



Seattle
Department of
Transportation

Wallingford Neighborhood Intercept Survey

Conducted for the Seattle Department of Transportation
Date: October, 2019

Study Overview

- **Purpose and Methodology Overview**

- To better understand behaviors among people visiting and working in Wallingford.
- An intercept survey was conducted over a two week period. Interviewers were stationed at key intersections during weekdays and administered a brief survey to pedestrians passing by.

- **Objectives**

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

Key Findings (1)

- **Residency**: Half of respondents live in Wallingford. Forty-percent are visitors.
- **Mode Share**: Overall, walking is the most commonly used travel mode used to get to Wallingford—48% of respondents use this mode.
 - Twenty-one percent drive alone, 15% take the bus, and 9% carpool.
 - **Driving**: The primary reasons for driving alone are that transit stops are inconvenient, being required to drive for work, and the length of time it takes to use transit.

Key Findings (2)

- **Trip Purpose**: Work-related trips, shopping, and eating out are the most commonly mentioned primary reasons for being in Wallingford.
- **Spending**: Just under three quarters of respondents plan on spending at least some money while in the area.
 - The average anticipated spend is \$30.50.
 - On average, visitors spend the most money while in the area while workers spend the least.
 - Those who use a personal vehicle area likely to have the highest spend.

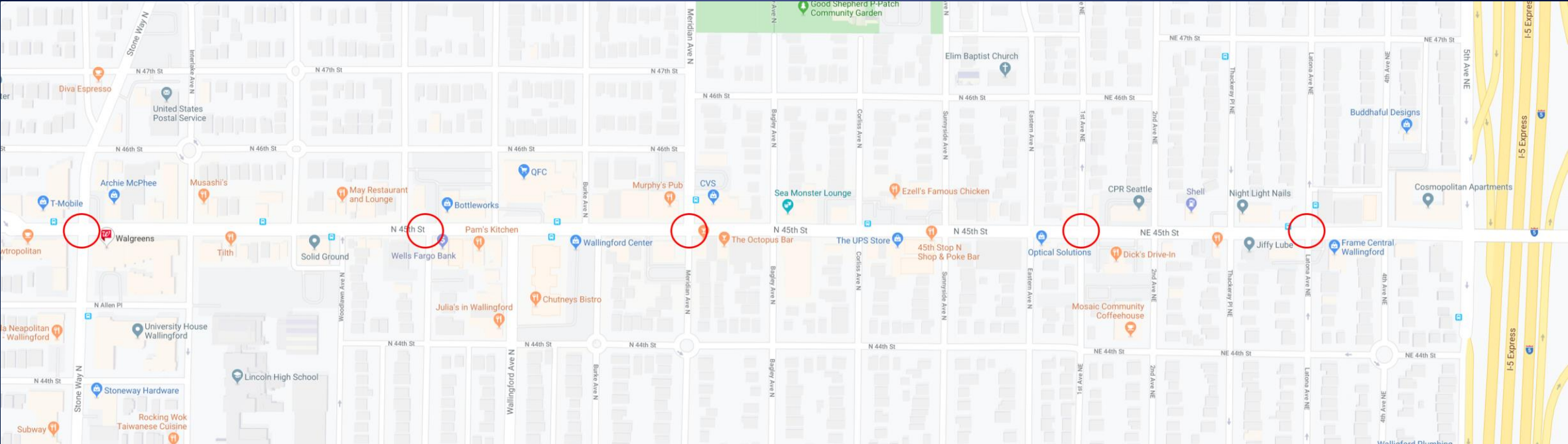
Methodology

- A total of 523 interviews were completed in Wallingford with an overall margin of error of +/-4.2% at the 95% confidence level.
- Two interviewers were on-site to administer the 2-3 minute surveys in-person using a tablet. Interviewing took place over two the following dates and times:

Date	Interviewing Time	Location	# of Surveys
Friday, September 27	12 PM to 4 PM	Densmore Ave N& N 45 th St	62
Saturday, September 28	5 PM to 9 PM	Meridian Ave N & N 45 th St	55
Monday, September 30	3 PM to 7 PM	1 st Ave NE & N 45 th St	40
Tuesday, October 1	10 AM to 2 PM	Latona Ave NE & N 45 th St	47
Wednesday, October 2	12 PM to 4 PM	Stone Way N & N 45 th St	58
Thursday, October 3	3 PM to 7 PM	Densmore Ave N& N 45 th St	54
Friday, October 4	3 PM to 7 PM	Meridian Ave N & N 45 th St	59
Saturday, October 5	10 AM to 2 PM	1 st Ave NE & N 45 th St	37
Sunday, October 6	10 AM to 2 PM	Latona Ave NE & N 45 th St	53
Monday, October 7	10 AM to 2 PM	Stone Way N & N 45 th St	58

- Periods of inclement weather impacted response rates at times.
- Surveys were available in English only

Survey Locations



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 **THIS NEIGHBORHOOD** 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 **THIS NEIGHBORHOOD**?
 - Live
 - Work
 - No / Neither
- IF LIVE** How far, in blocks, do you live from **THIS NEIGHBORHOOD**?
 - Less than block
 - 1-5 blocks
 - 6-10 blocks
 - 10+ blocks
- IF LIVE** How long have you lived at your current residence? *If less than 1 year, enter 0.*
NUMBER OF YEARS: _____
- IF WORK** Where in **THIS NEIGHBORHOOD** do you work?
 - NEIGHBORHOOD CENTER
 - OUTSIDE OF NEIGHBORHOOD CENTER
- What is the main reason you are in the **THIS NEIGHBORHOOD** today? *[CAN ADD NEIGHBORHOOD SPECIFIC OPTIONS]*
 - Live here
 - Work here
 - Work-Related trip
 - Personal Shopping
 - Grocery Shopping
 - Going Out to Eat
 - Quick Snack or Drink
 - Entertainment / Night life
 - Recreation / Parks
 - Special Event
 - Visiting Family / Friends
 - School / Class
 - Medical Appointment
 - Catching a Bus
 - Farmers Market
 - 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 **THIS NEIGHBORHOOD** 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:___)
 - Rideshare (e.g. Taxi/Uber/Lyft)
 - Carshare alone (e.g. Car2go / Zipcar / ReachNow)
 - Carshare with other people (e.g. Car2go / Zipcar / ReachNow)
 - Other: _____
- Q7A. Will you be using the same transportation mode to leave **THIS NEIGHBORHOOD** today?
 - Yes
 - No
- IF USED CAR:** Where did you park?
 - On Street, Time Limit Parking
 - On-Street, No Time-Limits
 - Off-Street Lot
 - Other: _____
- IF USED CAR:** How far away, in blocks, did you park from your destination?
NUMBER OF BLOCKS: _____

- IF DROVE ALONE:** 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 **THIS NEIGHBORHOOD** today?
 - Less than 10 minutes
 - One to two hours
 - 11 to 30 minutes
 - Two to five hours
 - 31 to 60 minutes
 - More than 5 hours
- How much money do you plan to spend during your visit to **THIS NEIGHBORHOOD** today?
(Enter \$0 if you do not plan on spending any money)
ESTIMATED DOLLAR AMOUNT: _____
- IF INDICATED DIFFERENT ROUTE IN Q7A:** What is the **MAIN** transportation mode you plan on using when you leave **THIS NEIGHBORHOOD** 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 "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:___)
 - Rideshare (e.g. Taxi/Uber/Lyft)
 - Carshare alone (e.g. Car2go / Zipcar / ReachNow)
 - Carshare with other people (e.g. Car2go / Zipcar / ReachNow)
 - Other: _____
- When you leave, where will you be going to?
 - Home
 - Work
 - Family / Friend's Home
 - Other: _____
- How often do you typically visit **THIS NEIGHBORHOOD**?
 - 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 **THIS NEIGHBORHOOD**? *(up to 3)*
 - I Live here
 - I Work here
 - Work-Related trip
 - Personal Shopping
 - Grocery Shopping
 - Going Out to Eat
 - Quick Snack or Drink
 - Entertainment / Night life
 - Recreation / Parks
 - Special Event
 - Visiting Family / Friends
 - School / Class
 - Medical Appointment
 - Catching a Bus
 - Farmers Market
 - 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 Wallingford

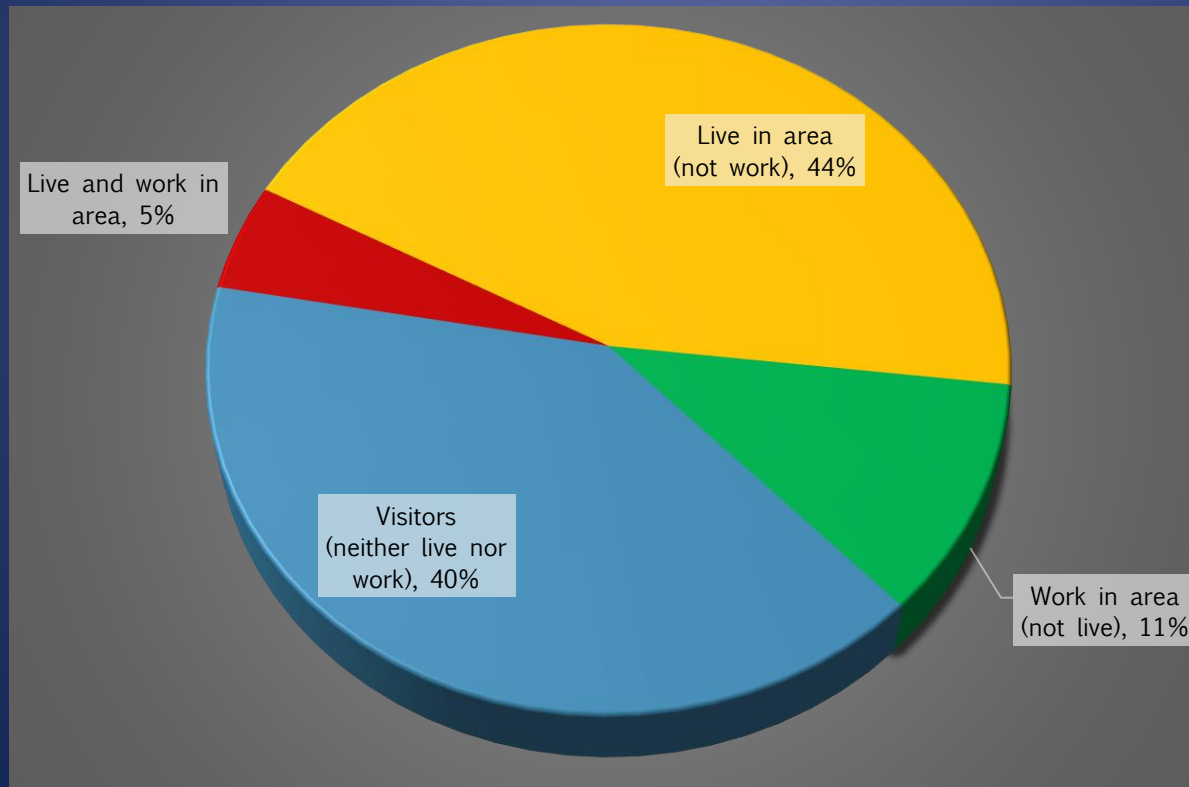
Who does what, where

Neighborhood Residence

Half of respondents live in Wallingford.

- *5 percent both live and work in Wallingford, and*
- *44 percent live, but do not work in the area.*

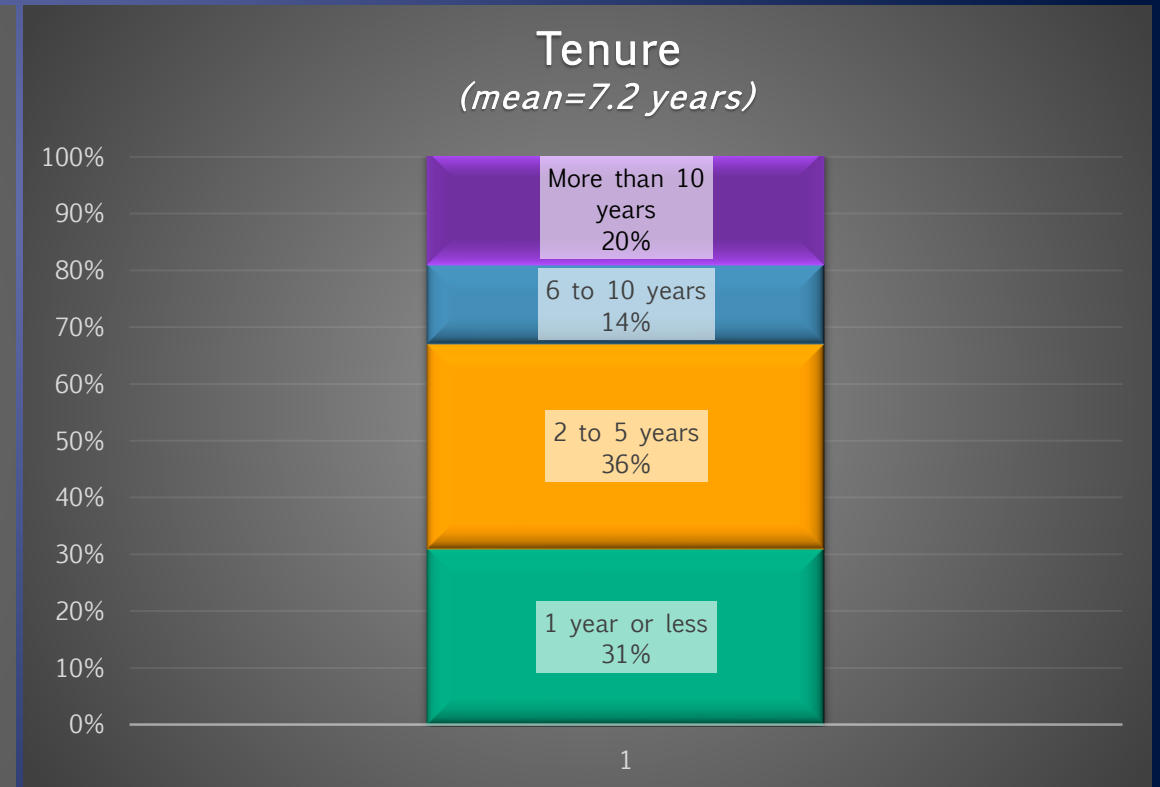
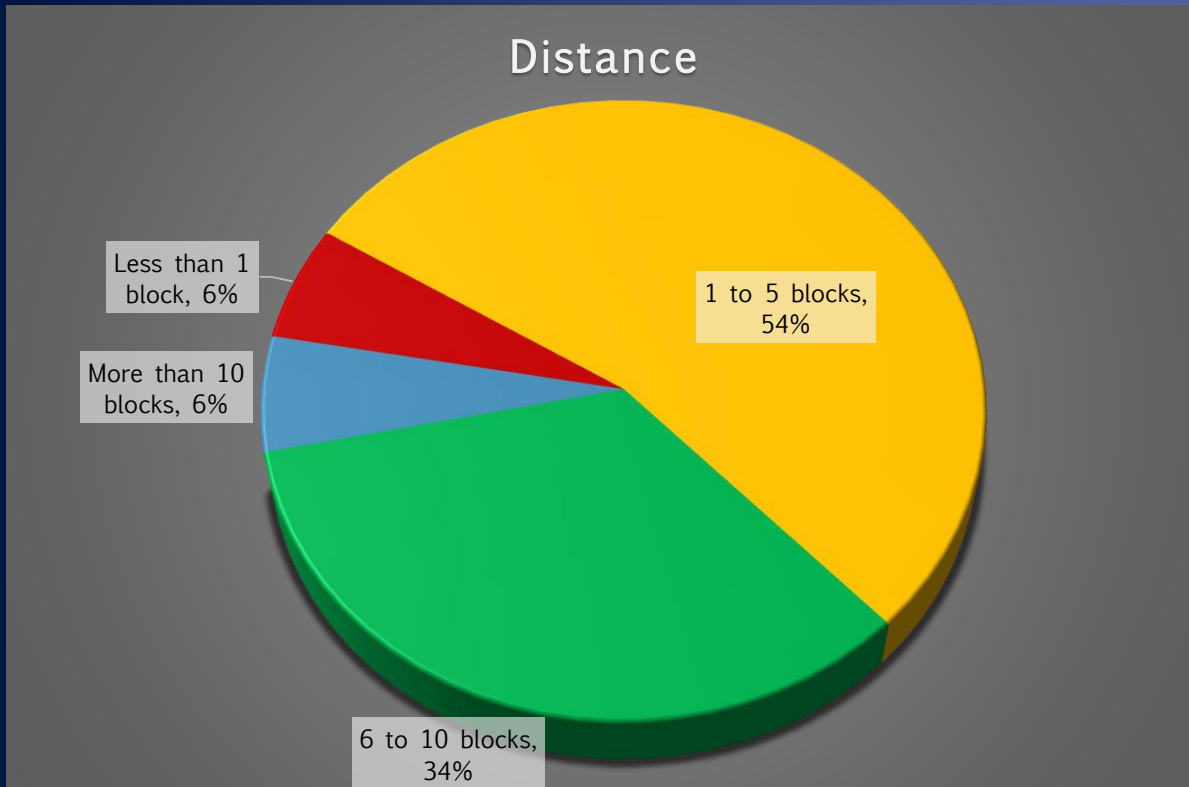
Two out of five (40%) of respondents are visitors, that is they neither live nor work in Wallingford.



Distance from Home to Intercept Location

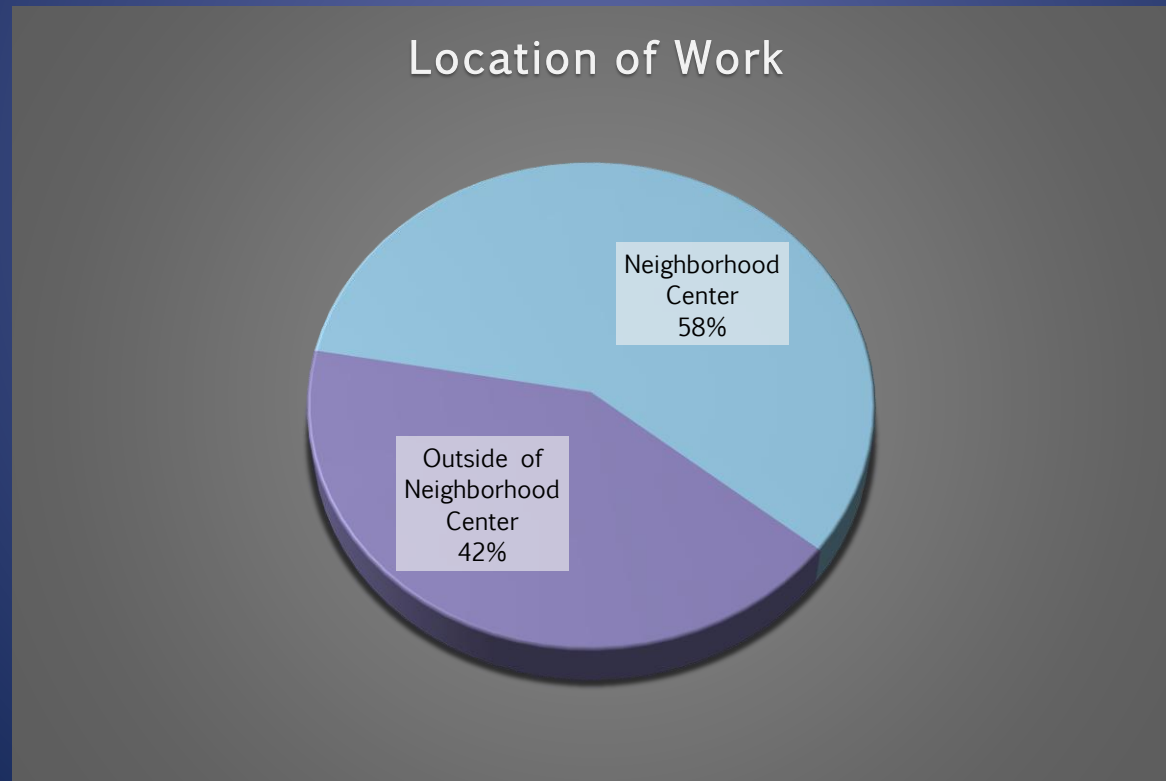
Just over half of residents (those indicating they live in Wallingford) live within 5 blocks of the intercept location.

Two thirds of residents have lived in Wallingford for less than 5 years.



Location Worked in Wallingford

Six out of ten of workers state their place of employment is in the Wallingford Neighborhood center



Travel Behavior

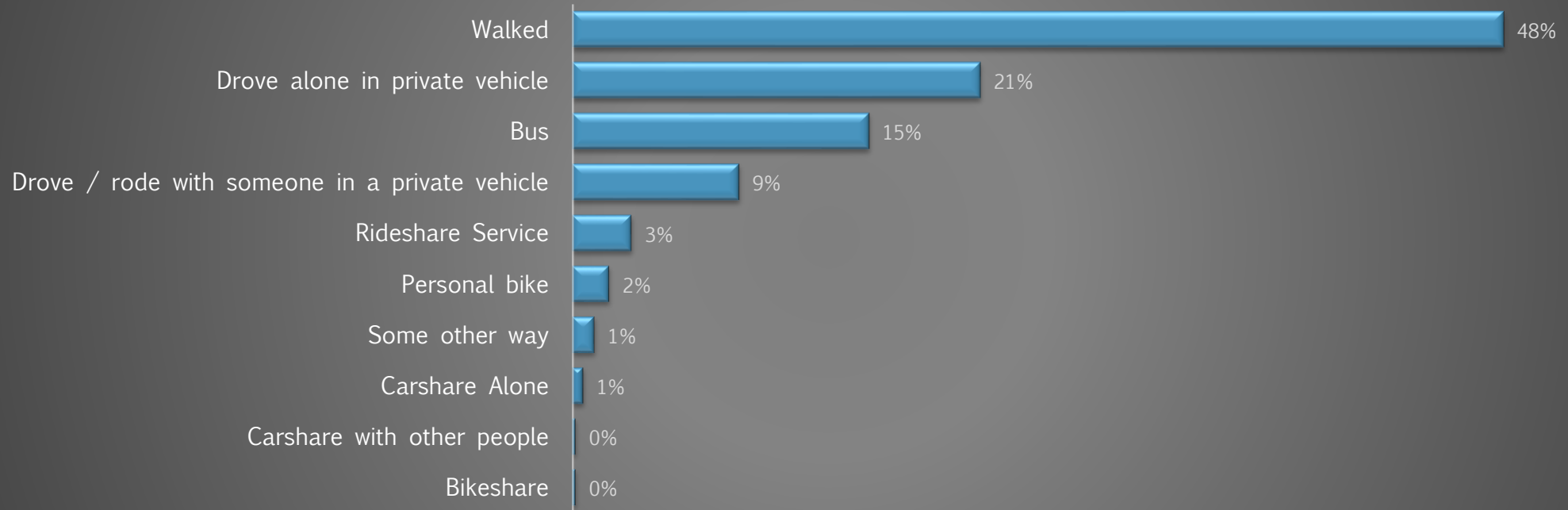
Getting to/from the area

Travel Behavior Key Findings

- Overall, walking is the most commonly used travel mode used to get to Wallingford—48% of respondents use this mode.
 - Twenty-one percent drive alone, 15% take the bus, and 9% carpool.
- Nearly all residents walk while half of workers drive alone.
- Seven out of ten respondents used alternative transportation modes to get to Wallingford.
- The primary reasons for driving alone are that transit stops are inconvenient, being required to drive for work, and the length of time it takes to use transit.

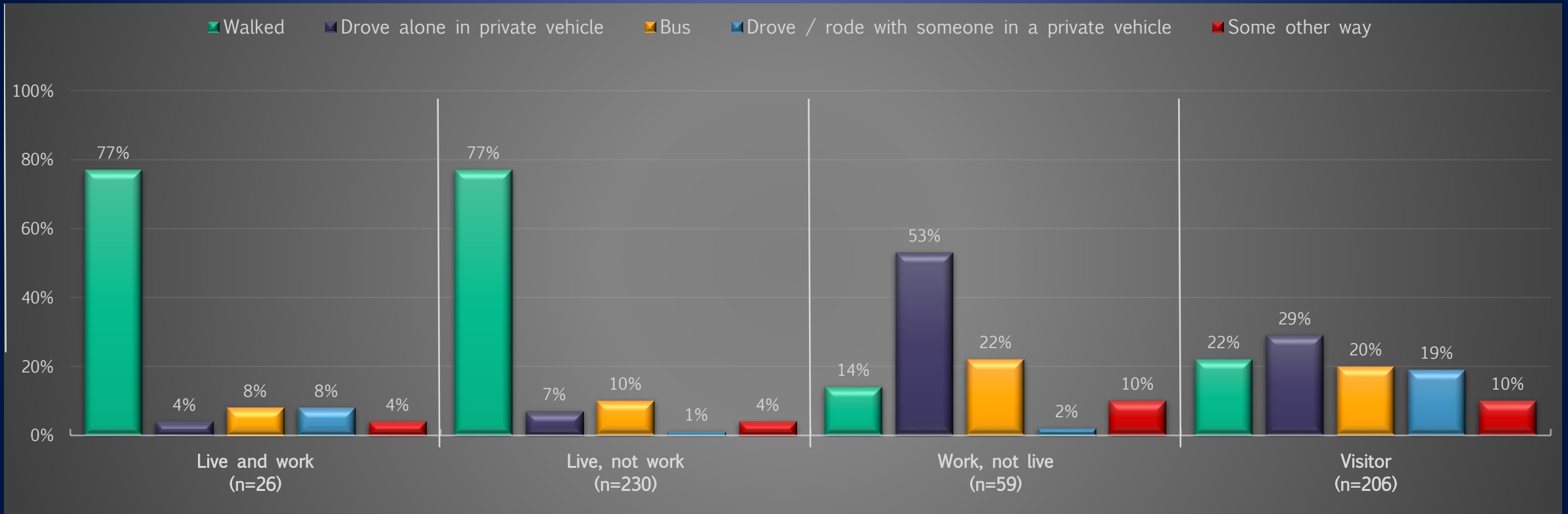
Travel Mode – All Respondents

Overall, the most commonly used travel modes to Wallingford are walking (48%), driving alone (21%), and riding the bus (15%).



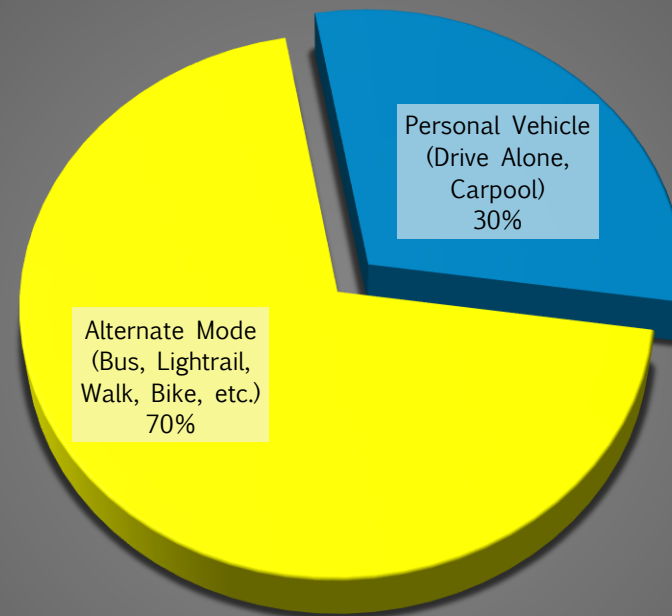
Travel Mode by Residency / Work Status

*Three quarters of respondents who live in the area walk.
Half of workers drive alone. One quarter take a bus to the area.
Visitors use a variety of methods, but half use a private vehicle.*



Personal Vehicle vs. Other Modes

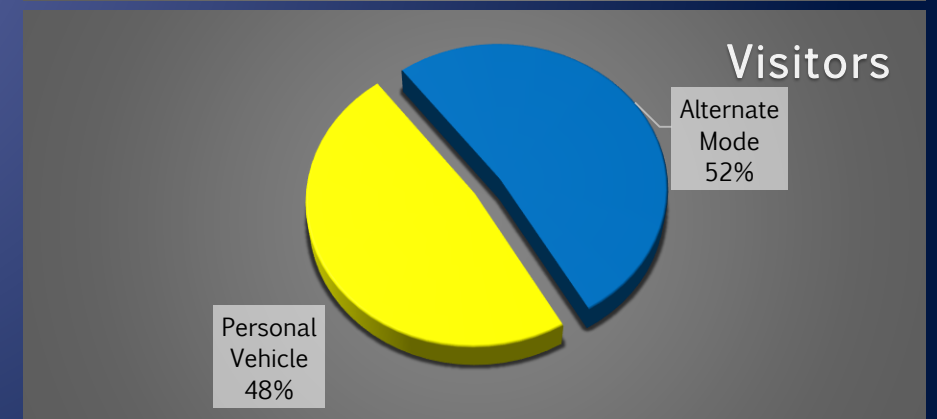
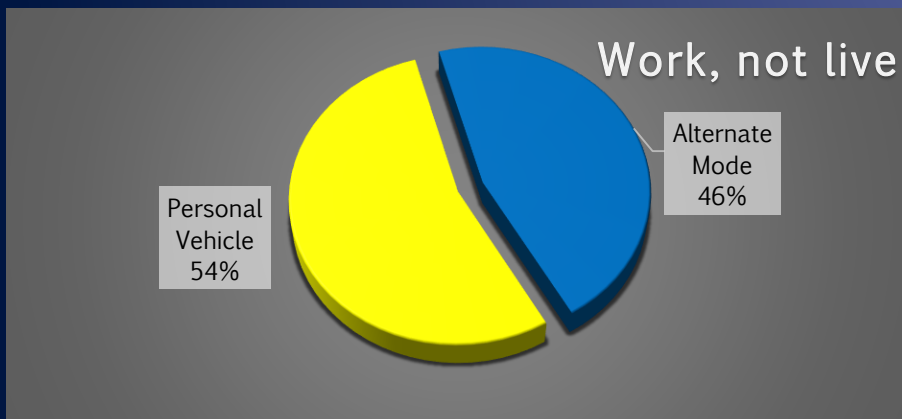
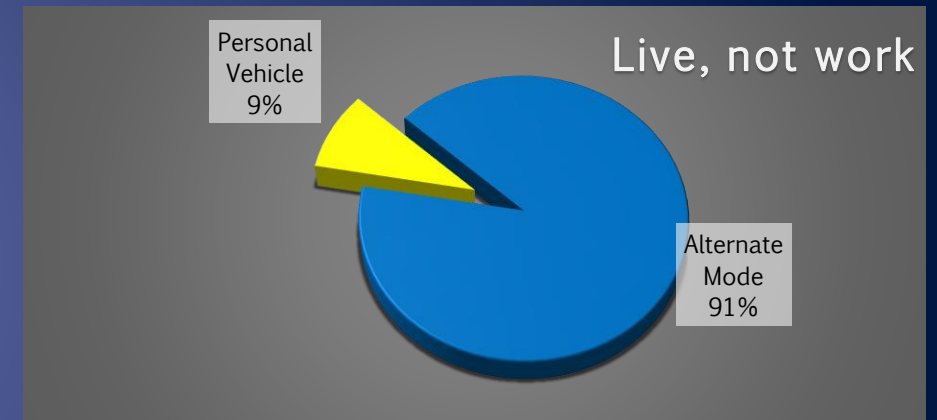
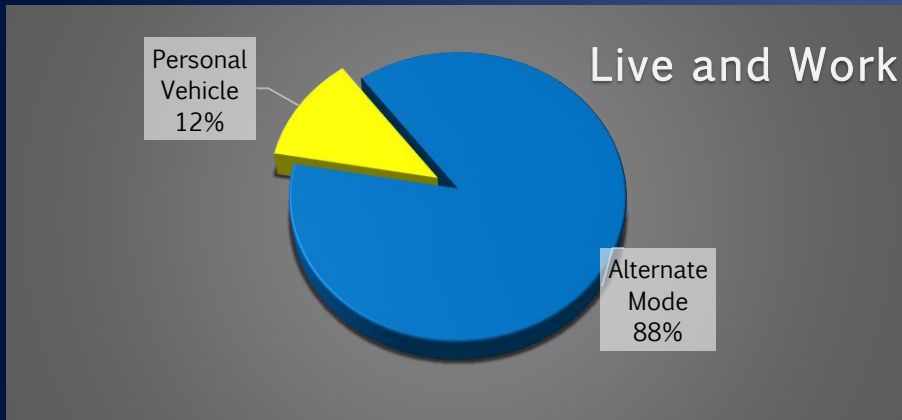
Seven out of ten respondents used alternative transportation modes to get to Wallingford.



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

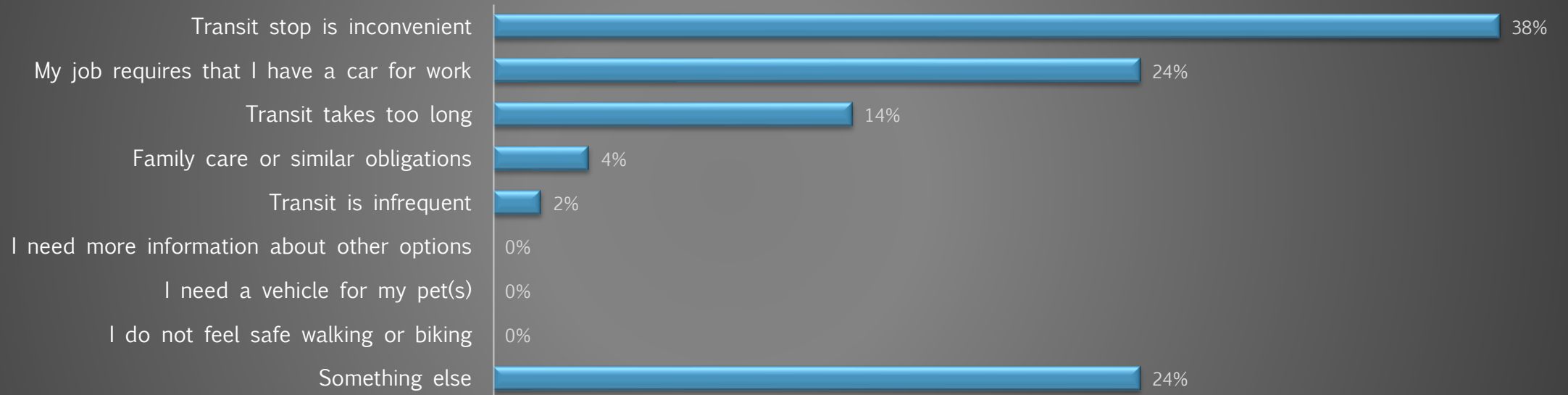
Personal Vehicle vs. Other Modes – Residents vs. Others

Workers and visitors are the most likely groups to use a personal vehicle. One in ten residents report using a personal vehicle.



Reasons for Driving Alone

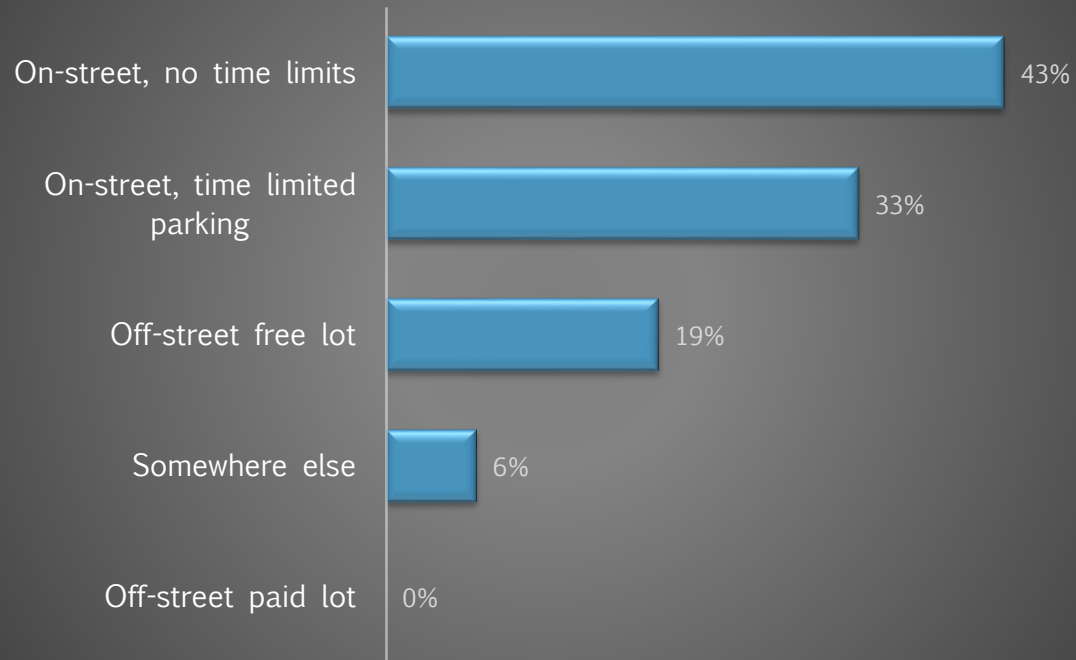
Overall, the primary reasons for driving alone are that transit stops are inconvenient. This is followed by being required to drive for work and the length of time it takes to use transit.



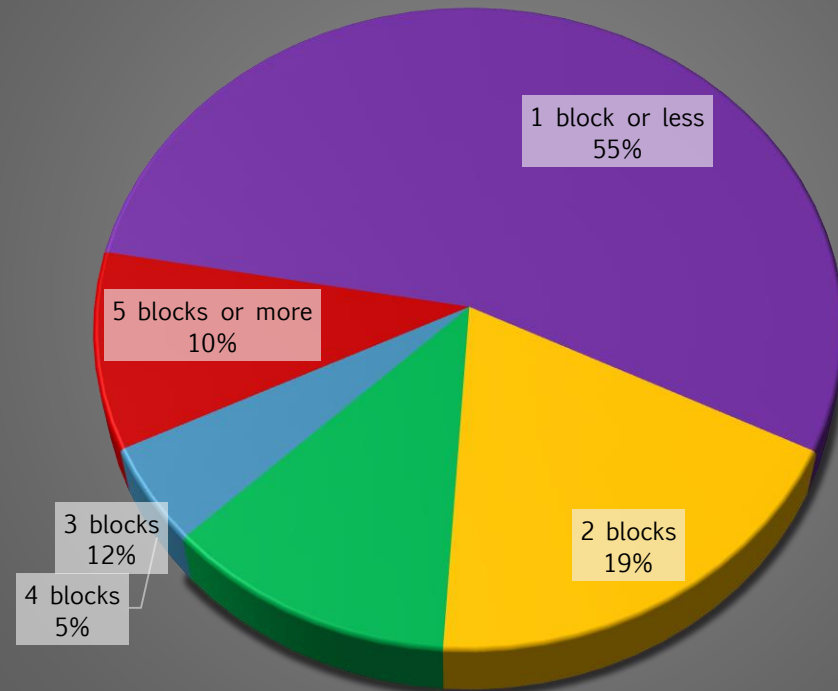
Parking Place

Three quarters of those who took a vehicle parked in on the street.
Over half parked within one block of their final destination.

Place of Parking



Distance to Parking Spot (mean=1.9 blocks)



Duration and Frequency of Visits

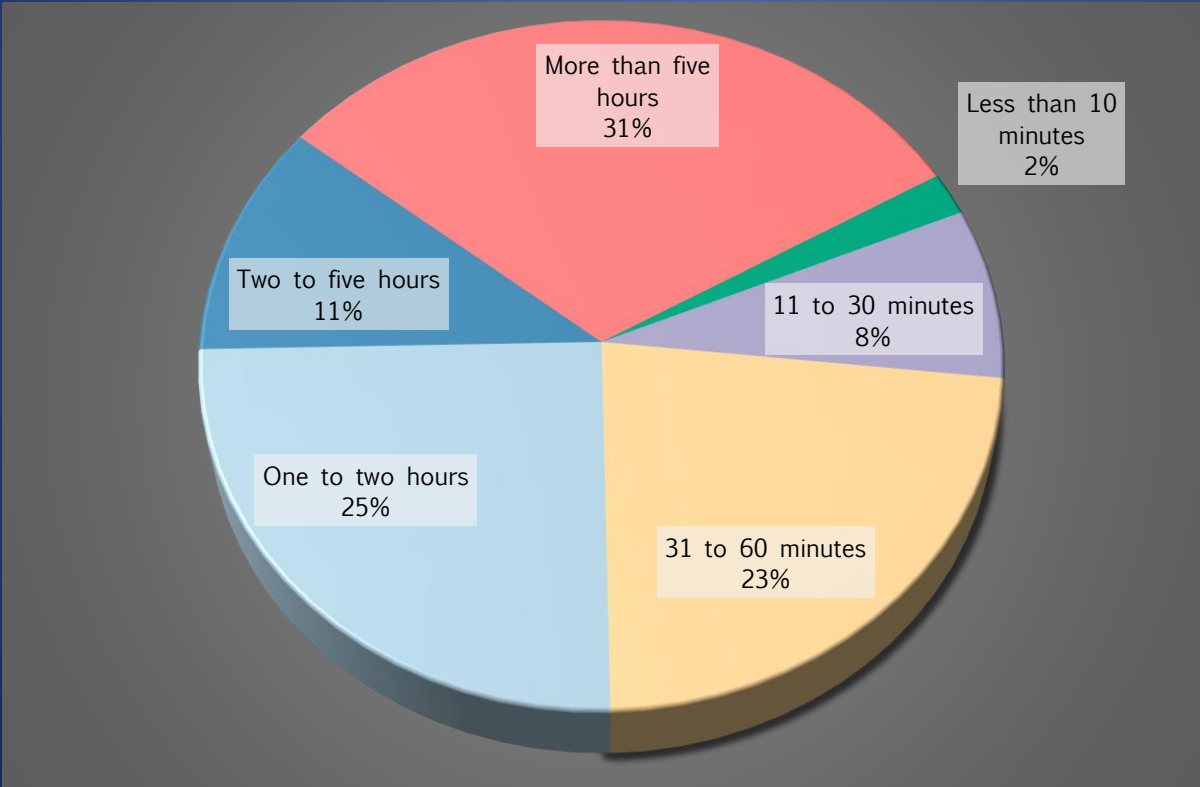
Come here often?

Duration and Frequency Key Findings

- Fifty-eight percent of respondents indicate they will spend two hours or less in the neighborhood., but this varies by residency / work status.
 - Those who work (and live) in Wallingford indicate they will spend the most amount of time in the area.
- Overall, those who take a personal vehicle have the most irregular visitation pattern.

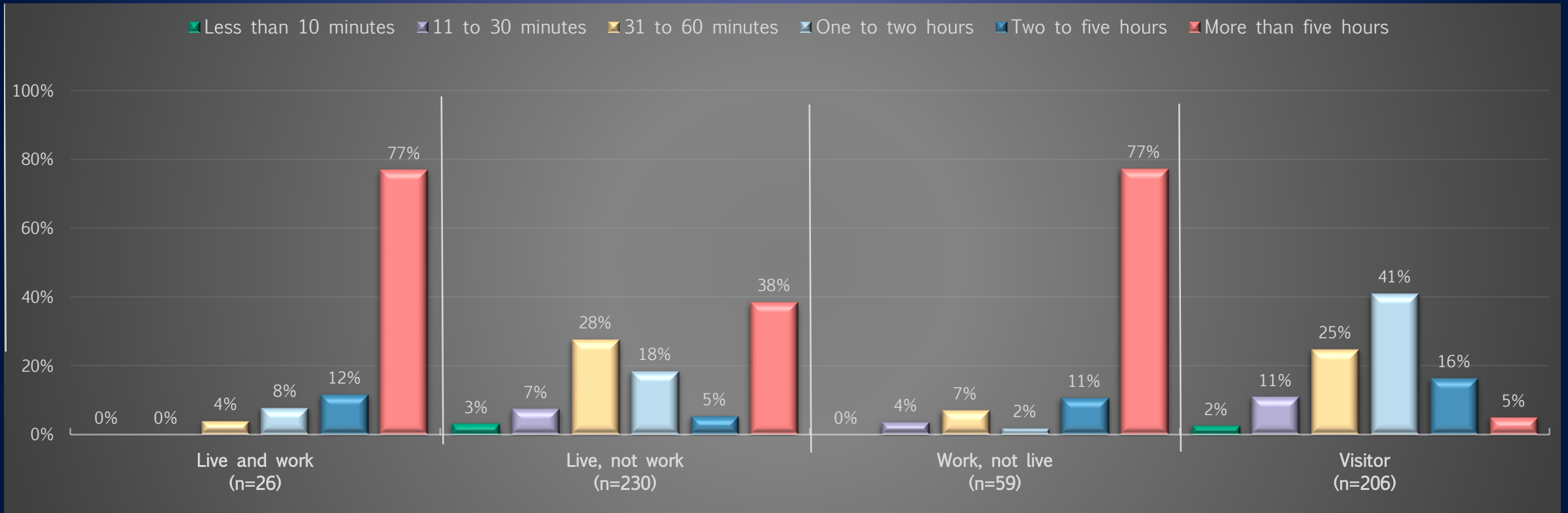
Duration of Visit

Fifty-eight percent of respondents indicate they will spend two hours or less in the neighborhood.



Duration of Visit by Residency / Work Status

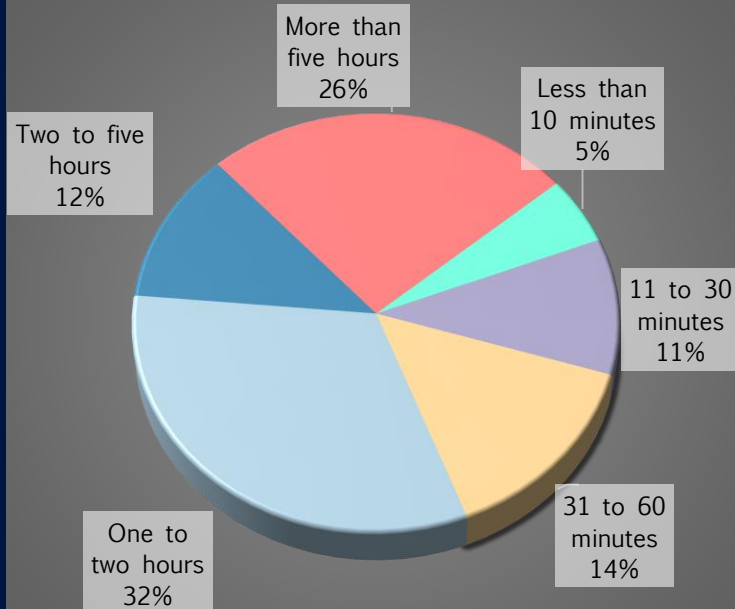
Those who work (and work/live) in Wallingford indicate they will be in the area the longest. Most visitors plan to spend one to two hours.



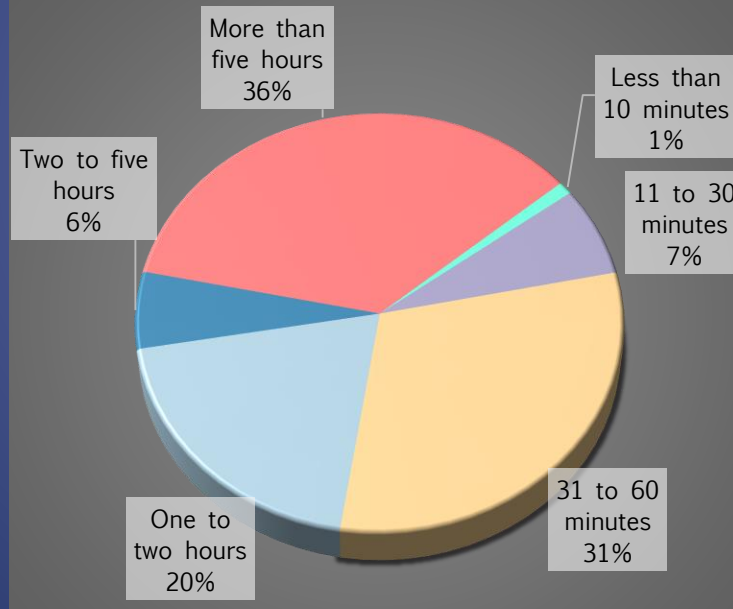
Duration of Visit by Travel Mode

There is no notable difference in duration of visit based on travel mode.

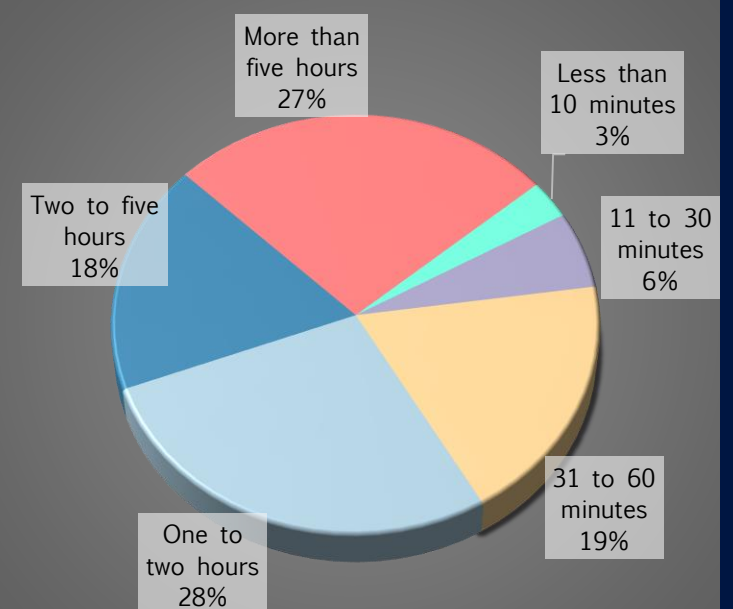
Personal Vehicle



Walk / Bike

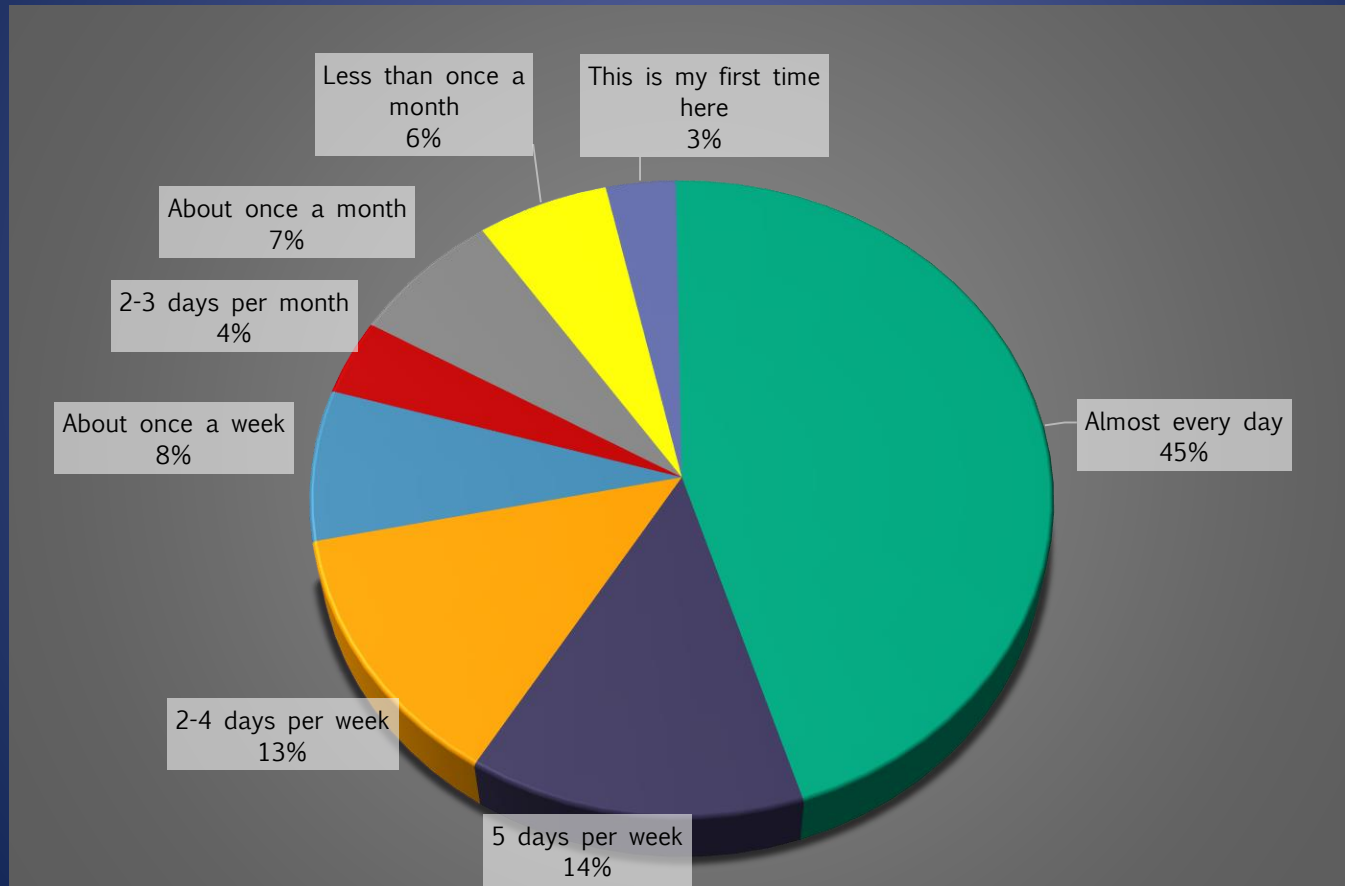


Transit



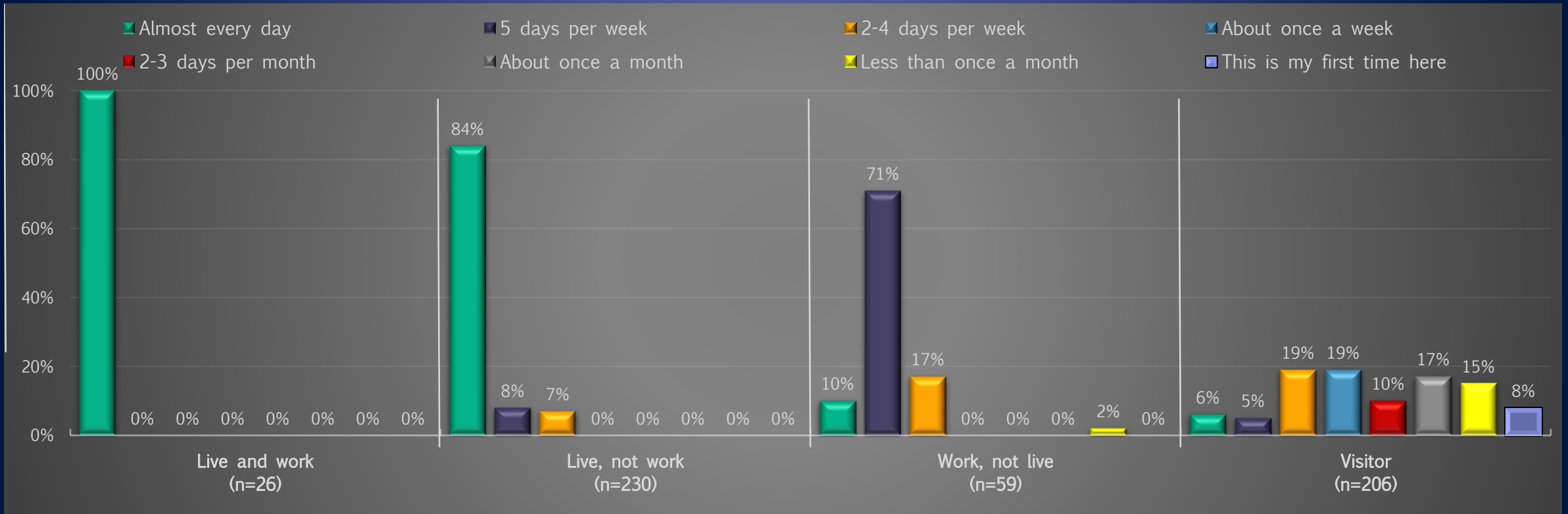
Frequency of Visits

Nearly half of respondents are in the area almost every day.



Frequency of Visits by Residency / Work Status

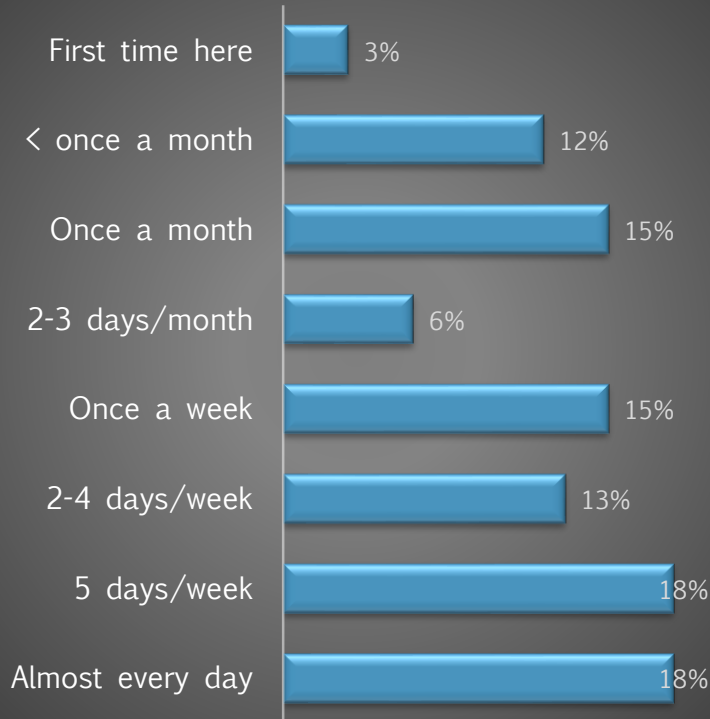
Visitors have the lowest frequency to Wallingford. Even so, the majority visit at least once a month and over half visit at least once a week.



Frequency of Visits by Travel Mode

Those who walk or bike are in the area most often, followed closely by those who use transit. Those who take a personal vehicle have a much more varied pattern of visitation.

Personal Vehicle



Walk / Bike



Transit



Reasons for Visiting

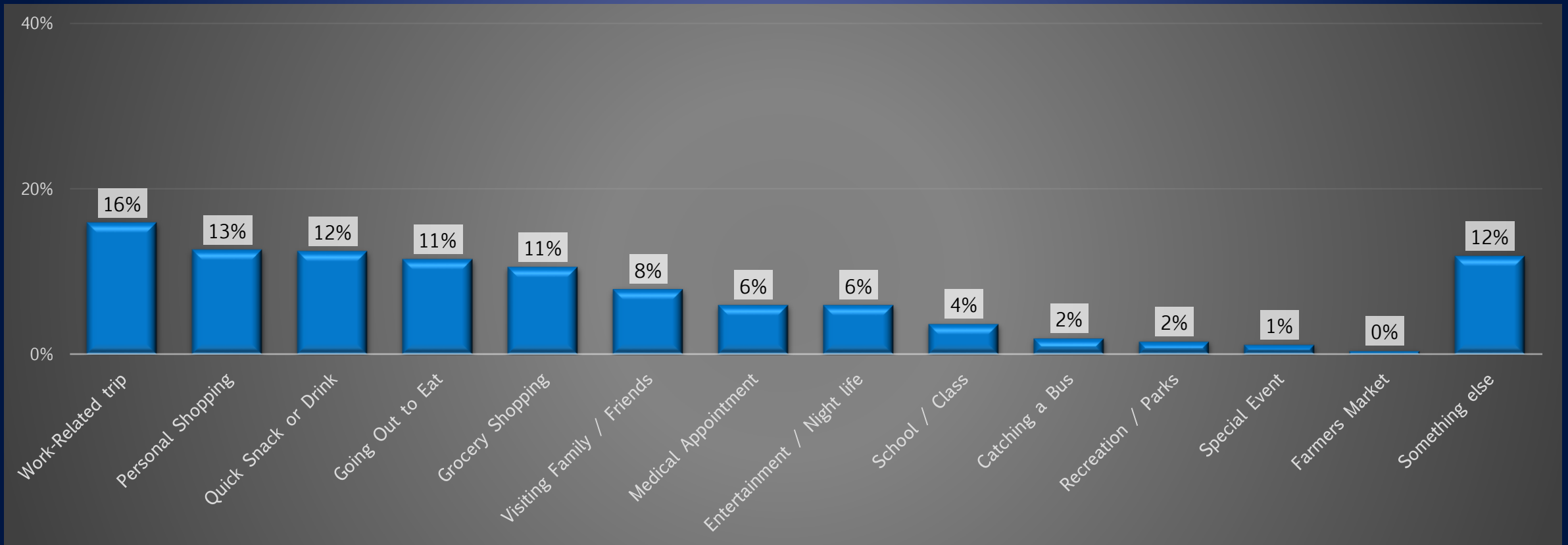
What brings you here?

Reasons for Visiting Key Findings

- Work related trips, shopping, and eating out are the most commonly mentioned primary reasons for being in Wallingford.
 - While visitors and residents (who do not live in the area) have a variety of trip purposes, those who work in Wallingford, regardless of if they also live in the area, are there primarily for work.
- When respondents were asked about their typical reasons for visiting Wallingford the most commonly mentioned reasons were eating out and shopping.

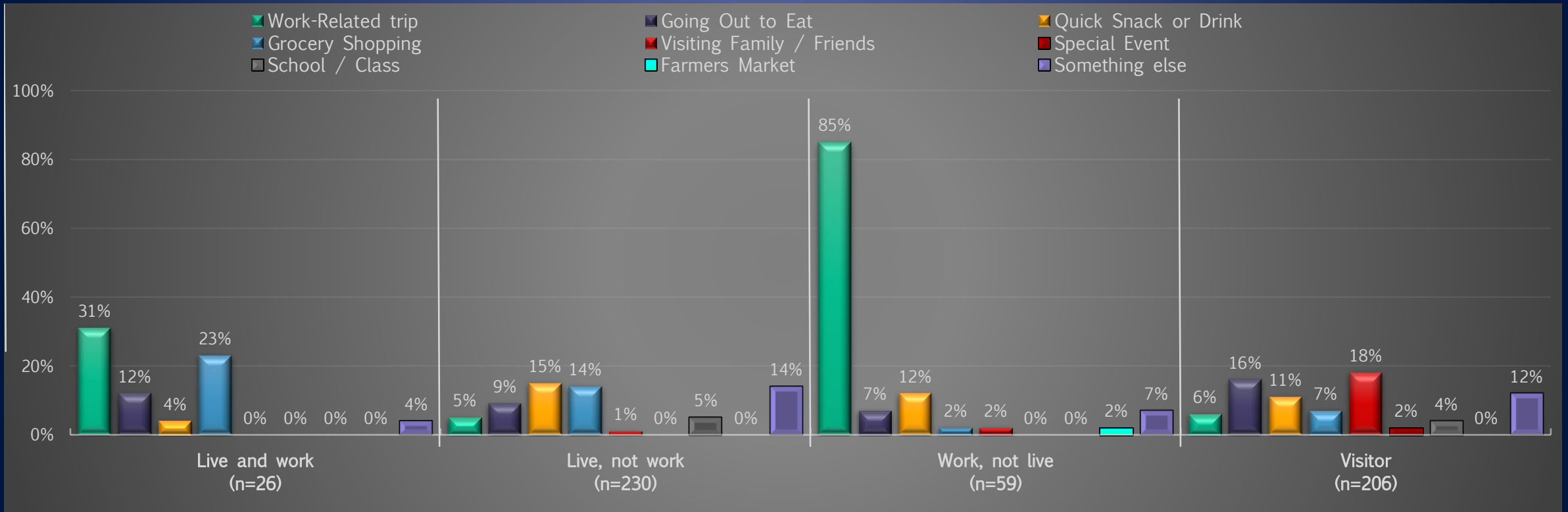
Main Reason for Today's Visit

Work related trips, shopping, and eating out are the most commonly mentioned primary reasons for being in Wallingford.



Main Reason for Visit by Residency / Work Status

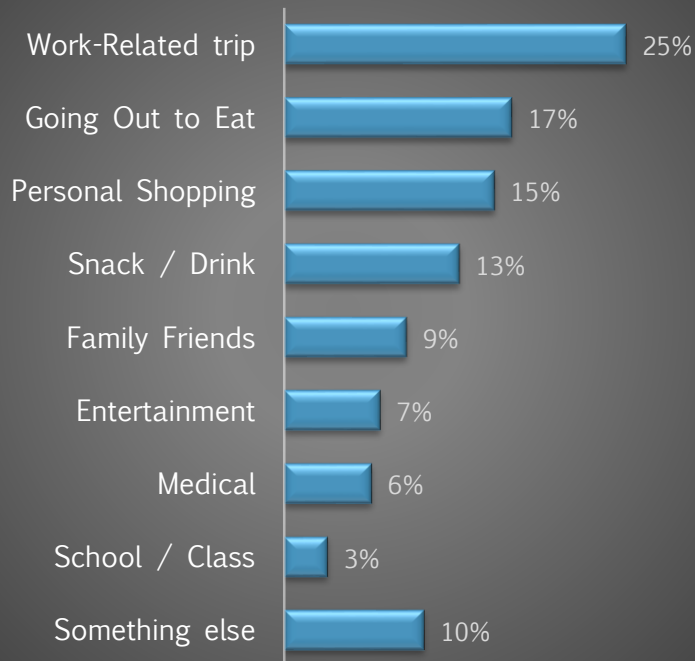
While visitors and residents (who also work in the area) have a variety of trip purposes, those who work in Wallingford, regardless of if they also live in the area, are there primarily for work.



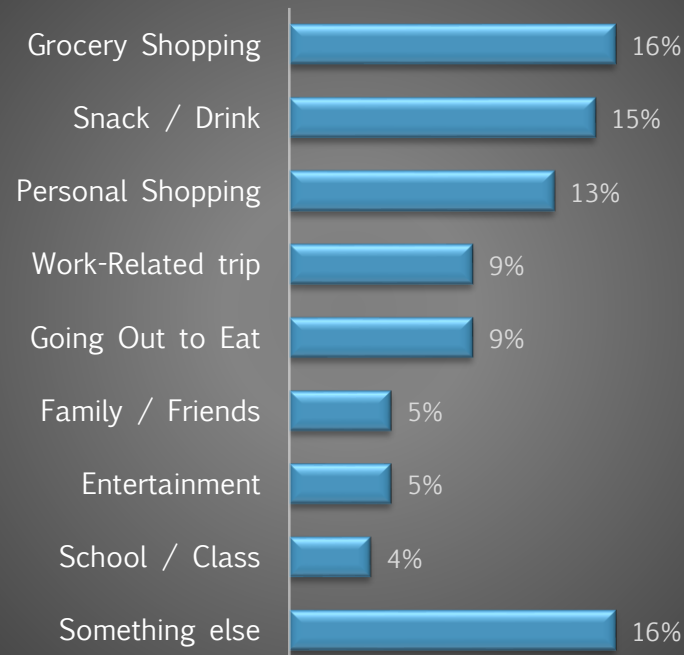
Main Reason for Visit by Travel Mode

*Work-related trips are the top reason among those who use a personal vehicles and transit.
Eating is popular among those who take a vehicle or walk/bike.*

Personal Vehicle



Walk / Bike

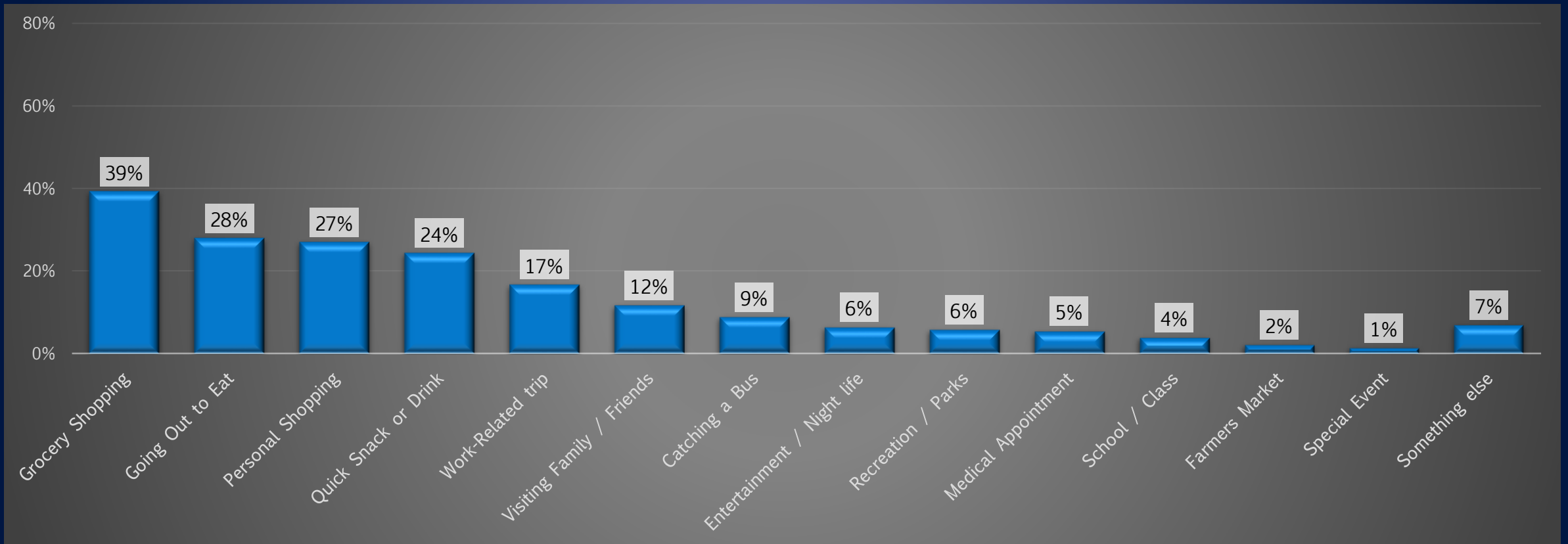


Transit



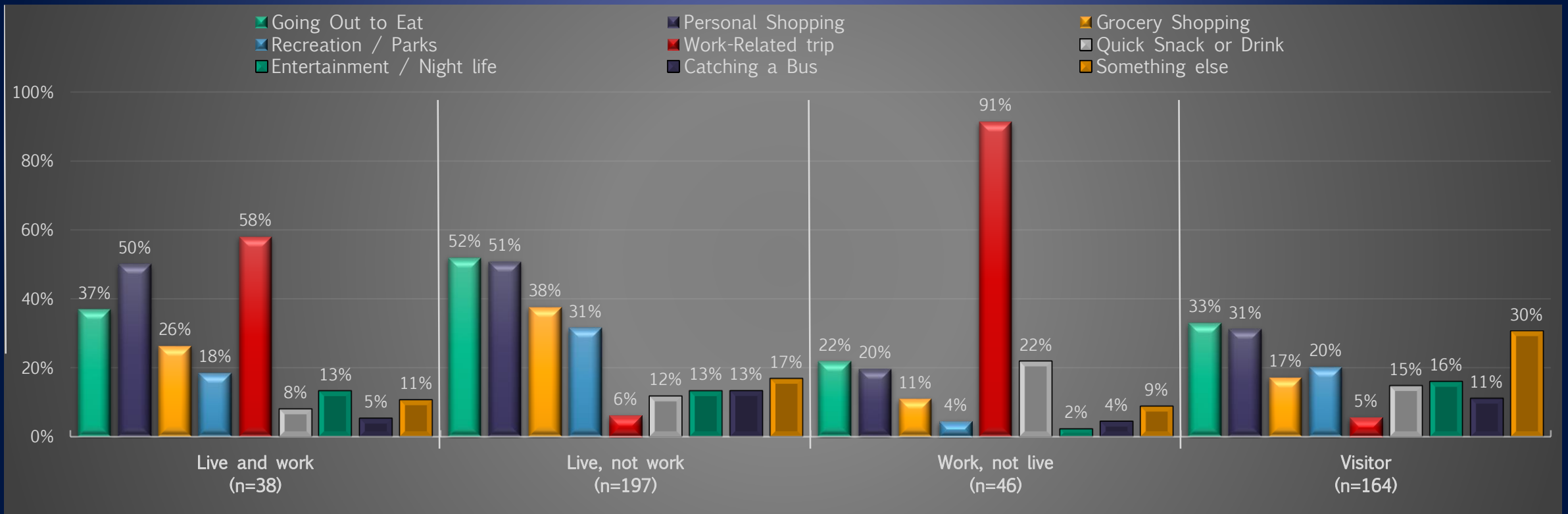
Typical Reason's to Visit the Area

When respondents were asked about their typical reasons for visiting Wallingford the most commonly mentioned reasons were eating out and shopping.



Typical Reasons to Visit by Residency / Work Status

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



Spending

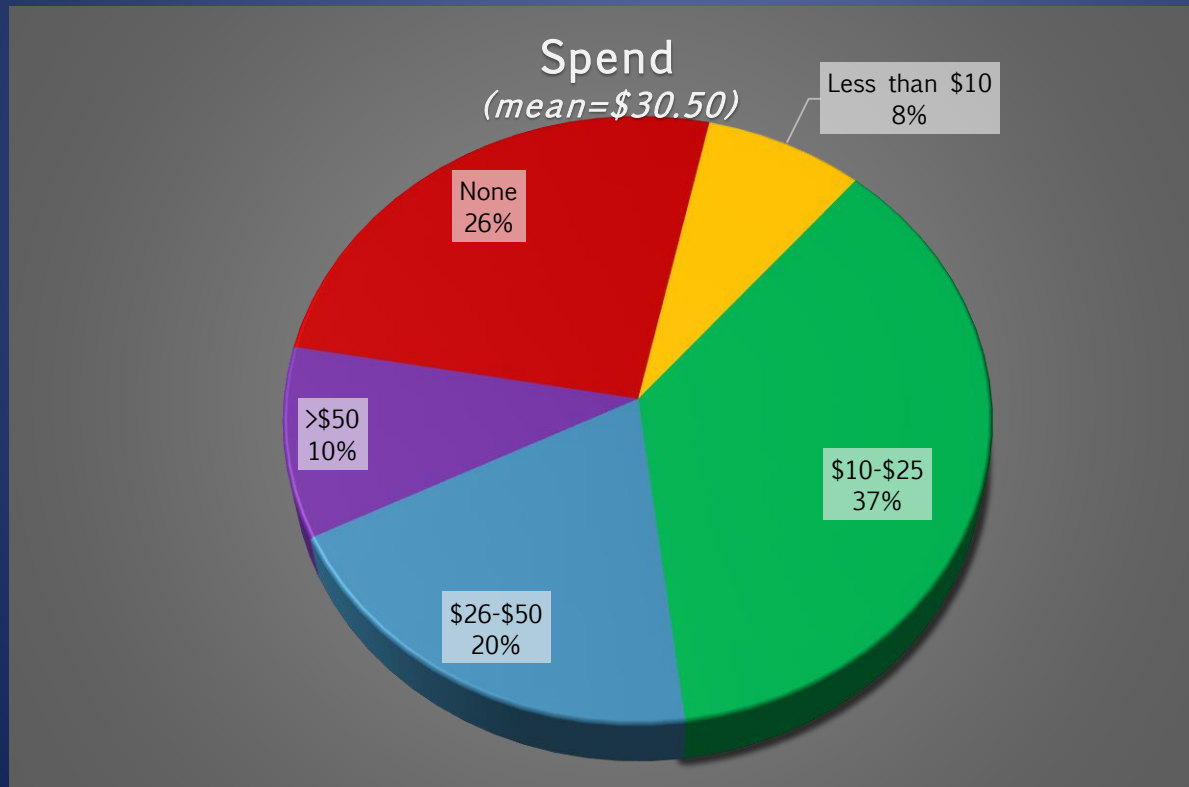
How much are people spending?

Spending Key Findings

- Just under three quarters of respondents plan on spending at least some money while in the area.
 - Among those who plan on spending money, the average spend is \$30.50
 - On average, visitors spend the most money while in the area while workers spend the least.
 - Those who use a personal vehicle area likely to have the highest spend.

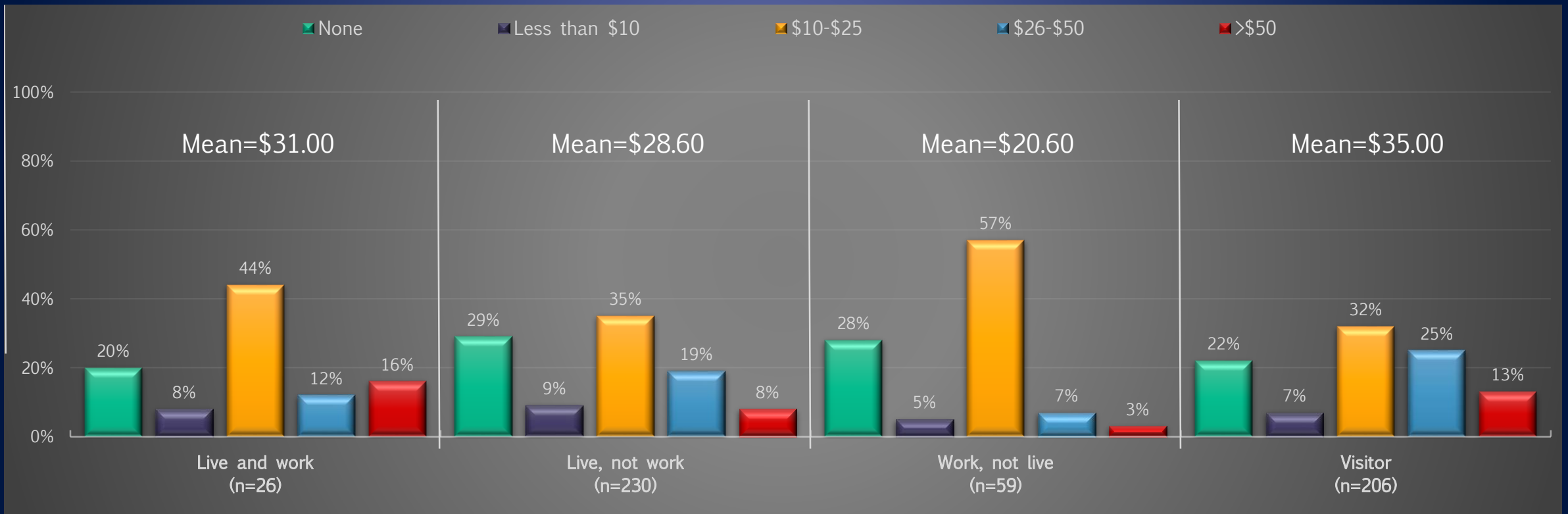
Spending

Just under three quarters of respondents plan on spending at least some money while in the area. Among those who plan on spending money, the average spend is \$30.50.



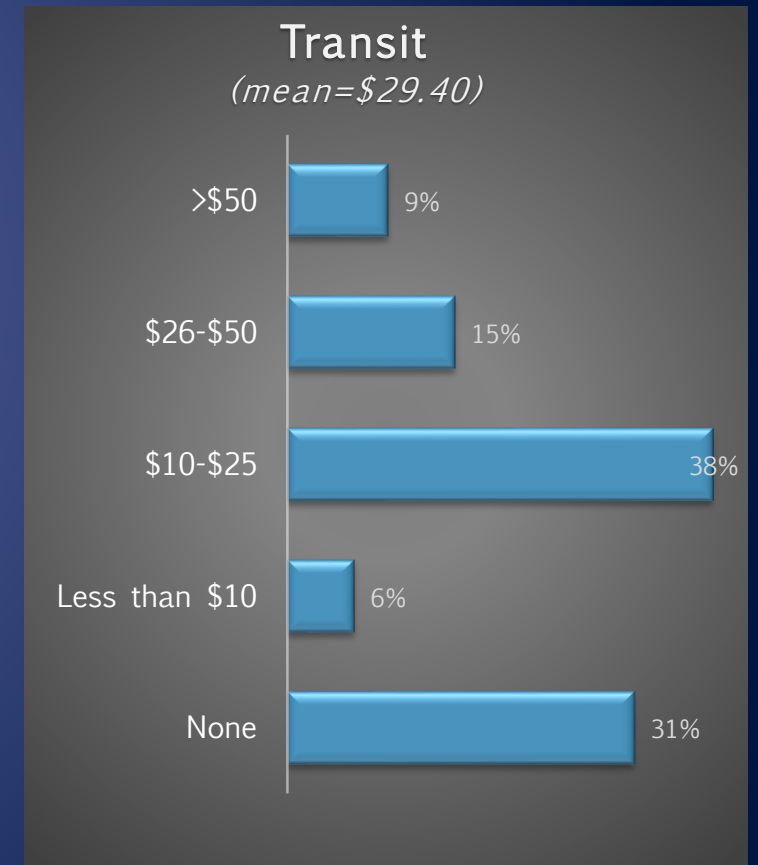
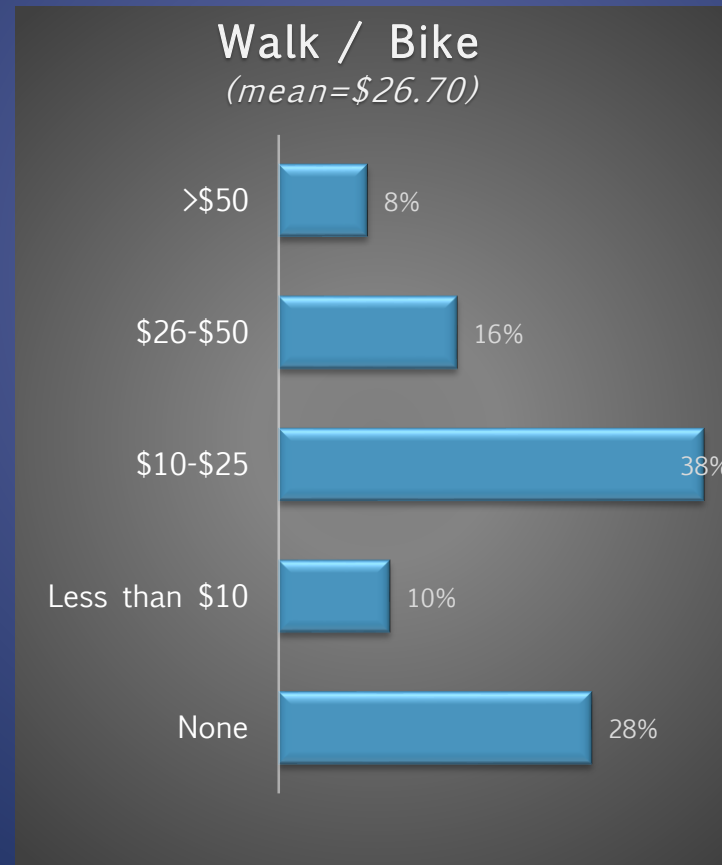
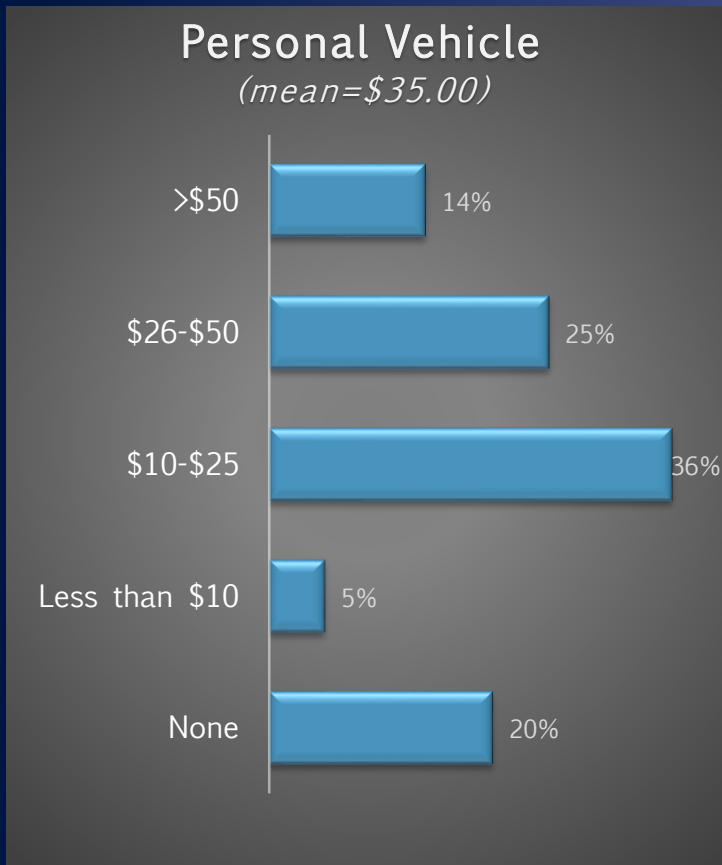
Spending by Residency / Work Status

On average, visitors spend the most and workers who do not live in the area spend the least. In fact, workers spend significantly less than all other groups.



Spending by Travel Mode

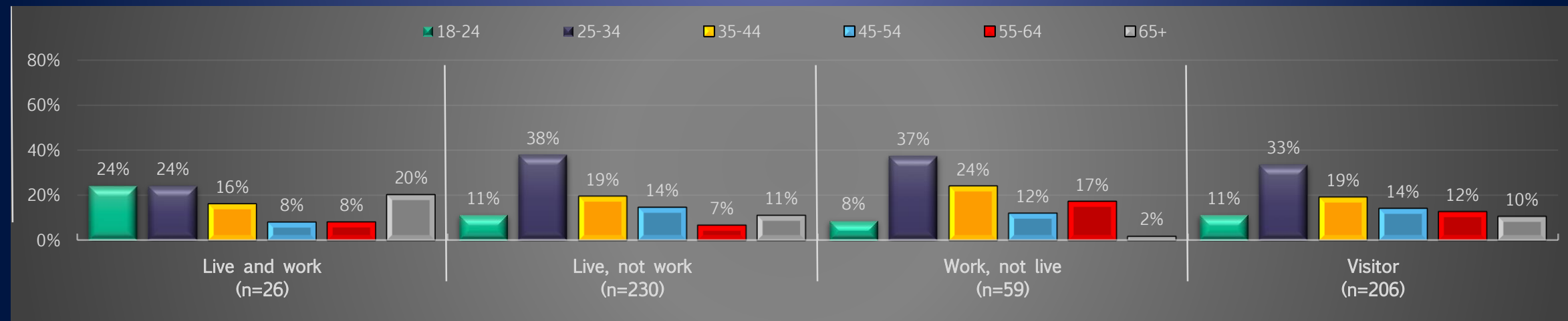
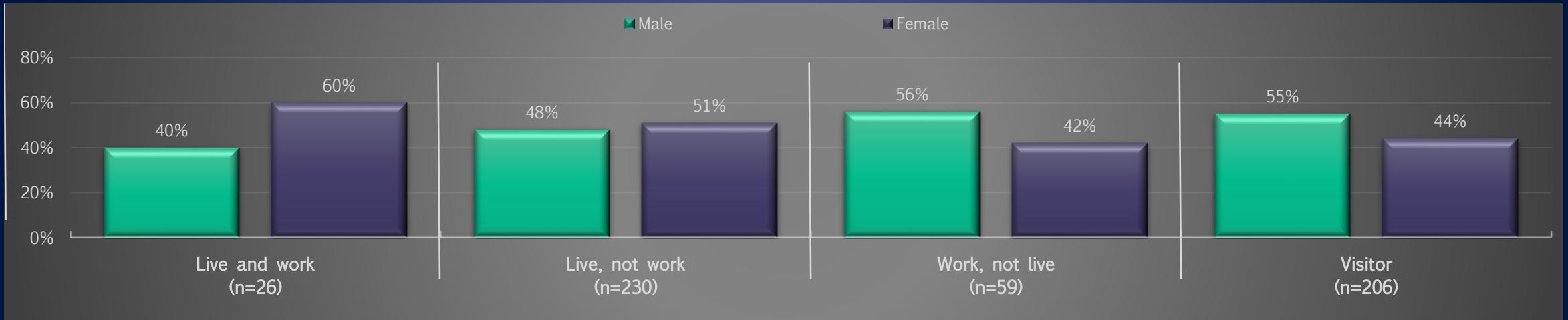
On average respondents who use a personal vehicle to visit the area spend the most, while those who walk or bike spend the least. The difference between personal vehicle and walk/bike is significant.



Demographics

Who did we talk to?

Age and Gender by Residency / Work Status



Race by Residency / Work Status

