

REPORT ON THE PUBLIC USE OF CENTRAL PARK

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FOREWORD

This report is an extraordinary achievement in participatory social science. Not only is it the first systematic effort since 1873 to measure an entire year of Central Park's public use, the process itself is a model for how to mobilize park users to collect vital information about a public place they cherish in their daily lives. The determination to collect credible statistics about Park use is also a tribute to the highly professional leadership of the Park's managers and planners. More than a set of fascinating numbers about how we use Central Park, the report demonstrates the sheer demographic challenge entailed in managing one of the world's most beautiful and yet most heavily visited urban parks.

A public art installation is responsible for inspiring the work that led to this quite historic research. In February 2005, as the bright orange flags of Christo and Jeanne-Claude's *The Gates* were about to unfurl along 23 miles of Central Park pathways, Mayor Bloomberg had asked Conservancy President and Central Park Administrator Douglas Blonsky to estimate the number of visitors who would see the installation. Working with the Conservancy's planning and visitor services staff, more than seventy five volunteers contributed their good will and labor, standing at the Park's entrances to register hundreds of ten-minute "clicker counts" in the February sunshine and snow. Compiling all the samples, the Conservancy found that *The Gates* attracted about four million visits to the Park in sixteen days, a three- or four-fold increase over the volume believed to be typical for the entire month of February.

Most crowd estimates are of dubious scientific value as admitted police "guesstimates," but for *The Gates* installation, the Conservancy was able to publish an estimate based on careful counting, systematic sampling, and conservative interpretation. Perhaps most important, however, was the experience gained from this 2005 count for the community of park users and planners who did the data collection. Success in counting visitors at *The Gates* allowed the Conservancy leadership to see that, with more effort to recruit and train volunteer counters and interviewers, and more commitment of staff time, they could embark upon a rare Park survey and build community support for the Park at the same time, all without farming out the essential steps of data collection. It is noteworthy that the current effort at community social science, launched in 2008, was inspired by that daring work of public art, in a park which is itself a great work of public art.

Why should the Central Park Conservancy have committed scarce resources to a laborious sampling count and to the accompanying survey? Anyone experiencing the daily stream of Park visitors arriving on foot, bicycle, roller-skates, scooter, skateboard, and horse-drawn carriage, would know that many millions of local visitors and tourists visit the Park each year. But how many millions would that be? With restricted budgets and increased operating costs, managers of parks, museums, and all major urban institutions need to know as much as possible about their constituencies. Replicable measures of park use by the appropriate temporal variables (e.g., time of day and week, seasonal variations) inform decisions about capital improvements and infrastructure maintenance. Knowledge of visits by out-of-town tourists provides an important measure of how much Central Park contributes to the city's economy. Measure of park use also serves as a barometer of the city's civic well being, especially as we learn more about where people feel safe or less secure.

However, the volunteers who braved winter weather and summer heat in 2008 and 2009 to collect the figures presented in this report, and then worked many additional months to code and enter survey results, were motivated by different needs and feelings. Love of Central Park and

the desire to be among its stewards brought more than two-hundred-seventy-five volunteer counters and interviewers to their assigned gates day after day. As they observed the flow of humanity, both neighbors (and their dogs) and people from throughout the globe, they all became ever more impressed with how essential Central Park is for the life of the city.

Kristen Lawler, a young college professor, brought her students to participate in the counting and interviewing, and coding of questionnaires. She observed that these students, who typically did not live in neighborhoods adjacent to the Park,

...always tended to see Central Park from a distance, and most said they had never thought very much about it. They took it for granted that it was exquisitely tended and safe to traverse. Learning the history of the Park and the Conservancy opened the students' eyes to the political struggles around public space and public sector austerity, struggles in which they were now beginning to feel like real participants.

Working in the Park and talking with visitors, the students developed a sense of the Park as a space in which strangers, from around the city and all over the world, come together to play and relax. Their work made them feel part of the Park and through it, of the city—in the words of one student discussing her field experience, “I felt like such a New Yorker!”

The authors of this report, and all those who made it possible, can be proud of their unusual scientific achievement. We can only hope that this study of Central Park use will receive a critical reading and that its findings will be used over and over again during the coming seasons of work on behalf of one of New York City's greatest public treasures.

William Kornblum
Chair, Center for Urban Research
Graduate Center, City University of New York

PREFACE & ACKNOWLEDGMENTS

When I joined the staff of the Central Park Conservancy in 1985, the Park was a far different place than it is today. The Central Park that existed in 1985 was only just beginning to show signs of recovery from one of the darker periods in its history. Having been devastated by two decades of decline that paralleled the economic and social crisis of the City, the Park was unrecognizable as the green oasis at the heart of the City, created to reverse the toll of daily urban life on its inhabitants and to restore their physical and mental well-being. By the 1970s, lawns and meadows had become barren dustbowls. The Park's infrastructure was deteriorating, clogged catch basins resulted in chronic flooding, and crumbling paths and broken benches were the norm. Horticultural maintenance was non-existent: trees and shrubbery had not been pruned for years, the Park's woodlands were overgrown, shorelines of the lakes and ponds had eroded and large portions of the water bodies had silted in. Vandalism and graffiti were rampant throughout the Park, its more secluded landscapes had fallen prey to illicit use, and the general impression of the Park increasingly was that it was unsafe.

When the Conservancy was established in December of 1980, its mission was clear and compelling: to reverse the alarming decline of the Park and restore it to its former splendor. Founded by civic-minded citizens representing New York's philanthropic community and business leaders, the young organization forged a pioneering partnership with the City and immediately set about a series of early initiatives—cleaning up litter and graffiti, clearing debris out of catch basins, fixing broken benches, recruiting interns and volunteers to participate in horticultural restoration projects, reconstructing rustic structures, and establishing visitor centers in the Dairy and Belvedere—designed to make visible improvements in the Park and to send the message that the Park could (and would) be brought back to life.

Concurrent with these early initiatives, the Conservancy conducted an in-depth analysis of every aspect of the Park and prepared a comprehensive plan for its restoration and management. Completed in 1985 under the leadership of founding President and Central Park Administrator Elizabeth Barlow Rogers, the plan, entitled *Rebuilding Central Park*, would serve as a case statement for the Conservancy's first capital campaign on behalf of the Park. I came on board to oversee the construction effort. By that time, people were beginning to take notice of the changes in the Park. Momentum was building, and the public began to see the possibility of a revived park as something that might actually be achievable. The glimmer of hope was there, but the monumental task of actually doing the work still lay ahead, and the mindset about the Park that had taken hold in the previous decade or more would not loosen its grip overnight. In those days, and in the years that followed as we began to rebuild the Park, we marveled at every sign that people were coming back—these were causes for celebration, affirming our belief in the future of the Park.

Fast forward twenty years, to 2005. In February of that year, the Conservancy was gearing up to launch our third capital campaign with the goal of completing the last of the major landscapes remaining to be restored, and at the same time preparing to host what would be the single largest public event in the Park's history: the sixteen-day installation *The Gates* by the artists Christo and Jeanne-Claude. At some imperceptible point in the interim, a corner had been turned: the tide-change in park use, once tentative, had gathered steam and taken on an air of inevitability. Long before *The Gates* made its debut one Saturday morning that February, attracting an unprecedented number of visitors throughout the entire Park, it had

become abundantly clear that the public had returned to the Park in full force, and was planning to stay. And with every beautiful spring day or winter snowfall since, the crowds have continued to increase.

Now more than ever, New Yorkers use the Park as their backyard, and they include it at the top of their lists of places they tell their friends and family from out of town to visit. That the Park is used more now, by more people, in more ways (and from more places) than ever before is readily apparent to those who have witnessed its transformation in recent decades and know something of its longer history. As the organization responsible for its stewardship, the Conservancy has a vital interest in understanding just how many visitors that means, and in knowing more about who they are, where they come from, what they are doing, and what they think. A comprehensive, scientific survey to answer these questions is something we often contemplated as the fact of the sea change in park use became increasingly evident. But the focus and resources required for an effort of this scale were considerable—especially in light of the many more tangible needs of restoring the Park and managing it in an era of unprecedented use—and it was not clear how we could realistically staff a survey as extensive as what was needed to paint a reliable picture of park use and users.

Ultimately, the Conservancy’s growing contingent of volunteers would provide the solution. This study would never have been possible without the incredible commitment of time and energy by more than 275 volunteers who, working alongside 75 Conservancy staff, contributed more than 2,800 hours collecting survey data and 800 hours of data entry. The level of energy and dedication they brought to this project was nothing short of inspiring.

Bill Kornblum has been a friend of the Park and advisor to the Conservancy on numerous efforts for nearly thirty years. We first collaborated with Professor Kornblum in the early 1980s, when he conducted a comprehensive user survey in connection with the 1985 management and restoration plan for the Park. The central conclusion—that a majority of visitors to Central Park came to engage in passive recreation, while smaller but highly significant numbers came to engage in active recreation and events—played a pivotal role in justifying a restoration and management approach that was to be guided by the historic intent of the Park as a pastoral retreat, while accommodating as much as possible of the demands of contemporary use. Professor Kornblum has continued to consult for the Conservancy on subsequent user studies, including a follow-up survey in 1989 and studies in 1996 and 2000 that were somewhat more limited in scope and focus. In 2005, he worked with us on an ambitious effort to count visitors to the Park during *The Gates* installation. He has been an invaluable aide and advisor to the unprecedented effort represented by this study.

Michelle Ronda and Kristin Lawler have been our valued academic collaborators on the survey effort. Professor Ronda incorporated the survey into the curriculum of several courses she teaches in Urban Sociology and Research Methods in the Social Sciences at Marymount Manhattan College. She and her students over the course of two semesters participated throughout all four seasons of the survey. Professor Lawler, who teaches sociology at the College of Mount Saint Vincent, brought students in her independent study group to the effort to assist with the winter and spring seasons of the survey, and with data entry and survey coding. We are grateful to them both not only for the student volunteers they recruited, but for their insights and feedback throughout the survey process. We are grateful as well to two of Professor Kornblum’s colleagues at the CUNY Graduate Center,

Juan Battle and David Rindskopf, for inviting us to participate in a session of their statistics research seminar and allowing us to present the survey research methodology for review and discussion.

In the decades following Frederick Law Olmsted and Calvert Vaux's tenure as the landscape architects of Park, Samuel Parsons Jr. was their successor and self-appointed guardian of their vision. A partner and trusted colleague of Vaux, he served as Superintendent of Planting (1881-1885), Superintendent of Central Park (1885-1898), and Landscape Architect of the Department of Parks (1902-1911). Much of his career in the Park was spent lobbying for adequate resources to maintain it and battling the forces of encroachment that threatened it. In the end, he left the cause feeling defeated. Yet in his memoirs, published by his daughter in 1926, he sounded a note of optimism for the future that was grounded in a belief in the Park's public as its salvation:

Let me now make a confession of Faith. Notwithstanding the fact that for twenty-five years I have been struggling not only to defend the Park from attacks of all kinds, but also hoping, above all, to make the government and the citizens realize its forlorn condition and provide a remedy, and having apparently failed, I believe still that the Park will eventually be restored to something of its pristine beauty. It may not be through my own efforts, but someone will undoubtedly do it. The New York American public will never allow their greatest treasure to pass entirely out of existence as a thing of beauty.

With the restoration of the Park over the last three decades, and the longest period of sustained management in its history, Parsons's auspicious prediction rings true. Having rescued it from its forlorn condition, the New York American public has woven the Park back into the fabric of their daily lives, and the world public has enthusiastically joined in. This report describes the extent and nature of their experience. With it, we recognize the need to renew our commitment and redouble our efforts to ensure that we can continue to sustain the Park as it sustains more use than ever.

Douglas Blonsky
President, Central Park Conservancy
and Central Park Administrator

EXECUTIVE SUMMARY

From July 2008 through May 2009, the Central Park Conservancy conducted a comprehensive survey of the Park's use. Data was collected from all park entrances on a Saturday, Sunday, and at least one weekday in all four seasons. The data collected included nearly 4,600 entrance counts, more than 3,300 exit interviews, and more than 9,100 observational surveys of visitors exiting the Park.

Based on the survey results, it is estimated that Central Park receives 37 - 38 million visits annually, by approximately 8 - 9 million different people. This represents a dramatic increase in use in recent decades—on the order of threefold or more the estimated use in the 1970s and early 1980s. The majority of visits consist of general park use on “typical” days, with peak visits occurring in the months of July and August. About one million annual visits are associated with major events. Estimated daily visits range from 40,000 on a weekday in winter to 220,000 on a summer Sunday.

Approximately three times as many visitors (i.e., 75% of all visitors) enter the southern half of the Park as the northern half. 25% enter from the three highest volume entrances (Columbus Circle, Grand Army Plaza, and West 72nd Street), out of fifty total entrances. 50% enter from the ten highest volume entrances.

Active recreation, defined as forms of recreation that primarily involve physical activity, accounts for about 15% of total park use, and passive recreation (more subdued activities that generally include observation or passive enjoyment of one's surroundings) accounts for about 85%. Nearly two-thirds of park users interviewed listed walking, wandering or sight-seeing as an activity they engaged in during their visit. Nearly two-thirds of visitors come to the Park alone.

On average, 65% of the people in Central Park on any given day are regular visitors who use the Park once a week or more, and 14% are first-time visitors. About half of all visits are an hour or less, and the average duration of park visits is about an hour and a half.

Nearly 70% of visits are by New York City residents; another 3% live in the greater New York Metropolitan Area. About 12% are from other parts of the United States and 16% are international tourists.

As compared with the results of previous studies, there appears to have been a significant increase over the last several decades in the share of total park visits by older users. Visitors aged 50 years and older account approximately 40% of visits by adults, up from an estimated 11-12% in the 1970s through early 1980s. The Park appears to be used nearly equally by male and female visitors.

The majority of visitors interviewed cite the Park landscape or its value as a retreat from the city as the single thing they appreciate most about the Park. The most common complaints registered by park users are the presence of cars and crowds.

INTRODUCTION

Central Park is 843 acres of green situated at the heart of one of the world's most densely populated cities. It is six percent of Manhattan's land mass reserved as a reprieve from the other ninety-four, free and open for the benefit of all New Yorkers and visitors from around the world. The life of the Park is so inextricably intertwined with that of the City that it is difficult to say where one begins and the other leaves off. By virtue of its vital purpose and ingenious design, its ample scale and unrestricted access, Central Park is so essential to New York that its significance to the City is immeasurable. As a practical matter, the same qualities that contribute to the intangible value of the Park also pose a considerable challenge to any effort to quantify its use and users.

The Challenge of Measuring Central Park's Use

The composition of Central Park's population in any given year is determined by millions of individual decisions to enter one of the more than fifty entrances distributed around the Park's six-mile perimeter and, once inside, to move about freely and—in the majority of cases—unrecorded in any way. Unlike the other infrastructure and amenities that are vital to the City, from its transit systems to public utilities to cultural institutions, the Park has no turnstiles, admission fees, or meters to aid in the measurement of its use. And in contrast with the City's housing stock, schools, and hospitals, there is no census, enrollment, or admissions data to describe the population of park users.

Most recreational landscapes that accommodate large numbers of visitors, including many urban parks in other cities, rely on the existence of on-site parking as a means of quantifying volumes and patterns of use. Central Park's visitors arrive on foot; the overwhelming majority walk, bike, or take public transportation to the Park, and the few who drive park on the street. Arrivals are dispersed around the perimeter, and once visitors enter, their use continues to be dispersed among the variety of landscapes and destinations and along the 70 miles of walks, drives, and bridle paths that comprise the Park's circulation system.

Adding to the challenge of measuring use that is geographically dispersed across such a large area is that presented by the hours of park use. Central Park is officially open from 6AM to 1AM, 365 days a year (and there are no gates to keep people out when it is officially closed). Volumes and patterns of use vary considerably by time of the day, days of the week, and time of year; they are also influenced significantly by the weather and by events both within and outside of the Park on any given day.

The practical result of all these factors combined is that to measure Central Park's use to the level of detail and precision that is typical for other resources and institutions of comparable value to the City would require an effort approaching the collection of data 365 days a year, for nineteen or more hours a day, from over fifty locations. In light of this, it is not surprising that relatively little statistical data about the use and users of the Park has been compiled in the course of its more than 150-year history.

Early Statistics on Park Use

The most extensive visitor statistics for the Park were collected in the earliest part of its history. Central Park was substantially constructed between 1858 and 1873. The pace at which it was built and successive portions opened to the public is almost staggering to contemplate. Frederick Law Olmsted and Calvert Vaux's winning competition entry for the Park's design was chosen in April of 1858. By December of that year, what had been a swamp in a low-lying area in the middle of the Park was transformed into the Lake and opened to the public for skating—the activity that, for many years to come, would draw the largest crowds to the Park.

The first recorded statistics describing the use of the Park appear in the 1860 Annual Report of the Board of Commissioners. The report noted that on an average day for the six months ending in October of that year, 4,500 pedestrians, 144 equestrians, and 659 vehicles had entered the Park (for a total of about 6,000 daily visitors, assuming an average of two visitors per vehicle). The usual number of visitors on “a fine concert day” was reported to be over 10,000, the largest number on a fine Sunday was over 80,000, and the largest number during skating season surpassed 85,000. The statistics were compiled from actual counts recorded at each of the fifteen original entrances by Gate-Keepers who were employed—along with a force of fifty Park-Keepers—to aid visitors, monitor park use, and enforce the rules established by the Commissioners. By 1861, the Park was substantially completed below 86th Street. Beginning that year, the annual reports included detailed tables enumerating the number of visitors entering on foot, on horseback, and in carriages; the total visitors reported that year was 2,404,659, which amounted to more than three visits for every resident of the City. By the 1870s, annual visits surpassed 10 million.

The Panic of 1873 and ensuing fiscal crisis caused construction activity to come to a halt before the Park could be completed according to plan. It was the first of many such events that would reveal the Park's vulnerability to economic cycles and the challenge of sustaining it with strained resources. That year marks the last time that a census of Park visitors was collected. In the intervening years, the prospect of counting every visitor who enters the Park would become all the more daunting, as the number of entrances tripled with the addition of new paths and entrances, and the hours of operation were effectively doubled (more or less) with the addition of park lighting. No known record exists of any effort to count or estimate total annual visitation until precisely a century later.

Twentieth-Century Studies of Park Use

In 1973, at the depth of the most recent of several periods of decline that have characterized much of the Park's history, a project team led by E.S. Savas, Professor of Public Systems Management at Columbia's Graduate School of Business, embarked on a comprehensive study of Central Park and its management. Commissioned by the Central Park Community Fund, one of several volunteer organizations formed by concerned citizens in response to the Park's alarming condition, the study was designed to identify the underlying causes of the Park's problems and to recommend measures for addressing them. A report detailing the findings was completed and issued in 1976. The recommendations contained in the report paved the way for the formation of the Central Park Conservancy and the establishment of a pioneering public-private partnership that would ultimately be responsible for reversing the decline and restoring the Park to the ideal that it was meant to embody.

Included in the Savas study was an investigation of park use conducted by Professor Donald E. Sexton, a colleague at the Graduate School of Business. In an effort to describe the attitudes of both park users and non-users, as well as attendance and characteristics of park users, this study employed a multi-pronged approach that included: (1) counts of and interviews with visitors entering and exiting the Park, (2) interviews with visitors at specific locations inside the park, and (3) telephone interviews with city residents. The counts were conducted on three days in June of 1973. The interviews with visitors were conducted in July and August, and the telephone interviews between August 1973 and February 1974. While counts were conducted at entrances around the entire Park, interviews were limited to six high-volume entrances, all below 96th Street.

The Savas/Sexton study estimated that in 1973, there were approximately 12.8 million visits to the Park by about 3.3 million different people. This estimate was arrived at using monthly revenue data for those park concessions that were open year-round as a means of prorating the number visitors estimated for June across the balance of the year. Although based on somewhat precarious assumptions (among others) about the correlation between concession revenues and park attendance, it has remained until now the best available estimate of annual attendance based on systematic entrance counts, and the baseline for subsequent estimates. The interviews with visitors entering and exiting the Park that summer are discussed in the report as offering useful insights about patterns of use and characteristics of users, with the caveat that they could not be extrapolated to represent the entire park population, due to the limitations on the number and distribution of locations at which they were conducted. The interviews at specific locations within the Park and those conducted by telephone were used to gauge attitudes of park visitors and those of residents who did not use the Park (summed up in overwhelming consensus that what was most needed in the Park was “more cops and more flowers”).

By 1980, the two key recommendations of the Savas report—appointment of a “Park Executive” with centralized responsibility for planning improvements and overseeing management of the Park, and establishment of a “Board of Guardians” providing citizen oversight and continuity of purpose—were realized in the appointment by the Mayor and Parks Commissioner of a Central Park Administrator and the founding of the Central Park Conservancy. One of the earliest endeavors of the Conservancy, pursuant to the development of a comprehensive plan for the restoration and management of the Park, was to undertake a series of parkwide studies that analyzed the Park’s various built and natural systems along with its history, its wildlife, and (core to the purpose of the rest) the use of the Park, which would be the subject of a 1982 study by William Kornblum, Professor of Sociology at the City University of New York’s Graduate Center, and his colleague Terry Williams.

The data collected as part of the 1982 study included: (1) exit interviews conducted at ten high-volume, geographically representative entrances in August and October of 1982, (2) two parkwide “sweeps” conducted on one day in August and one day in October, in which the Park was divided into thirty-three zones for the purpose of counting the number of visitors in each, and (3) observation and counts of heavily-used areas of the Park conducted over a three-month period during the summer of 1982. The emphasis of the study was on characterizing the nature and patterns of park use and perceptions of users (not estimating

total annual visits); the central conclusion—that a majority of visitors to Central Park came to engage in passive recreation, while smaller but significant numbers came to engage in active recreation and events—supported a restoration and management approach that was guided by the historic intent of the Park as a scenic retreat, while accommodating as much as possible the ever-increasing and changing demands of contemporary use. The report cited the 1973 study as continuing to provide the best available estimate of annual attendance, and suggested that, despite population losses in the City as a whole, park use appeared to have remained relatively consistent in the decade since. Professors Kornblum and Williams noted no appreciable reduction in volumes of use for areas that were counted in both 1973 and 1982, and some apparent increase in the use of certain areas that had been cleaned-up, restored, or programmed. Based on these observations as well as unusually warm weather throughout 1982 and the occurrence of several large events and races, they adjusted the 1973 estimate accordingly, and estimated park attendance in 1982 at approximately 14.2 million. Noting the tenuous nature of this extrapolation, the report explained that to construct a more reliable estimate of annual attendance, a systematic, gate-by-gate count would be required.

2009 User Survey: Purpose and Approach

Under the Conservancy’s leadership, the last three decades have seen a transformation of Central Park and the longest period of sustained improvement and upkeep in its more than 150-year history. That the Park’s comeback and that of the City as a whole have been accompanied by a dramatic increase in park use is readily apparent to anyone familiar with the Park in this timeframe. This study was undertaken for the purpose of quantifying the trend. It was designed to provide an updated and reliable estimate of the number and patterns of annual visits the Park receives currently and, secondarily, to describe the nature of park use, characteristics of the Park’s visitors, and their perceptions and attitudes about the Park.

The survey employed a two-pronged approach to gathering data: (1) sample counts of visitors entering the Park, and (2) exit interviews with visitors leaving the Park. In total, nearly 4,600 sample counts were conducted, along with more than 3,300 interviews accompanied by observations of interview subjects, and another 5,800 “non-participation surveys” recording observable characteristics of visitors exiting the Park who were not able to be interviewed.

In an effort to achieve as representative a sample population as possible, given the varied nature of park use across time and geographic region of the Park as well the constraints of what was practically achievable with a reasonable assignment of resources, the counts and interviews were conducted at all of the Park’s entrances and on fifteen survey dates over the course of a year, including a Saturday, Sunday, and at least one weekday for each of the four seasons. To avoid skewing the results and ensure that the data collected would be representative of general park use on more or less “typical” days, the survey dates were selected to exclude large-scale events in the Park (those with attendance over 10,000). Total visits in conjunction with events of this scale were estimated separately using actual event counts and permit data.

The sample counts of visitors entering the Park were used to generate estimates of the total number of visits for each survey date. These formed the basis of daily estimates for a

typical Saturday, Sunday, and weekday in each season, which were adjusted according to actual recorded weather conditions for every day of the survey year (June 2008 – May 2009). The estimated number of visits for each survey date, conclusions about typical daily estimates for each season, and assumptions about how these are affected by precipitation or atypical weather are discussed in detail in the methodology section of this report.

The exit interviews with visitors leaving the Park were used to collect information about the demographics of the visitor and the nature of the visit, and to ascertain their perceptions about the Park. For reasons discussed in the methodology section of this report, obtaining a truly random sample of Central Park visitors is, as a practical matter, virtually impossible. However, in an effort to ensure that the sample of visitors interviewed would be as representative of the true park population as possible, measures were taken to minimize sampling bias in the selection of interview subjects, and a series of observations of selected subjects were recorded whether or not an interview was obtained. A thorough description of the survey design and sample selection is included in methodology section of this report.

This study represents the most ambitious and comprehensive survey of Central Park’s use since 1873, the last year that every visitor entering the Park was counted by Gate-Keepers at each of the entrances. It is based on significantly more data than the 1973 and 1982 studies, and on park-based data that more closely represents the park population, because it was conducted in all seasons and includes data collected at every park entrance. Though not without its limitations—which are a product of the complex and highly variable patterns of park use—it provides a sound estimate of total annual visitation, and as reliable a description of park use and users as is reasonably achievable without diverting substantial resources from the considerable and constant needs of maintaining and operating the Park.

ANALYSIS

I. VOLUME AND PATTERNS OF USE

In the one-year period from June 2008 through May 2009, Central Park was visited an estimated 37 - 38 million times by approximately 8 - 9 million different people. Roughly one million of the estimated visits were in connection with major permitted events. The rest were general park visits, as estimated based on extensive sample counts conducted on fifteen more typical days (without events of this scale taking place) throughout the survey year.

These numbers represent a dramatic increase in use over the last thirty years or more. In 1973, it was estimated that Central Park was visited 12.77 million times that year by about 3.3 million different people, and the user study conducted in 1982 in connection with the master plan to restore the Park suggested that park use had remained relatively constant in the decade since. Comparison to the 1973 estimate should be qualified with the fact that it was based on less comprehensive data and involved more tenuous assumptions than the current estimate. Still, it remains the last and best available estimate of annual visitation based on parkwide entrance counts and—as discussed in the methodology section of this report—the assumptions used to generate it are more likely to have resulted in an inflated estimate than an underestimate of the number of visits. It is therefore reasonable to conclude that 37 – 38 million visits today is on the order of a threefold increase in park use in the last three decades.

Seasonal Patterns

Patterns of use vary throughout the year, as described in Figure 1.1. For the purpose of these estimates, a “typical” day is defined as one with no major events and generally fair (but not exceptional) weather, with temperatures within average ranges for the season, and no appreciable precipitation, extreme temperatures, or other highly unusual weather—all factors that can significantly influence the number of visits on any particular day.

Figure 1.1 – Seasonal and Typical Daily Estimates

SEASON	ESTIMATED VISITS ¹	Typical Sunday	Typical Saturday	Typical Weekday
Summer	13,000,000	220,000	205,000	160,000
Fall	8,800,000	175,000	165,000	95,000
Winter	4,600,000	65,000	60,000	40,000
Spring	10,100,000	200,000	185,000	130,000

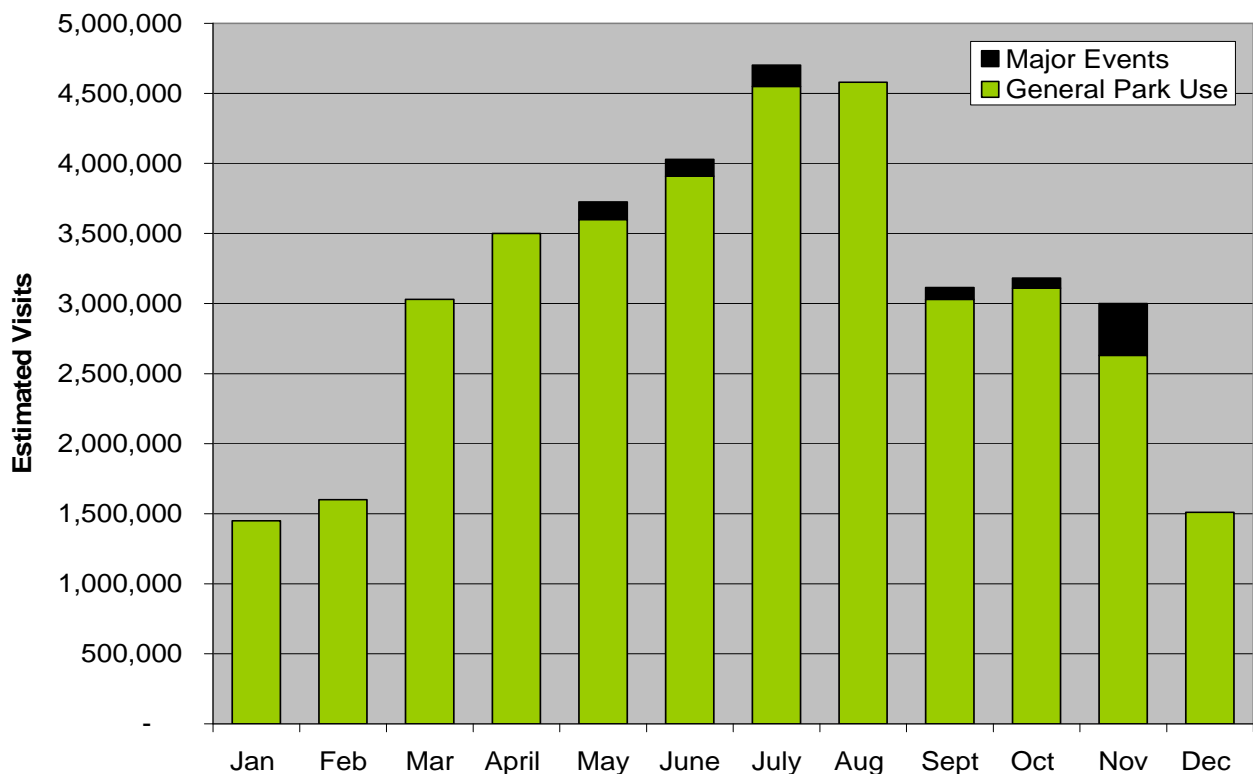
As might be expected, summer is the most popular season to visit the Park, and Sunday in any season is the most popular day. However, there is a significant baseline of use throughout the year and throughout the week, with still a third the number of visits in winter as in summer, and more total visits during the week than on the weekend.

¹ Total annual visits is estimated at 37 - 38 million. The methodology section of this report includes a discussion of how this range was derived from the data collected. For the sake of clarity and legibility, where subsets of the total estimated visits are used in connection with the analysis throughout this report, they are calculated to the midpoint of this range, or 37,500,000 visits (comprised of 36,500,000 general park visits, and one million visits in connection with large-scale events).

As compared with the available estimates of daily visitation in 1973, visits during the week appear to have increased the most dramatically. In 1973, an estimated 120,000 people visited the Park on a typical Sunday in June (the only month in which sample counts were conducted, and therefore the most reliable and comparable data from that study), a typical Saturday in June was estimated at 70,000 visits, and a typical weekday at 40,000—equal to the number of visits currently estimated on a weekday in Winter.

Figure 1.2 shows the distribution of estimated visits by month, with park use peaking in July and August. Visits associated with major events (attendance over 10,000) as opposed to general park use were estimated using event counts (when available) or permit data provided by the event organizers and reviewed by Central Park’s operations team for order-of-magnitude accuracy. The significant major event evident in the number of visits in November is the NYC Marathon, which generates an estimated 370,000 visits to the Park. Other major events in the survey year included two philharmonic concerts, a free rock concert sponsored by Major League Baseball, a mobile art exhibition sponsored by Chanel, the annual AIDS Walk, and various other races, festivals, and cause-related events. Data for these large-scale events is included in the supplemental data section of this report.

Figure 1.2 – Estimated Visits per Month

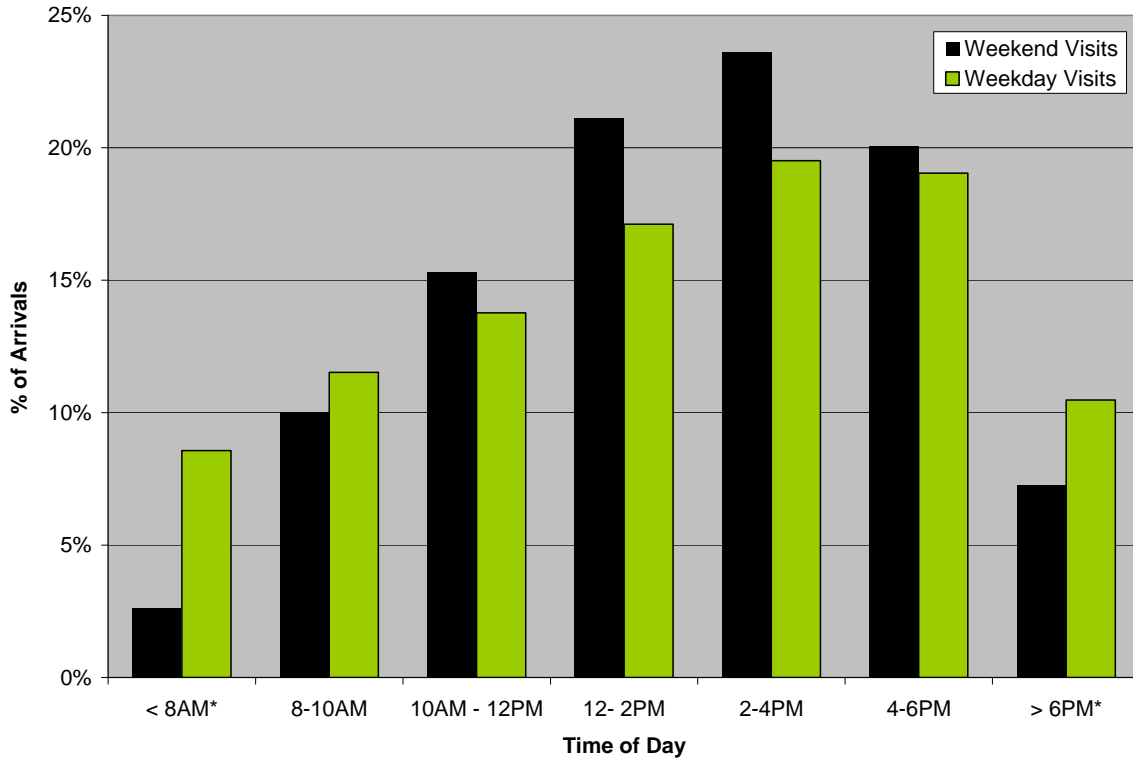


Daily Patterns

On a typical day, the number of people entering the Park increases throughout the morning and until mid-afternoon, when the pattern reverses and the inflow of visitors decreases. This is the case in every season, on weekdays and weekends alike, with peak arrivals consistently occurring between 2:00 and 4:00 PM. On average, about 70% of visitors arrive after noon (slightly higher on the weekends than during the week, and in summer as compared with the other seasons). The observed pattern is somewhat more gradual during the week than on the weekends. On Saturdays and Sundays, it is more concentrated

around the peak arrival time, with a smaller share of visits earlier and later in the day, as illustrated by Figure 2.1. It is similarly compressed in the winter and fall—the seasons with the shortest days.

Figure 2.1 – Daily Arrival Patterns²



There is also some slight variation in arrival patterns based on where visitors enter the Park. Visitors entering the Park above 86th Street are more likely to arrive before noon (33%, as compared with 29% of those entering below 86th Street), as are those entering the west side of the Park (33% arrive before noon, versus 30% of those entering from Fifth Avenue). More detailed data on daily arrival patterns by season and by entrance region is included in the supplemental data section of this report.

Geographic Distribution of Visits - Entrances

About three times as many visitors (i.e., 75% of all visitors) enter the Park below 86th Street as above. This is similar to the pattern observed in 1973, when 78% of visitors entered below 86th Street. It varies, however, depending on where visitors are from. Those who live in New York City are much more likely to enter above 86th Street than those who do not (nearly one-third of visitors who live in the City enter the northern half of the Park, versus just 12% of those who live outside of the five boroughs). As will be discussed further in the section of this analysis about the characteristics of park users, comparison with the 1973 and 1982 studies suggests that the share of total visits by non-New Yorkers has increased. Since they are more likely to enter the Park below 86th Street, this would tend to increase the proportion

² Estimated arrivals from before 8:00 AM and after 6:00 PM were derived using limited sample counts collected in summer only, with assumptions made about early/late visits in other seasons. Estimates for these hours are therefore not as well-established as those for arrivals between 8:00 AM and 6:00 PM, when parkwide counts were conducted in all seasons. The assumptions used to estimate the number of visitors arriving before 8:00 AM and after 6:00 PM are discussed in the methodology section of this report.

of visits to the southern half of the Park, obscuring actual decreases in the gap between park use above and below 86th Street by both groups. Figure 3.1 illustrates the breakdown of this pattern into six regions of the Park: Central Park South, Central Park North, and the East and West Sides above and below 86th Street, in total and by season.

Figure 3.1 – Geographic Distribution of Arrivals

REGION ENTERED	Summer	Fall	Winter	Spring	ANNUAL TOTAL	TOTAL VISITS*
North	23%	28%	26%	25%	25%	9.1 million
CPN (110 St)	6%	4%	6%	5%	6%	2.2 million
East Side > 86 St	8%	11%	10%	10%	9%	3.3 million
West Side > 86 St	9%	13%	10%	10%	10%	3.7 million
South	77%	72%	74%	75%	75%	27.4 million
CPS (59 St)	31%	27%	28%	26%	29%	10.6 million
East Side < 86 St	24%	23%	26%	26%	24%	8.8 million
West Side < 86 St	22%	22%	20%	23%	22%	8.0 million
TOTAL	100%	100%	100%	100%	100%	36.5 million

* General park use (excludes large events)

Visitors entering the Park are highly concentrated at the major entrances, with twenty-five percent (25%) of all visitors entering from the three highest volume entrances: Columbus Circle, Grand Army Plaza, and West 72nd Street. Fifty percent (50%) enter from the ten highest volume (out of fifty, total) entrances.³ Figure 3.2 shows distribution by season and total estimated volumes for each of the top ten entrances.

Figure 3.2 – Ten Highest Volume Entrances

ENTRANCE	Summer	Fall	Winter	Spring	TOTAL VISITS*	%
Merchants' Gate (SW)	1.3M	825K	450K	925K	3.5M	9.6%
Grand Army Plaza (SE)	1.2M	675K	400K	925K	3.2M	8.9%
W. 72 St	800K	575K	275K	825K	2.5M	6.7%
Sixth Ave (CPS)	800K	550K	275K	425K	2.0M	5.6%
E. 72 St	450K	350K	175K	500K	1.5M	4.0%
W. 81 St	500K	325K	125K	350K	1.3M	3.4%
Seventh Ave (CPS)	470K	300K	125K	275K	1.2M	3.3%
E. 90 St.	350K	325K	175K	375K	1.2M	3.3%
E. 79 St (Cedar Hill)	350K	275K	150K	300K	1.0M	2.9%
E. 85 St (Reservoir SE)	350K	250K	100K	275K	1.0M	2.7%
TOTAL (Top 10)	6.1M	4.1M	2.1M	4.8M	18.4M	50.4%

³ For the purpose of these estimates, entrances off of a plaza or corner of the Park were grouped and considered a single entrance (i.e., Merchant's Gate includes all four paths from the southwest corner of the Park, Grand Army Plaza at the southeast corner includes Wein Walk, the Closed East Drive, & the Pond Entrance, etc.). Entrance drives flanked by sidewalks were also treated as a single entrance.

Geographic Distribution of Visits – Areas Visited

Once inside the Park, the most visited landscapes are: the 59th Street Pond and Wollman Rink at approximately 5.5 million visits annually, the Great Lawn & Belvedere Castle at 5.1 million visits, and the Southwest Corner of the Park (just inside Columbus Circle / Merchants' Gate), at about 4.8 million visits. The drives and bridle path see more visits, at approximately 6.7 million, than any single area, but this is due to their circulation function within the Park, beyond their use as recreation loops.

Figure 4.1 lists each area of the Park—divided into thirty-three discrete zones for the purpose of this analysis—with the total estimated number of visits that each receives annually. It should be noted that the combined total of these visits far exceeds the total annual estimate, because most visits involve more than one of these zones (on average, survey respondents experienced three zones during their visit).

As an indicator of the intensity of use, Figure 4.2 shows the annual number of visits per acre for each of these zones. After Grand Army Plaza, which is atypical because of its location outside the perimeter wall, the most intensely-used zones are Strawberry Fields with approximately 425,000 visits per acre, the area that encompasses the Zoo at 275,000 visits per acre and, once again, the Southwest Corner, at 250,000 visits per acre. The Conservatory Garden, at 220,000 visits per acre, is the most intensely used area in the northern half of the Park.

Total annual visits and the number of visits per acre are overlaid on a map of the Park in Figures 4.3 and 4.4. In addition to the concentration of visits below 86th Street, Figure 4.4 in particular suggests that the marginal landscapes (between the perimeter and the Drive) are more heavily visited than the interior regions of the Park. This is due to the fact that visitors must pass through these landscapes to access destinations further inside the Park. This is an important qualification with respect to how the maps are interpreted, since many of the visitors represented in the total visits for the marginal landscapes actually spend the bulk of their time in the interior of the Park. Therefore, while the analysis provides useful information about total traffic across the Park, it does not provide for effective comparison between marginal and interior landscapes when describing certain aspects of Park use—such as crowds—that are a function of how much time visitors spend in a area. Interior landscapes can be equally or more crowded at any given time than marginal landscapes that see more total traffic, because visitors spend more time at their destination than they do getting there.

Figure 4.1 – Volume of Use by Area of the Park

AREA (# on map)	% Annual Visits*	Estimated Visits*
Drives & Bridle Trail (33)	18.2%	6,661,000
The Pond & Wollman Rink (30)	15.2%	5,537,000
Great Lawn & The Belvedere (16)	14.0%	5,103,000
Southwest Corner (28)	13.2%	4,801,000
Heckscher Playground/Ball Fields (29)	12.1%	4,412,000
The Reservoir (13)	11.8%	4,320,000
The Zoo, Arsenal, & Wein Walk (31)	10.7%	3,913,000
Ramble & The Lake (19)	8.6%	3,129,000
Metropolitan Museum Landscape (17)	8.3%	3,020,000
Sheep Meadow (25)	8.3%	3,016,000
The Mall (26)	8.1%	2,946,000
Bethesda Terrace & Cherry Hill (22)	8.0%	2,922,000
W. 60s/Tavern on Green (24)	7.3%	2,676,000
The Dene & East Green (27)	6.9%	2,522,000
Strawberry Fields (21)	6.8%	2,491,000
Conservatory Water (23)	6.6%	2,426,000
Summit Rock/W 80s Playgrounds (15)	6.1%	2,238,000
Harlem Meer & Lasker Rink (3)	6.1%	2,221,000
Cedar Hill (20)	6.0%	2,192,000
Grand Army Plaza (32)	5.7%	2,071,000
Naturalists' Walk (18)	5.4%	1,972,000
W90s Landscape/Playgrounds (11)	4.1%	1,499,000
North Meadow & Recreation Center (9)	4.1%	1,489,000
The Pool (8)	3.4%	1,246,000
East Meadow (10)	3.3%	1,206,000
Great Hill (4)	3.2%	1,174,000
Conservatory Garden (7)	2.8%	1,039,000
Tennis Courts (12)	2.8%	1,017,000
North Woods (2)	2.6%	938,000
Northwest Corner (1)	2.4%	893,000
West 86 - 90 Landscape (14)	2.2%	821,000
The Mount (6)	1.5%	545,000
The Ravine (5)	1.4%	508,000

Figure 4.2 – Intensity of Use by Area of the Park

AREA (# on map)	% Annual Visits*	Visits/Acre*
Grand Army Plaza (32)	5.7%	1,186,000
Strawberry Fields (21)	6.8%	424,000
The Zoo, Arsenal, & Wein Walk (31)	10.7%	276,000
Southwest Corner (28)	13.2%	253,000
Conservatory Garden (7)	2.8%	220,000
Metropolitan Museum Landscape (17)	8.3%	208,000
W. 60s/Tavern on Green (24)	7.3%	204,000
Bethesda Terrace & Cherry Hill (22)	8.0%	206,000
The Pond & Wollman Rink (30)	15.2%	186,000
Cedar Hill (20)	6.0%	177,000
Naturalists' Walk (18)	5.4%	142,000
Conservatory Water (23)	6.6%	138,000
Heckscher Playground/Ball Fields (29)	12.1%	134,000
The Dene & East Green (27)	6.9%	123,000
West 86 - 90 Landscape (14)	2.2%	116,000
Northwest Corner (1)	2.4%	111,000
Harlem Meer & Lasker Rink (3)	6.1%	110,000
W90s Landscape/Playgrounds (11)	4.1%	105,000
Summit Rock/W 80s Playgrounds (15)	6.1%	101,000
The Reservoir (13)	11.8%	100,000
The Mall (26)	8.1%	96,000
Sheep Meadow (25)	8.3%	90,000
The Pool (8)	3.4%	82,000
Great Lawn & The Belvedere (16)	14.0%	80,000
Ramble & The Lake (19)	8.6%	67,000
East Meadow (10)	3.3%	63,000
Great Hill (4)	3.2%	45,000
North Woods (2)	2.6%	45,000
The Mount (6)	1.5%	40,000
Tennis Courts (12)	2.8%	38,000
North Meadow & Recreation Center (9)	4.1%	27,000
The Ravine (5)	1.4%	26,000

Figure 4.3 - Annual Visits by Survey Zone and by Entrance

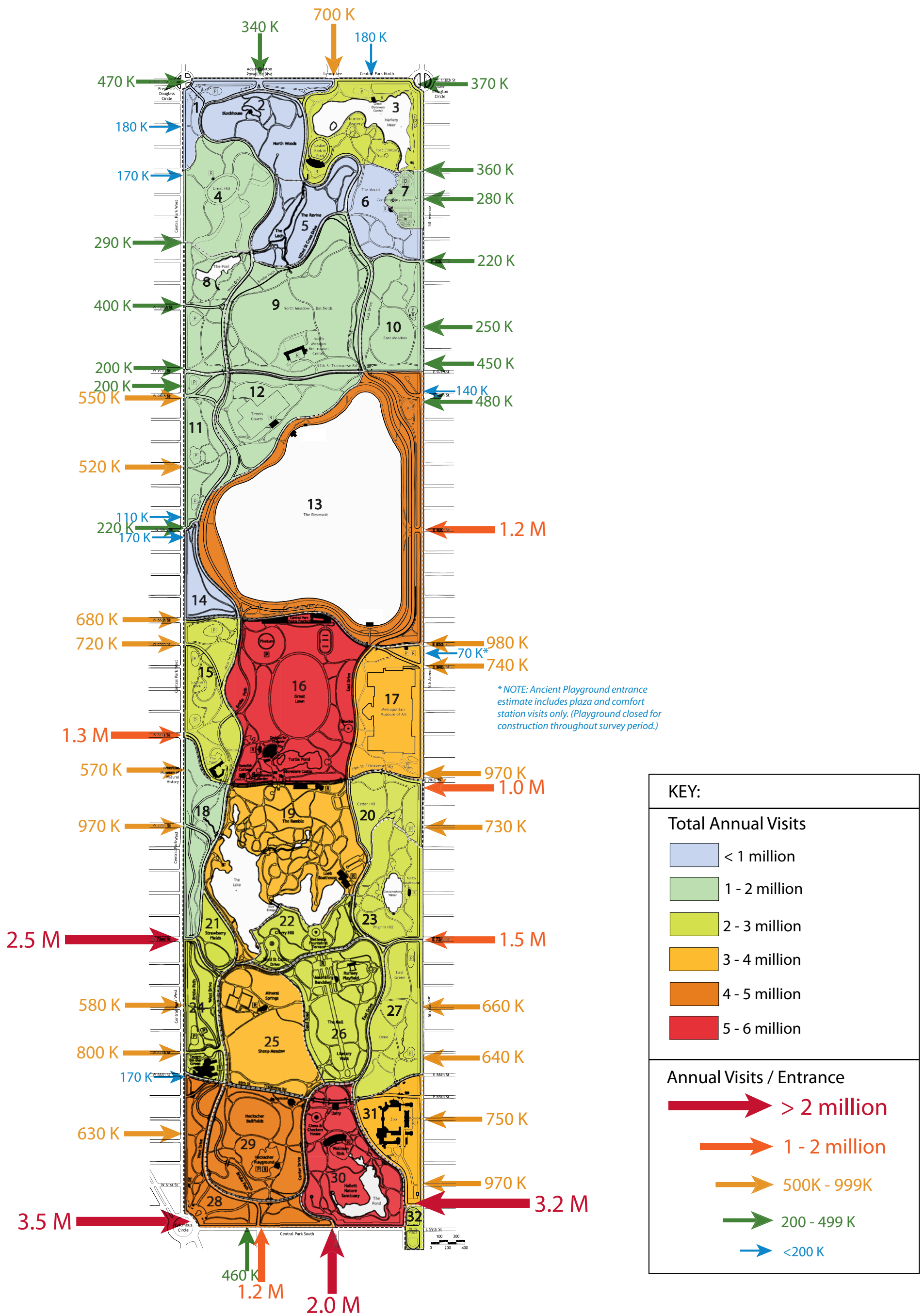
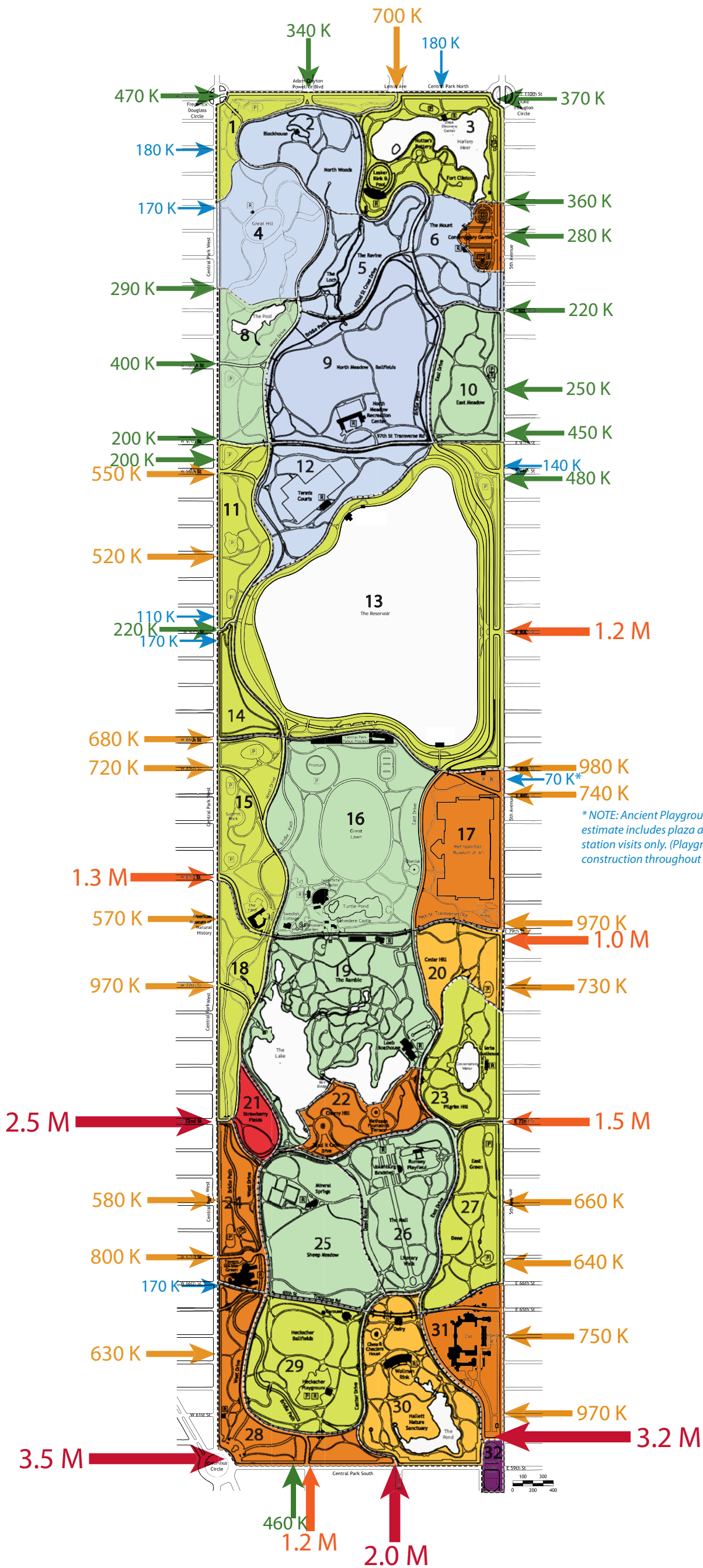


Figure 4.4 - Annual Visits per Acre and Per Entrance



* NOTE: Ancient Playground entrance estimate includes plaza and comfort station visits only. (Playground closed for construction throughout survey period.)

KEY:

Annual Visits / Acre*

- < 50,000
- 50,000 - 99,999
- 100,000 - 149,999
- 150,000 - 199,999
- 200,000 - 399,999
- 400,000 - 499,999
- > 500,000

* Acreage excludes waterbodies and the Metropolitan Museum of Art

Annual Visits / Entrance

- > 2 million
- 1 - 2 million
- 500K - 999K
- 200 - 499 K
- < 200 K

II. NATURE OF PARK USE

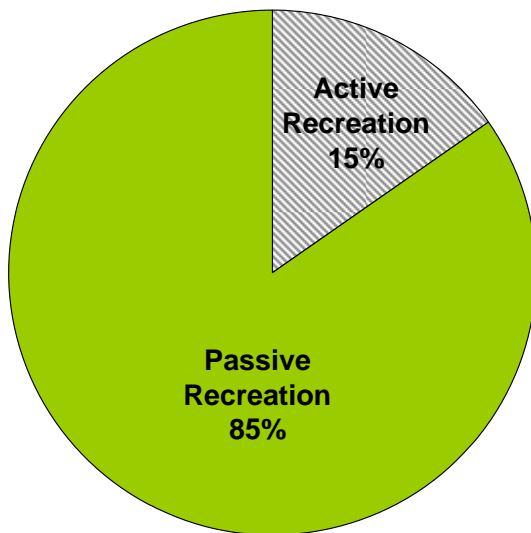
The preceding section described how many visits the Park receives, and the when and where of these visits. This section is about the visits: What are people doing in the Park? Who do they come with? How often do they visit, and for how long?

Activities Engaged in by Visitors

The vast majority of visitors come to Central Park to engage in passive forms of recreation—activities that are primarily relaxing, contemplative, or social in nature, as opposed to those that involve a high level of physical exertion.

Excluding the approximately one million annual visits to the Park in connection with major permitted events (which represent about 2.5% of all visits), about 90% of general park visits include one or more forms of passive recreation, and 22% percent include one or more forms of active recreation. The total is greater than 100% of visits, because some visits involve both active and passive recreation. As shares of a whole (calculated by dividing the visits that include both active and passive recreation equally between them), passive recreation amounts to roughly 85% of general park use, and active recreation amounts to about 15%.

Figure 5.1 – Active & Passive Recreation as a Share of Total Park Use



Active recreation is generally defined as forms of recreation that primarily involve physical activity—such as sports, exercise, and playground use—and that often require dedicated facilities.

Passive recreation refers to more subdued activities, such as taking a walk, reading a book, picnicking, bird-watching, or visiting the zoo, that generally include observation or passive enjoyment of one's surroundings.

Figure 5.2 shows the proportion and estimated number of annual visits that include each of the major categories of activities reported by visitors in response to the question “What did you do in the Park today?” organized into active and passive uses. Note that just as some visits include both active and passive forms of recreation, many visitors engage in more than one category of activity within them. The proportion and estimated visits for each category therefore add up to more than the total visits shown for active or passive recreation, respectively.

Figure 5.2 – Activity Categories Participated in During Visit

ACTIVITY	% Visits*	Estimated Visits
Passive Recreation	89.5%	32,700,000
Walking / Wandering / Sight-Seeing	63.8%	23,300,000
Relaxing / Socializing	36.3%	13,300,000
Nature Study / Appreciation	15.0%	5,500,000
Dog Walking	11.8%	4,300,000
Photography & Art	5.1%	1,900,000
Commuting	4.8%	1,800,000
Attractions, Programs & Events	4.8%	1,700,000
Metropolitan Museum Visit**	2.1%	800,000
Boating & Fishing	0.3%	100,000
Active Recreation	21.9%	8,000,000
Exercise / Physical Activity	13.9%	5,100,000
Playground	8.5%	3,100,000
Team Sports	2.6%	1,000,000
Spectating (sports, races, etc.)	0.8%	300,000
Races	0.6%	200,000

* General park use (excludes large events)

** Includes only those museum visitors who also visited/exited the Park. The museum receives approximately 5 million visitors annually.

As Figure 5.2 illustrates, the single most popular category of activity is that which includes walking, wandering and sight-seeing. Nearly two-thirds of park users interviewed indicated that their visit involved at least one activity in this category (which also included tours, carriage rides, and pedi-cab rides—but none cited any where near as frequently as simply “walking,” which was included in more than 60% of all responses). The conclusion is clear: while the survey data suggests that more visitors are using the Park in more ways than ever before, the primary purpose for which it was built more than 150 years ago—to serve as a scenic retreat from the City—is still what brings more people to Central Park than any specific activity.

The next most popular category under passive use is relaxing or socializing. Among the many specific responses included in this category, the most common were relaxing (12%), people-watching (11%), and sitting (11%). Also included in this category are reading, picnicking, watching performers, and sunbathing, among others. Activities included in the nature category are looking at plants and trees (13.5%) and bird-watching (5%). Included in the attractions, programs, and events category are the Zoo (3%), the carousel (1%), the model boat pond and other attractions (less than 1% each), as well as public programs sponsored by the Central Park Conservancy and others, and special events of all kinds except for the large-scale events (attendance of 10,000 or more) that were excluded from the survey dates and estimated separately using event counts and/or permit data.

At fourteen percent of visits, the most popular category of active recreation reported by survey respondents is exercise or physical activity (exclusive of team sports). Jogging is by far the most common of these activities, cited by more than 10% of survey respondents exiting the Park. Bicyclists represent approximately 3% of visitors. The next most popular category of active recreation is playground visits, at 8.5%, or more than 3 million visits; these are estimated to consist of 1.9 million visits by children and 1.2 million by their parents and caregivers.⁴ Less than 3% of visits (approximately one million) involve participation in team sports, and the number of visits that include any specific team sport is less than one percent.

Data on the specific activities visitors reported engaging in during their visit is included in the supplemental data section of this report.

Social Nature of Park Visits

Nearly two-thirds of visitors come to the Park alone. Solitary visits are most likely in winter (71%), and least likely in the summer (59%). Visitors are also more likely to come alone during the week (67%) than on the weekend (58%). The data represents an increase in the share of solitary visitors over that which was observed in 1982, when 63.8% of visits during the week and 46.7% on the weekend were by solitary users.

The proportion of visitors who came to the Park alone, and who they came with if in a group, is described in Figure 6.1. The responses total more than 100%, due to people who visit with companions in more than one category.

Figure 6.1 – Social Nature of Visits

WHOM DO VISITORS COME WITH?	% Visits*	Estimated Visits
Alone	63.4%	23,150,000
Family Group	17.9%	6,550,000
Spouse / Partner	12.0%	4,380,000
Friend / Co-worker	13.7%	5,000,000
Child in their care (unrelated)	0.7%	250,000
Organized Group (school, tour, etc.)	0.8%	300,000

* General park use (excludes large events)

Frequency of Visits

On average, 65% of the people in Central Park on any given day are regular visitors who use the Park once a week or more. Nearly half of these (31%) are people who say they use the Park every day. Fourteen percent are first-time users of the Park, which translates into 5 – 5.5 million first-time visits a year.

Figure 7.1 shows the share of total visits according to how often visitors reported using the Park in the season they were interviewed.

⁴ This estimate is based on surveys conducted between 2005 and 2010 as part of ongoing analysis of playground use by the Central Park Conservancy, which suggest the average ratio of children to adults in Central Park’s Playgrounds to be approximately 1.6 to 1.

Figure 7.1 – Frequency of Visits in the Season Interviewed

HOW OFTEN IN THE PARK?	Summer	Fall	Winter	Spring	TOTAL
Every day (one or more times)	29%	31%	36%	33%	31%
2 – 6 days a week	26%	26%	25%	29%	27%
Once a week	5%	8%	5%	8%	7%
1 – 3 times a month	8%	7%	13%	4%	7%
Less than once a month	11%	11%	5%	8%	9%
This is the first time	18%	14%	12%	11%	14%
Other / Not Answered	3%	3%	4%	7%	5%
TOTAL VISITS	100%	100%	100%	100%	100%

Based on the frequency with which visitors reported using the Park, it can be inferred that among the 8 – 9 million different people who visit the Park annually:

- About 150,000 – 200,000 individuals use the Park at least once a week in every season except for winter (about 60,000 – 70,000 use the Park at least once a week in winter).
- Approximately 350,000 – 400,000 individuals use the Park at least once a month in summer.
- About 40,000 individuals use the Park at least once a day in spring and summer.
- About 20,000 individuals use the Park at least once a day in the winter.

Duration of Visits

Fifty percent of visits are one hour or less. The average visit is 1.4 hours. Duration of visits vary more by day of week (weekdays versus weekends) than by season.

Figure 8.1 – Duration of Visits

LENGTH OF VISIT	Sunday	Saturday	Weekday	TOTAL
< 30 minutes	16%	16%	26%	22%
30 to < 1hour	26%	27%	30%	28%
1 to < 2 hours	37%	34%	27%	30%
2 to < 3 hours	15%	13%	10%	11%
3 to < 5 hours	5%	8%	6%	6%
5 or > hours	1%	2%	2%	2%
TOTAL VISITS	100%	100%	100%	100%

Figure 8.2 – Average Duration of Visit

LENGTH OF VISIT (in hours)	Sunday	Saturday	Weekday	TOTAL
Fall	1.5	1.2	1.2	1.3
Spring	1.3	1.4	1.2	1.3
Summer	1.6	1.9	1.4	1.5
Winter	1.4	1.4	1.2	1.3
TOTAL	1.4	1.5	1.3	1.4

III. CHARACTERISTICS OF PARK USERS

Who uses Central Park?

Residence of Visitors

Of the estimated 37 - 38 million annual visits to Central Park, approximately 70% are by people who live in New York City. Another 3% live outside of the City in the New York Metropolitan Area. The proportion of use varies by season. New Yorkers' share of visits is highest in winter (77%) and lowest in summer (63%). The estimated 30% of visits by non-residents represents a significant increase since 1980, when less than 20% of visits were by people who lived outside of the City.⁵ Figure 9.1 shows the distribution by season and total estimated visits according to place of residence.

Figure 9.1 – Distribution of Visits by Residence of the Visitor

RESIDENCE	Summer	Fall	Winter	Spring	ANNUAL TOTAL	TOTAL VISITS
NYC	63%	69%	77%	71%	69%	26.0 million
NYC Metro Area	4%	4%	2%	3%	3%	1.0 million
Rest of USA	16%	10%	6%	11%	12%	4.5 million
International	17%	17%	15%	15%	16%	6.0 million
TOTAL	100%	100%	100%	100%	100%	37.5 million

European countries account for 11% of all visits, the greatest number of which come from the United Kingdom (estimated at 1.2 million), Germany (600,000), and France (500,000). North America outside of the US accounts for 2% of visits, most of which (600,000) are from Canada. About 1% each come from Asia and from Australia (which at an estimated 300,000 visits is also the foreign country with the next greatest number of visits after France). Other continents each account for less than one percent of total visits.

Figure 9.2 shows the breakdown of visits by NYC residents between Manhattan and the outer boroughs. 88% of the estimated 26 million visits by New Yorkers (about 23 million visits) are by Manhattan residents. Their share of total visits varies significantly by season (from a low of 54% of total visits in summer, up to 69% in winter). The 23 million annual visits by Manhattan residents is equivalent to approximately fourteen visits per resident.

Figure 9.2 – Distribution of Visits by NYC Residents

NYC VISITORS	Summer	Fall	Winter	Spring	ANNUAL TOTAL	TOTAL VISITS
Manhattan	54%	59%	69%	62%	61%	23 million
Outer Boroughs	9%	10%	8%	9%	8%	3 million
TOTAL NYC	63%	69%	77%	71%	69%	26 million

The estimated three million visits by outer borough residents include approximately 1.2 million by Brooklyn residents, one million from Queens, 600,000 from the Bronx and 200,000 from Staten Island. In each case, the estimated visits is approximately 0.4 – 0.5 per borough resident.

⁵ In 1982, 17% of visitors surveyed were from outside the City. (In 1973, 24% were from outside the City, but those interviews were conducted only below 96th Street, and therefore more likely to include non-residents.)

Figures 9.3 and 9.4 illustrate the breakdown of the estimated 23 million visits by Manhattan residents according to neighborhood, and those zip codes representing more than 500,000 annual visits. Also included is the total population of each neighborhood and zip code⁶, as a basis for calculating the approximate number of visits per resident. The neighborhood and full zip code analysis is overlaid on a map of Manhattan in Figures 9.5 and 9.6.

Figure 9.3 – Breakdown by Neighborhood of Visits by Manhattan Residents

NEIGHBORHOOD	% of Visits	Estimated Visits	Total Pop	Visits per Resident
Upper West Side	25%	9,280,000	233,520	40
Upper East Side	16%	6,020,000	219,400	27
Midtown	6%	2,070,000	107,580	19
Harlem / Morningside	4%	1,460,000	160,351	9
East Harlem	4%	1,380,000	114,408	12
Murray Hill / Gramercy	2%	550,000	81,965	7
Union Sq / Lower East Side	1%	480,000	209,183	2
Washington Hts / Inwood	1%	470,000	286,817	2
Chelsea / Garment District	1%	470,000	72,257	7
Greenwich Village / SoHo	1%	270,000	88,556	3
Lower Manhattan	0%	160,000	27,528	6
Roosevelt Island	0%	<100,000	10,088	5

Figure 9.4 – Manhattan Zip Codes > 500,000 Visits

ZIP CODE	Neighborhood	% of Visits	Estimated Visits	Total Pop	Visits per Resident
10023	UWS (59 – 76 St)	8.7%	3,280,000	64,131	51
10025	UWS (91 – 114 St)	8.5%	3,170,000	103,081	31
10024	UWS (76 – 91 St)	7.3%	2,750,000	64,821	42
10021	UES (69 – 77 St)	4.5%	1,700,000	47,425	36
10028	UES (80 – 87 St)	4.1%	1,550,000	47,557	33
10128	UES (87 – 96 St)	3.8%	1,420,000	63,445	22
10019	Midtown (48 – 59 St)	3.6%	1,360,000	37,949	36
10029	E. Harlem (96 – 116 St)	3.2%	1,220,000	80,445	15
10026	Harlem (110 – 120 St)	2.4%	900,000	32,594	27
10065	UES (60 – 69 St)	2.0%	740,000	34,713	21
10075	UES (77 – 80 St)	1.7%	630,000	26,259	24

⁶ NYC population statistics referenced in this report are as estimated by the United States Census Bureau for 2009. At the time this analysis was prepared, population data was not available at the zip code level for 2009. Therefore, estimates used here of 2009 population at the neighborhood and zip code level are generated using 2000 Census data for Zip Code Tabulation Areas (ZCTAs) as a baseline, with the 5.6% total estimated increase in the population of Manhattan (from 1,537,395 in 2000 to 1,629,054 in 2009) prorated across the zip codes.

Figure 9.5 - MANHATTAN RESIDENTS IN CENTRAL PARK
Estimated Total Annual Visits and Visits per Resident (VPR) by Neighborhood

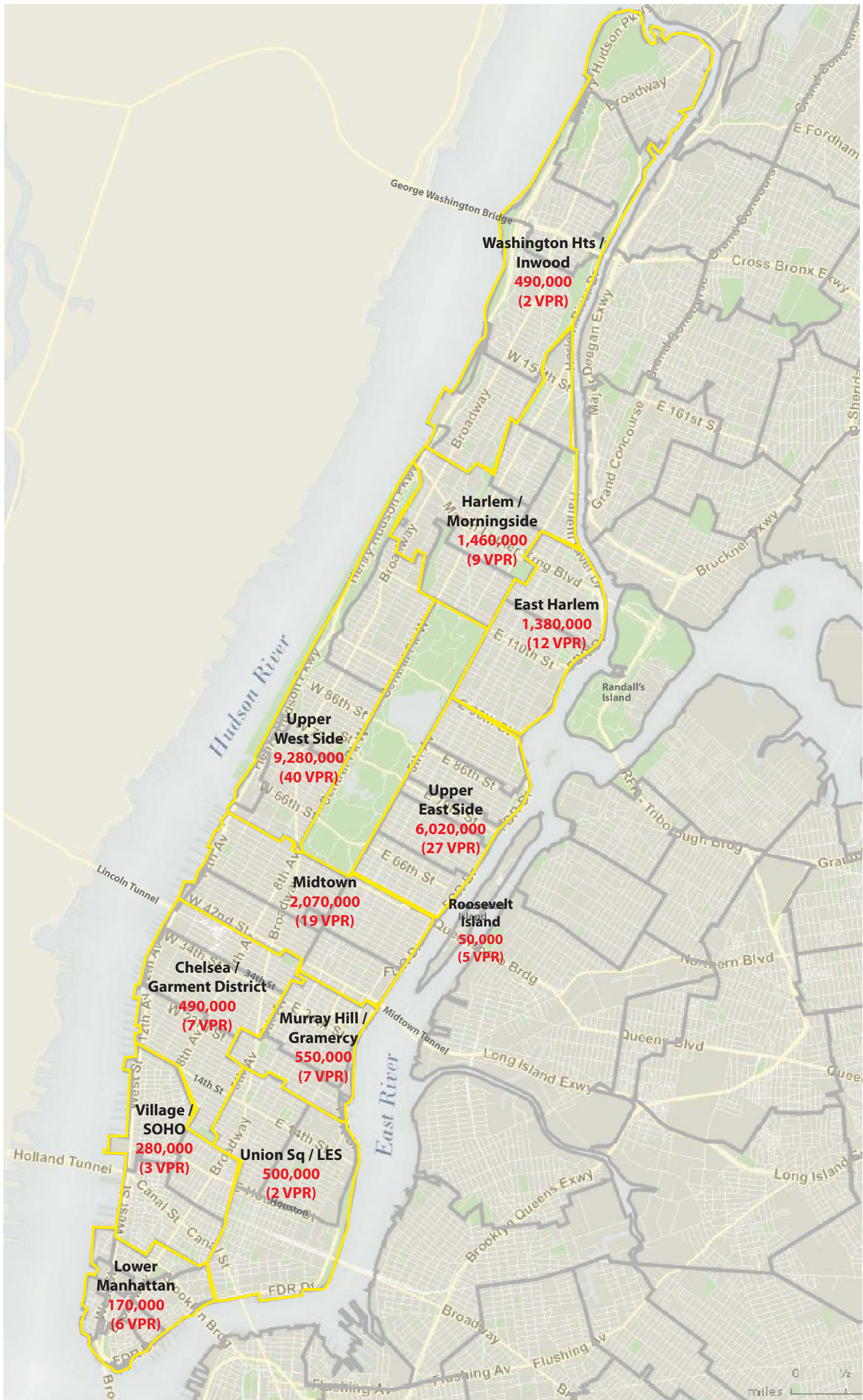
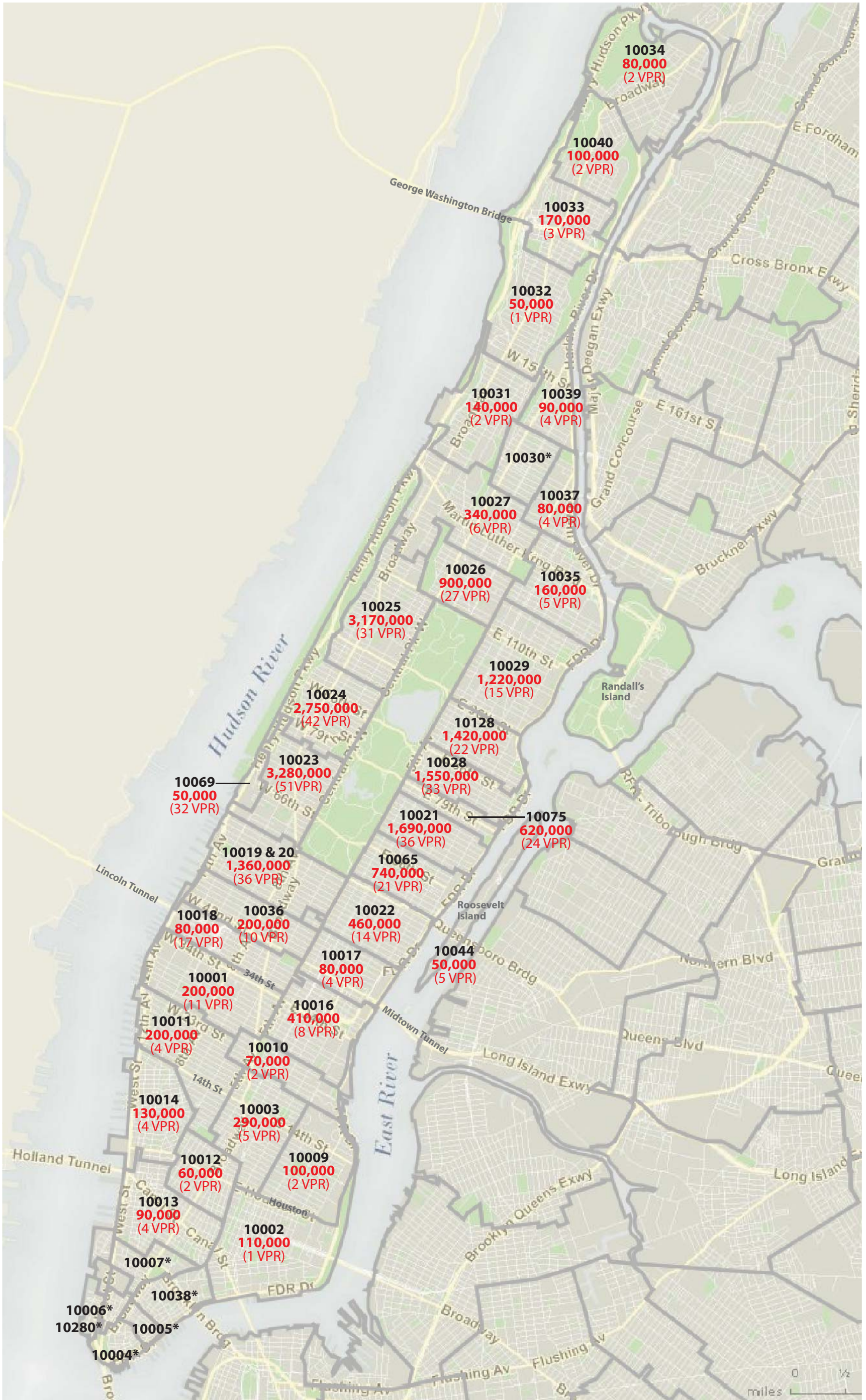


Figure 9.6 - MANHATTAN RESIDENTS IN CENTRAL PARK
Estimated Total Annual Visits and Visits per Resident (VPR) by Zip Code



(Note: * indicates fewer than 50,000 estimated annual visits)

Age of Visitors

Figures 10.1 and 10.2 show the breakdown of park visits according to age of the visitor. As compared with the previous studies of Park users, there appears to have been a significant increase over the last several decades in the share of total park visits by older users. Visitors aged 50 years and older were estimated to account for 12.6% of adult visitors in 1982, and 11% in 1973 (note that these percentages are of adult users only, based on responses provided by interview subjects 18 years of age and older). Currently park users who are 50 years older represent are estimated to represent approximately 40% of visits by adults.

It should be noted that visitors in the “18 – 21 years” category may be underrepresented in this survey because surveyors were advised, in general, not to approach visitors who appeared to be under age and unaccompanied by an adult. Although surveyors completed non-participation surveys of observable characteristics of these individuals, verifiable age data was not provided for a portion of the visitors who appeared to be under 18, some of whom may have actually been in the 18 – 21 year age category.

Figure 10.1 – Age of Visitors

AGE	% of Visits (Total)*	Estimated Visits*	% of Visits by Adults
< 18 years old**	18%	6,670,000	
18 to < 21	2%	720,000	2%
21 to < 30	13%	4,700,000	16%
30 to < 40	17%	6,250,000	21%
40 to < 50	17%	6,370,000	21%
50 to < 60	16%	5,620,000	19%
60 to < 75	14%	5,120,000	17%
75 and over	3%	1,050,000	4%
TOTAL	100%	36,500,000	100%

* General park use (excludes large events)

** Rough estimate based on reported ages of children in the company of interview subjects.

Within the above description of age distribution, the estimated proportion and number of visits by children and youth under 18 years of age should be considered a rough approximation based on data collected from interview subjects about the number and ages of children accompanying them. The limitations of this data and assumptions made in interpreting it are discussed in the methodology section of this report.

Figure 10.2 describes the breakdown of visits by children and youth under 18 years of age into age groups (infants and toddlers, preschoolers, school age children, and teenagers) in total and by day of the week.

Figure 10.2 –Visitors Under 18 Years of Age

AGE	Sun	Sat	Wkdy	TOTAL	Estimated Visits*
Infants & Toddlers (0 - 3 yrs)	21%	20%	30%	26%	1,710,000
Preschool Age (3 - 5 yrs)	18%	5%	12%	12%	810,000
School Age (5 - 13 yrs)	48%	59%	39%	45%	3,040,000
Teenagers (13 - 18 yrs)	13%	16%	19%	17%	1,110,000
TOTAL	100%	100%	100%	100%	6,670,000

* Based on rough approximation of total number of visitors under 18 years, as discussed in methodology section.

Gender

Park users are divided almost exactly evenly between male and female visitors (49.8% male and 50.2% female, with a margin of error of $\pm 1\%$). As compared with past studies, use of the Park by female visitors has increased, up from 34% in 1982. Women were also slightly more likely to participate in an interview (52.6% of interviews were with female visitors).

Disability

Visitors with a perceived disability account for 1.2% ($\pm 0.2\%$) of total visits, or roughly 450,000 visits. Although these visitors were more likely to participate in an interview than those without a perceived disability, their sample size when isolated from other users is not large enough to discern statistically significant differences in their use patterns or perceptions of the Park. Targeted outreach is key to collecting additional information that paints a more complete picture of this community’s experience in the Park and the unique challenges of access posed by virtue of its size, design, and internal circulation removed from the city street system.

Unique Individuals

For the purpose of the foregoing analysis, the population of park users studied is measured in terms of visits—not unique individuals. This is both a more practical and generally more meaningful way of describing the use and users of the Park, because it paints a picture of the total volume of visits, and provides a snapshot of who is typically in the Park at any given time, where they go, and what they do. However, an understanding of how many different people are responsible for the 37 – 38 million annual visits, and some explanation of who they are, is also important.

Based on how frequently visitors interviewed reported using the Park, it is estimated that roughly 8 – 9 million different individuals visited Central Park during the survey year. An estimated 6.5 – 7 million of them are tourists from outside of the New York metropolitan area, who account for about 10 million visits. About 1.5 – 2 million are people who live or work in NYC, and others who live in the metropolitan area and visit the Park at least once during the year. They account for about 27 million (72%) of total annual visits.

The supplemental data section of this report includes the details of this analysis and the assumptions used to estimate unique users based on how frequently visitors reported using the Park in the season they were interviewed.

IV. PERCEPTIONS AND ATTITUDES OF PARK USERS

How do visitors feel about the Park?

Safety and Maintenance

More than 60% of visitors interviewed feel that Central Park is as safe or safer than it was two years ago. About 38% responded that they did not know or had no basis for comparison, and only about one percent believed the Park to be less safe. More than 90% of visitors give the Park's maintenance a rating of 8 or higher, with an average rating of 8.8.

Figure 11.1 – How Well Maintained, on a Scale of 1 to 10

HOW WELL MAINTAINED	NYC	NY Metro	Rest of USA	Foreign	TOTAL
10	30.7%	23.4%	24.2%	24.3%	28.6%
9	32.6%	28.5%	37.0%	30.9%	33.0%
8	29.0%	30.1%	29.4%	34.3%	29.8%
7	6.3%	15.2%	7.6%	8.2%	7.1%
6	0.6%	1.2%	1.9%	1.0%	0.8%
5	0.4%			0.6%	0.4%
4	0.1%	0.64%		0.6%	0.2%
3	0.1%			0.2%	0.1%
2					
1	0.0%	0.9%			0.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

More than three-quarters of survey respondents indicated that they do not avoid any areas of the Park. The areas avoided by Park visitors are shown in Figure 11.2.

Figure 11.2 – Areas Avoided by Park Visitors

AREAS AVOIDED	NYC	NY Metro	Rest of USA	Foreign	TOTAL
None	70.9%	79.0%	87.3%	94.1%	76.8%
Northern Park	7.0%	6.4%	2.8%	1.4%	5.6%
Park / specific areas after Dark	6.8%	3.0%	3.3%	0.8%	5.3%
Ramble	4.0%	2.1%	1.4%	0.2%	3.0%
North Woods	2.2%	0.5%	0.2%	0.4%	1.6%
Southern Park	1.0%	1.6%	0.7%		0.8%
Arches	0.9%			0.8%	0.7%
110th Street	0.8%				0.6%
Wooded Areas	0.8%		0.2%		0.6%
Secluded / Deserted Areas	0.7%	0.7%		0.2%	0.5%
Unclear / Nonspecific	0.6%		2.4%	0.9%	0.8%
Other Areas / Responses	4.4%	6.7%	2.0%	1.3%	3.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

Attitudes about the Park

When asked to identify the single thing that they appreciate or enjoy more than anything else about Central Park, the majority of users cited either the landscape (specific responses including landscape, nature, scenery, views, design, greenery, etc.) or its value as a retreat from the city (specific responses including oasis, refuge, escape, quiet, peaceful, open, outdoors, etc., and often qualified with “in the middle of the city” or otherwise contrasted with the city).

Figure 12.1 illustrates what visitors say they value most about the Park.

Figure 12.1 – Things Visitors Appreciate or Enjoy Most about the Park

APPRECIATE / ENJOY MOST	NYC	NY Metro	Rest of USA	Foreign	TOTAL
Landscape	31.2%	26.3%	30.0%	31.6%	31.0%
Retreat from City	25.3%	29.4%	28.1%	33.6%	27.1%
Activities	9.1%	10.4%	8.9%	7.1%	8.8%
Everything About the Park	5.2%	4.8%	4.2%	2.5%	4.6%
People / Social Aspect	4.4%	8.2%	6.0%	3.2%	4.5%
Free and Open to All	5.5%	3.9%	1.7%	1.4%	4.3%
Variety	4.1%	3.0%	6.2%	3.6%	4.2%
Level of Upkeep	3.5%	1.0%	2.6%	3.6%	3.3%
Size	1.9%	1.6%	3.9%	5.4%	2.7%
Specific Landscapes	2.4%	4.8%	1.5%	3.7%	2.6%
Good for Dogs	2.6%	1.3%	0.7%	0.2%	1.9%
Good for Children	1.4%	2.8%	0.2%	0.4%	1.2%
Safety	1.3%	1.9%	0.7%	1.7%	1.3%
Events	0.8%	0.3%	0.6%	0.5%	0.7%
History	0.4%		1.6%		0.5%
Other / Unclear Response	0.8%	0.4%	3.0%	1.6%	1.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

Responses in the “Activities” category include specific activities and attractions (such as jogging, ice-skating, going to the zoo) as well as people who indicated more generally that they enjoy the activities the Park offers.

The most common complaints by visitors when asked what they dislike about the Park are cars and crowds, each cited by about 7% of visitors. About 5% cited issues of maintenance or cleanliness which, for the most part, consisted of very specific complaints (about bathroom maintenance, algae on the Harlem Meer, litter in connection with large events, need for more garbage cans, etc.), which did not seem to diminish their opinion of the Park’s overall upkeep (as evidenced by the fact that 98% of respondents rated the level of the Park’s maintenance at 7 or higher on a scale of 1 to 10).

Figure 12.2 – Things Visitors Dislike about the Park

ISSUES CITED	NYC	NY Metro	Rest of USA	Foreign	TOTAL
Nothing	23.5%	35.1%	39.4%	52.7%	30.0%
Cars & Traffic	8.0%	3.9%	3.1%	5.0%	6.8%
Crowds	8.4%	4.2%	6.2%	0.2%	6.8%
Maintenance/Cleanliness Issues	5.8%	4.3%	3.3%	5.2%	5.3%
Difficult to Navigate	2.7%	7.3%	13.5%	8.8%	4.9%
Bikes	5.8%	5.1%	0.2%		4.3%
Dogs	4.1%	3.9%	2.8%	1.2%	3.5%
Safety Concerns	4.0%	1.2%	3.0%	0.7%	3.4%
Insufficient Public Facilities	3.5%	4.1%	2.7%	3.0%	3.4%
People (Offensive / Annoying Behavior)	3.6%	3.0%	1.7%	2.2%	3.1%
Horses	2.1%	6.0%	3.0%	2.6%	2.4%
Rules & Restrictions	2.4%		1.4%	1.3%	2.0%
Fences	2.0%		0.8%	2.0%	1.8%
Dog Needs	2.2%		0.3%		1.6%
Inadequate Concessions	2.0%		0.7%	0.2%	1.5%
Noise	1.6%	1.7%	1.4%	0.6%	1.5%
Homeless	1.5%	2.2%	1.4%	0.5%	1.4%
Events	1.9%				1.3%
Tourists	1.4%		0.4%		1.0%
Lighting	0.8%	1.7%			0.7%
Pedicabs	0.8%	2.3%	0.3%		0.7%
Rollerbladers, etc.	0.6%	1.2%	0.6%		0.5%
Other / Unclear Response	11.3%	12.9%	13.8%	13.8%	12.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

METHODOLOGY

The dispersed, highly variable, and free nature of park use and the fact that the population of park users is a dynamic, self-determined group make the selection of a random sample for statistical analysis a virtual impossibility. Methods of randomly sampling documented, relatively static populations such as households, student populations, members of an organization, etc., are not applicable. Nor are other sampling methods that are often used in statistical analysis because they are more practical or efficient than random sampling, such as stratified sampling (constructing a sample that replicates known proportions of subpopulations) or cluster sampling (in which naturally-occurring groupings known or believed to be representative of the population serve as the sample).

The survey conducted for this study sought to both define the population of Central Park's visitors to the extent possible, and to poll this population about their use of the Park. It was designed to capture as representative a sample of the Park's true population as could reasonably be accomplished. The methods used for obtaining the data, minimizing sampling bias, identifying biases that exist (or might exist) in the sample, and adjusting for known sampling biases when possible are discussed in this section, along with the methods and assumptions used to interpret the data.

OVERVIEW

The analysis presented in this report is based on visitor data collected from Central Park that includes: (1) ten-minute sample counts of visitors *entering* the Park, and (2) interviews and observations of visitors *exiting* the Park. The data was collected on fifteen survey dates in each of the four seasons during the period from July 2008 through May 2009. The survey dates and the number of sample counts, interviews, and observations collected are indicated in Figure 13.

Figure 13 – Survey Dates and Data Collected

SURVEY DATE		Sample Counts	Exit Interviews	Observations
Day	Date			
Sunday	7/13/2008	243	242	632
Tuesday	7/15/2008	262	262	780
Thursday	7/17/2008	305	267	754
Saturday	7/26/2008	234	131	394
Sunday	10/5/2008	274	328	983
Tuesday	10/7/2008	345	273	840
Thursday	10/16/2008	306	257	747
Saturday	10/18/2008	537	270	663
Sunday	2/1/2009	283	189	427
Thursday	2/5/2009	276	84	232
Saturday	2/7/2009	291	193	435
Thursday	4/2/2009	314	208	579
Saturday	4/4/2009	262	203	518
Sunday	4/19/2009	343	259	679
Tuesday	4/21/2009	296	195	495
TOTAL DATA POINTS		4,571	3,361	9,158

Additional data consulted in the analysis for this report includes: (1) attendance estimates for large events derived from permit applications and/or event counts conducted by event organizers and the Park's managers, (2) weather statistics recorded for the one-year period from June 1, 2008 through May 31, 2009, (3) population statistics for 2009 as estimated by the United States Census Bureau, and (4) surveys of playground users conducted by the Central Park Conservancy between 2005 and 2010.

DATA COLLECTION

In each season, the entrance counts and exit interviews/observations were conducted on a Saturday, Sunday, and at least one weekday (summer, fall, and spring survey dates included a Tuesday and a Thursday; Tuesday was omitted from the winter survey schedule). Surveys were rescheduled if the forecast called for steady rain or excessive heat (95 degrees or above). On each survey date, volunteer and staff surveyors conducted entrance counts and exit interviews/observations in two-hour shifts from 8:00AM to 6:00PM. In addition, limited sample counts were conducted at a few locations in the two hours before and after 8:00AM and 6:00PM, in the summer only, in order to estimate relative volumes in these hours. Data collection was distributed around the perimeter of the Park. Surveyors rotated between adjacent entrances conducting entrance counts and exit interviews/observations.

During the summer, fall, and spring installments of the survey, counts and interviews were conducted at every park entrance, with each surveyor covering between three and five adjacent entrances, depending on the distance between entrances, availability of surveyors, and whether the same surveyors were responsible for conducting both counts and interviews (in the summer, the same surveyors did both across the board; in other seasons, some of the surveyors were specialized, conducting only counts or interviews/observations). In order to reduce the staffing required for the winter survey, interviews and observations were conducted at fewer entrances (just under half, distributed around the Park and selected by eliminating lower-volume entrances while taking into consideration areas and features of the Park served by each entrance, in an effort to ensure that no areas or activities were underrepresented; sample counts continued to be conducted at every entrance). In addition, an abbreviated questionnaire was used in winter in order to shorten the interviews; questions about perceptions and attitudes, which are less likely to be highly correlated with time of year than the nature of the visit and characteristics of visitors, were eliminated from the winter survey.

Sample Counts

Sample counts included all people entering the Park at a given location in a ten-minute interval. All adults and children entering the Park on foot, bicycle, rollerblades, scooters, wheelchairs, strollers, and in horse-drawn carriages or pedicabs were counted (excluding the drivers). People in automobiles entering the drives were not counted, as they are considered through-traffic, not park use (although this could exclude some passengers who may have been dropped off in the Park, the number of visitors who arrive this way is not believed to be significant). Pedestrians and cyclists on the four crosstown transverse drives were not counted. People entering the Metropolitan Museum of Art on Fifth Avenue, and those

entering Tavern on the Green from the entrance directly on Central Park West, were not counted, although it was possible for the latter to enter the Park from the building (the museum does not have an entrance directly onto the Park).

The sample counts were used to extrapolate an estimate of the total number of visitors entering at each location for each two hour shift, and these were aggregated into an estimate of the total number of visitors entering the Park in that period. The goal was to collect at least one sample count at each entrance during each shift. In practice, during any given shift, some entrances were counted more than once and some entrances were not counted.

Interviews and Observations

Surveyors were trained to ensure that interview subjects were selected as arbitrarily as possible by approaching every “nth” person exiting at the location where they were stationed. The general rule of thumb was every third person, but this was variable based on the volume of traffic. Surveyors were instructed to gauge the flow of traffic in order to determine the appropriate interval of exiting visitors to use in determining their intended subject (i.e., at entrances/times of day when the volume of visitors exiting was low, spaced apart by several minutes, the rule might be to interview the first visitor to exit; on the other hand, if there was a steady stream of visitors exiting from the survey location, an interval of ten or more might be necessary to ensure that selection was arbitrary and the surveyor could not tell when they began counting down who their subject would be). Once they had determined the appropriate interval, surveyors were told to look away for a moment (in order to allow any visitors in their line of vision to exit before beginning the countdown), and then turn around and immediately begin counting down from the first visitor exiting the Park in order to determine their intended subject. Once the interval for selecting their subject was established, it was not to be varied.

If surveyors were unsuccessful getting an interview from the “nth” visitor, whatever the reason (including people whose attention they could not catch, who were on a bike or speaking on a cell phone, etc.), they recorded their observations of that visitor on a non-participation survey, which included observable characteristics identical to those recorded for interview subjects.

Surveyors did not hand the questionnaire to subjects to complete. They were instructed to use the survey questionnaire to interview subjects in order to get the most complete, accurate information they could.

INTERPRETATION

Estimated Visits

The sample counts collected of the number of visitors entering during ten-minute intervals at all park entrances were used to estimate the total number of visitors entering the Park during each two-hour period between 8:00 AM and 6:00 PM. If more than one sample count was collected from an entrance during the same shift, they were averaged; if no sample count was

obtained at a given entrance during a particular shift, the estimated volume for that shift was interpolated from the data collected in previous and subsequent shifts.

Estimated visits before 8AM and after 6PM were derived using conservative assumptions based on a limited number of sample counts collected for these hours at a few entrances during the summer survey only. These early morning and evening sample counts were collected from four high-volume entrances (Central Park South & Sixth Avenue, West 72nd Street, 110th Street & Lenox Avenue, and East 86th Street) on a Sunday and two Thursdays in summer, from 6 to 10AM and from 4 to 8PM, and on a Saturday from 4 to 8PM only at West 72nd Street, West 81st Street, and 110th Street & Lenox Avenue. (No sample counts were collected before 6AM or after 8PM). At those entrances on those days:

- On Thursday, the number of visitors entering between 6 and 8AM was 50% of the number entering between 8 and 10AM, and the number entering between 6 and 8PM was 80% of the number entering between 4 and 6PM.
- On Sunday, the number entering between 6 and 8AM was 23% of the number entering between 8:00 and 10:00AM, and the number entering between 6 and 8PM was 58% of the number entering between 4 and 6PM.
- On Saturday, the number entering between 6 and 8PM was 97% of the number entering between 4 and 6PM.

Based on this data, an initial, very conservative estimate of arrivals before 8AM and after 6PM assumed that on a summer weekday, the total volume of all arrivals before 8AM was 50% of the volume between 8 and 10AM, and the total volume of all arrivals after 6PM was 75% of the volume between 4 and 6PM. On a summer weekend, the total volume of all arrivals before 8AM was calculated as 20% of the volume between 8 and 10AM, and the total volume of all arrivals after 6PM was calculated as 50% of the volume between 4 and 6PM. The remaining seasons were estimated even more conservatively as follows:

- In fall, arrivals before 8AM were calculated as 20% of those between 8 and 10AM on weekdays and 5% on weekends, and arrivals after 6PM were calculated as 10% of those between 4 and 6PM on both weekdays and weekends.
- In winter, arrivals before 8AM were calculated as 10% of those between 8 and 10AM on weekdays and 5% on weekends. No visits after 6PM were estimated.
- In spring, arrivals before 8AM were calculated as 30% of those between 8 and 10AM on weekdays and 10% on weekends, and arrivals after 6PM were calculated as 25% of those between 4 and 6PM on both weekdays and weekends.

A second, less conservative estimate of arrivals before 8AM and after 6PM was also generated, based on the assumption that the total visitors arriving before 8AM is equivalent to 50% of the volume between 8 and 10AM on weekends and 75% on weekdays, and that the total arrivals after 6PM is equivalent to those between 4 and 6PM, excepting the hours without daylight (based on median sunrise and sunset for the season), for which no visits were assumed.

Estimated attendance for each survey date was generated using the sample counts collected from all entrances between 8AM and 6PM, and averaging the two methods described above for estimating the number of visitors before 8AM and after 6PM. Figure 14 shows the estimated attendance and recorded weather conditions for each survey date.

Figure 14 – Survey Dates: Estimated Attendance & Recorded Weather

SURVEY DATE			Estimated Visits	WEATHER			Precip (inches)	Compared to Average
Season	Day	Date		Description	Hi	Lo		
Summer	Sun	7/13/2008	220,323	Mostly Sunny	84	71	0	
Summer	Tues	7/15/2008	160,664	Sunny	89	70	0	
Summer	Thurs	7/17/2008	141,583	Sunny	93	72	0	Hotter
Summer	Sat	7/26/2008	206,804	Sunny	87	71	0	
Fall	Sun	10/5/2008	117,444	AM Rain	65	52	0.32	
Fall	Tues	10/7/2008	93,400	Sunny	63	44	0	
Fall	Thurs	10/16/2008	96,154	Mostly Sunny	75	55	0	Milder
Fall	Sat	10/18/2008	164,168	Mostly Sunny	58	43	0	Cooler
Winter	Sun	2/1/2009	111,840	Mostly Sunny, Warm	52	26	0	Milder
Winter	Thurs	2/5/2009	26,795	Bitterly Cold & Windy	23	12	0	Colder
Winter	Sat	2/7/2009	100,195	Mostly Sunny, Warm	50	28	0	Milder
Spring	Thurs	4/2/2009	134,572	Overcast	64	44	0.01	Milder
Spring	Sat	4/4/2009	111,194	Mostly Cloudy, Extreme Wind	54	47	0	
Spring	Sun	4/19/2009	197,447	Mostly Sunny	63	47	0	
Spring	Tues	4/21/2009	81,999	Overcast (Rain was forecast)	59	48	0.09	Cooler

Estimated attendance on the survey dates was used to establish baseline daily estimates for a typical weekday, Saturday, and Sunday—without significant precipitation or atypical weather conditions—in each season. For this purpose, the recorded weather on each survey date was compared with average conditions for the season. If the weather on a survey date reflected typical conditions for the season, the estimated attendance was used as the baseline for that day of the week in that season. If in a given season weather conditions on the survey dates did not provide for an estimate of typical daily visits on each day, a baseline value was estimated conservatively from the available data. For example, weather conditions on all three winter survey dates were atypical: both weekend days were unusually mild, and the only weekday was bitterly cold and windy (the second coldest day of the entire season, with the coldest wind chill effect). Estimated visits based on sample counts were over 100,000 on both weekend days and 27,000 on the weekday. Interpolating between these, the conservative estimates for typical winter days used as a baseline to estimate attendance were 40,000 for a weekday, 60,000 for a Saturday, and 65,000 for a Sunday. The typical daily estimates used as a baseline to estimate total visits in each season are shown in Figure 15.

Figure 15 – Typical Daily Estimates (Baseline Values)

SEASON	Sunday	Weekday	Saturday
Summer	220,000	160,000	205,000
Fall	175,000	95,000	165,000
Winter	65,000	40,000	60,000
Spring	200,000	130,000	185,000

Other patterns observed on the survey dates include:

- In the seasons when Saturday and Sunday conditions were similar (summer and winter), the estimated number of visits on Sunday was 6 – 12% greater than on Saturday.
- The number of visits estimated from sample counts collected on the Thursday survey date in summer, which was oppressively hot, was 12% less than estimated for the Tuesday survey date two days prior.
- Only one survey date was rainy. The recorded amount of precipitation on Sunday, October 5 was 0.32 inches. The number of visits that day was 71% of the estimated visits on the Saturday survey date that month, or about 60-65% of the expected visits based on the typical ratio between Saturday and Sunday volumes. Both spring weekdays were overcast. (The one for which rain was forecast was five degrees cooler.)

The baseline values for each season were used to generate an estimate of the total visits for the one-year period June 2008 through May 2009, taking into account recorded weather conditions for every day during that period¹ and adjusting the daily estimates according to the following rules derived from the patterns observed on the survey dates:

- In the summer, on days when the high temperature exceeded 90 degrees Fahrenheit, estimated attendance was calculated at 88% of the baseline daily value.
- On days when temperatures deviated from the norm to the extent that they were more typical of a different season, the baseline value for that season was used.
- Estimated attendance for rainy days were calculated according to two different sets of assumptions, establishing a range for the estimate of total visits within the one-year period. The more conservative estimate calculated the number of visitors on rainy days as 50% of the baseline value when the amount of precipitation was less than 0.5 inches, 25% of the baseline value for between 0.5 and 1 inch of rain, and 10% of the baseline value for an inch or more of rain.² The less conservative estimate assumed 60% of visits on days with less than 0.5 inches of rain (which is more consistent with the available survey data), 33% on days with 0.5 to 1 inch of rain, and 10% on days with an inch or more.

The estimates generated from the sample counts collected on the survey dates exclude large-scale events in the Park (those with attendance over 10,000). Dates with events of this scale were avoided in the selection of survey dates to ensure that the data collected would be representative of general park use on more or less “typical” days.³ Total visits in conjunction

¹ Weather data for this analysis was obtained from historical data available from Weather Underground (wunderground.com).

² Precipitation amount for the majority of days recorded as rainy was less than 0.5 inches. (Of the 101 rainy days recorded between June 2008 and May 2009, recorded precipitation was somewhere between trace amounts and 0.5 inches on 75 days, between 0.5 - 1 inch on 14 days, and an inch or more on 12 days.) Although no sample counts were conducted on days with more than 0.5 inches of precipitation, the model used to estimate total visits assumes that the volume of visits decreases as rainfall amounts increase, and tests different assumptions about the extent to which precipitation amounts affect visitation.

³ One survey date, July 15, was the date of a Philharmonic concert on the Great Lawn. However, the concerts begin at 8PM (two hours after the end of the last counting shift), and counts conducted in connection with the event confirmed that the number of visitors on the Great Lawn as of 5:50PM that evening were not significant enough to skew the results of the survey sample counts for use as estimates of typical daily visitation.

with events of this scale were estimated separately using actual event counts and permit data. Based on this data, the estimated number of visits in connection with large-scale events from June 2008 through May 2009 is approximately one million.

Using the most conservative assumptions described for both the hours before 8AM and after 6PM, and for rainy days, and including the estimated visits in connection with large-scale events, the most conservative estimate of total visits in the year from June 2008 through May 2009 is over 34 million. Applying the less conservative but very plausible assumptions (described above) for visits before 8AM and after 6PM increases this estimate by about 3.8 million visits. Applying the less conservative but very plausible assumption for visits on rainy days increases the estimate by 1.2 million. (While the effect of each of these alternative sets of assumptions was calculated independently, in reality, they compound one another). The actual number of annual visits is most likely to fall somewhere in the middle of the range established by the most conservative set of assumptions and the upper limit of plausible assumptions. It is thus estimated that Central Park receives in the range of 37 - 38 million visits annually.

Where subsets of the total estimated visits are described throughout the report—whether they are breakdowns by entrance or by season, or estimated volumes of visits represented by proportions of survey responses—the midpoint of the estimated range (37.5 million visits) is implied. Also of note, for the purpose of this report, the months of the year were organized into seasons as follows: summer includes June, July, and August; fall includes September, October, November; winter includes December, January, and February; and spring includes March, April, and May.

Description of Visits and Visitors

For the purpose of estimating the volume of park visits, the measures for obtaining as representative a sample as possible (counting at every entrance, in all seasons, on different days of the week, and during the hours when the Park is most active) are fairly straightforward, and it is possible to simply make conservative assumptions about the periods for which the sample data is limited (winter days with typical weather, early morning and evening hours, rainy days), which can be evaluated at face value in interpreting the estimates they generate. Obtaining a representative sample of the park population for interviews and observations in order to describe park visits and visitors, and interpreting the data collected, presents more of a challenge.

VARIATIONS BY TIME OF VISIT AND POINT OF ARRIVAL

The nature of park use and characteristics of park users can be expected to correlate, to varying extents, to when the visit takes place and where the visitor enters the Park. Therefore, a truly representative sample of visitors is one that approximates the actual proportion of visits at different times and by point of arrival. Collecting data in all seasons, on different days of the week, and during the most active hours provided for a good cross section of typical use. However, due to the limited surveying conducted in rainy weather and absence of interviews/observations before 8AM and after 6PM, visits and visitors during these periods are known to be underrepresented in the survey sample of interviews and observations. As a

result, the analysis of park use and visitor characteristics described in this report is qualified by the fact that it is likely to be skewed in favor of fair weather visitors and activities between 8AM and 6PM, and should be interpreted in this light.

While the survey was scheduled and conducted on different days of the week in all four seasons, the proportion of interviews and observations collected does not automatically reflect the actual proportion of visits by season and day of week. The data was therefore grouped by weekdays, Saturday, and Sunday in each season, and the survey responses and observations collected for each were analyzed separately and figured as shares of the total estimated visits on weekends, Saturdays, and Sundays in each season, so that the results more accurately represent the population of park users.

In addition to time of year, day of the week, and weather conditions, time of day can be expected to correlate to nature of visit and characteristics of the visitor. As discussed in the analysis section of this report and illustrated in Figure 2.1 (Daily Arrival Patterns), survey data revealed that the number of visitors entering the Park tends to increase steadily throughout the morning and until mid-afternoon, when arrivals begin to fall off. The survey schedule, on the other hand, was designed to provide more or less consistent coverage throughout the day. As a result, people who arrive earlier in the day are overrepresented in the survey sample. To ascertain the potential effect of this sampling bias, interview data was reviewed for sensitivity of responses to reported time of arrival. In most cases, the variations by time of arrival were minor enough to be negligible for the purposes of the analysis, and/or the pattern of variation tended to minimize or negate the effect of the sampling bias. Two exceptions are the number of visitors who report engaging in passive recreation, which tends to increase steadily throughout the course of the day, and dog-walkers, whose use of the Park is largely concentrated in the mornings between 7 and 9AM. It follows that the disproportionate number of surveys collected in the earlier part of the day would tend to result in an underestimate of passive recreation and overestimate of dog walking. Tests of the extent to which these results were impacted by the overrepresentation of visitors in the early part of the day suggested that the total effect on the estimated proportion of passive recreation was less than the margin of error, so in this case it was addressed in the rounding of the result. The impact on the analysis with respect to dog-walking was more significant, and that result was adjusted to compensate for overrepresentation by arrival time.

As discussed in the analysis section of this report and illustrated in Figure 3.1 (Geographic Distribution of Arrivals), volumes of visits vary by region of the Park. The most significant variation is between the northern and southern regions of the Park, with about three times as many visitors entering the Park below 86th Street as above. Many aspects of park use and demographics of park users can logically be expected to be strongly correlated to the region of the Park entered; tests of the relationship between survey responses and region entered confirmed that this is the case. Given the significant variation in volume of visits by region of the Park entered, survey data was weighted according to the region entered, so that interview and observations of visitors entering each region constitute the same proportion of the analysis as the estimated volume of visitors entering each region as determined by the entrance counts.

Weighting factors for interview subjects were determined by dividing the estimated volumes entering each region in each season by the number of interviews collected each season to determine, by region, the estimated number of visits represented by each interview; this was in turn divided by the average number of visits per interview to establish the weighting factor for that region in that season (i.e., if the estimated number of visits represented by each interview in a given region was 50% more than average, each survey of visitors entering that region was weighted by a factor of 1.5). Weighting factors were similarly established for observations of non-participants according to whether they exited above or below 86th Street (since they were not interviewed, the region entered was unknown, but assumed to be in the same half of the Park).

Figure 16 – Weighting Factors by Region of Park Entered

SEASON	INTERVIEW SUBJECTS						NON-PARTICIPANTS	
	CPN	NE	NW	CPS	SE	SW	North	South
Summer (7/17 & 7/26) ⁴	0.53	0.97	0.54	1.92	1.01	1.03	0.84	1.16
Fall	0.38	0.87	0.67	1.82	1.20	1.06	0.68	1.32
Winter	0.65	0.62	0.74	1.53	1.37	1.08	0.78	1.22
Spring	0.36	0.62	0.39	1.95	1.27	1.41	0.63	1.37

VARIATIONS BY USER DEMOGRAPHICS

Survey data about the nature of Park use and perceptions or attitudes of users can also be expected to correlate to visitor demographics. Tests of the relationship between survey responses and demographic characteristics of the respondents confirmed that this is the case, and certain relationships between survey responses and demographic characteristics that are particularly notable and of interest are included in the analysis section of this report. The method by which interview subjects were selected, and the practice of recording a consistent set of observations regardless of whether the selected subject participated in an interview, were designed to minimize sampling bias in the interview and observation aspects of the study, and to identify the inevitable sampling biases that could occur as a result of certain subsets of the population being more or less likely to participate in an interview.

Figure 17 describes the observations recorded of visitors exiting the Park, both as a whole and broken down into a comparison between interview subjects and “non-participants” (i.e., selected subjects from whom an interview was not obtained). For observable characteristics and implied uses discussed in the analysis section (gender, disability, dog-walking, and bicycling), the analysis is based on the observed data for the entire sample, including both interview subjects and non-participants. Thus, any bias evident in the interview sample did not impact the reported analysis of these observed characteristics and implied uses. It should be noted that the proportions indicated in Figure 17 for each response for the purpose of

⁴ The interview questionnaire used on 7/13 and 7/15 did not include the question about region of the Park entered. For these days, the surveys were weighted using the non-participant (north or south) weighting factor, according to where the subject exited the Park (analysis of the responses provided by visitors who were asked where they entered suggests that nearly 90% entered and exited the same half of the Park).

identifying bias in the interview sample are straight percentages of the total observations, without taking into account the season or day of week of the visit, and are therefore not identical to the results of the analysis which, as discussed, are adjusted to reflect the season and day of the week the data was collected.

Figure 17 – Observations: Comparison of Interview Subjects & Non-Participants

Gender	Total Sample	±*	Interviews	Non-Participants
Female	50.2%	1.0%	52.6%	48.8%
Male	49.8%	1.0%	47.4%	51.2%
Total	100%		100%	100%

Perceived Race/Ethnicity⁵	Total Sample	±	Interviews	Non-Participants
Asian	6.8%	0.5%	5.5%	7.6%
Black	6.9%	0.5%	6.4%	6.9%
Caucasian	70.0%	0.9%	74.3%	68.5%
Hispanic	10.4%	0.6%	6.8%	11.4%
Other / Not Answered	5.9%	0.5%	7.1%	5.6%
Total	100%		100%	100%

Perceived Disability?	Total Sample	±	Interviews	Non-Participants
Disabled	1.2%	0.2%	1.6%	0.9%
No Perceived Disability	98.8%	0.2%	98.4%	99.1%
Total	100%		100%	100%

With Dog?	Total Sample	±	Interviews	Non-Participants
With Dog	13.7%	0.7%	18.8%	10.8%
No Dog	86.3%	0.7%	81.2%	89.2%
Total	100%		100%	100%

On Bike?	Total Sample	±	Interviews	Non-Participants
Bike	3.1%	0.4%	2.3%	3.4%
No Bike	96.9%	0.4%	97.7%	96.6%
Total	100%		100%	100%

Alone?	Total Sample	±	Interviews	Non-Participants
In Group	31.9%	1.0%	30.1%	34.1%
Alone	68.1%	1.0%	69.9%	65.9%
Total	100%		100%	100%

* All margins of error are calculated at a 95% confidence level.

⁵ Since they are based on surveyors' perceptions, these observations should not be interpreted as an analysis of the demographic make-up of the population of park users; the only reliable method of collecting information about the race and ethnicity would be self-identification by a random sample of park users. Such data is not available and was not a focus of this study. Perceived race/ethnicity of interview subjects versus non-participants was recorded for the sole purpose of gauging potential sampling bias that might result from some groups being more or less likely than others to participate in an interview.

While the observations described in Figure 17 suggest a fairly consistent response rate between observable subsets of the population, a few biases are evident. Most are not statistically significant enough to substantively impact the conclusions of the interview analysis. Women were slightly more likely to participate in an interview than men; people with perceived disabilities were also more likely to participate, and people who were alone were slightly more likely to participate than people in a group. Each of these sampling biases is small enough, particularly in the context of their margins of error, to be negligible in terms of their potential influence on the interpretation of interview responses.

Surveyors' observations of perceived race/ethnicity—while not presumed to be an accurate method for collecting demographic data about the park population—provide the best practical means of identifying potential sampling biases that could occur if some groups were more likely than others to participate in an interview. The broadly identified categories used for this purpose do not adequately represent the true diversity of the park population, and perceived race and ethnicity are not a substitute of self-identification. However, surveyor error in identifying a subject as belonging to one of these groups can be expected to be relatively consistent for interview subjects and non-participants, and these observations are therefore useful for the purpose of perceiving possible sampling bias. Comparison between the perceived race and ethnicity of interview subjects and non-participants suggests that the interview sample is reasonably representative of the park population. The degree of apparent sampling bias and its potential influence on the interview data, while not negligible, is small enough that it should not be expected to substantively affect the results of the analysis of interview data.

The most significant bias evident in the comparison of responses by interview subjects versus non-participants is the response rate of dog walkers, who were significantly more likely to participate in an interview (their share of interviews was 37% greater than their actual presence in the observation sample). While this bias in the interview sample does not affect the conclusions of the survey with respect to dog-walking as a share of park use (because that analysis was based on the observation sample) it could influence the interpretation of other interview responses—particularly those having to do with attitudes and perceptions about the Park.

Finally, it should be noted that while every effort was made to minimize and identify sampling bias in this study, there is the potential for biases to exist that could not be detected through observation. For example, there is no way to know for certain whether tourists or locals were more likely to participate in an interview.

NOTES ON USE OF THE PARK BY CHILDREN AND YOUTH

The description in this report of park use by visitors under eighteen years of age is based on ages provided by interview subjects of each child in their company, which is represented in the analysis as a share of all interview subjects. This interpretation of the available data is understood to over-represent children and youth in the sample (because ages of other adults, if any, in the group were not collected). However, it is also true that a large number of children and teens who use the Park come as part of school and camp groups whose teachers/group leaders were noticeable (and understandably) less likely than other visitors to be able to

participate in the exit interview component of this survey, and this subset of visitors under eighteen is therefore believed to be underrepresented. The extent to which young visitors tend to be overrepresented in the survey for the former reason, and underrepresented for the latter, is unknown. The estimated proportion and number of visits by this age group should therefore be considered a rough approximation based on an assumption that these factors more or less balance each other out.

It should be noted that visitors in the “less than 18 years old” and “18 – 21 years” categories are likely to have been underrepresented in this survey for two reasons. First, a large number of children and teens who use the Park come as part of school and camp groups whose teachers/group leaders were less likely than other visitors to be able to participate in the exit interview component of this survey, which is the basis for this analysis. In addition, surveyors were advised, in general, not to approach visitors who appeared to be under age and were unaccompanied by an adult, but to fill out a non-participation survey of observable characteristics. We therefore do not have verifiable data for a portion of the visitors who appeared to be under 18, some of whom may have actually been in the 18 – 21 age category. The resulting underestimation is most likely between 1% and 2% of the proportions indicated by the survey for in each of these categories.

COMPARISON WITH PAST STUDIES

The survey conducted for this study set out to collect the most comprehensive data on Central Park’s use and users in contemporary times, and one that would in fact describe more aspects of the Park’s visits and visitors than any statistics collected in its history. The report makes reference to some of the conclusions of past studies as points of comparison for the current analysis. However, in making such comparisons, it is important to note differences in the nature and extent of the data collected for each and, therefore, the limitations of such comparisons.

Savas Report User Survey (1973)

The user survey conducted in 1973 in conjunction with the Savas report also collected sample counts at all entrances—a total of 2,400 counts were collected, in June only. That survey included 1,352 interviews with visitors entering or exiting the Park, and 2,426 interviews at locations in the Park. The interviews at specific locations within the Park were limited to collecting opinions about problems/issues with those locations. The 1973 survey also included 650 telephone interviews with New York City residents, in order to collect information about the differences between those who did and did not use the Park, and about the perceptions of those who did not. The field data (everything but the phone interviews) was collected in the summer only. The counts were collected on a weekday, Saturday, and Sunday in June, described as fair but not exceptional days, and the estimated visits on these three days were used to generate an estimate for the month of June. Weather conditions were not taken into account; it was assumed that rainy days and those with exceptional weather would balance each other out. An annual estimate of 12.77 million visits was generated by pro-rating the June estimate across the rest of the year, using the relative monthly concession revenues of those concessions that operated year-round (the pony ride, Zoo Café, Boathouse refreshment stand, and Carousel) to weight the June estimate—a significant assumption, and one that would seem likely to result in an inflated estimate of annual attendance. The entrance and exit interviews were limited to six high-use entrances, all below 96 Street. For

this reason, the report stipulates that while the findings provide some insight into park use, they cannot claim to be representative of the entire park population.

New Yorkers and Central Park (1982)

The survey conducted by William Kornblum and Terry Williams in connection with the Central Park Conservancy's master plan for the restoration and management of the Park included 1,054 exit interviews conducted on a weekday, Saturday, and Sunday in both August and October of 1982. In addition, 240 counts of visitors inside the Park were collected during eight park-wide "sweeps" conducted on one summer day and one fall day that year. The 1982 effort did not include entrance counts. It relied upon the 1973 study as providing best available estimate of annual attendance and—factoring in large events as well as observed increases in volume (based on the sweeps) in certain regions of the Park—adjusted the 1973 estimate upward to an estimated 14.2 million in 1982.

2009 User Survey

As described in detail in this section, the analysis for the current study was based on entrance counts, as well as exit interviews and observations, conducted on fifteen days including a Saturday, Sunday, and at least one weekday in all four seasons. The data was collected from all park entrances and included nearly 4,600 entrance counts, more than 3,300 exit interviews, and more than 9,100 observational surveys of visitors exiting the Park. An estimate of total annual visits was generated by using the number of visits estimated on the survey dates (taking weather conditions into account) to establish baseline daily estimates for weekdays, Saturdays, and Sundays in each season. These baseline values were adjusted for each day throughout the year-long survey period according to actual recorded weather conditions, resulting in an estimate of 35-40 million visits for the year. Analysis of the nature of park visits and the characteristics and attitudes of visitors was based on the data provided through the exit interviews and observations. These were weighted by Park region to ensure that the analysis reflected the differences in volumes of visitors entering the different parts of the Park.

The key differences between this and these two previous studies are that the current study is the only one based on data collected in all four seasons, and the only one in which interviews and observations were conducted at all entrances and weighted according to relative volumes of visits in different regions of the Park.

SUPPLEMENTAL DATA

The tables and charts in this section consist of more detailed versions of the data summarized and aggregated in the analysis section, including component analyses of the summary tables presented in that section. They provide useful insight into patterns of use by season and day of week, and by subsets of the total park population. It should be noted, however, that survey results are more variable (less reliable) for smaller subsets of the population than they are for larger subsets or the total population, because the sample sizes are smaller. Aggregating data into less specific subsets decreases the margin of error resulting from natural variability. Thus, the data for each season as a whole, or for weekdays and weekends throughout the year, are more reliable than the smaller subsets of data for the different days of week in each season; residence of visitors aggregated into continents are more reliable than those by country; data describing participation in broader categories of activities (such as team sports) are more reliable than data for the more specific activities (i.e., a particular sport), etc.

In the data that follows, margins of error (calculated at a 95% confidence level) are provided at the lowest level of aggregation determined to be relevant and useful for analysis, taking variability into account. The more detailed breakdown of this data is included in order to illustrate how the aggregated estimates are constructed and to allow the component data to be reviewed for clearly discernable patterns; it should be noted, however, that the margins of error as data is broken down into these smaller subsets are greater than that of the aggregated data.

The numbering of the tables and charts in this section correspond to the figure numbers in the analysis section (i.e., Table 1 includes the more detailed source data from which Figure 1 is derived).

LIST OF SUPPLEMENTAL DATA:

Table 1A	Estimated Total Visitation
Table 1B	Large Scale Events During Survey Period
Table 2A	Typical Daily Arrival Patterns
Charts 2B	Arrival Patterns by Season, Day of Week, and Area Entered
Table 3A	Entrance Volumes
Table 4A	Survey Zones Visited (% of Visitors)
Table 4B	Survey Zones Visited (Estimated Visits)
Tables 5A	Activities Reported by Visitors
Table 5B	Activities Reported by Visitors (Grouped by Category)
Table 5C	Activities Reported by Visitors (Active / Passive)
Table 6A	Social Nature of Visits (Who Visitors Reported Coming to Park With)
Tables 7A	Frequency of Visits & Estimated Unique Visitors
Table 8A	Duration of Visits
Tables 9A	Residence of Visitors
Table 10A	Age of Visitors
Table 10B	Age of Visitors Under 18

TABLE 1A - ESTIMATED TOTAL VISITATION

Month	Baseline Visitation	Major Events*	TOTAL
June 2008	3,910,000	120,000	4,030,000
July 2008	4,550,000	153,000	4,700,000
August 2008	4,580,000		4,580,000
SUMMER	13,040,000	273,000	13,310,000
September 2008	3,030,000	85,000	3,120,000
October 2008	3,110,000	71,399	3,180,000
November 2008	2,630,000	370,000	3,000,000
FALL	8,770,000	526,399	9,300,000
December 2008	1,510,000		1,510,000
January 2009	1,450,000		1,450,000
February 2009	1,600,000		1,600,000
WINTER	4,560,000	-	4,560,000
March 2009	3,030,000		3,030,000
April 2009	3,500,000		3,500,000
May 2009	3,600,000	125,000	3,730,000
SPRING	10,130,000	125,000	10,260,000
TOTAL	36,500,000	924,399	37,430,000

* Major event = estimated attendance > 10,000

TABLE 1B - LARGE SCALE EVENTS DURING SURVEY PERIOD

Event	Date	Est Visits	Source of Estimate
Corporate Challenge	Jun 17, 2008	20,000	Permit
Corporate Challenge	Jun 19, 2008	20,000	Permit
Philharmonic Concert	Jun 24, 2008	60,000	CPC count
Shakespeare in the Park	June - July 2008	80,000	Public Theater (50% in events # - excludes 50% in ticket line)
MLB (Bon Jovi) Concert	Jul 12, 2008	48,000	CPC count
Philharmonic Concert	Jul 15, 2008	60,000	CPC count
NYC Half Marathon	Jul 27, 2008	25,000	Permit est = 150,000, revised downward per CPC ops team
Keep David Awake	Sept 12 - 24	35,000	Permit est = 105,000, revised downward per CPC ops team
Komen Race For The Cure	Sep 13, 2008	20,000	Permit
Making Strides Against Cancer	Oct 19, 2008	25,000	Permit
Poland Spring Marathon Kickoff	Oct 26, 2008	20,000	Permit est = 75,000, revised downward per CPC ops team
Chanel	Oct 20 - Nov 9	26,399	Chanel (includes ticket holders only; 63,707 more visited site)
NYC Marathon	Nov 2, 2008	370,000	Permit
Revlon Run/Walk	May 2, 2009	25,000	Permit
5 Boro Bike Ride	May 3, 2009	30,000	Permit
AIDS Walk	May 17, 2009	45,000	Permit
Japan Day	May 31, 2009	25,000	Permit

TABLE 2A - TYPICAL DAILY ARRIVALS

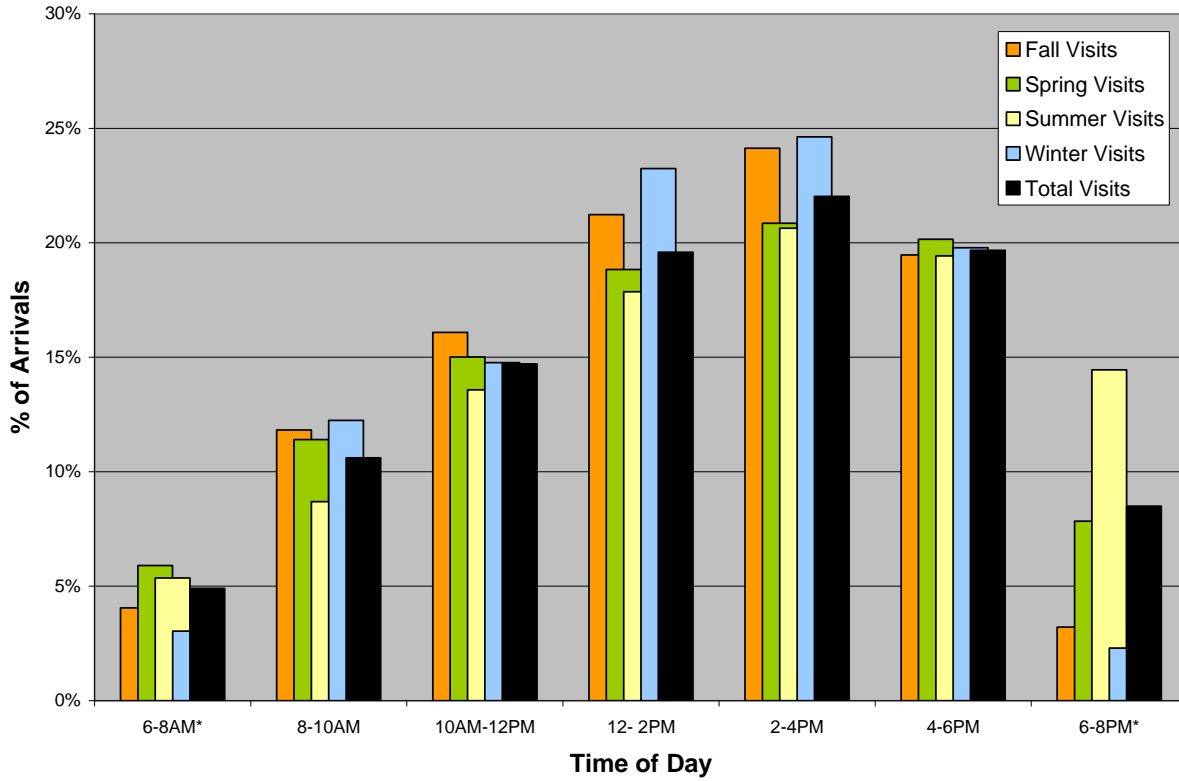
SEASON Distribution of Visitors Entering the Park, 2-Hour Increments

FALL	6-8AM	8-10AM	10 - 12PM	12- 2PM	2-4PM	4-6PM	6-8PM	Total
Sunday	1%	9%	16%	24%	23%	23%	4%	100%
Saturday	1%	10%	17%	23%	26%	20%	3%	100%
Weekday	8%	15%	15%	18%	23%	17%	3%	100%
SPRING	6-8AM	8-10AM	10 - 12PM	12- 2PM	2-4PM	4-6PM	6-8PM	Total
Sunday	4%	12%	15%	20%	21%	20%	8%	100%
Saturday	4%	13%	18%	18%	19%	20%	8%	100%
Weekday	9%	10%	14%	18%	21%	20%	8%	100%
SUMMER	6-8AM	8-10AM	10 - 12PM	12- 2PM	2-4PM	4-6PM	6-8PM	Total
Sunday	3%	8%	13%	19%	27%	19%	12%	100%
Saturday	3%	9%	16%	20%	21%	20%	12%	100%
Weekday	9%	10%	13%	16%	16%	19%	18%	100%
WINTER	6-8AM	8-10AM	10 - 12PM	12- 2PM	2-4PM	4-6PM	6-8PM	Total
Sunday	2%	12%	14%	26%	24%	19%	2%	100%
Saturday	2%	10%	15%	22%	28%	21%	2%	100%
Weekday	9%	22%	17%	18%	14%	18%	2%	100%

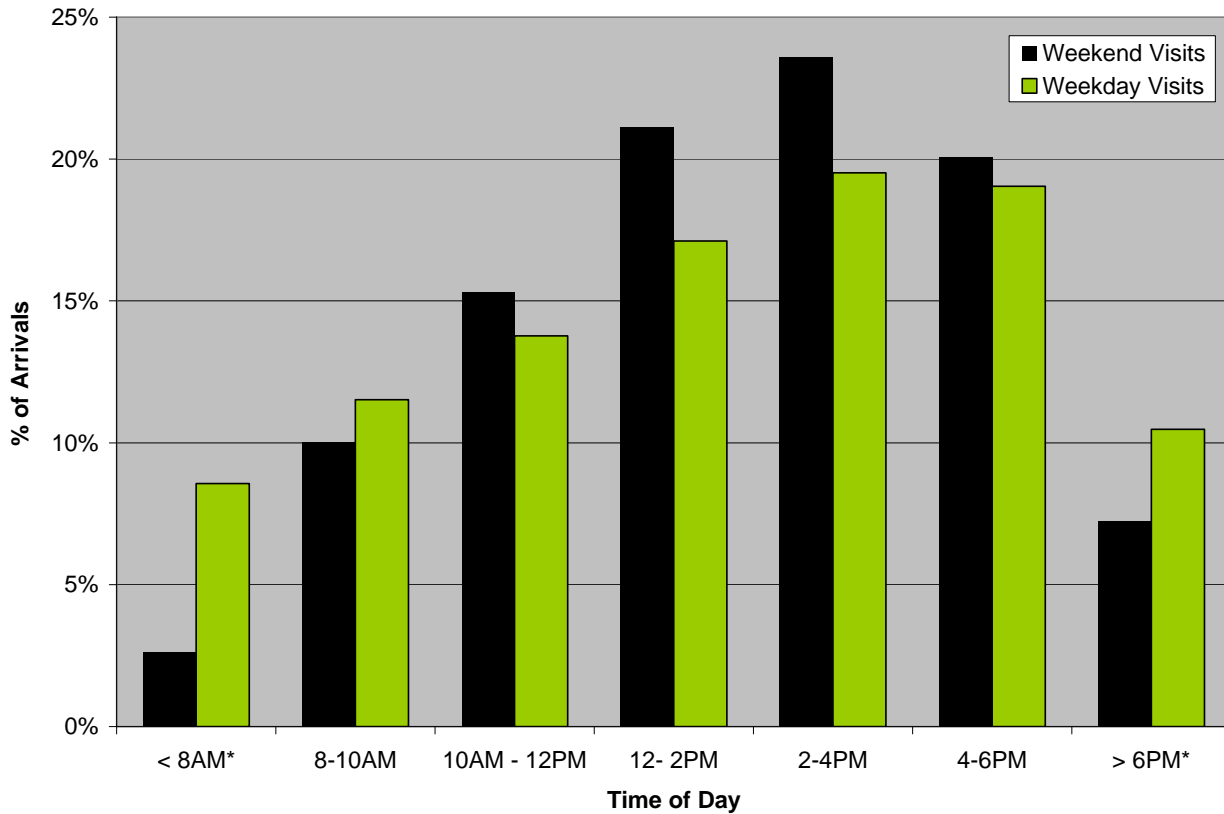
SEASON Estimated Visitors Entering the Park, 2-Hour Increments

FALL	6-8AM*	8-10AM	10 - 12PM	12- 2PM	2-4PM	4-6PM	6-8PM*	Daily Total
Sunday	2,093	15,572	28,851	41,783	40,564	39,603	6,534	175,000
Saturday	2,271	16,901	27,477	37,481	42,487	32,946	5,436	165,000
Weekday	7,599	14,138	14,604	17,483	22,182	16,303	2,690	95,000
SPRING	6-8AM*	8-10AM	10 - 12PM	12- 2PM	2-4PM	4-6PM	6-8PM*	Daily Total
Sunday	7,231	24,493	29,801	40,425	42,463	40,022	15,564	200,000
Saturday	6,843	23,179	33,776	34,167	35,516	37,094	14,425	185,000
Weekday	11,654	13,158	17,624	23,143	27,709	26,433	10,279	130,000
SUMMER	6-8AM*	8-10AM	10 - 12PM	12- 2PM	2-4PM	4-6PM	6-8PM*	Daily Total
Sunday	6,092	16,861	28,425	41,699	59,560	41,766	25,598	220,000
Saturday	6,301	17,439	32,128	41,022	42,030	40,970	25,110	205,000
Weekday	13,764	15,239	20,288	25,154	26,088	30,982	28,483	160,000
WINTER	6-8AM*	8-10AM	10 - 12PM	12- 2PM	2-4PM	4-6PM	6-8PM*	Daily Total
Sunday	1,585	7,686	9,214	16,884	15,609	12,565	1,457	65,000
Saturday	1,251	6,067	8,968	12,948	16,894	12,430	1,442	60,000
Weekday	3,571	8,656	6,601	7,283	5,730	7,311	848	40,000

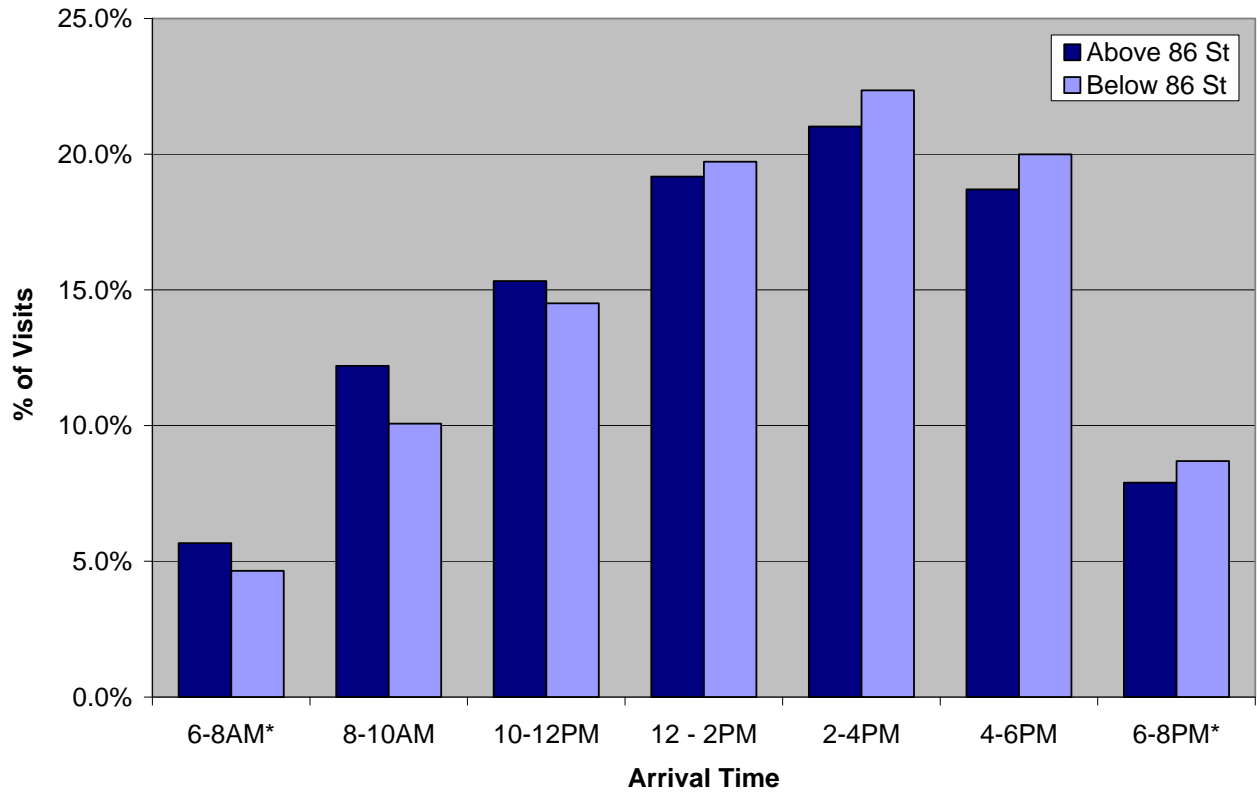
2B.1 – ARRIVAL PATTERNS BY SEASON



2B.2 – ARRIVAL PATTERNS BY DAY OF WEEK



2B.3 – ARRIVAL PATTERNS BY ENTRANCE (North / South)



2B.4 – ARRIVAL PATTERNS BY ENTRANCE (East / West)

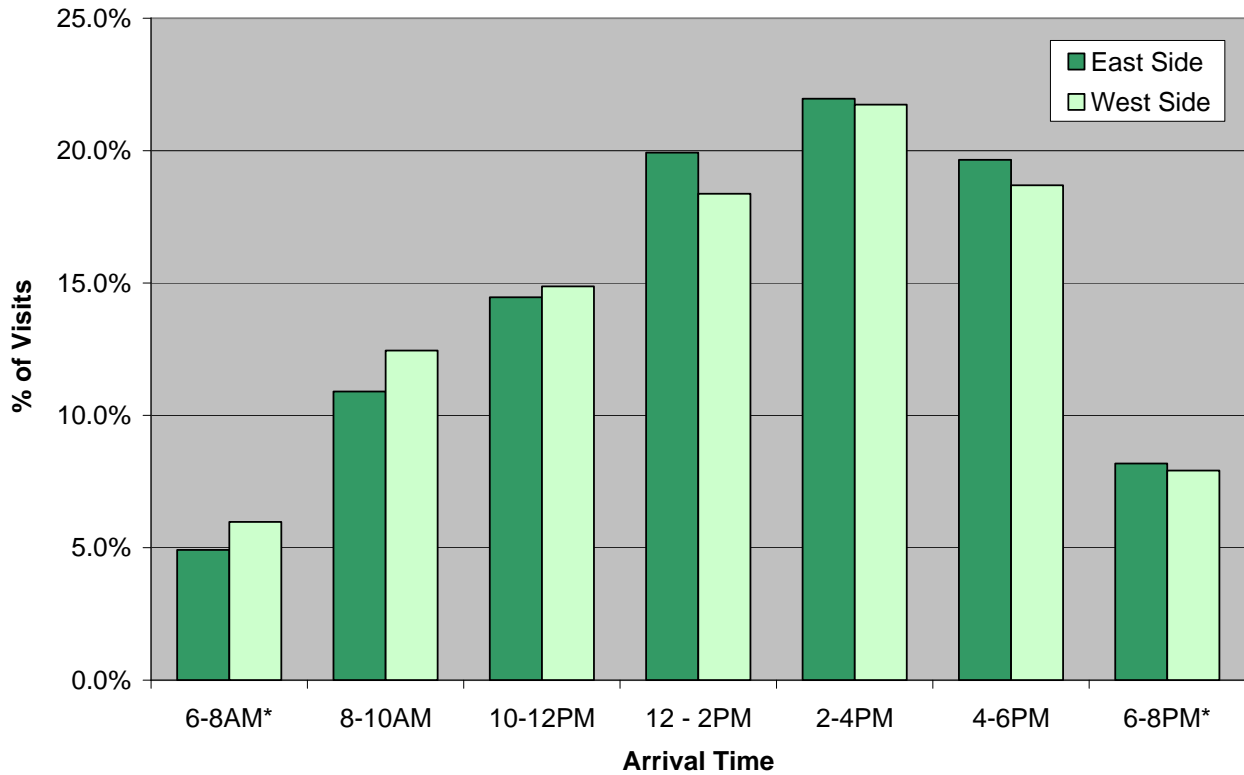


TABLE 3A - ESTIMATED ENTRANCE VOLUMES - TOTAL YEAR
(excluding large events)

Entrance	Location(s)	% Visits	Visitors Entering
Columbus Circle	SW corner (all four paths)	9.6%	3,501,992
Grand Army Plaza	Wein Walk, Closed East Drive, & Pond Entrance	8.9%	3,247,826
W 72 (Strawberry Fields)	CPW & 72 St	6.7%	2,454,024
Artists Gate	CPS just west of 6th Ave.	5.6%	2,027,076
E 72	5th Ave & 72 St	4.0%	1,460,758
W 81	CPW & 81 St	3.4%	1,256,524
7 Ave (Artisan's Gate)	CPS & 7th Ave (NE corner path & Drive)	3.3%	1,218,338
E 90 (Engineers Gate)	5th Ave & 90 St (Engineer's Gate)	3.3%	1,197,036
E 79 - South (Cedar Hill)	5th Ave & 79 St (SW Corner)	2.9%	1,041,576
E 85 (Reservoir SE)	5th Ave btwn 85 & 86 St	2.7%	979,210
E 79 - North (Friedman PG)	5th Ave btwn 79 & 80 St (closer to 79)	2.7%	973,698
W 77	CPW & 77 St	2.4%	873,366
Arsenal	5th Ave & 64 St (Arsenal)	2.4%	862,213
W 67 (TOG)	CPW & 67 St/Tavern on Green driveway	2.2%	800,013
E 61 St	5th Ave & 61 St	2.0%	745,641
E 84	5th Ave & 84 St (north side of Met. Museum)	2.0%	741,162
E 76	5 Ave & 76th St	2.0%	728,282
W 85 (Mariners' Gate)	CPW & 85 St	2.0%	719,929
Farmer's Gate (Lenox)	110 St & Lenox Ave (Drive & both paths)	1.9%	704,993
W 86 (Norman LS)	CPW btwn 86 & 87 St (closer to 86)	1.9%	680,300
E 69 (E Green)	5th Ave & 69 St	1.8%	664,050
E 67 (B Johnson PG)	5th Ave btwn 66 & 67 (closer to 67)	1.7%	637,133
W 63	CPW & 63 St	1.7%	631,507
W 69	CPW & 69 St	1.6%	584,798
W 79	CPW & 79 St (Opposite Museum Nat History)	1.6%	569,290
W 96	CPW & 96 St (SE Corner)	1.5%	550,014
W 93 (Wild West PG)	CPW & 93 St	1.4%	517,486
E 96 (PG)	5th Ave & 96 St - SW	1.3%	484,576
Frederick Douglass Circle	NW corner (all 3 paths)	1.3%	473,211
7 Ave West	CPS just west of 7th Ave.	1.3%	460,992
E97 (E Meadow)	5th Ave Btwn 97 & 98	1.2%	453,609
W 100 (Pool)	CPW & 100 St	1.1%	404,912
Duke Ellington Circle	NE Corner (110 St & 5th Ave)	1.0%	371,459
E 106 (Harlem Meer)	5th Ave & 106 St	1.0%	364,857
Woodman's Gate (ACP)	110 St & ACP - SW corner (Drive & both paths)	0.9%	340,123
W 103	CPW & 103 St	0.8%	294,103
E 105 (Conservatory Garden)	5th Ave & 105 St	0.8%	274,459
E 99 (E Meadow)	5th Ave & 99 St	0.7%	248,461
W 90 (Closed Drive)	CPW & 90 St - North (drive entrance)	0.6%	219,325
E 102 (Closed Drive)*	5th Ave & 102 St	0.6%	215,160
W 97	CPW & 97 St (NE footpath - NOT transverse)	0.6%	203,671
W 96 (Rudin PG)	CPW betw 96 & 97 St (Rudin Playground)	0.6%	201,700
W 108	CPW & 108 St	0.5%	182,014
W 66	CPW & 66 St (SE Corner)	0.5%	173,561
W 90 (South)	CPW & 90 St - South (path entrance)	0.5%	167,920
W 106 (Great Hill)	CPW & 106 St	0.5%	168,085
E 96 (Thorvaldsen)	5th Ave & 96 St - NW (Thorvaldsen Triangle)	0.4%	141,703
W 90 (North)	CPW between 90 & 91 St	0.3%	111,410
Dana (110 St)	Btwn Lenox & 5th Ave	0.3%	102,742
Ancient PG (closed for construction)**	5th Ave btwn 84 & 85	0.2%	73,712
Total Estimate:		100%	36,500,000

* E102 Entrance: landscape and paths on north side of entrance closed for construction during summer survey

** Ancient Playground closed for entire survey period. Visitors entering to use seating area and comfort station only.

4A - SURVEY ZONES VISITED (% of Visitors)

SURVEY ZONE		Fall	Spring	Summer	Winter	Total	±
1	Northwest Corner	2.3%	3.4%	2.2%	1.2%	2.4%	0.5%
2	North Woods	1.9%	3.2%	2.6%	2.5%	2.6%	0.6%
3	Harlem Meer & Lasker Rink	5.2%	4.9%	7.8%	5.6%	6.1%	0.8%
4	Great Hill	3.5%	3.2%	3.5%	1.9%	3.2%	0.6%
5	The Ravine	1.1%	1.3%	1.0%	3.5%	1.4%	0.4%
6	The Mount	1.2%	1.7%	1.4%	1.8%	1.5%	0.4%
7	Conservatory Garden	4.4%	3.4%	1.8%	1.5%	2.8%	0.6%
8	The Pool	3.3%	3.6%	2.5%	5.8%	3.4%	0.6%
9	North Meadow & Rec Center	4.2%	3.0%	4.1%	6.2%	4.1%	0.7%
10	East Meadow	4.1%	2.9%	3.1%	3.4%	3.3%	0.6%
11	West 90s Landscape & Playgrounds	4.7%	4.1%	3.7%	4.1%	4.1%	0.7%
12	Tennis Courts	3.4%	2.8%	2.5%	2.4%	2.8%	0.6%
13	The Reservoir	11.5%	12.4%	10.9%	13.7%	11.8%	1.1%
14	West 86 - 90 Landscape	1.1%	4.2%	1.4%	2.5%	2.2%	0.5%
15	Summit Rock & West 80s Playgrounds	4.7%	9.1%	5.4%	4.6%	6.1%	0.8%
16	Great Lawn & The Belvedere	12.7%	14.0%	13.4%	18.0%	14.0%	1.2%
17	Metropolitan Museum Landscape	6.1%	9.8%	7.7%	10.6%	8.3%	1.0%
18	Naturalists' Walk	3.8%	6.0%	6.8%	3.3%	5.4%	0.8%
19	Ramble & Lake	9.1%	6.6%	8.8%	11.3%	8.6%	1.0%
20	Cedar Hill	6.6%	4.7%	6.4%	6.7%	6.0%	0.8%
21	Strawberry Fields	6.2%	6.2%	7.5%	7.6%	6.8%	0.9%
22	Bethesda Terrace & Cherry Hill	9.5%	5.7%	8.2%	9.8%	8.0%	0.9%
23	Conservatory Water & Pilgrim Hill	7.5%	5.7%	4.9%	11.9%	6.6%	0.9%
24	West 60s & Tavern on the Green	7.3%	7.7%	8.4%	3.6%	7.3%	0.9%
25	Sheep Meadow	6.9%	7.6%	11.4%	3.2%	8.3%	1.0%
26	The Mall	8.8%	7.1%	9.6%	4.5%	8.1%	0.9%
27	The Dene & East Green	8.4%	7.2%	5.9%	6.1%	6.9%	0.9%
28	Merchants' Gate & Southwest Corner	13.9%	11.5%	15.5%	8.9%	13.2%	1.2%
29	Heckscher Playground & Ball Fields	10.9%	10.3%	15.7%	8.1%	12.1%	1.1%
30	The Pond & Wollman Rink	14.9%	10.7%	17.4%	19.1%	15.2%	1.2%
31	The Zoo	8.9%	11.2%	12.4%	8.6%	10.7%	1.1%
32	Grand Army Plaza	3.8%	7.7%	6.0%	3.8%	5.7%	0.8%
33	Drives & Bridle Trail	14.7%	20.2%	18.4%	20.6%	18.2%	1.3%
		298.4%	293.0%	317.2%	299.7%	303.8%	

4B - SURVEY ZONES VISITED (Estimated Visits)

SURVEY ZONE		Acres*	Fall	Spring	Summer	Winter	Total	Visits/Acre
1	Northwest Corner	8.0	205,738	343,209	289,138	55,320	893,404	111,255
2	North Woods	20.9	169,164	319,904	334,356	115,068	938,493	44,930
3	Harlem Meer & Lasker Rink	20.3	454,790	493,105	1,018,455	254,857	2,221,206	109,423
4	Great Hill	26.0	310,518	325,331	451,081	87,415	1,174,346	45,199
5	The Ravine	19.7	94,193	127,170	129,069	157,606	508,039	25,814
6	The Mount	13.7	102,280	173,588	188,712	80,729	545,309	39,792
7	Conservatory Garden	4.7	389,809	342,759	236,835	69,864	1,039,267	219,644
8	The Pool	15.2	292,457	360,628	328,163	264,534	1,245,783	81,814
9	North Meadow & Rec Center	54.3	366,450	305,251	532,218	284,810	1,488,729	27,400
10	East Meadow	19.1	357,495	290,325	404,227	153,959	1,206,006	63,099
11	West 90s Landscape & Playgrounds	14.3	410,692	414,901	485,529	188,055	1,499,177	104,636
12	Tennis Courts	26.7	298,193	279,299	331,223	108,448	1,017,164	38,148
13	The Reservoir	43.2	1,007,767	1,258,929	1,427,525	625,731	4,319,952	100,030
14	West 86 - 90 Landscape	7.1	99,361	426,415	182,512	112,956	821,243	115,936
15	Summit Rock & West 80s Playgrounds	22.2	408,781	917,761	700,443	211,118	2,238,102	100,841
16	Great Lawn & The Belvedere	64.3	1,112,494	1,422,815	1,746,140	821,255	5,102,704	79,340
17	Metropolitan Museum Landscape	14.5	537,980	995,872	1,004,945	481,570	3,020,368	208,385
18	Naturalists' Walk	13.9	330,901	606,685	884,638	149,354	1,971,578	141,900
19	Ramble & Lake	46.5	799,793	671,490	1,142,945	514,514	3,128,742	67,326
20	Cedar Hill	12.4	580,153	474,620	831,833	305,527	2,192,133	176,760
21	Strawberry Fields	5.9	539,863	632,286	973,516	345,336	2,491,001	424,340
22	Bethesda Terrace & Cherry Hill	14.5	835,401	575,353	1,066,580	445,003	2,922,337	201,590
23	Conservatory Water & Pilgrim Hill	17.5	659,321	579,398	642,589	544,238	2,425,546	138,375
24	West 60s & Tavern on the Green	13.1	639,107	779,299	1,095,219	162,478	2,676,103	204,086
25	Sheep Meadow	33.5	607,813	774,565	1,486,587	146,844	3,015,809	89,902
26	The Mall	30.8	769,431	718,854	1,252,379	205,622	2,946,287	95,608
27	The Dene & East Green	20.5	738,691	730,442	775,648	277,610	2,522,391	123,159
28	Merchants' Gate & Southwest Corner	19.0	1,216,344	1,163,955	2,015,095	405,161	4,800,554	253,053
29	Heckscher Playground & Ball Fields	32.9	956,219	1,045,283	2,042,513	367,808	4,411,823	134,108
30	The Pond & Wollman Rink	29.8	1,307,461	1,085,658	2,270,278	873,164	5,536,561	185,908
31	The Zoo	14.2	780,473	1,130,866	1,612,010	390,105	3,913,454	275,515
32	Grand Army Plaza	1.7	335,721	780,677	782,039	172,798	2,071,235	1,186,463
33	Drives & Bridle Trail		1,288,661	2,041,279	2,393,133	937,746	6,660,820	N / A
	Total Responses	700.5	25,923,546	29,283,941	41,015,529	13,601,329	109,824,345	

* Acreage excludes water bodies & Met Museum

5A - ACTIVITIES REPORTED BY VISITORS

(Results based on survey proportions applied to estimated visits by season & day of week)

ACTIVITY	Fall	Spring	Summer	Winter	Total	Fall	Spring	Summer	Winter	Total	±
Experiencing the Park											
Walking	5,521,333	6,211,012	7,455,630	2,878,142	22,066,117	63.0%	61.3%	57.2%	63.1%	60.5%	1.6%
Wandering	1,108,783	1,127,161	1,390,234	344,464	3,970,641	12.6%	11.1%	10.7%	7.6%	10.9%	1.0%
Sight seeing & experiencing the Park	333,684	198,882	536,794	215,472	1,284,831	3.8%	2.0%	4.1%	4.7%	3.5%	0.6%
Tour	63,048	97,029	108,849	37,850	306,777	0.7%	1.0%	0.8%	0.8%	0.8%	0.3%
Carriage Rides	44,846	20,118	57,981	7,590	130,535	0.5%	0.2%	0.4%	0.2%	0.4%	0.2%
Pedicab ride	9,851	0	29,987	0	39,837	0.1%	0.0%	0.2%	0.0%	0.1%	0.1%
Relaxing / Socializing											
Relaxing	1,115,522	1,057,299	1,993,854	360,997	4,527,672	12.7%	10.4%	15.3%	7.9%	12.4%	1.1%
People-watching	893,403	1,074,038	1,677,222	481,655	4,126,318	10.2%	10.6%	12.9%	10.6%	11.3%	1.1%
Sitting	1,034,166	991,249	1,677,342	224,487	3,927,244	11.8%	9.8%	12.9%	4.9%	10.8%	1.0%
Hanging Out	673,854	565,601	1,314,465	194,683	2,748,603	7.7%	5.6%	10.1%	4.3%	7.5%	0.9%
Socializing	541,064	821,285	998,633	291,486	2,652,469	6.2%	8.1%	7.7%	6.4%	7.3%	0.9%
Thinking	657,569	621,785	694,272	257,031	2,230,656	7.5%	6.1%	5.3%	5.6%	6.1%	0.8%
Reading	301,831	227,726	877,888	29,400	1,436,844	3.4%	2.2%	6.7%	0.6%	3.9%	0.7%
Picnic	132,681	164,770	652,702	8,153	958,306	1.5%	1.6%	5.0%	0.2%	2.6%	0.5%
Eating/Drinking	213,067	181,462	448,819	20,071	863,419	2.4%	1.8%	3.4%	0.4%	2.4%	0.5%
Street performance-watching	151,981	147,369	248,465	76,601	624,417	1.7%	1.5%	1.9%	1.7%	1.7%	0.4%
Waiting	122,700	150,212	283,004	36,030	591,946	1.4%	1.5%	2.2%	0.8%	1.6%	0.4%
Sunbathing	42,618	75,995	218,968	41,052	378,633	0.5%	0.8%	1.7%	0.9%	1.0%	0.3%
Napping	106,806	0	170,584	0	277,391	1.2%	0.0%	1.3%	0.0%	0.8%	0.3%
Listening to music	77,614	11,881	134,433	7,557	231,484	0.9%	0.1%	1.0%	0.2%	0.6%	0.8%
Phone calls	72,108	88,772	74,966	0	235,846	0.8%	0.9%	0.6%	0.0%	0.6%	0.8%
Hobbies/Games	39,520	16,393	46,073	45,435	147,421	0.5%	0.2%	0.4%	1.0%	0.4%	0.2%
Nature											
Looking at plants and trees	1,146,068	1,605,689	1,694,874	468,946	4,915,577	13.1%	15.9%	13.0%	10.3%	13.5%	1.2%
Bird-watching	287,486	779,261	533,652	185,568	1,785,967	3.3%	7.7%	4.1%	4.1%	4.9%	0.7%
Exercise / Physical Activity											
Running/Jogging	732,611	1,145,450	1,461,566	442,085	3,781,711	8.4%	11.3%	11.2%	9.7%	10.4%	1.0%
Biking	263,127	206,872	508,170	159,421	1,137,589	3.0%	2.0%	3.9%	3.5%	3.1%	0.6%
Exercising	91,883	47,326	127,382	18,720	285,311	1.0%	0.5%	1.0%	0.4%	0.8%	0.3%
Ice Skating	0	32,786	0	95,092	127,878	0.0%	0.3%	0.0%	2.1%	0.4%	0.2%
Rollerskating/Rollerblading	30,238	3,933	21,865	0	56,036	0.3%	0.0%	0.2%	0.0%	0.2%	0.2%
Tennis	13,071	0	67,026	0	80,097	0.1%	0.0%	0.5%	0.0%	0.2%	0.2%
Swimming	2,306	0	63,733	0	66,040	0.0%	0.0%	0.5%	0.0%	0.2%	0.2%
Dog Walking	1,032,915	1,429,959	1,055,892	779,520	4,298,287	11.8%	14.1%	8.1%	17.1%	11.8%	1.1%
Attractions / Events / Programs											
Zoo Visit	382,311	191,364	538,030	97,981	1,209,686	4.4%	1.9%	4.1%	2.1%	3.3%	0.6%
Carousel Visit	37,421	78,055	274,191	6,796	396,463	0.4%	0.8%	2.1%	0.1%	1.1%	0.4%
Special Event (Race)	47,252	79,411	88,670	20,726	236,060	0.5%	0.8%	0.7%	0.5%	0.6%	0.8%
Model Boating	15,132	45,276	98,073	0	158,480	0.2%	0.4%	0.8%	0.0%	0.4%	0.2%
Special Event (PAWS Country Show)	65,342	0	0	0	65,342	0.7%	0.0%	0.0%	0.0%	0.2%	0.2%
CPC program	29,343	20,018	19,362	3,671	72,394	0.3%	0.2%	0.1%	0.1%	0.2%	0.2%
Special event (concert)	29,343	20,018	19,362	3,671	72,394	0.3%	0.2%	0.1%	0.1%	0.2%	0.2%
Special Event (PAWS Bagel Bark)	0	0	0	29,566	29,566	0.0%	0.0%	0.0%	0.6%	0.1%	0.1%
Special Event (All Star Parade)	0	0	43,730	0	43,730	0.0%	0.0%	0.3%	0.0%	0.1%	0.1%
Special event (Raptor Show)	12,868	0	0	0	12,868	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Special event (Easter Egg Hunt)	0	16,141	0	0	16,141	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Special event (Fishing Event)	10,561	0	0	0	10,561	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Photography & Art											
Photography	306,357	531,907	467,623	483,802	1,789,689	3.5%	5.3%	3.6%	10.6%	4.9%	0.7%
Art	36,962	7,260	35,300	0	79,523	0.4%	0.1%	0.3%	0.0%	0.2%	0.2%
Playground Visit	840,484	784,991	1,252,181	218,413	3,096,070	9.6%	7.7%	9.6%	4.8%	8.5%	0.9%
Commuting	316,454	633,224	613,638	195,558	1,758,874	3.6%	6.3%	4.7%	4.3%	4.8%	0.7%
Team Sports											
Sports (Other)	85,234	83,724	313,974	51,434	534,366	1.0%	0.8%	2.4%	1.1%	1.5%	0.4%
Soccer	76,494	52,491	60,448	4,482	193,914	0.9%	0.5%	0.5%	0.1%	0.5%	0.2%
Baseball	17,790	36,762	84,413	0	138,965	0.2%	0.4%	0.6%	0.0%	0.4%	0.2%
Softball	0	20,998	62,711	0	83,709	0.0%	0.2%	0.5%	0.0%	0.2%	0.2%
Basketball	19,494	20,118	7,036	0	46,648	0.2%	0.2%	0.1%	0.0%	0.1%	0.1%
Metropolitan Museum visit	139,390	272,444	289,353	51,706	752,893	1.6%	2.7%	2.2%	1.1%	2.1%	0.5%
Spectating	12,879	30,191	179,904	62,864	285,838	0.1%	0.3%	1.4%	1.4%	0.8%	0.3%
Boating & Fishing	18,611	0	86,687	4,482	109,780	0.2%	0.0%	0.7%	0.1%	0.3%	0.2%
Boating	18,611	0	86,687	4,482	109,780	0.2%	0.0%	0.7%	0.1%	0.3%	0.2%
Fishing	18,148	5,703	16,555	0	40,406	0.2%	0.1%	0.1%	0.0%	0.1%	0.1%
Other											
Used bathroom	24,830	23,144	9,371	12,072	69,416	0.3%	0.2%	0.1%	0.3%	0.2%	0.2%
Working	118,542	148,425	244,466	62,731	574,164	1.4%	1.5%	1.9%	1.4%	1.6%	0.4%
Other	201,909	231,570	522,659	54,640	1,010,778	2.3%	2.3%	4.0%	1.2%	2.8%	0.6%

5A.2 - ACTIVITIES REPORTED BY VISITORS (Fall)

ACTIVITY	Sunday	Saturday	Weekday	Total
Experiencing the Park				
Walking	63.2%	62.9%	62.9%	63.0%
Wandering	12.6%	9.5%	13.5%	12.6%
Sight seeing & experiencing the Park	3.3%	5.5%	3.5%	3.8%
Tour	0.0%	1.3%	0.8%	0.7%
Carriage Rides	1.7%	0.0%	0.2%	0.5%
Pedicab ride	0.0%	0.7%	0.0%	0.1%
Relaxing / Socializing				
Relaxing	7.4%	8.3%	15.9%	12.7%
People-watching	8.1%	11.7%	10.6%	10.2%
Sitting	6.7%	8.2%	14.7%	11.8%
Hanging Out	5.2%	5.5%	9.2%	7.7%
Socializing	7.6%	8.0%	5.1%	6.2%
Thinking	2.6%	6.4%	9.7%	7.5%
Reading	1.4%	0.9%	4.9%	3.4%
Picnic	1.3%	2.0%	1.5%	1.5%
Eating/Drinking	1.1%	4.2%	2.5%	2.4%
Street performance-watching	1.3%	3.9%	1.3%	1.7%
Waiting	2.4%	0.7%	1.2%	1.4%
Sunbathing	0.0%	0.6%	0.6%	0.5%
Napping	0.4%	1.0%	1.6%	1.2%
Listening to music	1.1%	1.9%	0.5%	0.9%
Phone calls	0.5%	0.3%	1.1%	0.8%
Hobbies/Games	0.0%	1.1%	0.5%	0.5%
Nature				
Looking at plants and trees	7.7%	11.8%	15.5%	13.1%
Bird-watching	3.1%	3.0%	3.4%	3.3%
Exercise / Physical Activity				
Running/Jogging	13.7%	10.4%	5.8%	8.4%
Biking	3.2%	3.6%	2.7%	3.0%
Exercising	2.5%	1.3%	0.4%	1.0%
Ice Skating	0.0%	0.0%	0.0%	0.0%
Rollerskating/Rollerblading	0.9%	0.8%	0.0%	0.3%
Tennis	0.0%	0.3%	0.2%	0.1%
Swimming	0.1%	0.0%	0.0%	0.0%
Dog Walking	12.0%	12.1%	11.6%	11.8%
Attractions / Events / Programs				
Zoo Visit	3.0%	2.8%	2.5%	2.7%
Carousel Visit	1.6%	0.4%	0.0%	0.4%
Special Event (Race)	1.1%	1.4%	0.1%	0.5%
Model Boating	0.3%	0.7%	0.0%	0.2%
Special Event (PAWS Country Show)	0.0%	3.8%	0.2%	0.7%
CPC program	0.8%	0.6%	0.1%	0.3%
Special event (concert)	0.8%	0.6%	0.1%	0.3%
Special Event (PAWS Bagel Bark)	0.0%	0.0%	0.0%	0.0%
Special Event (All Star Parade)	0.0%	0.0%	0.0%	0.0%
Special event (Raptor Show)	0.6%	0.0%	0.0%	0.1%
Special event (Easter Egg Hunt)	0.0%	0.0%	0.0%	0.0%
Special event (Fishing Event)	0.5%	0.0%	0.0%	0.1%
Photography & Art				
Photography	2.3%	5.9%	3.3%	3.5%
Art	0.1%	0.4%	0.5%	0.4%
Playground	5.3%	3.0%	4.7%	4.5%
Commuting	2.4%	2.4%	4.4%	3.6%
Team Sports				
Sports (Other)	2.4%	2.1%	0.1%	1.0%
Soccer	1.3%	1.8%	0.5%	0.9%
Baseball	0.6%	0.0%	0.1%	0.2%
Softball	0.0%	0.0%	0.0%	0.0%
Basketball	0.8%	0.0%	0.1%	0.2%
Metropolitan Museum visit	1.8%	1.3%	1.6%	1.6%
Spectating	0.0%	0.0%	0.2%	0.1%
Boating & Fishing	0.3%	0.4%	0.1%	0.2%
Boating	0.3%	0.4%	0.1%	0.2%
Fishing	0.9%	0.0%	0.0%	0.2%
Other				
Used bathroom	0.6%	0.8%	0.0%	0.3%
Working	0.8%	0.4%	1.8%	1.4%
Other	2.4%	3.1%	2.0%	2.3%
TOTAL RESPONSES	202.1%	220.2%	224.0%	218.3%

Sunday	Saturday	Weekday	Total
Experiencing the Park			
1,268,866	924,308	3,328,159	5,521,333
253,591	140,024	715,168	1,108,783
66,159	80,106	187,418	333,684
0	19,702	43,346	63,048
34,658	0	10,188	44,846
0	9,851	0	9,851
Relaxing / Socializing			
149,132	122,433	843,958	1,115,522
162,303	171,633	559,467	893,403
135,111	119,781	779,274	1,034,166
105,187	80,323	488,344	673,854
151,681	117,291	272,092	541,064
51,289	93,908	512,372	657,569
27,374	12,936	261,520	301,831
26,221	29,282	77,178	132,681
21,487	61,541	130,039	213,067
26,585	57,157	68,239	151,981
48,375	10,122	64,203	122,700
0	9,364	33,255	42,618
7,284	14,560	84,963	106,806
22,761	28,037	26,815	77,614
9,347	4,709	58,052	72,108
0	15,588	23,932	39,520
Nature			
153,806	173,582	818,680	1,146,068
61,668	44,167	181,651	287,486
Exercise / Physical Activity			
274,653	152,418	305,539	732,611
65,105	52,475	145,547	263,127
50,196	19,485	22,202	91,883
0	0	0	0
18,330	11,908	0	30,238
0	4,709	8,362	13,071
2,306	0	0	2,306
240,421	177,891	614,603	1,032,915
Attractions / Events / Programs			
99,972	66,243	216,096	382,311
31,684	5,737	0	37,421
22,761	20,838	3,652	47,252
5,281	9,851	0	15,132
0	55,154	10,188	65,342
16,327	9,364	3,652	29,343
16,327	9,364	3,652	29,343
0	0	0	0
0	0	0	0
12,868	0	0	12,868
0	0	0	0
10,561	0	0	10,561
Photography & Art			
45,523	86,872	173,962	306,357
2,306	6,495	28,161	36,962
223,094	92,885	524,505	840,484
47,829	35,074	233,552	316,454
Team Sports			
48,375	30,419	6,439	85,234
25,614	26,468	24,412	76,494
11,350	0	6,439	17,790
0	0	0	0
15,842	0	3,652	19,494
36,661	18,728	84,002	139,390
0	0	12,879	12,879
6,434	5,737	6,439	18,611
6,434	5,737	6,439	18,611
18,148	0	0	18,148
Other			
12,868	11,962	0	24,830
15,113	5,683	97,746	118,542
49,104	45,736	107,069	201,909

5A.3 - ACTIVITIES REPORTED BY VISITORS (Spring)

ACTIVITY	Sunday	Saturday	Weekday	Total
Experiencing the Park				
Walking	52.4%	59.1%	65.4%	61.3%
Wandering	10.8%	12.5%	10.8%	11.1%
Sight seeing & experiencing the Park	1.6%	2.4%	2.0%	2.0%
Tour	0.0%	0.8%	1.4%	1.0%
Carriage Rides	0.0%	0.0%	0.3%	0.2%
Pedicab ride	0.0%	0.0%	0.0%	0.0%
Relaxing / Socializing				
Relaxing	8.1%	9.8%	11.5%	10.4%
People-watching	15.5%	10.0%	8.9%	10.6%
Sitting	8.7%	11.7%	9.6%	9.8%
Hanging Out	6.8%	4.6%	5.4%	5.6%
Socializing	9.9%	10.0%	6.9%	8.1%
Thinking	4.8%	8.8%	5.8%	6.1%
Reading	0.8%	1.7%	3.0%	2.2%
Picnic	2.7%	1.5%	1.3%	1.6%
Eating/Drinking	0.8%	1.2%	2.3%	1.8%
Street performance-watching	1.7%	1.9%	1.2%	1.5%
Waiting	1.5%	4.1%	0.7%	1.5%
Sunbathing	0.2%	0.7%	1.0%	0.8%
Napping	0.0%	0.0%	0.0%	0.0%
Listening to music	0.0%	0.0%	0.2%	0.1%
Phone calls	0.2%	0.9%	1.1%	0.9%
Hobbies/Games	0.0%	0.9%	0.0%	0.2%
Nature				
Looking at plants and trees	15.7%	17.5%	15.4%	15.9%
Bird-watching	10.8%	7.6%	6.5%	7.7%
Exercise / Physical Activity				
Running/Jogging	19.1%	16.5%	6.8%	11.3%
Biking	2.4%	2.8%	1.7%	2.0%
Exercising	1.1%	0.8%	0.1%	0.5%
Ice Skating	0.0%	1.8%	0.0%	0.3%
Rollerskating/Rollerblading	0.2%	0.0%	0.0%	0.0%
Tennis	0.0%	0.0%	0.0%	0.0%
Swimming	0.0%	0.0%	0.0%	0.0%
Dog Walking	13.3%	13.4%	14.6%	14.1%
Attractions / Events / Programs				
Zoo Visit	2.0%	1.2%	2.1%	1.9%
Carousel Visit	1.7%	0.9%	0.4%	0.8%
Special Event (Race)	3.3%	0.2%	0.0%	0.8%
Model Boating	2.0%	0.0%	0.0%	0.4%
Special Event (PAWS Country Show)	0.0%	0.0%	0.0%	0.0%
CPC program	0.7%	0.2%	0.0%	0.2%
Special event (concert)	0.7%	0.2%	0.0%	0.2%
Special Event (PAWS Bagel Bark)	0.0%	0.0%	0.0%	0.0%
Special Event (All Star Parade)	0.0%	0.0%	0.0%	0.0%
Special event (Raptor Show)	0.0%	0.0%	0.0%	0.0%
Special event (Easter Egg Hunt)	0.0%	0.9%	0.0%	0.2%
Special event (Fishing Event)	0.0%	0.0%	0.0%	0.0%
Photography & Art				
Photography	4.1%	4.2%	6.0%	5.3%
Art	0.3%	0.0%	0.0%	0.1%
Playground	6.2%	3.3%	2.8%	3.7%
Commuting	1.5%	1.4%	9.5%	6.3%
Team Sports				
Sports (Other)	1.0%	0.9%	0.7%	0.8%
Soccer	0.7%	0.2%	0.5%	0.5%
Baseball	0.9%	0.9%	0.0%	0.4%
Softball	0.2%	0.9%	0.0%	0.2%
Basketball	0.0%	0.0%	0.3%	0.2%
Metropolitan Museum visit	1.4%	0.9%	3.7%	2.7%
Spectating	0.9%	0.0%	0.2%	0.3%
Boating & Fishing				
Boating	0.0%	0.0%	0.0%	0.0%
Fishing	0.0%	0.0%	0.1%	0.1%
Other				
Used bathroom	0.0%	0.2%	0.3%	0.2%
Working	0.8%	2.0%	1.5%	1.5%
Other	2.0%	2.7%	2.2%	2.3%
TOTAL RESPONSES	219.6%	224.3%	214.4%	217.4%

Sunday	Saturday	Weekday	Total
Experiencing the Park			
1,195,231	1,078,394	3,937,387	6,211,012
246,851	227,986	652,324	1,127,161
36,100	44,134	118,648	198,882
0	15,132	81,897	97,029
0	0	20,118	20,118
0	0	0	0
Relaxing / Socializing			
183,827	178,219	695,252	1,057,299
354,445	182,591	537,003	1,074,038
199,256	212,854	579,139	991,249
155,189	83,141	327,271	565,601
225,978	182,338	412,969	821,285
110,317	161,070	350,398	621,785
18,151	31,525	178,050	227,726
60,805	28,246	75,719	164,770
19,058	22,530	139,874	181,462
39,327	34,383	73,660	147,369
33,276	74,482	42,453	150,212
3,630	11,853	60,512	75,995
0	0	0	0
0	0	11,881	11,881
3,630	16,393	68,749	88,772
0	16,393	0	16,393
Nature			
358,781	319,113	927,795	1,605,689
247,355	139,213	392,693	779,261
Exercise / Physical Activity			
434,813	301,628	409,009	1,145,450
54,689	51,071	101,111	206,872
26,016	15,132	6,178	47,326
0	32,786	0	32,786
3,933	0	0	3,933
0	0	0	0
0	0	0	0
304,419	243,452	882,088	1,429,959
Attractions / Events / Programs			
45,276	22,530	123,558	191,364
39,327	16,393	22,336	78,055
76,133	3,279	0	79,411
45,276	0	0	45,276
0	0	0	0
16,739	3,279	0	20,018
16,739	3,279	0	20,018
0	0	0	0
0	0	0	0
0	0	0	0
0	16,141	0	16,141
0	0	0	0
Photography & Art			
92,569	76,584	362,754	531,907
7,260	0	0	7,260
298,726	128,611	357,654	784,991
33,478	24,883	574,862	633,224
Team Sports			
23,294	16,393	44,037	83,724
16,739	3,279	32,474	52,491
20,369	16,393	0	36,762
3,933	17,065	0	20,998
0	0	20,118	20,118
31,865	17,065	223,514	272,444
20,369	0	9,821	30,191
0	0	0	0
0	0	0	0
0	0	5,703	5,703
Other			
0	3,026	20,118	23,144
19,058	36,064	93,302	148,425
46,587	50,019	134,964	231,570

5A.4 - ACTIVITIES REPORTED BY VISITORS (Summer)

ACTIVITY	Sunday	Saturday	Weekday	Total
Experiencing the Park				
Walking	50.6%	60.1%	58.4%	57.2%
Wandering	8.6%	15.9%	10.1%	10.7%
Sight seeing & experiencing the Park	5.2%	3.7%	3.9%	4.1%
Tour	1.0%	2.0%	0.5%	0.8%
Carriage Rides	0.8%	2.0%	0.0%	0.4%
Pedicab ride	0.0%	0.0%	0.3%	0.2%
Relaxing / Socializing				
Relaxing	18.1%	15.4%	14.5%	15.3%
People-watching	9.8%	17.4%	12.8%	12.9%
Sitting	10.8%	19.3%	12.0%	12.9%
Hanging Out	11.4%	14.3%	8.8%	10.1%
Socializing	7.7%	11.0%	6.9%	7.7%
Thinking	5.1%	11.8%	4.0%	5.3%
Reading	9.6%	9.2%	5.4%	6.7%
Picnic	2.7%	5.1%	5.6%	5.0%
Eating/Drinking	2.2%	2.7%	4.0%	3.4%
Street performance-watching	3.4%	3.7%	1.1%	1.9%
Waiting	1.6%	5.4%	1.6%	2.2%
Sunbathing	2.7%	0.7%	1.6%	1.7%
Napping	1.6%	3.3%	0.8%	1.3%
Listening to music	0.6%	0.0%	1.4%	1.0%
Phone calls	0.0%	0.0%	0.9%	0.6%
Hobbies/Games	0.0%	0.0%	0.5%	0.4%
Nature				
Looking at plants and trees	8.9%	18.5%	13.0%	13.0%
Bird-watching	3.2%	5.1%	4.1%	4.1%
Exercise / Physical Activity				
Running/Jogging	15.9%	15.5%	8.9%	11.2%
Biking	5.7%	3.9%	3.4%	3.9%
Exercising	0.5%	1.4%	1.0%	1.0%
Ice Skating	0.0%	0.0%	0.0%	0.0%
Rollerskating/Rollerblading	0.0%	0.0%	0.3%	0.2%
Tennis	0.0%	1.1%	0.5%	0.5%
Swimming	0.5%	0.0%	0.6%	0.5%
Dog Walking	8.3%	6.2%	8.4%	8.1%
Attractions / Events / Programs				
Zoo Visit	2.4%	7.3%	3.9%	4.1%
Carousel Visit	0.2%	4.0%	2.2%	2.1%
Special Event (Race)	3.0%	0.7%	0.0%	0.7%
Model Boating	2.2%	0.7%	0.3%	0.8%
Special Event (PAWS Country Show)	0.0%	0.0%	0.0%	0.0%
CPC program	0.2%	0.7%	0.0%	0.1%
Special event (concert)	0.2%	0.7%	0.0%	0.1%
Special Event (PAWS Bagel Bark)	0.0%	0.0%	0.0%	0.0%
Special Event (All Star Parade)	0.0%	0.0%	0.5%	0.3%
Special event (Raptor Show)	0.0%	0.0%	0.0%	0.0%
Special event (Easter Egg Hunt)	0.0%	0.0%	0.0%	0.0%
Special event (Fishing Event)	0.0%	0.0%	0.0%	0.0%
Photography & Art				
Photography	4.4%	5.4%	3.0%	3.6%
Art	0.6%	0.7%	0.1%	0.3%
Playground Visit	4.6%	2.8%	4.9%	4.5%
Commuting	3.3%	1.4%	5.8%	4.7%
Team Sports				
Sports (Other)	2.1%	3.5%	2.3%	2.4%
Soccer	0.2%	0.0%	0.6%	0.5%
Baseball	0.5%	1.7%	0.5%	0.6%
Softball	1.4%	1.0%	0.1%	0.5%
Basketball	0.0%	0.4%	0.0%	0.1%
Metropolitan Museum visit	1.0%	1.3%	2.7%	2.2%
Spectating	3.3%	2.7%	0.5%	1.4%
Boating & Fishing	1.1%	1.4%	0.4%	0.7%
Boating	1.1%	1.4%	0.4%	0.7%
Fishing	0.0%	0.0%	0.2%	0.1%
Other				
Used bathroom	0.0%	0.0%	0.1%	0.1%
Working	1.0%	2.0%	2.1%	1.9%
Other	3.5%	4.4%	4.1%	4.0%
TOTAL RESPONSES	233.0%	299.0%	230.0%	240.6%

Sunday	Saturday	Weekday	Total
Experiencing the Park			
1,251,511	1,141,855	5,062,264	7,455,630
213,866	302,696	873,671	1,390,234
128,716	70,885	337,193	536,794
25,743	37,658	45,448	108,849
19,802	38,179	0	57,981
0	0	29,987	29,987
Relaxing / Socializing			
447,534	291,881	1,254,438	1,993,854
241,589	330,191	1,105,442	1,677,222
267,332	365,633	1,044,376	1,677,342
281,194	272,205	761,065	1,314,465
190,103	208,487	600,044	998,633
126,735	223,472	344,065	694,272
237,629	174,998	465,260	877,888
67,328	97,467	487,906	652,702
53,466	51,600	343,752	448,819
83,170	69,713	95,582	248,465
39,605	103,461	139,937	283,004
67,328	12,639	139,000	218,968
39,605	63,197	67,782	170,584
13,862	0	120,571	134,433
0	0	74,966	74,966
0	0	46,073	46,073
Nature			
219,807	351,039	1,124,028	1,694,874
79,210	96,946	357,496	533,652
392,087	294,357	775,122	1,461,566
142,116	74,151	291,903	508,170
11,881	26,321	89,179	127,382
0	0	0	0
0	0	21,865	21,865
0	21,109	45,917	67,026
11,881	0	51,852	63,733
206,413	117,540	731,940	1,055,892
Attractions / Events / Programs			
59,407	139,556	339,067	538,030
5,941	75,055	193,195	274,191
75,249	13,421	0	88,670
55,447	12,639	29,987	98,073
0	0	0	0
5,941	13,421	0	19,362
5,941	13,421	0	19,362
0	0	0	0
0	0	43,730	43,730
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
Photography & Art			
108,913	101,637	257,072	467,623
13,862	13,161	8,278	35,300
238,844	114,427	898,910	1,252,181
81,190	25,800	506,648	613,638
Team Sports			
51,486	67,107	195,381	313,974
5,941	0	54,507	60,448
11,881	31,925	40,607	84,413
33,664	19,676	9,371	62,711
0	7,036	0	7,036
25,743	25,279	238,331	289,353
81,190	51,079	47,635	179,904
27,723	27,103	31,861	86,687
27,723	27,103	31,861	86,687
0	0	16,555	16,555
Other			
0	0	9,371	9,371
25,743	38,179	180,544	244,466
87,131	83,655	351,874	522,659

5A.5 - ACTIVITIES REPORTED BY VISITORS (Winter)

ACTIVITY	Sunday	Saturday	Weekday	Total
Experiencing the Park				
Walking	60.8%	63.0%	63.8%	63.1%
Wandering	14.2%	9.4%	4.9%	7.6%
Sight seeing & experiencing the Park	4.1%	2.5%	5.7%	4.7%
Tour	1.0%	0.0%	1.1%	0.8%
Carriage Rides	0.0%	0.8%	0.0%	0.2%
Pedicab ride	0.0%	0.0%	0.0%	0.0%
Relaxing / Socializing				
Relaxing	9.6%	7.0%	7.7%	7.9%
People-watching	14.6%	14.3%	8.1%	10.6%
Sitting	8.4%	5.8%	3.6%	4.9%
Hanging Out	10.9%	4.9%	2.1%	4.3%
Socializing	7.2%	6.2%	6.2%	6.4%
Thinking	10.0%	6.1%	4.2%	5.6%
Reading	1.8%	1.5%	0.0%	0.6%
Picnic	0.5%	0.4%	0.0%	0.2%
Eating/Drinking	0.7%	1.5%	0.0%	0.4%
Street performance-watching	5.2%	3.5%	0.0%	1.7%
Waiting	2.1%	2.0%	0.0%	0.8%
Sunbathing	0.0%	0.4%	1.3%	0.9%
Napping	0.0%	0.0%	0.0%	0.0%
Listening to music	0.5%	0.3%	0.0%	0.2%
Phone calls	0.0%	0.0%	0.0%	0.0%
Hobbies/Games	0.3%	0.6%	1.3%	1.0%
Nature				
Looking at plants and trees	14.8%	8.9%	9.4%	10.3%
Bird-watching	6.5%	5.7%	2.8%	4.1%
Exercise / Physical Activity				
Running/Jogging	11.3%	13.8%	7.8%	9.7%
Biking	2.1%	1.7%	4.5%	3.5%
Exercising	0.3%	1.7%	0.0%	0.4%
Ice Skating	3.5%	3.1%	1.3%	2.1%
Rollerskating/Rollerblading	0.0%	0.0%	0.0%	0.0%
Tennis	0.0%	0.0%	0.0%	0.0%
Swimming	0.0%	0.0%	0.0%	0.0%
Dog Walking				
	15.3%	10.9%	19.7%	17.1%
Attractions / Events / Programs				
Zoo Visit	1.2%	1.4%	2.7%	2.1%
Carousel Visit	0.0%	0.7%	0.0%	0.1%
Special Event (Race)	2.0%	0.4%	0.0%	0.5%
Model Boating	0.0%	0.0%	0.0%	0.0%
Special Event (PAWS Country Show)	0.0%	0.0%	0.0%	0.0%
CPC program	0.0%	0.4%	0.0%	0.1%
Special event (concert)	0.0%	0.4%	0.0%	0.1%
Special Event (PAWS Bagel Bark)	0.0%	3.1%	0.0%	0.6%
Special Event (All Star Parade)	0.0%	0.0%	0.0%	0.0%
Special event (Raptor Show)	0.0%	0.0%	0.0%	0.0%
Special event (Easter Egg Hunt)	0.0%	0.0%	0.0%	0.0%
Special event (Fishing Event)	0.0%	0.0%	0.0%	0.0%
Photography & Art				
Photography	2.9%	8.4%	13.7%	10.6%
Art	0.0%	0.0%	0.0%	0.0%
Playground Visit				
	2.4%	5.7%	1.1%	2.3%
Commuting				
	2.9%	4.0%	4.8%	4.3%
Team Sports				
Sports (Other)	1.8%	3.8%	0.0%	1.1%
Soccer	0.5%	0.0%	0.0%	0.1%
Baseball	0.0%	0.0%	0.0%	0.0%
Softball	0.0%	0.0%	0.0%	0.0%
Basketball	0.0%	0.0%	0.0%	0.0%
Metropolitan Museum visit				
	3.1%	2.8%	0.0%	1.1%
Spectating				
	1.6%	0.8%	1.5%	1.4%
Boating & Fishing				
Boating	0.5%	0.0%	0.0%	0.1%
Fishing	0.0%	0.0%	0.0%	0.0%
Other				
Used bathroom	0.5%	0.8%	0.0%	0.3%
Working	0.0%	0.9%	1.9%	1.4%
Other	3.3%	2.9%	0.0%	1.2%
TOTAL RESPONSES	229.2%	212.5%	181.4%	196.5%

Sunday	Saturday	Weekday	Total
Experiencing the Park			
506,847	592,852	1,778,443	2,878,142
118,226	88,449	137,790	344,464
33,779	23,166	158,526	215,472
8,382	0	29,468	37,850
0	7,590	0	7,590
0	0	0	0
Relaxing / Socializing			
79,592	65,580	215,825	360,997
122,043	134,782	224,829	481,655
70,255	54,915	99,318	224,487
90,630	46,482	57,572	194,683
59,714	58,238	173,533	291,486
83,451	57,346	116,235	257,031
15,063	14,336	0	29,400
4,482	3,671	0	8,153
5,685	14,386	0	20,071
43,365	33,237	0	76,601
17,180	18,851	0	36,030
0	3,671	37,381	41,052
0	0	0	0
4,482	3,076	0	7,557
0	0	0	0
2,697	5,358	37,381	45,435
Nature			
123,620	83,389	261,937	468,946
54,527	53,278	77,763	185,568
93,908	129,623	218,554	442,085
17,536	16,104	125,781	159,421
2,697	16,023	0	18,720
28,841	28,871	37,381	95,092
0	0	0	0
0	0	0	0
0	0	0	0
127,326	102,706	549,488	779,520
Attractions / Events / Programs			
9,627	13,592	74,761	97,981
0	6,796	0	6,796
17,055	3,671	0	20,726
0	0	0	0
0	0	0	0
0	3,671	0	3,671
0	3,671	0	3,671
0	29,566	0	29,566
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
24,110	37,751	133,697	195,558
Photography & Art			
24,027	78,875	380,900	483,802
0	0	0	0
42,061	113,997	62,355	218,413
24,110	37,751	133,697	195,558
Team Sports			
15,271	36,163	0	51,434
4,482	0	0	4,482
0	0	0	0
0	0	0	0
0	0	0	0
25,811	25,895	0	51,706
13,528	7,590	41,746	62,864
4,482	0	0	4,482
4,482	0	0	4,482
0	0	0	0
Other			
4,482	7,590	0	12,072
0	8,433	54,297	62,731
27,803	26,837	0	54,640

5B - ACTIVITIES REPORTED BY VIISTORS (Grouped by Category)

FALL	Sunday	Saturday	Weekdays	Total	±
Walking / Wandering / Sight-Seeing	67.2%	66.5%	67.5%	67.3%	2.7%
Relaxing / Socializing	28.5%	34.8%	38.0%	35.3%	2.8%
Dog Walking	12.0%	12.1%	11.6%	11.8%	1.9%
Exercise / Physical Activity	18.5%	13.8%	8.9%	11.9%	1.9%
Nature	8.6%	12.5%	16.7%	14.2%	2.0%
Programs & Events	6.9%	8.2%	2.8%	4.6%	1.2%
Photography & Art	2.4%	6.4%	3.8%	3.9%	1.1%
Playground	5.3%	3.0%	4.7%	4.5%	1.2%
Commuting	2.4%	2.4%	4.4%	3.6%	1.1%
Team Sports	5.0%	3.6%	0.5%	2.1%	8.3%
Metropolitan Museum visit	1.8%	1.3%	1.6%	1.6%	0.7%
Races	1.1%	1.4%	0.1%	0.5%	0.4%
Spectating	0.0%	0.0%	0.2%	0.1%	0.2%
Boating & Fishing	0.3%	0.4%	0.1%	0.2%	0.3%
Other	3.8%	4.3%	3.9%	3.9%	0.1%
Total Responses	163.9%	170.7%	164.8%	165.6%	
ESTIMATED VISITS	2,007,727	1,468,435	5,293,838	8,770,000	

SPRING	Sunday	Saturday	Weekdays	Total	±
Walking / Wandering / Sight-Seeing	54.2%	60.4%	68.1%	63.6%	3.3%
Relaxing / Socializing	33.3%	34.6%	30.1%	31.6%	3.2%
Dog Walking	13.3%	13.4%	14.6%	14.1%	2.4%
Exercise / Physical Activity	23.7%	22.0%	7.4%	13.7%	2.4%
Nature	19.2%	19.5%	17.2%	18.1%	2.6%
Programs & Events	5.6%	3.0%	2.4%	3.2%	1.2%
Photography & Art	4.4%	4.2%	6.0%	5.3%	1.5%
Playground	6.2%	3.3%	2.8%	3.7%	1.3%
Commuting	1.5%	1.4%	9.5%	6.3%	1.3%
Team Sports	2.6%	2.9%	1.6%	2.1%	1.0%
Metropolitan Museum visit	1.4%	0.9%	3.7%	2.7%	1.1%
Races	3.3%	0.2%	0.0%	0.8%	0.6%
Spectating	0.9%	0.0%	0.2%	0.3%	0.4%
Boating & Fishing	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2.9%	4.9%	3.8%	3.8%	1.3%
Total Responses	172.5%	170.6%	167.5%	169.2%	
ESTIMATED VISITS	2,282,364	1,823,384	6,024,252	10,130,000	

SUMMER	Sunday	Saturday	Weekdays	Total	±
Walking / Wandering / Sight-Seeing	56.1%	66.5%	61.7%	61.4%	3.1%
Relaxing / Socializing	46.3%	51.7%	42.6%	44.6%	3.2%
Dog Walking	8.3%	6.2%	8.4%	8.1%	1.7%
Exercise / Physical Activity	19.5%	19.4%	13.3%	15.4%	2.3%
Nature	9.9%	20.8%	14.3%	14.4%	2.2%
Programs & Events	5.1%	11.4%	6.1%	6.6%	1.6%
Photography & Art	5.0%	6.0%	3.1%	3.9%	1.2%
Playground	4.6%	2.8%	4.9%	4.5%	1.3%
Commuting	3.3%	1.4%	5.8%	4.7%	1.4%
Team Sports	3.7%	6.6%	3.5%	4.0%	1.3%
Metropolitan Museum visit	1.0%	1.3%	2.7%	2.2%	0.9%
Races	3.0%	0.7%	0.0%	0.7%	0.5%
Spectating	3.3%	2.7%	0.5%	1.4%	0.8%
Boating & Fishing	1.1%	1.4%	0.4%	0.7%	0.5%
Other	4.6%	6.4%	6.3%	6.0%	1.5%
Total Responses	174.8%	205.4%	173.6%	178.5%	
ESTIMATED VISITS	2,473,319	1,899,313	8,667,368	13,040,000	

WINTER	Sunday	Saturday	Weekdays	Total	±
Walking / Wandering / Sight-Seeing	63.4%	65.3%	64.9%	64.7%	4.2%
Relaxing / Socializing	34.0%	31.5%	20.0%	24.9%	3.8%
Dog Walking	15.3%	10.9%	19.7%	17.1%	3.3%
Exercise / Physical Activity	17.7%	18.5%	11.3%	13.9%	3.1%
Nature	17.5%	11.3%	10.1%	11.7%	2.8%
Programs & Events	1.2%	5.7%	2.7%	3.0%	1.5%
Photography & Art	2.9%	8.4%	13.7%	10.6%	2.7%
Playground	2.4%	5.7%	1.1%	2.3%	1.3%
Commuting	2.9%	4.0%	4.8%	4.3%	1.8%
Team Sports	2.4%	3.8%	0.0%	1.2%	1.0%
Metropolitan Museum visit	3.1%	2.8%	0.0%	1.1%	0.9%
Races	2.0%	0.4%	0.0%	0.5%	0.6%
Spectating	1.6%	0.8%	1.5%	1.4%	1.0%
Boating & Fishing	0.5%	0.0%	0.0%	0.1%	0.3%
Other	3.9%	4.6%	1.9%	2.8%	1.5%
Total Responses	170.8%	173.7%	151.7%	159.7%	
ESTIMATED VISITS	833,098	941,092	2,785,810	4,560,000	

Total Year	Sunday	Saturday	Weekdays	Total	±
Walking / Wandering / Sight-Seeing	59.3%	64.5%	65.1%	63.8%	1.6%
Relaxing / Socializing	36.3%	39.5%	35.4%	36.3%	1.6%
Dog Walking	11.6%	10.5%	12.2%	11.8%	1.1%
Exercise / Physical Activity	20.3%	18.7%	10.5%	13.9%	1.2%
Nature	13.2%	17.0%	15.1%	15.0%	1.2%
Programs & Events	5.3%	7.3%	3.9%	4.8%	0.7%
Photography & Art	3.9%	5.9%	5.3%	5.1%	0.7%
Playground	10.6%	7.3%	8.1%	8.5%	0.9%
Commuting	2.5%	2.0%	6.4%	4.8%	0.7%
Team Sports	3.6%	4.4%	1.9%	2.6%	0.5%
Metropolitan Museum visit	1.6%	1.4%	2.4%	2.1%	0.5%
Races	2.5%	0.7%	0.0%	0.6%	0.3%
Spectating	1.5%	1.0%	0.5%	0.8%	0.3%
Boating & Fishing	0.5%	0.5%	0.2%	0.3%	0.2%
Other	3.8%	5.2%	4.5%	4.5%	0.7%
Total Responses	176.4%	185.8%	171.5%	174.9%	
ESTIMATED VISITS	7,596,509	6,132,223	22,771,268	36,500,000	

FALL	Sunday	Saturday	Weekdays	Total
Walking / Wandering / Sight-Seeing	1,349,653	976,160	3,575,263	5,901,076
Relaxing / Socializing	573,038	511,327	2,009,409	3,093,775
Dog Walking	240,421	177,891	614,603	1,032,915
Exercise / Physical Activity	370,554	201,998	470,756	1,043,307
Nature	173,593	183,974	885,862	1,243,429
Programs & Events	137,903	120,647	146,090	404,640
Photography & Art	47,829	93,367	202,123	343,319
Playground	223,094	92,885	524,505	840,484
Commuting	47,829	35,074	233,552	316,454
Team Sports	101,181	53,260	28,065	182,506
Metropolitan Museum visit	36,661	18,728	84,002	139,390
Races	22,761	20,838	3,652	47,252
Spectating	0	0	12,879	12,879
Boating & Fishing	6,434	5,737	6,439	18,611
Other	77,085	63,381	204,814	345,281
Total Responses	3,408,036	2,555,268	9,002,014	14,965,317
ESTIMATED VISITS	2,007,727	1,468,435	5,293,838	8,770,000

SPRING	Sunday	Saturday	Weekdays	Total
Walking / Wandering / Sight-Seeing	1,236,675	1,100,671	4,101,814	6,439,161
Relaxing / Socializing	760,015	630,576	1,810,919	3,201,510
Dog Walking	304,419	243,452	882,088	1,429,959
Exercise / Physical Activity	541,802	400,741	447,186	1,389,728
Nature	438,140	355,850	1,037,889	1,831,879
Programs & Events	126,955	55,063	145,894	327,912
Photography & Art	99,829	76,584	362,754	539,167
Playground	298,726	128,611	357,654	784,991
Commuting	33,478	24,883	574,862	633,224
Team Sports	60,402	53,129	96,629	210,160
Metropolitan Museum visit	31,865	17,065	223,514	272,444
Races	76,133	3,279	0	79,411
Spectating	20,369	0	9,821	30,191
Boating & Fishing	0	0	0	0
Other	65,645	89,110	228,266	383,021
Total Responses	4,094,454	3,179,015	10,279,289	17,552,758
ESTIMATED VISITS	2,282,364	1,823,384	6,024,252	10,130,000

SUMMER	Sunday	Saturday	Weekdays	Total
Walking / Wandering / Sight-Seeing	1,388,148	1,262,386	5,350,104	8,000,638
Relaxing / Socializing	1,144,578	982,493	3,692,096	5,819,168
Dog Walking	206,413	117,540	731,940	1,055,892
Exercise / Physical Activity	481,198	368,370	1,155,889	2,005,456
Nature	245,550	395,734	1,235,853	1,877,136
Programs & Events	126,735	215,653	524,609	866,997
Photography & Art	122,775	114,798	265,350	502,923
Playground	238,844	114,427	898,910	1,252,181
Commuting	81,190	25,800	506,648	613,638
Team Sports	91,091	125,743	299,866	516,700
Metropolitan Museum visit	25,743	25,279	238,331	289,353
Races	75,249	13,421	0	88,670
Spectating	81,190	51,079	47,635	179,904
Boating & Fishing	27,723	27,103	31,861	86,687
Other	112,874	121,834	541,789	776,497
Total Responses	4,449,301	3,961,661	15,520,879	23,931,841
ESTIMATED VISITS	2,473,319	1,899,313	8,667,368	13,040,000

WINTER	Sunday	Saturday	Weekdays	Total
Walking / Wandering / Sight-Seeing	528,343	614,828	1,807,911	2,951,082
Relaxing / Socializing	283,053	296,550	556,889	1,136,492
Dog Walking	127,326	102,706	549,488	779,520
Exercise / Physical Activity	147,606	174,467	313,506	635,579
Nature	146,153	105,960	282,128	534,242
Programs & Events	9,627	53,625	74,761	138,014
Photography & Art	24,027	78,875	380,900	483,802
Playground	42,061	113,997	62,355	218,413
Commuting	24,110	37,751	133,697	195,558
Team Sports	19,753	36,163	0	55,916
Metropolitan Museum visit	25,811	25,895	0	51,706
Races	17,055	3,671	0	20,726
Spectating	13,528	7,590	41,746	62,864
Boating & Fishing	4,482	0	0	4,482
Other	32,285	42,860	54,297	129,443
Total Responses	1,445,219	1,694,939	4,257,680	7,397,837
ESTIMATED VISITS	833,098	941,092	2,785,810	4,560,000

Total Year	Sunday	Saturday	Weekdays	Total
Walking / Wandering / Sight-Seeing	4,502,819	3,954,045	14,835,092	23,291,956
Relaxing / Socializing	2,760,684	2,420,946	8,069,314	13,250,944
Dog Walking	878,578	641,589	2,778,120	4,298,287
Exercise / Physical Activity	1,541,159	1,145,576	2,387,336	5,074,071
Nature	1,003,436	1,041,518	3,441,732	5,486,685
Programs & Events	401,221	444,988	891,354	1,737,562
Photography & Art	294,460	363,624	1,211,127	1,869,211
Playground	802,725	449,920	1,843,424	3,096,070
Commuting	186,607	123,508	1,448,759	1,758,874
Team Sports	272,427	268,296	424,559	965,282
Metropolitan Museum visit	120,080	86,967	545,846	752,893
Races	191,198	41,209	3,652	236,060
Spectating	115,087	58,669	112,081	285,838
Boating & Fishing	38,639	32,841	38,300	109,780
Other	287,889	317,186	1,029,166	1,634,240
Total Responses	13,397,009	11,390,881	39,059,863	63,847,753
ESTIMATED VISITS	7,596,509	6,132,223	22,771,268	36,500,000

5C - ACTIVE VERSUS PASSIVE USE

General Park Visits (excludes large events)

FALL	Sunday	Saturday	Weekday	Total
% Visits including Active Use	29.2%	22.5%	15.9%	20.1%
<i>Estimated # of Visits</i>	587,243	329,819	842,098	1,759,161
% Visits including Passive Use*	84.9%	89.5%	93.2%	90.7%
<i>Estimated # of Visits</i>	1,704,061	1,314,068	4,934,764	7,952,893
Overlap (% visits including both)	14.1%	11.9%	9.1%	10.7%
Total Estimated Fall Visits	2,007,727	1,468,435	5,293,838	8,770,000
Active as % of Total Use	17.6%	11.9%	7.5%	10.4%
Passive As % of Total Use	82.4%	88.1%	92.5%	89.6%
FALL Total	100.00%	100.00%	100.00%	100.00%

SPRING	Sunday	Saturday	Weekday	Total
% Visits including Active Use	33.1%	28.0%	15.7%	21.9%
<i>Estimated # of Visits</i>	756,082	510,264	948,359	2,214,705
% Visits including Passive Use*	79.4%	84.0%	93.3%	88.5%
<i>Estimated # of Visits</i>	1,811,149	1,532,180	5,618,570	8,961,899
Overlap (% visits including both)	12.48%	12.01%	9.01%	10.33%
Total Estimated Spring Visits	2,282,364	1,823,384	6,024,252	10,130,000
Active as % of Total Use	23.59%	18.15%	7.40%	12.9%
Passive As % of Total Use	76.41%	81.85%	92.60%	87.1%
SPRING Total	100.00%	100.00%	100.00%	100.00%

SUMMER	Sunday	Saturday	Weekday	Total
% Visits including Active Use	30.3%	28.5%	21.2%	24.0%
<i>Estimated # of Visits</i>	750,408	542,175	1,833,210	3,125,794
% Visits including Passive Use*	83.7%	89.3%	90.1%	88.8%
<i>Estimated # of Visits</i>	2,069,350	1,696,168	7,811,189	11,576,708
Overlap (% visits including both)	14.01%	17.85%	11.27%	12.75%
Total Estimated Summer Visits	2,473,319	1,899,313	8,667,368	13,040,000
Active as % of Total Use	18.99%	13.02%	11.13%	12.9%
Passive As % of Total Use	81.01%	86.98%	88.87%	87.1%
SUMMER Total	100.00%	100.00%	100.00%	100.00%

WINTER	Sunday	Saturday	Weekday	Total
% Visits including Active Use	23.4%	28.5%	15.4%	19.5%
<i>Estimated # of Visits</i>	194,919	267,845	428,185	890,948
% Visits including Passive Use*	86.9%	88.5%	93.5%	91.3%
<i>Estimated # of Visits</i>	723,753	832,949	2,604,364	4,161,066
Overlap (% visits including both)	10.27%	16.97%	8.86%	10.79%
Total Estimated Winter Visits	833,098	941,092	2,785,810	4,560,000
Active as % of Total Use	14.63%	13.84%	7.15%	9.8%
Passive As % of Total Use	85.37%	86.16%	92.85%	90.2%
WINTER Total	100.00%	100.00%	100.00%	100.00%

TOTAL YEAR	Sunday	Saturday	Weekday	Total	±
% Visits including Active Use	30%	27%	18%	22%	1%
<i>Estimated # of Visits</i>	2,288,652	1,650,103	4,051,853	7,990,608	
% Visits including Passive Use*	83%	88%	92%	89%	1%
<i>Estimated # of Visits</i>	6,308,313	5,375,366	20,968,887	32,652,566	
Overlap (% visits including both)	13%	15%	10%	11%	1%
Total Estimated Winter Visits	7,596,509	6,132,223	22,771,268	36,500,000	
Active as % of Total Use	24%	20%	13%	16%	1%
Passive as % of Total Use	76%	80%	87%	84%	1%
WINTER Total	100.00%	100.00%	100.00%	100.00%	

6A - WHO VISITORS REPORTED COMING TO PARK WITH

FALL	Sundays	Saturdays	Weekdays	Total
Alone	59.0%	61.0%	67.2%	64.3%
Family Group	19.2%	14.7%	14.0%	15.3%
Spouse / Partner	13.3%	17.2%	11.1%	12.6%
Friend / Co-worker	16.3%	17.6%	11.4%	13.5%
Child in their care (unrelated)	0.8%	0.1%	1.8%	1.3%
Organized Group (school, tour, etc.)	0.4%	1.0%	0.1%	0.3%
TOTAL RESPONSES	109.1%	111.6%	105.4%	107.3%
<i>ESTIMATED VISITS:</i>	2,007,727	1,468,435	5,293,838	8,770,000

Sundays	Saturdays	Weekdays	Total
1,185,312	895,963	3,556,242	5,637,517
385,986	215,914	738,819	1,340,719
266,714	252,516	586,186	1,105,417
327,260	258,281	600,870	1,186,411
16,877	2,067	93,705	112,649
8,407	14,630	3,671	26,708
2,007,727	1,468,435	5,293,838	8,770,000

SPRING	Sundays	Saturdays	Weekdays	Total
Alone	54.8%	62.4%	70.6%	65.6%
Family Group	19.7%	15.3%	16.9%	17.3%
Spouse / Partner	11.1%	16.3%	9.6%	11.2%
Friend / Co-worker	24.2%	20.5%	12.7%	16.7%
Child in their care (unrelated)	0.0%	0.0%	0.6%	0.4%
Organized Group (school, tour, etc.)	0.6%	1.2%	0.6%	0.7%
TOTAL RESPONSES	110.3%	115.7%	111.2%	111.8%
<i>ESTIMATED VISITS:</i>	2,282,364	1,823,384	6,024,252	10,130,000

Sundays	Saturdays	Weekdays	Total
1,250,616	1,137,211	4,254,245	6,642,072
449,795	279,767	1,020,039	1,749,601
252,256	296,731	581,323	1,130,310
551,854	374,474	767,667	1,693,994
0	0	38,800	38,800
14,053	21,227	34,886	70,167
2,282,364	1,823,384	6,024,252	10,130,000

SUMMER	Sundays	Saturdays	Weekdays	Total
Alone	57.0%	53.4%	60.1%	58.5%
Family Group	21.5%	20.0%	23.6%	22.7%
Spouse / Partner	20.0%	18.5%	9.2%	12.6%
Friend / Co-worker	12.3%	14.4%	10.8%	11.6%
Child in their care (unrelated)	0.0%	0.0%	1.0%	0.7%
Organized Group (school, tour, etc.)	2.7%	2.0%	0.6%	1.2%
TOTAL RESPONSES	113.6%	108.2%	105.3%	107.3%
<i>ESTIMATED VISITS</i>	2,473,319	1,899,313	8,667,368	13,040,000

Sundays	Saturdays	Weekdays	Total
1,410,191	1,014,022	5,208,083	7,632,295
532,561	379,599	2,049,202	2,961,362
494,664	351,109	795,067	1,640,840
305,176	272,630	938,247	1,516,053
0	0	86,514	86,514
67,817	38,118	48,046	153,981
2,473,319	1,899,313	8,667,368	13,040,000

WINTER	Sundays	Saturdays	Weekdays	Total
Alone	67.2%	52.2%	78.6%	71.1%
Family Group	20.4%	21.5%	4.5%	10.9%
Spouse / Partner	13.8%	18.6%	7.6%	11.0%
Friend / Co-worker	14.4%	19.4%	10.8%	13.2%
Child in their care (unrelated)	0.6%	0.8%	0.0%	0.3%
Organized Group (school, tour, etc.)	0.6%	0.0%	1.5%	1.0%
TOTAL RESPONSES	116.9%	112.6%	103.0%	107.5%
<i>ESTIMATED VISITS</i>	833,098	941,092	2,785,810	4,560,000

Sundays	Saturdays	Weekdays	Total
559,936	491,656	2,188,971	3,240,563
169,926	202,413	124,658	496,997
115,088	175,324	211,328	501,739
119,812	182,551	300,530	602,892
4,638	7,955	0	12,593
4,638	0	43,053	47,691
833,098	941,092	2,785,810	4,560,000

TOTAL YEAR	Sundays	Saturdays	Weekdays	Total	±
Alone	58.0%	57.7%	66.8%	63.4%	1.6%
Family Group	20.2%	17.6%	17.3%	17.9%	1.3%
Spouse / Partner	14.9%	17.5%	9.5%	12.0%	1.1%
Friend / Co-worker	17.2%	17.7%	11.5%	13.7%	1.2%
Child in their care (unrelated)	0.3%	0.2%	1.0%	0.7%	0.3%
Organized Group (school, tour, etc.)	1.2%	1.2%	0.6%	0.8%	0.3%
TOTAL RESPONSES	111.8%	111.9%	106.6%	108.6%	

Sundays	Saturdays	Weekdays	Total
4,406,055	3,538,851	15,207,541	23,152,447
1,538,268	1,077,693	3,932,718	6,548,679
1,128,722	1,075,680	2,173,905	4,378,306
1,304,100	1,087,937	2,607,313	4,999,350
21,515	10,022	219,019	250,556
94,915	73,976	129,656	298,547
7,596,509	6,132,223	22,771,268	36,500,000

TABLE 7A.1 - FREQUENCY OF VISITS & ESTIMATED # OF UNIQUE VISITORS

FALL	% Visits	±	# Visits	Unique Visitors
every day	31%	2.7%	2,555,554 - 2,931,371	30,065 - 35,320
2 - 5 days a week	27%	2.6%	2,203,941 - 2,528,050	48,976 - 57,512
once a week	8%	1.6%	687,746 - 788,885	62,522 - 73,219
1 - 3 times a month	7%	1.5%	571,153 - 655,147	114,231 - 133,545
less than once a month	11%	1.8%	898,136 - 1,030,215	898,136 - 1,034,688
this is the first time	14%	2.0%	1,136,808 - 1,303,986	1,136,808 - 1,305,687
Other	1%	0.6%	47,042 - 53,959	23,026 - 26,415
Not Answered	3%	1.0%	211,220 - 242,282	21,597 - 24,807
	100%		8,311,599	9,533,893
			Estimated # who visit 1x @ Event:	195,020 - 272,920
			TOTAL UNIQUE IN FALL:	2,335,362 - 2,691,193

SPRING	% Visits	±	# Visits	Unique Visitors
every day	33%	3.4%	3,102,331 - 3,558,557	36,498 - 42,899
2 - 5 days a week	29%	3.3%	2,796,484 - 3,207,731	62,144 - 72,944
once a week	8%	2.0%	768,548 - 881,570	69,868 - 81,932
1 - 3 times a month	4%	1.4%	422,570 - 484,712	84,514 - 98,797
less than once a month	8%	2.0%	760,838 - 872,726	760,838 - 875,283
this is the first time	11%	2.3%	1,072,993 - 1,230,786	1,072,993 - 1,232,668
Other	1%	0.7%	91,651 - 105,130	30,836 - 35,415
Not Answered	6%	1.7%	527,885 - 605,515	54,926 - 63,033
	100%		9,543,301	10,946,728
			Estimated # who visit 1x @ Event:	37,813 - 69,688
			TOTAL UNIQUE IN SPRING	2,172,617 - 2,502,972

SUMMER	% Visits	±	# Visits	Unique Visitors
every day	29%	2.9%	3,409,619 - 3,911,034	40,113 - 47,132
2 - 5 days a week	26%	2.8%	3,102,741 - 3,559,026	68,950 - 80,904
once a week	5%	1.4%	653,026 - 749,060	59,366 - 69,407
1 - 3 times a month	8%	1.7%	914,734 - 1,049,254	182,947 - 213,225
less than once a month	11%	2.0%	1,286,501 - 1,475,692	1,286,501 - 1,481,633
this is the first time	18%	2.5%	2,095,703 - 2,403,895	2,095,703 - 2,407,253
Other	1%	0.6%	117,901 - 135,240	42,108 - 48,300
Not Answered	3%	1.1%	325,788 - 373,698	35,717 - 41,035
	100%		11,906,014	13,656,898
			Estimated # who visit 1x @ Event:	122,850 - 221,130
			TOTAL UNIQUE IN SUMMER	3,811,404 - 4,388,889

WINTER	% Visits	±	# Visits	Unique Visitors
every day	36%	4.3%	1,530,021 - 1,755,024	18,000 - 21,171
2 - 5 days a week	25%	3.9%	1,069,968 - 1,227,316	23,777 - 27,949
once a week	5%	2.0%	204,289 - 234,332	FALSE - 21,825
1 - 3 times a month	13%	3.0%	550,247 - 631,166	110,049 - 128,647
less than once a month	5%	2.0%	201,424 - 231,046	201,424 - 233,974
this is the first time	12%	2.9%	509,712 - 584,670	509,712 - 585,012
Other	0%	0.0%	3,440 - 3,946	1,720 - 1,973
Not Answered	4%	1.8%	181,566 - 208,267	31,745 - 36,434
	100%		4,250,669	4,875,767
			Estimated # who visit 1x @ Event:	- - -
			TOTAL UNIQUE IN WINTER	915,000 - 1,056,984

	Maj Events	General Park Visits		Unique Visitors
TOTAL	924,399	34,011,583	39,013,286	7,842,379 - 9,177,926

**TABLE 7A.2 - FREQUENCY OF VISITS & ESTIMATED # OF UNIQUE VISITORS
NYC RESIDENTS**

FALL	% visits	# visits	Visits/season	Unique Visitors
every day	42.12%	2,407,832	85	28,327 - 33,326
2 - 5 days a week	35.69%	2,040,324	45	45,341 - 53,342
once a week	9.82%	561,680	11	51,062 - 60,073
1 - 3 times a month	7.48%	427,717	5	85,543 - 100,639
less than once a month	2.66%	152,109	1	152,109 - 178,952
this is the first time	1.01%	57,820	1	57,820 - 68,023
Other	0.14%	8,047	91	88 - 104
Not Answered	1.08%	61,899	53	1,157 - 1,362

5,717,149 **14** **421,448** - **495,822**
 Estimated NYC Residents who visit 1x @ Event: 121,312 - 184,480
TOTAL NYC RESIDENTS IN FALL **542,760** - **680,301**

SPRING	% visits	# visits	Visits/season	Unique Visitors
every day	44.16%	2,987,440	85	35,146 - 41,349
2 - 5 days a week	37.57%	2,541,486	45	56,477 - 66,444
once a week	9.89%	669,103	11	60,828 - 71,562
1 - 3 times a month	4.66%	315,343	5	63,069 - 74,198
less than once a month	1.29%	86,950	1	86,950 - 102,294
this is the first time	0.95%	63,995	1	63,995 - 75,288
Other	0.75%	50,563	34	1,487 - 1,750
Not Answered	0.85%	57,226	56	1,021 - 1,201

6,764,431 **18** **368,973** - **434,086**
 Estimated NYC Residents who visit 1x @ Event: 25,000 - 50,000
TOTAL NYC RESIDENTS IN SPRING: **393,973** - **484,086**

SUMMER	% visits	# visits	Visits/season	Unique Visitors
every day	43.07%	3,236,388	85	38,075 - 44,794
2 - 5 days a week	36.94%	2,775,681	45	61,682 - 72,567
once a week	6.52%	490,139	11	44,558 - 52,421
1 - 3 times a month	7.63%	573,643	5	114,729 - 134,975
less than once a month	2.69%	202,017	1	202,017 - 237,667
this is the first time	1.52%	114,181	1	114,181 - 134,330
Other		-	84	- - -
Not Answered	1.63%	122,598	54	2,255 - 2,653

7,514,646 **13** **577,496** - **679,407**
 Estimated NYC Residents who visit 1x @ Event: 76,440 - 163,800
TOTAL NYC RESIDENTS IN SUMMER **653,936** - **843,207**

WINTER	% visits	# visits	Visits/season	Unique Visitors
every day	45.9%	1,513,349	85	17,804 - 20,946
2 - 5 days a week	31.3%	1,033,347	45	22,963 - 27,016
once a week	5.9%	195,094	11	17,736 - 20,866
1 - 3 times a month	12.4%	410,307	5	82,061 - 96,543
less than once a month	3.0%	99,564	1	99,564 - 117,134
this is the first time	0.4%	11,617	1	11,617 - 13,667
Other		-	18	- - -
Not Answered	1.1%	37,513	54	689 - 811

3,297,493 **13** **252,435** - **296,982**
 Estimated NYC Residents who visit 1x @ Event:
TOTAL NYC RESIDENTS IN WINTER **252,435** - **296,982**

NYC Residents		# visits	Visits/Year	Unique Visitors
TOTAL VISITORS		24,093,718	21	1,124,019 - 1,458,593

**TABLE 7A.3 - FREQUENCY OF VISITS & ESTIMATED # OF UNIQUE VISITORS
NYC METRO AREA RESIDENTS**

FALL	% visits	# visits	Visits/season	Unique Visitors	
every day	11.19%	39,888	85	469	538
2 - 5 days a week	20.43%	72,793	45	1,618	1,855
once a week	15.33%	54,616	11	4,965	5,695
1 - 3 times a month	13.67%	48,699	5	9,740	11,172
less than once a month	24.73%	88,128	1	88,128	101,088
this is the first time	13.10%	46,694	1	46,694	53,561
Other		-	91	-	-
Not Answered	1.55%	5,519	21	257	295

356,337 **2** **151,871** - **174,205**
 Estimated METRO AREA Residents who visit 1x @ Event: 14,488 - 17,376
TOTAL METRO AREA RESIDENTS IN FALL **166,359** - **191,581**

SPRING	% visits	# visits	Visits/season	Unique Visitors	
every day	2.40%	7,175	85	84	97
2 - 5 days a week	17.21%	51,420	45	1,143	1,311
once a week	14.13%	42,208	11	3,837	4,401
1 - 3 times a month	7.92%	23,669	5	4,734	5,430
less than once a month	44.45%	132,801	1	132,801	152,331
this is the first time		-	1	-	-
Other		-	34	-	-
Not Answered	13.80%	41,228	12	3,385	3,883

298,799 **2** **145,984** - **167,453**
 Estimated METRO AREA Residents who visit 1x @ Event: 1,875 - 2,813
TOTAL METRO AREA RESIDENTS IN SPRING: **147,859** - **170,265**

SUMMER	% visits	# visits	Visits/season	Unique Visitors	
every day		-	85	-	-
2 - 5 days a week	34.12%	144,611	45	3,214	3,686
once a week	11.41%	48,360	11	4,396	5,043
1 - 3 times a month	16.01%	67,839	5	13,568	15,563
less than once a month	19.39%	82,196	1	82,196	94,284
this is the first time	14.46%	61,305	1	61,305	70,321
Other		-	84	-	-
Not Answered	4.61%	19,536	18	1,101	1,263

423,848 **3** **165,780** - **190,160**
 Estimated METRO AREA Residents who visit 1x @ Event: 5,460 - 8,190
TOTAL METRO AREA RESIDENTS IN SUMMER **171,240** - **198,350**

WINTER	% visits	# visits	Visits/season	Unique Visitors	
every day		-	85	-	-
2 - 5 days a week		-	45	-	-
once a week		-	11	-	-
1 - 3 times a month	68.3%	47,800	5	9,560	10,966
less than once a month	31.7%	22,177	1	22,177	25,438
this is the first time		-	1	-	-
Other		-	18	-	-
Not Answered		-	4	-	-

69,977 **2** **31,737** - **36,404**
 Estimated METRO AREA Residents who visit 1x @ Event:
TOTAL METRO AREA RESIDENTS IN WINTER **31,737** - **36,404**

Metro Area Residents		# visits	Visits/Year	Unique Visitors	
TOTAL VISITORS		1,448,961	4	357,530	413,454

TABLE 7A.4 - FREQUENCY OF VISITS & ESTIMATED # OF UNIQUE VISITORS
REST OF USA

FALL	% visits	# visits	Visits/season	Unique Visitors	
every day	5.4%	45,940	85	540	- 620
2 - 5 days a week	3.4%	28,887	45	642	- 736
once a week	5.0%	42,717	11	3,883	- 4,454
1 - 3 times a month	4.3%	36,642	5	7,328	- 8,406
less than once a month	34.8%	296,528	1	296,528	- 340,136
this is the first time	40.6%	345,493	1	345,493	- 396,301
Other	3.4%	28,564	1.7	16,803	- 19,274
Not Answered	3.1%	26,258	8	3,412	- 3,914
851,031			1.3	674,631	- 773,841
Estimated REST OF USA Residents who visit 1x @ Event:				19,740	- 23,688
TOTAL REST OF USA RESIDENTS IN FALL:				694,371	- 797,529

SPRING	% visits	# visits	Visits/season	Unique Visitors	
every day	4.66%	46,666	85	549	- 630
2 - 5 days a week	6.00%	60,108	45	1,336	- 1,532
once a week	5.72%	57,237	11	5,203	- 5,969
1 - 3 times a month	8.35%	83,557	5	16,711	- 19,169
less than once a month	24.32%	243,489	1	243,489	- 279,297
this is the first time	33.19%	332,316	1	332,316	- 381,186
Other	4.10%	41,089	1.4	29,349	- 33,665
Not Answered	13.66%	136,758	8	16,394	- 18,805
1,001,220			1.6	645,348	- 740,252
Estimated REST OF USA Residents who visit 1x @ Event:				4,688	- 5,625
TOTAL REST OF USA RESIDENTS IN SPRING:				650,036	- 745,877

SUMMER	% visits	# visits	Visits/season	Unique Visitors	
every day	7.4%	140,873	85	1,657	- 1,901
2 - 5 days a week	4.9%	93,573	45	2,079	- 2,385
once a week	2.2%	42,147	11	3,832	- 4,395
1 - 3 times a month	13.6%	258,111	5	51,622	- 59,214
less than once a month	27.9%	529,202	1	529,202	- 607,026
this is the first time	37.7%	715,032	1	715,032	- 820,184
Other	2.8%	52,339	2.8	18,693	- 21,441
Not Answered	3.4%	64,458	10	6,322	- 7,251
1,895,735			1.4	1,328,439	- 1,523,798
Estimated REST OF USA Residents who visit 1x @ Event:				20,475	- 24,570
TOTAL REST OF USA RESIDENTS IN SUMMER:				1,348,914	- 1,548,368

WINTER	% visits	# visits	Visits/season	Unique Visitors	
every day	4.2%	10,494	85	123	- 142
2 - 5 days a week	-	-	45	-	-
once a week	3.7%	9,196	11	836	- 959
1 - 3 times a month	18.5%	46,240	5	9,248	- 10,608
less than once a month	19.1%	47,826	1	47,826	- 54,859
this is the first time	43.3%	108,111	1	108,111	- 124,010
Other	1.4%	3,440	2	1,720	- 1,973
Not Answered	9.8%	24,505	6	4,413	- 5,062
249,812			1.5	172,278	- 197,613
Estimated REST OF USA Residents who visit 1x @ Event:				172,278	- 197,613
TOTAL REST OF USA RESIDENTS IN WINTER:				172,278	- 197,613

REST OF USA Residents	# visits	Visits/Year	Unique Visitors	
TOTAL VISITORS	4,067,799	2	2,454,423	- 2,817,745

**TABLE 7A.5 - FREQUENCY OF VISITS & ESTIMATED # OF UNIQUE VISITORS
FOREIGN VISITORS**

FALL	% visits	# visits	Visits/season	Unique Visitors	
every day	4.5%	61,893	85	728	- 835
2 - 5 days a week	4.5%	61,938	45	1,376	- 1,579
once a week	2.1%	28,731	11	2,612	- 2,996
1 - 3 times a month	4.2%	58,096	5	11,619	- 13,328
less than once a month	26.1%	361,370	1	361,370	- 414,513
this is the first time	49.5%	686,802	1	686,802	- 787,802
Other	0.8%	10,430	1.7	6,135	- 7,037
Not Answered	8.5%	117,543	7	16,770	- 19,236

1,386,803 **1.3** **1,087,412** - **1,247,326**
 Estimated FOREIGN Residents who visit 1x @ Event: 39,480 - 47,376
TOTAL FOREIGN RESIDENTS IN FALL: 1,126,892 - 1,294,702

SPRING	% visits	# visits	Visits/season	Unique Visitors	
every day	4.15%	61,051	85	718	- 824
2 - 5 days a week	9.75%	143,471	45	3,188	- 3,657
once a week		-	11	-	-
1 - 3 times a month		-	5	-	-
less than once a month	20.22%	297,597	1	297,597	- 341,361
this is the first time	45.99%	676,682	1	676,682	- 776,194
Other		-	1.4	-	-
Not Answered	19.89%	292,674	9	34,126	- 39,144

1,471,475 **1.5** **1,012,311** - **1,161,181**
 Estimated FOREIGN Residents who visit 1x @ Event: 6,250 - 11,250
TOTAL FOREIGN RESIDENTS IN SPRING: 1,018,561 - 1,172,431

SUMMER	% visits	# visits	Visits/season	Unique Visitors	
every day	1.6%	32,359	85	381	- 437
2 - 5 days a week	4.3%	88,877	45	1,975	- 2,265
once a week	3.5%	72,380	11	6,580	- 7,548
1 - 3 times a month	0.7%	15,141	5	3,028	- 3,474
less than once a month	22.8%	473,085	1	473,085	- 542,656
this is the first time	58.2%	1,205,185	1	1,205,185	- 1,382,418
Other	3.2%	65,562	2.8	23,415	- 26,858
Not Answered	5.8%	119,196	5	26,039	- 29,869

2,071,785 **1.2** **1,739,688** - **1,995,525**
 Estimated FOREIGN Residents who visit 1x @ Event: 20,475 - 24,570
TOTAL FOREIGN RESIDENTS IN SUMMER: 1,760,163 - 2,020,095

WINTER	% visits	# visits	Visits/season	Unique Visitors	
every day	1.0%	6,178	85	73	- 83
2 - 5 days a week	5.8%	36,621	45	814	- 933
once a week		-	11	-	-
1 - 3 times a month	7.3%	45,900	5	9,180	- 10,530
less than once a month	5.1%	31,857	1	31,857	- 36,542
this is the first time	62.0%	389,984	1	389,984	- 447,335
Other		-	2	-	-
Not Answered	19.0%	119,548	4	26,643	- 30,561

629,459 **1.4** **458,551** - **525,985**
 Estimated FOREIGN Residents who visit 1x @ Event: 458,551 - 525,985
TOTAL FOREIGN RESIDENTS IN WINTER: 458,551 - 525,985

FOREIGN Residents		# visits	Visits/Year	Unique Visitors	
TOTAL VISITORS		5,659,522	1	3,906,407	- 4,488,134

8A - DURATION OF VISITS

FALL				
	Sunday	Saturday	Weekday	TOTAL
< 30 mins	17%	22%	27%	24%
30 to < 1hr	24%	30%	30%	29%
1 to < 2 hrs	37%	34%	27%	30%
2 to < 3 hrs	15%	8%	9%	10%
3 to < 5hrs	6%	4%	5%	5%
5 or > hrs	1%	2%	2%	1%
Total	100%	100%	100%	100%
<i>Avg Duration</i>	1.46	1.25	1.24	1.29

TOTAL YEAR (By Day of Week)					
	Sunday	Saturday	Weekday	TOTAL	±
< 30 mins	16%	16%	26%	22%	1.4%
30 to < 1hr	26%	27%	30%	28%	1.5%
1 to < 2 hrs	37%	34%	27%	30%	1.6%
2 to < 3 hrs	15%	13%	10%	11%	1.1%
3 to < 5hrs	5%	8%	6%	6%	0.8%
5 or > hrs	1%	2%	2%	2%	0.5%
Total	100%	100%	100%	100%	
<i>Avg Duration</i>	1.43	1.52	1.29	1.36	

SPRING				
	Sunday	Saturday	Weekday	TOTAL
< 30 mins	15%	20%	24%	21%
30 to < 1hr	31%	27%	34%	32%
1 to < 2 hrs	38%	33%	28%	31%
2 to < 3 hrs	13%	11%	6%	9%
3 to < 5hrs	2%	9%	6%	6%
5 or > hrs	1%		2%	1%
Total	100%	100%	100%	100%
<i>Avg Duration</i>	1.32	1.37	1.24	1.28

TOTAL YEAR (By Season)					
	FALL	SPRING	SUMMER	WINTER	TOTAL
< 30 mins	24%	21%	21%	22%	22%
30 to < 1hr	29%	32%	24%	32%	28%
1 to < 2 hrs	30%	31%	30%	29%	30%
2 to < 3 hrs	10%	9%	14%	11%	11%
3 to < 5hrs	5%	6%	8%	5%	6%
5 or > hrs	1%	1%	3%	1%	2%
Total	100%	100%	100%	100%	100%
<i>Avg Duration</i>	1.29	1.28	1.50	1.28	

SUMMER				
	Sunday	Saturday	Weekday	TOTAL
< 30 mins	15%	8%	26%	21%
30 to < 1hr	22%	24%	25%	24%
1 to < 2 hrs	36%	34%	28%	30%
2 to < 3 hrs	18%	18%	12%	14%
3 to < 5hrs	8%	11%	7%	8%
5 or > hrs	1%	6%	2%	3%
Total	100%	100%	100%	100%
<i>Avg Duration</i>	1.55	1.95	1.38	1.50

Average Length of Visit (in hours)				
	Sunday	Saturday	Weekday	TOTAL
Fall	1.5	1.2	1.2	1.3
Spring	1.3	1.4	1.2	1.3
Summer	1.6	1.9	1.4	1.5
Winter	1.4	1.4	1.2	1.3
Total	1.4	1.5	1.3	1.4

WINTER				
	Sunday	Saturday	Weekday	TOTAL
< 30 mins	18%	17%	25%	22%
30 to < 1hr	25%	29%	34%	32%
1 to < 2 hrs	41%	34%	24%	29%
2 to < 3 hrs	10%	15%	10%	11%
3 to < 5hrs	5%	3%	5%	5%
5 or > hrs	1%	2%	1%	1%
Total	100%	100%	100%	100%
<i>Avg Duration</i>	1.36	1.39	1.21	1.28

9A.1 - RESIDENCE OF VISITORS

FALL % by Res	Sunday	Saturday	Weekday	TOTAL	±
NYC	71%	76%	66%	69%	2.7%
NYC METRO	3%	4%	5%	4%	1.1%
Rest of USA	7%	10%	11%	10%	1.7%
Foreign	19%	9%	18%	17%	2.2%
FALL TOTAL	100%	100%	100%	100%	

Sunday	Saturday	Weekday	TOTAL
1,432,560	1,116,818	3,483,287	6,032,664
64,742	60,047	251,213	376,002
136,691	152,612	608,694	897,997
373,735	138,958	950,644	1,463,337
2,007,727	1,468,435	5,293,838	8,770,000
2,007,727	1,468,435	5,293,838	8,770,000

SPRING % by Res	Sunday	Saturday	Weekday	TOTAL	±
NYC	76%	72%	69%	71%	3.1%
NYC METRO	2%	3%	3%	3%	1.2%
Rest of USA	13%	15%	8%	10%	2.1%
Foreign	9%	10%	19%	15%	2.5%
SPRING TOTAL	100%	100%	100%	100%	

Sunday	Saturday	Weekday	TOTAL
1,724,458	1,316,117	4,145,271	7,185,845
55,997	53,374	208,044	317,414
286,759	267,129	509,707	1,063,595
215,151	186,764	1,161,231	1,563,146
2,282,364	1,823,384	6,024,252	10,130,000
2,282,364	1,823,384	6,024,252	10,130,000

SUMMER % by Res	Sunday	Saturday	Weekday	TOTAL	±
NYC	66%	55%	64%	63%	3.1%
NYC METRO	3%	10%	2%	4%	1.3%
Rest of USA	11%	18%	17%	16%	2.4%
Foreign	20%	17%	17%	17%	2.4%
SUMMER TOTAL	100%	100%	100%	100%	

Sunday	Saturday	Weekday	TOTAL
1,634,404	1,054,024	5,541,949	8,230,377
84,878	180,735	198,604	464,217
268,453	334,002	1,473,840	2,076,294
485,584	330,552	1,452,976	2,269,111
2,473,319	1,899,313	8,667,368	13,040,000
2,473,319	1,899,313	8,667,368	13,040,000

WINTER % by Res	Sunday	Saturday	Weekday	TOTAL	±
NYC	80%	76%	77%	78%	3.7%
NYC METRO	4%	1%	1%	2%	1.2%
Rest of USA	5%	9%	5%	6%	2.1%
Foreign	11%	13%	17%	15%	3.2%
WINTER TOTAL	100%	100%	100%	100%	

Sunday	Saturday	Weekday	TOTAL
668,250	717,241	2,155,239	3,540,730
31,419	13,666	30,054	75,139
44,257	88,184	135,798	268,239
89,171	122,001	464,719	675,891
833,098	941,092	2,785,810	4,560,000
833,098	941,092	2,785,810	4,560,000

ANNUAL %	Sunday	Saturday	Weekday	TOTAL	±
NYC	72%	69%	67%	68%	1.6%
NYC METRO	3%	5%	3%	3%	0.6%
Rest of USA	10%	14%	12%	12%	1.1%
Foreign	15%	13%	18%	16%	1.2%
ANNUAL TOTAL	100%	100%	100%	100%	

Sunday	Saturday	Weekday	TOTAL	w/Events
5,459,672	4,204,199	15,325,746	24,989,616	25,800,000
237,036	307,822	687,914	1,232,773	1,300,000
736,160	841,927	2,728,039	4,306,126	4,400,000
1,163,640	778,275	4,029,570	5,971,485	6,000,000
7,596,509	6,132,223	22,771,268	36,500,000	37,500,000

9A.2 - RESIDENCE OF VISITORS (NYC - BOROUGH)

FALL %	Sunday	Saturday	Weekday	TOTAL
Manhattan	63%	71%	56%	59%
Bronx	1%	1%	1%	1%
Brooklyn	3%	3%	4%	4%
Queens	4%	2%	4%	4%
Staten Island	1%	0%	0%	0%
FALL TOTAL	71%	76%	66%	68%

Visits by NYC Re 71% 76% 66%

Sunday	Saturday	Weekday	TOTAL
1,258,082	1,040,104	2,972,708	5,270,894
24,242	10,122	57,672	92,036
60,756	39,767	204,655	305,178
78,072	26,752	230,087	334,911
11,361	-	18,223	29,584
1,432,513	1,116,745	3,483,345	6,032,603

2,007,727 1,468,435 5,293,838 8,770,000
23% 17% 60% 100%

SPRING %	Sunday	Saturday	Weekday	TOTAL
Manhattan	69%	66%	60%	62%
Bronx	1%	1%	2%	2%
Brooklyn	3%	1%	3%	3%
Queens	1%	3%	3%	3%
Staten Island	1%	0%	1%	1%
SPRING TOTAL	76%	72%	69%	70%

Visits by NYC Re 76% 72% 69%

Sunday	Saturday	Weekday	TOTAL
1,567,197	1,209,290	3,624,772	6,401,259
30,216	15,131	123,820	169,168
78,678	26,707	202,049	307,435
22,590	59,339	161,841	243,770
25,872	5,651	32,806	64,329
1,724,554	1,316,118	4,145,288	7,185,961

2,282,364 1,823,384 6,024,252 10,130,000
23% 18% 59% 100%

SUMMER %	Sunday	Saturday	Weekday	TOTAL
Manhattan	62%	44%	55%	54%
Bronx	0%	3%	2%	2%
Brooklyn	2%	6%	3%	4%
Queens	2%	1%	3%	3%
Staten Island	0%	1%	1%	1%
SUMMER TOTAL	66%	55%	64%	63%

Visits by NYC Re 66% 55% 64%

Sunday	Saturday	Weekday	TOTAL
1,532,504	827,110	4,776,040	7,135,654
5,994	54,993	134,585	195,571
47,953	116,929	302,285	467,167
47,953	28,329	274,879	351,162
-	26,663	54,160	80,823
1,634,404	1,054,024	5,541,949	8,230,377

2,473,319 1,899,313 8,667,368 13,040,000
19% 15% 66% 100%

WINTER %	Sunday	Saturday	Weekday	TOTAL
Manhattan	72%	70%	68%	69%
Bronx	2%	0%	5%	4%
Brooklyn	2%	2%	5%	4%
Queens	4%	3%	0%	1%
Staten Island	0%	0%	0%	0%
WINTER TOTAL	80%	76%	77%	78%

Visits by NYC Re 80% 76% 77%

Sunday	Saturday	Weekday	TOTAL
600,631	663,140	1,896,165	3,159,936
14,619	3,707	127,728	146,054
13,796	22,191	131,346	167,333
36,651	24,496	-	61,147
2,553	3,707	-	6,260
668,250	717,241	2,155,239	3,540,730

833,098 941,092 2,785,810 4,560,000
18% 21% 61% 100%

% of TOTAL	Sunday	Saturday	Weekday	TOTAL
Manhattan	91%	89%	87%	88%
Bronx	1%	2%	3%	2%
Brooklyn	4%	5%	5%	5%
Queens	3%	3%	4%	4%
Staten Island	1%	1%	1%	1%
ANNUAL TOTAL	100%	100%	100%	100%

Sunday	Saturday	Weekday	TOTAL	w/Events
4,958,413	3,739,644	13,269,685	21,967,743	22,680,129
75,072	83,953	443,805	602,830	622,379
201,184	205,594	840,335	1,247,113	1,287,555
185,266	138,916	666,807	990,990	1,023,126
39,787	36,021	105,188	180,997	186,866
5,459,722	4,204,128	15,325,821	24,989,671	25,800,055

7,596,509 6,132,223 22,771,268 36,500,000 37,500,000

9A.3 - RESIDENCE OF VISITORS (MANHATTAN - ZIPS)

Zip Code	Sunday	Saturday	Weekday	TOTAL (Day Adj)	TOTAL w/EVENTS	% Annual Visits	Est Pop 2009	VPR
10023	569,263	531,808	1,860,099	3,176,426	3,279,434	8.7%	64,131	51
10025	662,692	410,430	1,792,759	3,074,211	3,173,903	8.5%	103,081	31
10024	565,030	340,228	1,575,188	2,660,757	2,747,042	7.3%	64,821	42
10021	430,547	213,391	883,067	1,638,008	1,691,126	4.5%	47,425	36
10028	360,706	224,242	812,256	1,498,772	1,547,375	4.1%	47,557	33
10128	400,839	311,610	565,548	1,370,898	1,415,355	3.8%	63,445	22
10019	251,883	229,833	747,810	1,318,904	1,361,675	3.6%	37,949	36
10029	210,263	191,598	695,778	1,177,430	1,215,612	3.2%	80,445	15
10026	156,386	98,967	552,813	866,914	895,027	2.4%	32,594	27
10065	112,738	175,341	381,936	718,720	742,027	2.0%	34,713	21
10075	99,492	134,650	329,512	604,628	624,235	1.7%	26,259	24
10022	89,404	74,581	251,173	445,337	459,779	1.2%	32,298	14
10016	93,406	82,029	196,878	399,378	412,329	1.1%	53,916	8
10027	78,745	70,154	162,266	333,784	344,608	0.9%	58,755	6
10003	86,282	17,392	155,028	277,508	286,507	0.8%	57,308	5
10036	5,868	18,163	160,828	198,297	204,728	0.5%	19,893	10
10001	49,461	10,911	119,683	193,143	199,406	0.5%	18,021	11
10011	35,005	35,519	109,228	192,819	199,071	0.5%	49,478	4
10033	5,473	3,452	144,452	164,526	169,862	0.5%	61,776	3
10035	20,286	35,993	90,371	157,310	162,411	0.4%	33,963	5
10031	23,249	24,402	76,754	133,448	137,776	0.4%	63,939	2
10014	60,202	8,491	52,116	129,590	133,793	0.4%	34,713	4
10002	48,439	2,892	51,535	110,345	113,923	0.3%	89,896	1
10040	-	30,315	64,612	101,828	105,130	0.3%	49,561	2
10009	18,017	29,197	38,927	92,402	95,398	0.3%	61,978	2
10039	-	-	84,891	91,062	94,015	0.3%	23,091	4
10013	5,473	16,732	61,764	90,072	92,993	0.2%	26,259	4
10034	-	16,634	59,425	81,588	84,234	0.2%	44,242	2
10018	2,493	14,631	56,986	79,497	82,075	0.2%	4,758	17
10017	26,599	16,732	25,814	74,171	76,576	0.2%	17,439	4
10037	23,744	3,089	42,296	74,155	76,560	0.2%	18,108	4
10010	29,771	6,391	27,029	67,785	69,983	0.2%	28,049	2
10012	13,819	19,050	17,270	53,783	55,527	0.1%	27,583	2
10044	17,721	-	30,882	52,136	53,826	0.1%	10,088	5
10032	21,537	20,184	6,176	51,380	53,046	0.1%	67,300	1
10069	18,404	24,905	-	46,457	47,964	0.1%	1,487	32
10030	6,103	-	32,388	41,289	42,628	0.1%	27,803	2
10006	-	16,313	15,341	33,956	35,057	0.1%	1,593	22
10280	3,858	24,344	-	30,252	31,233	0.1%	7,159	4
10005	17,721	6,325	-	25,794	26,630	0.1%	983	27
10007	-	5,925	9,819	16,888	17,436	0.0%	3,789	5
10004	-	-	15,341	16,457	16,990	0.0%	1,319	13
10038	5,254	-	-	5,636	5,819	0.0%	16,474	0
10020	-	-	-	-	-	0.0%	-	-
10055	-	-	-	-	-	0.0%	-	-
10109	-	-	-	-	-	0.0%	-	-
10119	-	-	-	-	-	0.0%	-	-
10120	-	-	-	-	-	0.0%	-	-
10121	-	-	-	-	-	0.0%	-	-
10125	-	-	-	-	-	0.0%	-	-
10126	-	-	-	-	-	0.0%	-	-
10129	-	-	-	-	-	0.0%	-	-
10156	-	-	-	-	-	0.0%	-	-
Total	4,626,175	3,496,843	12,356,039	21,967,743	22,680,129	60.5%	1,606,165	14

22,680,129

9A.4 - RESIDENCE OF VISITORS (METRO AREA)

Annual Visits	Sunday	Saturday	Weekday	Total
NYC Metro - Hudson River Valley	15.93%	23.79%	25.22%	23%
NYC Metro - Long Island	14.94%	16.44%	26.91%	22%
NYC Metro - New Jersey	69.13%	59.77%	47.87%	55%
Grand Total	100.00%	100.00%	100.00%	100%
<i>EST VISITS BY METRO RESIDENTS</i>	<i>237,036</i>	<i>307,822</i>	<i>687,914</i>	

Annual Visits	Sunday	Saturday	Weekday	Total
NYC Metro - Hudson River Valley	37,759	73,230	173,485	23%
NYC Metro - Long Island	35,421	50,598	185,116	22%
NYC Metro - New Jersey	163,857	183,994	329,313	55%
Grand Total	237,036	307,822	687,914	100%

9A.5 - RESIDENCE OF VISITORS (FOREIGN VISITORS)

Country	FALL	SPRING	SUMMER	WINTER	TOTAL	# VISITS	% total Visits
South Africa	0.6%		0.9%		0.5%	27,747	0.1%
Kenya			1.2%		0.4%	26,515	0.1%
Egypt		1.5%			0.4%	23,274	0.0%
Total Africa	0.6%	1.5%	2.0%	0.0%	1.3%	77,536	0.2%
Israel	3.2%	0.4%	1.6%	1.0%	1.6%	95,952	0.3%
Japan	0.7%		2.3%		1.0%	62,554	0.2%
Hong Kong	0.6%	2.1%	1.2%		1.1%	67,115	0.2%
Dubai	1.0%		0.9%		0.6%	33,778	0.1%
China	0.4%		1.4%		0.6%	38,047	0.1%
Korea	1.0%	0.7%			0.4%	24,678	0.1%
Singapore			0.6%	1.7%	0.4%	25,553	0.1%
India	0.2%		0.9%		0.4%	22,350	0.1%
Bhutan			0.6%		0.2%	13,948	0.0%
South Korea			0.6%		0.2%	13,948	0.0%
United Arab Emirates	0.5%				0.1%	6,905	0.0%
Taiwan			0.4%		0.1%	8,286	0.0%
Total Asia	7.5%	3.1%	10.4%	2.7%	6.9%	413,114	1.2%
Australia	9.7%	2.0%	5.0%	2.4%	5.1%	304,048	1.0%
New Zealand	0.7%				0.2%	9,524	0.0%
Total Australia	10.4%	2.0%	5.0%	2.4%	5.3%	313,571	1.0%
Russia		0.7%	0.6%		0.4%	23,630	0.1%
Turkey			0.6%		0.2%	13,396	0.0%
Total Eurasia	0.0%	0.7%	1.2%	0.0%	0.6%	37,025	0.1%
United Kingdom	18.6%	21.2%	15.3%	32.1%	19.6%	1,167,887	3.4%
Germany	15.9%	4.8%	9.3%	8.0%	9.6%	571,698	1.8%
France		9.7%	11.6%	8.0%	7.9%	470,207	1.7%
Spain	1.6%	4.1%	5.4%	7.4%	4.3%	259,098	0.7%
Ireland	2.7%	4.1%	2.3%	3.4%	3.0%	180,001	0.5%
Scotland	1.6%	3.5%	2.6%		2.3%	136,241	0.4%
Belgium	1.3%	2.1%	3.6%		2.2%	132,834	0.3%
Italy	2.0%	2.1%	2.7%		2.1%	123,257	0.3%
Holland	3.8%	2.0%	0.3%		1.6%	93,575	0.3%
Norway	1.8%	3.5%	0.6%		1.6%	95,282	0.3%
Sweden	1.5%	2.9%		2.4%	1.4%	82,357	0.2%
Austria	0.7%	1.5%	0.9%	3.9%	1.3%	78,458	0.2%
Switzerland	1.0%	2.0%		2.4%	1.0%	62,082	0.2%
Finland	9.0%	3.0%	0.9%	1.0%	3.4%	204,528	0.2%
Netherlands	1.4%	0.4%	0.3%	2.2%	0.8%	48,378	0.2%
Denmark	0.9%		1.5%		0.8%	48,531	0.1%
Greece		3.8%			1.0%	59,588	0.1%
Iceland	0.7%	2.1%			0.7%	41,711	0.1%
Poland	0.7%		0.4%		0.3%	17,810	0.1%
Czech Republic		0.7%		1.7%	0.4%	21,839	0.1%
Croatia	0.7%				0.2%	9,524	0.0%
Romania			0.4%		0.1%	8,286	0.0%
Slovakia			0.3%		0.1%	7,457	0.0%
Total Europe	65.5%	73.4%	58.4%	72.6%	65.7%	3,920,630	11.2%
Canada	9.4%	8.9%	14.0%	6.0%	10.6%	634,427	1.8%
Mexico	0.7%	0.7%	3.5%	4.1%	2.2%	129,427	0.4%
Guatemala		2.1%			0.5%	32,187	0.1%
Costa Rica			0.9%		0.3%	19,334	0.0%
Dominican Republic			0.9%		0.3%	19,334	0.0%
Total North America	10.1%	11.6%	19.3%	10.2%	14.0%	834,709	2.3%
Brazil	2.6%	4.8%	1.0%	3.4%	2.6%	156,976	0.4%
Colombia	1.3%		0.6%		0.6%	33,272	0.1%
Argentina		1.5%		2.4%	0.7%	39,714	0.1%
Peru		1.49%		2.4%	0.7%	39,714	0.1%
Chile			1.5%		0.6%	33,282	0.1%
Total South America	3.9%	7.8%	3.1%	8.2%	5.1%	302,959	0.8%
Foreign Unclear	2.2%		0.6%	3.9%	1.2%	71,941	0.3%
	100.0%	100%	100%	100%	100%	5,971,485	17.1%
ESTIMATED FOREIGN	1,463,337	1,563,146	2,269,111	675,891	5,971,485		

10A - AGE OF VISITORS

FALL	Sundays	Saturdays	Weekdays	Total
< 18	19.0%	13.7%	15.7%	14.8%
18 < 21	2.0%	1.5%	1.0%	2.8%
21 < 30	12.6%	14.3%	11.5%	12.2%
30 < 40	17.1%	16.8%	19.6%	18.6%
40 < 50	17.5%	16.9%	18.4%	17.9%
50 < 60	14.7%	18.7%	14.5%	15.2%
60 to 75	13.1%	15.3%	16.9%	15.8%
Over 75	4.1%	2.7%	2.4%	2.8%
Total	100.0%	100.0%	100.0%	100.2%

ESTIMATE 2,007,727 1,468,435 5,293,838 8,770,000

FALL	Sundays	Saturdays	Weekdays	Total
< 18	381,622	201,565	831,500	1,414,686
18 < 21	39,210	22,039	54,660	115,909
21 < 30	252,896	210,350	609,423	1,072,668
30 < 40	344,180	247,299	1,037,161	1,628,641
40 < 50	350,827	248,203	973,048	1,572,078
50 < 60	294,598	274,560	765,409	1,334,567
60 to 75	263,026	225,361	893,121	1,381,508
Over 75	81,368	39,058	129,516	249,942
Total	2,007,727	1,468,435	5,293,838	8,770,000

SPRING	Sundays	Saturdays	Weekdays	Total
< 18	19.4%	13.6%	15.4%	14.1%
18 < 21	2.2%	2.0%	2.0%	4.2%
21 < 30	10.4%	14.6%	11.5%	11.8%
30 < 40	12.7%	19.1%	18.6%	17.3%
40 < 50	22.2%	12.5%	15.7%	16.6%
50 < 60	16.2%	21.2%	17.5%	17.9%
60 to 75	15.0%	16.1%	14.3%	14.8%
Over 75	1.8%	0.9%	4.9%	3.5%
Total	100.0%	100.0%	100.0%	100.2%

ESTIMATE 2,282,364 1,823,384 6,024,252 10,130,000

SPRING	Sundays	Saturdays	Weekdays	Total
< 18	442,819	247,389	930,005	1,620,213
18 < 21	50,947	36,874	121,191	209,012
21 < 30	236,642	265,866	694,452	1,196,961
30 < 40	289,808	348,007	1,118,040	1,755,855
40 < 50	506,908	228,589	945,553	1,681,050
50 < 60	370,367	386,575	1,054,393	1,811,335
60 to 75	342,803	293,704	862,870	1,499,377
Over 75	42,072	16,380	297,747	356,198
Total	2,282,364	1,823,384	6,024,252	10,130,000

SUMMER	Sundays	Saturdays	Weekdays	Total
< 18	18.3%	26.6%	24.7%	21.0%
18 < 21	1.1%	3.9%	2.5%	4.8%
21 < 30	12.9%	14.2%	12.7%	13.0%
30 < 40	22.4%	18.1%	13.6%	15.9%
40 < 50	19.2%	15.2%	15.0%	15.8%
50 < 60	11.4%	12.4%	14.4%	13.6%
60 to 75	13.1%	8.8%	15.4%	14.0%
Over 75	1.5%	0.8%	1.5%	1.4%
TOTAL	100.0%	100.0%	100.0%	99.6%

ESTIMATE 2,473,319 1,899,313 8,667,368 13,040,000

SUMMER	Sundays	Saturdays	Weekdays	Total
< 18	453,691	504,779	2,140,892	3,099,362
18 < 21	27,371	74,705	217,977	320,053
21 < 30	320,155	269,709	1,102,968	1,692,831
30 < 40	554,050	343,132	1,182,076	2,079,257
40 < 50	474,426	288,953	1,303,072	2,066,451
50 < 60	282,002	234,676	1,251,234	1,767,911
60 to 75	323,472	168,062	1,335,133	1,826,667
Over 75	38,153	15,296	134,017	187,466
TOTAL	2,473,319	1,899,313	8,667,368	13,040,000

WINTER	Sundays	Saturdays	Weekdays	Total
< 18	13.1%	24.0%	7.3%	15.7%
18 < 21	0.0%	1.6%	2.2%	2.1%
21 < 30	10.2%	16.3%	17.8%	16.1%
30 < 40	22.9%	15.4%	16.2%	17.3%
40 < 50	23.2%	17.7%	24.7%	23.0%
50 < 60	14.9%	14.4%	16.1%	15.5%
60 to 75	14.2%	9.4%	7.4%	9.1%
Over 75	1.4%	1.2%	8.2%	5.5%
TOTAL	100.0%	100.0%	100.0%	104.4%

ESTIMATE 833,098 941,092 2,785,810 4,560,000

WINTER	Sundays	Saturdays	Weekdays	Total
< 18	109,242	226,193	204,239	539,674
18 < 21	0	14,964	60,923	75,887
21 < 30	85,295	152,989	495,971	734,254
30 < 40	190,369	145,055	452,493	787,917
40 < 50	193,550	166,562	687,327	1,047,439
50 < 60	124,378	135,392	449,272	709,043
60 to 75	118,638	88,394	206,386	413,418
Over 75	11,626	11,543	229,199	252,368
TOTAL	833,098	941,092	2,785,810	4,560,000

TOTAL	Sundays	Saturdays	Weekdays	Total	±
< 18	18.3%	19.2%	18.0%	18.3%	1.3%
18 < 21	1.5%	2.4%	2.0%	2.0%	0.5%
21 < 30	11.8%	14.7%	12.7%	12.9%	1.2%
30 < 40	18.1%	17.7%	16.6%	17.1%	1.3%
40 < 50	20.1%	15.2%	17.2%	17.4%	1.3%
50 < 60	14.1%	16.8%	15.5%	15.4%	1.2%
60 to 75	13.8%	12.6%	14.5%	14.0%	1.2%
Over 75	2.3%	1.3%	3.5%	2.9%	0.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	

TOTAL	Sundays	Saturdays	Weekdays	Total
< 18	1,387,373	1,179,926	4,106,636	6,673,935
18 < 21	117,528	148,583	454,751	720,862
21 < 30	894,987	898,914	2,902,813	4,696,715
30 < 40	1,378,407	1,083,493	3,789,770	6,251,671
40 < 50	1,525,710	932,306	3,909,001	6,367,017
50 < 60	1,071,344	1,031,203	3,520,309	5,622,856
60 to 75	1,047,939	775,521	3,297,510	5,120,970
Over 75	173,219	82,277	790,479	1,045,974
TOTAL	7,596,509	6,132,223	22,771,268	36,500,000

10B - AGE OF VISITORS UNDER 18

FALL	Sunday	Saturday	Weekday	Total
Infants & Toddlers	20%	29%	33%	28%
Preschool Age	20%	9%	19%	18%
School Age	48%	53%	35%	43%
Teenager	13%	9%	13%	12%
Total	100%	100%	100%	100%

SPRING	Sunday	Saturday	Weekday	Total
Infants & Toddlers	18%	22%	36%	26%
Preschool Age	18%	6%	19%	16%
School Age	52%	69%	36%	49%
Teenager	12%	4%	9%	9%
Total	100%	100%	100%	100%

SUMMER	Sunday	Saturday	Weekday	Total
Infants & Toddlers	24%	15%	28%	25%
Preschool Age	18%	1%	6%	8%
School Age	42%	58%	39%	43%
Teenager	16%	26%	26%	24%
Total	100%	100%	100%	100%

WINTER	Sunday	Saturday	Weekday	Total
Infants & Toddlers	26%	19%	21%	21%
Preschool Age	10%	12%	0%	11%
School Age	63%	57%	61%	59%
Teenager	0%	13%	18%	9%
Total	100%	100%	100%	100%

TOTAL YEAR	Sunday	Saturday	Weekday	Total	±
Infants & Toddlers	21%	19%	30%	26%	3.4%
Preschool Age	18%	5%	12%	12%	2.5%
School Age	48%	59%	39%	46%	3.9%
Teenager	13%	16%	19%	17%	2.9%
Total	100%	100%	100%	100%	

FALL	Sunday	Saturday	Weekday	Total
Infants & Toddlers	74,498	58,423	273,195	392,649
Preschool Age	76,210	17,304	161,683	250,108
School Age	181,649	107,108	292,649	601,253
Teenager	49,264	18,730	103,972	170,676
Total	381,622	201,565	831,500	1,414,686

SPRING	Sunday	Saturday	Weekday	Total
Infants & Toddlers	78,894	53,923	336,117	426,920
Preschool Age	80,386	13,655	177,390	257,940
School Age	229,219	170,042	332,976	786,953
Teenager	54,320	9,768	83,521	148,400
Total	442,819	247,389	930,005	1,620,213

SUMMER	Sunday	Saturday	Weekday	Total
Infants & Toddlers	109,451	75,462	599,131	773,880
Preschool Age	81,205	6,279	135,917	243,411
School Age	192,421	291,542	838,702	1,332,992
Teenager	70,613	131,496	567,143	749,080
Total	453,691	504,779	2,140,892	3,099,362

WINTER	Sunday	Saturday	Weekday	Total
Infants & Toddlers	28,919	42,114	42,937	115,128
Preschool Age	11,407	27,298	0	59,642
School Age	68,916	128,436	125,328	318,756
Teenager	0	28,345	35,974	46,148
Total	109,242	226,193	204,239	539,674

TOTAL YEAR	Sunday	Saturday	Weekday	Total
Infants & Toddlers	291,762	229,922	1,251,380	1,708,577
Preschool Age	249,208	64,535	474,990	811,100
School Age	672,206	697,130	1,589,655	3,039,954
Teenager	174,197	188,339	790,610	1,114,304
Total	1,387,373	1,179,926	4,106,636	6,673,935

APPENDICES

- A. Interviewer Instructions
- B. Survey Questionnaire and Observations
- C. Non-Participant Survey
- D. Counting Form
- E. Survey Map

2008-09 Central Park User Survey & Count Interviewer Instructions

Thank you for helping us to conduct this survey of park users. Your participation is an important piece of ongoing efforts to serve the public by examining park use to ensure that our planning and management is sensitive to the needs and interests of all those who use Central Park.

General Information and Instructions

- You will be given a list of park entrances in one area to cover.
- Before your shift, you will pick up a clipboard, pen, survey sheets, a map of your entrances, an ID badge, and a button from a CPC volunteer (called a team leader) stationed in your area.
- Beginning with the first entrance on your list, you will conduct a survey. When you are done you will proceed to the next entrance for another survey. Our goal is for each interviewer to conduct one exit interview at each entrance on their list during each two-hour shift. **You will be surveying people exiting the Park.**
 - For those who do not respond, or decline to be interviewed, you will fill out a non-participation survey, noting what you can observe about the person.
 - For those who agree, you will conduct an interview by reading the questions from the survey questionnaire and recording the respondent's answers. Do not hand out the survey form to the respondent.
- If you finish your list before the end of your shift or are doing multiple shifts in a row, retrace your steps (going back towards where you picked up your materials) and complete as many additional surveys as you have time for.
- At the end of your shift, return the forms to the team leader in your area. (If you are doing multiple shifts in a row, you can keep going and return your forms at the end of all your shifts).
- Please wear your survey button and identification badge during your shifts.
- If severe weather is predicted on one of the survey days, we may postpone the survey until our scheduled rain date. We will contact you the night before and let you know.
- Be courteous to everyone, be respectful of those who do not wish to participate, and express your appreciation to those who take the time to be interviewed.
- There will be a separate group of people at the same entrances doing counts of people entering the Park. Surveyors will not be doing counts.

Approaching interview subjects

- Before approaching someone, fill out your name, the date, and the entrance number on the top of the survey sheet, and circle your location on the survey map. (The entrance number is indicated on your map).

- Position yourself a few feet outside the entrance, along the perimeter of the park, in a location where you can see people exiting and catch their attention from a distance of a few feet, before they pass you. Do not stand inside the park wall. This is an **exit survey**, so only approach people who are exiting the park.
- It is very important that interview subjects be selected as randomly as possible. Once you have positioned yourself, determine the location of an imaginary line that people exiting the Park will cross at a distance of at least a few feet from you, so that you will have time to catch their attention. When you have determined the location of the imaginary line, look away for a moment, then look back and focus on the line. The third person that you see crossing the line is the one that you should attempt to interview (regardless of whether they appear to be in a hurry, are on the phone, in a group, on a bicycle, etc.)
 - Who to approach: Approach adults, except those who appear to be working in the Park such as CPC workers and police officers. Do not approach children or young adults (under 18) for an interview.
 - Wave to someone if they are on a bicycle, talking on a cell phone, or wearing headphones, to try to get their attention.
 - If the person is riding a bike, and does not notice you or is going too fast to stop, do not attempt to approach or stop them. Complete a non-participation survey.
 - When people exit (cross the imaginary line) in tight groups at the same time, count them as one for the purpose of identifying the third person exiting. If the third person is in a couple or group, approach the person closest to you.
 - Do not allow people who you have not selected randomly to volunteer to be interviewed. Thank them, but explain that in order for the survey to be scientific, you are required to select interview subjects at random.
- Read the first part of the introduction: “Hello, do you have 5 minutes to participate in a survey of Park users?”
- If you are unable to get the person’s attention, if they do not respond, or if they decline to participate, complete a **non-participation survey**, noting anything you are able to observe about the person.
 - The non-participation survey will also provide us with important information about park users. Do not be discouraged if you complete numerous non-participation surveys before finding someone willing to do the interview.
 - With respect to the observation of apparent race / ethnicity, note that the categories listed here are broad generalizations—we recognize that they are nowhere near reflective of the actual racial and ethnic diversity of Park users, and furthermore, that they gloss over the distinction between race and ethnicity. The categories indicated are useful in that they represent the most prevalent racial and ethnic groups that most New Yorkers can be expected to identify in a relatively consistent and accurate pattern. As imperfect and incomplete a system as this may be for getting the information, it is better than having no information at all about the race and ethnicity of people who do and do not participate in the survey. The purpose for soliciting these observations is to collect what information we can that will help us evaluate the extent to which our sample of people who participate in the survey may be skewed, so that we can make an effort to correct for sample biases in our analysis of who is using the Park and how. This is especially important to our ability to evaluate Central Park’s success as a democratic public space by looking at how the demographics of park

users compared to that of surrounding neighborhoods and the City as a whole; how well-integrated the use of the Park by different racial and ethnic groups is; and how the demographics of park users today compares to that observed in past surveys.

- Repeat the process until someone agrees to do the interview.
 - If you still have not found someone willing to do an interview after 10 minutes, move to the next entrance. Make a note of any conditions that might have contributed to non-participation at this entrance, such as "A lot of tourists who did not speak English"; "Little foot traffic"; "Many commuters who say they are 'late for work,'" etc. Ideally you will have time later to return to this entrance and try to get another survey.

Conducting the interview

On the survey questionnaire, ***bold and italicized*** text should be read aloud to respondents. *Italicized* text contains instructions for you, the interviewer.

- Fill out the time that you start the interview
- Question #4: ***What did you do in the Park today?***
 - Ask respondents what they did at least three times to elicit the full array of their activities. After their first response, say, "What else did you do?"
- Sub-question #4: ***Did you participate in an organized game on a sports field?***
 - We have included several survey questions that correlate to visitor statistics that we already have access to. For example, the Parks Department keeps track of the number of permits acquired to play baseball, softball, and soccer, which are necessary for a team to play at a scheduled time on a sports field. If we can estimate from this survey what percentage of people using the Park participate in such permitted activities, it will complement our efforts to count visitors and help us to generate a better estimates of visitation based on the permit data that is routinely collected.
 - We also keep track of the numbers of people who use our visitor centers, and we have access to data from concessionaires who sell food or merchandise, rent bikes or boats, and operate recreational facilities. The survey questions about these activities, in addition to providing data about the total park experience, will also help us to continue estimating park visitation based on data that is routinely collected.
- Question #5: What ***areas or places in the Park did you visit today?***
 - After asking this question, show respondent current entrance location on the map.
 - The map is a tool to help the respondent identify locations in the Park that were visited. You can indicate these locations in whichever way is easiest for you. (This may depend on how the respondent answers the question; the respondent may indicate areas on the map, or they may list various place-names.) You can write down the locations, mark them on the map with an "x", circle the area, etc. It is not necessary to pinpoint exact locations. For instance, if a respondent describes sitting near Azalea Pond in the Ramble, it is fine to write or indicate, "Ramble."
 - If the respondent was jogging or bicycling through different areas, you can also trace the route on the map, if that is how they communicate the information to you.

- Question #7: ***Did you pay for anything in the Park today?***
 - The goal of this question is not to find out more about the spending habits of visitors. Similar to the question about playing organized games on a sports field, we would like to acquire information that we can correlate to data that is already collected about concessions in the Park, in order to better estimate park use on an ongoing basis.

- Question 20 & 21: ***In one sentence, can you tell me what you appreciate or enjoy most about the Park?*** and: ***In one sentence, can you tell me what you dislike about the Park?***
 - With these questions we are trying to get at the heart of what people value about the Park, as well as the issues that they have. While this is the type of question that is likely to inspire long responses, we are looking for concise responses that we can categorize and compile into a statistical analysis, so we are asking respondents to limit their response to one sentence. If a respondent has more to say, you can suggest that they email us at survey@centralparknyc.org.

Question #24: ***What is the year of your birth?***

- Some people may be reluctant to answer this question. You can explain that this is an anonymous survey and that it is helpful for us to have these statistics. If they are still reluctant, ask them if they will give an age range.

- If the respondent poses any comments or questions to you that you cannot answer (whether it is about the survey, the Park, or the Conservancy), please record them at the end of the survey. If they would like to be contacted about their comments or questions, take their contact information. Otherwise, do not ask for their contact information. You may also refer people to our website (the address is included on the survey, in the section for recording respondents questions and comments).

- Fill out your observations of the respondent at the end of the survey, and include any comments or observations about the experience of the interview (particularly anything that made the survey difficult to administer, and anything you may have been confused or concerned about during the interview).

- If it is easier to write out the answers to questions in the margins rather than locate the answers on the sheet, feel free to do so. When you are done with the survey, go back and fill in the answers. Feel free to write any comments in the margins about the way the respondent answered the particular question, or anything else you think might be relevant or interesting.

- Please write as legibly as possible. This can be challenging when one is trying to make the best use of time while talking to a stranger, but it will help us enormously. When you are finished with each survey, re-write anything that seems indecipherable.

- It may be helpful to practice the survey on family or friends in advance.

Thank you for your contribution to this important initiative!

Interviewer: _____ Entrance Number: _____

Date: _____ Time: _____

**Central Park Conservancy
2008-2009 Central Park User Survey and Count**

Read to park user

Hello, do you have 5 minutes to participate in a survey of Park users?

We are conducting a survey of people who use Central Park. Your answers will help us update our information about who uses the park and how.

1. What time did you arrive at the Park today?

_____ () A.M. () P.M.

2. Where did you enter the Park today?

() Central Park South (59th Street)

() Central Park North (110th Street)

() West Side (CPW), below 86th St.

() East Side (5th Ave.), below 86th St.

() West Side (CPW), 86th St. & above

() East Side (5th Ave.), 86th St. & above

3. Who did you come to the Park with today? check all that apply

() Alone

() School Group

() Dog(s)

() Tour Group

() Family Group

() Wife/husband/partner

() Friend(s)

() Other _____

If with children, can you tell us how many children you came with and their ages?

Number of Children _____ Ages _____

4. What form of transportation did you use to get to the Park today? check all that apply

() Bicycle

() Subway

() Bus

() Taxi Cab

() Car

() Trolley (Boathouse)

() Jog

() Walk

() Pedi-Cab

() Rollerblade

() Other _____

5. **What did you do in the Park today?** Check all that apply

- | | |
|----------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Baseball <i>see below</i> | <input type="checkbox"/> Socializing |
| <input type="checkbox"/> Basketball | <input type="checkbox"/> Soccer <i>see below</i> |
| <input type="checkbox"/> Boating | <input type="checkbox"/> Softball <i>see below</i> |
| <input type="checkbox"/> Biking | <input type="checkbox"/> Special event (concert, race, CPC program) |

Is bike a rental? () yes () no

- | | |
|-----------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Bird-watching | <i>List</i> _____ |
| <input type="checkbox"/> Carousel Visit | |
| <input type="checkbox"/> Carriage Rides | |
| <input type="checkbox"/> Commuting | <input type="checkbox"/> Sports (Other) |
| <input type="checkbox"/> Dog Walking | <i>List</i> _____ |
| <input type="checkbox"/> Hanging Out | |

- | | |
|------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Looking at plants and trees | <input type="checkbox"/> Street performance-watching |
| <input type="checkbox"/> Metropolitan Museum visit | <input type="checkbox"/> Sunbathing |
| <input type="checkbox"/> Model Boating | <input type="checkbox"/> Thinking |

Is boat a rental? () yes () no

- | | |
|-------------------------------------------|------------------------------------|
| <input type="checkbox"/> Napping | <input type="checkbox"/> Tour |
| <input type="checkbox"/> Pedicab ride | <input type="checkbox"/> Waiting |
| <input type="checkbox"/> People-watching | <input type="checkbox"/> Walking |
| <input type="checkbox"/> Picnic | <input type="checkbox"/> Wandering |
| <input type="checkbox"/> Playground Visit | <input type="checkbox"/> Working |
| Which playground? | <input type="checkbox"/> Zoo Visit |

List _____ () Other _____

- | | |
|------------------------------------------|-------|
| <input type="checkbox"/> Reading | _____ |
| <input type="checkbox"/> Relaxing | _____ |
| <input type="checkbox"/> Running/Jogging | _____ |
| <input type="checkbox"/> Sitting | |

If respondent played baseball, softball, or soccer, ask the following:

Did you participate in an organized game on a sports field? () yes () no

If yes, which field? () Heckscher () Great Lawn () North Meadow () East Meadow

Probe for more than first answer **Did you do anything else?**

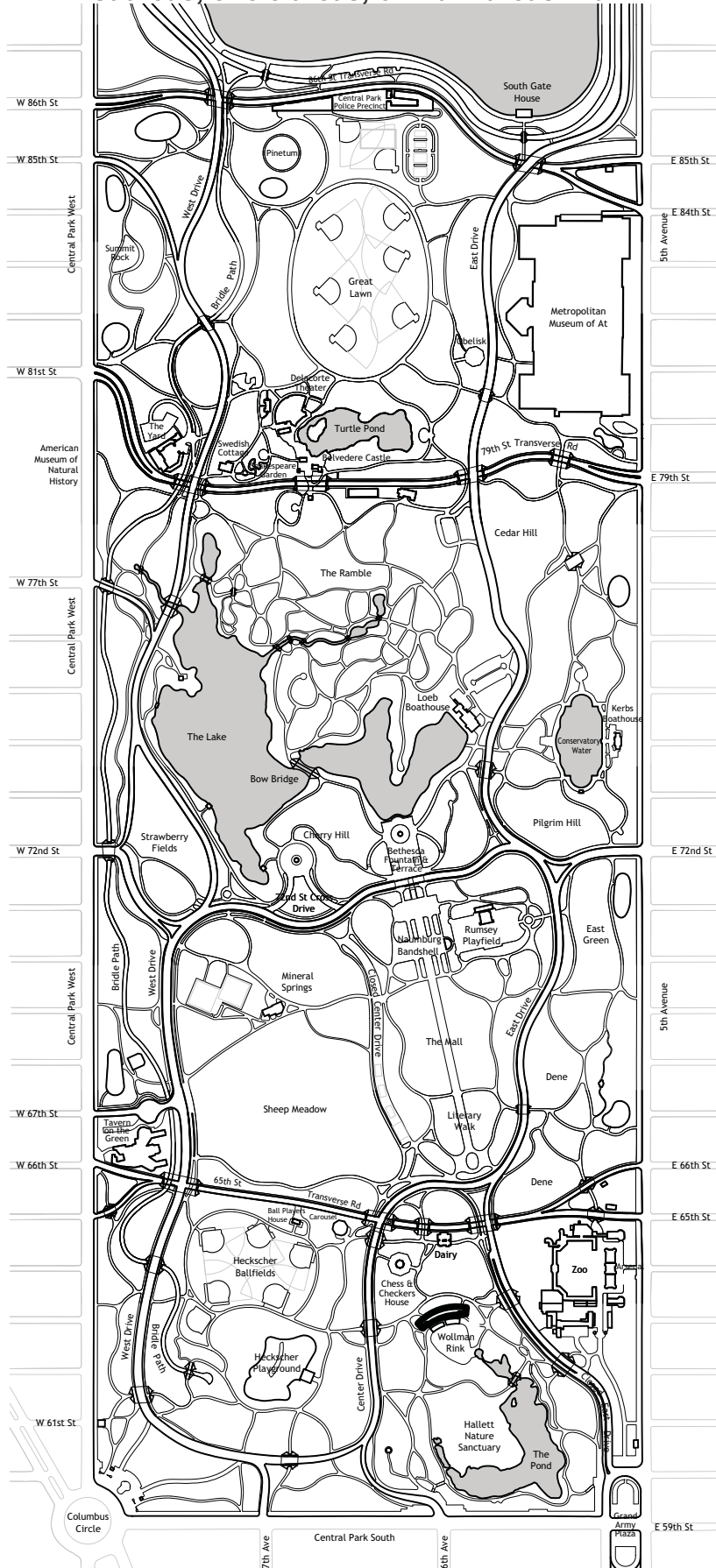
6. **What areas or places in the Park did you visit today?**

Refer to map on following page if necessary

Southern Park

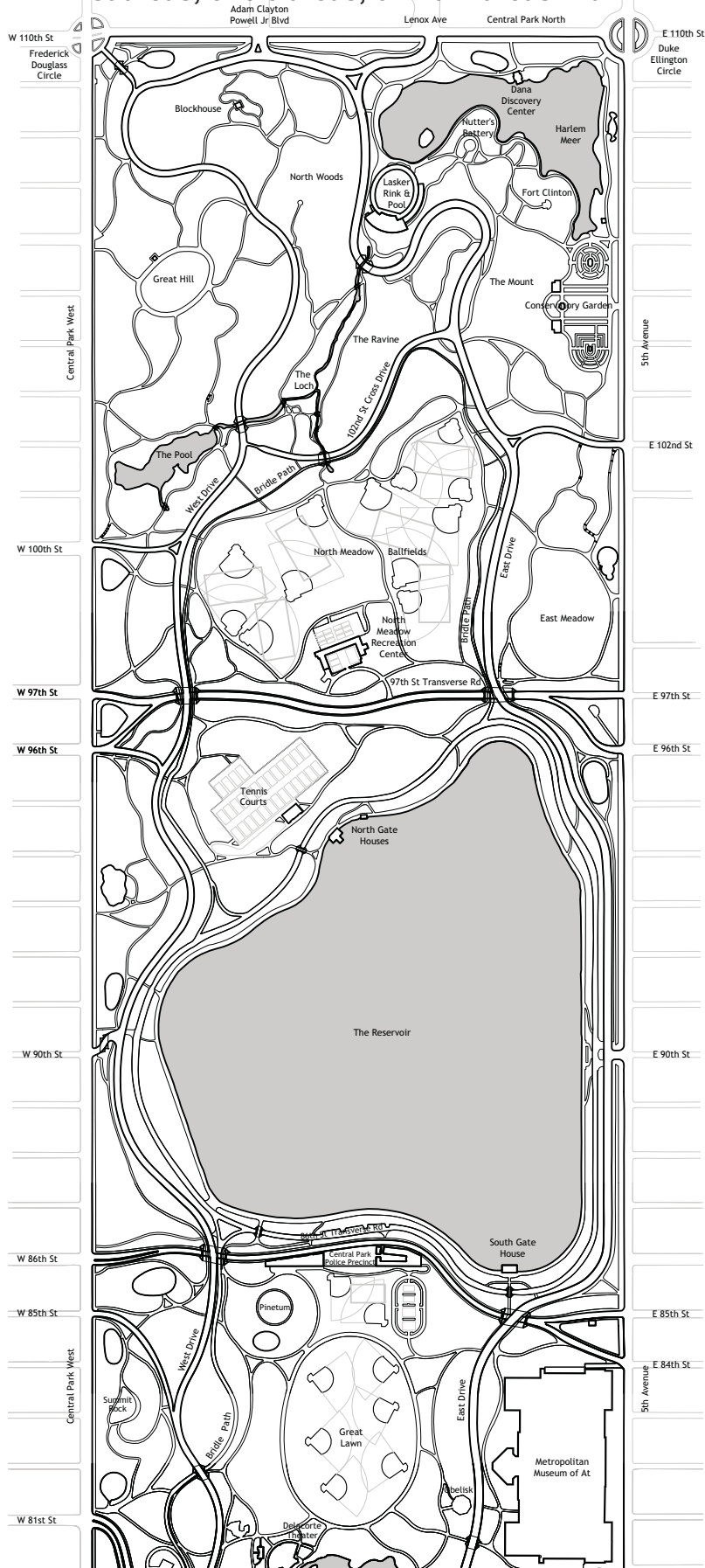
Show respondent current location.

List areas, circle areas, or mark areas with "x".



Northern Park

Show respondent current location.
List areas, circle areas, or mark areas with "x".



7. **Did you stop in one of the visitor centers or info kiosks?** () yes () no

If yes, **which one?**

- | | |
|------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Belvedere Castle | <input type="checkbox"/> Info Kiosk – SE Corner |
| <input type="checkbox"/> Chess & Checkers | <input type="checkbox"/> Info Kiosk – E. 72 nd St. |
| <input type="checkbox"/> Dairy (gift shop) | <input type="checkbox"/> Info Kiosk – W. 72 nd St. |
| <input type="checkbox"/> Dana Discovery Center | <input type="checkbox"/> North Meadow Recreation Center |

8. **Did you pay for anything in the Park today?** (such as a hot dog or a Carousel ticket)?
() yes () no

If yes, **where?**

- | | |
|---------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> Arsenal Store | <input type="checkbox"/> Knish Knosh (Harlem Meer) |
| <input type="checkbox"/> Arsenal Cafe | <input type="checkbox"/> Lasker Rink |
| <input type="checkbox"/> Ball Players House | <input type="checkbox"/> Mineral Springs |
| <input type="checkbox"/> Bike rental | <input type="checkbox"/> Model Boat rental |
| <input type="checkbox"/> Boathouse Restaurant | <input type="checkbox"/> Marionette Theater admission
(Swedish Cottage) |
| <input type="checkbox"/> Boathouse Café | <input type="checkbox"/> Tavern on the Green |
| <input type="checkbox"/> Boat rental | <input type="checkbox"/> Victorian Gardens (Wollman Rink) |
| <input type="checkbox"/> Carousel | <input type="checkbox"/> Wollman Rink |
| <input type="checkbox"/> Dairy | <input type="checkbox"/> Zoo Café |
| <input type="checkbox"/> Ferrara's (Columbus Circle) | <input type="checkbox"/> Zoo Gift Shop |
| <input type="checkbox"/> Hot Dog Vendor | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Ice Cream Vendor | _____ |
| <input type="checkbox"/> Kerbs Boathouse (Conservatory Water) | |

9. **While you were in the Park today did you ever feel unsure of your location or how to get where you wanted to go?** () yes () no

If yes, **how did you find your way?**

- Map
- Asked directions
- Park signage
- Wandered until I knew where I was
- Other _____

10. **How often do you use the Park in the fall?**

- | | |
|--------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> every day | <input type="checkbox"/> 1 - 3 times a month |
| <input type="checkbox"/> 2 – 5 days a week | <input type="checkbox"/> less than once a month |
| <input type="checkbox"/> once a week | <input type="checkbox"/> this is the first time |

11. In addition to what you did today, what are some other things you have done in the Park? Check all that apply

- Baseball *see below*
- Basketball
- Boating
- Biking

- Socializing
- Soccer *see below*
- Softball *see below*
- Special event (concert, race, CPC program)

Is bike a rental? yes no

- Bird-watching
- Carousel Visit
- Carriage Rides
- Commuting
- Dog Walking
- Hanging Out
- Looking at plants and trees
- Metropolitan Museum visit
- Model Boating

List _____

Sports (Other)

List _____

Is boat a rental? yes no

- Napping
- Pedicab ride
- People-watching
- Picnic
- Playground Visit

- Street performance-watching
- Sunbathing
- Thinking
- Tour
- Waiting
- Walking
- Wandering
- Working
- Zoo Visit

Which playground?

List _____

Other _____

- Reading
- Relaxing
- Running/Jogging
- Sitting

12. Are there any areas in the Park that you avoid?

yes no

if yes, **which ones?** List

Why do you avoid this area?

13. Compared to two years ago, do you feel that Central Park is read answers

as safe safer less safe doesn't apply don't know

14. On a scale of 1 to 10, how well-maintained do you feel the Park is? (1 is not maintained at all. 10 is extremely well-maintained.)

Circle number

- 1 2 3 4 5 6 7 8 9 10

15. **Do you feel that the level of maintenance is consistent throughout all areas of the Park that you visit?** () yes () no

If no, explain how it is inconsistent

16. **Compared to other parks you visit, do you feel Central Park is**
read answers

() *as well-maintained* () *better maintained* () *less well-maintained* () *doesn't apply*
() *don't know*

17. **In one sentence, can you tell me what you appreciate or enjoy most about the Park?**

18. **In one sentence, can you tell me what you dislike about the Park?**

If respondent has a lot to say, you can tell them to email us at survey@centralparknyc.org

19. **What is your current zip code or country of residence (other than U.S)?** _____

If in NYC (zip code starts with 100-104 or 111-113)

How many years have you lived in NYC? _____

20. **Where were you born?** _____

21. **What is the year of your birth?** _____

THANK YOU VERY MUCH FOR YOUR HELP

If respondent has any comments or questions, write them here:

Respondent contact info (if they want a response to above questions or comments)

Name _____

Phone _____

Email _____

CPC web address: www.centralparknyc.org

Fill out observations on the back of this page

Observations of Survey respondent

1. **Sex:** () male () female

2. **Apparent Race/Ethnicity:**
() Hispanic () Caucasian () Black () Asian () Don't know
() Other _____

3. **Did person appear to be disabled?**
() yes () no *Describe* _____

4. **Did person have a dog ?** () yes () no

5. **Was person on a bike?** () yes () no

6. **Was person in a group?** () yes () no

7. **Other observations** (especially things that indicated what the respondent was doing in the Park and/or things that made survey difficult to administer).

Interviewer: _____ Gate: _____

Date: _____ Time: _____

Central Park Conservancy 2008-2009 Central Park User Survey and Count

Non-Participation Survey

1. **Sex:** () male () female

2. **Apparent Race/Ethnicity:**
 () Hispanic () Caucasian () Black () Asian () Don't know
 () Other _____

3. **Did person appear to be disabled?**
 () yes () no Describe _____

4. **Did person have a dog?** () yes () no

5. **Was person on a bike?** () yes () no

6. **Was person in a group?** () yes () no

7. **Other observations**
 (Include things that seemed to contribute to non-participation such as was talking on cell phone,
 was on a bike, was under 18, etc.)

Entrance Counts

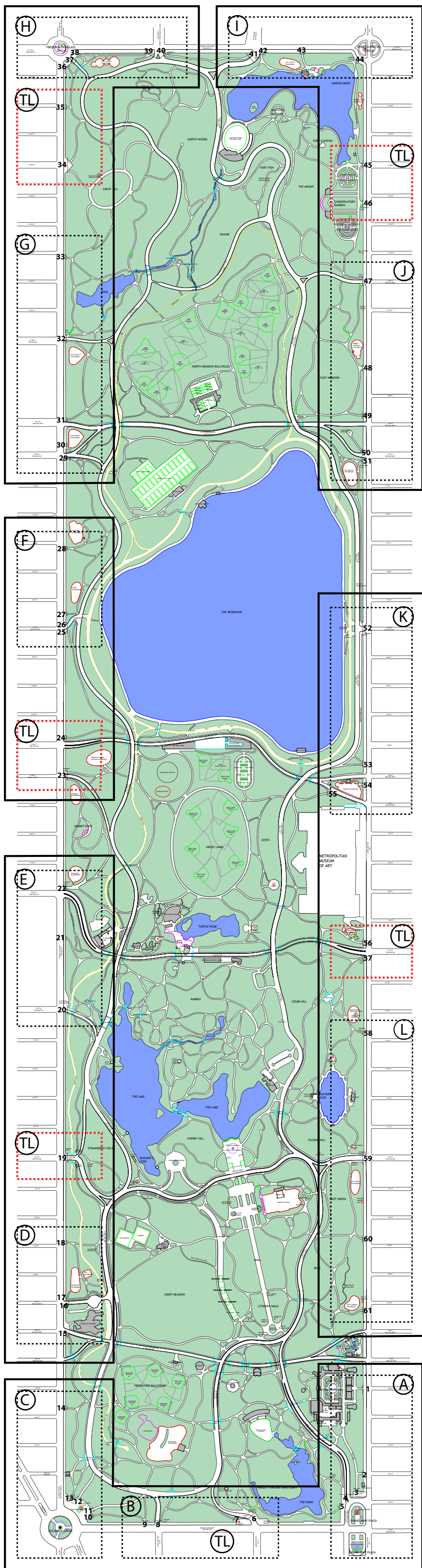
After each survey, conduct a **10 minute count of all people entering the Park at each entrance on your list.** (You will *survey people leaving* the Park and *count people entering* the Park).

Who to Count?

- Using the counter, record everyone entering the Park during a ten-minute interval.
- Count all people, including children and babies and people on bikes. Do not count dogs.
- At entrances where horse-drawn carriages and pedi-cabs enter the Park, count the passengers. Do not count the drivers.
- At entrances to the Park Drive, do not count people in automobiles. (They are considered thru-traffic, not Park users).

Record your count here:

Entrance Number	Entrance Location	Start Time	10 minute count <i>(only people entering the Park)</i>	Weather



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