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## **SHORT TRIP ACTIVE MODE RESEARCH**

*Report prepared for the  
Greater Wellington Regional Council*

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## **1. INTRODUCTION.**

As part of its Regional Land Transport Strategy, the Greater Wellington Regional Council (GWRC) has a 'Take 10 Target' to encourage people to use the active modes of walking or cycling for trips of less than two kilometres. The target is that by 2013, 75% of all trips up to one kilometre and 56% of all trips up to two kilometres will be walked or cycled.

A major research project into regional land transport has revealed that a relatively high number of people already make short trips by active modes, but that there is substantial room for increasing this means of travel.

In order to reach the longer-term targets, the GWRC wishes to encourage significantly more trips using active modes. The GWRC therefore has the need to monitor progress over time, so that it can direct and assess selected strategies accordingly.

The next major study into Regional Land Transport Strategy is scheduled for 2011. Consequently, client wishes to commission a smaller survey annually, which specifically focuses on active mode trips, to cover the intervening years.

Peter Glen Research has, accordingly, been commissioned to undertake the first of these surveys. The results are presented in this report.

## **2. RESEARCH OBJECTIVES.**

The aims of the research were defined as follows:

- (a) To determine the percentage of the adult population (16+ years) in the greater Wellington region, who undertake short trips of under two kilometres (measured on an "average day" basis).
- (b) To ascertain the percentage of short trips, of less than one and two kilometres, which are made using the active modes of walking and cycling.
- (c) To assess the attitudes which exist among the target population toward using active modes of travel for short trips under two kilometres.
- (d) To obtain a base of information that will assist the GWRC to assess the potential and set strategies for promoting active modes of travel in future.
- (e) To track trends over time (annually) in the use of, and attitudes toward, active mode travel for short trips in the greater Wellington region.

### **3. METHOD.**

#### **3.1. Overall approach**

The research was undertaken by way of a telephone survey, among a randomly selected sample of 800 residents 16+ years of age who live in the greater Wellington region. Questioning focused on their short trip travel behaviour in the previous 24 hours.

#### **3.2. Sample structure**

Interviews were spread throughout the greater Wellington region in accordance with population distribution, in order to recruit a representative cross-section of the public. That is:

AREAS COVERED BY:	Total population 2001 Census	%	Sample n=800
Kapiti Coast District Council	42,477	10.0	80
Porirua City Council	47,370	11.2	90
Wellington City Council	163,824	38.7	309
Lower Hutt City Council	95,478	22.5	180
Upper Hutt City Council	36,372	8.6	69
South Wairarapa District Council	8,742	2.1	17
Carterton District Council	6,849	1.6	13
Masterton District Council	22,617	5.3	42
TOTAL	423,729	100.0%	800

#### **3.3. Sample selection**

Respondents were recruited for the research by way of random telephone enrolment, using the local telephone directories as the sampling frame. Up to three calls were made to establish contact with each randomly selected respondent, thus preserving, as far as practicable, the random integrity of the survey. Where more than one person qualified per household, the interview was undertaken with the person whose birthday fell next.

### 3.4. Timing issues

The survey was conducted throughout weekday evenings and weekends, in order to reach a representative cross-section of the population.

The interviews were spread evenly over a six week period, to enable “average day” information to be gathered over time. This approach was used to help minimise any distortion that could arise in travel patterns, as a result of factors such as weather, holiday periods and other travel variables.

The effective execution of this research depended, of course, on the respondents’ ability to recall their short trip travel activity in the previous 24 hours. It was hypothesised that this was possible for most people to do, provided the questionnaire was developed properly, using appropriate prompts to recall behaviour. However, in order to validate this assumption, a preliminary pilot study was undertaken in one of the regional cells (i.e. Lower Hutt, n=112 interviews). The sample for the pilot study was split into two demographically matched sub-cells of 56 respondents. One sub-cell was incentivised to complete a 24-hour travel diary and the other sub-cell was subjected to the “24-hour” telephone interviewing procedure.

Results of the pilot study have been presented in a separate report to client. They indicated that there were no significant differences in behaviour between the methods, and so the full-scale telephone survey then proceeded.

Telephone interviewing offers significant cost and timing benefits over diary placement.

### 3.5. The interviews

Interviews were administered by way of a structured questionnaire, which was developed in consultation with client (a copy of which is appended). The interviewing was conducted by a team of experienced interviewers employed by Peter Glen Research, who were each fully briefed on the specific requirements of the project.

#### **4. STATISTICAL NOTE.**

Sample surveys provide estimates of the actual percentages that would be obtained if the total target population were interviewed (i.e. a census). In this case, the target population is the total number of residents 16+ years of age in the Greater Wellington Region.

Sampling theory, based on the Standard Normal Distribution, can be used to measure the estimated ‘margin of error’ that will apply to the sample, providing the respondents have been selected using random sampling procedures.

It should be noted that the ‘margin of error’ varies, according to:

- the observed percentage in the survey;
- the sample base on which the percentage is being calculated;
- and - the degree of confidence that is required for the study.

To illustrate this point, we have provided below the ‘margin of error’ that would apply at different percentage levels, on alternative base sizes and at two different confidence levels – 90% and 95% confidence.

PERCENTAGE OBSERVATION:	90% CONFIDENCE				95% CONFIDENCE			
	n=800	n=400	n=200	n=100	n=800	n=400	n=200	n=100
50%	+2.9%	+4.1%	+5.8%	+8.2%	+3.5%	+4.9%	+6.9%	+9.8%
60% or 40%	+2.8%	+4.0%	+5.7%	+8.0%	+3.4%	+4.8%	+6.8%	+9.6%
70% or 30%	+2.7%	+3.7%	+5.3%	+7.5%	+3.2%	+4.5%	+6.3%	+9.0%
90% or 10%	+1.7%	+2.5%	+3.5%	+4.9%	+2.1%	+2.9%	+4.1%	+5.9%

By way of example, if the survey of 800 randomly selected adults in the Wellington Region shows that 60% make short trips between one and two kilometres in an “average day”, we can be 90% certain that the true percentage who hold that view is 60%  $\pm 2.8\%$ . Thus, the actual percentage lies somewhere between 57.2% and 62.8%.

It should be noted that it requires four times the sample size to halve the 'margin of error'.

The results of this survey have been analysed by the Territorial Authority areas specified in 3.2. above. This provides meaningful sub-group bases of 70+ respondents, which provide indicative results of approximately  $\pm 10\%$  at the 90% confidence level.

## **5. TIMING.**

Fieldwork was conducted as follows:

'Pilot' survey	26 February to 10 March 2004
Telephone survey	15 March to 22 April 2004

**6. SUMMARY OF RESULTS.**



### **6.1. THE PERCENTAGE OF THE POPULATION MAKING SHORT TRIPS.**

To summarise:

- 81% of respondents in the greater Wellington region had made a short trip up to two kilometres in the 24 hours prior to interview. These respondents had made an average of 3.3 such trips during this time period.
- 37% of respondents had made a short trip up to two kilometres by active mode (i.e. walking or cycling) in an “average” 24-hour period.
- Twice as many respondents had made an active mode trip up to one kilometre (26% of respondents) as compared to those making active mode trips between one and two kilometres (13%).
- In total, a greater percentage of respondents had made trips between one and two kilometres (60% of respondents) than trips up to one kilometre (39%).
- These results confirm that active mode travel is used more for shorter distances (up to one kilometre), whereas short trip travel of a slightly longer distance (one to two kilometres) has a greater propensity toward motorised transport.

### **6.2. TIME OF DAY SHORT TRIPS ARE MADE.**

The overall results reveal that short trips are made throughout the day, but less so in the evening, i.e.:

When trips are made	Trips up to 1 km	Trips between 1 & 2 kms
	%	%
Morning	44	46
Afternoon	40	41
Evening	16	13
TOTAL SHORT TRIPS	100%	100%

However, results did differ somewhat by area (see Table 2 in the Detailed Tables section).

### **6.3. PURPOSE OF THE SHORT TRIP.**

The public make short trips for a variety of reasons. Not surprisingly, almost half the trips involve the return journey home or to the person's place of work or study.

Purpose of the Short Trip	Trips up to 1 km	Trips between 1 & 2 kms
	%	%
To visit a friend or relative	7	6
To visit the shops	12	15
To catch public transport	8	2
To go to a place of work or study	10	14
To take children to/from school	3	6
To attend a business meeting or appointment	2	5
To attend a private meeting or appointment	2	3
To attend a sporting event or other form of recreation	7	4
To return home or to a place of work/study	45	43
Other purposes	4	2
<b>TOTAL SHORT TRIPS</b>	<b>100%</b>	<b>100%</b>

#### **6.4. MODE OF TRAVEL.**

Active mode travel (walking/cycling) accounted for 74% of all the trips made up to one kilometre during the survey period, but only 19% of the trips between one and two kilometres.

Mode of Travel	Trips up to 1 km	Trips between 1 & 2 kms
	%	%
Walk/cycle	74	19
Car or private vehicle	25	78
Bus or train	1	3
Taxi	-	x
TOTAL TRIPS	100%	100%

Non-active mode trips appear to be more prevalent on the Kapiti Coast than in other areas within the greater Wellington region (see Table 4).

#### **6.5 REASONS FOR NOT WALKING/CYCLING SHORT TRIPS.**

Respondents expressed a variety of reasons as to why they did not travel by active mode (walking/cycling) for their short trips, i.e.:

Barriers to Active Mode Travel	Trips up to 1 km	Trips between 1 & 2 kms
	%	%
Lack of time	24	27
Weather	7	8
Safety concerns	15	3
Health/fitness concerns	22	5
Travelling with another person	8	6
Too much to carry	1	19
Travelling further afield	4	11
Habit	8	13
Other reasons	11	8
TOTAL NON-ACTIVE TRIPS	100%	100%

Lack of time, health/fitness concerns and safety concerns were the main reasons given for non-active mode travel up to one kilometre. For the slightly longer trips (between one and two kilometres), lack of time, the fact that the respondents had too much to carry, habit and further planned travel were cited as the main barriers to non-active mode travel.

## **6.6. ATTITUDINAL STATEMENTS.**

Respondents were presented with a series of attitudinal statements about short-distance travel and were asked to indicate how strongly they agreed or disagreed with each one.

Overall, it would seem that the majority of the public are receptive to using active modes of travel, providing no major barriers exist at the particular time of travel. To summarise:

Statements	Strongly Agree	At all Agree
	%	%
Regular walking or cycling short distances can help considerably to improve your health and fitness levels	48	97
I am in favour of promotions that encourage people to walk or cycle more	36	93
I prefer to walk or cycle short distances when I can, rather than ride in a vehicle	18	88
I am actively trying to walk or cycle more than I used to	14	56
I would not feel safe cycling on the roads where I live	10	45
I am too busy to consider walking or cycling short distances	2	19
Personal safety issues in my area prevent me walking or cycling more than I do now	3	18
I would find walking or cycling short distances too boring or uninteresting	1	10

## **6.7. CONCLUSION.**

The key findings of this research project are as follows:

- (a) 39% of respondents made a short trip up to one kilometre in an “*average 24-hour day*” during the survey period. 74% of the trips made by these respondents were by active mode (i.e. walking/cycling), which is very close to the “*Take 10*” target.
- (b) 60% of respondents made a short trip between one and two kilometres in an “*average day*” during the same time period. However, only 19% of the trips made by these respondents were by active mode.
- (c) The “*net*” result converts to 81% of respondents made any short trip up to two kilometres in an “*average day.*” 39% of the total short trips made were by active mode.

The results of this short-trip survey have set a benchmark for measurement in future years. It is recommended that subsequent surveys be conducted during the same time period (March/April) to ensure that direct comparisons in results can be made.

## **7. DETAILED TABLES**

TABLE 1: EXTENT TO WHICH RESPONDENTS MADE SHORT TRIPS IN THE PREVIOUS 24 HOURS

Base: Total respondents in each group

EXTENT: Bases:	TOTAL 800	AREA					
		Kapiti 80	Porirua 90	Wellington 309	Lower Hutt 180	Upper Hutt 69	Wairarapa 72
<b>(a) TRIPS UP TO 1 KILOMETRE</b>							
Respondents who made a trip - at all	39%	34%	43%	44%	26%	51%	39%
- by active mode (walking/cycling)	26%	13%	38%	27%	19%	41%	30%
Average no. of trips made up to 1 kilometre	2.5	1.8	3.0	2.5	1.8	3.4	2.4
<b>(b) TRIPS BETWEEN 1 &amp; 2 KILOMETRES</b>							
Respondents who made a trip - at all	60%	66%	31%	62%	86%	49%	31%
- by active mode (walking/cycling)	13%	8%	7%	16%	18%	7%	8%
Average no. of trips made between 1 & 2 kilometres	2.9	2.6	2.0	2.8	3.3	2.4	2.9
<b>(c) ANY SHORT TRIPS UP TO 2 KILOMETRES</b>							
Respondents who made a trip - at all	81%	74%	69%	82%	94%	80%	61%
- by active mode (walking/cycling)	37%	14%	38%	42%	33%	46%	35%
Average no. of trips made up to 2 kilometres	3.3	3.2	2.8	3.4	3.5	3.6	3.0

TABLE 2: TIME OF DAY SHORT TRIPS WERE MADE

Base: Total trips made by respondents in the past 24 hours

TIME OF DAY:	TOTAL	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
<u>(a) TRIPS UP TO 1 KILOMETRE</u> Bases:	(778)	(48)	(118)	(343)	(85)	(118)	(66)
	%	%	%	%	%	%	%
Morning	44	25	66	37	53	42	52
Afternoon	40	54	25	47	38	38	24
Evening/night	16	21	9	16	9	20	24
TOTAL TRIPS UP TO 1 KILOMETRE	100%	100%	100%	100%	100%	100%	100%
<u>(b) TRIPS BETWEEN 1 &amp; 2 KILOMETRES</u> Bases:	(1376)	(138)	(56)	(529)	(508)	(81)	(64)
	%	%	%	%	%	%	%
Morning	46	69	69	41	44	47	28
Afternoon	41	27	20	39	52	36	39
Evening/night	13	4	11	20	4	17	33
TOTAL TRIPS BETWEEN 1 & 2 KILOMETRES	100%	100%	100%	100%	100%	100%	100%



TABLE 3: PURPOSE OF THE SHORT TRIP

Base: Total trips made by respondents in the past 24 hours

PURPOSE:	TOTAL	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
<u>(a) TRIPS UP TO 1 KILOMETRE</u> Bases:	(778)	(48)	(118)	(343)	(85)	(118)	(66)
	%	%	%	%	%	%	%
To visit a friend or relative	7	13	13	4	5	5	8
To visit the shops	12	13	26	6	28	8	11
To catch public transport	8	-	4	15	2	4	5
To go to a place of work or study	10	6	3	15	10	12	2
To take children to/from school	3	2	3	2	4	4	7
To attend a business meeting or appointment	2	2	-	1	4	6	-
To attend a private meeting or appointment	2	2	-	1	1	2	6
To attend a sporting event or other form of recreation	7	10	3	7	2	8	9
To return home or to a place of work/study	45	48	46	46	42	42	48
Other (e.g. walking the dog; going to/from church)	4	4	2	3	2	9	4
TOTAL TRIPS UP TO 1 KILOMETRE	100%	100%	100%	100%	100%	100%	100%

TABLE 3: PURPOSE OF THE SHORT TRIP (continued)

Base: Total trips made by respondents in the past 24 hours

PURPOSE:	TOTAL	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
<b>(b) TRIPS BETWEEN 1 &amp; 2 KILOMETRES</b> Bases:	(1376)	(138)	(56)	(529)	(508)	(81)	(64)
	%	%	%	%	%	%	%
To visit a friend or relative	6	7	7	5	5	7	8
To visit the shops	15	19	14	14	13	30	16
To catch public transport	2	4	4	1	2	1	-
To go to a place of work or study	14	14	16	15	12	16	11
To take children to/from school	6	1	4	3	11	2	5
To attend a business meeting or appointment	5	-	-	6	8	1	-
To attend a private meeting or appointment	3	1	-	2	4	1	6
To attend a sporting event or other form of recreation	4	4	5	8	2	-	2
To return home or to a place of work/study	43	47	48	43	42	41	47
Other (walking the dog; going to/from church)	2	3	2	3	1	1	5
TOTAL TRIPS BETWEEN 1 & 2 KILOMETRES	100%	100%	100%	100%	100%	100%	100%

TABLE 4: MODE OF TRAVEL

Base: Total trips made by respondents in the past 24 hours

MODE OF TRAVEL:		TOTAL	AREA					
			Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
<b>(a) TRIPS UP TO 1 KILOMETRE</b> Bases:		(778)	(48)	(118)	(343)	(85)	(118)	(66)
		%	%	%	%	%	%	%
	Walk	73	42	80	70	81	83	67
	Cycle	1	-	2	1	4	-	-
	Travel by - car or private vehicle	25	58	18	26	15	17	33
	- bus or train	1	-	-	3	-	-	-
	- taxi	-	-	-	-	-	-	-
	Other	-	-	-	-	-	-	-
	TOTAL TRIP UP TO 1 KILOMETRE	100%	100%	100%	100%	100%	100%	100%
<b>(b) TRIPS BETWEEN 1 &amp; 2 KILOMETRES</b> Bases:		(1376)	(138)	(56)	(529)	(508)	(81)	(64)
		%	%	%	%	%	%	%
	Walk	16	9	18	19	15	15	19
	Cycle	3	-	-	2	6	-	-
	Travel by - car or private vehicle	78	91	82	72	79	85	81
	- bus or train	3	-	-	7	-	-	-
	- taxi	x	-	-	-	x	-	-
	Other	-	-	-	-	-	-	-
	TOTAL TRIPS BETWEEN 1 & 2 KILOMETRES	100%	100%	100%	100%	100%	100%	100%

TABLE 5: REASONS FOR NOT WALKING/CYCLING SHORT TRIPS

Base: Total non-active mode trips made by respondents in the past 24 hours

REASONS:	TOTAL	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
<u>(a) TRIPS UP TO 1 KILOMETRE</u> Bases:	(205)	(28)	(22)	(100)	(13)	(20)	(22)
	%	%	%	%	%	%	%
I didn't have time	24	32	36	24	8	20	18
The weather was not good/doubtful	7	7	5	7	8	10	5
Safety concerns (e.g. after dark, or don't feel safe in the area)	15	11	18	12	8	15	32
Health/fitness problems	22	21	23	24	30	20	14
Travelling with/got lift with another person	8	14	9	3	38	10	5
Too much to carry	1	-	-	1	-	5	-
I was travelling further afield afterwards	4	-	-	6	8	-	4
Habit (e.g. I always take the car, bus, etc)	8	4	-	12	-	10	4
Other reasons (e.g. young children, pregnant, etc)	11	11	9	11	-	10	18
TOTAL NON-ACTIVE MODE TRIPS UP TO 1 KILOMETRE	100%	100%	100%	100%	100%	100%	100%

TABLE 5: REASONS FOR NOT WALKING/CYCLING SHORT TRIPS (continued)

Base: Total non-active mode trips made by respondents in the past 24 hours

REASONS:	TOTAL	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
<u>(b) TRIPS BETWEEN 1 &amp; 2 KILOMETRES</u> Bases:	(1113)	(126)	(46)	(418)	(402)	(69)	(52)
	%	%	%	%	%	%	%
I didn't have time	27	47	33	30	14	38	23
The weather was not good/doubtful	8	5	7	8	10	7	6
Safety concerns (e.g. after dark, or don't feel safe in the area)	3	2	4	1	4	13	4
Health/fitness problems	5	2	2	5	7	3	6
Travelling with/got lift with another person	6	10	4	4	7	3	12
Too much to carry	19	20	4	19	24	4	19
I was travelling further afield afterwards	11	7	-	4	23	6	7
Habit (e.g. I always take the car, bus, etc)	13	2	39	17	8	14	15
Other reasons (e.g. young children, pregnant, no public transport, too far to walk, etc)	8	5	7	12	4	12	8
TOTAL NON-ACTIVE MODE TRIPS BETWEEN 1 & 2 KMS	100%	100%	100%	100%	100%	100%	100%

TABLE 6 (a): EXTENT TO WHICH RESPONDENTS AGREE/DISAGREE WITH STATEMENTS ABOUT SHORT DISTANCE TRAVEL

Base: Total respondents (800)

STATEMENTS	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know	TOTAL
	%	%	%	%	%	%
I prefer to walk or cycle short distances when I can, rather than ride in a vehicle	18	70	10	1	1	100
I would not feel safe cycling on the roads where I live	10	35	43	9	3	100
Regular walking or cycling short distances can help considerably to improve your health and fitness levels	48	49	2	-	1	100
I am too busy to consider walking or cycling short distances	2	17	67	13	1	100
I am actively trying to walk or cycle more than I used to	14	42	37	3	4	100
I would find walking or cycling short distances too boring or uninteresting	1	9	67	22	1	100
I am in favour of promotions that encourage people to walk or cycle more	36	57	5	1	1	100
Personal safety issues in my area prevent me walking or cycling more than I do now	3	15	69	13	-	100

TABLE 6 (b): EXTENT TO WHICH RESPONDENTS AGREE WITH STATEMENTS ABOUT SHORT DISTANCE TRAVEL, ANALYSED BY AREA (Note: The Table shows the combined percentage of respondents who 'strongly agree' and 'agree')

Base: Total respondents in each group

STATEMENTS: Bases:	TOTAL 800 %	AREA					
		Kapiti 80 %	Porirua 90 %	Wellington 309 %	Lower Hutt 180 %	Upper Hutt 69 %	Wairarapa 72 %
I prefer to walk or cycle short distances when I can, rather than ride in a vehicle	88	79	92	85	92	97	85
I would not feel safe cycling on the roads where I live	45	43	59	43	43	41	54
Regular walking or cycling short distances can help considerably to improve your health and fitness levels	97	100	99	98	96	93	100
I am too busy to consider walking or cycling short distances	19	21	18	22	14	10	31
I am actively trying to walk or cycle more than I used to	56	40	57	55	61	80	46
I would find walking or cycling short distances too boring or uninteresting	10	17	7	10	13	4	8
I am in favour of promotions that encourage people to walk or cycle more	93	86	93	97	97	100	69
Personal safety issues in my area prevent me walking or cycling more than I do now	18	6	19	22	15	10	24

TABLE 7: SAMPLE PROFILE

Base: Total respondents in each group

PROFILE:		TOTAL 800	AREA					
			Kapiti 80	Porirua 90	Wellington 309	Lower Hutt 180	Upper Hutt 69	Wairarapa 72
<b>(a) GENDER</b>		%	%	%	%	%	%	%
	Male	49	51	52	47	48	51	51
	Female	51	49	48	53	52	49	49
	TOTAL	100%	100%	100%	100%	100%	100%	100%
<b>(b) AGE</b>								
	16 – 29 years	18	21	18	21	16	13	15
	30 – 49 years	41	36	41	43	41	41	39
	50 years and over	41	43	41	36	43	46	46
	TOTAL	100%	100%	100%	100%	100%	100%	100%
<b>(c) ANNUAL HOUSEHOLD INCOME</b>								
	Up to \$30k p.a.	23	21	18	17	32	33	24
	Over \$30k to \$50k	21	21	30	16	19	26	30
	Over \$50k to \$70k	19	11	29	19	18	23	8
	Over \$70k	20	10	11	30	20	9	7
	Don't know/refused	17	36	12	18	11	9	31
	TOTAL	100%	100%	100%	100%	100%	100%	100%