

Boulder Climate Action Plan Tax Survey

Report of Results

July 2012



TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
SURVEY BACKGROUND AND METHODOLOGY	3
SURVEY RESULTS	4
Community Quality and Priorities	4
Familiarity with and Support for CAP Tax	5
CAP Tax Program Effectiveness	12
Revisiting Support for CAP Tax Time Extension Options	16
Support for Boulder .25% Tax	19
Support for Boulder County Sustainability Tax	20
Tax Voting Plans	23
APPENDIX A: RESPONDENT DEMOGRAPHICS	25
APPENDIX B: COMPLETE SET OF SURVEY RESPONSES	27
Frequencies Including Don't Know Responses	27
Frequencies Excluding Don't Know Responses	41
APPENDIX C: SURVEY METHODOLOGY	49
Developing the Interview Script	49
Selecting Survey Recipients	49
Survey Administration and Response	49
Confidence Intervals	50
Survey Processing and Data Entry	51
Survey Analysis	51
APPENDIX D: VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS	53
APPENDIX E: COPY OF SURVEY QUESTIONNAIRE	62

EXECUTIVE SUMMARY

Survey Background and Methods

The City of Boulder hired National Research Center, Inc. (NRC) to conduct a survey of Boulder registered voters deemed likely to vote in 2012. The Climate Action Plan Tax (“CAP Tax”) Survey was designed to gauge the perspectives of voters on the proposed renewal of the CAP Tax along with another city of Boulder tax and a Boulder county tax likely to be on the ballot in November.¹ Registered voters who met one of two criteria were eligible to complete the survey: either they had voted at least once from 2008 through 2011 or had registered to vote following the November 2008 election. Of the approximately 2,100 voters randomly selected to participate in the survey, 400 completed interviews between June 18 and 27, 2012, providing a response rate of 19%. The margin of error is plus or minus five percentage points around any given percent for the entire sample. Survey results were weighted by respondent age and gender using the voter population norms to reflect the demographic profile of eligible registered Boulder voters.

Summary of Survey Findings

Among Boulder voters, there was clear support for extending the CAP Tax, and strong supporters outnumbered those in strong opposition by 3 to 2. This support was obtained despite the relative meager self-reported knowledge about the tax among supporters. Few among supporters reported being very familiar with the specifics of the tax, and responses about the effectiveness of the programs supported by the tax confirm this assessment. Almost half of all respondents reported that they did not know whether the programs were effective. If this knowledge gap could be plugged with information about positive program effects, support for the tax extension could be solidified or strengthened. When voters were asked about four specific factors that could affect their intention to vote for or against the tax extension, the most compelling factor was how effective the energy savings programs have been.

Whether they were informed about the tax or the programs it supports or not, a majority of all income groups and a majority of voters who lived in Boulder for longer or who were newer to the community supported the tax. Voters who opposed the tax did so largely because they opposed taxes in general or did not trust the city to spend the taxes appropriately. Supporters by and large believed in programs supported by taxes and generally supported the environment.

When asked about the preferred duration of the tax extension, the period most supported was for five years. This was the only specified length of time supported by a majority of voters. There was less support for extending the tax for fewer than five years and even less support for longer extensions – ten years or without sunset (which a majority of voters strongly opposed).

Information about the CAP Tax was offered to respondents to determine which, if any, among three messages would sway potential voters to favor or oppose the tax extension. The message that

¹After the survey was conducted, but before the results were known, the county decided not to put its tax on the ballot.

most compelled respondents to vote for the tax extension described an independent analysis that determined CAP Tax money was spent effectively. The response to this message supports the finding that evidence of program effects would sway some voters. Much of the enthusiasm regarding each message was from voters already in favor of extending the CAP Tax and in the end, relatively few survey respondents changed their stance from opposition to support.

In addition to testing support for the CAP Tax, the survey tested support for a .25% sales tax that has been dedicated to parks and recreation. A larger majority of voters supported this tax extension than supported the CAP Tax. Once again, majorities of each income group and relative newcomers, as well as those residents who lived in Boulder longer term, supported this tax.

Because there had been the possibility of placing three tax issues on the November ballot – the CAP Tax, the .25% parks and recreation tax and a county sustainability sales tax – the survey asked voters if they would support all, one or two of the taxes. Just under half said they would be likely to vote for all three taxes and more voters reported being very unlikely to vote for all three than would be very likely to vote for all three. Among the three taxes, the .25% sales tax extension was the most popular.

SURVEY BACKGROUND AND METHODOLOGY

The City of Boulder is seeking to renew the Climate Action Plan Tax (“CAP Tax”), last approved by Boulder voters in 2006, now set to expire in early 2013. The City of Boulder hired National Research Center, Inc. (NRC) to conduct a survey of Boulder registered voters, designed to gauge the perspectives of voters on the proposed renewal of the CAP Tax along with another city of Boulder tax and a Boulder county tax likely to be on the ballot in November (as of the time the survey was drafted).

In collaboration with City of Boulder staff, NRC developed a 13-minute telephone questionnaire. Registered voters who met one of two criteria were eligible to complete the survey: either they had voted at least once from 2008 through 2011 or had registered to vote following the November 2008 election.

Telephone interviewing occurred from June 18 to 27, 2012. Of the approximately 2,100 eligible voters called, 400 completed interviews providing a response rate of 19%. The margin of error is plus or minus five percentage points around any given percent for the entire sample. Survey results were weighted by respondent age and gender using the voter population norms to reflect the demographic profile of eligible registered Boulder voters. The detailed methodology can be found in *Appendix C: Survey Methodology*.

SURVEY RESULTS

Community Quality and Priorities

The initial questions on the survey addressed broad community topics, including overall quality of life and priorities for the coming five years. Half of the voters surveyed felt that the quality of community life was “excellent” (48%), 46% said it was “good,” 5% selected “fair” and just 1% chose “poor.” Each respondent could identify up to three pressing issues for the city in a five-year period; transportation-related (34% of respondents) and energy-themed issues (29%) came up most commonly, followed by mentions of open space, economy and environment (20%, 19% and 18%, respectively). (The complete list of top issues appears in *Appendix B: Complete Set of Survey Responses*.)

Figure 1: Quality of Community Life in Boulder

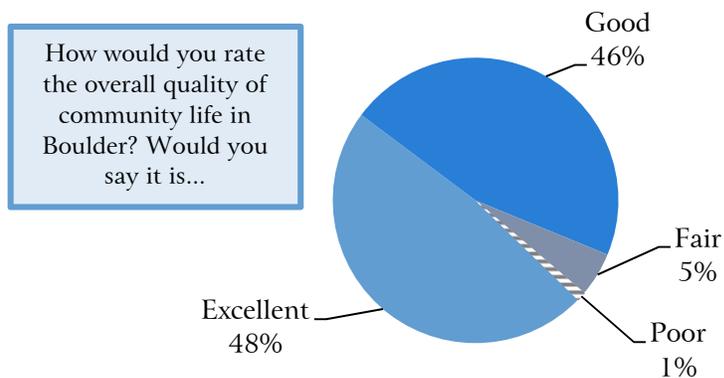
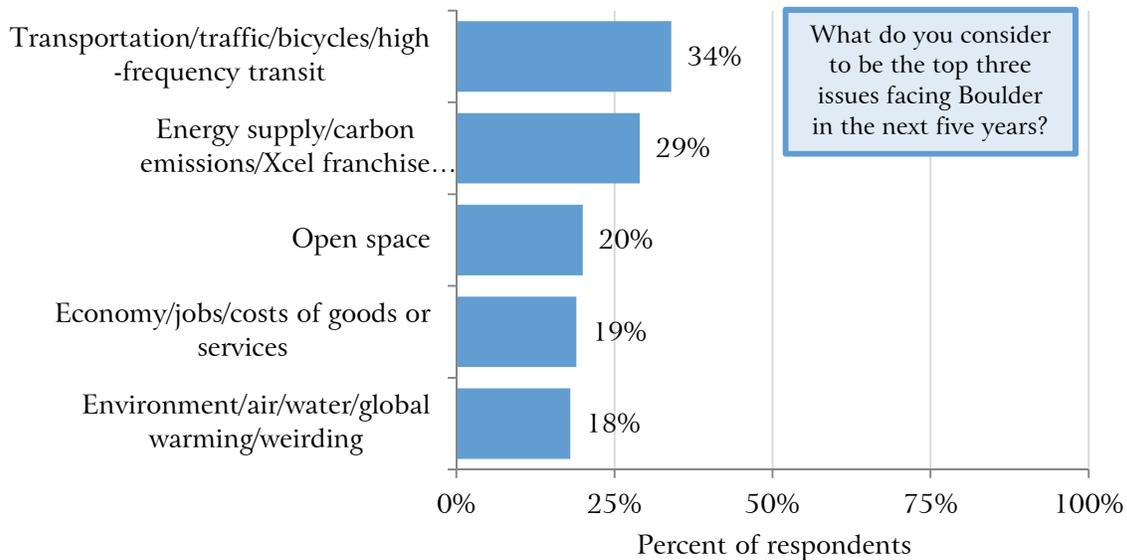


Figure 2: Top Issues Facing Boulder in Next Five Years



Only the five most commonly identified issues are included here. Totals do not equal 100% because respondents could select multiple choices.

Familiarity with and Support for CAP Tax

Survey respondents were asked about their familiarity with the CAP Tax, followed by their support for or opposition to extending the tax. Just 9% described themselves as “very” familiar with the tax (response percentages appear in *Appendix B: Complete Set of Survey Responses*), 48% were “somewhat” familiar and 43% were “not at all” familiar or said “don’t know.” About 3 in 10 respondents “strongly” supported extending the tax, 30% “somewhat” supported it, 14% “somewhat” opposed and 20% were in “strong” opposition. Eight percent of respondents said “don’t know.” More of those who “strongly” opposed a tax extension reported being “very” familiar with the tax than those with other opinions about extending the tax.

Figure 3: Familiarity with the Climate Action Plan Tax

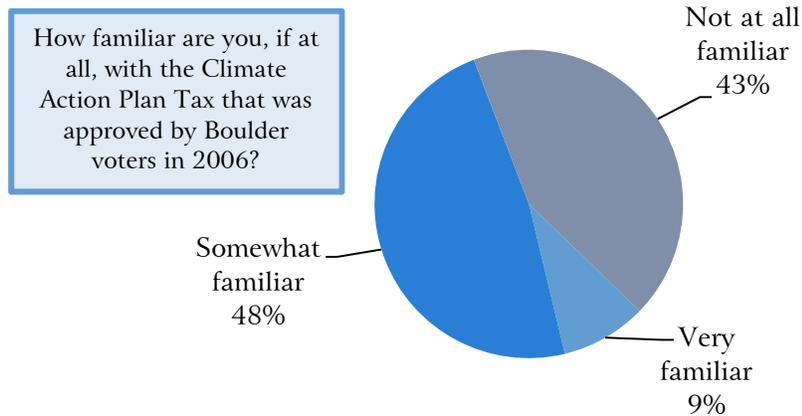
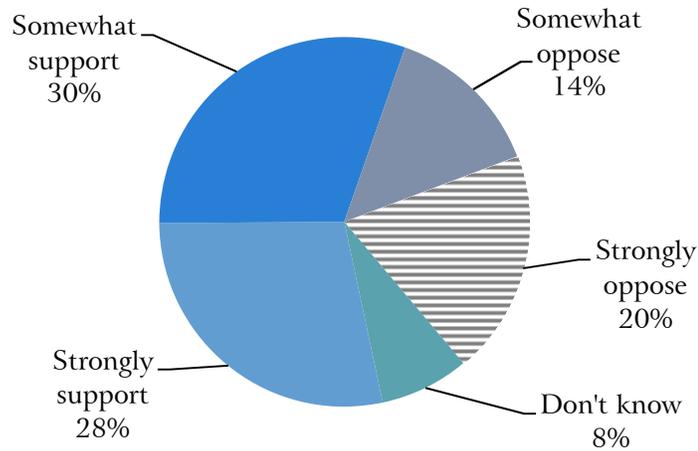


Figure 4: Support/Opposition for Extending the CAP Tax

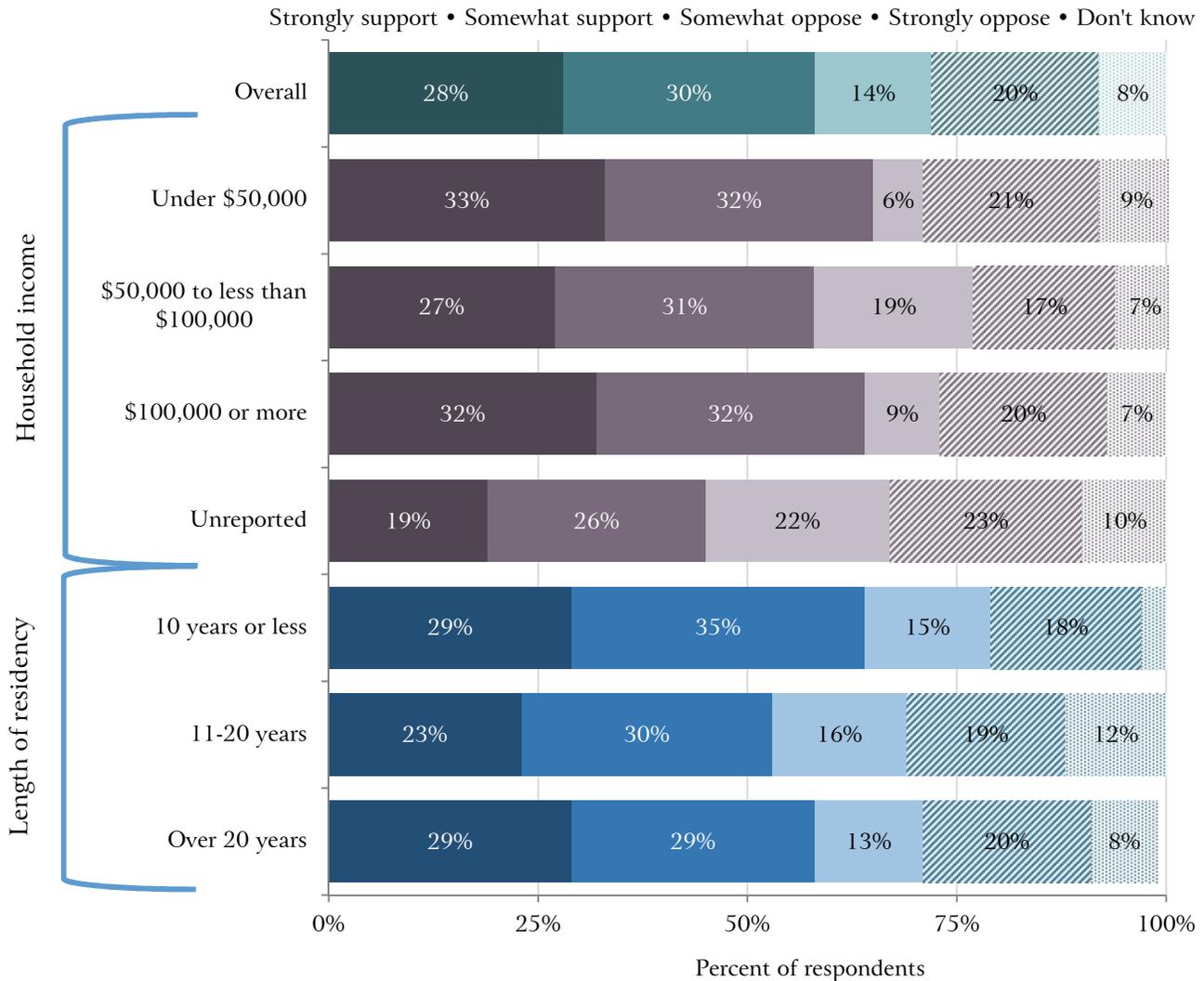
The Climate Action Plan Tax currently is collected on your monthly Xcel bill. On average, residents are paying \$21 a year, commercial businesses are paying \$94 a year and industrial customers are paying \$9,600 as a result of this tax. These tax revenues support programs to increase energy efficiency and renewable energy use, reduce emission from motor vehicles and other efforts to reduce greenhouse gas emissions. The Climate Action Plan Tax is set to expire at the end of March next year. City Council is considering asking voters to extend the tax as it is currently charged. Right now, do you strongly support, somewhat support, somewhat oppose or strongly oppose extending the Climate Action Plan Tax?



Perspectives on extending the CAP Tax varied by respondent characteristics. Opposition was slightly higher among voters in households with incomes of \$50,000 to under \$100,000 than in households with either higher or lower incomes. Among the 1 in 5 voters who would not identify their income, support was weakest. Registered voters who had lived in Boulder for up to 10 years tended to feel more certain about their perspectives, with just 3% saying “don’t know” and those relative newcomers were more supportive of the tax overall than those who had lived in Boulder longer.

Figure 5: CAP Tax Support/Opposition Compared by Respondent Household Income and Length of Residency in Boulder

The Climate Action Plan Tax currently is collected on your monthly Xcel bill. On average, residents are paying \$21 a year, commercial businesses are paying \$94 a year and industrial customers are paying \$9,600 as a result of this tax. These tax revenues support programs to increase energy efficiency and renewable energy use, reduce emission from motor vehicles and other efforts to reduce greenhouse gas emissions. The Climate Action Plan Tax is set to expire at the end of March next year. City Council is considering asking voters to extend the tax as it is currently charged. Right now, do you strongly support, somewhat support, somewhat oppose or strongly oppose extending the Climate Action Plan Tax?

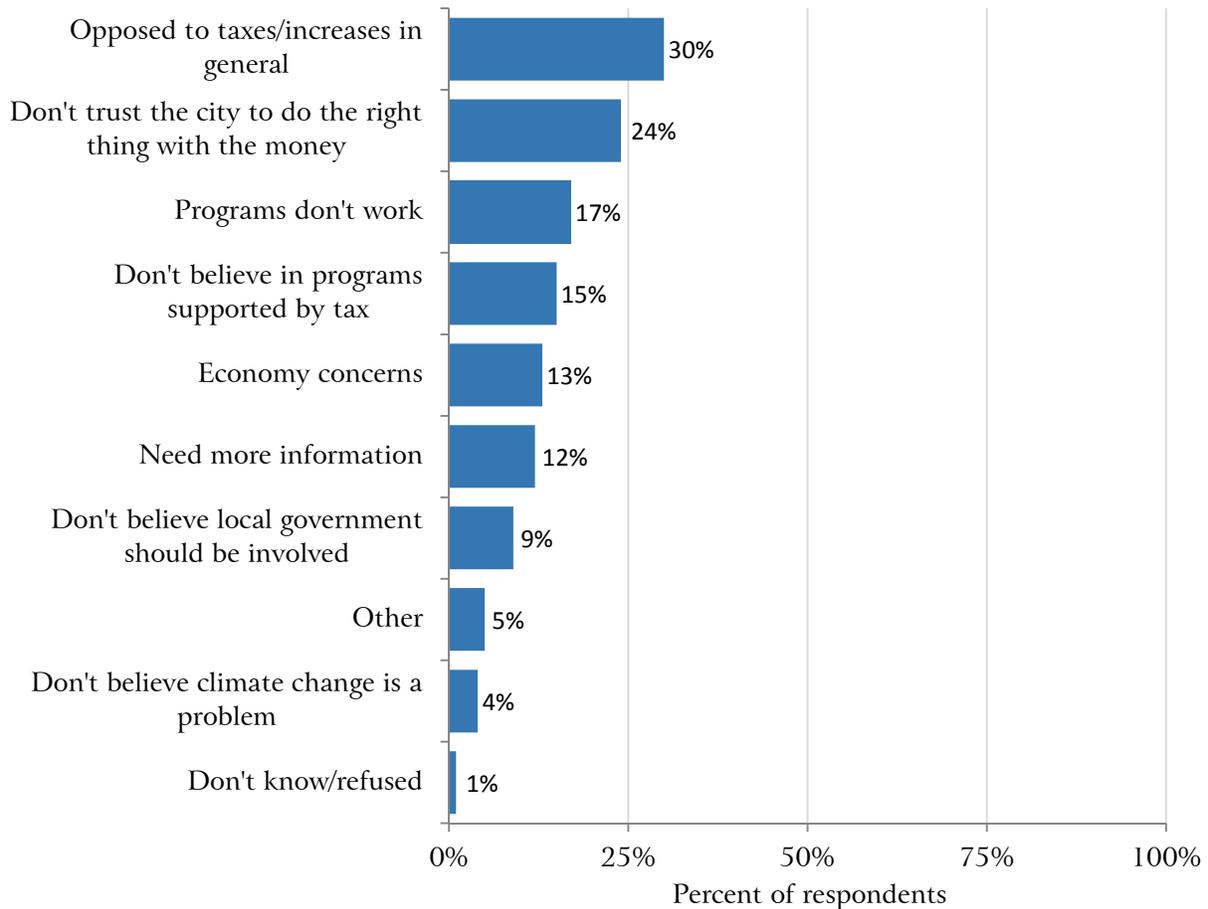


Voters who opposed the CAP Tax were asked to identify in their own words the reasons for their opposition. The survey included some pre-identified possible reasons; when a respondent's reason fit within one of those categories, it was included there, and when a respondent described a reason not included on this initial list, it was typed verbatim during the telephone interview and later analyzed for similarity across respondents to create new categories. Verbatim responses for all explanations that were grouped into a new category from within those "other" responses, as well as those that remained in the "other" category after categorization, appear in *Appendix D: Verbatim Responses to Open-ended Questions*.

A predisposition against taxes in general was the most compelling reason for opposing the CAP Tax (30% of respondents), followed by trust concerns with city government (24%). Seventeen percent of opposers felt that the programs funded by the tax did not work and 15% described not believing in the funded programs. Those in "strong" opposition were more likely than those who said "somewhat" oppose to identify disbelief in program effectiveness and worthiness, while voters "somewhat" opposed were more likely to cite economy concerns and their need for additional information.

Figure 6: Reasons Opposed to CAP Tax Renewal

The Climate Action Plan Tax currently is collected on your monthly Xcel bill. On average, residents are paying \$21 a year, commercial businesses are paying \$94 a year and industrial customers are paying \$9,600 as a result of this tax. These tax revenues support programs to increase energy efficiency and renewable energy use, reduce emission from motor vehicles and other efforts to reduce greenhouse gas emissions.

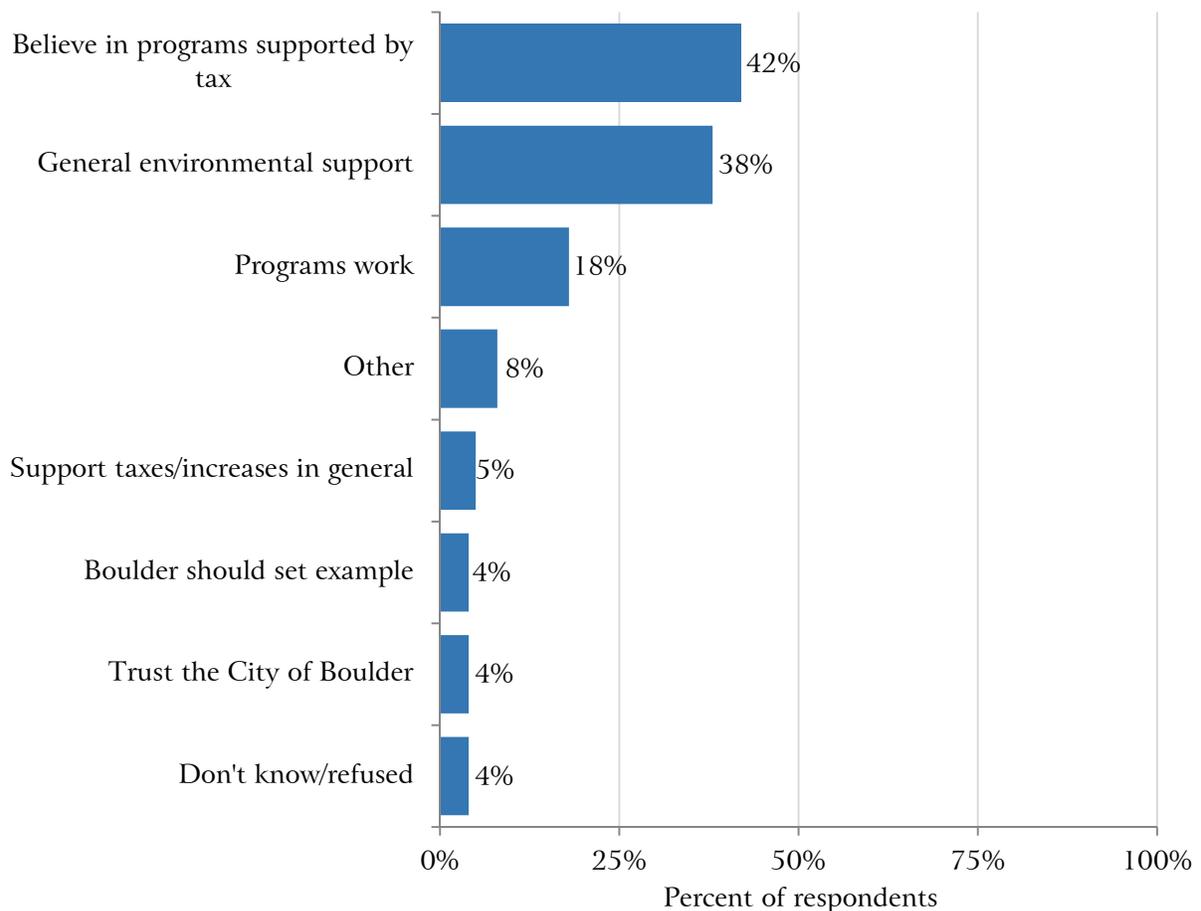


Note: Totals do not equal 100% because respondents could select multiple choices. Question was asked only of the 34% of respondents who opposed extending the tax.

As with the follow-up question for CAP Tax extension opposers, supporters were asked to describe their reasons and verbatim responses for “other” reasons appear in *Appendix D: Verbatim Responses to Open-ended Questions*. Four in ten supporters volunteered reasons related to believing in the funded programs (42% of supporters) or broad environmental support (38%). Eighteen percent cited feeling that the funded programs work. “Strong” supporters were a bit more likely than those who “somewhat” supported the CAP Tax renewal to identify belief in the programs and environmental support as their reasons.

Figure 7: Reasons Supportive of CAP Tax Renewal

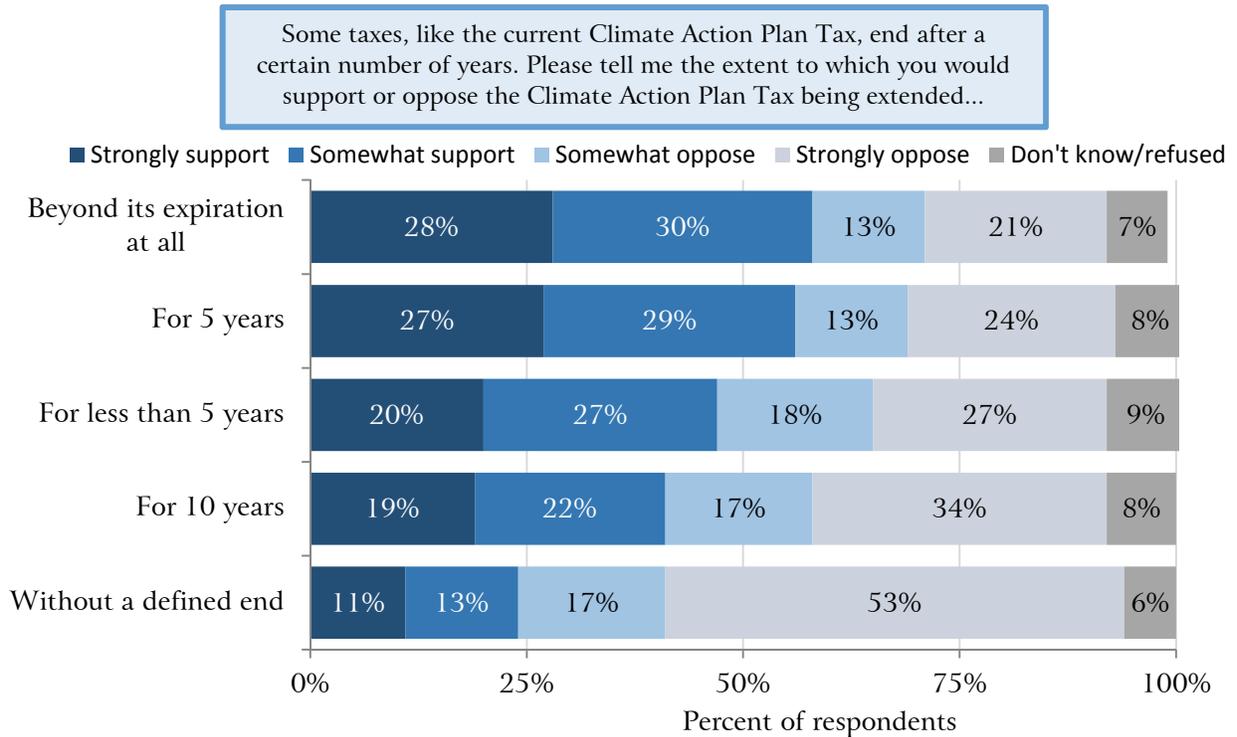
The Climate Action Plan Tax currently is collected on your monthly Xcel bill. On average, residents are paying \$21 a year, commercial businesses are paying \$94 a year and industrial customers are paying \$9,600 as a result of this tax. These tax revenues support programs to increase energy efficiency and renewable energy use, reduce emission from motor vehicles and other efforts to reduce greenhouse gas emissions.



Note: Totals do not equal 100% because respondents could select multiple choices. Question was asked only of the 58% of respondents who supported extending the tax.

Voters responding to the survey were presented with a set of four different possible time lengths for a CAP Tax extension, plus the broad question of general willingness to extend the tax. Fifty-eight percent said they supported extending the tax at all, 34% opposed it and 7% did not know. A five-year extension scenario had similar levels of support and opposition. An unlimited extension yielded the least support and a surge of opposition, with 53% “strongly” opposing this option.

Figure 8: CAP Tax Support/Opposition for Different Time Extension Options



CAP Tax Program Effectiveness

Eligible voters participating in the survey were asked about their familiarity with four categories of programs funded by the CAP Tax, followed by an opportunity to assess the effectiveness of the programs overall. The only program with which any meaningful number of voters was “very” familiar was EnergySmart (25% of respondents). Fourteen percent were “very” familiar with SmartRegs, 8% with general city outreach and 2% with 10 for Change. For all but 10 for Change, a large percentage of respondents said they were “somewhat” familiar; 9 in 10 voters were “not at all” familiar with the 10 for Change program for businesses.

About half of respondents felt that they could not evaluate program effectiveness and said “don’t know” (45% of respondents). Four percent thought the programs were “very” effective, 3 in 10 thought they were “somewhat” effective and 11% each said “somewhat” or “very” ineffective.

Figure 9: CAP Tax Program Familiarity

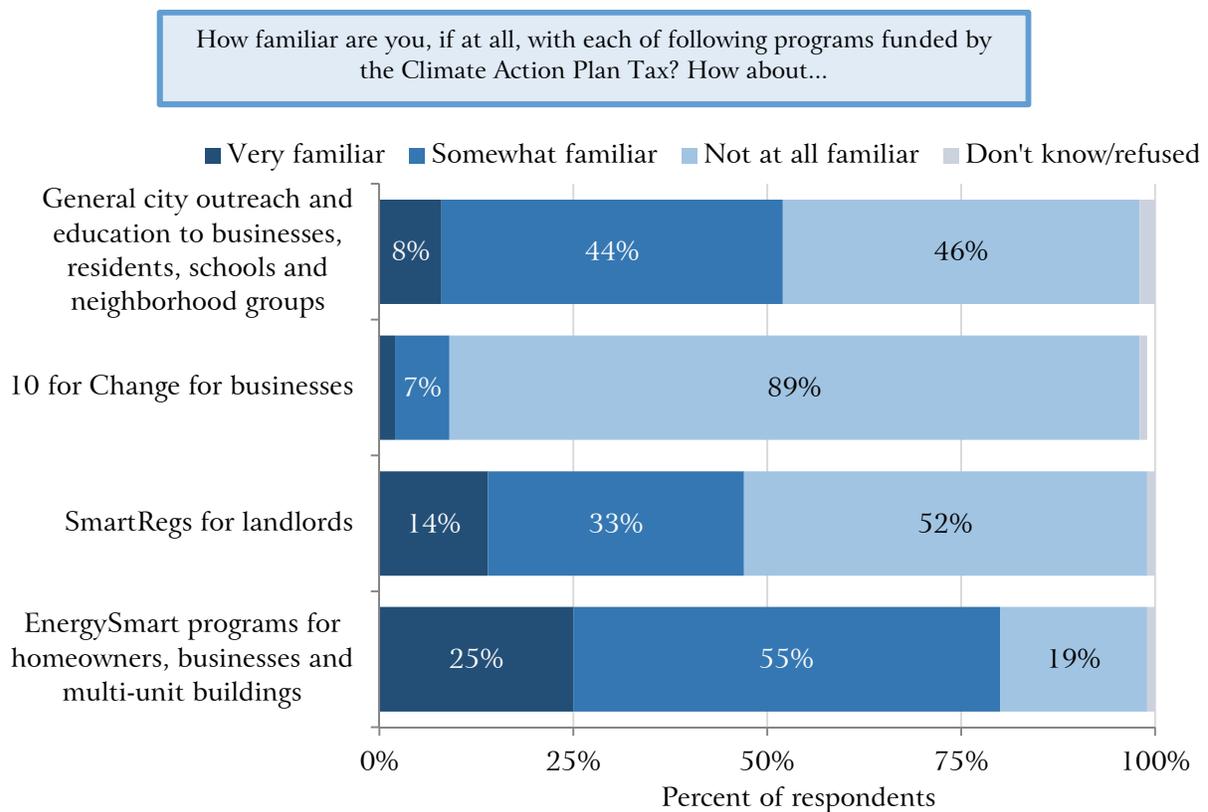
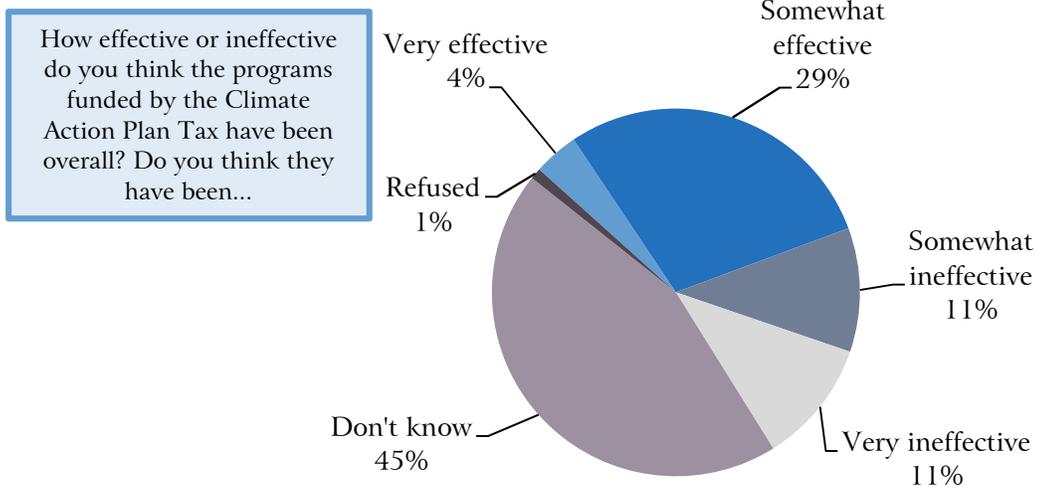


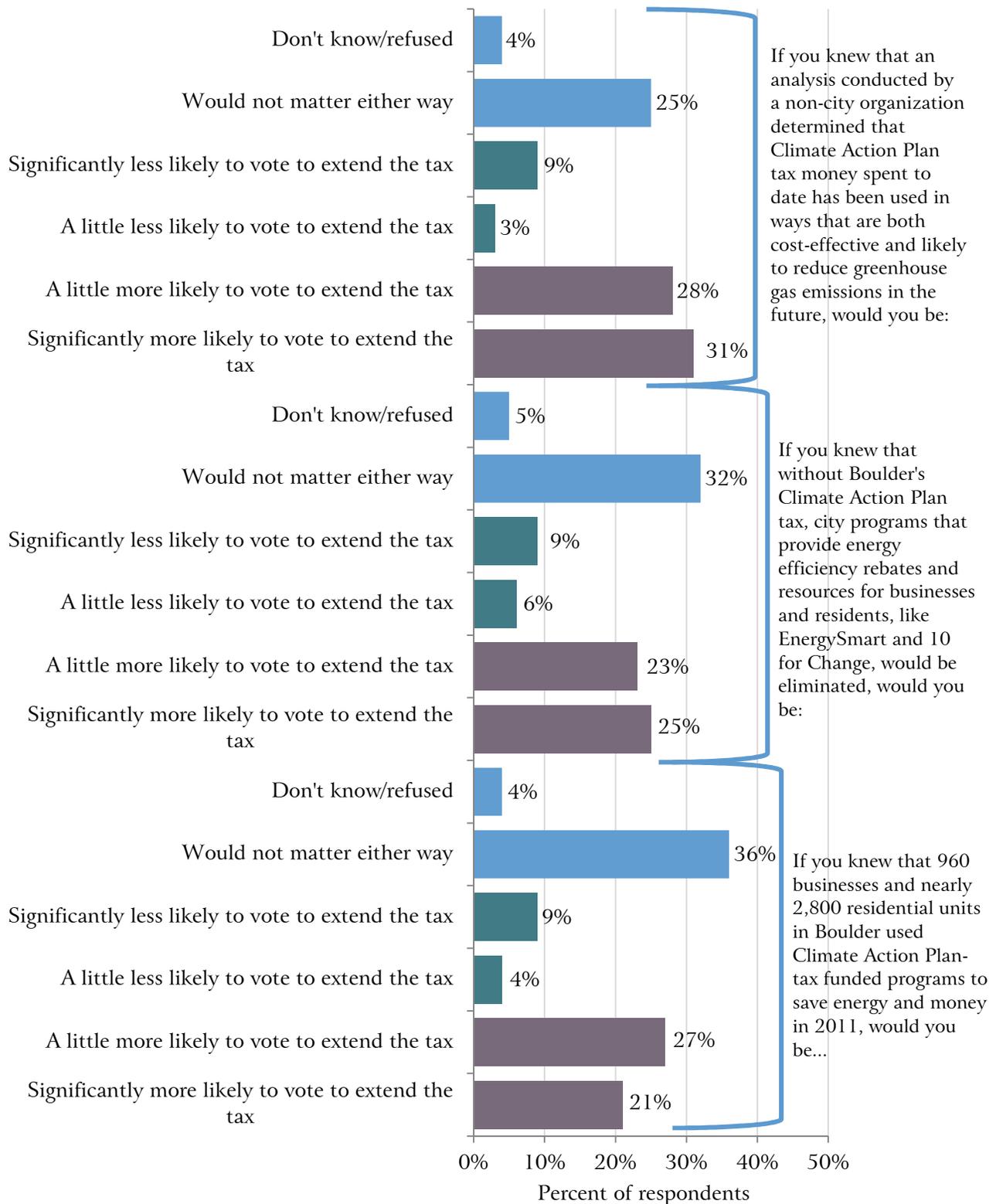
Figure 10: CAP Tax Program Effectiveness Ratings



Three questions on the survey provided background information about aspects of the CAP Tax – the number of residential units and businesses served, the possible elimination of programs if the CAP Tax were not renewed and an independent assessment of the cost- and environmental-effectiveness of the CAP Tax money. Voters were asked whether each piece of information would make them more or less likely to vote for the CAP Tax extension. One quarter to about one third of respondents were not swayed either way by the three background information questions. Most compelling of the three descriptions was the independent analysis regarding the effectiveness of CAP Tax funding, with 31% of respondents saying this information made them “significantly” more likely to vote to extend the tax and 28% “a little” more likely. Not surprisingly, supporters, especially “strong” supporters, were particularly compelled by each of the three categories of information and opposers often felt less likely or indifferent in response to each of the explanations.

With the three pieces of information, some respondents who started out opposing the CAP Tax (or reported “don’t know”) changed to a more favorable view of extending the CAP Tax. Those respondents were meaningfully more likely to have originally identified as one of their reasons for opposing the tax that they needed additional information, so it makes sense that receiving such information compelled some opposers to change their opinion.

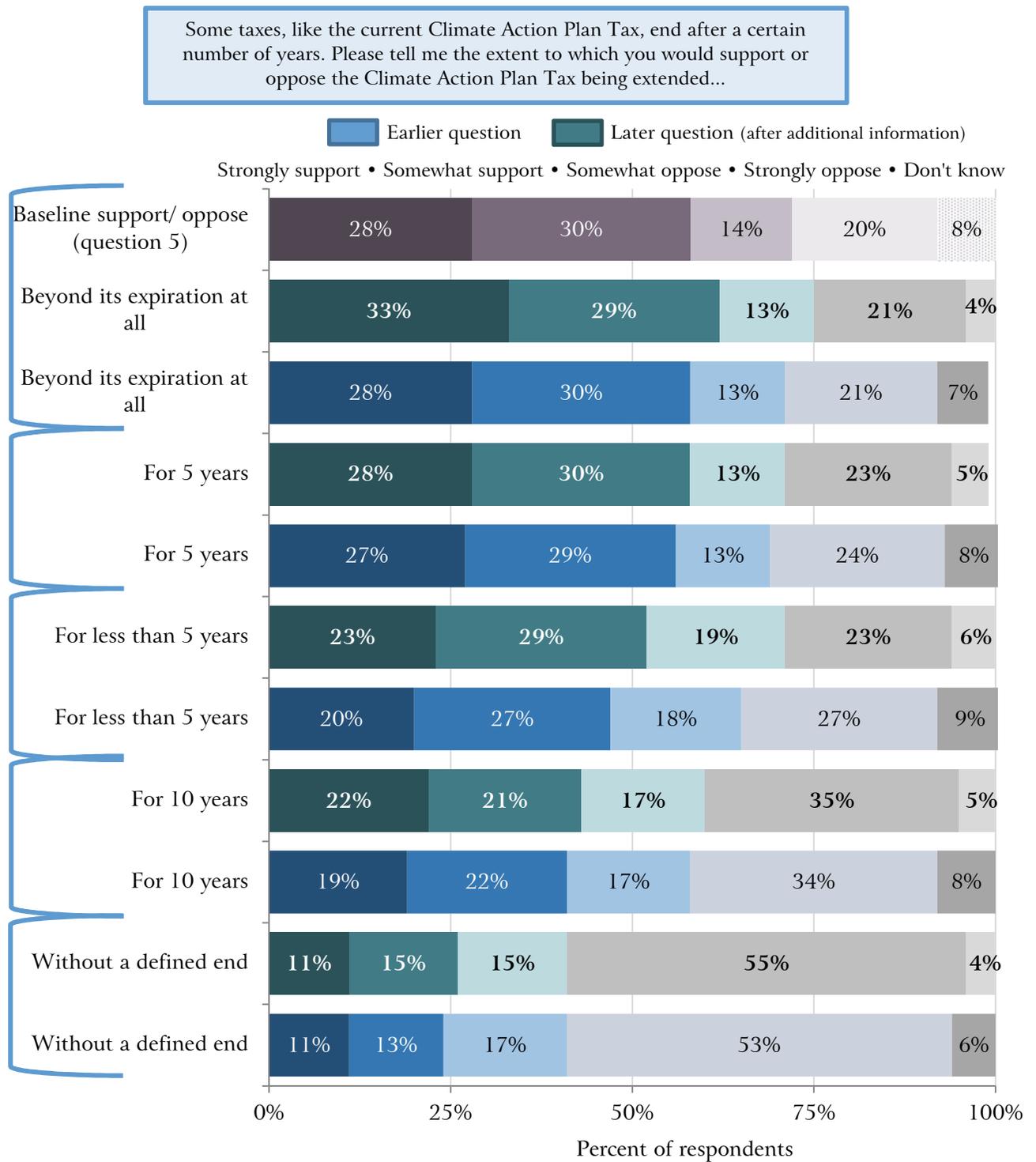
Figure 11: Influence of Background Information



Revisiting Support for CAP Tax Time Extension Options

Eligible voters responding to the survey had an additional opportunity, following the background information questions, to indicate their support for or opposition to the different time extension options for the CAP Tax. Results were very similar to the earlier assessment. Behind the summary of these numbers, of course, some individuals shifted their opinion toward support or toward opposition. In response to each of the five extension time scenarios, 7 in 10 to 8 in 10 respondents stuck with their earlier opinion and while many of the up and down changes cancelled one another out, shifts more favorable to the CAP Tax extension typically slightly outnumbered shifts that were unfavorable.

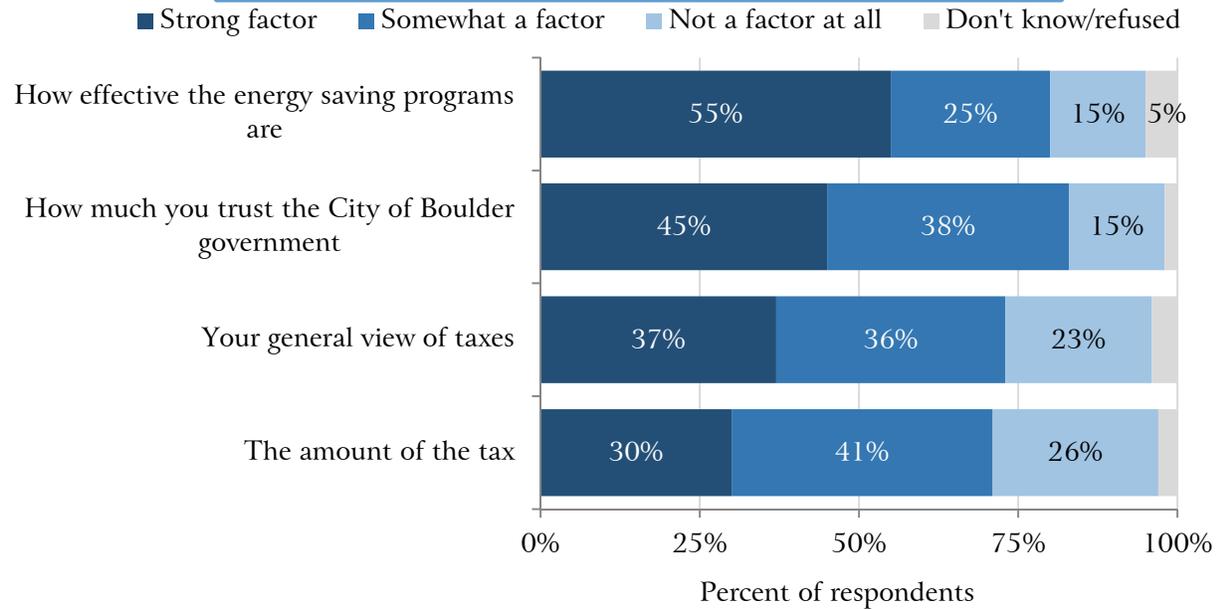
Figure 12: Revisiting CAP Tax Support/Opposition for Different Time Extension Options



Survey respondents were read a list of four different possible factors behind their support for or opposition to the CAP Tax and asked to evaluate the role of each in their opinion. Program effectiveness was the greatest factor, cited by 55% as a “strong” factor and by 25% as “somewhat” a factor. Trust in the City was a “strong” factor for 45%, overall view of taxes in general by 37% and the dollar amount of the tax by 30%. (The full percentage responses are included in Appendix B: Complete Set of Survey Responses.) Trust in the City and one’s general view of taxes were more important among opposers, while program effectiveness was more important for supporters.

Figure 13: Factors behind CAP Tax Support/Opposition

To what extent, if at all, does each of the following factor into your opinion about extending the Climate Action Plan Tax?

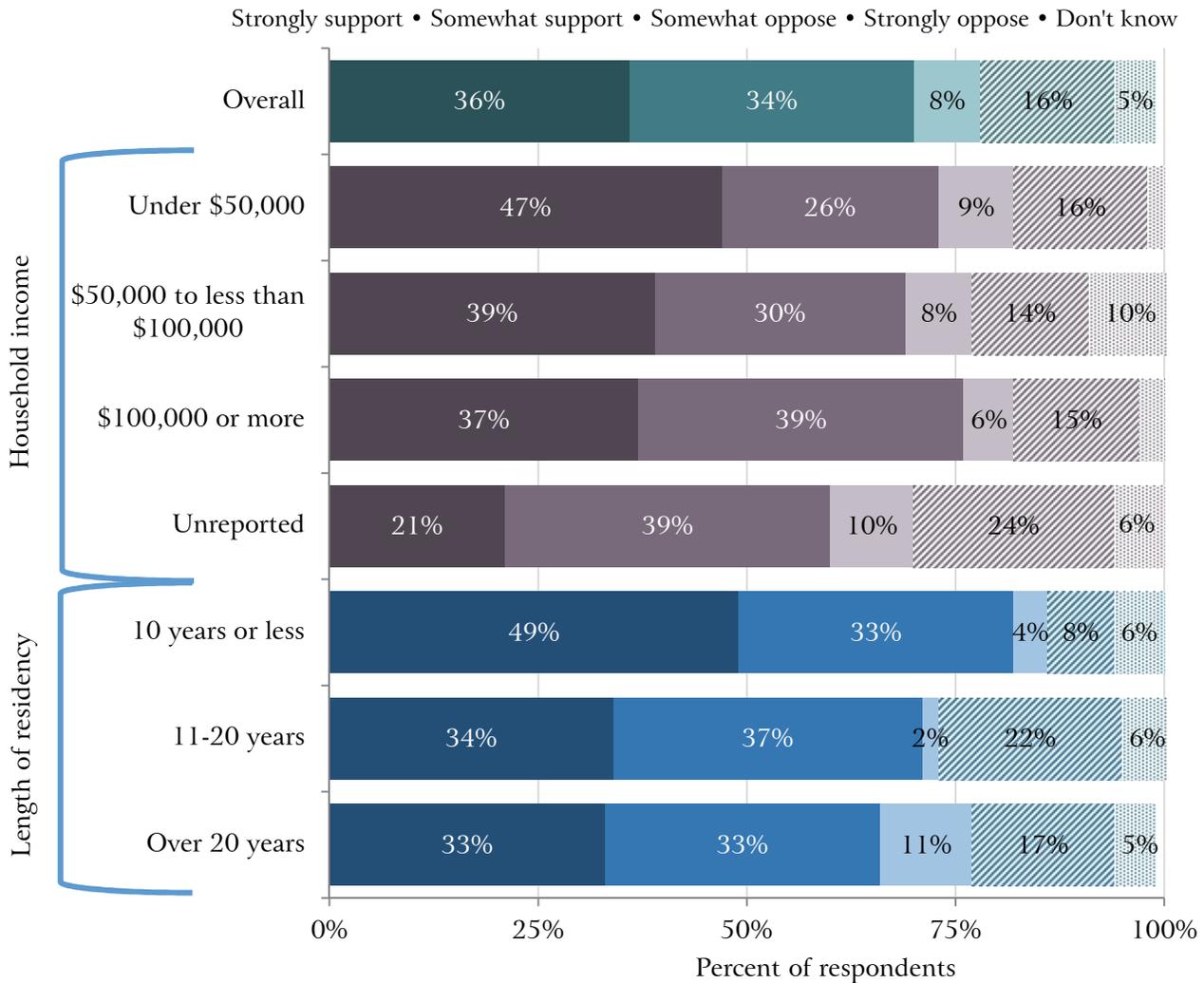


Support for Boulder .25% Tax

In addition to the renewal of the CAP Tax, the November ballot is likely to include a possible extension of a parks and recreation tax of .25%. “Strong” support was found in 36% of voters responding to the survey. Another 34% “somewhat” supported the tax, while 8% “somewhat” opposed it, 16% “strongly” opposed and 5% said they did not know (or declined a response). Respondents from lower income households (less than \$50,000 per year) and those who had lived in Boulder 10 years or fewer “strongly” supported the tax in greater proportions.

Figure 14: City .25% Tax Support/Opposition Compared by Respondent Household Income and Length of Residency in Boulder

The City of Boulder is considering proposing to extend a parks and recreation tax of point-two-five percent, or five cents on twenty dollars spent, last approved by Boulder voters in 1995. Right now, do you strongly support, somewhat support, somewhat oppose or strongly oppose extending the City of Boulder point-two-five percent Tax?

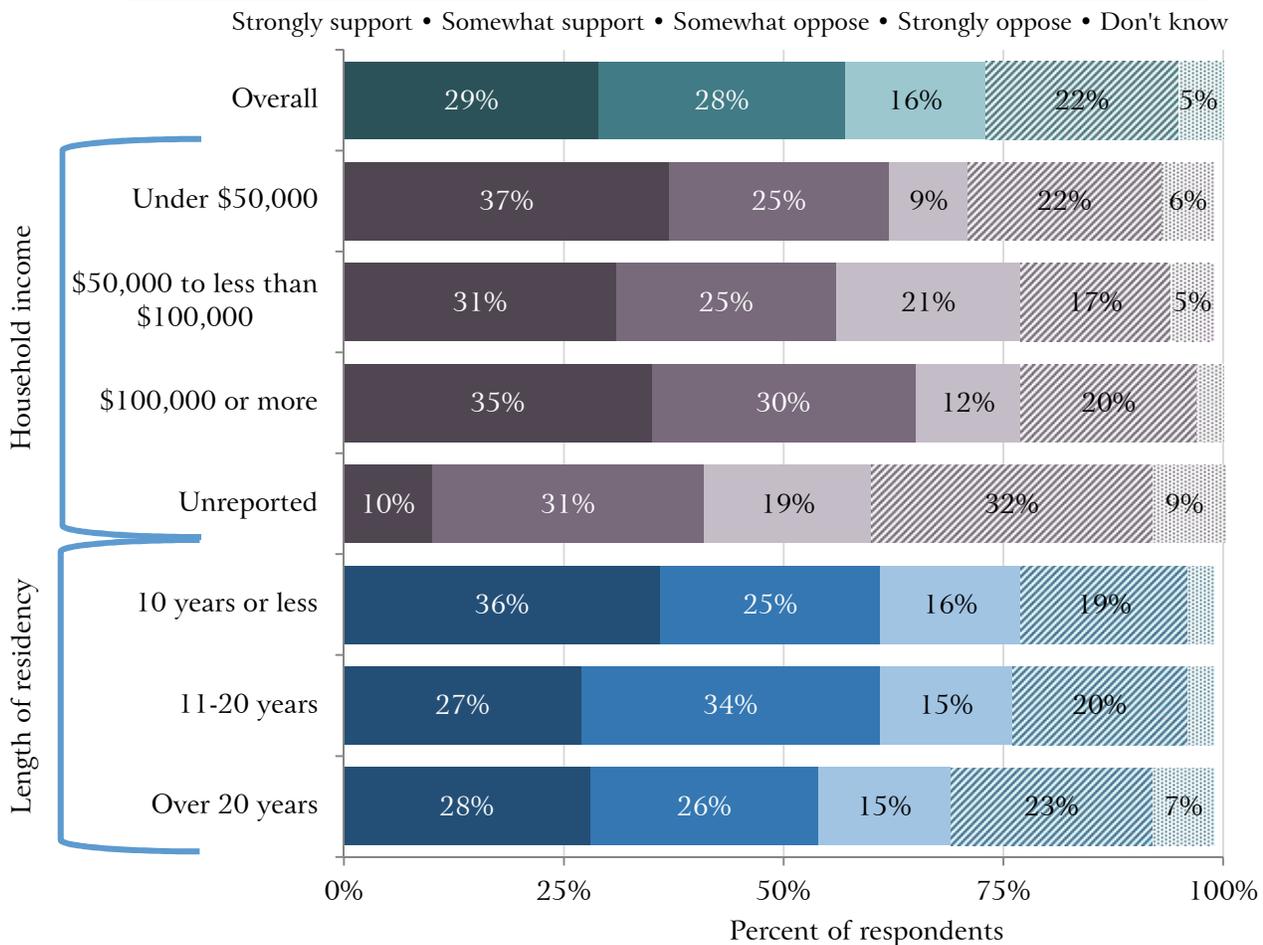


Support for Boulder County Sustainability Tax

While the County has since opted not to add a new Sustainability Tax to the fall ballot, the survey included the possibility to explore voter sentiment across all possible taxes. Twenty-nine percent of voters expressed “strong” support for such a tax, 28% said they “somewhat” supported, 16% “somewhat” opposed it, 22% “strongly” opposed and 5% said they did not know (or declined a response). As with the previous tax, a higher level of support was found among those who had lived in Boulder for a shorter period of time and for this tax, the highest and lowest income households expressed higher support for the tax than voters in middle income households.

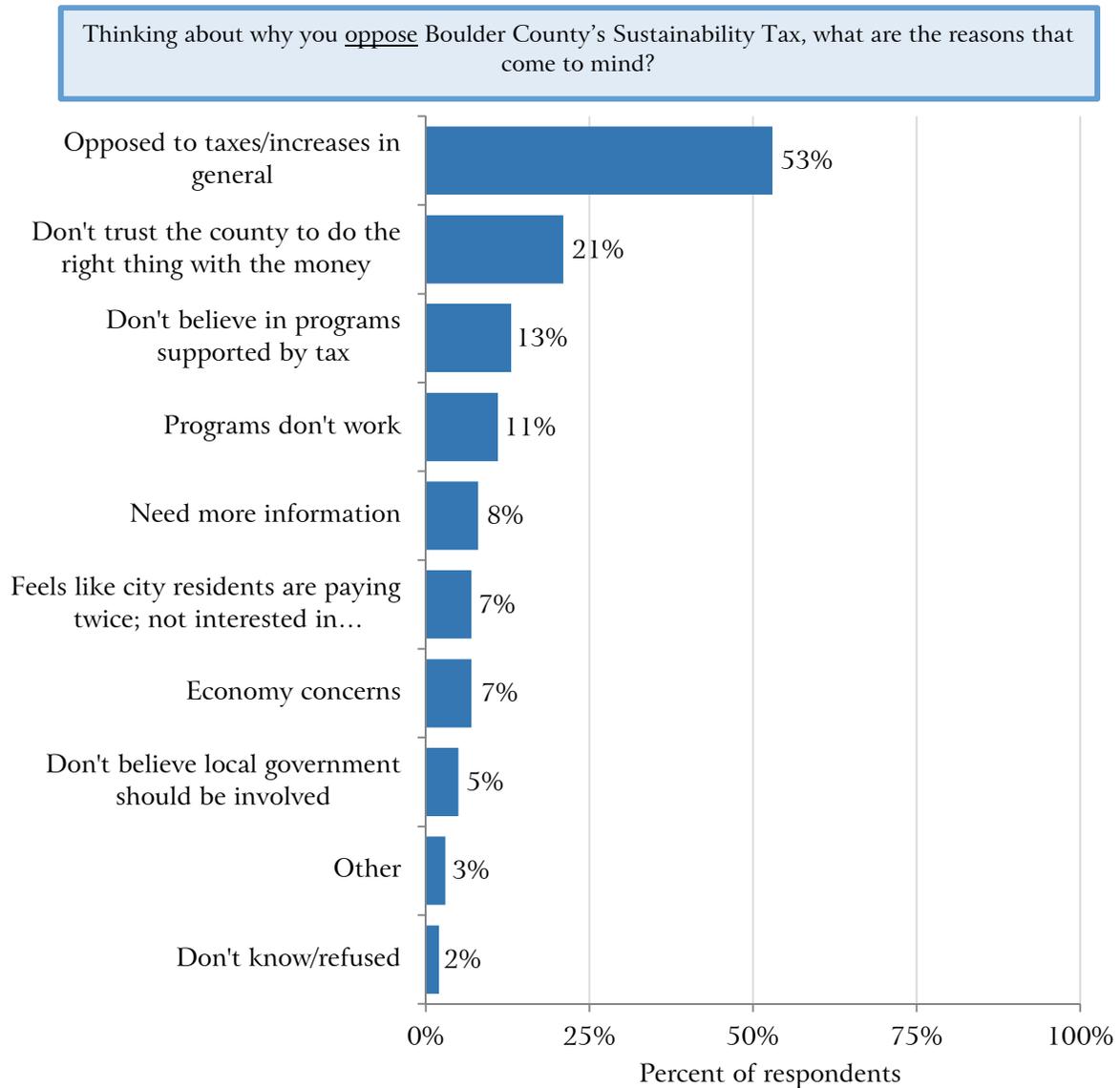
Figure 15: County Sustainability Tax Support/Opposition Compared by Respondent Household Income and Length of Residency in Boulder

Boulder County is considering proposing a sales tax increase of point-one-five percent, which is three cents on twenty dollars spent. This Sustainability Tax would replace expiring federal grants that have supported EnergySmart programs in the county and in the City of Boulder. The money would also be used to support countywide zero waste facilities, low income weatherization, and local food initiatives. In addition, the county is considering allocating an annual dollar amount based on population size to local communities to support sustainability efforts of their choice.



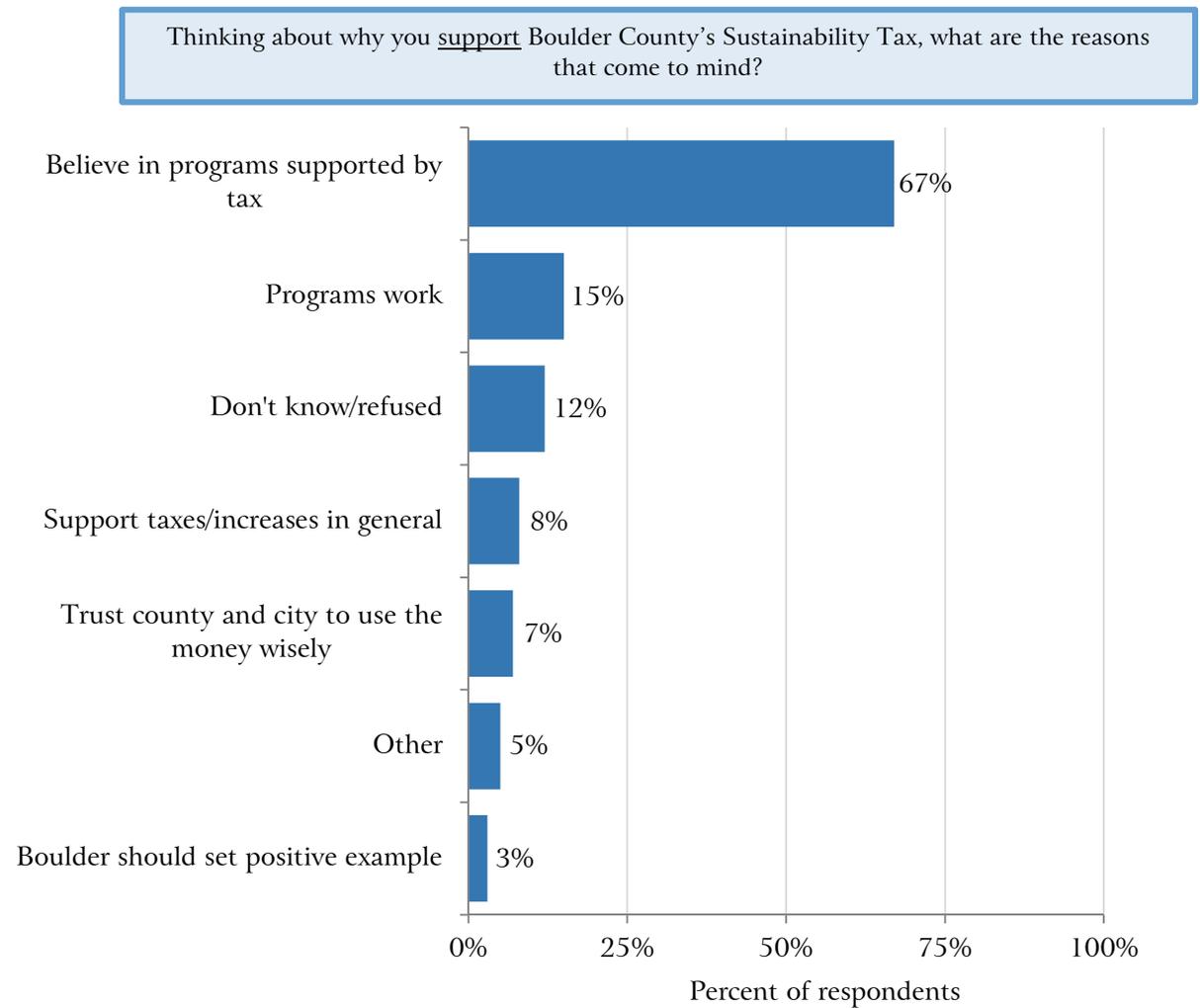
When asked why they had they opposed or supported the Sustainability Tax, respondents generally gave similar types of responses as those given for opposing or supporting the CAP Tax renewal.

Figure 16: Reasons Opposed to Sustainability Tax



Note: Totals do not equal 100% because respondents could select multiple choices.

Figure 17: Reasons Supportive of Sustainability Tax



Note: Totals do not equal 100% because respondents could select multiple choices.

Tax Voting Plans

Over a set of three questions, registered voters were asked about their likelihood to vote for all three taxes, which of two of the three they would pick if just voting for two and which single tax they would vote in favor of if just voting for one. About one quarter said they were “very” likely to vote for all three, another 2 in 10 said they were “somewhat” likely, 15% were “somewhat” unlikely and 34% were “very” unlikely, while 5% said “don’t know.”

In response to the question about which two taxes they would pick, 27% of respondents said they would not vote for any of the three or did not know their plans. The CAP Tax was among the top two taxes for 39% of respondents and an additional 4% volunteered again that they would vote for all three. Eleven percent could not identify two taxes that they would vote for and offered that they would only vote for one; while some of these people may have had in mind the CAP Tax, it was unspecified.

If only picking one tax to support, 22% said it would be the CAP Tax, 3% offered that they would vote for all three and 1% said they would vote for an unspecified two taxes. Two in 10 said they would vote for none of the taxes or were unsure.

Figure 18: Intent to Vote for All Three Taxes

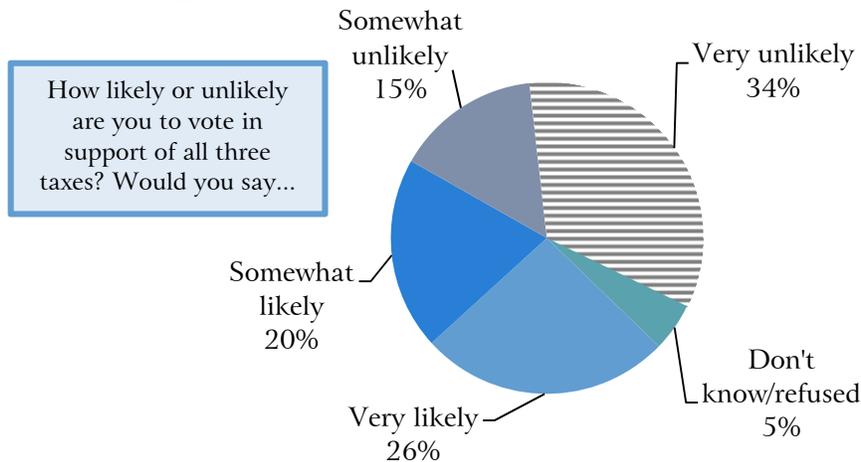


Figure 19: Intent to Vote for Two of Three Taxes

If you only voted for two of the three, which two would you vote for? Let me know which two you'd pick from the following list: extending the City's Climate Action Plan Tax, the County's new Sustainability Tax and extending the City's point-two-five percent tax.

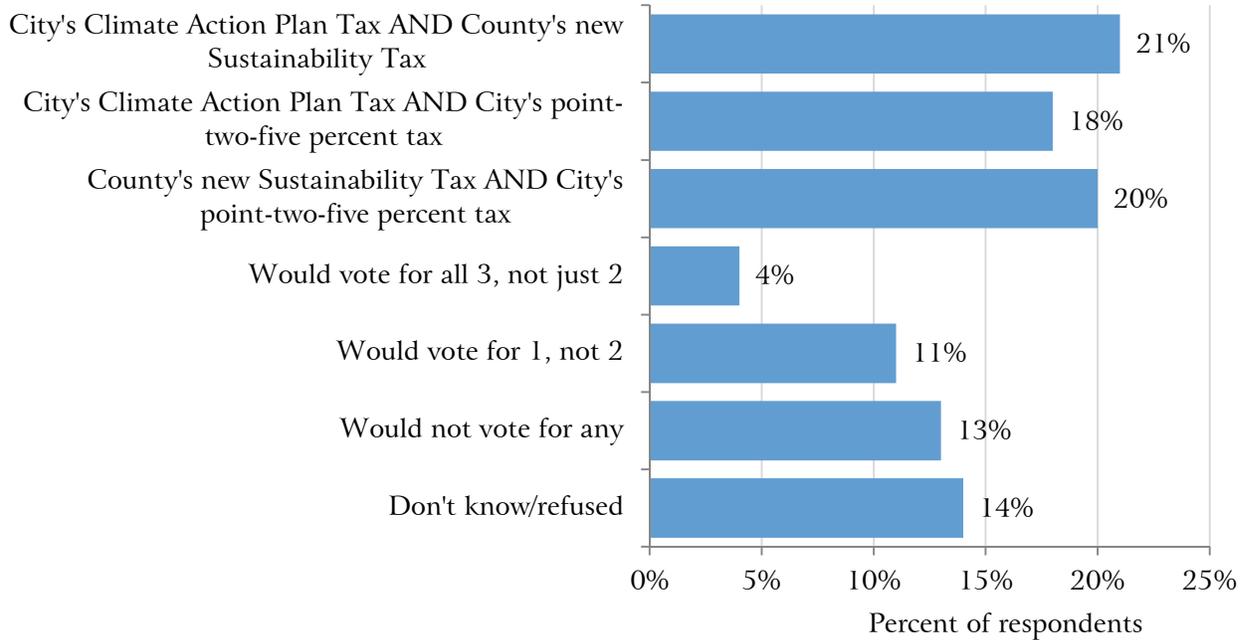
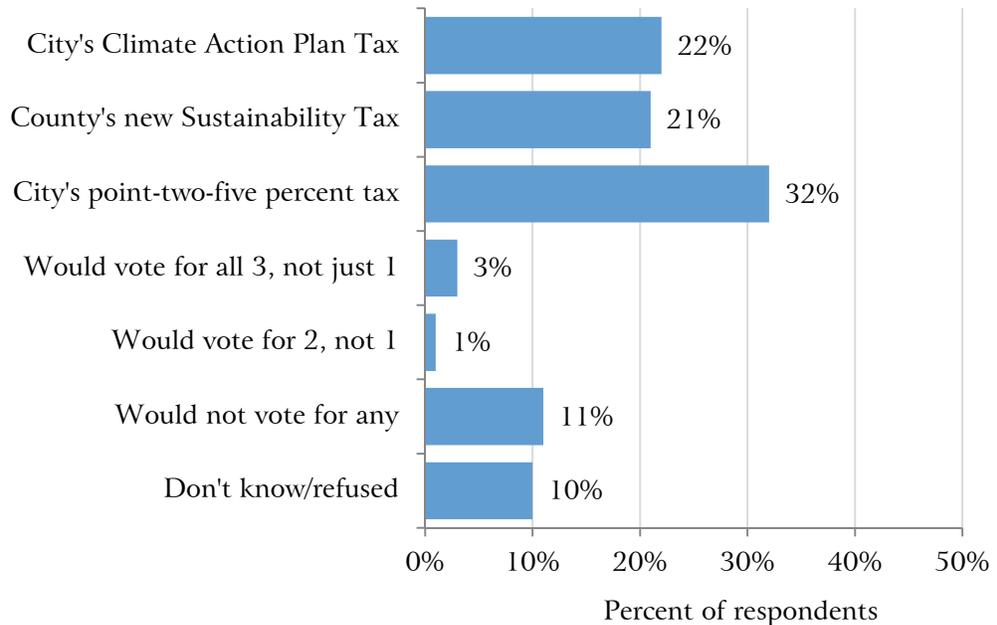


Figure 20: Intent to Vote for One of Three Taxes

If you only voted for one, which would you vote for? Would it be extending the City's Climate Action Plan Tax, the County's new Sustainability Tax or extending the City's point-two-five percent tax?



APPENDIX A: RESPONDENT DEMOGRAPHICS

The following figures show the demographic characteristics of survey respondents.

Figure 21: Respondent Household Income

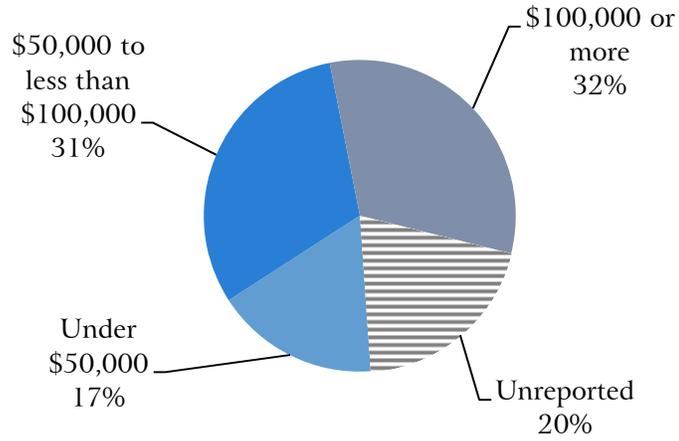


Figure 22: Respondent Length of Residency

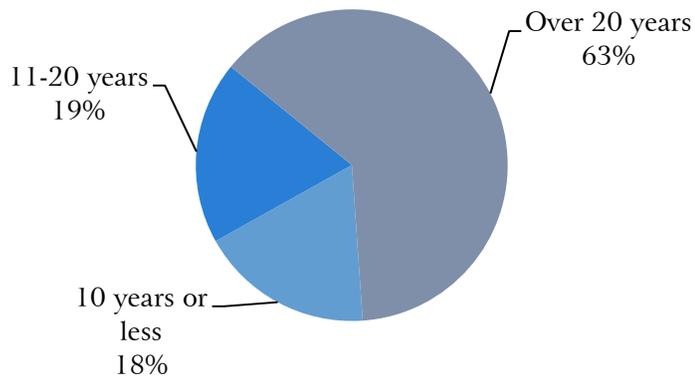


Figure 23: Respondent Housing Tenure

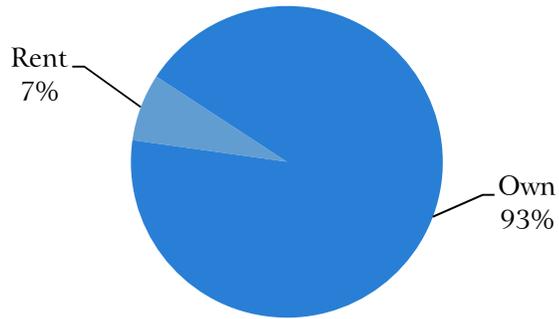


Figure 24: Respondent Age

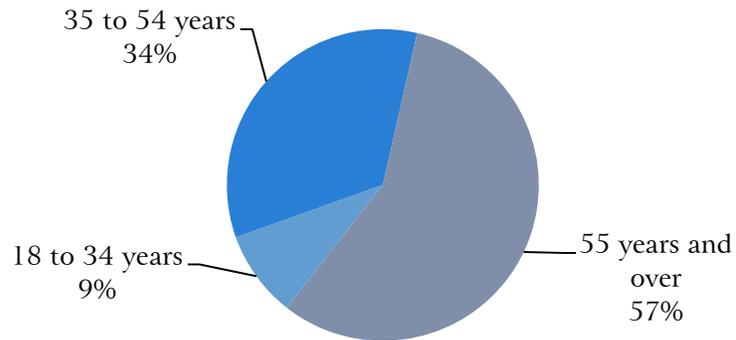
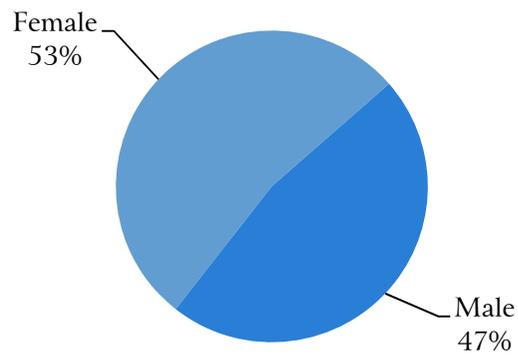


Figure 25: Respondent Gender



APPENDIX B: COMPLETE SET OF SURVEY RESPONSES

The following tables show the complete set of responses for each question on the survey. The first set of frequencies includes the “don’t know” option (as well as the number of respondents in each category) and the second set excludes “don’t know” responses.

Frequencies Including Don’t Know Responses

Question 2		
How would you rate the overall quality of community life in Boulder? Would you say it is...	Percent	Number
Excellent	48%	191
Good	45%	181
Fair	5%	21
Poor	1%	2
Don't know/refused	1%	5
Total	100%	400

Question 3		
What do you consider to be the top three issues facing Boulder in the next five years?	Percent	Number
City services not mentioned elsewhere/library/fire/ems/garbage/recycling	7%	27
Crime prevention/police/response times	0%	2
Economy/jobs/costs of goods or services	18%	70
Taxes in general	13%	52
Energy supply/carbon emissions/Xcel franchise agreement/energy tax/municipalization	27%	108
Environment/air/water/global warming/weirding	17%	66
Open space	18%	74
Population aging, diversity, other related to people	10%	41
Road repair/construction	8%	32
Snow removal	0%	1
Transportation/traffic/bicycles/high-frequency transit	31%	125
Wildfires	5%	19
Wildlife management/domestic dogs/prairie dogs	2%	9
Development/density/growth/zoning	14%	54
Housing	16%	64
Homelessness/poverty/social services	6%	25
Education	10%	38
Growth mitigation/planning	12%	47
Some other issue	3%	13
Don't know/refused	7%	27
Government in general	9%	38

Note: Totals do not equal 100% because respondents could select multiple choices

Question 4		
How familiar are you, if at all, with the Climate Action Plan Tax that was approved by Boulder voters in 2006?	Percent	Number
Very familiar	9%	37
Somewhat familiar	47%	188
Not at all familiar	42%	169
Don't know/refused	1%	6
Total	100%	400

Question 5		
The Climate Action Plan Tax currently is collected on your monthly Xcel bill. On average, residents are paying \$21 a year, commercial businesses are paying \$94 a year and industrial customers are paying \$9,600 as a result of this tax. These tax revenues support programs to increase energy efficiency and renewable energy use, reduce emission from motor vehicles and other efforts to reduce greenhouse gas emissions.	Percent	Number
Strongly support	28%	113
Somewhat support	30%	122
Somewhat oppose	14%	56
Strongly oppose	20%	78
Don't know/refused	8%	31
Total	100%	400

Question 6

Thinking about why you oppose renewing the Climate Action Plan Tax, what are the reasons that come to mind?	Percent	Number
Opposed to taxes/increases in general	30%	40
Economy concerns	13%	17
Need more information	12%	16
Programs don't work	17%	22
Don't believe in programs supported by tax	15%	21
Don't trust the city to do the right thing with the money	24%	33
Other	5%	7
Don't know/refused	1%	2
Don't believe climate change is a problem	4%	5
Don't believe local government should be involved	9%	12

Note: Totals do not equal 100% because respondents could select multiple choices.

Question 7

Thinking about why you support renewing the Climate Action Plan Tax, what are the reasons that come to mind?	Percent	Number
Support taxes/increases in general	5%	12
Programs work	18%	43
Believe in programs supported by tax	42%	100
Trust the City of Boulder	4%	9
Other	8%	20
Don't know/refused	4%	9
Boulder should set example	4%	11
General environmental support	38%	89

Note: Totals do not equal 100% because respondents could select multiple choices.

Question 8												
Some taxes, like the current Climate Action Plan Tax, end after a certain number of years. Please tell me the extent to which you would support or oppose the Climate Action Plan Tax being extended...	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Beyond its expiration at all	28%	112	30%	119	13%	53	21%	86	7%	30	100%	400
Without a defined end	11%	43	13%	54	17%	68	53%	211	6%	24	100%	400
For 10 years	19%	75	22%	89	17%	67	34%	136	8%	33	100%	400
For 5 years	27%	107	29%	117	13%	50	24%	94	8%	32	100%	400
For less than 5 years	20%	81	27%	107	18%	70	27%	107	9%	35	100%	400

Question 9a											
How familiar are you, if at all, with each of following programs funded by the Climate Action Plan Tax? How about...	Very familiar		Somewhat familiar		Not at all familiar		Don't know/refused		Total		
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	
EnergySmart programs for homeowners, businesses and multi-unit buildings	25%	102	55%	218	19%	78	1%	2	100%	400	
SmartRegs for landlords	14%	54	33%	133	52%	208	1%	4	100%	400	
10 for Change for businesses	2%	8	7%	30	89%	357	1%	5	100%	400	
General city outreach and education to businesses, residents, schools and neighborhood groups	8%	31	44%	176	46%	184	2%	9	100%	400	

Question 9b		
How effective or ineffective do you think the programs funded by the Climate Action Plan Tax have been overall? Do you think they have been...	Percent	Number
Very effective	4%	16
Somewhat effective	29%	116
Somewhat ineffective	11%	44
Very ineffective	11%	43
Don't know	45%	178
Refused	1%	3
Total	100%	400

Question 10		
If you knew that 960 businesses and nearly 2,800 residential units in Boulder used Climate Action Plan-tax funded programs to save energy and money in 2011, would you be...	Percent	Number
Significantly more likely to vote to extend the tax	21%	83
A little more likely to vote to extend the tax	27%	108
A little less likely to vote to extend the tax	4%	16
Significantly less likely to vote to extend the tax	9%	34
Would not matter either way	36%	143
Don't know/refused	4%	16
Total	100%	400

Question 11

If you knew that without Boulder's Climate Action Plan tax, city programs that provide energy efficiency rebates and resources for businesses and residents, like EnergySmart and 10 for Change, would be eliminated, would you be:	Percent	Number
Significantly more likely to vote to extend the tax	25%	100
A little more likely to vote to extend the tax	23%	90
A little less likely to vote to extend the tax	6%	23
Significantly less likely to vote to extend the tax	9%	37
Would not matter either way	32%	128
Don't know/refused	5%	21
Total	100%	400

Question 12

If you knew that an analysis conducted by a non-city organization determined that Climate Action Plan tax money spent to date has been used in ways that are both cost-effective and likely to reduce greenhouse gas emissions in the future, would you be:	Percent	Number
Significantly more likely to vote to extend the tax	31%	123
A little more likely to vote to extend the tax	28%	111
A little less likely to vote to extend the tax	3%	13
Significantly less likely to vote to extend the tax	9%	37
Would not matter either way	25%	100
Don't know/refused	4%	16
Total	100%	400

Question 13

Some taxes, like the current Climate Action Plan Tax, end after a certain number of years. Please tell me the extent to which you would support or oppose the Climate Action Plan Tax being extended...	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Beyond its expiration at all	33%	131	29%	118	13%	51	21%	82	4%	17	100%	400
Without a defined end	11%	43	15%	59	15%	62	55%	220	4%	15	100%	400
For 10 years	22%	87	21%	85	17%	66	35%	140	5%	21	100%	400
For 5 years	28%	114	30%	121	13%	53	23%	93	5%	19	100%	400
For less than 5 years	23%	90	29%	116	19%	76	23%	94	6%	24	100%	400

Question 14

Boulder County is considering proposing a sales tax increase of point-one-five percent, which is three cents on twenty dollars spent. This Sustainability Tax would replace expiring federal grants that have supported EnergySmart programs in the county and in the City of Boulder. The money would also be used to support countywide zero waste facilities, low income weatherization, and local food initiatives. In addition, the county is considering allocating an annual dollar amount based on population size to local communities to support sustainability efforts of their choice.	Percent	Number
Strongly support	29%	118
Somewhat support	28%	111
Somewhat oppose	16%	62
Strongly oppose	22%	87
Don't know/refused	5%	22
Total	100%	400

Question 15

Thinking about why you oppose Boulder County's Sustainability Tax, what are the reasons that come to mind?	Percent	Number
Opposed to taxes/increases in general	53%	79
Economy concerns	7%	10
Need more information	8%	11
Programs don't work	11%	17
Don't believe in programs supported by tax	13%	19
Don't trust the county to do the right thing with the money	21%	31
Feels like city residents are paying twice; not interested in subsidizing county programs	7%	10
Other	3%	4
Don't know/refused	2%	3
Don't believe local government should be involved	5%	7

Note: Totals do not equal 100% because respondents could select multiple choices.

Question 16

Thinking about why you support Boulder County's Sustainability Tax, what are the reasons that come to mind?	Percent	Number
Support taxes/increases in general	8%	18
Programs work	15%	35
Believe in programs supported by tax	67%	154
Trust county and city to use the money wisely	7%	15
Other	5%	12
Don't know/refused	12%	27
Boulder should set positive example	3%	7

Note: Totals do not equal 100% because respondents could select multiple choices.

Question 17		
The City of Boulder is considering proposing to extend a point-two-five percent sales tax that is currently used to pay parks and recreation bonds and expenses. The tax amounts to five cents on twenty dollars spent and was last approved by Boulder voters in 1995. Right now, do you strongly support, somewhat support, somewhat oppose or strongly oppose extending the City of Boulder point-two-five percent Tax?	Percent	Number
Strongly support	36%	145
Somewhat support	34%	135
Somewhat oppose	8%	32
Strongly oppose	16%	66
Don't know/refused	5%	22
Total	100%	400

Question 18a		
How likely or unlikely are you to vote in support of all three taxes? Would you say...	Percent	Number
Very likely	26%	102
Somewhat likely	20%	80
Somewhat unlikely	15%	60
Very unlikely	34%	135
Don't know	5%	21
Refused	0%	1
Total	100%	400

Question 18b

If you only voted for two of the three, which two would you vote for? Let me know which two you'd pick from the following list: extending the City's Climate Action Plan Tax, the County's new Sustainability Tax and extending the City's point-two-five percent	Percent	Number
City's Climate Action Plan Tax AND County's new Sustainability Tax	21%	84
City's Climate Action Plan Tax AND City's point-two-five percent tax	18%	70
County's new Sustainability Tax AND City's point-two-five percent tax	20%	82
Would vote for all 3, not just 2	4%	16
Would vote for 1, not 2	11%	43
Would not vote for any	13%	51
Don't know/refused	14%	54
Total	100%	400

Question 18c

If you only voted for one, which would you vote for? Would it be extending the City's Climate Action Plan Tax, the County's new Sustainability Tax or extending the City's point-two-five percent tax?	Percent	Number
City's Climate Action Plan Tax	22%	89
County's new Sustainability Tax	21%	83
City's point-two-five percent tax	32%	126
Would vote for all 3, not just 1	3%	13
Would vote for 2, not 1	1%	3
Would not vote for any	11%	44
Don't know/refused	10%	41
Total	100%	400

Question 19

To what extent, if at all, does each of the following factor into your opinion about extending the Climate Action Plan Tax?	Strong factor		Somewhat a factor		Not a factor at all		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
The amount of the tax	30%	120	41%	163	26%	105	3%	11	100%	400
How much you trust the City of Boulder government	45%	180	38%	152	15%	59	2%	9	100%	400
How effective the energy saving programs are	55%	219	25%	100	15%	60	5%	21	100%	400
Your general view of taxes	37%	149	36%	146	23%	90	4%	15	100%	400

Question D1

Please stop me when I reach the category that includes your household's total annual income from all sources and all residents at this address.	Percent	Number
Under \$25,000	6%	25
\$25,000 to less than \$50,000	11%	44
\$50,000 to less than \$75,000	17%	68
\$75,000 to less than \$100,000	14%	56
\$100,000 to less than \$150,000	14%	56
\$150,000 or more	18%	73
Don't know/refused	20%	78
Total	100%	400

Question D2

How long have you lived in the City of Boulder? Has it been...?	Percent	Number
Less than 2 years	0%	2
2 to 5 years	8%	34
6 to 10 years	9%	36
11 to 15 years	9%	35
16 to 20 years	10%	42
Over 20 years	63%	251
Don't know/refused	0%	0
Total	100%	400

Question D3

Do you rent or own your home?	Percent	Number
Rent	7%	29
Own	92%	367
Don't know/refused	1%	4
Total	100%	400

Question D4

Please stop me when I reach the category that includes your age.	Percent	Number
18 to 24 years	2%	10
25 to 34 years	6%	24
35 to 44 years	6%	25
45 to 54 years	26%	106
55 to 64 years	24%	96
65 years and over	30%	121
Don't know/refused	4%	18
Total	100%	400

Question D5		
Respondent gender	Percent	Number
Female	53%	210
Male	47%	189
Total	100%	400

Frequencies Excluding Don't Know Responses

Question 2	
How would you rate the overall quality of community life in Boulder? Would you say it is...	Percent of respondents
Excellent	48%
Good	46%
Fair	5%
Poor	1%
Total	100%

Question 3	
What do you consider to be the top three issues facing Boulder in the next five years?	Percent of respondents
City services not mentioned elsewhere/library/fire/ems/garbage/recycling	7%
Crime prevention/police/response times	0%
Economy/jobs/costs of goods or services	19%
Taxes in general	14%
Energy supply/carbon emissions/Xcel franchise agreement/energy tax/municipalization	29%
Environment/air/water/global warming/weirding	18%
Open space	20%
Population aging, diversity, other related to people	11%
Road repair/construction	9%
Snow removal	0%
Transportation/traffic/bicycles/high-frequency transit	34%
Wildfires	5%
Wildlife management/domestic dogs/prairie dogs	2%
Development/density/growth/zoning	15%
Education	10%
Growth mitigation/planning	13%
Some other issue	3%
Government in general	10%

Note: Totals do not equal 100% because respondents could select multiple choices.

Question 4	
How familiar are you, if at all, with the Climate Action Plan Tax that was approved by Boulder voters in 2006?	Percent of respondents
Very familiar	9%
Somewhat familiar	48%
Not at all familiar	43%
Total	100%

Question 5	
The Climate Action Plan Tax currently is collected on your monthly Xcel bill. On average, residents are paying \$21 a year, commercial businesses are paying \$94 a year and industrial customers are paying \$9,600 as a result of this tax. These tax revenues support programs to increase energy efficiency and renewable energy use, reduce emission from motor vehicles and other efforts to reduce greenhouse gas emissions.	Percent of respondents
Strongly support	31%
Somewhat support	33%
Somewhat oppose	15%
Strongly oppose	21%
Total	100%

Question 6	
Thinking about why you oppose renewing the Climate Action Plan Tax, what are the reasons that come to mind?	Percent of respondents
Opposed to taxes/increases in general	30%
Economy concerns	13%
Need more information	12%
Programs don't work	17%
Don't believe in programs supported by tax	16%
Don't trust the city to do the right thing with the money	25%
Other	5%
Don't believe climate change is a problem	4%
Don't believe local government should be involved	9%

Note: Totals do not equal 100% because respondents could select multiple choices.

Question 7	
Thinking about why you support renewing the Climate Action Plan Tax, what are the reasons that come to mind?	Percent of respondents
Support taxes/increases in general	5%
Programs work	19%
Believe in programs supported by tax	44%
Trust the City of Boulder	4%
Other	9%
Boulder should set example	5%
General environmental support	40%

Note: Totals do not equal 100% because respondents could select multiple choices.

Question 8					
Some taxes, like the current Climate Action Plan Tax, end after a certain number of years. Please tell me the extent to which you would support or oppose the Climate Action Plan Tax being extended...	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Beyond its expiration at all	30%	32%	14%	23%	100%
Without a defined end	11%	14%	18%	56%	100%
For 10 years	20%	24%	18%	37%	100%
For 5 years	29%	32%	14%	26%	100%
For less than 5 years	22%	29%	19%	29%	100%

Question 9a				
How familiar are you, if at all, with each of following programs funded by the Climate Action Plan Tax? How about...	Very familiar	Somewhat familiar	Not at all familiar	Total
EnergySmart programs for homeowners, businesses and multi-unit buildings	26%	55%	20%	100%
SmartRegs for landlords	14%	34%	53%	100%
10 for Change for businesses	2%	7%	90%	100%
General city outreach and education to businesses, residents, schools and neighborhood groups	8%	45%	47%	100%

Question 9b	
How effective or ineffective do you think the programs funded by the Climate Action Plan Tax have been overall? Do you think they have been...	Percent of respondents
Very effective	7%
Somewhat effective	53%
Somewhat ineffective	20%
Very ineffective	20%
Total	100%

Question 10	
If you knew that 960 businesses and nearly 2,800 residential units in Boulder used Climate Action Plan-tax funded programs to save energy and money in 2011, would you be...	Percent of respondents
Significantly more likely to vote to extend the tax	22%
A little more likely to vote to extend the tax	28%
A little less likely to vote to extend the tax	4%
Significantly less likely to vote to extend the tax	9%
Would not matter either way	37%
Total	100%

Question 11	
If you knew that without Boulder's Climate Action Plan tax, city programs that provide energy efficiency rebates and resources for businesses and residents, like EnergySmart and 10 for Change, would be eliminated, would you be:	Percent of respondents
Significantly more likely to vote to extend the tax	26%
A little more likely to vote to extend the tax	24%
A little less likely to vote to extend the tax	6%
Significantly less likely to vote to extend the tax	10%
Would not matter either way	34%
Total	100%

Question 12	
If you knew that an analysis conducted by a non-city organization determined that Climate Action Plan tax money spent to date has been used in ways that are both cost-effective and likely to reduce greenhouse gas emissions in the future, would you be:	Percent of respondents
Significantly more likely to vote to extend the tax	32%
A little more likely to vote to extend the tax	29%
A little less likely to vote to extend the tax	3%
Significantly less likely to vote to extend the tax	10%
Would not matter either way	26%
Total	100%

Question 13					
Some taxes, like the current Climate Action Plan Tax, end after a certain number of years. Please tell me the extent to which you would support or oppose the Climate Action Plan Tax being extended...	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Beyond its expiration at all	34%	31%	13%	21%	100%
Without a defined end	11%	15%	16%	57%	100%
For 10 years	23%	22%	18%	37%	100%
For 5 years	30%	32%	14%	24%	100%
For less than 5 years	24%	31%	20%	25%	100%

Question 14	
Boulder County is considering proposing a sales tax increase of point-one-five percent, which is three cents on twenty dollars spent. This Sustainability Tax would replace expiring federal grants that have supported EnergySmart programs in the county and in the City of Boulder. The money would also be used to support countywide zero waste facilities, low income weatherization, and local food initiatives. In addition, the county is considering allocating an annual dollar amount based on population size to local communities to support sustainability efforts of their choice.	Percent of respondents
Strongly support	31%
Somewhat support	29%
Somewhat oppose	16%
Strongly oppose	23%
Total	100%

Question 15	
Thinking about why you oppose Boulder County's Sustainability Tax, what are the reasons that come to mind?	Percent of respondents
Opposed to taxes/increases in general	54%
Economy concerns	7%
Need more information	8%
Programs don't work	12%
Don't believe in programs supported by tax	13%
Don't trust the county to do the right thing with the money	21%
Feels like city residents are paying twice; not interested in subsidizing county programs	7%
Other	3%
Don't believe local government should be involved	5%

Note: Totals do not equal 100% because respondents could select multiple choices.

Question 16	
Thinking about why you support Boulder County's Sustainability Tax, what are the reasons that come to mind?	Percent of respondents
Support taxes/increases in general	9%
Programs work	17%
Believe in programs supported by tax	76%
Trust county and city to use the money wisely	8%
Other	6%
Boulder should set positive example	3%

Note: Totals do not equal 100% because respondents could select multiple choices.

Question 17	
The City of Boulder is considering proposing to extend a point-two-five percent sales tax that is currently used to pay parks and recreation bonds and expenses. The tax amounts to five cents on twenty dollars spent and was last approved by Boulder voters in 1995. Right now, do you strongly support, somewhat support, somewhat oppose or strongly oppose extending the City of Boulder point-two-five percent Tax?	Percent of respondents
Strongly support	38%
Somewhat support	36%
Somewhat oppose	8%
Strongly oppose	17%
Total	100%

Question 18a	
How likely or unlikely are you to vote in support of all three taxes? Would you say...	Percent of respondents
Very likely	27%
Somewhat likely	21%
Somewhat unlikely	16%
Very unlikely	36%
Total	100%

Question 18b	
If you only voted for two of the three, which two would you vote for? Let me know which two you'd pick from the following list: extending the City's Climate Action Plan Tax, the County's new Sustainability Tax and extending the City's point-two-five percent tax.	Percent of respondents
City's Climate Action Plan Tax AND County's new Sustainability Tax	24%
City's Climate Action Plan Tax AND City's point-two-five percent tax	20%
County's new Sustainability Tax AND City's point-two-five percent tax	24%
Would vote for all 3, not just 2	5%
Would vote for 1, not 2	12%
Would not vote for any	15%
Total	100%

Question 18c	
If you only voted for one, which would you vote for? Would it be extending the City's Climate Action Plan Tax, the County's new Sustainability Tax or extending the City's point-two-five percent tax?	Percent of respondents
City's Climate Action Plan Tax	25%
County's new Sustainability Tax	23%
City's point-two-five percent tax	35%
Would vote for all 3, not just 1	4%
Would vote for 2, not 1	1%
Would not vote for any	12%
Total	100%

Question I9				
To what extent, if at all, does each of the following factor into your opinion about extending the Climate Action Plan Tax?	Strong factor	Somewhat a factor	Not a factor at all	Total
The amount of the tax	31%	42%	27%	100%
How much you trust the City of Boulder government	46%	39%	15%	100%
How effective the energy saving programs are	58%	26%	16%	100%
Your general view of taxes	39%	38%	23%	100%

Question D1	
Please stop me when I reach the category that includes your household's total annual income from all sources and all residents at this address.	Percent of respondents
Under \$25,000	8%
\$25,000 to less than \$50,000	14%
\$50,000 to less than \$75,000	21%
\$75,000 to less than \$100,000	17%
\$100,000 to less than \$150,000	17%
\$150,000 or more	23%
Total	100%

Question D2	
How long have you lived in the City of Boulder? Has it been...?	Percent of respondents
Less than 2 years	0%
2 to 5 years	8%
6 to 10 years	9%
11 to 15 years	9%
16 to 20 years	10%
Over 20 years	63%
Total	100%

Question D3	
Do you rent or own your home?	Percent of respondents
Rent	7%
Own	93%
Total	100%

Question D4	
Please stop me when I reach the category that includes your age.	Percent of respondents
18 to 24 years	3%
25 to 34 years	6%
35 to 44 years	7%
45 to 54 years	28%
55 to 64 years	25%
65 years and over	32%
Total	100%

Question D5	
Respondent gender	Percent of respondents
Female	53%
Male	47%
Total	100%

APPENDIX C: SURVEY METHODOLOGY

Developing the Interview Script

In collaboration with City of Boulder staff, NRC helped to develop the set of questions that comprised the telephone survey script. Question topics and wording aimed to gauge in an unbiased manner resident perspective on issues surrounding the likely upcoming ballot issues, including the City's CAP Tax, .25% sales tax and the County's Sustainability Tax. Through a series of drafts, a final 13-minute questionnaire was created.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. Eligibility was culled from the full list of registered voters to those who either had voted at least once from 2008 to 2011 or had registered since the November 2008 election.

Survey Administration and Response

The interview script was programmed for use in a Computer-Assisted Telephone Interviewing (CATI) system, an interactive front-end computer system that aids interviewers in asking questions over the telephone, and manages the sample. The computer program controls branching to or skipping among questions, and validates the data as it is entered. As an interviewer reads the question on the screen and enters the response, the next question is automatically brought up onto their screen. In addition to controlling the branching, a CATI system provides on-line checks on the responses keyed in and alerts the interviewer of inconsistent or out-of-range values. This improves the overall quality of data collected, and means that the separate step of data entry is unnecessary.

A CATI system also schedules and dials households via an automated process. The system searches for the next household to call based on certain priority rules. If a call was not answered, the system automatically schedules the household to another time. If the interview could not be completed, the system also allows interviewers to re-schedule the appointment to a date and time favored by the household.

Interviewing for this project occurred from June 18 to 27, 2012. Each phone number called was assigned a “disposition” describing the outcome of the call. Phone numbers determined not to serve a residence (such as disconnected numbers or those for a business) were assigned final dispositions and not called again. When an interview was completed, or if a potential respondent refused to complete the interview, a final disposition was entered and the phone number was not dialed again. Phone numbers dialed that reached voice mail or busy signals were scheduled for additional calls. Each number not assigned a final disposition was called multiple times to ensure every registered voter in the selected sample had a good chance of participating in the survey. Final dispositions were assigned only after eight or more attempts. A majority of the interviews were completed during the evening hours, although calls were made on the weekend and during weekdays also.

The final dispositions of the numbers dialed during the survey are listed in the table below. A total of 2,533 phone numbers were dialed during the survey administration. Some of these numbers are considered ineligible² for the survey. Of the approximately 2,100 estimated eligible registered voters, 400 completed interviews providing a response rate of 19%. Approximately 323 registered voters refused the survey.

Disposition of All Phone Numbers Called

Disposition	Count
Complete	400
Refusal and breakoff	323
Respondent never available	126
No answer/answering machine	1,209
Always busy	31
Number changed	104
Computer/Fax/Other Tone	53
Call blocking	17
Cell phone	0
Language problem	36
Disconnected number	209
Business, government office, other organizations	18
Other	7
Total phone numbers used	2,533
I=Complete Interviews	400
R=Refusal and break off	323
NC=Non Contact	1,335
O=Other	36
Estimate*	.843
Response rate**	19%

* Estimate of e (estimated proportion of cases of unknown eligibility that are eligible) is based on proportion of eligible households among all numbers for which a definitive determination of status was obtained (a very conservative estimate).

** The response rate was calculated as: $I / (I + R + NC + O) + e(UH + UO)$

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some voters’ opinions are relied on to estimate all voters’ opinions. The margin of error around results for the entire sample (400 respondents) is plus or minus five percentage points around any given percentage.

² Disconnected, fax/data line or business phone numbers were not included as eligible households. For 48 phone numbers where the eligibility status of the household was unknown, 84% were estimated to be eligible. This proportion was assumed to hold for those households not contacted, or where the household refused, and therefore prevented knowing the eligibility status, and only 84% of these numbers were included in the final response rate calculation.

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents indicate that they “strongly” agree with a potential measure, then a 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of error is called sampling error. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the sample (referred to as coverage error).

Results for subgroups will have wider confidence intervals. The margin of error rises to plus or minus 14% for a sample size of 50 and plus or minus 10% for 100 completed surveys. Therefore, where estimates are given for subgroups, they are less precise than the overall margin of error.

Survey Processing and Data Entry

Use of a CATI system means that all collected data were entered into the dataset at the time of the interview. Skip patterns were programmed into CATI so interviewers were automatically “skipped” to the appropriate question based on the individual responses being given. Before the data were analyzed, an in-depth cleaning of the data was conducted as part of the standard quality control procedures.

Survey Analysis

Weighting the Data

The demographic characteristics of the survey sample were compared to the current registered voter profile for the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent age and gender. This decision was based on the disparity between the survey respondent characteristics and the population norms for these variables and the saliency of these variables in differences of opinion among subgroups.

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent election sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the known demographic profile and yield results that are the most different results are the best candidates for data weighting.

A special software program using mathematical algorithms is used to calculate the appropriate weights. The results of the weighting scheme follow.

Boulder CAP Tax 2012 Weighting Table			
	Population norm	Unweighted	Weighted
Age			
18-34	9%	3%	9%
35 to 54	34%	25%	34%
55 and older	57%	73%	57%
Gender			
Female	53%	52%	53%
Male	47%	48%	47%
Age and Gender			
Females 18-34	4%	2%	4%
Females 35-54	18%	11%	18%
Females 55+	31%	40%	31%
Males 18-34	4%	1%	5%
Males 35-54	17%	14%	17%
Males 55+	26%	33%	26%

Analyzing the Data

The electronic dataset was analyzed by National Research Center, Inc. staff using the Statistical Package for the Social Sciences (SPSS). Frequencies of responses for each survey question and crosstabulations across questions comprise this report.

APPENDIX D: VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

Following are verbatim responses to the open-ended question on the survey. Responses are grouped alphabetically. The verbatim responses were not edited for grammar but punctuation has been added for meaning or clarity.

Question 3: What do you consider to be the top three issues facing Boulder in the next five years?

Some other issue, specify:

- Building effective community
- City/university relationship
- Community communication, focus on basics
- Disparity of income
- Good the way it is
- It is losing its community feeling; it is not supporting the arts; too many rules; becoming too elitist
- Legalization of marijuana
- Making Boulder an elite community
- Medical
- Medical record sharing & money for public health issues
- Quality of life

Other: Government operations and interference:

- Attitude of the city council and their priorities; they don't work for us as a city
- Balancing resources between existing community resources such as rec center, open space, etc. vs. acquiring new open space; pensions of city and county workers
- Balancing the budget
- Budget
- Budget
- Budget issues
- Budget; too much welfare
- City budget
- City budget
- City council
- City council attitude not user friendly bureaucracy of council for the health of the community
- City councils lack of proper governing, too liberal, push through initiatives, replace the power company
- Control spending
- Cost of programs; too many regulations

- Creating a decent business environment, keeping the city council out of people's property rights
- Dictatorship
- Fiscal responsibility
- Fiscal responsibility, sustainable city management practices
- Funds to allow the government to implement whatever they have in mind
- Get rid of the city council
- Getting rid of the city council and planning board, getting new people in there
- Getting too expensive - need a better mix of economic classes - city council is too ideological
- Government waste
- Growth is a never ending deal... I think the city council is a bunch of Looney Toons, so bad government is an issue, too much attention to prairie dogs, taxes
- Having the city council stay focused on what is pertinent to the city of Boulder not get side tracked on other things such as foreign affairs, before they purchase any more open space that they have sufficient funds to take care of the open space they already have if they want low income housing that they have a conflict with the present policy they need to give up on low income housing and realize it that is not possible with other goals
- I am not a fan of prohibitions--we care more about policies and less about people
- Integrity and transparency of the city government, I could say city council but it percolates into everything, Boulder always thought because it's so liberal everyone's so honest I think there's a little bit of corruption and cronyism going on
- Micromanagement
- More evenly divided democrats and republican
- Not being able to have plastic bags, too much government control
- Operation of city council in Boulder, lack of mayor, concerned city council is making choices without input
- Outlawing being in the park at midnight to look at the moon, too many laws, crosswalks too dangerous, arrogance of the authority
- Overreach by government officials
- Over-control by government
- Politics
- Reduce government waste, emphasis helping children, opening up facilities to children without cost, Boulder is a very child unfriendly city
- The city council - lack of concern of the citizens as opposed to special interests
- Too many government workers
- Too much government, traffic, money wasted on low priority projects

Question 6: Thinking about why you oppose renewing the Climate Action Plan Tax, what are the reasons that come to mind?

Other, specify:

- Because we are proposing to leave the Xcel grid
- City making its own utility; not an endless well
- I'm against everything the city does
- Municipalization of power
- Tax on grocery bags
- Voted out Xcel big mistake

Other: Don't believe that climate change is a problem:

- "Nonsense"
- Don't agree with the fact that we have global warming
- Global warming from people is wrong
- Global warming is a con job, and renewable energy will not replace coal or oil
- Global warming is absurd
- Global warming is natural and man cannot affect it

Other: Don't believe that local government should be involved:

- Better ways to accomplish this stuff than legislation
- Boulder needs to concentrate on other issues; this is bigger than Boulder
- Cannot be handled at city level, need to be statewide or nationwide
- City council should not be concerned with it, personal ideology
- City of Boulder should not do this it is a national issue
- Don't believe it's necessary we keep up with world leaders on degree of pollution
- Don't want to spend money on that; need to do something on a larger scale
- I am not into it everybody is interested in saving the world and it is getting out hand if everyone just did their own little part, I am from the east coast and it is a lot different out here
- I would like to give Boulder residents an opportunity to do their own energy assessments programs, not Xcel energy
- If people want to insulate their homes they should do it themselves instead of other people's money
- Should be done by state and fed not city
- The city should care for issues in the city climate is a world problem
- This something that should be done at a higher level of government
- Too much mandated control; feel like I'm being told what to do without giving me options
- We don't need nannyism

Question 7: Thinking about why you support renewing the Climate Action Plan Tax, what are the reasons that come to mind?

Other, specify:

- Continue to get away from use of coal - in favor of municipalization of the power system
- If in place not painful or costly to homeowner, step in right direction and to have a great quality of life
- In early stages of development
- Its already in place
- Knows people in support
- Municipal energy issue and budget and carbon emissions
- My son studies climate change
- Need a transition time to figure out if city of Boulder is taking over whole electrical, new policies that are sustainable
- Not going private with power
- Parks & recreation needs it.
- The whole reason of why is it there to begin with.
- Traffic is one, and they should look at trying to support more renewable energy, all things Casey Middle School did; the city should pursue on a larger scale throughout the city
- Valuable to do research on these things
- Water
- We are already paying it, so keep it going

Other: Boulder should set a positive example:

- A way to address with people that don't pay attention
- Being more of leader of community, and energy conservation
- Encourages other communities to do the same
- How the city is... city needs to take a leadership role
- I think it pushes the envelope on technology; brand for Boulder; progressive community; it is effective
- I would like Boulder to be a model
- If local government does something maybe federal government will also
- It's a good idea to promote those things
- Keeping Boulder in forefront of environmental issues
- Raise people's consciousness of everything they do

Other: Believe in the goals of the program:

- Air quality
- An important issue to address
- Anything that they can to fix the climate reduce emissions and whatever
- Anything to help the environment

- Awareness and around the climate
- Because of the change in the climate and our need to look for other energy resources
- Being good shepherds of the earth
- Believe it's good to do something for the climate
- Better environment
- Big priority for me
- Cleaner air
- Cleaner air setting an example for the nation
- Cleaner environment
- Cleaner future
- Climate and environmental issues are the most issues facing Boulder and the world
- Climate preservation
- Communities can start trying to make a difference
- Communities should find ways to be more energy efficient
- Concerned about the environment, concerned that national government hasn't acted in an efficient way to global warming and climate change. Support limiting carbon emissions
- Conservation efforts are something we really need; unfortunately Boulder can't make a dent but they can try
- Current mix of energy in Colorado is skewed towards coal; air quality issues on the Front Range
- Doing something for the planet
- Don't want others to have to pay for it
- Environment is important
- Environmental issues, the right thing to do
- Global warming
- Global warming
- Global warming is facing us
- Good for countering global warming
- Good for the environment
- Have to do everything we can to reduce our drain on the planet
- Have to do something to save energy and the planet
- Have to keep going to make our kids have a future
- Help maintain quality of life in Boulder
- Helping
- I like the clean environment, I would prefer to keep the environment clean
- I think that climate change is a critical concern.
- I think the climate is the biggest problem facing mankind
- I think this should be done at a national level and glad to see local government doing something about it
- I would like to see something done to reduce energy usage, but I don't like some directions they are taking
- I'm an environmentalist

- In general we as a society have to curb our use of energy resources it seems we when there is a tax
- It's for the climate
- It is needed to take care of various problems, need help for the air and water
- It relates to the quality of our lives if the air is cleaner and all those things mentioned would work
- It's a good place to live and the fact that we do still have to worry about fires and water and overflow of water we have some problems we have to work on
- It's important for the city, it helps the environment
- It's one of my community priorities
- It's something we need to do, there are so many people that when I first came here the population wasn't what it is today so we should be as green as possible
- Keep pollution in Boulder low
- Make sure our air quality stays good and our resources are protected and conserved
- Necessary especially in this climate
- Need continued efforts to deal with climate issues; important to continue
- Need to be intelligent about the future
- Need to preserve our environment
- Pollution
- Protect environment and take care
- Protecting our environment
- Quality of life
- Quality of life and natural resources
- Quality of life for everyone
- Reducing energy waste
- Reducing pollution
- Right thing to do, thinking in forward fashion
- Support climate change, we need to do something local as well regional and national level
- Support what its used for
- Survival global warming greenhouse gases
- Take care of our planet
- Taking care of our environment
- Taking care of the planet
- The more efficient we live and the less footprint we put on the environment the better our community is
- The Xcel issue
- To fight global warming
- To improve alternative energy development
- To make our city a sustainable and use energy in the best way
- To make the city a better place to live
- To support the air quality, quality of life
- Wants to see what the tax has done effectively, we all want to feel good about the environment because we know its degrading, if you're honest with yourself why its

degrading so fast, we have to act locally but it's looking more and more like it's not going to change anything, we all want to do something positive for the environment, at least here in Boulder

- We all need to do our part to live more sustainably
- We need dollars to protect our environment.
- We need to start somewhere and this would be the place
- We want it to be the best world it can be.
- Well I think it's a worthy goal for Boulder to be more energy self-sustaining
- We're practicing it and like living in a community that advocates it
- Whatever we can do for the environment we should be doing
- What's going on in the world and the how environment is changing, take care of mother earth
- Worth a try

Question 15: Thinking about why you oppose Boulder County's Sustainability Tax, what are the reasons that come to mind?

Other, specify:

- I live here forever, you know.
- Sounds too broad
- Too many homeless people

Other: Don't believe that local government should be involved:

- County has plenty of other things to worry about; should learn to be fiscally responsible
- Government should be educating people not by mandating the people to do it
- Has to come at least the state level not the city
- It's not a vital government function
- Leave it up to individuals to make the choice
- People need to do things on their own and with time they will do things on their own
- The federal government should do it
- This is a national problem not a local problem

Question 16: Thinking about why you support Boulder County's Sustainability Tax, what are the reasons that come to mind?

Other, specify:

- Because I don't like municipal power being extend ad infinitum
- I already separate my trash
- I want to see if residents can do a good job without Xcel energy running the programs
- Parks
- Replacing program; not initiating one

Other: Boulder should set a positive example:

- Expose people to new ideas
- Has grandchildren and would like to see a nice a place as when you moved there
- Help protect the environment, keeps Boulder at leading edge, and provides funds for sustainability
- Loves Boulder, wants to set an example
- Setting an example as a community
- There's good reasoning behind it, the idea is good whether or not the money goes to that is another option
- Tremendously important for the future, good for Boulder to be a leader for other communities
- We need to become independent and I also think Boulder should be a leader in this also

APPENDIX E: COPY OF SURVEY QUESTIONNAIRE

The following pages contain a copy of the script interviewers followed when talking with survey participants.

Boulder CAP Tax Survey

Hello. My name is _____ and I'm calling on behalf of the City of Boulder to ask a few questions about community priorities. The survey won't take much time and results will be used to help set policies for the city.

1. May I speak with [NAME FROM VOTER LIST]?
 1. YES
 2. NO, NOT AVAILABLE → SCHEDULE CALL-BACK: When is a good time to catch that person?
 3. REFUSAL → THANK AND TERMINATE
 4. THAT PERSON NOT AT THIS PHONE NUMBER → THANK AND TERMINATE

2. How would you rate the overall quality of community life in Boulder? Would you say it is...
 1. Excellent
 2. Good
 3. Fair
 4. Poor
 5. DON'T KNOW/REFUSED [DNR]

3. What do you consider to be the top three issues facing Boulder in the next five years?
[DO NOT READ RESPONSE OPTIONS. ALLOW UP TO THREE RESPONSES.]
 1. CITY SERVICES NOT MENTIONED ELSEWHERE/LIBRARY/FIRE/EMS/GARBAGE/RECYCLING [DNR]
 2. CRIME PREVENTION/POLICE/RESPONSE TIMES [DNR]
 3. ECONOMY/JOBS/COSTS OF GOODS OR SERVICES [DNR]
 4. TAXES IN GENERAL [DNR]
 5. ENERGY SUPPLY/CARBON EMISSIONS/XCEL FRANCHISE AGREEMENT/ENERGY TAX/MUNICIPALIZATION [DNR]
 6. ENVIRONMENT/AIR/WATER/GLOBAL WARMING/WEIRDING [DNR]
 7. OPEN SPACE [DNR]
 8. POPULATION AGING, DIVERSITY, OTHER RELATED TO PEOPLE [DNR]
 9. ROAD REPAIR/CONSTRUCTION [DNR]
 10. SNOW REMOVAL [DNR]
 11. TRANSPORTATION/TRAFFIC/BICYCLES/HIGH-FREQUENCY TRANSIT [DNR]
 12. WILDFIRES [DNR]
 13. WILDLIFE MANAGEMENT/DOMESTIC DOGS/PRAIRIE DOGS [DNR]
 14. DEVELOPMENT/DENSITY/GROWTH/ZONING [DNR]
 15. HOUSING [DNR]
 16. HOMELESSNESS/POVERTY/SOCIAL SERVICES [DNR]
 17. EDUCATION [DNR]
 18. GROWTH MITIGATION/PLANNING [DNR]
 19. SOME OTHER ISSUE [DNR] [SPECIFY]
 20. DON'T KNOW/REFUSED [DNR]

4. How familiar are you, if at all, with the Climate Action Plan Tax that was approved by Boulder voters in 2006?
 1. Very familiar
 2. Somewhat familiar
 3. Not at all familiar
 4. DON'T KNOW/REFUSED [DNR]

5. The Climate Action Plan Tax currently is collected on your monthly Xcel bill. On average, residents are paying \$21 a year, commercial businesses are paying \$94 a year and industrial customers are paying \$9,600 as a result of this tax. These tax revenues support programs to increase energy efficiency and renewable energy use, reduce emission from motor vehicles and other efforts to reduce greenhouse gas emissions.

The Climate Action Plan Tax is set to expire at the end of March next year. City Council is considering asking voters to extend the tax as it is currently charged. Right now, do you strongly support, somewhat support, somewhat oppose or strongly oppose extending the Climate Action Plan Tax?

1. Strongly support [GO TO QUESTION 7]
 2. Somewhat support [GO TO QUESTION 7]
 3. Somewhat oppose [GO TO QUESTION 6]
 4. Strongly oppose [GO TO QUESTION 6]
 5. DON'T KNOW/REFUSED [DNR] [GO TO QUESTION 8]
6. Thinking about why you oppose renewing the Climate Action Plan Tax, what are the reasons that come to mind? [PROBE FOR MULTIPLE RESPONSES.]
1. OPPOSED TO TAXES/INCREASES IN GENERAL [DNR]
 2. ECONOMY CONCERNS [DNR]
 3. NEED MORE INFORMATION [DNR]
 4. PROGRAMS DON'T WORK [DNR]
 5. DON'T BELIEVE IN PROGRAMS SUPPORTED BY TAX [DNR]
 6. DON'T TRUST THE CITY TO DO THE RIGHT THING WITH THE MONEY [DNR]
 7. OTHER [SPECIFY] [DNR]
7. Thinking about why you support renewing the Climate Action Plan Tax, what are the reasons that come to mind? [PROBE FOR MULTIPLE RESPONSES.]
1. SUPPORT TAXES/INCREASES IN GENERAL [DNR]
 2. PROGRAMS WORK [DNR]
 3. BELIEVE IN PROGRAMS SUPPORTED BY TAX [DNR]
 4. TRUST THE CITY OF BOULDER [DNR]
 5. OTHER [SPECIFY] [DNR]
8. Some taxes, like the current Climate Action Plan Tax, end after a certain number of years. Please tell me the extent to which you would support or oppose the Climate Action Plan Tax being extended... [ALWAYS ASK A FIRST, THEN ROTATE B-E]
- a. Beyond its expiration at all
 - b. Without a defined end
 - c. For 10 years
 - d. For 5 years
 - e. For less than 5 years
1. Strongly support
 2. Somewhat support
 3. Somewhat oppose
 4. Strongly oppose
 5. DON'T KNOW/REFUSED [DNR]

- 9a. How familiar are you, if at all, with each of following programs funded by the Climate Action Plan Tax? How about... [ROTATE A-D]
- a. EnergySmart programs for homeowners, businesses and multi-unit buildings
 - b. SmartRegs for landlords
 - c. 10 for Change for businesses
 - d. General city outreach and education to businesses, residents, schools and neighborhood groups
1. Very familiar
 2. Somewhat familiar
 3. Not at all familiar
 4. DON'T KNOW/REFUSED [DNR]
- 9b. How effective or ineffective do you think the programs funded by the Climate Action Plan Tax have been overall? Do you think they have been...
1. Very effective
 2. Somewhat effective
 3. Somewhat ineffective
 4. Very ineffective
 5. Or don't you know
 6. REFUSED [DNR]
10. If you knew that 960 businesses and nearly 2,800 residential units in Boulder used Climate Action Plan-tax funded programs to save energy and money in 2011, would you be... [RANDOM FLIP 1-4/4-1; KEEP SAME RESPONSE OPTION ORDER FOR Q10 THROUGH Q12 FOR GIVEN RESPONDENT; ALWAYS ASK 5 LAST]
1. Significantly more likely to vote to extend the tax
 2. A little more likely to vote to extend the tax
 3. A little less likely to vote to extend the tax
 4. Significantly less likely to vote to extend the tax
 5. Or would it not matter either way?
 6. DON'T KNOW/REFUSED [DNR]
11. If you knew that without Boulder's Climate Action Plan tax, city programs that provide energy efficiency rebates and resources for businesses and residents, like EnergySmart and 10 for Change, would be eliminated, would you be: [RANDOM FLIP 1-4/4-1; KEEP SAME RESPONSE OPTION ORDER FOR Q10 THROUGH Q12 FOR GIVEN RESPONDENT; ALWAYS ASK 5 LAST]
1. Significantly more likely to vote to extend the tax
 2. A little more likely to vote to extend the tax
 3. A little less likely to vote to extend the tax
 4. Significantly less likely to vote to extend the tax
 5. Or would it not matter either way?
 6. DON'T KNOW/REFUSED [DNR]

12. If you knew that an analysis conducted by a non-city organization determined that Climate Action Plan tax money spent to date has been used in ways that are both cost-effective and likely to reduce greenhouse gas emissions in the future, would you be: [RANDOM FLIP 1-4/4-1; KEEP SAME RESPONSE OPTION ORDER FOR Q10 THROUGH Q12 FOR GIVEN RESPONDENT; ALWAYS ASK 5 LAST]
1. Significantly more likely to vote to extend the tax
 2. A little more likely to vote to extend the tax
 3. A little less likely to vote to extend the tax
 4. Significantly less likely to vote to extend the tax
 5. Or would it not matter either way?
 6. DON'T KNOW/REFUSED [DNR]
13. With what you know now about the Climate Action Plan Tax, please tell me the extent to which you would support or oppose the Climate Action Plan Tax being extended... [ALWAYS ASK A FIRST, THEN MATCH ROTATION OF B-E FROM Q8]
- a. Beyond its expiration at all
 - b. Without a defined end
 - c. For 10 years
 - d. For 5 years
 - e. For less than 5 years
1. Strongly support
 2. Somewhat support
 3. Somewhat oppose
 4. Strongly oppose
 5. DON'T KNOW/REFUSED [DNR]
14. Boulder County is considering proposing a sales tax increase of point-one-five percent, which is three cents on twenty dollars spent. This Sustainability Tax would replace expiring federal grants that have supported EnergySmart programs in the county and in the City of Boulder. The money would also be used to support countywide zero waste facilities, low income weatherization, and local food initiatives. In addition, the county is considering allocating an annual dollar amount based on population size to local communities to support sustainability efforts of their choice.

Right now, do you strongly support, somewhat support, somewhat oppose or strongly oppose the Boulder County Sustainability Tax?

1. Strongly support [GO TO QUESTION 16]
2. Somewhat support [GO TO QUESTION 16]
3. Somewhat oppose [GO TO QUESTION 15]
4. Strongly oppose [GO TO QUESTION 15]
5. DON'T KNOW/REFUSED [DNR] [GO TO QUESTION 17]

15. Thinking about why you oppose Boulder County's Sustainability Tax, what are the reasons that come to mind? [PROBE FOR MULTIPLE RESPONSES.]

1. OPPOSED TO TAXES/INCREASES IN GENERAL [DNR]
2. ECONOMY CONCERNS [DNR]
3. NEED MORE INFORMATION [DNR]
4. PROGRAMS DON'T WORK [DNR]
5. DON'T BELIEVE IN PROGRAMS SUPPORTED BY TAX [DNR]
6. DON'T TRUST THE COUNTY TO DO THE RIGHT THING WITH THE MONEY [DNR]
7. FEELS LIKE CITY RESIDENTS ARE PAYING TWICE; NOT INTERESTED IN SUBSIDIZING COUNTY PROGRAMS [DNR]
8. OTHER [SPECIFY] [DNR]

16. Thinking about why you support Boulder County's Sustainability Tax, what are the reasons that come to mind? [PROBE FOR MULTIPLE RESPONSES.]

1. SUPPORT TAXES/INCREASES IN GENERAL [DNR]
2. PROGRAMS WORK [DNR]
3. BELIEVE IN PROGRAMS SUPPORTED BY TAX [DNR]
4. TRUST COUNTY AND CITY TO USE THE MONEY WISELY [DNR]
5. OTHER [SPECIFY] [DNR]

17. The City of Boulder is considering proposing to extend a point-two-five percent sales tax that is currently used to pay parks and recreation bonds and expenses. The tax amounts to five cents on twenty dollars spent and was last approved by Boulder voters in 1995.

Right now, do you strongly support, somewhat support, somewhat oppose or strongly oppose extending the City of Boulder point-two-five percent Tax?

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. DON'T KNOW/REFUSED [DNR]

18. We've talked about three different taxes that could be on the ballot in November: extending the City's Climate Action Plan Tax, the County's new Sustainability Tax and extending the City's point-two-five percent tax. If all three tax options were on the ballot this November...
- a. How likely or unlikely are you to vote in support of all three taxes? Would you say...
 1. Very likely
 2. Somewhat likely
 3. Somewhat unlikely
 4. Very unlikely
 5. Don't know
 6. REFUSED [DNR]
 - b. If you only voted for two of the three, which two would you vote for? Let me know which two you'd pick from the following list: [ROTATE] extending the City's Climate Action Plan Tax, the County's new Sustainability Tax and extending the City's point-two-five percent tax.
 1. City's Climate Action Plan Tax AND County's new Sustainability Tax
 2. City's Climate Action Plan Tax AND City's point-two-five percent tax
 3. County's new Sustainability Tax AND City's point-two-five percent tax
 4. WOULD VOTE FOR ALL 3, NOT JUST 2 [DNR]
 5. WOULD VOTE FOR 1, NOT 2 [DNR]
 6. WOULD NOT VOTE FOR ANY [DNR]
 7. DON'T KNOW/REFUSED [DNR]
 - c. If you only voted for one, which would you vote for? Would it be [MATCH ROTATION FROM PREVIOUS QUESTION] extending the City's Climate Action Plan Tax, the County's new Sustainability Tax or extending the City's point-two-five percent tax?
 1. City's Climate Action Plan Tax
 2. County's new Sustainability Tax
 3. City's point-two-five percent tax
 4. WOULD VOTE FOR ALL 3, NOT JUST 1 [DNR]
 5. WOULD VOTE FOR 2, NOT 1 [DNR]
 6. WOULD NOT VOTE FOR ANY [DNR]
 7. DON'T KNOW/REFUSED [DNR]
19. To what extent, if at all, does each of the following factor into your opinion about extending the Climate Action Plan Tax? [ROTATE A-D]
- a. The amount of the tax
 - b. How much you trust the City of Boulder government
 - c. How effective the energy saving programs are
 - d. Your general view of taxes
1. Strong factor
 2. Somewhat a factor
 3. Not a factor at all
 4. DON'T KNOW/REFUSED [DNR]

DEMOGRAPHIC QUESTIONS

Our last questions are about you and your household. All of your responses to this survey are completely confidential and will be reported in a group form only.

D1. Please stop me when I reach the category that includes your household's total annual income from all sources and all residents at this address. [READ LIST]

1. Under \$25,000
2. \$25,000 to less than \$50,000
3. \$50,000 to less than \$75,000
4. \$75,000 to less than \$100,000
5. \$100,000 to less than \$150,000
6. \$150,000 or more
7. DON'T KNOW/REFUSED [DNR]

D2. How long have you lived in the City of Boulder? Has it been... [READ LIST]?

1. Less than 2 years
2. 2 to 5 years
3. 6 to 10 years
4. 11 to 15 years
5. 16 to 20 years
6. Over 20 years
7. DON'T KNOW/REFUSED [DNR]

D3. Do you rent or own your home?

1. Rent
2. Own
3. DON'T KNOW/REFUSED [DNR]

D4. Please stop me when I reach the category that includes 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 and over
7. DON'T KNOW/REFUSED [DNR]

D5. RESPONDENT GENDER [DNR]

1. FEMALE
2. MALE

Those are all the questions I have for you today. Thank you very much for your time.