

RESPONDENT PROFILE

Table 1 displays a demographic profile of survey respondents for the current year and for 2006. It shows these significant changes from year to year:

- Respondents tend to be younger this year, as there are fewer respondents who are 45 to 54 years old (20% compared to 27% in 2006) and 55 to 64 (18% compared to 24% in 2006) this year.
- More respondents are living in townhouses or condominiums now (21% compared to 13% in 2006) and fewer survey respondents are living in single-family homes (67% compared to 77% in 2006) this year.

It should be noted that a change in methodology accommodating households without a landline most likely accounts for these changes in the survey population.

Table 1		
Respondent Profile		
2009 as compared to 2006		
	2009	2006
	(435)	(417)
Sex		
Female	51%	51%
Male	49	49
Age		
18 to 24	4%	1%
25 to 34	15	12
35 to 44	25	20
45 to 54	20	27*
55 to 64	18	24*
65 to 74	11	10
75 and older	8	6
Mean Age	49.2	50.5
Years in Redmond		
Less than 1 year	3%	3%
1 to 4 years	26	22
5 to 9 years	21	18
10 to 19 years	26	22
20 to 29 years	12	13
30 or more	12	12
Children Under 18 in Home		
Yes	35%	30%
No	64	69
Home Type		
Single-family home	67%	77%
Townhouse or condominium	21	13
Apartment	12	10
Home Ownership		
Own residence	81%	83%
Rent residence	20	17
Primary Language at Home		
English	90%	N/A
Chinese	4	
Russian	2	
Spanish	2	
Other	4	

Cell Phone Usage

This year the City asked residents about their telephone usage. Four out of ten respondents mainly or only use their cell phone (42%), while one out of three still mainly or only use their landline (34%), and one quarter of residents use their cell phones and landline phones equally (24%). Therefore, reaching residents by landline would be highly unlikely for two out of five residents.

- Residents who mainly use cell phones are younger (average age of 42) than those who mainly use landlines (average age is 57).
 - 42% of residents age 18-34 are “cell phone only” and 73% are mainly cell phone users.
- The following demographic subgroups are more likely to only use a cell phone than their subgroup counterpart:
 - Renters (39% compared to 13% of home-owners)
 - Those living in an apartment or condo (32% compared to 11% of those in a single-family home)
 - Residents with no children at home (22% compared to 10% with children in their home)

Table 2 Telephone Usage	
(Base=432)	%
Cell phone only	18%
Cell phone mainly but have a landline	24%
Landline only	6%
Landline mainly but have a cell phone	28%
Use cell phone and landline equally	24%
Question 37: Which best describes your telephone usage?	