

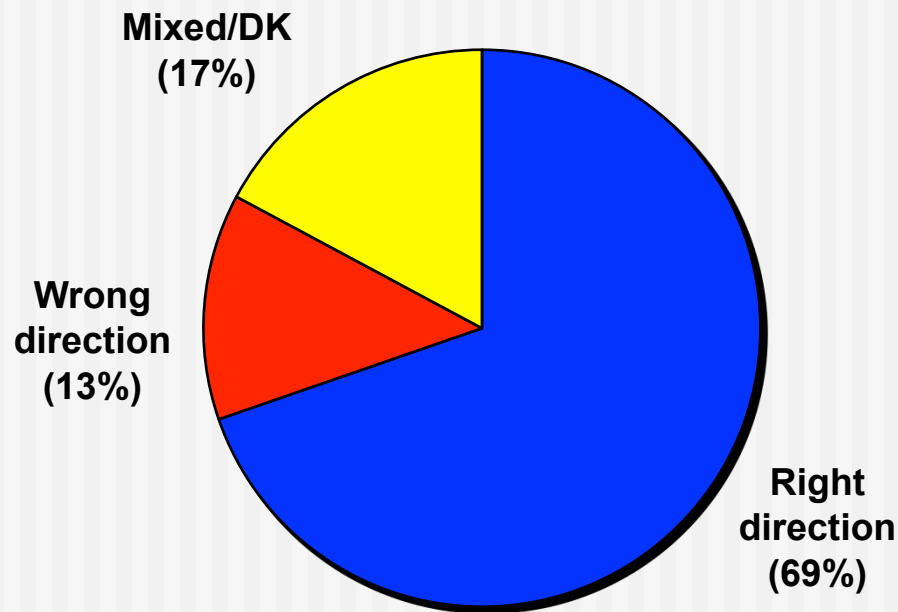
# Poll Results – Glenwood Springs, CO

June 2016

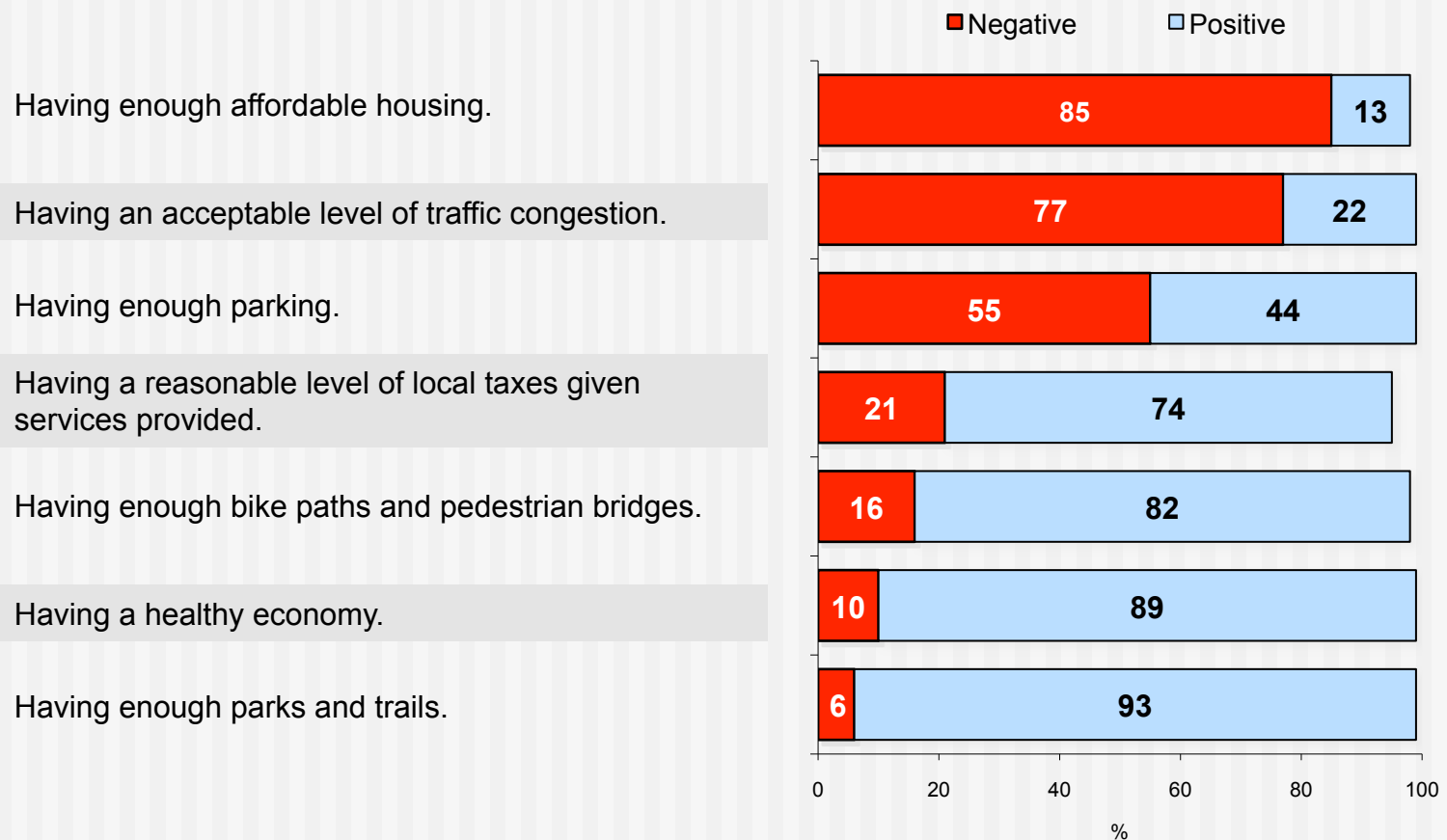
- Sample Size: n=300
- Eligibility: City Voters
- Interview Method: Telephone: 36% landline; 64% cell
- Margin of Error: 5.6%
- Interview Dates: June 13-29, 2016
- Prepared for: City of Glenwood Springs

**T1: Voter Mood: City Direction** – Glenwood Springs voters are generally happy with the city’s overall direction – 69% “right direction.” However, there are differing amounts of satisfaction by age and gender – men under 40 are happiest (91% “right”) while those over 65 are just 55% “right” with women 65+ the lowest at 51%. Newest residents (under 10 years) are also higher than average in being happy with the area’s direction (76%).

*In general, do you think that things in the City of Glenwood Springs are going in the right direction or the wrong direction?*



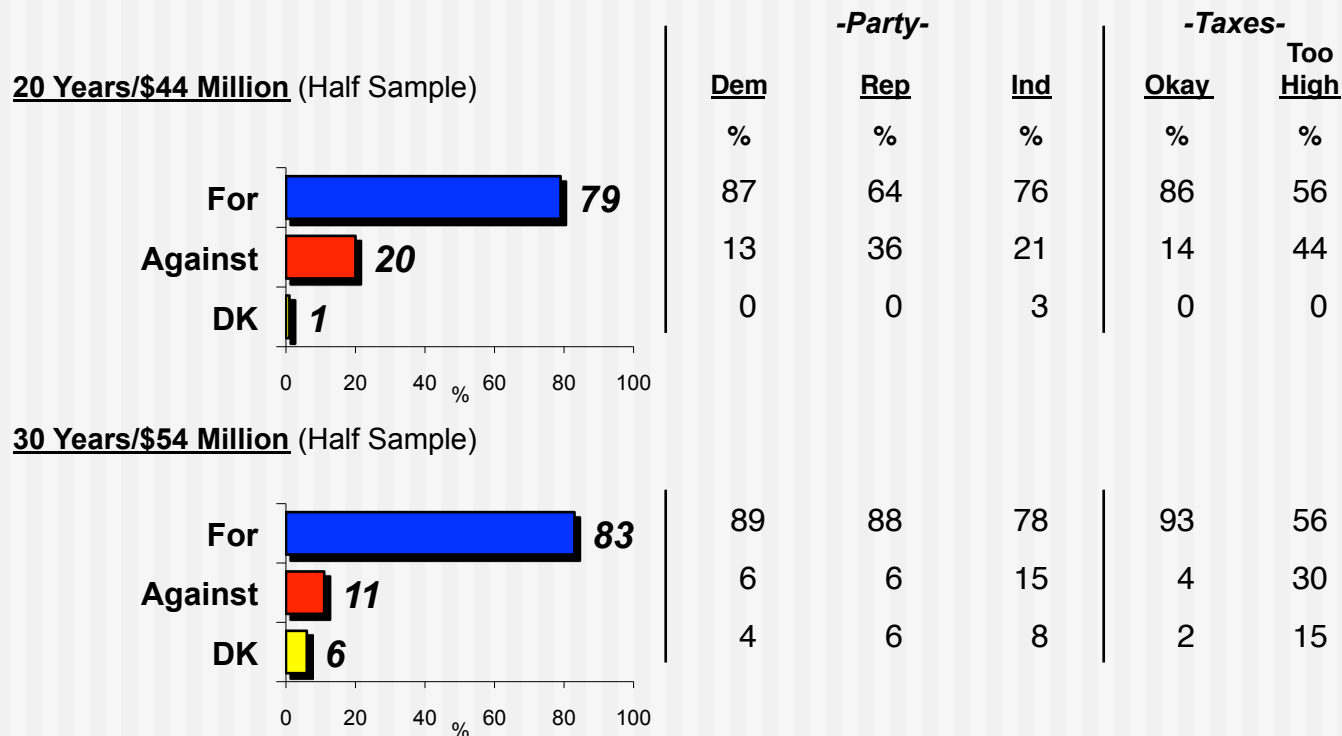
**T2: Voter Mood: Rating of City Factors** – “Affordable housing” (85% negative) and “traffic congestion” (77%) are the most negatively rated of seven issue/attributes tested. Lack of “parking” is a negative to 55% but rated positive by 44%; “parking” is most positive with voters under 40 (56% positive). City voters are highly positive on: “level of local taxes” (74% positive – including 73% of Republicans); a “healthy economy” (89% positive); “bike path/pedestrian bridge” (82%); and “parks and trails” (93%). Having a 69% “right direction” along with even higher positives on “reasonable taxes” and “healthy economy” leads voters to be in a pro-status quo... continue not change-oriented mood. Good for tax removal ballot vote.





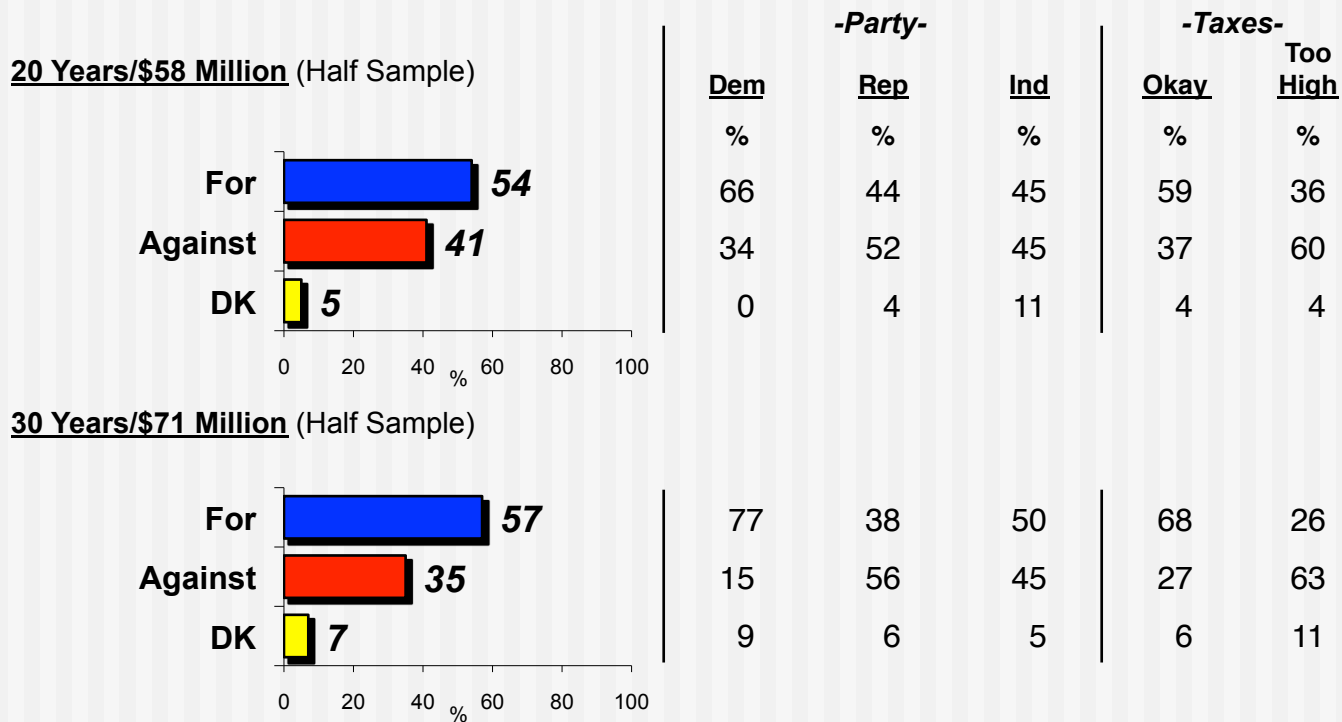
**T4: Ballot Vote: Sales Tax Renewal** – Four out of five Glenwood Springs voters (81%) support the one percent sales tax renewal. Length of renewal period does not seem to matter – 79% support 20 years/\$44 million raised while 83% support 30 years/\$54 million raised. Combined, 81% support renewal. This high level of potential ballot support is consistent with the high (74%) opinion that the current level of taxation is reasonable. Even 73% of Republicans support sales tax renewal and a 56% majority who say taxes are too high.

*As you may or may not know, a one percent sales tax that costs one cent for every dollar purchased was approved by Glenwood Springs voters 20 years ago is set to expire. This November, would you vote FOR or AGAINST keeping this one percent sales tax in place for another 20 years/30 years and using it to back \$44 million/\$54 million of Bonds to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture?*

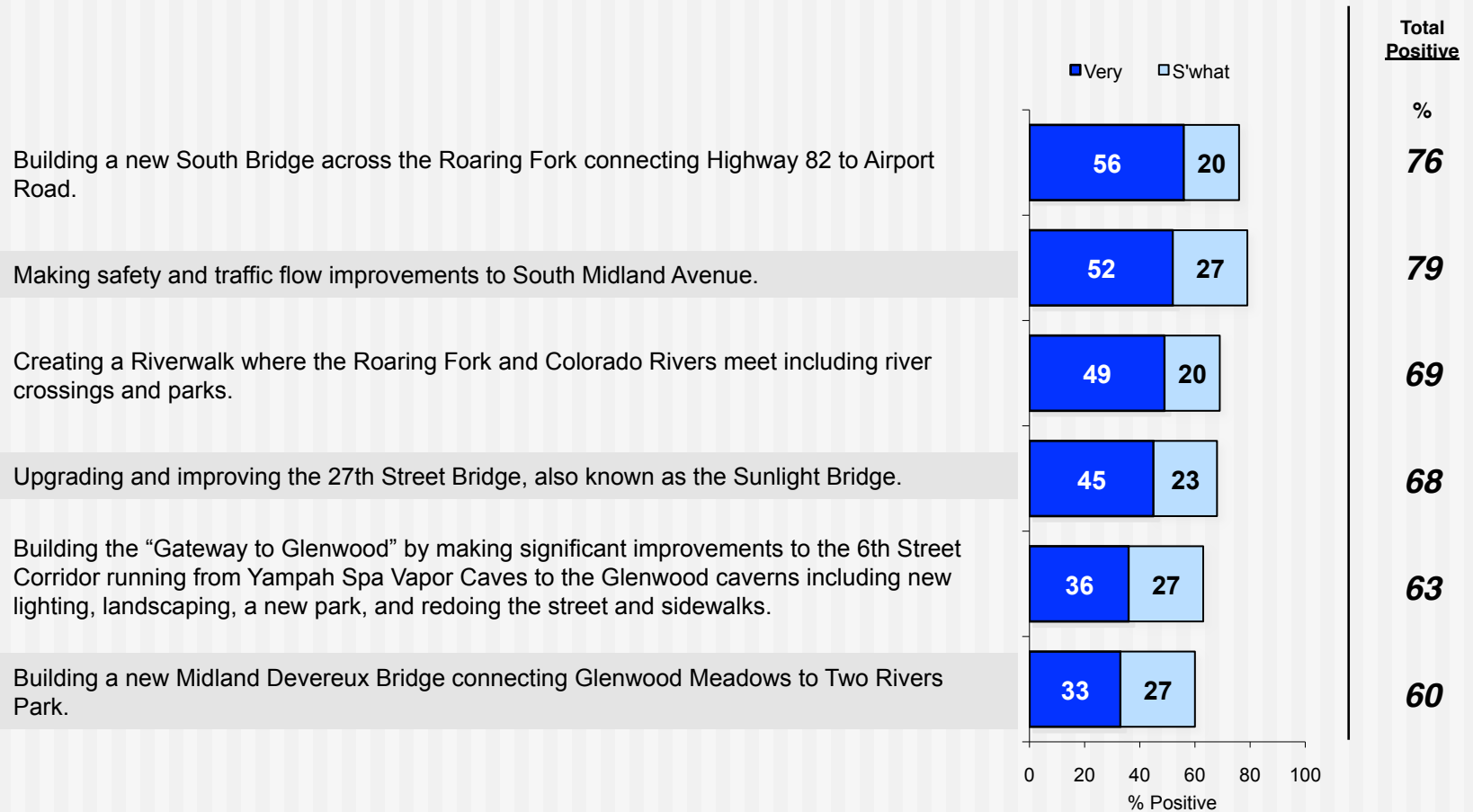


**T5: Ballot Vote: 1.5% Sales Tax** – Support for adding an additional half percent along with one percent sales tax renewal – total of 1.5% sales tax – is significantly lower (56% For, 28% Against) than the 81% who are FOR a simple one percent renewal. Again, duration of tax does not matter – 54% FOR 20 years/\$58 million raised; 57% FOR 30 years/\$71 million. However, for this new additional tax ballot – only Democratic voters, newest residents, and voters under 40 support it. Dynamics like this – tax increase ballots opposed by older, long-term, less liberal voters – tend to produce election day results lower than poll support. The “AGAINST” vote is always more motivated to show up and work to defeat a tax increase ballot than those who support it.

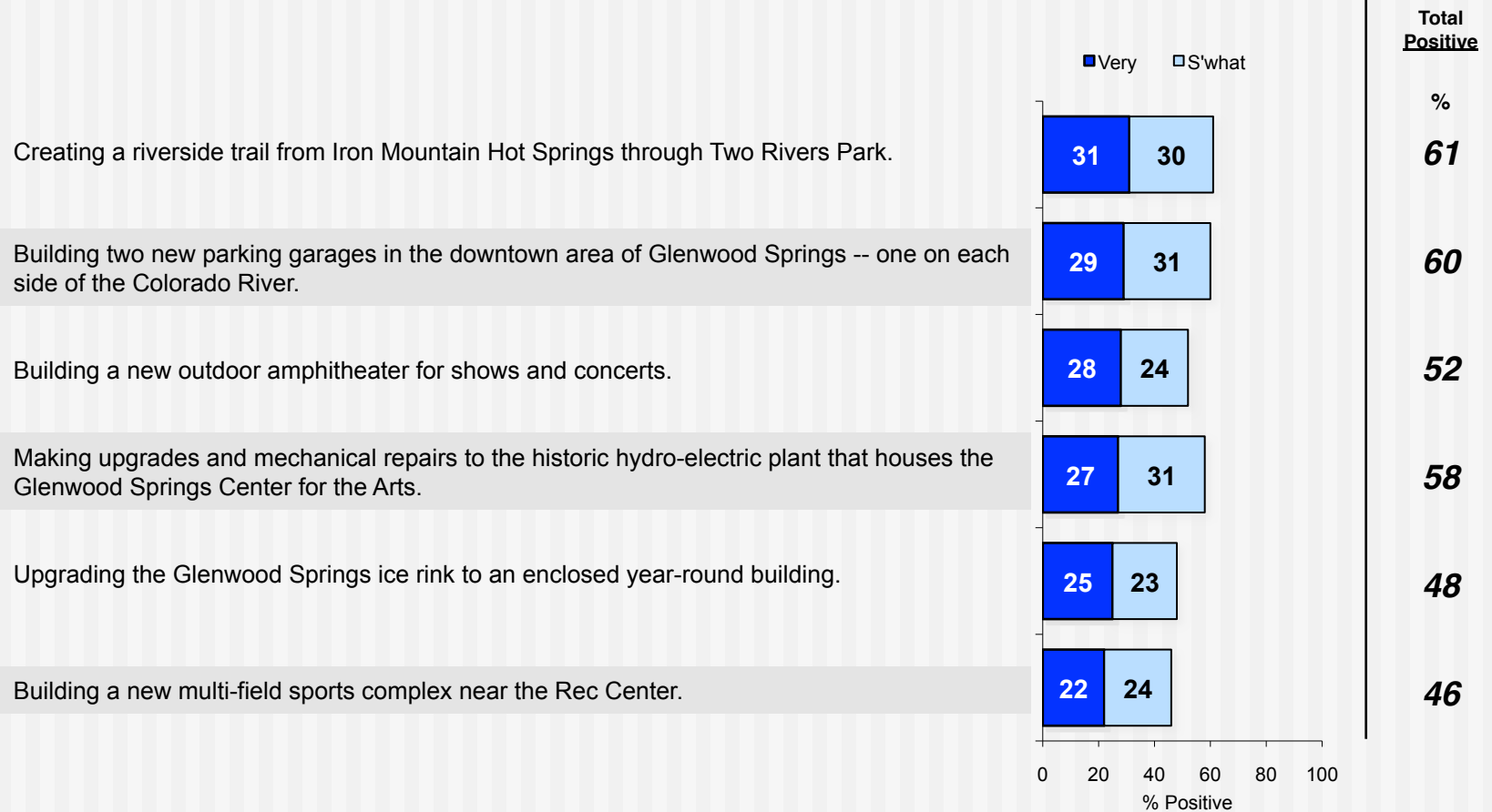
*Knowing that more money raised means the ability to build more projects, if the proposal on the November ballot was to KEEP the current one-cent sales tax in place for another 20 years/30 years and ADD to it a NEW sales tax INCREASE of ONE HALF CENT for a total Bond value of \$58 million/\$71 million to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture, would you vote FOR or AGAINST this one and a half cent sales tax for Glenwood Springs?*



**T6: Evaluation of Potential Projects. (1/2)** – From a list of 12 potential projects/ improvements to be funded, the most popular are: South Midland Avenue improvements (79% positive); new South Bridge (76% positive); and a Riverwalk where the rivers meet (70% positive). All three are “very positive” to half the city’s voters. Lowest on the priority list are two parks and rec projects – ice rink upgrade (48%) and new sports fields (46%).



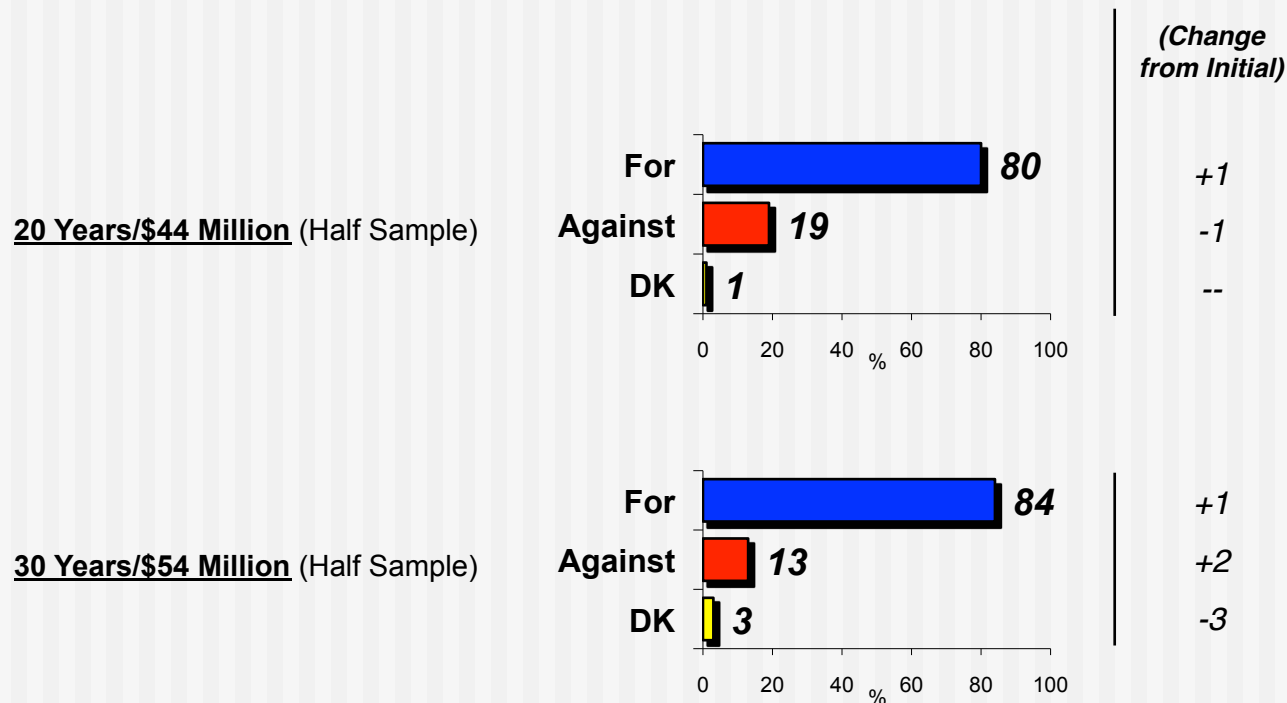
## T6: Evaluation of Potential Projects. (2/2)





**T7: Post-Project Informed Re-Vote: Sales Tax Renewal** – Exposure to potential projects has little impact (+1 gain) on vote support for the sales tax renewal (82% FOR combined total sample) in large part because the renewal is initially supported by over 80% of voters. The most popular projects, however, do reinforce the goodwill and good feelings about continuing to invest in addressing the city’s traffic congestion problems as maintain the popular network of trails and pedestrian bridges.

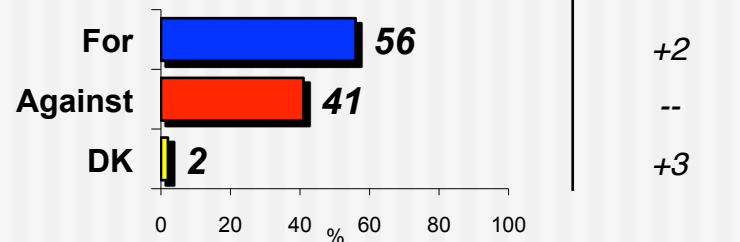
*Now that you have heard all of these possible projects... Would you vote FOR or AGAINST keeping this one percent sales tax in place for another 20 years/ 30 years and using it to back \$44 million/\$54 million of Bonds to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture?*



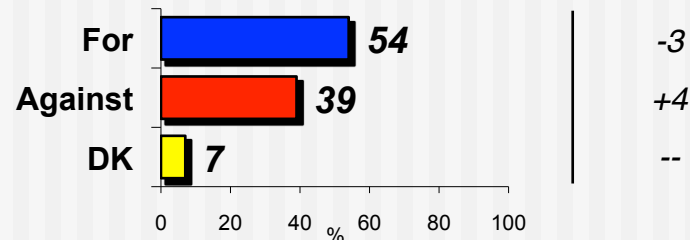
**T8: Post-Project Informed Re-Vote: 1.5% Sales Tax – Combined** (total sample) support for increasing the sales tax by one half percent ends up at 55% FOR after exposure to the projects... this compares to 56% FOR in the initial ballot test. Thus, exposure to the dozen potential projects does not increase appetite for a tax increase. And, at the longest (30 years) level, support actually drops three points.

*Would you vote FOR or AGAINST this one and a half cent sales tax for Glenwood Springs... Knowing that more money means the ability to build more of these projects such as the new bridges and parking garages, if the proposal on the November ballot was to KEEP the current one-cent sales tax in place for another 20 years/30 years and ADD to it a NEW sales tax INCREASE of ONE HALF CENT for a total Bond value of \$58 million/\$71 million, would you vote FOR or AGAINST this one and a half cent sales tax for Glenwood Springs?*

**20 Years/\$58 Million** (Half Sample)



**30 Years/\$71 Million** (Half Sample)

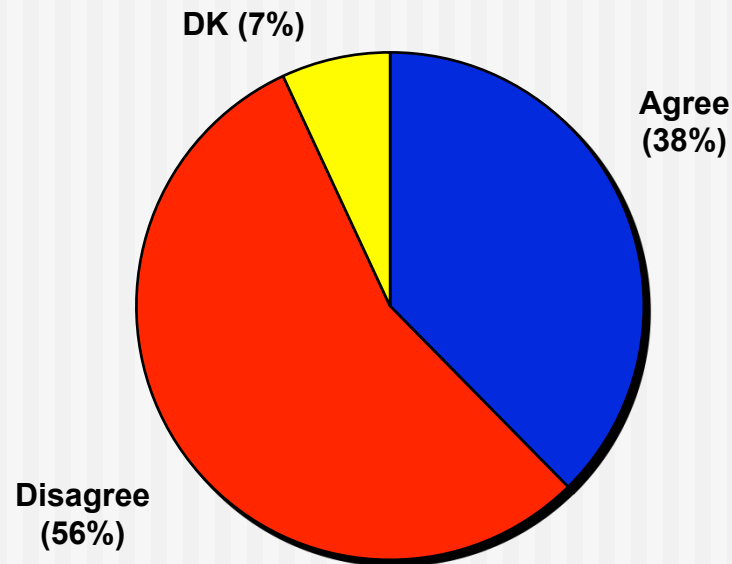


**T9: Anti-Tax Message Test** – A 56% majority of city voters DISAGREE with an anti-ballot “enough tax money already” message; just 38% agree. This reaffirming response in rejecting a tax-ballot opponent message is consistent with other poll measures including the strong level of satisfaction with the city’s current direction; the overwhelming support for renewal of the one percent sales tax and the community’s recognition that traffic problems need to be addressed.

*Next, tell me if you agree or disagree with this statement that those OPPOSED to a sales tax ballot might make...*

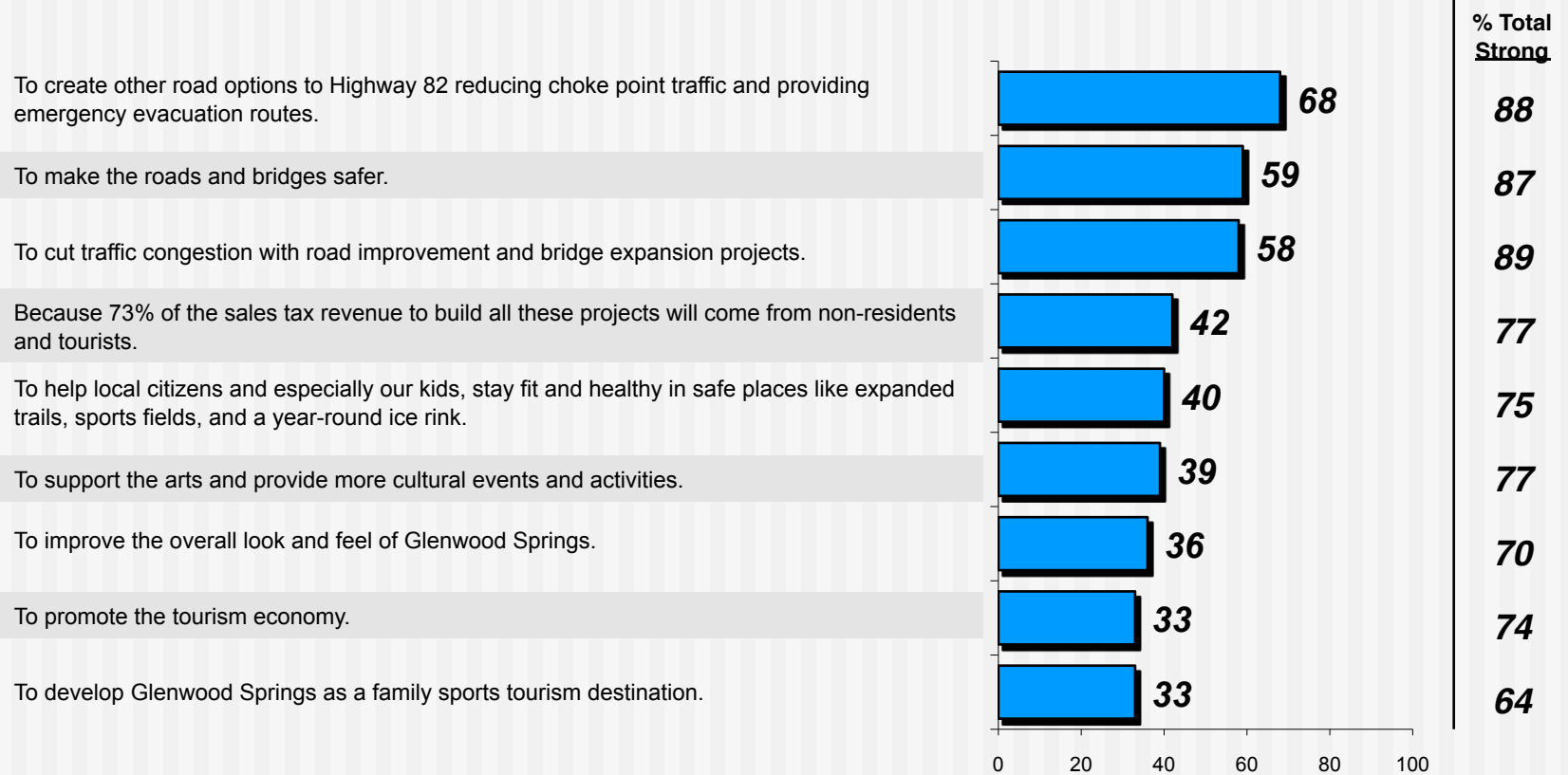
*“They say with new growth, tourism and rising property values, Glenwood Springs already has enough money to make improvements to streets, bridges, and recreation facilities and that hurtful higher taxes just aren’t needed.”*

*Do you agree or disagree with this statement?*



**T10: Pro-Tax “Community Investment” Message Test** – Glenwood Spring voters respond very positively to a series of messages about the value of community investment with the highest scoring motivations being “cut traffic congestion” (89%); “emergency evacuation routes” (88%); “safer roads and bridges” (87%). In other words, the objectives of the TRANSPORTATION projects score highest as “very” or “somewhat” strong reasons to invest and build projects. However, about three-fourths also are motivated by other value propositions including “healthier kids,” “tourism economy,” “more arts and culture,” and the reassurance that tourists will contribute most of the sales tax revenue.

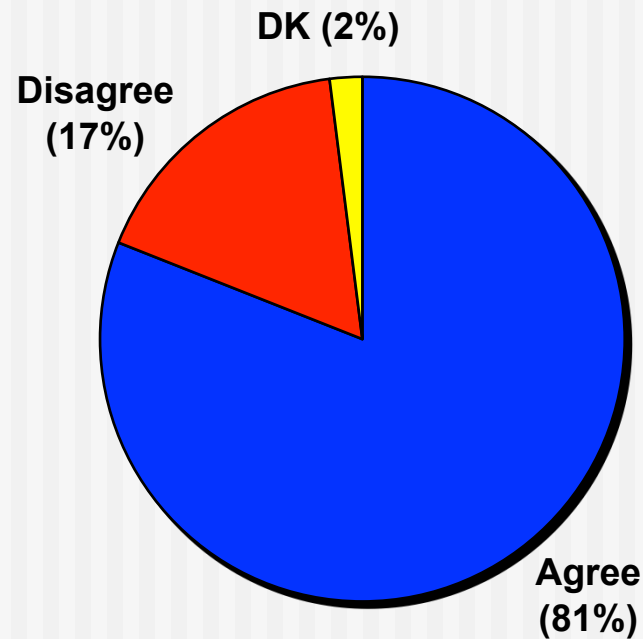
*Regardless of how you would vote on the sales tax ballot, tell me if you think each of the following is a very strong reason, a somewhat strong reason, or a weak reason for investing and building these projects.*



**T11: Sales Tax Renewal Final Summary Judgment** – In keeping with their broad support for renewal of the one percent sales tax, after hearing all the messaging (including one anti-ballot statement) and potential project descriptions, a consistent 81% agree that continuing the current tax in place makes sense. For Glenwood voters, the status quo is a happy and good place to stay.

*Lastly, do you agree or disagree the following statement:*

*“No matter what, it makes sense to renew the current one percent sales tax because it means no new taxes while keeping the ability to build a better Glenwood Springs.”*



1. In general, do you think that things in the City of Glenwood Springs are going in the right direction or the wrong direction?

Right direction	69%
Mixed	12%
Wrong direction	13%
DK/Refused	5%

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Next, rate each of the following specific aspects of life in Glenwood Springs as either excellent, good, not so good, or poor. Here is the first one.

3. Having a healthy economy.

Excellent	18%
Good	71%
Not so good	7%
Poor	2%
DK/Refused	1%
Total Positive	89%
Total Negative	10%

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4. Having an acceptable level of traffic congestion.

Excellent	1%
Good	21%
Not so good	38%
Poor	38%
DK/Refused	1%
Total Positive	22%
Total Negative	77%

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5. Having a reasonable level of local taxes given services provided.

Excellent	11%
Good	64%
Not so good	14%
Poor	7%
DK/Refused	4%
Total Positive	74%
Total Negative	21%

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6. Having enough parks and trails.

Excellent	36%
Good	58%
Not so good	5%
Poor	1%
DK/Refused	1%
Total Positive	93%
Total Negative	6%

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7. Having enough affordable housing.

Excellent	3%
Good	11%
Not so good	38%
Poor	47%
DK/Refused	1%
Total Positive	13%
Total Negative	85%

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8. Having enough parking.

Excellent	4%
Good	40%
Not so good	33%
Poor	22%
DK/Refused	1%
Total Positive	44%
Total Negative	55%

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9. Having enough bike paths and pedestrian bridges.

Excellent	30%
Good	52%
Not so good	10%
Poor	6%
DK/Refused	2%
Total Positive	82%
Total Negative	16%

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10. **FORM A -- HALF SAMPLE:** As you may or may not know, a one percent sales tax that costs one cent for every dollar purchased was approved by Glenwood Springs voters 20 years ago is set to expire. This November, would you vote FOR or AGAINST keeping this one percent sales tax in place for another 20 years and using it to back \$44 million of Bonds to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture?

For	79%
Against	20%
DK/Refused	1%

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10. **FORM B -- HALF SAMPLE:** As you may or may not know, a one percent sales tax that costs one cent for every dollar purchased was approved by Glenwood Springs voters 20 years ago is set to expire. This November, would you vote FOR or AGAINST keeping this one percent sales tax in place for another 30 years and using it to back \$54 million of Bonds to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture?

For	83%
Against	11%
DK/Refused	6%

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10. **TOTAL COMBINED:** As you may or may not know, a one percent sales tax that costs one cent for every dollar purchased was approved by Glenwood Springs voters 20 years ago is set to expire. This November, would you vote FOR or AGAINST keeping this one percent sales tax in place for another 20 years/30 years and using it to back \$44 million/\$54 million of Bonds to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture?

For	81%
Against	16%
DK/Refused	3%

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11. **FORM A -- HALF SAMPLE:** Knowing that more money raised means the ability to build more projects, if the proposal on the November ballot was to KEEP the current one-cent sales tax in place for another 20 years and ADD to it a NEW sales tax INCREASE of ONE HALF CENT for a total Bond value of \$58 million to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture, would you vote FOR or AGAINST this one and a half cent sales tax for Glenwood Springs?

For	54%
Against	41%
DK/Refused	5%

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11. **FORM B -- HALF SAMPLE:** Knowing that more money raised means the ability to build more projects, if the proposal on the November ballot was to KEEP the current one-cent sales tax in place for another 30 years and ADD to it a NEW sales tax INCREASE of ONE HALF CENT for a total Bond value of \$71 million to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture, would you vote FOR or AGAINST this one and a half cent sales tax for Glenwood Springs?

For	57%
Against	35%
DK/Refused	7%

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11. **TOTAL COMBINED:** Knowing that more money raised means the ability to build more projects, if the proposal on the November ballot was to KEEP the current one-cent sales tax in place for another 20 years/30 years and ADD to it a NEW sales tax INCREASE of ONE HALF CENT for a total Bond value of \$58 million/\$71 million to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture, would you vote FOR or AGAINST this one and a half cent sales tax for Glenwood Springs?

For	56%
Against	38%
DK/Refused	6%

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Next I will read you a list of projects that might be funded by the sales tax renewal or expansion. Tell me if your reaction to having Glenwood Springs use money from the Bonds on each project is very positive, somewhat positive, neutral, or negative. Here is the first one.

12. Upgrading and improving the 27th Street Bridge, also known as the Sunlight Bridge.

Very positive	45%
Somewhat positive	23%
Neutral	19%
Negative	12%
DK/Refused	1%
Total Positive	68%

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13. Creating a riverside trail from Iron Mountain Hot Springs through Two Rivers Park.

Very positive	31%
Somewhat positive	30%
Neutral	17%
Negative	21%
DK/Refused	1%
Total Positive	61%

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14. Creating a Riverwalk where the Roaring Fork and Colorado Rivers meet including river crossings and parks.

Very positive	49%
Somewhat positive	20%
Neutral	14%
Negative	16%
DK/Refused	0%
Total Positive	70%

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15. Upgrading the Glenwood Springs ice rink to an enclosed year-round building.

Very positive	25%
Somewhat positive	23%
Neutral	26%
Negative	24%
DK/Refused	2%
Total Positive	49%

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16. Making safety and traffic flow improvements to South Midland Avenue.

Very positive	52%
Somewhat positive	27%
Neutral	13%
Negative	7%
DK/Refused	1%
Total Positive	79%

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17. Building a new South Bridge across the Roaring Fork connecting Highway 82 to Airport Road.

Very positive	56%
Somewhat positive	20%
Neutral	13%
Negative	11%
DK/Refused	1%
Total Positive	76%

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18. Making upgrades and mechanical repairs to the historic hydro-electric plant that houses the Glenwood Springs Center for the Arts.

Very positive	27%
Somewhat positive	31%
Neutral	26%
Negative	15%
DK/Refused	2%
Total Positive	58%

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19. Building two new parking garages in the downtown area of Glenwood Springs -- one on each side of the Colorado River.

Very positive	29%
Somewhat positive	31%
Neutral	16%
Negative	24%
DK/Refused	0%
Total Positive	60%

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20. Building a new Midland Devereux Bridge connecting Glenwood Meadows to Two Rivers Park.

Very positive	33%
Somewhat positive	27%
Neutral	17%
Negative	20%
DK/Refused	3%
Total Positive	60%

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21. Building a new multi-field sports complex near the Rec Center.

Very positive	22%
Somewhat positive	24%
Neutral	25%
Negative	27%
DK/Refused	2%
Total Positive	47%

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22. Building the Gateway to Glenwood by making significant improvements to the 6th Street Corridor running from Yampah Spa Vapor Caves to the Glenwood caverns including new lighting, landscaping, a new park, and redoing the street and sidewalks.

Very positive	36%
Somewhat positive	27%
Neutral	20%
Negative	16%
DK/Refused	0%
Total Positive	64%

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23. Building a new outdoor amphitheater for shows and concerts.

Very positive	28%
Somewhat positive	24%
Neutral	19%
Negative	29%
DK/Refused	0%
Total Positive	52%

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Now that you have heard all of these possible projects, some follow-up questions.

24. **FORM A -- HALF SAMPLE:** Would you vote FOR or AGAINST keeping this one percent sales tax in place for another 20 years and using it to back \$44 million of Bonds to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture?

For	80%
Against	19%
DK/Refused	1%

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24. **FORM B -- HALF SAMPLE:** Would you vote FOR or AGAINST keeping this one percent sales tax in place for another 30 years and using it to back \$54 million of Bonds to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture?

For	84%
Against	13%
DK/Refused	3%

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24. **TOTAL COMBINED:** Would you vote FOR or AGAINST keeping this one percent sales tax in place for another 20 years/30 years and using it to back \$44 million/\$54 million of Bonds to pay for projects to improve and expand roads, bridges, street beautification, parks and arts and culture?

For	82%
Against	16%
DK/Refused	2%

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25. **FORM A -- HALF SAMPLE:** Knowing that more money means the ability to build more of these projects such as the new bridges and parking garages, if the proposal on the November ballot was to KEEP the current one-cent sales tax in place for another 20 years and ADD to it a NEW sales tax INCREASE of ONE HALF CENT for a total Bond value of \$58 million, would you vote FOR or AGAINST this one and a half cent sales tax for Glenwood Springs?

For	56%
Against	41%
DK/Refused	2%

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25. **FORM B -- HALF SAMPLE:** Knowing that more money means the ability to build more of these projects such as the new bridges and parking garages, if the proposal on the November ballot was to KEEP the current one-cent sales tax in place for another 30 years and ADD to it a NEW sales tax INCREASE of ONE HALF CENT for a total Bond value of \$71 million, would you vote FOR or AGAINST this one and a half cent sales tax for Glenwood Springs?

For	54%
Against	39%
DK/Refused	7%

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25. **TOTAL COMBINED:** Knowing that more money means the ability to build more of these projects such as the new bridges and parking garages, if the proposal on the November ballot was to KEEP the current one-cent sales tax in place for another 20 years/30 years and ADD to it a NEW sales tax INCREASE of ONE HALF CENT for a total Bond value of \$58 million/\$71 million, would you vote FOR or AGAINST this one and a half cent sales tax for Glenwood Springs?

For	55%
Against	40%
DK/Refused	5%

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26. Next, tell me if you agree or disagree with this statement that those OPPOSED to a sales tax ballot might make: They say with new growth, tourism and rising property values, Glenwood Springs already has enough money to make improvements to streets, bridges, and recreation facilities and that hurtful higher taxes just are not needed.

Agree	38%
Disagree	56%
DK/Refused	7%

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Regardless of how you would vote on the sales tax ballot, tell me if you think each of the following is a very strong reason, a somewhat strong reason, or a weak reason for investing and building these projects. Here is the first one.

27. To cut traffic congestion with road improvement and bridge expansion projects.

Very strong reason	58%
Somewhat strong reason	31%
Weak reason	11%
DK/Refused	0%
Total Strong Reason	88%

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28. To help local citizens and especially our kids, stay fit and healthy in safe places like expanded trails, sports fields, and a year-round ice rink.

Very strong reason	40%
Somewhat strong reason	35%
Weak reason	23%
DK/Refused	2%
Total Strong Reason	75%

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29. To create other road options to Highway 82 reducing choke point traffic and providing emergency evacuation routes.

Very strong reason	68%
Somewhat strong reason	20%
Weak reason	11%
DK/Refused	1%
 Total Strong Reason	 87%

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30. To promote the tourism economy.

Very strong reason	33%
Somewhat strong reason	41%
Weak reason	24%
DK/Refused	2%
 Total Strong Reason	 74%

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31. To improve the overall look and feel of Glenwood Springs.

Very strong reason	36%
Somewhat strong reason	34%
Weak reason	28%
DK/Refused	2%
 Total Strong Reason	 71%

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32. To develop Glenwood Springs as a family sports tourism destination.

Very strong reason	33%
Somewhat strong reason	31%
Weak reason	31%
DK/Refused	5%
 Total Strong Reason	 64%

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33. Because 73% of the sales tax revenue to build all these projects will come from non-residents and tourists.

Very strong reason	42%
Somewhat strong reason	35%
Weak reason	20%
DK/Refused	4%
 Total Strong Reason	 76%

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34. To make the roads and bridges safer.

Very strong reason	59%
Somewhat strong reason	28%
Weak reason	12%
DK/Refused	1%
 Total Strong Reason	 87%

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35. To support the arts and provide more cultural events and activities.

Very strong reason	39%
Somewhat strong reason	38%
Weak reason	22%
DK/Refused	1%
 Total Strong Reason	 78%

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36. Lastly, do you agree or disagree with this statement: No matter what, it makes sense to renew the current one percent sales tax because it means no new taxes while keeping the ability to build a better Glenwood Springs.

Agree	81%
Disagree	17%
DK/Refused	2%

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D1. Gender.

Male	42%
Female	58%

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D2. Age.

18-29	13%
30-39	16%
40-49	17%
50-59	19%
60-64	10%
65-Up	24%
Refused	0%

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D3. Do you currently have a child under the age of 18 living at home?

Yes	21%
No	79%
DK/Refused	0%

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D4. Party ID.

Democrat	38%
Republican	17%
Independent	32%
Other/DK/Refused	13%

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D5. Length of Residence.

Born here	5%
Less than 3 years	8%
3-5 years	10%
6-10 years	18%
11-20 years	20%
21-30 years	20%
More than 30 years	18%
DK/Refused	1%

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**Toplines  
Glenwood Springs, CO**

**June 2016  
Job 2786**

**16**

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Phone

Landline  
Cell

36%  
64%

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