

# Pier International Design Competition

## Combined Public Input Summary



	Survey Summary Data - BIG - The Wave	Survey Summary Data - MMA - The Lens	Survey Summary Data - West 8 - The Eye
<b>TOTAL SURVEY'S COMPLETED:</b>	<b>1,780</b>	<b>2,133</b>	<b>1,424</b>
Online:	620	768	409
In Person:	1,160	1,365	1,015
<b>Summary Age of Respondents:</b>	<b>Age 45 &amp; Under: 46%</b>	<b>Age 45 &amp; Under: 44%</b>	<b>Age 45 &amp; Under: 38%</b>
	Over Age 45: 54%	Over Age 45: 56%	Over Age 45: 62%
<b>Number of Visits - Last 12 Months:</b>	<b>0 - 5 Times: 65%</b>	<b>0 - 5 Times: 67%</b>	<b>0 - 5 Times: 61%</b>
	6 or More Times: 30%	6 or More Times: 29%	6 or More Times: 34%
	<b>Positive or Very Positive</b>	<b>Positive or Very Positive</b>	<b>Positive or Very Positive</b>
			<b>Negative or Very Negative</b>
1) How well does the concept capture the public's vision for the Pier?	46%	70%	16%
2) Do you think the concept is a worthy landmark for the city of St. Petersburg?	46%	71%	16%
3) Can you see this concept as a frequent destination for yourself and tourists?	49%	74%	20%
4) Does this concept energize and excite you?	44%	72%	15%
5) Rate your level of support for this Pier concept?	42%	68%	17%
			82%
			83%
			78%
			83%
			80%

## Comment Cards From Visitors To Model Displays: Total 3,540

	Detailed Survey Data - BIG					Detailed Survey Data - MMA					Detailed Survey Data - West 8				
	Very Positive	Positive	Negative	Very Negative		Very Positive	Positive	Negative	Very Negative		Very Positive	Positive	Negative	Very Negative	
How well does the concept capture the public's vision for the Pier?	16%	32%	26%	26%		38%	38%	12%	13%		3%	11%	35%	51%	
Do you think the concept is a worthy landmark for the City of St. Petersburg?	26%	21%	23%	30%		51%	23%	12%	14%		5%	9%	25%	61%	
Can you see this concept as a frequent destination for yourself and tourists?	22%	29%	25%	24%		48%	31%	10%	12%		4%	14%	35%	47%	
Does this concept energize and excite you?	20%	24%	28%	28%		45%	30%	11%	14%		3%	8%	31%	57%	
Rate your level of support for the Pier concept	23%	19%	23%	36%		48%	23%	13%	16%		7%	8%	19%	65%	
Indicate your age range	18 & Under	19-35	36-45	46-54	55 & Above	18 & Under	19-35	36-45	46-54	55 & Above	18 & Under	19-35	36-45	46-54	55 & Above
	8%	15%	12%	18%	46%	6%	15%	12%	17%	50%	5%	15%	12%	17%	52%
How many times have you visited the Pier in the past 12 months?	0 Times	1-3 Times	4-5 Times	6-9 Times	10 or More	0 Times	1-3 Times	4-5 Times	6-9 Times	10 or More	0 Times	1-3 Times	4-5 Times	6-9 Times	10 or More
	6%	35%	20%	11%	27%	7%	37%	20%	11%	24%	5%	35%	20%	12%	28%

## Comment Cards From Online Review Only: Total 1,797

	Detailed Survey Data - BIG					Detailed Survey Data - MMA					Detailed Survey Data - West 8				
	Very Positive	Positive	Negative	Very Negative		Very Positive	Positive	Negative	Very Negative		Very Positive	Positive	Negative	Very Negative	
How well does the concept capture the public's vision for the Pier?	26%	19%	12%	42%		44%	24%	9%	22%		12%	9%	19%	58%	
Do you think the concept is a worthy landmark for the City of St. Petersburg?	35%	11%	7%	46%		56%	12%	6%	25%		17%	6%	10%	66%	
Can you see this concept as a frequent destination for yourself and tourists?	33%	15%	12%	40%		53%	16%	9%	21%		14%	9%	20%	55%	
Does this concept energize and excite you?	32%	15%	12%	40%		53%	16%	9%	21%		14%	9%	20%	55%	
Rate your level of support for the Pier concept	33%	12%	6%	47%		55%	11%	6%	25%		16%	7%	8%	66%	
Indicate your age range	18 & Under	19-35	36-45	46-54	55 & Above	18 & Under	19-35	36-45	46-54	55 & Above	18 & Under	19-35	36-45	46-54	55 & Above
	2%	40%	22%	18%	16%	2%	37%	22%	19%	17%	1%	30%	23%	23%	21%
How many times have you visited the Pier in the past 12 months?	0 Times	1-3 Times	4-5 Times	6-9 Times	10 or More	0 Times	1-3 Times	4-5 Times	6-9 Times	10 or More	0 Times	1-3 Times	4-5 Times	6-9 Times	10 or More
	26%	38%	17%	6%	12%	19%	41%	18%	9%	11%	16%	36%	19%	10%	16%

Note: Not all comment cards were filled out completely, resulting in a variance on aggregate totals for some questions.