



City of Wheat Ridge, CO Resident Survey 2023

Report of Results

May 2023

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Executive Summary

Summary of Survey Methods

The 2023 Wheat Ridge Resident Survey provided residents the opportunity to rate the quality of life in the City of Wheat Ridge, as well as the quality of service delivery and overall workings of local government. The survey also permitted residents to provide feedback to government on what is working well and what is not, and to share their priorities for community planning and resource allocation.

Surveys were mailed to 4,500 randomly selected resident households in March 2023. A total of 844 surveys were completed, yielding a response rate of 19%. Survey results were weighted so that respondent gender, age, housing unit type (attached or detached), housing tenure (rent or own), race, and ethnicity were represented in proportions reflective of the entire adult population of the City. The margin of error is plus or minus three percentage points around any given percentage point reported for all survey respondents.

Because Wheat Ridge has administered resident surveys before, some comparisons could be made between 2023 responses and those from 2004, 2006, 2008, 2012, 2015, 2018, and 2021. Wheat Ridge also elected to have its results compared to those of other jurisdictions around the nation and to Front Range communities in Colorado. Comparisons are made possible through a national benchmark database created and maintained by Polco/National Research Center (NRC). This database contains resident perspectives gathered in resident surveys from over 500 jurisdictions over the past five years.

Key Findings

Residents enjoy a positive quality of life in Wheat Ridge and most plan to remain living in the city.

- Overall, Wheat Ridge residents continue to feel positively about the overall quality of life in the city, with nearly 8 in 10 awarding excellent or good marks in 2023, a rating similar to peer communities across the nation and in the Front Range.
- At least 7 in 10 survey participants gave high marks to Wheat Ridge as a place to live, the city as a place to raise children, and their neighborhood as a place to live. Additionally, Wheat Ridge as a place to retire and as a place to work were rated positively by more than 6 in 10 residents. About half of the survey participants rated the physical attractiveness of Wheat Ridge as excellent or good.
- Two aspects of quality of life, Wheat Ridge as a place to raise children and the physical attractiveness of the city as a whole, declined from 2021 to 2023. Where comparisons were available, aspects were similar to peer communities nationally and in the Front Range, with

the exception of Wheat Ridge as a place to raise children and their neighborhood as a place to live, which were lower than national benchmark comparisons.

- When asked to indicate why they live in Wheat Ridge, residents were most likely to say that they like the location in general (selected by 75% of residents), their neighborhood (58%), and that they feel safe in Wheat Ridge (45%). Over one-quarter of respondents said that they live in the city because the housing and rental rates are affordable, they have friends and family in the area, they like the access to dining and entertainment, and they appreciate the small town feel. All reasons for living in Wheat Ridge were selected by similar proportions of residents in 2023 as they were in 2021.
- Like previous years, over half of residents believed that the quality of life in Wheat Ridge would improve slightly or a lot in the next five years.
- About 9 in 10 stated they were very or somewhat likely to recommend living in Wheat Ridge to someone who asks and to remain in the city for the next five years. Compared to 2021, residents were more likely to remain in Wheat Ridge for the next five years in 2023. The rating for recommending living in Wheat Ridge to someone who asked was higher than the national benchmark and much higher than peer communities in the Front Range. The rating for likelihood of remaining in the city for the next five years was also higher than the Front Range benchmark.

Characteristics of community livability in Wheat Ridge are highly rated by residents and on par with or higher than Front Range peers.

- At least two-thirds of respondents gave high marks to the availability of parks, recreational opportunities, and the availability of parks and walking trails. At least 6 in 10 residents positively rated the quality of the overall natural environment, the availability of bike paths and bike lanes, the overall image or reputation of Wheat Ridge, sense of community, openness and acceptance of the community toward people of diverse backgrounds, opportunities to volunteer, and the availability of affordable quality food.
- Over half of residents highly rated the availability of preventative health services and affordable quality health care, opportunities to participate in civic matters, the overall quality of business and service establishments in Wheat Ridge, availability of dog parks, air quality, and opportunities to participate in social events and activities.
- However, many items declined from 2021 to 2023, including availability of parks, availability of paths and walking trails, quality of overall natural environment, availability of bike paths and bike lanes, overall image or reputation, availability of affordable quality food, overall quality of business and service establishments, cleanliness of Wheat Ridge, variety of housing options, shopping opportunities, availability of affordable quality housing, and availability of affordable quality child care.
- Opportunities to attend cultural activities, increased in resident sentiment between 2021 and 2023.

- Several items were rated higher than Front Range benchmarks. These included variety of housing options, availability of affordable quality housing, availability of affordable quality food, availability of preventative health services, and overall image or reputation.

Transportation in Wheat Ridge is a potential area for improvement.

- More than half of residents positively rated the ease of car travel, ease of bicycle travel, ease of bus travel, access to mass transit, and ease of walking in Wheat Ridge.
- About half of respondents rated the ease of commuter rail use as excellent or good, while fewer than 4 in 10 gave high marks to the condition of city streets and traffic flow on major streets.
- The condition of sidewalks, a new item in 2023, was positively rated by 34% of respondents. All transportation-related items with trends from 2021 declined in 2023.
- While ease of bus travel was higher than the national benchmark, condition of city streets, ease of walking, and traffic flow on major streets were either lower or much lower than peer communities nationally. Ease of walking and traffic flow on major streets were also lower than Front Range counterparts.
- In 2023, residents were asked new questions regarding a potential extension of the one-half of one-cent sales tax. At least 8 in 10 respondents indicated that they would be somewhat or very likely to support using funding from an extension of the sales tax increase for sidewalk and street improvements on primary street corridors such as 38th Ave., 44th Ave., and Youngfield St., and filling sidewalk gaps throughout the city with an emphasis on major pedestrian corridors. These were the top two preferred uses for these potential funds.

Ratings for many City services are declining.

- Residents were asked their opinion on the quality and importance of 27 individual services provided to them by the City of Wheat Ridge. Of the 27 items, 19 declined in terms of quality between 2021 and 2023. These services included recreation facilities, maintenance of existing city parks, maintenance of open space and trails, recreation programs, police response time to emergency and non-emergency police calls, animal control, municipal court, policing services, snow removal, traffic enforcement, relationship-based policing, street sweeping, services/programs for youth, building inspections, crime prevention, building permits, code enforcement, and street repair and maintenance.
- While most items were rated similar or lower than national and Front Range benchmarks, recreation facilities were rated higher than the national benchmark.
- In terms of the importance of services, at least two-thirds of residents rated the following items as either essential or very important: Stormwater drainage, services/programs for youth,

building inspections, municipal court, land use, planning and zoning, recreational facilities, services/programs for seniors, building permits, public information services, and traffic enforcement.

- Relationship-based policing was rated as more important in 2023 than in 2021, while animal control and street sweeping were rated as less important.
- The following items were rated as very important to residents, but comparatively low in quality: street repair and maintenance, crime prevention, addressing homelessness throughout the city, services/programs for youth, building inspections, snow removal, and relationship-based policing.

Residents continue to feel safe in most areas of Wheat Ridge and support prioritizing safety efforts throughout the city.

- Similar to previous years, residents felt safest in recreation centers (91% felt very or somewhat safe), in their home (91%), and in parks and playgrounds (81%). About 8 in 10 also felt at least somewhat safe in their neighborhood. Residents tended to feel the least safe in retail/commercial areas, on the trail system, and on roadways. Each of these ratings declined from 2021 to 2023.
- Safety in parks and playgrounds was on par with the national benchmark, while safety in neighborhoods was rated lower than peers nationally.
- Fewer than one-quarter of residents indicated they had reported a crime to the police in Wheat Ridge, and 14% reported that a household member was a victim of a crime in the city.
- About 9 in 10 residents indicated it was essential or very important to focus on solving violent and property crimes. About three-quarters of respondents felt it was important to prioritize police resources to reduce illegal activities committed by youth, reduce illegal drug activity, and engage in crime prevention (School Resource Officers, neighborhood watch, citizen police academy). Fewer residents thought it was important to prioritize code enforcement and the enforcement of traffic laws.
- Most respondents, 9 in 10, placed a medium or high priority on directing additional City resources towards crime-related mental health issues in the community. At least 8 in 10 residents prioritized adding surveillance cameras in high crime areas and more relationship-based policing officers. Nearly 80% of respondents indicated they wanted more of a priority placed on better connection with the community and increased visibility of police. Two items increased significantly from 2021 to 2023: adding surveillance cameras in high crime areas and adding officers in public schools.

Economic development is important to Wheat Ridge residents.

- At least 8 in 10 respondents agreed that the City should efforts to revitalize business corridors (such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Street), revitalize Wheat Ridge's business areas, and attract and recruit new types of retail businesses in the city.
- About three-quarters of residents indicated support for efforts to attract new jobs and revitalize Wheat Ridge's housing areas, while about 7 in 10 agreed that the City should strengthen Wheat Ridge's community image and identity.
- Opinions related to the City's economic development efforts in 2023 generally were similar to those in 2021 and previous years. However, the level of agreement with promoting efforts to attract new jobs decreased from 2021 to 2023.

Survey Background

The City of Wheat Ridge contracted with Polco/National Research Center (NRC) to conduct a community-wide resident survey. The primary goal of the survey was to assess the attitudes and opinions of residents by:

- Evaluating City programs and services.
- Determining general perceptions of the quality of life in the City.
- Identifying issues facing the City.
- Comparing survey results to other communities across the nation.
- Establishing trendlines to measure government performance over time.

The Wheat Ridge Resident Survey serves as a consumer report card for Wheat Ridge by providing residents the opportunity to rate the quality of life in the City, as well as the community's amenities, service delivery and their satisfaction with local government. Residents also provide feedback on what is working well and what is not, and communicate their priorities for community planning and resource allocation.

Focus on the quality of service delivery helps council, staff, and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Wheat Ridge City government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

This is the 8th iteration of the Wheat Ridge Resident Survey since the baseline study conducted in 2004.

Survey Administration

A postcard was mailed to 4,500 households, selected at random, notifying residents that they had been chosen to participate in the survey. A paper copy of the survey followed in the mail after one week, followed by an additional survey packet one week later. All mailings included a web link so that residents could take the survey online, if desired. There were 844 respondents to the mailed questionnaire (with 153 undeliverable addresses), yielding a response rate of 19%. The margin of error is plus or minus three percentage points around any given percentage for all respondents.

Survey results were weighted so that respondent gender, age, housing unit type (attached or detached), housing tenure (rent or own), race, and ethnicity were represented in the proportions reflective of the entire city. More information about the survey methodology can be found in *Appendix F: Survey Methodology*.

How the Results Are Reported

For the most part, the full set of frequencies or the “percent positive” are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “strongly support” and “somewhat support,” etc.).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Complete Survey Frequencies* and is discussed in the body of this report if it is 30% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted, a single response does not total to exactly 100%, it is due to the customary practice rounding values to the nearest whole number.

Precision of Estimates

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). The margin of error for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (N=844).

Comparison of Results Over Time and By Subgroups

Results from the 2004, 2006, 2008, 2012, 2015, 2018, and 2021 surveys are presented when comparisons to 2023 were available. Where differences in ratings from 2021 to 2023 are five percentage points or greater, they can be considered significantly higher or lower.

Selected survey results were compared by year, geographic location of a respondent’s home, race and ethnicity, age, gender, housing unit type (attached or detached), housing unit tenure (rent or own) and income. These crosstabulations are summarized and presented in tabular form in *Appendix C: Responses to Selected Survey Questions by Respondent Characteristics*. For each pair of subgroups that has a statistically significant difference, an upper-case letter denoting significance is shown in the category with the larger column proportion.

Comparing Survey Results to Other Communities

NRC’s database of comparative resident opinion comprises resident perspectives gathered in citizen surveys from approximately 500 communities whose residents evaluated their services. Communities

to which Wheat Ridge was compared can be found in *Appendix E: Detailed Benchmark Comparisons*. National benchmark comparisons and Front Range benchmark comparisons have been provided when similar questions on the Wheat Ridge survey are included in NRC's database, and there were at least five communities in which the question was asked.

Where comparisons for quality ratings were available, Wheat Ridge's results were generally noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a comparison of Wheat Ridge's rating to the benchmark where a rating is considered "similar" if it is within the standard margin of error (10 points or less on the 100-point scale); "higher" or "lower" if the difference between Wheat Ridge's rating and the benchmark is greater than 10 points but 20 points or less; and "much higher" or "much lower" if the difference between Wheat Ridge's rating and the benchmark is more than twice the standard margin of error (greater than 20 points). Comparisons for a number of items on the survey are not available in the benchmark database. These items are excluded from the benchmark tables.

Quality of Life and Community

The City of Wheat Ridge Resident Survey contained a set of questions related to quality of community life in the city ranging from the overall quality of life to Wheat Ridge as a place to work, to visit and to retire. Survey respondents also were asked to indicate how likely they would be to remain in the community and recommend it to others.

Quality of Life

Overall, Wheat Ridge residents continue to feel positively about the overall quality of life in the city, with 78% awarding excellent or good marks in 2023. This rating is similar to previous years and on par with both the national and Front Range benchmark comparisons (see *Appendix E: Detailed Benchmark Comparisons* for more detail).

Figure 1: Overall Quality of Life in Wheat Ridge, 2023

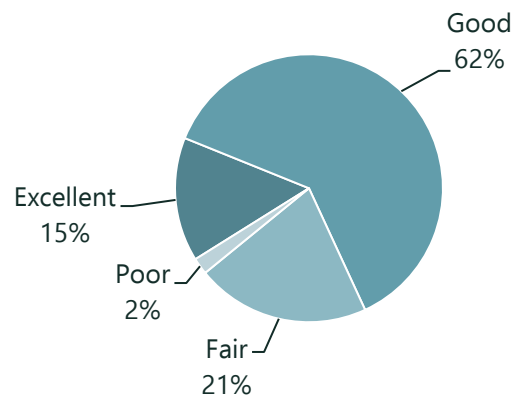
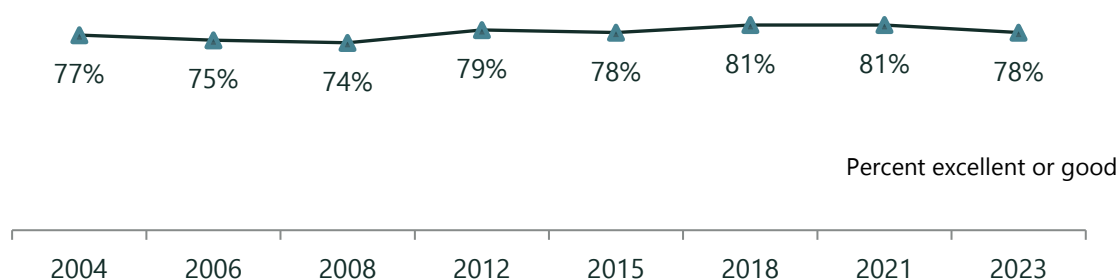


Figure 2: Overall Quality of Life Compared by Year



Residents also assessed other aspects related to quality of life in the city. At least 7 in 10 survey participants gave high marks to Wheat Ridge as a place to live, the city as a place to raise children, and their neighborhood as a place to live. Additionally, Wheat Ridge as a place to retire and as a place to work were rated positively by more than 6 in 10 residents. About half of the survey participants rated the physical attractiveness of Wheat Ridge as excellent or good. Two of these aspects, Wheat Ridge as a place to raise children and the physical attractiveness of the city as a whole, declined from 2021 to 2023. Where comparisons were available, aspects were similar to peer communities nationally and in the Front Range, with the exception of Wheat Ridge as a place to raise children and their neighborhood as a place to live which were lower than national benchmark comparisons.

Figure 3: Aspects of Quality of Life Compared by Year

Please rate each of the following aspects of quality of life in Wheat Ridge: (Percent excellent or good)	2023	2021	2018	2015	2012	2008	2006	2004
Wheat Ridge as a place to live	85%	88%	90%	84%	87%	86%	82%	86%
Your neighborhood as a place to live	79%	80%	79%	78%	77%	77%	73%	75%
Wheat Ridge as a place to raise children	74%	80%	77%	74%	76%	74%	74%	77%
Wheat Ridge as a place to retire	65%	69%	73%	67%	71%	68%	68%	68%
Wheat Ridge as a place to work	62%	64%	61%	51%	58%	55%		
The physical attractiveness of Wheat Ridge as a whole	54%	59%	52%	52%	53%	48%	52%	52%

When asked about Wheat Ridge as a place to work, 40% of residents said, "don't know". The responses presented in the body of the report are for those who had an opinion. The full set of responses, including "don't know" can be found in Appendix B: Complete Survey Frequencies.

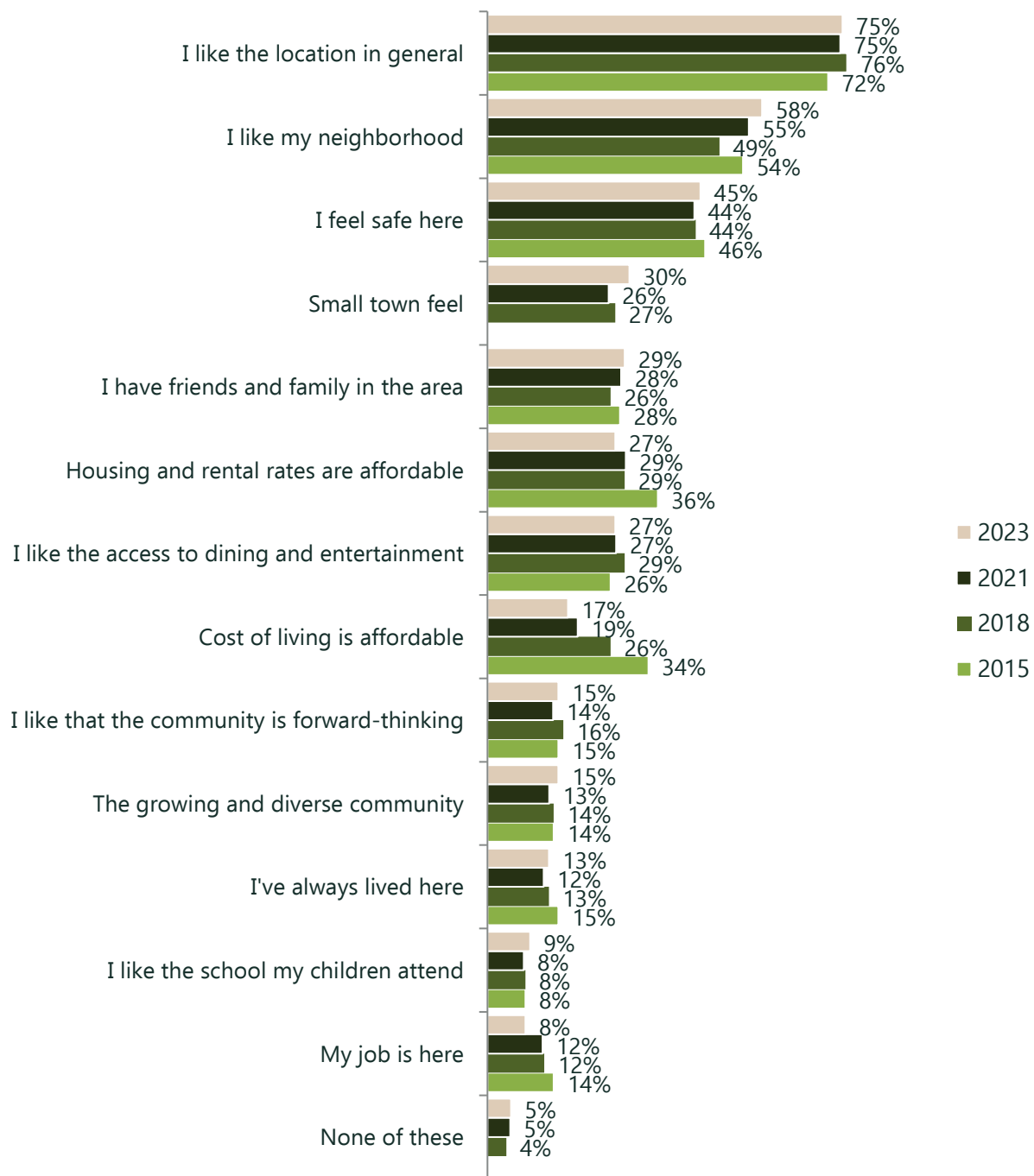
Figure 4: Aspects of Quality of Life Benchmarks

Please rate each of the following aspects of quality of life in Wheat Ridge:	National benchmark	Front Range benchmark
Wheat Ridge as a place to live	Similar	Similar
Your neighborhood as a place to live	Lower	Similar
Wheat Ridge as a place to raise children	Lower	Similar
Wheat Ridge as a place to work	Similar	Similar
Wheat Ridge as a place to retire	Similar	Similar
Overall quality of life in Wheat Ridge	Similar	Similar

When asked about their reasons for living in Wheat Ridge, as in previous years, residents were most likely to indicate that they like the location in general (selected by 75% of residents), their neighborhood (58%), and that they feel safe in Wheat Ridge (45%). (See Figure 5 on the following page.) Over one-quarter of respondents said that they live in the city because the housing and rental rates are affordable, they have friends and family in the area, they like the access to dining and entertainment, and they appreciate the small town feel. All reasons for living in Wheat Ridge were selected by similar proportions of residents in 2023 as they were in 2021.

Figure 5: Reasons for Living in Wheat Ridge by Year

What are your reasons for living in Wheat Ridge? (Please select all that apply.)



Percent of respondents*

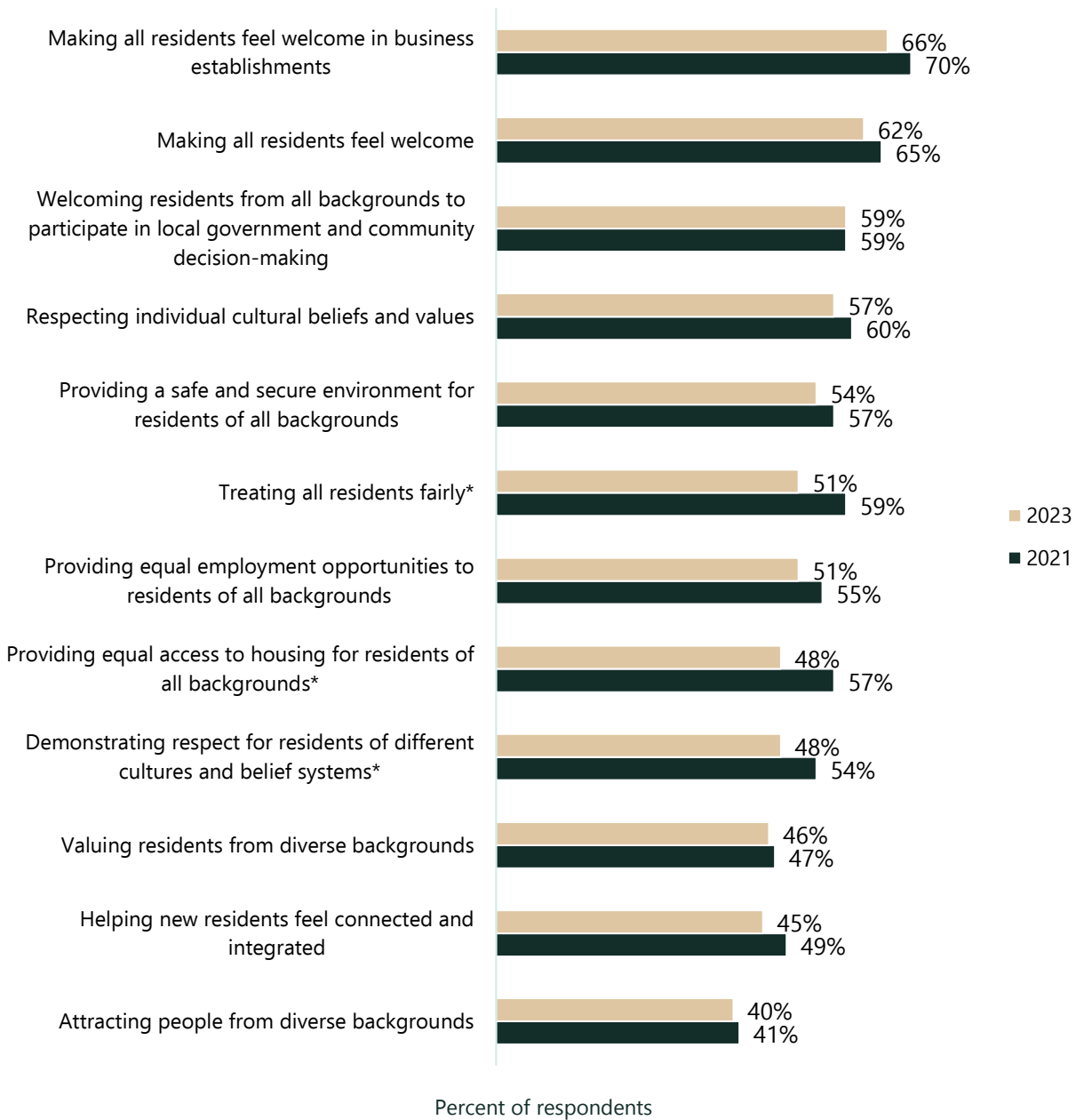
*Total may exceed 100% as respondents could select more than one answer.

Community Inclusivity and Equality in Wheat Ridge

Over 6 in 10 respondents gave high marks to the community for making all residents feel welcome in general and in business establishments. Nearly 6 in 10 residents indicated that Wheat Ridge does an excellent or good job welcoming residents from all backgrounds to participate in local government and community decision-making and respecting individual cultural beliefs and values. About half of residents gave positive scores to the community for providing a safe and secure environment for residents of all backgrounds, treating all residents fairly, providing equal employment opportunities to residents of all backgrounds, demonstrating respect for residents of different cultures and belief systems, and providing equal access to housing for residents of all backgrounds. Fewer residents positively rated the community for valuing residents from diverse backgrounds (46% excellent or good), helping residents feel connected and integrated (45%), and attracting people from diverse backgrounds (40%). All aspects were on par with 2021, apart from the community treating all residents fairly, demonstrating respect for residents of different cultures and belief systems, and providing equal access to housing for residents of all backgrounds. These items declined in 2023.

Figure 6: Community Inclusivity and Equality by Year

Please rate your community on each of the following.



*These items were significantly different in 2023 compared to 2021.

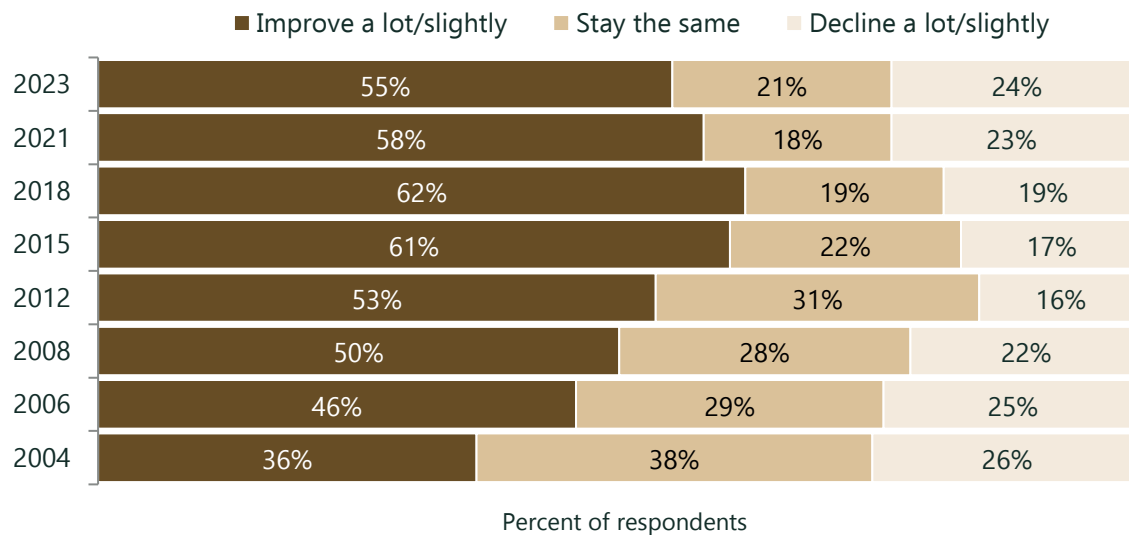
At least 30% of respondents said "don't know" when rating the community in terms of valuing residents from diverse backgrounds, respecting individual cultural beliefs and values, providing equal employment opportunities to residents of all backgrounds, providing equal access to housing for residents of all backgrounds, welcoming residents from all backgrounds to participate in local government and community decision-making. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including "don't know" can be found in Appendix B: Complete Survey Frequencies.

Future Outlook for Wheat Ridge

Similar to previous years, over half of residents believed that the quality of life in Wheat Ridge would improve slightly or a lot in the coming five years. About 2 in 10 felt that quality of life would remain the same, while about one-quarter indicated that they thought it would decline slightly or a lot.

Figure 7: Quality of Life in Wheat Ridge over Next Five Years by Year

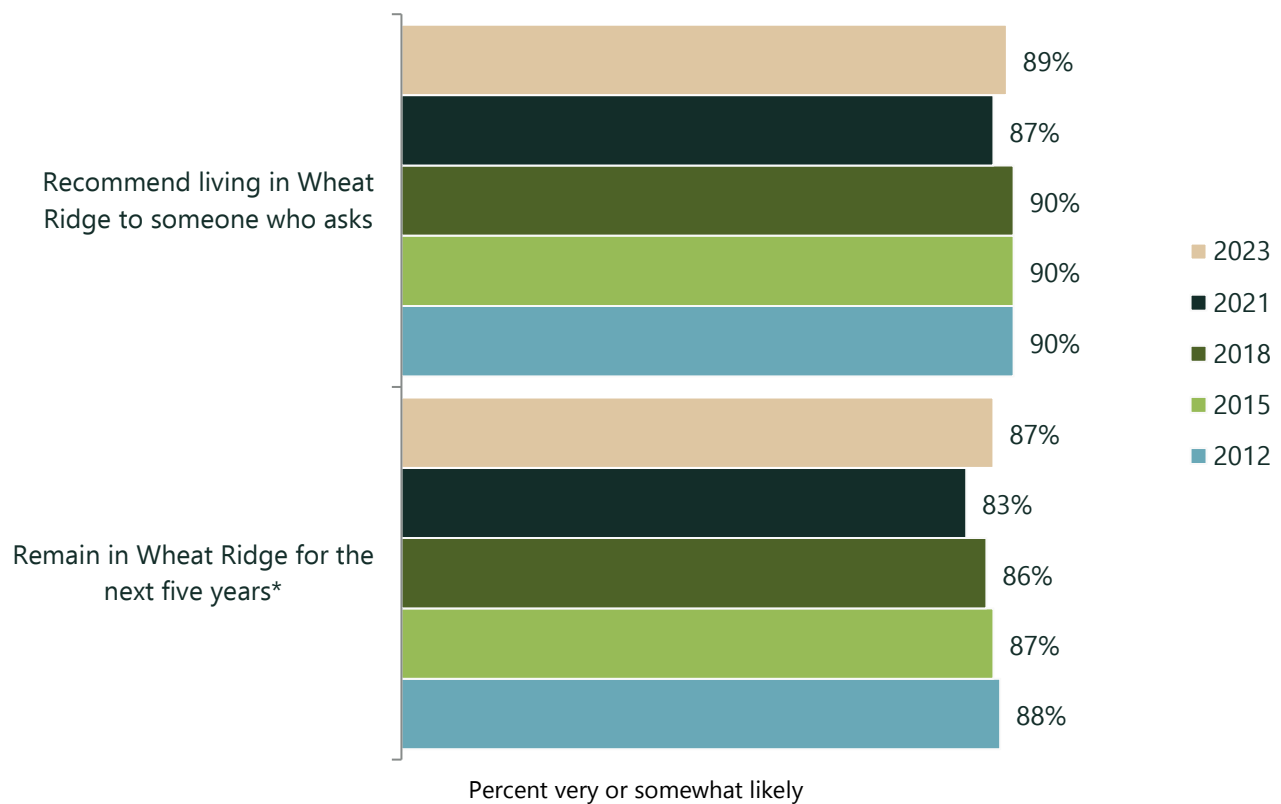
Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years?



About 9 in 10 stated they were very or somewhat likely to recommend living in Wheat Ridge to someone who asks and to remain in the city for the next five years. Compared to 2021, residents were more likely to remain in Wheat Ridge for the next five years in 2023. The rating for recommending living in Wheat Ridge to someone who asks was higher than the national benchmark and much higher than peer communities in the Front Range. The rating for likelihood of remaining in the city for the next five years was also higher than the Front Range benchmark (see Figure 9).

Figure 8: Residential Stability by Year

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



**This item was significantly different in 2023 compared to 2021.*

Figure 9: Residential Stability Benchmarks

Please indicate how likely or unlikely you are to do each of the following:	National benchmark	Front Range benchmark
Recommend living in Wheat Ridge to someone who asks	Higher	Much higher
Remain in Wheat Ridge for the next five years	Similar	Higher

Community Characteristics

At least two-thirds of respondents gave high marks to the availability of parks, recreational opportunities, and the availability of parks and walking trails. At least 6 in 10 residents positively rated the quality of the overall natural environment, availability of bike paths and bike lanes, the overall image or reputation of Wheat Ridge, sense of community, openness and acceptance of the community toward people of diverse backgrounds, opportunities to volunteer, and the availability of affordable quality food. Additionally, over half of residents highly rated the availability of preventative health services and affordable quality health care, opportunities to participate in civic matters, the overall quality of business and service establishments in Wheat Ridge, availability of dog parks, air quality, and opportunities to participate in social events and activities. The lowest rated items were availability of affordable quality housing (rated excellent or good by 30% of respondents) and the availability of affordable quality child care (26%).

Many items declined from 2021 to 2023, including availability of parks, availability of paths and walking trails, quality of overall natural environment, availability of bike paths and bike lanes, overall image or reputation, availability of affordable quality food, overall quality of business and service establishments, cleanliness of Wheat Ridge, variety of housing options, shopping opportunities, availability of affordable quality housing, and availability of affordable quality child care. One item, opportunities to attend cultural activities, increased in resident sentiment between 2021 and 2023. Statistically significant changes between 2021 and 2023 have been shaded grey in the table on the following page.

A few community characteristics were rated higher than the Front Range benchmarks. Items higher included variety of housing options, availability of affordable quality housing, availability of affordable quality food, availability of preventative health services, and overall image or reputation. Items that were rated lower or much lower than national and/or Front Range benchmarks included cleanliness of Wheat Ridge, overall quality of business and service establishments, opportunities to attend cultural activities, educational opportunities, availability of affordable quality child care, air quality, quality of overall natural environment, and overall image or reputation (see Figure 11).

Figure 10: Ratings of Individual Community Characteristics Compared by Year

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent excellent or good)	2023	2021	2018	2015	2012
Availability of parks	78%	86%	NA	NA	NA
Recreational opportunities	69%	72%	77%	66%	70%
Availability of paths and walking trails	69%	82%	79%	74%	70%
Quality of overall natural environment in Wheat Ridge	64%	70%	70%	68%	71%
Availability of bike paths and bike lanes	63%	78%	77%	71%	NA
Overall image or reputation of Wheat Ridge	62%	67%	61%	60%	61%
Availability of affordable quality food	60%	67%	69%	61%	57%
Sense of community	60%	63%	63%	53%	59%
Openness and acceptance of the community toward people of diverse backgrounds	60%	58%	59%	56%	63%
Opportunities to volunteer	60%	56%	69%	60%	65%
Availability of preventive health services	59%	63%	64%	61%	63%
Availability of affordable quality health care	58%	62%	62%	61%	62%
Opportunities to participate in civic matters	57%	56%	63%	56%	59%
Availability of dog parks	56%	NA	NA	NA	NA
Overall quality of business and service establishments in Wheat Ridge	56%	62%	57%	48%	51%
Air quality	55%	58%	64%	67%	66%
Opportunities to participate in social events and activities	50%	51%	59%	48%	46%
Overall quality of new development in Wheat Ridge	48%	52%	54%	52%	49%
Cleanliness of Wheat Ridge	47%	57%	60%	60%	66%
Variety of housing options	46%	54%	49%	50%	55%
Educational opportunities	46%	48%	45%	36%	42%
Shopping opportunities	43%	48%	37%	36%	37%
Opportunities to attend cultural activities	41%	32%	41%	31%	34%
Employment opportunities	36%	39%	38%	25%	25%
Availability of affordable quality housing	30%	37%	35%	43%	51%
Availability of affordable quality child care	26%	34%	33%	33%	44%

At least 30% of respondents said "don't know" when rating employment opportunities, educational opportunities, opportunities to volunteer, opportunities to participate in civic matters, availability of dog parks, and availability of affordable quality child care. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including "don't know" can be found in Appendix B: Complete Survey Frequencies. "Availability of dog parks" was a new item in 2023. Prior to 2023, "Availability of bike paths and bike lanes" was "Availability of bike trails."

Figure 11: Individual Community Characteristics Benchmarks

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole:	National benchmark	Front Range benchmark
Sense of community	Similar	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Similar	Similar
Cleanliness of Wheat Ridge	Much lower	Lower
Overall quality of new development in Wheat Ridge	Similar	Similar
Variety of housing options	Similar	Higher
Overall quality of business and service establishments in Wheat Ridge	Lower	Similar
Shopping opportunities	Similar	Similar
Opportunities to attend cultural activities	Lower	Lower
Recreational opportunities	Similar	Similar
Employment opportunities	Similar	Similar
Educational opportunities	Lower	Similar
Opportunities to participate in social events and activities	Similar	Similar
Opportunities to volunteer	Similar	Similar
Opportunities to participate in civic matters	Similar	Similar
Availability of parks	NA	NA
Availability of paths and walking trails	Similar	Similar
Availability of affordable quality housing	Similar	Higher
Availability of affordable quality child care	Lower	Similar
Availability of affordable quality health care	Similar	Higher
Availability of affordable quality food	Similar	Higher
Availability of preventive health services	Similar	Higher
Air quality	Much lower	Similar
Quality of overall natural environment in Wheat Ridge	Much lower	Lower
Overall image or reputation of Wheat Ridge	Lower	Higher

More than half of residents positively rated ease of car travel, ease of bicycle travel, ease of bus travel, access to mass transit, and ease of walking in Wheat Ridge. About half of respondents rated the ease of commuter rail use as excellent or good, while fewer than 4 in 10 gave high marks to the condition of city streets and traffic flow on major streets. The condition of sidewalks, a new item in 2023, was positively rated by 34% of respondents. All items with trends from 2021 declined in 2023.

While ease of bus travel was higher than the national benchmark, condition of city streets, ease of walking, and traffic flow on major streets were either lower or much lower than peer communities nationally. Ease of walking and traffic flow on major streets were also lower than Front Range counterparts (see Figure 13).

Figure 12: Aspects of Transportation by Year

Please rate the following aspects of transportation within the City of Wheat Ridge: (Percent excellent or good)	2023	2021	2018	2015	2012	2008	2006	2004
Ease of car travel in Wheat Ridge	65%	73%	66%	58%	68%	65%	65%	64%
Ease of bicycle travel in Wheat Ridge	58%	66%	61%	58%	50%			
Ease of bus travel in Wheat Ridge	57%	62%	69%	61%	58%	60%	61%	57%
Access to mass transit	56%	67%	67%					
Ease of walking in Wheat Ridge	54%	62%	56%	58%	50%	56%	58%	
Ease of commuter rail use in Wheat Ridge	48%	53%						
Condition of city streets	38%	49%	64%	54%	64%	61%	68%	70%
Traffic flow on major streets	35%	42%	31%	33%	46%			
Condition of sidewalks	34%							

At least 30% of respondents said “don’t know” when rating ease of bus travel in Wheat Ridge and ease of commuter rail use in Wheat Ridge. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including “don’t know” can be found in Appendix B: Complete Survey Frequencies. “Condition of sidewalks” was a new item in 2023.

Figure 13: Transportation Benchmark Comparisons

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole:	National benchmark	Front Range benchmark
Condition of city streets	Much lower	NA
Condition of sidewalks	NA	NA
Ease of car travel in Wheat Ridge	Similar	Similar
Ease of bus travel in Wheat Ridge	Higher	NA
Ease of walking in Wheat Ridge	Lower	Lower
Ease of bicycle travel in Wheat Ridge	Similar	Similar
Traffic flow on major streets	Much lower	Lower

Community Participation

As in previous years, survey participants were asked about their participation in a number of activities in Wheat Ridge (see Figure 14 below). At least 8 in 10 participants dined at a Wheat Ridge restaurant (other than fast food), used a Wheat Ridge park or trail, or used a Wheat Ridge bike/pedestrian path at least once in the 12 months prior to the survey. At least half of the survey respondents indicated that they used the Wheat Ridge Recreation Center, attended a Wheat Ridge festival or special events, or used the Clear Creek Trail. At least 3 in 10 participants rode a RTD bus, participated in a recreation program or activity, or used the Wheat Ridge Library. Two new items were added in 2023: “visited the Wheat Ridge outdoor pool at Anderson Park” (used at least once by 26% of residents), and “visited the Active Adult Center” (17%).

Compared to 2021, respondents in 2023 were more likely to have dined at a Wheat Ridge restaurant, attended a Wheat Ridge festival or special event, used Wheat Ridge Recreation Center, participated in a recreation program or activity, or ridden a RTD bus at least once in the previous 12 months. All other ratings remained stable since the previous survey iteration. Changes over time are regarded as significant if the difference in ratings between years is five percentage points or greater. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Figure 14: Participation in Activities by Year

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent at least once in the last year)	2023	2021	2018	2015	2012	2008	2006	2004
Dined at a Wheat Ridge restaurant (other than fast food)	92%	87%	93%	89%	89%	92%	90%	90%
Used a Wheat Ridge park or trail	86%	86%	86%	85%	85%	85%	84%	82%
Used a Wheat Ridge bike/pedestrian path	80%	79%	78%	76%	75%	76%	75%	71%
Used Clear Creek Trail	65%	67%	68%	NA	NA	NA	NA	NA
Attended a Wheat Ridge festival or special event	64%	42%	68%	61%	NA	NA	NA	NA
Used Wheat Ridge Recreation Center	51%	39%	59%	58%	61%	64%	63%	63%
Used the Wheat Ridge Library	42%	38%	48%	52%	52%	54%	49%	50%
Participated in a recreation program or activity	42%	30%	42%	39%	44%	44%	44%	42%
Ridden an RTD bus	30%	25%	37%	38%	40%	44%	36%	40%

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent at least once in the last year)	2023	2021	2018	2015	2012	2008	2006	2004
Visited the Wheat Ridge outdoor pool at Anderson Park	26%	NA	21%	NA	NA	NA	NA	NA
Ridden the G-Line from the Wheat Ridge-Ward station	23%	21%	NA	NA	NA	NA	NA	NA
Watched a meeting of local city officials (on cable television, YouTube, etc.)	22%	21%	21%	25%	32%	44%	41%	42%
Visited the Anderson Building for a reason not related to the outdoor pool	21%	18%	NA	NA	NA	NA	NA	NA
Attended a virtual or in-person meeting of local city officials or other local public meeting	20%	18%	23%	26%	24%	27%	21%	23%
Visited the Active Adult Center	17%	NA	21%	22%	26%	33%	29%	30%
Participated in a senior program	14%	12%	15%	16%	18%	20%	17%	15%

Prior to 2023, "Attended a virtual or in-person meeting of local city officials or other local public meeting" was "Attended a (virtual) meeting of local city officials or other local public meeting", and "Visited the Wheat Ridge outdoor pool at Anderson Park" was "Visited the Wheat Ridge outdoor pool." Prior to 2023, the stem of this question was "Despite the limitation of some of these facilities and services due to COVID, in the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge?"

Safety in Wheat Ridge

Survey participants were also asked to rate their feeling of safety in various locations in Wheat Ridge (see Figure 15). Similar to previous years, residents felt safest in recreation centers (91% felt very or somewhat safe), in their home (91%), and in parks and playgrounds (81%). About 8 in 10 also felt at least somewhat safe in their neighborhood. The three areas respondents felt the least safe were in retail/commercial areas, on the trail system, and on roadways. Each of these items declined from 2021 to 2023.

Two of the seven safety items could be compared to the national benchmark; safety in parks and playgrounds was similar and safety in neighborhoods was lower (see *Appendix D: Benchmark Comparisons*).

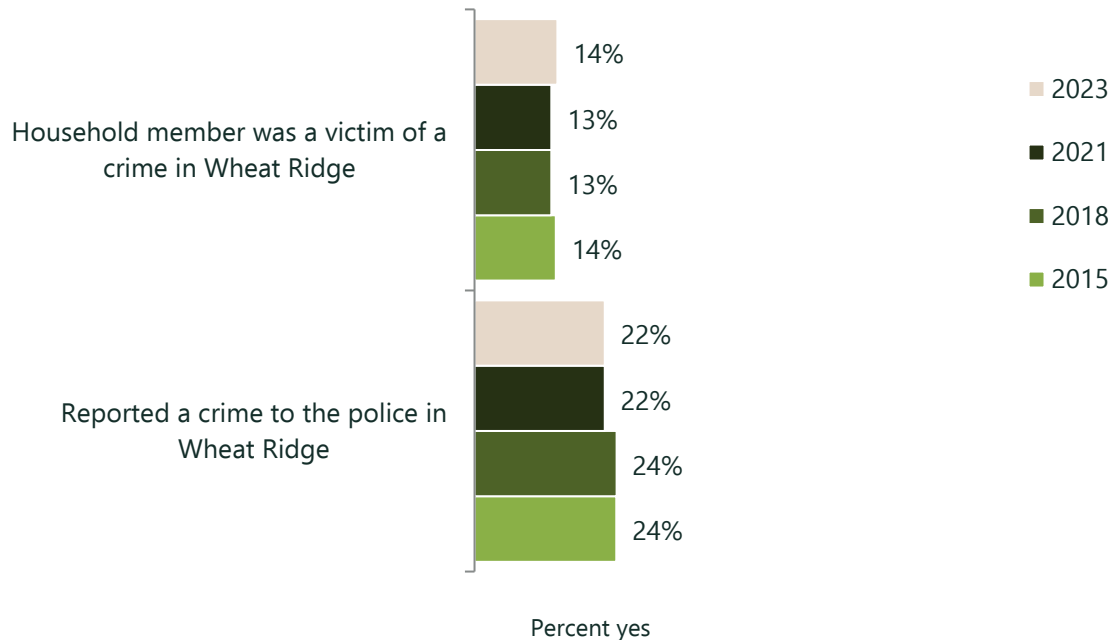
Figure 15: Safety in Public Areas by Year

Please rate how safe you feel in the following areas in Wheat Ridge: (Percent very or somewhat safe)	2023	2021	2018	2015	2012	2008	2006	2004
Recreation centers	91%	93%	94%	93%	92%	92%	92%	92%
In your home	91%	90%	93%	93%	93%	88%	NA	NA
Parks and playgrounds	81%	84%	87%	85%	88%	82%	86%	82%
In your neighborhood	81%	80%	86%	81%	85%	83%	78%	85%
Retail/commercial areas	73%	82%	82%	84%	83%	83%	83%	NA
On the trail system	65%	76%	73%	72%	75%	70%	67%	67%
On roadways	64%	72%	70%	74%	NA	NA	NA	NA

Respondents were asked about crime victimization and reporting in the previous 12 months. Similar to previous years, fewer than one-quarter of residents indicated they had reported a crime to the police in Wheat Ridge, and 14% reported that a household member was a victim of a crime in Wheat Ridge (see Figure 16).

Figure 16: Crime Victimization and Reporting by Year

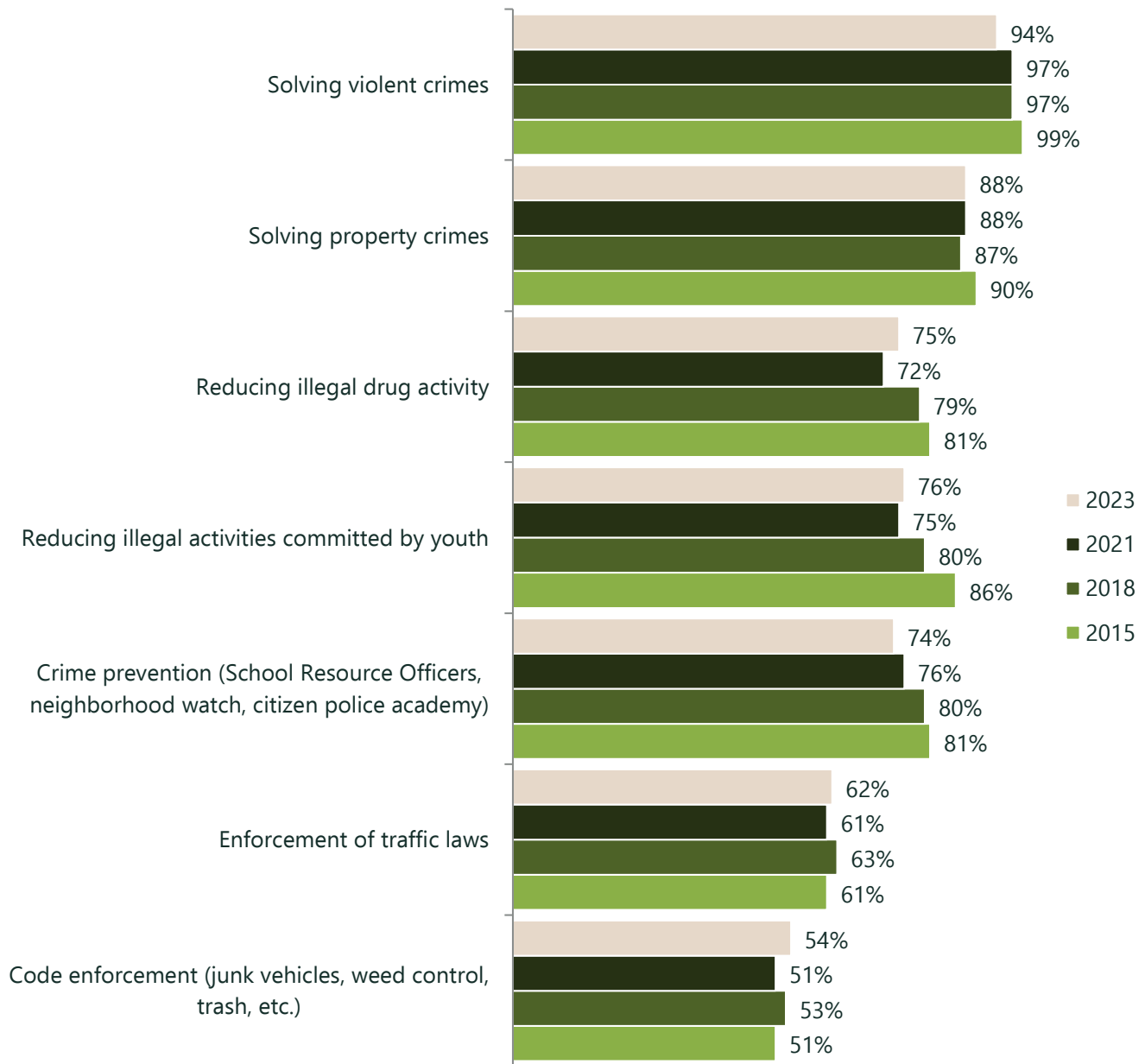
Please indicate whether or not you have done each of the following in the last 12 months.



Survey respondents were also asked about the importance of prioritizing resources to various Wheat Ridge Police Department areas in the coming year. On par with previous years, about 9 in 10 residents indicated it was essential or very important to focus on solving violent and property crimes. About three-quarters of respondents felt it was important to prioritize police resources to reduce illegal activities committed by youth, reduce illegal drug activity, and engage in crime prevention (School Resource Officers, neighborhood watch, citizen police academy). Fewer residents thought it was important to prioritize code enforcement and the enforcement of traffic laws.

Figure 17: Importance of Police Department Resource Prioritization by Year

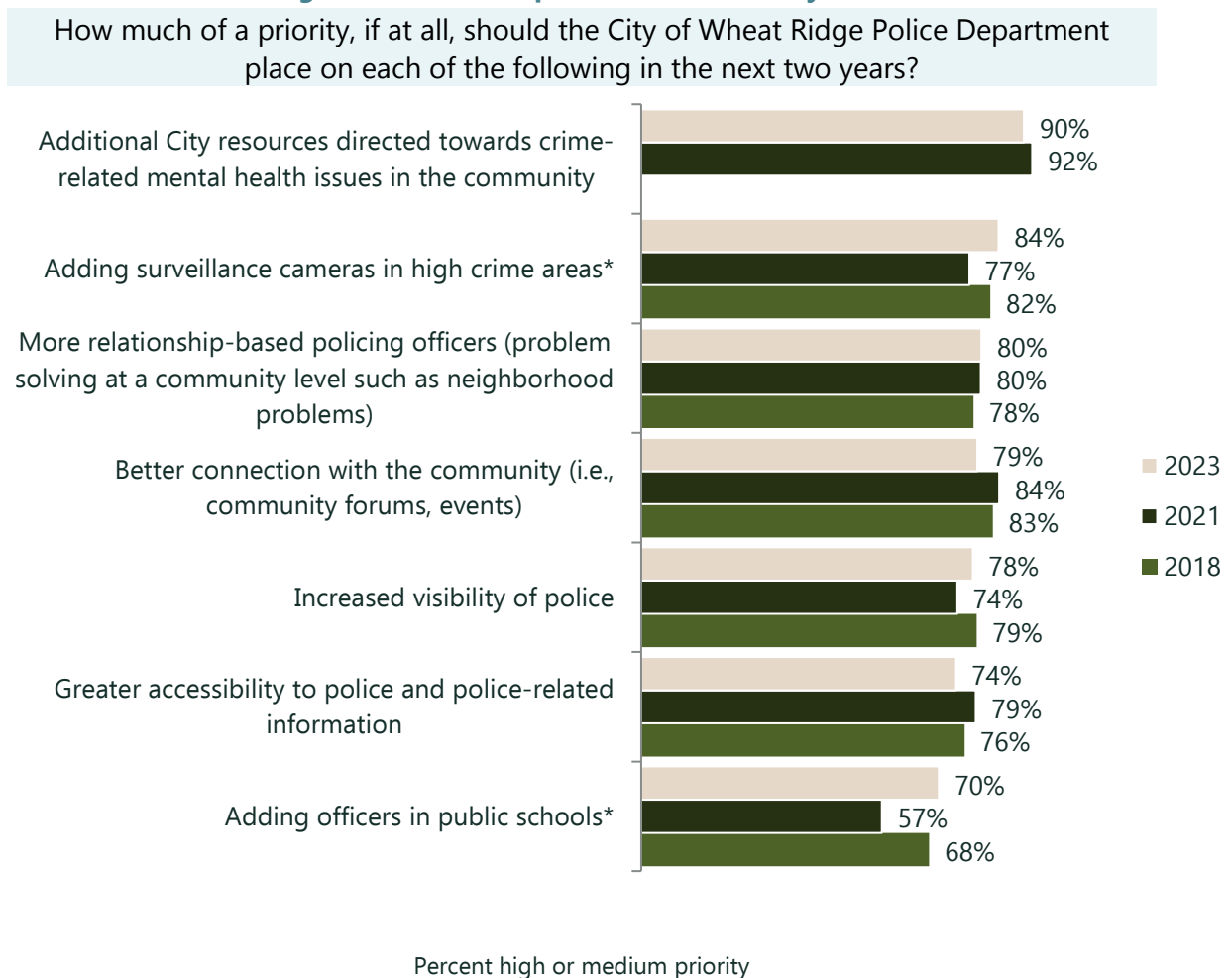
How important, if at all, is it for the Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months?



Percent essential or very important

Residents indicated how much of a priority they would place on police department activities or strategies in the coming two years. Most respondents, 90%, placed a medium or high priority on directing additional City resources towards crime-related mental health issues in the community. At least 8 in 10 residents prioritized adding surveillance cameras in high crime areas and more relationship-based policing officers. Nearly 80% of respondents indicated they wanted more of a priority placed on better connection with the community and increased visibility of police. Two items increased significantly from 2021 to 2023, adding surveillance cameras in high crime areas and adding officers in public schools.

Figure 18: Police Department Priorities by Year



**These items were significantly different in 2023 compared to 2021.*

Prior to 2023, "More relationship-based policing officers (problem solving at a community-level such as neighborhood problems)" was "More community policing officers (problem solving at a community-level such as neighborhood problems)."

City Government

The City of Wheat Ridge Quality of Life Survey included several questions aimed at measuring government performance, City services, and interactions with City employees.

Quality and Value of City Government Services

When asked to rate the overall quality of Wheat Ridge services, about 7 out of 10 residents rated these services as excellent or good. This rating is on par with previous years. This measure was similar to national and Front Range benchmarks (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

Figure 19: Overall Quality of City Services, 2023

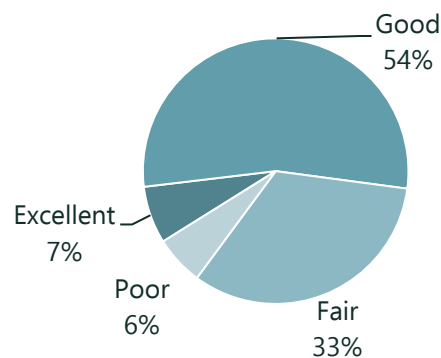
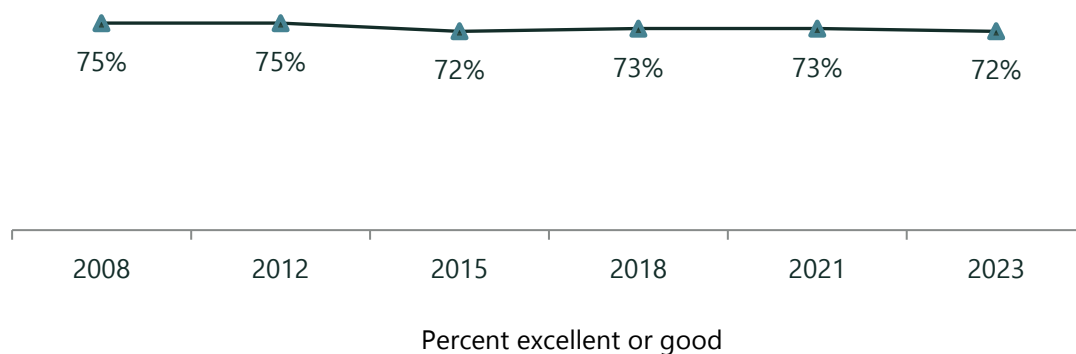


Figure 20: Overall Quality of City Services Compared by Year



Residents were asked their opinion on the quality and importance of 27 individual services provided to them by the City of Wheat Ridge (see Figure 21 below). At least 7 in 10 residents positively rated the quality of recreation facilities, maintenance of existing parks, maintenance of open space and trails, and recreation programs. While two-thirds of respondents rated police response time to emergency police calls excellent or good, at least 6 in 10 rated city-sponsored special events, services/programs for seniors, and animal highly. The lowest rated items in terms of quality were addressing homelessness throughout the city (rated excellent or good by 15% of residents), street repair and maintenance (31%), code enforcement (36%), and building permits (37%). Many items decreased in positive ratings from 2021 to 2023. While most items were rated similar or lower than national and Front Range benchmarks, recreation facilities were rated higher than the national benchmark.

In terms of importance, more than 9 in 10 residents rated police response time to emergency police calls, addressing homelessness throughout the city, and street repair and maintenance as either essential or very important. Additionally, 8 in 10 respondents felt maintenance of existing parks, policing services, snow removal, maintenance of open space and trails, crime prevention, police response time to non-emergency police calls, and relationship-based policing were highly important. At least two-thirds of residents rated the following items as either essential or very important: stormwater drainage, services/programs for youth, building inspections, municipal court, land use, planning and zoning, recreational facilities, services/programs for seniors, building permits, public information services, and traffic enforcement. Relationship-based policing was rated as more important in 2023 than 2021, while animal control and street sweeping were rated as less important in 2023 than 2021.

Figure 21: Quality of City Services Compared by Year and Benchmarks

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent excellent or good)	2023	2021	2018	2015	2012	2008	2006	2004	National benchmark	Front Range benchmark
Recreation facilities	78%	84%	77%	83%	85%	85%	87%	85%	Higher	Similar
Maintenance of existing city parks	75%	80%	74%	77%	80%	77%	79%	76%	Lower	NA
Maintenance of open space and trails	73%	79%	77%	78%	77%	75%	80%	74%	NA	NA
Recreation programs	73%	79%	78%	79%	82%	81%	81%	81%	Similar	Similar

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent excellent or good)	2023	2021	2018	2015	2012	2008	2006	2004	National benchmark	Front Range benchmark
Police response time to emergency police calls (not code enforcement)	66%	80%	74%	79%	83%	79%	79%	79%	Similar	NA
City-sponsored special events	64%	NA	NA	NA	NA	NA	NA	NA	Similar	Similar
Services/programs for seniors	62%	66%	68%	76%	77%	72%	74%	75%	Similar	Similar
Animal control	60%	68%	60%	68%	71%	NA	NA	NA	Lower	Similar
Stormwater drainage	59%	NA	NA	NA	NA	NA	NA	NA	Lower	Lower
Municipal court	56%	62%	54%	60%	67%	66%	68%	66%	NA	NA
Policing services	54%	69%	68%	69%	76%	73%	72%	76%	Much lower	Lower
Public information services	53%	55%	56%	48%	NA	NA	NA	NA	Lower	Similar
Police response time to non-emergency police calls (not code enforcement)	53%	69%	68%	72%	77%	69%	64%	71%	NA	NA
Snow removal	52%	65%	64%	67%	67%	58%	69%	64%	Much lower	Similar
Traffic enforcement	52%	60%	64%	66%	69%	69%	69%	66%	Lower	Similar
Relationship-based policing	50%	55%	NA	NA	NA	NA	NA	NA	NA	NA
Street sweeping	49%	56%	64%	57%	62%	58%	63%	62%	Lower	Lower
Services/programs for youth	48%	58%	61%	64%	64%	65%	54%	64%	Much lower	NA
Community engagement by City staff	47%	49%	NA	NA	NA	NA	NA	NA	NA	NA
Building inspections	43%	49%	49%	52%	59%	57%	52%	54%	Much lower	NA

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent excellent or good)	2023	2021	2018	2015	2012	2008	2006	2004	National benchmark	Front Range benchmark
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	43%	56%	70%	59%	67%	NA	NA	NA	Much lower	Similar
Community/public art	42%	41%	47%	40%	41%	45%	43%	NA	NA	NA
Land use, planning and zoning	41%	43%	42%	43%	46%	41%	NA	NA	Similar	Similar
Building permits	37%	48%	52%	48%	51%	56%	54%	56%	Much lower	NA
Code enforcement (junk vehicles, weed control, trash, outside storage)	36%	41%	49%	48%	49%	45%	42%	42%	Lower	Similar
Street repair and maintenance	31%	45%	52%	42%	56%	51%	58%	55%	Lower	Lower
Addressing homelessness throughout city	15%	NA	NA	NA	NA	NA	NA	NA	NA	NA

At least 30% of respondents said “don’t know” when rating the following services: Animal control (38% “don’t know”), Land use, planning and zoning (38%), building permits (61%), building inspections (65%), recreation programs (35%), city-sponsored special events (32%), community/public art (39%), services/programs for youth (67%), services/programs for seniors (59%), municipal court (76%), public information services (45%), community engagement by City staff (56%), police response time to emergency calls (47%), police response time to non-emergency calls (46%), crime prevention (53%), and relationship-based policing (61%). The responses presented in the body of the report are for those who had an opinion. The full set of responses, including “don’t know” can be found in Appendix B: Complete Survey Frequencies. Prior to 2023, “street sweeping” was “street cleaning” and “relationship-based policing” was “community-oriented policing”. “Stormwater drainage”, “city-sponsored special events”, and “addressing homelessness throughout city” were added in 2023.

Figure 22: Importance of City Services Compared by Year

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent essential or very important)	2023	2021	2018	2015	2012	2008	2006	2004
Police response time to emergency police calls (not code enforcement)	96%	96%	93%	97%	97%	97%	97%	97%
Addressing homelessness throughout city	92%	NA	NA	NA	NA	NA	NA	NA
Street repair and maintenance	91%	91%	88%	95%	89%	86%	87%	86%
Maintenance of existing city parks	86%	88%	83%	86%	85%	85%	83%	77%
Policing services	86%	84%	87%	87%	91%	91%	94%	94%
Snow removal	85%	87%	83%	90%	83%	83%	77%	82%
Maintenance of open space and trails	83%	87%	86%	84%	80%	82%	77%	74%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	83%	86%	89%	86%	94%	NA	NA	NA
Police response time to non-emergency police calls (not code enforcement)	81%	82%	88%	87%	89%	88%	89%	87%
Relationship-based policing	80%	74%	NA	NA	NA	NA	NA	NA
Stormwater drainage	79%	NA	NA	NA	NA	NA	NA	NA
Services/programs for youth	78%	80%	80%	76%	79%	81%	83%	81%
Building inspections	76%	76%	73%	71%	72%	71%	77%	70%
Municipal court	76%	76%	69%	75%	76%	78%	79%	78%
Land use, planning and zoning	75%	76%	74%	77%	79%	76%	NA	NA
Recreation facilities	75%	72%	66%	73%	74%	76%	75%	74%
Services/programs for seniors	73%	77%	68%	70%	75%	77%	79%	76%
Building permits	71%	73%	66%	63%	68%	64%	68%	65%
Public information services	70%	71%	63%	68%				
Traffic enforcement	67%	68%	73%	76%	72%	77%	78%	82%

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent essential or very important)	2023	2021	2018	2015	2012	2008	2006	2004
Recreation programs	63%	63%	75%	66%	72%	72%	71%	69%
Code enforcement (junk vehicles, weed control, trash, outside storage)	60%	62%	66%	59%	66%	69%	72%	67%
Community engagement by City staff	60%	62%	NA	NA	NA	NA	NA	NA
Animal control	52%	63%	56%	59%	60%	NA	NA	NA
City-sponsored special events	44%	NA	NA	NA	NA	NA	NA	NA
Street sweeping	42%	59%	68%	61%	53%	55%	53%	55%
Community/public art	41%	44%	53%	37%	44%	46%	38%	NA

Prior to 2023, "street sweeping" was "street cleaning" and "relationship-based policing" was "community-oriented policing". "Stormwater drainage", "city-sponsored special events", and "addressing homelessness throughout city" were added in 2023.

Balancing Quality and Importance

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation. Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents' quality of life, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important services delivered with lower quality – to which attention needs to be paid first.

To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, the quality and importance ratings were plotted for each service.

Services were classified as "more important" if they were rated as essential or very important by 76% or more of respondents (the median importance rating across all services) and as "less important" if less than 76% of respondents considered them essential or important. Services receiving quality ratings of excellent or good by 52% or more of respondents (the median quality rating across all services) were considered of "higher quality" and those considered excellent or good by less than 52% were considered to be of "lower quality."

Figure 24 displays the plot of these services. They are displayed in a matrix in Figure 23. In both figures, the upper left-hand quadrant contains those services of higher importance but lower quality. Figure 23 also shows in bolded red font those services that received ratings lower than the national benchmark comparison.

Figure 23: City Services by Quality and Importance, 2023

	Lower Quality	Higher Quality
Higher Importance	<ul style="list-style-type: none"> • Street repair and maintenance • Crime prevention (School Resource Officers, neighborhood watch, citizen police academy) • Addressing homelessness throughout the city • Services/programs for youth <ul style="list-style-type: none"> • Building inspections • Snow removal • Relationship-based policing 	<ul style="list-style-type: none"> • Police response time to emergency police calls (not code enforcement) • Maintenance of existing city parks • Maintenance of open space and trails • Policing services • Police response time to non-emergency police calls (not code enforcement) <ul style="list-style-type: none"> • Municipal court • Stormwater drainage
Lower Importance	<ul style="list-style-type: none"> • Building permits • Community engagement by City staff • Code enforcement (junk vehicles, weed control, trash, outside storage) <ul style="list-style-type: none"> • Street sweeping • Community/public art • Traffic enforcement • Land use, planning and zoning 	<ul style="list-style-type: none"> • Recreation facilities • Recreation programs • Animal control • City-sponsored special events • Public information services

Note: Bolded items with red font are those that were below the national benchmark comparisons.

Figure 24: Comparison of Quality and Importance Ratings, 2023



City Government and Employee Performance

About 6 in 10 respondents rated the overall performance of the Wheat Ridge city government as excellent or good in 2023, which is a decrease from the previous rating of 66% in 2021.

Figure 25: Overall City Government Performance, 2023

How would you rate the overall performance of the Wheat Ridge city government?

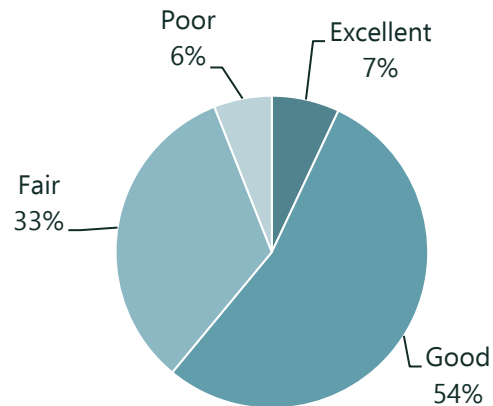
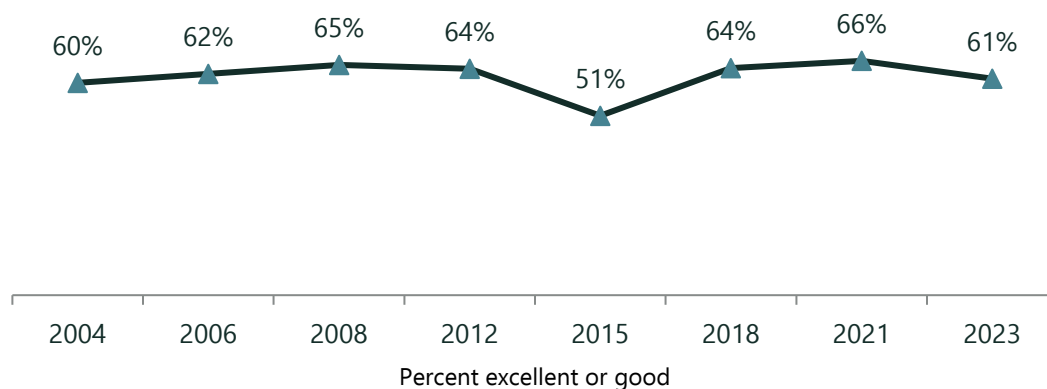


Figure 26: Overall City Government Performance by Year

How would you rate the overall performance of the Wheat Ridge city government?



Survey respondents rated seven aspects of the City government performance. About 7 in 10 residents said the quality of work performed by City of Wheat Ridge employees and the quality of experience interacting with a Wheat Ridge police officer was excellent or good. More than half of respondents positively the city government in terms of the overall direction that Wheat Ridge is taking, the extent to which Wheat Ridge elected officials act in the best interest of the community at large, and the job Wheat Ridge government does at welcoming citizen involvement. Fewer than half of respondents felt that Wheat Ridge does an excellent or good job at informing residents on major issues within the community. Similarly, 47% of residents indicated that the value of services for the taxes paid to Wheat Ridge was either excellent or good.

Half of the aspects were similar in 2023 and 2021. However, fewer respondents in 2023 gave high ratings to the quality of work performed by city employees, the extent to which elected officials act in the best interest of the community at large, and the value of services for the taxes paid to Wheat Ridge.

Where comparisons were available to the benchmarks, Wheat Ridge residents generally gave similar ratings, with the exception of the extent to which elected officials act in the best interest of the community at large, which was much lower than the national benchmark (see *Appendix E: Detailed Benchmark Comparisons*).

Figure 27: Aspects of City Government Performance by Year

Please rate the following aspects of Wheat Ridge city government performance. (Percent excellent or good)	2023	2021	2018	2015	2012	2008	2006	2004
The quality of experience interacting with a Wheat Ridge police officer	72%	NA	NA	NA	NA	NA	NA	NA
The quality of work performed by City of Wheat Ridge employees	71%	76%	72%	67%	72%	69%	70%	70%
The overall direction that Wheat Ridge is taking	54%	57%	60%	51%	56%	61%	60%	51%
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	53%	62%	57%	42%	59%	71%	69%	64%
The job Wheat Ridge government does at welcoming citizen involvement	52%	50%	55%	43%	50%	61%	64%	59%
The job Wheat Ridge does at informing residents on major issues within the community	48%	49%	52%	36%	48%	40%	46%	46%
The value of services for the taxes paid to Wheat Ridge	47%	57%	52%	48%	53%	55%	58%	62%

The question wording changed in 2012. Before 2012, respondents were asked how strongly they agreed or disagreed with positively-worded statements about public trust. (See the 2008 report for the exact wording for each item.)

"The quality of experience interacting with a Wheat Ridge police officer" was added in 2023.

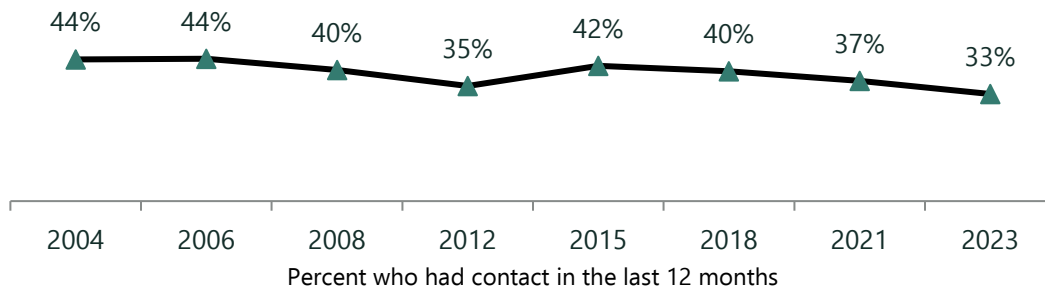
At least 30% of respondents said "don't know" when rating: The extent to which Wheat Ridge elected officials act in the best interest of the community at large (35% "don't know"), the quality of work performed by City of Wheat Ridge employees (33%), the quality of experience interacting with a Wheat Ridge police officer (33%), and the job Wheat Ridge government does at welcoming resident involvement (32%). The responses presented in the body of the report are for those who had an opinion. The full set of responses, including "don't know" can be found in Appendix B: Complete Survey Frequencies.

City Employees

One-third of respondents said that they had contact with a City employee in the 12 months prior to the survey. This rate of contact was similar to 2021. Contact with Wheat Ridge employees was much lower than rates observed across the nation and in the Front Range (see *Appendix D: Benchmark Comparisons*).

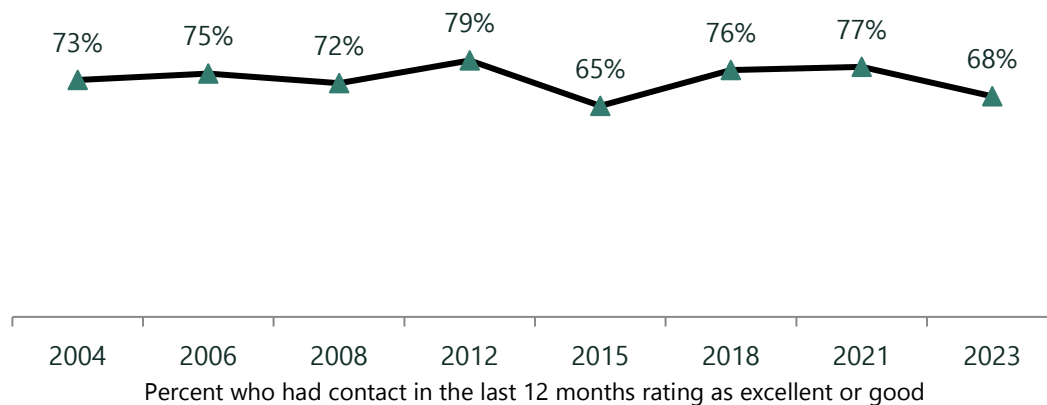
Figure 28: Contact with City Employees by Year

In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?



Of those who had contact with a city employee, almost 7 in 10 respondents rated their overall impression of the City employee in their most recent interaction as excellent or good. This rating was lower than the 2021 rating but was similar to both benchmark comparison groups.

Figure 29: Rating of Overall Impression of City Employees by Year



Residents were most pleased with the employee's courtesy and knowledge (77% excellent or good). About 7 in 10 positively rated the employee's responsiveness, while nearly two-thirds highly rated the employee in terms of making them feel valued.

While the employee's responsiveness was similar to the Front Range benchmark, all other aspects were lower or much lower than both national and Front Range counterparts (see *Appendix D: Benchmark Comparisons*).

Figure 30: City Employee Characteristics by Year

What was your impression of the City of Wheat Ridge employee in your most recent contact? (Rate each characteristic below.)* (Percent excellent or good)	2023	2021	2018	2015	2012	2008	2006	2004
Courtesy	77%	82%	84%	75%	86%	85%	82%	81%
Knowledge	77%	81%	77%	72%	86%	82%	78%	78%
Responsiveness	71%	77%	72%	71%	81%	76%	76%	76%
Making you feel valued	64%	73%	70%	60%	76%	69%	69%	69%

*Asked only of those who had contact with a City employee in the last 12 months.

Policy and Special Topics

Shopping in Wheat Ridge

Since 2004, Wheat Ridge residents have reported the frequency with which they make purchases in Wheat Ridge for various types of items. Residents most frequently bought groceries in Wheat Ridge; 85% reported doing this somewhat or very frequently in 2023. About 6 in 10 have made meals and entertainment purchases in Wheat Ridge. More than half of respondents somewhat or very frequently purchased household items in the city. Fewer than half of respondents made health services and general retail purchases at least somewhat frequently. Rates for all purchase types were on par with previous years.

Figure 31: Frequency of Shopping in Wheat Ridge by Year

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge: (Percent very or somewhat frequently)	2023	2021	2018	2015	2012	2008	2006	2004
Grocery shopping	85%	84%	89%	87%	82%	87%	91%	88%
Meals and entertainment	61%	63%	64%	63%	62%	68%	68%	68%
Household items	55%	56%	57%	58%	59%	63%	65%	63%
Health services	45%	44%	45%	44%	47%	52%	55%	54%
General retail (shoes, drug stores, clothing, etc.)	39%	39%	32%	31%	41%	41%	43%	44%
Computers and electronics	10%	11%	9%	13%	16%	14%	12%	12%

Respondents who shop outside of Wheat Ridge were asked to identify all the reasons why. The most common reason for shopping outside of Wheat Ridge was that the desired item is not available in Wheat Ridge (68% of respondents selected). In 2023, over half of respondents indicated they shop online and like the range of quality goods and services. Fewer than half of respondents preferred to visit a mall or other major retailers or said it is convenient to shop outside of Wheat Ridge. Nearly 2 in 10 indicated that it is more affordable to shop outside of the city. Reasons for shopping outside of Wheat Ridge were similar to previous years.

Figure 32: Reasons for Shopping Outside of Wheat Ridge by Year

When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)	2023	2021	2018	2015	2012	2008	2006	2004
Desired item is not available in Wheat Ridge	68%	69%	69%	72%	71%	69%	67%	71%
I shop online	54%	58%	55%	NA	NA	NA	NA	NA
I like the range of quality goods and services	52%	48%	45%	44%	46%	41%	41%	42%
Visit a mall or other major retailers	46%	46%	50%	53%	57%	57%	NA	NA
It is convenient; on my way to or from work or near my home	45%	49%	43%	38%	41%	38%	40%	39%
It is more affordable	17%	14%	19%	19%	22%	20%	20%	16%
Other	12%	10%	6%	15%	17%	18%	5%	4%

**Total may exceed 100% as respondents could select more than one answer. Respondents who do not shop outside of Wheat Ridge were removed from the table above since they should not have answered the question.*

Economic Development

Survey respondents indicated the extent to which they agreed with several statements regarding the City's economic development efforts. Opinions in 2023 generally were similar to those in 2021 and previous years, with at least 7 in 10 respondents agreeing with each effort. However, the level of agreement with promoting efforts to attract new jobs decreased from 2021 to 2023.

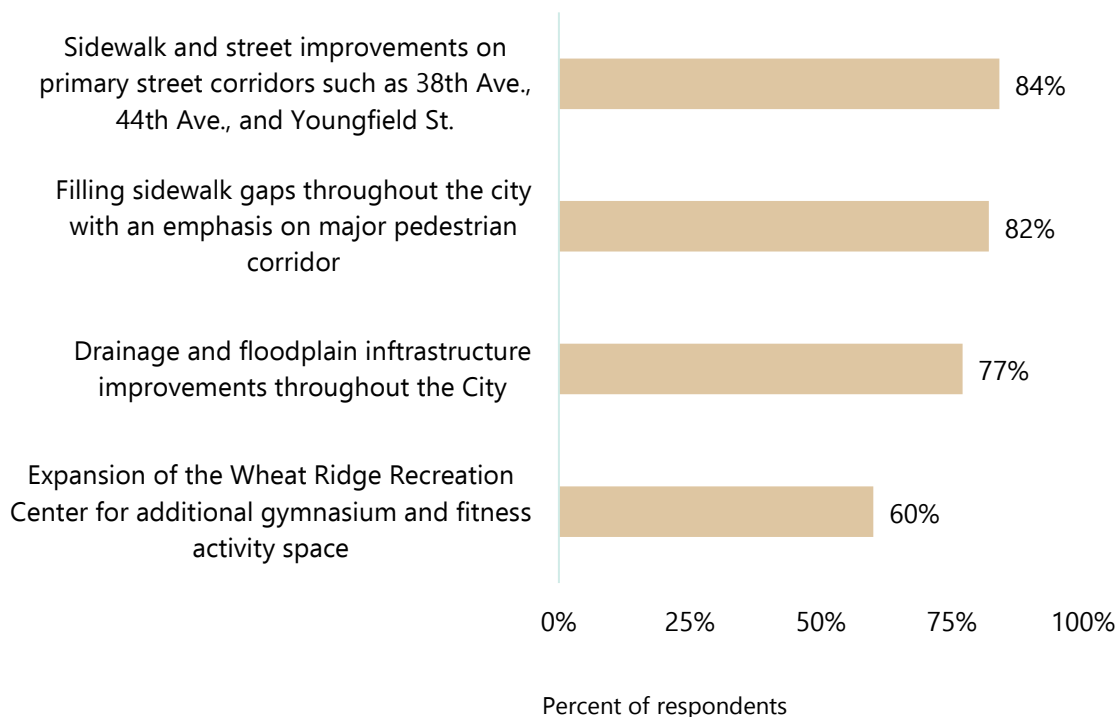
Figure 33: Economic Development by Year

Please rate the following statements by circling the number which best represents your opinion. Wheat Ridge should... (Percent strongly or somewhat agree)	2023	2021	2018	2015	2012	2008	2006	2004
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling St	87%	84%	82%	77%	87%	85%	83%	79%
Promote efforts to revitalize Wheat Ridge's business areas	84%	85%	85%	84%	85%	83%	83%	78%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	81%	84%	79%	81%	87%	82%	78%	71%
Promote efforts to attract new jobs	76%	81%	78%	NA	NA	NA	NA	NA
Promote efforts to revitalize Wheat Ridge's housing areas	75%	75%	80%	78%	78%	79%	79%	77%
Strengthen Wheat Ridge's community image and identity	71%	75%	76%	80%	78%	81%	78%	72%

Sales Tax Rates

In 2023, residents were asked new questions regarding a potential extension of the one-half of one-cent sales tax. First, respondents were asked to indicate their level of support for extending the sales tax to fund several projects in the city. At least 8 in 10 respondents indicated that they would be somewhat or very likely to support sidewalk and street improvements on primary street corridors such as 38th Ave., 44th Ave., and Youngfield St., and filling sidewalk gaps throughout the city with an emphasis on major pedestrian corridor. More than three-quarters of residents would be at least somewhat likely to support drainage and floodplain infrastructure improvements throughout the City. The expansion of the Wheat Ridge Recreation Center for additional gymnasium and fitness activity space was likely to be supported by 6 in 10 respondents.

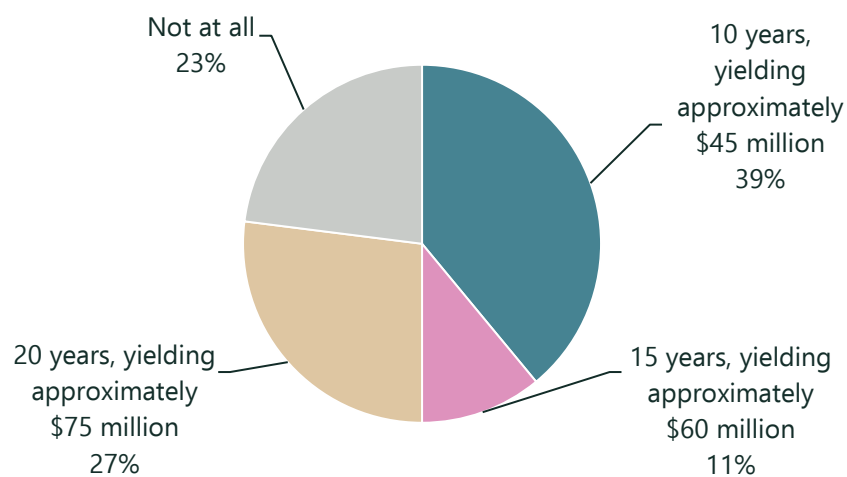
Figure 34: Support Funding Projects with Sales Tax, 2023



Respondents were also asked how long, if at all, they would be comfortable extending the current temporary one-half of one-cent sales tax rate. Nearly 4 in 10 residents indicated that they would be comfortable extending the increase for 10 years, yielding approximately \$45 million. About one-quarter of respondents were comfortable with a 20-year extension, which would yield approximately \$75 million, while 23% indicated they did not want to extend the sales tax increase. An extension of 15 years, yielding approximately \$60 million, was selected by 1 in 10 respondents.

Figure 35: Support for Extending Sales Tax Increase, 2023

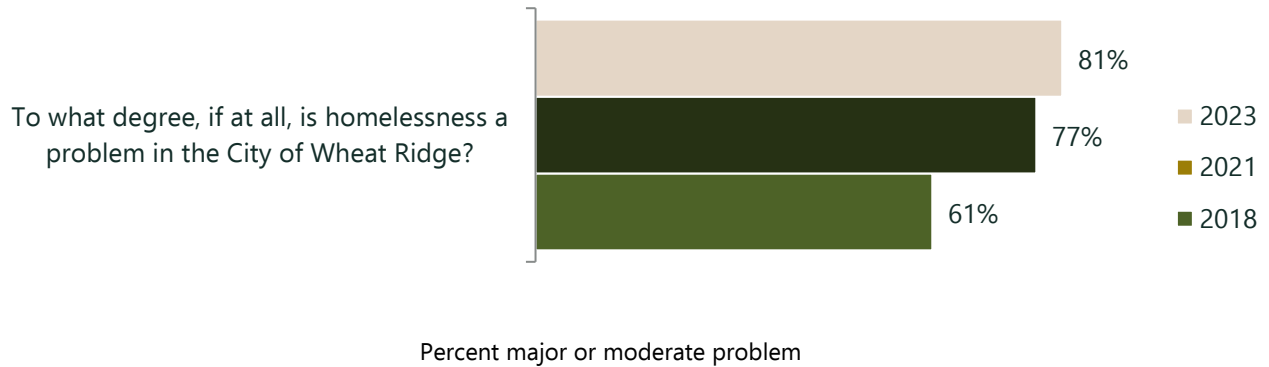
How long, if at all, would you feel comfortable extending the current temporary one-half of one-cent sales tax rate to fund priority projects throughout the city.



Homelessness

About 8 in 10 residents felt that homelessness in Wheat Ridge is either a major or moderate problem. This rating was on par with 2021.

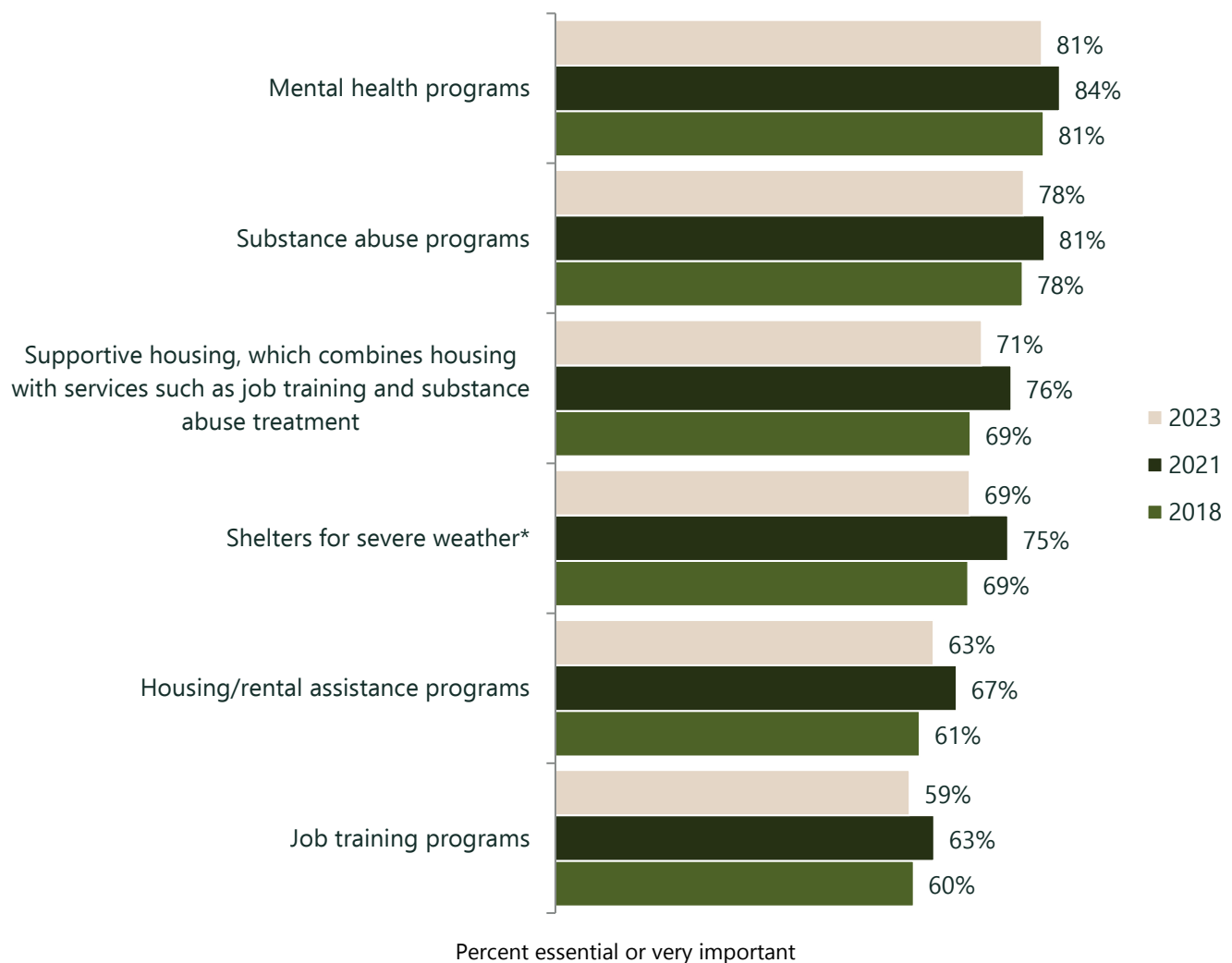
Figure 36: Extent to Which Homelessness is Viewed as a Problem in Wheat Ridge by Year



Respondents also indicated how important they felt it was for the City of Wheat Ridge to contribute funding to community-based organizations providing various services to people who are homeless. Residents voiced the highest levels of support for mental health programs and substance abuse programs, with over three-quarters feeling it was very important or essential to do so. About 7 in 10 residents were supportive of shelters for severe weather and supportive housing. Fewer than two-thirds of respondents indicated that it would be essential or very important to provide housing/rental assistance or job training programs. Levels of support for all items were on par with 2021, with the exception of shelters for severe weather, which decreased in support in 2023.

Figure 37: Importance of City Involvement in Providing Homeless Services by Year

How important to you, if at all, is it for the City to contribute funding to community-based organizations that provide each of the following services to the homeless populations?



**These items were significantly different in 2023 compared to 2021.*

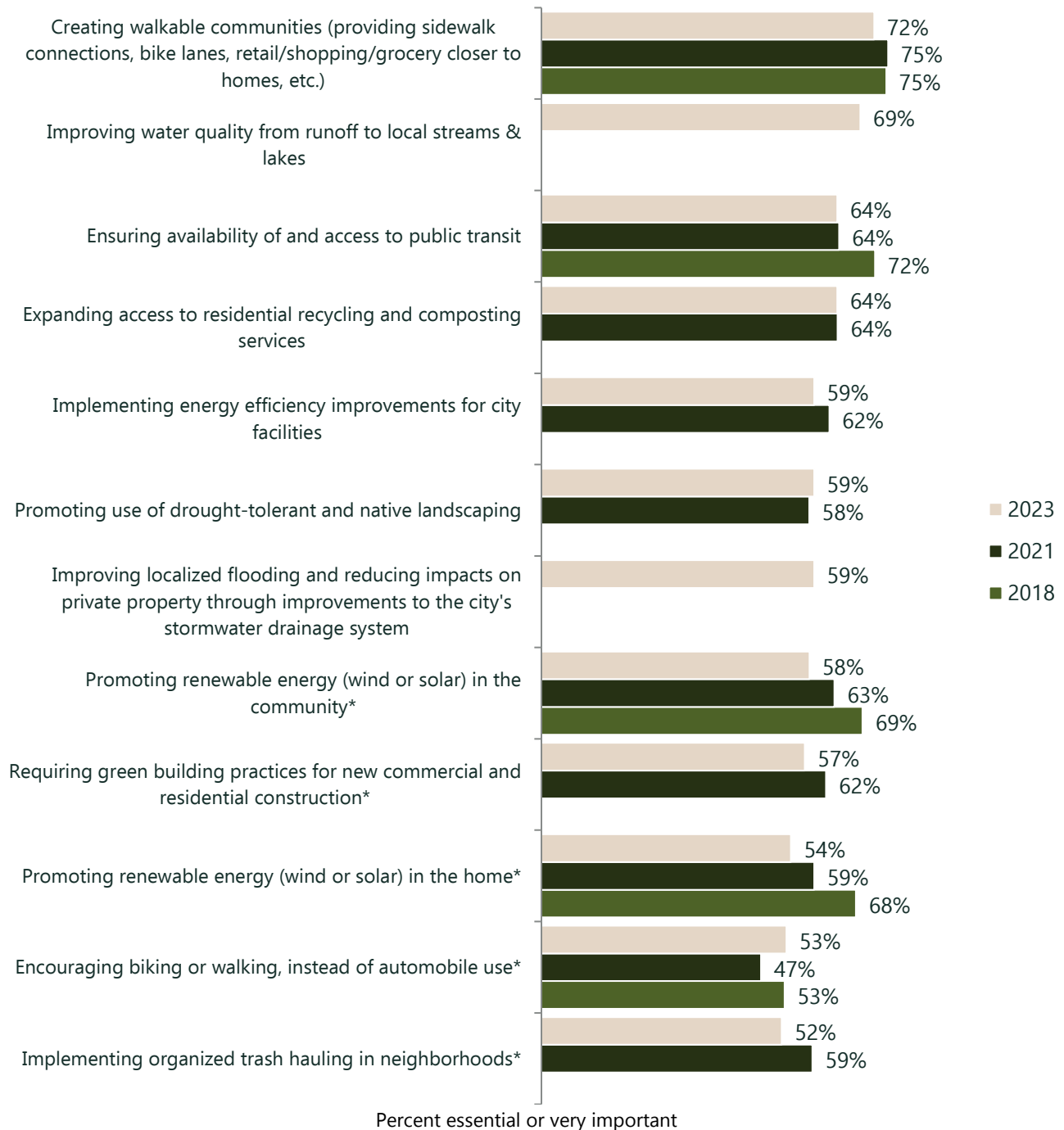
Environmental Sustainability

Survey respondents assessed the importance of city involvement in environmental sustainability efforts, which might or might not increase taxpayer costs (see Figure 38 on the following page). At least 6 in 10 residents indicated it to be essential or very important for the City to focus on creating walkable communities, improving water quality from runoff to local streams & lakes, ensuring availability of and access to public transit, and expanding access to residential recycling and composting services. All other activities were considered essential or very important by more than half of respondents.

Where differences in importance ratings from 2021 to 2023 were observed, residents tended to give lower ratings in 2023. However, in 2023, respondents placed more importance on encouraging biking or walking, instead of automobile use.

Figure 38: Importance of City Focus on Environmental Sustainability by Year

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers?



*These items were significantly different in 2023 compared to 2021.

"Improving localized flooding and reducing impacts on private property through improvements to the city's stormwater drainage system" and "improving water quality from runoff to local streams & lakes" were added in 2023.

Communication with Residents

Wheat Ridge residents shared whether they used various sources of information for news about Wheat Ridge. Word of mouth, the Neighborhood Gazette, and the City Quarterly "Connections" Newsletter topped the list as the most used sources of information, with at least 7 in 10 residents saying they used these sources at least once in the 12 months prior to the survey. At least 5 in 10 respondents used the City's website, television news, and the Parks and Recreation Activity Guide. Additionally, at least one-third of residents used the Denver Post, radio news, and Wheat Ridge Police Department social media sites at least once in the past year.

Four information sources saw an increase in usage from 2021 to 2023: the Neighborhood Gazette, Wheat Ridge Police Department social media sites, City of Wheat Ridge social media sites, and What's Up Wheat Ridge. In 2023, residents were less likely to seek city information from television and radio news.

Figure 39: Information Sources by Year

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent at least once in the last 12 months)	2023	2021	2018	2015	2012	2008	2006	2004
Word of mouth	77%	74%	82%	83%	78%	79%	76%	76%
Neighborhood Gazette	77%	72%	68%	68%	60%	NA	NA	NA
City Quarterly "Connections" Newsletter	74%	72%	73%	72%	67%	70%	68%	64%
Parks and Recreation Activity Guide	58%	57%	71%	NA	NA	NA	NA	NA
Television news	54%	60%	62%	62%	57%	76%	71%	75%
City's website: www.ci.wheatridge.co.us	54%	52%	50%	46%	40%	34%	27%	23%
Neighborhood websites (e.g., NextDoor, etc.)	43%	45%	36%	18%	NA	NA	NA	NA
Denver Post	39%	40%	44%	49%	60%	69%	71%	74%

Radio news	37%	44%	45%	42%	33%	52%	48%	52%
Wheat Ridge Police Department social media sites (Facebook, Twitter, Instagram)	33%	24%	20%	16%	NA	NA	NA	NA
City of Wheat Ridge social media sites (Facebook, Twitter)	32%	26%	24%	NA	NA	NA	NA	NA
City website automatic notifications (e.g., community events, calendar listing)	28%	24%	25%	23%	NA	NA	NA	NA
Jeffco Transcript	26%	28%	NA	NA	NA	NA	NA	NA
What's Up Wheat Ridge	26%	18%	NA	NA	NA	NA	NA	NA
Community-created Facebook groups/pages about Wheat Ridge	24%	22%	20%	17%	NA	NA	NA	NA
Denver Post YourHub	18%	15%	24%	32%	28%	NA	NA	NA
City live/on-demand video streaming, including City Council meetings	17%	18%	10%	11%	11%	NA	NA	NA
Wheat Ridge Recreation Center's Facebook page	17%	16%	13%	14%	NA	NA	NA	NA
Wheat Ridge Speaks	15%	12%	NA	NA	NA	NA	NA	NA
WRTV8 (Government Access Channel)	13%	16%	21%	20%	30%	48%	45%	50%

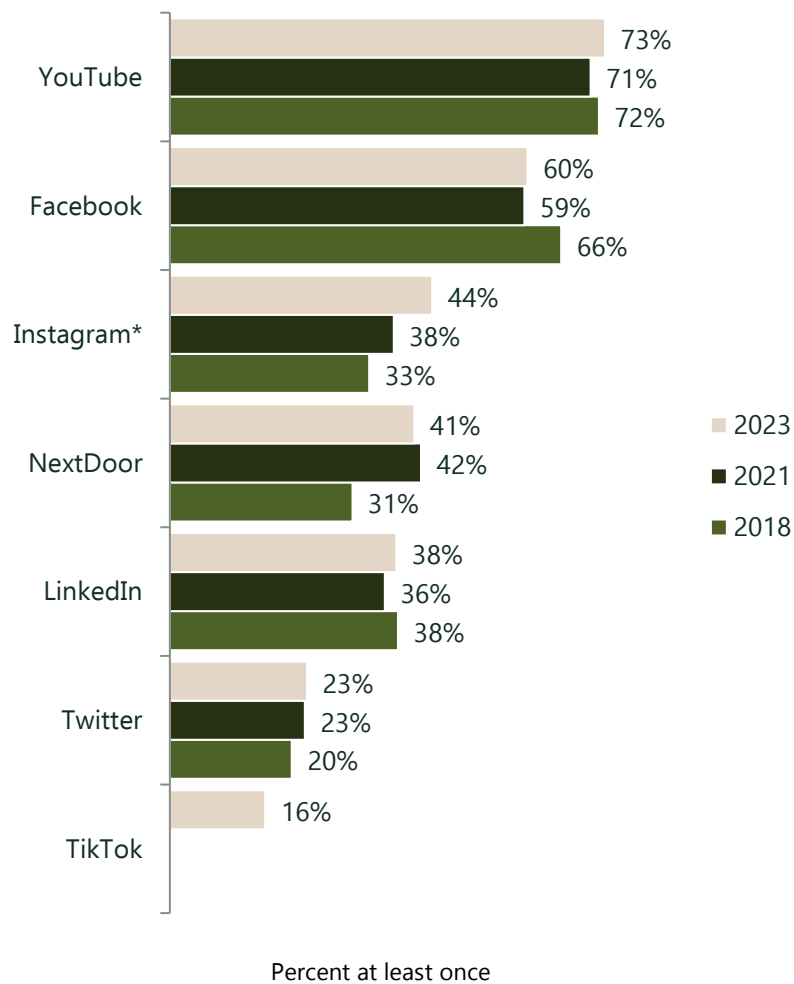
Prior to 2023, "Wheat Ridge Recreation Center's Facebook/Instagram page" was "Wheat Ridge Recreation Center's Facebook page".

Respondents were also asked to share their use of various social networking sites in a typical month. Similar to previous years, YouTube and Facebook were the most frequently used sites (with 73% and 60% reporting use at least once in a typical month, respectively). At least 4 in 10 respondents reported using Instagram and NextDoor at least once. Fewer residents reported using LinkedIn (38%), Twitter (23%), and TikTok (16%) at least once in a typical month.

Use of Instagram significantly increased from 2021 to 2023.

Figure 40: Use of Social Media Sites by Year

In a typical month, about how many times, if ever, do you use each of the following social media sites?



**These items were significantly different in 2021 compared to 2018.
TikTok was added in 2023.*

Appendix A: Respondent Characteristics

The following tables summarize the demographic characteristics of Wheat Ridge's survey respondents in 2023.

Table 1: Question D1

About how long have you lived in Wheat Ridge?	Percent of respondents
Less than 2 years	18%
2 to 5 years	24%
6 to 10 years	16%
11 to 20 years	15%
More than 20 years	26%
Total	100%

Table 2: Question D2

In what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)	Percent of respondents
Arvada	5%
Aurora	3%
Boulder	2%
Broomfield	1%
Denver	23%
Englewood	1%
Golden	4%

In what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)	Percent of respondents
Lakewood	6%
Littleton	1%
Louisville	2%
Northglenn	0%
Thornton	0%
Westminster	1%
Wheat Ridge	16%
Other	7%
Do not work (student, homemaker, retired, etc)	31%
Total	100%

Table 3: Question D3

Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents
Detached single-unit home	55%
Condominium or townhouse	8%
Duplex	10%
Apartment	27%
Total	100%

Table 4: Question D4

Do you live in senior housing such as an assisted-living or senior living community?	Percent of respondents
Yes	8%
No	92%
Total	100%

Table 5: Question D5

Do you own or rent your residence?	Percent of respondents
Own	56%
Rent	44%
Total	100%

Table 6: Question D6

How many people (including yourself) live in your household?	Percent of respondents
1	37%
2	38%
3	13%
4	9%
5	2%
6	0%
14	0%
Total	100%
Average number of household members	2.0

Table 7: Question D7

How many of these household members are 17 or younger?	Percent of respondents
0	79%
1	10%
2	10%
3	2%
Total	100%
Average number of household members under 18 for households with at least one child under 18	1.6

Table 8: Question D8

Please indicate the number of dogs and cats in your household. (Please write 0 if none.)	None	1	2	3 or more	Total
Dogs	56%	33%	7%	3%	100%
Cats	77%	13%	6%	5%	100%
Dogs and cats	55%	26%	10%	9%	100%

Table 9: Average number of dogs and cats in households with dogs and cats

	Average number
Number of dogs	1.3
Number of cats	1.8
Dogs and cats	1.8

Table 10: Question D9

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 of respondents
Less than \$15,000	6%
\$15,000 to \$24,999	8%
\$25,000 to \$34,999	8%
\$35,000 to \$49,999	11%
\$50,000 to \$74,999	14%
\$75,000 to \$99,999	13%
\$100,000 to \$124,999	9%
\$125,000 or more	32%
Total	100%

Table 11: Question D10

What is your age?	Percent of respondents
18 to 24 years	2%
25 to 34 years	23%
35 to 44 years	19%
45 to 54 years	12%
55 to 64 years	11%
65 to 74 years	19%
75 years or older	14%
Total	100%

Table 12: Question D11

What is your race? (Please check all that apply.)	Percent of respondents*
White	75%
Black or African American	2%
Asian or Pacific Islander	5%
American Indian, Eskimo, or Aleut	6%
Other	8%
Prefer not to say	10%

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

Table 13: Question D12

Are you Hispanic/Spanish/Latino?	Percent of respondents
Yes	17%
No	83%
Total	100%

Table 14: Question D13

What is your gender?	Percent of respondents
Female	51%
Male	44%
Prefer to self-describe	0%
Prefer not to say	5%
Total	100%

Table 15: Question D14

Did you vote in the last election?	Percent of respondents
Yes	88%
No	12%
Total	100%

Appendix B: Complete Survey Frequencies

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” or “no opinion” response option, two tables for that question are provided: the first excludes the “don’t know” or “no opinion” responses and the second includes those response options.

Table 16: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Wheat Ridge.	Excellent		Good		Fair		Poor		Total	
Wheat Ridge as a place to live	29%	N=241	56%	N=467	14%	N=115	1%	N=6	100%	N=828
Your neighborhood as a place to live	30%	N=249	49%	N=402	18%	N=145	4%	N=29	100%	N=825
Wheat Ridge as a place to raise children	22%	N=132	51%	N=304	22%	N=133	4%	N=24	100%	N=593
Wheat Ridge as a place to work	16%	N=79	46%	N=226	29%	N=141	9%	N=45	100%	N=491
Wheat Ridge as a place to retire	22%	N=132	43%	N=262	25%	N=152	10%	N=61	100%	N=607
The physical attractiveness of Wheat Ridge as a whole	9%	N=76	44%	N=361	37%	N=303	9%	N=73	100%	N=813
Overall quality of life in Wheat Ridge	15%	N=123	62%	N=507	21%	N=168	2%	N=15	100%	N=813

Table 17: Question 1 with "don't know" responses

Please rate each of the following aspects of quality of life in Wheat Ridge.	Excellent		Good		Fair		Poor		Don't know		Total	
Wheat Ridge as a place to live	29%	N=241	56%	N=467	14%	N=115	1%	N=6	0%	N=2	100%	N=830
Your neighborhood as a place to live	30%	N=249	49%	N=402	18%	N=145	4%	N=29	0%	N=3	100%	N=828

Please rate each of the following aspects of quality of life in Wheat Ridge.	Excellent		Good		Fair		Poor		Don't know		Total	
Wheat Ridge as a place to raise children	16%	N=132	37%	N=304	16%	N=133	3%	N=24	28%	N=229	100%	N=821
Wheat Ridge as a place to work	10%	N=79	28%	N=226	17%	N=141	5%	N=45	40%	N=324	100%	N=814
Wheat Ridge as a place to retire	16%	N=132	32%	N=262	19%	N=152	7%	N=61	26%	N=213	100%	N=819
The physical attractiveness of Wheat Ridge as a whole	9%	N=76	44%	N=361	37%	N=303	9%	N=73	1%	N=10	100%	N=823
Overall quality of life in Wheat Ridge	15%	N=123	62%	N=507	20%	N=168	2%	N=15	1%	N=9	100%	N=822

Table 18: Question 2

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same or decline over the next 5 years?	Percent	Number
Improve a lot	12%	N=100
Improve slightly	43%	N=354
Stay the same	21%	N=170
Decline slightly	20%	N=166
Decline a lot	4%	N=37
Total	100%	N=826

Table 19: Question 3

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	Percent of respondents*
I feel safe here	45%
I like the school my children attend	9%
My job is here	8%
I like my neighborhood	58%
I like the location in general	75%
I like the access to dining and entertainment	27%
Housing and rental rates are affordable	27%
I've always lived here	13%
I have friends and family in the area	29%
Small town feel	30%
Cost of living is affordable	17%
I like that the community is forward-thinking	15%
The growing and diverse community	15%
None of these	5%

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

Table 20: Question 4 without "don't know" responses

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole.	Excellent		Good		Fair		Poor		Total	
Sense of community	10%	N=78	50%	N=379	32%	N=243	8%	N=63	100%	N=762
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=75	48%	N=313	30%	N=197	10%	N=65	100%	N=650

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole.	Excellent		Good		Fair		Poor		Total	
Cleanliness of Wheat Ridge	8%	N=65	39%	N=323	42%	N=341	11%	N=90	100%	N=819
Overall quality of new development in Wheat Ridge	6%	N=45	42%	N=317	39%	N=290	13%	N=99	100%	N=751
Variety of housing options	8%	N=60	38%	N=275	39%	N=283	15%	N=106	100%	N=725
Overall quality of business and service establishments in Wheat Ridge	9%	N=74	47%	N=374	37%	N=291	7%	N=57	100%	N=797
Shopping opportunities	7%	N=58	36%	N=296	42%	N=343	15%	N=122	100%	N=820
Opportunities to attend cultural activities	7%	N=51	34%	N=238	40%	N=281	19%	N=137	100%	N=706
Recreational opportunities	17%	N=134	52%	N=401	25%	N=197	5%	N=41	100%	N=774
Employment opportunities	7%	N=28	29%	N=112	47%	N=181	17%	N=65	100%	N=387
Educational opportunities	7%	N=35	38%	N=182	36%	N=169	18%	N=87	100%	N=473
Opportunities to participate in social events and activities	10%	N=66	41%	N=281	42%	N=291	7%	N=50	100%	N=687
Opportunities to volunteer	13%	N=66	47%	N=235	34%	N=169	6%	N=30	100%	N=499
Opportunities to participate in civic matters	12%	N=65	45%	N=241	36%	N=192	7%	N=40	100%	N=538
Availability of parks	33%	N=267	45%	N=368	19%	N=155	2%	N=20	100%	N=809
Availability of dog parks	18%	N=90	38%	N=195	25%	N=127	19%	N=98	100%	N=510
Availability of paths and walking trails	30%	N=232	39%	N=304	24%	N=185	7%	N=53	100%	N=774
Availability of bike paths and bike lanes	24%	N=164	39%	N=268	27%	N=188	9%	N=63	100%	N=684
Availability of affordable quality housing	6%	N=39	24%	N=153	38%	N=239	32%	N=204	100%	N=636
Availability of affordable quality child care	12%	N=30	14%	N=35	47%	N=117	26%	N=65	100%	N=247
Availability of affordable quality health care	16%	N=96	42%	N=248	32%	N=186	10%	N=59	100%	N=588
Availability of affordable quality food	15%	N=118	45%	N=366	31%	N=248	9%	N=74	100%	N=806

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole.	Excellent		Good		Fair		Poor		Total	
Availability of preventive health services	16%	N=98	43%	N=263	35%	N=212	6%	N=39	100%	N=613
Air quality	11%	N=86	44%	N=344	36%	N=282	8%	N=66	100%	N=779
Quality of overall natural environment in Wheat Ridge	14%	N=115	50%	N=410	30%	N=244	6%	N=49	100%	N=818
Overall image or reputation of Wheat Ridge	9%	N=72	53%	N=427	32%	N=253	6%	N=50	100%	N=802

Table 21: Question 4 with "don't know" responses

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	10%	N=78	47%	N=379	30%	N=243	8%	N=63	6%	N=46	100%	N=808
Openness and acceptance of the community toward people of diverse backgrounds	9%	N=75	39%	N=313	24%	N=197	8%	N=65	20%	N=161	100%	N=811
Cleanliness of Wheat Ridge	8%	N=65	39%	N=323	41%	N=341	11%	N=90	1%	N=5	100%	N=824
Overall quality of new development in Wheat Ridge	6%	N=45	38%	N=317	35%	N=290	12%	N=99	9%	N=74	100%	N=824
Variety of housing options	7%	N=60	34%	N=275	35%	N=283	13%	N=106	11%	N=89	100%	N=814
Overall quality of business and service establishments in Wheat Ridge	9%	N=74	46%	N=374	36%	N=291	7%	N=57	3%	N=23	100%	N=820
Shopping opportunities	7%	N=58	36%	N=296	41%	N=343	15%	N=122	1%	N=8	100%	N=828

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to attend cultural activities	6%	N=51	29%	N=238	34%	N=281	17%	N=137	14%	N=114	100%	N=820
Recreational opportunities	16%	N=134	49%	N=401	24%	N=197	5%	N=41	6%	N=51	100%	N=825
Employment opportunities	3%	N=28	14%	N=112	22%	N=181	8%	N=65	53%	N=429	100%	N=815
Educational opportunities	4%	N=35	22%	N=182	21%	N=169	11%	N=87	42%	N=341	100%	N=814
Opportunities to participate in social events and activities	8%	N=66	34%	N=281	36%	N=291	6%	N=50	16%	N=128	100%	N=816
Opportunities to volunteer	8%	N=66	29%	N=235	21%	N=169	4%	N=30	39%	N=321	100%	N=821
Opportunities to participate in civic matters	8%	N=65	30%	N=241	24%	N=192	5%	N=40	33%	N=270	100%	N=808
Availability of parks	32%	N=267	45%	N=368	19%	N=155	2%	N=20	2%	N=16	100%	N=825
Availability of dog parks	11%	N=90	24%	N=195	16%	N=127	12%	N=98	38%	N=310	100%	N=820
Availability of paths and walking trails	28%	N=232	37%	N=304	23%	N=185	6%	N=53	6%	N=46	100%	N=820
Availability of bike paths and bike lanes	20%	N=164	33%	N=268	23%	N=188	8%	N=63	16%	N=129	100%	N=812
Availability of affordable quality housing	5%	N=39	19%	N=153	29%	N=239	25%	N=204	22%	N=183	100%	N=819
Availability of affordable quality child care	4%	N=30	4%	N=35	15%	N=117	8%	N=65	69%	N=560	100%	N=807
Availability of affordable quality health care	12%	N=96	30%	N=248	23%	N=186	7%	N=59	28%	N=227	100%	N=816

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality food	14%	N=118	45%	N=366	30%	N=248	9%	N=74	2%	N=13	100%	N=819
Availability of preventive health services	12%	N=98	32%	N=263	26%	N=212	5%	N=39	25%	N=205	100%	N=818
Quality of overall natural environment in Wheat Ridge	14%	N=115	50%	N=410	30%	N=244	6%	N=49	1%	N=8	100%	N=826
Overall image or reputation of Wheat Ridge	9%	N=72	52%	N=427	31%	N=253	6%	N=50	3%	N=26	100%	N=829

Table 22: Question 5 without "don't know" responses

Please rate your community on each of the following.	Excellent		Good		Fair		Poor		Total	
Making all residents feel welcome	12%	N=80	50%	N=346	31%	N=215	7%	N=52	100%	N=693
Helping new residents feel connected and integrated	8%	N=49	37%	N=231	39%	N=245	15%	N=96	100%	N=621
Attracting people from diverse backgrounds	6%	N=37	33%	N=194	43%	N=252	17%	N=98	100%	N=582
Valuing residents from diverse backgrounds	8%	N=45	37%	N=200	40%	N=213	15%	N=78	100%	N=535
Demonstrating respect for residents of different cultures and belief systems	11%	N=62	37%	N=215	39%	N=221	13%	N=75	100%	N=574
Treating all residents fairly	11%	N=68	40%	N=241	37%	N=221	12%	N=71	100%	N=601
Providing a safe and secure environment for residents of all backgrounds	12%	N=75	42%	N=271	36%	N=229	10%	N=65	100%	N=641

Please rate your community on each of the following.	Excellent		Good		Fair		Poor		Total	
Respecting individual cultural beliefs and values	11%	N=59	46%	N=256	34%	N=189	9%	N=51	100%	N=555
Providing equal employment opportunities to residents of all backgrounds	10%	N=33	41%	N=136	39%	N=130	10%	N=32	100%	N=330
Providing equal access to housing for residents of all backgrounds	11%	N=44	37%	N=155	34%	N=143	18%	N=73	100%	N=415
Making all residents feel welcome in business establishments	14%	N=89	51%	N=318	28%	N=175	6%	N=36	100%	N=619
Welcoming residents from all backgrounds to participate in local government and community decision-making	16%	N=72	43%	N=190	32%	N=142	9%	N=42	100%	N=446

Table 23: Question 5 with "don't know" responses

Please rate your community on each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
Making all residents feel welcome	10%	N=80	42%	N=346	26%	N=215	6%	N=52	15%	N=126	100%	N=818
Helping new residents feel connected and integrated	6%	N=49	28%	N=231	30%	N=245	12%	N=96	24%	N=191	100%	N=812
Attracting people from diverse backgrounds	5%	N=37	24%	N=194	31%	N=252	12%	N=98	28%	N=229	100%	N=811
Valuing residents from diverse backgrounds	6%	N=45	25%	N=200	26%	N=213	10%	N=78	33%	N=269	100%	N=804
Demonstrating respect for residents of different cultures and belief systems	8%	N=62	27%	N=215	27%	N=221	9%	N=75	29%	N=234	100%	N=808

Please rate your community on each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
Treating all residents fairly	8%	N=68	30%	N=241	27%	N=221	9%	N=71	26%	N=209	100%	N=810
Providing a safe and secure environment for residents of all backgrounds	9%	N=75	33%	N=271	28%	N=229	8%	N=65	21%	N=174	100%	N=815
Respecting individual cultural beliefs and values	7%	N=59	32%	N=256	23%	N=189	6%	N=51	32%	N=258	100%	N=812
Providing equal employment opportunities to residents of all backgrounds	4%	N=33	17%	N=136	16%	N=130	4%	N=32	59%	N=475	100%	N=806
Providing equal access to housing for residents of all backgrounds	5%	N=44	19%	N=155	18%	N=143	9%	N=73	48%	N=389	100%	N=804
Making all residents feel welcome in business establishments	11%	N=89	39%	N=318	22%	N=175	4%	N=36	23%	N=189	100%	N=807
Welcoming residents from all backgrounds to participate in local government and community decision-making	9%	N=72	24%	N=190	18%	N=142	5%	N=42	45%	N=361	100%	N=807

Table 24: Question 6 without "don't know" responses

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 Wheat Ridge to someone who asks	45%	N=362	44%	N=356	6%	N=52	5%	N=37	100%	N=806
Remain in Wheat Ridge for the next five years	54%	N=426	33%	N=261	6%	N=45	7%	N=56	100%	N=788

Table 25: Question 6 with "don't know" responses

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 Wheat Ridge to someone who asks	44%	N=362	44%	N=356	6%	N=52	5%	N=37	1%	N=11	100%	N=817
Remain in Wheat Ridge for the next five years	52%	N=426	32%	N=261	6%	N=45	7%	N=56	3%	N=28	100%	N=816

Table 26: Question 7

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge?	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
Used Wheat Ridge Recreation Center	49%	N=403	17%	N=142	16%	N=134	6%	N=53	10%	N=84	100%	N=815

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge?	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
Participated in a recreation program or activity	58%	N=464	21%	N=168	11%	N=84	6%	N=44	5%	N=38	100%	N=798
Used a Wheat Ridge park or trail	14%	N=115	13%	N=108	23%	N=189	19%	N=151	31%	N=254	100%	N=816
Visited the Wheat Ridge outdoor pool at Anderson Park	74%	N=600	14%	N=115	9%	N=73	2%	N=17	1%	N=6	100%	N=811
Visited the Anderson Building for a reason not related to the outdoor pool	79%	N=640	13%	N=106	6%	N=48	1%	N=11	1%	N=7	100%	N=813
Used a Wheat Ridge bike/pedestrian path	20%	N=166	14%	N=115	26%	N=208	14%	N=117	26%	N=209	100%	N=814
Used Clear Creek Trail	35%	N=287	15%	N=124	17%	N=138	11%	N=92	21%	N=171	100%	N=813
Attended a virtual or in-person meeting of local city officials or other local public meeting	80%	N=652	13%	N=108	4%	N=34	1%	N=7	1%	N=9	100%	N=810
Watched a meeting of local city officials (on cable television, YouTube, etc.)	78%	N=634	14%	N=110	5%	N=41	2%	N=15	1%	N=9	100%	N=810
Participated in a senior program	86%	N=703	7%	N=57	5%	N=37	1%	N=8	1%	N=8	100%	N=813
Visited the Active Adult Center	83%	N=677	9%	N=74	4%	N=33	2%	N=13	2%	N=15	100%	N=813
Dined at a Wheat Ridge restaurant (other than fast food)	8%	N=65	16%	N=132	37%	N=303	23%	N=186	15%	N=123	100%	N=810

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge?	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
Used the Wheat Ridge Library	58%	N=463	15%	N=123	12%	N=97	7%	N=56	8%	N=64	100%	N=803
Attended a Wheat Ridge festival or special event	36%	N=291	40%	N=325	21%	N=171	1%	N=10	2%	N=13	100%	N=811
Ridden an RTD bus	70%	N=569	13%	N=102	9%	N=74	2%	N=13	6%	N=51	100%	N=809
Ridden the G-Line from the Wheat Ridge-Ward station	77%	N=630	11%	N=93	7%	N=56	1%	N=8	3%	N=27	100%	N=814

Table 27: Question 8 without "don't know" responses

Please rate the following aspects of transportation within the City of Wheat Ridge.	Excellent		Good		Fair		Poor		Total	
Condition of city streets	5%	N=39	34%	N=273	40%	N=325	22%	N=175	100%	N=812
Condition of sidewalks	3%	N=26	31%	N=244	42%	N=331	24%	N=195	100%	N=796
Access to mass transit	12%	N=78	44%	N=295	34%	N=231	10%	N=65	100%	N=670
Ease of car travel in Wheat Ridge	17%	N=139	47%	N=376	29%	N=227	7%	N=55	100%	N=797
Ease of bus travel in Wheat Ridge	10%	N=41	47%	N=192	34%	N=139	9%	N=35	100%	N=407
Ease of commuter rail use in Wheat Ridge	11%	N=47	37%	N=164	30%	N=133	22%	N=99	100%	N=443
Ease of walking in Wheat Ridge	12%	N=93	42%	N=332	35%	N=273	11%	N=88	100%	N=786
Ease of bicycle travel in Wheat Ridge	11%	N=61	47%	N=269	31%	N=178	11%	N=63	100%	N=570
Traffic flow on major streets	3%	N=28	31%	N=252	39%	N=311	26%	N=213	100%	N=804

Table 28: Question 8 with "don't know" responses

Please rate the following aspects of transportation within the City of Wheat Ridge.	Excellent		Good		Fair		Poor		Don't know		Total	
Condition of city streets	5%	N=39	33%	N=273	40%	N=325	22%	N=175	0%	N=4	100%	N=816
Condition of sidewalks	3%	N=26	30%	N=244	41%	N=331	24%	N=195	2%	N=18	100%	N=814
Access to mass transit	10%	N=78	37%	N=295	29%	N=231	8%	N=65	17%	N=139	100%	N=808
Ease of car travel in Wheat Ridge	17%	N=139	46%	N=376	28%	N=227	7%	N=55	2%	N=18	100%	N=815
Ease of bus travel in Wheat Ridge	5%	N=41	24%	N=192	17%	N=139	4%	N=35	49%	N=398	100%	N=805
Ease of commuter rail use in Wheat Ridge	6%	N=47	20%	N=164	16%	N=133	12%	N=99	45%	N=366	100%	N=808
Ease of walking in Wheat Ridge	11%	N=93	41%	N=332	33%	N=273	11%	N=88	4%	N=30	100%	N=816
Ease of bicycle travel in Wheat Ridge	7%	N=61	33%	N=269	22%	N=178	8%	N=63	29%	N=239	100%	N=809
Traffic flow on major streets	3%	N=28	31%	N=252	38%	N=311	26%	N=213	2%	N=12	100%	N=816

Table 29: Question 9 Quality without "don't know" responses

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service.	Excellent		Good		Fair		Poor		Total	
Snow removal	12%	N=93	40%	N=321	28%	N=222	20%	N=159	100%	N=795
Street repair and maintenance	4%	N=35	27%	N=211	45%	N=357	23%	N=183	100%	N=785
Street sweeping	8%	N=58	41%	N=283	37%	N=257	14%	N=95	100%	N=694
Stormwater drainage	12%	N=76	47%	N=307	32%	N=212	9%	N=59	100%	N=654
Traffic enforcement	10%	N=69	42%	N=294	31%	N=216	16%	N=114	100%	N=693

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service.	Excellent		Good		Fair		Poor		Total	
Code enforcement (junk vehicles, weed control, trash, outside storage)	5%	N=37	31%	N=212	37%	N=254	27%	N=182	100%	N=686
Animal control	11%	N=53	50%	N=250	32%	N=162	7%	N=37	100%	N=501
Land use, planning and zoning	7%	N=34	34%	N=169	39%	N=194	19%	N=95	100%	N=492
Building permits	8%	N=25	29%	N=91	37%	N=116	26%	N=81	100%	N=312
Building inspections	10%	N=29	33%	N=92	38%	N=106	19%	N=52	100%	N=280
Maintenance of existing city parks	17%	N=121	58%	N=426	23%	N=165	3%	N=21	100%	N=734
Maintenance of open space and trails	19%	N=128	55%	N=379	23%	N=162	4%	N=25	100%	N=694
Recreation programs	21%	N=109	52%	N=271	25%	N=128	2%	N=12	100%	N=519
City-sponsored special events	17%	N=92	47%	N=253	33%	N=180	3%	N=15	100%	N=540
Recreation facilities	25%	N=154	52%	N=318	21%	N=126	1%	N=9	100%	N=606
Community/public art	9%	N=43	33%	N=161	42%	N=206	16%	N=78	100%	N=487
Services/programs for youth	13%	N=33	35%	N=92	38%	N=99	14%	N=36	100%	N=260
Services/programs for seniors	19%	N=62	43%	N=140	31%	N=102	6%	N=21	100%	N=325
Municipal court	12%	N=23	44%	N=85	36%	N=70	8%	N=16	100%	N=194
Public information services	11%	N=46	43%	N=187	38%	N=168	8%	N=36	100%	N=437
Community engagement by City staff	11%	N=38	36%	N=124	37%	N=129	16%	N=54	100%	N=345
Addressing homelessness throughout city	3%	N=22	11%	N=73	32%	N=210	53%	N=344	100%	N=650
Policing services	12%	N=76	42%	N=273	37%	N=239	9%	N=60	100%	N=648
Police response time to emergency police calls (not code enforcement)	21%	N=90	45%	N=194	24%	N=103	10%	N=44	100%	N=430

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service.	Excellent		Good		Fair		Poor		Total	
Police response time to non-emergency police calls (not code enforcement)	15%	N=65	38%	N=166	32%	N=139	15%	N=66	100%	N=435
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	9%	N=34	34%	N=130	41%	N=156	16%	N=60	100%	N=379
Relationship-based policing	14%	N=45	35%	N=109	36%	N=113	14%	N=43	100%	N=310

Table 30: Question 9 Quality with "don't know" responses

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service.	Excellent		Good		Fair		Poor		Don't know		Total	
Snow removal	11%	N=93	39%	N=321	27%	N=222	20%	N=159	2%	N=19	100%	N=814
Street repair and maintenance	4%	N=35	26%	N=211	44%	N=357	23%	N=183	3%	N=23	100%	N=808
Street sweeping	7%	N=58	35%	N=283	32%	N=257	12%	N=95	15%	N=119	100%	N=813
Stormwater drainage	9%	N=76	38%	N=307	26%	N=212	7%	N=59	19%	N=154	100%	N=808
Traffic enforcement	9%	N=69	37%	N=294	27%	N=216	14%	N=114	13%	N=104	100%	N=797
Code enforcement (junk vehicles, weed control, trash, outside storage)	5%	N=37	26%	N=212	31%	N=254	22%	N=182	16%	N=129	100%	N=814
Animal control	7%	N=53	31%	N=250	20%	N=162	5%	N=37	38%	N=308	100%	N=809
Land use, planning and zoning	4%	N=34	21%	N=169	24%	N=194	12%	N=95	38%	N=308	100%	N=800
Building permits	3%	N=25	11%	N=91	15%	N=116	10%	N=81	61%	N=486	100%	N=798

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service.	Excellent		Good		Fair		Poor		Don't know		Total	
Building inspections	4%	N=29	11%	N=92	13%	N=106	7%	N=52	65%	N=523	100%	N=803
Maintenance of existing city parks	15%	N=121	53%	N=426	20%	N=165	3%	N=21	9%	N=74	100%	N=807
Maintenance of open space and trails	16%	N=128	47%	N=379	20%	N=162	3%	N=25	13%	N=108	100%	N=802
Recreation programs	14%	N=109	34%	N=271	16%	N=128	1%	N=12	35%	N=282	100%	N=801
City-sponsored special events	12%	N=92	32%	N=253	23%	N=180	2%	N=15	32%	N=257	100%	N=797
Recreation facilities	19%	N=154	40%	N=318	16%	N=126	1%	N=9	24%	N=192	100%	N=798
Community/public art	5%	N=43	20%	N=161	26%	N=206	10%	N=78	39%	N=310	100%	N=798
Services/programs for youth	4%	N=33	12%	N=92	12%	N=99	5%	N=36	67%	N=537	100%	N=797
Services/programs for seniors	8%	N=62	18%	N=140	13%	N=102	3%	N=21	59%	N=468	100%	N=793
Municipal court	3%	N=23	11%	N=85	9%	N=70	2%	N=16	76%	N=604	100%	N=798
Public information services	6%	N=46	23%	N=187	21%	N=168	5%	N=36	45%	N=363	100%	N=799
Community engagement by City staff	5%	N=38	16%	N=124	16%	N=129	7%	N=54	56%	N=441	100%	N=786
Addressing homelessness throughout city	3%	N=22	9%	N=73	26%	N=210	43%	N=344	19%	N=155	100%	N=805
Policing services	10%	N=76	34%	N=273	30%	N=239	7%	N=60	19%	N=154	100%	N=802
Police response time to emergency police calls (not code enforcement)	11%	N=90	24%	N=194	13%	N=103	5%	N=44	47%	N=379	100%	N=809

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service.	Excellent		Good		Fair		Poor		Don't know		Total	
Police response time to non-emergency police calls (not code enforcement)	8%	N=65	21%	N=166	17%	N=139	8%	N=66	46%	N=365	100%	N=801
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	4%	N=34	16%	N=130	19%	N=156	7%	N=60	53%	N=422	100%	N=801
Relationship-based policing	6%	N=45	14%	N=109	14%	N=113	6%	N=43	61%	N=479	100%	N=789

Table 31: Question 9 Importance without "don't know" responses

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service.	Essential		Very important		Somewhat important		Not at all important		Total	
Snow removal	43%	N=298	42%	N=289	14%	N=98	1%	N=7	100%	N=692
Street repair and maintenance	47%	N=323	45%	N=307	8%	N=58	0%	N=1	100%	N=689
Street sweeping	13%	N=91	29%	N=198	51%	N=350	7%	N=48	100%	N=687
Stormwater drainage	34%	N=220	45%	N=294	21%	N=137	0%	N=3	100%	N=654
Traffic enforcement	28%	N=190	39%	N=263	30%	N=201	3%	N=19	100%	N=674
Code enforcement (junk vehicles, weed control, trash, outside storage)	21%	N=141	39%	N=268	35%	N=242	5%	N=33	100%	N=685
Animal control	17%	N=109	35%	N=223	45%	N=289	3%	N=20	100%	N=640
Land use, planning and zoning	34%	N=198	41%	N=243	22%	N=128	3%	N=18	100%	N=587

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service.	Essential		Very important		Somewhat important		Not at all important		Total	
Building permits	29%	N=152	41%	N=215	26%	N=136	3%	N=16	100%	N=519
Building inspections	28%	N=147	48%	N=249	22%	N=114	3%	N=14	100%	N=525
Maintenance of existing city parks	30%	N=203	56%	N=379	13%	N=91	0%	N=3	100%	N=676
Maintenance of open space and trails	32%	N=216	50%	N=337	17%	N=111	1%	N=5	100%	N=669
Recreation programs	21%	N=129	42%	N=254	32%	N=198	5%	N=30	100%	N=611
City-sponsored special events	10%	N=59	34%	N=205	47%	N=283	9%	N=52	100%	N=599
Recreation facilities	24%	N=149	51%	N=319	21%	N=134	3%	N=21	100%	N=622
Community/public art	9%	N=50	33%	N=190	45%	N=262	14%	N=82	100%	N=584
Services/programs for youth	28%	N=151	49%	N=262	20%	N=107	2%	N=10	100%	N=530
Services/programs for seniors	24%	N=139	49%	N=280	25%	N=143	3%	N=15	100%	N=577
Municipal court	31%	N=152	45%	N=221	22%	N=110	2%	N=11	100%	N=494
Public information services	24%	N=136	46%	N=261	28%	N=160	2%	N=13	100%	N=569
Community engagement by City staff	18%	N=95	42%	N=225	35%	N=189	5%	N=29	100%	N=537
Addressing homelessness throughout city	53%	N=354	39%	N=265	7%	N=44	1%	N=8	100%	N=671
Policing services	52%	N=344	34%	N=226	13%	N=86	1%	N=9	100%	N=665
Police response time to emergency police calls (not code enforcement)	68%	N=428	28%	N=177	4%	N=25	0%	N=3	100%	N=633
Police response time to non-emergency police calls (not code enforcement)	38%	N=233	43%	N=269	17%	N=107	2%	N=13	100%	N=621
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	47%	N=284	36%	N=216	15%	N=93	2%	N=11	100%	N=604
Relationship-based policing	41%	N=211	39%	N=199	15%	N=77	4%	N=22	100%	N=509

Table 32: Question 9 Importance with "don't know" responses

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service												
	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Snow removal	43%	N=298	42%	N=289	14%	N=98	1%	N=7	1%	N=4	100%	N=696
Street repair and maintenance	47%	N=323	44%	N=307	8%	N=58	0%	N=1	1%	N=4	100%	N=694
Street sweeping	13%	N=91	28%	N=198	50%	N=350	7%	N=48	2%	N=17	100%	N=703
Stormwater drainage	32%	N=220	42%	N=294	20%	N=137	0%	N=3	6%	N=39	100%	N=693
Traffic enforcement	28%	N=190	38%	N=263	29%	N=201	3%	N=19	2%	N=14	100%	N=688
Code enforcement (junk vehicles, weed control, trash, outside storage)	20%	N=141	38%	N=268	35%	N=242	5%	N=33	2%	N=15	100%	N=700
Animal control	16%	N=109	32%	N=223	41%	N=289	3%	N=20	8%	N=56	100%	N=696
Land use, planning and zoning	29%	N=198	36%	N=243	19%	N=128	3%	N=18	14%	N=95	100%	N=683
Building permits	22%	N=152	31%	N=215	20%	N=136	2%	N=16	24%	N=163	100%	N=682
Building inspections	22%	N=147	37%	N=249	17%	N=114	2%	N=14	23%	N=155	100%	N=680
Maintenance of existing city parks	29%	N=203	55%	N=379	13%	N=91	0%	N=3	2%	N=16	100%	N=692
Maintenance of open space and trails	31%	N=216	49%	N=337	16%	N=111	1%	N=5	3%	N=20	100%	N=689
Recreation programs	19%	N=129	37%	N=254	29%	N=198	4%	N=30	11%	N=73	100%	N=684
City-sponsored special events	9%	N=59	30%	N=205	42%	N=283	8%	N=52	12%	N=84	100%	N=682
Recreation facilities	22%	N=149	47%	N=319	20%	N=134	3%	N=21	9%	N=61	100%	N=684
Community/public art	7%	N=50	28%	N=190	39%	N=262	12%	N=82	14%	N=95	100%	N=680

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Services/programs for youth	22%	N=151	39%	N=262	16%	N=107	1%	N=10	21%	N=144	100%	N=674
Services/programs for seniors	20%	N=139	41%	N=280	21%	N=143	2%	N=15	16%	N=107	100%	N=684
Municipal court	23%	N=152	33%	N=221	16%	N=110	2%	N=11	26%	N=178	100%	N=672
Public information services	20%	N=136	39%	N=261	24%	N=160	2%	N=13	16%	N=106	100%	N=675
Community engagement by City staff	14%	N=95	33%	N=225	28%	N=189	4%	N=29	20%	N=138	100%	N=675
Addressing homelessness throughout city	51%	N=354	38%	N=265	6%	N=44	1%	N=8	3%	N=22	100%	N=693
Policing services	50%	N=344	33%	N=226	12%	N=86	1%	N=9	4%	N=27	100%	N=692
Police response time to emergency police calls (not code enforcement)	62%	N=428	26%	N=177	4%	N=25	0%	N=3	8%	N=58	100%	N=691
Police response time to non-emergency police calls (not code enforcement)	34%	N=233	39%	N=269	16%	N=107	2%	N=13	9%	N=64	100%	N=686
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	42%	N=284	32%	N=216	14%	N=93	2%	N=11	12%	N=80	100%	N=684
Relationship-based policing	31%	N=211	29%	N=199	11%	N=77	3%	N=22	25%	N=171	100%	N=679

Table 33: Question 10 without "don't know" responses

Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	Percent	Number
Excellent	9%	N=72
Good	63%	N=499
Fair	25%	N=201
Poor	3%	N=26
Total	100%	N=798

Table 34: Question 10 with "don't know" responses

Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	Percent	Number
Excellent	9%	N=72
Good	61%	N=499
Fair	24%	N=201
Poor	3%	N=26
Don't know	3%	N=23
Total	100%	N=821

Table 35: Question 11 without "don't know" responses

How would you rate the overall performance of the Wheat Ridge city government?	Percent	Number
Excellent	7%	N=47
Good	54%	N=337
Fair	33%	N=209
Poor	6%	N=36
Total	100%	N=630

Table 36: Question 11 with "don't know" responses

How would you rate the overall performance of the Wheat Ridge city government?	Percent	Number
Excellent	6%	N=47
Good	41%	N=337
Fair	26%	N=209
Poor	4%	N=36
Don't know	23%	N=188
Total	100%	N=818

Table 37: Question 12 without "don't know" responses

Please rate the following aspects of Wheat Ridge city government performance.	Excellent		Good		Fair		Poor		Total	
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	9%	N=45	45%	N=232	36%	N=186	11%	N=57	100%	N=520
The quality of work performed by City of Wheat Ridge employees	15%	N=82	56%	N=301	26%	N=143	3%	N=17	100%	N=543
The quality of experience interacting with a Wheat Ridge police officer	23%	N=125	49%	N=266	21%	N=115	7%	N=39	100%	N=545
The value of services for the taxes paid to Wheat Ridge	9%	N=58	38%	N=234	39%	N=242	13%	N=81	100%	N=615
The overall direction that Wheat Ridge is taking	10%	N=71	44%	N=318	34%	N=244	12%	N=83	100%	N=717
The job Wheat Ridge does at informing residents on major issues within the community	13%	N=89	35%	N=243	37%	N=256	16%	N=111	100%	N=699
The job Wheat Ridge government does at welcoming resident involvement	12%	N=68	40%	N=219	36%	N=197	12%	N=68	100%	N=552

Table 38: Question 12 with "don't know" responses

Please rate the following aspects of Wheat Ridge city government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	6%	N=45	29%	N=232	23%	N=186	7%	N=57	35%	N=286	100%	N=806
The quality of work performed by City of Wheat Ridge employees	10%	N=82	37%	N=301	18%	N=143	2%	N=17	33%	N=268	100%	N=811
The quality of experience interacting with a Wheat Ridge police officer	15%	N=125	33%	N=266	14%	N=115	5%	N=39	33%	N=265	100%	N=810
The value of services for the taxes paid to Wheat Ridge	7%	N=58	29%	N=234	30%	N=242	10%	N=81	23%	N=188	100%	N=803
The overall direction that Wheat Ridge is taking	9%	N=71	39%	N=318	30%	N=244	10%	N=83	11%	N=92	100%	N=809
The job Wheat Ridge does at informing residents on major issues within the community	11%	N=89	30%	N=243	31%	N=256	14%	N=111	14%	N=113	100%	N=812
The job Wheat Ridge government does at welcoming resident involvement	8%	N=68	27%	N=219	24%	N=197	8%	N=68	32%	N=260	100%	N=812

Table 39: Question 13

In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?	Percent	Number
Yes	33%	N=274
No	67%	N=544
Total	100%	N=818

Table 40: Question 14 without "don't know" responses

What was your impression of the City of Wheat Ridge employee(s) overall?	Excellent		Good		Fair		Poor		Total	
Knowledge	34%	N=90	43%	N=116	16%	N=44	7%	N=18	100%	N=267
Responsiveness	38%	N=102	33%	N=89	18%	N=49	11%	N=30	100%	N=271
Courtesy	44%	N=119	33%	N=90	15%	N=41	8%	N=21	100%	N=271
Making you feel valued	35%	N=91	30%	N=77	20%	N=52	15%	N=40	100%	N=260
Overall impression	35%	N=96	32%	N=87	22%	N=60	10%	N=27	100%	N=269

Table 41: Question 14 with "don't know" responses

What was your impression of the City of Wheat Ridge employee(s) overall?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	33%	N=90	43%	N=116	16%	N=44	7%	N=18	2%	N=5	100%	N=272
Responsiveness	37%	N=102	33%	N=89	18%	N=49	11%	N=30	1%	N=2	100%	N=273
Courtesy	44%	N=119	33%	N=90	15%	N=41	8%	N=21	1%	N=2	100%	N=272
Making you feel valued	33%	N=91	28%	N=77	19%	N=52	15%	N=40	4%	N=11	100%	N=271
Overall impression	35%	N=96	32%	N=87	22%	N=60	10%	N=27	1%	N=2	100%	N=271

Table 42: Question 15 without "don't know" responses

Please rate how safe you feel in the following areas in Wheat Ridge.	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
Parks and playgrounds	35%	N=264	46%	N=343	12%	N=88	7%	N=49	1%	N=8	100%	N=751
Recreation centers	62%	N=358	29%	N=165	7%	N=38	2%	N=10	1%	N=4	100%	N=575
In your neighborhood	39%	N=314	42%	N=337	6%	N=48	10%	N=82	3%	N=26	100%	N=808
In your home	63%	N=508	29%	N=233	3%	N=27	5%	N=37	1%	N=6	100%	N=811
On the trail system	24%	N=154	41%	N=270	19%	N=126	13%	N=82	4%	N=24	100%	N=656
On roadways	16%	N=131	48%	N=381	23%	N=184	10%	N=83	2%	N=18	100%	N=796
Retail/commercial areas	27%	N=217	46%	N=365	18%	N=146	7%	N=59	1%	N=9	100%	N=796

Table 43: Question 15 with "don't know" responses

Please rate how safe you feel in the following areas in Wheat Ridge.	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Parks and playgrounds	33%	N=264	43%	N=343	11%	N=88	6%	N=49	1%	N=8	5%	N=42	100%	N=793
Recreation centers	44%	N=358	21%	N=165	5%	N=38	1%	N=10	0%	N=4	29%	N=230	100%	N=805
In your neighborhood	39%	N=314	42%	N=337	6%	N=48	10%	N=82	3%	N=26	1%	N=4	100%	N=812
In your home	63%	N=508	29%	N=233	3%	N=27	5%	N=37	1%	N=6	0%	N=2	100%	N=812
On the trail system	19%	N=154	33%	N=270	16%	N=126	10%	N=82	3%	N=24	19%	N=150	100%	N=806
On roadways	16%	N=131	47%	N=381	23%	N=184	10%	N=83	2%	N=18	2%	N=16	100%	N=812

Please rate how safe you feel in the following areas in Wheat Ridge.	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Retail/commercial areas	27%	N=217	45%	N=365	18%	N=146	7%	N=59	1%	N=9	2%	N=15	100%	N=811

Table 44: Question 16

Please indicate whether or not each of the following has applied to you in the last 12 months.	No		Yes		Total	
Household member was a victim of a crime in Wheat Ridge	86%	N=703	14%	N=111	100%	N=814
Reported a crime to the police in Wheat Ridge	78%	N=625	22%	N=181	100%	N=806

Table 45: Question 17 without "don't know" responses

How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months?	Essential		Very important		Somewhat important		Not at all important		Total	
Solving violent crimes	72%	N=566	22%	N=174	4%	N=31	2%	N=13	100%	N=784
Solving property crimes	42%	N=332	46%	N=361	10%	N=82	2%	N=14	100%	N=789
Reducing illegal activities committed by youth	38%	N=291	38%	N=296	20%	N=154	4%	N=27	100%	N=769
Reducing illegal drug activity	48%	N=375	27%	N=213	20%	N=158	5%	N=38	100%	N=783
Enforcement of traffic laws	27%	N=212	35%	N=282	32%	N=255	6%	N=48	100%	N=797

How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months?	Essential		Very important		Somewhat important		Not at all important		Total	
Code enforcement (junk vehicles, weed control, trash, etc.)	20%	N=160	33%	N=261	37%	N=294	9%	N=70	100%	N=785
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	41%	N=311	34%	N=258	22%	N=169	3%	N=27	100%	N=765

Table 46: Question 17 with "don't know" responses

How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Solving violent crimes	70%	N=566	21%	N=174	4%	N=31	2%	N=13	3%	N=26	100%	N=810
Solving property crimes	41%	N=332	44%	N=361	10%	N=82	2%	N=14	3%	N=25	100%	N=814
Reducing illegal activities committed by youth	36%	N=291	36%	N=296	19%	N=154	3%	N=27	6%	N=47	100%	N=816
Reducing illegal drug activity	46%	N=375	26%	N=213	19%	N=158	5%	N=38	4%	N=33	100%	N=816
Enforcement of traffic laws	26%	N=212	35%	N=282	31%	N=255	6%	N=48	2%	N=20	100%	N=817
Code enforcement (junk vehicles, weed control, trash, etc.)	20%	N=160	32%	N=261	36%	N=294	9%	N=70	3%	N=28	100%	N=813

How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	38%	N=311	32%	N=258	21%	N=169	3%	N=27	6%	N=49	100%	N=814

Table 47: Question 18 without "don't know" responses

How much of a priority, if at all, should the City of Wheat Ridge Police Department place on each of the following in the next two years?	High priority		Medium priority		Low priority		Not a priority		Total	
Better connection with the community (i.e., community forums, events)	33%	N=248	46%	N=351	19%	N=142	3%	N=21	100%	N=763
Increased visibility of police	40%	N=312	38%	N=298	17%	N=134	5%	N=42	100%	N=786
Additional City resources directed towards crime-related mental health issues in the community	59%	N=460	31%	N=239	8%	N=60	2%	N=16	100%	N=775
Greater accessibility to police and police-related information	28%	N=217	46%	N=357	23%	N=177	3%	N=24	100%	N=775
More relationship-based policing officers (problem solving at a community-level such as neighborhood problems)	38%	N=291	42%	N=325	16%	N=119	4%	N=32	100%	N=767
Adding officers in public schools	36%	N=253	34%	N=243	19%	N=135	11%	N=78	100%	N=709
Adding surveillance cameras in high crime areas	58%	N=461	26%	N=209	11%	N=88	4%	N=35	100%	N=793

Table 48: Question 18 with "don't know" responses

How much of a priority, if at all, should the City of Wheat Ridge Police Department place on each of the following in the next two years?	High priority		Medium priority		Low priority		Not a priority		Don't know		Total	
Better connection with the community (i.e., community forums, events)	31%	N=248	44%	N=351	18%	N=142	3%	N=21	5%	N=37	100%	N=800
Increased visibility of police	39%	N=312	37%	N=298	17%	N=134	5%	N=42	2%	N=20	100%	N=805
Additional City resources directed towards crime-related mental health issues in the community	57%	N=460	30%	N=239	7%	N=60	2%	N=16	4%	N=32	100%	N=808
Greater accessibility to police and police-related information	27%	N=217	45%	N=357	22%	N=177	3%	N=24	3%	N=26	100%	N=802
More relationship-based policing officers (problem solving at a community-level such as neighborhood problems)	36%	N=291	40%	N=325	15%	N=119	4%	N=32	5%	N=39	100%	N=806
Adding officers in public schools	31%	N=253	30%	N=243	17%	N=135	10%	N=78	12%	N=100	100%	N=809
Adding surveillance cameras in high crime areas	57%	N=461	26%	N=209	11%	N=88	4%	N=35	2%	N=18	100%	N=810

Table 49: Question 19

When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)	Percent of respondents*
It is convenient; on my way to or from work or near my home	45%
I like the range of quality goods and services	52%
Desired item is not available in Wheat Ridge	68%
It is more affordable	17%
Visit a mall or other major retailers	46%
I shop online	54%
Other	12%
Total	100%

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

Table 50: Question 20 without "don't know" responses

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:	Never		Very infrequently		Somewhat infrequently		Somewhat frequently		Very frequently		Total	
Grocery shopping	1%	N=5	10%	N=79	5%	N=38	14%	N=116	71%	N=579	100%	N=818
Health services	16%	N=129	22%	N=177	16%	N=130	23%	N=180	22%	N=177	100%	N=793
Meals and entertainment	2%	N=16	15%	N=121	22%	N=180	38%	N=305	23%	N=190	100%	N=813
Household items	4%	N=29	21%	N=168	21%	N=166	26%	N=209	29%	N=231	100%	N=804
Computers and electronics	46%	N=354	31%	N=240	12%	N=93	5%	N=37	6%	N=43	100%	N=767
General retail (shoes, drug stores, clothing, etc.)	11%	N=88	26%	N=214	24%	N=196	26%	N=209	13%	N=107	100%	N=814

Table 51: Question 20 with "don't know" responses

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:	Never		Very infrequently		Somewhat infrequently		Somewhat frequently		Very frequently		Don't know		Total	
Grocery shopping	1%	N=5	10%	N=79	5%	N=38	14%	N=116	71%	N=579	0%	N=0	100%	N=818
Health services	16%	N=129	22%	N=177	16%	N=130	22%	N=180	22%	N=177	2%	N=18	100%	N=811
Meals and entertainment	2%	N=16	15%	N=121	22%	N=180	37%	N=305	23%	N=190	0%	N=3	100%	N=815
Household items	4%	N=29	21%	N=168	20%	N=166	26%	N=209	29%	N=231	1%	N=7	100%	N=811
Computers and electronics	44%	N=354	30%	N=240	11%	N=93	5%	N=37	5%	N=43	5%	N=40	100%	N=807
General retail (shoes, drug stores, clothing, etc.)	11%	N=88	26%	N=214	24%	N=196	26%	N=209	13%	N=107	0%	N=3	100%	N=817

Table 52: Question 21 without "don't know" responses

How much do you agree or disagree that the City of Wheat Ridge should do each of the following?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total	
Promote efforts to revitalize Wheat Ridge's housing areas	39%	N=305	36%	N=281	17%	N=134	5%	N=39	2%	N=17	100%	N=776
Promote efforts to revitalize Wheat Ridge's business areas	47%	N=371	37%	N=291	12%	N=93	3%	N=26	1%	N=5	100%	N=786
Strengthen Wheat Ridge's community image and identity	36%	N=282	35%	N=268	24%	N=190	4%	N=29	1%	N=7	100%	N=777
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	49%	N=385	32%	N=251	15%	N=121	2%	N=18	1%	N=9	100%	N=784
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling St	60%	N=475	27%	N=215	8%	N=64	3%	N=25	1%	N=10	100%	N=788
Promote efforts to attract new jobs	38%	N=291	38%	N=286	20%	N=154	2%	N=17	1%	N=11	100%	N=760

Table 53: Question 21 with "don't know" responses

How much do you agree or disagree that the City of Wheat Ridge should do each of the following?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
Promote efforts to revitalize Wheat Ridge's housing areas	38%	N=305	35%	N=281	17%	N=134	5%	N=39	2%	N=17	4%	N=31	100%	N=807
Promote efforts to revitalize Wheat Ridge's business areas	46%	N=371	36%	N=291	11%	N=93	3%	N=26	1%	N=5	3%	N=24	100%	N=810
Strengthen Wheat Ridge's community image and identity	35%	N=282	34%	N=268	24%	N=190	4%	N=29	1%	N=7	3%	N=23	100%	N=801
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	48%	N=385	31%	N=251	15%	N=121	2%	N=18	1%	N=9	2%	N=19	100%	N=802
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling St	59%	N=475	27%	N=215	8%	N=64	3%	N=25	1%	N=10	2%	N=16	100%	N=804

How much do you agree or disagree that the City of Wheat Ridge should do each of the following?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
Promote efforts to attract new jobs	36%	N=291	36%	N=286	19%	N=154	2%	N=17	1%	N=11	6%	N=45	100%	N=805

Table 54: Question 22 without "don't know" responses

The City is seeking feedback on the following categories of projects that could be funded through the extension of the one-half of one-cent (0.5) sales tax. How likely would you support an extension of the sales tax for these categories of projects?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Not applicable		Total	
Sidewalk and street improvements on primary street corridors such as 38th Ave., 44th Ave., and Youngfield St.	56%	N=444	28%	N=219	5%	N=36	11%	N=90	0%	N=0	100%	N=789
Filling sidewalk gaps throughout the city with an emphasis on major pedestrian corridor	52%	N=404	30%	N=233	8%	N=60	10%	N=79	0%	N=0	100%	N=777
Expansion of the Wheat Ridge Recreation Center for additional gymnasium and fitness activity space	32%	N=247	28%	N=211	20%	N=153	20%	N=153	0%	N=0	100%	N=764

The City is seeking feedback on the following categories of projects that could be funded through the extension of the one-half of one-cent (0.5) sales tax. How likely would you support an extension of the sales tax for these categories of projects?												
	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Not applicable		Total	
Drainage and floodplain infrastructure improvements throughout the City	42%	N=314	35%	N=260	12%	N=89	11%	N=81	0%	N=0	100%	N=745

Table 55: Question 22 with "don't know" responses

The City is seeking feedback on the following categories of projects that could be funded through the extension of the one-half of one-cent (0.5) sales tax. How likely would you support an extension of the sales tax for these categories of projects?														
	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Not applicable		Total	
Sidewalk and street improvements on primary street corridors such as 38th Ave., 44th Ave., and Youngfield St.	55%	N=444	27%	N=219	4%	N=36	11%	N=90	2%	N=18	0%	N=0	100%	N=807
Filling sidewalk gaps throughout the city with an emphasis on major pedestrian corridor	50%	N=404	29%	N=233	7%	N=60	10%	N=79	4%	N=32	0%	N=0	100%	N=809
Expansion of the Wheat Ridge Recreation Center for additional gymnasium and fitness activity space	31%	N=247	26%	N=211	19%	N=153	19%	N=153	5%	N=43	0%	N=0	100%	N=807

The City is seeking feedback on the following categories of projects that could be funded through the extension of the one-half of one-cent (0.5) sales tax. How likely would you support an extension of the sales tax for these categories of projects?														
	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Not applicable		Total	
Drainage and floodplain infrastructure improvements throughout the City	39%	N=314	32%	N=260	11%	N=89	10%	N=81	7%	N=60	0%	N=0	100%	N=805

Table 56: Question 23 without "don't know" responses

How long, if at all, would you feel comfortable extending the current temporary one-half of one-cent sales tax rate to fund priority projects throughout the city?	Percent	Number
10 years, yielding approximately \$45 million	39%	N=245
15 years, yielding approximately \$60 million	11%	N=68
20 years, yielding approximately \$75 million	27%	N=172
Not at all	23%	N=142
Total	100%	N=627

Table 57: Question 23 with "don't know" responses

How long, if at all, would you feel comfortable extending the current temporary one-half of one-cent sales tax rate to fund priority projects throughout the city?	Percent	Number
10 years, yielding approximately \$45 million	30%	N=245
15 years, yielding approximately \$60 million	8%	N=68
20 years, yielding approximately \$75 million	21%	N=172
Not at all	18%	N=142
Don't know	22%	N=180
Total	100%	N=807

Table 58: Question 24 without "don't know" responses

To what degree, if at all, is homelessness a problem in the City of Wheat Ridge?	Percent	Number
Major problem	41%	N=319
Moderate problem	40%	N=308
Minor problem	16%	N=124
Not a problem	3%	N=22
Total	100%	N=773

Table 59: Question 24 with "don't know" responses

To what degree, if at all, is homelessness a problem in the City of Wheat Ridge?	Percent	Number
Major problem	39%	N=319
Moderate problem	38%	N=308
Minor problem	15%	N=124
Not a problem	3%	N=22
Don't know	5%	N=44
Total	100%	N=817

Table 60: Question 25 without "don't know" responses

How important to you, if at all, is it for the City to contribute funding to community-based organizations that provide each of the following services to the homeless populations?	Essential		Very important		Somewhat important		Not at all important		Total	
Job training programs	25%	N=187	34%	N=254	31%	N=229	10%	N=73	100%	N=743
Mental health programs	51%	N=388	30%	N=225	13%	N=95	7%	N=51	100%	N=760
Substance abuse programs	43%	N=328	33%	N=251	15%	N=118	9%	N=67	100%	N=764
Shelters for severe weather	42%	N=321	28%	N=214	19%	N=144	12%	N=93	100%	N=772
Housing/rental assistance programs	34%	N=252	30%	N=223	24%	N=180	13%	N=95	100%	N=751
Supportive housing, which combines housing with services such as job training and substance abuse treatment	39%	N=290	32%	N=238	20%	N=146	9%	N=68	100%	N=743

Table 61: Question 25 with "don't know" responses

How important to you, if at all, is it for the City to contribute funding to community-based organizations that provide each of the following services to the homeless populations?												
	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Job training programs	23%	N=187	32%	N=254	29%	N=229	9%	N=73	7%	N=58	100%	N=800
Mental health programs	48%	N=388	28%	N=225	12%	N=95	6%	N=51	5%	N=43	100%	N=802
Substance abuse programs	41%	N=328	31%	N=251	15%	N=118	8%	N=67	5%	N=41	100%	N=805
Shelters for severe weather	40%	N=321	27%	N=214	18%	N=144	12%	N=93	4%	N=29	100%	N=802
Housing/rental assistance programs	32%	N=252	28%	N=223	23%	N=180	12%	N=95	6%	N=44	100%	N=795
Supportive housing, which combines housing with services such as job training and substance abuse treatment	37%	N=290	30%	N=238	19%	N=146	9%	N=68	5%	N=39	100%	N=782

Table 62: Question 26 without "don't know" responses

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers?	Essential		Very important		Somewhat important		Not at all important		Total	
Expanding access to residential recycling and composting services	29%	N=228	35%	N=269	23%	N=181	12%	N=96	100%	N=774
Implementing organized trash hauling in neighborhoods	24%	N=185	27%	N=207	31%	N=233	18%	N=134	100%	N=759
Promoting use of drought-tolerant and native landscaping	26%	N=198	33%	N=250	28%	N=214	13%	N=99	100%	N=761
Improving localized flooding and reducing impacts on private property through improvements to the city's stormwater drainage system	26%	N=187	34%	N=244	34%	N=250	6%	N=46	100%	N=727
Improving water quality from runoff to local streams & lakes	34%	N=260	35%	N=266	27%	N=209	4%	N=31	100%	N=766
Encouraging biking or walking, instead of automobile use	20%	N=157	33%	N=254	31%	N=244	16%	N=125	100%	N=780
Ensuring availability of and access to public transit	21%	N=168	43%	N=335	28%	N=216	8%	N=65	100%	N=783
Implementing energy efficiency improvements for city facilities	24%	N=189	35%	N=269	33%	N=252	8%	N=63	100%	N=773
Requiring green building practices for new commercial and residential construction	27%	N=203	30%	N=228	26%	N=196	18%	N=134	100%	N=762

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers?	Essential		Very important		Somewhat important		Not at all important		Total	
Promoting renewable energy (wind or solar) in the community	27%	N=204	31%	N=238	27%	N=203	15%	N=117	100%	N=763
Promoting renewable energy (wind or solar) in the home	25%	N=191	29%	N=221	28%	N=210	18%	N=137	100%	N=759
Creating walkable communities (providing sidewalk connections, bike lanes, retail/ shopping/ grocery closer to homes, etc.)	37%	N=293	35%	N=275	23%	N=179	5%	N=43	100%	N=790

Table 63: Question 26 with "don't know" responses

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Expanding access to residential recycling and composting services	28%	N=228	33%	N=269	22%	N=181	12%	N=96	4%	N=31	100%	N=805
Implementing organized trash hauling in neighborhoods	23%	N=185	26%	N=207	29%	N=233	17%	N=134	5%	N=42	100%	N=802
Promoting use of drought-tolerant and native landscaping	25%	N=198	31%	N=250	27%	N=214	12%	N=99	5%	N=42	100%	N=803

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Improving localized flooding and reducing impacts on private property through improvements to the city's stormwater drainage system	23%	N=187	30%	N=244	31%	N=250	6%	N=46	9%	N=75	100%	N=802
Improving water quality from runoff to local streams & lakes	32%	N=260	33%	N=266	26%	N=209	4%	N=31	5%	N=37	100%	N=803
Encouraging biking or walking, instead of automobile use	19%	N=157	31%	N=254	30%	N=244	15%	N=125	3%	N=27	100%	N=806
Ensuring availability of and access to public transit	21%	N=168	42%	N=335	27%	N=216	8%	N=65	2%	N=19	100%	N=801
Implementing energy efficiency improvements for city facilities	24%	N=189	34%	N=269	31%	N=252	8%	N=63	4%	N=29	100%	N=802
Requiring green building practices for new commercial and residential construction	25%	N=203	28%	N=228	24%	N=196	17%	N=134	5%	N=41	100%	N=803
Promoting renewable energy (wind or solar) in the community	25%	N=204	30%	N=238	25%	N=203	15%	N=117	5%	N=40	100%	N=803
Promoting renewable energy (wind or solar) in the home	24%	N=191	28%	N=221	26%	N=210	17%	N=137	5%	N=40	100%	N=799

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Creating walkable communities (providing sidewalk connections, bike lanes, retail/ shopping/ grocery closer to homes, etc.)	36%	N=293	34%	N=275	22%	N=179	5%	N=43	3%	N=21	100%	N=811

Table 64: Question 27 without "don't know" responses

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
City Quarterly "Connections" Newsletter	26%	N=207	26%	N=212	36%	N=288	7%	N=54	5%	N=41	100%	N=803
Parks and Recreation Activity Guide	42%	N=336	28%	N=224	20%	N=163	6%	N=49	3%	N=27	100%	N=800
Denver Post	61%	N=491	12%	N=93	10%	N=78	7%	N=53	11%	N=86	100%	N=800
Denver Post YourHub	82%	N=652	7%	N=52	4%	N=32	3%	N=23	5%	N=38	100%	N=796
Jeffco Transcript	74%	N=587	12%	N=96	8%	N=66	3%	N=24	3%	N=24	100%	N=796
Neighborhood Gazette	23%	N=187	23%	N=188	37%	N=296	9%	N=76	7%	N=58	100%	N=805

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?												
	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
Radio news	63%	N=501	12%	N=95	10%	N=78	5%	N=43	10%	N=77	100%	N=795
Television news	46%	N=365	13%	N=101	13%	N=101	9%	N=75	20%	N=159	100%	N=802
WRTV8 (Government Access Channel)	87%	N=690	7%	N=53	4%	N=29	1%	N=8	2%	N=17	100%	N=796
City live/on-demand video streaming, including City Council meetings	83%	N=665	9%	N=69	4%	N=30	2%	N=17	2%	N=20	100%	N=800
City's website: www.ci.wheatridge.co.us	46%	N=364	22%	N=175	24%	N=193	5%	N=42	3%	N=23	100%	N=796
City website automatic notifications (e.g., community events, calendar listing)	72%	N=571	15%	N=118	9%	N=69	2%	N=19	2%	N=19	100%	N=796
City of Wheat Ridge social media sites (Facebook, Twitter)	68%	N=539	11%	N=86	11%	N=85	4%	N=33	7%	N=54	100%	N=798
Wheat Ridge Speaks	85%	N=679	7%	N=58	5%	N=38	1%	N=5	2%	N=16	100%	N=797
What's Up Wheat Ridge	74%	N=583	12%	N=93	9%	N=71	3%	N=21	3%	N=22	100%	N=790
Wheat Ridge Police Department social media sites (Facebook, Twitter, Instagram)	67%	N=536	11%	N=87	12%	N=92	4%	N=31	6%	N=48	100%	N=794

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
Wheat Ridge Recreation Center's Facebook/Instagram page	83%	N=660	7%	N=57	5%	N=43	2%	N=15	3%	N=24	100%	N=800
Community-created Facebook groups/pages about Wheat Ridge	76%	N=606	7%	N=55	7%	N=58	4%	N=35	6%	N=45	100%	N=798
Neighborhood websites (e.g., NextDoor, etc.)	57%	N=457	12%	N=99	12%	N=97	8%	N=67	9%	N=75	100%	N=796
Word of mouth	23%	N=184	24%	N=191	28%	N=225	14%	N=111	12%	N=94	100%	N=805

Table 65: Question 27 with "don't know" responses

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
City Quarterly "Connections" Newsletter	26%	N=207	26%	N=212	36%	N=288	7%	N=54	5%	N=41	100%	N=803
Parks and Recreation Activity Guide	42%	N=336	28%	N=224	20%	N=163	6%	N=49	3%	N=27	100%	N=800
Denver Post	61%	N=491	12%	N=93	10%	N=78	7%	N=53	11%	N=86	100%	N=800
Denver Post YourHub	82%	N=652	7%	N=52	4%	N=32	3%	N=23	5%	N=38	100%	N=796
Jeffco Transcript	74%	N=587	12%	N=96	8%	N=66	3%	N=24	3%	N=24	100%	N=796
Neighborhood Gazette	23%	N=187	23%	N=188	37%	N=296	9%	N=76	7%	N=58	100%	N=805
Radio news	63%	N=501	12%	N=95	10%	N=78	5%	N=43	10%	N=77	100%	N=795
Television news	46%	N=365	13%	N=101	13%	N=101	9%	N=75	20%	N=159	100%	N=802
WRTV8 (Government Access Channel)	87%	N=690	7%	N=53	4%	N=29	1%	N=8	2%	N=17	100%	N=796
City live/on-demand video streaming, including City Council meetings	83%	N=665	9%	N=69	4%	N=30	2%	N=17	2%	N=20	100%	N=800
City's website: www.ci.wheatridge.co.us	46%	N=364	22%	N=175	24%	N=193	5%	N=42	3%	N=23	100%	N=796
City website automatic notifications (e.g., community events, calendar listing)	72%	N=571	15%	N=118	9%	N=69	2%	N=19	2%	N=19	100%	N=796

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
City of Wheat Ridge social media sites (Facebook, Twitter)	68%	N=539	11%	N=86	11%	N=85	4%	N=33	7%	N=54	100%	N=798
Wheat Ridge Speaks	85%	N=679	7%	N=58	5%	N=38	1%	N=5	2%	N=16	100%	N=797
What's Up Wheat Ridge	74%	N=583	12%	N=93	9%	N=71	3%	N=21	3%	N=22	100%	N=790
Wheat Ridge Police Department social media sites (Facebook, Twitter, Instagram)	67%	N=536	11%	N=87	12%	N=92	4%	N=31	6%	N=48	100%	N=794
Wheat Ridge Recreation Center's Facebook/Instagram page	83%	N=660	7%	N=57	5%	N=43	2%	N=15	3%	N=24	100%	N=800
Community-created Facebook groups/pages about Wheat Ridge	76%	N=606	7%	N=55	7%	N=58	4%	N=35	6%	N=45	100%	N=798
Neighborhood websites (e.g., NextDoor, etc.)	57%	N=457	12%	N=99	12%	N=97	8%	N=67	9%	N=75	100%	N=796
Word of mouth	23%	N=184	24%	N=191	28%	N=225	14%	N=111	12%	N=94	100%	N=805

Table 66: Question 28 without "don't know" responses

In a typical month, about how many times, if ever, do you use each of the following social media sites?	Never		1-3 times a month		Once a week		Multiple times a week		Daily		Total	
Facebook	40%	N=327	10%	N=79	8%	N=66	14%	N=116	28%	N=231	100%	N=818
Twitter	77%	N=626	8%	N=66	3%	N=23	4%	N=34	8%	N=62	100%	N=811
YouTube	27%	N=217	19%	N=153	14%	N=110	22%	N=175	19%	N=155	100%	N=811
LinkedIn	62%	N=500	19%	N=150	8%	N=63	7%	N=53	5%	N=41	100%	N=807
NextDoor	59%	N=476	18%	N=146	9%	N=69	8%	N=68	6%	N=52	100%	N=811
Instagram	56%	N=457	6%	N=50	3%	N=26	10%	N=84	24%	N=198	100%	N=815
TikTok	84%	N=683	4%	N=34	2%	N=16	3%	N=23	7%	N=59	100%	N=814

Table 67: Question 28 with "don't know" responses

In a typical month, about how many times, if ever, do you use each of the following social media sites?	Never		1-3 times a month		Once a week		Multiple times a week		Daily		Total	
Facebook	40%	N=327	10%	N=79	8%	N=66	14%	N=116	28%	N=231	100%	N=818
Twitter	77%	N=626	8%	N=66	3%	N=23	4%	N=34	8%	N=62	100%	N=811
YouTube	27%	N=217	19%	N=153	14%	N=110	22%	N=175	19%	N=155	100%	N=811
LinkedIn	62%	N=500	19%	N=150	8%	N=63	7%	N=53	5%	N=41	100%	N=807
NextDoor	59%	N=476	18%	N=146	9%	N=69	8%	N=68	6%	N=52	100%	N=811
Instagram	56%	N=457	6%	N=50	3%	N=26	10%	N=84	24%	N=198	100%	N=815
TikTok	84%	N=683	4%	N=34	2%	N=16	3%	N=23	7%	N=59	100%	N=814

Appendix C: Responses to Selected Survey Questions by Respondent Characteristics

The subgroup comparison tables contain the cross tabulations of selected survey questions by respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations.

For each pair of subgroups that has a statistically significant difference, an upper-case letter denoting significance is shown in the category with the larger column proportion. The letter denotes the category with the smaller column proportion from which it is statistically different. Differences were marked as statistically significant if the probability that the differences were due to chance alone were less than 5%. Categories were not used in comparisons when a column proportion was equal to zero or one.

Items that have no upper-case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 68: Question 1 by Housing Tenure, Type of Housing Unit, and Household Income, 89% of residents who lived in a single-unit home (A) gave excellent or good ratings to Wheat Ridge as a place to live. This proportion of residents (A) was statistically higher than residents who had lived in multi-unit housing (B). In another example in this table, renters (A) gave statistically higher scores to Wheat Ridge as a place to work than homeowners (B).

Comparisons by Housing Tenure, Housing Unit Type, and Household Income

Table 68: Question 1 by Housing Tenure, Type of Housing Unit, and Household Income

Please rate each of the following aspects of quality of life in Wheat Ridge: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Wheat Ridge as a place to live	85%	86%	89% B	81%	81%	84%	81%	91% A B C	85%
Your neighborhood as a place to live	74%	83% A	86% B	70%	70%	71%	74%	87% A B C	79%
Wheat Ridge as a place to raise children	74%	73%	77% B	69%	67%	78%	72%	74%	74%
Wheat Ridge as a place to work	72% B	55%	60%	65%	69%	68%	61%	58%	62%
Wheat Ridge as a place to retire	60%	68% A	71% B	57%	62%	70%	59%	67%	65%
The physical attractiveness of Wheat Ridge as a whole	62% B	47%	48%	61% A	68% C D	66% C D	53% D	44%	54%
Overall quality of life in Wheat Ridge	77%	78%	81% B	73%	79%	76%	74%	81% C	78%

Table 69: Question 2 by Housing Tenure, Type of Housing Unit, and Household Income

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years?	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Improve a lot	13%	12%	11%	14%	14% C	19% C	5%	14% C	12%
Improve slightly	45%	41%	45%	40%	28%	36%	42% A	51% A B	43%
Stay the same	20%	21%	20%	20%	34% B C D	18%	19%	17%	21%
Decline slightly	20%	20%	18%	22%	20%	24% D	26% D	15%	20%
Decline a lot	3%	6% A	5%	4%	4%	4%	7% D	3%	4%

Table 70: Question 3 by Housing Tenure, Type of Housing Unit, and Household Income

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	
I feel safe here	49%	41%	46%	44%	51%	49%	41%	45%	45%
I like the school my children attend	7%	10%	10%	7%	16%	6%	4%	11%	9%
My job is here	8%	7%	6%	9%	4%	11%	13%	5%	8%
I like my neighborhood	52%	62%	64%	50%	50%	60%	50%	62%	58%
I like the location in general	72%	77%	80%	70%	66%	72%	68%	85%	75%
I like the access to dining and entertainment	29%	25%	27%	28%	18%	27%	32%	27%	27%
Housing and rental rates are affordable	44%	14%	16%	41%	41%	32%	27%	24%	27%
I've always lived here	4%	19%	17%	7%	7%	23%	11%	9%	13%
I have friends and family in the area	29%	29%	31%	27%	30%	35%	33%	24%	29%
Small town feel	35%	27%	29%	33%	29%	40%	30%	28%	30%
Cost of living is affordable	21%	14%	13%	21%	16%	24%	17%	15%	17%
I like that the community is forward-thinking	16%	15%	14%	17%	12%	24%	15%	14%	15%
The growing and diverse community	15%	14%	15%	15%	13%	17%	12%	16%	15%
None of these	7%	4%	4%	6%	9%	7%	4%	4%	5%

Table 71: Question 4 by Housing Tenure, Type of Housing Unit, and Household Income

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Sense of community	61%	58%	59%	61%	61%	76% A C D	51%	59%	60%
Openness and acceptance of the community toward people of diverse backgrounds	63%	57%	60%	59%	56%	70% D	59%	57%	60%
Cleanliness of Wheat Ridge	49%	46%	47%	47%	60% C D	53% C	37%	46% C	47%
Overall quality of new development in Wheat Ridge	53% B	45%	49%	47%	43%	45%	44%	56% A C	48%
Variety of housing options	44%	48%	51% B	40%	34%	36%	52% A B	51% A B	46%
Overall quality of business and service establishments in Wheat Ridge	64% B	50%	50%	64% A	51%	60%	64% A D	51%	56%
Shopping opportunities	52% B	36%	35%	53% A	56% C D	53% D	44% D	33%	43%
Opportunities to attend cultural activities	50% B	35%	37%	47% A	44%	50% D	45% D	33%	41%

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Recreational opportunities	66%	71%	72% B	65%	60%	63%	67%	74% A B	69%
Employment opportunities	48% B	28%	30%	44% A	38%	53% C D	27%	32%	36%
Educational opportunities	53% B	41%	41%	52% A	53%	57% C D	40%	40%	46%
Opportunities to participate in social events and activities	52%	50%	52%	49%	48%	48%	53%	51%	50%
Opportunities to volunteer	56%	63%	65% B	55%	52%	60%	56%	66%	60%
Opportunities to participate in civic matters	52%	60%	61% B	50%	41%	47%	58% A	65% A B	57%
Availability of parks	70%	85% A	85% B	70%	73%	76%	78%	81%	78%
Availability of dog parks	64% B	49%	51%	61% A	47%	64% A	59%	54%	56%
Availability of paths and walking trails	61%	75% A	76% B	61%	62%	70%	71%	69%	69%
Availability of bike paths and bike lanes	60%	65%	67% B	57%	59%	65%	59%	64%	63%

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Availability of affordable quality housing	30%	30%	33%	27%	35%	31%	28%	30%	30%
Availability of affordable quality child care	32%	23%	22%	32%	23%	41% D	37% D	17%	26%
Availability of affordable quality health care	59%	58%	59%	58%	53%	58%	65%	56%	58%
Availability of affordable quality food	62%	59%	60%	60%	63%	62%	65%	57%	60%
Availability of preventive health services	57%	60%	62%	55%	56%	63%	63%	56%	59%
Air quality	54%	56%	57%	52%	53%	58%	54%	57%	55%
Quality of overall natural environment in Wheat Ridge	64%	64%	67%	61%	60%	70%	66%	63%	64%
Overall image or reputation of Wheat Ridge	67% B	58%	63%	61%	66%	75% C D	56%	62%	62%

Table 72: Question 5 by Housing Tenure, Type of Housing Unit, and Household Income

Please rate your community on each of the following: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Making all residents feel welcome	59%	64%	67% B	56%	53%	57%	61%	69% A B	62%
Helping new residents feel connected and integrated	41%	49%	52% B	38%	41%	41%	44%	50%	45%
Attracting people from diverse backgrounds	41%	39%	41%	39%	40%	50% D	46% D	32%	40%
Valuing residents from diverse backgrounds	45%	47%	50% B	41%	43%	50%	50%	44%	46%
Demonstrating respect for residents of different cultures and belief systems	47%	50%	53% B	44%	40%	49%	54%	49%	48%
Treating all residents fairly	47%	55%	57% B	45%	45%	48%	56%	54%	51%
Providing a safe and secure environment for residents of all backgrounds	54%	54%	59% B	49%	50%	53%	54%	56%	54%
Respecting individual cultural beliefs and values	58%	57%	59%	56%	50%	56%	64% A	56%	57%

Please rate your community on each of the following: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Providing equal employment opportunities to residents of all backgrounds	51%	53%	55%	48%	49%	50%	51%	53%	51%
Providing equal access to housing for residents of all backgrounds	50%	48%	51%	47%	43%	48%	53%	48%	48%
Making all residents feel welcome in business establishments	61%	70% A	73% B	58%	52%	59%	67% A	74% A B	66%
Welcoming residents from all backgrounds to participate in local government and community decision-making	53%	64% A	64% B	53%	46%	61%	63% A	62% A	59%

Table 73: Question 6 by Housing Tenure, Type of Housing Unit, and Household Income

Please indicate how likely or unlikely you are to do each of the following: (Percent rating as "very likely" or "somewhat likely")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Recommend living in Wheat Ridge to someone who asks	90%	88%	91%	87%	91%	89%	84%	92% C	89%
Remain in Wheat Ridge for the next five years	82%	91% A	92% B	81%	94% C	90% C	82%	88% C	87%

Table 74: Question 7 by Housing Tenure, Type of Housing Unit, and Household Income

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent rating at least once)	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Used Wheat Ridge Recreation Center	44%	55% A	54% B	46%	50%	51%	41%	55% C	51%
Participated in a recreation program or activity	37%	46% A	44%	40%	50% C	43%	32%	44% C	42%
Used a Wheat Ridge park or trail	79%	91% A	92% B	79%	67%	78% A	89% A B	94% A B	86%

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent rating at least once)	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Visited the Wheat Ridge outdoor pool at Anderson Park	25%	26%	26%	26%	31% C	31% C	16%	30% C	26%
Visited the Anderson Building for a reason not related to the outdoor pool	15%	26% A	26% B	16%	22%	16%	19%	24%	21%
Used a Wheat Ridge bike/pedestrian path	74%	85% A	86% B	71%	59%	74% A	81% A	89% A B C	80%
Used Clear Creek Trail	54%	74% A	70% B	58%	46%	65% A	62% A	74% A C	65%
Attended a virtual or in-person meeting of local city officials or other local public meeting	9%	28% A	27% B	10%	11%	14%	21% A	23% A B	20%
Watched a meeting of local city officials (on cable television, YouTube, etc.)	18%	25% A	23%	19%	29% C D	25%	19%	18%	22%
Participated in a senior program	16%	12%	10%	18% A	34% B C D	23% C D	8%	6%	14%
Visited the Active Adult Center	18%	16%	15%	19%	35% B C D	25% C D	12%	9%	17%

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent rating at least once)	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Dined at a Wheat Ridge restaurant (other than fast food)	90%	94% A	95% B	89%	78%	89% A	96% A B	94% A	92%
Used the Wheat Ridge Library	39%	45%	47% B	36%	45% C	54% C	28%	46% C	42%
Attended a Wheat Ridge festival or special event	57%	70% A	68% B	60%	60%	69%	61%	65%	64%
Ridden an RTD bus	35% B	26%	26%	34% A	52% B C D	33% C	19%	29% C	30%
Ridden the G-Line from the Wheat Ridge-Ward station	23%	23%	22%	23%	27%	22%	25%	22%	23%

Table 75: Question 8 by Housing Tenure, Type of Housing Unit, and Household Income

Please rate the following aspects of transportation within the City of Wheat Ridge: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Condition of city streets	35%	41%	44% B	32%	32%	41%	34%	43% C	38%
Condition of sidewalks	36%	33%	34%	34%	34%	36%	37%	32%	34%
Access to mass transit	58%	53%	51%	61% A	73% C D	60%	51%	52%	56%
Ease of car travel in Wheat Ridge	59%	69% A	70% B	57%	58%	59%	57%	74% A B C	65%
Ease of bus travel in Wheat Ridge	59%	56%	58%	57%	73% B C	41%	55%	60% B	57%
Ease of commuter rail use in Wheat Ridge	46%	49%	41%	57% A	60%	48%	46%	46%	48%
Ease of walking in Wheat Ridge	57%	52%	55%	52%	60%	53%	56%	51%	54%
Ease of bicycle travel in Wheat Ridge	58%	57%	59%	56%	56%	60%	53%	59%	58%
Traffic flow on major streets	35%	35%	39% B	30%	34%	27%	28%	44% B C	35%

Table 76: Question 9: Quality by Housing Tenure, Type of Housing Unit, and Household Income

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Snow removal	50%	53%	54%	48%	58%	50%	53%	51%	52%
Street repair and maintenance	27%	35% A	35% B	25%	27%	31%	30%	34%	31%
Street sweeping	48%	49%	51%	47%	41%	46%	49%	54% A	49%
Stormwater drainage	62%	57%	61%	56%	45%	61% A	63% A	60% A	59%
Traffic enforcement	54%	51%	54%	50%	43%	52%	49%	59% A C	52%
Code enforcement (junk vehicles, weed control, trash, outside storage)	34%	37%	37%	34%	35%	38%	33%	38%	36%
Animal control	60%	61%	63%	57%	54%	60%	56%	68% A C	60%
Land use, planning and zoning	49% B	37%	38%	47%	45%	42%	39%	42%	41%
Building permits	41%	36%	32%	47% A	46%	45%	35%	33%	37%
Building inspections	39%	44%	43%	41%	41%	42%	38%	46%	43%

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Maintenance of existing city parks	74%	75%	77% B	70%	66%	72%	74%	78% A	75%
Maintenance of open space and trails	74%	72%	75%	70%	64%	72%	73%	77% A	73%
Recreation programs	69%	76%	75%	69%	72%	75%	64%	76% C	73%
City-sponsored special events	60%	66%	67%	59%	64%	58%	68%	65%	64%
Recreation facilities	71%	82% A	82% B	72%	77%	77%	74%	82%	78%
Community/public art	46%	39%	38%	46%	51% D	45%	46%	36%	42%
Services/programs for youth	41%	53%	50%	44%	50%	63% D	46%	41%	48%
Services/programs for seniors	51%	70% A	70% B	51%	63%	54%	64%	69% B	62%
Municipal court	47%	63% A	59%	53%	61%	49%	47%	60%	56%
Public information services	51%	54%	56%	49%	37%	58% A	57% A	56% A	53%

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Community engagement by City staff	33%	53% A	51%	40%	45%	45%	43%	55%	47%
Addressing homelessness throughout city	12%	16%	17% B	11%	14%	18%	11%	16%	15%
Policing services	45%	60% A	62% B	43%	49%	52%	53%	57%	54%
Police response time to emergency police calls (not code enforcement)	53%	75% A	75% B	56%	57%	67%	66%	69%	66%
Police response time to non-emergency police calls (not code enforcement)	44%	60% A	61% B	44%	43%	59% A C	42%	59% A C	53%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	36%	47% A	49% B	35%	34%	59% A C D	38%	39%	43%
Relationship-based policing	42%	55% A	57% B	41%	43%	57%	48%	55%	50%

Table 77: Question 9: Importance by Housing Tenure, Type of Housing Unit, and Household Income

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Snow removal	85%	84%	83%	87%	84%	85%	90% D	81%	85%
Street repair and maintenance	92%	92%	92%	90%	95%	92%	89%	92%	91%
Street sweeping	43%	40%	37%	48% A	63% C D	56% C D	32%	35%	42%
Stormwater drainage	78%	79%	81% B	75%	83%	81%	72%	79%	79%
Traffic enforcement	70%	65%	66%	69%	87% C D	75% D	67% D	57%	67%
Code enforcement (junk vehicles, weed control, trash, outside storage)	60%	59%	58%	63%	71% C D	67% C D	54%	55%	60%
Animal control	53%	51%	50%	54%	65% D	65% C D	50%	42%	52%
Land use, planning and zoning	65%	81% A	81% B	67%	81%	79% C	68%	75%	75%
Building permits	68%	72%	75% B	61%	73%	80% C D	68%	66%	71%
Building inspections	82% B	72%	75%	77%	77%	81%	76%	71%	76%

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Maintenance of existing city parks	83%	89% A	89% B	82%	83%	87%	81%	90% C	86%
Maintenance of open space and trails	80%	84%	86% B	79%	79%	85% C	75%	87% C	83%
Recreation programs	60%	64%	63%	62%	84% B C D	67% C	51%	63% C	63%
City-sponsored special events	44%	44%	42%	47%	56% C D	57% C D	38%	39%	44%
Recreation facilities	72%	78%	78%	72%	76%	82% C	68%	77% C	75%
Community/public art	41%	42%	41%	41%	46%	50% C	31%	42% C	41%
Services/programs for youth	80%	77%	78%	78%	79%	84%	78%	78%	78%
Services/programs for seniors	74%	72%	72%	75%	82% D	81% D	71%	67%	73%
Municipal court	75%	76%	74%	78%	87% D	81% D	77%	69%	76%
Public information services	70%	70%	67%	73%	79% D	81% D	73% D	59%	70%

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Community engagement by City staff	53%	63% A	60%	58%	76% C D	64%	56%	54%	60%
Addressing homelessness throughout city	92%	92%	92%	93%	95%	92%	95%	90%	92%
Policing services	87%	85%	83%	90% A	96% D	91% D	92% D	76%	86%
Police response time to emergency police calls (not code enforcement)	95%	96%	96%	96%	96%	97%	97%	94%	96%
Police response time to non-emergency police calls (not code enforcement)	80%	81%	78%	84%	93% C D	88% C D	77%	77%	81%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	76%	87% A	83%	82%	82%	86%	81%	81%	83%
Relationship-based policing	81%	80%	82%	79%	87%	85%	77%	79%	80%

Table 78: Question 10 by Housing Tenure, Type of Housing Unit, and Household Income

Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	73%	71%	74%	69%	68%	73%	70%	74%	72%

Table 79: Question 11 by Housing Tenure, Type of Housing Unit, and Household Income

How would you rate the overall performance of the Wheat Ridge city government: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
How would you rate the overall performance of the Wheat Ridge city government?	65%	58%	58%	65%	60%	66%	56%	64%	61%

Table 80: Question 12 by Housing Tenure, Type of Housing Unit, and Household Income

Please rate the following aspects of Wheat Ridge city government performance: (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	54%	53%	52%	55%	48%	54%	55%	57%	53%
The quality of work performed by City of Wheat Ridge employees	70%	71%	73%	68%	64%	70%	73%	74%	71%
The quality of experience interacting with a Wheat Ridge police officer	61%	78% A	81% B	59%	61%	75% C	62%	79% A C	72%
The value of services for the taxes paid to Wheat Ridge	45%	49%	49%	45%	51%	48%	49%	47%	47%
The overall direction that Wheat Ridge is taking	54%	55%	58% B	50%	54%	48%	52%	60% B	54%
The job Wheat Ridge does at informing residents on major issues within the community	42%	52% A	52% B	42%	44%	42%	49%	53% B	48%
The job Wheat Ridge government does at welcoming resident involvement	48%	55%	55%	47%	49%	60%	47%	54%	52%

Table 81: Question 13 by Housing Tenure, Type of Housing Unit, and Household Income

In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)? (Percent rating as "yes").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?	24%	41% A	39% B	26%	28%	35%	32%	36%	33%

Table 82: Question 14 by Housing Tenure, Type of Housing Unit, and Household Income

What was your impression of the City of Wheat Ridge employee(s) overall? (Percent rating as "excellent" or "good").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Knowledge	76%	77%	79%	74%	61%	65%	88% A B	80% A B	77%
Responsiveness	66%	73%	72%	68%	46%	74% A	74% A	72% A	71%
Courtesy	69%	81% A	82% B	69%	52%	63%	88% A B	83% A B	77%
Making you feel valued	54%	69% A	69%	57%	47%	52%	70% A B	72% A B	64%
Overall impression	59%	72% A	71%	62%	54%	57%	74%	73% B	68%

Table 83: Question 15 by Housing Tenure, Type of Housing Unit, and Household Income

Please rate how safe you feel in the following areas in Wheat Ridge (Percent rating as "very safe" or "somewhat safe")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Parks and playgrounds	79%	82%	84% B	77%	84%	77%	78%	86% B C	81%
Recreation centers	90%	92%	93%	89%	92%	88%	93%	92%	91%
In your neighborhood	77%	84% A	87% B	73%	75%	74%	78%	87% A B C	81%
In your home	90%	93%	94% B	89%	85%	89%	93% A	93% A	91%
On the trail system	67%	63%	65%	64%	70%	65%	63%	68%	65%
On roadways	68%	62%	62%	67%	73%	70%	63%	62%	64%
Retail/commercial areas	73%	74%	75%	71%	75%	72%	73%	77%	73%

Table 84: Question 16 by Housing Tenure, Type of Housing Unit, and Household Income

Please indicate whether or not each of the following has applied to you in the last 12 months (Percent rating as "yes")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Household member was a victim of a crime in Wheat Ridge	15%	13%	11%	18% A	21% C	18% C	8%	14% C	14%
Reported a crime to the police in Wheat Ridge	22%	23%	20%	26% A	38% C D	28% C	16%	21%	22%

Table 85: Question 17 by Housing Tenure, Type of Housing Unit, and Household Income

How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months? (Percent rating as "essential" or "very important")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Solving violent crimes	92%	96% A	96% B	92%	91%	93%	96%	94%	94%
Solving property crimes	84%	90% A	89%	86%	90%	91% D	92% D	82%	88%

How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months? (Percent rating as "essential" or "very important")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Reducing illegal activities committed by youth	80%	74%	73%	80% A	92% C D	85% C D	74%	69%	76%
Reducing illegal drug activity	73%	76%	74%	76%	92% C D	81% D	76% D	64%	75%
Enforcement of traffic laws	61%	62%	60%	64%	82% B C D	69% D	62% D	48%	62%
Code enforcement (junk vehicles, weed control, trash, etc.)	55%	53%	51%	57%	65% C D	70% C D	45%	46%	54%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	72%	76%	74%	75%	84% C D	82% C D	68%	69%	74%

Table 86: Question 18 by Housing Tenure, Type of Housing Unit, and Household Income

How much of a priority, if at all, should the City of Wheat Ridge Police Department place on each of the following in the next two years? (Percent rating as "high priority" or "medium priority")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Better connection with the community (i.e., community forums, events)	76%	80%	77%	80%	91% C D	89% C D	77%	70%	79%
Increased visibility of police	77%	78%	75%	80%	85% D	79% D	83% D	68%	78%
Additional City resources directed towards crime-related mental health issues in the community	90%	91%	92%	89%	96% B D	88%	93%	88%	90%
Greater accessibility to police and police-related information	76%	73%	72%	77%	85% D	76% D	79% D	64%	74%
More relationship-based policing officers (problem solving at a community-level such as neighborhood problems)	79%	81%	81%	80%	85%	78%	81%	77%	80%
Adding officers in public schools	70%	70%	66%	74% A	84% D	71% D	77% D	57%	70%
Adding surveillance cameras in high crime areas	84%	85%	83%	87%	93% B D	83%	88% D	78%	84%

Table 87: Question 19 by Housing Tenure, Type of Housing Unit, and Household Income

When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	
It is convenient; on my way to or from work or near my home	46%	44%	45%	45%	28%	39%	48%	48%	45%
I like the range of quality goods and services	49%	53%	55%	46%	45%	47%	50%	56%	52%
Desired item is not available in Wheat Ridge	62%	73%	74%	60%	58%	68%	65%	74%	68%
It is more affordable	20%	14%	12%	22%	22%	30%	11%	10%	17%
Visit a mall or other major retailers	49%	44%	45%	48%	36%	57%	48%	42%	46%
I shop online	50%	57%	61%	46%	30%	54%	52%	65%	54%
Other	14%	10%	9%	15%	20%	14%	8%	10%	12%

Table 88: Question 20 by Housing Tenure, Type of Housing Unit, and Household Income

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge: (Percent rating as "very frequently" or "somewhat frequently").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Grocery shopping	83%	87%	89% B	80%	85%	84%	89%	83%	85%
Health services	38%	50% A	50% B	40%	51% D	49% D	47%	38%	45%
Meals and entertainment	61%	60%	63%	59%	70% B	56%	68% B D	60%	61%
Household items	56%	54%	56%	52%	62% D	58% D	60% D	48%	55%
Computers and electronics	14% B	7%	8%	14% A	25% C D	17% C D	7%	5%	10%
General retail (shoes, drug stores, clothing, etc.)	42%	36%	37%	41%	51% C D	51% C D	34%	31%	39%

Table 89: Question 21 by Housing Tenure, Type of Housing Unit, and Household Income

How much do you agree or disagree that the City of Wheat Ridge should do each of the following? (Percent rating as "strongly agree" or "somewhat agree").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Promote efforts to revitalize Wheat Ridge's housing areas	81% B	71%	72%	79% A	73%	75%	79%	75%	75%
Promote efforts to revitalize Wheat Ridge's business areas	83%	85%	87% B	81%	76%	77%	86% A B	88% A B	84%
Strengthen Wheat Ridge's community image and identity	66%	75% A	70%	71%	67%	68%	73%	73%	71%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	77%	85% A	84% B	76%	78%	74%	82%	85% B	81%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling St	88%	88%	88%	87%	84%	81%	90% B	91% B	87%
Promote efforts to attract new jobs	80% B	73%	71%	83% A	74%	80%	77%	74%	76%

Table 90: Question 22 by Housing Tenure, Type of Housing Unit, and Household Income

How likely would you support an extension of the sales tax for these categories of projects? (Percent rating as "very likely" or "somewhat likely").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Sidewalk and street improvements on primary street corridors such as 38th Ave., 44th Ave., and Youngfield St.	86%	83%	84%	84%	88%	82%	86%	84%	84%
Filling sidewalk gaps throughout the city with an emphasis on major pedestrian corridor	84%	81%	82%	82%	85%	84%	82%	82%	82%
Expansion of the Wheat Ridge Recreation Center for additional gymnasium and fitness activity space	60%	60%	60%	59%	71%	58%	58%	61%	60%
Drainage and floodplain infrastructure improvements throughout the City	74%	79%	80%	74%	81%	81%	73%	78%	77%

Table 91: Question 24 by Housing Tenure, Type of Housing Unit, and Household Income

To what degree, if at all, is homelessness a problem in the City of Wheat Ridge? (Percent rating as "major problem" or "moderate problem").	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
To what degree, if at all, is homelessness a problem in the City of Wheat Ridge?	77%	84% A	82%	80%	78%	79%	86%	79%	81%

Table 92: Question 25 by Housing Tenure, Type of Housing Unit, and Household Income

How important to you, if at all, is it for the City to contribute funding to community-based organizations that provide each of the following services to the homeless populations? (Percent rating as "essential" or "very important")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Job training programs	67% B	53%	52%	69% A	81% B C D	65% D	57%	52%	59%
Mental health programs	84%	78%	80%	82%	85%	80%	78%	82%	81%
Substance abuse programs	77%	74%	75%	76%	81%	72%	76%	76%	76%
Shelters for severe weather	80% B	61%	65%	75% A	80% C D	70%	68%	67%	69%

How important to you, if at all, is it for the City to contribute funding to community-based organizations that provide each of the following services to the homeless populations? (Percent rating as "essential" or "very important")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Housing/rental assistance programs	75% B	54%	53%	76% A	75% D	71% D	65%	57%	63%
Supportive housing, which combines housing with services such as job training and substance abuse treatment	75% B	68%	69%	74%	84% C D	74%	72%	67%	71%

Table 93: Question 26 by Housing Tenure, Type of Housing Unit, and Household Income

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers? (Percent rating as "essential" or "very important")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Expanding access to residential recycling and composting services	67%	62%	63%	66%	58%	64%	59%	71% A C	64%
Implementing organized trash hauling in neighborhoods	52%	52%	50%	54%	61% C	57% C	40%	54% C	52%
Promoting use of drought-tolerant and native landscaping	56%	61%	59%	58%	59%	56%	55%	65% C	59%
Improving localized flooding and reducing impacts on private property through improvements to the city's stormwater drainage system	58%	60%	60%	58%	63%	64%	55%	59%	59%
Improving water quality from runoff to local streams & lakes	71%	67%	68%	69%	73% C	71% C	59%	72% C	69%
Encouraging biking or walking, instead of automobile use	55%	51%	52%	54%	50%	55% C	38%	64% A C	53%
Ensuring availability of and access to public transit	72% B	58%	60%	69% A	70% C	73% C	56%	65% C	64%
Implementing energy efficiency improvements for city facilities	64% B	56%	57%	62%	64%	64%	55%	59%	59%

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers? (Percent rating as "essential" or "very important")	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Requiring green building practices for new commercial and residential construction	61%	54%	53%	61% A	56%	61%	50%	59% C	57%
Promoting renewable energy (wind or solar) in the community	60%	57%	55%	62%	57%	67% C	49%	62% C	58%
Promoting renewable energy (wind or solar) in the home	58%	52%	51%	58%	53%	60% C	46%	59% C	54%
Creating walkable communities (providing sidewalk connections, bike lanes, retail/ shopping/ grocery closer to homes, etc.)	74%	70%	70%	75%	72% C	77% C	61%	79% C	72%

Table 94: Question 27 by Housing Tenure, Type of Housing Unit, and Household Income

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent at least once).	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
City Quarterly "Connections" Newsletter	68%	79% A	79% B	69%	65%	77% A	76% A	75%	74%
Parks and Recreation Activity Guide	44%	69% A	66% B	48%	65% C	62% C	49%	60% C	58%
Denver Post	39%	39%	39%	38%	32%	41%	35%	42%	39%
Denver Post YourHub	14%	21% A	21% B	14%	26% C D	22%	15%	15%	18%
Jeffco Transcript	20%	31% A	30% B	22%	30% D	35% D	28% D	18%	26%
Neighborhood Gazette	69%	83% A	85% B	66%	63%	78% A	79% A	80% A	77%
Radio news	38%	36%	38%	36%	32%	45% A D	42% D	32%	37%
Television news	52%	56%	53%	56%	73% C D	70% C D	50%	44%	54%
WRTV8 (Government Access Channel)	12%	14%	13%	13%	21% C D	20% C D	10%	7%	13%
City live/on-demand video streaming, including City Council meetings	14%	20% A	19%	14%	19%	18%	13%	17%	17%

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent at least once).	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
City's website: www.ci.wheatridge.co.us	44%	63% A	65% B	42%	31%	42%	51% A	70% A B C	54%
City website automatic notifications (e.g., community events, calendar listing)	22%	33% A	32% B	24%	28%	27%	25%	30%	28%
City of Wheat Ridge social media sites (Facebook, Twitter)	32%	33%	33%	32%	19%	31%	36% A	36% A	32%
Wheat Ridge Speaks	10%	18% A	18% B	11%	17%	11%	12%	18% C	15%
City's Up Wheat Ridge	19%	31% A	30% B	22%	21%	27%	20%	32% A C	26%
Wheat Ridge Police Department social media sites (Facebook, Twitter, Instagram)	28%	36% A	33%	33%	26%	33%	32%	36%	33%
Wheat Ridge Recreation Center's Facebook/Instagram page	15%	19%	18%	17%	19%	23% C	11%	19% C	17%
Community-created Facebook groups/pages about Wheat Ridge	21%	26%	25%	23%	22%	25%	21%	27%	24%
Neighborhood websites (e.g., NextDoor, etc.)	32%	51% A	51% B	32%	32%	39%	35%	53% A B C	43%

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent at least once).	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Word of mouth	68%	85% A	86% B	68%	69%	76%	81% A	79% A	77%

Table 95: Question 28 by Housing Tenure, Type of Housing Unit, and Household Income

In a typical month, about how many times, if ever, do you use each of the following social media sites? (Percent rating as at least once).	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Facebook	63%	58%	56%	65% A	58%	67% C	54%	64% C	60%
Twitter	25%	21%	21%	25%	19%	17%	23%	29% B	23%
YouTube	73%	74%	74%	72%	61%	60%	80% A B	83% A B	73%
LinkedIn	34%	41% A	41%	35%	22%	22%	27%	61% A B C	38%
NextDoor	38%	44%	46% B	35%	39%	34%	35%	52% A B C	41%

In a typical month, about how many times, if ever, do you use each of the following social media sites? (Percent rating as at least once).	Rent or own		Detached or attached		Household income				Overall
	Rent	Own	Single-unit Home	Multi-unit Home	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000 or more	(A)
	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	
Instagram	43%	45%	48% B	39%	27%	31%	37%	64% A B C	44%
TikTok	21% B	13%	11%	22% A	17%	18%	18%	15%	16%

Comparisons by Race and Ethnicity

Table 96: Question 1 by Age, Gender, and Race/Ethnicity of the Respondent

Please rate each of the following aspects of quality of life in Wheat Ridge: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Wheat Ridge as a place to live	92% B C	83%	84%	87%	85%	86%	87%	85%
Your neighborhood as a place to live	82%	77%	78%	76%	83% A	78%	83%	79%
Wheat Ridge as a place to raise children	80% B	69%	74%	78% B	70%	73%	81%	74%
Wheat Ridge as a place to work	61%	56%	69% B	66%	61%	65%	62%	62%
Wheat Ridge as a place to retire	59%	59%	69% B	69%	62%	69% B	58%	65%
The physical attractiveness of Wheat Ridge as a whole	55%	51%	55%	55%	55%	51%	64% A	54%
Overall quality of life in Wheat Ridge	84% C	76%	76%	81%	76%	78%	80%	78%

Table 97: Question 2 by Age, Gender, and Race/Ethnicity of the Respondent

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years?	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Improve a lot	18% C	14% C	8%	12%	14%	10%	20% A	12%
Improve slightly	53% C	44%	37%	42%	46%	47% B	37%	43%
Stay the same	11%	18% A	27% A B	22%	19%	20%	17%	21%
Decline slightly	18%	19%	22%	21%	17%	19%	24%	20%
Decline a lot	1%	5% A	7% A	3%	4%	3%	2%	4%

Table 98: Question 3 by Age, Gender, and Race/Ethnicity of the Respondent

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
I feel safe here	55%	42%	41%	46%	45%	43%	52%	45%
I like the school my children attend	8%	16%	3%	12%	5%	9%	9%	9%
My job is here	7%	7%	9%	7%	8%	9%	6%	8%
I like my neighborhood	59%	59%	55%	57%	59%	57%	63%	58%

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
I like the location in general	87%	75%	69%	74%	77%	74%	82%	75%
I like the access to dining and entertainment	36%	26%	23%	27%	27%	27%	30%	27%
Housing and rental rates are affordable	40%	27%	21%	28%	28%	26%	32%	27%
I've always lived here	1%	12%	19%	12%	11%	14%	7%	13%
I have friends and family in the area	33%	24%	32%	30%	29%	30%	28%	29%
Small town feel	35%	27%	31%	27%	36%	28%	40%	30%
Cost of living is affordable	25%	16%	13%	16%	19%	19%	13%	17%
I like that the community is forward-thinking	11%	20%	15%	17%	15%	16%	16%	15%
The growing and diverse community	11%	21%	12%	16%	14%	14%	21%	15%
None of these	2%	6%	7%	6%	4%	4%	7%	5%

Table 99: Question 4 by Age, Gender, and Race/Ethnicity of the Respondent

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Sense of community	57%	57%	63%	63%	58%	59%	68% A	60%
Openness and acceptance of the community toward people of diverse backgrounds	61%	55%	61%	57%	61%	59%	59%	60%

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Cleanliness of Wheat Ridge	46%	40%	54% B	48%	48%	44%	56% A	47%
Overall quality of new development in Wheat Ridge	59% C	50%	42%	53%	47%	49%	53%	48%
Variety of housing options	49%	50% C	40%	46%	48%	50% B	36%	46%
Overall quality of business and service establishments in Wheat Ridge	60%	55%	55%	55%	60%	56%	62%	56%
Shopping opportunities	43%	40%	45%	43%	44%	38%	57% A	43%
Opportunities to attend cultural activities	43%	41%	40%	43%	39%	39%	42%	41%
Recreational opportunities	70%	68%	69%	70%	69%	72% B	61%	69%
Employment opportunities	34%	38%	37%	43% B	32%	34%	45% A	36%
Educational opportunities	46%	45%	46%	48%	45%	42%	58% A	46%
Opportunities to participate in social events and activities	50%	51%	51%	56% B	45%	52%	47%	50%
Opportunities to volunteer	54%	62%	61%	65% B	55%	60%	65%	60%

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Opportunities to participate in civic matters	56%	56%	58%	60%	54%	60%	54%	57%
Availability of parks	70%	79% A	82% A	79%	76%	84% B	62%	78%
Availability of dog parks	63% B	50%	55%	55%	56%	52%	62%	56%
Availability of paths and walking trails	61%	68%	75% A	73% B	65%	77% B	47%	69%
Availability of bike paths and bike lanes	58%	59%	69% A B	64%	62%	67% B	49%	63%
Availability of affordable quality housing	37%	28%	28%	31%	29%	32%	27%	30%
Availability of affordable quality child care	32%	21%	33%	26%	30%	24%	33%	26%
Availability of affordable quality health care	53%	55%	62%	59%	60%	60%	58%	58%
Availability of affordable quality food	68% B	53%	61% B	61%	61%	64% B	55%	60%
Availability of preventive health services	57%	55%	62%	64% B	55%	60%	60%	59%
Air quality	64% C	59% C	48%	57%	58%	55%	62%	55%
Quality of overall natural environment in Wheat Ridge	68%	63%	63%	65%	66%	68% B	58%	64%
Overall image or reputation of Wheat Ridge	67%	58%	63%	66%	61%	64%	63%	62%

Table 100: Question 5 by Age, Gender, and Race/Ethnicity of the Respondent

Please rate your community on each of the following: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Making all residents feel welcome	71% C	63%	57%	62%	65%	63%	60%	62%
Helping new residents feel connected and integrated	45%	49%	43%	48%	44%	44%	50%	45%
Attracting people from diverse backgrounds	33%	44%	42%	34%	49% A	40%	41%	40%
Valuing residents from diverse backgrounds	41%	47%	48%	40%	55% A	48%	40%	46%
Demonstrating respect for residents of different cultures and belief systems	49%	48%	50%	44%	55% A	50%	44%	48%
Treating all residents fairly	52%	49%	52%	46%	59% A	53%	47%	51%
Providing a safe and secure environment for residents of all backgrounds	62% B	50%	55%	50%	63% A	57%	49%	54%
Respecting individual cultural beliefs and values	57%	58%	56%	53%	64% A	60%	51%	57%
Providing equal employment opportunities to residents of all backgrounds	46%	54%	55%	51%	54%	56%	47%	51%

Please rate your community on each of the following: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Providing equal access to housing for residents of all backgrounds	51%	51%	46%	45%	54%	50%	47%	48%
Making all residents feel welcome in business establishments	67%	71%	63%	62%	72% A	71% B	55%	66%
Welcoming residents from all backgrounds to participate in local government and community decision-making	52%	64%	60%	59%	61%	62%	54%	59%

Table 101: Question 6 by Age, Gender, and Race/Ethnicity of the Respondent

Please indicate how likely or unlikely you are to do each of the following: (Percent rating as "very likely" or "somewhat likely")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Recommend living in Wheat Ridge to someone who asks	92% C	91%	86%	91%	88%	89%	93%	89%
Remain in Wheat Ridge for the next five years	86%	87%	88%	89%	85%	88%	87%	87%

Table 102: Question 7 by Age, Gender, and Race/Ethnicity of the Respondent

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent rating at least once)	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Used Wheat Ridge Recreation Center	47%	51%	51%	55% B	45%	50%	46%	51%
Participated in a recreation program or activity	29%	54% A C	40% A	49% B	34%	43%	39%	42%
Used a Wheat Ridge park or trail	91% C	93% C	77%	85%	86%	88% B	78%	86%
Visited the Wheat Ridge outdoor pool at Anderson Park	25%	36% A C	21%	31% B	22%	22%	39% A	26%
Visited the Anderson Building for a reason not related to the outdoor pool	13%	26% A	23% A	24%	18%	22%	18%	21%
Used a Wheat Ridge bike/pedestrian path	91% C	89% C	67%	77%	82%	82% B	73%	80%
Used Clear Creek Trail	67% C	75% C	56%	62%	68%	68% B	58%	65%
Attended a virtual or in-person meeting of local city officials or other local public meeting	13%	21% A	23% A	18%	21%	21% B	12%	20%
Watched a meeting of local city officials (on cable television, YouTube, etc.)	14%	25% A	23% A	22%	21%	18%	26% A	22%
Participated in a senior program	4%	3%	27% A B	18% B	9%	14%	11%	14%

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent rating at least once)	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Visited the Active Adult Center	2%	12% A	29% A B	21% B	12%	17%	17%	17%
Dined at a Wheat Ridge restaurant (other than fast food)	96% C	93% C	89%	92%	92%	93%	90%	92%
Used the Wheat Ridge Library	32%	45% A	46% A	47% B	37%	42%	43%	42%
Attended a Wheat Ridge festival or special event	57%	72% A C	62%	67%	60%	63%	63%	64%
Ridden an RTD bus	27%	35%	28%	28%	34%	28%	39% A	30%
Ridden the G-Line from the Wheat Ridge-Ward station	25%	25%	21%	22%	25%	22%	23%	23%

Table 103: Question 8 by Age, Gender, and Race/Ethnicity of the Respondent

Please rate the following aspects of transportation within the City of Wheat Ridge: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Condition of city streets	39%	48% A C	33%	41%	38%	39%	38%	38%
Condition of sidewalks	35%	39% C	31%	38%	33%	34%	35%	34%
Access to mass transit	44%	54%	63% A B	56%	55%	56%	53%	56%
Ease of car travel in Wheat Ridge	69% C	67%	60%	66%	64%	67%	60%	65%
Ease of bus travel in Wheat Ridge	57%	51%	62% B	60%	57%	58%	59%	57%
Ease of commuter rail use in Wheat Ridge	40%	49%	51%	48%	48%	48%	43%	48%
Ease of walking in Wheat Ridge	47%	52%	60% A	55%	53%	55%	55%	54%
Ease of bicycle travel in Wheat Ridge	60%	52%	63% B	56%	61%	57%	58%	58%
Traffic flow on major streets	44% B C	35%	30%	34%	38%	33%	40%	35%

Question 9: Quality by Age, Gender, and Race/Ethnicity of the Respondent

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Snow removal	45%	54%	54% A	52%	53%	57% B	41%	52%
Street repair and maintenance	26%	37% A	30%	32%	32%	32%	27%	31%
Street sweeping	56% C	53% C	43%	53%	46%	50%	46%	49%
Stormwater drainage	60%	61%	57%	54%	67% A	61%	57%	59%
Traffic enforcement	61% B C	49%	51%	53%	55%	56% B	46%	52%
Code enforcement (junk vehicles, weed control, trash, outside storage)	26%	46% A C	35% A	37%	36%	36%	37%	36%
Animal control	62%	55%	65%	61%	62%	63%	60%	60%
Land use, planning and zoning	46%	41%	40%	46%	42%	43%	44%	41%
Building permits	31%	33%	44%	41%	37%	37%	38%	37%
Building inspections	38%	44%	45%	44%	45%	42%	52%	43%
Maintenance of existing city parks	77%	76%	73%	75%	75%	77% B	69%	75%

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Maintenance of open space and trails	83% B C	71%	70%	73%	75%	75%	70%	73%
Recreation programs	65%	76% A	75% A	76%	69%	72%	78%	73%
City-sponsored special events	56%	67% A	66%	68%	61%	65%	63%	64%
Recreation facilities	72%	79%	80% A	81%	75%	78%	77%	78%
Community/public art	33%	39%	51% A B	45%	39%	39%	53% A	42%
Services/programs for youth	19%	49% A	63% A B	46%	53%	50%	42%	48%
Services/programs for seniors	26%	75% A	63% A	70% B	56%	69% B	51%	62%
Municipal court	17%	61% A	63% A	61%	54%	55%	55%	56%
Public information services	55%	51%	54%	53%	57%	57%	49%	53%
Community engagement by City staff	36%	53% A	47%	49%	49%	50%	45%	47%
Addressing homelessness throughout city	9%	16%	17% A	12%	20% A	15%	18%	15%

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Policing services	39%	54% A	62% A	49%	61% A	55%	51%	54%
Police response time to emergency police calls (not code enforcement)	49%	67% A	72% A	60%	73% A	71% B	55%	66%
Police response time to non-emergency police calls (not code enforcement)	40%	50%	60% A	49%	58%	57% B	41%	53%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	33%	41%	51% A	43%	46%	47% B	32%	43%
Relationship-based policing	38%	46%	60% A B	47%	58%	52%	42%	50%

Question 9: Importance by Age, Gender, and Race/Ethnicity of the Respondent

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Snow removal	85%	84%	85%	89% B	80%	84%	86%	85%
Street repair and maintenance	89%	91%	93%	94% B	88%	89%	97% A	91%
Street sweeping	28%	36%	55% A B	46% B	37%	36%	61% A	42%
Stormwater drainage	64%	82% A	85% A	83% B	73%	75%	88% A	79%
Traffic enforcement	49%	60% A	83% A B	72% B	59%	64%	72%	67%
Code enforcement (junk vehicles, weed control, trash, outside storage)	49%	54%	70% A B	64% B	53%	58%	67%	60%
Animal control	36%	44%	67% A B	58% B	42%	49%	59% A	52%
Land use, planning and zoning	57%	76% A	85% A B	83% B	66%	73%	79%	75%
Building permits	60%	69%	77% A	71%	68%	69%	71%	71%
Building inspections	69%	74%	80% A	80% B	71%	73%	84% A	76%

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Maintenance of existing city parks	82%	91% A	84%	88%	83%	85%	90%	86%
Maintenance of open space and trails	83%	85%	81%	86% B	79%	82%	83%	83%
Recreation programs	46%	69% A	68% A	73% B	53%	62%	71%	63%
City-sponsored special events	32%	48% A	48% A	53% B	37%	43%	55% A	44%
Recreation facilities	70%	78%	76%	78%	72%	74%	80%	75%
Community/public art	38%	50% A C	35%	48% B	37%	41%	50%	41%
Services/programs for youth	75%	80%	80%	82% B	74%	77%	84%	78%
Services/programs for seniors	61%	75% A	78% A	80% B	65%	73%	79%	73%
Municipal court	71%	71%	82% A B	81% B	70%	72%	82% A	76%
Public information services	62%	69%	74% A	78% B	59%	70%	74%	70%
Community engagement by City staff	51%	57%	66% A	65% B	53%	57%	71% A	60%

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Addressing homelessness throughout city	92%	92%	92%	94% B	90%	94% B	87%	92%
Policing services	78%	83%	92% A B	87%	83%	85%	84%	86%
Police response time to emergency police calls (not code enforcement)	95%	96%	96%	95%	96%	95%	98%	96%
Police response time to non-emergency police calls (not code enforcement)	77%	80%	84%	83%	79%	80%	84%	81%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	74%	86% A	86% A	87% B	79%	81%	90% A	83%
Relationship-based policing	81%	82%	79%	83%	79%	78%	90% A	80%

Table 104: Question 10 by Age, Gender, and Race/Ethnicity of the Respondent

Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	78% C	71%	69%	71%	75%	73%	71%	72%

Table 105: Question 11 by Age, Gender, and Race/Ethnicity of the Respondent

How would you rate the overall performance of the Wheat Ridge city government: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
How would you rate the overall performance of the Wheat Ridge city government?	69% B	58%	60%	65%	61%	63%	63%	61%

Table 106: Question 12 by Age, Gender, and Race/Ethnicity of the Respondent

Please rate the following aspects of Wheat Ridge city government performance: (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	65% C	52%	51%	60%	52%	57%	53%	53%
The quality of work performed by City of Wheat Ridge employees	74%	73%	68%	69%	74%	72%	70%	71%
The quality of experience interacting with a Wheat Ridge police officer	59%	75% A	74% A	72%	72%	76% B	58%	72%
The value of services for the taxes paid to Wheat Ridge	43%	48%	49%	51%	48%	49%	47%	47%
The overall direction that Wheat Ridge is taking	64% B C	52%	51%	54%	59%	58%	51%	54%
The job Wheat Ridge does at informing residents on major issues within the community	44%	51%	47%	51%	47%	51%	44%	48%
The job Wheat Ridge government does at welcoming resident involvement	48%	54%	53%	55%	52%	55%	48%	52%

Table 107: Question 13 by Age, Gender, and Race/Ethnicity of the Respondent

In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)? (Percent rating as "yes").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?	23%	42% A C	33% A	34%	31%	34%	30%	33%

Table 108: Question 14 by Age, Gender, and Race/Ethnicity of the Respondent

What was your impression of the City of Wheat Ridge employee(s) overall? (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Knowledge	70%	76%	82%	77%	82%	83% B	65%	77%
Responsiveness	36%	79% A	77% A	66%	80% A	72%	70%	71%
Courtesy	59%	75% A	88% A B	72%	85% A	81% B	67%	77%
Making you feel valued	37%	67% A	75% A	62%	71%	66%	61%	64%

What was your impression of the City of Wheat Ridge employee(s) overall? (Percent rating as "excellent" or "good").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall impression	44%	72% A	75% A	67%	73%	72%	61%	68%

Table 109: Question 15 by Age, Gender, and Race/Ethnicity of the Respondent

Please rate how safe you feel in the following areas in Wheat Ridge (Percent rating as "very safe" or "somewhat safe")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Parks and playgrounds	88% B C	77%	81%	81%	82%	84%	78%	81%
Recreation centers	92%	91%	91%	91%	92%	93% B	86%	91%
In your neighborhood	85% B	77%	82%	81%	82%	82%	83%	81%
In your home	93%	89%	92%	90%	93%	93%	90%	91%
On the trail system	73% B	60%	64%	66%	67%	67%	63%	65%
On roadways	68%	61%	65%	70% B	62%	63%	72% A	64%

Please rate how safe you feel in the following areas in Wheat Ridge (Percent rating as "very safe" or "somewhat safe")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Retail/commercial areas	81% B C	71%	72%	77%	73%	77%	71%	73%

Table 110: Question 16 by Age, Gender, and Race/Ethnicity of the Respondent

Please indicate whether or not each of the following has applied to you in the last 12 months (Percent rating as "yes")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Household member was a victim of a crime in Wheat Ridge	16% C	21% C	8%	15%	12%	11%	20% A	14%
Reported a crime to the police in Wheat Ridge	23%	31% A C	16%	25%	20%	23%	21%	22%

Table 111: Question 17 by Age, Gender, and Race/Ethnicity of the Respondent

How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months? (Percent rating as "essential" or "very important")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Solving violent crimes	92%	91%	98% A B	94%	94%	98% B	89%	94%
Solving property crimes	78%	86% A	94% A B	85%	90% A	87%	87%	88%
Reducing illegal activities committed by youth	65%	64%	91% A B	78%	74%	77%	75%	76%
Reducing illegal drug activity	59%	63%	91% A B	79% B	68%	73%	73%	75%
Enforcement of traffic laws	34%	59% A	78% A B	67% B	53%	57%	69% A	62%
Code enforcement (junk vehicles, weed control, trash, etc.)	30%	50% A	68% A B	55%	51%	51%	61% A	54%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	61%	69%	86% A B	80% B	67%	73%	79%	74%

Table 112: Question 18 by Age, Gender, and Race/Ethnicity of the Respondent

How much of a priority, if at all, should the City of Wheat Ridge Police Department place on each of the following in the next two years? (Percent rating as "high priority" or "medium priority")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Better connection with the community (i.e., community forums, events)	66%	73%	89% A B	80%	75%	78%	80%	79%
Increased visibility of police	59%	71% A	92% A B	78%	76%	77%	79%	78%
Additional City resources directed towards crime-related mental health issues in the community	90%	90%	91%	95% B	85%	91%	90%	90%
Greater accessibility to police and police-related information	67%	64%	84% A B	75%	72%	71%	77%	74%
More relationship-based policing officers (problem solving at a community-level such as neighborhood problems)	77%	74%	86% A B	81%	79%	81%	77%	80%
Adding officers in public schools	54%	66% A	82% A B	70%	70%	65%	82% A	70%
Adding surveillance cameras in high crime areas	77%	80%	92% A B	91% B	78%	85%	87%	84%

Table 113: Question 19 by Age, Gender, and Race/Ethnicity of the Respondent

When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
It is convenient; on my way to or from work or near my home	52%	49%	37%	40%	52%	46%	44%	45%
I like the range of quality goods and services	58%	51%	48%	53%	49%	51%	52%	52%
Desired item is not available in Wheat Ridge	76%	66%	64%	63%	72%	67%	67%	68%
It is more affordable	13%	16%	19%	14%	18%	15%	20%	17%
Visit a mall or other major retailers	42%	43%	49%	45%	48%	47%	49%	46%
I shop online	57%	69%	43%	54%	56%	57%	56%	54%
Other	15%	10%	10%	11%	11%	6%	23%	12%

Table 114: Question 20 by Age, Gender, and Race/Ethnicity of the Respondent

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge: (Percent rating as "very frequently" or "somewhat frequently").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Grocery shopping	83%	85%	87%	87%	83%	89% B	79%	85%
Health services	36%	42%	51% A B	49% B	39%	48%	39%	45%
Meals and entertainment	60%	67% C	58%	64%	61%	64%	56%	61%
Household items	54%	52%	58%	63% B	47%	56%	54%	55%
Computers and electronics	8%	8%	13% B	13% B	8%	7%	18% A	10%
General retail (shoes, drug stores, clothing, etc.)	34%	31%	47% A B	41%	37%	40%	38%	39%

Table 115: Question 21 by Age, Gender, and Race/Ethnicity of the Respondent

How much do you agree or disagree that the City of Wheat Ridge should do each of the following? (Percent rating as "strongly agree" or "somewhat agree").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Promote efforts to revitalize Wheat Ridge's housing areas	80%	75%	74%	76%	77%	76%	82%	75%
Promote efforts to revitalize Wheat Ridge's business areas	86%	85%	82%	80%	90% A	85%	86%	84%
Strengthen Wheat Ridge's community image and identity	70%	68%	74%	69%	74%	70%	78%	71%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	77%	84%	81%	82%	82%	84%	78%	81%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling St	94% B C	87%	84%	85%	92% A	90%	88%	87%
Promote efforts to attract new jobs	79%	76%	74%	77%	77%	78%	77%	76%

Table 116: Question 22 by Age, Gender, and Race/Ethnicity of the Respondent

How likely would you support an extension of the sales tax for these categories of projects? (Percent rating as "very likely" or "somewhat likely").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Sidewalk and street improvements on primary street corridors such as 38th Ave., 44th Ave., and Youngfield St.	91% B C	80%	84%	87%	83%	87%	83%	84%
Filling sidewalk gaps throughout the city with an emphasis on major pedestrian corridor	86%	79%	82%	84%	82%	83%	86%	82%
Expansion of the Wheat Ridge Recreation Center for additional gymnasium and fitness activity space	57%	63%	61%	65%	58%	60%	68%	60%
Drainage and floodplain infrastructure improvements throughout the City	67%	81% A	81% A	79%	77%	76%	86% A	77%

Table 117: Question 24 by Age, Gender, and Race/Ethnicity of the Respondent

To what degree, if at all, is homelessness a problem in the City of Wheat Ridge? (Percent rating as "major problem" or "moderate problem").	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
To what degree, if at all, is homelessness a problem in the City of Wheat Ridge?	65%	79% A	92% A B	82%	79%	84% B	70%	81%

Table 118: Question 25 by Age, Gender, and Race/Ethnicity of the Respondent

How important to you, if at all, is it for the City to contribute funding to community-based organizations that provide each of the following services to the homeless populations? (Percent rating as "essential" or "very important")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Job training programs	61%	52%	64% B	69% B	50%	56%	74% A	59%
Mental health programs	87% C	80%	78%	88% B	73%	83%	80%	81%
Substance abuse programs	82% B	70%	76%	83% B	68%	78%	74%	76%
Shelters for severe weather	71%	70%	68%	77% B	63%	70%	74%	69%
Housing/rental assistance programs	67%	64%	61%	73% B	56%	62%	77% A	63%
Supportive housing, which combines housing with services such as job training and substance abuse treatment	77% C	72%	67%	79% B	65%	72%	76%	71%

Table 119: Question 26 by Age, Gender, and Race/Ethnicity of the Respondent

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers? (Percent rating as "essential" or "very important")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Expanding access to residential recycling and composting services	75% C	71% C	54%	67%	64%	68%	70%	64%
Implementing organized trash hauling in neighborhoods	48%	59% A C	48%	58% B	45%	51%	63% A	52%
Promoting use of drought-tolerant and native landscaping	58%	64% C	55%	61%	58%	59%	66%	59%
Improving localized flooding and reducing impacts on private property through improvements to the city's stormwater drainage system	45%	63% A	64% A	60%	57%	57%	69% A	59%
Improving water quality from runoff to local streams & lakes	67%	71%	68%	72% B	64%	69%	74%	69%
Encouraging biking or walking, instead of automobile use	61% C	59% C	44%	54%	53%	56%	55%	53%
Ensuring availability of and access to public transit	70% C	64%	61%	67%	63%	62%	74% A	64%
Implementing energy efficiency improvements for city facilities	59%	64%	56%	64% B	55%	61%	64%	59%
Requiring green building practices for new commercial and residential construction	59% C	64% C	50%	64% B	49%	58%	62%	57%

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers? (Percent rating as "essential" or "very important")	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)
Promoting renewable energy (wind or solar) in the community	57%	62%	55%	60%	57%	61%	60%	58%
Promoting renewable energy (wind or solar) in the home	53%	60% C	51%	56%	52%	57%	58%	54%
Creating walkable communities (providing sidewalk connections, bike lanes, retail/ shopping/ grocery closer to homes, etc.)	82% C	78% C	62%	77% B	67%	74%	78%	72%

Table 120: Question 27 by Age, Gender, and Race/Ethnicity of the Respondent

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent at least once).	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
City Quarterly "Connections" Newsletter	69%	73%	77% A	72%	76%	77% B	68%	74%
Parks and Recreation Activity Guide	37%	65% A	64% A	64% B	48%	60%	52%	58%
Denver Post	49% B C	32%	38%	43% B	34%	39%	40%	39%
Denver Post YourHub	10%	12%	26% A B	17%	19%	17%	19%	18%
Jeffco Transcript	14%	21%	36% A B	26%	26%	29%	22%	26%
Neighborhood Gazette	77%	78%	75%	78%	75%	80% B	71%	77%
Radio news	32%	38%	40%	33%	42% A	39%	33%	37%
Television news	32%	52% A	68% A B	54%	55%	55%	53%	54%
WRTV8 (Government Access Channel)	6%	13% A	17% A	13%	12%	11%	19% A	13%
City live/on-demand video streaming, including City Council meetings	14%	21%	15%	15%	18%	15%	22% A	17%

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent at least once).	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
City's website: www.ci.wheatridge.co.us	62% C	68% C	40%	53%	55%	56%	50%	54%
City website automatic notifications (e.g., community events, calendar listing)	24%	35% A C	26%	30%	26%	28%	30%	28%
City of Wheat Ridge social media sites (Facebook, Twitter)	47% C	43% C	17%	36%	30%	32%	38%	32%
Wheat Ridge Speaks	13%	22% A C	11%	14%	16%	13%	20% A	15%
What's Up Wheat Ridge	30% C	31% C	20%	24%	28%	25%	29%	26%
Wheat Ridge Police Department social media sites (Facebook, Twitter, Instagram)	39% C	43% C	21%	36% B	29%	34%	30%	33%
Wheat Ridge Recreation Center's Facebook/Instagram page	18%	25% A C	12%	21% B	14%	17%	21%	17%
Community-created Facebook groups/pages about Wheat Ridge	24% C	36% A C	16%	28% B	20%	24%	31%	24%
Neighborhood websites (e.g., NextDoor, etc.)	43%	51% C	36%	49% B	35%	45%	39%	43%
Word of mouth	76%	76%	78%	75%	78%	81% B	66%	77%

Table 121: Question 28 by Age, Gender, and Race/Ethnicity of the Respondent

In a typical month, about how many times, if ever, do you use each of the following social media sites? (Percent rating as at least once).	Age			Sex		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Facebook	76% B C	63% C	50%	67% B	54%	60%	67%	60%
Twitter	41% B C	25% C	11%	21%	27% A	23%	28%	23%
YouTube	96% B C	84% C	54%	70%	79% A	74%	76%	73%
LinkedIn	63% B C	50% C	16%	39%	40%	40%	42%	38%
NextDoor	45% C	48% C	34%	50% B	33%	44%	41%	41%
Instagram	78% B C	55% C	18%	48%	41%	44%	50%	44%
TikTok	36% B C	16% C	5%	19% B	14%	17%	19%	16%

Comparisons by Geographical Area

Table 122: Question 1 by Council district

Please rate each of the following aspects of quality of life in Wheat Ridge: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Wheat Ridge as a place to live	91% D	85%	85%	79%	85%
Your neighborhood as a place to live	85% D	79% D	84% D	63%	79%
Wheat Ridge as a place to raise children	78% D	72%	79% D	62%	74%
Wheat Ridge as a place to work	75% B C D	59%	60%	55%	62%
Wheat Ridge as a place to retire	69%	63%	64%	64%	65%
The physical attractiveness of Wheat Ridge as a whole	60% D	51%	56%	47%	54%
Overall quality of life in Wheat Ridge	81%	77%	78%	73%	78%

Table 123: Question 2 by Council district

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years?	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Improve a lot	10%	18% A C D	10%	8%	12%
Improve slightly	52% B C D	42%	37%	41%	43%
Stay the same	20%	16%	26% B	21%	21%
Decline slightly	16%	20%	21%	25% A	20%
Decline a lot	2%	4%	6% A	5%	4%

Table 124: Question 3 by Council district

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	District 1	District 2	District 3	District 4	Overall
I feel safe here	48%	44%	53%	28%	45%
I like the school my children attend	5%	5%	11%	15%	9%
My job is here	6%	6%	8%	12%	8%
I like my neighborhood	62%	58%	65%	40%	58%
I like the location in general	76%	78%	75%	69%	75%
I like the access to dining and entertainment	40%	27%	19%	20%	27%

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	District 1	District 2	District 3	District 4	Overall
Housing and rental rates are affordable	29%	23%	25%	34%	27%
I've always lived here	12%	12%	14%	13%	13%
I have friends and family in the area	29%	30%	31%	23%	29%
Small town feel	22%	36%	28%	33%	30%
Cost of living is affordable	19%	12%	15%	25%	17%
I like that the community is forward-thinking	14%	16%	19%	12%	15%
The growing and diverse community	13%	21%	12%	10%	15%
None of these	4%	6%	6%	6%	5%

Table 125: Question 4 by Council district

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Sense of community	60%	71% A C D	52%	54%	60%
Openness and acceptance of the community toward people of diverse backgrounds	56%	67% A C D	57%	55%	60%
Cleanliness of Wheat Ridge	54% B D	45%	52% D	35%	47%
Overall quality of new development in Wheat Ridge	52%	49%	46%	47%	48%
Variety of housing options	56% B D	43%	47%	38%	46%

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Overall quality of business and service establishments in Wheat Ridge	57%	55%	55%	60%	56%
Shopping opportunities	42%	45%	46%	38%	43%
Opportunities to attend cultural activities	40%	44%	36%	45%	41%
Recreational opportunities	66%	67%	73%	71%	69%
Employment opportunities	31%	41%	33%	39%	36%
Educational opportunities	45%	51%	41%	46%	46%
Opportunities to participate in social events and activities	52%	54% C	43%	55% C	50%
Opportunities to volunteer	59%	60%	57%	66%	60%
Opportunities to participate in civic matters	59%	56%	56%	57%	57%
Availability of parks	84% B	72%	81% B	79%	78%
Availability of dog parks	61% C	53%	47%	66% B C	56%
Availability of paths and walking trails	68% B	58%	75% B	81% A B	69%
Availability of bike paths and bike lanes	67% B	51%	62% B	80% A B C	63%
Availability of affordable quality housing	32%	25%	28%	41% B C	30%
Availability of affordable quality child care	26%	26%	32%	19%	26%

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Availability of affordable quality health care	58% D	63% D	63% D	44%	58%
Availability of affordable quality food	66% B D	54%	65% B D	54%	60%
Availability of preventive health services	61%	61%	58%	56%	59%
Air quality	59% D	62% C D	53%	43%	55%
Quality of overall natural environment in Wheat Ridge	64%	63%	69% D	58%	64%
Overall image or reputation of Wheat Ridge	68% D	62% D	64% D	52%	62%

Table 126: Question 5 by Council district

Please rate your community on each of the following: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Making all residents feel welcome	62%	62%	61%	62%	62%
Helping new residents feel connected and integrated	48%	46%	40%	46%	45%
Attracting people from diverse backgrounds	40%	44% C	33%	42%	40%
Valuing residents from diverse backgrounds	45%	51%	41%	45%	46%

Please rate your community on each of the following: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Demonstrating respect for residents of different cultures and belief systems	48%	54%	45%	43%	48%
Treating all residents fairly	56%	51%	53%	45%	51%
Providing a safe and secure environment for residents of all backgrounds	58%	55%	55%	46%	54%
Respecting individual cultural beliefs and values	59%	58%	54%	58%	57%
Providing equal employment opportunities to residents of all backgrounds	53%	56% D	52%	40%	51%
Providing equal access to housing for residents of all backgrounds	46%	54% D	52% D	35%	48%
Making all residents feel welcome in business establishments	67%	70%	64%	60%	66%
Welcoming residents from all backgrounds to participate in local government and community decision-making	55%	63%	60%	53%	59%

Table 127: Question 6 by Council district

Please indicate how likely or unlikely you are to do each of the following: (Percent rating as "very likely" or "somewhat likely")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Recommend living in Wheat Ridge to someone who asks	91% D	91% D	89% D	82%	89%
Remain in Wheat Ridge for the next five years	92% D	87%	87%	82%	87%

Table 128: Question 7 by Council district

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent rating at least once)	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Used Wheat Ridge Recreation Center	56% B	38%	54% B	61% B	51%
Participated in a recreation program or activity	41%	39%	44%	44%	42%
Used a Wheat Ridge park or trail	78%	82%	91% A B	95% A B	86%
Visited the Wheat Ridge outdoor pool at Anderson Park	23%	28% C	20%	36% A C	26%
Visited the Anderson Building for a reason not related to the outdoor pool	23%	21%	19%	23%	21%
Used a Wheat Ridge bike/pedestrian path	75%	78%	83% A	84% A	80%
Used Clear Creek Trail	52%	59%	73% A B	78% A B	65%
Attended a virtual or in-person meeting of local city officials or other local public meeting	17%	18%	22%	22%	20%
Watched a meeting of local city officials (on cable television, YouTube, etc.)	18%	24%	26% D	16%	22%
Participated in a senior program	24% B C D	8%	14%	8%	14%
Visited the Active Adult Center	31% B C D	12%	14%	10%	17%
Dined at a Wheat Ridge restaurant (other than fast food)	93% D	95% D	93% D	84%	92%

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent rating at least once)	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Used the Wheat Ridge Library	60% B C D	39%	33%	40%	42%
Attended a Wheat Ridge festival or special event	63%	63%	61%	72% C	64%
Ridden an RTD bus	31%	30%	30%	27%	30%
Ridden the G-Line from the Wheat Ridge-Ward station	18%	19%	28% A B	26%	23%

Table 129: Question 8 by Council district

Please rate the following aspects of transportation within the City of Wheat Ridge: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Condition of city streets	45% B D	34%	41%	32%	38%
Condition of sidewalks	32%	32%	34%	41%	34%
Access to mass transit	54%	56%	52%	66% C	56%
Ease of car travel in Wheat Ridge	71% B	54%	70% B	66% B	65%
Ease of bus travel in Wheat Ridge	60%	56%	54%	62%	57%
Ease of commuter rail use in Wheat Ridge	29%	46% A	53% A	65% A B	48%
Ease of walking in Wheat Ridge	62% B C	50%	49%	58%	54%
Ease of bicycle travel in Wheat Ridge	64% B C	51%	50%	74% B C	58%
Traffic flow on major streets	45% B C D	29%	35%	32%	35%

Table 130: Question 9: Quality by Council district

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Snow removal	54% B	43%	59% B	54%	52%
Street repair and maintenance	34%	26%	36% B	30%	31%
Street sweeping	55% B D	45%	54% B D	41%	49%
Stormwater drainage	64% D	63% D	55%	47%	59%
Traffic enforcement	57%	50%	54%	49%	52%
Code enforcement (junk vehicles, weed control, trash, outside storage)	37%	34%	41%	33%	36%
Animal control	58%	64%	60%	57%	60%
Land use, planning and zoning	35%	41%	43%	46%	41%
Building permits	30%	30%	44%	46%	37%
Building inspections	40%	39%	54%	39%	43%
Maintenance of existing city parks	75%	75%	78% D	67%	75%
Maintenance of open space and trails	77% D	73%	76% D	64%	73%
Recreation programs	76%	74%	71%	73%	73%
City-sponsored special events	65%	65%	63%	62%	64%
Recreation facilities	82%	74%	79%	77%	78%

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Community/public art	40%	42%	46%	37%	42%
Services/programs for youth	52%	43%	59% D	37%	48%
Services/programs for seniors	68% B	51%	74% B D	52%	62%
Municipal court	59% D	55%	67% D	36%	56%
Public information services	59% D	52%	57% D	43%	53%
Community engagement by City staff	52%	37%	55% B	43%	47%
Addressing homelessness throughout city	20% B D	12%	16%	11%	15%
Policing services	60% D	51%	58% D	44%	54%
Police response time to emergency police calls (not code enforcement)	78% B D	63% D	74% B D	44%	66%
Police response time to non-emergency police calls (not code enforcement)	71% B C D	47%	55%	42%	53%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	46%	40%	47%	40%	43%
Relationship-based policing	71% B C D	47%	52% D	33%	50%

Table 131: Question 9: Importance by Council district

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Snow removal	79%	84%	91% A B	85%	85%
Street repair and maintenance	91%	96% A C	87%	91%	91%
Street sweeping	42%	49% D	41%	30%	42%
Stormwater drainage	86% C D	84% C D	76% D	64%	79%
Traffic enforcement	64%	70%	67%	67%	67%
Code enforcement (junk vehicles, weed control, trash, outside storage)	58%	62%	60%	56%	60%
Animal control	42%	53% A	58% A	52%	52%
Land use, planning and zoning	77%	76%	77% D	67%	75%
Building permits	79% C D	72%	67%	63%	71%
Building inspections	86% C D	80% D	72% D	60%	76%
Maintenance of existing city parks	90% D	85%	88%	80%	86%

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Maintenance of open space and trails	89% B D	81%	85% D	75%	83%
Recreation programs	63%	64%	63%	59%	63%
City-sponsored special events	40%	51% A C	39%	43%	44%
Recreation facilities	85% B C D	73%	73%	70%	75%
Community/public art	38%	48% C	37%	38%	41%
Services/programs for youth	84% D	79%	75%	72%	78%
Services/programs for seniors	77%	70%	72%	74%	73%
Municipal court	78%	76%	73%	76%	76%
Public information services	62%	76% A	71%	65%	70%
Community engagement by City staff	63% D	70% C D	54%	46%	60%
Addressing homelessness throughout city	91%	91%	94%	93%	92%
Policing services	79%	89% A	88% A	82%	86%
Police response time to emergency police calls (not code enforcement)	94%	97% D	98% D	92%	96%

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Police response time to non-emergency police calls (not code enforcement)	69%	90% A D	83% A	76%	81%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	69%	91% A D	87% A	79% A	83%
Relationship-based policing	83%	85% C D	76%	75%	80%

Table 132: Question 10 by Council district

Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	75%	69%	75%	67%	72%

Table 133: Question 11 by Council district

How would you rate the overall performance of the Wheat Ridge city government: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
How would you rate the overall performance of the Wheat Ridge city government?	70% B	54%	62%	63%	61%

Table 134: Question 12 by Council district

Please rate the following aspects of Wheat Ridge city government performance: (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	56%	51%	56%	51%	53%
The quality of work performed by City of Wheat Ridge employees	76%	65%	75% B	68%	71%
The quality of experience interacting with a Wheat Ridge police officer	82% B D	63%	76% B	68%	72%
The value of services for the taxes paid to Wheat Ridge	52% D	48%	48%	39%	47%
The overall direction that Wheat Ridge is taking	54%	55%	57%	48%	54%
The job Wheat Ridge does at informing residents on major issues within the community	47%	43%	49%	55% B	48%
The job Wheat Ridge government does at welcoming resident involvement	54%	49%	49%	60%	52%

Table 135: Question 13 by Council district

In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)? (Percent rating as "yes").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?	26%	30%	39% A B	39% A	33%

Table 136: Question 14 by Council district

What was your impression of the City of Wheat Ridge employee(s) overall? (Percent rating as "excellent" or "good").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Knowledge	76%	75%	76%	83%	77%
Responsiveness	75%	74%	67%	67%	71%
Courtesy	78%	65%	83% B	83% B	77%
Making you feel valued	72%	55%	69%	64%	64%
Overall impression	75%	59%	69%	70%	68%

Table 137: Question 15 by Council district

Please rate how safe you feel in the following areas in Wheat Ridge (Percent rating as "very safe" or "somewhat safe")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Parks and playgrounds	86% D	82% D	82% D	68%	81%
Recreation centers	94%	90%	92%	87%	91%
In your neighborhood	88% B D	78% D	86% B D	66%	81%
In your home	97% B D	88%	94% B D	85%	91%
On the trail system	70% B	57%	71% B D	59%	65%
On roadways	70% D	62%	65%	59%	64%
Retail/commercial areas	77%	72%	71%	75%	73%

Table 138: Question 16 by Council district

Please indicate whether or not each of the following has applied to you in the last 12 months (Percent rating as "yes")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Household member was a victim of a crime in Wheat Ridge	12%	17% C	9%	18% C	14%
Reported a crime to the police in Wheat Ridge	14%	24% A	23% A	30% A	22%

Table 139: Question 17 by Council district

How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months? (Percent rating as "essential" or "very important")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Solving violent crimes	94%	95% D	97% D	90%	94%
Solving property crimes	87% D	90% D	90% D	80%	88%
Reducing illegal activities committed by youth	73%	76%	77%	80%	76%
Reducing illegal drug activity	70%	76%	80% A	71%	75%
Enforcement of traffic laws	56%	68% A D	65% A D	53%	62%
Code enforcement (junk vehicles, weed control, trash, etc.)	54%	57%	52%	48%	54%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	71%	79% C	70%	77%	74%

Table 140: Question 18 by Council district

How much of a priority, if at all, should the City of Wheat Ridge Police Department place on each of the following in the next two years? (Percent rating as "high priority" or "medium priority")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Better connection with the community (i.e., community forums, events)	71%	83% A	81% A	75%	79%
Increased visibility of police	72%	79%	83% A D	73%	78%
Additional City resources directed towards crime-related mental health issues in the community	97% B C	86%	89%	92%	90%
Greater accessibility to police and police-related information	76%	74%	73%	73%	74%
More relationship-based policing officers (problem solving at a community-level such as neighborhood problems)	84%	77%	80%	83%	80%
Adding officers in public schools	69%	77% D	70% D	60%	70%
Adding surveillance cameras in high crime areas	80%	86%	88% A	83%	84%

Table 141: Question 19 by Council district

When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)	District 1	District 2	District 3	District 4	Overall
It is convenient; on my way to or from work or near my home	48%	40%	43%	52%	45%
I like the range of quality goods and services	54%	53%	47%	53%	52%
Desired item is not available in Wheat Ridge	69%	71%	63%	70%	68%
It is more affordable	12%	17%	19%	18%	17%
Visit a mall or other major retailers	49%	47%	46%	40%	46%
I shop online	55%	59%	50%	51%	54%
Other	5%	12%	14%	14%	12%

Table 142: Question 20 by Council district

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge: (Percent rating as "very frequently" or "somewhat frequently").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Grocery shopping	86%	85%	87%	80%	85%
Health services	36%	50% A	47% A	45%	45%
Meals and entertainment	60%	70% A C D	54%	59%	61%
Household items	53%	57%	56%	51%	55%
Computers and electronics	9%	13%	9%	9%	10%
General retail (shoes, drug stores, clothing, etc.)	34%	43%	40%	37%	39%

Table 143: Question 21 by Council district

How much do you agree or disagree that the City of Wheat Ridge should do each of the following? (Percent rating as "strongly agree" or "somewhat agree").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Promote efforts to revitalize Wheat Ridge's housing areas	74%	80% C	71%	77%	75%
Promote efforts to revitalize Wheat Ridge's business areas	84%	85%	86% D	78%	84%
Strengthen Wheat Ridge's community image and identity	70%	71%	74%	66%	71%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	79%	86% D	82% D	73%	81%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling St	89%	90% D	86%	83%	87%
Promote efforts to attract new jobs	70%	83% A D	75%	73%	76%

Table 144: Question 22 by Council district

How likely would you support an extension of the sales tax for these categories of projects? (Percent rating as "very likely" or "somewhat likely").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Sidewalk and street improvements on primary street corridors such as 38th Ave., 44th Ave., and Youngfield St.	88% D	83%	86% D	77%	84%
Filling sidewalk gaps throughout the city with an emphasis on major pedestrian corridor	85% D	84% D	82%	75%	82%

How likely would you support an extension of the sales tax for these categories of projects? (Percent rating as "very likely" or "somewhat likely").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Expansion of the Wheat Ridge Recreation Center for additional gymnasium and fitness activity space	62%	61%	58%	59%	60%
Drainage and floodplain infrastructure improvements throughout the City	80%	79%	76%	72%	77%

Table 145: Question 24 by Council district

To what degree, if at all, is homelessness a problem in the City of Wheat Ridge? (Percent rating as "major problem" or "moderate problem").	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
To what degree, if at all, is homelessness a problem in the City of Wheat Ridge?	74%	82% A	82%	87% A	81%

Table 146: Question 25 by Council district

How important to you, if at all, is it for the City to contribute funding to community-based organizations that provide each of the following services to the homeless populations? (Percent rating as "essential" or "very important")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Job training programs	61%	59%	57%	62%	59%
Mental health programs	87% B C	77%	79%	81%	81%
Substance abuse programs	84% B	69%	76%	78%	76%
Shelters for severe weather	76% C	70%	66%	66%	69%
Housing/rental assistance programs	66%	66%	59%	62%	63%
Supportive housing, which combines housing with services such as job training and substance abuse treatment	76%	71%	68%	70%	71%

Table 147: Question 26 by Council district

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers? (Percent rating as "essential" or "very important")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Expanding access to residential recycling and composting services	64%	65%	62%	67%	64%
Implementing organized trash hauling in neighborhoods	56% D	59% C D	48%	41%	52%

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers? (Percent rating as "essential" or "very important")	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Promoting use of drought-tolerant and native landscaping	59%	64% D	58%	51%	59%
Improving localized flooding and reducing impacts on private property through improvements to the city's stormwater drainage system	58%	64% D	63% D	49%	59%
Improving water quality from runoff to local streams & lakes	75% D	66%	70%	64%	69%
Encouraging biking or walking, instead of automobile use	59% C	50%	49%	54%	53%
Ensuring availability of and access to public transit	69%	64%	61%	63%	64%
Implementing energy efficiency improvements for city facilities	53%	66% A	59%	57%	59%
Requiring green building practices for new commercial and residential construction	58%	53%	62%	52%	57%
Promoting renewable energy (wind or solar) in the community	59%	57%	60%	55%	58%
Promoting renewable energy (wind or solar) in the home	59%	51%	55%	52%	54%
Creating walkable communities (providing sidewalk connections, bike lanes, retail/ shopping/ grocery closer to homes, etc.)	78% D	71%	71%	67%	72%

Table 148: Question 27 by Council district

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent at least once).	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
City Quarterly "Connections" Newsletter	69%	75%	79% A D	70%	74%
Parks and Recreation Activity Guide	57%	50%	64% B	63% B	58%
Denver Post	32%	42% A D	47% A D	29%	39%
Denver Post YourHub	15%	18%	24% A D	12%	18%
Jeffco Transcript	27%	24%	31% D	21%	26%
Neighborhood Gazette	86% C D	79% D	77% D	60%	77%
Radio news	34%	36%	40%	38%	37%
Television news	53%	52%	58%	55%	54%
WRTV8 (Government Access Channel)	12%	13%	16%	12%	13%
City live/on-demand video streaming, including City Council meetings	12%	17%	21% A	16%	17%
City's website: www.ci.wheatridge.co.us	54% D	59% D	58% D	41%	54%
City website automatic notifications (e.g., community events, calendar listing)	24%	31%	30%	26%	28%
City of Wheat Ridge social media sites (Facebook, Twitter)	31%	36%	33%	28%	32%

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent at least once).	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Wheat Ridge Speaks	12%	16% D	20% A D	7%	15%
What's Up Wheat Ridge	30% D	26%	28%	19%	26%
Wheat Ridge Police Department social media sites (Facebook, Twitter, Instagram)	22%	34% A	38% A	35% A	33%
Wheat Ridge Recreation Center's Facebook/Instagram page	13%	16%	18%	24% A	17%
Community-created Facebook groups/pages about Wheat Ridge	23%	22%	28%	23%	24%
Neighborhood websites (e.g., NextDoor, etc.)	43%	45% D	45% D	34%	43%
Word of mouth	81%	76%	77%	74%	77%

Table 149: Question 28 by Council district

In a typical month, about how many times, if ever, do you use each of the following social media sites? (Percent rating as at least once).	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
Facebook	54%	58%	60%	71% A B C	60%
Twitter	18%	25%	21%	29% A	23%

In a typical month, about how many times, if ever, do you use each of the following social media sites? (Percent rating as at least once).	District 1	District 2	District 3	District 4	Overall
	(A)	(B)	(C)	(D)	(A)
YouTube	72%	73%	71%	78%	73%
LinkedIn	43%	37%	35%	38%	38%
NextDoor	44% B	35%	42%	48% B	41%
Instagram	47% C	48% C	36%	46% C	44%
TikTok	8%	20% A	15%	23% A C	16%

Comparisons by Year

Table 150: Question 1 by Survey Year

Please rate each of the following aspects of quality of life in Wheat Ridge: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Wheat Ridge as a place to live	85% G	88% D G	90% A D E F G H	84%	87% G	86% G	82%	86% G
Your neighborhood as a place to live	79% G H	80% G H	79% G H	78% G	77%	77% G	73%	75%
Wheat Ridge as a place to raise children	74%	80% A D F G	77%	74%	76%	74%	74%	77%
Wheat Ridge as a place to work	62% D F	64% D F	61% D F	51%	58% D	55%		
Wheat Ridge as a place to retire	65%	69%	73% A D F G H	67%	71% A	68%	68%	68%
The physical attractiveness of Wheat Ridge as a whole	54% F	59% A C D E F G H	52%	52%	53% F	48%	52%	52%
Overall quality of life in Wheat Ridge	78% F	81% F G H	81% F G H	78% F	79% F G	74%	75%	77%

Table 151: Question 2 by Survey Year

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years?	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Improve a lot	12% H	16% A E F G H	13% H	17% A C E F G H	11% H	11% H	11% H	5%
Improve slightly	43% G H	43% G H	49% A B D E F G H	43% G H	43% G H	39% H	35%	31%
Stay the same	21%	18%	19%	22% B	31% A B C D	28% A B C D	29% A B C D	38% A B C D E F G
Decline slightly	20% C D E	18% D E	16%	14%	13%	19% C D E	20% C D E	21% C D E
Decline a lot	4% E	6% C E F	3%	4%	2%	3%	5% E	5% E

Table 152: Question 3 by Survey Year

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	2023	2021	2018	2015	2012	2008	2006	2004
I feel safe here	45%	44%	44%	46%	NA	NA	NA	NA
I like the school my children attend	9%	8%	8%	8%	NA	NA	NA	NA
My job is here	8%	12%	12%	14%	NA	NA	NA	NA

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	2023	2021	2018	2015	2012	2008	2006	2004
I like my neighborhood	58%	55%	49%	54%	NA	NA	NA	NA
I like the location in general	75%	75%	76%	72%	NA	NA	NA	NA
I like the access to dining and entertainment	27%	27%	29%	26%	NA	NA	NA	NA
Housing and rental rates are affordable	27%	29%	29%	36%	NA	NA	NA	NA
I've always lived here	13%	12%	13%	15%	NA	NA	NA	NA
I have friends and family in the area	29%	28%	26%	28%	NA	NA	NA	NA
Small town feel	30%	26%	27%	NA	NA	NA	NA	NA
Cost of living is affordable	17%	19%	26%	34%	NA	NA	NA	NA
I like that the community is forward-thinking	15%	14%	16%	15%	NA	NA	NA	NA
The growing and diverse community	15%	13%	14%	14%	NA	NA	NA	NA
None of these	5%	5%	4%	NA	NA	NA	NA	NA

Table 153: Question 4 by Survey Year

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Sense of community	60% D	63% D E	63% D E	53%	59% D			
Openness and acceptance of the community toward people of diverse backgrounds	60%	58%	59%	56%	63% B D			

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Cleanliness of Wheat Ridge	47%	57% A	60% A	60% A	66% A B C D			
Overall quality of new development in Wheat Ridge	48%	52%	54% A E	52%	49%			
Variety of housing options	46%	54% A C	49%	50%	55% A C D			
Overall quality of business and service establishments in Wheat Ridge	56% D E	62% A C D E	57% D E	48%	51%			
Shopping opportunities	43% C D E	48% C D E	37%	36%	37%			
Opportunities to attend cultural activities	41% B D E	32%	41% B D E	31%	34%			
Recreational opportunities	69%	72% D	77% A B D E	66%	70%			
Employment opportunities	36% D E	39% D E	38% D E	25%	25%			
Educational opportunities	46% D	48% D E	45% D	36%	42% D			

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Opportunities to participate in social events and activities	50%	51% E	59% A B D E	48%	46%			
Opportunities to volunteer	60%	56%	69% A B D	60%	65% B			
Opportunities to participate in civic matters	57%	56%	63% A B D	56%	59%			
Availability of parks	78%	86% A						
Availability of dog parks	56%							
Availability of paths and walking trails	69%	82% A D E	79% A D E	74% A E	70%			
Availability of bike paths and bike lanes	63%	78% A D	77% A D	71% A				
Availability of affordable quality housing	30%	37% A	35% A	43% A B C	51% A B C D			
Availability of affordable quality child care	26%	34%	33%	33%	44% A B C D			
Availability of affordable quality health care	58%	62%	62%	61%	62%			
Availability of affordable quality food	60%	67% A D E	69% A D E	61%	57%			

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Availability of preventive health services	59%	63%	64%	61%	63%			
Air quality	55%	58%	64% A B	67% A B	66% A B			
Quality of overall natural environment in Wheat Ridge	64%	70% A	70% A	68%	71% A			
Overall image or reputation of Wheat Ridge	62%	67% A C D E	61%	60%	61%			

Table 154: Question 5 by Survey Year

Please rate your community on each of the following: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Making all residents feel welcome	62%	65%						
Helping new residents feel connected and integrated	45%	49%						
Attracting people from diverse backgrounds	40%	41%						
Valuing residents from diverse backgrounds	46%	47%						
Demonstrating respect for residents of different cultures and belief systems	48%	54% A						
Treating all residents fairly	51%	59% A						

Please rate your community on each of the following: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Providing a safe and secure environment for residents of all backgrounds	54%	57%						
Respecting individual cultural beliefs and values	57%	60%						
Providing equal employment opportunities to residents of all backgrounds	51%	55%						
Providing equal access to housing for residents of all backgrounds	48%	57% A						
Making all residents feel welcome in business establishments	66%	70%						
Welcoming residents from all backgrounds to participate in local government and community decision-making	59%	59%						

Table 155: Question 6 by Survey Year

Please indicate how likely or unlikely you are to do each of the following: (Percent rating as "very likely" or "somewhat likely")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Recommend living in Wheat Ridge to someone who asks	89%	87%	90% B	90% B	90% B			
Remain in Wheat Ridge for the next five years	87% B	83%	86% B	87% B	88% B			

Table 156: Question 7 by Survey Year

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent rating at least once)	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Used Wheat Ridge Recreation Center	51% B	39%	59% A B	58% A B	61% A B	64% A B C D	63% A B C D	63% A B C D
Participated in a recreation program or activity	42% B	30%	42% B	39% B	44% B D	44% B D	44% B D	42% B
Used a Wheat Ridge park or trail	86% H	86% H	86% H	85%	85%	85% H	84%	82%
Visited the Wheat Ridge outdoor pool at Anderson Park	26% C		21%					
Visited the Anderson Building for a reason not related to the outdoor pool	21% B	18%						
Used a Wheat Ridge bike/pedestrian path	80% E G H	79% E H	78% H	76% H	75% H	76% H	75% H	71%
Used Clear Creek Trail	65%	67%	68%					
Attended a virtual or in-person meeting of local city officials or other local public meeting	20%	18%	23% A B	26% A B G H	24% A B	27% A B G H	21%	23% B
Watched a meeting of local city officials (on cable television, YouTube, etc.)	22%	21%	21%	25%	32% A B C D	44% A B C D E	41% A B C D E	42% A B C D E

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge? (Percent rating at least once)	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Participated in a senior program	14%	12%	15% B	16% B	18% A B H	20% A B C D H	17% A B	15%
Visited the Active Adult Center	17%		21%	22% A	26% A C D	33% A C D E G	29% A C D	30% A C D E
Dined at a Wheat Ridge restaurant (other than fast food)	92% B D	87%	93% B D E G H	89%	89%	92% B	90% B	90% B
Used the Wheat Ridge Library	42%	38%	48% A B	52% A B C	52% A B C	54% A B C G H	49% A B	50% A B
Attended a Wheat Ridge festival or special event	64% B	42%	68% B D	61% B				
Ridden an RTD bus	30% B	25%	37% A B	38% A B	40% A B	44% A B C D G H	36% A B	40% A B
Ridden the G-Line from the Wheat Ridge-Ward station	23%	21%						

Table 157: Question 8 by Survey Year

Please rate the following aspects of transportation within the City of Wheat Ridge: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Condition of city streets	38%	49% A	64% A B D	54% A B	64% A B D	61% A B D	68% A B D F	70% A B C D E F
Condition of sidewalks	34%							
Access to mass transit	56%	67% A	67% A					
Ease of car travel in Wheat Ridge	65% D	73% A C D E F G H	66% D	58%	68% D H	65% D	65% D	64% D
Ease of bus travel in Wheat Ridge	57%	62%	69% A B D E F G H	61%	58%	60%	61%	57%
Ease of commuter rail use in Wheat Ridge	48%	53%						
Ease of walking in Wheat Ridge	54%	62% A C E F	56% E	58% E	50%	56% E	58% E	
Ease of bicycle travel in Wheat Ridge	58% E	66% A C D E	61% E	58% E	50%			
Traffic flow on major streets	35%	42% A C D	31%	33%	46% A C D			

Table 158: Question 9: Quality by Survey Year

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Snow removal	52%	65% A F	64% A F	67% A F	67% A F	58% A	69% A B C F H	64% A F
Street repair and maintenance	31%	45% A	52% A B D	42% A	56% A B D F	51% A B D	58% A B C D F	55% A B D F
Street sweeping	49%	56% A	64% A B D F	57% A	62% A B	58% A	63% A B D F	62% A B
Stormwater drainage	59%							
Traffic enforcement	52%	60% A	64% A B	66% A B	69% A B C	69% A B C	69% A B C	66% A B
Code enforcement (junk vehicles, weed control, trash, outside storage)	36%	41%	49% A B G H	48% A B G H	49% A B G H	45% A B	42% A	42% A
Animal control	60%	68% A C	60%	68% A C	71% A C			
Land use, planning and zoning	41%	43%	42%	43%	46%	41%		

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Building permits	37%	48% A	52% A	48% A	51% A	56% A B D	54% A	56% A B D
Building inspections	43%	49%	49%	52% A	59% A B C G	57% A B C	52% A	54% A
Maintenance of existing city parks	75%	80% A C H	74%	77%	80% A C H	77%	79% A C	76%
Maintenance of open space and trails	73%	79% A H	77%	78% A H	77% A	75%	80% A F H	74%
Recreation programs	73%	79% A	78% A	79% A	82% A	81% A	81% A	81% A
City-sponsored special events	64%							
Recreation facilities	78%	84% A C	77%	83% A C	85% A C	85% A C	87% A C D	85% A C
Community/public art	42%	41%	47% B D E	40%	41%	45% D	43%	
Services/programs for youth	48%	58% A	61% A G	64% A G	64% A G	65% A G	54%	64% A G
Services/programs for seniors	62%	66%	68%	76% A B C	77% A B C	72% A	74% A B C	75% A B C

The following are services provided by the City of Wheat Ridge. For each service, please rate the quality of each service: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Municipal court	56%	62% C	54%	60%	67% A C	66% A C	68% A C D	66% A C
Public information services	53%	55% D	56% D	48%				
Community engagement by City staff	47%	49%						
Addressing homelessness throughout city	15%							
Policing services	54%	69% A	68% A	69% A	76% A B C D	73% A B C	72% A	76% A B C D
Police response time to emergency police calls (not code enforcement)	66%	80% A C	74% A	79% A C	83% A C	79% A C	79% A C	79% A C
Police response time to non-emergency police calls (not code enforcement)	53%	69% A	68% A	72% A G	77% A B C F G H	69% A	64% A	71% A G
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	43%	56% A	70% A B D	59% A	67% A B D			
Relationship-based policing	50%	55%						

Table 159: Question 9: Importance by Survey Year

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Snow removal	85% G	87% C F G H	83% G	90% A C E F G H	83% G	83% G	77%	82% G
Street repair and maintenance	91% C F G H	91% C F G H	88%	95% B C E F G H	89%	86%	87%	86%
Street sweeping	42%	59% A E G	68% A B D E F G H	61% A E F G H	53% A	55% A	53% A	55% A
Stormwater drainage	79%							
Traffic enforcement	67%	68%	73% A B	76% A B	72% A	77% A B	78% A B C E	82% A B C D E F
Code enforcement (junk vehicles, weed control, trash, outside storage)	60%	62%	66% A D	59%	66% A D	69% A B D	72% A B C D E H	67% A B D
Animal control	52%	63% A C	56%	59% A	60% A			
Land use, planning and zoning	75%	76%	74%	77%	79% C	76%		

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Building permits	71% D F H	73% C D F H	66%	63%	68%	64%	68%	65%
Building inspections	76% H	76% F H	73%	71%	72%	71%	77% D F H	70%
Maintenance of existing city parks	86% H	88% C G H	83% H	86% H	85% H	85% H	83% H	77%
Maintenance of open space and trails	83% G H	87% A E F G H	86% E F G H	84% E G H	80% H	82% G H	77% H	74%
Recreation programs	63%	63%	75% A B D H	66%	72% A B D	72% A B D	71% A B	69% A B
City-sponsored special events	44%							
Recreation facilities	75% C	72% C	66%	73% C	74% C	76% C	75% C	74% C
Community/public art	41%	44% D G	53% A B D E F G	37%	44% D G	46% D G	38%	
Services/programs for youth	78%	80% D	80%	76%	79%	81% D	83% A D	81% D

The following are services provided by the City of Wheat Ridge. For each service, please rate the importance of each service: (Percent rating as "essential" or "very important")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Services/programs for seniors	73% C	77% A C D	68%	70%	75% C D	77% C D	79% A C D	76% C D
Municipal court	76% C	76% C	69%	75% C	76% C	78% C	79% C	78% C
Public information services	70% C	71% C	63%	68% C				
Community engagement by City staff	60%	62%						
Addressing homelessness throughout city	92%							
Policing services	86%	84%	87% B	87%	91% A B C D	91% A B C D	94% A B C D E F	94% A B C D E F
Police response time to emergency police calls (not code enforcement)	96% C	96% C	93%	97% C	97% C	97% C	97% C	97% C
Police response time to non-emergency police calls (not code enforcement)	81%	82%	88% A B	87% A B	89% A B	88% A B	89% A B	87% A B
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	83%	86%	89% A	86%	94% A B C D			
Relationship-based policing	80% B	74%						

Table 160: Question 10 by Survey Year

Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	72%	73%	73%	72%	75%	75%		

Table 161: Question 11 by Survey Year

How would you rate the overall performance of the Wheat Ridge city government: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
How would you rate the overall performance of the Wheat Ridge city government?	61% D	66% A D H	64% D	51%	64% D	65% D H	62% D	60% D

Table 162: Question 12 by Survey Year

Please rate the following aspects of Wheat Ridge city government performance: (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	53% D	62% A C D	57% D	42%	59% A D			
The quality of work performed by City of Wheat Ridge employees	71%	76% A D	72% D	67%	72%			
The quality of experience interacting with a Wheat Ridge police officer	72%							
The value of services for the taxes paid to Wheat Ridge	47%	57% A D	52%	48%	53% A			
The overall direction that Wheat Ridge is taking	54%	57% D	60% A D	51%	56%			
The job Wheat Ridge does at informing residents on major issues within the community	48% D	49% D	52% D	36%	48% D			
The job Wheat Ridge government does at welcoming resident involvement	52% D	50% D	55% D	43%	50% D			

Table 163: Question 13 by Survey Year

In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)? (Percent rating as "yes").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?	33%	37%	40% A	42% A B E	35%	40% A E	44% A B C E	44% A B E

Table 164: Question 14 by Survey Year

What was your impression of the City of Wheat Ridge employee(s) overall? (Percent rating as "excellent" or "good").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Knowledge	77%	81% D	77%	72%	86% A C D G H	82% D	78%	78%
Responsiveness	71%	77% A D	72%	71%	81% A C D	76%	76%	76%
Courtesy	77%	82% D	84% A D	75%	86% A D	85% A D	82% D	81% D
Making you feel valued	64%	73% A D	70% D	60%	76% A D H	69% D	69% D	69% D
Overall impression	68%	77% A D	76% A D	65%	79% A D F	72% D	75% A D	73% D

Table 165: Question 15 by Survey Year

Please rate how safe you feel in the following areas in Wheat Ridge (Percent rating as "very safe" or "somewhat safe")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Parks and playgrounds	81%	84% A	87% A F H	85% A	88% A B D F H	82%	86% A F H	82%
Recreation centers	91%	93%	94% A	93%	92%	92%	92%	92%

Please rate how safe you feel in the following areas in Wheat Ridge (Percent rating as "very safe" or "somewhat safe")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
In your neighborhood	81%	80%	86% A B D G	81%	85% A B D G	83% G	78%	85% A B D G
In your home	91% F	90%	93% B F	93% B F	93% B F	88%		
On the trail system	65%	76% A F G H	73% A G H	72% A G H	75% A F G H	70% A	67%	67%
On roadways	64%	72% A	70% A	74% A C				
Retail/commercial areas	73%	82% A	82% A	84% A	83% A	83% A	83% A	

Table 166: Question 16 by Survey Year

Please indicate whether or not each of the following has applied to you in the last 12 months (Percent rating as "yes")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Household member was a victim of a crime in Wheat Ridge	14%	13%	13%	14%				
Reported a crime to the police in Wheat Ridge	22%	22%	24%	24%				

Table 167: Question 17 by Survey Year

How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months? (Percent rating as "essential" or "very important")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Solving violent crimes	94%	97% A	97% A	99% A C				
Solving property crimes	88%	88%	87%	90% C				
Reducing illegal activities committed by youth	76%	75%	80% A B	86% A B C				
Reducing illegal drug activity	75%	72%	79% A B	81% A B				
Enforcement of traffic laws	62%	61%	63%	61%				
Code enforcement (junk vehicles, weed control, trash, etc.)	54%	51%	53%	51%				
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	74%	76%	80% A B	81% A B				

Table 168: Question 18 by Survey Year

How much of a priority, if at all, should the City of Wheat Ridge Police Department place on each of the following in the next two years? (Percent rating as "high priority" or "medium priority")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Better connection with the community (i.e., community forums, events)	79%	84% A	83% A					

How much of a priority, if at all, should the City of Wheat Ridge Police Department place on each of the following in the next two years? (Percent rating as "high priority" or "medium priority")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Increased visibility of police	78%	74%	79% B					
Additional City resources directed towards crime-related mental health issues in the community	90%	92%						
Greater accessibility to police and police-related information	74%	79% A	76%					
More relationship-based policing officers (problem solving at a community-level such as neighborhood problems)	80%	80%	78%					
Adding officers in public schools	70% B	57%	68% B					
Adding surveillance cameras in high crime areas	84% B	77%	82% B					

Table 169: Question 19 by Survey Year

When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)	2023	2021	2018	2015	2012	2008	2006	2004
It is convenient; on my way to or from work or near my home	45%	49%	43%	38%	41%	38%	40%	39%
I like the range of quality goods and services	52%	48%	45%	44%	46%	41%	41%	42%
Desired item is not available in Wheat Ridge	68%	69%	69%	72%	71%	69%	67%	71%
It is more affordable	17%	14%	19%	19%	22%	20%	20%	16%
Visit a mall or other major retailers	46%	46%	50%	53%	57%	57%	NA	NA

When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)	2023	2021	2018	2015	2012	2008	2006	2004
I shop online	54%	58%	55%	NA	NA	NA	NA	NA
Other	12%	10%	6%	15%	17%	18%	5%	4%

Table 170: Question 20 by Survey Year

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge: (Percent rating as "very frequently" or "somewhat frequently").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Grocery shopping	85%	84%	89% A B E	87% E	82%	87% E	91% A B D E F H	88% A B E
Health services	45%	44%	45%	44%	47%	52% A B C D E	55% A B C D E	54% A B C D E
Meals and entertainment	61%	63%	64%	63%	62%	68% A B C D E	68% A B C D E	68% A B C D E
Household items	55%	56%	57%	58%	59%	63% A B C D	65% A B C D E	63% A B C D
Computers and electronics	10%	11%	9%	13% C	16% A B C G H	14% A C	12%	12%

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge: (Percent rating as "very frequently" or "somewhat frequently").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
General retail (shoes, drug stores, clothing, etc.)	39% C D	39% C D	32%	31%	41% C D	41% C D	43% C D	44% A B C D

Table 171: Question 21 by Survey Year

How much do you agree or disagree that the City of Wheat Ridge should do each of the following? (Percent rating as "strongly agree" or "somewhat agree").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Promote efforts to revitalize Wheat Ridge's housing areas	75%	75%	80% A B	78%	78%	79% B	79% B	77%
Promote efforts to revitalize Wheat Ridge's business areas	84% H	85% H	85% H	84% H	85% H	83% H	83% H	78%
Strengthen Wheat Ridge's community image and identity	71%	75% A	76% A H	80% A B H	78% A H	81% A B C H	78% A H	72%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	81% H	84% C G H	79% H	81% H	87% A C D F G H	82% H	78% H	71%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling St	87% C D G H	84% D H	82% D	77%	87% C D G H	85% D H	83% D H	79%

How much do you agree or disagree that the City of Wheat Ridge should do each of the following? (Percent rating as "strongly agree" or "somewhat agree").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Promote efforts to attract new jobs	76%	81% A	78%					

Table 172: Question 24 by Survey Year

To what degree, if at all, is homelessness a problem in the City of Wheat Ridge? (Percent rating as "major problem" or "moderate problem").	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
To what degree, if at all, is homelessness a problem in the City of Wheat Ridge?	81% B C	77% C	61%					

Table 173: Question 25 by Survey Year

How important to you, if at all, is it for the City to contribute funding to community-based organizations that provide each of the following services to the homeless populations? (Percent rating as "essential" or "very important")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Job training programs	59%	63%	60%					
Mental health programs	81%	84%	81%					
Substance abuse programs	76%	81% A C	78%					
Shelters for severe weather	69%	75% A C	69%					
Housing/rental assistance programs	63%	67% C	61%					
Supportive housing, which combines housing with services such as job training and substance abuse treatment	71%	76% A C	69%					

Table 174: Question 26

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers? (Percent rating as "essential" or "very important")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Expanding access to residential recycling and composting services	64%	64%						
Implementing organized trash hauling in neighborhoods	52%	59% A						
Promoting use of drought-tolerant and native landscaping	59%	58%						

How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers? (Percent rating as "essential" or "very important")	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Improving localized flooding and reducing impacts on private property through improvements to the city's stormwater drainage system	59%							
Improving water quality from runoff to local streams & lakes	69%							
Encouraging biking or walking, instead of automobile use	53% B	47%	53% B					
Ensuring availability of and access to public transit	64%	64%	72% A B					
Implementing energy efficiency improvements for city facilities	59%	62%						
Requiring green building practices for new commercial and residential construction	57%	62% A						
Promoting renewable energy (wind or solar) in the community	58%	63% A	69% A B					
Promoting renewable energy (wind or solar) in the home	54%	59% A	68% A B					
Creating walkable communities (providing sidewalk connections, bike lanes, retail/ shopping/ grocery closer to homes, etc.)	72%	75%	75%					

Table 175: Question 27 by Survey Year

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent rating at least once).	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
City Quarterly "Connections" Newsletter	74% E F G H	72% E G H	73% E G H	72% E H	67%	70% H	68% H	64%
Parks and Recreation Activity Guide	58%	57%	71% A B					
Denver Post	39%	40%	44% A B	49% A B C	60% A B C D	69% A B C D E	71% A B C D E	74% A B C D E F
Denver Post YourHub	18%	15%	24% A B	32% A B C E	28% A B			
Jeffco Transcript	26%	28%	46% A B	52% A B C F	57% A B C D F G H	45% A B	49% A B	47% A B
Neighborhood Gazette	77% B C D E	72% C E	68% E	68% E	60%			
Radio news	37%	44% A E	45% A E	42% A E	33%	52% A B C D E	48% A D E	52% A B C D E

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent rating at least once).	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Television news	54%	60% A	62% A E	62% A E	57%	76% A B C D E G	71% A B C D E	75% A B C D E
WRTV8 (Government Access Channel)	13%	16%	21% A B	20% A	30% A B C D	48% A B C D E	45% A B C D E	50% A B C D E G
City live/on-demand video streaming, including City Council meetings	17% C D E	18% C D E	10%	11%	11%			
City's website: www.ci.wheatridge.co.us	54% D E F G H	52% D E F G H	50% E F G H	46% E F G H	40% F G H	34% G H	27% H	23%
City website automatic notifications (e.g., community events, calendar listing)	28% B D	24%	25%	23%				
City of Wheat Ridge social media sites (Facebook, Twitter)	32% B C	26%	24%					
Wheat Ridge Speaks	15%	12%						
What's Up Wheat Ridge	26% B	18%						
Wheat Ridge Police Department social media sites (Facebook, Twitter, Instagram)	33% B C D	24% C D	20%	16%				
Wheat Ridge Recreation Center's Facebook/Instagram page	17% C D	16%	13%	14%				

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent rating at least once).	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Community-created Facebook groups/pages about Wheat Ridge	24% C D	22% D	20%	17%				
Neighborhood websites (e.g., NextDoor, etc.)	43% C D	45% C D	36% D	18%				
Word of mouth	77%	74%	82% A B E G H	83% A B E G H	78% B	79% B	76%	76%

Table 176: Question 28

In a typical month, about how many times, if ever, do you use each of the following social media sites? (Percent rating as at least once).	2023	2021	2018	2015	2012	2008	2006	2004
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Facebook	60%	59%	66% A B					
Twitter	23%	23%	20%					
YouTube	73%	71%	72%					
LinkedIn	38%	36%	38%					
NextDoor	41% C	42% C	31%					
Instagram	44% B C	38%	33%					
TikTok	16%							

Appendix E: Detailed Benchmark Comparisons

Comparison Data

Polco/National Research Center (NRC)'s database of comparative resident opinion comprises resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on the Wheat Ridge Quality of Life 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. National benchmark comparisons, Minnesota communities' comparisons and comparisons to the north central region with populations over 15,000 have been provided when similar questions on the Wheat Ridge Quality of Life Survey are included in NRC's database.

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 Wheat Ridge'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," "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. The second column is the rank assigned to Wheat Ridge'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 Wheat Ridge's rating to the benchmark.

In that final column, Wheat Ridge'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 residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Wheat Ridge'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 Wheat Ridge's average rating was more than 20 points different when compared to the benchmark.

National Benchmark Comparisons

Table 177: Quality of Life

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Wheat Ridge as a place to live	85%	208	339	Similar
Your neighborhood as a place to live	79%	219	302	Lower
Wheat Ridge as a place to raise children	74%	245	343	Lower
Wheat Ridge as a place to work	62%	190	336	Similar
Wheat Ridge as a place to retire	65%	197	340	Similar
Overall quality of life in Wheat Ridge	78%	243	357	Similar

Table 178: Likelihood of Remaining in and Recommending Wheat Ridge

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recommend living in Wheat Ridge to someone who asks	89%	117	293	Higher
Remain in Wheat Ridge for the next five years	87%	77	291	Similar

Table 179: Community Characteristics

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	60%	207	308	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Openness and acceptance of the community toward people of diverse backgrounds	60%	161	305	Similar
Cleanliness of Wheat Ridge	47%	262	311	Much lower
Overall quality of new development in Wheat Ridge	48%	194	303	Similar
Variety of housing options	46%	136	294	Similar
Overall quality of business and service establishments in Wheat Ridge	56%	234	295	Lower
Shopping opportunities	43%	190	298	Similar
Opportunities to attend cultural activities	41%	237	296	Lower
Recreational opportunities	69%	171	301	Similar
Employment opportunities	36%	202	307	Similar
Educational opportunities	46%	207	281	Lower
Opportunities to participate in social events and activities	50%	207	292	Similar
Opportunities to volunteer	60%	211	287	Similar
Opportunities to participate in civic matters	57%	179	288	Similar
Availability of parks	78%	NA	NA	NA
Availability of paths and walking trails	69%	153	307	Similar
Availability of affordable quality housing	30%	159	315	Similar
Availability of affordable quality child care	26%	213	287	Lower
Availability of affordable quality health care	58%	140	287	Similar
Availability of affordable quality food	60%	159	277	Similar
Availability of preventive health services	59%	139	274	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Air quality	55%	254	281	Much lower
Quality of overall natural environment in Wheat Ridge	64%	246	296	Much lower
Overall image or reputation of Wheat Ridge	62%	236	334	Lower

Table 180: Equity and Inclusion

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Making all residents feel welcome	62%	170	226	Lower
Attracting people from diverse backgrounds	40%	193	223	Much lower
Treating all residents fairly	51%	169	291	Similar

Table 181: Aspects of Transportation

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Condition of city streets	38%	7	7	Much lower
Condition of sidewalks	34%	NA	NA	NA
Ease of car travel in Wheat Ridge	65%	197	304	Similar
Ease of bus travel in Wheat Ridge	57%	2	9	Higher
Ease of walking in Wheat Ridge	54%	211	307	Lower
Ease of bicycle travel in Wheat Ridge	58%	126	304	Similar
Traffic flow on major streets	35%	250	310	Much lower

Table 182: Participation in Activities

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used Wheat Ridge Recreation Center	51%	109	154	Similar
Participated in a recreation program or activity	42%	NA	NA	NA
Used a Wheat Ridge park or trail	86%	69	171	Similar
Attended a virtual or in-person meeting of local city officials or other local public meeting	20%	130	284	Similar
Watched a meeting of local city officials (on cable television, YouTube, etc.)	22%	168	272	Similar
Used the Wheat Ridge Library	42%	153	155	Much lower
Attended a Wheat Ridge festival or special event	64%	33	166	Much higher

Table 183: City Services

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	72%	210	337	Similar
Snow removal	52%	194	241	Much lower
Street repair and maintenance	31%	236	328	Lower
Street sweeping	49%	241	296	Lower
Stormwater drainage	59%	239	303	Lower
Traffic enforcement	52%	245	329	Lower
Code enforcement (junk vehicles, weed control, trash, outside storage)	36%	232	322	Lower
Animal control	60%	227	304	Lower
Land use, planning and zoning	41%	170	299	Similar
Building permits	37%	7	7	Much lower

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Building inspections	43%	8	8	Much lower
Maintenance of existing city parks	75%	7	8	Lower
Recreation programs	73%	120	302	Similar
City-sponsored special events	64%	138	285	Similar
Recreation facilities	78%	79	291	Higher
Services/programs for youth	48%	9	10	Much lower
Services/programs for seniors	62%	10	18	Similar
Public information services	53%	241	295	Lower
Policing services	54%	330	350	Much lower
Police response time to emergency police calls (not code enforcement)	66%	3	6	Similar
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	43%	288	328	Much lower

Table 184: Safety in Public Areas

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Parks and playgrounds	81%	8	11	Similar
In your neighborhood	81%	6	6	Lower

Table 185: City Government Performance

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	53%	5	6	Much lower

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The value of services for the taxes paid to Wheat Ridge	47%	192	341	Similar
The overall direction that Wheat Ridge is taking	54%	183	321	Similar
The job Wheat Ridge does at informing residents on major issues within the community	48%	118	231	Similar
The job Wheat Ridge government does at welcoming resident involvement	52%	140	317	Similar

Table 186: City Employees

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?	33%	292	310	Much lower
Knowledge	77%	19	20	Lower
Responsiveness	71%	18	20	Lower
Courtesy	77%	15	16	Lower
Making you feel valued	64%	NA	NA	NA
Overall impression	68%	218	336	Similar

National Benchmark Communities

The communities included in the Wheat Ridge national comparisons are listed on the following pages along with their population according to the 2021 American Community Survey.

Adams County, CO.....	509,844	Chanhasen city, MN.....	25,965	Escambia County, FL.....	316,691
Albany city, OR.....	54,442	Chapel Hill town, NC.....	61,912	Escondido city, CA.....	150,396
Albert Lea city, MN.....	17,804	Charles County, MD.....	161,448	Estes Park town, CO.....	6,504
Alexandria city, VA.....	158,309	Charlotte County, FL.....	185,926	Farmers Branch city, TX.....	42,659
Allegan County, MI.....	117,104	Charlottesville city, VA.....	47,217	Fate city, TX.....	14,300
American Canyon city, CA.....	20,256	Chatfield city, MN.....	2,690	Fayetteville city, GA.....	17,902
Ankeny city, IA.....	64,744	Chattanooga city, TN.....	181,370	Fayetteville city, NC.....	211,201
Ann Arbor city, MI.....	121,093	Chesterfield County, VA.....	348,500	Ferguson township, PA.....	19,540
Anna city, TX.....	14,159	Clackamas County, OR.....	415,084	Fernandina Beach city, FL.....	12,622
Apache Junction city, AZ.....	41,863	Clatsop County, OR.....	39,656	Flagstaff city, AZ.....	73,319
Asheville city, NC.....	92,328	Clearwater city, FL.....	115,975	Fletcher town, NC.....	8,287
Ashland city, OR.....	21,138	Cleveland Heights city, OH.....	44,176	Florence town, AZ.....	26,777
Ashland town, MA.....	17,787	Clive city, IA.....	17,246	Flower Mound town, TX.....	78,854
Ashland town, VA.....	7,819	Clovis city, CA.....	112,663	Fort Collins city, CO.....	166,069
Athens-Clarke County unified government (balance).....	124,962	College Park city, MD.....	32,221	Fort Knox CDP, KY.....	8,865
Auburn city, AL.....	65,508	Collegedale city, TN.....	11,402	Franklin city, TN.....	80,675
Aurora city, CO.....	379,434	Collinsville city, IL.....	24,489	Frederick town, CO.....	10,414
Avondale city, AZ.....	86,091	Commerce City city, CO.....	55,891	Fremont city, CA.....	234,829
Bainbridge Island city, WA.....	24,859	Coral Gables city, FL.....	49,937	Frisco town, CO.....	2,928
Baltimore County, MD.....	828,193	Corona city, CA.....	168,112	Gaithersburg city, MD.....	67,878
Basehor city, KS.....	6,225	Coronado city, CA.....	24,526	Gardena city, CA.....	59,401
Batavia city, IL.....	26,479	Corvallis city, OR.....	58,612	Gardner city, KS.....	21,936
Battle Creek city, MI.....	51,084	Coventry town, CT.....	12,434	Georgetown city, TX.....	75,470
Baytown city, TX.....	76,089	Dacono city, CO.....	6,167	Gilbert town, AZ.....	248,349
Beaumont city, CA.....	48,272	Dakota County, MN.....	425,271	Glencoe village, IL.....	8,836
Bedford city, TX.....	49,145	Dallas city, OR.....	16,612	Glendale city, AZ.....	250,290
Benicia city, CA.....	28,158	Dallas city, TX.....	1,338,846	Glendora city, CA.....	51,087
Berthoud town, CO.....	8,574	Danville city, KY.....	16,801	Golden city, CO.....	20,391
Bethlehem township, PA.....	24,122	Davenport city, IA.....	102,199	Goodyear city, AZ.....	83,519
Bettendorf city, IA.....	36,214	Davidson town, NC.....	12,920	Grand Rapids city, MI.....	199,417
Billings city, MT.....	109,705	Daviess County, KY.....	101,001	Grand Traverse County, MI.....	92,640
Bloomington city, IN.....	84,691	Daytona Beach city, FL.....	68,711	Greeley city, CO.....	107,445
Bloomington city, MN.....	85,226	Decatur city, GA.....	24,814	Greer city, SC.....	32,229
Borger city, TX.....	12,534	DeLand city, FL.....	33,620	Gulf Breeze city, FL.....	6,725
Boulder city, CO.....	108,777	Delhi charter township, MI.....	27,817	Gunnison County, CO.....	17,119
Bowling Green city, KY.....	71,628	Denison city, TX.....	24,851	Hamilton city, OH.....	62,162
Bozeman city, MT.....	48,330	Denton city, TX.....	139,734	Hanover County, VA.....	106,538
Brighton city, CO.....	38,355	Denver city, CO.....	715,878	Hastings city, MN.....	22,796
Broadview village, IL.....	7,677	DeSoto city, TX.....	53,170	Highlands Ranch CDP, CO.....	107,017
Brookline CDP, MA.....	59,223	Destin city, FL.....	14,482	Hilliard city, OH.....	37,023
Broomfield city, CO.....	69,444	Dover city, NH.....	31,922	Honolulu County, HI.....	979,682
Buckeye town, AZ.....	74,467	Dublin city, OH.....	47,824	Hopkinton town, MA.....	18,030
Buffalo Grove village, IL.....	40,804	Durham city, NC.....	276,341	Huntsville city, TX.....	41,664
Canandaigua city, NY.....	10,241	Eagan city, MN.....	66,377	Hutchinson city, MN.....	13,935
Cañon City city, CO.....	16,369	Eden Prairie city, MN.....	64,481	Independence city, IA.....	6,085
Cape Coral city, FL.....	189,633	Edina city, MN.....	52,215	Issaquah city, WA.....	38,707
Carbondale city, IL.....	25,400	Edmond city, OK.....	93,101	Jackson County, MI.....	158,174
Carol Stream village, IL.....	39,447	El Cerrito city, CA.....	25,280	Jerome city, ID.....	11,824
Cedar Park city, TX.....	77,181	El Mirage city, AZ.....	35,702	Johnson City city, TN.....	66,934
Cedar Rapids city, IA.....	133,125	Elbert County, CO.....	26,230	Johnson County, KS.....	597,574
Celina city, TX.....	13,608	Elk Grove city, CA.....	173,370	Johnston city, IA.....	22,077
Centennial city, CO.....	111,331	Englewood city, CO.....	34,840	Johnstown town, CO.....	14,357
		Erie town, CO.....	27,157	Jupiter town, FL.....	65,139

Kalamazoo city, MI.....	76,106	Moorpark city, CA.....	36,443	Richfield city, MN.....	36,253
Kansas City city, KS.....	153,014	Morristown city, TN.....	29,887	Richland city, WA.....	57,353
Kansas City city, MO.....	491,158	Morrisville town, NC.....	27,582	Richmond city, CA.....	110,051
Kerrville city, TX.....	23,511	Mount Prospect village, IL.....	54,165	Richmond city, VA.....	229,233
Kingman city, AZ.....	30,433	Mountlake Terrace city, WA.....	21,328	Richmond Heights city, MO.....	8,581
Kingsport city, TN.....	53,699	Muscataine city, IA.....	23,661	Rio Rancho city, NM.....	97,976
La Vista city, NE.....	17,081	Needham town, MA.....	31,177	River Falls city, WI.....	15,870
Laguna Beach city, CA.....	22,991	New Braunfels city, TX.....	84,622	Riverside city, CA.....	327,569
Lake Elsinore city, CA.....	64,201	New Brighton city, MN.....	22,663	Rochester city, MN.....	117,134
Lake Forest city, CA.....	84,666	New Concord village, OH.....	2,530	Rochester city, NY.....	206,357
Lake Havasu City city, AZ.....	55,463	New Orleans city, LA.....	391,249	Rock Hill city, SC.....	74,410
Lake in the Hills village, IL.....	28,617	Nichols Hills city, OK.....	3,910	Rocklin city, CA.....	67,070
Lake Zurich village, IL.....	19,912	Niles village, IL.....	29,198	Rockville city, MD.....	68,155
Lakeville city, MN.....	65,710	Norfolk city, NE.....	24,410	Roeland Park city, KS.....	6,747
Lakewood city, CO.....	155,733	North Bend city, OR.....	9,708	Rosemount city, MN.....	24,792
Lakewood city, WA.....	60,564	North Kansas City city, MO.....	4,606	Roseville city, CA.....	138,860
Lancaster County, SC.....	95,378	North Mankato city, MN.....	13,903	Round Rock city, TX.....	128,812
Larkspur city, CA.....	12,363	North Port city, FL.....	68,779	Royal Palm Beach village, FL.....	39,615
Las Cruces city, NM.....	102,950	Northglenn city, CO.....	39,201	Sachse city, TX.....	25,888
Lawrence city, KS.....	97,348	Novi city, MI.....	60,439	Sacramento city, CA.....	503,482
Lawrenceville city, GA.....	30,125	O'Fallon city, IL.....	29,487	Salem city, OR.....	171,806
Lewes city, DE.....	3,266	Oak Park village, IL.....	52,102	Sammamish city, WA.....	65,265
Little Elm city, TX.....	49,792	Oakdale city, MN.....	27,925	San Carlos city, CA.....	29,647
Littleton city, CO.....	46,208	Okaloosa County, FL.....	207,430	San Diego city, CA.....	1,414,545
Livermore city, CA.....	91,763	Oklahoma City city, OK.....	649,821	San Jose city, CA.....	1,029,409
Longmont city, CO.....	95,864	Olmsted County, MN.....	156,446	San Marcos city, TX.....	64,053
Los Alamos County, NM.....	18,976	Oregon City city, OR.....	37,057	Santa Cruz city, CA.....	65,011
Loudoun County, VA.....	405,312	Orland Park village, IL.....	58,380	Santa Fe County, NM.....	150,319
Louisville city, CO.....	19,342	Oshkosh city, WI.....	66,753	Sausalito city, CA.....	7,177
Loveland city, CO.....	81,774	Paducah city, KY.....	24,947	Savage city, MN.....	31,758
Lynchburg city, VA.....	80,970	Palm Coast city, FL.....	88,222	Schaumburg township, IL.....	129,604
Lynnwood city, WA.....	38,538	Palm Springs city, CA.....	48,390	Schaumburg village, IL.....	73,392
Manassas city, VA.....	41,038	Palm Springs village, FL.....	25,168	Scott County, MN.....	147,201
Mankato city, MN.....	42,685	Palo Alto city, CA.....	67,973	Scottsdale city, AZ.....	254,995
Maple Grove city, MN.....	71,569	Panama City Beach city, FL.....	12,747	Sedona city, AZ.....	10,341
Maplewood city, MN.....	40,684	Papillion city, NE.....	24,310	Shakopee city, MN.....	41,423
Marin County, CA.....	259,441	Park City city, UT.....	8,467	Shoreview city, MN.....	26,922
Marion city, IA.....	39,910	Parker town, CO.....	55,460	Shorewood village, IL.....	17,303
Mariposa County, CA.....	17,319	Pasco city, WA.....	74,266	Shrewsbury town, MA.....	37,683
Marshalltown city, IA.....	26,957	Pasco County, FL.....	539,885	Sioux Falls city, SD.....	180,927
Maryland Heights city, MO.....	26,996	Pearland city, TX.....	125,817	Skokie village, IL.....	63,300
Marysville city, WA.....	69,629	Perryville city, MO.....	8,500	South Bend city, IN.....	102,686
Maui County, HI.....	166,657	Philadelphia city, PA.....	1,581,531	South Portland city, ME.....	25,665
McKinney city, TX.....	191,197	Pinehurst village, NC.....	16,382	Spring Hill city, KS.....	6,992
Menlo Park city, CA.....	35,211	Pinellas County, FL.....	970,985	St. Anthony city, MN.....	9,035
Mercer Island city, WA.....	25,820	Plymouth city, MN.....	78,879	St. Augustine city, FL.....	15,065
Meridian charter township, MI.....	42,853	Port St. Lucie city, FL.....	195,773	St. Charles city, IL.....	32,612
Mesquite city, TX.....	142,429	Portage city, MI.....	49,224	St. Croix County, WI.....	89,702
Middleton city, WI.....	19,764	Portland city, TX.....	17,807	St. Louis County, MN.....	199,499
Middletown town, RI.....	15,982	Powhatan County, VA.....	29,253	St. Lucie County, FL.....	320,914
Milford city, DE.....	11,463	Prairie Village city, KS.....	22,255	Stafford County, VA.....	150,185
Milton city, GA.....	39,252	Prior Lake city, MN.....	26,775	State College borough, PA.....	42,100
Minturn town, CO.....	1,149	Pueblo city, CO.....	111,776	Steamboat Springs city, CO.....	13,048
Missoula County, MT.....	119,062	Puyallup city, WA.....	41,666	Sunnyvale city, CA.....	152,569
Missouri City city, TX.....	75,348	Raleigh city, NC.....	469,698	Surprise city, AZ.....	139,007
Moline city, IL.....	41,213	Ramsey city, MN.....	27,201	Suwanee city, GA.....	20,444
Monroe city, MI.....	19,543	Raymore city, MO.....	21,676	Takoma Park city, MD.....	17,703
Montgomery County, MD.....	1,047,661	Redding city, CA.....	92,025	Tempe city, AZ.....	191,607
Montpelier city, VT.....	7,434	Redlands city, CA.....	71,680	Temple city, TX.....	76,590

The Woodlands CDP, TX.....	114,532	Washington County, MN.....	259,072	Weston city, FL.....	70,965
Thomasville city, NC.....	26,834	Washington County, RI.....	126,139	Wheat Ridge city, CO.....	31,889
Tinley Park village, IL.....	56,082	Washoe County, NV.....	464,182	White House city, TN.....	12,258
Tracy city, CA.....	91,462	Washougal city, WA.....	15,927	Wichita city, KS.....	390,566
Tualatin city, OR.....	27,601	Waukesha city, WI.....	72,419	Williamsburg city, VA.....	15,034
Tustin city, CA.....	80,815	Waunakee village, WI.....	13,903	Wilsonville city, OR.....	24,413
Twin Falls city, ID.....	49,819	Wellington village, FL.....	64,990	Windsor town, CO.....	23,679
Unalaska city, AK.....	4,758	Wendell town, NC.....	7,962	Winston-Salem city, NC.....	245,787
Urbandale city, IA.....	43,879	West Bend city, WI.....	31,587	Winter Garden city, FL.....	44,888
Vallejo city, CA.....	121,275	West Chester township, OH.....	64,420	Woodbury city, MN.....	71,298
Victoria city, MN.....	9,787	West Linn city, OR.....	26,764	Woodinville city, WA.....	13,038
Vienna town, VA.....	16,532	West St. Paul city, MN.....	19,805	Wyoming city, MI.....	75,999
Walnut Creek city, CA.....	69,836	Westminster city, CO.....	114,832		
Warrenville city, IL.....	13,137	Westminster city, MD.....	18,649		

Front Range Benchmark Comparisons

Table 187: Quality of Life

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Wheat Ridge as a place to live	85%	10	20	Similar
Your neighborhood as a place to live	79%	9	18	Similar
Wheat Ridge as a place to raise children	74%	12	21	Similar
Wheat Ridge as a place to work	62%	10	21	Similar
Wheat Ridge as a place to retire	65%	10	21	Similar
Overall quality of life in Wheat Ridge	78%	11	21	Similar

Table 188: Likelihood of Remaining in and Recommending Wheat Ridge

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recommend living in Wheat Ridge to someone who asks	89%	4	16	Much higher
Remain in Wheat Ridge for the next five years	87%	1	15	Higher

Table 189: Community Characteristics

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	60%	8	16	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Openness and acceptance of the community toward people of diverse backgrounds	60%	10	18	Similar
Cleanliness of Wheat Ridge	47%	11	15	Lower
Overall quality of new development in Wheat Ridge	48%	6	13	Similar
Variety of housing options	46%	5	14	Higher
Overall quality of business and service establishments in Wheat Ridge	56%	9	14	Similar
Shopping opportunities	43%	11	17	Similar
Opportunities to attend cultural activities	41%	12	16	Lower
Recreational opportunities	69%	11	16	Similar
Employment opportunities	36%	13	18	Similar
Educational opportunities	46%	7	12	Similar
Opportunities to participate in social events and activities	50%	10	15	Similar
Opportunities to volunteer	60%	7	14	Similar
Opportunities to participate in civic matters	57%	7	15	Similar
Availability of parks	78%	NA	NA	NA
Availability of paths and walking trails	69%	8	15	Similar
Availability of affordable quality housing	30%	4	16	Higher
Availability of affordable quality child care	26%	6	13	Similar
Availability of affordable quality health care	58%	4	14	Higher
Availability of affordable quality food	60%	3	12	Higher
Availability of preventive health services	59%	4	11	Higher

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Air quality	55%	10	14	Similar
Quality of overall natural environment in Wheat Ridge	64%	10	15	Lower
Overall image or reputation of Wheat Ridge	62%	9	17	Higher

Table 190: Equity and Inclusion

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Making all residents feel welcome	62%	5	8	Similar
Attracting people from diverse backgrounds	40%	7	8	Similar
Treating all residents fairly	51%	5	12	Similar

Table 191: Aspects of Transportation

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Condition of city streets	38%	NA	NA	NA
Condition of sidewalks	34%	NA	NA	NA
Ease of car travel in Wheat Ridge	65%	8	18	Similar
Ease of bus travel in Wheat Ridge	57%	NA	NA	NA
Ease of walking in Wheat Ridge	54%	14	18	Lower
Ease of bicycle travel in Wheat Ridge	58%	10	18	Similar
Traffic flow on major streets	35%	13	17	Lower

Table 192: Participation in Activities

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used Wheat Ridge Recreation Center	51%	9	10	Lower
Participated in a recreation program or activity	42%	NA	NA	NA
Used a Wheat Ridge park or trail	86%	7	11	Similar
Attended a virtual or in-person meeting of local city officials or other local public meeting	20%	8	13	Similar
Watched a meeting of local city officials (on cable television, YouTube, etc.)	22%	7	13	Similar
Used the Wheat Ridge Library	42%	8	8	Much lower
Attended a Wheat Ridge festival or special event	64%	5	10	Higher

Table 193: City Services

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	72%	13	21	Similar
Snow removal	52%	11	18	Similar
Street repair and maintenance	31%	16	20	Lower
Street sweeping	49%	14	18	Lower
Stormwater drainage	59%	13	16	Lower
Traffic enforcement	52%	11	20	Similar
Code enforcement (junk vehicles, weed control, trash, outside storage)	36%	12	19	Similar
Animal control	60%	10	18	Similar
Land use, planning and zoning	41%	9	16	Similar
Building permits	37%	NA	NA	NA

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Building inspections	43%	NA	NA	NA
Maintenance of existing city parks	75%	NA	NA	NA
Recreation programs	73%	8	18	Similar
City-sponsored special events	64%	7	12	Similar
Recreation facilities	78%	9	17	Similar
Services/programs for youth	48%	NA	NA	NA
Services/programs for seniors	62%	4	5	Similar
Public information services	53%	7	13	Similar
Policing services	54%	16	20	Lower
Police response time to emergency police calls (not code enforcement)	66%	NA	NA	NA
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	43%	14	17	Similar

Table 194: Safety in Public Areas

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Parks and playgrounds	81%	NA	NA	NA
In your neighborhood	81%	NA	NA	NA
In your home	91%	NA	NA	NA

Table 195: City Government Performance

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	53%	NA	NA	NA

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The value of services for the taxes paid to Wheat Ridge	47%	9	18	Similar
The overall direction that Wheat Ridge is taking	54%	5	16	Similar
The job Wheat Ridge does at informing residents on major issues within the community	48%	4	8	Similar
The job Wheat Ridge government does at welcoming resident involvement	52%	7	19	Similar

Table 196: City Employees

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?	33%	14	17	Much lower
Knowledge	77%	5	6	Lower
Responsiveness	71%	4	5	Similar
Courtesy	77%	5	5	Much lower
Making you feel valued	64%	NA	NA	NA
Overall impression	68%	11	19	Similar

Front Range Benchmark Communities

The communities included in the Front Range Benchmark Comparisons are listed on the following pages along with their population according to the 2021 American Community Survey.

Aurora city, CO.....	379,434	Golden city, CO.....	20,391
Boulder city, CO.....	108,777	Greeley city, CO.....	107,445
Brighton city, CO.....	38,355	Lakewood city, CO.....	155,733
Broomfield city, CO.....	69,444	Longmont city, CO.....	95,864
Cañon City city, CO.....	16,369	Louisville city, CO.....	19,342
Centennial city, CO.....	111,331	Loveland city, CO.....	81,774
Commerce City city, CO.....	55,891	Northglenn city, CO.....	39,201
Dacono city, CO.....	6,167	Pueblo city, CO.....	111,776
Denver city, CO.....	715,878	Westminster city, CO.....	114,832
Erie town, CO.....	27,157	Wheat Ridge city, CO.....	31,889
Fort Collins city, CO.....	166,069		

Appendix F: Survey Methodology

About the Survey

The City of Wheat Ridge Quality of Life Survey was first administered in 2004. General resident surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of city amenities, their opinions on policy issues facing the city and their assessment of city service delivery. The City of Wheat Ridge funded this research. Please contact Marianne Schilling of the City of Wheat Ridge at mschilling@ci.wheatridge.co.us if you have any questions about the survey.

Developing the Questionnaire

The 2023 survey instrument was developed by starting with the version from the previous implementation in 2021. Few changes were made to the survey in order to maximize comparisons over time. In an iterative process between City staff and NRC staff, a final seven-page questionnaire was created.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. A list of all households within the zip codes serving Wheat Ridge was purchased from Go-Dog Direct based on updated listings from the United States Postal Service, updated every three months, providing the best representation of all households in a specific geographic location. NRC used the USPS data to select the survey recipients.

A larger list than needed was pulled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside Wheat Ridge’s boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries, in this case, within Wheat Ridge. All addresses determined to be outside the study boundaries were eliminated from the list of potential households. Each address identified as being within city boundaries was further identified as being within one of four council districts. A random selection was made of the remaining addresses to create a mailing list of 4,500 addresses.

To choose the 4,500 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-unit residences 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-unit housing. 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 randomly selected to complete the survey 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.

Survey Administration and Response Rate

Each selected household was contacted three times. First, a prenotification announcement was sent on March 7, 2023, informing the household members that they had been selected to participate in the City of Wheat Ridge Resident Survey. Approximately one week after mailing the prenotification, each household was mailed a paper survey enlisting participation. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire directly to NRC. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey, was the final contact for all households. 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. The online survey was available in English and Spanish, and each mailing contained instructions in both languages. The paper survey that was sent to households was in English only. Each wave of the cover letter accompanying the mailed survey included a web link for residents to visit if they preferred to take the survey online. Data collection was open through April 18, 2023.

About 3% of the 4,500 surveys mailed were returned because the housing unit was vacant, or the postal service was unable to deliver the survey as addressed. Of the 4,347 households presumed to have received a survey, 844 completed the survey (228 of which were completed online), providing a response rate of 19%. Additionally, responses were tracked by geographic area; response rates by area ranged from 14% to 25%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons.

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

Response Rate by Area for Mailed Survey

	District 1	District 2	District 3	District 4	Overall
Total sample used	1,157	1,116	1,133	1,094	4,500
I=Complete Interviews	194	224	264	142	824
P=Partial Interviews	5	2	7	6	20
R=Refusal and break off	3	1	1	0	5
NC=Non Contact	44	34	27	48	153
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	911	855	834	898	3,498
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	18%	21%	25%	14%	19%

Margin of Error

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within three percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus three² percentage points around any given percent reported for the entire sample, results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise.

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.

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 uses Polco, an online public engagement tool designed primarily for local governments, to collect online survey data. The Polco platform includes many features of online survey tools, but also includes elements tailored to the civic environment. For example, like NRC’s mailed surveys, surveys on Polco are presented with the city name, logo (or other image) and a description, so residents understand who is asking for input and why. Optionally, Polco can also verify respondents with local public data to ensure respondents are residents or voters. More generally, an advantage of online programming and data gathering is that it 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

² Although this has become the traditional way to describe survey research precision, when opt-in results are blended with scientific results, assumptions about randomness of responses are not the same as when results come only from the random sample. Consequently, other terms sometimes are used in place of “confidence interval” or “margin of error,” such as “credibility intervals.” We hew to the traditional way of describing sample-driven uncertainty while we work with the industry to sort out the best ways to describe these new approaches.

and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2020 Census and the 2021 American Community Survey estimates for adults in the City of Wheat Ridge. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. Both samples were weighted independently and then combined into one final dataset.

The characteristics used for weighting were respondent gender, age, housing unit type (attached or detached), housing tenure (rent or own), race, and ethnicity. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The historical profile created and the desirability of consistently representing different groups over the years

A special software program using mathematical algorithms is used to calculate the appropriate weights. Several different weighting "schemes" are tested to ensure the best fit for the data.

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

2023 Wheat Ridge Quality of Life Survey Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	45%	23%	44%
Own home	50%	77%	56%
Detached unit	53%	68%	55%
Attached unit	47%	32%	45%
Race			
White	90%	88%	78%
Not white	10%	12%	22%
Not Hispanic	81%	92%	83%
Hispanic	19%	8%	17%
White alone, not Hispanic	77%	84%	71%
Hispanic and/or other race	23%	16%	29%
Sex and Age			
Female	53%	62%	53%
Male	47%	38%	47%
18-34 years of age	27%	9%	24%
35-54 years of age	32%	21%	31%
55+ years of age	41%	70%	44%
Females 18-34	13%	5%	13%
Females 35-54	17%	12%	17%
Females 55+	22%	44%	24%
Males 18-34	14%	3%	13%
Males 35-54	15%	8%	15%
Males 55+	19%	26%	20%
Council District			
District 1	26%	24%	23%
District 2	25%	27%	31%
District 3	26%	32%	29%
District 4	24%	18%	17%

* 2020 U.S. Census Bureau, 2021 American Community Survey Population Estimates

Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Complete Survey Frequencies*. Also included are results by respondent characteristics (*Appendix C: Responses to Selected Survey Questions by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been denoted with capital letters.

Comparing Survey Results

Ratings between 2023 and 2021 can be considered statistically significant if there are differences of five percentage points or more.

Appendix G: Survey Materials

The following pages contain copies of the survey materials sent to randomly selected households within the City of Wheat Ridge.

Dear Wheat Ridge Resident,

It won't take much of your time to make a big difference! Your household has been randomly selected to participate in Wheat Ridge's 2023 Resident Survey. Your participation in this survey is very important—your answers will help the City make decisions that affect our community.

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 can wait a few days for a paper survey to arrive in the mail, or go online now and complete the **confidential survey** at:

<https://polco.us/xxplaceholder>

Please do not share your survey link. This survey is for randomly selected households only.

If you have any questions about the survey, please call (303) 235-2867. Thank you for helping create a better City!

Sincerely,



Bud Starker
Mayor/Alcalde

Estimado Residente de Wheat Ridge,

¡Unos pocos minutos de su tiempo pueden ser de gran ayuda para nuestra comunidad! Su hogar ha sido elegido al azar para participar en la Encuesta de la Comunidad del 2023 de Wheat Ridge. Su participación en esta **encuesta confidencial** es muy importante— sus respuestas ayudarán a tomar decisiones que afectan nuestra comunidad.

Puede completar la **encuesta confidencial** en línea en español en:

<https://polco.us/xxplaceholder>

También puede esperar unos días hasta recibir la encuesta en inglés por correo. **Por favor no comparta el enlace de su encuesta.** Esta encuesta es solamente para hogares seleccionados al azar.

Si tiene alguna pregunta sobre la encuesta, por favor llame al (303) 235-2867. ¡Gracias por ayudar a crear una Ciudad mejor!

Atentamente,





City of Wheat Ridge Municipal Building
7500 W. 29th Ave.
Wheat Ridge, CO 80033-8001

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Permit NO. 94



March 2023

Dear City of Wheat Ridge Resident:

Please help us shape the future of Wheat Ridge! You have been selected at random to participate in the 2023 Wheat Ridge Resident Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

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 of households being surveyed. Your feedback will help Wheat Ridge make decisions that affect our City.

A few things to remember:

- **Your responses are confidential and no identifying information will be shared.**
- 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, or you can complete the survey online at:**

<https://polco.us/xxplaceholder>

Please do not share your survey link.

This survey is for randomly selected households only.

If you have any questions about the survey, please call (303) 235-2867.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Wheat Ridge:

¡Por favor ayúdenos a moldear el futuro de Wheat Ridge! Usted ha sido seleccionado al azar para participar en la Encuesta de la Comunidad de Wheat Ridge del 2023. **Si ya completó la encuesta en línea, gracias. Por favor no responda dos veces.**

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante—especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Wheat Ridge tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son confidenciales y no se compartirá ninguna información de identificación.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta *en inglés* por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea *en español* en:**

<https://polco.us/xxplaceholder>

Por favor no comparta el enlace de su encuesta.

Esta encuesta es solamente para hogares seleccionados al azar.

Si tiene alguna pregunta sobre la encuesta, por favor llame al (303) 235-2867.

¡Gracias por su tiempo y participación!

Atentamente,

Bud Starker
Mayor/Alcalde



March 2023

Dear City of Wheat Ridge Resident:

Just a reminder—if you have not yet completed Wheat Ridge's 2023 Resident Survey, please do so. **If you have completed it, thank you! Please do not respond twice.**

Your participation in this survey is very important—your answers will help the City make decisions that affect our community.

A few things to remember:

- **Your responses are confidential and no identifying information will be shared.**
- 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, or you can complete the survey online at:**

<https://polco.us/xxplaceholder>

Please do not share your survey link.

This survey is for randomly selected households only.

If you have any questions about the survey, please call (303) 235-2867.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Wheat Ridge:

Si aún no ha contestado la Encuesta de la Comunidad de Wheat Ridge de 2023, ¡aquí tiene otra oportunidad de hacerlo! **Si ya la ha completado, gracias. Por favor no responda dos veces.**

Su participación en esta encuesta es muy importante—sus respuestas ayudarán a tomar decisiones que afectan nuestra comunidad.

Algunas cosas para recordar:

- **Sus respuestas son confidenciales y no se compartirá ninguna información de identificación.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta *en inglés* por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea *en español* en:**

<https://polco.us/xxplaceholdersp>

Por favor no comparta el enlace de su encuesta.

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Si tiene alguna pregunta sobre la encuesta, por favor llame al (303) 235-2867.

¡Gracias por su tiempo y participación!

Atentamente,

Bud Starker
Mayor/Alcalde

2023 Wheat Ridge Resident 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. Your responses are confidential and will be reported in group form only. Thank you.

Community and Services

1. Please rate each of the following aspects of quality of life in Wheat Ridge.

	Excellent	Good	Fair	Poor	Don't know
Wheat Ridge as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Wheat Ridge as a place to raise children.....	1	2	3	4	5
Wheat Ridge as a place to work	1	2	3	4	5
Wheat Ridge as a place to retire	1	2	3	4	5
The physical attractiveness of Wheat Ridge as a whole.....	1	2	3	4	5
Overall quality of life in Wheat Ridge	1	2	3	4	5

2. Do you think the quality of life in Wheat Ridge is likely to improve, stay the same or decline over the next 5 years?

- ☐ Improve a lot
 ☐ Improve slightly
 ☐ Stay the same
 ☐ Decline slightly
 ☐ Decline a lot

3. What are your reasons for living in Wheat Ridge? (Please select all that apply.)

- | | | |
|---|--|--|
| <input type="checkbox"/> I feel safe here | <input type="checkbox"/> I like the access to dining and entertainment | <input type="checkbox"/> Small town feel |
| <input type="checkbox"/> I like the school my children attend | <input type="checkbox"/> Housing and rental rates are affordable | <input type="checkbox"/> Cost of living is affordable |
| <input type="checkbox"/> My job is here | <input type="checkbox"/> I've always lived here | <input type="checkbox"/> I like that the community is forward-thinking |
| <input type="checkbox"/> I like my neighborhood | <input type="checkbox"/> I have friends and family in the area | <input type="checkbox"/> The growing and diverse community |
| <input type="checkbox"/> I like the location in general | | <input type="checkbox"/> None of these |

4. Please rate each of the following characteristics as they relate to Wheat Ridge as a whole:

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Cleanliness of Wheat Ridge	1	2	3	4	5
Overall quality of new development in Wheat Ridge.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Overall quality of business and service establishments in Wheat Ridge.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Educational opportunities	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 civic matters	1	2	3	4	5
Availability of parks.....	1	2	3	4	5
Availability of dog parks.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Availability of bike paths & bike lanes	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Wheat Ridge	1	2	3	4	5
Overall image or reputation of Wheat Ridge	1	2	3	4	5

5. Please rate your community on each of the following:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Helping new residents feel connected and integrated	1	2	3	4	5
Attracting people from diverse backgrounds	1	2	3	4	5
Valuing residents from diverse backgrounds	1	2	3	4	5
Demonstrating respect for residents of different cultures and belief systems..	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Providing a safe and secure environment for residents of all backgrounds	1	2	3	4	5
Respecting individual cultural beliefs and values	1	2	3	4	5
Providing equal employment opportunities to residents of all backgrounds	1	2	3	4	5
Providing equal access to housing for residents of all backgrounds	1	2	3	4	5
Making all residents feel welcome in business establishments	1	2	3	4	5
Welcoming residents from all backgrounds to participate in local government and community decision-making	1	2	3	4	5

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

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

7. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge

	<u>Never</u>	<u>1-2 times</u>	<u>3-12 times</u>	<u>13-26 times</u>	<u>More than 26 times</u>
Used Wheat Ridge Recreation Center	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Used a Wheat Ridge park or trail	1	2	3	4	5
Visited the Wheat Ridge outdoor pool at Anderson Park	1	2	3	4	5
Visited the Anderson Building for a reason not related to the outdoor pool	1	2	3	4	5
Used a Wheat Ridge bike/pedestrian path	1	2	3	4	5
Used Clear Creek Trail	1	2	3	4	5
Attended a virtual or in-person meeting of local city officials or other local public meeting	1	2	3	4	5
Watched a meeting of local city officials (on cable television, YouTube, etc.)	1	2	3	4	5
Participated in a senior program	1	2	3	4	5
Visited the Active Adult Center	1	2	3	4	5
Dined at a Wheat Ridge restaurant (other than fast food)	1	2	3	4	5
Used the Wheat Ridge Library	1	2	3	4	5
Attended a Wheat Ridge festival or special event	1	2	3	4	5
Ridden an RTD bus	1	2	3	4	5
Ridden the G-Line from the Wheat Ridge-Ward station	1	2	3	4	5

8. Please rate the following aspects of transportation within the City of Wheat Ridge:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Condition of city streets	1	2	3	4	5
Condition of sidewalks	1	2	3	4	5
Access to mass transit	1	2	3	4	5
Ease of car travel in Wheat Ridge	1	2	3	4	5
Ease of bus travel in Wheat Ridge	1	2	3	4	5
Ease of commuter rail use in Wheat Ridge	1	2	3	4	5
Ease of walking in Wheat Ridge	1	2	3	4	5
Ease of bicycle travel in Wheat Ridge	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5

9. The following are services provided by the City of Wheat Ridge. For each service, please first rate the *quality* of each service and next rate the *importance* of each service.

	<u>Quality</u>					<u>Importance</u>				
	Excellent	Good	Fair	Poor	Don't know	Essential	Very important	Somewhat important	Not at all important	Don't know
Snow removal.....	1	2	3	4	5	1	2	3	4	5
Street repair and maintenance	1	2	3	4	5	1	2	3	4	5
Street sweeping.....	1	2	3	4	5	1	2	3	4	5
Stormwater drainage.....	1	2	3	4	5	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5	1	2	3	4	5
Code enforcement (junk vehicles, weed control, trash, outside storage).....	1	2	3	4	5	1	2	3	4	5
Animal control	1	2	3	4	5	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5	1	2	3	4	5
Building permits.....	1	2	3	4	5	1	2	3	4	5
Building inspections.....	1	2	3	4	5	1	2	3	4	5
Maintenance of existing city parks.....	1	2	3	4	5	1	2	3	4	5
Maintenance of open space and trails	1	2	3	4	5	1	2	3	4	5
Recreation programs	1	2	3	4	5	1	2	3	4	5
City-sponsored special events	1	2	3	4	5	1	2	3	4	5
Recreation facilities	1	2	3	4	5	1	2	3	4	5
Community/public art	1	2	3	4	5	1	2	3	4	5
Services/programs for youth.....	1	2	3	4	5	1	2	3	4	5
Services/programs for seniors.....	1	2	3	4	5	1	2	3	4	5
Municipal court	1	2	3	4	5	1	2	3	4	5
Public information services	1	2	3	4	5	1	2	3	4	5
Community engagement by City staff.....	1	2	3	4	5	1	2	3	4	5
Addressing homelessness throughout city.....	1	2	3	4	5	1	2	3	4	5
Policing services.....	1	2	3	4	5	1	2	3	4	5
Police response time to emergency police calls (not code enforcement)	1	2	3	4	5	1	2	3	4	5
Police response time to non-emergency police calls (not code enforcement).....	1	2	3	4	5	1	2	3	4	5
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)...	1	2	3	4	5	1	2	3	4	5
Relationship-based policing.....	1	2	3	4	5	1	2	3	4	5

10. Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?

- ☐ Excellent
 ☐ Good
 ☐ Fair
 ☐ Poor
 ☐ Don't know

City Government and Employees

11. How would you rate the overall performance of the Wheat Ridge city government?

- ☐ Excellent
 ☐ Good
 ☐ Fair
 ☐ Poor
 ☐ Don't know

12. Please rate the following aspects of Wheat Ridge city government performance.

	Excellent	Good	Fair	Poor	Don't know
The extent to which Wheat Ridge elected officials act in the best interest of the community at large.....	1	2	3	4	5
The quality of work performed by City of Wheat Ridge employees	1	2	3	4	5
The quality of experience interacting with a Wheat Ridge police officer	1	2	3	4	5
The value of services for the taxes paid to Wheat Ridge.	1	2	3	4	5
The overall direction that Wheat Ridge is taking	1	2	3	4	5
The job Wheat Ridge does at informing residents on major issues within the community.....	1	2	3	4	5
The job Wheat Ridge government does at welcoming citizen involvement	1	2	3	4	5

13. In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?

- ☐ Yes (go to question 14) ☐ No (go to question 15)

14. What was your impression of the City of Wheat Ridge employee(s) overall? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Making you feel valued.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

15. Please rate how safe you feel in the following areas in Wheat Ridge:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
Parks and playgrounds.....	1	2	3	4	5	6
Recreation centers.....	1	2	3	4	5	6
In your neighborhood.....	1	2	3	4	5	6
In your home	1	2	3	4	5	6
On the trail system	1	2	3	4	5	6
On roadways.....	1	2	3	4	5	6
Retail/commercial areas.....	1	2	3	4	5	6

16. Please indicate whether or not each of the following has applied to you in the last 12 months.

	<u>No</u>	<u>Yes</u>
Household member was a victim of a crime in Wheat Ridge.....	1	2
Reported a crime to the police in Wheat Ridge	1	2

17. How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months?

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Solving violent crimes.....	1	2	3	4	5
Solving property crimes.....	1	2	3	4	5
Reducing illegal activities committed by youth.....	1	2	3	4	5
Reducing illegal drug activity	1	2	3	4	5
Enforcement of traffic laws	1	2	3	4	5
Code enforcement (junk vehicles, weed control, trash, etc.)	1	2	3	4	5
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy) ..	1	2	3	4	5

18. How much of a priority, if at all, should the City of Wheat Ridge Police Department place on each of the following in the next two years?

	<u>High priority</u>	<u>Medium priority</u>	<u>Low priority</u>	<u>Not a priority</u>	<u>Don't know</u>
Better connection with the community (i.e., community forums, events).....	1	2	3	4	5
Increased visibility of police.....	1	2	3	4	5
Additional City resources directed towards crime-related mental health issues in the community	1	2	3	4	5
Greater accessibility to police and police-related information	1	2	3	4	5
More relationship-based policing officers (problem solving at a community-level such as neighborhood problems)	1	2	3	4	5
Adding officers in public schools	1	2	3	4	5
Adding surveillance cameras in high crime area	1	2	3	4	5

Economic Development

19. When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> Don't shop outside of Wheat Ridge | <input type="checkbox"/> It is more affordable |
| <input type="checkbox"/> It is convenient; on my way to or from work or near my home | <input type="checkbox"/> Visit a mall or other major retailers |
| <input type="checkbox"/> I like the range of quality goods and services | <input type="checkbox"/> I shop online |
| <input type="checkbox"/> Desired item is not available in Wheat Ridge | <input type="checkbox"/> Other |

20. For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:

	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Don't know
Grocery shopping.....	1	2	3	4	5	6
Health services.....	1	2	3	4	5	6
Meals and entertainment.....	1	2	3	4	5	6
Household items.....	1	2	3	4	5	6
Computers and electronics.....	1	2	3	4	5	6
General retail (shoes, drug stores, clothing, etc.).....	1	2	3	4	5	6

21. How much do you agree or disagree that the City of Wheat Ridge should do each of the following?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Promote efforts to revitalize Wheat Ridge's housing areas.....	1	2	3	4	5	6
Promote efforts to revitalize Wheat Ridge's business areas.....	1	2	3	4	5	6
Strengthen Wheat Ridge's community image and identity.....	1	2	3	4	5	6
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	1	2	3	4	5	6
Promote efforts to revitalize business corridors such as 38 th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling St	1	2	3	4	5	6
Promote efforts to attract new jobs.....	1	2	3	4	5	6

Policy Topics

Wheat Ridge voters approved a temporary one-half of one-cent (0.5) sales tax rate increase in 2016 for improvements to Anderson Park, Wadsworth Boulevard, Wheat Ridge-Ward commuter rail station area and the Clear Creek Crossing development. City Council is considering a ballot measure for the November 2023 election that would ask voters to approve an extension of this temporary tax for additional projects across the city that are currently unfunded. The following two questions will be used to help gauge community support for this potential ballot measure.

22. The City is seeking feedback on the following categories of projects that could be funded through the extension of the one-half of one-cent (0.5) sales tax. How likely would you support an extension of the sales tax for these categories of projects?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Sidewalk and street improvements on primary street corridors such as 38th Ave., 44th Ave., and Youngfield St.....	1	2	3	4	5
Filling sidewalk gaps throughout the city with an emphasis on major pedestrian corridor	1	2	3	4	5
Expansion of the Wheat Ridge Recreation Center for additional gymnasium and fitness activity space	1	2	3	4	5
Drainage and floodplain infrastructure improvements throughout the City.....	1	2	3	4	5

The temporary one-half of one-cent (0.5) sales tax rate increase approved by voters in 2016 will expire in 2028, after 12-years, or when \$38.5 million in revenue is raised, whichever occurs first. It is likely \$38.5 million in revenue will be raised by 2024, four years early.

23. How long, if at all, would you feel comfortable extending the current temporary one-half of one-cent sales tax rate to fund priority projects throughout the city?

- ☐ 10 Years, yielding approximately \$45 million
- ☐ 15 Years, yielding approximately \$60 million
- ☐ 20 Years, yielding approximately \$75 million
- ☐ Not at all
- ☐ Don't Know

24. To what degree, if at all, is homelessness a problem in the City of Wheat Ridge?

- ☐ Major problem
- ☐ Moderate problem
- ☐ Minor problem
- ☐ Not a problem
- ☐ Don't know

25. How important to you, if at all, is it for the City to contribute funding to community-based organizations that provide each of the following services to the homeless populations?

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Job training programs.....	1	2	3	4	5
Mental health programs.....	1	2	3	4	5
Substance abuse programs.....	1	2	3	4	5
Shelters for severe weather	1	2	3	4	5
Housing/rental assistance programs	1	2	3	4	5
Supportive housing, which combines housing with services such as job training and substance abuse treatment	1	2	3	4	5

26. How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers?

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Expanding access to residential recycling and composting services	1	2	3	4	5
Implementing organized trash hauling in neighborhoods	1	2	3	4	5
Promoting use of drought tolerant and native landscaping.....	1	2	3	4	5
Improving localized flooding and reducing impacts on private property through improvements to the city's stormwater drainage system	1	2	3	4	5
Improving water quality from runoff to local streams & lakes	1	2	3	4	5
Encouraging biking or walking, instead of automobile use.....	1	2	3	4	5
Ensuring availability of and access to public transit	1	2	3	4	5
Implementing energy efficiency improvements for city facilities	1	2	3	4	5
Requiring green building practices for new commercial and residential construction	1	2	3	4	5
Promoting renewable energy (wind or solar) in the community	1	2	3	4	5
Promoting renewable energy (wind or solar) in the home	1	2	3	4	5
Creating walkable communities (providing sidewalk connections, bike lanes, retail/shopping/grocery closer to homes, etc.)	1	2	3	4	5

Information Sources

27. In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?

	<u>Never</u>	<u>1-2 times</u>	<u>3-12 times</u>	<u>13-26 times</u>	<u>More than 26 times</u>
City Quarterly "Connections" Newsletter.....	1	2	3	4	5
Parks and Recreation Activity Guide.....	1	2	3	4	5
Denver Post.....	1	2	3	4	5
Denver Post YourHub	1	2	3	4	5
Jeffco Transcript.....	1	2	3	4	5
Neighborhood Gazette	1	2	3	4	5
Radio news.....	1	2	3	4	5
Television news.....	1	2	3	4	5
WRTV8 (Government Access Channel).....	1	2	3	4	5
City live/on-demand videostreaming, including City Council meetings	1	2	3	4	5
City's website: www.ci.wheatridge.co.us	1	2	3	4	5
City website automatic notifications (e.g., community events, calendar listing).....	1	2	3	4	5
City of Wheat Ridge social media sites (Facebook, Twitter).....	1	2	3	4	5
Wheat Ridge Speaks	1	2	3	4	5
What's Up Wheat Ridge.....	1	2	3	4	5
Wheat Ridge Police Department social media sites (Facebook, Twitter, Instagram).....	1	2	3	4	5
Wheat Ridge Recreation Center's Facebook/Instagram page	1	2	3	4	5
Community-created Facebook groups/pages about Wheat Ridge	1	2	3	4	5
Neighborhood websites (e.g., NextDoor, etc.)	1	2	3	4	5
Word of mouth	1	2	3	4	5

28. In a typical month, about how many times, if ever, do you use each of the following social media sites?

	Never	1-3 times a month	Once a week	Multiple times a week	Daily
Facebook.....	1	2	3	4	5
Twitter	1	2	3	4	5
YouTube.....	1	2	3	4	5
LinkedIn	1	2	3	4	5
NextDoor	1	2	3	4	5
Instagram	1	2	3	4	5
TikTok	1	2	3	4	5

Demographics

Our last questions are about you and your household. All of your responses are completely confidential.

D1. About how long have you lived in Wheat Ridge?

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

D2. In what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)

- ☐ Arvada ☐ Louisville
☐ Aurora ☐ Northglenn
☐ Boulder ☐ Thornton
☐ Broomfield ☐ Westminster
☐ Denver ☐ Wheat Ridge
☐ Englewood ☐ Other
☐ Golden ☐ Do not work (student,
☐ Lakewood homemaker, retired, etc.)
☐ Littleton

D3. Please check the appropriate box indicating the type of housing unit in which you live.

- ☐ Detached single-unit home ☐ Duplex
☐ Condominium or townhouse ☐ Apartment

D4. Do you live in senior housing such as an assisted-living or senior living community?

- ☐ Yes
☐ No

D5. Do you own or rent your residence?

- ☐ Own
☐ Rent

D6. How many people (including yourself) live in your household? _____ people

D7. How many of these household members are 17 or younger? _____ people

D8. Please indicate the number of dogs and cats in your household. (Please write "0" if none.)

- A. Number of dogs _____
 B. Number of cats _____

D9. 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 \$15,000 ☐ \$50,000 to \$74,999
☐ \$15,000 to \$24,999 ☐ \$75,000 to \$99,999
☐ \$25,000 to \$34,999 ☐ \$100,000 to \$124,999
☐ \$35,000 to \$49,999 ☐ \$125,000 or more

D10. What is your age?

- ☐ 18-24 ☐ 55-64
☐ 25-34 ☐ 65-74
☐ 35-44 ☐ 75 +
☐ 45-54

D11. What is your race? (Please check all that apply.)

- ☐ White
☐ Black or African American
☐ Asian or Pacific Islander
☐ American Indian, Eskimo, or Aleut
☐ Other
☐ Prefer not to say

D12. Are you Hispanic/Spanish/Latino?

- ☐ Yes
☐ No

D13. What is your gender?

- ☐ Female ☐ Prefer to self-describe: _____
☐ Male ☐ Prefer not to say

D14. Did you vote in the last election?

- ☐ Yes
☐ No

Thank you very much! Please return the completed questionnaire, in the postage-paid envelope provided, to:
National Research Center, Inc.
PO Box 549, Belle Mead
NJ 08502