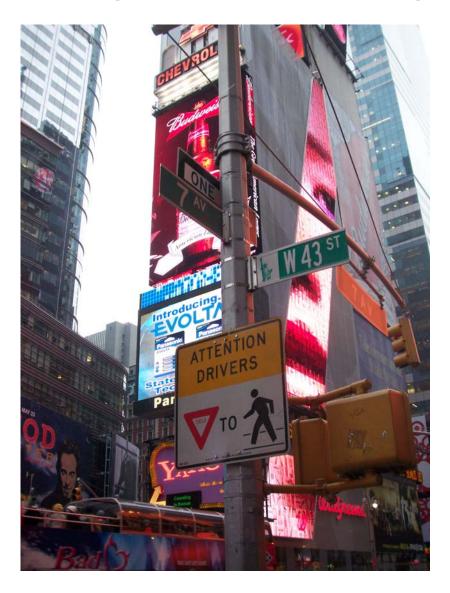
TIMES SQUARE TRAFFIC STUDY **SURVEY OF THEATER PATRONS**



Prepared for: The Times Square Alliance

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December 15, 2009

SURVEY OF THEATER PATRONS

Goal of the Survey

The goal of the theater patron survey is to better understand the transportation choices of this specific Times Square constituency. The survey would identify where people came from, what mode of transportation they used, and if they spent additional time in Times Square before the theater show. Additional questions were targeted at identifying people's decisions about potential changes in their choice of transportation mode to reach Times Square. The survey therefore provides insight into what degree certain variables (such as time and cost) would change people's future travel behavior to Times Square.

Theater patrons were asked about the origin of their trip (home zip code), and whether they came to Times Square by car, black (livery) car, taxi, tour bus, public transportation or another mode of transportation, such as by bicycle or walking. Car drivers were further asked how many other people were with them in the same vehicle for the trip to Times Square. All theater patrons were asked if they spent time in Times Square before the show. If they indicated spending time in Times Square prior to the show, they were then asked if it was to work, shop, spend time in a restaurant or hotel, sightseeing, window shopping, or just walking around the Times Square Bow Tie. In addition, all theater patrons were asked how many shows they saw in Times Square in the last twelve months.

People who drove a car to the vicinity of Times Square were asked if they parked in a public parking garage or on the street. If they parked in a public parking garage, they were asked about the name and location of the garage¹. Drivers were also asked if a public transportation alternative was available to them for this trip.

Theater patrons were all asked how convenient it was for them to travel to Times Square. Additionally, drivers were asked if they chose to drive because it was cheaper, faster, safer, more convenient, or because of other reasons. Drivers, taxi and tour bus passengers were also asked if they would still have traveled to Times Square by their current mode of transportation if it would have taken them 10 minutes and 20 minutes more to access Times Square. In addition, they were also asked if they would still have traveled to Times Square by their current mode of transportation if it would have cost them \$10 and \$20 more to use that mode.

After conducting surveys in December 2008, the order of questions for the May 2009 survey was changed to reflect the conversational logic that the interviewers experienced. The October 2009 survey also included additional questions concerning theater patrons' perceptions of the temporary closure of Broadway to vehicular traffic. Under this Mayoral initiative, which is designed to reduce traffic congestion in Midtown and create more space tailored specifically to the needs of pedestrians in Times Square (i.e., "pedestrian malls"), Broadway was closed to

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¹ These questions were only included in the December 2008 and May 2009 Surveys.

reconfigured for pedestrian use including changes in surface type and color, and the installation of street furniture and barriers between Broadway and 7th Avenue. (A decision as to whether to make these street closures a permanent feature of Times Square is expected at the end of 2009.)

Theater patrons were asked if the creation of these pedestrian malls (i.e., the "Broadway Pedestrian Plaza") made it easier or more difficult for them to walk around in Times Square. In addition, they were asked if the Broadway closure made it easier or more difficult for them to access the theaters. In addition, the October 2009 survey attempted to determine if theater patrons who usually drive to Times Square would be interested in shared transportation options, such as group taxis or regional shuttle buses, or expanded transit options such as increased latenight commuter rail service.

Samples of all three survey questionnaires (December 2008, May 2009 and October 2009) are provided in Appendix 4.

Data Collection

Timing of Surveys and Locations

Broadway shows typically take place in the evenings, starting at 7:00 pm and 8:00 pm. Many shows also offer matinees in the early afternoon starting at around 2:00 pm. Theater patrons were interviewed while waiting in line on the sidewalk before entering the theater. Table F-1 lists the theaters where the surveys were conducted, the shows being performed, the show times, the date of each survey and the numbers of surveys conducted. A map illustrating the theater locations is provided as Figure F-1.

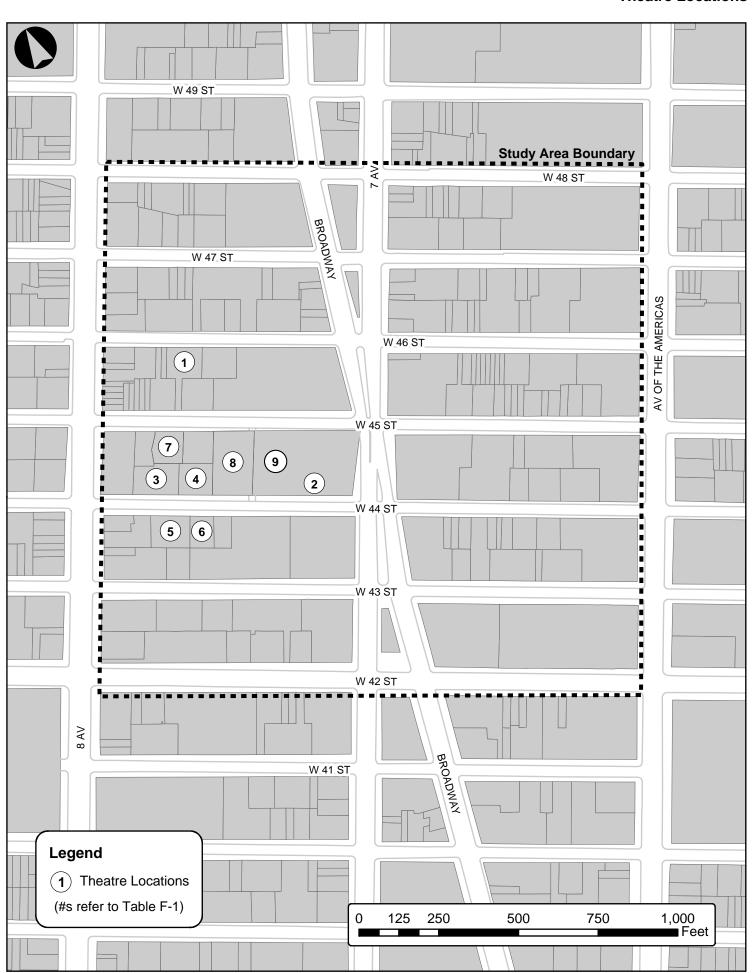
Table F-1 Survey Locations, Times, and Shows

Map ID	Theater	Address	Date	Show Time	Show
1	Imperial Theater	249 West 45 th Street	12/30/08	2:00 pm / 8:00 pm	Billy Elliott
			10/09/09	2:00 pm / 8:00 pm	
2	Minskoff Theater	200 West 45 th Street	12/30/08	2:00 pm / 8:00 pm	Lion King
			10/09/09	2:00 pm / 8:00 pm	
3	Majestic Theater	247 West 44 th Street	12/30/08	2:00 pm / 8:00 pm	Phantom of the Opera
			12/09/09	2:00 pm / 8:00 pm	
4	Broadhurst Theater	235 West 44 th Street	12/30/08	7:00 pm	Equus
]		10/09/09	7:30 pm	Hamlet
			10/10/09	2:00 pm / 8:00 pm	
5	St. James Theater	246 West 44 th Street	12/30/08	8:00 pm	Gipsy
6	Helen Hayes Theater	240 West 44 th Street	12/30/08	7:00 pm	Slava's Snow Show
7	Shubert Theater	225 West 44 th Street	05/08/09	8:00 pm	Blithe Spirit
	<u>]</u>		05/09/09	2:00 pm / 8:00 pm	
			10/09/09	8:00 pm	Memphis
			10/10/09		
8	Bernard B. Jacobs	242 West 45 th Street	05/08/09	8:00 pm	God of Carnage
	Theater		05/09/09	2:00 pm / 8:00 pm	
			10/09/09	8:00 pm	
			10/10/09	8:00 pm	
9	Schoenfeld Theater	236 West 45 th Street	10/09/09	8:00 pm	A Steady Rain

Note:

December 2008 Survey: Sample Size: 218, May 2009 Survey: Sample Size: 297, October 2009 Survey: Sample Size: 367

Theatre Locations



A total of 882 interviews of theater patrons were conducted. The results that are discussed below include a comparison of the December 2008, the May 2009, and the October 2009 responses, and include the peak theater attendance week of the year (December), and two typical weeks during the Spring and Fall theater seasons.

Results

Trip Origin, Place of Residence, Mode Choice, and Passengers

Trip Origin and Place of Residence

As shown in Table F-2, New York City residents accounted for the largest percentage share of theater patrons interviewed (an average of 36.4%), followed by respondents who reside in other US regions (an average of 31.9%)². An average of roughly one fifth (20.4%) of all those interviewed live in the Tri-State Region, while international visitors accounted for 11.3%.

Table F-2
Trip Origin and Place of Residence

	New Yo	ork City	Tri-State		Othe	r U.S.	Intern	ational	Total
	Count	%	Count	%	Count	%	Count	%	Count
Dec 08	58	26.6%	54	24.8%	81	37.2%	25	11.5%	218
May 09	114	38.4%	70	23.6%	96	32.3%	17	5.7%	297
Oct 09	149	40.6%	56	15.3%	104	28.3%	58	15.8%	367
Total (all)	321	36.4%	180	20.4%	281	31.9%	100	11.3%	882

New York City residents accounted for 40.6% of theater patrons in October, but only 26.6% in December, likely reflecting increased numbers of out-of-town visitors during the holiday season. Theater patrons from the Tri-State Region accounted for 24.8% of survey respondents in December, 23.6% in May and 15.3% in October, while visitors from other U.S. locations accounted for 37.2%, 32.3% and 28.3% of respondents during these periods, respectively. International visitors totaled 15.8% in October, 11.5% in December and only 5.7% in May.

Mode Split

As illustrated in Table F-3, an average of 43.5% of the 882 respondents used public transportation, while 15.1% traveled by car, 11.1% used taxis, and only 2.7% arrived via tour bus. More than a quarter of all respondents (27.6%) used "other modes of transportation" (most likely walked).

² Remaining U.S. excluding New York City, and the Tri-State Region. For the purpose of this analysis the Tri-State Region was defined as the following: NJ - area north of Trenton and east of Pennsylvania, CT - area south of New Haven, and NY - Long Island and the area south of Poughkeepsie.

Table F-3 Mode Split

	Car		Taxi		Tour	Bus	Tra	nsit	Ot	her	Total
	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Dec 08	39	17.9%	17	7.8%	2	0.9%	118	54.1%	42	19.3%	218
May 09	52	17.5%	40	13.5%	6	2.0%	100	33.7%	99	33.3%	297
Oct 09	42	11.4%	41	11.2%	16	4.4%	166	45.2%	102	27.8%	367
Total (all)	133	15.1%	98	11.1%	24	2.7%	384	43.5%	243	27.6%	882

Transit usage peaked in December (54.1%), as did travel by car (17.9%). Travel by tour bus peaked in October (4.4%) which correlates with the highest percentage of international theater patrons. The percentage share of motorized vehicle users (car/taxi/tour bus combined) was 26.6% in December 2008, 33% in May 2009, and 27% in October 2009.

Mode Split by Trip Origin and Place of Residence

A breakdown of mode split by place of residence is provided in Table F-4. Unsurprisingly, theater patrons residing in New York City had the highest percentage of transit use (59.8% while residents of the Tri-State Region outside of New York had the highest percentage of auto use (40.6%). Residents of other areas of the U.S. along with international visitors had the highest rates of walk/other trips (40.6% and 52%, respectively), likely reflecting trips on foot from Times Square area hotels.

Table F-4 New York City and Tri-State Residents

	C	ar	Ta	ıxi	Tour	Bus	Tra	nsit	Walk	Other/	Total
	Count	%	Count	%	Count	%	Count	%	Count	%	Count
				New Y	ork City	Residen	ıts				
Total (NYC res.)	36	11.2%	37	11.5%	1	0.3%	192	59.8%	55	17.1%	321
Total (Tri- State res.)	73	40.6%	10	5.6%	6	3.3%	69	38.3%	22	12.2%	180
Total (other U.S.)	22	7.8%	45	16.0%	11	3.9%	89	31.7%	114	40.6%	281
Total (internat.)	2	2.0%	6	6.0%	6	6.0%	34	34%	52	52%	100
Total (all)	133	15.1%	98	11.1%	24	2.7%	384	43.5%	243	27.6%	882

Passengers per Car

As shown in Figure F-2, auto occupancy was highest in December with 51.3% of respondents who drove reporting four or more persons per car. By contrast, in both May and October roughly 50% of respondents who arrived by car reported an auto occupancy of two persons. Theater patrons driving alone accounted for only 5.1% of respondents traveling by car in December, 11.5% in May and 2.4% in October.

60% Percent of Respondents 51.3% 50.0% 50.0% 50% 40% 31.0% 28.2% 23.1% 30% 15.4% 16.7% 20% 5.49 11.5% 10% 2.4% 0% One Two Three Four or more Persons per Car

Figure F-2
Auto Occupancy

■ December 2008 Survey ■ May 2009 Survey □ October 2009 Survey

Secondary Purpose of Times Square Visit

Table F-5 shows a breakdown of the activities in Times Square that respondents reported participating in prior to attending a theater performance. (Note - respondents could select more than one answer.) As shown in Table F-5, dining accounted for the highest number of responses (an average of 26.1%), followed by "other" (16.6%), shopping (14.4%), staying at a hotel (4.6%), and working (1.6%). No pre-theater activity accounted for an average of 36.7% of responses. The "other" category accounted for activities such as sightseeing and window shopping.

Table F-5
Pre-Theater Activities

	No Activity		Wor	king	Shop	ping	Dir	ing	Но	tel	Ot	her	Total
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	
Dec 08	112	45.3%	2	0.8%	50	20.2%	58	23.5%	12	4.9%	13	5.3%	247
May 09	156	48.9%	7	2.2%	25	7.8%	83	26.0%	8	2.5%	40	12.5%	319
Oct 09	123	24.6%	8	1.6%	78	15.6%	137	27.5%	29	5.8%	124	24.8%	499
Total	391	36.7%	17	1.6%	153	14.4%	278	26.1%	49	4.6%	177	16.6%	1065*
(all)													

^{*} Note: Respondents could give more than one answer

Number of Shows Attended

As shown in Table F-6, of the 882 respondents, an average of about half (50.7%) were attending their first or second show within the last twelve months, whereas a quarter (25.7%) had seen three to five shows in the last twelve months. An average of 8.8% said that they had attended six to nine shows, and 14.7% reported attending ten or more shows in the last twelve months.

Table F-6 Number of Shows Attended

	1 to 2 Shows		3 to 5 Shows		6 to 9	Shows.	10 or mo	re Shows	Total
	Count	%	Count	%	Count	%	Count	%	Count
Dec 08	135	61.9%	53	24.3%	10	4.6%	20	9.2%	218
May 09	99	33.3%	74	24.9%	38	12.8%	86	29.0%	297
Oct 09	213	58.0%	100	27.2%	30	8.2%	24	6.5%	367
Total (all)	447	50.7%	227	25.7%	78	8.8%	130	14.7%	882

As illustrated in Table F-6, December was the period with the highest percentage of respondents who attended one or two shows in the past year (61.9%), followed by October (58%) and May (33.3%). The highest percentages of frequent theatergoers were counted in May when 29% of respondents reported seeing 10 or more shows in the past 12 months.

Parking Choice³

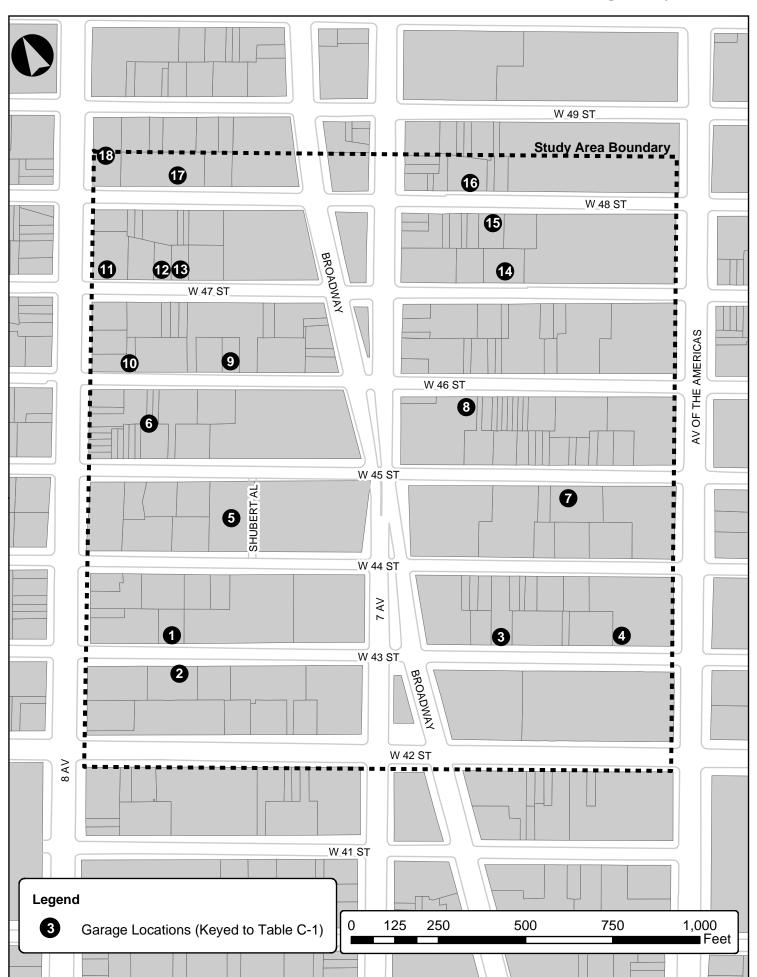
Of the 91 theater patrons who drove to Times Square in December 2008 and May 2009, a majority of 81.3% (74 drivers) parked their car in a public parking garage. Approximately 18.7% of the respondents parked on-street or locations other than public parking garages. Table F-7 shows a breakdown of the parking garages used by survey respondents, and the locations of each garage are shown in Figure C-1.

Table F-7
Parking Choice

Garage Name and Address	Count	%
Icon (44th St)	21	28.4%
Champion (251-257 45th St)	16	21.6%
Parking Lot (46th St betw. 8th and 9th Aves)	2	2.7%
MPG (7th Ave betw. 44th and 45th Sts)	2	2.7%
Icon (46th St and 7th Ave)	2	2.7%
Impark (42nd St and 7th Ave)	1	1.4%
Clarity	1	1.4%
Unknown	7	9.5%
Out of Study Area	22	29.7%
Total	74	100%

³ Theater Patrons were asked about their parking choice in December 2008 and May 2009, but not in October 2009.

Public Off-Street Parking Facility Locations



Accessibility and Convenience

Reasons for Driving to Times Square⁴

As shown in Table F-8, of the 133 car drivers interviewed, more than half (53.4%) responded that driving was more convenient. An average of approximately 23.7% said it was faster to drive than to take public transportation, 8.2% said that it was cheaper and another 8.2% said it was safer to drive. An average of 6.4% said they drove for "other reasons". (It should be noted that respondents were permitted to give more than one answer.)

Table F-8 Reasons for Driving

	Cheaper		Faster		Sa	Safer		ore enient	Other		Total
	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Dec 08	8	14.3%	17	30.4%	4	7.1%	32	57.1%	2	3.6%	63
May 09	5	9.6%	6	11.5%	5	9.6%	46	88.5%	3	5.8%	65
Oct 09	5	5.5%	29	31.9%	9	9.9%	39	42.9%	9	9.9%	91
Total (all)	18	8.2%	52	23.7%	18	8.2%	117	53.4%	14	6.4%	219*

^{*} Note: Respondents could give more than one answer

<u>Public Transportation Option for Drivers</u>

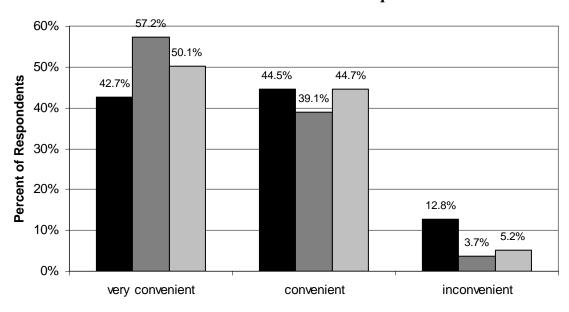
Of all the 133 people who drove a car to Times Square in December 2008, May 2009, and October 2009, a majority (82.7%) said that they would have had the option of using public transportation, whereas only 17.3% said that they do not have access to public transportation.

Convenience to Reach Times Square

As shown in Figure F-3, from 42.7% to 57.2% of respondents in each of the three surveys reported that access to Times Square was "very convenient," while only 3.7% to 12.8% reported that access to Times Square was "inconvenient." Overall, roughly 90% of the respondents in all three surveys reported that access to Times Square was convenient or very convenient. The Broadway closure and the creation of the Broadway Pedestrian Plaza after May 25, 2009, does not seem to have impacted theater patrons' perception of the convenience of access to Times Square. In order to better understand how different constituencies assess the convenience of access to Times Square, the October 2009 data was further broken down into sub-populations of New York City and Tri-State residents, and transit and car/taxi/tour bus users.

 $^{^{\}rm 4}$ This question was only asked in the December 2008 and May 2009 Surveys.

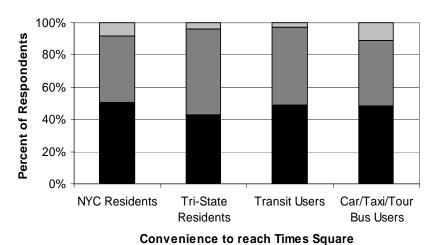
Figure F-3 Convenience of Access to Times Square



■ December 2008 Survey ■ May 2009 Survey ■ October 2009 Survey

As shown in Figure F-4, more New York City residents said it was inconvenient to reach Times Square than did Tri-State residents. Also, more users of motorized vehicles said that it was inconvenient to reach Times Square than transit users. Overall, more than 80% of respondents in each sub-group reported that access to Times Square was either "convenient" or "very convenient."

Figure F-4
Convenience of Access to Times Square – October 2009
New York City versus Tri-State Residents, and Transit versus Car/Taxi/Tour Bus Users



■ very ■ convenient □ inconvenient

Time and Cost Sensitivity⁵

All respondents to the December 2008 and May 2009 surveys who traveled to Times Square by car, taxi, or tour bus were asked if they would still choose the same mode of transportation if travel time increased by 10 minutes or by 20 minutes. As shown in Table F-9, an average of 17.3% of respondents said they would change modes if travel time increased by 10 minutes, while 35.3% said they would change modes if travel time increased by 20 minutes. None indicated that they would not come as a result of these increases in travel time.

Table F-9
Time Sensitivity

			10 Minut	es more			20 Minutes more							
	Same Mode		Change Mode		Not Come		Same	Mode	Chang	e Mode	Not Come			
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%		
Dec 08	43	74.1%	15	25.9%	0	0%	32	55.2%	26	44.8%	0	0%		
May 09	86	87.8%	12	12.2%	0	0%	69	70.4%	29	29.6%	0	0%		
Total (both)	129	82.7%	27	17.3%	0	0%	101	64.7%	55	35.3%	0	0%		

All respondents to the December 2008 and May 2009 surveys who traveled to Times Square by car, taxi, or tour bus were also asked if they would still choose the same mode of transportation if travel cost increased by \$10 or by \$20 per vehicle. As shown in Table F-10, an average of 30.1% of respondents said they would change modes if travel cost increased by \$10, while 50% said they would change modes if travel cost increased by \$20. A total of 1.3% said they would not come if the travel cost increased by \$20.

Table F-10 Cost Sensitivity

\$10 more \$20 more Same Mode **Change Mode Not Come** Same Mode **Change Mode Not Come** Count % Count % Count % % % **Count** % Count **Count** Dec 33 56.9% 25 43.1% 0 0% 23 39.7% 33 56.9% 2 3.4% 08 May 76 77.6% 22 22.4% 0 0% 53 54.1% 45 45.9% 0 0% 09 0% 48.7% 109 69.9% 47 30.1% 0 76 **78** 50.0% 2 1.3% Total (both)

9

⁵ These questions were only asked in the December 2008 and May 2009 Surveys.

In comparison to the May 2009 responses, the December 2008 respondents were more sensitive to both increased travel time and travel cost. In May 2009, a larger percentage of respondents were willing to accept increased travel time and cost before they would change to a different mode of transportation. However, given the relatively small sample sizes, the aggregate statistics are most representative.

Broadway Pedestrian Plaza and Broadway Closure⁶

Theater patrons who were interviewed in October 2009 were asked two additional questions in connection with the closure of Broadway at Times Square. The Broadway closure occurred on Memorial Day, May 25, 2009 (subsequent to the May 2009 survey). Respondents were asked if it was easier or more difficult to walk through Times Square after the creation of Broadway Pedestrian Plaza, and if the Broadway closure had affected theater patrons' ability to get to the theaters.

Broadway Pedestrian Plaza

As shown in Table F-11, an average of 54.2% of the 367 theater patrons surveyed said that it was easier to walk through Times Square since implementation of the Broadway Pedestrian Plaza, including 57% of New York City residents, the sub-group most likely to be familiar with conditions prior to the street closure. An average of approximately 37.9% of respondents indicated that the measures had no impact on their ability to walk through Times Square, while 7.9% found it to be more difficult.

Tri-State residents and respondents who traveled by motorized vehicles were more likely to report increased difficulty in walking through Times Square (12.5% and 12.1%, respectively).

Table F-11 Walking through Times Square / Broadway Pedestrian Plaza Impact

	Eas	sier	More	Difficult	No Iı	npact	Total
	Count	%	Count	%	Count	%	Count
NYC Residents	85	57.0%	9	6.0%	55	36.9%	149
Tri-State Residents	30	53.6%	7	12.5%	19	33.9%	56
Transit Users	90	54.2%	12	7.2%	64	38.6%	166
Car/Taxi/Tour Bus Users	49	49.5%	12	12.1%	38	38.4%	99
All Respondents	199	54.2%	29	7.9%	139	37.9%	367

Broadway Closure and Access to Theaters

As shown in Table F-12, of the 367 theater patrons interviewed in October 2009, 29.7% reported that theater access was easier subsequent to the Broadway closure, while 60.5% reported no change in theater accessibility, and 9.8% reported increased difficulty.

⁶ These questions were only asked in the October 2009 Survey (after Broadway Closure).

Table F-12
Effect of Broadway Closure on Accessibility of Theaters

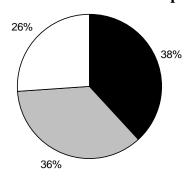
	E	asier	More I	Difficult	No Iı	npact	Total
	Count	Count %		%	Count	%	Count
NYC Residents	55	36.9%	17	11.4%	77	51.7%	149
Tri-State Residents	15	26.8%	6	10.7%	35	62.5%	56
Transit Users	52	31.3%	15	9.0%	99	59.6%	166
Car/Taxi/Tour Bus Users	28	28.3%	15	15.2%	56	56.6%	99
All Respondents	l Respondents 109 29.7%		36	9.8%	222	60.5%	367

Table F-12 also shows sub-group data for New York City and Tri-State residents, and transit and motorized vehicle users (car/taxi/tour bus). New York City residents were more likely than the average respondent to assess the accessibility of theaters as easier since Broadway was closed (36.9%). Motorized vehicle users were the most likely to report an increase in difficulty reaching the theater (15.2%).

Alternative Public Transportation Options

Car drivers were asked if they would be interested in shared transportation options, such as shared taxi rides to Grand Central or Penn Station, late night commuter rail, or regional shuttle buses. As shown in Figure F-5, slightly more than a third (38%) of the drivers showed interest in shared transportation options, while about the same amount (36%) were not interested. Roughly a quarter of the drivers interviewed did not answer the question.

Figure F-5
Theater Patrons' Interest in Shared Transportation Options



■ Yes □ No □ No Answer

Of the car drivers who were generally interested in a shared transportation option, the most popular mode was the regional shuttle bus (69.4%). The second most popular was late night rail (47.2%). The least popular option was the group taxi (38.9%).

SURV	/EYOR NAME:	DATE:_DEC	CEMBER	2008 SHIFT:	☐ 1-2PM	☐ 6-7PM	☐ 7-8PM
	s Square Traffic Study Part II: Surve transit users only need answer these que		icular Passeng	er Behavior			
1.	What is the zip code of the place	where you live?					
2.	How did you get to TS? ☐ Car ☐ Black car	☐ Yellow cab	☐ Tour Bus	☐ Transit			
3.	Did you come to TS with anyone ☐ No ☐ 1 person		☐ 3 and more p	people			
4.*	a) Did you spend time in TS befor	re this show?					
	b) If yes, did you spend time (o ☐ Working ☐ Sho	check all that apply) opping In a Re	staurant	☐ In a Hotel	☐ Other		
5.*	How many shows/plays did you s	ee in TS this year?					
6.	a) If you came in a private vehicle ☐ Garage ☐ Par		□ Other				
	b) If you parked in a garage, whe	re is the garage?					
7.	Would a public transportation op ☐ Yes ☐ No		le for your trip	?			
8.*	How convenient was it for you to Very convenient	get to TS? ☐ Convenient		onvenient			
9.	Why did you choose to drive? (ch ☐ Cheaper ☐ Fast			ore convenient	☐ Other		
10.	If it took 10 minutes more to read ☐ Still come with the same v ☐ Not come at all			rent mode of transp	ortation		
11.	If it took 20 minutes more to read Still come with the same Not come at all			rent mode of transp	ortation		
12.	If it would cost \$10 more to reach Still come with the same Not come at all			rent mode of transp	ortation		
13.	If it would cost \$20 more to reach Still come with the same Not come at all			erent mode of transp	ortation		

SURV	EYOR NAME:	DATE: MAY	2009_	SHIFT: □ 1-2PM □ 6-7	<u>'PM □ 7-8PM</u>		
2009 S	SURVEY OF THEATRE PATRONS						
→ TH	HIS SECTION NEEDS TO BE ANSWERED BY ALI	L					
1.	How convenient was it for you to get to TS? ☐ Very convenient ☐ Convenient	t					
2.	How did you get to TS? ☐ Car ☐ Black car ☐ Yellow ca	ıb □ Tour Bus	☐ Transit	□ Walk	☐ Other		
3.	What is the zip code of the place where you live?						
4.	a) Did you spend time in TS before this show? ☐ Yes ☐ No						
	b) If yes, did you spend time (check all that ap ☐ Working ☐ Shopping ☐	ply) In a Restaurant	☐ In a Ho	tel			
5.	How many shows/plays did you see in TS last 12 i	months?					
7.	 a) If you came in a private vehicle, how did you p ☐ Garage ☐ Parking meter b) If you parked in a garage, where is the garage? 	☐ Other					
8.	Would a public transportation option have been a ☐ Yes ☐ No	available for your tri	p?				
9.	Why did you choose to drive? (check all that appl ☐ Cheaper ☐ Faster ☐		ore convenient	☐ Other			
10.	If it took 10 minutes more to reach TS by car/tax ☐ Still come with the same vehicle ☐ Not come at all	i/tour bus, would you Still come using a did		transportation			
11.	If it took 20 minutes more to reach TS by car/tax ☐ Still come with the same vehicle ☐ Not come at all	i/tour bus, would you Still come using a did		transportation			
12.	If it would cost \$10 more to reach TS by car/taxi/ ☐ Still come with the same vehicle ☐ Not come at all	tour bus, would you: Still come using a did	fferent mode of	transportation			
13.	If it would cost \$20 more to reach TS by car/taxi/ ☐ Still come with the same vehicle ☐ Not come at all	tour bus, would you: Still come using a dif		transportation			

FALL 2009 SURVEY OF THEATRE PATRONS

SURVI	EYOR NAME:		<u>D</u>	ATE: OCTOBER	2009 SHIFT	ſ: ☐ 2-3PM	☐ 6-7PM ☐ 7-8PM		
TI	HIS SECTION 1	NEEDS TO BE	ANSWERED 1	BY ALL					
	How convenient was it for you to get to Times Square? □ Very convenient □ Convenient □ Inconvenient								
	How did you get ☐ Car	to Times Square?	☐ Yellow cab	☐ Tour Bus	□ MTA Subwa	ıy/Bus	☐ Metro North		
	□ LIRR	☐ NJ Transit	☐ PATH Train	☐ Bicycle	\square Walk		☐ Other		
	□ No	al mode of transport Yes at mode of transport							
	Did you come to ☐ No	Times Square with ☐ 1 person	anyone else? ☐ 2 people	☐ 3 and more pe	eople				
	What is the zip code of the place where you live?								
	a) Did you come Home	to Times Square fr	com □ Somewhere e	lse					
	b) If you came fr	rom work, what is t	he zip code of the	place where you w	ork?				
	a) Did you spend time in the Times Square area before this show? □ Yes □ No								
	☐ Working	spend time (che ☐ Shopp on Times Square		Restaurant	□ In a Hotel	☐ Live 1	nearby		
	How many Broa ☐ 1-2	dway shows did you	u attend in 2009? □ 6-10	□ more than 10					
	With the Broadway Pedestrian Plaza closing off the street to vehicles, is it easier or more difficult to walk through Times Square? ☐ Easier ☐ Difficult ☐ No impact								
	How has the street closure affected your ability to get to the theater? □ Easier/less traffic □ More difficult/more traffic □ No impact								
•	How could acces	s to Times Square 1	made more conve	nient for you?					
Tl		ONLY NEEDS '	TO BE ANSW	ERED BY:					
- - -	CAR USERS YELLOW CA TOUR BUS U	AB USERS ANI JSERS	BLACK CAI	R USERS					
•	Would a public t ☐ Yes	transportation optic	on have been avail	lable for your trip?					
	Why did you cho	oose to drive? (chec		er 🗆 Mor	e convenient	☐ Other			
•	If a new or more reliable public transportation option were available to take you to and/or from the theater, would you be included to take it?								
	☐ Shared tax	☐ No , would you be likel; ki to Grand Central/F l late-night commute shuttle bus	Penn Station	all that apply):					