



Capitol Hill / 15th Ave E Neighborhood Intercept Survey

Conducted for the
Seattle Department of Transportation
November 2016

Survey Objectives

◆ Purpose

- To better understand behaviors among visitors to the 15th Ave E Business District.

◆ Objectives

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

Methodology

- A total of 349 interviews were completed in the 15th Ave E Business District with an overall margin of error of +/-5.2% at the 95% confidence level.
- Two-interviewers were on-site to distribute and collect surveys and help respondents as needed. Interviewing took place over two the following dates and times (all in 2016).
 - ❖ October 5th: 11:00am – 3:00pm; 15th Ave E & E Republic (50 surveys completed)
 - ❖ October 6th: 4:00pm – 8:00pm; 15th Ave E & E Harrison (36 surveys completed)
 - ❖ October 7th: 4:00pm – 8:00pm; 15th Ave E & E Republic (28 surveys completed)
 - ❖ October 8th: 1:00pm – 2:30pm (severe rain); 15th Ave E & E Harrison (9 surveys completed)
 - ❖ October 12th: 11:00am – 6:00pm; 15th Ave E & E Harrison (94 surveys completed)
 - ❖ October 20th: 4:00pm – 8:00pm; 15th Ave E & E Harrison (38 surveys completed)
 - ❖ October 21st: 4:00pm – 8:00pm; 15th Ave E & E Republic (29 surveys completed)
 - ❖ October 22nd: 1:00pm – 8:00pm; 15th Ave E & E Harrison (65 surveys completed)
- Individuals who were passing through without stopping as well as those who were only in the business district for work were screened out and are not included in the results.

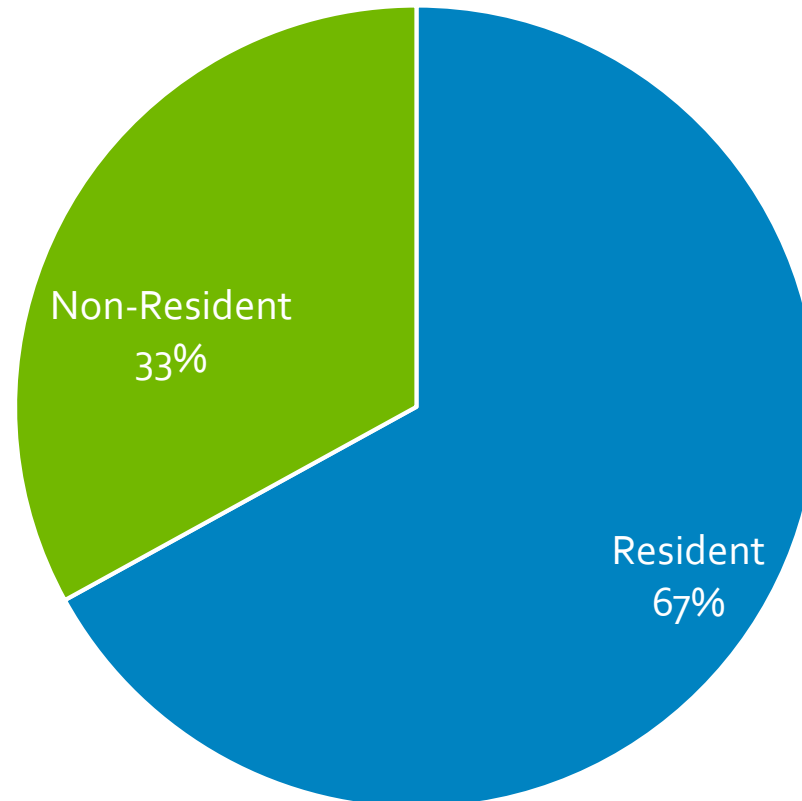
Reporting Notes

- ◆ 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 or from the area. This includes people who drive alone as well as those who carpool.

Living in Capitol Hill

Neighborhood Residence

Two-thirds of respondents (67%) consider themselves residents of Capitol Hill



Q1: Do you live and/or work on Capitol Hill?

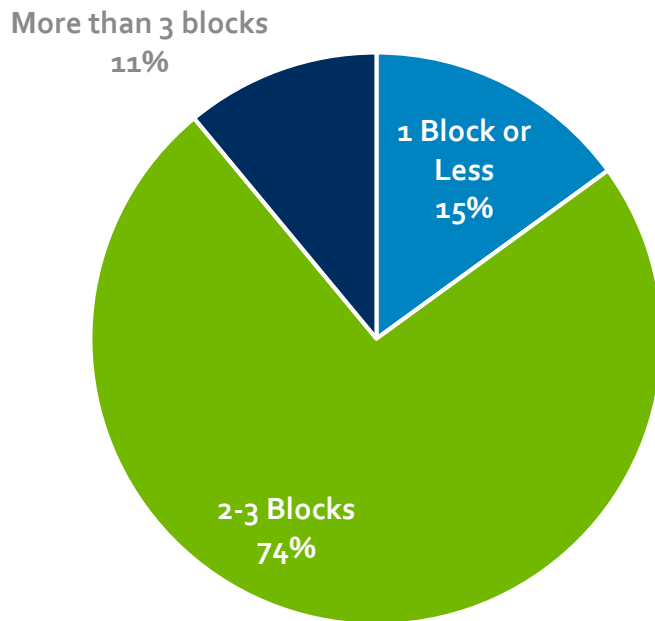
Resident's are those who indicated they live on Capitol Hill

Base: All respondents (n=349)

Distance From and Time Lived near 15th Ave NE

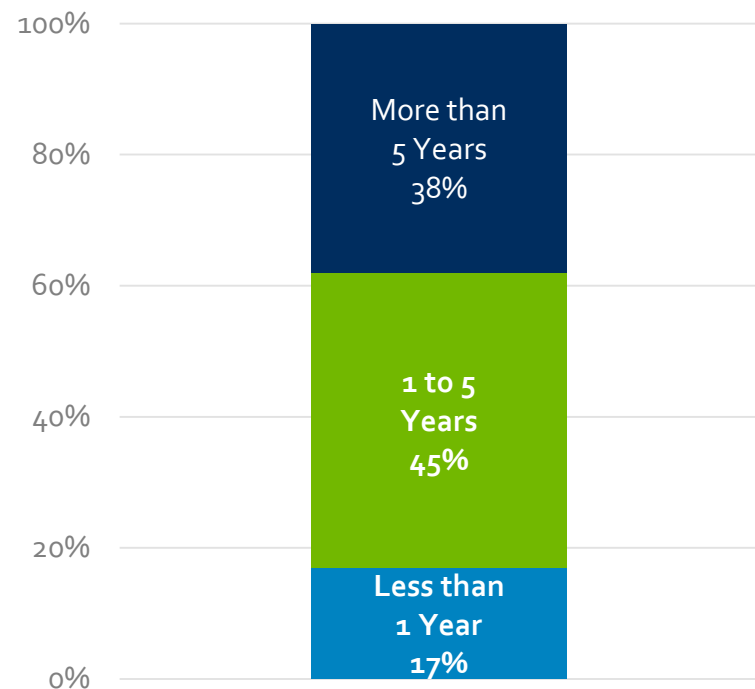
*Nine out of ten residents (90%) live within three blocks of the 15th Ave E Business District
Just under two-thirds of residents (61%) have lived in the area for five years or less*

Distance



Q1C: How many blocks do you live from here?
Base: Residents (n=227)

Tenure



Q1D: How long have you lived at your current residence?
Base: Residents (n=227)

Travel Behavior

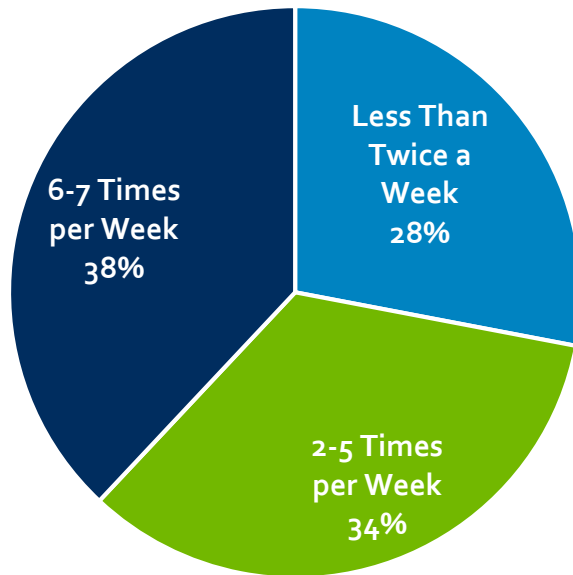
Travel Behavior Findings

- ◆ Nearly three-quarters of respondents (74%) visit the 15th Ave E Business District two or more times per week.
- ◆ While nearly all residents (88%) visit two or more times per week, non-residents are split with six out of ten visiting the area less than twice per week (59%).
- ◆ Three quarters (75%) of visitors use alternative transportation modes to get to/from 15th Ave E.
- ◆ Over three times as many visitors walked (57%) as driving alone, the second most common travel mode (18%).
- ◆ Over three-quarters of residents (78%) walked compared with only 16 percent of non-residents.
- ◆ Convenience is the leading driver for those who use public transit (45%) or a personal vehicle (35%).
- ◆ Proximity is the primary driver for those who walk (43%).

Frequency and Duration of Visit

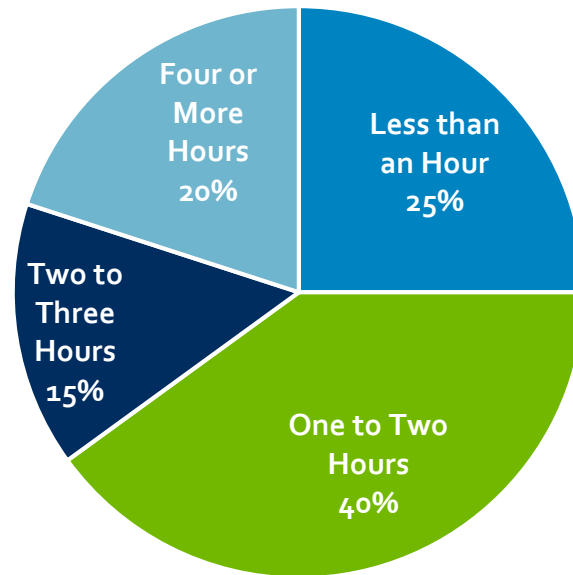
Nearly three-quarters of respondents (74%) visit the 15th Ave E Business District two or more times per week, however the majority (65%) stay for two hours or less.

Frequency of Visiting



Q2: How often do you typically visit the area?
Base: All Respondents (n=349)

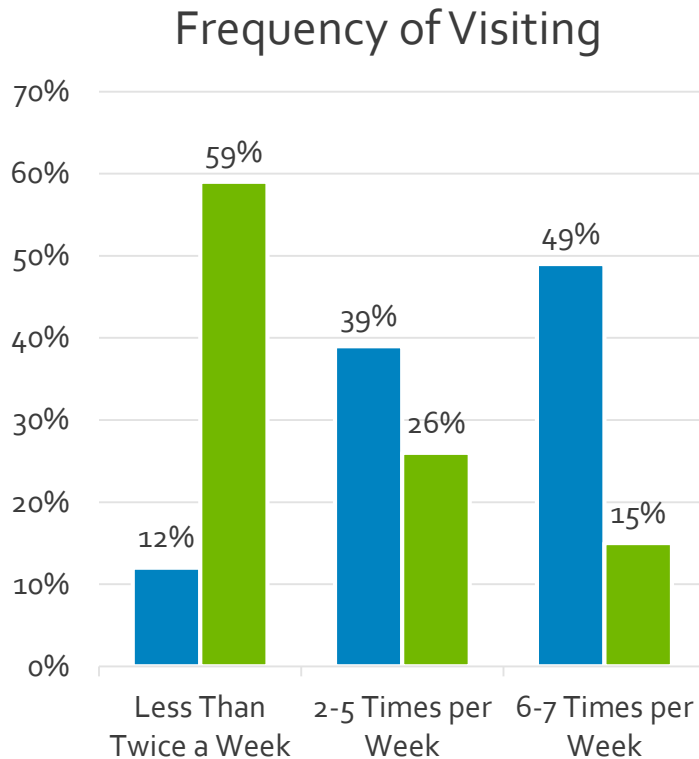
Duration of Visit



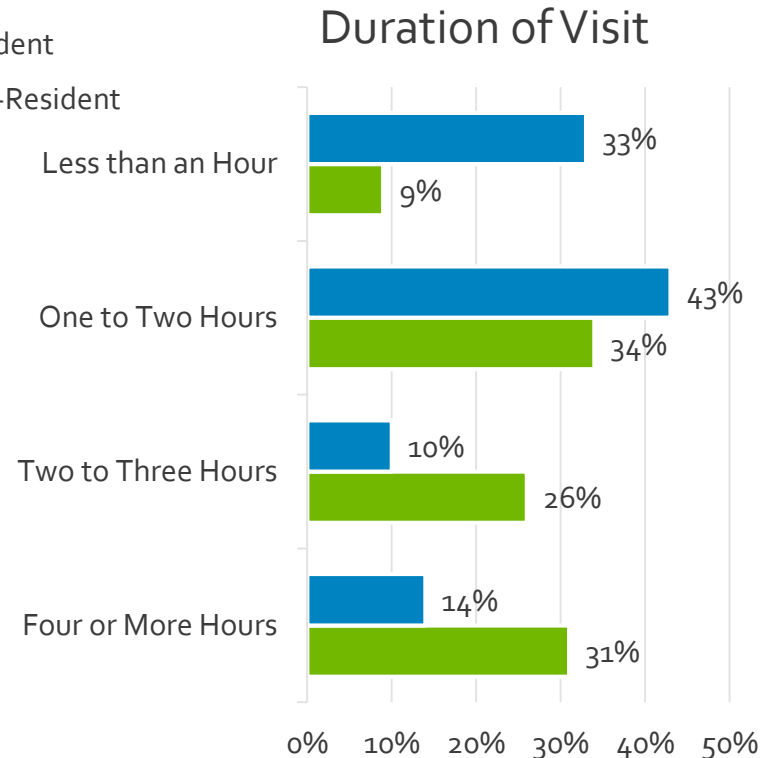
Q4A: How much time do you plan to spend during your visit today?
Base: All Respondents (n=349)

Frequency and Duration of Visit – Resident vs. Non-Residents

Nine out of ten residents (88%) visit two or more times per week, half (49%) visit 6-7 times per week. The majority of non-residents visit less than twice per week (59%). Generally speaking, non-residents spend more time in the area than residents.



■ Resident
■ Non-Resident



Q2: How often do you typically visit the this area?

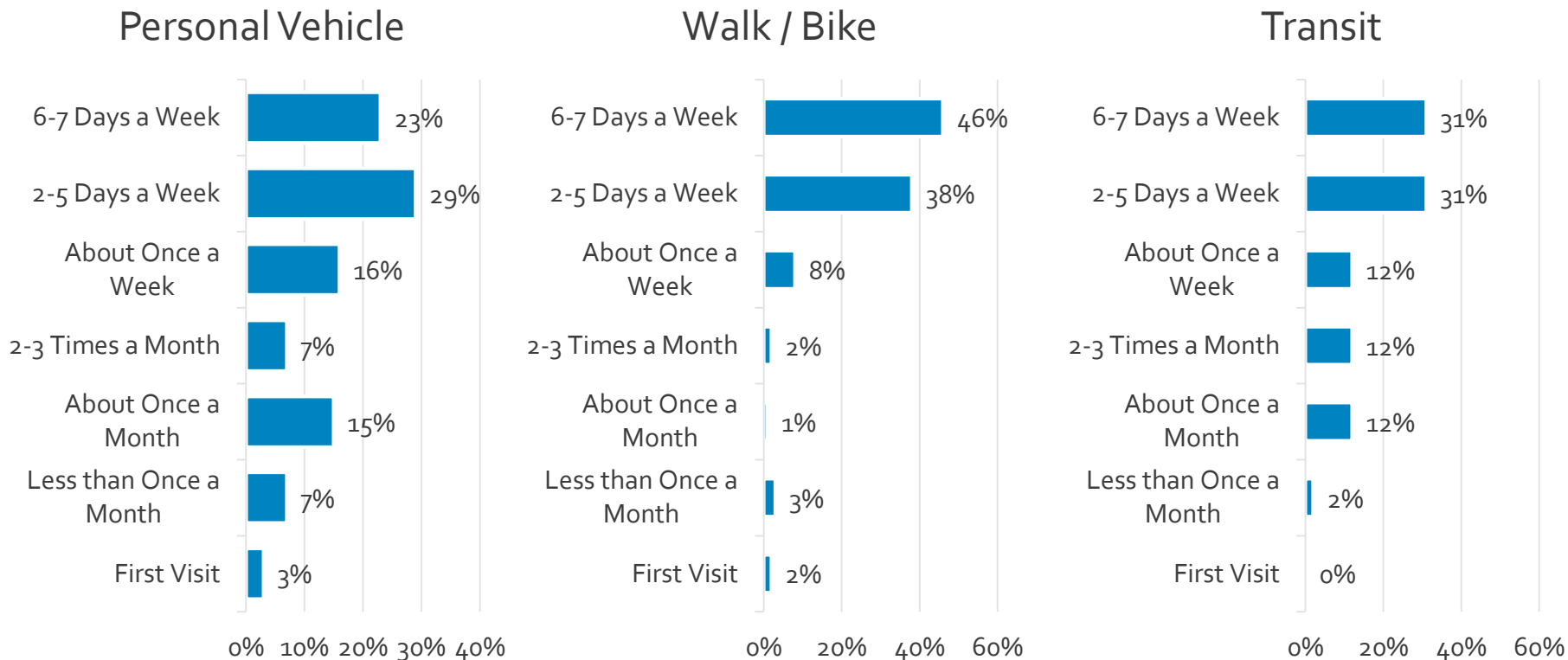
Base: All respondents (n=349) – Residents (n=232) – Non-Residents (n=117)

Q4A: How much time do you plan to spend during your visit today?

Base: All respondents (n=349) – Residents (n=232) – Non-Residents (n=117)

Frequency of Visit by Travel Mode

Four out of five (84%) of those who walk or bike to the area visit two or more times per week.
 Half (52%) of those who take a personal vehicle visit the area two or more times per week.
 Nearly two-thirds (62%) of those who arrive via transit visit the area two or more times per week.



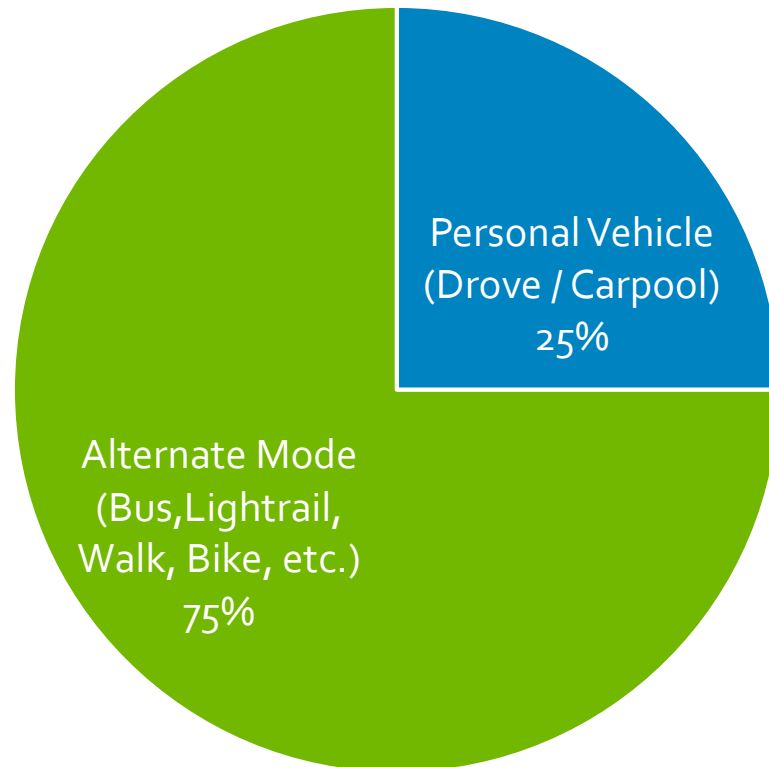
Q2: How often do you typically visit the area?

Base: Personal Vehicle to/from 15th Ave E (n=88) – Walk/Bike (n=210) – Public transit (n=51)

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

Combined Travel Modes to/From 15th Ave E

Three quarters (75%) of visitors use alternative transportation modes to get to/from 15th Ave E. Alternative modes include walking, bike, bus, light rail, taxi, rideshare, and "other".



Q5B/Q7C: How did you travel to / will you travel from the area?

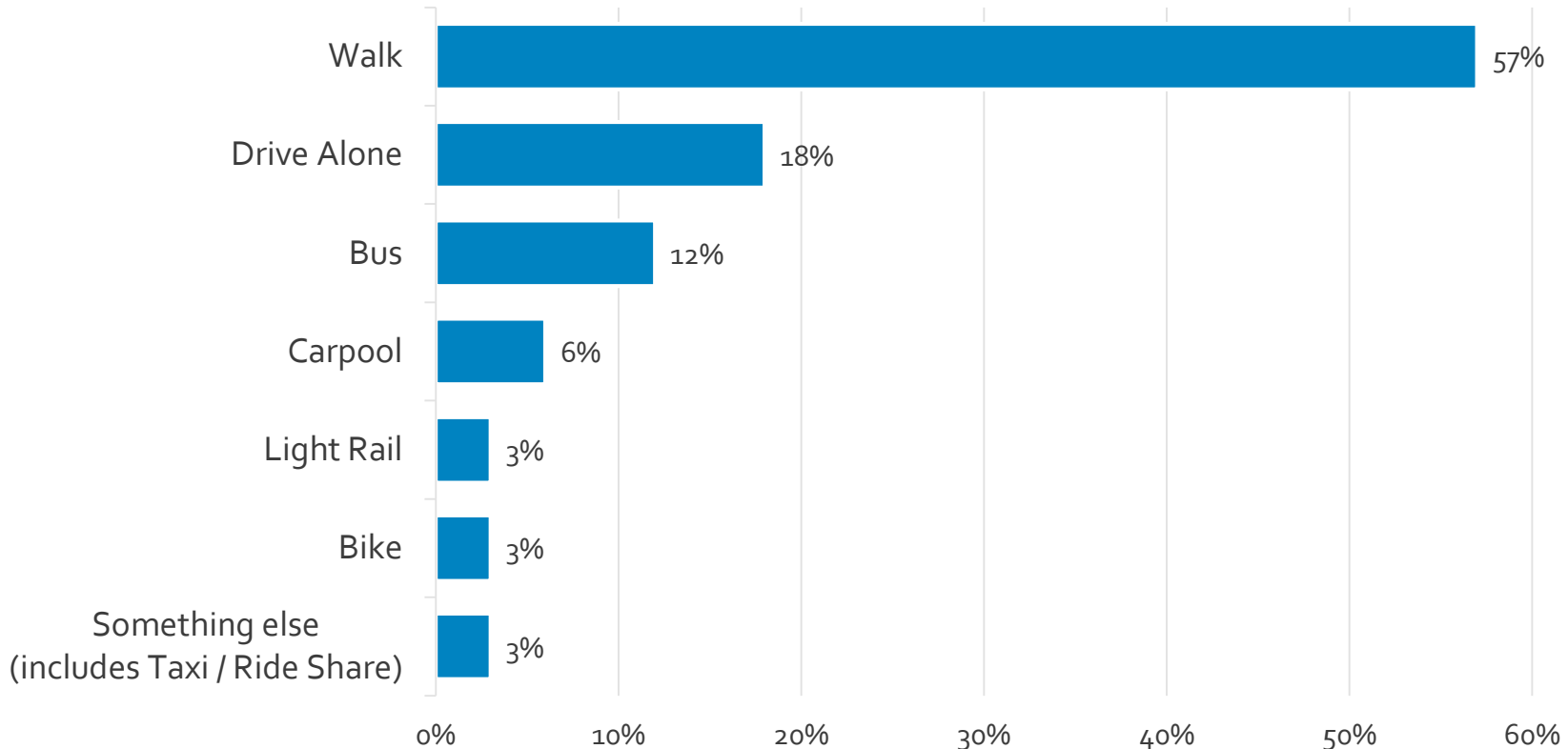
Personal vehicle is anyone who drove alone or carpoled either to or from 15th Ave E even if they took a different mode for a different leg.

Base: All respondents (n=349)

Travel Mode To 15th Ave E – All Visitors

Over three times as many visitors walked (57%) as drove alone, the second most common travel mode (18%).

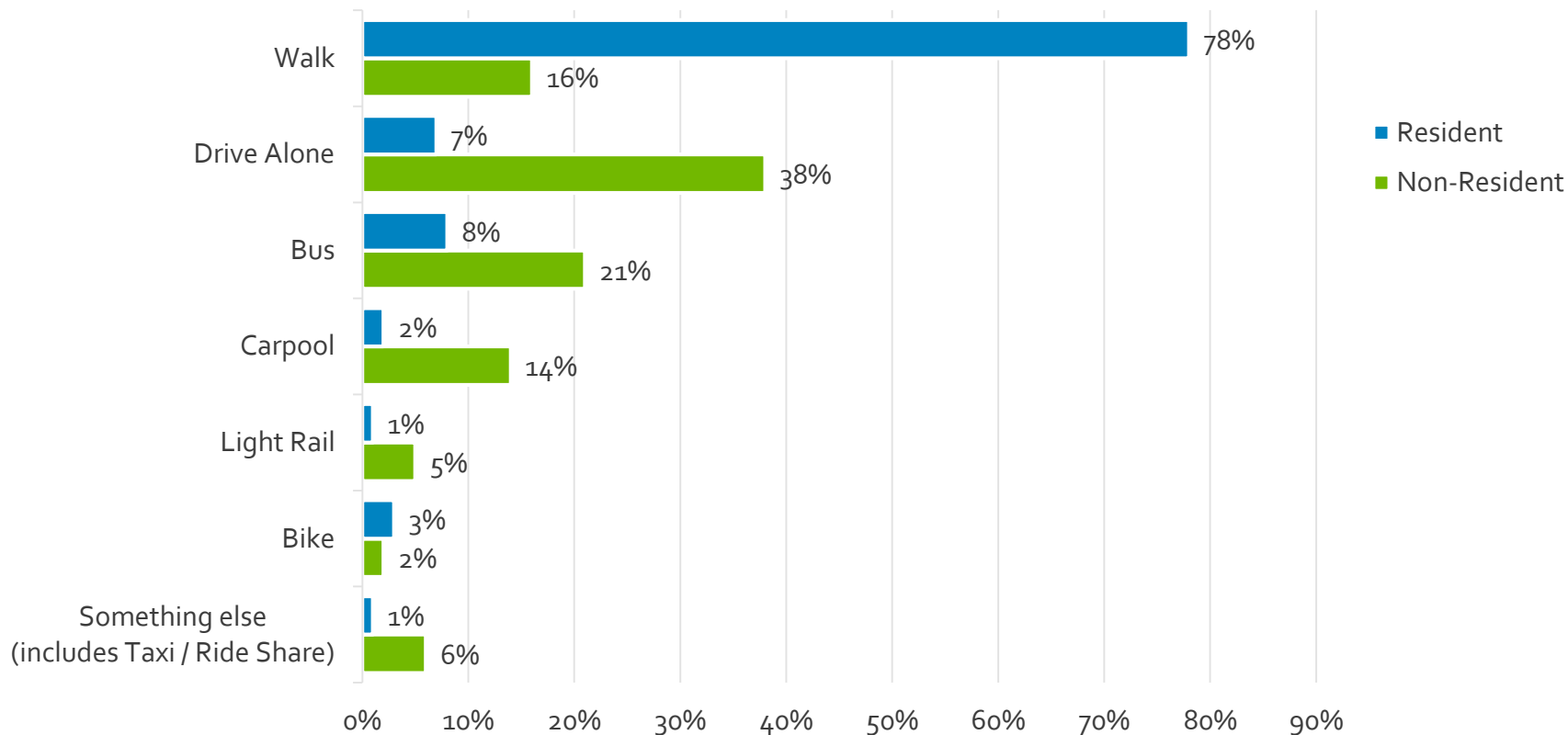
Bus accounts for most public transit trips to the area (12%)



Q5B: How did you travel to the area?
Multiple response: may sum to > 100%
Base: All respondents (n=349)

Travel Mode To 15th Ave E – Residents vs. Non-Residents

Over three-quarters of residents (78%) walked compared with only 16 percent of non-residents. Non-residents are much more likely to use all other modes of travel to get to the area.



Q5B: How did you travel to the area?

Multiple response: may sum to > 100%

Base: All respondents (n=349) – Residents (n=232) – Non-Residents (n=117)

Travel Mode To 15th Ave E – By Origin of Non-Residents

	Drove Alone	Carpool	Walk/Bike	Bus	Link Light Rail	Other
South Seattle (n=17)	41%	24%	6%	12%	6%	12%
Northeast Seattle (n=12)	42%	17%	8%	25%	8%	0%
Seatac Area (n=11)	27%	0%	0%	64%	0%	9%
Downtown Seattle (n=10)	30%	0%	0%	60%	10%	0%
Northwest Seattle (n=9)	33%	44%	22%	11%	0%	0%
Outside Washington (n=9)	22%	0%	56%	11%	11%	0%
Capitol Hill (n=7)	43%	0%	43%	14%	0%	0%
Elsewhere in WA (n=6)	50%	17%	0%	17%	0%	33%
West Seattle (n=6)	17%	33%	33%	17%	0%	0%
East Side (n=4)	50%	25%	0%	25%	0%	0%
Snohomish County (n=4)	50%	0%	50%	0%	0%	0%
Belltown (n=2)	0%	50%	50%	0%	0%	0%

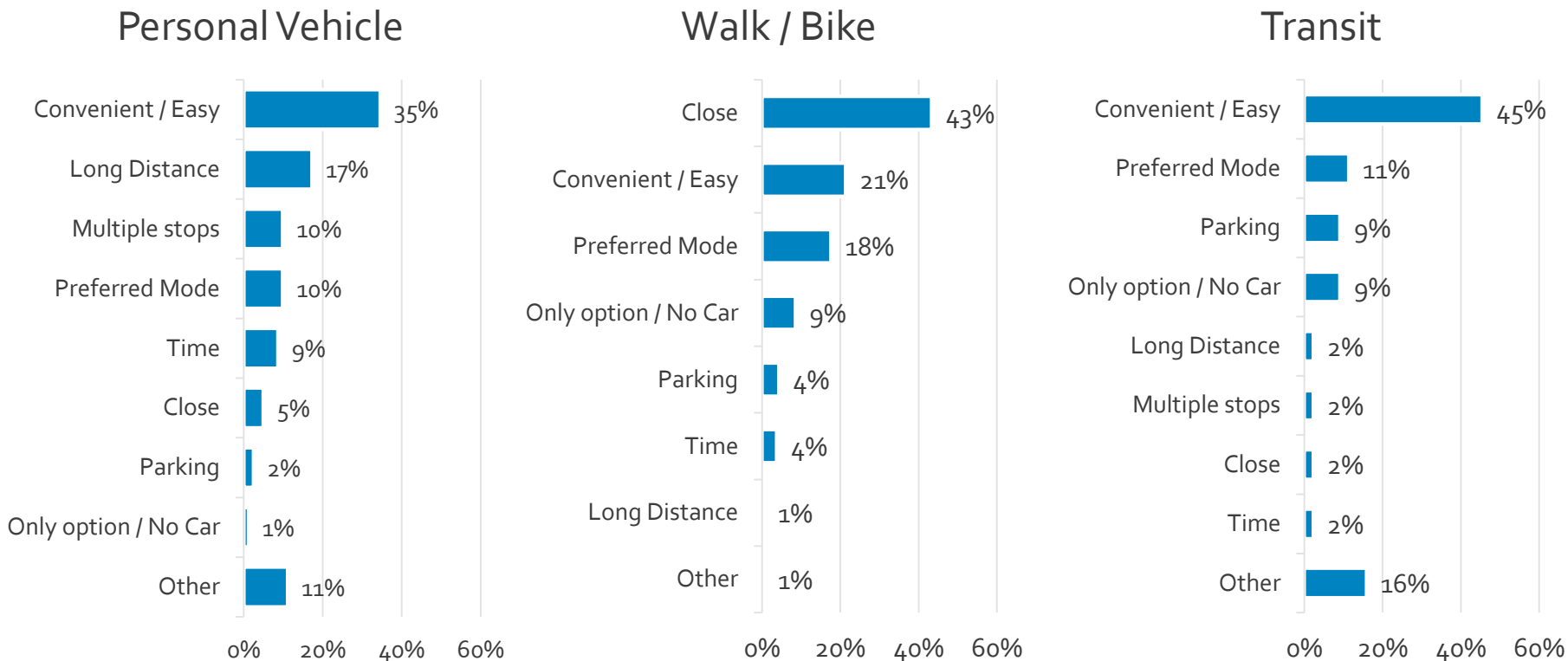
Q5B: How did you travel to this area?

Multiple response: may sum to > 100%

Base: Non-residents (n=117) – Origin based on zip code question – row percent calculations are used

Reason for Choosing Mode

Convenience is the leading driver for those who use a personal vehicle (35%) and public transportation (45%) and the second driver for those who walk (21%) behind distance/being close (43%).



Q5B: How did you travel to the area?

Multiple response: may sum to > 100%

Base: Personal Vehicle to/from 15th Ave E (n=184) – Walk/Bike (n=142) – Public transit (n=73)

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

Parking and Access

Parking and Access Findings

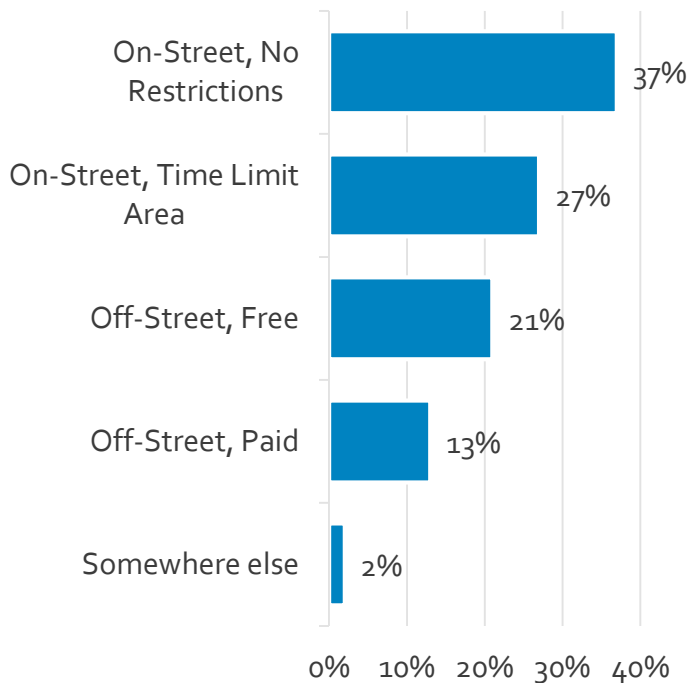
- ◆ Nearly two-thirds (64%) of those in a personal vehicle parked on the street in either an area with no restrictions (37%) or a time limit area (27%).
- ◆ Nearly all (87%) reported parking within 5 blocks of their destination.
- ◆ The biggest variation in parking is On-Street with no restrictions. Over half of visitors use on-street time unrestricted spots during the weekends (53%), that drops to 32% during the week.

Parking Place and Time to Find

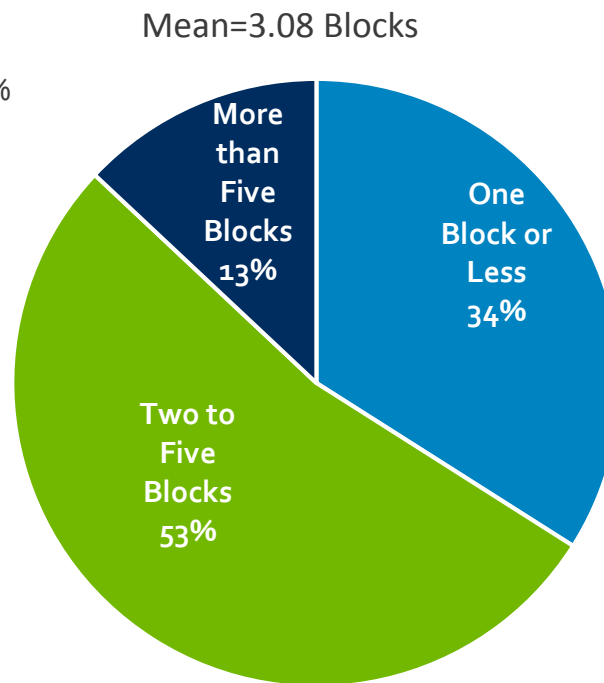
Nearly two-thirds (64%) of those in a personal vehicle parked on the street in either an area with no restrictions (37%) or a time limit area (27%). One-fifth (21%) found free off-street parking.

Nearly all (87%) reported parking within 5 blocks of their destination. Eighty-five percent (85%) report that it took about or less than the time expected to find parking.

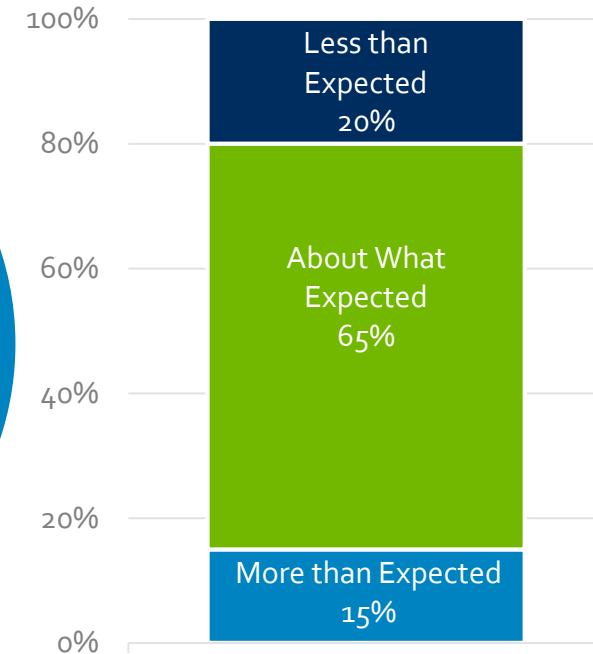
Place of Parking



Distance to Parking Spot



Time to find parking compared to expectations



Q6A: Did you park on or off the street?

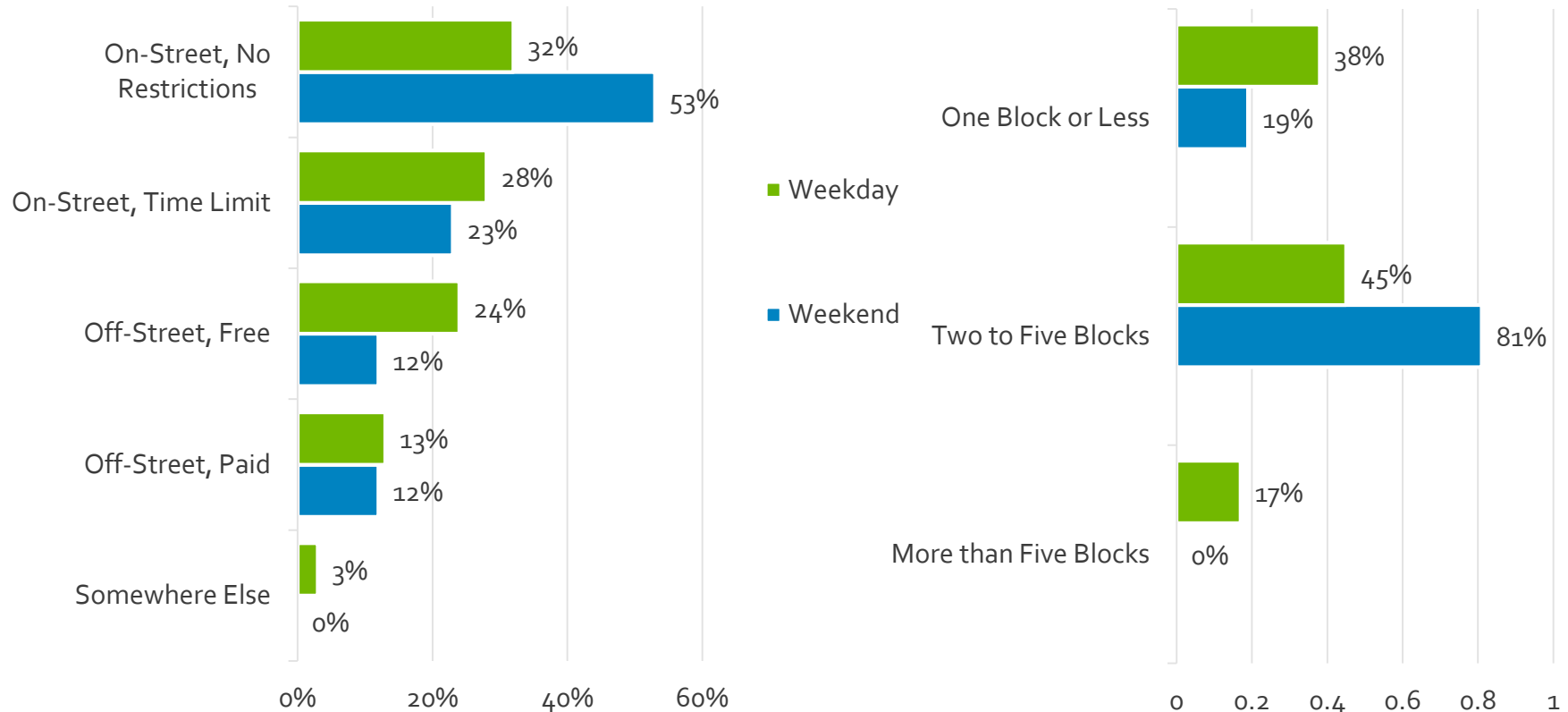
Base: Respondents who drove alone or carpooled to the area (n=82)

Q6B: How long did it take to find parking?

Q6C: Was the amount of time it took you to find a parking space. . .

Parking by Day of Week

The biggest variation in parking is On-Street with no restrictions. Over half of visitors use on-street time unrestricted spots during the weekends (53%), that drops to 32% during the week.



Q6A: Did you park on or off the street?

Q6B: How long did it take to find parking?

Base: Respondents who drove alone or carpooled to 15th Ave NE (n=82) – Weekday: Mid-Day (n=37), Weekday: Evening (n=80), Weekend (n=60)

Reason for Visiting

Visitation Findings

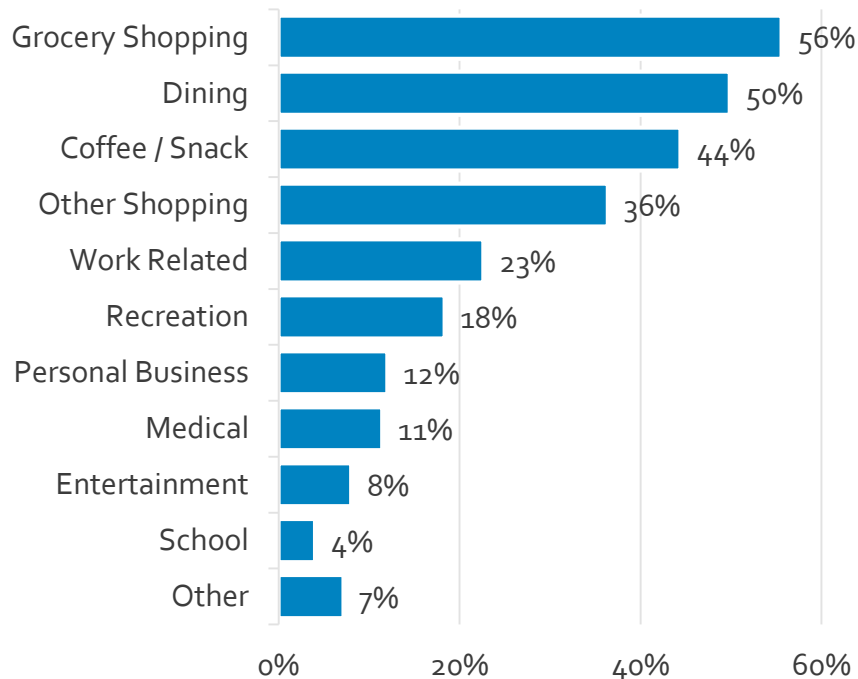
- ◆ A majority (56%) of visitors typically come to the area to go grocery shopping. Half (50%) typically visit to dine at a restaurant.
- ◆ When asked about the reasons for today's visit, the top two reasons were to get coffee / a snack (30%) and to dine at a restaurant (27%).
- ◆ Residents and non-residents are similarly likely to visit the area to dine at a restaurant.
- ◆ Residents are significantly more likely to visit the area to go grocery shopping (78% vs. 12%) as well as to get coffee or a snack (73% vs. 27%).
- ◆ Nearly all (88%) visitors plan on spending some money while in the area. Over half (56%) plan on spending \$20 or more and one-in-five (21%) plan on spending at least \$50.

Top 3 Reasons for Typical Visit - Overall

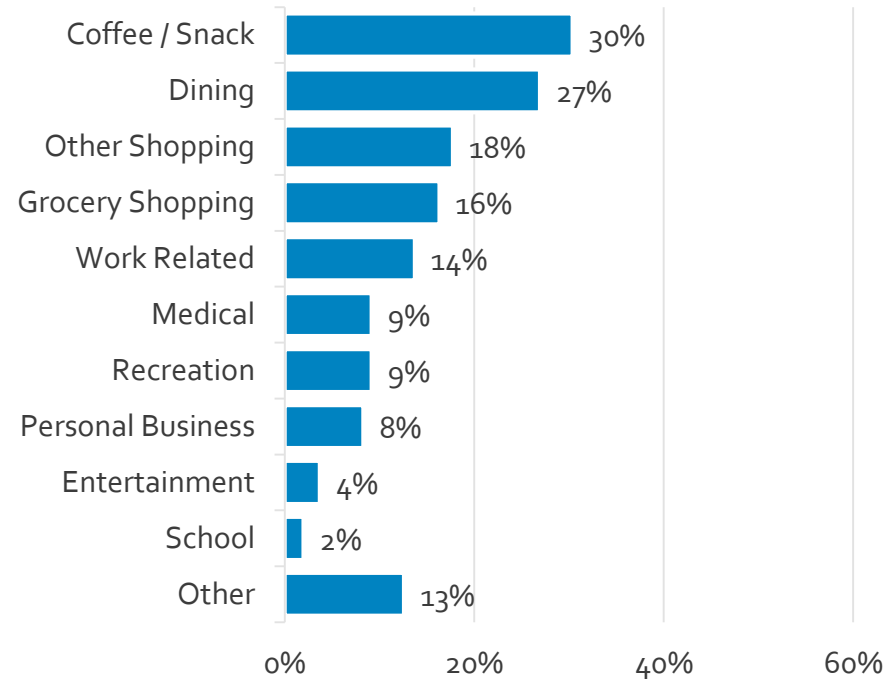
A majority (56%) of visitors typically come to the area to go grocery shopping. Half (50%) typically visit to dine at a restaurant.

When asked about the reasons for today's visit, the top two reasons were to get coffee / a snack (30%) and to dine at a restaurant (27%).

Typical Reasons



Primary Reasons for Today's Visit



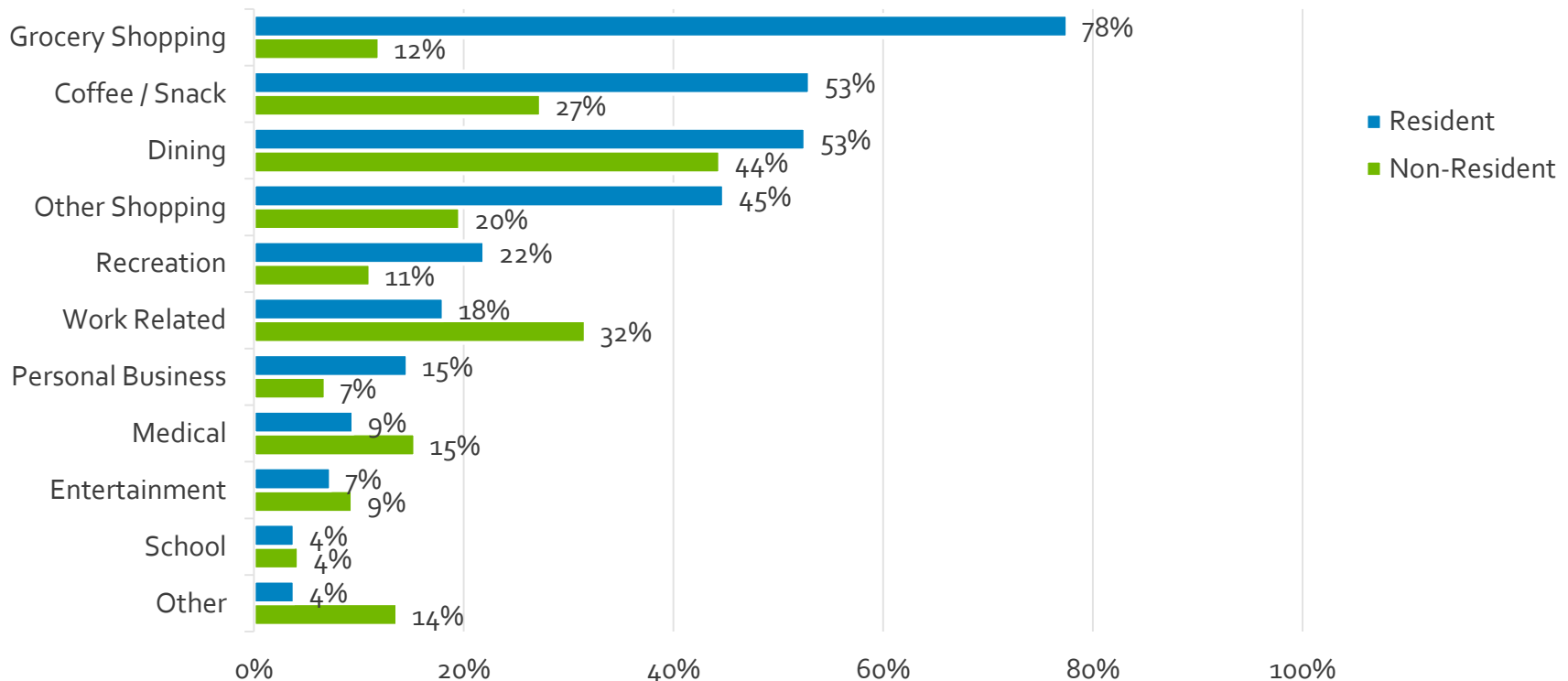
Q3A: What are the primary reasons you typically visit the area?

Multiple response: may sum to > 100%

Base: All Respondents (n=349)

Typical Reason to Visit – Residents vs. Non-Residents

Residents and non-residents are similarly likely to visit the area to dine at a restaurant.
Residents are significantly more likely to visit the area to go grocery shopping (78% vs. 12%) as well as to get coffee or a snack (73% vs. 27%).
Non-residents are more likely than residents to visit the area for work-related reasons (32% vs. 18%)



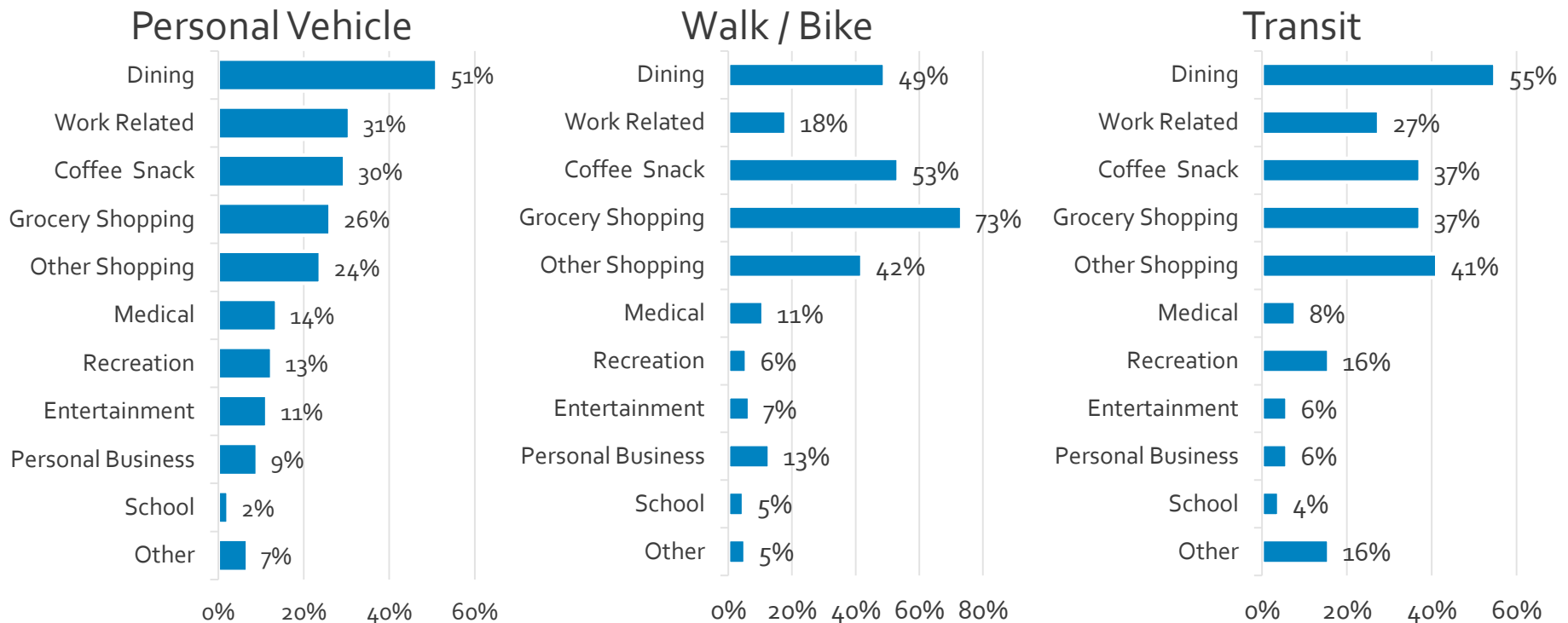
Q3A: What are the primary reasons you typically visit the area?

Multiple response: may sum to > 100%

Base: All respondents (n=349) – Residents (n=232) – Non-Residents (n=117)

Typical Reason to Visit – Primary Travel Mode

Visitors are equally likely to visit the area to dine at a restaurant regardless of the travel mode used. Those who walk or bike are significantly more likely to be grocery shopping or getting coffee. Those walking, biking, or taking transit are significantly more likely to be in the area for other shopping needs.



Q5B: How did you travel to the area?

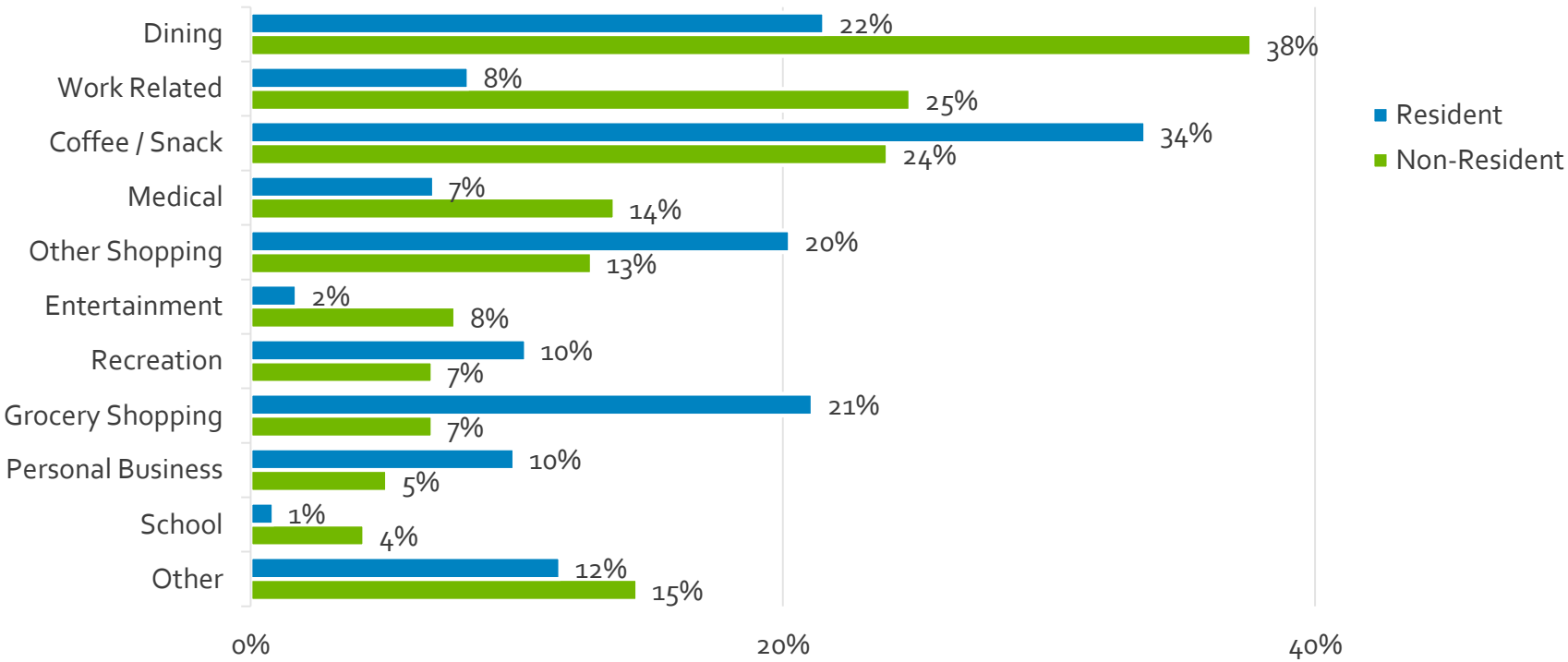
Multiple response: may sum to > 100%

Base: Personal Vehicle to/from 15th Ave E (n=184) – Walk/Bike (n=142) – Public transit (n=73)

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

Primary Reasons for Today's Visit – Resident vs. Non-Resident

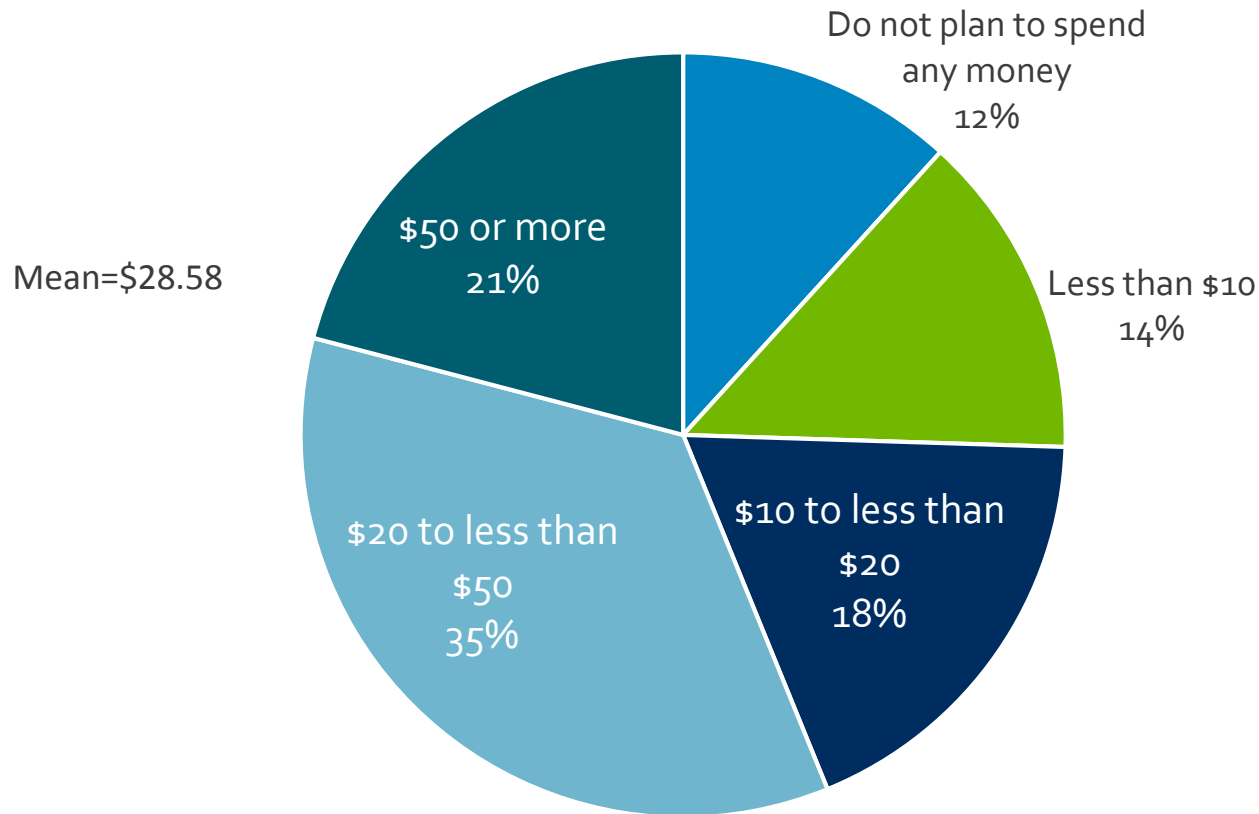
The Primary reasons for today's visit varies depending on if they visitor is or is not a resident. Residents are more likely than non-residents to be getting coffee (34% vs. 24%), be grocery shopping (21% vs 7%), or some other shopping (20% vs. 13%) Non-residents are more likely to dining at a restaurant (38% vs. 22%) or visiting for medical reasons (14% vs. 7%).



Q3A: What are the primary reasons you typically visit the area?
Base: All respondents (n=349) – Residents (n=232) – Non-Residents (n=117)

Spending

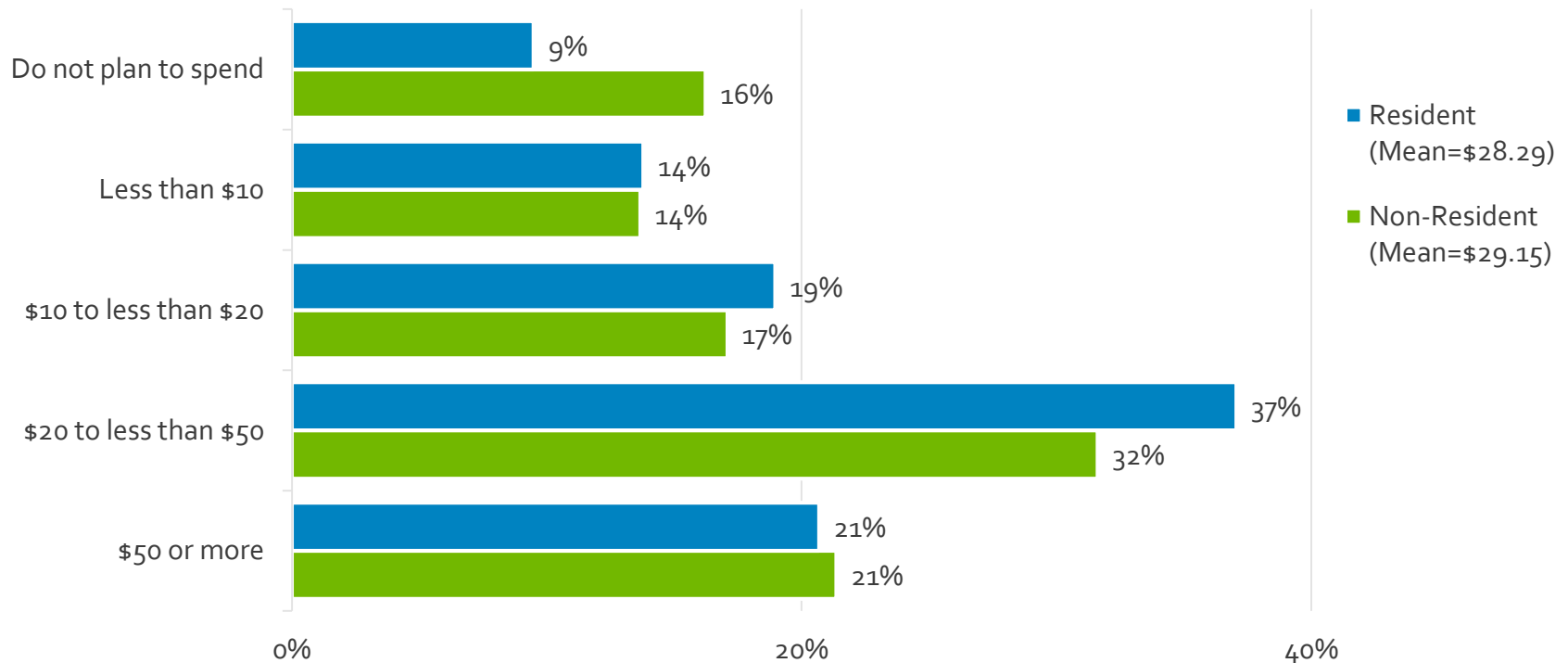
Nearly all (88%) visitors plan on spending some money while in the area. Over half (56%) plan on spending \$20 or more and one-in-five (21%) plan on spending at least \$50.



Q4B: How much money do you plan to spend during your visit to the area today?
Base: All respondents (n=349)

Spending – Residents vs. Non-Residents

While non-residents are slightly more likely to spend money while in the area, there is little difference between the two groups in the amount spent.

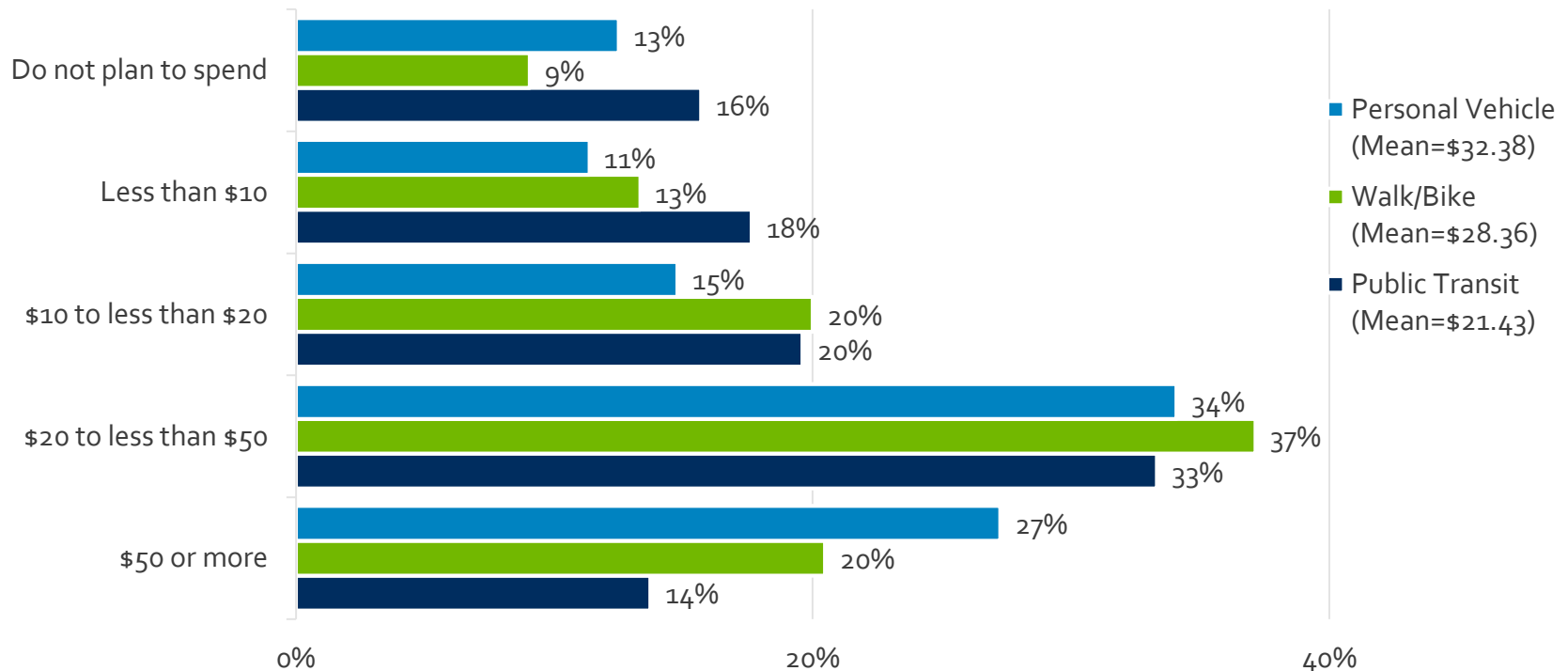


Q4B: How much money do you plan to spend during your visit to the area today?

Base: All respondents (n=349) – Residents (n=232) – Non-Residents (n=117)

Spending – By Travel Mode

Visitors who use a personal vehicle to get to the area generally spend the most, while those who use public transportation are likely to spend the least.

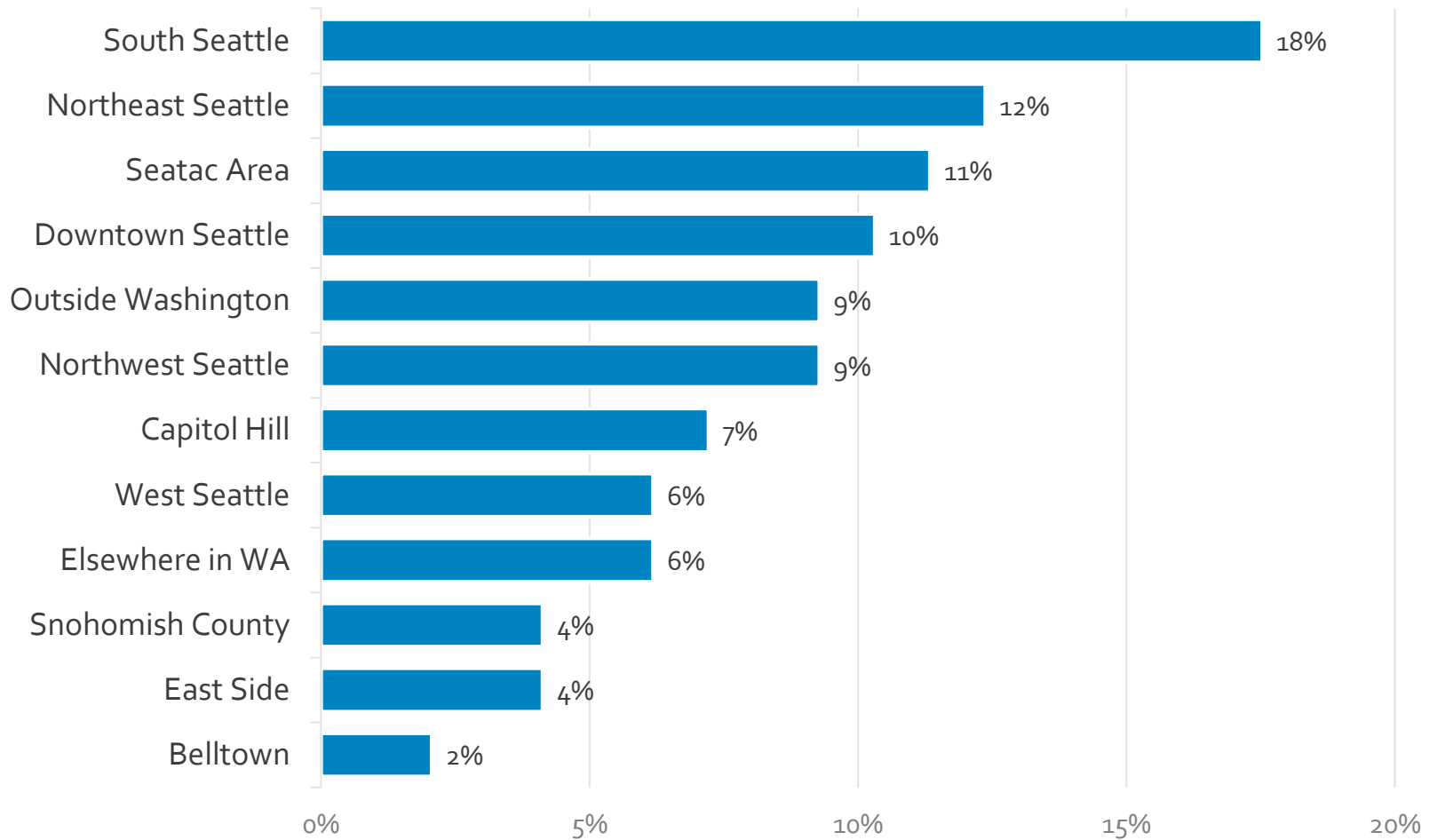


Q5B: How much money do you plan to spend during your visit to the area today?

Base: Personal Vehicle to/from 15th Ave E (n=184) – Walk/Bike (n=142) – Public transit (n=73)

Respondent Demographics

Geography / Origin on Non-Residents



Location based on zip code

Base: Non-Residents (n=117) Note: only 97 non-residents provided locatable zip codes

15th Ave E Business District Visitor Demographics

