



University District Neighborhood Intercept Survey

Conducted for the
Seattle Department of Transportation
January 2017

Survey Objectives

◆ Purpose

- To better understand behaviors among visitors to the University District.

◆ Objectives

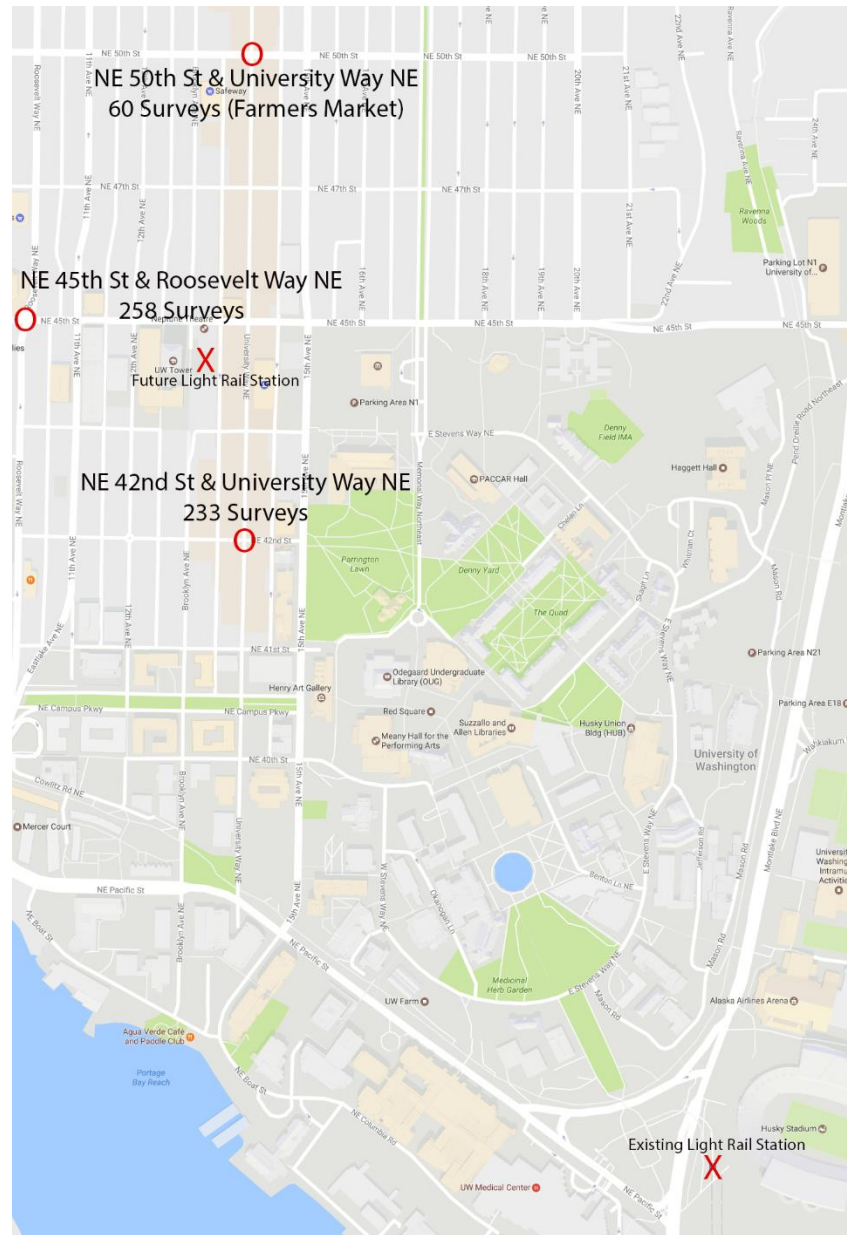
- Gauge the general frequency and length of stay of visitors.
- Investigate the key reasons for visiting.
- Understand how visitors travel to/from the business district and parking behaviors of those who drive or carpool.
- Identify ways the City can help to sustain and improve visitation to the area.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

Methodology

- A total of 551 interviews were completed in the University District with an overall margin of error of +/-4.1% at the 95% confidence level.
- Two-interviewers were on-site to distribute and collect surveys and help respondents as needed. Interviewing took place over the following dates and times (all in 2016).
 - ❖ October 26th: 11:00am – 3:00pm; 45th & Roosevelt (56 surveys completed)
 - ❖ October 27th: 10:00am – 2:00pm; 42nd & University (69 surveys completed)
 - ❖ October 28th: 2:00pm – 6:00pm; 45th & Roosevelt (69 surveys completed)
 - ❖ October 29th: 1:00pm – 8:00pm; 42nd & University (95 surveys completed)
 - ❖ November 1st: 2:00pm – 6:00pm; 45th & Roosevelt (61 surveys completed)
 - ❖ November 2nd: 2:00pm – 6:00pm; 45th & Roosevelt (72 surveys completed)
 - ❖ November 4th: 4:00pm – 8:00pm; 42nd & University (69 surveys completed)
 - ❖ November 12th: 10:00am – 2:00pm; 50th & University (60 surveys completed) – Focus on Farmer’s Market
- Surveys were available in English, Chinese, Vietnamese, and Spanish.
 - ❖ There were no completed surveys in Chinese, Vietnamese, nor Spanish

Survey Locations

- The map to the right displays the locations where interviews were conducted (indicated by red circles)
- The map also displays the location of the existing and future Link Light Rail stations (indicated by red X)



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.

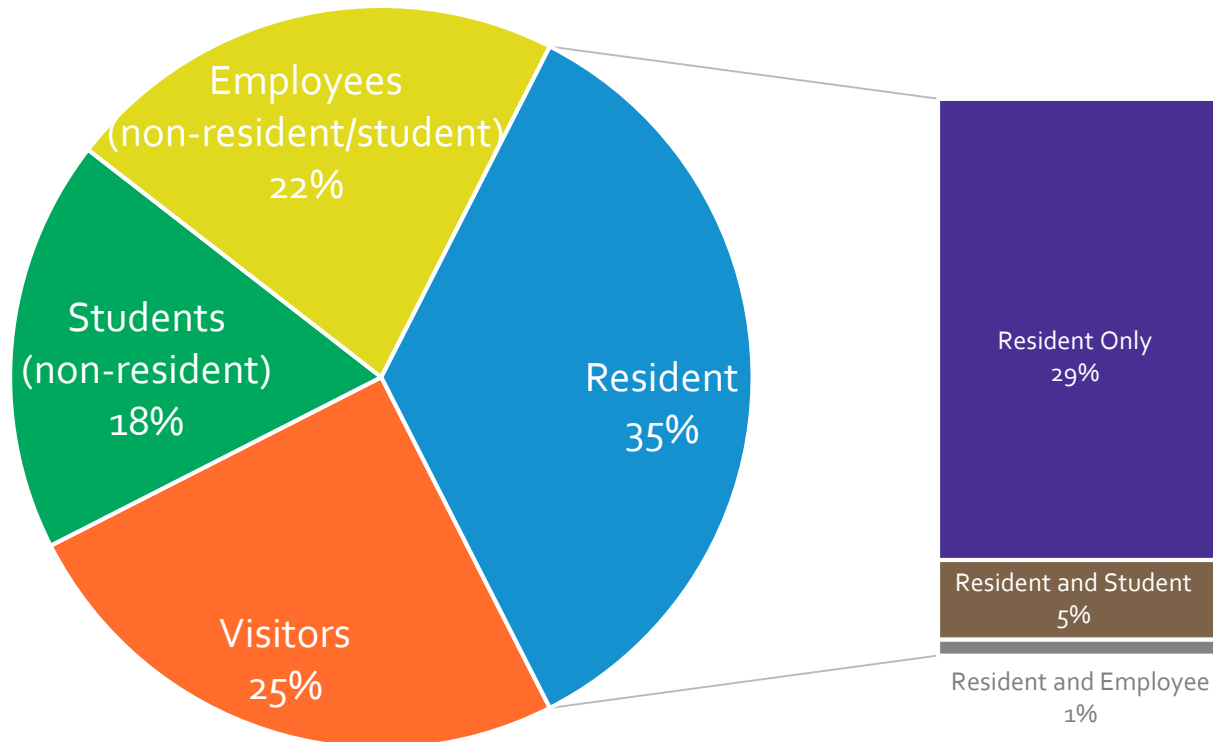
Living, working, and going to school in the U-District

Neighborhood Residence

One-third of respondents (35%) consider themselves residents of the University District.

- Most residents do not work or attend school in the U-district.*

Twenty-two percent (22%) of respondents work in the U-District, 18 percent are non-resident students, and 25 percent are visitors.



Q1: What is the main reason you're in the U-District today?

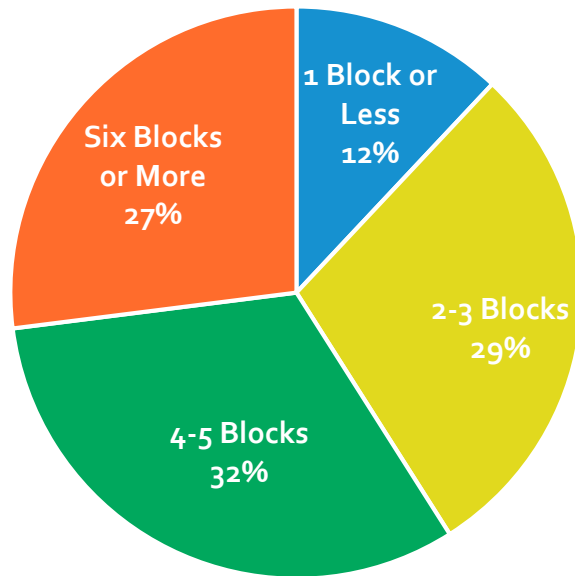
Resident's are those who indicated they live in the U-District, regardless of student or employment status.

Base: All respondents (n=551)

Distance From and Time Lived near 15th Ave NE

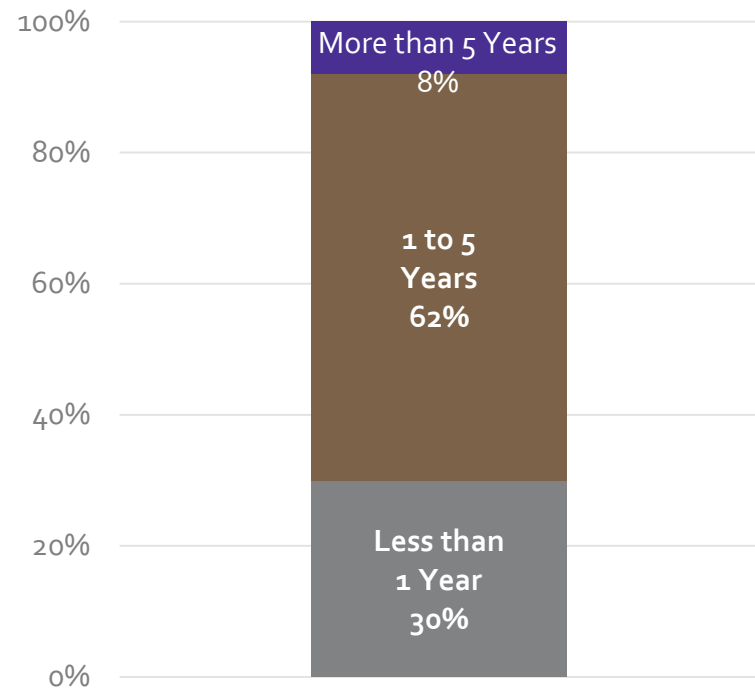
Forty-one percent (41%) of residents live within three blocks of the U-District Business District and one-third (32%) live 4-5 blocks away. Nearly all (92%) of residents have lived in the U-district for less than 5 years.

Distance



Q1C: How many blocks do you live from here?
Base: Residents (n=192)

Tenure



Q1D: How long have you lived at your current residence?
Base: Residents (n=192)

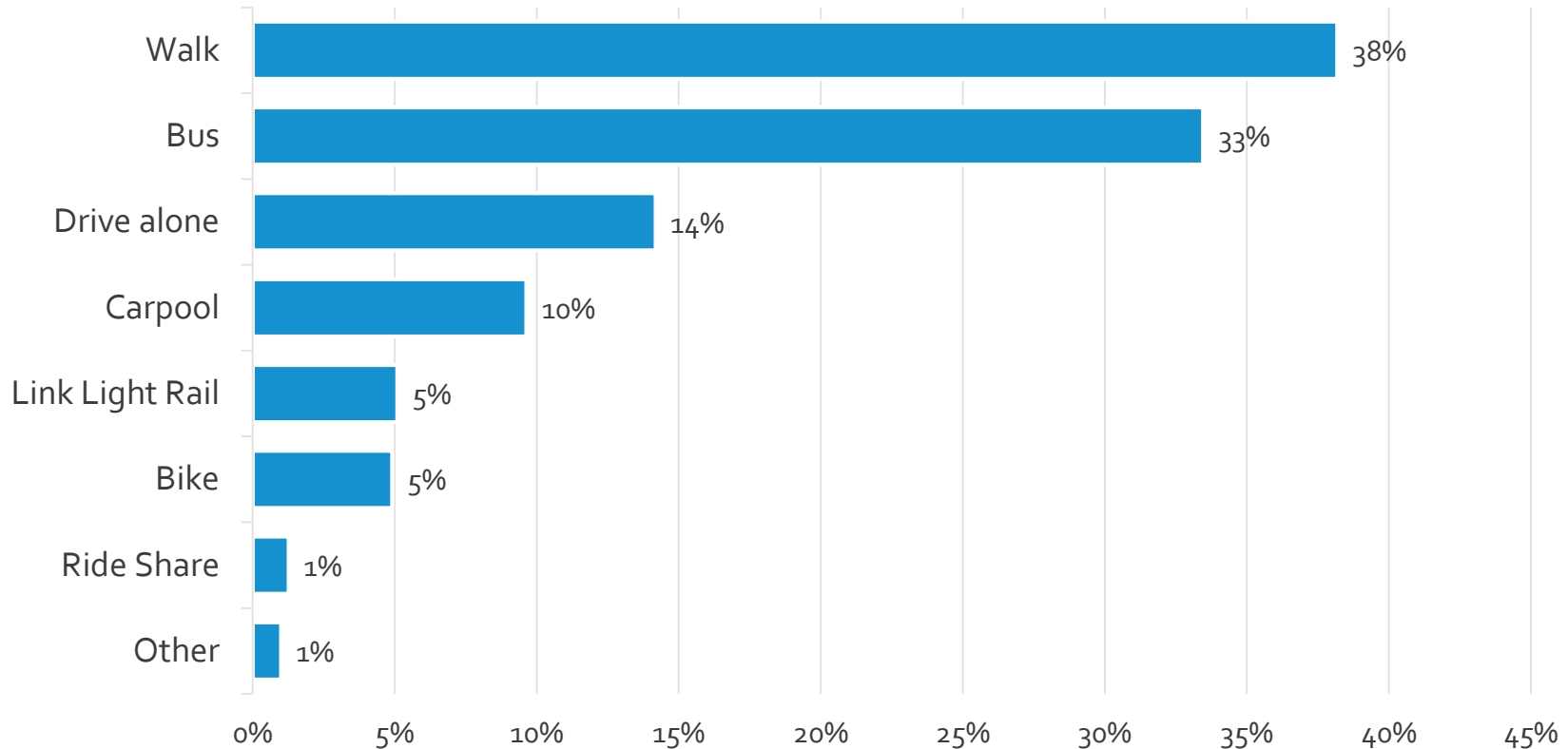
Travel Behavior

Travel Behavior Findings

- ◆ Three quarters (76%) of respondents used alternative transportation modes to get to the University District.
- ◆ Walking and taking a bus are the most common travel modes to the U-District.
- ◆ Residents are the most likely group to have walked to the area.
- ◆ Students and employees are most likely to take public transportation.
- ◆ Convenience is the leading driver for those who use a personal vehicle and public transportation
- ◆ Those who choose to walk or bike do so primarily because of distance/it is close and for convenience.

Travel Mode – All Respondents

Walking (38%) and taking a bus (33%) are the most common travel modes to the U-District. Fourteen-percent (14%) drove alone and 10 percent carpooled to the U-District. Light rail only accounts for 5 percent, likely because the stop is on the south side of campus.



Q2B: How did you travel to the area? Multiple response: may sum to > 100%

Base: All respondents (n=551)

"Other" includes taxi, ride share, bike share, car share, and other responses.

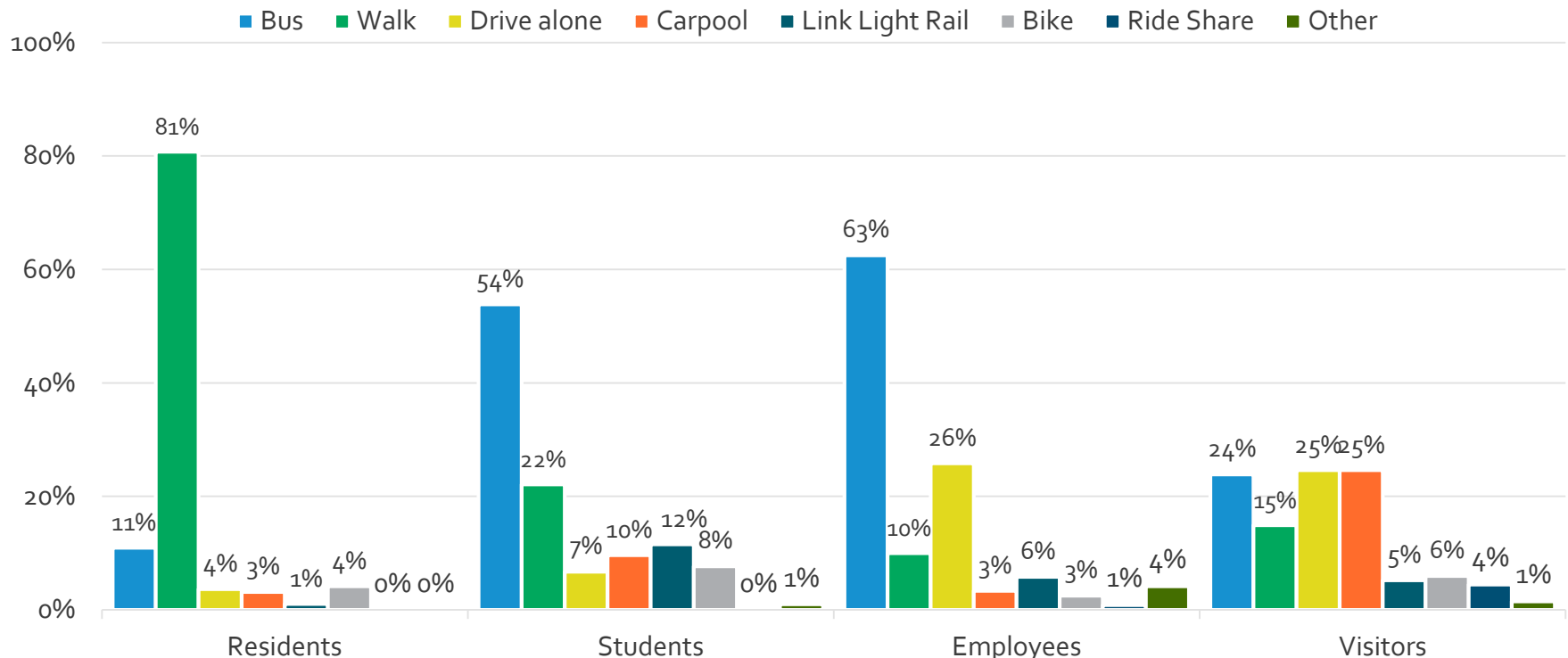
Travel Mode – Residents vs. Others

Residents are the most likely group to have walked to the area.

Students and employees are most likely to take public transportation—notably buses.

- However one quarter of employees (26%) drive alone.*

Visitors have varied travel patterns and are equally likely to use transit, drive alone, or carpool.



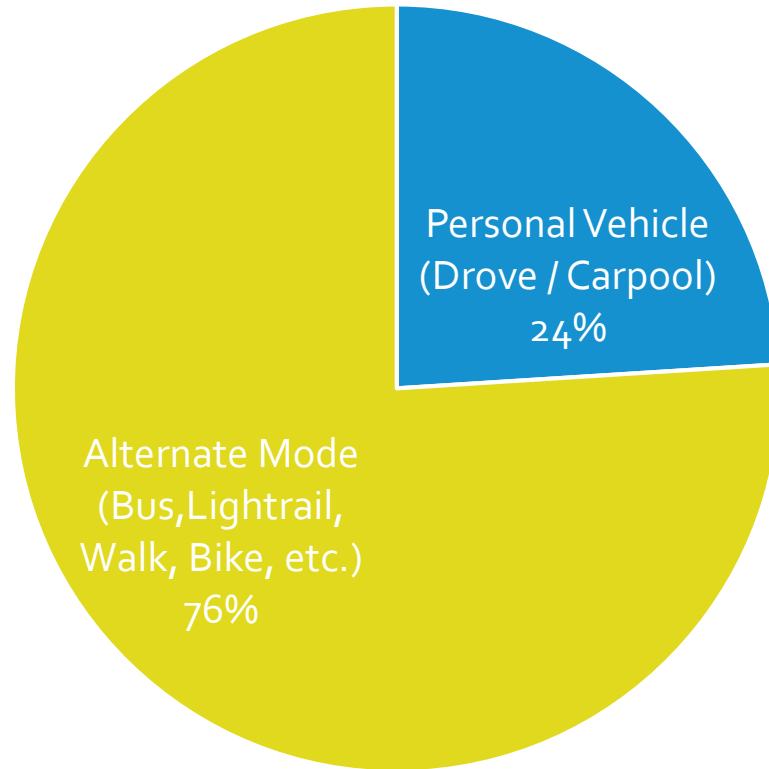
Q2B: How did you travel to the area?

Multiple response: may sum to > 100%

Base: Residents (n=192) – Students (n=104) – Employees (n=120) – Visitors (n=135)

Combined Travel Modes

Three quarters (76%) of respondents used alternative transportation modes to get to the University District. Alternative modes include all modes other than driving alone or carpooling.



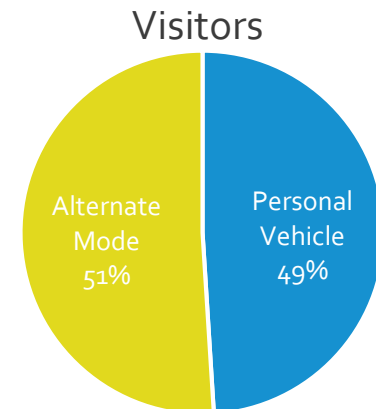
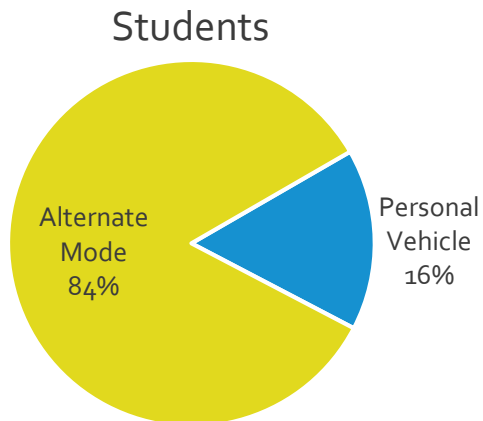
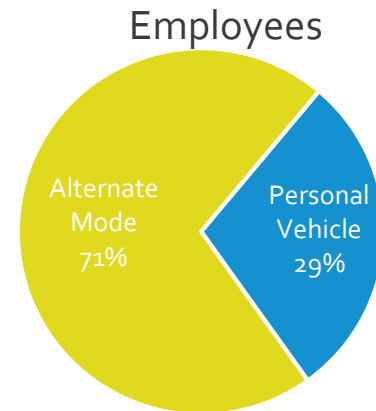
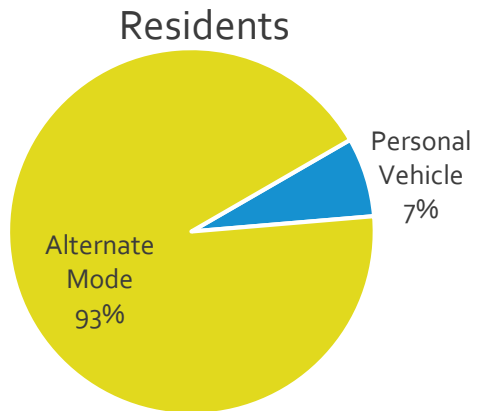
Q2B: How did you travel to the area?

Personal vehicle is anyone who drove alone or carpoled either to the U-District.

Base: All respondents (n=551)

Combined Travel Modes – Residents vs. Others

Visitors are the most likely to use a personal vehicle followed by employees, then students.



Q2B: How did you travel to the area?

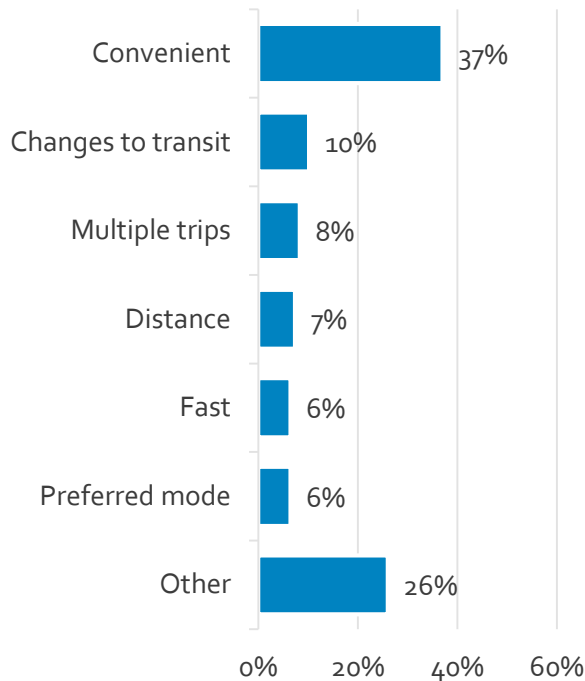
Personal vehicle is anyone who drove alone or carpooled either to the U-District.

Base: Residents (n=192) – Students (n=104) – Employees (n=120) – Visitors (n=135)

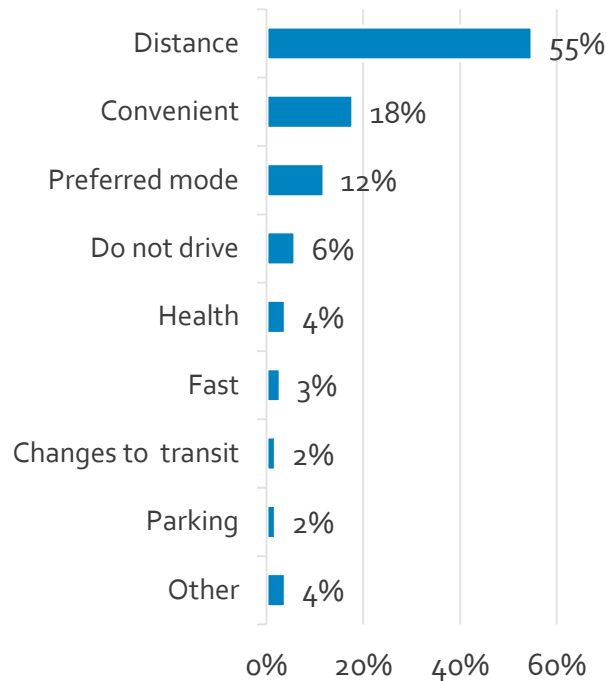
Reason for Choosing Mode

Convenience is the leading driver for those who use a personal vehicle (37%) and public transportation (44%). Those who choose to walk or bike do so primarily because of distance/it is close (55%) followed by convenience (18%).

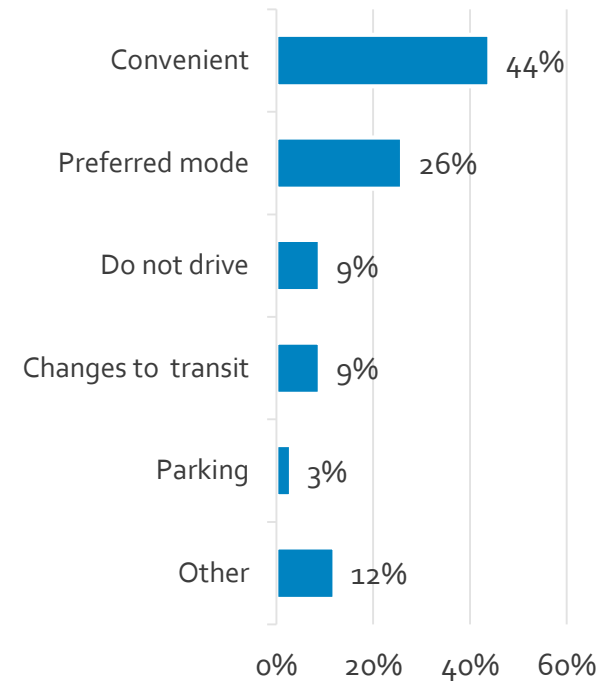
Personal Vehicle



Walk / Bike



Transit



Q2B: How did you travel to the area? / Q2C: What is the main reason you chose to get here with that mode?

Multiple response: may sum to > 100% Base: Personal Vehicle (n=131) – Walk/Bike (n=236) – Public transit (n=194)

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

Travel Mode By Origin of Non-Residents

	Drove Alone	Carpool	Walk/Bike	Bus	Link Light Rail	Other
Downtown (n=37)	24%	22%	5%	46%	14%	0%
East Side (n=16)	31%	19%	0%	50%	0%	0%
Kitsap County (n=03)	0%	33%	0%	33%	67%	67%
Northeast Seattle (n=74)	22%	15%	21%	44%	7%	0%
Northwest Seattle (n=54)	17%	7%	24%	54%	6%	0%
Out of State (n=20)	10%	45%	20%	0%	0%	25%
Pierce County (n=19)	11%	5%	5%	95%	11%	16%
Snohomish County (n=29)	21%	10%	7%	66%	0%	3%
South King County (n=21)	10%	0%	0%	86%	5%	0%
Southeast Seattle (n=11)	27%	18%	9%	36%	36%	0%
Southwest Seattle (n=13)	54%	0%	8%	38%	15%	0%
Washington (n=10)	30%	20%	10%	40%	10%	10%
West Seattle (n=06)	83%	17%	0%	0%	0%	0%

Q2B: How did you travel to this area? Multiple response: may sum to > 100%

Location based on zip code

Base: Non-Residents (n=359) Note: only 313 non-residents provided locatable zip codes

Parking and Access

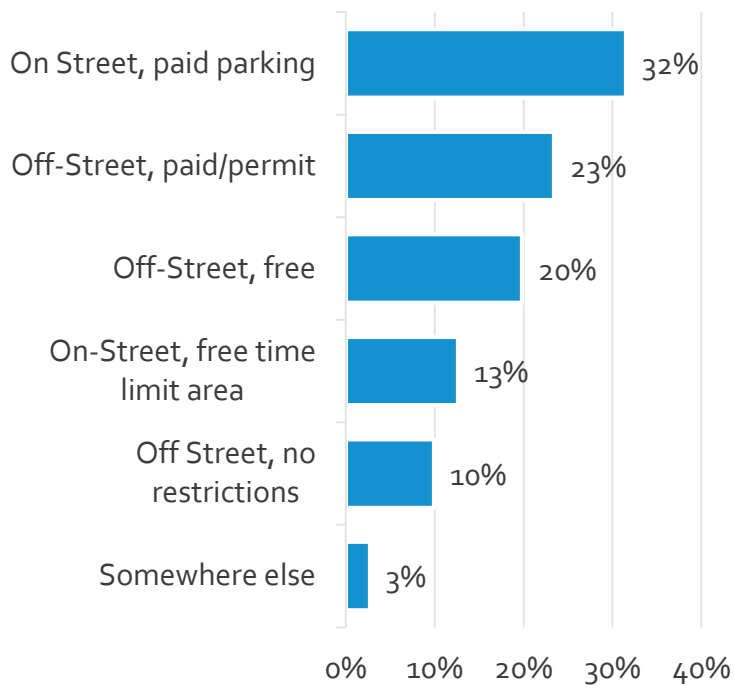
Parking and Access Findings

- ◆ Over half of those who took a personal vehicle parked in a paid parking spot.
- ◆ Nine out of ten parked within three blocks of their final destination.
- ◆ Nearly two-thirds of those who park during the week, pay for their parking spot.
- ◆ Nearly two-thirds of weekend visitors also pay for parking.

Parking Place and Time to Find

Over half (55%) of those who took a personal vehicle parked in a paid parking spot. Nine out of ten (90%) parked within three blocks of their final destination.

Place of Parking

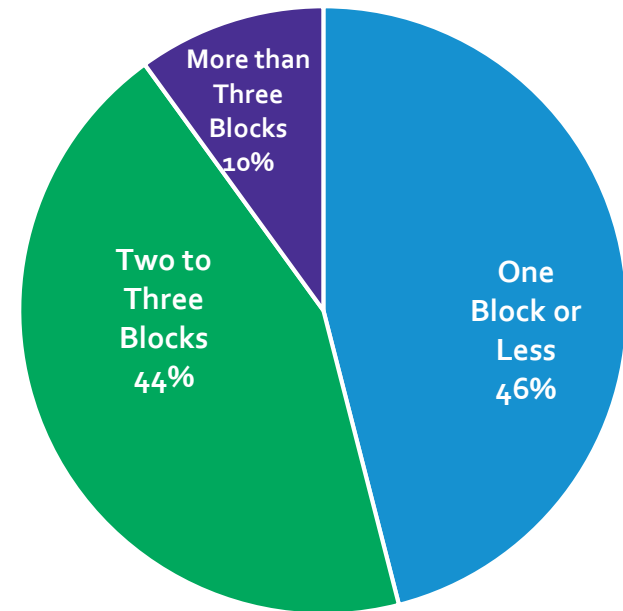


Q3A: Did you park on or off the street

Base: Respondents who drove alone or carpooled to the area (n=131)

Distance to Parking Spot

Mean=2.22 Blocks

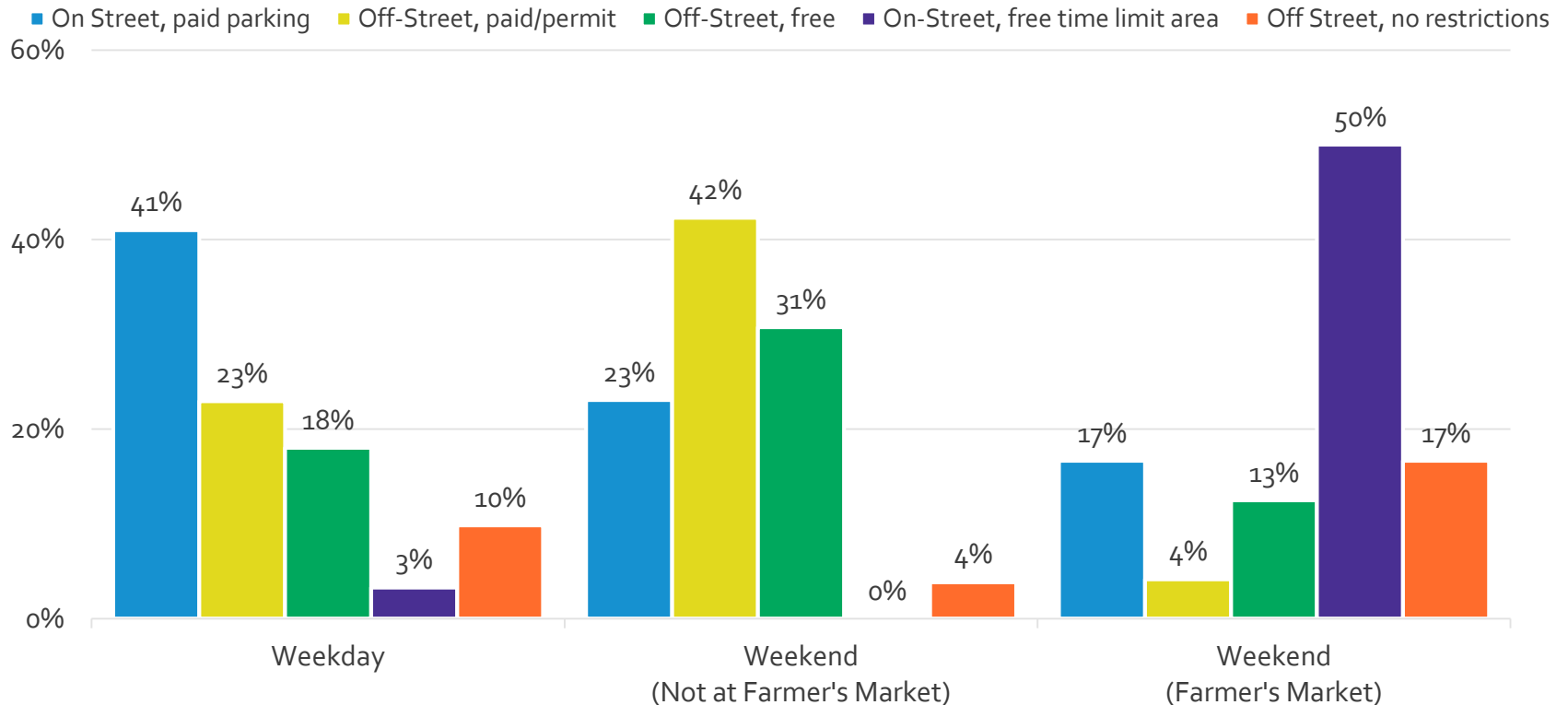


Q3B: How many blocks away from your destination did you park?

Base: Respondents who drove alone or carpooled to the area (n=131)

Parking by Day of Week

Nearly two-thirds (64%) of those who park during the week, pay for their parking spot. Roughly the same percent (65%) of weekend visitors also pay for parking. The exception is those who were interviewed at 50th and University during the farmers market. Eighty percent (80%) of these respondents found free parking.



Q3A: Did you park on or off the street?

Base: Respondents who drove alone or carpooled the area (n=131)

Weekday (n=76), Weekend (not Farmer's Market) (n=30), Weekend (Farmer's Market) (n=25)

Duration and Frequency

Duration and Frequency Findings

- ◆ The visit duration is varied, however nearly all respondents spend at least one hour.
- ◆ Employees spend the most time in the U-District's business district while residents and visitors spend the least amount of time.
- ◆ Those who use transit generally stay for longer than those who use other modes to travel to the U-District.
- ◆ Residents, students and employees are likely to visit the U-District multiple times per week while visitors generally visit less than once a week.
- ◆ Those who take a personal vehicle visit less often than those who use other modes.

Duration of Visit

The visit duration is varied, however nearly all respondents spend at least one hour.



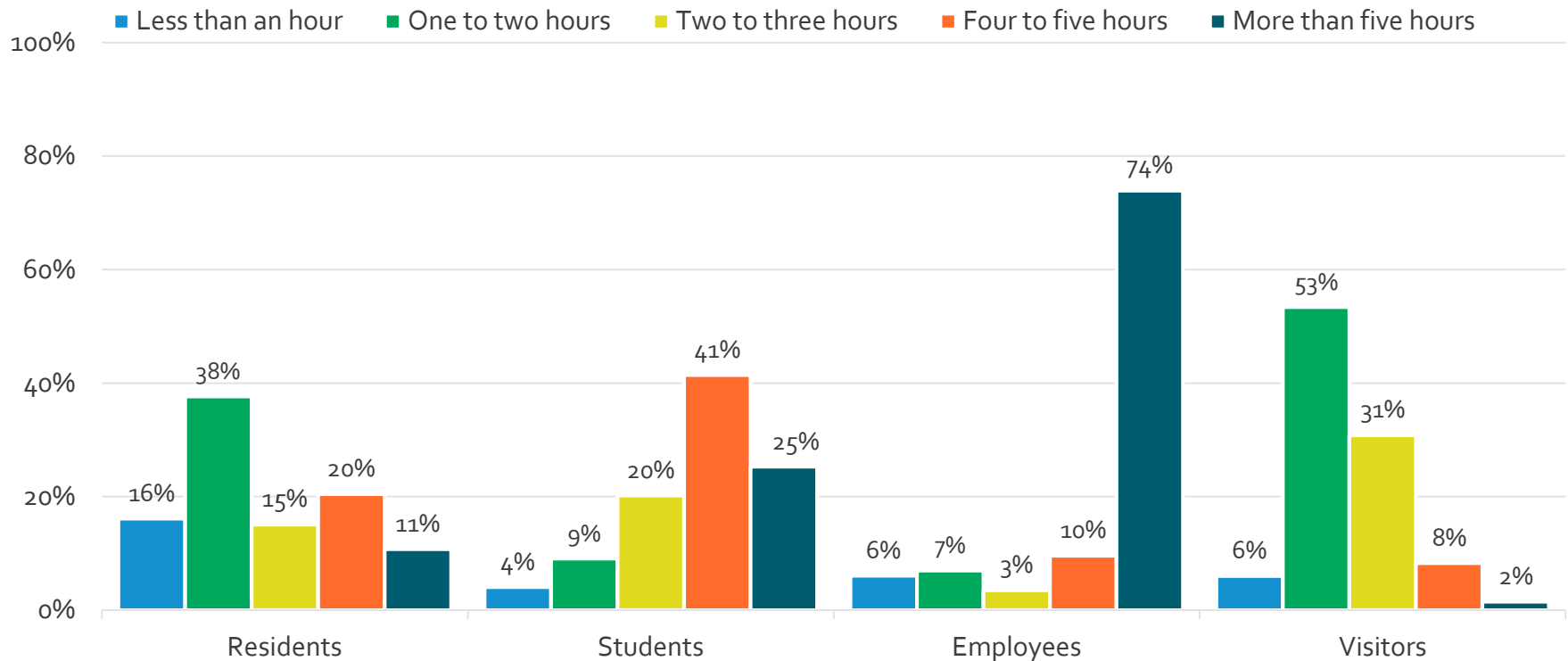
Q4B: How much time do you plan to spend during your visit today?

Base: All Respondents (n=551)

Duration of Visit – Residents vs. Others

Employees spend the most time in the U-District's business district.

- Three-quarters of employees (74%) are there for more than five hours.*
- Two-thirds of students (66%) are in the U-District for at least four hours.*
- Residents and visitors spend the least amount of time in the U-District.*



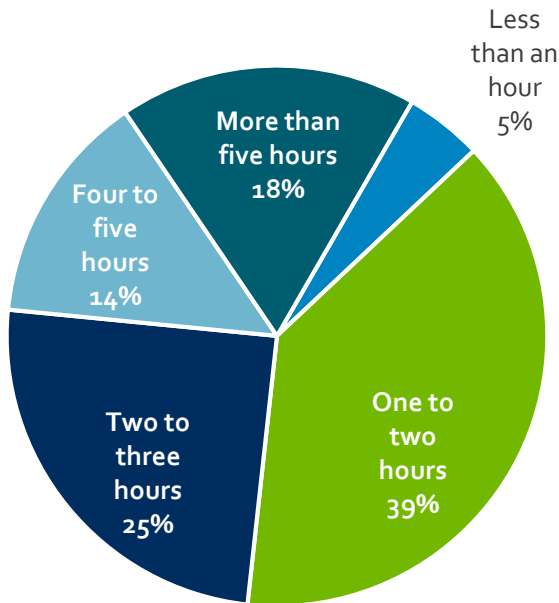
Q4B: How much time do you plan to spend during your visit today?

Base: Residents (n=192) – Students (n=104) – Employees (n=120) – Visitors (n=135)

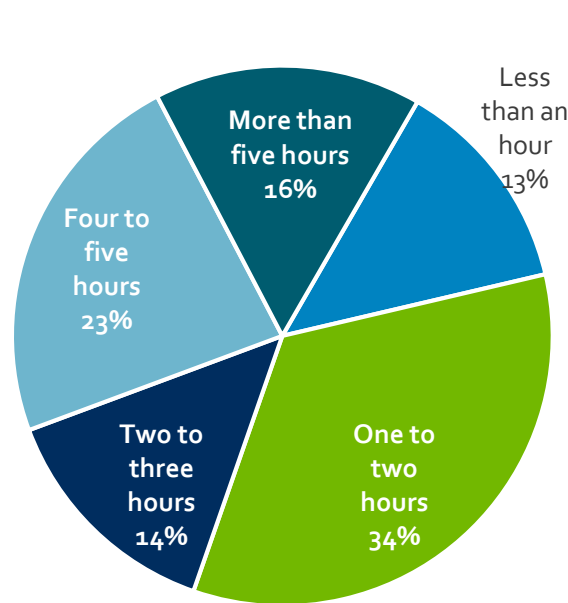
Duration of Visit by Travel Mode

Those who use transit generally stay for longer than those who use other modes to travel to the U-District.

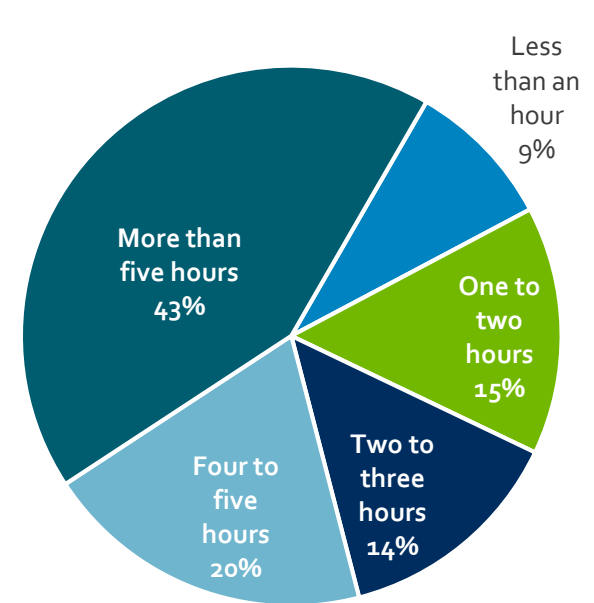
Personal Vehicle



Walk / Bike



Transit



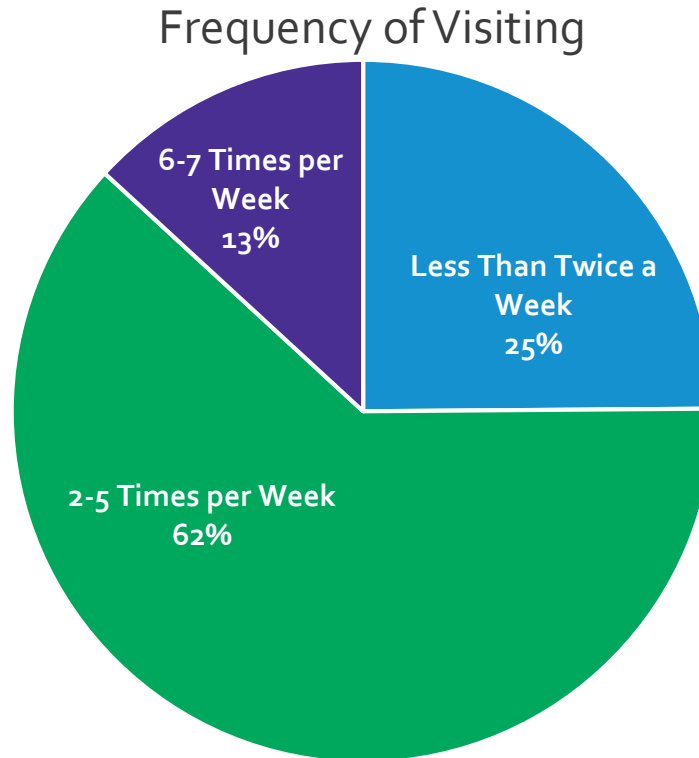
Q4B: How much time do you plan to spend during your visit today?

Base: Personal Vehicle (n=131) – Walk/Bike (n=236) – Public transit (n=194)

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

Frequency of Visits

Nearly two-thirds (62%) of respondents visit the U-District 2 to 5 times per week.

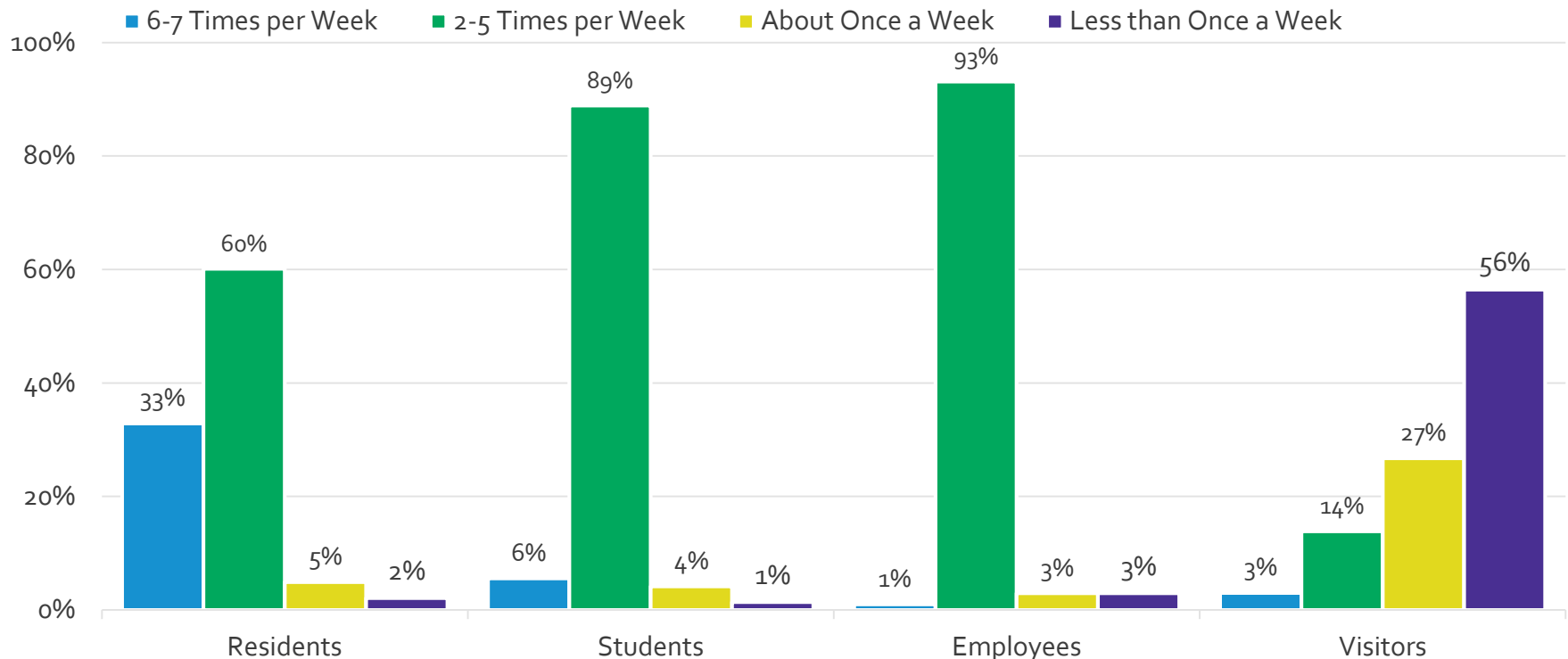


Q6: How often do you typically visit the area?

Base: All Respondents (n=551)

Frequency of Visits – Residents vs. Others

Residents, students and employees are all most likely to visit the U-District's business district two to five times per week.
Visitors are most likely to visit once a week (27%) or less (56%).

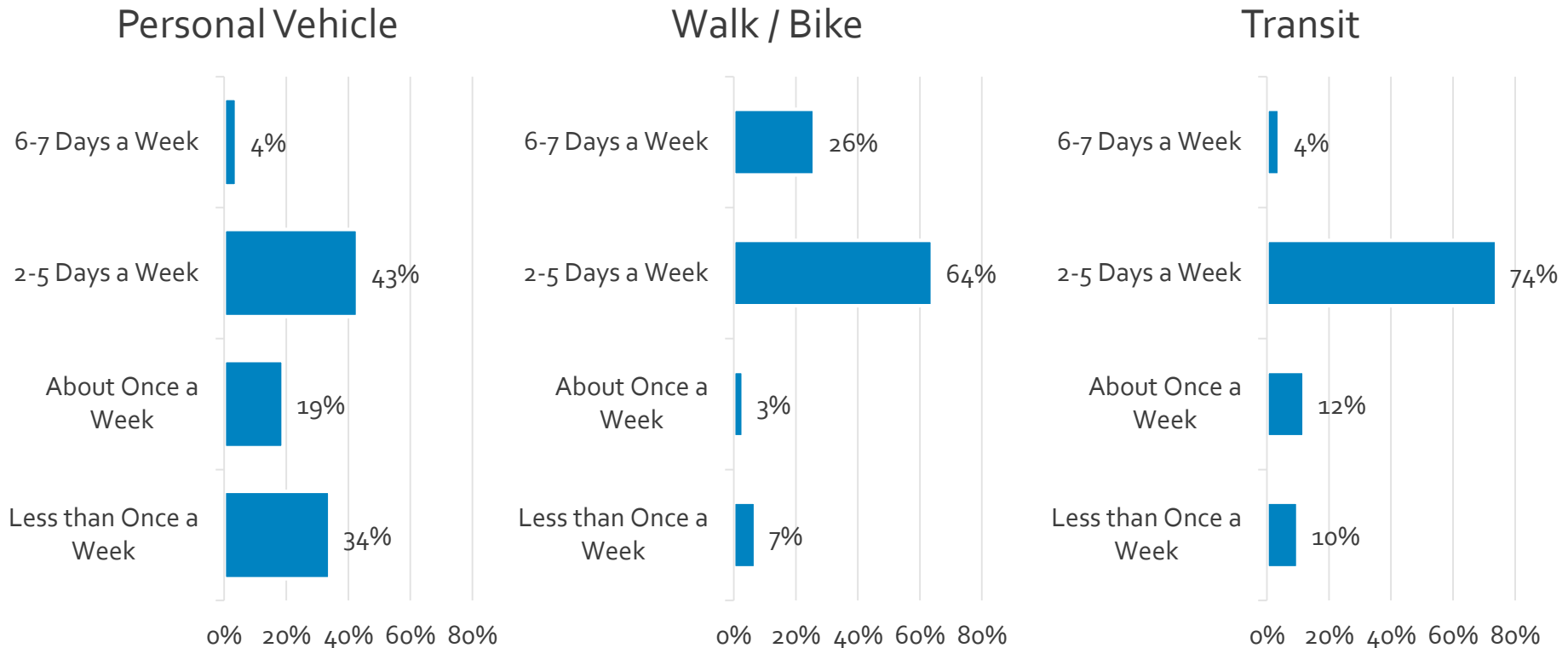


Q6: How often do you typically visit the area?

Base: Residents (n=192) – Students (n=104) – Employees (n=120) – Visitors (n=135)

Frequency of Visits by Travel Mode

Those who take a personal vehicle visit less often than those who use other modes. Conversely, those who walk or bike visit the most often.



Q6: How often do you typically visit the area?

Base: Personal Vehicle (n=131) – Walk/Bike (n=236) – Public transit (n=194)

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

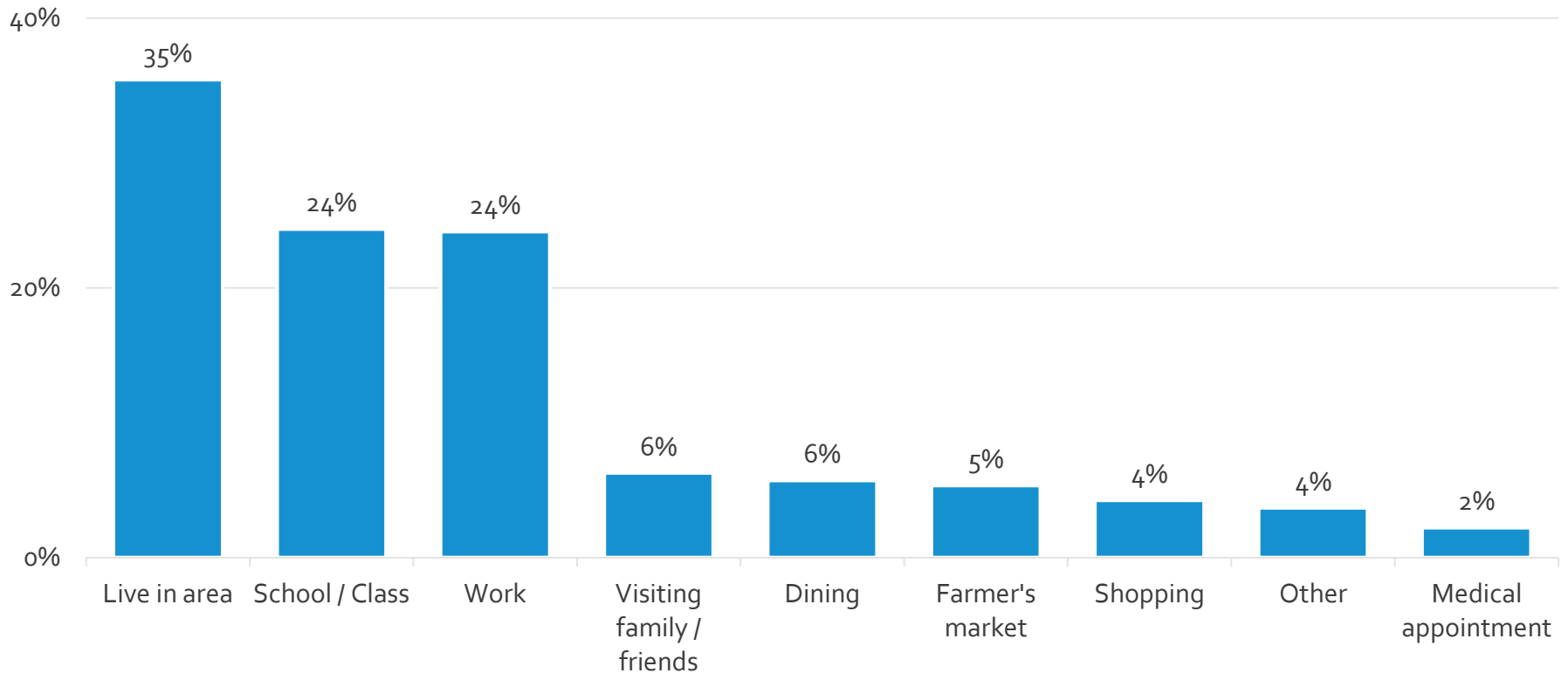
Reasons for Visiting

Reasons for Visiting Findings

- ◆ Most respondents are in the U-District because they live there or because they attend school or work in the area.
- ◆ Work is cited as the main reason among those who take a personal vehicle or use transit to get to the area.
- ◆ School is the second most stated reason for being in the area regardless of travel mode.
- ◆ Three-quarters of respondents typically visit the U-District for food related reasons such as Coffee / Snacks or Dining at a restaurant.
- ◆ About a third visit for school.

Main Reason for Today's Visit

Most respondents are in the U-District because they live there (35%) or because they attend school or work in the area (24%).



Q1: What is the main reason you're in the U-District today?

Multiple response: may sum to > 100%

Base: All Respondents (n=551)

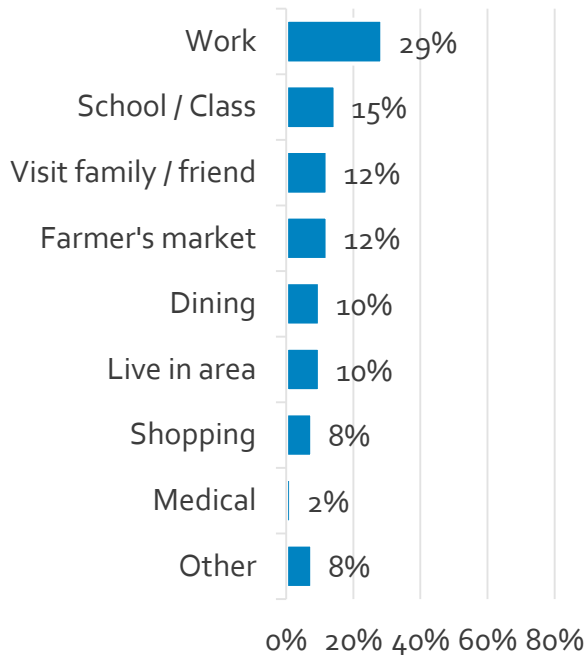
Main Reason for Today's Visit by Travel Mode

Work is cited as the main reason among those who take a personal vehicle (29%) as well as those who use transit (41%) to get to the area.

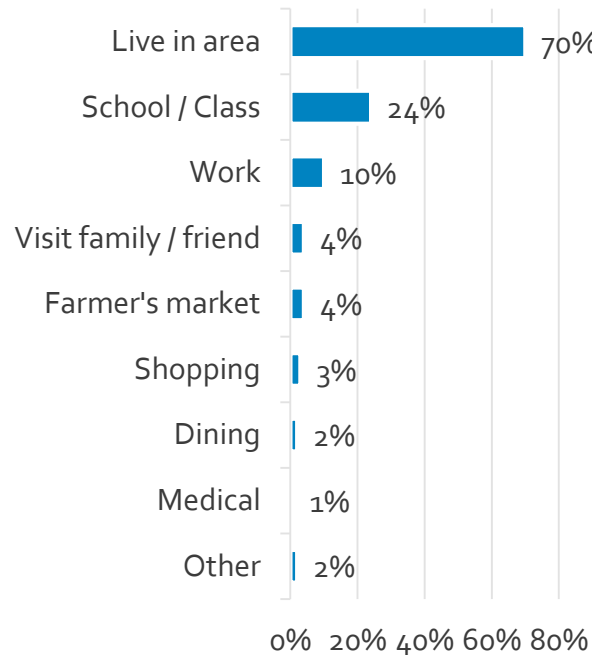
Seventy percent (70%) of those who walk or bike are in the area because they live there.

School is the second most stated reason for being in the area regardless of travel mode.

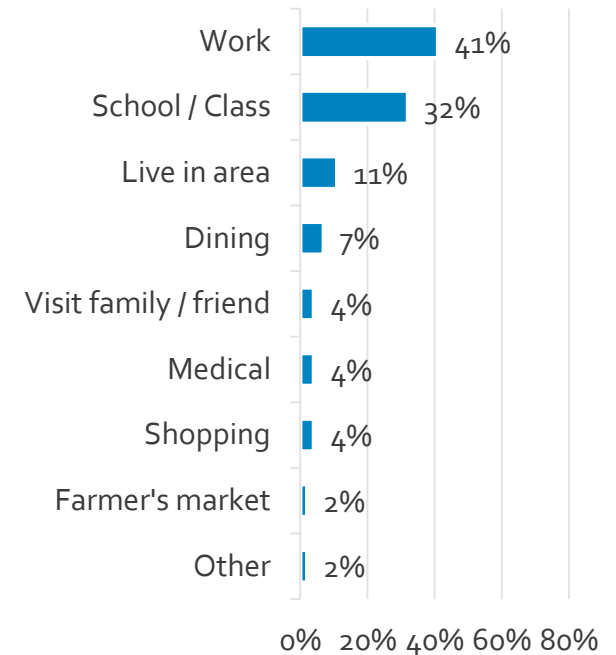
Personal Vehicle



Walk / Bike



Transit



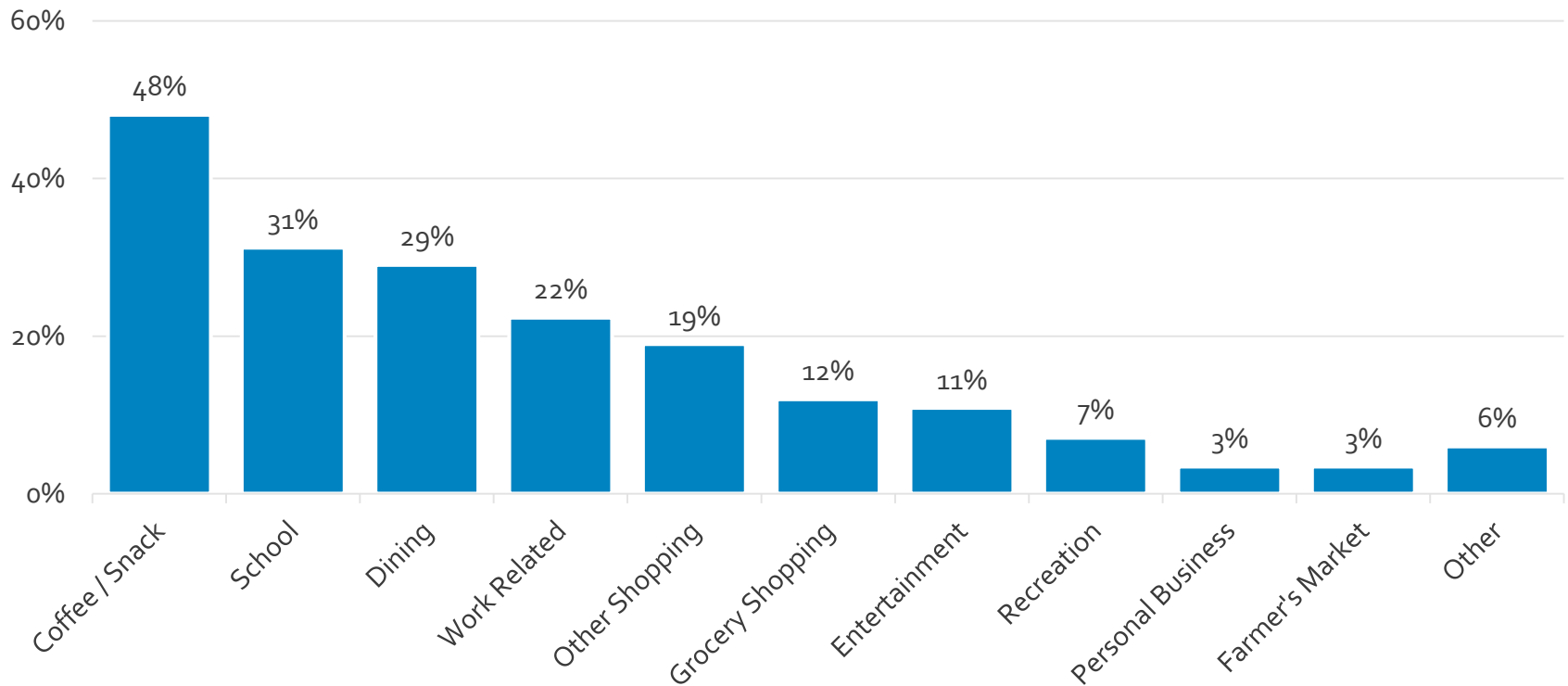
Q1: What is the main reason you're in the U-District today?

Base: Personal Vehicle (n=131) – Walk/Bike (n=236) – Public transit (n=194)

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

Primary Reasons for Typical Visit

Three-quarters (77%) of respondents typically visit the U-District for food related reasons such as Coffee / Snacks (48%) or Dining at a restaurant (29%).
About a third (31%) typically visit to attend school and just over one in five (22%) typically visit for work-related reasons.



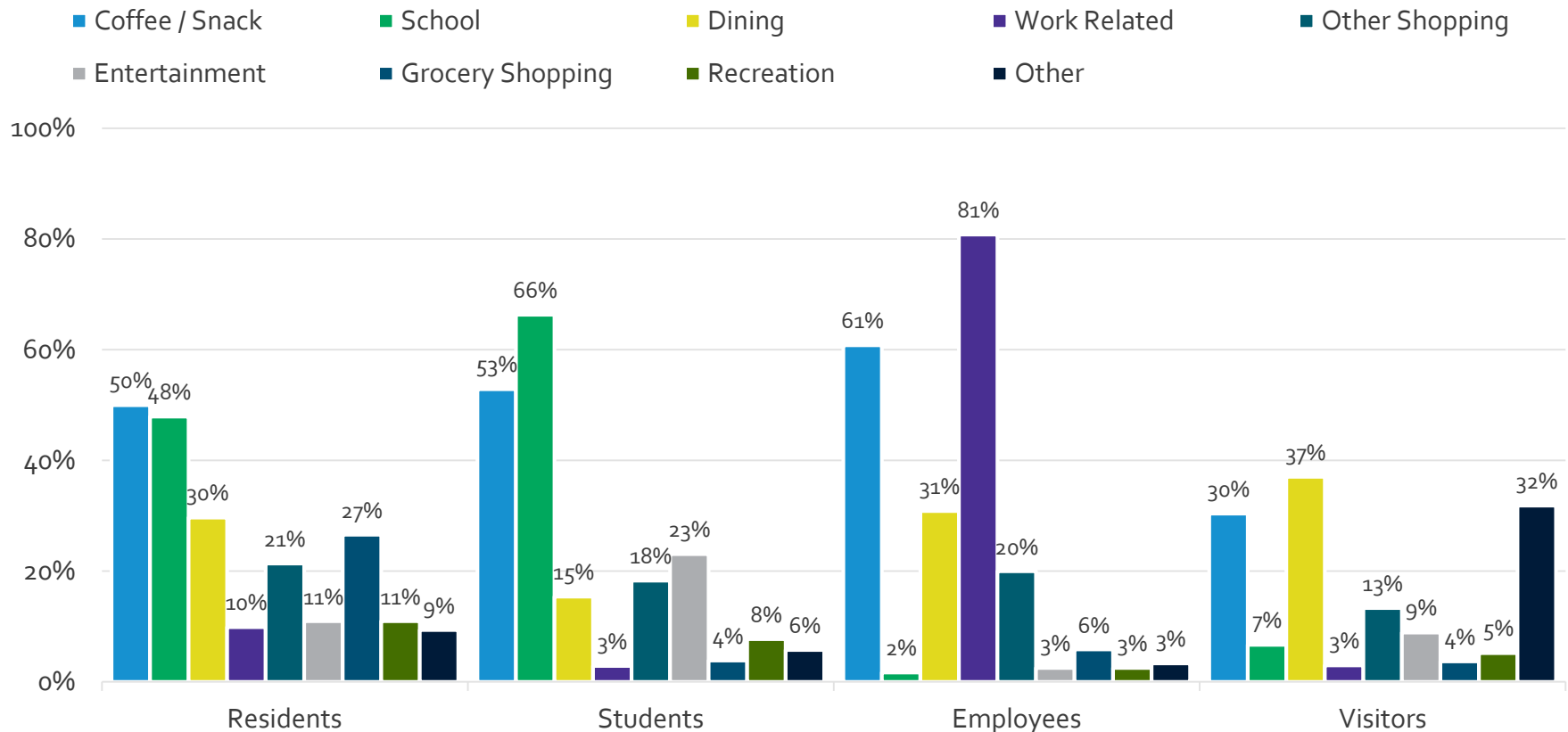
Q7: What are the primary reasons you typically visit the area?

Multiple response: may sum to > 100%

Base: All Respondents (n=551)

Primary Reasons for Typical Visit – Residents vs. Others

While the primary reasons for visiting are varied, generally their reasons align fairly closely with their status as a resident, student, or employee.



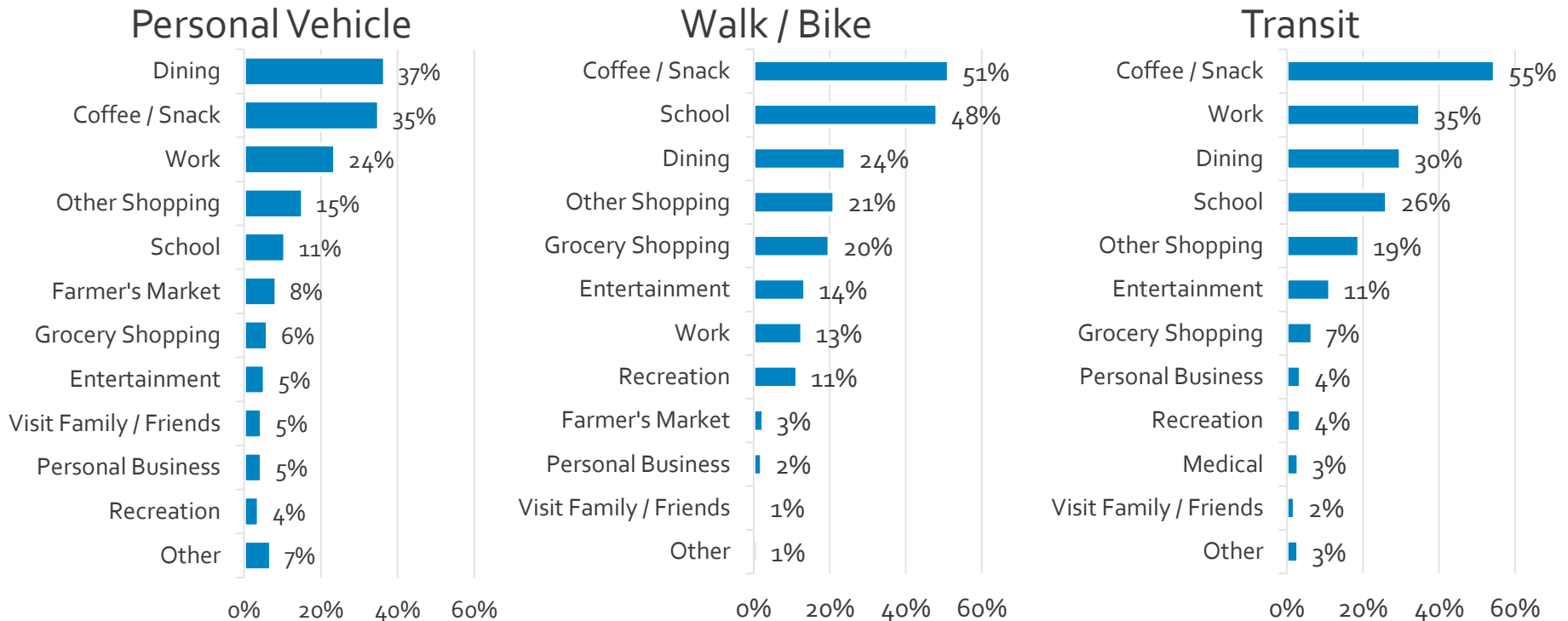
Q7: What are the primary reasons you typically visit the area?

Multiple response: may sum to > 100%

Base: Residents (n=192) – Students (n=104) – Employees (n=120) – Visitors (n=135)

Typical Reason to Visit –Primary Travel Mode

Getting coffee or a snack is among the top two reasons regardless of travel mode. About half (48%) of those who walk or bike are in the area for school. Work is more common a reason among those who take a personal vehicle (24%) or take transit (35%).



Q7: What are the primary reasons you typically visit the area? Multiple response: may sum to > 100%

Base: Personal Vehicle (n=131) – Walk/Bike (n=236) – Public transit (n=194)

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

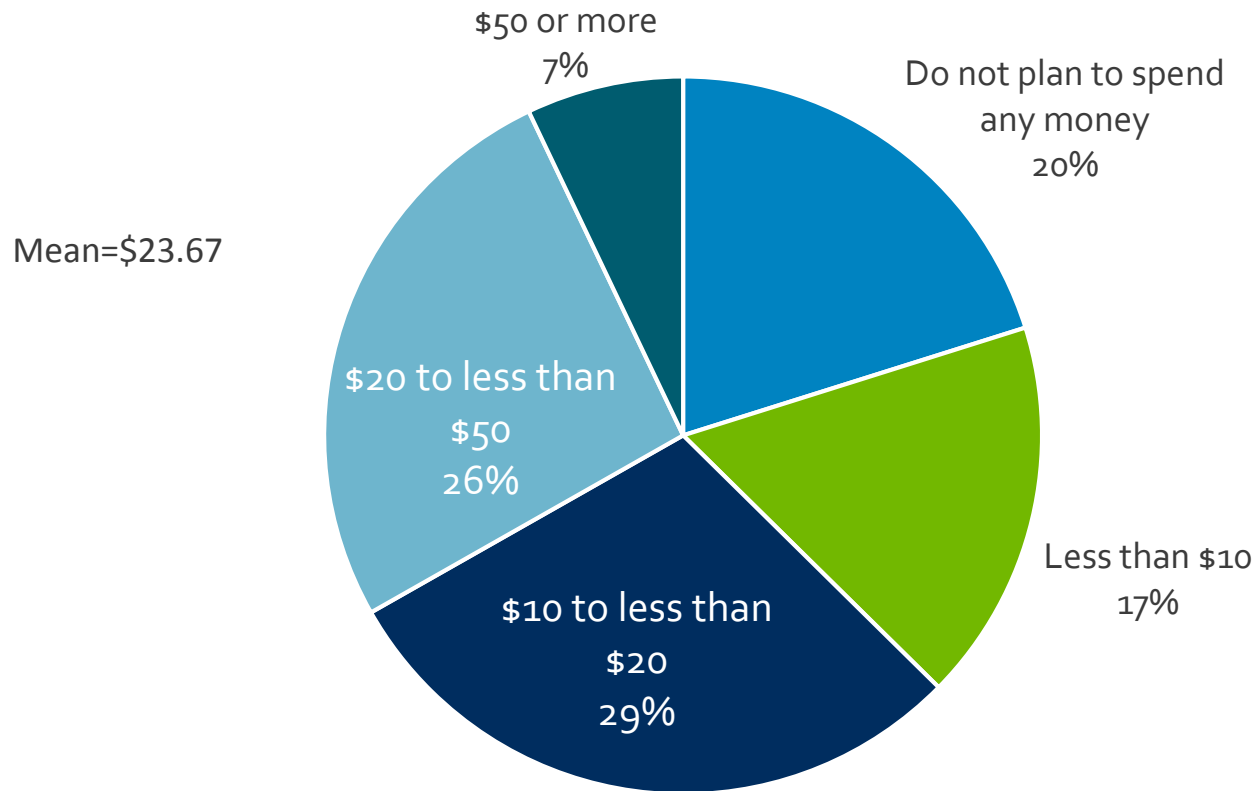
Spending

Spending Findings

- ◆ Eighty percent of respondents plan on spending at least some money while in the area.
- ◆ Those who are planning on spending money, spend \$23.67 on average.
- ◆ On average, students spend the least and visitors spend the most.
- ◆ School is the second most stated reason for being in the area regardless of travel mode.
- ◆ Respondents who use a personal vehicle to get to the area generally spend the most, while those who walk or bike are likely to spend the least.

Spending

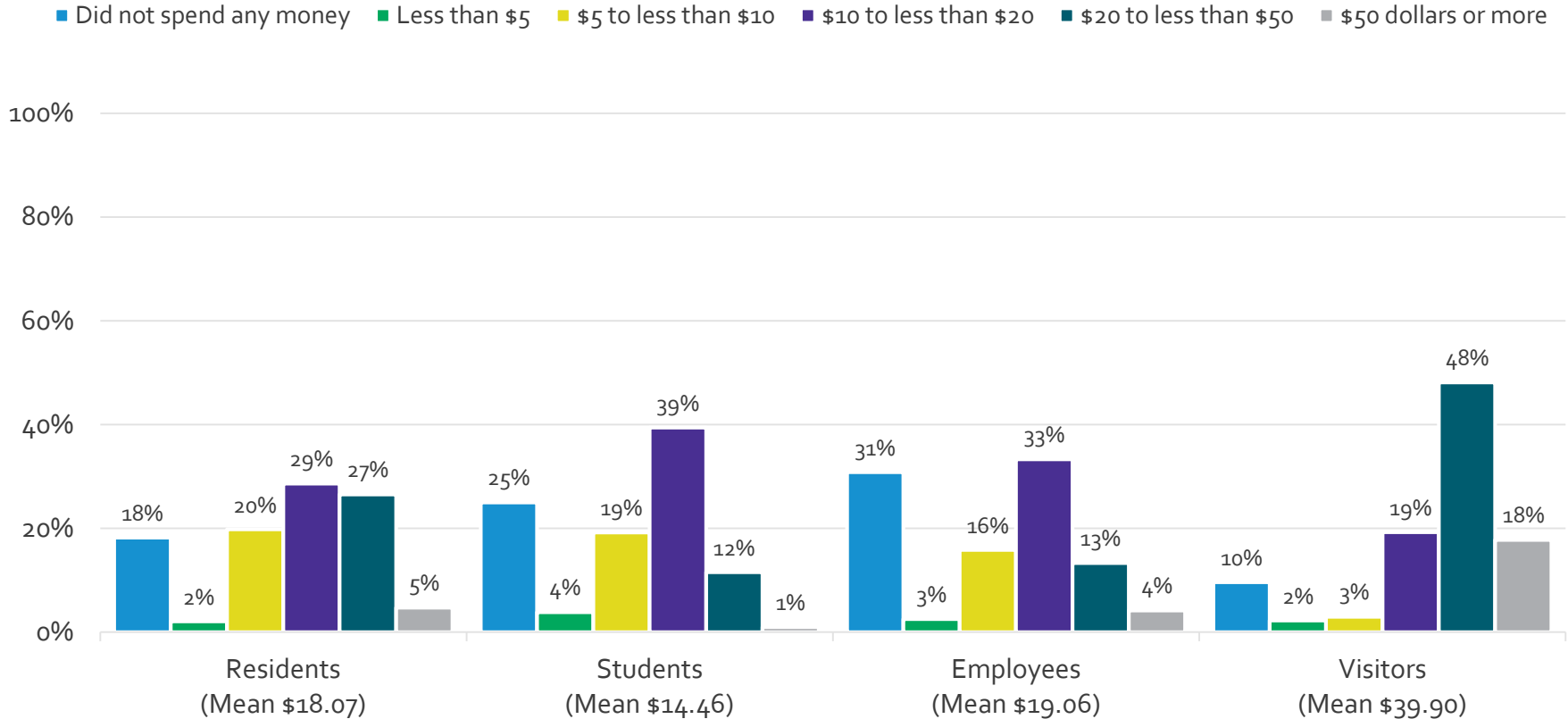
Eighty percent (80%) of respondents plan on spending at least some money while in the area. Those who are planning on spending money, spend \$23.67 on average.



*Q4A: How much money do you plan to spend during your visit to the area today?
Base: All respondents (n=515)*

Spending – Residents vs. Others

On average, students spend the least and visitors spend the most while in the U-District's business district.

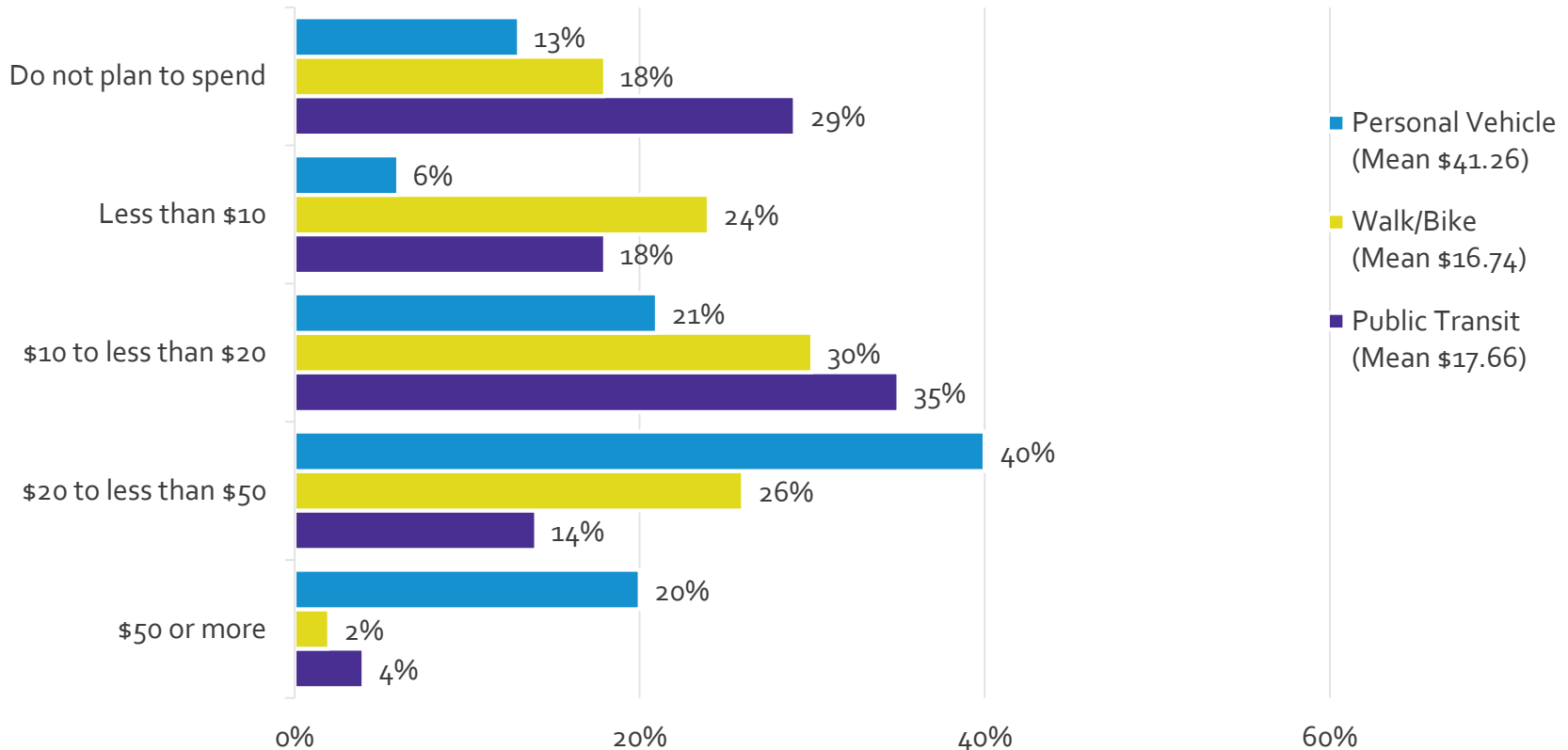


Q4A: How much money do you plan to spend during your visit to the area today?

Base: Residents (n=192) – Students (n=104) – Employees (n=120) – Visitors (n=135)

Spending By Travel Mode

Respondents who use a personal vehicle to get to the area generally spend the most, while those who walk or bike are likely to spend the least.



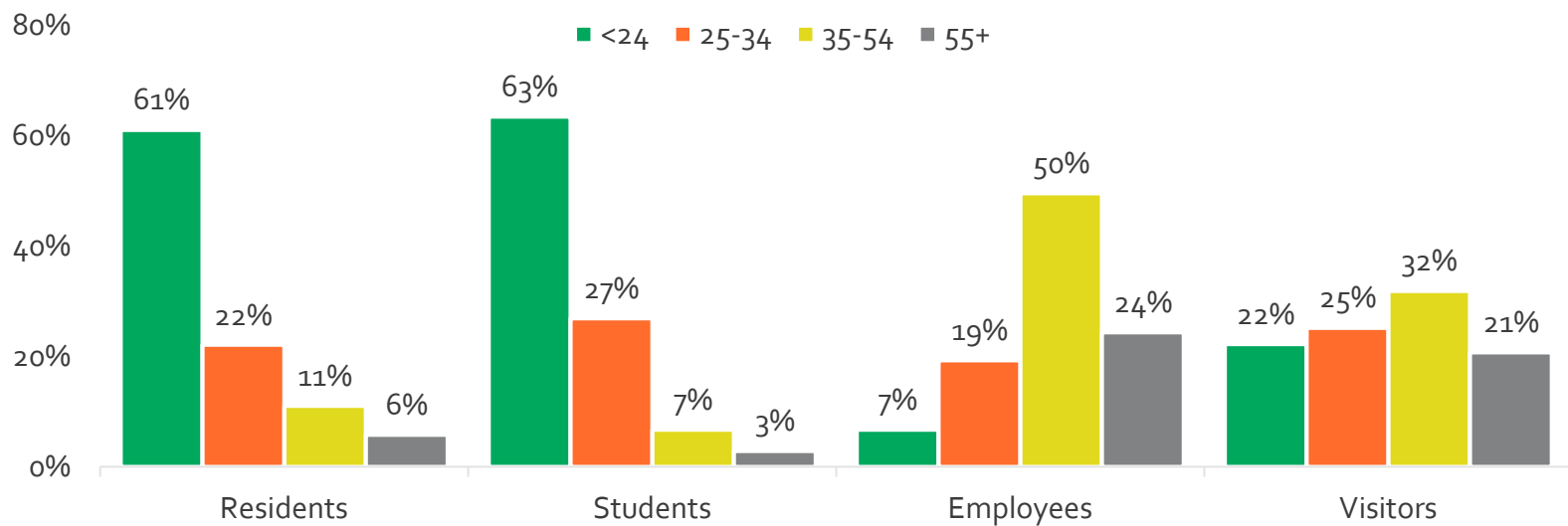
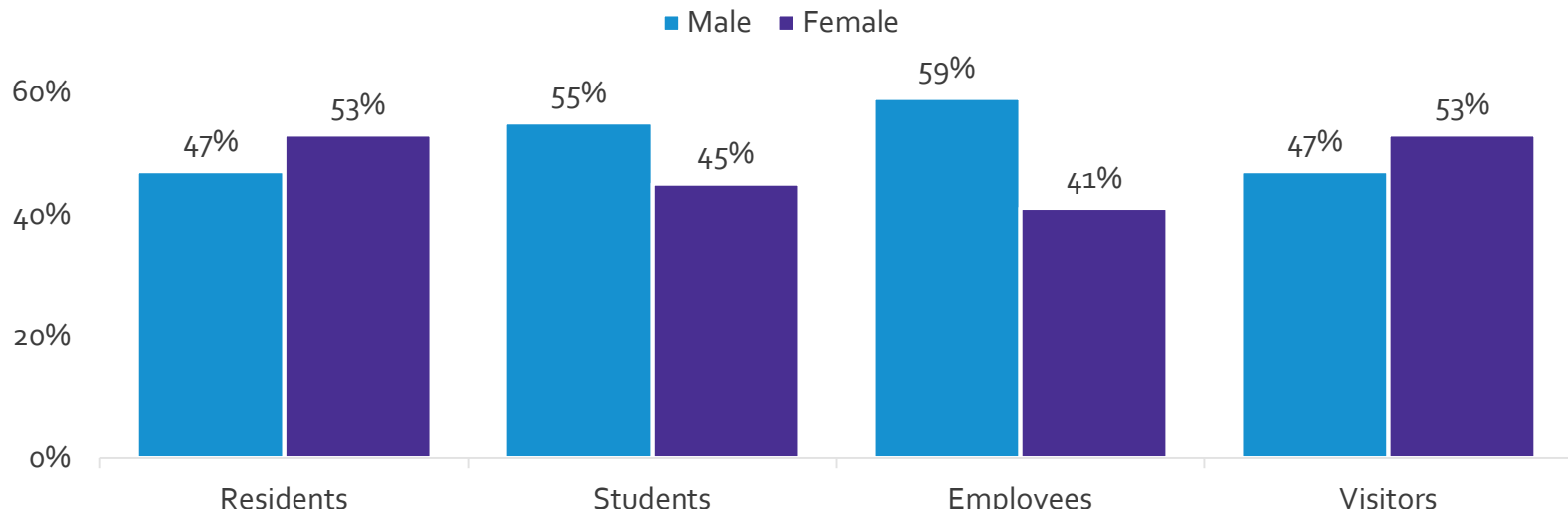
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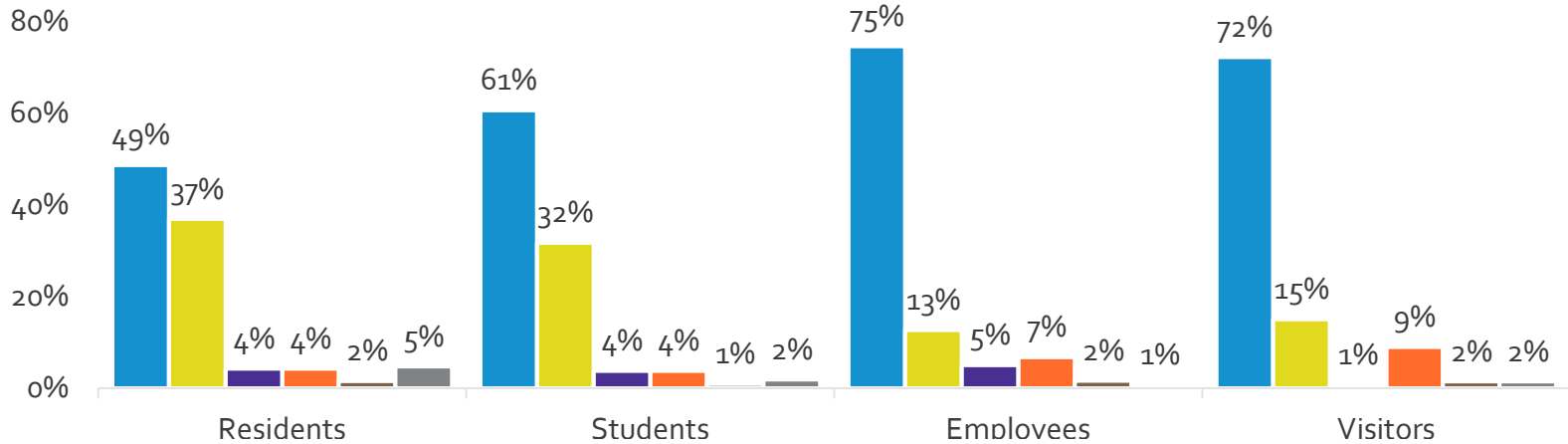
Respondent Demographics

Age and Gender – Residents vs. Others

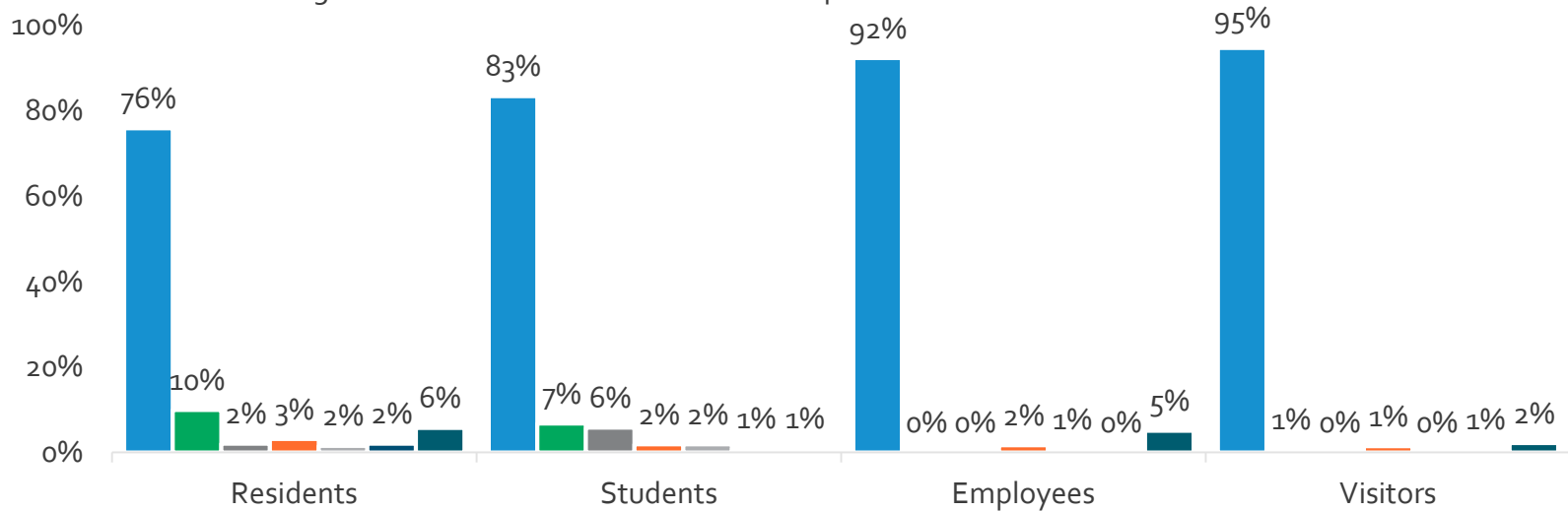


Race and Language(s) Spoken – Residents vs. Others

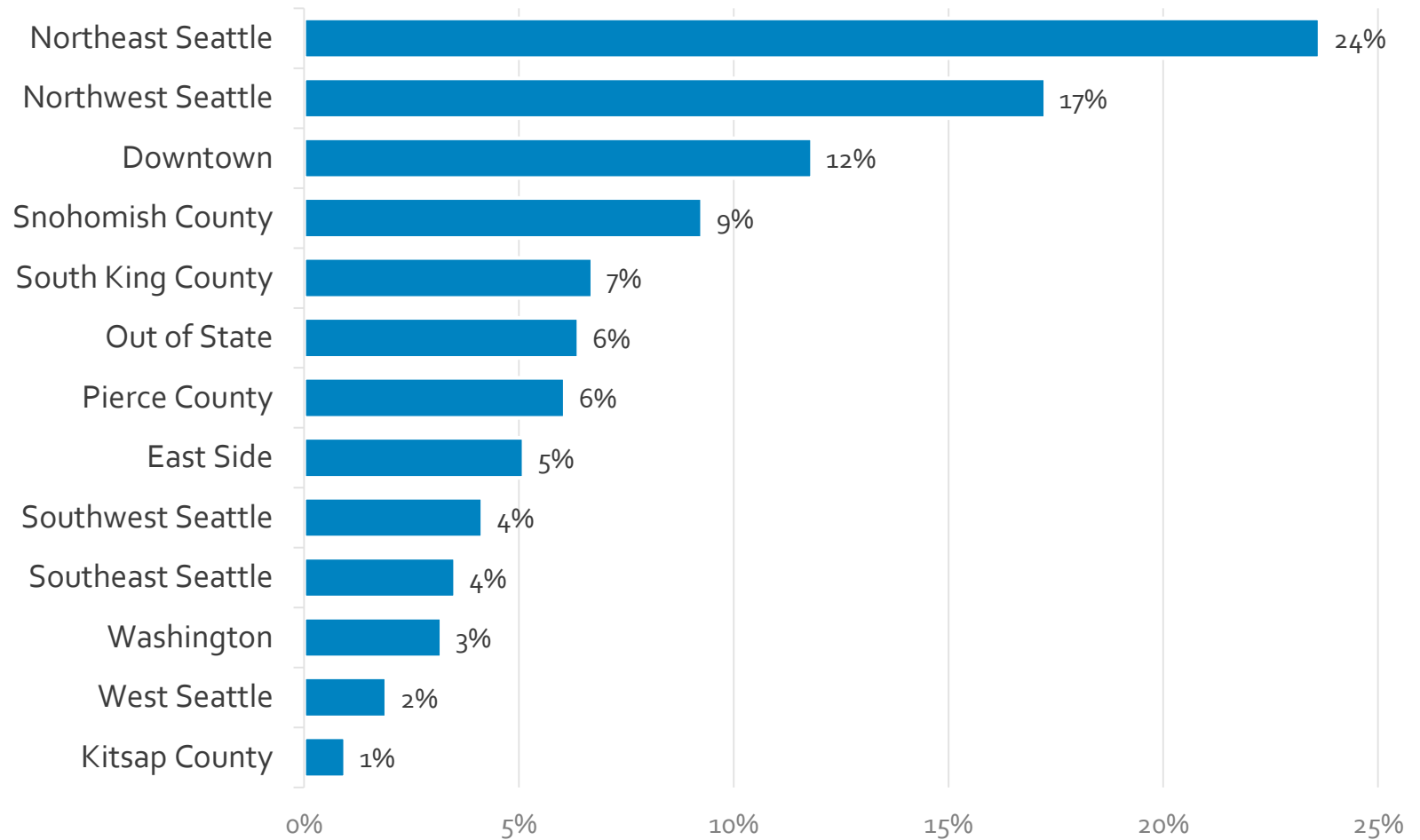
■ White / Caucasian
 ■ Asian / Pacific Islander
 ■ Latino / Hispanic
 ■ Black / African American
 ■ American Indian / Alaskan Native
 ■ Other



■ English
 ■ Chinese
 ■ Vietnamese
 ■ Spanish
 ■ Hindi
 ■ Korean
 ■ Other



Geography / Origin on Non-Residents



Location based on zip code

Base: Non-Residents (n=359) Note: only 313 non-residents provided locatable zip codes