



South Lake Union Neighborhood Intercept Survey

Conducted for the
Seattle Department of Transportation
June 2017

Survey Overview

◆ Purpose and Methodology Overview

- To better understand behaviors among people visiting and working in South Lake Union.
- An intercept survey was conducted over a three 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 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.

◆ Definitions

- Throughout this report the term “Visitors” refers to respondents who do not live nor work in South Lake Union.
- The term “respondents” refers to all respondents regardless of their live / work situation.

Key Findings (1)

- ◆ **Residency:** Only 14% of survey respondents are “visitors”, that is they neither live nor work in South Lake Union.
- ◆ **Mode Share:** Twenty-four percent of respondents drive alone, 27% take public transportation, 22% walk, 8% carpool, 7% take an employer provided or private shuttle, 5% bike, and 5% use shared transportation such as rideshare or carshare.
 - ◆ Eighty-three percent of respondents did not use any online services or apps associated with their trip to South Lake Union
 - **Driving:** Thirty percent of “workers”, those who work in SLU but don’t live there, drive alone.
 - ◆ Fifty-nine percent of this group state that transit takes too long or is inconvenient, 22% state that their job requires a car, 9% state they need their vehicle for pet transportation, and 6% indicated they need a car for family care or related obligations.
 - ◆ Forty-five percent of drivers parked in a paid off-street parking spot, 24% used free-off street parking, and 29% used street parking.

Key Findings (2)

- ◆ **Trip Purpose**: Visitors, those who neither live nor work in SLU, have various trip purposes.
 - ◆ Twenty-four percent say the primary reason for today's visit is to visit family or friends, 19% are in SLU for medical reason, and 18% are in SLU for a work-related trip.
 - ◆ Typical reasons for visiting SLU include going out to eat (26%), visiting family / friends (25%), medical visits (20%), and getting coffee (20%)
- ◆ **Spending**: Eighty-three percent of respondents plan on spending money while in South Lake Union.
 - ◆ The average anticipated spend is \$18.46
 - ◆ Those who walked or biked to SLU indicate they plan on spending more money than those who used a personal vehicle or public transportation to get to SLU.

Methodology

- A total of 554 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 single page paper surveys and help respondents as needed. Interviewing took place over two the following dates and times (all in 2017).
 - ❖ May 9th: 10:00am to 2:00pm – Westlake & John (32 completes)
 - ❖ May 9th: 3:00pm to 6:00pm – Terry & Republican (31 completes)
 - ❖ May 10th: 10:00am to 2:00pm – 8th / 9th & Republican (72 completes)
 - ❖ May 10th: 3:00pm to 6:00pm – Yale & Republican (21 completes)
 - ❖ May 11th: 10:00am to 2:00pm – Yale & Republican (21 completes)
 - ❖ May 16th: 10:00am to 2:00pm – Terry & Republican (36 completes)
 - ❖ May 16th: 3:00pm to 6:00pm – Westlake & John (29 completes)
 - ❖ May 17th: 10:00am to 2:00pm – 9th & Republican (60 completes)
 - ❖ May 17th: 3:00pm to 6:00pm – Yale & Republican (33 completes)
 - ❖ May 18th: 10:00am to 2:00pm – Yale & Republican (56 completes)
 - ❖ May 18th: 3:00pm to 6:00pm – 9th & Republican (35 completes)
 - ❖ May 23th: 10:00am to 2:00pm – Terry & Republican (37 completes)
 - ❖ May 23th: 3:00pm to 6:00pm – Westlake & John (18 completes)
 - ❖ May 24th: 10:00am to 2:00pm – 9th & Republican (31 completes)
 - ❖ May 24th: 3:00pm to 6:00pm – Yale & Republican (22 completes)
 - ❖ May 24th: 3:00pm to 6:00pm – 9th & Republican (41 completes)
- Periods of inclement weather and high construction activity impacted response rates at times.
- Surveys were available in English only.

Location	Completes
8 th /9 th & Republican	239
Terry & Republican	104
Yale & Republican	132
Westlake & John	79
Total	554

Survey Locations

- The map below displays the locations where interviews were conducted



Survey Questionnaire

SOUTH LAKE UNION NEIGHBORHOOD SURVEY

The City of Seattle's Department of Transportation is conducting this survey to better understand how people who live, work and visit travel to South Lake Union. 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 South Lake Union?

- Live
 Work
 No / Neither

2. **IF YES TO LIVE:** Are you stopping somewhere in South Lake Union or are you only passing through on your way to / from your home?

- Stopping (**CONTINUE**)
 Passing Through (**END OF SURVEY**)

3. **IF YES TO LIVE:** How far, in blocks, do you live from this intersection?

NUMBER OF BLOCKS: _____

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

NUMBER OF YEARS: _____

5. **IF YES TO WORK:** How long have you **worked** in South Lake Union? *If less than 1 year, enter 0.*

NUMBER OF YEARS: _____

6. What is the **main** reason you're in South Lake Union today?

- Live here
 Work here
 Work-related trip
 School / Class
 Medical appointment
 Shopping
 Dining / Eating out
 Entertainment
 Special Event
 Visiting family / friends
 Other: _____

7. How did you get to South Lake Union today?

- I live here
 Drove alone in private vehicle
 Drove / rode with someone in a private vehicle
 Walked (number of blocks: _____)
 Biked (number of miles: _____)
 Bus (route number: _____)
 Streetcar
 Employer / Private shuttle
 Taxi
 Rideshare as only passenger
 Rideshare with other passengers
 Carshare alone
 Carshare with other people
 Other: _____

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

- On-Street, Paid Parking (2 hour)
 On-Street, Paid Parking (10 hour)
 Off-Street Free (Lot / Garage / Driveway)
 Off-Street, Paid / Permit (Lot / Garage / Driveway)
 Other: _____

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

NUMBER OF BLOCKS: _____

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

- Why did you choose to drive alone? *(select up to 3)*
- Transit takes too long / is inconvenient
 I need more information about other options
 My job requires that I have a car for work
 Family care or similar obligations
 I do not feel safe walking or biking
 I need a vehicle for my pet
 Other: _____

11. How much time do you plan to spend in South Lake Union today? *If less than 1 hour, enter 0.*

ENTER ESTIMATED HOURS: _____

12. How much money do you plan to spend during your time in South Lake Union today? *Enter 0 if you do not plan on spending any money.*

ESTIMATED DOLLAR AMOUNT: _____

13. How do you plan to leave South Lake Union today?

- I live here
 Drive alone in private vehicle
 Drive / rode with someone in a private vehicle
 Walk (number of blocks: _____)
 Bike (number of miles: _____)
 Bus (route number: _____)
 Streetcar
 Employer / Private shuttle
 Taxi
 Rideshare as only passenger
 Rideshare with other passengers
 Carshare alone
 Carshare with other people
 Other: _____

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

- No, I did not use any apps
 One Bus away
 PaybyPhone (parking app)
 Scoop
 Metro's Trip Planner
 Google Maps
 Other: _____

15. How often do you typically visit South Lake Union

- 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

16. What are the primary reasons you typically come to South Lake Union? *(up to 3)*

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

17. What is your home zip code?

ENTER ZIP CODE: _____

18. Do you identify as...

- Male Female
 Other: _____

19. 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

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

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

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

- No Yes _____

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

- English
 Spanish
 Chinese
 Vietnamese
 Other: _____

Reporting Notes

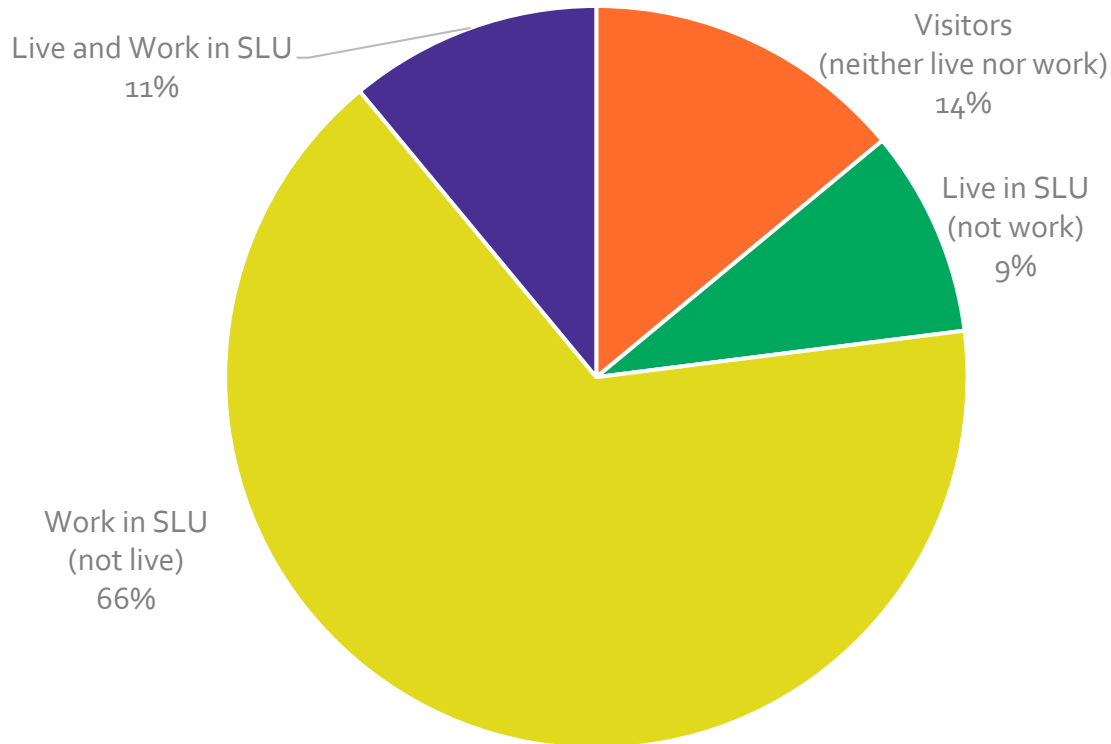
- ◆ Unless otherwise noted, respondents who did not answer a specific question are excluded from the statistics shown for that question.
- ◆ There may be some instances where percentages do not sum to exactly 100% due to rounding.
- ◆ Some questions allowed multiple responses and may sum to more than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

Living and working in South Lake Union

Neighborhood Residence

Over three-quarters of respondents (77%) work in South Lake Union.

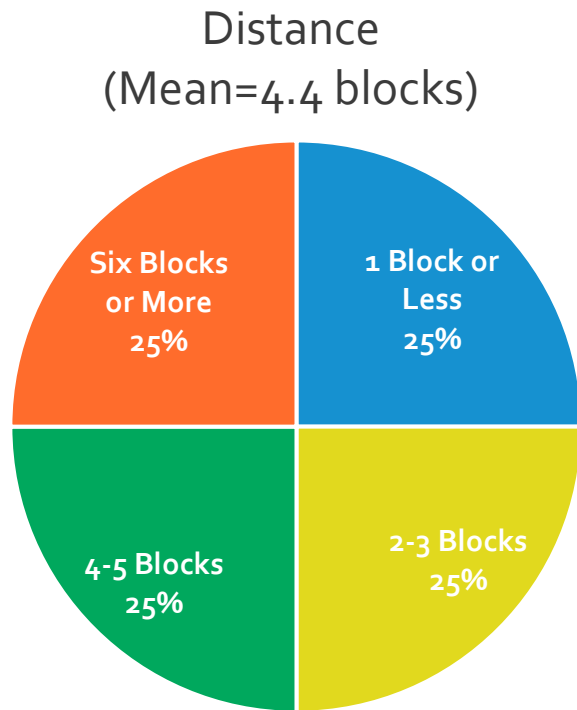
- 66 percent work in SLU but do not live there and 11 percent both live and work in SLU. Only 14% of respondents neither live nor work in SLU.



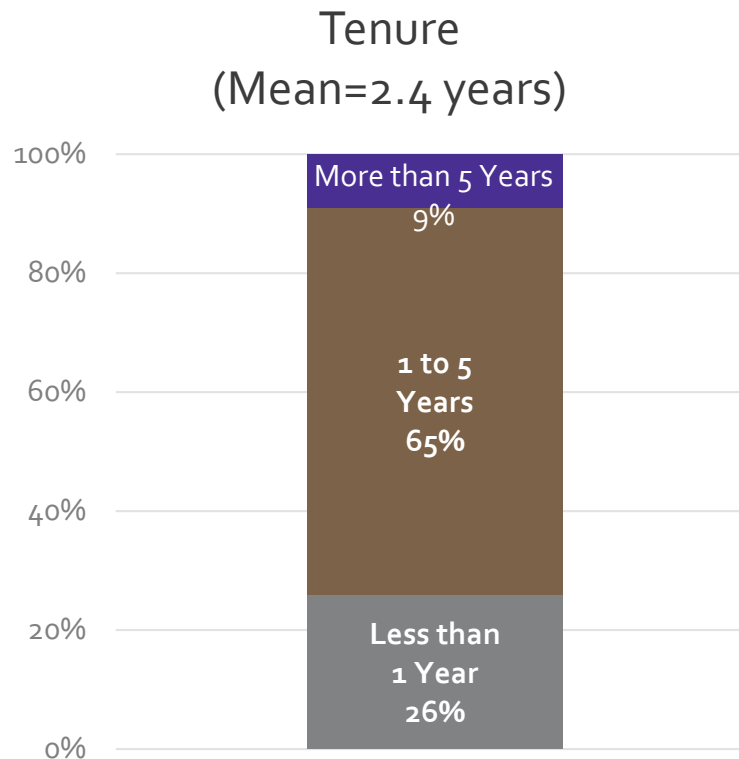
Q1: Do you live and/or work in South Lake Union?
Base: All respondents (n=554)

Distance From / Housing Tenure near Intercept Location

Half (50%) of residents live within three blocks of where they were interviewed.
Nearly all (91%) of residents have lived in South Lake Union for less than 5 years.



Q3: How many blocks do you live from here?
Base: Residents (n=111)



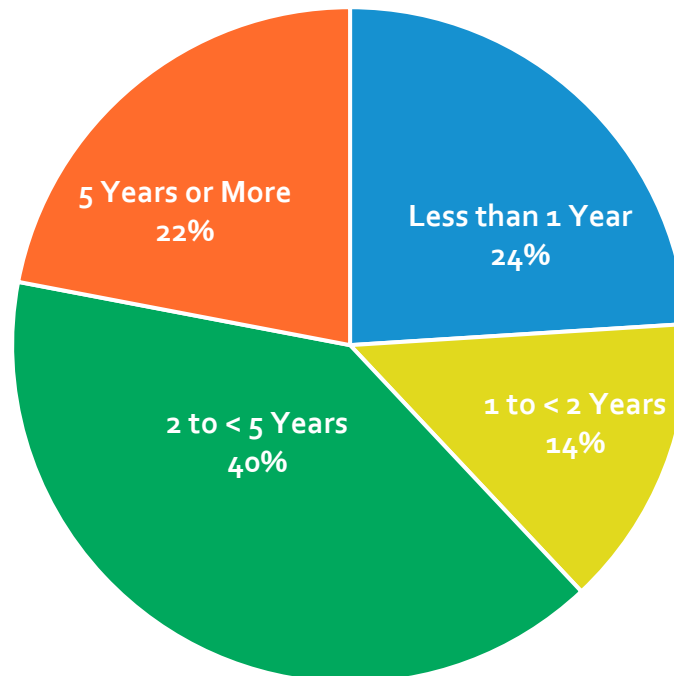
Q4: How long have you lived at your current residence?
Base: Residents (n=111)

Years Worked in South Lake Union

Over three-quarters (79%) of employees have worked in South Lake Union for less than 5 years.

- One-quarter have worked in the area for less than 1 year.

Time Worked
(Mean=2.9 years)



Q5: How long have you worked in South Lake Union?

Base: Employees (n=426)

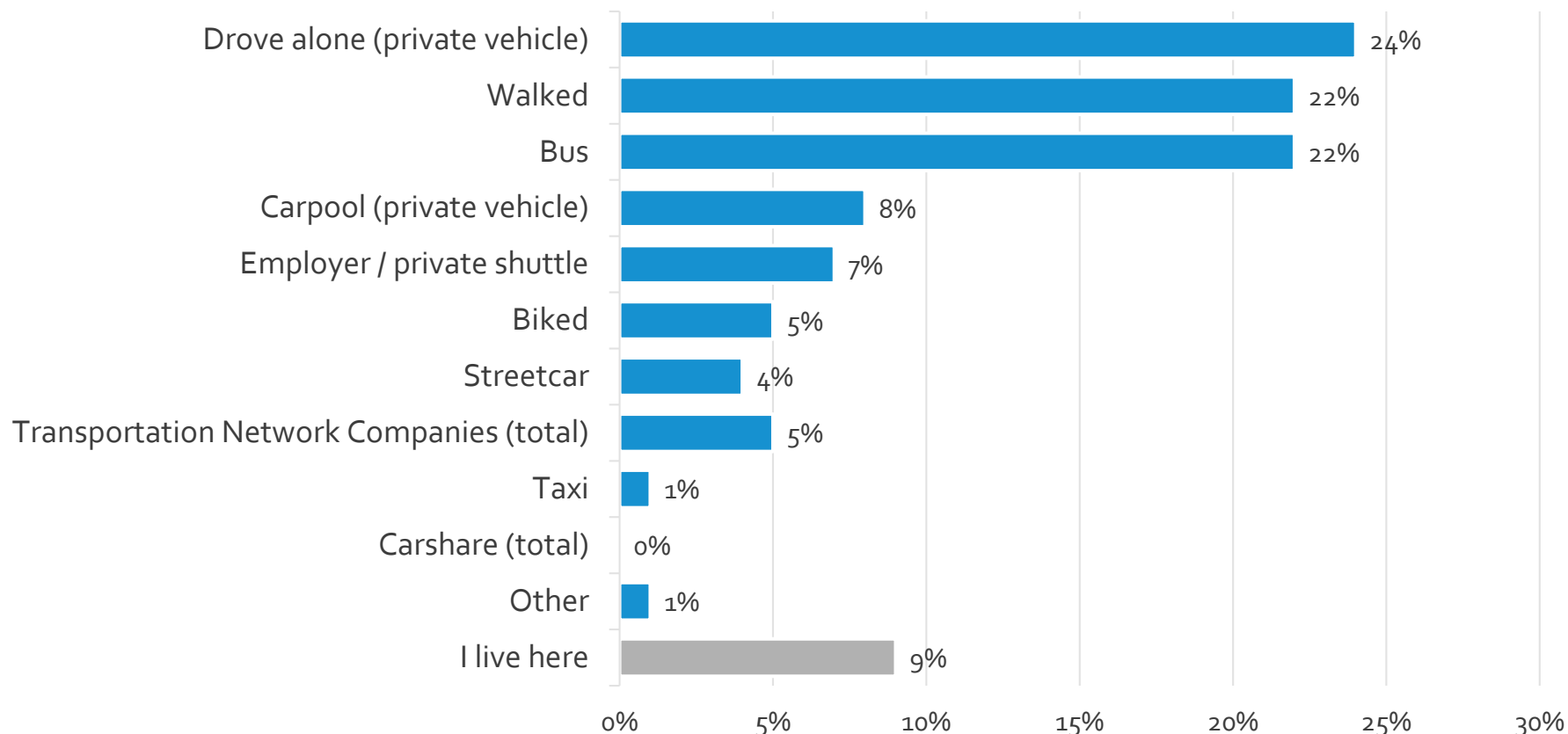
Travel Behavior

Travel Behavior Findings

- ◆ One-quarter (24%) of respondents drive alone in a private vehicle to get to South Lake Union.
- ◆ Twenty-two percent (22%) walk and 22 percent take public transportation.
- ◆ Visitors as well as those who work, but not live, in SLU are the most likely to drive alone.
- ◆ Combined, 36 percent of respondents use some type of personal vehicle to get to the area.
- ◆ For those who drive, the primary factors for doing so are that their job requires a car and that other modes take too long or are inconvenient.

Travel Mode – All Respondents

Driving alone (24%), walking (22%) and taking the bus (22%) are the most common travel modes to South Lake Union.



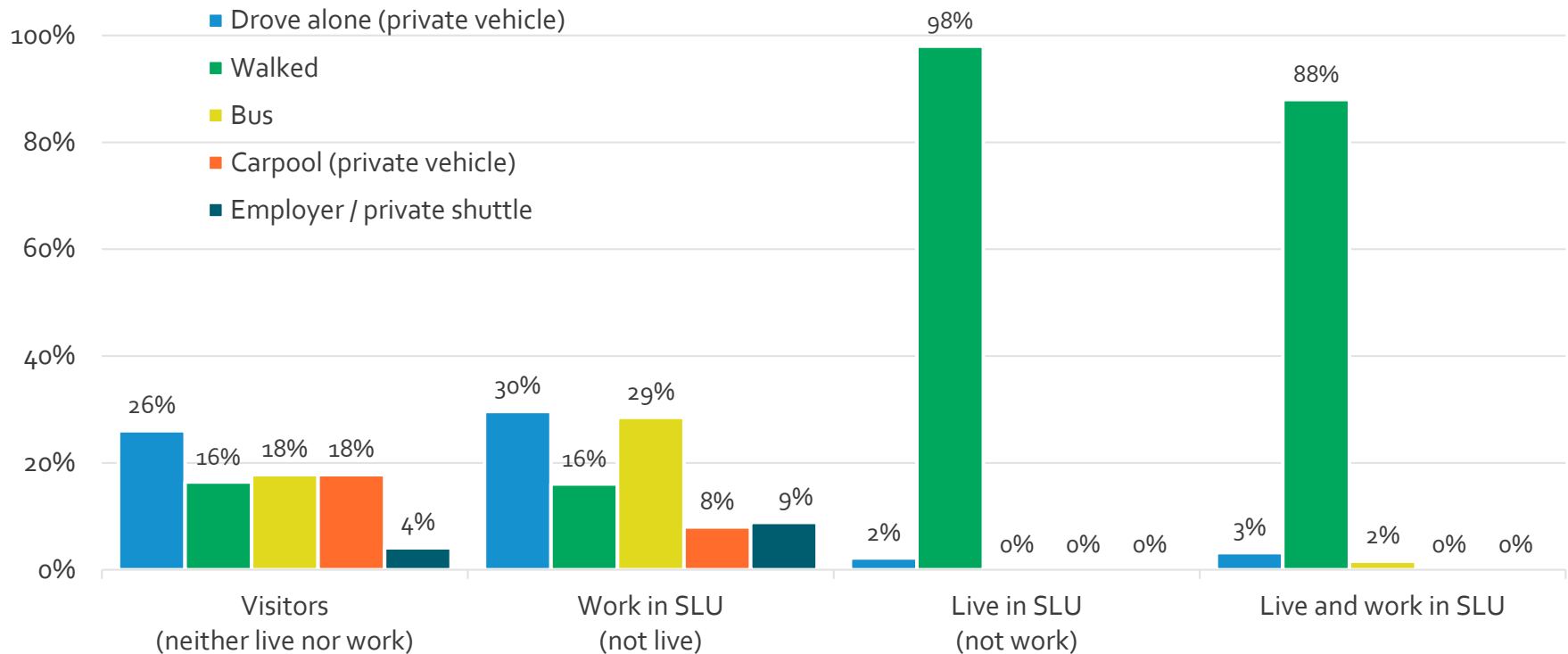
Q7: How did you travel to the area? Multiple response: may sum to > 100%

Base: All respondents (n=554)

Travel Mode by Residency / Work Status (top 5)

Driving is the most common transportation mode used by those who do not live in South Lake Union.

- *Those who work, but don't live, in SLU also frequently use public transportation.*
- *Visitors have the most varied travel patterns.*

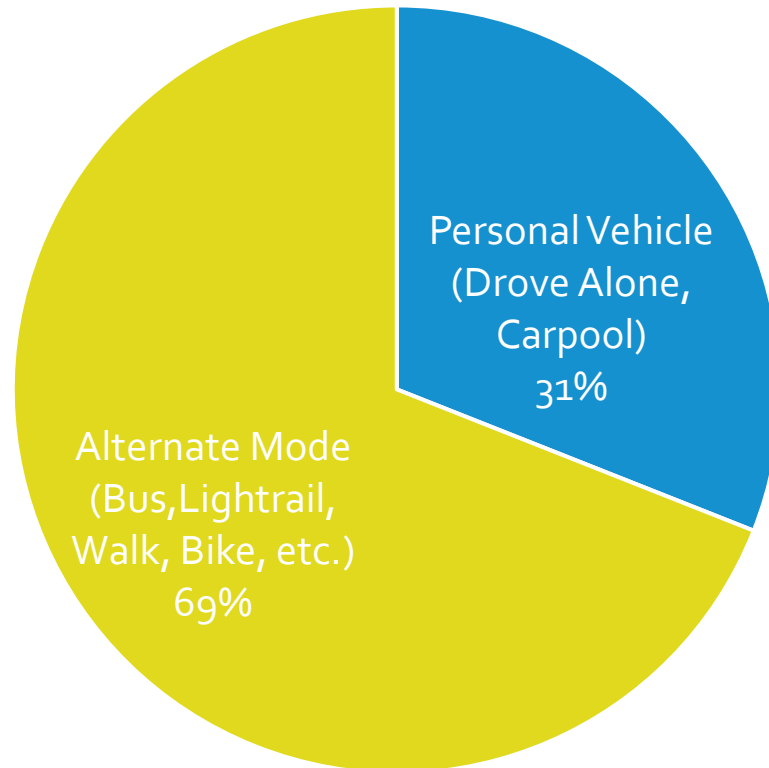


Q7: How did you travel to the area? Multiple response: may sum to > 100%

Base: Visitors (n=78) – Work but not live (n=364) – Live but not work (n=49) – Live and work (n=62)

Personal Vehicle vs. Other Modes

Two-thirds (64%) of respondents used alternative transportation modes to get to SLU. Alternative modes include all modes other than driving alone, carpooling, carshare, or rideshare.



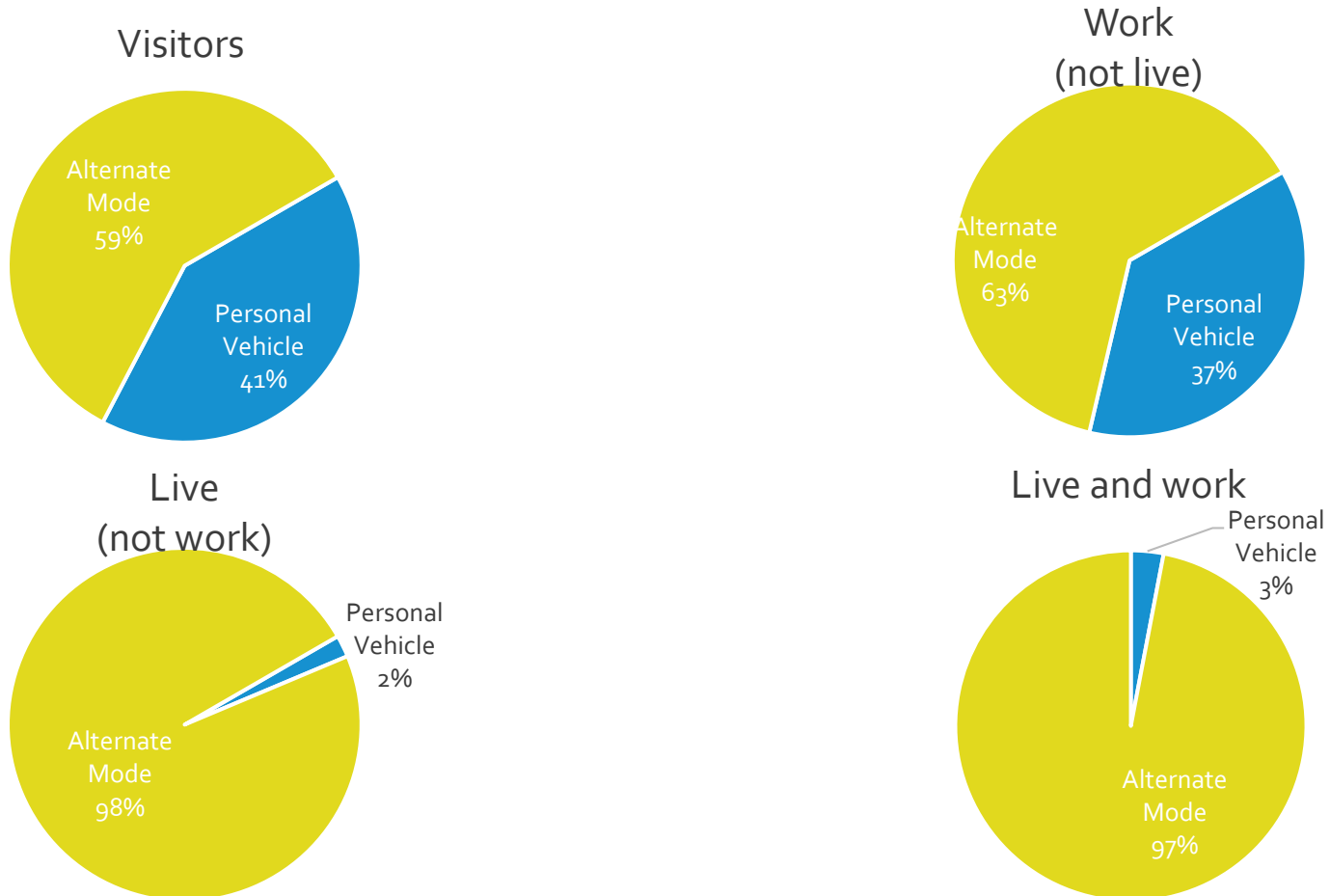
Q7: How did you travel to the area? Multiple response: may sum to > 100%

Base: All respondents (n=554)

Personal vehicle is anyone who drove alone, carpoled, used a carshare or rideshare.

Personal Vehicle vs. Other Modes – Residents vs. Others

Visitors are the most likely to use a personal vehicle followed by workers.



Q7: How did you travel to the area? Multiple response: may sum to > 100%

Base: Visitors (n=78) – Work but not live (n=364) – Live but not work (n=49) – Live and work (n=62)

Travel Mode By Origin (Seattle)

Areas

Area	Zip Codes*						
Capitol Hill (n=58)	98122	98102	98113	98112			
Downtown Seattle (n=156)	98109	98121	98101	98119	98104	98114	
North Seattle (n=94)	98103	98115	98105	98125	98107	98199	98117
South Seattle (n=20)	98118	98144	98108	98134			
West Seattle (n=16)	98116	98126	98136	98146			

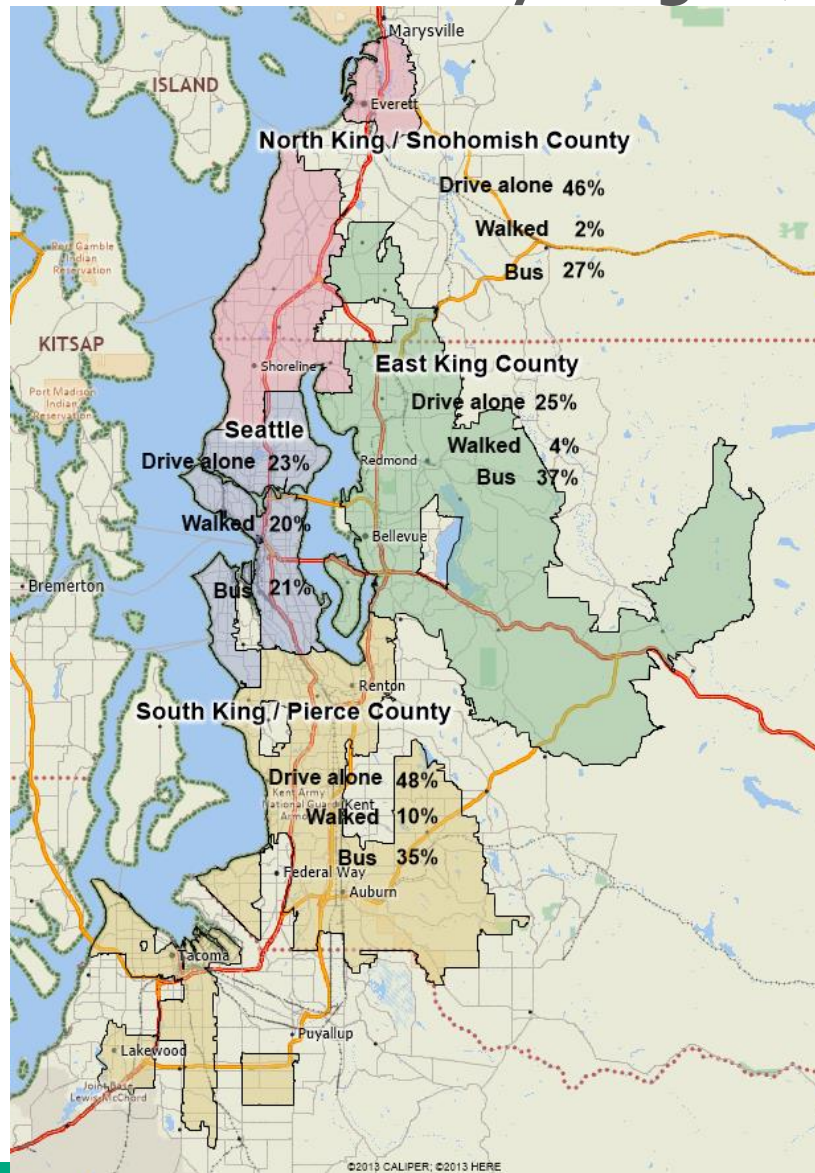
Travel Mode

	Downtown	North Seattle	Capitol Hill	South Seattle	West Seattle
Drove Alone	4%	33%	22%	25%	27%
Walked	49%	7%	33%	5%	13%
Bus	5%	26%	28%	25%	27%
Carpool	2%	7%	10%	20%	7%
Private Shuttle	2%	10%	0%	10%	7%
Biked	3%	13%	5%	5%	13%
Streetcar	5%	2%	3%	5%	7%
Rideshare	3%	5%	5%	10%	13%
Taxi	0%	1%	0%	0%	7%
Carshare	0%	0%	0%	0%	0%
Other	1%	0%	0%	0%	0%
Live in Area	29%	2%	0%	0%	0%

*Not all Seattle zip codes are represented. Only zip codes listed by respondents as home zip codes are included

Travel Mode By Origin (County)

Areas



Area	Zip Codes*									
Seattle (n=16)	98112	98122	98102	98113	98109	98121	98101	98119	98104	
	98114	98103	98115	98105	98125	98107	98199	98117	98108	
	98134	98118	98144	98146	98116	98126	98136			
North King / Snohomish County (n=94)	98133	98155	98043	98177	98020	98026	98036			
	98028	98037	98207	98275	98087	98201	98204			
South King / Pierce County (n=58)	98168	98178	98023	98032	98166	98055	98188	98198	98001	
	98002	98042	98056	98057	98092	98373	98496	98499	98408	
	98445	98402	98404	98405	98406	98407	98421			
East King County (n=58)	98005	98004	98033	98012	98006	98052	98007	98075	98074	
	98011	98029	98034	98027	98040	98053	98065	98072		

	Seattle	North King / Snohomish County	South King / Pierce County	East King County
Drove Alone	17%	46%	67%	25%
Walked	30%	2%	6%	4%
Bus	17%	27%	22%	37%
Carpool	6%	12%	11%	6%
Private Shuttle	4%	5%	6%	23%
Biked	6%	5%	0%	0%
Streetcar	4%	0%	8%	2%
Rideshare	5%	0%	0%	8%
Taxi	1%	0%	0%	2%
Carshare	0%	5%	0%	0%
Other	1%	0%	3%	0%
Live in Area	14%	0%	0%	0%

*Not all Seattle zip codes are represented. Only zip codes listed by respondents as home zip codes are included

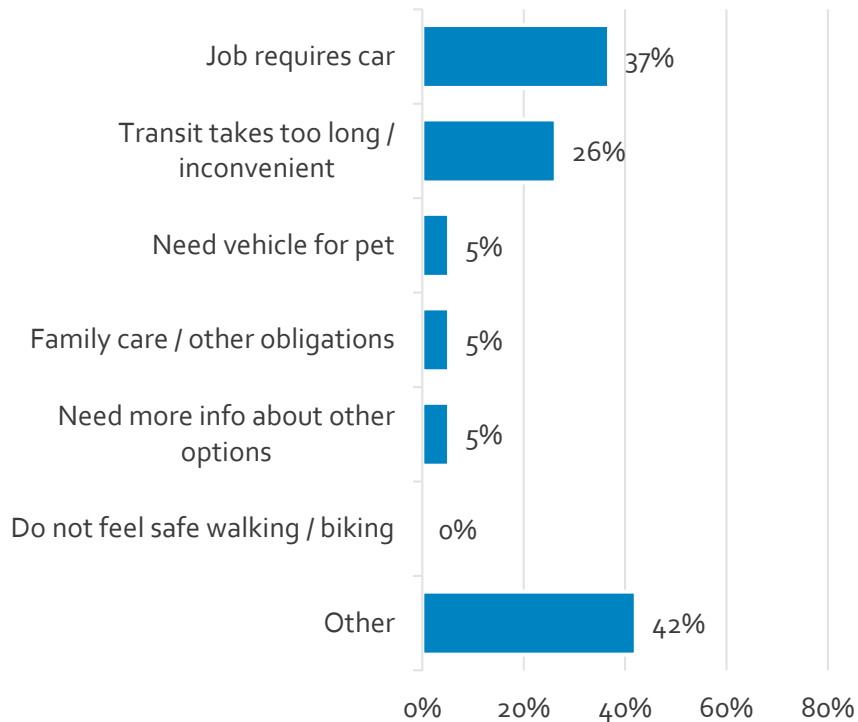
Travel Mode By Origin (Table)

	Drove Alone	Walked	Bus	Carpool (private vehicle)	Employer / private shuttle	Biked	Streetcar	Rideshare (total)	Taxi	Carshare (total)	Other	Live in Area
Downtown (n=156)	4%	49%	5%	2%	2%	3%	5%	3%	0%	0%	1%	29%
North Seattle (n=94)	33%	7%	26%	7%	10%	13%	2%	5%	1%	0%	0%	2%
Capitol Hill (n=58)	22%	33%	28%	10%	0%	5%	3%	5%	0%	0%	0%	0%
South Seattle (n=20)	25%	5%	25%	20%	10%	5%	5%	10%	0%	0%	0%	0%
West Seattle (n=16)	27%	13%	27%	7%	7%	13%	7%	13%	7%	0%	0%	0%
North King / Snohomish County (n=41)	46%	2%	27%	12%	5%	5%	0%	0%	0%	5%	0%	0%
East King County (n=52)	25%	4%	37%	6%	23%	0%	2%	8%	2%	0%	0%	0%
South King County (n=36)	67%	6%	22%	11%	6%	0%	8%	0%	0%	0%	3%	0%
Tacoma (n=13)	10%	20%	60%	20%	10%	0%	10%	0%	0%	0%	0%	0%
Elsewhere in WA (n=13)	38%	8%	38%	8%	8%	15%	8%	0%	0%	0%	0%	8%
Outside WA (n=18)	6%	17%	11%	17%	6%	0%	0%	33%	17%	0%	6%	0%

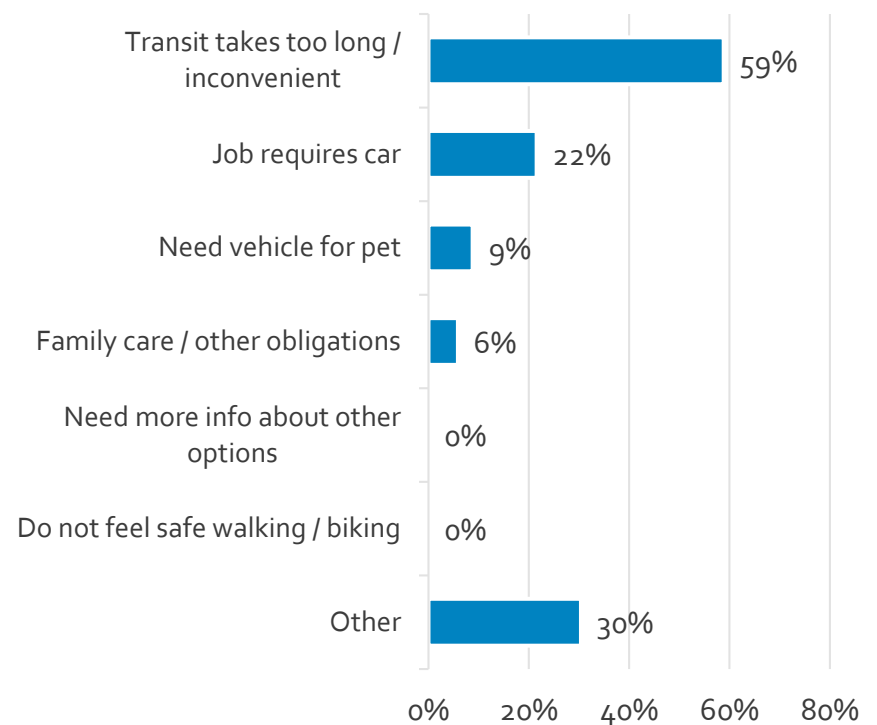
Reason for Driving Alone

For both visitors, and those who work but not live in SLU, the primary reasons for driving alone are that their job requires a car and that transit takes too long.

Visitors



Work (not live)



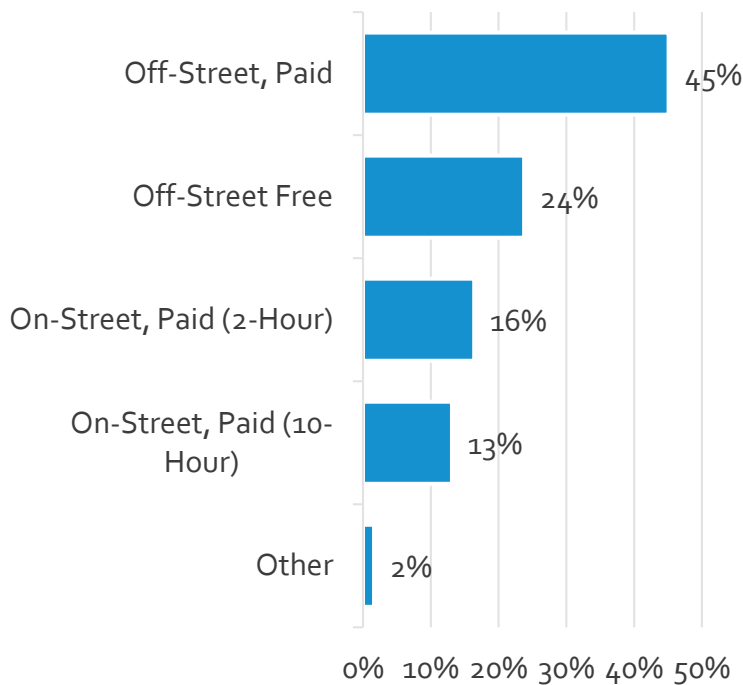
Q10: Why did you choose to drive alone (including carshare)? Multiple response: may sum to > 100%

Base: Those who drove alone (including carshare): Visitors (n=19) – Work but not live (n=107)

Parking Place and Time to Find

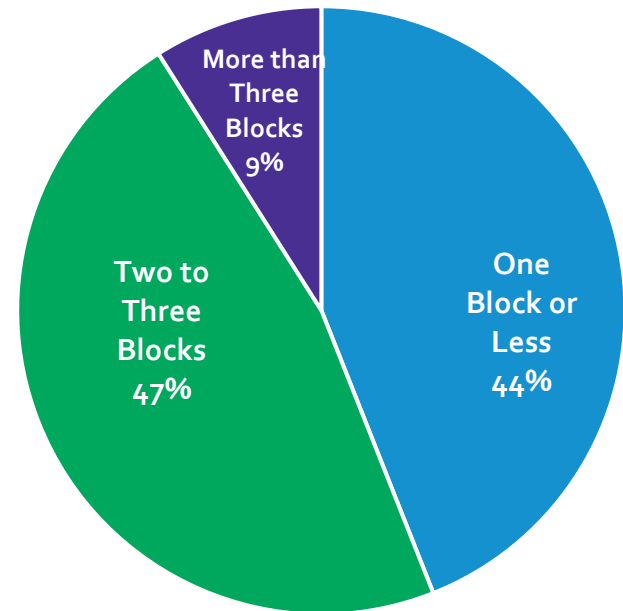
Nearly half (45%) of those who took a vehicle parked in an Off-Street, paid parking spot. Nine out of ten (91%) parked within three blocks of their final destination.

Place of Parking



Distance to Parking Spot

Mean=1.8 Blocks

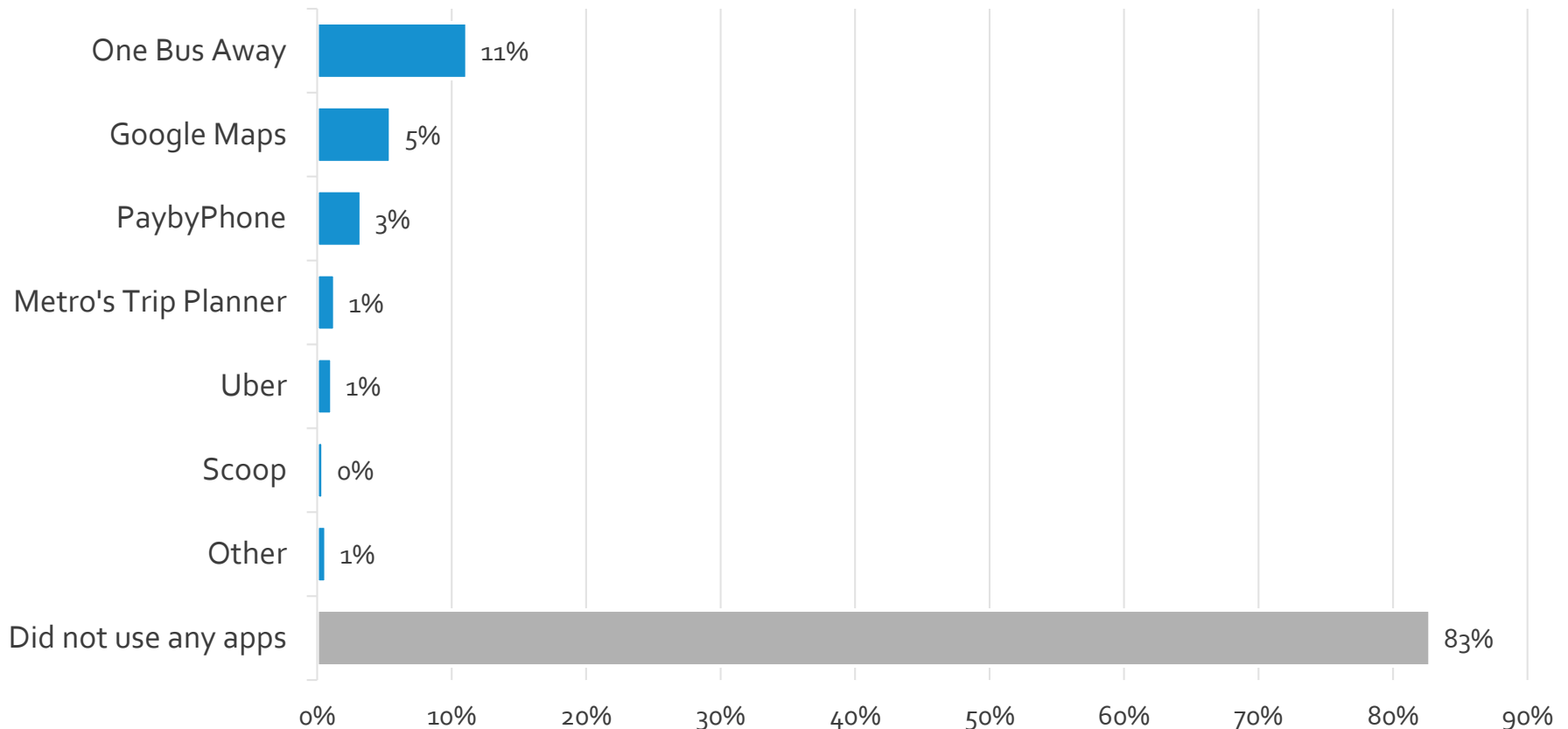


Q8: Where did you park
Base: Respondents who used a vehicle (drive alone, carpool, carshare) (n=199)

Q9: 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 South Lake Union.



Q7: How did you travel to the area? Multiple response: may sum to > 100%

Base: All respondents (n=554)

Duration and Frequency of Visits

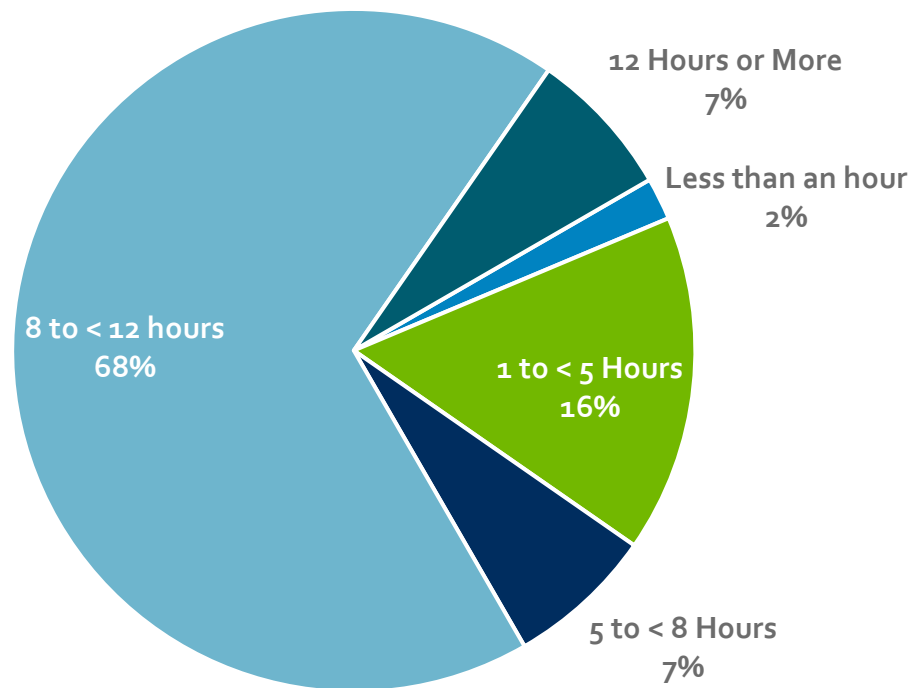
Duration and Frequency Findings

- ◆ The average duration of a trip to South Lake Union is 7.9 hours, but varies by residency / work status.
- ◆ Visitors spend the least amount of time—averaging 4.1 hours.
- ◆ There is little difference in trip duration based on mode of transit.
- ◆ Most visitors travel to South Lake Union less than one day per week while those who work and/or live in the area travel to SLU at least 5 days per week.

Duration of Visit

Three-quarters of respondents plan on being in the area for at least 8 hours.

Duration of Visit
(Mean=7.9 hours)



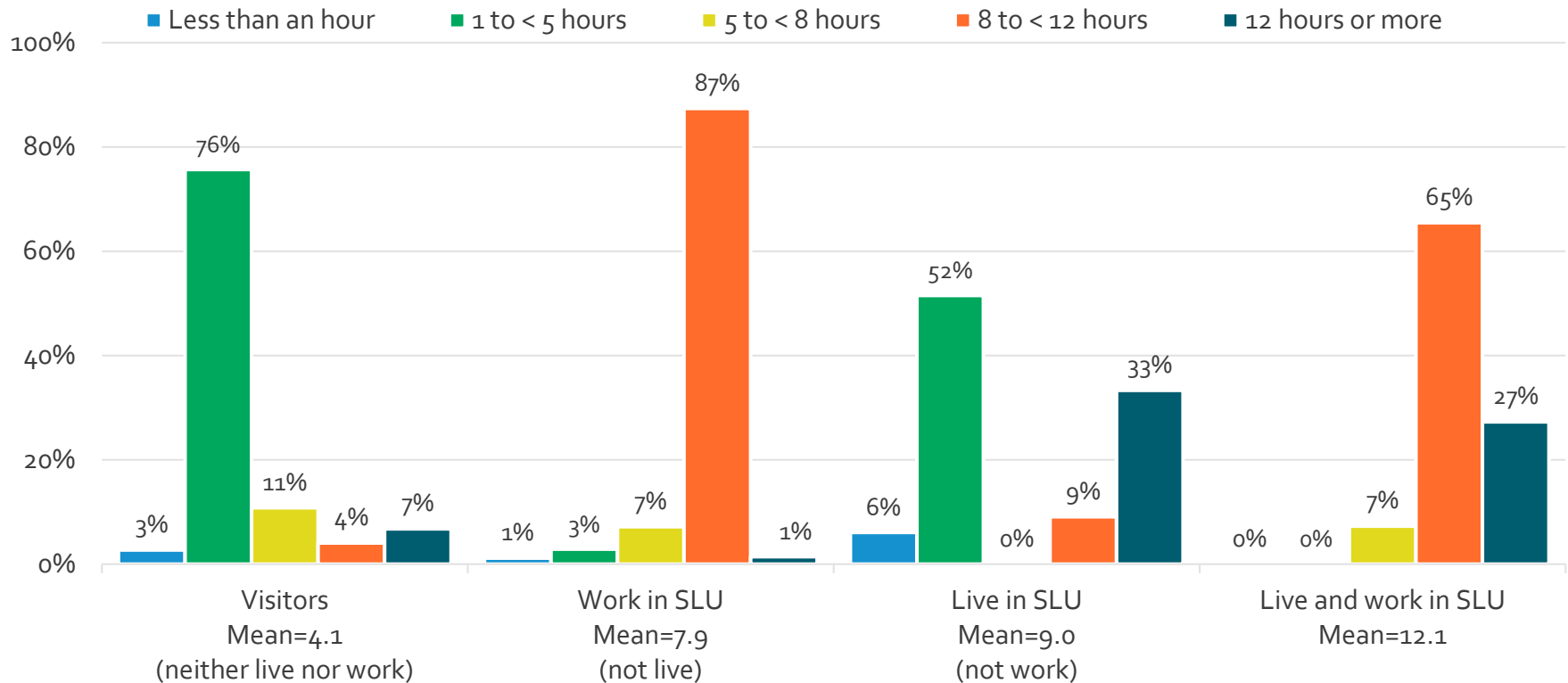
Q11: How much time do you plan to spend during your visit today?

Base: All Respondents (n=554)

Duration of Visit by Residency / Work Status

Visitors indicate they are going to spend the least time in the area—averaging 4.1 hours

- Those who live and work in SLU indicate they will spend the most amount of time in the area—just over 12 hours.

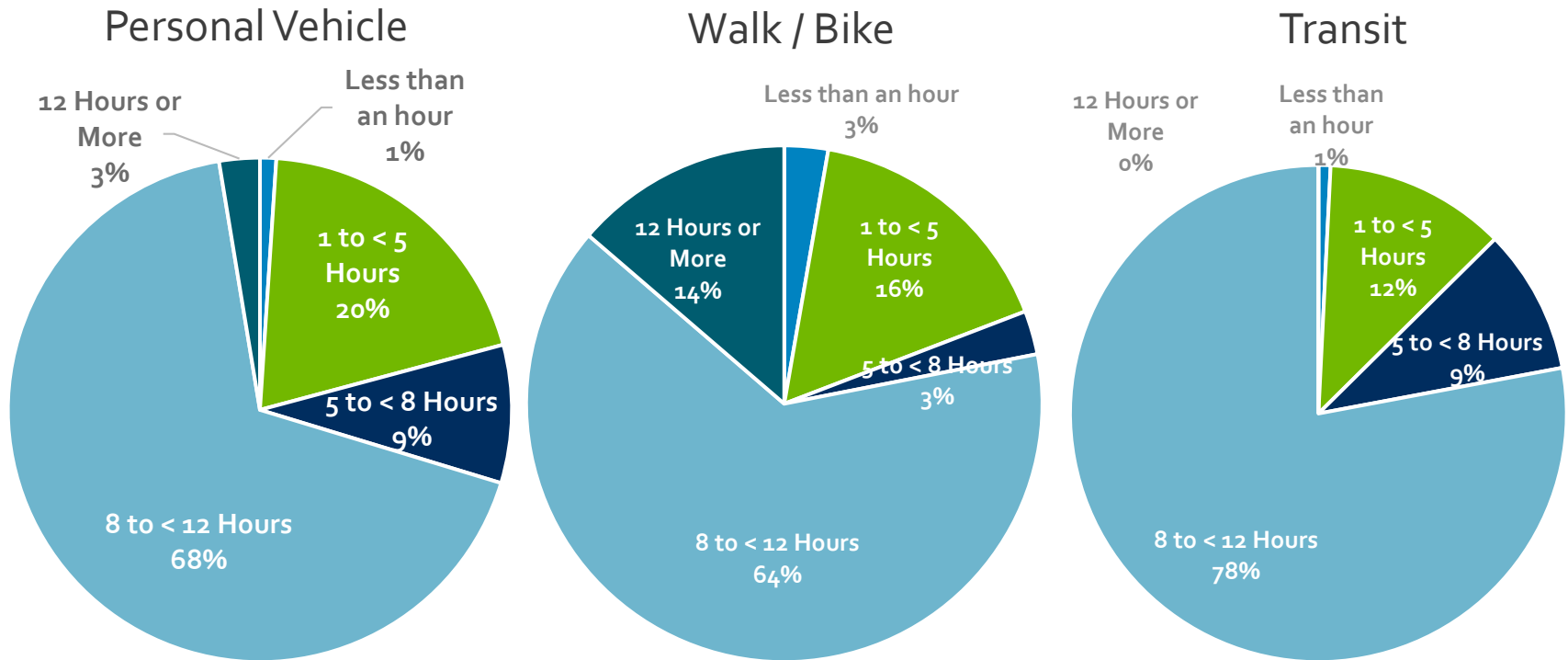


Q11: How much time do you plan to spend during your visit today?

Base: Visitors (n=78) – Work but not live (n=364) – Live but not work (n=49) – Live and work (n=62)

Duration of Visit by Travel Mode

Regardless of mode, the majority of visitors spend at least 8 hours in the area.



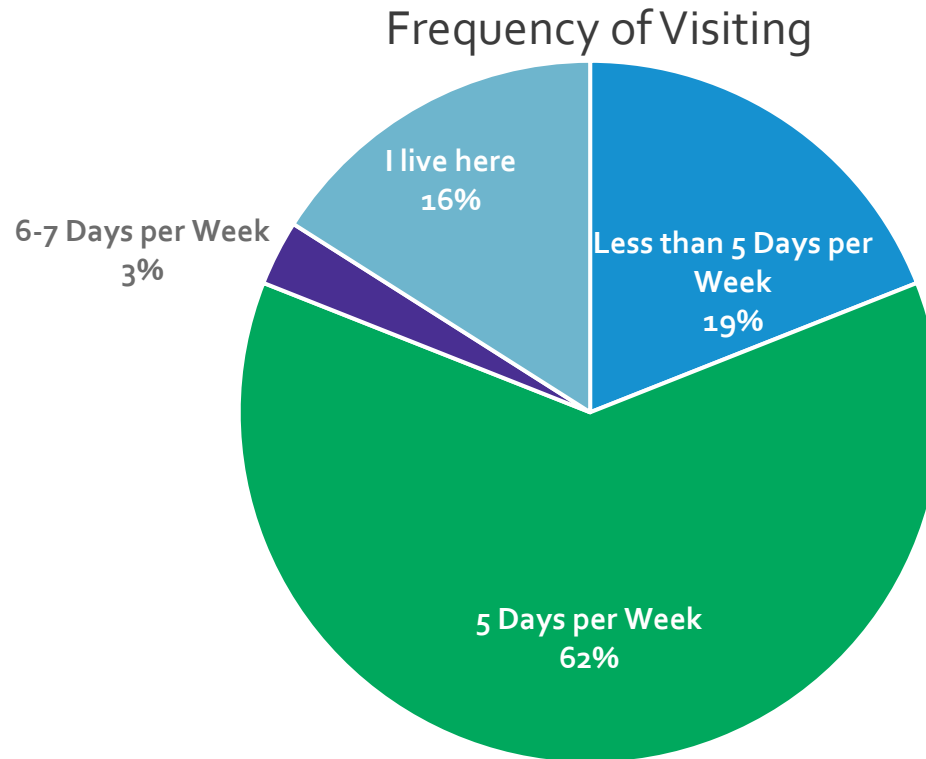
Q11: How much time do you plan to spend during your visit today?

Base: Personal Vehicle (includes carshare) (n=199) – Walk/Bike (n=148) – Public transit (n=131)

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 SLU 5 times per week (most weekdays).

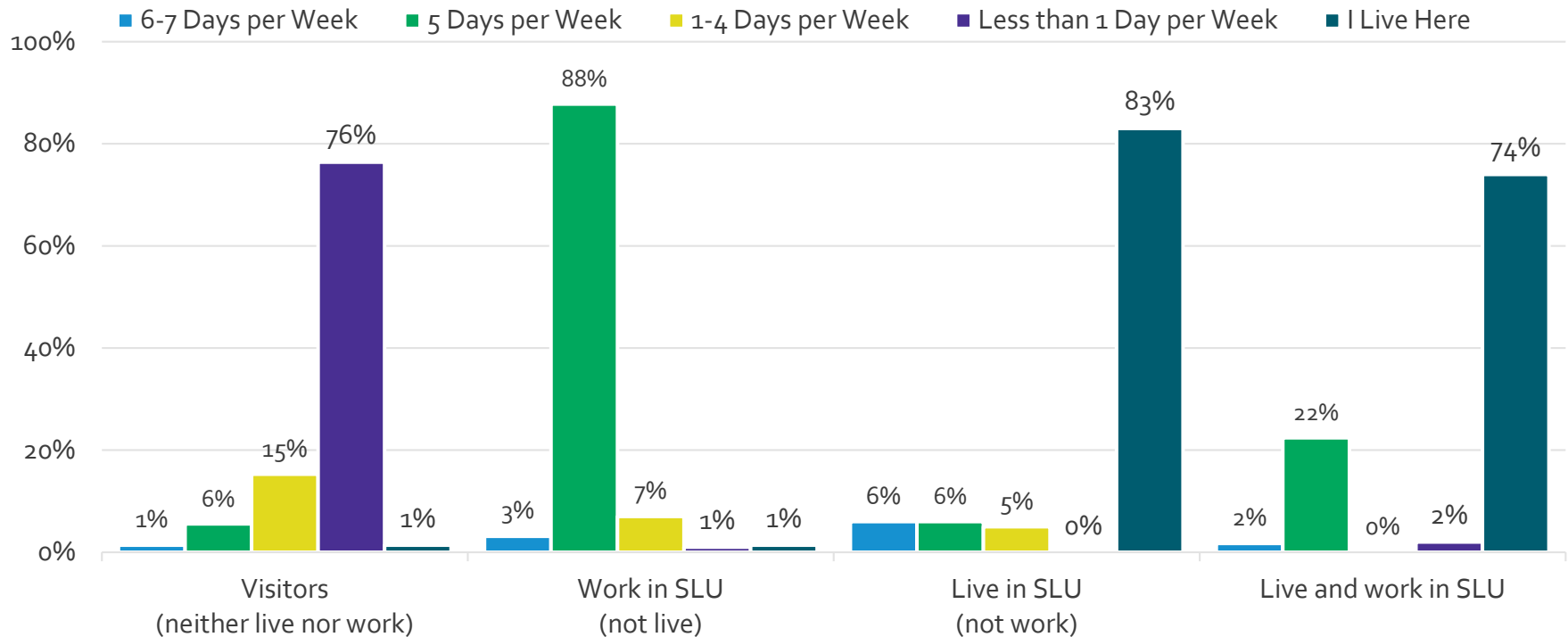


Q15: How often do you typically visit the area?

Base: All Respondents (n=551)

Frequency of Visits by Residency / Work Status

Visitors have the lowest frequency to South Lake Union—three-quarters come to SLU less than one day a week.



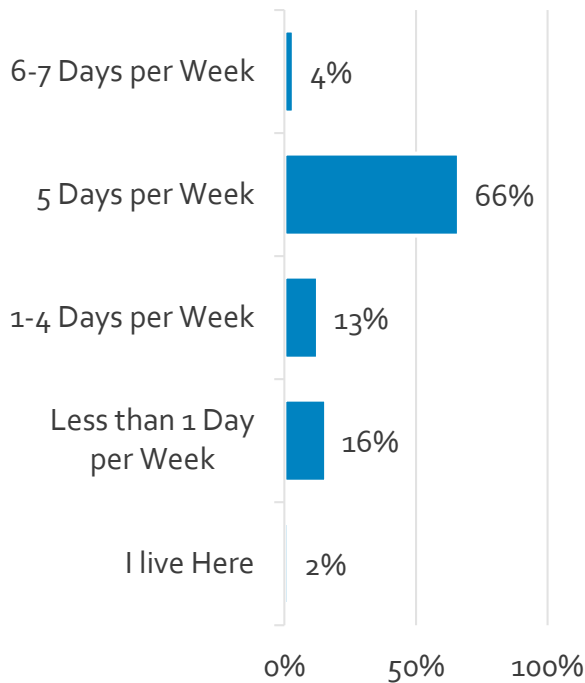
Q15: How often do you typically visit the area?

Base: Visitors (n=78) – Work but not live (n=364) – Live but not work (n=49) – Live and work (n=62)

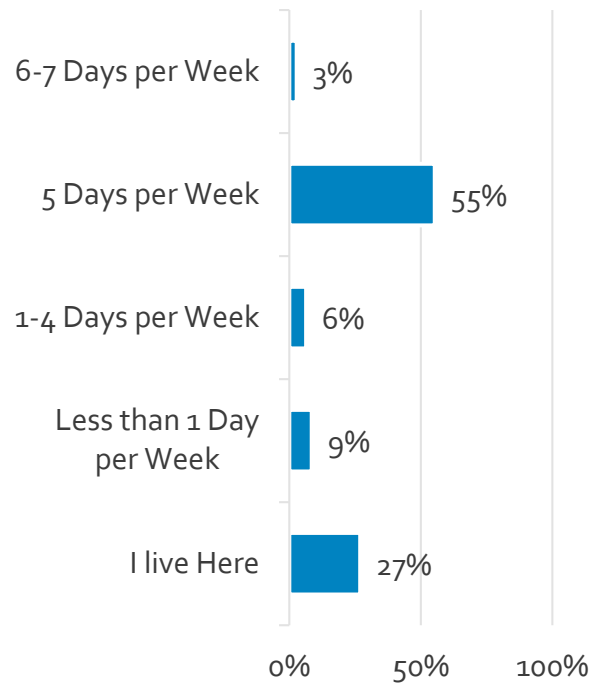
Frequency of Visits by Travel Mode

Regardless of transportation mode, the majority of respondents visit South Lake Union 5 days per week (most weekdays).

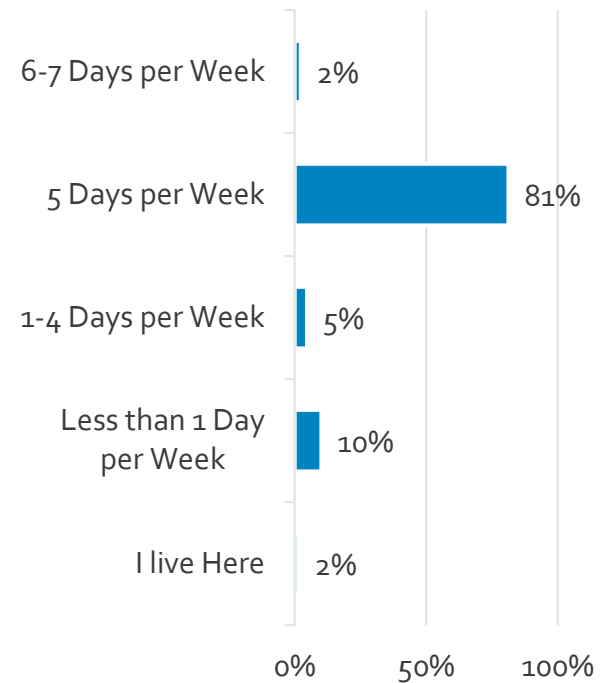
Personal Vehicle



Walk / Bike



Transit



Q15: How often do you typically visit the area?

Base: Personal Vehicle (includes carshare) (n=199) – Walk/Bike (n=148) – Public transit (n=131)

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

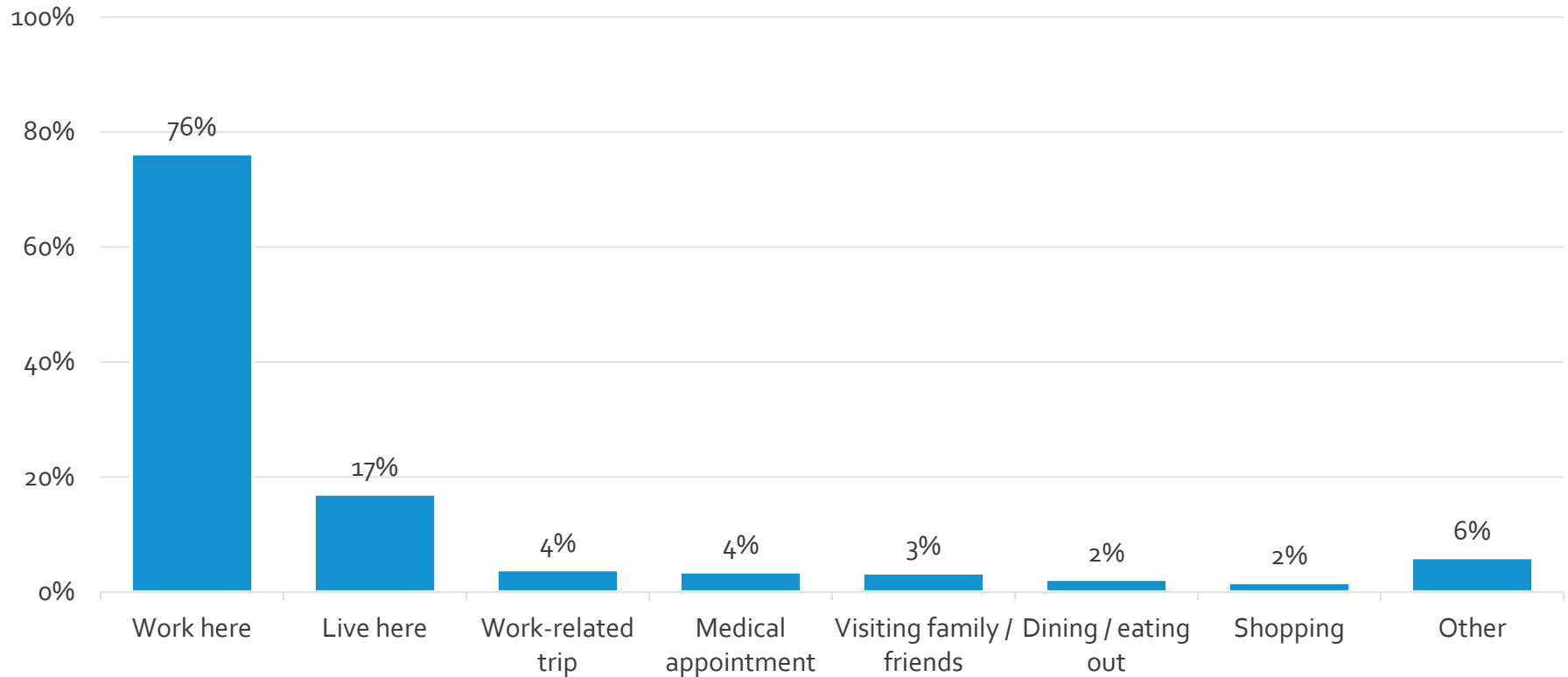
Reasons for Visiting

Reasons for Visiting Findings

- ◆ Three quarters (76%) of respondents indicate the primary reason for their trip is because they work there.
- ◆ Typical reasons, that is other than today's trip, are cited as for work, grabbing coffee/quick snack, or going out to eat.

Main Reason for Today's Visit

Three-quarters of respondents are in South Lake Union because they work there.



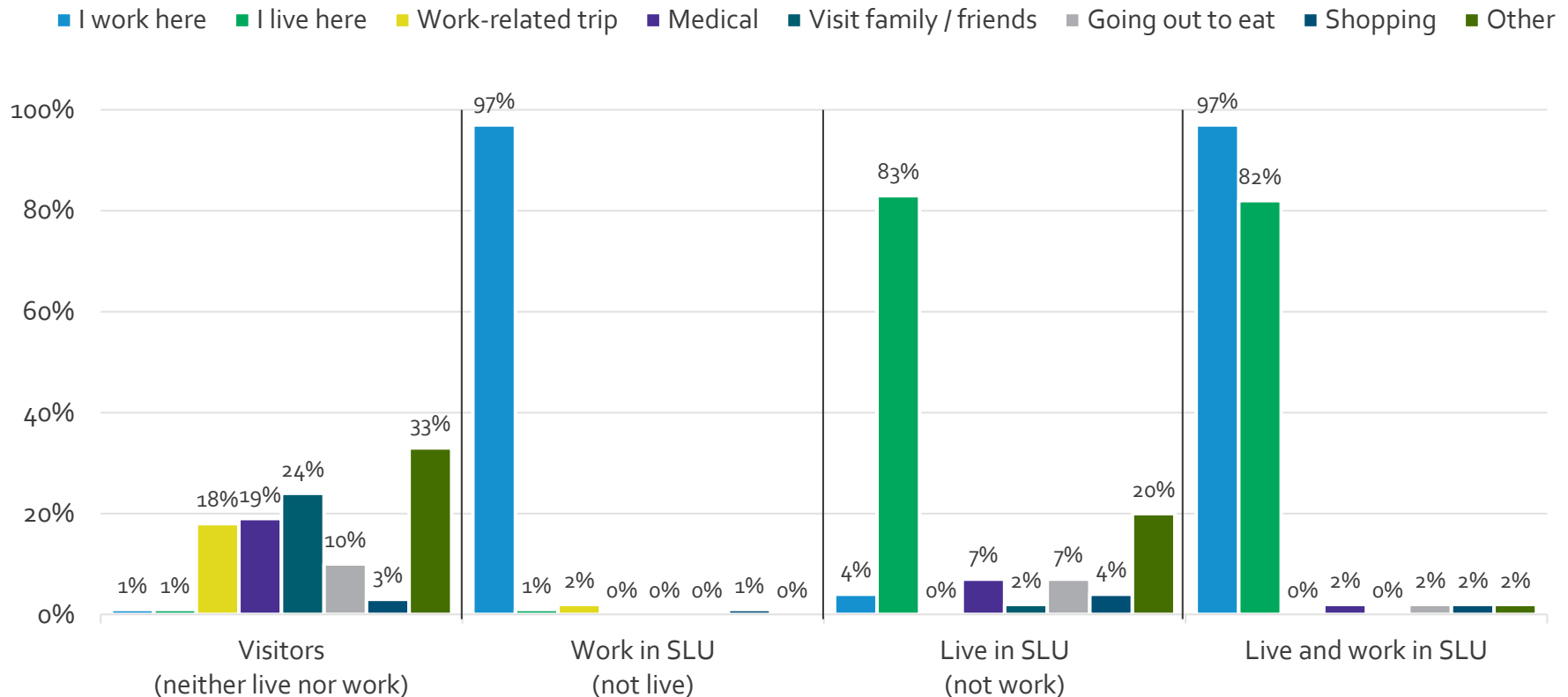
Q6: What is the main reason you're in South Lake Union today?

Multiple response: may sum to > 100%

Base: All Respondents (n=554)

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

Visitors, those who neither live nor work in South Lake Union, have the most varied reasons for visiting the area.



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

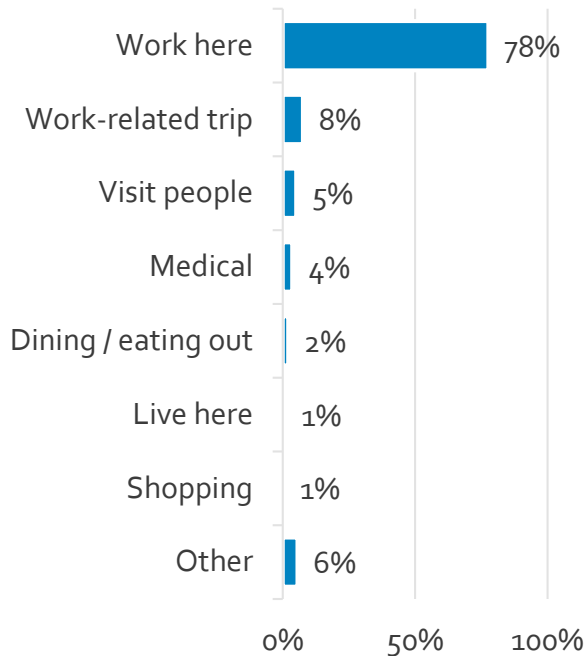
Multiple response: may sum to > 100%

Base: Visitors (n=78) – Work but not live (n=364) – Live but not work (n=49) – Live and work (n=62)

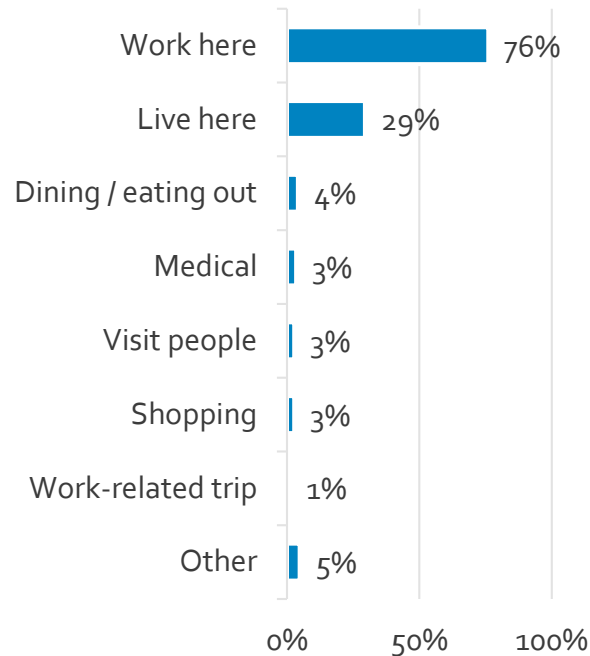
Main Reason for Today's Visit by Travel Mode

Work is cited as the main reason among the vast majority of respondents regardless of transportation mode.

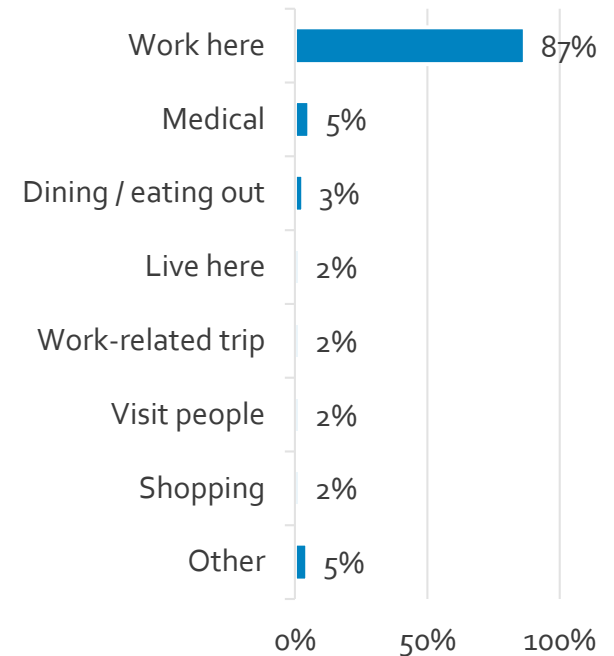
Personal Vehicle



Walk / Bike



Transit



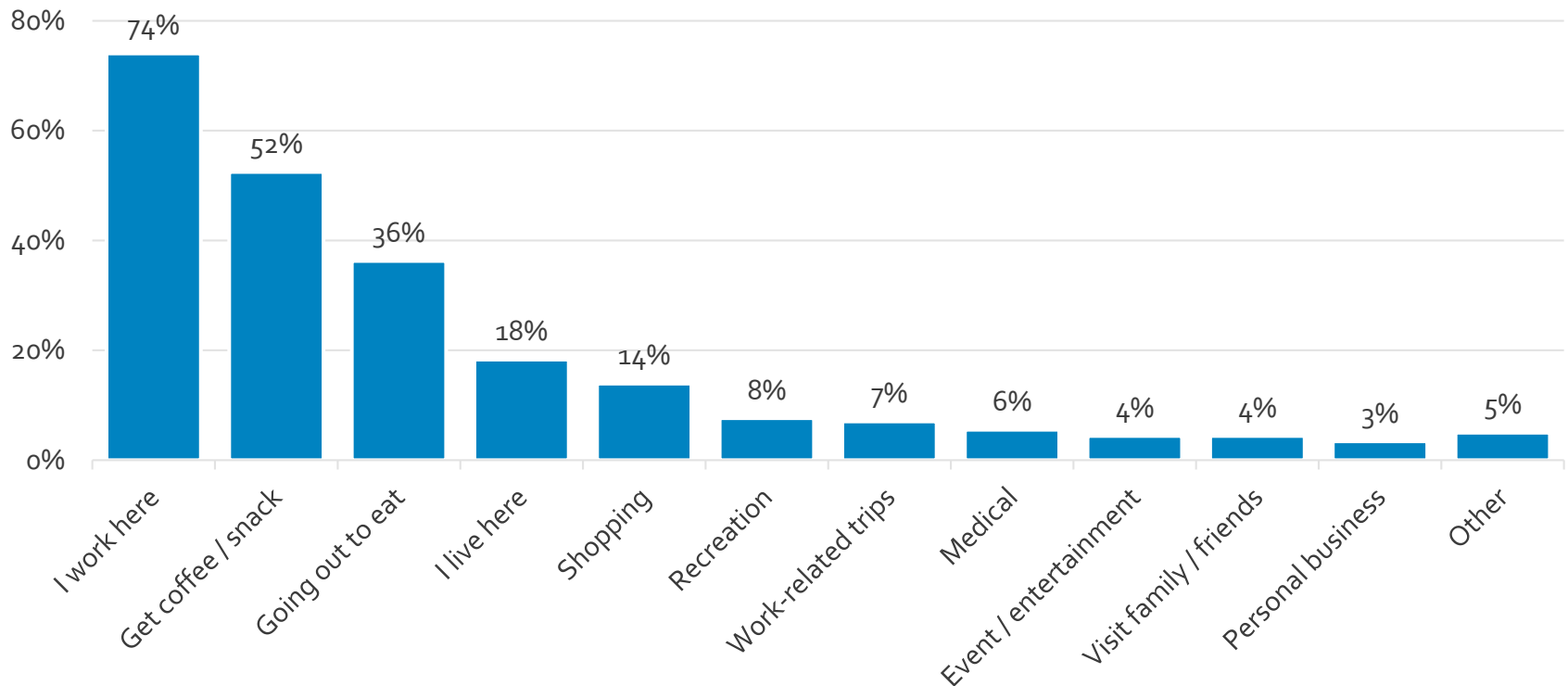
Q6: What is the main reason you're in South Lake Union today?

Base: Personal Vehicle (includes carshare) (n=199) – Walk/Bike (n=148) – Public transit (n=131)

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

Reasons for Typical Visit

Three-quarters (74%) of respondents typically visit South Lake Union because they live there. Half of respondents were in the area to grab coffee or a snack, and just over a third were in the area to eat at a restaurant.



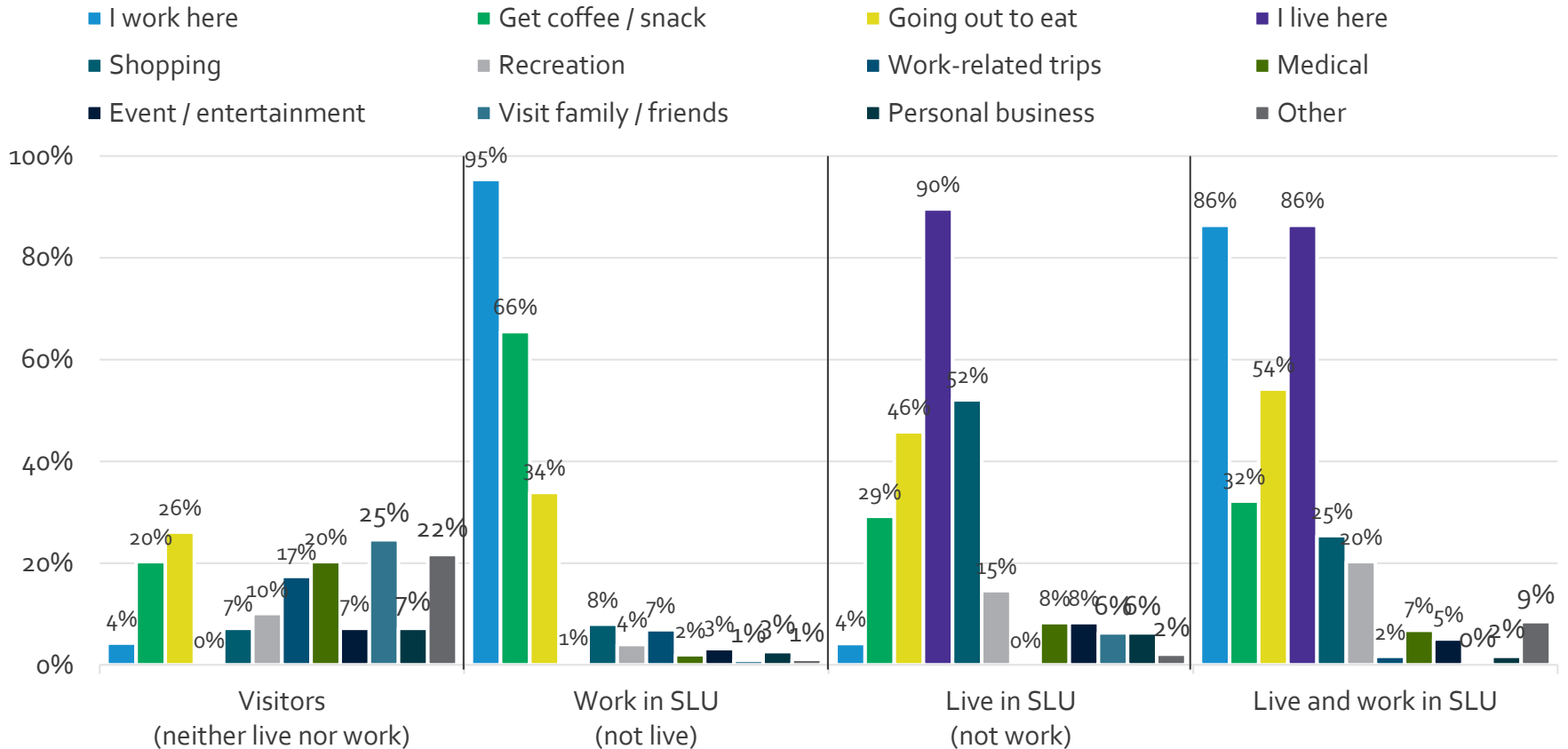
Q16: What are the primary reasons you typically visit the area?

Multiple response: may sum to > 100%

Base: All Respondents (n=554)

Typical Reasons by Residency / Work Status

Visitors, those who neither live nor work in South Lake Union, have the most varied reasons for visiting the area.



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

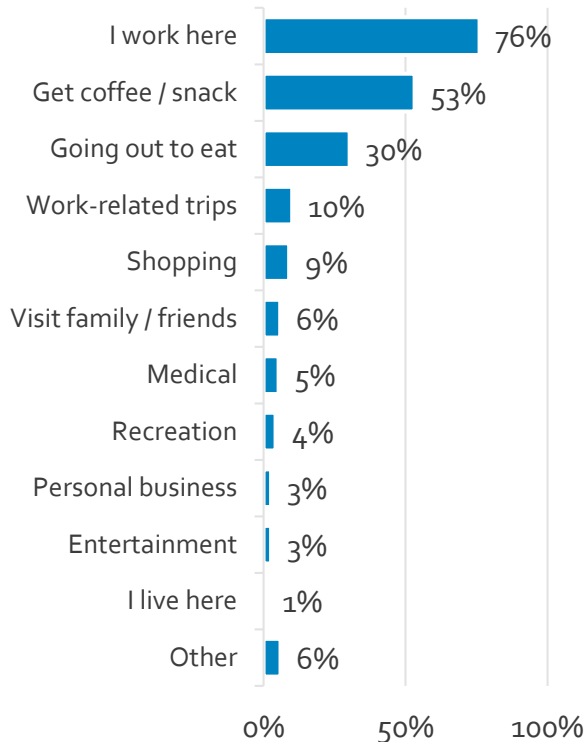
Multiple response: may sum to > 100%

Base: Visitors (n=78) – Work but not live (n=364) – Live but not work (n=49) – Live and work (n=62)

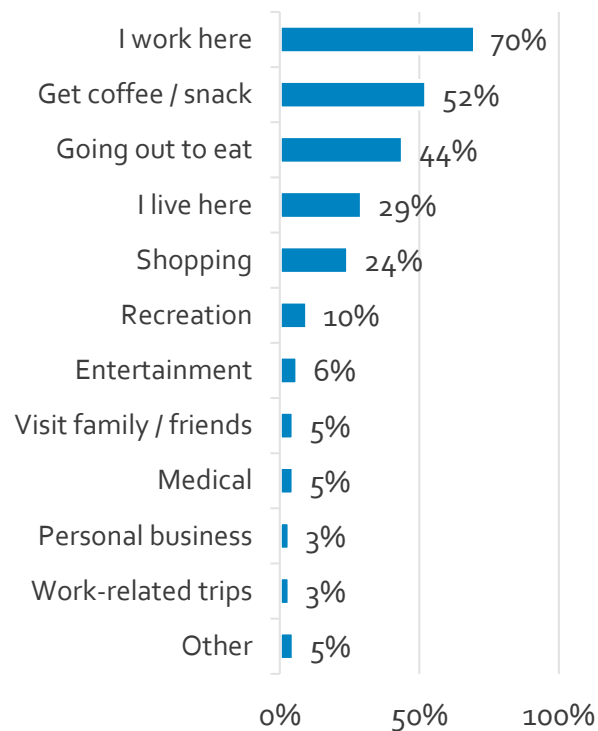
Typical Reason to Visit – Primary Travel Mode

The primary reasons of work, getting snacks, or getting food at a restaurant are the same regardless of transportation mode taken to SLU.

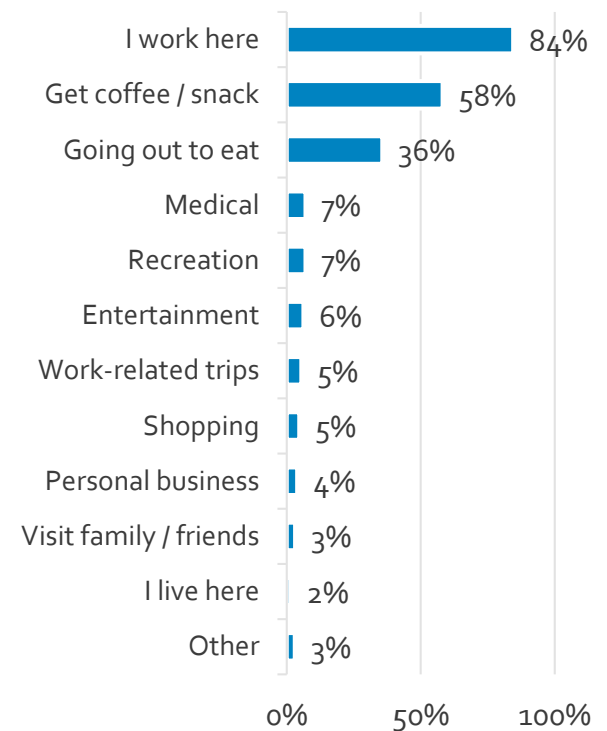
Personal Vehicle



Walk / Bike



Transit



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

Base: Personal Vehicle (includes carshare) (n=199) – Walk/Bike (n=148) – Public transit (n=131)

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

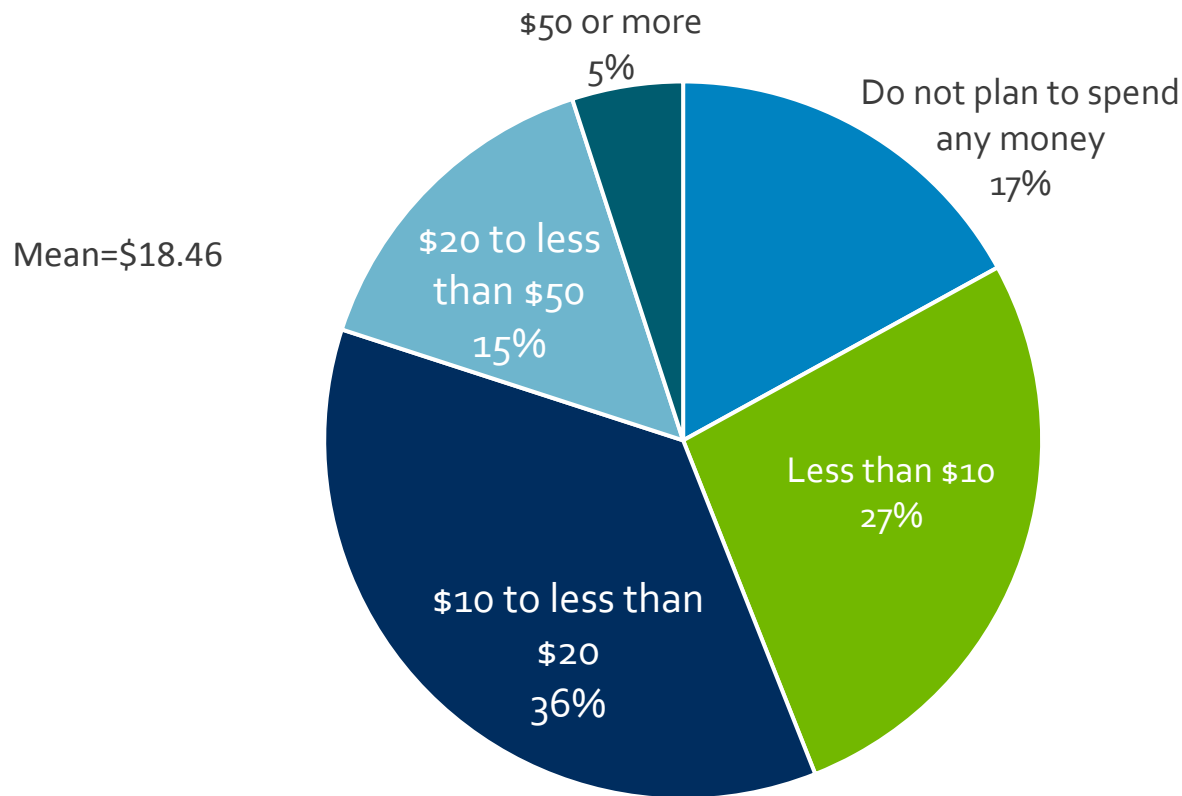
Spending

Spending Findings

- ◆ Eighty-three percent (83%) of respondents plan on spending at least some money while in the area.
- ◆ Those who are planning on spending money, spend \$18.46 on average.
- ◆ Visitors spend the most money while in the area.
- ◆ Those who walk or bike to the area indicate they are most likely to spend the most money while in the area.

Spending

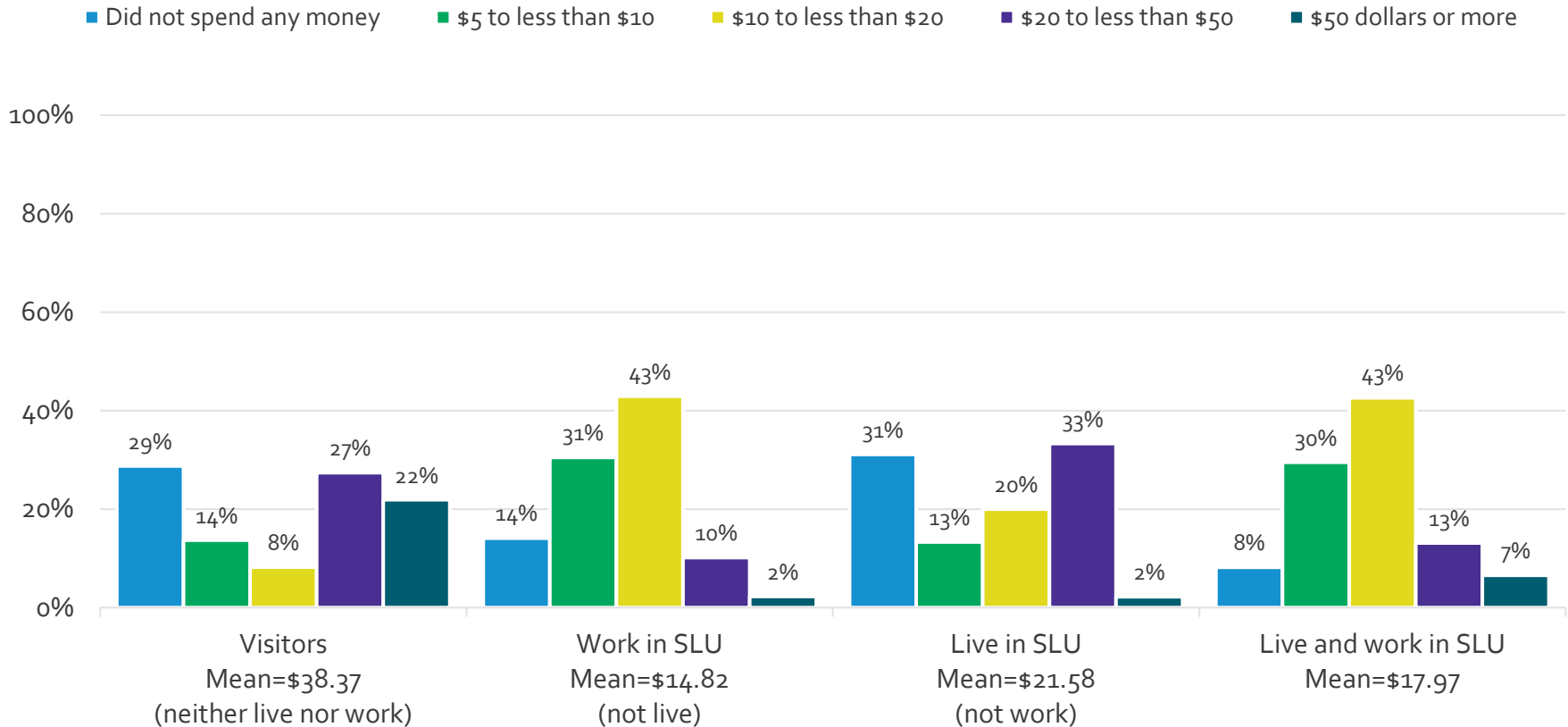
Eighty percent (80%) of respondents plan on spending at least some money while in the area. Those who are planning on spending money, spend \$18.46 on average.



*Q12: How much money do you plan to spend during your visit to the area today?
Base: All respondents (n=515)*

Spending by Residency / Work Status

On average, those who work in SLU spend the least and visitors spend the most.

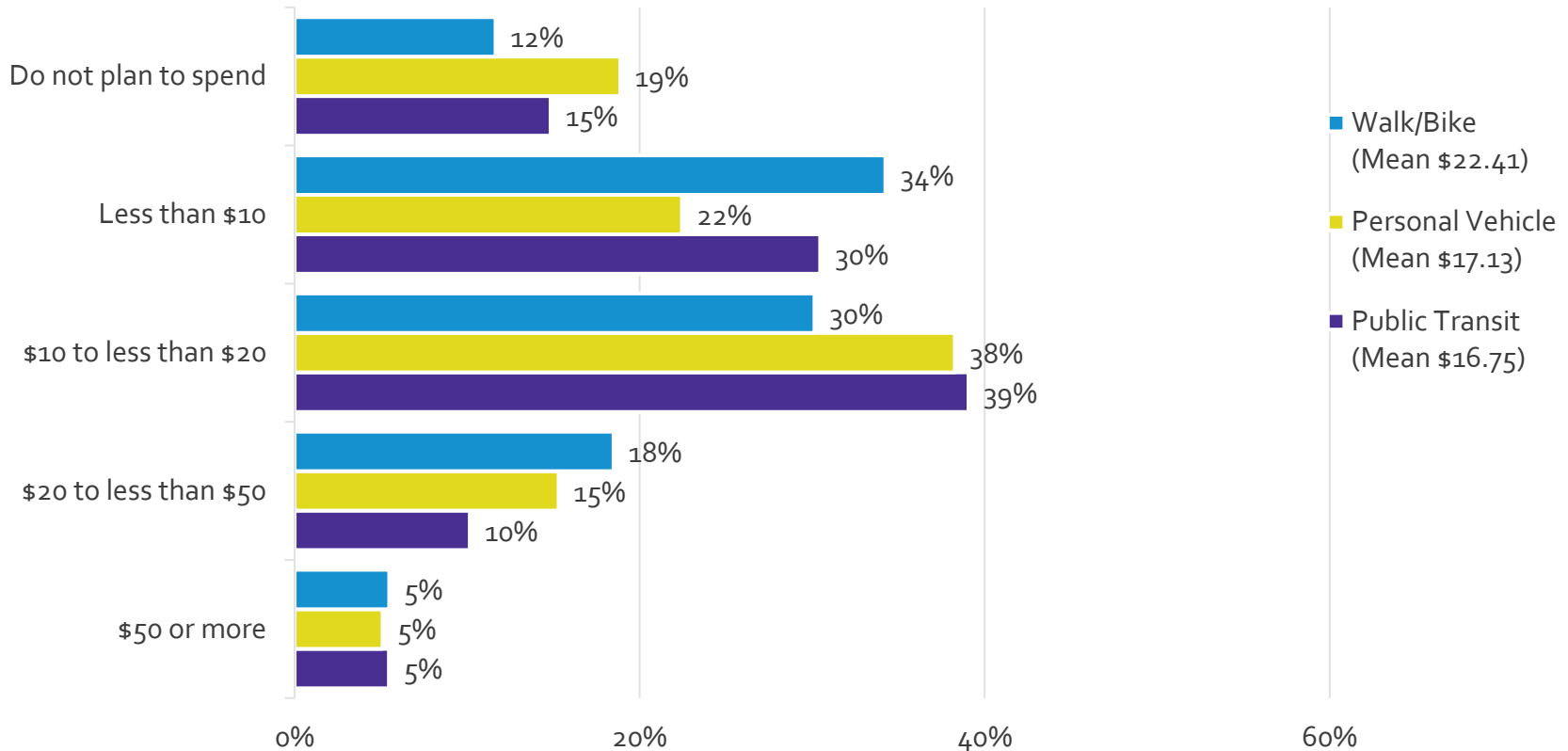


Q12: How much money do you plan to spend during your visit to the area today?

Base: Visitors (n=78) – Work but not live (n=364) – Live but not work (n=49) – Live and work (n=62)

Spending By Travel Mode

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



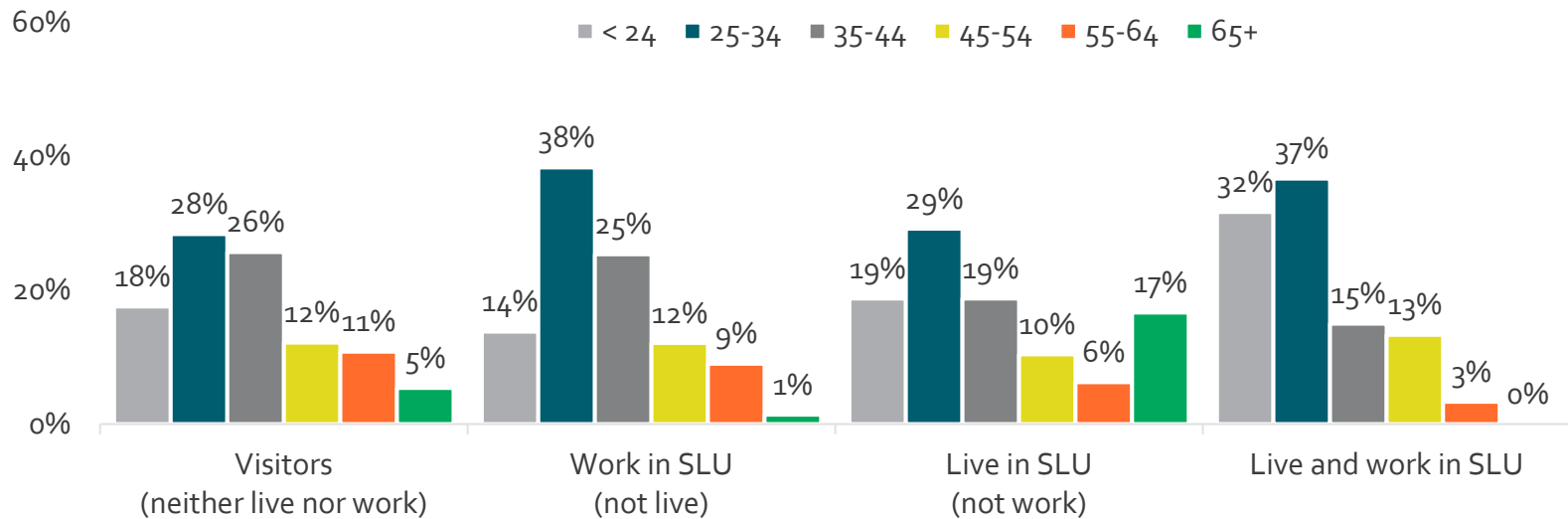
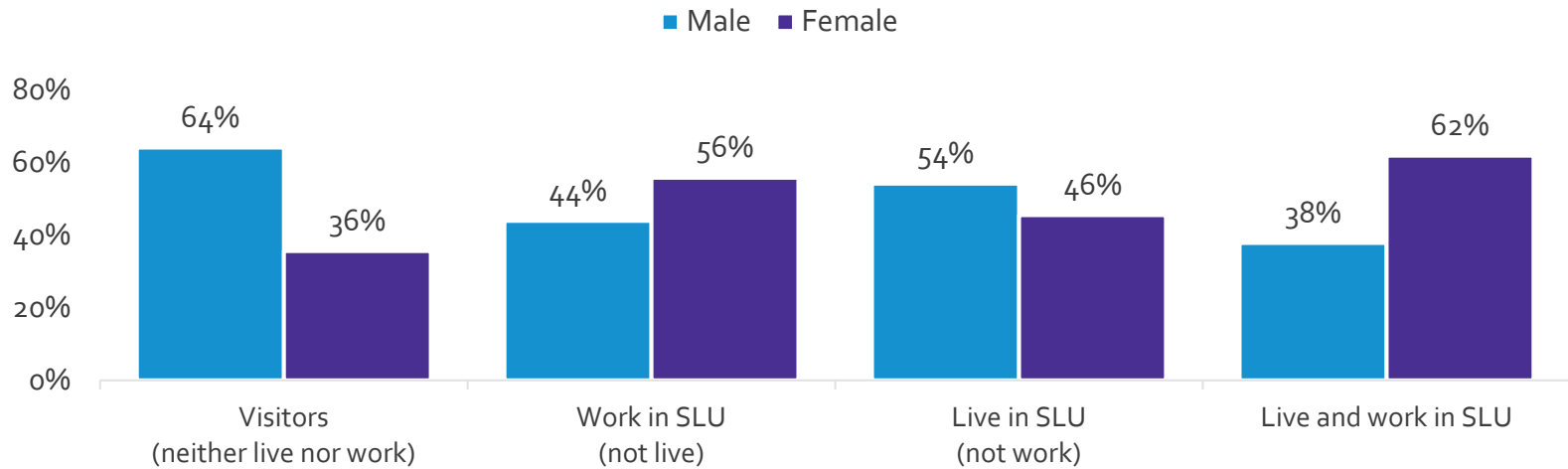
Q12: How much money do you plan to spend during your visit to the area today?

Base: Personal Vehicle (includes carshare) (n=199) – Walk/Bike (n=148) – Public transit (n=131)

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

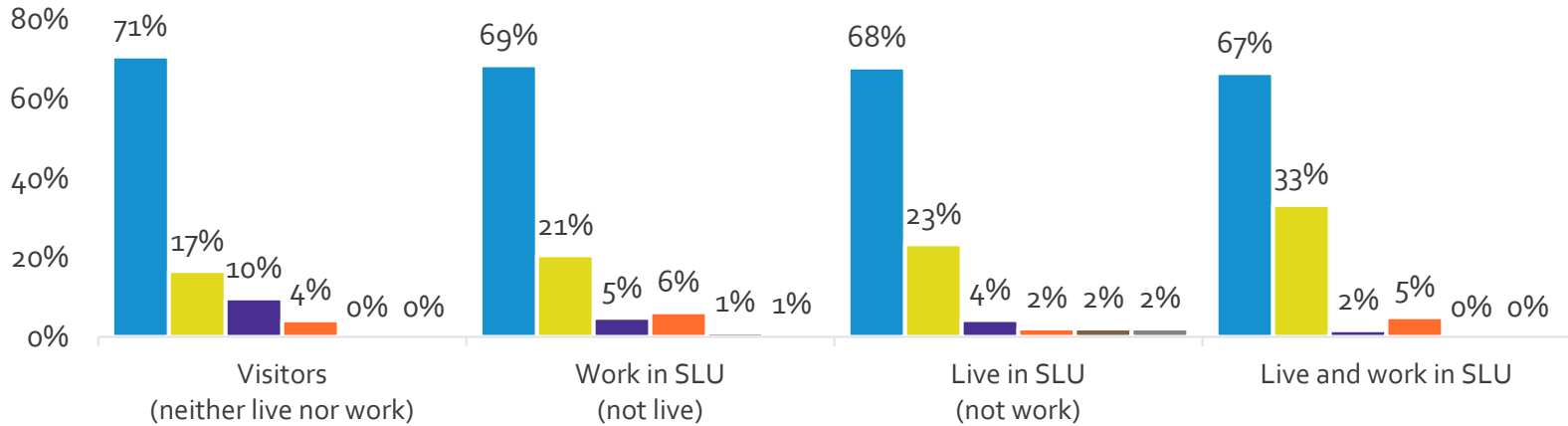
Respondent Demographics

Age and Gender by Residency / Work Status

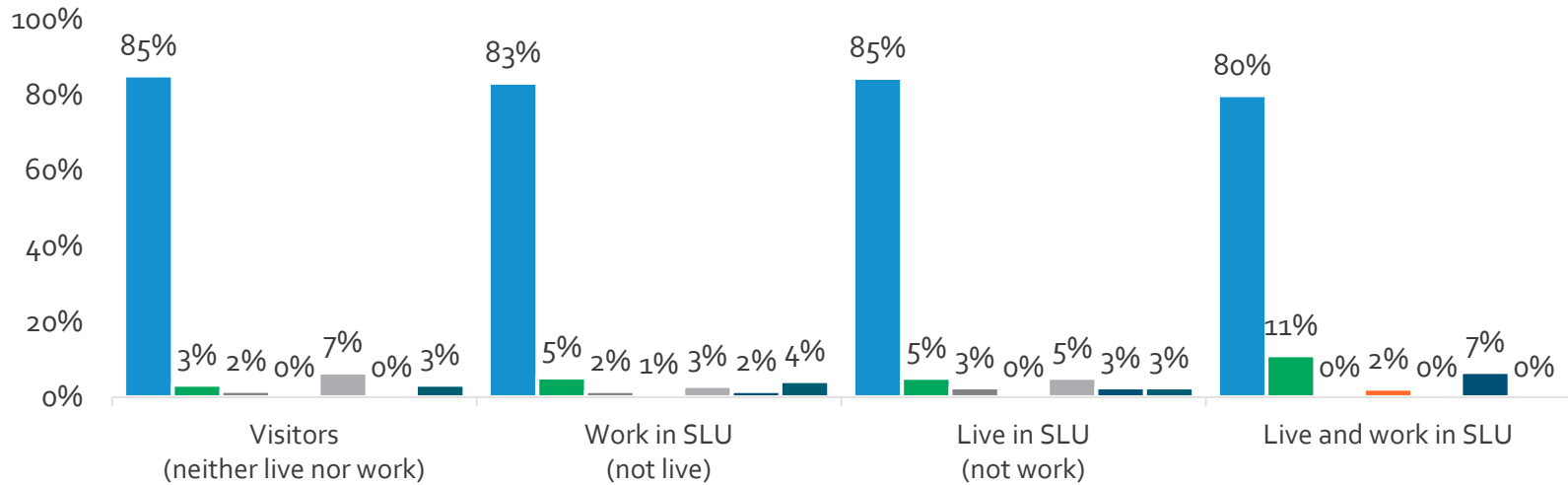


Race and Language(s) Spoken by Residency / Work Status

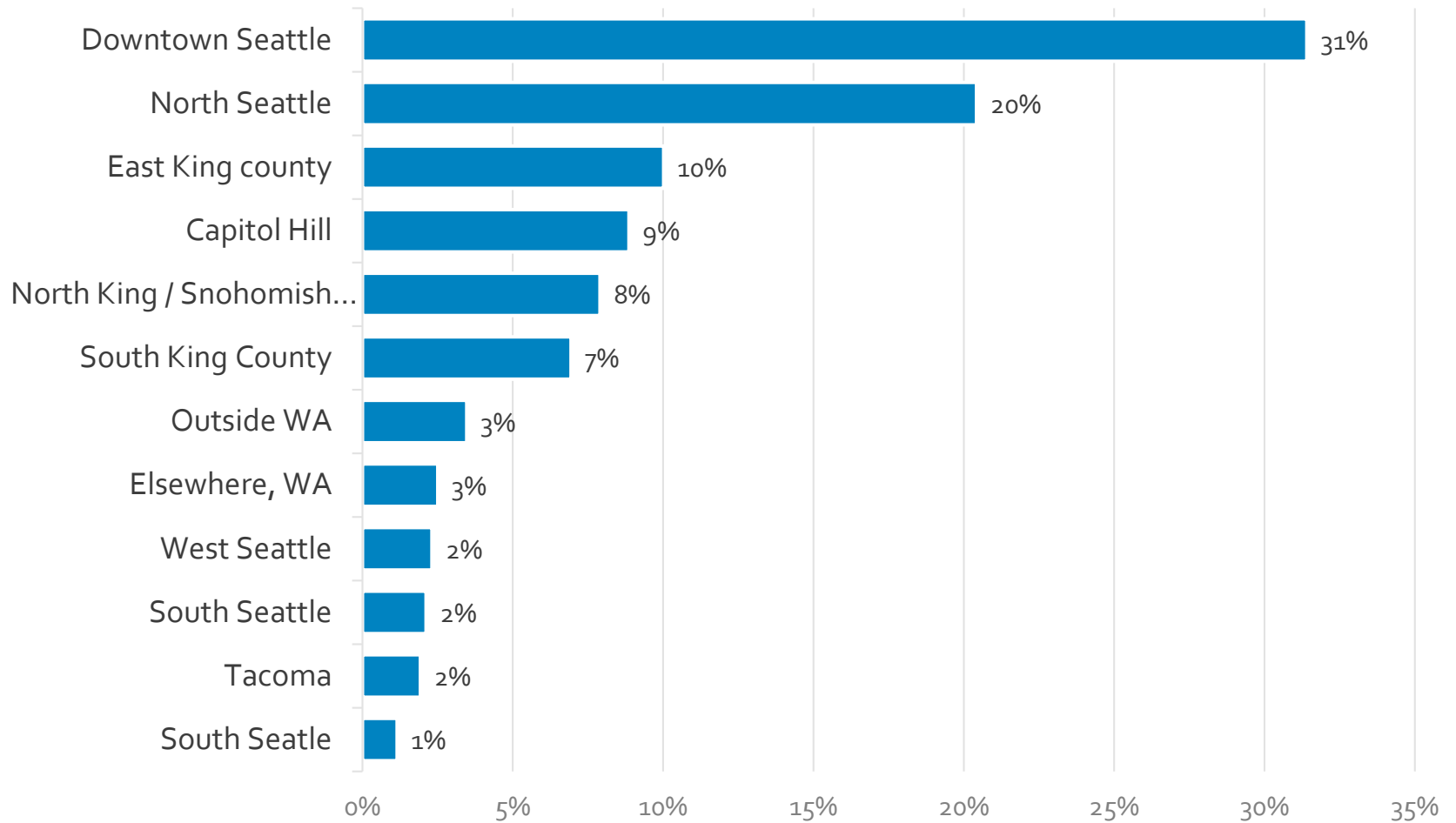
■ White / Caucasian ■ Asian / Pacific Islander ■ Latino / Hispanic ■ Black / African American ■ American Indian / Alaskan Native ■ Other



■ English ■ Chinese ■ Hindi ■ Japanese ■ Spanish ■ Vietnamese ■ Other



Geography / Origin



Location based on zip code

Base: All Respondents (n=554) Note: only 314 respondents provided locatable zip codes