Photos courtesy of Boulder Public Library

BOULDER PUBLIC LIBRARY
COMMUNITY SURVEY RESULTS

APRIL 2019

Prepared for:
The City of Boulder / Boulder Public Library

Prepared by:
The Center for Research & Public Policy, Inc.

CRPP

STATEMENT OF CONFIDENTIALITY AND OWNERSHIP

All of the analyses, findings and recommendations contained within this report are the exclusive property of the City of Boulder and the Boulder Public Library.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, The Center for Research and Public Policy maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent.

Moreover, no information regarding these findings will be released without the written consent of an authorized representative of the City of Boulder or the Boulder Public Library.

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Survey Instrument
Crosstabulations

The Center for Research & Public Policy (CRPP) is pleased to present the results to two surveys on behalf of the City of Boulder and the Boulder Public Library. The surveys were conducted to collect citizen input regarding the Boulder Public Library and views on meeting future demand for library services.

The research study included 500 completed phone surveys among residents of the City of Boulder as well as surrounding areas. A second, identical, survey was completed by 1031 respondents online – also among residents of the City of Boulder and surrounding areas.

The phone survey (N=500) was conducted March 15 – 26, 2019. The online version of the survey (N=1031) was conducted between March 15, 2019 through April 5, 2019

The survey included the following areas for investigation:

➢ History, use of and relationship with the Boulder Public Library;
➢ The Boulder Public Library on meeting expectations of users;
➢ Perceptions of the Boulder Public Library;
➢ Interest in the process for funding the Boulder Public Library to meet current and future community needs;
➢ Overall, support or opposition to increased funding of the library;
➢ Support and opposition, at four different levels, to increased taxes for library funding;
➢ Impressions of various approaches to funding of the library; and,
➢ Demographics.

Section 2 of this report discusses the Methodology used in the study, while Section 3 includes Highlights derived from an analysis of the quantitative research. Section 4 is a Summary of Findings from the survey.

Section 5 is an Appendix to the report containing the crosstabulations and the survey instrument employed.

Using a quantitative research design, CRPP completed phone surveys among 500 residents of the City of Boulder and surrounding qualifying areas. An online survey was also completed among 1031 residents of Boulder and surrounding qualifying areas.

Survey design input was provided by the CRPP as well as library and city officials.

Survey design is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. Additionally, placement of questions is carefully accomplished so that order has minimal impact.

Telephone Survey

All telephone interviews were conducted during March 15 – 26, 2019. Residents were contacted by phone between 5:00 p.m. and 9:00 p.m. weekdays and 10:00 a.m. and 4:00 p.m. on the weekend. Respondents qualified for the survey if they were a resident of Boulder or qualifying communities and were 18 years of age or older.

All facets of the study were completed and managed by CRPP's senior staff and researchers. These aspects included: survey design, sample plan design, pretest, computer programming, fielding, coding, editing, verification, validation and logic checks, computer analysis, analysis, and report writing.

All population-based surveys conducted by CRPP are approximately proportional to population contributions within states, towns, and known census tract, group blocks and blocks. This distribution ensures truly representative results without significant under-or-over representation of various geographic or demographic groups within a sampling frame.

CRPP utilized a "super random digit" sampling procedure, which derives a working telephone sample of both listed and unlisted telephone numbers. This method of sample selection eliminates any bias toward only listed telephone numbers. Additionally, this process allows randomization of numbers, which equalizes the probability of qualified respondents being included in the sampling frame. A "mixed access" sample of both cell and landline phone numbers was utilized. English and Spanish speaking researchers were available.

Statistically, a sample of 500 completed surveys has an associated margin for error of +/- 4.5% at a 95% confidence level.

Results throughout this report are presented for composite results – all 500 cases.

Online Survey

CRPP programmed an online version of the survey instrument. Boulder and qualifying Boulder-area residents were encouraged to go to the online link and complete the survey. All online surveys were completed between March 15 and April 5, 2019. The survey was available online in English and Spanish.

The link was posted on various websites including the Boulder Public Library site. Outreach to encourage participation included posting the link on the library website, in the Boulder Public Library newsletter "BPL Now", in social media and on distributed postcard fliers.

Overall

On several key, core questions held within this survey, CRPP presents two common views of resulting data – one what depicts the questions that include the "unsure" or "don't know" respondents and another view that includes only those "with and opinion" where "unsure" and "don't know" respondents are removed from the data. It is not certain or conveyed that those who are unsure about a topic will "fallout" and decide proportionally as those with an opinion have done, but it is the best guide available to estimate final outcomes if there is to be an election, referendum or plebiscite. This is a function of messaging and communication. All things equal and if messaging (on both sides of an issue) remains steady or constant, these results without unsure respondents in the data may approximate the outcome.

Naturally and importantly, readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Cross tabulations of data were developed and are included with this report. These compare core survey questions by demographic subgroups such as: number of years living in or near Boulder, age, residents with /without children, likeliness to vote in November 2019, ownership of a Boulder business, income, and gender.

Each qualified resident who lives in Boulder or qualifying areas surrounding Boulder had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

ON HISTORY: USE AND RELATIONSHIPS

Overall, about one-half, 49.0%, of all telephone survey respondents reported being very frequent, frequent or moderate Boulder Public Library users. Others considered themselves light or very light users – 17.4% and 24.8%, respectively. Some, 8.0%, noted they or household members were not Boulder Public Library users.

Impressively, 34.9% noted they considered themselves "advocates" of the library while 22.5% noted they would consider themselves "loyal users". Another 38.0% suggested they were "satisfied" users. Together, 95.4% noted they were either advocates, loyal or satisfied. Just 1.7% indicated they were dissatisfied with the Boulder Public Library, and 2.8% were unsure.

ON MEETING EXPECTATIONS

A large majority, 89.1%, noted that the Boulder Public Library meets their respective expectations either always (44.8%) or most of the time (44.3%). Others suggested the library meets their expectations sometimes (6.6%), seldom (1.3%) or never (1.1%). A few, 2.0%, were unsure.

ON LIBRARY PERCEPTIONS

There exists significant and positive impressions of the role the Boulder Public Library plays in the community…

  ➢ The library is important to the vitality of the Boulder and Boulder area – 96.8% agree
  ➢ The library is an integral part of educating youth in Boulder and the Boulder area – 92.4%
  ➢ The library contributes to a positive quality of life in Boulder and the Boulder area – 96.4%
  ➢ The library contributes to lifelong learning – 96.6%

ON INTEREST IN THE PROCESS

Researchers described, to survey respondents, that the Boulder Public Library Master Plan identified increasing community demand for library programs and expanded services and urged the city of Boulder to create a dedicated and sustainable funding for the library to meet current and future community needs.

They were told the city is embarking on a process to look at funding options and were asked how closely they were following the process.

Just over one-quarter, 28.0%, noted they were following the process either very closely (6.0%) or somewhat closely (22.0%). Nearly three-quarters, 71.6%, described how closely they were following the process as either "not very closely" (25.6%) or "not at all" (46.0%).

Interest was significantly higher after the introduction of the process. Two-thirds (68.0%) noted they were very (20.2%) or somewhat interested (47.8%) in the process. Others, 29.0%, were either somewhat uninterested (13.2%) or not at all interested (15.8%). A few, 3.0%, were unsure.

ON IMPORTANCE OF FUNDING

All survey respondents were presented with the following: "The Boulder Public Library is currently primarily funded by property taxes and sales taxes that are paid in Boulder. The Boulder Public Library Master Plan recognized that the library operates within an annual funding process that does not meet continuing and growing numbers of cardholders and community needs for increasing new programs, services, improved facilities and technology.

Researchers asked: "Without knowing the exact amount of money required to meet community demand, how likely are you to support or oppose increased funding of the library in general?"

Just over three-quarters, 77.4%, suggested either definitely support (38.6%) or somewhat support (38.8%). Others, 11.2%, suggested they would probably oppose (3.8%) or definitely oppose (7.4%) increased funding. When unsure respondents are removed from the data, the support moves from 77.4% to 87.4%.

TAX IMPLICATIONS

All respondents were presented with the following: "We have had an opportunity to present the current and future needs of the Boulder Public Library in this survey. To meet needs identified in the Boulder Public Library Master Plan, a property tax increase could be considered for residential and local business property owners. For renters and business tenants, this may mean an increase in rent.

Now we are asking you, as a resident of Boulder, Boulder Valley or the adjacent mountain communities, to indicate your support or opposition to investment in the Boulder Public Library. Your household's share of the cost is put in terms of an average home valued at $850,000.00. Your share of the cost may be more or less depending on the value of your home or business, and likely less if you are a renter."

At $280…

Respondents were asked how they would vote if their household tax increase for library funding was $280.00 per year or about $23.33 per month. A total of 45.2% suggested they would definitely (15.0%) or probably support (30.2%) such an increase. Another 38.2% reported they would probably (15.2%) or definitely oppose (23.0%) such an increase.

Among those with an opinion (when undecided / unsure respondents are removed from the data), support percent moves to 54.2% with 45.8% opposed.

At $220…

Respondents who were opposed or unsure at $280 were asked how they would vote if their household tax increase for library funding was $220.00 per year or about $18.33 per month. Another 4.6% move to support resulting in a new total of 49.8% who suggested they would definitely or probably support such an increase.

Among those with an opinion (when undecided / unsure respondents are removed from the data), total support percent grows to 58.8% with 41.2% opposed.

At $160…

Respondents who were opposed or unsure at $220 were asked how they would vote if their household tax increase for library funding was $160.00 per year or about $13.33 per month. Another 7.4% move to support resulting in a new total of 57.2% who suggested they would definitely or probably support such an increase.

Among those with an opinion (when undecided / unsure respondents are removed from the data), total support percent moves to 66.2% with 33.8% opposed.

At $90…

Respondents who were opposed or unsure at $160 were asked how they would vote if their household tax increase for library funding was $90.00 per year or about $7.50 per month. Another 10.0% move to support resulting in a new total of 67.2% who suggested they would definitely or probably support such an increase.

Among those with an opinion (when undecided / unsure respondents are removed from the data), the total support percent moves to 76.2% with 23.8% opposed.

APPROACHES TO FUNDING

All respondents were asked, if taxes do increase to enhance library funding, if their preference would be a property tax increase, a sales tax increase or some combination. The largest group of respondents, 34.4%, suggested they would prefer some combination while 29.4% suggested they preferred a sales tax increase and 15.4% said they would prefer a property tax increase.

Another approach was introduced by researchers. Each respondent was asked if they would prefer a tax increase or a re-allocation of existing City of Bounder funds to the library by reducing funding for other city programs, services or departments. A re-allocation was supported by 40.4% of respondents while 25.6% indicated they preferred a tax increase. Some, 8.6%, offered that they don't support either a tax increase or a re-allocation. And, just over one-quarter, 25.4%, were unsure.

The idea of an Independent Library District was introduced as follows: "To broaden the funding base for the Boulder Public Library, there is an option to establish an Independent Library District. The purpose of a library district is to share expenses among residents of the City of Boulder, Boulder Valley and the adjacent mountain communities." Support was approximately two-to-one with 45.4% suggesting they strongly (20.8%) or somewhat supported the concept (24.6%). One-quarter, 24.4% suggested they were somewhat opposed (7.2%) or strongly opposed (17.2%). A large percentage, 30.2%, were unsure.

When unsure respondents are removed from the data, support increases to 65.0% with opposition at 35.0%.

Readers are reminded that the narrative throughout this report refers to composite aggregate telephone survey data – 500 residents. Text, tables and graphs throughout this report present these composite results. The online survey results (N=1031) are also often displayed within tables and graphs held within this report.

HISTORY: USE AND RELATIONSHIPS

All respondents were asked to report how frequently they or their family uses the Boulder Public Library. Nearly one-third of all telephone respondents, 31.6%, indicated they use the library very frequently or frequently. The results are presented in the following table.

FREQUENCY OF LIBRARY USE	PHONE	ONLINE
Very frequent users	15.0	27.5
Frequent users	16.6	32.9
Moderate users	17.8	21.3
Light users	17.4	10.9
Very light users	24.8	5.9
You and household members are not users	8.0	1.4
Unsure	0.4	0.1

Library users were asked to describe their or their household's relationship with the Boulder Public Library as advocate(s), loyal user(s), satisfied user(s), or dissatisfied user(s). Over one-third, 34.9%, suggested they were advocates. Results are displayed in the following table.

RELATIONSHIP WITH BOULDER PUBLIC LIBRARY	PHONE	ONLINE
Advocate(s) – talking positively about the library in your community	34.9	48.6
Loyal user(s) – likely to remain a long-term user	22.5	37.0
Satisfied user(s)	38.0	11.9
Dissatisfied user(s)	1.7	1.7
Unsure	2.8	0.8

MEETING EXPECTATIONS

Library users were asked how often the Boulder Public Library meets their expectations. A large majority, 89.1%, indicated the library meets their expectations either always or most of the time. Results are displayed in the following table.

FREQUENCY OF MEETING EXPECTATIONS	PHONE	ONLINE
Always	44.8	34.6
Most of the time	44.3	55.6
Total: Always and most of the time	**89.1**	**90.2**
Sometimes	6.6	8.2
Seldom	1.3	0.5
Never	1.1	0.2
Unsure	2.0	0.9

LIBRARY PERCEPTIONS

All respondents were asked, based on all they know or have heard, how strongly they agreed or disagreed with several statements related to the Boulder Public Library. The following tables hold the results from both the telephone and online surveys.

Telephone Survey

STATEMENTS	STRONGLY AGREE	SOMEWHAT AGREE	TOTAL: STRONGLY & SOMEWHAT AGREE
The library is important to the vitality of Boulder and the Boulder area	89.0	7.8	96.8
The library is an integral part of educating youth in Boulder and the Boulder area	75.4	17.0	92.4
The library contributes to a positive quality of life in Boulder and the Boulder area	84.8	11.6	96.4
The library contributes to lifelong learning	85.8	10.8	96.6

Online Survey

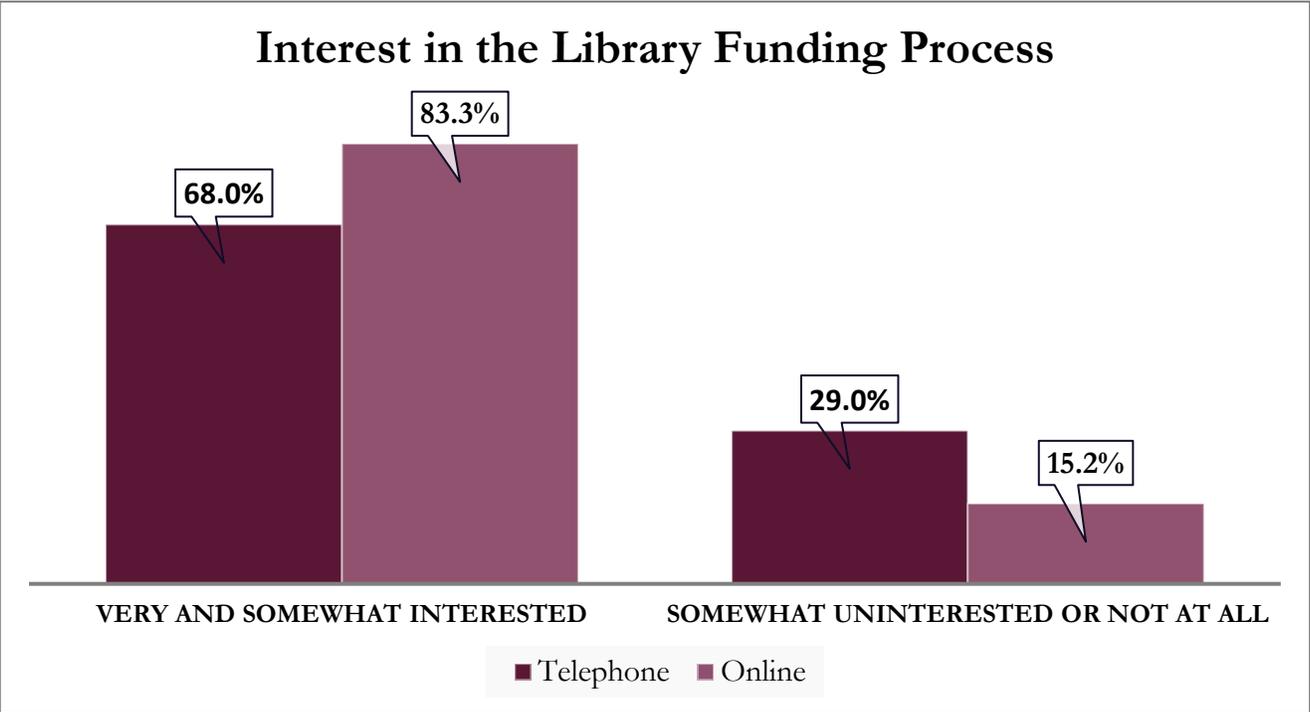| STATEMENTS	STRONGLY AGREE	SOMEWHAT AGREE	TOTAL: STRONGLY & SOMEWHAT AGREE
The library is important to the vitality of Boulder and the Boulder area	88.3	9.6	97.9
The library is an integral part of educating youth in Boulder and the Boulder area	73.4	18.7	92.1
The library contributes to a positive quality of life in Boulder and the Boulder area	87.0	10.1	97.1
The library contributes to lifelong learning	84.4	12.4	96.8

INTEREST IN THE PROCESS

All respondents were presented with the following: "A recently adopted **Boulder Public Library Master Plan** identified increasing community demand for library programs and expanded services and urged the City of Boulder to create a dedicated and sustainable source of funding for library use to meet current and future community needs.

The city is embarking on a process to look at funding options. <u>This survey is an important part of that process</u>."

All respondents were asked how closely they are, or have been, following the process to identify Boulder Public Library funding needs and options. Each was asked if they were following the process very closely, somewhat closely, not very closely or not at all. The following graph displays the cumulative totals for those reporting very and somewhat closely as well as not very closely and not at all.

How Closely Following the Library Funding Process?

	Very and Somewhat Closely	Not Very Closely or Not At All
Telephone	28.0%	71.6%
Online	34.9%	64.4%

■ Telephone ■ Online
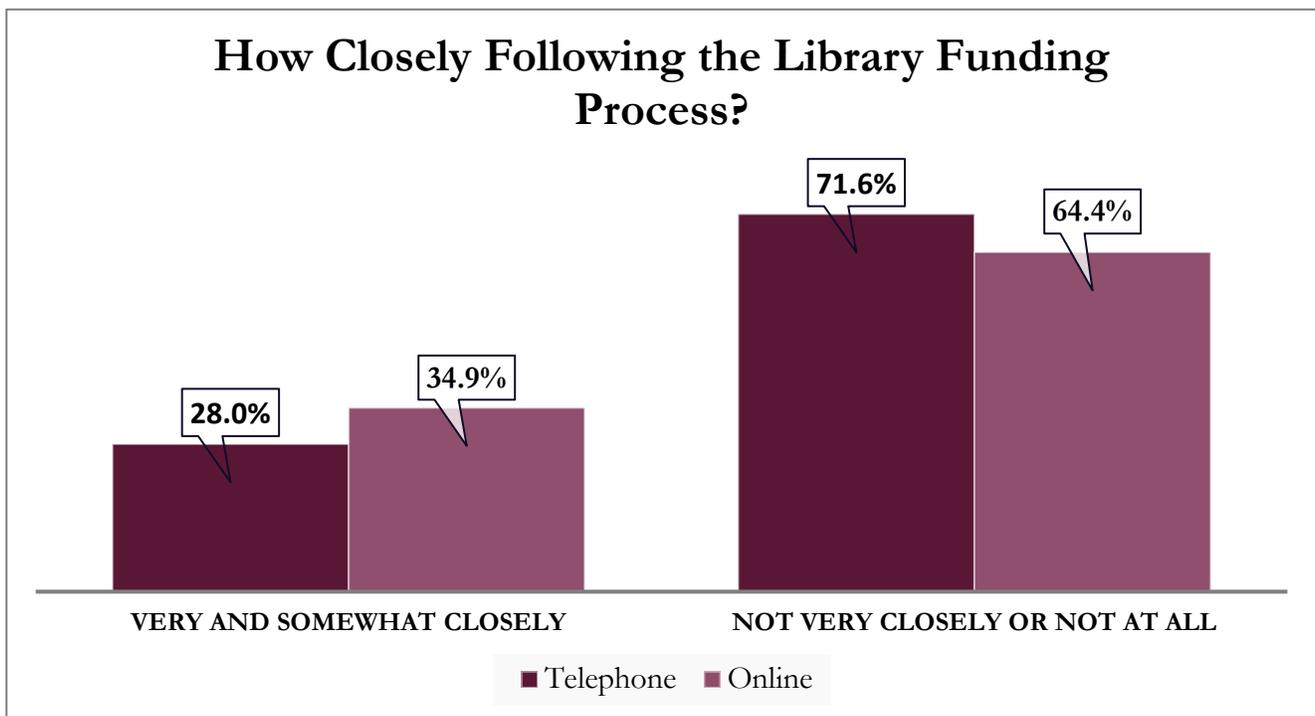
Researchers also measured interest in the library funding process. All respondents were asked if they were very interested, somewhat interested, somewhat uninterested or not at all interested in this process. The following graph depicts the cumulative totals for very and somewhat interested as well as somewhat uninterested and not at all interested.

Interest in the Library Funding Process

68.0% 83.3%

29.0% 15.2%

VERY AND SOMEWHAT INTERESTED   **SOMEWHAT UNINTERESTED OR NOT AT ALL**

■ Telephone   ■ Online

IMPORTANCE OF FUNDING

All survey respondents were presented with the following: "The Boulder Public Library is currently primarily funded by property taxes and sales taxes that are paid in Boulder. The **Boulder Public Library Master Plan** recognized that the library operates within an annual funding process that does not meet continuing and growing numbers of cardholders and community needs for increasing new programs, services, improved facilities and technology.

Without knowing the exact amount of money required to meet community demand, how likely are you to support or oppose increased funding of the library, in general? Would you say…?"

More than three-quarters of all respondents, 77.4%, indicated they would definitely or probably support increased funding of the library, in general. Among those with an opinion (when undecided / unsure respondents are removed from the data), the percentage in support moves to 87.4%.

Support or Oppose Increased Libary Funding?
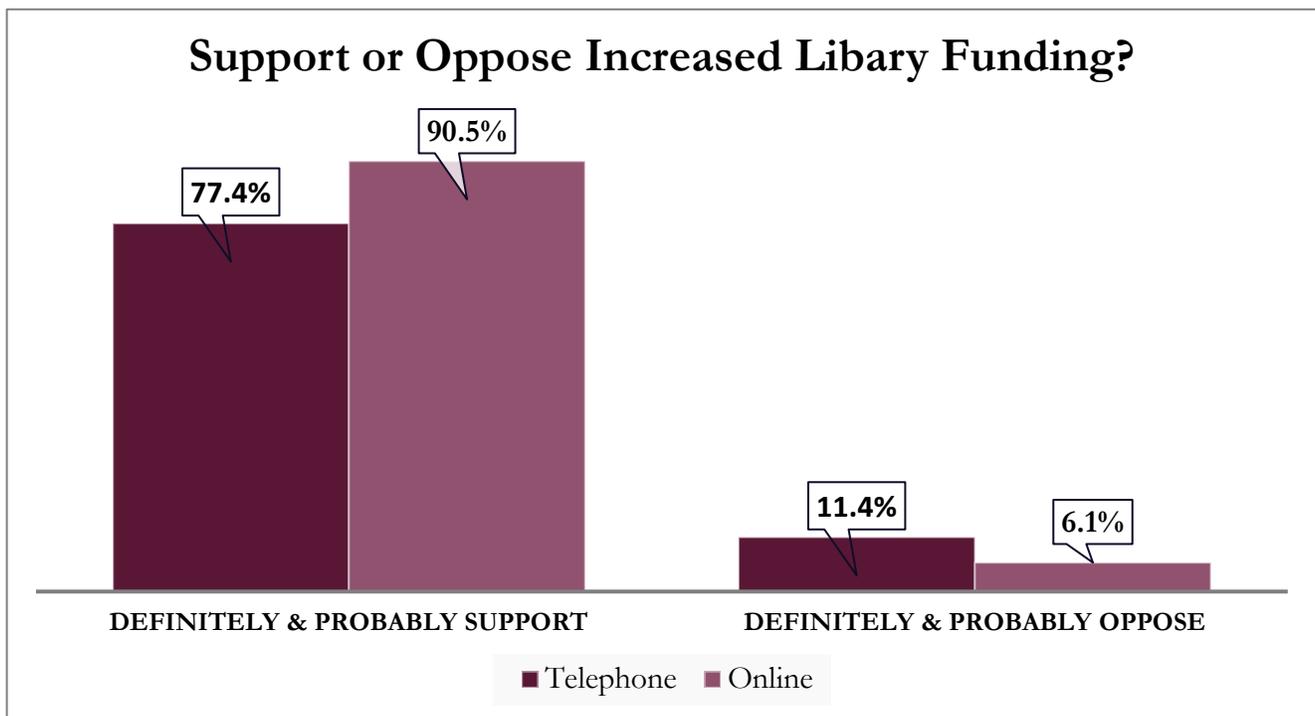
SUPPORT/OPPOSE IN GENERAL	PHONE (PERCENT)		ONLINE (PERCENT)	
	n=500	Total support or opposition	n=1031	Total support or opposition
Definitely support	38.6	**77.4**	60.6	**90.5**
Probably support	38.8		29.9	
Probably oppose	3.8	**11.2**	3.9	**6.1**
Definitely oppose	7.4		2.2	
Unsure	11.4		3.4	

TAX IMPLICATIONS

All respondents were presented with the following: "We have had an opportunity to present the current and future needs of the Boulder Public Library in this survey. To meet needs identified in the **Boulder Public Library Master Plan,** a property tax increase could be considered for residential and local business property owners. For renters and business tenants, this may mean an increase in rent.

Now we are asking you, as a resident of Boulder, Boulder Valley or the adjacent mountain communities, to indicate your support or opposition to investment in the Boulder Public Library. Your household's share of the cost is put in terms of an average home valued at **$850,000.00**. Your share of the cost may be more or less depending on the value of your home or business, and likely less if you are a renter."

Respondents were asked how they would vote if their household tax increase for library funding was $280.00 per year or about $23.33 per month. A total of 45.2% are in support with 38.2% opposed. Results are displayed in the following table.

Among those with an opinion (when undecided / unsure respondents are removed from the data), the support percent moves from 45.2% to 54.2%.

AVERAGE INCREASE OF $280 / YEAR	PHONE (PERCENT)		ONLINE (PERCENT)	
	n=500	Total support or opposition	n=1031	Total support or opposition
Definitely support	15.0	**45.2**	26.3	**61.7**
Probably support	30.2		35.4	
Probably oppose	15.2	**38.2**	20.2	**30.6**
Definitely oppose	23.0		10.4	
Unsure	16.6		7.8	

Respondents who were opposed or unsure were asked how they would vote if their household tax increase for library funding was $220.00 per year or about $18.33 per month. Support grows by 4.6% to 49.6%.

Among those with an opinion (when undecided / unsure respondents are removed from the data), total support percent moves from 54.2% to 58.8%.

AVERAGE INCREASE OF $220 / YEAR	PHONE (PERCENT)		ONLINE (PERCENT)	
		Total support		Total support
Definitely support	+0.6	**49.8**	0.3	**66.7**
Probably support	+4.0		4.7	

Respondents who were opposed or unsure were asked how they would vote if their household tax increase for library funding was $160.00 per year or about $13.33 per month. Support grows by 7.4% to 57.2%.

Among those with an opinion (when undecided / unsure respondents are removed from the data), the total support percent moves from 58.8% to 66.2%.

Results are displayed in the following chart.

AVERAGE INCREASE OF $160 / YEAR	PHONE (PERCENT)		ONLINE (PERCENT)	
		Total support		Total support
Definitely support	+0.6	**57.2**	0.3	**76.0**
Probably support	+6.8		9.0	

Respondents who were opposed or unsure were asked how they would vote if their household tax increase for library funding was $90.00 per year or about $7.50 per month. Support grows by 10.0% to 67.2%.

Among those with an opinion (when undecided / unsure respondents are removed from the data), the total support percent moves from 66.2% to 76.2%.

Results are displayed in the following chart.

AVERAGE INCREASE OF $90 / YEAR	PHONE (PERCENT)		ONLINE (PERCENT)	
		Total support		Total support
Definitely support	+2.8	**67.2**	0.7	**86.5**
Probably support	+7.2		9.8	

APPROACHES TO FUNDING

All respondents were presented with various funding approaches or options the City of Boulder may consider related to the Boulder Public Library. Respondents were asked their views on each.

Respondents were asked, if taxes do increase, if they would prefer a property tax increase, sales tax increase or some combination. The largest group of respondents, 34.4%, suggested a combination of both a sales and a property tax increase. The following table presents the results as collected.

| PREFERENCE FOR PROPERTY OR SALES TAX	PHONE	ONLINE
A property tax increase	15.6	23.9
A sales tax increase	29.4	19.5
A combination of property tax and sales tax increase	34.4	32.8
Unsure	20.6	23.9

Respondents were also asked if they would prefer to see a tax increase or a re-allocation of existing city of Boulder funds to the Library by reducing funding for other city programs, services and departments. The largest group of respondents, 40.4%, noted a preference for a re-allocation of funds. Results are shown in the folllowing table.

PREFERENCE FOR TAX INCREASE OR RE-ALLOCATION OF FUNDS	PHONE	ONLINE
A tax increase to support increased library funding	25.6	37.9
A re-allocation of existing City of Boulder funds	40.4	35.9
I don't support either a tax increase or a re-allocation	8.6	4.5
Unsure	25.4	21.7

The idea of an Independent Library District was introduced as follows: "To broaden the funding base for the Boulder Public Library, there is an option to establish an Independent Library District. The purpose of a library district is to share expenses among residents of the City of Boulder, Boulder Valley and the adjacent mountain communities. Thinking about this library funding option, how strongly would you support or oppose a new Independent Library District that is funded by a voter-approved property tax? Would you…?"

Support for an Independent Library District was nearly two-to-one – 45.4% to 24.4%. When undecided respondents were removed from the data, the support percent moves to 65.0%. Results are displayed in the following graph.

Support or Oppose an Independent Library District?

45.4% — 58.9% — 24.4% — 14.4%

STRONGLY & SOMEWHAT SUPPORT   STRONGLY & SOMEWHAT OPPOSE
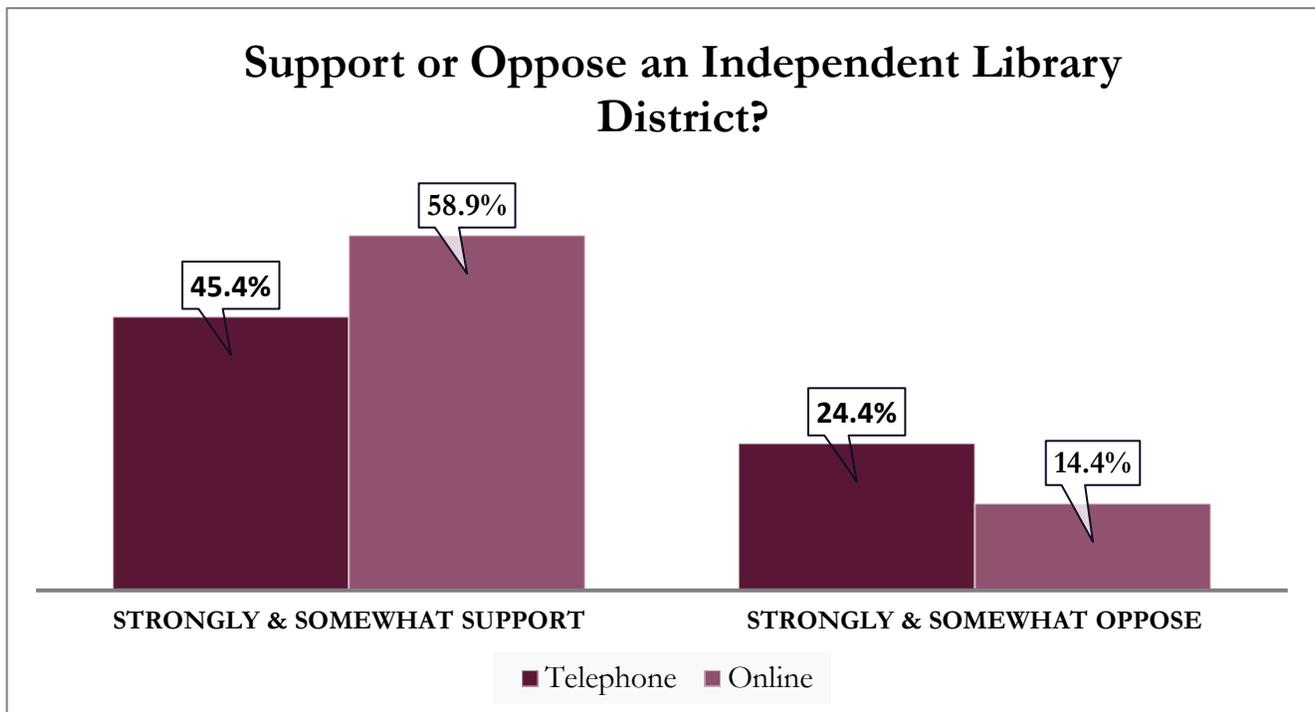
■ Telephone ■ Online

RESIDENT DEMOGRAPHICS

The following are demographics collected among survey respondents from Boulder and the qualifying communities included in both the online and phone surveys.

RESIDENT OF...	PHONE	ONLINE
The City of Boulder	74.0	78.1
Gunbarrel	6.2	7.1
Niwot	2.2	2.4
Mountains west of Boulder (Sunshine Canyon, Gold Hill, Sugarloaf, or Jamestown)	5.6	2.3
Altona Area (North Foothills)	2.2	0.6
Cherryvale and areas east	2.2	2.4
Unincorporated Boulder County	7.6	7.1

LENGTH OF RESIDENCY	PHONE	ONLINE
20 years or less	38.0	53.1
Over 20 years	62.0	46.9

EDUCATION	PHONE	ONLINE
Some high school	---	---
High school graduate or equivalent	4.6	0.9
Associates degree / trade or vocational certification	0.6	1.3
Some college	6.6	5.4
College graduate	34.6	28.6
Some post graduate	5.0	10.4
Post-graduate or professional degree	46.0	52.7
Prefer not to answer	2.4	0.8

RENT OR OWN	PHONE	ONLINE
Rent	28.4	26.2
Own	69.2	70.3
Prefer not to answer	2.4	3.5

AGE	PHONE	ONLINE
18 – 24	11.4	3.8
25 – 34	15.0	12.0
35 – 44	16.8	17.8
45 – 54	13.8	17.5
55 – 64	19.6	17.7
65 or older	12.0	28.8
Prefer not to answer	11.4	2.4

HAVE CHILDREN UNDER 18 LIVING IN HOME	PHONE	ONLINE
Yes	15.6	28.2
No	72.2	69.8
Prefer not to answer	12.2	1.9

CURRENTLY A STUDENT?	PHONE	ONLINE
Yes	7.6	6.0

GENDER	PHONE	ONLINE
Male	42.2	30.8
Female	56.8	64.4
Transgender female	---	0.1
Transgender male	---	0.4
Gender variant / non-conforming	---	1.1
Unsure / Prefer not to answer	0.8	2.7
Other / Not listed	0.2	0.5

INCOME LEVEL	PHONE	ONLINE
Under $50,000	10.8	17.6
$50,000 to less than $100,000	14.0	24.1
$100,000 to less than $150,000	9.4	17.2
$150,000 to less than $200,000	6.6	9.7
$200,000 to less than $250,000	---	5.5
$250,000 to less than $300,000	1.8	2.4
$300,000 or more	2.2	3.5
Unsure	2.6	1.2
Prefer not to answer	52.6	18.9

RACE / ETHNICITY	PHONE	ONLINE
White	87.4	84.7
Black or African-American	1.0	0.8
Hispanic or Latino	0.6	3.8
Asian	0.6	4.1
Native Hawaiian or Pacific Islander	----	0.3
American Indian or Alaska Native	0.2	0.4
Middle Eastern / North African	---	0.7
Other	1.2	1.0
None of these	1.0	0.4
Prefer not to answer	8.4	8.2

LIKELY TO VOTE ON ELECTION DAY – NOVEMBER 2019	PHONE	ONLINE
Very likely	94.4	92.7
Somewhat likely	3.4	3.1
Somewhat unlikely	0.6	0.5
Not at all likely	0.6	2.2
Unsure	1.0	1.5

OWN A BUSINESS IN OR NEAR BOULDER?	PHONE	ONLINE
Yes	19.4	14.4

INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey are presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the "Other" code.

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.