CITY OF LONGMONT

Policy Exploration Survey

FINAL REPORT OF RESULTS

September 2005

City of Longmont
350 Kimbark Street
Longmont, CO 80501
(303)651-8691

Prepared by:

NATIONAL RESEARCH CENTER Inc.

3005 30th Street • Boulder, CO 80301 • 303-444-7863 • www.n-r-c.com

Table of Contents

Table of Tables

Table of Figures

EXECUTIVE SUMMARY

SURVEY BACKGROUND

The Longmont Policy Exploration Survey serves as an opportunity for residents to give their opinions about important issues facing the community. Longmont staff and elected officials have authorized to conduct a citizen survey annually since 1996. In 2004, city leaders determined that on alternate years a tracking survey on service and community quality would be conducted (the citizen survey that has been conducted since 1996) followed by a survey like this one that explores community perspectives on policy options and seeks to explain some of the findings from the citizen survey. This is the first policy exploration survey that is anticipated to occur every other year into the future. The central topics of this report include: retail development, downtown redevelopment, Main Street redevelopment, planning and growth, environmental issues, traffic and transportation and streets.

METHODS

The 2005 survey used a stratified random sampling to select 1,000 residents in each of three Wards to receive survey mailings. The questionnaire was six pages in length in addition to a cover letter signed by Mayor Pirnack.

Of the 2,863 eligible surveys mailed in June 2005, a total of 1,021 responded to the mailed questionnaire giving a response rate of 36%. The margin of error is no greater than plus or minus three percentage points around any given percent based on community-wide estimates.

RETAIL DEVELOPMENT

Residents responding to the survey rated the importance of specific characteristics related to potential new retail development in Longmont. The percent of respondents rating each item as "essential" or "very important" is as follows:

- Quality of goods sold (88%)
- Variety of shopping opportunities (82%)
- Price of goods sold (79%)
- That the development is attractive (74%)
- That the development maintains a small town atmosphere (47%)
- That the development is close to downtown Longmont (27%)
- That the development includes residential living units with retail (16%)

Survey respondents were asked how often they shop for various items in Longmont. The percent who answered “most of the time” or “almost always” is as follows:

- Groceries (94%)
- Clothes/personal items (65%)
- Meals and entertainment (72%)
- Large household appliances (45%)
- Computers, electronics and televisions (30%)
- Furniture (26%)
- Other items (54%)

Respondents were asked to select reasons for shopping outside of Longmont. The percent of respondents who selected each item is as follows:

- I like the range and quality of goods and services (56%)
- Desired item is not available in Longmont (47%)
- It is more affordable (35%)
- I shop the Internet (26%)
- It is convenient; on my way to or from work or near my home (18%)
- I shop catalogues (16%)
- Other (13%)
- Don't shop outside of Longmont (2%)

The respondents who said “the desired item is not available in Longmont” specified items or stores they were referring to:

- Home electronic stores (e.g., Best Buy) (64%)
- ‘High end’ or ‘quality’ clothing stores (57%)
- Furniture stores (49%)
- Bulk discount stores (e.g., Sam's, Costco) (47%)
- Discount clothing stores (e.g., Old Navy, TJ Maxx, Marshall’s (21%)
- Computer stores (18%)
- Natural food stores (e.g., Whole Foods, Wild Oats) (16%)
- Sporting goods stores (13%)
- Home stores (e.g., Crate and Barrel, Pottery Barn) (8%)
- Car dealers/auto shops (4%)
- Hunting/fishing/camping stores (2%)

When asked where they shop most often when they shop outside of Longmont, respondent answers varied:

- Shopping malls (e.g., Flatirons Crossing, Cherry Creek Mall, (39%)
- Other (25%)
- Discount outlet malls (e.g., Loveland, Castle Rock) (14%)
- Downtown shopping in other communities (e.g., Pearl Street Mall) (11%)
- Discount bulk stores (e.g., Sam's, Costco) (9%)
- Don't shop outside of Longmont (2%)

DOWNTOWN REDEVELOPMENT

Longmont residents responding to the survey were asked to rate the importance of specific criteria for downtown redevelopment. The percent who answered "essential" or "very important" to each item is as follows:

- Parking availability (83%)
- Free parking (81%)
- Variety of shopping opportunities (66%)
- Maintaining the unique historic character of the area (62%)
- Maintaining a "small town" atmosphere (57%)
- Entertainment (playhouse, movie theater, etc.) (54%)
- Public Square (i.e., community gathering place) (47%)
- Specialty shops (47%)
- Availability of a mixed use parking structure (e.g., parking and retail) (46%)

MAIN STREET REDEVELOPMENT

Respondents were asked to rate the importance of adding various community opportunities to the area between the Prospect neighborhood and Highway 66 on Main Street, then to select which three opportunities they would most like to see added to this area. Following are the percent of respondents who selected each as a top priority:

- 'High-end' restaurants (48%)
- Unique specialty shops (41%)
- Department stores (35%)
- Stores that sell books or CDs (30%)
- Stores that sell computers and electronics (28%)
- Big box retail stores (21%)
- Grocery stores (19%)
- Stores that sell household appliances (14%)
- Lodging opportunities (14%)
- Fast food restaurants (13%)
- Sporting goods stores (11%)
- Other (14%)

About 7 in 10 respondents said that they would "somewhat" or "strongly" support the City of Longmont offering monetary incentives to encourage desirable businesses to locate in Longmont, with one-quarter in "strong" support. About one in five respondents "somewhat" opposed it and 13% "strongly" opposed the idea.

Those responding to the survey were asked to indicate how often they or members of their household have used the Internet in the last 12 months to make purchases for various listed items. The percent of respondents who reported making a purchase of each item at least "once or twice" in the last year is as follows:

- Clothes/personal items (55%)
- Books, music, movies (55%)
- Computers, electronics and televisions (41%)
- Other items (38%)
- Furniture (11%)
- Large household appliances (6%)
- Groceries (4%)

Respondents also were asked to select reasons why they utilize the Internet for shopping purposes. The proportion of respondents selecting each possible answer is as follows:

- It is convenient (43%)
- The desired item is not available in Longmont (40%)
- We don't use the Internet to shop (33%)
- We like the range/quality of goods and services (31%)
- It is more affordable (30%)
- Other (8%)

Planning and Growth

Respondents were asked to indicate the extent to which they support or oppose the City annexing land eastward toward I-25, if landowners were to request it. About two-thirds said that they "somewhat" or "strongly" supported this idea, with a quarter in "strong" support, while 32% said they were opposed to it.

When asked to rate the City of Longmont's planning processes and efforts, about two in five respondents gave "excellent" or "good" ratings. Forty-two percent gave a "fair" rating and 20% said the processes and efforts were "poor."

The respondents who rated the City of Longmont's planning processes or efforts were asked what kinds of topics entered into their decision. The percent of respondents choosing each item is as follows:

- The growth rate in Longmont (64%)
- The traffic situation in Longmont (64%)
- The cost of housing in Longmont (52%)
- The quality of new development in Longmont (47%)
- Class sizes in Longmont schools (34%)
- Planning decisions made by Longmont City Council (31%)
- The amount/type of public input during the development review process (21%)
- The timeliness of completing the planning process (17%)
- What others have told me about Planning in Longmont (11%)
- Customer service delivered by Planning employees (9%)
- Other (14%)

Familiarity with a number of planning documents or processes also was assessed; the percent of respondents reporting at least "a little" familiarity with each of the listed items is as follows:

- Longmont Area Comprehensive Plan (40%)
- Multi-modal Transportation Plan (39%)
- Downtown Market Study (33%)
- Citywide Strategic Plan (32%)
- Wildlife Management Plan (29%)
- Development Regulation Code (23%)
- Envision 20/20 (19%)

Respondents were asked how likely or unlikely they thought a list of potential problems was to occur due to growth, then indicate which item they thought was the "most significant" problem to result from new growth and development in the city. One-third of respondents thought that traffic congestion was the most significant problem to occur because of growth, with 77% stating it was "very likely" and 99% stating it was at least "somewhat likely" to occur. About one-quarter of respondents felt that crime was a significant problem, with 86% thinking it was likely to occur due to new growth and development in the city.

ENVIRONMENTAL ISSUES

Survey respondents were asked to what extent they supported or opposed the City of Longmont implementing various environmental or resource conservation policies or solutions. A majority of respondents said that they supported each possibility, with the most support going to the use of renewable energy resources and continuing rebate programs for energy or water efficient fixtures (washers, toilets, air conditioners). More than 90% of respondents reported support, with more than half in "strong" support of this idea.

Respondents were then asked to select the maximum amount that they would be willing to pay to support renewable energy efforts by the City. The majority of respondents reported that they would be willing to pay from $1 to less than $10 more per month.

TRAFFIC AND TRANSPORTATION

Just over a third of Longmont respondents rated the ease of travel in the city as "excellent" or "good," while 43% thought it was "fair" and 21% felt it was "poor."

Almost all respondents (95%) felt that too much traffic congestion on Longmont's streets was at least a "minor problem," while 77% felt that traffic moving too fast on City streets was at least a "minor problem."

When asked which of the two problems should be the City's top priority, almost 70% of respondents said traffic congestion and 32% thought that the City should make the speed of traffic in the City a priority.

Respondents were asked to indicate the extent to which they agreed or disagreed with various statements about traffic in Longmont. A majority of respondents "somewhat" or "strongly" agreed with three of the seven statements:

- The City of Longmont should concentrate on providing more alternatives to the automobile in order to relieve current and future traffic congestion (76%)
- The City of Longmont should build new roads in order to relieve current and future traffic congestion (72%)
- The City of Longmont should widen existing major roads in order to relieve current and future traffic congestion (72%)

Longmont respondents were asked to rate how much of a concern, if at all, various aspects of traffic were to them. Most aspects were thought to be at least a "minor" concern by about half of the respondents or more. About half of respondents felt that traffic congestion on major streets such as Hover Road and traffic congestion on major highways such as Ken Pratt Boulevard were "major" concerns, with about 95% rating each as at least a "minor" concern.

STREETS

When asked to rate how much of a concern, if at all, a list of various street improvement issues was within the City of Longmont, then select which three they would most like to see fixed first, about two-thirds of respondents the surface condition of major roads, the number of potholes on city streets and the completion of major streets within the City (Pace Street, Airport Road, Weld County Road 1).

Residents responding to the survey were asked to indicate the extent to which they would support or oppose extending Longmont's current three-quarter cent sales tax dedicated for street improvements and maintenance that is scheduled to terminate in December 2006. A majority of respondents (76%) said that they supported extending the tax for another five years, with 25% in "strong" support.

SINGLE MOST IMPORTANT ISSUE IN LONGMONT

A final question on the survey asked residents to select the single most important issue on which they think the City of Longmont should place its emphasis, based on the issues presented in the survey. While responses varied, the top two choices were land use planning or growth (23%) and traffic and transportation (21%).

SURVEY BACKGROUND

SURVEY BACKGROUND

The Longmont Policy Exploration Survey serves as an opportunity for residents to give their opinions about important issues facing the community. Longmont staff and elected officials have authorized to conduct a citizen survey annually since 1996. In 2004, city leaders determined that on alternate years a tracking survey on service and community quality would be conducted (the citizen survey that has been conducted since 1996) followed by a survey like this one that explores community perspectives on policy options and seeks to explain some of the findings from the citizen survey. This is the first policy exploration survey that is anticipated to occur every other year into the future. The central topics of this report include: retail development, downtown redevelopment, Main Street redevelopment, planning and growth, environmental issues, traffic and transportation and streets.

METHODS

The 2005 survey used a stratified random sampling to select 1,000 residents in each of three Wards to receive survey mailings. The questionnaire was six pages in length in addition to a cover letter signed by Mayor Pirnack.

Of the 2,863 eligible surveys mailed in June 2005, a total of 1,021 responded to the mailed questionnaire giving a response rate of 36%. The margin of error is no greater than plus or minus three percentage points around any given percent based on community-wide estimates.

Survey results were weighted so that the respondent age, education and ethnicity were represented in the proportions reflective of the entire City. (For more information see Appendix VI. Detailed Survey Methodology.)

Unless otherwise indicated, reported responses are for those who had an opinion – "don't know" responses were removed from the analyses, but can be found in the complete set of frequencies in Appendix V. Complete Set of Frequencies. Percentage points in tables may not always add to 100 due to rounding or the respondents having the option to select more than one answer.

Open ended responses and "other" responses appear verbatim in Appendix IV. Verbatim Responses.

UNDERSTANDING THE RESULTS

PRECISION OF ESTIMATES

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (1,021 completed surveys). For each Ward (1, 2 or 3), the margin of error rises to approximately plus or minus 5.5 percentage points since sample sizes were approximately 322 for Ward 1, 329 for Ward 2 and 370 for Ward 3.

PUTTING EVALUATIONS ONTO A 100-POINT SCALE

Responses to some of the evaluative or frequency questions were made on four- or five-point scales with one representing the best rating. Some of the results in this summary are reported on a common scale where zero is the worst possible rating and 100 is the best possible rating. If everyone reported "Excellent," then the result would be 100 on the 0-100 scale and if everyone reported "Good," then the average rating for quality of life would be 67 points. The new scale can be thought of like the thermometer used to represent total giving to United Way. The higher the thermometer reading, the closer to the goal of 100 – in this case, the most positive response possible. The 95 percent confidence interval around a score on the 0-100 scale based on all respondents typically will be no greater than plus or minus three points on the 100-point scale.

COMPARING SURVEY RESULTS

The 2005 report includes comparisons of specific questions by Ward and illustrates where responses of residents from the three Wards were significantly different from each other (see Appendix II. Comparison of Responses by Ward of Residence). Comparisons by demographic subgroups for select questions can be found in Appendix III. Comparison of Responses by Demographic Subgroups.

Retail Development

Importance of New Retail Development

Longmont residents responding to the survey were asked to rate the importance of specific characteristics related to potential new retail development in Longmont (see Figure 1: Important Characteristics for New Retail Development). About 9 in 10 respondents (88%) reported that the quality of goods sold was "essential" or "very important" to new retail development in the City, followed closely by about four in five respondents mentioning that the variety of shopping opportunities and the price of goods sold was at least "very important." About three-quarters of respondents felt that the attractiveness of the development was an "essential" or "very important" characteristic for new retail development and 47% of respondents thought that maintaining a small town atmosphere was at least "very important." While about one-quarter of respondents felt it was at least "very important" to develop close to downtown Longmont, 42% said it was "not at all important" and about 60% of respondents reported that it was "not at all important" to include residential living units with retail development (see Table 1: Important Characteristics for New Retail Development).

Figure 1: Important Characteristics for New Retail Development

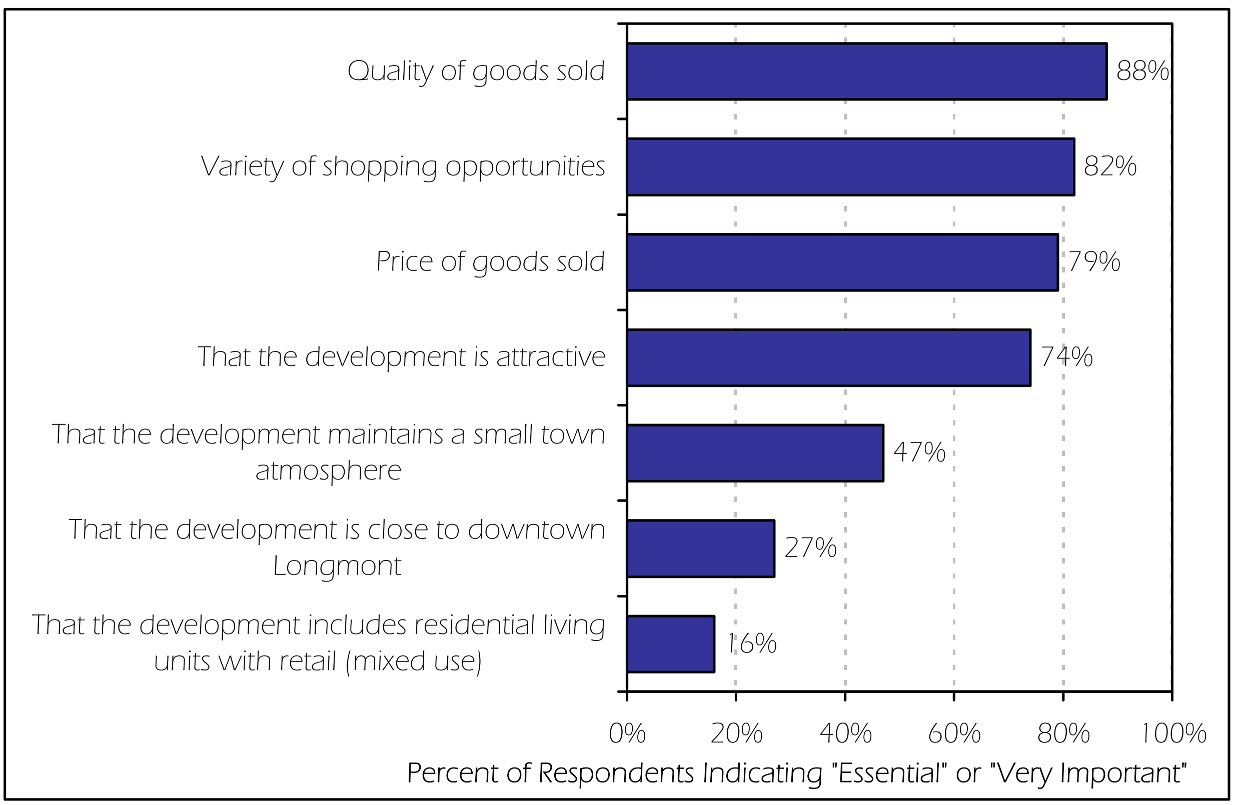


Table 1: Important Characteristics for New Retail Development

If there will be new retail development in Longmont, what characteristics of that development are important to you? Please rate each:	Essential	Very important	Somewhat important	Not at all important	Total
Quality of goods sold	35%	53%	11%	2%	100%
Variety of shopping opportunities	32%	50%	16%	2%	100%
Price of goods sold	36%	43%	18%	3%	100%
That the development is attractive	30%	44%	22%	4%	100%
That the development maintains a small town atmosphere	22%	25%	30%	24%	100%
That the development is close to downtown Longmont	8%	19%	31%	42%	100%
That the development includes residential living units with retail (mixed use)	5%	11%	25%	58%	100%

SHOPPING ACTIVITY IN LONGMONT

Survey respondents were asked how often they shop for various items in Longmont (Figure 2: Frequency of Shopping in Longmont). While a majority of respondents reported shopping for the following items at least "most of the time" in Longmont: groceries (94%), meals and entertainment (72%) and clothes or personal items (65%), fewer respondents reported shopping for the following items as often: larger household appliances (45% reporting "most of the time" or "almost always"), computers, electronics and televisions (30%) and furniture (26%).

At least a third of respondents reported "never" purchasing computers, electronics and televisions (37%) and furniture (34%) in Longmont and about a quarter reported "never" purchasing large household appliances in the City.

Figure 2: Frequency of Shopping in Longmont

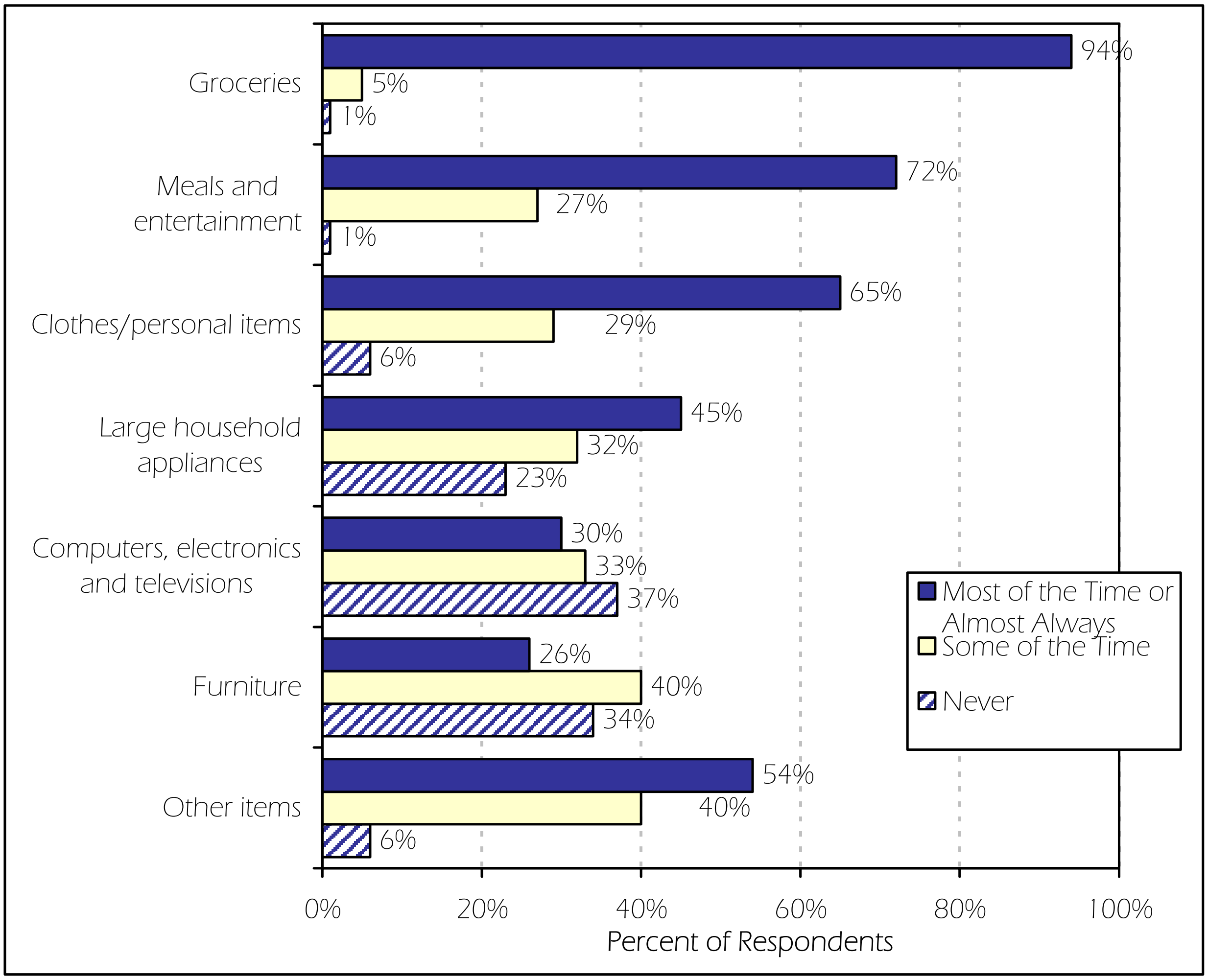


Table 2: Frequency of Shopping in Longmont

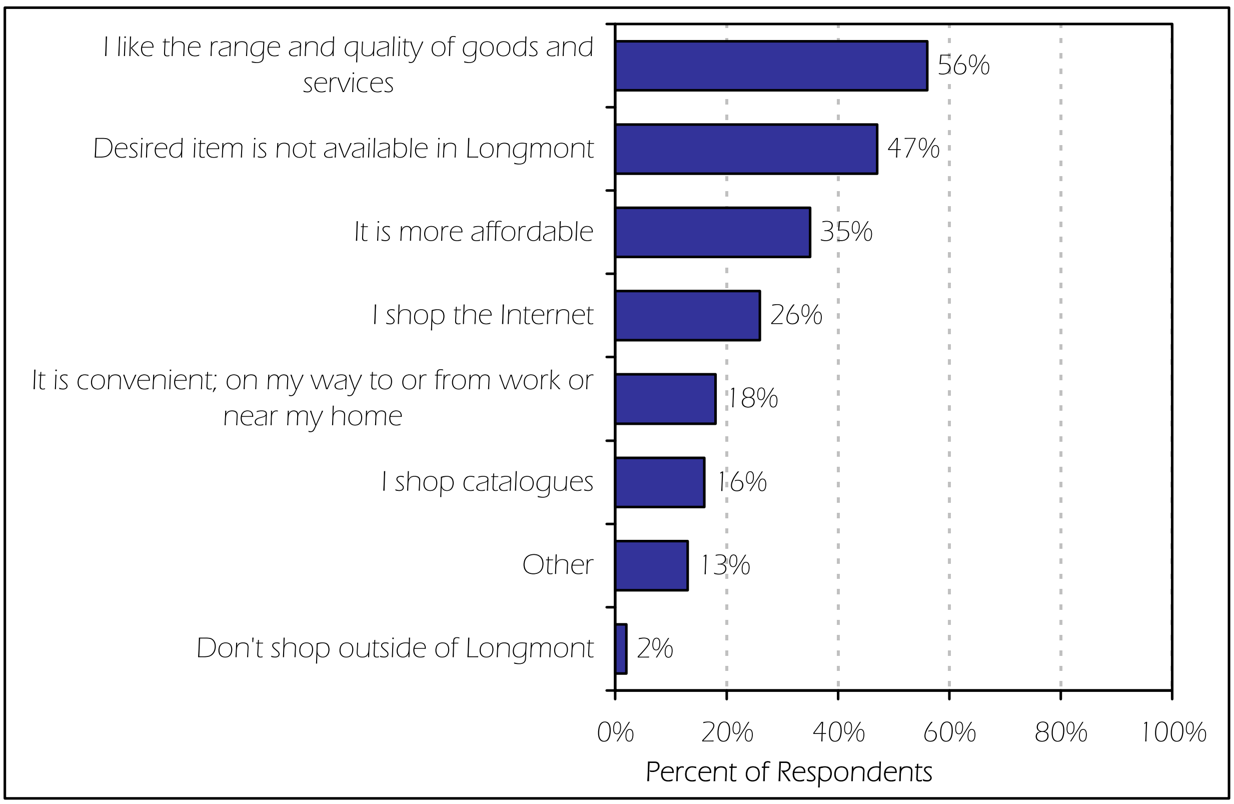
When you shop for the following items, how often do you buy them in Longmont?	Never	Some of the time	Most of the time	Almost always	Total
Groceries	1%	5%	17%	77%	100%
Meals and entertainment	1%	27%	45%	27%	100%
Clothes/personal items	6%	29%	34%	31%	100%
Large household appliances	23%	32%	24%	21%	100%
Computers, electronics and televisions	37%	33%	14%	16%	100%
Furniture	34%	40%	12%	14%	100%
Other items	6%	40%	34%	20%	100%

SHOPPING ACTIVITY OUTSIDE OF LONGMONT

REASONS FOR SHOPPING OUTSIDE OF LONGMONT

When asked to give reasons for shopping outside of Longmont, about three in five (56%) respondents said that they "like the range and quality of goods and services " sold outside of Longmont (see Figure 3: Reasons for Shopping Outside of Longmont). About half of respondents (47%) said that the "desired item is not available in Longmont." About a third said "it is more affordable" to shop outside of Longmont and 26% said that they "shop the Internet." "Catalogues" and the "convenience of shopping on their way to or from work" were mentioned by about one in five respondents.

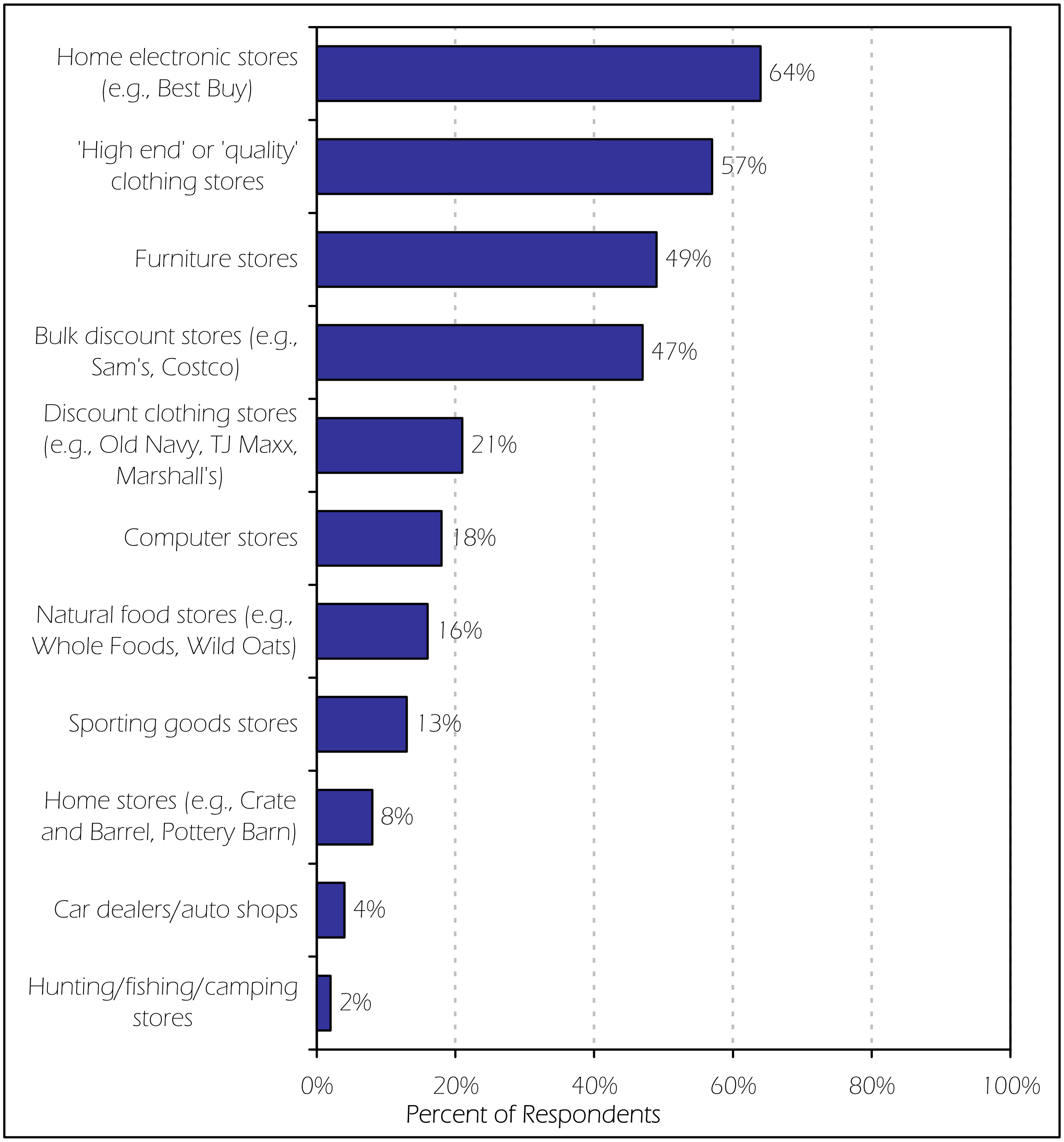
Figure 3: Reasons for Shopping Outside of Longmont



*Percentages may add up to more than 100% as respondents were allowed multiple responses.

Of the respondents who selected "desired item is not available in Longmont" as a response to reasons for shopping outside of Longmont, 64% specified that desired item as home electronic stores" (see Figure 4: Specific Desired Items Not Available in Longmont). Fifty-seven percent said "high-end or quality clothing stores" and half mentioned "furniture stores" or "bulk discount stores (e.g., Sam's, Costco)". About one in five respondents who mentioned a specific desired item stated "discount clothing stores," "computer stores" and "natural foods stores (e.g., Whole Foods, Wild Oats)." Fewer respondents mentioned "sporting goods stores" (13%), "home stores (e.g., Crate and Barrel, Pottery Barn)" (8%), "car dealers/auto shops" (4%) or "hunting, fishing or camping stores" (2%). "Other" responses mentioned by respondents can be found verbatim in Appendix III. Verbatim Responses.

Figure 4: Specific Desired Items Not Available in Longmont

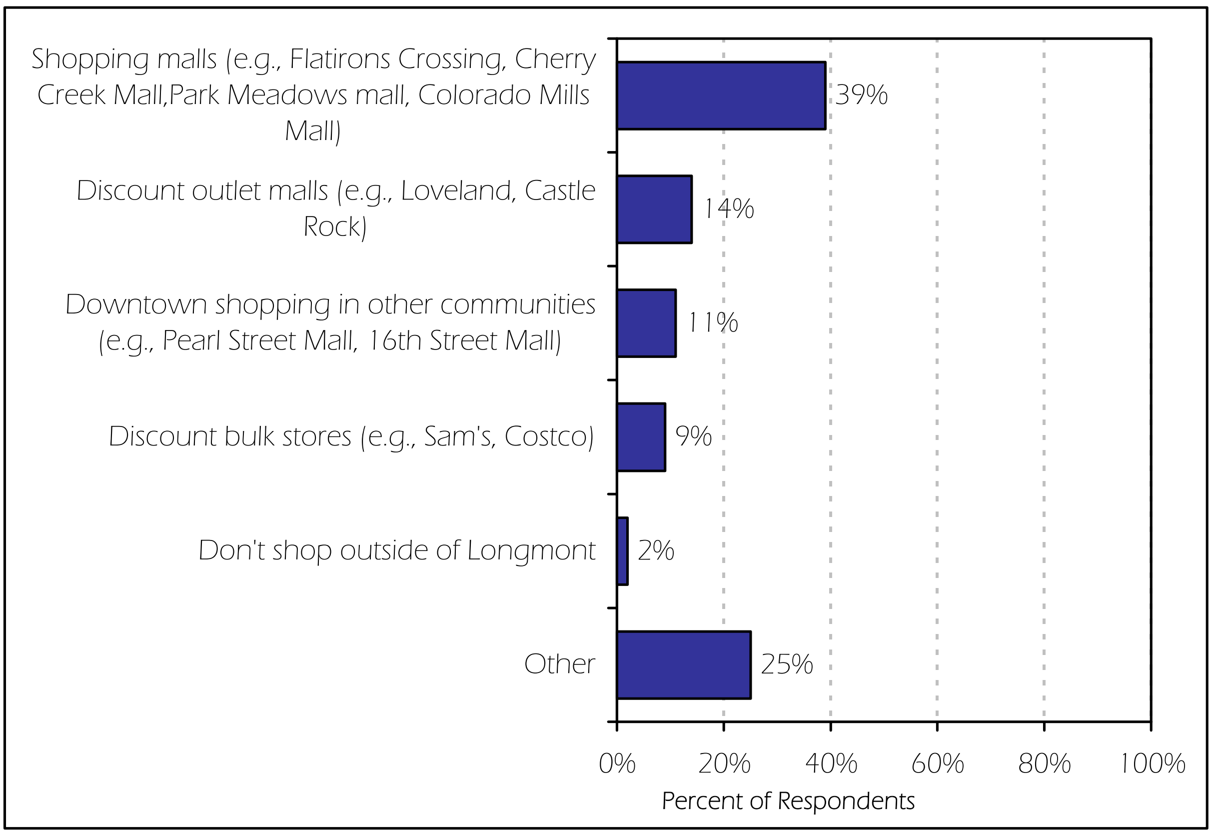


**Percentages may add up to more than 100% as respondents were allowed multiple responses.*

SHOPPING LOCATIONS OUTSIDE OF LONGMONT

Longmont residents were asked where they shop most often when they shop outside of Longmont (see Figure 5: Most Common Shopping Location Outside of Longmont). Two in five respondents reported that they go to "shopping malls (e.g., Flatirons Crossing, Cherry Creek Mall, Park Meadows Mall, Colorado Mills Mall)." Fourteen percent reported shopping at "discount outlet malls (e.g., Loveland, Castle Rock)" and 11% said "downtown shopping in other communities (e.g., Pearl Street Mall in Boulder, 16th Street Mall in Denver)." Respondents also were given an opportunity to mention "other" places they shop. An "other" response that could be coded into its own category was "discount bulk stores (e.g., Sam's, Costco)" (9%). "Other" places mentioned were "Internet," "catalogues" and "home electronic stores (e.g., Best Buy)." All "other" responses can be found verbatim in Appendix IV. Verbatim Responses.

Figure 5: Most Common Shopping Location Outside of Longmont



DOWNTOWN REDEVELOPMENT

Another section of the survey focused on resident opinions about downtown redevelopment between First Avenue and Longs Peak Avenue. When asked to rate the importance of specific criteria for downtown redevelopment, 83% of respondents mentioned that parking availability was "essential" or "very important" and 81% said that free parking was at least "very important." About two-thirds of respondents reported that the variety of shopping opportunities (66%) and maintaining the unique historic character of the area (62%) were at least "very important" to the redevelopment of downtown Longmont. Fifty-seven percent of Longmont residents responding to the survey felt that maintaining a "small town" atmosphere was "essential" or "very important" and 54% thought that entertainment (playhouse, movie theater, etc.) was at least "very important" criteria for the redevelopment of the downtown area. While fewer respondents felt that specialty shops, a public square (i.e., community gathering place) or availability of a mixed use parking structure (e.g., parking and retail) were as important as the previously mentioned criteria for downtown redevelopment, about 47% thought these items to be at least "very important."

Figure 6: Important Criteria for Downtown Redevelopment

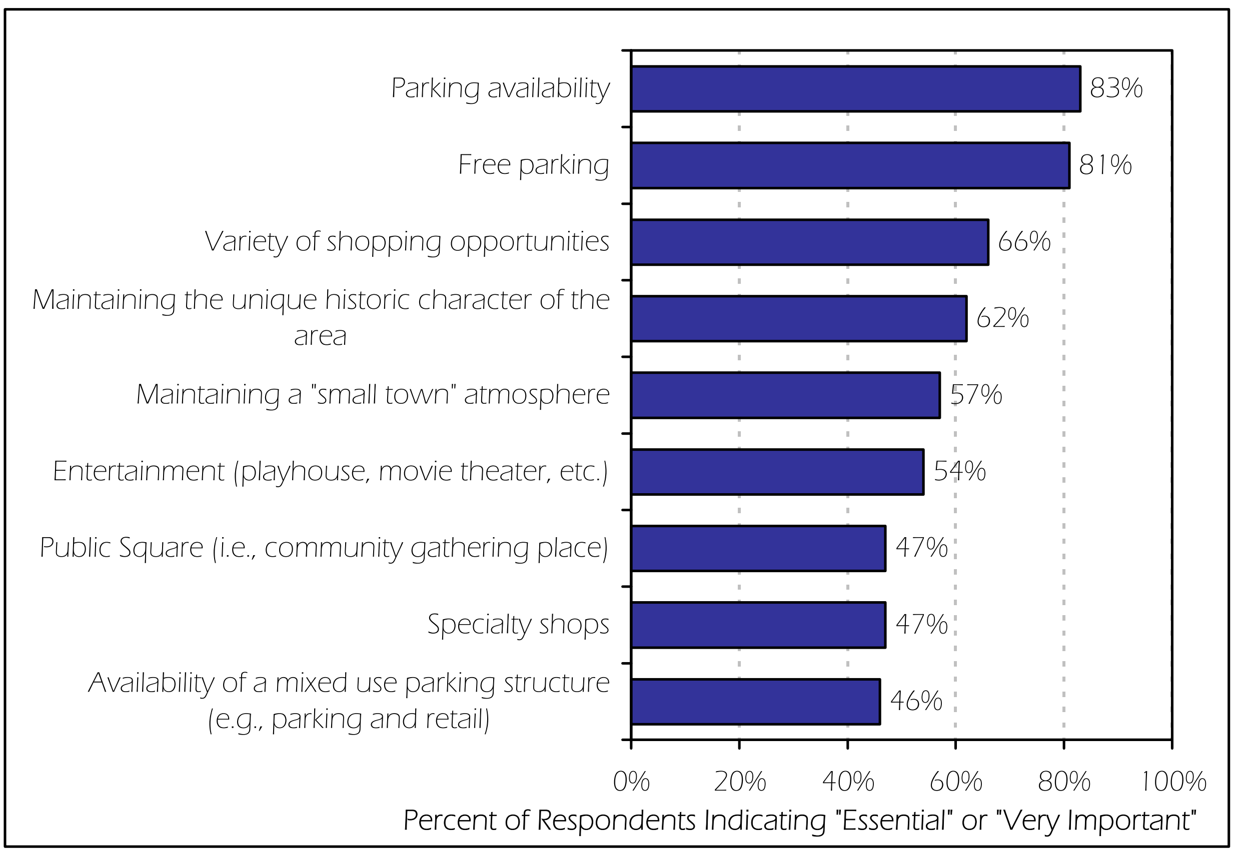


Table 3: Important Criteria for Downtown Redevelopment

Please indicate how important, if at all, each criterion is to the redevelopment of downtown Longmont, between 1st Avenue and Longs Peak Avenue:	Essential	Very important	Somewhat important	Not at all important	Total
Parking availability	41%	42%	13%	4%	100%
Free parking	46%	35%	15%	5%	100%
Variety of shopping opportunities	24%	42%	25%	9%	100%
Maintaining the unique historic character of the area	32%	30%	28%	10%	100%
Maintaining a "small town" atmosphere	27%	30%	25%	18%	100%
Entertainment (playhouse, movie theater, etc.)	19%	35%	33%	13%	100%
Public Square (i.e., community gathering place)	20%	27%	35%	19%	100%
Specialty shops	14%	33%	42%	11%	100%
Availability of a mixed use parking structure (e.g., parking and retail)	14%	32%	39%	15%	100%

Main Street Redevelopment

Importance of Adding Community Opportunities to Main Street Area

Respondents also were asked to think about Main Street redevelopment and rate the importance of adding various community opportunities to the area between the Prospect neighborhood and Highway 66. They were then asked to select which three they would most like to see added to this area (see Figure 7: Important Community Opportunities for Main Street). About half of respondents said that adding 'high-end' restaurants should be a first, second or third priority for the Main Street area and 41% mentioned unique specialty shops as a top priority. One-third (35%) mentioned that department stores were top priority and about 3 in 10 rated stores that sell books or CDs or stores that sell computers and electronics as their first, second or third priorities for Main Street redevelopment. 'Big box' retail stores and grocery stores were thought to be a first, second or third priority by about one in five respondents and other listed items were mentioned by fewer than 20% of respondents as top priorities for Main Street. Some of the "other" responses given by respondents were "mid-priced restaurants," "discount bulk stores (e.g., Sam's, Costco)," "entertainment (e.g., movie theatre)," "natural foods stores (e.g., Whole Foods, Wild Oats)" and "clothing stores." All respondents who mentioned these items rated them as "at least somewhat important." "Other" responses can be found verbatim in Appendix III. Verbatim Responses.

Figure 7: Important Community Opportunities for Main Street

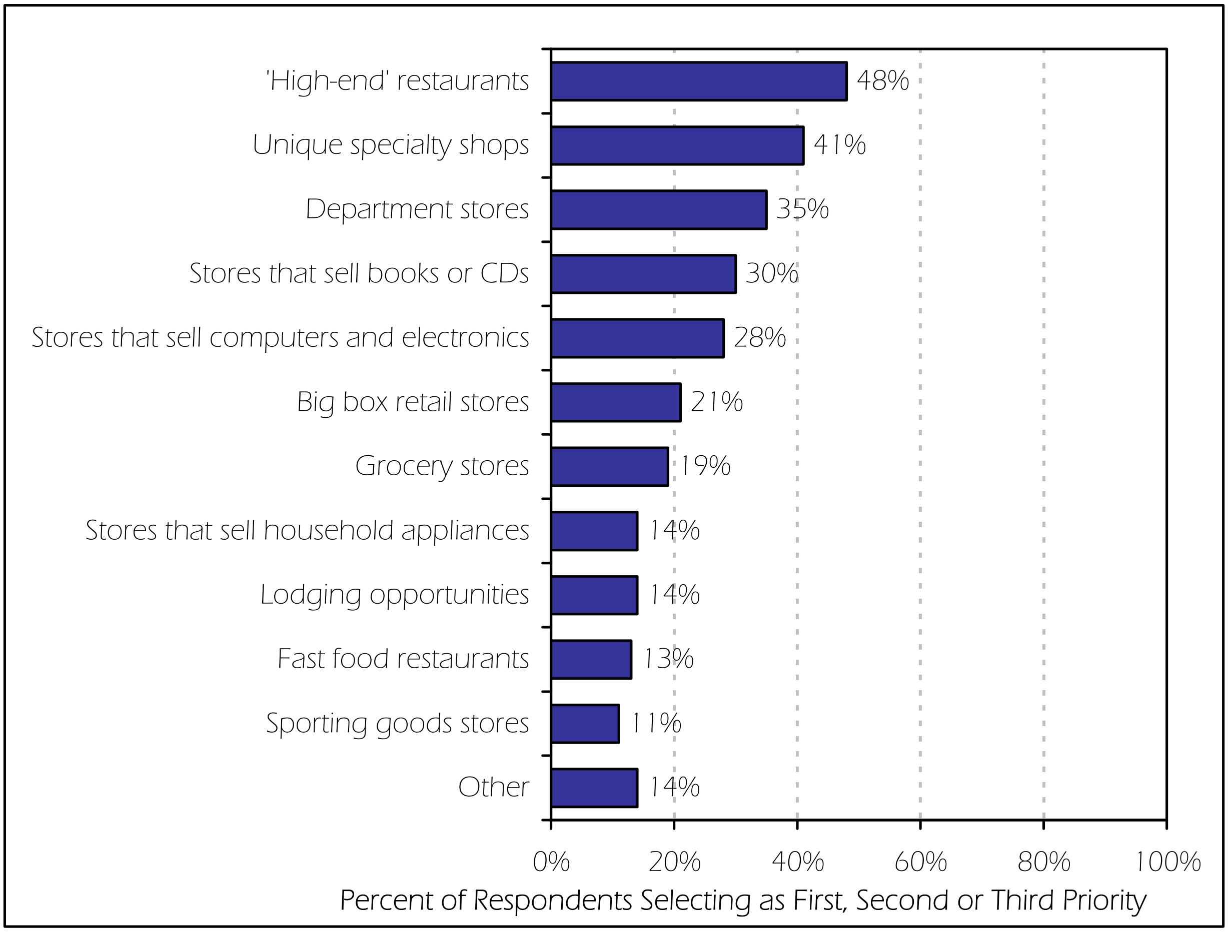


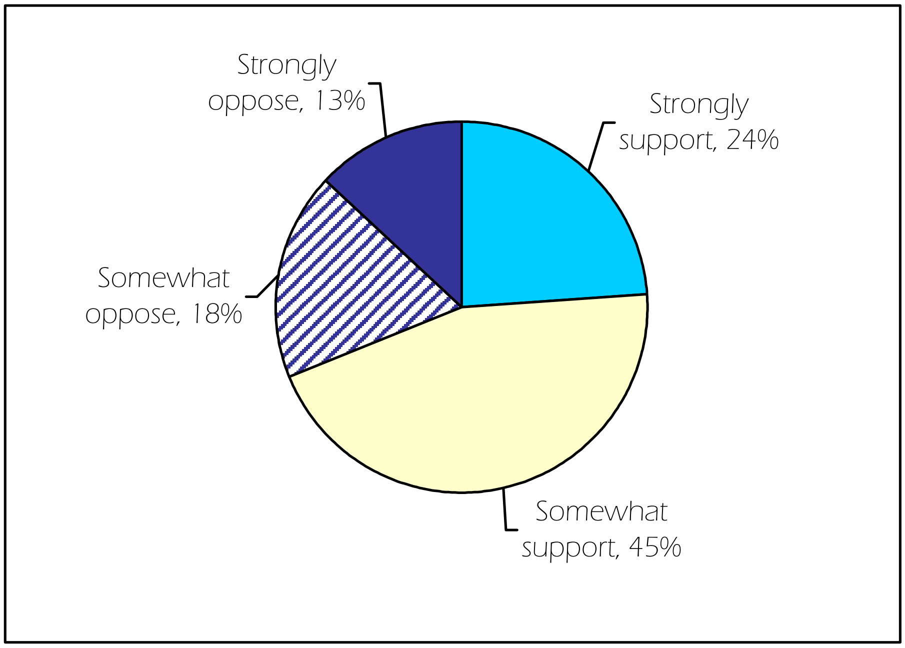
Table 4: Important Community Opportunities for Main Street

Thinking about Main Street redevelopment, please rate the importance of adding each of the following community opportunities to the Main Street area, between the Prospect neighborhood and Highway 66.	Essential	Very important	Somewhat important	Not at all important	Total	Percent of Respondents Selecting as First, Second or Third Priority
'High-end' restaurants	17%	34%	30%	18%	100%	48%
Unique specialty shops	16%	34%	35%	15%	100%	41%
Department stores	12%	25%	41%	22%	100%	35%
Stores that sell books or CDs	8%	29%	48%	15%	100%	30%
Stores that sell computers and electronics	10%	25%	44%	20%	100%	28%
Big box retail stores	11%	18%	34%	38%	100%	21%
Grocery stores	13%	21%	36%	31%	100%	19%
Stores that sell household appliances	7%	21%	48%	25%	100%	14%
Lodging opportunities	4%	15%	44%	37%	100%	14%
Fast food restaurants	7%	13%	34%	46%	100%	13%
Sporting goods stores	8%	18%	45%	29%	100%	11%
Other	36%	13%	24%	26%	100%	14%

Support for or Opposition to Monetary Incentives

When asked to what extent they would support or oppose the City of Longmont offering monetary incentives to encourage desirable businesses to locate in Longmont, a majority of respondents (69%) said that they would "somewhat" or "strongly" support this idea, while 18% said that they "somewhat" opposed it and 13% "strongly" opposed it.

Figure 8: Support for or Opposition to the City Offering Monetary Incentives to Businesses



INTERNET PURCHASES

Those responding to the survey were asked to indicate how often they or members of their household have used the Internet in the last 12 months to make purchases for various listed items (see Figure 9: Frequency of Internet Use to Make Purchases). Fifty-five percent of respondents reported purchasing books, music or movies and clothes/personal items from the Internet at least once in the last year. Forty-one percent said that they had purchased computers, electronics and televisions on-line at least once in the last 12 months and about 10% or fewer respondents mentioned purchasing furniture, large household appliances or groceries via the Internet one or more times in the past 12 months. Thirty-eight percent of respondents mentioned purchasing other items from the Internet at least once in the last year. Some of the "other" items mentioned were "auto parts and supplies," "specialty items /collectibles" "tickets (e.g., airplane, entertainment)" and "sporting goods." All respondents said they or a household member had purchased these items at least once in the past 12 months (see Table 5: Frequency of Internet Use to Make Purchases).

Figure 9: Frequency of Internet Use to Make Purchases

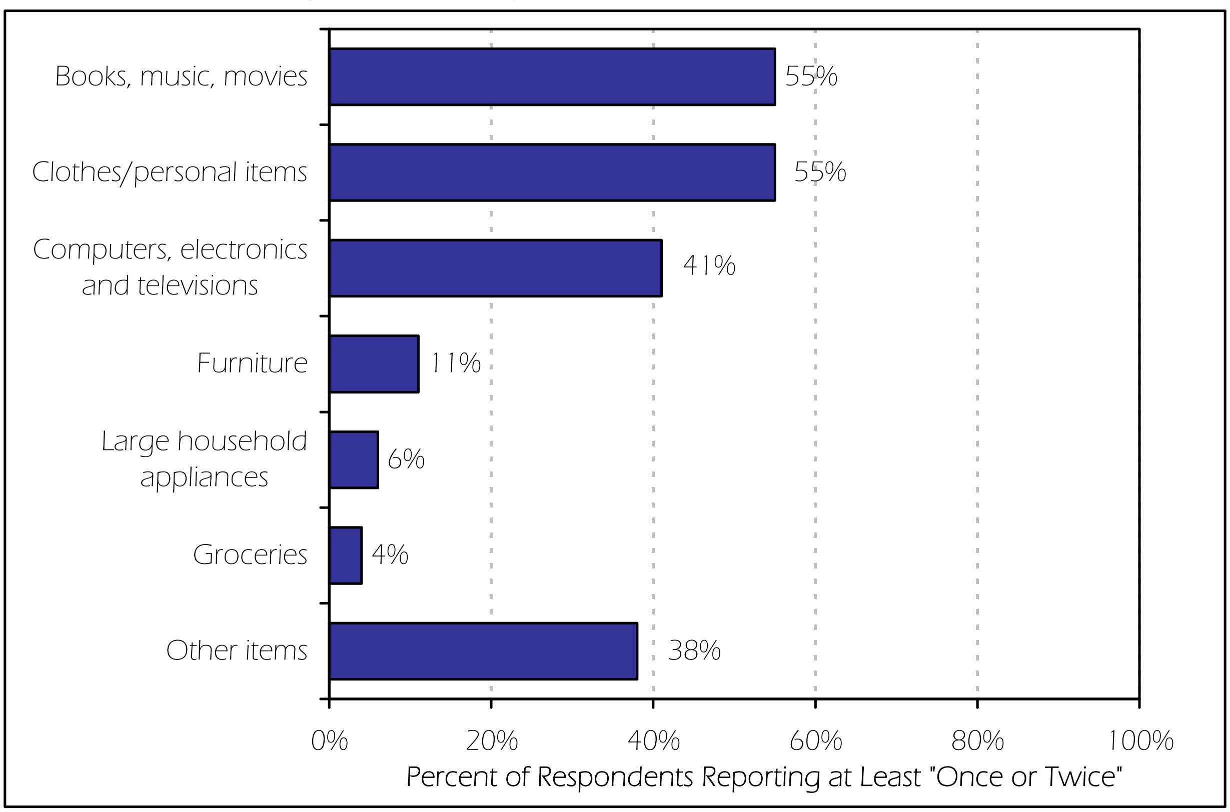
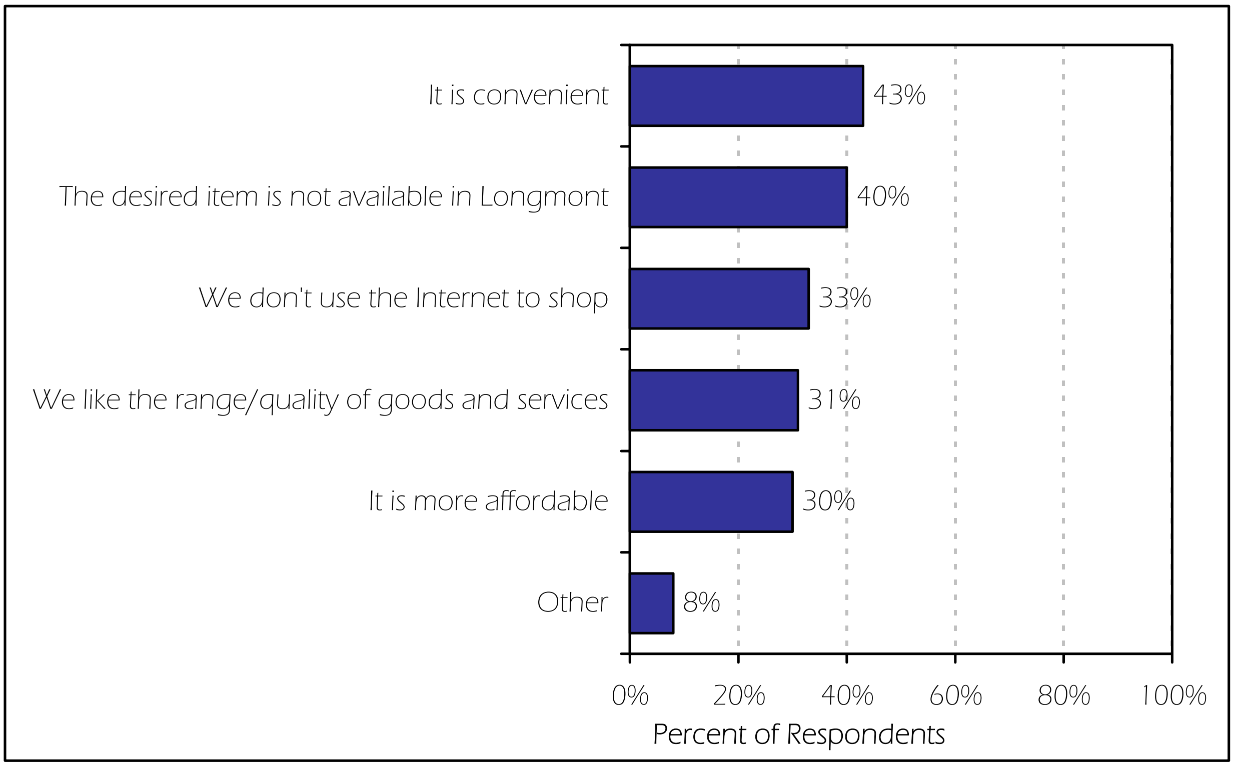


Table 5: Frequency of Internet Use to Make Purchases

Please indicate how often you or other members of your household have use the Internet in the last 12 months to make purchases for the following items:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Groceries	96%	2%	1%	0%	1%	100%
Clothes/personal items	45%	23%	25%	5%	2%	100%
Books, music, movies	45%	21%	25%	6%	3%	100%
Furniture	89%	8%	3%	0%	0%	100%
Large household appliances	93%	5%	1%	0%	0%	100%
Computers, electronics and televisions	59%	26%	12%	2%	1%	100%
Other items	62%	14%	16%	5%	3%	100%

When asked to select reasons from a prompted list why they or household members used the Internet for shopping purposes, about two in five respondents said it was "convenient" (43%) and that the "desired item is not available in Longmont" (41%) (see Figure 10: Reasons for Internet Shopping). At least 3 in 10 respondents mentioned that they "like the range/quality of goods and services" and that "it is more affordable." A third reported that they did not use the Internet to shop. "Other" responses given by Longmont residents responding to the survey can be found in Appendix IV. Verbatim Responses.

Figure 10: Reasons for Internet Shopping

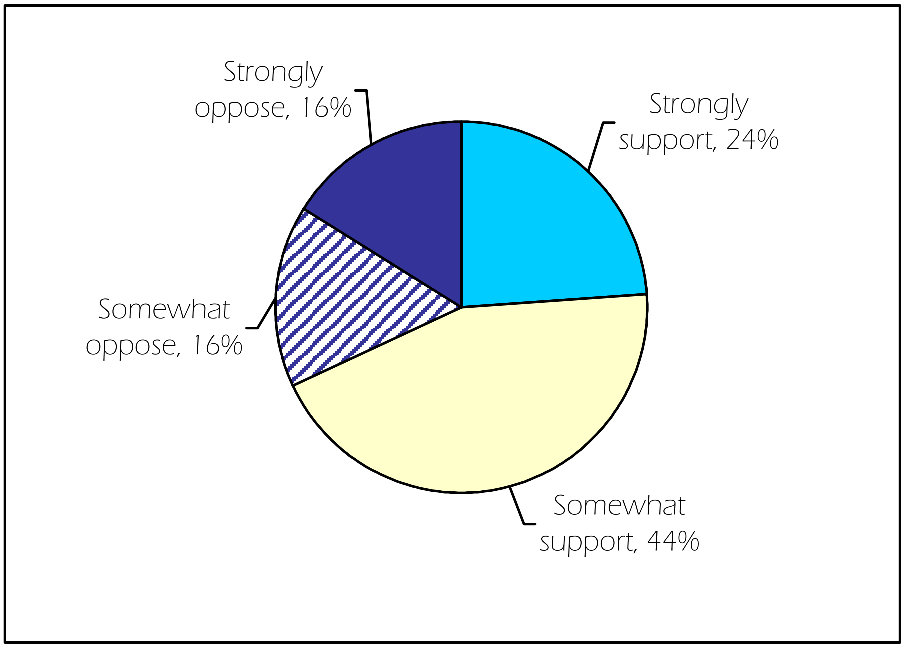


**Percentages may add up to more than 100% as respondents were allowed multiple responses.*

ANNEXING LAND EASTWARD TOWARD I-25

Respondents were asked to indicate the extent to which they support or oppose the City annexing land eastward toward I-25, if landowners were to request it. About two-thirds said that they "somewhat" or "strongly" supported this idea, with a quarter in strong support, while 32% said they were opposed to it.

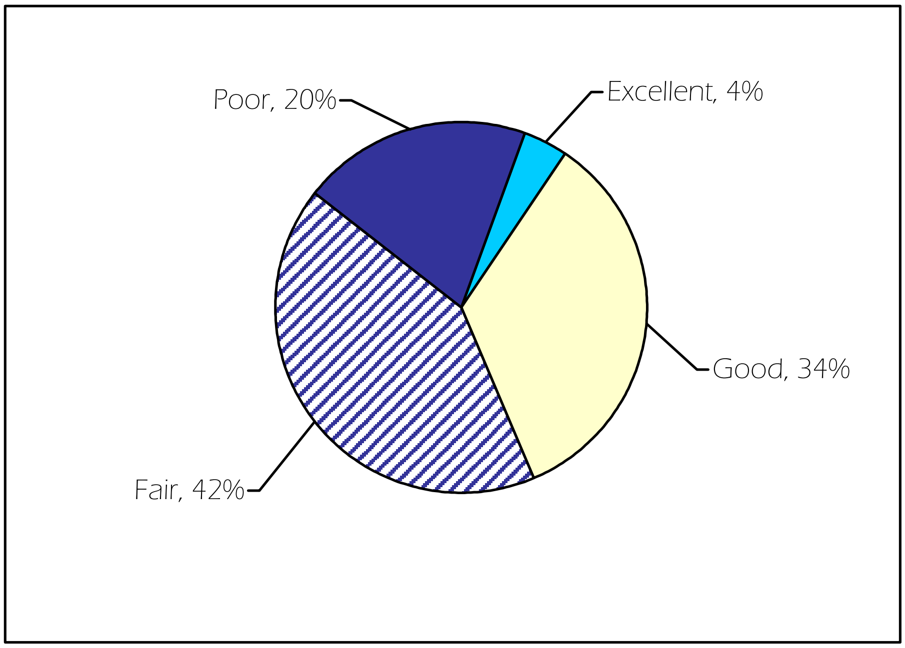
Figure 11: Support for or Opposition to the City Annexing Land Eastward



LONGMONT'S PLANNING PROCESSES OR EFFORTS

When asked to rate the City of Longmont's planning processes and efforts, about two in five respondents said they were "excellent" or "good," with 34% giving a "good" rating. Forty-two percent gave a "fair" rating and 20% said the processes and efforts were "poor."

Figure 12: Longmont's Planning Processes and Efforts



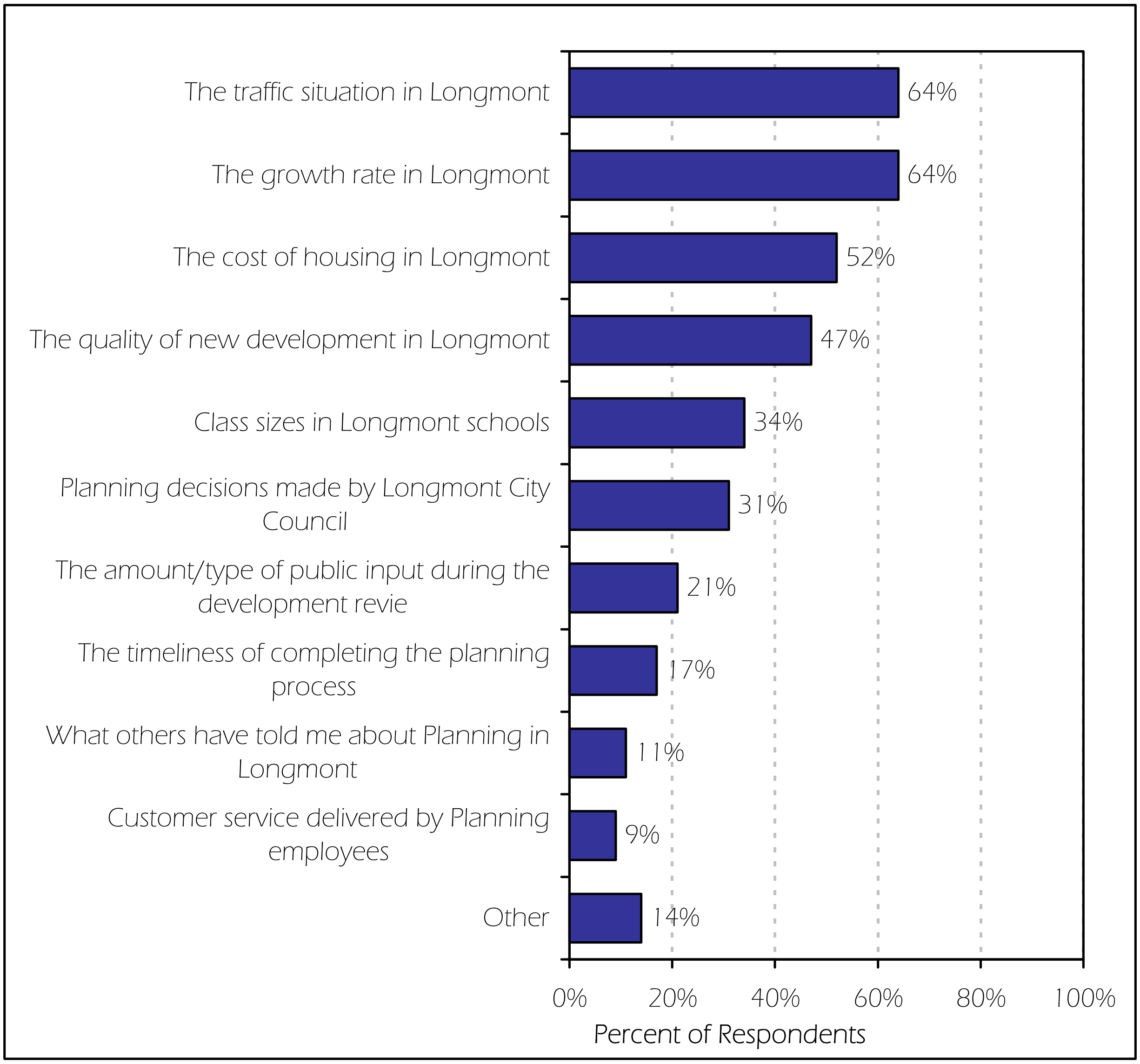
This rating was converted to a 100-point scale where zero represents "poor" and 100 represents "excellent." The average rating for the City of Longmont's planning processes and efforts was 41, or between "good" and "fair."

Table 6: Longmont's Planning Processes and Efforts

How would you rate the City of Longmont's planning processes or efforts?	Percent of Respondents
Excellent	4%
Good	34%
Fair	42%
Poor	20%
Total	100%
Average Rating (0=poor, 100=excellent)	41

The respondents who rated the City of Longmont's planning processes or efforts were asked what kinds of topics entered into their decision. Sixty-four percent of respondents reported that the traffic situation in Longmont and the growth rate in Longmont were reasons for their City of Longmont planning rating. About half of respondents selected the cost of housing in Longmont (52%) and the quality of new development in Longmont (47%) as a decision-maker About a third of respondents reported that class sizes in Longmont schools and planning decisions made by City Council were reasons for their rating and about one in five mentioned the amount/type of public input during the development review process and the timeliness of completing the planning process. Fewer than 20% selected what they had heard from others and the customer service delivered by Planning employees as reasons for their decision. Fourteen percent of respondents mentioned "other" reasons; for a complete list of "other" responses, see Appendix IV. Verbatim Responses.

Figure 13: Reasons for City of Longmont's Planning Ratings



*Percentages may add up to more than 100% as respondents were allowed multiple responses.

FAMILIARITY WITH PLANNING DOCUMENTS/PROCESSES

Longmont residents responding to the survey also were asked to indicate the extent to which they were familiar or unfamiliar with a number of planning documents or processes (see Figure 14: Familiarity with Planning Documents or Processes). A majority of respondents reported that they were not familiar with the listed planning documents or processes. About two in five respondents said that they were at least "a little familiar" with the Longmont Area Comprehensive Plan (40%) and with the Multi-modal Transportation Plan (39%). About a third of respondents said that they were at least "a little familiar" with the Downtown Market Study and the Citywide Strategic Plan. About 30% of respondents said that they were familiar with the Wildlife Management Plan, about a quarter of respondents reported familiarity with the Development Regulation Code and 19% with Envision 20/20.

Figure 14: Familiarity with Planning Documents or Processes

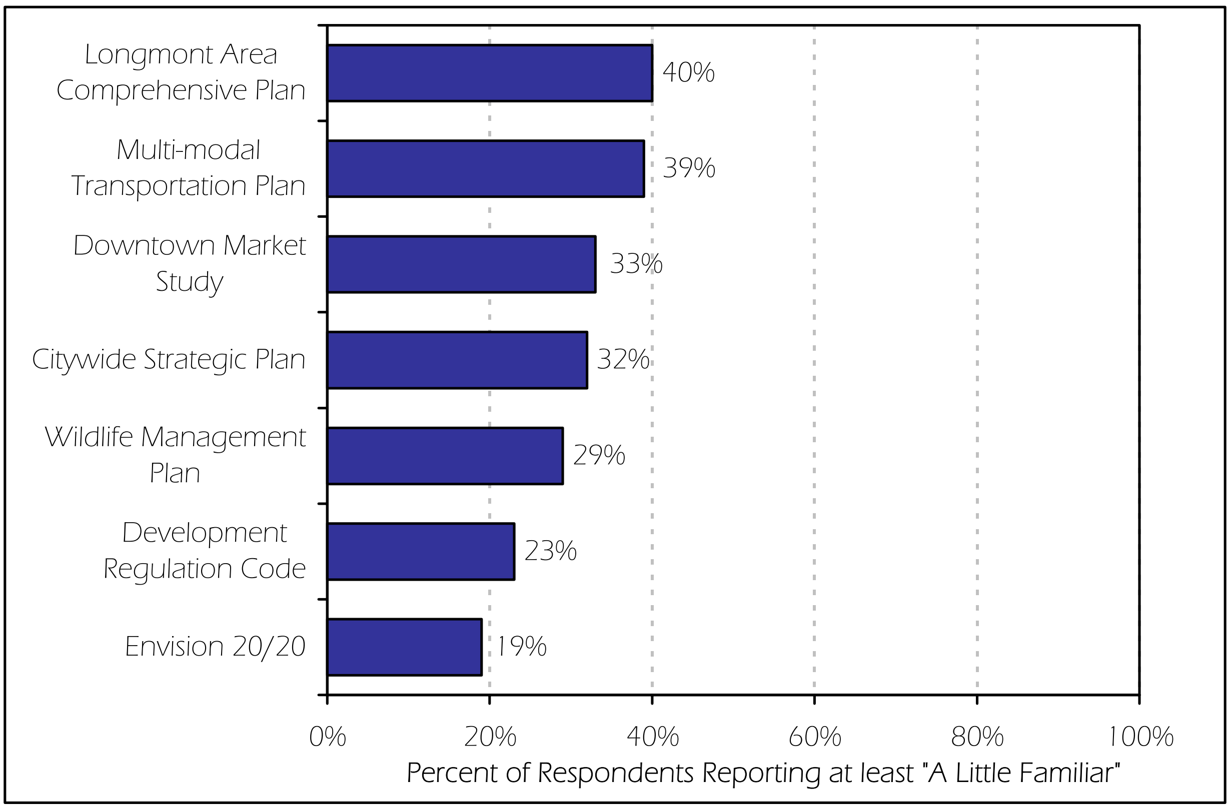


Table 7: Familiarity with Planning Documents or Processes

Please indicate the extent to which you are familiar or unfamiliar with each of the following planning documents/processes:	Not at all familiar	A little familiar	Somewhat familiar	Very familiar	Total
Longmont Area Comprehensive Plan	60%	26%	12%	2%	100%
Multi-modal Transportation Plan	62%	25%	12%	2%	100%
Downtown Market Study	67%	24%	8%	1%	100%
Citywide Strategic Plan	68%	20%	11%	1%	100%
Wildlife Management Plan	71%	19%	9%	1%	100%
Development Regulation Code	78%	16%	6%	1%	100%
Envision 20/20	80%	13%	5%	1%	100%

POTENTIAL OCCURRENCES DUE TO GROWTH

Respondents were asked how likely or unlikely they thought a list of potential problems was to occur due to growth (see Table 8: Likelihood of Problems to Occur Due to Population Growth in Longmont), then indicate which item was the most significant problem to result from growth (see Figure 15: Likelihood of Problems to Occur Due to Population Growth in Longmont). One-third of respondents (33%) thought that traffic congestion was the most significant problem to occur because of growth, with 77% stating it was "very likely" and 99% stating it was at least "somewhat likely" to occur. About one-quarter of respondents (23%) felt that crime was a significant problem, with 86% thinking it was likely to occur due to new growth and development in the city. About 10% or fewer respondents thought that the other listed items were the most significant problems of growth. However, at least three-quarters of respondents felt that most listed items were at least "somewhat" likely to occur because of new growth and development. About half of respondents thought that growth was at least "somewhat" likely to decrease the value of existing homes in the City.

Figure 15: Likelihood of Problems to Occur Due to Population Growth in Longmont

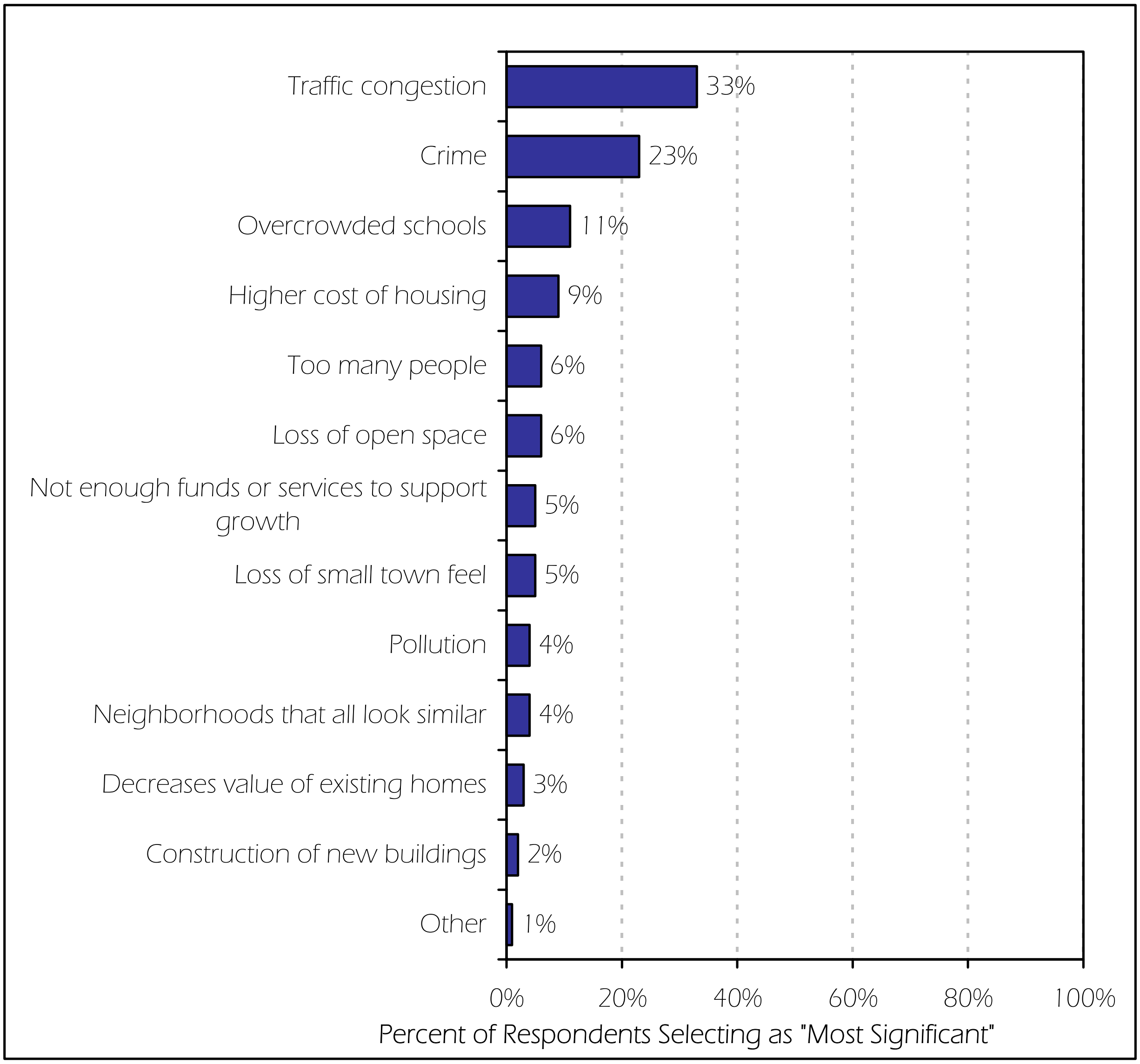


Table 8: Likelihood of Problems to Occur Due to Population Growth in Longmont

Please indicate how likely or unlikely you think each of the following is to occur because of population growth in Longmont	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total	Percent of Respondents Selecting as Most Significant
Traffic congestion	77%	19%	3%	2%	100%	33%
Crime	42%	44%	10%	3%	100%	23%
Overcrowded schools	57%	34%	7%	2%	100%	11%
Higher cost of housing	52%	35%	9%	4%	100%	9%
Too many people	49%	33%	14%	4%	100%	6%
Loss of open space	49%	33%	12%	5%	100%	6%
Loss of small town feel	46%	39%	11%	4%	100%	5%
Not enough funds or services to support growth	43%	36%	15%	6%	100%	5%
Pollution	45%	42%	11%	3%	100%	4%
Neighborhoods that all look similar	41%	36%	18%	5%	100%	4%
Decreases value of existing homes	26%	27%	28%	19%	100%	3%
Construction of new buildings	54%	34%	10%	2%	100%	2%
Other	67%	22%	10%	1%	100%	1%

ENVIRONMENTAL ISSUES

SUPPORT FOR OR OPPOSITION TO IMPLEMENTATION OF ENVIRONMENTAL/RESOURCE CONSERVATION POLICIES/SOLUTIONS

Survey respondents were asked to what extent they supported or opposed the City of Longmont implementing various environmental or resource conservation policies or solutions (see Figure 16: Support for or Opposition to the City Implementing Environmental or Resource Conservation Policies or Solutions). A majority of respondents said that they supported each possibility. Solutions with the most support were the use of renewable energy resources and continuing rebate programs for energy or water efficient fixtures (washers, toilets, air conditioners). More than 90% of respondents reported support, with more than half in "strong" support.

Figure 16: Support for or Opposition to the City Implementing Environmental or Resource Conservation Policies or Solutions

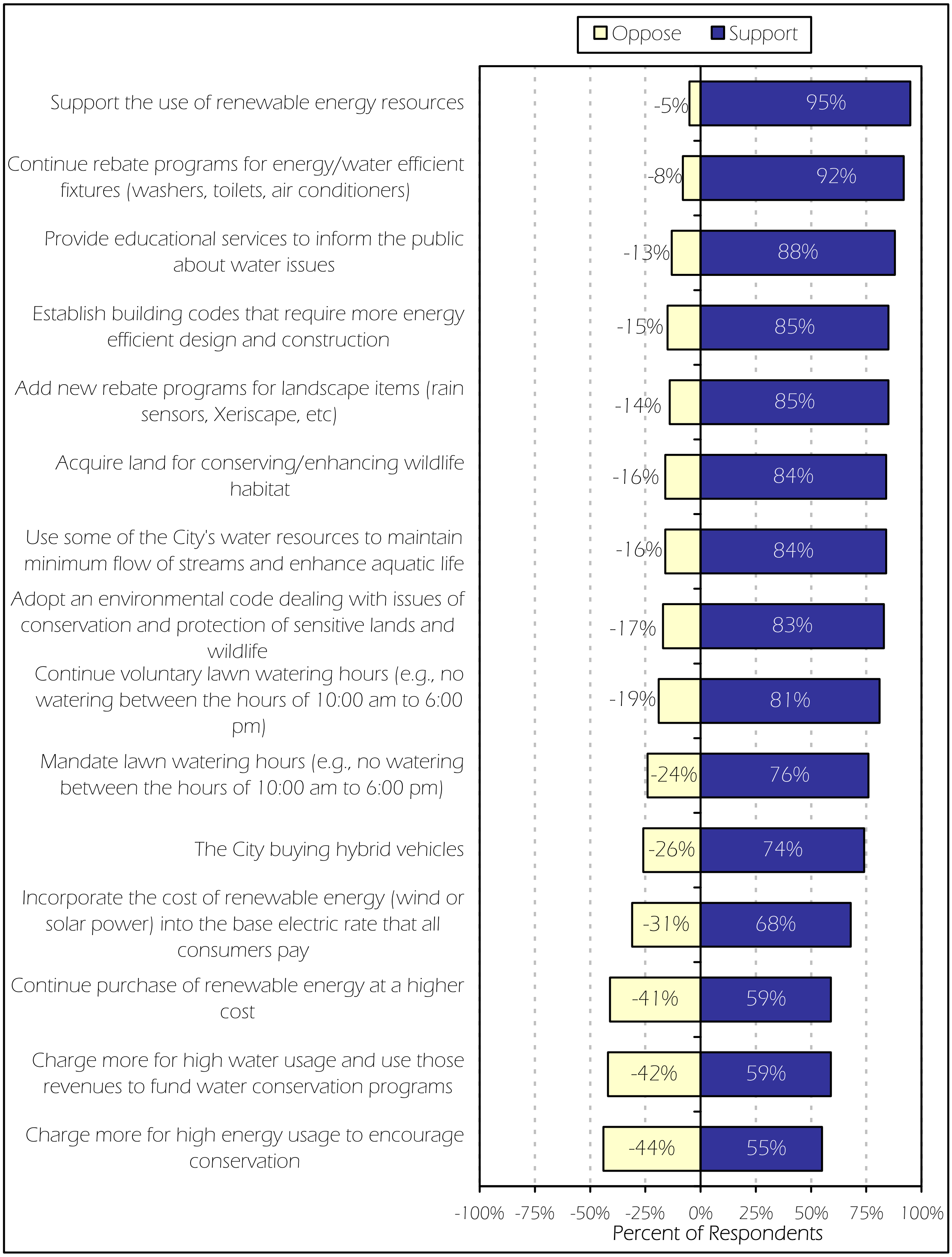
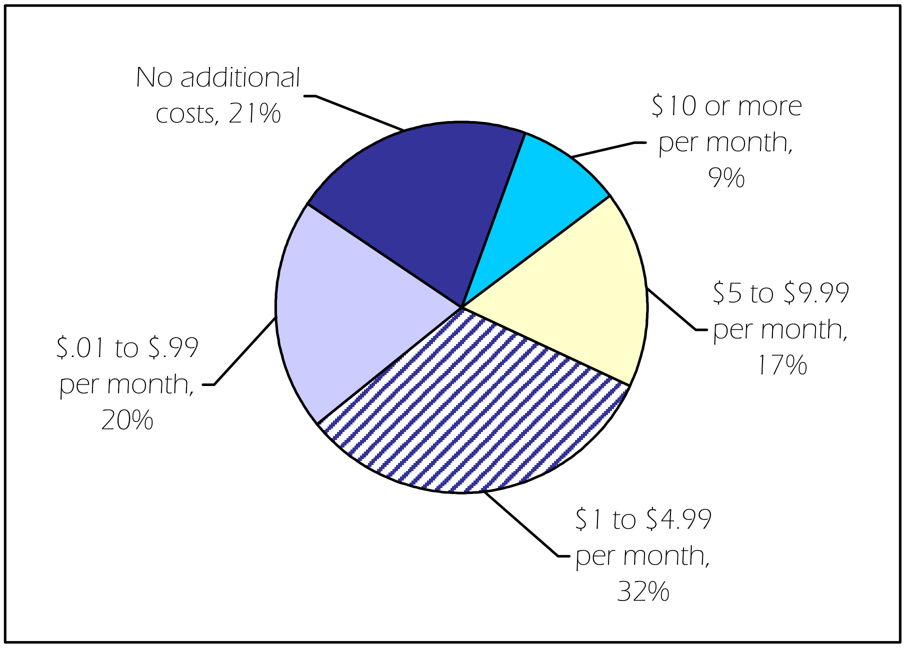


Table 9: Support for or Opposition to the City Implementing Environmental or Resource Conservation Policies or Solutions

Please indicate to what extent you support or oppose the City of Longmont implementing each of the following environmental/resource conservation policies/solutions:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Support the use of renewable energy resources	54%	41%	4%	1%	100%
Continue rebate programs for energy/water efficient fixtures (washers, toilets, air conditioners)	60%	32%	6%	2%	100%
Provide educational services to inform the public about water issues	36%	52%	11%	2%	100%
Add new rebate programs for landscape items (rain sensors, Xeriscape, etc)	45%	40%	11%	3%	100%
Establish building codes that require more energy efficient design and construction	42%	43%	12%	3%	100%
Use some of the City's water resources to maintain minimum flow of streams and enhance aquatic life	34%	50%	12%	4%	100%
Acquire land for conserving/enhancing wildlife habitat	46%	38%	11%	5%	100%
Adopt an environmental code dealing with issues of conservation and protection of sensitive lands and wildlife	38%	45%	14%	3%	100%
Continue voluntary lawn watering hours (e.g., no watering between the hours of 10:00 am to 6:00 pm)	47%	34%	11%	8%	100%
Mandate lawn watering hours (e.g., no watering between the hours of 10:00 am to 6:00 pm)	48%	28%	14%	10%	100%
The City buying hybrid vehicles	33%	41%	18%	8%	100%
Incorporate the cost of renewable energy (wind or solar power) into the base electric rate that all consumers pay	24%	44%	17%	14%	100%
Charge more for high water usage and use those revenues to fund water conservation programs	17%	42%	20%	22%	100%
Continue purchase of renewable energy at a higher cost	17%	42%	28%	13%	100%
Charge more for high energy usage to encourage conservation	19%	36%	27%	17%	100%

After indicating their support for or opposition to the City implementing various environmental or resource conservation policies or solutions, respondents were then asked to select the maximum amount that they would be willing to pay to support renewable energy efforts by the City. About 10% said they would be willing to pay $10 or more per month, 17% said they would pay $5 to $9.99, about a third reported they would pay $1 to $4.99, 20% said less than $1 and 21% they would not be willing to pay any additional costs.

Figure 17: Willingness to Pay to Support Renewable Energy Efforts by the City

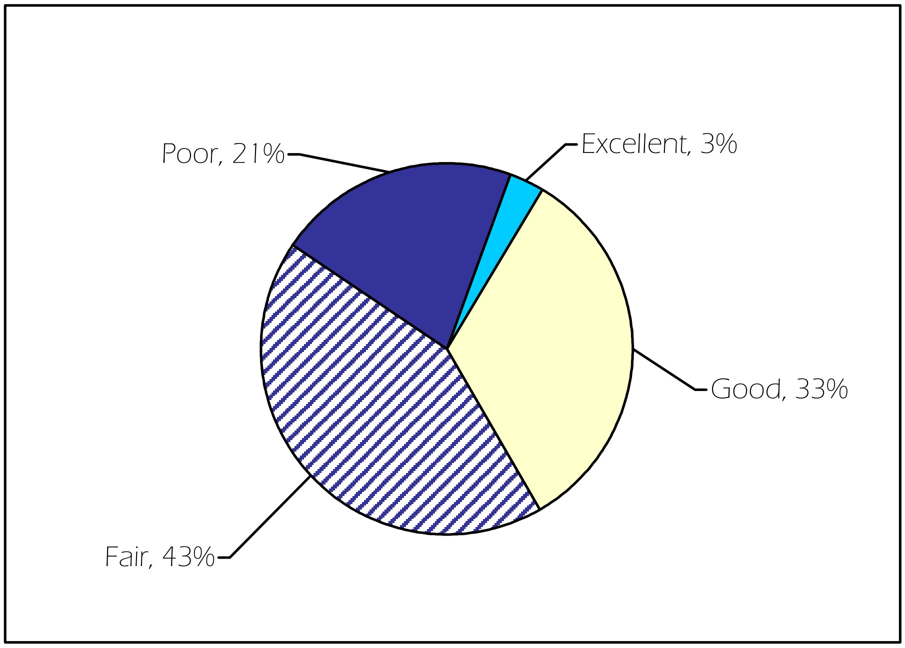


Traffic and Transportation

Ease of Travel in Longmont

Longmont residents responding to the survey were asked to rate the ease of travel in Longmont. Thirty-six percent of respondents rated the ease of travel as “excellent” or “good,” 43% thought it was “fair” and 21% rated travel as “poor” in Longmont.

Figure 18: Ease of Travel in Longmont



On a 100-point scale where 0 represents “poor” and 100 represents “excellent,” respondents gave an average rating of 39 to the ease of travel in Longmont, or between “good” and “fair.”

Table 10: Ease of Travel in Longmont

How would you rate the ease of travel in Longmont?	Percent of Respondents
Excellent	3%
Good	33%
Fair	43%
Poor	21%
Total	100%
Average Rating (0=poor, 100=excellent)	39

TRAFFIC PROBLEMS

Respondents were asked to rate how much of a problem, if at all, the speed and congestion of traffic is on Longmont's streets, then select which they thought should be the top priority for transportation improvement in the City. Almost all respondents (95%) felt that too much traffic congestion on Longmont's streets was at least a "minor problem," while 77% felt that traffic moving too fast on City streets was at least a "minor problem" (see Table 11: Traffic Issues). Almost 70% of respondents (68%) felt that traffic congestion should be the City's top priority and 32% thought that the City should make the speed of traffic in the City a priority (see Figure 19: Top Priority Traffic Issue).

Figure 19: Top Priority Traffic Issue

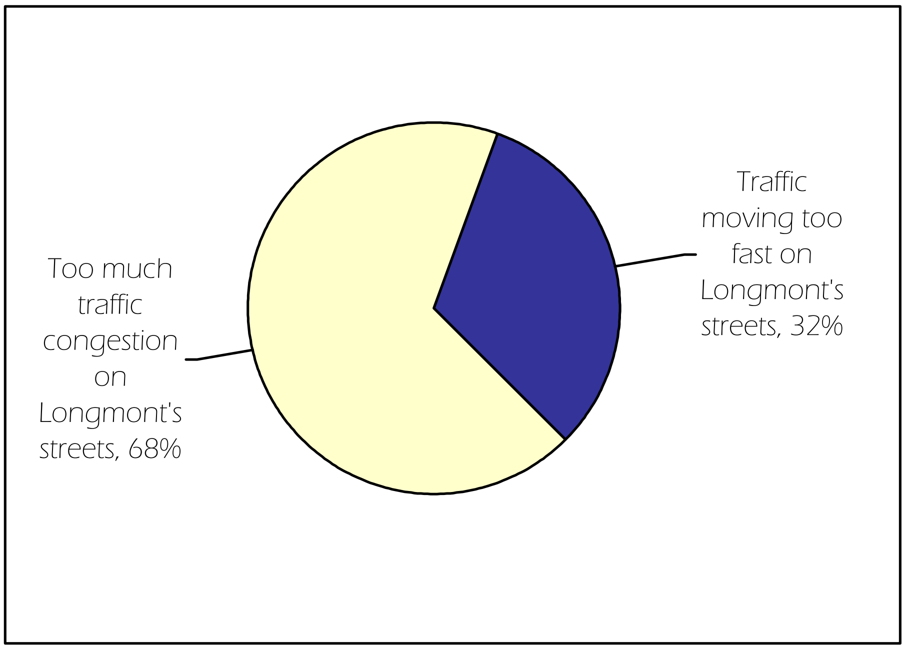


Table 11: Traffic Issues

Please rate how much of a problem, if at all, each of the following is for you.	Not a problem	Minor problem	Moderate problem	Major problem	Total	Percent of Respondents Reporting as Top Priority
Too much traffic congestion on Longmont's streets	4%	22%	39%	34%	100%	68%
Traffic moving too fast on Longmont's streets	23%	23%	33%	21%	100%	32%

TRAFFIC ISSUES IN LONGMONT

When asked to indicate the extent to which they agreed or disagreed with various statements about traffic in Longmont, a majority of respondents agreed with three of the seven statements: the City of Longmont should concentrate on providing more alternatives to the automobile in order to relieve current and future traffic congestion (76% reporting "strongly" or "somewhat" agree), the City of Longmont should build new roads in order to relieve current and future traffic congestion (72%), the City of Longmont should widen existing major roads in order to relieve current and future traffic congestion (72%) (see Figure 20: Agreement with Potential Traffic Solutions). About half agreed that the City of Longmont's traffic mitigation efforts are working well (46%) and that the City of Longmont should give a higher priority to funding transportation improvements that serve pedestrians, bicyclists and bus riders than to transportation improvements to serve automobiles (47%). One-quarter of respondents agreed that most of the traffic problems in Longmont are not caused by residents, but by tourists or people commuting into the City and 10% agreed with the statement "the City of Longmont should not attempt to relieve traffic congestion," while 67% "strongly" disagreed with this statement.

Figure 20: Agreement with Potential Traffic Solutions

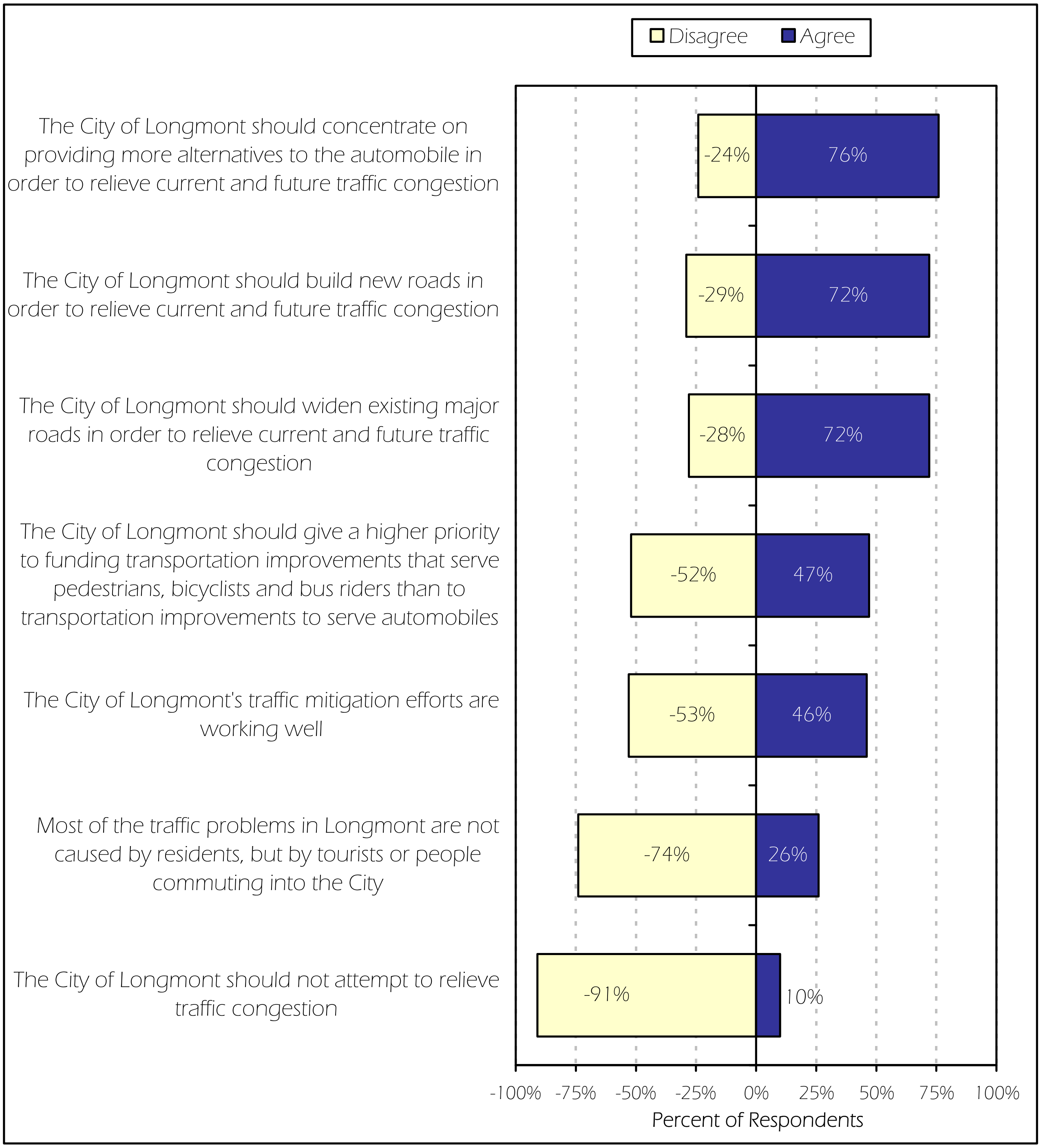


Table 12: Agreement with Potential Traffic Solutions

Please indicate the extent to which you agree or disagree with the following statements:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
The City of Longmont should concentrate on providing more alternatives to the automobile in order to relieve current and future traffic congestion	30%	46%	19%	5%	100%
The City of Longmont should widen existing major roads in order to relieve current and future traffic congestion	29%	43%	20%	8%	100%
The City of Longmont should build new roads in order to relieve current and future traffic congestion	27%	45%	22%	7%	100%
The City of Longmont should give a higher priority to funding transportation improvements that serve pedestrians, bicyclists and bus riders than to transportation improvements to serve automobiles	18%	29%	31%	21%	100%
The City of Longmont's traffic mitigation efforts are working well	4%	42%	39%	14%	100%
Most of the traffic problems in Longmont are not caused by residents, but by tourists or people commuting into the City	8%	18%	37%	37%	100%
The City of Longmont should not attempt to relieve traffic congestion	2%	8%	24%	67%	100%

TRAFFIC CONCERNS IN LONGMONT

Longmont respondents were asked to rate how much of a concern, if at all, various aspects of traffic were to them (see Figure 21: Traffic Concerns). About half of respondents felt that traffic congestion on major streets such as Hover Road and traffic congestion on major highways such as Ken Pratt Boulevard were “major” concerns, with about 95% rating each as at least a “minor” concern. Most aspects were thought to be at least a “minor” concern by about half of the respondents or more.

Figure 21: Traffic Concerns

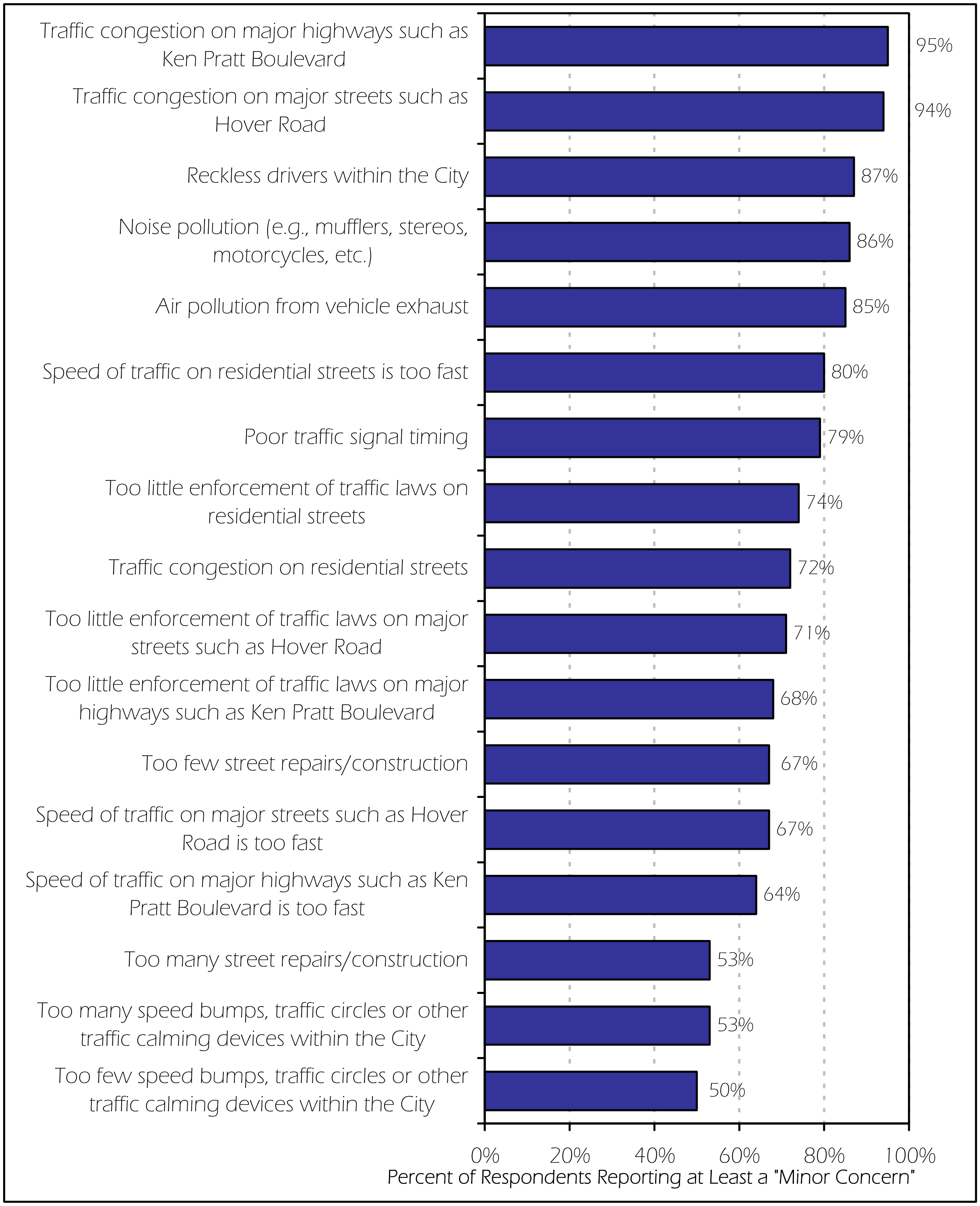


Table 13: Traffic Concerns

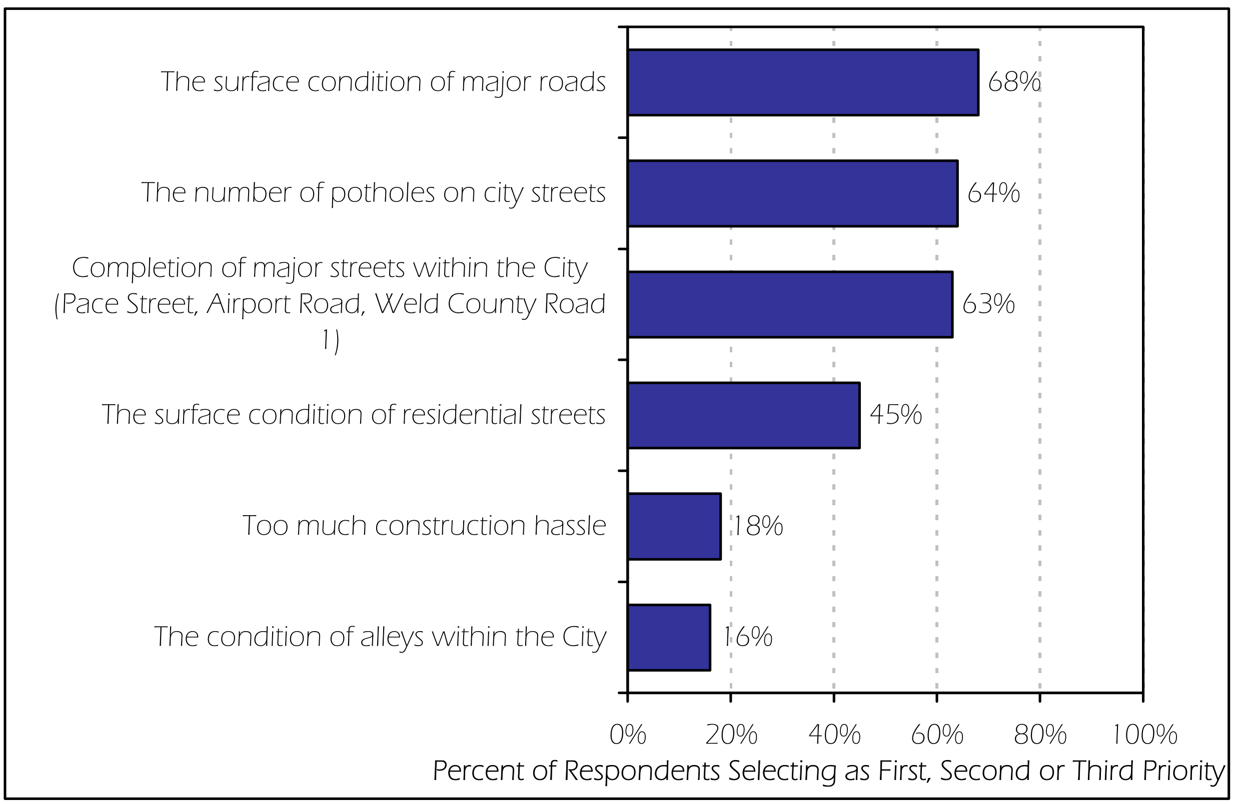
Please rate how much of a concern, if at all, each of the following aspects of traffic is to you:	Not a concern	Minor concern	Moderate concern	Major concern	Total
Traffic congestion on major highways such as Ken Pratt Boulevard	5%	14%	31%	50%	100%
Traffic congestion on major streets such as Hover Road	6%	14%	29%	51%	100%
Reckless drivers within the City	13%	28%	27%	32%	100%
Noise pollution (e.g., mufflers, stereos, motorcycles, etc.)	14%	26%	25%	35%	100%
Air pollution from vehicle exhaust	14%	29%	34%	22%	100%
Speed of traffic on residential streets is too fast	21%	22%	25%	33%	100%
Poor traffic signal timing	21%	24%	27%	28%	100%
Too little enforcement of traffic laws on residential streets	26%	21%	25%	28%	100%
Traffic congestion on residential streets	28%	33%	23%	16%	100%
Too little enforcement of traffic laws on major streets such as Hover Road	29%	26%	23%	22%	100%
Too little enforcement of traffic laws on major highways such as Ken Pratt Boulevard	31%	26%	24%	18%	100%
Speed of traffic on major streets such as Hover Road is too fast	33%	28%	23%	16%	100%
Too few street repairs/construction	33%	32%	23%	12%	100%
Speed of traffic on major highways such as Ken Pratt Boulevard is too fast	35%	28%	22%	14%	100%
Too many speed bumps, traffic circles or other traffic calming devices within the City	46%	25%	18%	10%	100%
Too many street repairs/construction	47%	33%	14%	6%	100%
Too few speed bumps, traffic circles or other traffic calming devices within the City	50%	23%	18%	9%	100%

STREETS

STREET IMPROVEMENT ISSUES

Survey respondents also were asked to rate how much of a concern, if at all, a list of various street improvement issues was within the City of Longmont (see Table 14: Street Improvement Concerns), then select which three they would most like to see fixed first (see Figure 22: Street Improvement Concerns). About two-thirds of respondents (68%) rated the surface condition of major roads as a first, second or third priority, followed closely by the number of potholes on city streets and the completion of major streets within the City (i.e., Pace Street, Airport Road, Weld County Road 1) with about 64% rating it as a top priority. The surface condition of residential streets was thought to be a top priority by 45% of respondents and fewer than 20% of respondents thought that the amount of construction hassle and the condition of alleys within the City should be a priority.

Figure 22: Street Improvement Concerns



About nine in ten respondents felt that the number of potholes on city streets was at least a "minor" concern for Longmont, followed closely by the surface condition of major roads (86% reporting at least a "minor" concern) and the completion of major streets within the City (85%). About four in five respondents felt that the surface condition of residential streets (82%) was at least a "minor" concerns and 75% reported that too much construction hassle was a "minor" concern. Although fewer respondents said that the condition of alleys within the City was a concern, 64% felt it was at least a "minor" concern for Longmont.

Table 14: Street Improvement Concerns

Please rate how much of a concern, if at all, each of the following street improvement issues is within the City of Longmont.	Not a concern	Minor concern	Moderate concern	Major concern	Total	Percent of Respondents Selecting as First, Second or Third Priority
The surface condition of major roads	15%	28%	31%	27%	100%	68%
The number of potholes on city streets	10%	31%	29%	29%	100%	64%
Completion of major streets within the City (Pace Street, Airport Road, Weld County Road 1)	15%	25%	30%	30%	100%	63%
The surface condition of residential streets	17%	33%	28%	21%	100%	45%
Too much construction hassle	25%	47%	21%	7%	100%	18%
The condition of alleys within the City	36%	36%	18%	10%	100%	16%

SUPPORT FOR OF OPPOSITION TO STREET IMPROVEMENT TAX

Residents responding to the survey were told that Longmont's current three-quarter cent sales tax dedicated for street improvements and maintenance is scheduled to terminate in December 2006 and were asked to indicate the extent to which they would support or oppose various scenarios regarding extending the tax or not. A majority of respondents (76%) said that they supported extending the tax for another five years, with 25% in "strong" support. Forty-five percent of respondents "somewhat" or "strongly" supported extending it for another 10 years, while fewer respondents were in support of extending the dedicated tax permanently, only 37% said that they at least "somewhat" supported it. A third of respondents (33%) supported allowing the tax to terminate as scheduled.

Figure 23: Support for or Opposition to Sales Tax Extension

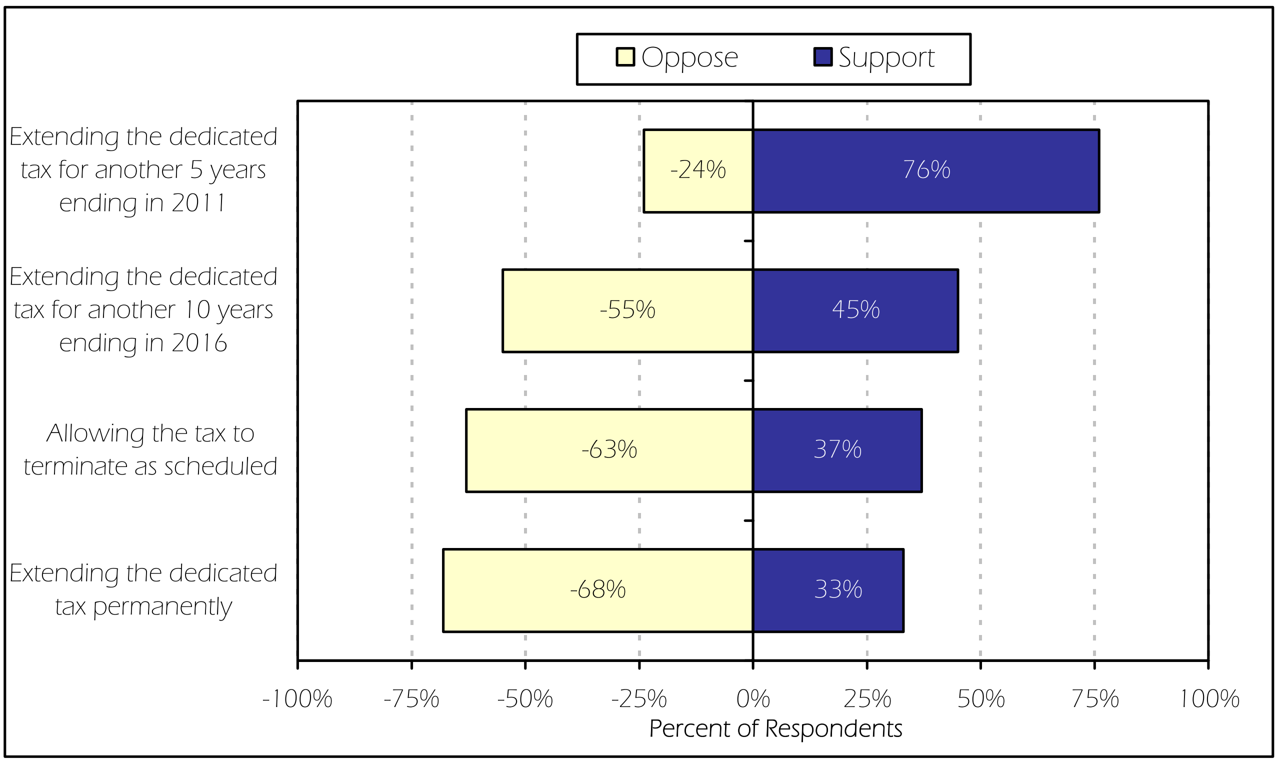


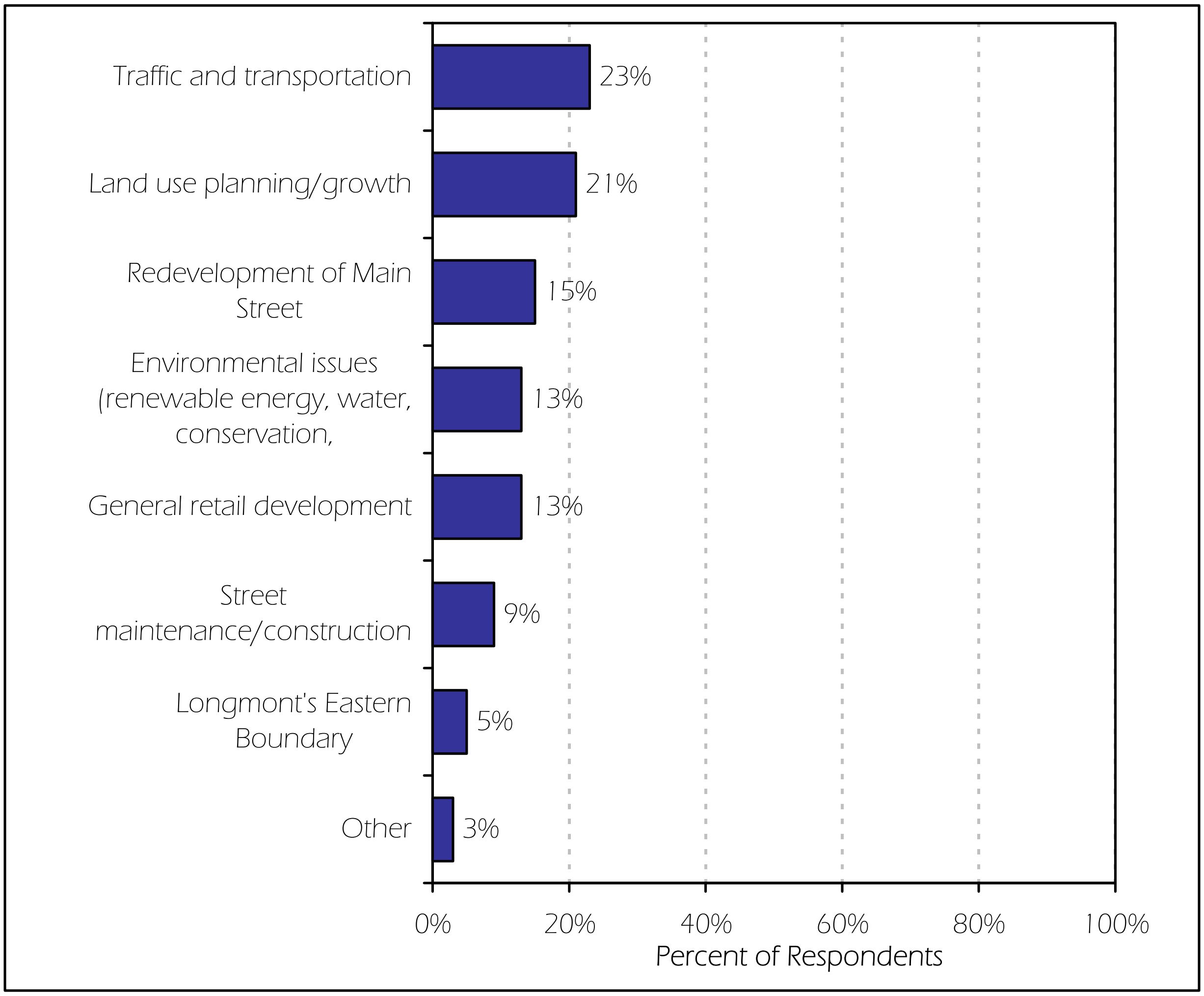
Table 15: Support for or Opposition to Sales Tax Extension

Longmont's current three-quarter sales tax dedicated for street improvements and maintenance is scheduled to terminate in December 2006. Please indicate the extent to which you would support or oppose each of the following?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Extending the dedicated tax for another 5 years ending in 2011	25%	51%	13%	11%	100%
Extending the dedicated tax for another 10 years ending in 2016	19%	26%	25%	30%	100%
Allowing the tax to terminate as scheduled	16%	21%	30%	33%	100%
Extending the dedicated tax permanently	15%	18%	20%	48%	100%

SINGLE MOST IMPORTANT ISSUE IN LONGMONT

A final question on the Longmont Policy Exploration Survey asked residents to select the single most important issue on which they think the City of Longmont should place its emphasis, based on the issues presented in the survey (see Figure 24: Single Most Important Issue the City of Longmont Should Place its Emphasis). Respondent opinions on this question varied. At least one in five respondents thought that the single most important issue was land use planning or growth (23%) and traffic and transportation (21%). Fifteen percent said redevelopment of Main Street, followed by environmental issues (13%) and general retail development (13%). Fewer than 10% of respondents selected street maintenance or construction (9%), Longmont's eastern boundary (5%) and "other" responses (3%). Most "other" responses mentioned by respondents could be coded back into the original categories listed on the survey. The full set of "other" responses can be found verbatim in Appendix IV. Verbatim Responses.

Figure 24: Single Most Important Issue the City of Longmont Should Place its Emphasis



Appendix I. Survey Respondent Demographics

Location of Residence	
Do you live within the City of Longmont?	Percent of Respondents
Yes	100%
No	0%
Total	100%

Ward of Residence	
Ward	Percent of Respondents
Ward 1	35%
Ward 2	31%
Ward 3	33%
Total	100%

Respondent Length of Residency	
About how many years have you lived in Longmont?	Percent of Respondents
1-4 years	27%
5-9 years	21%
10-14 years	11%
15 -19 years	6%
20+ years	36%
Total	100%

Housing Unit Type	
What kind of housing unit do you live in?	Percent of Respondents
Detached	68%
Attached	32%
Total	100%

Housing Tenure	
Do you rent or own your home?	Percent of Respondents
Rent	30%
Own	70%
Total	100%

Household Income	
About how much was your household's total income before taxes for all of 2004?	Percent of Respondents
Less than $25,000	26%
$25,000 to under $75,000	48%
$75,000 or more	26%
Total	100%

Respondent Educational Attainment	
What is the highest degree or level of school you have completed?	Percent of Respondents
High School degree or less	49%
More than High School education	51%
Total	100%

Respondent Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of Respondents
Hispanic origin	19%
Not of Hispanic origin	81%
Total	100%

Respondent Race	
What is your race?	Percent of Respondents
White	84%
Non-white	16%
Total	100%

Respondent Age	
In which category is your age?	Percent of Respondents
18-34	35%
35-54	44%
55+	22%
Total	100%

Respondent Gender	
What is your gender?	Percent of Respondents
Female	63%
Male	37%
Total	100%

Language of Survey	
	Percent of Respondents
English	100%
Spanish	0%
Total	100%

Appendix II. Comparison of Responses by Ward of Residence

The responses by Ward of residence are compared in this appendix. Responses that are significantly different ($p < .05$) are marked with gray shading (Average ratings plus or minus 5.5 points, percents plus or minus 5.5 percentage points).

Question 11: Rating of Longmont's Planning Processes or Efforts by Ward			
	Ward of Residency		
	1	2	3
How would you rate the City of Longmont's planning processes or efforts?	43	40	40

Average Rating (0=poor, 100=excellent)

Question 17: Ease of Travel by Ward			
	Ward of Residency		
	1	2	3
How would you rate the ease of travel in Longmont?	42	41	35

Average Rating (0=poor, 100=excellent)

Question 1: Important Characteristics for New Retail Development by Ward			
If there will be new retail development in Longmont, what characteristics of that development are important to you? Please rate each:	Ward of Residency		
	1	2	3
That the development is close to downtown Longmont	30%	28%	23%
That the development is attractive	77%	75%	70%
Variety of shopping opportunities	85%	79%	82%
Quality of goods sold	87%	87%	89%
Price of goods sold	76%	77%	83%
That the development maintains a small town atmosphere	41%	52%	46%
That the development includes residential living units with retail (mixed use)	18%	18%	14%

Percent of Respondents Reporting "Essential" or "Very Important"

Question 5: Important Criteria for Downtown Redevelopment by Ward			
Please indicate how important, if at all, each criterion is to the redevelopment of downtown Longmont, between 1st Avenue and Longs Peak Avenue:	Ward of Residency		
	1	2	3
Variety of shopping opportunities	64%	67%	66%
Parking availability	83%	82%	84%
Free parking	78%	82%	82%
Availability of a mixed use parking structure (e.g., parking and retail)	52%	40%	46%
Maintaining a "small town" atmosphere	57%	58%	55%
Specialty shops	50%	44%	47%
Maintaining the unique historic character of the area	65%	63%	59%
Public Square (i.e., community gathering place)	47%	49%	44%
Entertainment (playhouse, movie theater, etc.)	59%	54%	48%

Percent of Respondents Reporting "Essential" or "Very Important"

Question 6: Importance of Adding Community Opportunities to Main Street Redevelopment by Ward			
Thinking about Main Street redevelopment, please rate the importance of adding each of the following community opportunities to the Main Street area, between the Prospect neighborhood and Highway 66.	Ward of Residency		
	1	2	3
Lodging opportunities	25%	13%	17%
Department stores	38%	36%	36%
Stores that sell books or CDs	43%	37%	31%
Sporting goods stores	32%	21%	23%
Stores that sell computers and electronics	38%	33%	35%
Stores that sell household appliances	33%	24%	24%
Fast food restaurants	24%	17%	17%
High-end restaurants	47%	54%	53%
Grocery stores	32%	34%	34%
Big box retail stores	34%	25%	25%
Unique specialty shops	48%	52%	50%
Unique specialty shops	48%	52%	50%

Percent of Respondents Reporting "Essential" or "Very Important"

Question 18: Traffic Issues by Ward			
Please rate how much of a problem, if at all, each of the following is for you.	Ward of Residency		
	1	2	3
Traffic moving too fast on Longmont's streets	53%	52%	57%
Too much traffic congestion on Longmont's streets	66%	73%	83%

Percent of Respondents Reporting at Least a "Moderate Problem"

Question 20: Traffic Concerns by Ward			
Please rate how much of a concern, if at all, each of the following aspects of traffic is to you:	Ward of Residency		
	1	2	3
Traffic congestion on residential streets	33%	44%	41%
Traffic congestion on major streets such as Hover Road	77%	77%	86%
Traffic congestion on major highways such as Ken Pratt Boulevard	82%	76%	84%
Speed of traffic on residential streets is too fast	55%	61%	57%
Speed of traffic on major streets such as Hover Road is too fast	38%	39%	40%
Speed of traffic on major highways such as Ken Pratt Boulevard is too fast	34%	39%	38%
Too little enforcement of traffic laws on residential streets	51%	56%	53%
Too little enforcement of traffic laws on major streets such as Hover Road	39%	50%	48%
Too little enforcement of traffic laws on major highways such as Ken Pratt Boulevard	37%	46%	46%
Too many speed bumps, traffic circles or other traffic calming devices within the City	26%	31%	30%
Too few speed bumps, traffic circles or other traffic calming devices within the City	21%	33%	28%
Too many street repairs/construction	20%	19%	21%
Too few street repairs/construction	33%	40%	32%
Reckless drivers within the City	52%	67%	59%
Poor traffic signal timing	48%	59%	58%
Air pollution from vehicle exhaust	54%	58%	58%
Noise pollution (e.g., mufflers, stereos, motorcycles, etc.)	56%	63%	61%

Percent of Respondents Reporting at Least a "Moderate Concern"

Question 7: Support for or Opposition to the City Offering Monetary Incentives to Businesses by Ward				
		Ward of Residency		
		1	2	3
Please indicate the extent to which you support or oppose the City of Longmont offering monetary incentives to encourage desirable businesses to locate in Longmont?	Support	72%	70%	65%
	Oppose	28%	30%	35%
	Total	100%	100%	100%

Question 10: Support for or Opposition to the City Annexing Land Eastward by Ward				
		Ward of Residency		
		1	2	3
Please indicate the extent to which you support or oppose the City annexing land eastward toward I-25, if landowners request it?	Support	73%	62%	69%
	Oppose	27%	38%	31%
	Total	100%	100%	100%

Question 22: Support for or Opposition to Extending the Street Improvement Sales Tax by Ward				
Longmont's current three-quarter cent sales tax dedicated for street improvements and maintenance is scheduled to terminate in December 2006. Please indicate the extent to which you would support or oppose each of the following.		Ward of Residency		
		1	2	3
Allowing the tax to terminate as scheduled	Support	38%	37%	36%
	Oppose	62%	63%	64%
	Total	100%	100%	100%
Extending the dedicated tax for another 5 years ending in 2011	Support	75%	78%	76%
	Oppose	25%	22%	24%
	Total	100%	100%	100%
Extending the dedicated tax for another 10 years ending in 2016	Support	41%	48%	46%
	Oppose	59%	52%	54%
	Total	100%	100%	100%
Extending the dedicated tax permanently	Support	30%	36%	32%
	Oppose	70%	64%	68%
	Total	100%	100%	100%

Appendix III. Comparison of Responses by Demographic Subgroups

The responses by demographics are compared in this appendix. Responses that are significantly different ($p < .05$) are marked with gray shading (Average ratings plus or minus 5.5 points, percents plus or minus 5.5 percentage points).

Question 11: Rating of Longmont's Planning Processes or Efforts by Age, Ethnicity, Race and Gender

	Respondent Age			Ethnicity		Race		Sex of Respondent	
	18-34	35-54	55+	Hispanic origin	Not of Hispanic origin	White	Non-white	Female	Male
How would you rate the City of Longmont's planning processes or efforts?	38	41	45	43	40	40	48	39	45

Average Rating (0=poor, 100=excellent)

Question 11: Rating of Longmont's Planning Processes or Efforts by Housing Unit type, Tenure and Length of Residency

	Attached or Detached		Rent or Own		Length of Residency				
	Detached	Attached	Rent	Own	1-4 years	5-9 years	10-14 years	15 - 19 years	20+ years
How would you rate the City of Longmont's planning processes or efforts?	40	42	40	41	43	37	51	38	40

Average Rating (0=poor, 100=excellent)

Question 17: Ease of Travel by Age, Ethnicity, Race and Gender									
	Respondent Age			Ethnicity		Race		Sex of Respondent	
	18-34	35-54	55+	Hispanic origin	Not of Hispanic origin	White	Non-white	Female	Male
How would you rate the ease of travel in Longmont?	40	39	38	37	40	40	40	39	41

Average Rating (0=poor, 100=excellent)

Question 17: Ease of Travel by Housing Unit type, Tenure and Length of Residency									
	Attached or Detached		Rent or Own		Length of Residency				
	Detached	Attached	Rent	Own	1-4 years	5-9 years	10-14 years	15 - 19 years	20+ years
How would you rate the ease of travel in Longmont?	39	40	37	40	45	40	43	37	32

Average Rating (0=poor, 100=excellent)

Question 1: Important Characteristics for New Retail Development by Age, Ethnicity, Race and Gender									
	Respondent Age			Ethnicity		Race		Sex of Respondent	
	18-34	35-54	55+	Hispanic origin	Not of Hispanic origin	White	Non-white	Female	Male
That the development is close to downtown Longmont	26%	27%	29%	27%	27%	26%	30%	24%	31%
That the development is attractive	73%	79%	65%	71%	75%	74%	71%	71%	79%
Variety of shopping opportunities	81%	86%	77%	85%	82%	81%	84%	82%	83%
Quality of goods sold	88%	90%	83%	97%	87%	87%	94%	88%	87%
Price of goods sold	76%	76%	88%	84%	77%	78%	85%	82%	74%
That the development maintains a small town atmosphere	39%	51%	52%	44%	46%	46%	47%	47%	47%
That the development includes residential living units with retail (mixed use)	20%	15%	14%	34%	13%	13%	28%	14%	21%

Percent of Respondents Reporting "Essential" or "Very Important"

Question 1: Important Characteristics for New Retail Development by Housing Unit type, Tenure and Length of Residency									
	Attached or Detached		Rent or Own		Length of Residency				
	Detached	Attached	Rent	Own	1-4 years	5-9 years	10-14 years	15 - 19 years	20+ years
That the development is close to downtown Longmont	26%	27%	31%	25%	30%	34%	20%	17%	24%
That the development is attractive	76%	68%	68%	76%	81%	75%	81%	62%	67%
Variety of shopping opportunities	83%	80%	81%	83%	88%	85%	87%	82%	75%
Quality of goods sold	88%	87%	87%	88%	89%	90%	95%	71%	87%
Price of goods sold	78%	80%	83%	77%	75%	74%	87%	84%	80%
That the development maintains a small town atmosphere	48%	43%	44%	47%	50%	55%	35%	44%	43%
That the development includes residential living units with retail (mixed use)	14%	23%	21%	15%	16%	16%	22%	17%	15%

Percent of Respondents Reporting "Essential" or "Very Important"

Question 5: Important Criteria for Downtown Redevelopment by Age, Ethnicity, Race and Gender									
	Respondent Age			Ethnicity		Race		Sex of Respondent	
	18-34	35-54	55+	Hispanic origin	Not of Hispanic origin	White	Non-white	Female	Male
Variety of shopping opportunities	61%	71%	60%	55%	68%	66%	67%	66%	66%
Parking availability	80%	84%	86%	82%	83%	83%	83%	82%	84%
Free parking	77%	81%	84%	78%	81%	80%	83%	81%	79%
Availability of a mixed use parking structure (e.g., parking and retail)	39%	47%	59%	52%	45%	45%	63%	43%	51%
Maintaining a "small town" atmosphere	55%	62%	51%	57%	57%	58%	55%	58%	58%
Specialty shops	52%	50%	32%	49%	47%	47%	49%	45%	51%
Maintaining the unique historic character of the area	61%	70%	51%	56%	64%	64%	58%	64%	60%
Public Square (i.e., community gathering place)	54%	46%	32%	55%	45%	45%	56%	46%	48%
Entertainment (playhouse, movie theater, etc.)	61%	54%	42%	49%	55%	54%	58%	55%	52%

Percent of Respondents Reporting "Essential" or "Very Important"

Question 5: Important Criteria for Downtown Redevelopment by Housing Unit type, Tenure and Length of Residency									
	Attached or Detached		Rent or Own		Length of Residency				
	Detached	Attached	Rent	Own	1-4 years	5-9 years	10-14 years	15 - 19 years	20+ years
Variety of shopping opportunities	68%	61%	60%	67%	76%	69%	57%	45%	61%
Parking availability	83%	82%	85%	82%	82%	81%	88%	83%	83%
Free parking	82%	77%	75%	82%	74%	78%	90%	85%	81%
Availability of a mixed use parking structure (e.g., parking and retail)	44%	52%	47%	45%	44%	48%	55%	25%	47%
Maintaining a "small town" atmosphere	60%	51%	55%	58%	59%	64%	58%	48%	53%
Specialty shops	51%	40%	45%	49%	50%	52%	46%	29%	44%
Maintaining the unique historic character of the area	65%	57%	65%	61%	67%	70%	51%	55%	57%
Public Square (i.e., community gathering place)	47%	44%	48%	46%	59%	51%	39%	31%	37%
Entertainment (playhouse, movie theater, etc.)	53%	56%	55%	53%	63%	59%	47%	34%	48%

Percent of Respondents Reporting "Essential" or "Very Important"

Question 6: Importance of Adding Community Opportunities to Main Street Redevelopment by Age, Ethnicity, Race and Gender									
	Respondent Age			Ethnicity		Race		Sex of Respondent	
	18-34	35-54	55+	Hispanic origin	Not of Hispanic origin	White	Non-white	Female	Male
Lodging opportunities	17%	15%	29%	23%	17%	19%	18%	18%	19%
Department stores	39%	28%	52%	39%	36%	37%	39%	38%	34%
Stores that sell books or CDs	44%	36%	25%	34%	39%	39%	30%	36%	39%
Sporting goods stores	32%	23%	19%	35%	24%	25%	28%	21%	33%
Stores that sell computers and electronics	42%	34%	28%	43%	34%	34%	40%	31%	43%
Stores that sell household appliances	26%	22%	42%	43%	24%	25%	40%	27%	28%
Fast food restaurants	23%	17%	19%	40%	16%	15%	43%	20%	18%
High-end restaurants	61%	48%	38%	51%	52%	52%	45%	54%	46%
Grocery stores	37%	25%	45%	47%	31%	30%	45%	36%	29%
Big box retail stores	37%	20%	31%	36%	27%	27%	35%	29%	27%
Unique specialty shops	60%	49%	30%	40%	53%	53%	44%	53%	44%

Percent of Respondents Reporting "Essential" or "Very Important"

Question 6: Importance of Adding Community Opportunities to Main Street Redevelopment by Housing Unit type, Tenure and Length of Residency									
	Attached or Detached		Rent or Own		Length of Residency				
	Detached	Attached	Rent	Own	1-4 years	5-9 years	10-14 years	15 -19 years	20+ years
Lodging opportunities	20%	14%	15%	19%	14%	13%	15%	18%	26%
Department stores	37%	37%	30%	40%	41%	31%	33%	50%	40%
Stores that sell books or CDs	35%	44%	42%	36%	57%	41%	21%	20%	28%
Sporting goods stores	24%	31%	28%	25%	33%	21%	20%	21%	27%
Stores that sell computers and electronics	36%	36%	31%	38%	45%	31%	41%	27%	32%
Stores that sell household appliances	26%	30%	24%	29%	29%	18%	28%	21%	33%
Fast food restaurants	16%	29%	26%	17%	25%	13%	14%	11%	24%
High-end restaurants	52%	48%	41%	55%	58%	62%	39%	36%	46%
Grocery stores	32%	36%	36%	33%	36%	26%	42%	28%	36%
Big box retail stores	28%	30%	27%	29%	36%	28%	34%	23%	24%
Unique specialty shops	51%	47%	43%	53%	57%	61%	51%	47%	36%

Percent of Respondents Reporting "Essential" or "Very Important"

Question 18: Traffic Issues by Age, Ethnicity, Race and Gender									
	Respondent Age			Ethnicity		Race		Sex of Respondent	
	18-34	35-54	55+	Hispanic origin	Not of Hispanic origin	White	Non-white	Female	Male
Traffic moving too fast on Longmont's streets	40%	55%	77%	40%	57%	56%	44%	58%	47%
Too much traffic congestion on Longmont's streets	67%	75%	83%	66%	76%	76%	64%	75%	70%

Percent of Respondents Reporting at Least a "Moderate Problem"

Question 18: Traffic Issues by Housing Unit type, Tenure and Length of Residency									
	Attached or Detached		Rent or Own		Length of Residency				
	Detached	Attached	Rent	Own	1-4 years	5-9 years	10-14 years	15 - 19 years	20+ years
Traffic moving too fast on Longmont's streets	55%	51%	50%	56%	40%	53%	46%	58%	68%
Too much traffic congestion on Longmont's streets	75%	71%	72%	74%	66%	71%	72%	73%	85%

Percent of Respondents Reporting at Least a "Moderate Problem"

Question 20: Traffic Concerns by Age, Ethnicity, Race and Gender									
	Respondent Age			Ethnicity		Race		Sex of Respondent	
	18-34	35-54	55+	Hispanic origin	Not of Hispanic origin	White	Non-white	Female	Male
Traffic congestion on residential streets	28%	36%	62%	36%	40%	39%	31%	42%	33%
Traffic congestion on major streets such as Hover Road	76%	80%	86%	79%	80%	80%	77%	79%	81%
Traffic congestion on major highways such as Ken Pratt Boulevard	76%	82%	86%	80%	81%	82%	76%	79%	84%
Speed of traffic on residential streets is too fast	44%	59%	74%	56%	57%	57%	60%	58%	54%
Speed of traffic on major streets such as Hover Road is too fast	20%	39%	69%	31%	40%	41%	30%	40%	35%
Speed of traffic on major highways such as Ken Pratt Boulevard is too fast	18%	36%	68%	28%	38%	38%	28%	39%	31%
Too little enforcement of traffic laws on residential streets	42%	54%	71%	61%	51%	50%	62%	55%	50%
Too little enforcement of traffic laws on major streets such as Hover Road	30%	47%	68%	44%	45%	46%	37%	47%	43%
Too little enforcement of traffic laws on major highways such as Ken Pratt Boulevard	27%	46%	66%	43%	42%	43%	31%	44%	40%
Too many speed bumps, traffic circles or other traffic calming devices within the City	27%	22%	47%	39%	26%	29%	31%	27%	32%
Too few speed bumps, traffic circles or other traffic calming devices within the City	22%	29%	32%	29%	26%	27%	26%	30%	21%
Too many street repairs/construction	22%	17%	22%	28%	18%	20%	26%	22%	16%
Too few street repairs/construction	33%	32%	47%	27%	37%	37%	29%	34%	36%
Reckless drivers within the City	46%	61%	78%	49%	61%	62%	47%	63%	52%
Poor traffic signal timing	56%	54%	54%	63%	53%	54%	58%	56%	53%
Air pollution from vehicle exhaust	51%	58%	64%	57%	57%	57%	56%	58%	54%
Noise pollution (e.g., mufflers, stereos, motorcycles, etc.)	47%	62%	75%	59%	60%	60%	52%	61%	58%

Percent of Respondents Reporting at Least a "Moderate Concern"

Question 20: Traffic Concerns by Housing Unit type, Tenure and Length of Residency									
	Attached or Detached		Rent or Own		Length of Residency				
	Detached	Attached	Rent	Own	1-4 years	5-9 years	10-14 years	15 - 19 years	20+ years
Traffic congestion on residential streets	38%	42%	41%	38%	30%	27%	40%	37%	56%
Traffic congestion on major streets such as Hover Road	81%	76%	78%	80%	77%	73%	78%	82%	87%
Traffic congestion on major highways such as Ken Pratt Boulevard	82%	79%	76%	83%	77%	73%	73%	86%	90%
Speed of traffic on residential streets is too fast	59%	53%	53%	59%	40%	49%	60%	66%	75%
Speed of traffic on major streets such as Hover Road is too fast	38%	40%	39%	38%	30%	27%	39%	47%	51%
Speed of traffic on major highways such as Ken Pratt Boulevard is too fast	34%	41%	38%	36%	25%	27%	34%	46%	49%
Too little enforcement of traffic laws on residential streets	53%	53%	54%	53%	40%	49%	58%	45%	68%
Too little enforcement of traffic laws on major streets such as Hover Road	43%	51%	50%	44%	33%	39%	46%	42%	61%
Too little enforcement of traffic laws on major highways such as Ken Pratt Boulevard	41%	46%	46%	41%	26%	35%	44%	43%	61%
Too many speed bumps, traffic circles or other traffic calming devices within the City	28%	32%	36%	26%	21%	16%	35%	40%	37%
Too few speed bumps, traffic circles or other traffic calming devices within the City	26%	29%	29%	26%	20%	30%	30%	28%	30%
Too many street repairs/construction	17%	28%	27%	17%	17%	20%	19%	19%	23%
Too few street repairs/construction	32%	41%	43%	31%	27%	27%	39%	31%	47%
Reckless drivers within the City	58%	60%	60%	58%	45%	53%	62%	58%	73%
Poor traffic signal timing	54%	57%	63%	51%	50%	51%	50%	52%	64%
Air pollution from vehicle exhaust	56%	58%	61%	55%	52%	58%	59%	37%	63%
Noise pollution (e.g., mufflers, stereos, motorcycles, etc.)	60%	59%	60%	60%	49%	66%	62%	48%	65%

Percent of Respondents Reporting at Least a "Moderate Concern"

Question 7: Support for or Opposition to the City Offering Monetary Incentives to Businesses by Age, Ethnicity, Race and Gender									
Please indicate the extent to which you support or oppose the City of Longmont offering monetary incentives to encourage desirable businesses to locate in Longmont?	Respondent Age			Ethnicity		Race		Sex of Respondent	
	18-34	35-54	55+	Hispanic origin	Not of Hispanic origin	White	Non-white	Female	Male
Support	77%	68%	57%	79%	67%	67%	72%	68%	69%
Oppose	23%	32%	43%	21%	33%	33%	28%	32%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 7: Support for or Opposition to the City Offering Monetary Incentives to Businesses by Housing Unit type, Tenure and Length of Residency									
Please indicate the extent to which you support or oppose the City of Longmont offering monetary incentives to encourage desirable businesses to locate in Longmont?	Attached or Detached		Rent or Own		Length of Residency				
	Detached	Attached	Rent	Own	1-4 years	5-9 years	10-14 years	15 - 19 years	20+ years
Support	68%	71%	70%	68%	75%	70%	71%	58%	62%
Oppose	32%	29%	30%	32%	25%	30%	29%	42%	38%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 10: Support for or Opposition to the City Annexing Land Eastward by Age, Ethnicity, Race and Gender									
Please indicate the extent to which you support or oppose the City annexing land eastward toward I-25, if landowners request it?	Respondent Age			Ethnicity		Race		Sex of Respondent	
	18-34	35-54	55+	Hispanic origin	Not of Hispanic origin	White	Non-white	Female	Male
Support	73%	65%	69%	77%	68%	68%	72%	69%	68%
Oppose	27%	35%	31%	23%	32%	32%	28%	31%	32%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 10: Support for or Opposition to the City Annexing Land Eastward Housing Unit type, Tenure and Length of Residency									
Please indicate the extent to which you support or oppose the City annexing land eastward toward I-25, if landowners request it?	Attached or Detached		Rent or Own		Length of Residency				
	Detached	Attached	Rent	Own	1-4 years	5-9 years	10-14 years	15 - 19 years	20+ years
Support	67%	72%	66%	70%	71%	64%	74%	51%	72%
Oppose	33%	28%	34%	30%	29%	36%	26%	49%	28%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 22: Support for or Opposition to Extending the Street Improvement Sales Tax by Age, Ethnicity, Race and Gender										
		Respondent Age			Ethnicity		Race		Sex of Respondent	
		18-34	35-54	55+	Hispanic origin	Not of Hispanic origin	White	Non-white	Female	Male
Allowing the tax to terminate as scheduled	Support	37%	39%	33%	53%	34%	34%	45%	35%	39%
	Oppose	63%	61%	67%	47%	66%	66%	55%	65%	61%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extending the dedicated tax for another 5 years ending in 2011	Support	71%	77%	83%	60%	79%	78%	72%	75%	77%
	Oppose	29%	23%	17%	40%	21%	22%	28%	25%	23%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extending the dedicated tax for another 10 years ending in 2016	Support	40%	44%	56%	17%	50%	50%	23%	44%	48%
	Oppose	60%	56%	44%	83%	50%	50%	77%	56%	52%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extending the dedicated tax permanently	Support	32%	33%	31%	25%	33%	32%	29%	33%	32%
	Oppose	68%	67%	69%	75%	67%	68%	71%	67%	68%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 22: Support for or Opposition to Extending the Street Improvement Sales Tax by Housing Unit type, Tenure and Length of Residency										
		Attached or Detached		Rent or Own		Length of Residency				
		Detached	Attached	Rent	Own	1-4 years	5-9 years	10-14 years	15 - 19 years	20+ years
Allowing the tax to terminate as scheduled	Support	34%	44%	47%	33%	34%	35%	37%	28%	41%
	Oppose	66%	56%	53%	67%	66%	65%	63%	72%	59%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extending the dedicated tax for another 5 years ending in 2011	Support	77%	73%	69%	79%	80%	81%	71%	91%	70%
	Oppose	23%	27%	31%	21%	20%	19%	29%	9%	30%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extending the dedicated tax for another 10 years ending in 2016	Support	50%	34%	31%	51%	44%	51%	43%	53%	43%
	Oppose	50%	66%	69%	49%	56%	49%	57%	47%	57%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extending the dedicated tax permanently	Support	34%	29%	31%	33%	29%	44%	21%	33%	33%
	Oppose	66%	71%	69%	67%	71%	56%	79%	67%	67%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

QUESTION 3A: *When you shop outside of Longmont, why do you shop outside of Longmont? Desired item is not available in Longmont (specify item):*

- Costco, Sam's Club, Mervyn's, Old Navy.
- Electronics, quality clothing.
- Stores like Crate and Barrel, Pottery Barn, Williams/Sonoma, clothing.
- Good clothes (Gap, Banana Republic, Urban Outfitters, J Jill/J Crew).
- Various books, exercise equipment, clothing.
- Computer, TV, some furniture, music.
- Some clothing, good dresses, etc.
- High end apparel for women.
- Computer.
- A lot of stores, I shop at: Best Buy, Old Navy, etc., and they are not out here.
- Gateway, Best Buy.
- Computers, electronics.
- Car or furniture/appliances/sports or computer/electronics.
- 3 LCD video cam.
- Child's birthday party.
- High-end stores.
- Lane Bryant.
- Electronics.
- Hunting, fishing.
- Clothes, quality furniture. The quality of goods in Longmont is poor.
- Electronics and vehicles.
- Furniture.
- Beau Joe's pizza.
- Furniture.
- Variety in women's clothing.
- Any item I cannot find in Longmont and if I can't find it in Longmont, I go elsewhere.
- Furniture, men's clothing, especially suits.
- Electronics, specialty items.
- Women's business attire.
- Higher end clothes/TJ Maxx and Ross, wider selection of dressy shoes.
- Specialty fishing, camping.
- Whole Foods, Wild Oats, Alfalfas.
- Furniture, high tech.
- Clothes (out of sizes), bedding (never have selection). Lack of products,
- Children's, household, etc.
- Cycling equipment, high quality.
- High end clothing.
- More upscale stores.
- Hunting and fishing.
- Home products: Bed, Bath and Beyond, Great Indoors, etc. We need a new movie theater complex like Flatirons.
- Premium electronics-actually, most electronics.
- Best Buy gift card.
- Collectable items.
- Hunting/fishing gear.
- Quality goods, electronics, clothing, large ticket items.
- Ski shops.
- Furniture, electronics.
- Big electronics.
- Electronics, music, movie theater, discount tools.
- High end stores, restaurants such as offered in Denver, Boulder and at Flatirons Cherry Creek.
- Clothes, outdoor furniture, etc.
- Selection is greater.
- Furniture, computers.
- Quality kitchen, cookware, household items.
- High end furniture and clothing.
- Designer clothes.
- Organic foods variety.
- High quality fish gear.
- Longmont has no good shopping for clothes, cosmetics.
- Electronics, large bulk groceries that are cheaper. Sam's, Costco.
- Computer/electronics.
- Furniture.

- Electronics, sporting goods.
- Certain type of LCD TV/monitor.
- Clothing.
- We need good electronics, TV stores and TJ Maxx.
- Quality of clothes, etc.
- Big men's store.
- Motor home wheel covers.
- Kayak, Sam's Club.
- Electronics, like sound track, bulk grocery, like Sam's or Costco.
- Optics, camping equipment, hunting supplies.
- Old Navy, Gap, Whole Foods, Best Buy, Costco.
- Furniture.
- Several/various.
- Sporting goods.
- Automobiles.
- Clothing.
- Affordable furniture.
- Sam's Club.
- Reasonable furniture such as American Furniture.
- Wild Oats/Whole Foods, Gap.
- We have crappy movie theaters.
- Shoes & clothing.
- Clothes on sales at Foley's in Boulder.
- Electronics.
- Numerous.
- DVDs.
- Higher end clothing.
- Furniture.
- Good quality, U.S.-made, goods.
- Smoked salmon in large package and other items at Costco.
- Electronics.
- Boycott of sears.
- TJ Maxx, Ross stuff, electronic - example: Best Buy.
- Misc/depends.
- Clothes, furniture, etc.
- Various.
- Whole Foods store.
- Whole Foods.
- Good food!
- Certain stores, i.e., at Flatirons, Best Buy, etc.
- Electronics.
- High end electronics/computer devices/good quality fruit.
- Sam's Club, Super Wal mart.
- Store names such as Circuit City.
- Clothing.
- Computer choices.
- Kobalt tools.
- Clothing, natural foods, high quality fresh fish.
- Ross, Marshall's, Target.
- Natural food, we need a Whole Foods market.
- Computer parts/electronic parts.
- Clothes, appliances.
- Best Buy, sound warehouse, specialty clothing.
- Automobiles.
- Whole Foods.
- Michaels or Whole Foods or Costco or Eddie Bauer.
- Best Buy, Hot Topic, Circuit City.
- Large electronics.
- Some clothing, electronics, some meals & entertainment.
- Whatever I am shopping for Longmont doesn't have.
- Goods at Sharper Image, Brookstone, etc.
- Outdoor and travel gear.
- Electronics.
- Couch and love seat, once in 15 years.
- Costco or Sam's Club.
- Electronics & bird food.
- Electronics.
- Hand guns.
- Imac & supplies.
- Electronics.
- REI store.
- Good mall with options.
- Furniture.
- DSW shoes.
- Women's clothing.
- Specialty machine, tools, steel tubing.
- Wal mart Super Center has everything cheaper.

- Bulk food.
- Babies R Us.
- Clothing.
- Products of Indian store, like Indian groceries.
- Foley's, Toys R Us, Chuck E Cheese.
- Marshall's.
- Clothing, Whole Foods, Costco.
- Electronics.
- Electronics.
- Electronics.
- Specific furniture/variety.
- Computer, electronics.
- Computer stuff in Boulder.
- Clothing.
- Whole Foods.
- Clothing stores we like.
- Bicycle.
- Costco wholesales.
- Computers.
- Electronics.
- Clothes.
- Sportsman warehouse type shops.
- Super Wal mart.
- Costco, Sam's, etc.
- Whole Foods.
- Furniture.
- High end furniture.
- Whole Foods/Wild Oats.
- Particular clothing store.
- Whole Foods.
- Circuit City.
- Electronics.
- Healthy restaurants (too many steak houses). Unique shopping. See O'Naturals in Maine for ideas.
- Clothing.
- Specialized cooking ingredients and supplies. Martial arts supplies, more camping supplies.
- Yarn.
- Specialty shops.
- Classical music, books.
- Affordable furniture.
- Linen shop.
- Best Buy, Lowe's stores.
- Better furniture store.
- High quality meats and seafood.
- Restaurants that we frequent such as olive garden; movie complex; department stores such as Foley's, Marshall Fields, Linens & Things, etc.
- Clothes.
- Sam's, Oak Express, Best Buy, American Furniture.
- Sam's Club.
- Vintage clothing.
- Electronics/computers. Usually found at Best Buy, Circuit City or Comp USA.
- Variety! The stores are so small and poorly stocked.
- Toys R Us.
- Penney's' Safari brand not at this store.
- Best Buy products, TVs, computer supplies.
- 40% off bedroom set.
- Auto dealerships.
- Computer/TV.
- High end stores.
- Furniture, shoes, electronics.
- Clothes.
- Furniture variety.
- Electronics.
- Used auto parts.
- Best Buy.
- Electronics, Sam's, Costco, discount clothing, TJ Maxx, Marshall's.
- Computers/TV.
- Costco, Sam's, electronics, special clothes.
- Clothing stores, such as Old Navy.
- Bed, Bath and Beyond, Costco, Nordstrom's.
- Wild Oats-prefer.
- Computers.
- Liquor Mart.
- Furniture.
- Electronics, Old Navy.
- Car, cultural.
- Outlet stores.
- Computer related.
- Sam's Club.
- Sam's/Costco/electronics.

- Some teen clothing.
- Variety/quality women's clothing.
- Retail clothing, Ann Taylor, Banana Republic, Nordstrom's.
- Discount bread store.
- Craft - teacher.
- Indian food/groceries.
- Food/clothes.
- Computer, bike.
- Best Buy.
- Electronics.
- Sam's& Costco.
- REI, EMS, sporting goods.
- Clothes, big ticket items.
- Computers and cameras.
- High end electronics.
- Costco.
- More upscale furniture/clothing.
- Electronics.
- Gateway computers, natural pork (organic).
- Quality clothing, household goods.
- Big name brands.
- Clothing.
- Electronics.
- Gap, Old Navy, Whole Foods.
- Wide selection of computers.
- Old Navy, Gap, REI, clothing & goods.
- High quality clothing except for Dillard's.
- Specialty clothing.
- Sam's, Costco, Joanne's.
- Like Costco.
- Clothing.
- A certain car, computer.
- Specialty items.
- Best value.
- Longmont needs a Sam's Club or Super Wal mart.
- Odds & ends.
- Costco.
- Electronics, not much selection in Longmont.
- Clothing, furniture.
- Limited options.
- Computer/electronics.
- Certain labels.
- Computers/other brand name shoes and computer parts.
- They do not have any good clothes that I like.
- Furniture, home electronics.
- DVDs.
- Computer.
- Big selection of organic foods & products.
- Super Wal mart.
- Health food store.
- Sporting goods, computers.
- American Furniture Warehouse.
- Petite women's clothing, specific brands of kid's clothes (Gap, Old Navy).
- Organic foods, clothing that's stylish & fits me! Aka-Ross.
- Babies R Us, Toys R Us, Jared Jewelers, Michael's, Lowe's, Sam's Club.
- Furniture.
- More choices of department stores.
- Low-mid range cost medical supplies.
- Theaters, electronics, health food items.
- Clothing & presents.
- Variety of electronic items.
- Apple computer.
- Sam's Club, big box electronics, Chic-fil-a, stadium seat theaters, furniture selection.
- Photography, electronics.
- Electronics.
- Costco items.
- Really fresh seafood.
- Whole Foods.
- Harley dealers.
- Computer/electronics, furniture.
- Natural foods, i.e., Whole Foods.
- Sam's Club.
- Better household goods, linens, etc.
- Children's toys
- Michael's arts & craft store.
- Electronics, clothes.
- Furniture selection.
- Computer, TV.
- Affordable furniture, Costco, Sam's.

- Clothing, household TVs & other appliances.
- Best Buy, sound track.
- Whole Foods/Wild Oats.
- Costco goods, electronics/computer.
- Whole Foods/Wild Oats, high quality clothes.
- Decent theater.
- Electronics, high end clothing.
- Furniture.
- Affordable swim suits.
- Computers.
- Bed.
- Sam’s Club, American Furniture.
- Higher-end mall stores like Pottery Barn.
- Furniture (limited).
- Designer clothes.
- Computer/electronics.
- Various.
- Circuit City, Super Wal mart, Sam’s, Target pharmacy.
- Sam’s Club, Costco.
- Not enough variety.
- Computers, selection not available in Longmont.
- Clothing, other.
- Good mall.
- Costco, Sam’s Club.
- Furniture.
- Computer equipment, better clothing, tools.
- Whole Foods.
- Video/audio.
- Not a specific one, just specific stores: Old Navy, Gap, Children’s Place, Pottery Barn, Best Buy, Crate & Barrel, Restoration Hardware, Sharper Image - the list goes on!
- Clothing, furniture.
- Type of furniture, clothing I like to wear.
- Costco.
- Electronics, Best Buy.
- Furniture, electronics.
- Electronics.
- Fine dining.
- Large items
- Large clothing.
- Flea market.
- Video games/movies.
- Electronics.
- Electronics & furniture.
- Costco items. Best Buy stuff.
- Furniture.
- Affordable furniture, good movie theater.
- Consignment shops.
- Electronics.
- J Jill women's clothing.
- Camera digital or books.
- Furniture, quality home accessories.
- Apple stores.
- Shops and items that are not owned and produced by large evil corporations.
- Sam's, Super Wal mart, Costco.
- Furniture.
- Wild bird feed with corn bits.
- Furniture, Sam’s, clothing (high end), bridal.
- Furniture.
- Better clothes elsewhere.
- Teen-approved clothing...i.e., Gap, American Eagle, etc.
- Costco (bulk, buying).
- Metal smith & jewelry supplies.
- Paper product stores Xpedx Boulder.
- Electronics.
- Costco.
- Michaels, Ross.
- Furniture, stadium, theater, bulk item.
- Affordable furniture and much more.
- Specialty fish & groceries.
- Quality sporting goods...REI, EMS.
- Returns or exchanges at stores not in Longmont and discount clothing such as (The Rack & Ross).
- Costco.
- Best Buy.
- Clothing from preferred stores and baby items.
- Televisions, DVD.
- Electronics.

- Electronics, clothing, furniture, household items.
- Electronics, furniture, women's clothing.
- Specialty gifts.
- Furniture.
- Higher end, boutique items.
- Photo, books, computer.

QUESTION 3B: When you shop outside of Longmont, why do you shop outside of Longmont? Other:

- Don't need to, Longmont has the same stores as every other town.
- Quality and variety, selection.
- Mail-order
- Wild Oats market.
- Longmont could use a Best Buy, Circuit City type store for electronics/appliances/entertainment. The closest Best Buy is in Broomfield.
- If I can avoid traffic congestion in Longmont.
- Just to go somewhere different.
- I don't shop much, but I stay in Longmont.
- Never.
- Flatirons & park meadows.
- On vacation.
- Gifts/art shops.
- Know people at stores.
- Variety.
- I try to only shop Longmont. If you look, you can find almost anything you need here.
- QVC.
- I generally always shop Longmont - 98%.
- Bigger, better malls.
- Because I was looking to see what Super Wal mart had.
- Stores not in Longmont.
- Groceries & other items - no Super stores.
- Large appliance store.
- More variety in restaurants in other cities and natural grocery stores.
- Atmosphere, i.e., Pearl Street Mall, pedestrian comfort.
- Discount store "Ross".
- I patronize some businesses outside Longmont that I've patronized for 20 years previous to moving to Longmont.
- When traveling.
- To get away.
- More choices.
- American Furniture Warehouse.
- Never outside Longmont.
- More variety and better clothes.
- Items are on sale outside of Longmont.
- I try to always shop Longmont first for convenience and to try to support our local merchants.
- Never shop outside Longmont, no car.
- Like the atmosphere - Pearl Street.
- The mall seems to cater to kids & lower income.
- I shop at noon where I work in Louisville.
- I shop at Super Wal mart and Sam's in Loveland.
- The shops at Twin Peaks Mall are not what I need or like.
- Larger selections.
- Desire to encourage support of and less corporate spending.
- Sam's Club.
- Costco.
- I have everything I need for the rest of my life.
- Scattered development of shopping in Longmont. Difficult traffic.
- As close as we can.
- Variety.
- Near doctor.
- Atmosphere is better than places.
- For large ticket items, I shop for the lowest price.
- Very seldom shop outside Longmont.
- I seldom shop outside of Longmont.
- Best Buy.
- No larger, nice mall.
- More variety.

- Had discount coupons to Bed, Bath and Beyond.
- The chain store is not in Longmont.
- Better selection and price out of town.
- Costco.
- Never outside.
- Garage and yard sales.
- Fishes and goat meat.
- To get out of Longmont, too crowded.
- Never.
- A Great Indoors would be nice!
- Variety.
- TV.
- More choices.
- Low prices.
- Costco, Nordstrom.
- Malls.
- Other than meals and entertainment, we seldom shop outside of Longmont.
- I like Super stores.
- Good shopping near good restaurants (Broomfield/Flatirons Crossing, Denver).
- Don't shop elsewhere (Sr. citizen, don't need much).
- Sam's, Costco and better mall (more variety).
- No outdoor store here - "Sportmans Warehouse".
- Real good movie theater.
- Specific to shops, Circuit City, Best Buy.
- Westminster mall - we need a bigger and better mall.
- I like the feel of Pearl Street mall or the main street shopping area of Fort Collins.
- Known name stores not in Longmont i.e., Sound Track, Best Buy, Sam's, Costco, Mervyn's, Foley's, Burlington, TJ Maxx, Bed, Bath and Beyond, Linens and Things, DSW, Old Navy, Big 5 sporting goods.
- Furniture stores, Sam's.
- Senior, do not drive.
- Organic groceries.
- Longmont lacks a variety of shops, restaurants and entertainment; unlike Boulder.
- Shop Longmont.
- Costco in Superior.
- I just happen to be out of town.
- Sam's.
- Unique items.
- Might be out visiting people, otherwise shop only in Longmont.
- I shop Longmont almost all the time.
- None.
- Stores at Flatirons Crossing.
- Loveland, discount stores.
- Change of scenery.
- Factory shopping.
- Shop it not here: Costco.
- Malls are bigger and offer more variety.
- Prices, Sam's.
- Very seldom.
- Superior (Wild Oats, Costco, Superior Liquor, Lowe's).
- Don't shop outside.
- Sam's Club.
- I never do.
- I am visiting someone.
- We need a Costco or Sam's Club, most of my purchases are from them.
- Larger organic groceries (Whole Foods, Wild Oats).
- Different stores.

QUESTION 4: *Where do you shop most often when you do not shop in Longmont? Other:*

- Sam's Club Loveland.
- Westminster.
- Wherever there is something interesting.
- Boulder stores - Old Navy, Ross.
- Internet.
- Sam's Club.
- Internet.
- Costco, Sam's Club in Louisville.
- Costco or online.
- Big box.
- Best Buy, Soundtrack, Circuit City, toy stores.

- Computer stores.
- Westminster.
- Mc Guckin's in Boulder.
- Northglenn/Sheplers.
- Almost all shopping done in Longmont. None of these other options apply.
- Sam’s Club, American Furniture Warehouse.
- Sam’s Club.
- Whole Foods in Boulder.
- Individual businesses, not malls much.
- Discount grocery, etc.
- It depends on where I am.
- Denver malls (Westminster mall).
- Costco.
- Wherever I happen to be.
- On trips
- Sporting good stores, like Sportman’s Warehouse.
- Sam’s Club.
- Internet.
- Big box.
- Where ever I can find what I could not find in Longmont.
- Shops scattered here and there, antiques, clock repair, TV repair, fabric stores, coffee shops, pastry shops.
- Furniture and appliances - Fort Collins.
- Internet.
- Costco, Sam’s Club.
- Western.
- Buffalo Exchange, Urban Outfitters, Forever 21.
- Drywall store.
- Furniture row.
- Costco.
- Internet.
- Depends on what we need.
- Ross.
- Toys R Us
- Whole Foods.
- Sam’s, Costco, Joanne’s Fabrics, Super Wal mart.
- Westminster.
- Internet.
- Ross, TJ Maxx, Nordstrom Rack, etc.
- Small towns.
- Large stores.
- Twin Peaks Mall.
- Catalogues.
- Louisville.
- Don't shop elsewhere.
- Sam’s Club.
- Out of town.
- Costco.
- Niwot, Gunbarrel.
- Boulder - Ross.
- Mail order - don't like crowds at mall.
- None.
- Costco or Sam’s Club.
- Out of state - on vacation.
- Sheridan & highway 36
- Costco, aurora.
- Westminster mall.
- Smaller shops not chains.
- Sound Track, Men’s Warehouse.
- Catalogs.
- Various locations.
- Super Wal mart and Sam’s Club, Costco.
- None of the above.
- Do not shop much. I am 88 years old. Have lived here 8 years to be near my children.
- Internet.
  - Neptune Mountaineering, REI.
- Costco 6-9 times per year.
- Marshall’s, Ross, Stein Mart, TJ Maxx, 90%.
- Never.
- On line.
- Costco/Super stores.
- Big box stores in Boulder.
- Arvada Target, Westminster Dillard’s, Westminster Wild Oats, REI Denver flagship store, misc other.
- American Furniture Warehouse.
- Foley’s.
- Club stores.
- Internet.
- Privately owned businesses!!
- Costco, Sam’s, Marshall’s, TJ Maxx.

- PC City, Westminster.
- Very seldom, sometimes when visiting children outside Longmont.
- Specialty stores.
- Sam's in Loveland.
- Costco.
- Sam's, Costco.
- Not a shopper.
- Never.
- Super stores, i.e., Wal mart.
- Foothills mall, Fort Collins; Sam's, Loveland.
- Don't shop out of Longmont.
- American Furniture, furniture row.
- Specific/specialty shops.
- Comp USA-Boulder; Fort Collins, flea markets.
- REI and other specialty shops.
- We don't.
- Discount stores.
- Online.
- Individual stores.
- Sam's, American Furniture, REI, Ross.
- Sam's, discount plus.
- Catalogues.
- Soundtrack/Circuit City.
- Old Navy, Marshall's, Ross.
- Specialty stores.
- Foley's
- All of the above.
- Boulder.
- American Furniture, Best Buy.
- None.
- Specialty shops.
- None of the above.
- Wal mart - Brighton.
- Catalogs.
- Internet.
- Major stores in Loveland.
- Thornton.
- Circuit City, Best Buy.
- Costco.
- Catalogs.
- 75% Costco, 25% Sam's or Super Wal mart.
- Ross and Marshall's in Boulder.
- Costco/Sam's.
- Sam's, Loveland.
- All areas.
- Foley's, Toys R Us, Chuck E Cheese.
- Indian store and south Asian store.
- Sam's Club-Louisville
- None of the above.
- Costco.
- Greeley, Broomfield.
- Big box stores like Best Buy and Circuit City.
- Retail stores.
- Sam's Club.
- Kohl's-Louisville - Sam's.
- Internet, REI.
- REI/EMS.
- Stores near my work.
- Internet.
- Asian markets in Denver, discount outlets in Broomfield, Costco warehouse club in Louisville/Superior, electronics stores (Best Buy, Comp USA) in Boulder, Broomfield, Westminster.
- Specialty shops - Xpedx in Boulder, Whole Foods/Wild Oats in Boulder & Superior, Costco (Superior).
- Bed, Bath and Beyond (Boulder), Sound Track (Boulder), Great Indoors (Broomfield).
- Retail stores not available in Longmont.
- Discount stores and Foley's.
- Sports venues.
- Wal mart Super Center for groceries.
- Sam's Club, Best Buy, American Furniture, Circuit City.
- Membership warehouse.
- Sam's.
- Whole Foods, Marshall's.
- Best Buy Flatirons.
- While traveling (more unique items).
- Sam's.
- Sam's.
- None.
- Internet.
- Lowe's.
- Sam's (Louisville) & (Loveland).

- Sam's Club, Costco.
- Sam's& Super Wal mart in Loveland.
- Loveland - Super Wal mart, Sam's. Broomfield - Best Buy, PF Changs. Superior - Super Target, Chuck E Cheese. Denver - for furniture.
- Grocery shopping only.
- None of the above.
- Denver.
- Denver.
- Internet.
- Online, TV, catalogs.
- Internet.
- Costco.
- Whole Foods, Wild Oats, Savers.
- Wal mart Super Center.
- Whole Foods.
- Mail order.
- Sam's Club, Costco.
- Sam's, Costco.
- Sam's in Louisville.
- Sam's.
- Cabellas and bass pro-out of state.
- Catalogs.
- Wherever unmet needs force me to go. Very little mall shopping, no diversity.
- Costco, Nordstrom's, Lowe's.
- Catalogs and internet.
- I hardy even shop.
- Loveland, Greeley.
- Estes Park Main Street.
- Greeley.
- Fort Collins excellent shopping.
- Sam's Club, Super Wal mart.
- Costco, Sam's.
- Internet.
- Specialty shops.
- Nowhere.
- Best Buy, Sam's Club, Costco.
- Super Wal mart in Loveland.
- Westminster mall.
- Sam's in Loveland, Louisville.
- Sam's Club-Loveland.
- Internet.
- Sam's Club.
- Catalog.
- Old Navy, Gap, REI in Boulder.
- Seldom.
- Sam's/Costco - bulk buying.
- Sam's and American Furniture, Joanne's Fabrics, Sound Track, Lowe's, Best Buy.
- Loveland, Sportsman's Warehouse, Sam's.
- Wherever items are available.
- Boulder - consignment shops.
- Specialty...furniture, vehicles, etc.
- Catalogs.
- Sam's Club, Costco.
- Denver, Louisville.
- Sam's, Circuit City, Boulder Toyota.
- Boulder.
- Boutique/unique shops wherever driving to/through.
- Circuit City, furniture warehouse.
- Super Target, Superior, Louisville.
- Large specialty stores: American Furniture, Comp USA.
- Sam's Club in Loveland and Louisville.
- TJ Maxx, Best Buy.
- Furniture, sporting goods.
- We don't.
- None.
- Discount stores.
- Individual stores.
- Loveland restaurants.
- Sam's, American Furniture.
- Foley's.
- Sometimes in Fort Collins and Westminster.
- Super Wal mart (Loveland).
- Discount variety.
- Shopping plazas.
- Don't shop much other than in Longmont except catalogs.
- Catalogs.
- Costco.
- Super store.
- Costco.
- Sam's& Super Kmart.
- Stay close to home (Longmont).
- Electronics.
- Sam's Club and Costco.

- Catalogs.
- Family locations.
- Internet.
- Mc Guckins in Boulder (tools).
- Big lots, Shopko, Wal mart.
- Best Buy, sound track.
- Sam's Club, Super Wal mart.
- Boulder near Crossroads.
- Wholesale clubs.
- Motor home suppliers.
- Internet.
- Best Buy, Circuit City.
- Costco, Wild Oats, Whole Foods.
- Costco.
- Shopko, Wal mart. Digital camera shop north of Albertsons.
- Dollar tree/Savers.
- Internet.
- Sam's Club (Louisville), Westminster mall.
- Sam's Club in Loveland.
- Sam's, Costco, Best Buy. (stop home and apartment building).
- Wal mart Superstore, Sam's.
- Boulder. Can we get more employers so residents can work and live in Longmont?
- Computer/electronic stores (Best Buy, Circuit City, etc.).
- Sam's Club, Ross, Marshall's, TJ Maxx.
- Internet.
- Lyons/Estes Park.
- Costco, Boulder.
- Internet.
- Sam's/Costco.
- Catalogs, Niwot shops.
- Best Buy, Circuit City, etc.
- Arapahoe village.
- Internet.
- Via catalog.
- Loveland and Fort Collins.
- Various.
- Internet.
- Boulder.
- Boulder Foley's.
- Costco.
- Flea market.
- Sam's.
- Sam's or Costco.
- Savers in Boulder.
- Discount stores.
- Whole Foods or Wild Oats.
- Boulder supermarkets.
- Sam's Club.
- Longmont downtown. I moved from a rural area where Wal mart chased all of the other businesses out of business. You were unable to get your tires, clothes, kitchenware, etc. only at Wal mart. I was stuck shopping at only one store for 11 years. My family came to Longmont, instead of Boulder, Broomfield, etc. all of those towns/cities, I feel, are awful places to go and I avoid them at all cost! I love the downtown farmers market also.
- Whole Foods.
- Sam's.
- Wholesale stores.
- Internet - primarily computer equipment and 10% of clothing.
- Wal mart Super store, Loveland-groceries.
- Thrift stores.
- Boulder malls.
- Whole Foods, Ross (discount clothing).
- Cabellas.
- Costco.
- Pennsylvania (2nd home).
- Grocery stores.
- Specialty retailers, Best Buy, DSW shoes, etc.
- Other Harley shops outside Longmont.
- Lowe's.
- Shopping mall-Crossroads, Foley's.
- Discount stores in Longmont.
- Boulder, various stores.
- Costco.
- Internet.
- Internet.
- Costco, Ross, catalogs.
- Thrift stores, boutiques.
- Circuit City, Comp USA.

- Sporting goods stores.
- Super Wal mart-Loveland. Super Target-Superior.
- Fort Collins.
- Boulder.
- Circuit City, Lowe's.
- Hygiene feed store (used to shop diagonal feed weekly).
- Catalogs.
- Longmont has built too many new homes and apartments. We have too many vacancies which is causing a very unbecoming city. Now that we have created too large a city, we need shopping to subsidize our city with sales tax revenue.
- Boulder Ross.
- Louisville, Superior.
- Sam's, American Furniture Warehouse.
- Sam's& Costco.
- Sam's Club.
- Louisville.
- Internet.
- Longmont, Colorado.
- Sidney, Nebraska.
- None.
- Any of the above not provided in Longmont.
- Sam's Club, Loveland.

QUESTION 6: Thinking about Main Street redevelopment, please rate the importance of adding each of the following community opportunities to the Main Street area, between the Prospect neighborhood and Highway 66; then, select which three you most would like to see added to this area: Other:

- Entertainment.
- Open later.
- Main Street not the best place.
- 18 and up dance club.
- Furniture.
- Sam's, Costco.
- Entertainment.
- Whole Foods.
- Music store, instruments.
- First run theater with modern sound and seating like AMC Flatirons.
- Organic grocery.
- Family dining.
- Costco, Sam's.
- That's all. I don't want too much development.
- Close to car (local).
- Gas stations.
- We have all that, nothing more is needed.
- Pubs/brew pubs.
- Stores for children.
- Costco.
- Recreation - bowling alley/skating, etc.
- Bed bath & beyond or Hot Topic.
- Small family owned businesses.
- Improved transportation.
- Clothing.
- Toys, kids, baby, craft, family restaurants.
- Small town, less people.
- Entertainment district.
- Prices.
- Edible food that is not expensive, like Bear Rock Cafe.
- Old Navy - good clothing.
- Nordstrom's.
- Movies, entertainment, outdoors shopping.
- Movie theatre.
- Art galleries, antiques.
- Coffee shops.
- Hispanic retail center.
- Organic grocery, better movie theater.
- Local businesses and small businesses.
- Variety - good mix.
- Non-chain restaurants.
- Entertainment venues.
- Entertainment.
- Working people prices.
- Whole Foods/Wild Oats. Most important.
- Street names to main, no black signs, cannot read.
- Good restaurants.

- Movie theater.
- Independently owned shops.
- Route 287.
- Wendy's.
- Another pet store.
- Ross.
- Kids amenities.
- No more development.
- Ross!!!
- Home furnishings.
- Mid range restaurants, i.e., Sweet tomatoes.
- Healthy affordable restaurants.
- Less expensive grocery shops, such as Pak-N-Sav, Winco, etc.
- Health food store.
- Other adult stores.
- Stay as is.
- Whole Foods, Wild Oats.
- Dress shops.
- Entertainment.
- Whole Foods or Wild Oats.
- Smaller non-box Retailers.
- Mid-price restaurants, (family American foods).
- Circuit City or Comp USA.
- Restaurants - no fast food or high end.
- Would like to have a seafood restaurant like long john silvers or similar - we have so many burger places.
- Antiques, park.
- Sam's Club not necessarily on main.
- Quality clothing.
- Coop like art mart in Boulder.
- Whole Foods.
- Natural foods.
- Medium priced family dining.
- Card shop, scrapbooking and crafts besides Hobby Lobby.
- Small, locally owned shops.
- Smaller "big box" retailers.
- Craft store besides Hobby Lobby. We need a Michael's.
- Fashion.
- Child education store.
- Audio boutique, produce specialty.
- Mixed use developments.
- Dollar theater/other entertainment.
- Harbor Freight store.
- Barber shop.
- Super Wal mart/Sam's Club.
- Whole Foods.
- Wholesale club.
- Firearms.
- Service vendors.
- Espresso/coffee shops.
- Deli/market store.
- Hardware.
- Family moderate restaurants other than Mexican food.
- Entertainment, movie theaters, playhouse, etc.
- Photography store, health food store.
- Costco.
- Furniture.
- Art venues, galleries, performance venues, education.
- Use available space and expand, remodel empties.
- Costco.
- Clothing.
- Bowling.
- High end chains such as Pottery Barn, etc.
- Lowest prices.
- Art gallery.
- AMC movie theater.
- Pedestrian mall type-area.
- Don't want more.
- Sam's or Costco.
- Child care and community gathering places like Pearl Street.
- Pet store, small business, yet local.
- Science educational shops.
- Automotive parts and repair.
- Internet coverage.
- Ethnic groceries & items.
- Costco.
- Costco or Sam's Club.
- Indian groceries.
- Movie theater.
- Discount stores like Ross, TJ Maxx, Marshall's.

- Gathering places with no traffic.
- Ethnic (not more Mexican restaurants).
- Education/offices.
- Don't want any growth in these areas.
- Entertainment.

QUESTION 8: Please indicate how often you or other members of your household have used the Internet in the last 12 months to make purchases for the following items: Other:

- Vacuum parts.
- Rose plants & other plants.
- Pets and supplies.
- Entertainment tickets.
- Varies.
- Airline tickets.
- Dry goods.
- Random EBay items.
- Jewelry, car parts.
- Shelving/large.
- Photography equipment.
- Mineral collection.
- Trip, game tickets.
- Teas, coffees, part for appliances.
- EBay collectibles also shop downtown Longmont.
- Checks.
- Specialty items.
- Aquatic (saltwater).
- Gifts.
- Misc household, dishes, toys, etc.
- Sporting.
- Airline tickets, hotels, rental cars.
- Baby items.
- Airline tickets.
- DVDs, CDs, books, business supplies.
- Golf equipment.
- Airline tickets.
- Pet supplies.
- Sporting goods.
- Travel items, flight.
- Do not use.
- Travel, air and car rental.
- Recreational.
- Charities, baby items.
- Outdoor gear.
- Small appliance.
- Never.
- Home improvement.
- Rifle scope.
- Car parts.
- Software.
- Jeep parts.
- Jewelry.
- Airline ticket.
- Gifts.
- Airline and motel.
- Wedding supplies.
- Motorcycle parts.
- Pet items.
- Airline tickets, vacation.
- Ski boots/comforter.
- Gifts-Hickory Farms, Sears, K.U. items.
- Flower, gifts.
- Airline tickets.
- Don't have a computer by choice.
- Craft supplies.
- PFD.
- Garden supplies (plants, seeds, insects).
- Golf club.
- Motorcycle parts (antique).
- Lawn mower parts.
- Airline ticket and reservations for entertainment or campsites.
- Skin care products.
- Martial arts supplies.
- Sporting goods and gifts.
- Outdoor equipment, sporting goods.
- No computer.
- Baby items (we just had a baby).
- Gifts.
- Gifts (overseas).
- Nutritional supplements.
- Jewelry, etc.
- Baby gear.
- Don't have a computer.
- Specialty.
- No net.
- Personal items.
- Airline tickets.
- Beauty products.
- Automotive items.
- Airline tickets, car.

- Collectibles.
- Travel, sporting.
- Collectables, sports.
- Toys.
- Sporting goods, baby stuff.
- Baby registry gifts.
- Vitamins.
- Household items.
- EBay, misc.
- Sewing supplies.
- Bicycle supplies.
- Event tickets.
- Sporting goods.
- Airline tickets.
- Hobbies.
- Airline tickets.
- Collectibles, hobbies.

QUESTION 9: Please indicate reasons you or other members of you household use the Internet for shopping purposes? Other:

- I do not own a computer.
- I don't enjoy shopping.
- Fine stuff hard to find.
- Access to organic and responsible products.
- No taxes.
- Sporting goods.
- No computer.
- The clothes I wear are only online or catalog.
- I check prices on the net.
- Better choices.
- Don't have a computer.
- Longmont too crowded, does not want to go out.
- No taxes.
- We are tall.
- I can make purchases 24-7.
- Ordering out of catalogues.
- Only place we could find a certain CD.
- Comparison shopping.
- No transportation required.
- No travel necessary.
- Do through work.
- Airline tickets.
- Item is only on website.
- Tax free.
- Can't find item locally - Boulder, Longmont.
- Easy price comparison and quality.
- Item is delivered out of state.
- No need to leave home.
- I love getting packages in the mail!
- Gift registries.
- Able to research and compare prices at home.
- No computer.
- Items arrive faster than through special order.
- I work from home full time.
- Don't have a computer.
- Not available in Colorado.
- Don't have computer.
- Home bound.
- Not available in any city (electronic parts for university research).
- I can shop at weird hours.
- Gifts - shipped out of town.
- Variety.
- Traffic driving to get somewhere.
- Sometimes better deals.
- Prescription drugs only.
- Delivery to door.
- No internet.
- Identity theft consideration, otherwise do 100% of shopping on internet.
- Almost never do.
- Used parts.
- Offer discounts not locally available.
- Can shop at any time.
- Homebound.
- Specific merchandise. Airplane tickets.
- Taxes.
- Can't trust it.
- Easy to find unusual items and to price compare.
- I have no computer.
- Don't have a computer.
- Too wide of range of price.
- Last minute gifts.
- For my business only.
- No tax.
- No net.

- Do not use.
- Easy, fast.
- No computer.
- Cheaper than stores and no tax.
- Only available by internet.
- We don't own a computer.

QUESTION 12: Considering why you gave the above rating to Longmont planning, what kinds of things entered into you decision? Other (please specify):

- I think residential areas should be residential only. There are too many shops in Longmont and they're all spread out. Shopping areas should be grouped together for appearance and convenience.
- Too much vocal minority voter impact. Silent minority under represented.
- Water.
- Crime, dirty look to town.
- Personal responses to various situations.
- Some businesses that initially planned to build here pulled out.
- Completion of route 119.
- I think you people do a good, conscientious job.
- City parks and walking/biking paths.
- Would like to be able to shop and eat here more. Mall is bad.
- Should have annexed out to both I-25 intersections (119 & 66) in 1970's, still not done! Let weld county ruin area.
- Recognizing the need for big retail.
- Clover creek being ripped off paying for a fire station that it doesn't use or need (the endless tax!!!).
- High customer service by city employees.
- Preserving open space/farming, balancing with growth.
- Need more pools.
- Public multi-purpose trail expansion, rec center, library.
- Needed.
- Past planning.
- Wal mart - bad!
- The difficulty in getting development north of 66.
- Water planning.
- Too much growth, especially houses.
- Wal marts at entryways.
- More shopping options in se area south of 3rd and east of main.
- Traffic lights for now it's a mess. Trains, move the tracks, grow up Longmont.
- Boulder people trying to run our city.
- Destruction of open space.
- Greenways are great. Light rail direct to Denver, not Boulder, via Broomfield.
- Feels like Boulder controls the decisions and suggestions, not Longmont.
- Traffic.
- Development focused in 1 or 2 areas.
- Way too much development in Longmont. Not enough open space. No respect for wildlife. The only wildlife left in Longmont is dead on the side of the roads, hit by cars...way too much development.
- Affordable housing policy.
- Too much corporate welfare.
- You need to look farther forward. The city will grow, but the services, i.e., trash, Xmas tree removal, large item drop, parking on city streets, code enforcement, lack of concert/play house, entertainment, good mall will decrease home value and people will move elsewhere.
- Downtown parking needed.
- It is all about the money.
- Lack of foresight by the city council is the number one deficiency in my opinion.
- Poor job getting business into Longmont.
- Wal mart.
- Seas of homes with no central community or charm: prospect should

be what all housing developments strive for. Need more parks and open space.
- Project that happen without going through planning department.
- Park/bike path development.
- City caters too much to Mexicans, too many Mexicans in Longmont, too much minority growth. New homes ugly, boxy, not character. Water shortages, too many new developments are going in.
- Development at the expense of "old Longmont".
- Zoning, landscaping.
- Strong planning director and team leads and mayor.
- What I hear and see for myself - first hand.
- The Boulderites want Longmont to be like Boulder - bad thing!!!
- Ignoring public input, i.e., No Wal mart! Longmont has been destroyed in the last 10 years because of greed.
- Enough Wal mart!
- No one seems to be concerned about our outdated transportation system!
- Insufficient planning for roads, schools to support developers.
- Planning decisions presented to council by city staff.
- Poorly planned services that are confusing, need to think of visual environment. Poorly planned big box retail, mall outlets. (e.g., bike paths), lighting in park facilities.
- Loss of local businesses and loss of open space, i.e., Cheese importers, warehouse and newsstand.
- Location and type of new business.
- Lay down for Wal mart, too pro growth, not enough open space.
- Getting too bit, too. Much like Boulder.
- Newspaper accounts.
- Wasting time on Winnebago when my hover house rattles from understandable traffic.
- Too many wireless communication antennas and cell towers in downtown Longmont and other sites. Monitor and require safe output. Have them be like a public works like, gas or electric companies. (regarding cell towers, no safety plan for how it effects the public).
- Education budget.
- Long range view, not knee-jerk.
- Citizen opposition to Super Wal mart ignored by city council after planning commission even voted against it.
- We're getting too big - too many houses.
- Would always want to be well informed.
- Too few streets planned for straight through auto travel north to south.
- Loss of open space.
- Effect on resource use, i.e., Water & energy.
- Too many Wal marts - over development of farm land & open spaces.
- Dislike open space funding.
- Grainery on 2nd and terry.
- Life bridge, losing open space.
- Don't have enough information.
- The push for Wal mart (now 2x), the glut of big box stores and chain fast food, the assumption that we welcome new retail along county 119 extension, the number of empty buildings downtown.
- Lack of concern for preserving heritage buildings and neighborhoods, i.e., Times-call in historic Westside.
- Tax base.
- Asian community increasing in Longmont, but not any shop or restaurant for them.
- It would be closer to excellent without Wal mart!
- Wasted money...i.e., changing dead end signs to no outlet.
- The city seems lop-sided. Restaurants

and shopping all on west side!
- The constant demolition of open space for huge, mega corporate merchants.
- Too much development.
- Noise on streets.
- The push for Wal mart (now 2x), the glut of big box stores and chain fast food, the assumption that we welcome new retail along county 119 extension, the number of empty buildings downtown.

QUESTION 14: *Please indicate how likely or unlikely you think each of the following is to occur because of population growth in Longmont, then check the one item you expect, if any, to be the most significant problem as a result of new growth and development in the City: Other:*

- Franchises galore, loss of ma and pa shops/restaurants.
- More cell towers and antennas on schools, businesses and neighborhoods.
- Graffiti.
- People want to get out of Longmont.
- Too many immigrants on welfare.
- Economy goes down.
- This question is skewed, what about benefits. What about the positives of growth, increased sales tax, better city services, more money to purchase open space, quality entertainment venues.
- Too many big box stores selling cheap, imported junk.
- Increased environmental degradation: water use, etc.
- Building arterial streets.
- Too many HOAs.
- Faster cars, more accidents.
- Social problems due to immigration.
- Better lifestyle and facilities.
- Not much time left because of age.
- Economic crash.
- Hispanic over population.
- Slow down the growth.
- Hospital made to keep up Longmont.
- Loss of the view of mountains because of tall buildings.
- Higher water bill.
- Becoming another Boulder.
- Slower/inadequate emergency response; overcrowded medical services/emergency room.
- Water.
- Not enough funds for schools.
- Welfare increases.
- More medians, cannot see around.
- Traffic, lights need arrows. Trains, move the tracks, grow up Longmont.
- Too many Mexicans. I was very surprised to hear from outsiders that Longmont has a reputation of being a dirty, drug infested, Mexican city.
- Enough Wal mart!
- Too many Mexicans in one house and they all have vehicles & truck - 5 or 6 cars at one house.
- It will destroy everything charming.
- We stop being unique-Longmont.
- Raising already excessively high and mis-managed taxes.
- Bigger government. This is a poorly designed question. It depends on what kind of growth and how it is managed.
- Unfair hiring practices to whites. Ask me more about it.
- Homeless.
- Grow or die, take your pick.
- Water issues.
- Loss of cultural/shopping income due to Longmont's status as a "commuters" area. Very few 6 figure jobs to support very high housing.
- Higher taxes.
- More illegal immigrants.
- Destruction of natural resources.
- Pushing out the diverse population. Don't be like Boulder. We don't need trust fund babies only here.
- Traffic noise.
- Loss of quality community in favor of "new" cheap and sprawl.

- Quality is going downhill. Longmont is getting trashy.
- Unavailability of pedestrian friendly areas - increase of - because of poor planning.
- Influx of low income families/housing.
- Natives leaving Longmont.
- Availability of utilities.
- Higher cost of living.
- Loss of uniqueness. Will become part of suburban/corporate logo wasteland.
- Water problems.
- Again, traffic. (Main Street, Main Street, Main Street). 17th is awesome now - good job.

QUESTION 23: Based on the issues presented on this survey, please select the single most important issue on which you think the City of Longmont should place its emphasis: Other:

- Comment
- Public swimming pool north/east Longmont
- Stop the growth of Longmont.
- Major retail.
- Stop the development.
- In coordination that affect issues on main.
- Motorcycle noise.
- Keeping the city of Longmont from becoming more like the city of Boulder.
- Stop home and apartment building.
- Noise abatement.
- Population.
- High end restaurants.
- Crime.
- Affordable housing.
- Crime & keeping hub a small town, if it gets too big, it will become terrible.
- Restaurants on east side.
- Comprehensive, coordinated effort to integrate it all.
- Open space.
- Plan limit.
- Including eastern boundary.
- Street maintenance should be foremost item in regular city budget.
- Stop catering to second languages and reduce immigration.
- Raise our property values, slow down growth.
- Police patrol.
- Wild life support.
- RTD transportation to DIA.
- I truly do not get out enough to know an answer.
- Poor planning causes traffic problems, i.e., Hover and Ken Pratt.
- Noise pollution - car stereos!!
- Let's be pro active!
- Bring it in wherever you can as long as it is within city limits. We lose many dollars to neighboring cities. Sporting events: batting cages, swimming pools, a competitive summer league program, more things for the younger generations to enjoy. The bike paths were more of an after thought. What about the fine arts, what do we offer? The art walk a few times a year? We do have an excellent dinner theater to go to. I think we should be doing more to get ourselves on the map. What do we really offer to the people that live in Longmont?
- Stop the growth.
- Too much building houses, malls.
- Better enforcement of laws.
- Wal mart Super center please.
- Affordable housing.
- Robust funding for schools.
- The tattoo parlors and pawn shops give a very poor impression.
- No big box.
- More bus transportation and better hours.
- We need high class development, make people come here.
- Historic preservation and smart growth.
- Too much growth.

- Widen Main Street and take out some stop lights.
- Widening streets for bicycle safety.
- Better police follow up!!
- But slow it down, not increase!
- Bridges over rail road right of way on 3rd and main.
- Cost of housing.
- How much money is in the city of Longmont's budget to investigate the private lives of city employees? The outrageous treatment of employee Spagnuolo will not be forgotten or forgiven!!! Why did the city of Longmont send this survey outside of Longmont to have the results analyzed? Why no comments section?
- Housing costs.
- Crime.
- Schools.
- Maintain open space.
- Over growth population.
- All are important.
- Longmont needs a Ross.
- Noise.

APPENDIX V. COMPLETE SET OF FREQUENCIES

The complete set of frequencies (except for open-ended responses) appears on the following pages.

Question 1: Important Characteristics for New Retail Development						
If there will be new retail development in Longmont, what characteristics of that development are important to you? Please rate each:	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
That the development is close to downtown Longmont	8%	18%	30%	41%	3%	100%
That the development is attractive	30%	43%	22%	4%	1%	100%
Variety of shopping opportunities	31%	50%	15%	2%	1%	100%
Quality of goods sold	35%	53%	10%	1%	1%	100%
Price of goods sold	36%	43%	18%	3%	1%	100%
That the development maintains a small town atmosphere	21%	24%	29%	23%	3%	100%
That the development includes residential living units with retail (mixed use)	5%	10%	22%	52%	10%	100%

Question 2: Frequency of Shopping in Longmont					
When you shop for the following items, how often do you buy them in Longmont?	Never	Some of the time	Most of the time	Almost always	Total
Groceries	1%	5%	17%	77%	100%
Clothes/personal items	6%	29%	34%	31%	100%
Meals and entertainment	1%	27%	45%	27%	100%
Furniture	34%	40%	12%	14%	100%
Large household appliances	23%	32%	24%	21%	100%
Computers, electronics and televisions	37%	33%	14%	16%	100%
Other items	6%	40%	34%	20%	100%

Question 3: Reasons for Shopping Outside of Longmont	Percent of Respondents
It is convenient; on my way to or from work or near my home	18%
I like the range and quality of goods and services	56%
Desired item is not available in Longmont	47%
It is more affordable	35%
I shop catalogues shop the Internet	16%
I shop the Internet	26%
Other	13%
Don't shop outside of Longmont	2%

*Percentages may add up to more than 100% as respondents were allowed multiple responses.

Question 3a: Specific Desired Items Mentioned by Respondents	Percent of Respondents
Home electronic stores (e.g., Best Buy)	64%
'High end' or 'quality' clothing stores	57%
Furniture stores	49%
Bulk discount stores (e.g., Sam's, Costco)	47%
Discount clothing stores (e.g., Old Navy, TJ Maxx, Marshall'	21%
Computer stores	18%
Natural food stores (e.g, Whole Foods, Wild Oats)	16%
Sporting goods stores	13%
Home stores (e.g., Crate and Barrel, Pottery Barn)	8%
Car dealers/auto shops	4%
Hunting/fishing/camping stores	2%

*Percentages may add up to more than 100% as respondents were allowed multiple responses.

Question 4: Most Common Shopping Location Outside of Longmont	
Where do you shop most often when you do not shop in Longmont?	Percent of Respondents
Discount outlet malls (e.g., Loveland, Castle Rock)	14%
Shopping malls (e.g., Flatirons Crossing, Cherry Creek Mall,	39%
Downtown shopping in other communities (e.g., Pearl Street M	11%
Discount bulk stores (e.g., Sam's, Costco)	13%
Discount clothing stores (e.g., Old Navy, Ross)	9%
Internet	1%
Home electronic stores (e.g., Best Buy)	2%
Other	2%
Total	1%

Question 5: Important Criteria for Downtown Redevelopment						
Please indicate how important, if at all, each criterion is to the redevelopment of downtown Longmont, between 1st Avenue and Longs Peak Avenue:	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Variety of shopping opportunities	23%	41%	24%	9%	3%	100%
Parking availability	40%	41%	12%	4%	3%	100%
Free parking	45%	34%	14%	5%	2%	100%
Availability of a mixed use parking structure (e.g., parking and retail)	13%	30%	36%	14%	8%	100%
Maintaining a "small town" atmosphere	26%	29%	25%	17%	3%	100%
Specialty shops	13%	33%	40%	11%	3%	100%
Maintaining the unique historic character of the area	31%	29%	27%	10%	3%	100%
Public Square (i.e., community gathering place)	19%	26%	33%	18%	4%	100%
Entertainment (playhouse, movie theater, etc.)	18%	34%	32%	13%	2%	100%

Question 6: Important Community Opportunities for Main Street						
Thinking about Main Street redevelopment, please rate the importance of adding each of the following community opportunities to the Main Street area, between the Prospect neighborhood and Highway 66.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Lodging opportunities	4%	14%	41%	35%	7%	100%
Department stores	12%	24%	40%	22%	2%	100%
Stores that sell books or CDs	8%	29%	47%	14%	2%	100%
Sporting goods stores	7%	17%	44%	28%	4%	100%
Stores that sell computers and electronics	10%	25%	43%	20%	2%	100%
Stores that sell household appliances	6%	20%	46%	24%	3%	100%
Fast food restaurants	6%	13%	33%	45%	3%	100%
High-end restaurants	17%	33%	30%	18%	3%	100%
Grocery stores	12%	20%	35%	29%	4%	100%
Big box retail stores	10%	16%	31%	35%	8%	100%
Unique specialty shops	15%	32%	33%	14%	5%	100%
Other	25%	9%	17%	19%	30%	100%
Entertainment (e.g., movie theatre)	87%	13%	0%	0%	0%	100%
Discount bulk stores (e.g., Sam's, Costco)	72%	28%	0%	0%	0%	100%
Natural foods stores (e.g., Whole Foods, Wild Oats)	45%	55%	0%	0%	0%	100%
Mid-priced restaurants	100%	0%	0%	0%	0%	100%
Clothing stores	82%	18%	0%	0%	0%	100%

Question 6: Top Priorities	
	Percent of Respondents Selecting as First, Second or Third Priority
Lodging opportunities	14%
Department stores	35%
Stores that sell books or CDs	30%
Sporting goods stores	11%
Stores that sell computers and electronics	28%
Stores that sell household appliances	14%
Fast food restaurants	13%
High-end restaurants	48%
Grocery stores	19%
Big box retail stores	21%
Unique specialty shops	41%
Other	14%

**Percentages may add up to more than 100% as respondents were allowed multiple responses.*

Question 7: Support for or Opposition to the City Offering Monetary Incentives to Businesses	
Please indicate the extent to which you support or oppose the City of Longmont offering monetary incentives to encourage desirable businesses to locate in Longmont	Percent of Respondents
Strongly support	21%
Somewhat support	38%
Somewhat oppose	16%
Strongly oppose	11%
Don't know	15%
Total	100%

Question 8: Frequency of Internet Use to Make Purchases						
Please indicate how often you or other members of your household have use the Internet in the last 12 months to make purchases for the following items:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Groceries	96%	2%	1%	0%	1%	100%
Clothes/personal items	45%	23%	25%	5%	2%	100%
Books, music, movies	45%	21%	25%	6%	3%	100%
Furniture	89%	8%	3%	0%	0%	100%
Large household appliances	93%	5%	1%	0%	0%	100%
Computers, electronics and televisions	59%	26%	12%	2%	1%	100%
Other items	62%	14%	16%	5%	3%	100%
Tickets (e.g., airplane, entertainment)	0%	15%	68%	17%	0%	100%
Specialty items, collectibles	0%	34%	55%	0%	11%	100%
Sporting goods	0%	48%	46%	6%	0%	100%
Auto parts and supplies	0%	26%	56%	12%	6%	100%

Question 9: Reasons for Internet Shopping	
	Percent of Respondents
We don't use the Internet to shop	33%
It is convenient	43%
We like the range/quality of goods and services	31%
The desired item is not available in Longmont	40%
It is more affordable	30%
Other	8%

**Percentages may add up to more than 100% as respondents were allowed multiple responses.*

Question 10: Support for or Opposition to the City Annexing Land Eastward	
Please indicate the extent to which you support or oppose the City annexing land eastward toward I-25, if landowners request it	Percent of Respondents
Strongly support	19%
Somewhat support	35%
Somewhat oppose	12%
Strongly oppose	13%
Don't know	21%
Total	100%

Question 11: Quality of Longmont's Planning Processes	
How would you rate the City of Longmont's planning processes or efforts?	Percent of Respondents
Excellent	4%
Good	28%
Fair	35%
Poor	17%
Don't know	16%
Total	100%

Question 12: Reasons for City of Longmont's Planning Ratings	
	Percent of Respondents
The growth rate in Longmont	62%
The traffic situation in Longmont	62%
The quality of new development in Longmont	46%
The timeliness of completing the planning process	17%
The cost of housing in Longmont	51%
Planning decisions made by Longmont City Council	31%
Class sizes in Longmont schools	33%
Customer service delivered by Planning employees	8%
What others have told me about Planning in Longmont	11%
The amount/type of public input during the development review process	20%
Other	12%
Don't know	5%
Open space	1%
Wal-mart	1%

Percentages may add up to more than 100% as respondents were allowed multiple responses.

Question 13: Familiarity with Planning Documents or Processes					
Please indicate the extent to which you are familiar or unfamiliar with each of the following planning documents/processes:	Not at all familiar	A little familiar	Somewhat familiar	Very familiar	Total
Longmont Area Comprehensive Plan	60%	26%	12%	2%	100%
Multi-modal Transportation Plan	62%	25%	12%	2%	100%
Citywide Strategic Plan	68%	20%	11%	1%	100%
Wildlife Management Plan	71%	19%	9%	1%	100%
Envision 20/20	80%	13%	5%	1%	100%
Downtown Market Study	67%	24%	8%	1%	100%
Development Regulation Code	78%	16%	6%	1%	100%

Question 14: Likelihood of Issues due to Population Growth						
Please indicate how likely or unlikely you think each of the following is to occur because of population growth in Longmont	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	Total
Crime	41%	43%	10%	3%	3%	100%
Pollution	44%	41%	11%	3%	2%	100%
Traffic congestion	76%	18%	3%	2%	1%	100%
Loss of small town feel	45%	38%	11%	4%	2%	100%
Too many people	48%	33%	14%	4%	2%	100%
Construction of new buildings	53%	33%	10%	2%	1%	100%
Loss of open space	48%	33%	12%	5%	2%	100%
Higher cost of housing	50%	34%	9%	4%	4%	100%
Overcrowded schools	55%	33%	6%	2%	4%	100%
Not enough funds or services to support growth	41%	34%	15%	5%	5%	100%
Decreases value of existing homes	24%	25%	26%	18%	7%	100%
Neighborhoods that all look similar	40%	35%	18%	4%	2%	100%
Other	48%	16%	7%	1%	28%	100%

Question 14: Most Significant	
	Percent of Respondents Selecting as Most Significant
Crime	23%
Pollution	4%
Traffic congestion	33%
Loss of small town feel	5%
Too many people	6%
Construction of new buildings	2%
Loss of open space	6%
Higher cost of housing	9%
Overcrowded schools	11%
Not enough funds or services to support growth	5%
Decreases value of existing homes	3%
Neighborhoods that all look similar	4%
Other	1.%

**Percentages may add up to more than 100% as respondents were allowed multiple responses.*

Question 15: Support for or Opposition to the City Implementing Environmental or Resource Conservation Policies or Solutions						
Please indicate to what extent you support or oppose the City of Longmont implementing each of the following environmental/resource conservation policies/solutions:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Charge more for high water usage and use those revenues to fund water conservation programs	16%	39%	19%	20%	6%	100%
Mandate lawn watering hours (e.g., no watering between the hours of 10:00 am to 6:00 pm)	47%	28%	13%	10%	3%	100%
Continue voluntary lawn watering hours (e.g., no watering between the hours of 10:00 am to 6:00 pm)	45%	33%	11%	8%	3%	100%
Continue rebate programs for energy/water efficient fixtures (washers, toilets, air conditioners)	57%	31%	6%	2%	4%	100%
Add new rebate programs for landscape items (rain sensors, Xeriscape, etc)	42%	37%	10%	3%	7%	100%
Use some of the City's water resources to maintain minimum flow of streams and enhance aquatic life	29%	44%	11%	3%	13%	100%
Provide educational services to inform the public about water issues	34%	49%	10%	2%	5%	100%
Adopt an environmental code dealing with issues of conservation and protection of sensitive lands and wildlife	35%	42%	13%	3%	8%	100%
Support the use of renewable energy resources	51%	39%	4%	1%	5%	100%
Acquire land for conserving/enhancing wildlife habitat	43%	36%	11%	5%	6%	100%
The City buying hybrid vehicles	29%	36%	16%	7%	13%	100%
Charge more for high energy usage to encourage conservation	18%	34%	25%	16%	7%	100%
Establish building codes that require more energy efficient design and construction	40%	40%	11%	3%	6%	100%
Continue purchase of renewable energy at a higher cost	15%	36%	24%	11%	14%	100%
Incorporate the cost of renewable energy (wind or solar) into the base electric rate that all consumers pay	21%	39%	15%	12%	13%	100%

Question 16: Willingness to Pay to Support Renewable Energy Efforts by the City	
Please select the maximum amount that you would be willing to pay to support renewable energy efforts by the City. I would be willing to pay...	Percent of Respondents
$10 or more per month	9%
$5 to $9.99 per month	17%
$1 to $4.99 per month	32%
$.01 to $.99 per month	20%
No additional costs	21%
Total	100%

Question 17: Ease of Travel in Longmont	
How would you rate the ease of travel in Longmont?	Percent of Respondents
Excellent	3%
Good	32%
Fair	42%
Poor	20%
Don't know	2%
Total	100%

Question 18: Traffic Issues						
Please rate how much of a problem, if at all, each of the following is for you.	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Traffic moving too fast on Longmont's streets	23%	23%	33%	21%	1%	100%
Too much traffic congestion on Longmont's streets	4%	22%	39%	34%	1%	100%

Question 18: Top Priority	
	Percent of Respondents Selecting as Top Priority
Traffic moving too fast on Longmont's streets	32%
Too much traffic congestion on Longmont's streets	68%

Question 19: Agreement with Potential Traffic Solutions						
Please indicate the extent to which you agree or disagree with the following statements:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Total
The City of Longmont's traffic mitigation efforts are working well	4%	34%	31%	11%	20%	100%
The City of Longmont should widen existing major roads in order to relieve current and future traffic congestion	27%	39%	19%	7%	8%	100%
The City of Longmont should build new roads in order to relieve current and future traffic congestion	24%	40%	20%	6%	10%	100%
Most of the traffic problems in Longmont are not caused by residents, but by tourists or people commuting into the City	6%	15%	32%	31%	15%	100%
The City of Longmont should concentrate on providing more alternatives to the automobile in order to relieve current and future traffic congestion	27%	42%	17%	5%	9%	100%
The City of Longmont should not attempt to relieve traffic congestion	1%	8%	23%	64%	4%	100%
The City of Longmont should give a higher priority to funding transportation improvements that serve pedestrians, bicyclists and bus riders than to transportation improvements to serve automobiles	17%	27%	29%	20%	8%	100%

Question 20: Traffic Concerns						
Please rate how much of a concern, if at all, each of the following aspects of traffic is to you:	Not a concern	Minor concern	Moderate concern	Major concern	Don't know	Total
Traffic congestion on residential streets	27%	33%	23%	16%	1%	100%
Traffic congestion on major streets such as Hover Road	6%	14%	29%	51%	0%	100%
Traffic congestion on major highways such as Ken Pratt Boulevard	5%	14%	30%	50%	1%	100%
Speed of traffic on residential streets is too fast	21%	22%	25%	33%	1%	100%
Speed of traffic on major streets such as Hover Road is too fast	33%	27%	23%	16%	0%	100%
Speed of traffic on major highways such as Ken Pratt Boulevard is too fast	35%	28%	22%	14%	1%	100%
Too little enforcement of traffic laws on residential streets	25%	20%	24%	27%	4%	100%
Too little enforcement of traffic laws on major streets such as Hover Road	27%	25%	22%	21%	4%	100%
Too little enforcement of traffic laws on major highways such as Ken Pratt Boulevard	30%	25%	23%	17%	6%	100%
Too many speed bumps, traffic circles or other traffic calming devices within the City	44%	24%	18%	10%	5%	100%
Too few speed bumps, traffic circles or other traffic calming devices within the City	47%	22%	17%	9%	6%	100%
Too many street repairs/construction	45%	32%	14%	6%	3%	100%
Too few street repairs/construction	31%	31%	22%	12%	4%	100%
Reckless drivers within the City	13%	27%	26%	32%	2%	100%
Poor traffic signal timing	20%	23%	26%	27%	3%	100%
Air pollution from vehicle exhaust	14%	28%	34%	22%	2%	100%
Noise pollution (e.g., mufflers, stereos, motorcycles, etc.)	14%	26%	25%	34%	1%	100%

Question 21: Street Improvement Concerns						
Please rate how much of a concern, if at all, each of the following street improvement issues is within the City of Longmont.	Not a concern	Minor concern	Moderate concern	Major concern	Don't know	Total
Completion of major streets within the City (Pace Street, Airport Road, Weld County Road 1)	14%	23%	29%	29%	6%	100%
The number of potholes on city streets	10%	30%	29%	28%	3%	100%
Too much construction hassle	24%	46%	21%	7%	3%	100%
The surface condition of major roads	14%	27%	30%	26%	2%	100%
The surface condition of residential streets	17%	32%	27%	21%	3%	100%
The condition of alleys within the City	31%	30%	16%	8%	15%	100%

Question 21: Top Priority	
	Percent of Respondents Selecting as First, Second or Third Priority
Completion of major streets within the City (Pace Street, Ai	63%
The number of potholes on city streets	64%
Too much construction hassle	18%
The surface condition of major roads	68%
The surface condition of residential streets	45%
The condition of alleys within the City	16%

**Percentages may add up to more than 100% as respondents were allowed multiple responses.*

Question 22: Support for or Opposition to Sales Tax Extension						
Longmont's current three-quarter sales tax dedicated for street improvements and maintenance is scheduled to terminate in December 2006. Please indicate the extent to which you would support or oppose each of the following?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Allowing the tax to terminate as scheduled	13%	18%	24%	27%	18%	100%
Extending the dedicated tax for another 5 years ending in 2011	21%	43%	11%	9%	15%	100%
Extending the dedicated tax for another 10 years ending in 2016	15%	21%	20%	24%	20%	100%
Extending the dedicated tax permanently	11%	14%	15%	37%	23%	100%

Question 23: Single Most Important Issue the City of Longmont Should Place its Emphasis	
Based on the issues presented on this survey, please select the single most important issue on which you think the City of Longmont should place its emphasis.	Percent of Respondents
General retail development	13%
Longmont's Eastern Boundary	5%
Environmental issues (renewable energy, water, conservation,	13%
Redevelopment of Main Street	15%
Street maintenance/construction	9%
Traffic and transportation	23%
Land use planning/growth	21%
Other	3%
Total	100%

Question 24: Location of Residence	
Do you live within the City of Longmont?	Percent of Respondents
Yes	100%
No	0%
Total	100%

Question 25: Respondent Length of Residency	
About how many years have you lived in Longmont?	Percent of Respondents
1-4 years	27%
5-9 years	21%
10-14 years	11%
15 -19 years	6%
20+ years	36%
Total	100%

Question 26: Housing Unit Type	
What kind of housing unit do you live in?	Percent of Respondents
Single family house	68%
Apartment	18%
Condo	3%
Townhouse	6%
Mobile home	1%
Other	4%
Total	100%

Question 27: Housing Tenure	
Do you rent or own your home?	Percent of Respondents
Rent	30%
Own	70%
Total	100%

Question 28: Household Income	
About how much was your household's total income before taxes for all of 2004?	Percent of Respondents
Less than $10,000	7%
$10,000 to under $15,000	7%
$15,000 to under $25,000	12%
$25,000 to under $35,000	11%
$35,000 to under $50,000	18%
$50,000 to under $75,000	19%
$75,000 to under $100,000	12%
$100,000 to under $150,000	11%
$150,000 to under $200,000	2%
$200,000 or more	1%
Total	100%

Question 29: Respondent Educational Attainment	
What is the highest degree or level of school you have completed?	Percent of Respondents
12th Grade or less, no diploma	13%
High school diploma	36%
Some college, no degree	14%
Associate's degree (e.g., AA, AS)	5%
Bachelor's degree (e.g., BA, AB, BS)	21%
Graduate degree or professional degree	11%
Total	100%

Question 30: Respondent Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of Respondents
Yes	19%
No	81%
Total	100%

Question 31: Respondent Race	
	Percent of Respondents*
American Indian or Alaskan native	1%
Asian or Pacific Islander	2%
Black, African American	1%
White/Caucasian	86%
Other	12%

Percentages may add up to more than 100% as respondents were allowed multiple responses.

Question 32: Respondent Age	
In which category is your age?	Percent of Respondents
18-24 years	7%
25-34 years	28%
35-44 years	23%
45-54 years	21%
55-64 years	6%
65-74 years	6%
75-84 years	6%
85 years or older	3%
Total	100%

Question 33: Respondent Gender	
What is your gender?	Percent of Respondents
Female	63%
Male	37%
Total	100%

Language of Survey	
	Percent of Respondents
English	100%
Spanish	0%
Total	100%

APPENDIX VI. DETAILED SURVEY METHODOLOGY

SURVEY ADMINISTRATION

The 2005 survey used stratified random sampling to select 1,000 residents in each of three Wards to receive survey mailings. The 3,000 surveys were mailed in June of 2005. Households received three mailings, one week apart in June 2005. The questionnaire was six pages in length in addition to a cover letter signed by Mayor Pirnack.

Completed surveys were collected over the following four weeks. The first mailing was a pre-notification postcard announcing the upcoming survey. The other two mailings contained a letter from the mayor inviting the household to participate, a questionnaire and self-mailing envelope. Each cover letter included a paragraph written in Spanish explaining to Spanish-speaking residents that a translated survey could be mailed to them if they called the City to request a copy. No respondents completed the survey in Spanish.

About 137 of the surveys were returned because they either had incorrect addresses or were received by households outside of Longmont city limits. Of the 2,863 eligible households, 1,021 completed the survey, providing a response rate of 35%. The margin of error is no greater than plus or minus three percentage points around any given percent based on community-wide estimates.

DATA ANALYSIS AND WEIGHTING

The surveys were analyzed using a statistical software package. The demographic characteristics of the sample were compared to population norms for the City of Longmont and were statistically adjusted to reflect the larger population when necessary. Differences in opinion were found among Longmont residents of different ages, educational attainment levels and ethnicity. Consequently, sample results were weighted using the population norms to reflect the appropriate percent of residents by age, education and ethnicity. Other socio-demographic variables were also adjusted through the weighting as many of these characteristics are inter-correlated. The results of the weighting scheme are presented in the table on the following page.

Longmont 2005 Policy Exploration Survey Weighting Table

Characteristic	Percent in Population		
	Population Norm[1]	Unweighted Data	Weighted Data
Housing			
Rent home	34%	20%	30%
Own home	66%	80%	70%
Detached unit	65%	75%	69%
Attached unit	35%	25%	32%
Race and Ethnicity			
Hispanic	19%	6%	19%
Not Hispanic	81%	94%	81%
White	87%	93%	84%
Non-white	13%	7%	16%
Sex and Age			
18-34 years of age	33%	16%	34%
35-54 years of age	44%	42%	44%
55+ years of age	23%	42%	22%
Female	51%	60%	63%
Male	49%	40%	37%
Females 18-34	16%	11%	23%
Females 35-54	22%	25%	26%
Females 55+	13%	24%	14%
Males 18-34	17%	5%	12%
Males 35-54	22%	17%	18%
Males 55+	10%	18%	7%
Education[2]			
High school or less	47%	18%	49%
More than high school	53%	82%	51%

1 Source: 2000 Census, except education, source: Market Profile Report for the Longmont Area Economic Council
2 Population 25 years and over

APPENDIX VII. SURVEY INSTRUMENT

The survey instrument itself appears on the following pages.

City of Longmont Policy Exploration Survey 2005

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are anonymous and will be reported in group form only.

Retail Development

1. If there will be new retail development in Longmont, what characteristics of that development are important to you? Please rate each:

	Essential	Very important	Somewhat important	Not at all important	Don't know
That the development is close to downtown Longmont	1	2	3	4	5
That the development is attractive	1	2	3	4	5
Variety of shopping opportunities	1	2	3	4	5
Quality of goods sold	1	2	3	4	5
Price of goods sold	1	2	3	4	5
That the development maintains a "small town" atmosphere	1	2	3	4	5
That the development includes residential living units with retail (mixed use)	1	2	3	4	5

2. When you shop for the following items, how often do you buy them in Longmont?

	Never	Some of the time	Most of the time	Almost always
Groceries	1	2	3	4
Clothes/personal items	1	2	3	4
Meals and entertainment	1	2	3	4
Furniture	1	2	3	4
Large household appliances	1	2	3	4
Computers, electronics and televisions	1	2	3	4
Other items	1	2	3	4

3. When you shop outside of Longmont, why do you shop outside of Longmont? (Please check all that apply.)

- ❑ It is convenient; on my way to or from work or near my home
- ❑ I like the range and quality of goods and services
- ❑ Desired item is not available in Longmont (specify item: __________________)
- ❑ It is more affordable
- ❑ I shop catalogues
- ❑ I shop the Internet
- ❑ Other: ________________

4. Where do you shop most often when you do not shop in Longmont?

- ❑ Discount outlet malls (e.g., Loveland, Castle Rock)
- ❑ Shopping malls (e.g., Flatirons Crossing, Cherry Creek Mall, Park Meadows Mall, Colorado Mills Mall)
- ❑ Downtown shopping in other communities (e.g., Pearl Street Mall in Boulder, 16th Street Mall in Denver)
- ❑ Other: ____________________

Downtown Redevelopment

5. Please indicate how important, if at all, each criterion is to the redevelopment of downtown Longmont, between 1st Avenue and Longs Peak Avenue:

	Essential	Very important	Somewhat important	Not at all important	Don't know
Variety of shopping opportunities	1	2	3	4	5
Parking availability	1	2	3	4	5
Free parking	1	2	3	4	5
Availability of a mixed use parking structure (e.g., parking and retail)	1	2	3	4	5
Maintaining a "small town" atmosphere	1	2	3	4	5
Specialty shops	1	2	3	4	5
Maintaining the unique historic character of the area	1	2	3	4	5
Public Square (i.e., community gathering place)	1	2	3	4	5
Entertainment (playhouse, movie theater, etc.)	1	2	3	4	5

Main Street Redevelopment

6. Thinking about Main Street redevelopment, please rate the importance of adding each of the following community opportunities to the Main Street area, between the Prospect neighborhood and Highway 66; then, select which three you most would like to see added to this area:

	Essential	Very important	Somewhat important	Not at all important	Don't know	Check three as top priority
Lodging opportunities	1	2	3	4	5	❑
Department stores	1	2	3	4	5	❑
Stores that sell books or CDs	1	2	3	4	5	❑
Sporting goods stores	1	2	3	4	5	❑
Stores that sell computers and electronics	1	2	3	4	5	❑
Stores that sell household appliances	1	2	3	4	5	❑
Fast food restaurants	1	2	3	4	5	❑
High-end restaurants	1	2	3	4	5	❑
Grocery stores	1	2	3	4	5	❑
"Big box" retail stores	1	2	3	4	5	❑
Unique specialty shops	1	2	3	4	5	❑
Other____________	1	2	3	4	5	❑

7. Please indicate the extent to which you support or oppose the City of Longmont offering monetary incentives to encourage desirable businesses to locate in Longmont?

❑ Strongly support ❑ Somewhat support ❑ Somewhat oppose ❑ Strongly oppose ❑ Don't know

8. Please indicate how often you or other members of your household have used the Internet in the last 12 months to make purchases for the following items:

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Groceries	1	2	3	4	5
Clothes/personal items	1	2	3	4	5
Books, music, movies	1	2	3	4	5
Furniture	1	2	3	4	5
Large household appliances	1	2	3	4	5
Computers, electronics and televisions	1	2	3	4	5
Other items________________________	1	2	3	4	5

9. Please indicate reasons you or other members of your household use the Internet for shopping purposes? (Please check all that apply.)

❑ We don't use the Internet to shop
❑ It is convenient
❑ We like the range/quality of goods and services
❑ The desired item is not available in Longmont
❑ It is more affordable
❑ Other: ______________________

Planning and Growth

10. Please indicate the extent to which you support or oppose the City annexing land eastward toward I-25, if landowners request it?

❑ Strongly support ❑ Somewhat support ❑ Somewhat oppose ❑ Strongly oppose ❑ Don't know

11. How would you rate the City of Longmont's planning processes or efforts?

❑ Excellent ❑ Good ❑ Fair ❑ Poor ❑ Don't know *[go to question #13]*

12. Considering why you gave the above rating to Longmont planning, what kinds of things entered into your decision? (Please check all that apply.)

❑ The growth rate in Longmont
❑ The traffic situation in Longmont
❑ The quality of new development in Longmont
❑ The timeliness of completing the planning process
❑ The cost of housing in Longmont
❑ Planning decisions made by Longmont City Council
❑ Class sizes in Longmont schools
❑ Customer service delivered by Planning employees
❑ What others have told me about Planning in Longmont
❑ The amount/type of public input during the development review process
❑ Other (please specify______________________________)
❑ Don't know

13. Please indicate the extent to which you are familiar or unfamiliar with each of the following planning documents/processes :

	Not at all familiar	A little familiar	Somewhat familiar	Very familiar
Longmont Area Comprehensive Plan	1	2	3	4
Multi-modal Transportation Plan	1	2	3	4
Citywide Strategic Plan	1	2	3	4
Wildlife Management Plan	1	2	3	4
Envision 20/20	1	2	3	4
Downtown Market Study	1	2	3	4
Development Regulation Code	1	2	3	4

14. Please indicate how likely or unlikely you think each of the following is to occur because of population growth in Longmont, then check the one item you expect, if any, to be the most significant problem as a result of new growth and development in the City.

	Likelihood of occurring due to growth…					
	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	Check one as most significant
Crime	1	2	3	4	5	❑
Pollution	1	2	3	4	5	❑
Traffic congestion	1	2	3	4	5	❑
Loss of small town feel	1	2	3	4	5	❑
Too many people	1	2	3	4	5	❑
Construction of new buildings	1	2	3	4	5	❑
Loss of open space	1	2	3	4	5	❑
Higher cost of housing	1	2	3	4	5	❑
Overcrowded schools	1	2	3	4	5	❑
Not enough funds or services to support growth	1	2	3	4	5	❑
Decreases value of existing homes	1	2	3	4	5	❑
Neighborhoods that all look similar	1	2	3	4	5	❑
Other________________________	1	2	3	4	5	❑

Environmental Issues

15. Please indicate to what extent you support or oppose the City of Longmont implementing each of the following environmental/resource conservation policies/solutions:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Charge more for high water usage and use those revenues to fund water conservation programs	1	2	3	4	5
Mandate lawn watering hours (e.g., no watering between the hours of 10:00 am to 6:00 pm)	1	2	3	4	5
Continue voluntary lawn watering hours (e.g., no watering between the hours of 10:00 am to 6:00 pm)	1	2	3	4	5
Continue rebate programs for energy/water efficient fixtures (washers, toilets, air conditioners)	1	2	3	4	5
Add new rebate programs for landscape items (rain sensors, Xeriscape, etc)	1	2	3	4	5
Use some of the City's water resources to maintain minimum flow of streams and enhance aquatic life	1	2	3	4	5
Provide educational services to inform the public about water issues	1	2	3	4	5
Adopt an environmental code dealing with issues of conservation and protection of sensitive lands and wildlife	1	2	3	4	5
Support the use of renewable energy resources	1	2	3	4	5
Acquire land for conserving/enhancing wildlife habitat	1	2	3	4	5
The City buying hybrid vehicles	1	2	3	4	5
Charge more for high energy usage to encourage conservation	1	2	3	4	5
Establish building codes that require more energy efficient design and construction	1	2	3	4	5
Continue purchase of renewable energy at a higher cost	1	2	3	4	5
Incorporate the cost of renewable energy (wind or solar power) into the base electric rate that all consumers pay	1	2	3	4	5

16. Please select the maximum amount that you would be willing to pay to support renewable energy efforts by the City. I would be willing to pay…

- ❑ $10 or more per month.
- ❑ $5 to $9.99 per month.
- ❑ $1 to $4.99 per month.
- ❑ $.01 to $.99 per month.
- ❑ No additional costs

Traffic and Transportation

17. How would you rate the ease of travel in Longmont?

❑ Excellent ❑ Good ❑ Fair ❑ Poor ❑ Don't know

18. Please rate how much of a problem, if at all, each of the following is for you, then check the box for the item that you think should be the top priority for transportation improvement in the City.

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Check one as top priority
Traffic moving too fast on Longmont's streets	1	2	3	4	5	❑
Too much traffic congestion on Longmont's streets	1	2	3	4	5	❑

19. Please indicate the extent to which you agree or disagree with the following statements:

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
The City of Longmont's traffic mitigation efforts are working well	1	2	3	4	5
The City of Longmont should widen existing major roads in order to relieve current and future traffic congestion	1	2	3	4	5
The City of Longmont should build new roads in order to relieve current and future traffic congestion	1	2	3	4	5
Most of the traffic problems in Longmont are not caused by residents, but by tourists or people commuting into the City	1	2	3	4	5
The City of Longmont should concentrate on providing more alternatives to the automobile in order to relieve current and future traffic congestion	1	2	3	4	5
The City of Longmont should not attempt to relieve traffic congestion	1	2	3	4	5
The City of Longmont should give a higher priority to funding transportation improvements that serve pedestrians, bicyclists and bus riders than to transportation improvements to serve automobiles	1	2	3	4	5

20. Please rate how much of a concern, if at all, each of the following aspects of traffic is to you:

	Not a concern	Minor concern	Moderate concern	Major concern	Don't know
Traffic congestion on residential streets	1	2	3	4	5
Traffic congestion on major streets such as Hover Road	1	2	3	4	5
Traffic congestion on major highways such as Ken Pratt Boulevard	1	2	3	4	5
Speed of traffic on residential streets is too fast	1	2	3	4	5
Speed of traffic on major streets such as Hover Road is too fast	1	2	3	4	5
Speed of traffic on major highways such as Ken Pratt Boulevard is too fast	1	2	3	4	5
Too little enforcement of traffic laws on residential streets	1	2	3	4	5
Too little enforcement of traffic laws on major streets such as Hover Road	1	2	3	4	5
Too little enforcement of traffic laws on major highways such as Ken Pratt Boulevard	1	2	3	4	5
Too many speed bumps, traffic circles or other traffic calming devices within the City	1	2	3	4	5
Too few speed bumps, traffic circles or other traffic calming devices within the City	1	2	3	4	5
Too many street repairs/construction	1	2	3	4	5
Too few street repairs/construction	1	2	3	4	5
Reckless drivers within the City	1	2	3	4	5
Poor traffic signal timing	1	2	3	4	5
Air pollution from vehicle exhaust	1	2	3	4	5
Noise pollution (e.g., mufflers, stereos, motorcycles, etc.)	1	2	3	4	5

Streets

21. Please rate how much of a concern, if at all, each of the following street improvement issues is within the City of Longmont, then select which three you most would like to see fixed first.

	Not a concern	Minor concern	Moderate concern	Major concern	Don't know	Check three as as top priority
Completion of major streets within the City (Pace Street, Airport Road, Weld County Road 1)	1	2	3	4	5	❑
The number of potholes on city streets	1	2	3	4	5	❑
Too much construction hassle	1	2	3	4	5	❑
The surface condition of major roads	1	2	3	4	5	❑
The surface condition of residential streets	1	2	3	4	5	❑
The condition of alleys within the City	1	2	3	4	5	❑

22. **Longmont's current three-quarter cent sales tax dedicated for street improvements and maintenance is scheduled to terminate in December 2006. Please indicate the extent to which you would support or oppose each of the following?**

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Allowing the tax to terminate as scheduled	1	2	3	4	5
Extending the dedicated tax for another 5 years ending in 2011	1	2	3	4	5
Extending the dedicated tax for another 10 years ending in 2016	1	2	3	4	5
Extending the dedicated tax permanently	1	2	3	4	5

23. **Based on the issues presented on this survey, please select the single most important issue on which you think the City of Longmont should place its emphasis. (Please choose only one.)**
- ❑ General retail development
- ❑ Redevelopment of Main Street
- ❑ Traffic and transportation
- ❑ Longmont's Eastern Boundary
- ❑ Street maintenance/construction
- ❑ Land use planning/growth
- ❑ Environmental issues (renewable energy, water, conservation, etc.)
- ❑ Other ________________

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

24. **Do you live within the City of Longmont?**
- ❑ Yes
- ❑ No

25. **About how many years have you lived in Longmont? (If less than 6 months, please enter "0.")**

____

26. **What kind of housing unit do you live in?**
- ❑ Single family house
- ❑ Townhouse
- ❑ Apartment
- ❑ Mobile home
- ❑ Condo
- ❑ Other

27. **Do you rent or own your home?**
- ❑ Rent
- ❑ Own

28. **About how much was your household's total income before taxes for all of 2004? (Please include in your total income money from all sources for all persons living in your household.)**
- ❑ Less than $10,000
- ❑ $10,000 to under $15,000
- ❑ $15,000 to under $25,000
- ❑ $25,000 to under $35,000
- ❑ $35,000 to under $50,000
- ❑ $50,000 to under $75,000
- ❑ $75,000 to under $100,000
- ❑ $100,000 to under $150,000
- ❑ $150,000 to under $200,000
- ❑ $200,000 or more

29. **What is the highest degree or level of school you have completed? (Mark one box.)**
- ❑ 12th Grade or less, no diploma
- ❑ High school diploma
- ❑ Some college, no degree
- ❑ Associate's degree (e.g., AA, AS)
- ❑ Bachelor's degree (e.g., BA, AB, BS)
- ❑ Graduate degree or professional degree

30. **Are you Spanish, Hispanic or Latino?**
- ❑ Yes
- ❑ No

31. **What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**
- ❑ American Indian or Alaskan native
- ❑ Asian or Pacific Islander
- ❑ Black, African American
- ❑ White/Caucasian
- ❑ Other

32. **In which category is your age?**
- ❑ 18-24 years
- ❑ 55-64 years
- ❑ 25-34 years
- ❑ 65-74 years
- ❑ 35-44 years
- ❑ 75-84 years
- ❑ 45-54 years
- ❑ 85 years or older

33. **What is your gender?**
- ❑ Female
- ❑ Male

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., 3005 30th Street, Boulder, CO 80301