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:

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

• 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://www.sdotseattle.gov.

1. Do you live and/or work in THIS NEIGHBORHOOD?
   □ Yes  □ Work  □ No / Neither  □ JILA

2. JILA: How far, in blocks, do you live from THIS NEIGHBORHOOD?
   □ Less than block  □ 1-5 blocks  □ 6-10 blocks  □ 11 blocks or more

3. JILA: How long have you lived at your current residence? (If less than 1 year, enter 0)  NUMBER OF YEARS: ________

4. IF WORK: Where do you work?
   □ NEIGHBORHOOD CENTER  □ OUTSIDE OF NEIGHBORHOOD CENTER

5. What is the main reason you are in the THIS NEIGHBORHOOD today? [August 25, 2019: 6 p.m. or more common]
   □ Live here  □ Work here  □ School / Class  □ Medical Appointment  □ Quick Snack / Drink  □ Entertainment / Nightlife  □ Grocery Shopping  □ Personal Shopping  □ Special Event  □ Visiting family / friends  □ Other: ________

6. Regarding your trip today, where were you coming from?
   □ Home  □ Work  □ Family / Friend’s Home  □ Other: ________

7. What was the MAIN transportation mode you used to get to THIS NEIGHBORHOOD today?
   □ Drove along in private vehicle  □ Personal bike (number of miles: ________)  □ Car Share (e.g. Car2Go / Zipcar / ReachNow)  □ Bike Share (e.g. Lime, Jump, Lyft)  □ Car Share with other people (e.g. Car2Go / Zipcar / ReachNow)  □ Walked (number of blocks: ________)  □ Rideshare (e.g. Taxi / Uber / Lyft)  □ Other: ________

Q7A. Will you be using the same transportation mode to leave THIS NEIGHBORHOOD today?
   □ Yes  □ No

8. IF USED CARE: Stopped where did you park?
   □ On Street, Time Limit Parking  □ Off-Street, No Time-Limits  □ Off-Street Lot  □ Other: ________

9. IF USED CARE: How far away, in blocks, did you park from your destination?  NUMBER OF BLOCKS: ________

10. IF USED CARE: Why did you choose to drive alone? (select up to 3)
    - Transit step is inconvenient
    - I do not feel safe walking or biking
    - Need more information about other options
    - My job requires that I have a car for work
    - I need a vehicle for my pet(s)
    - Other: ________

11. How much time do you plan to spend in THIS NEIGHBORHOOD today?
    □ Less than 10 minutes  □ 10 to 30 minutes  □ 31 to 60 minutes  □ More than 60 minutes

12. 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: ________

13. IF INDICATED DIFFERENT ROUTE IN Q7: What is the main transportation mode you plan on using when you leave THIS NEIGHBORHOOD today? The main transportation mode is the route that takes the longest distance. So, if you plan to visit one or two spots, then select “other,” please.
    □ Drove along private vehicle  □ Personal bike (number of miles: ________)  □ Car Share (e.g. Car2Go / Zipcar / ReachNow)  □ Bike Share (e.g. Lime, Jump, Lyft)  □ Car Share with other people (e.g. Car2Go / Zipcar / ReachNow)  □ Walked (number of blocks: ________)  □ Rideshare (e.g. Taxi / Uber / Lyft)  □ Other: ________

14. When you leave, where will you be going to?
    □ Home  □ Work  □ Family / Friend’s Home  □ Other: ________

15. How often do you typically visit THIS NEIGHBORHOOD?
    □ Almost every day  □ 1-7 times / month  □ About once a week  □ About once a month  □ Less than once a month  □ This is my first time here

16. What are the main reasons you typically come to THIS NEIGHBORHOOD (up to 3)
    □ Live here  □ Work here  □ School / Class  □ Medical Appointment  □ Entertainment / Nightlife  □ Grocery Shopping  □ Personal Shopping  □ Special Event  □ Visiting family / friends  □ 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 years old  □ 18-24 years old  □ 25-34 years old  □ 35-44 years old  □ 45-54 years old  □ 55-64 years old  □ 65 years of age or older

20. Are you...
    □ American Indian / Alaskan Native  □ Asian / Pacific Islander  □ Latinx / Hispanic  □ 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 who carpool.
Living and Working in Wallingford

Who does what, where
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*

**Location of Work**

- **Neighborhood Center**: 58%
- **Outside of Neighborhood Center**: 42%
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.
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.
Seven out of ten respondents used alternative transportation modes to get to Wallingford.
Workers and visitors are the most likely groups to use a personal vehicle. One in ten residents report using a personal vehicle.

- **Live and Work**
  - Personal Vehicle: 12%
  - Alternate Mode: 88%

- **Work, not live**
  - Personal Vehicle: 54%
  - Alternate Mode: 46%

- **Live, not work**
  - Personal Vehicle: 9%
  - Alternate Mode: 91%

- **Visitors**
  - Personal Vehicle: 48%
  - Alternate Mode: 52%
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.

- Transit stop is inconvenient: 38%
- My job requires that I have a car for work: 24%
- Transit takes too long: 14%
- Family care or similar obligations: 4%
- Transit is infrequent: 2%
- I need more information about other options: 0%
- I need a vehicle for my pet(s): 0%
- I do not feel safe walking or biking: 0%
- Something else: 24%
Three quarters of those who took a vehicle parked in on the street. Over half parked within one block of their final destination.
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.
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.
Frequency of Visits

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

<table>
<thead>
<tr>
<th>Personal Vehicle</th>
<th>0%</th>
<th>2%</th>
<th>4%</th>
<th>6%</th>
<th>9%</th>
<th>11%</th>
<th>13%</th>
<th>15%</th>
<th>18%</th>
<th>20%</th>
<th>30%</th>
<th>69%</th>
</tr>
</thead>
<tbody>
<tr>
<td>First time here</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
<td>9%</td>
<td>11%</td>
<td>13%</td>
<td>15%</td>
<td>18%</td>
<td>20%</td>
<td>30%</td>
<td>69%</td>
</tr>
<tr>
<td>&lt; once a month</td>
<td>12%</td>
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<td>0%</td>
<td>6%</td>
<td>9%</td>
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<tr>
<td>Once a month</td>
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<td>4%</td>
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<tr>
<td>2-3 days/month</td>
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<td>0%</td>
<td>0%</td>
<td>6%</td>
<td>9%</td>
<td>11%</td>
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<td>15%</td>
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<td>30%</td>
<td>69%</td>
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<tr>
<td>Once a week</td>
<td>15%</td>
<td>4%</td>
<td>13%</td>
<td>15%</td>
<td>18%</td>
<td>20%</td>
<td>30%</td>
<td>69%</td>
<td>10%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>2-4 days/week</td>
<td>13%</td>
<td>13%</td>
<td>15%</td>
<td>18%</td>
<td>20%</td>
<td>30%</td>
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<td>10%</td>
<td>18%</td>
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<tr>
<td>5 days/week</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
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<td>69%</td>
<td>10%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
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<tr>
<td>Almost every day</td>
<td>18%</td>
<td>18%</td>
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<td>18%</td>
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</tr>
</tbody>
</table>
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.
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.

### Personal Vehicle
*(mean=$35.00)*

<table>
<thead>
<tr>
<th>Spending Bracket</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;$50</td>
<td>14%</td>
</tr>
<tr>
<td>$26-$50</td>
<td>25%</td>
</tr>
<tr>
<td>$10-$25</td>
<td>36%</td>
</tr>
<tr>
<td>Less than $10</td>
<td>5%</td>
</tr>
<tr>
<td>None</td>
<td>20%</td>
</tr>
</tbody>
</table>

### Walk / Bike
*(mean=$26.70)*

<table>
<thead>
<tr>
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<th>Percentage</th>
</tr>
</thead>
<tbody>
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<td>&gt;$50</td>
<td>8%</td>
</tr>
<tr>
<td>$26-$50</td>
<td>16%</td>
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<tr>
<td>$10-$25</td>
<td>38%</td>
</tr>
<tr>
<td>Less than $10</td>
<td>10%</td>
</tr>
<tr>
<td>None</td>
<td>28%</td>
</tr>
</tbody>
</table>

### Transit
*(mean=$29.40)*

<table>
<thead>
<tr>
<th>Spending Bracket</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;$50</td>
<td>9%</td>
</tr>
<tr>
<td>$26-$50</td>
<td>15%</td>
</tr>
<tr>
<td>$10-$25</td>
<td>38%</td>
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<tr>
<td>Less than $10</td>
<td>6%</td>
</tr>
<tr>
<td>None</td>
<td>31%</td>
</tr>
</tbody>
</table>
Demographics

Who did we talk to?
Age and Gender by Residency / Work Status

**Live and work** (n=26)
- Male: 40%
- Female: 60%

**Live, not work** (n=230)
- Male: 48%
- Female: 51%

**Work, not live** (n=59)
- Male: 56%
- Female: 42%

**Visitor** (n=206)
- Male: 55%
- Female: 44%

**Age Distribution**
- **18-24**: Male 16%, Female 24%
- **25-34**: Male 38%, Female 19%
- **35-44**: Male 14%, Female 12%
- **45-54**: Male 37%, Female 24%
- **55-64**: Male 17%, Female 19%
- **65+**: Male 11%, Female 14%

**Gender Distribution**
- **Male**: 42%
- **Female**: 58%

**Residency Status**
- **Live and work**: Male 24%, Female 11%
- **Live, not work**: Male 8%, Female 11%
- **Work, not live**: Male 11%, Female 33%
- **Visitor**: Male 19%, Female 19%
Race by Residency / Work Status

- Live and work (n=26): 81% American Indian / Alaskan Native, 8% Asian / Pacific Islander, 88% Black / African American, 83% Latino / Hispanic, 0% White / Caucasian, 79% Something else
- Live, not work (n=230): 4% American Indian / Alaskan Native, 7% Asian / Pacific Islander, 4% Black / African American, 3% Latino / Hispanic, 2% White / Caucasian, 1% Something else
- Work, not live (n=59): 7% American Indian / Alaskan Native, 4% Asian / Pacific Islander, 2% Black / African American, 10% Latino / Hispanic, 2% White / Caucasian, 2% Something else
- Visitor (n=206): 2% American Indian / Alaskan Native, 1% Asian / Pacific Islander, 2% Black / African American, 1% Latino / Hispanic, 11% White / Caucasian, 6% Something else