

# Lake Harriet CAC Intercept Survey (June 2009)

Total groups surveyed: 404 (totaling 832 people)

## Top reasons people visit the bandshell and concession area

- Exercise (30.1%)
- Entertainment/event (26.2%)
- Food (15.9%)

## How often do they purchase food?

- 1 to 4 times a month on average.

## Would they purchase more food if there were more concession options?

- The answer was evenly divided between “yes”, “no” and “it depends”.

## Would they spend more money?

- **51.5% said “Yes”**
- 26.4% said “No”
- 22.1% said “it depends”

## Positive Impacts (If the Park Board were to add more food options)

- More choices and variety (including healthier food options)
- More money and more people

## Negative Impacts (If the Park Board were to add more food options)

- More trash/litter
- More crowded/parking congestion/take away from current atmosphere
- More expensive

## How might those problems be solved or avoided (if any negative)?

- Promote alternative transit (i.e., biking, public transportation) and more parking
- More concession staff
- More trash cans and trash signage

## Demographic Overview of Respondents

### Observed Characteristics

<i>Characteristics</i>	<i>Number</i>	<i>% of Total Responses</i>
Female	465	55.9%
Male	367	44.1%
<b>Total people surveyed</b>	<b>832</b>	
Persons of color	95	11.4%
Handicapped	12	1.4%
<b>Total people surveyed</b>	<b>832</b>	

## Age of respondents

<i>Age Range</i>	<i>Number</i>	<i>% of Total Responses</i>
0 to 9	21	4.2%
10 to 19	61	12.2%
20 to 29	53	10.6%
30 to 39	83	16.6%
40 to 49	97	19.4%
50 to 59	98	19.6%
60 to 69	49	9.8%
70 to 79	23	4.6%
80 to 89	15	3.0%
90 to 99	1	0.2%
<b>Total Responses</b>	<b>501</b>	

## Top zip codes surveyed (84 unique zip codes surveyed in total)

<i>Zip</i>	<i>Number</i>	<i>% of Total Responses</i>
55410	70	16.2%
55419	54	12.5%
55409	32	7.4%
<b>Total Reported</b>	<b>433</b>	

## Demographic Impact on Responses

(Note: Answers only reflect survey groups where all individuals in the group contained the same demographic characteristic being analyzed in a given question. They also only reflect groups that gave a singular response to a question.)

### How are local area residents using the park?

- Exercise is the primary reason locals residents use the park (41.1% of 90 respondents)
  - Local resident is defined as living in zip codes 55409, 55410, or 55419
- Compared to the average park visitor surveyed (32.2% of 298 respondents)

### Would local residents frequent the park more often with more concession options?

- There answers were similar to all surveyed. On average, 1/3 of all people survey responded that they would be more likely to visit.
- **Would they spend more money?**
  - The answers were again similar to all surveyed. About 1/2 of all surveyed responded that they would spend more money with more concession options.

### Would people that primarily come to the park for food compared to people who primarily come to the park for exercise, spend more money at the park if there were more concession options?

- No notable difference in their answers.

### **How does age impact how the park is used?**

- **29 years of age or younger** (*based on 52 respondents reported primary use*)
  - Entertainment/event (28.8%)
  - Food (23.1%)
- **30 to 60 years of age** (*based on 133 respondents reported primary use*)
  - Exercise (36.8%)
  - Entertainment/event (23.3%)
- **60 years of age or older** (*based on 48 respondents reported primary use*)
  - Entertainment/event (39.6%)
  - Exercise (20.8%)

### **Impact of age and likelihood to visit the park with more concession options**

- **47.7% of people from the age of 29 and younger** reported that they would be more likely to visit the park if there were more concession options. (*65 respondents*)
- **21.7% of people from the age of 60 and older** reported that they would be more likely to visit the park if there were more concession options. (*60 respondents*)

### **Top negative impact concern for persons 60 years or older who use the park**

- More crowds

### **Top negative impact concern for all surveyed**

- More garbage or trash

# Lake Harriet CAC Intercept Survey- Raw Data, June 2009

Total groups surveyed: 404 (totaling 832 people)

## Survey Questions

### 1. What usually brings you to this bandshell and concession area?

<i>Responses</i>	<i>Number</i>	<i>% of Total Responses</i>
exercise	148	30.1%
entertainment/event	129	26.2%
food	78	15.9%
beauty/nature	64	13.0%
other (specify in comments)	48	9.8%
boating/swimming/fishing	13	2.6%
bathrooms/water fountain	12	2.4%
<b>Total Responses</b>	<b>492</b>	

\*Totals include sum of all responses. Some respondents had multiple answers.

### 2. On average, how frequently do you and your family members purchase food here?

<i>Responses</i>	<i>Number</i>	<i>% of Total Responses</i>
1x/week	68	17.0%
1x /month	65	16.3%
2x/ month	62	15.5%
2x / summer	58	14.5%
1x / summer	56	14.0%
no food purchases	54	13.5%
2 or more/week	37	9.3%
<b>Total Responses</b>	<b>400</b>	

### 3a. The Pk Bd uses revenues from selling these food concessions to support youth programs and facilities. The PB is considering additional food options. If new concessions with different food or drink items were available...Would you come to this concession area more often?

<i>Responses</i>	<i>Number</i>	<i>% of Total Responses</i>
yes	144	36.0%
no	141	35.3%
it depends	115	28.8%
<b>Total Responses</b>	<b>400</b>	

### 3b. Would you spend more money?

<i>Responses</i>	<i>Number</i>	<i>% of Total Responses</i>
yes	203	51.5%
no	104	26.4%
it depends	87	22.1%
<b>Total Responses</b>	<b>394</b>	

### 4a. If the Park Board were to add more food options, what positive impacts do you foresee?

<i>Responses</i>	<i>Number</i>	<i>% of Total Responses</i>
other (specified in comments)	124	34.4%
more choices	103	28.6%
more people	86	23.9%
no positives (explicitly said)	32	8.9%
more people	14	3.9%
more garbage	1	0.3%
<b>Total Responses</b>	<b>360</b>	

\*Totals include sum of all responses. Some respondents had multiple answers.

**Common Comments**

*More choices & variety (including healthier food options)*

*More money & more people*

**4b. Negative Impacts?**

<i>Responses</i>	<i>Number</i>	<i>% of Total Responses</i>
no negatives (explicitly said)	110	27.8%
more garbage	81	20.5%
more people/crowds	65	16.4%
other (specified in comments)	54	13.6%
longer waits	33	8.3%
more car traffic	29	7.3%
other (specify in comments)	24	6.1%
<b>Total Responses</b>	<b>396</b>	

\*Totals include sum of all responses. Some respondents had multiple answers.

**Common Comments**

*More trash/litter*

*More crowded/parking congestion/take away from current atmosphere*

*More expensive*

**5. (If negative) how might those problems be solved or avoided?**

<i>Responses</i>	<i>Number</i>	<i>% of Total Responses</i>
other (specified in comments)	92	46.5%
more concession staff	27	13.6%
more trash cans	24	12.1%
reduce food packaging	20	10.1%
more seating	14	7.1%
better signage	11	5.6%
use alternatives to driving	10	5.1%
<b>Total Responses</b>	<b>198</b>	

\*Totals include sum of all responses. Some respondents had multiple answers.

**Common Comments**

*Promote alternative transit (i.e. biking, public transportation)*

*More parking*

*More trash cans and trash signage*

## Demographic Characteristics of Survey Respondents

### 6. Decade born?

<i>Age Range (based on response)</i>	<i>Number</i>	<i>% of Total Responses</i>
0 to 9	21	4.2%
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70 to 79	23	4.6%
80 to 89	15	3.0%
90 to 99	1	0.2%
<b>Total Responses</b>	<b>501</b>	

### 7. Home ZIP code(s)?

<i>Zip</i>	<i>Number</i>	<i>% of Total Responses</i>
55410	70	16.2%
55419	54	12.5%
55409	32	7.4%
<b>Total Reported</b>	<b>433</b>	(84 unique zip codes reported)

### Other Observed Demographic Characteristics

<i>Characteristics</i>	<i>Number</i>	<i>% of Total Responses</i>
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### Activity participating in when surveyed

<i>Activity</i>	<i>Number</i>	<i>% of Total Responses</i>
Walking/strolling/rolling	139	30.9%
Eating	93	20.7%
Standing/waiting/sitting	91	20.2%
Attending event	62	13.8%
Biking, skating, running	54	12.0%
Boating/wading/swim/fishing	11	2.4%
<b>Total observed</b>	<b>450</b>	

\*Totals includes groups that were participating in multiple activities.