Pike/Pine Neighborhood Intercept Survey
Conducted for the Seattle Department of Transportation
December 2014
Survey Objectives

**Purpose:**
To better understand behaviors and perceptions among visitors to the Pike/Pine.

**Objectives:**

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

• A total of 327 interviews were completed in Pike/Pine with an overall margin of error of +/- 5.42 points at the 95% confidence level.

• Interviewing took place from October 15th – November 22nd, with two possible shifts per day: one in the late morning/early afternoon (11:30am to 3:30pm) and one in late afternoon/evening (5 to 9pm).

• The questionnaire was a double-sided, self-administered handout. Two interviewers were on-site for each shift to distribute and collect surveys. Interviewers were also available to assist respondents with visual or physical impairments.

• The survey was printed in English.

• To minimize selection bias, during normal and heavy traffic periods interviewers approached every 3rd visitor passing their location to participate. During slow periods, interviewers approached as many visitors as possible.

Please note that due to rounding, some percentages may not add up to exactly 100%.
Q17. Do you live in Capitol Hill?

- Non-Resident, 55%  
  n=157; MoE + 7.8%
- Resident, 45%  
  n=128; MoE + 8.7%
Travel Behavior
Travel Behavior Findings

- Nearly half (46%) of Capitol Hill respondents got to the neighborhood by walking. About a quarter (25%) of Capitol Hill visitors traveled to the neighborhood by personal vehicle (drove or carpooled) while another quarter (26%) took the bus.

- A vehicle was an option for nearly a third (32%) of respondents who did not take a car to Capitol Hill.

- Capitol Hill residents primarily (76%) walked while non-residents took an mix of different modes to get to the neighborhood -- over a third (36%) took the bus, a quarter (23%) drove and another quarter (24%) walked.

- Regardless of whether they used a personal vehicle or something else, respondents cite convenience (38-45%) as the main reason for using their chosen mode of travel. Speed (16%) and social/leisure (16%) were the largest differentiators for those who drove or carpooled. Cost (16%) and necessity/no car (15%) were notable factors for bus riders while exercise (16%) was a unique factor among those who walked or biked.
Visiting Habits

Q2. Do you typically visit Capitol Hill?
Q3. If you’ve been here before, how long is your typical visit to Capitol Hill?

How often do you typically visit?
- Infrequently (<3 times/week): 31%; n=99; MoE=+/-.98pts
- Frequently (3+ times/week): 69%; n=224; MoE=+/-.65pts

How long is your typical visit?
- Short trip (2 hours or less): 31%
- Long Trips (2+ hours): 69%

Note: Chart excludes blank “No answer” responses.
About a quarter (25%) of Capitol Hill respondents arrived by some manner of personal vehicle, whether it was driving alone or carpooling.
Nearly half of visitors walked to Capitol Hill with another quarter taking the bus.

Q8. How did you travel to Capitol Hill today?

- Walked: 46%
- Bus: 26%
- Drove alone: 15%
- Carpoled/Rode with someone: 7%
- No Answer: 2%
- Uber/Lyft/Sidecar: 2%
- Other: 2%
- Personal Bike: 1%
- Bikeshare/Pronto: 1%
- Taxi: 1%
- Car2Go: 1%
Travel Modes to Pike/Pine – Res/Non-Res

Non-residents took an mix of different modes to get to the neighborhood -- over a third (36%) took the bus, a quarter (23%) drove and another quarter (24%) walked. A strong majority of Capitol Hill respondents walked to Pike/Pine.
A vehicle was an option for nearly a third (32%) of respondents who did not take a car to Capitol Hill.

**Q11. Do you have a car available to you at home?**

- **Yes**: 32%
- **No**: 49%
- **No Answer**: 19%

**Adjusted proportions for all respondents [n=327]:**

- **Drove or Carpoled + Yes (if did not drive/carpool)**: 50%
- **No Answer**: 14%
- **No**: 36%
Travel Modes – Leaving Pike/Pine

Respondents generally traveled away from Capitol Hill the same way they got there. Most of those who alternated modes walked and/or rode the bus.

Q9a. Do you plan to travel away from Capitol Hill using the same mode?
Q9b. Which modes will you use?

Do you plan to travel away using the same mode?
- Yes: 73%
- No: 11%
- No Answer: 16%

Which modes will you use?
- Walk: 30
- Bus: 23
- Drive alone: 5
- Taxi: 5
- Carpool/Ride w/ someone: 4
- Personal bike: 3
- Uber/Lyft/Sidecar: 3
- Car2Go: 1
- Bikeshare/Pronto: 0
Regardless of whether they used a personal vehicle or something else, respondents cite convenience (38-45%) as the main reason for using their chosen mode of travel. Speed (16%) and social/leisure (16%) were the largest differentiators for those who drove or carpooled. Cost (16%) and necessity/no car (15%) were notable factors for bus riders while exercise (16%) was a unique factor among those who walked or biked.

<table>
<thead>
<tr>
<th>Reason for Choosing Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Drove/Carpooled/Dropped-off [n=83]</strong></td>
</tr>
<tr>
<td>Most convenient</td>
</tr>
<tr>
<td>Fastest</td>
</tr>
<tr>
<td>Social/Leisure</td>
</tr>
<tr>
<td>Cheapest</td>
</tr>
<tr>
<td>Weather</td>
</tr>
<tr>
<td>Carrying capacity</td>
</tr>
<tr>
<td>No car</td>
</tr>
<tr>
<td>Exercise</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>No answer</td>
</tr>
</tbody>
</table>

Q10. What was the main reason you chose to get to Capitol Hill with the mode you used today?
Parking & Access
Parking & Access Findings

- Most who drove to Pike/Pine parked on-street and many prioritized finding free parking at the expense of time. About two-fifths (38%) of respondents opted for free on-street parking and another two-fifths (40%) spent 10 minutes or longer finding a parking space.

- Parking preferences were similar between mid-day and evening respondents. Those visiting during the day reported taking less time to find parking.

- Proximity was the leading priority for a plurality (46%) of visitors but cost was a significant factor for nearly a third (31%). Those visiting during the day were a little more likely to park based on proximity to destination.
Most who drove to Pike/Pine parked on-street and many prioritized finding free parking at the expense of time. Pluralities of respondents opted for free on-street parking and spent 10 minutes or longer finding a parking space.

Among respondents who took a personal vehicle (drove/carpooled)

**Did you park on street or off street?**
- On-street, Free: 38%, n=28
- On-street, Paid: 28%, n=21
- Off-street: Parking Lot/Driveway/Garage, Paid: 18%, n=13
- Off-street: Parking Lot/Driveway/Garage, Free: 5%, n=4
- Did not drive: 1%, n=1
- No answer: 9% n=7

**How long did it take to find parking?**
- <5 min: 28%, n=25
- 5 to <10 min: 32%, n=26
- 10+ min: 40%, n=33
Parking by Time of Day

Parking preferences were similar between mid-day and evening respondents. Those visiting during the day reported taking less time to find parking.

Among respondents who took a personal vehicle (drove/carpooled)

<table>
<thead>
<tr>
<th>Did you park on street or off street?</th>
<th>Midday (11:30AM-3:30PM) [n=38; MoE +/- 15.9%]</th>
<th>Evening (5-9PM) [n=45; MoE +/- 14.6%]</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-street, Free</td>
<td>39%</td>
<td>36%</td>
</tr>
<tr>
<td>On-street, Paid</td>
<td>34%</td>
<td>22%</td>
</tr>
<tr>
<td>Off-street: Parking Lot/Driveway/Garage, Paid</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Off-street: Parking Lot/Driveway/Garage, Free</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Did not drive</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>No answer</td>
<td>5%</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How long did it take to find parking?</th>
<th>Midday (11:30AM-3:30PM) [n=38; MoE +/- 15.9%]</th>
<th>Evening (5-9PM) [n=45; MoE +/- 14.6%]</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5 minutes</td>
<td>36%</td>
<td>24%</td>
</tr>
<tr>
<td>5 to &lt;10 minutes</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>10+ minutes</td>
<td>43%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Q12. Did you park on street or off street?
Q13. How long did it take you to find a parking space?
Most Important Factor when Parking

Proximity was the leading priority for most but cost was a significant factor for nearly a third of respondents.

Among respondents who took a personal vehicle (drove/carpooled)

- Proximity to my destination: 46%, n=34
- Cost: 31%, n=23
- Maximum time limits: 8%, n=6
- Other: 4%, n=3
- No answer: 11%, n=8

Q14. When deciding where to park today, what factor was most important to you?
Most Important Factor when Parking – by Daypart

Those visiting during the day were a little more likely to park based on proximity to destination.

Among respondents who took a personal vehicle (drove/carpooled)

Q14. When deciding where to park today, what factor was most important to you?

- Proximity to my destination
  - Midday (11:30am-3:30pm): 53%, n=19
  - Evening (5-9pm): 39%, n=15

- Cost
  - Midday (11:30am-3:30pm): 31%, n=11
  - Evening (5-9pm): 32%, n=12

- Maximum time limits
  - Midday (11:30am-3:30pm): 8%, n=3
  - Evening (5-9pm): 8%, n=3

- Other
  - Midday (11:30am-3:30pm): 3%, n=1
  - Evening (5-9pm): 5%, n=2

- No answer
  - Midday (11:30am-3:30pm): 6%, n=2
  - Evening (5-9pm): 16%, n=6
Reasons for Visiting
Visitation Findings

- Visitors cite a wide mix of popular reasons for visiting Capitol Hill lead by dining (50%) and recreation (44%). Dining (17%) and grocery shopping (16%) are often visitors’ primary reason.

- Capitol Hill dining (48-52%) and recreation (44-50%) are popular for a near-majority of neighborhood residents and visitors alike. Events/Entertainment (39%) is a key draw for those living outside the neighborhood.

- Infrequent visitors see events/entertainment (47% mentioned) as a very prominent driver for visiting Capitol Hill, exceeded only by restaurants and dining (56%).

- A majority (50%+) of residents see the neighborhood as their primary destination for each type of trips tested. Even without living in Capitol Hill, a near-majority (46%) of residents view the neighborhood as their primary destination for restaurants and dining.

- A strong majority (86%) of visitors report spending money during their visit to Capitol Hill. Those driving/carpooling to the neighborhood report spending more money (60% over $25) than those who took other modes of transportation (46% over $25).
Visitors cite a wide mix of popular reasons for visiting Capitol Hill lead by dining (50%) and recreation (44%). Dining (17%) and grocery shopping (16%) are often visitors’ primary reason.

Q5. Please rank up to three of the top reasons you **TYPICALLY** visit Capitol Hill.

Top 3 Responses Combined

- Restaurant/Dining: 50%
- Recreation/Visiting*: 44%
- Event/Entertainment: 32%
- Coffee/Snack: 31%
- Shopping (Grocery): 31%
- Shopping (Non-Grocery): 27%
- Work or Work-related: 16%
- School: 10%
- Personal business*: 9%
- Medical: 3%
- Other: 15%
- No Answer: 6%

* Note: Full options read “Recreation (Hang out, meeting someone, workout)” and “Personal business (i.e., lawyer, grooming).”

First Choice

- Restaurant/Dining: 17%
- Shopping (Grocery): 16%
- Recreation/Visiting: 13%
- Work or Work-related: 10%
- Coffee/Snack: 8%
- Event/Entertainment: 8%
- Shopping (Non-Grocery): 8%
- School: 5%
- Personal business: 4%
- Medical: 0%
- Other: 10%
Top 3 Reasons Visiting Today: Personal Vehicle/Else

For the current visit, those who drove or carpooled overwhelmingly came for dining (63% mentioned) while those traveling by other modes (bus/walk/bike) were uniquely interested in grocery shopping. Many categories (recreation, coffee/snack, entertainment, etc.) were prominent for both visitor groups.

Q4. Please rank **up to three** of the top reasons you are visiting Capitol Hill TODAY.

- **Restaurant/Dining**: 63% (Drove/Carpooled: 39%), 37% (Else: 41%)
- **Recreation/Visiting**: 39% (Drove/Carpooled: 39%), 35% (Else: 31%)
- **Coffee/Snack**: 30% (Drove/Carpooled: 30%), 27% (Else: 31%)
- **Shopping (Non-Grocery)**: 31% (Drove/Carpooled: 31%), 30% (Else: 30%)
- **Event/Entertainment**: 17% (Drove/Carpooled: 16%), 16% (Else: 15%)
- **Work or Work-related**: 10% (Drove/Carpooled: 10%), 8% (Else: 15%)
- **Shopping (Grocery)**: 15% (Drove/Carpooled: 15%), 17% (Else: 17%)
- **Personal business**: 4% (Drove/Carpooled: 4%), 2% (Else: 2%)
- **School**: 0% (Drove/Carpooled: 0%), 4% (Else: 4%)
- **Medical**: 0% (Drove/Carpooled: 0%), 4% (Else: 4%)
- **Other**: 0% (Drove/Carpooled: 0%), 17% (Else: 17%)
- **No Answer**: 4% (Drove/Carpooled: 4%), 0% (Else: 0%)
Top 3 Reasons for Typical Visit: Residents/Non-Residents

Capitol Hill dining (48-52%) and recreation (44-50%) are popular for a near-majority of neighborhood residents and visitors alike. Events/Entertainment (39%) is another key draw for those living outside the neighborhood.

Q5. Please rank up to three of the top reasons you TYPICALLY visit Capitol Hill

- Restaurant/Dining: 48% (Residents) / 52% (Non-Residents)
- Shopping (Grocery): 16% (Residents) / 46% (Non-Residents)
- Recreation/Visiting: 44% (Residents) / 50% (Non-Residents)
- Coffee/Snack: 31% (Residents) / 29% (Non-Residents)
- Shopping (Non-Grocery): 26% (Residents) / 29% (Non-Residents)
- Event/Entertainment: 24% (Residents) / 39% (Non-Residents)
- Work or Work-related: 13% (Residents) / 19% (Non-Residents)
- School: 10% (Residents) / 13% (Non-Residents)
- Personal business: 9% (Residents) / 10% (Non-Residents)
- Medical: 1% (Residents) / 6% (Non-Residents)
- Other: 23% (Residents) / 6% (Non-Residents)
- No Answer: 2% (Residents) / 6% (Non-Residents)
Top 3 Reasons for Typical Visit: Frequent/Infrequent visitors

Infrequent visitors see events/entertainment (47% mentioned) as a very prominent driver for visiting Capitol Hill, exceeded only by restaurants and dining (56%).

- Restaurant/Dining: 47% for Frequent, 56% for Infrequent
- Recreation/Visiting: 44% for Frequent, 42% for Infrequent
- Shopping (Grocery): 10% for Frequent, 29% for Infrequent
- Coffee/Snack: 33% for Frequent, 29% for Infrequent
- Shopping (Non-Grocery): 25% for Frequent, 25% for Infrequent
- Event/Entertainment: 47% for Frequent, 44% for Infrequent
- Work or Work-related: 20% for Frequent, 13% for Infrequent
- School: 7% for Frequent, 9% for Infrequent
- Personal business: 3% for Frequent, 5% for Infrequent
- Medical: 3% for Frequent, 9% for Infrequent
- Other: 17% for Frequent, 10% for Infrequent
- No Answer: 4% for Frequent, 10% for Infrequent

Q5. Please rank **up to three** of the top reasons you **TYPICALLY** visit Capitol Hill.
Top 3 Reasons for Typical Visit: Visit Duration

Respondents making both long and brief visits to Capitol Hill have very similar priorities, with restaurants/dining leading the list. Recreation/visiting and dining (54% each) are key drivers for a majority of those with longer visits.

Q5. Please rank up to three of the top reasons you TYPICALLY visit Capitol Hill

- Restaurant/Dining
- Recreation/Visiting
- Coffee/Snack
- Shopping (Grocery)
- Shopping (Non-Grocery)
- Event/Entertainment
- Work or Work-related
- Personal business
- School
- Medical
- Other
- No Answer

Short Trip visitors (<3 hrs) vs Long Trip visitors (3+ hrs):

- Restaurant/Dining: 53% vs 54%
- Recreation/Visiting: 39% vs 37%
- Coffee/ Snack: 27% vs 33%
- Shopping (Grocery): 33% vs 25%
- Shopping (Non-Grocery): 26% vs 33%
- Event/Entertainment: 32% vs 36%
- Work or Work-related: 9% vs 21%
- Personal business: 9% vs 13%
- School: 7% vs 36%
- Medical: 4% vs 2%
- Other: 13% vs 18%
- No Answer: 1% vs 6%
Primary Destination for Activities

A majority (50%+) of residents see the neighborhood as their primary destination for each type of trips tested. Even without living in Capitol Hill, a near-majority (46%) of residents view the neighborhood as their primary destination for restaurants and dining.

Q15. Please mark the box(es) below if Capitol Hill is your primary destination for each of the following types of activities.
Those who cited coming for recreation/visiting see Capitol Hill as their primary destination for dining (56%) as well as nightlife and entertainment (both 51%) in equal measure.

Q15. Please mark the box(es) below if Capitol Hill is your primary destination for each of the following types of activities.
A strong majority (86%) of visitors report spending money during their visit to Capitol Hill.

How much money to you plan to spend?

- Plan to spend money, 86%
- Do not plan to spend money, 11%
- No Answer, 3%

How much money to you plan to spend?

- Do not plan to spend money/NA: 14%
- <$25: 37%
- $25 to <$50: 19%
- $50 to <$100: 19%
- $100+: 11%

Q6. How much money do you plan to spend during your visit to Capitol Hill today?
**Spending**

Those driving/carpooling to Capitol Hill report spending more money (60% over $25) than those who took other modes of transportation (46% over $25).

Q6. How much money do you plan to spend during your visit to Capitol Hill today?

<table>
<thead>
<tr>
<th>Amount</th>
<th>Drove/Carpooled</th>
<th>Else</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$25</td>
<td>29%, n=21</td>
<td>40%, n=97</td>
</tr>
<tr>
<td>$25 to &lt;$100</td>
<td>23%, n=19</td>
<td>17%, n=41</td>
</tr>
<tr>
<td>$100+</td>
<td>12%, n=10</td>
<td>11%, n=26</td>
</tr>
<tr>
<td>$50 to &lt;$100</td>
<td>18%, n=44</td>
<td></td>
</tr>
<tr>
<td>$100+</td>
<td>12%, n=10</td>
<td></td>
</tr>
</tbody>
</table>

Do not plan to spend money/NA: 11%, n=9
Demographics
Geography

Q18. What is your home zip code?

Respondent origin areas (based on home zip code)

- Cap. Hill/ First Hill/Montlake: 38%
- Queen Anne/Magnolia/DT: 17%
- West Seattle/White Center: 7%
- Fremont/Wallingford/U-Dist: 5%
- Northgate/Shoreline: 3%
- Columbia City/Othello/Rainier: 2%
- Ballard/ Crown Hill: 1%
- Burien/SeaTac: 1%
- Other: 26%
# Pike/Pine Visitor Demographics

<table>
<thead>
<tr>
<th></th>
<th>Residents</th>
<th>Non-Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENDER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>65%</td>
<td>50%</td>
</tr>
<tr>
<td>Female</td>
<td>32%</td>
<td>48%</td>
</tr>
<tr>
<td>Trans/Else</td>
<td>2%</td>
<td>2%</td>
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<tr>
<td><strong>AGE RANGE</strong></td>
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<td></td>
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<tr>
<td>&lt;30</td>
<td>43%</td>
<td>46%</td>
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<td>30-49</td>
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<td>30%</td>
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<td>50+</td>
<td>38%</td>
<td>34%</td>
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<td>Refused</td>
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<tr>
<td><strong>ETHNICITY</strong></td>
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<tr>
<td>White/ Caucasian</td>
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<td>69%</td>
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<tr>
<td>Black/ African American</td>
<td>7%</td>
<td>8%</td>
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<tr>
<td>Asian</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Latino</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Other/Refused</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>LENGTH OF RESIDENCE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 1 year</td>
<td>34%</td>
<td>37%</td>
</tr>
<tr>
<td>1 to 5 years</td>
<td>39%</td>
<td>28%</td>
</tr>
<tr>
<td>More than 5 years</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Not sure/Refused</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td><strong># PPL WITH YOU</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visited Alone</td>
<td>67%</td>
<td>47%</td>
</tr>
<tr>
<td>Visited w/ Others</td>
<td>33%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>KIDS WITH YOU</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No kids</td>
<td>95%</td>
<td>91%</td>
</tr>
<tr>
<td>Kids</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Contacts

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206.204.8034

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206.204.8032