



DOWNTOWN SEATTLE 2009

PUBLIC SPACES &

PUBLIC LIFE

GEHL ARCHITECTS



City of Seattle
Seattle Department of Transportation
Department of Planning and Development



GREEN FUTURES RESEARCH
UNIVERSITY OF WASHINGTON & DESIGN LAB
College of Built Environments

J-M HOTEL

Washington St



DOWNTOWN SEATTLE 2009

PUBLIC SPACE &

PUBLIC LIFE

GEHL ARCHITECTS

DATA COLLECTION

PEDESTRIAN COUNTS

STATIONARY ACTIVITIES

DEMOGRAPHIC SURVEY

PUBLIC LIFE SURVEY

METHOD

PUBLIC LIFE SURVEY

The purpose of the Public Life Survey is to examine, how public spaces are used. It provides information on where people walk and stay either as part of their daily activities or for recreational purposes.

The Public Life Survey also provides information on how many people sit, stand or carry out other stationary activities in the city and where they do it. These stationary activities act as a good indicator of the quality of the urban spaces.

TWO TYPES OF PUBLIC LIFE SURVEYS:

- Pedestrian counting (people walking)
- Surveys of stationary activities (behavioral mapping)

METHOD

The method for collecting this information has been developed by GEHL Architects and used in previous studies in New York, San Francisco, Melbourne, Sydney, Wellington, London, Riga, Stockholm, Oslo, Copenhagen etc.

The pedestrian counts took place on 3 occasions. The surveys took place on summer days with fine, sunny wether in July 2008 and on a fine, winter day in February 2008. The summer counts were collected on both a weekday (tuesday) and on a Saturday. The winter counts were collected on a weekday (tuesday) only.

The mapping of the stationary activities took place on a weekday with fine, sunny weather in July 2008.

Pedestrian counts were carried out in selected streets for 10 minutes every hour from 8am to 8pm/11pm/12pm.

Stationary activities were mapped every second hour between 10am and 8pm.

STUDY AREA

Both counting positions for pedestrian counts and spaces for mapping stationary activities were chosen in collaboration with The City of Seattle. The counting positions have been chosen to provide the best possible overview of pedestrian traffic. The areas for recordings of staying activities are equally chosen with the intention to achieve knowledge of the study area as a whole.

DEMOGRAPHIC SURVEY

Method and data on the demographic survey will be presented after the "Public Life Survey" data in the end of this chapter.



STUDENT DOING PEDESTRIAN COUNTS



STUDENT DOING STATIONARY SURVEY

LOCATIONS FOR SURVEYS

LOCATIONS FOR SURVEYS:

- PEDESTRIAN COUNTS
- STATIONARY ACTIVITIES
- DEMOGRAPHIC SURVEYS



PEDESTRIAN MOVEMENT

COUNTING POSITIONS

COUNTING POSITIONS FOR PEDESTRIAN COUNTS:

1. WATERFRONT

- a. Alaskan Way at Broad St.
- b. Alaskan Way btwn. Bell & Battery
- c. Alaskan Way at Union St.
- test 1. Alaskan Way at Argosy dock
- test 2. Alaskan Way at Madison St.
- test 3. Western Ave. at Seneca St.
- test 4. Western Ave. at Madison St.

2. 1ST AVENUE

- a. 1st Ave btwn. Wall & Vine Streets
- b. 1st Ave. btwn. Union & Pike Streets
- c. 1st Ave at Madison Street
- d. 1st Ave btwn Marion & Columbia Streets
- e. 1st Ave btwn Jackson & Main Streets

3. STREETS (EAST-WEST)

- a. Pine St. at 5th & Westlake
- b. Pike St. at 7th Ave.
- c. Pike St. at Alaskan Way
- d. University St. at 2nd Ave.
- e. Madison Ave. at 5th Ave.

4. AVENUES (NORTH-SOUTH)

- a. 2nd Ave btwn Spring & Seneca
- b. 3rd Ave. btwn. Pike & Union
- c. 3rd Ave btwn Marion & Columbia
- d. 4th Ave. btwn. Spring & Seneca
- e. 5th Ave. btwn Union & University

5. SCULPTURE PARK & PIKE PLACE MARKET

- a. Broad St. at 1st Ave
- b. Pike Place Market at Pine & Stewart

6. KING STREET STATION AREA

- a. Jackson St at 3rd Ave
- b. 2nd Ave at Jackson St
- c. Pedestrian Bridge by 4th Ave.
- d. King St at 1st Ave

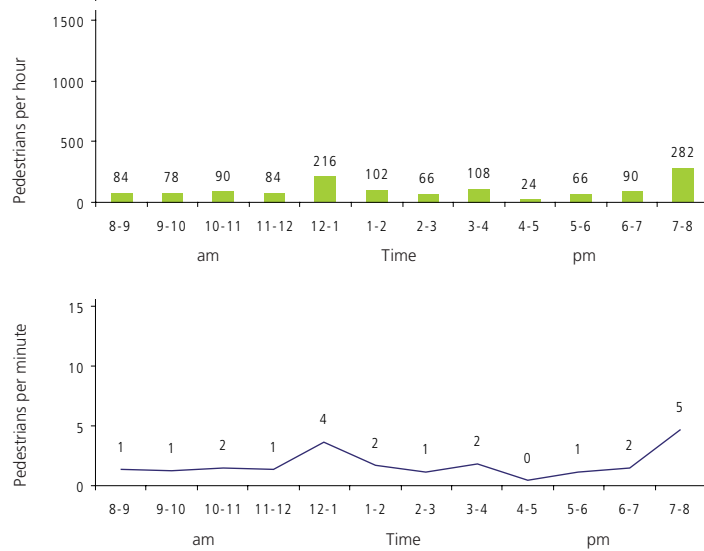


PEDESTRIAN MOVEMENT

WINTER WEEKDAY 8 AM- 8 PM

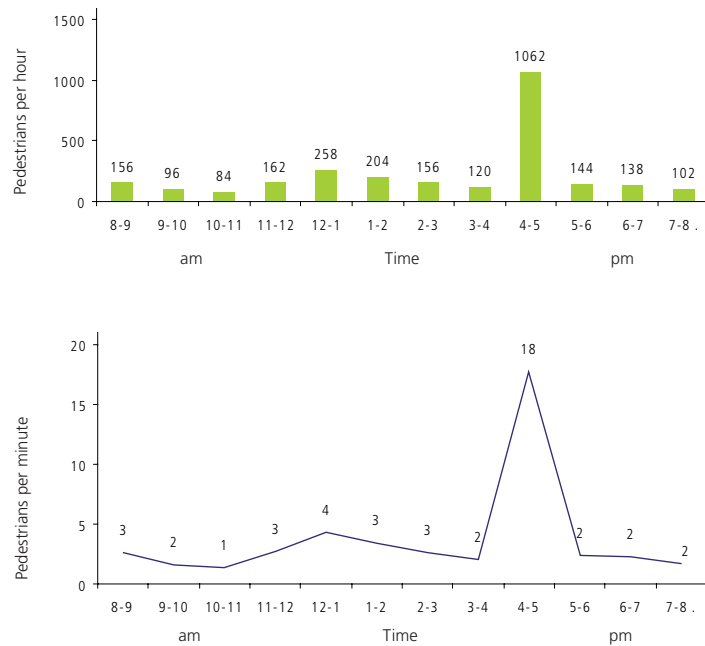
Alaskan Way at Broad St

1,290 pedestrians all day



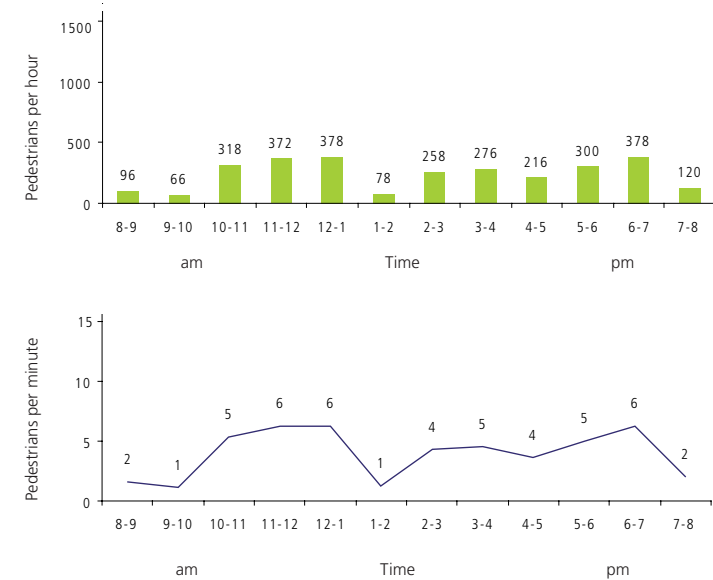
Alaskan Way btwn. Bell St & Battery St

2,682 pedestrians all day



Alaskan Way at Union St

2,856 pedestrians all day



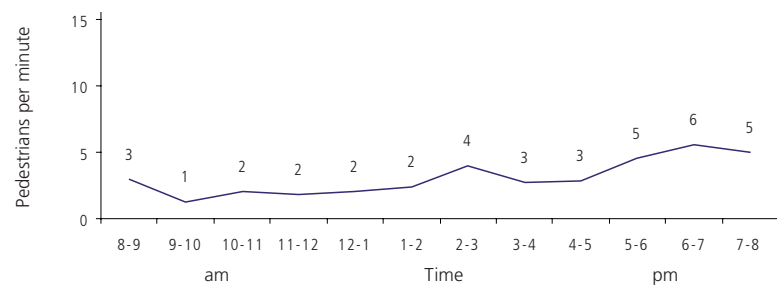
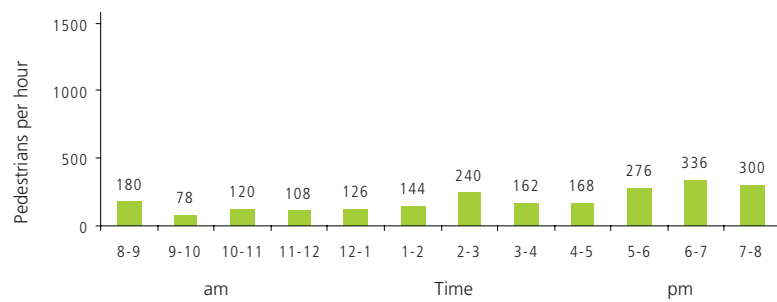
PEDESTRIAN MOVEMENT

WINTER WEEKDAY 8 AM- 8 PM



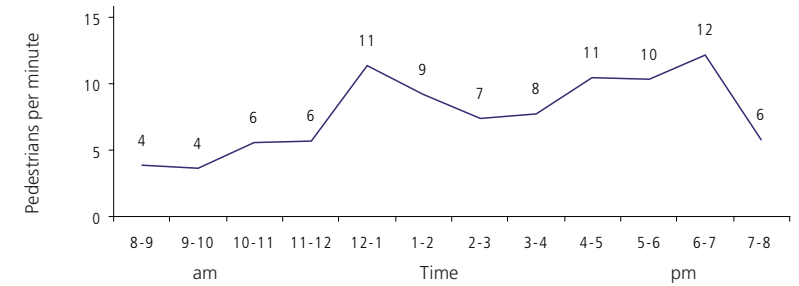
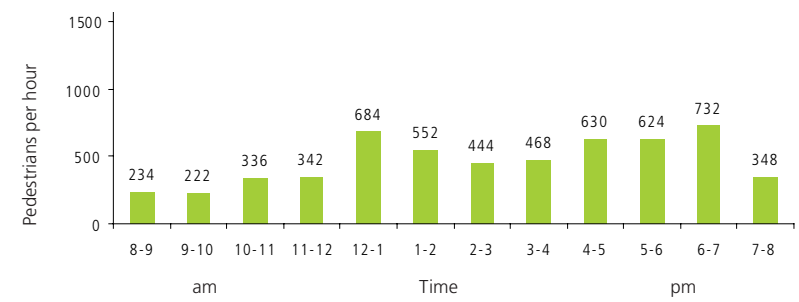
1st Ave btwn. Wall St & Vine St

2,238 pedestrians all day



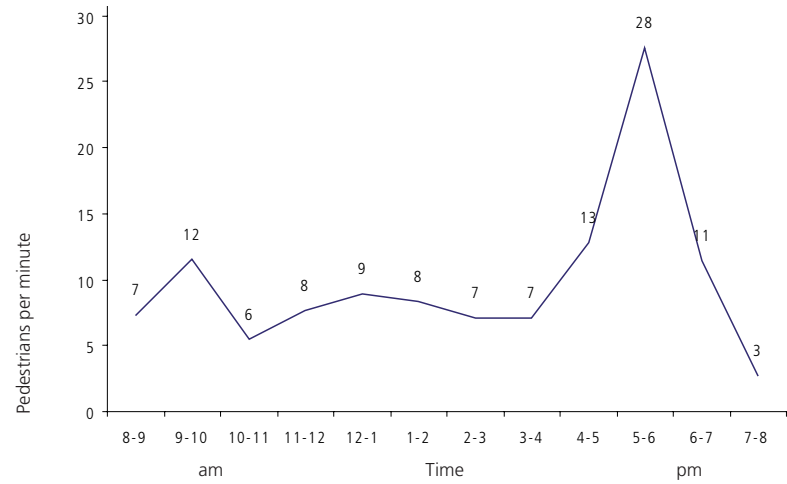
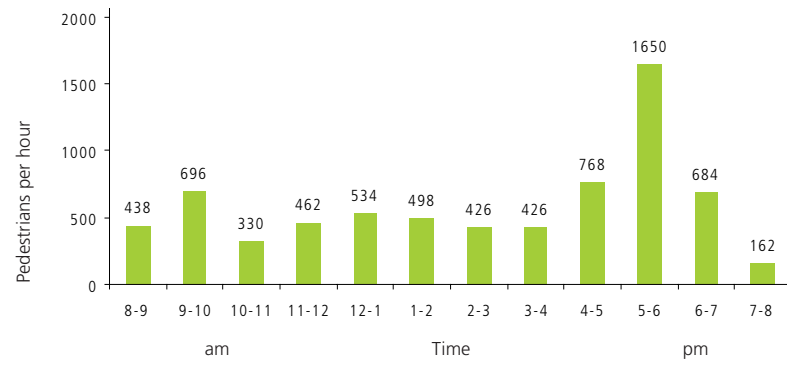
1st Ave. Btwn. Union St & Pike St

5,616 pedestrians all day



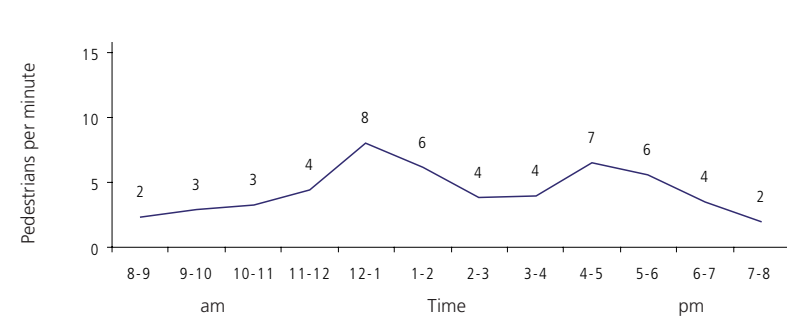
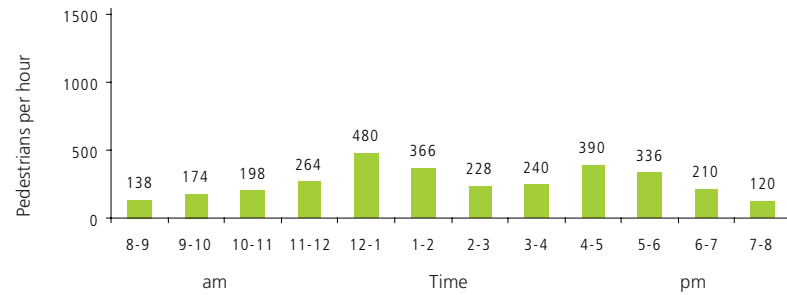
1st Ave at Madison St

7,074 pedestrians all day



1st Ave btwn Jackson St & Main St

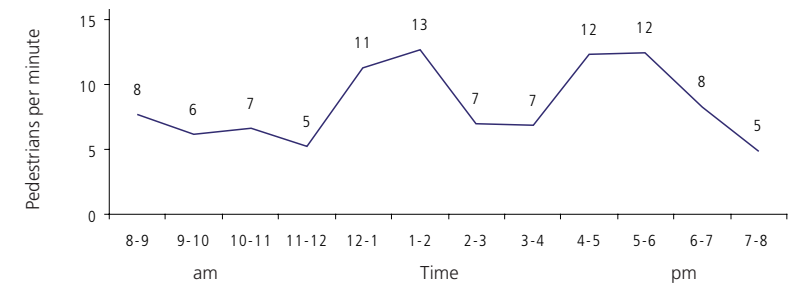
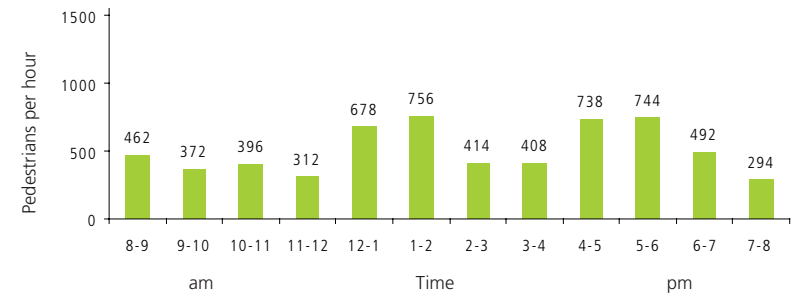
3,144 pedestrians all day



PEDESTRIAN MOVEMENT WINTER WEEKDAY 8 AM- 8 PM

1st Ave btwn Marion St & Columbia St

6,066 pedestrians all day

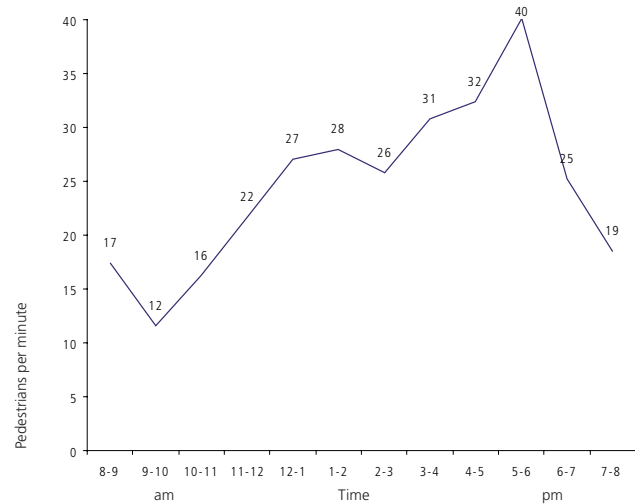
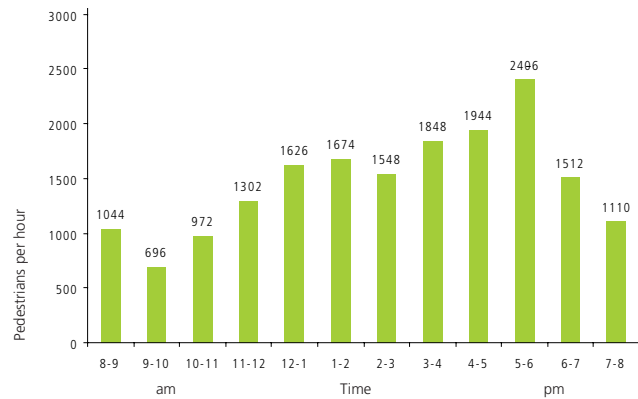


PEDESTRIAN MOVEMENT

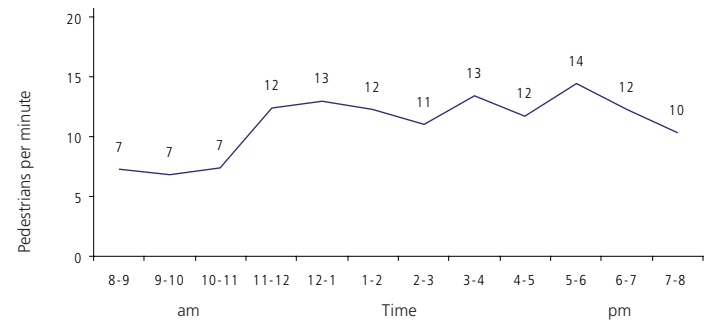
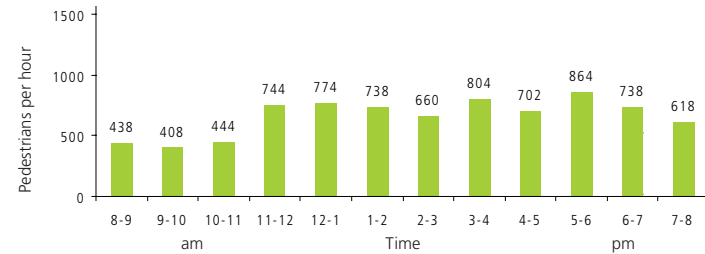
WINTER WEEKDAY 8 AM- 8 PM



Pine St. at 5th & Westlake 17,682 pedestrians all day



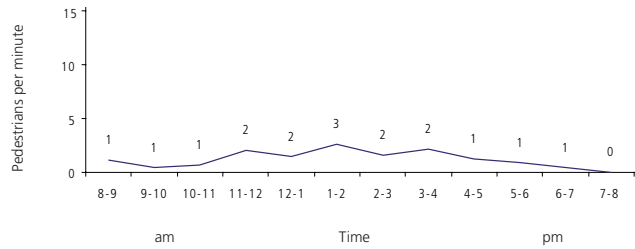
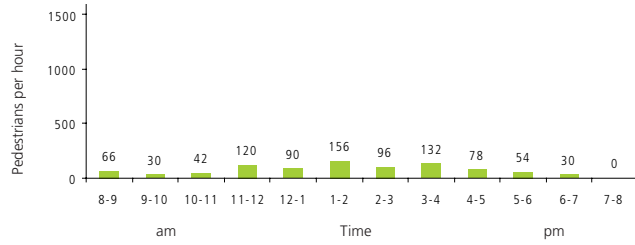
Pike St. at 7th Ave. 7,932 pedestrians all day



PEDESTRIAN MOVEMENT WINTER WEEKDAY 8 AM- 8 PM

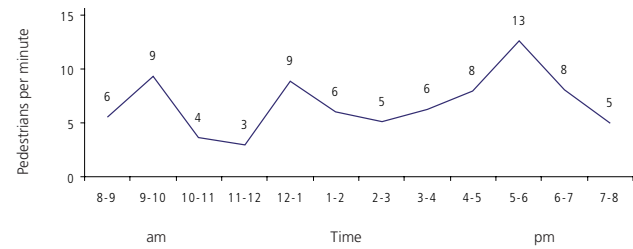
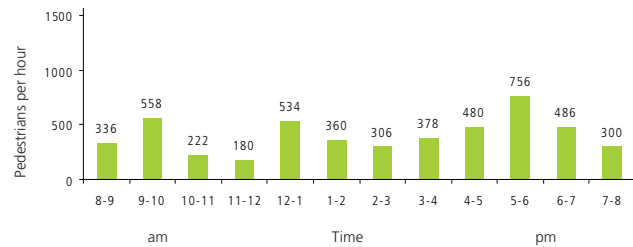
Pike St. at Alaskan Way

894 pedestrians all day



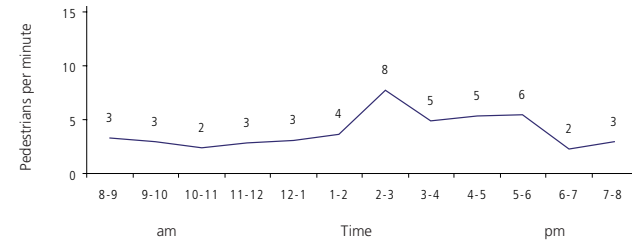
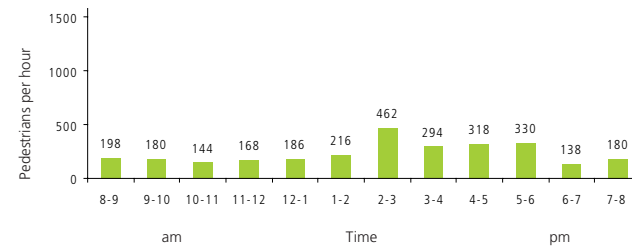
University St. at 2nd Ave.

4,896 pedestrians all day



Madison Ave. at 5th Ave.

2,814 pedestrians all day

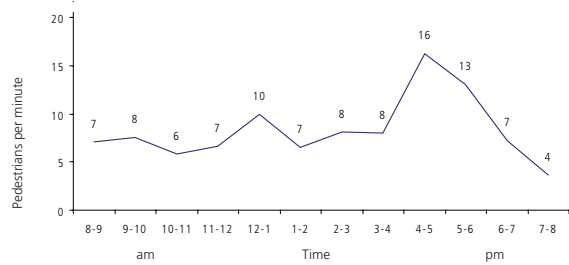
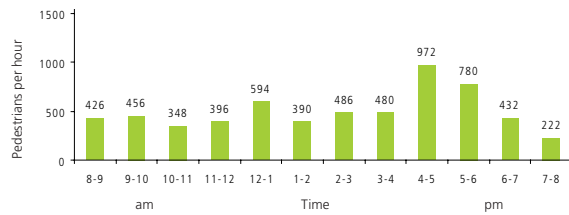


PEDESTRIAN MOVEMENT

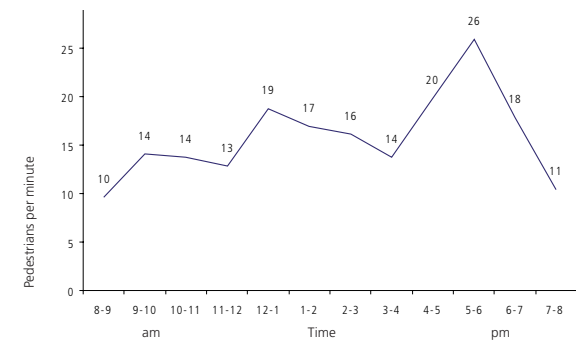
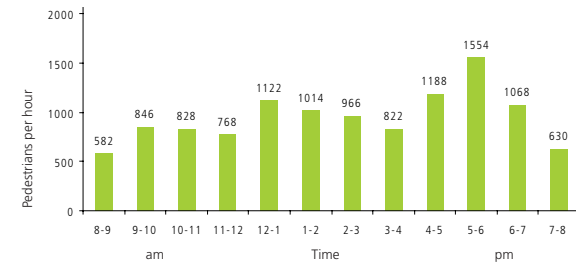
WINTER WEEKDAY 8 AM- 8 PM



2nd Ave btwn Spring & Seneca 5,982 pedestrians all day

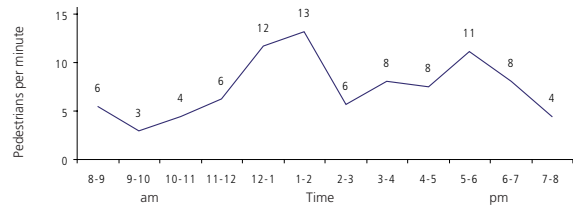
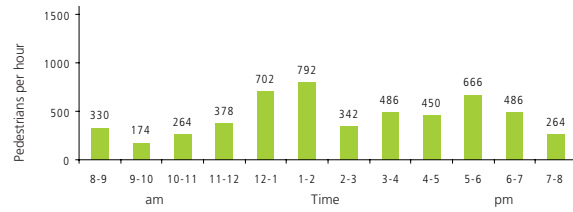


3rd Ave. btwn. Pike & Union 11,388 pedestrians all day

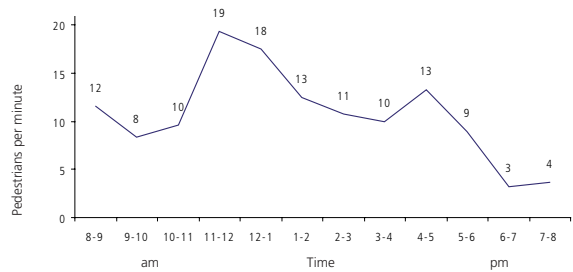
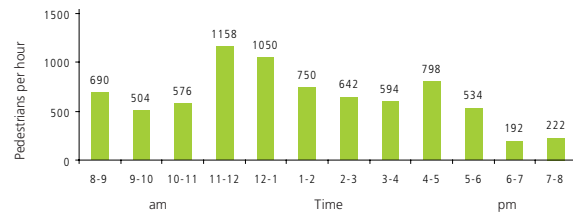


PEDESTRIAN MOVEMENT WINTER WEEKDAY 8 AM- 8 PM

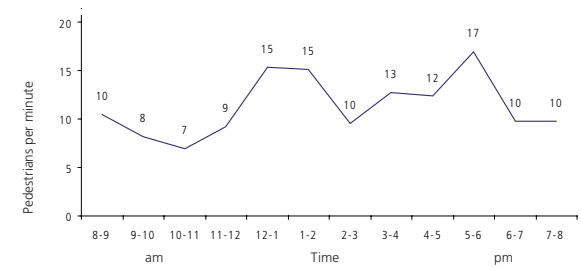
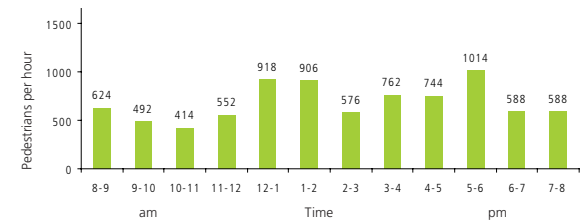
5th Ave. btwn Union & University 5,334 pedestrians all day



3rd Ave btwn Marion & Columbia 7,710 pedestrians all day



4th Ave. btwn. Spring & Seneca 8,178 pedestrians all day



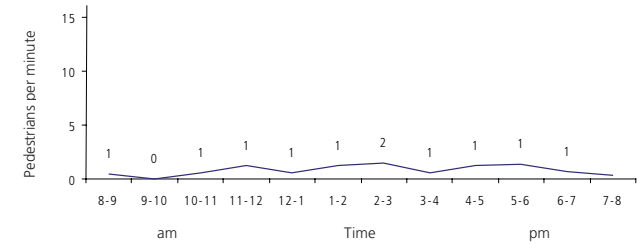
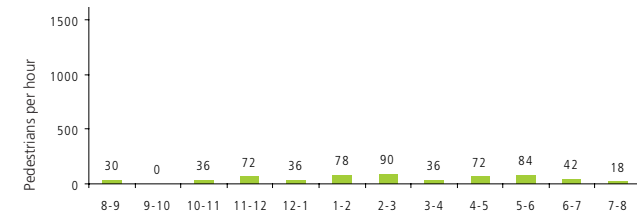
PEDESTRIAN MOVEMENT

WINTER WEEKDAY 8 AM- 8 PM



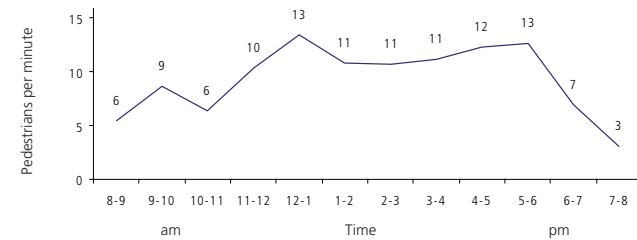
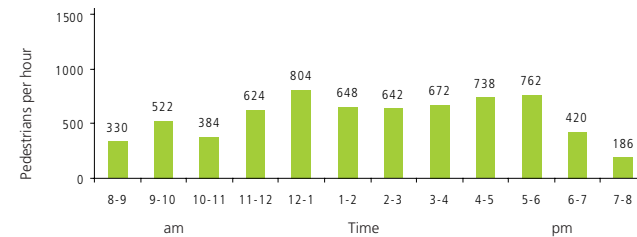
Broad St. at 1st Ave

594 pedestrians all day

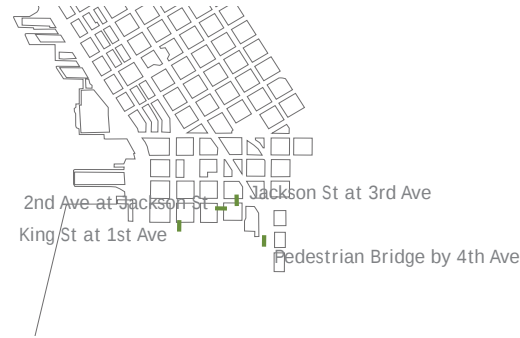


Pike Place Market
at Pine St & Stewart St

6,732 pedestrians all day

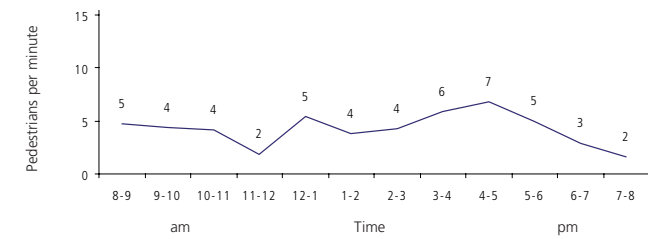
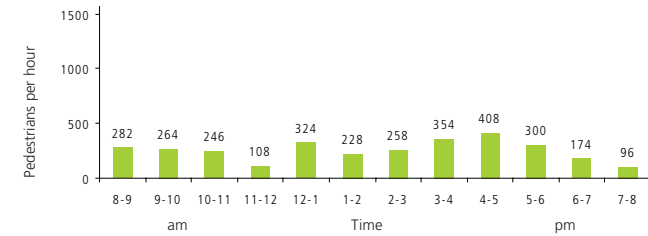


PEDESTRIAN MOVEMENT WINTER WEEKDAY 8 AM- 8 PM



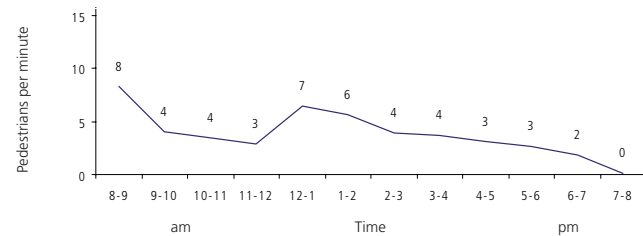
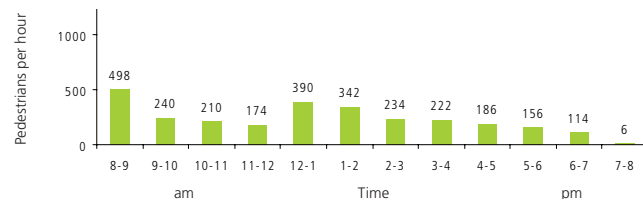
Jackson St at 3rd Ave

3,042 pedestrians all day



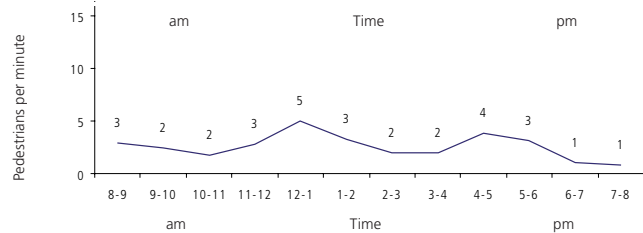
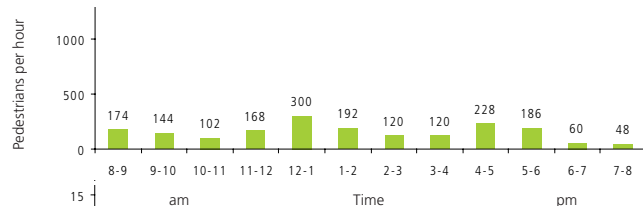
2nd Ave at Jackson St

2,772 pedestrians all day



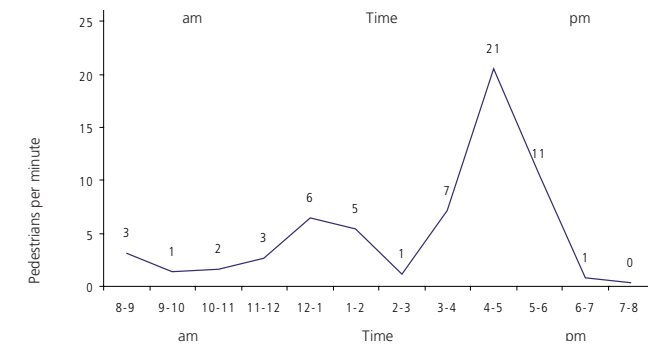
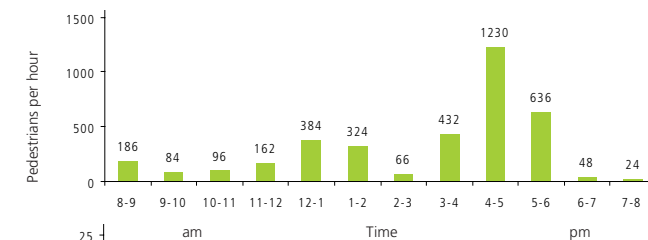
King St at 1st Ave

1,842 pedestrians all day



Pedestrian Bridge by 4th Ave

3,672 pedestrians all day



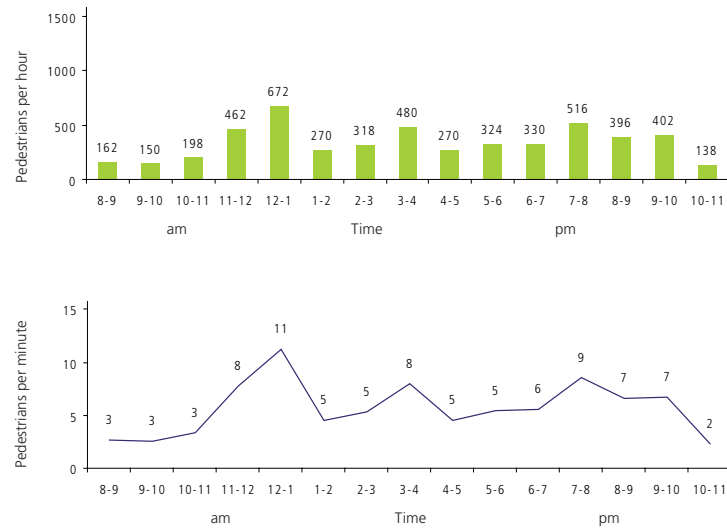
PEDESTRIAN MOVEMENT

SUMMER WEEKDAY 8 AM- 11 PM

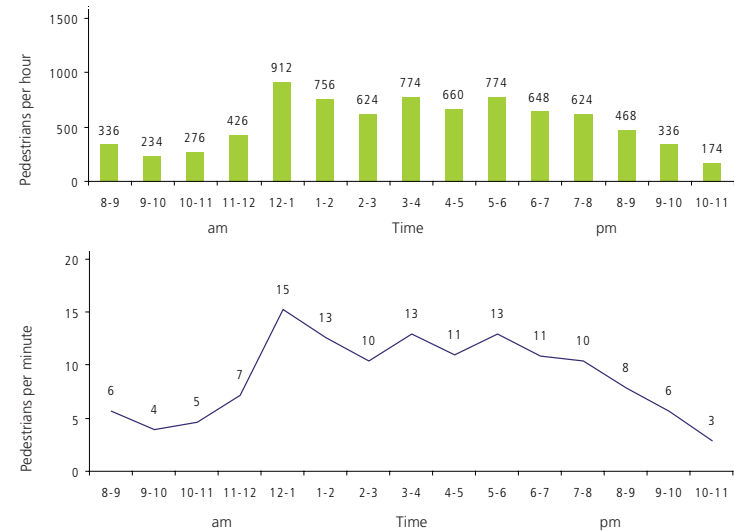


Alaskan Way at Broad St.

5,088 pedestrians all day

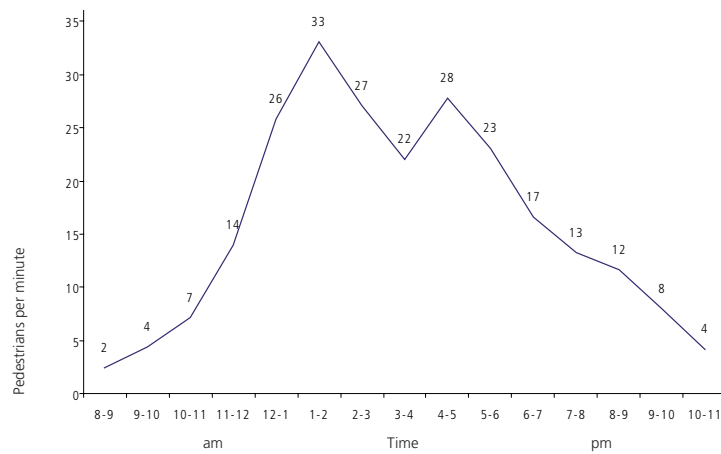
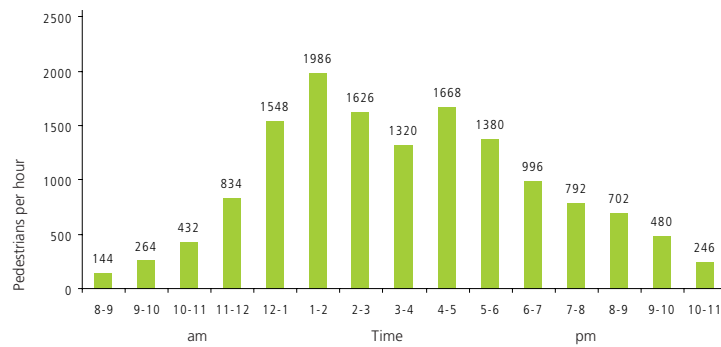


Alaskan Way btwn. Bell St & Battery St 8,022 pedestrians all day



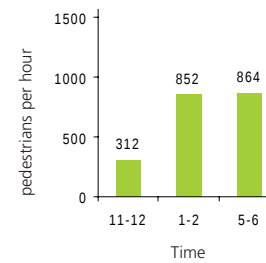
PEDESTRIAN MOVEMENT SUMMER WEEKDAY 8 AM- 11 PM

Alaskan Way at Union St 14,418 pedestrians all day

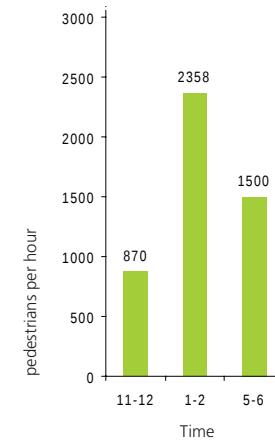


test counts

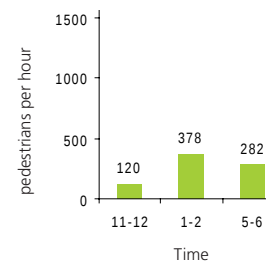
Alaskan Way, btwn. Madison & Marion St.



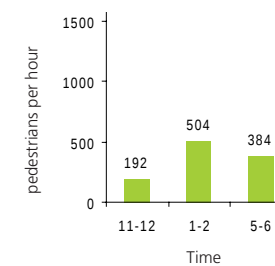
Alaskan Way, btwn. Argosy dock & Harbor Steps



Western Ave, btwn. Madison & Marion St.



Western Ave, btwn. Harbor Steps & Seneca St.

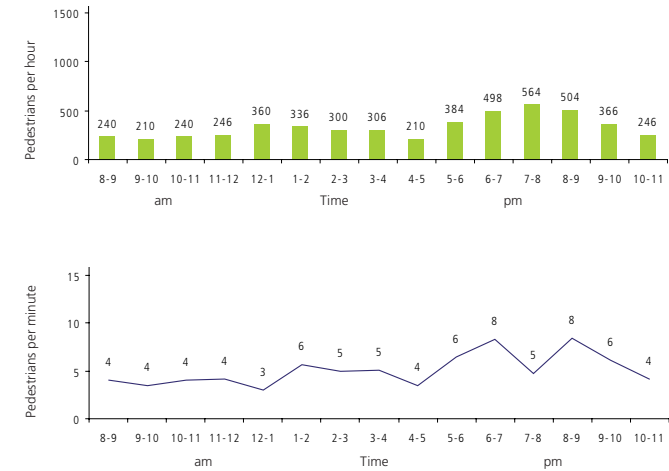


PEDESTRIAN MOVEMENT

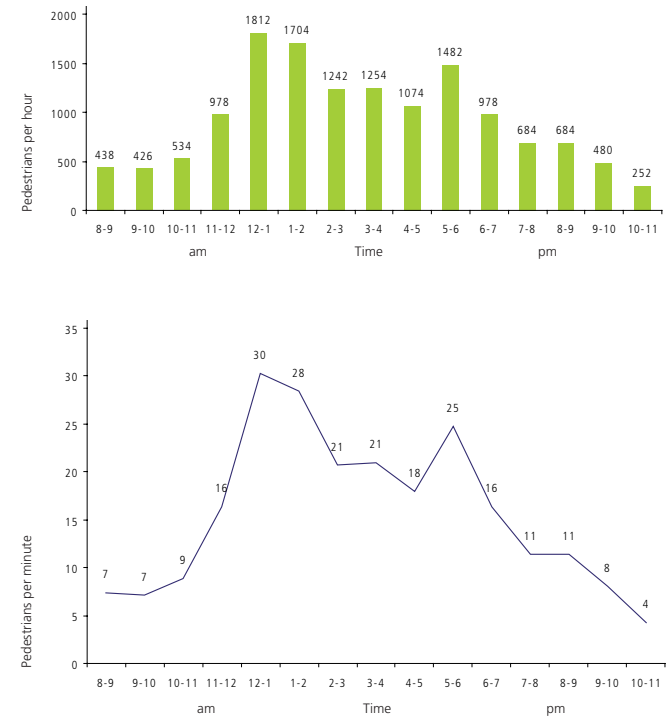
SUMMER WEEKDAY 8 AM- 11 PM



1st Ave btwn. Wall St & Vine St **5,010** pedestrians all day



1st Ave. btwn. Union St & Pike St **14,022** pedestrians all day

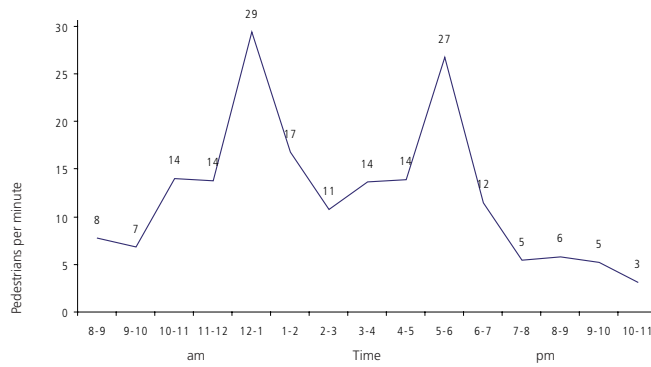
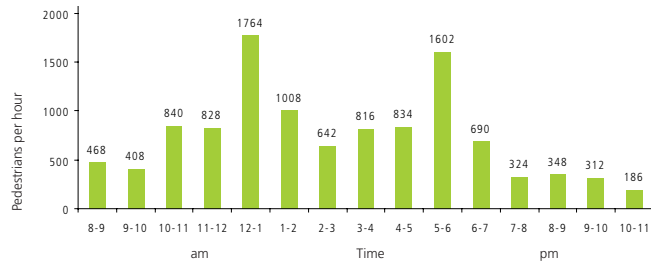


PEDESTRIAN MOVEMENT

SUMMER WEEKDAY 8 AM- 11 PM

1st Ave at Madison St

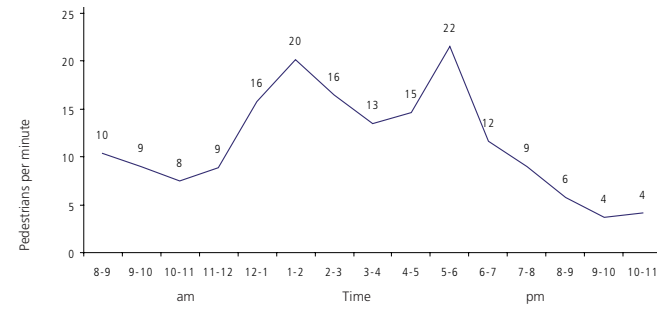
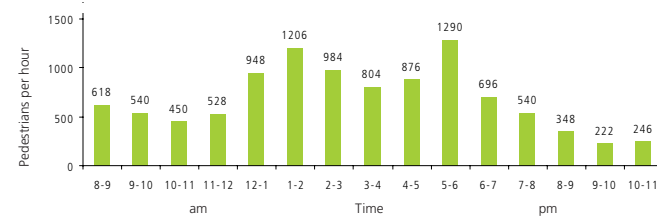
11,070 pedestrians all day



1st Ave

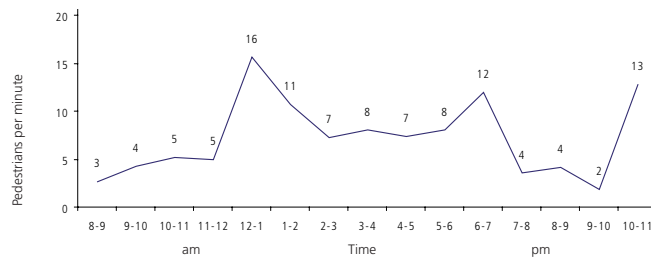
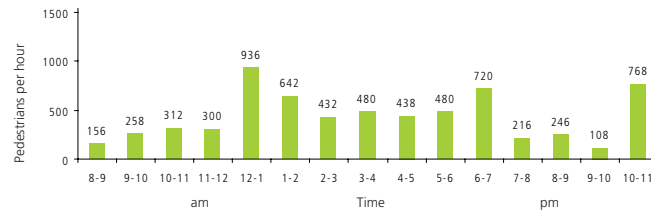
btwn Marion St & Columbia St

10,296 pedestrians all day



1st Ave btwn Jackson St & Main St

6,492 pedestrians all day



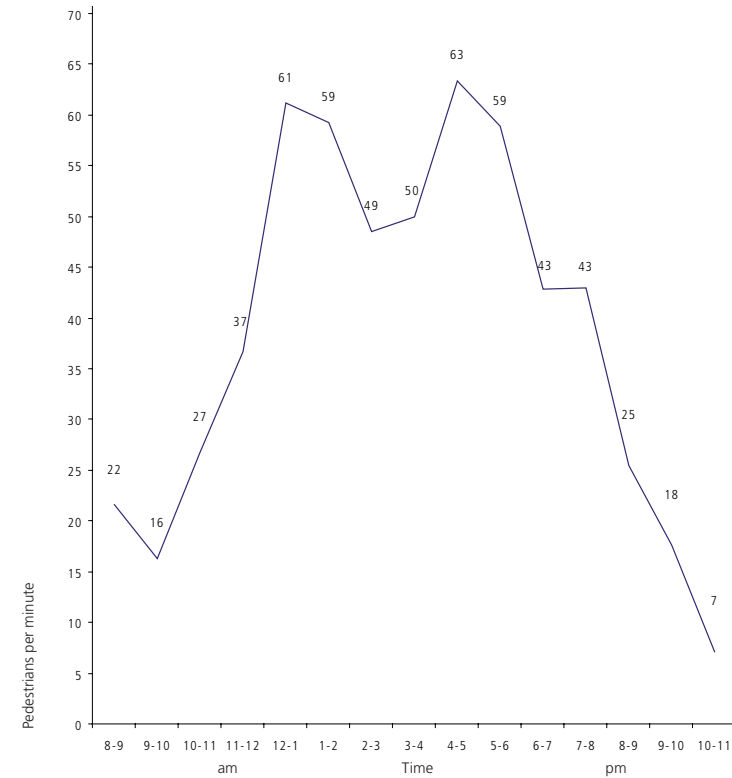
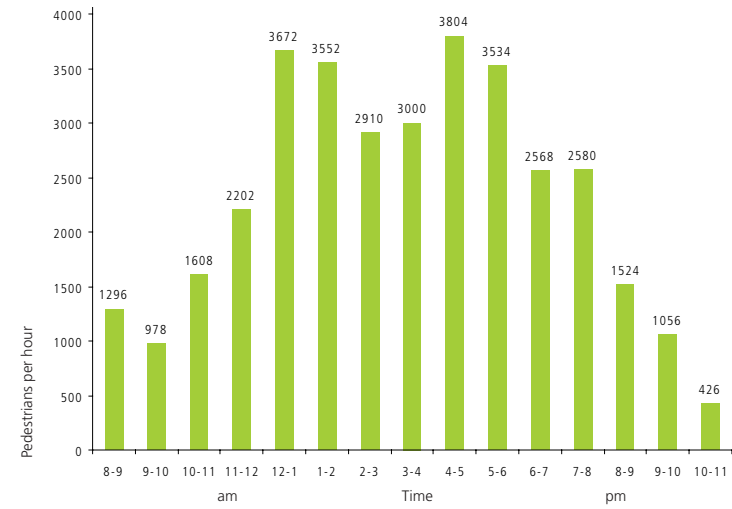
PEDESTRIAN MOVEMENT

SUMMER WEEKDAY 8 AM- 11 PM



Pine St. at 5th & Westlake

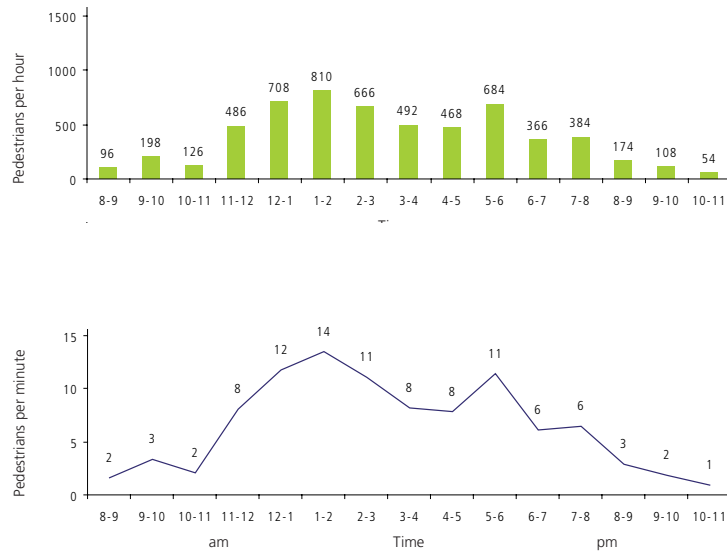
34,710 pedestrians all day



PEDESTRIAN MOVEMENT SUMMER WEEKDAY 8 AM- 11 PM

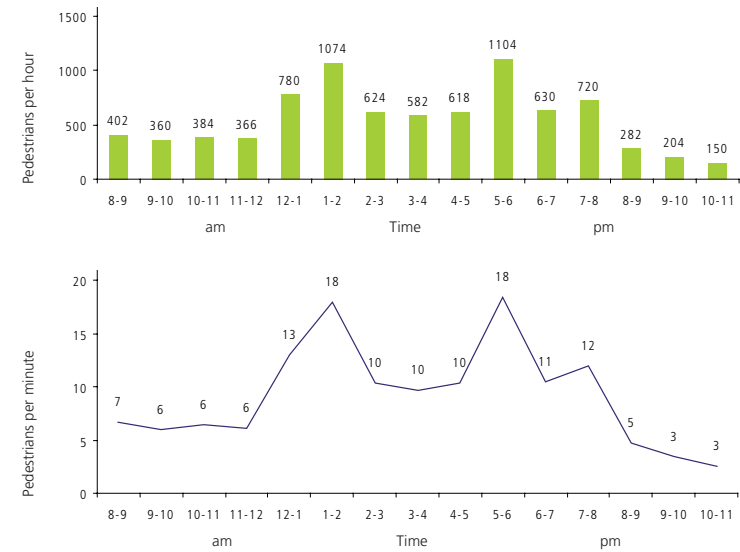
Pike St. at Alaskan Way

5,820 pedestrians all day



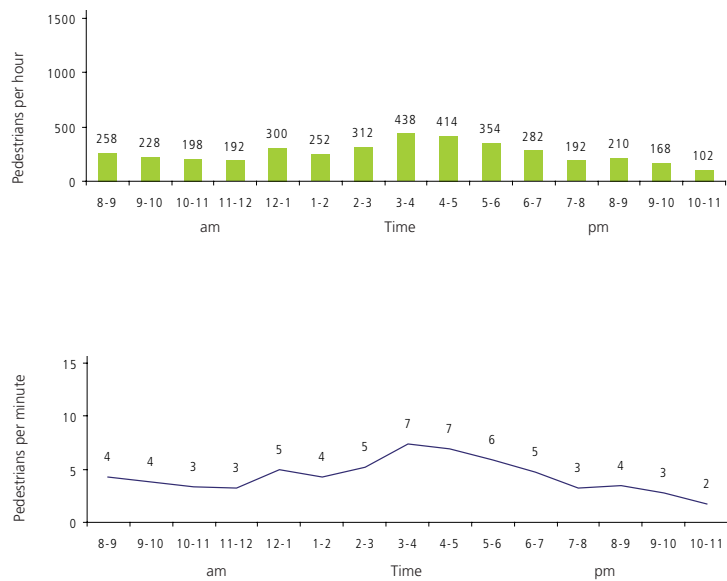
University St. at 2nd Ave.

8,280 pedestrians all day



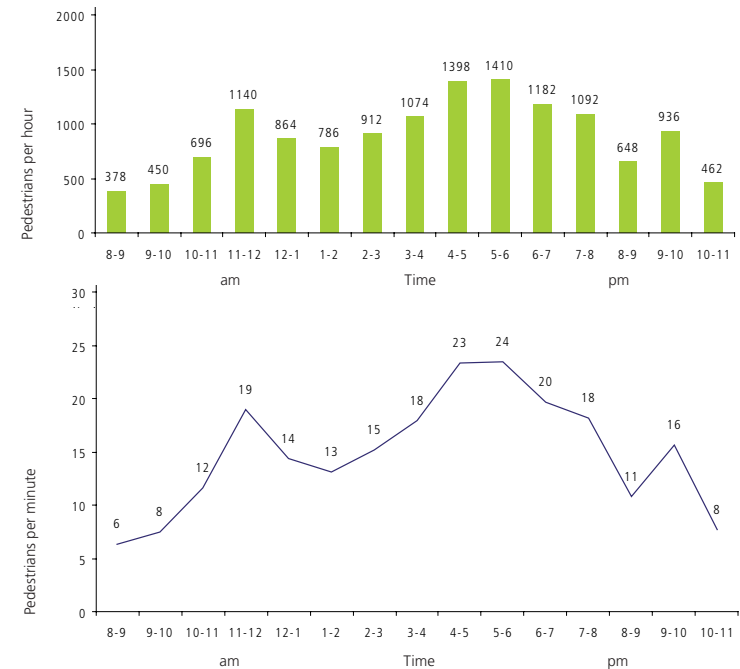
Madison St. at 5th Ave.

3,900 pedestrians all day



Pike St. at 7th Ave.

13,428 pedestrians all day



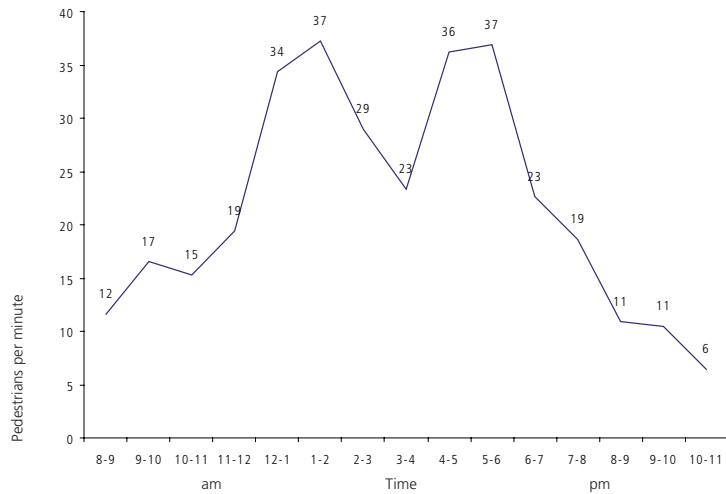
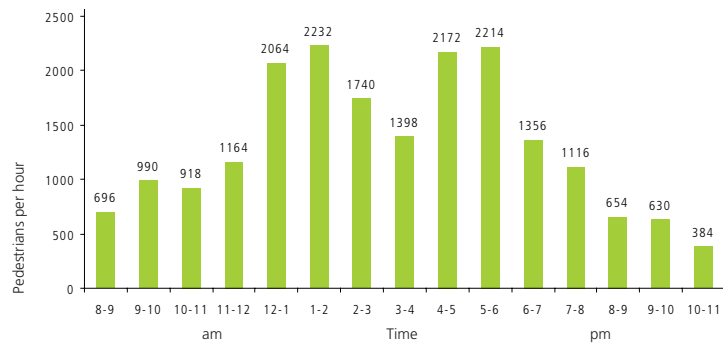
PEDESTRIAN MOVEMENT

SUMMER WEEKDAY 8 AM- 11 PM



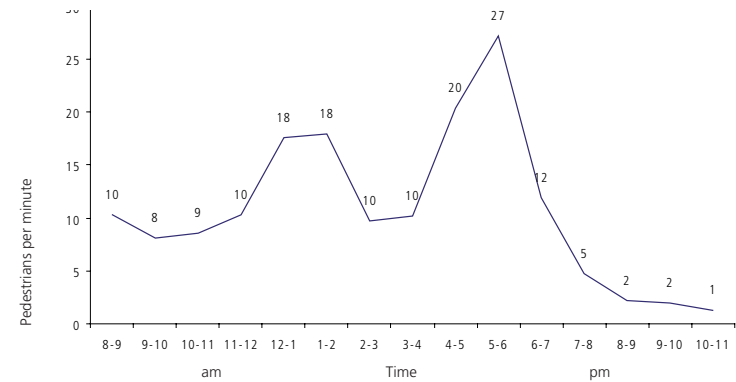
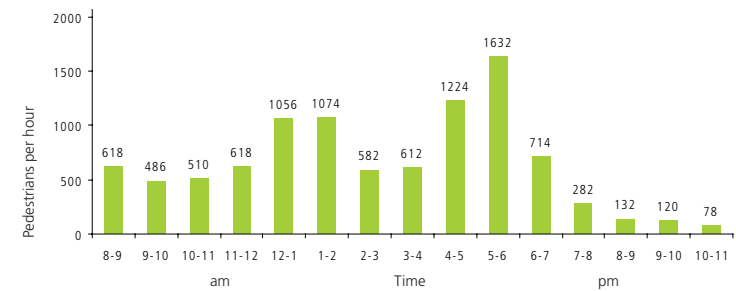
3rd Ave. btwn. Pike & Union

19,728 pedestrians all day



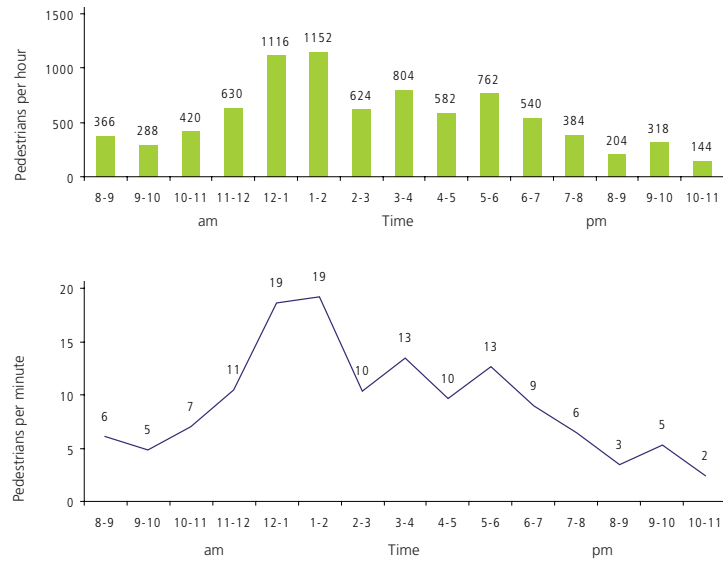
2nd Ave btwn Spring & Seneca

9,738 pedestrians all day

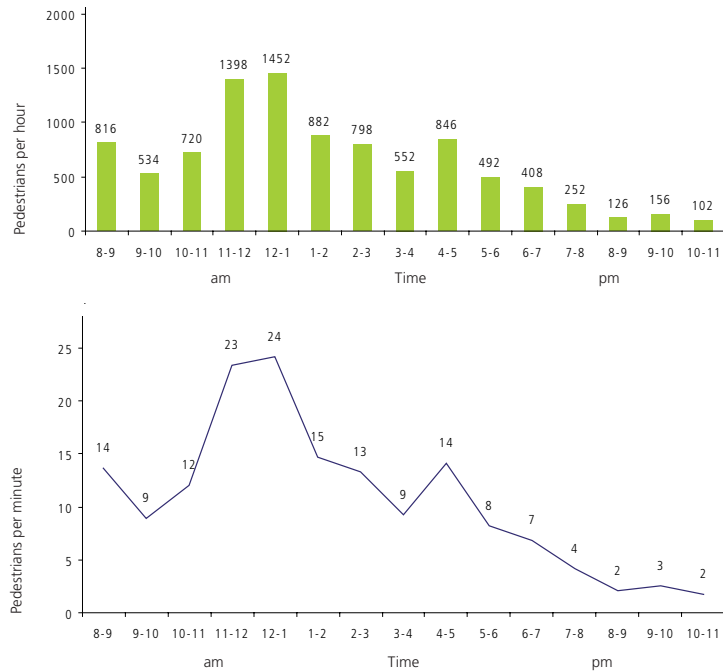


PEDESTRIAN MOVEMENT SUMMER WEEKDAY 8 AM- 11 PM

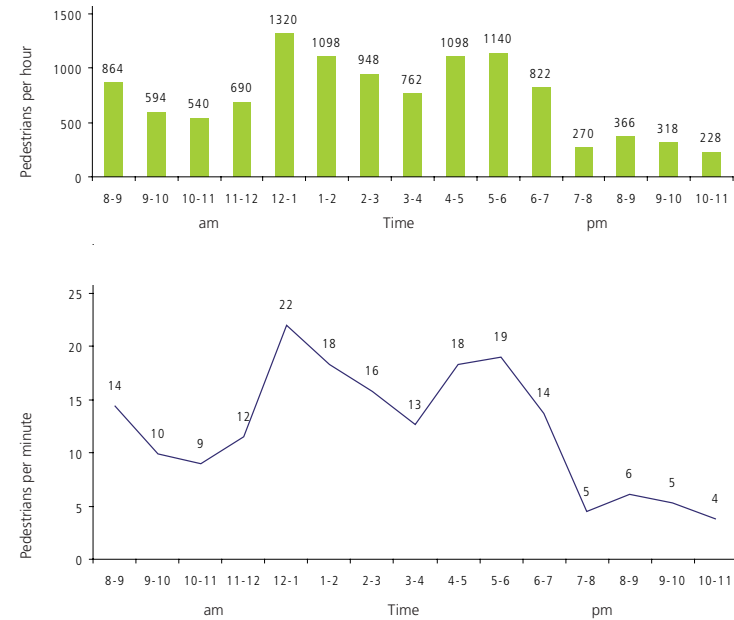
5th Ave. btwn Union & University 8,334 pedestrians all day



3rd Ave btwn Marion & Columbia 9,534 pedestrians all day

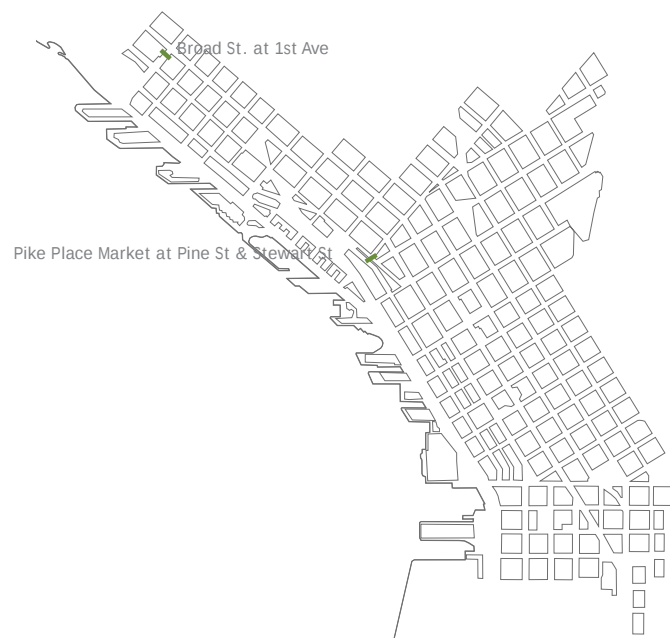


4th Ave. btwn. Spring & Seneca 11,058 pedestrians all day



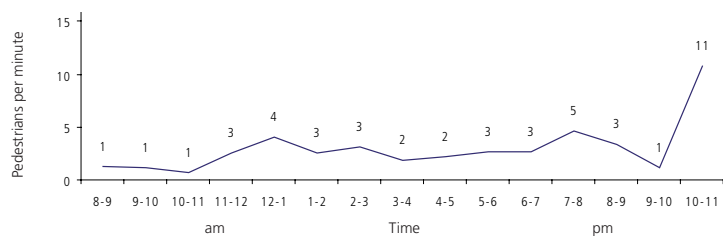
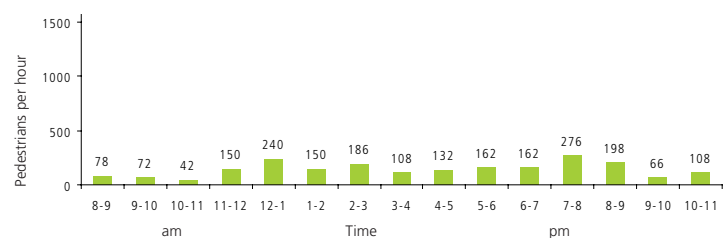
PEDESTRIAN MOVEMENT

SUMMER WEEKDAY 8 AM- 11 PM

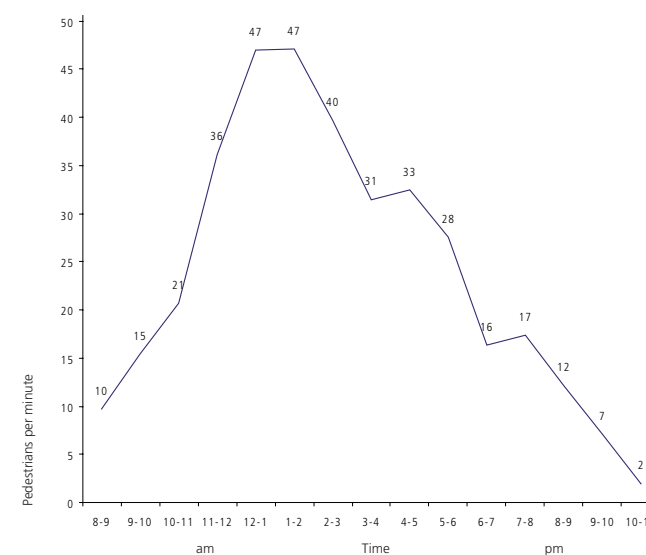
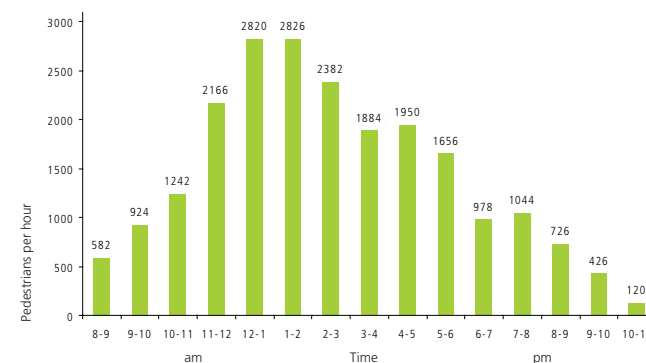


Broad St. at 1st Ave

2,130 pedestrians all day

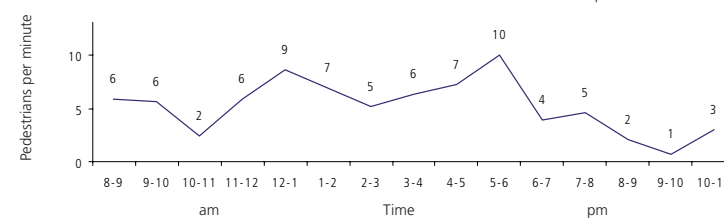
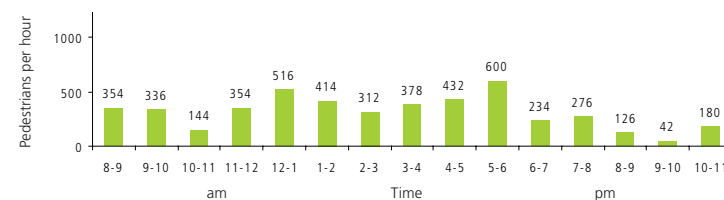


Pike Place Market at Pine & Stewart 21,726 pedestrians all day



Jackson St at 3rd Ave

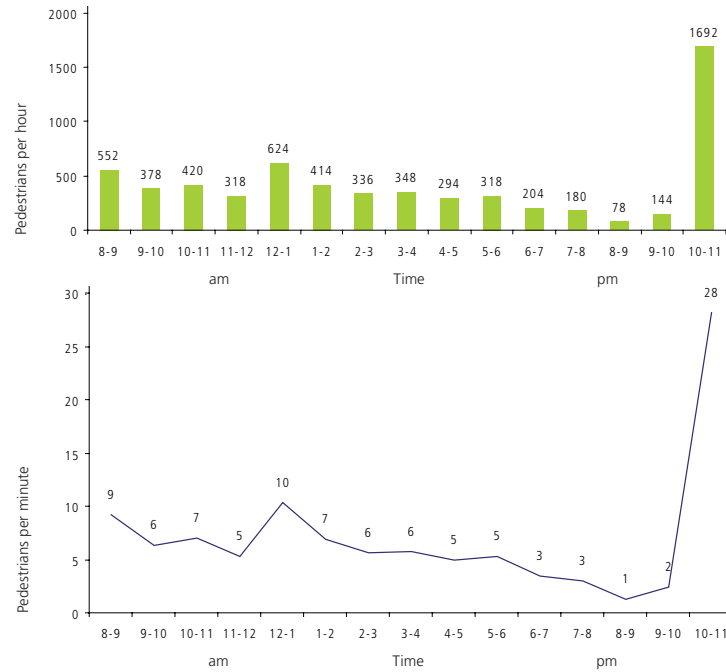
4,698 pedestrians all day



PEDESTRIAN MOVEMENT SUMMER WEEKDAY 8 AM- 11 PM

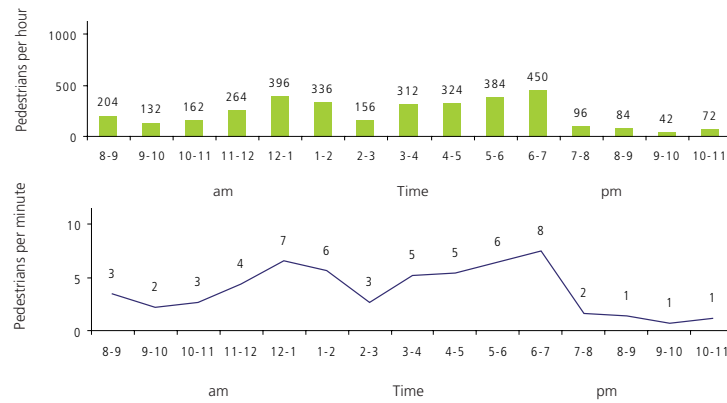
2nd Ave at Jackson St

6,300 pedestrians all day



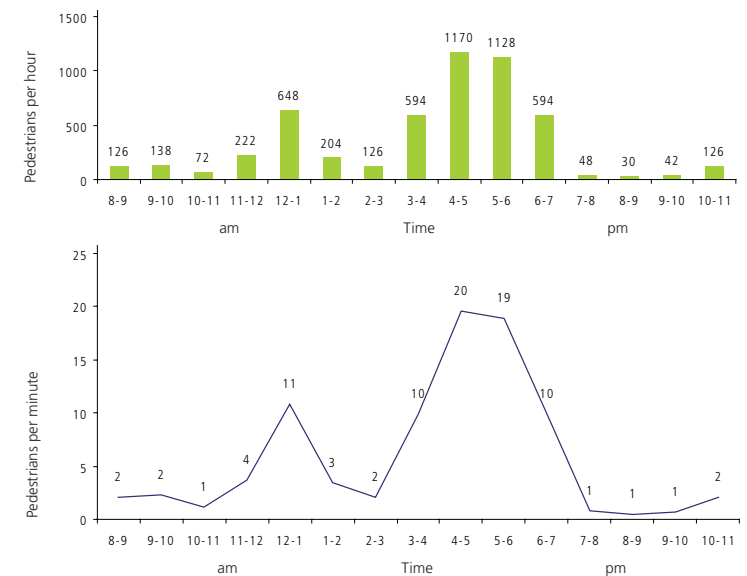
King St at 1st Ave

3,414 pedestrians all day



Pedestrian Bridge by 4th Ave

5,268 pedestrians all day



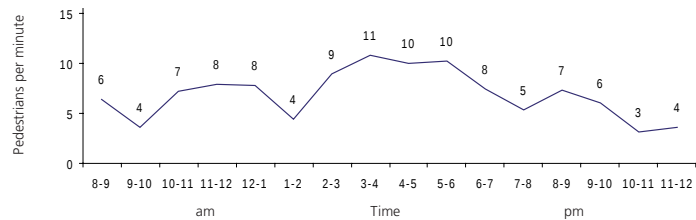
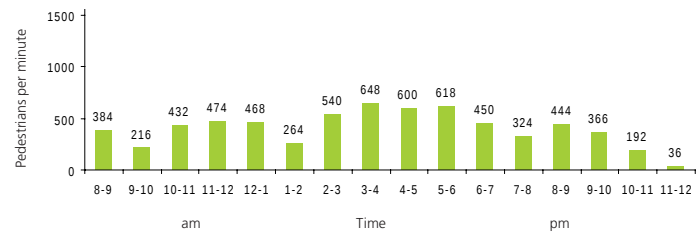
PEDESTRIAN MOVEMENT

SUMMER WEEKEND 8 AM- 12 PM



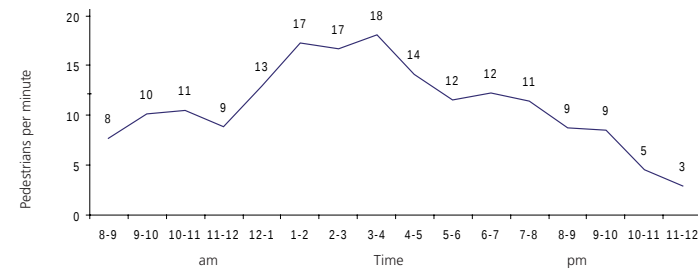
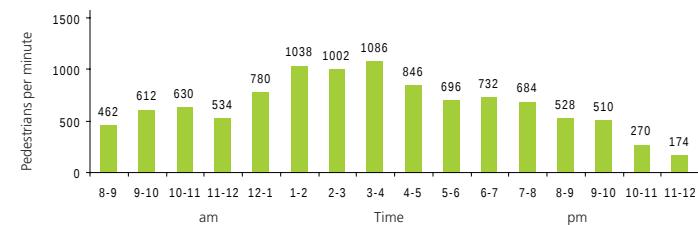
Alaskan Way at Broad St.

6,456 pedestrians all day



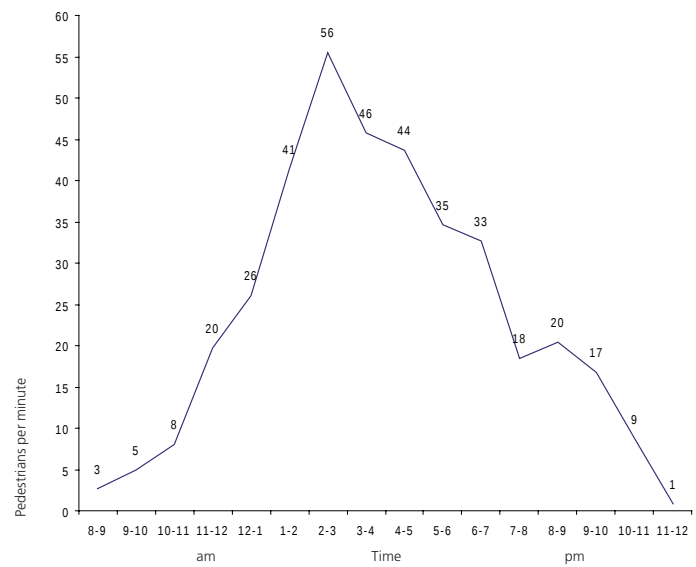
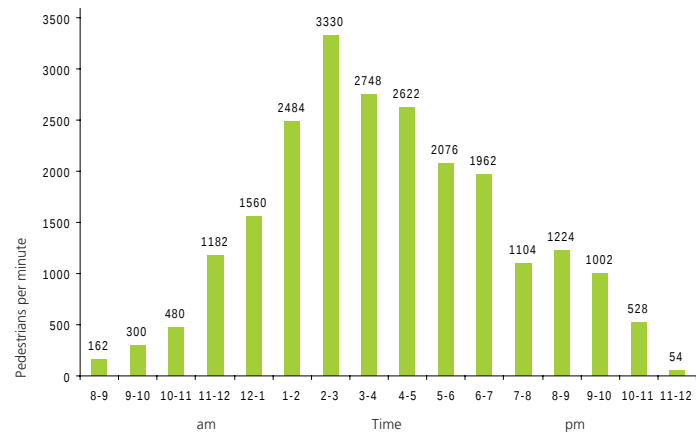
Alaskan Way btwn. Bell & Battery

10,584 pedestrians all day



Alaskan Way at Union St

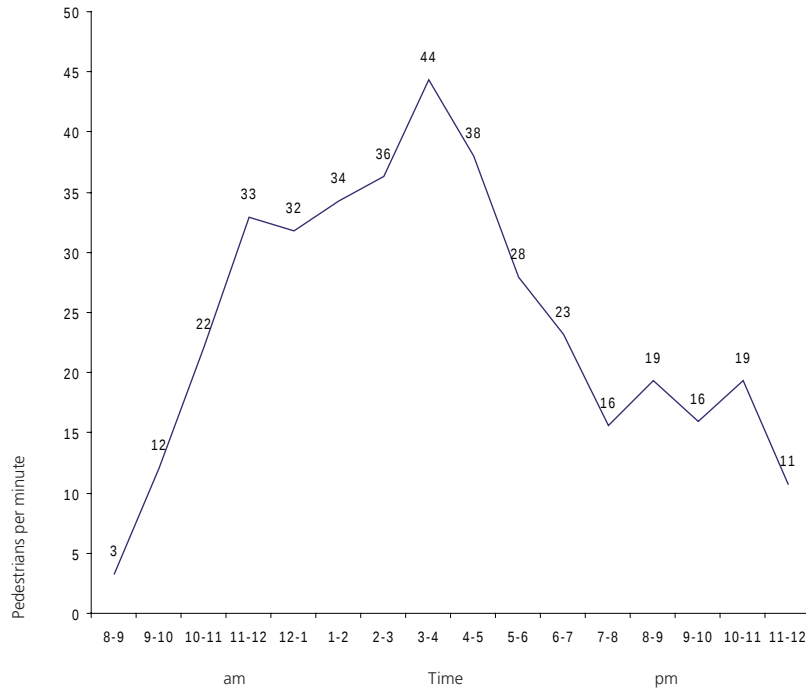
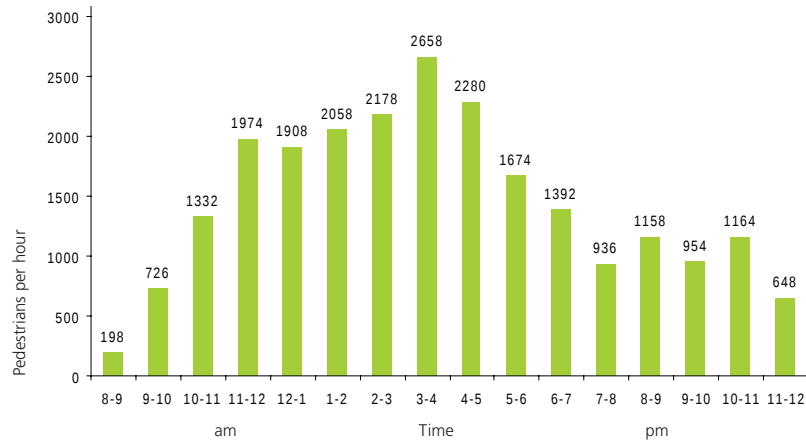
22,818 pedestrians all day



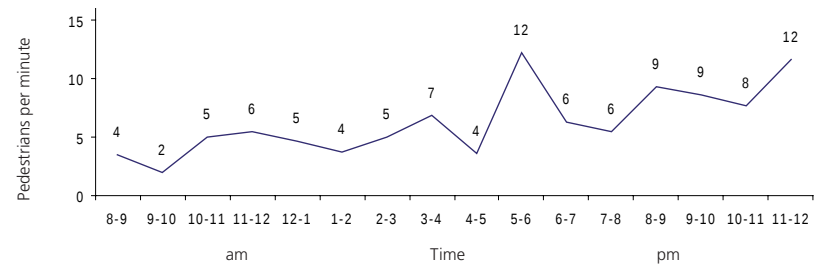
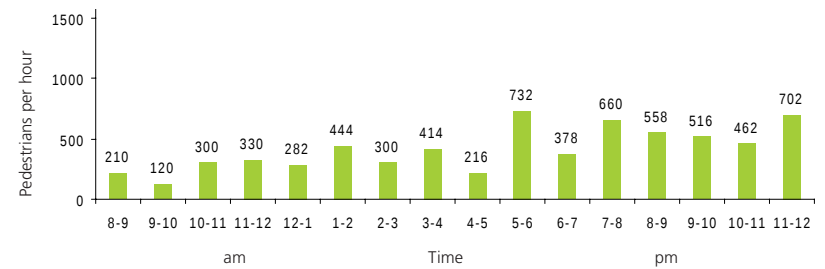
PEDESTRIAN MOVEMENT

SUMMER WEEKEND 8 AM- 12 PM

1st Ave. Btwn. Union & Pike Streets 23,238 pedestrians all day



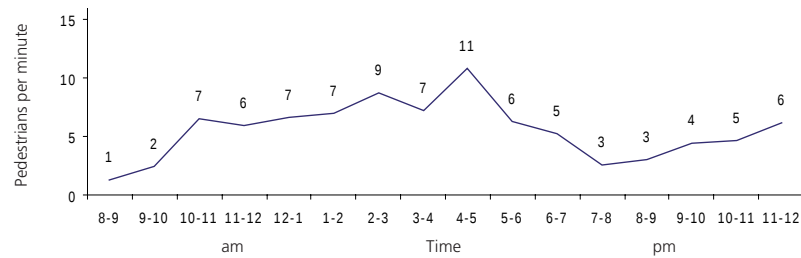
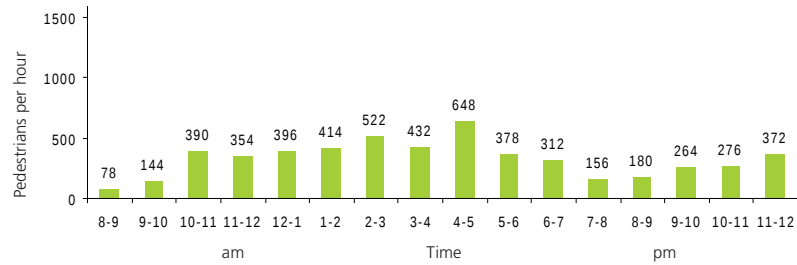
1st Ave btwn. Wall & Vine Streets 6,624 pedestrians all day



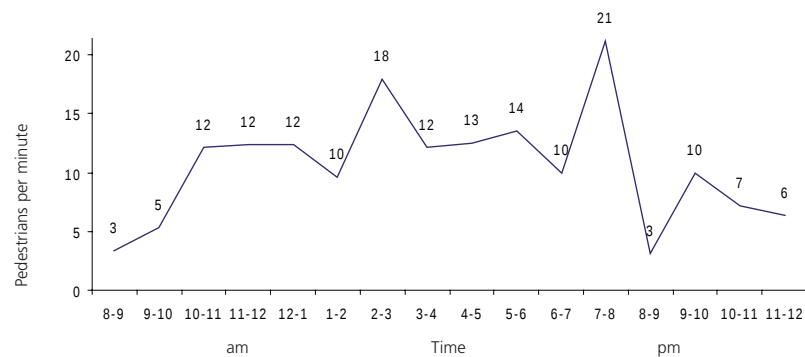
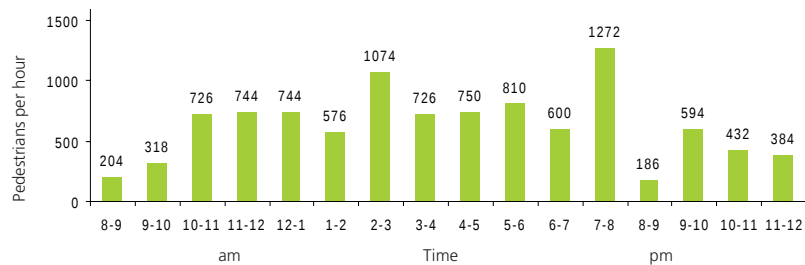
PEDESTRIAN MOVEMENT

SUMMER WEEKEND 8 AM- 12 PM

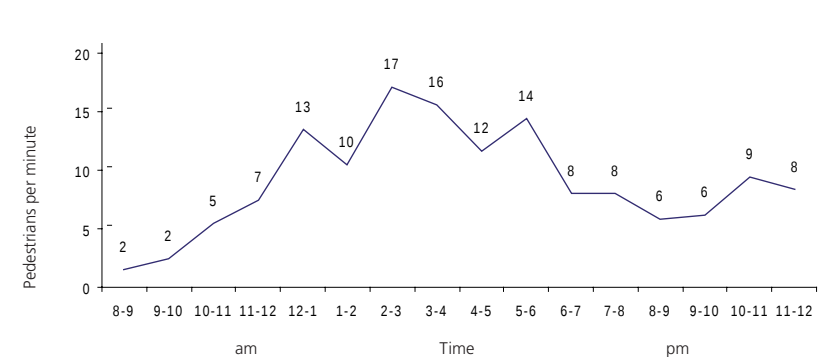
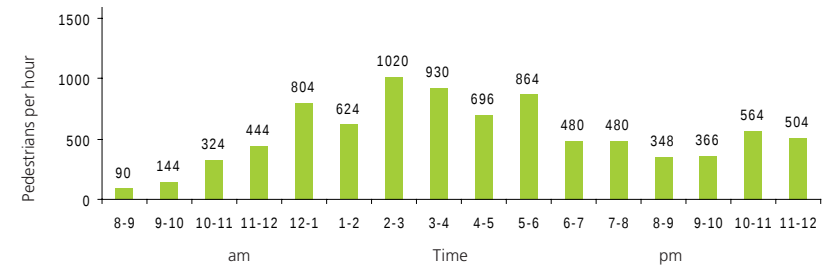
1st Ave btwn Jackson St & Main St 5,316 pedestrians all day



1st Ave at Madison St 10,140 pedestrians all day



1st Ave btwn Marion St & Columbia St 8,682 pedestrians all day

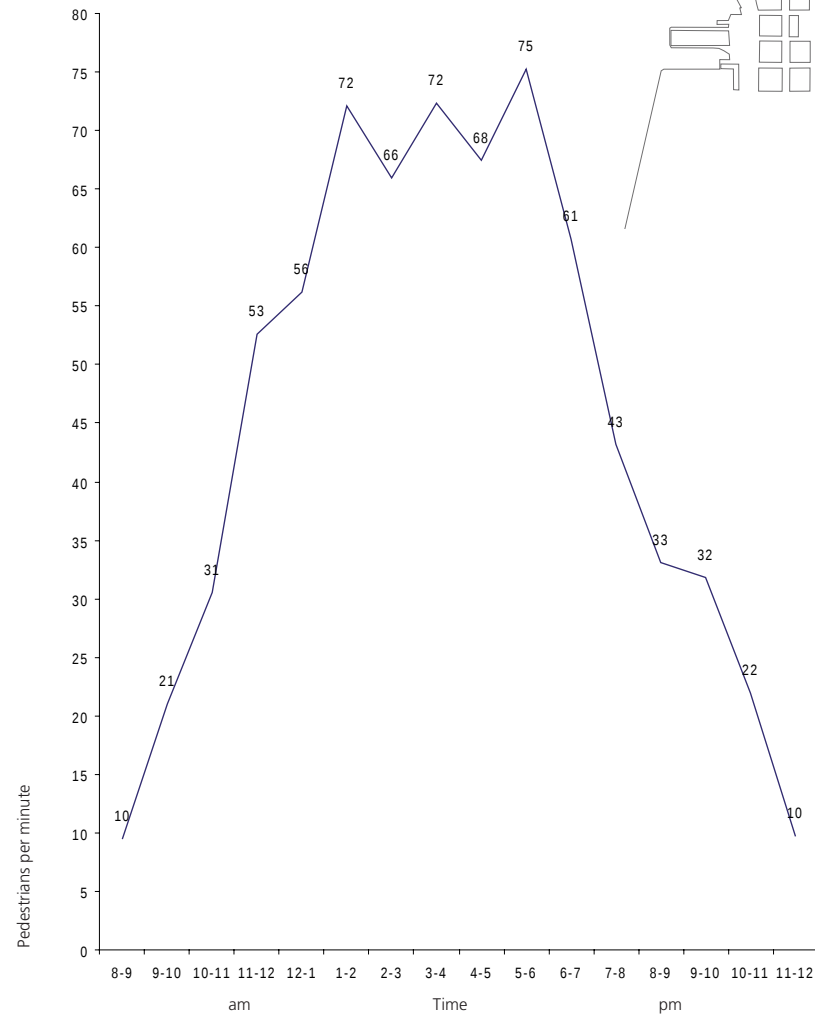
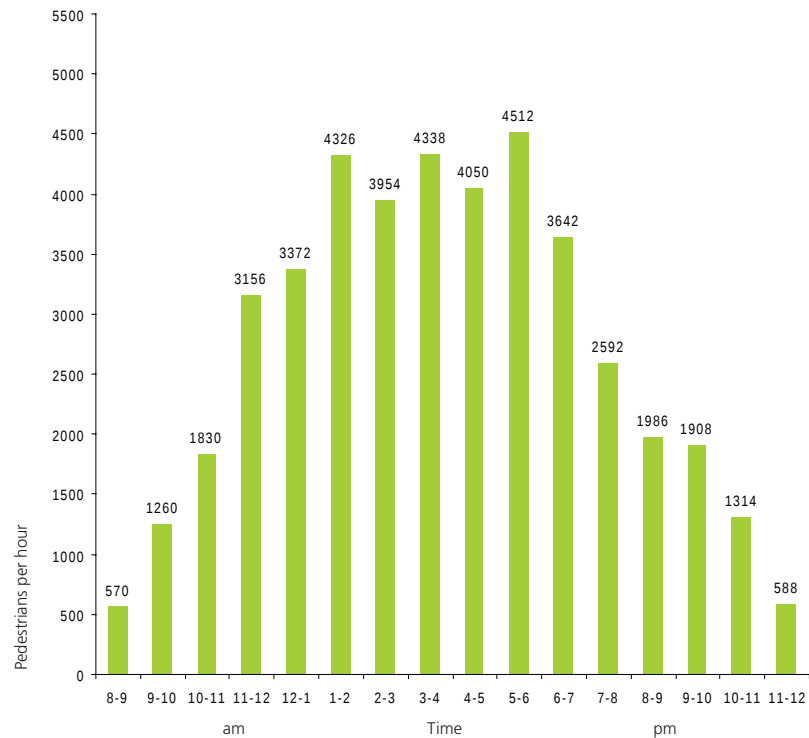


PEDESTRIAN MOVEMENT

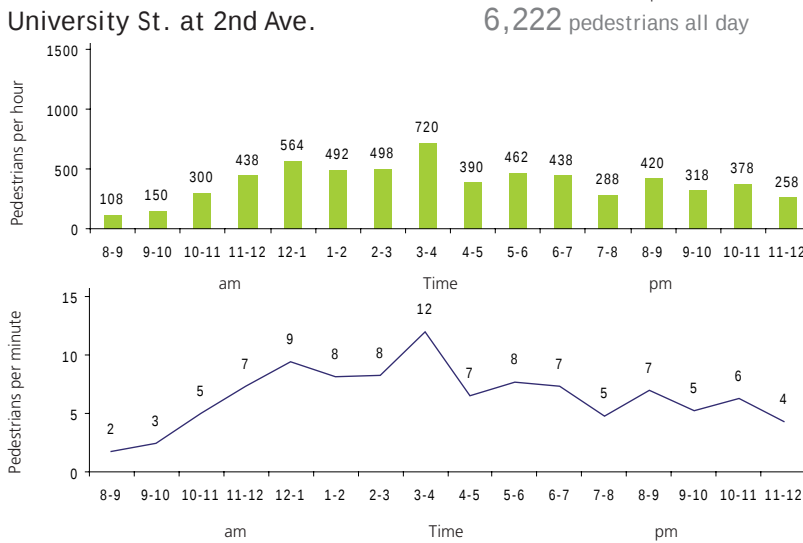
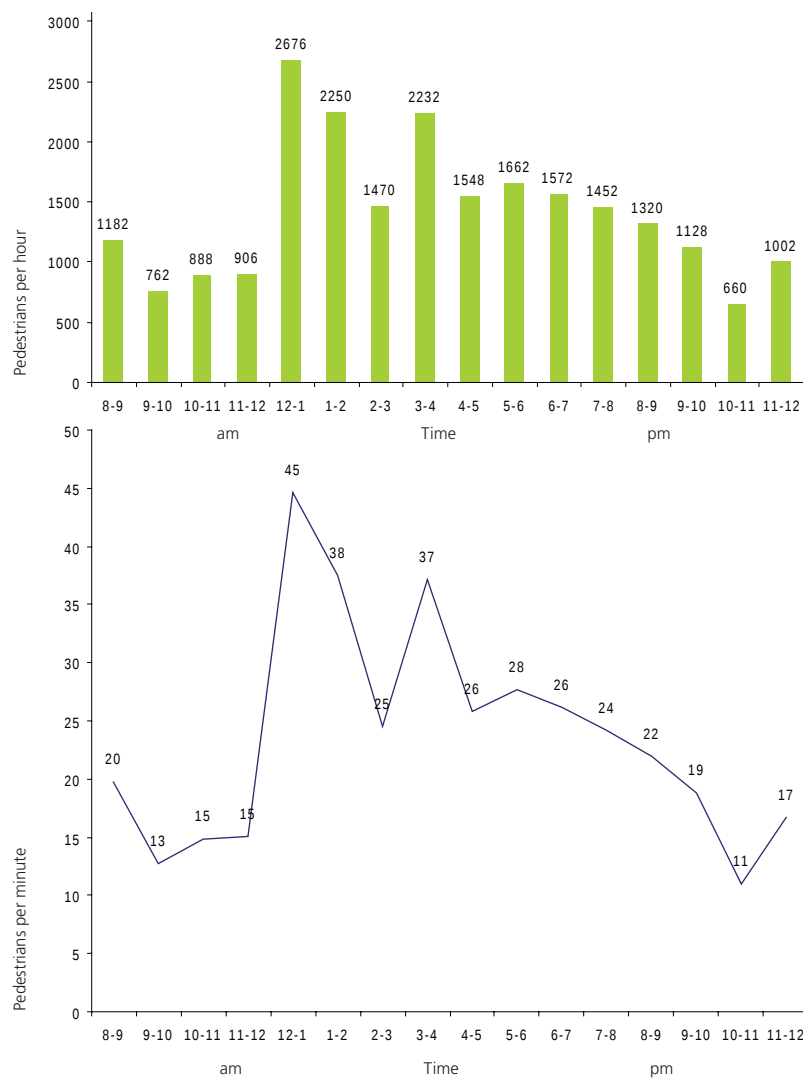
SUMMER WEEKEND 8 AM- 12 PM

Pine St. at 5th & Westlake

43,398 pedestrians all day

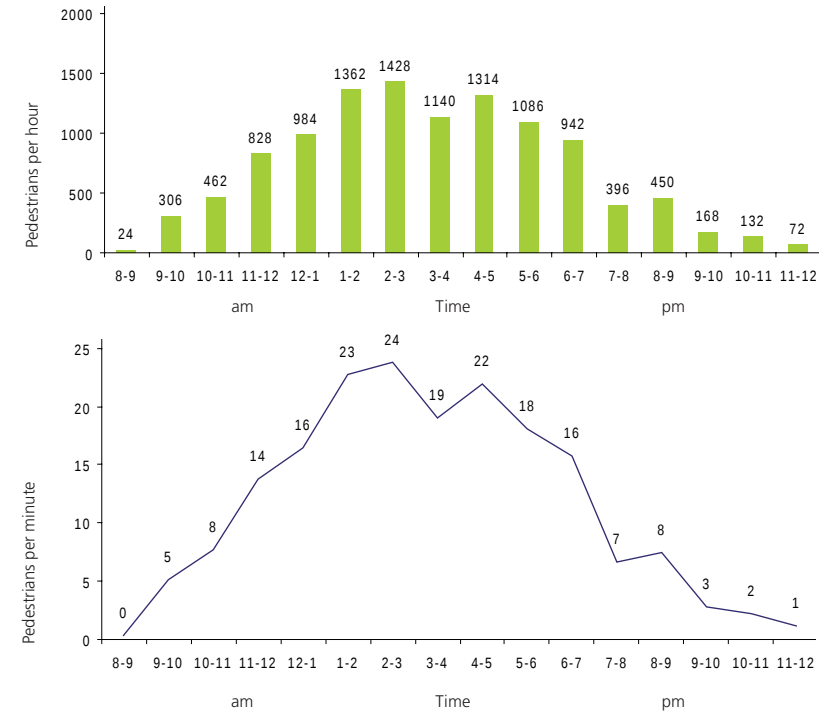


PEDESTRIAN MOVEMENT SUMMER WEEKEND 8 AM- 12 PM



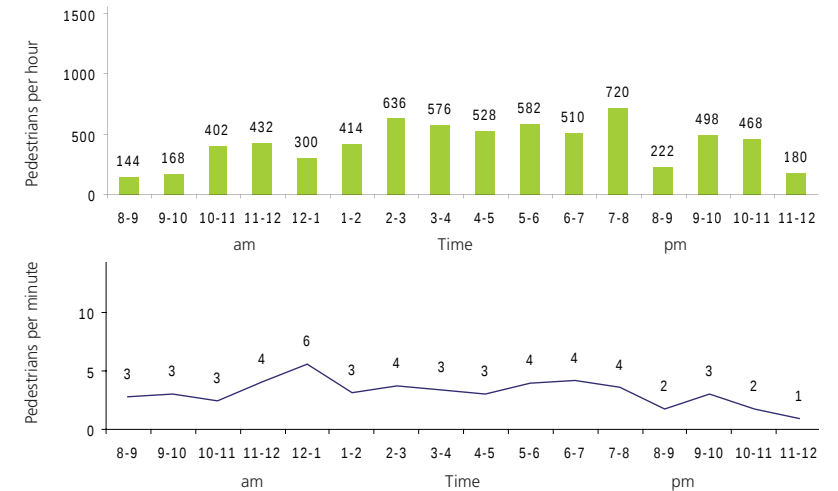
Pike St. at Alaskan Way

11,094 pedestrians all day



Madison Ave. at 5th Ave.

3,030 pedestrians all day



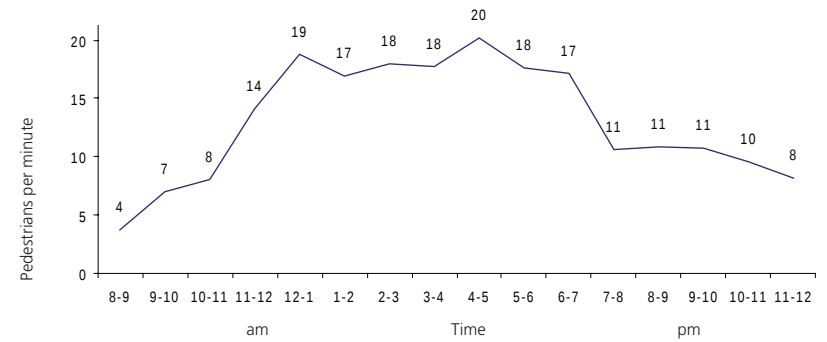
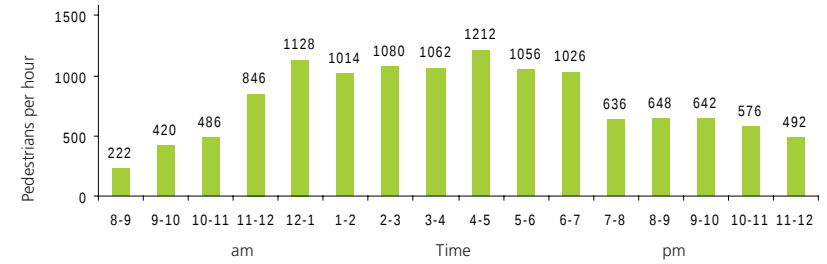
PEDESTRIAN MOVEMENT

SUMMER WEEKEND 8 AM- 12 PM



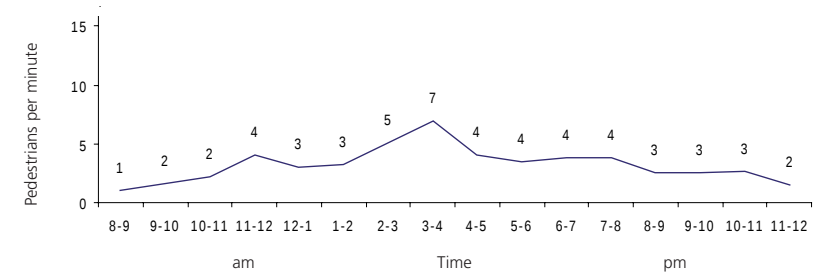
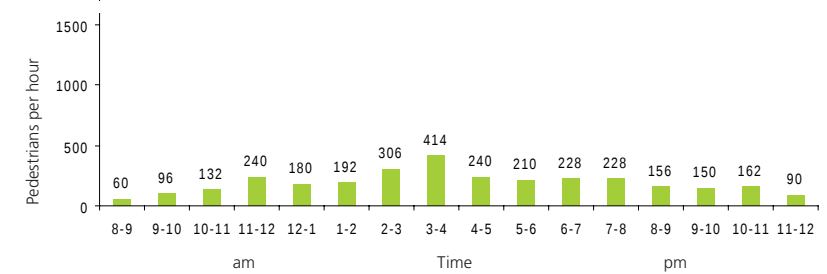
3rd Ave. btwn. Pike & Union

12,546 pedestrians all day



2nd Ave btwn Spring & Seneca

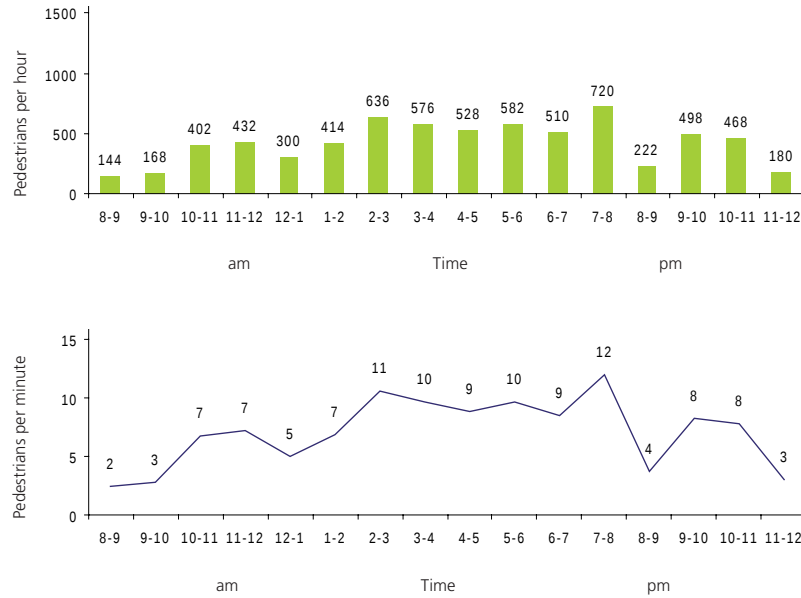
3,084 pedestrians all day



PEDESTRIAN MOVEMENT SUMMER WEEKEND 8 AM- 12 PM

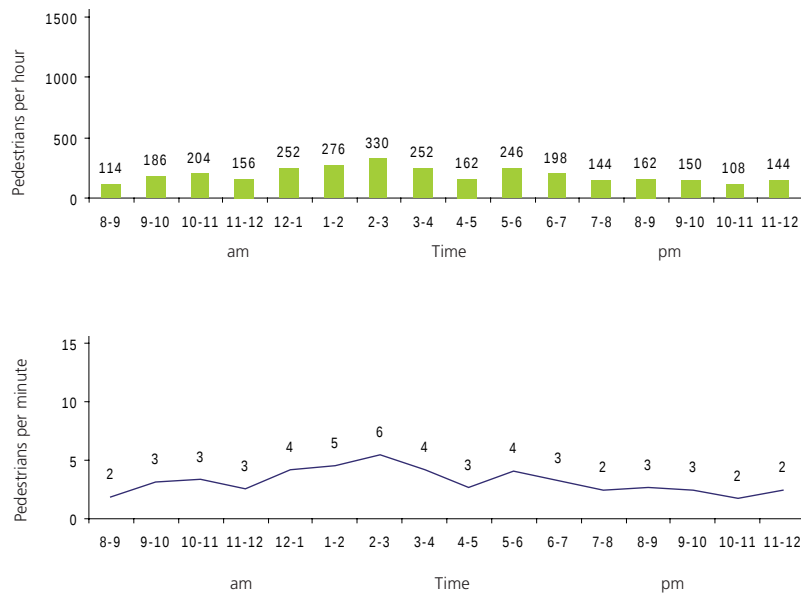
5th Ave. btwn Union & University

6,780 pedestrians all day



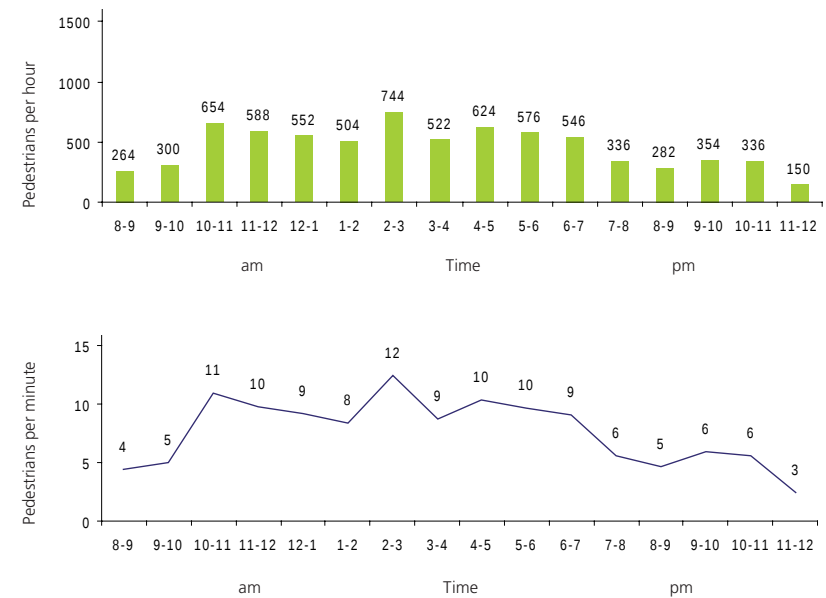
3rd Ave btwn Marion & Columbia

3,084 pedestrians all day



4th Ave. btwn. Spring & Seneca

7,332 pedestrians all day



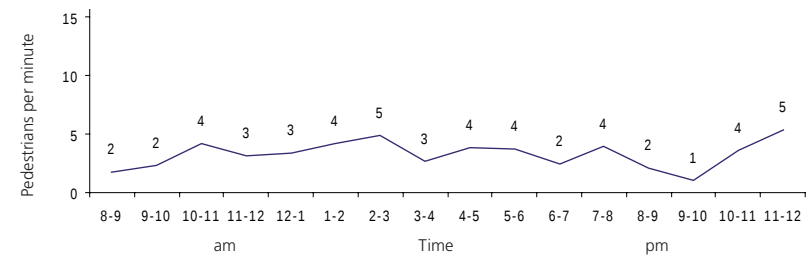
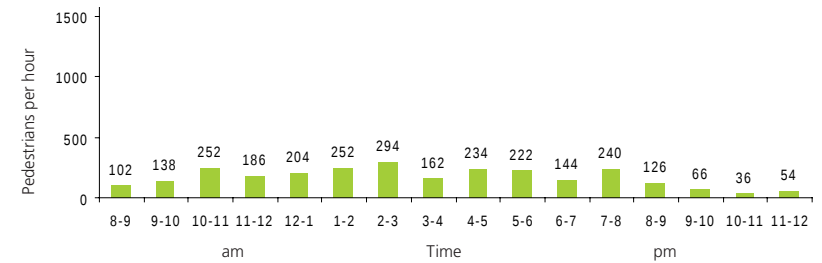
PEDESTRIAN MOVEMENT

SUMMER WEEKEND 8 AM- 12 PM



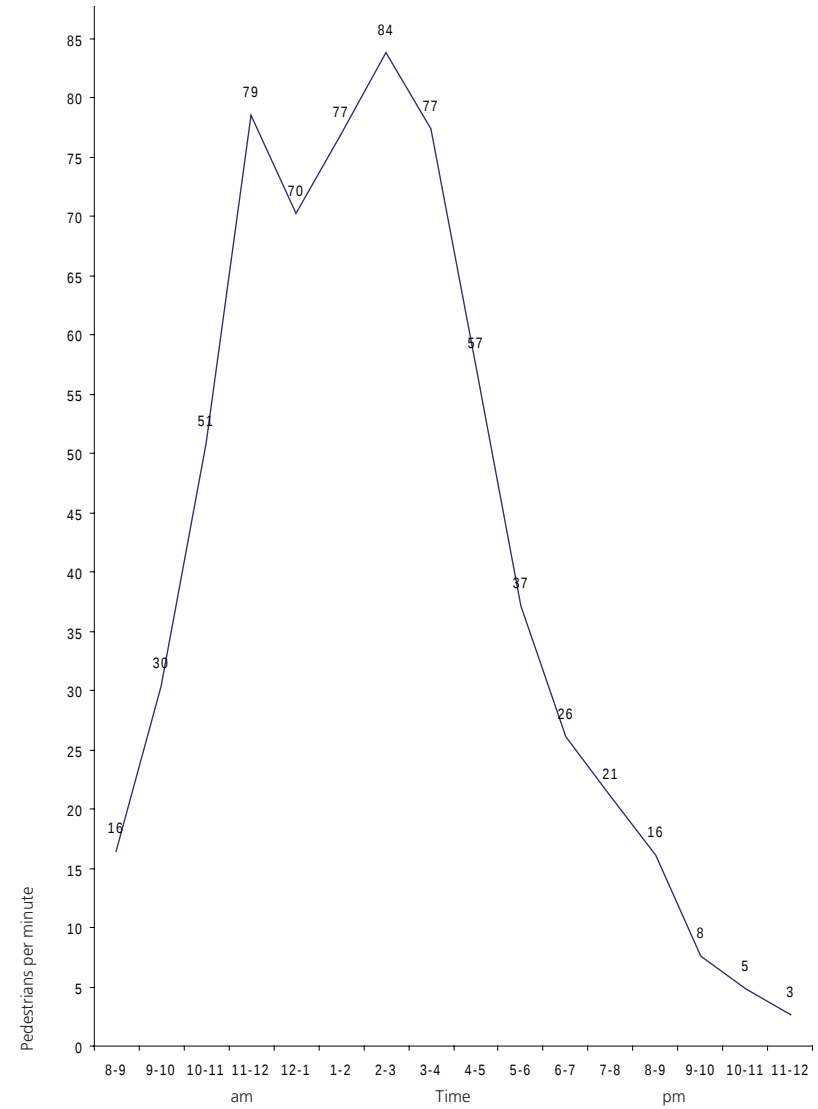
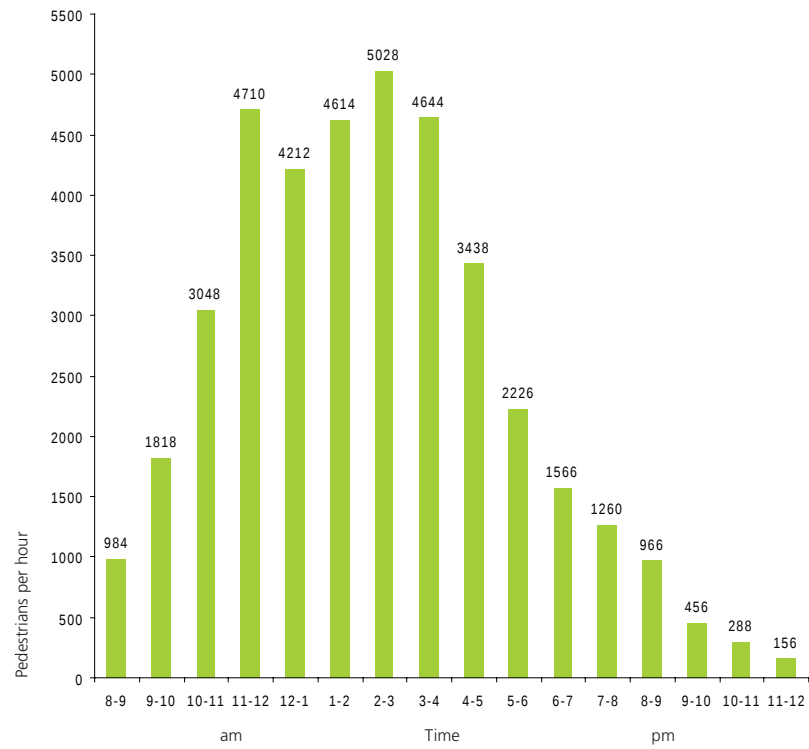
Broad St. at 1st Ave

2,712 pedestrians all day



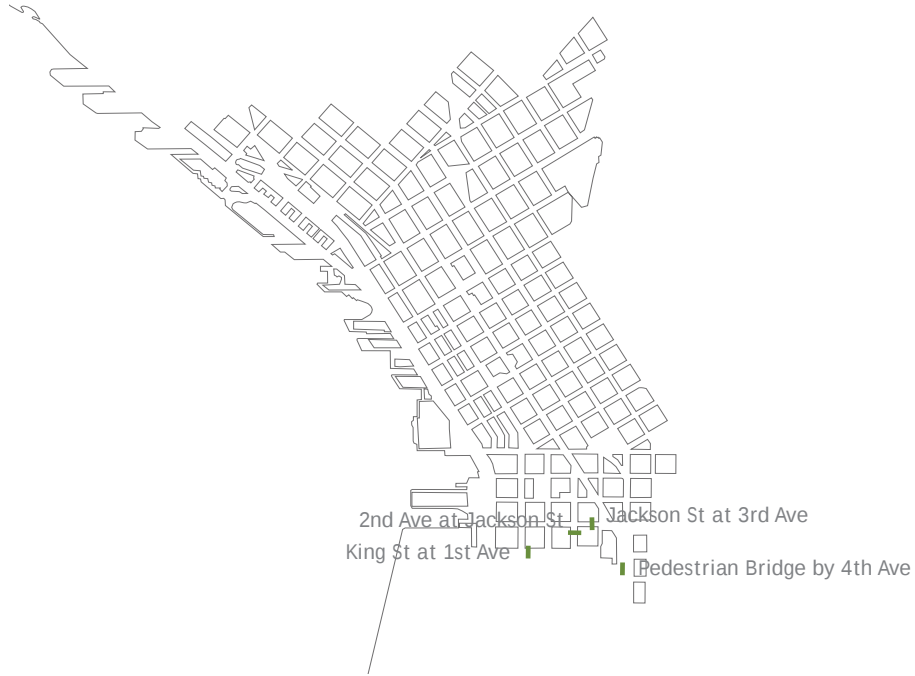
PEDESTRIAN MOVEMENT SUMMER WEEKEND 8 AM- 12 PM

Pike Place Market at Pine & Stewart 39,414 pedestrians all day



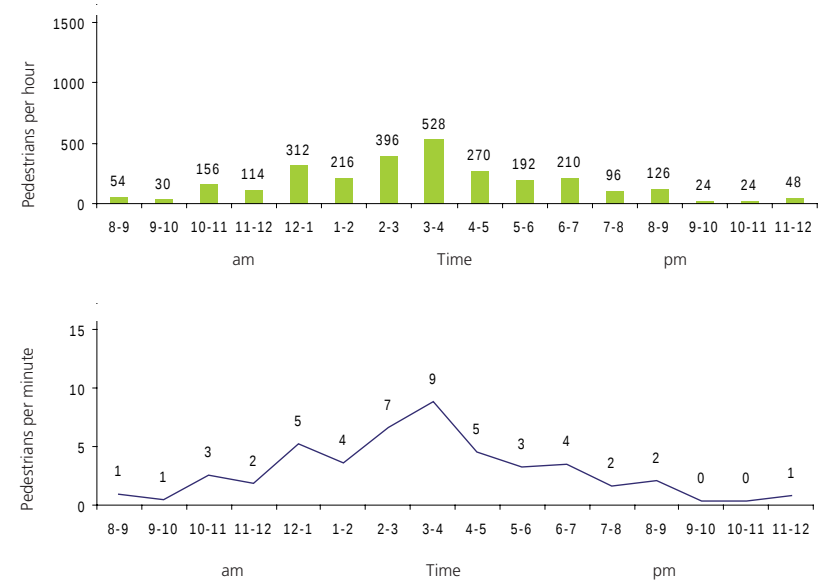
PEDESTRIAN MOVEMENT

SUMMER WEEKEND 8 AM- 12 PM



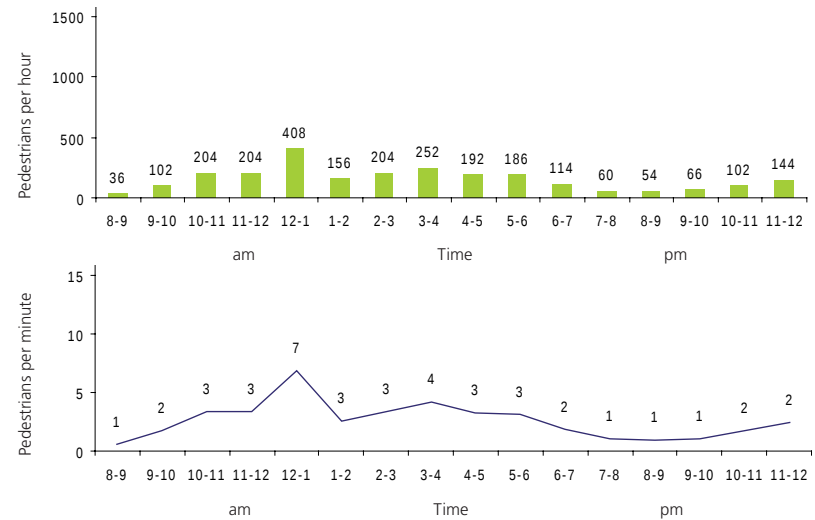
Jackson St at 3rd Ave

2,796 pedestrians all day



2nd Ave at Jackson St

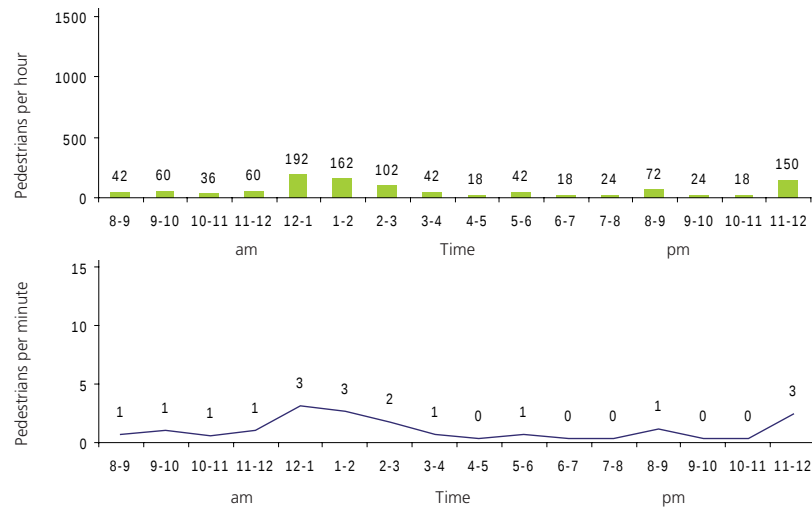
2,484 pedestrians all day



PEDESTRIAN MOVEMENT SUMMER WEEKEND 8 AM- 12 PM

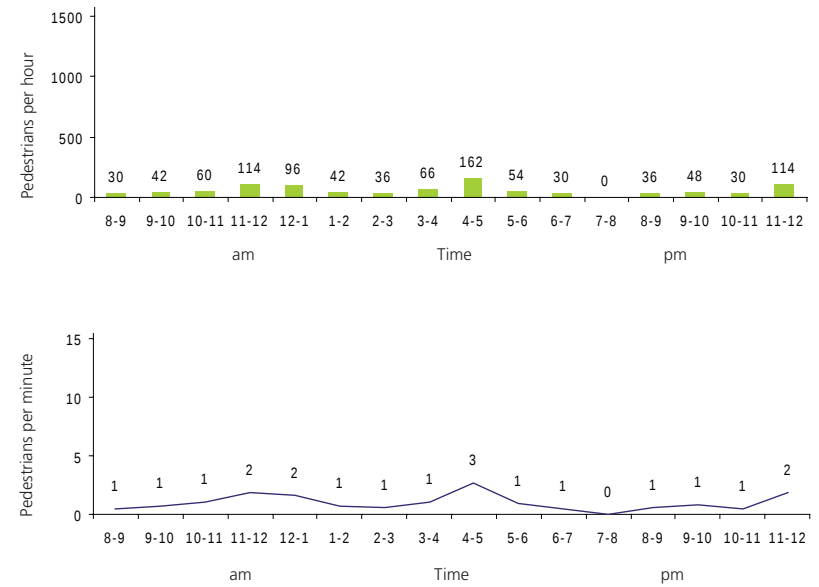
Pedestrian Bridge by 4th Ave

1,062 pedestrians all day



King St at 1st Ave

960 pedestrians all day



STATIONARY ACTIVITIES COUNTING POSITIONS

RECORDED PUBLIC SPACES FOR STATIONARY ACTIVITIES

1. Olympic Sculpture Park
2. Pike Street Hill Climb Entrance
3. Waterfront Park
4. New Federal Couthouse
5. Westlake Square (small triangle)
6. McGraw Square & Trolley Terminus
7. Westlake Park & Square
8. Victor Steinbrueck Park
9. Pike Place Market
10. Post Alley
11. Garden of Remembrance
12. WAMU Plaza
13. Seattle Art Museum Plaza
14. Harbor Steps
15. Argosy Waiting Deck
16. Colman Dock
17. Jackson Federal Building
18. Wells Fargo Plaza
19. New City Hall Plaza
20. Old City Hall Park & Prefontaine Place
21. Union Street Square
22. Open space east of Union Station
23. King Street Center Plaza
24. Pioneer Square
25. Occidental Park
26. Occidental Mall
27. Waterfall Park

LOCATIONS FOR SURVEYS:

- DEMOGRAPHIC SURVEYS
- PEDESTRIAN COUNTS
- STATIONARY ACTIVITIES



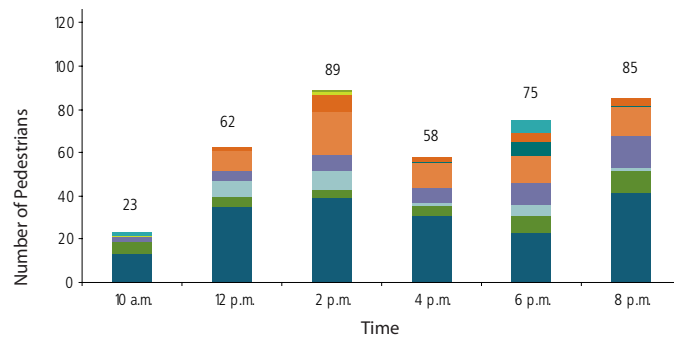
STATIONARY ACTIVITIES SUMMER WEEKDAY 10 AM- 8 PM

Olympic Sculpture Park

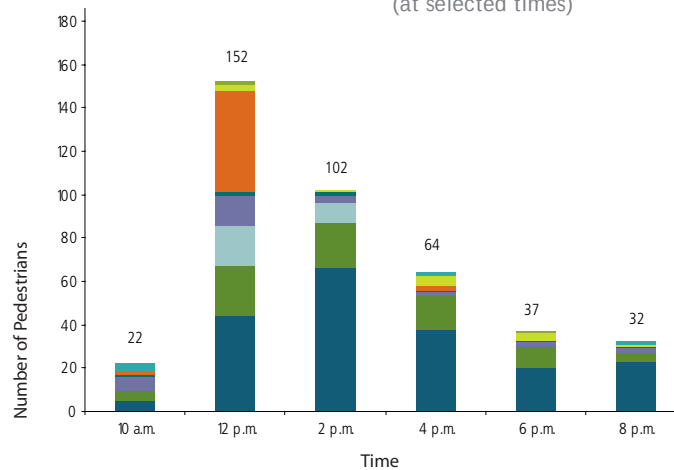
Pike Street Hill Climb Entrance

Waterfront Park

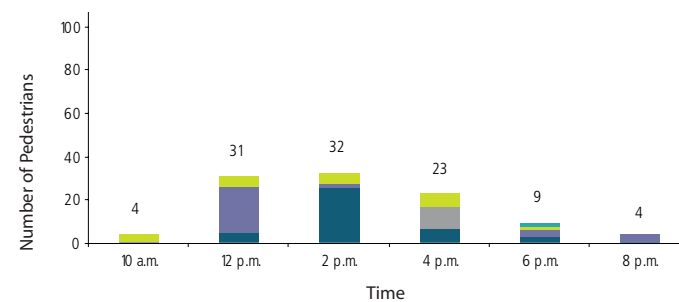
Olympic sculpture park
392 activities
(at selected times)



waterfront park
409 activities
(at selected times)



Pike Street
HillClimb plaza
103 activities
(at selected times)



- PHYSICAL ACTIVITIES P1
- CULTURAL ACTIVITIES C1
- COMMERCIAL ACTIVITIES C2
- CHILDREN PLAYING C3
- LYING DOWN LY
- MOVABLE CHAIRS M
- SECONDARY SEATING S2
- CAFE SEATING C4
- BENCH SEATING B2
- WAITING FOR TRANSPORT W
- STANDING S1

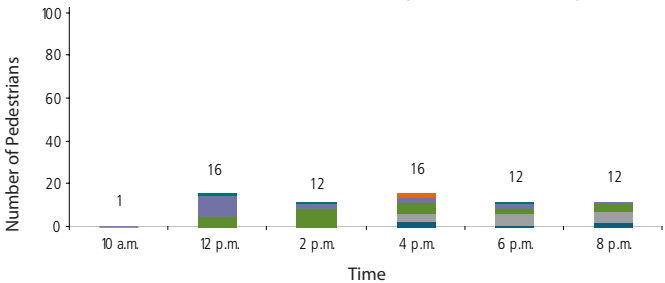
STATIONARY ACTIVITIES

SUMMER WEEKDAY 10 AM- 8 PM



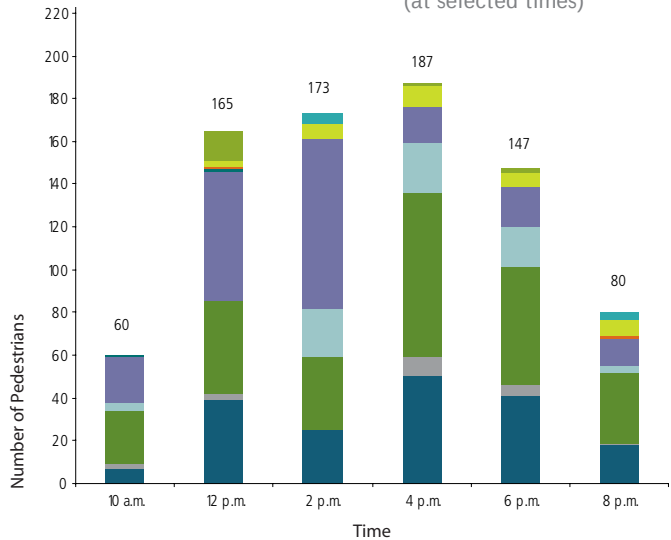
FEDERAL COURTHOUSE

69 activities
(at selected times)



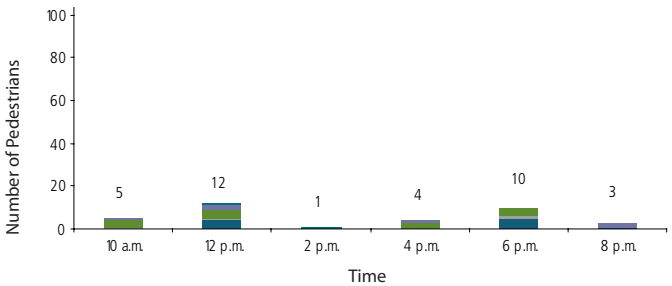
WESTLAKE park

812 activities
(at selected times)



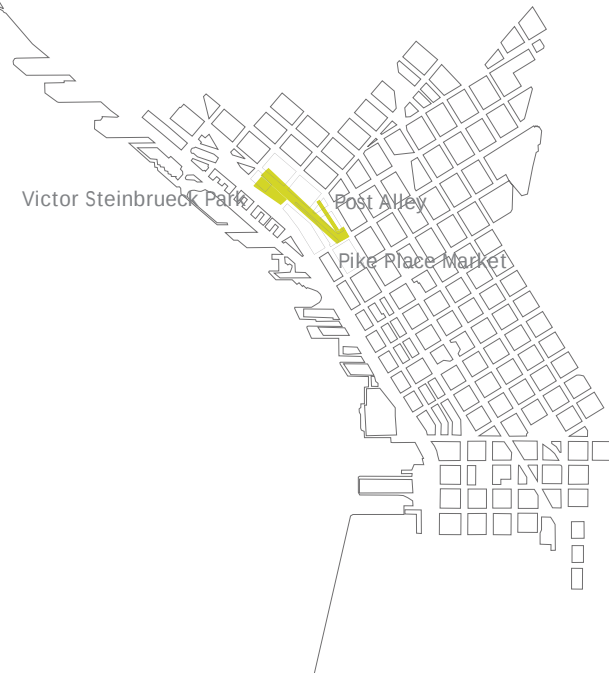
westlake sq. mcgraw sq. & trolley
terminal

35 activities
(at selected times)



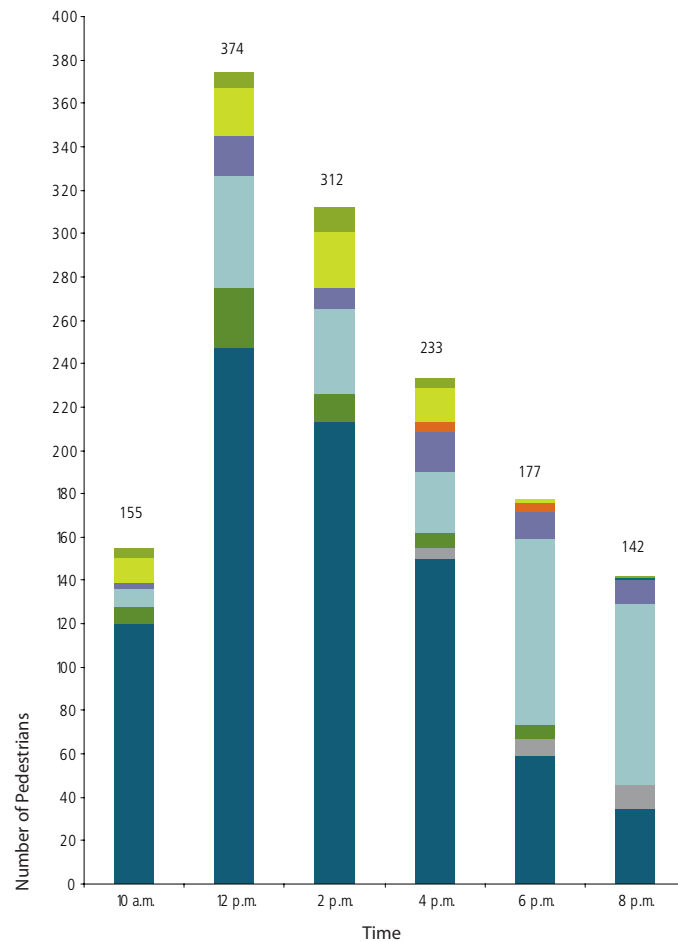
- 15 PHYSICAL ACTIVITIES
- 5 CULTURAL ACTIVITIES
- 5 COMMERCIAL ACTIVITIES
- 5 CHILDREN PLAYING
- 15 LYING DOWN
- 5 MOVABLE CHAIRS
- 5 SECONDARY SEATING
- 5 CAFE SEATING
- 5 BENCH SEATING
- 17 WAITING FOR TRANSPORT
- 5 STANDING

STATIONARY ACTIVITIES SUMMER WEEKDAY 10 AM- 8 PM



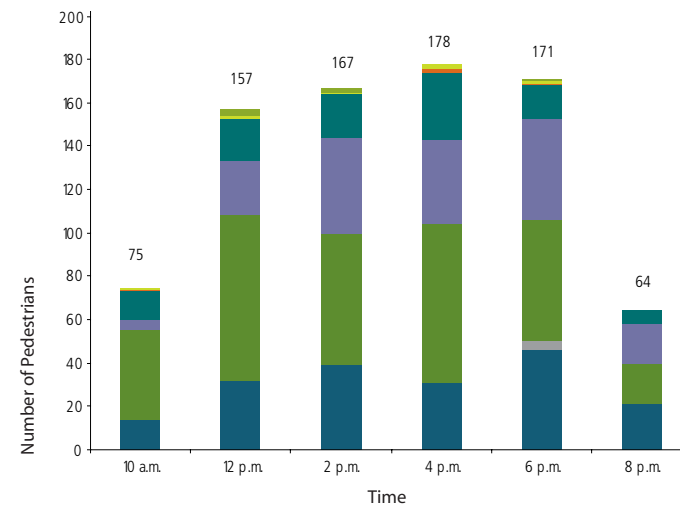
pike place market
& post alley

1393 activities
(at selected times)



victor steinbrueck park

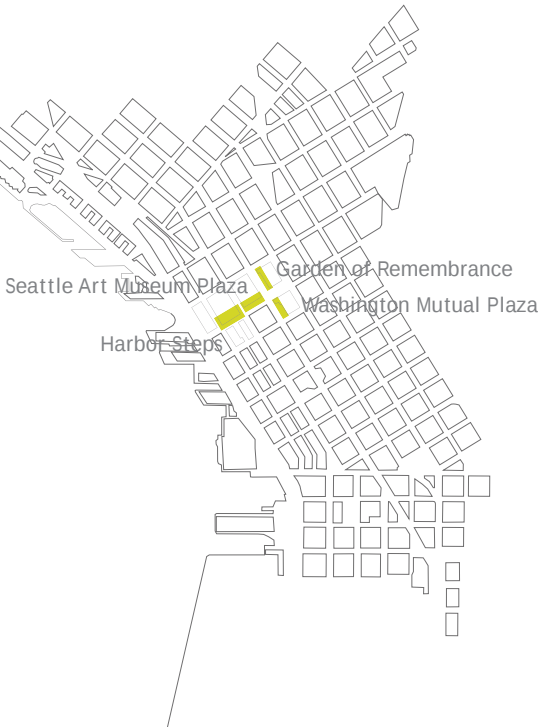
812 activities
(at selected times)



- PHYSICAL ACTIVITIES PI
- CULTURAL ACTIVITIES CI
- COMMERCIAL ACTIVITIES CL
- CHILDREN PLAYING CP
- LYING DOWN LY
- MOVABLE CHAIRS M
- SECONDARY SEATING SI
- CAFE SEATING CS
- BENCH SEATING BS
- WAITING FOR TRANSPORT W
- STANDING ST

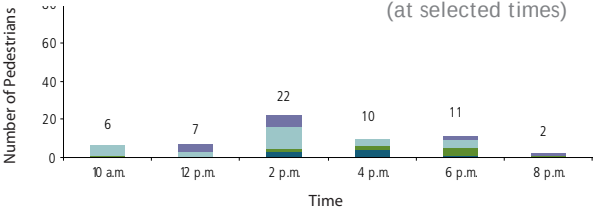
STATIONARY ACTIVITIES

SUMMER WEEKDAY 10 AM- 8 PM



garden of remembrance

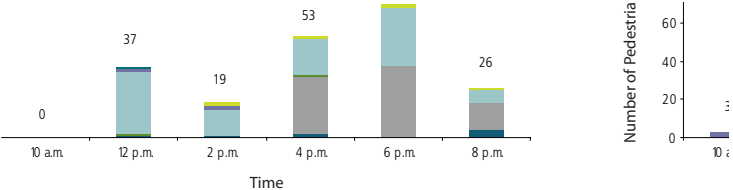
58 activities
(at selected times)



Number of Pedestrians

WASHINGTON MUTUAL PLAZA

208 activities
(at selected times)

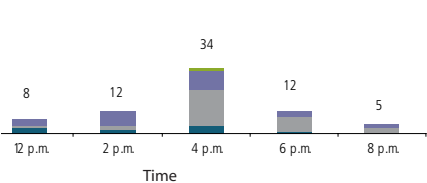


Number of Pedestrians

- 15 PHYSICAL ACTIVITIES
- 5 CULTURAL ACTIVITIES
- 5 COMMERCIAL ACTIVITIES
- 5 CHILDREN PLAYING
- 15 LYING DOWN
- 5 MOVABLE CHAIRS
- 5 SECONDARY SEATING
- 5 CAFE SEATING
- 5 BENCH SEATING
- 17 WAITING FOR TRANSPORT
- 6 STANDING

seattle art museum plaza

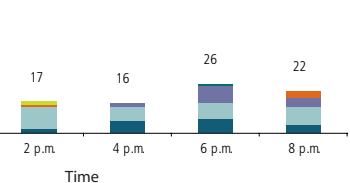
74 activities
(at selected times)



Number of Pedestrians

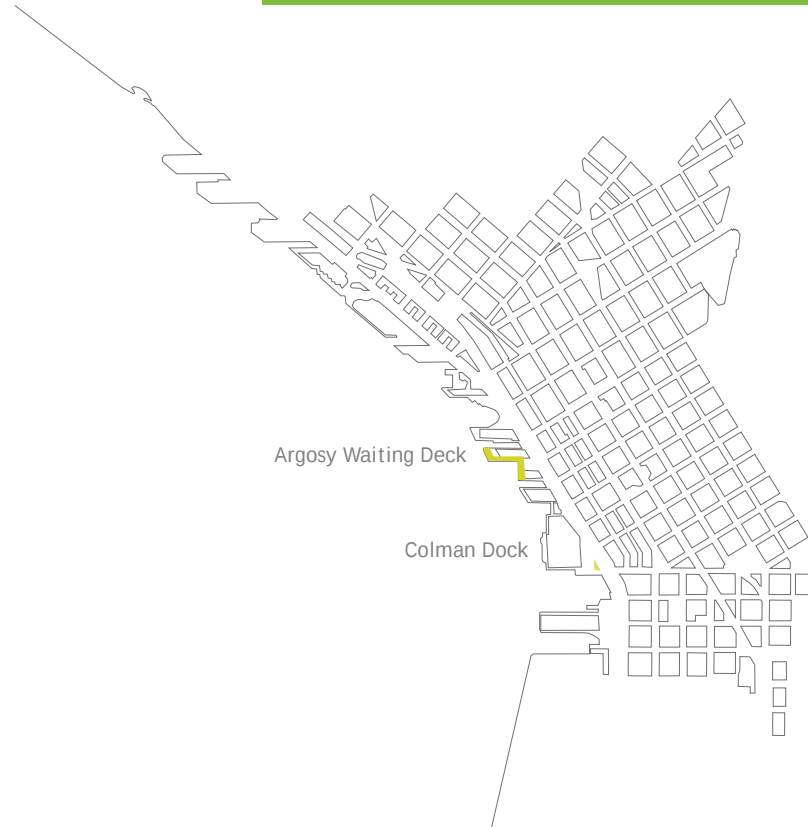
HARBOR STEPS

137 activities
(at selected times)



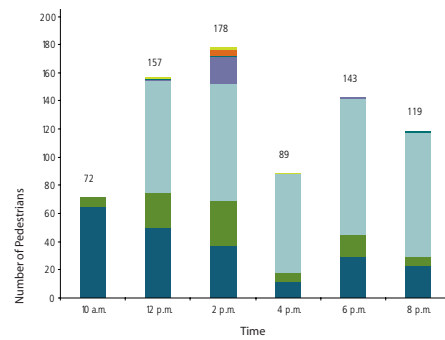
Time

STATIONARY ACTIVITIES SUMMER WEEKDAY 10 AM- 8 PM



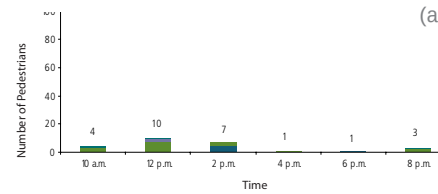
argosy waiting dock

758 activities
(at selected times)
Argosy Waiting Deck 1/30



colman dock

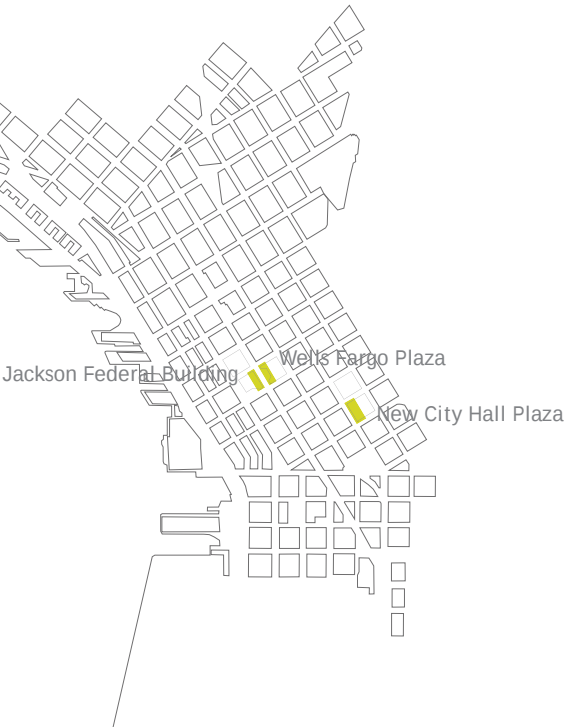
26 activities
(at selected times)



- PHYSICAL ACTIVITIES (P)
- CULTURAL ACTIVITIES (C)
- COMMERCIAL ACTIVITIES (C)
- CHILDREN PLAYING (C)
- LYING DOWN (L)
- MOVABLE CHAIRS (M)
- SECONDARY SEATING (S)
- CAFE SEATING (C)
- BENCH SEATING (B)
- WAITING FOR TRANSPORT (W)
- STANDING (S)

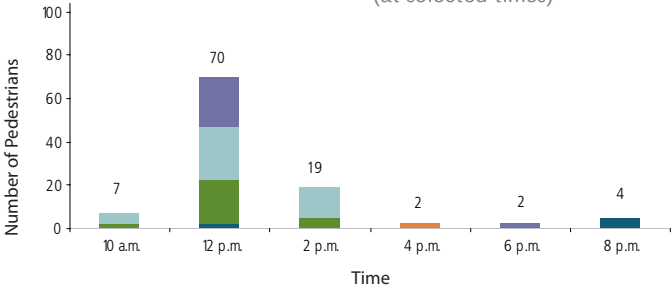
STATIONARY ACTIVITIES

SUMMER WEEKDAY 10 AM- 8 PM



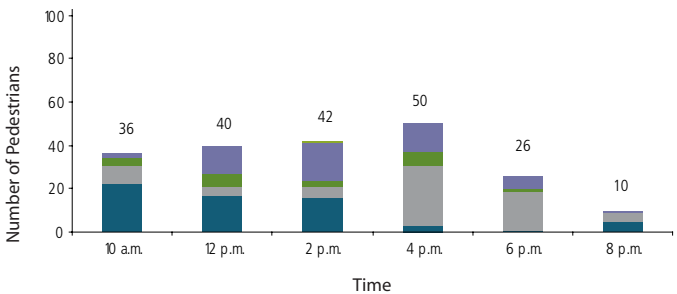
wells fargo plaza

104 activities
(at selected times)



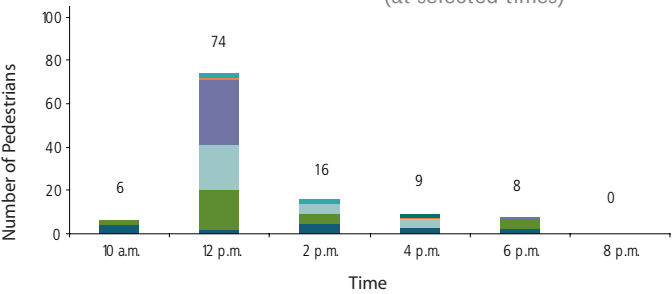
jackson federal building

204 activities
(at selected times)



New City Hall plaza

111 activities
(at selected times)

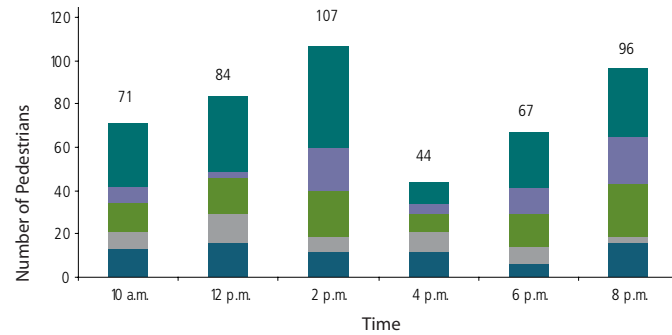


- 15 PHYSICAL ACTIVITIES
- 5 CULTURAL ACTIVITIES
- 5 COMMERCIAL ACTIVITIES
- 5 CHILDREN PLAYING
- 15 LYING DOWN
- 5 MOVABLE CHAIRS
- 5 SECONDARY SEATING
- 5 CAFE SEATING
- 5 BENCH SEATING
- 17 WAITING FOR TRANSPORT
- 5 STANDING

STATIONARY ACTIVITIES SUMMER WEEKDAY 10 AM- 8 PM

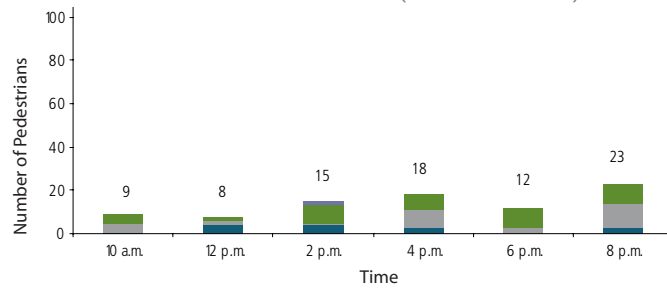
old city hall & prefontaine place

469 activities
(at selected times)



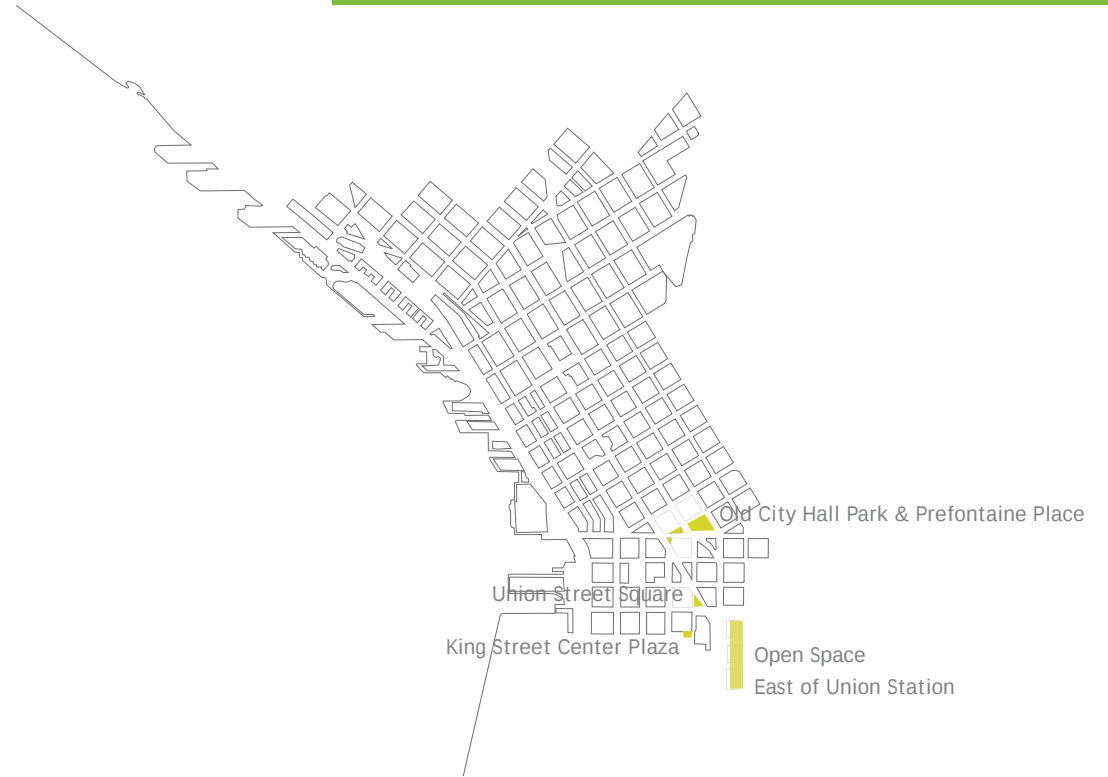
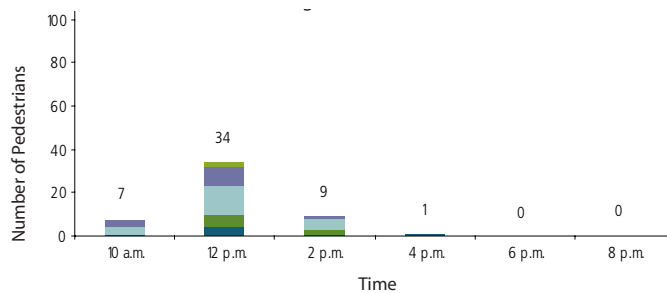
union street square

85 activities
(at selected times)



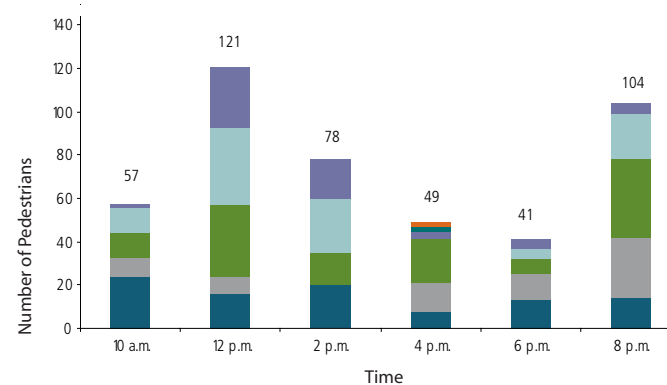
king street center plaza

51 activities
(at selected times)



open space east of Union station

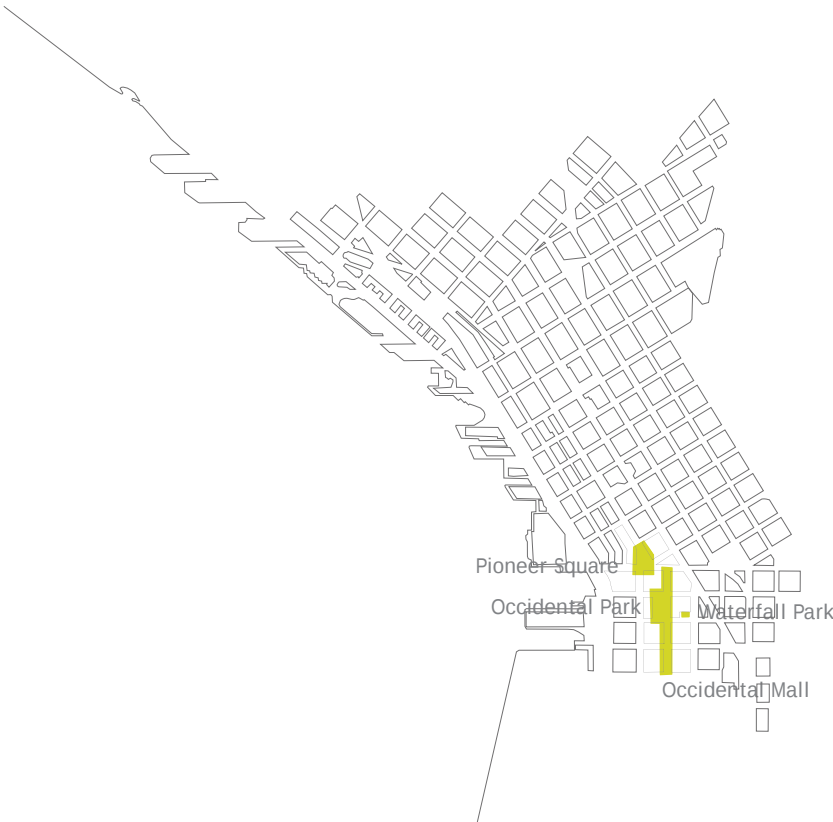
450 activities
(at selected times)



- PHYSICAL ACTIVITIES P1
- CULTURAL ACTIVITIES CL
- COMMERCIAL ACTIVITIES CC
- CHILDREN PLAYING CP
- LYING DOWN LY
- MOVABLE CHAIRS MC
- SECONDARY SEATING SE
- CAFE SEATING CJ
- BENCH SEATING BE
- WAITING FOR TRANSPORT W
- STANDING ST

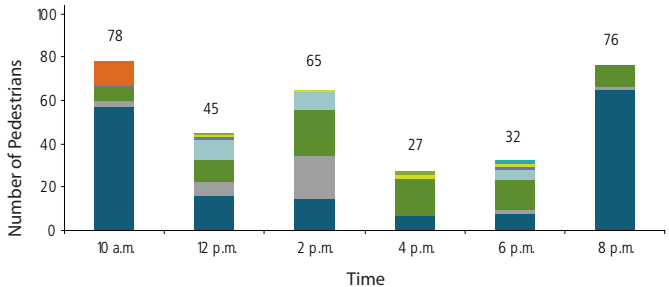
STATIONARY ACTIVITIES

SUMMER WEEKDAY 10 AM- 8 PM



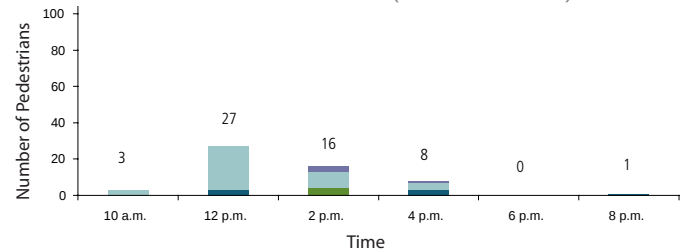
- 15 PHYSICAL ACTIVITIES
- 5 CULTURAL ACTIVITIES
- 5 COMMERCIAL ACTIVITIES
- 5 CHILDREN PLAYING
- 15 LYING DOWN
- 5 MOVABLE CHAIRS
- 5 SECONDARY SEATING
- 5 CAFE SEATING
- 5 BENCH SEATING
- 17 WAITING FOR TRANSPORT
- 6 STANDING

pioneer square



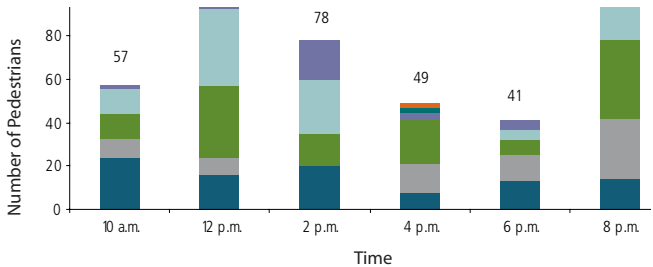
waterfall park

55 activities (at selected times)



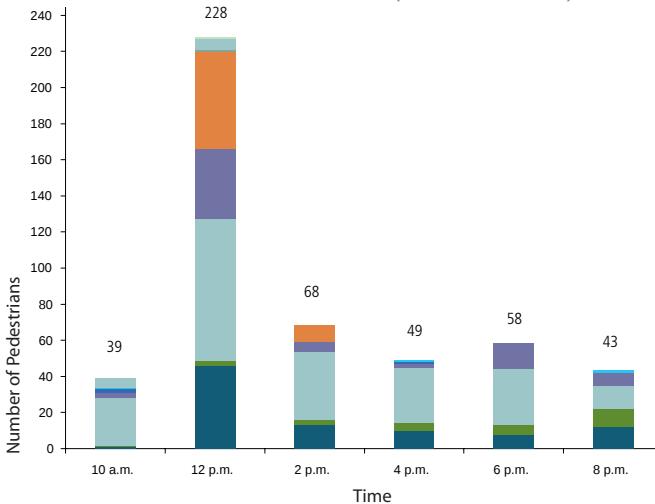
occidental mall

119 activities (at selected times)



occidental park

485 activities (at selected times)



DEMOGRAPHIC SURVEY

The Demographic Survey was conducted in the Central Business District Area of Seattle on the 9th, 10th and 12th of July 2008. During these days the weather was typical July weather for Seattle, with very sunny and warm weather.

The Survey is a part of the general Public Life - Public Space Survey that was conducted by Gehl Architects in 2008. It is a Qualitative Investigative Interview Survey using a random sample of the total population, which consists of all potential users of the CBD in Seattle. The interviewers would interview the respondents and mark the respondents' answers on a questionnaire (answer sheet) for each respondent. Using an Interview Survey creates varied and representative answers to the questions one may have.

The purpose of the Demographic Survey was to explore issues like:

- who visits the CBD
- when
- their purpose
- the distances people have come
- what means of transportation they use
- if they feel safe in the CBD
- where do they like to spend time,
- what would they like to use the CBD for
- what is their age
- ethnic background
- employment situation
- gender

INSTRUCTIONS TO INTERVIEWERS

The Survey was carried out at six different locations in the CBD, each representing different types of Public Spaces in the CBD.

The following instructions were given to the interviewers:

1. Mark an imaginary cross-line at your location
2. Approach the 3rd person who crosses that line
3. After conducting an interview repeat the above.

This approach is for the sake of making it as random and non-biased as possible who was chosen as a respondent, ensuring that the interviewers do not just pick one certain type of people to interview.

ROTATING SYSTEM

We used a rotating system where each student was placed at different locations during the day in order to prevent answers being influenced by interviewer's approach. The interviewers were in a location one hour at a time and then rotated to the next location.

The six locations were:

Victor Steinbrueck Park, Westlake Park, Occidental Square, 2nd Ave between Madison St and Marion St, 3rd Ave between Pine St and Pike St, 3rd Ave between University St and Seneca St.

Time slots:

These are the 6 time slots that the interviewers were instructed to use:

- Time slot A: 8:30 – 9:30 a.m.

BREAK (and time to move to next location)

- Time slot B: 10:30 – 11:30 a.m.

BREAK (and time to move to next location)

- Time slot C: 12:30 – 1:30 p.m.

BREAK (and time to move to next location)

- Time slot D: 3:00 – 4:00 p.m.

BREAK (and time to move to next location)

DEMOGRAPHIC SURVEY

SCIENTIFIC METHOD & APPROACH

- Time slot E: 6:00 – 7:00 p.m.

BREAK (and time to move to next location)

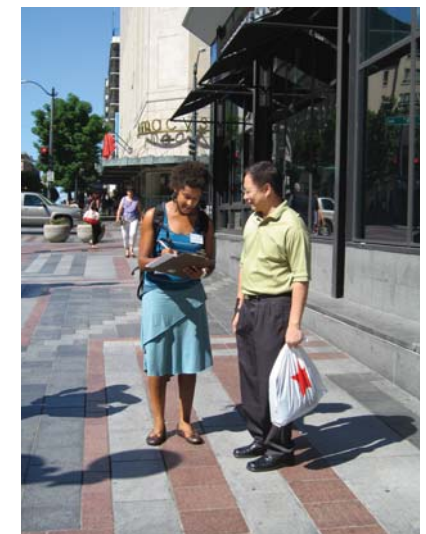
- Time slot F: 8:30 – 9:30 p.m.

REPRESENTATIVE SAMPLE

In order to secure a representative sample the sample size was planned to be 1100 people as a minimum amount of answers. We ended up with 1304 respondents, who answered the questionnaire thus being representative and able to give us valid answers.

In order to get in contact with as many different users of the city as possible the interviews were conducted on two week days (Wednesday and Thursday) and on the weekend (Saturday).

If the potential respondents answered no to participating in the Survey, the interviewers would register what gender the person was. They were also instructed to assess what age-group the person was. This was done in order to ensure that the total amount of people asked if they would participate in the interview are a representative group.



student doing demographic survey

DEMOGRAPHIC SURVEY

SCIENTIFIC METHOD & APPROACH



