RESPONDENT PROFILE

Table 1 displays a demographic profile of survey respondents for the current year and for 2009. It shows these significant changes from year to year:

- Respondents tend to be younger this year, as more respondents are in the 25 to 34 age range this year (21% compared to 15% in 2009). The average age of respondents is 46.8 years old compared to 49.2 years old in 2009.
- More respondents are living in duplexes, triplexes, or apartments now (17%) than in 2009 (12%).
- The sample of respondents represents more residents who rent their homes this year (27%) than in 2009 (20%).

Table 1 Respondent Profile 2011 as compared to 2009		
	2009	2011
	(436)	(442)
Gender		
Female	51%	49%
Male	49	51
Age		
18 to 24	4%	3%
25 to 34	15	21
35 to 44	25	24
45 to 54	20	22
55 to 64	18	16
65 to 74	11	10
75 and older	8	3
Mean Age	49.2	46.8
Years in Redmond		
Less than 1 year	3%	5%
1 to 4 years	26	25
5 to 9 years	21	21
10 to 19 years	26	23
20 to 29 years	12	14
30 or more	12	12
Children Under 18 in Home		
Yes	35%	34%
No	64	66
Home Type		
Single-family home	67%	61%
Townhouse or condominium	21	22
Apartment	12	17
Home Ownership		
Own residence	81%	72%
Rent residence	20	27
Primary Language at Home		
English	90%	84%
Indian – Different dialects	-	4
Chinese	4	3
Russian	2	2
Spanish	2	1
Other	4	6



Cell Phone Usage

Over half of respondents mainly or only use their cell phone (56%), while one out of five still mainly or only use their landline (22%), and another one out of five use their cell phones and landline phones equally (22%). Therefore, reaching residents by landline would be highly unlikely for four out of five residents.

- Residents who mainly use cell phones are younger (average age of 41) than those who mainly use landlines (average age is 58).
 - o 59% of residents age 18-34 are "cell phone only" and 88% are mainly cell phone users.
- The following demographic subgroups are more likely to <u>only</u> use a cell phone than their subgroup counterpart:
 - o Renters (36% compared to 21% of home-owners)
 - O Those living in an apartment or condo (42% compared to 14% of those in a single-family home)
 - Residents with no children at home (28% compared to 20% with children in their home)
 - Males (29% compared to 21% of females)
 - O Those who have lived in Redmond for fewer than ten years (40% compared to 9% who have lived in Redmond for ten years or more)



