



Visitor Survey

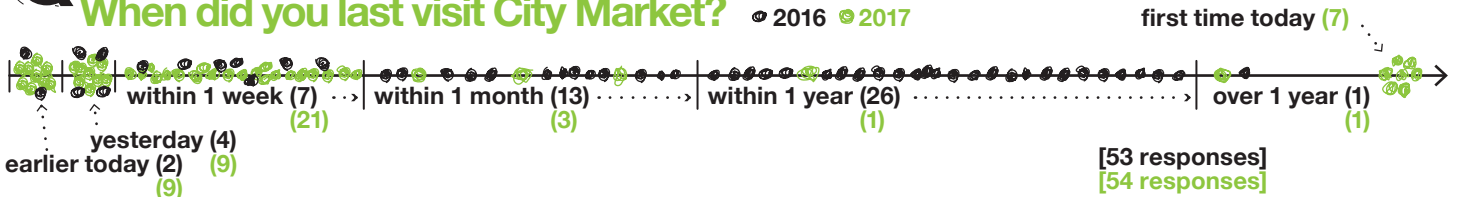
2016 & 2017



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

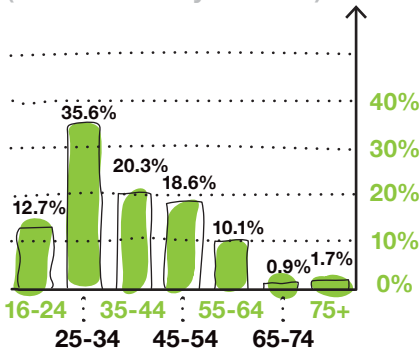
Q1

When did you last visit City Market? 2016 2017



Q2

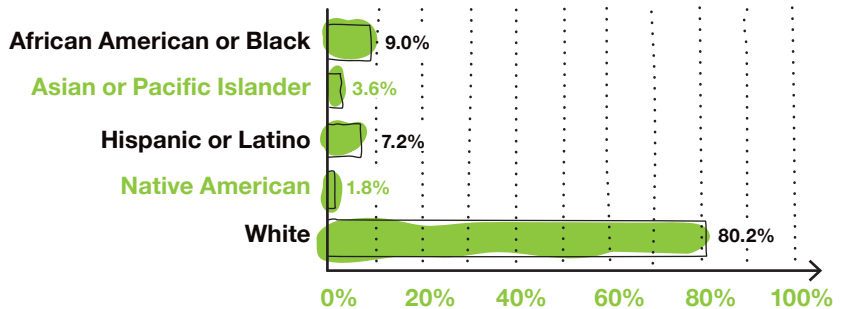
What is your age range? (Minimum 16 years old)



[118 responses]

Q3

What is your race? (Indicate all that apply)



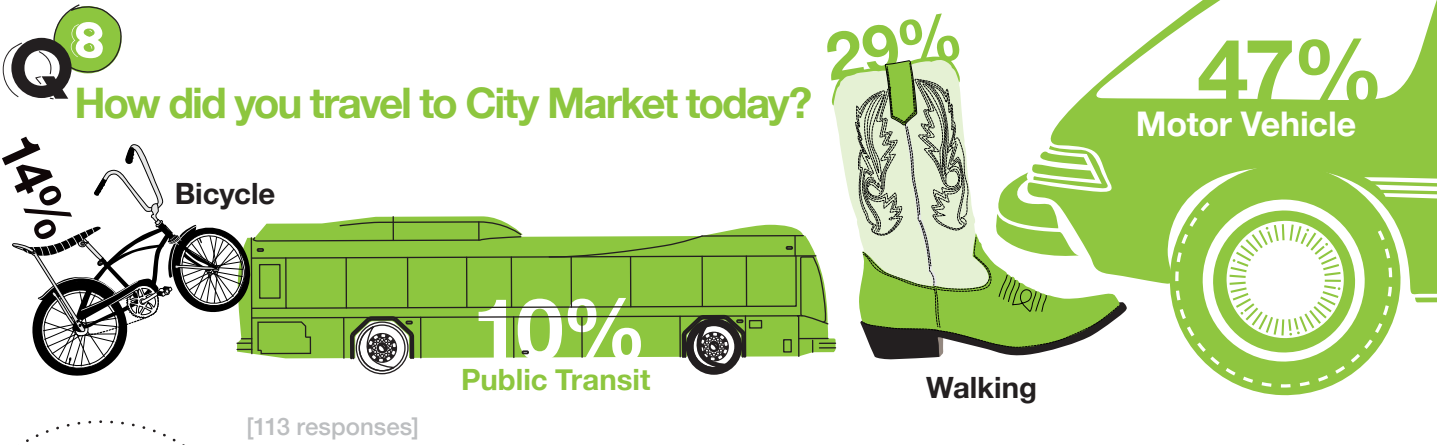
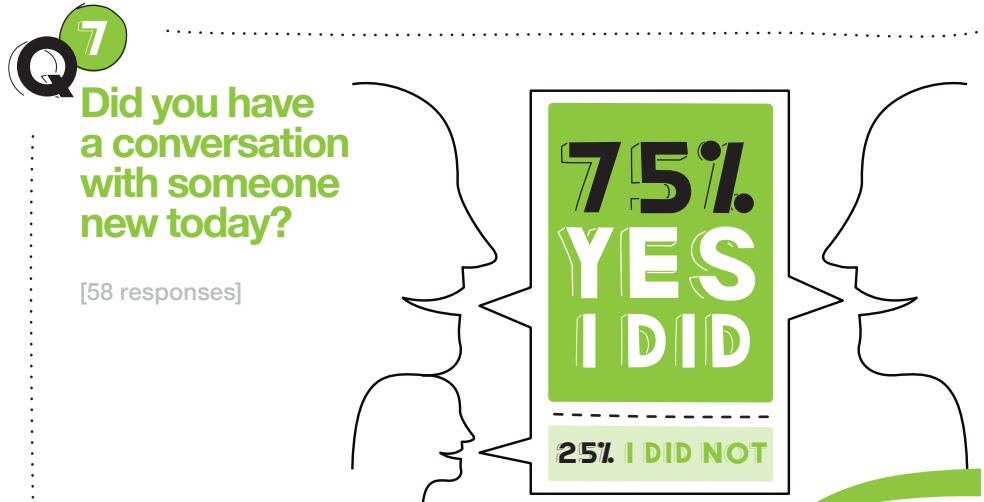
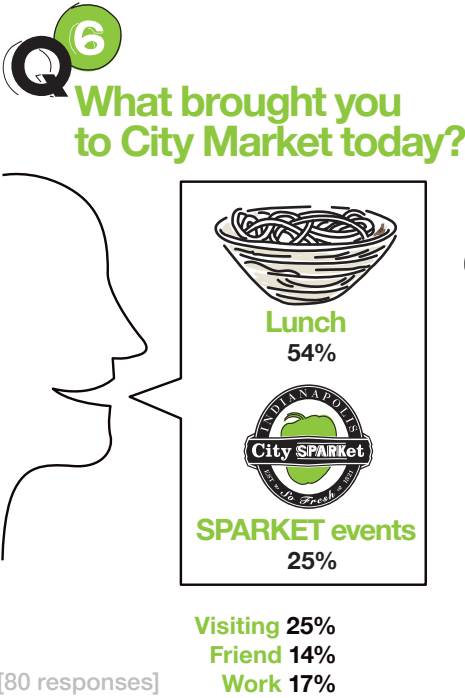
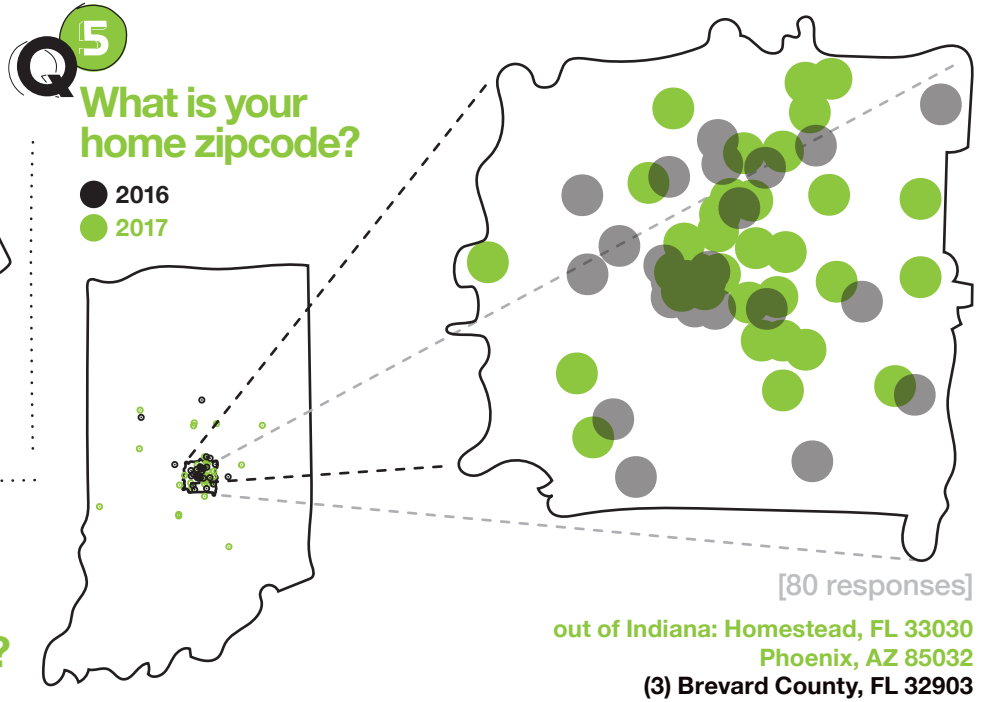
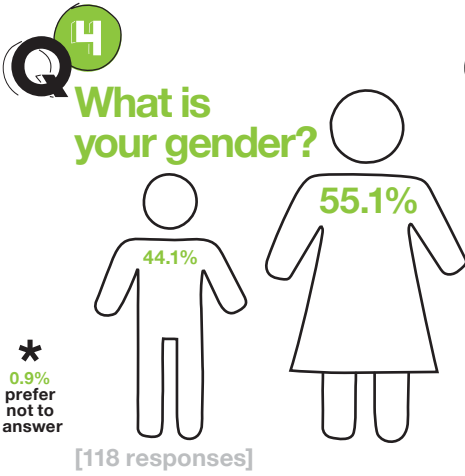
[111 responses]



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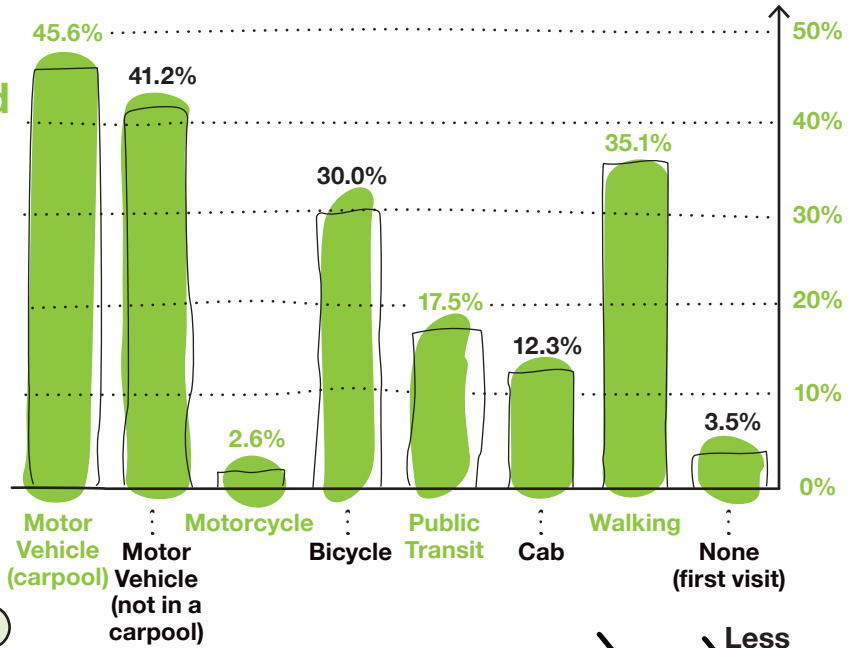
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Q9

What modes have you used in the past year to travel to City Market?

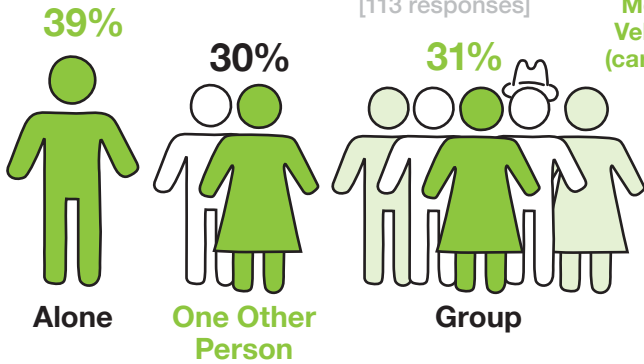
[114 responses]



Q10

Who did you come with?

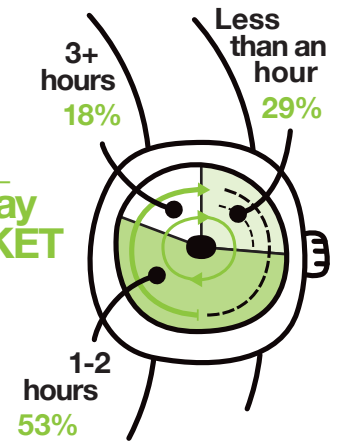
[113 responses]



Q11

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

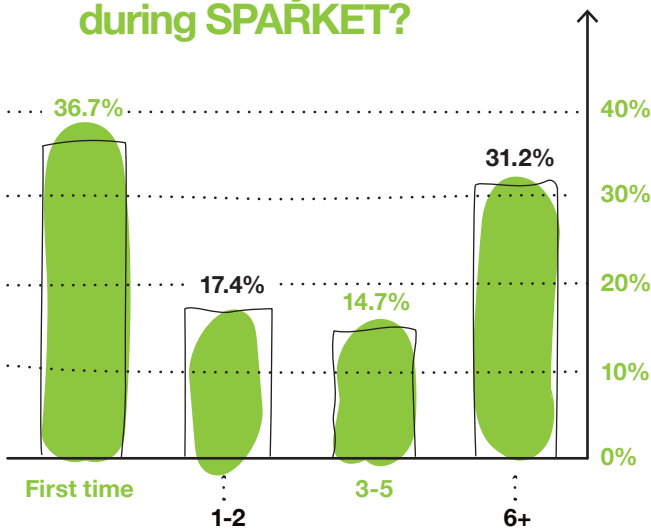
[103 responses]



Q12

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

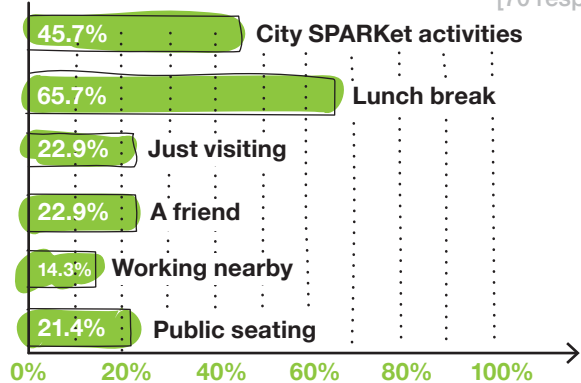
[109 responses]



Q13

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

[70 responses]

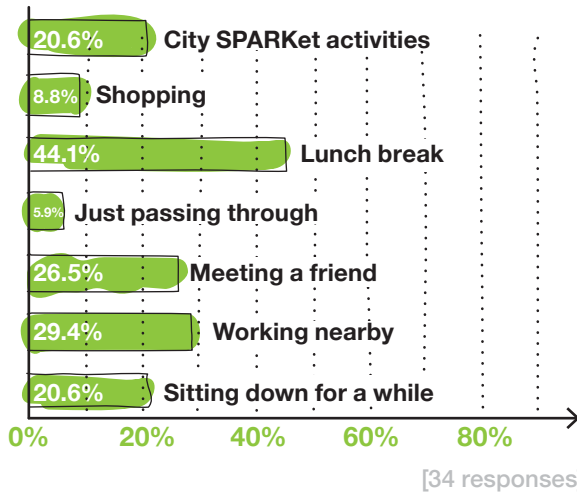


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Q14 What brings you here today?



Q15 Where are you going when you leave here? [99 responses]

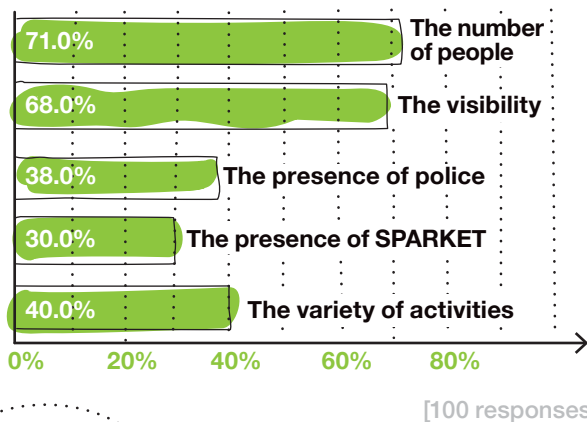


Q16 Do you feel safe at the City Market today?

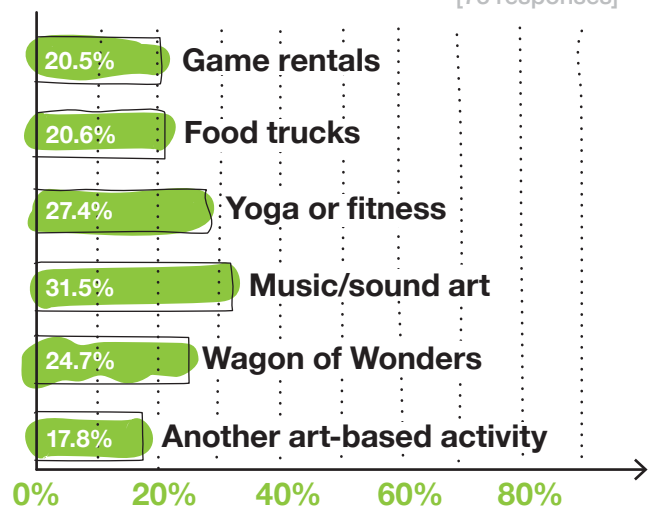
[111 responses]



Q18 What influences your feelings of safety today at City Market?



Q17 Did you participate in a SPARKET program today? Which one? [73 responses]



Q19 Creative ideas about how City Market can be the best civic public space in the region. [44 responses]

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



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