

**Economic Development Survey Comparison
2004 vs. 2015 Surveys**

Demographics	2004	2015
Number	408	285
Gender	68% female, 32% male	55% female, 40% male, 1% other
Age	1) 35-49, 2) 50-69, 3) 25-34	1) 50-69, 2) 35-49, 3) 25-34
Tenure	49% 10+ years, 25% 1-5, 19% 6-10	33% 20+, 25% 11-20, 21% 1-5
Place	61% Outside town, 39% In town	56% Outside town, 44% In town

Frequency of Visits	2004	2015	Change
Almost daily	50%	68%	36%
About 1/week	30%	27%	-10%
2X/month	8%	3%	-63%
1X/month	6%	1.5%	-75%
4X/year	4%	0.8%	-80%
1X/year or less	2%	0%	-100%

Nature of Visits	2004	2015	Change
Grocery	90%	91%	1%
Other Shopping	39%	47%	21%
Restaurants/bars	80%	86%	7%
Entertainment	39%	53%	36%
Library	25%	45%	80%
Schools/child care	20%	23%	15%
Personal (bank, etc.)	42%	51%	21%
Special Events	42%	47%	12%
Post Office	75%	80%	7%
Town Hall	11%	32%	191%
Hardware store	N/A	88%	N/A
Outdoor Rec	52%	68%	31%
Other	21%	14%	-33%
	^^ RTD, work, gas, auto repair, laundry, pharmacy, doctor, fitness, vet	^^ Church, Carousel, transfer station, Wild Bear, work, visiting friends, fitness, vet, Community Center	

Reasons Not Visiting	2004	2015	Change
Lack of products/services	36%	36%	0%
Perception of high prices	32%	36%	13%
Limited parking	3%	41%	1267%
Difficult to get around/find stuff	3%	8%	167%
Poor customer service	17%	25%	47%
Lack of interesting things to do	8%	8%	0%

Commute to work, shop elsewhere	39%	26%	-33%
Generally unappealing environment	15%	18%	20%
Other	33%	36%	9%
	^^ Limited hours, don't shop a lot, no issues, not much organic produce, drug culture, crowded in tourist season, road conditions, speed traps, smoking, cleanliness		^^ Traffic congestion, lacking walkability, lacking bathrooms, drug culture, homeless people presence, police issues, limited hours

Business Visited At Least 1X/Month

	2004	2015	Change
Downtown Boulder, e.g. Pearl St. Mall	35%	31%	-11%
Boulder -- groceries, household items	77%	79%	3%
Costco, Walmart, Target, other big box	66%	61%	-8%
29th St., other malls	16%	26%	63%
Denver area	13%	12%	-8%
Online shopping	34%	56%	65%
Other	18%	10%	-44%
	^^ Music halls down below, friends outside town, restaurants, personal services, fitness (some data missing)		^^ Craft stores, sporting goods, medical/personal services, hardware, restaurants, nail/hair salons

Suggested Improvements

	2004	2015	Change/Yes	Change/No	2004 Suggestions	2015 Suggestions
More/different restaurants	27% yes 26% no 47% maybe	47% yes 24% no 29% maybe	74%	-8%	Asian, mostly Chinese (60), Mexican (47), Veg./healthy (12), Non-smoking (10), Fast Food (9)	Mexican (68), Cheaper/Better Quality (37), Healthy (33), Italian (25), Chinese (20), Ethnic (19)
Unique shops	16% yes 37% no 47% maybe	39% yes 26% no 35% maybe	144%	-30%	Art, flowers, clothing, bakery, music, gifts, sporting goods, beauty, shoes, books	Arts, craft supplies, gifts, unique products, sporting goods, clothing, pharmacy, locally made, household items, thrift, books
More household staples	15% yes 38% no 47% maybe	39% yes 21% no 40% maybe	160%	-45%	Basics, e.g. socks, gloves; clothing, kitchen, variety, organic foods, lumber, better prices	Locally made, organic, clothing, better prices, toiletries, auto supplies, food variety, sporting goods
More, better rec activities	22% yes 44% no 34% maybe	38% yes 31% no 31% maybe	73%	-30%	Biking/walking paths, swimming, rec center, ice rink, boating, tennis, skating	
Enhanced physical environment	27% yes 37% no 36% maybe	47% yes 24% no 29% maybe	74%	-35%	Walking/biking paths, general better walkability, landscaping, filling pot holes, traffic mgmt, improve buildings, lakefront beautification, general cleaning	Fix/clean streets, general walkability, better paths, general cleaning/maintenance, parking improvements, outdoor venue, transient 'mgmt', more trash recepticals. remove sheds

Live entertainment	13% yes 52% no 35% maybe	33% yes 33% no 34% maybe	154%	-37%	Dance, kid-friendly, jazz, theater, earlier hours, concert venue, non-smoking	Family-friendly, local musicians, earlier music hours, bluegrass/folk/blues, classical music, theater/comedy, variety, rodeo/historical, buskers
Special events	13% yes 48% no 40% maybe	35% yes 29% no 36% maybe	169%	-40%	Locals events, sporting events/bike races, fairs, outdoor movies/film fest, festivals	Farmers market, small-scale events, music festivals, family-oriented, arts events, community/historical events, fewer events, speakers
More welcoming atmosphere	21% yes 40% no 40% maybe	47% yes 24% no 29% maybe	124%	-40%	Less smoking, better service, less police presence, cleaner, improved aesthetics, better walkability, traffic/parking improvement	Less drug culture, better wayfinding, info about events, etc., better parking, better customer service, more walkability, general cleanliness, less police presence, more public bathroom access, reservoir development, transient mgmt, better relationship with businesses
Better info on what exists	15% yes 43% no 42% maybe	32% yes 33% no 36% maybe	113%	-23%	Info on events/entertainment, how to find things in town, improved info in newspaper	
Other	42% yes 28% no 30% maybe	N/A	N/A	N/A	Duplicative	

ONE Improvement to Commercial Districts

	2004	2015
Improve walkability, e.g. trails, crossings, safety	45 mentions	37 mentions
Cleanliness, general aesthetics, road repair	45 mentions	49 mentions
Leave it alone, don't change things	23 mentions	3 mentions
Less police presence, friendlier relationship	6 mentions	12 mentions
Clean up drug, alcohol culture/image	6 mentions	5 mentions
Other suggestions	Increase recreation opportunities, availability of groceries/other products at lower prices, dog control, non-smoking atmosphere	Increase variety of products/shops, encourage mixed-use and other zoning to create better downtown development, business friendliness, amphitheater

Note: The 2004 survey was conducted by National Research Center and was a randomly sampled scientific survey. The 2015 survey was conducted by Town staff, using Survey Monkey, and was not based upon a scientific model.