

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”

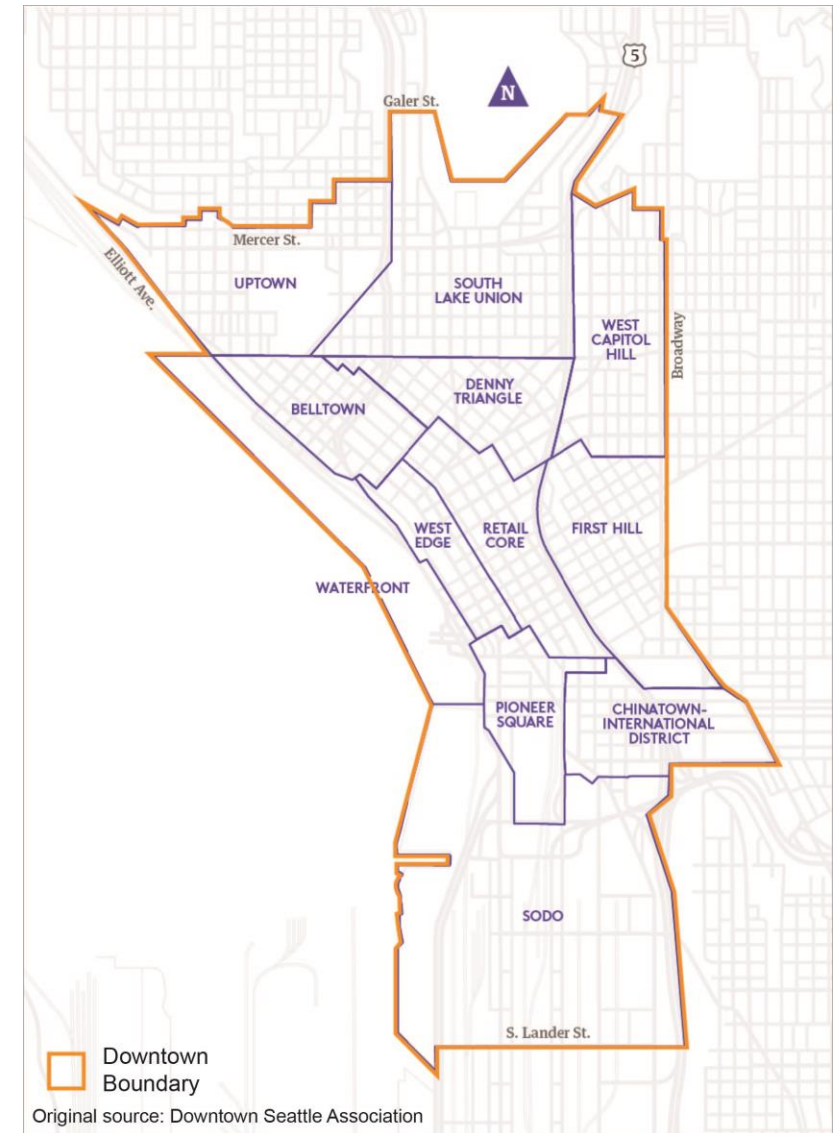
Survey respondents who **live in** King County.

“Downtown Seattle”

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

“Visitors”

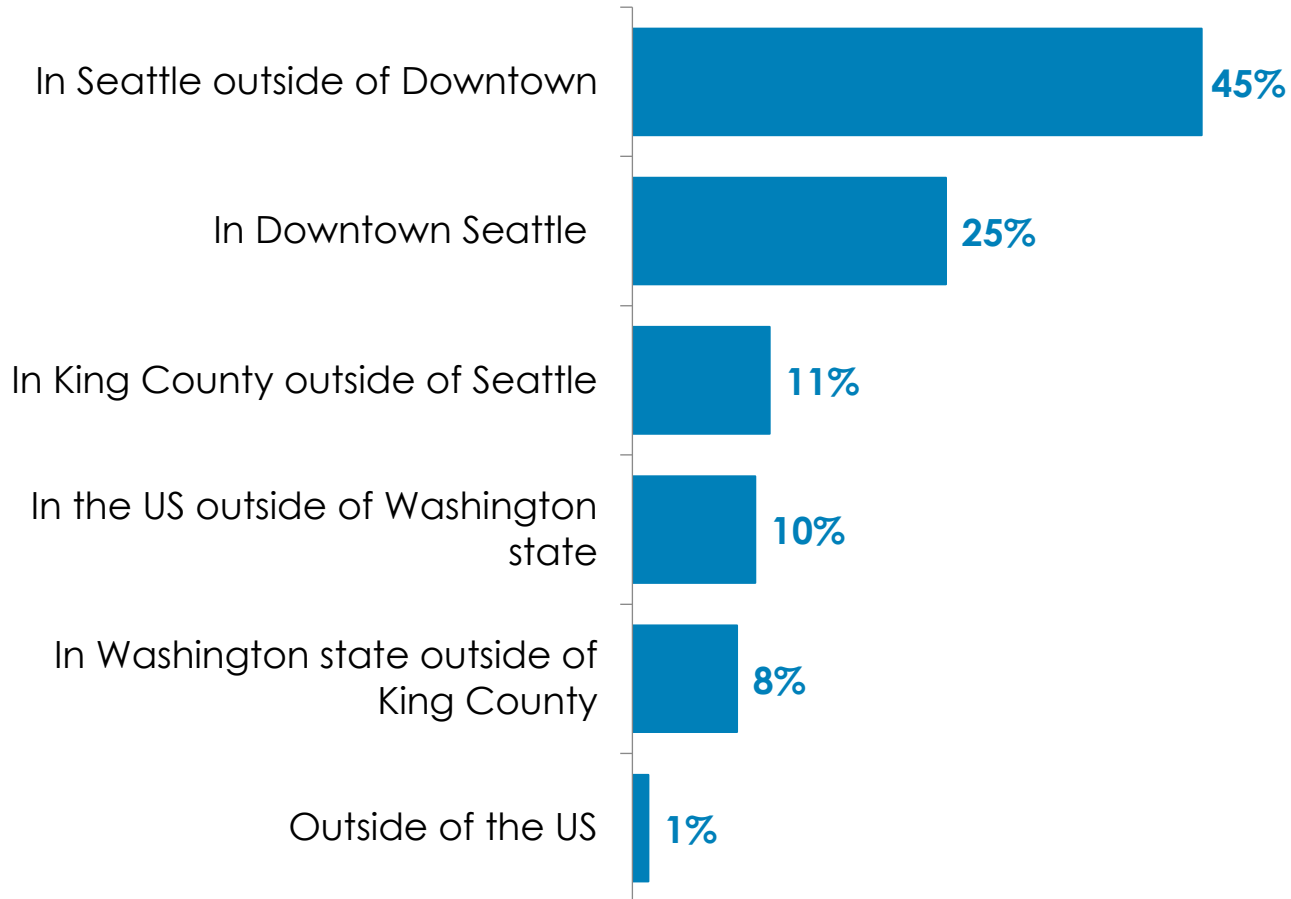
Survey respondents who **live outside** King County.



Residence and Work

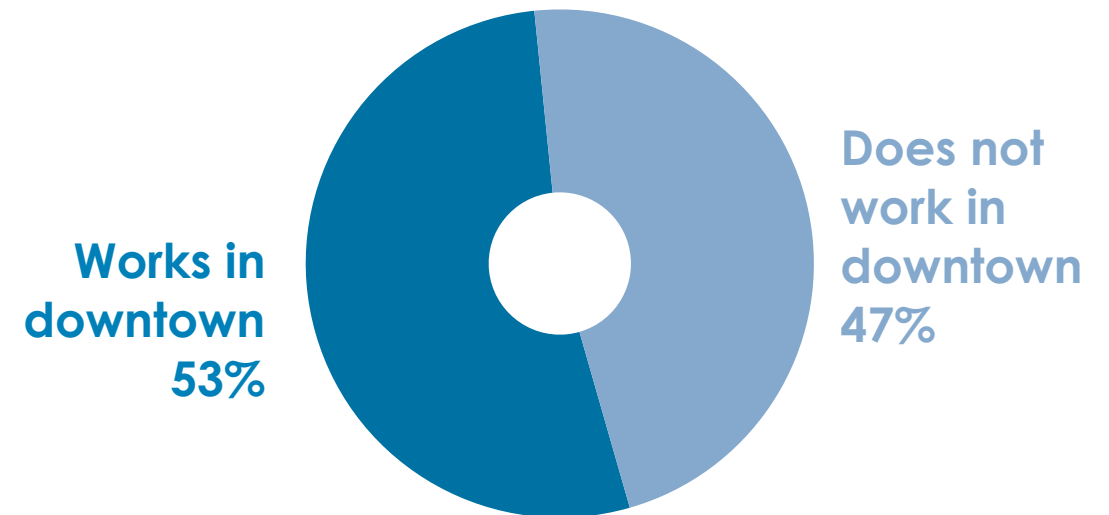
Where do you live? (n=2,365)

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



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

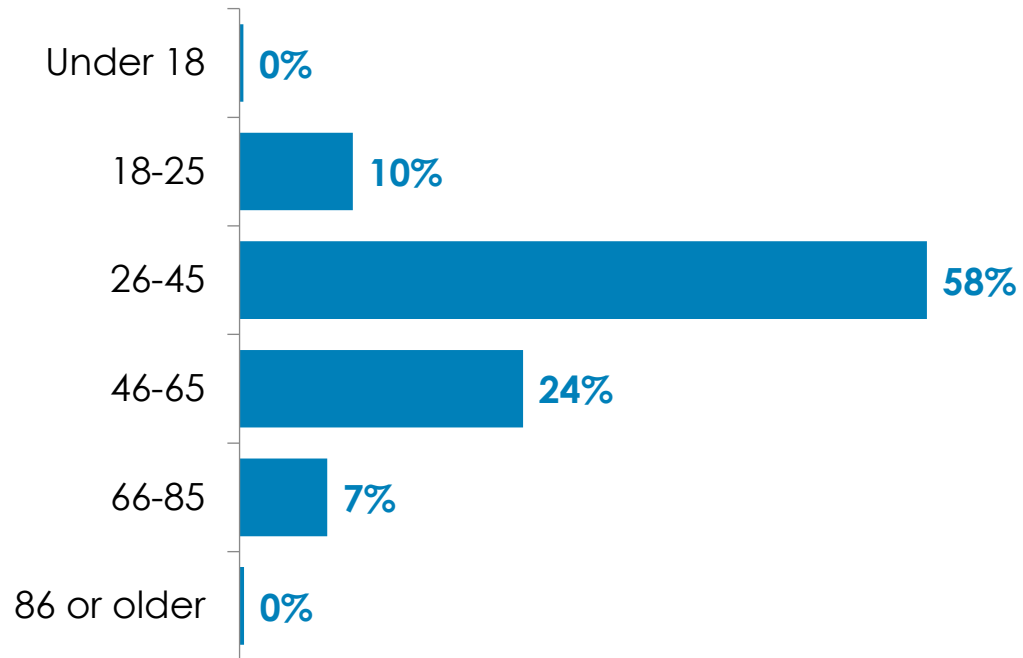
- **About half of all respondents work in downtown** at least a few times per month.



Age and Income

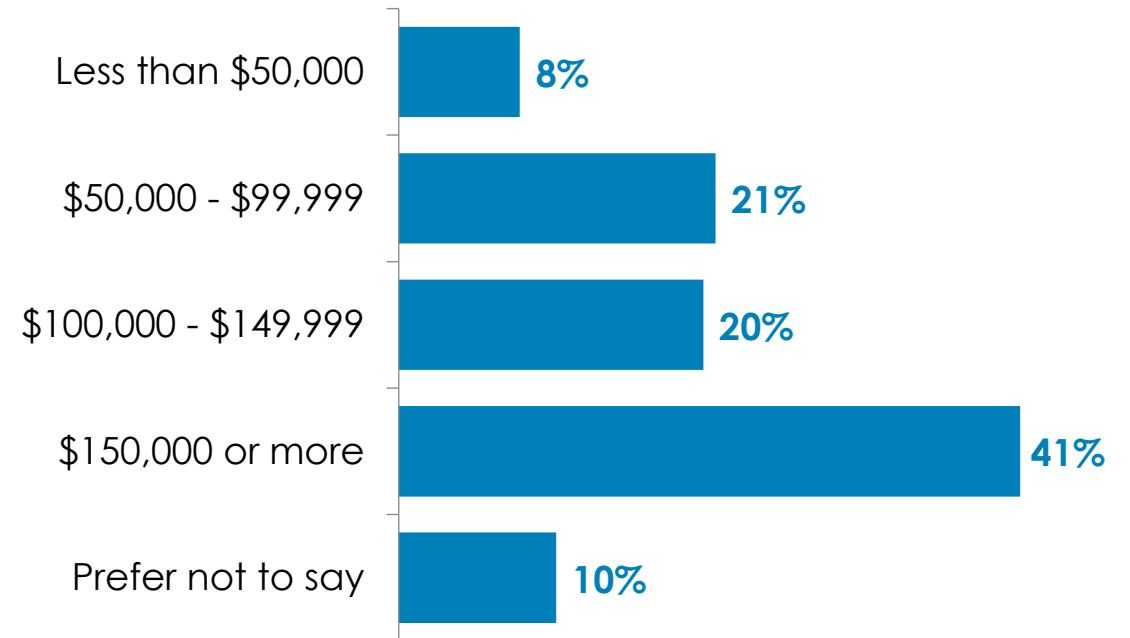
Age (n=2,126)

- **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.

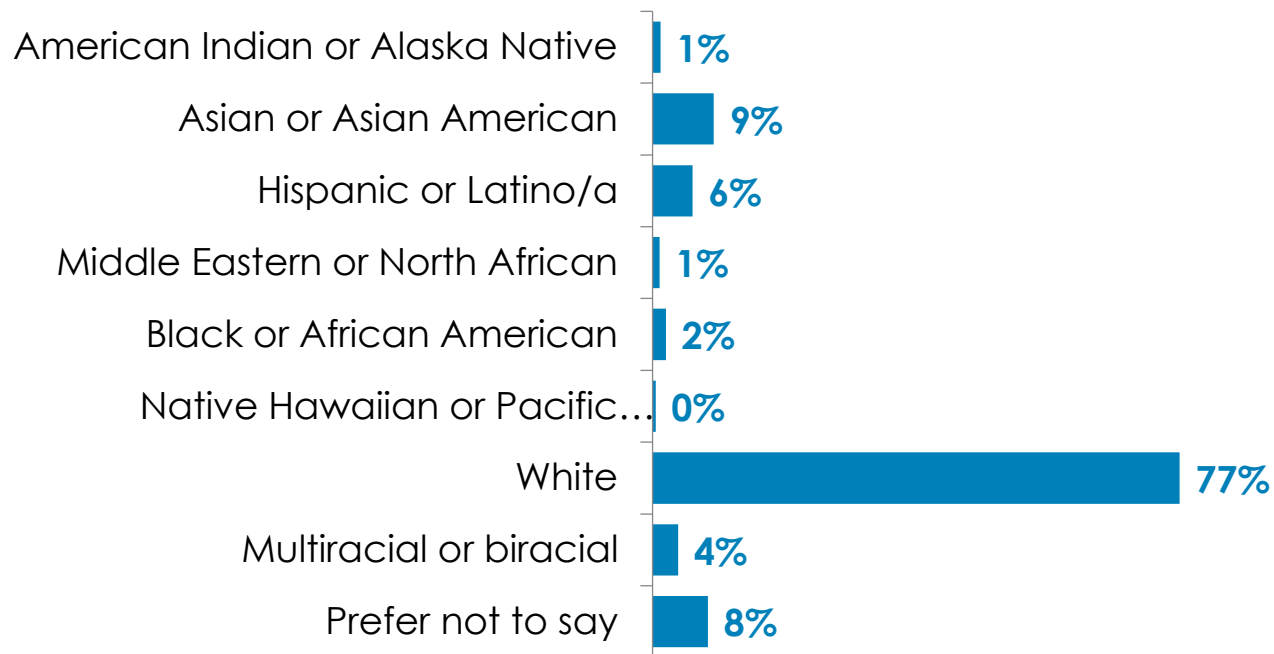


Note: Seattle's median household income was \$115,400 in 2022 (U.S. Census Bureau)

Race/Ethnicity and Language

Race/Ethnicity (n=2,116)

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

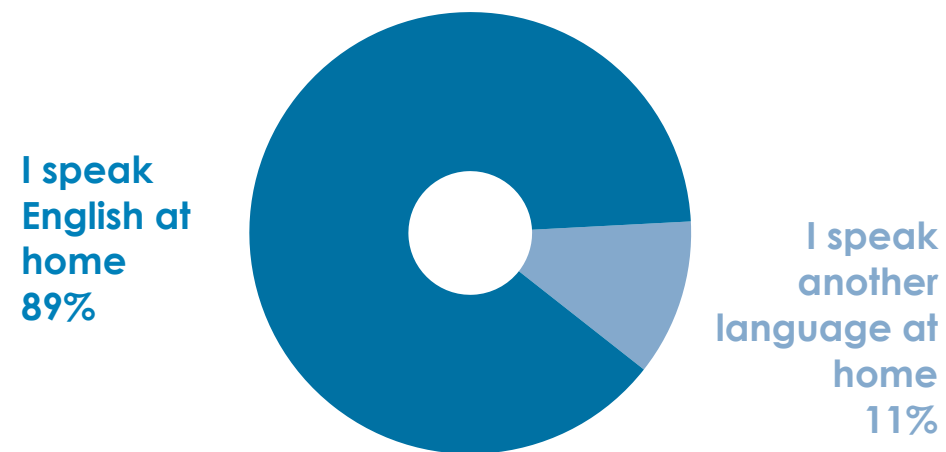


Note: King County was ~64% white alone in 2021 (U.S. Census Bureau).

*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)

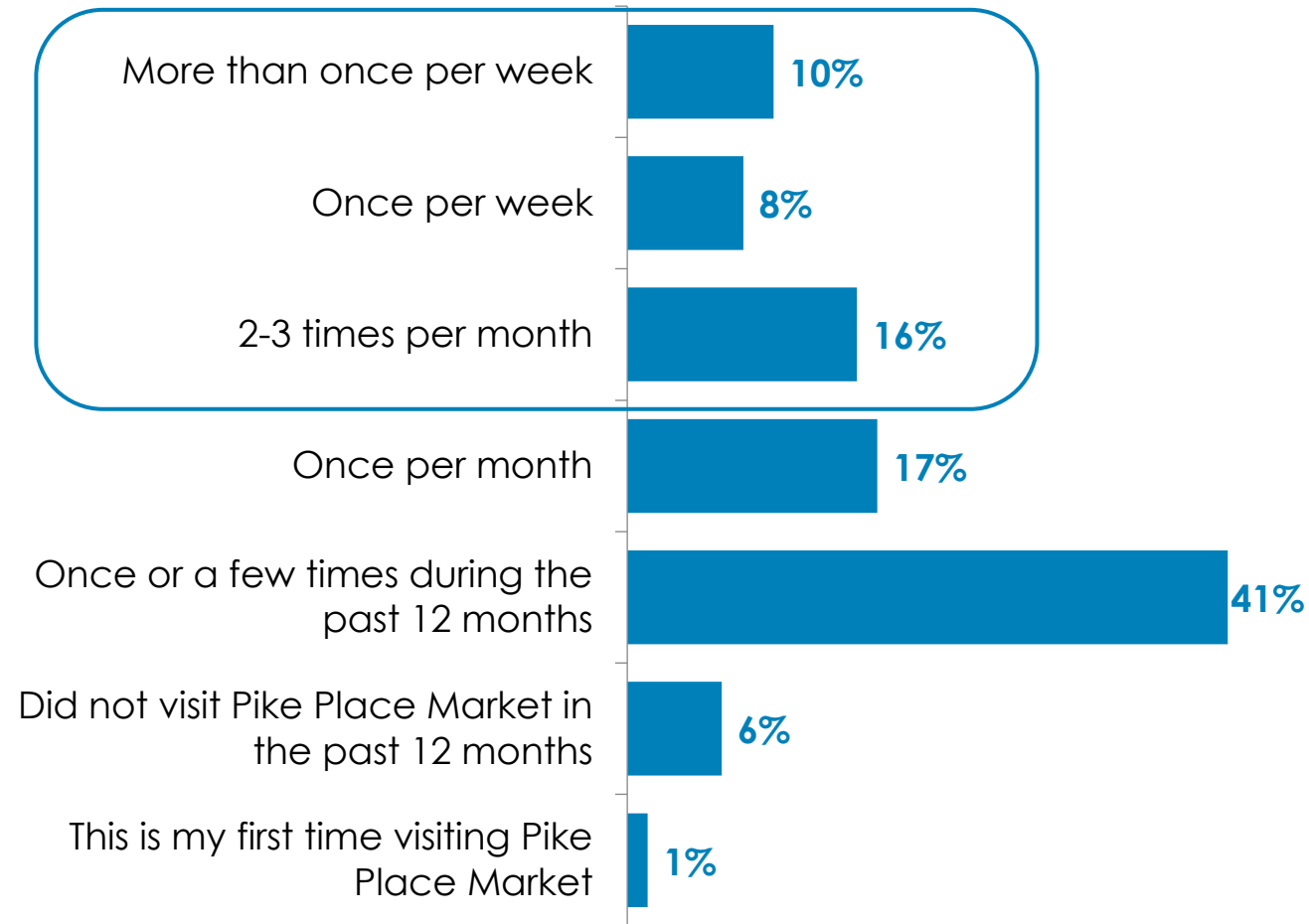
- **89% of respondents** primarily speak English at home.



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

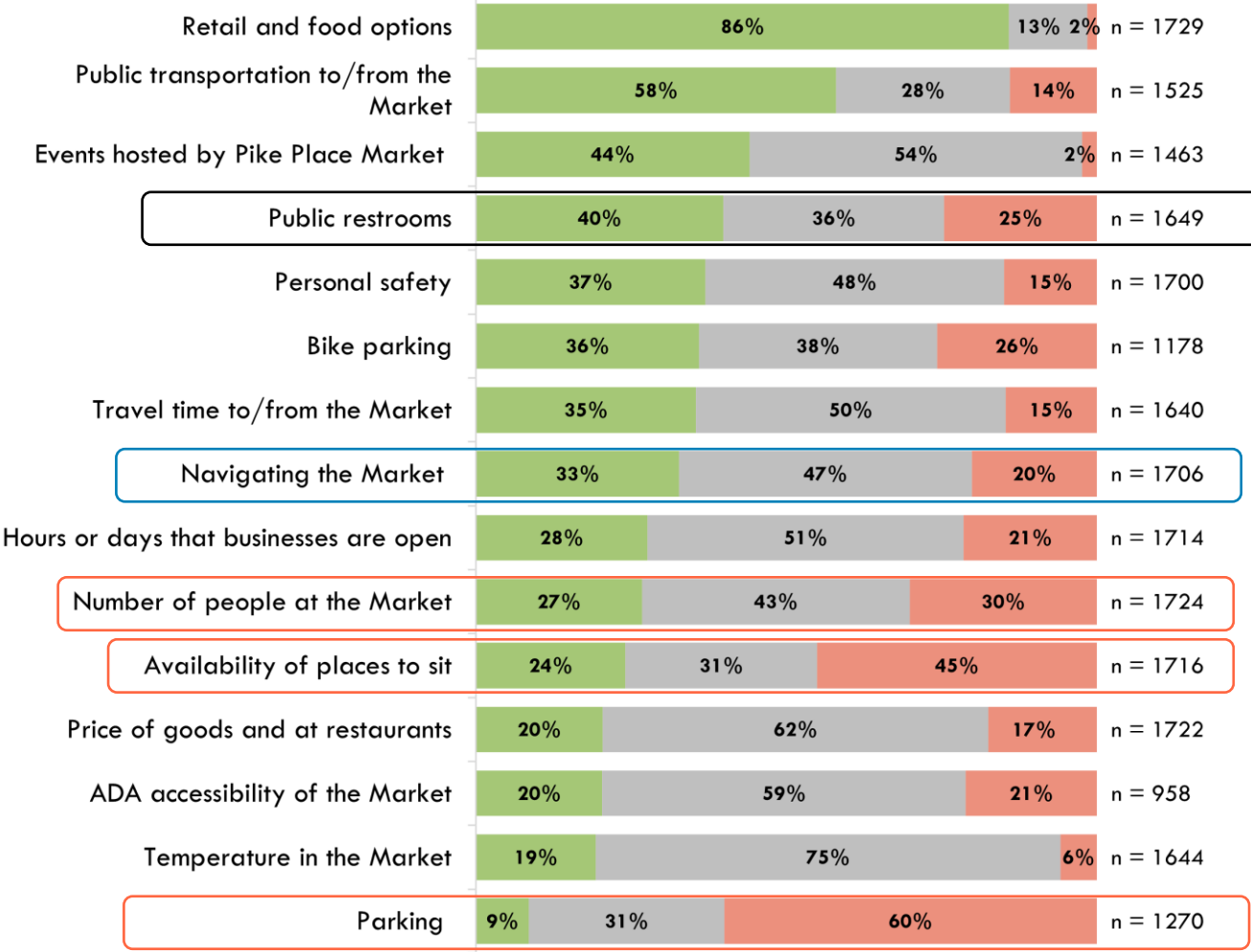
The following **three factors** had a disproportionately **negative impact** in respondents' experience of the Market:

- 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

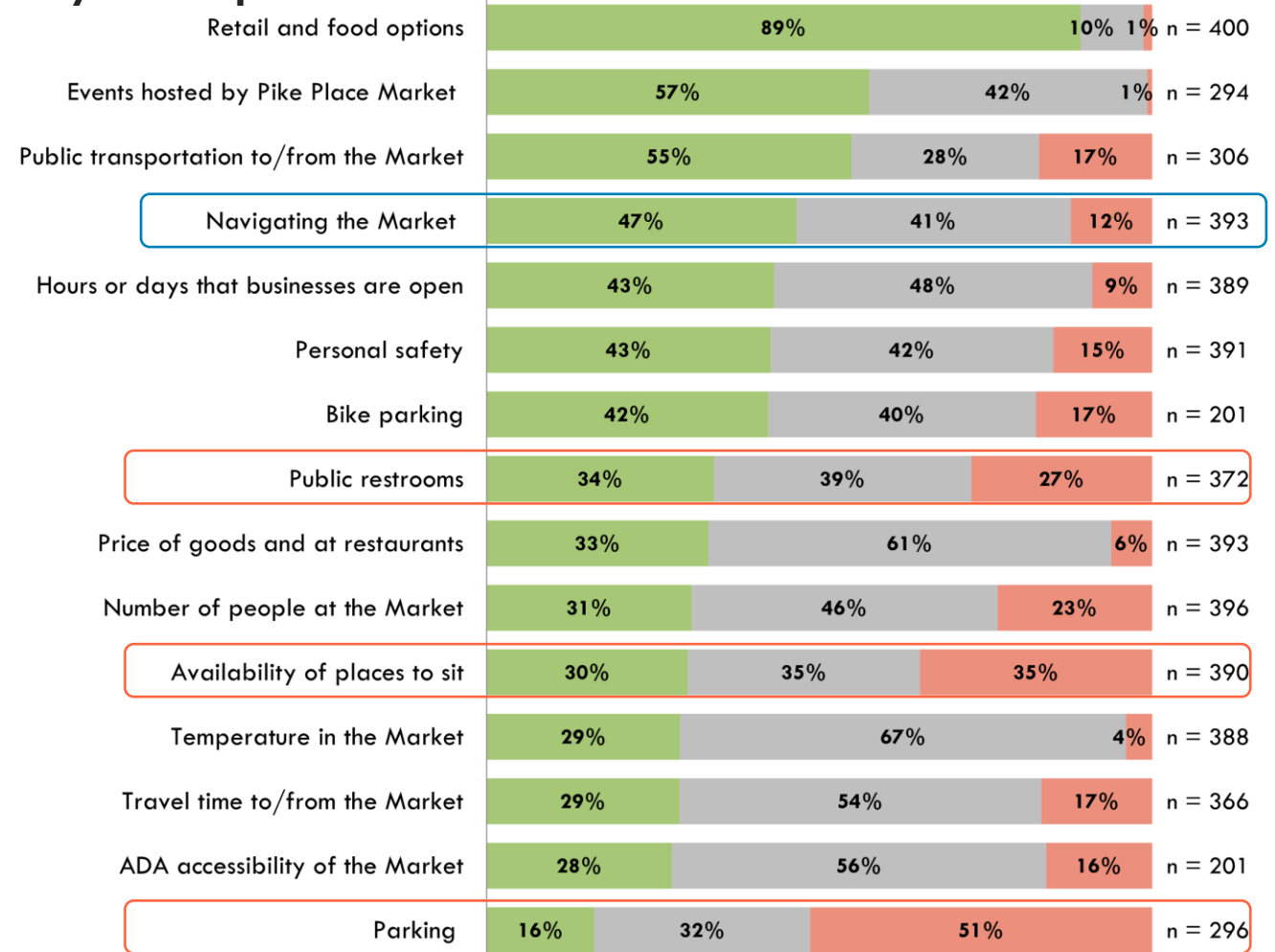
Visitors: Aspects of the Visit

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

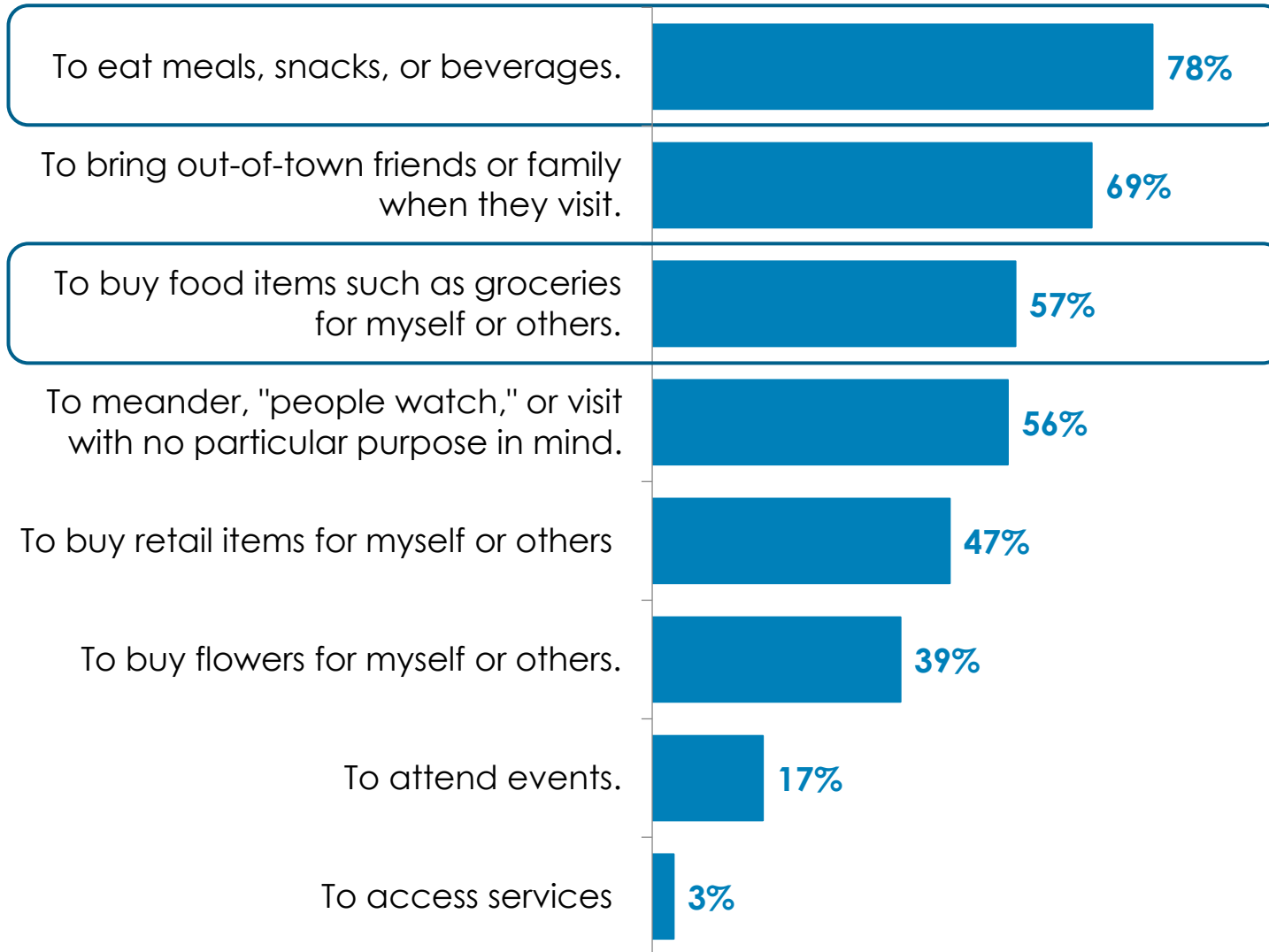
Questions for Residents Only

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

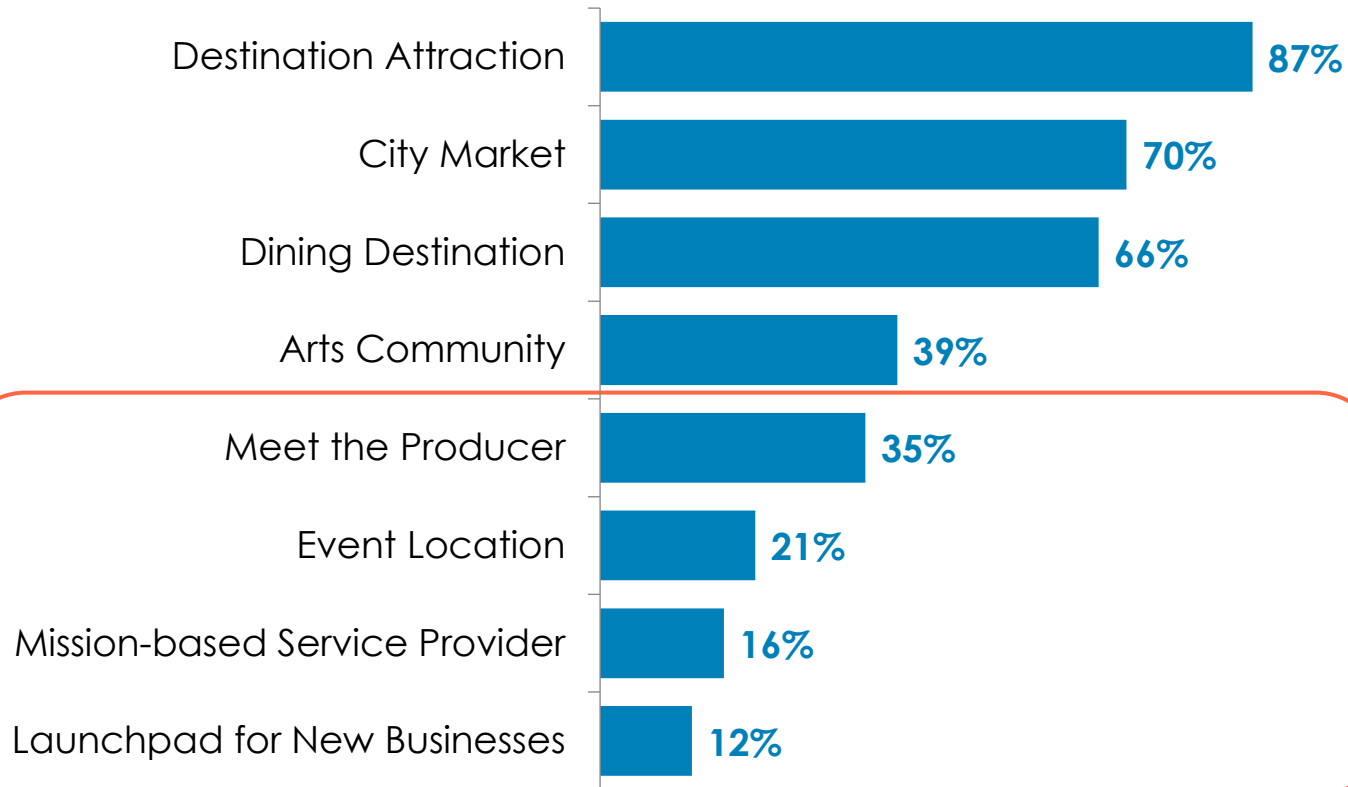
Why do you generally visit Pike Place Market? (check all that apply) n=1,757



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.

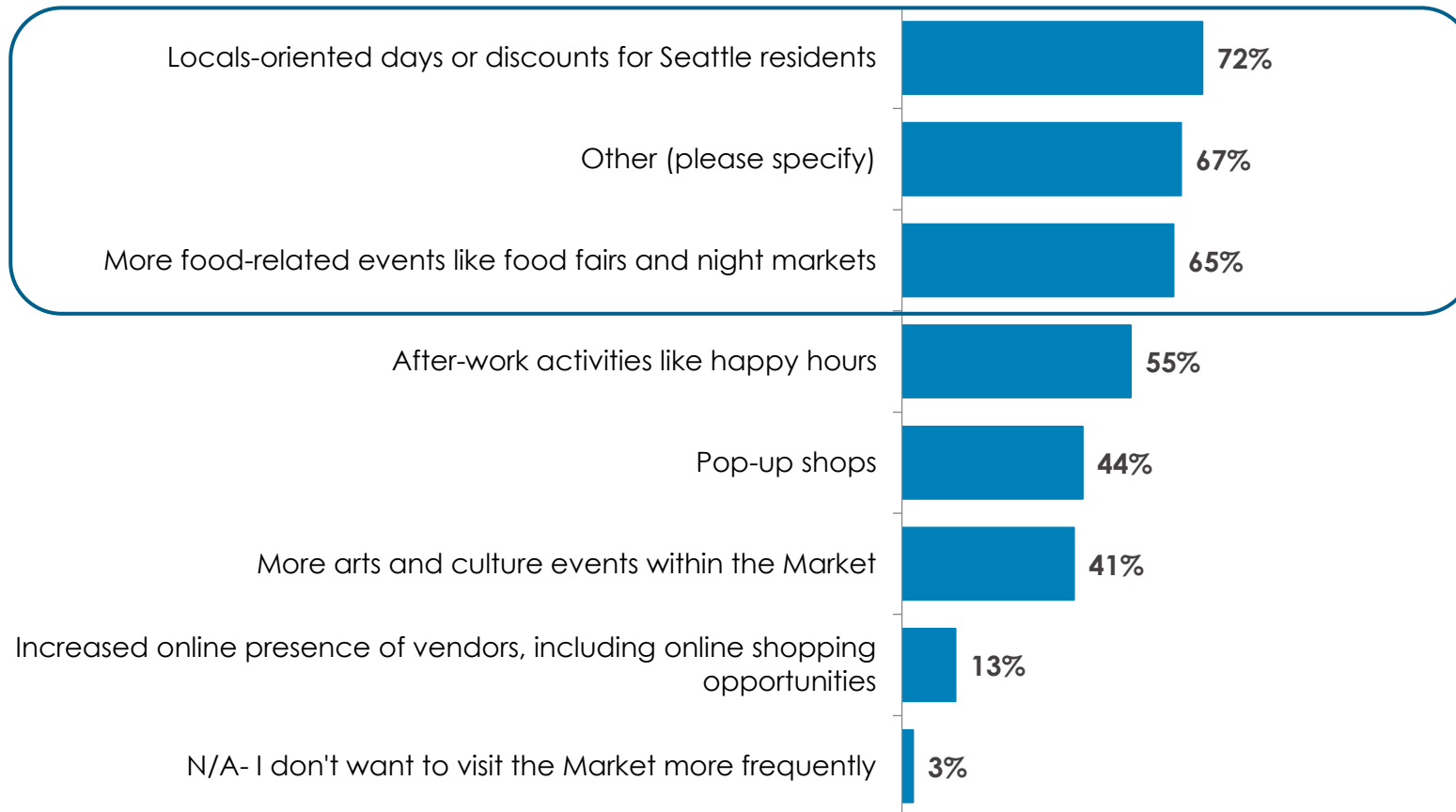


■ Strongly Agree ■ Agree ■ Neutral ■ Disagree/Strongly Disagree

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!”

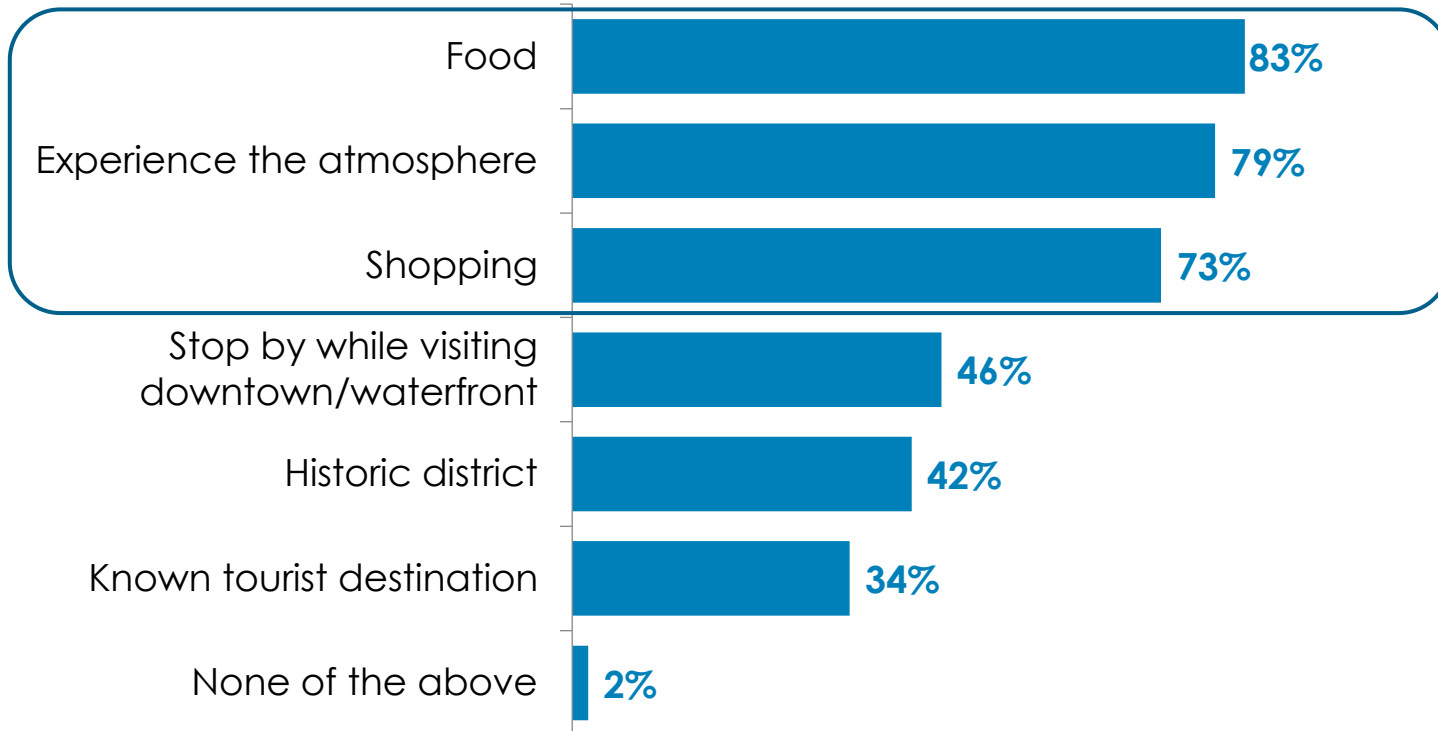
“Shaded public seating areas. Clean and well-maintained parks. Less cars, **more walkable/bikeable areas**. Affordable prices. Allowing the public to have visual and physical access to the Puget Sound.”

”

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



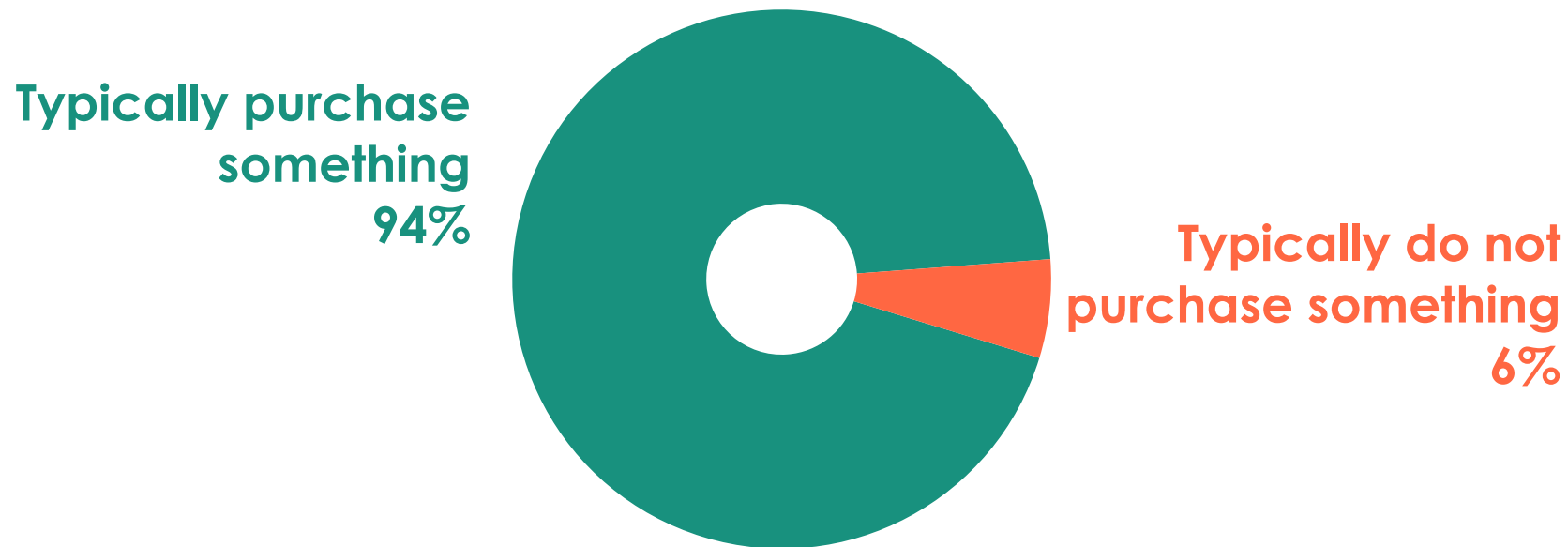
Top reasons why visitors visit the Market include:

- Food
- Experiencing the atmosphere
- Shopping

Visitors: Purchase Habits

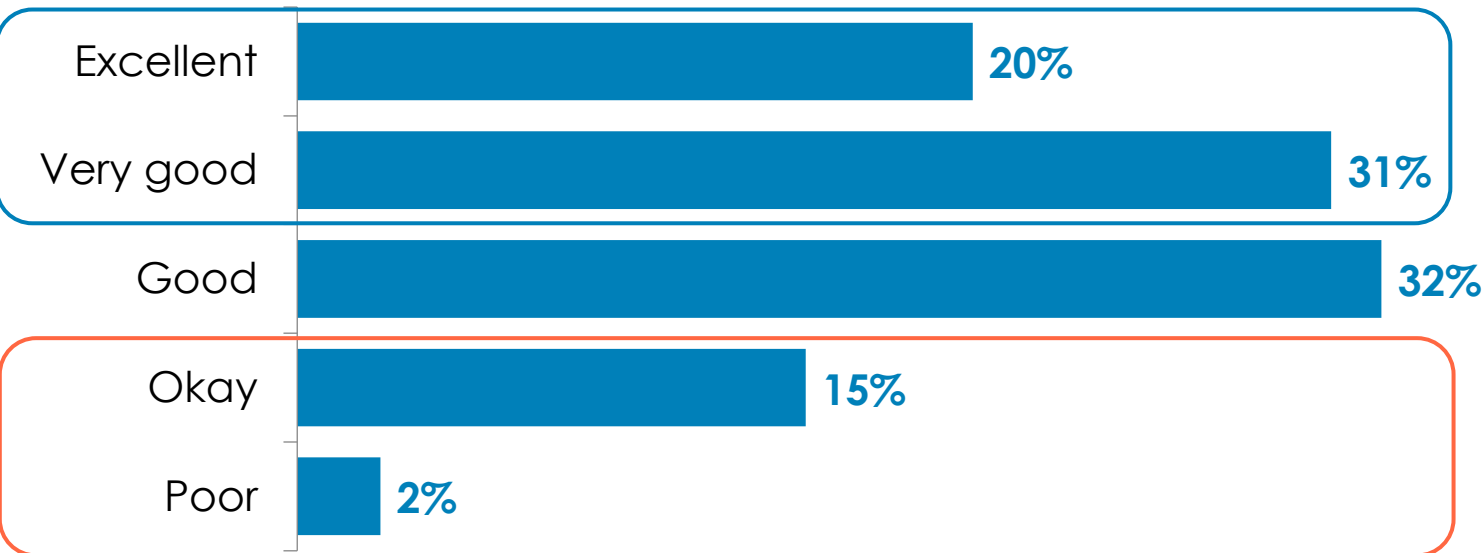
The vast majority of visitors indicated that they **typically purchase something** at the Market.

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

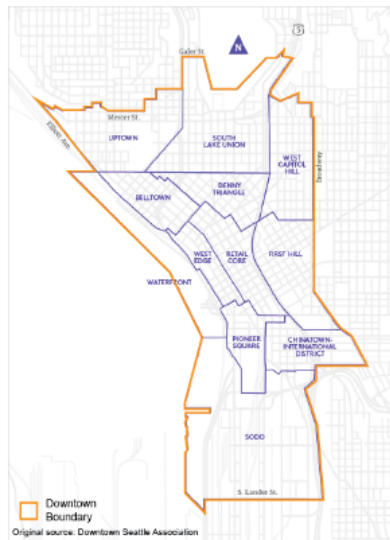
Pike Place Market Master Plan Survey

Welcome! Pike Place Market is in the process of developing a "Master Plan" -- a long-term strategy document that will present a vision and direction for a sustainable future.

Since its founding, Pike Place Market has been deeply tied to the Seattle community. We need your input to inform the Master Plan and the future of the Market.

This survey should take 10 minutes or less to complete. If you prefer to take this in a different language, use the drop down menu in the upper right corner. **Please submit your responses by 11:59pm on August 27th, 2023.** Thank you for your participation!

* 1. Where do you live?



In Downtown Seattle (see map)

In Seattle outside of Downtown

In King County outside of Seattle

In Washington state outside of King County

In the US outside of Washington state

Outside of the US

2. Do you work in downtown Seattle at least a few times per month (see map above)?

Yes

No

3. In the last 12 months, approximately how often have you visited Pike Place Market?

More than once per week

Once per week

2-3 times per month

Once per month

Once or a few times during the past 12 months

Did not visit Pike Place Market in the past 12 months

This is my first time visiting Pike Place Market



Next

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
ADA accessibility of the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Navigating the Market (e.g., finding my way around)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of people at the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation to/from the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events 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 restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail and food options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel time to/from the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking (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 places to sit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours or days that businesses are open	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Temperature in the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price 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)



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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
ADA accessibility of the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel time to/from the Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Events 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 places to sit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

50%

Prev

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SurveyMonkey Visitor Survey

Pike Place Market Master Plan Survey

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