Visitor Survey 2016 & 2017

Compiled by SPARKET / BIG CAR COLLABORATIVE staff using data from visitor surveys (118 respondents)

Question 1: When did you last visit City Market?

- First time today (7)
- Earlier today (2)
- Yesterday (4)
- Within 1 week (7)
- Within 1 month (9)
- Within 1 year (21)
- Over 1 year (1)

Question 2: What is your age range?

(At least 16 years old)

- 16-24: 0%
- 25-34: 12.7%
- 35-44: 20.3%
- 45-54: 20.3%
- 55-64: 18.6%
- 65-74: 10.1%
- 75+: 0.9%

Question 3: What is your race?

(Indicate all that apply)

- African American or Black: 9.0%
- Asian or Pacific Islander: 3.6%
- Native American: 1.8%
- Hispanic or Latino: 7.2%
- White: 80.2%

[118 responses]

[53 responses]

[54 responses]
What is your gender?

- Female: 55.1%
- Male: 44.1%
- Other: 0.9%
- Prefer not to answer: 4.9%

What brought you to City Market today?

- Lunch: 54%
- SPARKET events: 25%
- Visiting: 25%
- Friend: 14%
- Work: 17%

Did you have a conversation with someone new today?

- Yes: 75%
- No: 25%

How did you travel to City Market today?

- Bicycle: 14%
- Public Transit: 10%
- Walking: 29%
- Motor Vehicle: 47%
Q9 What modes have you used in the past year to travel to City Market?

[114 responses]

Q10 Who did you come with?

[113 responses]

Q11 I spent at City Market today because of SPARKET seating, activities, and events.

[103 responses]

Q12 How many times have you come to City Market during SPARKET?

[109 responses]

Q13 If you have visited before, what makes you come back?

[70 responses]
**Q14** What brings you here today?

- 20.6% City SPARKet activities
- 8.8% Shopping
- 44.1% Lunch break
- 8.9% Just passing through
- 26.5% Meeting a friend
- 29.4% Working nearby
- 20.6% Sitting down for a while

**Q15** Where are you going when you leave here?

- 43% Home
- 20.5% Restaurant
- 20.6% Park
- 4.4% Hotel/Lodging
- 2% Grocery

**Q16** Do you feel safe at the City Market today?

- Somewhat safe 7%
- Totally safe 93%

**Q17** What influences your feelings of safety today at City Market?

- The number of people 71.0%
- The visibility 68.0%
- The presence of police 38.0%
- The presence of SPARKET 30.0%
- The variety of activities 40.0%

**Q18** Did you participate in a SPARKET program today? Which one?

- 20.5% Game rentals
- 20.6% Food trucks
- 27.4% Yoga or fitness
- 31.5% Music/sound art
- 24.7% Wagon of Wonders
- 17.8% Another art-based activity

**Q19** Creative ideas about how City Market can be the best civic public space in the region.

- 2016: Weekend hours // Improve fountain // More art & music // More family friendly
- 2017: Shaded area for yoga // Adult playground // Snow activity // Puppy petting zoo or kitten adoption // Garden party // More music