

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
GENDER	Male	44%	40%	46%
	Female	56%	60%	54%
TOTAL		100%	100%	100%
	n =	236	1,563	3,338
AGE OF RESPONDENT	18 - 20	8%	5%	5%
	21 - 24	8%	10%	8%
	25 - 34	19%	21%	22%
	35 - 44	17%	18%	18%
	45 - 54	22%	21%	22%
	55 - 64	17%	18%	18%
	65 or over	9%	8%	7%
TOTAL		100%	100%	100%
Average		43.0	42.9	43.3
Median		39.5	39.5	39.5
n =		236	1,563	3,342
MARITAL STATUS	Single, no children	32%	30%	28%
	Couple, no children	20%	21%	21%
	Household with children living at home	31%	29%	31%
	Empty-nester (grown children no longer at home)	17%	21%	21%
TOTAL		100%	100%	100%
	n =	236	1,562	3,340
ANNUAL HOUSEHOLD INCOME	Under \$25,000	17%	15%	12%
	\$25,000 - \$49,999	14%	17%	15%
	\$50,000 - \$74,999	14%	19%	18%
	\$75,000 - \$99,999	19%	16%	16%
	\$100,000 - \$149,999	14%	17%	18%
	\$150,000 - \$199,999	14%	9%	11%
	\$200,000 - \$499,999	5%	5%	7%
	\$500,000 or more	3%	2%	3%
TOTAL		100%	100%	100%
Average		\$109,764	\$102,083	\$115,003
Median		\$87,500	\$62,500	\$87,500
n =		236	1,562	3,305

05 Feb 10
Source: RRC Associates

**BOULDER CONVENTION & VISITORS BUREAU
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		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
DID YOU FLY TO REACH COLORADO THIS TRIP?	Yes, by commercial airline	60%	46%	55%
	Yes, by private/charter airplane	1%	1%	1%
	No	39%	52%	44%
TOTAL		100%	100%	100%
	n =	236	1,563	3,339
ARRIVAL AIRPORT	Denver International Airport (DIA)	97%	96%	97%
	Colorado Springs (COS)	1%	1%	1%
	Rocky Mountain Metropolitan (formerly Boulder/Jeffco)		0%	0%
	Centennial		0%	0%
	Boulder Municipal	1%	0%	0%
	Other	2%	2%	1%
TOTAL		100%	100%	100%
	n =	143	748	1,875
HOW DID YOU TRAVEL TO BOULDER	Private vehicle	47%	64%	53%
	Rental vehicle	34%	25%	32%
	RV/camper	2%	1%	1%
	Shuttle/taxi	5%	2%	7%
	Bus	5%	3%	3%
	Other	8%	4%	4%
TOTAL		100%	100%	100%
	n =	236	1,561	3,201

05 Feb 10
Source: RRC Associates

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		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
PEOPLE IN YOUR TRAVEL PARTY ON THIS TRIP	Spouse/partner	49%	47%	43%
	Just myself	22%	21%	28%
	Children	26%	23%	21%
	Other family	17%	23%	17%
	Friends	12%	19%	14%
	Business associates	4%	2%	5%
	Group/club/team members	2%	2%	3%
	Grandchildren	4%	3%	2%
	Other		0%	0%
TOTAL		137%	140%	134%
	n =	208	1,386	2,832
HOW MANY PEOPLE IN TOTAL ARE WITH YOU IN BOULDER ON THIS TRIP	1	22%	17%	24%
	2	34%	34%	34%
	2.50			0%
	3	15%	16%	15%
	4	17%	16%	13%
	5	5%	6%	5%
	6 or more	7%	11%	11%
TOTAL		100%	100%	100%
Average		2.8	3.2	3.0
Median		2.0	2.0	2.0
n =		236	1,561	3,317

05 Feb 10
Source: RRC Associates

**BOULDER CONVENTION & VISITORS BUREAU
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Preliminary Results**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
ARE YOU A RESIDENT OF THE UNITED STATES?	Yes	87%	93%	93%
	No	13%	7%	7%
TOTAL		100%	100%	100%
	n =	236	1,562	3,315
(IF NOT RESIDENT OF USA) WHICH BEST DESCRIBES WHERE YOU LIVE?	Australia/Oceania	23%	14%	9%
	Mexico		3%	3%
	Asia	3%	9%	9%
	Europe	50%	37%	37%
	Africa		1%	1%
	Central/South America	3%	6%	4%
	Middle East	3%	3%	3%
	Russia		1%	1%
	Canada	10%	17%	23%
	Other	7%	9%	11%
TOTAL		100%	100%	100%
	n =	30	99	193
(IF RESIDENT OF EUROPE) WHERE IN EUROPE ARE YOU FROM?	Scandinavia		11%	9%
	France		0%	2%
	Italy		1%	6%
	Spain/Portugal		0%	3%
	United Kingdom	40%	44%	42%
	Ireland	13%	8%	5%
	Germany	27%	20%	17%
	Benelux	20%	9%	6%
	Other		6%	9%
TOTAL		100%	100%	100%
	n =	15	39	92
(IF RESIDENT OF ASIA) WHERE IN ASIA ARE YOU FROM?	Japan		12%	33%
	Taiwan		2%	1%
	China		45%	18%
	South Korea			5%
	Other	100%	41%	44%
TOTAL		100%	100%	100%
	n =	1	9	22

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		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
DESCRIBE THIS VISIT TO BOULDER	Visitor spending tonight in Boulder	45%	36%	62%
	Visitor passing through (spending night at other dest.)	30%	28%	17%
	Day visitor (returning to own home tonight)	15%	28%	16%
	Boulder resident	10%	7%	5%
TOTAL		100%	100%	100%
	n =	235	1,549	3,276
(IF OVERNIGHT) PLEASE DESCRIBE YOUR ACCOMMODATIONS	Hotel/motel	53%	47%	80%
	Bed & Breakfast	6%	3%	2%
	RV camping	2%	1%	0%
	Other camping	2%	1%	0%
	With friends/family	26%	38%	13%
	Dorm room	1%	2%	1%
	Other	10%	8%	4%
TOTAL		100%	100%	100%
	n =	105	559	2,018

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<i>OVERNIGHT VISITORS ONLY</i>		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
HOW DID YOU MAKE YOUR LODGING RESERVATIONS?	Internet site	42%	51%	43%
	Direct to lodge/hotel	15%	19%	28%
	No reservations	22%	17%	11%
	Other	9%	6%	5%
	Meeting planner/conference package	3%	2%	4%
	Travel agent/tour operator	3%	2%	4%
	Group trip	6%	3%	3%
	Don't know/not sure		0%	1%
TOTAL		100%	100%	100%
	n =	78	346	1,716
(IF INTERNET SITE) WHICH INTERNET SITE DID YOU USE TO MAKE LODGING RESERVATIONS?	Other	61%	61%	54%
	Expedia.com	15%	12%	15%
	Don't know/not sure	6%	13%	14%
	Priceline.com	12%	8%	8%
	Orbitz.com	3%	2%	4%
	Hotwire.com	3%	2%	3%
	Kayak.com		1%	1%
TOTAL		100%	100%	100%
	n =	33	170	549

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<i>OVERNIGHT VISITORS ONLY</i>		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
HOW MANY NIGHTS WILL YOU STAY IN BOULDER THIS TRIP	1	19%	15%	18%
	2	12%	17%	22%
	3	16%	19%	21%
	4	11%	13%	15%
	5	8%	11%	9%
	6 or more	33%	26%	16%
TOTAL		100%	100%	100%
Average		4.4	4.2	3.5
Median		4.0	3.0	3.0
n =		105	554	1,987
HOW MANY NIGHTS WILL YOU BE AWAY FROM HOME THIS TRIP	1	8%	6%	12%
	2	2%	6%	12%
	3	4%	11%	16%
	4	9%	11%	14%
	5	11%	11%	11%
	6 or more	67%	56%	36%
TOTAL		100%	100%	100%
Average		6.5	5.9	4.8
Median		8.0	8.0	4.0
n =		105	552	1,979

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<i>OVERNIGHT VISITORS ONLY</i>		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
PRIMARY REASON FOR THIS TRIP TO BOULDER	Recreation/general vacation	37%	35%	22%
	Visit friends/family	21%	30%	20%
	Business (meeting/convention, etc.)	12%	7%	22%
	College planning/event	5%	7%	11%
	Combined business/pleasure	16%	10%	10%
	Special event/festival	5%	6%	9%
	Other	5%	3%	4%
	Stop on a tour of the area		3%	2%
TOTAL		100%	100%	100%
	n =	104	549	1,991
(IF BUSINESS) WHICH BUSINESS/ INDUSTRY IS MOST CLOSELY RELATED TO YOUR VISIT TO BOULDER?	Other	38%	47%	43%
	Natural/organics	10%	8%	11%
	Aerospace	14%	9%	10%
	Information Technology	14%	10%	9%
	Design/marketing/communications	7%	5%	10%
	Outdoor/active lifestyle	3%	8%	9%
	Bioscience	7%	10%	7%
	Renewable energy	7%	3%	3%
TOTAL		100%	100%	100%
	n =	29	89	526
FOR THIS TRIP, IS BOULDER:	My primary destination	56%	62%	70%
	A planned stop on a longer trip	42%	36%	28%
	An unplanned stop on a longer trip	2%	3%	2%
TOTAL		100%	100%	100%
	n =	104	547	1,974

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<i>ALL VISITORS</i>		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
OTHER PLACES YOU WILL VISIT THIS TRIP	The mountains	76%	77%	77%
	Denver	56%	59%	53%
	Fort Collins	15%	15%	12%
	Air Force Academy/Colorado Springs	10%	11%	9%
	The Western Slope	5%	10%	10%
	Santa Fe/Taos	4%	4%	3%
TOTAL		166%	175%	164%
	n =	151	848	1,500
WHEN DID YOU BEGIN PLANNING THIS TRIP?	1 - 2 weeks in advance	15%	14%	18%
	3 - 4 weeks in advance	21%	22%	24%
	2 months in advance	22%	24%	23%
	3 months in advance	15%	15%	13%
	More than 3 months in advance	22%	20%	17%
	Don't know/not sure	5%	4%	4%
TOTAL		100%	100%	100%
	n =	170	970	2,494
ESTIMATED SPENDING WHILE IN BOULDER THIS TRIP	Under \$100	25%	38%	22%
	\$100 - \$299	28%	22%	20%
	\$300 - \$499	12%	11%	14%
	\$500 - \$699	9%	8%	12%
	\$700 - \$999	5%	6%	10%
	\$1000 - \$1,999	12%	9%	14%
	\$2,000 - \$2,999	6%	3%	5%
	\$3,000 or more	3%	2%	3%
TOTAL		100%	100%	100%
Average		\$640	\$496	\$701
Median		\$200	\$200	\$400
n =		195	1,341	2,870

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Preliminary Results**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
ACTIVITIES YOU HAVE OR WILL ENGAGE IN ON THIS TRIP	General sightseeing	72%	73%	61%
	Dining	56%	61%	58%
	Shopping	56%	55%	48%
	People watching/hanging out	43%	49%	40%
	Hiking/climbing	37%	49%	38%
	Running/walking	37%	23%	27%
	Special event	24%	20%	22%
	Don't know/none/no answer	19%	14%	20%
	Tour CU campus	8%	12%	13%
	Cycling/Mountain biking	14%	11%	12%
	Attend a concert	10%	9%	8%
	Business meeting	7%	5%	7%
	Kayaking/rafting	9%	7%	5%
	Watch athletic event	3%	5%	5%
	Real estate search	3%	3%	3%
	Job interview	2%	2%	2%
Skiing/snowboarding	1%	2%	2%	
Other		0%	2%	
TOTAL		400%	400%	373%
	n =	236	1,563	3,342

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		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
ATTRACTIONS YOU DID/ WILL VISIT ON THIS TRIP	Downtown Boulder Pearl Street Mall	75%	61%	59%
	Open Space & Mountain parks	28%	40%	31%
	Celestial Seasonings	23%	46%	26%
	Boulder Creek Path	26%	22%	24%
	Don't know/not sure/no answer	20%	18%	26%
	University of Colorado	14%	20%	25%
	Chautauqua Park/Dining Hall	15%	28%	21%
	29th Street Shopping Mall	24%	19%	19%
	Boulder Farmers Market	22%	20%	18%
	Dushanbe Teahouse	11%	14%	12%
	Leanin' Tree Museum	6%	9%	6%
	Eldorado State park	5%	6%	6%
	UCAR/NCAR	5%	7%	5%
	NIST	3%	2%	2%
	Other		0%	1%
TOTAL		276%	311%	281%
	n =	236	1,563	3,342

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**BOULDER CONVENTION & VISITORS BUREAU
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DOWNTOWN BOULDER
Preliminary Results**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
SPECIAL EVENTS YOU DID/ WILL ATTEND ON THIS TRIP	Don't know/not sure/no answer	75%	79%	79%
	Boulder Farmers Market	11%	12%	10%
	Boulder Creek Festival	8%	6%	5%
	Art Festival	7%	5%	4%
	Boulder Theater Event	5%	4%	3%
	Chautauqua Concert	4%	4%	3%
	Band on the Bricks	5%	3%	3%
	Boulder Outdoor Cinema	3%	2%	2%
	Hometown Affair	2%	2%	2%
	CU Athletic Event	2%	1%	2%
	Boulder Film Festival	3%	2%	1%
	Chautauqua Film/Speaker Series	0%	2%	1%
	Other		0%	2%
	Conference on World Affairs			1%
TOTAL		123%	121%	118%
	n =	236	1,563	3,342

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DOWNTOWN BOULDER
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		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
WHAT ARE YOUR MOST POSITIVE IMPRESSIONS OF BOULDER	Scenery	53%	67%	61%
	Pedestrian friendly	60%	54%	49%
	Friendly people	48%	52%	48%
	Variety of activities/attractions	53%	53%	47%
	Environmental efforts/awareness	37%	42%	40%
	General attitude of health/well being	38%	42%	37%
	Don't know/not sure/no answer	25%	20%	26%
	Proximity to other destinations	18%	28%	22%
	Other		0%	1%
TOTAL		331%	357%	331%
	n =	236	1,563	3,342
WHAT ADDITIONAL AMENITIES ARE NEEDED IN BOULDER	Greater variety - cultural offerings	20%	27%	25%
	More visitor information	19%	27%	25%
	Greater variety - shopping	33%	25%	23%
	Greater variety - nightlife	25%	23%	23%
	More kids activities	25%	23%	20%
	More adult activities	31%	22%	18%
	Greater variety - dining	26%	20%	20%
	Better customer service	6%	9%	8%
	Other		1%	5%
	Better public transportation		1%	4%
TOTAL		185%	178%	171%
	n =	80	520	1,054
NUMBER OF PRIOR VISITS TO BOULDER IN THE PAST 5 YEARS	None, first visit	50%	40%	39%
	One	19%	15%	16%
	Two	10%	9%	10%
	3 - 5	10%	12%	14%
	6 - 9	5%	6%	7%
	10 - 14	4%	4%	4%
	15 - 19	1%	2%	2%
	20 or more	3%	11%	9%
TOTAL		100%	100%	100%
Average		2.5	4.9	4.5
n =		189	1,304	2,720

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		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
INFORMATION SOURCES USED IN PLANNING THIS TRIP	None/don't know/no answer	44%	34%	38%
	Internet websites	29%	37%	36%
	Recommendation from family/friends	29%	38%	30%
	Previous visit	25%	27%	24%
	Boulder Visitors Guide	10%	10%	8%
	Brochures	8%	9%	7%
	Travel agent/club/AAA	1%	3%	4%
	Magazine	1%	4%	4%
	Newspaper	1%	2%	2%
	Other		0%	2%
	Radio/TV		0%	0%
TOTAL		148%	165%	155%
	n =	236	1,561	3,198
WHAT TYPE OF INFORMATION YOU WERE SEEKING?	Outdoor activities	42%	53%	42%
	Weather	37%	44%	43%
	Lodging	30%	28%	43%
	Dining	33%	39%	36%
	Special events	25%	37%	30%
	Directions	29%	33%	27%
	Regional information	25%	30%	24%
	Shopping	22%	22%	19%
	Family/children activities	15%	19%	13%
	None/don't know		1%	5%
	Other		0%	1%
TOTAL		258%	305%	285%
	n =	130	956	1,958

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Preliminary Results**

<i>RATE SATISFACTION WITH SERVICES & AMENITIES</i>		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
LODGING QUALITY	1 - Extremely Dissatisfied	13%	8%	5%
	2	7%	5%	5%
	3	12%	12%	15%
	4	19%	31%	35%
	5 - Extremely satisfied	48%	44%	40%
TOTAL		100%	100%	100%
Average		3.8	4.0	4.0
Median		4.0	4.0	4.0
n =		67	457	1,588
LODGING VALUE	1 - Extremely Dissatisfied	9%	5%	5%
	2	9%	7%	5%
	3	21%	18%	19%
	4	16%	28%	32%
	5 - Extremely satisfied	46%	42%	39%
TOTAL		100%	100%	100%
Average		3.8	4.0	4.0
Median		4.0	4.0	4.0
n =		70	461	1,579
LODGING SERVICE	1 - Extremely Dissatisfied	4%	3%	4%
	2	5%	4%	3%
	3	18%	15%	13%
	4	23%	30%	31%
	5 - Extremely satisfied	51%	48%	49%
TOTAL		100%	100%	100%
Average		4.1	4.1	4.2
Median		5.0	4.0	4.0
n =		80	492	1,611

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RESTAURANT QUALITY	1 - Extremely Dissatisfied	8%	4%	4%
	2	7%	3%	3%
	3	14%	14%	13%
	4	22%	34%	36%
	5 - Extremely satisfied	48%	44%	44%
TOTAL		100%	100%	100%
Average		4.0	4.1	4.2
Median		4.0	4.0	4.0
n =		99	684	1,657
RESTAURANT VALUE	1 - Extremely Dissatisfied	1%	2%	3%
	2	11%	5%	5%
	3	23%	20%	20%
	4	25%	33%	37%
	5 - Extremely satisfied	40%	39%	36%
TOTAL		100%	100%	100%
Average		3.9	4.0	4.0
Median		4.0	4.0	4.0
n =		92	684	1,702
RESTAURANT SERVICE	1 - Extremely Dissatisfied	5%	3%	3%
	2	5%	4%	3%
	3	15%	15%	14%
	4	28%	36%	38%
	5 - Extremely satisfied	46%	43%	42%
TOTAL		100%	100%	100%
Average		4.1	4.1	4.1
Median		4.0	4.0	4.0
n =		99	710	1,736

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<i>RATE SATISFACTION WITH SERVICES & AMENITIES</i>		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
VARIETY OF ACTIVITIES	1 - Extremely Dissatisfied	3%	2%	3%
	2	6%	3%	2%
	3	6%	10%	10%
	4	44%	36%	35%
	5 - Extremely satisfied	43%	50%	51%
TOTAL		100%	100%	100%
Average		4.2	4.3	4.3
Median		4.0	4.0	5.0
n =		108	778	1,797
OVERALL TOWN CLEANLINESS	1 - Extremely Dissatisfied	3%	2%	2%
	2	6%	2%	2%
	3	4%	8%	7%
	4	31%	33%	33%
	5 - Extremely satisfied	56%	54%	56%
TOTAL		100%	100%	100%
Average		4.3	4.4	4.4
Median		5.0	5.0	5.0
n =		102	816	1,900
OVERALL VALUE OF STAY HERE	1 - Extremely Dissatisfied	3%	2%	2%
	2	4%	2%	2%
	3	8%	12%	11%
	4	37%	34%	37%
	5 - Extremely satisfied	49%	50%	48%
TOTAL		100%	100%	100%
Average		4.2	4.3	4.3
Median		4.0	4.0	4.0
n =		105	795	1,891

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**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
HOW LIKELY ARE YOU TO RETURN TO BOULDER IN THE FUTURE?	1 - Not At All Likely	4%	2%	1%
	2	2%	2%	2%
	3	7%	9%	8%
	4	18%	18%	19%
	5 - Extremely Likely	69%	69%	69%
TOTAL		100%	100%	100%
Average		4.5	4.5	4.5
Median		5.0	5.0	5.0
n =		125	962	2,109
HOW LIKELY ARE YOU TO RECOMMEND BOULDER FOR A VACATION TO A FRIEND, FAMILY MEMBER OR COLLEAGUE?	1 - Not At All Likely	1%	1%	1%
	2		2%	2%
	3	6%	9%	8%
	4	21%	22%	23%
	5 - Extremely Likely	73%	67%	66%
TOTAL		100%	100%	100%
Average		4.7	4.5	4.5
Median		5.0	5.0	5.0
n =		126	1,000	2,165

05 Feb 10
Source: RRC Associates

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
DID/ WILL YOU MAKE A PURCHASE AT A DOWNTOWN STORE OR RESTAURANT TODAY	Yes	82%	82%	82%
	No	18%	18%	18%
TOTAL		100%	100%	100%
	n =	152	152	152

05 Feb 10
Source: RRC Associates

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
AMOUNT SPENT IN DOWNTOWN TODAY FOR FOOD AND BEVERAGES	None	9%	9%	9%
	Under \$25	21%	21%	21%
	\$25 - \$49	19%	19%	19%
	\$50 - \$74	18%	18%	18%
	\$75 - \$99	1%	1%	1%
	\$100 - \$149	19%	19%	19%
	\$150 - \$199	1%	1%	1%
	\$200 or more	13%	13%	13%
TOTAL		100%	100%	100%
Average		\$98	\$98	\$98
n =		125	125	125
AMOUNT SPENT IN DOWNTOWN TODAY FOR SHOPPING/ GIFTS/ SOUVENIRS	None	23%	23%	23%
	Under \$25	18%	18%	18%
	\$25 - \$49	15%	15%	15%
	\$50 - \$74	12%	12%	12%
	\$75 - \$99	3%	3%	3%
	\$100 - \$149	14%	14%	14%
	\$150 - \$199	3%	3%	3%
	\$200 or more	11%	11%	11%
TOTAL		100%	100%	100%
Average		\$86	\$86	\$86
n =		125	125	125
AMOUNT SPENT IN DOWNTOWN TODAY FOR OTHER THINGS	None	67%	67%	67%
	Under \$25	15%	15%	15%
	\$25 - \$49	5%	5%	5%
	\$50 - \$74	2%	2%	2%
	\$100 - \$149	5%	5%	5%
	\$200 or more	6%	6%	6%
	TOTAL		100%	100%
Average		\$33	\$33	\$33
n =		125	125	125

05 Feb 10
Source: RRC Associates

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results**

<i>RATE SATISFACTION WITH DOWNTOWN BOULDER</i>		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
RATE DOWNTOWN: VARIETY OF RETAIL SHOPS	1 - Extremely Dissatisfied	1%	1%	1%
	3	11%	11%	11%
	4	37%	37%	37%
	5 - Extremely Satisfied	51%	51%	51%
TOTAL		100%	100%	100%
Average		4.4	4.4	4.4
Median		5.0	5.0	5.0
n =		102	102	102
RATE DOWNTOWN: CUSTOMER SERVICE IN RETAIL SHOPS	1 - Extremely Dissatisfied	4%	4%	4%
	2	1%	1%	1%
	3	11%	11%	11%
	4	36%	36%	36%
	5 - Extremely Satisfied	48%	48%	48%
TOTAL		100%	100%	100%
Average		4.2	4.2	4.2
Median		4.0	4.0	4.0
n =		107	107	107
RATE DOWNTOWN: VARIETY OF RESTAURANTS	1 - Extremely Dissatisfied	1%	1%	1%
	2	3%	3%	3%
	3	11%	11%	11%
	4	34%	34%	34%
	5 - Extremely Satisfied	51%	51%	51%
TOTAL		100%	100%	100%
Average		4.3	4.3	4.3
Median		5.0	5.0	5.0
n =		100	100	100

05 Feb 10
Source: RRC Associates

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results**

<i>RATE SATISFACTION WITH DOWNTOWN BOULDER</i>		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
RATE DOWNTOWN: AREAS CLEAN/ WELL MAINTAINED	1 - Extremely Dissatisfied	3%	3%	3%
	2	1%	1%	1%
	3	10%	10%	10%
	4	25%	25%	25%
	5 - Extremely Satisfied	61%	61%	61%
TOTAL		100%	100%	100%
Average		4.4	4.4	4.4
Median		5.0	5.0	5.0
n =		107	107	107
RATE DOWNTOWN: SECURITY/ SAFETY	1 - Extremely Dissatisfied	2%	2%	2%
	3	13%	13%	13%
	4	32%	32%	32%
	5 - Extremely Satisfied	53%	53%	53%
TOTAL		100%	100%	100%
Average		4.3	4.3	4.3
Median		5.0	5.0	5.0
n =		101	101	101
RATE DOWNTOWN: DIRECTORIES/ INFORMATION/ SIGNAGE	1 - Extremely Dissatisfied	2%	2%	2%
	3	18%	18%	18%
	4	27%	27%	27%
	5 - Extremely Satisfied	54%	54%	54%
TOTAL		100%	100%	100%
Average		4.3	4.3	4.3
Median		5.0	5.0	5.0
n =		114	114	114

05 Feb 10
Source: RRC Associates

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results**

<i>RATE SATISFACTION WITH DOWNTOWN BOULDER</i>		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
RATE DOWNTOWN: SPECIAL EVENTS/ FESTIVALS	1 - Extremely Dissatisfied	3%	3%	3%
	2	1%	1%	1%
	3	16%	16%	16%
	4	30%	30%	30%
	5 - Extremely Satisfied	49%	49%	49%
TOTAL		100%	100%	100%
Average		4.2	4.2	4.2
Median		4.0	4.0	4.0
n =		69	69	69
RATE DOWNTOWN: FAMILY FRIENDLY/ KIDS FEATURES	1 - Extremely Dissatisfied	5%	5%	5%
	2	1%	1%	1%
	3	17%	17%	17%
	4	31%	31%	31%
	5 - Extremely Satisfied	46%	46%	46%
TOTAL		100%	100%	100%
Average		4.1	4.1	4.1
Median		4.0	4.0	4.0
n =		78	78	78

05 Feb 10
Source: RRC Associates

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
STATE/ COUNTRY OF ORIGIN	Colorado	18.6%	30.8%	22.4%
	California	7.4%	7.3%	9.6%
	International	13.0%	6.7%	7.1%
	Texas	3.5%	4.4%	4.3%
	New York	4.8%	3.5%	4.5%
	Illinois	4.3%	3.8%	3.6%
	Florida	3.5%	2.9%	3.0%
	Minnesota	3.0%	2.9%	2.7%
	Pennsylvania	3.0%	2.3%	2.6%
	Ohio	2.2%	2.3%	2.3%
	Maryland	3.5%	2.3%	2.2%
	Massachusetts	1.7%	1.8%	2.5%
	Virginia	.4%	2.0%	2.3%
	Wisconsin	3.0%	2.0%	2.1%
	Michigan	3.5%	1.9%	1.7%
	New Jersey	2.2%	1.7%	1.9%
	Washington	2.2%	1.6%	1.8%
	Missouri	1.3%	1.5%	1.9%
	Arizona	1.7%	1.5%	1.4%
	Kansas	.9%	1.1%	1.4%
	North Carolina	1.3%	1.3%	1.3%
	New Mexico	.9%	1.0%	1.3%
	Connecticut	.4%	.9%	1.3%
	Indiana		1.2%	1.1%
Oregon		.9%	1.3%	
Georgia	2.6%	1.1%	.9%	

05 Feb 10
Source: RRC Associates (cont.)

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results (cont.)**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
STATE/ COUNTRY OF ORIGIN	Tennessee	1.7%	.9%	1.0%
	Iowa		.9%	1.1%
	Nebraska	.4%	.7%	.9%
	Oklahoma		.6%	.7%
	New Hampshire	1.3%	.6%	.6%
	Utah		.2%	.8%
	Nevada	1.3%	.4%	.6%
	Montana	1.3%	.5%	.5%
	Alabama	1.3%	.5%	.5%
	Wyoming		.4%	.5%
	Hawaii	.9%	.4%	.5%
	Louisiana	.4%	.5%	.4%
	South Carolina	.4%	.4%	.3%
	Kentucky		.2%	.4%
	District of Columbia		.3%	.4%
	Idaho		.2%	.4%
	Vermont		.4%	.3%
	South Dakota		.3%	.3%
	Arkansas		.3%	.3%
	Delaware	.4%	.2%	.2%
	Rhode Island	.9%	.2%	.1%
	Mississippi		.1%	.2%
	North Dakota	.9%	.2%	.1%
	Alaska		.1%	.2%
Maine		.1%	.1%	
West Virginia		.0%	.1%	

05 Feb 10
Source: RRC Associates (cont.)

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results (cont.)**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
STATE/ COUNTRY OF ORIGIN	Armed Forces Pacific			.0%
	Puerto Rico			.0%
	Armed Forces Europe		.0%	.0%
	Virgin Islands		.0%	.0%
TOTAL		100.0%	100.0%	100.0%
	n =	231	1,535	3,201

05 Feb 10
Source: RRC Associates

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
DESIGNATED MARKET AREA	Denver -- CO, MT, NE, NV, SD, WY	16.5%	28.6%	19.9%
	International	13.0%	6.8%	7.2%
	New York -- CT, NJ, NY, PA	4.3%	3.5%	4.8%
	Los Angeles -- CA	2.6%	2.4%	3.9%
	Chicago -- IL, IN	2.2%	2.8%	2.9%
	Washington (Hagerstown) -- DC, MD, PA, VA, WV	1.7%	2.5%	2.9%
	San Francisco - Oakland - San Jose -- CA	2.6%	2.3%	2.7%
	Minneapolis - Saint Paul -- MN, WI	2.2%	2.6%	2.5%
	Boston (Manchester) -- MA, NH, VT	2.2%	2.0%	2.6%
	Colorado Springs - Pueblo -- CO	2.6%	2.2%	2.2%
	Philadelphia -- DE, NJ, PA	2.6%	1.6%	1.9%
	Seattle - Tacoma -- WA	2.2%	1.4%	1.6%
	Albuquerque - Santa Fe -- AZ, CO, NM	.9%	1.0%	1.6%
	Dallas - Fort Worth -- TX	.9%	1.2%	1.4%
	Baltimore -- MD	1.7%	1.3%	1.1%
	San Diego -- CA	.9%	.9%	1.2%
	Detroit -- MI	2.2%	1.1%	1.0%
	Houston -- TX		1.3%	1.0%
	Phoenix -- AZ, CA	1.3%	1.2%	.9%
	Kansas City -- KS, MO	.9%	.9%	1.0%
	Atlanta -- AL, GA, NC	2.6%	1.0%	.8%
	Austin -- TX	1.3%	.8%	.9%
	Saint Louis -- IL, MO	.4%	.7%	1.0%
	Cleveland -- OH	.4%	.8%	.8%
	Sacramento - Stockton - Modesto -- CA	.9%	.8%	.7%
Miami - Fort Lauderdale -- FL	2.2%	.6%	.7%	
Portland -- OR, WA		.6%	.9%	
Hartford & New Haven -- CT		.5%	.8%	
Milwaukee -- WI	.4%	.7%	.7%	

05 Feb 10
Source: RRC Associates (cont.)

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results (cont.)**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
DESIGNATED MARKET AREA	Tampa - Saint Petersburg (Sarasota) -- FL	.4%	.6%	.6%
	Nashville -- KY, TN	1.7%	.6%	.5%
	Salt Lake City -- CO, ID, NV, UT		.2%	.8%
	Madison -- WI	1.3%	.5%	.6%
	Indianapolis -- IN		.7%	.6%
	Raleigh - Durham (Fayetteville) -- NC, VA	.4%	.6%	.6%
	Orlando - Daytona Beach - Melbourne -- FL	.4%	.5%	.5%
	Cincinnati -- IN, KY, OH	1.3%	.6%	.5%
	San Antonio -- TX	.9%	.6%	.4%
	Pittsburgh -- MD, PA, WV		.4%	.6%
	Burlington - Plattsburgh -- NH, NY, VT	.4%	.6%	.5%
	Champaign & Springfield - Decatur -- IL	1.3%	.5%	.4%
	Syracuse -- NY	.9%	.4%	.5%
	Honolulu -- HI	.9%	.4%	.5%
	Santa Barbara - Santa Maria - San Luis Obispo -- CA	.4%	.3%	.5%
	Wichita - Hutchinson -- KS, NE, OK		.4%	.5%
	Tucson (Sierra Vista) -- AZ	.4%	.3%	.5%
	Omaha -- IA, MO, NE		.3%	.5%
	Green Bay - Appleton -- MI, WI	1.3%	.4%	.3%
	Cedar Rapids - Waterloo & Dubuque -- IA		.3%	.4%
	Des Moines - Ames -- IA, MO		.4%	.4%
	Rochester -- NY	.9%	.4%	.3%
	Las Vegas -- NV	.4%	.3%	.4%
	West Palm Beach - Fort Pierce -- FL		.4%	.3%
	Lincoln & Hastings - Kearney -- KS, NE		.2%	.4%
	Buffalo -- NY, PA		.3%	.4%
Columbus -- OH		.3%	.4%	
Eugene -- OR		.3%	.3%	
Richmond - Petersburg -- VA	.4%	.3%	.3%	

05 Feb 10
Source: RRC Associates (cont.)

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results (cont.)**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
DESIGNATED MARKET AREA	Topeka -- KS	.4%	.3%	.3%
	Tulsa -- KS, OK		.3%	.3%
	Oklahoma City -- OK		.3%	.3%
	Huntsville - Decatur (Florence) -- AL, TN	1.3%	.3%	.2%
	Grand Rapids - Kalamazoo - Battle Creek -- MI		.2%	.4%
	Harrisburg - Lancaster - Lebanon - York -- PA	.4%	.2%	.3%
	Johnstown - Altoona -- PA	1.3%	.3%	.2%
	Greenville - Spartansburg - Asheville - Anderson -- GA, NC,	.4%	.2%	.3%
	La Crosse - Eau Claire -- MN, WI	.4%	.3%	.2%
	Springfield - Holyoke -- MA	.9%	.2%	.3%
	Mobile - Pensacola (Fort Walton Beach) -- AL, FL, MS	.4%	.2%	.3%
	Albany - Schenectady - Troy -- MA, NY, VT		.2%	.3%
	New Orleans -- LA, MS	.4%	.3%	.2%
	Columbia - Jefferson City -- MO	.4%	.2%	.2%
	Norfolk - Portsmouth - Newport News -- NC, VA		.2%	.3%
	Butte - Bozeman -- MT	.4%	.1%	.2%
	Dayton -- IN, OH	.4%	.3%	.2%
	Billings -- MT, WY	.9%	.2%	.2%
	Greensboro - High Point - Winston-Salem -- NC, VA	.4%	.2%	.2%
	Toledo -- MI, OH		.2%	.2%
	Boise -- ID, OR		.1%	.2%
	Fort Myers - Naples -- FL		.1%	.2%
	Peoria - Bloomington -- IL	.4%	.1%	.2%
	Providence - New Bedford -- MA, RI	.9%	.2%	.1%
	Charlotte -- NC, SC		.2%	.2%
	Cheyenne - Scottsbluff -- NE, WY		.2%	.2%
Knoxville -- KY, TN		.1%	.2%	
Grand Junction - Montrose -- CO		.1%	.2%	
Davenport - Rock Island - Moline -- IL, IA	.4%	.2%	.1%	

05 Feb 10
Source: RRC Associates (cont.)

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results (cont.)**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
DESIGNATED MARKET AREA	Reno -- CA, NV	.9%	.2%	.1%
	Spokane -- ID, MT, OR, WA		.1%	.2%
	Memphis -- AR, MS, MO, TN		.1%	.2%
	Rapid City -- MT, SD, WY		.1%	.2%
	Roanoke - Lynchburg -- VA, WV		.1%	.2%
	Flint - Saginaw - Bay City -- MI	.4%	.2%	.1%
	Fresno - Visalia -- CA		.1%	.2%
	Sioux Falls (Mitchell) -- IA, MN, NE, SD		.2%	.1%
	Fargo - Valley City -- MN, ND	.4%	.2%	.1%
	South Bend - Elkhart -- IN, MI		.1%	.2%
	Corpus Christi -- TX	.4%	.2%	.1%
	Minot - Bismarck - Dickinson -- MT, ND, SD	.9%	.1%	.1%
	Louisville -- IN, KY		.1%	.2%
	Watertown -- NY		.2%	.1%
	Lansing -- MI	.9%	.2%	.1%
	Wilkes Barre - Scranton -- PA		.2%	.1%
	Birmingham (Anniston and Tuscaloosa) -- AL		.1%	.2%
	Charleston -- SC		.1%	.1%
	Anchorage -- AK		.1%	.1%
	Chattanooga -- AL, GA, NC, TN		.1%	.1%
	Little Rock - Pine Bluff -- AR		.2%	.1%
	Monterey - Salinas -- CA		.1%	.1%
	Waco - Temple - Bryan -- TX		.1%	.1%
	Springfield -- AR, MO		.1%	.2%
	Youngstown -- OH, PA		.1%	.1%
	Terre Haute -- IL, IN		.1%	.1%
Idaho Falls - Pocatello -- ID, WY		.1%	.1%	
Amarillo -- KS, NM, TX		.1%	.1%	
Charleston-Huntington -- KY, WV		.0%	.1%	

05 Feb 10
Source: RRC Associates (cont.)

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results (cont.)**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
DESIGNATED MARKET AREA	El Paso -- NM, TX		.0%	.1%
	Charlottesville -- VA		.1%	.1%
	Missoula -- MT		.1%	.1%
	Portland - Auburn -- ME, NH, VT		.1%	.1%
	Jacksonville, Brunswick -- FL, GA		.1%	.1%
	Gainesville -- FL		.1%	.1%
	Lexington -- KY		.1%	.1%
	Duluth - Superior -- MI, MN, WI		.1%	.1%
	Wilmington -- NC		.2%	.1%
	Rochester - Mason City - Austin -- IA, MN		.1%	.1%
	Marquette -- MI, WI		.1%	.1%
	Eureka -- CA		.1%	.1%
	Tallahassee - Thomasville -- FL, GA		.1%	.1%
	Chico - Redding -- CA		.1%	.1%
	Savannah -- GA, SC		.1%	.1%
	Fort Smith - Fayetteville - Springdale - Rogers -- AR, OK		.1%	.1%
	Columbia -- SC	.4%	.1%	.0%
	Fort Wayne -- IN, OH		.1%	.1%
	Traverse City - Cadillac -- MI		.1%	.1%
	Wausau - Rhinelander -- WI		.1%	.1%
	Binghamton -- NY		.1%	.1%
	Salisbury -- DE, MD		.1%	.1%
	Bend -- OR		.0%	.1%
	Evansville -- IL, IN, KY		.0%	.1%
	Tri-Cities -- KY, TN, VA		.0%	.1%
	Lafayette -- IN		.0%	.1%
Jackson -- MS		.0%	.1%	
Twin Falls -- ID		.1%	.0%	
Casper - Riverton -- WY		.0%	.1%	

05 Feb 10
Source: RRC Associates (cont.)

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results (cont.)**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
DESIGNATED MARKET AREA	Yakima - Pasco - Richland - Kennewick -- OR, WA		.0%	.1%
	Baton Rouge -- LA, MS		.1%	.1%
	Columbus -- AL, GA		.1%	.1%
	Utica -- NY		.1%	.0%
	Parkersburg -- OH, WV		.1%	.0%
	Rockford -- IL		.1%	.0%
	Lafayette -- LA		.0%	.1%
	Harrisonburg -- VA, WV		.1%	.0%
	Bakersfield -- CA		.0%	.0%
	Erie -- PA		.0%	.0%
	Joplin - Pittsburg -- KS, MO, OK		.1%	.0%
	Beaumont - Port Arthur -- TX		.1%	.0%
	Sioux City -- IA, NE, SD		.1%	.0%
	Bangor -- ME		.0%	.0%
	Bowling Green -- KY		.0%	.0%
	Medford - Klamath Falls -- CA, OR		.0%	.0%
	Ottumwa - Kirksville -- IA, KO		.0%	.0%
	Fairbanks -- AK		.0%	.0%
	Monroe - El Dorado -- AR, LA		.0%	.0%
	Paducah - Cape Girardeau - Harrisburg - Mt Vernon -- IL, KY,		.0%	.0%
	Lubbock -- TX		.0%	.0%
	Tyler - Longview (Lufkin & Nacogdoches) -- TX		.0%	.0%
	Victoria -- TX			.0%
	Harlingen - Weslaco - Brownsville - McAllen -- TX			.0%
Panama City -- FL			.0%	
San Angelo -- TX			.0%	
Columbus - Tupelo - West Point -- AL, MS			.0%	
Meridian -- AL, MS			.0%	
North Platte -- NE			.0%	

05 Feb 10
Source: RRC Associates (cont.)

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results (cont.)**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
DESIGNATED MARKET AREA	Greenville - New Bern - Washington -- NC		.0%	.0%
	Mankato -- IA, MN		.0%	.0%
	Augusta -- GA, SC		.0%	.0%
	Lima -- OH		.0%	.0%
	Lake Charles -- LA		.0%	.0%
	Hattiesburg - Laurel -- MS		.0%	.0%
	Quincy - Hannibal - Keokuk -- IL, IA		.0%	.0%
	Biloxi - Gulfport -- MS		.0%	.0%
	Juneau -- AK		.0%	.0%
	Great Falls -- MT		.0%	.0%
	Wheeling - Steubenville -- OH, WV		.0%	.0%
	Elmira -- NY, PA		.0%	.0%
	Dothan -- AL, GA		.0%	.0%
	Shreveport -- AR, LA, OK, TX		.0%	.0%
	Wichita Falls & Lawton -- OK, TX		.0%	.0%
	Odessa - Midland -- NM, TX		.0%	.0%
	Saint Joseph -- KS, MO		.0%	.0%
	Alexandria -- LA		.0%	.0%
	Greenwood - Greenville -- AR, MS		.0%	.0%
Sherman - Ada -- OK, TX		.0%	.0%	
TOTAL		100.0%	100.0%	100.0%
	n =	231	1,536	3,202

05 Feb 10
Source: RRC Associates

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
COLORADO COUNTY	Boulder	39.5%	26.0%	26.8%
	Denver	9.3%	15.2%	13.8%
	Jefferson	9.3%	9.9%	7.9%
	El Paso	14.0%	6.7%	8.5%
	Arapahoe	4.7%	8.3%	7.1%
	Larimer	7.0%	8.0%	6.9%
	Adams	7.0%	7.4%	6.2%
	Weld		5.3%	4.6%
	Douglas	2.3%	4.6%	4.4%
	Broomfield		3.8%	3.5%
	Eagle		.5%	1.0%
	Summit		.7%	.8%
	Mesa		.3%	1.0%
	Routt		.4%	.8%
	La Plata		.2%	.7%
	Pitkin	2.3%	.2%	.4%
	Lake	2.3%	.4%	.3%
	Park		.2%	.4%
	Chaffee			.6%
	Pueblo		.2%	.4%
	Montezuma		.1%	.5%
	Gunnison			.2%
	Saguache	2.3%	.2%	.2%
	Clear Creek		.1%	.3%
Fremont		.1%	.3%	
Garfield			.3%	

05 Feb 10
Source: RRC Associates (cont.)

**BOULDER CONVENTION & VISITORS BUREAU
VISITORS SURVEY 2009
DOWNTOWN BOULDER
Preliminary Results (cont.)**

		DOWNTOWN BOULDER	ALL ATTRACTIONS COMBINED	OVERALL
COLORADO COUNTY	Grand		.3%	.2%
	Teller		.1%	.3%
	Las Animas			.3%
	San Miguel			.3%
	Gilpin		.1%	.2%
	Delta		.0%	.2%
	Elbert		.1%	.1%
	Morgan		.1%	.1%
	Moffat			.1%
	Prowers			.1%
	Rio Grande			.1%
	Logan		.1%	.0%
	Custer		.0%	.0%
	Lincoln		.0%	.0%
	Otero		.0%	.0%
TOTAL		100.0%	100.0%	100.0%
	n =	43	472	717

05 Feb 10
Source: RRC Associates