



DOWNTOWN PARKING

Survey Results for the Downtown Improvement Board

UWF Haas Center

Data Collected May 18 – June 8 2018. Data was collected online, by random telephone and intercept survey. The total amount of completed responses corresponds to a 4% Margin of Error at the 95% Confidence Level.

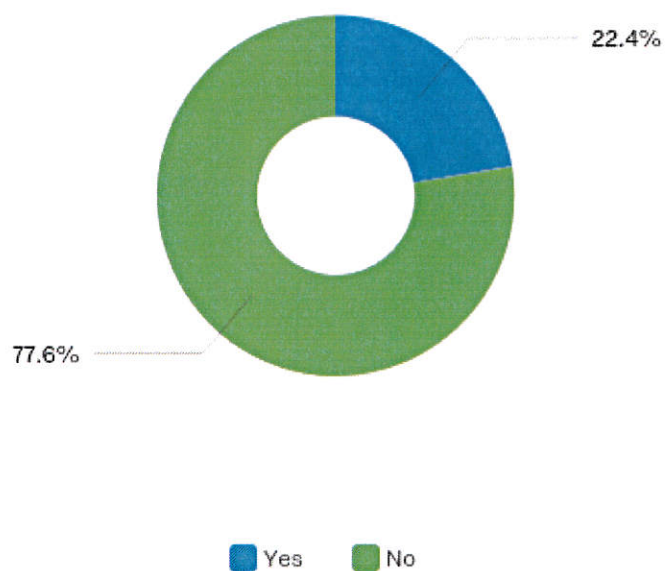
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Parking Survey

Final Results

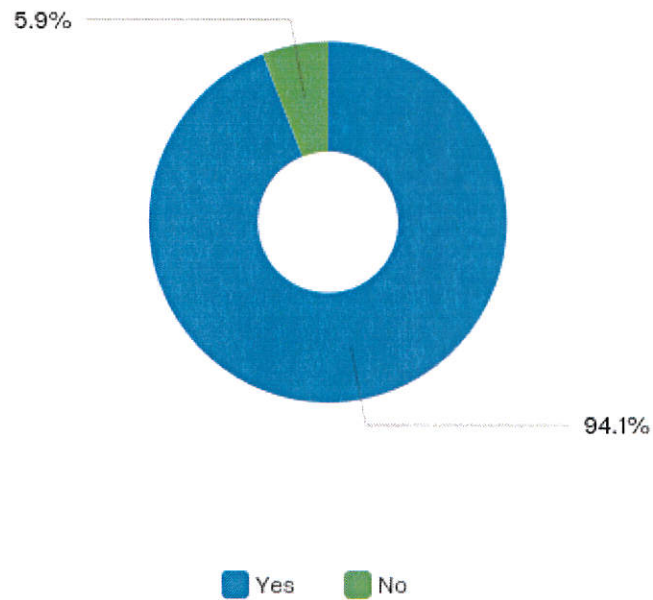
Data finalized June 8th 2018

Q1 - Do you work in downtown Pensacola?



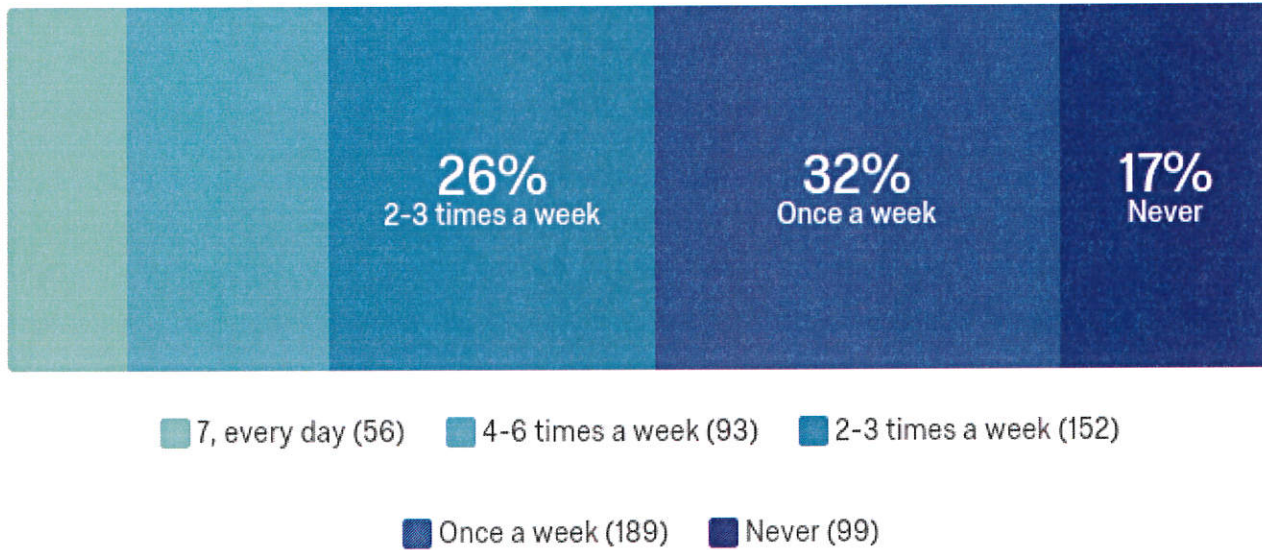
Answer	%	Count
Yes	22.41%	132
No	77.59%	457
Total	100%	589

Q2 - Have you driven to and parked in downtown Pensacola any time since March 1, 2018?



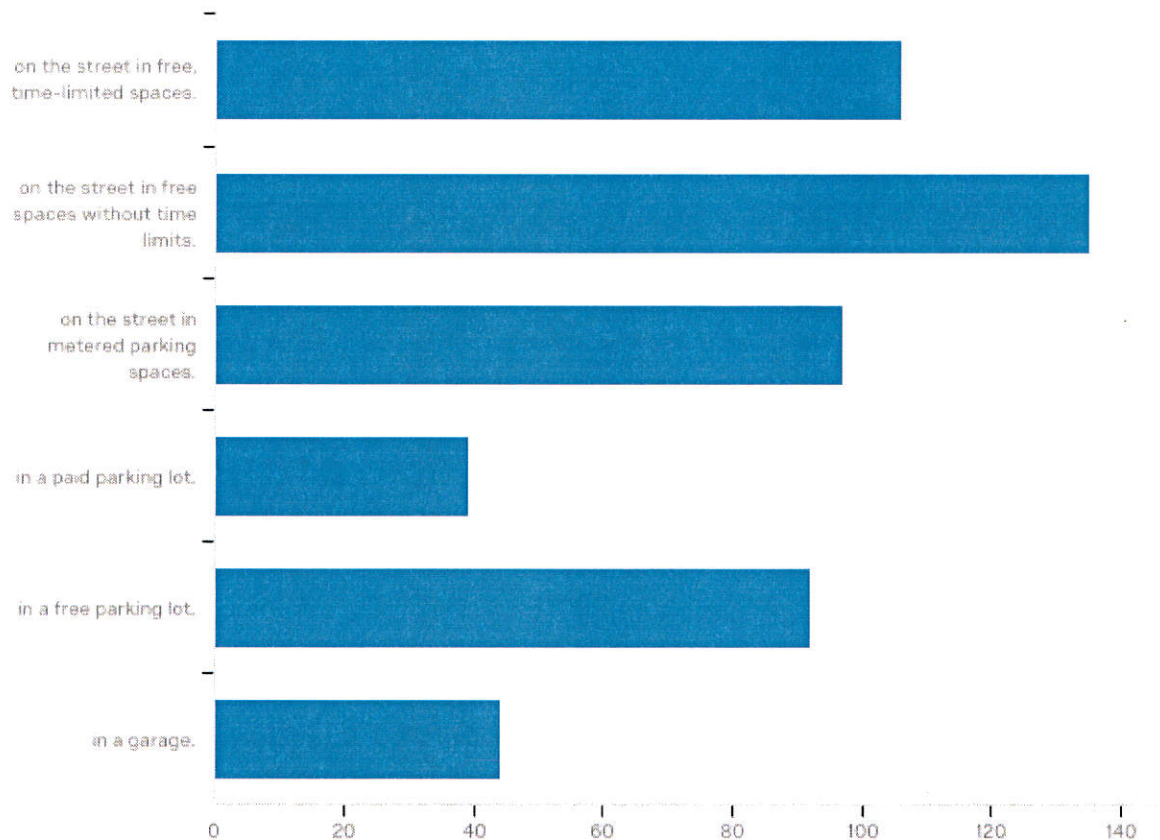
Answer	%	Count
Yes	94.06%	554
No	5.94%	35
Total	100%	589

Q3 - How many times do you typically park in downtown Pensacola in a week?



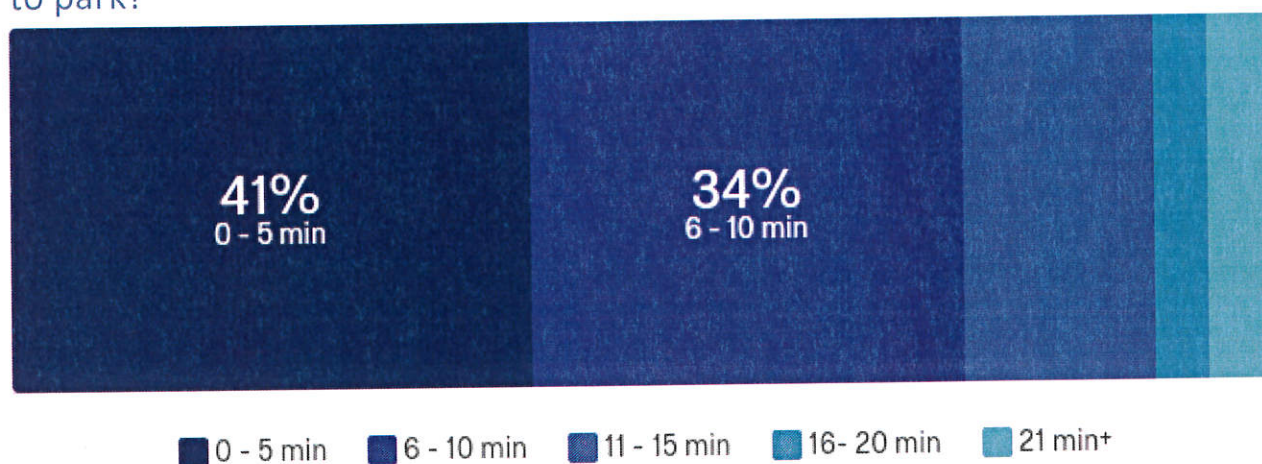
Answer	%	Count
7, every day	9.51%	56
4-6 times a week	15.79%	93
2-3 times a week	25.81%	152
Once a week	32.09%	189
Never	16.81%	99
Total	100%	589

Q4 - When traveling downtown, do you mostly park...



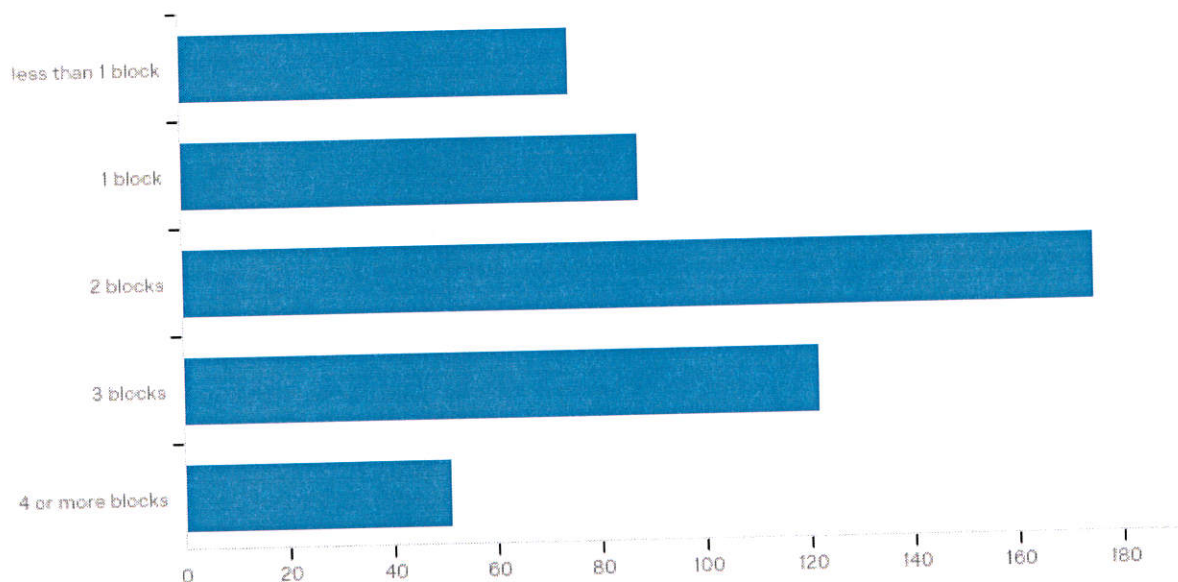
Answer	%	Count
<i>on the street in free, time-limited spaces.</i>	20.66%	106
<i>on the street in free spaces without time limits.</i>	26.32%	135
<i>on the street in metered parking spaces.</i>	18.91%	97
<i>in a paid parking lot.</i>	7.60%	39
<i>in a free parking lot.</i>	17.93%	92
<i>in a garage.</i>	8.58%	44
Total	100%	513

Q5 - After arriving Downtown, how long does it typically take you to find a place to park?



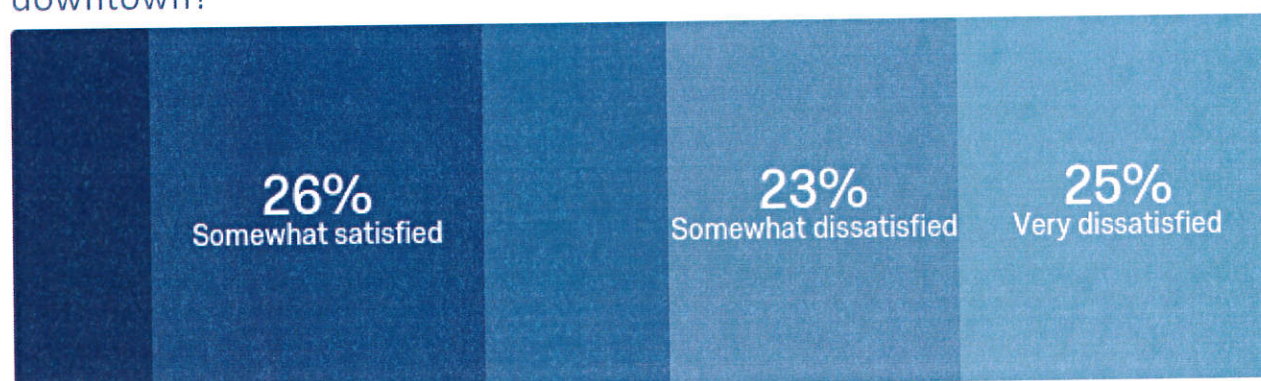
Answer	%	Count
0 - 5 min	41.02%	210
6 - 10 min	34.18%	175
11 - 15 min	15.23%	78
16- 20 min	4.30%	22
21 min+	5.27%	27
Total	100%	512

Q6 - How far away do you typically have to park from your destination?



Answer	%	Count
<i>less than 1 block</i>	14.68%	75
<i>1 block</i>	17.22%	88
<i>2 blocks</i>	34.25%	175
<i>3 blocks</i>	23.87%	122
<i>4 or more blocks</i>	9.98%	51
<i>Total</i>	100%	511

Q7 - How satisfied or dissatisfied are you with the convenience of parking downtown?

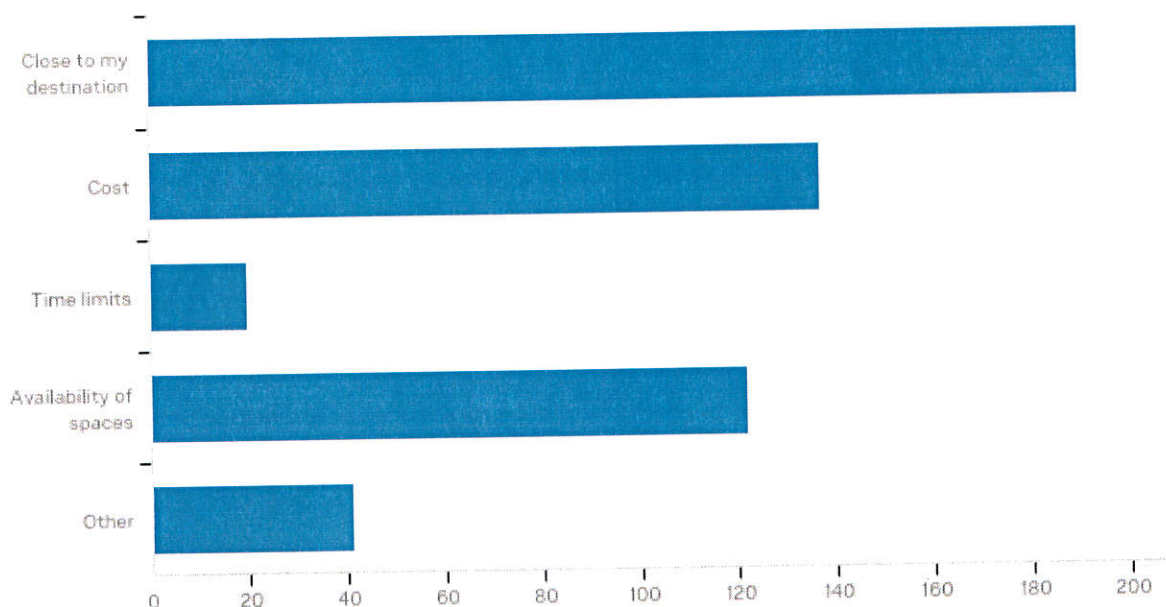


☐ Very satisfied
 ☐ Somewhat satisfied
 ☐ Neither satisfied nor dissatisfied

☐ Somewhat dissatisfied
 ☐ Very dissatisfied

Answer	%	Count
Very satisfied	10.76%	55
Somewhat satisfied	26.22%	134
Neither satisfied nor dissatisfied	14.68%	75
Somewhat dissatisfied	23.09%	118
Very dissatisfied	25.24%	129
Total	100%	511

Q8 - Typically, what is the most important factor in your parking choice?

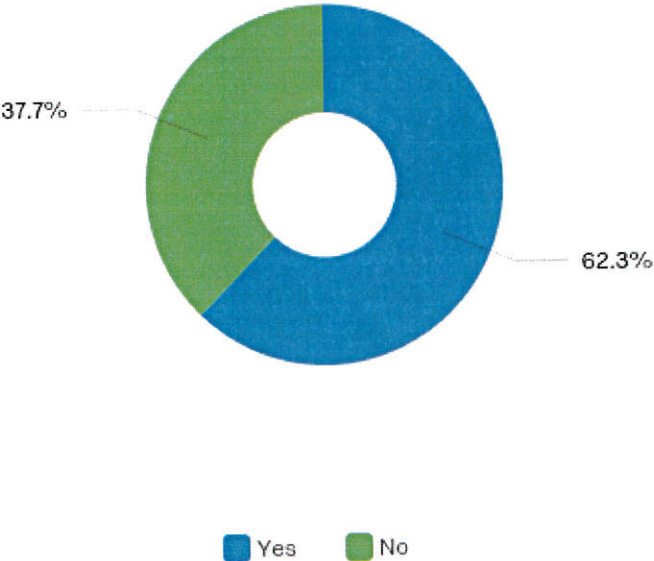


Answer	%	Count
Close to my destination	37.25%	190
Cost	26.86%	137
Availability of spaces	23.92%	122
Other	8.04%	41
Time limits	3.92%	20
Total	100%	510

Q9 - Please evaluate the following statements and indicate if you agree or disagree with each of them.

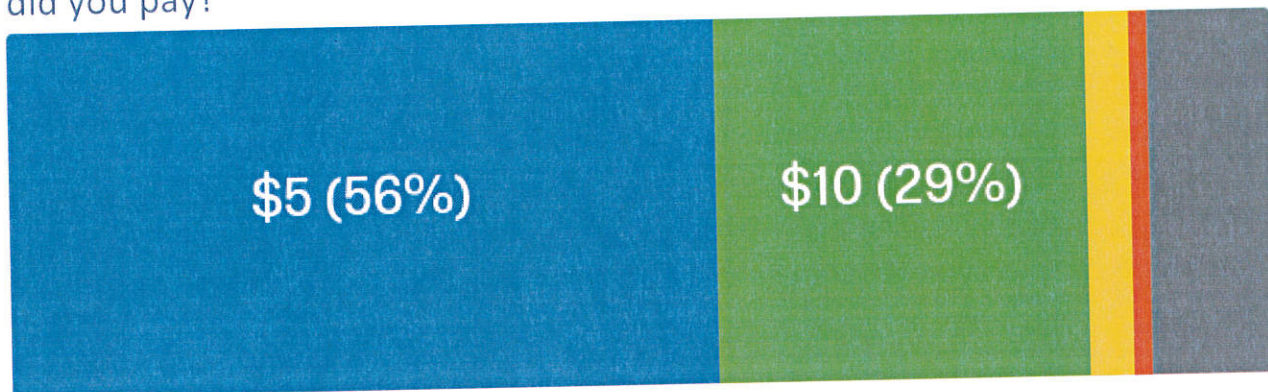
Question	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total
<i>There is an adequate amount of parking signage in downtown Pensacola.</i>	20.38%	118	23.83%	138	12.44%	72	20.55%	119	22.80%	132	579
<i>The signage instructions related to parking are easy to understand.</i>	27.56%	159	27.21%	157	9.01%	52	12.82%	74	23.40%	135	577
<i>I am able to find free parking in downtown Pensacola.</i>	19.03%	110	23.18%	134	7.79%	45	23.01%	133	26.99%	156	578
<i>The time-limits on the free street parking are adequate for my visit to downtown.</i>	26.22%	150	27.10%	155	10.14%	58	12.06%	69	24.48%	140	572

Q10 - Have you used paid lots or garages for special event parking downtown?



Answer	%	Count
Yes	62.35%	361
No	37.65%	218
Total	100%	579

Q11 - Thinking back on your last time using the special event parking, how much did you pay?



Answer	%	Count
\$5	55.81%	192
\$10	29.36%	101
\$15	3.49%	12
\$20	1.45%	5
Other	9.88%	34
Total	100%	344

Q12 - How satisfied or dissatisfied are you with the cost for special event parking?

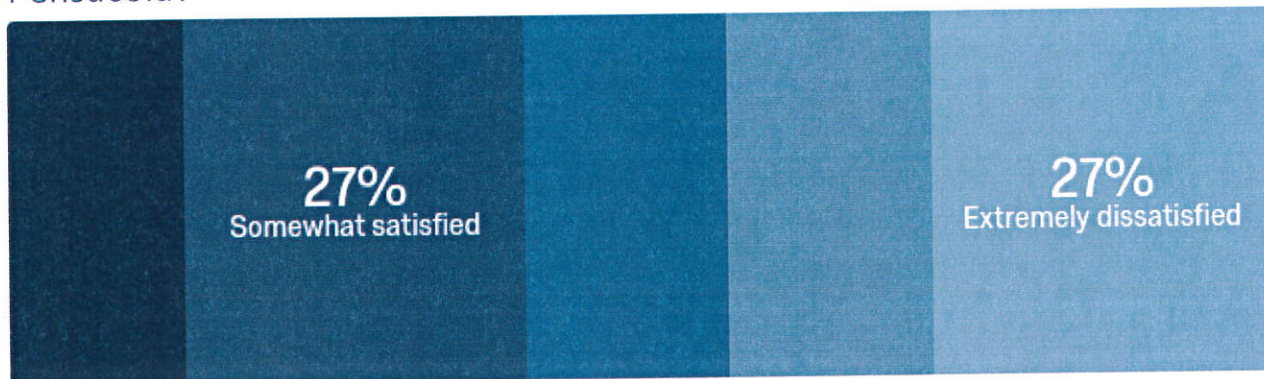


☐ Extremely satisfied
 ☐ Somewhat satisfied
 ☐ Neither satisfied nor dissatisfied

☐ Somewhat dissatisfied
 ☐ Extremely dissatisfied

Answer	%	Count
Extremely satisfied	13.33%	54
Somewhat satisfied	23.95%	97
Neither satisfied nor dissatisfied	16.54%	67
Somewhat dissatisfied	17.28%	70
Extremely dissatisfied	28.89%	117
Total	100%	405

Q13 - How satisfied or dissatisfied are you with the cost of parking in downtown Pensacola?

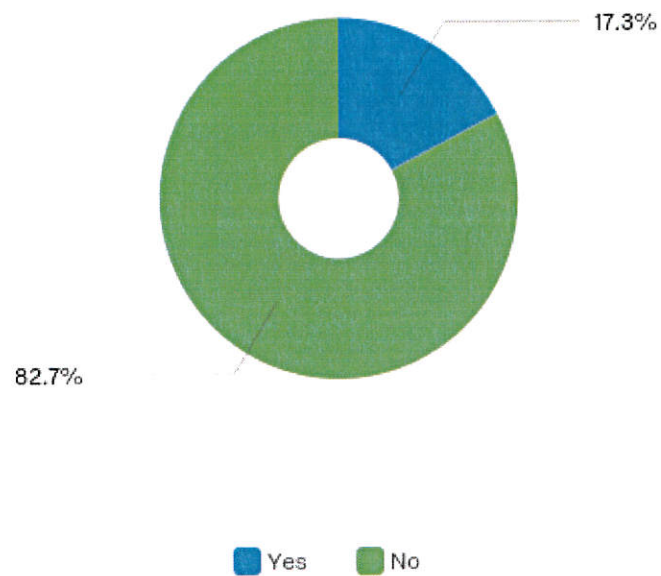


☐ Extremely satisfied
 ☐ Somewhat satisfied
 ☐ Neither satisfied nor dissatisfied

☐ Somewhat dissatisfied
 ☐ Extremely dissatisfied

Answer	%	Count
Extremely satisfied	13.79%	79
Somewhat satisfied	26.88%	154
Neither satisfied nor dissatisfied	16.06%	92
Somewhat dissatisfied	16.23%	93
Extremely dissatisfied	27.05%	155
Total	100%	573

Q14 - Have you ever paid for parking by phone, either via text or mobile app?



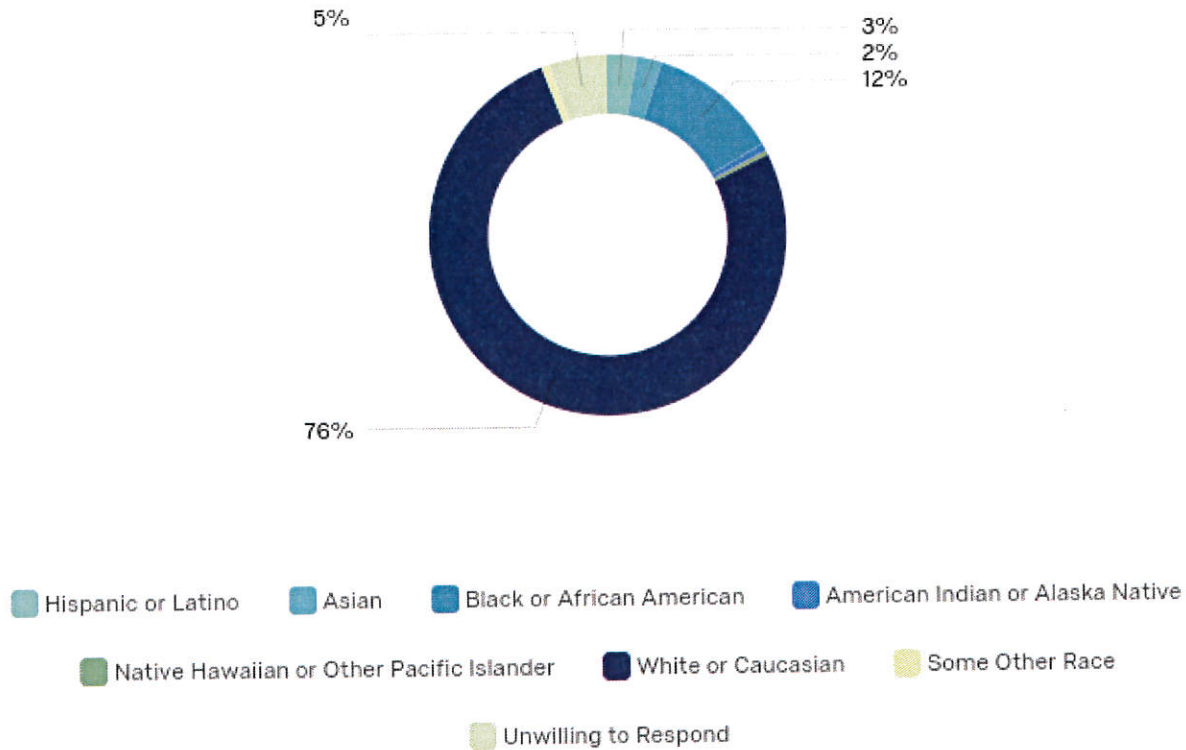
Answer	%	Count
Yes	17.27%	100
No	82.73%	479
Total	100%	579

Q15 - How satisfied or dissatisfied are you with the ease of using text or app to pay for parking downtown?



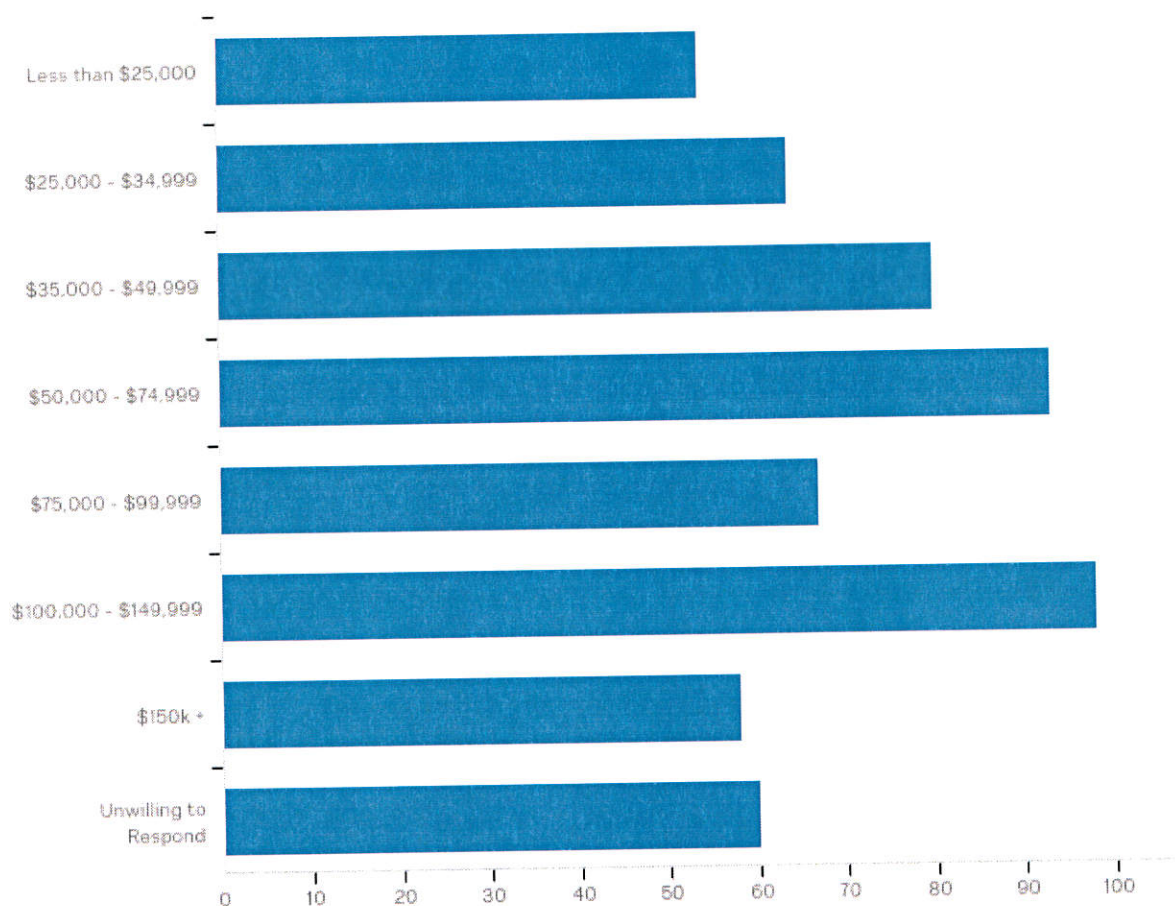
Answer	%	Count
Extremely satisfied	28.28%	28
Somewhat satisfied	20.20%	20
Neither satisfied nor dissatisfied	7.07%	7
Somewhat dissatisfied	12.12%	12
Extremely dissatisfied	32.32%	32
Total	100%	99

D2 - What is your race or ethnicity?



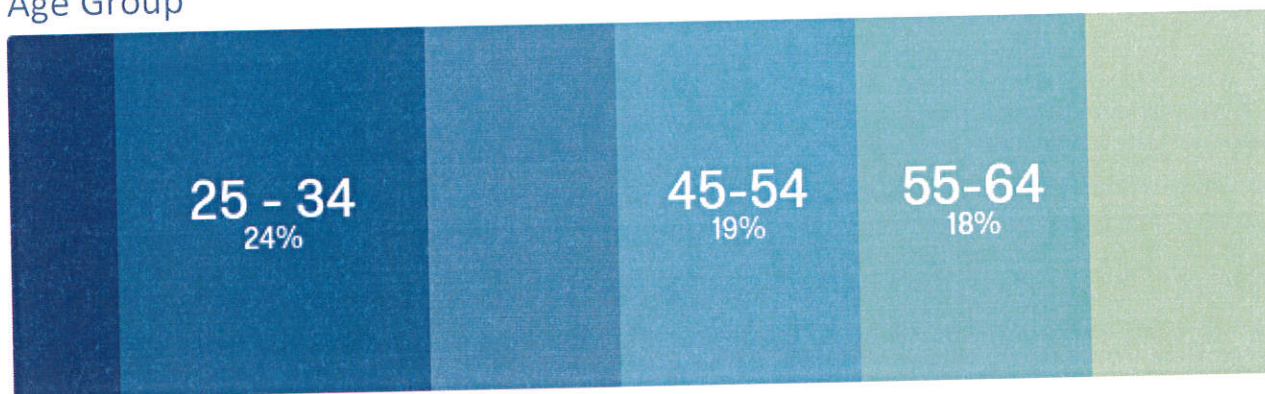
Answer	%	Count
Hispanic or Latino	2.77%	16
Asian	2.25%	13
Black or African American	11.76%	68
American Indian or Alaska Native	0.69%	4
Native Hawaiian or Other Pacific Islander	0.35%	2
White or Caucasian	76.30%	441
Some Other Race	0.69%	4
Unwilling to Respond	5.19%	30
Total	100%	578

D3 - Please indicate your yearly household income.



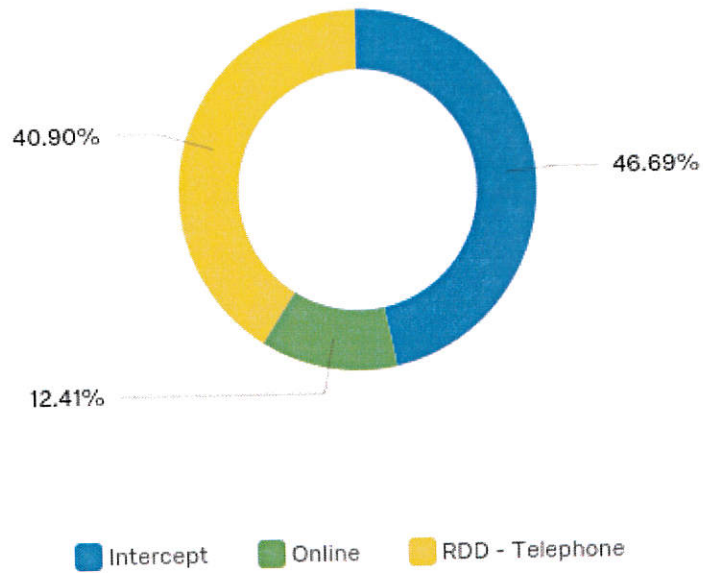
Answer	%	Count
Less than \$25,000	9.41%	54
\$25,000 - \$34,999	11.15%	64
\$35,000 - \$49,999	13.94%	80
\$50,000 - \$74,999	16.20%	93
\$75,000 - \$99,999	11.67%	67
\$100,000 - \$149,999	17.07%	98
\$150k +	10.10%	58
Unwilling to Respond	10.45%	60
Total	100%	574

Age Group



Answer	%	Count
>25	8.38%	48
25 - 34	24.43%	140
35-44	15.01%	86
45-54	19.02%	109
55-64	18.32%	105
65+	14.83%	85
Total	100%	573

Collection Type



Answer	%	Count
RDD - Telephone	40.90%	346
Online	12.41%	105
Intercept	46.69%	395
Total	100%	846