

# External Community Survey Results



# Survey Results Overview

# External Community Survey Overview

- **2,365 total survey respondents**
- Open from July 20 to August 20, 2023
- Promoted the survey through the PDA website, social media, and engagement with the City of Seattle Department of Neighborhoods and 32 community-based organizations.
- Available in 8 languages: English, Russian, Somali, Vietnamese, Simplified Chinese,

## Objectives

- Understand current perceptions of Pike Place Market and what is currently working at the Market.
- Identify what changes would encourage more King County residents to visit the market.
- Identify what frequent visitors would like to see in the Market's future.
- Understand the demographic characteristics of visitors.

*Note: the "n=" on the following pages references the number of survey respondents for each question.*

# Survey Definitions

## “Residents”

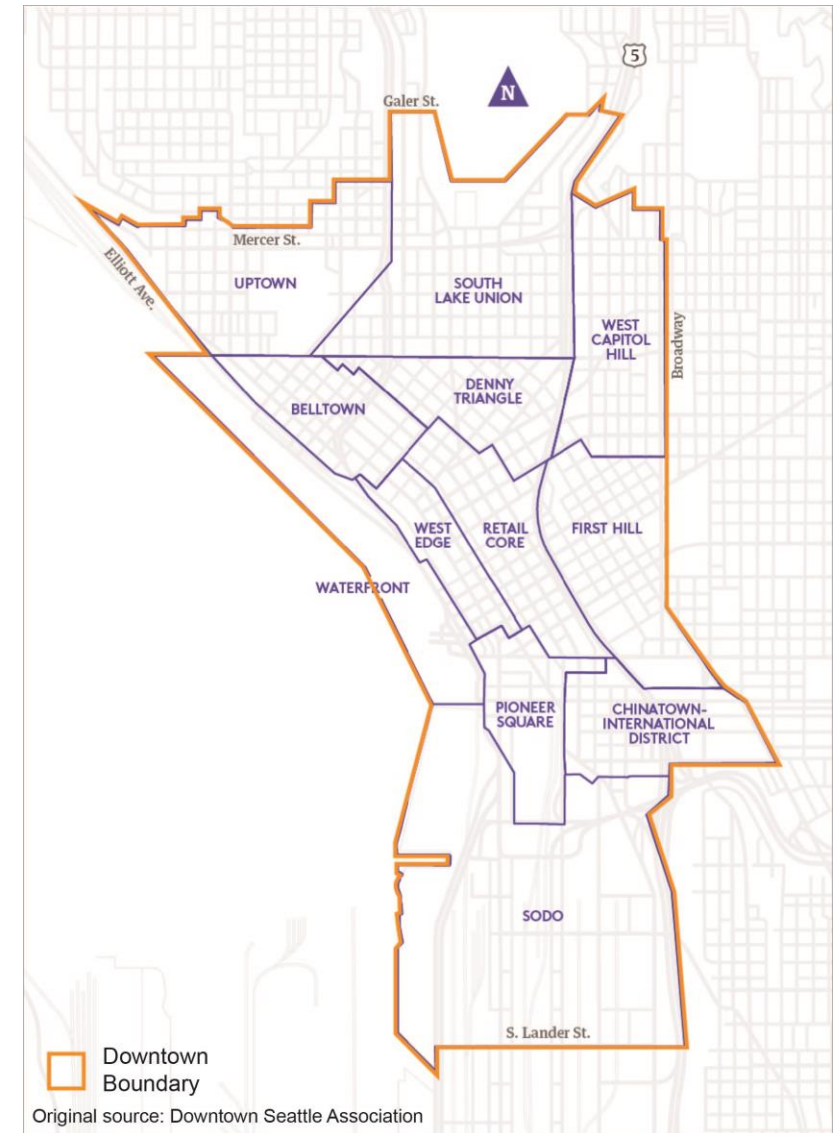
Survey respondents who **live in** King County.

## “Downtown Seattle”

Consistent with the Downtown Seattle Association boundaries. The graphic on the right was included in the survey.

## “Visitors”

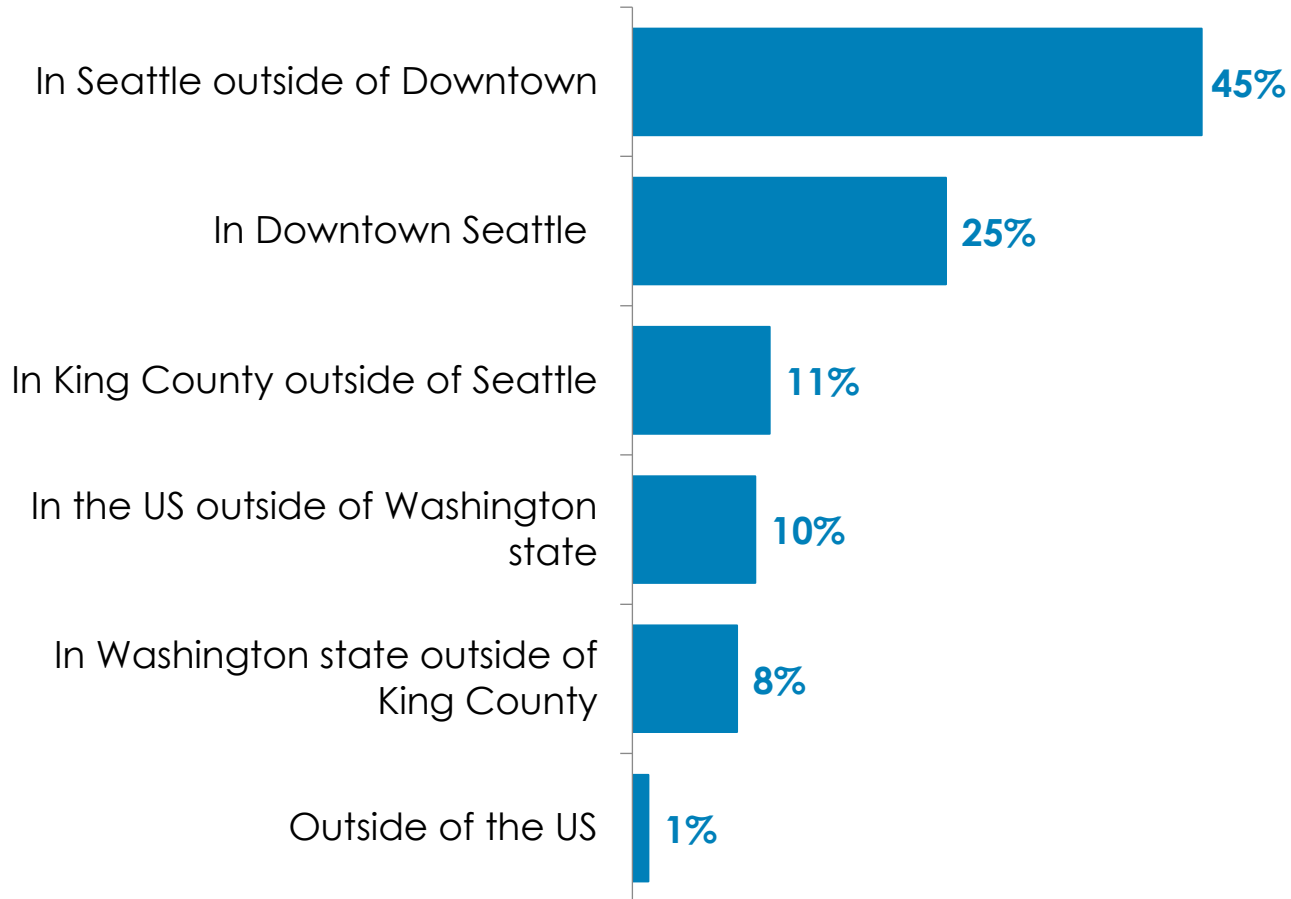
Survey respondents who **live outside** King County.



# Residence and Work

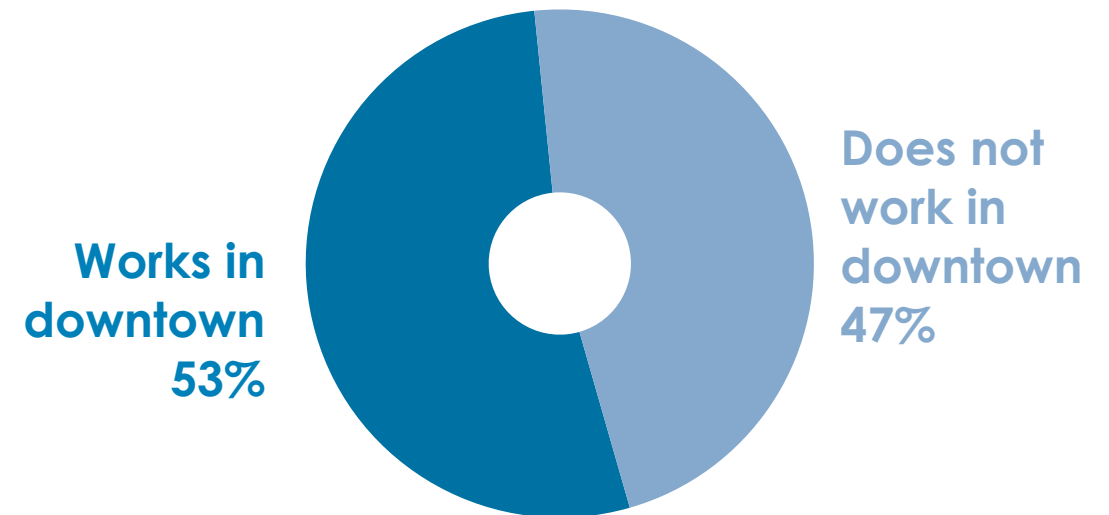
**Where do you live?** (n=2,365)

- **81%** of respondents **live in King County.**



**Do you work in downtown Seattle at least a few times per month?** (n=2,365)

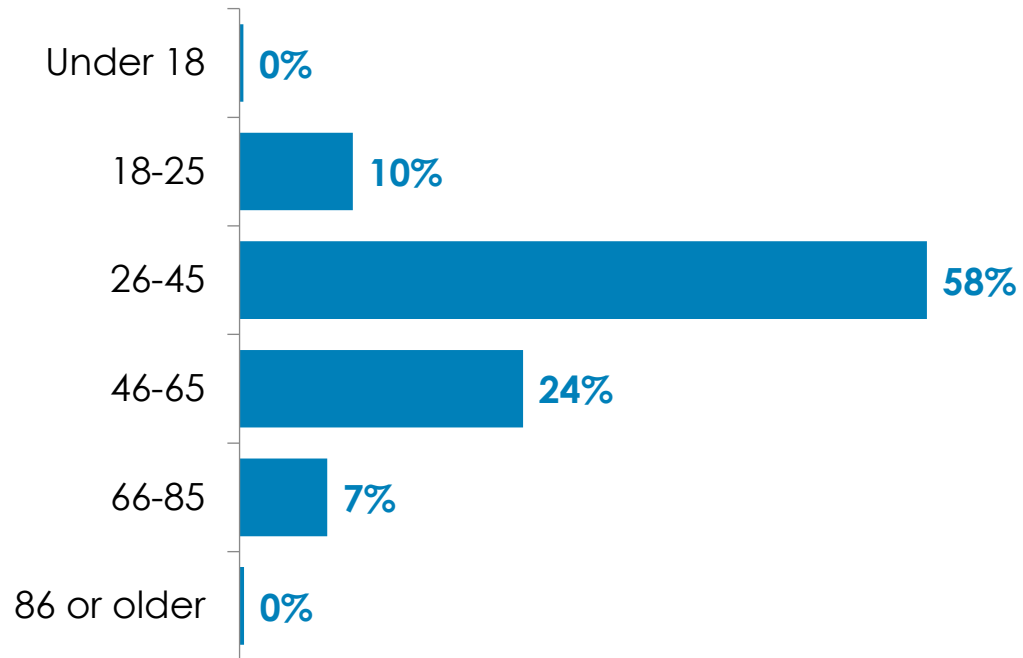
- **About half of all respondents work in downtown** at least a few times per month.



# Age and Income

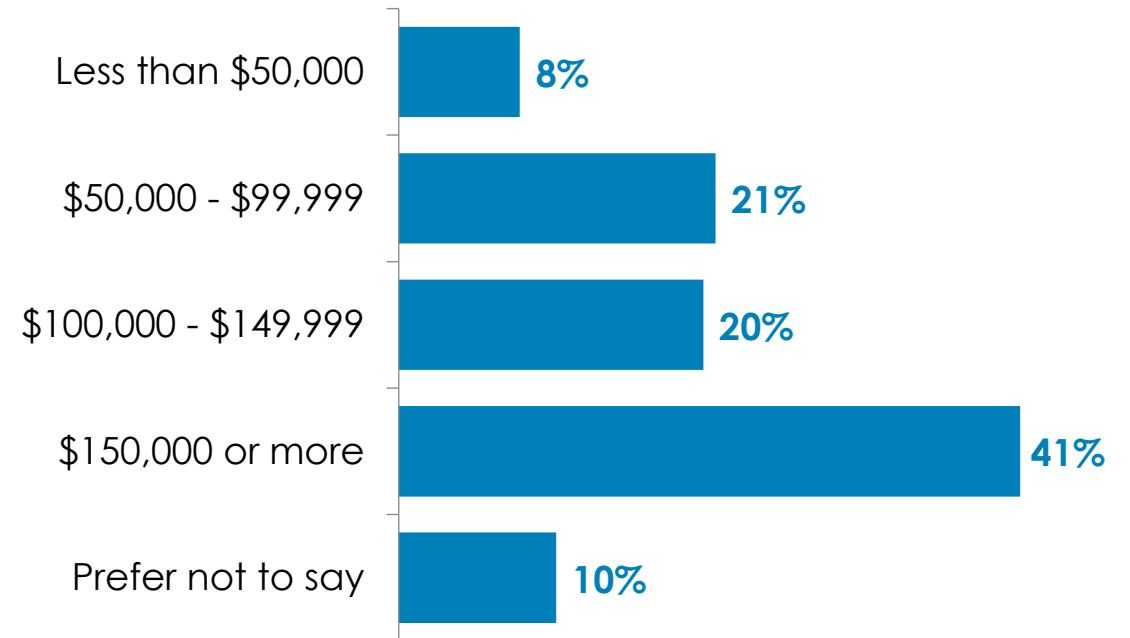
## Age (n=2,126)

- **More than half of respondents** are between ages 26 and 45.



## Income (n=2,123)

- **61% of respondents** have household incomes of over \$100,000.

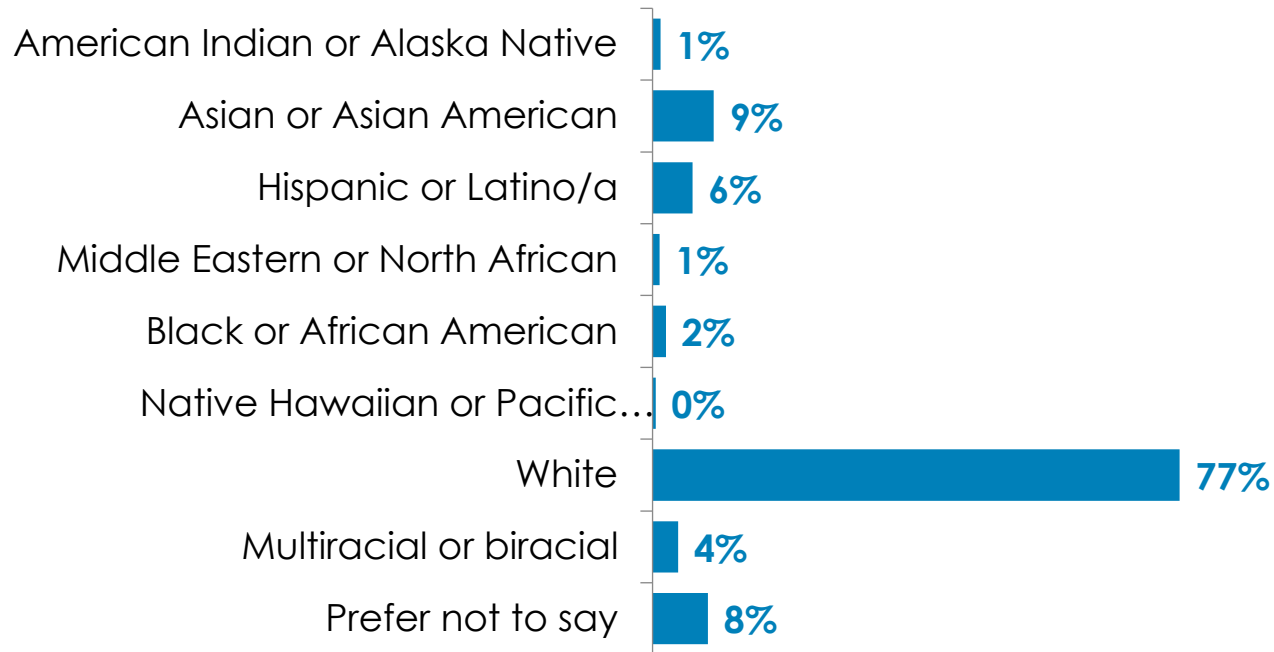


Note: Seattle's median household income was \$115,400 in 2022 (U.S. Census Bureau)

# Race/Ethnicity and Language

## Race/Ethnicity (n=2,116)

- **23% of respondents** are BIPOC\*

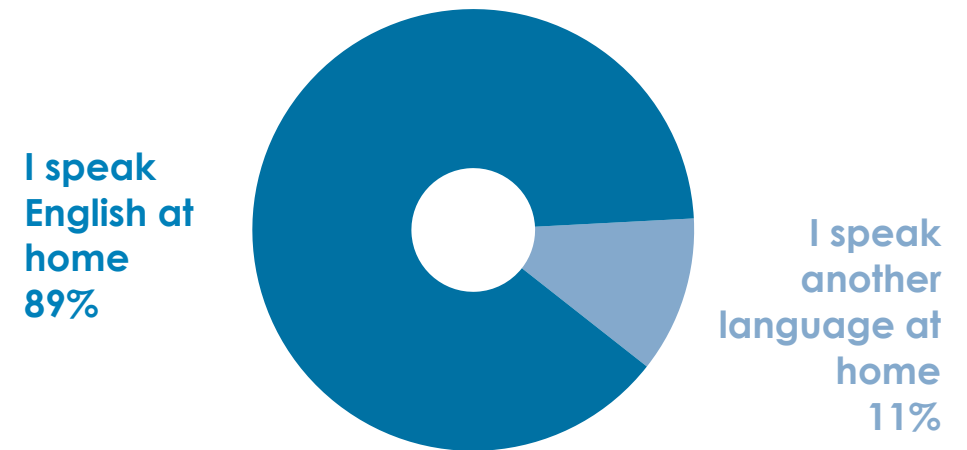


Note: King County was ~64% white alone in 2021 (U.S. Census Bureau).

\*This category includes all respondents who self-identified with a race/ethnicity other than "White" and "Prefer not to say." Respondents could also select multiple race/ethnicity categories.

## Primary Language at Home (n=2,106)

- **89% of respondents** primarily speak English at home.

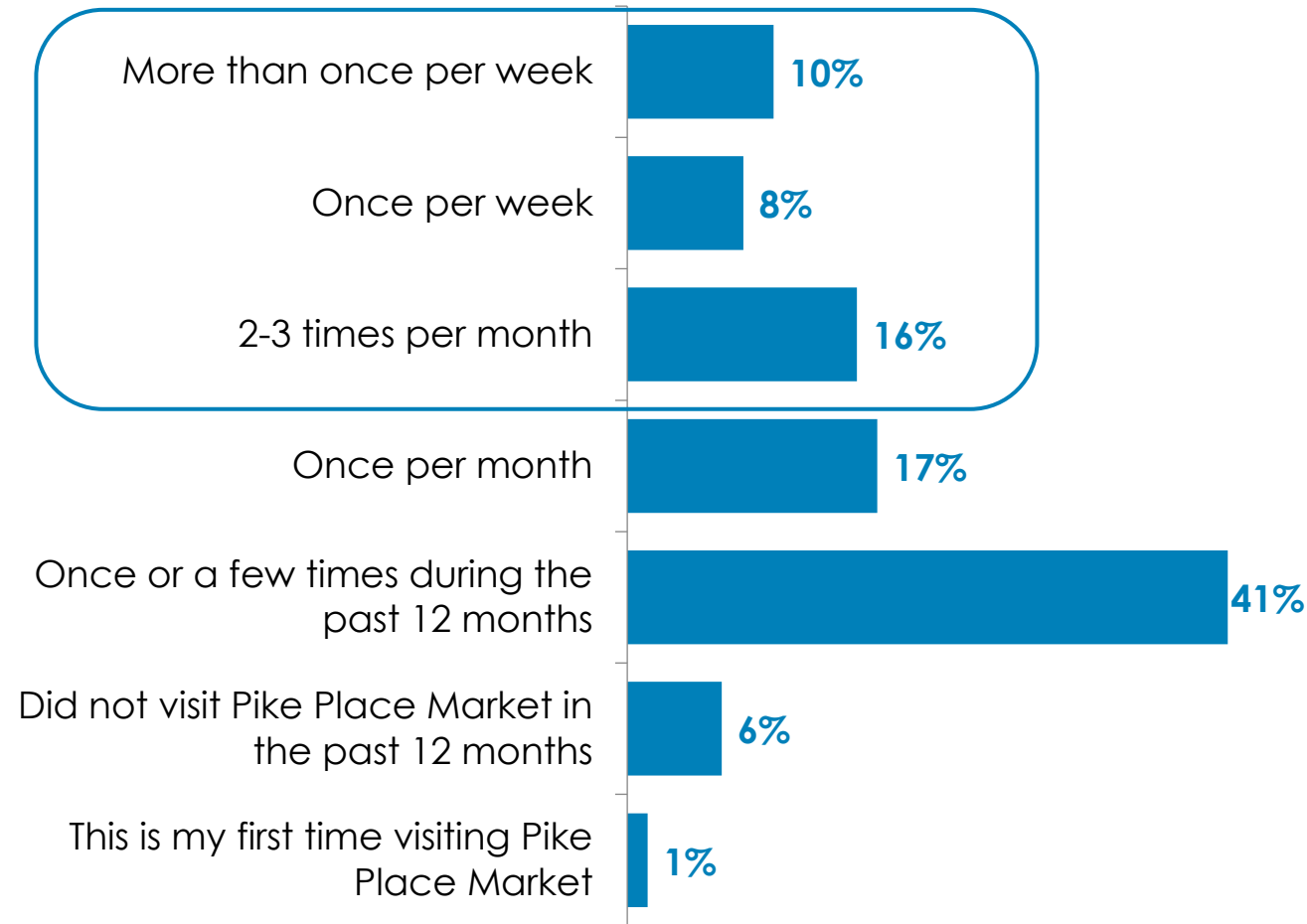


# Questions for Residents and Visitors



# Visiting Pike Place Market

In the last 12 months, approximately how often have you visited Pike Place Market? (n=1,757)



- **1/3 of respondents** visited the market **at least 2-3 times per month**
- 41% visited at least once in the last 12 months but less than once per month

# Residents: Aspects of the Visit

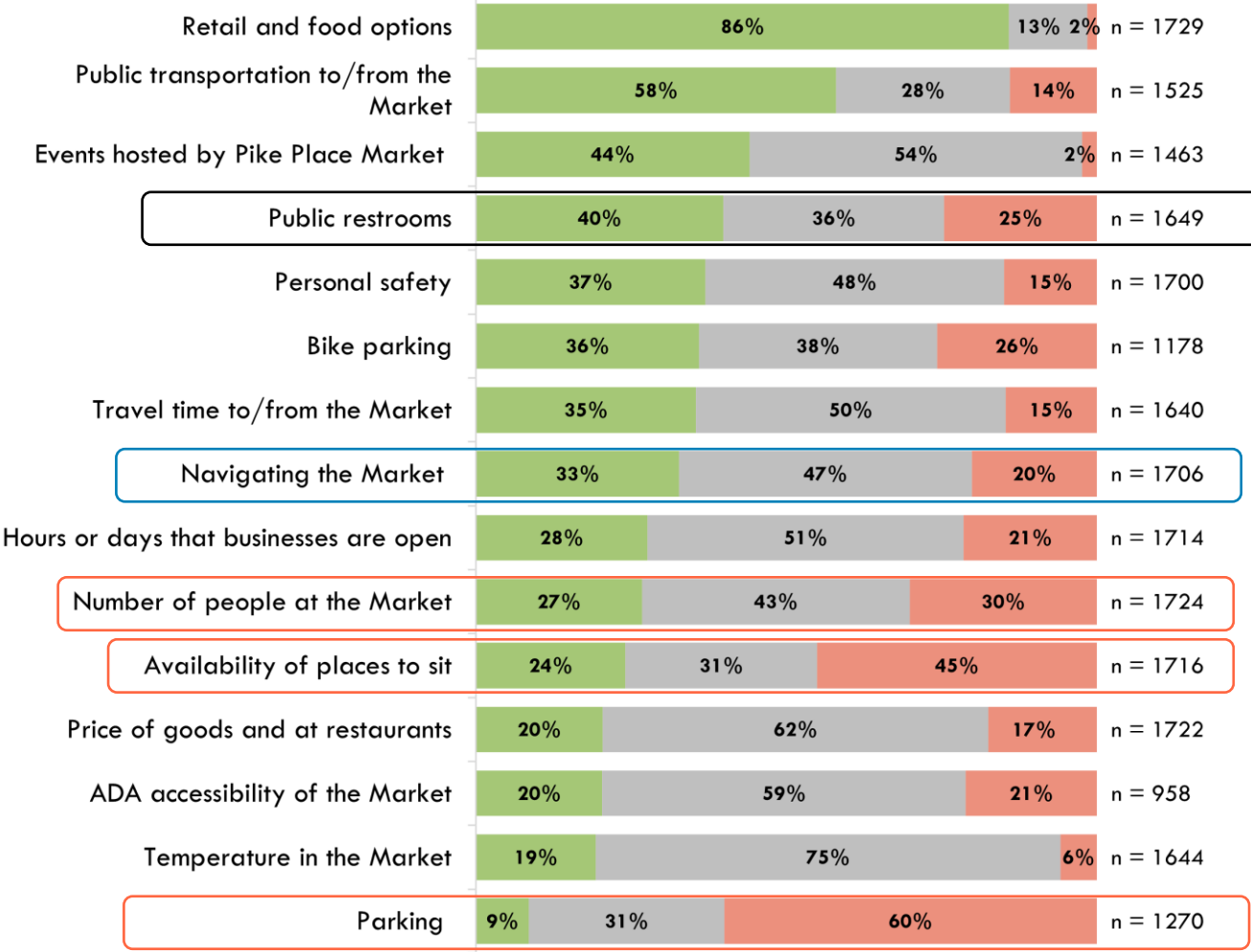
The following **three factors** had a disproportionately **negative impact** in respondents' experience of the Market:

- Parking – **60%**
- Availability of places to sit – **45%**
- Number of people at the Market – **30%**

Perceptions of **public restrooms** are mixed:

- 40% say it positively impacts their experience, while 25% say it negatively impacts their experience.

Please rate how each of the following impacts your experience at Pike Place Market.



■ Positively impacts my experience ■ Neutral ■ Negatively impacts my experience

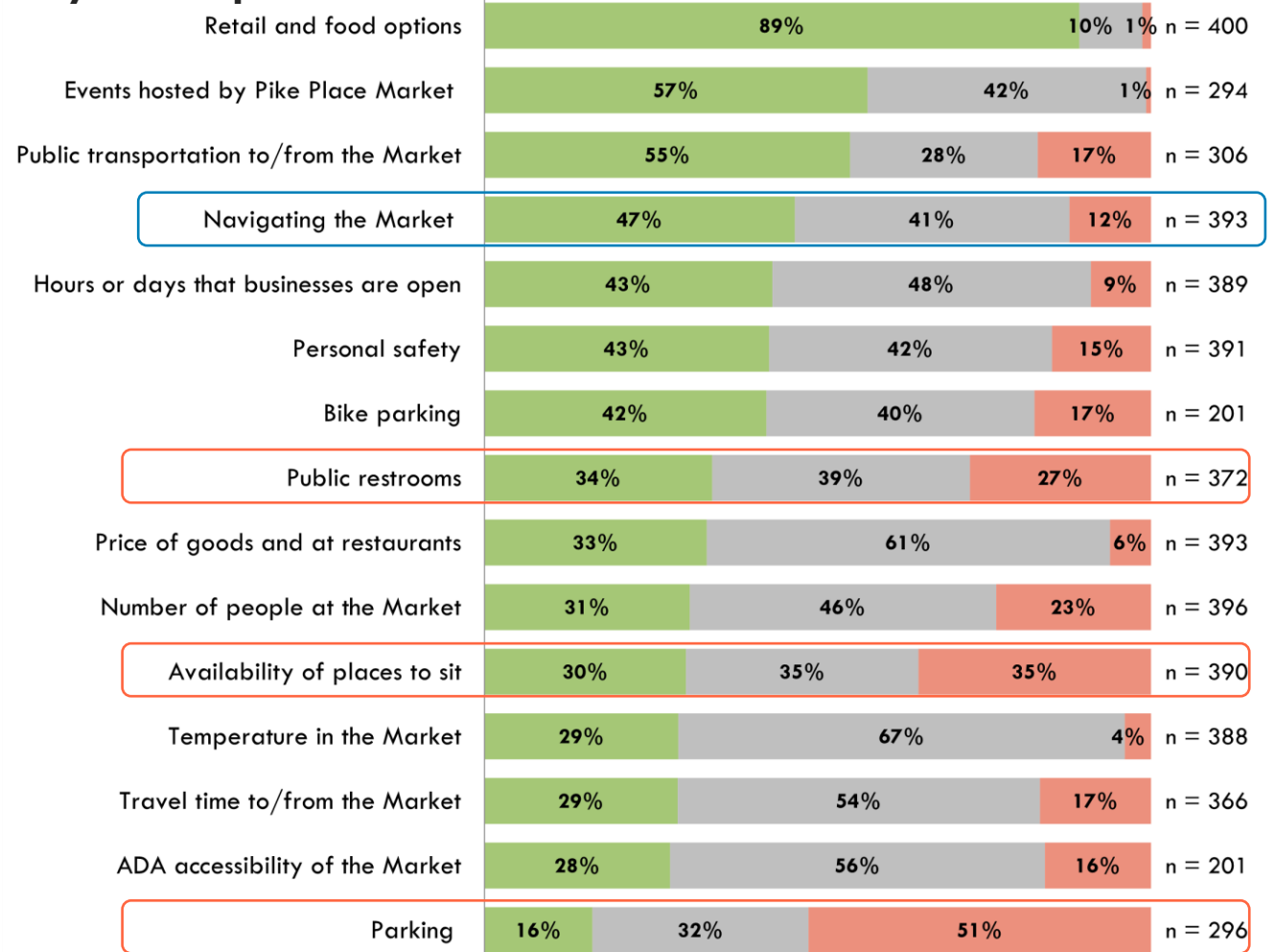
# Visitors: Aspects of the Visit

The following **three factors** had a disproportionately **negative impact** in respondents' experience of the Market:

- Parking – **51%**
- Availability of places to sit – **35%**
- Public restrooms – **27%**

Visitors feel more positively about **navigating the Market** than residents (47% say it positively impacts their experience vs. 33% of residents).

Please rate how each of the following impacts your experience at Pike Place Market.



■ Positively impacts my experience ■ Neutral ■ Negatively impacts my experience

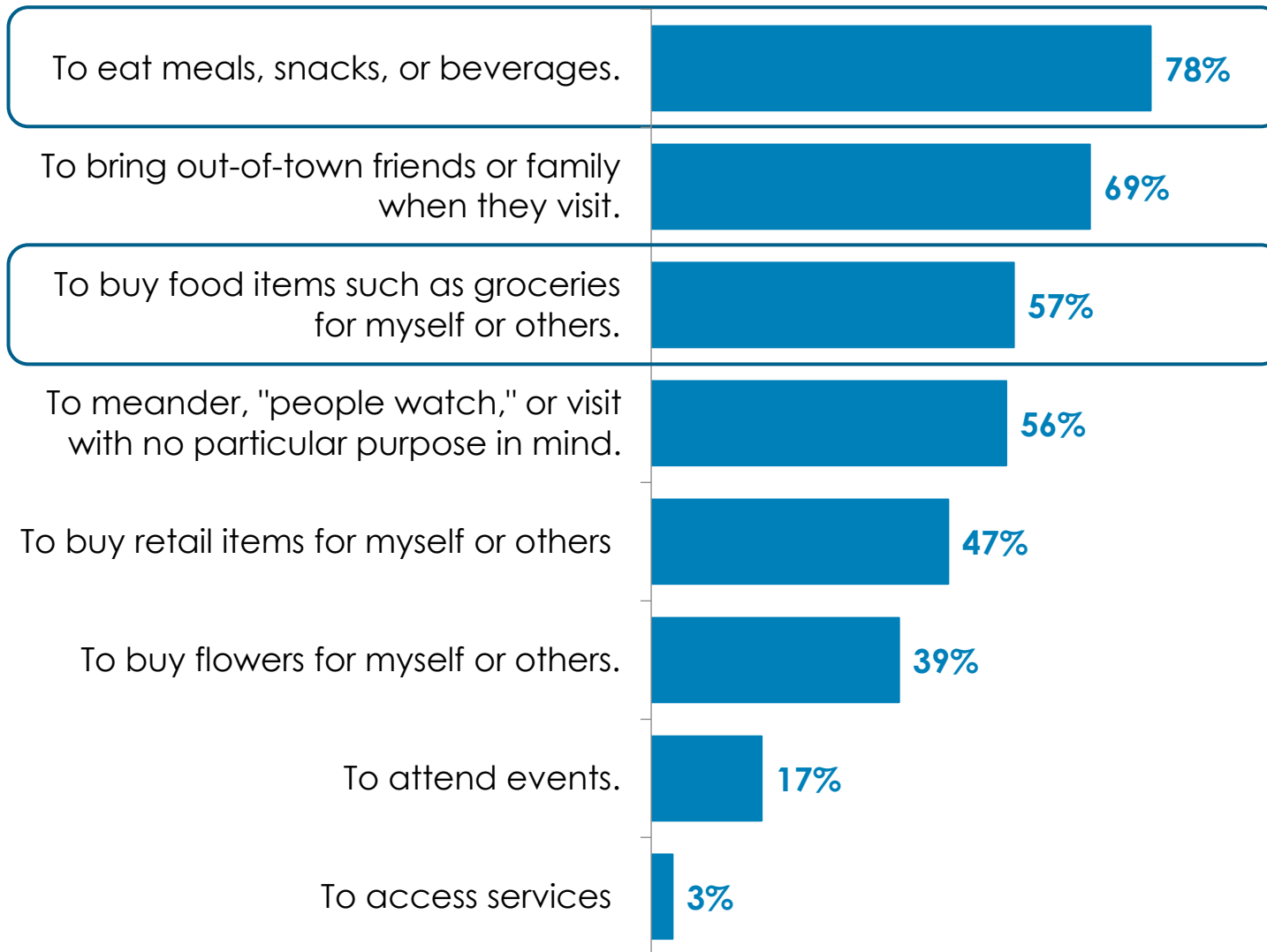
**Questions for Residents Only**

# Key Survey Takeaways from Residents

- The Market **does not feel like a place for locals.**
  - There is a desire for more **local-oriented programming** to cater to residents.
  - **Food-related programming** could encourage residents to visit more often.
  - King County residents do not view the Market as a **service provider, launchpad for new businesses,** or a venue **to attend events.**
- **Parking and availability of places to sit** are key factors that negatively impact overall experience for both visitors and residents, and there is a desire for Pike Place street to be **managed differently.**

# Residents: Reasons for Visit and Purchase Habits

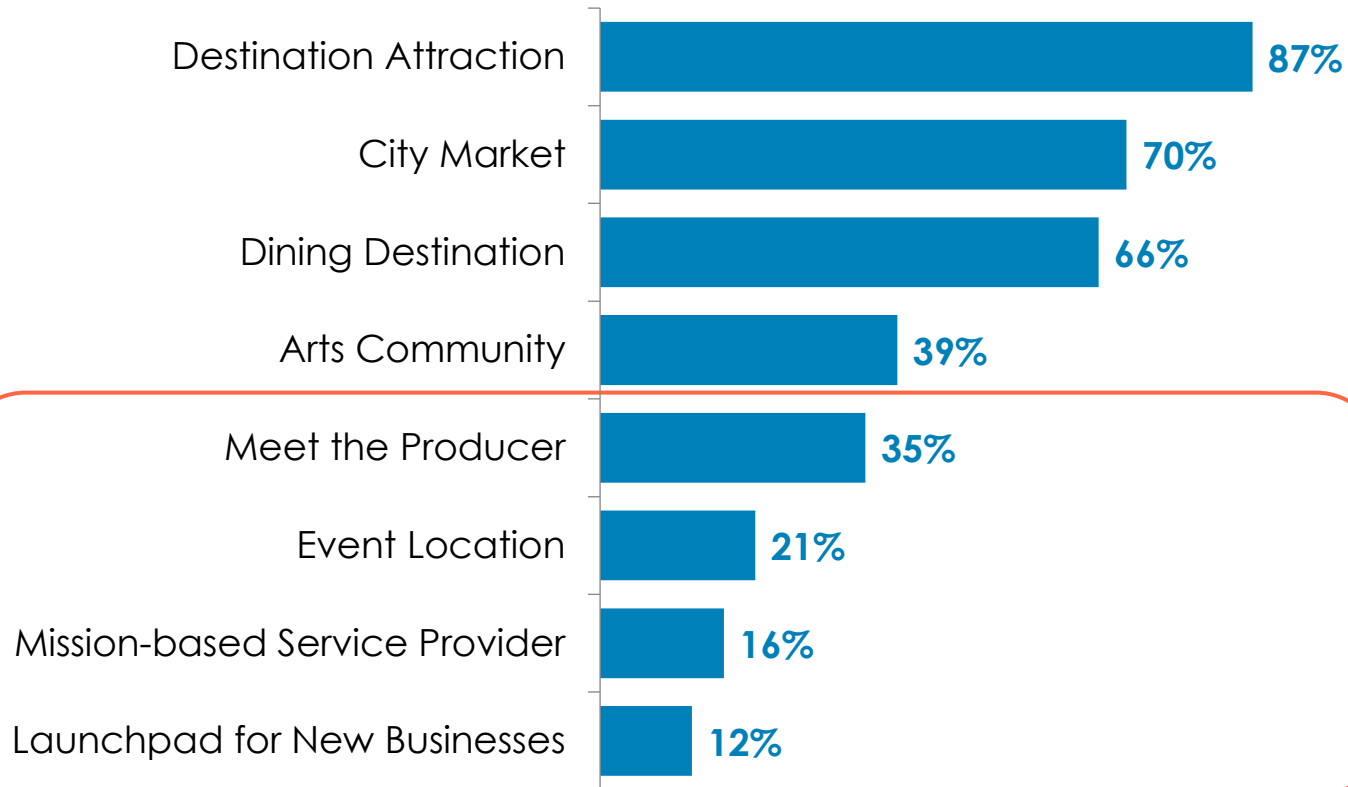
Why do you generally visit Pike Place Market? (check all that apply) n=1,757



Two of the top three reasons why King County residents visit the Market are **food related**.

# Residents: Perceptions of Pike Place Market

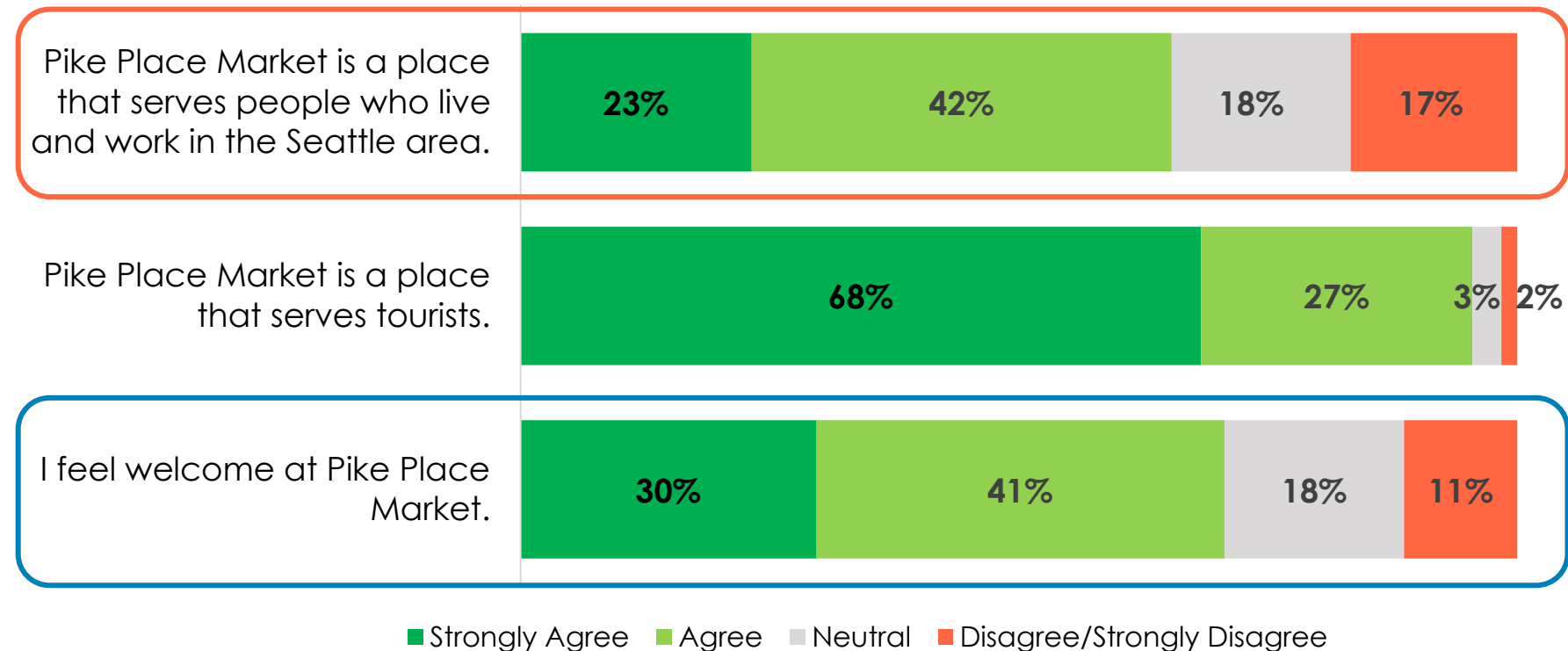
What do you think of when you think of Pike Place Market (check all that apply)  
n=1,752



- Few King County residents see the Market as a place to support **small businesses, event location, service provider, or launchpad for new businesses.**
- Highlighting these aspects of the Market could be important to re-orienting the Market to residents.

# Residents: Agreement with Statements

- **Only 23% strongly agree** that the Market serves people who live and work in Seattle, while **68% strongly agree** that it is a place that serves tourists.
- **71% agree or strongly agree** that they feel **welcomed at the Market**.
  - BIPOC and white responses were very similar.

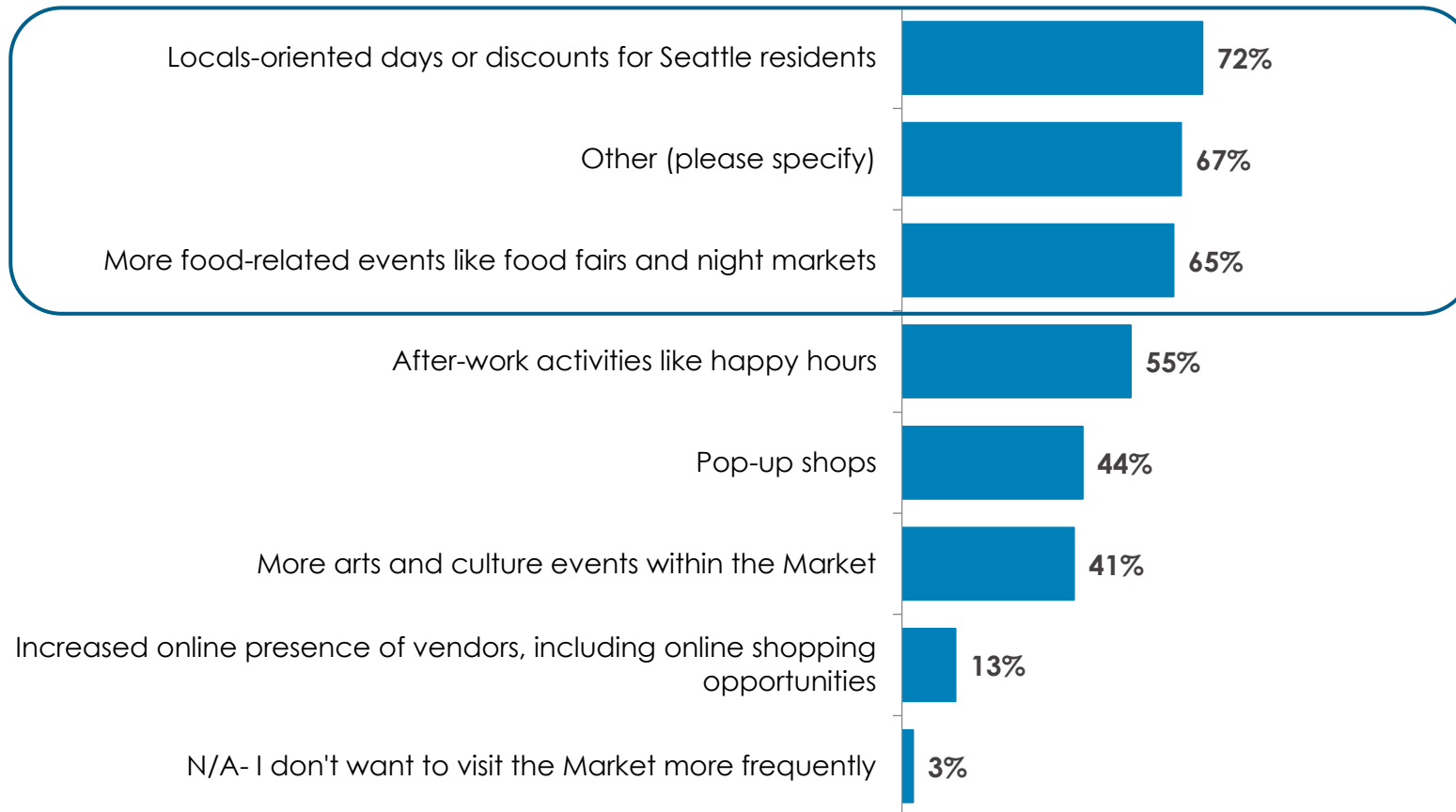


n = 1,768



# Residents: Reasons to Visit More

Which of the following would encourage you to visit Pike Place Market or shop at the vendors/merchants more frequently? (check all that apply) n=1,446



**Dedicated programming for residents and food-related events** could encourage residents to visit more often.

The open-ended comments under “Other (please specify)” mostly related to managing Pike Pl. differently.



## Residents: “Other (please specify)” Responses to Reasons to Visit More

Most of the open responses commented on various aspects of managing Pike Place street differently.

“

“More **seating and common spaces** for people - not cars and on-street car parking!”

“**Pedestrianize** the street with removable bollards for deliveries!”

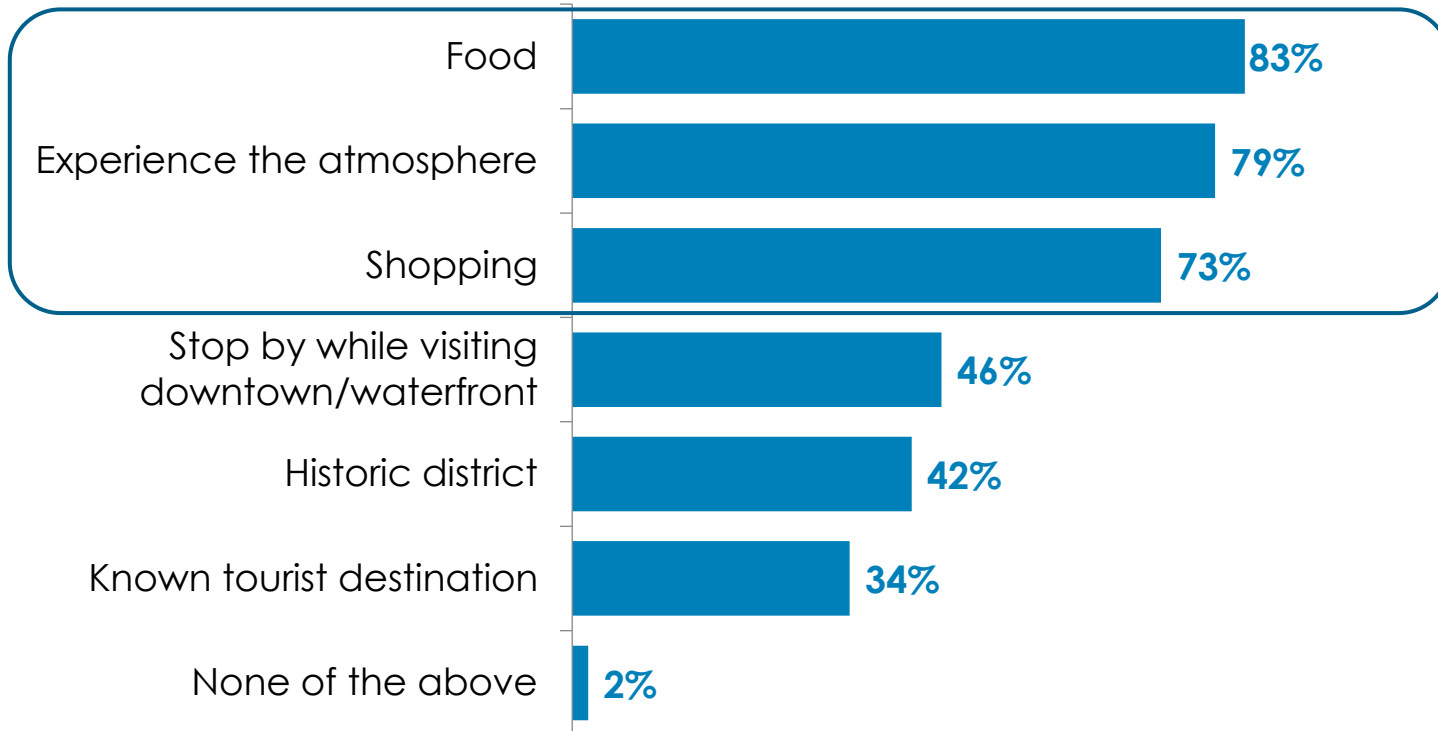
“Shaded public seating areas. Clean and well-maintained parks. Less cars, **more walkable/bikeable areas**. Affordable prices. Allowing the public to have visual and physical access to the Puget Sound.”

”

**Questions for Visitors Only**

# Visitors: Reasons for Visit

Why did you visit/do you typically visit Pike Place Market? (check all that apply) n=406



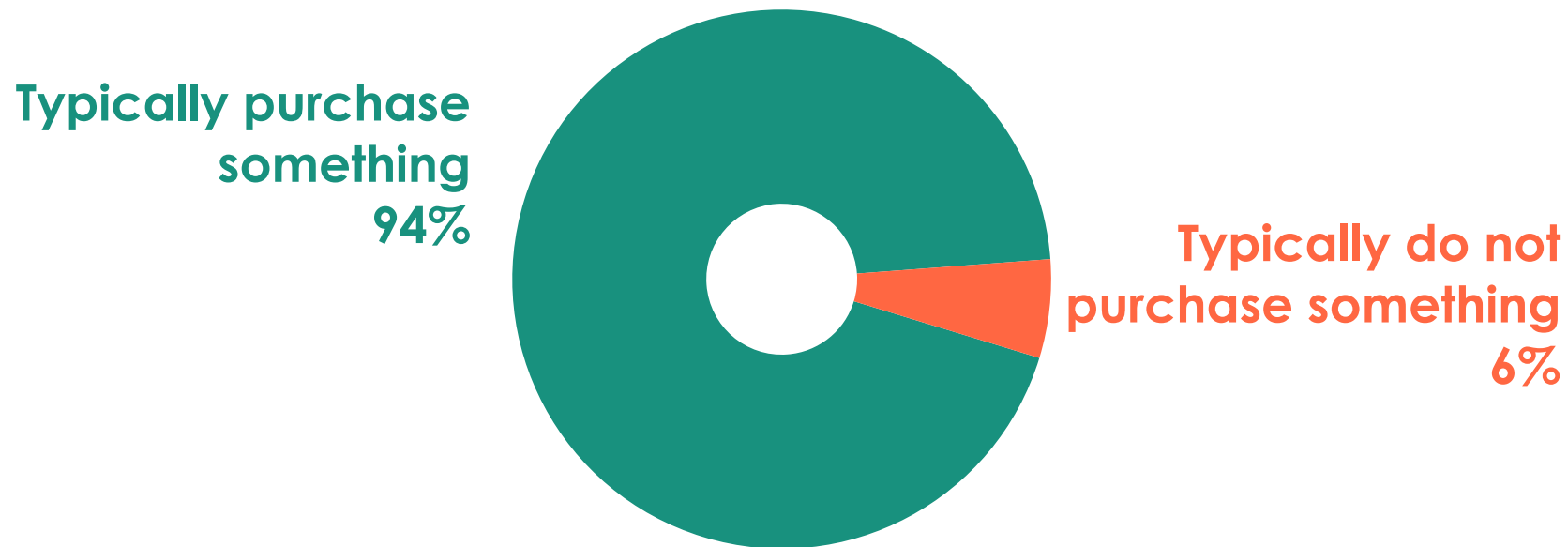
**Top reasons** why visitors visit the Market include:

- Food
- Experiencing the atmosphere
- Shopping

# Visitors: Purchase Habits

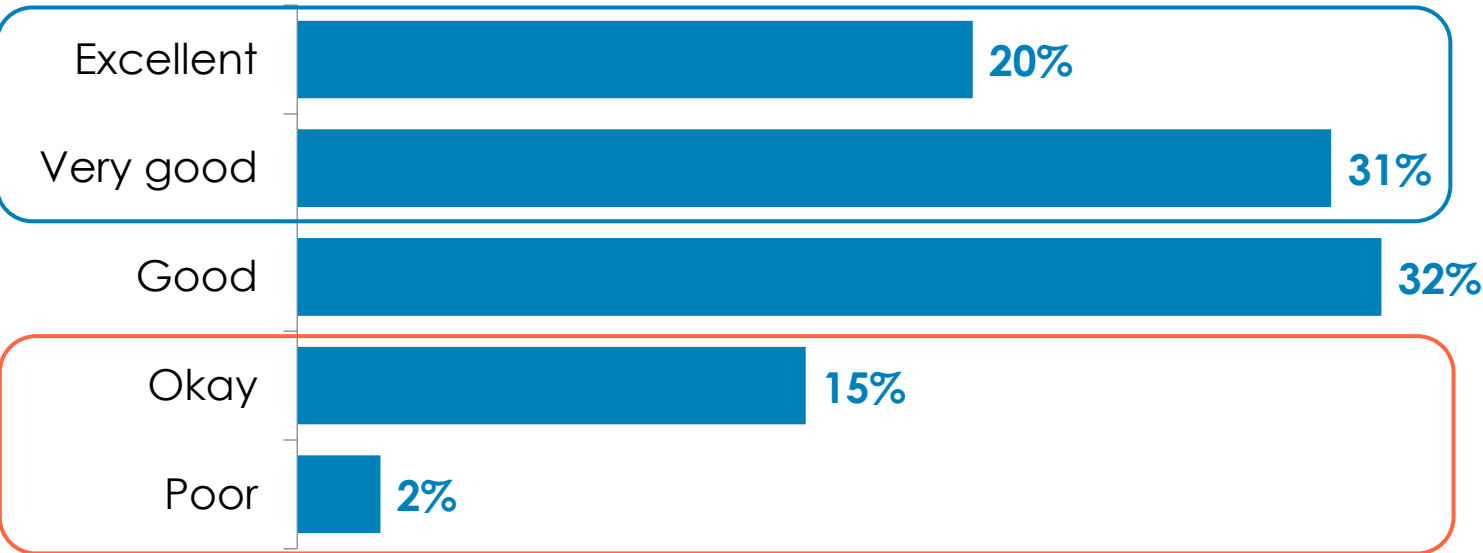
The vast majority of visitors indicated that they **typically purchase something** at the Market.

When you visited/typically visit the Pike Place Market, did/do you purchase something? n=406



# Visitors: Overall Experience

How would you rate your overall experience at Pike Place Market? (n=406)



- **51% of visitors** rated their overall visit as **very good** or **excellent**.
- **17% of visitors said their visit was okay or poor.**
  - Higher rates of “okay” or “poor” came from younger age groups.
  - There were no substantial differences between BIPOC and white, or by various income groups.

# Survey Instrument





# SurveyMonkey Resident Survey

## Pike Place Market Master Plan Survey

4. Why do you generally visit Pike Place Market? (check all that apply)

- To buy flowers for myself or others.
- To access services (i.e., the Market Commons, Neighborcare Health, Child Care & Preschool, Food Bank, Heritage House, or Senior Center).
- To attend events.
- To buy food items such as groceries for myself or others.
- To meander, "people watch," or visit with no particular purpose in mind.
- To eat meals, snacks, or beverages.
- To bring out-of-town friends or family when they visit.
- To buy retail items for myself or others (i.e. arts & crafts, books, gifts, etc.)

Other (please specify)

5. How much would you agree with each of the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Pike Place Market is a place that serves people who live and work in the Seattle area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pike Place Market is a place that serves tourists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel welcome at Pike Place Market.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. What do you think of when you think of Pike Place Market (Check all that apply)

- City Market:** a place to shop for goods to bring home.
- Dining Destination:** a place to enjoy eating and drinking foods and beverages.
- Launchpad for New Businesses:** where new businesses are introduced.
- Destination Attraction:** a place for a day trip or leisure excursion to downtown or the waterfront.
- Event Location:** a place that has interesting events and happenings across the seasons.
- Meet the Producer:** a place to meet the farmers and crafters who produce our foods, flowers, and handmade goods.
- Mission-based Service Provider:** a provider of services to the community.
- Arts Community:** a place to enjoy art galleries, entertainment, and the Craft Market to find one-of-a-kind products.

# SurveyMonkey Resident Survey

7. Please rate how each of the following impacts your experience at Pike Place Market.

	Negatively impacts my experience	Neutral	Positively impacts my experience	Not applicable
<b>ADA accessibility</b> of the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Navigating</b> the Market (e.g., finding my way around)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of <b>people</b> at the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Public transportation</b> to/from the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Events</b> hosted by Pike Place Market (e.g., Flower Festival, Magic in the Market)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public <b>restrooms</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal <b>safety</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Retail and food</b> options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Bike</b> parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Travel time</b> to/from the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Parking</b> (e.g., street parking, private lots, or the Market parking lot)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of <b>places to sit</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours or days that <b>businesses are open</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Temperature</b> in the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Price</b> of goods and at restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Which of the following would encourage you to visit Pike Place Market or shop at the vendors/merchants more frequently? (check all that apply)

- After-work activities like happy hours
- Locals-oriented days or discounts for Seattle residents
- Increased online presence of vendors, including online shopping opportunities
- Pop-up shops
- More arts and culture events within the Market
- More food-related events like food fairs and night markets
- N/A- I don't want to visit the Market more frequently

Other (please specify)



Prev Next

# SurveyMonkey Resident Survey

## Pike Place Market Master Plan Survey

9. What is your age?

- Under 18
- 18-25
- 26-45
- 46-65
- 66-85
- 86 or older

10. What is your annual household income?

- Less than \$50,000
- \$50,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 or more
- Prefer not to say

11. What race or ethnicity do you most identify with? (check all that apply)

- American Indian or Alaska Native
- Asian or Asian American
- Hispanic or Latino/a
- Middle Eastern or North African
- Black or African American
- Native Hawaiian or Pacific Islander
- White
- Multiracial or biracial
- Prefer not to say

12. Do you primarily speak a language at home, other than English?

- Yes, I speak another language at home
- No, I speak English at home

13. Would you like to receive email updates and announcements from Pike Place Market?

- Yes
- No

Enter email address



Prev Done



# SurveyMonkey Visitor Survey

## Pike Place Market Master Plan Survey

4. Why did you visit/do you typically visit Pike Place Market? (check all that apply)

- Shopping
- Food
- Experience the atmosphere
- Historic district
- Known tourist destination
- Stop by while visiting downtown/waterfront
- None of the above

5. When you visited/typically visit Pike Place Market, did/do you purchase something?

- Yes
- No

6. How would you rate your overall experience at Pike Place Market?

- Poor
- Okay
- Good
- Very good
- Excellent

7. Please rate how each of the following impacts your experience at Pike Place Market.

	Negatively impacts my experience	Neutral	Positively impacts my experience	Not applicable
<b>ADA accessibility</b> of the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Travel time</b> to/from the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Public transportation</b> to/from the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Temperature</b> in the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Public restrooms</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours or days that <b>businesses are open</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Navigating</b> the Market (e.g., finding my way around)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Parking</b> (e.g., street parking, private lots, or the Market parking lot)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of <b>people</b> at the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Price</b> of goods and at restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Bike parking</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Retail and food options</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Events</b> hosted by Pike Place Market (e.g., Flower Festival, Magic in the Market)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of <b>places to sit</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal <b>safety</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

50%

Prev

Next

# SurveyMonkey Visitor Survey

## Pike Place Market Master Plan Survey

8. What is your age?

- Under 18
- 18-25
- 26-45
- 46-65
- 66-85
- 86 or older

9. What is your annual household income?

- Less than \$50,000
- \$50,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 or more
- Prefer not to say

10. What race or ethnicity do you most identify with? (check all that apply)

- American Indian or Alaska Native
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- Native Hawaiian or Pacific Islander
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- Multiracial or biracial
- Prefer not to say

11. Do you primarily speak a language at home, other than English?

- Yes, I speak another language at home
- No, I speak English at home

12. Would you like to receive email updates and announcements from Pike Place Market?

- Yes
- No

Enter email address



Prev Done