DOWNTOWN GOLDEN PATRON INTERCEPT

Intercept Survey Results

City of Golden
Economic Development Commission

May/June 2008 & December 2008

Compiled by Steven Williams,
GURA Redevelopment Intern, for the City of Golden
Summary Report by City of Golden Planning Department
The purpose of these recurring surveys is to understand the composition of downtown visits during various seasons of the year and to document primary trip motivations. The surveying is conducted by Golden Greeter staff. Although not professional surveyors, these individuals provide reasonable information for use by EDComm or individual businesses. Each wave of consumer research has a goal of 200+ completed interviews. Each interviewing wave covers a span from Monday through Saturday and from noon until approximately 7:00 pm. Only adults over the age of 18 are included in the surveying.

Respondents are selected without regard to purchasing behavior. All expenditures and purchasing rates are calculated on the basis of the smaller sub-set of respondents who indicate that they are finished with their visit at the time of their interview.

1. What is your zip code? ____________________

MAY/JUNE 2008
40% of survey respondents listed 80401 or 80403 as their current zip code; 27% percent of respondents listed other Colorado zips, and 33% listed out-of-state zip codes.

DECEMBER 2008
41% of survey respondents listed 80401 or 80403 as their current zip code; 39% percent of respondents listed other Colorado zips, and 21% listed out-of-state zip codes.
COMBINED
40% of survey respondents listed 80401 or 80403 as their current zip code; 30% percent of respondents listed other Colorado zips, and 30% listed out-of-state zip codes.

2. What is the primary purpose of your visit to Golden today?

MAY/JUNE 2008

RESPONSE RANKINGS
1. All Other Reasons 89 responses (27%)
2. Visit Friends/Relatives 83 responses (25%)
3. Pleasure Vacation 76 responses (23%)
4. Work in Golden 39 responses (12%)
5. Daytrip from within Denver MSA 25 responses (8%)
6. Business Trip 15 responses (5%)
No Response (NR)- 2 responses

Purpose of Visit to Golden

- All other Reasons
- Visit friends/relatives
- Pleasure/ vacation
- Work in Golden
- Daytrip within Denver MSA
- Business
DECEMBER 2008

RESPONSE RANKINGS

1. All Other Reasons 45 responses (35%)
2. Daytrip from within Denver MSA 32 responses (25%)
3. Visit Friends/Relatives 20 responses (16%)
4. Pleasure Vacation 11 responses (9%)
5. Work in Golden 11 responses (9%)
6. Business Trip 7 responses (6%)

No Response (NR)- 0 responses

Purpose of Visit to Golden

- All Other Reasons: 35%
- Visit Friends/Relatives: 25%
- Pleasure Vacation: 16%
- Daytrip from within Denver MSA: 9%
- Work in Golden: 9%
- Business: 6%

COMBINED

RESPONSE RANKINGS

1. All Other Reasons 134 responses (29%)
2. Visit Friends/Relatives 103 responses (23%)
3. Pleasure Vacation 87 responses (19%)
4. Daytrip from within Denver MSA 57 responses (13%)
5. Work in Golden 50 responses (11%)
6. Business Trip 22 responses (5%)

No Response (NR)- 2 responses

Purpose of Visit to Golden

- All Other Reasons: 29%
- Visit Friends/Relatives: 19%
- Pleasure Vacation: 13%
- Daytrip within Denver MSA: 11%
- Work in Golden: 5%
- Business: 5%
3. What is the primary purpose of your visit to downtown today?

MAY/JUNE 2008

<table>
<thead>
<tr>
<th>RESPONSE RANKINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Dining/Drinking 138 responses (32%)</td>
</tr>
<tr>
<td>2. Sightsee/Visit Attractions/Visit Coors 92 responses (22%)</td>
</tr>
<tr>
<td>3. Shop/Browse Stores and Galleries 73 responses (18%)</td>
</tr>
<tr>
<td>4. Work in Downtown 24 responses (6%)</td>
</tr>
<tr>
<td>4. Run Personal Errand 24 responses (6%)</td>
</tr>
<tr>
<td>6. Other Reasons 23 responses (6%)</td>
</tr>
<tr>
<td>7. Visit Friends/Relatives 18 responses (4%)</td>
</tr>
<tr>
<td>8. Attend Special Event 15 responses (4%)</td>
</tr>
<tr>
<td>9. Business Trip/Attend Convention 7 responses (2%)</td>
</tr>
</tbody>
</table>

DECEMBER 2008

<table>
<thead>
<tr>
<th>RESPONSE RANKINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Shop/Browse Stores and Galleries 40 responses (26%)</td>
</tr>
<tr>
<td>2. Attend Special Event 31 responses (20%)</td>
</tr>
<tr>
<td>3. Sightsee/Visit Attractions/Visit Coors 30 responses (19%)</td>
</tr>
<tr>
<td>4. Dining/Drinking 26 responses (17%)</td>
</tr>
<tr>
<td>5. Run Personal Errand 9 responses (6%)</td>
</tr>
<tr>
<td>6. Work in Downtown 7 responses (4%)</td>
</tr>
<tr>
<td>6. Visit Friends/Relatives 7 responses (4%)</td>
</tr>
<tr>
<td>8. Other Reasons 6 responses (4%)</td>
</tr>
<tr>
<td>9. Business Trip/Attend Convention 1 responses (0%)</td>
</tr>
</tbody>
</table>
Purpose of Visit Downtown

- **Dining/Drinking**: 164 responses (29%)
- **Sightsee/Visit Attractions/Visit Coors**: 122 responses (21%)
- **Shop/Browse Stores and Galleries**: 113 responses (20%)
- **Attend Special Event**: 46 responses (8%)
- **Run Personal Errand**: 35 responses (6%)
- **Work in Downtown**: 31 responses (6%)
- **Other Reasons**: 29 responses (5%)
- **Visit Friends/Relatives**: 25 responses (4%)
- **Business Trip/Attend Convention**: 8 responses (1%)
4. Is this your first visit to downtown Golden? (Better than 2:1 have visited previously.)
   (If yes, skip to question 6. Otherwise proceed to question 5)

**MAY/JUNE 2008**
94 Yes, 221 No

**DECEMBER 2008**
25 Yes, 88 No

**COMBINED**
119 Yes, 309 No
5. In the past 60 days, how many times have you visited downtown Golden for the following purposes?
Sums of responses reflect the total amount of respondent visits made to downtown Golden in the past 60 days, and the average reflects the average number of non-work visits each respondent made to Downtown Golden within 60 days for each activity.

MAY/JUNE 2008
Collectively, May/June respondents made 3901 non-work visits downtown in the past 60 days and averaged 12.20 total non-work trips per 60 days.

<table>
<thead>
<tr>
<th>RESPONSE RANKINGS</th>
<th>Sum</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Dining/Drinking</td>
<td>1343</td>
<td>4.30</td>
</tr>
<tr>
<td>2. Personal Errand</td>
<td>918</td>
<td>2.93</td>
</tr>
<tr>
<td>3. Any Other Non-Work Purpose</td>
<td>632</td>
<td>2.02</td>
</tr>
<tr>
<td>4. Shopping</td>
<td>631</td>
<td>2.02</td>
</tr>
<tr>
<td>5. Visit Museum or Attraction</td>
<td>201</td>
<td>0.64</td>
</tr>
<tr>
<td>6. Attend Community Event</td>
<td>153</td>
<td>0.49</td>
</tr>
<tr>
<td>7. Doctor/Dentist Appointment</td>
<td>23</td>
<td>0.07</td>
</tr>
<tr>
<td>Total Non-Work Visits</td>
<td>3901</td>
<td>12.20</td>
</tr>
</tbody>
</table>

Frequency of DT visits (within 60 days)
Collectively, December respondents made 1331 non-work visits downtown in the past 60 days and averaged 11.68 non-work trips per 60 days.

<table>
<thead>
<tr>
<th>RESPONSE RANKINGS</th>
<th>Sum</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Dining/Drinking</td>
<td>380</td>
<td>3.36</td>
</tr>
<tr>
<td>2. Personal Errand</td>
<td>373</td>
<td>3.30</td>
</tr>
<tr>
<td>3. Shopping</td>
<td>259</td>
<td>2.29</td>
</tr>
<tr>
<td>4. Any Other Non-Work Purpose</td>
<td>131</td>
<td>1.16</td>
</tr>
<tr>
<td>5. Attend Community Event</td>
<td>108</td>
<td>0.96</td>
</tr>
<tr>
<td>6. Visit Museum or Attraction</td>
<td>69</td>
<td>0.61</td>
</tr>
<tr>
<td>7. Doctor/Dentist Appointment</td>
<td>11</td>
<td>0.10</td>
</tr>
<tr>
<td>Total Non-Work Visits</td>
<td>1331</td>
<td>11.68</td>
</tr>
</tbody>
</table>

**Frequency of DT visits (within 60 days)**

- Dining/Drinking: 3.36
- Personal Errand: 3.30
- Shopping: 2.29
- Any Other Non-Work Purpose: 1.16
- Attend Community Event: 0.96
- Visit Museum or Attraction: 0.61
- Doctor/Dentist Appointment: 0.10
- Total Non-Work Visits: 11.68
COMBINED
Collectively, May/June & December respondents made 5232 non-work visits downtown in the past 60 days and averaged 12.05 non-work trips per 60 days.

<table>
<thead>
<tr>
<th>RESPONSE RANKINGS</th>
<th>Sum</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Dining/Drinking</td>
<td>1723</td>
<td>3.97</td>
</tr>
<tr>
<td>2. Personal Errand</td>
<td>1291</td>
<td>2.97</td>
</tr>
<tr>
<td>3. Shopping</td>
<td>890</td>
<td>2.05</td>
</tr>
<tr>
<td>4. Any Other Non-Work Purpose</td>
<td>763</td>
<td>1.76</td>
</tr>
<tr>
<td>5. Visit Museum or Attraction</td>
<td>280</td>
<td>0.65</td>
</tr>
<tr>
<td>6. Attend Community Event</td>
<td>261</td>
<td>0.60</td>
</tr>
<tr>
<td>7. Doctor/Dentist Appointment</td>
<td>34</td>
<td>0.08</td>
</tr>
<tr>
<td>Total Non-Work Visits</td>
<td>5232</td>
<td>12.06</td>
</tr>
</tbody>
</table>

Frequency of DT visits (within 60 days)
6. Are you completing your visit now?
Respondents who indicate that their visit to Downtown is completed at the moment they are interviewed are considered “exiting” respondents. Their spending patterns are important to understand.

MAY/JUNE 2008
103 Yes, 210 No
DECEMBER 2008
51 Yes, 63 No
COMBINED
154 Yes, 273 No

If so, how much did you spend here today in our shops?

MAY/JUNE 2008 (103 Exiting Respondents)
Sum $6535, Avg $63.45
*(This average distorted by one $5,000 purchase; the average retail spending without this lone patron would be reduced to $15.05).

DECEMBER 2008 (49 Exiting Respondent)
Sum $2017, Average $41.16

COMBINED (152 Exiting Respondents)
Sum $8552 (*Adjusted Sum $3552), Average $56.26 (*Adjusted Avg. $23.52)

How much in restaurants?

MAY/JUNE 2008
Sum $2411.10, Avg.- $23.41

DECEMBER 2008
Sum $1172, Average $23.92

COMBINED
Sum $3583.10, Average $23.57

MAY/JUNE 2008

Average Spending of Exiting Patrons

<table>
<thead>
<tr>
<th>Retail</th>
<th>Restaurant</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00</td>
<td>$33.45</td>
</tr>
<tr>
<td>$23.41</td>
<td>$33.45</td>
</tr>
</tbody>
</table>

0.00 10.00 20.00 30.00 40.00 50.00 60.00 70.00
7. DEMOGRAPHIC PROFILE OF DOWNTOWN PATRONS

Age:

MAY/JUNE 2008    Avg. 44.7
DECEMBER 2008    Avg. 46
COMBINED        Avg. 45

MAY/JUNE 2008
Sex    M -152    F -157

DECEMBER 2008
Sex    M -58    F -73

COMBINED
Sex    M -210    F -230
**MAY/JUNE 2008**

**Group Size and Composition**

**ANNUAL HOUSEHOLD INCOME OF DOWNTOWN GOLDEN’S ADULT PATRONS**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $75,000</td>
<td>103</td>
<td>41%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>62</td>
<td>25%</td>
</tr>
<tr>
<td>$25,000 to $49,999</td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td>Under $25,000</td>
<td>34</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>67 NR’s</td>
<td></td>
</tr>
</tbody>
</table>

**DECEMBER 2008**

**ANNUAL HOUSEHOLD INCOME OF DOWNTOWN GOLDEN’S ADULT PATRONS**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $75,000</td>
<td>45</td>
<td>47%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>27</td>
<td>28%</td>
</tr>
<tr>
<td>$25,000 to $49,999</td>
<td>17</td>
<td>18%</td>
</tr>
<tr>
<td>Under $25,000</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>17 NR’s</td>
<td></td>
</tr>
</tbody>
</table>
COMBINED

ANNUAL HOUSEHOLD INCOME OF DOWNTOWN GOLDEN’S ADULT PATRONS

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $75,000</td>
<td>148</td>
<td>43%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>89</td>
<td>26%</td>
</tr>
<tr>
<td>$25,000 to $49,999</td>
<td>67</td>
<td>19%</td>
</tr>
<tr>
<td>Under $25,000</td>
<td>41</td>
<td>12%</td>
</tr>
<tr>
<td>84- NR’s</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MAY/JUNE 2008

GROUP SIZE AND COMPOSITION

<table>
<thead>
<tr>
<th>Group Size</th>
<th>Count (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>110, (35%)</td>
</tr>
<tr>
<td>2</td>
<td>110, (35%)</td>
</tr>
<tr>
<td>3</td>
<td>39, (13%)</td>
</tr>
<tr>
<td>4+</td>
<td>51, (16%)</td>
</tr>
<tr>
<td>Only adult(s) in group</td>
<td>187, (72%)</td>
</tr>
<tr>
<td>Adult with child(ren)</td>
<td>52, (21%)</td>
</tr>
<tr>
<td>Adult with teen(s)</td>
<td>16, (7%)</td>
</tr>
<tr>
<td>NR’s</td>
<td>5</td>
</tr>
</tbody>
</table>

NR’s-66

Group Size (%)

Group Composition (%)

Only adults
Adults w/ kids
Adults w/ teens
### GROUP SIZE AND COMPOSITION

<table>
<thead>
<tr>
<th>Group Size</th>
<th>Group Size (%)</th>
<th>Adults</th>
<th>Group Composition (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>42, (38%)</td>
<td>83, (70%)</td>
<td>Only adults</td>
</tr>
<tr>
<td>2</td>
<td>30, (27%)</td>
<td>26, (22%)</td>
<td>Adults w/ kids</td>
</tr>
<tr>
<td>3</td>
<td>16, (14%)</td>
<td>10, (8%)</td>
<td>Adults w/ teens</td>
</tr>
<tr>
<td>4+</td>
<td>24, (21%)</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Only adult(s) in group</td>
<td>83, (70%)</td>
<td>26, (22%)</td>
<td>Adults w/ kids</td>
</tr>
<tr>
<td>Adult with child(ren)</td>
<td>26, (22%)</td>
<td>10, (8%)</td>
<td>Adults w/ teens</td>
</tr>
</tbody>
</table>

#### Group Size (%)

- 1: 38%
- 2: 27%
- 3: 14%
- 4+: 21%

#### Group Composition (%)

- Only adults: 83%
- Adults w/ kids: 22%
- Adults w/ teens: 10%
**GROUP SIZE AND COMPOSITION**

<table>
<thead>
<tr>
<th>Group Size</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>152</td>
<td>36%</td>
</tr>
<tr>
<td>2</td>
<td>140</td>
<td>33%</td>
</tr>
<tr>
<td>3</td>
<td>55</td>
<td>13%</td>
</tr>
<tr>
<td>4+</td>
<td>75</td>
<td>18%</td>
</tr>
</tbody>
</table>

NR’s 6

<table>
<thead>
<tr>
<th>Only adult(s) in group</th>
<th>270</th>
<th>72%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult with child(ren)</td>
<td>78</td>
<td>21%</td>
</tr>
<tr>
<td>Adult with teen(s)</td>
<td>26</td>
<td>7%</td>
</tr>
</tbody>
</table>

NR’s-66

**Group Size (%)**

- 1: 18
- 2: 13
- 3: 18
- 4+: 36

**Group Composition (%)**

- Only adults: 72%
- Adults w/ kids: 21%
- Adults w/ teens: 7%
8. GOLDEN AREA SHOPPING ALTERNATIVES – Only for respondents from 80401 and 80403 zip codes.

a. Where else do you shop for the following products?

Top responses in order of frequency. [Please note the number of non responses (NR’s) listed and that statistically insignificant responses (less than 2) are not recorded below. Additionally, percentages are derived based on total number of responses, exclusive of non-responses, which are simply noted.]

**MAY/JUNE 2008**

Groceries

1) Safeway- 55 (36%)
2) King Sprs- 54 (35%)
3) Costco- 19 (12%)
4) Wholefoods- 15 (10%)
5) Walmart- 6 (4%)
6) Target- 5 (3%)
NR- 198

**SHOPPING ALTERNATIVES- GROCERIES (%)**

**DECEMBER 2008**

Groceries

1) Safeway- 20 (36%)
2) King Sprs- 19 (35%)
3) Costco- 10 (18%)
4) Wholefoods- 4 (7%)
5) Applewood- 2 (4%)
NR- 67
MAY/JUNE 2008

Clothing

1) (Generic) Mall- 37 (33%)
2) Mills- 24 (21%)
3) Kohls- 23 (20%)
4) Online- 9 (8%)
5) Target- 8 (7%)
6) Walmart- 7 (6%)
7) Flatirons- 5 (4%)
NR- 200
DECEMBER 2008

Clothing

8) (Generic) Mall- 14 (29%)
9) Kohls- 9 (19%)
10) Online- 8 (17%)
11) Target- 7 (15%)
12) Mills- 5 (10%)
13) Goodwill- 3 (63%)
14) Walmart- 2 (4%)
NR- 69
COMBINED
Clothing
15) (Generic) Mall- 51 (32%)
16) Kohls- 32 (20%)
17) Mills- 29 (18%)
18) Online- 17 (11%)
19) Target- 15 (9%)
20) Walmart- 9 (6%)
21) Flatirons- 5 (3%)
22) Goodwill- 3 (2%)
NR- 269

MAY/JUNE 2008
General Merchandise
1) Target- 44 (37%)
2) Walmart- 23 (19%),
3) Meyer HW- 16 (14%)
4) Walgreens- 13 (11%)
5) HomeDepot- 12 (10%)
6) Costco- 6 (5%)
7) Kohls- 4 (3%)
NR-205
DECEMBER 2008
General Merchandise _______________
8) Target- 14 (37%)
9) Walgreens 6 (16%)
10) Walmart- 5 (13%)
11) Mills 5 (13%)
12) Meyer HW 3 (8%)
13) Online 3 (8%)
14) Malls 2 (5%)
NR-78
COMBINED
General Merchandise _______________
15) Target- 58 (37%)
16) Walmart- 28 (18%),
17) Meyer HW- 19 (12%)
18) Walgreens- 19 (12%)
19) Home Depot- 12 (8%)
20) Costco- 6 (4%)
21) Mills- 5 (3%)
22) Kohls- 4 (3%)
23) Online 3 (2%)
24) Malls 2 (1%)
NR-283

b. When you choose to shop outside of Golden, which of the following descriptions best describes your reason to choose that other location?

MAY/JUNE 2008

<table>
<thead>
<tr>
<th>REASONS FOR SHOPPING OUTSIDE OF THE CITY OF GOLDEN (Ranked)</th>
<th>Responses (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Seek stores with better selection of merchandise</td>
<td>93 (38%)</td>
</tr>
<tr>
<td>2. Seek lower prices outside of Golden</td>
<td>74 (31%)</td>
</tr>
<tr>
<td>3. Leave Golden to find current fashions</td>
<td>38 (16%)</td>
</tr>
<tr>
<td>4. Leave Golden in favor of big malls elsewhere</td>
<td>25 (10%)</td>
</tr>
<tr>
<td>5. Just prefer stores outside of Golden</td>
<td>12 (5%)</td>
</tr>
<tr>
<td>6. Leave Golden for better store service</td>
<td>0 (0%)</td>
</tr>
</tbody>
</table>

NR’s-195 %’s derived from total number of responses; NR’s (no responses) not factored.
DECEMBER 2008

<table>
<thead>
<tr>
<th>Reason for Shopping Outside of Golden (%)</th>
<th>Responses (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Seek stores with better selection of merchandise</td>
<td>38 (35%)</td>
</tr>
<tr>
<td>2. Seek lower prices outside of Golden</td>
<td>26 (24%)</td>
</tr>
<tr>
<td>3. Leave Golden to find current fashions</td>
<td>15 (14%)</td>
</tr>
<tr>
<td>4. Leave Golden for better store service</td>
<td>13 (12%)</td>
</tr>
<tr>
<td>5. Leave Golden in favor of big malls elsewhere</td>
<td>11 (10%)</td>
</tr>
<tr>
<td>6. Just prefer stores outside of Golden</td>
<td>6 (6%)</td>
</tr>
</tbody>
</table>

NR’s- 71 %’s derived from total number of responses; NR’s (no responses) not factored.
### REASONS FOR SHOPPING OUTSIDE OF THE CITY OF GOLDEN (Ranked)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Responses (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seek stores with better selection of merchandise</td>
<td>131 (37%)</td>
</tr>
<tr>
<td>Seek lower prices outside of Golden</td>
<td>100 (28%)</td>
</tr>
<tr>
<td>Leave Golden to find current fashions</td>
<td>53 (15%)</td>
</tr>
<tr>
<td>Leave Golden in favor of big malls elsewhere</td>
<td>36 (10%)</td>
</tr>
<tr>
<td>Just prefer stores outside of Golden</td>
<td>18 (5%)</td>
</tr>
<tr>
<td>Leave Golden for better store service</td>
<td>13 (4%)</td>
</tr>
</tbody>
</table>

%’s derived from total number of responses; NR’s (no responses) not factored.

#### Reasons for Shopping Outside of Golden (%)

- **Seeking better selection**: 37%
- **Seeking lower prices**: 28%
- **Seeking current fashions**: 15%
- **Prefer big malls elsewhere**: 10%
- **Prefer stores outside Golden**: 5%
- **Seeking better store service**: 4%

![Bar Chart

25
9. **GOLDEN AREA SHOPPING DESIRES**

What is the one restaurant, store, or service that would get you to spend more time in downtown Golden?

________

[____________________________________]

Top responses in order of frequency. [Please note the number of non responses (NR’s) listed and that statistically insignificant responses (less than 2) are not recorded below.]

**MAY/JUNE 2008**

1) Restaurants- 14 (19%) [sushi, Chipotle, and upscale restaurants all mentioned more than once]
2) Movie Theater- 10 (13%)
3) Wholefoods (Natural Grocery)- 8 (11%)
4) Gen. store- 7 (9%)
4) Walmart- 7 (9%)
6) Shoe store- 6 (8%)
7) Live music- 4 (5%)
7) Kid's play area- 4 (5%) [the idea of a central fountain/play area was mentioned 3 times]
7) Grocery- 4 (5%)
10) Dept. store- 3 (4%)
10) Target- 3 (4%)
10) Music store- 3 (4%)
13) Trader Joe's- 2 (3%)

NR’s- 199
DECEMBER 2008
1) Restaurants- 15 (37%)
2) Shoe store- 8 (20%)
3) Men’s Clothing- 6 (15%)
4) General Store- 5 (12%)
5) Wholefoods (Natural Grocery) - 3 (7%)
6) Kid’s Clothing- 3 (7%)
NR’s- 71
COMBINED
1) Restaurants- 29 (25%)
2) Shoe store- 14 (12%)
3) General store- 12 (10%)
4) Movie Theater- 10 (9%)
5) Wholefoods (Natural Grocery)- 8 (7%)
6) Grocery- 8 (7%)
7) Walmart- 7 (6%)
8) Men’s Clothing- 6 (5%)
9) Kid’s Clothing - 4 (3%)
9) Live music- 4 (3%)
11) Kid’s play area- 3 (3%)
11) Dept. store- 3 (3%)
11) Target- 3 (3%)
11) Music store - 3 (3%)
15) Trader Joe's- 2 (2%)
NR’s- 270
10. RATINGS OF DOWNTOWN CHARACTERISTICS

Rank the following characteristics or attributes of Downtown Golden using a 1 to 5 scale. (A low score (1 or 2) indicates a low rating or agreement level; a high score (4 or 5) represents a high rating or agreement level.)

MAY/JUNE 2008

How would you describe the overall atmosphere of Downtown Golden?
Sum 1247, Avg. Rating - 4.45, NR’s 35
How would you describe the customer service skills of helpfulness and product knowledge of personnel in the shops and restaurants in Downtown Golden?
Sum 1090, Avg. Rating - 4.08, NR’s 48
How effective or helpful would you say are the directional signs indicating the driving route to Downtown Golden?
Sum 932, Avg. Rating - 3.58, NR’s 55
Do you know where the free public parking garages are located?
Sum 863, Avg. Rating - 3.13, NR’s- 39
How would you describe the selection of retail goods available in Downtown Golden?
Sum 753, Avg. Rating - 2.85, NR’s- 51

DECEMBER 2008

How would you describe the overall atmosphere of Downtown Golden?
Sum 405 Avg. Rating- 4.66, NR’s 26
How would you describe the customer service skills of helpfulness and product knowledge of personnel in the shops and restaurants in Downtown Golden?
Sum 391, Avg. Rating- 4.65, NR’s 29
How effective or helpful would you say are the directional signs indicating the driving route to Downtown Golden?
Sum 285, Avg. Rating- 3.52, NR’s 32
Do you know where the free public parking garages are located?
Sum 293, Avg. Rating- 3.41, NR’s- 27
How would you describe the selection of retail goods available in Downtown Golden?
Sum 250, Avg. Rating- 3.13, NR’s- 33
COMBINED

How would you describe the overall atmosphere of Downtown Golden?

Sum 1652 Avg. Rating - 4.50, NR’s 61

How would you describe the customer service skills of helpfulness and product knowledge of personnel in the shops and restaurants in Downtown Golden?

Sum 1481, Avg. Rating - 4.22, NR’s 77

How effective or helpful would you say are the directional signs indicating the driving route to Downtown Golden?

Sum 1217, Avg. Rating - 3.57, NR’s 87

Do you know where the free public parking garages are located?

Sum 1156, Avg. Rating - 3.19, NR’s - 66

How would you describe the selection of retail goods available in Downtown Golden?

Sum 1003, Avg. Rating - 2.92, NR’s - 84