



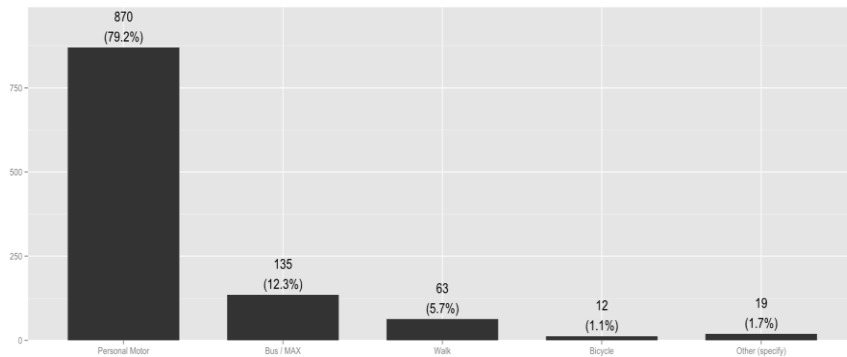
# Washington Park Transit Survey 2014

## Summary of Results

Prepared by Portland State University Survey Research Lab on behalf of the  
**Washington Park Transportation Management Association.** March 2015



### 1. How did you get to the park today?



By far the most common mode of transportation that survey respondents said they used to get to the park was Personal Motor Vehicle with 79.2%. Bus/MAX was the second most common response at 12.3% and walking followed at 5.7%. Bicycle and Other together

comprised less than 3% of responses for the park as a whole. Those responding with “Other” listed only 3 different ways of getting to the park (table).

Please note that  $\bar{x}$  at the bottom of the tables in this report indicates the mean and the  $\sigma$  is the standard deviation of the data presented.

#### Other (specify) - TEXT

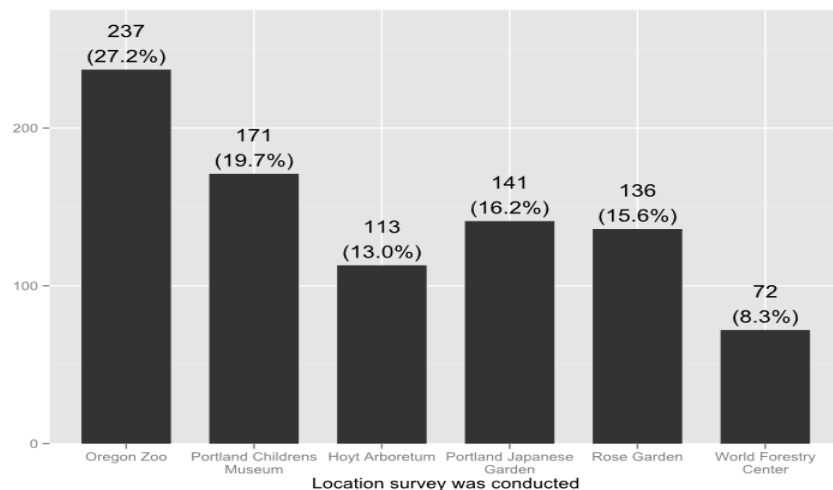
value	N	raw %	valid %	cumulative %
	1089	98.29	98.29	98.29
Dropped off	6	0.54	0.54	98.83
Pink Trolley	5	0.45	0.45	99.28
Taxi	8	0.72	0.72	100.00
Missing	0	0.00		

total N=1108 · valid N=1108 ·  $\bar{x}=1.04$  ·  $\sigma=0.30$

### Location where survey was conducted

The Oregon zoo conducted the most surveys, with 27.2% completed, followed by the Portland Children’s Museum with 19.7%. The location with the least completed surveys was the World Forestry center, which comprised only 8.3% of all completed surveys.

This table shows the breakdown of survey location and transportation mode. The first number in black is the number of respondents who were surveyed at that location and used the mode of transportation for that row. The number in blue shows the percentage of



## Washington Park Survey 2014 Results

respondents who used that mode of transportation and were surveyed at that location and the green percentage is the percentage of respondents at that location who used that mode of transportation. For example, the number of respondents who were surveyed at the Oregon Zoo and used a personal motor vehicle to visit the park were 237 which means 27.2% of people using a personal motor vehicle to get to the park were surveyed at the zoo and that 83.5% of the respondents at the zoo used a personal motor vehicle to get to the park.

<i>How did you get to the park today</i>	<i>Location survey was conducted</i>						<b><i>Total</i></b>
	Oregon Zoo	Portland Children's Museum	Hoyt Arboretum	Portland Japanese Garden	Rose Garden	World Forestry Center	
Personal Motor Vehicle	237 27.2 % 83.5 %	171 19.7 % 96.1 %	113 13 % 70.2 %	141 16.2 % 78.3 %	136 15.6 % 72.3 %	72 8.3 % 66.7 %	870 100.0 % 79.3 %
Bus / MAX	44 32.6 % 15.5 %	4 3 % 2.2 %	20 14.8 % 12.4 %	18 13.3 % 10 %	15 11.1 % 8 %	34 25.2 % 31.5 %	135 100.0 % 12.3 %
Walk	0 0 % 0 %	0 0 % 0 %	26 41.3 % 16.1 %	16 25.4 % 8.9 %	21 33.3 % 11.2 %	0 0 % 0 %	63 100.0 % 5.8 %
Bicycle	1 8.3 % 0.4 %	1 8.3 % 0.6 %	0 0 % 0 %	1 8.3 % 0.6 %	9 75 % 4.8 %	0 0 % 0 %	12 100.0 % 1.1 %
Other (specify)	2 10.5 % 0.7 %	2 10.5 % 1.1 %	2 10.5 % 1.2 %	4 21.1 % 2.2 %	7 36.8 % 3.7 %	2 10.5 % 1.9 %	19 100.0 % 1.8 %
<b><i>Total</i></b>	284 25.8 % 100.0 %	178 16.2 % 100.0 %	161 14.6 % 100.0 %	180 16.4 % 100.0 %	188 17.1 % 100.0 %	108 9.8 % 100.0 %	1099 100.0 % 100.0 %

observed values · % within How did you get to the park today · % within Location survey was conducted



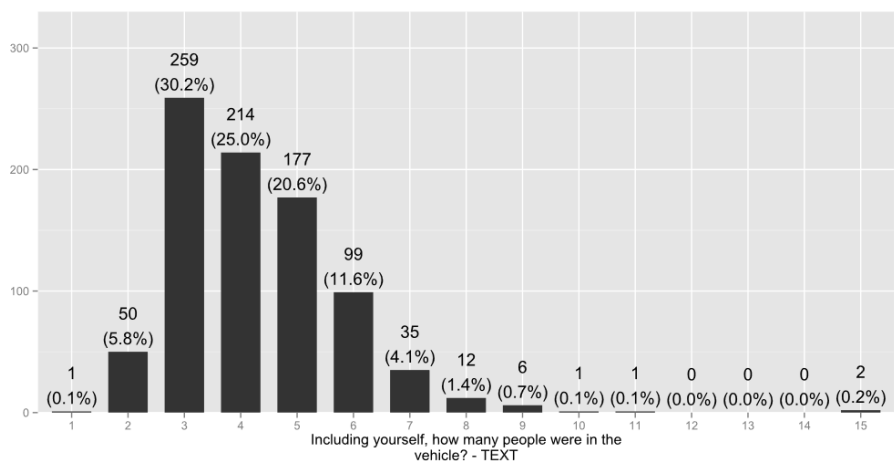
**1a. Where did you park?**

<i>Where did you park?</i>	<i>Location survey was conducted</i>						<b>Total</b>
	Oregon Zoo	Portland Children's Museum	Hoyt Arboretum	Portland Japanese Garden	Rose Garden	World Forestry Center	
Metered space	199 27.3 % 88.4 %	155 21.3 % 91.7 %	60 8.2 % 54.1 %	138 19 % 98.6 %	120 16.5 % 90.2 %	56 7.7 % 83.6 %	728 100.0 % 86.1 %
Overflow/shuttle lot	23 52.3 % 10.2 %	10 22.7 % 5.9 %	0 0 % 0 %	0 0 % 0 %	2 4.5 % 1.5 %	9 20.5 % 13.4 %	44 100.0 % 5.2 %
Neighborhood street	2 10 % 0.9 %	0 0 % 0 %	8 40 % 7.2 %	2 10 % 1.4 %	7 35 % 5.3 %	1 5 % 1.5 %	20 100.0 % 2.2 %
Free gravel lot	1 2.1 % 0.4 %	2 4.3 % 1.2 %	41 87.2 % 36.9 %	0 0 % 0 %	3 6.4 % 2.3 %	0 0 % 0 %	47 100.0 % 5.6 %
Archery range	0 0 % 0 %	1 50 % 0.6 %	0 0 % 0 %	0 0 % 0 %	1 50 % 0.8 %	0 0 % 0 %	2 100.0 % 0.2 %
Other (specify)	0 0 % 0 %	1 25 % 0.6 %	2 50 % 1.8 %	0 0 % 0 %	0 0 % 0 %	1 25 % 1.5 %	4 100.0 % 0.4 %
<b>Total</b>	225 26.6 % 100.0 %	169 20 % 100.0 %	111 13.1 % 100.0 %	140 16.6 % 100.0 %	133 15.7 % 100.0 %	67 7.9 % 100.0 %	845 100.0 % 100.0 %

observed values · % within How did you get to the park today · % within Location survey was conducted

**1b. Including yourself, how many people were in the vehicle?**

The Median number of people in the respondent's vehicle was 3 and the average was slightly higher at 3.27 people.



**1c. Where did you enter the park today?**

**Where did you enter the park today?**

<i>value</i>	<i>N</i>	<i>raw %</i>	<i>valid %</i>	<i>cumulative %</i>
SW Jefferson St	3	0.27	4.41	4.41
SW Park Pl	17	1.53	25.00	29.41
SW Stearns/W 24th Pl	2	0.18	2.94	32.35
SW Kingston Ave	4	0.36	5.88	38.24
Other (specify)	13	1.17	19.12	57.35
Trail Network	13	1.17	19.12	76.47
SW Knights Blvd	1	0.09	1.47	77.94
SW Fairview Blvd	9	0.81	13.24	91.18
Do not Know	6	0.54	8.82	100.00
Missing	1040	93.86		

*total N=1108 · valid N=68 ·  $\bar{x}$ =4.93 ·  $\sigma$ =2.46*

**1d. How frequently do you enter the park at this location?**

**How frequently do you enter the park at this location?**

<i>value</i>	<i>N</i>	<i>raw %</i>	<i>valid %</i>	<i>cumulative %</i>
Never or First time	24	2.17	40.00	40.00
Rarely	4	0.36	6.67	46.67
Sometimes	6	0.54	10.00	56.67
Often	17	1.53	28.33	85.00
Always	9	0.81	15.00	100.00
Missing	1048	94.58		

*total N=1108 · valid N=60 ·  $\bar{x}$ =2.72 ·  $\sigma$ =1.58*

**2. Including yourself, how many people came with you in your group today?**

**Including yourself, how many people came with you in your group today (Adults 18+)? - TEXT**

<i>value</i>	<i>N</i>	<i>raw %</i>	<i>valid %</i>	<i>cumulative %</i>
0	7	0.63	0.64	0.64
1	230	20.76	20.93	21.57
<b>2</b>	<b>530</b>	<b>47.83</b>	<b>48.23</b>	<b>69.79</b>
3	136	12.27	12.37	82.17
4	116	10.47	10.56	92.72
5	31	2.80	2.82	95.54
6	18	1.62	1.64	97.18
7	4	0.36	0.36	97.54
8	5	0.45	0.46	98.00
9	3	0.27	0.27	98.27
11	3	0.27	0.27	98.54
16	2	0.18	0.18	98.73
23	4	0.36	0.36	99.09
25	5	0.45	0.46	99.55
27	1	0.09	0.09	99.64
40	1	0.09	0.09	99.73
50	2	0.18	0.18	99.91
150	1	0.09	0.09	100.00
Missing	9	0.81		

*total N=1108 · valid N=1099 ·  $\bar{x}$ =2.84 ·  $\sigma$ =5.62*

The median number of people in the respondents group was reported to be 2 and the average was higher at 2.85 people.

## Washington Park Survey 2014 Results

### Including yourself, how many people came with you in your group today (Adults18+)? - TEXT

<i>Location survey was conducted</i>	0	1	2	3	4	5	6	7	8	9	11	16	23	25	27	40	50	150	<b>Total</b>
Oregon Zoo	0	39	134	49	42	7	7	1	2	0	0	0	0	0	0	0	0	1	282
Portland Children's Museum	0	72	75	14	13	2	2	0	0	0	0	0	0	0	0	0	0	0	178
Hoyt Arboretum	1	44	89	16	10	1	0	0	1	0	0	0	0	0	0	0	0	0	162
Portland Japanese Garden	2	32	75	22	24	12	2	1	1	3	3	2	0	0	0	0	0	0	179
Rose Garden	4	23	89	30	22	9	5	1	1	0	0	0	1	1	0	1	2	0	189
World Forestry Center	0	20	68	5	5	0	2	1	0	0	0	0	3	4	1	0	0	0	109
<b>Total</b>	7	230	530	136	116	31	18	4	5	3	3	2	4	5	1	1	2	1	1099

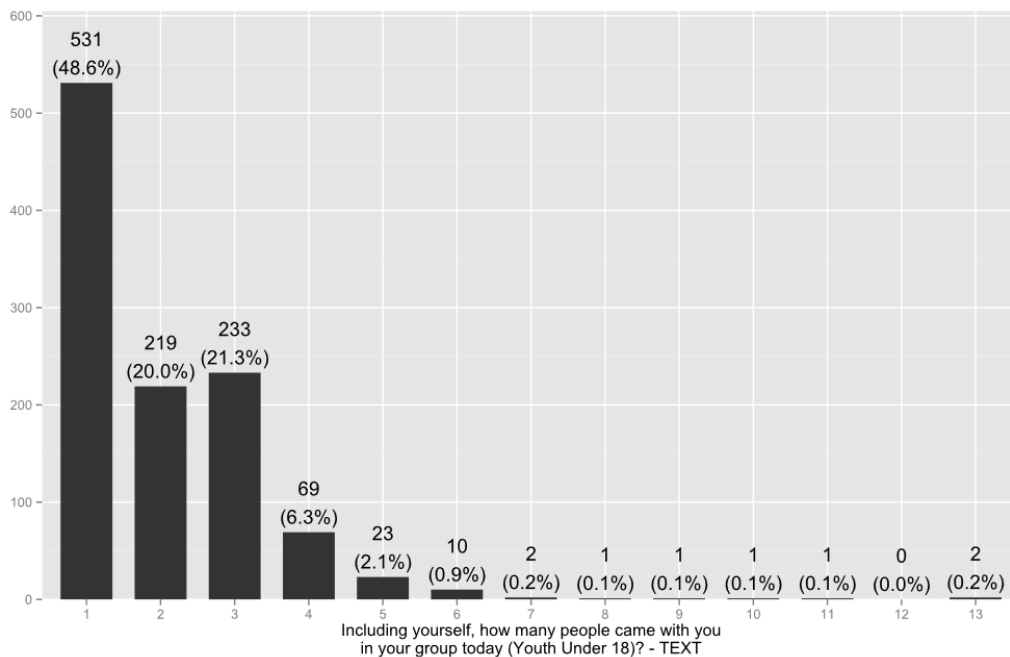
### Including yourself, how many people came with you in your group today (Adults 18+)? - TEXT

<i>How did you get to the park today</i>	0	1	2	3	4	5	6	7	8	9	11	16	23	25	27	40	50	150	<b>Total</b>
Personal Motor Vehicle	3	167	405	120	100	29	17	2	5	3	2	2	3	4	1	1	0	1	865
Bus / MAX	2	28	77	11	7	2	1	1	0	0	0	0	1	0	0	0	2	0	132
Walk	2	24	28	2	4	0	0	0	0	0	1	0	0	1	0	0	0	0	62
Bicycle	0	4	7	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	12
Other (specify)	0	6	6	2	5	0	0	0	0	0	0	0	0	0	0	0	0	0	19
<b>Total</b>	7	229	523	135	116	31	18	4	5	3	3	2	4	5	1	1	2	1	1090

**Including yourself, how many people came with you in your group today (Youth Under 18)? - TEXT**

<i>value</i>	<i>N</i>	<i>raw %</i>	<i>valid %</i>	<i>cumulative %</i>
0	531	47.92	48.58	48.58
<b>1</b>	<b>219</b>	<b>19.77</b>	<b>20.04</b>	<b>68.62</b>
2	233	21.03	21.32	89.94
3	69	6.23	6.31	96.25
4	23	2.08	2.10	98.35
5	10	0.90	0.91	99.27
6	2	0.18	0.18	99.45
7	1	0.09	0.09	99.54
8	1	0.09	0.09	99.63
9	1	0.09	0.09	99.73
10	1	0.09	0.09	99.82
12	2	0.18	0.18	100.00
Missing	15	1.35		

*total N=1108 · valid N=1093 ·  $\bar{x}$ =1.01 ·  $\sigma$ =1.33*





Including yourself, how many people came with you in your group today (Youth Under 18)? - TEXT	How did you get to the park today?					<i>Total</i>
	Personal Motor Vehicle	Bus / MAX	Walk	Bicycle	Other (specify)	
0	362	85	55	9	12	523
1	185	21	4	3	6	219
2	211	19	2	0	0	232
3	64	5	0	0	0	69
4	22	0	1	0	0	23
5	8	2	0	0	0	10
6	2	0	0	0	0	2
7	1	0	0	0	0	1
8	1	0	0	0	0	1
9	1	0	0	0	0	1
10	1	0	0	0	0	1
12	2	0	0	0	0	2
<b><i>Total</i></b>	860	132	62	12	18	1084

Including yourself, how many people came with you in your group today (Youth Under 18)? - TEXT	Location survey was conducted						<i>Total</i>
	Oregon Zoo	Portland Children's Museum	Hoyt Arboretum	Portland Japanese Garden	Rose Garden	World Forestry Center	
0	53	1	121	141	144	71	531
1	70	70	22	17	23	17	219
2	103	76	12	12	15	15	233
3	30	22	4	2	5	6	69
4	13	7	2	0	1	0	23
5	9	0	1	0	0	0	10
6	1	0	0	1	0	0	2
7	1	0	0	0	0	0	1
8	1	0	0	0	0	0	1
9	1	0	0	0	0	0	1
10	0	0	0	0	1	0	1
12	0	2	0	0	0	0	2
<b>Total</b>	282	178	162	173	189	109	1093

3. Which Park attractions are you visiting today?

Location	All (N = 1107)	Car (N = 869)	Trimet (N = 135)	Bike (N = 12)	Walk (N = 63)	Other (N = 19)
<i>Rose Garden</i>	375 (33.88 %)	262 (30.15 %)	49 (36.30 %)	9 (75.00 %)	36 (57.14 %)	12 (63.16 %)
<i>Oregon Zoo</i>	352 (31.80 %)	290 (33.37 %)	52 (38.52 %)	2 (16.67 %)	3 (4.76 %)	3 (15.79 %)
<i>Portland Japanese Garden</i>	327 (29.54 %)	238 (27.39 %)	46 (34.07 %)	4 (33.33 %)	27 (42.86 %)	7 (36.84 %)
<i>Portland Children's Museum</i>	200 (18.07 %)	187 (21.52 %)	10 (7.41 %)	1 (8.33 %)	0 (0.00 %)	2 (10.53 %)
<i>Hoyt Arboretum</i>	196 (17.71 %)	137 (15.77 %)	27 (20.00 %)	1 (8.33 %)	27 (42.86 %)	3 (15.79 %)
<i>World Forestry Center</i>	128 (11.56 %)	91 (10.47 %)	34 (25.19 %)	0 (0.00 %)	0 (0.00 %)	2 (10.53 %)
<i>Wildwood Trail</i>	93 (8.40 %)	54 (6.21 %)	14 (10.37 %)	1 (8.33 %)	23 (36.51 %)	1 (5.26 %)
<i>Children's Playground (s)</i>	28 (2.53 %)	23 (2.65 %)	5 (3.70 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)
<i>Holocaust Memorial</i>	21 (1.90 %)	12 (1.38 %)	3 (2.22 %)	0 (0.00 %)	6 (9.52 %)	0 (0.00 %)
<i>Vietnam Veterans Memorial</i>	13 (1.17 %)	11 (1.27 %)	2 (1.48 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)
<i>Other (specify)</i>	11 (0.99 %)	6 (0.69 %)	3 (2.22 %)	0 (0.00 %)	2 (3.17 %)	0 (0.00 %)
<i>Lewis and Clark Memorial</i>	10 (0.90 %)	7 (0.81 %)	3 (2.22 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)
<i>Archery Range</i>	8 (0.72 %)	6 (0.69 %)	1 (0.74 %)	0 (0.00 %)	1 (1.59 %)	0 (0.00 %)
<i>Tennis Courts</i>	7 (0.63 %)	6 (0.69 %)	7(0.63 %)	0 (0.00 %)	1 (1.59 %)	0 (0.00 %)

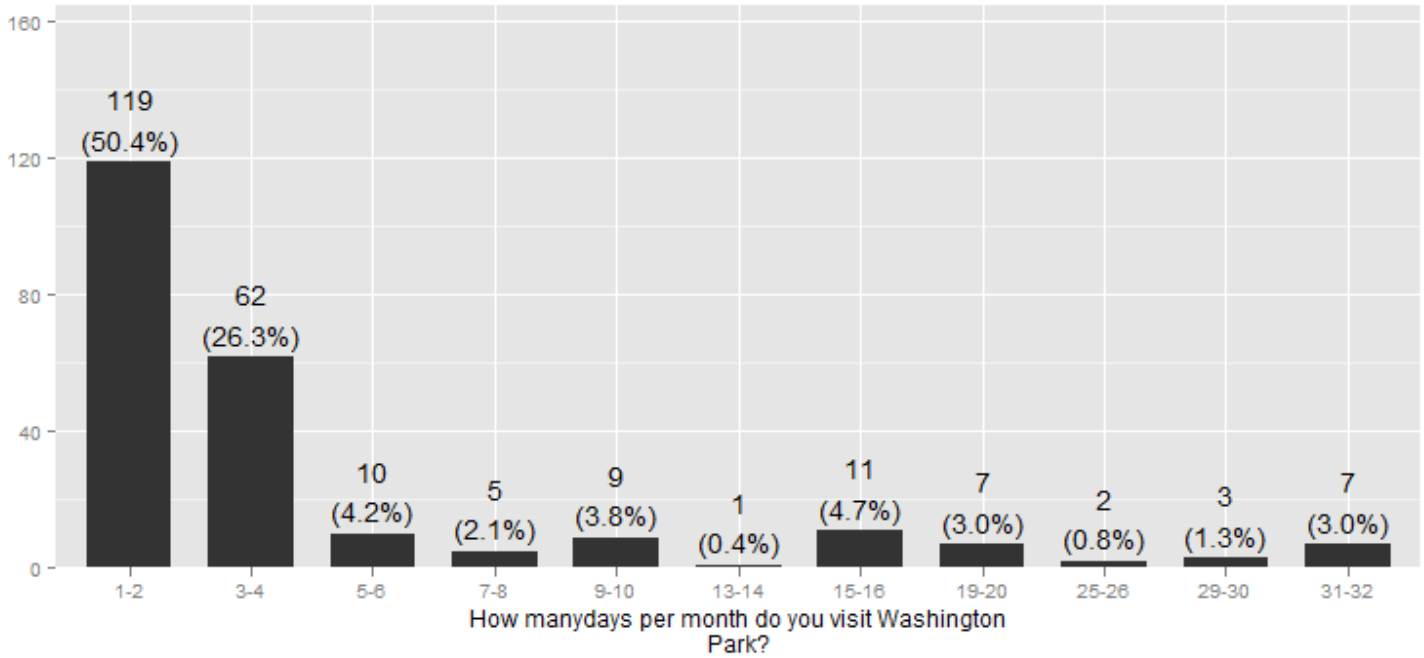
Which Park Attractions are you visiting today?

	All (N = 1107)	Zoo (N=285)	Portland Children's Museum (N=178)	Portland Japanese Garden (N=183)	Rose Garden (N=190)	Hoyt Arboretum (N = 162)	World Forestry Center (N = 109)
<i>Oregon Zoo</i>	<b>375</b> <b>(33.88 %)</b>	285 (100.00 %)	19 (10.67 %)	14 (7.65 %)	8 (4.21 %)	12 (7.41 %)	14 (12.84 %)
<i>Portland Japanese Garden</i>	<b>352</b> <b>(31.80 %)</b>	11 (3.86 %)	7 (3.93 %)	180 (98.36 %)	87 (45.79 %)	24 (14.81 %)	18 (16.51 %)
<i>Portland Children's Museum</i>	<b>327</b> <b>(29.54 %)</b>	11 (3.86 %)	178 (100.00 %)	2 (1.09 %)	0 (0.00 %)	5 (3.09 %)	4 (3.67 %)
<i>Rose Garden</i>	<b>200</b> <b>(18.07 %)</b>	7 (2.46 %)	5 (2.81 %)	118 (64.48 %)	190 (100.00 %)	36 (22.22 %)	19 (17.43 %)
<i>Hoyt Arboretum</i>	<b>196</b> <b>(17.71 %)</b>	5 (1.75 %)	1 (0.56 %)	7 (3.83 %)	13 (6.84 %)	160 (98.77 %)	10 (9.17 %)
<i>Other (specify)</i>	<b>128</b> <b>(11.56 %)</b>	4 (1.40 %)	0 (0.00 %)	1 (0.55 %)	2 (1.05 %)	3 (1.85 %)	1 (0.92 %)
<i>Children's Playground (s)</i>	<b>93</b> <b>(8.40 %)</b>	2 (0.70 %)	11 (6.18 %)	2 (1.09 %)	5 (2.63 %)	6 (3.70 %)	2 (1.83 %)
<i>World Forestry Center</i>	<b>28</b> <b>(2.53 %)</b>	2 (0.70 %)	7 (3.93 %)	4 (2.19 %)	0 (0.00 %)	6 (3.70 %)	109 (100.00 %)
<i>Wildwood Trail</i>	<b>21</b> <b>(1.90 %)</b>	0 (0.00 %)	0 (0.00 %)	6 (3.28 %)	9 (4.74 %)	74 (45.68 %)	4 (3.67 %)
<i>Lewis and Clark Memorial</i>	<b>13</b> <b>(1.17 %)</b>	0 (0.00 %)	0 (0.00 %)	1 (0.55 %)	4 (2.11 %)	2 (1.23 %)	3 (2.75 %)
<i>Holocaust Memorial</i>	<b>11</b> <b>(0.99 %)</b>	0 (0.00 %)	0 (0.00 %)	7 (3.83 %)	6 (3.16 %)	8 (4.94 %)	0 (0.00 %)
<i>Vietnam Veterans Memorial</i>	<b>10</b> <b>(0.90 %)</b>	0 (0.00 %)	1 (0.56 %)	2 (1.09 %)	2 (1.05 %)	6 (3.70 %)	2 (1.83 %)
<i>Tennis Courts</i>	<b>8</b> <b>(0.72 %)</b>	0 (0.00 %)	0 (0.00 %)	3 (1.64 %)	4 (2.11 %)	0 (0.00 %)	0 (0.00 %)
<i>Archery Range</i>	<b>7</b> <b>(0.63 %)</b>	0 (0.00 %)	0 (0.00 %)	1 (0.55 %)	3 (1.58 %)	4 (2.47 %)	0 (0.00 %)

**Which park attractions are you visiting today? Other (specify) - TEXT**

<i>value</i>	<i>N</i>	<i>raw %</i>	<i>valid %</i>	<i>cumulative %</i>
4 T Trail	1	0.09	0.09	99.01
Amphitheater	2	0.18	0.18	99.19
Hiking trails	1	0.09	0.09	99.28
maybe	4	0.36	0.36	99.64
Pittock	1	0.09	0.09	99.73
Trails	1	0.09	0.09	99.82
Walk dog	1	0.09	0.09	99.91
Waterfalls	1	0.09	0.09	100.00
missing	1096	099.01		
<i>total N=1108 · valid N=1108 · <math>\bar{x}</math>=2.05 · <math>\sigma</math>=0.57</i>				

#### 4. How frequently do you visit Washington Park? (Days)

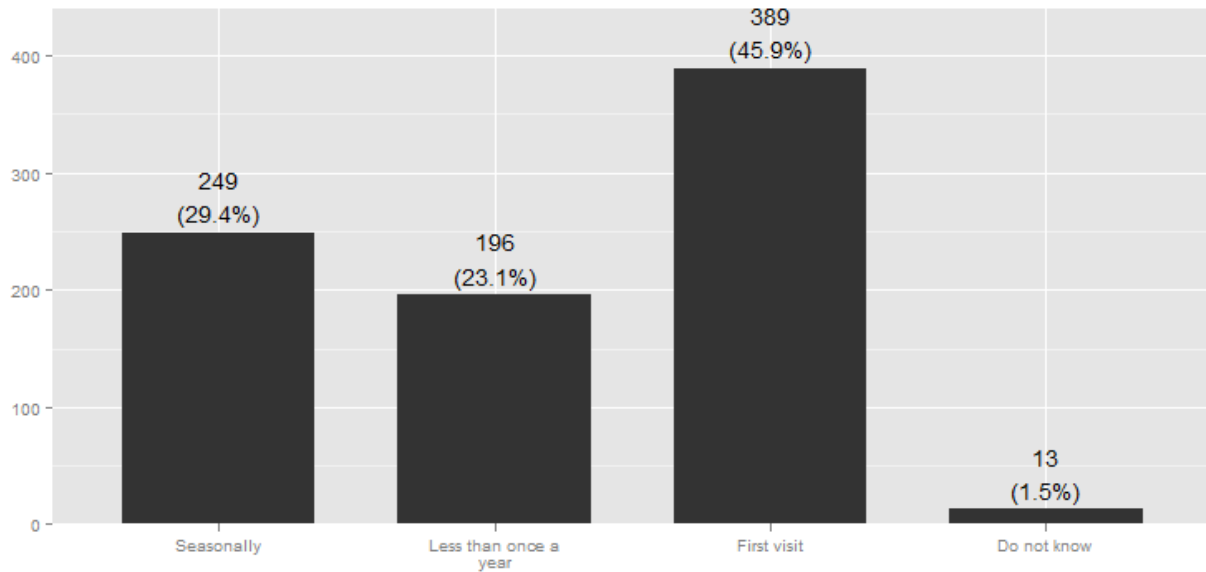


How many days per month do you visit Washington Park?

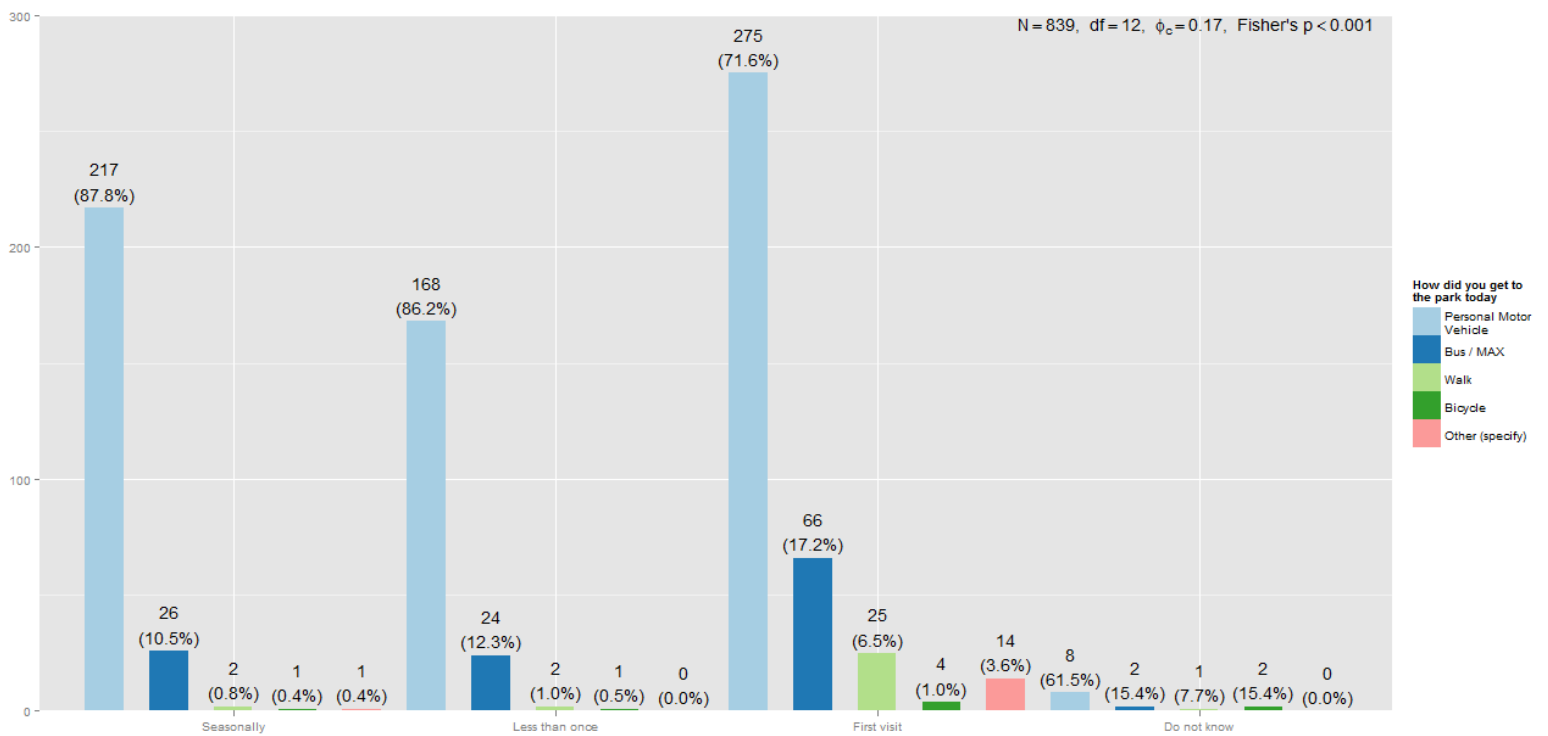
<i>value</i>	<i>N</i>	<i>raw %</i>	<i>valid %</i>	<i>cumulative %</i>
1	76	6.86	32.20	32.20
2	43	3.88	18.22	50.42
3	22	1.99	9.32	59.75
4	40	3.61	16.95	76.69
5	7	0.63	2.97	79.66
6	3	0.27	1.27	80.93
7	1	0.09	0.42	81.36
8	4	0.36	1.69	83.05
9	1	0.09	0.42	83.47
10	8	0.72	3.39	86.86
14	1	0.09	0.42	87.29
15	7	0.63	2.97	90.25
16	4	0.36	1.69	91.95
20	7	0.63	2.97	94.92
25	2	0.18	0.85	95.76
30	3	0.27	1.27	97.03
31	7	0.63	2.97	100.00
Missing	872	78.70		



#### 4. How frequently do you visit Washington park? (other)

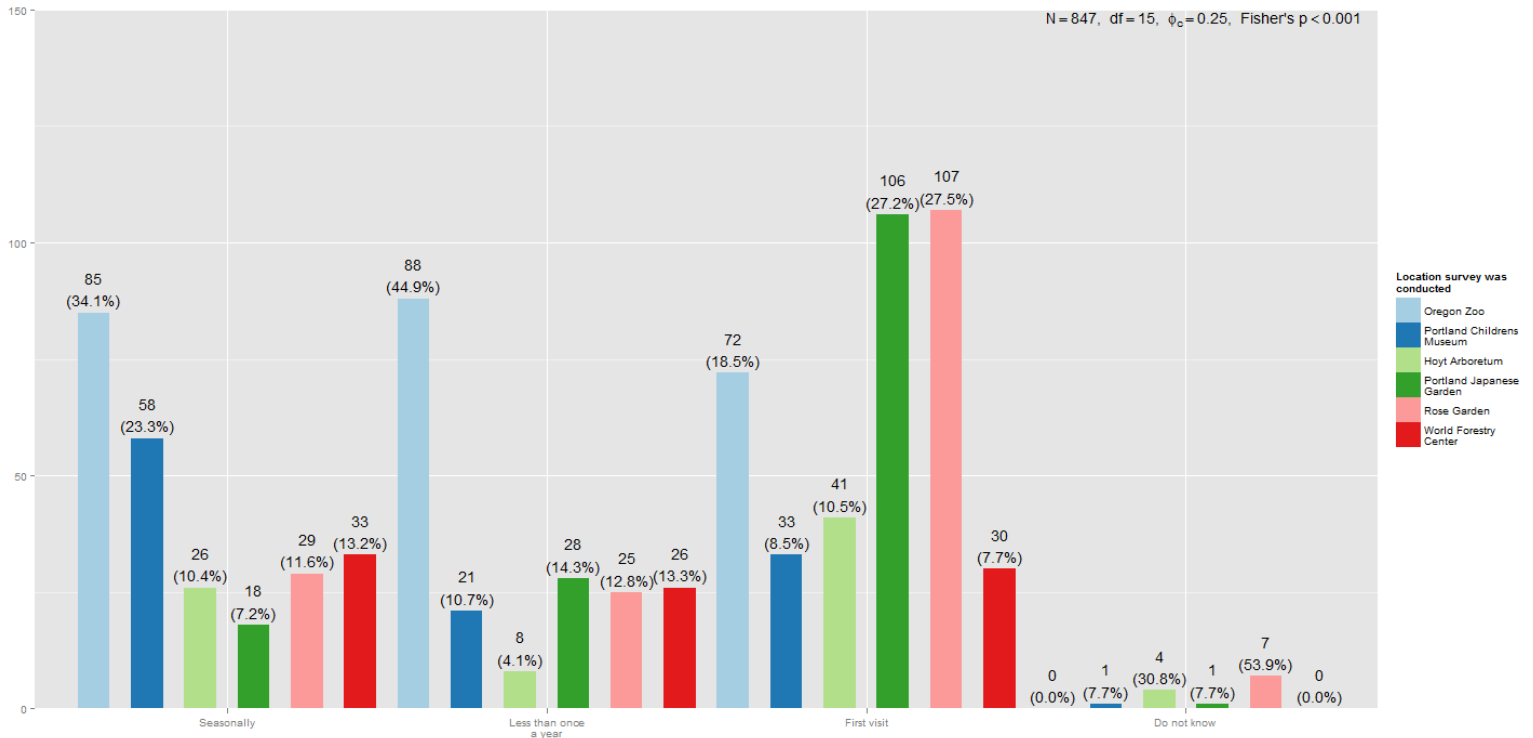


For respondents who did not report a specific number of days that they visited Washington the most common response was “First Time” with 45.9%. Seasonally was the next most common response as 29.4% which was followed by “Less than once a year” with 23.1%.



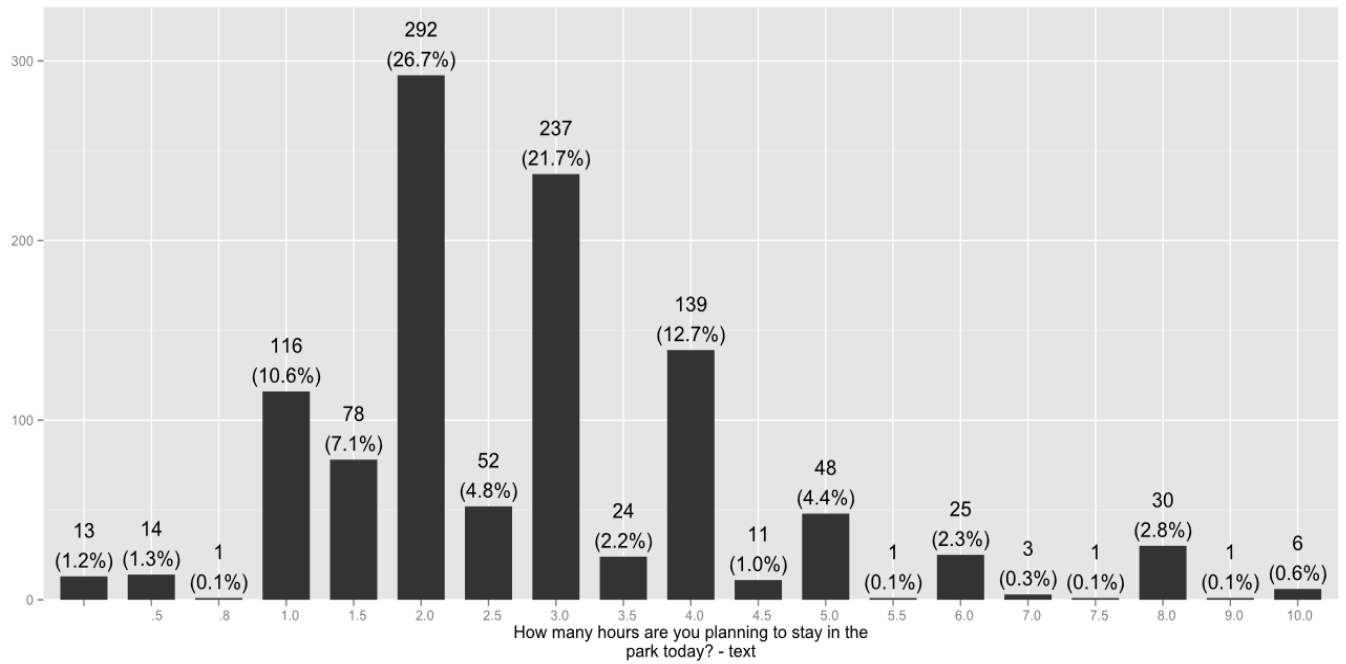
## Washington Park Survey 2014 Results

Among “First Time” visitors to Washington Park we do see a comparatively higher percentage of respondents getting to the park via Trimet, walking, and Bicycle as compared to other responses.



Those who reported this being their first time at Washington Park were most likely to have been filled out the survey at either the Portland Japanese Garden or the Rose Garden.

**Q5. How many hours are you planning to stay in the park today?**



The median number of hours respondents were planning to stay in the park was 2.5 hours and the average number of hours was slightly higher at 2.86.

<i>How did you get to the park today</i>	<i>How many hours are you planning to stay in the park today? - text</i>																			<i>Total</i>
	<i>NA</i>	<i>.5</i>	<i>.8</i>	<i>1.0</i>	<i>1.5</i>	<i>2.0</i>	<i>2.5</i>	<i>3.0</i>	<i>3.5</i>	<i>4.0</i>	<i>4.5</i>	<i>5.0</i>	<i>5.5</i>	<i>6.0</i>	<i>7.0</i>	<i>7.5</i>	<i>8.0</i>	<i>9.0</i>	<i>10.0</i>	
<b>Personal Motor Vehicle</b>	11	7	1	88	61	229	43	189	18	115	4	40	0	22	3	0	25	0	4	860
<b>Bus / MAX</b>	2	0	0	9	3	31	6	33	5	18	6	5	1	3	0	1	5	1	2	131
<b>Walk</b>	0	6	0	15	10	15	2	9	1	3	0	1	0	0	0	0	0	0	0	62
<b>Bicycle</b>	0	1	0	3	2	4	0	1	0	0	0	0	0	0	0	0	0	0	0	11
<b>Other (specify)</b>	0	0	0	1	2	8	1	4	0	1	1	1	0	0	0	0	0	0	0	19
<b>Total</b>	13	14	1	116	78	287	52	236	24	137	11	47	1	25	3	1	30	1	6	1083

Washington Park Survey 2014 Results

<i>Location survey was conducted</i>	<i>How many hours are you planning to stay in the park today? - text</i>																			<i>Total</i>
	<i>NA</i>	<i>.5</i>	<i>.8</i>	<i>1.0</i>	<i>1.5</i>	<i>2.0</i>	<i>2.5</i>	<i>3.0</i>	<i>3.5</i>	<i>4.0</i>	<i>4.5</i>	<i>5.0</i>	<i>5.5</i>	<i>6.0</i>	<i>7.0</i>	<i>7.5</i>	<i>8.0</i>	<i>9.0</i>	<i>10.0</i>	
Oregon Zoo	12	0	0	2	3	33	16	76	19	61	5	23	0	11	0	0	9	1	6	277
Portland Children's Museum	0	0	0	5	4	60	6	54	1	30	0	9	0	6	2	0	1	0	0	178
Hoyt Arboretum	0	3	0	32	19	52	5	22	2	15	0	4	0	5	0	0	3	0	0	162
Portland Japanese Garden	1	1	0	26	20	58	9	35	0	15	1	4	1	1	0	0	7	0	0	179
Rose Garden	0	10	1	43	20	55	13	31	1	10	0	2	0	0	1	0	0	0	0	187
World Forestry Center	0	0	0	8	12	34	3	19	1	8	5	6	0	2	0	1	10	0	0	109
<b>Total</b>	13	14	1	116	78	292	52	237	24	139	11	48	1	25	3	1	30	1	6	1092

**6. Are you a member of any of these Washington Park Attractions?**

**Are you a member of any of these Washington Park Attractions? (mode)**

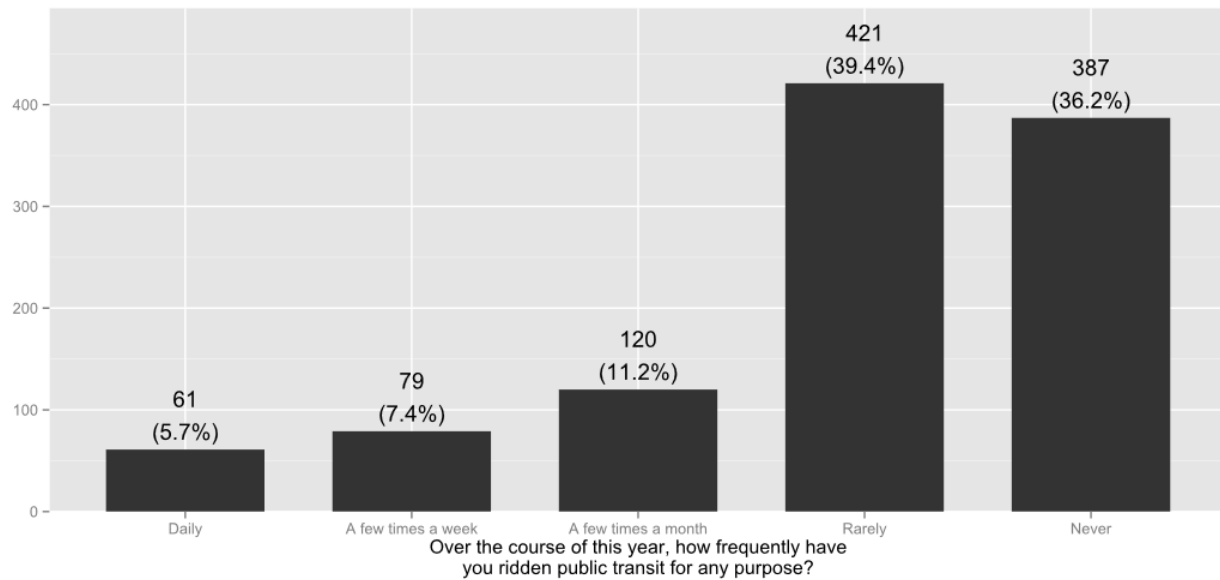
	<b>All (N = 1106)</b>	<b>Car (N = 868)</b>	<b>Trimet (N = 135)</b>	<b>Walk (N = 63)</b>	<b>Bike (N = 12)</b>	<b>Other (N = 19)</b>
<i>Oregon Zoo</i>	188 (17.00 %)	165 (19.01 %)	11 (8.15 %)	9 (14.29 %)	2 (16.67 %)	1 (5.26 %)
<i>Portland Children's Museum</i>	84 (7.59 %)	83 (9.56 %)	1 (0.74 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)
<i>Portland Japanese Garden</i>	44 (3.98 %)	33 (3.80 %)	2 (1.48 %)	6 (9.52 %)	2 (16.67 %)	0 (0.00 %)
<i>Hoyt Arboretum Friends</i>	21 (1.90 %)	10 (1.15 %)	1 (0.74 %)	10 (15.87 %)	0 (0.00 %)	0 (0.00 %)
<i>Rose Garden</i>	9 (0.81 %)	7 (0.81 %)	0 (0.00 %)	0 (0.00 %)	1 (8.33 %)	0 (0.00 %)
<i>World Forestry Center</i>	9 (0.81 %)	8 (0.92 %)	1 (0.74 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)
<i>Other (specify)</i>	3 (0.27 %)	2 (0.23 %)	1 (0.74 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)



**Are you a member of any of these Washington Park Attractions? (Location)**

	<b>Zoo (N=285)</b>	<b>Portland Children's Museum (N=178)</b>	<b>Hoyt Arboretum (N = 162)</b>	<b>Rose Garden (N=190)</b>	<b>Portland Japanese Garden (N=181)</b>	<b>World Forestry Center (N = 109)</b>
<i>Oregon Zoo</i>	78 (27.27 %)	55 (30.90 %)	28 (17.28 %)	8 (4.21 %)	4 (2.21 %)	15 (13.76 %)
<i>Portland Children's Museum</i>	6 (2.10 %)	63 (35.39 %)	8 (4.94 %)	0 (0.00 %)	2 (1.10 %)	5 (4.59 %)
<i>Rose Garden</i>	3 (1.05 %)	0 (0.00 %)	0 (0.00 %)	3 (1.58 %)	3 (1.66 %)	0 (0.00 %)
<i>Portland Japanese Garden</i>	1 (0.35 %)	3 (1.69 %)	9 (5.56 %)	6 (3.16 %)	23 (12.71 %)	2 (1.83 %)
<i>Hoyt Arboretum Friends</i>	1 (0.35 %)	0 (0.00 %)	16 (9.88 %)	1 (0.53 %)	3 (1.66 %)	0 (0.00 %)
<i>Other (specify)</i>	0 (0.00 %)	1 (0.56 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)	2 (1.83 %)
<i>World Forestry Center</i>	0 (0.00 %)	2 (1.12 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)	7 (6.42 %)

**Q7. Over the course of this year, how frequently have you ridden public transit for any purpose?**

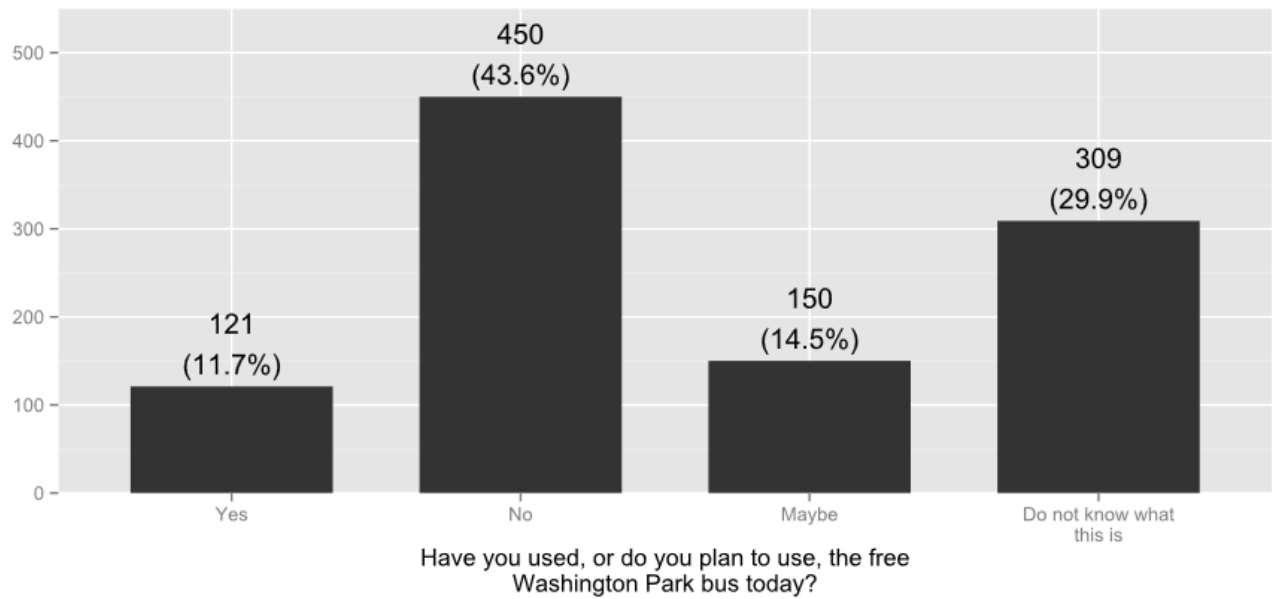


<i>How did you get to the park today</i>	<i>Over the course of this year, how frequently have you ridden public transit for any purpose?</i>					<i>Total</i>
	Daily	A few times a week	A few times a month	Rarely	Never	
Personal Motor Vehicle	38	45	92	321	345	841
Bus / MAX	17	22	20	54	17	130
Walk	5	5	5	29	15	59
Bicycle	0	1	2	7	2	12
Other (specify)	1	4	1	8	3	17
<b>Total</b>	61	77	120	419	382	1059

<i>Location survey was conducted</i>	<i>Over the course of this year, how frequently have you ridden public transit for any purpose?</i>					<i>Total</i>
	Daily	A few times a week	A few times a month	Rarely	Never	
Oregon Zoo	11	15	28	95	133	282
Portland Children's Museum	5	8	14	94	57	178
Hoyt Arboretum	14	18	29	57	41	159
Portland Japanese Garden	10	9	16	56	68	159
Rose Garden	15	19	15	64	69	182
World Forestry Center	6	10	18	55	19	108
<b><i>Total</i></b>	61	79	120	421	387	1068

$$X^2=76.574 \cdot df=20 \cdot \Phi_c=0.134 \cdot p<0.001$$

Q8. Have you used, or do you plan to use, the free Washington Park bus today?



<i>How did you get to the park today</i>	<i>Have you used, or do you plan to use, the free Washington Park bus today?</i>				<i>Total</i>
	Yes	No	Maybe	Do not know what this is	
Personal Motor Vehicle	56	375	117	253	801
Bus / MAX	49	29	21	31	130
Walk	9	30	9	13	61
Bicycle	0	7	0	4	11
Other (specify)	5	6	3	4	18
<b>Total</b>	119	447	150	305	1021

*Fisher's  $p < 0.001 \cdot df = 20 \cdot \Phi_c = 0.172$*

<i>Location survey was conducted</i>	<i>Have you used, or do you plan to use, the free Washington Park bus today?</i>				<b><i>Total</i></b>
	Yes	No	Maybe	Do not know what this is	
Oregon Zoo	13	87	28	125	253
Portland Children's Museum	17	66	41	49	173
Hoyt Arboretum	13	76	24	40	153
Portland Japanese Garden	26	87	21	29	163
Rose Garden	24	84	30	42	180
World Forestry Center	28	50	6	24	108
<b><i>Total</i></b>	121	450	150	309	1030

*Fisher's  $p < 0.001 \cdot df = 25 \cdot \Phi_c = 0.151$*

9. What is your home zip code or country of residence (if international visitor)?

<i>State</i>	<i>N</i>	<i>raw %</i>	<i>valid %</i>	<i>cumulative %</i>
AK	2	0.18	0.20	0.20
AP	1	0.09	0.10	0.30
AR	3	0.27	0.30	0.61
AZ	13	1.17	1.31	1.92
CA	80	7.22	8.08	10.00
CO	13	1.17	1.31	11.31
DC	3	0.27	0.30	11.62
DE	1	0.09	0.10	11.72
FL	12	1.08	1.21	12.93
GA	3	0.27	0.30	13.23
HI	3	0.27	0.30	13.54
IA	2	0.18	0.20	13.74
ID	11	0.99	1.11	14.85
IL	9	0.81	0.91	15.76
IN	2	0.18	0.20	15.96
KS	5	0.45	0.51	16.46
LA	3	0.27	0.30	16.77
MA	10	0.90	1.01	17.78
MD	4	0.36	0.40	18.18
MI	4	0.36	0.40	18.59
MN	14	1.26	1.41	20.00
MO	2	0.18	0.20	20.20
MT	1	0.09	0.10	20.30
NC	4	0.36	0.40	20.71
NH	3	0.27	0.30	21.01
NJ	2	0.18	0.20	21.21
NV	5	0.45	0.51	21.72
NY	19	1.71	1.92	23.64
OH	3	0.27	0.30	23.94
OR	557	50.27	56.26	80.20
PA	10	0.90	1.01	81.21
SC	7	0.63	0.71	81.92
TN	5	0.45	0.51	82.42
TX	19	1.71	1.92	84.34
UT	12	1.08	1.21	85.56
VA	10	0.90	1.01	86.57
VT	4	0.36	0.40	86.97
WA	125	11.28	12.63	99.60
WI	2	0.18	0.20	99.80
WY	2	0.18	0.20	100.00
missing	118	10.65		

***total N=1108 · valid N=990 ·  $\bar{x}$ =27.03 ·  $\sigma$ =9.73***

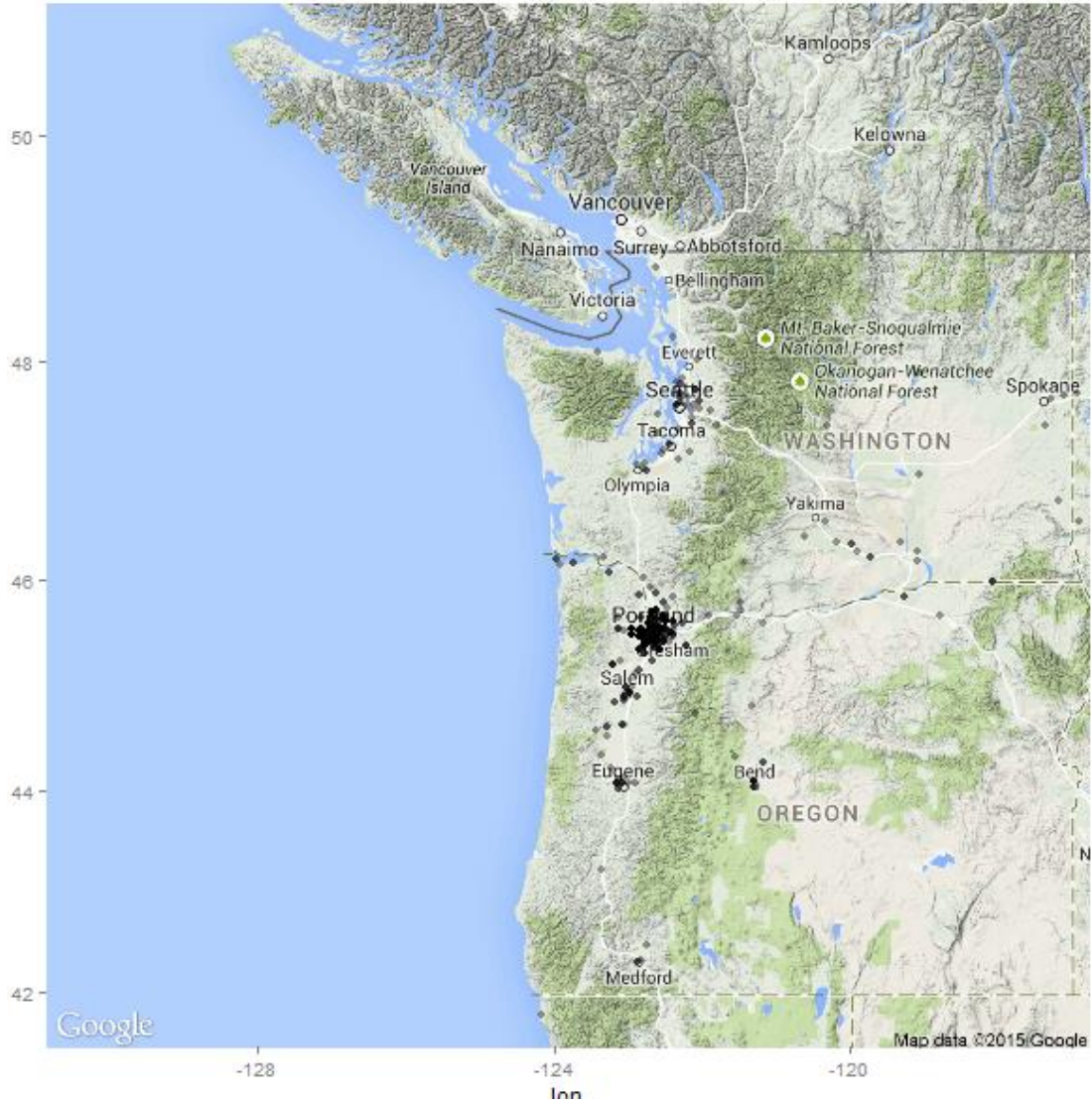


**Nation which respondent is from**

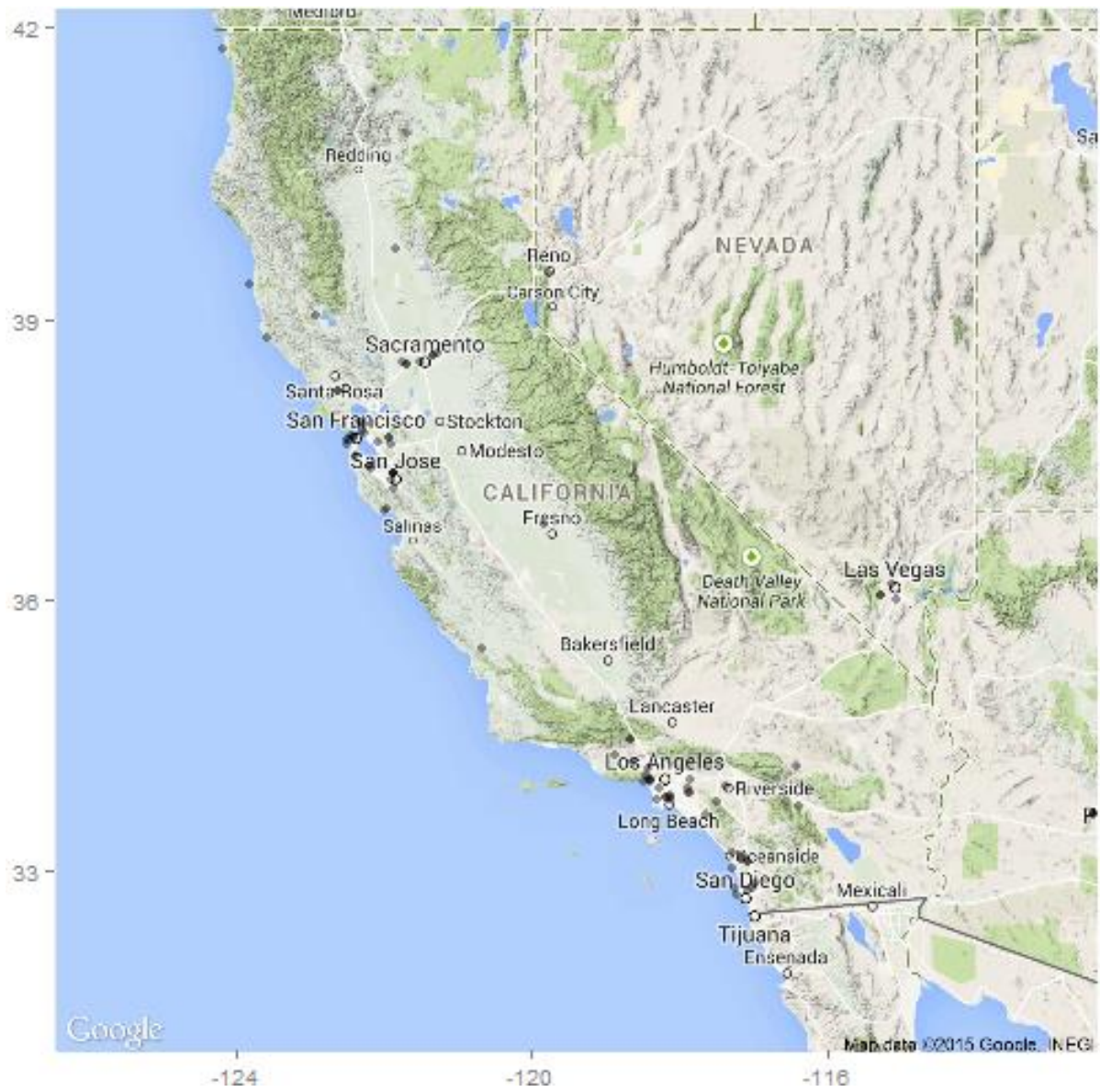
<i>value</i>	<i>N</i>	<i>raw %</i>	<i>valid %</i>	<i>cumulative %</i>
United States	1000	90.25	95.51	95.51
Canada	30	2.71	2.87	98.38
Thailand	3	0.27	0.29	98.66
Taiwan	1	0.09	0.10	98.76
Spain	1	0.09	0.10	98.85
Scotland	1	0.09	0.10	98.95
Japan	1	0.09	0.10	99.04
Ireland	1	0.09	0.10	99.14
India	3	0.27	0.29	99.43
Germany	3	0.27	0.29	99.71
France	1	0.09	0.10	99.81
Colombia	1	0.09	0.10	99.90
Australia	1	0.09	0.10	100.00
missing	61	5.51		

*total N=1108 · valid N=1047 ·  $\bar{x}$ =1.14 ·  $\sigma$ =0.96*

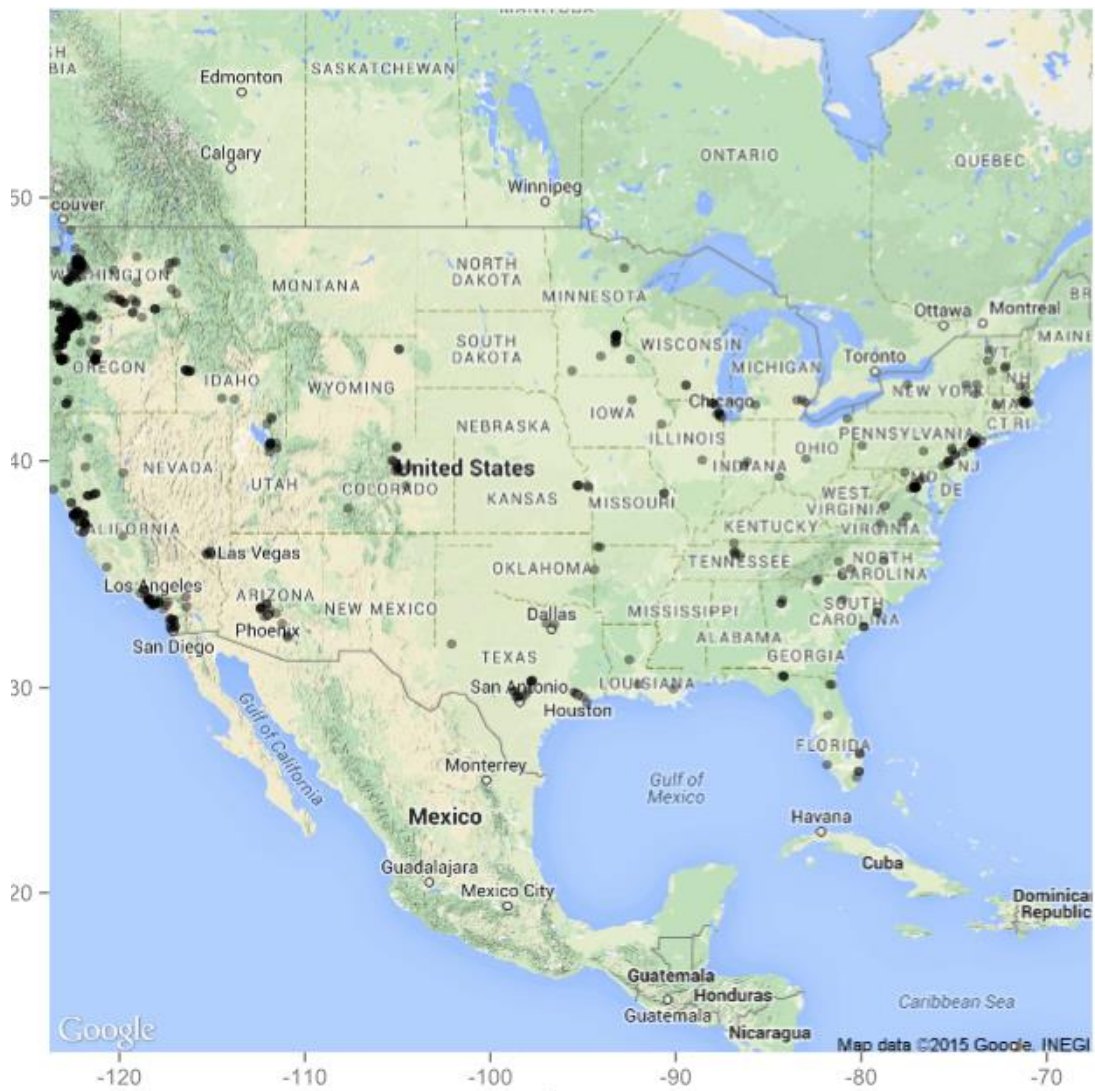
Map of visitors from the Pacific Northwest



Map of visitors from California



Map of visitors from United States





10. What best describes your race or ethnicity?

What best describes your race or ethnicity? (all modes)

	All (N =1032)	Car (N = 809 )	Trimet (N=135 )	Bike (N = 12)	Walk (N = 61)	Other (N =1 9 )
<i>White</i>	848 (82.09 %)	669 (82.59 %)	96 (77.42 % )	10 (83.33 %)	56 (91.80 %)	12 (63.16 %)
<i>Asian</i>	90 (8.71 %)	70 (8.64 %)	14 (11.29 % )	1 (8.33 %)	2 (3.28 %)	3 (15.79 %)
<i>Slavic</i>	10 (0.97 %)	7 (0.86 %)	1 (0.81 %)	1 (8.33 %)	1 (1.64 %)	0 (0.00 %)
<i>Latino/Hispanic</i>	57 (5.52 %)	48 (5.93 %)	4 (3.23 %)	0 (0.00 %)	4 (6.56 %)	0 (0.00 %)
<i>Other (specify)</i>	16 (1.55 %)	10 (1.23 %)	5 (4.03 %)	0 (0.00 %)	0 (0.00 %)	1 (5.26 %)
<i>Native Hawaiian/Other Pacific Islander</i>	5 (0.48 %)	2 (0.25 %)	3 (2.42 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)
<i>American Indian/Alaskan Native</i>	8 (0.77 %)	5 (0.62 %)	3 (2.42 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)
<i>Middle Eastern/North African</i>	10 (0.97 %)	8 (0.99 %)	1 (0.81 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)
<i>Black/African American</i>	14 (1.36 %)	9 (1.11 %)	2 (1.61 %)	0 (0.00 %)	0 (0.00 %)	3 (15.79 %)
<i>African</i>	5 (0.48 %)	5 (0.62 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)

**What best describes your race or ethnicity? (locations)**

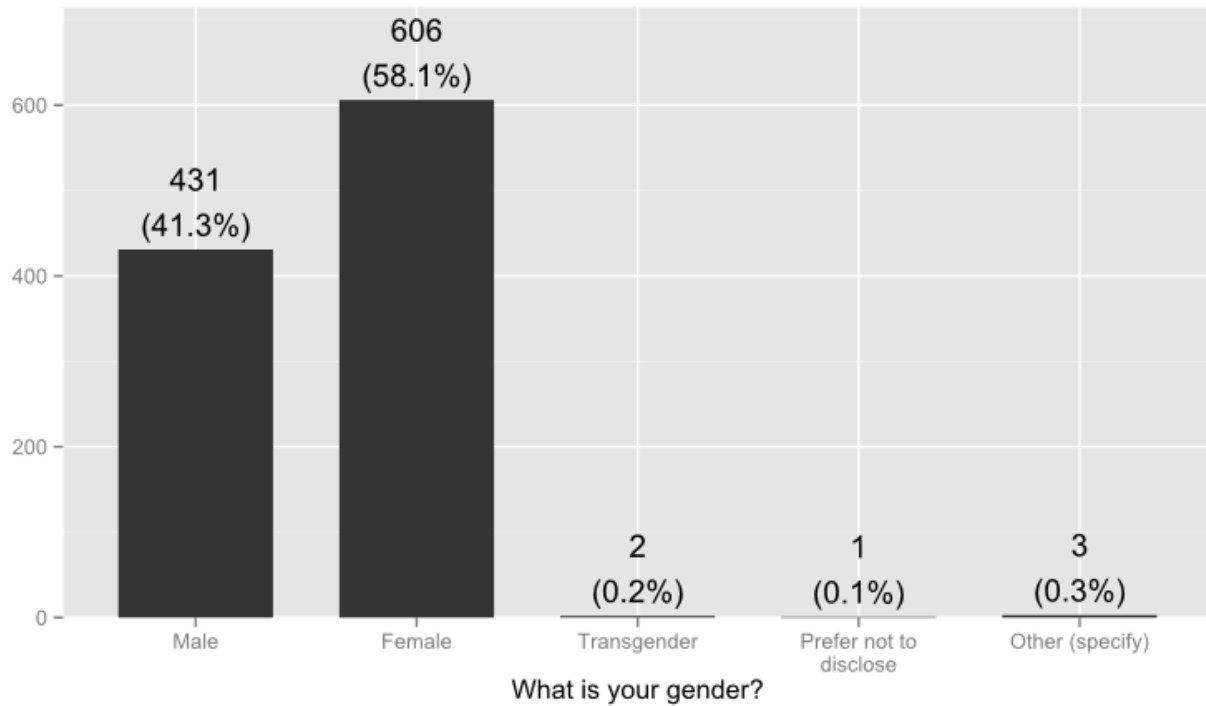
	<b>All (N = 1032)</b>	<b>Zoo (N = 255)</b>	<b>Portland Children's Museum (N = 173)</b>	<b>Hoyt Arboretum (N = 151)</b>	<b>Portland Japanese Garden (N = 169)</b>	<b>Rose Garden (N = 180)</b>	<b>World Forestry Center (N = 104)</b>
<i>White</i>	848 (82.09 %)	188 (73.73 %)	152 (87.86 %)	128 (84.77 %)	139 (81.76 %)	150 (83.33 %)	91 (87.50 %)
<i>Asian</i>	90 (8.71 %)	18 (7.06 %)	10 (5.78 %)	18 (11.92 %)	18 (10.59 %)	22 (12.22 %)	4 (3.85 %)
<i>Slavic</i>	10 (0.97 %)	4 (1.57 %)	0 (0.00 %)	1 (0.66 %)	4 (2.35 %)	1 (0.56 %)	0 (0.00 %)
<i>Latino/Hispanic</i>	57 (5.52 %)	29 (11.37 %)	4 (2.31 %)	7 (4.64 %)	8 (4.71 %)	7 (3.89 %)	2 (1.92 %)
<i>Other (specify)</i>	16 (1.55 %)	1 (0.39 %)	2 (1.16 %)	2 (1.32 %)	2 (1.18 %)	3 (1.67 %)	6 (5.77 %)
<i>Native Hawaiian/Other Pacific Islander</i>	5 (0.48 %)	1 (0.39 %)	1 (0.58 %)	0 (0.00 %)	2 (1.18 %)	1 (0.56 %)	0 (0.00 %)
<i>American Indian/Alaskan Native</i>	8 (0.77 %)	3 (1.18 %)	1 (0.58 %)	0 (0.00 %)	1 (0.59 %)	2 (1.11 %)	1 (0.96 %)
<i>Middle Eastern/North African</i>	10 (0.97 %)	7 (2.75 %)	0 (0.00 %)	0 (0.00 %)	1 (0.59 %)	1 (0.56 %)	1 (0.96 %)
<i>Black/African American</i>	14 (1.36 %)	6 (2.35 %)	4 (2.31 %)	1 (0.66 %)	2 (1.18 %)	1 (0.56 %)	0 (0.00 %)
<i>African</i>	5 (0.48 %)	1 (0.39 %)	1 (0.58 %)	1 (0.66 %)	0 (0.00 %)	2 (1.11 %)	0 (0.00 %)



**What best describes your race or ethnicity? Other (specify) - TEXT**

<i>value</i>	<i>N</i>	<i>raw %</i>	<i>valid %</i>	<i>cumulative %</i>
English European	1	0.09	0.09	99.28
Heinz 57	1	0.09	0.09	99.37
Hindi	1	0.09	0.09	99.46
Human	1	0.09	0.09	99.55
mixed	1	0.09	0.09	99.64
Multi-Racial	1	0.09	0.09	99.73
Rather not say	1	0.09	0.09	99.82
Scot	1	0.09	0.09	99.91
Vulcan	1	0.09	0.09	100.00

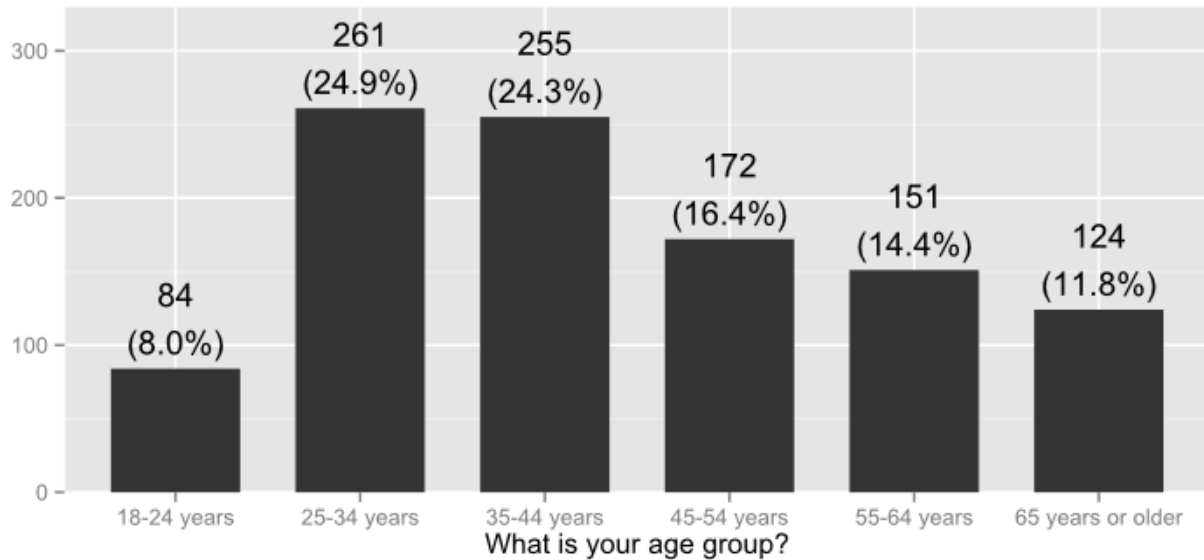
**11. What is your gender?**



<i>How did you get to the park today</i>	<i>What is your gender?</i>					<i>Total</i>
	Male	Female	Transgender	Prefer not to disclose	Other (specify)	
Personal Motor Vehicle	332	483	1	1	3	820
Bus / MAX	51	72	1	0	0	124
Walk	26	36	0	0	0	62
Bicycle	9	3	0	0	0	12
Other (specify)	10	9	0	0	0	19
<b>Total</b>	428	603	2	1	3	1037

<i>Location survey was conducted</i>	<i>What is your gender?</i>					<i>Total</i>
	Male	Female	Transgender	Prefer not to disclose	Other (specify)	
Oregon Zoo	111	147	0	0	0	258
Portland Children's Museum	60	114	0	0	0	174
Hoyt Arboretum	67	75	1	0	1	144
Portland Japanese Garden	68	105	0	0	2	175
Rose Garden	93	89	1	1	0	184
World Forestry Center	32	76	0	0	0	108
<b><i>Total</i></b>	431	606	2	1	3	1043

**12. What is your age?**



<i>How did you get to the park today</i>	<i>What is your age group?</i>						<i>Total</i>
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years or older	
Personal Motor Vehicle	62	206	227	134	107	84	820
Bus / MAX	14	31	15	16	30	20	126
Walk	3	16	5	15	10	14	63
Bicycle	3	3	3	1	0	2	12
Other (specify)	1	5	4	3	3	3	19
<b>Total</b>	83	261	254	169	150	123	1040

<i>Location survey was conducted</i>	<i>What is your age group?</i>						<b><i>Total</i></b>
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years or older	
Oregon Zoo	22	78	84	43	19	12	258
Portland Children's Museum	6	59	74	14	7	14	174
Hoyt Arboretum	11	32	25	27	28	24	147
Portland Japanese Garden	30	33	23	28	36	24	174
Rose Garden	11	40	30	37	39	28	185
World Forestry Center	4	19	19	23	22	22	109
<b><i>Total</i></b>	84	261	255	172	151	124	1047