DAVIS SHOPPING SURVEY

Going downtown
To begin, we're interested in some of the activities you might do in downtown Davis. By "downtown," we mean the area from A Street to the railroad tracks and from 1st Street to 5th Street (including Davis Commons).

Think back to your most recent visit to this area. (Include any time you lingered there, for any reason. But do NOT count times you just passed through without stopping, on your way to somewhere else.)

When was your most recent visit to downtown Davis?
- 0 - 2 days ago
- 3 - 6 days ago
- 1 - 2 WEEKS ago
- 3 - 4 weeks ago
- 1 - 2 MONTHS ago
- 3 - 6 months ago
- 7 - 12 months ago
- More than a year ago

What did you do on your most recent visit to downtown Davis? Please choose all that apply:
- Shopping
- Working
- Eating or drinking
- Reading or studying
- Banking, medical, beauty, or other services
- Movies, music, or theater
- Other: __________________________

What time of day were you there? Please choose all that apply:
- Morning
- Afternoon
- Evening

How did you get downtown for that visit? Please choose only one of the following:
- Drove myself
- Was driven by someone else
- Bicycled
- Took public transit
- Walked
- Other: __________________________
SHOPPING HABITS
Next we'll ask about shopping in particular. By "shopping" we mean any part of the shopping process – not just buying, but also gathering information, going to the store or placing the order, and receiving the product. We're going to ask about shopping in each of four types of areas:

- in downtown Davis
- in Davis but outside of downtown
- outside Davis
- online

SHOPPING IN DOWNTOWN DAVIS
Let's first consider shopping in downtown Davis. Again, by "downtown," we mean the area from A Street to the railroad tracks and from 1st Street to 5th Street (including Davis Commons).

Have you shopped at a store in downtown Davis for any of the following items within the last year? (Remember that we mean not just purchasing, but also browsing or gathering information about an item.)

☐ No, not for any of these items – Please skip to page 4
☐ Yes, for some of these items – Please choose all that apply:

☐ Bedding and bath items (Sheets, pillows, bedspreads, towels, shower curtains, soap dishes, etc.)
☐ Books or electronic media (Books, DVDs, mp3s, video games)
☐ Cleaning supplies (Mop, sponge, detergent, cleaner, etc.)
☐ Clothing for adults (Clothes, shoes, accessories for women and/or men)
☐ Clothing for children (Clothes, shoes, accessories for children and babies)
☐ Electronics (Phones, cameras, audio equipment, video game consoles, and related items)
☐ Furniture (Tables, chairs, sofas, bookcases, lamps, etc.)
☐ Garden supplies (Plants, pots, potting soil, plant food, etc.)
☐ Hardware (Hand tools, hooks, knobs and pulls, etc.)
☐ Home décor (Curtains, rugs, picture frames, vases, etc.)
☐ Office, school, or art supplies (Paper, notebooks, pens, wrapping paper, scrapbooking supplies, etc.)
☐ Patio items (Patio furniture, barbecues, umbrellas, etc.)
☐ Small appliances (Microwaves, blenders, irons, vacuum cleaners, etc.)
☐ Sporting goods (Sports equipment, fitness equipment, camping equipment, bicycles, etc.)
☐ Storage and organization (Storage boxes or baskets, closet systems, shelving, etc.)
☐ Toiletries or cosmetics (Shampoo, soap, toothpaste, make-up, etc.)
☐ Toys or games (Character toys, stuffed animals, board games, puzzles, playhouses, etc.)

Thinking about all the products on the list combined, about how often did you shop (or browse) in downtown Davis for any of them in the last year?

☐ Once a WEEK or more
☐ 1 - 3 times a MONTH
☐ 5 - 11 times this last YEAR
☐ 1 - 4 times this last YEAR

Now consider the most recent occasion that you shopped for any of these items in downtown Davis.
(Again we mean not just purchasing, but also browsing or gathering information about an item.)

When was this most recent occasion?

☐ 0 - 2 days ago
☐ 3 - 6 days ago
☐ 1 - 2 WEEKS ago
☐ 3 - 4 weeks ago
☐ 1 - 2 MONTHS ago
☐ 7 - 12 months ago
☐ 3 - 6 months ago
What store(s) did you visit on that occasion? ____________________________________________

How did you get there? Please choose only one of the following:

☐ Drove myself  ☐ Bicycled
☐ Was driven by someone else  ☐ Walked
☐ Took public transit  ☐ Other: __________________________

Thinking about any other activities that you may have conducted during the same outing, how important was doing this shopping to that particular outing? Please choose only one of the following:

☐ I wouldn’t have made the trip otherwise
☐ I probably would have made the trip anyway, to do other things.
☐ I definitely would have made the trip anyway, to do other things.

If probably or definitely, was the store(s) you shopped at directly on the way to/from the other activities you did on that outing, or did you have to go out of your way to visit this store(s)?

☐ It was directly on the way to or from the other activities I did on that trip
☐ I had to go out of my way to visit this store(s).

If you had to go out of your way, how far out of your way did you go?

☐ 1 - 3 miles  ☐ 3 - 10 miles  ☐ More than 10 miles

Did you actually buy something on that particular occasion?  ☐ Yes  ☐ No

If yes, which type(s) of items did you buy? If no, which type(s) of items were you looking at? Please choose all that apply:

☐ Bedding and bath items (Sheets, pillows, bedspreads, towels, shower curtains, soap dishes, etc.)
☐ Books or electronic media (Books, DVDs, mp3s, video games)
☐ Cleaning supplies (Mop, sponges, detergent, cleaner, etc.)
☐ Clothing for adults (Clothes, shoes, accessories for women and/or men)
☐ Clothing for children (Clothes, shoes, accessories for children and babies)
☐ Electronics (Phones, cameras, audio equipment, video game consoles, and related items)
☐ Furniture (Tables, chairs, sofas, bookcases, lamps, etc.)
☐ Garden supplies (Plants, pots, potting soil, plant food, etc.)
☐ Hardware (Hand tools, hooks, knobs and pulls, etc.)
☐ Home décor (Curtains, rugs, picture frames, vases, etc.)
☐ Office, school, or art supplies (Paper, notebooks, pens, wrapping paper, scrapbooking supplies, etc.)
☐ Patio items (Patio furniture, barbecues, umbrellas, etc.)
☐ Small appliances (Microwaves, blenders, irons, vacuum cleaners, etc.)
☐ Sporting goods (Sports equipment, fitness equipment, camping equipment, bicycles, etc.)
☐ Storage and organization (Storage boxes or baskets, closet systems, shelving, etc.)
☐ Toiletries or cosmetics (Shampoo, soap, toothpaste, make-up, etc.)
☐ Toys or games (Character toys, stuffed animals, board games, puzzles, playhouses, etc.)

If you did buy something, approximately how much did you spend?

In total? ______________

On the most expensive (or most memorable) item? ______________
SHOPPING IN DAVIS BUT OUTSIDE OF DOWNTOWN

Next let's consider stores in Davis but outside of the downtown area. Again, by "downtown," we mean the area from A Street to to the railroad tracks and from 1st Street to 5th Street (including Davis Commons). Now consider everything else in the city of Davis plus the UC Davis campus.

Have you shopped at a store in Davis but outside of downtown for any of the following items within the last year? (Remember that we mean not just purchasing, but also browsing or gathering information about an item.)

☐ No, not for any of these items – Please skip to page 6
☐ Yes, for some of these items – Please choose all that apply:

☐ Bedding and bath items (Sheets, pillows, bedspreads, towels, shower curtains, soap dishes, etc.)
☐ Books or electronic media (Books, DVDs, mp3s, video games)
☐ Cleaning supplies (Mop, sponges, detergent, cleaner, etc.)
☐ Clothing for adults (Clothes, shoes, accessories for women and/or men)
☐ Clothing for children (Clothes, shoes, accessories for children and babies)
☐ Electronics (Phones, cameras, audio equipment, video game consoles, and related items)
☐ Furniture (Tables, chairs, sofas, bookcases, lamps, etc.)
☐ Garden supplies (Plants, pots, potting soil, plant food, etc.)
☐ Hardware (Hand tools, hooks, knobs and pulls, etc.)
☐ Home décor (Curtains, rugs, picture frames, vases, etc.)
☐ Office, school, or art supplies (Paper, notebooks, pens, wrapping paper, scrapbooking supplies, etc.)
☐ Patio items (Patio furniture, barbecues, umbrellas, etc.)
☐ Small appliances (Microwaves, blenders, irons, vacuum cleaners, etc.)
☐ Sporting goods (Sports equipment, fitness equipment, camping equipment, bicycles, etc.)
☐ Storage and organization (Storage boxes or baskets, closet systems, shelving, etc.)
☐ Toiletries or cosmetics (Shampoo, soap, toothpaste, make-up, etc.)
☐ Toys or games (Character toys, stuffed animals, board games, puzzles, playhouses, etc.)

Thinking about all the products on the list combined, about how often did you shop (or browse) in Davis but outside of downtown for any of them in the last year?

☐ Once a WEEK or more
☐ 1 - 3 times a MONTH
☐ 5 - 11 times this last YEAR
☐ 1 - 4 times this last YEAR

Now consider the most recent occasion that you shopped for any of these items in Davis but outside of downtown. (Again we mean not just purchasing, but also browsing or gathering information about an item.)

When was this most recent occasion?

☐ 0 - 2 days ago
☐ 3 - 6 days ago
☐ 1 - 2 WEEKS ago
☐ 3 - 4 weeks ago
☐ 1 - 2 MONTHS ago
☐ 3 - 6 months ago

What store(s) did you visit on that occasion? ____________________________________________________________
__________________________________________________________________________________

What street(s) are they located on? _______________________________________________________________
__________________________________________________________________________________
How did you get there? Please choose only one of the following:

- [ ] Drove myself
- [ ] Was driven by someone else
- [ ] Took public transit
- [ ] Bicycled
- [ ] Walked
- [ ] Other: __________________________

Thinking about any other activities that you may have conducted during the same outing, how important was doing this shopping to that particular outing? Please choose only one of the following:

- [ ] I wouldn’t have made the trip otherwise
- [ ] I probably would have made the trip anyway, to do other things.
- [ ] I definitely would have made the trip anyway, to do other things.

If probably or definitely, was the store(s) you shopped at directly on the way to/from the other activities you did on that outing, or did you have to go out of your way to visit this store(s)?

- [ ] It was directly on the way to or from the other activities I did on that trip
- [ ] I had to go out of my way to visit this store(s).

If you had to go out of your way, how far out of your way did you go?

- [ ] 1 - 3 miles
- [ ] 3 - 10 miles
- [ ] More than 10 miles

Did you actually buy something on that particular occasion?  

- [ ] Yes
- [ ] No

If yes, which type(s) of items did you buy? If no, which type(s) of items were you looking at? Please choose all that apply:

- [ ] Bedding and bath items (Sheets, pillows, bedspreads, towels, shower curtains, soap dishes, etc.)
- [ ] Books or electronic media (Books, DVDs, mp3s, video games)
- [ ] Cleaning supplies (Mop, sponges, detergent, cleaner, etc.)
- [ ] Clothing for adults (Clothes, shoes, accessories for women and/or men)
- [ ] Clothing for children (Clothes, shoes, accessories for children and babies)
- [ ] Electronics (Phones, cameras, audio equipment, video game consoles, and related items)
- [ ] Furniture (Tables, chairs, sofas, bookcases, lamps, etc.)
- [ ] Garden supplies (Plants, pots, potting soil, plant food, etc.)
- [ ] Hardware (Hand tools, hooks, knobs and pulls, etc.)
- [ ] Home décor (Curtains, rugs, picture frames, vases, etc.)
- [ ] Office, school, or art supplies (Paper, notebooks, pens, wrapping paper, scrapbooking supplies, etc.)
- [ ] Patio items (Patio furniture, barbecues, umbrellas, etc.)
- [ ] Small appliances (Microwaves, blenders, irons, vacuum cleaners, etc.)
- [ ] Sporting goods (Sports equipment, fitness equipment, camping equipment, bicycles, etc.)
- [ ] Storage and organization (Storage boxes or baskets, closet systems, shelving, etc.)
- [ ] Toiletries or cosmetics (Shampoo, soap, toothpaste, make-up, etc.)
- [ ] Toys or games (Character toys, stuffed animals, board games, puzzles, playhouses, etc.)

If you did buy something, approximately how much did you spend?

In total? ______________

On the most expensive (or most memorable) item? ______________
SHOPPING OUTSIDE OF DAVIS
Next consider shopping in stores outside of Davis altogether.

Have you shopped at a store outside of Davis for any of the following items in the last year? (Remember that we mean not just purchasing, but also browsing or gathering information about an item.)

- No, not for any of these items – Please skip to page 8
- Yes, for some of these items – Please choose all that apply:
  - Bedding and bath items (Sheets, pillows, bedspreads, towels, shower curtains, soap dishes, etc.)
  - Books or electronic media (Books, DVDs, mp3s, video games)
  - Cleaning supplies (Mop, sponges, detergent, cleaner, etc.)
  - Clothing for adults (Clothes, shoes, accessories for women and/or men)
  - Clothing for children (Clothes, shoes, accessories for children and babies)
  - Electronics (Phones, cameras, audio equipment, video game consoles, and related items)
  - Furniture (Tables, chairs, sofas, bookcases, lamps, etc.)
  - Garden supplies (Plants, pots, potting soil, plant food, etc.)
  - Hardware (Hand tools, hooks, knobs and pulls, etc.)
  - Home décor (Curtains, rugs, picture frames, vases, etc.)
  - Office, school, or art supplies (Paper, notebooks, pens, wrapping paper, scrapbooking supplies, etc.)
  - Patio items (Patio furniture, barbecues, umbrellas, etc.)
  - Small appliances (Microwaves, blenders, irons, vacuum cleaners, etc.)
  - Sporting goods (Sports equipment, fitness equipment, camping equipment, bicycles, etc.)
  - Storage and organization (Storage boxes or baskets, closet systems, shelving, etc.)
  - Toiletries or cosmetics (Shampoo, soap, toothpaste, make-up, etc.)
  - Toys or games (Character toys, stuffed animals, board games, puzzles, playhouses, etc.)

Thinking about all the products on the list combined, about how often did you shop (or browse) in stores outside of Davis for any of them in the last year?

- Once a WEEK or more
- 1 - 3 times a MONTH
- 5 - 11 times this last YEAR
- 1 - 4 times this last YEAR

Now consider the most recent occasion that you shopped for any of these items in stores outside of Davis. (Again we mean not just purchasing, but also browsing or gathering information about an item.)

When was this most recent occasion?

- 0 - 2 days ago
- 3 - 6 days ago
- 1 - 2 WEEKS ago
- 3 - 4 weeks ago
- 1 - 2 MONTHS ago
- 3 - 6 months ago

What store(s) did you visit on that occasion?

Where was the store(s) that you shopped at on this occasion? Please choose all that apply:

- Antelope
- Carmichael
- Citrus Heights
- Dixon
- Elk Grove
- Fair Oaks
- Fairfield
- Folsom
- Natomas
- North Highlands
- Orangevale
- Rancho Cordova
- Roseville
- Sacramento
- Suisun City
- Vacaville
- Vallejo
- West Sacramento
- Winters
- Woodland
- Other: ________________
How did you get there? Please choose *only one* of the following:

- [ ] Drove myself
- [ ] Was driven by someone else
- [ ] Took public transit
- [ ] Bicycled
- [ ] Walked
- [ ] Other: __________________________

Thinking about any other activities that you may have conducted during the same outing, how important was doing this shopping to that particular outing? Please choose *only one* of the following:

- [ ] I wouldn't have made the trip otherwise
- [ ] I probably would have made the trip anyway, to do other things.
- [ ] I definitely would have made the trip anyway, to do other things.

If probably or definitely, was the store(s) you shopped at directly on the way to/from the other activities you did on that outing, or did you have to go out of your way to visit this store(s)?

- [ ] It was directly on the way to or from the other activities I did on that trip
- [ ] I had to go out of my way to visit this store(s).

If you had to go out of your way, how far out of your way did you go?

- [ ] 1 - 3 miles
- [ ] 3 - 10 miles
- [ ] More than 10 miles

Did you actually buy something on that particular occasion?  □ Yes □ No

If yes, which type(s) of items did you buy? If no, which type(s) of items were you looking at? Please choose all that apply:

- [ ] Bedding and bath items (Sheets, pillows, bedspreads, towels, shower curtains, soap dishes, etc.)
- [ ] Books or electronic media (Books, DVDs, mp3s, video games)
- [ ] Cleaning supplies (Mop, sponges, detergent, cleaner, etc.)
- [ ] Clothing for adults (Clothes, shoes, accessories for women and/or men)
- [ ] Clothing for children (Clothes, shoes, accessories for children and babies)
- [ ] Electronics (Phones, cameras, audio equipment, video game consoles, and related items)
- [ ] Furniture (Tables, chairs, sofas, bookcases, lamps, etc.)
- [ ] Garden supplies (Plants, pots, potting soil, plant food, etc.)
- [ ] Hardware (Hand tools, hooks, knobs and pulls, etc.)
- [ ] Home décor (Curtains, rugs, picture frames, vases, etc.)
- [ ] Office, school, or art supplies (Paper, notebooks, pens, wrapping paper, scrapbooking supplies, etc.)
- [ ] Patio items (Patio furniture, barbecues, umbrellas, etc.)
- [ ] Small appliances (Microwaves, blenders, irons, vacuum cleaners, etc.)
- [ ] Sporting goods (Sports equipment, fitness equipment, camping equipment, bicycles, etc.)
- [ ] Storage and organization (Storage boxes or baskets, closet systems, shelving, etc.)
- [ ] Toiletries or cosmetics (Shampoo, soap, toothpaste, make-up, etc.)
- [ ] Toys or games (Character toys, stuffed animals, board games, puzzles, playhouses, etc.)

If you did buy something, approximately how much did you spend?

In total? ______________

On the most expensive (or most memorable) item? ______________
SHOPPING ONLINE

Finally, consider shopping online, including visiting any store websites, other online retailers, and sites like Craigslist and eBay.

Have you shopped online for any of the following items in the last year? (Remember that we mean not just purchasing, but also browsing or gathering information about an item.)

☐ No, not for any of these items – Please skip to “Shopping Options” on page 9
☐ Yes, for some of these items – Please choose all that apply:

☐ Bedding and bath items (Sheets, pillows, bedspreads, towels, shower curtains, soap dishes, etc.)
☐ Books or electronic media (Books, DVDs, mp3s, video games)
☐ Cleaning supplies (Mop, sponges, detergent, cleaner, etc.)
☐ Clothing for adults (Clothes, shoes, accessories for women and/or men)
☐ Clothing for children (Clothes, shoes, accessories for children and babies)
☐ Electronics (Phones, cameras, audio equipment, video game consoles, and related items)
☐ Furniture (Tables, chairs, sofas, bookcases, lamps, etc.)
☐ Garden supplies (Plants, pots, potting soil, plant food, etc.)
☐ Hardware (Hand tools, hooks, knobs and pulls, etc.)
☐ Home décor (Curtains, rugs, picture frames, vases, etc.)
☐ Office, school, or art supplies (Paper, notebooks, pens, wrapping paper, scrapbooking supplies, etc.)
☐ Patio items (Patio furniture, barbecues, umbrellas, etc.)
☐ Small appliances (Microwaves, blenders, irons, vacuum cleaners, etc.)
☐ Sporting goods (Sports equipment, fitness equipment, camping equipment, bicycles, etc.)
☐ Storage and organization (Storage boxes or baskets, closet systems, shelving, etc.)
☐ Toiletries or cosmetics (Shampoo, soap, toothpaste, make-up, etc.)
☐ Toys or games (Character toys, stuffed animals, board games, puzzles, playhouses, etc.)

Thinking about all the products on the list combined, about how often did you shop (or browse) online for any of them in the last year?

☐ Once a WEEK or more  ☐ 5 - 11 times this last YEAR
☐ 1 - 3 times a MONTH  ☐ 1 - 4 times this last YEAR

Now consider the most recent occasion that you shopped for any of these items online. (Again we mean not just purchasing, but also browsing or gathering information about an item.)

When was this most recent occasion?

☐ 0 - 2 days ago  ☐ 3 - 4 weeks ago
☐ 3 - 6 days ago  ☐ 1 - 2 MONTHS ago
☐ 1 - 2 WEEKS ago  ☐ 3 - 6 months ago

At what website(s) did you shop on that occasion? __________________________________________________________
_______________________________________________________________________________

Thinking about any other activities that you may have conducted during the same online session, how important was doing this shopping to your getting online on that occasion?

☐ I wouldn’t have been online otherwise.
☐ I probably would have been online anyway, to do other things.
☐ I definitely would have been online anyway, to do other things.

Did you actually buy something on that particular occasion shopping online?  ☐ Yes  ☐ No
If yes, which type(s) of items did you buy? If no, which type(s) of items were you looking at? Please choose all that apply:

- Bedding and bath items (Sheets, pillows, bedspreads, towels, shower curtains, soap dishes, etc.)
- Books or electronic media (Books, DVDs, mp3s, video games)
- Cleaning supplies (Mop, sponges, detergent, cleaner, etc.)
- Clothing for adults (Clothes, shoes, accessories for women and/or men)
- Clothing for children (Clothes, shoes, accessories for children and babies)
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- Garden supplies (Plants, pots, potting soil, plant food, etc.)
- Hardware (Hand tools, hooks, knobs and pulls, etc.)
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- Toiletries or cosmetics (Shampoo, soap, toothpaste, make-up, etc.)
- Toys or games (Character toys, stuffed animals, board games, puzzles, playhouses, etc.)

If you did buy something, approximately how much did you spend?
In total? ______________
On the most expensive (or most memorable) item? ______________

SHOPPING OPTIONS

In this set of questions, we’d like you to think about shopping in general in each of the four different areas, for all of the types of products on our list. Please answer the questions in terms of your own specific shopping needs and personal circumstances. Even if you seldom or never shop in a given area, or use a particular means to get there, you probably have a general idea of what it would be like to do so, and we would like to know your impressions, regardless.

In general, how would you evaluate shopping in downtown Davis with respect to the following characteristics? Please rate each characteristic on a scale from 1 to 5 as indicated.

<table>
<thead>
<tr>
<th>Price</th>
<th>inexpensive</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>expensive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product quality</td>
<td>Low</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>high</td>
</tr>
<tr>
<td>Product selection</td>
<td>Limited</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>extensive</td>
</tr>
<tr>
<td>Hours of operation</td>
<td>Limited</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>extensive</td>
</tr>
<tr>
<td>Customer interaction</td>
<td>Poor</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>excellent</td>
</tr>
<tr>
<td>Returning an item</td>
<td>Difficult</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>easy</td>
</tr>
<tr>
<td>Environmental friendliness</td>
<td>Low</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>high</td>
</tr>
<tr>
<td>Impact on the Davis economy</td>
<td>Negative</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>positive</td>
</tr>
<tr>
<td>Driving there</td>
<td>Difficult</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>easy</td>
</tr>
<tr>
<td>Parking there</td>
<td>Difficult</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>easy</td>
</tr>
<tr>
<td>Walking there</td>
<td>Difficult</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>easy</td>
</tr>
<tr>
<td>Biking there</td>
<td>Difficult</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>easy</td>
</tr>
<tr>
<td>Quality/availability of parking</td>
<td>Low</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>high</td>
</tr>
</tbody>
</table>
In general, how would you evaluate shopping *in Davis but outside downtown* with respect to the following characteristics? Please rate each characteristic on a scale from 1 to 5 as indicated.

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>inexpensive</td>
</tr>
<tr>
<td>Product quality</td>
<td>Low</td>
</tr>
<tr>
<td>Product selection</td>
<td>Limited</td>
</tr>
<tr>
<td>Hours of operation</td>
<td>Limited</td>
</tr>
<tr>
<td>Customer interaction</td>
<td>Poor</td>
</tr>
<tr>
<td>Returning an item</td>
<td>Difficult</td>
</tr>
<tr>
<td>Environmental friendliness</td>
<td>Low</td>
</tr>
<tr>
<td>Impact on the Davis economy</td>
<td>Negative</td>
</tr>
<tr>
<td>Driving there</td>
<td>Difficult</td>
</tr>
<tr>
<td>Parking there</td>
<td>Difficult</td>
</tr>
<tr>
<td>Walking there</td>
<td>Difficult</td>
</tr>
<tr>
<td>Biking there</td>
<td>Difficult</td>
</tr>
<tr>
<td>Quality/availability of parking</td>
<td>Low</td>
</tr>
</tbody>
</table>

In general, how would you evaluate shopping *outside of Davis* with respect to the following characteristics? Please rate each characteristic on a scale from 1 to 5 as indicated.

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>inexpensive</td>
</tr>
<tr>
<td>Product quality</td>
<td>Low</td>
</tr>
<tr>
<td>Product selection</td>
<td>Limited</td>
</tr>
<tr>
<td>Hours of operation</td>
<td>Limited</td>
</tr>
<tr>
<td>Customer interaction</td>
<td>Poor</td>
</tr>
<tr>
<td>Returning an item</td>
<td>Difficult</td>
</tr>
<tr>
<td>Environmental friendliness</td>
<td>Low</td>
</tr>
<tr>
<td>Impact on the Davis economy</td>
<td>Negative</td>
</tr>
<tr>
<td>Driving there</td>
<td>Difficult</td>
</tr>
<tr>
<td>Parking there</td>
<td>Difficult</td>
</tr>
<tr>
<td>Walking there</td>
<td>Difficult</td>
</tr>
<tr>
<td>Biking there</td>
<td>Difficult</td>
</tr>
</tbody>
</table>

In general, how would you evaluate shopping *online* with respect to the following characteristics? Please rate each characteristic on a scale from 1 to 5 as indicated.

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>inexpensive</td>
</tr>
<tr>
<td>Product quality</td>
<td>Low</td>
</tr>
<tr>
<td>Product selection</td>
<td>Limited</td>
</tr>
<tr>
<td>Hours of operation</td>
<td>Limited</td>
</tr>
<tr>
<td>Customer interaction</td>
<td>Poor</td>
</tr>
<tr>
<td>Returning an item</td>
<td>Difficult</td>
</tr>
<tr>
<td>Environmental friendliness</td>
<td>Low</td>
</tr>
<tr>
<td>Impact on the Davis economy</td>
<td>Negative</td>
</tr>
<tr>
<td>Using shopping websites</td>
<td>Difficult</td>
</tr>
</tbody>
</table>
YOUR GENERAL AND SHOPPING-RELATED OPINIONS

In this section we ask about a variety of topics that relate to shopping directly or indirectly. Consider "shopping" to involve any of the listed products at any of the locations (downtown Davis, in Davis outside of downtown, outside Davis, online) and consider the entire shopping process -- from gathering information, to going to the store or placing the order, to receiving the product.

Please respond to each statement according to your opinions; there are no "right" or "wrong" answers.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping is usually a chore for me.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I am willing to pay a little more to buy from locally owned businesses rather than national chains.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Carrying purchases home when walking or bicycling is a hassle.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I like to track the development of new technology.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I follow a regular physical exercise routine.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I'm too busy to shop as often or as long as I'd like.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>It's important to me to get the lowest prices when I buy things.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>It was a good decision to allow a Target store in Davis.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I am generally doing productive or enjoyable things, such as making phone calls or listening to music, while traveling to my daily activities.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I am willing to pay a little more to use a hybrid or other clean-fuel vehicle to reduce greenhouse gas emissions and improve air quality.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Computers are more frustrating than they are fun.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>It's important to shop in Davis to keep the tax revenues here.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>When I need to buy something, I usually prefer to get it at the closest store possible.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I like to stroll through shopping areas.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>National chain stores do a lot of good by increasing product diversity and keeping costs down.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>For me, shopping is sometimes an excuse to get out of the house or workplace.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>When it comes to my day-to-day travel, the only good thing about it is getting to the destination.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I am concerned about the effect that the new Target will have on downtown Davis.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>It's too much trouble to find or take advantage of sales and special offers.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Whenever possible, I prefer to walk or bike rather than drive.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Shopping travel creates only a negligible amount of pollution.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Statement</td>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>-------------------</td>
<td>----------</td>
<td>---------</td>
<td>-------</td>
<td>----------------</td>
</tr>
<tr>
<td>I'm often in a hurry to be somewhere else when I'm shopping.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The internet makes my life more interesting.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Even if I don't end up buying anything, I still enjoy going to stores and browsing.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We should raise the price of gasoline to reduce congestion and air pollution.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping helps me relax.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The new Target will have a negative impact on neighborhoods in East Davis.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I like riding a bike.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SOME INFORMATION ABOUT YOU**

Your responses in this section enable us to generalize results from the small sample of people taking the survey to Davis residents as a whole.

**How long have you lived in Davis?**
- □ Less than 6 months
- □ 6 months to a year
- □ 1 to 2 years
- □ 3 to 5 years
- □ 6 years or more

**What is your gender?**
- □ Male
- □ Female

**Do you ever ride a bike for transportation (for instance to run errands or to get to work or school)?** Please choose only one of the following:
- □ I never or almost never ride a bike for transportation.
- □ I sometimes ride a bike for transportation.
- □ Most or all of my transportation is by bicycle.

**Do you have a driver's license?**
- □ No
- □ Yes

**How much of the time do you have access to a car, either as a driver or passenger, when you are shopping for the listed products, whether you actually choose to use it or not?** (By car, we mean any sort of private vehicle, including vans, trucks, SUVs, and motorcycles.)
- □ Never
- □ 20% of the time
- □ 40% of the time
- □ 60% of the time
- □ 80% of the time
- □ Whenever I want

**What vehicle(s) do you typically use when shopping for the listed products?** Please choose all that apply:
- □ My own car
- □ A family or household car
- □ Roommates' car(s)
- □ Car I borrow from someone else (friend, relative, etc.)
- □ Get a ride with someone
- □ Rented car
- □ Taxi
- □ None of these -- I don't use a vehicle for shopping
Where do you typically access the internet? Please choose all that apply:
- At home
- At work and/or school
- While traveling in a vehicle (e.g. plane, train, car)
- Elsewhere (e.g. hotel, cafe, client's office, outdoors)
- None of these -- I don't typically use the internet

Please indicate your educational background. Please check only the highest level obtained:
- High school or less
- Some college or technical school
- Two-year college associate's degree
- Four-year college/technical school degree
- Some graduate school
- Completed graduate degree(s)

Are you a student in a degree program?
- No
- Yes, I go to school full-time
- Yes, I go to school part-time

If yes, in what city is your school?
- Davis
- Woodland
- Dixon
- West Sacramento
- Sacramento
- Elsewhere in Sacramento region
- Vacaville
- Bay Area
- Other: _____________________

What is your current employment status?
- Full-time
- Part-time
- Homemaker
- Not currently working
- Retired

If you work full-time or part-time, where do you work? (If you work in more than one location, please indicate only the place you work most often.)
- Davis
- Woodland
- Dixon
- West Sacramento
- Sacramento
- Elsewhere in Sacramento region
- Vacaville
- Bay Area
- Other: _____________________

What is your age? ________ years

Do you live alone or with other people? Please choose all that apply:
- I live alone
- I live with roommate(s) or housemate(s)
- I live with family, a partner, or others with whom I share some income – we’ll call them your household.

If you live with family, a partner, or others with whom you share some income, please tell us the ages (in years) of the OTHER members of your household:

<table>
<thead>
<tr>
<th>Person 1</th>
<th>Person 2</th>
<th>Person 3</th>
<th>Person 4</th>
<th>Person 5</th>
<th>Person 6</th>
<th>Person 7</th>
<th>Person 8</th>
</tr>
</thead>
</table>
If you live with family, a partner, or others with whom you share some income, how many full-time and part-time workers are there in your household (including yourself)?

Full-time workers: _____
Part-time workers: _____

If you live with roommate(s) or housemate(s), how many roommates (or housemates) do you have?

☐ 1 (you and your family plus 1 other person) ☐ 6 others
☐ 2 others ☐ 7 others
☐ 3 others ☐ 8 others
☐ 4 others ☐ 9 others
☐ 5 others ☐ 10 or more others

If you live with family, a partner, or others with whom you share some income, please check the category that contains your approximate annual household income before taxes. If you live alone or with roommate(s) or housemate(s), please check the category that contains your own approximate annual income before taxes.

☐ Less than $15,000
☐ $15,000 to $29,999
☐ $30,000 to $49,999
☐ $50,000 to $74,999
☐ $75,000 to $124,999
☐ $125,000 or more

What intersection is nearest your home in Davis?
Street: _________________________________
Cross street: ____________________________

Optional!

Is it okay for us to contact you again in the future? Please check all that apply:

☐ No, I prefer not to be contacted again.
☐ Yes, with questions about my survey.
☐ Yes, to complete a follow-up survey next year.
☐ Yes, if I win the drawing for one of the five $100 cash prizes.

If you answered "yes" to any of the above questions, please provide the following contact information. This information will ONLY be used for the purposes you specified.

Name: ___________________________
Daytime phone number: _____________________________
Email address: ___________________________

We would value any additional comments you may have. Please write them here or on separate sheets.

Thank you!
Thank you for completing our survey! If you would like to see our results or know more about the kind of research we do, please check the website of the Institute of Transportation Studies:
http://www.its.ucdavis.edu