

BVCP Random Sample Survey 2015
Graphical Crosstabulations of Selected Survey Questions
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HOW TO READ THE GRAPHICAL CROSTABULATIONS (Random Sample Survey)

This packet contains a series of graphs that summarize and cross tabulate many of the questions in the Random Sample Survey. A consistent format is used that begins with the verbatim wording of the question that is being reported, followed by a graph of the "Overall" weighted results (for all respondents to the random sample survey). In the example below, 47% of respondents indicate that they "support" the encouragement of mixed use within commercial hubs and along major arterial roads, 39% believe there are tradeoffs, and 10% "oppose" more mixed use development. In addition, respondents that indicated they had an "other" opinion, and those that "don't know/ have no opinion", are also graphed, with the length of the bar summing to 100% (the entirety of responses).

Survey Question. Question 11 - Some people say that mixed use is environmentally advantageous, promotes a greater diversity of housing types and price ranges, and promotes walkability, transit, and reduced reliance on automobiles. Others say that mixed use, with typically more intense activity accompanied by increased height and mass, can be disruptive to desired community character and can cause congestion. Which of the following statements best represents your opinion regarding the encouragement of mixed use within commercial hubs and along major arterial roads?



Opinions of subgroups of respondents

Following the overall results, opinions on the particular subject at issue (in this case, mixed use development) are then segmented to illustrate the opinions of different demographic and opinion groups. For example, the first segmentation below compares the opinions of those who live in the City of Boulder vs. those who live in unincorporated Boulder County regarding mixed use development. Specifically, city residents are more likely respondents from the unincorporated county to say they support the encouragement of mixed use, i.e. 51% compared to 28%. The opinions of residents in and outside the city can also be compared to the Overall results by reference to the "overall" graph above.

Segmentation by area of residence



Opinions of subgroups of respondents - continued

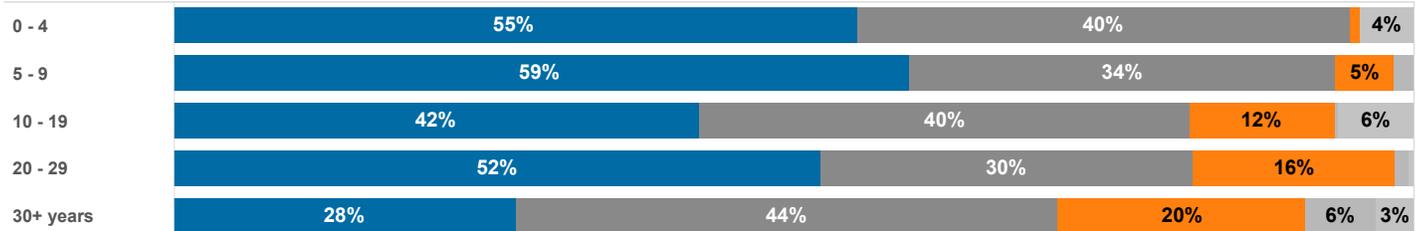
In a similar manner, opinions regarding mixed use development are then broken down for a series of other demographic and opinion groups. The illustration below contains three additional segmentations:

- Housing Tenure: the opinions of owners vs. the opinions of renters, regarding mixed use (e.g. 44% of owners and 51% of renters support mixed use).
- Years of residency in the Boulder Valley: the opinions of those who have lived in the Boulder Valley for 0-4 years, 5-9 years, etc., regarding mixed use.
- Opinions on recent trends of growth and change in the community (based on the responses to Question 7), i.e. the opinions of those who feel the community is heading in the right direction, mixed reaction, or wrong direction. (E.g. of those who think the community is headed in the right direction, 68% support mixed use, 28% feel there are tradeoffs. Of those who feel the community is headed in the wrong direction, 25% support mixed use, 29% feel there are tradeoffs, and 36% oppose more mixed use developments.)

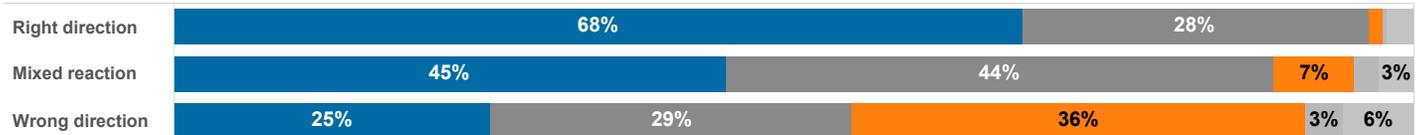
Segmentation by housing tenure



Segmentation by years of residency in the Boulder Valley

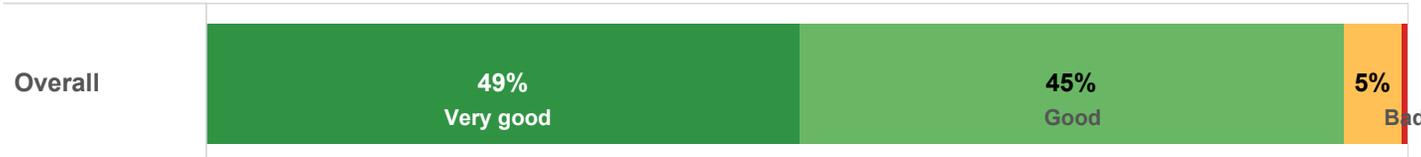


Segmentation by views about recent trends of growth and change in the community (community headed in right/wrong direction)



- I generally support the encouragement of mixed use developments in these locations
- I believe there are positive and negative tradeoffs ... mixed use should be encouraged only in carefully defined areas
- I generally oppose more mixed use developments ... their negative impacts would outweigh any positive attributes
- Other
- Don't know / no opinion

Question 1: How would you rate the overall quality of life in the Boulder Valley, taking all things into consideration?



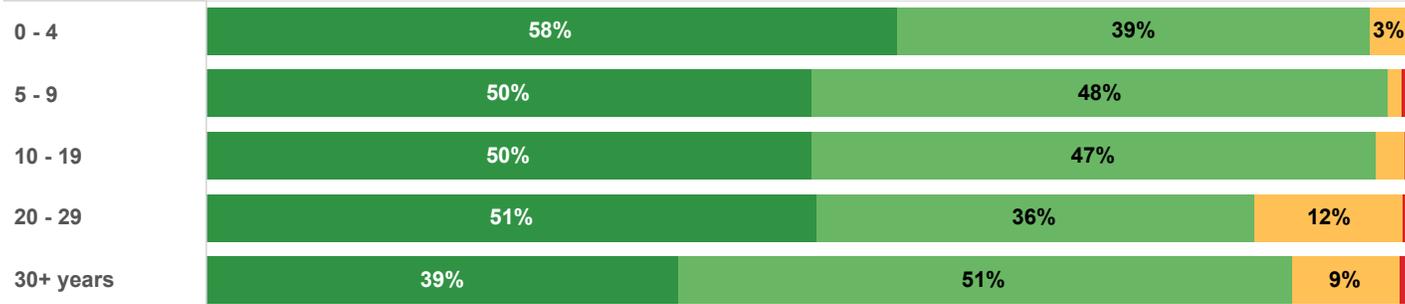
Segmentation by area of residence



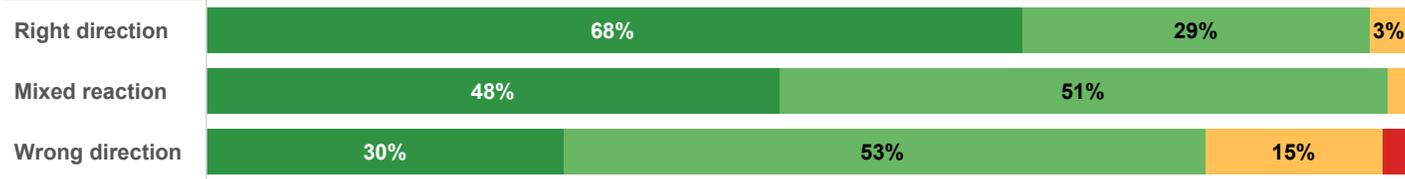
Segmentation by housing tenure



Segmentation by years of residency in the Boulder Valley



Segmentation by views about recent trends of growth and change in the community (community headed in right/wrong direction)



Segmentation by housing growth preference (increase, maintain, or decrease potential for additional housing)



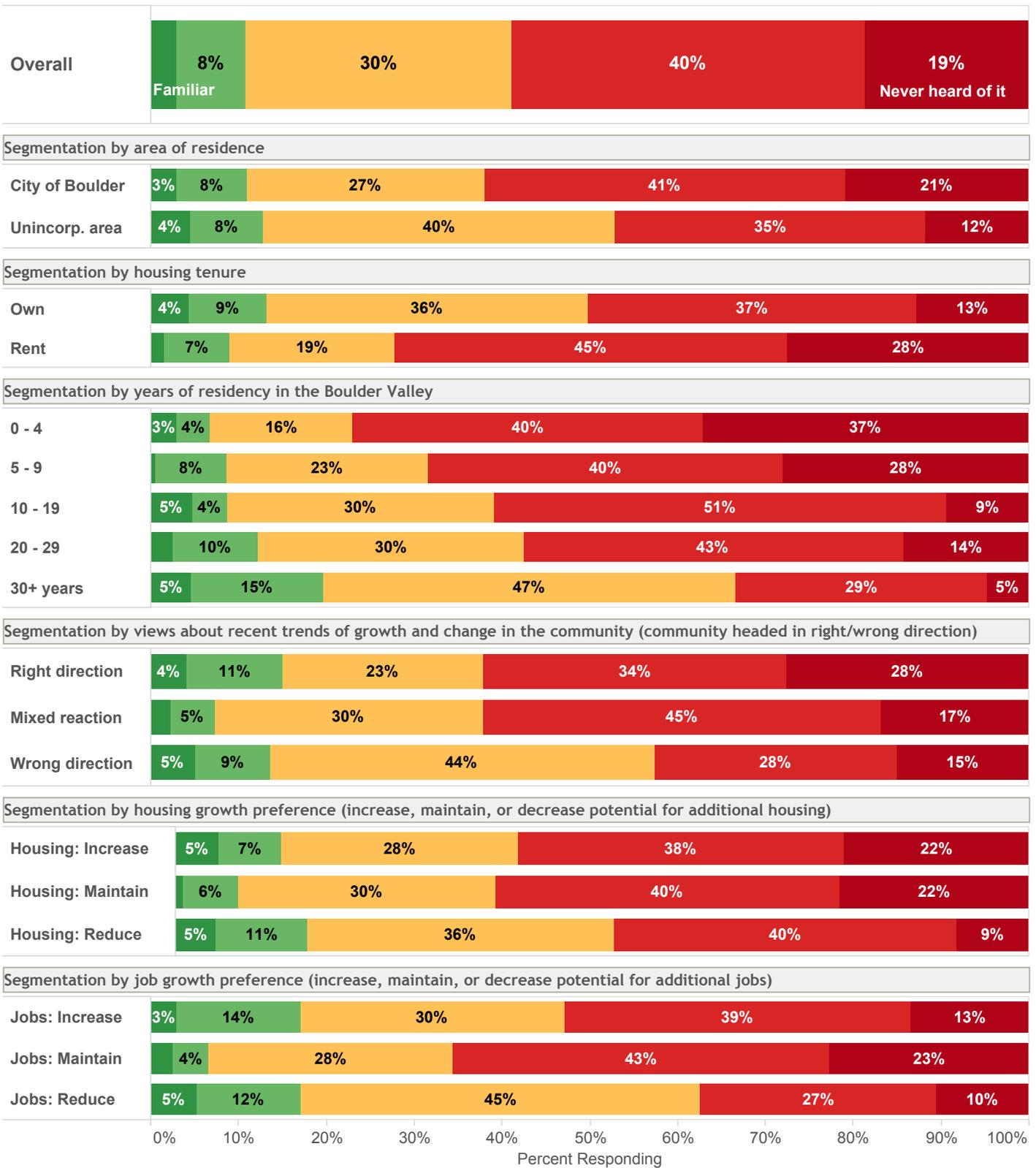
Segmentation by job growth preference (increase, maintain, or decrease potential for additional jobs)



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Percent Responding

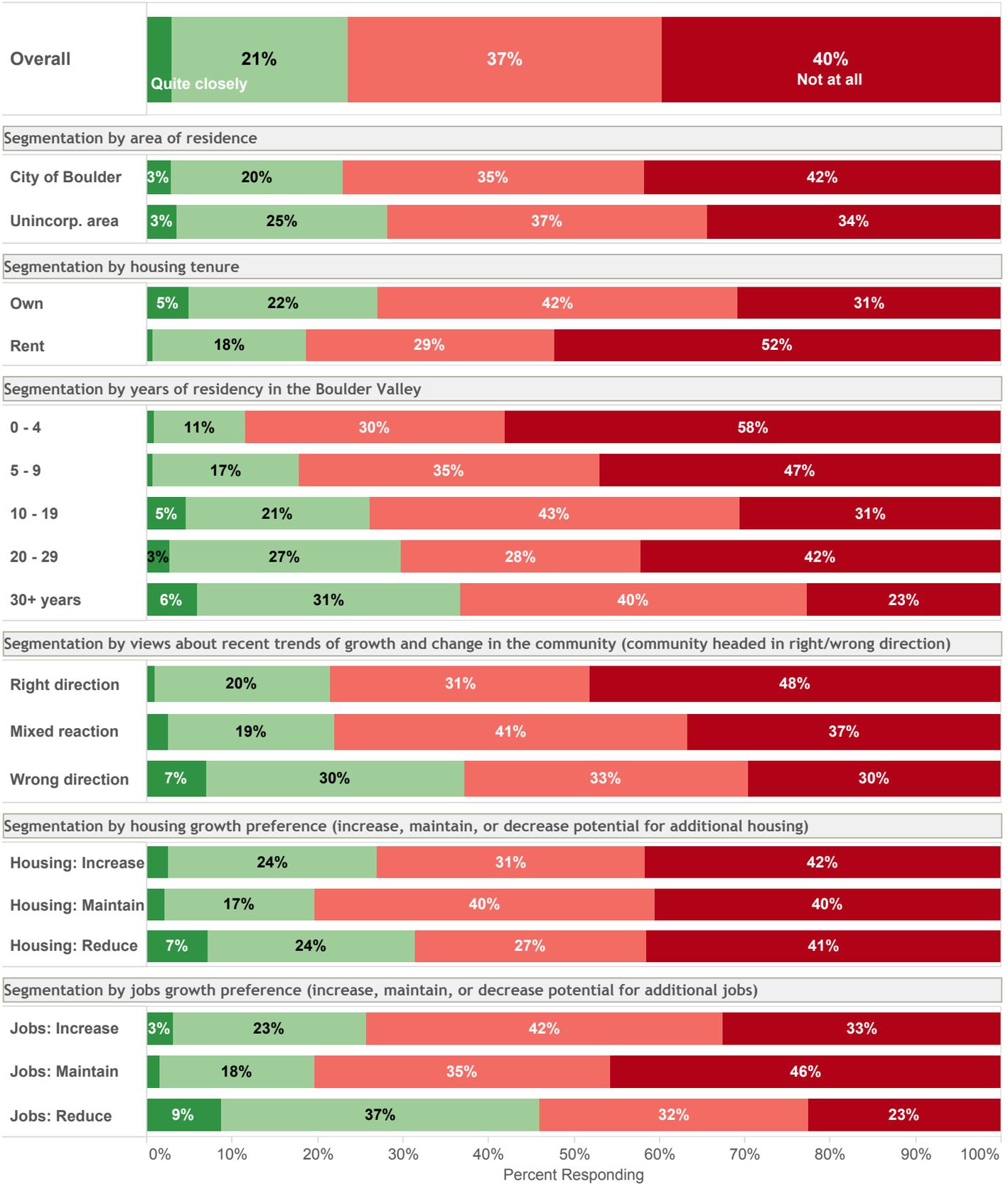
■ Very good ■ Bad
■ Good ■ Very Bad
■ Neither good nor bad ■ Don't know / no opinion

Question 2: How would you rate your familiarity with the Boulder Valley Comprehensive Plan (the Plan)?



- Very familiar with it (e.g., understand its purpose, scope, objectives, etc.)
- Know quite a bit about it
- Know some things about it
- Do not know much about it
- Never heard of it / know nothing about it

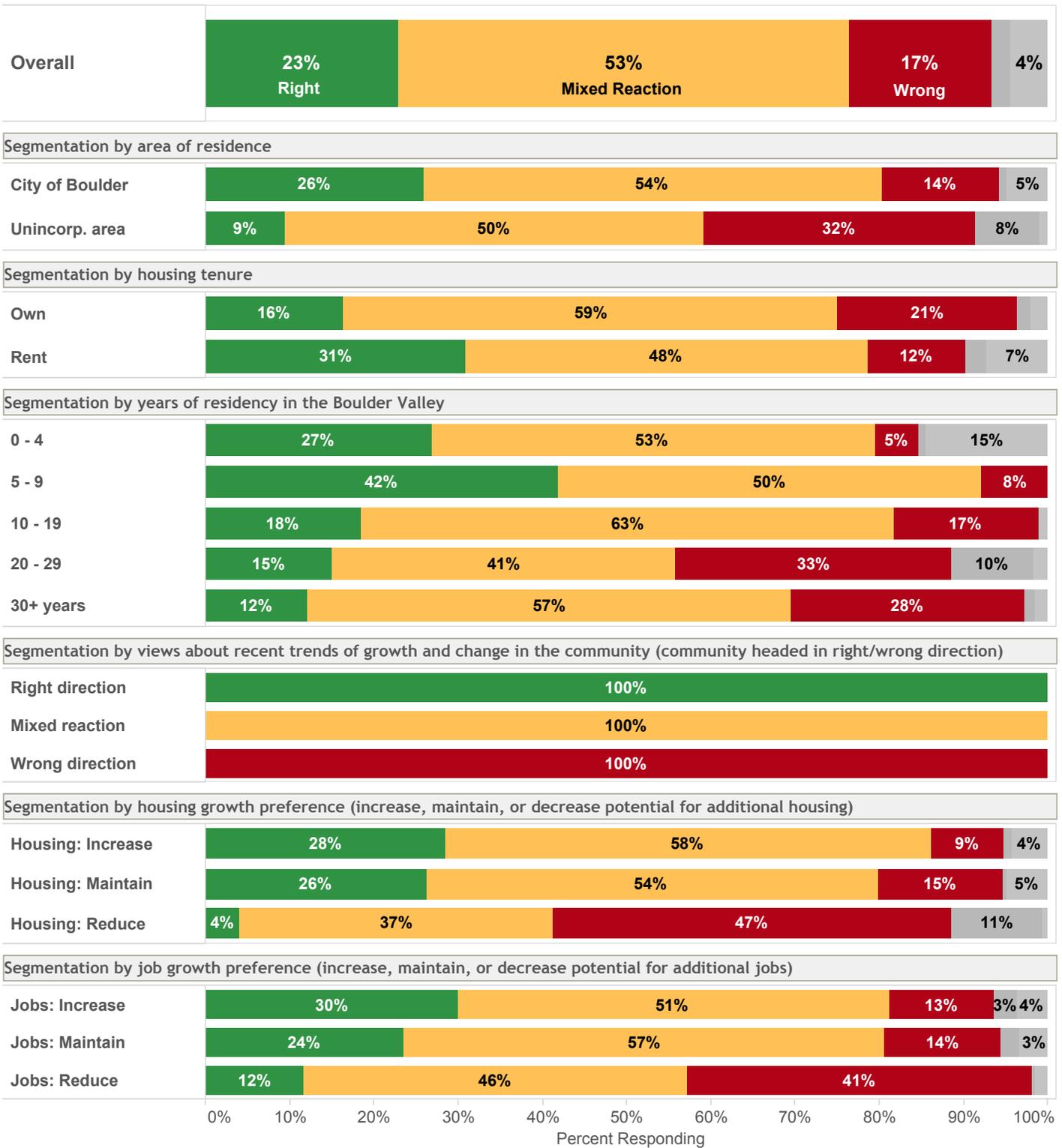
Question 3: How closely would you say you have been following the discussions about the Plan update now taking place?



■ Quite closely
■ Somewhat closely

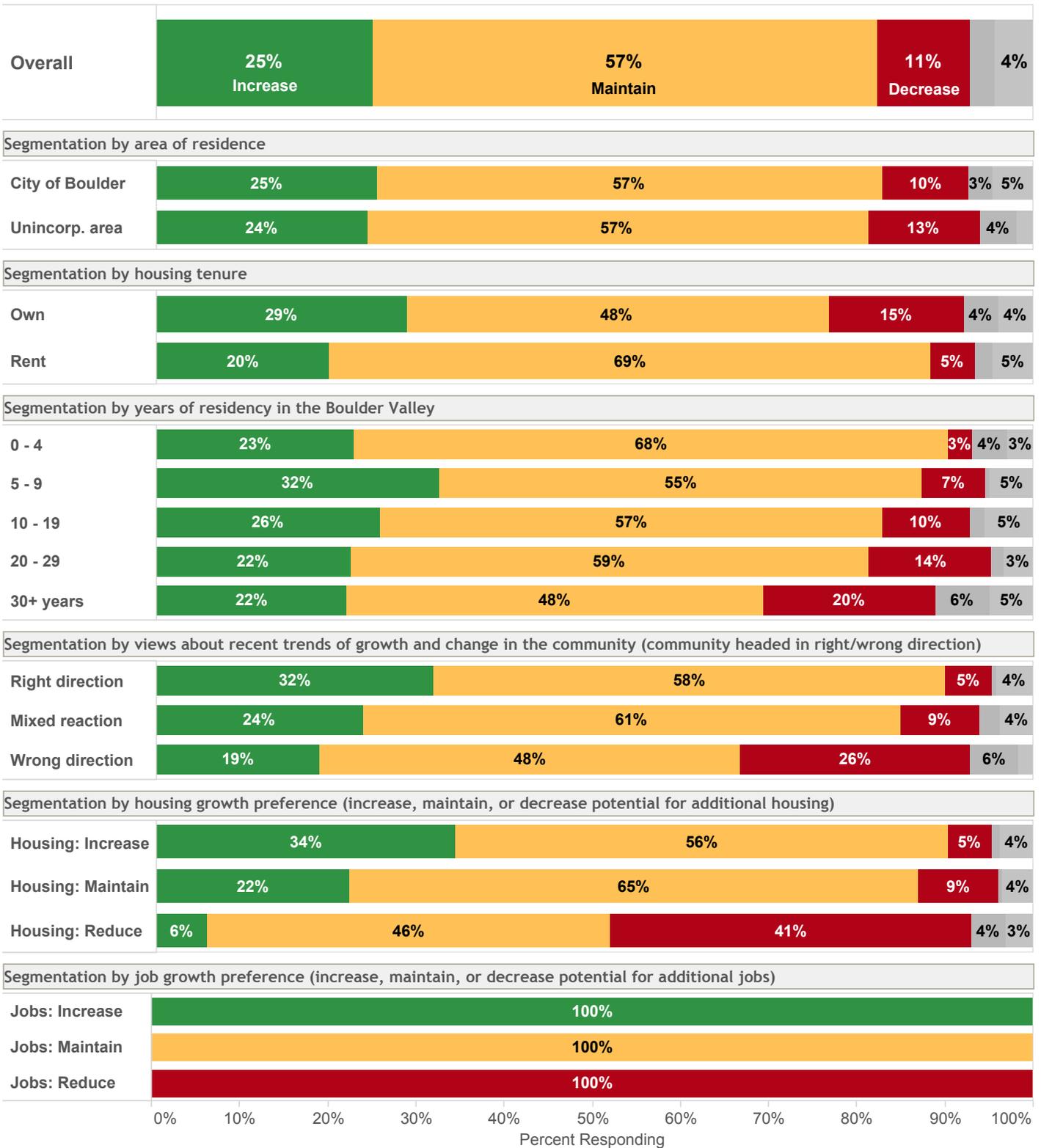
■ Not too closely
■ Not at all

Question 7: In the past year, people have expressed varying sentiments about the state of the community and the general direction it is heading regarding redevelopment, growth, and design. Which of the following statements best reflects your views about recent trends of growth and change in the community?



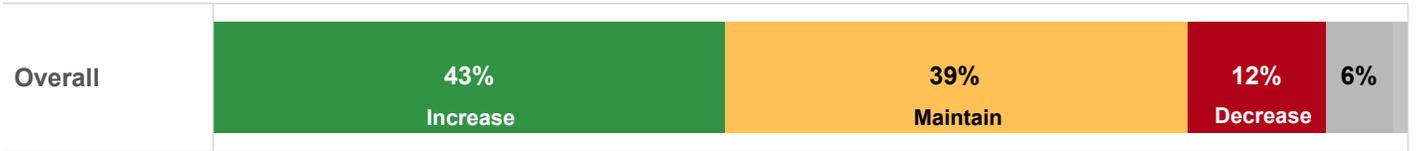
- The community is generally heading in the right direction
- Mixed reaction; in some ways things are heading in the right direction, in other equally important ways the wrong direction
- The community is generally heading in the wrong direction
- Other
- Don't know / no opinion

Question 8a: Which of the following statements best represents your preference regarding the future growth of jobs in the Boulder Valley?

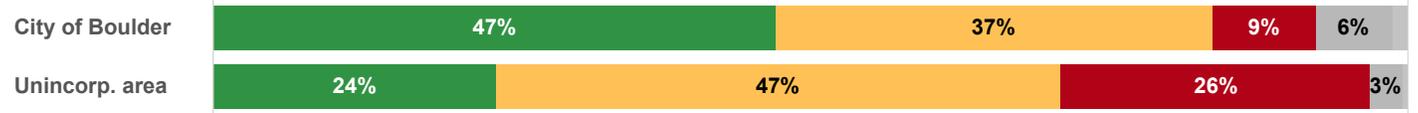


- Boulder should increase the current potential for additional jobs
- Boulder should maintain the current potential for additional jobs
- Boulder should reduce the current potential for additional jobs
- Other
- Don't know / no opinion

Question 8b: Which of the following statements best represents your preference regarding the future growth of housing in the Boulder Valley?



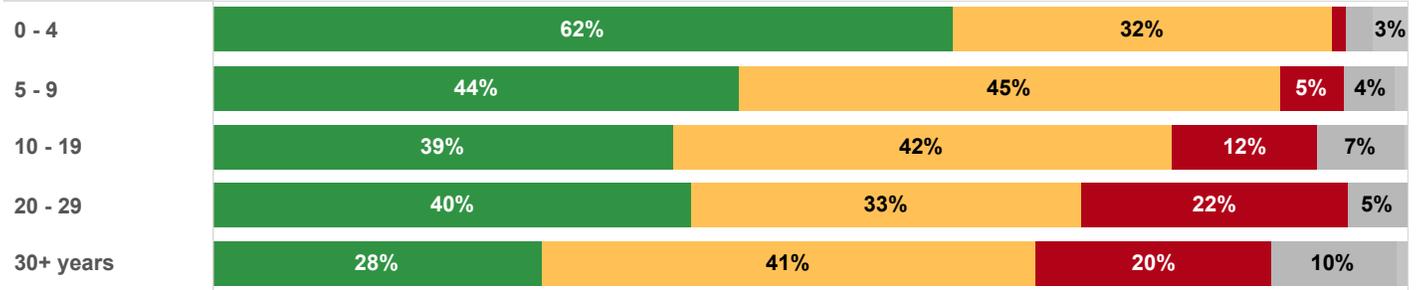
Segmentation by area of residence



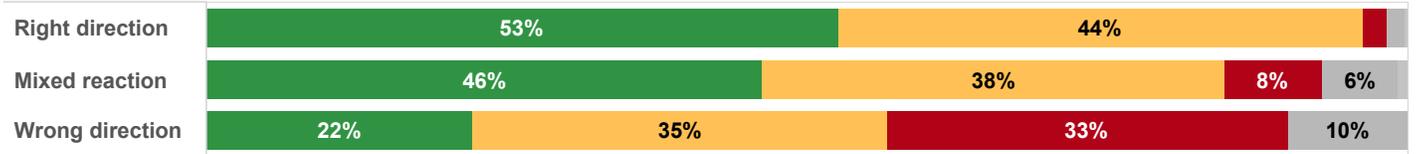
Segmentation by housing tenure



Segmentation by years of residency in the Boulder Valley



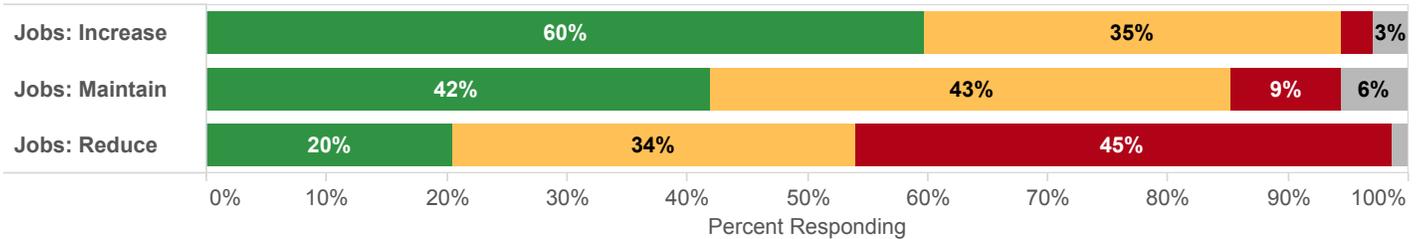
Segmentation by views about recent trends of growth and change in the community (community headed in right/wrong direction)



Segmentation by housing growth preference (increase, maintain, or decrease potential for additional housing)

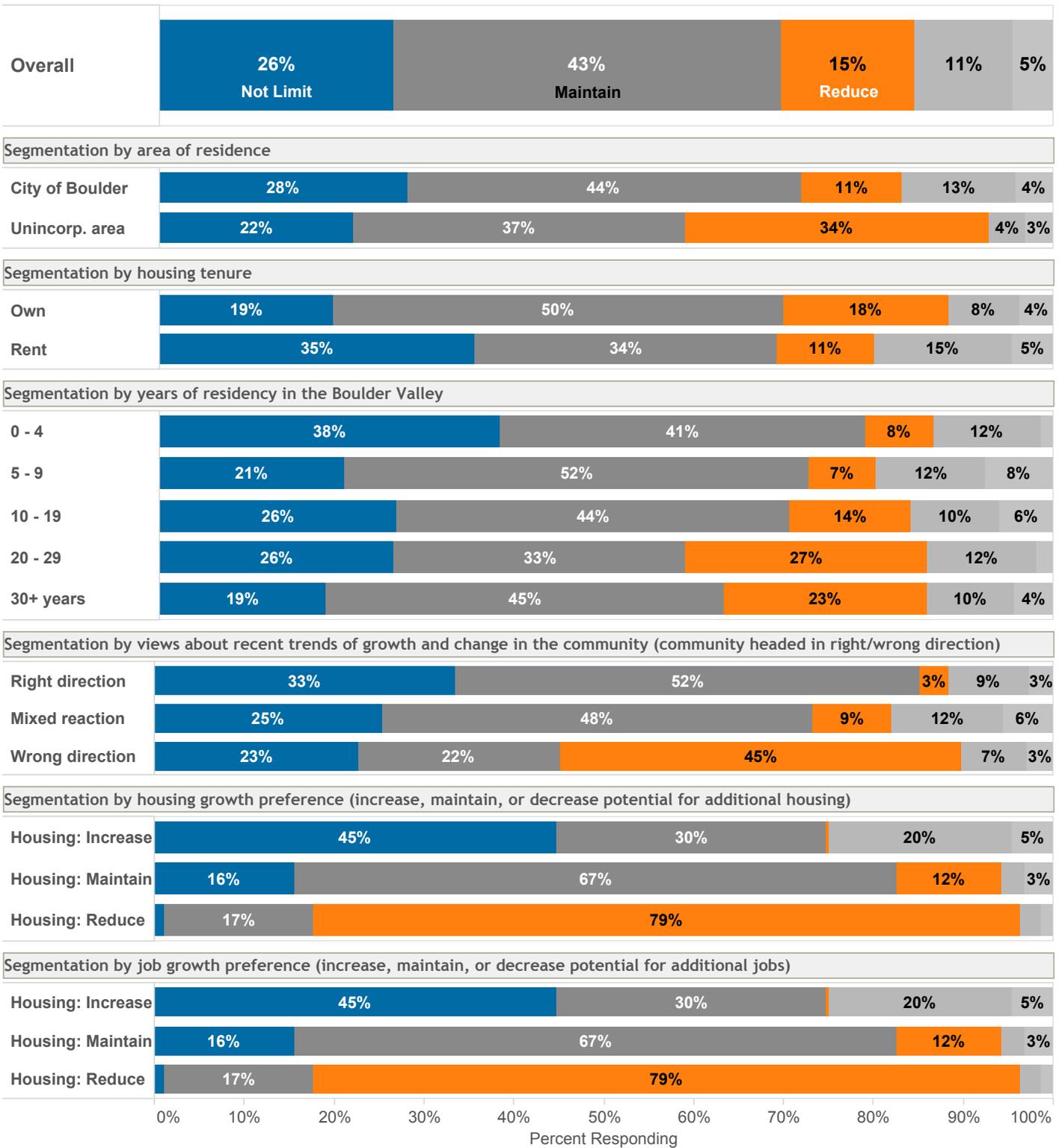


Segmentation by job growth preference (increase, maintain, or decrease potential for additional jobs)



- Boulder should increase the current potential for additional housing
- Boulder should maintain the current potential for additional housing
- Boulder should reduce the current potential for additional housing
- Other
- Don't know / no opinion

Question 9: Some people think the current Residential Growth Management System artificially limits housing potential and results in higher housing prices. Others think the rate of new housing unit growth under current regulations is appropriate, or should be limited further. Which of the following best reflects your views?

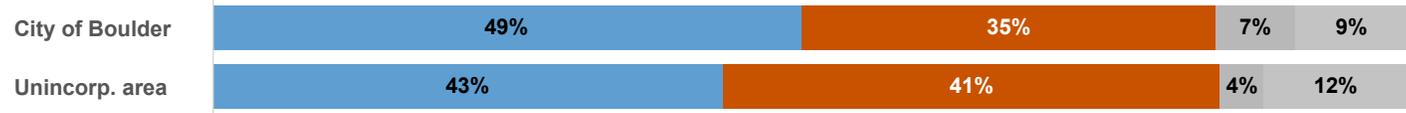


- The city should not limit the rate of housing growth, but instead allow normal market fluctuations in the growth rate
- The city should maintain its system of limiting the rate of housing growth (no more than 1% per year on average)
- The city should reduce the rate of potential housing growth (i.e., less than 1% per year on average)
- Other
- Don't know / no opinion

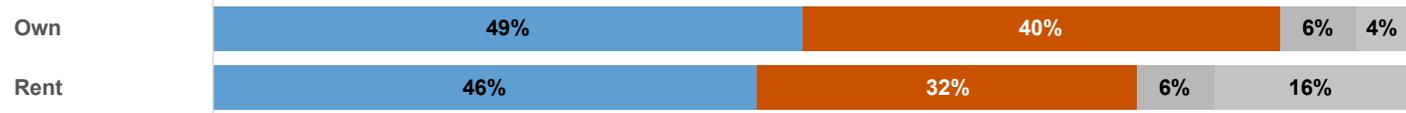
Question 10: Some people think the current rate of commercial/jobs growth is having negative impacts on quality of life, while others think the commercial development is sustaining Boulder’s economic vitality and adding benefits. Which of the following best reflects your view about the rate of commercial growth?



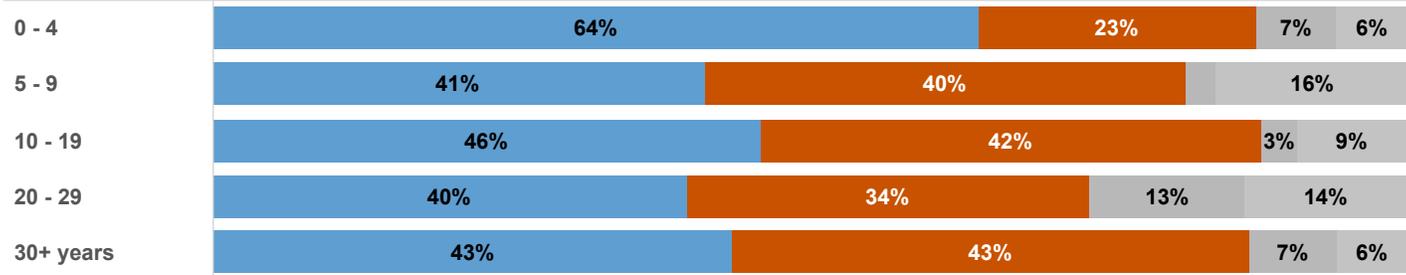
Segmentation by area of residence



Segmentation by housing tenure



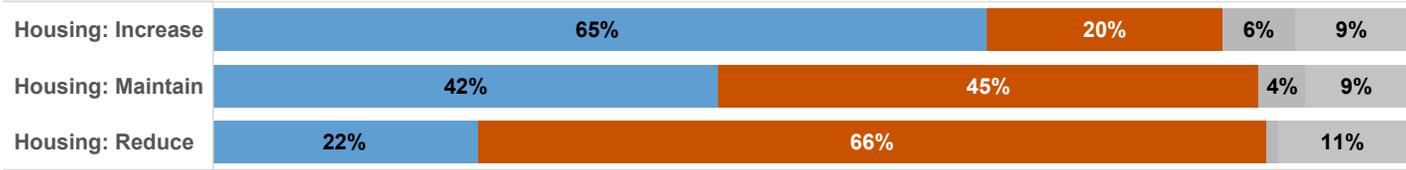
Segmentation by years of residency in the Boulder Valley



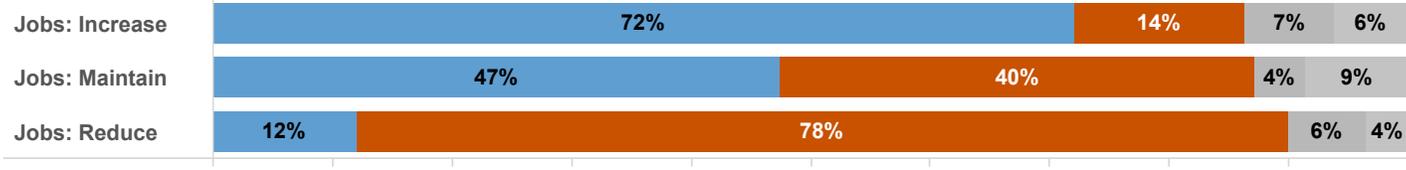
Segmentation by views about recent trends of growth and change in the community (community headed in right/wrong direction)



Segmentation by housing growth preference (increase, maintain, or decrease potential for additional housing)



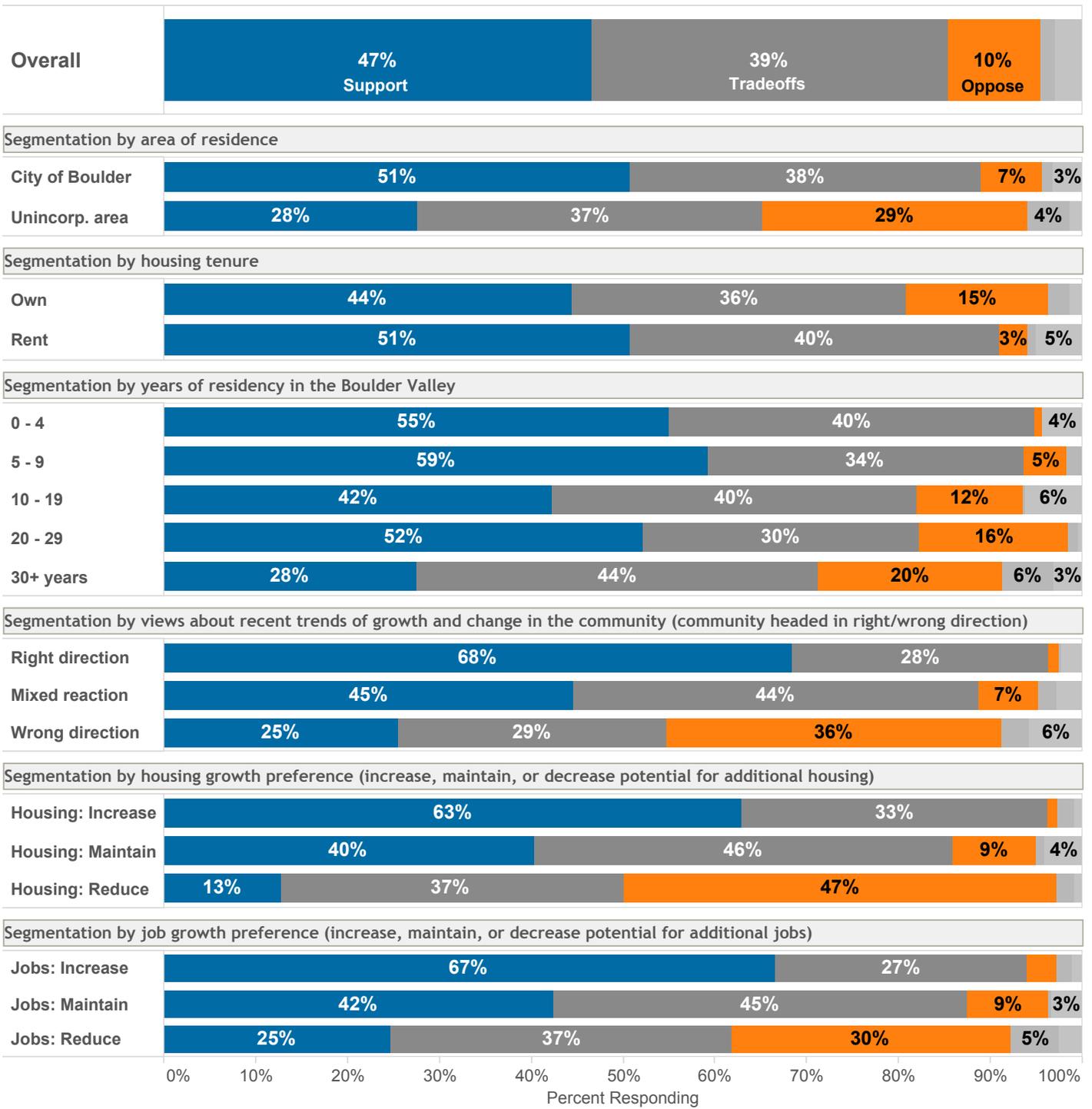
Segmentation by job growth preference (increase, maintain, or decrease potential for additional jobs)



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Percent Responding

- The city does not need to manage the rate of commercial growth; allow normal market conditions to prevail
- The city needs a system to limit and slow the rate of commercial growth
- Other
- Don't know / no opinion

Question 11: Some people say that mixed use is environmentally advantageous, promotes a greater diversity of housing types and price ranges, and promotes walkability, transit, and reduced reliance on automobiles. Others say that mixed use, with typically more intense activity accompanied by increased height and mass, can be disruptive to desired community character and can cause congestion. Which of the following statements best represents your opinion regarding the encouragement of mixed use within commercial hubs and along major arterial roads?



- I generally support the encouragement of mixed use developments in these locations
- I believe there are positive and negative tradeoffs ... mixed use should be encouraged only in carefully defined areas
- I generally oppose more mixed use developments ... their negative impacts would outweigh any positive attributes
- Other
- Don't know / no opinion

Question 17: How would you rate the overall quality of life in your neighborhood (or where you live), taking all things into consideration?



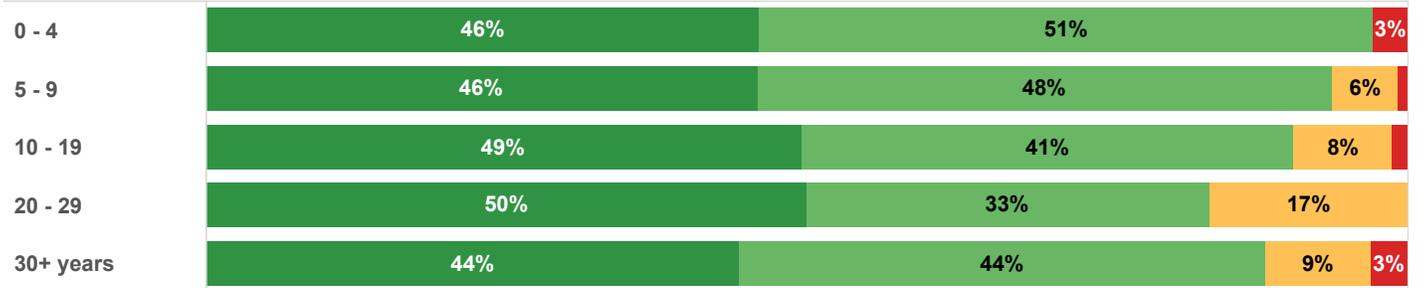
Segmentation by area of residence



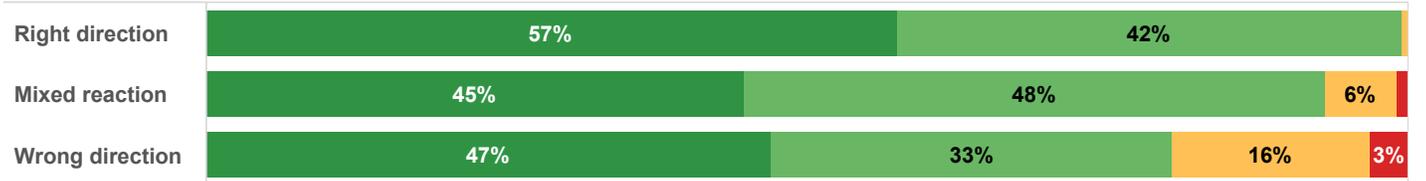
Segmentation by housing tenure



Segmentation by years of residency in the Boulder Valley



Segmentation by views about recent trends of growth and change in the community (community headed in right/wrong direction)



Segmentation by housing growth preference (increase, maintain, or decrease potential for additional housing)



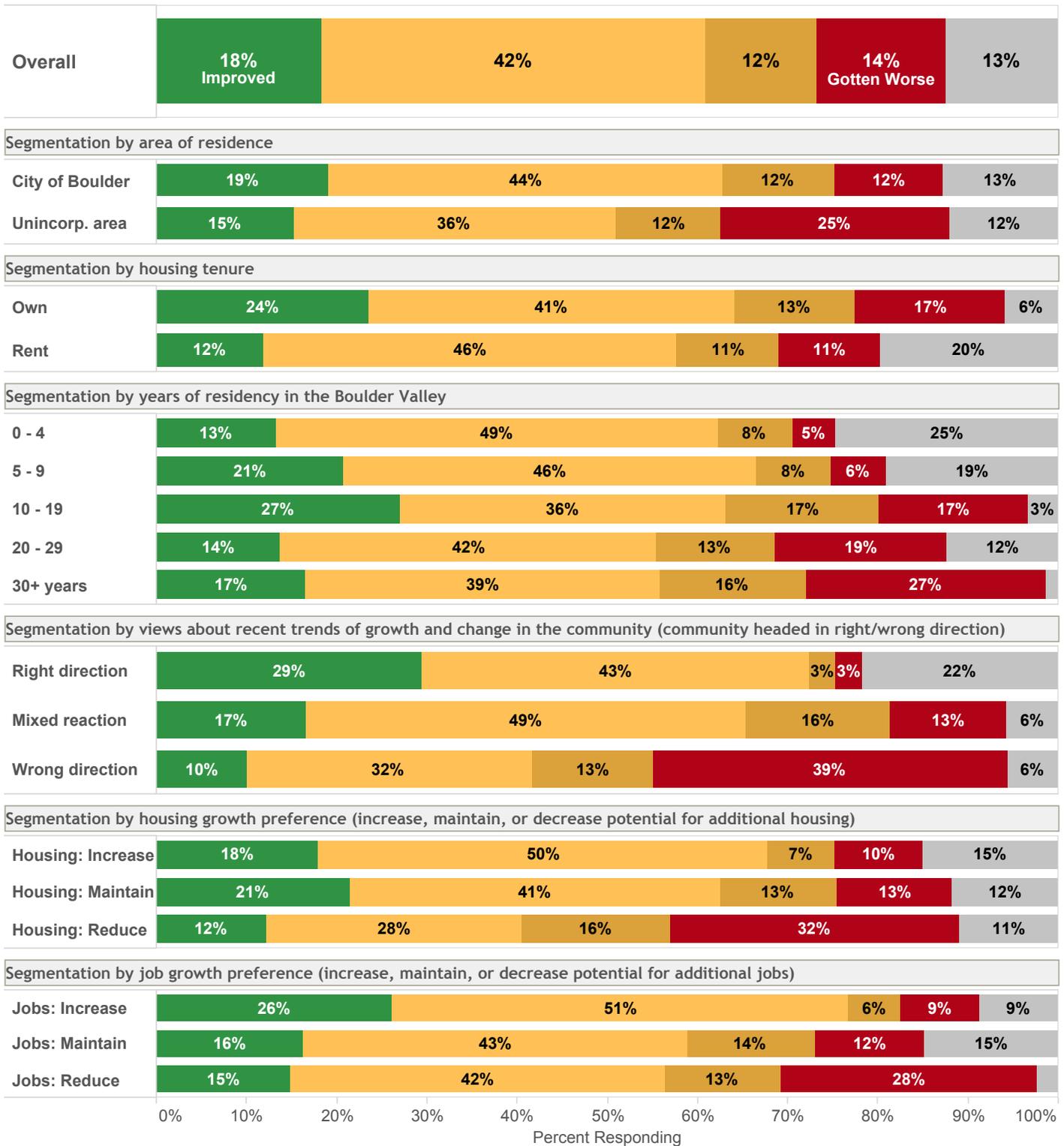
Segmentation by job growth preference (increase, maintain, or decrease potential for additional jobs)



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Percent Responding



Question 20: Over the past five to ten years (or since you have lived there), has your neighborhood (or the area where you live) improved, gotten worse, or stayed the same as a place to live, taking all things into consideration?



■ Improved
■ Stayed the same
■ Some things have improved and other equally important things have gotten worse
■ Gotten worse
■ Don't know / no opinion