CAMBRIDGE SYSTEMATICS

Mall of America Special Generator Survey

Metropolitan Council Travel Behavior Inventory

Final Report

prepared for

Metropolitan Council

prepared by

Cambridge Systematics, Inc.

April 20, 2012

www.camsys.com

report

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1.0 Background

In 1982, Minnesota's professional baseball and football teams, the Twins and the Vikings, moved from Metropolitan Stadium in Bloomington to the Metrodome in downtown Minneapolis[1]. The resulting 78 acres of vacant prime real estate was converted into what is now the Mall of America (MoA). The MoA is situated is extremely accessible to a majority of residents in the region and is, in fact, only a mile and a half away from the Minneapolis -St. Paul international Airport and is at the intersection of major highways.

- The MoA has a gross area of nearly 4.2 million sq. ft. and is one of the **largest malls** in the United States.
- The mall employs between **11,000 – 13,000 employees** and attracts nearly **40 million visitors** annually, making it one of the preeminent destinations in the Metropolitan Council (Met Council) region.
- Further, analyses carried out by the MoA indicate that over 30 percent of all visitors to the MoA are **out-of-region visitors**.

Given the number of visitors and, to a certain degree, employees that the mall attracts, the impact of the mall on regional travel patterns is substantial. Therefore, Met Council determined that it was critical to administer surveys at the MoA as part of the Travel Behavior Inventory to better understand the travel behavior of MoA visitors. Cambridge Systematics and its partners conducetd the survey on behalf of Met Council. The survey team (CS Team) consisted of:

- **Cambridge Systematics**, who were responsible for the oversight of the process, to support the development of the questionnaire and sampling plan and to develop a database useful for travel modeling;
- **Kevin Tierney**, who was responsible for the overall design and sampling procedures for the survey, field implementation, and survey expansion. He was supported in the field by **Robert Gollnik Jr**. ;
- **NexPro Personnel Services**, who provided fieldworkers for the survey effort.

This report summarizes the key findings of the MoA special generator survey. The report is structured as follows. **Section 2** presents an outline of the sampling plan, survey questionnaire and the field administration. **Section 3** discusses the expansion methodology and presents some key findings from the data collected through the survey effort.

[1] http://www.mallofamerica.com/about/moa/history

2.0 Survey Implementation

Special generator surveys have been administered in several large cities across the United States and the most relevant information to ask in such surveys is well documented.

- However, the size and scale of the Mall of America provide unique logistical challenges.
- Further, this survey effort was designed to leverage recent technological advances in data collection that have not been widely used.

This section describes the survey effort including questionnaire design, sampling and field implementation with a special emphasis on the defining elements of this endeavor.

2.1 SURVEY APPROACH

Past research has shown that studies where respondents are either asked to mail-back completed surveys or are asked for an address to receive a survey often have low response rates.

In-person surveys have higher response rates, but participation is dependent on the length of the questionnaire. However, traditional pen and paper surveys require data transcription which tends to negatively impact data quality and cost.

For this effort, a short web-based in-person survey approach was taken to improve participation and data quality. The surveys were coded into a web-based software called Survey Gizmo® and tested for soundness in logic and reasoning. The survey effort was conducted using wireless enabled IPad® devices.

2.2 SURVEY QUESTIONNAIRE

The survey scripts were designed by the CS Team and by Met Council staff, and were revised iteratively to incorporate changes suggested by both internal team members as well as staff from the MoA. Typical travel survey questionnaires such as detailed origin location and household income were dropped from this survey based on the recommendation from staff at the MoA. These changes were implemented ensure that MoA customers were not inconvenienced or made to feel uncomfortable. The survey questionnaire covered several key aspects including:

- **Socio-Demographics.** Respondents were asked to provide information about household variables such as family size and vehicle ownership, and personal information such as age, gender and worker status.
- **Residency.** Given the large number of out-of-region visitors that frequent the MoA, a question focusing on the residency status of the participants was included in the survey questionnaire. Out-of-region residents were asked to provide their primary reason for visiting the Met Council region and also asked to provide their state and city of residence.
- **Trip Information.** Responses to these questions are most relevant in the development of the new travel demand model. Respondents were asked to provide information about their origin location, time of travel, mode of transportation and travel party size. Greater detail was asked about the transit routes, bus stops and mode of access.
- **Trip Purpose**. Visitors to the MoA pursue different activities when they arrive at the mall – including shopping, recreation, fitness, group sessions and social meetings. Respondents were asked to fill information about their primary purpose of visiting the MoA on that particular trip.

The final survey script is attached to this memorandum in **Appendix A**.

2.3 SAMPLING

A customized sampling plan was designed for this study. The sampling plan focused on two key elements:

- **Survey all Entrances**. The MoA has entrances in all four directions with parking garages in the East and West directions. The sampling plan covered entrances in all directions because the mall entrance locations are expected to be related to the access mode, the activities within the mall, and the access trip origin location.
- **Focus on Visitors**. Mall employees were not interviewed beyond initial screening questions. The reasoning behind this was that mall employees are not expected to have substantially different characteristics and travel patterns than other regional retail employees whose travel behavior is well documented using the regional household survey.

2.4 FIELD IMPLEMENTATION

The Mall of America intercept surveys were performed on Thursday, September 29, 2011, and Friday, September 30, 2011, by NexPro staff under the supervision of Kevin Tierney. A typical weekday and an end of the week day were selected to capture a variety of visitors that visit the MoA.

As discussed in **Section 2.1**, the surveys were administered using web-based survey software called Survey Gizmo® on wireless enabled IPads® . There were

no major issues encountered during data collection and the technology worked relatively smoothly and supported instantaneous transmission of survey data into a ready-to-use database.

Some of the key findings and procedures are highlighted below:

- To ensure that Mall of America customers were **not inconvenienced** or made to feel uncomfortable, the surveys were designed to take only a few minutes and did not include sensitive information.
- Survey workers restricted themselves to **mall entrance locations only** so that the conduct of the survey provided only minimal interference with mall tenants. It must be noted that the MoA may be accessed by walking into the departmental stores that are at each corner of the building. However, the survey workers did not receive permission to be stationed here.
- At the time of field implementation, the **South Entrance of the MoA was closed** for renovation. Hence, survey field workers operated only out of the other three entrances.
- Since mall activity typically peaks during the later part of the day, the survey was administered during the **mid-day and PM peak** periods. This allowed the survey team to target the busiest periods that attracted the most number of visitors to the mall.
- During the survey data collection period, fieldworkers also performed **spot counts** of people entering and exiting the malls at each of the operating mall entrances. These counts enabled the surveys to be weighted by time period and entrance location.
- The average duration of the survey, as recorded by the survey software was **nine minutes**. Several respondents **did not complete the survey**, possibly because of their interest in entering the stores at the mall.

3.0 Data Analysis and Weighting

This section discusses the data collected as part of the MoA survey and identifies key findings and trends. In addition, a brief description of the weighting procedures is also included as part of this section.

3.1 DATA RETRIEVAL

A total of 330 surveys were completed with mall visitors and employees. Of these, 279 surveys of visitors were performed that provided adequate information for survey analysis. Since the surveys were completed online, data were compiled automatically and analyzed for completeness. Survey responses were aggregated by entrance/exit location and time of day to support detailed analyses.

3.2 SURVEY EXPANSION

As discussed in **Section 2.4**, fieldworkers performed spot counts of people entering and exiting the malls at each of the operating mall entrances. These counts served as the control totals that supported the survey expansion by time period and entrance location.

- The weights reflect the **differences in response rates** that occurred at the survey locations.
- These weights are important, because the mall entrance locations are related to the **trip making characteristics** including access mode, the activities within the mall, and the access trip origin location. For instance, because the light rail station is adjacent to the east entrance, collecting disproportionate numbers of surveys from the first floor east entrance would likely bias the representation of light rail riders in the survey sample.

The survey weights were calculated as the percentage of total observed foot traffic at a particular survey location divided by the percentage of total surveys taking place at the survey location. The normalized weights allow for weighted tabulations that sum to the completed cleaned survey sample size. Weighted survey results are included in the final survey spreadsheet appended to this memorandum.

Key steps in the expansion process are discussed below:

- **Step 1**. The 10 minute and 15 minute spot counts at specific locations were expanded to obtain hourly in and out traffic estimates;

- **Step 2**. Hourly spot count estimates were interpolated to obtain midday and PM peak estimates;
- **Step 3**. The counts were aggregated to develop count estimates by groups of locations. Counts on levels 1, 2, and 3 on the west ramp were combined because the level of foot traffic on the individual levels is a function of parking availability in the garage. The same was true for levels 2 and 3 of the east entrance. Counts from level 1 of the east entrance which houses the light rail station were kept separate;
- **Step 4.** Survey results were summarized by time period and location and compared against the counts to calculate normalized weights;
- **Step 5.** The normalized weights were assigned to survey records prior to performing detailed data analyses.

Table 3.1 presents the results from the survey expansion process. In general, the response rate was lower during the PM peak period than in the mid-day period and can be seen by the smaller normalization factors against the records from the mid-day period.

If total visitor count at each of the entrances can be obtained from the MoA, CS staff can develop a second round of adjustment weights that represents true visitor traffic at the MoA.

Table 3.1 Survey Expansion Procedure

Entrance/ Time Period	Surveys	Estimated Foot Traffic	Normalized Weight
East Entrance Level 1 MD	82	3,116	0.699
East Entrance Level 1 PM	24	1,919	1.471
East Entrance Levels 2-3	50	4,065	1.496
North Entrance Level 1 MD	51	2,340	0.844
North Entrance Level 1 PM	13	1,076	1.524
West Entrance All Levels MD	86	3,560	0.762
West Entrance All Levels PM	24	1,858	1.424
Total	**330**	**17,934**	

Source: CS Team Analysis of Survey Data and Entrance Counts

3.3 USE IN MODELING

A detailed modeling framework will be developed to maximize the utilization of the intercept surveys conducted at the Mall of America.

- Given the nature of information collected, only trip level models may be developed using these data.

- The most elaborate modeling effort would include a comprehensive stand-alone suite of models that include : mode choice, time-of-day choice and modeling of production (attraction) ends for trips made to (from) the Mall of America.
- These models may be segmented by resident vs. out-of-region visitors depending on the quality of the data.

Comprehensive data analyses will be implemented during the model estimation stage to determine the feasibility of developing the proposed models. The findings from that data analysis will be incorporated in the final report associated with this study.

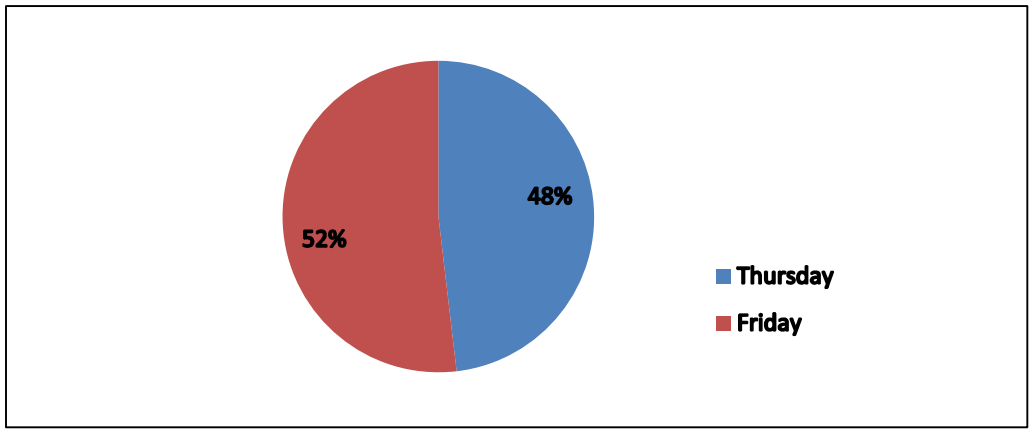
3.4 WEIGHTED DATA ANALYSIS

This section highlights some of the key statistics observed in the MoA survey.

Day of Week

Visitor traffic to the Mall of America was only four percent higher on Friday than on Thursday (**Figure 3.1**) suggesting that the MoA is frequented by respondents almost equally throughout the week.

Figure 3.1 Distribution of Survey Responses by Day of Week



Source: CS Team Analysis of Survey Data

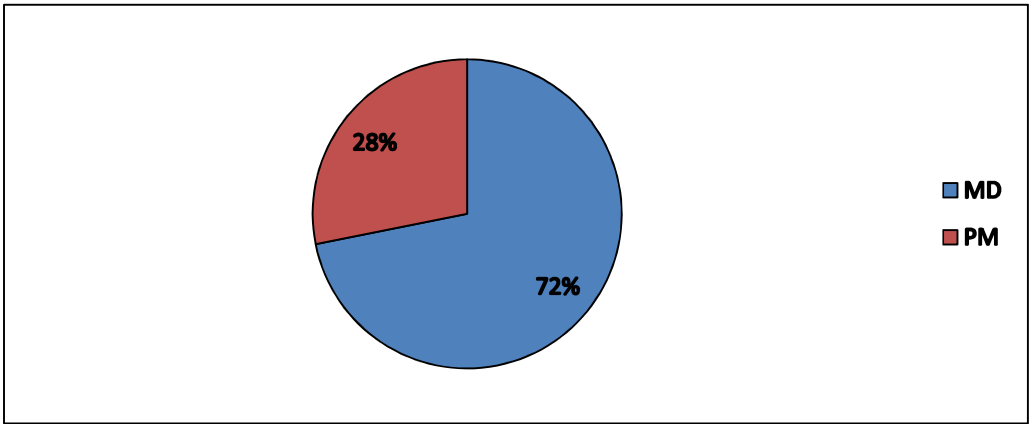
- However, Thursday visitors were significantly more likely to come to the MoA during the PM peak, rather than during the midday period. This is as expected given the work and school constraints that most households experience during the week.
- Two-thirds of all older visitors (aged 65 and above) came to the mall on Friday, while less than half of visitors in the other age groups came on Friday.

- Friday visitors were significantly more likely than Thursday visitors to be frequent mall visitors, and Friday visitors were also more likely to come to the Mall in larger travel parties.
- Thursday visitors were more likely to travel longer distances to the Mall than Friday visitors, and Thursday visitors were significantly more likely than Friday visitors to use a travel mode other than a private auto.

Time Period

Almost three quarters of the visitors to the Mall of America arrived during the midday period, before 4 PM.

Figure 3.2 Distribution of Survey Responses by Time of Day



Source: CS Team Analysis of Survey Data

- The percentage of visitors 65 years old or more that came during the midday period was significantly higher than visitors from the other time periods.
- Frequent mall visitors are significantly more likely than less frequent visitors to come to the Mall during the PM period.
- More than one-third of MSP region residents came to the mall during the PM peak, but less than 10 percent of MSP region visitors came to the mall after 4 pm.
- Similarly, more than one-third of the visitors who came to the mall by themselves came during the PM peak, but only about a quarter of those traveling with others came after 4 pm.
- Thirty percent of the private vehicle trips to the mall occurred after 4 pm, while only 24 percent of trips by other modes occurred after 4 pm.

Party Size

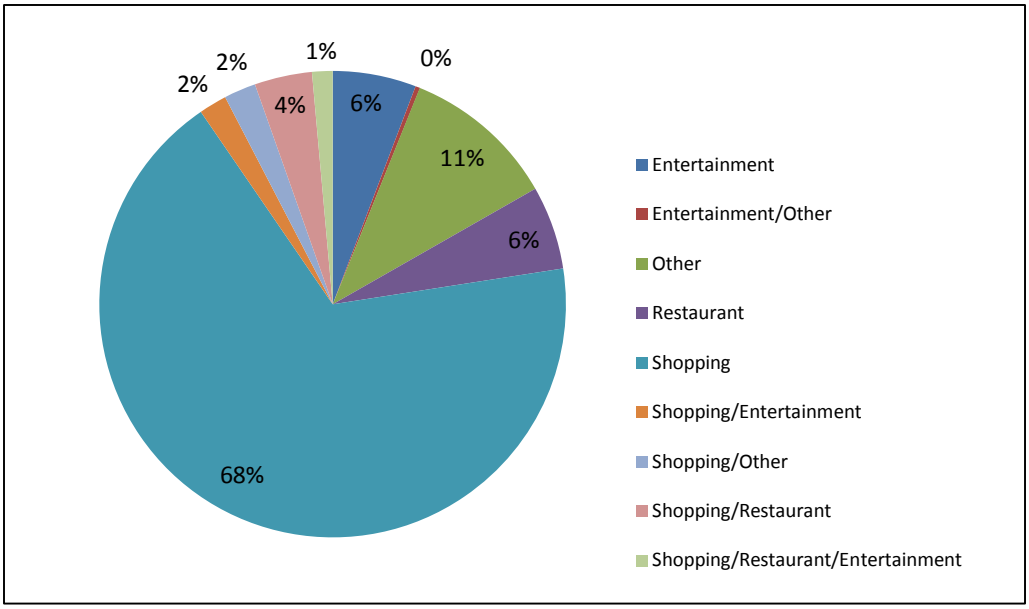
Forty-four percent of mall visits were made by people who had come to the mall by themselves. Twenty-one percent of the visits were made by people who had come to the mall with two or more other people.

- Sixteen percent of the visiting parties included a child or children.
- Larger party sizes and travel parties with children were more likely to have shorter trip durations.

Purpose of Mall Visit

Nearly 90 percent of all visitors came to the Mall of America for a single purpose. Not surprisingly, more than three-quarters of the visitors came to the mall to shop, either solely or in combination with other activities (**Figure 3.3**).

Figure 3.3 Primary Reason to Visit the Mall of America



Source: CS Team Analysis of Survey Data

- Residents from the Minneapolis – St. Paul region were more likely than visitors to come to the Mall of America for non-shopping purposes.
- Visitors traveling alone to the mall were more likely to come to the mall for shopping, and as party sizes increase, the percentage of visitors coming to the mall for non-shopping reasons increases.
- Almost ninety percent of the shopping-purpose visitors came to the mall with the expectation of visiting more than one store. Of the few visitors who came to the mall to go to a single store, only a small majority used

the mall entrance closest to that store. It appears the influence of the specific activities within the mall have only a small effect on mall access.

Residents vs. Out-of-Region Visitors

Seventy percent of Mall of America visits were made by residents of the Minneapolis-St. Paul region while the remaining thirty percent of the visits were made visitors to the region. There were some interesting observations of socio-demographics between visitors and residents.

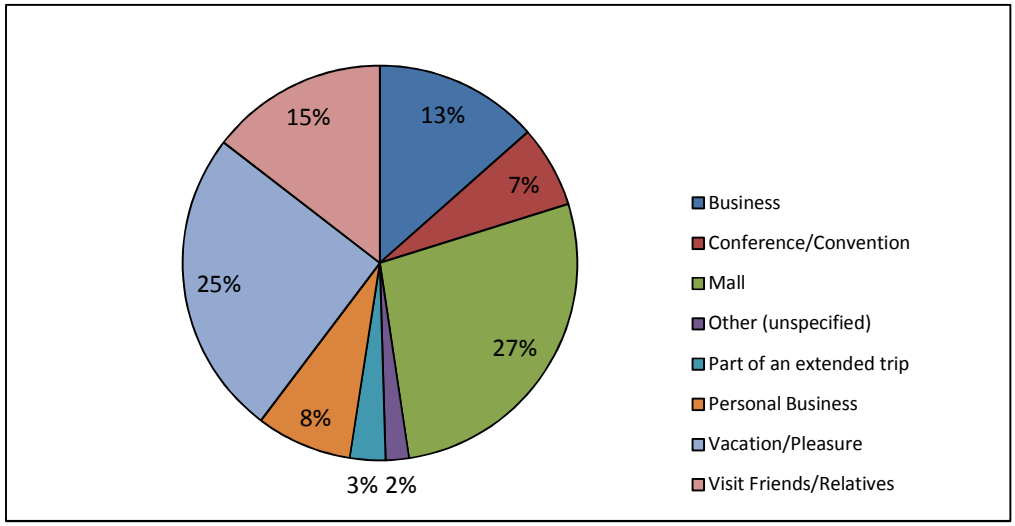
- Out-of-region visitors that came to the MoA were more likely to be male and to be between 31 and 45 years old.
- Of course, residents were far more likely than out-of-region visitors to be more frequent mall visitors, and residents were much more likely to travel by themselves to the mall.
- Residents had significantly longer trips to the MoA than out-of-region visitors. Further, residents had higher shares of private vehicle use to the MoA than visitors.

Out-of-Region Visitors

The MoA is a big attraction in the Metropolitan Council region. In fact, the most common reason that out-of-region visitors had come to the region was to visit the mall (27%).

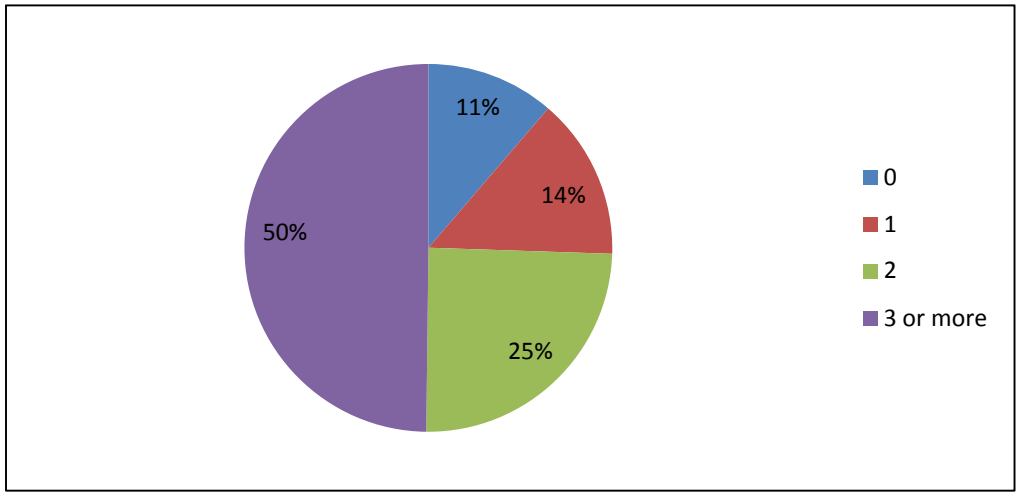
- Only 13 percent of MSP visitors that had come to the mall were in the region for business reasons (**Figure 3.4**). Another 7 percent had come for a convention or conference. The remainder of visitors had come for other non-business purposes.
- One-half of MSP visitors that came to the MoA stayed in the region for three or more nights (**Figure 3.5**). About 11 percent of visitors made day trips to the region.

Figure 3.4 Out-of-Region Visitors' Purpose for being in the Metropolitan Council Area



Source: CS Team Analysis of Survey Data

Figure 3.5 Duration of Stay of Out-of-Region Visitors



Source: CS Team Analysis of Survey Data

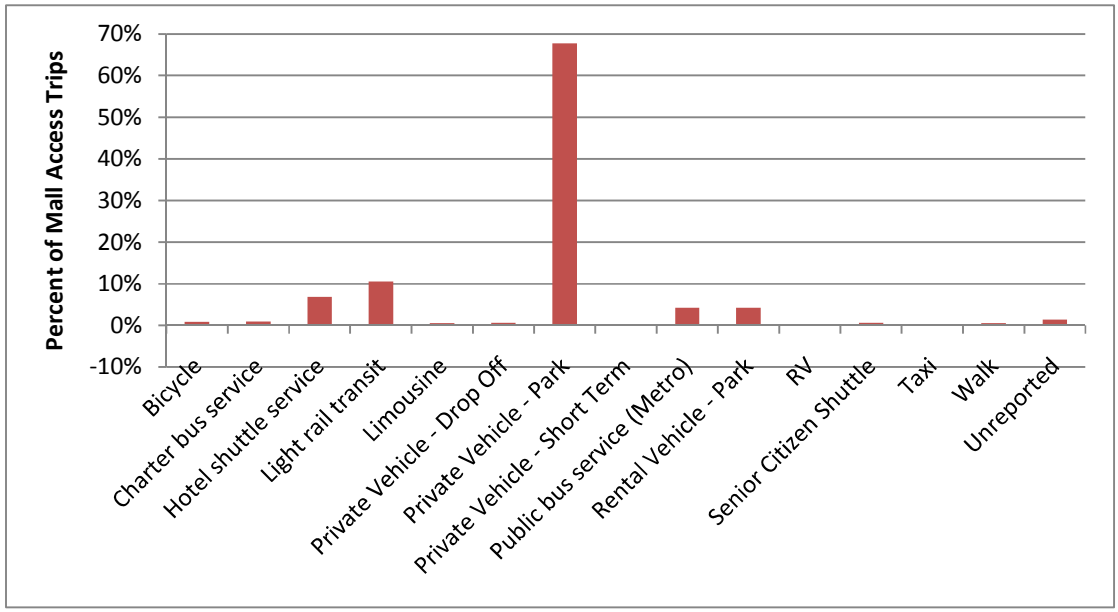
Mode of Transportation

Almost three-quarters of visitors to the Mall of America traveled by private vehicle. As we would expect, visitors from zero-vehicle households were much less likely to arrive by private vehicle.

Nearly a fourth of all visitors reported using transit or non-motorized modes of transportation to reach the MoA. Among these, light rail transit was the most

popular followed by hotel shuttle service catering almost exclusively to out-of-region visitors.

Figure 3.6 Access Mode for Mall of America Trips

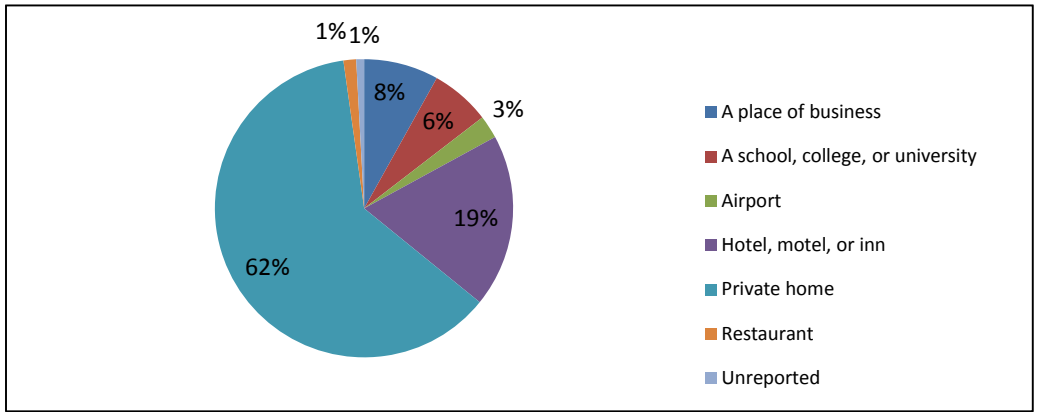


Source: CS Team Analysis of Survey Data

Origins for Mall of America Trips

As described in **Figure 3.7**, more than 60 percent of Mall visitors began their trips to the mall at private homes (70 percent of visitors are residents). An additional 19 percent of visitors began their trip to the mall at a hotel or motel (30 percent of visitors are from out-of-region).

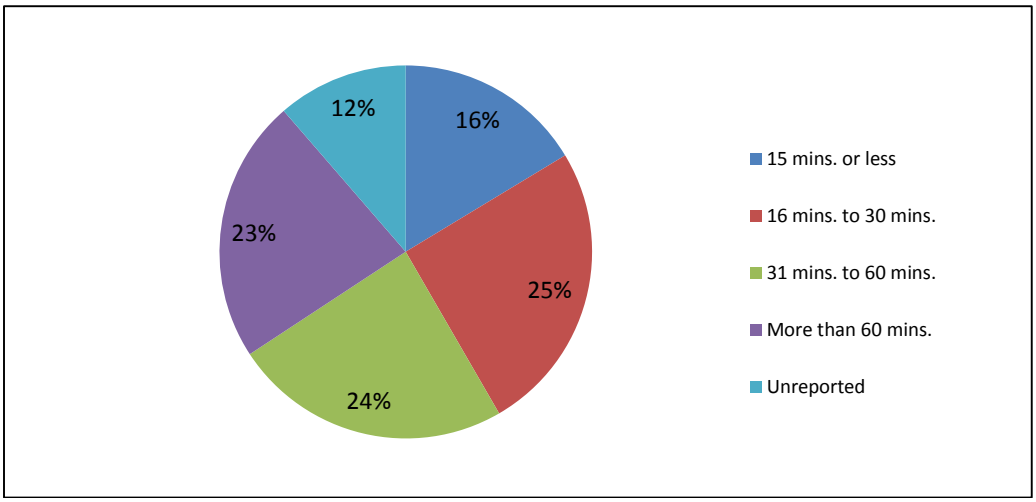
Figure 3.7 Trip Origin for Trips to the Mall of America



Source: CS Team Analysis of Survey Data

Just over a fourth of visitors estimated that their trip to the Mall of America took longer than one hour (**Figure 3.8**). Nineteen percent of visitors said that their trip to the mall took less than 15 minutes. Visitors less than 65 years old tended to have longer trips to the mall than those who were 65 or over.

Figure 3.8 Travel Time to Reach the Mall of America



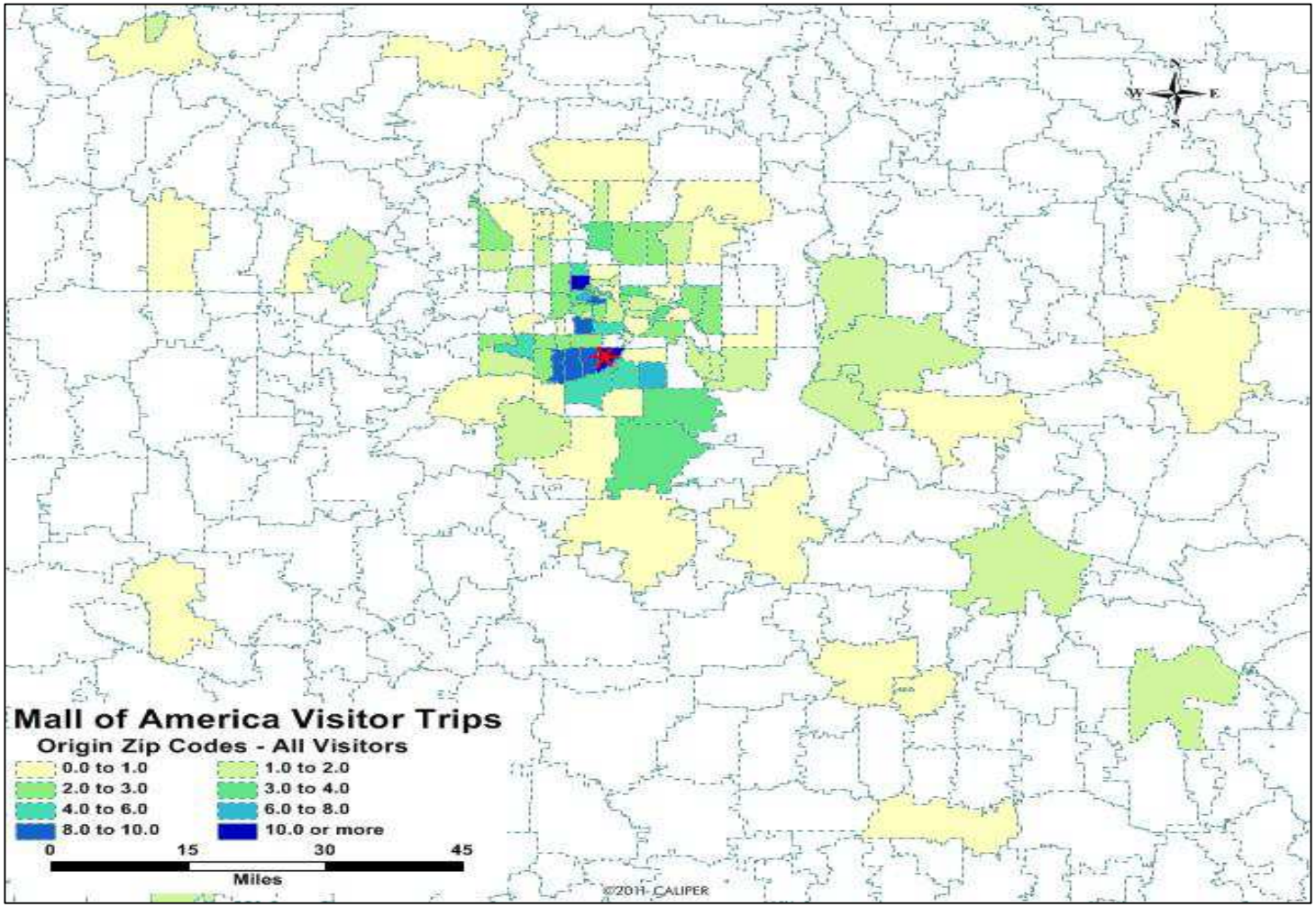
Source: CS Team Analysis of Survey Data

Visitors who traveled 15 minutes or less to the Mall of America were more likely to have more household vehicles and to have larger party sizes. In addition, these visitors were more likely to come to the mall more frequently and were more likely to travel to the mall by private vehicle.

F**igure 3.9** provide an snapshot of the zip codes for trip origins for all Mall of America survey respondents. **Figure 3.10** focuses only on residents, while **Figure 3.11** focuses on out-of-region visitors.

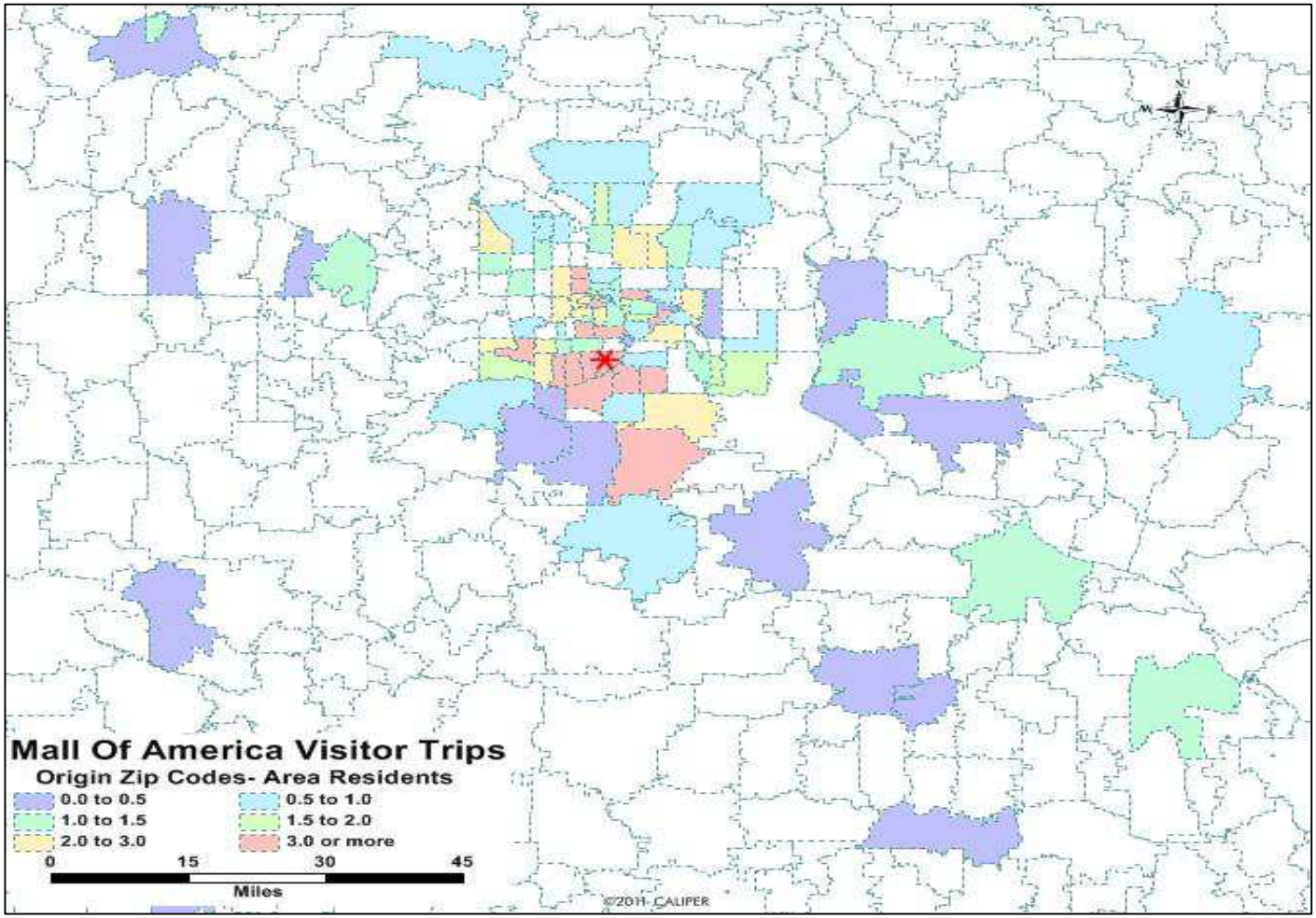
The maps indicate that MoA trips begin throughout the Twin Cities region, but the primary concentration of trip origins are in the zip code areas closest to the mall.

Figure 3.9 Origin Location of all Mall of America Visitors



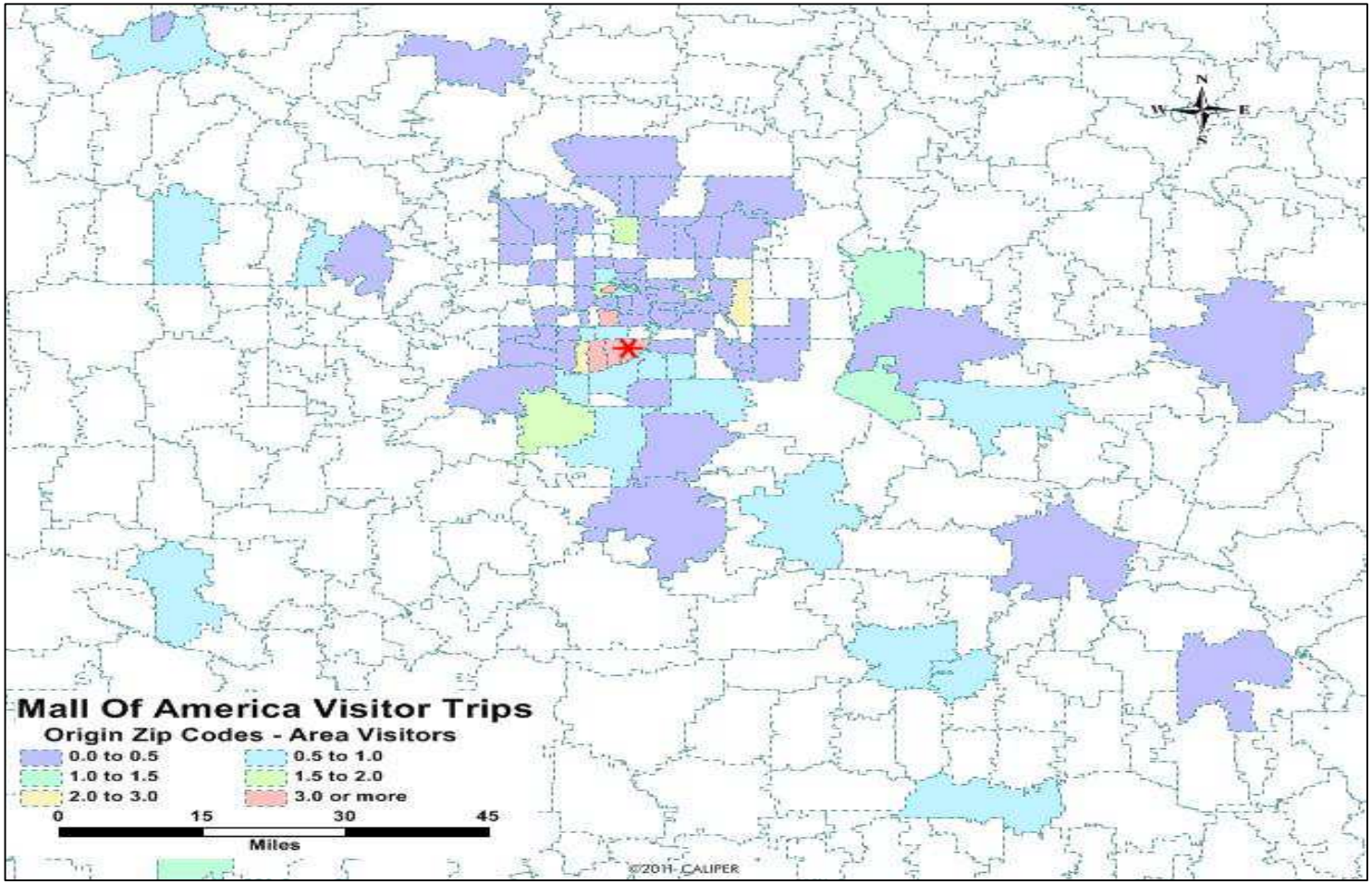
Source: CS Team Analysis of Survey Data

Figure 3.10 Origin Location of Resident Visitors at Mall of America



Source: CS Team Analysis of Survey Data

Figure 3.11 Origin Location of Out-of-Region Visitors at Mall of America



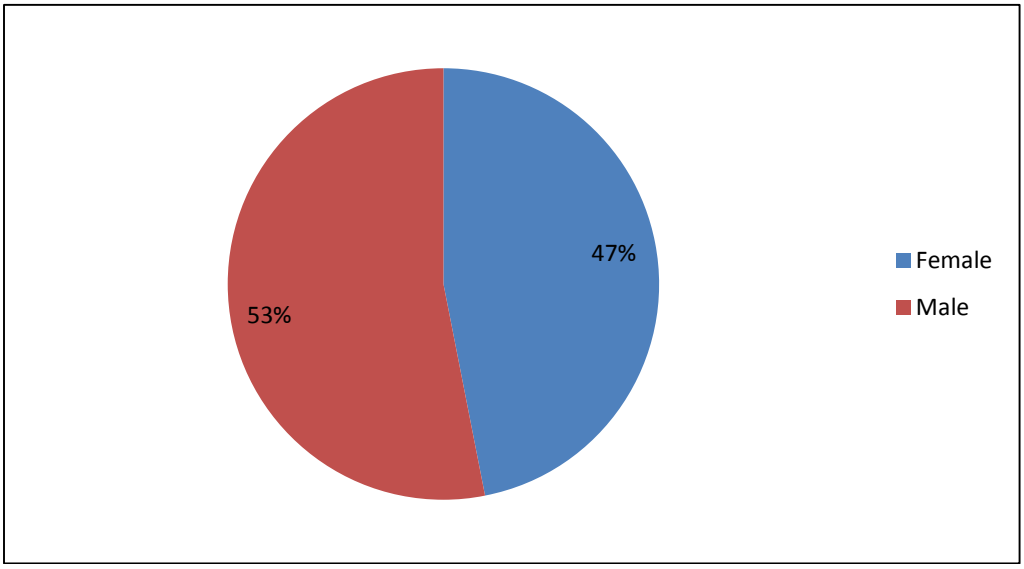
Source: CS Team Analysis of Survey Data

Demographics

The survey collected a range of demographic information about Mall of America visitors. Some key statistics are discussed below. A detailed frequency distribution of the survey data is available in the appendix of this report.

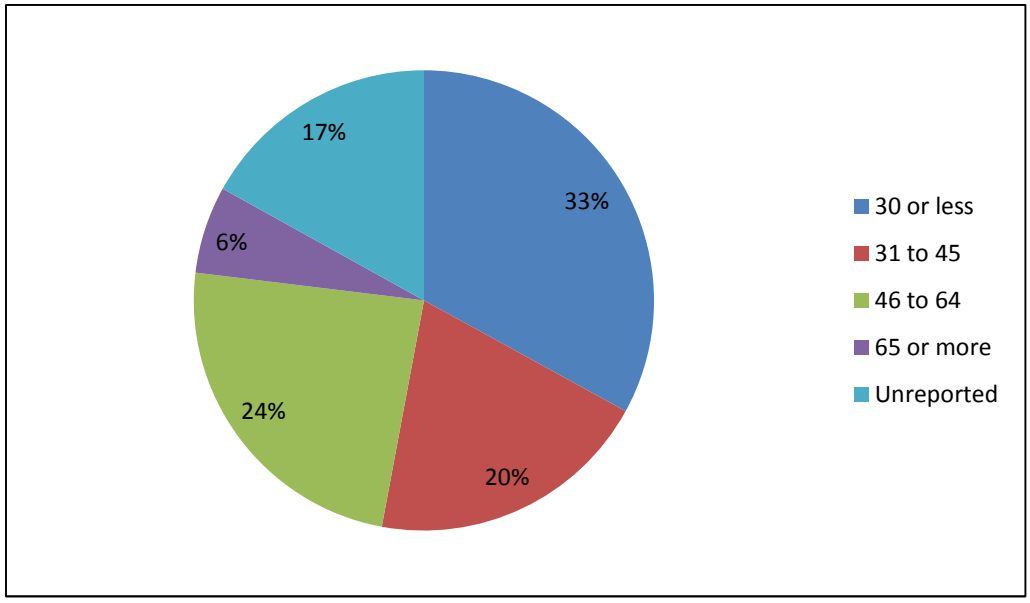
- There were slightly more men than women that visited the MoA during the survey period (**Figure 3.12**).
- Nearly a third of all visitors were under 30 years. Respondents between ages 30 and 64 comprised of almost 44 percent of all visitors (**Figure 3.13**).
- A significant proportion of visitors belonged to either one or two member households (47 percent). Households with three or four members were almost equally represented with about 14 percent each (**Figure 3.14**).
- Nearly 50 percent of all respondents belong to households with no children (**Figure 3.15**).
- Only 12 percent of respondents reported belonging to households with no workers. Of these, nearly 10 percent of respondents belong to retired households (**Figure 3.16 – 3.17**).
- Only 7 percent of all respondents reported owning no automobile. Over 50 percent of all respondents belong to household that own at least two automobiles (**Figure 3.18**)

Figure 3.12 Gender of Mall of America Visitors



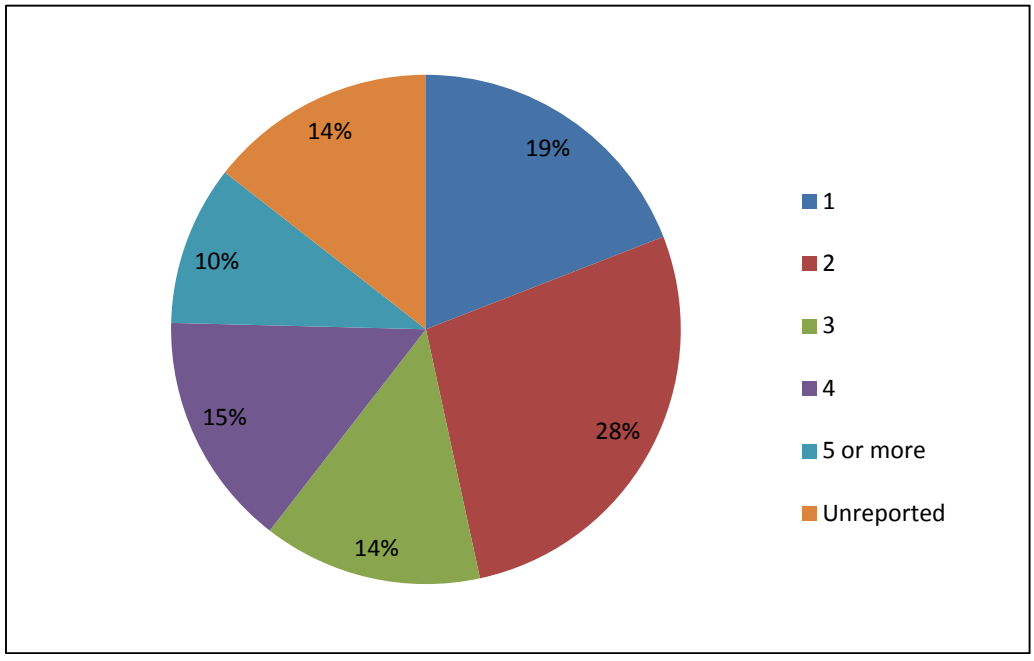
Source: CS Team Analysis of Survey Data

Figure 3.13 Age Distribution of Mall of America Visitors



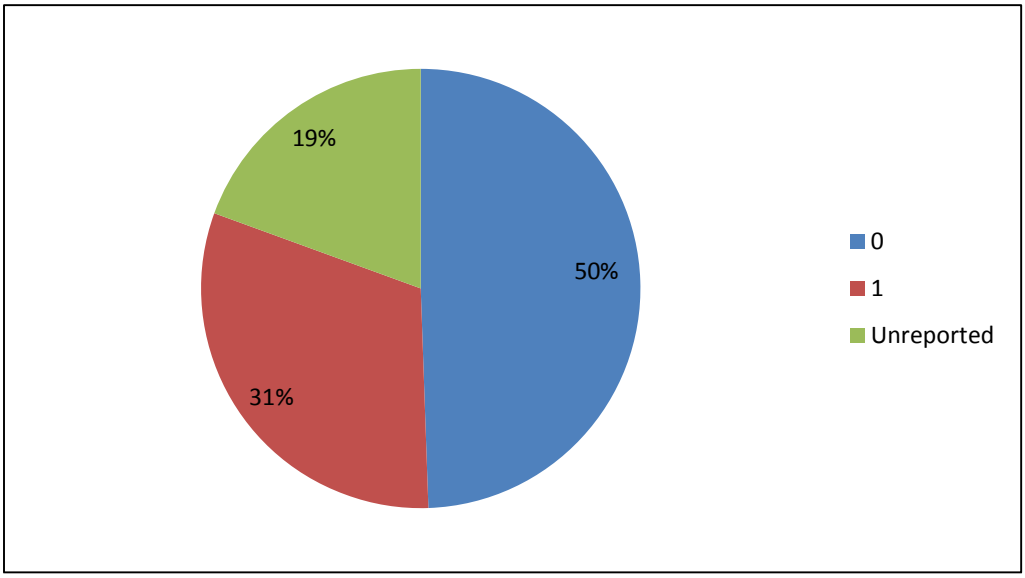
Source: CS Team Analysis of Survey Data

Figure 3.14 Household Size of Mall of America Visitors



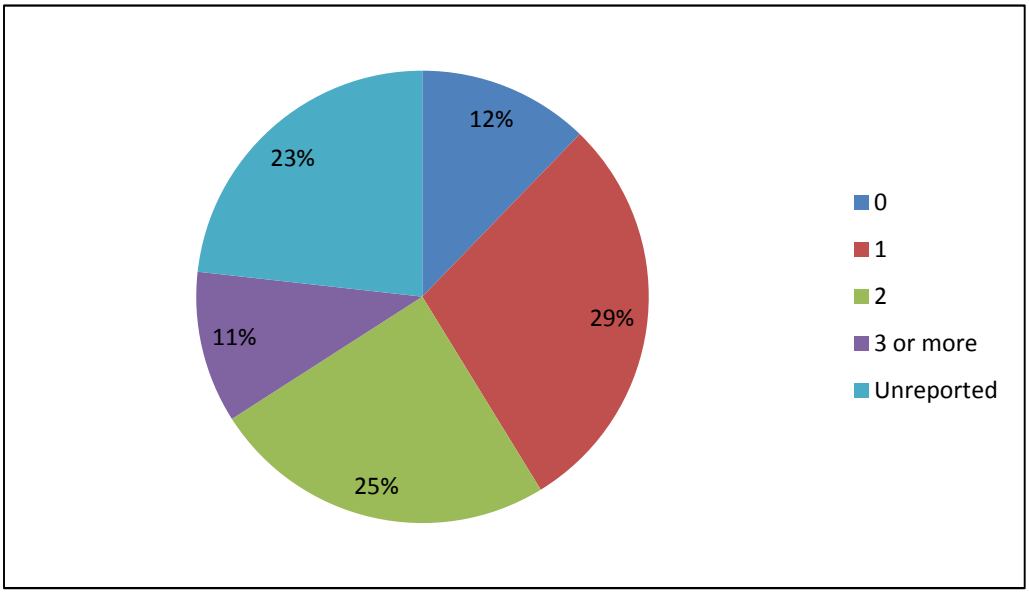
Source: CS Team Analysis of Survey Data

Figure 3.15 Number of Children in a Household for Mall of America Visitors



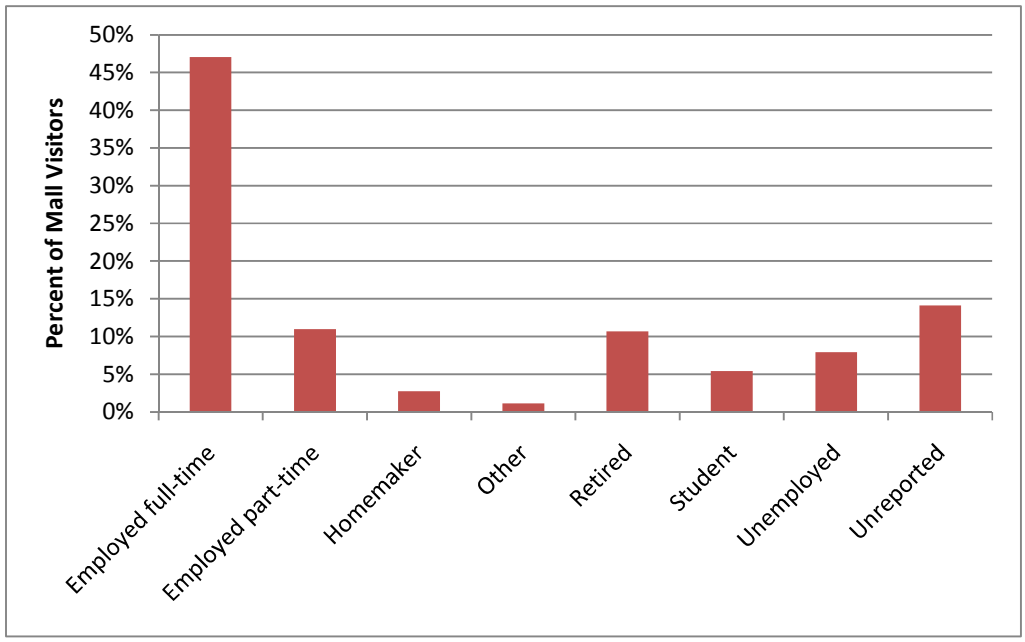
Source: CS Team Analysis of Survey Data

Figure 3.16 Number of Workers in a Household for Mall of America Visitors



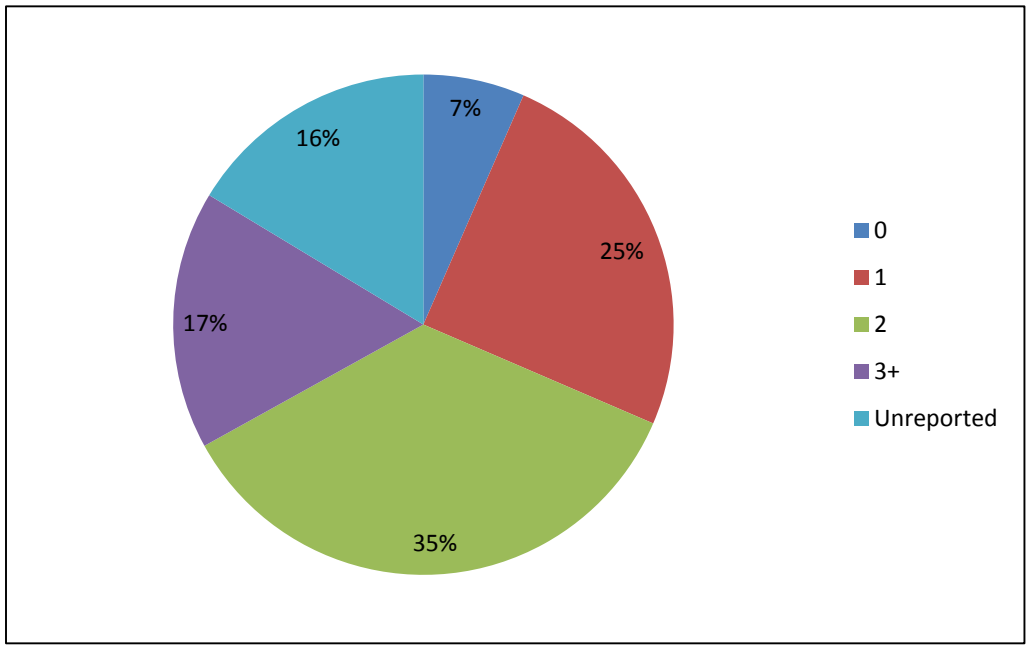
Source: CS Team Analysis of Survey Data

Figure 3.17 Employment Status of Mall of America Visitors



Source: CS Team Analysis of Survey Data

Figure 3.18 Auto Ownership of Mall of America Visitors



Source: CS Team Analysis of Survey Data

A. Survey Statistics

Table A.1 Purpose for Visiting Mall of America (Weighted)

Purpose	Frequency	Percentage
Shop	209	75%
Restaurant	30	11%
Entertainment	24	9%
Event	1	0%
Fitness	8	3%
Meeting	4	1%
Class	1	0%
Focus Group	0	0%
Mall Tour	5	2%

Source: CS Team Analysis of Survey Data

Table A.2 Number of Vehicles in the Household (Weighted)

Auto Ownership	Frequency	Percentage
0 vehicles	18	8%
1 vehicles	67	30%
2 vehicles	96	42%
3 vehicles	26	11%
4 vehicles	12	5%
5 vehicles	7	3%

Source: CS Team Analysis of Survey Data

Table A.3 Purpose of Trip (Weighted)

	Frequency	Percentage
Shop	209	78%
Restaurant	30	11%
Entertainment	24	9%
Event	1	0%
Fitness	8	3%
Meeting	4	1%
Class	1	0%
Focus Group	0	0%
Mall Tour	5	2%

Source: CS Team Analysis of Survey Data

Table A.4 Number of Vehicles in Household(Weighted)

	Frequency	Percentage

0 vehicles	18	7%
1 vehicles	67	25%
2 vehicles	96	35%
3 vehicles	26	9%
4 vehicles	12	4%
5 vehicles	7	3%
Did not report	44	16%

Source: CS Team Analysis of Survey Data

Table A.5 Day of Visit (Weighted)

	Frequency	Percentage
Friday	140	52%
Thursday	130	48%

Source: CS Team Analysis of Survey Data

Table A.6 Time of Day of Visit (Weighted)

	Frequency	Percentage
Mid-day	194	72%
Evening/Night	76	28%

Source: CS Team Analysis of Survey Data

Table A.7 Interview Location (Weighted)

	Frequency	Percentage
First floor east	82	30%
First floor north	52	19%
Second floor east	36	13%
Second floor west	74	27%
Third floor east	10	4%
Third floor west	16	6%

Source: CS Team Analysis of Survey Data

Table A.8 Interview Location and Time(Weighted)

	Frequency	Percentage
First floor east, mid-day	50	18%
First floor east, evening	32	12%
Second and third floor east	46	17%
First floor north, mid-day	38	14%
First floor north, evening	14	5%
West, mid-day	62	23%
West, evening	28	11%

Source: CS Team Analysis of Survey Data

Table A.9 Employment Status (Weighted)

	Frequency	Percentage
Employed full-time	127	47%
Employed part-time	30	11%
Homemaker	7	3%
Other (please specify)	3	1%
Retired	29	11%
Student	15	5%
Unemployed	21	8%

Source: CS Team Analysis of Survey Data

Table A.10 Mode of Transportation (Weighted)

	Frequency	Percentage
Bicycle	2	1%
Charter bus service	3	1%
Hotel shuttle service	18	7%
Light rail transit	29	11%
Limousine	2	1%
Private Vehicle - Drop Off	2	1%
Private Vehicle - Park	183	68%
Private Vehicle - Short Term	1	0%
Public bus service (Metro)	11	4%
RV	1	0%
Rental Vehicle - Park	11	4%
Senior Citizen Shuttle	2	1%
Taxi	1	0%
Walk	2	1%
Did not report	4	1%

Source: CS Team Analysis of Survey Data

Table A.11 Mode Type (Weighted)

	Frequency	Percentage
Private vehicle	198	73%
Public / Non-motorized	69	25%
Unknown	3	1%
Did not report	1	0%
Private vehicle	198	73%

Source: CS Team Analysis of Survey Data

Table A.12 Parking Lot (Weighted)

	Frequency	Percentage
East Ramp	77	29%
North Lot	16	6%
Other	2	1%
South Lot	1	0%

West Ramp	95	35%
Did not report/use	78	29%

Source: CS Team Analysis of Survey Data

Table A.13 Light Rail Station Used (Weighted)

	Frequency	Percentage
28th Avenue Station	1	3%
38th Street Station	2	8%
46th Street Station	4	13%
Cedar - Riverside Station	1	5%
Downtown East/Metrodome Station	4	16%
Franklin Avenue Station	1	5%
Government Plaza Station	1	5%
Lake Street/Midtown Station	1	3%
Nicollet Mall Station	5	19%
Target Field Station	4	16%
Warehouse District/Hennepin Avenue Station	2	8%
Did not respond	1	5%
Did not use LRT	242	

Source: CS Team Analysis of Survey Data

Table A.14 Light Rail Access Mode (Weighted)

	Frequency	Percentage
Bicycle	1	2%
Dropped off by a private automobile	1	2%
Other (please specify)	1	2%
Rode a bus	7	25%
Walked	19	68%
Did not use LRT	242	

Source: CS Team Analysis of Survey Data

Table A.15 Bus Access Mode (Weighted)

	Frequency	Percentage
Dropped off by a private automobile	1	10%
Other (please specify)	1	6%
Rode a different bus	1	5%
Walked	11	79%
Did not use	256	

Source: CS Team Analysis of Survey Data

Table A.16 Visits to Mall of America in Past 12 Months (Weighted)

	Frequency	Percentage
1 to 3	80	30%
4 to 10	65	24%

More than 10	79	29%
Did not report	46	17%

Source: CS Team Analysis of Survey Data

Table A.17 Age Distribution (Weighted)

	Frequency	Percentage
30 or less	89	33%
31 to 45	54	20%
46 to 64	65	24%
65 or more	17	6%
Unreported	46	17%

Source: CS Team Analysis of Survey Data

Table A.18 Gender Distribution (Weighted)

	Frequency	Percentage
Female	112	41%
Male	127	47%
Did not report	32	12%

Source: CS Team Analysis of Survey Data

Table A.19 Household Size (Weighted)

	Frequency	Percentage
1 person	52	19%
2 people	74	28%
3 people	38	14%
4 or more people	40	15%
Did not report	66	25%

Source: CS Team Analysis of Survey Data

Table A.20 People Who Visited More than One Store (Weighted)

	Frequency	Percentage
Multiple Stores	162	60%
One Store	21	8%
Did not report	87	32%

Source: CS Team Analysis of Survey Data

Table A.21 Residents and Visitors (Weighted)

	Frequency	Percentage
Resident	190	70%
Visitor	80	30%

Source: CS Team Analysis of Survey Data

Table A.22 Days Visiting Minneapolis/St. Paul (Weighted)

	Frequency	Percentage
0 to 1 day	20	8%
2 to 4 days	47	17%
5 or more days	13	5%
Did not respond	190	70%

Source: CS Team Analysis of Survey Data

Table A.23 Purpose for Visiting Minneapolis/St. Paul (Weighted)

	Frequency	Percentage
Business	11	13%
Conference/Convention	5	7%
Mall	22	28%
Other (unspecified)	2	2%
Part of an extended trip	2	3%
Personal Business	6	8%
Vacation/Pleasure	20	25%
Visit Friends/Relatives	12	15%

Source: CS Team Analysis of Survey Data

Table A.24 Size of Party at MoA (Weighted)

	Frequency	Percentage
1 person	119	44%
2 people	94	35%
3 or more people	58	21%

Source: CS Team Analysis of Survey Data

Table A.25 Number of Children in Party (Weighted)

	Frequency	Percentage
0 children	225	83%
1 child	26	10%
2 children	12	5%
3 or more children	5	2%
Did not report	1	1%

Source: CS Team Analysis of Survey Data

Table A.26 Origin Type of Location (Weighted)

	Frequency	Percentage
A place of business	22	8%
A school, college, or university	17	6%
Airport	7	2%
Hotel, motel, or inn	51	19%
Private home	167	62%

Restaurant	4	1%
Unreported	2	1%

Source: CS Team Analysis of Survey Data

Table A.27 Origin State(Weighted)

	Frequency	Percentage
IA	1	0%
IL	1	0%
MB	1	0%
MN	240	89%
ND	5	2%
SD	1	0%
VA	1	0%
WI	7	3%
Did not report	14	5%

Source: CS Team Analysis of Survey Data

Table A.28 Duration of Trip to Mall of America (Weighted)

	Frequency	Percentage
15 mins. or less	44	16%
16 mins. to 30 mins.	68	25%
31 mins. to 60 mins.	65	24%
More than 60 mins.	62	23%
Did not report	31	11%

Source: CS Team Analysis of Survey Data