



Pike/Pine Neighborhood Intercept Survey

Conducted for the

Seattle Department of Transportation

December 2014



Survey Objectives

Purpose:

To better understand behaviors and perceptions among visitors to the Pike/Pine.

Objectives:

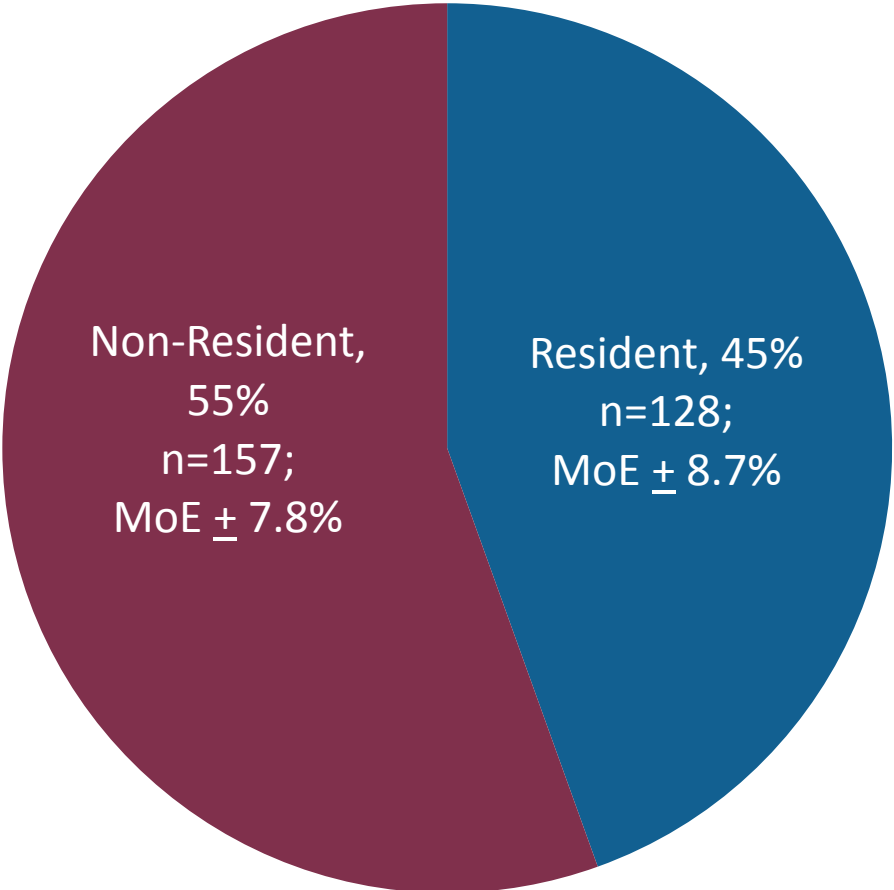
- Gauge the general frequency and length of stay of Pike/Pine visitors
- Investigate the key reasons for visiting Pike/Pine
- Understand how visitors travel to Pike/Pine and parking behaviors of those who drive or carpool to the District
- Identify ways the City can help to sustain and improve visitation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

Methodology

- A total of 327 interviews were completed in Pike/Pine with an overall margin of error of +/- 5.42 points at the 95% confidence level.
- Interviewing took place from October 15th – November 22nd, with two possible shifts per day: one in the late morning/early afternoon (11:30am to 3:30pm) and one in late afternoon/evening (5 to 9pm).
- The questionnaire was a double-sided, self-administered handout. Two interviewers were on-site for each shift to distribute and collect surveys. Interviewers were also available to assist respondents with visual or physical impairments.
- The survey was printed in English.
- To minimize selection bias, during normal and heavy traffic periods interviewers approached every 3rd visitor passing their location to participate. During slow periods, interviewers approached as many visitors as possible.

Please note that due to rounding, some percentages may not add up to exactly 100%.

Neighborhood Residence



Travel Behavior



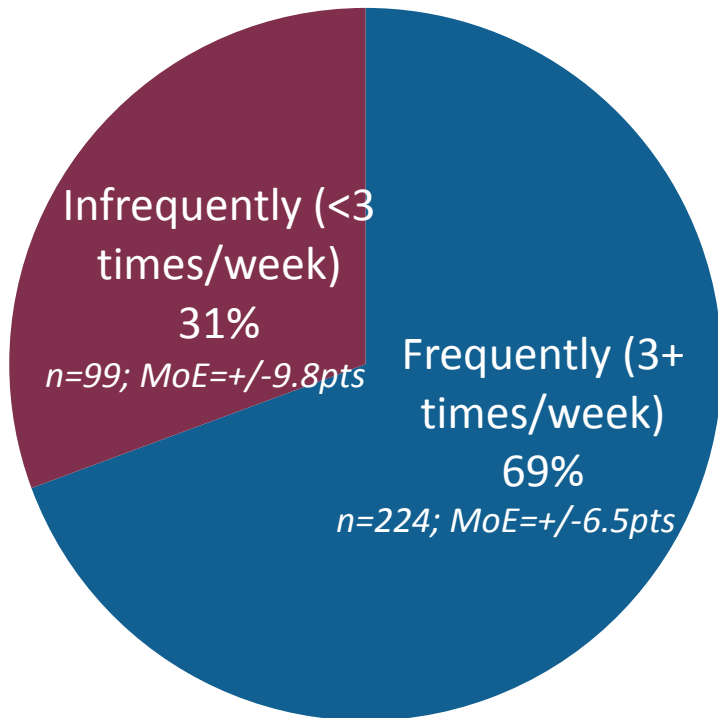
Travel Behavior Findings

- ▶ ***Nearly half (46%) of Capitol Hill respondents got to the neighborhood by walking. About a quarter (25%) of Capitol Hill visitors traveled to the neighborhood by personal vehicle (drove or carpoled) while another quarter (26%) took the bus.***
- ▶ ***A vehicle was an option for nearly a third (32%) of respondents who did not take a car to Capitol Hill.***
- ▶ ***Capitol Hill residents primarily (76%) walked while non-residents took an mix of different modes to get to the neighborhood -- over a third (36%) took the bus, a quarter (23%) drove and another quarter (24%) walked.***
- ▶ ***Regardless of whether they used a personal vehicle or something else, respondents cite convenience (38-45%) as the main reason for using their chosen mode of travel. Speed (16%) and social/leisure (16%) were the largest differentiators for those who drove or carpoled. Cost (16%) and necessity/no car (15%) were notable factors for bus riders while exercise (16%) was a unique factor among those who walked or biked.***

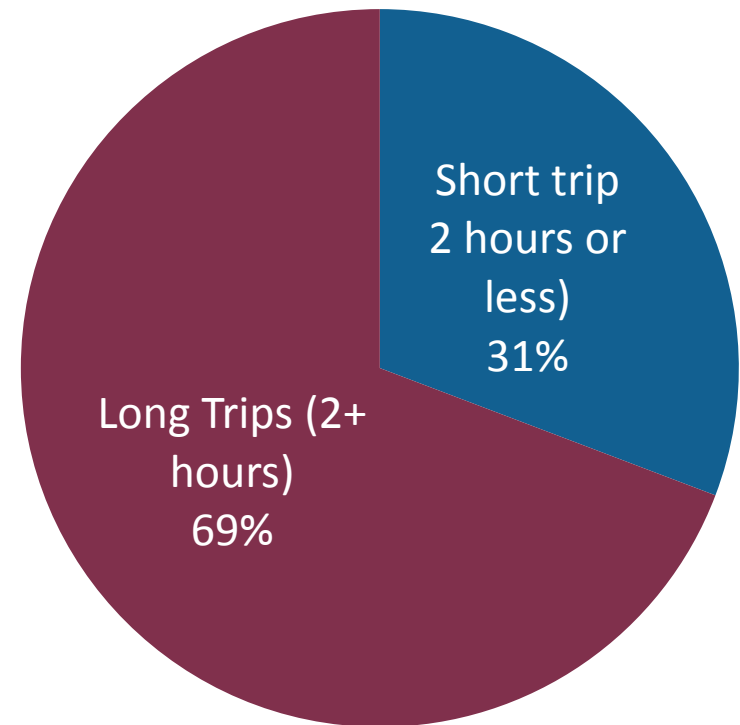


Visiting Habits

How **often** do you typically visit?



How **long** is your typical visit?



Note: Chart excludes blank "No answer" responses.

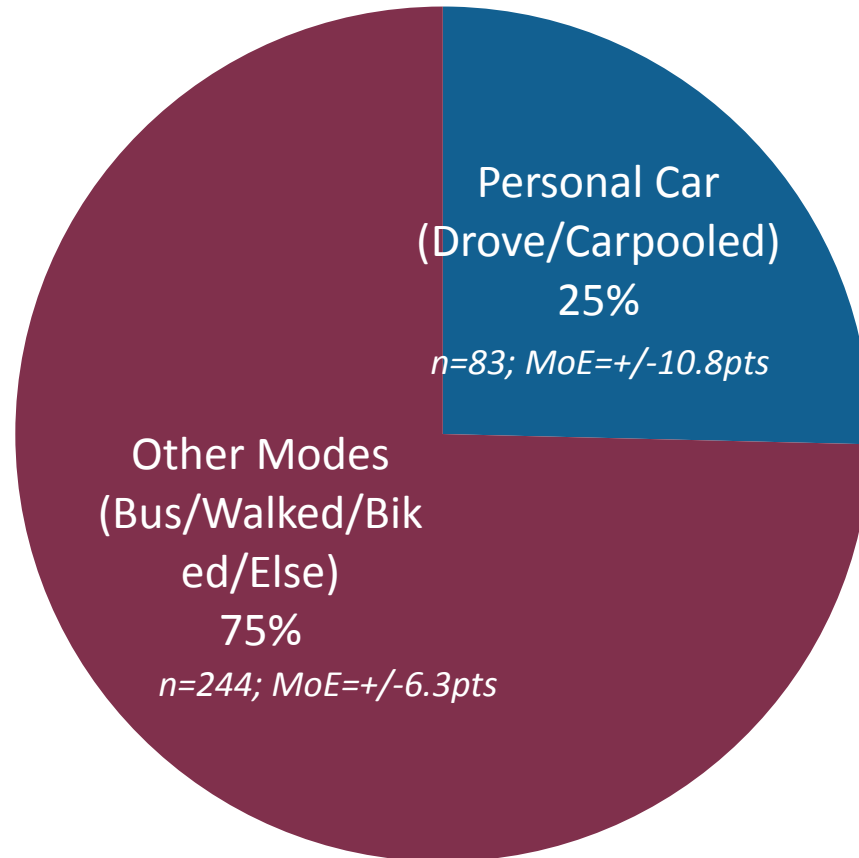
Q2. Do you **typically** visit Capitol Hill?

Q3. If you've been here before, how long is your **typical** visit to Capitol Hill?



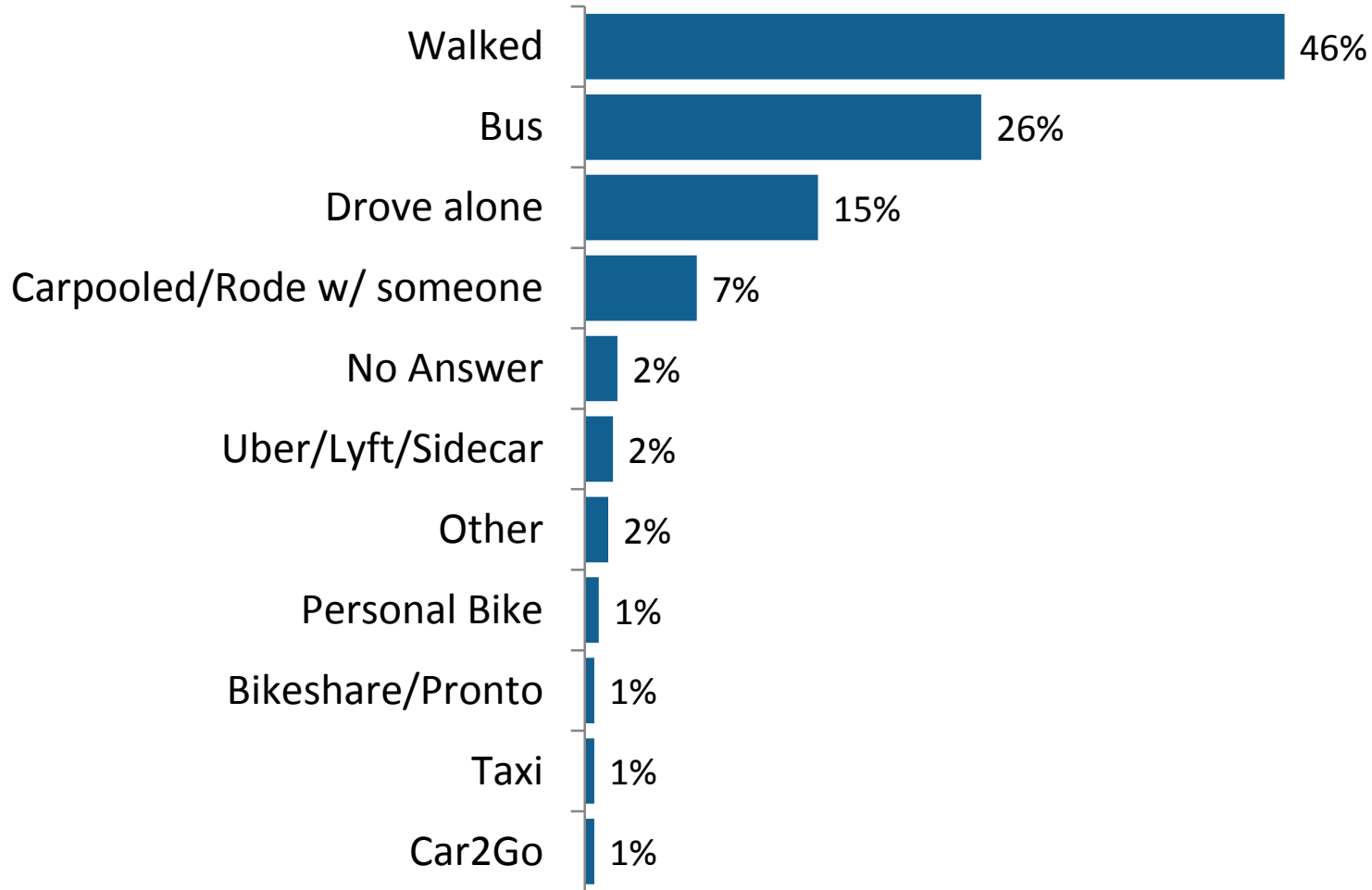
Travel Modes

About a quarter (25%) of Capitol Hill respondents arrived by some manner of personal vehicle, whether it was driving alone or carpooling.



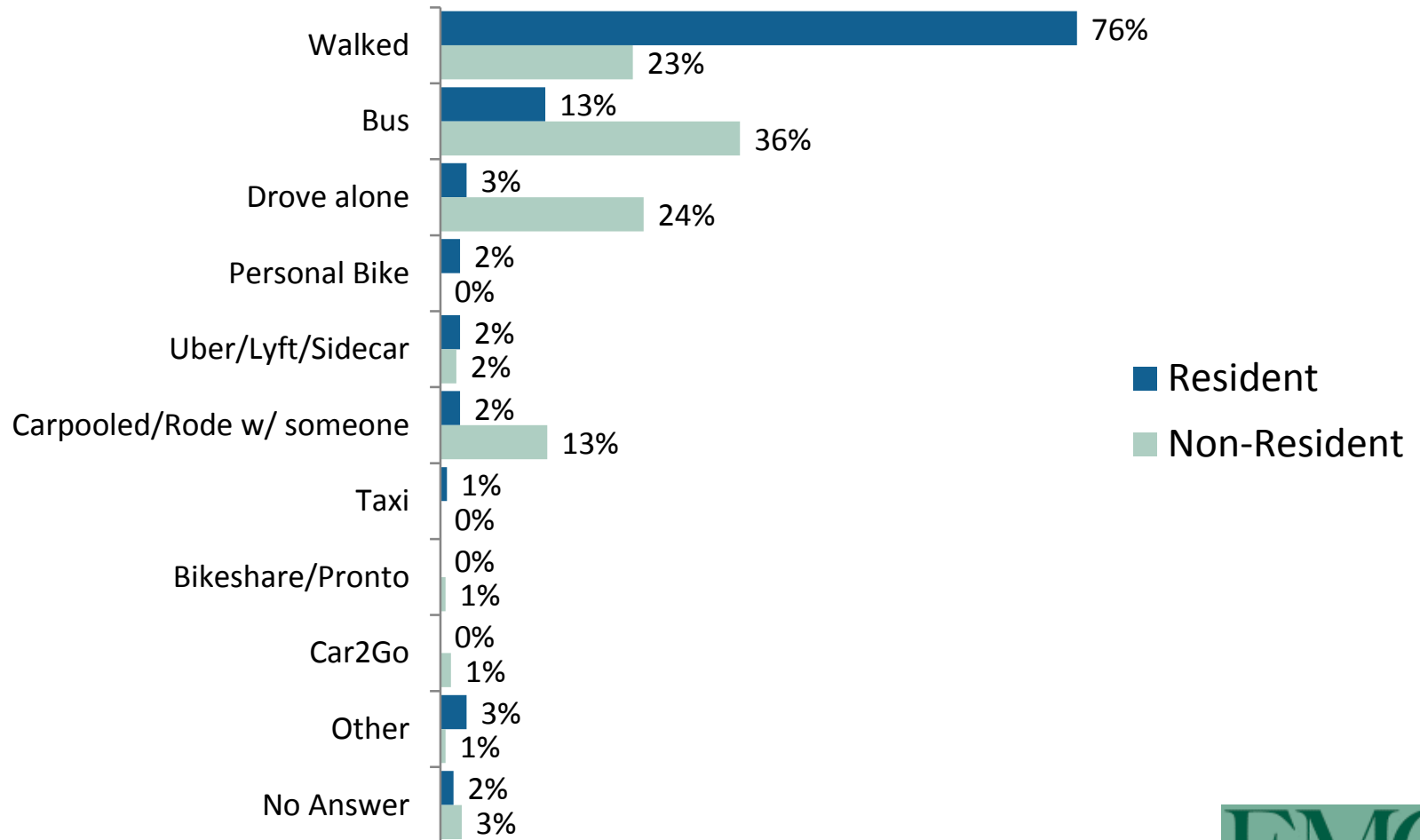
Travel Modes to Pike/Pine - Overall

Nearly half of visitors walked to Capitol Hill with another quarter taking the bus.



Travel Modes to Pike/Pine – Res/Non-Res

Non-residents took an mix of different modes to get to the neighborhood -- over a third (36%) took the bus, a quarter (23%) drove and another quarter (24%) walked. A strong majority of Capitol Hill respondents walked to Pike/Pine.

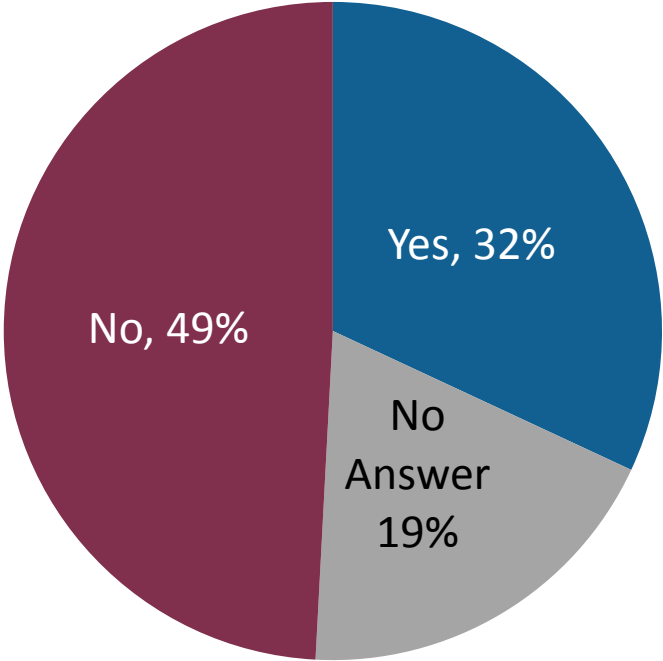


Car Availability – Non-Drivers

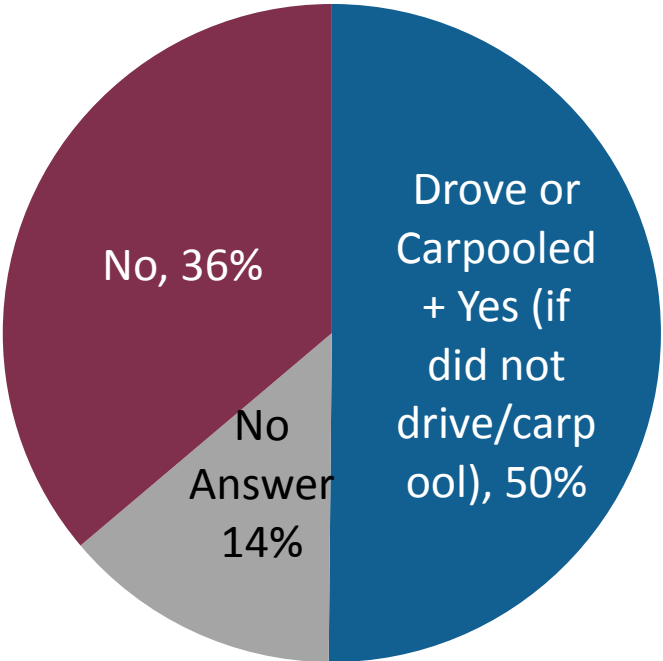
A vehicle was an option for nearly a third (32%) of respondents who did not take a car to Capitol Hill.

IF did not drive/carpool [n=244]:

Do you have a car available at home?



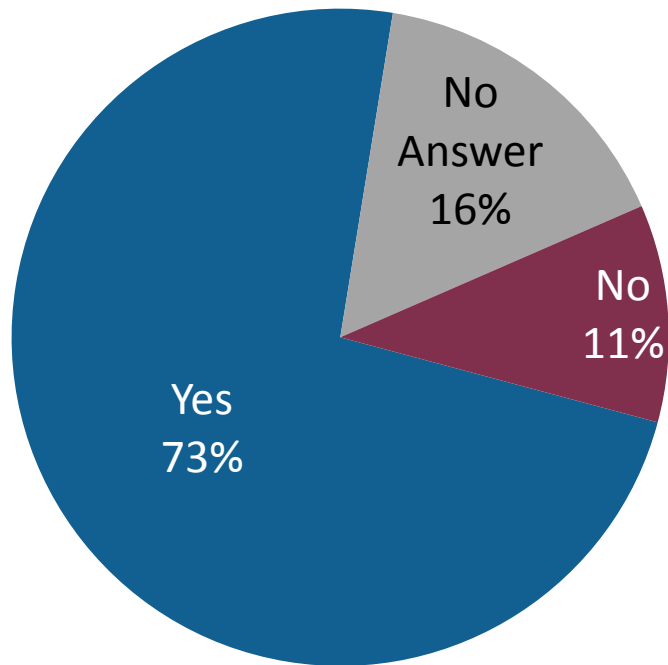
Adjusted proportions for all respondents [n=327]:



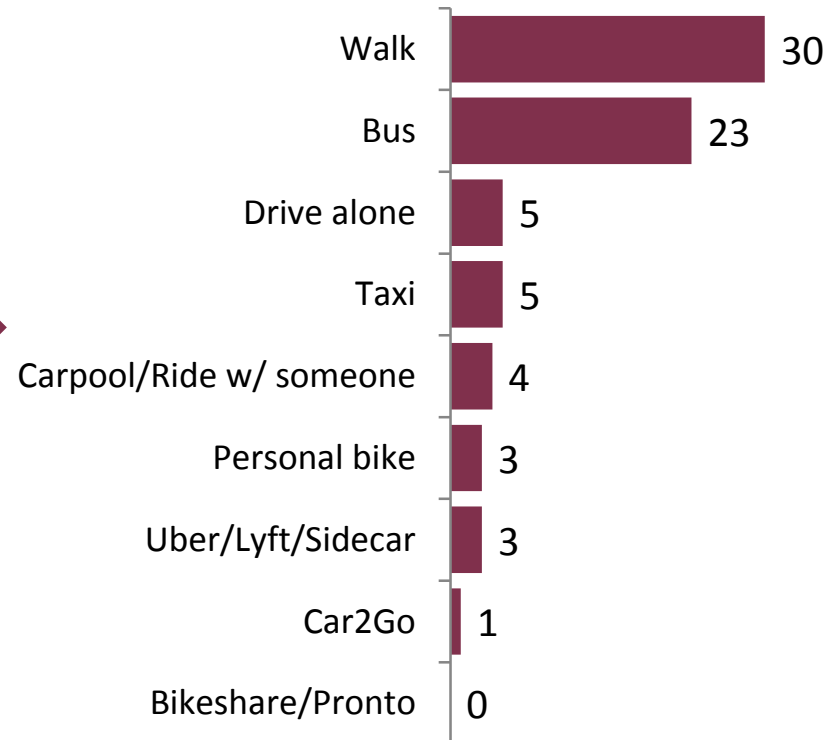
Travel Modes – Leaving Pike/Pine

Respondents generally traveled away from Capitol Hill the same way they got there. Most of those who alternated modes walked and/or rode the bus.

Do you plan to travel away using the same mode?



Which modes will you use?

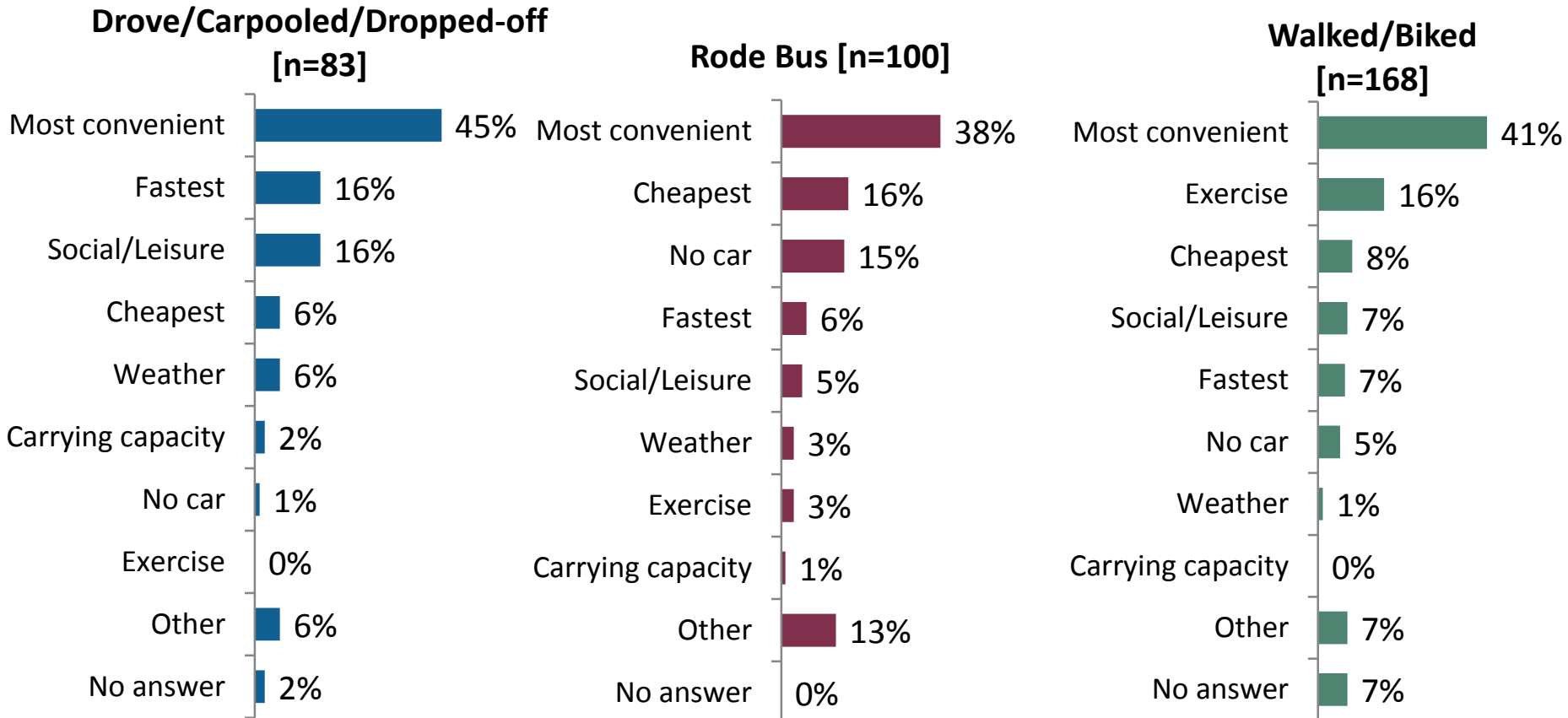


Q9a. Do you plan to travel away from Capitol Hill using the same mode?

Q9b. Which modes will you use?

Reason for Choosing Mode

Regardless of whether they used a personal vehicle or something else, respondents cite convenience (38-45%) as the main reason for using their chosen mode of travel. Speed (16%) and social/leisure (16%) were the largest differentiators for those who drove or carpooled. Cost (16%) and necessity/no car (15%) were notable factors for bus riders while exercise (16%) was a unique factor among those who walked or biked.



Q10. What was the main reason you chose to get to Capitol Hill with the mode you used today?



Parking & Access



Parking & Access Findings

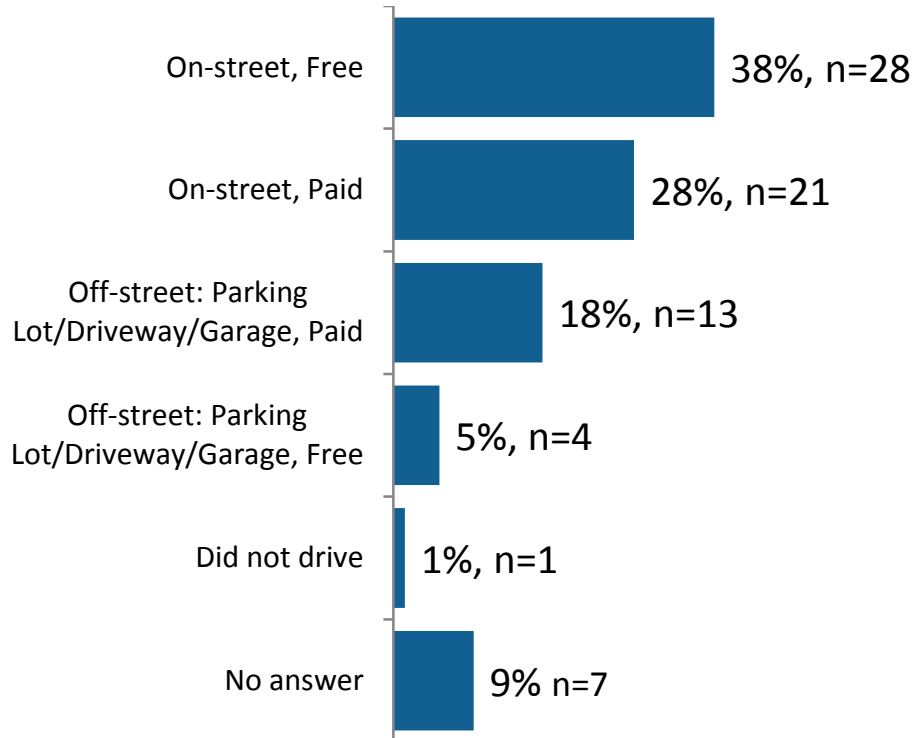
- ▶ ***Most who drove to Pike/Pine parked on-street and many prioritized finding free parking at the expense of time. About two-fifths (38%) of respondents opted for free on-street parking and another two-fifths (40%) spent 10 minutes or longer finding a parking space.***
- ▶ ***Parking preferences were similar between mid-day and evening respondents. Those visiting during the day reported taking less time to find parking.***
- ▶ ***Proximity was the leading priority for a plurality (46%) of visitors but cost was a significant factor for nearly a third (31%). Those visiting during the day were a little more likely to park based on proximity to destination.***

Parking – Off Street & Time-to-Find

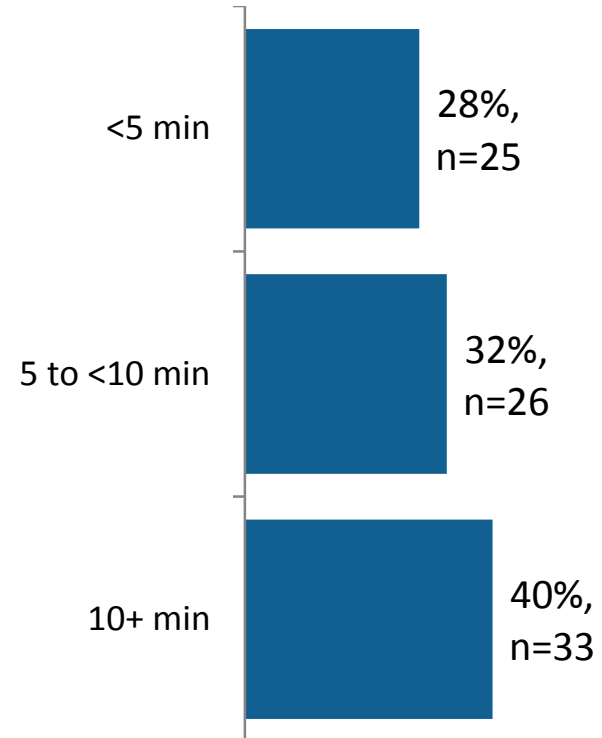
Most who drove to Pike/Pine parked on-street and many prioritized finding free parking at the expense of time. Pluralities of respondents opted for free on-street parking and spent 10 minutes or longer finding a parking space.

Among respondents who took a personal vehicle (drove/carpooled)

Did you park on street or off street?



How long did it take to find parking?



Q12. Did you park on street or off street?

Q13. How long did it take you to find a parking space?

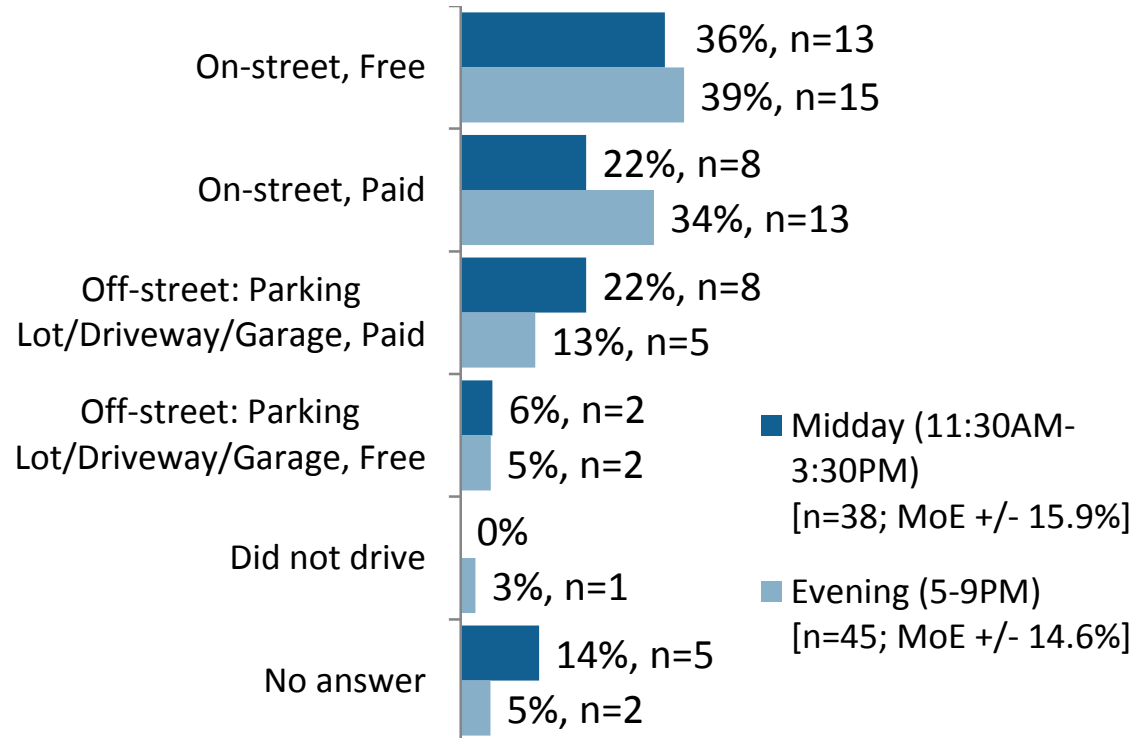


Parking by Time of Day

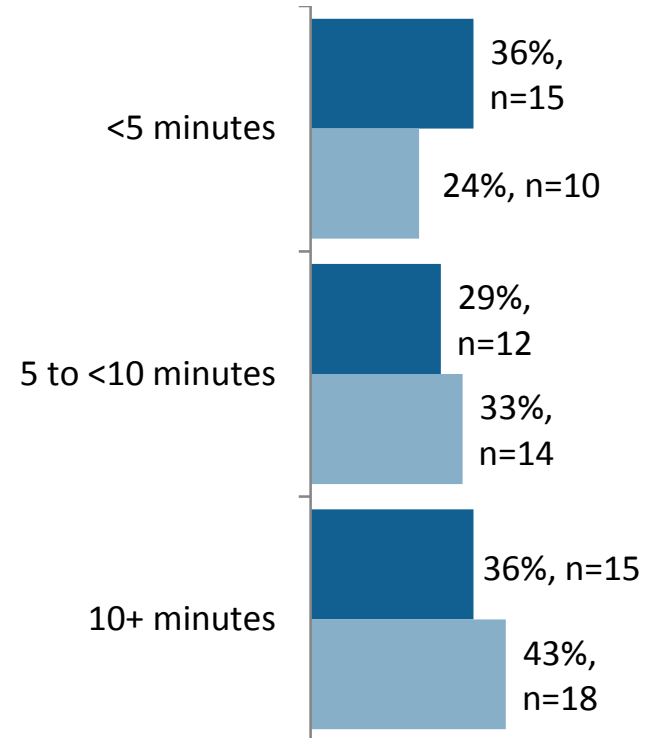
Parking preferences were similar between mid-day and evening respondents. Those visiting during the day reported taking less time to find parking.

Among respondents who took a personal vehicle (drove/carpooled)

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Q12. Did you park on street or off street?

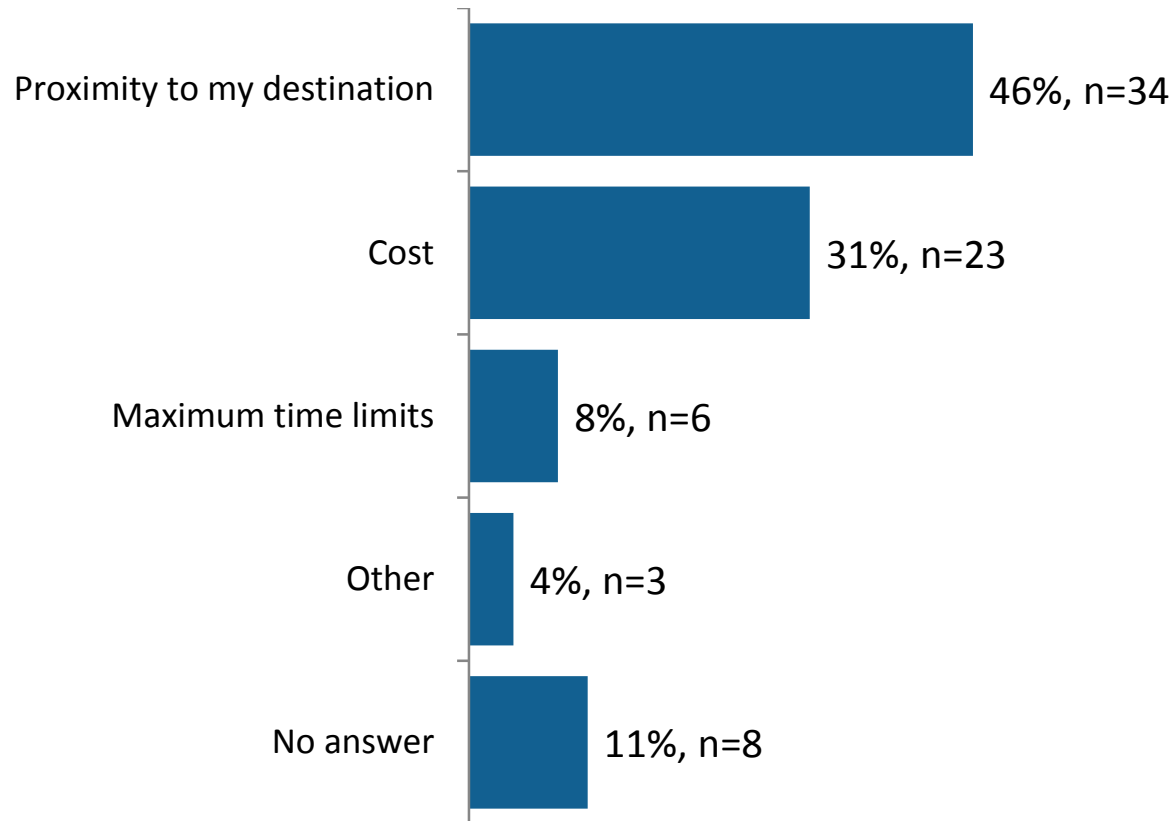
Q13. How long did it take you to find a parking space?



Most Important Factor when Parking

Proximity was the leading priority for most but cost was a significant factor for nearly a third of respondents.

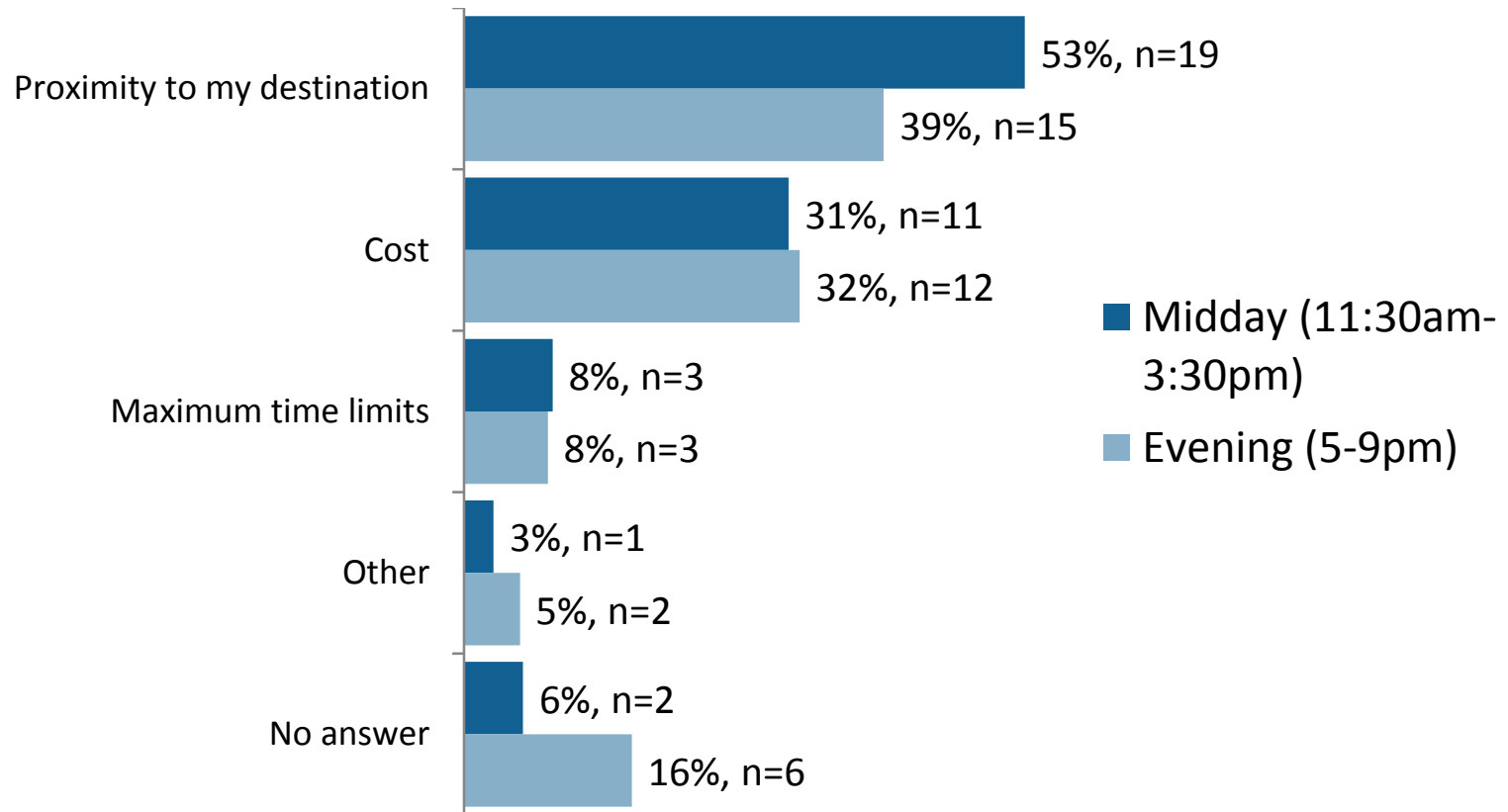
Among respondents who took a personal vehicle (drove/carpooled)



Most Important Factor when Parking – by Daypart

Those visiting during the day were a little more likely to park based on proximity to destination.

Among respondents who took a personal vehicle (drove/carpooled)



Reasons for Visiting



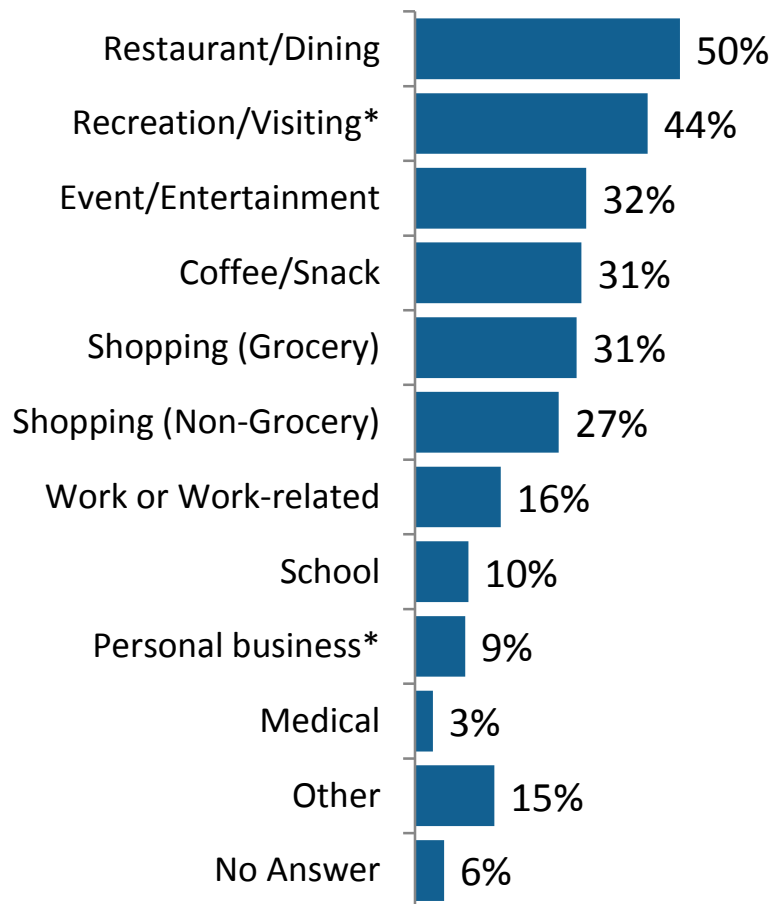
Visitation Findings

- ▶ ***Visitors cite a wide mix of popular reasons for visiting Capitol Hill lead by dining (50%) and recreation (44%). Dining (17%) and grocery shopping (16%) are often visitors' primary reason.***
- ▶ ***Capitol Hill dining (48-52%) and recreation (44-50%) are popular for a near-majority of neighborhood residents and visitors alike. Events/Entertainment (39%) is a key draw for those living outside the neighborhood.***
- ▶ ***Infrequent visitors see events/entertainment (47% mentioned) as a very prominent driver for visiting Capitol Hill, exceeded only by restaurants and dining (56%).***
- ▶ ***A majority (50%+) of residents see the neighborhood as their primary destination for each type of trips tested. Even without living in Capitol Hill, a near-majority (46%) of residents view the neighborhood as their primary destination for restaurants and dining.***
- ▶ ***A strong majority (86%) of visitors report spending money during their visit to Capitol Hill. Those driving/carpooling to the neighborhood report spending more money (60% over \$25) than those who took other modes of transportation (46% over \$25).***

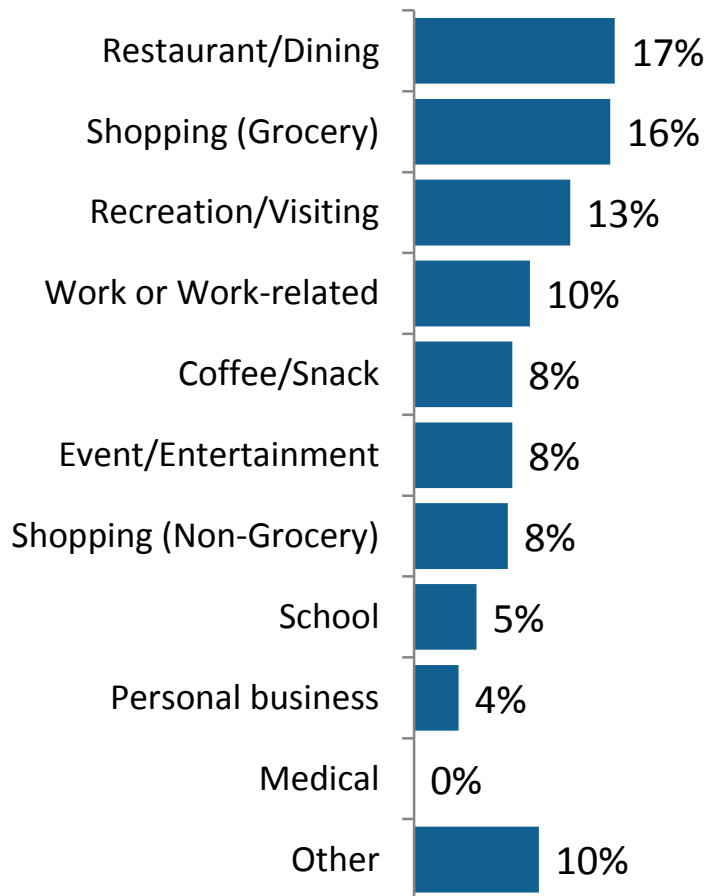
Top 3 Reasons for Typical Visit - Overall

Visitors cite a wide mix of popular reasons for visiting Capitol Hill lead by dining (50%) and recreation (44%). Dining (17%) and grocery shopping (16%) are often visitors' primary reason.

Top 3 Responses Combined



First Choice

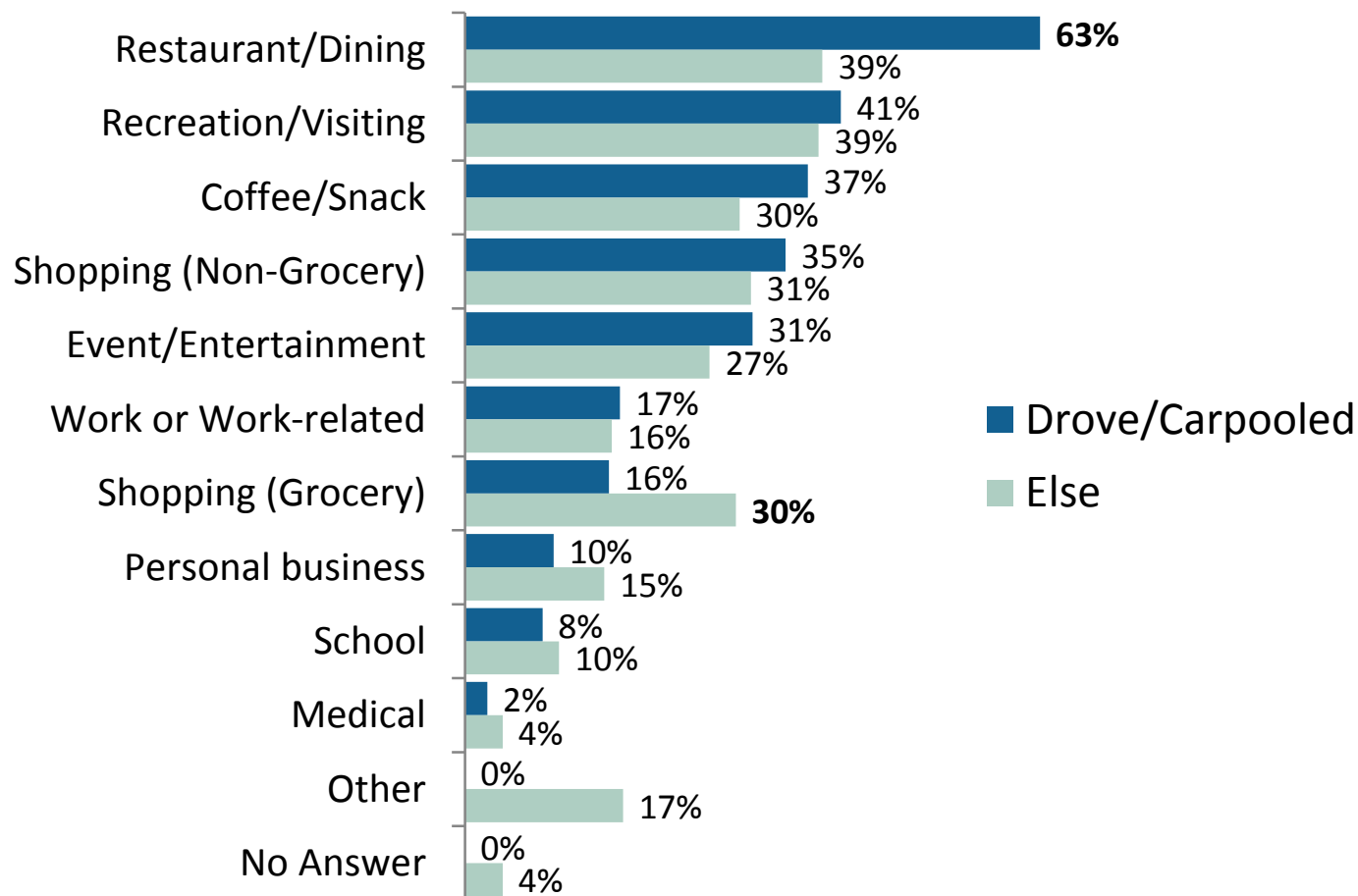


* Note: Full options read "Recreation (Hang out, meeting someone, workout)" and "Personal business (i.e., lawyer, grooming)."



Top 3 Reasons Visiting Today: Personal Vehicle/Else

For the current visit, those who drove or carpooled overwhelmingly came for dining (63% mentioned) while those traveling by other modes (bus/walk/bike) were uniquely interested in grocery shopping. Many categories (recreation, coffee/snack, entertainment, etc.) were prominent for both visitor groups.

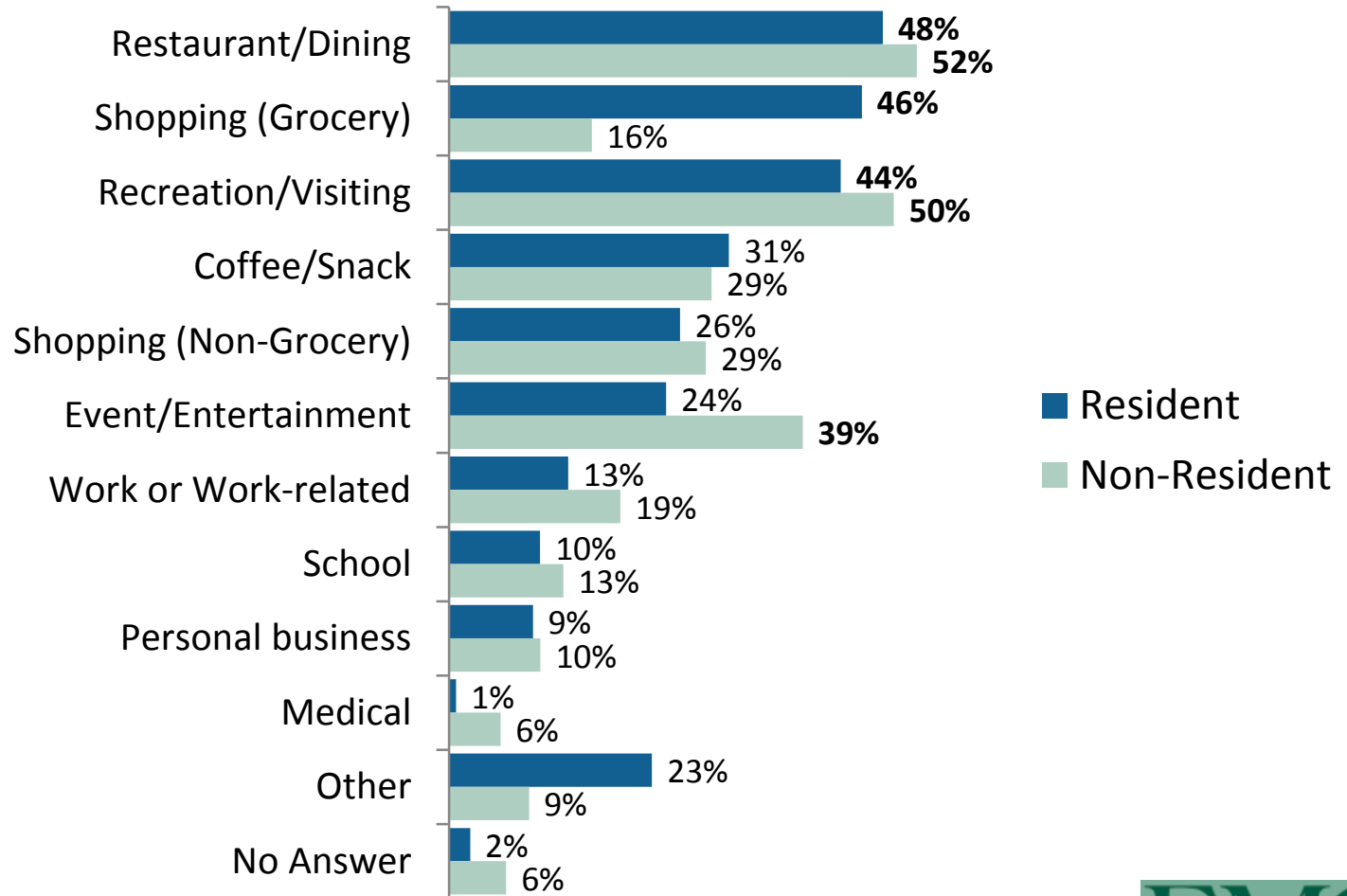


Q4. Please rank **up to three** of the top reasons you are visiting Capitol Hill **TODAY**.



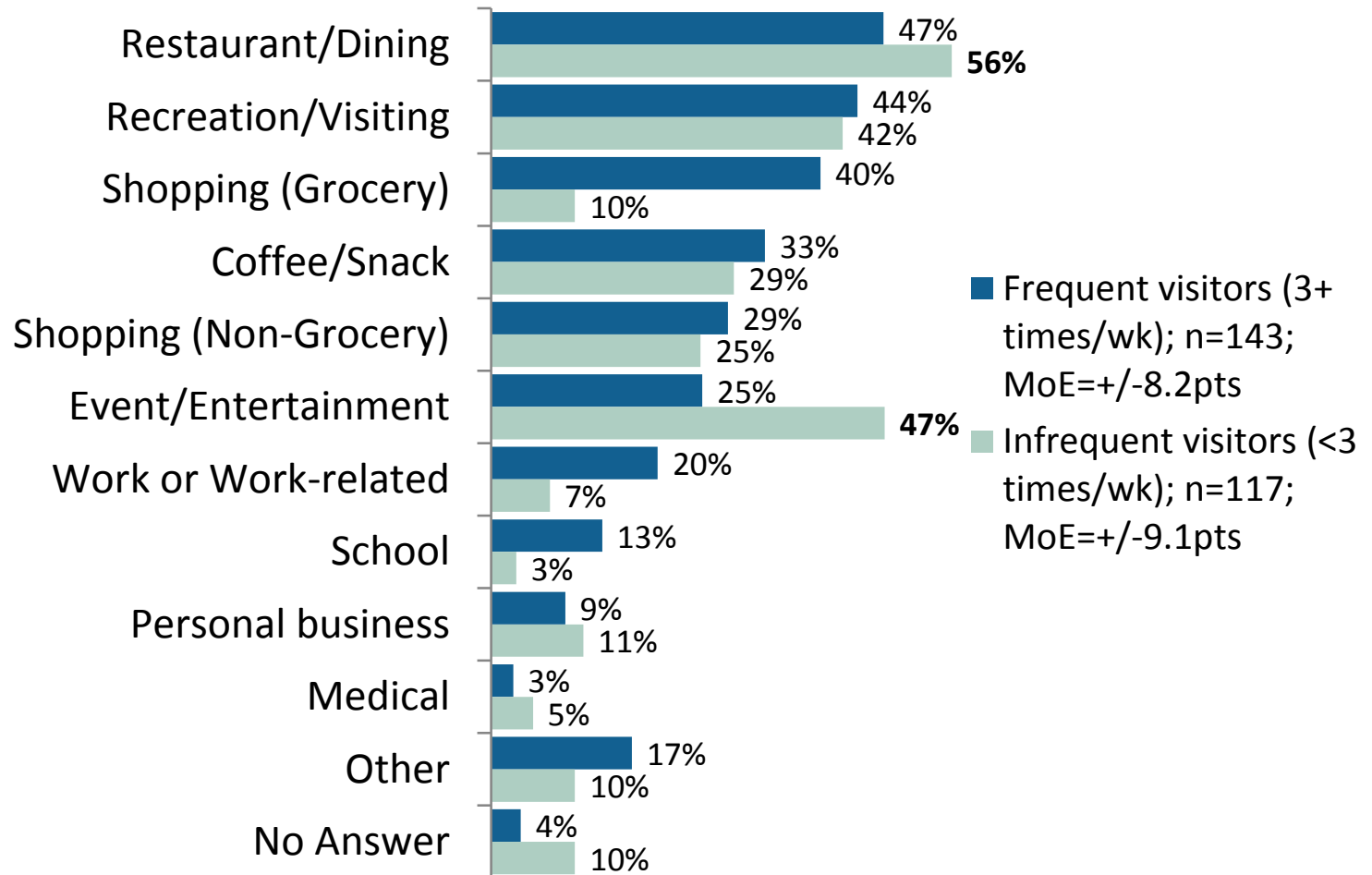
Top 3 Reasons for Typical Visit: Residents/Non-Residents

Capitol Hill dining (48-52%) and recreation (44-50%) are popular for a near-majority of neighborhood residents and visitors alike. Events/Entertainment (39%) is another key draw for those living outside the neighborhood.



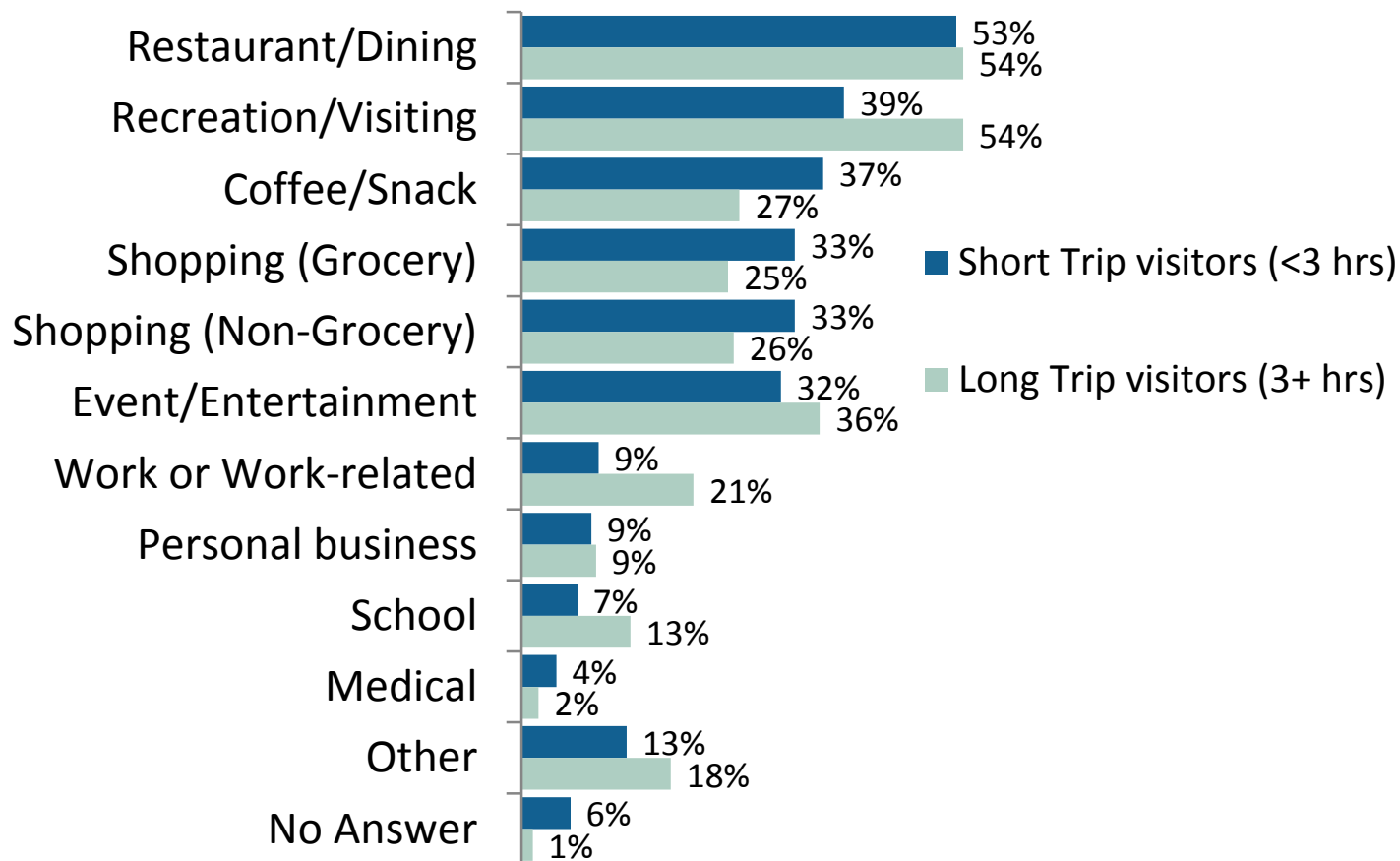
Top 3 Reasons for Typical Visit: Frequent/Infrequent visitors

Infrequent visitors see events/entertainment (47% mentioned) as a very prominent driver for visiting Capitol Hill, exceeded only by restaurants and dining (56%).



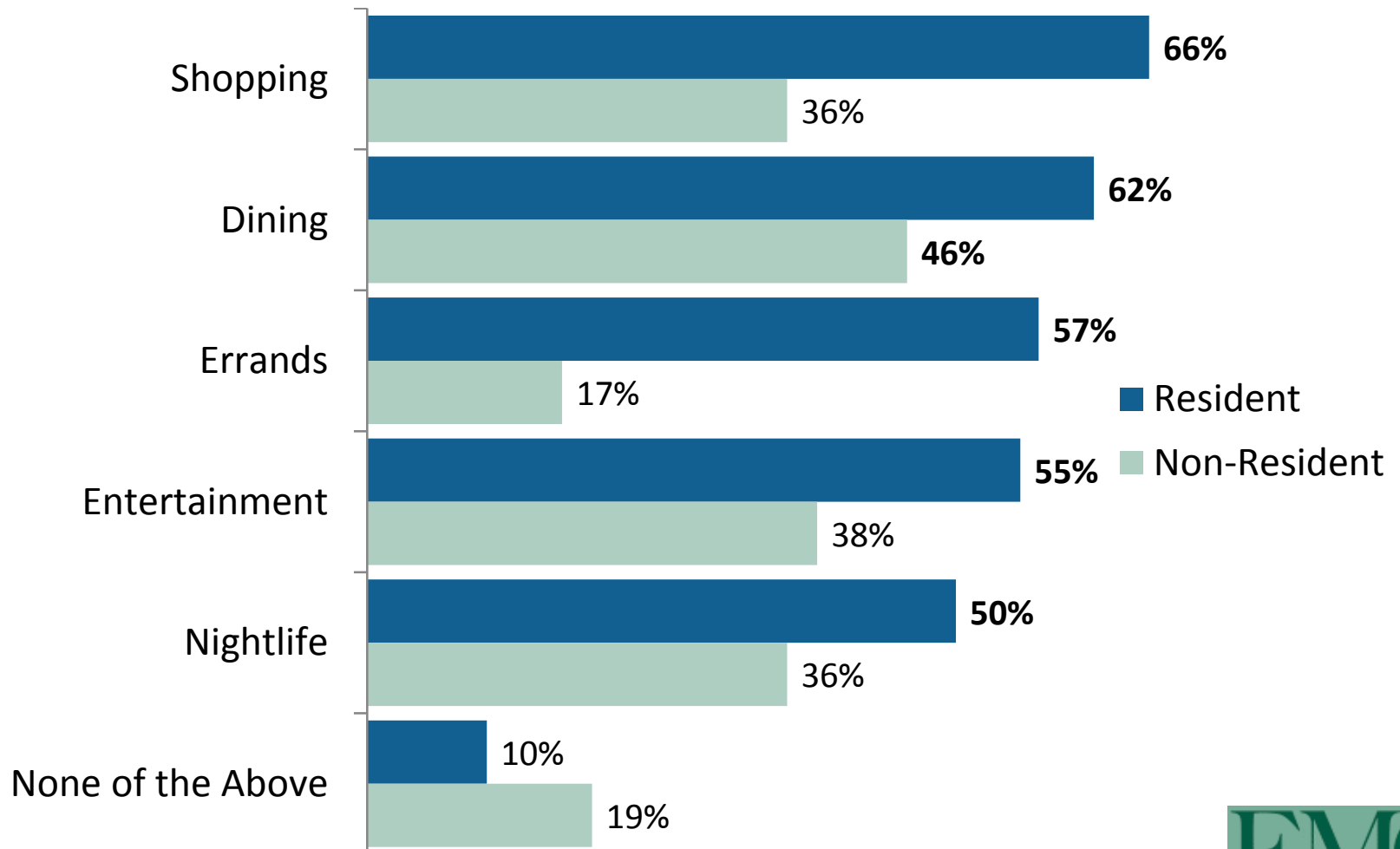
Top 3 Reasons for Typical Visit: Visit Duration

Respondents making both long and brief visits to Capitol Hill have very similar priorities, with restaurants/dining leading the list. Recreation/visiting and dining (54% each) are key drivers for a majority of those with longer visits.



Primary Destination for Activities

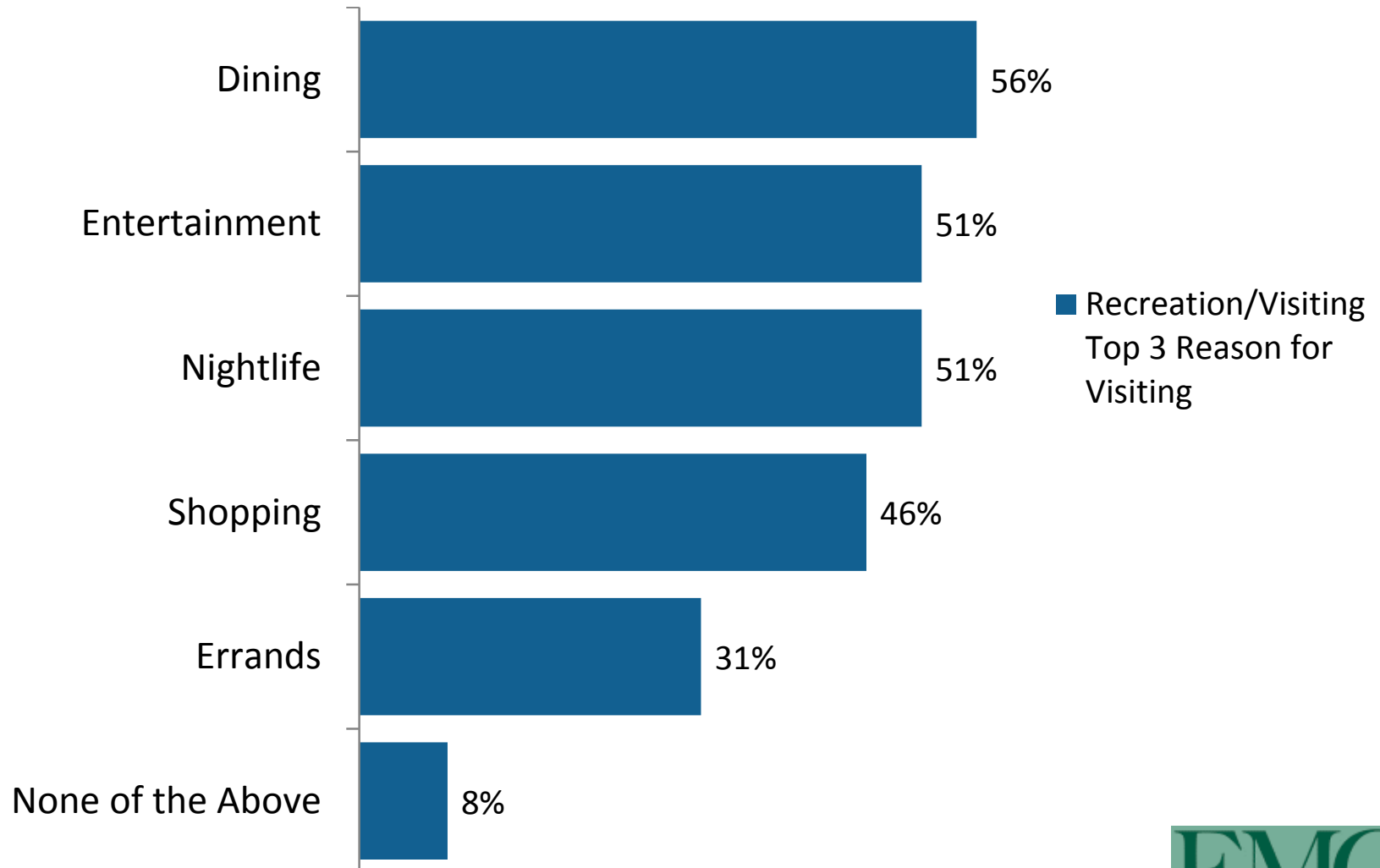
A majority (50%+) of residents see the neighborhood as their primary destination for each type of trips tested. Even without living in Capitol Hill, a near-majority (46%) of residents view the neighborhood as their primary destination for restaurants and dining.



Q15. Please mark the box(es) below if Capitol Hill is your primary destination for each of the following types of activities.

Primary Destination for Activities

Those who cited coming for recreation/visiting see Capitol Hill as their primary destination for dining (56%) as well as nightlife and entertainment (both 51%) in equal measure.

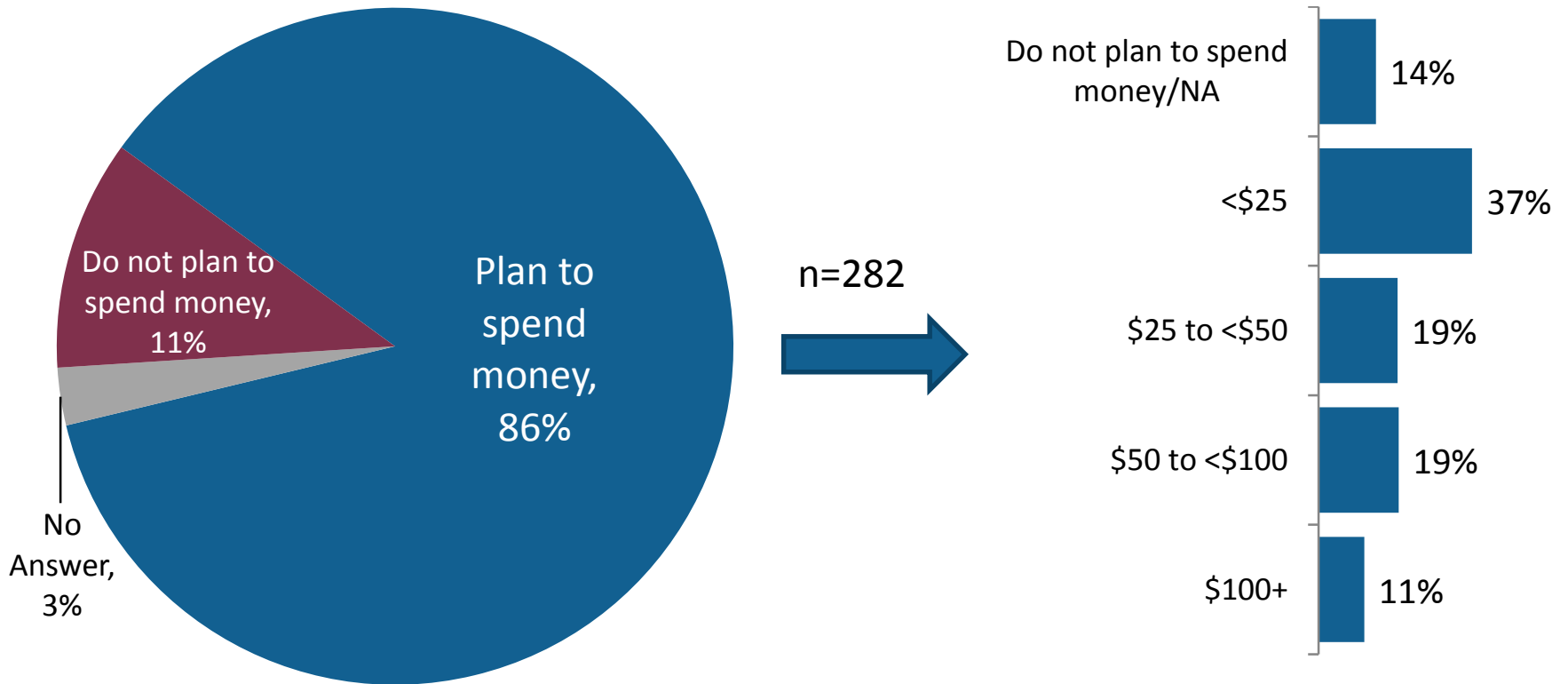


Q15. Please mark the box(es) below if Capitol Hill is your primary destination for each of the following types of activities.

Spending

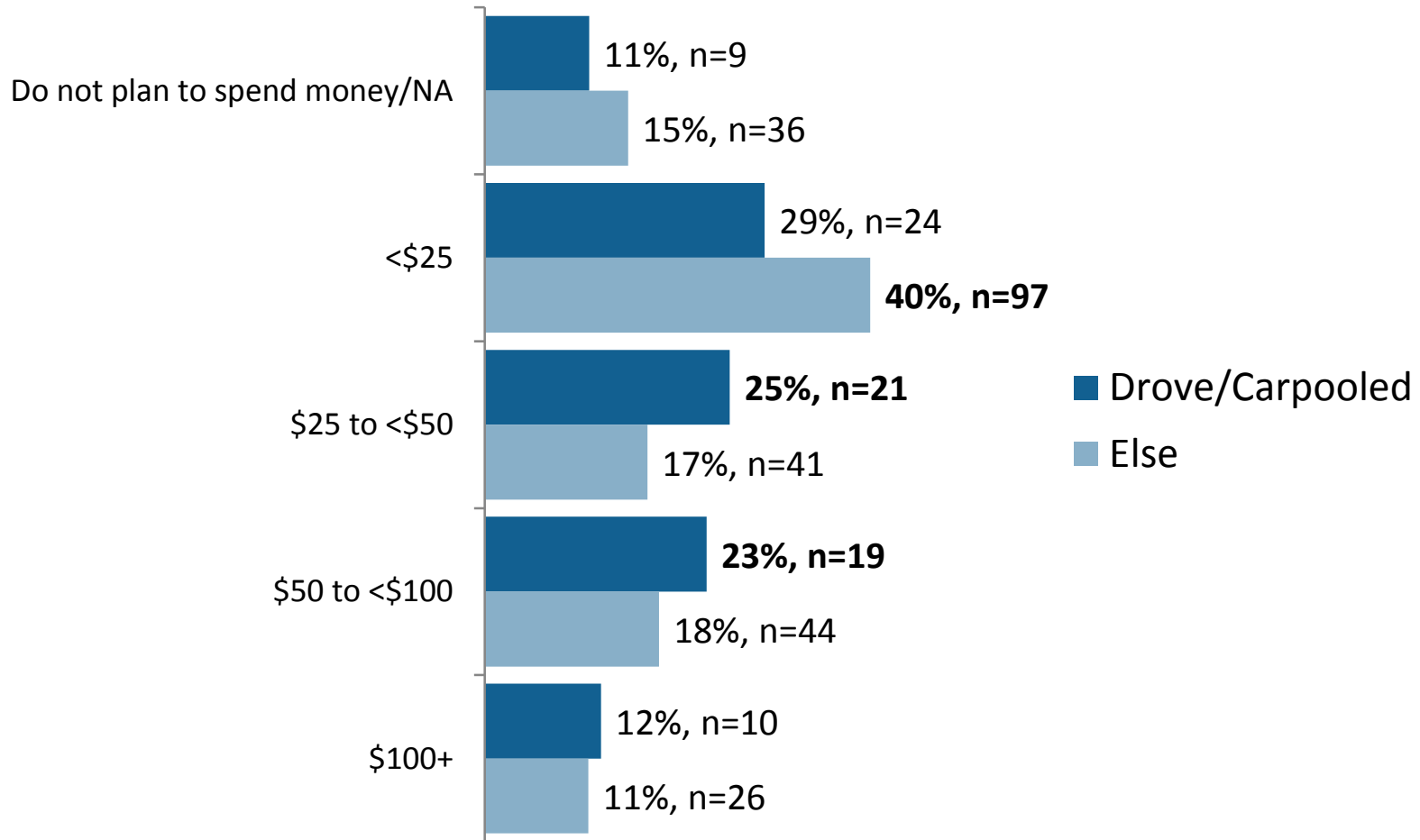
A strong majority (86%) of visitors report spending money during their visit to Capitol Hill.

How much money to you plan to spend?



Spending

Those driving/carpooling to Capitol Hill report spending more money (60% over \$25) than those who took other modes of transportation (46% over \$25).

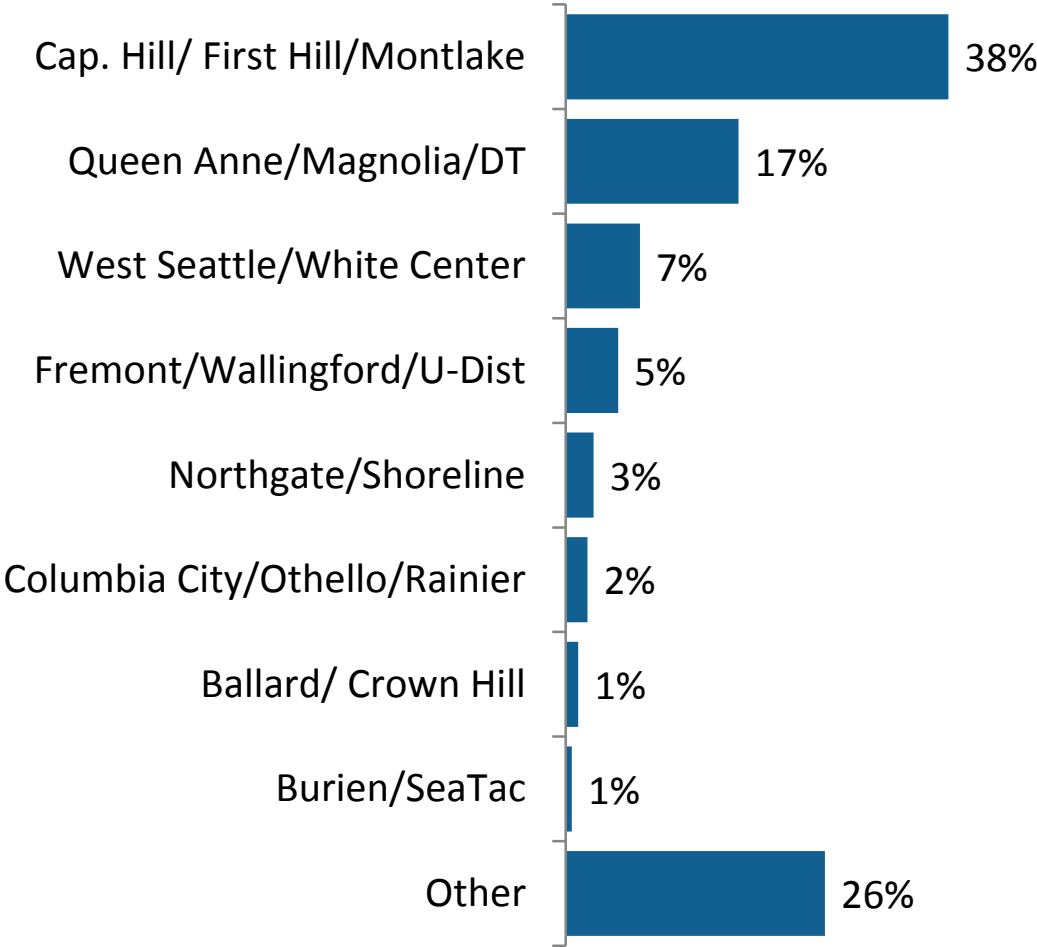


Demographics

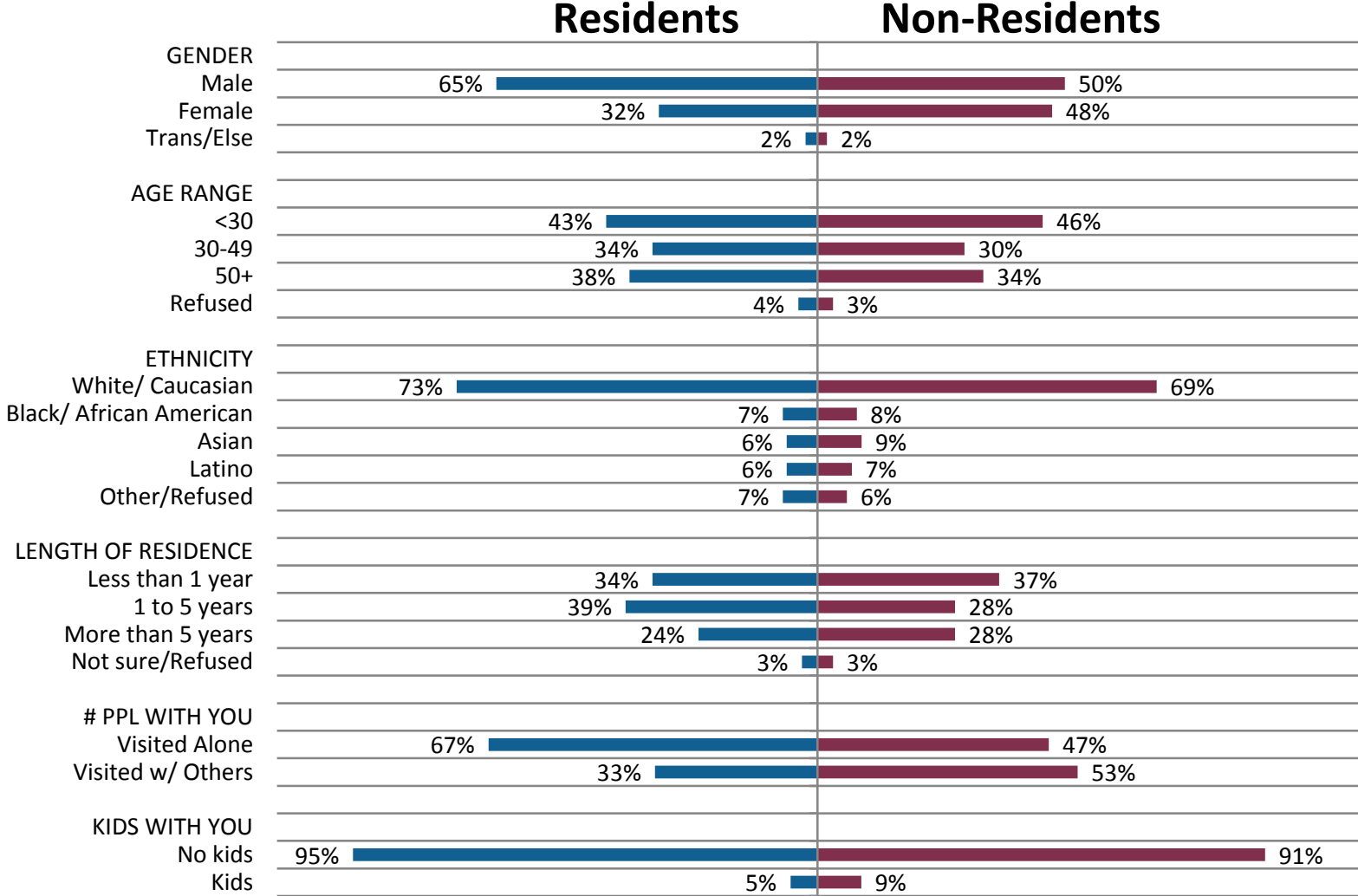


Geography

Respondent origin areas (based on home zip code)



Pike/Pine Visitor Demographics



Contacts



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