

Watsonville Open Streets (Engl...

Survey Results

Question

01

What do you like most about today's event? (check all that apply)

Answers

64

100%

Skips

0

0%

0%

14.5%

29%

COUNT

PERCENT

Walking, bicycling & playing in the street with no cars

40

29%

Free activities, music & info booths

37

27%

Spending time with family and friends

34

24%

Free Raffle

16

12%

Shopping & Dining

8

6%

Other Option

4

3%

Question

02

Would you like this event to happen again?

Answers

64

100%

Skips

0

0%

0%

50%

100%

COUNT

PERCENT

Yes

64

100%

No

0

0%

Question

03

How frequently?

Answers

63

98%

Skips

1

2%

	0%	23.5%	47%	COUNT	PERCENT
Monthly				29	46%
Annually				20	32%
Other Option				7	11%
Weekly				7	11%

PAGE 3

Question

04

What did you do at today's event? (check all that apply)

Answers

64

100%

Skips

0

0%

	0%	14%	28%	COUNT	PERCENT
Visited information booths				53	27%
Walked, bicycled, skated or played in street				49	25%
Exercise activities				28	14%
Watched performances				22	11%
Arts activities				22	11%
Shopped &/or Ate out				15	8%
Other Option				6	3%

Question

05

Did you try any new activities?

Answers

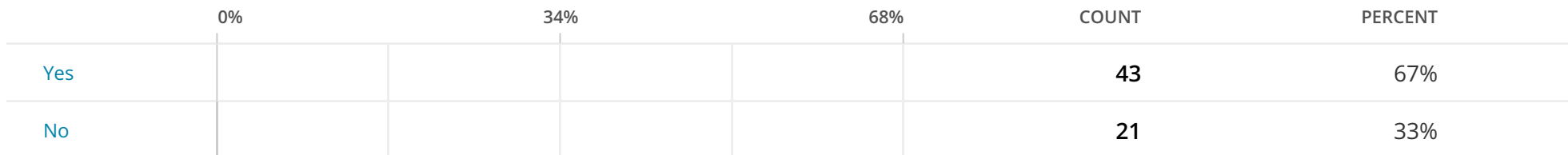
64

100%

Skips

0

0%



PAGE 4

Question

06

Which new activities did you try?

Answers


37

58%

Skips


27

42%

- 


Stationary bike

126,209,702

Sunday, May 17th 4:26PM
- 


Sports, obstacle course

126,209,701

Sunday, May 17th 3:20PM
- 

Drumming

126,209,700

Sunday, May 17th 2:42PM
- 

drooms

126,209,686

Sunday, May 17th 3:45PM



biking to blend a smoothy

Sunday, May 17th

126,209,685

3:33PM



smoothie bike

Sunday, May 17th

126,209,680

2:33PM

PAGE 5

Question
07

If you had not come to today's event, how would you most likely spent your day?
(pick best option) *(Mandatory)*

Answers
64
100%

Skips
0
0%

	0%	24.5%	49%	COUNT	PERCENT
At home				31	48%
Family/Friend gatherings				14	22%
Other Option				9	14%
At park or outside doing physical activities				6	9%
Shopping/errands				4	6%

Question
08

After today's event are you more likely to do one of the following activities?
(check all that apply)

Answers
62
97%

Skips
2
3%

	0%	18%	36%	COUNT	PERCENT
Walk				42	36%

Exercise						33	28%
Bicycle						28	24%
Take the Bus						15	13%

Question

09

How did you come to today's event?

Answers

64

100%

Skips

0

0%

	0%	21.5%	43%	COUNT	PERCENT
Drove				27	42%
Walked				23	36%
Rode a Bicycle				8	13%
Other Option				5	8%
Took the Bus				1	2%

Question

10

How did you hear about today's event? (check all that apply)

Answers

64

100%

Skips

0

0%

	0%	12%	24%	COUNT	PERCENT
Word of Mouth				22	24%
Other Option				18	19%
Poster/Flier				14	15%

Facebook					10	11%
Newspaper article					9	10%
I just happened upon it					8	9%
Email/web					7	8%
Radio					3	3%
Ad in the Newspaper					2	2%

Question

11

How much money did you spend (or expect to spend) at downtown Watsonville shops or restaurants today?

Answers

63

98%

Skips

1

2%

	0%	18.5%	37%	COUNT	PERCENT
\$1-10				23	37%
I have not/do not plan to spend any money				20	32%
\$11-25				13	21%
\$26-50				6	10%
Over \$100				1	2%
\$51-100				0	0%

Question

12

Did you learn about any new Watsonville businesses, organizations or parks that you weren't aware of before?

Answers

64

100%

Skips

0

0%

	0%	37%	74%	COUNT	PERCENT
Yes				47	73%
No				17	27%







PAGE 6

Question
13

Which Watsonville businesses and/or organizations did you learn about?

Answers
35
55%

Skips
29
45%

	YMCA	126,209,701	Sunday, May 17th 3:20PM
	YMCA	126,209,700	Sunday, May 17th 2:42PM
	watsonville wet lands	126,209,686	Sunday, May 17th 3:45PM
	si se puede	126,209,685	Sunday, May 17th 3:33PM
	wetlands watch bike shack	126,209,680	Sunday, May 17th 2:33PM
	pajaro valley shelter services	126,209,670	Sunday, May 17th 3:41PM

Question

14

Do you have any suggestions for future events or other comments?

Answers

34

53%

Skips

30

47%



Great event

126,209,702

Sunday, May 17th
4:26PM



Really liked the event.

126,209,701

Sunday, May 17th
3:20PM



bring real food in

126,209,686

Sunday, May 17th
3:45PM



better advertising and marketing

126,209,670

Sunday, May 17th
3:41PM



more booths

126,209,669

Sunday, May 17th
3:39PM



to have a jumpy house or slide

126,209,664

Sunday, May 17th
2:18PM

Question

15

What is your gender?

Answers

63

98%

Skips

1

2%

0%

25.5%

51%

COUNT

PERCENT

Female

32

51%

Male

31

49%

Question

16

What is your age?

Answers

64

100%

Skips

0

0%

	0%	27%	54%	COUNT	PERCENT
18-40				34	53%
41-62				16	25%
Under 18				9	14%
63+				5	8%

Question

17

Where do you live?

Answers

64

100%

Skips

0

0%

	0%	34.5%	69%	COUNT	PERCENT
Wasonville				44	69%
Santa Cruz				9	14%
Salinas				4	6%
Other Option				3	5%
Scotts Valley				1	2%
Capitola				1	2%
Aptos				1	2%

Live Oak					0	0%
San Lorenzo Valley					0	0%
Soquel					0	0%

Question

18

How many family members attended today's event with you?

Answers

64

100%

Skips

0

0%

	0%	12%	24%		COUNT	PERCENT
1					15	23%
0					13	20%
2					13	20%
5					8	13%
3					7	11%
6+					5	8%
4					3	5%

Question

19

Would you like to receive information about future Open Streets events & news?

Answers

64

100%

Skips

0

0%

	0%	28.5%	57%		COUNT	PERCENT
Yes					36	56%

No

28

44%

Question

20

If you would like to enter the free raffle please provide your email address or a phone number.

Answers

50

78%

Skips

14

22%



8317266794

126,209,686

Sunday, May 17th
3:45PM



831-435-6498

126,209,685

Sunday, May 17th
3:33PM



liamwald@hotmail.com

126,209,681

Sunday, May 17th
2:36PM



janewong99@hotmail.com

126,209,680

Sunday, May 17th
2:33PM



831-840-0320

126,209,670

Sunday, May 17th
3:41PM



brian@skeel.net

126,209,669

Sunday, May 17th
3:39PM

