Age Distribution

- Under 25: 11%
- 25-44: 22%
- 45-64: 59%
- 65 and over: 8%

How Long Have You Lived in our Community?

- Less than 1 year: 8%
- 1 to 2 years: 14%
- 3 to 4 years: 7%
- 5 to 9 years: 7%
- 10 to 14 years: 13%
- 15 years or longer: 51%
How Many Children Do You Have Living at Home?

- 0: 60%
- 1: 21%
- 2: 7%
- 3 or more: 12%

Do you Operate a Business in Downtown Monterey?

- Yes: 35%
- No: 65%

Are You a Property Owner in Downtown Monterey?

- Yes: 13%
- No: 87%
Why do you usually Visit Alvarado Street?

- Other: 47%
- Shopping: 9%
- Sit Down Restaurant: 13%
- Fast Food Restaurant: 5%
- Coffee House: 3%
- Movie Theater: 5%
- Live Entertainment (music/drama): 3%
- Personal services (hair, massage, etc): 5%
- Financial Services: 10%

How Do You Usually Access Downtown?

- Car: 70%
- Walk: 21%
- Bike: 5%
- Transit: 4%
If You Drive to Downtown, How Long Do You Typically Travel?

- 5 minutes or less: 37%
- 6-10 minutes: 26%
- 11-15 minutes: 16%
- 16-20 minutes: 10%
- More than 21 minutes: 11%

Have You Ever Taken A Ride On The ...

- Monterey Trolley only: 15%
- Monterey Bus only: 13%
- Both: 20%
- Neither: 52%
If You Have Taken a Ride on the Monterey Trolley, Where Were You Going?

- Have never taken a ride: 66%
- to Cannery Row: 18%
- to Downtown: 7%
- to Fisherman’s Wharf: 1%
- to Lighthouse: 3%
- general tour: 5%
What is the Most Important Factor to a Pedestrian Friendly Environment?

- Lively uses (outdoor dining, window shopping,...) 42%
- Wide sidewalks 15%
- Street trees 4%
- Loveable objects (art, etc.) 3%
- Safety 23%
- Clean sidewalks 9%
- Other 4%
What is the Second Most Important Factor for a Pedestrian Friendly Environment?

- Clean sidewalks: 33%
- Wide sidewalks: 14%
- Lively uses (outdoor dining, window shopping,...): 23%
- Street trees: 4%
- Loveable objects (art, etc.): 6%
- Safety: 19%
- Other: 1%

Where do you usually park?

- On street: 55%
- Private parking lots: 16%
- City parking garages: 18%
- I do not usually drive: 11%
Do You Move Your Car from Place to Place in the Downtown?

- Yes: 24%
- No: 70%
- I do not drive a car to Downtown: 6%
What is the number one reason that you choose not to park in the City parking garage?
What is the number one reason that you choose not to park in the City parking garage?

- I do not drive a car to Downtown. 7%
- Location 21%
- Access 16%
- Cost 42%
- Feeling safe 6%
- Other 8%
Have you ever received a parking ticket in the Downtown?

- Yes: 51%
- No: 45%
- I don't drive a car to Downtown: 4%

How far do you park away from the Farmer’s Market?

- 0-2 blocks: 43%
- 3-4 blocks: 28%
- 5 or more blocks: 10%
- I do not drive a car to Downtown: 19%
How far would you walk to a restaurant?

- 1% I do not eat at restaurants
- 1% Less than one block
- 34% 1-2 blocks
- 33% 3-4 blocks
- 31% 5 or more blocks
How far would you walk to a movie theater?

- Less than one block: 3%
- 1-2 blocks: 25%
- 3-4 blocks: 34%
- 5 or more blocks: 23%
- I do not go to the movie theater: 15%
How far would you walk to a grocery store?

- Less than one block: 47%
- 1-2 blocks: 25%
- 3-4 blocks: 13%
- 5 or more blocks: 11%
- I do not shop at grocery stores: 4%

What encourages you the most to take a special trip to the Downtown?

- Good restaurant: 25%
- Other: 24%
- Farmers Market: 21%
- Outdoor dining: 3%
- Historic adobes: 5%
- Music festival, outdoor theatre: 22%