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Davis Shopping Survey Report

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DAVIS SHOPPING SURVEY REPORT

1. INTRODUCTION

The Davis shopping survey, conducted in the fall of 2009, was designed to assess shopping patterns of Davis residents prior to the opening of the Davis Target. The purpose of the initial survey was to establish a baseline for shopping habits of Davis residents, including where respondents shop for certain items and how they travel there. Participants will be re-surveyed one year later, in the fall of 2010. This will allow us to examine changes in shopping patterns before and after the Davis Target was opened.

2. METHODS

The Davis Shopping Survey was developed by a research team at UC Davis and was based on questions used in previous surveys. The survey was reviewed and pre-tested by a convenience sample of UC Davis students and staff. An online version of the survey was programmed in LimeSurvey.

We divided the survey into five main sections. The first, entitled “going downtown,” asked participants about their most recent visit to downtown Davis. The second section was on shopping habits. This section was further divided into shopping in downtown Davis, in Davis but outside of downtown, outside of Davis, and online. For each location, we asked participants about what items they shopped for and how often they shop there. We also asked about their most recent shopping occasion in each location- what they shopped for, how they got there, how much they spent, and whether or not they combined their trip with other activities. The third section, shopping options, focused on participants’ impressions of shopping in each of the four areas (downtown Davis, in Davis but outside of downtown, outside of Davis, and online). Participants ranked each location in terms of a number of characteristics including, among others, price, product quality, impact on the Davis economy, driving there, and biking there. The fourth section, general and shopping-related opinions, asked participants to indicate the degree to which they agree or disagree with general and shopping-related statements such as “It was a good decision to allow a Target store in Davis” or “Whenever possible, I prefer to walk or bike rather than drive.” Finally, we collected background information on each participant. A copy of the survey is included in Appendix A.

We obtained purchased a database with the names and addresses of 5,000 Davis residents. We mailed an introductory letter on September 21, 2009 to all 5,000 residents inviting them to participate in our survey (Appendix B). The letter explained the purpose of the survey and provided a website address to take the survey online. We also gave participants the option to request a paper version of the survey, either by emailing us or calling our office. We then mailed a paper copy along with a pre-stamped return envelope to those who requested one. We sent a follow-up reminder postcard a week later, on September 29, 2009, asking participants to please fill out the survey if they hadn’t done so already (Appendix C). We closed the survey on October 26, 2009. In total, we received 1,043 responses (48 paper surveys and

the remainder online). After data cleaning (removing empty surveys, surveys with only a few answers, duplicate surveys, and surveys that did not answer any questions in the first section, “going downtown”), we had 1018 responses.

All participants who submitted/returned the survey were eligible for one of five \$100 prizes. To be included in the drawing, participants provided their name and contact information (phone and email) and checked a box indicating that it was okay for us to contact them if they won the drawing. We used a random number generator to pick five names. We awarded \$100 Visa Gift Cards rather than cash, to simplify paperwork.

For each completed survey, we calculated biking and driving distances to downtown Davis (3rd and D) and the Davis Target. We used the geocode function in ArcMap to geocode respondents’ home locations based on the street and cross street they provided. Of the 1018 survey responses, 938 were successfully geocoded. We then used the network analyst function in ArcMap to calculate distances between the origin (home intersection) and destination (downtown Davis or Target). For driving distances, we used the City of Davis’ street network. For biking distances, we combined the City of Davis’ bike paths and street network; the combined network was created by Gil Tal at UC Davis for a previous project. A few of the geocoded addresses were located outside of Davis city limits and beyond the reach of the networks; distances were not calculated for these respondents.

We used the JMP software to analyze survey responses. We assigned number codes to non-numerical responses, such as the names of stores. We then performed frequency counts on key questions and created summary tables in Excel.

3. RESULTS

3.1 GOING DOWNTOWN

When was your most recent visit to downtown Davis?

Most respondents reported that they had visited downtown Davis within the past two days (Table 1). Over 94% of respondents reported that they had visited downtown Davis within the past two weeks and over 97% reported having visited downtown Davis within the past month.

Table 1. Most Recent Visit to Downtown Davis

| Most recent visit | # Responses | % Respondents |
|--------------------------|--------------------|----------------------|
| 0-2 days ago | 553 | 54.43% |
| 3-6 days ago | 275 | 27.07% |
| 1-2 weeks ago | 131 | 12.89% |
| 3-4 weeks ago | 28 | 2.76% |
| 1-2 months ago | 16 | 1.57% |
| 3-6 months ago | 9 | 0.89% |
| 7-12 months ago | 4 | 0.39% |
| More than a year ago | 0 | 0.00% |
| Total | 1016 | 100.00% |

Based on 1016 responses

What did you do on your most recent visit to downtown Davis?

Eating/Drinking was the most cited reason for respondents' most recent visit to downtown Davis, followed closely by Banking/Medical/Beauty/Service and Shopping (Table 2). Very few respondents reported that their most recent visit downtown was for reading/studying or working.

Table 2. Reasons for Respondents' Most Recent Visit to Downtown Davis

| Reason for visit | # Responses | % Respondents |
|--------------------------------|--------------------|----------------------|
| Eating/Drinking | 501 | 49.21% |
| Banking/medical/beauty/service | 475 | 46.66% |
| Shopping | 452 | 44.40% |
| Movies/music/theater | 86 | 8.45% |
| Working | 43 | 4.22% |
| Reading/Studying | 31 | 3.05% |
| Other | 110 | 10.85% |
| Total | 1698 | |

Based on 1018 respondents

Note: respondents could check more than one response.

What time of day were you there?

A majority of respondents reported that their most recent visit to downtown Davis was during the afternoon (Table 3).

Table 3. Time of Day of Respondents' Most Recent Visit to Downtown Davis

| Time of day | # Responses | % Respondents |
|--------------------|--------------------|----------------------|
| Afternoon | 543 | 53.34% |
| Morning | 401 | 39.39% |
| Evening | 320 | 31.43% |
| Total | 1264 | |

Based on 1018 respondents

Note: respondents could check more than one response.

How did you get downtown for that visit?

A majority of respondents' reported driving to downtown Davis on their most recent visit. (Table 4) Nearly 80 percent drove or were driven by someone else while 14.5 percent biked and 6.4 percent walked.

Table 4. Respondents’ Travel Mode for Most Recent Visit to Downtown Davis

| Travel mode | # Responses | % Respondents |
|----------------------------|--------------------|----------------------|
| Drove myself | 700 | 68.69 |
| Bicycled | 148 | 14.52 |
| Was driven by someone else | 85 | 8.34 |
| Walked | 65 | 6.38 |
| Took public transit | 14 | 1.37 |
| Other | 7 | 0.69 |
| Total | 1019 | 100.00 |

Based on 1017 respondents

Note: one person didn’t answer, two people chose two answers.

3.2 SHOPPING PATTERNS

The following section shows the results of respondents’ reported shopping patterns in downtown Davis, in Davis but outside of downtown, outside Davis, and online. Shopping was defined as any part of the shopping process - not just buying, but also browsing or gathering information, going to the store or placing the order, and receiving the product.

A majority of respondents reported having shopped for the listed items in each of the four areas within the last year (Table 5).

Table 5. Percent of Respondents Who Shopped for Items in the Four Areas with the Last Year

| Shopped | Downtown Davis | In Davis but Outside | | Online |
|----------------|-----------------------|-----------------------------|--------------|---------------|
| | | Downtown | Davis | |
| Yes | 95.68% | 91.06% | 96.27% | 84.68% |
| No | 4.32% | 8.94% | 3.73% | 15.32% |

Note: “Yes” means that the “No, not for any of these items” box was not checked.

Table 6 shows the percent of respondents who shopped for each of the listed items in each of the four areas. Hardware was the most shopped-for item in downtown Davis, followed by garden supplies and books. Few people shopped for bedding/bath, furniture (including patio), small appliances, toiletries, or storage items in downtown Davis. Toiletries, office supplies and cleaning supplies were reported to be the most shopped-for items in Davis but outside of downtown. Very few people shopped for patio furniture, small appliances, children’s clothes, or toys in Davis but outside of downtown. Adult clothes were the most cited item shopped for outside of Davis. Other popular items included toiletries, cleaning supplies and bedding/bath items. Patio furniture was the least shopped-for item outside of Davis. Books were the most cited item shopped for online in the past year. Very few respondents reported having shopped for cleaning supplies, garden items, patio furniture, storage items or hardware online.

Table 6. Percent of Respondents Who Shopped for Each Item in the Four Areas

| Item | Downtown Davis | In Davis but | | Online |
|---------------------------------|-------------------|---------------------|------------------|-------------|
| | | Outside Downtown | Outside Davis | |
| Bedding and bath items | 11.00% | 15.13% | 55.89% | 16.40% |
| Books or electronic media | 70.24% | 21.61% | 49.12% | 63.06% |
| Cleaning supplies | 34.87% | 54.91% | 56.39% | 3.83% |
| Clothing for adults | 35.85% | 18.86% | 75.83% | 45.68% |
| Clothing for children | 17.39% | 8.25% | 34.77% | 14.05% |
| Electronics | 21.41% | 23.18% | 53.63% | 40.67% |
| Furniture | 12.28% | 10.02% | 38.31% | 14.44% |
| Garden supplies | 72.40% | 21.61% | 46.46% | 5.21% |
| Hardware | 78.29% | 12.57% | 46.07% | 8.84% |
| Home décor | 23.87% | 14.24% | 47.94% | 16.40% |
| Office, school, or art supplies | 31.93% | 55.30% | 46.27% | 10.41% |
| Patio items | 12.67% | 4.42% | 17.49% | 5.80% |
| Small appliances | 13.65% | 6.39% | 38.11% | 14.15% |
| Sporting goods | 32.81% | 33.89% | 35.85% | 20.53% |
| Storage and organization | 14.73% | 12.97% | 36.15% | 6.78% |
| Toiletries or cosmetics | 14.83% | 57.96% | 60.41% | 14.24% |
| Toys or games | 27.11% | 9.53% | 28.98% | 15.13% |
| Total # Responses | 5348 | 3877 | 7815 | 3213 |

Note: respondents could check more than one response.

A majority of respondents reported driving themselves for their most recent shopping visit to downtown Davis, Davis but outside of downtown, and outside Davis (Table 7). Within Davis, more respondents reported having biked to downtown than to shopping destinations elsewhere in Davis; however, more respondents reported having walked or taken public transit to shopping destinations elsewhere in Davis than to downtown.

Table 7. Travel Mode to Different Shopping Locations – Percent of Respondents

| Travel mode | Downtown Davis | In Davis but | |
|----------------------------|-------------------|---------------------|------------------|
| | | Outside Downtown | Outside Davis |
| Drove myself | 75.61% | 77.85% | 86.30% |
| Was driven by someone else | 6.97% | 3.84% | 10.90% |
| Took public transit | 0.84% | 1.36% | 1.19% |
| Bicycled | 12.14% | 10.40% | 0.11% |
| Walked | 4.22% | 5.88% | 0.22% |
| Other | 0.21% | 0.68% | 1.29% |
| Total # Responses | 947 | 885 | 927 |

Note: Online shopping is not included

Respondents were asked to indicate the importance of shopping for the listed items on their most recent shopping occasion compared to other activities they may have conducted during the same outing. A majority of respondents reported that they would not have made the trip otherwise for their most recent shopping occasion in downtown Davis, in Davis but outside of downtown, and outside Davis (Table 8). A plurality indicated that they probably would have been online anyway to do other things.

Table 8. Importance of Shopping to Most Recent Shopping Occasion

| | Downtown Davis | In Davis but Outside Downtown | Outside Davis | Online |
|--|----------------|-------------------------------|---------------|--------|
| I wouldn't have made the trip/been online otherwise | 58.48% | 60.25% | 68.15% | 30.76% |
| I probably would have made the trip/been online anyway, to do other things | 26.03% | 22.42% | 13.00% | 36.61% |
| I definitely would have made the trip/been online anyway, to do other things | 15.49% | 17.33% | 18.85% | 32.63% |
| Total # Responses | 949 | 883 | 923 | 803 |

Of those respondents who answered that they probably or definitely would have made the trip anyway to do other things, a majority indicated that the shopping was directly on the way to or from the other activities they did (Table 9).

Table 9. Proximity of Store to Other Activities Respondents Probably or Definitely Would Have Done on Their Most Recent Shopping Occasion

| | Downtown Davis | In Davis but Outside Downtown | Outside Davis |
|---|----------------|-------------------------------|---------------|
| It was directly on the way to or from the other activities I did on that trip | 70.26% | 76.15% | 56.36% |
| I had to go out of my way to visit this store(s) | 29.74% | 23.85% | 43.64% |
| Total # Responses | 390 | 348 | 291 |

Again, of those respondents who answered that they probably or definitely would have made the trip anyway, the degree to which they had to go out of their way to visit the store varied by location (Table 10). For shopping trips in downtown Davis, a majority of respondents indicated that they had to go less than 1 mile out of their way; for shopping trips in Davis but outside of downtown, a majority of respondents reported having to go between 1 and 3 miles out of their way; and, for shopping trips outside of Davis, a plurality reported having to go 3 to 10 miles out of their way.

Table 10. Distance of Store from Location of Other Activities for Respondents Who Reported They Probably or Definitely Would Have Made the Trip Anyway and Had to Go Out of Their Way to Shop

| | Downtown Davis | In Davis but Outside Downtown | Outside Davis |
|--------------------|----------------|-------------------------------|---------------|
| Less than 1 mile | 72.41% | 31.33% | 8.73% |
| 1-3 miles | 22.41% | 51.81% | 16.67% |
| 3-10 miles | 5.17% | 14.46% | 48.41% |
| More than 10 miles | 0.00% | 2.41% | 26.19% |
| Total # Responses | 116 | 83 | 126 |

3.3 SHOPPING OPTIONS

In this set of questions, we asked respondents to think about shopping in general in each of the four different areas: downtown Davis, Davis but outside of downtown, outside of Davis, and online. Respondents ranked their impressions of various shopping-related characteristics on a scale of 1 to 5, with 1 representing a low score and 5 a high score.

For shopping in downtown Davis, respondents generally indicated that prices are expensive, product quality is high, product selection is low, hours of operation are limited, customer interaction is positive, returning an item is easy, environmental friendliness is high, impact on the Davis economy is positive, driving there is easy, parking there is difficult, walking there is difficult, biking there is easy, and the quality/availability of bike parking is high. Table 11 shows the average ranking for each characteristic in each location and defines the scale for each characteristic.

Table 11. Respondents' Impressions of Shopping Characteristics in Different Shopping Locations- Average Rank on a Scale of 1 to 5

| | Downtown Davis | Davis but Outside of Downtown | Outside of Davis | Online | Scale Key |
|--------------------------------------|----------------|-------------------------------|------------------|--------|----------------------------|
| Price | 3.92 | 3.25 | 2.36 | 2.22 | 1=inexpensive; 5=expensive |
| Product quality | 3.83 | 3.58 | 3.64 | 3.83 | 1=low; 5=high |
| Product selection | 2.45 | 3.24 | 4.46 | 4.67 | 1=limited; 5=broad |
| Hours of operation | 2.96 | 3.62 | 4.25 | 4.85 | 1=limited; 5=extensive |
| Customer interaction | 3.78 | 3.56 | 3.32 | N/A | 1=poor; 5=excellent |
| Returning an item | 3.68 | 3.75 | 3.8 | 2.72 | 1=difficult; 5=easy |
| Environmental friendliness | 3.87 | 3.51 | 2.94 | 3.51 | 1=low; 5=high |
| Impact on the Davis economy | 4.17 | 3.96 | 1.76 | 1.58 | 1=negative; 5=positive |
| Driving there | 3.74 | 4.32 | 3.75 | N/A | 1=difficult; 5=easy |
| Parking there | 2.75 | 4.34 | 4.21 | N/A | 1=difficult; 5=easy |
| Walking there | 2.92 | 2.6 | N/A | N/A | 1=difficult; 5=easy |
| Biking there | 3.67 | 3.35 | 1.27 | N/A | 1=difficult; 5=easy |
| Quality/availability of bike parking | 3.71 | 3.63 | N/A | N/A | 1=low; 5=high |
| Using shopping websites | N/A | N/A | N/A | 4.29 | 1=difficult; 5=easy |

3.4 GENERAL AND SHOPPING-RELATED OPINIONS

We asked respondents their opinions about a variety of topics that relate to shopping directly or indirectly. Respondents indicated the degree to which they agreed or disagreed with the statements. Table 12 shows the percentage of respondents who strongly disagree, disagree, are neutral, agree, and strongly agree with each statement, as well as the average response.

Table 12. Respondents' Agreement with Shopping-Related Statements- Percent and Average Agreement on a Scale of 1 to 5

| | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly Agree (5) | Average Agreement |
|---|------------------------------|---------------------|--------------------|------------------|---------------------------|--------------------------|
| I like riding a bike | 5.59% | 6.34% | 19.33% | 35.02% | 33.73% | 3.85 |
| The internet makes my life more interesting | 3.43% | 8.57% | 21.09% | 44.00% | 22.91% | 3.74 |
| I follow a regular physical exercise routine | 3.29% | 11.15% | 21.97% | 35.99% | 27.60% | 3.73 |
| It's important to me to get the lowest prices when I buy things | 2.23% | 10.85% | 30.00% | 36.28% | 20.64% | 3.62 |
| It's important to shop in Davis to keep the tax revenues here | 4.14% | 7.42% | 26.19% | 46.45% | 15.80% | 3.62 |
| It was a good decision to allow a Target store in Davis | 11.60% | 9.36% | 19.57% | 27.77% | 31.70% | 3.59 |
| Carrying purchases home when walking or bicycling is a hassle | 5.23% | 15.37% | 23.59% | 36.61% | 19.21% | 3.49 |
| National chain stores do a lot of good by increasing product diversity and keeping costs down | 3.39% | 10.81% | 31.78% | 44.39% | 9.64% | 3.46 |
| I am willing to pay a little more or to use a hybrid or other clean-fuel vehicle to reduce greenhouse gas emissions and improve air quality | 6.60% | 12.99% | 28.33% | 35.04% | 17.04% | 3.43 |
| When I need to buy something, I usually prefer to get it at the closest store possible | 4.12% | 19.77% | 25.37% | 38.79% | 11.95% | 3.35 |
| Whenever possible, I prefer to walk or bike rather than drive | 8.71% | 19.13% | 25.72% | 28.91% | 17.53% | 3.27 |
| I like to track the development of new technology | 6.42% | 17.88% | 32.98% | 29.44% | 13.28% | 3.25 |
| I am willing to pay a little more to buy from locally owned businesses rather than national chains | 6.13% | 20.30% | 26.43% | 37.95% | 9.20% | 3.24 |
| I am generally doing productive or enjoyable things, such as making phone calls or listening to music, while traveling to my daily activities | 10.17% | 18.64% | 23.20% | 37.61% | 10.38% | 3.19 |
| I like to stroll through shopping areas | 10.32% | 20.53% | 25.11% | 34.04% | 10.00% | 3.13 |
| Even if I don't end up buying anything, I still enjoy going to stores and browsing | 10.99% | 22.30% | 24.42% | 34.57% | 7.72% | 3.06 |

| | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly Agree (5) | Average Agreement |
|---|-----------------------|--------------|-------------|-----------|--------------------|-------------------|
| Shopping is usually a chore for me | 7.82% | 23.26% | 34.14% | 29.39% | 5.39% | 3.01 |
| I am concerned about the effect that the new Target will have on downtown Davis | 14.53% | 24.07% | 24.92% | 25.03% | 11.45% | 2.95 |
| I'm often in a hurry to be somewhere else when I'm shopping | 5.24% | 32.59% | 29.06% | 28.53% | 4.59% | 2.95 |
| When it comes to my day-to-day travel, the only good thing about it is getting to the destination | 5.76% | 32.30% | 31.02% | 25.37% | 5.54% | 2.93 |
| For me, shopping is sometimes an excuse to get out of the house or workplace | 12.41% | 29.27% | 20.36% | 32.56% | 5.41% | 2.89 |
| We should raise the price of gasoline to reduce congestion and air pollution | 25.37% | 23.04% | 16.56% | 19.85% | 15.18% | 2.76 |
| I'm too busy to shop as often or as long as I'd like | 9.85% | 37.26% | 28.91% | 19.16% | 4.82% | 2.72 |
| It's too much trouble to find or take advantage of sales and special offers | 11.45% | 38.18% | 24.18% | 22.38% | 3.82% | 2.69 |
| Shopping helps me relax | 18.10% | 30.88% | 29.17% | 17.25% | 4.05% | 2.58 |
| The new Target will have a negative impact on neighborhoods in East Davis | 20.00% | 30.21% | 31.91% | 10.74% | 7.13% | 2.55 |
| Shopping travel creates only a negligible amount of pollution | 11.40% | 42.28% | 31.84% | 11.29% | 3.19% | 2.53 |
| Computers are more frustrating than they are fun | 35.11% | 36.38% | 17.98% | 7.13% | 3.40% | 2.07 |

4. SOCIODEMOGRAPHIC COMPOSITION OF RESPONDENTS

Table 13 shows the socio-demographic characteristics of respondents. A majority of respondents are female; a plurality are between the ages of 50 and 59, employed full-time, and have completed graduate degree(s). A plurality of respondents who lived with others with whom they shared an income reported a household income of \$125,000 or more; a plurality of respondents who lived alone or with roommates/housemates with whom they do not share an income reported an individual income of \$30,000 to \$49,999.

Table 13. Sociodemographic Composition of Davis Shopping Survey Respondents

| Characteristics | Respondents |
|------------------------|-------------|
| Gender: valid <i>n</i> | 942 |
| Male | 45.65% |
| Female | 54.35% |

| Characteristics | Respondents |
|---|--------------------|
| Age: valid <i>n</i> | 944 |
| <20 years old | 0.42% |
| 20 to 29 years old | 10.17% |
| 30 to 39 years old | 14.72% |
| 40 to 49 years old | 19.49% |
| 50 to 59 years old | 22.56% |
| 60 to 69 years old | 20.02% |
| 70 to 79 years old | 8.26% |
| 80 to 89 years old | 4.13% |
| 90+ years old | 0.21% |
| Highest Level of Education: valid <i>n</i> | 945 |
| High school or less | 2.54% |
| Some college or technical school | 8.99% |
| Two-year college associate's degree | 4.23% |
| Four-year college/technical school degree | 23.81% |
| Some graduate school | 10.69% |
| Completed graduate degree(s) | 49.74% |
| Employment Status: valid <i>n</i> | 943 |
| Full-time | 45.60% |
| Part-time | 15.80% |
| Homemaker | 6.68% |
| Not currently working | 7.95% |
| Retired | 23.97% |
| Household Type: valid <i>n</i> | 940 |
| I live alone | 17.78% |
| I live with roommate(s) or housemate(s) | 9.04% |
| I live with family, a partner, or others with whom I share some income | 66.50% |
| Household income of those living w/family, partner or others w/whom they share income: valid <i>n</i> | 655 |
| Less than \$15,000 | 0.92% |
| \$15,000 to \$29,999 | 3.82% |
| \$30,000 to \$49,999 | 9.31% |
| \$50,000 to \$74,999 | 14.50% |
| \$75,000 to \$124,999 | 33.74% |
| \$125,000 or more | 37.71% |
| Individual income of those living alone or with roommate(s) or housemate(s): valid <i>n</i> | 243 |
| Less than \$15,000 | 16.05% |
| \$15,000 to \$29,999 | 20.58% |
| \$30,000 to \$49,999 | 21.81% |
| \$50,000 to \$74,999 | 17.28% |
| \$75,000 to \$124,999 | 20.99% |
| \$125,000 or more | 3.29% |

Background information about respondents' transportation habits is reported in Table 14. A majority of respondents reported that they have a driver's license, have access to a car either as a driver or passenger whenever they want, and that they use their own car when shopping for the products considered in this survey; a plurality reported that they sometimes ride a bike for transportation.

Table 14. Travel Characteristics of Davis Shopping Survey Respondents

| Characteristic | Respondents |
|--|--------------------|
| Ride a bike for transportation: valid <i>n</i> | 944 |
| I never or almost never ride a bike for transportation | 38.03% |
| I sometimes ride a bike for transportation | 43.75% |
| Most or all of my transportation is by bicycle | 18.22% |
| Driver's license: valid <i>n</i> | 945 |
| No | 3.17% |
| Yes | 96.83% |
| Access to a car as driver or passenger: valid <i>n</i> | 946 |
| Never | 1.27% |
| 20% of the time | 2.22% |
| 40% of the time | 0.85% |
| 60% of the time | 1.69% |
| 80% of the time | 3.91% |
| Whenever I want | 90.06% |
| Vehicle used when shopping: valid <i>n</i> | 946 |
| My own car | 74.07% |
| Family or household car | 20.24% |
| Roommates' car(s) | 1.08% |
| Car I borrow from someone else (friend, relative) | 0.39% |
| Get a ride | 4.72% |
| Rented car | 0.29% |
| Taxi | 0.00% |
| None- I don't use a vehicle for shopping | 2.46% |

5. DRIVING/BIKING DISTANCES TO DOWNTOWN DAVIS AND TARGET

We measured driving and biking/walking distances between respondents' reported home locations and downtown Davis or the Davis Target. Table 15 shows average distances of the respondents to downtown Davis and the Davis Target as well as the percent of respondents who fall into each distance category. Figures 1-4 show the locations of survey respondents and the distances between their homes and downtown Davis or Target. Results are shown for the 938 respondents whose addresses were successfully geocoded.

Table 15. Driving and Biking/Walking Distances to Downtown Davis and the Davis Target – Percent of Respondents

| Distance (miles) | Driving | Biking/Walking | Driving | Biking/Walking |
|------------------|----------------------------|----------------------------|--------------------|--------------------|
| | Distance to Downtown Davis | Distance to Downtown Davis | Distance to Target | Distance to Target |
| 0-.99 | 9.91% | 9.81% | 3.20% | 4.80% |
| 1-1.99 | 32.41% | 38.91% | 17.16% | 25.80% |
| 2-2.99 | 41.04% | 42.22% | 27.40% | 21.86% |
| 3-3.99 | 14.71% | 6.82% | 11.41% | 17.38% |
| 4-4.99 | 0.64% | | 19.62% | 18.66% |
| 5-5.99 | 0.43% | | 6.50% | 9.28% |
| >6 | 0.85% | | 14.71% | |
| off network | | 2.24% | | 2.24% |
| Average Distance | 2.18 | 1.99 | 3.76 | 2.96 |

Note: Average distance does not include off network points for bike/ped

Table 16 shows the mode share for respondents’ most recent visit to downtown Davis. Of respondents living within 1 mile of downtown, 39 percent drove themselves and 24 percent bicycled. At 1 to 2 miles, driving increases to 64 percent and bicycling drops to 19 percent. By 2 to 3 miles, nearly three-quarters of respondents drive themselves, and only 14 percent bicycled.

Table 16. Mode Share of Respondents’ Most Recent Visit to Downtown Davis by Distance

| Distance to Downtown Davis | % Drove Myself | % Was Driven by Someone Else | | % Took Public Transit | % Bicycled | % Walked | % Other |
|---------------------------------|----------------|------------------------------|-----------------------|-----------------------|------------|----------|---------|
| | | % Drove Myself | % Took Public Transit | | | | |
| Driving Distance Downtown Davis | | | | | | | |
| 0-1 miles (n=93) | 38.71% | 3.23% | 0.00% | 23.66% | 33.33% | 1.08% | |
| 1-2 miles (n=306) | 63.73% | 8.50% | 1.63% | 18.95% | 5.56% | 1.63% | |
| 2-3 miles (n=384) | 73.96% | 7.29% | 1.56% | 13.54% | 3.39% | 0.26% | |
| 3-4 miles (n=138) | 78.99% | 14.49% | 1.45% | 4.35% | 0.72% | 0.00% | |
| 4-5 miles (n=6) | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | |
| 5-6 miles (n=4) | 50.00% | 50.00% | 0.00% | 0.00% | 0.00% | 0.00% | |
| >6 miles (n=8) | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | |
| Biking Distance Downtown Davis | | | | | | | |
| 0-1 miles (n=92) | 38.04% | 3.26% | 0.00% | 23.91% | 33.70% | 1.09% | |
| 1-2 miles (n=367) | 66.49% | 7.63% | 1.91% | 17.17% | 5.45% | 1.36% | |
| 2-3 miles (n=395) | 73.92% | 9.11% | 1.27% | 12.91% | 2.53% | 0.25% | |
| 3-4 miles (n=64) | 79.69% | 14.06% | 1.56% | 3.13% | 1.56% | 0.00% | |
| Off Network (n=21) | 85.71% | 14.29% | 0.00% | 0.00% | 0.00% | 0.00% | |

Figure 1.
Driving Distance to Downtown Davis

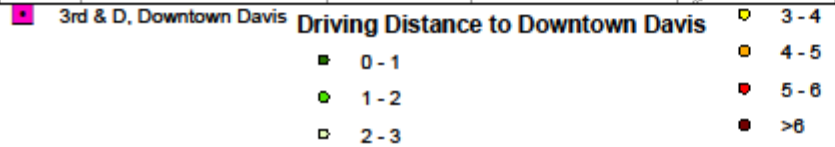
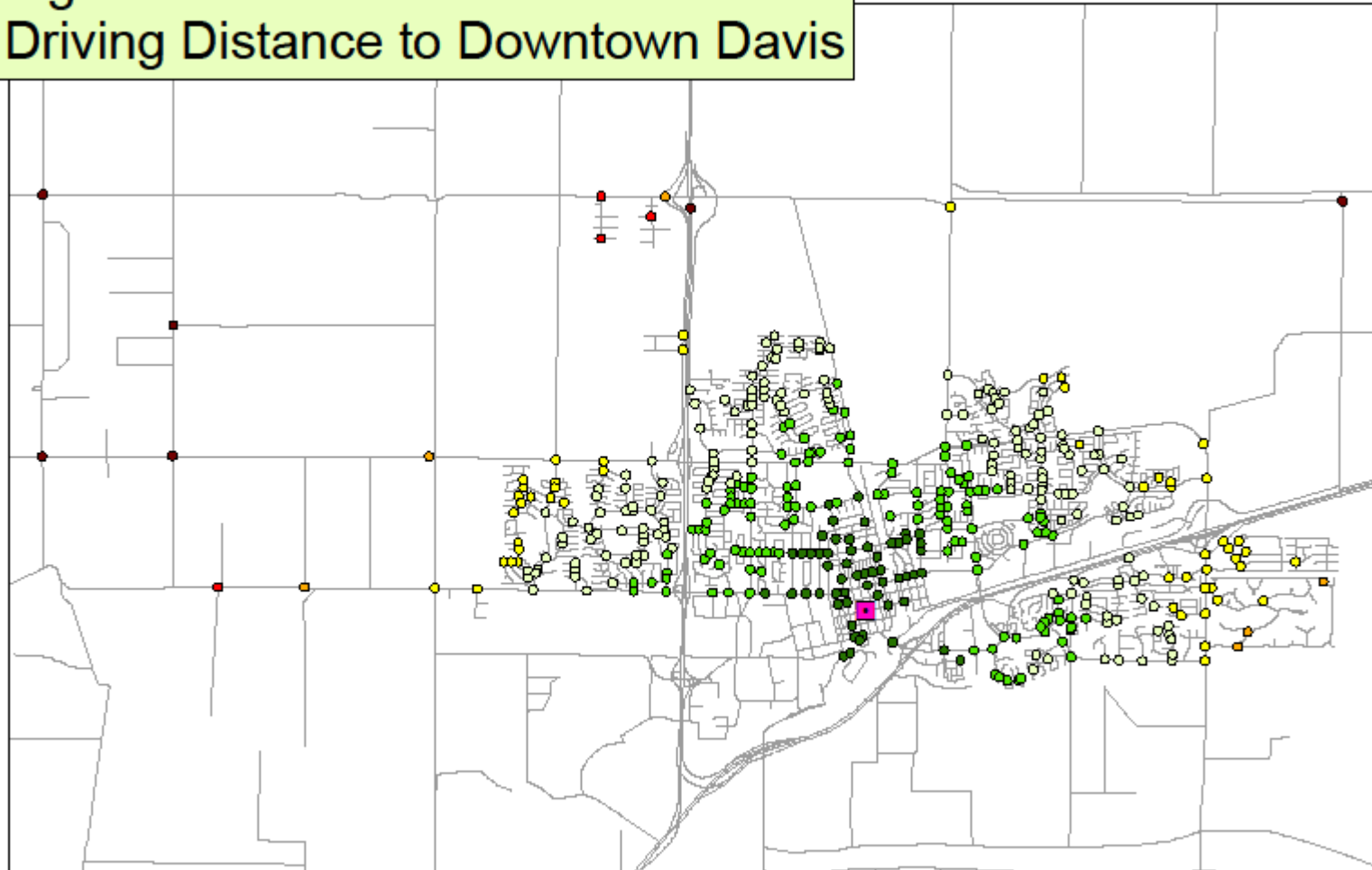


Figure 2.
Biking Distance to Downtown Davis

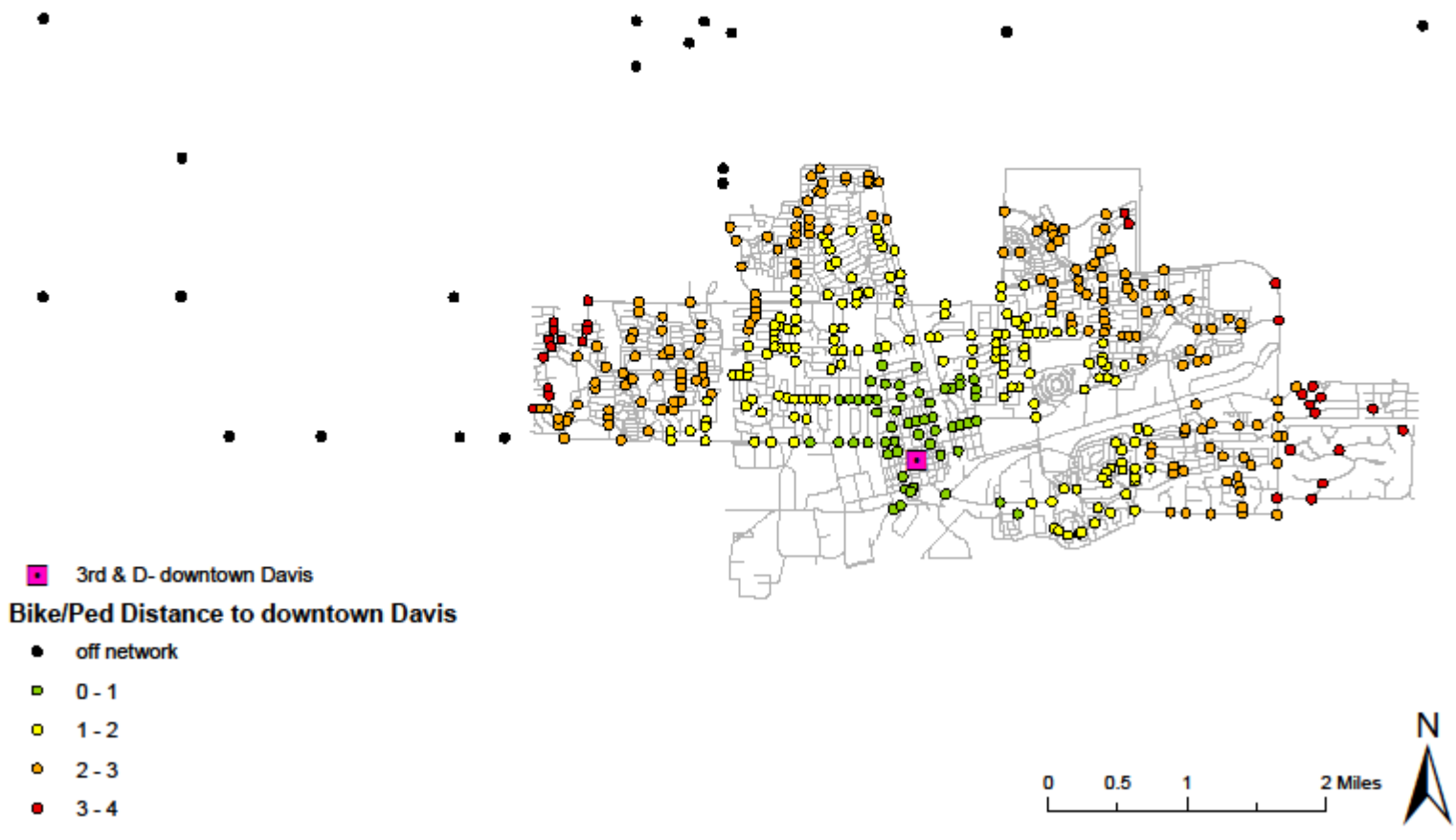
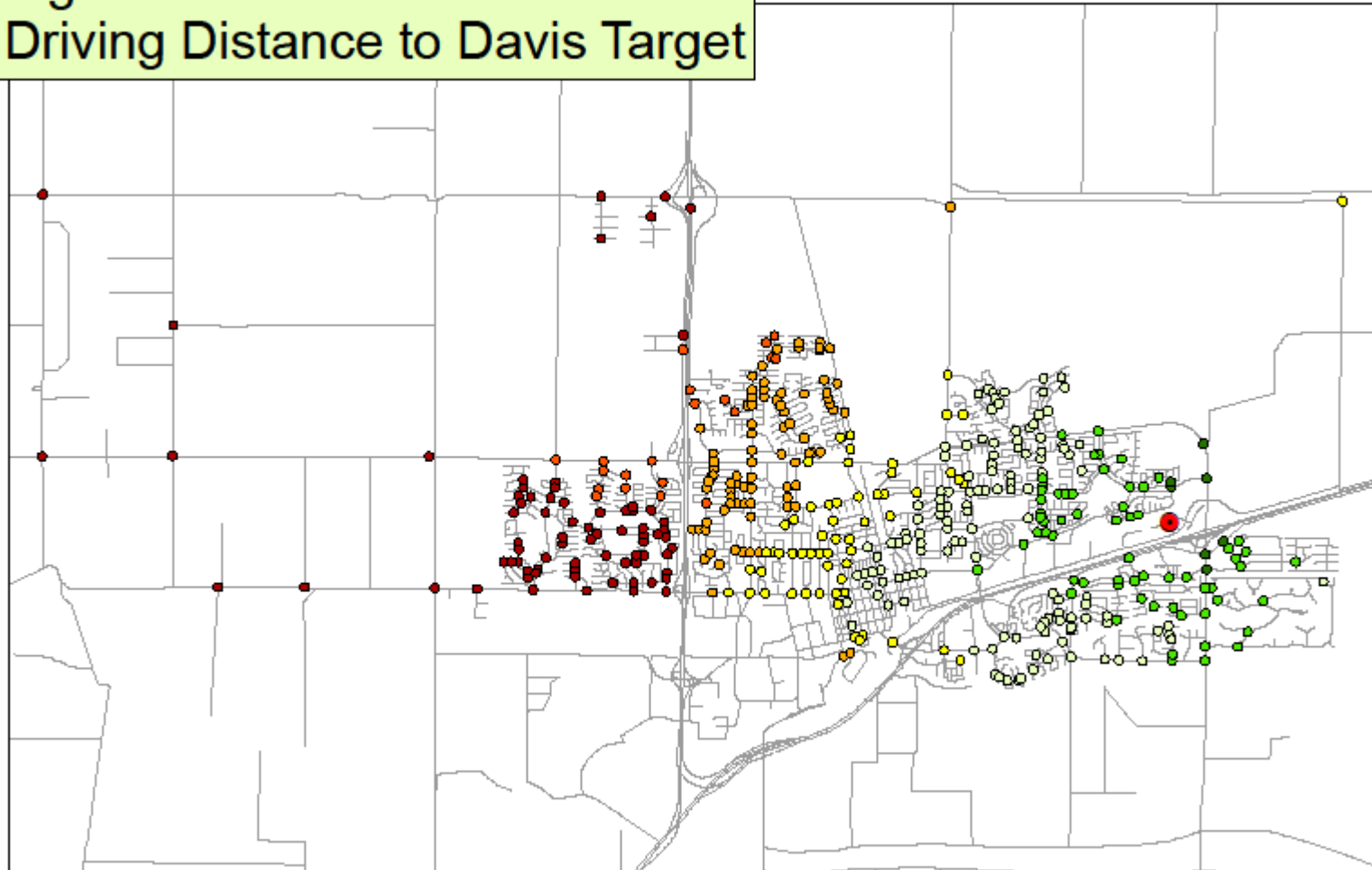


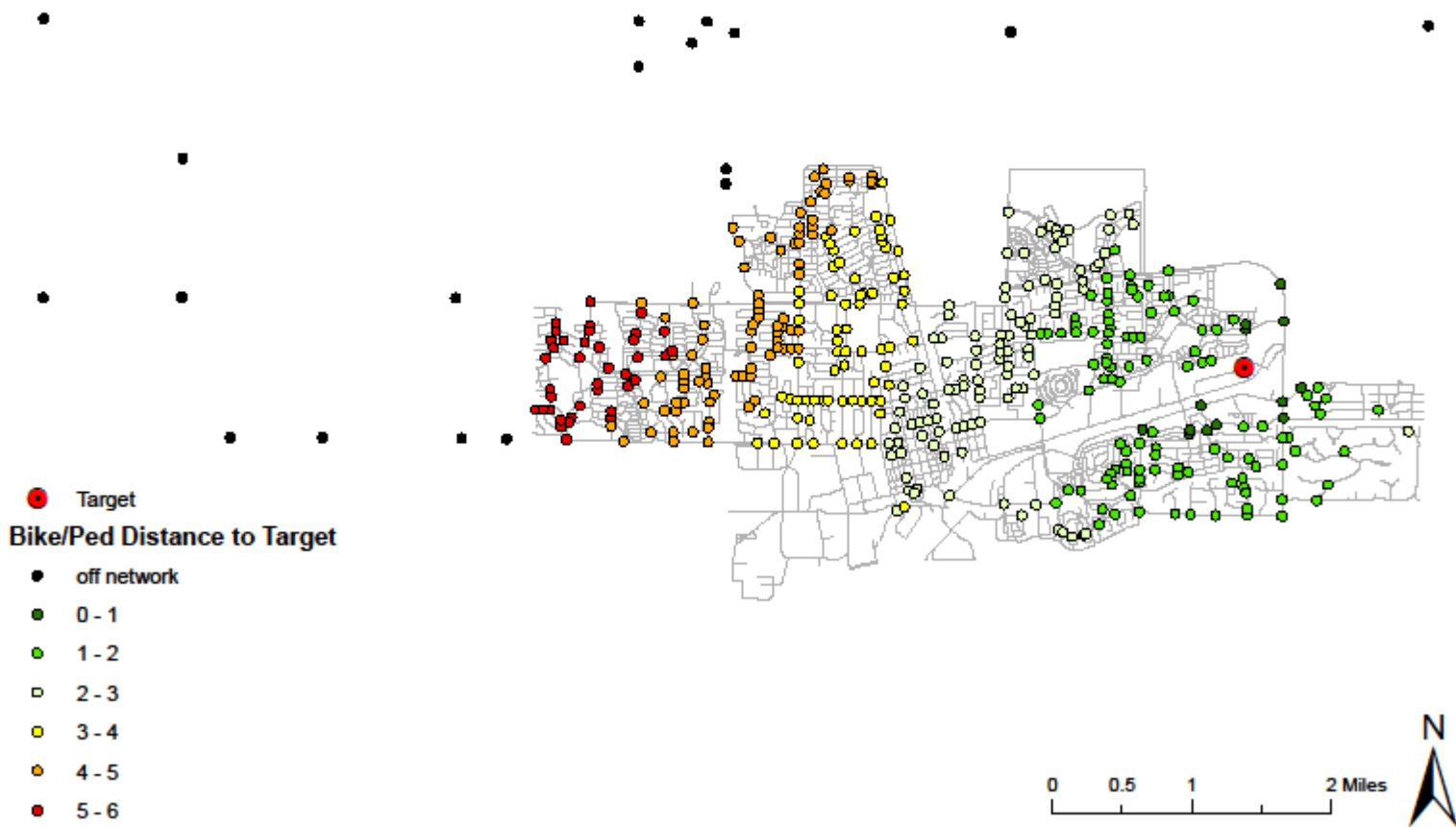
Figure 3.
Driving Distance to Davis Target



- | | | |
|----------|-------|-------|
| ● Target | ● 1-2 | ● 4-5 |
| □ 2-3 | ● 5-6 | |
| ■ 0-1 | ■ 3-4 | ● >6 |



Figure 4.
Biking Distance to Target

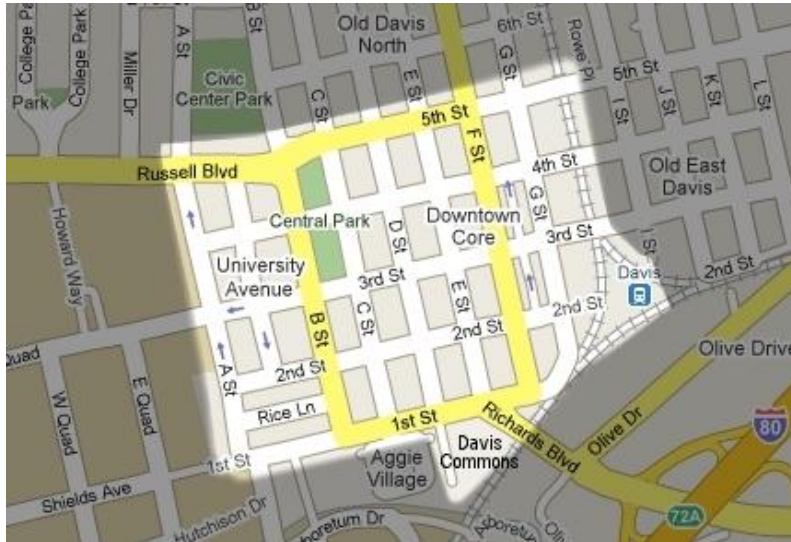


Appendix A: Survey
DAVIS SHOPPING SURVEY

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?

- | | |
|--|---|
| <input type="checkbox"/> 0 - 2 days ago | <input type="checkbox"/> 1 - 2 MONTHS ago |
| <input type="checkbox"/> 3 - 6 days ago | <input type="checkbox"/> 3 - 6 months ago |
| <input type="checkbox"/> 1 - 2 WEEKS ago | <input type="checkbox"/> 7 - 12 months ago |
| <input type="checkbox"/> 3 - 4 weeks ago | <input type="checkbox"/> More than a year ago |

What did you do on your most recent visit to downtown Davis? Please choose *all* that apply:

- | | |
|--|--|
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Banking, medical, beauty, or other services |
| <input type="checkbox"/> Working | <input type="checkbox"/> Movies, music, or theater |
| <input type="checkbox"/> Eating or drinking | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Reading or studying | |

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:

- | | |
|---|--|
| <input type="checkbox"/> Drove myself | <input type="checkbox"/> Walked |
| <input type="checkbox"/> Was driven by someone else | <input type="checkbox"/> Took public transit |
| <input type="checkbox"/> Bicycled | <input type="checkbox"/> 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, 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 downtown Davis* 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 *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 - 4 weeks ago

7 - 12 months ago

3 - 6 days ago

1 - 2 MONTHS ago

1 - 2 WEEKS 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
- 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 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 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

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 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 - 4 weeks ago

3 - 6 days ago

1 - 2 MONTHS ago

1 - 2 WEEKS 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

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 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 - 4 weeks ago

3 - 6 days ago

1 - 2 MONTHS ago

1 - 2 WEEKS 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

Elk Grove

Natomas

Carmichael

Fair Oaks

North Highlands

Citrus Heights

Fairfield

Orangevale

Dixon

Folsom

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
- 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 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 - 6 days ago
- 1 - 2 WEEKS ago
- 3 - 4 weeks ago
- 1 - 2 MONTHS 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)
- 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 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.

| | | | | | | | |
|--|-------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----------|
| Price | inexpensive | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | expensive |
| Product quality | Low | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | high |
| Product selection | Limited | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | broad |
| Hours of operation | Limited | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | extensive |
| Customer interaction | Poor | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | excellent |
| Returning an item | Difficult | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | easy |
| Environmental friendliness | Low | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | high |
| Impact on the Davis economy | Negative | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | positive |
| Driving there | Difficult | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | easy |
| Parking there | Difficult | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | easy |
| Walking there | Difficult | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | easy |
| Biking there | Difficult | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | easy |
| Quality/availability of parking | Low | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | high |

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.

| | | | | | | | |
|---------------------------------|-------------|---|---|---|---|---|-----------|
| Price | inexpensive | 1 | 2 | 3 | 4 | 5 | expensive |
| Product quality | Low | 1 | 2 | 3 | 4 | 5 | high |
| Product selection | Limited | 1 | 2 | 3 | 4 | 5 | broad |
| Hours of operation | Limited | 1 | 2 | 3 | 4 | 5 | extensive |
| Customer interaction | Poor | 1 | 2 | 3 | 4 | 5 | excellent |
| Returning an item | Difficult | 1 | 2 | 3 | 4 | 5 | easy |
| Environmental friendliness | Low | 1 | 2 | 3 | 4 | 5 | high |
| Impact on the Davis economy | Negative | 1 | 2 | 3 | 4 | 5 | positive |
| Driving there | Difficult | 1 | 2 | 3 | 4 | 5 | easy |
| Parking there | Difficult | 1 | 2 | 3 | 4 | 5 | easy |
| Walking there | Difficult | 1 | 2 | 3 | 4 | 5 | easy |
| Biking there | Difficult | 1 | 2 | 3 | 4 | 5 | easy |
| Quality/availability of parking | Low | 1 | 2 | 3 | 4 | 5 | high |

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.

| | | | | | | | |
|-----------------------------|-------------|---|---|---|---|---|-----------|
| Price | inexpensive | 1 | 2 | 3 | 4 | 5 | expensive |
| Product quality | Low | 1 | 2 | 3 | 4 | 5 | high |
| Product selection | Limited | 1 | 2 | 3 | 4 | 5 | broad |
| Hours of operation | Limited | 1 | 2 | 3 | 4 | 5 | extensive |
| Customer interaction | Poor | 1 | 2 | 3 | 4 | 5 | excellent |
| Returning an item | Difficult | 1 | 2 | 3 | 4 | 5 | easy |
| Environmental friendliness | Low | 1 | 2 | 3 | 4 | 5 | high |
| Impact on the Davis economy | Negative | 1 | 2 | 3 | 4 | 5 | positive |
| Driving there | Difficult | 1 | 2 | 3 | 4 | 5 | easy |
| Parking there | Difficult | 1 | 2 | 3 | 4 | 5 | easy |
| Walking there | Difficult | 1 | 2 | 3 | 4 | 5 | easy |
| Biking there | Difficult | 1 | 2 | 3 | 4 | 5 | easy |

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.

| | | | | | | | |
|-----------------------------|-------------|---|---|---|---|---|-----------|
| Price | inexpensive | 1 | 2 | 3 | 4 | 5 | expensive |
| Product quality | Low | 1 | 2 | 3 | 4 | 5 | high |
| Product selection | Limited | 1 | 2 | 3 | 4 | 5 | broad |
| Hours of operation | Limited | 1 | 2 | 3 | 4 | 5 | extensive |
| Customer interaction | Poor | 1 | 2 | 3 | 4 | 5 | excellent |
| Returning an item | Difficult | 1 | 2 | 3 | 4 | 5 | easy |
| Environmental friendliness | Low | 1 | 2 | 3 | 4 | 5 | high |
| Impact on the Davis economy | Negative | 1 | 2 | 3 | 4 | 5 | positive |
| Using shopping websites | Difficult | 1 | 2 | 3 | 4 | 5 | easy |

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.

| | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Neutral</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|--------------------------|-----------------|----------------|--------------|-----------------------|
| Shopping is usually a chore for me. | ? | ? | ? | ? | ? |
| I am willing to pay a little more to buy from locally owned businesses rather than national chains. | ? | ? | ? | ? | ? |
| Carrying purchases home when walking or bicycling is a hassle. | ? | ? | ? | ? | ? |
| I like to track the development of new technology. | ? | ? | ? | ? | ? |
| I follow a regular physical exercise routine. | ? | ? | ? | ? | ? |
| I'm too busy to shop as often or as long as I'd like. | ? | ? | ? | ? | ? |
| It's important to me to get the lowest prices when I buy things. | ? | ? | ? | ? | ? |
| It was a good decision to allow a Target store in Davis. | ? | ? | ? | ? | ? |
| I am generally doing productive or enjoyable things, such as making phone calls or listening to music, while traveling to my daily activities. | ? | ? | ? | ? | ? |
| 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. | ? | ? | ? | ? | ? |
| Computers are more frustrating than they are fun. | ? | ? | ? | ? | ? |
| It's important to shop in Davis to keep the tax revenues here. | ? | ? | ? | ? | ? |
| When I need to buy something, I usually prefer to get it at the closest store possible. | ? | ? | ? | ? | ? |
| I like to stroll through shopping areas. | ? | ? | ? | ? | ? |
| National chain stores do a lot of good by increasing product diversity and keeping costs down. | ? | ? | ? | ? | ? |
| For me, shopping is sometimes an excuse to get out of the house or workplace. | ? | ? | ? | ? | ? |
| When it comes to my day-to-day travel, the only good thing about it is getting to the destination. | ? | ? | ? | ? | ? |
| I am concerned about the effect that the new Target will have on downtown Davis. | ? | ? | ? | ? | ? |
| It's too much trouble to find or take advantage of sales and special offers. | ? | ? | ? | ? | ? |
| Whenever possible, I prefer to walk or bike rather than drive. | ? | ? | ? | ? | ? |
| Shopping travel creates only a negligible amount of pollution. | ? | ? | ? | ? | ? |

| | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Neutral</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| I'm often in a hurry to be somewhere else when I'm shopping. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The internet makes my life more interesting. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Even if I don't end up buying anything, I still enjoy going to stores and browsing. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| We should raise the price of gasoline to reduce congestion and air pollution. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shopping helps me relax. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The new Target will have a negative impact on neighborhoods in East Davis. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I like riding a bike. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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
 3 to 5 years
 6 months to a year
 6 years or more
 1 to 2 years

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
 60% of the time
 20% of the time
 80% of the time
 40% 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
 Get a ride with someone
 A family or household car
 Rented car
 Roommates' car(s)
 Taxi
 Car I borrow from someone else (friend, relative, etc.)
 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:

| Person 1 | Person 2 | Person 3 | Person 4 | Person 5 | Person 6 | Person 7 | Person 8 |
|----------|----------|----------|----------|----------|----------|----------|----------|
| | | | | | | | |

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)
- 2 others
- 3 others
- 4 others
- 5 others
- 6 others
- 7 others
- 8 others
- 9 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>

Appendix B: Introduction Letter
UNIVERSITY OF CALIFORNIA, DAVIS

BERKELEY • DAVIS • IRVINE • LOS ANGELES • RIVERSIDE • SAN DIEGO • SAN FRANCISCO



SANTA BARBARA • SANTA CRUZ

INSTITUTE OF TRANSPORTATION STUDIES
(530) 752-6548 PHONE
(530) 752-6572 FAX

ONE SHIELDS AVENUE
DAVIS, CALIFORNIA 95616

September 21, 2009

Dear Davis resident,

Nearly everyone does some shopping from time to time, whether for groceries, music, clothing, tools, or other items. The Sustainable Transportation Center at the University of California, Davis is conducting a study to learn more about how people shop – whether in Davis, outside Davis, or over the internet. By improving our knowledge about shopping trends, we can better predict future shopping patterns, and understand what it may mean for land development and traffic patterns in cities.

We are hoping that you will be able to help, by sharing your own views and experiences with us. Your address was randomly selected within Davis. Your participation is entirely voluntary and confidential: responses will never be linked to individuals in our analyses.

Because we are only sending this invitation to a small sample, your response is extremely important. We are interested in your answer to each question *regardless of how much or how little you shop or what you shop for*.

The survey is being conducted using the internet. To complete the survey, please enter the address <http://survey.its.ucdavis.edu/> into your favorite web browser (such as Internet Explorer, Firefox, or AOL). If you would rather complete a paper version of the survey, please contact us as indicated below and we will be happy to mail one to you with a postage-paid business reply envelope.

To help us randomly select the respondent to this survey, we are asking that the adult (18 years or older) in your household whose birthday is closest to September 1st complete the survey. If that person is unwilling to complete the survey, another adult in the household is welcome to do so. The survey should take about 20 minutes to complete (depending on connection speed), and we think you'll find it interesting and fun to do.

Everyone who completes the survey by **October 1, 2009** will be entered into a drawing for **five cash prizes of \$100 each**. Because of the limited number of surveys that will be completed, your chances of winning will seldom be higher! If you are unable to fill out the questionnaire by October 1, 2009, please complete it as soon as possible.

Thank you in advance for your participation in this valuable study. If you are interested in our results, they will appear in the future on our web site at <http://stc.ucdavis.edu>. If you have any questions, feel free to contact me at (530) 752-5878 or slhandy@ucdavis.edu, or my assistant Ms. Kristin Lovejoy at (530) 752-6947 or kelovejoy@ucdavis.edu.

Sincerely,

A handwritten signature in cursive script, appearing to read "S. Handy".

Professor Susan Handy, Project Director
Professor, Department of Environmental Science and Policy
Director, Sustainable Transportation Center

Appendix C: Follow-up Postcard

Dear Davis Resident,

Last week you received a letter asking you to take our shopping survey. If you have not yet completed the survey, *it is not too late!*

How to take the survey:

- Visit our website at <http://survey.its.ucdavis.edu/>, or
- Contact us and we'll send you a paper copy with a stamped return envelope.

The survey will take about 20 minutes. If you respond by October 10, 2009 you will be *entered in the cash drawing for five \$100 cash prizes!*

If you have any questions or problems, please call me at 752-5878 or my assistant, Kristin Lovejoy, at 754-6947, or contact us via email at shoppingsurvey@ucdavis.edu. If you've already completed the survey, thank you for contributing to our research!

- Susan Handy, Project Director



Appendix D: Stores Shopped at in Downtown Davis

Stores Shopped at in Downtown Davis

| Store name | Number | Percent |
|---|--------|---------|
| Antique, unspecified | 2 | 0.21% |
| Antiques Plus Sell & Buy | 2 | 0.21% |
| Art, unspecified | 1 | 0.11% |
| A Better Place to Bead | 5 | 0.53% |
| Paint Chip | 21 | 2.24% |
| The Artery | 14 | 1.49% |
| Bank, unspecified | 9 | 0.96% |
| Bank of America | 10 | 1.06% |
| Chase/ Washington Mutual | 5 | 0.53% |
| First Northern Bank | 1 | 0.11% |
| Golden 1 Credit Union | 5 | 0.53% |
| Premier West Bank/ Wachovia/ World Savings Bank | 3 | 0.32% |
| Union Bank of California | 4 | 0.43% |
| US Bank | 3 | 0.32% |
| USE Credit Union | 2 | 0.21% |
| Wells Fargo Bank | 5 | 0.53% |
| Bikes unspecified | 8 | 0.85% |
| Apex Cycles | 1 | 0.11% |
| B & L Bike | 16 | 1.70% |
| Freewheeler | 11 | 1.17% |
| Ken's Bike & Ski | 10 | 1.06% |
| Wheelworks | 10 | 1.06% |
| Books, unspecified | 7 | 0.75% |
| Avid Reader | 69 | 7.35% |
| Borders | 187 | 19.91% |
| unspecified car wash | 1 | 0.11% |
| Cable Car Wash (3rd & H) | 2 | 0.21% |
| Cards- unspecified | 1 | 0.11% |
| Papyrus | 9 | 0.96% |
| AT&T | 12 | 1.28% |
| Clothes- unspecified | 5 | 0.53% |
| Five Figs | 7 | 0.75% |
| Gap | 47 | 5.01% |
| Nina and Tom | 1 | 0.11% |

| | | |
|--|----|-------|
| Pinkadot | 7 | 0.75% |
| Preeti Girl | 2 | 0.21% |
| Renew Denim | 4 | 0.43% |
| Riki | 9 | 0.96% |
| Samira's | 1 | 0.11% |
| The Wardrobe | 15 | 1.60% |
| James Anthony Men's Wear | 4 | 0.43% |
| Ground Zero | 2 | 0.21% |
| Outdoor Davis | 34 | 3.62% |
| Cloud Forest Café | 3 | 0.32% |
| Peet's Coffee & Tea | 13 | 1.38% |
| Starbucks | 9 | 0.96% |
| Drom's Comics and Cards | 2 | 0.21% |
| unspecified consignment | 1 | 0.11% |
| unspecified cosmetic | 1 | 0.11% |
| Bath & Body Works | 20 | 2.13% |
| unspecified entertainment | 1 | 0.11% |
| Blockbuster | 17 | 1.81% |
| Regal Cinemas Davis Holiday 6 (F st.) | 1 | 0.11% |
| Regal Cinemas Davis Stadium 5 (G st.) | 1 | 0.11% |
| Mengali's Florist | 1 | 0.11% |
| Fast and Easy Mart | 1 | 0.11% |
| unspecified furniture | 2 | 0.21% |
| Comfy Mattress & Furniture/Sit Sleep & More (E st.) | 1 | 0.11% |
| Sleep Center (2nd and F) | 1 | 0.11% |
| Bizarro World | 2 | 0.21% |
| unspecified gifts | 1 | 0.11% |
| Aquarius | 6 | 0.64% |
| Carousel Stationary & Gifts | 1 | 0.11% |
| Himalaya Gifts | 2 | 0.21% |
| The Naturalist | 24 | 2.56% |
| Tibet Nepal | 3 | 0.32% |
| Farmer's Market | 9 | 0.96% |
| Kim's Mart Asian Food | 4 | 0.43% |

| | | |
|-------------------------------------|-----|--------|
| Natural Food Works/Farmer's Kitchen | 2 | 0.21% |
| Luci's Salon | 1 | 0.11% |
| Resler Brothers Barber Shop (?) | 1 | 0.11% |
| Salon Blonde | 1 | 0.11% |
| Strands Salon | 1 | 0.11% |
| Style Lounge | 2 | 0.21% |
| Tangles | 1 | 0.11% |
| Y2K Hair & Nails | 1 | 0.11% |
| unspecified hardware | 1 | 0.11% |
| Hibbert Lumber | 41 | 4.37% |
| Ace Hardware (Davis Lumber) | 582 | 61.98% |
| unspecified home | 1 | 0.11% |
| Crème de la Crème | 5 | 0.53% |
| Nestware | 9 | 0.96% |
| unspecified ice cream | 1 | 0.11% |
| Baskin Robbins | 3 | 0.32% |
| Davis Gold and Silver | 2 | 0.21% |
| De Luna Jewelers | 6 | 0.64% |
| unspecified kids | 1 | 0.11% |
| Just KIDDing | 12 | 1.28% |
| Mother & Baby Source | 15 | 1.60% |
| unspecified laundry/dry cleaners | 1 | 0.11% |
| Swanson's Cleaners | 1 | 0.11% |
| unspecified medical | 2 | 0.21% |
| Duramed (5th and G) | 2 | 0.21% |
| Helmus Optometry | 2 | 0.21% |
| unspecified music | 1 | 0.11% |
| Armadillo Music | 13 | 1.38% |
| Dimple | 17 | 1.81% |
| Watermelon Music | 26 | 2.77% |
| unspecified news | 4 | 0.43% |
| Newsbeat | 19 | 2.02% |
| Cartridge World (Ink Cartridge?) | 1 | 0.11% |
| City of Davis Offices (5th and B) | 1 | 0.11% |

| | | |
|--|----|-------|
| Copyland | 1 | 0.11% |
| Fed-Ex/Kinkos | 9 | 0.96% |
| PDQ | 2 | 0.21% |
| Post Office | 3 | 0.32% |
| unspecified restaurant | 4 | 0.43% |
| Ali Baba | 1 | 0.11% |
| Bistro 33 | 3 | 0.32% |
| Burgers and Brew | 1 | 0.11% |
| Crepeville | 2 | 0.21% |
| Davis Noodle City | 1 | 0.11% |
| Davis Sushi | 1 | 0.11% |
| El Mariachi | 1 | 0.11% |
| Fuji | 2 | 0.21% |
| Great Wall of China | 1 | 0.11% |
| Jamba Juice | 1 | 0.11% |
| KetMoRee | 1 | 0.11% |
| Little Prague | 1 | 0.11% |
| Pluto's | 2 | 0.21% |
| Posh Bagel | 3 | 0.32% |
| Seasons | 1 | 0.11% |
| Silver Dragon Restaurant | 1 | 0.11% |
| Steve's Place Pizza | 2 | 0.21% |
| Thai Bistro | 1 | 0.11% |
| Tucos | 1 | 0.11% |
| Village Bakery | 2 | 0.21% |
| Woodstocks | 3 | 0.32% |
| Zia's Deli | 1 | 0.11% |
| Chipotle | 2 | 0.21% |
| Jack in the Box | 2 | 0.21% |
| Subway | 1 | 0.11% |
| unspecified shoes | 3 | 0.32% |
| Generations Family Footwear/ 2nd street Shuz | 4 | 0.43% |
| Shuz | 14 | 1.49% |
| unspecified sports | 2 | 0.21% |
| Davis Sport Shop | 10 | 1.06% |
| Fleet Feet | 36 | 3.83% |
| Soccer & Lifestyle | 11 | 1.17% |
| Volley's Tennis | 6 | 0.64% |
| Han's Tailor | 1 | 0.11% |

| | | |
|---|-----|-------|
| unspecified thrift | 2 | 0.21% |
| SPCA Thrift Store | 15 | 1.60% |
| unspecified toys | 4 | 0.43% |
| Alphabet Moon | 34 | 3.62% |
| Davis Awards & Watchworks | 1 | 0.11% |
| unspecified yogurt | 3 | 0.32% |
| Cultive | 6 | 0.64% |
| Yogurt Shack | 1 | 0.11% |
| Kwan's Framing (3rd & I) | 1 | 0.11% |
| Midtown Animal Clinic (behind dairy queen) | 1 | 0.11% |
| garden- unspecified | 1 | 0.11% |
| many/other sotres/don't know names/don't remember | 5 | 0.53% |
| not in downtown | 72 | 7.67% |
| Total # respondents | 939 | |