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***NORTH PARK COMMUNITY  
SURVEY RESULTS  
2017***

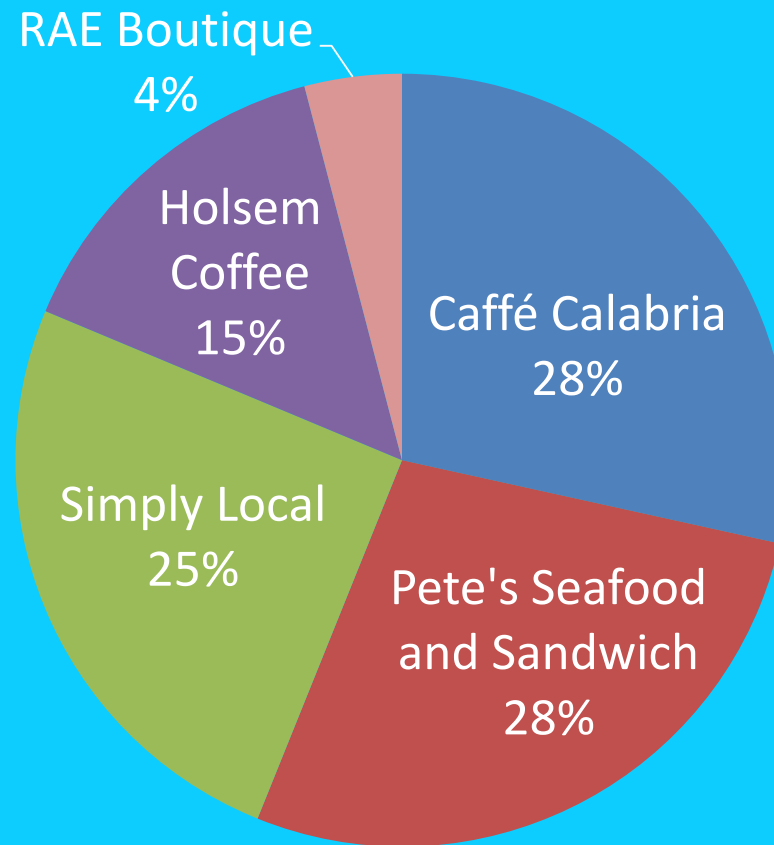
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This survey was conducted with the goal of better understanding the demographics and spending habits of North Park's population. Over the course of two weeks, respondents could fill out and submit a survey card at any of 5 partner businesses for the chance to win \$300 in North Park gift cards. The survey took place from May 29<sup>th</sup> to June 12<sup>th</sup>, and came back with 123 responses.

# *Things to Remember*

- This survey represents a relatively small sample of a large and diverse population.
- This survey only represents people who patronized 5 specific businesses during a 2-week survey period.
- This survey did not capture summer or seasonal crowds.
- Percentages are based off of total amount of ANSWERS, not total amount of respondents.

# Survey Contributions

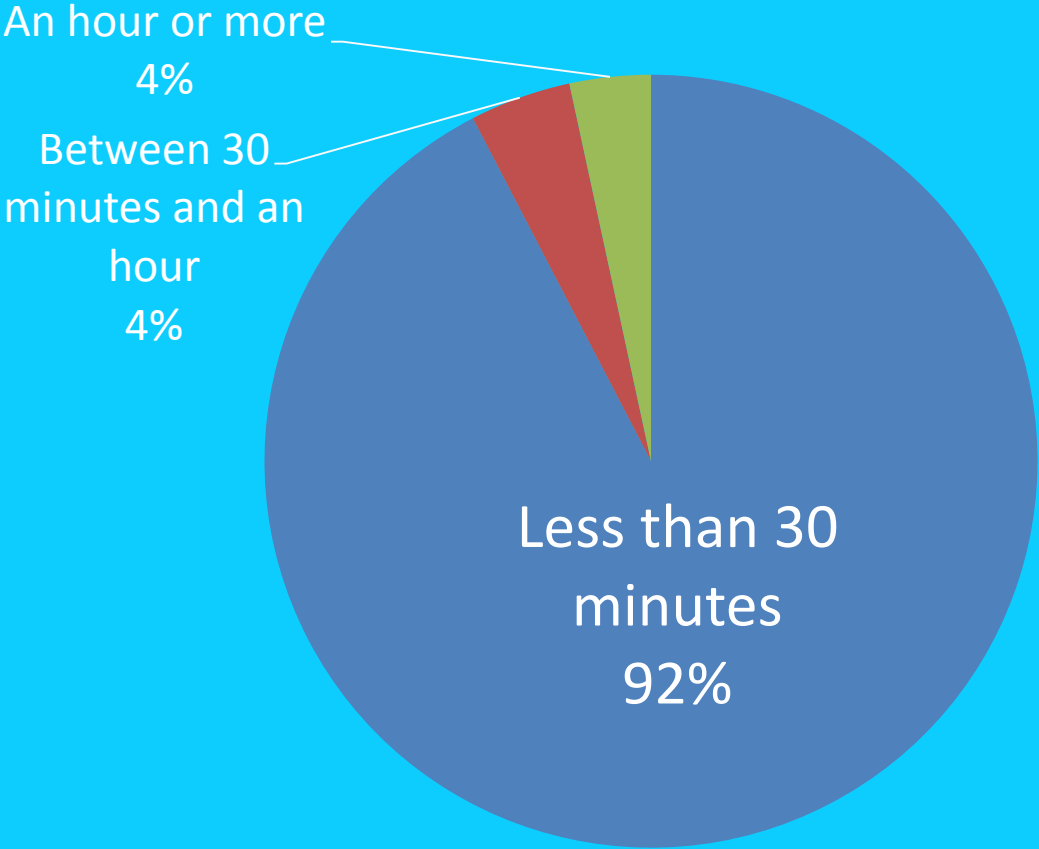


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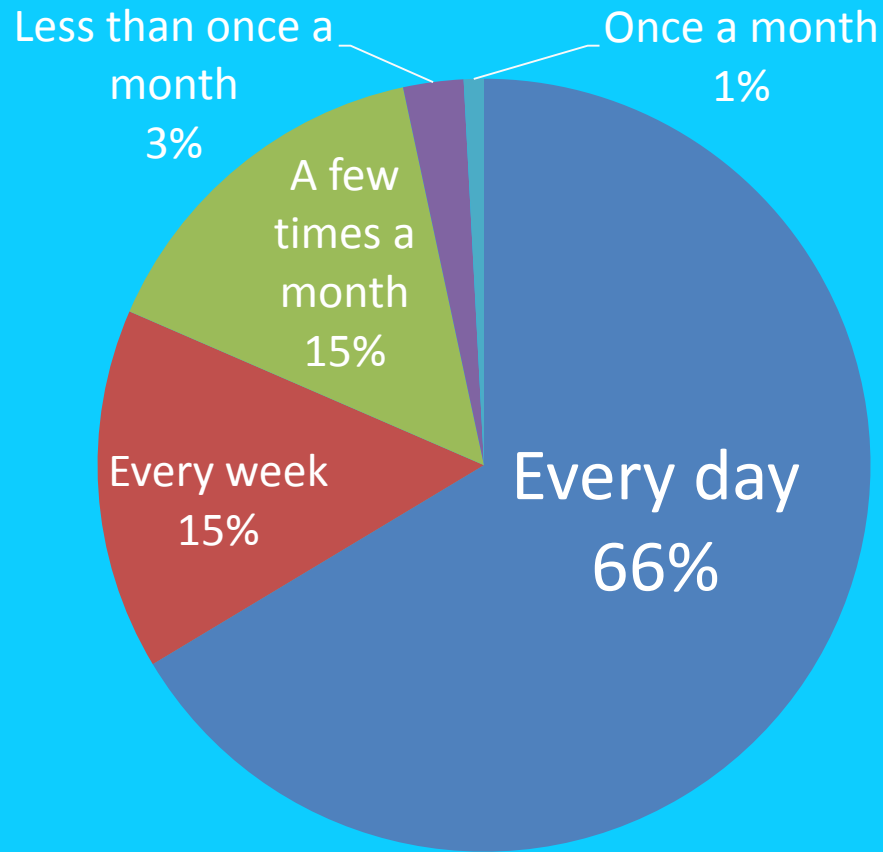
# *Survey Questions*

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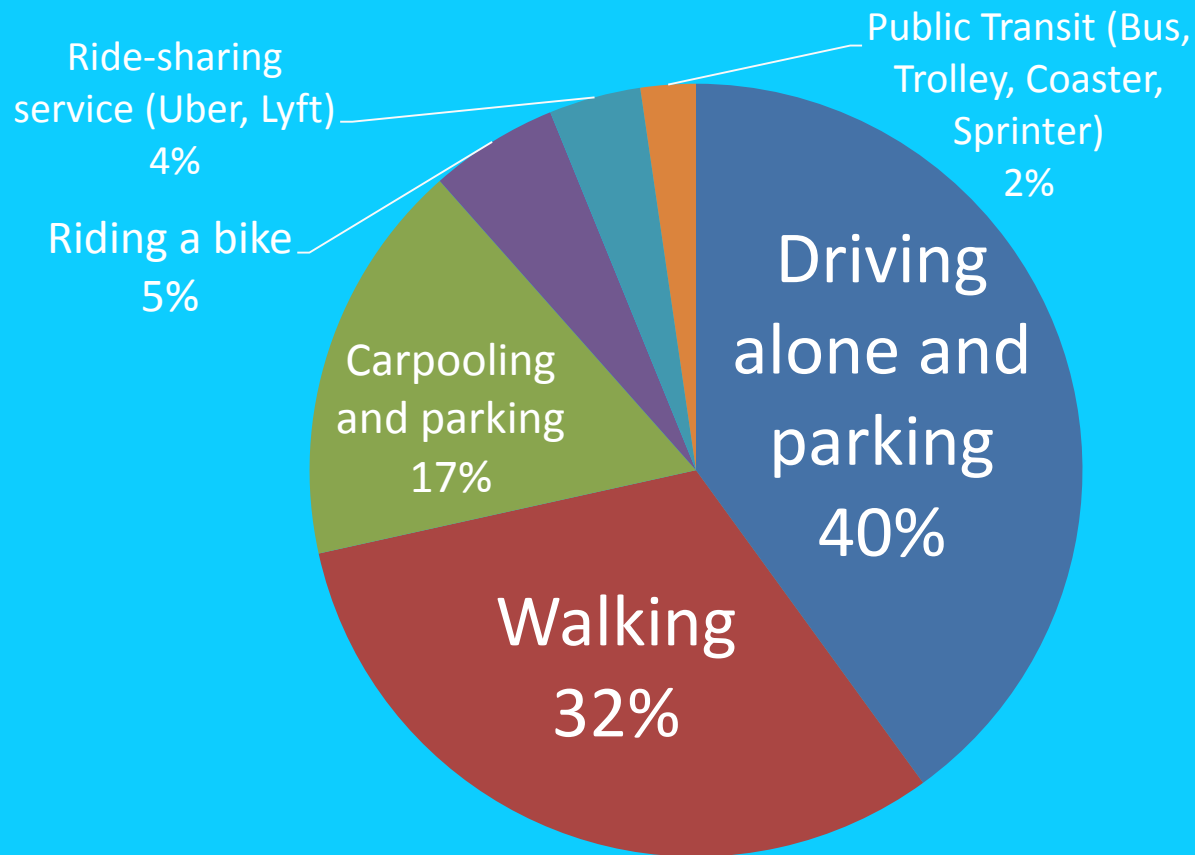
# How Long Did it Take You to Get to North Park Today?



# How Often are You in North Park?

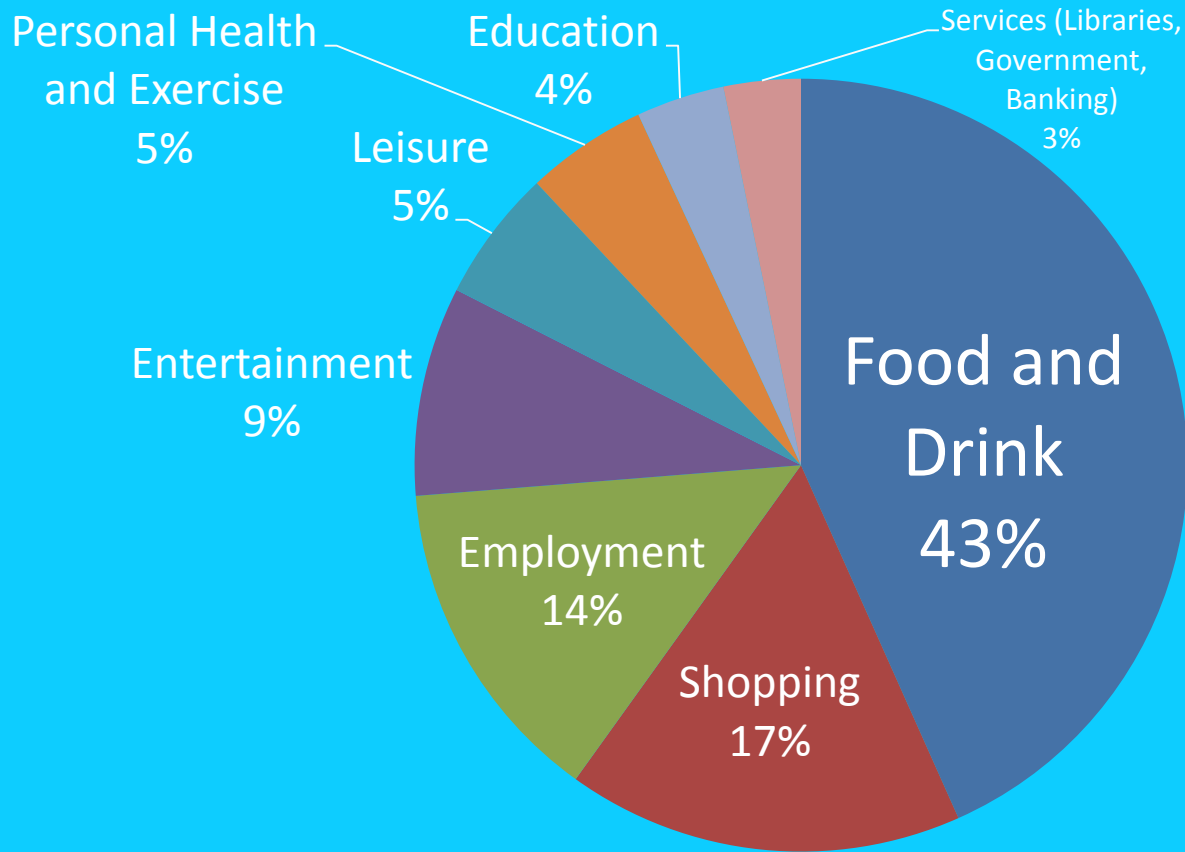


# How Did You Travel to North Park Today?

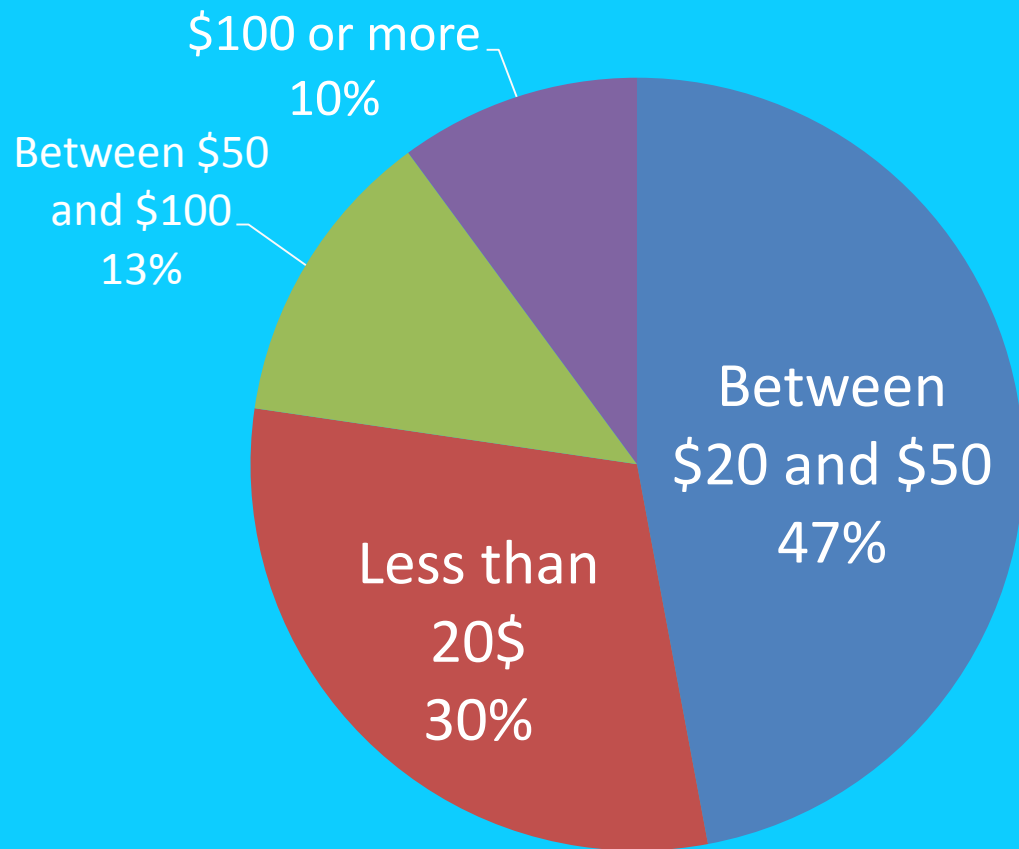




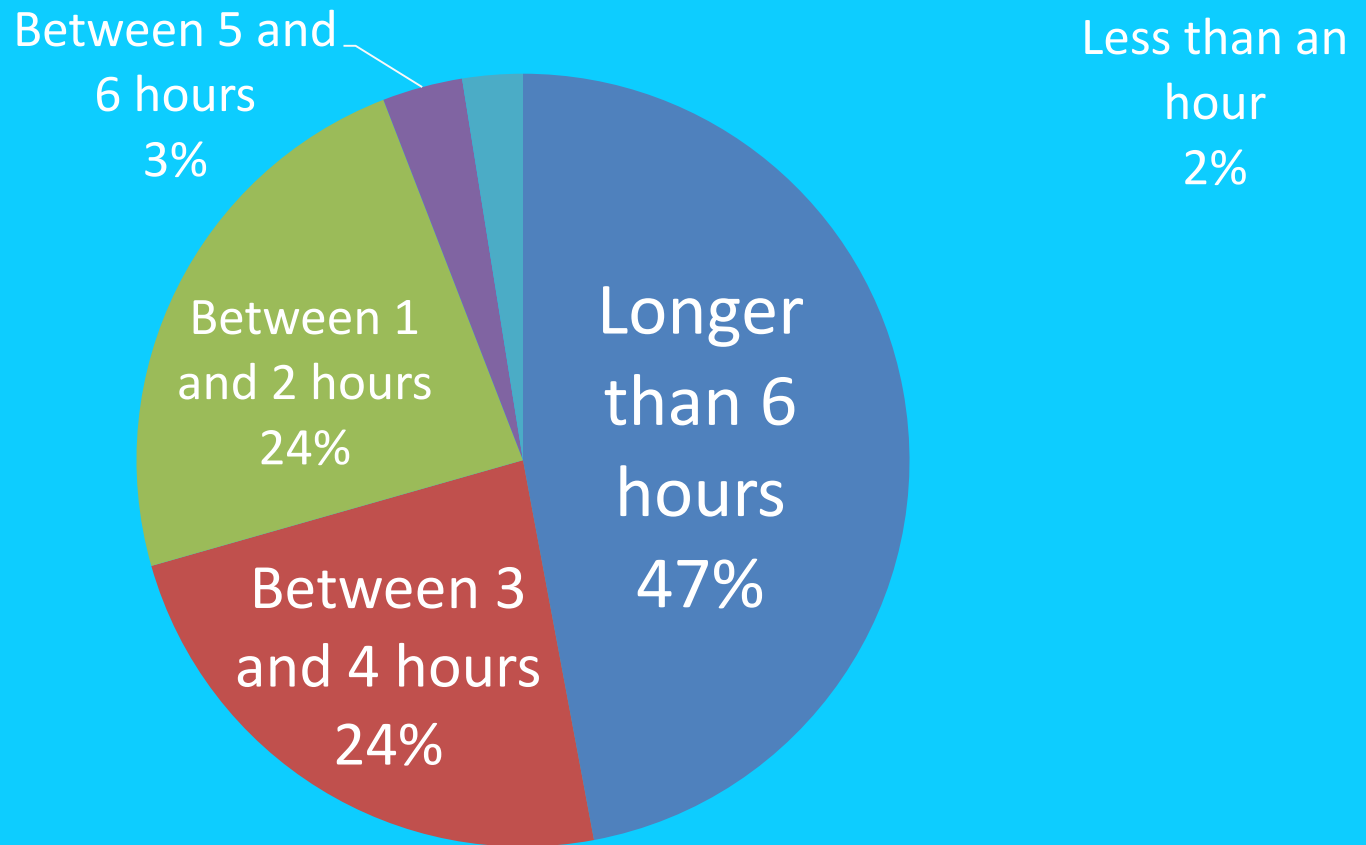
# What Brings you to North Park Today?



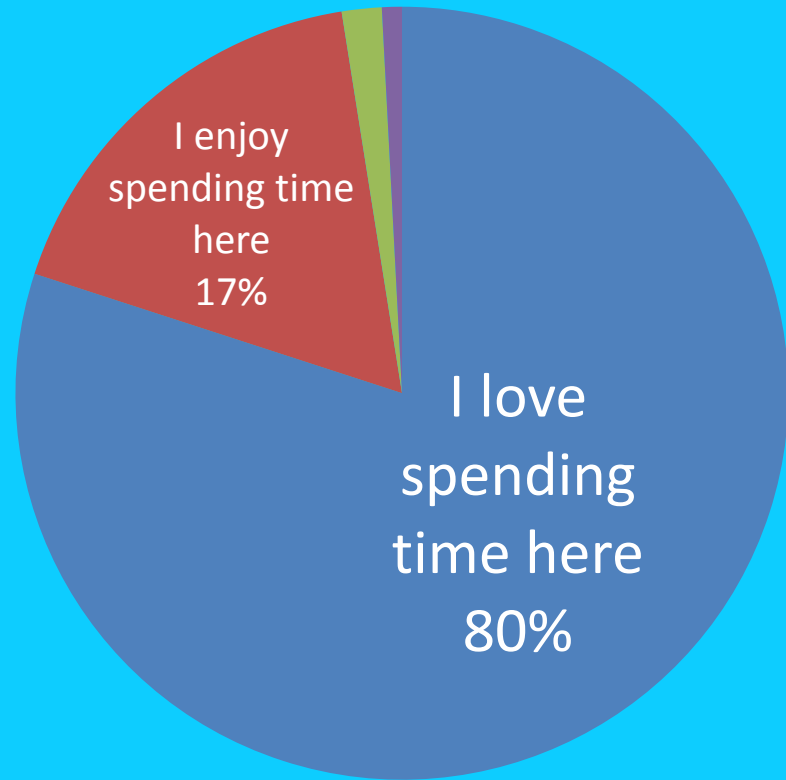
# How Much Will You Spend in North Park Today?



# How Long Will You be in North Park Today?



# Do You Enjoy Spending Time in North Park?



I feel neutral  
towards the  
area  
2%

I thoroughly  
dislike  
spending time  
here  
1%

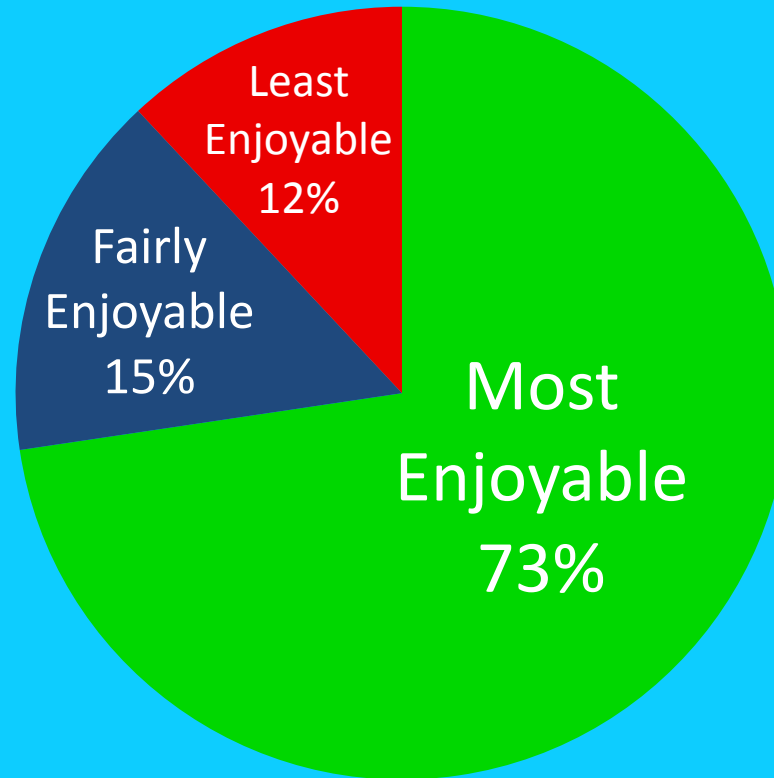
I don't enjoy  
spending time  
here  
0%

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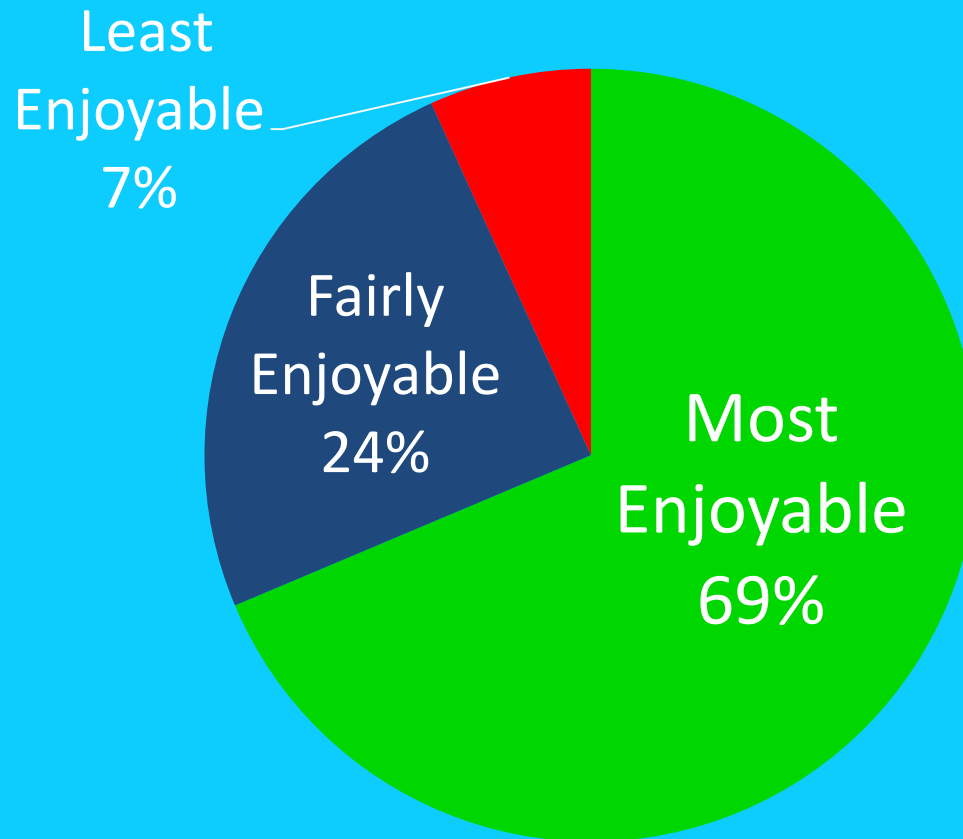
# ***Positive Factors***

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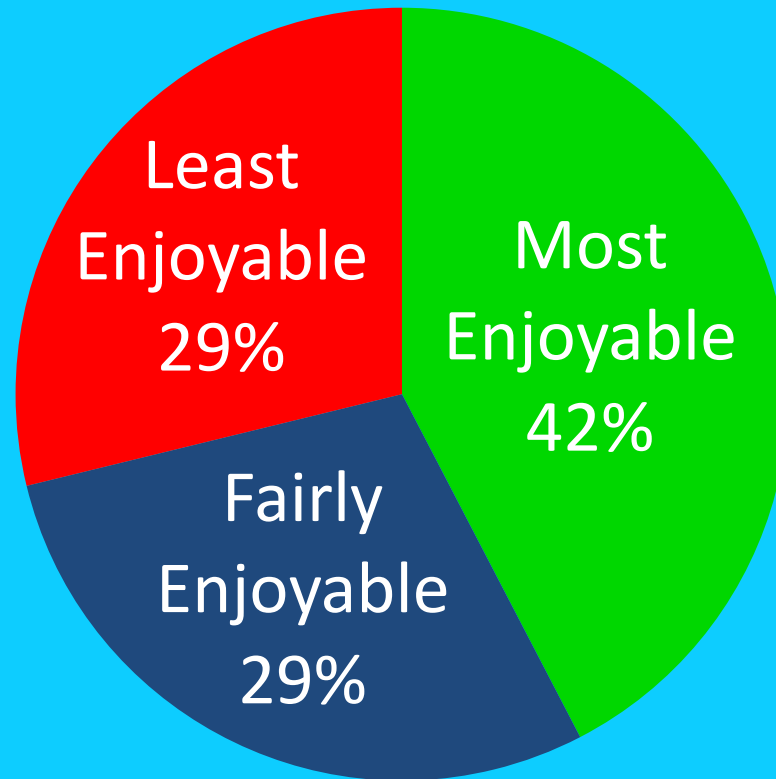
# How Much Do You Enjoy the Variety of Small Businesses?



# How Much Do You Enjoy the Neighborhood's Walkability?



# How Much Do You Enjoy the Neighborhood's Visual Aesthetic?



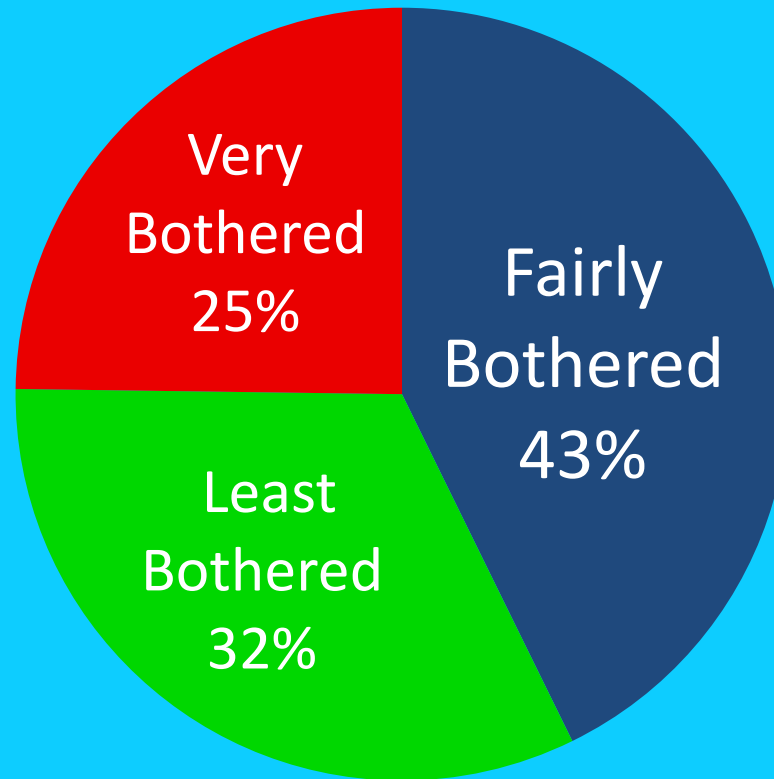


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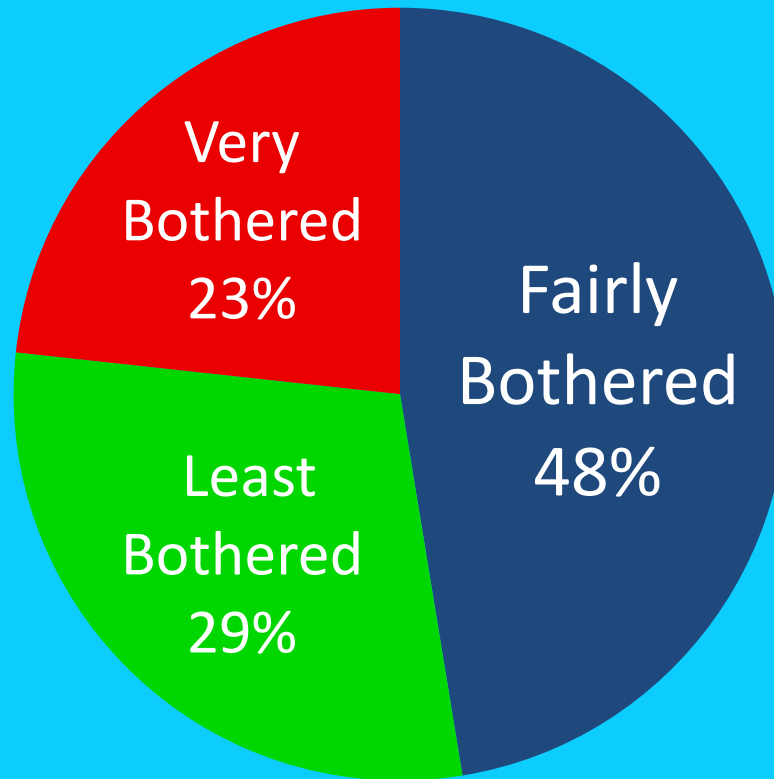
# *Elements to Work On*

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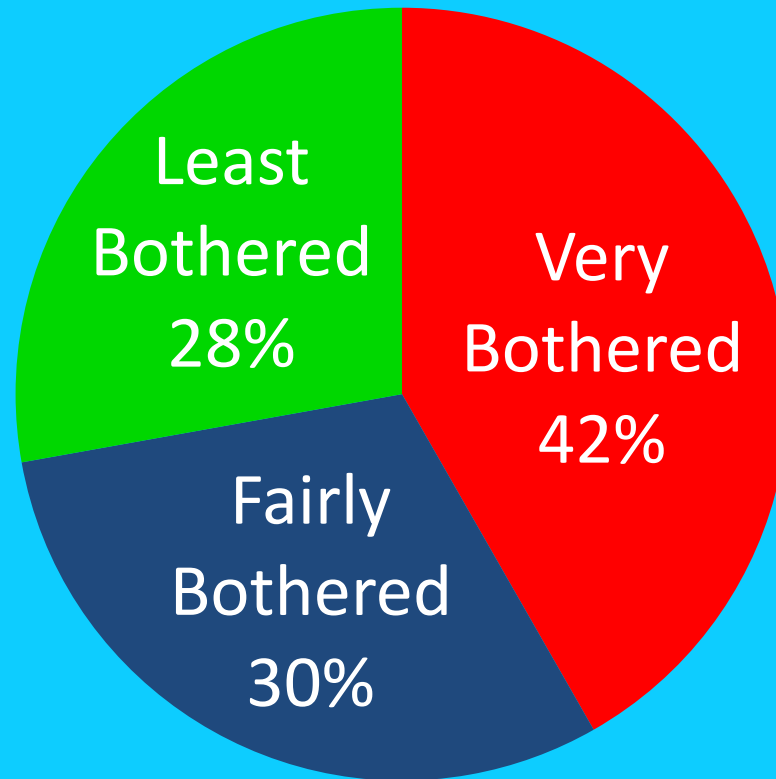
# How Much Does the Heavy Traffic on University Avenue Bother You?



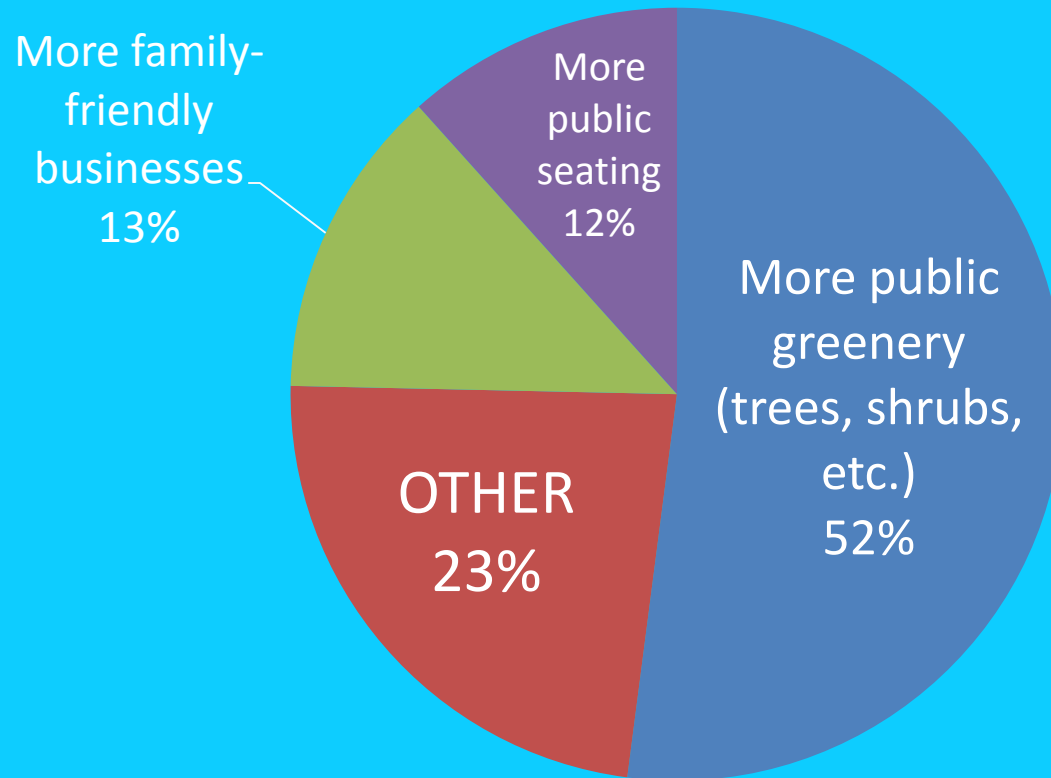
# How Much Does the Lack of Public Space Bother You?



# How Much Do Panhandlers and Homeless in the Area Bother You?



# What is One Change You Would Like to See in the Area?

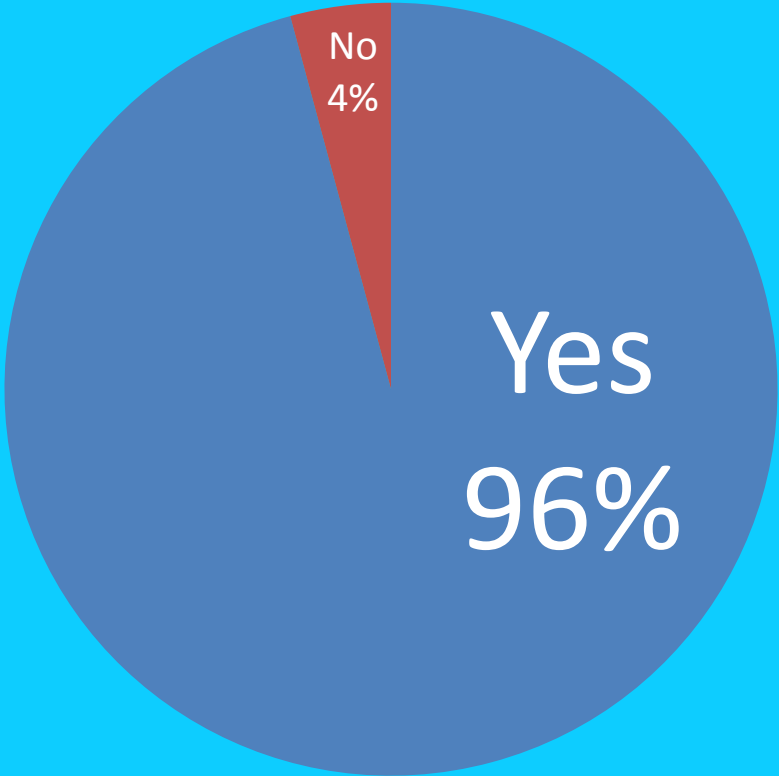


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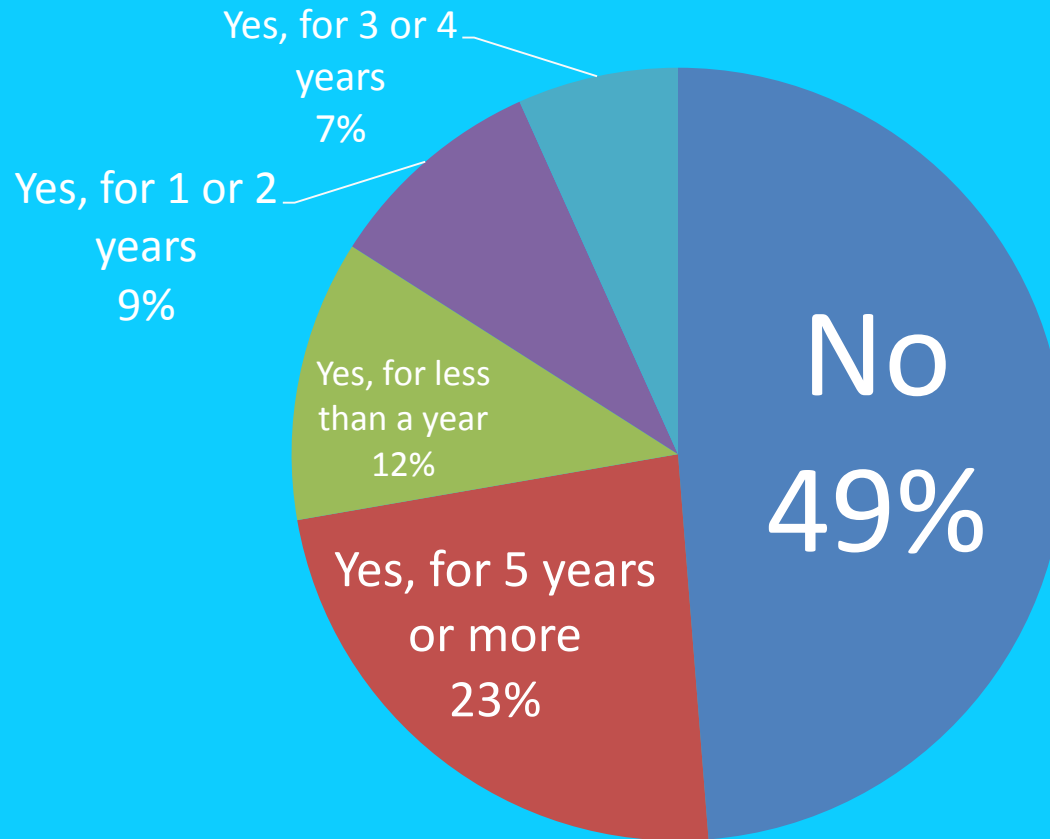
# *Demographics*

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# Do You Live in The City of San Diego?

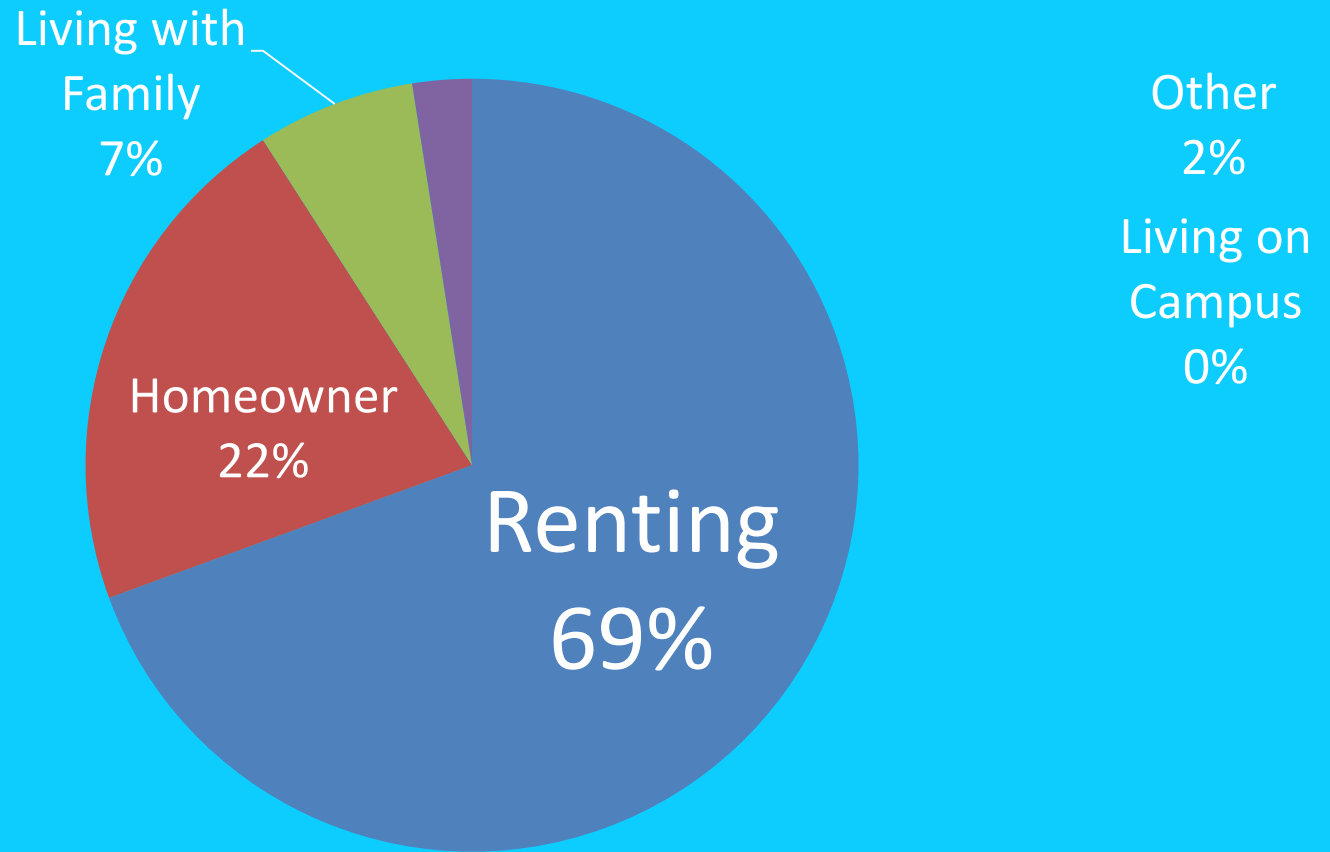


# Do You Live in North Park?

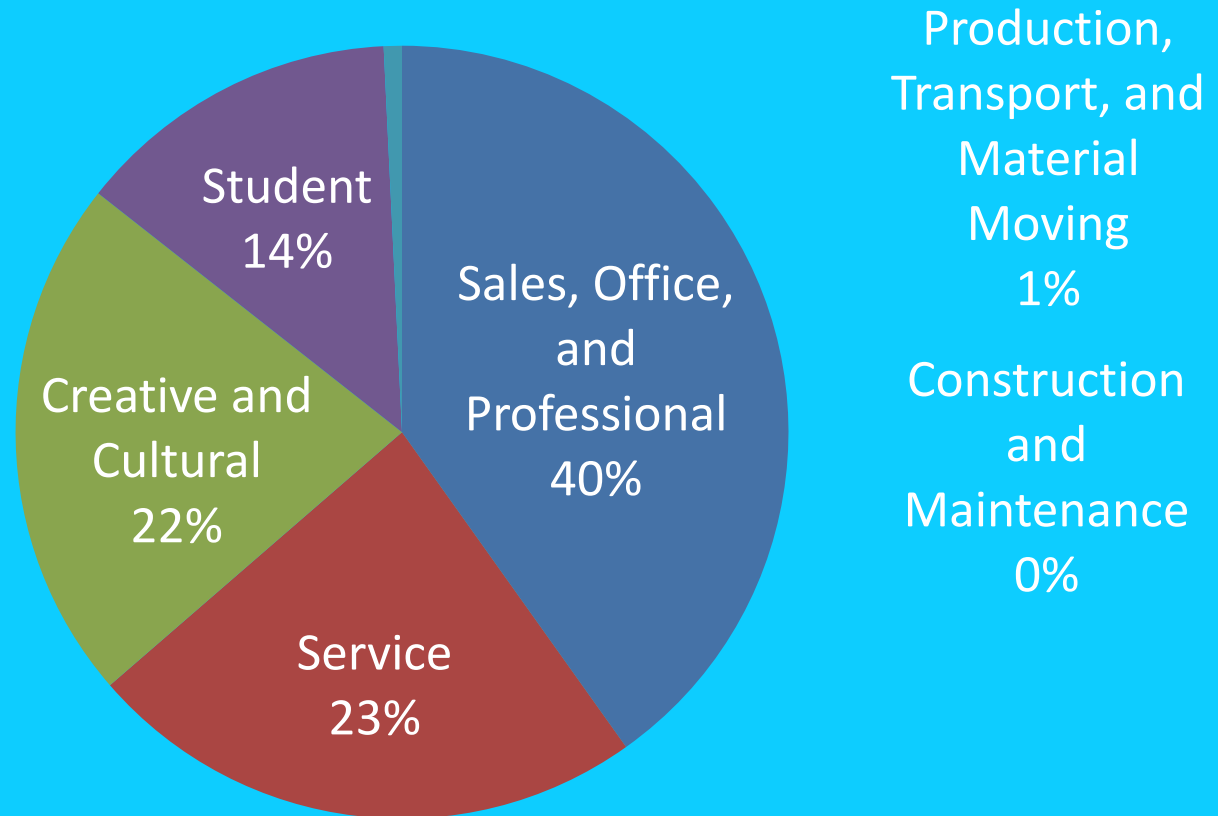




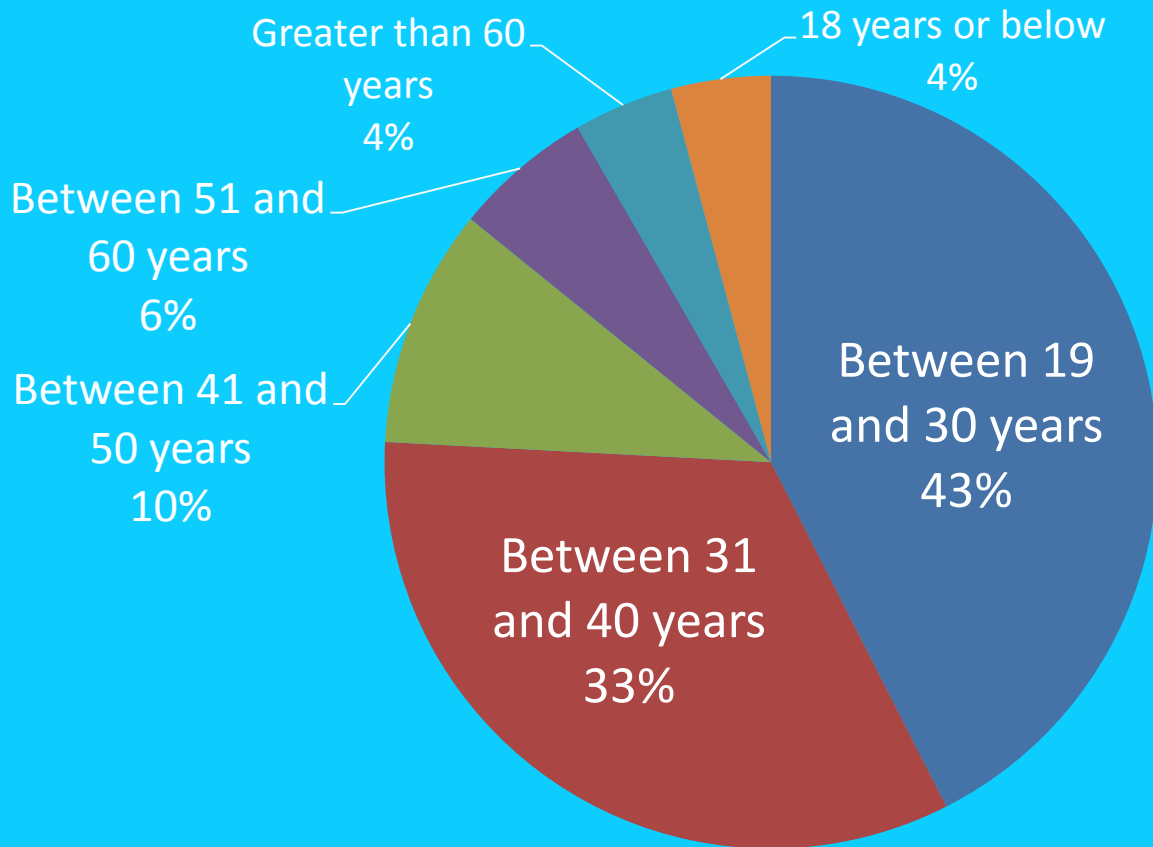
# How Would You Describe Your Living Situation?



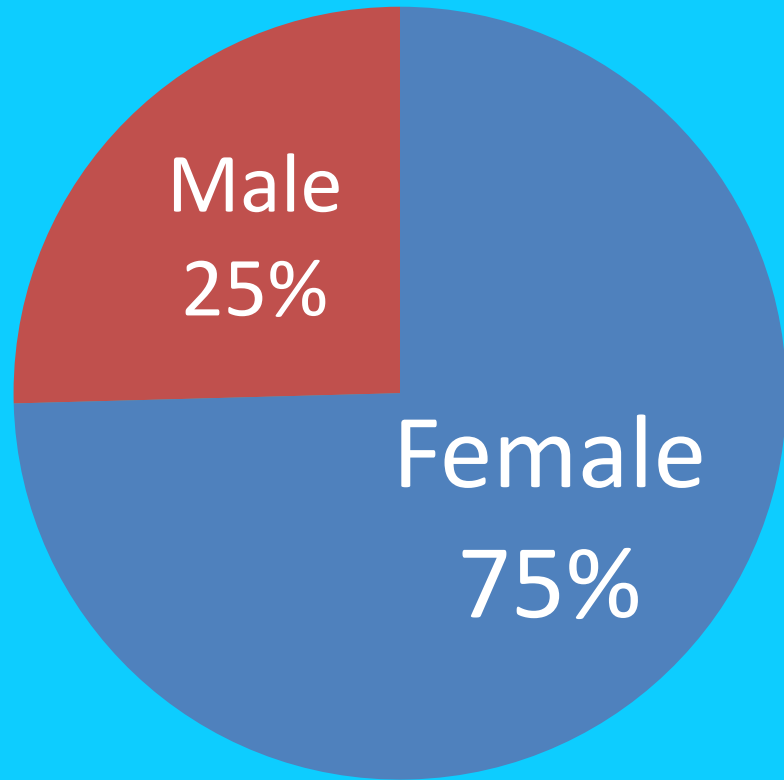
# How Would You Describe Your Occupation?



# What is Your Age?



# What Gender do You Identify As?



Transgender  
0%

I do not  
identify as any  
of the given  
options  
0%

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***Thank You***

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