
Appendix E

Socioeconomic Distribution of Market Research Samples

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Table E.1 Gender Distribution for “Before” and “After” Random Samples

	“Before” Shutdown		“After” Shutdown	
	Frequency	Percentage	Frequency	Percentage
Males	126	49.8%	126	50.0%
Females	127	50.2%	126	50.0%
Total	253	100.0%	252	100.0%

Table E.2 Age Distribution for “Before” and “After” Random Samples

	“Before” Shutdown		“After” Shutdown	
	Frequency	Percentage	Frequency	Percentage
18 to 29 years	42	16.7%	45	18.0%
30 to 39 years	61	24.2%	57	22.8%
40 to 49 years	70	27.8%	73	29.2%
50 to 59 years	42	16.7%	39	15.6%
60 to 69 years	25	9.9%	22	8.8%
70 or more years	12	4.8%	14	5.6%
Total	252	100.0%	250	100.0%

Table E.3 Car Ownership for “Before” and “After” Random Samples

	“Before” Shutdown		“After” Shutdown	
	Frequency	Percentage	Frequency	Percentage
1 vehicle	52	20.7%	38	15.1%
2 vehicles	120	47.8%	145	57.5%
3 vehicles	47	18.7%	44	17.5%
4 or more vehicles	32	12.7%	25	9.9%
Total	251	100.0%	252	100.0%

Table E.4 Income Distribution for “Before” and “After” Random Samples

	“Before” Shutdown		“After” Shutdown	
	Frequency	Percentage	Frequency	Percentage
Under \$20,000	6	2.6%	8	3.9%
\$20,000 to \$34,000	39	17.2%	19	9.3%
\$35,000 to \$49,000	36	15.9%	25	12.2%
\$50,000 to \$64,000	42	18.5%	47	22.9%
\$65,000 to \$79,000	37	16.3%	45	22.0%
\$80,000 to \$99,000	22	9.7%	27	13.2%
\$100,000 to \$149,000	34	15.0%	24	11.7%
\$150,000 or more	11	4.8%	10	4.9%
Total	227	100.0%	205	100.0%

Table E.5 Education Levels for “Before” and “After” Random Samples

	“Before” Shutdown		“After” Shutdown	
	Frequency	Percentage	Frequency	Percentage
High School or less	43	17.0%	44	17.5%
Technical/vocational school	29	11.5%	23	9.1%
Some college	59	23.3%	59	23.4%
College graduate	75	29.6%	75	29.8%
Post-graduate studies	47	18.6%	51	20.2%
Total	253	100.0%	252	100.0%

Table E.6 Household Size for “Before” and “After” Random Samples

	“Before” Shutdown		“After” Shutdown	
	Frequency	Percentage	Frequency	Percentage
One-person household	44	17.4%	31	12.3%
Two-person household	91	36.0%	100	39.7%
Three-person household	49	19.4%	47	18.7%
Four-person household	51	20.2%	49	19.4%
Five-person or larger household	18	7.1%	25	9.9%
Total	253	100.0%	252	100.0%