

## **Appendix B**

### **Visitor Survey Results**

The visitor intercept survey was conducted on Tuesday, May 19, 1998 at Adam's Mark Hotel and at Union Station. A total of 111 interviews were completed, 43 at Adam's Mark and 68 at Union Station.

The answers to each question plus a variety of cross-tabulations are shown in tables on the following pages. Highlights of the findings include:

- Approximately half of the persons interviewed appear to be downtown employees based on trip purpose responses (business and "other" which frequently indicated 8 hour or longer stays).
- The majority (75%) are from the St. Louis area and nearly all (94%) had visited downtown previously.
- People interviewed were quite positive about downtown, with typically two-thirds to three-quarters of respondents agreeing that it is easy to get to, easy to get around, that it is well maintained and that it has adequate restaurants and shops. What is not reflected, obviously, is the opinion of people who do not or only rarely come downtown.
- Parking elicited more disagreement than any other qualitative issue.
- More than half (55%) of respondents have children and are married (71%).
- Most people interviewed travel by car, no matter what the purpose of their visit. Taxis were the next most used mode of travel for this group.
- People interviewed had long stays downtown, with shopping trips averaging 4 hours.

## FINDINGS

**Table 1.**

<b>Gender</b>			
	<b>Male</b>	<b>Female</b>	<b>Total</b>
Adam's Mark	23	20	43
Union Station	31	32	63
Total	54	52	106
%	50.94%	49.06%	100.0%

**Table 2.**

<b>Method of Travel to Downtown</b>		
	Responses	%
Car	71	63.96%
Taxi	23	20.72%
Bus	8	7.21%
MetroLink	8	7.21%
Other	1	0.90%
Total	111	100.00%

**Table 3.**

<b>Purpose of Visit</b>		
	Responses	%
Other	52	46.85%
Business	51	45.95%
Tourism	5	4.50%
Visiting Friends/Family	2	1.80%
Convention	1	0.90%
Total	111	100.00%

**Table 4.**

<b>Number of Other Downtown Destinations</b>		
	Responses	%
None	60	54.05%
One	3	2.70%
Two	4	3.60%
More than Three	10	9.01%
Don't Know	34	30.63%
Total	111	100.00%

**Table 5.**

<b>Method of Travel to Other Destinations</b>		
	Responses	%
Car	68	62.39%
Taxi	22	20.18%
Bus	10	9.17%
MetroLink	7	6.42%
Shuttle Bus	1	0.92%
Walk	1	0.92%
Total	109	100.00%

**Table 6.**

<b>Average Length of Stay by Trip Purpose</b>		
Purpose	Hours	Responses
Business	6:42	37
Other — Work	8:11	28
Other — Shopping	4:08	14
Visiting Friends/Family	5:45	1
Tourism	8:00	1
Convention	2:40	1
		82

**Table 7.**

<b>Staying Overnight?</b>		
	Responses	%
No	87	82.86%
Yes	18	17.14%
Total	105	100.00%

**Table 8.**

<b>First Visit to Downtown St. Louis</b>		
	Responses	%
No	97	94.17%
Yes	6	5.83%
Total	103	100.00%

**Table 9.**

<b>Downtown is Easy to Get to</b>		
	Responses	%
Strongly Agree	82	76.64%
No Opinion	16	14.95%
Somewhat agree	9	8.41%
Total	107	100.00%

**Table 10.**

<b>It is easy to find your way around downtown</b>		
	Responses	%
Strongly Agree	74	67.89%
No Opinion	17	15.60%
Somewhat Agree	11	10.09%
Somewhat Disagree	5	4.59%
Strongly Disagree	2	1.83%
Total	109	100.00%

**Table 11.**

<b>Parking is convenient</b>		
	Responses	%
No Opinion	50	46.30%
Somewhat Agree	21	19.44%
Somewhat Disagree	15	13.89%
Strongly Disagree	13	12.04%
Strongly Agree	9	8.33%
Total	108	100.00%

**Table 12.**

<b>Downtown is a pleasant and easy place to walk</b>		
	Responses	%
Strongly Agree	88	81.48%
Somewhat Agree	17	15.74%
No Opinion	2	1.85%
Strongly Disagree	1	0.93%
Total	108	100.00%

**Table 13.**

<b>Downtown has adequate shops and restaurants</b>		
	Responses	%
Strongly Agree	74	68.52%
Somewhat Agree	22	20.37%
No Opinion	10	9.26%
Somewhat Disagree	2	1.85%
Total	108	100.00%

**Table 14.**

<b>Downtown is a safe place to visit</b>		
	Responses	%
Strongly Agree	43	40.19%
Somewhat Agree	32	29.91%
No Opinion	28	26.17%
Somewhat Disagree	4	3.74%
Total	107	100.00%

**Table 15.**

<b>Downtown is well maintained and attractive</b>		
	Responses	%
Strongly Agree	77	70.6%
Somewhat Agree	18	16.5%
No Opinion	13	11.9%
Somewhat Disagree	1	0.9%
Total	109	100.0%

**Table 16.**

<b>Marital Status</b>		
	Responses	%
Married	77	71.30%
Single	31	28.70%
Total	108	100.00%

**Table 17.**

<b>Number of Children</b>		
	Responses	%
0	47	44.76%
1	17	16.19%
2	19	18.10%
3	19	18.10%
4	2	1.90%
5	1	0.95%
Total	105	100.00%

**Table 18.**

<b>Residential Zip Code</b>		
	Responses	%
Saint Louis	83	75.45%
California	15	13.64%
Texas	4	3.64%
Pennsylvania	3	2.73%
Delaware	3	2.73%
Other Missouri	1	0.91%
Illinois	1	0.91%
Total	110	100.00%

**Table 19.**

<b>Purpose of Trip by Mode of Travel</b>		
	Responses	%
<b>Business</b>		
car	27	52.94%
Taxi	20	39.22%
MetroLink	3	5.88%
bus	1	1.96%
	51	100.00%
<b>Convention</b>		
car	1	100.00%
bus	0	0.00%
MetroLink	0	0.00%
Taxi	0	0.00%
	1	100.00%
<b>Tourism</b>		
car	2	40.00%
Taxi	2	40.00%
MetroLink	1	20.00%
bus	0	0.00%
	5	100.00%
<b>Other</b>		
car	40	76.92%
bus	7	13.46%
MetroLink	3	5.77%
Taxi	1	1.92%
Other	1	1.92%
	52	100.00%
<b>Visiting Friends/Family</b>		
car	1	50.00%
MetroLink	1	50.00%
bus	0	0.00%
Taxi	0	0.00%
	2	100.00%

**Table 20.**

<b>Purpose of visit by Gender</b>		
	Responses	%
<b>Business</b>		
Male	32	64.00%
Female	18	36.00%
	50	100.00%
<b>Convention</b>		
Male	0	0
Female	1	1
	1	1
<b>Tourism</b>		
Male	3	75.00%
Female	1	25.00%
	4	100.00%
<b>Other</b>		
Male	20	40.82%
Female	29	59.18%
	49	100.00%
<b>Visiting Friends/Family</b>		
Male	0	0.00%
Female	2	100.00%
	2	100.00%

**Table 21.**

<b>Purpose of Visit by Number of Other Destinations</b>		
	Responses	%
<b>Business</b>		
None	22	43.14%
One	1	1.96%
Two	1	1.96%
Three or more	1	1.96%
Don't Know	26	50.98%
	51	100.00%
<b>Convention</b>		
None	1	100.00%
One	0	0.00%
Two	0	0.00%
Three or more	0	0.00%
Don't Know	0	0.00%
	1	100.00%
<b>Other</b>		
None	37	71.15%
One	2	3.85%
Two	2	3.85%
Three or more	6	11.54%
Don't Know	5	9.62%
	52	100.00%
<b>Tourism</b>		
None	0	0.00%
One	0	0.00%
Two	1	20.00%
Three or more	2	40.00%
Don't Know	2	40.00%
	5	100.00%
<b>Visiting Friends/Family</b>		
None	0	0.00%
One	0	0.00%
Two	0	0.00%
Three or more	1	50.00%
Don't Know	1	50.00%
	2	100.00%

**Table 22.**

<b>Number of Destinations by Method of Travel in Downtown</b>		
	Responses	%
<b>One</b>		
Car	1	33.33%
Bus	1	33.33%
Walk	1	33.33%
MetroLink	0	0.00%
Taxi	0	0.00%
	3	100.00%
<b>Two</b>		
Car	2	66.67%
Bus	1	33.33%
MetroLink	0	0.00%
Taxi	0	0.00%
Walk	0	0.00%
	3	100.00%
<b>Three or more</b>		
Car	5	50.00%
Bus	2	20.00%
MetroLink	2	20.00%
Taxi	1	10.00%
Walk	0	0.00%
	10	100.00%
<b>Don't Know</b>		
Car	17	50.00%
Taxi	15	44.12%
Bus	1	2.94%
MetroLink	1	2.94%
Walk	0	0.00%
	34	100.00%

**Table 23.**

<b>Purpose of Visit by Overnight Stay</b>		
	Responses	%
<b>Business</b>		
Yes	13	27.08%
No	35	72.92%
	48	100.00%
<b>Convention</b>		
Yes	0	0.00%
No	1	100.00%
	1	100.00%
<b>Other</b>		
Yes	0	0.00%
No	49	100.00%
	49	100.00%
<b>Tourism</b>		
Yes	4	80.00%
No	1	20.00%
	5	100.00%
<b>Visiting Friends/Family</b>		
Yes	1	50.00%
No	1	50.00%
	2	100.00%

**Table 24.**

<b>Gender by Overnight Stay?</b>		
	Responses	%
<b>Male</b>		
Yes	11	21.15%
No	41	78.85%
	52	100.00%
<b>Female</b>		
Yes	6	12.50%
No	42	87.50%
	48	100.00%

**Table 25.**

<b>First Visit by Downtown is Easy to Get To</b>		
	Responses	%
<b>Not First Visit</b>		
No Opinion	7	7.37%
Somewhat Agree	9	9.47%
Strongly Agree	79	83.16%
	95	100.00%
<b>Yes, First Visit</b>		
No Opinion	5	83.33%
Somewhat Agree		0.00%
Strongly Agree	1	16.67%
	6	100.00%

**Table 26.**

<b>First Visit by: It is easy to find your way around</b>		
	Responses	%
<b>Not First Visit</b>		
Strongly Agree	73	75.26%
No Opinion	9	9.28%
Somewhat Agree	9	9.28%
Somewhat Disagree	4	4.12%
Strongly Disagree	2	2.06%
	97	100.00%
<b>Yes, First Visit</b>		
No Opinion	5	83.33%
Strongly Agree	1	16.67%
Somewhat Agree	0	0.00%
Somewhat Disagree	0	0.00%
	6	100.00%

**Table 27.**

<b>First Visit by: Parking is Convenient</b>		
	Responses	%
<b>Not First Visit</b>		
No Opinion	41	42.27%
Somewhat Agree	21	21.65%
Somewhat Disagree	15	15.46%
Strongly Disagree	12	12.37%
Strongly Agree	8	8.25%
	97	100.00%
<b>Yes, First Visit</b>		
No Opinion	4	80.00%
Strongly Agree	1	20.00%
Somewhat Agree	0	0.00%
Somewhat Disagree	0	0.00%
Strongly Disagree	0	0.00%
	5	100.00%

**Table 27.**

<b>First Visit by: Downtown is a pleasant and easy place to walk</b>		
	Responses	%
<b>Not First Visit</b>		
Strongly Agree	79	82.29%
Somewhat Agree	15	15.63%
No Opinion	1	1.04%
Strongly Disagree	1	1.04%
Somewhat Disagree	0	0.00%
	96	100.00%
<b>Yes, First Visit</b>		
Strongly Agree	4	66.67%
No Opinion	1	16.67%
Somewhat Agree	1	16.67%
Somewhat Disagree	0	0.00%
Strongly Disagree	0	0.00%
	6	100.00%

**Table 28.**

<b>First Visit by: Downtown Has Adequate Shops and Restaurants</b>		
	Responses	%
<b>Not First Visit</b>		
Strongly Agree	65	67.71%
Somewhat Agree	21	21.88%
No Opinion	9	9.38%
Somewhat Disagree	1	1.04%
Strongly Disagree	0	0.00%
	96	100.00%
<b>Yes, First Visit</b>		
Strongly Agree	4	66.67%
No Opinion	1	16.67%
Somewhat Agree	1	16.67%
Somewhat Disagree	0	0.00%
Strongly Disagree	0	0.00%
	6	100.00%

**Table 29.**

<b>First Visit by: Downtown is a Safe Place to Visit</b>		
	Responses	%
<b>Not First Visit</b>		
Strongly Agree	41	42.71%
Somewhat Agree	30	31.25%
No Opinion	22	22.92%
Somewhat Disagree	4	4.17%
Stronly Disagree	0	0.00%
	97	101.04%
<b>Yes, First Visit</b>		
No Opinion	4	66.67%
Somewhat Agree	1	16.67%
Strongly Agree	0	0.00%
Somewhat Disagree	0	0.00%
Stronly Disagree	0	0.00%
	5	83.33%

**Table 30.**

<b>First Visit by: Downtown is Well Maintained and Attractive</b>		
	Responses	%
<b>Not First Visit</b>		
Strongly Agree	70	72.92%
Somewhat Agree	17	17.71%
No Opinion	9	9.38%
Somewhat Disagree	1	1.04%
Stronly Disagree	0	0.00%
	97	101.04%
<b>Yes, First Visit</b>		
Strongly Agree	4	66.67%
No Opinion	2	33.33%
Somewhat Agree	0	0.00%
Somewhat Disagree	0	0.00%
Stronly Disagree	0	0.00%
	6	100.00%