SECTION 1
SURVEY
INTRODUCTION

OVERVIEW
Our community is undertaking an effort that builds upon our successes and proud traditions to design the future of this great city. Denveright is a community-driven planning process that challenges you to shape how we want to evolve in four key areas: land use, mobility, parks, and recreational resources.

We’re striving to give everyone in Denver a voice in the roadmap for how our city evolves over the next 20+ years. To that end, we’re asking questions via online surveys, Denveright workshops and public meetings. We’re sending our street team to events all over the city to hear diverse perspectives. This document represents the results and analysis of the survey that focused on the vision for Denver.

ABOUT THIS SURVEY
The survey was administered using a map-based online questionnaire and civic participation platform. The link to the survey was advertised through the Denveright contact list and website, social media, as well as other contact lists including but not limited to Registered Neighborhood Organizations, City Council offices, the Denveright Community Think Tank, and project-specific task forces. In addition to digital distribution of the survey, Denveright team members administered the survey using tablet computers at a total of 29 community events throughout the entire city during the summer and early fall.

The 3,220 survey respondents represent a statistically significant sample size of the Denver population (682,545). However, the survey respondents do not represent a random sample of the Denver population. A true random sample is a sample in which each individual in the population has an equal chance of being selected for the survey. The self-selected nature of the survey prevents the collection of a true random sample. Important insights and themes can still be gained from the survey results however, with an understanding of the deficiencies and differences of the sample from the larger population.
SECTION 2
SURVEY ANALYSIS

OVERVIEW
The community vision survey asked a wide array of questions of respondents to begin to frame Denver’s greatest opportunities and biggest challenges. The survey results are just one of the multitude of touch points with the community to begin to shape the vision and values for Denveright. A number of key themes have emerged after thorough analysis of all the 3,220 surveys received. These themes will help shape the values and vision of Denveright and guide the planning process moving forward.

KEY THEMES

As a whole, respondents are very satisfied with living in Denver- 63% of respondents scored their satisfaction a 70 out of 100 or above.

Higher income groups and younger residents are on average, generally more satisfied with living in Denver- The two groups were the most likely to rank their satisfaction with Denver higher than the survey average.

The longest tenured residents of Denver are the least confident about Denver’s future- On average, respondents who have lived in Denver more than 20 years were 10% less confident in Denver’s future. The same group was also most likely to list too many people and traffic as their biggest concerns for Denver’s future.

People most cherish Denver’s built and natural environment- 20% of respondents lists parks and open space as what they like most about Denver, followed by 15% of respondents choosing restaurants and entertainment and walkable neighborhoods, respectively.

Denver’s affordability is the largest concern of respondents- 20% of respondents listed "people can’t afford to live here" as their biggest concern as Denver continues to grow and change.

Growing mobility concerns are the issues that respondents would most like to see addressed over the next 20 years- 20% of respondents listed decreased traffic congestion, followed by 7% of respondents listing Increased/improved transit as the most essential changes they would like to see occur in Denver over the next 20 years.

Younger respondents were the most likely to want to live in a different part of Denver in the next 5-10 years- 52% of respondents aged 25-34 indicated they would like to move to a another part of Denver in the next 5 years, while only 35% of all respondents expressed the same desire.

Latino or Hispanic and Black or African American, along with lower income respondents are on whole, less satisfied living Denver and less confident in Denver’s future- Respondents with a household income of $35,000 to $49,999, along with Latino or Hispanic respondents were among some of the most likely to be unsatisfied living in Denver. Additionally, Black or African American respondents were among some of the most likely to respond that Denver does not meet their expectations of a great city.

Affordable housing is not only a concern among lower income households- Over half of respondents with incomes around and above the Denver median income ($50,000 to $74,999) choose increased affordable housing as an essential change for Denver over the next 20 years.
Full Survey Results

The community visioning survey asked respondents to answer a total of 12 questions on a range of topics including what they like most about Denver, Denver’s future, and their biggest concerns about the city’s future. A total of 3,220 people responded to the survey. The types of questions ranged from multiple choice, map based, and open-ended questions. The following questions were asked:

• Where do you live?
• How long have you lived in Denver?
• All things considered, how satisfied are you with living in Denver?
• How well does Denver meet your expectations of a great city (or great place to live)?
• What do you like most about Denver?
• In the next 5-10 years, would you want to live somewhere new in Denver?
• What are your biggest concerns as Denver continues to grow and change?
• What are the most essential changes you would like to see occur in Denver over the next 20 years?
• What makes Denver special?
• How confident are you about Denver’s future?
• If you could live in another city besides Denver, where would that be?

Where do you live?

The first question asked respondents to place a pin on a map near where they live. Aggregated by Denver neighborhood, City Park (90), Congress Park (86), and Capitol Hill (85), were the neighborhoods with the most responses. Normalized by neighborhood population, the neighborhoods with the highest participation include City Park (3%), Berkeley (0.9%), and Hale (0.8%). The neighborhoods with the lowest number of responses include Sun Valley (0), DIA (1), and Indian Creek (2). Normalized by neighborhood population, the neighborhoods with the lowest participation include Sun Valley (0%), Windsor (0.02%), and Elyria Swansea (0.03%). As a whole, survey response rates were higher for central Denver neighborhoods with some outliers including Harvey Park, Green Valley Ranch, and Berkeley. (See figure 1)

How long have you lived in Denver?

The following question asked respondents how long they have lived in Denver. Over half (53%) of respondents have lived in Denver more than 10 years. Nearly a quarter (23%) of residents have lived in Denver less than 5 years. Similar data at a citywide level is unavailable at this time to compare this data. (See figure 2)
COMMUNITY VISION SURVEY
RESPONDENTS BY NEIGHBORHOOD

Figure 2. Location of Survey Respondents

2985 TOTAL RESPONSES
PROPORTION OF NEIGHBORHOOD

- 0 - 0.1%
- 0.2% - 0.4%
- 0.4% - 0.5%
- 0.6% - 0.9%
- 1% - 4%

Figure 2: Denver Population Change by Decade, 1880 to 2015

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All things considered, how satisfied are you with living in Denver?

The next question asked respondents about their overall satisfaction with living in Denver. Respondents were asked to place a slider bar on a scale of 1 to 100 according to their level of satisfaction, 1 meaning low satisfaction, 100 being high satisfaction. For the respondents that live in Denver (3064 of 3220), the average level of satisfaction was 70%. However, a majority of respondents (63%) responded with 70 or above. 18% of respondents scored Denver a 30 or below, lowering the overall average significantly. (See figure 3)

How well does Denver meet your expectations of a great city (or great place to live)?

The following question was fairly similar to the previous one, asking respondents how well Denver meets their expectations. The main difference with this question is that it allowed for people who do not live in Denver to express their satisfaction with Denver. Similar to the prior question, respondents were asked to place a slider bar on a scale of 1 to 100 according to how well the city is meeting their expectations, 1 meaning not meeting expectations, 100 meaning exceeding expectations. The average level of meeting expectations was 69%. However, a majority of respondents (60%) responded with 70 or above. 15% of respondents scored Denver a 30 or below, lowering the overall average significantly. (See figure 4)
What do you like most about Denver?

The following question asked all respondents to choose up to three options for what they like most about Denver. Built and natural environment elements were the most common selections, totaling 50% of responses. "Parks and open green space" was the most common selection (21% of responses), followed by "restaurants and entertainment" (16%) and "walkable neighborhoods" (15%). Mobility options were low scoring, with "car sharing services", "B-cycle bike sharing", and "ease of automobile access to daily destinations" combining for only 5% of responses. (See figure 5)

In the next 5-10 years, would you want to live somewhere new in Denver?

Next, respondents were asked if they would want to live somewhere new in Denver in the next 5-10 years. Of the respondents that live in Denver currently, a majority of them responded no (63%). Respondents age 65 and older were most likely to answer no, while respondents age 25 to 34 were most likely to choose yes. (See figure 6)
What are your biggest concerns as Denver continues to grow and change?

The next set of questions pertained to concerns as Denver continues to grow and change. Respondents were asked to choose up to three of their biggest concerns. Popular concerns focused around affordability and increased congestion. 20% of respondents selected "people can't afford to live here" as their biggest concern, followed by "getting around" (16%) and "too many people" (14%). Human and environmental health were typically not of the highest concern, with "decreased community health", "quality of creeks and rivers", and "loss of trees" combining for only 7% of responses. (See figure 7)

What are the most essential changes you would like to see occur in Denver over the next 20 years?

This question asked respondents to choose up to three of the most essential changes they would like to see over the next 20 years. Not surprisingly, the most popular changes were those that are linked to the most popular concerns. 21% of respondents chose "decreased traffic congestion" as their most essential change, followed by "more affordable housing options" (18%), and "increased/improved transit (bus, rail) options". "greater diversity of shopping and retail stores", "more cultural and educational facilities" and "additional transportation options" were the least essential changes, combining for only 15% of responses. (See figure 8)
What makes Denver Special?

The next question asked was an open-ended question asking respondents to describe what makes Denver special. 2259 respondents chose to fill out a response to this question. All responses have been reviewed and categorized. The most common themes present in the responses in order include:

1. Neighborhoods
2. People
3. Mountains
4. Parks
5. Cultural diversity
6. Access
7. Weather
8. Climate
9. Opportunities
10. Beauty
11. Activities
12. Community

How confident are you in Denver’s future?

This question asked about respondents’ confidence in Denver’s future. Respondents were asked to place a slider bar on a scale of 1 to 100 according to their level of confidence, 1 meaning low confidence, 100 being high confidence. The average level of confidence was 63% However, 50% of respondents responded over 70% confident, with the most common level of confidence being between 91-100 (500 responses). 28% of responses were below 40. Respondents who have lived in Denver more than 20 years were the most likely to respond a low level of confidence. (See figure 9)

If you could live in another city besides Denver, where would that be?

The last question asked respondents to choose another city that they would enjoy living in. 2334 respondents answered this question. The most common entries, in order from most to least reported, were Portland (OR), San Francisco, Seattle, San Diego, Chicago, New York City, Boulder, Fort Collins, Austin, Boston, and Minneapolis.
SECTION 3
SURVEY DEMOGRAPHICS

OVERVIEW
Respondents were asked to respond to a range of optional demographic questions ranging from personal economics to household make up. 88% of respondents elected to answer at least one of the demographic questions. Asking demographic questions helps to provide context to the survey responses, as well as inform the planning team on where further outreach is needed in order to ensure Denveright is truly capturing the voice of the Denver community.

KEY TAKEAWAYS

Respondents are older than Denver average – 0% of survey respondents were under the age of 18, though that age group makes up 21% of the Denver population

Respondents are more likely to be female – The Denver population is roughly 50% male, 50% female, though 57% of survey respondents were female

Respondents are much less likely to identify as Hispanic or Latino – Latino or Hispanic residents make up 31% of Denver, though only represent 10% of respondents

Respondents are more likely to have a high household income – The most represented income group by respondents was $100,000-$149,000, though that group only makes up 12% of the city of Denver

Respondents are more likely to come from larger sized households – 40% of Denver households are made up of one person households, though those households are only represented by 22% of respondents
Demographic Questions
At the end of the survey, respondents were asked to answer a standard set of optional demographic questions. Overall, 88%, or 2,849 of 3,330 respondents choose to answer at least one demographic question. Respondents were asked to answer questions regarding the following topics:

- Age
- Gender
- Race/Ethnicity
- Household Income
- Household Make-up

Data source for the comparisons to the City and County of Denver is the 2014 American Community Survey.

Age
The first demographic question asked the age of the survey respondent. 2849 respondents responded to this question. The most representative age group of survey respondents was ages 25 to 35 (26%), with ages 35 to 44 years a close second (24%). The lowest represented age group was under 18 years (0%), which vastly differs from Denver as whole, where that age group makes up 21% of the population. As a whole, the average age of survey respondents was higher than the Denver average. (See figure 10)

Gender
The next question asked the gender of the survey respondent. A total of 2,820, or 88%, of survey respondents answered this question. A majority of respondents were female (57%), which differs from the city average where there is a nearly 50/50 split of men and women. 22 survey respondents responded "Other." (See figure 11)
Race/Ethnicity
This question asked what Race/ethnicity the respondent most identified with. 2,753, or 85.5%, of respondents answered this question. The majority of respondents answered Caucasian (78%), which is similar to Denver as a whole (78%). The most underrepresented group compared to the Denver averages was Latino or Hispanic (10% of respondents compared to 31% of the Denver population). Black or African American and Asian respondents were also underrepresented, though their respective percentages were much closer to the Denver averages, 4% vs. 9% and 2% vs 3% respectively. As a whole, the race/ethnicity of respondents was far less likely to be Latino or Hispanic when compared to the Denver population. (See figure 12)

Household Income
The second to last demographic question asked about the respondent’s total household income. 2,677, or 83%, of respondents answered this question. The most represented income group was “$100,000 to $149,000” (23%), which differs from the city of Denver where that income group makes up only 12% of the population. The lowest represented income group was “Less than $25,000” (4%), however that income group is in fact the most common in Denver, making up 25% of the population. As a whole, the average household income of respondents was higher than the Denver average. (See figure 13)
Household Size

The final demographic question asked about the respondent’s household composition (number of children and adults). 2800, or 87%, of respondents answered this question. The most represented household size was two person households (46%), which is greater than the city of Denver (31%). The most common household size for the City of Denver is one person households (40%), though only 22% of respondents were one person households. Nearly the same proportion of respondents were from three, or four or more person households as Denver. (See figure 14)