

# ***El Paso Downtown Perceptions: 2011 Survey***



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## **Introduction**

The Institute for Policy and Economic Development (IPED) at the University of Texas at El Paso was contracted by the El Paso Downtown Management District (DMD), Strategic Communication Consulting Group (SCCG), and the City of El Paso Economic Development Department (EPED) to conduct a survey on issues related to downtown El Paso. Accordingly, this report provides a snapshot of the attitudes and perceptions of business owners and employees within the Downtown Management District, as well as El Paso County households, regarding several issues associated with downtown El Paso. The survey and its findings are intended to guide the DMD and the City in their mission to improve public property, public facilities, promote economic development, and provide outstanding customer service to enhance the community overall, and the downtown area in particular.

Subsequent sections of this report comprise a brief description of the research methodology including survey instruments and sampling designs followed by respondent characteristics for each of the three sample groups investigated: 1) downtown employers, 2) downtown employees, and 3) El Paso County households. Detailed findings are then presented and organized by each of the sample groups followed by the analysis of a series of questions that explore and compare the attitudes and perceptions of each sample group to one another. The final section presents selected cross-tabulations between subgroups of employees and households.

## **Methodology**

Three similar survey questionnaires were developed by IPED (see Appendix A) in collaboration with the Downtown Management District, Strategic Communication Consulting Group, and the City of El Paso Economic Development Department. The target population consisted of the following groups: 1) business owners within the Downtown Management District, 2) employees working within the DMD, and 3) El Paso County households. Given the high percentage of bilingual and Spanish-only speakers in this border region, all surveys were translated from English to Spanish (see Appendix B) and respondents were provided with the option to answer the survey in either language.

A mix of online and drop-off surveys was used for employers and employees. Business owners and their respective employees were informed through the Downtown Management District about the survey's importance and were asked to participate in the survey. Accordingly, business owners and employees were provided with an electronic web link to access their respective survey webpage. Hard copies were also provided at DMD discretion and included a return postage-paid envelope in an effort to increase the response rate. Both employer and employee electronic surveys were pre-tested and verified with regard to data integrity and accuracy. Employer and employee surveys were available from March 25<sup>th</sup> to April

30<sup>th</sup>. Five hundred in-print questionnaires were available and distributed from March 25<sup>th</sup> to May 31<sup>st</sup>. Additionally, a telephone household survey was conducted using a weighted random digit dialing (RDD) procedure. A weighted random sampling technique was chosen to obtain a proportionately represented sample relative to the total county population. However, zip code 79901 was oversampled to approximate a representative sample of the total households living in the downtown area. An advantage of using an RDD procedure is that it approximates simple random sampling, ensuring that each household within a given zip code with a working land line has an equal probability of being selected for participation. The weighted RDD sample was obtained from a leading national sampling firm, with the sample filtered for fax machines, disconnects, and business numbers. Electronic versions (English and Spanish) of the households' questionnaire were also pre-tested and verified regarding data integrity and accuracy. Both versions were used by bilingual interviewers at the IPED Survey Research Center to track households' responses from April 4<sup>th</sup> to April 30<sup>th</sup> on weekdays and Saturdays between 11 a.m. and 6 p.m.

After screening the raw data for incomplete surveys,<sup>1</sup> the final sample sizes were comprised of 146 employers, 865 employees, and 1,243 households. At the 95 percent confidence level, each sample provided a margin of error of  $\pm 7.15$  for employers,  $\pm 3.0$  for employees, and  $\pm 2.8$  for households.<sup>2</sup> Household responses were statistically weighted by gender to offset any gender bias introduced by a larger sample of female respondents relative to male respondents given that females are more likely to be at home at the time of the survey interviews and to participate voluntarily.<sup>3</sup> Although gender-weighted responses did not produce significantly different results when compared to non-weighted responses, the former are used throughout the analysis of this report in an effort to reduce any presence of gender bias.

The following section summarizes the sample characteristics for each of the three groups investigated. Next, a summary of survey findings are presented by group in the form of response frequencies. Finally, given that similar questionnaires were developed, general comparisons among the three groups are made where possible. Frequency tables for each question are provided in Appendix C followed by selected cross-tabulation tables provided in Appendix D.

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<sup>1</sup> Total incomplete survey responses were 153 for employers, 59 for employees and 27 for households.

<sup>2</sup> Margin of error assumes a total population of Employers, Employees, and Households of 650, 4,500, and 256,557, respectively.

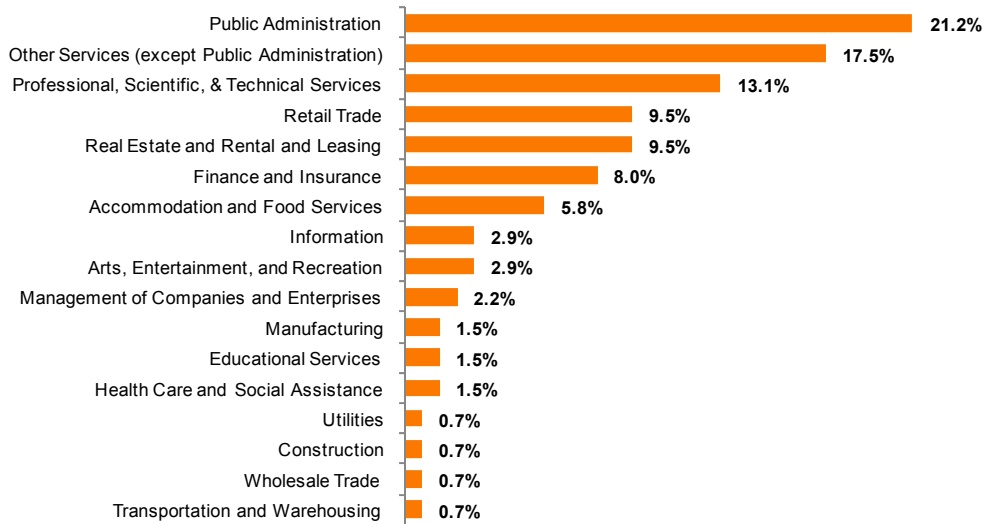
<sup>3</sup> O'Rourke, D. and Lakner, E., Summer 1989, "Gender Bias: Analysis of Factors Causing Male Underrepresentation in Surveys," *International Journal of Public Opinion Research*, vol. 1, issue 2, pp. 164-176.

## Sample Characteristics

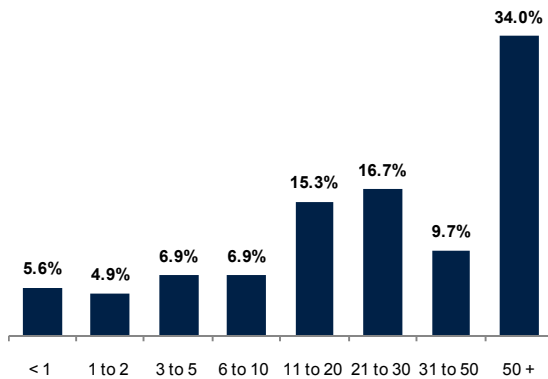
### Employers

Most of the 146 employers that responded the questionnaire are involved in public administration, other services (except public administration), professional, scientific and technical services, retail trade, and real estate and rental and leasing (*Figure 1*). The majority of employers have been operating in El Paso for more than 10 years (*Figure 2*) and slightly over half of them employ less than 20 employees (*Figure 3*).

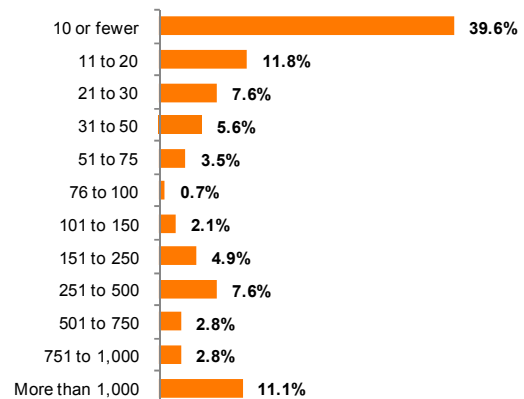
**Figure 1. Employer Respondents by Industry Sector**



**Figure 2. Years in Operation**

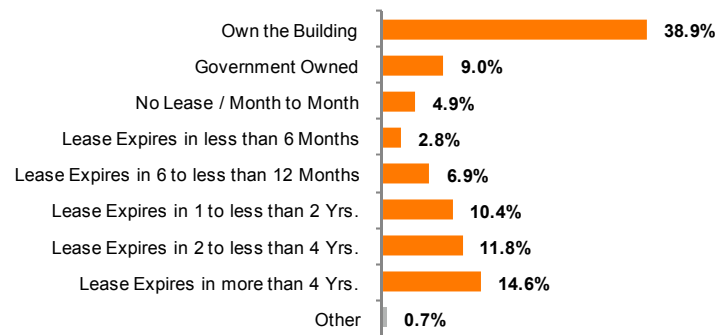


**Figure 3. Full- and Part-time Employees**

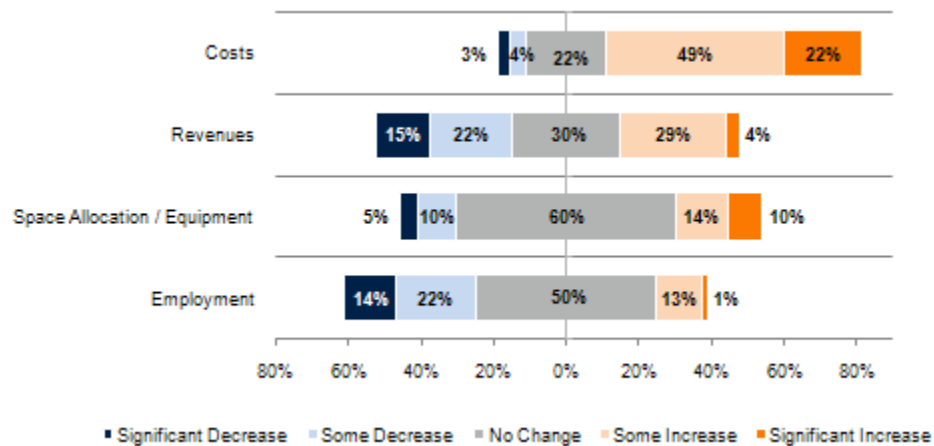


In terms of business occupancy, almost 40 percent of employers own the building in which they are located while almost 37 percent have a lease that expires in more than a year (Figure 4). About 71 percent of employers responded that they have experienced at least some increase in their costs over the last year while only 33 percent have experienced an increase in revenues (Figure 5). In addition, a high percentage of employers responded that their space allocation/equipment and employment did not change over the past 12 months (60 percent and 50 percent, respectively). This likely reflects the impact of the recent trends of the national economy. According to most employer responses, similar conditions are expected to occur over the next 12 months (Figure 6).

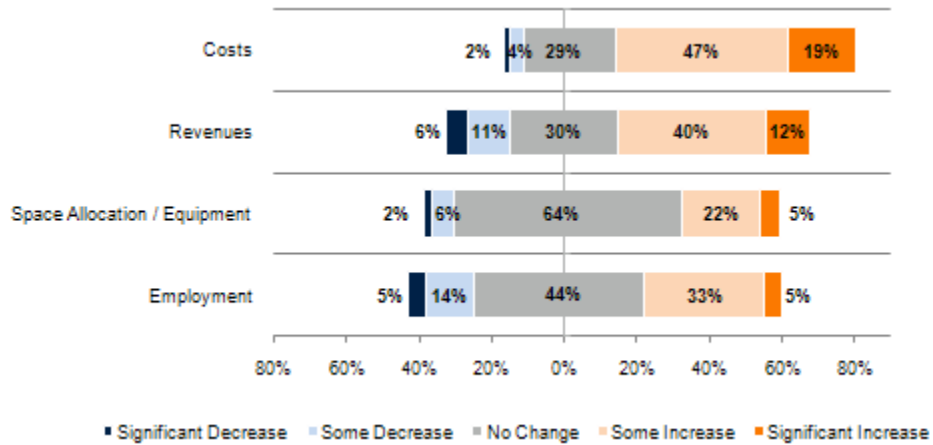
**Figure 4. Business Occupancy**



**Figure 5. Changes over the Past 12 Months**



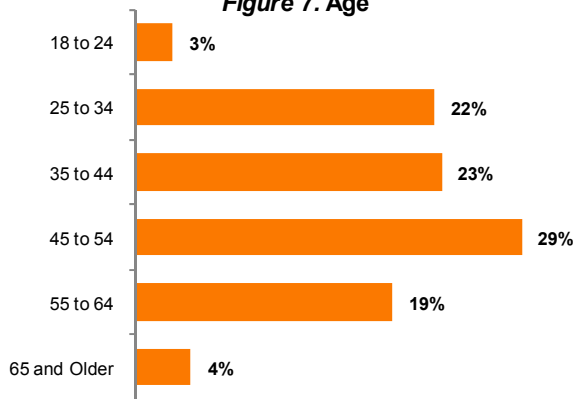
**Figure 6. Expected Changes over the Next 12 Months**



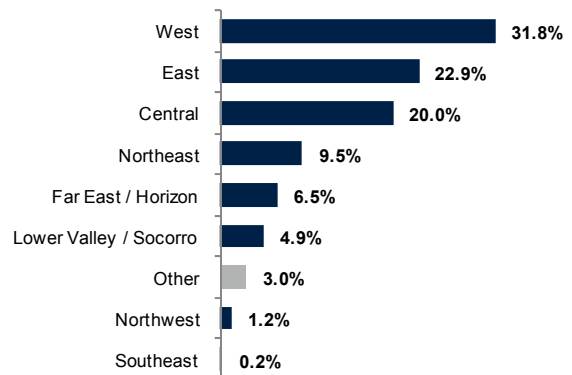
## Employees

About 75 percent of employees indicated that they are between 25 and 54 years old while only three percent are between 18 and 24 years of age (*Figure 7*). Similarly, four percent reported that they are 65 and older. After recoding zip codes into County areas, the largest proportion of employees, close to one-third, indicated that they live on the West side of the County. Also, over one-fifth lives on the East side and another one-fifth on the Central area (*Figure 8*).

**Figure 7. Age**

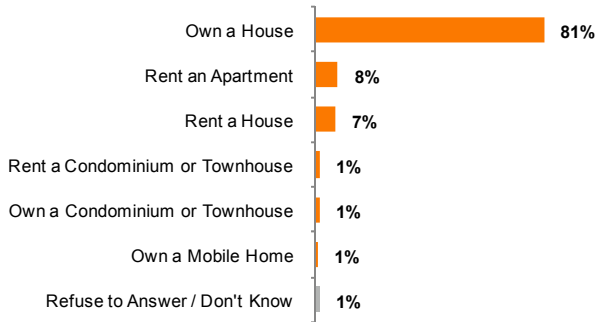


**Figure 8. Area of County of Residence**

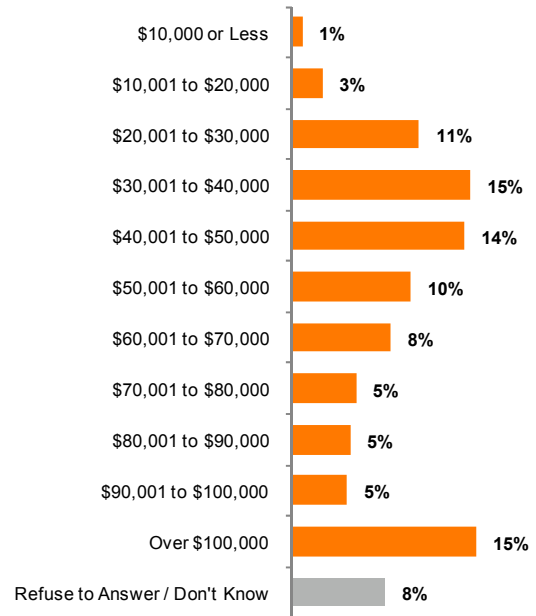


Most employees (81 percent) indicated that they own a house and about 15 percent responded that they either rent a house or an apartment (*Figure 9*). Approximately 50 percent of employees reported they have an annual salary (before taxes) between \$20,000 and \$60,000; however, 15 percent responded that their annual salary is over \$100,000 (*Figure 10*).

**Figure 9. Type of Residency**

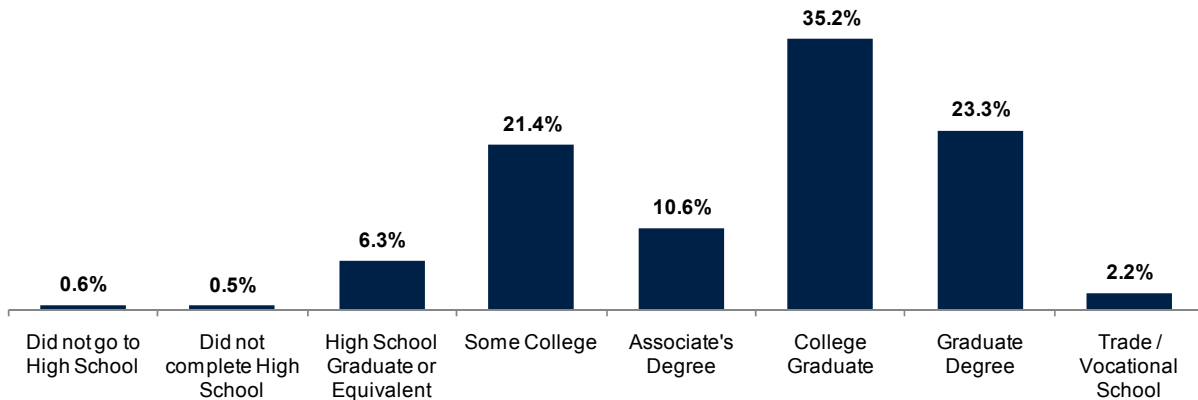


**Figure 10. Annual Salary**

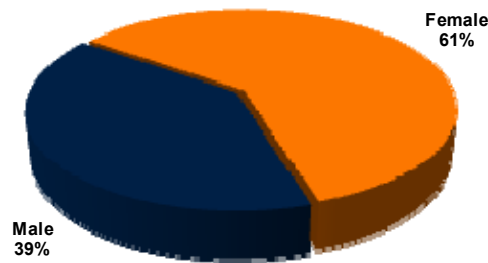


Nearly three out of five employees has an undergraduate or graduate degree and around one in four is a High School graduate or has some college education (*Figure 11*). In terms of gender, 61 percent are female and 39 percent are male (*Figure 12*). Most employees responded that they are Hispanic (68 percent) followed by White, non-Hispanic (28 percent), together accounting for 96 percent of employees (*Figure 13*).

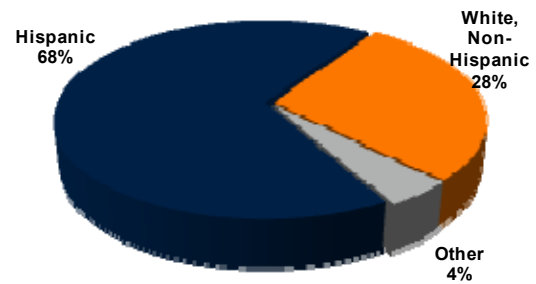
**Figure 11. Educational Attainment**



**Figure 12. Gender**



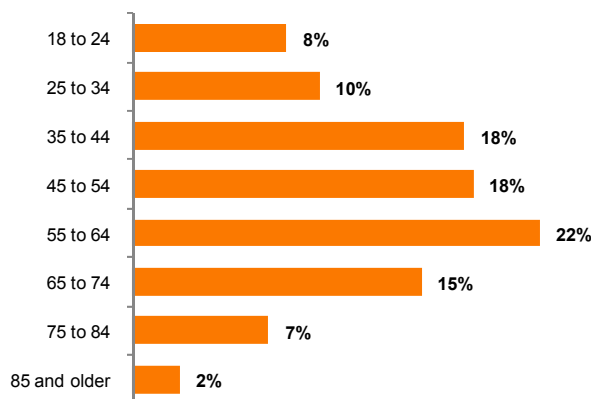
**Figure 13. Ethnicity**



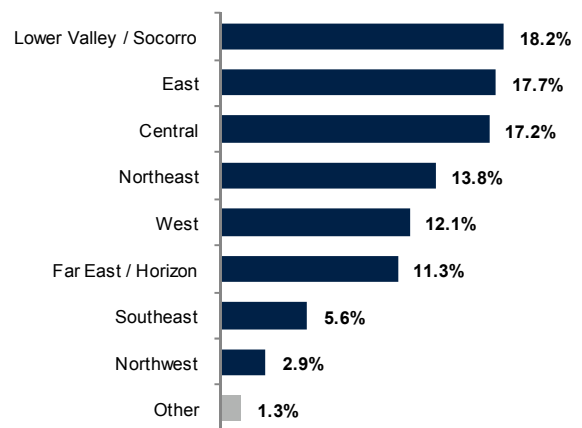
**Households**

Household respondents' age was normally distributed with 36 percent indicating that they are between the ages of 35 and 54 while 18 percent are between 18 and 34 (*Figure 14*). In addition, 22 percent of respondents are between 55 and 64 years old and about nine percent are older than 75 years of age. Similar to employees, households' zip codes were re-coded into County areas. The highest proportion indicated that they live in the Lower Valley/Socorro and East side areas followed by the Central, Northeast, and West side areas of the County (*Figure 15*).

**Figure 14. Age**



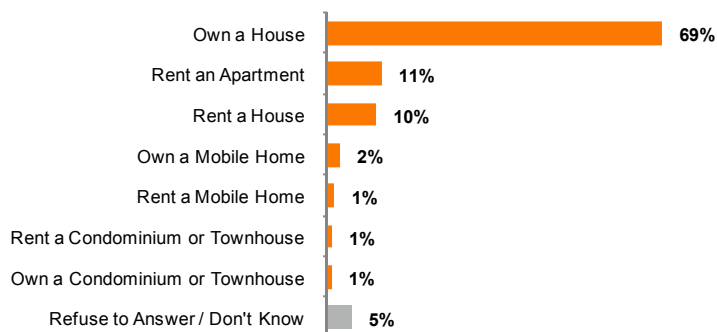
**Figure 15. Area of County of Residence**



Comparable to employee responses, 69 percent own a house while 21 percent either rent a house or an apartment (*Figure 16*). When asked about their household income, around 34 percent refused to answer or responded that they did not know; however, of those who answered, 62 percent have a household income of \$40,000 or less while nine percent have a household income over \$100,000 (*Figure 17*).

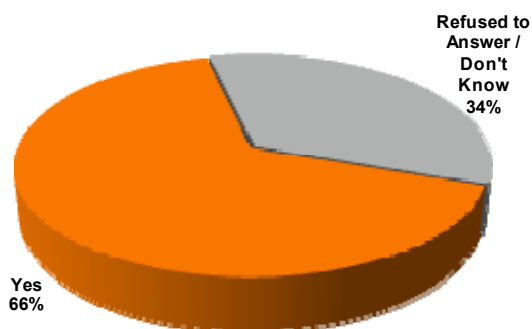


**Figure 16. Type of Residency**

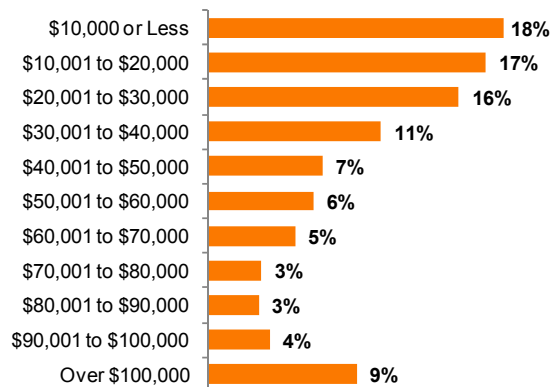


**Figure 17. Household Income**

*Respondents to Household Income Question*

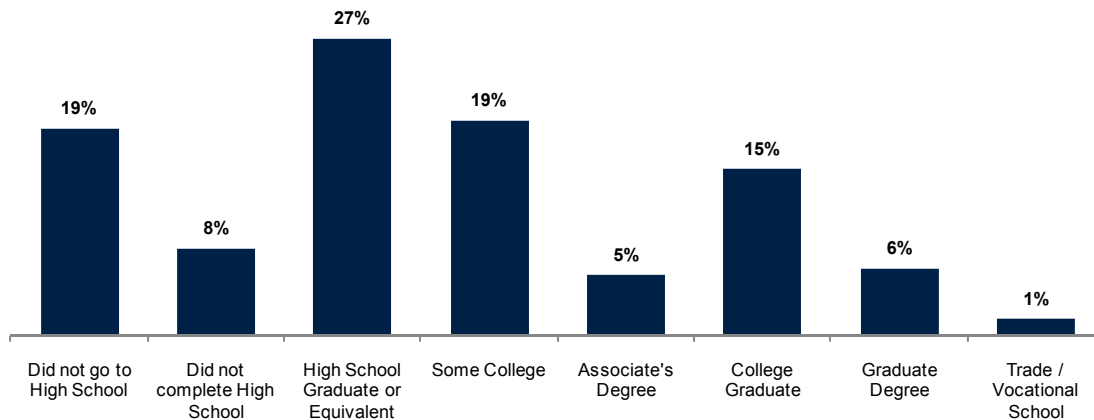


*Household Income for Those Who Chose to Answer*

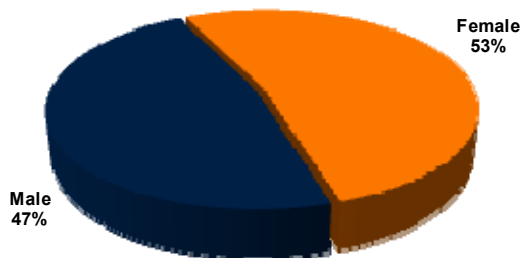


About 27 percent of respondents reported that they did not go to or complete high school while another 27 percent reported that they are high school graduates (*Figure 18*). Only 15 percent of respondents are college graduates and six percent hold a graduate degree. After weighting for gender bias, 53 percent of respondents were female while 47 percent were male (*Figure 19*). In relation to ethnicity, 81 percent identified themselves as Hispanic and 15 percent as White, non-Hispanic (*Figure 20*).

**Figure 18. Educational Attainment**



**Figure 19. Gender**



**Figure 20. Ethnicity**

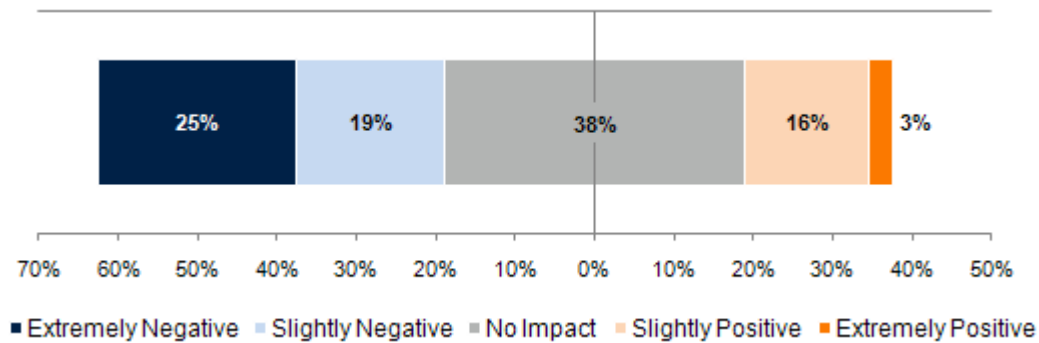


## Survey Findings

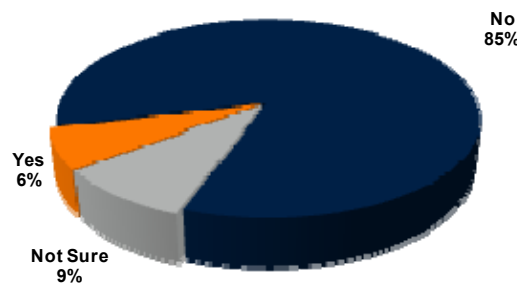
### Employers

When employers were asked if the Juarez-related violence has had a positive, negative, or no impact on their business revenues, 38 percent responded it has had no impact while 44 percent reported a slightly negative or extremely negative impact (*Figure 21*). Additionally, the remaining 19 percent reported that Juarez-related violence has had a slightly positive or extremely positive impact on their business revenues. Most employers, or 85 percent, are not planning to relocate their business within the next 12 months, nine percent are unsure, and only six percent are planning to relocate (*Figure 22*). Some of the reasons that employers mentioned for planning to relocate included poor businesses, parking issues, convenience, and significant increases in lease costs.

**Figure 21. Revenue Impacts of Juarez Violence**

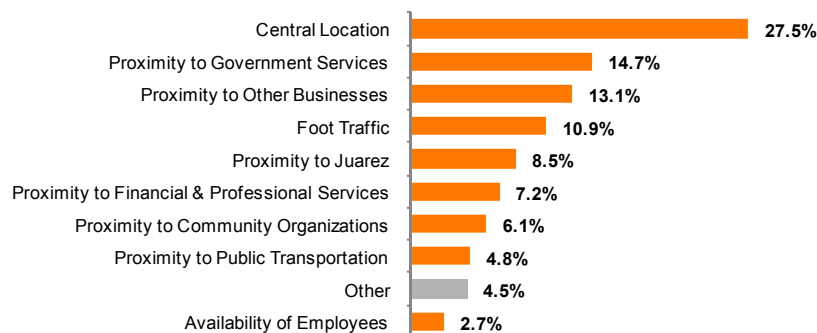


**Figure 22. Relocation of Business**

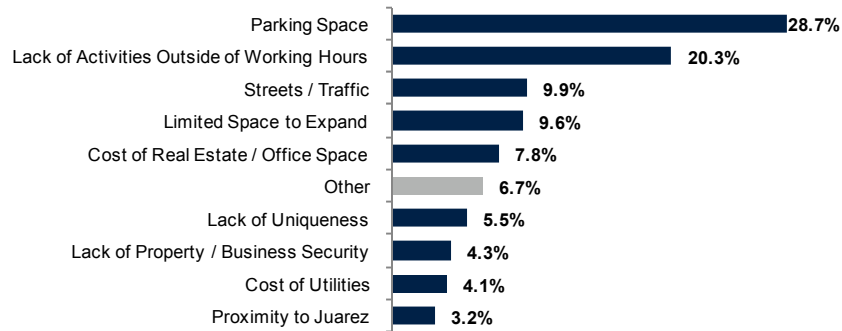


Employers reported that the top three most significant advantages of being located downtown are a central location, proximity to government services, and proximity to other businesses with around 27 percent, 15 percent, and 13 percent of responses, respectively (*Figure 23*). On the other hand, parking space, lack of activities outside working hours, streets/traffic and limited space to expand were the most significant disadvantages that employers mentioned most often, altogether accounting for 69 percent of responses (*Figure 24*). Although 44 percent of employers reported that Juarez-related violence has had a negative impact on their business revenues, proximity to Juarez was at the bottom of the list as a disadvantage of being located in downtown El Paso.

**Figure 23. Advantages of Being at Downtown**



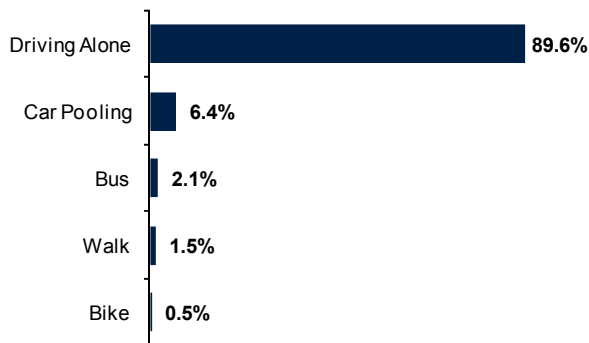
**Figure 24. Disadvantages of Being at Downtown**



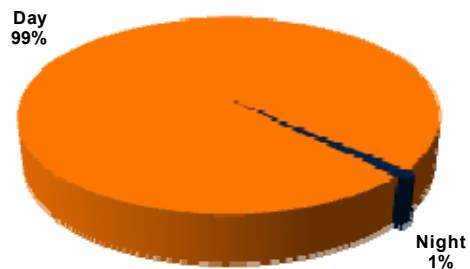
**Employees**

Employees were first asked how they usually get to work; most employees, or 90 percent, responded that they usually drive alone whereas nearly nine percent reported that they car pool or use the bus (Figure 25). The overwhelming majority also indicated that they work primarily during the daytime (Figure 26). Employees were then asked if they visit downtown outside regular working hours and during the weekend; 42 percent responded that they visit downtown outside their regular working hours and 39 percent said they visit downtown during the weekend (Figure 27).

**Figure 25. Transportation Mode to Work**



**Figure 26. Work Shift**



**Figure 27. Downtown Visits**

*Respondents that Visit Downtown Outside Working Hours*

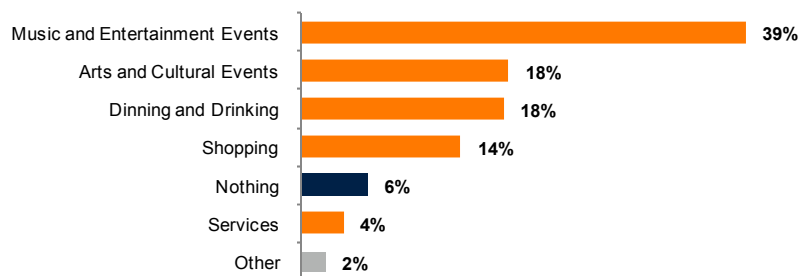


*Respondents that Visit Downtown During the Weekend*

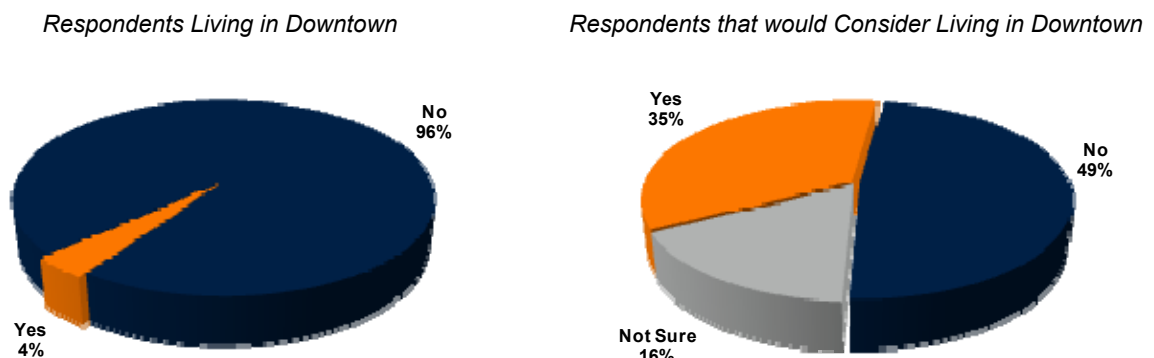


Besides employment, 39 percent of employees reported being attracted to downtown for music and entertainment events (*Figure 28*). Also, 18 percent of employees mentioned that they are attracted most often to downtown El Paso for arts and cultural events; another 18 percent said that they are attracted for dining and drinking closely followed by 14 percent of employees indicating that they are attracted most often for shopping. However, six percent of respondents indicated that nothing attracts them to downtown El Paso. In addition, nearly all employees (96 percent) responded that they do not live in downtown El Paso (*Figure 29*). Nevertheless, 35 percent of them would consider living in the downtown area if suitable housing were available while 16 percent are unsure about whether they would consider living in the area.

**Figure 28. Downtown Attraction**



**Figure 29. Living in Downtown**

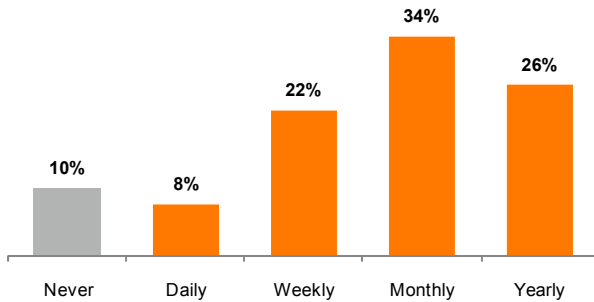


**Households**

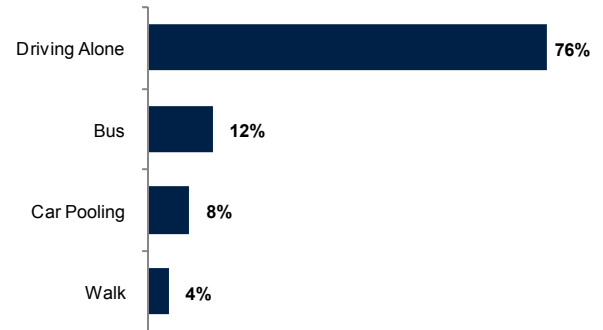
Households' respondents were first asked how often they go to downtown El Paso; the highest proportion of respondents (about 60 percent) reported that they visit downtown on a monthly or yearly basis (*Figure 30*). In addition, 22 percent mentioned that they go downtown weekly while ten percent said they never go downtown. Of those going downtown, 76 percent do so by driving alone, 12 percent by using the bus,

and 8 percent by car pooling (Figure 31). When asked if they visit downtown mostly during weekdays or weekends, 62 percent reported visiting downtown during weekdays compared to 38 percent who visit downtown during weekends (Figure 32). Moreover, most of these visits (83 percent) are during the daytime.

**Figure 30. Frequency of Going Downtown**

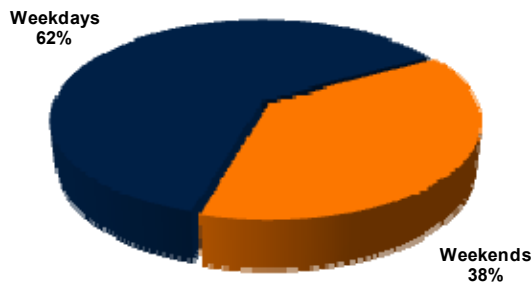


**Figure 31. Transportation Mode to Downtown**



**Figure 32. Downtown Visits**

*Downtown Visits during Weekdays or Weekends*

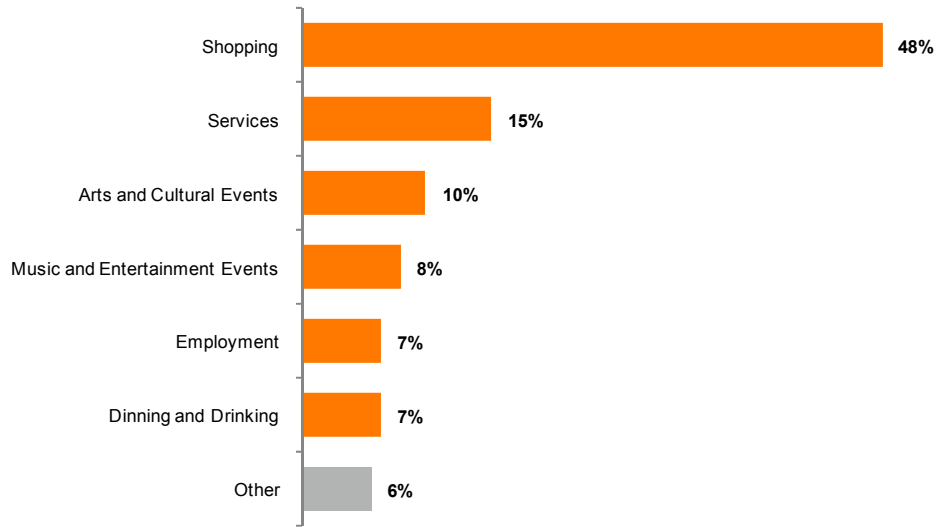


*Downtown Visits during Daytime or Evening Hours*

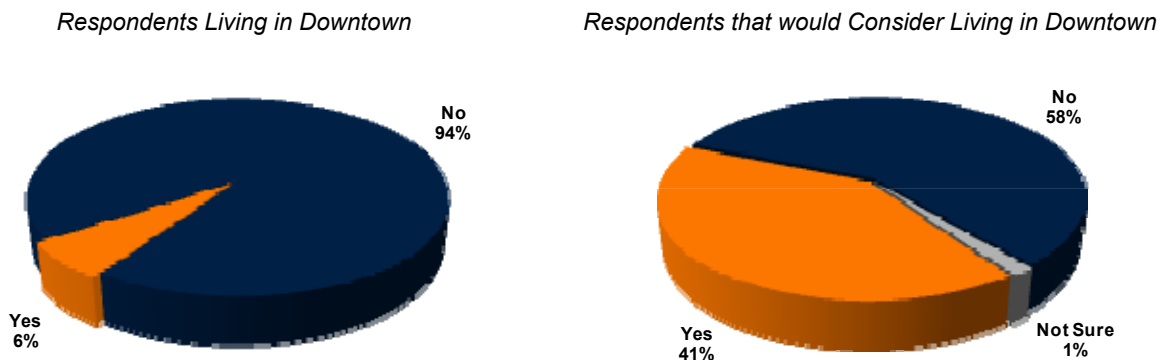


About half of respondents reported being attracted most often to downtown El Paso for shopping followed by services as well as arts and cultural events with 15 percent and ten percent of responses, respectively (Figure 33). Similar to employees, most households' respondents (94 percent) do not live in the downtown area; however, 41 percent of them would consider living there if suitable housing were available (Figure 34). Moreover, just one percent is unsure about living in downtown El Paso.

**Figure 33. Downtown Attraction**



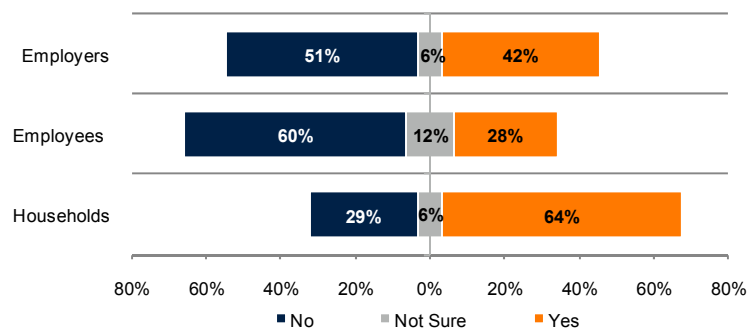
**Figure 34. Living in Downtown**



**Comparisons between Employers, Employees, and Households**

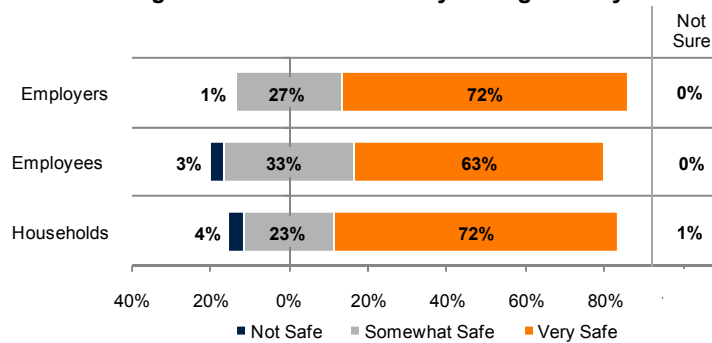
Given that similar questionnaires were developed for the three groups investigated, this section compares equivalent questions about downtown perceptions among the three groups surveyed. When asked about downtown cleanliness, most employers and employees reported that they do not consider downtown clean, with 51 percent and 60 percent selecting this response, respectively (Figure 35). However, 64 percent of the households’ respondents indicated that they consider downtown clean.

**Figure 35. Downtown Cleanliness**

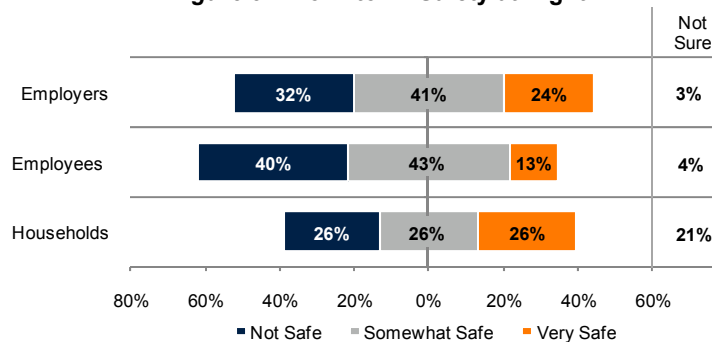


At least three out of five respondents (from all groups) reported feeling very safe during the day in downtown El Paso (Figure 36); on the other hand, most of them feel somewhat safe or not safe at night (Figure 37). When the groups were asked if they were less likely to attend events in downtown after working hours considering the Juarez-related violence, the largest proportion of respondents from each group said no; specifically, 62 percent of employers, 66 percent of employees, and 73 percent of households answered this way (Figure 38).

**Figure 36. Downtown Safety during the Day**

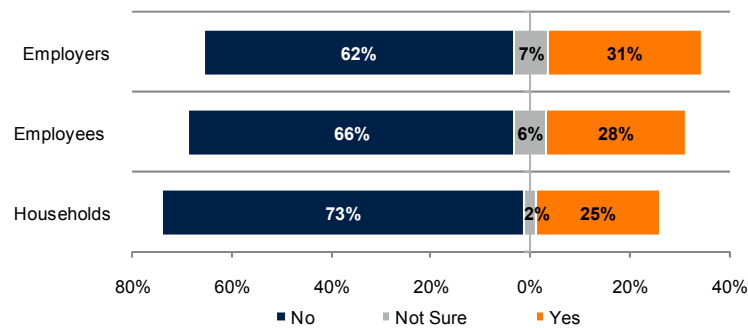


**Figure 37. Downtown Safety at Night**



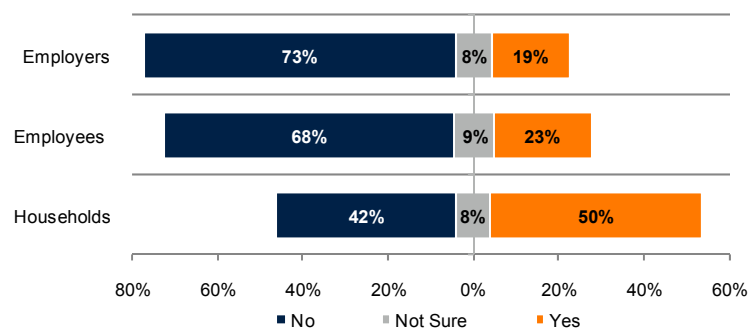


**Figure 38. Impact of Juarez Violence**

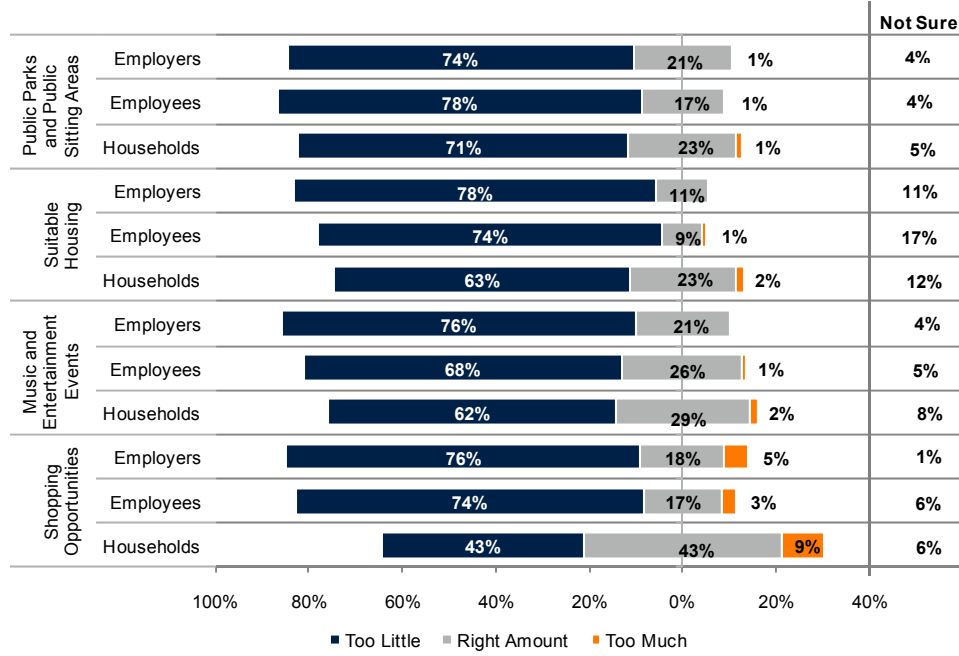


The majority of employers and employees reported thinking that downtown El Paso does not offer unique and sufficiently attractive entertainment options compared to other parts of the City; conversely, half of the household respondents think otherwise (Figure 39). In terms of the amount of services, businesses, and events that are located or take place in downtown, the greatest proportion of respondents (from all groups) mentioned that there are too few public parks and public seating areas, too few suitable housing options, too few music and entertainment events, and too few shopping opportunities (Figure 40a). Also, with the exception of households in terms of their perceptions about shopping opportunities in downtown, responses among groups by category did not considerably differ. Although to a lesser extent, the largest proportion of respondents in each of the three groups felt that there are too few dining and drinking establishments as well as too few arts and cultural events (Figure 40b). Moreover, although most respondents in all groups also mentioned too few bike lanes and too little Wi-Fi availability in downtown El Paso, a high percentage of households' and employee respondents were not sure about the availability of these services.

**Figure 39. Downtown Entertainment Attractiveness**



**Figure 40a. Amount of Downtown Services, Businesses, and Events**



**Figure 40b. Amount of Downtown Services, Businesses, and Events**

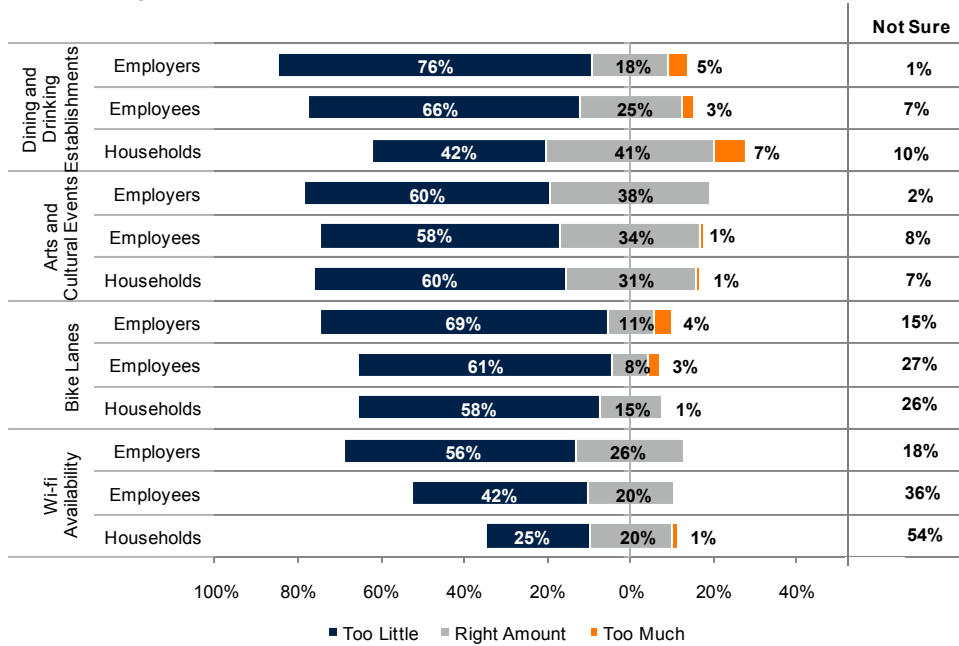
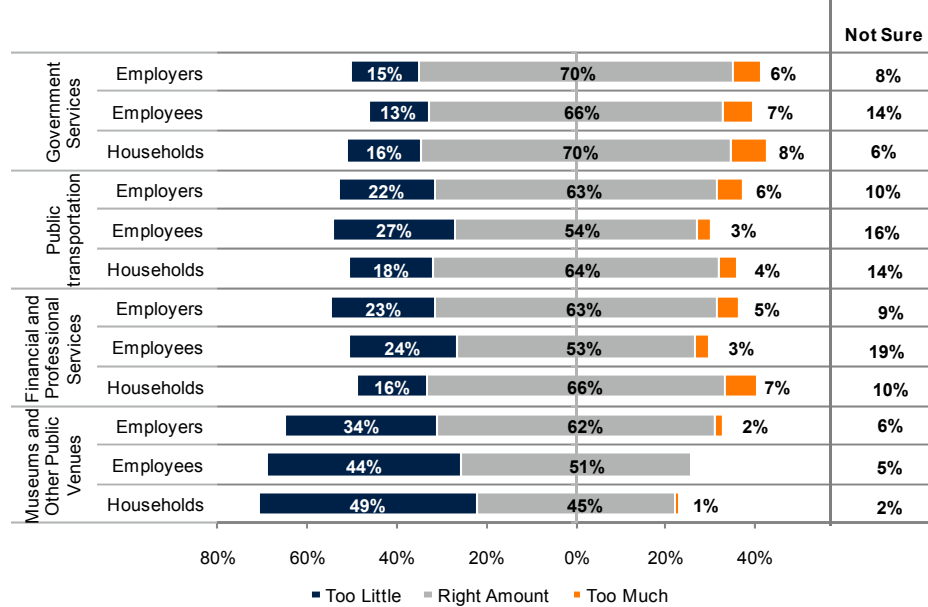


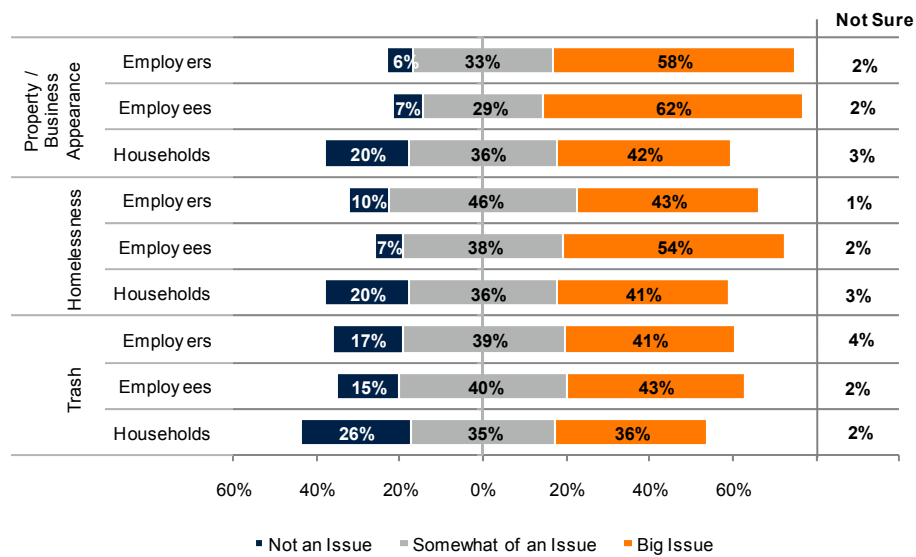
Figure 40c illustrates the services that were most frequently mentioned as being available in the right amount at downtown El Paso. The majority of employers, employees, and households' respondents reported feeling that there is the right amount of government services, public transportation, financial and professional services, as well as museums and other public venues located in downtown. However, at least one-third of respondents also felt that there are too few museums and other public venues located in downtown. In most cases, responses among groups by the selected categories were relatively close.

**Figure 40c. Amount of Downtown Services, Businesses, and Events**

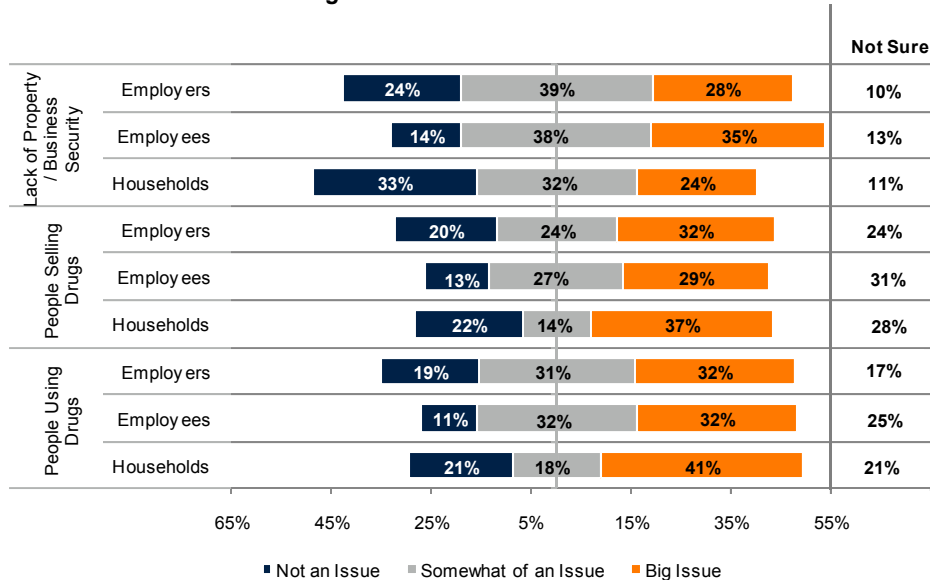


Respondents were then asked to indicate if certain factors were an issue in downtown El Paso. Property/Business appearance was most often reported as being a big issue followed by homelessness and trash with an across group average response of 54 percent, 46 percent, and 40 percent, respectively (Figure 41a). In spite of this, at least 20 percent of the households' respondents felt that these same factors are not an issue. Comparable results were obtained in terms of lack of property/business security, people selling drugs, and people using drugs. In these three categories, a greater proportion of households felt that people using drugs and people selling drugs are a big issue compared to employer and employee perceptions (Figure 41b). However, at least ten percent of respondents from all groups were unsure about each of these three downtown issues.

**Figure 41a. Issues in Downtown**

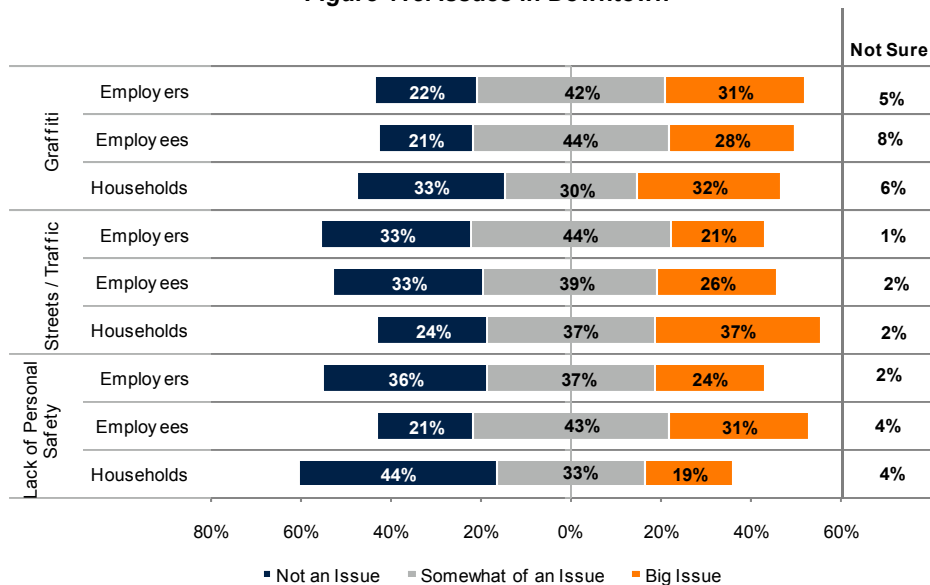


**Figure 41b. Issues in Downtown**



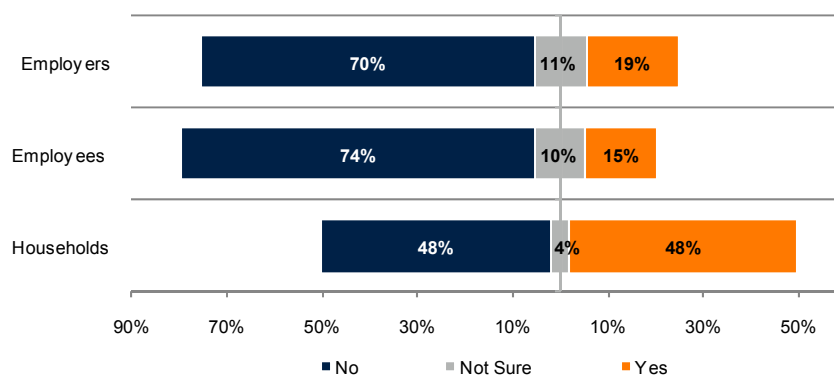
Most respondents reported graffiti, streets/traffic, and lack of personal safety as being somewhat of an issue; on average, close to 40 percent of respondents in each category responded this way (Figure 41c). Nevertheless, at least one out of five also reported that they feel that these three factors are not an issue. Compared to the other two factors, graffiti received the highest proportion of “not sure” responses but these responses were under ten percent.

**Figure 41c. Issues in Downtown**

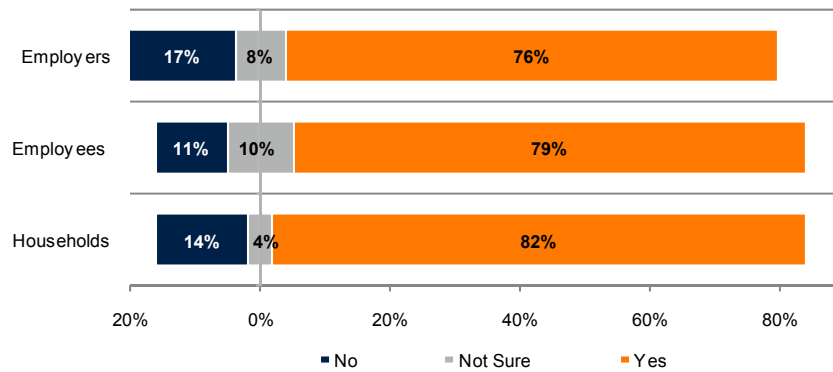


In terms of downtown attractiveness, 70 percent of employers and 74 percent of employees responded that downtown is not an attractive and vibrant area while households' respondents were practically split in half when asked if they feel downtown is an attractive and vibrant area (Figure 42). Furthermore, at least three out of four respondents think that the presence of high-end retail stores would provide an enhanced image of a vibrant and growing downtown community (Figure 43). Along these lines, San Antonio, Texas was the City most frequently mentioned as attractive and vibrant for respondents in all three groups (Table 1). Other cities reported in the top ten for all three groups were Austin, TX; San Francisco, CA; Dallas, TX; Denver, CO; Chicago, IL; and New York City, NY.

**Figure 42. Downtown Attractiveness**



**Figure 43. High-end Retail for an Enhanced Image**



**Table 1. Attractive and Vibrant Areas**

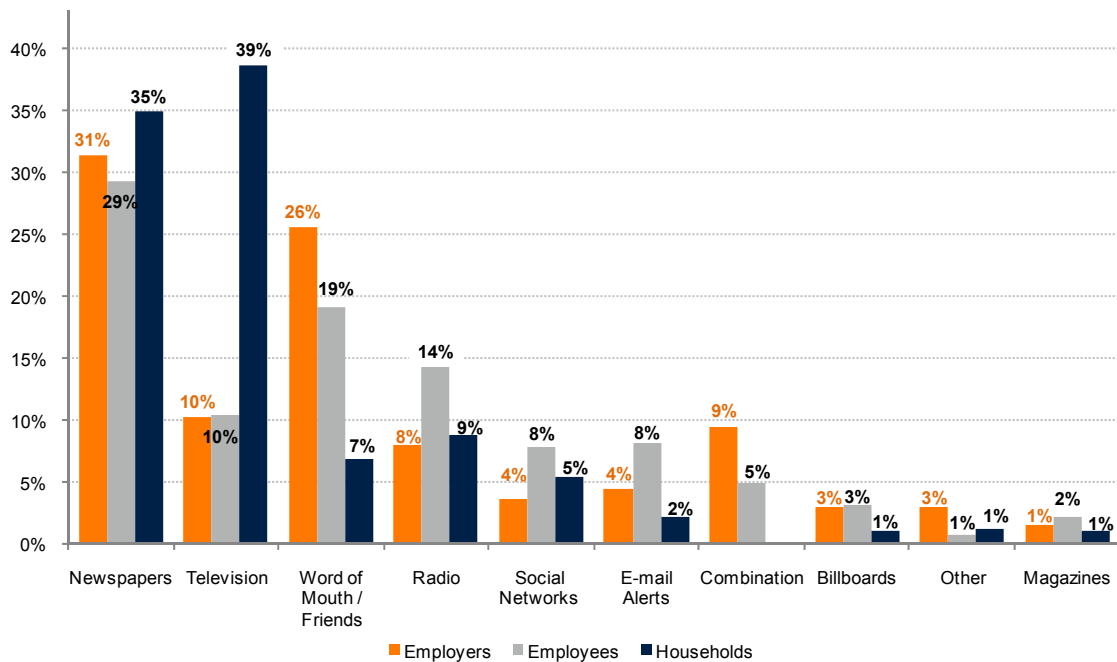
	Employers	Employees	Households
1	San Antonio, TX	San Antonio, TX	San Antonio, TX
2	San Francisco, CA	Austin, TX	Dallas, TX
3	Fort Worth, TX	Chicago, IL	Los Angeles, CA
4	Denver, CO	New York City, NY	Austin, TX
5	Austin, TX	Denver, CO	Phoenix, AZ
6	San Diego, CA	San Francisco, CA	San Francisco, CA
7	Chicago, IL	San Diego, CA	Chicago, IL
8	New York City, NY	Dallas, TX	Denver, CO
9	Dallas, TX	Phoenix, AZ	New York City, NY
10	Seattle, WA	Fort Worth, TX	Houston, TX

Employers and employees said that they consider dining and drinking establishments, shopping, and music and entertainment events as the top three amenities or activities that are missing in downtown El Paso compared to other downtown locations in the United States (Table 2). Similarly, households' respondents reported that the top three amenities or activities missing in downtown are parks/green/outdoor areas, shopping, as well as music and entertainment events. Other amenities or activities declared by all surveyed groups as being absent in downtown are cleanliness and architecture/appearance/ambience. Figure 44 illustrates how respondents usually become aware of upcoming events and activities in the downtown area. Newspapers and word of mouth/friends received the highest mentions by employers and employees with 31 percent and 29 percent of responses, respectively. Likewise, television obtained the highest proportion of responses in terms of households with 39 percent followed by newspapers with 35 percent of responses.

**Table 2. Amenities or Activities Missing**

	Employers	Employees	Households
1	Dining and Drinking Establishments	Shopping	Parks / Green / Outdoor Areas
2	Shopping	Dining and Drinking Establishments	Shopping
3	Music and Entertainment Events	Music and Entertainment Events	Music and Entertainment Events
4	Architecture / Appearance / Ambience	Arts and Cultural Events / Activities	Architecture / Appearance / Ambience
5	Suitable Housing	Professional Sports Team / Sports and Music Arena	Dining and Drinking Establishments
6	Parks / Green Areas / Outdoor Areas	Suitable Housing	Cleanliness
7	Cleanliness	Parks / Green Areas / Outdoor Areas	Family Friendly and Children Activities
8	Professional Sports Team / Sports and Music Arena	Cleanliness	Arts and Cultural Events / Activities
9	Public Transportation	Architecture / Appearance / Ambience	Public Transportation
10	Parking	Public Transportation	Riverwalk / Lake

**Figure 44. Downtown Events or Activities Awareness**



## Cross Tabulations

This section analyzes differences in perceptions among subgroups of employees and household respondents using a cross tabulation procedure. Cross tabulations are developed in conjunction with Chi-square tests to determine whether a relationship between two factors is statistically significant (i.e. if the factors are dependent) or whether the relationship is more likely to have occurred by chance (i.e. if the factors are independent). The benefit of this information is that it provides a better understanding of the perceptions of respondents and how those perceptions vary across subgroups.

Table 3 and Table 4 below list the survey questions for which cross tabulations and respective Chi-square tests were performed to determine if significantly different perceptions exist among the following subgroups of employees and households: (1) age, (2) income, and (3) the area of town in which respondents reside. The specific threshold used to determine statistical significance is the one percent level. While this section addresses only those cross tabulations yielding statistically significant results at the one percent level, Appendix D contains results from all cross tabulations and Chi-square tests performed.

**Table 3. Survey Questions used in Employees' Cross Tabulations**

	Question Number	Questions
1)	3	Do you visit downtown outside of your regular working hours?
2)	4	Do you visit downtown during the weekend?
3)	5	Besides employment, what attracts you to downtown El Paso most often?
4)	6	Do you consider downtown clean?
5)	9	Do you think that downtown El Paso offers entertainment options (including restaurants) that are unique and sufficiently attractive compared to options in other parts of the City?
6)	10b	Do you feel there is too much, too little, or the right amount of music and entertainment events in downtown El Paso?
7)	10c	Do you feel there is too much, too little, or the right amount of dining and drinking establishments in downtown El Paso?
8)	10i	Do you feel there is too much, too little, or the right amount of shopping opportunities in downtown El Paso?
9)	11g	Please indicate whether you feel property/business appearance is a big issue, somewhat of an issue, or not an issue in downtown El Paso.
10)	12	Do you think downtown El Paso is an attractive and vibrant area?



**Table 4. Survey Questions used in Households' Cross Tabulations**

	Question Number	Questions
1)	1	How often do you go to downtown El Paso?
2)	3	Do you visit downtown El Paso mostly during weekdays or during the weekend?
3)	4	Do you make your visits mostly during the day or during evening hours?
4)	6	Do you consider downtown clean?
5)	9	Do you think that downtown El Paso offers entertainment options (including restaurants) that are unique and sufficiently attractive compared to options in other parts of the City?
6)	10b	Do you feel there is too much, too little, or the right amount of music and entertainment events in downtown El Paso?
7)	10c	Do you feel there is too much, too little, or the right amount of dining and drinking establishments in downtown El Paso?
8)	10i	Do you feel there is too much, too little, or the right amount of shopping opportunities in downtown El Paso?
9)	11g	Please indicate whether you feel property/business appearance is a big issue, somewhat of an issue, or not an issue in downtown El Paso.
10)	12	Do you think downtown El Paso is an attractive and vibrant area?

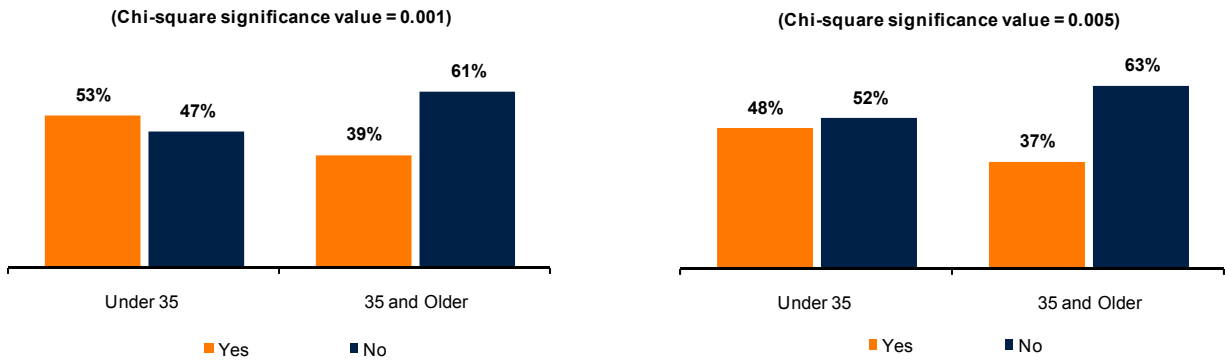
### Employees' Cross Tabulations

First, cross tabulations between two employee age cohorts and downtown visits were performed. Results indicate that employees under 35 years of age are more likely to visit downtown outside their regular working hours than employees 35 and older (*Figure 45*). Even though employees under 35 are more likely to visit downtown during the weekend than are employees 35 and older, a greater proportion of employees, regardless of age, do not visit downtown during the weekend. While most employees under 35 years of age are attracted most often to downtown El Paso for dining and drinking and music and entertainment events, employees 35 and older are attracted most often for music and entertainment events and arts and cultural events (*Figure 46*). In addition, findings show that both age cohorts felt that there are too few music and entertainment events in downtown El Paso; however, employees 35 and older are more likely to feel that there is the right amount of these types of events than employees younger than 35 years old (*Figure 47*).

**Figure 45. Age and Downtown Visits**

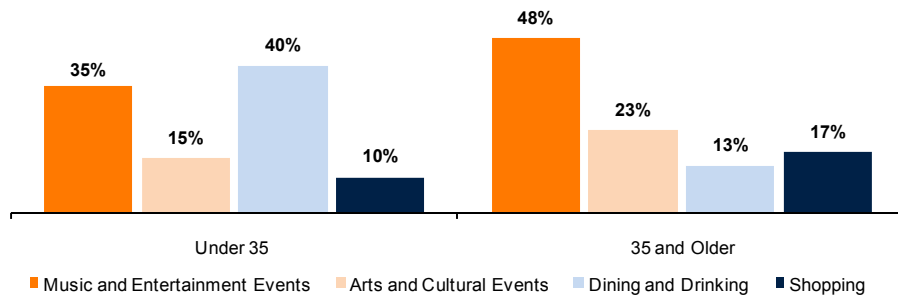
*Employees that Visit Downtown Outside Working Hours*

*Employees that Visit Downtown During the Weekend*



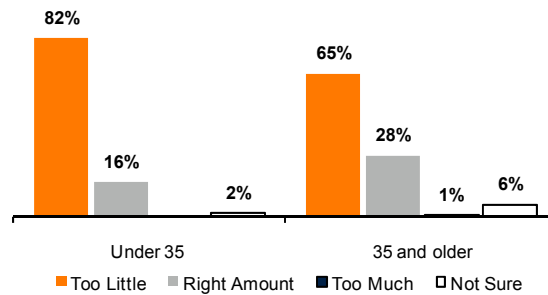
**Figure 46. Age and Downtown Attraction**

(Chi-square significance value=0.000)



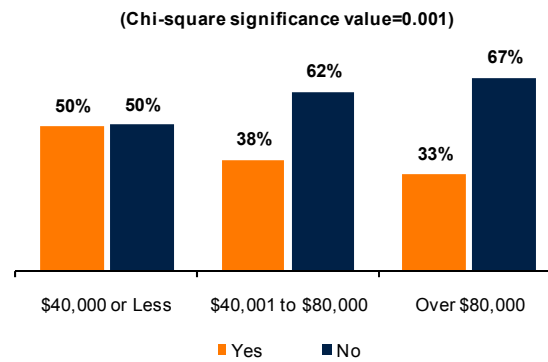
**Figure 47. Age and Amount of Downtown Music and Entertainment Events**

(Chi-square significance value = 0.000)

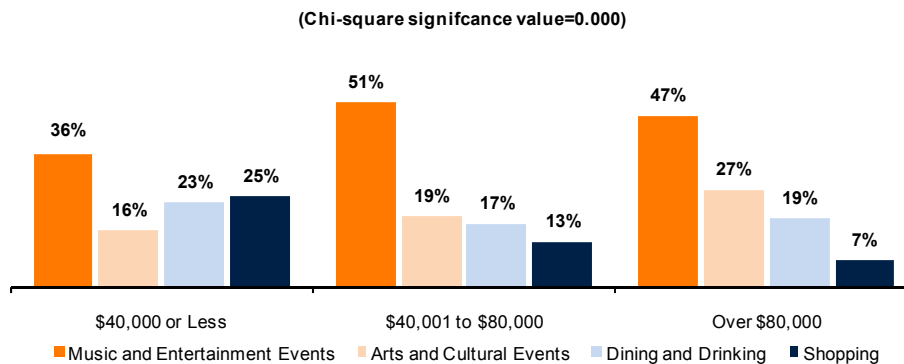


The next set of cross tabulations was performed between employees' income and downtown visits. Results indicate that as income increases, employees are less likely to visit downtown during weekends (Figure 48). In addition, although a greater proportion of employees, regardless of income, are attracted most often to downtown El Paso for music and entertainment events, this is more often the case for employees earning above \$40,000 per year (Figure 49). However, findings also suggest that employees are less likely to be attracted to downtown for shopping as income increases.

**Figure 48. Income and Downtown Visits during the Weekend**



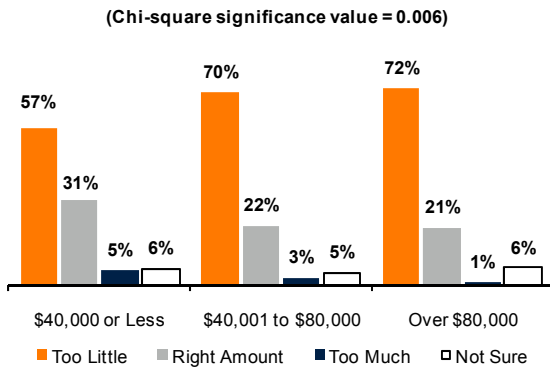
**Figure 49. Income and Downtown Attraction**



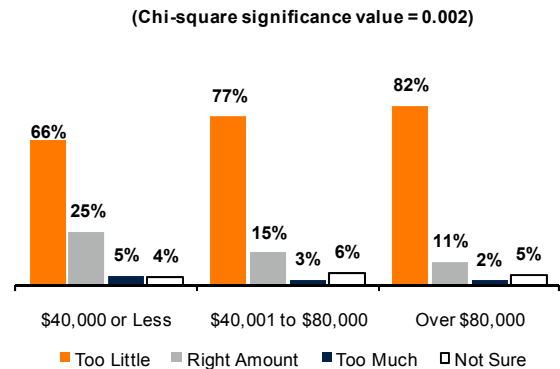
Cross tabulations addressing income in relation to employee perceptions about the amount of services and businesses in downtown El Paso show that a greater percentage of employees feel that there are too few dining and drinking establishments (Figure 50) as well as too few shopping opportunities, regardless of their income level (Figure 51). In both cases, however, employees earning \$40,000 or less are more likely to feel that there is the right amount of dining and drinking establishments and shopping opportunities in downtown El Paso relative to employees earning over \$40,000 per year. Similarly, results

indicate that at least 65 percent of employees in each income range think that downtown El Paso is not an attractive and vibrant area; however, employees earning less than \$40,000 per year are more likely to think that downtown is an attractive and vibrant area compared to employees receiving more than \$40,000 per year (Figure 52).

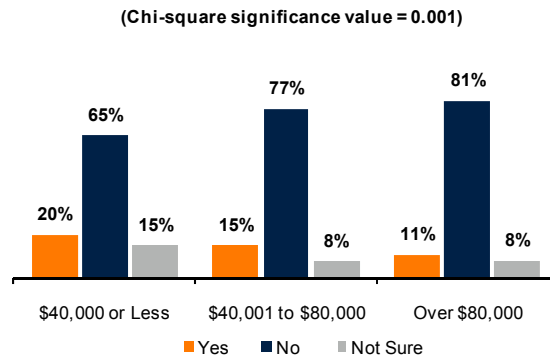
**Figure 50. Income and Amount of Downtown Dining and Drinking Establishments**



**Figure 51. Income and Amount of Downtown Shopping Opportunities**



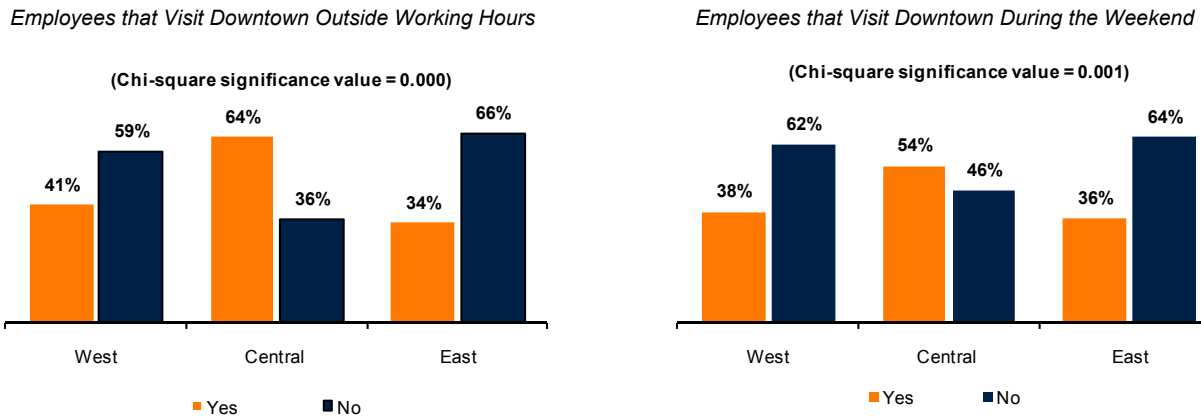
**Figure 52. Income and Downtown Attractiveness**



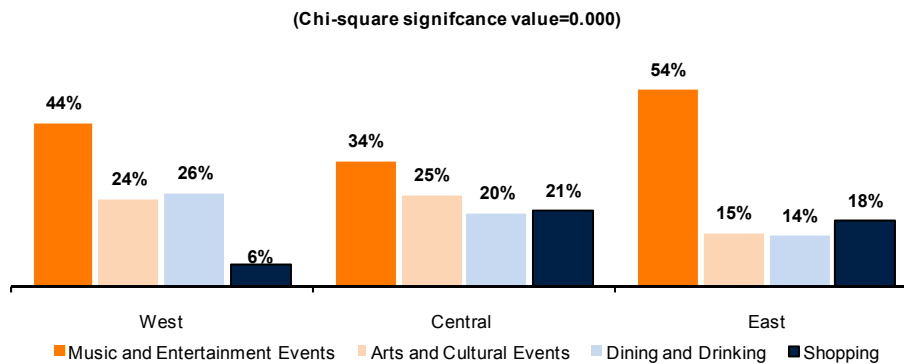
The third series of cross tabulations examined the relationship between the county area in which employees reside and their downtown perceptions. Results show that employees living in the Central area of the county are more likely to visit downtown after work and during the weekend than are employees living in the West or East areas of the county (Figure 53). Regardless of the county area where they reside, a greater proportion of employees are most often attracted to downtown El Paso for music and entertainment events; however, employees living in the East area are attracted more often

than employees living in the Central and West areas for these types of events (Figure 54). Conversely, employees residing in the West area are less likely to be attracted to downtown for shopping than are employees living in Central and East El Paso.

**Figure 53. Area of County and Downtown Visits**

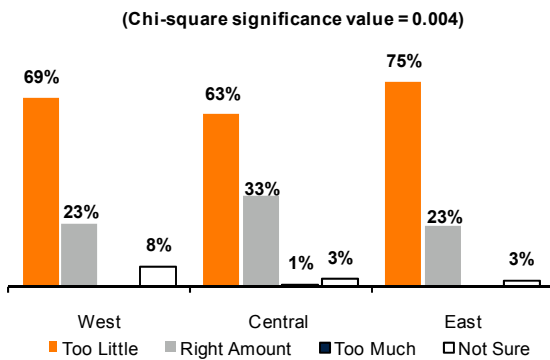


**Figure 54. Area and Downtown Attraction**

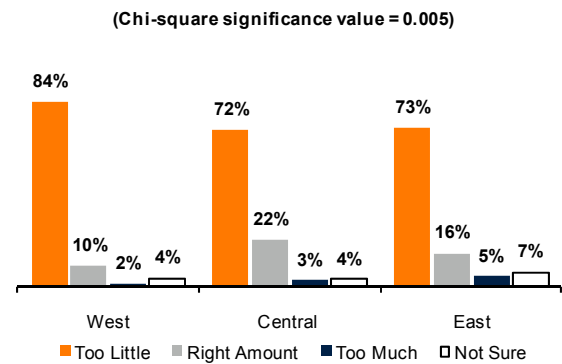


Findings also suggest that, although most employees feel that there are too few music and entertainment events (Figure 55) and too few shopping opportunities in downtown, employees residing in the Central area are more likely to feel that there is the right amount of both music and entertainment events and shopping opportunities in downtown El Paso (Figure 56). Moreover, at least 62 percent of employees residing in the West, Central, and East areas of the county think that downtown El Paso is not an attractive and vibrant area; once again, however, employees living in the Central area are more likely to think otherwise when compared to employees living in the West and East areas (Figure 57).

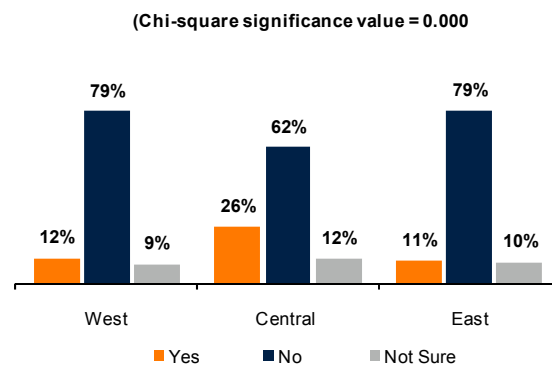
**Figure 55. Area and Amount of Downtown Music and Entertainment Events**



**Figure 56. Area and Amount of Downtown Shopping Opportunities**



**Figure 57. Area and Downtown Attractiveness**

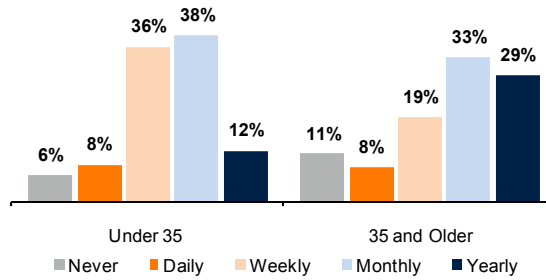


### Households' Cross Tabulations

Similar to employees, cross tabulations of household respondents and their perceptions of downtown El Paso were developed. The first series of cross tabulations examined household respondents' age and downtown visits. Results indicate that household respondents under 35 years of age are more likely to visit downtown on a weekly or monthly basis than are those respondents 35 and older (*Figure 58*). In general, a greater percentage of respondents are expected to visit downtown mostly during weekdays and during the daytime regardless of age; however, respondents older than 35 are more likely to do so in both cases when compared to respondents younger than 35 years of age (*Figure 59*). Cross tabulation findings also suggest that a greater proportion of household respondents, in spite of age, think that downtown offers unique and sufficiently attractive entertainment options (including restaurants) compared to options in other parts of the City; however, respondents under 35 are more likely to think this way than are respondents 35 and older (*Figure 60*).

**Figure 58. Age and Frequency of Going Downtown**

(Chi-square significance value = 0.000)



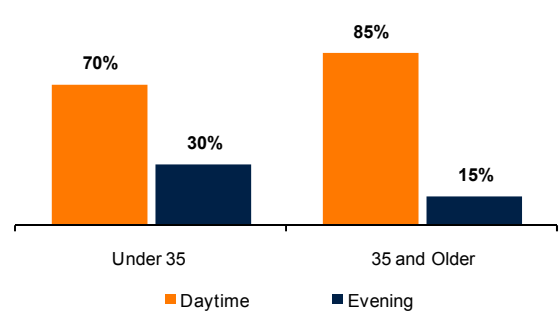
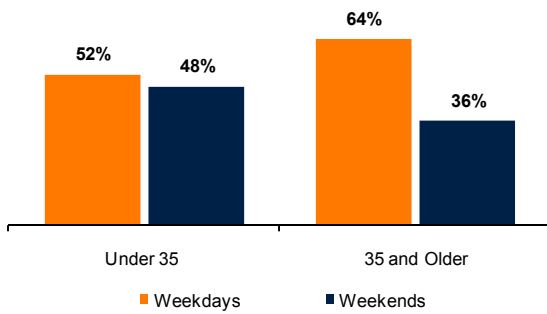
**Figure 59. Age and Downtown Visits**

*Residents that Visit Downtown Outside Working Hours*

*Residents that Visit Downtown During the Weekend*

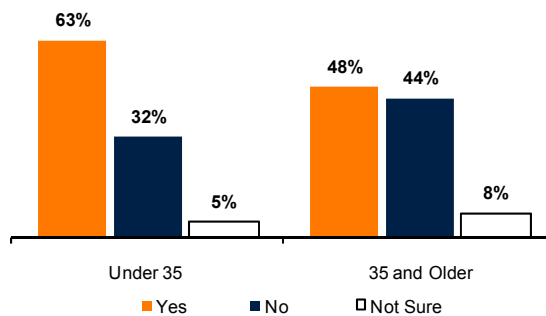
(Chi-square significance value = 0.001)

(Chi-square significance value = 0.000)



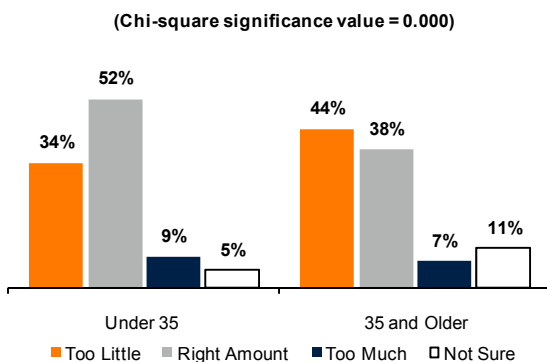
**Figure 60. Age and Downtown Entertainment Attractiveness**

(Chi-square significance value = 0.000)

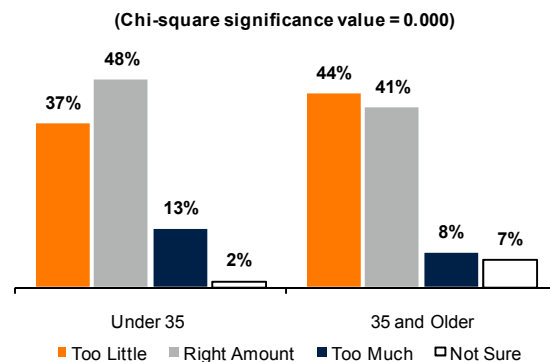


Most household respondents under 35 years of age feel that there is the right amount of dining and drinking establishments in downtown El Paso; conversely, most respondents 35 and older think that there are too few (Figure 61). Similar results were obtained when the cross tabulation between age and perceptions about shopping opportunities was performed; most respondents under 35 years old feel that there is the right amount of shopping opportunities in downtown El Paso while most respondents 35 and older feel there are too few (Figure 62). In addition, results show that the younger age cohort (under 35) is more likely to feel that there are too many dining and drinking establishments as well as too many shopping opportunities in downtown El Paso.

**Figure 61. Age and Amount of Downtown Dining and Drinking Establishments**



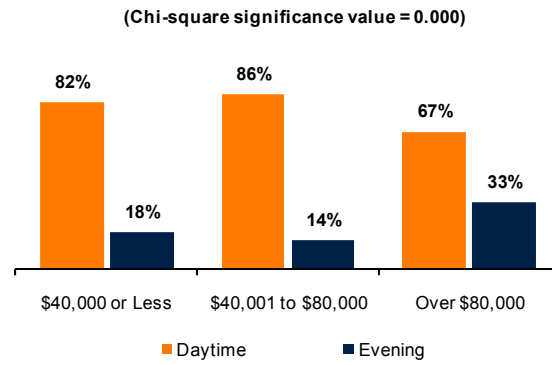
**Figure 62. Age and Amount of Downtown Shopping Opportunities**



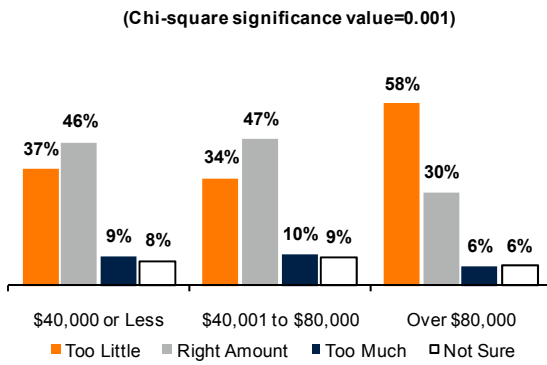
The second set of cross tabulations is related to household income and household respondents' opinions about downtown. Results show that a greater proportion of respondents visit downtown during the daytime regardless of income; however, respondents with a household income over \$80,000 per year are more likely to visit downtown during evening hours (Figure 63). Further, most respondents with a household income under \$80,000 feel that there is the right amount of dining and drinking establishment in downtown while most respondents with a household income over \$80,000 per year feel there are too few (Figure 64). With the exception of residents with a household income of \$40,000 or less who think that there is the right amount of shopping opportunities, a greater percentage of respondents in the other income categories feel that there are too few (Figure 65). Additionally, household respondents with an annual household income of \$40,000 or less are more likely to feel that there are too many shopping opportunities compared to respondents with a household income greater than \$40,000 per year. Similarly, residents with a household income greater than \$40,000 think that downtown El Paso is not an attractive and vibrant area; on the other hand, respondents with a household income of \$40,000 or less think otherwise (Figure 66).



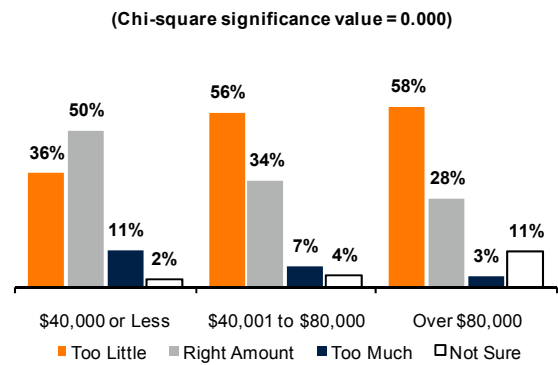
**Figure 63. Income and Downtown Visits during the Daytime or Evening Hours**



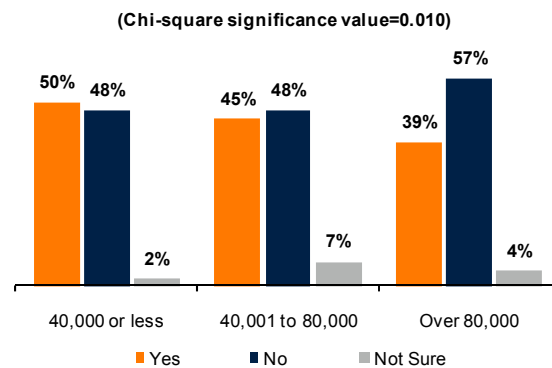
**Figure 64. Income and Amount of Downtown Dining and Drinking Establishments**



**Figure 65. Income and Amount of Downtown Shopping Opportunities**



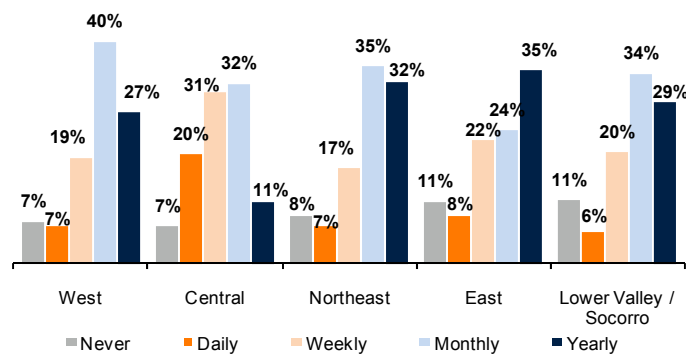
**Figure 66. Income and Downtown Attractiveness**



The last set of cross tabulations analyzes the relationship between the county area in which household respondents reside and their downtown perceptions. Results indicate that with the exception of residents living in the East area, respondents living in all other county areas visit downtown most often on a monthly basis, with West side residents having the highest frequency of monthly downtown visits (*Figure 67*). Not surprisingly, respondents living in the Central area are more likely to visit downtown most often on a daily basis in relation to other areas of the county. Finally, results show that a greater proportion of household respondents residing in the West, Central, East, and Northeast areas feel that there are too few shopping opportunities in downtown El Paso; however, residents living in the West area are more likely to feel this way (*Figure 68*). Lastly, findings indicate that Lower Valley/Socorro residents feel that there is the right amount of shopping opportunities in downtown in relation to other areas of the county.

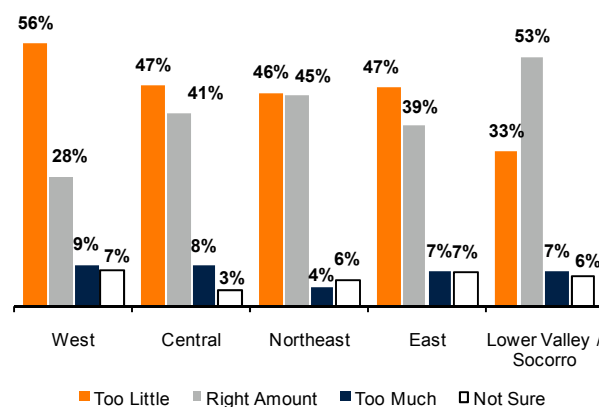
**Figure 67. Area and Frequency of Going Downtown**

(Chi-square significance value = 0.000)



**Figure 68. Area and Amount of Downtown Shopping Opportunities**

(Chi-square significance value = 0.001)



As a final point, it is worth noting that these survey results provide a snapshot of the attitudes and perceptions of downtown business owners and downtown employees about downtown El Paso. In addition, these survey findings present El Paso County households' perceptions regarding several issues associated with downtown El Paso. Overall, both outcomes will serve as a benchmark for future endeavors intended to guide the DMD and the City in their mission to improve public property, public facilities, promote economic development, and provide outstanding customer service to enhance the community overall, and particularly, the downtown area.

# Appendix A

## English Questionnaires

### Downtown Perceptions - Employer Questionnaire, 2011

The Institute for Policy and Economic Development at UTEP is conducting a short Census for the Downtown Management District (DMD) and the City of El Paso Economic Development Department on issues related to your business and your perceptions of downtown El Paso. **This Census is voluntary and all answers will be kept confidential. The questionnaire should be answered by the owner, general manager or decision maker.** Your feedback is very valuable to help DMD and the City to better understand the needs of the downtown business community. This questionnaire should take about 10 minutes of your time to complete. If you have any questions regarding this survey, please contact Roberto Tinajero at 747-5096 or at [rtinajero@utep.edu](mailto:rtinajero@utep.edu)

**Thank you for your participation!**

#### ABOUT YOUR BUSINESS

**1. Which ONE of the following industries best describes your establishment's principal kind of business or activity?**

- |  |   |
|--|---|
| <input type="checkbox"/> Agriculture, Forestry, Fishing, and Hunting | <input type="checkbox"/> Real Estate and Rental and Leasing                                     |
| <input type="checkbox"/> Mining, Quarrying, and Oil & Gas Extraction | <input type="checkbox"/> Professional, Scientific, & Technical Services                         |
| <input type="checkbox"/> Utilities                                   | <input type="checkbox"/> Management of Companies and Enterprises                                |
| <input type="checkbox"/> Construction                                | <input type="checkbox"/> Administrative and Support & Waste Management and Remediation Services |
| <input type="checkbox"/> Manufacturing                               | <input type="checkbox"/> Educational Services   |
| <input type="checkbox"/> Wholesale Trade                             | <input type="checkbox"/> Health Care and Social Assistance                                      |
| <input type="checkbox"/> Retail Trade                                | <input type="checkbox"/> Arts, Entertainment, and Recreation                                    |
| <input type="checkbox"/> Transportation and Warehousing              | <input type="checkbox"/> Accommodation and Food Services  |
| <input type="checkbox"/> Information                                 | <input type="checkbox"/> Other Services (except Public Administration)                          |
| <input type="checkbox"/> Finance and Insurance                       | <input type="checkbox"/> Public Administration  |

**2. How long has this business operated in El Paso (including previous and current owners)?**

- |   |  |
|---|--|
| <input type="checkbox"/> Less than 1 year   | <input type="checkbox"/> 11 through 20 years |
| <input type="checkbox"/> 1 through 2 years  | <input type="checkbox"/> 21 through 30 years |
| <input type="checkbox"/> 3 through 5 years  | <input type="checkbox"/> 31 through 50 years |
| <input type="checkbox"/> 6 through 10 years | <input type="checkbox"/> More than 50 years  |

**3. How many persons does your business employ (part-time and full-time) at your downtown location(s)?**

- |                                      |                                     |  |
|--------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> 10 or fewer | <input type="checkbox"/> 51 to 75   | <input type="checkbox"/> 251 to 500      |
| <input type="checkbox"/> 11 to 20    | <input type="checkbox"/> 76 to 100  | <input type="checkbox"/> 501 to 750      |
| <input type="checkbox"/> 21 to 30    | <input type="checkbox"/> 101 to 150 | <input type="checkbox"/> 751 to 1,000    |
| <input type="checkbox"/> 31 to 50    | <input type="checkbox"/> 151 to 250 | <input type="checkbox"/> More than 1,000 |

**4. Please select the ONE option below that best describes your current business occupancy:**

- |  |  |
|--|--|
| <input type="checkbox"/> Own the Building                          | <input type="checkbox"/> Lease Expires in 1 to less than 2 years |
| <input type="checkbox"/> No Lease / Month to Month                 | <input type="checkbox"/> Lease Expires in 2 to less than 4 years |
| <input type="checkbox"/> Lease Expires in less than 6 months       | <input type="checkbox"/> Lease Expires in more than 4 years      |
| <input type="checkbox"/> Lease Expires in 6 to less than 12 months | <input type="checkbox"/> Other: _____                            |

(please specify)

**5. Please describe how each of the following factors has changed or not changed over the PAST 12 months:**

	Significant Decrease	Some Decrease	No Change	Some Increase	Significant Increase
a. Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Revenues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Space Allocation / Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6. Please describe how you expect each of the following factors to change or not change over the NEXT 12 months:**

	Significant Decrease	Some Decrease	No Change	Some Increase	Significant Increase
a. Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Revenues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Space Allocation / Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**7. Has Juarez-related violence had a positive, negative, or no impact on your business revenues?**

- Extremely Positive     
  Slightly Positive     
  No Impact     
  Slightly Negative     
  Extremely Negative

**8. Are you planning to relocate your business within the next 12 months?**

- Yes  
 No      **→ SKIP TO QUESTION 12**  
 Not Sure      **→ SKIP TO QUESTION 12**

**9. If you are planning to relocate your business within the next 12 months, are you planning to relocate within El Paso County?**

- Yes  
 No      **→ SKIP TO QUESTION 11**  
 Not Sure      **→ SKIP TO QUESTION 11**

**10. If you are planning to relocate within El Paso County, please indicate the area where you are planning to relocate:**

- |                                    |                                  |   |
|------------------------------------|----------------------------------|---|
| <input type="checkbox"/> West      | <input type="checkbox"/> Central | <input type="checkbox"/> Lower / Mission Valley |
| <input type="checkbox"/> Northeast | <input type="checkbox"/> East    | <input type="checkbox"/> Not Sure               |

**11. What is your main reason for planning to relocate?**

---



---



---

(please specify)

**12. What would you say are the most significant ADVANTAGES of being located in downtown El Paso?**

Please select up to 3.

- |   |   |
|---|---|
| <input type="checkbox"/> Central Location                   | <input type="checkbox"/> Proximity to Other Businesses                    |
| <input type="checkbox"/> Proximity to Public Transportation | <input type="checkbox"/> Proximity to Financial and Professional Services |
| <input type="checkbox"/> Foot Traffic                       | <input type="checkbox"/> Proximity to Community Organizations             |
| <input type="checkbox"/> Proximity to Juarez                | <input type="checkbox"/> Other: _____                                     |
| <input type="checkbox"/> Proximity to Government Services   | <input type="checkbox"/> Other: _____                                     |
| <input type="checkbox"/> Availability of Employees          | <input type="checkbox"/> Other: _____                                     |

**13. What would you say are the most significant DISADVANTAGES of being located in downtown El Paso?**

Please select up to 3.

- |   |  |
|---|--|
| <input type="checkbox"/> Parking Space                        | <input type="checkbox"/> Cost of Real Estate / Office Space          |
| <input type="checkbox"/> Cost of Utilities                    | <input type="checkbox"/> Lack of Activities Outside of Working Hours |
| <input type="checkbox"/> Streets / Traffic                    | <input type="checkbox"/> Proximity to Juarez                         |
| <input type="checkbox"/> Limited Space to Expand              | <input type="checkbox"/> Other: _____                                |
| <input type="checkbox"/> Lack of Property / Business Security | <input type="checkbox"/> Other: _____                                |
| <input type="checkbox"/> Lack of Uniqueness                   | <input type="checkbox"/> Other: _____                                |

**DOWNTOWN PERCEPTIONS**

**14. Do you consider downtown clean?**

- Yes                                       No                                       Not Sure

**15. Please indicate the level of safety you feel for each of the following questions:**

	Not Safe	Somewhat Safe	Very Safe	Not Sure
a. How safe do you feel during the day in downtown El Paso?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. How safe do you feel at night in downtown El Paso?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16. Are you less likely to attend events in the downtown area after working hours, including dining and socializing activities, considering the Juarez-related violence?**

- Yes                                       No                                       Not Sure

17. Do you think that downtown El Paso offers entertainment options (including restaurants) that are unique and sufficiently attractive compared to options in other parts of the City?

- Yes
- No
- Not Sure

18. Do you feel there is too much, too little, or the right amount of each of the following services and businesses in downtown El Paso?

	Too Little	Right Amount	Too Much	Not Sure
a. Arts and Cultural Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Music and Entertainment Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Dining and Drinking Establishments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Public Parks and Public Sitting Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Museums and Other Public Venues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Government Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Financial and Professional Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Suitable Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Shopping Opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Public Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Wi-Fi Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Bike Lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Please indicate whether you feel each of the following factors is a big issue, somewhat of an issue, or not an issue in downtown El Paso.

	Big Issue	Somewhat of an Issue	Not an Issue	Not Sure
a. Homelessness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. People Using Drugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. People Selling Drugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Lack of Property / Business Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Lack of Personal Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Streets / Traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Property / Business Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Trash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Do you think downtown El Paso is an attractive and vibrant area?

- Yes
- No
- Not Sure

21. Do you think that the presence of high-end retail stores would provide an enhanced image of a vibrant and growing downtown community?

- Yes
- No
- Not Sure

22. Of the downtown locations you have visited in the United States, which City stands out in your mind as attractive and vibrant? Please specify \_\_\_\_\_

23. Of the downtown locations you have visited in the United States, what amenity or activity is missing in downtown El Paso? Please specify \_\_\_\_\_

24. How do you usually become aware of upcoming events and activities in the downtown area?

- |   |   |
|---|---|
| <input type="checkbox"/> Newspapers                               | <input type="checkbox"/> Television                   |
| <input type="checkbox"/> Magazines                                | <input type="checkbox"/> Billboards                   |
| <input type="checkbox"/> E-mail Alerts                            | <input type="checkbox"/> Word of Mouth / Friends      |
| <input type="checkbox"/> Social Networks (e.g. Facebook, Twitter) | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Radio                                    |   |

25. If you would you like to receive e-mail notices about events and activities in the downtown area, please provide your e-mail address \_\_\_\_\_

**YOU HAVE COMPLETED THE QUESTIONNAIRE.**

**THANK YOU FOR YOUR PARTICIPATION.**



**Downtown Perceptions - Employee Questionnaire, 2011**

The Institute for Policy and Economic Development at UTEP is conducting a short survey for the Downtown Management District (DMD) and the City of El Paso Economic Development Department on issues related to your perceptions of downtown El Paso. **This survey is completely voluntary and all answers will be kept confidential.** Your feedback is very valuable to help DMD and the City to better understand the needs of downtown employees. This survey should take less than 10 minutes of your time to complete. If you have any questions regarding this survey, please contact Roberto Tinajero at 747-5096 or at [rtinajero@utep.edu](mailto:rtinajero@utep.edu)

**Thank you for your participation!**

**1. How do you usually get to work?**

- Driving Alone                       Car Pooling                       Bike                       Bus                       Walk

**2. Do you work primarily during daytime or evening hours?**

- Day                       Night

**3. Do you visit downtown outside of your regular working hours?**

- Yes                       No

**4. Do you visit downtown during the weekend?**

- Yes                       No

**5. Besides employment, what attracts you to downtown El Paso most often? Please select ONLY ONE.**

- Shopping                       Music and Entertainment Events  
 Dining and Drinking                       Services  
 Arts and Cultural Events                       Other (please specify) \_\_\_\_\_

**6. Do you consider downtown clean?**

- Yes                       No                       Not Sure

**7. Please indicate the level of safety you feel for each of the following questions:**

	Not Safe	Somewhat Safe	Very Safe	Not Sure
c. How safe do you feel during the day in downtown El Paso?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. How safe do you feel at night in downtown El Paso?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**8. Are you less likely to attend events in the downtown area after working hours, including dining and socializing activities, considering the Juarez-related violence?**

- Yes                       No                       Not Sure

**9. Do you think that downtown El Paso offers entertainment options (including restaurants) that are unique and sufficiently attractive compared to options in other parts of the City?**

- Yes                       No                       Not Sure

10. Do you feel there is too much, too little, or the right amount of each of the following services and businesses in downtown El Paso?

	Too Little	Right Amount	Too Much	Not Sure
m. Arts and Cultural Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Music and Entertainment Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Dining and Drinking Establishments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Public Parks and Public Sitting Areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Museums and Other Public Venues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. Government Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Financial and Professional Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Suitable Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u. Shopping Opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Public Transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w. Wi-Fi Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x. Bike Lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Please indicate whether you feel each of the following factors is a big issue, somewhat of an issue, or not an issue in downtown El Paso.

	Big Issue	Somewhat of an Issue	Not an Issue	Not Sure
j. Homelessness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. People Using Drugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. People Selling Drugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Lack of Property / Business Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Lack of Personal Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Streets / Traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Property / Business Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. Trash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Do you think downtown El Paso is an attractive and vibrant area?

- Yes     No     Not Sure

13. Do you think that the presence of high-end retail stores would provide an enhanced image of a vibrant and growing downtown community?

- Yes     No     Not Sure

14. Do you live in downtown El Paso?

- Yes → **SKIP TO QUESTION 16**     No

15. Would you consider living in downtown if suitable housing were available?

- Yes
- No
- Not Sure

16. Of the downtown locations you have visited in the United States, which City stands out in your mind as attractive and vibrant? Please specify \_\_\_\_\_

17. Of the downtown locations you have visited in the United States, what amenity or activity is missing in downtown El Paso? Please specify \_\_\_\_\_

18. How do you usually become aware of upcoming events and activities in the downtown area?

- Newspapers
- Magazines
- E-mail Alerts
- Social Networks (e.g. Facebook, Twitter)
- Radio
- Television
- Billboards
- Word of Mouth / Friends
- Other (please specify) \_\_\_\_\_

19. If you would you like to receive e-mail notices about events and activities in the downtown area, please provide your e-mail address \_\_\_\_\_

**We would like to remind you that in answering the next series of questions, all your responses will be kept confidential**

20. In what year were you born? \_\_\_\_\_

21. What is the ZIP or postal code of your primary residence? \_\_\_\_\_

22. Do you or the head of your household rent or own and what kind of residence is it?

- Rent a House
- Rent a Condominium or Townhouse
- Rent an Apartment
- Rent a Mobile Home
- Own a House
- Own a Condominium or Townhouse
- Own a Mobile Home
- Refuse to answer / Don't Know

23. What is your annual salary before taxes?

- \$10,000 or Less
- \$10,001 to \$20,000
- \$20,001 to \$30,000
- \$30,001 to \$40,000
- \$40,001 to \$50,000
- \$50,001 to \$60,000
- \$60,001 to \$70,000
- \$70,001 to \$80,000
- \$80,001 to \$90,000
- \$90,001 to \$100,000
- Over \$100,000
- Refuse to answer / Don't Know

**24. What was the last formal education you completed?**

- |   |  |
|---|--|
| <input type="checkbox"/> Did not Go to High School          | <input type="checkbox"/> Associate's Degree        |
| <input type="checkbox"/> Did not Complete High School       | <input type="checkbox"/> College Graduate          |
| <input type="checkbox"/> High School Graduate or Equivalent | <input type="checkbox"/> Graduate Degree           |
| <input type="checkbox"/> Some College                       | <input type="checkbox"/> Trade / Vocational School |

**25. What is your Gender?**

- Male  Female

**26. What is your ethnic or racial affiliation?**

- |   |   |
|---|---|
| <input type="checkbox"/> White Non-Hispanic | <input type="checkbox"/> Asian American               |
| <input type="checkbox"/> Hispanic           | <input type="checkbox"/> Native American              |
| <input type="checkbox"/> African American   | <input type="checkbox"/> Other (please specify) _____ |

**YOU HAVE COMPLETED THE QUESTIONNAIRE.**

**THANK YOU FOR YOUR PARTICIPATION.**

**Downtown Perceptions Telephone Survey – General Public Questionnaire, 2011**

**For the interviewer – the fields you need to enter to begin electronic survey are:**

- 1) Electronic Code      2) Phone Number      3) Interviewer Initials**

**Good Morning/Afternoon MAY I PLEASE SPEAK TO THE HEAD OF HOUSEHOLD OR SOMEONE OVER THE AGE OF 18?**

I'm calling from the Institute for Policy and Economic Development at UTEP. We are conducting a short survey about your perceptions of downtown El Paso. **This survey is voluntary and all answers will be kept confidential.** This survey should take about 10 minutes of your time. Would you like to participate?

**{If they have any questions they can contact Roberto Tinajero at IPED at (915) 747-5096.}**

**{If not willing to participate, then politely thank them and hang up.}**

**27. How often do you go to downtown El Paso? [provide options]**

Never [ 1 ]	[ SKIP TO QUESTION 6 ]
Daily [ 2 ]	
Weekly [ 3 ]	
Monthly [ 4 ]	
Yearly [ 5 ]	

**28. How do you usually get to downtown El Paso? [provide options]**

Driving Alone [ 1 ]
Car Pooling [ 2 ]
Bike [ 3 ]
Bus [ 4 ]
Walk [ 5 ]

**29. Do you visit downtown El Paso mostly during weekdays or during the weekend?**

Weekdays	Weekends
1	2

**30. Do you make your visits mostly during the daytime or during evening hours?**

Daytime	Evening
1	2

**31. What attracts you to downtown El Paso most often? [provide options]**

Shopping [ 1 ]
Dining and Drinking [ 2 ]
Arts and Cultural Events [ 3 ]
Music and Entertainment Events [ 4 ]
Services [ 5 ]
Employment [ 6 ]
Other [ 7 ] [write answer]

**32. Do you consider downtown clean?**

Yes	No	Not Sure
1	2	3

**33. Please indicate the level of safety you feel for each of the following questions: [provide options]**

	Not Safe	Somewhat Safe	Very Safe	Not Sure
e. How safe do you feel during the day in downtown El Paso?	1	2	3	4
f. How safe do you feel at night in downtown El Paso?	1	2	3	4

**34. Are you less likely to attend events in the downtown area after working hours, including dining and socializing activities, considering the Juarez-related violence?**

Yes	No	Not Sure
1	2	3

**35. Do you think that downtown El Paso offers entertainment options (including restaurants) that are unique and sufficiently attractive compared to options in other parts of the City?**

Yes	No	Not Sure
1	2	3

36. Do you feel there is too much, too little, or the right amount of each of the following services and businesses in downtown El Paso? **[provide options]**

	Too Little	Right Amount	Too Much	Not Sure
y. Arts and Cultural Events	1	2	3	4
z. Music and Entertainment Events	1	2	3	4
aa. Dining and Drinking Establishments	1	2	3	4
bb. Public Parks and Public Sitting Areas	1	2	3	4
cc. Museums and Other Public Venues	1	2	3	4
dd. Government Services	1	2	3	4
ee. Financial and Professional Services	1	2	3	4
ff. Suitable Housing	1	2	3	4
gg. Shopping Opportunities	1	2	3	4
hh. Public Transportation	1	2	3	4
ii. Wi-Fi Availability	1	2	3	4
jj. Bike Lanes	1	2	3	4

37. Please indicate whether you feel each of the following factors is a big issue, somewhat of an issue, or not an issue in downtown El Paso. **[provide options]**

	Big Issue	Somewhat of an Issue	Not an Issue	Not Sure
s. Homelessness	1	2	3	4
t. People Using Drugs	1	2	3	4
u. People Selling Drugs	1	2	3	4
v. Lack of Property / Business Security	1	2	3	4
w. Lack of Personal Safety	1	2	3	4
x. Streets / Traffic	1	2	3	4
y. Property / Business Appearance	1	2	3	4
z. Graffiti	1	2	3	4
aa. Trash	1	2	3	4

38. Do you think downtown El Paso is an attractive and vibrant area?

Yes	No	Not Sure
1	2	3

39. Do you think that the presence of high-end retail stores would provide an enhanced image of a vibrant and growing downtown community?

Yes	No	Not Sure
1	2	3

40. Do you live in downtown El Paso?

Yes [ <b>SKIP TO QUESTION 16</b> ]	No
1	2

41. Would you consider living in downtown if suitable housing were available?

Yes	No	Not Sure
1	2	3

42. Of the downtown locations you have visited in the United States, which City stands out in your mind as attractive and vibrant? Please specify \_\_\_\_\_

43. Of the downtown locations you have visited in the United States, what amenity or activity is missing in downtown El Paso? Please specify \_\_\_\_\_

44. How do you usually become aware of upcoming events and activities in the downtown area? [provide options]

Newspapers [ 1 ]	Television [ 6 ]
Magazines [ 2 ]	Billboards [ 7 ]
E-mail Alerts [ 3 ]	Word of Mouth / Friends [ 8 ]
Social Networks (e.g. Facebook, Twitter) [ 4 ]	Other [ 9 ] [write answer]
Radio [ 5 ]	

45. If you would you like to receive e-mail notices about events and activities in the downtown area, could you please provide your e-mail address? \_\_\_\_\_

[I would like to remind you that in answering the next series of questions, all your responses will be kept confidential]

46. In what year were you born? \_\_\_\_\_

47. What is the ZIP or postal code of your primary residency? \_\_\_\_\_



**48. Do you or the head of your household rent or own and what kind of residence is it?**

**[do not provide options]**

Rent a house [ 1 ]	Own a house [ 5 ]
Rent a condominium or townhouse [ 2 ]	Own a condominium or townhouse [ 6 ]
Rent an apartment [ 3 ]	Own a mobile home [ 7 ]
Rent a mobile home [ 4 ]	Refuse to answer / Don't Know [ 8 ]

**49. What is your annual household income before taxes? [provide options]**

\$10,000 or Less [ 1 ]	\$60,001- \$70,000 [ 7 ]
\$10,001- \$20,000 [ 2 ]	\$70,001- \$80,000 [ 8 ]
\$20,001- \$30,000 [ 3 ]	\$80,001- \$90,000 [ 9 ]
\$30,001- \$40,000 [ 4 ]	\$90,001- \$100,000 [ 10 ]
\$40,001- \$50,000 [ 5 ]	Over \$100,000 [ 11 ]
\$50,001- \$60,000 [ 6 ]	Refuse to answer / Don't Know [ 12 ]

**50. What was the last formal education you completed? [do not provide options]**

Did not Go to High School [ 1 ]	Associate's Degree [ 5 ]
Did not Complete High School [ 2 ]	College Graduate [ 6 ]
High School Graduate or Equivalent [ 3 ]	Graduate Degree [ 7 ]
Some College [ 4 ]	Trade / Vocational School [ 8 ]

**51. What is your Gender?**

Male	Female
1	2

**52. What is your ethnic or racial affiliation? [provide options]**

White Non-Hispanic [ 1 ]	Asian American [ 4 ]
Hispanic [ 2 ]	Native American [ 5 ]
African American [ 3 ]	Other [ 6 ] <b>[write answer]</b>

**{Politely thank them again and hang up.}**

# Appendix B

## Spanish Questionnaires

### Percepciones del Centro de El Paso – Cuestionario de Negocios, 2011

El Instituto de Políticas y Desarrollo Económico (IPED) de UTEP está llevando a cabo un Censo breve para el Distrito de Administración del Centro (Downtown Management District - DMD) y el Departamento de Desarrollo Económico de la Ciudad de El Paso sobre cuestiones relacionadas a su negocio y sus percepciones del Centro de El Paso. **Este Censo es voluntario y todas las respuestas se mantendrán confidenciales. El cuestionario debe ser contestado por el dueño, gerente general, o la persona responsable del negocio.** Su opinión es muy valiosa para ayudar al DMD y la Ciudad a entender mejor las necesidades de la comunidad de negocios del Centro. Este cuestionario le tomará alrededor de 10 minutos de su tiempo. Si usted tiene alguna pregunta acerca de este Censo, por favor contacte a Roberto Tinajero al 747-5096 o en [rtinajero@utep.edu](mailto:rtinajero@utep.edu)

Gracias por su participación!

#### SOBRE SU NEGOCIO

26. ¿Cuál de las siguientes industrias es la que mejor describe las actividades principales de su negocio?

- |  |  |
|--|--|
| <input type="checkbox"/> Agricultura, Forestales, Pesca, y Caza          | <input type="checkbox"/> Inmobiliarios de Alquiler y Arrendamiento           |
| <input type="checkbox"/> Minería, Canteras, Extracción de Petróleo y Gas | <input type="checkbox"/> Profesionales, Científicos y Técnicos               |
| <input type="checkbox"/> Electricidad, Agua y Suministro de Gas          | <input type="checkbox"/> Dirección de Corporativos y Empresas                |
| <input type="checkbox"/> Construcción                                    | <input type="checkbox"/> Apoyo a Negocios y Manejo de Desechos y Remediación |
| <input type="checkbox"/> Manufactura                                     | <input type="checkbox"/> Educativos  |
| <input type="checkbox"/> Comercio al por Mayor                           | <input type="checkbox"/> Salud y Asistencia Social                           |
| <input type="checkbox"/> Comercio al por Menor                           | <input type="checkbox"/> Culturales y Recreativos                            |
| <input type="checkbox"/> Transporte y Almacenamiento                     | <input type="checkbox"/> Alojamiento y Preparación de Alimentos              |
| <input type="checkbox"/> Información                                     | <input type="checkbox"/> Otros Servicios (excepto Actividades del Gobierno)  |
| <input type="checkbox"/> Financieros y de Seguros                        | <input type="checkbox"/> Actividades del Gobierno                            |

27. ¿Por cuánto tiempo a operado este negocio en El Paso (incluyendo propietarios anteriores y actuales)?

- |   |   |
|---|---|
| <input type="checkbox"/> Menos de 1 año | <input type="checkbox"/> 11 a 20 años   |
| <input type="checkbox"/> 1 a 2 años     | <input type="checkbox"/> 21 a 30 años   |
| <input type="checkbox"/> 3 a 5 años     | <input type="checkbox"/> 31 a 50 años   |
| <input type="checkbox"/> 6 a 10 años    | <input type="checkbox"/> Más de 50 años |

28. ¿Cuántas personas emplea (de tiempo completo y de medio tiempo) su negocio(s) en el Centro de El Paso?

- |                                     |                                    |                                       |
|-------------------------------------|------------------------------------|---------------------------------------|
| <input type="checkbox"/> 10 o Menos | <input type="checkbox"/> 50 a 75   | <input type="checkbox"/> 251 a 500    |
| <input type="checkbox"/> 11 a 20    | <input type="checkbox"/> 76 a 100  | <input type="checkbox"/> 501 a 750    |
| <input type="checkbox"/> 21 a 30    | <input type="checkbox"/> 101 a 150 | <input type="checkbox"/> 751 a 1,000  |
| <input type="checkbox"/> 31 a 50    | <input type="checkbox"/> 151 a 250 | <input type="checkbox"/> Más de 1,000 |

**29. Por favor seleccione la opción que mejor corresponda a la ocupación actual de su negocio.**

- |  |  |
|--|--|
| <input type="checkbox"/> Propietario del Edificio                            | <input type="checkbox"/> Contrato de Renta vence entre 1 y menos de 2 años |
| <input type="checkbox"/> Sin Contrato de Renta/Mes a Mes                     | <input type="checkbox"/> Contrato de Renta vence entre 2 y menos de 4 años |
| <input type="checkbox"/> Contrato de Renta vence en menos de 6 meses         | <input type="checkbox"/> Contrato de Renta vence en más de 4 años          |
| <input type="checkbox"/> Contrato de Renta vence entre 6 y menos de 12 meses | <input type="checkbox"/> Otra: _____                                       |

(por favor, especifique)

**30. Por favor describa como ha cambiado o no ha cambiado cada uno de los siguientes factores en ÚLTIMOS 12 meses:**

	Disminución Significativa	Cierta Disminución	Sin Cambios	Cierto Incremento	Incremento Significativo
e. Costos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Ingresos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Asignación de Espacio / Equipo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Empleo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**31. Por favor describa como espera que cambie o no cambie cada uno de los siguientes factores en los PRÓXIMOS 12 meses:**

	Disminución Significativa	Cierta Disminución	Sin Cambios	Cierto Incremento	Incremento Significativo
a. Costos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Ingresos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Asignación de Espacio / Equipo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Empleo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**32. ¿La violencia relacionada con Ciudad Juárez ha tenido un impacto positivo, negativo, o no a tenido impacto en los ingresos de su negocio?**

- |  |   |   |   |  |
|--|---|---|---|--|
| <input type="checkbox"/> Extremadamente Positivo | <input type="checkbox"/> Ligeramente Positivo | <input type="checkbox"/> Ningún Impacto | <input type="checkbox"/> Ligeramente Negativo | <input type="checkbox"/> Extremadamente Negativo |
|--|---|---|---|--|

**33. ¿Esta planeando reubicar su negocio en los próximos 12 meses?**

- Sí
- No → PASE A LA PREGUNTA # 12
- No está Seguro → PASE A LA PREGUNTA # 12

**34. Si usted planea reubicar su negocio en los próximos 12 meses, ¿piensa reubicarlo en el Condado de El Paso?**

- Sí
- No → PASE A LA PREGUNTA # 11
- No está Seguro → PASE A LA PREGUNTA # 11

**35. Si usted planea reubicar su negocio en el Condado de El Paso, por favor indique en que área planea reubicarse.**

- |                                  |                                  |   |
|----------------------------------|----------------------------------|---|
| <input type="checkbox"/> Oeste   | <input type="checkbox"/> Central | <input type="checkbox"/> Valle Bajo / de las Misiones |
| <input type="checkbox"/> Noreste | <input type="checkbox"/> Este    | <input type="checkbox"/> No está Seguro               |

36. ¿Cuál es el motivo principal por el cual planea reubicar su negocio?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(por favor, especifique)

37. ¿Cuales diría usted que son las VENTAJAS principales de estar ubicado en el Centro de El Paso?

Por favor seleccione NO MÁS de 3.

- |   |   |
|---|---|
| <input type="checkbox"/> Ubicación Céntrica               | <input type="checkbox"/> Cercanía a Otros Negocios                        |
| <input type="checkbox"/> Cercanía al Transporte Público   | <input type="checkbox"/> Cercanía a Servicios Financieros y Profesionales |
| <input type="checkbox"/> Tráfico Peatonal                 | <input type="checkbox"/> Cercanía a Organizaciones Comunitarias           |
| <input type="checkbox"/> Cercanía a Ciudad Juárez         | <input type="checkbox"/> Otra: _____                                      |
| <input type="checkbox"/> Cercanía a Servicios de Gobierno | <input type="checkbox"/> Otra: _____                                      |
| <input type="checkbox"/> Disponibilidad de Empleados      | <input type="checkbox"/> Otra: _____                                      |

38. ¿Cuales diría usted son las DESVENTAJAS principales de estar ubicado en el Centro de El Paso?

Por favor seleccione NO MÁS de 3.

- |  |  |
|--|--|
| <input type="checkbox"/> Espacios para Estacionarse                | <input type="checkbox"/> Costo de Bienes Raíces / Oficinas                 |
| <input type="checkbox"/> Costo de Servicios (p.ej. luz, agua, gas) | <input type="checkbox"/> Falta de Actividades Fuera del Horario de Trabajo |
| <input type="checkbox"/> Calles / Trafico                          | <input type="checkbox"/> Cercanía a Ciudad Juárez                          |
| <input type="checkbox"/> Espacio Limitado para Expandir el Negocio | <input type="checkbox"/> Otra: _____                                       |
| <input type="checkbox"/> Falta de Seguridad en Propiedad / Negocio | <input type="checkbox"/> Otra: _____                                       |
| <input type="checkbox"/> Falta de Originalidad                     | <input type="checkbox"/> Otra: _____                                       |

**PERCEPCIONES DEL CENTRO DE EL PASO**

39. ¿Considera al Centro de El Paso limpio?

- Sí  No  No está Seguro

40. Por favor indique el nivel de seguridad que siente para cada una de las siguientes preguntas:

- |  | Inseguro                 | Algo Seguro              | Muy Seguro               | No Sabe                  |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| g. ¿Qué tan seguro se siente durante el día en el Centro de El Paso? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. ¿Qué tan seguro se siente de noche en el Centro de El Paso?       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

41. ¿Es menos probable que usted asista a eventos en el área del Centro después del trabajo, incluyendo restaurantes y actividades sociales, considerando la violencia en Ciudad Juárez?

- Sí  No  No está Seguro

42. ¿Piensa usted que el Centro de El Paso ofrece opciones de entretenimiento (incluyendo restaurantes) que son únicas y lo suficientemente atractivas comparadas con opciones en otras partes de la Ciudad?

- Sí  No  No está Seguro

43. ¿Siente usted que hay mucho, muy pocos, o la cantidad correcta de cada uno de los siguientes servicios y negocios en el Centro de El Paso?

	Muy Poco	Cantidad Correcta	Mucho	No está Seguro
kk. Artes y Eventos Culturales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ll. Música y Eventos de Entretenimiento	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
mm. Establecimientos para Comer y Beber	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
nn. Parques Públicos y Áreas Públicas para Sentarse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
oo. Museos y Otros Lugares Públicos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
pp. Servicios de Gobierno	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
qq. Servicios Financieros y Profesionales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
rr. Vivienda Adecuada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ss. Opciones de Compras	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
tt. Transporte Publico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
uu. Disponibilidad de Wi-Fi (internet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vv. Carriles para Bicicletas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

44. Por favor indique si usted siente que cada uno de los siguientes factores es un gran problema, un poco de problema, o no es un problema en el Centro de El Paso.

	Gran Problema	Poco de Problema	No es Problema	No está Seguro
bb. Vagabundos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cc. Personas Consumiendo Drogas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dd. Personas Vendiendo Drogas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ee. Falta de Seguridad en Propiedades / Negocios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ff. Falta de Seguridad Personal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
gg. Calles / Trafico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
hh. Apariencia de Propiedades / Negocios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii. Graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
jj. Basura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

45. ¿Piensa usted que el Centro de El Paso es un área atractiva y vibrante?

- Sí  No  No está Seguro

46. ¿Piensa usted que la presencia de tiendas exclusivas podrían ofrecer una imagen de una comunidad del Centro vibrante y creciente?

- Sí  No  No está Seguro

47. De los lugares que ha visitado en los Estados Unidos, ¿qué ciudad destaca en su mente con una zona Centro atractiva y vibrante? Por favor especifique \_\_\_\_\_

48. De los lugares que ha visitado en los Estados Unidos, ¿qué actividad o servicio hace falta en el Centro de El Paso? Por favor especifique \_\_\_\_\_

49. ¿Usualmente como se entera de los eventos y actividades que van a ocurrir en el área del Centro?

- |   |   |
|---|---|
| <input type="checkbox"/> Periódicos                               | <input type="checkbox"/> Televisión         |
| <input type="checkbox"/> Revistas                                 | <input type="checkbox"/> Espectaculares     |
| <input type="checkbox"/> Alertas por Correo Electrónico           | <input type="checkbox"/> Comentarios/Amigos |
| <input type="checkbox"/> Redes Sociales (p.ej. Facebook, Twitter) | <input type="checkbox"/> Otro _____         |
| <input type="checkbox"/> Radio                                    | (por favor especifique)                     |

50. Si le gustaría recibir alertas por correo electrónico acerca de eventos y actividades en el área del Centro, por favor proporcione su correo electrónico \_\_\_\_\_

**USTED HA TERMINADO EL CUESTIONARIO.**

**GRACIAS POR PARTICIPAR.**

**Percepciones del Centro de El Paso – Cuestionario de Empleados, 2011**

El Instituto de Políticas y Desarrollo Económico (IPED) de UTEP está llevando a cabo una breve encuesta para el Distrito de Administración del Centro (Downtown Management District - DMD) y el Departamento de Desarrollo Económico de la Ciudad de El Paso sobre cuestiones relacionadas a sus percepciones del Centro de El Paso. **Esta encuesta es completamente voluntaria y todas las respuestas se mantendrán confidenciales.** Su opinión es muy valiosa para ayudar al DMD y la Ciudad a entender mejor las necesidades de los empleados del Centro. Esta encuesta le tomará menos de 10 minutos de su tiempo. Si usted tiene alguna pregunta acerca de esta encuesta, por favor contacte a Roberto Tinajero al 747-5096 o en [rtinajero@utep.edu](mailto:rtinajero@utep.edu)

**Gracias por su participación!**

**53. ¿Por qué medio llega a su trabajo?**

- Manejando Solo       En Auto con mas Personas       Bicicleta       Autobús       Caminando

**54. ¿Trabaja usted principalmente durante las horas del día o la noche?**       Día       Noche

**55. ¿Visita usted el Centro de El Paso fuera de sus horas regulares de trabajo?**       Sí       No

**56. ¿Visita usted el Centro de El Paso durante el fin de semana?**       Sí       No

**57. Además de su trabajo, ¿qué es lo que le atrae con más frecuencia al Centro de El Paso?**

Por favor seleccione SOLO UNO.

- Compras       Música y Eventos de Entretenimiento  
 Comer y Beber       Servicios  
 Artes y Eventos Culturales       Otro \_\_\_\_\_

(por favor, especifique)

**58. ¿Considera al Centro de El Paso limpio?**

- Sí       No       No está Seguro

**59. Por favor indique el nivel de seguridad que siente para cada una de las siguientes preguntas:**

- |  | Inseguro                 | Algo Seguro              | Muy Seguro               | No Sabe                  |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| i. ¿Qué tan seguro se siente durante el día en el Centro de El Paso? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. ¿Qué tan seguro se siente de noche en el Centro de El Paso?       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**60. ¿Es menos probable que usted asista a eventos en el área del Centro después del trabajo, incluyendo restaurantes y actividades sociales, considerando la violencia en Ciudad Juárez?**

- Sí       No       No está Seguro

**61. ¿Piensa usted que el Centro de El Paso ofrece opciones de entretenimiento (incluyendo restaurantes) que son únicas y lo suficientemente atractivas comparadas con opciones en otras partes de la Ciudad?**

- Sí       No       No está Seguro

**62. ¿Siente usted que hay mucho, muy pocos, o la cantidad correcta de cada uno de los siguientes servicios y negocios en el Centro de El Paso?**

	Muy Poco	Cantidad Correcta	Mucho	No está Seguro
<b>ww.</b> Artes y Eventos Culturales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>xx.</b> Música y Eventos de Entretenimiento	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>yy.</b> Establecimientos para Comer y Beber	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>zz.</b> Parques Públicos y Áreas Públicas para Sentarse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>aaa.</b> Museos y Otros Lugares Públicos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>bbb.</b> Servicios de Gobierno	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ccc.</b> Servicios Financieros y Profesionales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ddd.</b> Vivienda Adecuada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>eee.</b> Opciones de Compras	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>fff.</b> Transporte Publico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ggg.</b> Disponibilidad de Wi-Fi (internet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>hhh.</b> Carriles para Bicicletas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**63. Por favor indique si usted siente que cada uno de los siguientes factores es un gran problema, un poco de problema, o no es un problema en el Centro de El Paso.**

	Gran Problema	Poco de Problema	No es Problema	No está Seguro
<b>kk.</b> Vagabundos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ll.</b> Personas Consumiendo Drogas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>mm.</b> Personas Vendiendo Drogas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>nn.</b> Falta de Seguridad en Propiedades / Negocios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>oo.</b> Falta de Seguridad Personal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>pp.</b> Calles / Trafico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>qq.</b> Apariencia de Propiedades / Negocios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>rr.</b> Graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ss.</b> Basura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**64. ¿Piensa usted que el Centro de El Paso es un área atractiva y vibrante?**

Sí  No  No está Seguro

**65. ¿Piensa usted que la presencia de tiendas exclusivas podrían ofrecer una imagen de una comunidad del Centro vibrante y creciente?**

Sí  No  No está Seguro

**66. ¿Vive usted en el Centro de El Paso?**

Sí → **PASE A LA PREGUNTA 16**  No



67. ¿Consideraría usted vivir en el Centro si hubiera vivienda adecuada?

- Sí  No  No está Seguro

68. De los lugares que ha visitado en los Estados Unidos, ¿qué ciudad destaca en su mente con una zona Centro atractiva y vibrante? Por favor especifique \_\_\_\_\_

69. De los lugares que ha visitado en los Estados Unidos, ¿qué actividad o servicio hace falta en el Centro de El Paso? Por favor especifique \_\_\_\_\_

70. ¿Usualmente como se entera de los eventos y actividades que van a ocurrir en el área del Centro?

- |   |   |
|---|---|
| <input type="checkbox"/> Periódicos                               | <input type="checkbox"/> Televisión           |
| <input type="checkbox"/> Revistas                                 | <input type="checkbox"/> Espectaculares       |
| <input type="checkbox"/> Alertas por Correo Electrónico           | <input type="checkbox"/> Comentarios / Amigos |
| <input type="checkbox"/> Redes Sociales (p.ej. Facebook, Twitter) | <input type="checkbox"/> Otro _____           |
| <input type="checkbox"/> Radio                                    | (por favor especifique)                       |

71. Si le gustaría recibir alertas por correo electrónico acerca de eventos y actividades en el área del Centro, por favor proporcione su correo electrónico \_\_\_\_\_

**Nos gustaría recordarle que al contestar la siguiente serie de preguntas, sus respuestas se mantendrán confidenciales**

72. ¿En qué año nació usted? \_\_\_\_\_

73. ¿Cuál es el ZIP o código postal donde vive? \_\_\_\_\_

74. ¿Usted o el jefe de la familia renta o es propietario del lugar donde vive y de qué tipo es?

- |   |  |
|---|--|
| <input type="checkbox"/> Renta Casa                     | <input type="checkbox"/> Propietario de Casa                     |
| <input type="checkbox"/> Renta Condominio o Unifamiliar | <input type="checkbox"/> Propietario de Condominio o Unifamiliar |
| <input type="checkbox"/> Renta Apartamento              | <input type="checkbox"/> Propietario de Casa Móvil               |
| <input type="checkbox"/> Renta Casa Móvil               | <input type="checkbox"/> Se Niega a Contestar / No Sabe          |

75. ¿Cuál es su salario anual antes de impuestos?

- |  |   |
|--|---|
| <input type="checkbox"/> \$10,000 o Menos    | <input type="checkbox"/> \$60,001 a \$70,000            |
| <input type="checkbox"/> \$10,001 a \$20,000 | <input type="checkbox"/> \$70,001 a \$80,000            |
| <input type="checkbox"/> \$20,001 a \$30,000 | <input type="checkbox"/> \$80,001 a \$90,000            |
| <input type="checkbox"/> \$30,001 a \$40,000 | <input type="checkbox"/> \$90,001 a \$100,000           |
| <input type="checkbox"/> \$40,001 a \$50,000 | <input type="checkbox"/> Más de \$100,000               |
| <input type="checkbox"/> \$50,001 a \$60,000 | <input type="checkbox"/> Se Niega a Contestar / No Sabe |

**76. ¿Cuál fue el último nivel de educación formal que usted terminó?**

- |   |   |
|---|---|
| <input type="checkbox"/> No Fue a la Preparatoria               | <input type="checkbox"/> Título Asociado                            |
| <input type="checkbox"/> No Termine la Preparatoria             | <input type="checkbox"/> Graduado de la Universidad                 |
| <input type="checkbox"/> Graduado de Preparatoria o Equivalente | <input type="checkbox"/> Postgrado                                  |
| <input type="checkbox"/> Algo de Universidad                    | <input type="checkbox"/> Instituto Profesional / Escuela Vocacional |

**77. ¿Cuál es su género?**

- Masculino  Femenino

**78. ¿Cuál es su origen étnico o afiliación racial?**

- |  |   |
|--|---|
| <input type="checkbox"/> Blanca No-Hispana | <input type="checkbox"/> Asiático-Americana |
| <input type="checkbox"/> Hispana           | <input type="checkbox"/> Nativo-Americana   |
| <input type="checkbox"/> Afro-Americana    | <input type="checkbox"/> Otra _____         |

(por favor especifique)

**USTED HA TERMINADO EL CUESTIONARIO.**

**GRACIAS POR SU PARTICIPACIÓN.**

**Encuesta telefónica de las Percepciones del Centro de El Paso – Cuestionario del Público en General, 2011**

**Para el entrevistador – los campos que necesita ingresar para comenzar la encuesta electrónica son:**

**1) Número Telefónico                      2) Código Postal                      3) Ciudad                      4) Iniciales del entrevistador**

**Buenos Días/Tardes ¿PODRIA HABLAR CON EL JEFE DE LA FAMILIA O ALGIEN MAYOR DE 18 AÑOS?**

Estoy llamando del Instituto de Políticas y Desarrollo Económico de UTEP. Estamos llevando a cabo una breve encuesta sobre sus percepciones del Centro de El Paso. **Esta encuesta es voluntaria y todas las respuestas se mantendrán confidenciales.** Esta encuesta le tomará alrededor de 10 minutos de su tiempo. ¿Le gustaría participar?

**{Si ellos tienen alguna pregunta pueden contactar a Roberto Tinajero en IPED al (915) 747-5096.}**

**{Si no quieren participar, agradézcales su tiempo y termine la llamada amablemente.}**

**79. ¿Qué tan seguido va al Centro de El Paso? [de opciones]**

Nunca [ 1 ] [→ PASE A LA PREGUNTA 6]
A Diario [ 2 ]
Semanalmente [ 3 ]
Mensualmente [ 4 ]
Anualmente [ 5 ]

**80. ¿Usualmente como llega al Centro de El Paso? [de opciones]**

Manejando Solo [ 1 ]
En Auto con mas Personas [ 2 ]
Bicicleta [ 3 ]
Autobús [ 4 ]
Caminando [ 5 ]

**81. ¿Visita usted el Centro de El Paso principalmente entre semana o el fin de semana?**

Entre Semana	Fin de Semana
1	2

**82. ¿Hace sus visitas principalmente durante el día o durante las horas de la tarde?**

Día	Tarde
1	2

83. ¿Que lo atrae con más frecuencia al Centro de El Paso? **[de opciones]**

Compras [ 1 ]
Comer y Beber [ 2 ]
Artes y Eventos Culturales [ 3 ]
Música y Eventos de Entretenimiento [ 4 ]
Servicios [ 5 ]
Empleo [ 6 ]
Otro [ 7 ] <b>[escriba la respuesta]</b>

84. ¿Considera al Centro de El Paso limpio?

Sí	No	No está Seguro
1	2	3

85. Por favor indique el nivel de seguridad que siente para cada una de las siguientes preguntas: **[de opciones]**

	Inseguro	Algo Seguro	Muy Seguro	No Sabe
k. ¿Qué tan seguro se siente durante el día en el Centro de El Paso?	1	2	3	4
l. ¿Qué tan seguro se siente de noche en el Centro de El Paso?	1	2	3	4

86. ¿Es menos probable que usted asista a eventos en el área del Centro después del trabajo, incluyendo restaurantes y actividades sociales, considerando la violencia en Ciudad Juárez?

Sí	No	No está Seguro
1	2	3

87. ¿Piensa usted que el Centro de El Paso ofrece opciones de entretenimiento (incluyendo restaurantes) que son únicas y lo suficientemente atractivas comparadas con opciones en otras partes de la Ciudad?

Sí	No	No está Seguro
1	2	3

88. ¿Siente usted que hay mucho, muy pocos, o la cantidad correcta de cada uno de los siguientes servicios y negocios en el Centro de El Paso? **[de opciones]**

	Muy Poco	Cantidad Correcta	Mucho	No está Seguro
iii. Artes y Eventos Culturales	1	2	3	4
jjj. Música y Eventos de Entretenimiento	1	2	3	4
kkk. Establecimientos para Comer y Beber	1	2	3	4
III. Parques Públicos y Áreas Públicas para Sentarse	1	2	3	4
mmm. Museos y Otros Lugares Públicos	1	2	3	4
nnn. Servicios de Gobierno	1	2	3	4
ooo. Servicios Financieros y Profesionales	1	2	3	4
ppp. Vivienda Adecuada	1	2	3	4
qqq. Opciones de Compras	1	2	3	4
rrr. Transporte Publico	1	2	3	4
sss. Disponibilidad de Wi-Fi (internet)	1	2	3	4
ttt. Carriles para Bicicletas	1	2	3	4

89. Por favor indique si usted siente que cada uno de los siguientes factores es un gran problema, un poco de problema, o no es un problema en el Centro de El Paso. **[de opciones]**

	Gran Problema	Poco de Problema	No es Problema	No está Seguro
tt. Vagabundos	1	2	3	4
uu. Personas Consumiendo Drogas	1	2	3	4
vv. Personas Vendiendo Drogas	1	2	3	4
ww. Falta de Seguridad en Propiedades / Negocios	1	2	3	4
xx. Falta de Seguridad Personal	1	2	3	4
yy. Calles / Trafico	1	2	3	4
zz. Apariencia de Propiedades / Negocios	1	2	3	4
aaa. Graffiti	1	2	3	4
bbb. Basura	1	2	3	4

90. ¿Piensa usted que el Centro de El Paso es un área atractiva y vibrante?

Sí	No	No está Seguro
1	2	3

91. ¿Piensa usted que la presencia de tiendas exclusivas podrían ofrecer una imagen de una comunidad del Centro vibrante y creciente?

Sí	No	No está Seguro
1	2	3

92. ¿Vive usted en el Centro de El Paso?

Sí [→ PASE A LA PREGUNTA 16]	No
1	2

93. ¿Consideraría usted vivir en el Centro si hubiera vivienda adecuada?

Sí	No	No está Seguro
1	2	3

94. De los lugares que ha visitado en los Estados Unidos, ¿qué ciudad destaca en su mente con una zona Centro atractiva y vibrante? Por favor especifique \_\_\_\_\_

95. De los lugares que ha visitado en los Estados Unidos, ¿qué actividad o servicio hace falta en el Centro de El Paso? Por favor especifique \_\_\_\_\_

96. ¿Usualmente como se entera de los eventos y actividades que van a ocurrir en el área del Centro? [de opciones]

Periódicos [ 1 ]	Televisión [ 6 ]
Revistas [ 2 ]	Espectaculares [ 7 ]
Alertas por Correo Electrónico [ 3 ]	Comentarios / Amigos [ 8 ]
Redes Sociales (p.ej. Facebook, Twitter) [ 4 ]	Otro [ 9 ] [escriba la respuesta]
Radio [ 5 ]	

97. Si le gustaría recibir alertas por correo electrónico acerca de eventos y actividades en el área del Centro, ¿nos podría proporcionar su correo electrónico? \_\_\_\_\_

{Me gustaría recordarle que al contestar las siguientes preguntas, sus respuestas se mantendrán confidenciales}

98. ¿En qué año nació usted? \_\_\_\_\_

99. ¿Cuál es el ZIP o código postal donde vive? \_\_\_\_\_

**100. ¿Usted o el jefe de la familia renta o es propietario del lugar donde vive y de qué tipo es?**

**[no de opciones]**

Renta Casa [ 1 ]	Propietario de Casa [ 5 ]
Renta Condominio o Unifamiliar [ 2 ]	Propietario de Condominio o Unifamiliar [ 6 ]
Renta Apartamento [ 3 ]	Propietario de Casa Móvil [ 7 ]
Renta Casa Móvil [ 4 ]	Se Niega a Contestar / No Sabe [ 8 ]

**101. ¿Cuál es el ingreso anual del hogar antes de impuestos? [de opciones]**

\$10,000 o Menos [ 1 ]	\$60,001- \$70,000 [ 7 ]
\$10,001- \$20,000 [ 2 ]	\$70,001- \$80,000 [ 8 ]
\$20,001- \$30,000 [ 3 ]	\$80,001- \$90,000 [ 9 ]
\$30,001- \$40,000 [ 4 ]	\$90,001- \$100,000 [ 10 ]
\$40,001- \$50,000 [ 5 ]	Más de \$100,000 [ 11 ]
\$50,001- \$60,000 [ 6 ]	Se Niega a Contestar / No Sabe [ 12 ]

**102. ¿Cuál fue el último nivel de educación formal que usted terminó? [no de opciones]**

No fue a la Preparatoria [ 1 ]	Título Asociado [ 5 ]
No Termine la Preparatoria [ 2 ]	Graduado de la Universidad [ 6 ]
Graduado de Preparatoria o Equivalente [ 3 ]	Postgrado [ 7 ]
Algo de Universidad [ 4 ]	Instituto Profesional / Escuela Vocacional [ 8 ]

**103. ¿Cuál es su género?**

Masculino	Femenino
1	2

**104. ¿Cuál es su origen étnico o afiliación racial? [de opciones]**

Blanca No-Hispana [ 1 ]	Asiático-Americana [ 4 ]
Hispana [ 2 ]	Nativo-Americana [ 5 ]
Afro-Americana [ 3 ]	Otra [ 6 ] <b>[escriba la respuesta]</b>

**{Agradézcales nuevamente y termine la llamada amablemente.}**