



THE NCSTM

The National Community SurveyTM

Golden, CO

Technical Appendices
DRAFT
2019



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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	
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	
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	
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	
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

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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

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Table 7: 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	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	
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	
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	
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

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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

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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

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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

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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

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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

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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

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Please rate each of the following characteristics as they relate to Golden as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
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	
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

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Table 41: 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	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	
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	
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	
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

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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

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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

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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

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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

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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

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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
	Traffic flow on major streets	50%	140	321	Similar
Natural Environment	Quality of overall natural environment in Golden	91%	22	267	Higher
	Cleanliness of Golden	91%	45	274	Higher
	Air quality	78%	120	237	Similar
Built Environment	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
	Shopping opportunities	56%	133	282	Similar
Economy	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
Recreation and Wellness	Availability of preventive health services	60%	142	231	Similar
	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

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		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
Mobility	Traffic enforcement	63%	186	346	Similar
	Street repair	58%	95	351	Similar
	Street cleaning	77%	50	306	Similar
	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
Natural Environment	Bus or transit services	51%	111	223	Similar
	Garbage collection	80%	251	327	Similar
	Recycling	73%	237	335	Similar
	Yard waste pick-up	69%	165	259	Similar

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		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
	Economic development	66%	64	274	Similar
	City parks	92%	19	303	Higher
Recreation and Wellness	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

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		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, CO487,850
 Airway Heights city, WA 8,017
 Albany city, OR 52,007
 Albemarle County, VA.....105,105
 Albert Lea city, MN..... 17,716
 Alexandria city, VA154,710
 American Canyon city, CA..... 20,341
 Ames city, IA 65,005
 Ankeny city, IA 56,237
 Ann Arbor city, MI119,303
 Apache Junction city, AZ..... 38,452
 Arapahoe County, CO.....626,612
 Arlington city, TX388,225
 Arvada city, CO115,320
 Asheville city, NC 89,318
 Ashland city, OR 20,733
 Ashland town, MA 17,478
 Ashland town, VA..... 7,554
 Aspen city, CO 7,097
 Athens-Clarke County.....122,292
 Auburn city, AL 61,462
 Augusta CCD, GA136,103
 Aurora city, CO357,323
 Austin city, TX916,906

Avon town, CO 6,503
 Avon town, IN 16,479
 Avondale city, AZ 81,590
 Azusa city, CA..... 49,029
 Bainbridge Island city, WA..... 23,689
 Baltimore city, MD.....619,796
 Baltimore County, MD828,637
 Battle Creek city, MI 51,505
 Bay Village city, OH..... 15,426
 Baytown city, TX..... 76,205
 Bedford city, TX 49,082
 Bedford town, MA 14,105
 Bellevue city, WA139,014
 Bellingham city, WA 85,388
 Bend city, OR..... 87,167
 Bethlehem township, PA..... 23,800
 Bettendorf city, IA..... 35,293
 Billings city, MT.....109,082
 Bloomington city, IN 83,636
 Bloomington city, MN 85,417
 Boise City city, ID220,859
 Bonner Springs city, KS 7,644
 Boulder city, CO106,271
 Bowling Green city, KY 64,302

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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

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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	Minnetrissa 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

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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

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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

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		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
	Air quality	78%	2	11	Higher
Built Environment	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
	Public places where people want to spend time	87%	1	7	Much higher
	Overall economic health of Golden	82%	1	9	Higher
Economy	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
	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
Recreation and Wellness	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
	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
Education and Enrichment	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
	Availability of affordable quality child care/preschool	41%	2	9	Similar
	Opportunities to participate in social events and activities	76%	4	10	Similar
Community Engagement	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

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	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
Natural Environment	Bus or transit services	51%	5	7	Similar
	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
	Golden open space	80%	4	9	Similar
Built Environment	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
Recreation and Wellness	City parks	92%	3	12	Similar
	Recreation programs or classes	83%	3	14	Similar
	Recreation centers or facilities	83%	4	15	Similar
	Health services	66%	4	7	Similar
Education and Enrichment	City-sponsored special events	80%	3	8	Higher
	Public library services	90%	6	14	Similar
Community Engagement	Public information services	79%	3	12	Similar

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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

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	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

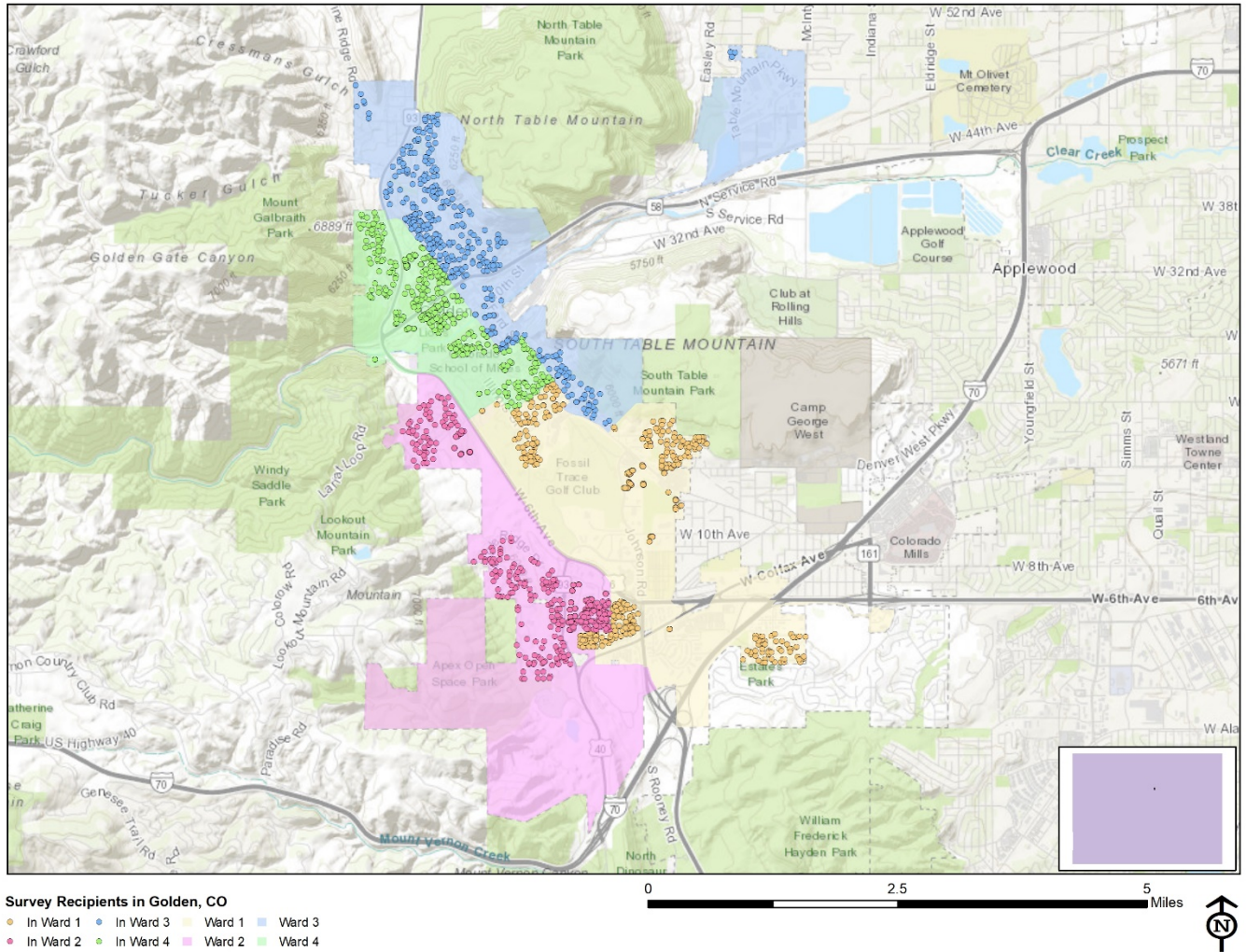
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Golden were eligible to participate in the survey. A list of all households within the zip codes serving Golden was purchased from Go-Dog Direct based on updated listings from the 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.

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,

A handwritten signature in black ink that reads "Marjorie N. Sloan". The script is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Marjorie N. Sloan
Mayor

Dear Golden Resident,

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Marjorie N. Sloan
Mayor



City of
Golden

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City of Golden

OFFICE OF THE MAYOR

911 10TH ST. GOLDEN, CO 80401
TEL: 303-384-8100
FAX: 303-384-8104
WWW.CITYOFGOLDEN.NET

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>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (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

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