

\*Please note that for the data available through the City of Boulder Open Data Portal, all open response questions and potentially identifying questions or groups of questions, are removed, to protect survey respondents' identity\*

Community Retail Study Shopper Survey, 2019

The City of Boulder is interested in learning whether the goods and services available in Boulder meet the needs of residents, workers and students of all ages, incomes, backgrounds and areas of the city. The survey is part of a larger, in-depth study of the current Boulder retail environment (the Citywide Retail Study) responding to the Boulder Valley Comprehensive Plan goal of a vital retail base.

**Thank you for taking the time to share your perspective.** Your answers to the following questions are anonymous and will help us identify strengths, weaknesses and areas for improvement. The survey will take approximately 8 to 12 minutes.

1. Please tell us about yourself by **checking all the boxes** that apply to where you **currently** live and work. [REQUIRED]
  - Live in the city of Boulder
  - Work in the city of Boulder
  - Live outside Boulder
  - Work outside Boulder
  - Attend school in Boulder
  - Other -write in \_\_\_\_\_

2. Overall, how satisfied are you with the availability of goods and services in Boulder that meet your **basic needs**? [REQUIRED]
  - Very satisfied
  - Somewhat satisfied
  - Neutral
  - Somewhat dissatisfied
  - Very dissatisfied

3. [IF LIVE IN BOULDER] Please tell us if you are generally satisfied with the selection, price and availability of basic goods and services **near your home** in Boulder?

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

4. [IF WORK IN BOULDER] Please tell us if you are generally satisfied with the selection, price and availability of basic goods and services **near where you work** in Boulder?

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
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Selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

5. Are there any **basic goods or services** you have needed in the past year that you couldn't find in Boulder? [REQUIRED]

- Yes  No  Not sure

6. What basic goods or services were you unable to find in Boulder? [REQUIRED]

7. When purchasing items from the types of stores listed below, do you usually shop in Boulder, in stores outside Boulder or online?

	In Boulder	Outside Boulder	Online	Not applicable
Supermarkets and grocery stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General merchandise stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clothing, shoes and accessories stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health, pharmacy and personal care stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture and home accessories stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hardware, garden and home improvement stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation, athletic and sporting goods stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electronics and appliance stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Book, music, hobby and toy stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automotive parts, accessories and tire stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Approximately what percentage of your total spending do you purchase from online retailers?

- None  75 to 99%  
 1 to 24%  100%  
 25 to 49%  Not sure  
 50 to 74%

9. How has your spending at stores and online changed over the past two years?

	Increased	About the same	Decreased	Not applicable
Purchases made at stores in Boulder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchases at stores outside Boulder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. When you eat out at the types of restaurants listed below, do you usually dine in Boulder or outside Boulder?

	In Boulder	Outside Boulder	Not applicable
Fast food places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fast casual restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Casual or family-style restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bars or taverns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cafes or coffee shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food trucks and concession stands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Do you mostly use businesses in Boulder or outside Boulder for the following types of services?

	In Boulder	Outside Boulder	Not applicable
Automotive repair and maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Banking and other financial services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Child care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness facilities and classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hair care and other personal services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Household repair and maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical, dental and other health care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. What types of retail stores, restaurants or services do you wish Boulder had (or had more of)?

13. Overall, how important are the following store characteristics in your choice of where you shop in person for **everyday items like groceries and general merchandise**? [ROTATED]

	Very important	Somewhat important	Neutral	Somewhat unimportant	Not at all important
Consistently low prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to get to without driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal, expert service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales and promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Top quality choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique and hard-to-find items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. For **specialty items like clothing, accessories, gifts, etc.**, how important are the following store characteristics in your choice of where you shop in person? [ROTATED]

	Very important	Somewhat important	Neutral	Somewhat unimportant	Not at all important
Consistently low prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to get to without driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal, expert service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales and promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Top quality choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Unique and hard-to-find items

15. Please rank the importance of the following local shopping area characteristics: [ROTATE]

	Very important	Somewhat important	Neutral	Somewhat unimportant	Not at all important
Accessibility by bus, biking or walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness and safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public gathering spaces for events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trees, landscaping and other beautification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. [LIVE IN BOULDER] Please tell us when you typically shop, eat out or take care of errands **near where you live**, on a good weather day, how likely are you to use the following types of transportation? [ROTATE]

	Very likely	Somewhat likely	May or may not	Somewhat unlikely	Very unlikely
Bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carpool with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive my personal vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk or use a wheelchair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation network company (Uber, Lyft, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. [WORK IN BOULDER] Please tell us when you typically shop, eat out or take care of errands **near work**, on a good weather day, how likely are you to use the following types of transportation? [ROTATE]

	Very likely	Somewhat likely	May or may not	Somewhat unlikely	Very unlikely
Bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carpool with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive my personal vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk or use a wheelchair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation network company (Uber, Lyft, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

These final questions will only be used to help us analyze the results of this survey. **All your responses will remain confidential.**

18. [LIVE IN BOULDER] About how long have you lived in Boulder?

- Less than 1 year
- 1 to 2 years
- 3 to 5 years
- 6 to 10 years
- 11 to 19 years
- 20 years or more

19. [WORK IN BOULDER] How long have you worked in Boulder

- Less than 1 year
- 1 to 2 years
- 3 to 5 years
- 6 to 10 years
- 11 to 19 years
- 20 years or more

20. [WORK IN BOULDER] On a typical good weather day, how likely are you to use the following types of transportation to get to work? [ROTATE]

	Very likely	Somewhat likely	May or may not	Somewhat unlikely	Very unlikely
Bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carpool with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive my personal vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk or use a wheelchair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation network company (Uber, Lyft, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Which of the following categories includes your age?

- Under 18
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

22. Which gender do you identify with?

- Female
- Male
- Other

23. Which race or ethnicity do you most identify with?

- American Indian or Native Alaskan
- Asian
- Black or African-American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White
- Two or more races
- Other – write in

24. What is the highest grade or level of school you have completed? (If you are currently enrolled in school, please indicate the highest degree you have received.)

- Less than high school diploma
- High school diploma or equivalent
- Associate degree or professional certificate
- Bachelor’s degree
- Post graduate degree

25. What was your total **household income** before taxes last year?

- Less than \$25,000
- \$25,000 to \$34,999

- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$249,999
- \$250,000 or more

26. What is your home zip code?

27. [LIVE IN BOULDER] What is the major intersection or cross-street nearest to your home?  
[REQUIRED]

28. [WORK IN BOULDER] What is the major intersection or cross-street nearest to your place of work?  
[REQUIRED]

29. Do you own or rent your current residence?

- Own
- Rent
- Other – Write in

30. How did you learn about this survey?

- Postcard mailed to your home
- Postcard at retail location
- Postcard at rec center or other city facility
- Newspaper or other media
- Newsletter
- City website
- Other – write in

31. Other comments or suggestions

32. Would you be willing to participate in a future focus group discussion about your opinions and shopping experiences in Boulder?

- Yes
- No

33. [YES] So that we may contact you, please provide your first name, email and phone number below.  
[REQUIRED]

[SUBMIT]

**Thank you for taking our survey!**

Your response is very important to us and will be combined with other responses to increase our understanding of what areas may need improvement. More information on the Citywide Retail Study can be found on the [Boulder Citywide Retail Study webpage](#).