Downtown Boise Housing Study

Final Report: June 2004

Prepared For:

CAPITAL CITY DEVELOPMENT CORP.

Presented By:

Clearwater Research, Inc.

CAPITAL CITY DEVELOPMENT CORP.

PLEASE NOTE

In order to save resources, this copy of the Boise Downtown Housing Survey omits the material from the complete report:

- Survey forms used for the telephone, web-based and the paper surveys distributed to participants.
- The complete listing of the open-ended responses to the survey questions.

Both of these items are available from CCDC upon request, or you can read the full survey report on our website at www.ccdcboise.com. The survey report is under accessible from the home page using the downloads button (left hand side, midway down). The address of the document is:

http://www.ccdcboise.com/documents/DowntownBoiseHousingStudy.pdf

If you want more information about the survey report, please contact Katina Dutton, project manager, at 384-4264 or kdutton@ccdcboise.com

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Residents' Survey

The Residents' Survey was conducted via telephone using a probability sample design, which utilized a random digit dialing (RDD) method for generating telephone numbers. The sampled household in Boise City or Ada County was qualified if it was a one or two person household with at least one adult over the age of 18. This design allows the results to be projected back to the population of one and two-person households in Boise City and Ada County. A total of 608 interviews were completed. See Appendix F for a complete description of methods used in this project.

Workers' Survey

The Workers' Survey was conducted using both paper based and Internet based surveys. The paper surveys were distributed to monthly parkers in downtown public parking garages, and to employees of downtown businesses, and at downtown events. The Internet survey was advertised on fliers and the local media. This approach allowed for open input, but consequently it cannot be projected to any larger group. A total of 832 completed surveys were combined into a single data set for this report. See Appendix F for a complete description of methods used in this project.

The following table is a quick summary of select survey items. The reader is encouraged to read the body of the report for a more complete picture.

Table 1: Executive Summary of Select Survey Items

	RESIDENTS' SURVEY: % OF RESPONDENTS	WORKERS' SURVEY: % OF RESPONDENTS
DEMOGRAPHICS		
GENDER		
Male	39.6%	48.6%
Female	60.4%	51.4%
AGE		
Mean age in years	53 yrs.	42 yrs.
INCOME		
Less than $20,000	9.4%	3.9%
$20,000 to $34,999	18.3%	11.8%
$35,000 to $49,999	20.0%	16.5%
$50,000 to $74,999	21.9%	25.7%
$75,000 or more	30.3%	42.1%
LIVING IN DOWNTOWN BOISE		
Would consider moving downtown in future	31%	61%
Would consider in next 2 years	9%	23%
Currently live downtown	7%	7%

	RESIDENTS' SURVEY: % OF RESPONDENTS	WORKERS' SURVEY: % OF RESPONDENTS
VIEWS OF DOWNTOWN LIVING		
Primary advantages to living downtown		
Arts, entertainment, restaurants, shopping	90%	85%
Walkable, pedestrian-friendly environment	83%	86%
More social interaction	69%	58%
More interesting than suburbs	62%	58%
Primary disadvantages to living downtown		
Lack of parking	68%	67%
Housing affordability	64%	70%
Lack of housing choices	55%	68%
DESIRED LOCATIONS FOR DOWNTOWN		
First choice		
Heart of Downtown	33%	32%
Old Boise District	30%	31%
DESIRED HOUSING TYPES AND DESIGNS		
Types of housing units		
Town Home	26%	25%
Condominium	24%	34%
Size of units		
2-bdr, 2-bath design	22%	14%
2-bdr, 2-bath, master suite design	22%	37%
3-bdr, 2-bath design	31%	30%
Cannot live without		
Washer/dryer hook-ups	85%	84%
Assigned parking	78%	69%
FINANCIAL ASPECTS OF DOWNTOWN LIVING		
Would want to own unit	84%	84%
Desired payment between		
$750-$999	31%	38%
$1000-$1,499	30%	29%
Agree downtown living would reduce expenses	31%	35%
PARKING ISSUES		
Would need 2 parking spaces	70%	66%
Willing to rent or buy additional space	58%	62%
THOSE NOT CONSIDERING A MOVE DOWNTOWN BOISE		
Reasons for not considering a move downtown		
Traffic/Noise/Congestion	38%	49%
Lack of outdoor space/yard	28%	73%
Not right for current lifestyle	22%	52%
Things that would change mind about downtown		
Lower cost of living	39%	30%

For brevity, the percentages in this table are presented without the corresponding number of cases; please see the body of the report.

Findings and Interpretation

The results of the analysis are broken into three parts, the results of the telephone survey of Boise City and Ada County residents, the pen and paper survey of downtown workers combined with the Internet survey results, and finally the conclusions and recommendations of the projects presented in the following order:

Resident's Survey

1. Demographics
2. Living in Downtown Boise
3. Factors Affecting Desire to Live Downtown
4. Desired Locations for Downtown Living
5. Desired Housing Types and Designs
6. Financial Aspects of Downtown Living
7. Parking Issues
8. Those Not Considering a Move Downtown Boise

Workers' Survey

1. Demographics
2. Living in Downtown Boise
3. Factors Affecting Desire to Live Downtown
4. Desired Locations for Downtown Living
5. Desired Housing Types and Designs
6. Financial Aspects of Downtown Living
7. Parking Issues
8. Those Not Considering a Move Downtown Boise

Conclusions and Recommendations

On the following pages, charts, tables, and descriptions of survey results include the question numbers for easy reference. For the full text of the questions and response categories for the Residents' Survey, the Workers' Paper Survey, and the Workers' Internet Survey, please refer to Appendices A, B, and C, respectively.

When examining the Residents' data, which was collected using a probability sample design, inferential tests were employed where appropriate to test if sample differences existed in the population of interest. The results of these inferential tests (e.g., chi-square, ANOVA, t-test) are presented as "statistically significant" where the probability of the test statistic is less than .05.

Residents' Survey

1. Demographics

The following table summarizes the demographic characteristics of the Residents' Survey respondents.

Table 2: Summary Demographic Characteristics of Survey Respondents

CHARACTERISTIC	ALL RESPONDENTS	DOWNTOWN MOVERS
GENDER (Q250)		
Male	39.6%	43.6%
Female	60.4%	56.4%
AGE (Q230)		
Mean age in years	53 yrs.	47 yrs.
MARITAL STATUS (Q240)		
Married	61.8%	55.8%
Divorced	14.3%	16.9%
Widowed	7.4%	4.4%
Separated	0.8%	0.3%
Never married	12.5%	16.5%
Member of unmarried couple	3.3%	5.8%
EDUCATION LEVEL (Q245)		
Less than high school	2.4%	2.3%
High school graduate/GED	19.5%	9.3%
Some college less than 4 years/technical school	28.9%	25.4%
4-year college graduate or more	34.4%	42.6%
Post-graduate degree	14.8%	20.6%
INCOME (Q260)		
Less than $20,000	9.4%	9.2%
$20,000 to $34,999	18.3%	11.6%
$35,000 to $49,999	20.0%	18.1%
$50,000 to $74,999	21.9%	23.6%
$75,000 or more	30.3%	37.3%
EMPLOYMENT STATUS (Q25)		
Employed for wages	45.0%	51.0%
Self-employed	13.3%	15.7%
Out of work	3.4%	3.4%
Homemaker	4.4%	3.8%
Student	2.2%	3.8%
Unable to work	1.4%	1.4%
Retired	30.2%	18.2%
HOUSEHOLD SIZE (Q32)		
Mean household size	1.8	1.8

Table 3: Summary Characteristics of Survey Respondents

The following table summarizes housing, employment, and transportation characteristics of the Residents' Survey respondents.

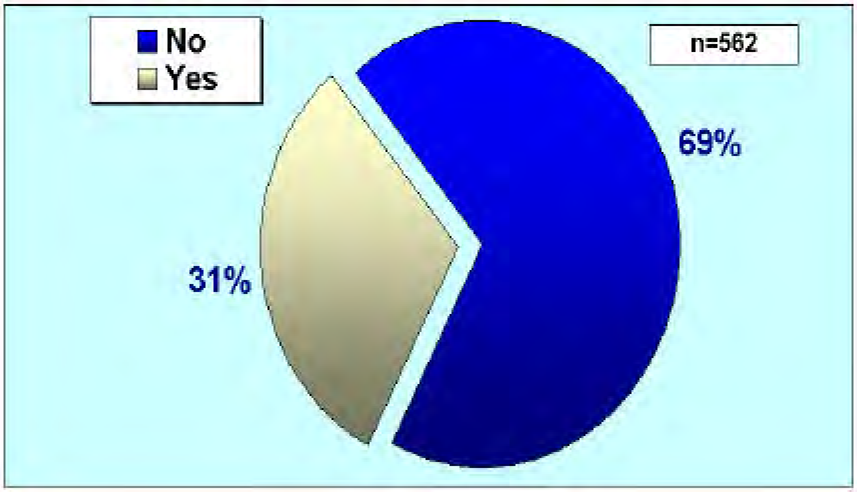
CHARACTERISTIC	ALL RESPONDENTS	DOWNTOWN MOVERS
CURRENT HOUSING STATUS (Q5)		
Own	82.5%	78.8%
Rent or lease	15.9%	18.0%
CURRENT TYPE OF HOUSING (Q10)		
Single family, detached home	77.7%	75.8%
Duplex	2.8%	3.3%
Apartment	8.3%	11.4%
Townhouse or condominium	7.4%	7.0%
Manufactured home	2.6%	1.0%
Current MONTHLY MORTGAGE PAYMENT (Q15)		
Less than $750	48.1%	28.2%
$750 to $999	22.7%	22.0%
$1,000 to $1,499	18.7%	17.4%
$1,500 to $1,999	5.3%	0.5%
$2,000 to $2,499	3.3%	4.8%
$2,500 or more	1.9%	0.5%
TOP FIVE OCCUPATIONS (Q255)		
Business/finance/accounting	15.4%	10.1%
Education	11.4%	15.1%
Government	11.4%	16.1%
Health care	9.6%	10.0%
Sales	8.6%	7.9%
COMMUTE TIME TO WORKPLACE (Q35)		
Less than 15 minutes	55.8%	55.5%
Between 15 and 30 minutes	38.1%	37.7%
Between 30 minutes to an hour	4.7%	4.4%
More than an hour	1.4%	2.4%
TRANSPORTATION METHOD TO WORKPLACE (Q45)		
Public transportation	0.7%	0.8%
Car	81.0%	79.0%
Walk	10.0%	13.3%
Car or van pool	0.8%	0.5%
Bicycle	3.0%	3.7%
Other	4.4%	2.8%
TIME LIVED IN BOISE AREA (Q265)		
Less than 1 year	5.3%	6.0%
1 to 5 years	14.8%	12.8%
5 to 10 years	11.4%	14.7%
More than 10 years	68.5%	66.6%

2. Living in Downtown Boise

Nearly a Third Would Consider Living In Downtown Boise

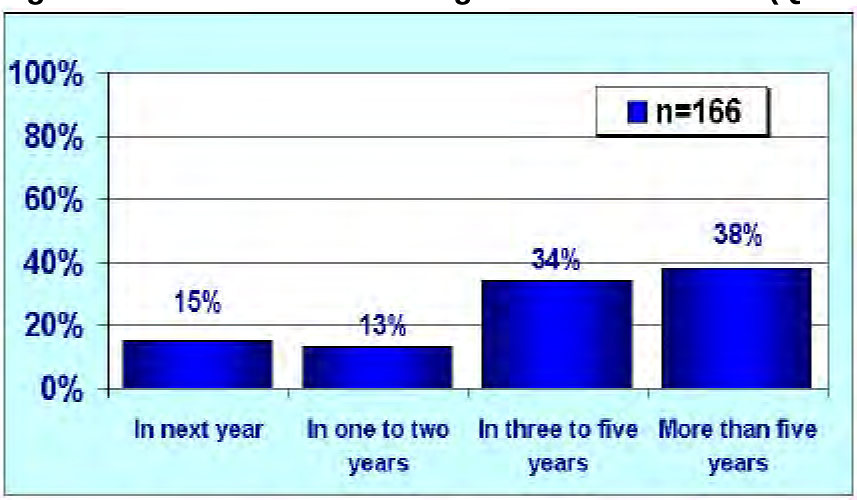
When asked if they consider living in downtown Boise in the future, nearly a third of the respondents indicated they would.

Figure 1: Would Consider Living in Downtown Boise (Q55)



This group was asked how soon they would consider moving downtown Boise.

Figure 2: Timeframe for Moving to Downtown Area (Q216)



- Twenty-eight percent indicated they would consider moving downtown in the next two years. This means that approximately 8% of the 608 total respondents would consider moving downtown Boise in the next two years. Given that there are 66,000 one and two person household in Ada County[1], this would extrapolate to approximately five thousand households potentially interested in moving downtown Boise in the next two years.

[1] 2000 U.S. Census; Census Bureau Web Site :www.census.gov

Profile of Those Who Would Live in Downtown Boise

Analysis was conducted to detect systemic differences between those considering living downtown and those not considering such a move. The results of these analyses show that those considering a move downtown were generally younger, had higher incomes, had more education, were more likely to live in Boise City, and were more likely to be unmarried than those not considering such a move. While these comparisons are of the group averages, the reader should understand that there are individuals within these groups that are not the average. A summary of the key target market profile attributes is in the table below.

Table 4: Comparison of Movers and Non-Movers

Attribute	Movers (n=178)	Non-movers (n=390)
Age -- average age of groups	47*	55
Gender -- percent female	56%	62%
Income -- Annual household income $50k+	61%*	50%
Education -- Percent college degree or beyond	63%*	46%
Martial status -- percent married	56%*	66%
Homeowner status -- percent home owners	79%	86%
Employment status -- percent employed	69%*	55%
Current location -- percent Boise City	66%*	53%

* Indicates the differences are statistically significant

The table below shows select distinguishing characteristics of Movers by income levels. This table helps to further refine the target market.

Table 5: Income Profile Of Those Who Would Live Downtown Boise

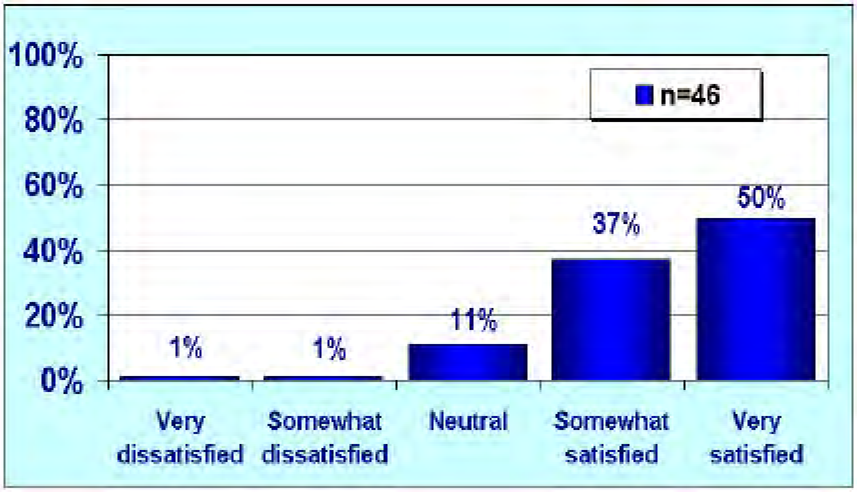
Attribute	<$35,000	$35K to <$50k	$50k to <$75k	>$75k
Age -- average age of groups	41	50	43	52
Gender -- percent female	55%	64%	48%	53%
1st Choice Location	OB 33%	OB 39%	OB 44%	HD 52%
Expressed Interest in Heart of Downtown	54%	87%	72%	80%
Expressed Interest in Old Boise	79%	69%	88%	85%
Expressed Interest in Cultural District	71%	58%	79%	67%
Expressed Interest in River Street District	61%	43%	72%	26%
Expressed Interest in Parkside District	45%	58%	76%	48%
Expressed Interest in Westside District	50%	44%	51%	24%
Parking Spaces - percent 2 spots or more	59%	78%	81%	88%
Monthly Payments - % $1,000 or more	7%	30%	46%	82%

The differences between income levels are NOT statistically significant, due to a lack of power, most cells less than 50 cases.

Current Downtown Boise Residents

Only 46 of the 608 respondents (7%) currently live in the downtown Boise area (Q50). These respondents were asked their satisfaction level with their current housing situation, summarized in the figure below.

Figure 3: Satisfaction Level with Current Housing Situation (Q71)



- Those who currently live downtown Boise are satisfied with their living situation. Half of the respondents who currently live in downtown Boise were very satisfied with their housing situation, with another 37% being somewhat satisfied. Only two respondents claimed to be dissatisfied with their downtown Boise housing situation.

- Respondents who currently live downtown were asked why they were satisfied or dissatisfied with living downtown Table 6 shows the top three reasons. See Appendix D (Q72) for a complete listing of verbatim responses to this question.

Table 6: Reasons for Satisfaction with Downtown Living (Q72)

(n=45)	Percent
Proximity to arts/entertainment/restaurants/shopping	27%
Like housing unit/location/neighborhood	27%
Close to outdoor activities/foothills/parks	18%

- Over one-quarter of these respondents mentioned that being close to arts, entertainment, restaurants, shopping, etc. was a factor in their satisfaction level.

- Another quarter mentioned they loved their housing unit, location, and/or neighborhood.

3. Factors Affecting Desire To Live Downtown

Those considering living downtown in the future were asked what aspects of downtown living were attractive. Respondents were asked this question without any pre-defined items being read to them. During the survey, the interviewer coded answers as possible to a handful of categories available to them or they captured exactly what the respondent said for coding later if an existing category did not fit the response given. These responses were captured in the “Other” category. Verbatim “Other” responses can be found in Appendix D (Q60).

Table 7: Factors For Desire To Live Downtown (Q60)

	Percent of Cases*
Proximity to arts/entertainment/restaurants/shopping	61.6%
Like the urban environment	28.8%
Ability to walk to work/close to work	28.0%
Close to parks/river	18.1%
Affordability/cost	*17.9%*
Close to foothills/outdoor activities	14.2%
Children grown up	8.5%
Parking	*5.5%*
Convenient	*4.9%*
Like the schools better	2.7%
Other	*15.9%*

*Number of total valid cases is 173. Percentages add up to more than 100% because respondents were allowed to give more than one response. Categories in italics represent “Other” responses that were mentioned enough to create a new category.

- Proximity to arts, entertainment, restaurants, and shopping was mentioned most often as a factor for wanting to live downtown. Nearly two-thirds of respondents (62%) indicated these downtown attributes affecting their desire to live downtown.

- The “Urban Environment” and the ability to walk to work were chosen by 29% and 28% of respondents respectively.

Advantages to Downtown Living

Those that expressed a desire to live downtown Boise in the future and those currently living downtown were asked to name the primary advantages to living downtown. The table below summarizes the advantages cited by survey respondents.

Table 8: Primary Advantages to Living Downtown Boise (Q65)

	Percent of Cases*
Lively mix of restaurants, retail, culture, social spaces	90.2%
Walkable, pedestrian-friendly environment	82.6%
More social interaction	69.1%
More interesting than suburbs	62.0%
Close to work	43.1%
Prestige	28.0%
Other	14.4%

*Number of total valid cases is 214. Percentages add up to more than 100% because respondents were allowed to give more than one response.

- Ninety percent said the mix of restaurants, retail, and entertainment was an advantage to living downtown.

- A close second was living in a pedestrian friendly environment, with almost 83% of the respondents mentioning walkability as an advantage.

Disadvantages to Downtown Living

Those who expressed a desire to live downtown Boise in the future and those currently living downtown were asked to name what they saw as the disadvantages to living downtown Boise. The table below summarizes the disadvantages cited by survey respondents.

Table 9: Primary Disadvantages to living Downtown Boise (Q70)

	Percent of Cases*
Lack of parking	67.5%
Housing affordability	63.7%
Lack of housing choices	54.9%
Traffic	53.1%
Noise	50.0%
Security and safety	26.1%
Lack of schools	6.9%
Other	*18.8%*

*Number of total valid cases is 211. Percentages add up to more than 100% because respondents were allowed to give more than one response.

- The lack of parking was cited most often as a disadvantage to living downtown Boise, with nearly 68% of the respondents mentioning it.
- Close behind parking concerns, housing affordability was cited by 64% as a disadvantage to living in downtown Boise.
- Lack of housing choices, traffic, and noise were each mentioned by at least half of respondents.

4. Desired Locations for Downtown Living

Those expressing a desire to live downtown were presented a variety of general downtown districts, defined by street boundaries and local landmarks, and were asked if each area was desirable to them. After all the choices were presented, they were asked to name their first choice from this listing. Table 9 below shows the results of the respondents' first choice, and Table 10 shows the percent who expressed a general interest in living in each area. A map showing the geographic areas used in this question is shown in Figure 4, page number 16.

Table 10: First Choice Area to Live Downtown (Q130)

	Count	Percent
Heart of Downtown	56	33.4%
Old Boise District	49	29.5%
Cultural District	20	12.2%
River Street District	20	12.2%
Parkside District	16	9.7%
Westside District	5	3.0%
Total	**168**	**100%**

n=168

- The area selected most often as respondents first choice was the Heart of Downtown, near 8th and Idaho, the Grove Plaza, and the Capitol Building. Over one-third of respondents selected this area as their first choice.

- The Old Boise District came in a close second with nearly 30% of respondents choosing the area west of St. Luke's, near the Flying M Coffee House and the Basque Block.

Table 11: Comparison Of Desired Downtown Areas To Live (Q110-Q127)

	Percent Interested in Area	Rank In Q130
Old Boise District	81.5%	2
Heart of Downtown	**73.7%**	**1**
Cultural District	66.5%	3
River Street District	46.1%	4
Parkside District	56.1%	5
Westside District	38.3%	6

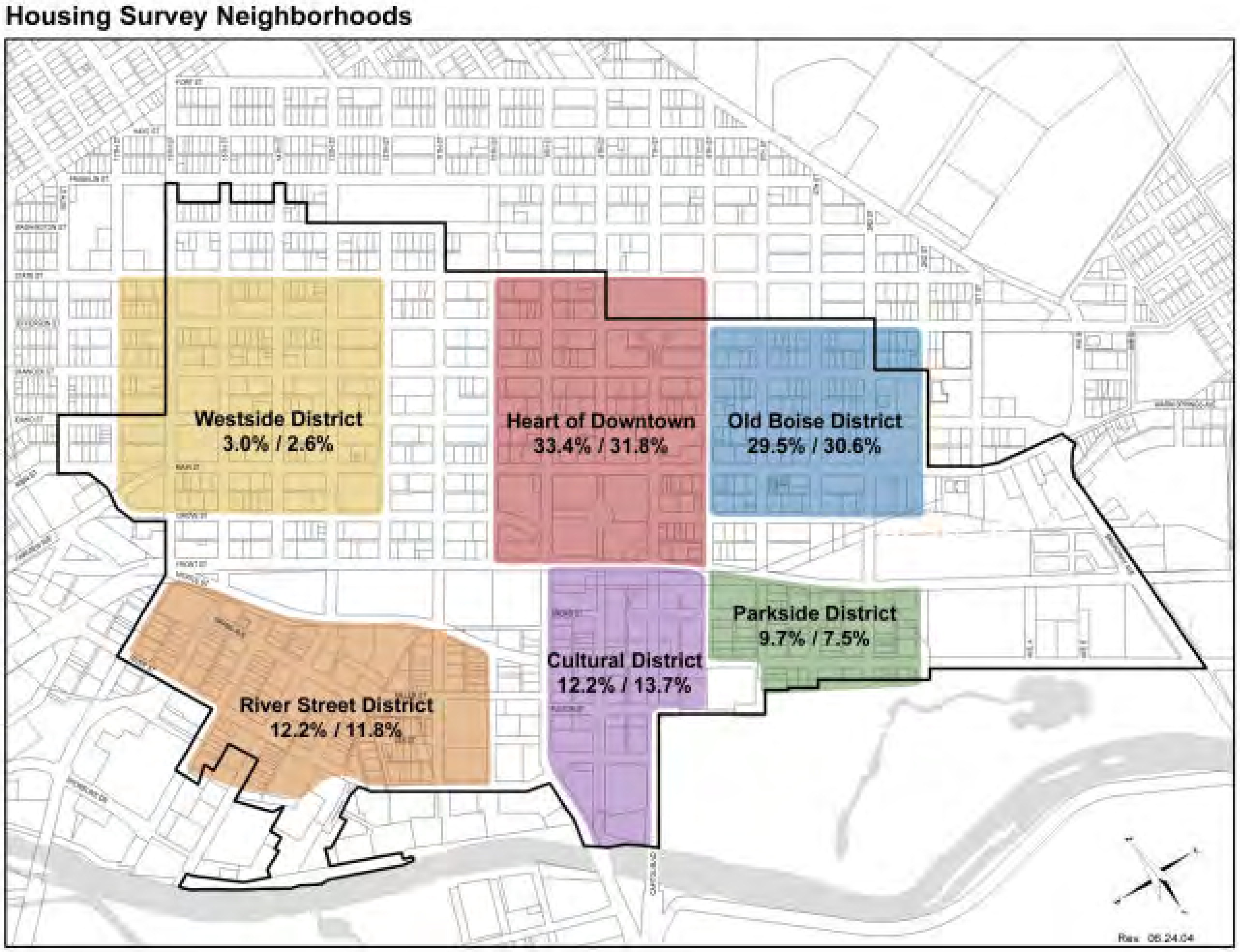
Table n=178

- The Old Boise District was the most popular area to live, as over 80% of respondents said they would consider living in this general location.

- Nearly three-quarters of respondents selected the Heart of Downtown as a desired location to live in the greater downtown Boise area.

- Whether the respondent was from Boise City or not was not systematically related to desired location.

Figure 4: Map of Downtown Districts with Preference Levels



The percentages noted in each district are the percent of respondents who selected the district as their first choice area to live downtown (Residents' Survey / Workers' Survey).

Below are the statistically significant systematic differences among desired downtown districts chosen by key demographic groups, gender, income, education, employment status, current housing payments, marital status, and current housing ownership. The following list is grouped by district and summarized for ease of reading.

Old Boise District

- Those with current monthly housing payments of $1,500 or more were more likely than those paying less than $750 to select the **Old Boise District** (100% v. 74%)
- Those employed were more likely to select the **Old Boise District** than those not employed outside the home (87% v. 63%)

Heart of Downtown

- Married people more likely to select the **Heart of Downtown** than singles (81% v. 65%)
- Those with some college or more education were more likely to select the **Heart of Downtown** than those with high school education or less (78% v. 47%)
- Those not employed outside the home were more likely than those retired to select the **Heart of Downtown** (87% v. 53%)
- Those with an annual income above $35,000 were more likely to select the **Heart of Downtown** than those with lower incomes (80% v. 54%)

Cultural District

- Those that commute not using a car were more likely to select the **Cultural District** than those who commute in their car (90% v. 60%)

River Street District

- Single people more likely to select the **River Street District** than married people (59% v. 36%)
- Males were more likely to select the **River Street District** than females (57% v. 37%)
- Those with an annual income above $75,000 were less likely than those with an annual income below $35,000 to select the **River Street District** (26% v. 61%)

Parkside District

- Those with an annual income between $35,000 and $75,000 were more likely than those above $75,000 to select the **Parkside District** (68% v. 47%)

Westside District

- Those with an annual income above $75,000 were less likely than those with annual incomes below $35,000 to select the **Westside District** (24% v. 50%)
- Renters were more likely to select the **Westside District** than homeowners (58% v. 35%)

5. Desired Housing Types And Designs

Those expressing a desire to live downtown were presented a variety of types and sizes of housing units they might desire. Table 11 below shows the results of the respondents' choice of type of housing unit, and Table 12 shows the results of the size of housing unit respondents desire.

Table 12: Types of Housing Units Desired (Q80)

	Count	Percent
Town home	45	25.6%
Flat or condominium	43	24.1%
Loft	33	18.5%
Work / live unit	20	11.4%
Senior housing	16	9.1%
Apartment for rent	7	3.7%
Other	*13*	*7.6%*
Total	**177**	**100.0%**

- Respondents were split between a town home and a condominium as the type of housing unit most desired. However, the spread across all the housing unit types indicates that overall people desire choices in downtown housing units.

- Just under a quarter of respondents (24.1%) said they preferred a flat or condominium for sale. This type of unit has defined spaces with separate rooms and more privacy than a loft.

- The one "Other" housing type desired was a single-family detached home. Some respondents who expressed a desire for this type of housing unit even mentioned having a yard.

Table 13: Size of housing units needed (Q95)

	Count	Percent
Three-bedroom, two-bath	54	30.8%
Two-bedroom, two-bath standard	39	22.2%
Two-bedroom, two-bath master suite	38	21.5%
One-bedroom, one bath plus den	16	9.1%
Loft / open studio	13	7.6%
One-bedroom, one-bath	4	2.4%
Other	*11*	6.3%
Total	**175**	**100.0%**

- Over 30% of respondents indicated they would need a three-bedroom, two-bath unit.

- The two-bedroom, two-bath standard (22.2%) and the two-bedroom, two-bath master suite (21.5%) were closely rated as the size of housing unit needed.

- Again, the variety cited in housing sizes indicates the need to offer a variety of sizes, as well as types, of housing units in downtown Boise.

Desired Features of Housing Unit

Respondents were asked a series of questions about necessary downtown housing unit features. They were asked if they would consider living in a downtown housing unit if a particular feature was not present. Thus, the percent of "No" show a rank ordering of the importance of each feature.

Table 14: Features People Cannot Live Without (Q140-Q215)

Would you be willing to live without:	No
Washer / dryer hook-up	84.6%
Assigned parking	77.6%
General parking	66.7%
Washer / dryer	65.7%
Finished interior	63.5%
Balcony or patio	61.6%
Allowing pets	56.2%
High-speed Internet access	53.6%
Storage space located on-site	51.3%
A scenic view	50.9%
Cable TV	44.0%
Common space	32.6%
Carpet	24.0%
Hardwood floors	20.4%
Two-stories	12.3%

Table n=178

- The top feature people could not live without was a washer/dryer hook-up with 85% of respondents saying they would not live in a downtown housing unit that did not have this feature.

- Respondents also wanted assigned parking spots; over three-quarters said they would not live in a downtown housing unit without this feature.

- Most respondents were not concerned whether their housing unit had two-stories. Almost 90% of respondents said this was a feature they could live without.

The following is a summary of the statistically significant systematic differences among the key demographic and characteristic variables, gender, income, education, employment status, current housing payments, marital status, and current housing ownership, with features of downtown Boise units.

- Those that were **married** were more likely than other marital statuses to reject a unit without two stories (17% v. 6%), without a balcony (69% v. 53%), without a storage space (59% v. 42%), without a scenic view (61% v. 38%), without a washer and dryer (73% v. 57%), without cable TV (55% v. 30%), or without high speed Internet access (63% v. 41%).

- **Females** were more likely than males to reject a unit that did not allow pets (70% v. 38%).

- Those with **incomes above $75k** were more likely than those with lower incomes to reject a unit without a balcony (72% v. 43%), without general parking (78% v. 66%), without a scenic view (56% v. 23%), without cable TV (56% v. 27%), without high-speed Internet (69% v. 30%).

- Those with a **college degree** were more likely than those with a high school diploma to reject a unit without general parking (74% v. 43%).

- Those with a **high school diploma** were more likely than those with more education to reject a unit without a common area (61% v. 30%).

- Those who took longer than 15 minutes **commute time** were more likely to reject a unit without a washer and dryer hook-up (95% v. 78%).

- Those who **commute to work in their car** were more likely than those who user other means to reject a unit without carpets (25% v. 8%).

- Those who currently **own their residence** were more likely than renters to reject a unit without assigned parking (82% v. 55%), without a storage unit (55% v. 33%), without a scenic view (56% v. 21%), without a washer and dryer (73% v. 39%), without a washer and dryer hook-up (90% v. 62%), without cable TV (48% v. 29%).

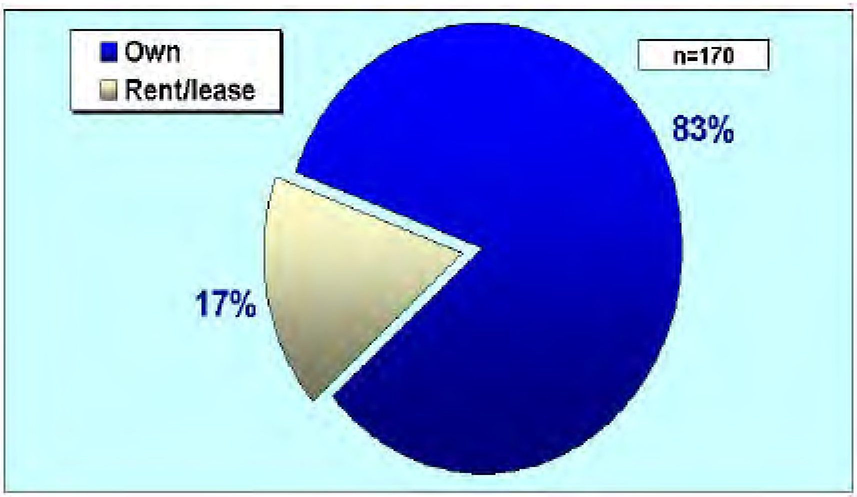
- Those who currently live in a **single family home** were more likely than those in other types of housing to reject a unit without a second story (15% v. 2%), without a scenic view (57% v. 32%), without a washer and dyer hook-up (92% v. 62%).

- Those currently residing outside **Boise City** were more likely to reject a unit without a washer and dryer hook-up then Boise City residents (100% v. 77%).

6. Financial Aspects of Downtown Living

Respondents expressing a desire to live downtown were asked a series of questions about the financial aspects of living downtown Boise. The following section shows the results for these questions. First, respondents were asked if they would prefer to rent or own the downtown unit.

Figure 5: Rent Or Own Downtown (Q75)



- The vast majority, 83%, indicated they would prefer to own their downtown unit.

They were then asked the desired monthly payment for the downtown unit.

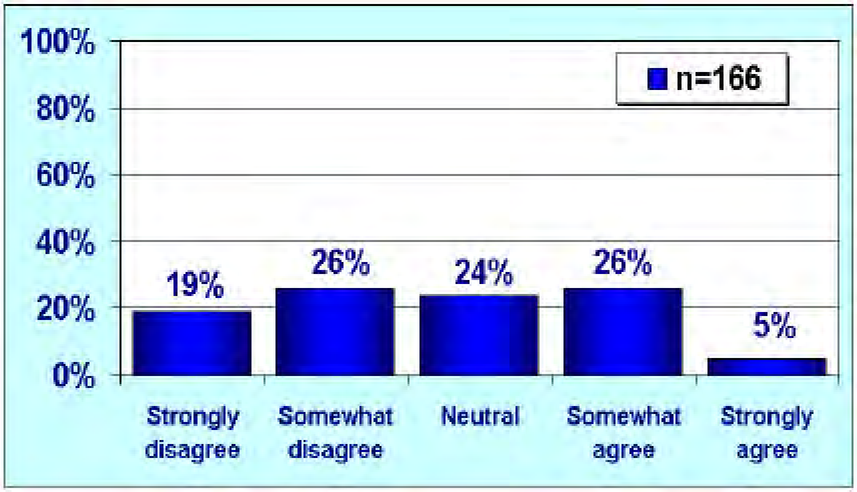
Table 15: Desired Monthly Payment For Downtown Housing (Q105)

	Count	Percent
Less than $750	38	24.2%
Between $750 and $999	48	30.5%
$1,000 to $1,499	48	30.1%
$1,500 to $1,999	17	10.4%
$2,000 to $2,499	5	3.1%
$2,500 or more	3	1.7%
Total	**159**	**100.0%**

- More than half (55%) desired a downtown location monthly payment of less than $1,000.
- Eighty-five percent desired a monthly housing payment less than $1,500.
- Current Boise City residency was not systematically related to ownership issues.

These respondents were also asked whether they agreed or disagreed that their overall monthly expenses would be reduced if they lived downtown, the results are summarized in the figure below.

Figure 6: Reduction in Overall Monthly Expenses (Q106)



- The level of agreement was fairly evenly distributed except for the "strongly agree" category. Only 5% of respondents strongly agreed that their overall monthly expenses would be reduced if they lived downtown.
- This answer pattern shows that there is wide variation in opinion regarding whether living downtown Boise would reduce monthly expenses.

7. Parking Issues

Respondents were asked about parking needs associated with their potential downtown Boise housing unit, the following table summarizes these results.

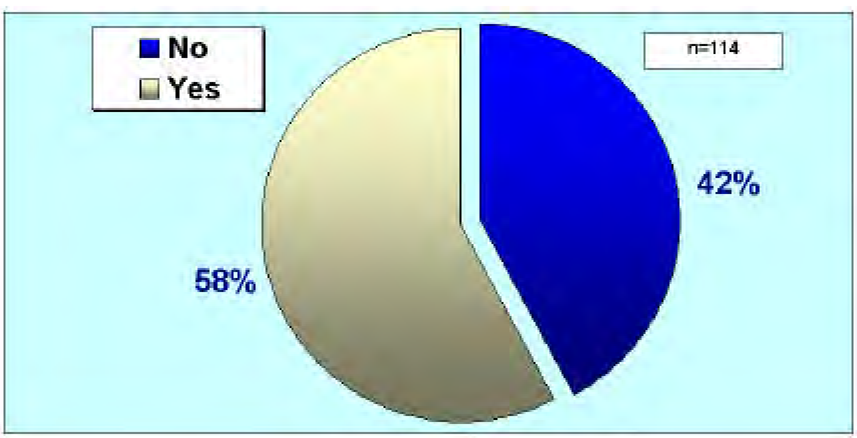
Table 16: Number of Parking Spaces Desired (Q100)

	Count	Percent
One Space	37	21.3%
Two Spaces	119	67.8%
Three Spaces	16	8.9%
Four Spaces	4	2.0%
Total	**176**	**100%**

- The majority of respondents (68%) indicated they would need two parking spaces with their downtown housing unit.

Those who indicated needing more than one space were asked if they would be willing to rent or buy additional on-site parking spaces over the single space provided with the housing unit.

Figure 7: Willingness to Rent or Buy Additional Spaces (Q101)



- A majority of respondents (58%) indicated they would be willing to rent or buy additional parking spaces.

8. Those Not Considering a Move to Downtown Boise

Respondents who said they would not consider living in downtown Boise were then asked what factors were affecting their not wanting to move to the area. They were allowed to give multiple answers and the interviewer attempted to code the answers during the interview. In addition, post-data collection coding occurred to categorize selections captures in the "Other" category. Verbatim "Other" responses can be found in Appendix D.

Table 17: Factors Affecting Desire Not to Live In Downtown Boise (Q220)

	Percent of Cases*
Traffic / noise / congestion	38.1%
Lack of outdoor space / no yard / no land	28.3%
Not right for current lifestyle	22.1%
Satisfied with current location	*15.4%*
Cost of housing / too expensive / bad value	12.5%
Parking	10.9%
Difficult with pets	7.3%
Don't like urban environment	*5.5%*
Safety/security	3.9%
Other	*15.4%*

*Number of total valid cases is 386. Percentages add up to more than 100% because respondents were allowed to give more than one response.

- Nearly seventy percent of those surveyed said they would not consider living downtown (Q55).
- Traffic, noise, or congestion were cited by 38% of these respondents as reasons for not wanting to live downtown.

This group was also asked if anything might change their mind about living downtown in the future. A majority either said no or that they couldn't think of anything. However, about 125 respondents did offer some remarks.

Table 18: Might something Change Your Mind? (Q225)

Top Responses Given	Percent of Cases
Free/affordable housing; lower cost of living	39%
Older/retirement or in bad health	16%
More space/yard/storage	10%
Change in job/marital status	10%

- Nearly 40% said if they received a free housing unit or could afford housing downtown, they would live there. They also mentioned if the cost of living were reduced they would consider it.

Workers' Survey

This section details the combined results of the pen-and-paper survey and the Internet survey. There were 111 completed pen-and-paper surveys and 721 completed Internet surveys. For a total of 832 completed interviews in the Workers' Survey database.

1. Demographics

The following section describes the demographic characteristics of the Workers' Survey respondents.

Table 19: Summary Demographic Characteristics of Survey Respondents

CHARACTERISTIC	All RESPONDENTS	DOWNTOWN MOVERS
GENDER (Q34)		
Male	48.6%	48.9%
Female	51.4%	51.1%
AGE (Q30)		
Mean age in years	42 yrs.	41 yrs.
MARITAL STATUS (Q31)		
Married	58.3%	53.6%
Divorced	15.2%	17.1%
Widowed	1.2%	0.9%
Separated	0.5%	0.4%
Never married	16.7%	20.1%
Member of unmarried couple	8.1%	7.9%
EDUCATION LEVEL (Q33)		
Less than high school	0.2%	0.0%
High school graduate/GED	6.4%	4.1%
Some college less than 4 years/technical school	33.2%	32.3%
4-year college graduate	40.6%	41.3%
Post-graduate degree	19.6%	22.3%
INCOME (Q36)		
Less than $20,000	3.9%	3.9%
$20,000 to $34,999	11.8%	12.3%
$35,000 to $49,999	16.5%	18.3%
$50,000 to $74,999	25.7%	26.5%
$75,000 or more	42.1%	39.1%
EMPLOYMENT STATUS (Q5)		
Employed for wages	85.4%	83.1%
Self-employed	11.0%	12.8%
Out of work	0.8%	1.1%
Homemaker	0.4%	0.4%
Student	1.1%	1.3%
Retired	1.2%	1.3%
HOUSEHOLD SIZE (Q32)		
Mean household size	2.5	2.3

Table 20: Summary Characteristics of Survey Respondents

The following table summarizes the housing, employment, and transportation characteristics of the respondents.

CHARACTERISTIC	All RESPONDENTS	DOWNTOWN MOVERS
HOUSING STATUS (Q1)		
Own	79.0%	75.6%
Rent or lease	19.4%	22.7%
Other	1.6%	1.7%
CURRENT TYPE OF HOUSING (Q2)		
Single family, detached home	80.8%	79.4%
Duplex	2.4%	2.6%
Apartment	9.0%	9.6%
Townhouse or condominium	5.3%	6.4%
Manufactured home	1.7%	1.7%
Other	0.7%	0.2%
MONTHLY MORTGAGE PAYMENT (Q3)		
Less than $750	38.9%	35.5%
$750 to $999	27.6%	27.0%
$1,000 to $1,499	23.7%	21.1%
$1,500 to $1,999	6.8%	7.0%
$2,000 to $2,499	1.7%	2.2%
$2,500 or more	1.2%	1.5%
TOP FIVE INDUSTRIES (Q6)		
Government	30.6%	32.3%
Services	18.1%	18.0%
Utility*	10.4%	8.5%
Finance/Insurance/Real Estate	8.7%	10.0%
Health Care	5.3%	5.6%
COMMUTE TO WORKPLACE (Q10)		
Less than 15 minutes	50.5%	53.2%
Between 15 and 30 minutes	39.4%	36.4%
Between 30 minutes to an hour	9.3%	10.0%
More than an hour	0.8%	0.5%
TRANSPORTATION METHOD TO WORKPLACE (Q11)		
Public transportation	2.8%	3.2%
Car	83.3%	83.0%
Walk	4.0%	3.2%
Car or van pool	3.2%	2.5%
Bicycle	3.3%	4.5%
Other	3.4%	3.6%
TIME LIVED IN BOISE AREA		
Less than 1 year	2.8%	2.6%
1 to 5 years	13.6%	15.4%
5 to 10 years	17.7%	24.1%
More than 10 years	65.9%	57.9%

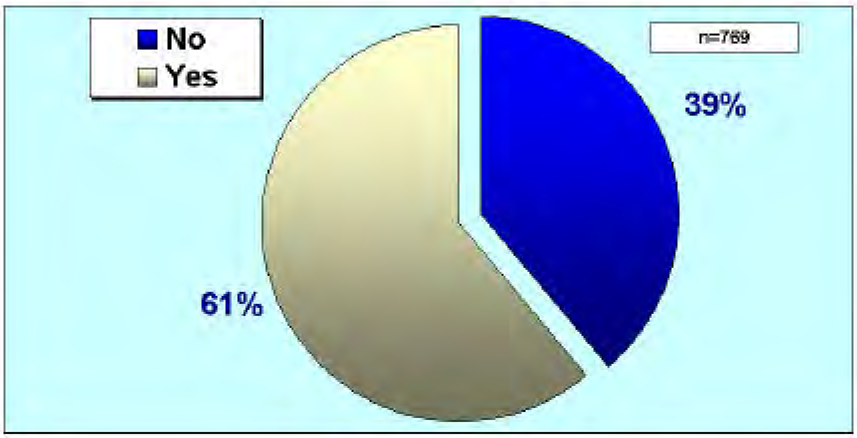
* Utility was created from the "other" responses to the survey.

2. Living in Downtown Boise

Over 60% Would Consider Living in Downtown Boise

Those respondents who reported they did not already live downtown were asked whether they would consider living downtown in the future.

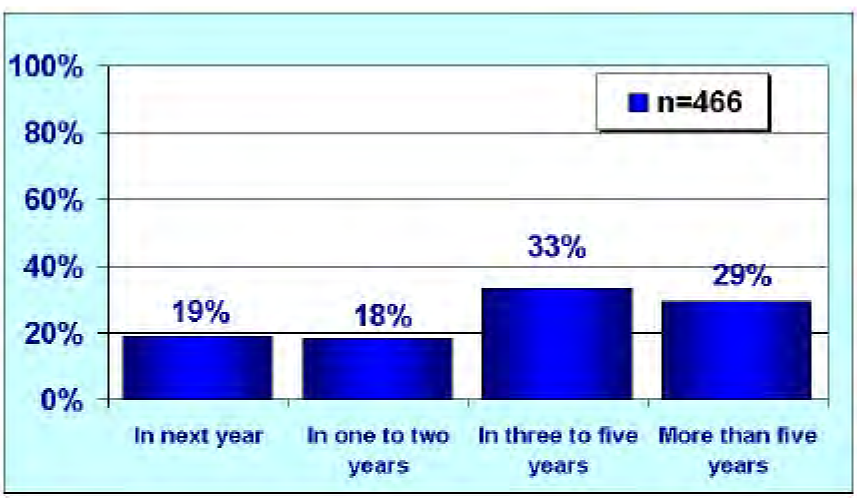
Figure 8: Would Consider Living in Downtown Boise (Q13)



- Sixty-one percent said they would consider living in the downtown Boise area.

They were also asked in what timeframe they would consider moving to downtown Boise, Figure 9 below summarizes the responses.

Figure 9: Timeframe for Moving to the Downtown Area (Q27)



- Thirty-seven percent indicated they would be looking to move downtown in the next two years. This means that 23% of the Internet and pen-and-paper respondents would like to move downtown in the next two years.

Profile of Those Who Would Live in Downtown Boise

A comparison of key demographic and other characteristics was made to supplement the results from the probability sample in the Resident's Survey. The results of these comparisons show, as the Residents' survey did, that those considering a move downtown were generally younger, had more education, and were more likely to be unmarried than those not considering such a move. A summary of the key target market profile attributes is summarized in the table below.

Table 21: Profile of Those Who Would Live Downtown

Attribute	Movers (n=470)	Non-movers (n=299)
Age -- average age of groups	41 yrs.	44 yrs.
Gender -- percent female	51%	54%
Income -- Annual household income $50k+	65%	76%
Education -- Percent college degree or beyond	64%	55%
Martial status -- percent married	54%	72%
Homeowner status -- percent home owners	76%	92%
Employment status -- percent employed	96%	98%

The table below shows select distinguishing characteristics of Movers by income levels. This table helps to further refine the target market.

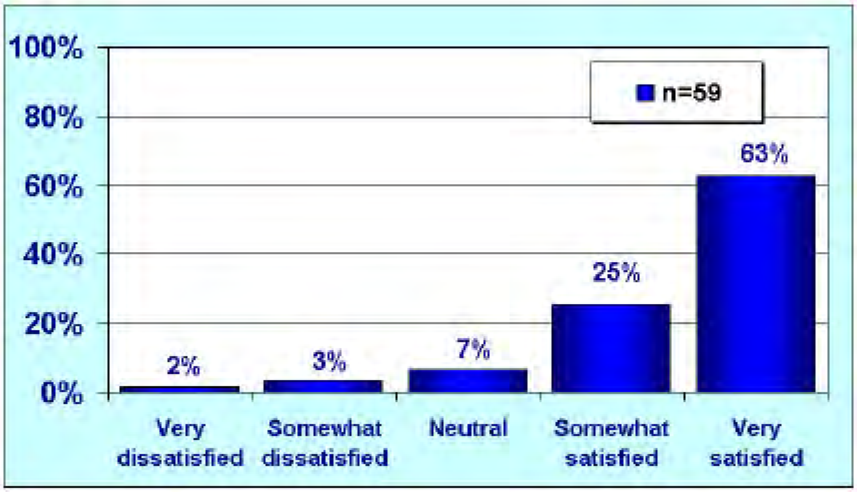
Table 22: Income Profile Of Those Who Would Live Downtown Boise

Attribute	<$35,000	$35K to <$50k	$50k to <$75k	>$75k
Age -- average age of groups	35	41	42	45
Gender -- percent female	61%	66%	50%	44%
1st Choice Location	OB 37%	OB 31% HD 31%	OB 36%	HD 34%
Expressed Interest in Heart of Downtown	81%	75%	71%	76%
Expressed Interest in Old Boise	85%	88%	89%	90%
Expressed Interest in Cultural District	67%	66%	71%	75%
Expressed Interest in River Street District	44%	60%	42%	49%
Expressed Interest in Parkside District	56%	48%	49%	43%
Expressed Interest in Westside District	44%	35%	48%	38%
Parking Spaces - percent 2 spots or more	57%	57%	83%	88%
Monthly Payments - % $1,000 or more	6%	17%	44%	82%

Current Downtown Boise Residents

Only 59 out of 830 (7%) of those who participated in these surveys were currently living downtown Boise (Q12). These respondents were asked their level of satisfaction with their current housing situation in downtown Boise.

Figure 10: Satisfaction Level with Current Housing Situation (Q16a)



- Eighty-eight percent of those who were living downtown were satisfied, either somewhat or very satisfied, with their current housing situation.

- The respondents were asked to elaborate on why they were satisfied or dissatisfied with their current living situation downtown Boise. Table 20 below summarizes the top three reasons cited, the complete listing of responses can be found in Appendix E (Q16a).

Table 23: Reasons for Satisfaction With Downtown Living (Q16b)

	Percent
Close to work/school	36%
Like housing unit/location/neighborhood	33%
Proximity to arts/entertainment/restaurants/shopping	27%

- Over one-third of these respondents mentioned that they were satisfied with their current living situation because they were close to work and/or school.

- Another one-third mentioned that they were satisfied with their housing unit, location, and/or neighborhood. Proximity to arts/entertainment/restaurants/shopping ranked third.

- Negative responses included such things as downtown living being too expensive or too noisy.

3. Factors Affecting Desire To Live Downtown

Those who said they would consider living downtown in the future were asked what aspects of downtown living were attractive; the results are summarized in the table below.

Table 24: Factors For Desire To Live Downtown (Q14)

	Percent of Cases*
Proximity to arts/entertainment/restaurants/shopping	83.3%
Close to parks/river	75.2%
Ability to walk to work	75.0%
Like the urban environment	60.4%
Close to foothills/outdoor activities	53.6%
Children grown up	28.4%
Like the schools better	5.7%
Other	*8.7%*

*Number of total valid cases is 472. Percentages add up to more than 100% because respondents were allowed to give more than one response.

- Proximity to arts, entertainment, restaurants, and shopping was selected by over 83% of the respondents.
- Being close to the parks and river and the ability to walk to work were both selected by 75% of respondents.

Advantages to Downtown Living

Those that expressed a desire to live in downtown Boise in the future and those currently living downtown were asked to name the primary advantages to living downtown. The table below summarizes the advantages cited by respondents.

Table 25: Primary advantages to Living Downtown Boise (Q15a)

	Percent of Cases*
Walkable, pedestrian-friendly environment	86.4%
Lively mix of restaurants, retail, culture, social spaces	84.9%
Close to work	73.4%
More social interaction	58.0%
More interesting than suburbs	57.6%
Prestige	16.0%
Other	4.1%

*Number of total valid cases is 531. Percentages add up to more than 100% because respondents were allowed to give more than one response.

- Eighty-six percent said the walkable, pedestrian-friendly environment was an advantage to living in downtown Boise.

- A mix of restaurants, retail, cultural, and social spaces was cited as an advantage by 85% of respondents.

Disadvantages to Downtown Living

Those that expressed a desire to live downtown Boise in the future and those currently living downtown were asked to name what they saw as disadvantages to living downtown. The table below summarizes the disadvantages cited by survey respondents.

Table 26: Primary Disadvantages to Living Downtown Boise (Q15b)

	Percent of Cases*
Housing affordability	70.1%
Lack of housing choices	67.6%
Lack of parking	66.7%
Noise	52.4%
Traffic	40.3%
Security and safety	26.7%
Other	*8.1%*

*Number of total valid cases is 531. Percentages add up to more than 100% because respondents were allowed to give more than one response.

- Housing affordability was cited by 70% of respondents as a disadvantage of living downtown Boise.
- The lack of housing choices and the lack of parking was cited by 68% and 67%, respectively.

4. Desired Locations for Downtown Living

Those expressing a desire to live downtown were presented a variety of general locations, defined by street bounties and local landmarks, and were asked if each area was desirable to them. After all the areas were presented, they were asked to name their first choice from this listing. Table 25 below shows the results of the respondents' first choice, and Table 26 shows the percent who expressed a general interest in living in each area. A map showing the geographic areas used in this question is shown in Figure 4, page number 16.

Table 27: First Choice Area to Live Downtown (Q25)

	Count	Percent
Heart of Downtown	149	31.8%
Old Boise District	143	30.6%
Cultural District	64	13.7%
River Street District	55	11.8%
Parkside District	35	7.5%
Westside District	12	2.6%
Not interested in any of the areas	10	2.1%

- The area most frequently as the number one choice was the Heart of Boise, followed by the Old Boise District.

Table 28: Comparison Of Desired Downtown Areas To Live (Q24a-Q24f)

	Percent Interested in Area	Rank in Q25
Old Boise District	88.9%	2
Heart of Downtown	**75.3%**	**1**
Cultural District	71.1%	3
River Street District	48.0%	4
Parkside District	47.3%	5
Westside District	41.1%	6

- Nearly 90% of respondents said they'd be interested in living in the Old Boise District, followed by the Heart of Downtown, cited by 75% of respondents.

5. Desired Housing Types and Designs

Those expressing a desire to live downtown were presented a variety of types and sizes of housing units they might desire. Table 11 below shows the results of the respondents' choice of type of housing unit, and Table 12 shows the results of the size of housing unit respondents' desire.

Table 29: Types of housing units desired (Q17)

	Count	Percent
Flat or condominium	148	33.7%
Town home	111	25.3%
Work / live unit	50	11.4%
Loft	37	8.4%
Apartment for rent	31	7.1%
Senior housing	19	4.3%
Other	*43*	*9.8%*
Total	**439**	**100.0%**

- A majority of respondents (34%) reported that they would prefer a flat or condominium style unit for sale.
- Another 25% of respondents said they preferred a town home.
- As with the Residents' Survey, the spread across the various housing unit categories suggests the need to offer a variety of housing options downtown.

Table 30: Size of housing units needed (Q19)

	Count	Percent
Two-bedroom, two-bath master suite	176	37.6%
Three-bedroom, two-bath	139	29.7%
Two-bedroom, two-bath standard	64	13.7%
One-bedroom, one bath plus den	38	8.1%
Loft / open studio	22	4.7%
One-bedroom, one-bath	16	3.4%
Other	*13*	2.8%
Total	**468**	**100.0%**

- Nearly 38% of respondents said they most likely needed a two-bedroom, two-bath with master suite.
- Another 30% said they needed a three-bedroom, two-bath housing unit.

Desired Features of Housing Unit

Respondents were asked a series of questions about necessary downtown housing unit features. They were asked if they would consider living in a downtown housing unit if a particular feature was not present. Thus, the percent of "No" show a rank ordering of the importance of each feature.

Table 31: Features People Cannot Live Without (26a-26o)

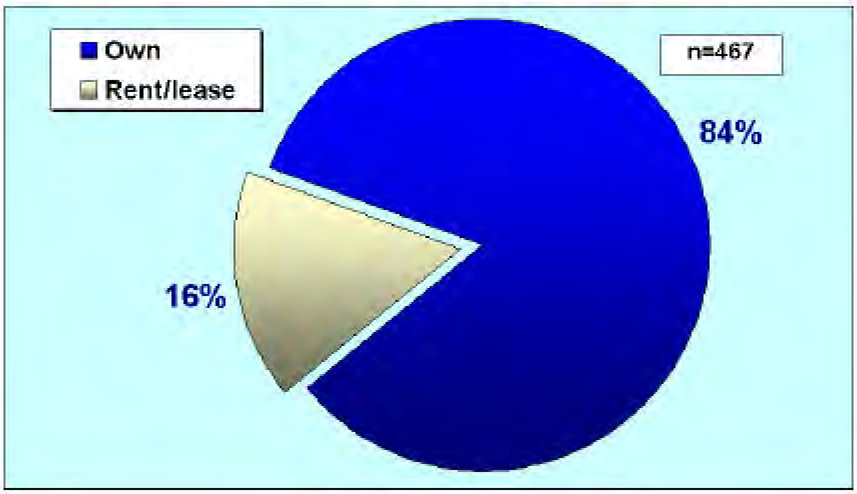
Would you be willing to live without:	No
Washer / dryer hook-up	83.9%
Assigned parking	69.3%
Balcony or patio	66.3%
Finished interior	60.1%
General parking	59.7%
High-speed Internet access	57.6%
Allowing pets	52.7%
Cable TV	51.2%
Storage space located on-site	45.9%
Washer / dryer	37.6%
A scenic view	36.5%
Carpet	25.4%
Common space	23.9%
Hardwood floors	21.2%
Two-stories	11.2%

- The top features people could not live without were a washer/dryer hook-up and assigned parking.

6. Financial Aspects of Downtown Living

Respondents expressing a desire to live downtown were asked a series of questions about the financial aspects of living downtown Boise. The following section shows the results for these questions. First, respondents were asked if they would prefer to rent or own the downtown unit.

Figure 11: Rent or Own in Downtown (Q18)



- A vast majority, 84% of respondents, said they would prefer to own a housing unit in downtown Boise rather than rent or lease it.

They were then asked the desired monthly payment for the downtown unit, the results of which are summarized in Table 30.

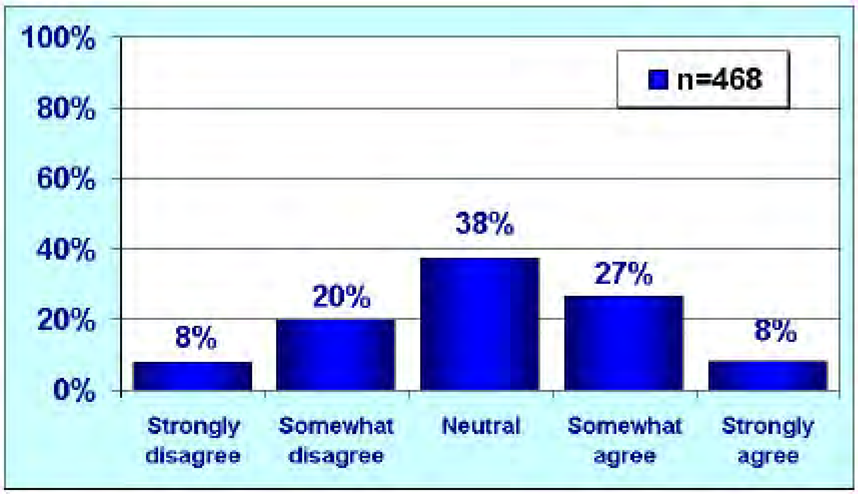
Table 32: Desired Monthly Payment for Downtown Housing (Q22)

	Count	Percent
Less than $750	87	18.7%
Between $750 and $999	175	37.6%
$1,000 to $1,499	137	29.4%
$1,500 to $1,999	40	8.6%
$2,000 to $2,499	19	4.1%
$2,500 or more	8	1.7%
Total	**466**	**100.0%**

- Over two-thirds of respondents (67%) desire a monthly housing payment between $750 and $1,500.

The respondents were then asked whether they agreed or disagreed that their overall monthly expenses would be reduced if they lived downtown, the results are summarized in Figure 11 below.

Figure 12: Reduction in Overall Monthly Expenses (Q23)



- Just over one-third, 35%, agreed overall expenses would be less.
- Unlike the Resident's Survey, these respondents see a bit more of an economic advantage to living downtown.

7. Parking Issues

Respondents were asked about parking needs associated with their potential downtown Boise housing unit, the following table summarizes these results.

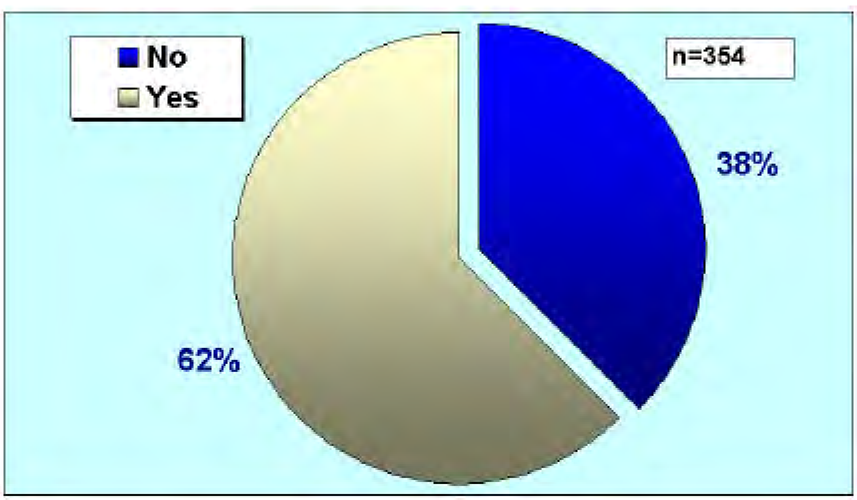
Table 33: Number of Parking Spaces Desired (Q20)

	Count	Percent
One Space	111	23.9%
Two Spaces	305	65.7%
Three Spaces	41	8.8%
Four Spaces	6	1.3%
Six Spaces	1	0.2%
Total	**464**	**100%**

- The majority of respondents, 66%, indicated they would likely need two parking spaces with their downtown housing unit.

Those who indicated needing more than one parking space were asked if they would be willing to rent or buy additional spaces above one provided with the unit.

Figure 13: Willingness to Rent or Buy Additional Spaces (Q21)



- Sixty-two percent of respondents said they would be willing to rent or buy additional on-site parking spaces.

8. Those Not Considering a Move Downtown Boise

Respondents who indicated they would not consider living downtown Boise were then asked what factors were affecting their not wanting to move downtown. Verbatim "Other" responses can be found in Appendix E. Nearly 40% of those surveyed said they would not consider living downtown.

Table 34: Features People Cannot Live Without (Q28)

	Percent of Cases*
Lack of outdoor space/no yard	72.8%
Not right for current lifestyle	51.7%
Traffic/noise	49.3%
Parking	48.0%
Cost of housing/too expensive/bad value	40.6%
Difficult with pets	37.9%
Safety/security	21.5%
Other	*11.1%*

*Number of total valid cases is 298. Percentages add up to more than 100% because respondents were allowed to give more than one response.

- Lack of outdoor space and no yard were cited most often as a reason for not wanting to live downtown.

This group was also asked if anything might change their mind about living downtown in the future. A majority either said no or that they couldn't think of anything but there were 72 respondents who did offer some remarks (See Appendix E, Q29).

Table 35: What Might Change Your Mind? (Q29)

Top Responses Given	Percent of Cases*
Free/affordable housing; lower cost of living	30%
More space/yard/storage	19%
Older/retirement or in bad health	11%

- Nearly 30% said if they received a free housing unit or could afford housing downtown, they would live there. They also mentioned if the cost of living were reduced they would consider it.

- Nineteen percent mentioned that if they had more space or a yard they would consider moving downtown.

Conclusions and Recommendations

This section draws conclusions from the data presented in the body of this report. Additional information could lead to a different conclusion, and the reader is cautioned that this limitation could have a dramatic difference given the projective nature of this study. The recommendations cited in this section are logical next steps from the conclusions and the reader is cautioned that they may or may not be practical or financially feasible.

Target Market

The Residents' Survey shows that approximately one-third of one and two person households would be interested in moving downtown. As a group, they are generally younger, higher income, and have more years of formal education. Given the reasons cited as factors for this desire, these data indicate they are motivated by social (proximity to restaurants, shops, and galleries), environmental (walkable environment), and convenience (ability to walk to work or shopping) factors.

Those that indicated they would not consider moving downtown cited cost most often as the reason why they would stay away. Most of this group would be willing to change their mind if cost were more comparable with other areas. Given this, coupled with the range of prices desired by those wishing to move downtown shows that a variety of housing cost levels should be offered to attract the whole range of possible customers from different groups willing to move downtown and to appeal to that other two-thirds, many who perceived living downtown Boise to be too expensive.

Target Location

Overall, the Heart of Downtown and the Old Boise District are the most popular locations to develop downtown housing units. The support for several other areas, the Cultural District, the River Street District, and the Parkside District, indicates that a wider development plan could succeed. The data also show that each area could hold different distinct impressions in the public's mind. For example, the selection of the River Street District more frequently by unmarried males with lower income could indicate there is a perception that this area of downtown may be perceived as a cheaper area. While the selection of the Old Boise District more often by those with housing payment above $1,500, a month could indicate that people view this area as more expensive or prestigious. If a multi-area approach is utilized, attention to existing and evolving perceptions of each area should be given as part of any marketing effort to either modify or reinforce those perceptions to help direct those perceptions.

Target Housing Units.

The prices and features of downtown housing units desired by respondents varied greatly on the survey. While there were certain features (washer/dryer and parking) desired by most respondents, the variety of features that attracted half or more of respondents shows that the features in downtown housing units should be flexible and varied to accommodate the widest range of potential buyers and tenants.

The same is true of costs, while nearly half of the respondents would be willing to pay $1,000 or more a month, nearly a quarter of respondents want a unit for less than $750 a month. Clearly, these data indicate the need for offering a wide variety of pricing options. Given the area perceptions cited above, these pricing options could vary by district or, in certain locations, within the district.

When people are considering a downtown location, these data indicate the need to offer a variety of feature options and price levels. This would maximize the cross section of people moving downtown and would help to foster a new perception that living downtown is accessible.

Other Issues

Parking is an issue downtown. The majority of those who desire to move downtown would need more than one parking spot. Those not currently thinking of a downtown address cited parking as one of the negative aspects of moving downtown Boise. What is not clear from these data is whether the parking issue is a real issue (meaning there are not enough parking spots downtown) or only a perceptual issue (meaning people still think there are not enough parking spots downtown). In either case, this parking issue should be addressed. Within housing developments, planning for more than one assigned parking spot is desired, perhaps offering two as the standard on larger units. Within the larger context of public opinion, the issue of downtown parking should be addressed. If a shortage of parking does exits, strive to communicate alternatives and how the problem is being addressed. If adequate downtown parking exits, then advertising the availability should be addressed.

Overall

These data indicate that there is a market for downtown housing units over the next few years. The type of person most likely to make the move downtown is relatively younger, higher income, unencumbered, and holds higher education degrees. They want to move downtown to be close to arts, entertainment, restaurants and shopping, live in a walkable environment and to simplify getting to work. These aspects of downtown life should be emphasized. They want variety and flexibility when it comes to features and price. Offer a wide variety of each to appeal to the most people. Parking remains an issue in the minds of the public. This issue should be addressed directly in marketing materials to waylay those concerns.

Appendix F: Methods

Introduction

Background and Study Purpose

In the Spring of 2004, the Capital City Development Corporation (CCDC) contracted with Clearwater Research, Inc., to design and implement a series of surveys to assess demand for future downtown Boise housing. There were three surveys; a telephone survey of Boise City and Ada County residents, a pen-and-paper survey with downtown workers distributed at sites around downtown Boise, and an Internet-based survey made available to anyone one wishing to respond. The purposes of the study were to gauge interest in downtown housing units, to identify desired housing locations and features, and to define the target market for such units.

Methods

Survey Instruments

Clearwater Research collaborated with CCDC representatives to design the Downtown Boise Housing questionnaires. Each of the three surveys used a common set of questions. The survey was offered in English only. The questionnaires covered core demographics as well as issues surrounding downtown Boise living:

- Desire to live downtown Boise.
- Perceived advantages and disadvantages of living downtown.
- Interest in living in specific areas of downtown Boise.
- Type of units and features desired.
- Parking issues.

Sampling

Telephone Survey

Clearwater Research obtained a probability sample of the target population, non-institutionalized adults residing within Boise City and Ada County, using a 2-stage cluster sampling method. The goal was to complete interviews with one and two-person households, completing 400 interviews in Boise City and 200 interviews in Ada County. At the first stage, a set of households was selected via the telephone numbers randomly selected from the working banks in Boise City and Ada County. At the second stage, after establishing the household qualified to participate in the study because it was a one or two person household, one adult was selected at random to complete the survey. This random selection was accomplished by asking an adult (18 years of age or older) in the household to enumerate the number of adult males and females. The computer randomly selected the respondent. This methodology is commonly used for obtaining probability samples for telephone survey projects. The overall sample size of 608 achieves a maximum 95% confidence interval of +/-4.0% for binomial proportions (such as "yes"/"no" items) when examining the overall sample. The maximum 95% confidence intervals for Boise City and Ada County (outside of Boise) are +/-4.9% and +/-6.9%, respectively.

Telephone Sample Production and Processing

Clearwater Research used several techniques to design and process the sampled telephone numbers in order to produce the highest quality probability sample and data set in the most cost-efficient manner.

The sample design for the Residents' Survey used a list-assisted random digit dialing (RDD) sample methodology using a truncated telephone number frame based on telephone number *working banks.* A *bank* is a series of 100 telephone numbers specified by a 3-digit area code, a 3-digit exchange, and the first 2 digits of a 4-digit telephone line number, ranging from XXX-XXX-XX00 to XXX-XXX-XX99. A *working bank* is a series of 100 telephone numbers from XXX-XXX-XX00 to XXX-XXX-XX99, in which there is at least on listed household telephone number. Working banks in Ada County were assigned to Boise city when at least 70% of the listed households in that bank were in Boise City. This represents a decrease in sample coverage of households with telephones in Ada County and thus increases the risk of bias associated with coverage error. However, compared with a full frame design, this design provided a significant increase in sample efficiency, keeping data collection costs manageable.

As an additional efficiency measure, Clearwater Research employed a service that marked identifiable business and non-working numbers in the sampled telephone numbers before the data collection began. These records were sequestered during the data collection process and were assigned appropriate final disposition codes at the end of the data collection field period.

Written Survey

The written surveys were distributed to businesses with monthly parking contracts in downtown garages, to local businesses, and various locations downtown. The locations were selected due to their proximity to the core of downtown and those that had workers in the downtown area. The result of this approach creates a convenience sample, meaning the results of the survey cannot be projected to the larger population of downtown workers or visitors.

Internet Survey

The survey was open to anyone wishing to complete it and was publicized through a variety of outlets. The web address was disturbed in coverage in both television news and the local newspaper (The Idaho Statesmen). Fliers with the web address were disturbed at various downtown locations and functions.

Data Collection

Telephone Survey

Clearwater Research collected data from March 15 through May 18, 2004. Interviewers were thoroughly briefed prior to data collection, and they rehearsed the questionnaire before conducting actual interviews. Additionally, monitoring staff listened to a sampling of interviews throughout the field period to maintain data quality.

Sampled telephone numbers were called according to a schedule designed to minimize bias problems associated with difficult-to-reach respondents. Each sample record was resolved by attempting it a minimum of eight times during the calling period or until a final disposition code (such as “completed interview” or “refused interview”) was assigned. The calling hours for the project were primarily weekday evenings and weekends. However, calls were also made during the daytime on weekdays in an attempt to capture potential respondents who could be reached at home during weekday business hours. The average interview length was 9 minutes.

At the close of the field period, each sampled telephone number was assigned a final disposition that summarizes the separate outcomes of each call attempt for that number. The final dispositions for the Residential Telephone Survey sample are presented in Table 1. A total of 608 interviews were completed during the field period.

Table 36: Final Dispositions

CODE	DISPOSITION DESCRIPTION	RECORDS
1	Completed interview	608
2	Refused interview	2038
3	Non-working number	4753
4	Not a private residence	2522
5	No eligible respondent at this number	1082
6	Selected respondent not available during the interviewing period	49
7	Language barrier/Respondent unable to communicate	31
8	Interview terminated within questionnaire	16
9	Final technological barrier	71
10	Final busy/Final no answer/Final answering machine	1481
Total		**12651**

Response Rates

The response rate measures the relative success with which households sampled for the survey actually participated. For RDD samples, this is typically calculated as the percentage of households, assumed to be reachable via the sampled phone numbers that completed interviews. The higher the response rate, the lower the potential will be for non-response bias in the data.

Clearwater Research typically calculates two widely used response rates developed by the Council of American Survey Research Organizations, which we refer to as the *CASRO* response rate and the CASRO *Upper Bound* response rate. The CASRO rate is a more conservative estimate, while the Upper Bound rate is a commonly used "best case" rate. The CASRO response rate for this project was 19.8%, and the Upper Bound rate was 22.8%.

Written Survey

The written form of the survey (see Appendix B for copy) were returned to place of distribution and returned to CCDC offices via mail. Clearwater Research staff entered the completed paper survey into an electronic database via an html interface.

Internet Survey

The Internet survey (see Appendix C) was made available through the Clearwater Research web site (www.clearwater-research.com) using Sensus Internet survey software. The survey was available from March 15 to May 14, 2004. The survey was posted as an open survey, meaning anyone who wanted to could answer the questions, and do so as many times as they would like.

Data Preparation

The pen-and-paper and Internet Workers' surveys were combined into one dataset, while the Residents' survey was kept separate. Prior to analysis, Clearwater Research followed a comprehensive routine of data preparation. Data were converted and formatted for review and analysis in SPSS, a statistical analysis software package. Prior to analysis, the original survey variables and response categories were labeled, and additional variables were created for the analysis as needed. In addition, open-ended responses were examined and cleaned for overall comprehension.

Finally, the Residents' Survey data were weighted so the survey results would give the most accurate picture of the adult in one and two-person households.

Coding

Clearwater Research followed a standard set of procedures to prepare data for review and analysis. First, each variable was provided a unique label matching the question number from the survey instrument. Next, each raw, labeled variable was recoded into a new variable to remove non-responsive answers (e.g., Don't Know, Refused). Finally, the open-ended responses were coded into coherent categories for analysis.

Weighting

Weighting is a simple statistical adjustment (a multiplier) for each survey respondent in the data set. The purpose for weighting is to correct for bias in the un-weighted survey results that can occur as a result of sample design or variations in patterns of response.

Prior to analysis, the Resident's Survey database was organized so that each case represented data from a single interview with an adult. The cases were then weighted to account for probabilities of selection that varied from household to household and from Ada County versus Boise City. A probability-of-selection weighting factor was calculated that included the number of eligible adults in the household and the number of residential telephone lines that served the household.

Two weights were produced in these calculations. The first weight is called the *relative* weight, which sums to the sample size and may be used with standard statistical software (such as SPSS) to calculate point estimates of population characteristics and approximate variance estimates for statistical tests. The second weight is called the expansion weight, which sums to the population size and must be used with specialized statistical software (such as SUDAAN) to calculate exact variance estimates.

Data Analysis

Clearwater Research used SPSS to analyze the data. The initial analyses involved frequency tables and descriptive statistics (e.g., mean, standard deviation) to examine and characterize the distribution of responses for each variable. These descriptive statistics also guided the subsequent analyses.

In the second phase of the analysis, patterns of relations between variables to identify meaningful similarities and dissimilarities among the data were examined. Chi-square tests were primarily used to explore differences in response patterns and outcomes across salient demographic variables.