



THE NCSTM
The National Community SurveyTM

Golden, CO

Dashboard Summary of Findings

2019



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Golden’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Golden’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Broadly, ratings across all three pillars of community livability tended to be positive and similar to the national benchmarks. Within Community Characteristics, general aspects and assessments of the Natural Environment were particularly strong and tended to be higher than elsewhere. Golden residents also gave higher than average ratings to Recreation and Wellness and Education and Enrichment within Governance. Further, Golden residents reported higher rates of participation within Mobility than their peers. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	20	29	3	10	36	0	5	29	2
General	6	1	0	0	3	0	0	3	0
Safety	0	3	0	0	7	0	0	2	1
Mobility	3	5	0	2	6	0	3	0	0
Natural Environment	2	1	0	2	4	0	0	3	0
Built Environment	1	2	2	0	7	0	0	2	0
Economy	4	3	1	0	1	0	0	3	0
Recreation and Wellness	3	4	0	3	1	0	1	4	0
Education and Enrichment	0	6	0	1	1	0	1	1	1
Community Engagement	1	4	0	2	6	0	0	11	0

National Benchmark	
	Higher
	Similar
	Lower

The National Community Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑	93%	Customer service	↔	↔	83%	Recommend Golden	↔	↔	91%
	Overall quality of life	↔	↑	93%	Services provided by Golden	↔	↔	84%	Remain in Golden	↔	↔	86%
	Place to retire	↓	↑	72%	Services provided by the Federal Government	↓	↔	39%	Contacted Golden employees	↔	↔	47%
	Place to raise children	↔	↑	90%								
	Place to live	↔	↑	96%								
	Neighborhood	↔	↔	90%								
	Overall image	↔	↑	92%								
Safety	Overall feeling of safety	↓	↔	90%	Police	↔	↔	88%	Was NOT the victim of a crime	↔	↔	92%
	Safe in neighborhood	↔	↔	97%	Crime prevention	↓	↔	78%	Did NOT report a crime	↔	↔	84%
	Safe downtown/commercial area	↔	↔	96%	Fire	↔	↔	96%	Stocked supplies for an emergency	↔	↓	22%
					Fire prevention	↔	↔	83%				
					Ambulance/EMS	↔	↔	94%				
					Emergency preparedness	↔	↔	62%				
				Animal control	↔	↔	74%					
Mobility	Traffic flow	↓	↔	50%	Traffic enforcement	↓	↔	63%	Carpooled instead of driving alone	↔	↑	59%
	Travel by car	↓	↔	59%	Street repair	↔	↔	58%	Walked or biked instead of driving	↔	↑↑	83%
	Travel by bicycle	↔	↑	77%	Street cleaning	↔	↔	77%	Used public transportation instead of driving	↔	↑↑	59%
	Ease of walking	↔	↑↑	89%	Street lighting	↔	↑	77%				
	Travel by public transportation	↓	↔	32%	Snow removal	↑	↑	82%				
	Overall ease travel	↔	↔	76%	Sidewalk maintenance	↔	↔	66%				
	Public parking	↓	↔	41%	Traffic signal timing	↔	↔	53%				
	Paths and walking trails	↔	↑↑	93%	Bus or transit services	↓	↔	51%				
Natural Environment	Overall natural environment	↔	↑	91%	Garbage collection	↔	↔	80%	Recycled at home	↔	↔	91%
	Air quality	↓	↔	78%	Recycling	↔	↔	73%	Conserved water	↔	↔	83%
	Cleanliness	↔	↑	91%	Yard waste pick-up	↔	↔	69%	Made home more energy efficient	↔	↔	73%
					Drinking water	↑	↔	82%				
					Open space	↓	↑	80%				
				Natural areas preservation	↓	↑	75%					
Built Environment	New development in Golden	↓	↔	47%	Sewer services	↔	↔	90%	NOT experiencing housing cost stress	↔	↔	68%
	Affordable quality housing	↔	↓	15%	Storm drainage	↔	↔	77%	Did NOT observe a code violation	↔	↔	58%
	Housing options	↓	↓	29%	Power utility	↔	↔	87%				
	Overall built environment	↓	↔	69%	Utility billing	↔	↔	80%				
	Public places	↔	↑	87%	Land use, planning and zoning	↓	↔	44%				
					Code enforcement	↓	↔	51%				
				Cable television	↔	↔	59%					

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

The National Community Survey™

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↑	82%	Economic development	↓	↔	66%	Economy will have positive impact on income	↔	↔	31%
	Shopping opportunities	↓	↔	56%					Purchased goods or services in Golden	↔	↔	96%
	Employment opportunities	↔	↔	38%					Work in Golden	↔	↔	44%
	Place to visit	↔	↑↑	91%								
	Cost of living	↓	↓	19%								
	Vibrant downtown/commercial area	↔	↑↑	81%								
	Place to work	↓	↑	73%								
Recreation and Wellness	Business and services	↔	↔	72%								
	Fitness opportunities	↔	↑	88%	City parks	↔	↑	92%	In very good to excellent health	↔	↔	76%
	Recreational opportunities	↔	↑↑	90%	Recreation centers	↓	↑	83%	Used Golden recreation centers	↔	↔	67%
	Health care	↓	↔	57%	Recreation programs	↔	↑	83%	Visited a City park	↔	↑	95%
	Food	↓	↔	68%	Health services	↓	↔	66%	Ate 5 portions of fruits and vegetables	↔	↔	84%
	Mental health care	↓	↔	42%					Participated in moderate or vigorous physical activity	↔	↔	90%
	Health and wellness	↔	↑	83%								
Education and Enrichment	Preventive health services	↓	↔	60%								
	K-12 education	↓	↔	70%	Public libraries	↔	↔	90%	Used Golden public libraries	↔	↔	70%
	Cultural/arts/music activities	↔	↔	72%	Special events	↓	↑	80%	Participated in religious or spiritual activities	↓	↓↓	25%
	Child care/preschool	↓	↔	41%					Attended a City-sponsored event	↔	↑↑	76%
	Religious or spiritual events and activities	↓	↔	74%								
	Adult education	↔	↔	64%								
Community Engagement	Overall education and enrichment	↔	↔	79%								
	Opportunities to participate in community matters	↔	↔	77%	Public information	↔	↔	79%	Sense of community	↓	↔	72%
	Opportunities to volunteer	↓	↔	76%	Overall direction	↓	↔	59%	Voted in local elections	↔	↔	89%
	Openness and acceptance	↓	↔	61%	Value of services for taxes paid	↔	↑	71%	Talked to or visited with neighbors	↔	↔	93%
	Social events and activities	↓	↑	76%	Welcoming resident involvement	↓	↑	69%	Attended a local public meeting	↔	↔	32%
	Neighborliness	↔	↔	73%	Confidence in City government	↓	↔	62%	Watched a local public meeting	↔	↔	17%
					Acting in the best interest of Golden	↓	↔	64%	Volunteered	↔	↔	41%
					Being honest	↓	↔	69%	Participated in a club	↑	↔	31%
					Treating all residents fairly	↓	↔	65%	Campaigned for an issue, cause or candidate	↔	↔	25%
									Contacted Golden elected officials	↑	↔	25%
								Read or watched local news	↔	↔	77%	
								Done a favor for a neighbor	↔	↔	83%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available



THE NCSTM
The National Community SurveyTM

Golden, CO

Community Livability Report

2019



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Golden, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

About..... 1

Quality of Life in Golden 2

Community Characteristics 3

Governance 5

Participation 7

Special Topics..... 9

Conclusions 11



The National Community Survey™
© 2001-2019 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About

The National Community Survey™ (The NCS™) report is about the “livability” of Golden. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

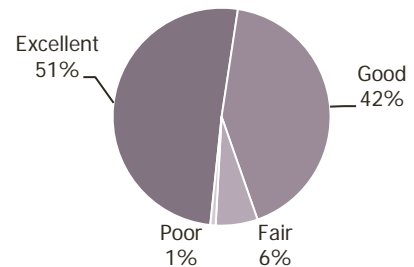
The Community Livability Report provides the opinions of a representative sample of 701 residents of the City of Golden. The margin of error around any reported percentage is 4% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Golden

Almost all residents rated the quality of life in Golden as excellent or good. This rating was higher than the national benchmark comparison (see Appendix B of the *Technical Appendices* provided under separate cover).

Overall Quality of Life



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

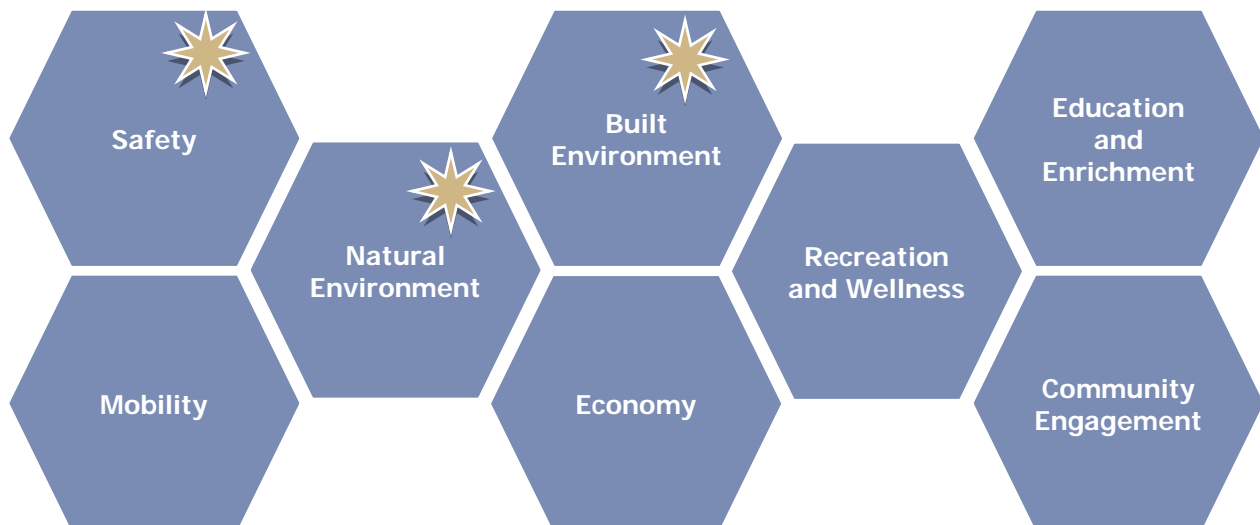
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Ratings across all facets tended to be positive and were rated similarly to comparison communities. Residents identified Safety, Natural Environment and Built Environment as priorities for the Golden community in the coming two years. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Golden’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



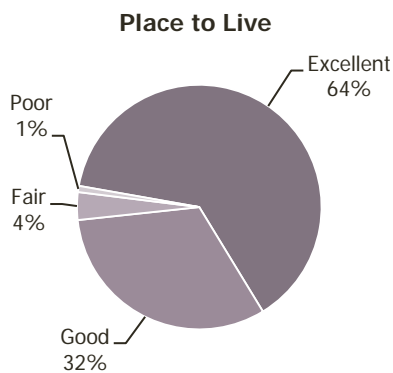
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Golden, 96% rated the City as an excellent or good place to live. Respondents' ratings of Golden as a place to live were higher than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Golden as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Golden and its overall appearance. About 9 in 10 respondents gave high marks to the overall image of Golden, their neighborhoods, Golden as a place to raise children and to the overall appearance of the city. About 7 in 10 gave high marks to the City as a place to retire, this ratings was higher than the national average but decreased from 2016 to 2019 (see the *Trends over Time* report under separate cover).

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. At least 9 in 10 residents gave high marks to each aspect of Safety and these ratings were similar to those in comparison communities. Within Mobility, all ratings were higher than or similar to the benchmarks; while ratings were strong and tended to be positive, ratings decreased for traffic flow, ease of travel by car, travel by public transportation and public parking. About 9 in 10 respondents gave high marks to the quality of the overall natural environment in Golden and to its cleanliness; these ratings were higher than ratings observed in comparison communities and remained stable over time. About three-quarters of respondents gave positive assessments to air quality, this rating was similar to the benchmark but decreased from 2016 to 2019. Residents assessments of Golden's Built environment were a mix of positive and negative. Fewer than 2 in 10 gave positive marks to the availability of affordable quality housing in Golden and about 3 in 10 positively rated housing options; these ratings were lower than other communities across the nation. Further, ratings for housing options decreased in 2019. About half or more gave high marks to the overall quality of new development and to the overall quality of the built environment in Golden; these were similar to the national benchmarks but decreased over time. Close to 9 in 10 respondents gave excellent or good ratings to public places where people want to spend time; this rating was higher than the national average and remained stable from 2016 to 2019. Half of the assessed aspects of Economy received high marks from 73% (Golden as a place to work to) 91% (Golden as a place to visit) and were higher than the national benchmarks. About 19% gave positive ratings to the overall cost of living in Golden; this rating decreased over time and was lower than in comparison communities nationwide. Ratings within Recreation and Wellness, Education and Enrichment and Community Engagement tended to be positive and similar to the benchmarks. Assessments of recreational opportunities, fitness opportunities and social events and activities were higher than those observed elsewhere.

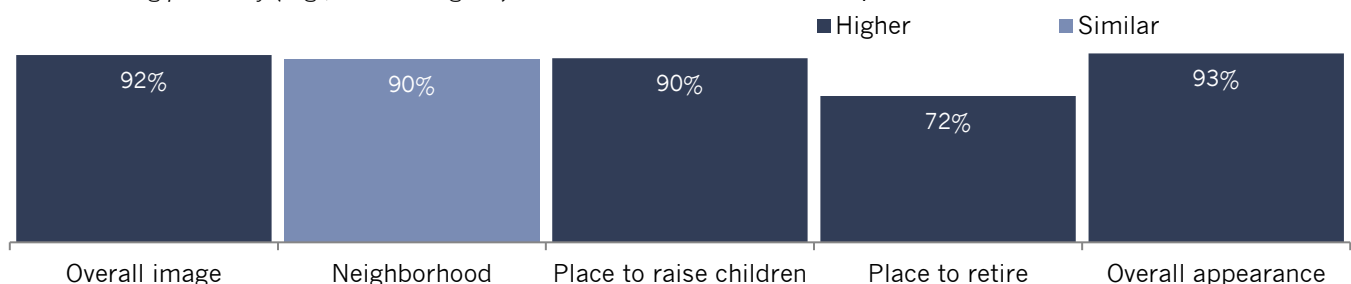


marks to the quality of the overall natural environment in Golden and to its cleanliness; these ratings were higher than ratings observed in comparison communities and remained stable over time. About three-quarters of respondents gave positive assessments to air quality, this rating was similar to the benchmark but decreased from 2016 to 2019. Residents assessments of Golden's Built environment were a mix of positive and negative. Fewer than 2 in 10 gave positive marks to the availability of affordable quality housing in Golden and about 3 in 10 positively rated housing options; these ratings were lower than other communities across the nation. Further, ratings for housing options decreased in 2019. About half or more gave high marks to the overall quality of new development and to the overall quality of the built

environment in Golden; these were similar to the national benchmarks but decreased over time. Close to 9 in 10 respondents gave excellent or good ratings to public places where people want to spend time; this rating was higher than the national average and remained stable from 2016 to 2019. Half of the assessed aspects of Economy received high marks from 73% (Golden as a place to work to) 91% (Golden as a place to visit) and were higher than the national benchmarks. About 19% gave positive ratings to the overall cost of living in Golden; this rating decreased over time and was lower than in comparison communities nationwide. Ratings within Recreation and Wellness, Education and Enrichment and Community Engagement tended to be positive and similar to the benchmarks. Assessments of recreational opportunities, fitness opportunities and social events and activities were higher than those observed elsewhere.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark



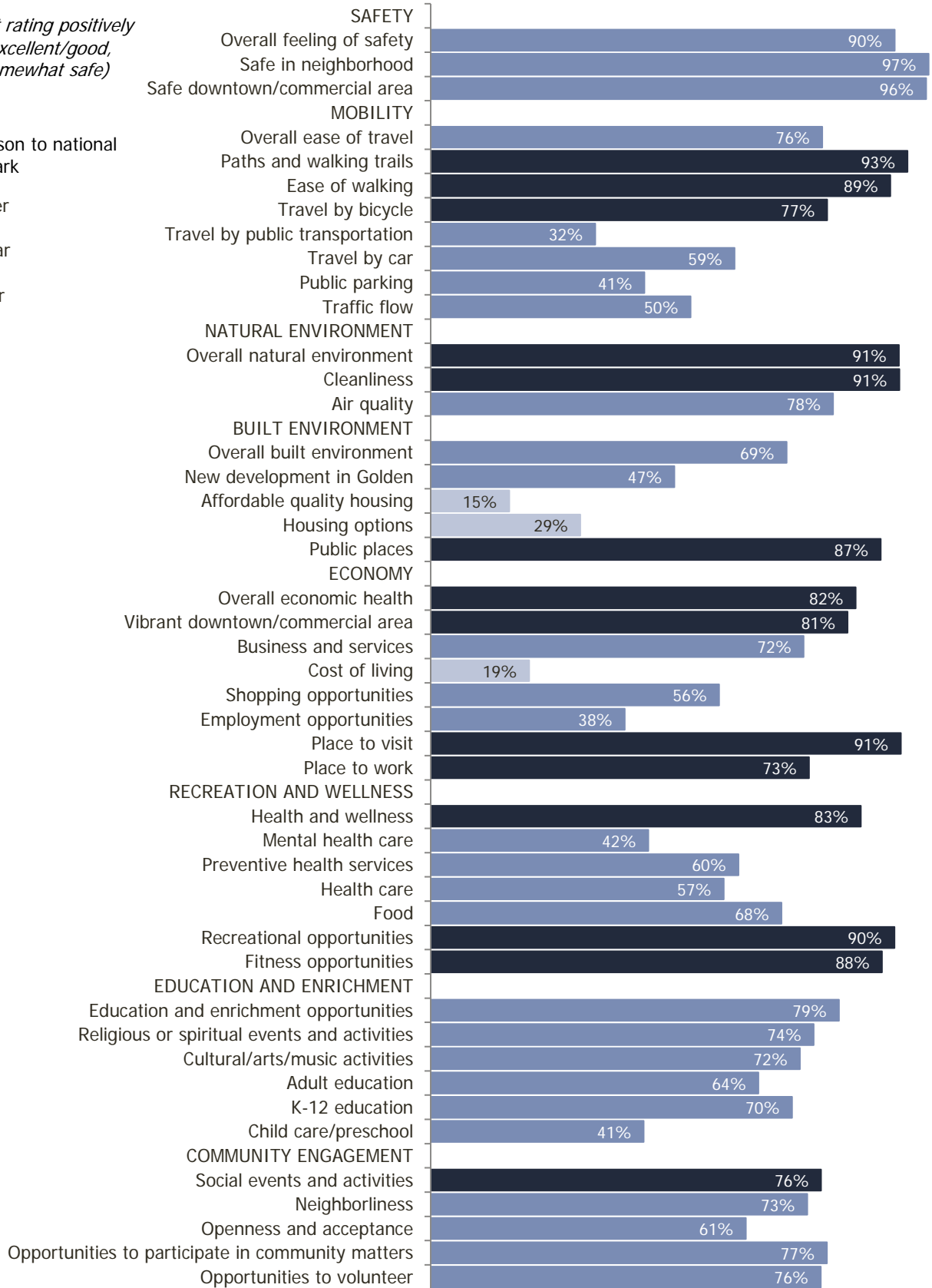
The National Community Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

How well does the government of Golden meet the needs and expectations of its residents?

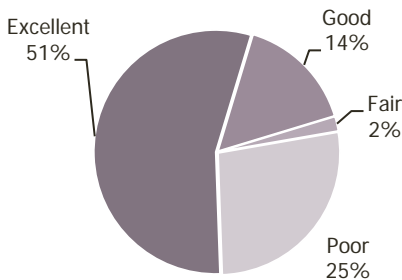
The overall quality of the services provided by Golden as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About 8 in 10 respondents gave excellent or good ratings to the overall quality of services provided by the City of Golden; while about 4 in 10 gave excellent or good ratings to the overall quality of services provided by the Federal Government. Both assessments were on par with comparison communities; and ratings for the Federal Government decreased from 2016 to 2019.

Survey respondents also rated various aspects of Golden’s leadership and governance. All aspects received high marks from about 6 in 10 respondents or more. Ratings for the value of services for taxes paid and for the job City government does at welcoming citizen involvement eclipsed ratings in comparison communities; all other ratings were on par with peers. While these ratings were strong; several aspects decreased from 2016 to 2019.

Respondents evaluated over 30 individual services and amenities available in Golden. Broadly, Golden residents gave positive marks to almost all aspects of Governance and these ratings were all similar to or higher than the national benchmarks. At least three-quarters of respondents gave excellent or good ratings to street lighting, snow removal, natural areas preservation and open space and these ratings eclipsed national averages. Ratings for snow removal and drinking water increased from 2016 to 2019. Most aspects of Recreation and Wellness were also higher than the national benchmarks, and respondents also gave notably high marks to special events in Golden.

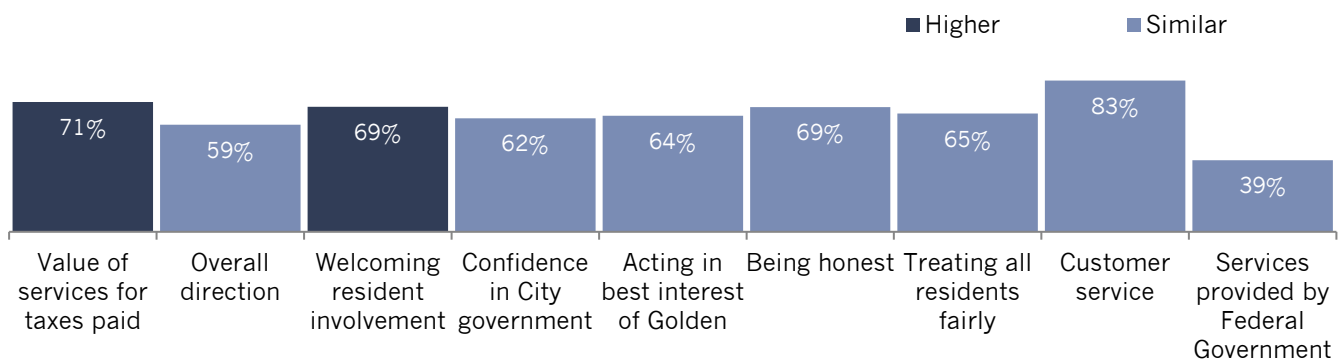
However, many of these above average marks were trending down from 2016 to 2019.

Overall Quality of City Services



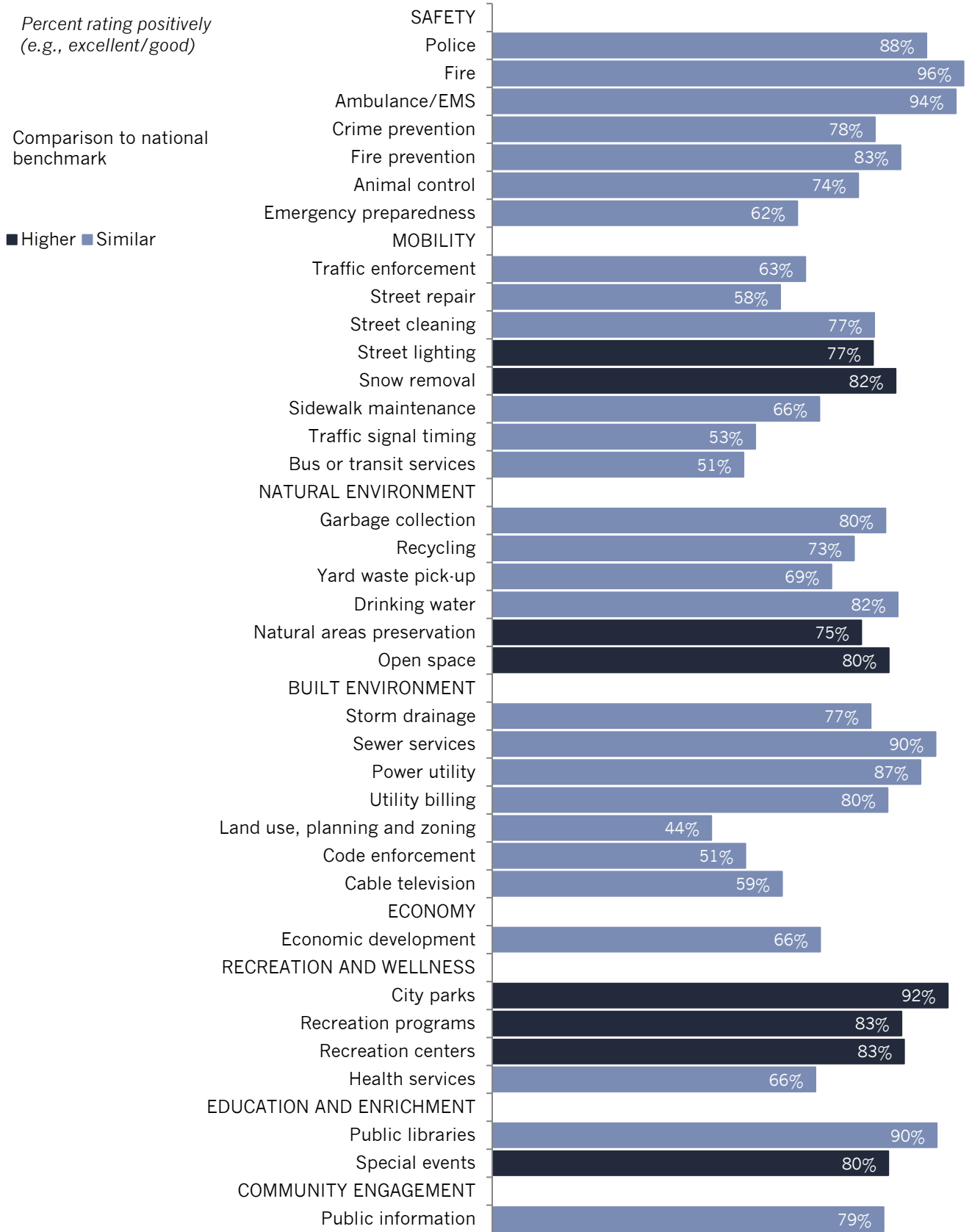
Percent rating positively (e.g., excellent/good)

Comparison to national benchmark



The National Community Survey™

Figure 2: Aspects of Governance

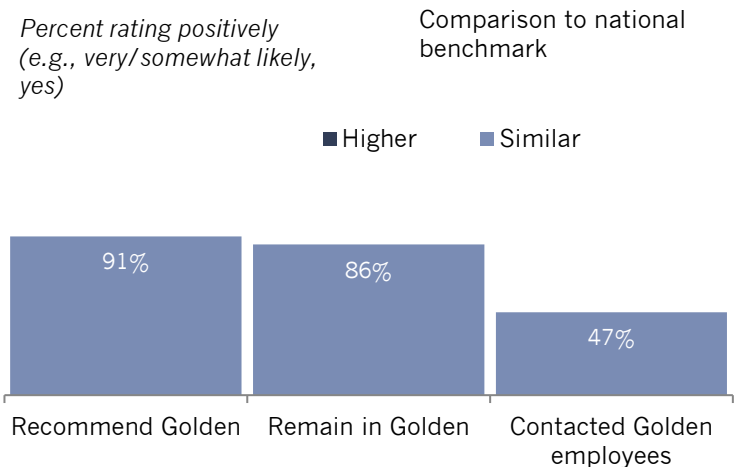
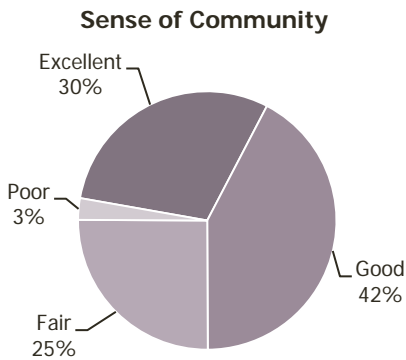


Participation

Are the residents of Golden connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About 9 in 10 were likely to recommend living in Golden and planned to remain in Golden; these rates were on par with national averages and were stable over time.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of Participation varied widely across the different facets, making the benchmark comparisons, as well as comparisons to Golden over time, useful for interpreting the results. Within Mobility, Golden residents displayed higher rates of participation than their peers. Recreation and Wellness items had average participation rates except for visiting a City park, which saw higher use than others. Within Education and Enrichment, Golden residents reported lower levels of participating in religious or spiritual events or activities but higher levels of attending City-sponsored events than residents in comparison communities. Community Engagement rates were generally similar to the rest of the country. More Golden residents reported that they had participated in a club or had contacted Golden elected officials in 2019 compared to 2016.



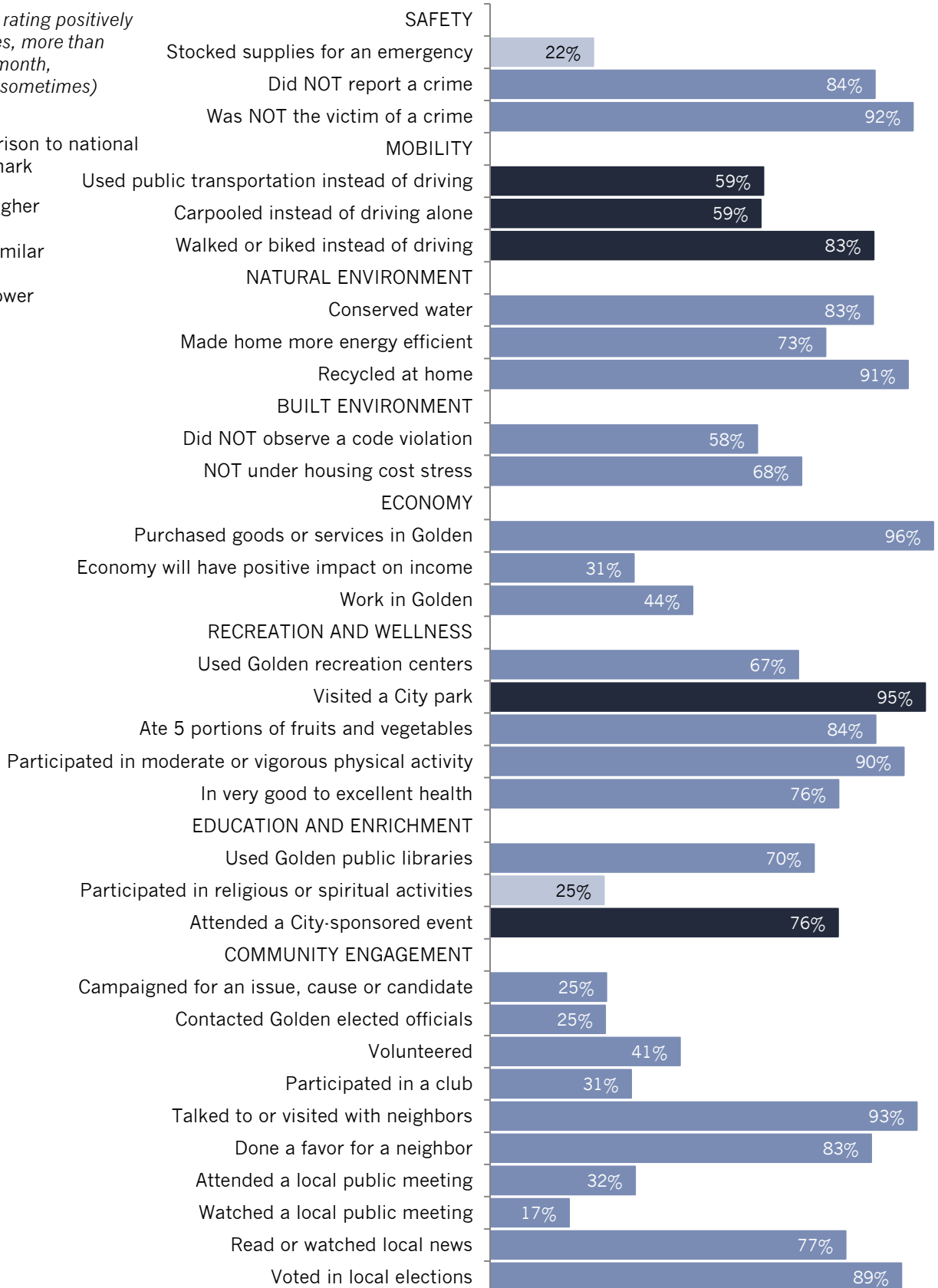
The National Community Survey™

Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower

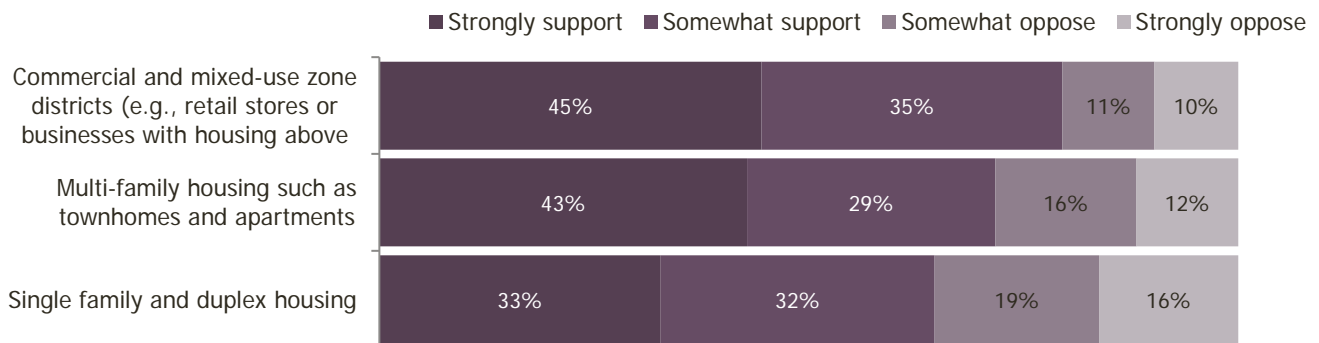


Special Topics

The City of Golden included four questions of special interest on The NCS. The questions addressed a range of topics, including building regulations, challenges in Golden, the proposed sale of the Astor house and proposed lodging taxes. A majority of Golden residents expressed support for the City adopting additional architectural design requirements for Commercial and mixed-use zone districts (80% indicating support), multi-family housing (72%) and for single family and duplex housing (65%).

Figure 4: Building Regulations

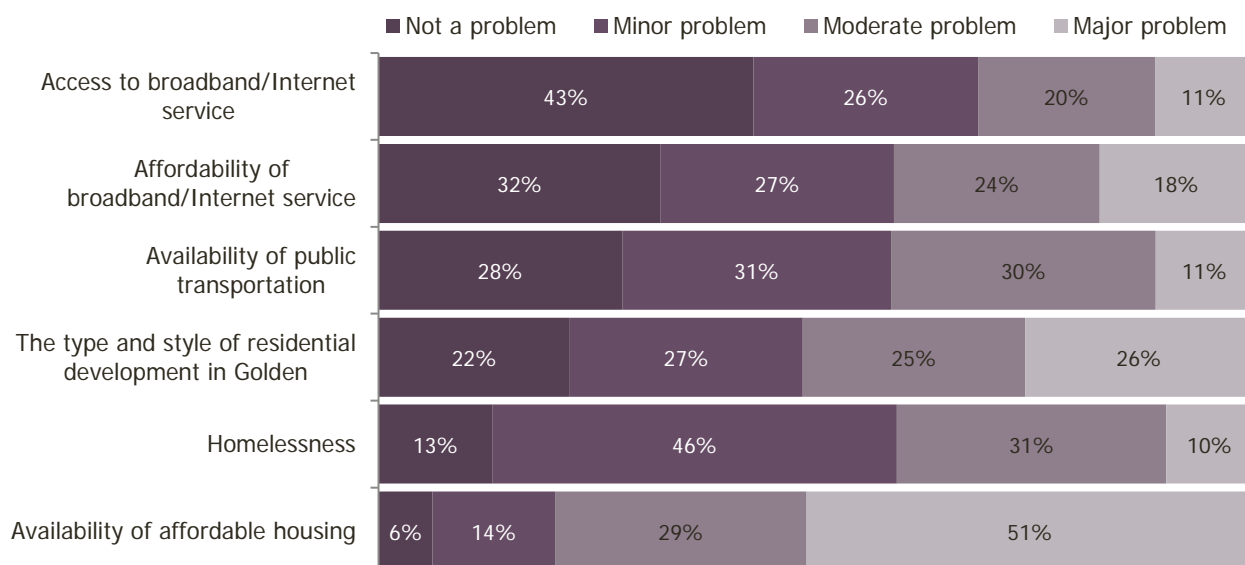
The City of Golden currently regulates the height, bulk and setback of buildings. Some cities have additional regulations regarding design, such as building materials, color and/or other architectural elements (similar to how an HOA functions). How much would you support or oppose the City of Golden adopting additional architectural design requirements for each of the following types of construction?



Golden residents assessed the extent to which various items were problematic in Golden. A majority of respondents felt that each item was at least a minor problem in Golden: the availability of affordable housing was seen as a major problem by about half of the respondents, and the type and style of residential development in Golden was also assessed as a problem.

Figure 5: Current Challenges

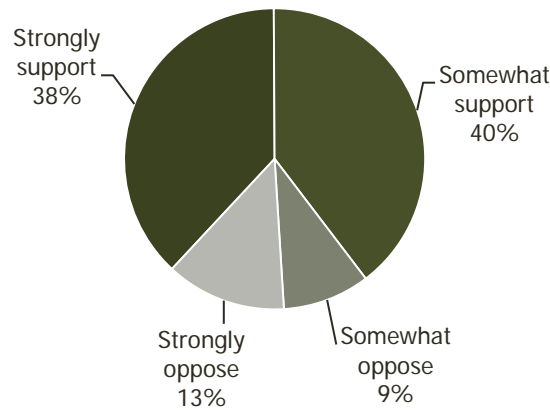
Please indicate the extent to which you think each of the following are a problem, if at all, in the City of Golden:



The City also sought resident opinion on the potential sale of the Astor House. About 78% of residents indicated support for the sale of the historic property, with 38% indicating strong support for the sale. Only about 1 in 10 residents indicated strong opposition.

Figure 6: Proposed sale of Astor House

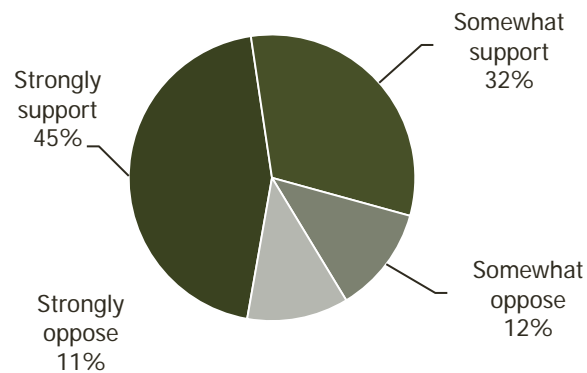
The City of Golden currently owns the Historic Astor House, located Downtown on 12th and Arapahoe, which is a 150 year-old structure previously used as a hotel and boarding house for over a century. Currently the building is unused and requires at least \$500,000 in investments to make it habitable. The City is considering placing a proposal for the sale of the Astor House property on the ballot, which would require the new owner to ensure historic preservation, require significant community use of the property, and include a large investment from the owner. However, the property would no longer be owned by the City. Knowing this tradeoff, how much would you support or oppose the sale of the property?



In the final special interest question; residents were given the opportunity to express their opinions regarding a potential lodging tax. About 77% of respondents supported instituting a lodging tax to visitors staying in hotels, bed and breakfasts and short-term rentals in Golden.

Figure 7: Proposed Lodging Tax

The City of Golden is considering enacting a lodging tax for visitors staying in hotels, bed and breakfasts and short-term rentals. Funds from this tax would be dedicated to offsetting visitors' impact on the city by investing in projects such as: infrastructure, environmental, open space, parks, cultural and/or community resources. How much would you support or oppose the City of Golden enacting a lodging tax on visitors?



Conclusions

Golden remains a great place to visit and live

More than 9 in 10 residents rated Golden as excellent or good place to live and a similar number gave positive marks to the overall image of the City, their neighborhoods and Golden as a place to raise children. The opportunities in the city for health, recreation, fitness and social events were rated higher than those in other communities across the nation. Mobility options for cycling, walking and paths and trails also were regarded very positively and exceeded national benchmarks. Further, almost all residents felt Golden was a great place to visit. Golden's vibrant downtown, shopping and public places were rated highly and above the nation. The overall appearance of the city also received outstanding marks. Almost all Golden residents reported feeling safe in the city. These strong ratings tended to remain stable from 2016 to 2019.

Golden's economy is strong but the community faces affordability and mobility challenges

Residents gave Golden's economy high marks. About 80% of residents rated the community as excellent or good in terms of overall economic health and its vibrant downtown while 73% thought Golden was an excellent or good place to work. Golden was given especially strong marks as a place to visit (91%). All these aspects were scored above the nation. Although ratings for Golden as a place to work, shopping opportunities and economic development decreased from 2016, all other economic indicators on the survey remained stable since 2016.

With strong economies and attractive communities comes scarcity. One of the biggest challenges found in this survey was affordability. Only 19% rated the cost of living in Golden as excellent or good, a decrease from 2016. The lack of affordability was most evident in the assessments given to affordable housing with only 15% of respondents giving a positive rating, lower than the national norm. Related, the variety of housing options was rated positively by fewer than 30%, which was lower than the national benchmark comparisons and represented a decrease over time.

A thriving economy has increased growth and also has lessened mobility in the town; several aspects of Mobility trended down from 2016 to 2019. Those indicators of mobility that decreased in 2019 included perception of traffic flow, travel by car, travel by public transportation, public parking, traffic enforcement and bus or transit services. While some might argue that these types of mobility issues are a good problem to have, as they are symptomatic of a popular destination, they could also be detrimental to the overall community livability for residents.

However, many services related to Mobility were perceived positively by a majority of residents and ratings for snow removal and street lighting were higher than the national averages. Ratings for snow removal increased from 2016 to 2019. Further, ratings for the ease of travel by bicycle, ease of walking and paths and walking trails were higher than the benchmarks.

Perhaps due to the thriving economy and growth, residents prioritize the Natural Environment and Built Environment in Golden

As in 2016, Natural Environment was selected as a top item of focus for the Golden community in the next two years; about 90% of residents indicated it was essential or very important to them. Ratings for overall natural environment and natural areas preservation both received high quality scores (91% and 75% respectively) and were higher than the national norms. Other aspects of the Natural Environment that also received assessments higher than the national benchmarks included the cleanliness of Golden and open space. However, while ratings for Natural Environment were strong (and no assessments were lower than the national benchmarks), ratings declined in 2019 compared to 2016 for air quality, open space and natural areas preservation. Ratings for drinking water increased during this same time period. All other aspects of Natural Environment remained stable over time.

Survey respondents also identified Built Environment as a top community focus area. Ratings within this facet tended to be a mix of positive and negative assessments. For instance, while 87% gave high marks to public places in Golden (higher than national averages), far fewer gave positive assessments to housing options (29%) and affordably quality housing (15%) as mentioned earlier. Residents gave lower ratings to the overall quality of new development in Golden, housing options, the overall built environment, land use, planning and zoning and to code enforcement in 2016 compared to 2019. About half of respondents felt that the type and style of residential development in Golden was a problem. This may be why a strong majority of Golden residents supported the City adopting additional building regulations.



THE NCSTM
The National Community SurveyTM

Golden, CO

Trends over Time

2019



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2019 ratings for the City of Golden to its previous survey results in 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Golden represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2016 and 2019 surveys, otherwise the comparisons between 2016 and 2019 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Golden for 2019 generally remained stable. Of the 134 items for which comparisons were available, 87 items were rated similarly in 2016 and 2019, 43 items showed a decrease in ratings and 4 showed an increase in ratings. Notable trends over time included the following:

- Aspects of Community Characteristics showed downward trends across all facets of community livability. Mobility showed the higher number of decreased ratings; Golden residents gave less favorable ratings to traffic flow, ease of travel by car, travel by public transportation and public parking in 2019 compared to 2016.
- The pillar of Governance also experienced declining ratings across each facet – the highest concentration of decreased ratings was for general aspects of Governance. Survey respondents gave less positive assessments to the overall direction of Golden, the job the government does at welcoming citizen involvement, acting in the best interest of Golden, being honest, treating all residents fairly and to overall confidence in City Government in 2019. However, residents gave more positive assessments to snow removal and drinking water compared to 2016 results.
- Most aspects of Participation remained stable over time. Ratings declined for the overall sense of community and fewer residents reported that they had participated in religious or spiritual events or activities in 2019 compared to 2016. More survey respondents reported that they had participated in a club or had contacted Golden elected officials in 2019 compared to 2016.

The National Community Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2019 rating compared to 2016	Comparison to benchmark	
	2016	2019		2016	2019
Overall quality of life	94%	93%	Similar	Higher	Higher
Overall image	93%	92%	Similar	Higher	Higher
Place to live	95%	96%	Similar	Higher	Higher
Neighborhood	87%	90%	Similar	Similar	Similar
Place to raise children	94%	90%	Similar	Higher	Higher
Place to retire	81%	72%	Lower	Higher	Higher
Overall appearance	92%	93%	Similar	Higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Safety	Overall feeling of safety	95%	90%	Lower	Higher	Similar
	Safe in neighborhood	97%	97%	Similar	Similar	Similar
	Safe downtown/commercial area	98%	96%	Similar	Similar	Similar
Mobility	Overall ease of travel	79%	76%	Similar	Similar	Similar
	Paths and walking trails	92%	93%	Similar	Much higher	Much higher
	Ease of walking	87%	89%	Similar	Higher	Much higher
	Travel by bicycle	80%	77%	Similar	Higher	Higher
	Travel by public transportation	45%	32%	Lower	Similar	Similar
	Travel by car	70%	59%	Lower	Similar	Similar
	Public parking	56%	41%	Lower	Similar	Similar
	Traffic flow	59%	50%	Lower	Similar	Similar
	Overall natural environment	92%	91%	Similar	Higher	Higher
	Cleanliness	92%	91%	Similar	Higher	Higher
Natural Environment	Air quality	84%	78%	Lower	Similar	Similar
	Overall built environment	75%	69%	Lower	Similar	Similar
Built Environment	New development in Golden	65%	47%	Lower	Similar	Similar
	Affordable quality housing	19%	15%	Similar	Lower	Lower
	Housing options	44%	29%	Lower	Similar	Lower
	Public places	89%	87%	Similar	Higher	Higher
	Overall economic health	87%	82%	Similar	Higher	Higher
Economy	Vibrant downtown/commercial area	82%	81%	Similar	Much higher	Much higher
	Business and services	75%	72%	Similar	Similar	Similar
	Cost of living	29%	19%	Lower	Similar	Lower

The National Community Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
	Shopping opportunities	62%	56%	Lower	Similar	Similar
	Employment opportunities	40%	38%	Similar	Similar	Similar
	Place to visit	91%	91%	Similar	Much higher	Much higher
	Place to work	80%	73%	Lower	Higher	Higher
Recreation and Wellness	Health and wellness	87%	83%	Similar	Higher	Higher
	Mental health care	55%	42%	Lower	Similar	Similar
	Preventive health services	72%	60%	Lower	Similar	Similar
	Health care	71%	57%	Lower	Similar	Similar
	Food	75%	68%	Lower	Similar	Similar
	Recreational opportunities	91%	90%	Similar	Much higher	Much higher
	Fitness opportunities	89%	88%	Similar	Higher	Higher
	Education and enrichment opportunities	82%	79%	Similar	Similar	Similar
Education and Enrichment	Religious or spiritual events and activities	84%	74%	Lower	Similar	Similar
	Cultural/arts/music activities	75%	72%	Similar	Higher	Similar
	Adult education	68%	64%	Similar	Similar	Similar
	K-12 education	82%	70%	Lower	Similar	Similar
	Child care/preschool	57%	41%	Lower	Similar	Similar
	Social events and activities	84%	76%	Lower	Higher	Higher
Community Engagement	Neighborliness	77%	73%	Similar	Higher	Similar
	Openness and acceptance	69%	61%	Lower	Similar	Similar
	Opportunities to participate in community matters	82%	77%	Similar	Higher	Similar
	Opportunities to volunteer	81%	76%	Lower	Similar	Similar

The National Community Survey™

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2019 rating compared to 2016	Comparison to benchmark	
	2016	2019		2016	2019
Services provided by Golden	89%	84%	Similar	Higher	Similar
Customer service	86%	83%	Similar	Similar	Similar
Value of services for taxes paid	74%	71%	Similar	Higher	Higher
Overall direction	71%	59%	Lower	Similar	Similar
Welcoming resident involvement	79%	69%	Lower	Higher	Higher
Confidence in City government	73%	62%	Lower	Higher	Similar
Acting in the best interest of Golden	75%	64%	Lower	Higher	Similar
Being honest	76%	69%	Lower	Higher	Similar
Treating all residents fairly	71%	65%	Lower	Higher	Similar
Services provided by the Federal Government	52%	39%	Lower	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Safety	Police	90%	88%	Similar	Similar	Similar
	Fire	96%	96%	Similar	Similar	Similar
	Ambulance/EMS	94%	94%	Similar	Similar	Similar
	Crime prevention	88%	78%	Lower	Higher	Similar
	Fire prevention	85%	83%	Similar	Similar	Similar
	Animal control	74%	74%	Similar	Similar	Similar
	Emergency preparedness	64%	62%	Similar	Similar	Similar
Mobility	Traffic enforcement	69%	63%	Lower	Similar	Similar
	Street repair	54%	58%	Similar	Similar	Similar
	Street cleaning	73%	77%	Similar	Similar	Similar
	Street lighting	72%	77%	Similar	Similar	Higher
	Snow removal	66%	82%	Higher	Similar	Higher
	Sidewalk maintenance	66%	66%	Similar	Similar	Similar
	Traffic signal timing	57%	53%	Similar	Similar	Similar
	Bus or transit services	71%	51%	Lower	Higher	Similar
Natural Environment	Garbage collection	83%	80%	Similar	Similar	Similar
	Recycling	76%	73%	Similar	Similar	Similar
	Yard waste pick-up	68%	69%	Similar	Similar	Similar
	Drinking water	77%	82%	Higher	Similar	Similar
	Natural areas preservation	80%	75%	Lower	Higher	Higher
Built Environment	Open space	86%	80%	Lower	Higher	Higher
	Storm drainage	76%	77%	Similar	Similar	Similar
	Sewer services	86%	90%	Similar	Similar	Similar

The National Community Survey™

		Percent rating positively (e.g., excellent/good)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
	Power utility	89%	87%	Similar	Similar	Similar
	Utility billing	82%	80%	Similar	Similar	Similar
	Land use, planning and zoning	64%	44%	Lower	Similar	Similar
	Code enforcement	60%	51%	Lower	Similar	Similar
	Cable television	64%	59%	Similar	Similar	Similar
Economy	Economic development	73%	66%	Lower	Higher	Similar
Recreation and Wellness	City parks	94%	92%	Similar	Higher	Higher
	Recreation programs	88%	83%	Similar	Higher	Higher
	Recreation centers	89%	83%	Lower	Higher	Higher
	Health services	74%	66%	Lower	Similar	Similar
Education and Enrichment	Special events	87%	80%	Lower	Higher	Higher
Community Engagement	Public libraries	86%	90%	Similar	Similar	Similar
	Public information	81%	79%	Similar	Higher	Similar

Table 5: Participation General

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
	Sense of community	82%	72%	Lower	Higher	Similar
	Recommend Golden	94%	91%	Similar	Similar	Similar
	Remain in Golden	87%	86%	Similar	Similar	Similar
	Contacted Golden employees	48%	47%	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Safety	Stocked supplies for an emergency	24%	22%	Similar	Lower	Lower
	Did NOT report a crime	82%	84%	Similar	Similar	Similar
	Was NOT the victim of a crime	90%	92%	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	60%	59%	Similar	Much higher	Much higher
	Carpooled instead of driving alone	58%	59%	Similar	Higher	Higher
	Walked or biked instead of driving	80%	83%	Similar	Much higher	Much higher
Natural Environment	Conserved water	82%	83%	Similar	Similar	Similar
	Made home more energy efficient	71%	73%	Similar	Similar	Similar
	Recycled at home	88%	91%	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	61%	58%	Similar	Similar	Similar
	NOT under housing cost stress	67%	68%	Similar	Similar	Similar

The National Community Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Economy	Purchased goods or services in Golden Economy will have positive impact on income	98%	96%	Similar	Similar	Similar
	Work in Golden	45%	44%	Similar	Similar	Similar
	Used Golden recreation centers	71%	67%	Similar	Higher	Similar
Recreation and Wellness	Visited a City park	96%	95%	Similar	Higher	Higher
	Ate 5 portions of fruits and vegetables	86%	84%	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	94%	90%	Similar	Similar	Similar
	In very good to excellent health	74%	76%	Similar	Similar	Similar
Education and Enrichment	Used Golden public libraries	68%	70%	Similar	Similar	Similar
	Participated in religious or spiritual activities	35%	25%	Lower	Lower	Much lower
	Attended a City-sponsored event	80%	76%	Similar	Much higher	Much higher
Community Engagement	Campaigned for an issue, cause or candidate	28%	25%	Similar	Similar	Similar
	Contacted Golden elected officials	20%	25%	Higher	Similar	Similar
	Volunteered	41%	41%	Similar	Similar	Similar
	Participated in a club	25%	31%	Higher	Similar	Similar
	Talked to or visited with neighbors	94%	93%	Similar	Similar	Similar
	Done a favor for a neighbor	86%	83%	Similar	Similar	Similar
	Attended a local public meeting	29%	32%	Similar	Similar	Similar
	Watched a local public meeting	20%	17%	Similar	Similar	Similar
	Read or watched local news	79%	77%	Similar	Similar	Similar
	Voted in local elections	88%	89%	Similar	Similar	Similar



THE NCSTM
The National Community SurveyTM

Golden, CO

Supplemental Online Survey Results

2019



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

About this Report.....	1
Complete Survey Responses.....	2



The National Community Survey™
© 2001-2019 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About this Report

As part of its participation in The National Community Survey™, the City of Golden conducted a mailed survey of 2,200 residents. Surveys were mailed to randomly selected households on June 17, 2019 and data were collected through August 2, 2019 (see the report, *The National Community Survey: Community Livability Report, Golden, CO, 2019*). The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey from July 18, 2019 to August 2, 2019 and 226 surveys were received. This report contains the results of this opt-in administration of the web-based survey. These data were not collected through a random sample and it is unknown who in the community was aware of link on the City's website; therefore a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were weighted to match the demographic characteristics of the 2010 Census and American Community Survey estimates for adults in the City of Golden. The results of the weighting scheme for the opt-in survey are presented in the following table.

Table 1: Golden, CO 2019 Opt-in Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	42%	12%	36%
Own home	58%	88%	64%
Detached unit*	55%	83%	61%
Attached unit*	45%	17%	39%
Race and Ethnicity			
White	92%	91%	88%
Not white	8%	9%	12%
Not Hispanic	95%	98%	96%
Hispanic	5%	2%	4%
White alone, not Hispanic	85%	89%	84%
Hispanic and/or other race	15%	11%	16%
Sex and Age			
Female	46%	62%	50%
Male	54%	38%	50%
18-34 years of age	36%	11%	27%
35-54 years of age	35%	35%	34%
55+ years of age	29%	54%	39%
Females 18-34	14%	6%	14%
Females 35-54	17%	27%	18%
Females 55+	15%	29%	18%
Males 18-34	22%	5%	15%
Males 35-54	18%	9%	17%
Males 55+	17%	24%	18%
AREA			
Ward 1	27%	14%	14%
Ward 2	26%	17%	17%
Ward 3	24%	36%	38%
Ward 4	23%	24%	22%

* U.S. Census Bureau, ACS 2017 5-year estimates

Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Responses excluding “don’t know”

Table 2: Question 1

Please rate each of the following aspects of quality of life in Golden:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Golden as a place to live	50%	N=113	44%	N=98	6%	N=13	0%	N=0	100%	N=224
Your neighborhood as a place to live	48%	N=100	46%	N=95	6%	N=12	0%	N=0	100%	N=208
Golden as a place to raise children	52%	N=80	40%	N=61	7%	N=10	2%	N=3	100%	N=153
Golden as a place to work	34%	N=54	46%	N=73	16%	N=25	3%	N=5	100%	N=157
Golden as a place to visit	55%	N=105	41%	N=78	3%	N=5	1%	N=3	100%	N=190
Golden as a place to retire	37%	N=62	46%	N=78	8%	N=14	9%	N=16	100%	N=170
The overall quality of life in Golden	36%	N=73	56%	N=115	8%	N=17	0%	N=0	100%	N=205

Table 3: Question 2

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Golden	48%	N=106	42%	N=91	7%	N=15	3%	N=7	100%	N=219
Overall ease of getting to the places you usually have to visit	25%	N=51	43%	N=89	26%	N=54	6%	N=13	100%	N=207
Quality of overall natural environment in Golden	48%	N=98	45%	N=91	6%	N=12	1%	N=3	100%	N=204
Overall "built environment" of Golden (including overall design, buildings, parks and transportation systems)	11%	N=23	48%	N=99	34%	N=70	7%	N=13	100%	N=205
Health and wellness opportunities in Golden	40%	N=82	49%	N=99	10%	N=21	1%	N=1	100%	N=202
Overall opportunities for education and enrichment	36%	N=70	47%	N=94	16%	N=32	1%	N=2	100%	N=197
Overall economic health of Golden	31%	N=59	50%	N=94	17%	N=32	2%	N=4	100%	N=189
Sense of community	33%	N=67	38%	N=78	24%	N=49	5%	N=11	100%	N=205
Overall image or reputation of Golden	41%	N=82	50%	N=100	8%	N=16	2%	N=3	100%	N=202

Table 4: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Golden to someone who asks	51%	N=110	38%	N=80	7%	N=15	4%	N=8	100%	N=214
Remain in Golden for the next five years	60%	N=117	19%	N=38	14%	N=27	8%	N=15	100%	N=197

The National Community Survey™

Table 5: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	74%	N=149	20%	N=40	2%	N=3	4%	N=8	0%	N=0	100%	N=200
In Golden's downtown/commercial area during the day	72%	N=143	23%	N=45	1%	N=3	4%	N=8	0%	N=0	100%	N=199

Table 6: Question 5

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	6%	N=13	44%	N=93	32%	N=69	17%	N=37	100%	N=212
Ease of public parking	12%	N=23	33%	N=66	36%	N=72	19%	N=39	100%	N=201
Ease of travel by car in Golden	16%	N=32	40%	N=81	34%	N=67	10%	N=19	100%	N=200
Ease of travel by public transportation in Golden	2%	N=4	25%	N=40	31%	N=51	42%	N=67	100%	N=161
Ease of travel by bicycle in Golden	19%	N=31	46%	N=74	28%	N=45	7%	N=11	100%	N=161
Ease of walking in Golden	38%	N=75	50%	N=100	9%	N=19	2%	N=4	100%	N=198
Availability of paths and walking trails	48%	N=96	44%	N=88	6%	N=12	1%	N=2	100%	N=198
Air quality	27%	N=53	56%	N=109	14%	N=28	3%	N=5	100%	N=195
Cleanliness of Golden	34%	N=67	58%	N=113	5%	N=10	2%	N=4	100%	N=194
Overall appearance of Golden	38%	N=73	56%	N=109	6%	N=12	0%	N=0	100%	N=194
Public places where people want to spend time	42%	N=79	49%	N=92	7%	N=14	2%	N=4	100%	N=190
Variety of housing options	10%	N=18	25%	N=45	33%	N=59	32%	N=59	100%	N=181
Availability of affordable quality housing	4%	N=6	17%	N=30	22%	N=38	58%	N=102	100%	N=176
Fitness opportunities (including exercise classes and paths or trails, etc.)	49%	N=94	44%	N=83	7%	N=13	1%	N=1	100%	N=190
Recreational opportunities	59%	N=116	35%	N=69	6%	N=11	0%	N=0	100%	N=196
Availability of affordable quality food	22%	N=43	49%	N=96	25%	N=48	4%	N=9	100%	N=195
Availability of affordable quality health care	17%	N=29	42%	N=72	34%	N=58	7%	N=12	100%	N=171
Availability of preventive health services	19%	N=28	46%	N=68	29%	N=43	6%	N=9	100%	N=148
Availability of affordable quality mental health care	12%	N=12	22%	N=20	49%	N=46	16%	N=15	100%	N=94

Table 7: Question 6

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	11%	N=8	38%	N=26	28%	N=19	23%	N=15	100%	N=68
K-12 education	21%	N=25	51%	N=61	22%	N=26	7%	N=8	100%	N=120
Adult educational opportunities	25%	N=32	44%	N=57	22%	N=29	9%	N=12	100%	N=130
Opportunities to attend cultural/arts/music activities	30%	N=57	55%	N=103	12%	N=23	3%	N=6	100%	N=189
Opportunities to participate in religious or spiritual events and activities	36%	N=46	54%	N=69	6%	N=7	4%	N=5	100%	N=127
Employment opportunities	14%	N=22	34%	N=53	44%	N=68	8%	N=13	100%	N=156
Shopping opportunities	17%	N=33	49%	N=95	29%	N=57	4%	N=9	100%	N=194
Cost of living in Golden	3%	N=6	27%	N=53	38%	N=73	32%	N=61	100%	N=193

The National Community Survey™

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall quality of business and service establishments in Golden	22%	N=43	60%	N=116	15%	N=30	3%	N=5	100%	N=194
Vibrant downtown/commercial area	43%	N=83	44%	N=85	10%	N=20	3%	N=6	100%	N=194
Overall quality of new development in Golden	11%	N=20	31%	N=57	34%	N=63	25%	N=47	100%	N=186
Opportunities to participate in social events and activities	32%	N=61	53%	N=101	13%	N=25	2%	N=5	100%	N=192
Opportunities to volunteer	40%	N=64	44%	N=70	13%	N=21	3%	N=5	100%	N=161
Opportunities to participate in community matters	39%	N=70	43%	N=77	11%	N=20	6%	N=11	100%	N=178
Openness and acceptance of the community toward people of diverse backgrounds	20%	N=34	41%	N=69	25%	N=42	15%	N=25	100%	N=169
Neighborliness of residents in Golden	19%	N=36	51%	N=100	24%	N=47	6%	N=11	100%	N=194

Table 8: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	8%	N=17	92%	N=183	100%	N=200
Made efforts to make your home more energy efficient	22%	N=45	78%	N=156	100%	N=200
Observed a code violation or other hazard in Golden (weeds, abandoned buildings, etc.)	43%	N=86	57%	N=113	100%	N=199
Household member was a victim of a crime in Golden	94%	N=189	6%	N=11	100%	N=200
Reported a crime to the police in Golden	82%	N=164	18%	N=36	100%	N=200
Stocked supplies in preparation for an emergency	78%	N=156	22%	N=44	100%	N=199
Campaigned or advocated for an issue, cause or candidate	50%	N=101	50%	N=99	100%	N=200
Contacted the City of Golden (in-person, phone, email or web) for help or information	36%	N=73	64%	N=127	100%	N=200
Contacted Golden elected officials (in-person, phone, email or web) to express your opinion	62%	N=123	38%	N=76	100%	N=199
Read the City's newsletter, The Informer	6%	N=11	94%	N=189	100%	N=200

Table 9: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Golden?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Golden recreation centers or their services	21%	N=42	15%	N=29	32%	N=62	32%	N=64	100%	N=197
Visited a neighborhood park or City park	37%	N=73	35%	N=69	23%	N=45	5%	N=11	100%	N=198
Used Golden public libraries or their services	14%	N=27	28%	N=55	23%	N=45	35%	N=69	100%	N=196
Participated in religious or spiritual activities in Golden	6%	N=12	12%	N=23	10%	N=20	72%	N=142	100%	N=197
Attended a City-sponsored event	4%	N=8	21%	N=40	65%	N=125	10%	N=19	100%	N=192
Used bus, rail, subway or other public transportation instead of driving	7%	N=14	14%	N=27	33%	N=63	46%	N=89	100%	N=194
Carpooled with other adults or children instead of driving alone	12%	N=24	19%	N=36	23%	N=44	47%	N=92	100%	N=196
Walked or biked instead of driving	38%	N=75	27%	N=53	23%	N=45	12%	N=24	100%	N=197
Volunteered your time to some group/activity in Golden	19%	N=36	20%	N=38	26%	N=51	36%	N=70	100%	N=196
Participated in a club	6%	N=11	12%	N=23	16%	N=31	67%	N=132	100%	N=197
Talked to or visited with your immediate neighbors	45%	N=89	28%	N=56	20%	N=40	6%	N=13	100%	N=197
Done a favor for a neighbor	17%	N=33	36%	N=69	30%	N=59	17%	N=34	100%	N=194

The National Community Survey™

Table 10: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	5%	N=10	16%	N=30	41%	N=80	38%	N=75	100%	N=195
Watched (online or on television) a local public meeting	5%	N=10	10%	N=19	27%	N=53	58%	N=113	100%	N=195

Table 11: Question 10

Please rate the quality of each of the following services in Golden:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	54%	N=87	35%	N=56	10%	N=16	1%	N=2	100%	N=161
Fire services	65%	N=89	32%	N=44	2%	N=3	0%	N=0	100%	N=137
Ambulance or emergency medical services	59%	N=61	36%	N=37	4%	N=4	2%	N=2	100%	N=104
Crime prevention	22%	N=29	63%	N=84	11%	N=14	4%	N=6	100%	N=132
Fire prevention and education	38%	N=43	50%	N=58	12%	N=13	1%	N=1	100%	N=115
Traffic enforcement	10%	N=16	45%	N=69	35%	N=53	10%	N=15	100%	N=153
Street repair	14%	N=25	54%	N=96	27%	N=48	6%	N=11	100%	N=178
Street cleaning	28%	N=47	54%	N=93	14%	N=25	4%	N=7	100%	N=172
Street lighting	15%	N=27	64%	N=114	19%	N=33	2%	N=4	100%	N=178
Snow removal	42%	N=75	38%	N=68	10%	N=17	10%	N=17	100%	N=178
Sidewalk maintenance	18%	N=32	53%	N=95	20%	N=36	9%	N=16	100%	N=179
Traffic signal timing	10%	N=18	55%	N=98	24%	N=43	11%	N=19	100%	N=178
Bus or transit services	9%	N=11	36%	N=43	27%	N=33	28%	N=33	100%	N=120
Garbage collection	28%	N=46	54%	N=90	10%	N=16	8%	N=13	100%	N=165
Recycling	27%	N=45	46%	N=76	16%	N=27	10%	N=17	100%	N=165
Yard waste pick-up	24%	N=28	51%	N=59	14%	N=16	11%	N=13	100%	N=116
Storm drainage	26%	N=43	58%	N=97	13%	N=22	3%	N=5	100%	N=166
Drinking water	50%	N=88	41%	N=74	5%	N=9	4%	N=7	100%	N=178
Sewer services	36%	N=58	55%	N=87	5%	N=7	4%	N=7	100%	N=159
Power (electric and/or gas) utility	29%	N=50	63%	N=110	7%	N=12	1%	N=2	100%	N=174
Utility billing	22%	N=37	64%	N=108	11%	N=19	3%	N=4	100%	N=169
City parks	53%	N=96	41%	N=73	3%	N=6	3%	N=5	100%	N=179
Recreation programs or classes	32%	N=42	51%	N=68	14%	N=19	4%	N=5	100%	N=135
Recreation centers or facilities	37%	N=54	52%	N=78	9%	N=14	2%	N=2	100%	N=148
Land use, planning and zoning	8%	N=12	29%	N=47	39%	N=64	25%	N=40	100%	N=163
Code enforcement (weeds, abandoned buildings, etc.)	8%	N=12	47%	N=69	24%	N=36	21%	N=31	100%	N=148
Animal control	25%	N=33	55%	N=72	14%	N=18	6%	N=8	100%	N=131
Economic development	18%	N=27	50%	N=75	18%	N=28	14%	N=21	100%	N=151
Health services	17%	N=19	54%	N=61	23%	N=26	7%	N=7	100%	N=114
Public library services	47%	N=70	47%	N=70	5%	N=8	1%	N=2	100%	N=150

The National Community Survey™

Please rate the quality of each of the following services in Golden:	Excellent		Good		Fair		Poor		Total	
Public information services	30%	N=45	47%	N=71	22%	N=33	2%	N=3	100%	N=151
Cable television	19%	N=16	48%	N=40	26%	N=22	7%	N=6	100%	N=84
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	23%	N=19	37%	N=31	26%	N=22	13%	N=11	100%	N=83
Preservation of natural areas such as open space, farmlands and greenbelts	25%	N=43	52%	N=89	16%	N=26	7%	N=12	100%	N=170
Golden open space	30%	N=54	56%	N=100	11%	N=19	3%	N=6	100%	N=179
City-sponsored special events	32%	N=53	52%	N=87	13%	N=22	2%	N=4	100%	N=166
Overall customer service by Golden employees (police, receptionists, planners, etc.)	42%	N=65	48%	N=73	9%	N=14	1%	N=1	100%	N=154

Table 12: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Golden	31%	N=51	56%	N=95	12%	N=20	1%	N=1	100%	N=168
The Federal Government	4%	N=6	36%	N=55	46%	N=70	15%	N=23	100%	N=155

Table 13: Question 12

Please rate the following categories of Golden government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Golden	25%	N=41	52%	N=83	19%	N=31	4%	N=6	100%	N=161
The overall direction that Golden is taking	12%	N=20	35%	N=59	35%	N=58	18%	N=30	100%	N=167
The job Golden government does at welcoming citizen involvement	27%	N=43	37%	N=59	28%	N=45	7%	N=12	100%	N=158
Overall confidence in Golden government	22%	N=36	38%	N=63	26%	N=43	15%	N=25	100%	N=167
Generally acting in the best interest of the community	21%	N=36	34%	N=56	27%	N=45	18%	N=31	100%	N=167
Being honest	24%	N=39	39%	N=62	22%	N=35	14%	N=23	100%	N=158
Treating all residents fairly	25%	N=39	38%	N=61	19%	N=30	18%	N=28	100%	N=158

Table 14: Question 13

Please rate how important, if at all, you think it is for the Golden community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Golden	55%	N=94	39%	N=66	5%	N=9	1%	N=2	100%	N=171
Overall ease of getting to the places you usually have to visit	42%	N=71	43%	N=73	15%	N=26	0%	N=0	100%	N=170
Quality of overall natural environment in Golden	57%	N=96	36%	N=61	6%	N=10	1%	N=2	100%	N=169
Overall "built environment" of Golden (including overall design, buildings, parks and transportation systems)	52%	N=88	39%	N=66	8%	N=14	1%	N=1	100%	N=169
Health and wellness opportunities in Golden	24%	N=41	41%	N=69	31%	N=52	5%	N=8	100%	N=169
Overall opportunities for education and enrichment	18%	N=30	45%	N=77	33%	N=55	4%	N=8	100%	N=169
Overall economic health of Golden	46%	N=77	40%	N=67	14%	N=23	1%	N=1	100%	N=168
Sense of community	41%	N=69	48%	N=80	11%	N=18	0%	N=0	100%	N=166

The National Community Survey™

Table 15: Question 14

The City of Golden currently regulates the height, bulk and setback of buildings. Some cities have additional regulations regarding design, such as building materials, color and/or other architectural elements (similar to how an HOA functions). How much would you support or oppose the City of Golden adopting additional architectural design requirements for each of the following types of construction?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	%	N	%	N	%	N	%	N	%	N
Commercial and mixed-use zone districts (e.g., retail stores or businesses with housing above)	57%	N=92	25%	N=41	10%	N=17	7%	N=11	100%	N=162
Multi-family housing such as townhomes and apartments	47%	N=76	31%	N=51	11%	N=17	11%	N=18	100%	N=161
Single family and duplex housing	47%	N=72	31%	N=48	13%	N=20	9%	N=14	100%	N=154

Table 16: Question 15

Please indicate the extent to which you think each of the following are a problem, if at all, in the City of Golden:	Not a problem		Minor problem		Moderate problem		Major problem		Total	
	%	N	%	N	%	N	%	N	%	N
Homelessness	14%	N=23	41%	N=67	30%	N=49	15%	N=26	100%	N=166
The type and style of residential development in Golden	12%	N=20	26%	N=43	30%	N=50	33%	N=56	100%	N=169
Access to broadband/Internet service	35%	N=57	27%	N=43	22%	N=36	17%	N=27	100%	N=163
Affordability of broadband/Internet service	21%	N=33	36%	N=56	28%	N=44	15%	N=23	100%	N=156
Availability of affordable housing	9%	N=14	18%	N=28	26%	N=41	48%	N=76	100%	N=159
Availability of public transportation	17%	N=26	32%	N=50	25%	N=39	27%	N=43	100%	N=158

Table 17: Question 16

The City of Golden currently owns the Historic Astor House, located Downtown on 12 th and Arapahoe, which is a 150 year-old structure previously used as a hotel and boarding house for over a century. Currently the building is unused and requires at least \$500,000 in investments to make it habitable. The City is considering placing a proposal for the sale of the Astor House property on the ballot, which would require the new owner to ensure historic preservation, require significant community use of the property, and include a large investment from the owner. However, the property would no longer be owned by the City. Knowing this tradeoff, how much would you support or oppose the sale of the property?	Percent	Number
	Strongly support	27%
Somewhat support	39%	N=65
Somewhat oppose	10%	N=17
Strongly oppose	24%	N=40
Total	100%	N=168

The National Community Survey™

Table 18: Question 17

The City of Golden is considering enacting a lodging tax for visitors staying in hotels, bed and breakfasts and short-term rentals. Funds from this tax would be dedicated to offsetting visitors' impact on the city by investing in projects such as: infrastructure, environmental, open space, parks, cultural and/or community resources. How much would you support or oppose the City of Golden enacting a lodging tax on visitors?	Percent	Number
Strongly support	50%	N=82
Somewhat support	29%	N=47
Somewhat oppose	9%	N=15
Strongly oppose	12%	N=20
Total	100%	N=164

Table 19: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=3	0%	N=1	2%	N=4	23%	N=40	72%	N=123	100%	N=170
Purchase goods or services from a business located in Golden	0%	N=0	1%	N=1	28%	N=47	56%	N=95	15%	N=26	100%	N=169
Eat at least 5 portions of fruits and vegetables a day	3%	N=4	13%	N=23	29%	N=49	39%	N=66	16%	N=27	100%	N=169
Participate in moderate or vigorous physical activity	1%	N=1	5%	N=8	23%	N=38	47%	N=79	25%	N=43	100%	N=169
Read or watch local news (via television, paper, computer, etc.)	2%	N=3	4%	N=7	29%	N=50	31%	N=51	34%	N=58	100%	N=169
Vote in local elections	0%	N=0	0%	N=0	6%	N=10	10%	N=17	84%	N=142	100%	N=169

Table 20: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	35%	N=59
Very good	43%	N=72
Good	16%	N=27
Fair	5%	N=9
Poor	1%	N=1
Total	100%	N=168

Table 21: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	9%	N=15
Somewhat positive	22%	N=38
Neutral	58%	N=98
Somewhat negative	8%	N=13
Very negative	3%	N=4
Total	100%	N=168

The National Community Survey™

Table 22: Question D4

What is your employment status?	Percent	Number
Working full time for pay	59%	N=99
Working part time for pay	18%	N=30
Unemployed, looking for paid work	1%	N=1
Unemployed, not looking for paid work	2%	N=3
Fully retired	21%	N=36
Total	100%	N=169

Table 23: Question D5

Do you work inside the boundaries of Golden?	Percent	Number
Yes, outside the home	37%	N=59
Yes, from home	16%	N=25
No	47%	N=76
Total	100%	N=160

Table 24: Question D6

How many years have you lived in Golden?	Percent	Number
Less than 2 years	8%	N=14
2 to 5 years	19%	N=33
6 to 10 years	15%	N=26
11 to 20 years	18%	N=30
More than 20 years	39%	N=67
Total	100%	N=169

Table 25: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	60%	N=118
Building with two or more homes (duplex, townhome, apartment or condominium)	38%	N=74
Mobile home	1%	N=2
Other	1%	N=2
Total	100%	N=196

Table 26: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	36%	N=70
Owned	64%	N=124
Total	100%	N=194

The National Community Survey™

Table 27: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	7%	N=12
\$300 to \$599 per month	13%	N=21
\$600 to \$999 per month	7%	N=11
\$1,000 to \$1,499 per month	18%	N=29
\$1,500 to \$2,499 per month	39%	N=62
\$2,500 or more per month	16%	N=25
Total	100%	N=160

Table 28: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	78%	N=120
Yes	22%	N=33
Total	100%	N=153

Table 29: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	73%	N=122
Yes	27%	N=45
Total	100%	N=167

Table 30: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	7%	N=12
\$25,000 to \$49,999	12%	N=19
\$50,000 to \$99,999	26%	N=42
\$100,000 to \$149,999	26%	N=42
\$150,000 or more	29%	N=47
Total	100%	N=161

Table 31: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=160
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=6
Total	100%	N=166

The National Community Survey™

Table 32: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=4
Asian, Asian Indian or Pacific Islander	4%	N=6
Black or African American	2%	N=3
White	93%	N=154
Other	4%	N=7

Total may exceed 100% as respondents could select more than one option.

Table 33: Question D15

In which category is your age?	Percent	Number
18 to 24 years	9%	N=20
25 to 34 years	18%	N=42
35 to 44 years	18%	N=41
45 to 54 years	16%	N=36
55 to 64 years	22%	N=49
65 to 74 years	12%	N=27
75 years or older	5%	N=12
Total	100%	N=226

Table 34: Question D16

What is your sex?	Percent	Number
Female	50%	N=97
Male	50%	N=98
Total	100%	N=195

Table 35: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	74%	N=126
Land line	8%	N=14
Both	17%	N=29
Total	100%	N=169

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=“).

Table 36: Question 1

Please rate each of the following aspects of quality of life in Golden:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Golden as a place to live	50%	N=113	43%	N=98	6%	N=13	0%	N=0	1%	N=2	100%	N=226
Your neighborhood as a place to live	48%	N=100	45%	N=95	6%	N=12	0%	N=0	1%	N=2	100%	N=210
Golden as a place to raise children	39%	N=80	30%	N=61	5%	N=10	1%	N=3	25%	N=52	100%	N=205
Golden as a place to work	26%	N=54	35%	N=73	12%	N=25	3%	N=5	24%	N=49	100%	N=206
Golden as a place to visit	52%	N=105	39%	N=78	2%	N=5	1%	N=3	6%	N=11	100%	N=201
Golden as a place to retire	30%	N=62	38%	N=78	7%	N=14	8%	N=16	17%	N=35	100%	N=205
The overall quality of life in Golden	35%	N=73	56%	N=115	8%	N=17	0%	N=0	1%	N=2	100%	N=206

Table 37: Question 2

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Golden	48%	N=106	41%	N=91	7%	N=15	3%	N=7	1%	N=2	100%	N=221
Overall ease of getting to the places you usually have to visit	25%	N=51	42%	N=89	26%	N=54	6%	N=13	1%	N=2	100%	N=209
Quality of overall natural environment in Golden	48%	N=98	44%	N=91	6%	N=12	1%	N=3	1%	N=2	100%	N=206
Overall "built environment" of Golden (including overall design, buildings, parks and transportation systems)	11%	N=23	48%	N=99	34%	N=70	6%	N=13	1%	N=2	100%	N=207
Health and wellness opportunities in Golden	39%	N=82	48%	N=99	10%	N=21	1%	N=1	2%	N=4	100%	N=207
Overall opportunities for education and enrichment	34%	N=70	45%	N=94	15%	N=32	1%	N=2	4%	N=9	100%	N=207
Overall economic health of Golden	29%	N=59	45%	N=94	16%	N=32	2%	N=4	8%	N=17	100%	N=207
Sense of community	32%	N=67	38%	N=78	23%	N=49	5%	N=11	1%	N=2	100%	N=207
Overall image or reputation of Golden	40%	N=82	49%	N=100	8%	N=16	2%	N=3	2%	N=4	100%	N=206

Table 38: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Golden to someone who asks	51%	N=110	37%	N=80	7%	N=15	4%	N=8	1%	N=2	100%	N=216
Remain in Golden for the next five years	58%	N=117	19%	N=38	13%	N=27	7%	N=15	3%	N=6	100%	N=203

Table 39: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	73%	N=149	20%	N=40	2%	N=3	4%	N=8	0%	N=0	2%	N=3	100%	N=203
In Golden's downtown/commercial area during the day	71%	N=143	22%	N=45	1%	N=3	4%	N=8	0%	N=0	2%	N=3	100%	N=203

The National Community Survey™

Table 40: Question 5

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	6%	N=13	44%	N=93	32%	N=69	17%	N=37	0%	N=0	100%	N=212
Ease of public parking	12%	N=23	33%	N=66	36%	N=72	19%	N=39	0%	N=0	100%	N=201
Ease of travel by car in Golden	16%	N=32	40%	N=81	34%	N=67	10%	N=19	0%	N=0	100%	N=200
Ease of travel by public transportation in Golden	2%	N=4	20%	N=40	25%	N=51	34%	N=67	19%	N=39	100%	N=200
Ease of travel by bicycle in Golden	16%	N=31	37%	N=74	23%	N=45	6%	N=11	18%	N=37	100%	N=198
Ease of walking in Golden	38%	N=75	50%	N=100	9%	N=19	2%	N=4	0%	N=0	100%	N=198
Availability of paths and walking trails	48%	N=96	44%	N=88	6%	N=12	1%	N=2	0%	N=0	100%	N=198
Air quality	27%	N=53	55%	N=109	14%	N=28	2%	N=5	2%	N=3	100%	N=198
Cleanliness of Golden	34%	N=67	58%	N=113	5%	N=10	2%	N=4	0%	N=0	100%	N=194
Overall appearance of Golden	38%	N=73	56%	N=109	6%	N=12	0%	N=0	0%	N=0	100%	N=194
Public places where people want to spend time	42%	N=79	49%	N=92	7%	N=14	2%	N=4	0%	N=0	100%	N=190
Variety of housing options	9%	N=18	24%	N=45	31%	N=59	30%	N=59	6%	N=11	100%	N=192
Availability of affordable quality housing	3%	N=6	15%	N=30	20%	N=38	52%	N=102	10%	N=20	100%	N=196
Fitness opportunities (including exercise classes and paths or trails, etc.)	48%	N=94	42%	N=83	7%	N=13	1%	N=1	3%	N=6	100%	N=196
Recreational opportunities	59%	N=116	35%	N=69	6%	N=11	0%	N=0	0%	N=0	100%	N=196
Availability of affordable quality food	22%	N=43	49%	N=96	24%	N=48	4%	N=9	0%	N=1	100%	N=196
Availability of affordable quality health care	15%	N=29	37%	N=72	30%	N=58	6%	N=12	13%	N=26	100%	N=197
Availability of preventive health services	14%	N=28	35%	N=68	22%	N=43	5%	N=9	24%	N=48	100%	N=197
Availability of affordable quality mental health care	6%	N=12	10%	N=20	24%	N=46	8%	N=15	52%	N=102	100%	N=197

Table 41: Question 6

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	4%	N=8	13%	N=26	10%	N=19	8%	N=15	66%	N=131	100%	N=199
K-12 education	13%	N=25	31%	N=61	13%	N=26	4%	N=8	39%	N=77	100%	N=197
Adult educational opportunities	17%	N=32	30%	N=57	15%	N=29	6%	N=12	32%	N=62	100%	N=192
Opportunities to attend cultural/arts/music activities	29%	N=57	53%	N=103	12%	N=23	3%	N=6	3%	N=5	100%	N=194
Opportunities to participate in religious or spiritual events and activities	23%	N=46	35%	N=69	4%	N=7	2%	N=5	35%	N=69	100%	N=196
Employment opportunities	11%	N=22	27%	N=53	35%	N=68	6%	N=13	20%	N=40	100%	N=196
Shopping opportunities	17%	N=33	49%	N=95	29%	N=57	4%	N=9	0%	N=1	100%	N=195
Cost of living in Golden	3%	N=6	27%	N=53	37%	N=73	31%	N=61	2%	N=3	100%	N=196
Overall quality of business and service establishments in Golden	22%	N=43	59%	N=116	15%	N=30	3%	N=5	1%	N=2	100%	N=196
Vibrant downtown/commercial area	43%	N=83	44%	N=85	10%	N=20	3%	N=6	0%	N=0	100%	N=194

The National Community Survey™

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall quality of new development in Golden	10%	N=20	29%	N=57	32%	N=63	24%	N=47	5%	N=10	100%	N=196
Opportunities to participate in social events and activities	32%	N=61	52%	N=101	13%	N=25	2%	N=5	1%	N=3	100%	N=195
Opportunities to volunteer	33%	N=64	36%	N=70	11%	N=21	3%	N=5	18%	N=34	100%	N=195
Opportunities to participate in community matters	36%	N=70	39%	N=77	10%	N=20	6%	N=11	9%	N=18	100%	N=196
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=34	35%	N=69	21%	N=42	13%	N=25	14%	N=27	100%	N=196
Neighborliness of residents in Golden	19%	N=36	51%	N=100	24%	N=47	6%	N=11	1%	N=1	100%	N=196

Table 42: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	8%	N=17	92%	N=183	100%	N=200
Made efforts to make your home more energy efficient	22%	N=45	78%	N=156	100%	N=200
Observed a code violation or other hazard in Golden (weeds, abandoned buildings, etc.)	43%	N=86	57%	N=113	100%	N=199
Household member was a victim of a crime in Golden	94%	N=189	6%	N=11	100%	N=200
Reported a crime to the police in Golden	82%	N=164	18%	N=36	100%	N=200
Stocked supplies in preparation for an emergency	78%	N=156	22%	N=44	100%	N=199
Campaigned or advocated for an issue, cause or candidate	50%	N=101	50%	N=99	100%	N=200
Contacted the City of Golden (in-person, phone, email or web) for help or information	36%	N=73	64%	N=127	100%	N=200
Contacted Golden elected officials (in-person, phone, email or web) to express your opinion	62%	N=123	38%	N=76	100%	N=199
Read the City's newsletter, The Informer	6%	N=11	94%	N=189	100%	N=200

Table 43: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Golden?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Golden recreation centers or their services	21%	N=42	15%	N=29	32%	N=62	32%	N=64	100%	N=197
Visited a neighborhood park or City park	37%	N=73	35%	N=69	23%	N=45	5%	N=11	100%	N=198
Used Golden public libraries or their services	14%	N=27	28%	N=55	23%	N=45	35%	N=69	100%	N=196
Participated in religious or spiritual activities in Golden	6%	N=12	12%	N=23	10%	N=20	72%	N=142	100%	N=197
Attended a City-sponsored event	4%	N=8	21%	N=40	65%	N=125	10%	N=19	100%	N=192
Used bus, rail, subway or other public transportation instead of driving	7%	N=14	14%	N=27	33%	N=63	46%	N=89	100%	N=194
Carpooled with other adults or children instead of driving alone	12%	N=24	19%	N=36	23%	N=44	47%	N=92	100%	N=196
Walked or biked instead of driving	38%	N=75	27%	N=53	23%	N=45	12%	N=24	100%	N=197
Volunteered your time to some group/activity in Golden	19%	N=36	20%	N=38	26%	N=51	36%	N=70	100%	N=196
Participated in a club	6%	N=11	12%	N=23	16%	N=31	67%	N=132	100%	N=197
Talked to or visited with your immediate neighbors	45%	N=89	28%	N=56	20%	N=40	6%	N=13	100%	N=197
Done a favor for a neighbor	17%	N=33	36%	N=69	30%	N=59	17%	N=34	100%	N=194

The National Community Survey™

Table 44: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	5%	N=10	16%	N=30	41%	N=80	38%	N=75	100%	N=195
Watched (online or on television) a local public meeting	5%	N=10	10%	N=19	27%	N=53	58%	N=113	100%	N=195

Table 45: Question 10

Please rate the quality of each of the following services in Golden:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	46%	N=87	30%	N=56	9%	N=16	1%	N=2	14%	N=26	100%	N=187
Fire services	48%	N=89	24%	N=44	2%	N=3	0%	N=0	26%	N=49	100%	N=186
Ambulance or emergency medical services	33%	N=61	20%	N=37	2%	N=4	1%	N=2	44%	N=81	100%	N=185
Crime prevention	15%	N=29	45%	N=84	7%	N=14	3%	N=6	29%	N=53	100%	N=185
Fire prevention and education	24%	N=43	31%	N=58	7%	N=13	0%	N=1	37%	N=68	100%	N=183
Traffic enforcement	9%	N=16	37%	N=69	29%	N=53	8%	N=15	17%	N=31	100%	N=183
Street repair	13%	N=25	52%	N=96	26%	N=48	6%	N=11	3%	N=5	100%	N=183
Street cleaning	26%	N=47	51%	N=93	14%	N=25	4%	N=7	6%	N=11	100%	N=183
Street lighting	15%	N=27	62%	N=114	18%	N=33	2%	N=4	3%	N=5	100%	N=183
Snow removal	41%	N=75	37%	N=68	9%	N=17	9%	N=17	3%	N=5	100%	N=183
Sidewalk maintenance	17%	N=32	52%	N=95	20%	N=36	9%	N=16	2%	N=4	100%	N=183
Traffic signal timing	10%	N=18	54%	N=98	24%	N=43	11%	N=19	2%	N=4	100%	N=182
Bus or transit services	6%	N=11	23%	N=43	18%	N=33	18%	N=33	35%	N=65	100%	N=185
Garbage collection	25%	N=46	48%	N=90	9%	N=16	7%	N=13	11%	N=20	100%	N=185
Recycling	25%	N=45	42%	N=76	15%	N=27	9%	N=17	10%	N=17	100%	N=183
Yard waste pick-up	16%	N=28	33%	N=59	9%	N=16	7%	N=13	36%	N=66	100%	N=182
Storm drainage	23%	N=43	53%	N=97	12%	N=22	3%	N=5	9%	N=17	100%	N=183
Drinking water	48%	N=88	40%	N=74	5%	N=9	4%	N=7	3%	N=5	100%	N=183
Sewer services	32%	N=58	48%	N=87	4%	N=7	4%	N=7	13%	N=24	100%	N=183
Power (electric and/or gas) utility	27%	N=50	60%	N=110	7%	N=12	1%	N=2	5%	N=9	100%	N=183
Utility billing	21%	N=37	61%	N=108	11%	N=19	2%	N=4	4%	N=8	100%	N=177
City parks	53%	N=96	40%	N=73	3%	N=6	3%	N=5	0%	N=1	100%	N=180
Recreation programs or classes	23%	N=42	37%	N=68	10%	N=19	3%	N=5	27%	N=49	100%	N=183
Recreation centers or facilities	30%	N=54	42%	N=78	8%	N=14	1%	N=2	19%	N=34	100%	N=183
Land use, planning and zoning	7%	N=12	25%	N=47	35%	N=64	22%	N=40	11%	N=20	100%	N=183
Code enforcement (weeds, abandoned buildings, etc.)	6%	N=12	38%	N=69	20%	N=36	17%	N=31	19%	N=35	100%	N=183
Animal control	18%	N=33	40%	N=72	10%	N=18	4%	N=8	28%	N=52	100%	N=183
Economic development	15%	N=27	41%	N=75	15%	N=28	12%	N=21	17%	N=31	100%	N=182
Health services	11%	N=19	33%	N=61	14%	N=26	4%	N=7	38%	N=69	100%	N=183
Public library services	38%	N=70	38%	N=70	4%	N=8	1%	N=2	18%	N=33	100%	N=183

The National Community Survey™

Please rate the quality of each of the following services in Golden:	Excellent		Good		Fair		Poor		Don't know		Total	
Public information services	25%	N=45	39%	N=71	18%	N=33	1%	N=3	17%	N=31	100%	N=182
Cable television	9%	N=16	22%	N=40	12%	N=22	3%	N=6	54%	N=99	100%	N=183
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	N=19	17%	N=31	12%	N=22	6%	N=11	55%	N=100	100%	N=183
Preservation of natural areas such as open space, farmlands and greenbelts	23%	N=43	49%	N=89	14%	N=26	7%	N=12	7%	N=13	100%	N=183
Golden open space	29%	N=54	55%	N=100	11%	N=19	3%	N=6	2%	N=4	100%	N=183
City-sponsored special events	29%	N=53	48%	N=87	12%	N=22	2%	N=4	9%	N=16	100%	N=182
Overall customer service by Golden employees (police, receptionists, planners, etc.)	36%	N=65	40%	N=73	8%	N=14	1%	N=1	15%	N=28	100%	N=182

Table 46: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Golden	30%	N=51	55%	N=95	12%	N=20	1%	N=1	2%	N=4	100%	N=172
The Federal Government	3%	N=6	32%	N=55	41%	N=70	13%	N=23	10%	N=17	100%	N=172

Table 47: Question 12

Please rate the following categories of Golden government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Golden	24%	N=41	50%	N=83	18%	N=31	4%	N=6	4%	N=7	100%	N=168
The overall direction that Golden is taking	12%	N=20	35%	N=59	35%	N=58	18%	N=30	0%	N=1	100%	N=168
The job Golden government does at welcoming citizen involvement	26%	N=43	35%	N=59	27%	N=45	7%	N=12	6%	N=10	100%	N=168
Overall confidence in Golden government	22%	N=36	38%	N=63	25%	N=43	15%	N=25	0%	N=0	100%	N=167
Generally acting in the best interest of the community	21%	N=36	33%	N=56	27%	N=45	18%	N=31	0%	N=1	100%	N=168
Being honest	23%	N=39	37%	N=62	21%	N=35	14%	N=23	6%	N=10	100%	N=168
Treating all residents fairly	23%	N=39	36%	N=61	18%	N=30	17%	N=28	6%	N=10	100%	N=168

The National Community Survey™

Table 48: Question 13

Please rate how important, if at all, you think it is for the Golden community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Golden	55%	N=94	39%	N=66	5%	N=9	1%	N=2	100%	N=171
Overall ease of getting to the places you usually have to visit	42%	N=71	43%	N=73	15%	N=26	0%	N=0	100%	N=170
Quality of overall natural environment in Golden	57%	N=96	36%	N=61	6%	N=10	1%	N=2	100%	N=169
Overall "built environment" of Golden (including overall design, buildings, parks and transportation systems)	52%	N=88	39%	N=66	8%	N=14	1%	N=1	100%	N=169
Health and wellness opportunities in Golden	24%	N=41	41%	N=69	31%	N=52	5%	N=8	100%	N=169
Overall opportunities for education and enrichment	18%	N=30	45%	N=77	33%	N=55	4%	N=8	100%	N=169
Overall economic health of Golden	46%	N=77	40%	N=67	14%	N=23	1%	N=1	100%	N=168
Sense of community	41%	N=69	48%	N=80	11%	N=18	0%	N=0	100%	N=166

Table 49: Question 14

The City of Golden currently regulates the height, bulk and setback of buildings. Some cities have additional regulations regarding design, such as building materials, color and/or other architectural elements (similar to how an HOA functions). How much would you support or oppose the City of Golden adopting additional architectural design requirements for each of the following types of construction?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Commercial and mixed-use zone districts (e.g., retail stores or businesses with housing above)	55%	N=92	24%	N=41	10%	N=17	7%	N=11	4%	N=7	100%	N=169
Multi-family housing such as townhomes and apartments	45%	N=76	30%	N=51	10%	N=17	10%	N=18	5%	N=8	100%	N=169
Single family and duplex housing	43%	N=72	29%	N=48	12%	N=20	8%	N=14	8%	N=14	100%	N=168

Table 50: Question 15

Please indicate the extent to which you think each of the following are a problem, if at all, in the City of Golden:	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Homelessness	14%	N=23	40%	N=67	29%	N=49	15%	N=26	2%	N=4	100%	N=170
The type and style of residential development in Golden	12%	N=20	25%	N=43	29%	N=50	33%	N=56	1%	N=1	100%	N=170
Access to broadband/Internet service	34%	N=57	26%	N=43	21%	N=36	16%	N=27	4%	N=6	100%	N=170
Affordability of broadband/Internet service	20%	N=33	34%	N=56	27%	N=44	14%	N=23	5%	N=8	100%	N=164
Availability of affordable housing	8%	N=14	17%	N=28	24%	N=41	45%	N=76	6%	N=10	100%	N=168
Availability of public transportation	16%	N=26	30%	N=50	23%	N=39	25%	N=43	6%	N=11	100%	N=169

The National Community Survey™

Table 51: Question 16

The City of Golden currently owns the Historic Astor House, located Downtown on 12 th and Arapahoe, which is a 150 year-old structure previously used as a hotel and boarding house for over a century. Currently the building is unused and requires at least \$500,000 in investments to make it habitable. The City is considering placing a proposal for the sale of the Astor House property on the ballot, which would require the new owner to ensure historic preservation, require significant community use of the property, and include a large investment from the owner. However, the property would no longer be owned by the City. Knowing this tradeoff, how much would you support or oppose the sale of the property?	Percent	Number
Strongly support	27%	N=45
Somewhat support	38%	N=65
Somewhat oppose	10%	N=17
Strongly oppose	24%	N=40
Don't know	2%	N=3
Total	100%	N=171

Table 52: Question 17

The City of Golden is considering enacting a lodging tax for visitors staying in hotels, bed and breakfasts and short-term rentals. Funds from this tax would be dedicated to offsetting visitors' impact on the city by investing in projects such as: infrastructure, environmental, open space, parks, cultural and/or community resources. How much would you support or oppose the City of Golden enacting a lodging tax on visitors?	Percent	Number
Strongly support	49%	N=82
Somewhat support	28%	N=47
Somewhat oppose	9%	N=15
Strongly oppose	12%	N=20
Don't know	2%	N=4
Total	100%	N=168

Table 53: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=3	0%	N=1	2%	N=4	23%	N=40	72%	N=123	100%	N=170
Purchase goods or services from a business located in Golden	0%	N=0	1%	N=1	28%	N=47	56%	N=95	15%	N=26	100%	N=169
Eat at least 5 portions of fruits and vegetables a day	3%	N=4	13%	N=23	29%	N=49	39%	N=66	16%	N=27	100%	N=169
Participate in moderate or vigorous physical activity	1%	N=1	5%	N=8	23%	N=38	47%	N=79	25%	N=43	100%	N=169
Read or watch local news (via television, paper, computer, etc.)	2%	N=3	4%	N=7	29%	N=50	31%	N=51	34%	N=58	100%	N=169
Vote in local elections	0%	N=0	0%	N=0	6%	N=10	10%	N=17	84%	N=142	100%	N=169

The National Community Survey™

Table 54: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	35%	N=59
Very good	43%	N=72
Good	16%	N=27
Fair	5%	N=9
Poor	1%	N=1
Total	100%	N=168

Table 55: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	9%	N=15
Somewhat positive	22%	N=38
Neutral	58%	N=98
Somewhat negative	8%	N=13
Very negative	3%	N=4
Total	100%	N=168

Table 56: Question D4

What is your employment status?	Percent	Number
Working full time for pay	59%	N=99
Working part time for pay	18%	N=30
Unemployed, looking for paid work	1%	N=1
Unemployed, not looking for paid work	2%	N=3
Fully retired	21%	N=36
Total	100%	N=169

Table 57: Question D5

Do you work inside the boundaries of Golden?	Percent	Number
Yes, outside the home	37%	N=59
Yes, from home	16%	N=25
No	47%	N=76
Total	100%	N=160

The National Community Survey™

Table 58: Question D6

How many years have you lived in Golden?	Percent	Number
Less than 2 years	8%	N=14
2 to 5 years	19%	N=33
6 to 10 years	15%	N=26
11 to 20 years	18%	N=30
More than 20 years	39%	N=67
Total	100%	N=169

Table 59: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	60%	N=118
Building with two or more homes (duplex, townhome, apartment or condominium)	38%	N=74
Mobile home	1%	N=2
Other	1%	N=2
Total	100%	N=196

Table 60: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	36%	N=70
Owned	64%	N=124
Total	100%	N=194

Table 61: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	7%	N=12
\$300 to \$599 per month	13%	N=21
\$600 to \$999 per month	7%	N=11
\$1,000 to \$1,499 per month	18%	N=29
\$1,500 to \$2,499 per month	39%	N=62
\$2,500 or more per month	16%	N=25
Total	100%	N=160

Table 62: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	78%	N=120
Yes	22%	N=33
Total	100%	N=153

The National Community Survey™

Table 63: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	73%	N=122
Yes	27%	N=45
Total	100%	N=167

Table 64: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	7%	N=12
\$25,000 to \$49,999	12%	N=19
\$50,000 to \$99,999	26%	N=42
\$100,000 to \$149,999	26%	N=42
\$150,000 or more	29%	N=47
Total	100%	N=161

Table 65: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=160
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=6
Total	100%	N=166

Table 66: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=4
Asian, Asian Indian or Pacific Islander	4%	N=6
Black or African American	2%	N=3
White	93%	N=154
Other	4%	N=7

Total may exceed 100% as respondents could select more than one option.

The National Community Survey™

Table 67: Question D15

In which category is your age?	Percent	Number
18 to 24 years	9%	N=20
25 to 34 years	18%	N=42
35 to 44 years	18%	N=41
45 to 54 years	16%	N=36
55 to 64 years	22%	N=49
65 to 74 years	12%	N=27
75 years or older	5%	N=12
Total	100%	N=226

Table 68: Question D16

What is your sex?	Percent	Number
Female	50%	N=97
Male	50%	N=98
Total	100%	N=195

Table 69: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	74%	N=126
Land line	8%	N=14
Both	17%	N=29
Total	100%	N=169

THE NCSTM
The National Community SurveyTM

Golden, CO

Technical Appendices
DRAFT
2019



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	19
Appendix C: Detailed Survey Methods	32
Appendix D: Survey Materials	38



The National Community Survey™
© 2001-2019 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Golden:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Golden as a place to live	64%	N=442	32%	N=223	4%	N=25	1%	N=6	100%	N=696
Your neighborhood as a place to live	53%	N=371	36%	N=253	8%	N=57	2%	N=14	100%	N=694
Golden as a place to raise children	54%	N=285	37%	N=197	9%	N=46	1%	N=4	100%	N=532
Golden as a place to work	39%	N=182	34%	N=159	21%	N=97	6%	N=26	100%	N=464
Golden as a place to visit	56%	N=364	35%	N=226	8%	N=52	1%	N=4	100%	N=647
Golden as a place to retire	44%	N=228	28%	N=148	20%	N=105	8%	N=42	100%	N=523
The overall quality of life in Golden	51%	N=349	42%	N=291	6%	N=43	1%	N=5	100%	N=689

Table 2: Question 2

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Golden	44%	N=305	46%	N=323	9%	N=62	1%	N=7	100%	N=697
Overall ease of getting to the places you usually have to visit	30%	N=208	46%	N=319	19%	N=130	5%	N=37	100%	N=693
Quality of overall natural environment in Golden	56%	N=384	35%	N=244	8%	N=58	1%	N=5	100%	N=691
Overall “built environment” of Golden (including overall design, buildings, parks and transportation systems)	19%	N=133	50%	N=347	25%	N=172	6%	N=43	100%	N=695
Health and wellness opportunities in Golden	43%	N=274	41%	N=259	14%	N=90	2%	N=15	100%	N=638
Overall opportunities for education and enrichment	31%	N=184	49%	N=292	19%	N=115	2%	N=10	100%	N=601
Overall economic health of Golden	33%	N=198	49%	N=295	16%	N=93	2%	N=12	100%	N=597
Sense of community	30%	N=203	42%	N=287	25%	N=171	3%	N=18	100%	N=680
Overall image or reputation of Golden	50%	N=341	42%	N=290	7%	N=48	1%	N=7	100%	N=686

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Golden to someone who asks	60%	N=410	31%	N=216	5%	N=33	4%	N=30	100%	N=689
Remain in Golden for the next five years	63%	N=421	24%	N=159	6%	N=40	8%	N=53	100%	N=673

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	76%	N=528	20%	N=142	2%	N=15	1%	N=8	0%	N=1	100%	N=693
In Golden’s downtown/commercial area during the day	74%	N=508	22%	N=149	2%	N=15	2%	N=11	0%	N=0	100%	N=683

The National Community Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	10%	N=70	40%	N=279	31%	N=214	19%	N=130	100%	N=693
Ease of public parking	12%	N=80	30%	N=200	36%	N=246	22%	N=149	100%	N=674
Ease of travel by car in Golden	15%	N=99	44%	N=304	32%	N=218	9%	N=63	100%	N=685
Ease of travel by public transportation in Golden	9%	N=41	23%	N=107	39%	N=183	29%	N=133	100%	N=464
Ease of travel by bicycle in Golden	33%	N=186	44%	N=247	19%	N=107	4%	N=22	100%	N=562
Ease of walking in Golden	51%	N=345	38%	N=262	10%	N=65	1%	N=9	100%	N=681
Availability of paths and walking trails	55%	N=379	37%	N=258	6%	N=44	1%	N=8	100%	N=689
Air quality	30%	N=203	48%	N=324	18%	N=120	4%	N=28	100%	N=675
Cleanliness of Golden	41%	N=287	50%	N=346	8%	N=57	1%	N=6	100%	N=696
Overall appearance of Golden	45%	N=311	48%	N=330	6%	N=42	1%	N=8	100%	N=691
Public places where people want to spend time	45%	N=304	43%	N=290	11%	N=77	1%	N=9	100%	N=680
Variety of housing options	7%	N=45	22%	N=134	37%	N=231	34%	N=207	100%	N=618
Availability of affordable quality housing	4%	N=21	12%	N=70	28%	N=167	57%	N=340	100%	N=599
Fitness opportunities (including exercise classes and paths or trails, etc.)	51%	N=340	37%	N=247	12%	N=78	1%	N=5	100%	N=671
Recreational opportunities	56%	N=384	34%	N=229	9%	N=63	1%	N=5	100%	N=681
Availability of affordable quality food	26%	N=179	42%	N=288	26%	N=180	6%	N=39	100%	N=687
Availability of affordable quality health care	20%	N=102	37%	N=192	30%	N=153	14%	N=70	100%	N=517
Availability of preventive health services	20%	N=91	40%	N=180	28%	N=126	12%	N=56	100%	N=453
Availability of affordable quality mental health care	15%	N=39	27%	N=72	32%	N=83	26%	N=68	100%	N=262

Table 6: Question 6

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	16%	N=34	26%	N=56	35%	N=77	23%	N=50	100%	N=217
K-12 education	21%	N=69	49%	N=165	26%	N=85	4%	N=15	100%	N=334
Adult educational opportunities	17%	N=69	46%	N=184	30%	N=119	7%	N=26	100%	N=397
Opportunities to attend cultural/arts/music activities	19%	N=121	53%	N=339	24%	N=156	4%	N=26	100%	N=641
Opportunities to participate in religious or spiritual events and activities	23%	N=86	51%	N=190	20%	N=75	6%	N=21	100%	N=371
Employment opportunities	6%	N=27	31%	N=136	45%	N=197	17%	N=74	100%	N=434
Shopping opportunities	14%	N=94	42%	N=288	38%	N=258	6%	N=43	100%	N=684
Cost of living in Golden	3%	N=19	16%	N=110	48%	N=324	33%	N=225	100%	N=678
Overall quality of business and service establishments in Golden	17%	N=112	56%	N=378	24%	N=166	3%	N=21	100%	N=677
Vibrant downtown/commercial area	35%	N=239	46%	N=308	16%	N=108	3%	N=21	100%	N=676
Overall quality of new development in Golden	12%	N=73	35%	N=207	31%	N=183	22%	N=130	100%	N=593
Opportunities to participate in social events and activities	28%	N=172	48%	N=298	22%	N=134	3%	N=16	100%	N=620
Opportunities to volunteer	31%	N=158	45%	N=233	20%	N=106	4%	N=20	100%	N=517
Opportunities to participate in community matters	28%	N=161	49%	N=281	19%	N=109	4%	N=24	100%	N=575
Openness and acceptance of the community toward people of diverse backgrounds	20%	N=112	41%	N=226	30%	N=168	9%	N=48	100%	N=554
Neighborliness of residents in Golden	26%	N=170	47%	N=311	21%	N=141	6%	N=36	100%	N=658

The National Community Survey™

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	17%	N=116	83%	N=579	100%	N=694
Made efforts to make your home more energy efficient	27%	N=187	73%	N=505	100%	N=692
Observed a code violation or other hazard in Golden (weeds, abandoned buildings, etc.)	58%	N=399	42%	N=288	100%	N=687
Household member was a victim of a crime in Golden	92%	N=636	8%	N=55	100%	N=691
Reported a crime to the police in Golden	84%	N=577	16%	N=112	100%	N=689
Stocked supplies in preparation for an emergency	78%	N=535	22%	N=155	100%	N=690
Campaigned or advocated for an issue, cause or candidate	75%	N=516	25%	N=175	100%	N=691
Contacted the City of Golden (in-person, phone, email or web) for help or information	53%	N=365	47%	N=328	100%	N=693
Contacted Golden elected officials (in-person, phone, email or web) to express your opinion	75%	N=519	25%	N=174	100%	N=693
Read the City's newsletter, The Informer	13%	N=89	87%	N=604	100%	N=693

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Golden?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Golden recreation centers or their services	20%	N=141	21%	N=146	26%	N=177	33%	N=228	100%	N=693
Visited a neighborhood park or City park	42%	N=290	31%	N=218	21%	N=147	5%	N=37	100%	N=693
Used Golden public libraries or their services	14%	N=98	25%	N=170	32%	N=220	30%	N=205	100%	N=693
Participated in religious or spiritual activities in Golden	4%	N=28	7%	N=48	14%	N=95	75%	N=518	100%	N=689
Attended a City-sponsored event	3%	N=18	13%	N=88	60%	N=411	24%	N=166	100%	N=682
Used bus, rail, subway or other public transportation instead of driving	10%	N=71	14%	N=99	35%	N=238	41%	N=279	100%	N=687
Carpooled with other adults or children instead of driving alone	17%	N=120	21%	N=143	21%	N=142	41%	N=283	100%	N=688
Walked or biked instead of driving	41%	N=285	24%	N=165	18%	N=126	17%	N=115	100%	N=691
Volunteered your time to some group/activity in Golden	7%	N=51	12%	N=80	22%	N=153	59%	N=405	100%	N=690
Participated in a club	6%	N=44	8%	N=56	16%	N=111	69%	N=477	100%	N=689
Talked to or visited with your immediate neighbors	47%	N=325	25%	N=176	20%	N=140	7%	N=49	100%	N=690
Done a favor for a neighbor	21%	N=144	26%	N=178	36%	N=250	17%	N=118	100%	N=691

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=5	4%	N=28	27%	N=185	68%	N=472	100%	N=689
Watched (online or on television) a local public meeting	0%	N=3	3%	N=18	14%	N=97	83%	N=570	100%	N=689

Table 10: Question 10

Please rate the quality of each of the following services in Golden:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	43%	N=243	45%	N=256	10%	N=54	2%	N=14	100%	N=567
Fire services	56%	N=274	40%	N=193	4%	N=19	1%	N=3	100%	N=489
Ambulance or emergency medical services	48%	N=188	46%	N=178	5%	N=20	1%	N=3	100%	N=390
Crime prevention	28%	N=130	50%	N=231	18%	N=84	4%	N=21	100%	N=466
Fire prevention and education	32%	N=131	51%	N=206	14%	N=56	3%	N=14	100%	N=408

The National Community Survey™

Please rate the quality of each of the following services in Golden:	Excellent		Good		Fair		Poor		Total	
Traffic enforcement	18%	N=101	46%	N=259	25%	N=142	11%	N=65	100%	N=567
Street repair	12%	N=78	47%	N=305	32%	N=208	10%	N=65	100%	N=656
Street cleaning	22%	N=144	55%	N=353	19%	N=119	4%	N=26	100%	N=641
Street lighting	22%	N=145	55%	N=368	18%	N=120	5%	N=32	100%	N=665
Snow removal	33%	N=217	49%	N=321	13%	N=86	5%	N=34	100%	N=659
Sidewalk maintenance	21%	N=134	46%	N=296	25%	N=161	9%	N=57	100%	N=650
Traffic signal timing	13%	N=88	40%	N=260	32%	N=207	15%	N=98	100%	N=652
Bus or transit services	13%	N=58	37%	N=162	31%	N=133	18%	N=80	100%	N=433
Garbage collection	27%	N=168	53%	N=332	14%	N=88	6%	N=39	100%	N=627
Recycling	27%	N=169	46%	N=287	17%	N=106	10%	N=60	100%	N=623
Yard waste pick-up	29%	N=127	40%	N=174	22%	N=95	9%	N=41	100%	N=438
Storm drainage	24%	N=133	52%	N=285	19%	N=103	4%	N=24	100%	N=545
Drinking water	37%	N=243	46%	N=302	13%	N=85	5%	N=33	100%	N=663
Sewer services	33%	N=186	57%	N=321	9%	N=48	2%	N=9	100%	N=564
Power (electric and/or gas) utility	31%	N=201	56%	N=360	10%	N=66	3%	N=19	100%	N=646
Utility billing	28%	N=174	52%	N=319	15%	N=93	5%	N=29	100%	N=615
City parks	54%	N=362	38%	N=252	7%	N=45	1%	N=6	100%	N=664
Recreation programs or classes	37%	N=175	46%	N=216	15%	N=72	2%	N=9	100%	N=472
Recreation centers or facilities	41%	N=227	43%	N=236	14%	N=76	3%	N=16	100%	N=555
Land use, planning and zoning	9%	N=48	36%	N=197	31%	N=171	24%	N=135	100%	N=551
Code enforcement (weeds, abandoned buildings, etc.)	12%	N=58	39%	N=186	33%	N=156	16%	N=75	100%	N=475
Animal control	21%	N=98	53%	N=248	21%	N=100	4%	N=20	100%	N=466
Economic development	17%	N=84	49%	N=244	26%	N=128	8%	N=37	100%	N=493
Health services	17%	N=73	49%	N=212	29%	N=125	6%	N=25	100%	N=434
Public library services	48%	N=260	43%	N=232	8%	N=41	2%	N=13	100%	N=545
Public information services	27%	N=140	52%	N=267	18%	N=94	2%	N=12	100%	N=512
Cable television	21%	N=68	38%	N=123	24%	N=79	17%	N=55	100%	N=325
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=56	44%	N=133	27%	N=81	12%	N=35	100%	N=306
Preservation of natural areas such as open space, farmlands and greenbelts	31%	N=195	44%	N=281	16%	N=103	9%	N=58	100%	N=637
Golden open space	41%	N=263	40%	N=255	13%	N=86	6%	N=40	100%	N=645
City-sponsored special events	31%	N=174	50%	N=280	18%	N=101	2%	N=11	100%	N=565
Overall customer service by Golden employees (police, receptionists, planners, etc.)	37%	N=217	47%	N=275	13%	N=78	4%	N=22	100%	N=591

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Golden	33%	N=216	51%	N=332	14%	N=94	2%	N=12	100%	N=654
The Federal Government	8%	N=44	32%	N=187	43%	N=254	18%	N=104	100%	N=589

The National Community Survey™

Table 12: Question 12

Please rate the following categories of Golden government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Golden	19%	N=112	52%	N=302	22%	N=130	6%	N=36	100%	N=580
The overall direction that Golden is taking	16%	N=99	43%	N=275	27%	N=171	14%	N=91	100%	N=636
The job Golden government does at welcoming citizen involvement	21%	N=122	48%	N=278	25%	N=142	7%	N=39	100%	N=581
Overall confidence in Golden government	18%	N=114	44%	N=282	26%	N=168	11%	N=71	100%	N=635
Generally acting in the best interest of the community	21%	N=137	42%	N=272	24%	N=154	12%	N=79	100%	N=642
Being honest	22%	N=124	46%	N=261	22%	N=125	9%	N=51	100%	N=561
Treating all residents fairly	22%	N=123	43%	N=238	24%	N=131	11%	N=64	100%	N=556

Table 13: Question 13

Please rate how important, if at all, you think it is for the Golden community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Golden	45%	N=310	34%	N=237	18%	N=124	3%	N=18	100%	N=690
Overall ease of getting to the places you usually have to visit	32%	N=218	48%	N=331	17%	N=117	3%	N=23	100%	N=689
Quality of overall natural environment in Golden	58%	N=399	32%	N=216	9%	N=62	1%	N=6	100%	N=683
Overall "built environment" of Golden (including overall design, buildings, parks and transportation systems)	45%	N=311	36%	N=246	18%	N=126	1%	N=8	100%	N=691
Health and wellness opportunities in Golden	26%	N=178	37%	N=251	32%	N=217	5%	N=37	100%	N=683
Overall opportunities for education and enrichment	24%	N=164	40%	N=273	32%	N=220	4%	N=30	100%	N=687
Overall economic health of Golden	33%	N=223	51%	N=350	15%	N=100	2%	N=12	100%	N=684
Sense of community	32%	N=222	40%	N=276	26%	N=179	2%	N=11	100%	N=688

Table 14: Question 14

The City of Golden currently regulates the height, bulk and setback of buildings. Some cities have additional regulations regarding design, such as building materials, color and/or other architectural elements (similar to how an HOA functions). How much would you support or oppose the City of Golden adopting additional architectural design requirements for each of the following types of construction?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Commercial and mixed-use zone districts (e.g., retail stores or businesses with housing above)	45%	N=292	35%	N=230	11%	N=70	10%	N=64	100%	N=655
Multi-family housing such as townhomes and apartments	43%	N=283	29%	N=191	16%	N=109	12%	N=78	100%	N=662
Single family and duplex housing	33%	N=217	32%	N=211	19%	N=127	16%	N=107	100%	N=662

Table 15: Question 15

Please indicate the extent to which you think each of the following are a problem, if at all, in the City of Golden:	Not a problem		Minor problem		Moderate problem		Major problem		Total	
Homelessness	13%	N=86	46%	N=306	31%	N=204	10%	N=66	100%	N=662
The type and style of residential development in Golden	22%	N=143	27%	N=174	25%	N=166	26%	N=170	100%	N=654
Access to broadband/Internet service	43%	N=268	26%	N=161	20%	N=127	11%	N=70	100%	N=626
Affordability of broadband/Internet service	32%	N=201	27%	N=166	24%	N=147	18%	N=109	100%	N=624
Availability of affordable housing	6%	N=40	14%	N=90	29%	N=185	51%	N=329	100%	N=644
Availability of public transportation	28%	N=172	31%	N=190	30%	N=187	11%	N=69	100%	N=617

The National Community Survey™

Table 16: Question 16

The City of Golden currently owns the Historic Astor House, located Downtown on 12th and Arapahoe, which is a 150 year-old structure previously used as a hotel and boarding house for over a century. Currently the building is unused and requires at least \$500,000 in investments to make it habitable. The City is considering placing a proposal for the sale of the Astor House property on the ballot, which would require the new owner to ensure historic preservation, require significant community use of the property, and include a large investment from the owner. However, the property would no longer be owned by the City. Knowing this tradeoff, how much would you support or oppose the sale of the property?	Percent	Number
Strongly support	38%	N=240
Somewhat support	40%	N=251
Somewhat oppose	9%	N=59
Strongly oppose	13%	N=82
Total	100%	N=632

Table 17: Question 17

The City of Golden is considering enacting a lodging tax for visitors staying in hotels, bed and breakfasts and short-term rentals. Funds from this tax would be dedicated to offsetting visitors' impact on the city by investing in projects such as: infrastructure, environmental, open space, parks, cultural and/or community resources. How much would you support or oppose the City of Golden enacting a lodging tax on visitors?	Percent	Number
Strongly support	45%	N=300
Somewhat support	32%	N=212
Somewhat oppose	12%	N=81
Strongly oppose	11%	N=77
Total	100%	N=670

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	6%	N=40	3%	N=22	5%	N=34	14%	N=99	72%	N=496	100%	N=692
Purchase goods or services from a business located in Golden	1%	N=5	3%	N=20	23%	N=160	54%	N=374	19%	N=133	100%	N=692
Eat at least 5 portions of fruits and vegetables a day	3%	N=20	13%	N=91	31%	N=212	31%	N=215	22%	N=149	100%	N=688
Participate in moderate or vigorous physical activity	2%	N=11	8%	N=58	20%	N=137	35%	N=245	35%	N=241	100%	N=691
Read or watch local news (via television, paper, computer, etc.)	7%	N=51	15%	N=105	23%	N=160	28%	N=192	27%	N=184	100%	N=692
Vote in local elections	7%	N=45	4%	N=27	6%	N=43	16%	N=109	67%	N=465	100%	N=690

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	33%	N=230
Very good	43%	N=295
Good	20%	N=140
Fair	4%	N=27
Poor	0%	N=1
Total	100%	N=693

The National Community Survey™

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	6%	N=42
Somewhat positive	25%	N=173
Neutral	55%	N=380
Somewhat negative	11%	N=77
Very negative	2%	N=16
Total	100%	N=688

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	63%	N=435
Working part time for pay	14%	N=96
Unemployed, looking for paid work	3%	N=22
Unemployed, not looking for paid work	2%	N=16
Fully retired	18%	N=121
Total	100%	N=690

Table 22: Question D5

Do you work inside the boundaries of Golden?	Percent	Number
Yes, outside the home	32%	N=217
Yes, from home	12%	N=78
No	56%	N=375
Total	100%	N=670

Table 23: Question D6

How many years have you lived in Golden?	Percent	Number
Less than 2 years	19%	N=128
2 to 5 years	24%	N=167
6 to 10 years	15%	N=104
11 to 20 years	19%	N=129
More than 20 years	24%	N=164
Total	100%	N=693

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	53%	N=367
Building with two or more homes (duplex, townhome, apartment or condominium)	43%	N=295
Mobile home	3%	N=18
Other	2%	N=13
Total	100%	N=694

The National Community Survey™

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	41%	N=287
Owned	59%	N=407
Total	100%	N=694

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=25
\$300 to \$599 per month	8%	N=54
\$600 to \$999 per month	17%	N=110
\$1,000 to \$1,499 per month	22%	N=145
\$1,500 to \$2,499 per month	31%	N=207
\$2,500 or more per month	19%	N=126
Total	100%	N=668

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	73%	N=508
Yes	27%	N=184
Total	100%	N=692

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	78%	N=541
Yes	22%	N=152
Total	100%	N=693

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	13%	N=86
\$25,000 to \$49,999	13%	N=89
\$50,000 to \$99,999	23%	N=152
\$100,000 to \$149,999	21%	N=140
\$150,000 or more	29%	N=192
Total	100%	N=659

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=641
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=35
Total	100%	N=676

The National Community Survey™

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=7
Asian, Asian Indian or Pacific Islander	4%	N=26
Black or African American	0%	N=2
White	93%	N=622
Other	4%	N=28

Total may exceed 100% as respondents could select more than one option.

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	13%	N=89
25 to 34 years	22%	N=147
35 to 44 years	16%	N=111
45 to 54 years	18%	N=122
55 to 64 years	11%	N=76
65 to 74 years	12%	N=84
75 years or older	8%	N=53
Total	100%	N=683

Table 33: Question D16

What is your sex?	Percent	Number
Female	45%	N=306
Male	55%	N=375
Total	100%	N=681

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	84%	N=583
Land line	7%	N=51
Both	8%	N=58
Total	100%	N=692

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 35: Question 1

Please rate each of the following aspects of quality of life in Golden:	Excellent		Good		Fair		Poor		Don't know		Total	
Golden as a place to live	63%	N=442	32%	N=223	4%	N=25	1%	N=6	0%	N=2	100%	N=697
Your neighborhood as a place to live	53%	N=371	36%	N=253	8%	N=57	2%	N=14	0%	N=2	100%	N=696
Golden as a place to raise children	41%	N=285	28%	N=197	7%	N=46	1%	N=4	23%	N=158	100%	N=690
Golden as a place to work	26%	N=182	23%	N=159	14%	N=97	4%	N=26	33%	N=228	100%	N=693
Golden as a place to visit	53%	N=364	33%	N=226	8%	N=52	1%	N=4	6%	N=38	100%	N=685
Golden as a place to retire	33%	N=228	21%	N=148	15%	N=105	6%	N=42	24%	N=166	100%	N=689
The overall quality of life in Golden	51%	N=349	42%	N=291	6%	N=43	1%	N=5	0%	N=2	100%	N=691

Table 36: Question 2

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Golden	44%	N=305	46%	N=323	9%	N=62	1%	N=7	0%	N=2	100%	N=699
Overall ease of getting to the places you usually have to visit	30%	N=208	46%	N=319	19%	N=130	5%	N=37	0%	N=2	100%	N=695
Quality of overall natural environment in Golden	55%	N=384	35%	N=244	8%	N=58	1%	N=5	0%	N=3	100%	N=694
Overall "built environment" of Golden (including overall design, buildings, parks and transportation systems)	19%	N=133	50%	N=347	25%	N=172	6%	N=43	0%	N=3	100%	N=698
Health and wellness opportunities in Golden	39%	N=274	37%	N=259	13%	N=90	2%	N=15	8%	N=56	100%	N=694
Overall opportunities for education and enrichment	26%	N=184	42%	N=292	16%	N=115	1%	N=10	14%	N=96	100%	N=696
Overall economic health of Golden	29%	N=198	43%	N=295	13%	N=93	2%	N=12	14%	N=95	100%	N=692
Sense of community	29%	N=203	41%	N=287	25%	N=171	3%	N=18	2%	N=17	100%	N=696
Overall image or reputation of Golden	49%	N=341	42%	N=290	7%	N=48	1%	N=7	1%	N=9	100%	N=696

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Golden to someone who asks	59%	N=410	31%	N=216	5%	N=33	4%	N=30	1%	N=7	100%	N=696
Remain in Golden for the next five years	61%	N=421	23%	N=159	6%	N=40	8%	N=53	3%	N=21	100%	N=694

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	76%	N=528	20%	N=142	2%	N=15	1%	N=8	0%	N=1	0%	N=0	100%	N=693
In Golden's downtown/commercial area during the day	73%	N=508	22%	N=149	2%	N=15	2%	N=11	0%	N=0	1%	N=10	100%	N=693

Table 39: Question 5

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	10%	N=70	40%	N=279	31%	N=214	19%	N=130	1%	N=6	100%	N=698
Ease of public parking	12%	N=80	29%	N=200	35%	N=246	21%	N=149	3%	N=22	100%	N=696

The National Community Survey™

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ease of travel by car in Golden	14%	N=99	44%	N=304	31%	N=218	9%	N=63	1%	N=9	100%	N=694
Ease of travel by public transportation in Golden	6%	N=41	16%	N=107	27%	N=183	19%	N=133	32%	N=221	100%	N=686
Ease of travel by bicycle in Golden	27%	N=186	36%	N=247	16%	N=107	3%	N=22	19%	N=128	100%	N=690
Ease of walking in Golden	50%	N=345	38%	N=262	9%	N=65	1%	N=9	2%	N=11	100%	N=692
Availability of paths and walking trails	54%	N=379	37%	N=258	6%	N=44	1%	N=8	1%	N=9	100%	N=698
Air quality	29%	N=203	47%	N=324	17%	N=120	4%	N=28	3%	N=19	100%	N=694
Cleanliness of Golden	41%	N=287	50%	N=346	8%	N=57	1%	N=6	0%	N=2	100%	N=698
Overall appearance of Golden	45%	N=311	48%	N=330	6%	N=42	1%	N=8	0%	N=3	100%	N=694
Public places where people want to spend time	44%	N=304	42%	N=290	11%	N=77	1%	N=9	2%	N=17	100%	N=697
Variety of housing options	7%	N=45	19%	N=134	33%	N=231	30%	N=207	11%	N=74	100%	N=692
Availability of affordable quality housing	3%	N=21	10%	N=70	24%	N=167	49%	N=340	14%	N=94	100%	N=692
Fitness opportunities (including exercise classes and paths or trails, etc.)	49%	N=340	36%	N=247	11%	N=78	1%	N=5	4%	N=24	100%	N=695
Recreational opportunities	55%	N=384	33%	N=229	9%	N=63	1%	N=5	2%	N=14	100%	N=695
Availability of affordable quality food	26%	N=179	41%	N=288	26%	N=180	6%	N=39	1%	N=9	100%	N=696
Availability of affordable quality health care	15%	N=102	28%	N=192	22%	N=153	10%	N=70	25%	N=174	100%	N=691
Availability of preventive health services	13%	N=91	26%	N=180	18%	N=126	8%	N=56	34%	N=237	100%	N=690
Availability of affordable quality mental health care	6%	N=39	10%	N=72	12%	N=83	10%	N=68	62%	N=428	100%	N=690

Table 40: Question 6

Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	5%	N=34	8%	N=56	11%	N=77	7%	N=50	68%	N=471	100%	N=687
K-12 education	10%	N=69	24%	N=165	12%	N=85	2%	N=15	51%	N=353	100%	N=688
Adult educational opportunities	10%	N=69	27%	N=184	17%	N=119	4%	N=26	42%	N=293	100%	N=690
Opportunities to attend cultural/arts/music activities	18%	N=121	49%	N=339	23%	N=156	4%	N=26	7%	N=50	100%	N=691
Opportunities to participate in religious or spiritual events and activities	12%	N=86	27%	N=190	11%	N=75	3%	N=21	46%	N=321	100%	N=692
Employment opportunities	4%	N=27	20%	N=136	29%	N=197	11%	N=74	37%	N=252	100%	N=687
Shopping opportunities	14%	N=94	42%	N=288	37%	N=258	6%	N=43	1%	N=7	100%	N=691
Cost of living in Golden	3%	N=19	16%	N=110	47%	N=324	33%	N=225	2%	N=12	100%	N=690
Overall quality of business and service establishments in Golden	16%	N=112	55%	N=378	24%	N=166	3%	N=21	2%	N=12	100%	N=689
Vibrant downtown/commercial area	35%	N=239	45%	N=308	16%	N=108	3%	N=21	1%	N=10	100%	N=686
Overall quality of new development in Golden	11%	N=73	30%	N=207	27%	N=183	19%	N=130	13%	N=90	100%	N=683
Opportunities to participate in social events and activities	25%	N=172	43%	N=298	20%	N=134	2%	N=16	10%	N=68	100%	N=688
Opportunities to volunteer	23%	N=158	34%	N=233	15%	N=106	3%	N=20	25%	N=173	100%	N=690
Opportunities to participate in community matters	23%	N=161	41%	N=281	16%	N=109	3%	N=24	16%	N=111	100%	N=685
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=112	33%	N=226	24%	N=168	7%	N=48	20%	N=135	100%	N=689
Neighborliness of residents in Golden	24%	N=170	45%	N=311	20%	N=141	5%	N=36	5%	N=36	100%	N=694

The National Community Survey™

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	17%	N=116	83%	N=579	100%	N=694
Made efforts to make your home more energy efficient	27%	N=187	73%	N=505	100%	N=692
Observed a code violation or other hazard in Golden (weeds, abandoned buildings, etc.)	58%	N=399	42%	N=288	100%	N=687
Household member was a victim of a crime in Golden	92%	N=636	8%	N=55	100%	N=691
Reported a crime to the police in Golden	84%	N=577	16%	N=112	100%	N=689
Stocked supplies in preparation for an emergency	78%	N=535	22%	N=155	100%	N=690
Campaigned or advocated for an issue, cause or candidate	75%	N=516	25%	N=175	100%	N=691
Contacted the City of Golden (in-person, phone, email or web) for help or information	53%	N=365	47%	N=328	100%	N=693
Contacted Golden elected officials (in-person, phone, email or web) to express your opinion	75%	N=519	25%	N=174	100%	N=693
Read the City's newsletter, The Informer	13%	N=89	87%	N=604	100%	N=693

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Golden?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Golden recreation centers or their services	20%	N=141	21%	N=146	26%	N=177	33%	N=228	100%	N=693
Visited a neighborhood park or City park	42%	N=290	31%	N=218	21%	N=147	5%	N=37	100%	N=693
Used Golden public libraries or their services	14%	N=98	25%	N=170	32%	N=220	30%	N=205	100%	N=693
Participated in religious or spiritual activities in Golden	4%	N=28	7%	N=48	14%	N=95	75%	N=518	100%	N=689
Attended a City-sponsored event	3%	N=18	13%	N=88	60%	N=411	24%	N=166	100%	N=682
Used bus, rail, subway or other public transportation instead of driving	10%	N=71	14%	N=99	35%	N=238	41%	N=279	100%	N=687
Carpooled with other adults or children instead of driving alone	17%	N=120	21%	N=143	21%	N=142	41%	N=283	100%	N=688
Walked or biked instead of driving	41%	N=285	24%	N=165	18%	N=126	17%	N=115	100%	N=691
Volunteered your time to some group/activity in Golden	7%	N=51	12%	N=80	22%	N=153	59%	N=405	100%	N=690
Participated in a club	6%	N=44	8%	N=56	16%	N=111	69%	N=477	100%	N=689
Talked to or visited with your immediate neighbors	47%	N=325	25%	N=176	20%	N=140	7%	N=49	100%	N=690
Done a favor for a neighbor	21%	N=144	26%	N=178	36%	N=250	17%	N=118	100%	N=691

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=5	4%	N=28	27%	N=185	68%	N=472	100%	N=689
Watched (online or on television) a local public meeting	0%	N=3	3%	N=18	14%	N=97	83%	N=570	100%	N=689

Table 44: Question 10

Please rate the quality of each of the following services in Golden:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	36%	N=243	37%	N=256	8%	N=54	2%	N=14	17%	N=117	100%	N=683
Fire services	40%	N=274	28%	N=193	3%	N=19	0%	N=3	29%	N=195	100%	N=684
Ambulance or emergency medical services	28%	N=188	26%	N=178	3%	N=20	1%	N=3	43%	N=291	100%	N=681
Crime prevention	19%	N=130	34%	N=231	12%	N=84	3%	N=21	31%	N=210	100%	N=677
Fire prevention and education	19%	N=131	31%	N=206	8%	N=56	2%	N=14	40%	N=267	100%	N=675

The National Community Survey™

Please rate the quality of each of the following services in Golden:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic enforcement	15%	N=101	38%	N=259	21%	N=142	10%	N=65	17%	N=114	100%	N=681
Street repair	11%	N=78	45%	N=305	30%	N=208	9%	N=65	4%	N=27	100%	N=683
Street cleaning	21%	N=144	52%	N=353	17%	N=119	4%	N=26	6%	N=41	100%	N=682
Street lighting	21%	N=145	54%	N=368	18%	N=120	5%	N=32	2%	N=13	100%	N=678
Snow removal	32%	N=217	47%	N=321	13%	N=86	5%	N=34	3%	N=21	100%	N=680
Sidewalk maintenance	20%	N=134	43%	N=296	24%	N=161	8%	N=57	5%	N=35	100%	N=684
Traffic signal timing	13%	N=88	38%	N=260	30%	N=207	14%	N=98	5%	N=32	100%	N=684
Bus or transit services	9%	N=58	24%	N=162	20%	N=133	12%	N=80	36%	N=248	100%	N=681
Garbage collection	25%	N=168	48%	N=332	13%	N=88	6%	N=39	8%	N=58	100%	N=685
Recycling	25%	N=169	42%	N=287	15%	N=106	9%	N=60	9%	N=64	100%	N=687
Yard waste pick-up	19%	N=127	26%	N=174	14%	N=95	6%	N=41	36%	N=245	100%	N=682
Storm drainage	20%	N=133	42%	N=285	15%	N=103	4%	N=24	20%	N=134	100%	N=679
Drinking water	36%	N=243	44%	N=302	12%	N=85	5%	N=33	3%	N=21	100%	N=684
Sewer services	27%	N=186	47%	N=321	7%	N=48	1%	N=9	17%	N=115	100%	N=679
Power (electric and/or gas) utility	29%	N=201	53%	N=360	10%	N=66	3%	N=19	6%	N=38	100%	N=684
Utility billing	26%	N=174	47%	N=319	14%	N=93	4%	N=29	10%	N=68	100%	N=683
City parks	53%	N=362	37%	N=252	7%	N=45	1%	N=6	3%	N=20	100%	N=684
Recreation programs or classes	26%	N=175	32%	N=216	10%	N=72	1%	N=9	31%	N=213	100%	N=685
Recreation centers or facilities	33%	N=227	35%	N=236	11%	N=76	2%	N=16	18%	N=125	100%	N=680
Land use, planning and zoning	7%	N=48	29%	N=197	25%	N=171	20%	N=135	19%	N=132	100%	N=682
Code enforcement (weeds, abandoned buildings, etc.)	9%	N=58	27%	N=186	23%	N=156	11%	N=75	30%	N=203	100%	N=678
Animal control	14%	N=98	36%	N=248	15%	N=100	3%	N=20	32%	N=216	100%	N=682
Economic development	12%	N=84	36%	N=244	19%	N=128	5%	N=37	28%	N=189	100%	N=682
Health services	11%	N=73	31%	N=212	18%	N=125	4%	N=25	36%	N=244	100%	N=678
Public library services	38%	N=260	34%	N=232	6%	N=41	2%	N=13	20%	N=137	100%	N=682
Public information services	21%	N=140	39%	N=267	14%	N=94	2%	N=12	25%	N=167	100%	N=680
Cable television	10%	N=68	18%	N=123	12%	N=79	8%	N=55	52%	N=348	100%	N=673
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=56	20%	N=133	12%	N=81	5%	N=35	55%	N=370	100%	N=677
Preservation of natural areas such as open space, farmlands and greenbelts	29%	N=195	41%	N=281	15%	N=103	9%	N=58	6%	N=41	100%	N=678
Golden open space	39%	N=263	38%	N=255	13%	N=86	6%	N=40	5%	N=36	100%	N=681
City-sponsored special events	26%	N=174	42%	N=280	15%	N=101	2%	N=11	16%	N=104	100%	N=669
Overall customer service by Golden employees (police, receptionists, planners, etc.)	32%	N=217	41%	N=275	11%	N=78	3%	N=22	13%	N=86	100%	N=677

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Golden	32%	N=216	49%	N=332	14%	N=94	2%	N=12	3%	N=22	100%	N=675
The Federal Government	7%	N=44	28%	N=187	38%	N=254	15%	N=104	12%	N=84	100%	N=673

The National Community Survey™

Table 46: Question 12

Please rate the following categories of Golden government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Golden	16%	N=112	44%	N=302	19%	N=130	5%	N=36	15%	N=104	100%	N=685
The overall direction that Golden is taking	14%	N=99	40%	N=275	25%	N=171	13%	N=91	7%	N=49	100%	N=685
The job Golden government does at welcoming citizen involvement	18%	N=122	41%	N=278	21%	N=142	6%	N=39	15%	N=104	100%	N=685
Overall confidence in Golden government	17%	N=114	41%	N=282	25%	N=168	10%	N=71	7%	N=48	100%	N=684
Generally acting in the best interest of the community	20%	N=137	40%	N=272	23%	N=154	12%	N=79	6%	N=43	100%	N=686
Being honest	18%	N=124	38%	N=261	18%	N=125	8%	N=51	18%	N=125	100%	N=686
Treating all residents fairly	18%	N=123	35%	N=238	19%	N=131	9%	N=64	19%	N=130	100%	N=686

Table 47: Question 13

Please rate how important, if at all, you think it is for the Golden community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Golden	45%	N=310	34%	N=237	18%	N=124	3%	N=18	100%	N=690
Overall ease of getting to the places you usually have to visit	32%	N=218	48%	N=331	17%	N=117	3%	N=23	100%	N=689
Quality of overall natural environment in Golden	58%	N=399	32%	N=216	9%	N=62	1%	N=6	100%	N=683
Overall "built environment" of Golden (including overall design, buildings, parks and transportation systems)	45%	N=311	36%	N=246	18%	N=126	1%	N=8	100%	N=691
Health and wellness opportunities in Golden	26%	N=178	37%	N=251	32%	N=217	5%	N=37	100%	N=683
Overall opportunities for education and enrichment	24%	N=164	40%	N=273	32%	N=220	4%	N=30	100%	N=687
Overall economic health of Golden	33%	N=223	51%	N=350	15%	N=100	2%	N=12	100%	N=684
Sense of community	32%	N=222	40%	N=276	26%	N=179	2%	N=11	100%	N=688

Table 48: Question 14

The City of Golden currently regulates the height, bulk and setback of buildings. Some cities have additional regulations regarding design, such as building materials, color and/or other architectural elements (similar to how an HOA functions). How much would you support or oppose the City of Golden adopting additional architectural design requirements for each of the following types of construction?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Commercial and mixed-use zone districts (e.g., retail stores or businesses with housing above)	42%	N=292	33%	N=230	10%	N=70	9%	N=64	5%	N=35	100%	N=690
Multi-family housing such as townhomes and apartments	41%	N=283	28%	N=191	16%	N=109	11%	N=78	4%	N=28	100%	N=690
Single family and duplex housing	31%	N=217	31%	N=211	18%	N=127	16%	N=107	4%	N=28	100%	N=690

Table 49: Question 15

Please indicate the extent to which you think each of the following are a problem, if at all, in the City of Golden:	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total	
Homelessness	12%	N=86	44%	N=306	29%	N=204	9%	N=66	5%	N=32	100%	N=693
The type and style of residential development in Golden	21%	N=143	25%	N=174	24%	N=166	25%	N=170	5%	N=33	100%	N=687
Access to broadband/Internet service	39%	N=268	23%	N=161	18%	N=127	10%	N=70	9%	N=64	100%	N=690
Affordability of broadband/Internet service	29%	N=201	24%	N=166	21%	N=147	16%	N=109	9%	N=59	100%	N=683
Availability of affordable housing	6%	N=40	13%	N=90	27%	N=185	47%	N=329	7%	N=49	100%	N=693
Availability of public transportation	25%	N=172	27%	N=190	27%	N=187	10%	N=69	11%	N=77	100%	N=694

The National Community Survey™

Table 50: Question 16

The City of Golden currently owns the Historic Astor House, located Downtown on 12 th and Arapahoe, which is a 150 year-old structure previously used as a hotel and boarding house for over a century. Currently the building is unused and requires at least \$500,000 in investments to make it habitable. The City is considering placing a proposal for the sale of the Astor House property on the ballot, which would require the new owner to ensure historic preservation, require significant community use of the property, and include a large investment from the owner. However, the property would no longer be owned by the City. Knowing this tradeoff, how much would you support or oppose the sale of the property?	Percent	Number
Strongly support	34%	N=240
Somewhat support	36%	N=251
Somewhat oppose	8%	N=59
Strongly oppose	12%	N=82
Don't know	9%	N=65
Total	100%	N=697

Table 51: Question 17

The City of Golden is considering enacting a lodging tax for visitors staying in hotels, bed and breakfasts and short-term rentals. Funds from this tax would be dedicated to offsetting visitors' impact on the city by investing in projects such as: infrastructure, environmental, open space, parks, cultural and/or community resources. How much would you support or oppose the City of Golden enacting a lodging tax on visitors?	Percent	Number
Strongly support	43%	N=300
Somewhat support	30%	N=212
Somewhat oppose	12%	N=81
Strongly oppose	11%	N=77
Don't know	4%	N=28
Total	100%	N=698

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	6%	N=40	3%	N=22	5%	N=34	14%	N=99	72%	N=496	100%	N=692
Purchase goods or services from a business located in Golden	1%	N=5	3%	N=20	23%	N=160	54%	N=374	19%	N=133	100%	N=692
Eat at least 5 portions of fruits and vegetables a day	3%	N=20	13%	N=91	31%	N=212	31%	N=215	22%	N=149	100%	N=688
Participate in moderate or vigorous physical activity	2%	N=11	8%	N=58	20%	N=137	35%	N=245	35%	N=241	100%	N=691
Read or watch local news (via television, paper, computer, etc.)	7%	N=51	15%	N=105	23%	N=160	28%	N=192	27%	N=184	100%	N=692
Vote in local elections	7%	N=45	4%	N=27	6%	N=43	16%	N=109	67%	N=465	100%	N=690

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	33%	N=230
Very good	43%	N=295
Good	20%	N=140
Fair	4%	N=27
Poor	0%	N=1
Total	100%	N=693

The National Community Survey™

Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	6%	N=42
Somewhat positive	25%	N=173
Neutral	55%	N=380
Somewhat negative	11%	N=77
Very negative	2%	N=16
Total	100%	N=688

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	63%	N=435
Working part time for pay	14%	N=96
Unemployed, looking for paid work	3%	N=22
Unemployed, not looking for paid work	2%	N=16
Fully retired	18%	N=121
Total	100%	N=690

Table 56: Question D5

Do you work inside the boundaries of Golden?	Percent	Number
Yes, outside the home	32%	N=217
Yes, from home	12%	N=78
No	56%	N=375
Total	100%	N=670

Table 57: Question D6

How many years have you lived in Golden?	Percent	Number
Less than 2 years	19%	N=128
2 to 5 years	24%	N=167
6 to 10 years	15%	N=104
11 to 20 years	19%	N=129
More than 20 years	24%	N=164
Total	100%	N=693

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	53%	N=367
Building with two or more homes (duplex, townhome, apartment or condominium)	43%	N=295
Mobile home	3%	N=18
Other	2%	N=13
Total	100%	N=694

The National Community Survey™

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	41%	N=287
Owned	59%	N=407
Total	100%	N=694

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=25
\$300 to \$599 per month	8%	N=54
\$600 to \$999 per month	17%	N=110
\$1,000 to \$1,499 per month	22%	N=145
\$1,500 to \$2,499 per month	31%	N=207
\$2,500 or more per month	19%	N=126
Total	100%	N=668

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	73%	N=508
Yes	27%	N=184
Total	100%	N=692

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	78%	N=541
Yes	22%	N=152
Total	100%	N=693

Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	13%	N=86
\$25,000 to \$49,999	13%	N=89
\$50,000 to \$99,999	23%	N=152
\$100,000 to \$149,999	21%	N=140
\$150,000 or more	29%	N=192
Total	100%	N=659

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=641
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=35
Total	100%	N=676

The National Community Survey™

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=7
Asian, Asian Indian or Pacific Islander	4%	N=26
Black or African American	0%	N=2
White	93%	N=622
Other	4%	N=28

Total may exceed 100% as respondents could select more than one option.

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	13%	N=89
25 to 34 years	22%	N=147
35 to 44 years	16%	N=111
45 to 54 years	18%	N=122
55 to 64 years	11%	N=76
65 to 74 years	12%	N=84
75 years or older	8%	N=53
Total	100%	N=683

Table 67: Question D16

What is your sex?	Percent	Number
Female	45%	N=306
Male	55%	N=375
Total	100%	N=681

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	84%	N=583
Land line	7%	N=51
Both	8%	N=58
Total	100%	N=692

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Golden chose to have comparisons made to the entire database, as well as to a subset of similar jurisdictions from the database (selected communities from Colorado’s Front Range).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Golden’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Golden’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Golden’s rating to the benchmark.

In that final column, Golden’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Golden residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Golden’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Golden’s average rating was more than 20 points different when compared to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Golden	93%	39	424	Higher
Overall image or reputation of Golden	92%	27	332	Higher
Golden as a place to live	96%	35	369	Higher
Your neighborhood as a place to live	90%	50	300	Similar
Golden as a place to raise children	90%	81	360	Higher
Golden as a place to retire	72%	57	340	Higher
Overall appearance of Golden	93%	32	332	Higher

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Golden	90%	100	342	Similar
	In your neighborhood during the day	97%	117	338	Similar
	In Golden's downtown/commercial area during the day	96%	69	306	Similar
Mobility	Overall ease of getting to the places you usually have to visit	76%	114	266	Similar
	Availability of paths and walking trails	93%	9	301	Much higher
	Ease of walking in Golden	89%	10	295	Much higher
	Ease of travel by bicycle in Golden	77%	19	294	Higher
	Ease of travel by public transportation in Golden	32%	123	228	Similar
	Ease of travel by car in Golden	59%	185	293	Similar
	Ease of public parking	41%	159	226	Similar
Natural Environment	Traffic flow on major streets	50%	140	321	Similar
	Quality of overall natural environment in Golden	91%	22	267	Higher
	Cleanliness of Golden	91%	45	274	Higher
Built Environment	Air quality	78%	120	237	Similar
	Overall "built environment" of Golden (including overall design, buildings, parks and transportation systems)	69%	80	257	Similar
	Overall quality of new development in Golden	47%	209	281	Similar
	Availability of affordable quality housing	15%	259	290	Lower
	Variety of housing options	29%	234	269	Lower
	Public places where people want to spend time	87%	8	251	Higher
	Overall economic health of Golden	82%	41	263	Higher
	Vibrant downtown/commercial area	81%	18	240	Much higher
	Overall quality of business and service establishments in Golden	72%	78	264	Similar
	Cost of living in Golden	19%	224	259	Lower
Economy	Shopping opportunities	56%	133	282	Similar
	Employment opportunities	38%	162	299	Similar
	Golden as a place to visit	91%	23	277	Much higher
	Golden as a place to work	73%	60	344	Higher
	Health and wellness opportunities in Golden	83%	24	258	Higher
	Availability of affordable quality mental health care	42%	128	228	Similar
	Availability of preventive health services	60%	142	231	Similar
Recreation and Wellness	Availability of affordable quality health care	57%	160	250	Similar
	Availability of affordable quality food	68%	83	237	Similar
	Recreational opportunities	90%	5	282	Much higher
	Fitness opportunities (including exercise classes and paths or trails, etc.)	88%	8	249	Higher

The National Community Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	79%	75	260	Similar
	Opportunities to participate in religious or spiritual events and activities	74%	148	199	Similar
	Opportunities to attend cultural/arts/music activities	72%	86	279	Similar
	Adult educational opportunities	64%	88	238	Similar
	K-12 education	70%	154	261	Similar
	Availability of affordable quality child care/preschool	41%	172	249	Similar
Community Engagement	Opportunities to participate in social events and activities	76%	36	255	Higher
	Neighborliness of Golden	73%	36	252	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	61%	115	282	Similar
	Opportunities to participate in community matters	77%	27	265	Similar
	Opportunities to volunteer	76%	64	256	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Golden	84%	59	394	Similar
Overall customer service by Golden employees (police, receptionists, planners, etc.)	83%	63	359	Similar
Value of services for the taxes paid to Golden	71%	22	378	Higher
Overall direction that Golden is taking	59%	146	303	Similar
Job Golden government does at welcoming resident involvement	69%	24	306	Higher
Overall confidence in Golden government	62%	71	264	Similar
Generally acting in the best interest of the community	64%	67	263	Similar
Being honest	69%	51	255	Similar
Treating all residents fairly	65%	72	261	Similar
Services provided by the Federal Government	39%	101	244	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police/Sheriff services	88%	99	419	Similar	
	Fire services	96%	79	358	Similar	
	Ambulance or emergency medical services	94%	115	321	Similar	
	Crime prevention	78%	114	342	Similar	
	Fire prevention and education	83%	111	275	Similar	
	Animal control	74%	71	311	Similar	
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62%	152	269	Similar	
	Traffic enforcement	63%	186	346	Similar	
	Street repair	58%	95	351	Similar	
	Street cleaning	77%	50	306	Similar	
Mobility	Street lighting	77%	32	309	Higher	
	Snow removal	82%	31	259	Higher	
	Sidewalk maintenance	66%	57	300	Similar	
	Traffic signal timing	53%	107	254	Similar	
	Bus or transit services	51%	111	223	Similar	
	Natural Environment	Garbage collection	80%	251	327	Similar
		Recycling	73%	237	335	Similar
Yard waste pick-up		69%	165	259	Similar	

The National Community Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Drinking water	82%	58	291	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	75%	30	246	Higher
	Golden open space	80%	12	234	Higher
Built Environment	Storm drainage	77%	51	325	Similar
	Sewer services	90%	29	297	Similar
	Power (electric and/or gas) utility	87%	31	180	Similar
	Utility billing	80%	35	226	Similar
	Land use, planning and zoning	44%	187	287	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	51%	164	365	Similar
	Cable television	59%	50	195	Similar
	Economy	Economic development	66%	64	274
Recreation and Wellness	City parks	92%	19	303	Higher
	Recreation programs or classes	83%	30	304	Higher
	Recreation centers or facilities	83%	28	266	Higher
	Health services	66%	121	215	Similar
Education and Enrichment	City-sponsored special events	80%	32	274	Higher
	Public library services	90%	85	315	Similar
Community Engagement	Public information services	79%	39	276	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	72%	48	294	Similar
Recommend living in Golden to someone who asks	91%	99	273	Similar
Remain in Golden for the next five years	86%	105	268	Similar
Contacted Golden (in-person, phone, email or web) for help or information	47%	115	310	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	22%	199	230	Lower
	Did NOT report a crime to the police	84%	78	254	Similar
	Household member was NOT a victim of a crime	92%	83	263	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	59%	21	209	Much higher
	Carpooled with other adults or children instead of driving alone	59%	10	243	Higher
	Walked or biked instead of driving	83%	14	252	Much higher
Natural Environment	Made efforts to conserve water	83%	95	237	Similar
	Made efforts to make your home more energy efficient	73%	168	239	Similar
	Recycle at home	91%	130	251	Similar
Built Environment	Did NOT observe a code violation or other hazard in Golden	58%	101	246	Similar
	NOT experiencing housing costs stress	68%	150	250	Similar
Economy	Purchase goods or services from a business located in Golden	96%	157	249	Similar
	Economy will have positive impact on income	31%	143	251	Similar

The National Community Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Work inside boundaries of Golden	44%	93	250	Similar
	Used Golden recreation centers or their services	67%	30	232	Similar
	Visited a neighborhood park or City park	95%	8	258	Higher
	Eat at least 5 portions of fruits and vegetables a day	84%	109	241	Similar
	Participate in moderate or vigorous physical activity	90%	36	245	Similar
	In very good to excellent health	76%	16	245	Similar
Education and Enrichment	Used Golden public libraries or their services	70%	55	240	Similar
	Participated in religious or spiritual activities in Golden	25%	188	199	Much lower
	Attended City-sponsored event	76%	11	252	Much higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	25%	97	233	Similar
	Contacted Golden elected officials (in-person, phone, email or web) to express your opinion	25%	31	247	Similar
	Volunteered your time to some group/activity in Golden	41%	104	257	Similar
	Participated in a club	31%	71	238	Similar
	Talked to or visited with your immediate neighbors	93%	80	247	Similar
	Done a favor for a neighbor	83%	99	242	Similar
	Attended a local public meeting	32%	30	255	Similar
	Watched (online or on television) a local public meeting	17%	170	225	Similar
	Read or watch local news (via television, paper, computer, etc.)	77%	215	250	Similar
	Vote in local elections	89%	46	252	Similar

Communities included in national comparisons

The communities included in Golden's comparisons are listed on the following pages along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO.....	487,850	Avon town, CO.....	6,503
Airway Heights city, WA.....	8,017	Avon town, IN.....	16,479
Albany city, OR.....	52,007	Avondale city, AZ.....	81,590
Albemarle County, VA.....	105,105	Azusa city, CA.....	49,029
Albert Lea city, MN.....	17,716	Bainbridge Island city, WA.....	23,689
Alexandria city, VA.....	154,710	Baltimore city, MD.....	619,796
American Canyon city, CA.....	20,341	Baltimore County, MD.....	828,637
Ames city, IA.....	65,005	Battle Creek city, MI.....	51,505
Ankeny city, IA.....	56,237	Bay Village city, OH.....	15,426
Ann Arbor city, MI.....	119,303	Baytown city, TX.....	76,205
Apache Junction city, AZ.....	38,452	Bedford city, TX.....	49,082
Arapahoe County, CO.....	626,612	Bedford town, MA.....	14,105
Arlington city, TX.....	388,225	Bellevue city, WA.....	139,014
Arvada city, CO.....	115,320	Bellingham city, WA.....	85,388
Asheville city, NC.....	89,318	Bend city, OR.....	87,167
Ashland city, OR.....	20,733	Bethlehem township, PA.....	23,800
Ashland town, MA.....	17,478	Bettendorf city, IA.....	35,293
Ashland town, VA.....	7,554	Billings city, MT.....	109,082
Aspen city, CO.....	7,097	Bloomington city, IN.....	83,636
Athens-Clarke County.....	122,292	Bloomington city, MN.....	85,417
Auburn city, AL.....	61,462	Boise City city, ID.....	220,859
Augusta CCD, GA.....	136,103	Bonner Springs city, KS.....	7,644
Aurora city, CO.....	357,323	Boulder city, CO.....	106,271
Austin city, TX.....	916,906	Bowling Green city, KY.....	64,302

The National Community Survey™

Bozeman city, MT	43,132	Darien city, IL	22,206
Brentwood city, TN	41,524	Davenport city, FL	3,665
Brighton city, CO	38,016	Davidson town, NC	12,325
Brookline CDP, MA	59,246	Dayton city, OH	140,939
Brooklyn Center city, MN	30,885	Dayton town, WY	815
Brooklyn city, OH	10,891	Dearborn city, MI	95,295
Broomfield city, CO	64,283	Decatur city, GA	22,022
Brownsburg town, IN	24,625	Del Mar city, CA	4,338
Buffalo Grove village, IL	41,551	DeLand city, FL	30,315
Burlingame city, CA	30,401	Delaware city, OH	38,193
Cabarrus County, NC	196,716	Denison city, TX	23,342
Cambridge city, MA	110,893	Denton city, TX	131,097
Canandaigua city, NY	10,402	Denver city, CO	678,467
Cannon Beach city, OR	1,517	Des Moines city, IA	214,778
Cañon City city, CO	16,298	Des Peres city, MO	8,536
Canton city, SD	3,352	Destin city, FL	13,421
Cape Coral city, FL	173,679	Dover city, NH	30,901
Carlsbad city, CA	113,147	Dublin city, CA	57,022
Carroll city, IA	9,937	Dublin city, OH	44,442
Cartersville city, GA	20,235	Duluth city, MN	86,066
Cary town, NC	159,715	Durham city, NC	257,232
Castle Rock town, CO	57,274	Durham County, NC	300,865
Cedar Hill city, TX	48,149	Dyer town, IN	16,077
Cedar Park city, TX	70,010	Eagan city, MN	66,102
Cedar Rapids city, IA	130,330	Eagle Mountain city, UT	27,773
Celina city, TX	7,910	Eau Claire city, WI	67,945
Centennial city, CO	108,448	Eden Prairie city, MN	63,660
Chandler city, AZ	245,160	Eden town, VT	1,254
Chandler city, TX	2,896	Edgewater city, CO	5,299
Chanhassen city, MN	25,108	Edina city, MN	50,603
Chapel Hill town, NC	59,234	Edmond city, OK	89,769
Chardon city, OH	5,166	Edmonds city, WA	41,309
Charles County, MD	156,021	El Cerrito city, CA	24,982
Charlotte County, FL	173,236	El Paso de Robles (Paso Robles) city, CA	31,409
Charlottesville city, VA	46,487	Elk Grove city, CA	166,228
Chattanooga city, TN	176,291	Elmhurst city, IL	46,139
Chautauqua town, NY	4,362	Englewood city, CO	33,155
Chesterfield County, VA	335,594	Erie town, CO	22,019
Clackamas County, OR	399,962	Estes Park town, CO	6,248
Clayton city, MO	16,214	Euclid city, OH	47,698
Clearwater city, FL	112,794	Fairview town, TX	8,473
Cleveland Heights city, OH	45,024	Farmers Branch city, TX	33,808
Clinton city, SC	8,538	Farmersville city, TX	3,440
Clive city, IA	17,134	Farmington Hills city, MI	81,235
Clovis city, CA	104,411	Farmington town, CT	25,596
College Park city, MD	32,186	Fate city, TX	10,339
College Station city, TX	107,445	Fayetteville city, GA	17,069
Colleyville city, TX	25,557	Fayetteville city, NC	210,324
Collinsville city, IL	24,767	Ferguson township, PA	18,837
Columbia city, MO	118,620	Fernandina Beach city, FL	11,957
Columbia city, SC	132,236	Flower Mound town, TX	71,575
Columbia Falls city, MT	5,054	Forest Grove city, OR	23,554
Commerce City city, CO	52,905	Fort Collins city, CO	159,150
Concord city, CA	128,160	Franklin city, TN	72,990
Concord town, MA	19,357	Frederick town, CO	11,397
Conshohocken borough, PA	7,985	Fremont city, CA	230,964
Coolidge city, AZ	12,221	Fruita city, CO	13,039
Coon Rapids city, MN	62,342	Gahanna city, OH	34,691
Coral Springs city, FL	130,110	Gaithersburg city, MD	67,417
Coronado city, CA	24,053	Galveston city, TX	49,706
Corvallis city, OR	56,224	Gardner city, KS	21,059
Cottonwood Heights city, UT	34,214	Germantown city, TN	39,230
Coventry Lake CDP, CT	2,932	Gilbert town, AZ	232,176
Creve Coeur city, MO	18,259	Gillette city, WY	31,783
Cupertino city, CA	60,687	Glen Ellyn village, IL	27,983
Dacono city, CO	4,929	Glendora city, CA	51,891
Dakota County, MN	414,655	Glenview village, IL	47,066
Dallas city, OR	15,413	Golden city, CO	20,365
Dallas city, TX	1,300,122	Golden Valley city, MN	21,208
Danville city, KY	16,657	Goodyear city, AZ	74,953

The National Community Survey™

Grafton village, WI	11,576	Larimer County, CO.....	330,976
Grand Blanc city, MI.....	7,964	Las Cruces city, NM.....	101,014
Grants Pass city, OR.....	36,687	Las Vegas city, NM.....	13,445
Grass Valley city, CA	12,893	Lawrence city, KS.....	93,954
Greeley city, CO.....	100,760	Lawrenceville city, GA	29,287
Greenville city, NC.....	90,347	Lehi city, UT	58,351
Greenwich town, CT.....	62,782	Lenexa city, KS	52,030
Greenwood Village city, CO.....	15,397	Lewisville city, TX.....	103,638
Greer city, SC	28,587	Lewisville town, NC	13,516
Gunnison County, CO	16,215	Libertyville village, IL.....	20,504
Haltom City city, TX	44,059	Lincolnwood village, IL.....	12,637
Hamilton city, OH.....	62,216	Lindsborg city, KS	3,313
Hamilton town, MA	7,991	Little Chute village, WI	11,006
Hampton city, VA.....	136,255	Littleton city, CO.....	45,848
Hanover County, VA.....	103,218	Livermore city, CA.....	88,232
Harrisburg city, SD.....	5,429	Lombard village, IL.....	43,776
Harrisonburg city, VA	53,064	Lone Tree city, CO	13,430
Harrisonville city, MO	10,025	Long Grove village, IL	7,980
Hastings city, MN.....	22,620	Longmont city, CO	91,730
Henderson city, NV.....	284,817	Lonsdale city, MN.....	3,850
Herndon town, VA.....	24,545	Los Alamos County, NM.....	18,031
High Point city, NC.....	109,849	Los Altos Hills town, CA	8,490
Highland Park city, IL	29,796	Loudoun County, VA	374,558
Highlands Ranch CDP, CO	105,264	Louisville city, CO.....	20,319
Homer Glen village, IL.....	24,403	Lower Merion township, PA	58,500
Honolulu County, HI.....	990,060	Lynchburg city, VA	79,237
Hoquiam city, WA	8,416	Lynnwood city, WA	37,242
Horry County, SC	310,186	Manassas city, VA	41,379
Hudson town, CO.....	1,709	Manhattan Beach city, CA.....	35,698
Huntley village, IL	26,265	Manhattan city, KS	55,427
Huntsville city, TX	40,727	Mankato city, MN.....	41,241
Hutchinson city, MN.....	13,836	Maple Grove city, MN.....	68,362
Hutto city, TX	22,644	Maplewood city, MN.....	40,127
Independence city, MO.....	117,369	Maricopa County, AZ.....	4,155,501
Indio city, CA.....	86,867	Marin County, CA	260,814
Iowa City city, IA	73,415	Marion city, IA	38,014
Irving city, TX.....	235,648	Mariposa County, CA.....	17,658
Issaquah city, WA	35,629	Marshfield city, WI	18,326
Jackson city, MO.....	14,690	Martinez city, CA.....	37,902
Jackson County, MI.....	158,989	Marysville city, WA	66,178
James City County, VA	73,028	Maui County, HI.....	164,094
Jefferson County, NY.....	116,567	McKinney city, TX.....	164,760
Jefferson Parish, LA	437,038	McMinnville city, OR	33,211
Johnson City city, TN.....	65,598	Mecklenburg County, NC	1,034,290
Johnston city, IA	20,172	Menlo Park city, CA	33,661
Jupiter town, FL.....	62,373	Menomonee Falls village, WI	36,411
Kalamazoo city, MI.....	75,833	Mercer Island city, WA	24,768
Kansas City city, KS.....	151,042	Meridian charter township, MI	41,903
Kansas City city, MO.....	476,974	Meridian city, ID	91,917
Keizer city, OR.....	37,910	Merriam city, KS.....	11,259
Kent city, WA.....	126,561	Mesa city, AZ	479,317
Kerrville city, TX.....	22,931	Miami Beach city, FL	92,187
Key West city, FL	25,316	Miami city, FL	443,007
King City city, CA	13,721	Middleton city, WI.....	18,951
Kingman city, AZ.....	28,855	Midland city, MI	41,958
Kirkland city, WA	86,772	Milford city, DE	10,645
Kirkwood city, MO.....	27,659	Milton city, GA	37,556
Knoxville city, IA	7,202	Minneapolis city, MN	411,452
La Plata town, MD.....	9,160	Minnetrasta city, MN	7,187
La Vista city, NE.....	17,062	Missouri City city, TX.....	72,688
Laguna Niguel city, CA	65,429	Moline city, IL	42,644
Lake Forest city, IL	18,931	Monroe city, MI.....	20,128
Lake in the Hills village, IL.....	28,908	Montgomery city, MN	2,921
Lake Zurich village, IL.....	19,983	Montgomery County, MD.....	1,039,198
Lakeville city, MN.....	61,056	Monticello city, UT	2,599
Lakewood city, CO	151,411	Montrose city, CO	18,918
Lakewood city, WA.....	59,102	Moraga town, CA	17,231
Lancaster County, SC	86,544	Morristown city, TN.....	29,446
Lansing city, MI	115,222	Morrisville town, NC	23,873
Laramie city, WY.....	32,104	Morro Bay city, CA	10,568

The National Community Survey™

Mountlake Terrace city, WA	20,922	Prior Lake city, MN	25,452
Murphy city, TX	20,361	Pueblo city, CO	109,122
Naperville city, IL	146,431	Purcellville town, VA	9,217
Napoleon city, OH	8,646	Queen Creek town, AZ	33,298
Nederland city, TX	17,284	Raleigh city, NC	449,477
Needham CDP, MA	30,429	Ramsey city, MN	25,853
Nevada City city, CA	3,112	Raymond town, ME	4,497
Nevada County, CA	98,838	Raymore city, MO	20,358
New Braunfels city, TX	70,317	Redmond city, OR	28,492
New Brighton city, MN	22,440	Redmond city, WA	60,712
New Concord village, OH	2,561	Redwood City city, CA	84,368
New Hope city, MN	20,909	Reno city, NV	239,732
New Orleans city, LA	388,182	Richland city, WA	53,991
New Ulm city, MN	13,249	Richmond city, CA	108,853
Newport city, RI	24,745	Richmond Heights city, MO	8,466
Newport News city, VA	180,775	Rio Rancho city, NM	93,317
Newton city, IA	15,085	River Falls city, WI	15,256
Noblesville city, IN	59,807	Riverside city, CA	321,570
Norcross city, GA	16,474	Roanoke city, VA	99,572
Norfolk city, NE	24,352	Roanoke County, VA	93,419
Norfolk city, VA	245,752	Rochester city, NY	209,463
North Mankato city, MN	13,583	Rock Hill city, SC	70,764
North Port city, FL	62,542	Rockville city, MD	66,420
North Yarmouth town, ME	3,714	Roeland Park city, KS	6,810
Novato city, CA	55,378	Rohnert Park city, CA	42,305
Novi city, MI	58,835	Rolla city, MO	20,013
O'Fallon city, IL	29,095	Rosemount city, MN	23,474
Oak Park village, IL	52,229	Rosenberg city, TX	35,867
Oakley city, CA	39,950	Roseville city, MN	35,624
Oklahoma City city, OK	629,191	Round Rock city, TX	116,369
Olmsted County, MN	151,685	Royal Palm Beach village, FL	37,665
Olympia city, WA	49,928	Sacramento city, CA	489,650
Orange village, OH	3,280	Sahuarita town, AZ	28,257
Orland Park village, IL	59,161	Sammamish city, WA	62,877
Orleans Parish, LA	388,182	San Diego city, CA	1,390,966
Oshkosh city, WI	66,649	San Jose city, CA	1,023,031
Oswego village, IL	33,759	San Marcos city, CA	93,493
Ottawa County, MI	280,243	San Marcos city, TX	59,935
Overland Park city, KS	186,147	Sangamon County, IL	198,134
Paducah city, KY	24,879	Santa Fe city, NM	82,980
Palm Beach Gardens city, FL	53,119	Santa Fe County, NM	147,514
Palm Coast city, FL	82,356	Sarasota County, FL	404,839
Palo Alto city, CA	67,082	Savage city, MN	30,011
Palos Verdes Estates city, CA	13,591	Schaumburg village, IL	74,427
Papillion city, NE	19,478	Schertz city, TX	38,199
Paradise Valley town, AZ	13,961	Scott County, MN	141,463
Park City city, UT	8,167	Scottsdale city, AZ	239,283
Parker town, CO	51,125	Sedona city, AZ	10,246
Parkland city, FL	28,901	Sevierville city, TN	16,387
Pasco city, WA	70,607	Shakopee city, MN	40,024
Pasco County, FL	498,136	Sharonville city, OH	13,974
Payette city, ID	7,366	Shawnee city, KS	64,840
Pearland city, TX	113,693	Shawnee city, OK	30,974
Peoria city, IL	115,424	Sherborn town, MA	4,302
Pflugerville city, TX	58,013	Shoreline city, WA	55,431
Pinehurst village, NC	15,580	Shoreview city, MN	26,432
Piqua city, OH	20,793	Shorewood village, IL	16,809
Pitkin County, CO	17,747	Sierra Vista city, AZ	43,585
Plano city, TX	281,566	Silverton city, OR	9,757
Platte City city, MO	4,867	Sioux Falls city, SD	170,401
Pleasant Hill city, IA	9,608	Skokie village, IL	64,773
Pleasanton city, CA	79,341	Snoqualmie city, WA	12,944
Polk County, IA	467,235	Snowmass Village town, CO	2,827
Pompano Beach city, FL	107,542	Somerset town, MA	18,257
Port Orange city, FL	60,315	South Jordan city, UT	65,523
Port St. Lucie city, FL	178,778	Southlake city, TX	30,090
Portland city, OR	630,331	Spearfish city, SD	11,300
Powell city, OH	12,658	Springfield city, MO	165,785
Powhatan County, VA	28,364	Springville city, UT	32,319
Prince William County, VA	450,763	St. Augustine city, FL	13,952

The National Community Survey™

St. Charles city, IL.....	32,730	Virginia Beach city, VA.....	450,057
St. Joseph city, MO.....	76,819	Walnut Creek city, CA.....	68,516
St. Louis County, MN.....	200,294	Warrensburg city, MO.....	19,890
State College borough, PA.....	42,224	Washington County, MN.....	250,979
Steamboat Springs city, CO.....	12,520	Washoe County, NV.....	445,551
Sugar Land city, TX.....	86,886	Washougal city, WA.....	15,241
Suisun City city, CA.....	29,280	Wauwatosa city, WI.....	47,687
Summit County, UT.....	39,731	Wentzville city, MO.....	35,768
Sunnyvale city, CA.....	151,565	West Carrollton city, OH.....	12,963
Surprise city, AZ.....	129,534	Western Springs village, IL.....	13,187
Suwanee city, GA.....	18,655	Westerville city, OH.....	38,604
Tacoma city, WA.....	207,280	Westlake town, TX.....	1,006
Takoma Park city, MD.....	17,643	Westminster city, CO.....	111,895
Temecula city, CA.....	110,722	Westminster city, MD.....	18,557
Tempe city, AZ.....	178,339	Wheat Ridge city, CO.....	31,162
Temple city, TX.....	71,795	White House city, TN.....	11,107
Texarkana city, TX.....	37,222	Wichita city, KS.....	389,054
The Woodlands CDP, TX.....	109,608	Williamsburg city, VA.....	14,817
Tigard city, OR.....	51,355	Willowbrook village, IL.....	8,598
Tracy city, CA.....	87,613	Wilmington city, NC.....	115,261
Trinidad CCD, CO.....	10,819	Wilsonville city, OR.....	22,789
Tualatin city, OR.....	27,135	Windsor town, CO.....	23,386
Tulsa city, OK.....	401,352	Windsor town, CT.....	29,037
Tustin city, CA.....	80,007	Winnetka village, IL.....	12,504
Twin Falls city, ID.....	47,340	Winter Garden city, FL.....	40,799
Unalaska city, AK.....	4,809	Woodbury city, MN.....	67,648
University Heights city, OH.....	13,201	Woodinville city, WA.....	11,675
University Park city, TX.....	24,692	Wyandotte County, KS.....	163,227
Urbandale city, IA.....	42,222	Yakima city, WA.....	93,182
Vail town, CO.....	5,425	York County, VA.....	67,196
Ventura CCD, CA.....	115,218	Yorktown town, IN.....	11,200
Vernon Hills village, IL.....	26,084	Yorkville city, IL.....	18,691
Vestavia Hills city, AL.....	34,003	Yountville city, CA.....	2,978
Victoria city, MN.....	8,679		
Vienna town, VA.....	16,474		

Front Range Benchmark Comparisons

Table 75: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Golden	93%	3	19	Higher
Overall image or reputation of Golden	92%	3	16	Much higher
Golden as a place to live	96%	3	19	Higher
Your neighborhood as a place to live	90%	3	18	Similar
Golden as a place to raise children	90%	5	20	Higher
Golden as a place to retire	72%	3	20	Higher
Overall appearance of Golden	93%	2	16	Higher

Table 76: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Golden	90%	1	12	Higher
	In your neighborhood during the day	97%	6	15	Similar
	In Golden's downtown/commercial area during the day	96%	4	13	Similar
Mobility	Overall ease of getting to the places you usually have to visit	76%	3	8	Similar
	Availability of paths and walking trails	93%	2	13	Higher
	Ease of walking in Golden	89%	2	18	Higher
	Ease of travel by bicycle in Golden	77%	4	18	Similar
	Ease of travel by public transportation in Golden	32%	11	12	Lower
	Ease of travel by car in Golden	59%	11	19	Similar

The National Community Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Natural Environment	Ease of public parking	41%	3	6	Similar	
	Traffic flow on major streets	50%	4	15	Similar	
	Quality of overall natural environment in Golden	91%	2	12	Higher	
	Cleanliness of Golden	91%	2	11	Higher	
Built Environment	Air quality	78%	2	11	Higher	
	Overall "built environment" of Golden (including overall design, buildings, parks and transportation systems)	69%	3	8	Similar	
	Overall quality of new development in Golden	47%	12	13	Similar	
	Availability of affordable quality housing	15%	11	13	Similar	
	Variety of housing options	29%	12	14	Lower	
Economy	Public places where people want to spend time	87%	1	7	Much higher	
	Overall economic health of Golden	82%	1	9	Higher	
	Vibrant downtown/commercial area	81%	2	6	Much higher	
	Overall quality of business and service establishments in Golden	72%	4	13	Similar	
	Cost of living in Golden	19%	6	9	Similar	
	Shopping opportunities	56%	12	18	Similar	
	Employment opportunities	38%	14	19	Similar	
	Golden as a place to visit	91%	2	8	Much higher	
	Golden as a place to work	73%	5	20	Similar	
	Recreation and Wellness	Health and wellness opportunities in Golden	83%	2	9	Higher
		Availability of affordable quality mental health care	42%	5	6	Similar
		Availability of preventive health services	60%	5	7	Similar
Availability of affordable quality health care		57%	7	12	Similar	
Availability of affordable quality food		68%	1	9	Similar	
Recreational opportunities		90%	2	16	Higher	
Education and Enrichment	Fitness opportunities (including exercise classes and paths or trails, etc.)	88%	2	7	Higher	
	Overall opportunities for education and enrichment	79%	2	7	Higher	
	Opportunities to participate in religious or spiritual events and activities	74%	3	5	Similar	
	Opportunities to attend cultural/arts/music activities	72%	6	15	Similar	
	Adult educational opportunities	64%	2	7	Similar	
	K-12 education	70%	5	10	Similar	
Community Engagement	Availability of affordable quality child care/preschool	41%	2	9	Similar	
	Opportunities to participate in social events and activities	76%	4	10	Similar	
	Neighborliness of Golden	73%	1	7	Higher	
	Openness and acceptance of the community toward people of diverse backgrounds	61%	9	17	Similar	
	Opportunities to participate in community matters	77%	4	14	Similar	
	Opportunities to volunteer	76%	2	11	Similar	

Table 77: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Golden	84%	4	20	Similar
Overall customer service by Golden employees (police, receptionists, planners, etc.)	83%	5	19	Similar
Value of services for the taxes paid to Golden	71%	2	15	Higher
Overall direction that Golden is taking	59%	8	17	Similar
Job Golden government does at welcoming resident involvement	69%	2	18	Higher
Overall confidence in Golden government	62%	3	8	Similar

The National Community Survey™

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Generally acting in the best interest of the community	64%	2	10	Similar
Being honest	69%	1	10	Similar
Treating all residents fairly	65%	2	9	Similar
Services provided by the Federal Government	39%	1	7	Similar

Table 78: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	88%	2	20	Similar
	Fire services	96%	4	13	Similar
	Ambulance or emergency medical services	94%	3	10	Similar
	Crime prevention	78%	4	15	Similar
	Fire prevention and education	83%	2	8	Similar
	Animal control	74%	5	16	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62%	7	13	Similar
Mobility	Traffic enforcement	63%	6	18	Similar
	Street repair	58%	5	18	Similar
	Street cleaning	77%	2	15	Similar
	Street lighting	77%	3	10	Similar
	Snow removal	82%	1	18	Higher
	Sidewalk maintenance	66%	2	8	Similar
	Traffic signal timing	53%	2	9	Similar
	Bus or transit services	51%	5	7	Similar
Natural Environment	Garbage collection	80%	8	9	Similar
	Recycling	73%	7	11	Similar
	Yard waste pick-up	69%	3	5	Similar
	Drinking water	82%	4	7	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	75%	2	7	Similar
Built Environment	Golden open space	80%	4	9	Similar
	Storm drainage	77%	4	12	Similar
	Sewer services	90%	1	9	Similar
	Power (electric and/or gas) utility	87%	NA	NA	NA
	Utility billing	80%	1	8	Similar
	Land use, planning and zoning	44%	9	12	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	51%	9	18	Similar
	Cable television	59%	NA	NA	NA
Economy	Economic development	66%	2	10	Similar
	City parks	92%	3	12	Similar
Recreation and Wellness	Recreation programs or classes	83%	3	14	Similar
	Recreation centers or facilities	83%	4	15	Similar
	Health services	66%	4	7	Similar
	City-sponsored special events	80%	3	8	Higher
Education and Enrichment	Public library services	90%	6	14	Similar
	Community Engagement	Public information services	79%	3	12

The National Community Survey™

Table 79: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	72%	4	16	Higher
Recommend living in Golden to someone who asks	91%	3	14	Similar
Remain in Golden for the next five years	86%	4	14	Similar
Contacted Golden (in-person, phone, email or web) for help or information	47%	5	15	Similar

Table 80: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	22%	5	6	Similar
	Did NOT report a crime to the police	84%	1	8	Similar
	Household member was NOT a victim of a crime	92%	1	8	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	59%	5	8	Similar
	Carpooled with other adults or children instead of driving alone	59%	2	10	Similar
	Walked or biked instead of driving	83%	2	9	Much higher
Natural Environment	Made efforts to conserve water	83%	3	7	Similar
	Made efforts to make your home more energy efficient	73%	5	7	Similar
	Recycle at home	91%	3	6	Similar
Built Environment	Did NOT observe a code violation or other hazard in Golden	58%	3	7	Similar
	NOT experiencing housing costs stress	68%	2	6	Similar
Economy	Purchase goods or services from a business located in Golden	96%	4	6	Similar
	Economy will have positive impact on income	31%	6	7	Similar
	Work inside boundaries of Golden	44%	3	6	Similar
Recreation and Wellness	Used Golden recreation centers or their services	67%	3	10	Similar
	Visited a neighborhood park or City park	95%	3	11	Similar
	Eat at least 5 portions of fruits and vegetables a day	84%	3	5	Similar
	Participate in moderate or vigorous physical activity	90%	2	6	Similar
	In very good to excellent health	76%	2	6	Similar
Education and Enrichment	Used Golden public libraries or their services	70%	2	9	Similar
	Participated in religious or spiritual activities in Golden	25%	6	7	Similar
	Attended City-sponsored event	76%	1	11	Much higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	25%	3	6	Similar
	Contacted Golden elected officials (in-person, phone, email or web) to express your opinion	25%	2	8	Similar
	Volunteered your time to some group/activity in Golden	41%	4	10	Similar
	Participated in a club	31%	2	7	Higher
	Talked to or visited with your immediate neighbors	93%	2	8	Similar
	Done a favor for a neighbor	83%	2	8	Similar
	Attended a local public meeting	32%	1	11	Similar

The National Community Survey™

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Watched (online or on television) a local public meeting	17%	6	8	Similar
Read or watch local news (via television, paper, computer, etc.)	77%	5	6	Similar
Vote in local elections	89%	3	7	Similar

Communities included in Front Range Community comparisons

The communities included in Golden’s custom comparisons are listed below along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO	487,850
Arapahoe County, CO	626,612
Aurora city, CO.....	357,323
Boulder city, CO	106,271
Broomfield city, CO.....	64,283
Centennial city, CO	108,448
Commerce City city, CO	52,905
Denver city, CO	678,467
Englewood city, CO	33,155
Fort Collins city, CO	159,150
Golden city, CO	20,365
Lakewood city, CO.....	151,411
Littleton city, CO.....	45,848
Lone Tree city, CO.....	13,430
Longmont city, CO.....	91,730
Louisville city, CO	20,319
Northglenn city, CO	38,473
Parker town, CO.....	51,125
Westminster city, CO	111,895
Wheat Ridge city, CO.....	31,162

Appendix C: Detailed Survey Methods

The National Community Survey™ (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Golden funded this research. Please contact Carly Lorentz of the City of Golden at clorentz@cityofgolden.net if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

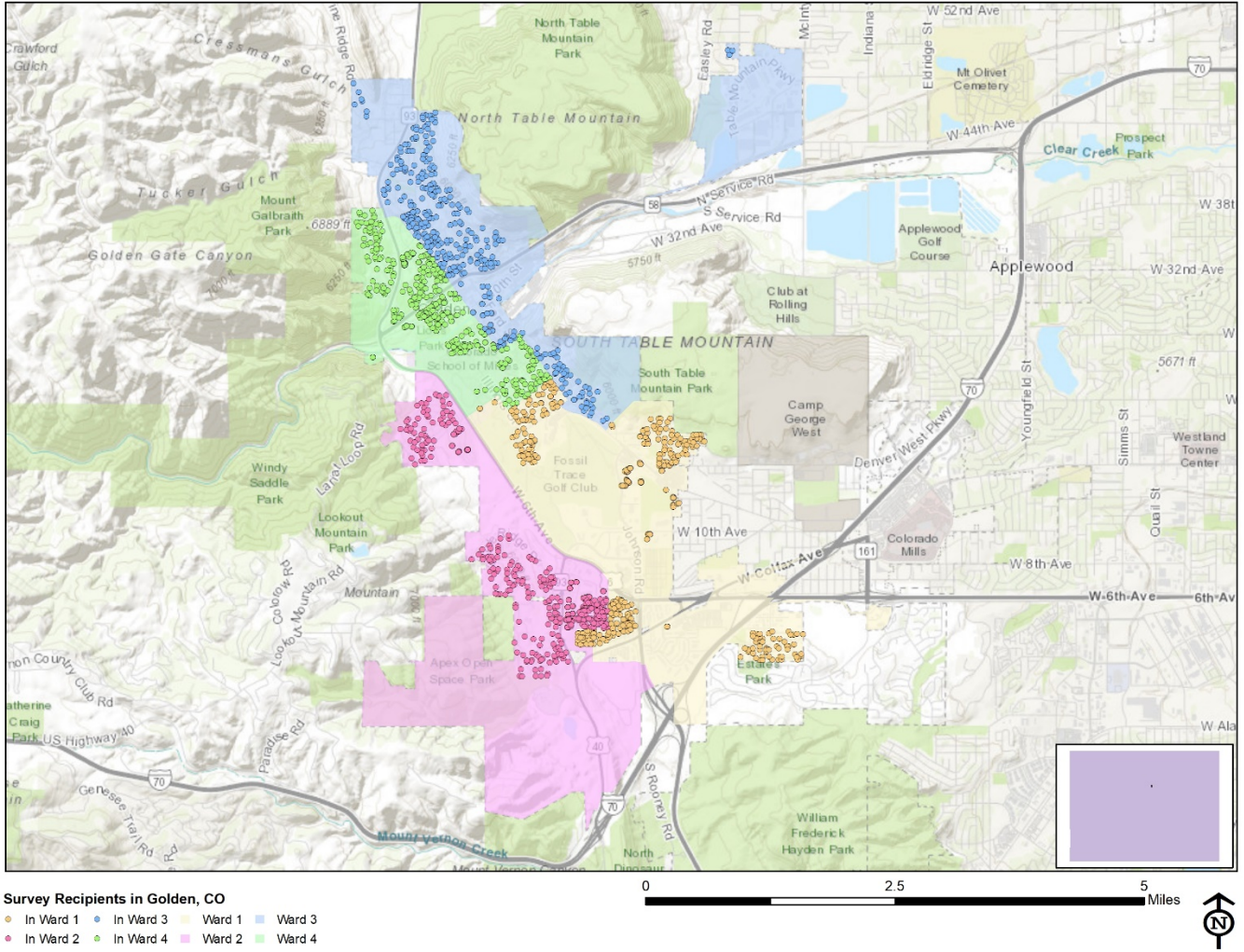
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Golden were eligible to participate in the survey. A list of all households within the zip codes serving Golden was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Golden households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Golden boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the four Wards.

To choose the 2,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Golden website. This opt-in survey was identical to the scientific survey and open to all City residents. The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on June 17, 2019. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks. The online “opt-in” survey became available to all residents on July 18, 2019 and remained open for three weeks.

About 5% of the 2,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,095 Eligible households that received the survey, 696 completed the survey, providing an overall response rate of 33%. Additionally, responses were tracked by Ward; response rates by Ward ranged from 24% to 49%. The response rates were/was calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 226 residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 81: Survey Response Rates by Ward

	Area 1	Area2	Area 3	Area 4	Overall
Total sample used	629	596	476	499	2,200
I=Complete Interviews	145	162	217	172	696
P=Partial Interviews	1	1	3	0	5
R=Refusal and break off	0	0	0	0	0
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	450	419	226	299	1,394
NE=Not eligible	33	14	30	28	105
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	24%	28%	49%	37%	33%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the City of Golden survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (701 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Community Survey™

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, the demographics of each dataset were separately compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Golden. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. Both survey datasets were weighted independently to best match the Census. The characteristics used for weighting were housing tenure (rent or own home), housing unit type and sex and age. No adjustments were made for design effects. Results for the opt-in survey have been provided under separate cover.

The results of the weighting scheme are presented in the following table.

Table 82: Golden, CO 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	42%	27%	41%
Own home	58%	73%	59%
Detached unit*	55%	64%	56%
Attached unit*	45%	36%	44%
Race and Ethnicity			
White	92%	93%	91%
Not white	8%	7%	9%
Not Hispanic	95%	95%	95%
Hispanic	5%	5%	5%
White alone, not Hispanic	85%	90%	87%
Hispanic and/or other race	15%	10%	13%
Sex and Age			
Female	46%	57%	45%
Male	54%	43%	55%
18-34 years of age	36%	15%	35%
35-54 years of age	35%	33%	34%
55+ years of age	29%	52%	31%
Females 18-34	14%	8%	14%
Females 35-54	17%	20%	16%
Females 55+	15%	30%	15%
Males 18-34	22%	7%	21%
Males 35-54	18%	13%	17%
Males 55+	17%	23%	17%
AREA			
Ward 1	27%	21%	22%
Ward 2	26%	23%	25%
Ward 3	24%	31%	29%
Ward 4	23%	25%	25%

* U.S. Census Bureau ACS 2017 5-year estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

Appendix D: Survey Materials

Dear Golden Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Marjorie N. Sloan

Mayor

Dear Golden Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Marjorie N. Sloan

Mayor

Dear Golden Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Marjorie N. Sloan

Mayor

Dear Golden Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Marjorie N. Sloan

Mayor



City of
Golden

911 10TH ST. GOLDEN, CO 80401

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of
Golden

911 10TH ST. GOLDEN, CO 80401

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of
Golden

911 10TH ST. GOLDEN, CO 80401

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of
Golden

911 10TH ST. GOLDEN, CO 80401

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



June 2019

Dear City of Golden Resident:

Please help us shape the future of Golden! You have been selected at random to participate in the 2019 Golden Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number being surveyed. Your feedback will help Golden make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope.**

If you have any questions about the survey please call 303-384-8000.

Thank you for your time and participation!

Sincerely,

Marjorie N. Sloan
Mayor



July 2019

Dear City of Golden Resident:

Here's a second chance if you haven't already responded to the 2019 Golden Community Survey!
(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)

Please help us shape the future of Golden! You have been selected at random to participate in the 2019 Golden Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number being surveyed. Your feedback will help Golden make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope.**

If you have any questions about the survey please call 303-384-8000.

Thank you for your time and participation!

Sincerely,

Marjorie N. Sloan
Mayor

The City of Golden 2019 Community Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Golden:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Golden as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Golden as a place to raise children	1	2	3	4	5
Golden as a place to work.....	1	2	3	4	5
Golden as a place to visit.....	1	2	3	4	5
Golden as a place to retire	1	2	3	4	5
The overall quality of life in Golden.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Golden as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Golden.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Golden.....	1	2	3	4	5
Overall "built environment" of Golden (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Golden.....	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Golden	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Golden.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Golden to someone who asks.....	1	2	3	4	5
Remain in Golden for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Golden's downtown/commercial area during the day.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Golden as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Golden	1	2	3	4	5
Ease of travel by public transportation in Golden	1	2	3	4	5
Ease of travel by bicycle in Golden.....	1	2	3	4	5
Ease of walking in Golden	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality.....	1	2	3	4	5
Cleanliness of Golden.....	1	2	3	4	5
Overall appearance of Golden.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Golden as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Golden.....	1	2	3	4	5
Overall quality of business and service establishments in Golden.....	1	2	3	4	5
Vibrant downtown/commercial area.....	1	2	3	4	5
Overall quality of new development in Golden.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in Golden.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water.....	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in Golden (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Golden.....	1	2
Reported a crime to the police in Golden.....	1	2
Stocked supplies in preparation for an emergency.....	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted the City of Golden (in-person, phone, email or web) for help or information.....	1	2
Contacted Golden elected officials (in-person, phone, email or web) to express your opinion.....	1	2
Read the City's newsletter, The Informer.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Golden?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Golden recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Golden public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Golden.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Golden.....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Attended a local public meeting.....	1	2	3	4
Watched (online or on television) a local public meeting.....	1	2	3	4

The City of Golden 2019 Community Survey

10. Please rate the quality of each of the following services in Golden:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Golden open space	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by Golden employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Golden.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Golden government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Golden.....	1	2	3	4	5
The overall direction that Golden is taking	1	2	3	4	5
The job Golden government does at welcoming resident involvement	1	2	3	4	5
Overall confidence in Golden government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Golden community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Golden.....	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Golden.....	1	2	3	4
Overall “built environment” of Golden (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Golden.....	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Golden	1	2	3	4
Sense of community.....	1	2	3	4

14. The City of Golden currently regulates the height, bulk and setback of buildings. Some cities have additional regulations regarding design, such as building materials, color and/or other architectural elements (similar to how an HOA functions). How much would you support or oppose the City of Golden adopting additional architectural design requirements for each of the following types of construction?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Commercial and mixed-use zone districts (e.g., retail stores or businesses with housing above).....	1	2	3	4	5
Multi-family housing such as townhomes and apartments.....	1	2	3	4	5
Single family and duplex housing.....	1	2	3	4	5

15. Please indicate the extent to which you think each of the following are a problem, if at all, in the City of Golden:

	<i>Not a problem</i>	<i>Minor problem</i>	<i>Moderate problem</i>	<i>Major problem</i>	<i>Don't know</i>
Homelessness.....	1	2	3	4	5
The type and style of residential development in Golden	1	2	3	4	5
Access to broadband/Internet service	1	2	3	4	5
Affordability of broadband/Internet service.....	1	2	3	4	5
Availability of affordable housing.....	1	2	3	4	5
Availability of public transportation	1	2	3	4	5

16. The City of Golden currently owns the Historic Astor House, located Downtown on 12th and Arapahoe, which is a 150 year-old structure previously used as a hotel and boarding house for over a century. Currently the building is unused and requires at least \$500,000 in investments to make it habitable. The City is considering placing a proposal for the sale of the Astor House property on the ballot, which would require the new owner to ensure historic preservation, require significant community use of the property, and include a large investment from the owner. However, the property would no longer be owned by the City. Knowing this tradeoff, how much would you support or oppose the sale of the property?

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know

17. The City of Golden is considering enacting a lodging tax for visitors staying in hotels, bed and breakfasts and short-term rentals. Funds from this tax would be dedicated to offsetting visitors' impact on the city by investing in projects such as: infrastructure, environmental, open space, parks, cultural and/or community resources. How much would you support or oppose the City of Golden enacting a lodging tax on visitors?

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know

The City of Golden 2019 Community Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Golden.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity.....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Golden?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Golden?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



City of
Golden

911 10TH ST. GOLDEN, CO 80401

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94