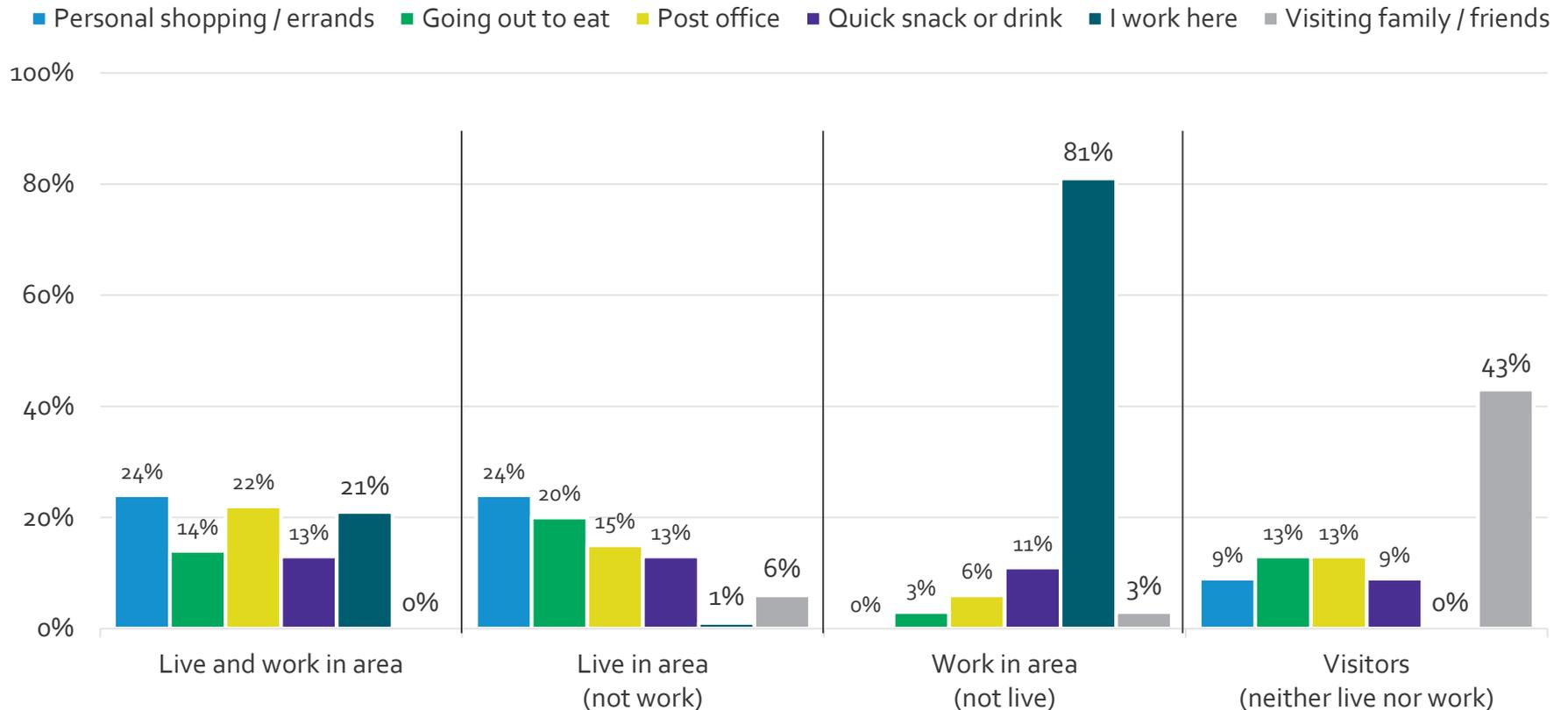
Q5: What is the main reason you're in Magnolia today?

Multiple response: may sum to > 100%

Base: All respondents (n=476)

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

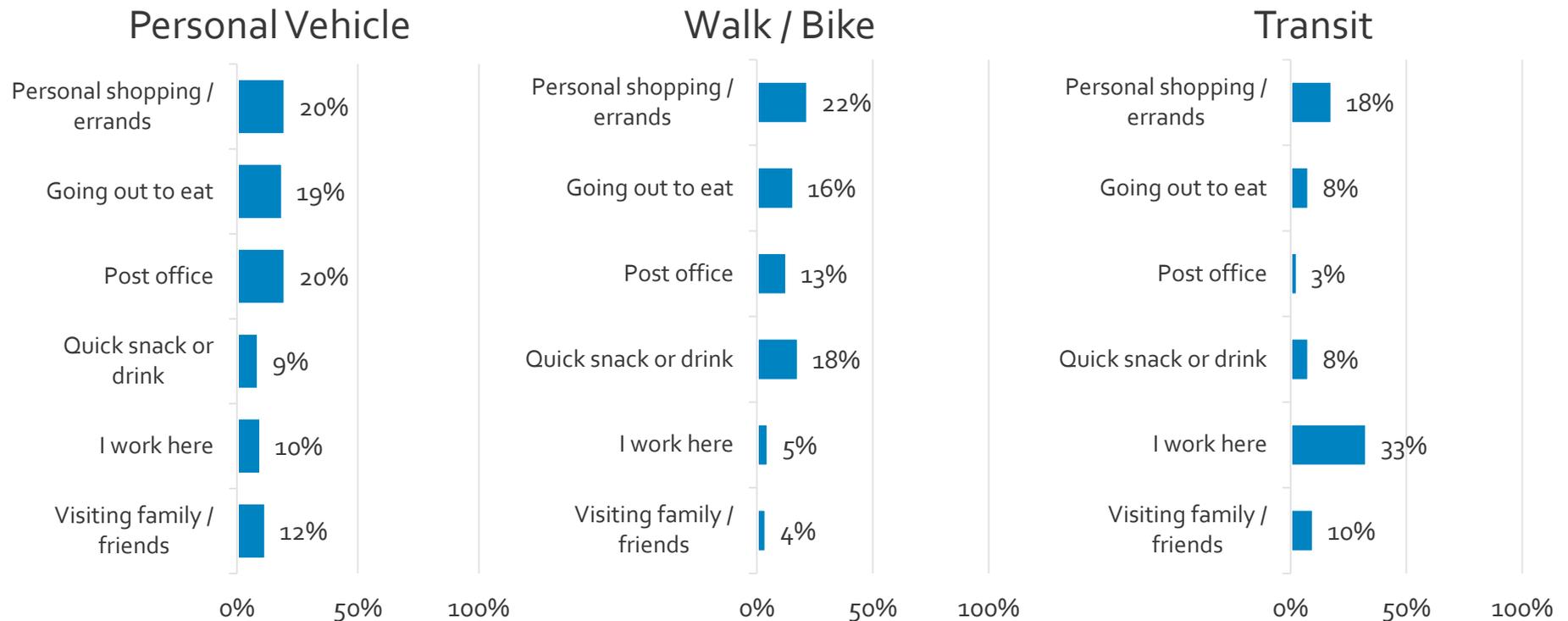
*While visitors and residents have a variety of trip purposes, those who work in Magnolia, regardless of if they also live in the area, are there primarily for work.*



Q5: What is the main reason you're in Magnolia today? Multiple response: may sum to > 100%  
 Base: Live and work (n= 72) – Live but not work (n= 309) - Work but not live (n= 36) – Visitors (n= 53)

# Main Reason for Today's Visit by Travel Mode

*Eating out, shopping, and the post office are cited as the main reasons among most respondents those who took a personal vehicle, walked or biked to the area. Work is the top reason among those who use transit.*



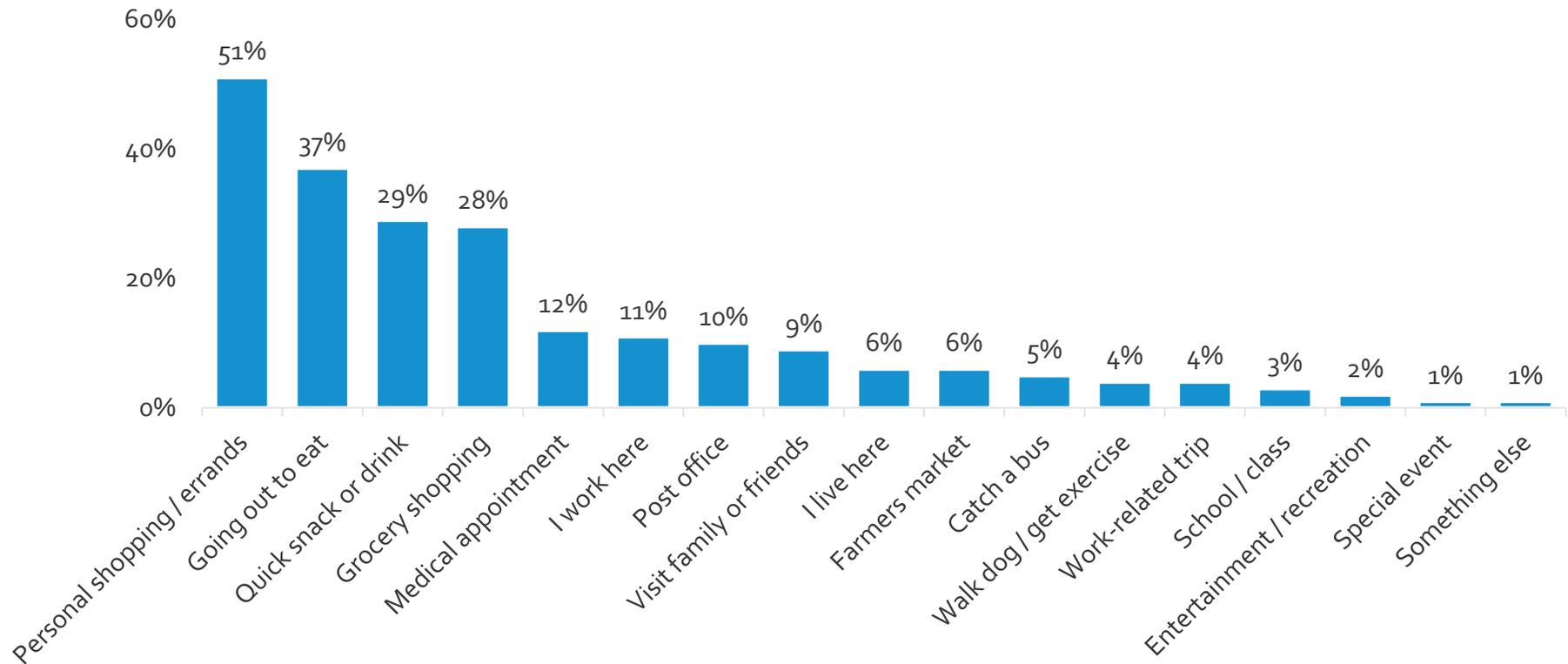
Q5: What is the main reason you're in Magnolia today?

Base: Personal Vehicle (excludes carshare) (n= 244) – Walk/Bike (n= 179) – Public transit (n= 40)

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 Magnolia Village the most commonly mentioned reasons were shopping/errands, eating out / quick snack, and grocery shopping.



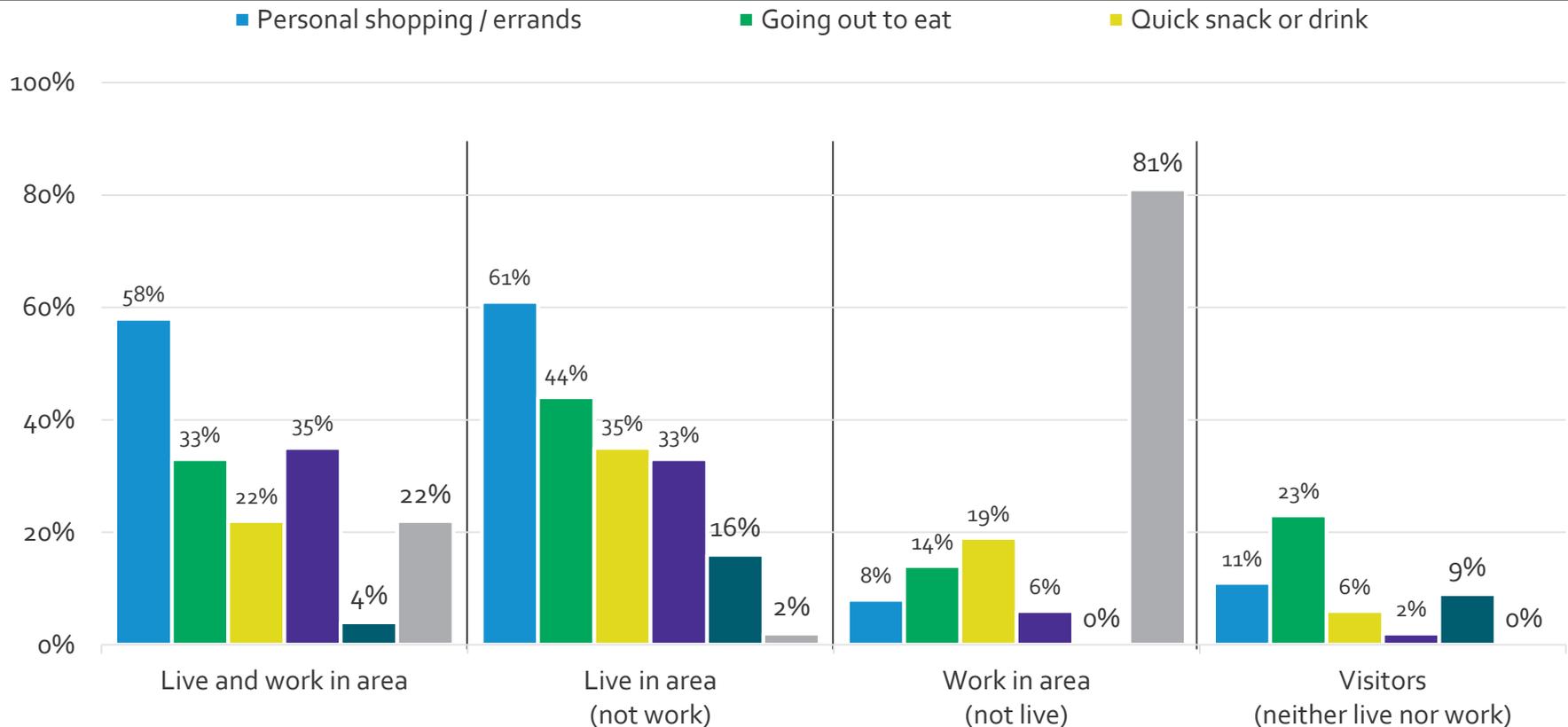
Q16: What are the primary reasons you typically visit the area?

Multiple response: may sum to > 100%

Base: All respondents (n = 476)

# Typical Reasons by Residency / Work Status

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



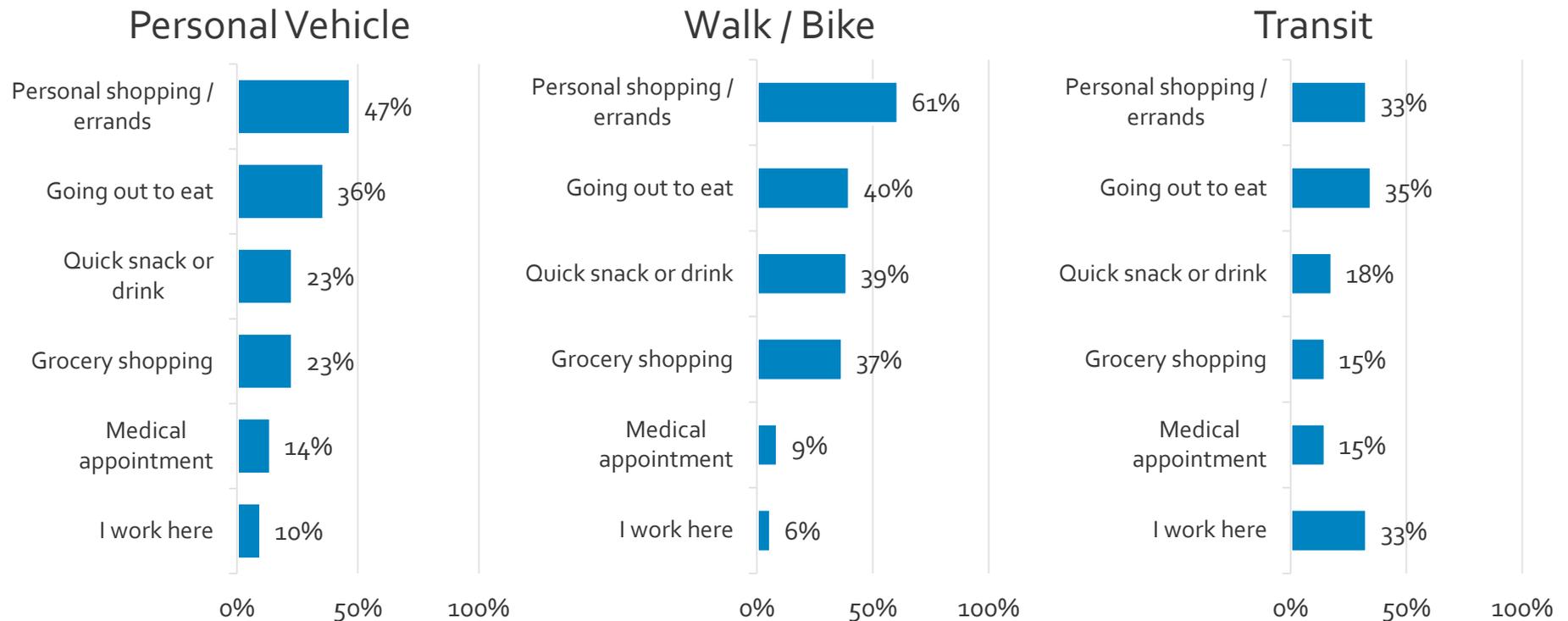
Q16: What are the primary reasons you typically visit the area?

Multiple response: may sum to > 100%

Base: Live and work (n= 72) – Live but not work (n= 309) - Work but not live (n= 36) – Visitors (n= 53)

# Typical Reason for Visit by Travel Mode

*Shopping / errands, and eating out snacks are cited as the main reasons among most respondents. Shopping / errands is substantially more common among those who walk or bike to the area.*



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

Base: Personal Vehicle (excludes carshare) (n= 244) – Walk/Bike (n= 179) – Public transit (n= 40)

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

# Spending

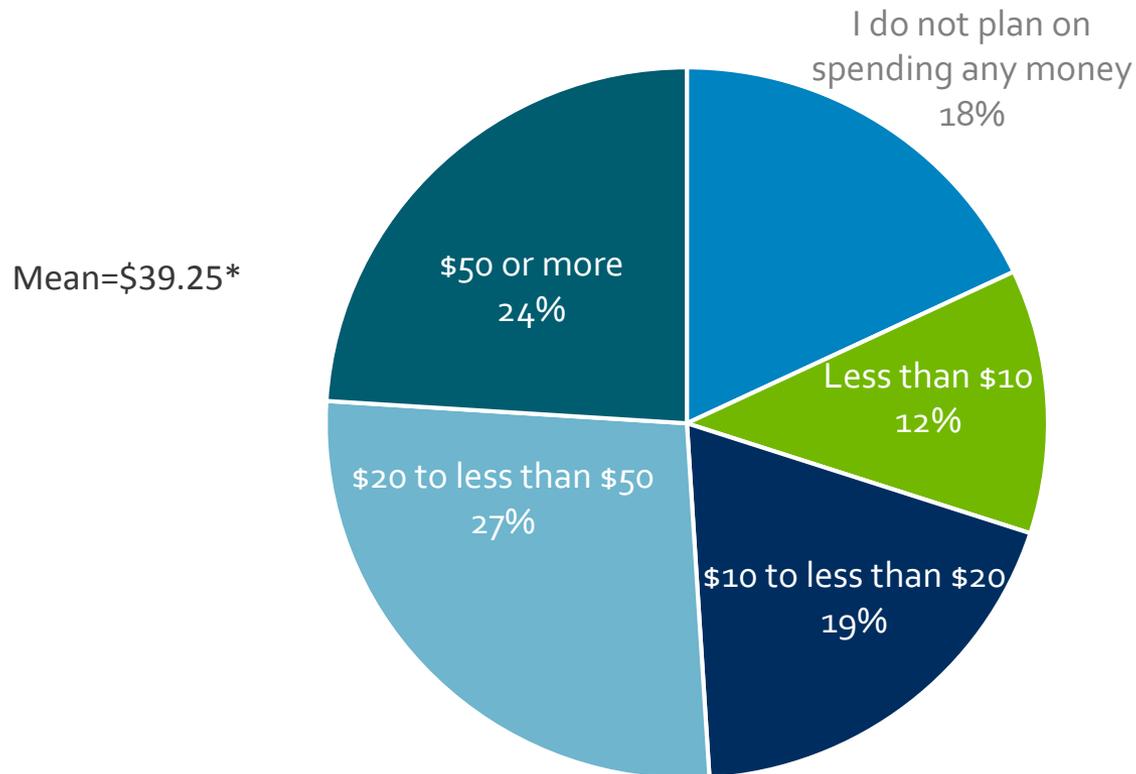
# Spending Findings

- ◆ Eighty-two 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 \$39.25.
  - Residents typically spend the most money while in the area and workers the least.
  - While those who use a personal vehicle area likely to have the highest spend, it should be noted that they visit Magnolia Village significantly less often than those who walk or bike.

# Spending

*Eighty-two 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 \$39.25.*



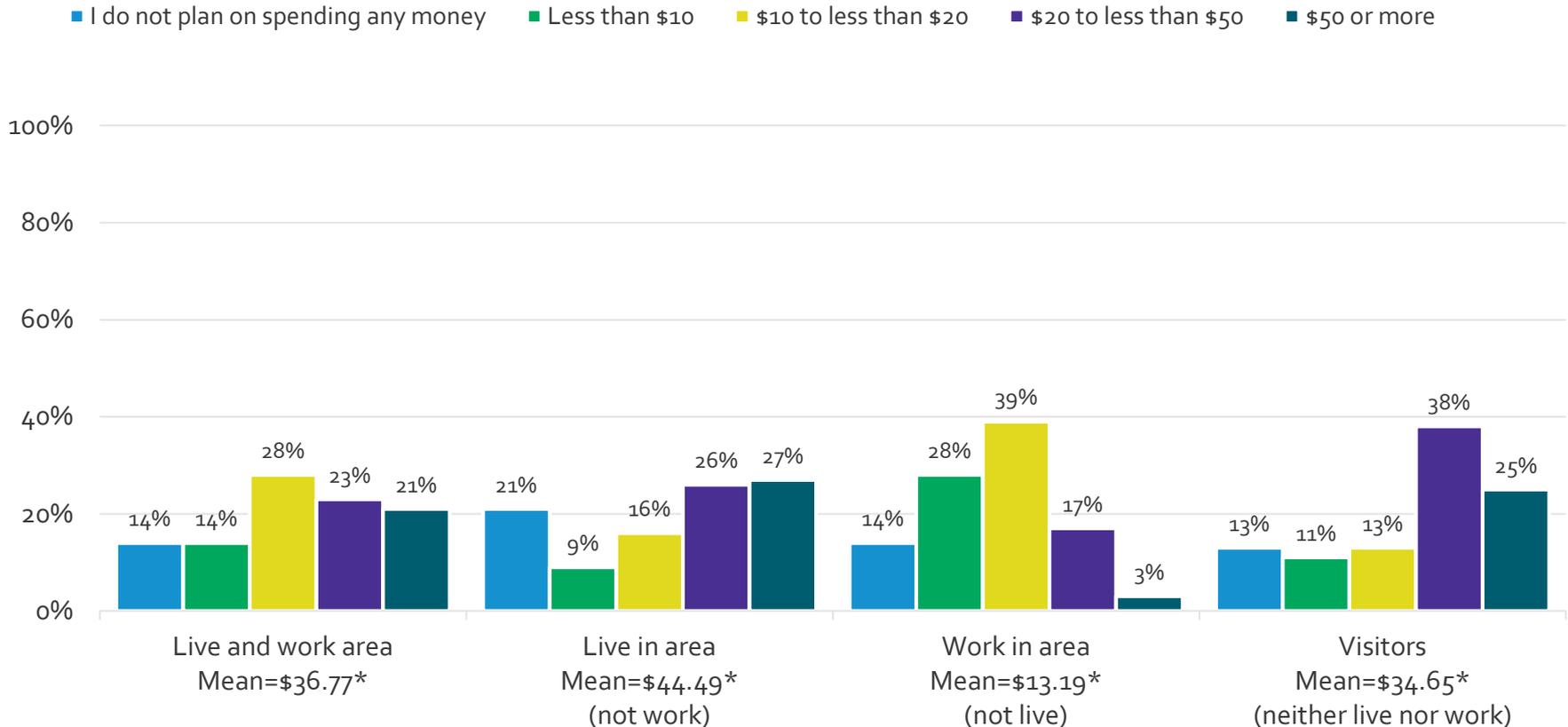
*Q12: How much money do you plan to spend during your visit to the area today?*

*Base: All respondents (n= 476). 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, residents spend the most and workers spend the least.*



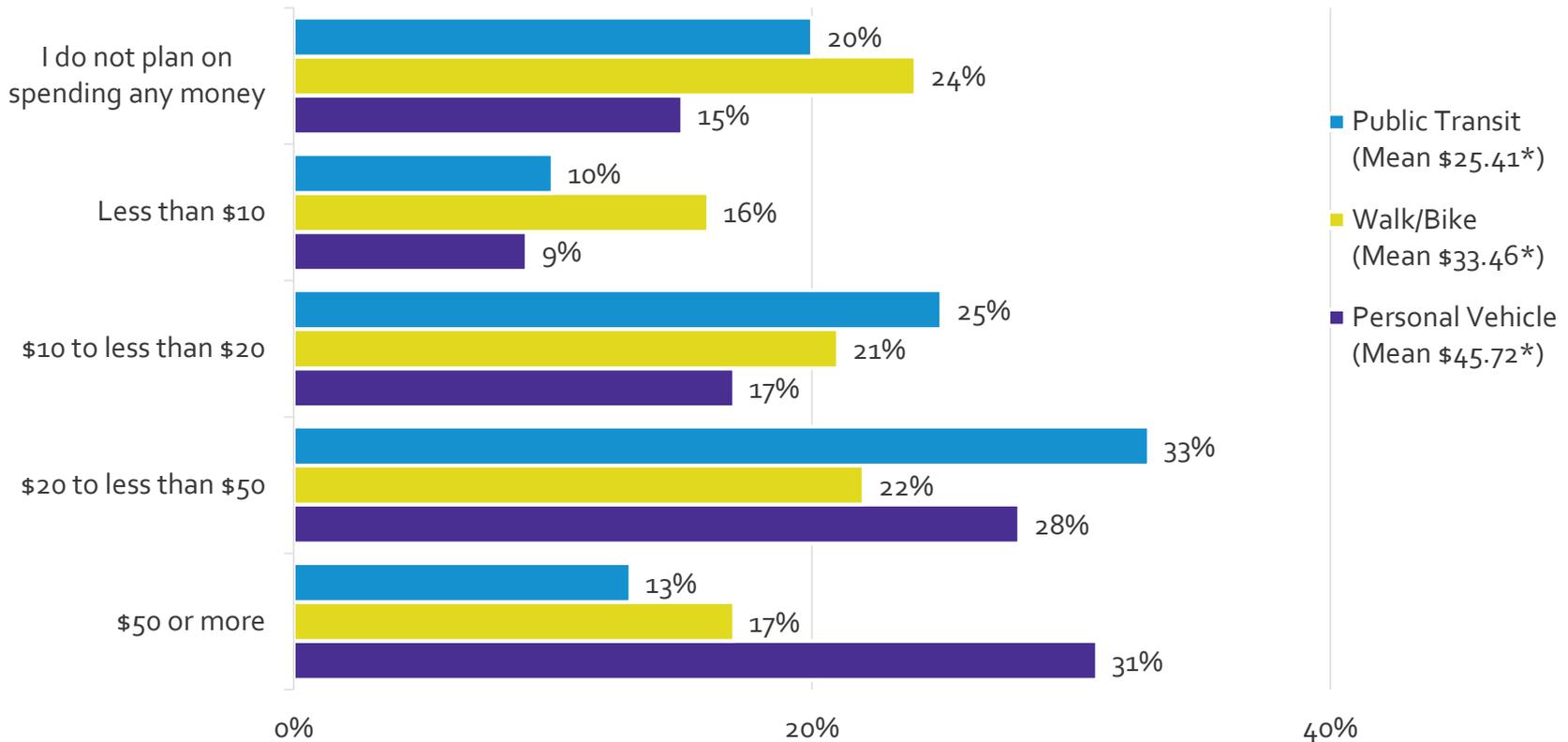
Q12: How much money do you plan to spend during your visit to the area today?

Base: Live and work (n= 72) – Live but not work (n= 309) - Work but not live (n= 36) – Visitors (n= 53)

\*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.*



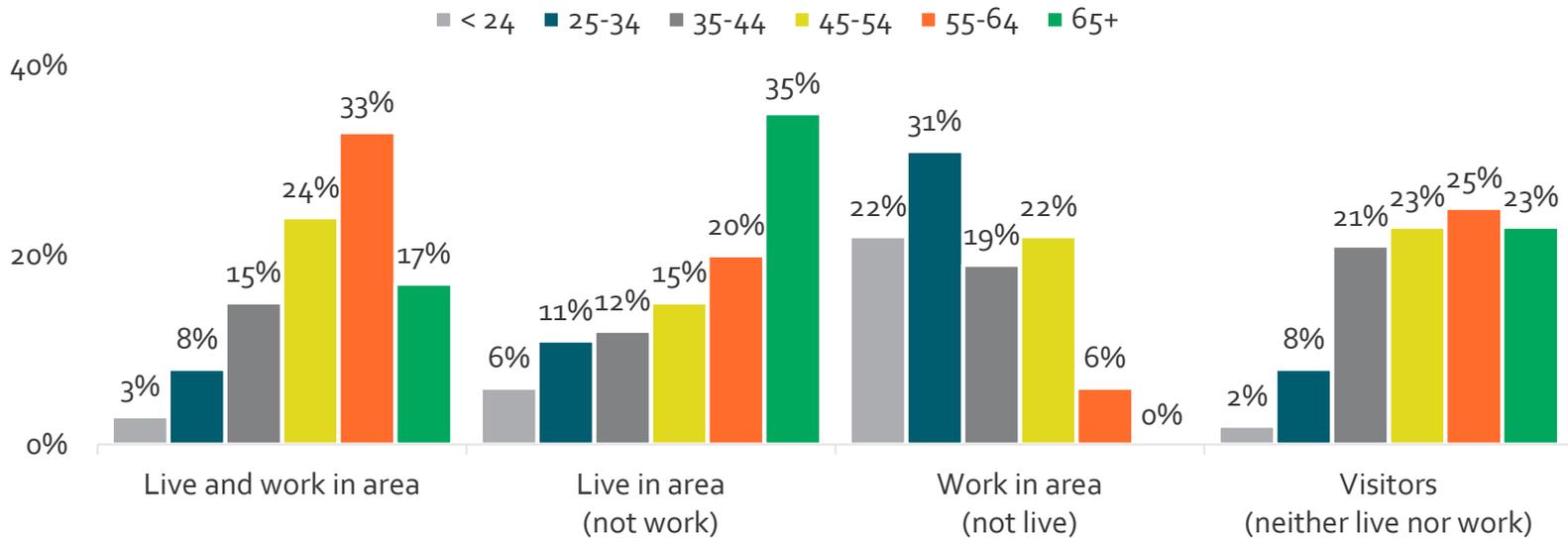
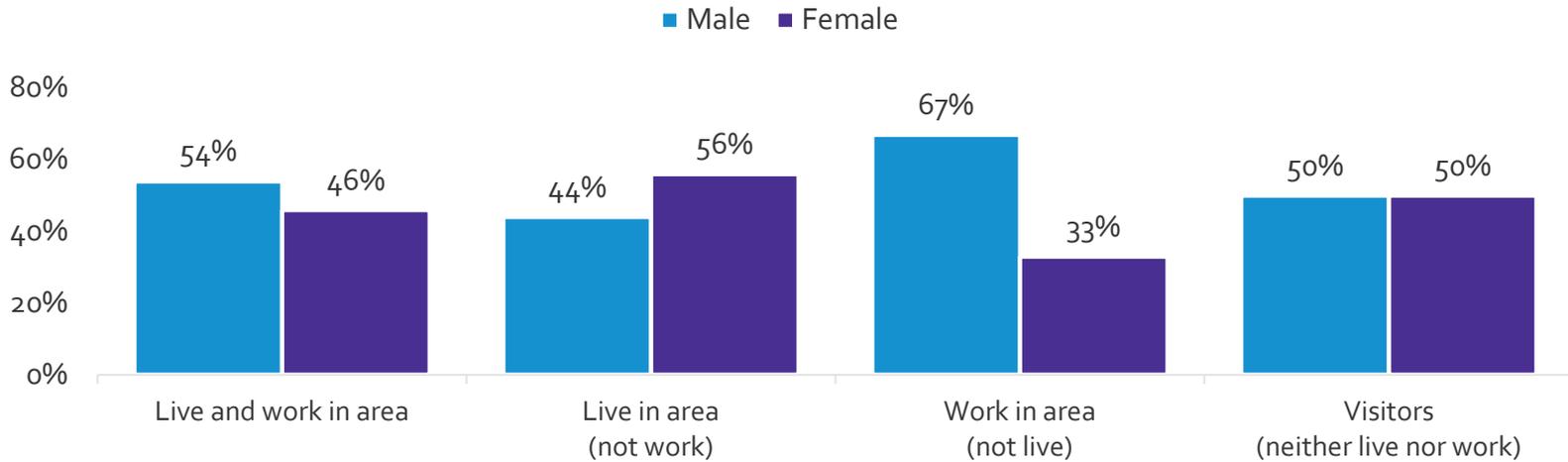
Q12: How much money do you plan to spend during your visit to the area today?

Base: Personal Vehicle (excludes carshare) (n= 244) – Walk/Bike (n= 179) – Public transit (n= 40)

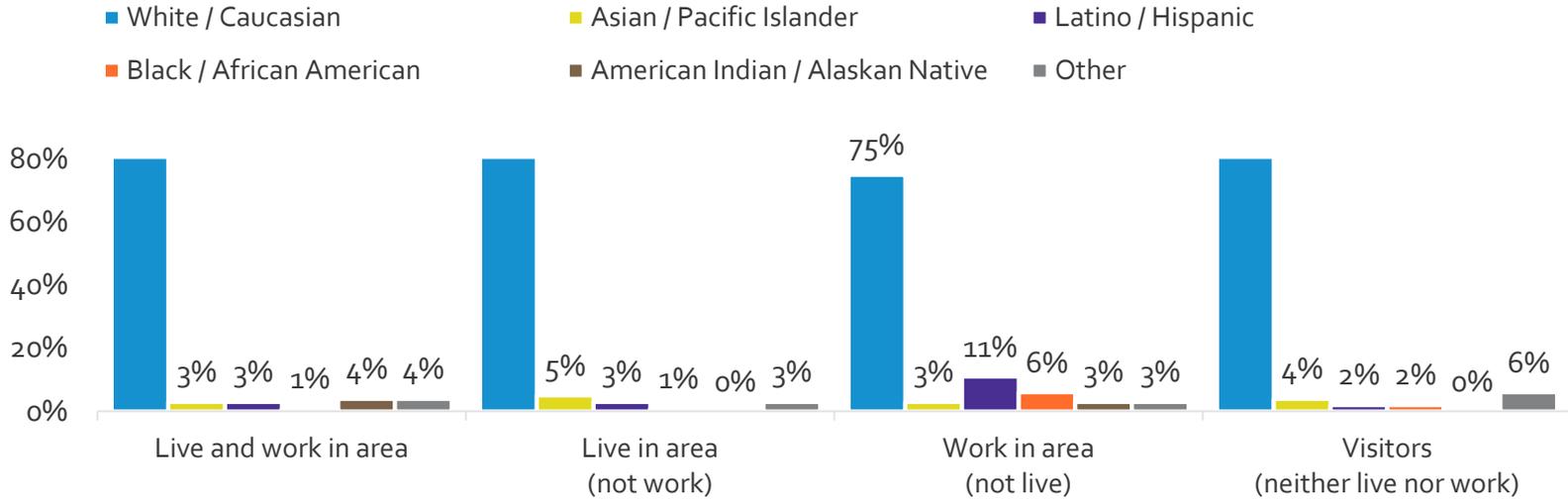
\*Mean spend excludes those who do NOT plan on spending any money.

# Respondent Demographics

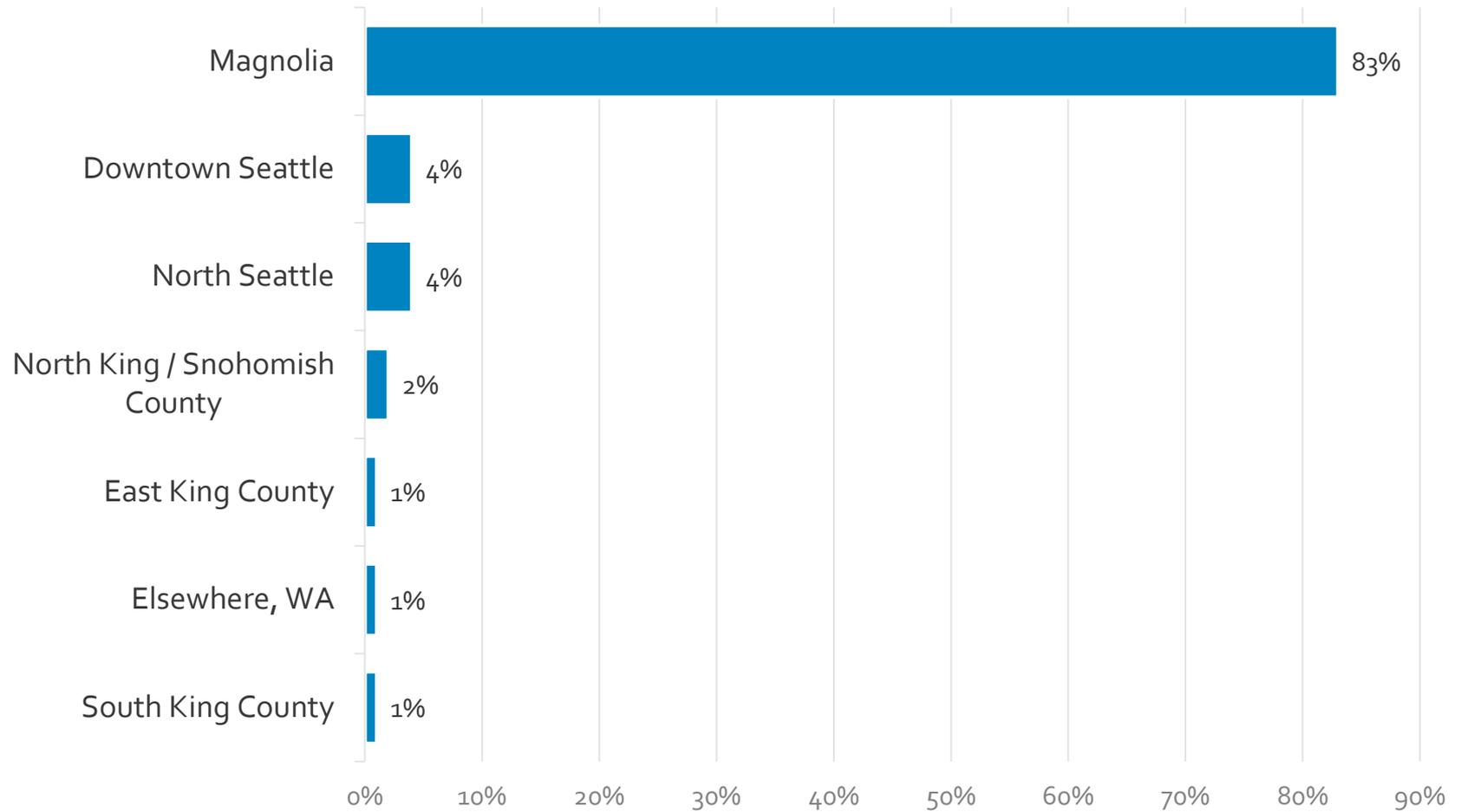
# Age and Gender by Residency / Work Status



# Race by Residency / Work Status



# Geography / Origin



*Location based on zip code*

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