

# Appendix A: Survey Instrument

Q: Q1Reside

Do you consider the greater Coeur d'Alene area to be your primary or secondary residence?

1. Primary Residence
2. Secondary Residence
8. (Don't know)
9. (Refused)

Q: Q2NumYrs

For how many years have you been living in the greater Coeur d'Alene area?  
[888 = Dont know, 999 = Refused]

Q: Q3Reason

Why did you move to this area?  
[READ AS OPEN ENDED, TRANSCRIBE ANSWER, SELECT CATEGORY]

1. Job/career
2. Scenic beauty/environment
3. Moved here as a child
4. Attended school here
5. Born here
6. To be near family
7. Climate
8. Retired here
9. Wanted to live in more rural area
10. Other/not listed above
11. (Don't know)
12. (Refused)

Q: Q4Strength

What, in your opinion, is greater Coeur d'Alene's greatest strength as a place to live?  
[READ AS OPEN ENDED, TRANSCRIBE ANSWER, SELECT CATEGORY]

1. Climate
2. Affordability
3. Good place to retire
4. Trails and recreation
5. Scenic beauty/environment
6. Clean air/water
7. Low taxes
8. Good quality of life
9. Good schools
10. Availability of jobs
11. Health care
12. Cultural opportunities
13. Family values
14. Other/not listed above
15. (Don't know)
16. (Refused)

Q: Q5Weakness

What, in your opinion, is greater Coeur d'Alene's greatest weakness as a place to live?  
[READ AS OPEN ENDED, TRANSCRIBE ANSWER, SELECT CATEGORY]

1. Low paying jobs
2. Lack of diversity of jobs
3. Cost of living
4. Crime
5. Tourism
6. Lack of affordability
7. Cost of housing
8. High taxes
9. Not enough cultural or arts activities
10. Poor schools
11. Traffic congestion
12. Inadequate community planning
13. Local Government leadership
14. Other/not listed above

15. (Don't know)
16. (Refused)

Q: Q6Issues

In your opinion, what is the most important issue currently facing greater Coeur d'Alene today?  
[READ AS OPEN ENDED, TRANSCRIBE ANSWER, SELECT CATEGORY]

1. Lack of living wage jobs
2. Lack of diversity of jobs
3. Lack of professional opportunities
4. Outsider/tourist use of facilities
5. Too many tourists
8. High taxes
9. Environmental protection
11. Population growth
12. Traffic congestion
13. Local government leadership
14. Other/not listed above
15. (Don't know)
16. (Refused)

Q: Q7TimeLived

In the time you've been here, do you think greater Coeur d'Alene has become a better place to live, a worse place, or has it stayed the same?

1. Much better
2. Somewhat better
3. Stayed the same
4. Somewhat worse
5. Much worse
8. (Don't Know)
9. (Refused)

Q: Q7aWhy

Why is that?

Q: Q8Future

In the future, do you think greater Coeur d'Alene will become a better place to live, a worse place, or will it stay the same?

1. Much better
2. Somewhat better
3. Stay the same
4. Somewhat worse
5. Much worse
8. (Don't Know)
9. (Refused)

Q: Q8aWhy

Why is that?

Q: ImplIntro

Now I'm going to read a list of qualities that people use to evaluate their communities. Please tell me how important each quality is to you. Please tell me if each quality is very important, somewhat important, somewhat unimportant or very unimportant to you.

Q: Q9ImpSch

Quality of primary and secondary schools

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant

- 4. Very Unimportant
- 8. (Don't know)
- 9. (Refused)

Q: Q10ImpSmall

Small town feel

- 1. Very Important
- 2. Somewhat Important
- 3. Somewhat Unimportant
- 4. Very Unimportant
- 8. (Don't know)
- 9. (Refused)

Q: Q11ImpRaise

Good place to raise children

- 1. Very Important
- 2. Somewhat Important
- 3. Somewhat Unimportant
- 4. Very Unimportant
- 8. (Don't know)
- 9. (Refused)

Q: Q12ImpWage

Availability of living-wage jobs

- 1. Very Important
- 2. Somewhat Important
- 3. Somewhat Unimportant
- 4. Very Unimportant
- 8. (Don't know)

9. (Refused)

Q: Q13ImpDivJob

Diversity of jobs and professional opportunities

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q14ImpNat

Natural environment

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q15ImpRec

Availability of parks, trails, and recreational opportunities

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q16ImpShop

Availability of shopping

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q17ImpHeal

Quality health care

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q18ImpSafe

Safe, crime free neighborhoods

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q19ImpRela

Good relations between people from different cultural backgrounds

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q20ImpSoc

Availability of social services (such as health, nutrition, and family assistance programs etc.)

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q21ImpBus

Good place to own or run a business

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q22ImpHou



Availability of affordable housing

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q23ImpArt

Availability of the arts, including music, theater, and dance

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q24ImpAirWat

Air and water quality

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q25ImpGov

Quality of local government leadership

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q26ImpDial

Respectful dialogue and cooperation among community leaders

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q27ImpInvo

Community involvement in local government and decision-making

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q28ImpPlan

Well-planned city

1. Very Important

2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q29ImpTour

Being friendly to tourists

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q30ImpTax

Assessing service taxes on tourists (e.g. bed tax)

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: Q31ImpTraf

Lack of traffic congestion

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant

- 4. Very Unimportant
- 8. (Don't know)
- 9. (Refused)

Q: Q32ImpBike

Availability of bike paths and trails

- 1. Very Important
- 2. Somewhat Important
- 3. Somewhat Unimportant
- 4. Very Unimportant
- 8. (Don't know)
- 9. (Refused)

Q: Q33ImpTrans

Availability of public transportation, such as buses or car pools

- 1. Very Important
- 2. Somewhat Important
- 3. Somewhat Unimportant
- 4. Very Unimportant
- 8. (Don't know)
- 9. (Refused)

Q: Q34ImpAirport

Proximity to major airport

- 1. Very Important
- 2. Somewhat Important
- 3. Somewhat Unimportant
- 4. Very Unimportant
- 8. (Don't know)

9. (Refused)

Q: Q35ImpInter

Access to high speed Internet

1. Very Important
2. Somewhat Important
3. Somewhat Unimportant
4. Very Unimportant
8. (Don't know)
9. (Refused)

Q: RateIntro

Now I will read the list of qualities once again. This time, I would like you to tell me how you would rate greater Coeur d'Alene for each quality: Very Good, Good, Fair, Poor, Very Poor

Q: Q36RateSch

Quality of primary and secondary schools

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q37RateSmall

Small town feel

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q38RateRaise

Good place to raise children

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q39RateWage

Availability of living-wage jobs

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q40RateDivJob

Diversity of jobs and professional opportunities

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q41RateNat

Natural environment

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q42RateRec

Availability of parks, trails and recreational opportunities

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q43RateShop

Availability of shopping

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q44RateHeal

Quality health care

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q45RateSafe

Safe, crime free neighborhoods

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)



9. (Refused)

Q: Q46RateRela

Good relations between people from different cultural backgrounds

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q47RateSoc

Availability of social services (such as health, nutrition, and family assistance programs etc.)

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q48RateBus

Good place to own or run a business

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor

- 8. (Don't know)
- 9. (Refused)

Q: Q49RateHou

Availability of affordable housing

- 1. Very Good
- 2. Good
- 3. Fair
- 4. Poor
- 5. Very Poor
- 8. (Don't know)
- 9. (Refused)

Q: Q50RateArt

Availability of the arts, including music, theater, and dance.

- 1. Very Good
- 2. Good
- 3. Fair
- 4. Poor
- 5. Very Poor
- 8. (Don't know)
- 9. (Refused)

Q: Q51RateAirWat

Air and water quality

- 1. Very Good
- 2. Good
- 3. Fair
- 4. Poor

5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q52RateGov

Quality of local government leadership

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q53RateDial

Respectful dialogue and cooperation among community leaders

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q54RateInvo

Community involvement in local government and decision-making

1. Very Good
2. Good
3. Fair

4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q55RatePlan

Well-planned city

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q56RateTour

Being friendly to tourists

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q57RateTax

Assessing service taxes on tourists (e.g. bed tax)

1. Very Good
2. Good

3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q58RateTraf

Lack of traffic congestion

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q59RateBike

Availability of bike paths and trails

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q60RateTrans

Availability of public transportation, such as buses or car pools

1. Very Good

2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q61RateAirport

Proximity to major airport

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q62RateInter

Access to high speed Internet

1. Very Good
2. Good
3. Fair
4. Poor
5. Very Poor
8. (Don't know)
9. (Refused)

Q: Q63Vision

When you think of the future of the greater Coeur d'Alene area, what is your vision for the community?

Q: Q64OneThing

In your opinion, what one thing can the greater Coeur d'Alene area do in order to grow and develop in a way that meets your expectations for the future? (Can mark more than one)  
[READ AS OPEN ENDED, TRANSCRIBE ANSWER, SELECT CATEGORY]

1. Control or manage growth
2. Improve public education
3. Protect open spaces and the environment
4. Increase the number of available jobs
5. Improve community planning
6. Create a better business climate
7. Build affordable housing
8. Control traffic/improve roads
9. Improve public transportation
11. Lower taxes
12. Other/not listed above
13. (Don't know)
14. (Refused)

Q: Q65RightNow

What can greater Coeur d'Alene do you make your life better right now?

Q: Q66RegVote

Are you registered to vote at your current address?

1. Yes
2. No
3. (Don't Recall/Not Sure)
4. (Refused)

Q: Q67CityLimits

Do you live within Coeur d'Alene city limits or outside the city limits?

1. Within Coeur d'Alene city limits
2. Outside city limits
3. (Don't Know)
4. (Refused)

Q: Q68Housing

What is your current housing arrangement?

1. I am a home owner
2. I rent
3. I live with another person (not a spouse) who pays the cost of my housing
4. I live in a dorm, nursing home, or other group facility
5. Other (specify)
9. (Refused)

Q: Q69Occ

What is your current occupation status?

1. Employed full-time
2. Employed part-time
3. Full-time student
4. Serving on active duty in the Armed Services
5. Full-time homemaker
6. Holding a job, but on temporary layoff from work or waiting to report
7. Looking for work
8. Retired
9. Disabled
10. Other (specify)
11. (Refused)



Q: Q70Ed

What is the highest level of education that you have completed?

1. Less Than High School (no diploma)
2. High School Graduate or GED
3. Some College
4. Associates' Degree
5. Bachelor's Degree
6. Graduate or Professional Degree
9. (Refused)

Q: Q71YearBorn

What year were you born? [9999 = Refused]

Q: Q72Race

Which of the following categories describes your race or ethnicity? [Respondents can mark more than one]

1. African American
2. American Indian
3. Asian/Pacific Islander
4. Hispanic/Latino/a
5. White Caucasian
6. Other (please specify)
9. Refused (don't read)

Q: Q73NumAd

How many adults over the age of 18 live in your household?  
[999 = Refused]

Q: Q74NumChil

How many children under the age of 18 live in your household?  
[999 = Refused]

Q: Q75Political

In general, would you describe your political views as...

1. Very conservative
2. Conservative
3. Moderate
4. Liberal
5. Very liberal
9. (Refused)

Q: Q76Party

In politics today, do you consider yourself a Republican, Democrat, or Independent?

1. Republican
2. Democrat
3. Independent/no preference/other
8. (Don't know)
9. (Refused)

Q: Q77Income

Please stop me when I reach the category that best describes your total household income.

1. Less than \$15,000
2. Between \$15,000 and \$24,999
3. Between \$25,000 and \$34,999
4. Between \$35,000 and \$49,999
5. Between \$50,000 and \$74,999
6. Between \$75,000 and \$99,999
7. More than \$100,000

9. (Refused)

Q: Q78Landline

How many landline telephone numbers do you have in your household?  
[999 = Refused]

Q: Q79Cell

How many cell phone numbers do you have in your household?  
[999 = Refused]

Q: Q80Sex

[INTERVIEWER=DO NOT ASK]

1. Male
2. Female

Q: THANKS

That's all the questions I have for you today.  
Do you have anything else you'd like to add?