



Littleton, CO

Resident and Business Surveys 2016



NRC

National Research Center Inc

Survey Methods

Resident Survey

- Mailed 3,000 households
- 699 completes (24%)
- $\pm 4\%$ margin of error
- Results weighted
- Comparison to 2012 & 2014
- National and Front Range benchmark comparisons

Business Survey

- Mailed invite to 1,000 business with online response
- 114 completes (12%)
- $\pm 9\%$ margin of error
- Comparison to 2012 & 2014

Residents and business owners continue to enjoy a high quality of life

Aspects of Quality of Life

		<i>Residents</i>	<i>Businesses</i>
Overall quality of life	★	95%	95%
Littleton as a place to live	★	97%	
Littleton as a place to raise children	★	95%	
Your neighborhood as a place to live	★	89%	
Littleton as a place to retire	★	83%	80%
Littleton as a place to work	★	77%	94%

Percent excellent or good

 Higher or much higher than both national and FR benchmarks

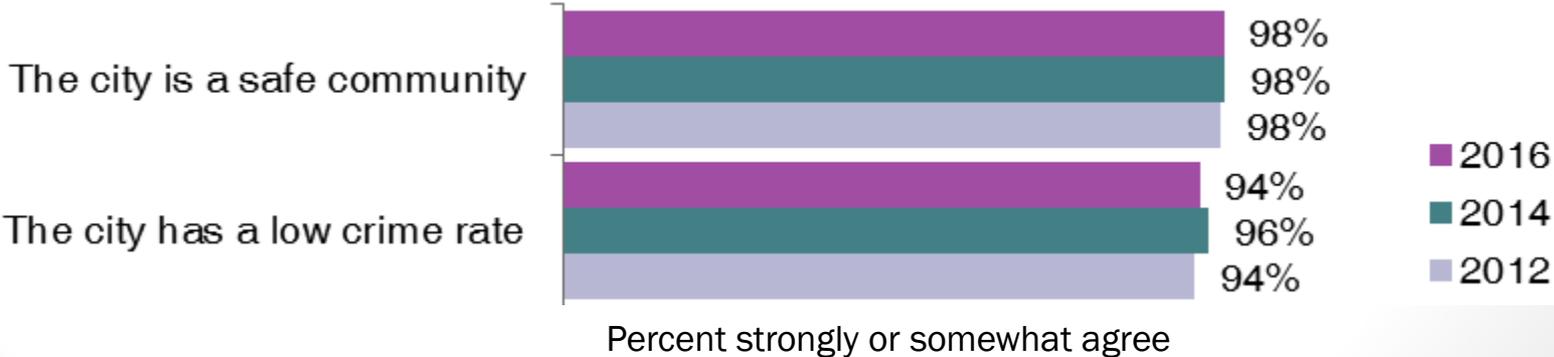
Residents feel safe



64%

Reasons for living in Littleton:
“I feel safe here”

To what extent do you agree or disagree that each statement describes the City of Littleton?



Businesses appreciate various characteristics of the community



Overall Appearance
(90%)



Cleanliness
(89%)

Percent excellent or good

At least $\frac{2}{3}$ of
business owners say City has
the “right amount” of...

- Festivals, concerts
- Bars and taverns
- Retail shopping opportunities
- Public art

Residents appreciate aspects of travel, but mobility overall is an area of concern for both sets of respondents

Residents value different modes of transportation



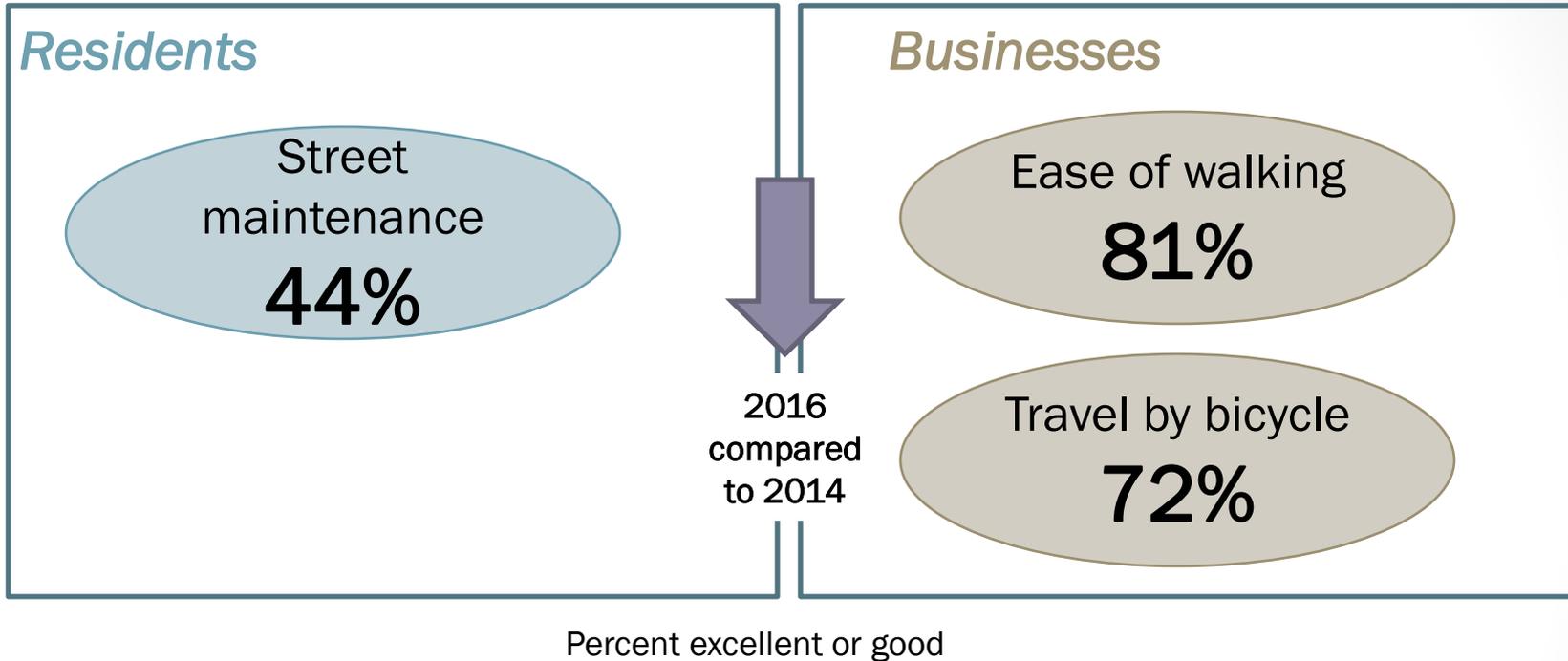
8 in 10

rated as excellent or
good

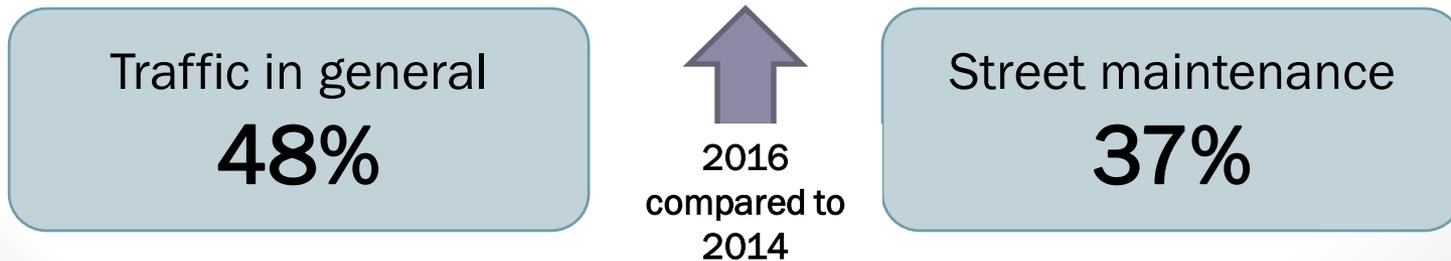
- Downtown Littleton light rail station
- Mineral Avenue light rail station
- Ease of traveling by light rail
- Ease of walking in the city



Mobility overall is a concern



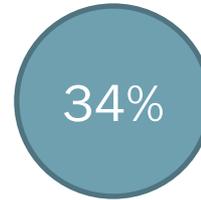
Most pressing issues facing Littleton in next two years:



Traffic congestion

Traffic congestion

Residents



Percent excellent or good

Businesses



Percent moderate or major problem



**Residents feel positively
about the city
government's
performance, but business
owners are concerned**

Resident ratings of government performance



Direction city is taking with respect to open space, trails and parks

85%



Quality of work provided by City of Littleton employees

75%



The overall direction the city is taking

68%

Percent excellent or good



Higher than the *national* benchmarks

Business owners and managers ratings of government performance



Overall direction the city is taking
(61%)

Overall effectiveness of the city manager and appointed staff (51%)



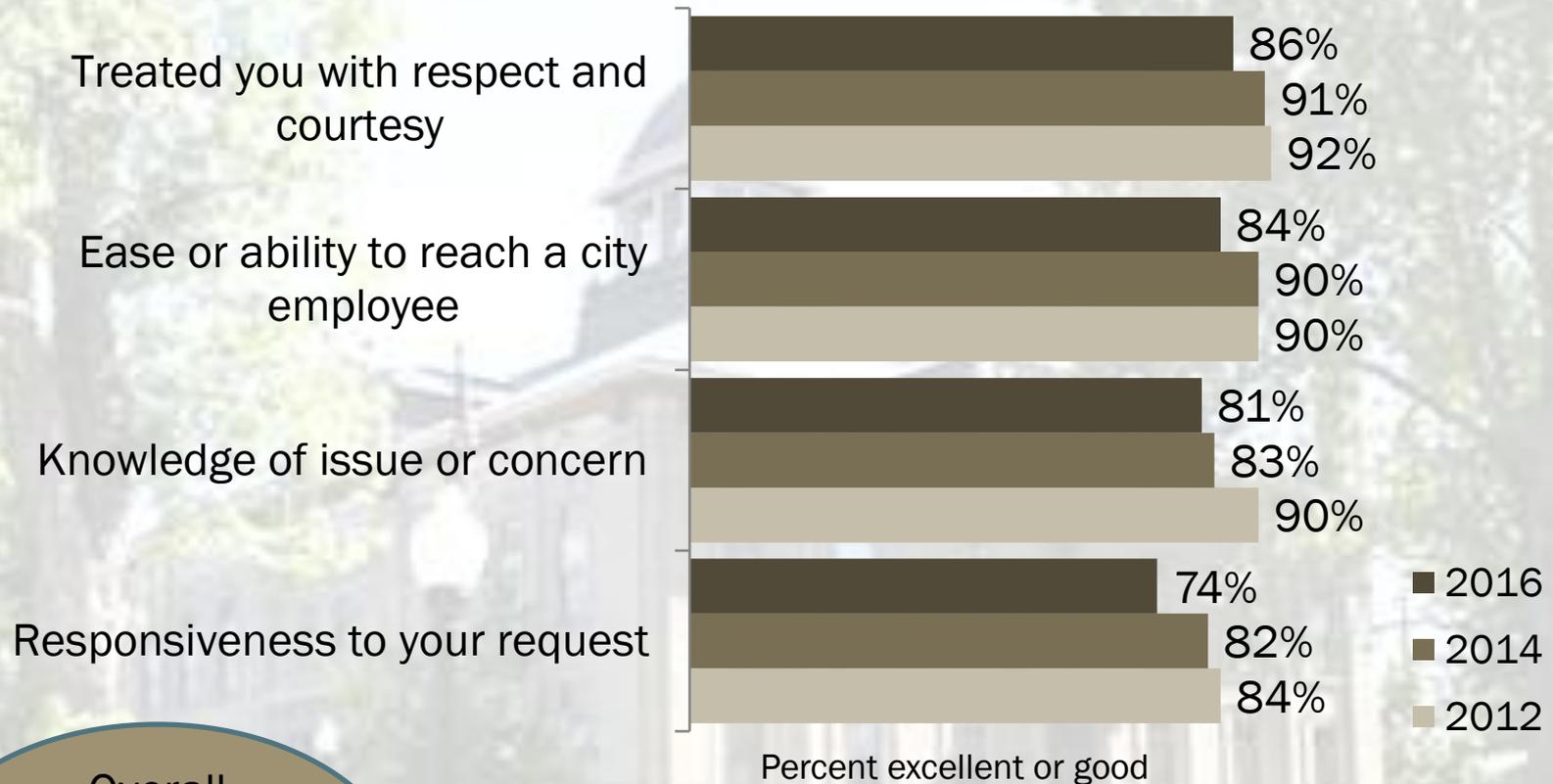
Overall leadership provided by the city's elected officials
(41%)

Percent excellent or good



All trended downwards in 2016

Business owners interactions with City employees



Overall Impression
77%
excellent or good

Residents regard city services highly and highlighted services they feel are high importance but lower quality

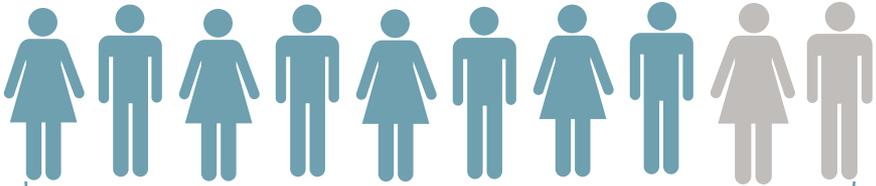
Resident evaluations of quality of services



Courtesy: www.littletongov.org



Courtesy: Hudson Gardens and Event Center



8 in 10
excellent or good

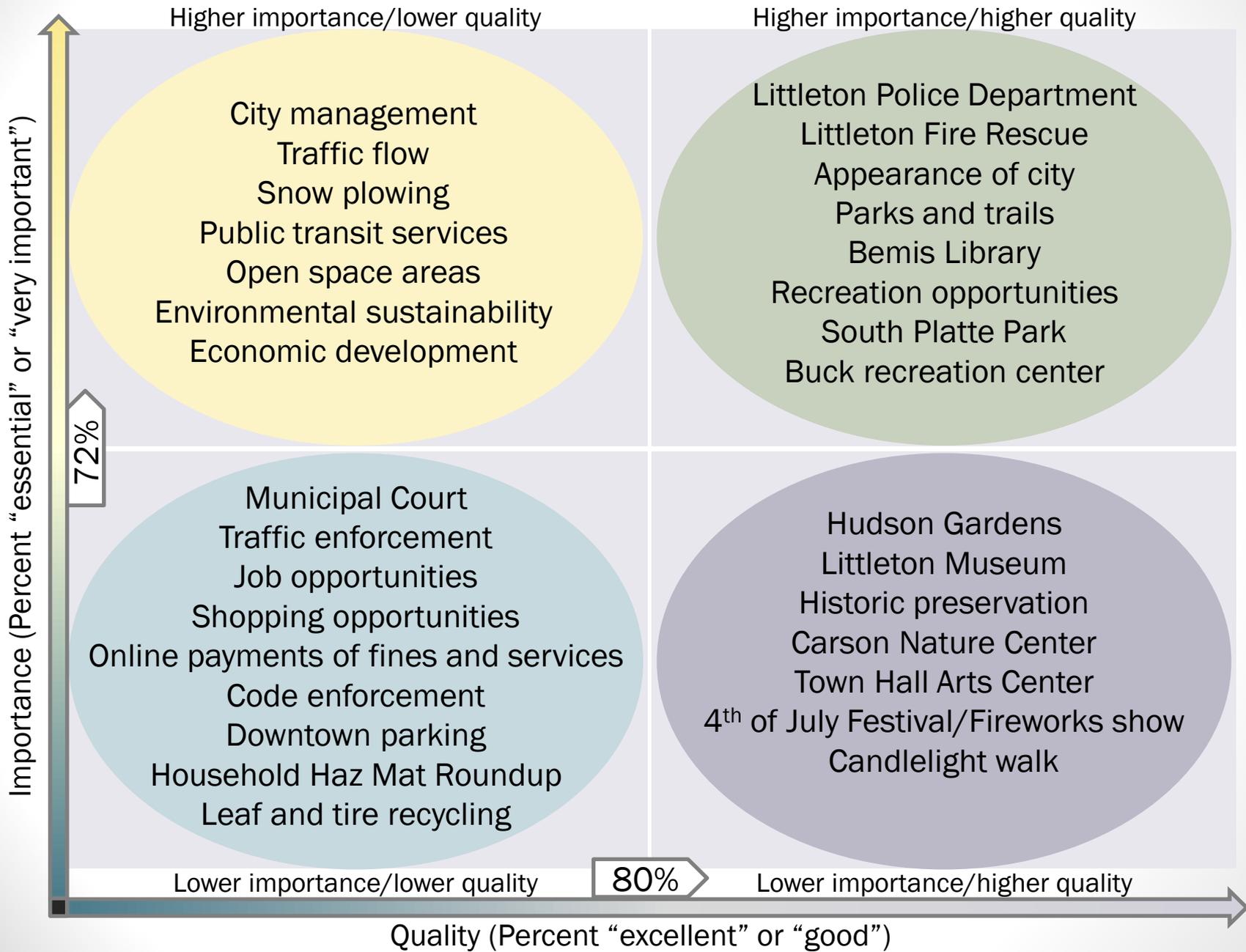


Courtesy: "The librarian is in" blog

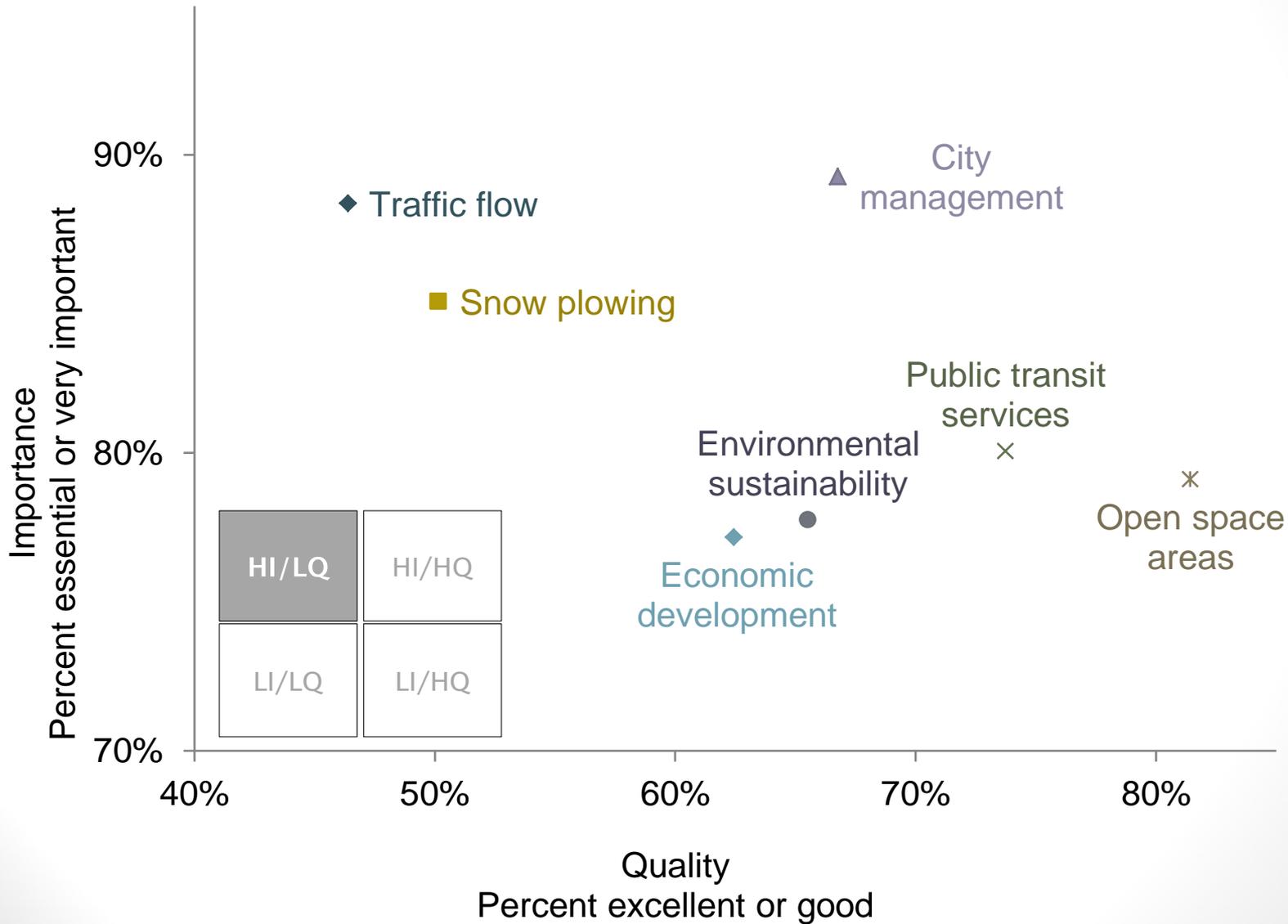


Higher than the *national* benchmarks

Residents Balance Quality and Importance



Services rated higher importance/ lower quality



Resident Priorities

Maintaining and improving city's infrastructure

Reducing traffic congestion

Redeveloping aging shopping centers

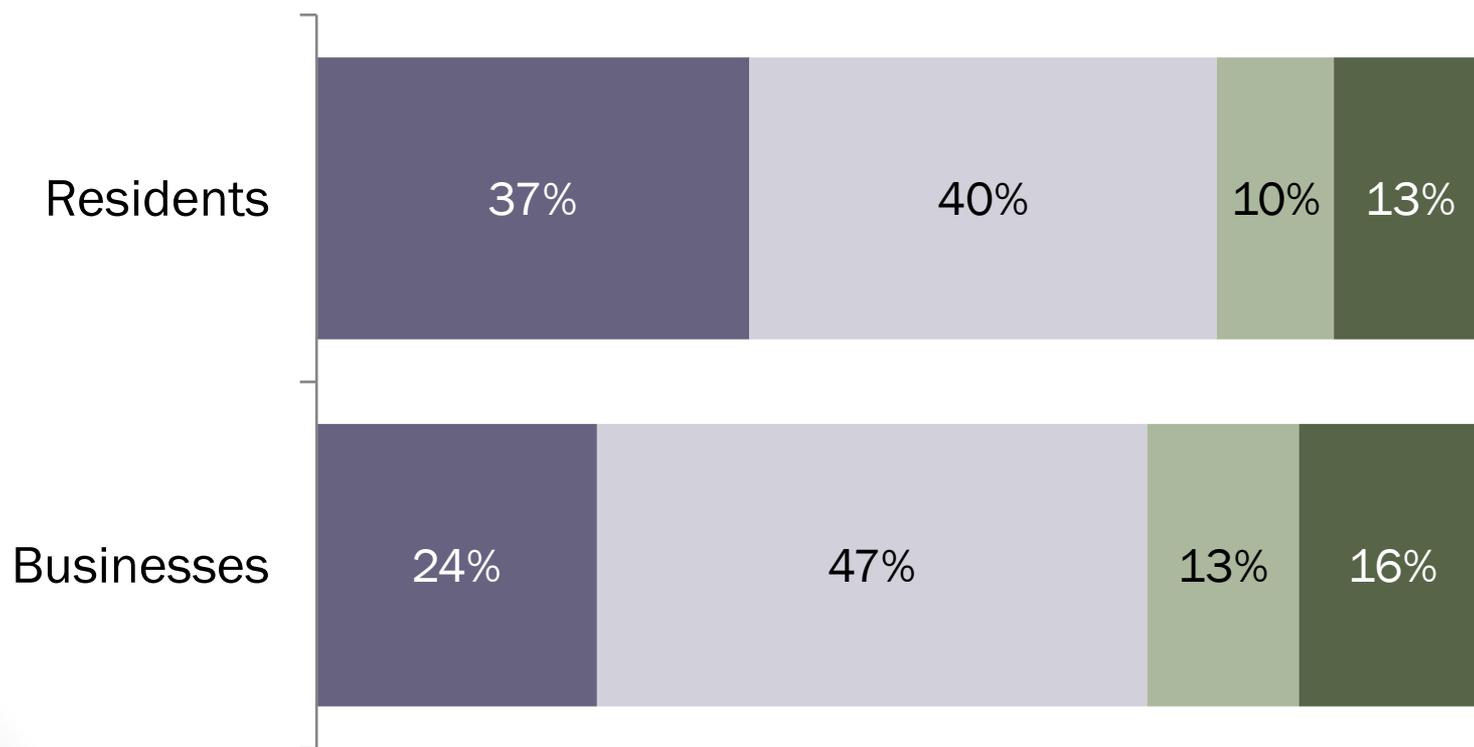
Littleton viewed favorably by residents compared to residents from communities across the nation and along the Front Range

Benchmark Comparison	Higher	Similar	Lower
National	36	6	2
Front Range	23	7	4

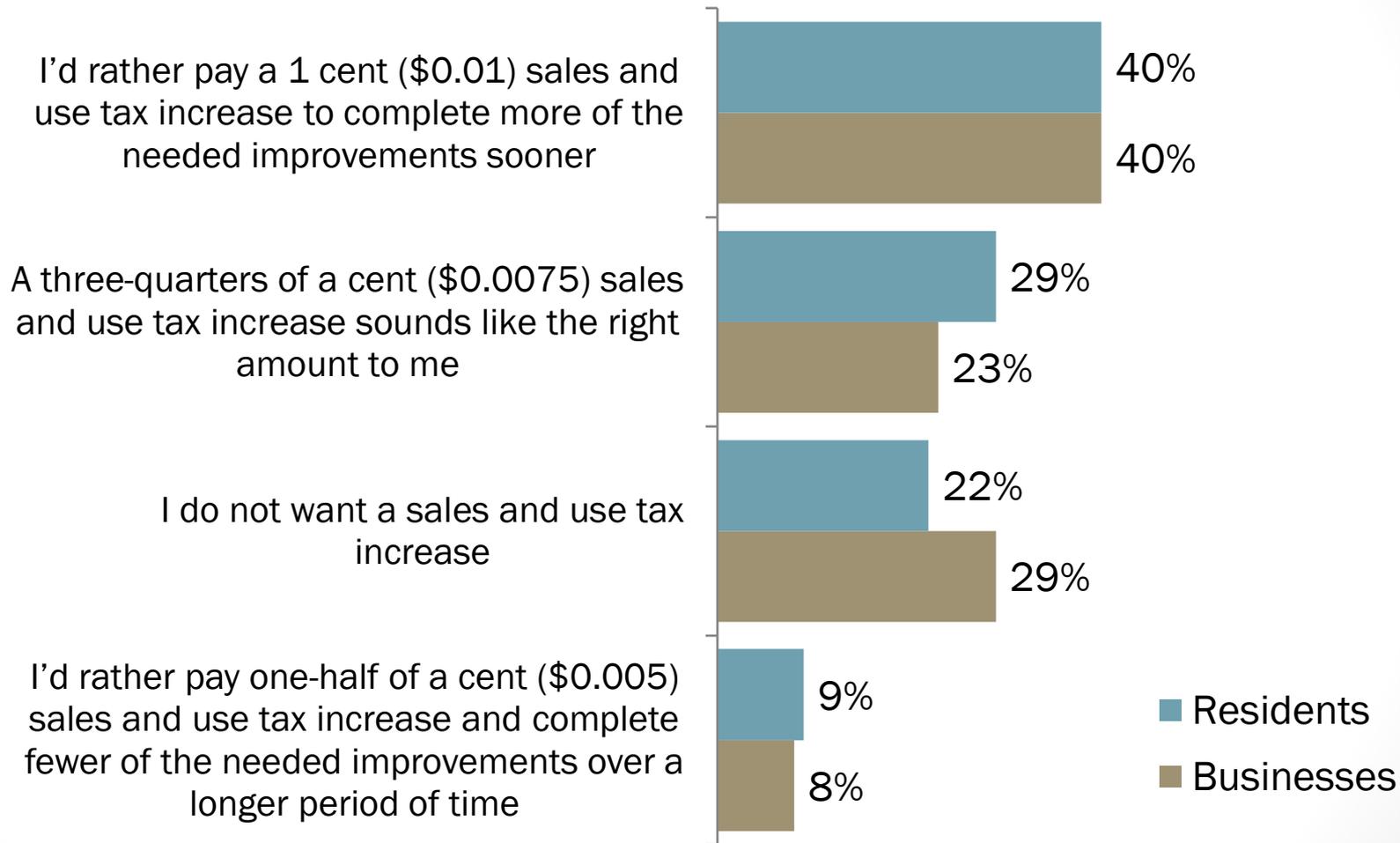
Residents and business owners support tax increases

Support for $\frac{3}{4}$ cent sales and use tax increase for needed improvements

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose



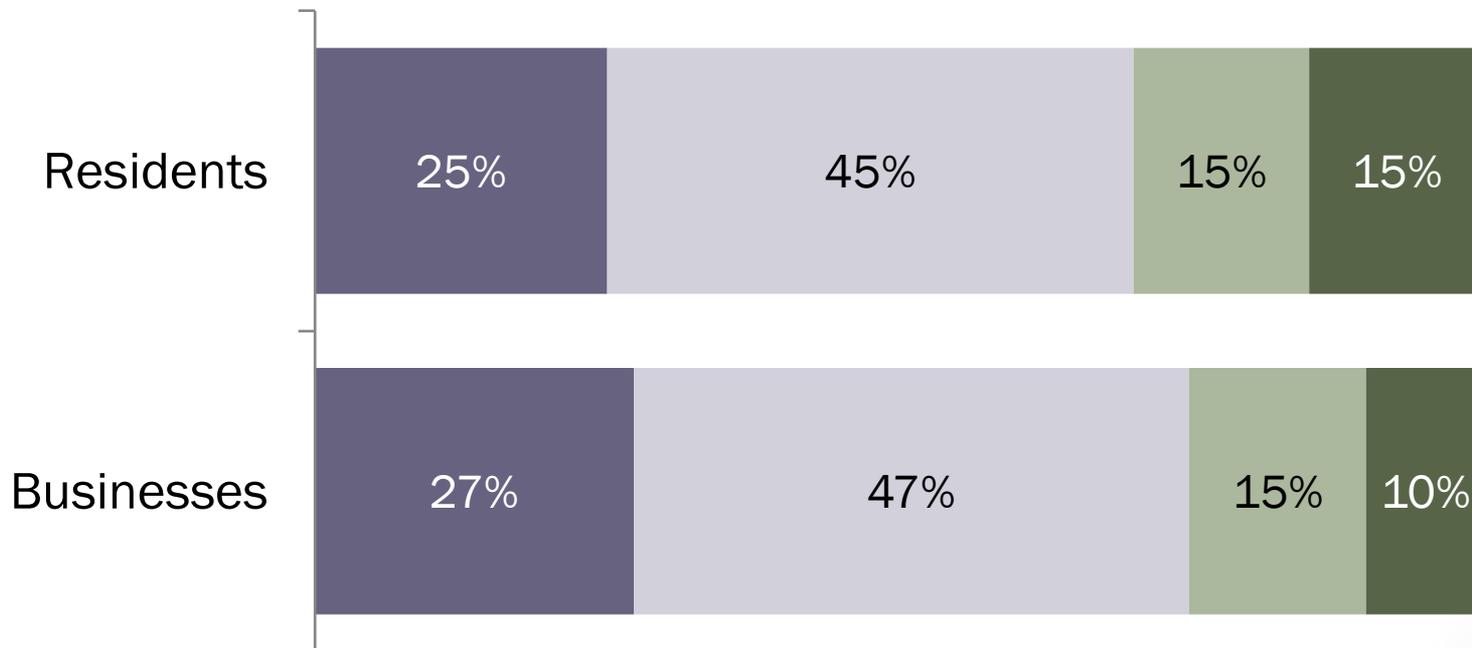
Preferences for sales and use tax amount



Support for lodging tax

To what extent would you support or oppose a lodging tax that hotel room visitors would pay with the money to be used for tourism, marketing and promotion of Littleton?

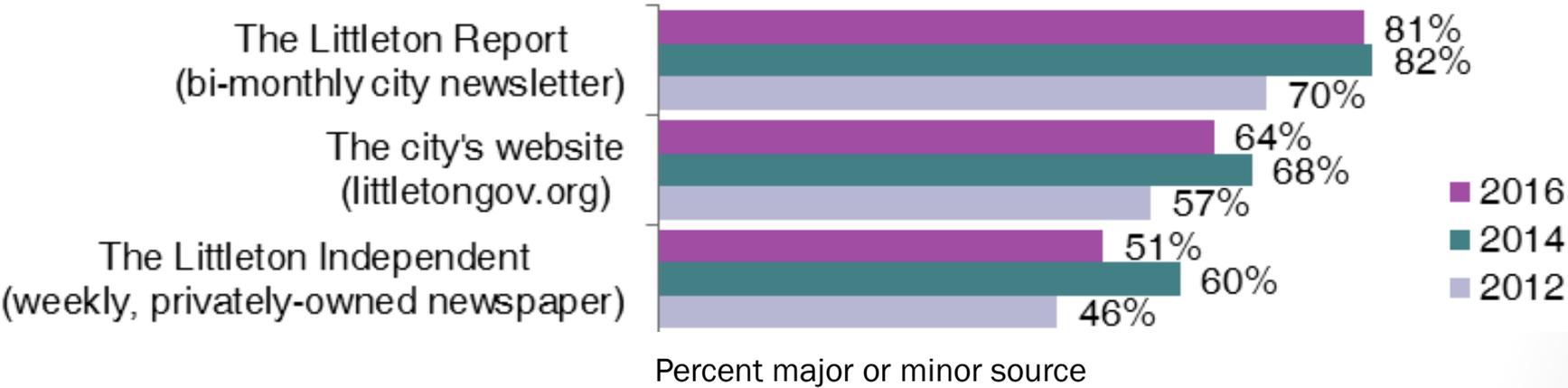
■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose



**Most residents look for
City information in
The Littleton Report and
on the City's website**

Resident Most Used Information Sources

Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Littleton.



Questions?

Thank you!

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