

Introduction

The Washtenaw and Livingston line (WALLY) is a proposed commuter rail service between Howell, Michigan and Ann Arbor. As part of WALLY's development a consumer survey was conducted with residents in Washtenaw County who resided in an area defined by the rail corridor and the City of Ann Arbor. The survey information and findings would guide the development of the public information/education program, and provide the benchmark for evaluating the success of those efforts.

The survey was a random sample of adults (18 years or older) residing in Washtenaw County and in an area defined by both zip code and city/township of their residence. This area included the City of Ann Arbor and the townships of Northfield and Ann Arbor. People were also screened for residence in one of the following zip codes: 48103-48109, 48189 and 48198. These represented the WALLY service area, where the proposed service would draw most of its ridership or community interest.

The questionnaire included a number of topics to gauge interest in the project and the factors most important to citizens when considering their support for WALLY. A total of 101 adults were interviewed. While not a large enough number of interviews to pinpoint statistical significance or estimate ridership, the data will establish benchmarks, reveal trends and provide inferences that are extremely valuable for the development of a public information and education program.

This memo presents the results of the data tabulations and analysis, and implications for the development of a communications program. The results are organized by topics representing important findings. The questionnaire and complete data file have been enclosed as attachments.

Significant Findings

Only Half of the Public Know About WALLY (and what they do know is not much)

One-in-two residents in the WALLY service area in Washtenaw County have heard about the project. This implies some part of the public information and education program must include strategies to generate increased project awareness. These strategies should be targeted toward residents who are younger, in this case defined as anyone under the age of 44, as project awareness is very low in this group (23% for those age 44 and under).

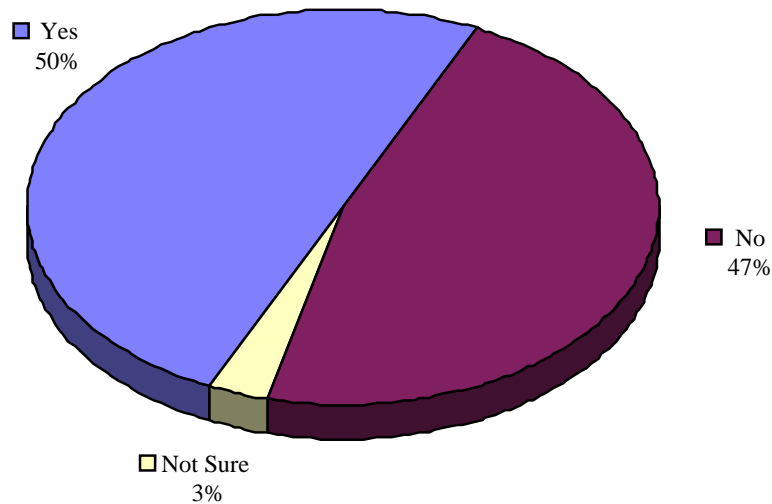
- Project awareness is equal among men and women.
- Awareness is highest among retirees (59%), but it could be higher.
- Among those who are aware of the project, 74% approve of its development, no different than project approval ratings when the project was described to the interviewees.
- Project awareness is slightly lower among people who want an aggressive approach to solutions to traffic congestion.

Based on the responses to the question 'what have you heard', there is a lot of work to do on public education about the project. A number of

people believe the project is in some sort of difficulty, or lack understanding of the basics of the proposal.

WALLY Awareness, Washtenaw County, 2009

'Have you heard of the transportation project called WALLY, the commuter rail service proposed between Howell and Ann Arbor?'



'What have you heard about WALLY?'

- Company out of Whitmore Lake wanted to use hydrogen powering trains

- Heard it was going from Howell to Ann Arbor
- Previous Manager of Northfield was very active in getting million dollar price tag
- I heard a proposal was made but having a tough time financing
- Had read that it would run from Howell to AA for commuters
- That it was proposed, but I thought it was going to Detroit
- I only heard that the project wasn't doing to well
- It would start in Howell and use railroad tracks
- I heard it would offer an alternative for transportation

- Will use existing tracks but would have to build new stations and improve the rails
- Just that they wanted to do it
- It would bring workers into Ann Arbor and the University. Cars would not clog up the streets
- An introduction piece that they were thinking about doing it
- Read something but don't remember what
- Don't remember
- I heard they are trying to get a train system going but it will not happen unless they can show the usage before moving forward
- I heard a train would go north to Washtenaw County which would link us with Howell
- Its on hold right now, has some problems
- Its been proposed but funding the project would be a problem
- I heard they were going to do it
- Something about a train going north
- They want the project but they are having trouble getting it going
- They were thinking about it and the parameters
- Don't remember
- I heard they are considering a train system that would stop in Ann Arbor. I also heard that there were problems with it
- Nothing much I read about it, but I don't take much interest in it I won't be using it
- I heard there was supposed to be a train service but it was not in service yet
- Heard there was a proposed train system in the works
- I heard something about it but I don't know the details. I have heard it died due to lack of money
- Heard they want to put a train system in. I am against it; the money could be used for other important things like improving roads and bridges. It is a waste of money especially under the economic condition
- They want to use the rails we already have for the train. It will go from Chicago to Michigan
- Read its something being discussed/considered
- That it has been proposed, but don't know if the money is there for it
- I wish they would so something and not just all these studies
- Heard something about it but can't remember what
- One more transit to add to what is already available
- I heard they are doing something but what I don't know
- I read in the newspaper they may have a train going north and south
- Heard they were trying to put something together

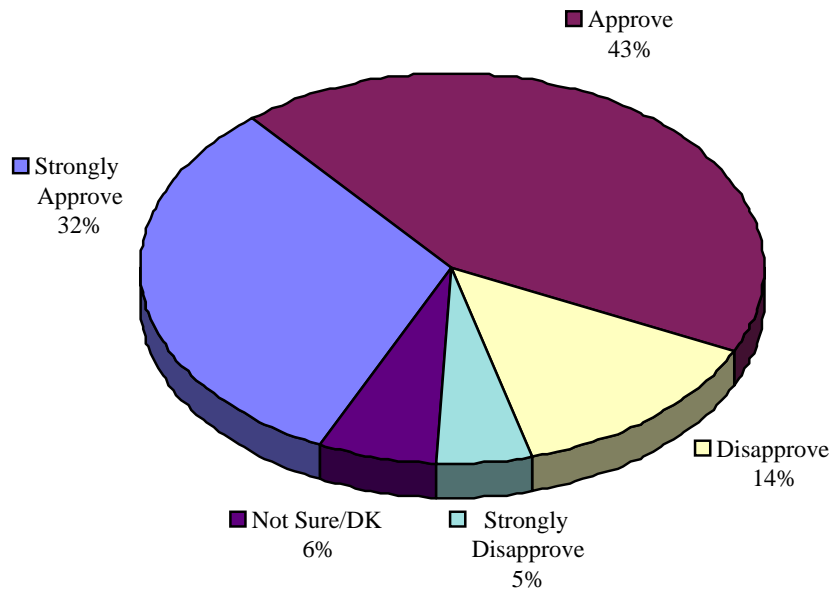
- Nothing much, train proposal going from Hwy 23 to Ann Arbor
- Heard there may be a train gong from Howell to Ann Arbor
- Just that it was contemplated
- Heard it was under development
- Hear it would stop in Whitmore Lake
- Just heard they were thinking about doing it
- Remember the subject but not the details
- That it is proposed but I don't know the details

Public Support for WALLY Development

To gauge public support, a statement is read that describes the project so those previously unaware of the project have the opportunity to state their opinion. The results show a very positive approval rating of 75%, split by 32% Strong Approval and 43% Approval. By comparison the approval rating in Livingston County was 80%. The split in Livingston County was 43% Strong Approval and 37% Approval, or close to the opposite of Washtenaw results. Project Awareness was also higher in Livingston County (63%).

WALLY Support, Washtenaw County, 2009

'WALLY is a proposed passenger train service that would operate on existing railroad tracks between Howell and Ann Arbor. There would be stations located in Howell, Genoa Township, Hamburg, Whitmore Lake and Ann Arbor. Trains would operate during commute hours. Please tell me if you Strongly Approve, Approve, Disapprove or Strongly Disapprove of the development of this new service?'

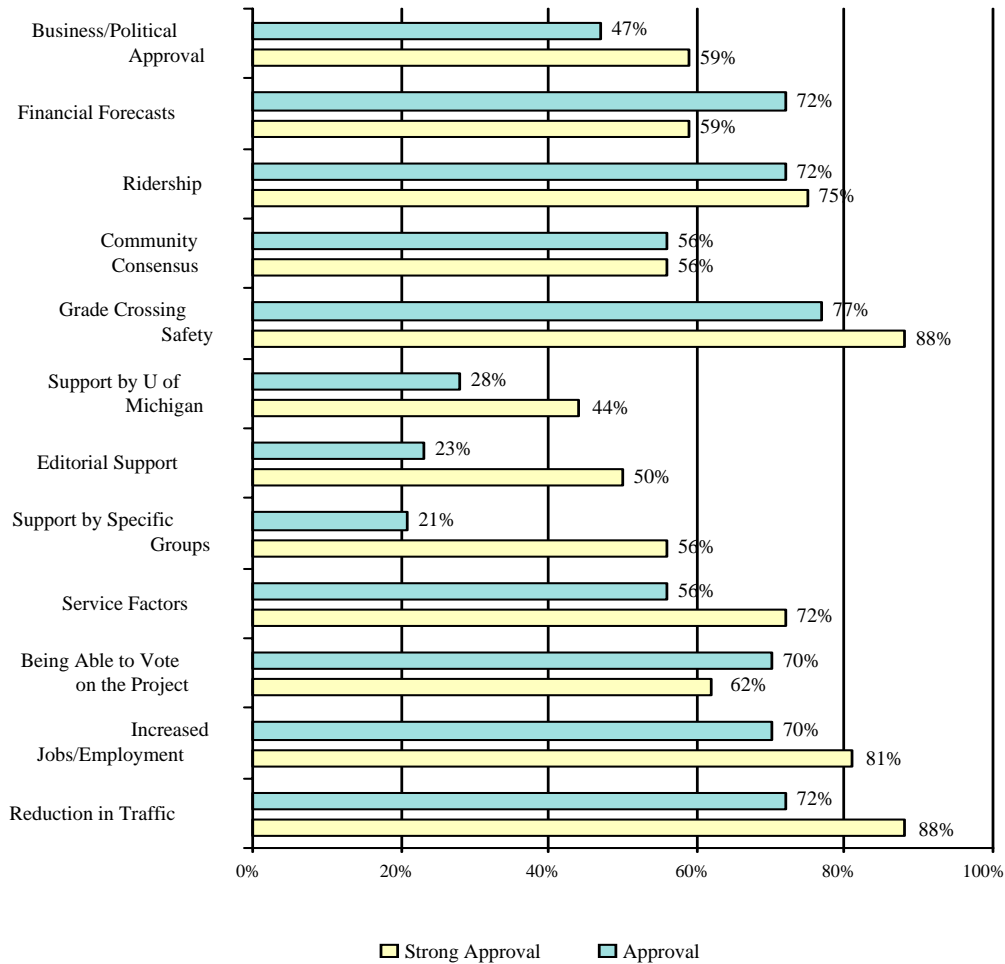


With a project approval rating split, more people in the approval category than the strong approval category, some portion of the project communications plan will need to target the 'approval' group. Their support will need to be strengthened as the project goes through the development cycle and moves toward a final decision.

We examined the group of people who 'approve' of the project to provide guidance for the development of the communication plan.

- As compared to the strong approval group, the approval group are less likely to select transit solutions (bus or rail) as their top priority for reducing traffic congestion. While traffic congestion is an issue to them, it is not as much as a major issue as those who strongly support the project; and while they support government actively seeking solutions to traffic, their support is not as intense as those who strongly support WALLY.
- 44% have post graduate degrees and 72% are college graduates; one-in-four have incomes of \$100,000 or more. Six-in-ten are female.
- Only 42% had heard of the WALLY project prior to the survey, as compared to 63% of the strong support group.
- The approval group will not be as influenced by opinions from media, community leadership, University of Michigan or community groups. They will be influenced by quantifiable project benefits (economic development, congestion) and project statistics (financial and ridership).

Decision Factors, Washtenaw County, Very Important Scores, Strong Approval, Approval

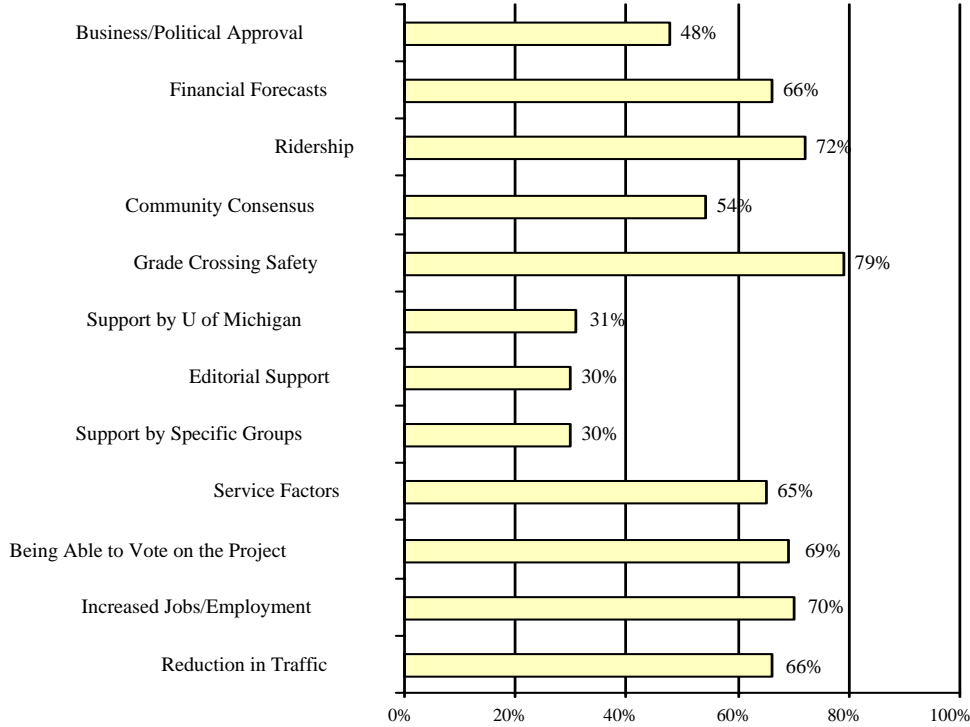


More Information Please

Residents were asked to rate the importance of twelve factors in their decision-making on supporting WALLY’s development. These factors covered a wide range, from service related to ability to vote on the project. Seven of the twelve factors were rated at 65% or higher in Very Importance, and five of the seven were either a project benefit (increased jobs/employment, less congestion) or a project forecast (financial forecast, ridership projection). The top rated factor was grade crossing safety at 79%, and 69% stated they wanted to vote on the project.

The number of factors with very high scores (7) is an indication that the public, despite their current support for the project, is looking for much more information on the project--more details on benefits, cost, who would ride, etc.

Decision Factors, Washtenaw County, Very Important Scores



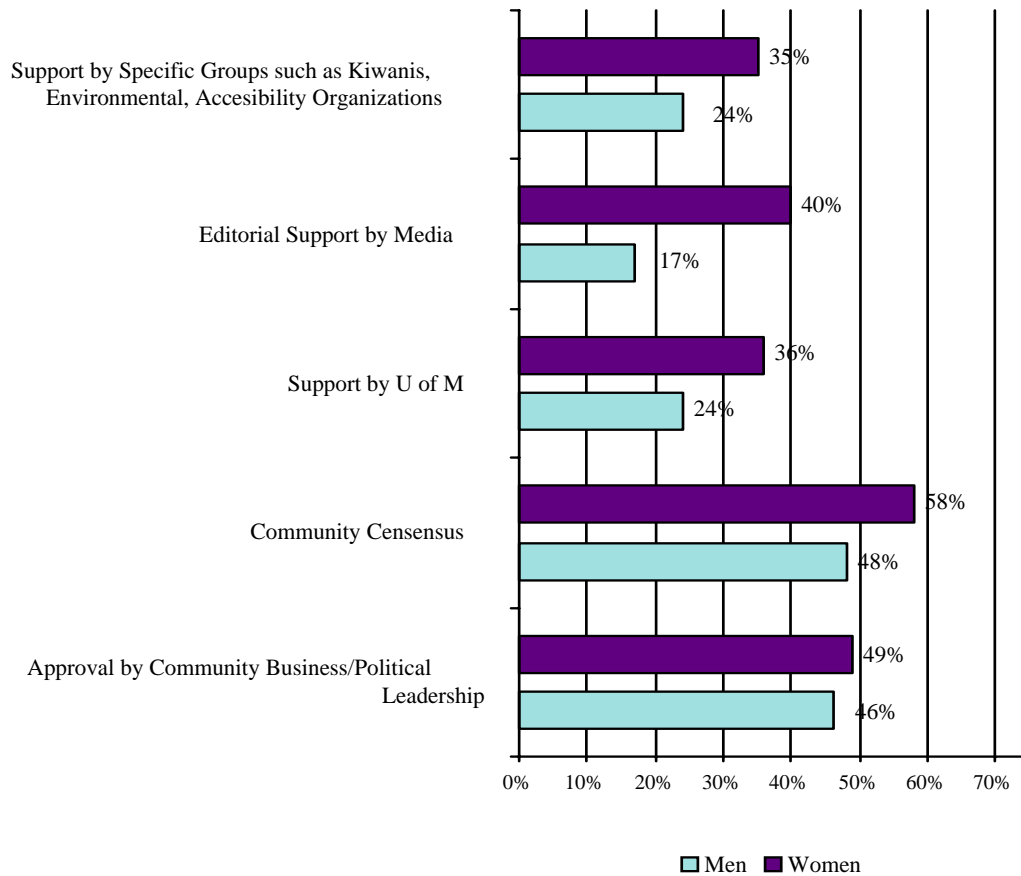
W

omen Are Looking for Consensus, and Community Support

People were asked what was important to them in making a decision on supporting WALLY, and the results by gender indicate that women much more than men are looking for community consensus and support from a variety of different groups. Nearly six-in-ten women (58%) stated community consensus on the project was Very Important to them (48% of men).

- Editorial support by the media is seen by 40% of women as Very Important in their decision process as compared to only 17% by men
- Support by the University of Michigan is Very Important to 36% of Women, and 24% for men
- Support from groups (environmental, Kiwanis, etc) is Very Important to 35% of women and 24% of men

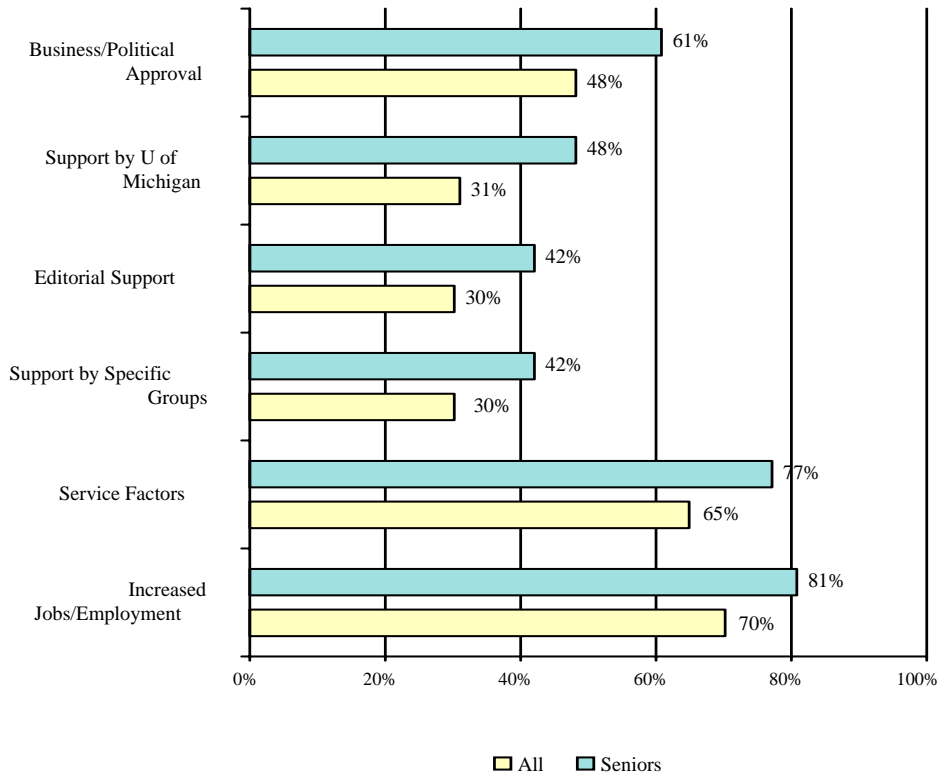
Factors in Project Support, Washtenaw County, Very Important Scores, Men/Women



Seniors Place Value on Increased Jobs, Service and Approvals by Others

The scores by seniors show their support is linked to the project generating increased employment opportunity and jobs, service factors and approvals by community leadership, in particular. The link to increased employment cannot be personal as this group is likely retired, but it may be their opinion that any public project being considered in times of high unemployment and uncertainly had better be linked to increased jobs. The importance of service factors may be personal as we have seen similar opinions in other commuter rail studies from seniors who want the train as they will use it for day-trip travel. The approvals by leadership is seen as seniors having a sense of trust in the opinions of elected leadership.

Factors in Project Support, Washtenaw County, Very Important Scores, Seniors



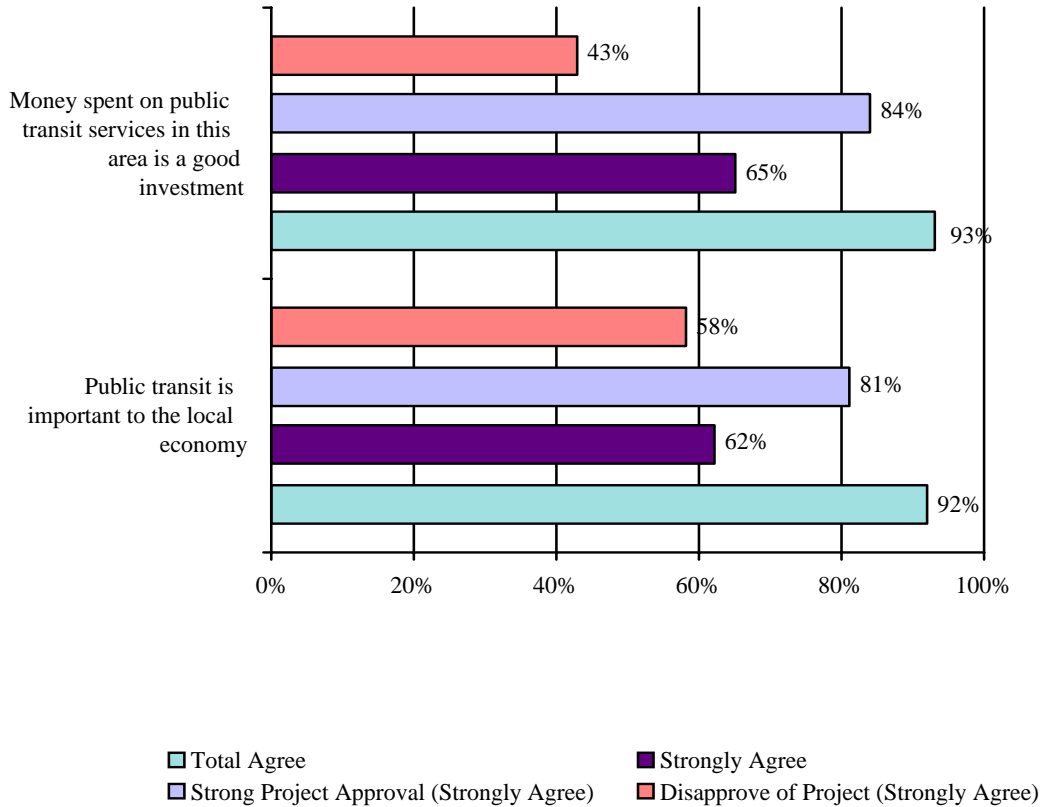
Strong Public Approval for Transit Investment, Even by Those Not Supporting WALLY

Washtenaw County residents have very positive views of public transit as an economic force, its importance to the local economy, and that money spent on transit is a good investment. Overall, more than 90% of the public agree, with 60% indicating they strongly agree.

As may be expected, people who strongly approve of WALLY have very high scores for strong agreement with these statements (84% strongly agree that transit is a good investment, and 81% strongly agree money spent on transit is a good investment). What is surprising and important is that those who do not approve of WALLY have positive attitudes toward transit investment and linkage to the local economy. If WALLY can make the case that it is 'a good transit investment' and 'will help the economy' there is the potential to change their non-support for WALLY to support. Four-in-ten (43%) of those who disapproved of WALLY had strong agreement to the question on money spent on transit being a good investment, and over 90% (not shown on the graph) had agreement with

the statement. And, close to six-in-ten (58%) indicated strong agreement that public transit is important to the local economy (and over 90% total agreement).

Public Transit and the Economy



On a related economic topic, 81% of the public strongly agree that downtown Ann Arbor is important to the economic vitality of the area. Even among those that disapprove of the project, 71% strongly agree with the statement. This finding presents another possible message for generating project support among those that are supporting the project at this time.

AATA is Well Known, Will Be a Seen by Most People as a Valued Resource

Nearly 100% of the interviewees (98%) are aware of AATA and based on their scores on five performance characteristics, AATA is seen by most of the public as a valued source for project information. People were asked to rate AATA on a 5 point scale with a 5 meaning 'describes it very well and a 1 being 'does not describe it at all'. Any number from 1 to 5 could be used. A mean score was calculated and is presented in the following charts. For reference any score above 3.50 is considered a strong indicator, based on prior experience with similar projects.

AATA generates ratings of 3.50 or better on four of the five with environmentally conscious being the highest. People who approve of the WALLY project provide higher scores than those who disapprove of the

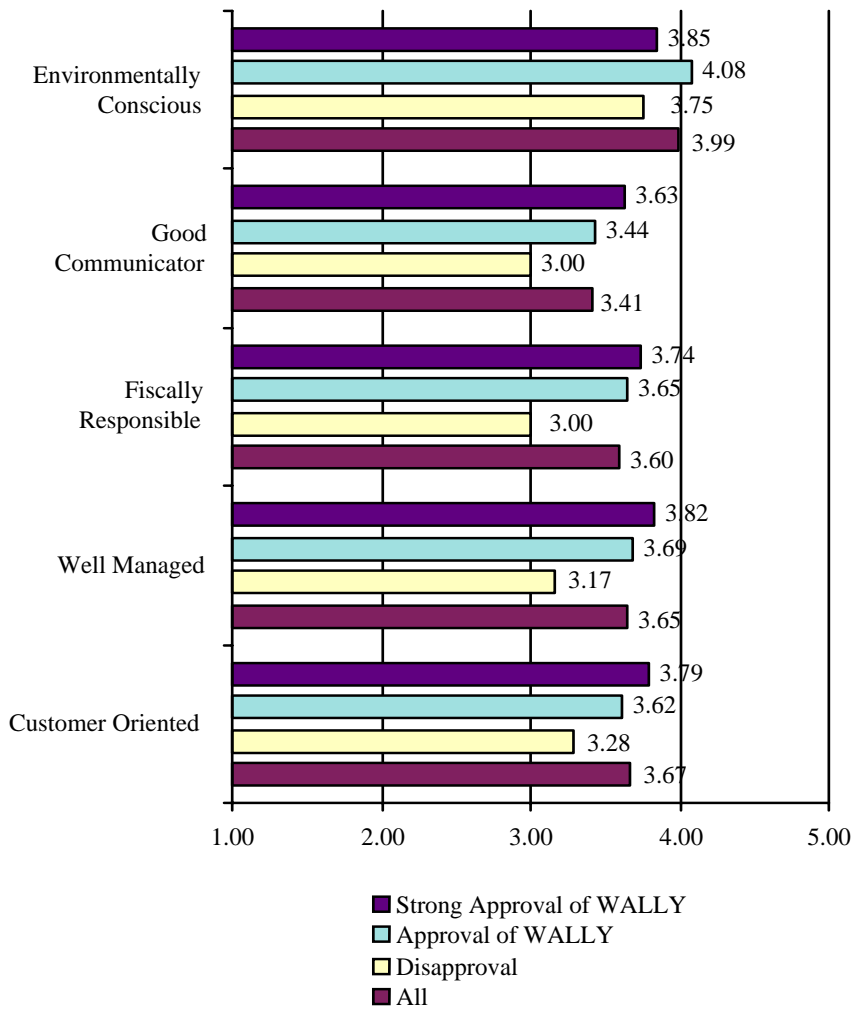
project, but none of the scores by those who disapprove of the project are low enough to be of concern.

It appears that AATA participation will aid in maintaining support among the strongest advocates. Four of the five ratings by people who currently give strong approval of the project are higher than for all of the interviewees. Both well managed and fiscally responsible, two vital attributes for gaining WALLY support, are near or above 3.75. Based on the scores of those that approve of the project, AATA's participation is important but will not be an influence in their decision to ultimately support the project.

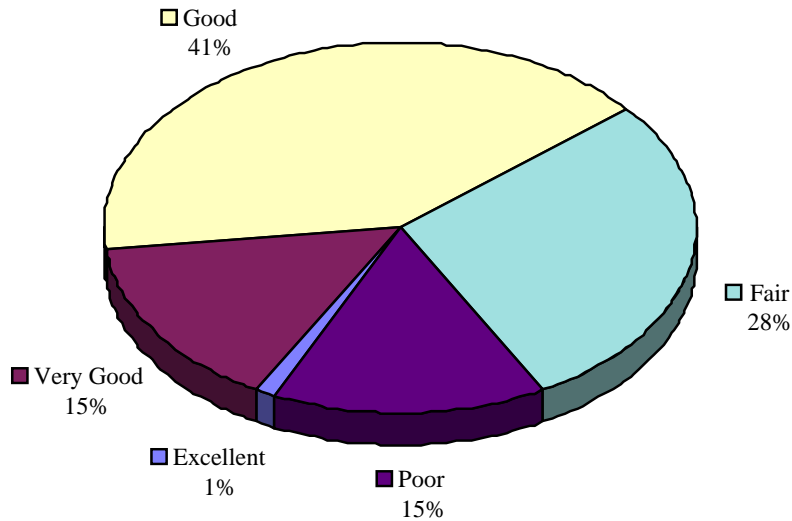
Conversely, communication about MDOT's participation in the project should be minimized as their public reputation is not positive. This is based on two findings. First, 26% of the public could not rate the agency, a high percentage given their public responsibility and role in the State. For those that could rate the agency, 43% provided a less than positive score with 28% rating the agency's performance as fair and 15% as Poor.

AATA Performance

'Based on what you have seen or heard about the Ann Arbor Transportation Authority, how well do you feel the following statements describe the agency'



MDOT Performance Rating, Washtenaw County, 2009
 'Overall, how would you rate the performance of the Michigan Department of Transportation'



High Percentages of Long-Term, Highly Educated, High Income Residents Require a High Standard for Technical Analysis

Three statistics on Washtenaw area residents were very interesting for project development. A very high percentage of people (90%) have lived in the area for five or more years, 25% of the residents indicated a family annual income above \$100,000 and 44% have post graduate degrees. In combination, this group would be expected to heavily rely on technical data for making their final decision on supporting WALLY. We would expect them to critically examine forecasts for ridership, finances and economic impact.

Since they have lived in the area for a long time, and seen other proposals for any number of developments be dismissed, we would expect a healthy degree of skepticism on their part.

Each of these factors place a high value on the quality of the technical analysis being conducted for WALLY, on conducting some independent assessment(s) as part of the analytical work, providing the public several opportunities for participating in technical presentations/discussions, and ensuring the availability of technical documents on the project website.

Develop and Support a Vibrant Project Website

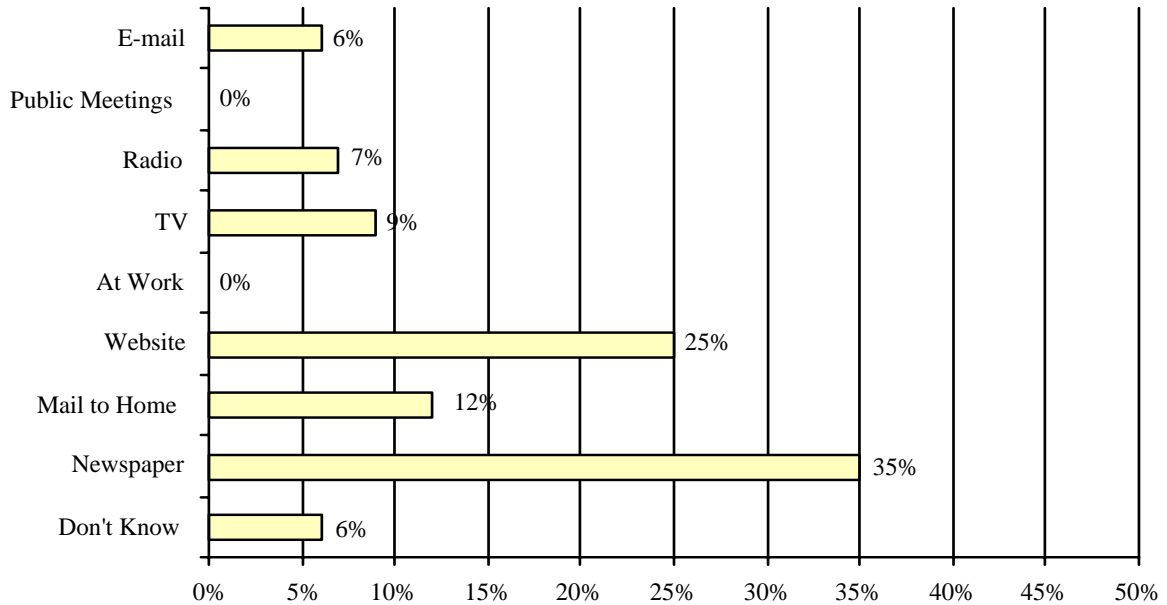
When people are asked how best to reach them with information on a project such as WALLY, newspapers are selected by about one-in three people (35%). With 70% of the respondents reading a newspaper regularly, this is not an unusual finding and could be considered relatively low. But the key finding is 25% of the interviewees selected the web as their top choice. The web has strong appeal as an information source among men (nearly equal to newspapers) and younger residents (although not verified in this survey as there were too few interviewees in the 'young' category).

Since men and those under 35 are typically much more difficult to reach than women or older people, the project needs to develop a very

appealing website, regularly update it with news and features, project updates, etc., and actively promote the site.

Part of these efforts can focus on people who are employed. Those who indicated they were employed (as compared to self-employed) indicate the web is their number one preference for project information.

'For a large public project, what is the best way to get information about the project status?'



Seek Out Churches and Neighborhood Associations

Churches and Neighborhood Associations should be included in the mix as four-in-ten residents (43%) indicated they belong to a church or religious group and 27% to a Neighborhood Association. This compares to less than 5% for business-oriented organizations. These two types of organizations should be sought out for presentations and support.

Both will be important venues for reaching people who indicated they 'approve' of WALLY's development. These are an important group to target as their support needs to remain firm as more project details (benefits, finances, ridership) are published, and the discussions on WALLY heat up as a 'go' decision looms closer. Among the 'approve' group, 44% indicated belonging to a church/religious organization, and 21% to a neighborhood association. Neighborhood associations may also be an effective place to reach men as 26% indicated they belong to one.

Newspapers Will Reach Seniors

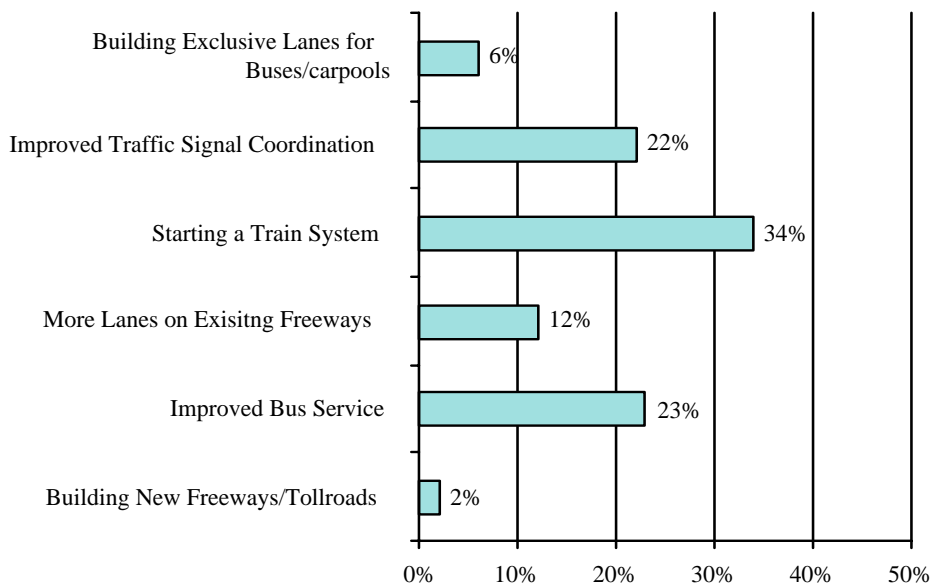
Seven-in-ten (70%) residents state they regularly read a local newspaper, and with this level of market penetration newspapers are a good source for project communications (paid and media releases). But, age makes a big difference. Nine-in-ten of those residents 65 or older are regular newspaper readers (with no differences seen by gender), with the percent decreasing as age moves toward younger people.

Positive Public Support for Trains and Buses

When asked to name their top priority for reducing traffic congestion, 'start a train system' was the choice of 34% of the public, followed by 23% for improved bus service and 22% for improved traffic signal coordination. Since close to six-in-ten (58%) of the public indicated it was Extremely Important or Very Important for local and regional government to actively seek solutions to traffic congestion, and 48% stated traffic suggested solutions should include rail, there is a solid base of support for transit development proposals like WALLY. For Washtenaw County we do not, however, relate 'starting a train system' directly to WALLY. The word train could relate to streetcars or trolleys, or other train options.

Starting a train system has slightly more support among females and those with incomes under \$35,000. Among those that strongly support WALLY, 47% stated 'starting a train system' was their top priority for reducing traffic congestion (30% indicated improved bus service and 13% wanted improved signal coordination).

Priority Options for Reducing Traffic Congestion in Washtenaw County



People Relate Project Benefits to Congestion Relief

Interviewees were asked to state in their own words what they saw as the key benefit of the project.

'What would you say are the greatest benefits of the proposed WALLY service?' (Washtenaw County)

- Get more cars off the expressway and save on gas
- Might be a decent commuter connector in the far reaching future to connect Lansing to Detroit
- It would alleviate the traffic as well as making problems for those who are presently driving their cars
- Less cars on the road
- None
- It would benefit the people that commute between Howell and Ann Arbor
- Alleviate a lot of traffic, save gas, and make the commute quicker
- Reduce traffic congestion
- I feel no benefits would come. It would not be economically feasible, not enough people would utilize the service, it would cost too much. There are other issues that are more important
- Would be for people who use 23 between Brighton and Ann Arbor. It would get traffic off the road
- Less pollution
- Efficiency, saves gas, less pollution, and less congestion
- Less cars on the freeway, affordable, and accessibility for most people
- Reduces pollution and traffic
- None at this time
- Less cars on the road
- Reduce auto traffic, save fuel, and increase safety
- Less traffic on US 23
- Get some traffic off of US 23 and save gas
- For all those people who get stuck on 23
- Easy to get around and less traffic
- Not have to get out and drive and have to pay a great deal to do it
- It would ease parking problems as well as traffic congestion
- Nothing much
- I don't think it would benefit enough people
- Jobs would be expanded
- That the train would connect on 23 North of Ann Arbor
- None at all. It would not be economically wise to do
- Save money and gas; less traffic
- Less traffic on 23, people able to get to work and save gas
- For people who work in Ann Arbor it is tremendous. It would help hwy 23 congestion
- I don't know the details but I just want something done
- It would ease the parking problems as well as traffic congestion on 23
- More ways to travel
- Would not have to take a car to work. Fewer cars on the road, and good for the environment
- Less impact on the environment, less pollution, and less traffic congestion
- No benefits we need a door to door type extension for bus service
- Relieve traffic congestion and reduce mass transit

- None, most people ride the buses and or bike
- That it would improve rail service from Ann Arbor to Detroit
- Would bring people up from Ann Arbor to Howell for events
- Might have fewer cars on the road
- It would help reduce the amount of people driving cars
- Energy conserving way of moving a lot of people

2009 Questionnaire

**WALLY Rail Project
Community Assessment
Washtenaw County**

final 5-18 - TCC

Hello, I'm _____ from IA Research. We are conducting a transportation survey among area residents' today/tonight and would like to include your opinions. I need to speak with someone who lives in this household who is 18 years of age or older.

(IF REFERRED TO SOMEONE ELSE IN HOUSEHOLD, BEGIN AGAIN OR ARRANGE FOR CALL BACK)

Pre-Qualification

A. Do you live in Washtenaw County?

Yes 1
No/RF POLITELY TERMINATE

B. What is the zip code where you live? _____

QUALIFIES: 48103, 48104, 48105, 48106, 48107, 48108, 48109, 48189, 48198
No/RF POLITELY TERMINATE

C. What city or township do you live in?

CODE: CITY OF ANN ARBOR 1; NORTHFIELD TOWNSHIP 2 ; ANN ARBOR TOWNSHIP 3; OTHER 4; ...POLITELY TERMINATE

Questions

1. Other than the economy and jobs, what, in your opinion, is the most important issue facing people in Washtenaw County today? CODE FIRST TWO RESPONSES

- | | | |
|-------|-----------------------------------|-------------------------------|
| Code: | 01: Air quality | 09: Poor economy/unemployment |
| | 02: Crime/violence | 10: Government/politics |
| | 03: Education | 11: Environment |
| | 04: Traffic congestion | 12: High Taxes |
| | 05: Health care | 13: Drug/alcohol abuse |
| | 06: Public transit/transportation | 14: Other |
| | 07: Growth/over crowding | 15: DK |
| | 08: Homeless | |

2. Some people believe the amount of traffic congestion in Washtenaw County is a growing problem. Would you say traffic congestion in this area is:

- A major issue ----- 1
- A minor issue ----- 2
- Not an issue at all ----- 3 SKIP TO Q 9

3-8. There are several ways being considered to reduce traffic congestion in Washtenaw County. I'm going to read a list of improvements being considered. If money was available for only two of these projects, which two should receive top priority.

(READ and ROTATE)	First Priority	Second Priority
Building <u>new</u> freeways or tollroads - - - - -	1	1
Improved Bus Service - - - - -	2	2
Adding more lanes on existing freeways and roads-----	3	3
Starting a train system - - - - -	4	4
Improving traffic signal coordination - - - - -	5	5
Building exclusive lanes for buses and carpools -----	6	6

9. How important is it to you that local and regional government actively seek a solution to traffic congestion? Is it Extremely Important, Very Important, Somewhat Important, Not Very Important or Not At All Important?

- Extremely Important 1
- Very Important 2
- Somewhat Important 3
- Not Very Important 4
- Not at All Important 5
- DK 6

10. How important is it to you that proposed solutions to traffic congestion include rail passenger transit as one of the alternatives? READ 1-5

- Extremely Important 1
- Very Important 2
- Somewhat Important 3
- Not Very Important 4
- Not at All Important 5
- DK 6

11. Have you heard of the transportation project called WALLY, the commuter rail service proposed between Howell and Ann Arbor?

- Yes 1
- No 2 GO TO Q14
- Not sure 3 GO TO Q14
- RF 4 GO TO Q14

12. (IF YES) What have you heard?

13. What would you say are the greatest benefits of the proposed WALLY service?

14. WALLY is a proposed passenger train service that would operate on existing railroad tracks between Howell and Ann Arbor. There would be stations located in Howell, Genoa Township, Hamburg, Whitmore Lake and Ann Arbor. Trains would operate during commute hours.

Please tell me if you Strongly Approve, Approve, Disapprove or Strongly Disapprove of the development of this new service?

- Strongly Approve 1
- Approve 2
- Disapprove 3
- Strongly Disapprove 4
- Not sure 5
- DK 6

15-26. Now I want to discuss what is important to you in making your decision about supporting the WALLY commuter rail project. I am going to read a list and I want you to tell me if this item is Very Important to you, Somewhat Important, Somewhat Un-Important or Not Important at All in your decision to support or not support the project.

ROTATE

	Very Important	Somewhat Important	N	Somewhat Un-Important	Not At All Important	DK	RF
Approval by community business and political leadership	1	2	3	4	5	6	7
Financial forecasts and financial plan							
Ridership forecasts and number of people that will use the service							
Community consensus on the project							
Safety including protection at grade crossings							
Support by the University of Michigan							
Editorial support by the media							
Support by specific groups such as Kiwanis, environmental or accessibility organizations							
Service factors such as hours of operation, days of service and number of departures							
Being able to vote on the project							
Increased jobs/employment							
Reduction in traffic							

27. Have you heard of the Ann Arbor Transportation Authority?

- Yes 1
- No 2 GO TO Q33
- Not sure 3 GO TO Q33
- RF 4 GO TO Q33

28-32. Based on what you know or have heard about the Ann Arbor Transportation Authority, how well do you feel the following statements describe the agency. Please use a scale from 1 to 5 with a 1 being Does Not Describe the Ann Arbor Transportation Authority and a 5 meaning it Describes it Very Well. You can use any number from 1 to 5.

	Does Not Describe at all				Describes Very well		DK
ROTATE							
Customer oriented	1	2	3	4	5	9	
Well-managed	1	2	3	4	5	9	
Fiscally responsible	1	2	3	4	5	9	
Environmentally conscious	1	2	3	4	5	9	
Good communicator	1	2	3	4	5	9	

33. Are you aware the Michigan Department of Transportation has a role in rail transportation in the State?

- Yes 1
- No 2
- Not sure 3
- RF 4

34. Overall, how would you rate the performance of the Michigan Department of Transportation?

- READ 1-5
- Excellent 1
 - Very Good 2
 - Good 3
 - Fair 4
 - Poor 5
 - DK 6

35-42. Next, we would like to have your opinion on some issues related to transportation and development. As I will read each statement please tell me if you Strongly Agree, Somewhat Agree, Somewhat Disagree or Strongly Disagree with the statement. First, ..

ROTATE

	Strongly Agree	Somewhat Agree	N	Somewhat Disagree	Strongly Disagree	DK	RF
Money spent on public transit services in this area is a good investment	1	2	3	4	5	6	7

People like me use public transit	1	2	3	4	5	6	7
I prefer driving a car even in rush hour	1	2	3	4	5	6	7
Downtown Ann Arbor is important to the economic viability of this area	1	2	3	4	5	6	7
Public transit is just for those who cannot afford a car or who cannot drive	1	2	3	4	5	6	7
People around here are environmentally aware	1	2	3	4	5	6	7
Public transportation is important to the local economy	1	2	3	4	5	6	7
It's important to improve transit services in order to reduce traffic	1	2	3	4	5	6	7

43. In a typical week do you travel on US 23?

- Yes 1
- No 2
- Depends 3
- DK 4

Do you belong to any of the following groups:

	Yes	No
44. Chamber of Commerce	1	2
45. Business or service organization (Rotary/Lions/Kiwanis)	1	2
46. Church or religious group	1	2
47. Neighborhood Association	1	2

48. For a large public project, what is the best way to get you information about the project status? RECORD FIRST MENTION

- Newspaper 1
- At home (mail) 2
- Web site 3
- At work 4
- TV 5
- Radio 6
- Public meetings 7
- Other 8
- DK 9

49. Do you read a local newspaper regularly?

Yes	1
No	2
RF	3

Demographics

Now just a few more questions to help us sort the information.

50. How old were you on your last birthday? _____

51. What was the last grade or year you completed in school? DO NOT READ

HS graduate, some HS or less	1
Some college, vocational or CC	2
CC (2-year) graduate	3
College (4 year) graduate	4
Post graduate	5
RF	6

52. Do you consider yourself a Democrat or a Republican or Independent?

Democrat	1
Republican	2
Independent	3
Other	4
RF	5

53. For statistical purposes we would like to know your family's total combined income before taxes in 2008. I will read a list of income categories. Please stop me when I come to the right one? READ 1-6

Under \$25,000	1
\$25,000 but under \$35,000	2
\$35,000 but under \$50,000	3
\$50,000 but under \$75,000	4
\$75,000 but under \$100,000	5
\$100,000 or more	6
DK	7
RF	8

54. Are you: READ 1-7 RECORD FIRST MENTION

Self-employed or business owner	1
Employed	2
Student	3
Active duty military	4
Retired	5
Homemaker	6
Looking for work	7
RF	8

55. IF EMPLOYED IN Q54: Do you work in Washtenaw County, Livingston County or Somewhere else?

- Washtenaw 1
- Livingston 2
- Other County 3
- Sales/Multiple 4
- RF 5

56. How long have you lived in Washtenaw County? DO NOT READ

- Less than a year 1
- 1-2 years 2
- 3-4 years 3
- 5+ years 4
- RF 5

57. Record Gender Male 1
 Female 2

If you are interested in getting more information on the WALLY project please provide me with an e-mail or mailing address.

Thank and Terminate

Interviewer: _____ Day / time: _____

Verification: _____

Data File

The data file displays the data as both percents and number of respondents. The tables follow the questionnaire, and are organized in a column format with three sets of banners. In a column format the data should be read 'down' and not across.