

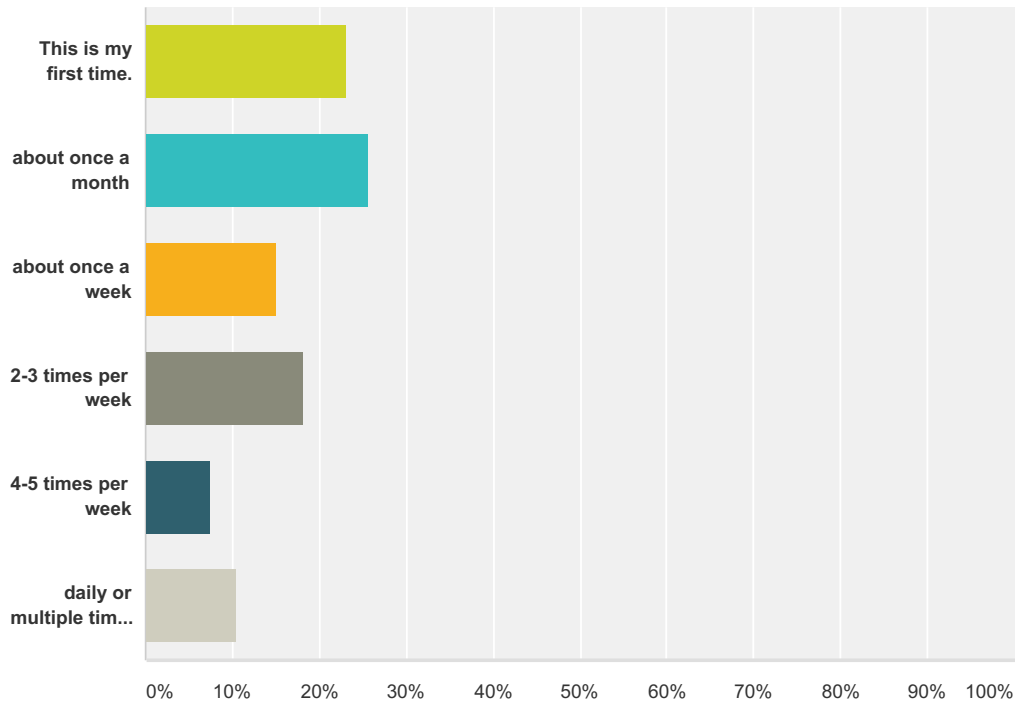
Q1 Today's Date and Time

Answered: 320 Skipped: 37

Answer Choices	Responses
Date / Time	100.00% 320

Q2 How often do you visit the Peninsula Park Rose Garden?

Answered: 346 Skipped: 11

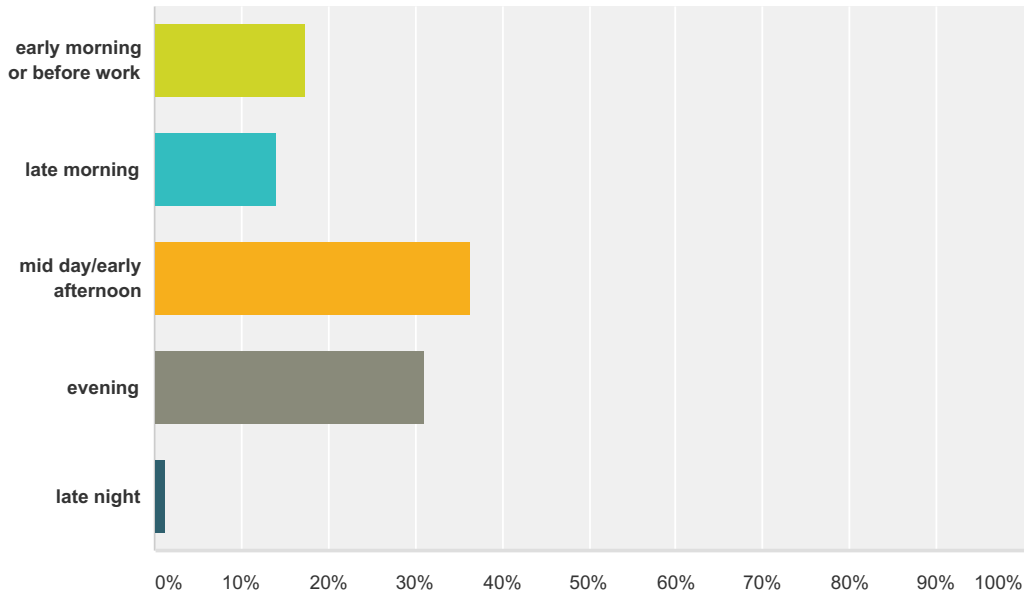


Answer Choices	Responses
This is my first time.	23.12% 80
about once a month	25.72% 89
about once a week	15.03% 52
2-3 times per week	18.21% 63
4-5 times per week	7.51% 26
daily or multiple times daily	10.40% 36
Total	346

Q3 What time of day do you usually visit?

Answered: 306 Skipped: 51

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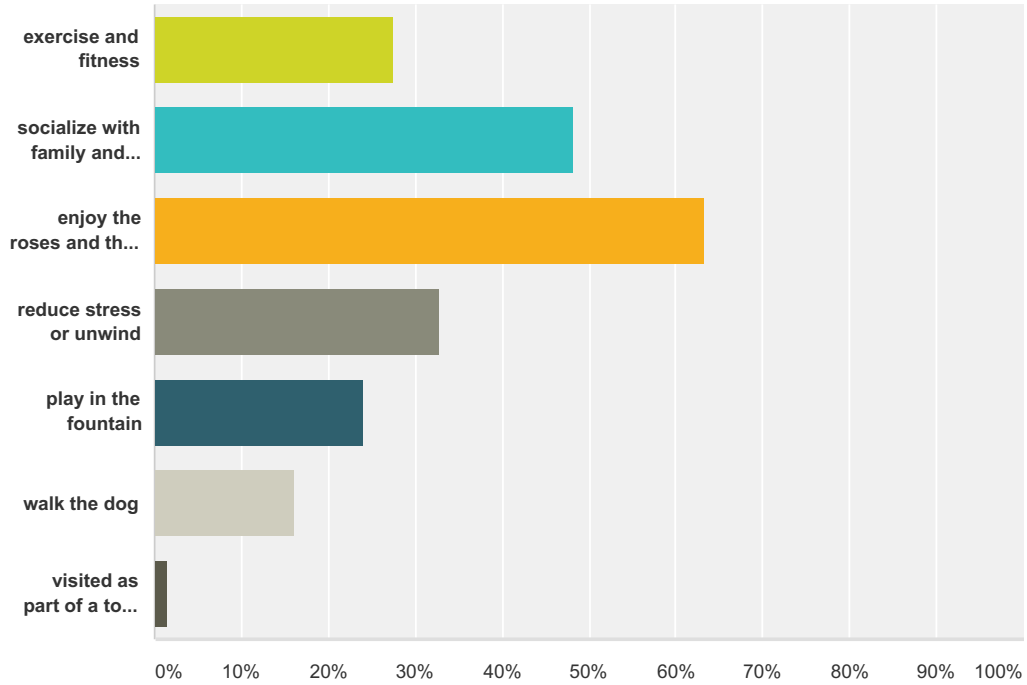


Answer Choices	Responses	
early morning or before work	17.32%	53
late morning	14.05%	43
mid day/early afternoon	36.27%	111
evening	31.05%	95
late night	1.31%	4
Total		306

Q4 What was your motivation for visiting the Rose Garden today? [SELECT ALL THAT APPLY]

Answered: 342 Skipped: 15

NEW Peninsula Park Rose Garden Intercept

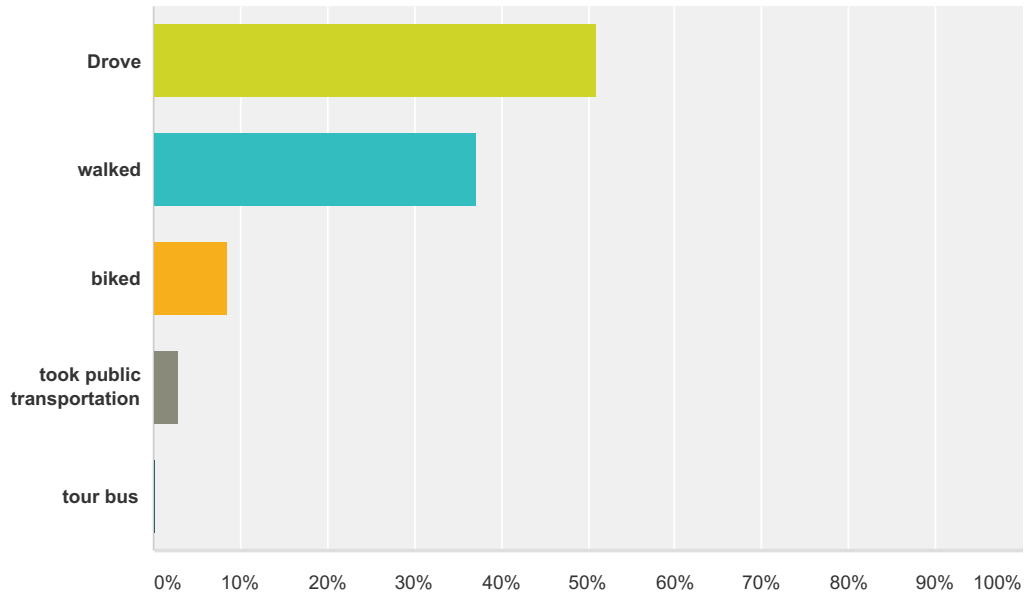


Answer Choices	Responses
exercise and fitness	27.49% 94
socialize with family and friends	48.25% 165
enjoy the roses and the outdoors	63.16% 216
reduce stress or unwind	32.75% 112
play in the fountain	23.98% 82
walk the dog	16.08% 55
visited as part of a tour (If so, which tour?)	1.46% 5
Total Respondents: 342	

Q5 How did you get here today?

Answered: 349 Skipped: 8

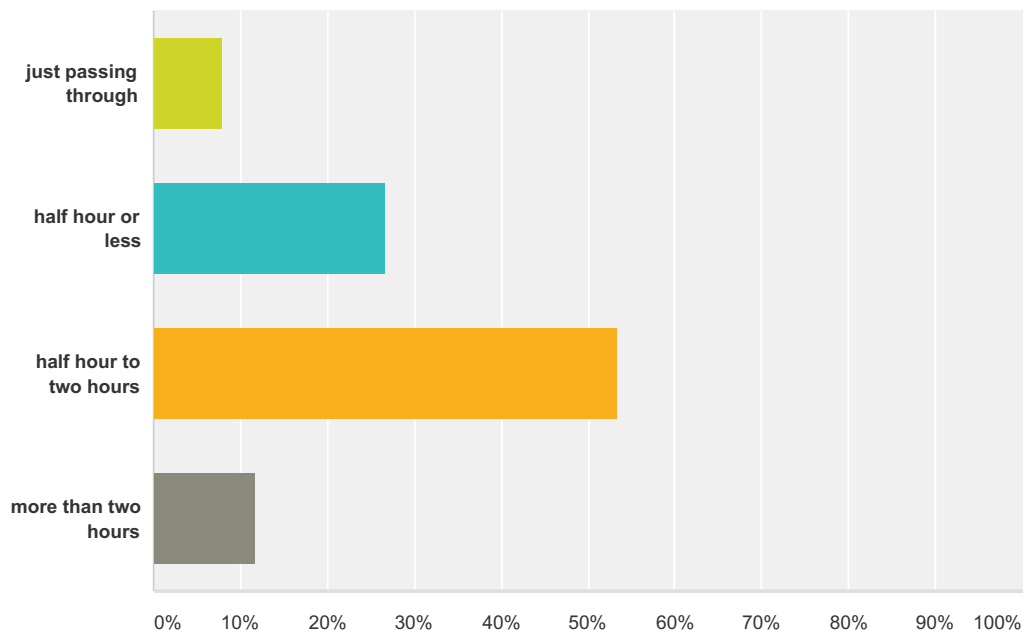
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Answer Choices	Responses	Count
Drove	51.00%	178
walked	37.25%	130
biked	8.60%	30
took public transportation	2.87%	10
tour bus	0.29%	1
Total		349

Q6 How long do you plan to be here today?

Answered: 340 Skipped: 17

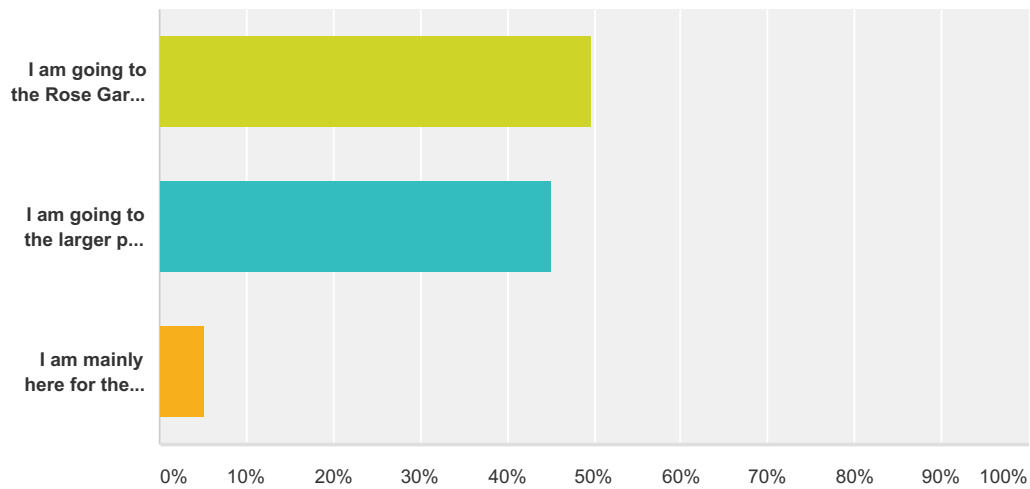


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Answer Choices	Responses	
just passing through	7.94%	27
half hour or less	26.76%	91
half hour to two hours	53.53%	182
more than two hours	11.76%	40
Total		340

Q7 Are you visiting the Rose Garden by itself or as part of a visit to the larger park?

Answered: 342 Skipped: 15



Answer Choices	Responses	
I am going to the Rose Garden only.	49.71%	170
I am going to the larger park and the Rose Garden.	45.03%	154
I am mainly here for the larger park and happened to stop by the Rose Garden.	5.26%	18
Total		342

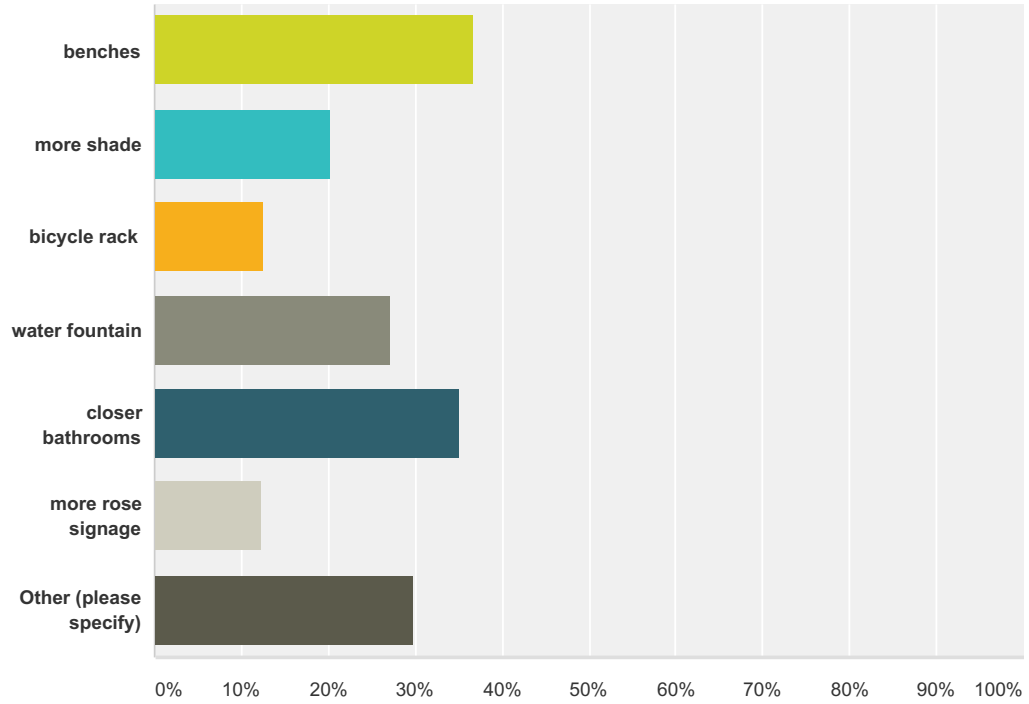
Q8 What is your favorite thing about Visiting Peninsula Park Rose Garden?

Answered: 242 Skipped: 115

Q9 What would make your visit to the Rose Garden more enjoyable, or make you more likely to visit? [PLEASE CHECK ALL THAT APPLY]

Answered: 302 Skipped: 55

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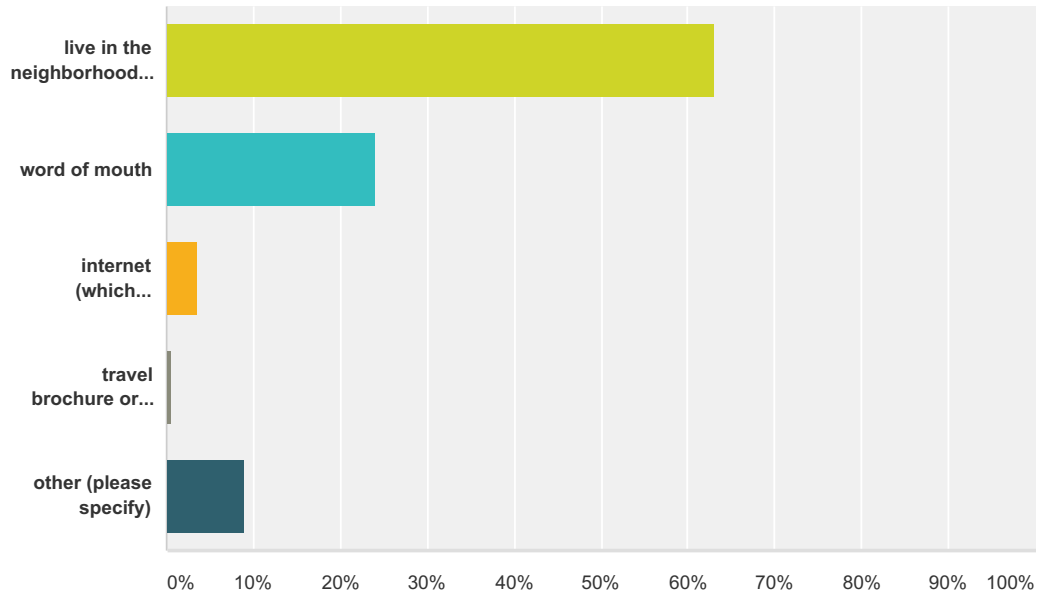


Answer Choices	Responses	Count
benches	36.75%	111
more shade	20.20%	61
bicycle rack	12.58%	38
water fountain	27.15%	82
closer bathrooms	35.10%	106
more rose signage	12.25%	37
Other (please specify)	29.80%	90
Total Respondents: 302		

Q10 How did you find out about the Rose Garden?

Answered: 343 Skipped: 14

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Answer Choices	Responses
live in the neighborhood and stumbled upon it	62.97% 216
word of mouth	23.91% 82
internet (which website?)	3.50% 12
travel brochure or pamphlet (from where?)	0.58% 2
other (please specify)	9.04% 31
Total	343

Q11 Is there anything else you would like to tell us that might help in our mission to keep Peninsula Park Rose Garden a vibrant and enjoyable place for years to come?

Answered: 160 Skipped: 197

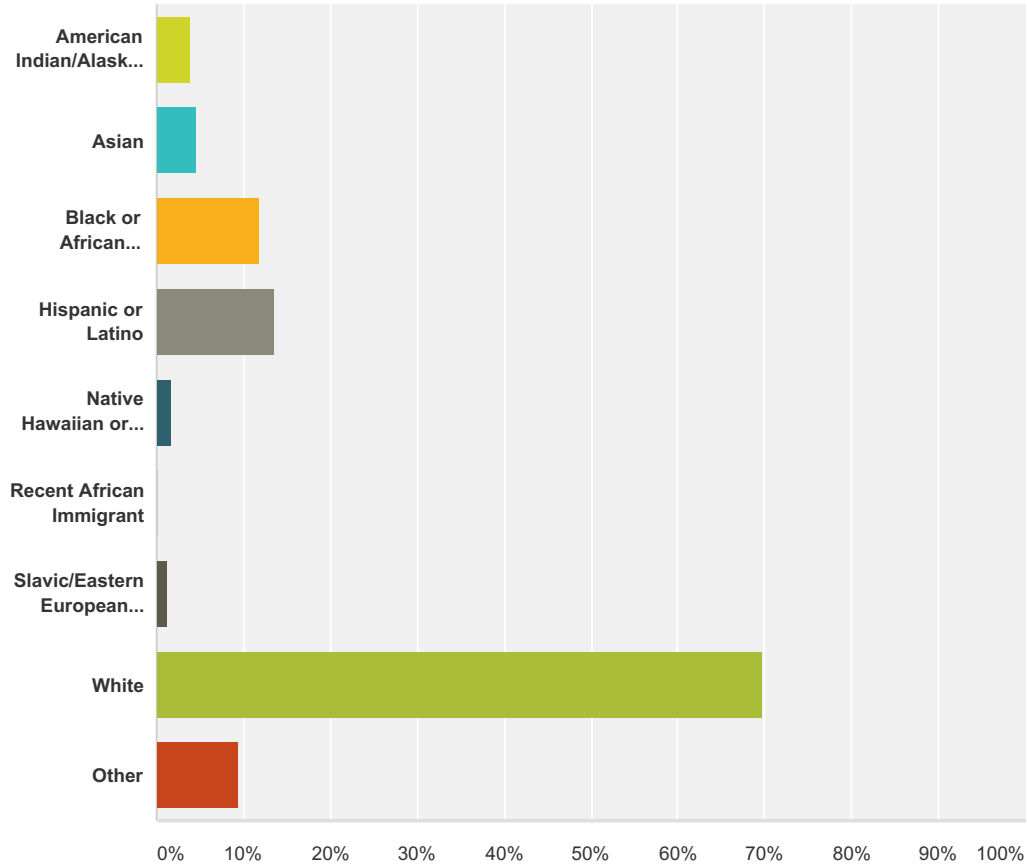
Q12 What is the 5-digit zip code of your residence?

Answered: 333 Skipped: 24

Q13 Which best describes your race or ethnicity. [CHOOSE ALL THAT APPLY]

Answered: 344 Skipped: 13

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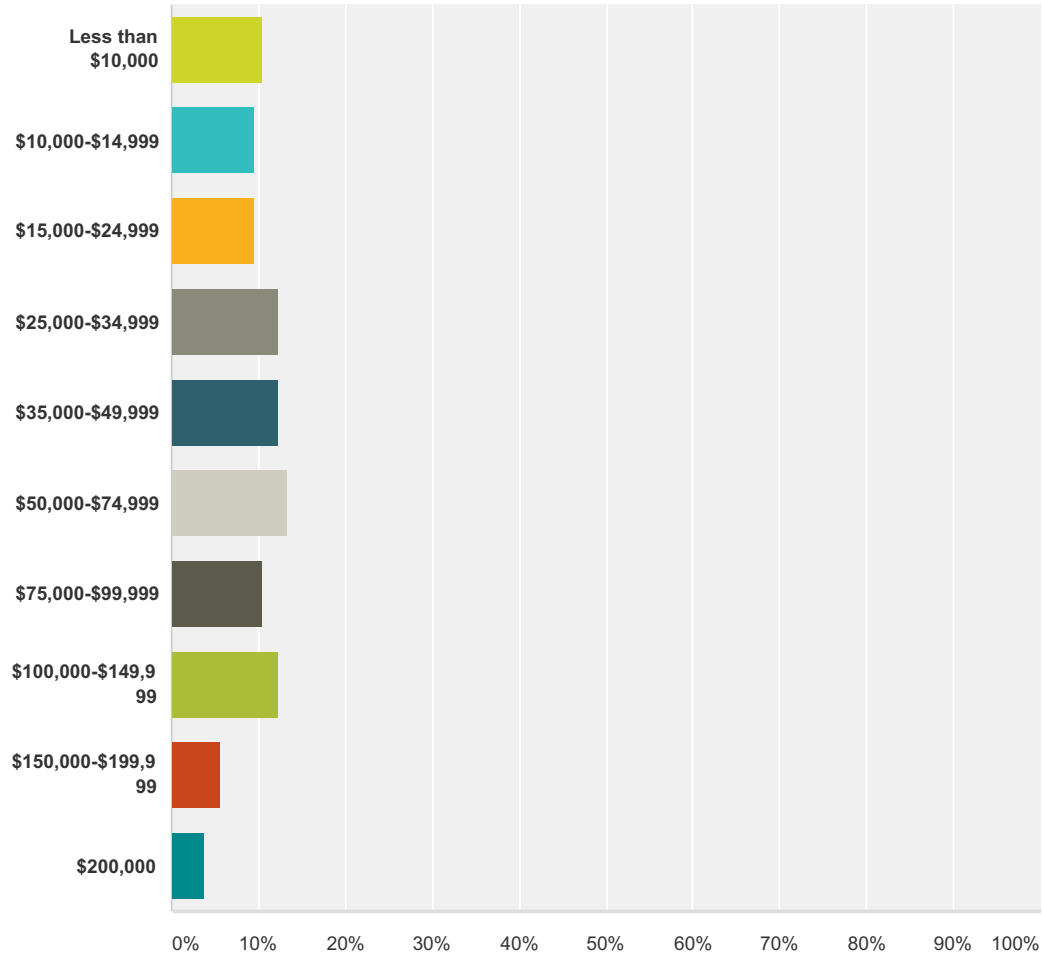


Answer Choices	Responses
American Indian/Alaskan Native	4.07% 14
Asian	4.65% 16
Black or African American	11.92% 41
Hispanic or Latino	13.66% 47
Native Hawaiian or Other Pacific Islander	1.74% 6
Recent African Immigrant	0.29% 1
Slavic/Eastern European Immigrant	1.16% 4
White	69.77% 240
Other	9.30% 32
Total Respondents: 344	

Q14 Which of the following best describes your household's total annual income for 2015?

Answered: 268 Skipped: 89

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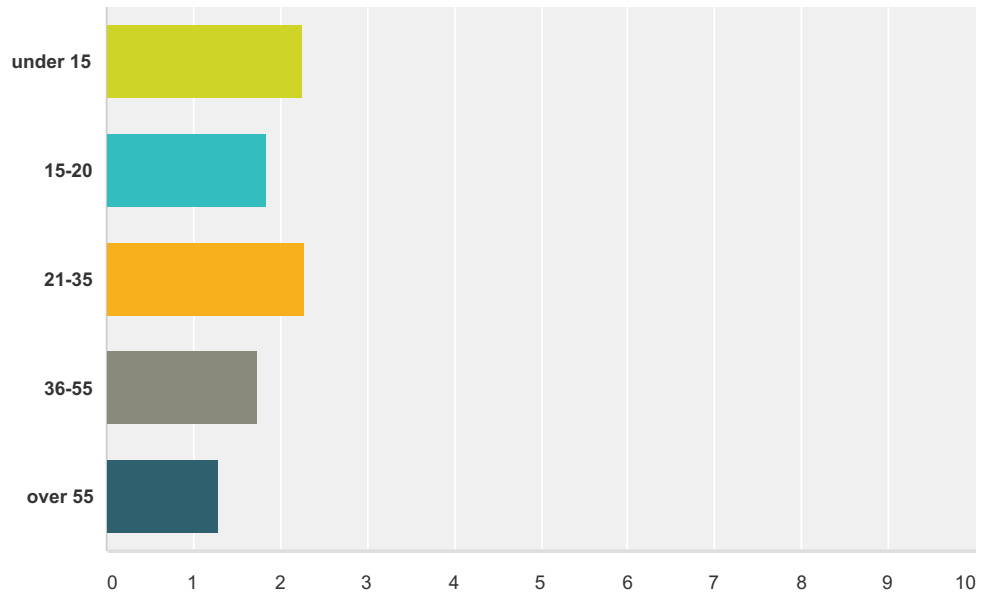


Answer Choices	Responses	
Less than \$10,000	10.45%	28
\$10,000-\$14,999	9.70%	26
\$15,000-\$24,999	9.70%	26
\$25,000-\$34,999	12.31%	33
\$35,000-\$49,999	12.31%	33
\$50,000-\$74,999	13.43%	36
\$75,000-\$99,999	10.45%	28
\$100,000-\$149,999	12.31%	33
\$150,000-\$199,999	5.60%	15
\$200,000	3.73%	10
Total		268

Q15 How many people in your group today fall into each age range? Please place a number in each applicable box and please include yourself.

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Answered: 325 Skipped: 32

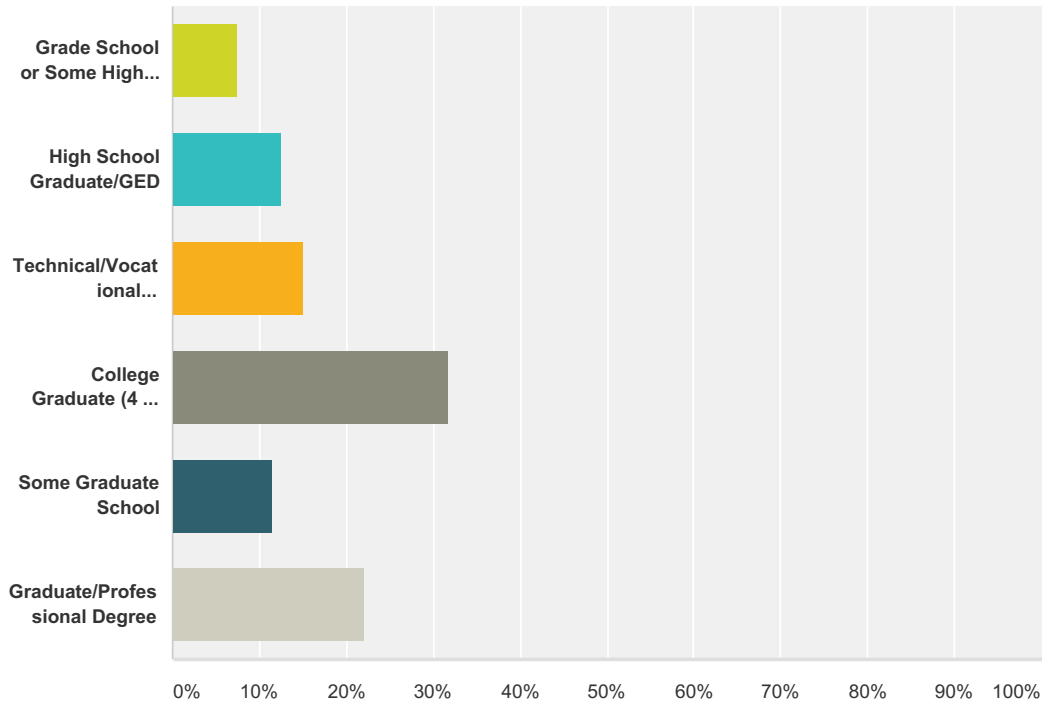


Answer Choices	Average Number	Total Number	Responses
under 15	2	272	121
15-20	2	72	39
21-35	2	325	143
36-55	2	224	130
over 55	1	100	77
Total Respondents: 325			

Q16 Which of the following best describes your highest level of education?

Answered: 281 Skipped: 76

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Answer Choices	Responses
Grade School or Some High School	7.47% 21
High School Graduate/GED	12.46% 35
Technical/Vocational School/Some College	14.95% 42
College Graduate (4 yr degree)	31.67% 89
Some Graduate School	11.39% 32
Graduate/Professional Degree	22.06% 62
Total	281

Q17 Would you like to learn about volunteer opportunities in the garden? If so, please provide your email or phone.

Answered: 38 Skipped: 319