S.F. Botanical Garden and Arboretum Admission Fee Survey

April/May 2010

	Would visit if free	Would visit with $5-$7 Fee	Won't Visit Either Way
S.F. Residents	87.6%	12.4%	0.0%
Bay Area	69.6%	23.9%	6.5%
Outside BA	70.3%	27.1%	2.6%
Overall	76.7%	21.1%	2.2%
S.F. By Selected Zip Code			
94122	100.0%	0.0%	0.0%
94107	100.0%	0.0%	0.0%
94131	70.0%	30.0%	0.0%
94114	85.7%	14.3%	0.0%
94116	71.4%	28.6%	0.0%
Total S.F.	87.6%	12.4%	0.0%

Notes:

Survey conducted in vicinity of Arboretum, Tea Garden and Museums by volunteers that advocated no position regarding the fee proposal and represented a neutral position.

Survey consisted of two questions: 1) Where do you live and 2) Would you pay to visit the Arboretum.

322 people were surveyed at random in April and May of 2010.

Sample Survey Form:

	Where are you a resident of?			**Would you visit Arb. if:**		
Date	S.F. (zip)	Bay Area (zip)	Outside BA	Free	$5-$7 Fee	Won't Visit