2014 BOULDER COUNTY ISSUES SURVEY

Hello, my name is _____. First, I want to assure you that we're not selling anything, or asking for money. I'm with Talmey-Drake Research, a public opinion research company here in Boulder, Colorado. We are conducting an interesting survey with registered voters about local issues in your community, and we would like to include your opinions. Your telephone number was selected purely at random.

SCREENER

A. First, I would like to confirm that you are at least 18 years old, and registered to vote in Boulder County? *[n=603]*

Yes 100%
No .... --
DK/NS .... --

B. *[Ask only if R says "No" or "DK/NS" in Screener A; else go to Screener C]* Is there someone in this household I can speak to who is at least 18 years old and is registered to vote in Boulder County?

Yes ....100% ⇒ *Start over*
No .... -- ⇒ *Terminate*
DK/NS .... -- ⇒ *Terminate*

C. Party Registration **[From Sample]:** *[n=603]*

Democrat .... 44% ⇒ *Quota = 271*
Republican .... 19% ⇒ *Quota = 133*
Unaffiliated .... 35% ⇒ *Quota = 193*
Other: .... 2% ⇒ *Quota = 6*

D. In which Boulder County City do you live? If you live in an unincorporated area of Boulder County, like Gunbarrel or other unincorporated areas, just say so? *[n=603]*

Boulder 37%
Erie.. 3%
Lafayette 8%
Longmont.. 27%
Louisville 6%
Superior 4%
Unincorporated area/small towns of Boulder County 15%

E. Sex **[Do Not Ask]** *[n=603]*

Male .... 49% ⇒ *Quota = 48%*
Female .... 51% ⇒ *Quota = 52%*

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*An asterisk, wherever it appears, means that the result for that response rounds to less than 1%.

1. Generally speaking, would you say things in Boulder County are going in the right direction, or do you feel things here have pretty seriously gotten off on the wrong track in the past few years?

	3/14	5/12	8/11	4/10	7/09	12/06	6/99	4/95	6/94	4/92
	[n=603]	[n=605]	[n=411]	[n=603]	[n=600]	[n=500]	[n=603]	[n=507]	[n=300]	[n=501]
Right direction..............	60%	62%	54%	59%	58%	70%	59%	53%	50%	66%
Wrong track	26%	23%	27%	27%	26%	16%	29%	37%	38%	18%
No opinion/DK/NS ..	14%	15%	19%	14%	16%	14%	12%	10%	12%	16%

2. In November of 2014, there will likely be at least **[***If non-BVSD=***two***/If BVSD=***three]** possible ballot proposals to vote on. For purposes of the next few questions, you should assume that **[***If non-BVSD=***both***/ If BVSD=***all three]** ballot proposals will be on this November's ballot. One is a new Boulder County sales tax to fund sustainability programs. *[If in BVSD, read:* **"One is a property tax increase for the Boulder Valley Schools."***]* And the other is an extension of a Boulder County property tax *[If Sample E read:* **"with an increase in that tax,***]* which currently supports children, early childhood education and families throughout the County. Before now, had you heard about any one of these **[***If non-BVSD=***two***/ If BVSD=***three]** possible ballot proposals? *[n=603]*

Yes..	33%
No...	66%
DK/NS..	1%

3. *[Randomize Q3, Q4 & Q5] The first is:* A ballot proposal for a new Boulder County Sustainability Tax, which would *[Ask Sample A:* **increase in the County sales tax by point one five percent"***/ Ask Sample B:* **"increase the County property tax by point 75 mills"** *]*, for the next fifteen years. This would raise the *[Ask Sample A:* **"sales tax by one and a half cents on a ten dollar purchase"***/ Ask Sample B:* **"property tax by seven dollars for every $100,000 of assessed value on a home"***]*, to provide funding to support sustainability programs throughout Boulder County, including but not limited to, programs like EnergySmart, which provides energy efficiency advice, low interest loans and rebates for energy efficiency and solar upgrades to homes and businesses, as well as programs and facilities to:

- Provide home weatherization for low-income households;
- Help local farmers grow more organic food for Boulder County residents;
- Help homeowners, renters and businesses reduce their water consumption;
- Increase recycling and composting throughout the County
- Provide incentives to help property owners reduce wildfire and flood risks; and
- Add more bus shelters, bike paths, bike lanes, and sidewalk connections to improve transportation choices and safety.

If the election were held today, would you vote in favor or against this new Boulder County Sustainability tax?

	Total	.15%	75 mills
	[n=603]	[n=305]	[n=298]
Vote in favor...	56%	60%	53%
Vote against..	38%	36%	39%
Undecided at this time/Not sure	6%	4%	8%
Refused	*	*	*

3a. *[Ask only if R says "Vote in favor" in Q3; else go to Q3b]* And would you definitely vote in favor of this Boulder County Sustainability tax increase, or would you only probably vote for it?

	Total	.15%	75 mills
	[n=340]	[n=182]	[n=158]
Definitely vote for it..	56%	54%	58%
Probably vote for it...	44%	45%	42%
DK/NS..	*	1%	--

3b. *[Ask only if R says "Vote against" in Q3; else go to Q3d]* And would you definitely vote against this Boulder County Sustainability tax increase, or would you only probably vote against it?

	Total [n=228]	.15% [n=111]	75 mills [n=117]
Definitely against it	67%	68%	66%
Probably against it	32%	32%	32%
DK/NS	1%	--	2%

3c. *[Ask only if R says "Against" in Q3; else go to Q3d]* What would you say is the number one reason that you oppose this Boulder County Sustainability tax? *[n=228]*

Taxes too high already	27%
Opposed to any tax increase	18%
Unnecessary/Government shouldn't be involved with sustainability/Responsibility of individuals	18%
Don't trust the county/County wastes money	15%
Too broad/need specifics on how the money will be spent	14%
New tax revenue should be spent elsewhere/Bad use of new tax revenue	10%
Government should find another way/use their current resources to fund this/spend wiser	7%
Subdivision roads/subdivision/roads	3%
Proposal isn't focused/Too many directions	3%
Don't care about sustainability/Don't need improvement/Not worth it/Doesn't help everyone	3%
Don't agree with these issues/Not the answer	2%
Hurts low income people/the economy	2%
Other	7%

3d. *[Ask only if R says "Undecided/not sure" in Q3; else go to Q4]* And even though you are undecided about this Boulder County Sustainability tax increase, which way are you leaning? Are you leaning towards voting in favor or against it?

	Total [n=33]	.15% [n=11]	75 mills [n=22]
Leaning towards voting in favor	49%	55%	46%
Leaning towards voting against	30%	17%	36%
DK/NS	21%	28%	18%

Summary: Q3/3a/3b/3d

	Total [n=603]	.15% [n=305]	75 mills [n=298]
Definitely vote for it	32%	32%	31%
Probably vote for it	25%	27%	22%[1]
Leaning towards voting in favor	3%	2%	4%
Undecided/DK/NS	1%	1%	1%
Leaning towards voting against	2%	1%	3%
Probably against it	12%	12%	13%[2]
Definitely against it	25%	25%	26%
Refused	*	*	*

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[1] "DK/NS" responses in Q3a are included in the "Probably vote for" category.
[2] "DK/NS" responses in Q3b are included in the "Probably against" category.

4. The next is: a ballot proposal to extend until *[Sample C and Sample E read: "2020" / Sample D read: "2030"]* an existing point nine mills County property tax *[If Sample E read:* **", as well as increase that tax from point nine mills to one point four five mills (1.45)"** *]*, to fund programs serving children and families, including child welfare and foster care programs, early intervention and prevention services to keep children with their families, family support programs and early childhood education. *[If Sample E read:* **"This would increase the property tax by about three dollars and fifty cents a year for every one hundred thousand dollars ($100,000) of assessed value on a home."** *]* This tax will expire in 2015 unless voters approve this extension *[If Sample E, read:* "and increase" *]*. If the election were held today, would you vote in favor or against extending *[If Sample E, read:* "and increasing"*]* this existing point nine mills County property tax?

	C	D	E	
	--No increase--		Increase	Total
	2020	**2030**	**2020**	**Sample**
	[n=209]	*[n=195]*	*[n=199]*	*[n=603]*
Vote in favor	69%	69%	60%	66%
Vote against	23%	23%	32%	26%
Undecided at this time/Not sure	7%	8%	7%	7%
Refused	1%	--	1%	1%

5. *[Ask only if R lives in BVSD parts of the County]* The last is: a ballot proposal for a property tax increase in order to improve schools and school facilities throughout the Boulder Valley School District. This would increase the property tax on a three hundred fifty thousand dollar home in the District by about ninety-seven ($97) dollars a year starting in 2015.

   If the election were held today on this ballot proposal, how would you vote? Would you vote in favor or against this proposal? *[n=393]*

Vote in favor	54%
Vote against	38%
Undecided at this time/Not sure	8%
Refused	*

6. Regardless whether or not you would support an increase in taxes to fund programs like EnergySmart, low income weatherization, water conservation and recycling and composting, I will read you several possible names for such a tax, and after I read all of them, please tell me which one you think is the best name for this type of tax. They are: *[Read entire list before accepting a response] [Single Response only] [Randomize]* *[n=603]*

Sustainability Tax	27%
Stewardship Tax	10%
Resource Conservation Tax	28%
Resource Efficiency Tax	19%
DK/NS	16%

7. I will now read you different features that could be funded by a future sustainability tax. After I read each one, please tell me if including this type of program in the tax proposal will make you much more likely to vote in favor of a new sustainability tax, somewhat more likely to vote in favor, or would it make you less likely to vote in favor. If you are not sure, just say so and I'll move on. The first is: *[Read list; Randomize]*

| | ---More Likely--- | | Less | DK\ |
	Much	S'what	Likely	NS
a. *[Sample A]* A grant program that would return a certain percentage of money raised by this tax to fund environmental priorities in each Boulder County city or town *[n=304]*	21%	32%	30%	17%
b1. *[Sample A]* Transportation infrastructure such as bike paths, bus shelters and electric vehicle charging stations as well as programs to increase bus ridership and carpooling *[n=304]*	38%	31%	24%	7%
b2. *[Sample B]* Transportation improvements to make it safer for children and others to get around by walking and biking *[n=298]*	38%	27%	25%	10%
c. *[Sample B]* Assistance for local farmers to grow more organic food for Boulder County residents *[n=298]*	26%	32%	34%	8%
d. The money from this proposed tax will fund the current County sustainability programs, and unless it passes, most of these programs, like EnergySmart will have to be severely cut and some eliminated altogether *[n=603]*	29%	29%	31%	11%

8. Boulder County currently has several alternative transportation programs, and is developing more, that are designed to help people use their cars less frequently. I will now read you several of these programs, and after I read each one, tell me how likely each program would be to get you personally to drive less than you do now. Please use a scale of zero to ten, where a zero means that program would not do anything at all to get you, personally, to drive less, and a ten means it would definitely get you to drive less. You can use any number between zero and ten. The first program is: *[Read list; Randomize]* *[DK/NS=11]*

	Average	0-1	2-4	5	6-8	9-10	DK/NS
a. *[Sample A]* Provide deeply discounted bus passes *[n=304]*	5.1	27%	12%	9%	25%	24%	3%
b. *[Sample B]* Offer more frequent bus service *[n=298]*	4.5	29%	16%	12%	24%	17%	2%
c. *[Sample A]* Make improvements so it's safer for children and others to get around by walking and biking *[n=304]*	5.5	21%	13%	11%	28%	23%	4%
d. *[Sample B]* Provide more convenient access to B-Cycle bike rental stations *[n=298]*	2.6	49%	20%	10%	12%	5%	4%
e. *[Sample A]* Make improvements to bus stops, including better signage, bike lockers and sheltered waiting areas *[n=304]*	4.1	33%	18%	13%	22%	12%	2%
f. *[Sample B]* Make personal transportation advisors available to advise residents and businesses on how to shorten commutes and reduce car use *[n=298]*	2.3	52%	22%	8%	12%	4%	2%

9.   Another term many people use or hear today is "Local Food and Agriculture." Using a scale of zero to ten, where a zero means it is not at all important to you, and a ten means it is extremely important to you, please tell me how you would rate the following benefits of increasing local food production. You can use any number from zero and ten. The first benefit is that it: *[Read list; Randomize]* *[DK/NS=11]*

	Average	0-1	2-4	5	6-8	9-10	DK/NS
a1. *[Sample A]* Helps preserve Boulder County's agricultural land *[n=304]*	7.2	8%	5%	10%	38%	37%	2%
a2. *[Sample B]* Helps protect the environment because food grown locally and organically reduces carbon emissions as well as pesticide use *[n=298]*	6.4	13%	10%	11%	34%	31%	1%
b1. *[Sample A]* Helps promote Boulder County's economic development by supporting local farmers and creating markets for the food and crops they produce *[n=304]*	7.1	8%	8%	10%	34%	39%	1%
b2. *[Sample B]* Helps support County farmer's markets, which bring Boulder County residents together and create a stronger sense of community *[n=298]*	6.4	11%	11%	12%	36%	29%	1%
c1. *[Sample A]* Helps provide an educational opportunity to teach Boulder County's youth about local foods, sustainable agriculture and healthier eating habits *[n=304]*	6.4	11%	11%	13%	36%	28%	1%
c2. *[Sample B]* Helps adult and children get access to locally grown organic food, which is more likely to be fresher and more nutrient- rich than other food trucked into Boulder County supermarkets *[n=298]*	6.2	15%	11%	9%	37%	27%	1%

10.   On the subject of last year's flood, I will now read you a list of different ways the County Commissioners can spend tax dollars to help the County and its residents recover from the flooding. After I read each one, using a scale of zero to ten, where a zero means it is a very low priority, and a ten means it is a top priority, please tell me how you would rate the following. You can use any number from zero to ten. The first is: *[Read list; Randomize] [DK/NS=11]*

	Average	0-1	2-4	5	6-8	9-10	DK/NS
a. *[Sample A]* Providing low interest loans and rebates to individuals affected by the flood to help them rebuild their homes and businesses more sustainably and efficiently *[n=304]*	7.5	6%	5%	12%	33%	43%	1%
b. *[Sample B]* Rebuilding damaged trails on Boulder County open space *[n=298]*	6.2	7%	20%	16%	36%	21%	*
c. Providing a special allocation of funding to hard hit communities such as Jamestown and Lyons, to help them rebuild in a more environmentally sustainable manner *[n=603]*	7.3	5%	8%	8%	39%	38%	2%
d. *[Sample A]* Providing incentives for homeowners to take actions now to reduce the risk to their homes from future natural disasters such as wildfires and floods (was "foods") *[n=304]*	6.4	10%	14%	12%	35%	27%	2%
e. *[Sample B]* Providing short-term assistance to local farmers who sustained crop and land damage due to flooding *[n=298]*	7.2	5%	8%	7%	48%	31%	1%

11. Generally speaking, would you say that the taxes you pay to the Boulder County government are way too high, high but acceptable, about right, or lower than you would expect for the services that the County government provides?

	3/14 [n=603]	5/12 [n=605]	8/11 [n=411]	5/10 [n=603]	7/09 [n=600]	6/08	7/07	5/06	4/05	6/04	4/95 [n=507]
Way too high..	20%	18%	15%	20%	21%	23%	24%	22%	25%	22%	16%
High but acceptable	36%	41%	39%	34%	40%	37%	28%	35%	31%	31%	34%
About right..	38%	32%	42%	35%	32%	32%	41%	36%	37%	40%	41%
Lower than what one would expect..	3%	6%	4%	6%	4%	4%	4%	3%	3%	4%	5%
No opinion/DK/NS	3%	3%	--	5%	3%	4%	3%	3%	4%	3%	5%

12. I will now read you different environmental priorities the County must choose between given limited funding. And while all may seem important, there is not enough money to do all of them. After I read each one, using a scale of zero to ten, where a zero means it is a very low priority to fund, and a ten means it is a top priority to fund, please tell me how you would rate the following. You can use any number from zero and ten. The first is: *[Read list; Randomize] [DK/NS=11]*

	Average	0-1	2-4	5	6-8	9-10	DK/NS
a1. *[Sample A]* Programs and infrastructure to increase the amount of food grown locally and organically, as well as the number of Farmer's Markets where local food can be sold *[n=304]*	6.3	9%	13%	15%	38%	25%	*
a2. *[Sample B]* Low income home weatherization programs *[n=298]*..	5.9	9%	16%	13%	47%	14%	1%
b1. *[Sample A]* Programs which provide energy efficiency advice, low interest loans and rebates for energy efficiency upgrades to homes and businesses *[n=304]*.........................	5.8	10%	19%	12%	41%	17%	1%
b2. *[Sample B]* Programs which provide energy efficiency advice, low interest loans and rebates for solar upgrades to homes and businesses *[n=298]*...	5.3	13%	21%	13%	41%	11%	1%
c1. *[Sample A]* Programs and infrastructure, such as Eco Passes, expanded bus service, sidewalk connections and bus stop shelters, aimed at increasing and making it easier to use different modes of transportation, like walking, biking, carpooling, and riding buses *[n=304]*........................	6.3	11%	13%	10%	40%	25%	1%
c2. *[Sample B]* Building more electric vehicle charging stations to encourage the use of alternative energy vehicles *[n=298]*...	4.2	22%	25%	16%	29%	6%	2%
d1. *[Sample A]* Infrastructure to help businesses increase recycling and composting within Boulder County, by expanding capacity at the County's recycling center, or building a County composting facility *[n=304]*	6.0	8%	16%	15%	40%	20%	1%
d2. *[Sample B]* Programs to help businesses become more environmentally friendly *[n=298]*...	4.9	15%	27%	14%	33%	11%	*
e1. *[Sample A]* Recycling services provided by Eco-Cycle, Western Disposal or other waste disposal companies *[n=304]*..	6.4	9%	10%	14%	39%	26%	2%
e2. *[Sample B]* Composting services provided by Eco-Cycle, Western Disposal or other waste disposal companies *[n=298]*..	5.8	11%	17%	14%	40%	16%	2%

13. There are many different benefits that arise from sustainability actions and programs, and while all may be important, they are not all of equal importance. I'll now read you some of them. After I read each benefit, using a scale of zero to ten, where a zero means it is not at all important to you, and a ten means it is extremely important to you, please tell me how you would rate the following different benefits of sustainability. You can use any number from zero and ten. The first is: *[Read list; Randomize] [DK/NS=11]*

	Average	0-1	2-4	5	6-8	9-10	DK/NS
a1. *[Sample A]* Conserving energy by making energy efficiency upgrades to our homes and businesses will reduce the greenhouse gas emissions that accelerate climate change *[n=304]*	6.4	12%	11%	10%	34%	32%	1%
a2. *[Sample B]* Conserving energy by making energy efficiency upgrades to our homes and businesses will help reduce the need for further oil and gas fracking *[n=298]*	6.4	13%	10%	12%	36%	28%	1%
b. Promoting energy efficiency will help our local economy thrive *[n=603]*	6.1	9%	15%	15%	38%	21%	2%
c1. *[Sample A]* Conserving our water resources now helps keep our lakes full and our rivers and streams flowing *[n=304]*	7.9	3%	4%	9%	37%	46%	1%
c2. *[Sample B]* Conserving our natural resources is the right thing to do *[n=298]*	7.8	4%	8%	8%	29%	50%	1%
d1. *[Sample A]* Sustainability programs help preserve our natural resources for future generations *[n=304]*	7.4	6%	6%	13%	32%	41%	2%
d2. *[Sample B]* Sustainability programs help conserve our natural resources, which helps preserve Boulder County's quality of life *[n=298]*	6.6	9%	11%	9%	42%	28%	1%
e1. *[Sample A]* Environmental programs help protect air quality for the health of my family and community *[n=304]*	7.1	7%	11%	8%	32%	41%	1%
e2. *[Sample B]* Environmental programs help protect water quality for the health of my family and community *[n=298]*	7.4	5%	8%	9%	38%	39%	1%

14. On the subject of water conservation, I will now read you two different ways the County Commissioners could spend tax dollars to help conserve the amount of water used throughout Boulder County. After I read each one, using a scale of zero to ten, where a zero means it is a very low priority, and a ten means it is a top priority, please tell me how you would rate the following. You may use any number from zero and ten. The first is: *[Read list; Randomize] [DK/NS=11]*

	Average	0-1	2-4	5	6-8	9-10	DK/NS
a1. *[Sample A]* Helping residents reduce their indoor and outdoor water consumption by offering rebates for low-flow showerheads and toilets and water efficient landscaping *[n=304]*	6.3	10%	13%	11%	38%	26%	2%
a2. *[Sample B]* Helping businesses reduce their indoor and outdoor water consumption by offering rebates for low-flow toilets and water efficient landscaping and exploring other water saving techniques unique to individual businesses *[n=298]*	6.5	9%	12%	10%	47%	21%	1%
b. *[Sample A]* Helping farmers reduce water use through more efficient irrigation practices *[n=304]*	7.2	6%	7%	13%	37%	35%	2%
c. *[Sample B]* Educating County residents on how they can conserve water *[n=298]*	6.2	9%	16%	11%	42%	21%	1%

15. Finally, in 2004 voters approved the FasTracks ballot issue, which included funding for bus rapid transit along US 36, as well as funding for rail service from Denver to Boulder and Longmont. Construction of the bus rapid transit along US 36 is now well under way. However, because the projected cost of rail has increased to over one billion dollars, there is not enough money to complete it until the year 2044. Once finished, a train on this line would depart once every half hour during peak periods, and once an hour the rest of the day. The train trip would take 70 minutes from Longmont to Denver, and 50 minutes from Boulder to Denver.

A proposed alternative to this rail line is to build additional bus rapid transit lines at a cost of about three hundred fifty million dollars ($350 million). Unlike traditional buses, rapid transit buses run every five to fifteen minutes during peak periods, have more doors for faster-boarding, and offer "rail-like" bus service with pre-paid fares and wifi service. These buses would operate in partially dedicated lanes along the Longmont Diagonal, State Highway 7, State Highway 287, and South Boulder Road corridors connecting Longmont, Boulder, Louisville, Lafayette, Erie and Broomfield. Some of these bus routes would also connect with rapid transit buses running along US 36, which would take 55 minutes to get from Longmont to Denver and 40 minutes from Boulder to Denver

Before now, had you seen or heard anything about this alternative to rail service, with several rapid transit bus routes connecting Boulder County cities and to Denver.? *[n=603]*

Yes	47%
No	52%
DK/NS	1%

16. Given that there is only enough money to fund one of the two alternatives, which would you prefer? Would you prefer to see funds used to accelerate from 2044 to 2030 the construction of the rail line between Longmont, Boulder and Denver, with peak period service every 30 minutes at a cost of one billion dollars, or would you prefer to build and complete the bus rapid transit system by 2020, with peak service every 5 to 15 minutes, at a cost of three hundred and fifty million dollars? *[n=603]*

Use money to accelerate the rail to compete it by 2030	29%
Use money to build by 2020 a rapid transit bus network	56%
DK/NS	15%

DEMOGRAPHICS

D1. Now talking some more about you, some people are always following what's going on in politics and public affairs. Others just aren't that interested. Do you follow what's going on politically and in government all of the time, most of the time, some of the time or almost never? *[n=603]*

All of the time	19%
Most of the time	39%
Some of the time	35%
Almost never	7%
Refused	--
DK/NS	--

D2. Did you happen to vote in the 2012 general election, that included votes for President and the US Congress, among others? *[n=603]*

Yes, voted	99%
No, didn't vote	1%
DK/NS	--

D3.   Do you own or rent your home? *[n=603]*

Own.. 75%
Rent 21%
DK/NS/Refused.. 4%

D4.   How many people, including yourself, live in your household? *[n=603]*

1 .... 18%
2 .... 35%
3 .... 16%
4 or more... 29%
Refused 2%

D4a.   **[Ask if R says "2 or more" in D4; else go to D5]** How many of those living in your home are under the age of 18? *[n=485]*

None 63%
1 .... 14%
2 .... 17%
3 or more... 5%
Refused 1%

D5.   Are you a full or part-time college student? *[n=603]*

Yes... 13%
No.. 87%
DK/NS... *

D6.   Now, I have just a few more questions for statistical purposes only. May I ask how old you are? *[n=603]*

18-34 .... 21%
35-44 .... 14%
45-54 .... 19%
55-64 .... 20%
65 or older... 20%
Refused 6%

D7.   And which of the following income groups includes your family's total annual income from all sources in 2013? **[Read list except refused and DK/NS]** *[n=603]*

Up to $20,000 .... 5%
$20,000, but less than $30,000 .... 6%
$30,000, but less than $40,000 .... 7%
$40,000, but less than $50,000 .... 7%
$50,000, but less than $60,000 .... 7%
$60,000, but less than $75,000 .... 8%
$75,000, but less than $100,000.. 14%
$100,000, but less than $150,000.. 15%
$150,000 or over 13%
Refused .... 15% ⇐ *Do not read*
DK/NS... 3% ⇐ *Do not read*

D8.   Finally, so we can ensure that all groups are statistically represented, would you please tell me what racial or ethnic group or groups you consider yourself to be a member of? *[Single Response only]* *[n=603]*

White/Caucasian 81%
Black/African-American 1%
Hispanic/Latino 7%
Oriental/Asian-American/Asian/Pac. islander 1%
American Indian/Native American 1%
Multi-Ethnic/Mixed race... 4%
Other 1%
Refused 4%
DK/NS... --

Thank you for taking our survey, your answers have been extremely helpful.

Methodology

2014 Boulder County Issues Survey was conducted on behalf of the City of Boulder by Drake Research & Strategy, Inc., a public opinion research firm in Boulder, Colorado. The results of this survey are based upon 603 telephone interviews conducted among active voters residing in the City of Boulder. Drake purchased a sample of telephone numbers, and a supplemental list of cell phone numbers, of active County registered voters, which was then randomly sampled. Quotas were established to obtain appropriate representation for gender, geography, political party and for age. Interviews were conducted from February 28 to March 9, 2014. A random sample of 603 has a worst-case 95% confidence interval of plus or minus 4.0% about any one reported percentage.