

# DOWNTOWN BOULDER SURVEY 2004

Telephone #: \_\_\_\_\_  
Call backs: 1 2 3

Time of start: \_\_\_\_:\_\_\_\_

Time of finish: \_\_\_\_:\_\_\_\_

*My name is \_\_\_\_\_ and I work for a market research firm. We're conducting brief interviews with residents of Boulder County concerning local shopping, activities, and entertainment. This is not a sales call, and your answers will be kept confidential. Could you spare a few minutes to answer some questions? (USE LANGUAGE THAT YOU FEEL IS APPROPRIATE AND WORKS WELL IN TERMS OF COOPERATION) (IF ASKED: The survey should take 13 to 15 minutes to complete).*

<p><b>SCREEN</b></p> <p>A. Are you a resident of Boulder County? 1) <input type="checkbox"/> Yes 2) <input type="checkbox"/> No -- (THANK AND TERMINATE)</p> <p>B. Are you 18 years of age or older? 1) <input type="checkbox"/> Yes -- (GO TO QUESTION E) 2) <input type="checkbox"/> No --- (CONTINUE)</p> <p>C. Is there someone over 18 in your household that I could speak to? 1) <input type="checkbox"/> Yes -- ("MAY I SPEAK TO THAT PERSON? . . ." GO TO QUESTION E) 2) <input type="checkbox"/> Yes, but not home -- (GO TO D) 3) <input type="checkbox"/> No --- (THANK THEM, TERMINATE)</p> <p>D. What is a convenient time to call them back? Time/Day _____ (TERMINATE)</p> <p>E. What is your home ZIP code? _____ (EXACT QUOTAS TO BE DETERMINED ON THIS ONE)</p>
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## WHERE RESIDE & DOWNTOWN VISITATION

1. Please think for a moment of the Downtown Boulder area — that is, the part of Boulder that includes the Pearl Street Mall, but also includes the shops, restaurants, and businesses in the area surrounding the Mall. The Downtown Boulder area could be described as being bordered by 9<sup>th</sup> Street on the west, 18<sup>th</sup> Street on the east, by Pine on the north, and by Canyon on the south.

Have you visited this Downtown Boulder area in the past two months for non-work related reasons?

- 1)  Yes -- How many times (in the past two months)? \_\_\_\_\_
- 2)  No -- When was the last time you visited?
  - a) \_\_\_ 2 to 6 months ago
  - b) \_\_\_ 6 months to 1 year ago
  - c) \_\_\_ More than a year ago
- 3)  Don't know/not sure

2. Do you work either in this Downtown Boulder area or close by – that is, within 6 blocks of this area?  
1)  Yes, full time downtown area employee  
2)  Yes, part time downtown area employee  
3)  No  
4)  Don't know/not sure

**COMPETITIVE CENTERS**

3. How many times **in the last two months** have you visited each of the following areas for non-work related reasons?
- a) \_\_\_\_\_ 28th & 30th Street in Boulder (Arapahoe Village, King Soopers, Whole Foods, Safeway)
  - b) \_\_\_\_\_ North Boulder Neighborhood Shopping Centers (Ideal Market, Lucky's Market)
  - c) \_\_\_\_\_ South Boulder Neighborhood Shopping Centers (Base Mar, Meadows, Table Mesa)
  - d) \_\_\_\_\_ Old Town Centers in Niwot, Louisville, and/or Lafayette
  - e) \_\_\_\_\_ Flatiron Crossing Mall/Flatiron Marketplace
  - f) \_\_\_\_\_ Superior/Louisville - McCaslin (Home Depot, Costco, Super Target, etc.)
  - g) \_\_\_\_\_ Hover and Pratt in Longmont (including Twin Peaks Mall)
  - h) \_\_\_\_\_ Westminster Mall
  - i) \_\_\_\_\_ Larimer Square / 16th Street Mall / Lower Downtown
  - j) \_\_\_\_\_ Cherry Creek
  - k) \_\_\_\_\_ Colorado Mills Retail Center
  - l) \_\_\_\_\_ Park Meadows Mall
  - m) \_\_\_\_\_ Other

4. Thinking of the centers mentioned in the previous list, which is your favorite and/or primary center for the following activities? **[DO NOT READ RESPONSE LIST] [PUT "X" IN APPROPRIATE COLUMN] [ALLOW FOR MULTIPLE ANSWERS IF NECESSARY]**

- A. Clothing shopping
- B. Sporting goods shopping
- C. Arts/Crafts Shopping
- D. Personal services
- E. Other non-grocery shopping
- F. Dining out
- G. Entertainment
- H. Bringing out-town-guests
- I. Meeting friends/hanging out

	A	B	C	D	E	F	G	H	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(a) 28th & 30th Street in Boulder (Arapahoe Village, King Soopers, Whole Foods, Safeway)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(b) North Boulder Neighborhood Shopping Centers (Ideal Market, Lucky's Market)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(c) South Boulder Neighborhood Shopping Centers (Base Mar, Meadows, Table Mesa)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(d) Old Town Centers in Niwot, Louisville, and/or Lafayette
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(e) Flatiron Crossing Mall/Flatiron Marketplace
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(f) Superior/Louisville - McCaslin (Home Depot, Costco, Super Target, etc.)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(g) Hover and Pratt in Longmont (including Twin Peaks Mall)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(h) Westminster Mall
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(i) Larimer Square / 16th Street Mall / Lower Downtown
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(j) Cherry Creek
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(k) Colorado Mills Retail Center
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(l) Park Meadows Mall
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(l) Downtown Boulder
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(m) Other

5. Complete the following sentence: I go to Downtown Boulder for \_\_\_\_\_.

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## DOWNTOWN BOULDER RATINGS

6. Whether you have been to Downtown Boulder recently or not, please rate your perception of the following attributes of Downtown Boulder. Please use a scale from one to five where one means, "very negative" and five means, "very positive." How would you rate Downtown Boulder for .....

	VERY NEGATIVE			VERY POSITIVE		N/A (don't read as option)
a) Shopping	1	2	3	4	5	x
b) Restaurants	1	2	3	4	5	x
c) Street Entertainment	1	2	3	4	5	x
d) Organized Entertainment, such as live concerts, bands in bars and restaurants, Boulder Theater, etc.	1	2	3	4	5	x
e) Special Events	1	2	3	4	5	x
f) Safety/Security	1	2	3	4	5	x
g) Customer Service	1	2	3	4	5	x
h) Value for Price Paid	1	2	3	4	5	x

7. Do you believe the current situation regarding the presence of panhandlers in Downtown Boulder is a deterrent to visiting Downtown Boulder?
- 1)  Yes
  - 2)  No
  - 3)  Don't know/not sure

## ADVERTISING AND MARKETING

8. Are you aware of any advertising or information sources promoting Downtown Boulder?

- 1)  Yes
- 2)  No
- 3)  Don't know/not sure **[GO TO Q. 11]**

9. What sources did you notice? **[DO NOT READ LIST]**

- 1)  Brochure
- 2)  Newspaper
- 3)  Radio
- 4)  Internet
- 5)  Direct mail
- 6)  Other: \_\_\_\_\_
- 7)  Don't know/don't remember

10. What is the most effective means to communicate with you regarding special sales promotions or events in Downtown Boulder? **[DO NOT READ LIST]**

- 1)  Brochure
- 2)  Newspaper
- 3)  Radio
- 4)  Internet
- 5)  E-Mail
- 6)  Direct mail
- 7)  Other: \_\_\_\_\_

## EVENTS & ACTIVITIES

11. **(SKIP IF Q1 =2 OR Q1=3)** Which activities, concerts, special events, festivals, etc. have you attended in Downtown Boulder in the past year? **[DO NOT READ LIST, PROBE FOR MULTIPLE ANSWERS, MARK ALL THAT APPLY]**

- A) \_\_\_\_\_ Bands on the Bricks
- B) \_\_\_\_\_ Boulder Creek Festival
- C) \_\_\_\_\_ Boulder in Bloom/Tulip Celebration
- D) \_\_\_\_\_ Christmas Lights/Parade
- E) \_\_\_\_\_ Fall Fest
- F) \_\_\_\_\_ Farmers' Market

- G) \_\_\_\_\_ Ice Skating
- H) \_\_\_\_\_ Kinetics Parade
- I) \_\_\_\_\_ Lunchtime Concerts (Out to Lunch)
- J) \_\_\_\_\_ Munchkin Masquerade
- K) \_\_\_\_\_ Special Arts and Crafts Fairs
- L) \_\_\_\_\_ St. Nick on the Bricks
- M) \_\_\_\_\_ Other \_\_\_\_\_
- N) \_\_\_\_\_ None

**PARKING**

12. Are you aware of the following parking alternatives in Downtown Boulder?

	<u>Yes</u>	<u>No</u>	
01)	[ ]	[ ]	15 <sup>th</sup> and Pearl Parking Structure
02)	[ ]	[ ]	11 <sup>th</sup> and Spruce Parking Structure
03)	[ ]	[ ]	11 <sup>th</sup> and Walnut Parking Structure (Randolph Center)
04)	[ ]	[ ]	Free Meters after 6 PM on Monday through Saturday and all-day Sunday
05)	[ ]	[ ]	Free parking in the City parking structures on Saturday and Sunday
06)	[ ]	[ ]	City & Library Lots free after 6 PM on Monday through Saturday and all-day Sunday
07)	[ ]	[ ]	9 <sup>th</sup> and Canyon parking deck, associated with the St. Julien Hotel to open later this summer
08)	[ ]	[ ]	Various private lots Downtown with free parking during various off-peak hours

13. Whether you have been to Downtown Boulder recently or not, please Rate your perception of the following attributes of Downtown Boulder Parking. Please use a scale where one means, "very negative" and five means, "very positive."

	<u>VERY NEGATIVE</u>			<u>VERY POSITIVE</u>			<u>N/A (don't read)</u>
a) Availability	1	2	3	4	5	x	
b) Price	1	2	3	4	5	x	
c) Signage	1	2	3	4	5	x	

14. Do you park in the parking structures?

- \_\_\_ Yes **[CONTINUE]**
- \_\_\_ No **[GO TO Q. 16]**

15. Rate your perception of the following attributes of Downtown Boulder Parking structures. Please use a scale where one means, "very negative" and five means, "very positive."

	<u>VERY NEGATIVE</u>			<u>VERY POSITIVE</u>			<u>N/A (don't read)</u>
a) Security	1	2	3	4	5	x	
b) Cleanliness	1	2	3	4	5	x	
c) Interior Signage	1	2	3	4	5	x	<b>[GO TO Q. 17]</b>

16. Why don't you park in the parking structures?

\_\_\_\_\_?

**EXPENDITURES/LEAKAGE**

17. **Over the past 3 years**, how has the amount you spend in **Downtown Boulder** changed in the following categories. Has your spending increased, decreased, or stayed the same for:

	<u>Increased</u>	<u>Decreased</u>	<u>Same</u>
Dining	[ ]	[ ]	[ ]
Entertainment	[ ]	[ ]	[ ]
Shopping	[ ]	[ ]	[ ]

18. What percentage of your **CURRENT** spending in the following categories are made **OUTSIDE** of the City of Boulder? How much of your current dining expenditures are spent outside of the City of Boulder? And how much of your current entertainment expenditures? And how much of your current shopping expenditures?

- \_\_\_\_% - Dining
- \_\_\_\_% - Entertainment
- \_\_\_\_% - Shopping

**DRIVERS OF INCREASED/DECREASED VISITATION**

19. **Over the past 3 years**, would you say you have been going to the Downtown Boulder area more often than you have in the past, less often, or about the same as in the past?

- |                            |               |
|----------------------------|---------------|
| 1) [ ] Less often          | [CONTINUE]    |
| 2) [ ] More often          | [GO TO Q. 21] |
| 3) [ ] About the same      |               |
| 4) [ ] Don't know/not sure | [GO TO Q. 22] |

20. What is the **primary** reason that you don't go to the Downtown Boulder area as frequently as you used to? **[DO NOT READ LIST, CHECK ONLY ONE]** Are there any other reasons why you go downtown less often? **[PROBE FOR ALL REASONS, CHECK ALL THAT APPLY]**

- |         | <u>primary</u> | <u>others</u> |  |
|---------|----------------|---------------|--|
| 01) [ ] | [ ]            |               | Dislike the atmosphere   |
| 02) [ ] | [ ]            |               | Dislike transients/panhandlers   |
| 03) [ ] | [ ]            |               | Don't feel safe  |
| 04) [ ] | [ ]            |               | Don't like the changing mix of retail shops/not the right kind of stores |
| 05) [ ] | [ ]            |               | Don't like the weather now   |
| 06) [ ] | [ ]            |               | Don't work there anymore   |
| 07) [ ] | [ ]            |               | Have less time now   |
| 08) [ ] | [ ]            |               | Lifestyle has changed  |
| 09) [ ] | [ ]            |               | Live too far away now  |
| 10) [ ] | [ ]            |               | Not clean enough   |
| 11) [ ] | [ ]            |               | Not interested   |
| 12) [ ] | [ ]            |               | Parking hard to find   |
| 13) [ ] | [ ]            |               | Parking too expensive  |
| 14) [ ] | [ ]            |               | Prefer to shop elsewhere   |
| 15) [ ] | [ ]            |               | Shopping has declined  |
| 16) [ ] | [ ]            |               | Shopping is too expensive  |
| 17) [ ] | [ ]            |               | Too crowded  |
| 18) [ ] | [ ]            |               | Too many tourists  |
| 19) [ ] | [ ]            |               | Too much traffic   |
| 20) [ ] | [ ]            |               | DON'T KNOW/NO REASON   |
| 21) [ ] | [ ]            |               | Other _____  |

21. What is the **primary** reason that you go to the downtown area more frequently than you used to? **[DO NOT READ LIST, CHECK ONLY ONE]** Are there any other reasons why you go to the downtown area more frequently? **[PROBE FOR ALL REASONS, CHECK ALL THAT APPLY]**

- |         | <u>primary</u> | <u>others</u> |                                      |
|---------|----------------|---------------|--------------------------------------|
| 01) [ ] | [ ]            |               | Cleaner than it used to be           |
| 02) [ ] | [ ]            |               | Easier to find parking               |
| 03) [ ] | [ ]            |               | Enjoy the atmosphere                 |
| 04) [ ] | [ ]            |               | Feel more safe                       |
| 05) [ ] | [ ]            |               | Fewer transients                     |
| 06) [ ] | [ ]            |               | Friends/family go there              |
| 07) [ ] | [ ]            |               | Have more time now                   |
| 08) [ ] | [ ]            |               | Kids enjoy the atmosphere            |
| 09) [ ] | [ ]            |               | Lifestyle has changed                |
| 10) [ ] | [ ]            |               | Like the restaurants                 |
| 11) [ ] | [ ]            |               | Like the shops                       |
| 12) [ ] | [ ]            |               | Live closer to the area              |
| 13) [ ] | [ ]            |               | More/better festivals and activities |
| 14) [ ] | [ ]            |               | More/better street entertainment     |
| 15) [ ] | [ ]            |               | Nicer landscaping                    |
| 16) [ ] | [ ]            |               | Nightlife                            |
| 17) [ ] | [ ]            |               | Pedestrian atmosphere                |
| 18) [ ] | [ ]            |               | People watching                      |
| 19) [ ] | [ ]            |               | Work there now/work nearby           |
| 20) [ ] | [ ]            |               | DON'T KNOW/NO REASON                 |

21) [ ] [ ] Other \_\_\_\_\_

22. Over the past few years, would you say the quality of your Downtown Boulder experience has been:

- 1) [ ] Improving
- 2) [ ] Staying the same
- 3) [ ] Declining

Why do you feel that way?

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**ASPECTS THAT ARE MOST/LEAST LIKED**

23. Which aspects of the Downtown Boulder area do you most enjoy? **[DO NOT READ LIST, PROBE FOR ADDITIONAL RESPONSES, CHECK ALL THAT APPLY]**

- 01) [ ] Architecture
- 02) [ ] Bars/pool halls
- 03) [ ] Bike paths
- 04) [ ] Cafes/coffee shops
- 05) [ ] Convenience/location
- 06) [ ] Events and festivals on the Mall
- 07) [ ] Historic quality
- 08) [ ] Home feel/friendly atmosphere
- 09) [ ] Jugglers/musicians/street performers
- 10) [ ] Landscaping/flowers and trees
- 11) [ ] Pedestrian aspect
- 12) [ ] People watching
- 13) [ ] Restaurants
- 14) [ ] Shopping/nice shops
- 15) [ ] Variety of activities
- 16) [ ] Other \_\_\_\_\_

- 17) [ ] Don't know/not sure
- 18) [ ] Nothing **[GO TO Q. 25]**

24. \_\_\_\_\_ Of the aspects you listed, which one do you like the MOST? **[INSERT NUMBER FROM LIST ABOVE]**

25. What do you dislike about Downtown Boulder? **[DO NOT READ LIST, PROBE FOR ADDITIONAL RESPONSES, CHECK ALL THAT APPLY]**

- 01) [ ] Bikes/dogs not allowed on mall
- 02) [ ] Far away/location
- 03) [ ] Local businesses forced out by franchises/national chains
- 04) [ ] No stores I like
- 05) [ ] Not enough benches
- 06) [ ] Not safe
- 07) [ ] Parking hard to find
- 08) [ ] Parking too expensive
- 09) [ ] Poor air quality
- 10) [ ] Restaurants
- 11) [ ] Too crowded
- 12) [ ] Too dirty
- 13) [ ] Too expensive
- 14) [ ] Too many panhandlers
- 15) [ ] Too much traffic
- 16) [ ] Too small
- 17) [ ] Too touristy
- 18) [ ] Other \_\_\_\_\_

- 19) [ ] Don't know/not sure
- 20) [ ] Nothing **[GO TO Q. 27]**

26. \_\_\_\_\_ Of the aspects you listed, which do you like the LEAST? **[INSERT NUMBER FROM LIST ABOVE]**

27. What improvements or changes to the Downtown Boulder area would most encourage you to visit the downtown area more frequently? **[DO NOT READ LIST, PROBE FOR ADDITIONAL RESPONSES, CHECK ALL THAT APPLY]**

- 01)  Allowing dogs on the mall
- 02)  Better mix of stores/more local stores
- 03)  Expanded bicycle racks
- 04)  Expanded parking facilities
- 05)  Expanded public transit
- 06)  Expanded security patrol/better feeling of safety
- 07)  Extending decorative sidewalks and street trees beyond current Mall
- 08)  Fewer panhandlers/transients
- 09)  Free parking
- 10)  Improved directory/informational signs
- 11)  Improved overall maintenance and cleanliness
- 12)  Less expensive metered parking
- 13)  Longer time limit on metered parking
- 14)  More affordable/less expensive stores
- 15)  Movie theater
- 16)  Provide more convenient links to Boulder Creek corridor
- 17)  Reduced speed and amount of auto traffic
- 18)  Other \_\_\_\_\_
- 19)  Nothing

**FUTURE INITIATIVE EVALUATION**

28. The Downtown Community is considering some of the following initiatives. How would each of these effect your visitation to Downtown Boulder? Please use a scale where one means the change would “decrease strongly” 3 means, “no effect” and five means “increase strongly.”

	DECREASE STRONGLY		NO EFFECT		INCREASE STRONGLY	n/a (don't read)
a) Parking re-imbursement from merchants	1	2	3	4	5	x
b) 15-Minutes of Free Parking	1	2	3	4	5	x
c) Credit Card Parking Payment	1	2	3	4	5	x
d) Increased police presence	1	2	3	4	5	x

29. What types of restaurants, shops or services would you like to see added in Downtown Boulder? **[PROBE FOR SPECIFIC STORE AND PRODUCT TYPES]**

\_\_\_\_\_

30. In the face of more regional shopping facilities being constructed in many locations outside of Boulder, what would be the most important thing that Downtown Boulder could do to retain your patronage or encourage you to come downtown more frequently?

\_\_\_\_\_

31. Any additional comments or observations?

\_\_\_\_\_

32. To what extent, if any, will the re-development of Crossroads Mall change the frequency of your visits to Downtown Boulder? Use a scale of 1 to 5 where 1 means you will visit Downtown Boulder much LESS frequently because of the redevelopment of Crossroads Mall and 5 means you will come downtown much MORE frequently.

MUCH LESS FREQUENTLY					MUCH MORE FREQUENTLY	n/a (don't read)
1	2	3	4	5		x

**DEMOGRAPHICS & RESPONDENT PROFILE**

Let me close by asking a few final questions about you.

33. How strongly do you agree or disagree with the following statements about your preferences? Please use a scale where one means, "Disagree strongly" and five means, "agree strongly."

	DISAGREE STRONGLY					AGREE STRONGLY		n/a (don't read)
a) I prefer indoor malls	1	2	3	4	5			x
b) Shopping is entertainment for me	1	2	3	4	5			x
c) I prefer upscale national retailers	1	2	3	4	5			x
d) I utilize parking structures	1	2	3	4	5			x
e) I am willing to pay for parking	1	2	3	4	5			x

34. Do you own or rent your home?

- 1)  Own
- 2)  Rent
- 3)  Live with family or friends/roommates

35. \_\_\_\_\_ How many years have you lived in Boulder County?

36. Which category best describes your age? **[READ LIST]**

- 1)  18 to 24 years
- 2)  25 to 34 years
- 3)  35 to 44 years
- 4)  45 to 54 years
- 5)  55 to 64 years
- 6)  65 years or older

37. Which category best describes your family status? **[READ LIST]**

- 1)  Single, no children
- 2)  Single with children living at home
- 3)  Single with grown children no longer at home
- 4)  Couple, no children
- 5)  Couple with children living at home
- 6)  Couple with grown children no longer at home
- 7)  University student living with roommates
- 8)  University student living alone

38. Which category best describes the amount of your annual household income (before taxes)? **[READ LIST EXCEPT "REFUSED"]**

- 1)  Under \$14,999
- 2)  \$15,000 to \$24,999
- 3)  \$25,000 to \$34,999
- 4)  \$35,000 to \$49,999
- 5)  \$50,000 to \$74,999
- 6)  \$75,000 to \$99,999
- 7)  \$100,000 to \$199,999
- 8)  \$200,000 or more
- 9)  Refused **[DO NOT READ]**

Thank you for taking the time to complete this survey.

**INTERVIEWER COMPLETE: [DO NOT ASK]**

Gender of respondent

- Male
- Female