

# Local vs. Regional Responses to Intercept Survey

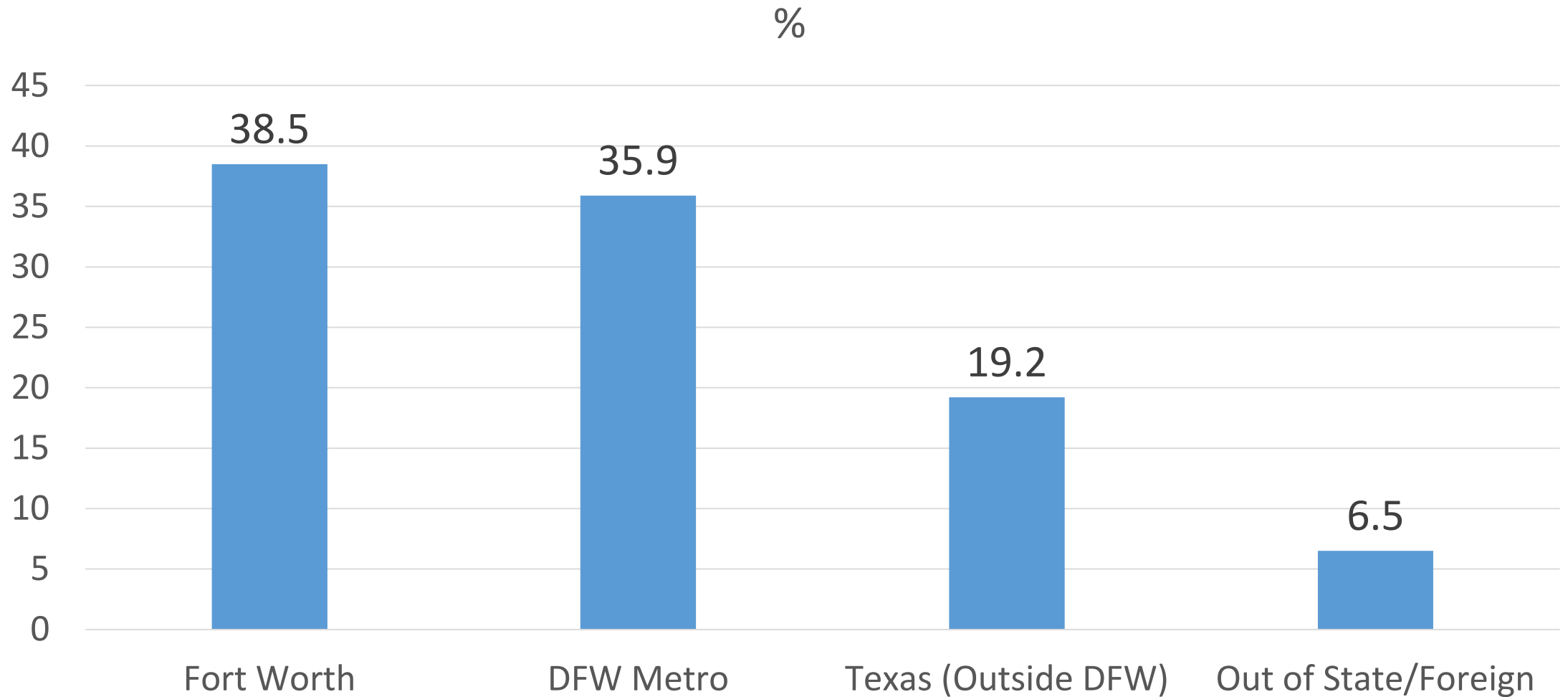
**Residency Determination** - All respondents were asked an open ended question about their place of residence:

“Do you live in Fort Worth, the DFW metro, or elsewhere?”

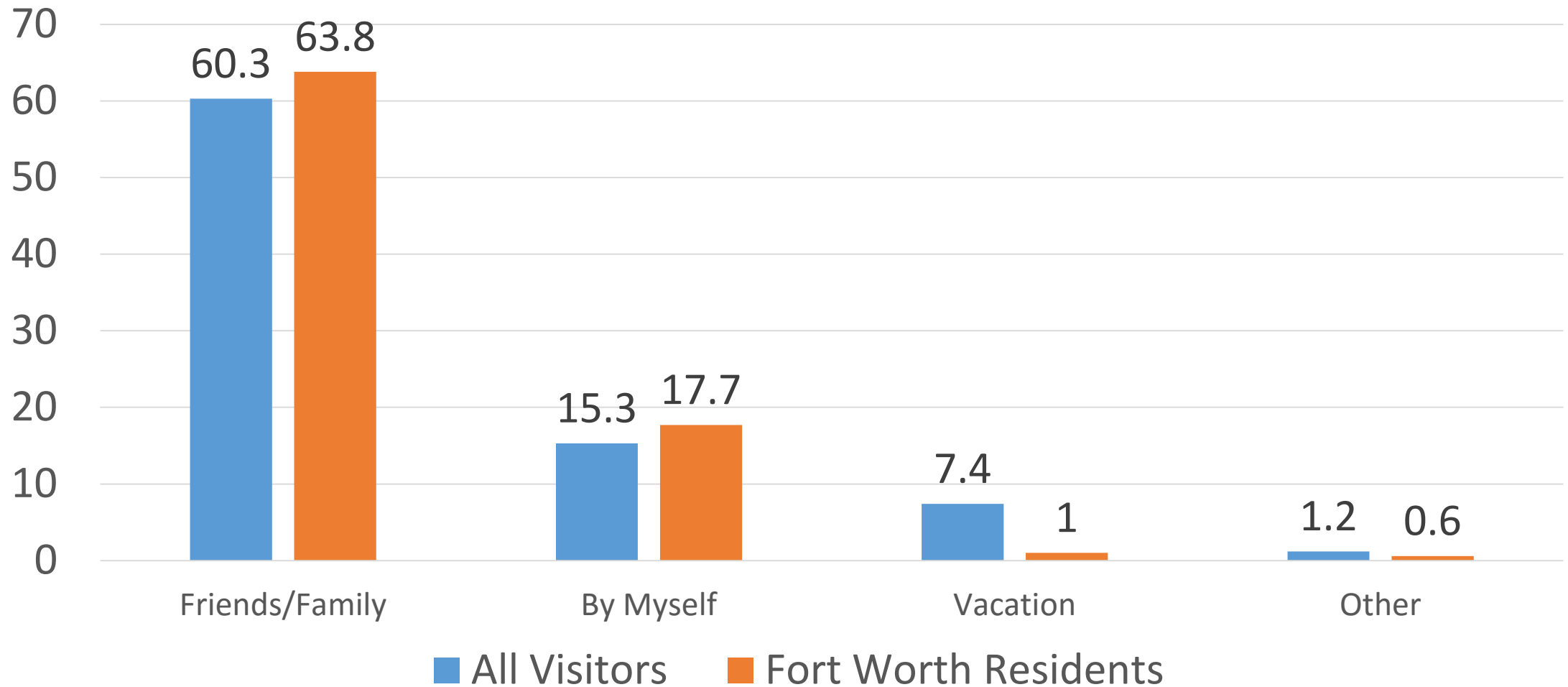
To encourage interviewees to be responsive the questioning was conversational and experienced, professionally trained interviewers followed with additional questions if the answer was not clear. This methodology has resulted in the most accurate information in Highland’s experience.

# Highlights from Intercept Study

## Fort Worth residents versus all visitors



# Reason for Visiting the Botanic Garden



# General Information on Purpose of Visit

Question	Response	All Visitors	FW Visitors
First Time Visit?	Yes	32.7	78.3
	No	67.1	21.3
Average # of Visits		6.95	7.36
What Areas to Visit	General Area	60.5	72.1
	Japanese Garden	34.2	24.3
	Conservatory	5.3	3.6

# Past and Current Visit Information

Question	Response	All Visitors	FW Visitors
Attend BITG	No	81.6	81.1
	Yes	17.8	18.1
Attend CITG	No	88.9	91.5
	Yes	10.5	8.2
How Long Visit	< 1 hour	16.8	23.3
	1 – 2.5 hours	52.3	58.3
	2.5 – 5 hours	26.9	16.4
	All day	4.2	2

# Fort Worth Attractions Visited - Paid

Question	Response	All Visitors	FW Visitors
FW Attractions Visited	Fort Worth Zoo	34.7	35.1
	FW Museum of Science	19.2	22.2
	Modern Art Museum	16.2	17.3
	FW Nature Center	11.4	11.1
	Cowgirl Hall of Fame	7.6	6.9
	Log Cabin Village	7.8	6.4
	None of the Above	3.2	1
Annual Pass?	No	90.1	88.4
	Yes	8.8	10.6

# Fort Worth Attractions Visited - Free

Question	Response	All Visitors	FW Visitors
FW Attractions Visited	Fort Worth Stockyards	41.5	41
	FW Water Gardens	22	27.6
	Amon Carter Museum	26.1	24.3
	BRIT	5.3	3.9
	None of the Above	5.2	3.2

# If the Botanic Garden had an Admission Fee

## Do you think people would come:

Response	All Visitors	Fort Worth Visitors
Just as often?	15.8	15.1
Somewhat less often?	35.2	46.7
Much less often?	39.5	36.4
Not sure	9.7	1.8



# Membership and Admission Fee

Question	Response	All Visitors	FW Visitors
Do you have Membership	No	91.3	92.3
	Yes	7.6	7.5
	Not sure	1.1	0.4
If there was an admission fee, would you be interested in a membership	No	69.9	73.4
	Yes	10.8	17.1
	Not sure	19.4	9.5

# Demographics

Response	All Visitors	FW Visitors
<b>Gender</b>	%	%
Female	72.5	73.6
Male	27.6	26.4
<b>Marital Status</b>	%	%
Married	66.8	65.4
Single	26.8	27.6
Divorced or Separated	3.8	4
Widowed	2.3	3
Declined	0.4	0

# Demographics

Response	All Visitors	FW Visitors
<b>Age</b>	%	%
Under 25	10.3	12.5
26-49	63.5	61
50-64	21	20.3
65 or older	5	6.2
Declined	0.3	0
<b>Household Income</b>		
\$0-\$25,000	4.3	6.4
\$26,000-\$50,000	17.3	19.7
\$51,000-\$100,000	45.3	45.1
More than \$100,000	23.8	16.7
Declined	9.4	12.1

# Demographics

Recorded by Interviewer Observation

Response	All Visitors	FW Visitors
	%	%
White/Caucasian	65.4	66.8
Hispanic/Latino	16.9	14.9
Black/African American	9.3	12.1
Asian	6.9	5
Other	1.5	1.2