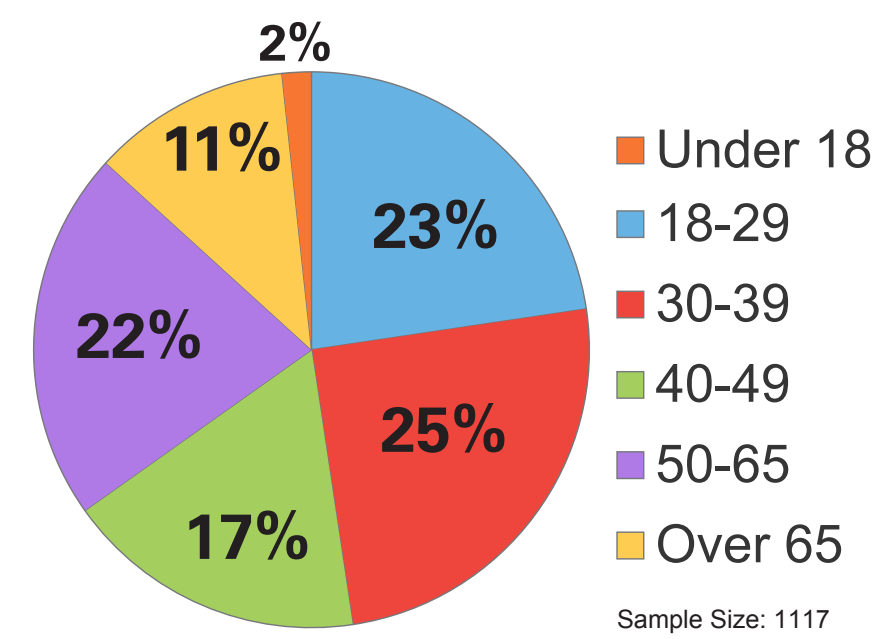


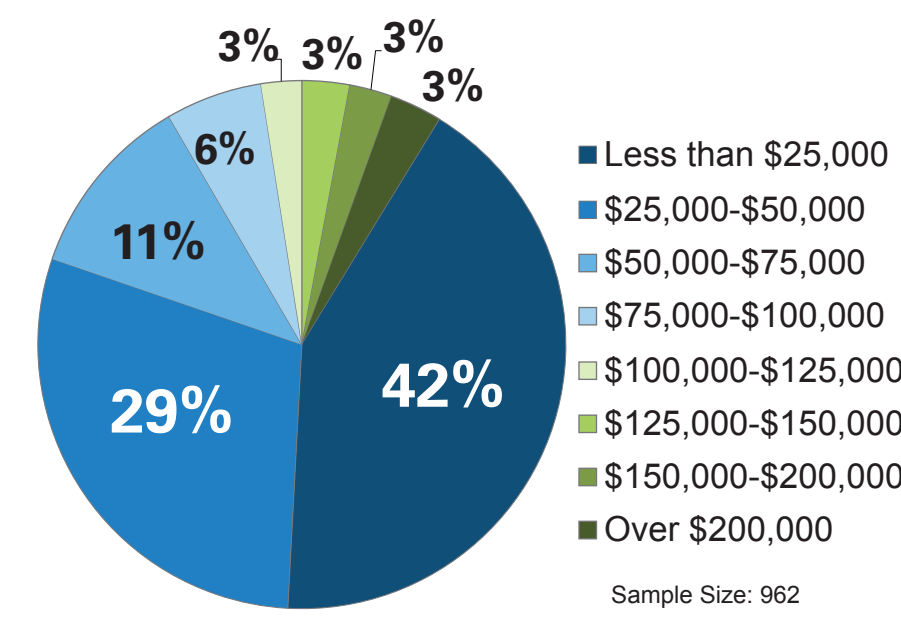
Results of Intercept Survey

Who did we ask?

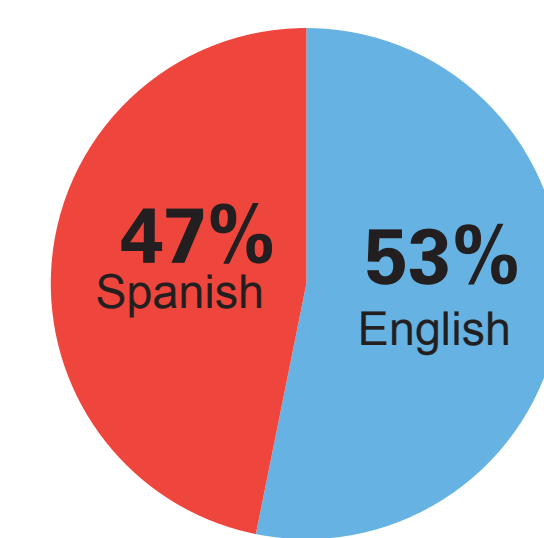
Ages



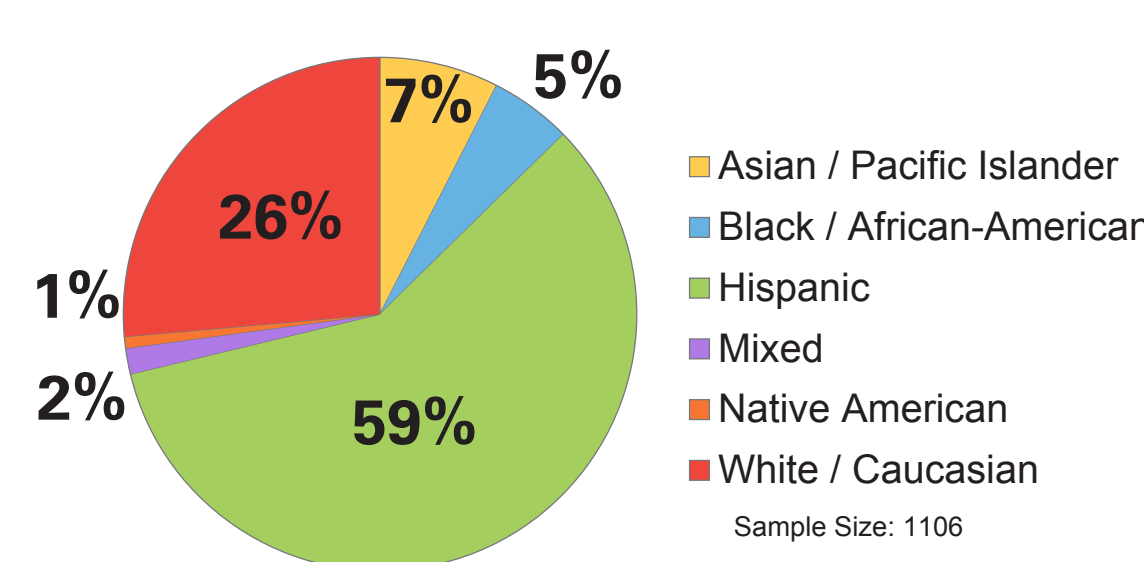
Incomes



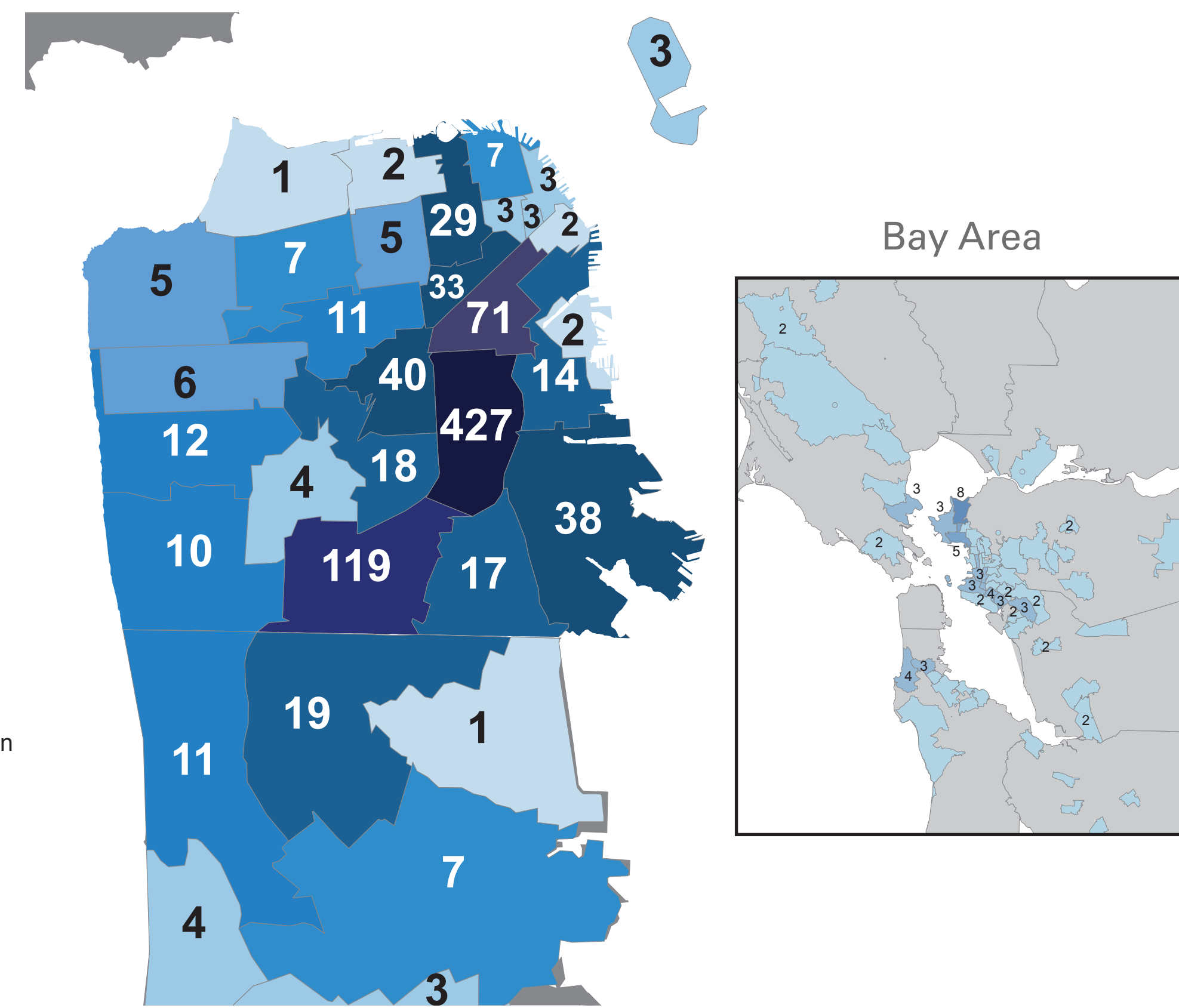
Language



Ethnicities



Home ZIP Code

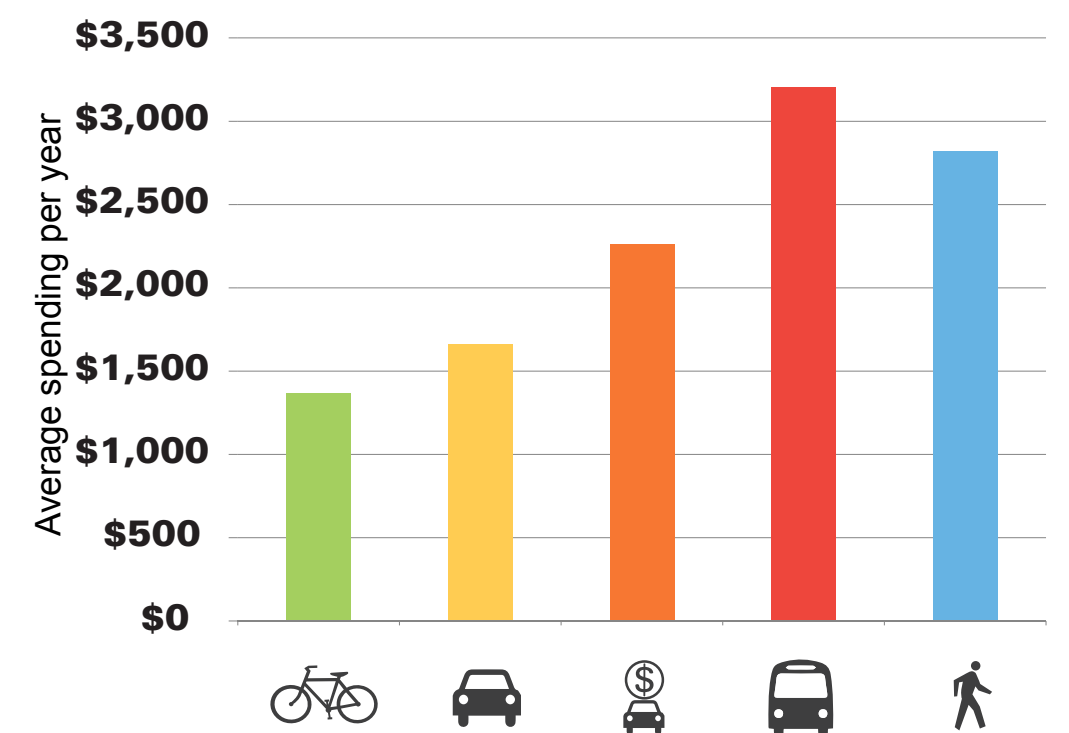
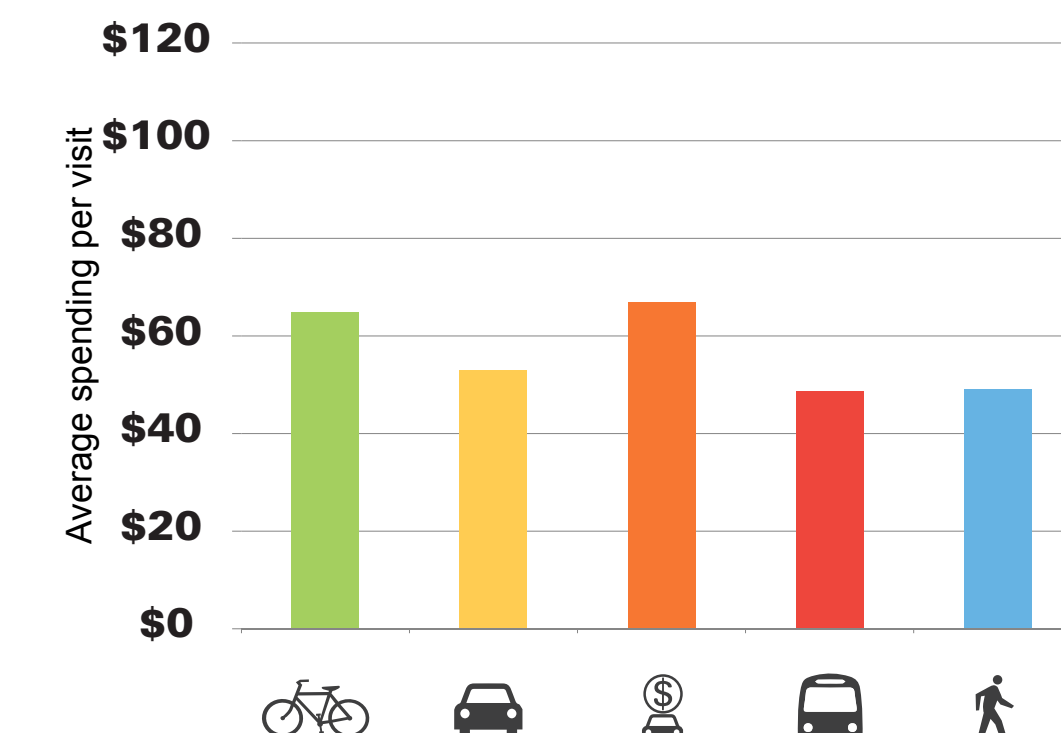
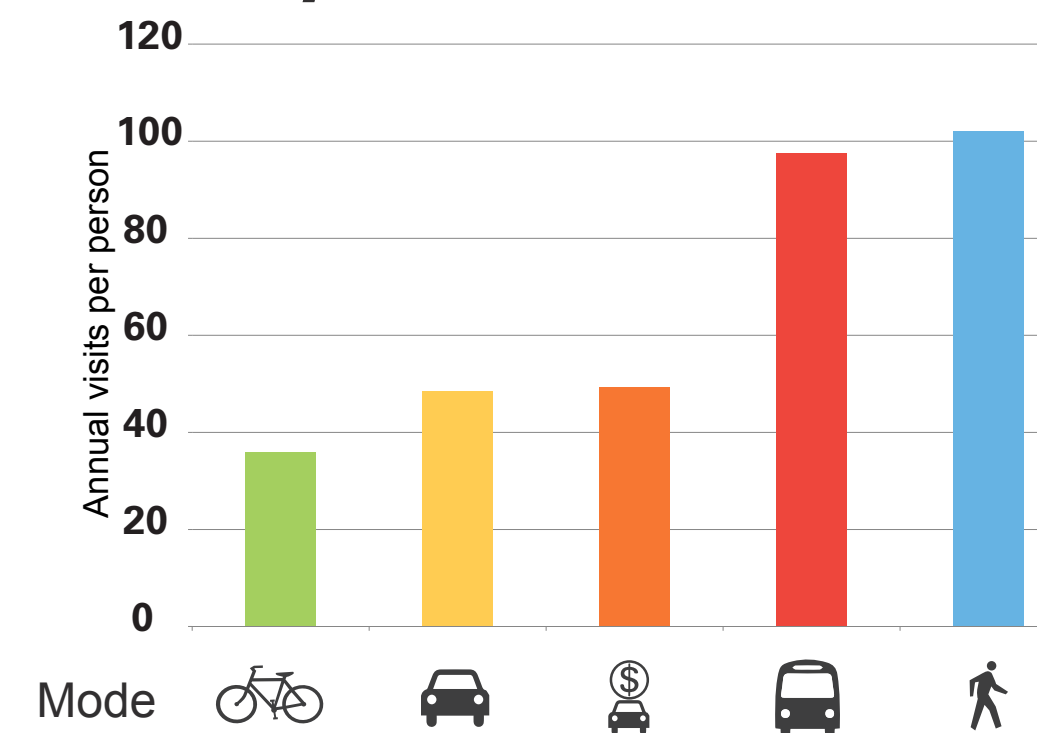


We asked about 1,200 people, who were randomly intercepted as they walked down Mission Street, about their travel habits and shopping behaviors. The survey was conducted on three afternoons in April; a Saturday and two weekdays. Surveyors were on every block between 15th and 25th Streets.

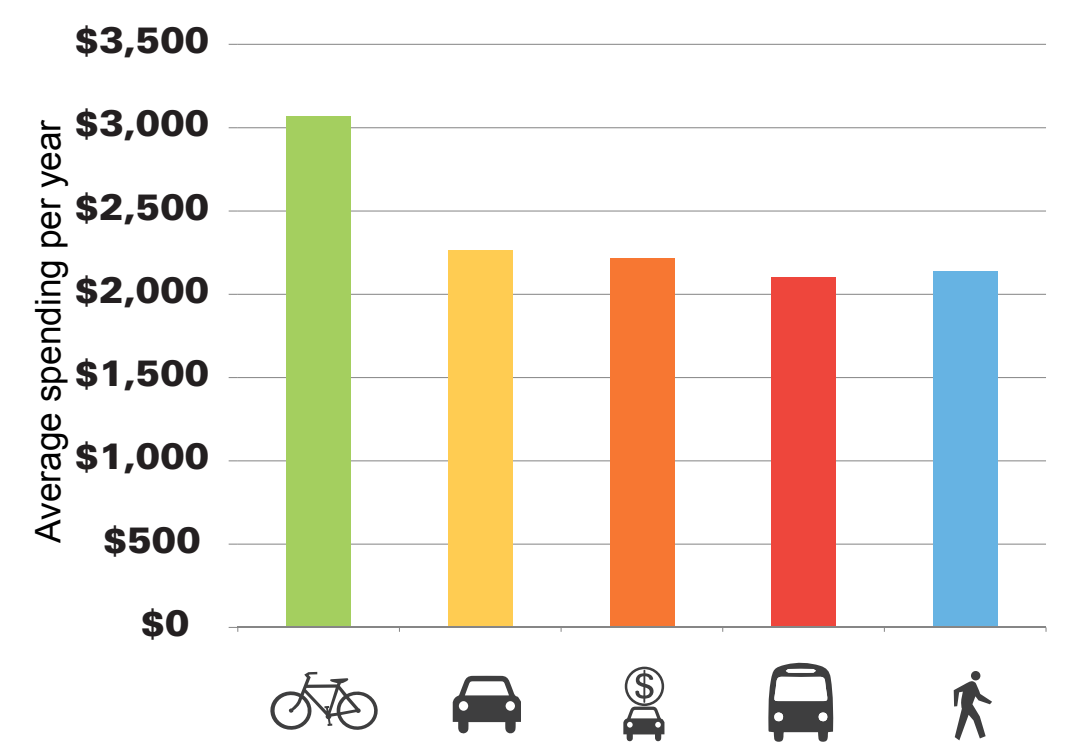
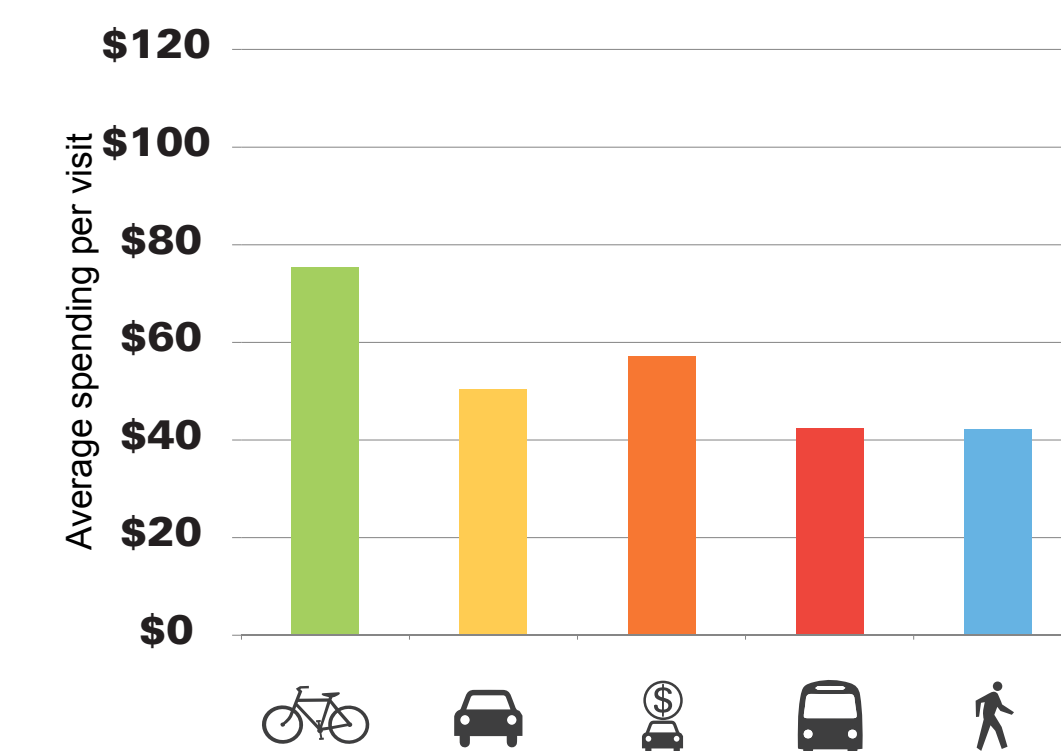
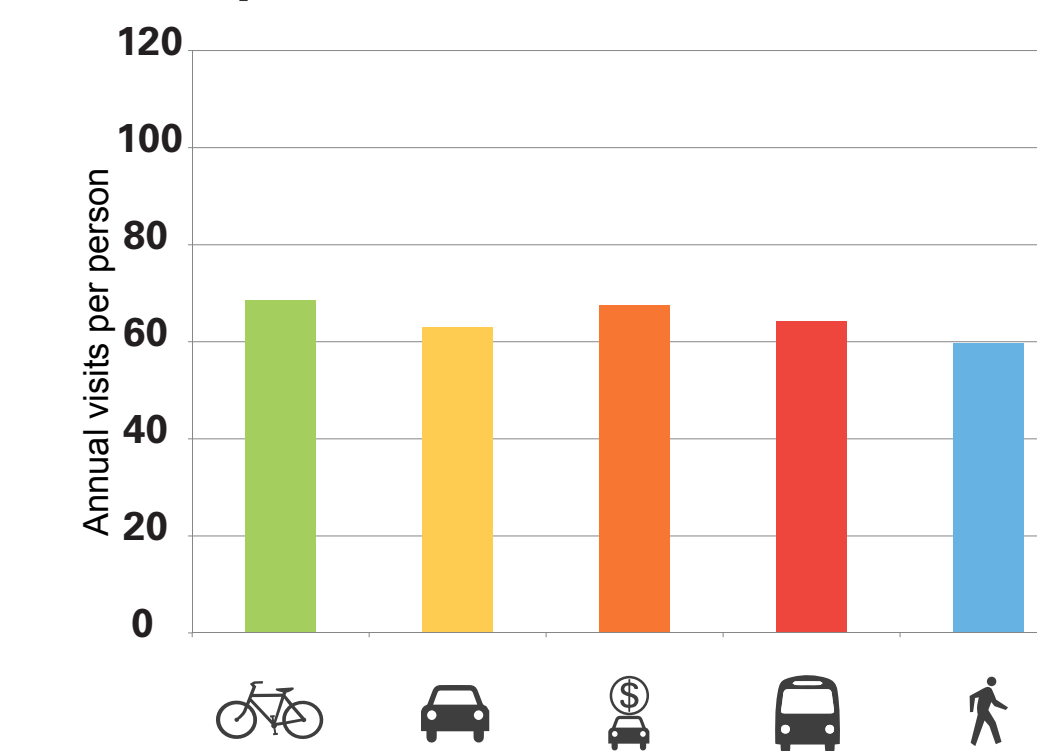
Transit riders and walkers shop often

The most frequented types of businesses on Mission Street are grocery stores, bars, and restaurants, with 63% of respondents saying they spend money at these establishments.

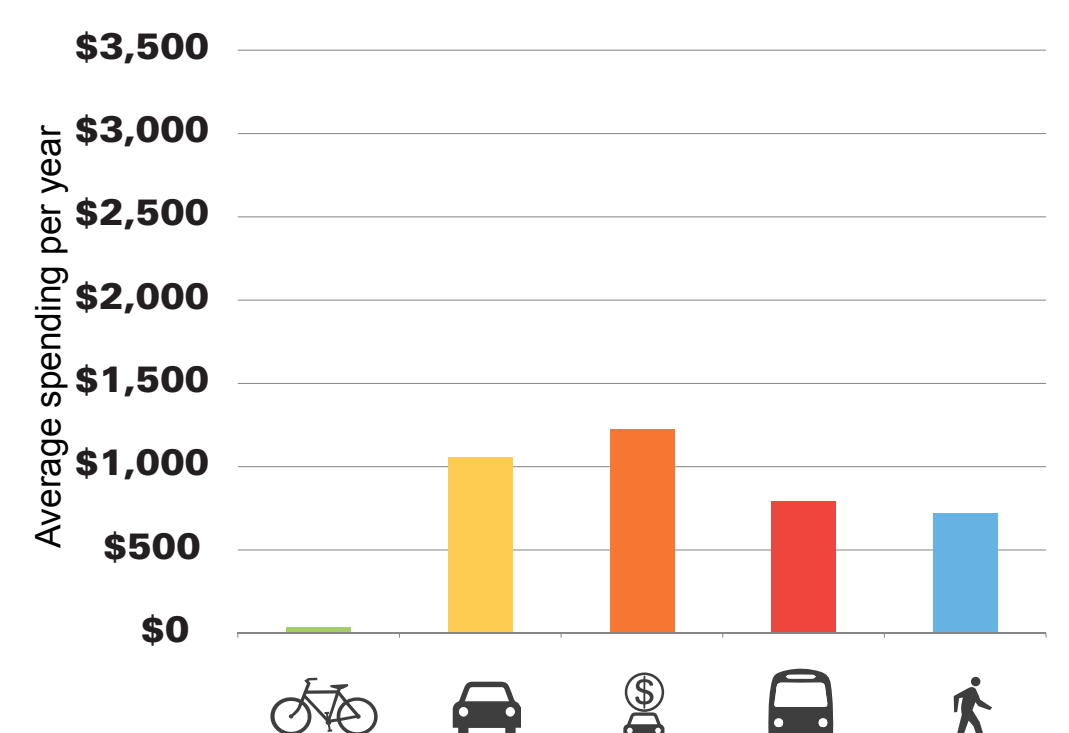
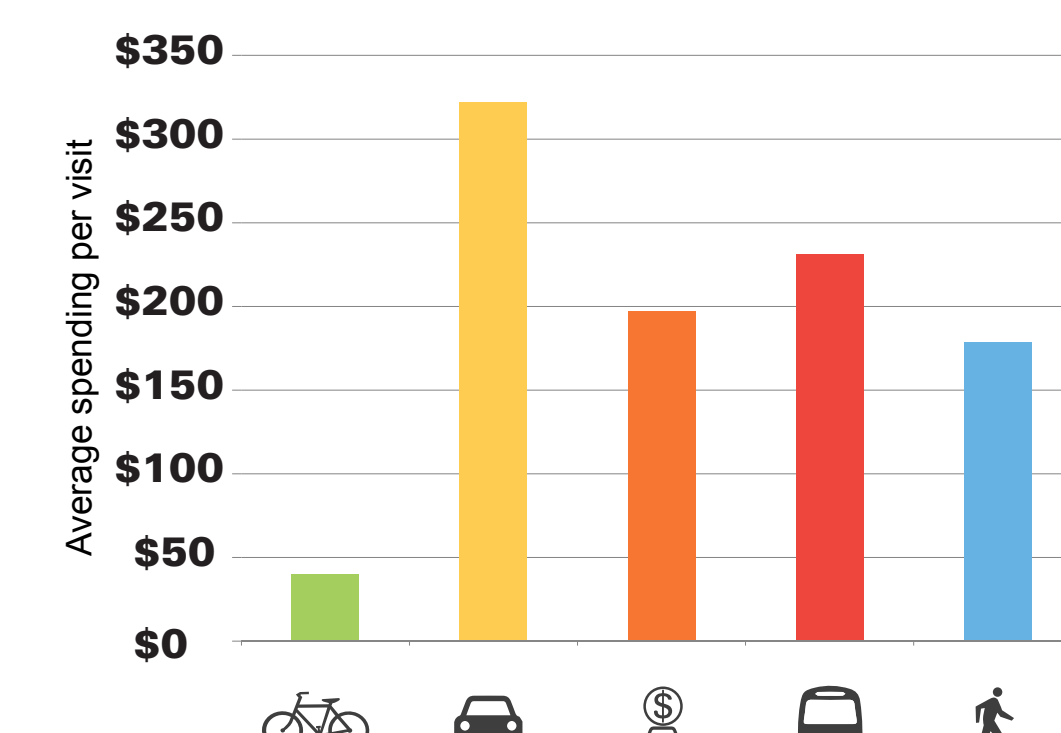
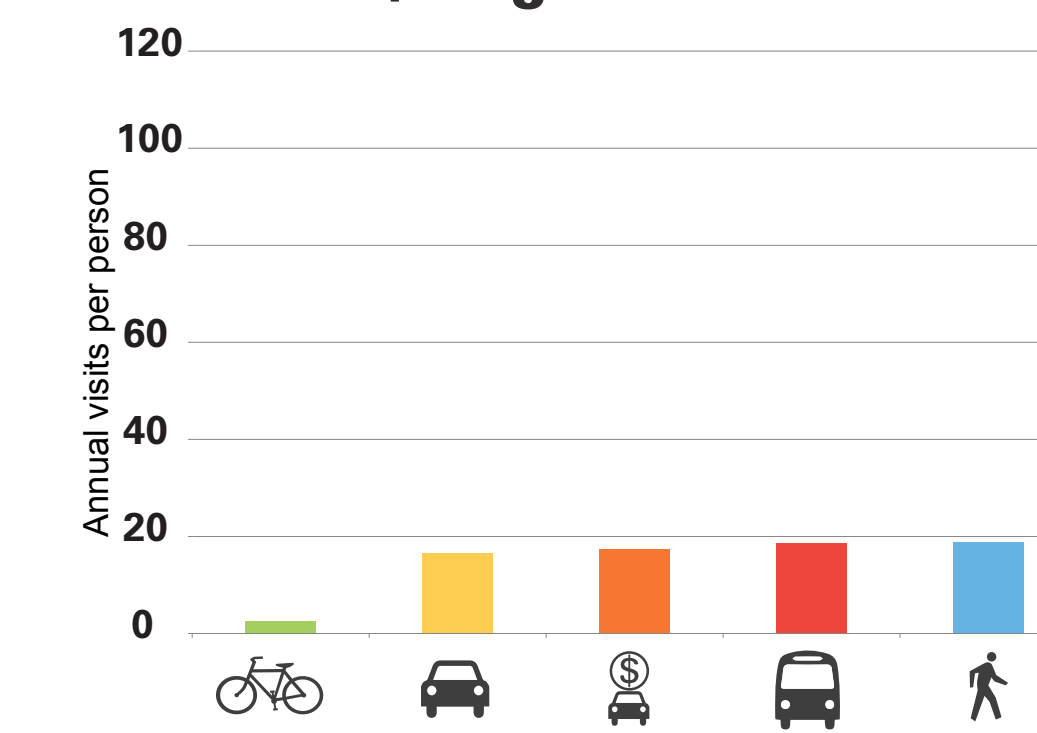
Grocery Stores



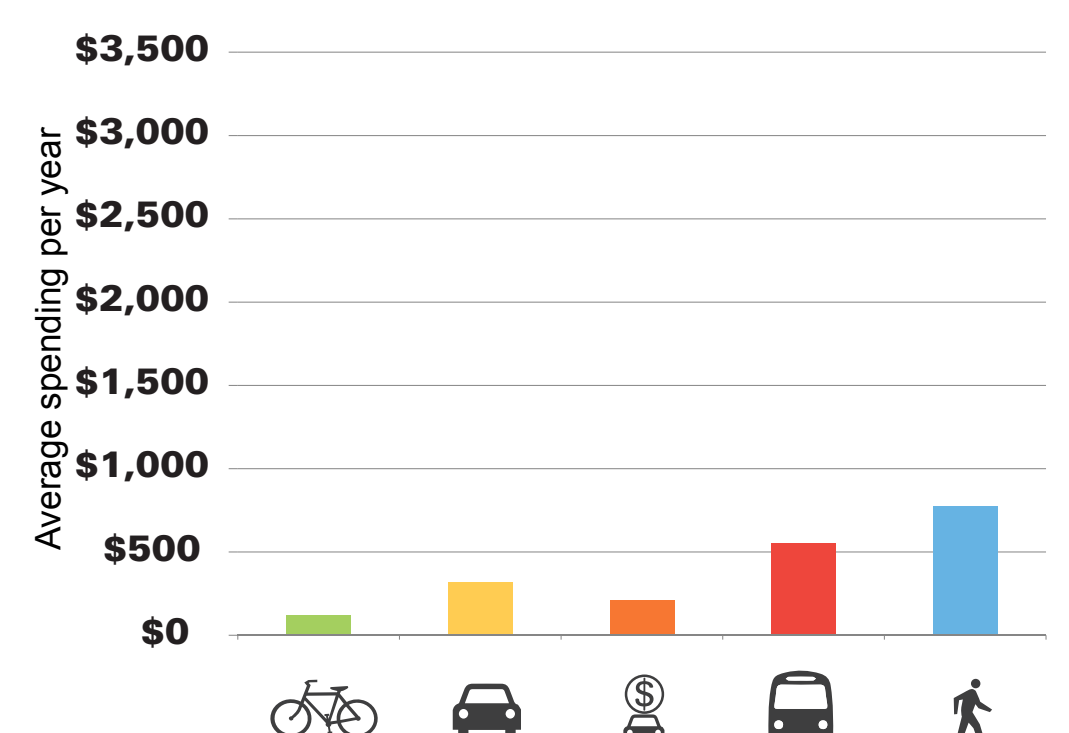
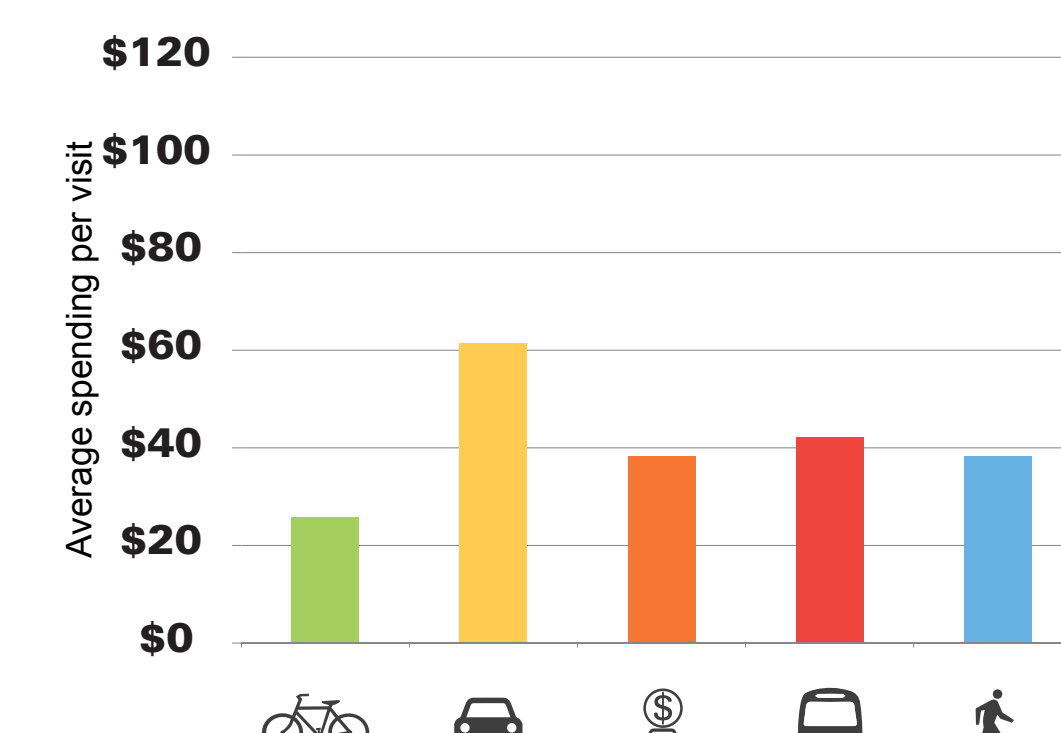
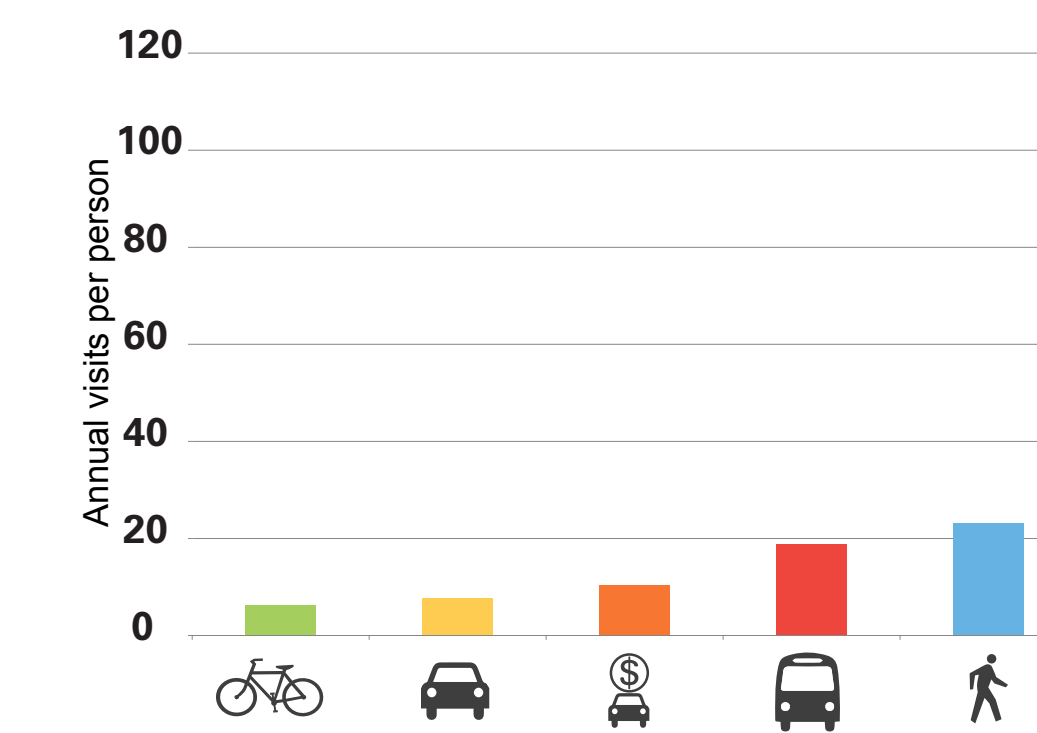
Bars / Restaurants



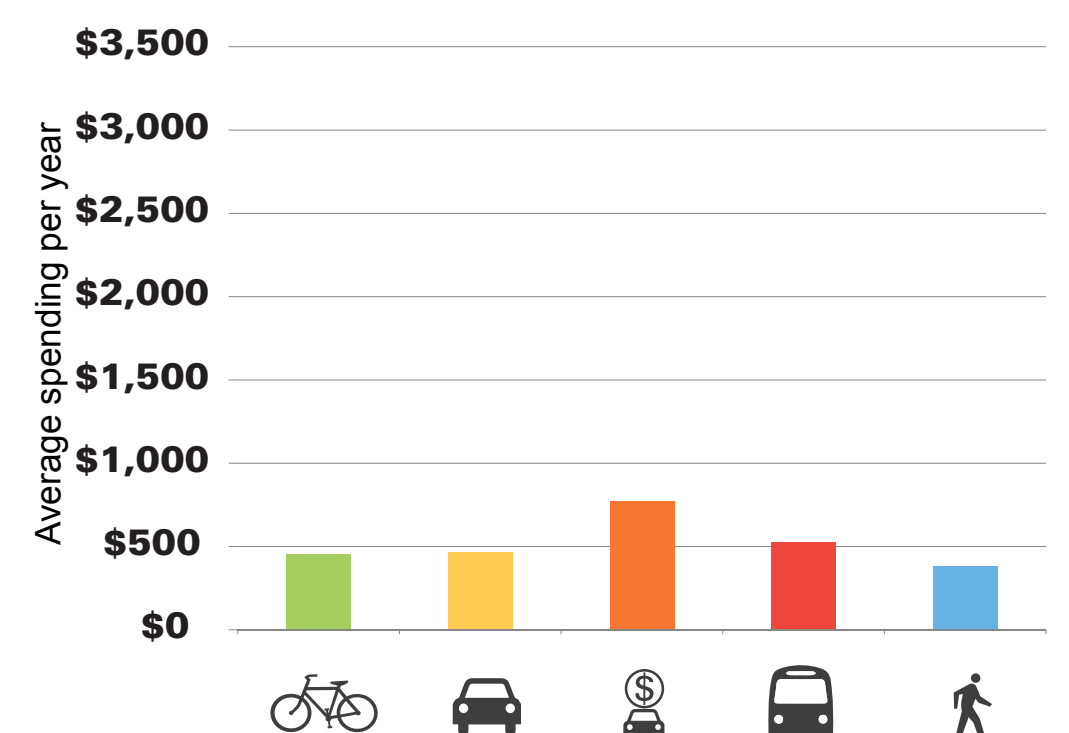
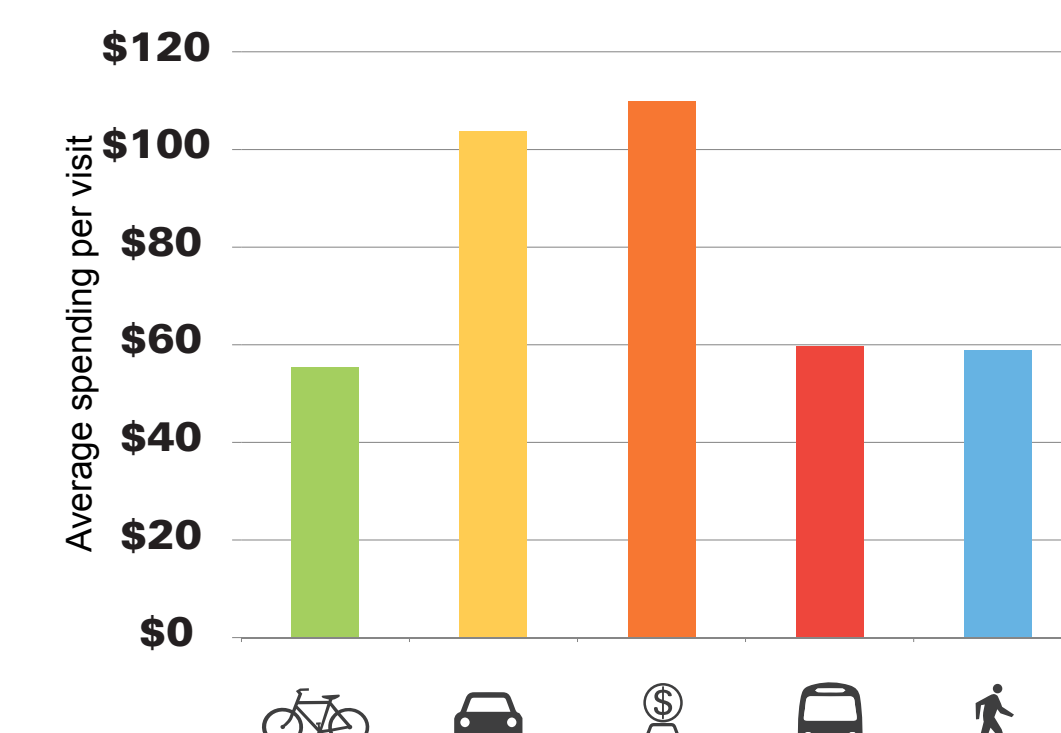
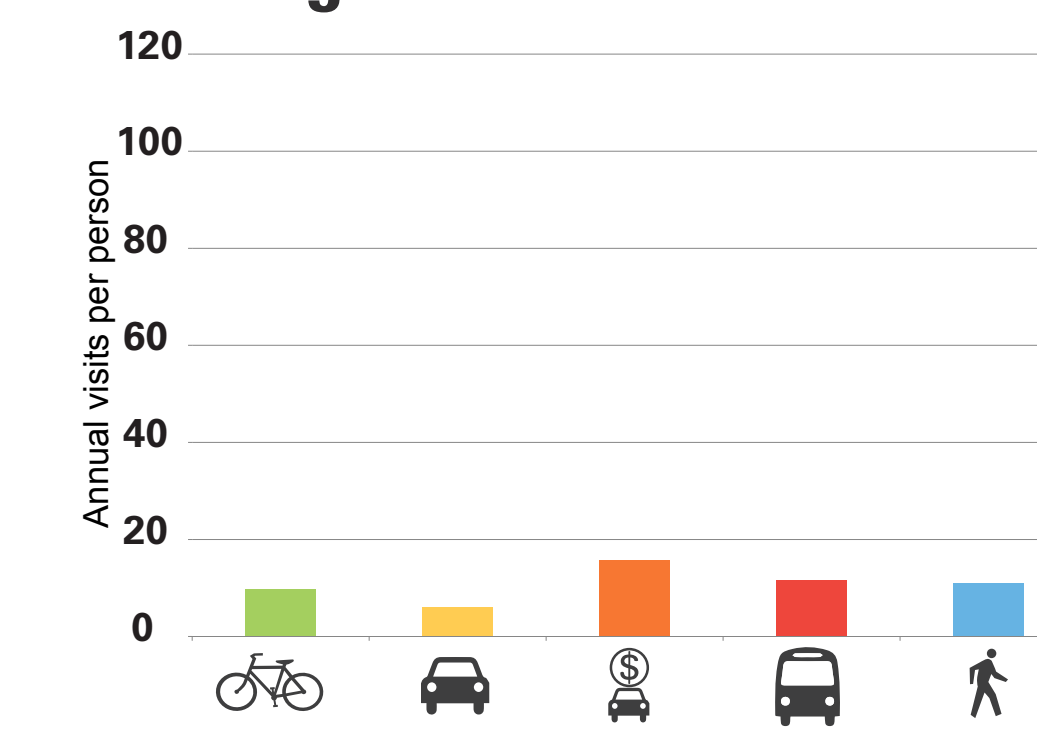
Financial / Legal Services



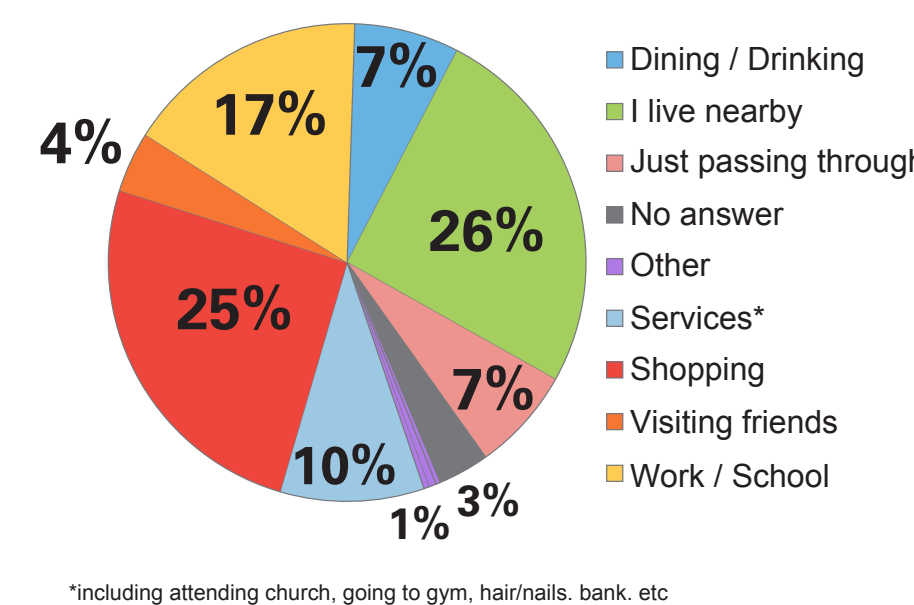
Household Goods



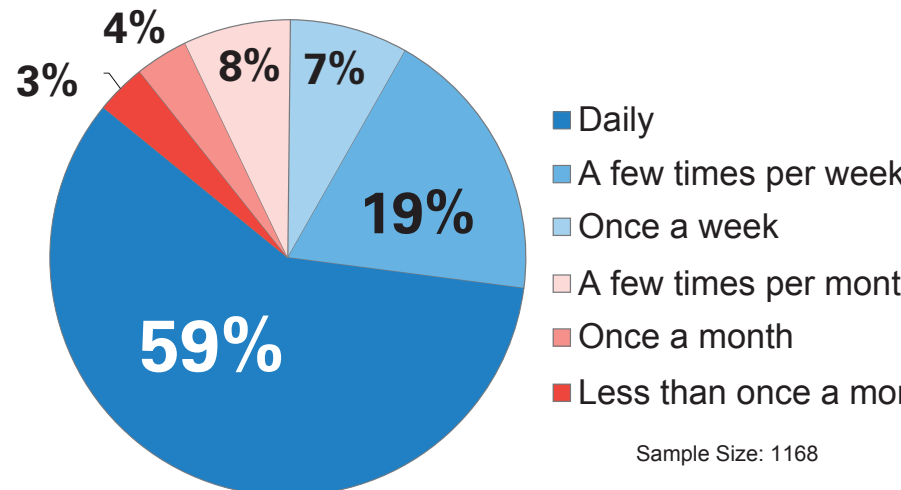
Clothing



Reasons for being on Mission



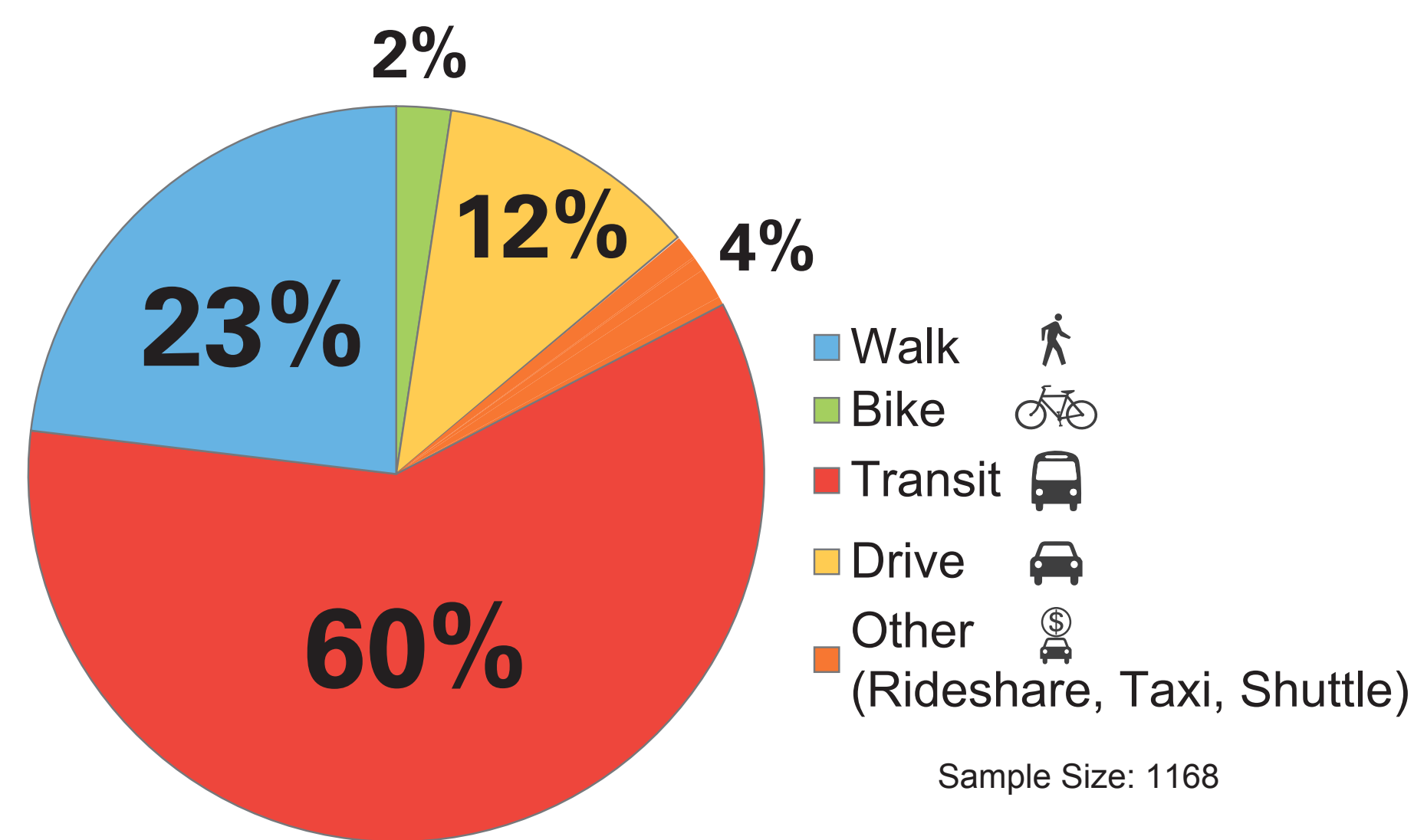
Frequency of visit



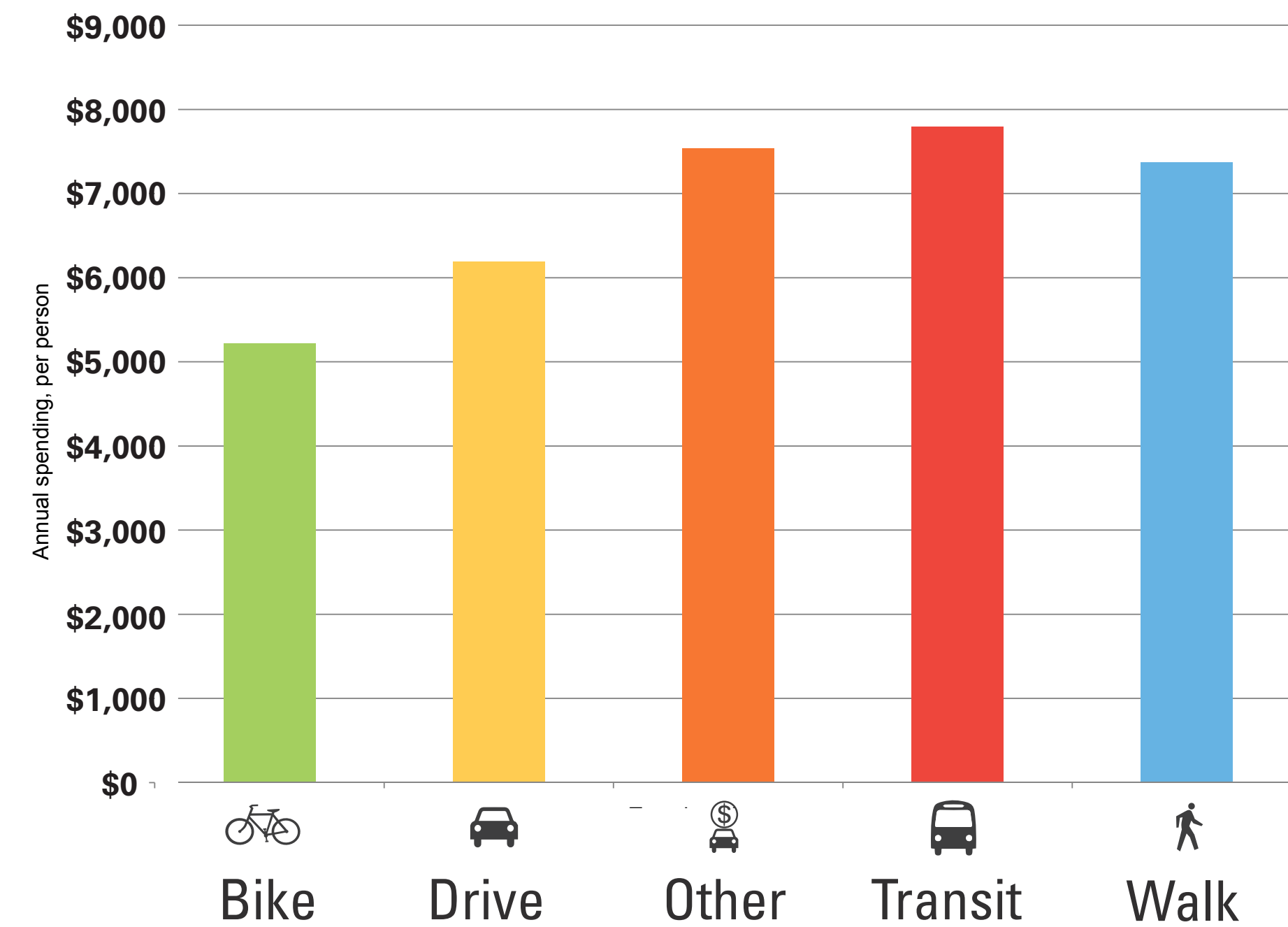
Most people walk or take transit to Mission Street

Walkers and transit riders also spend the most on Mission Street each year

How do you usually get to Mission St?

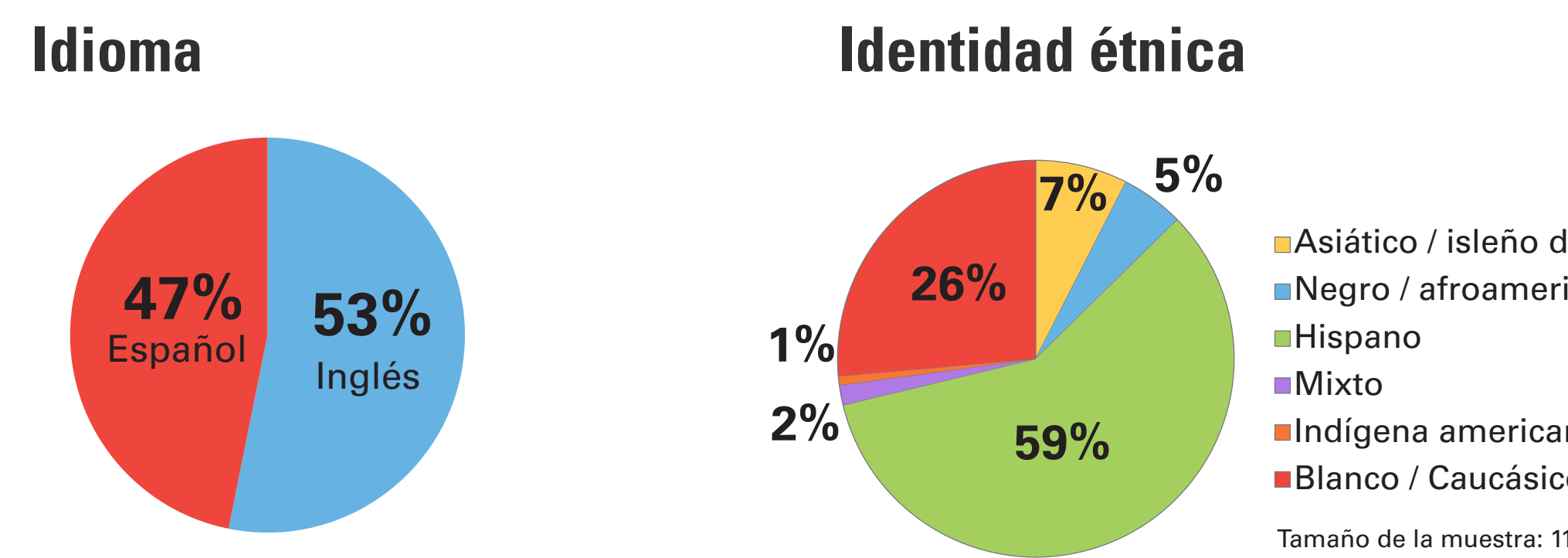
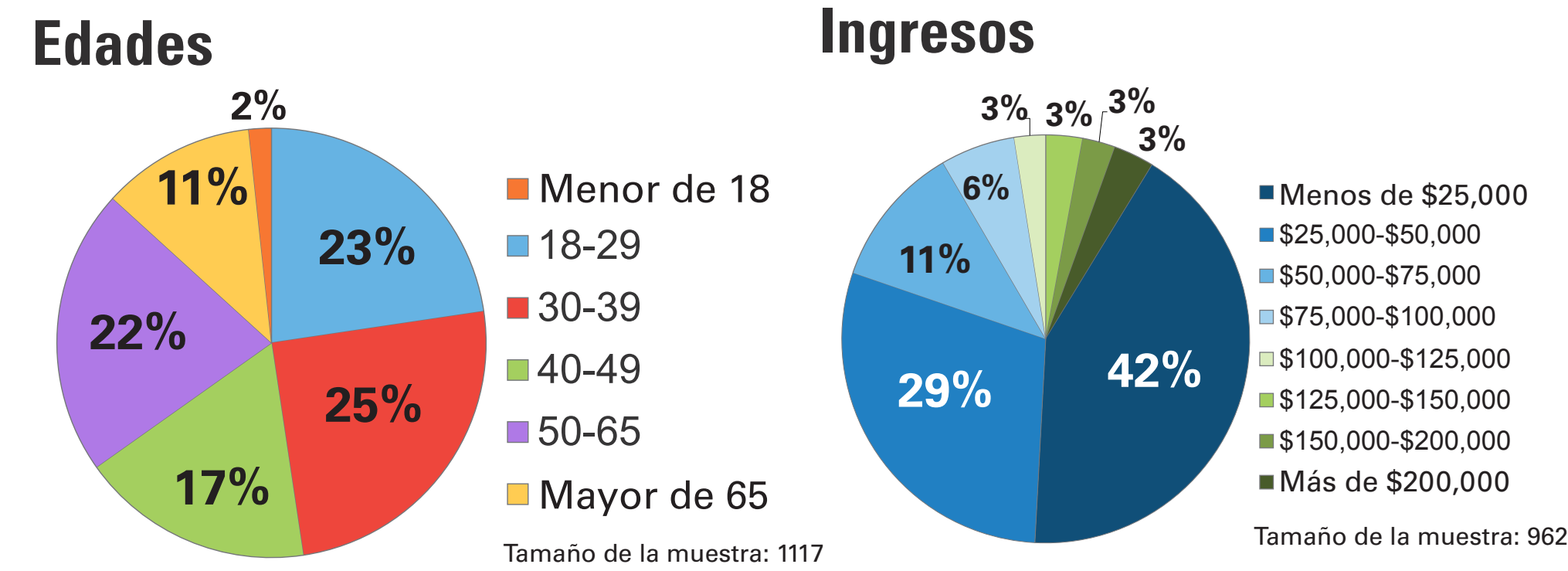


Annual spending on Mission Street, by travel mode

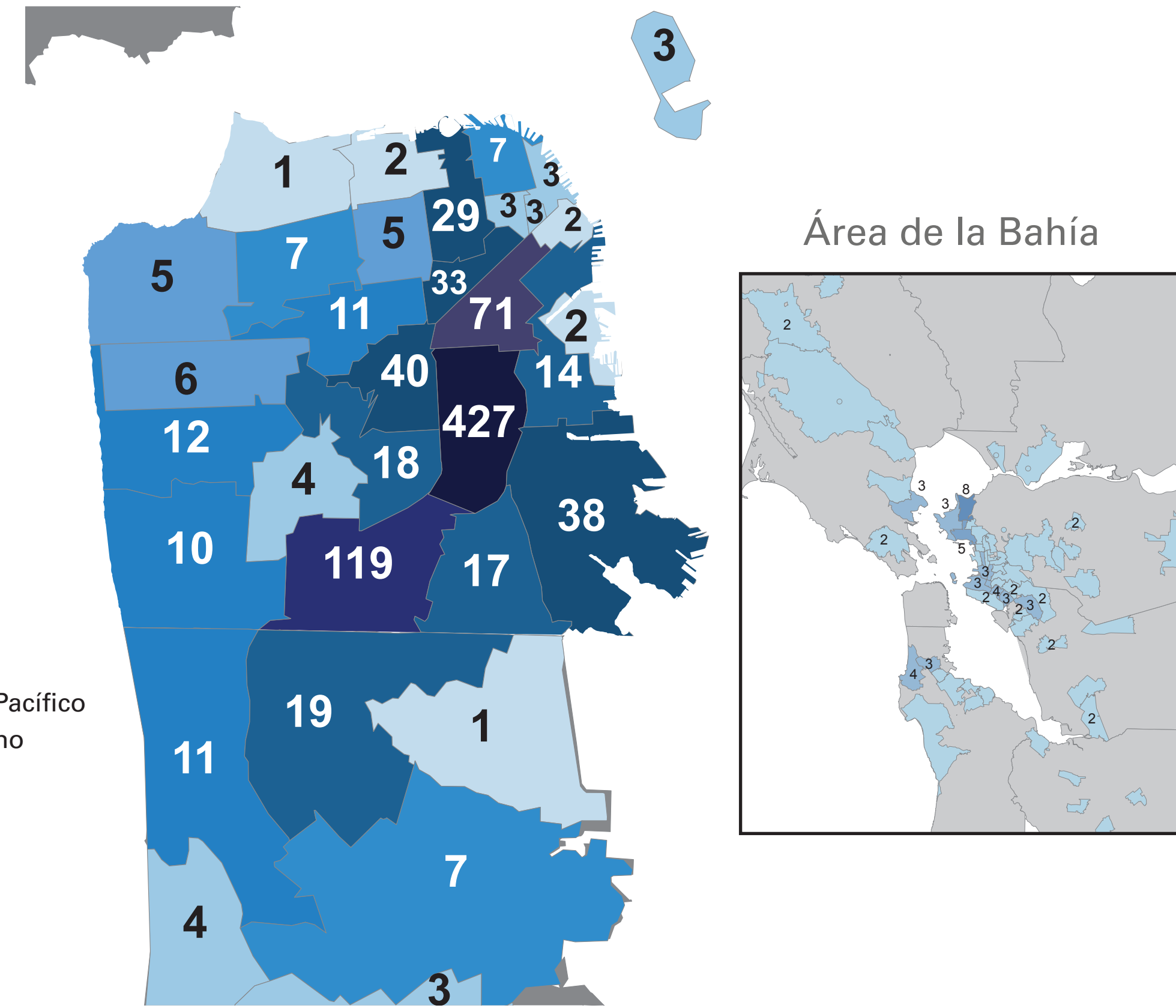


Resultados de la encuesta en el lugar

¿A quién preguntamos?



Código postal del hogar

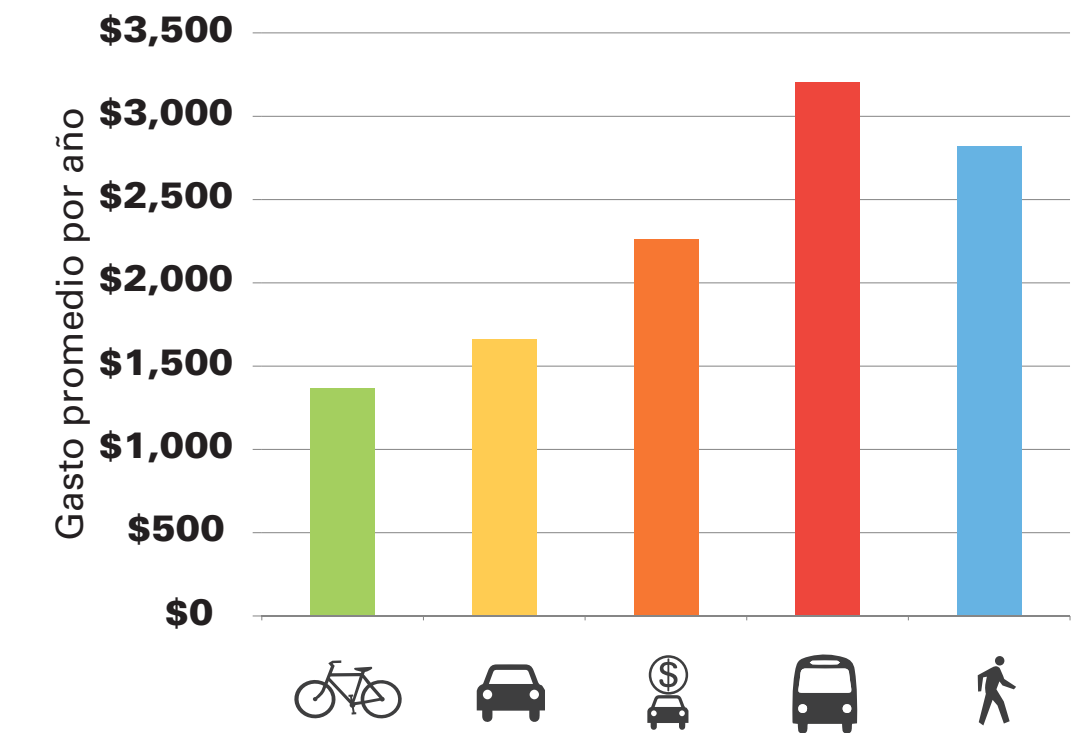
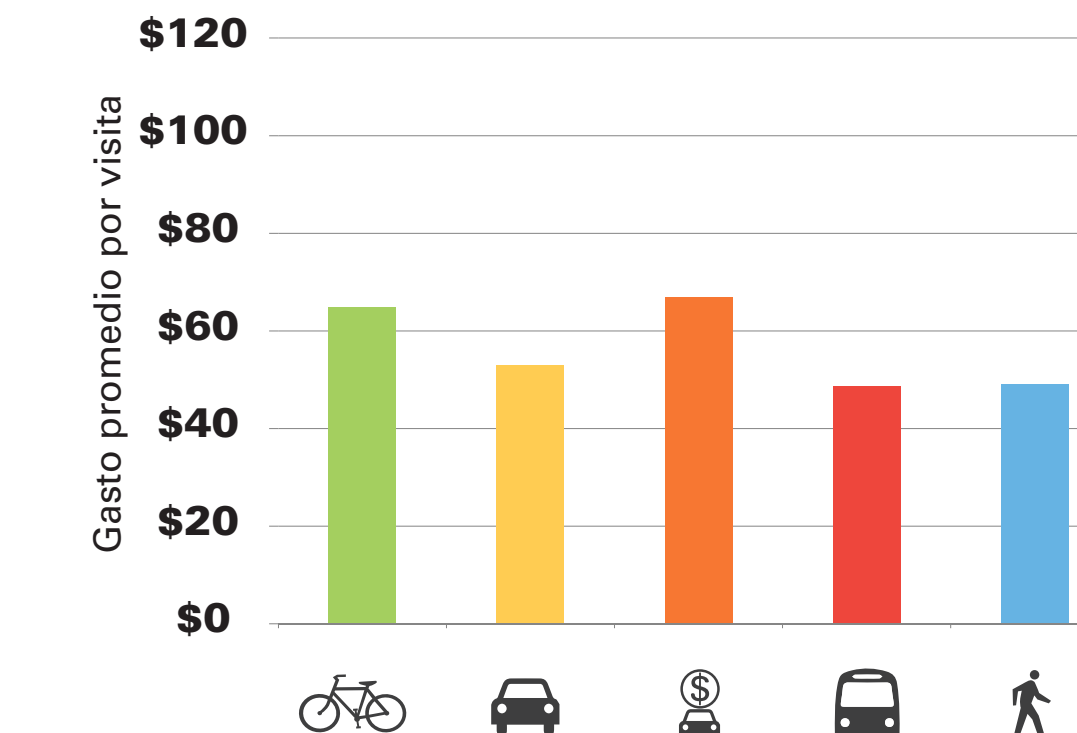
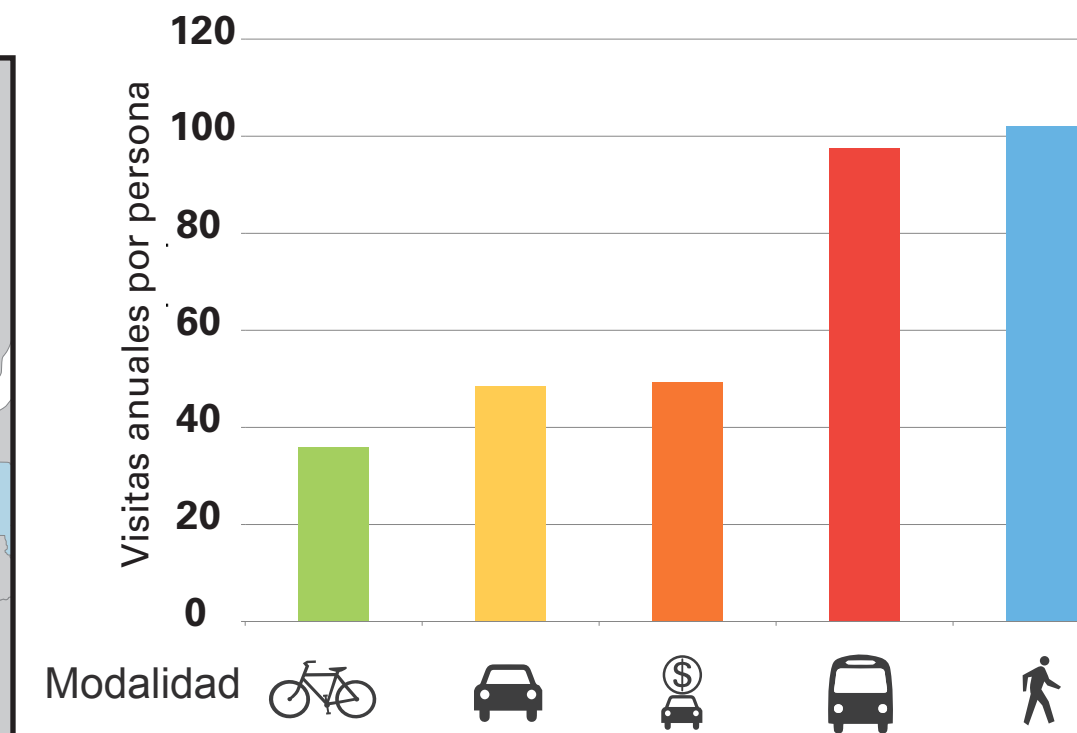


Le preguntamos a 1,200 personas interceptadas al azar mientras pasaban caminando por Mission Street, acerca de sus hábitos de viaje y comportamientos de compra. Se llevó a cabo la encuesta durante tres tardes de abril, un sábado y dos día hábiles. Los encuestadores estuvieron en todas las cuadras entre las calles 15th y 25th.

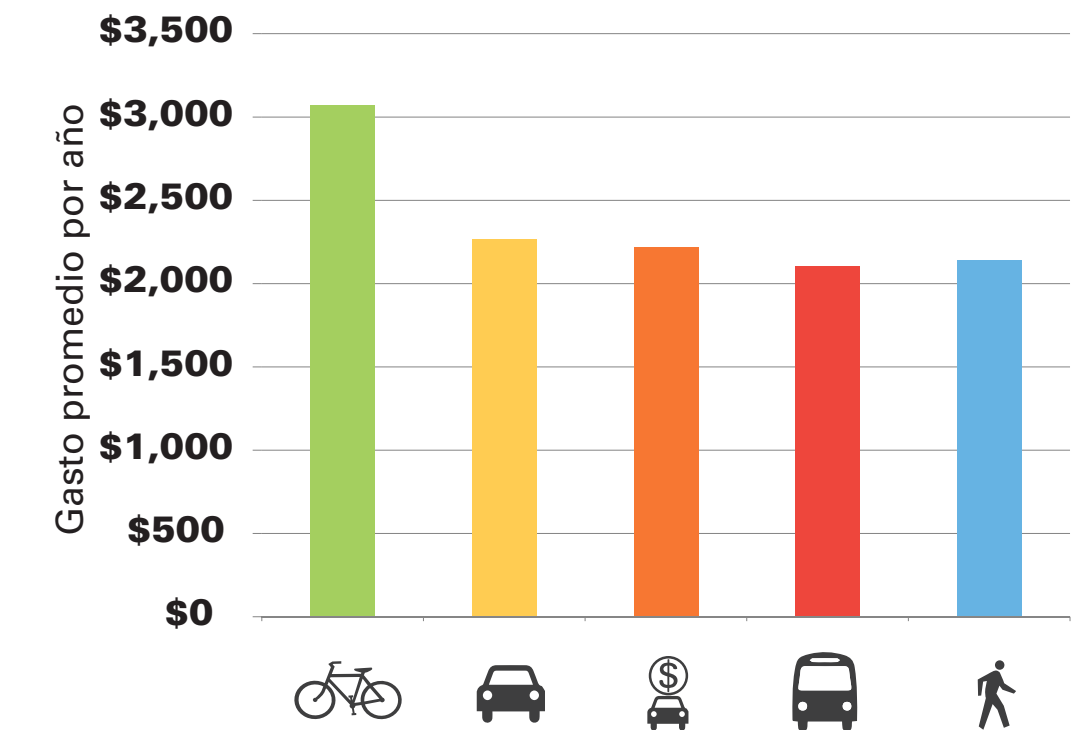
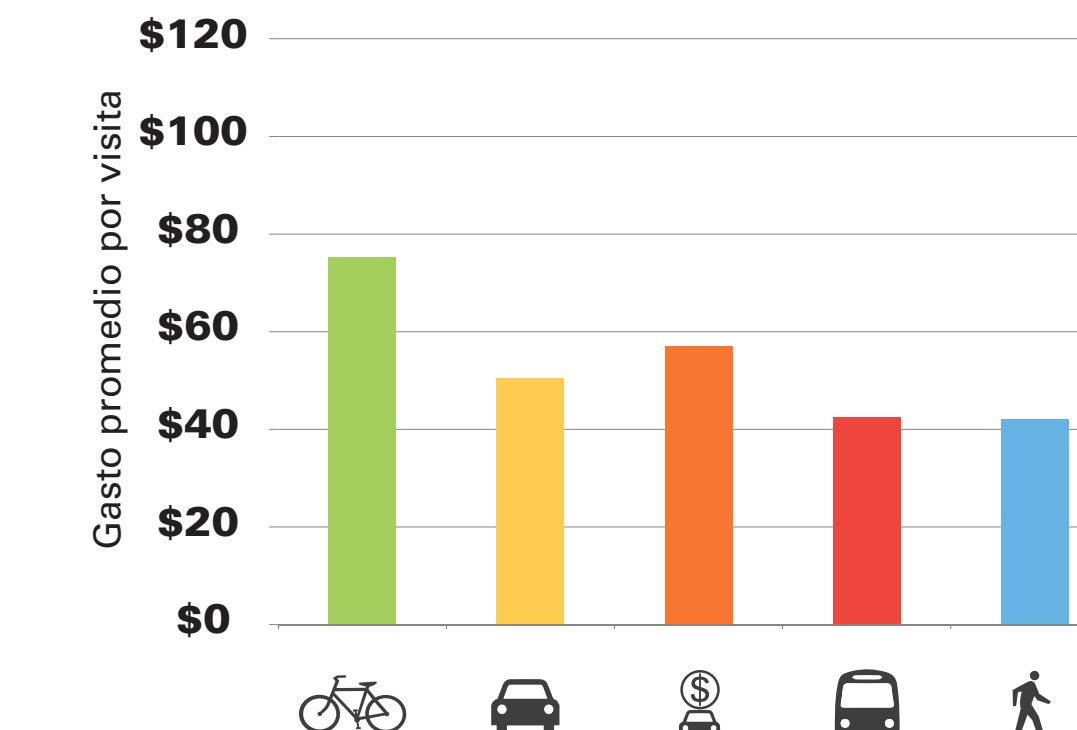
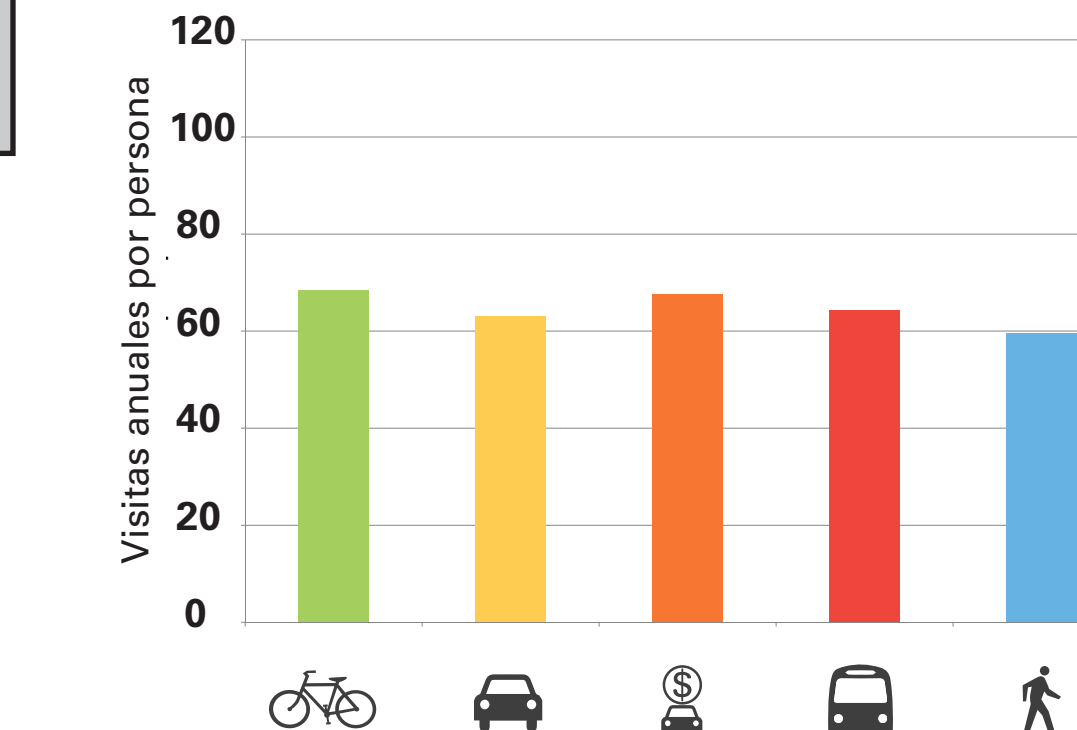
Los pasajeros del transporte público y las personas que caminan compran frecuentemente

Los tipos de negocios más frecuentados en Mission Street son tiendas de abarrotes, bares y restaurantes. El 63% de las personas que respondieron dicen que gastan dinero en estos establecimientos.

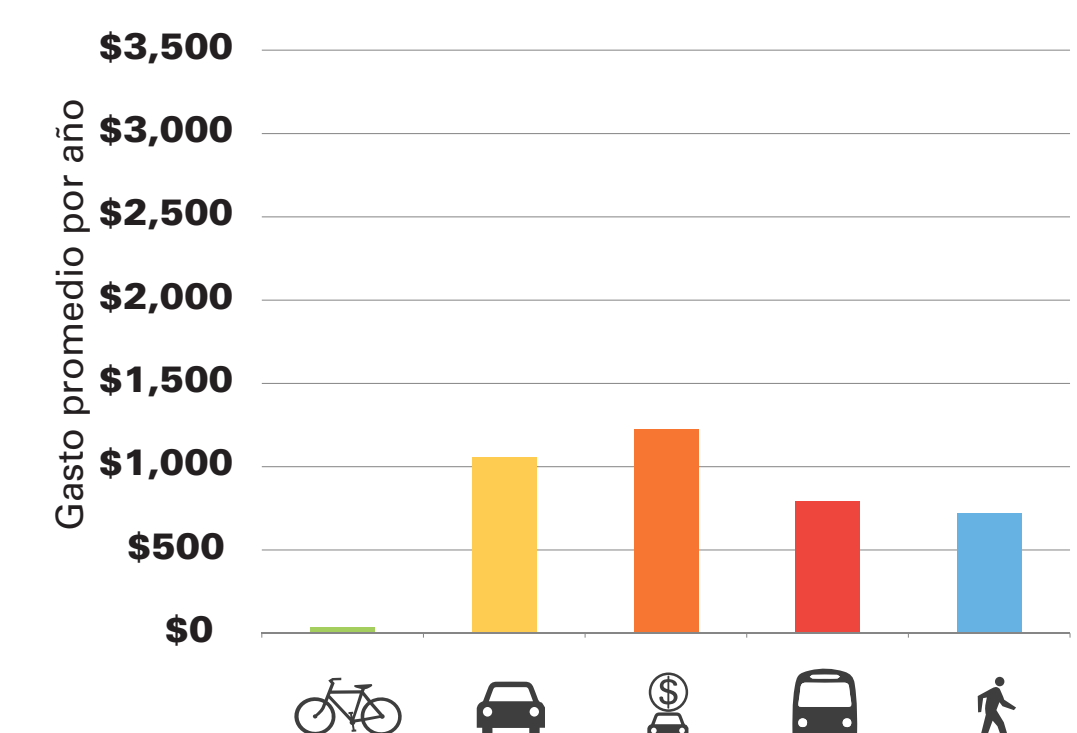
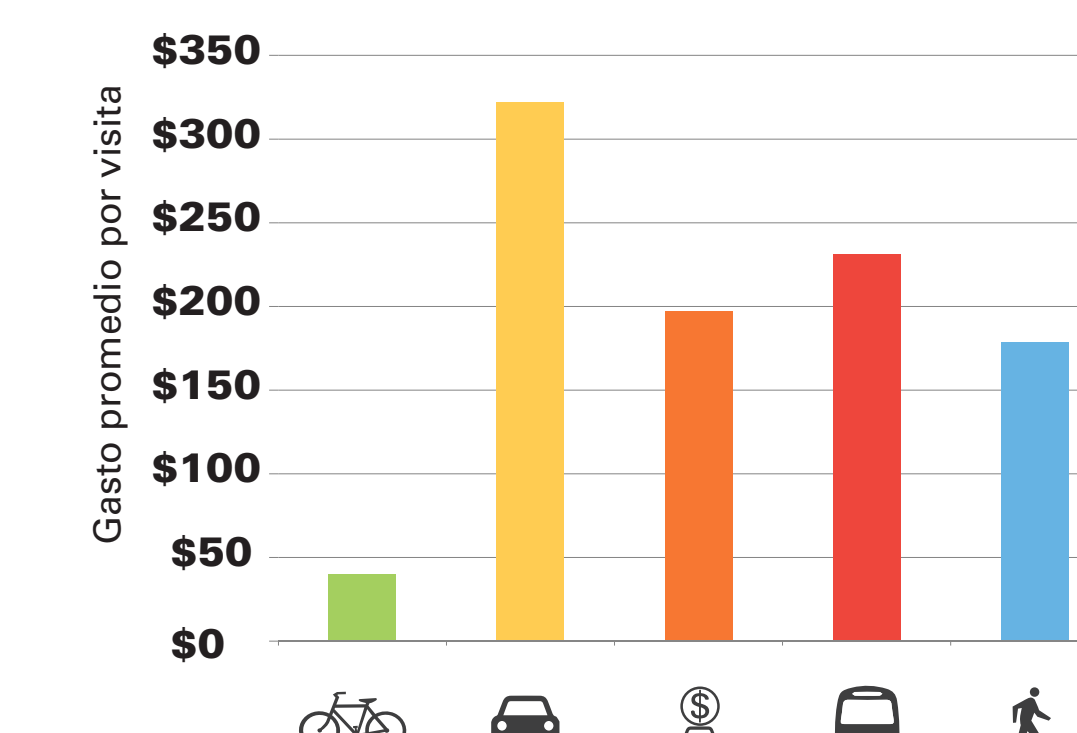
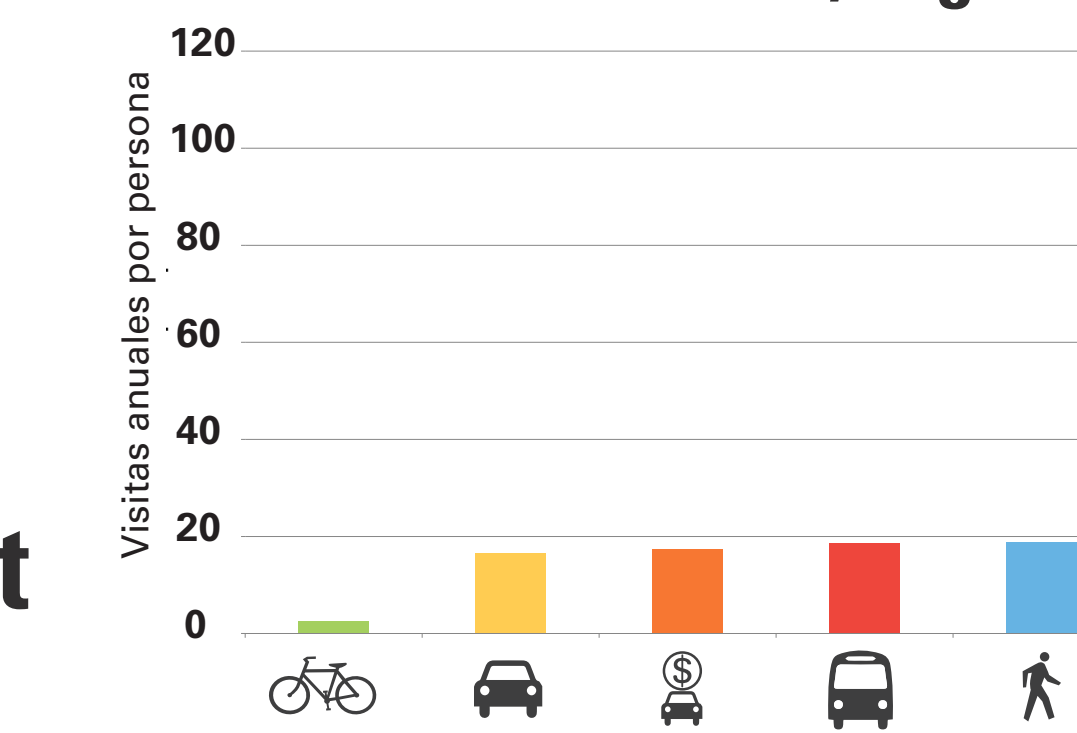
Tiendas de abarrotes



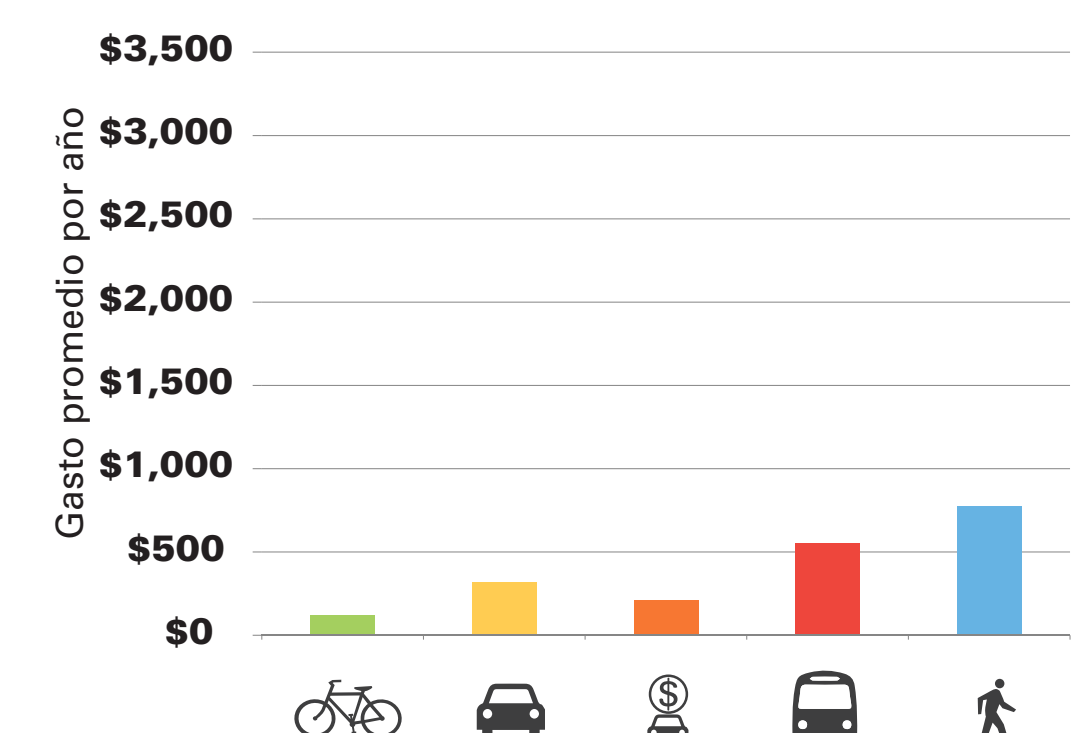
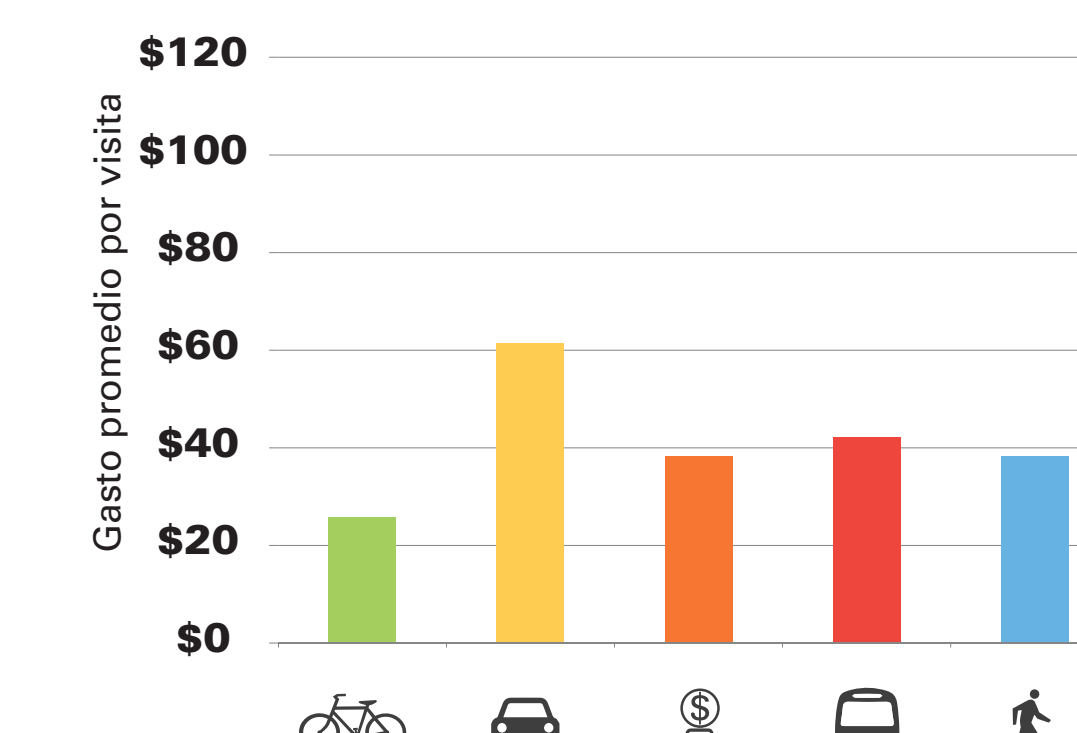
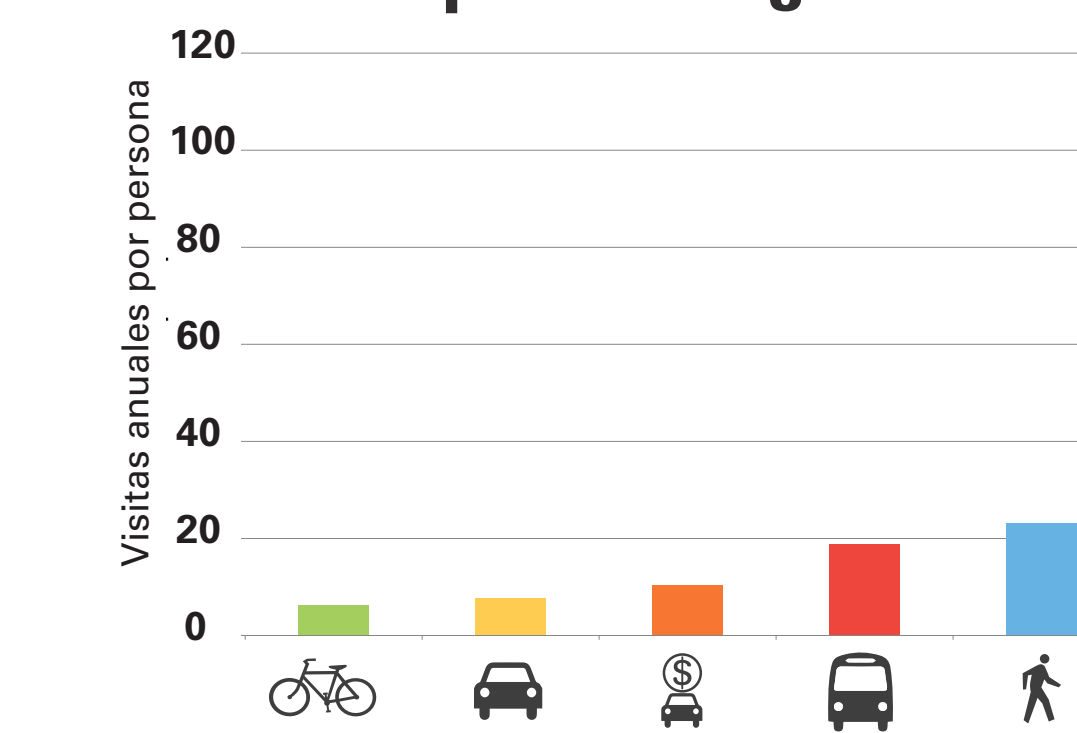
Bares / restaurantes



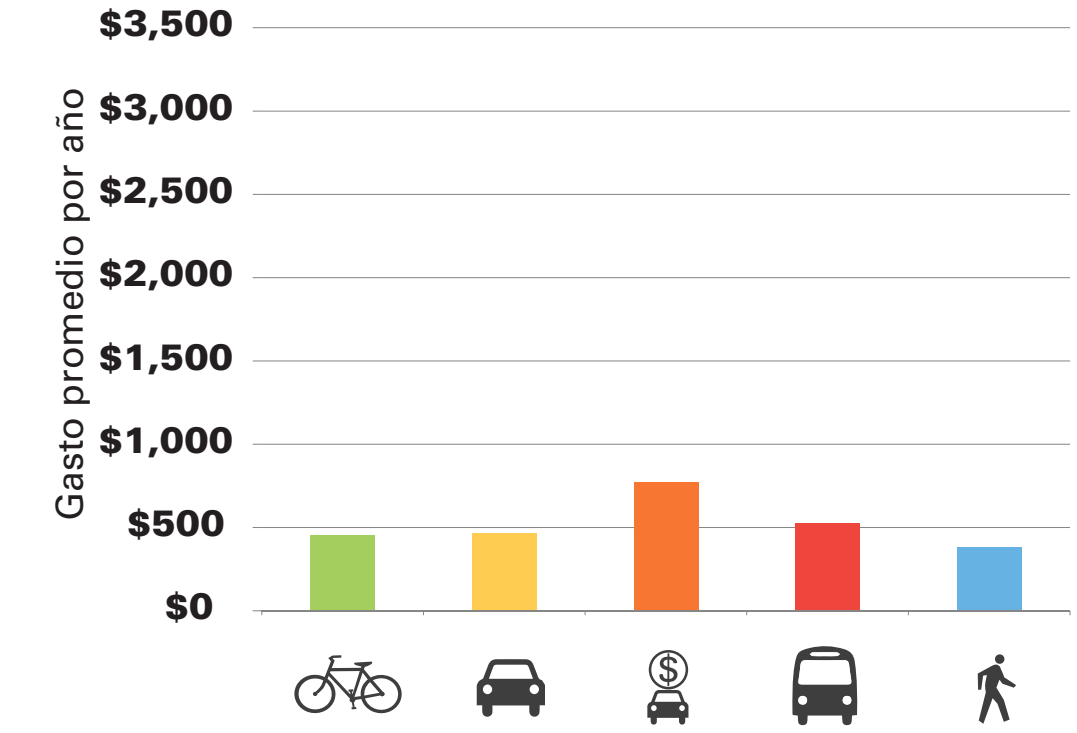
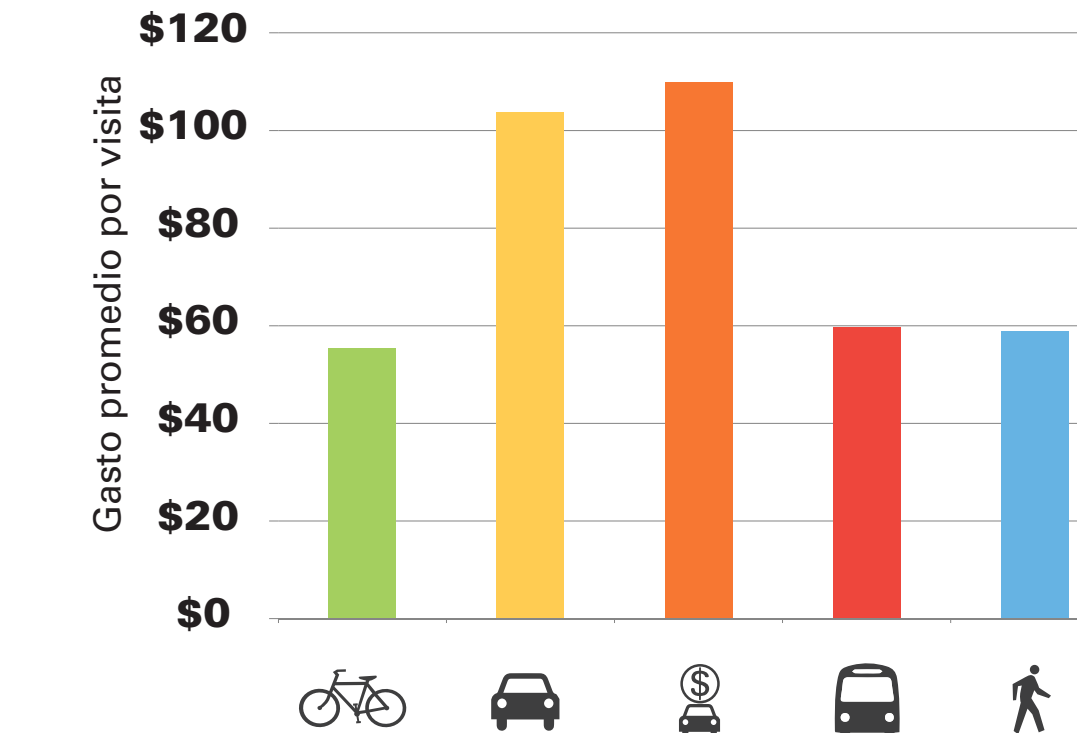
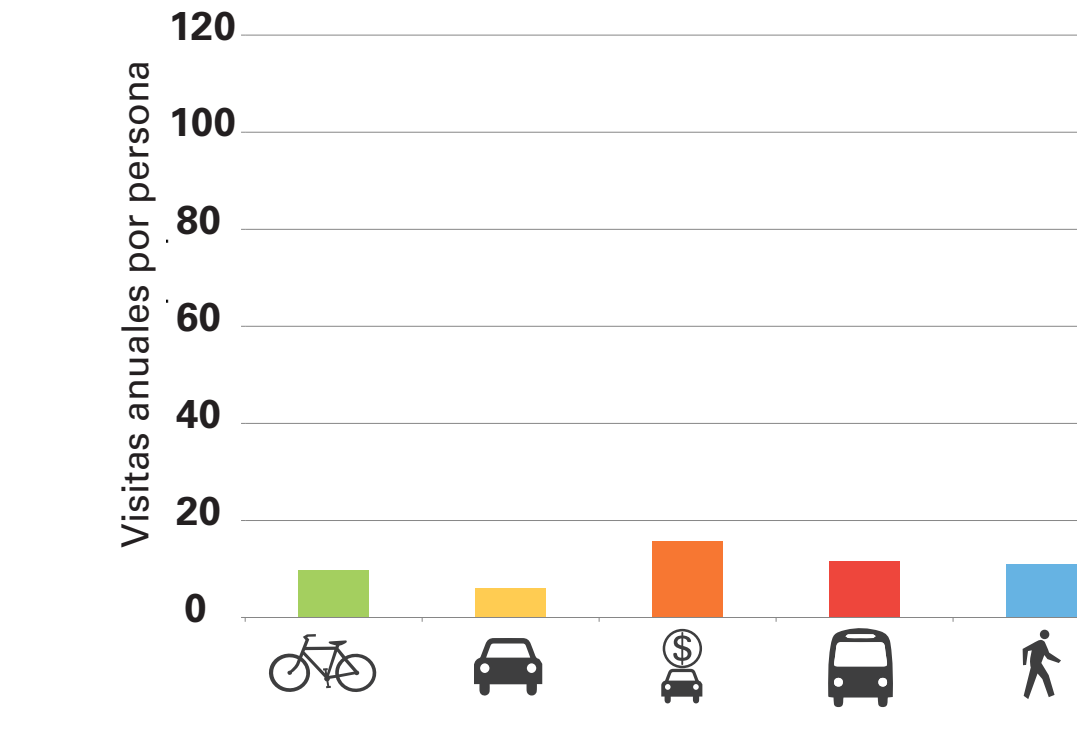
Servicios financieros / legales



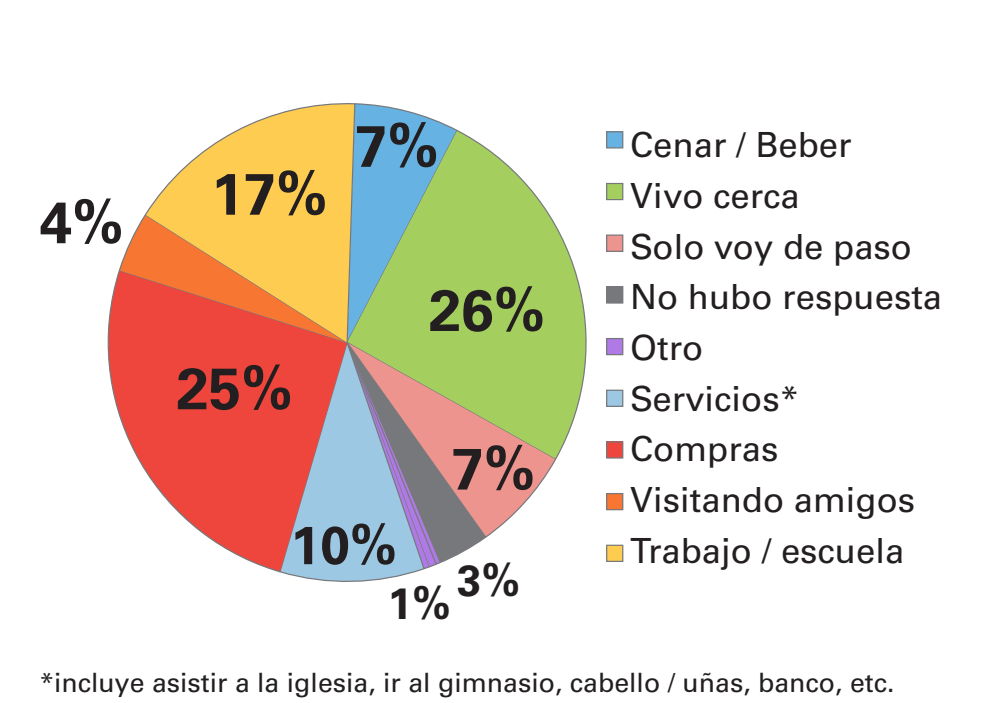
Artículos para el hogar



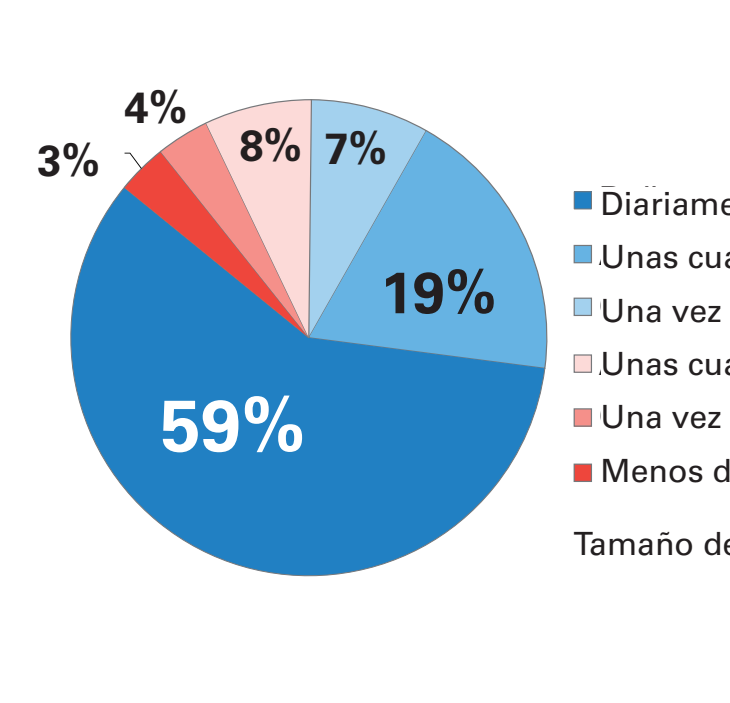
Ropa



Razones para estar en Mission



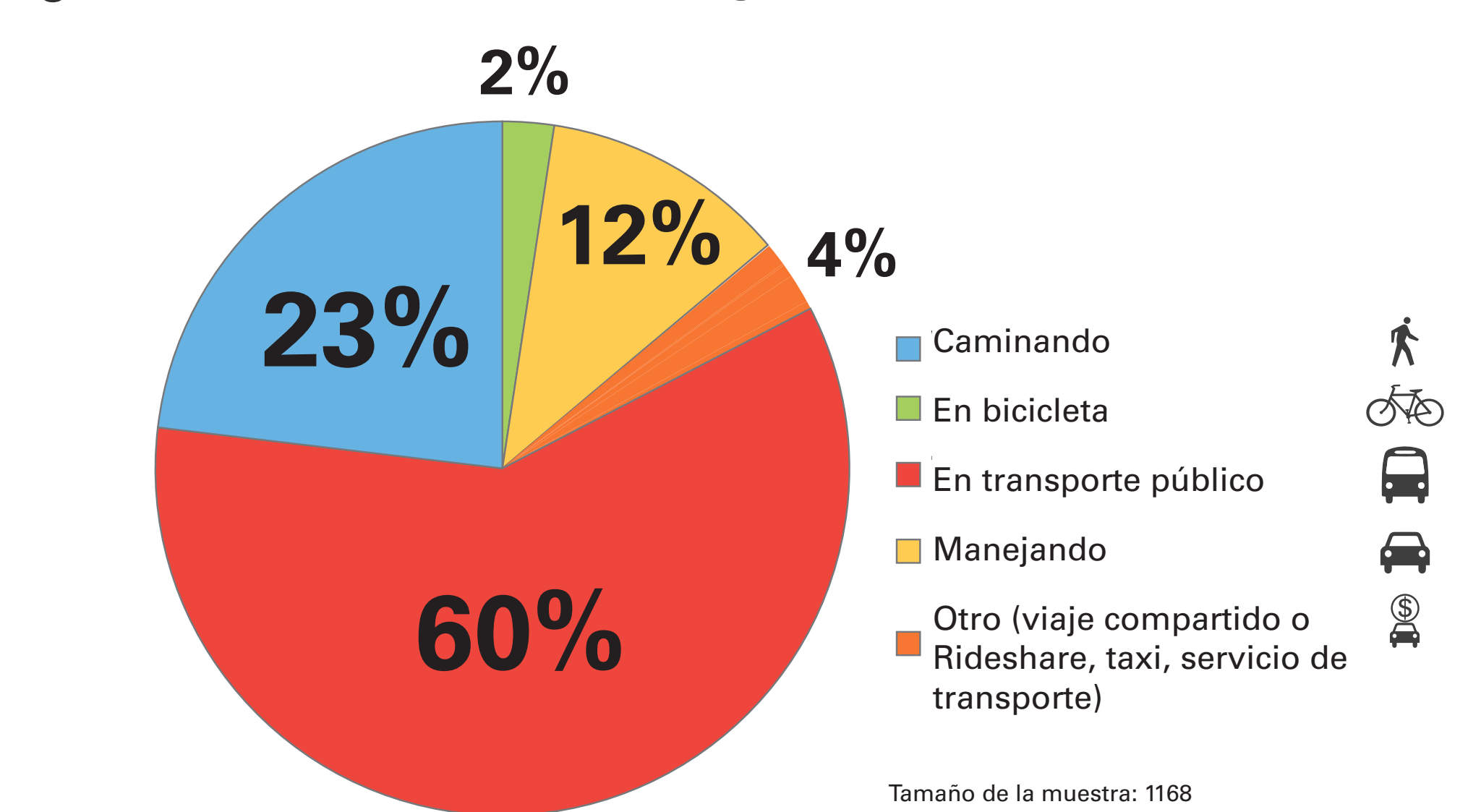
Frecuencia de visitas



La mayoría de las personas caminan o toman el transporte público a Mission Street

Las personas que caminan y los pasajeros del transporte público también son los que gastan más dinero en Mission Street cada año

¿Generalmente cómo llega a Mission Street?



Dinero gastado anualmente en Mission Street por modalidad de viaje

