



# 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

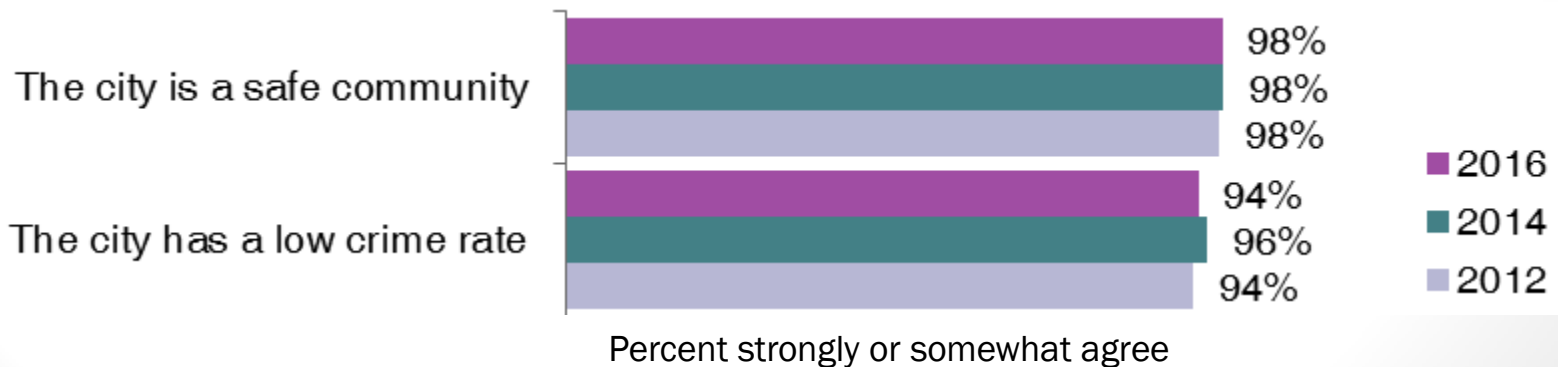


Courtesy of Eric Hurst, Flickr

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**

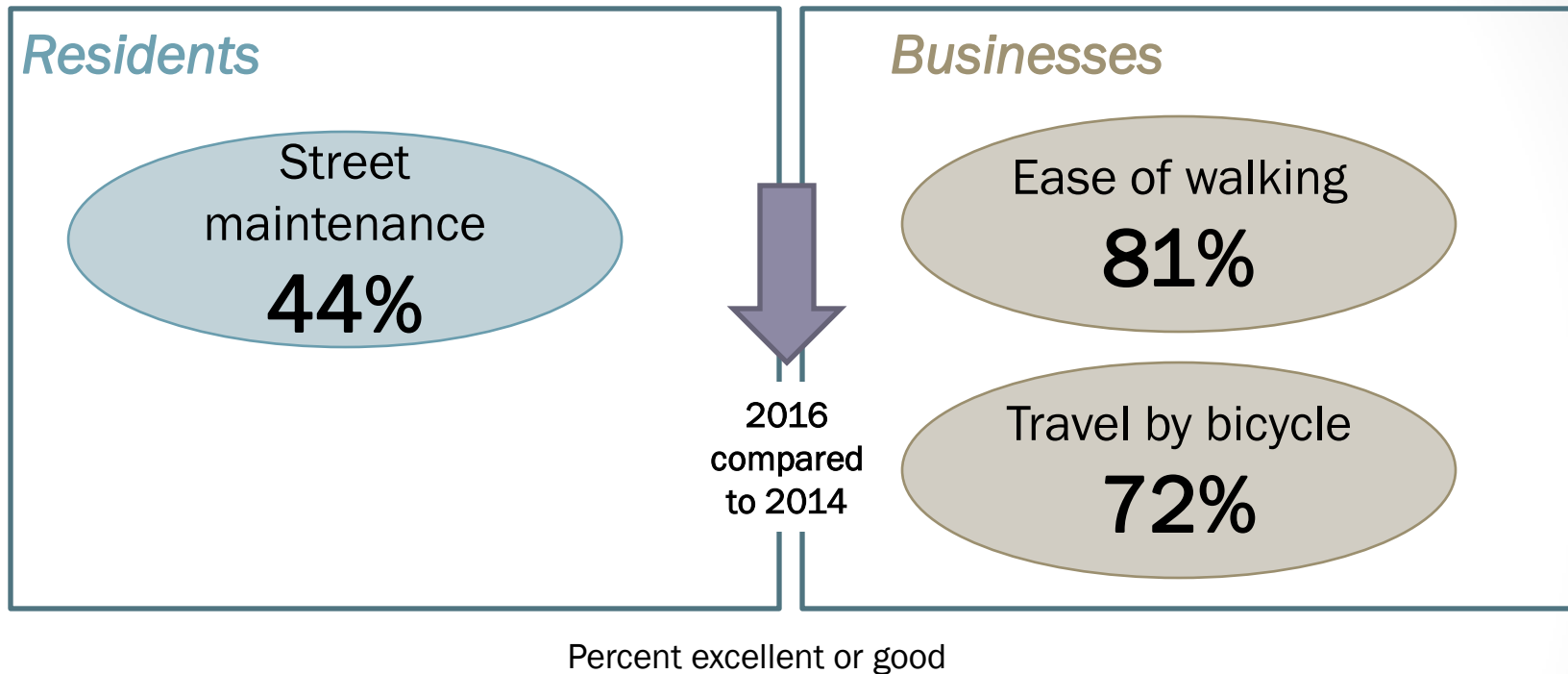
rated as excellent or  
good

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

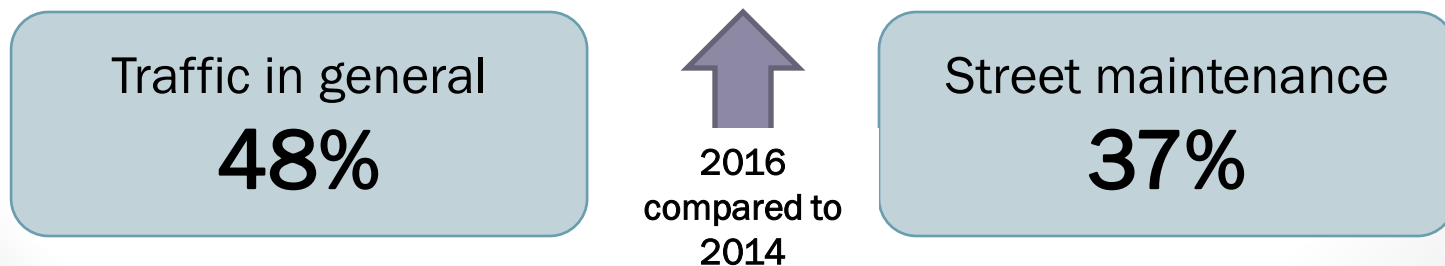




# Mobility overall is a concern



## Most pressing issues facing Littleton in next two years:



# Traffic congestion

Traffic congestion

Residents

34%

Percent excellent  
or good

Businesses

56%

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**



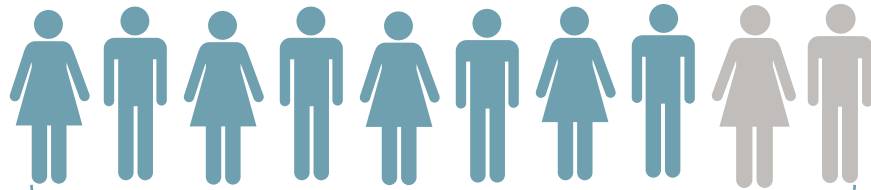
# Resident evaluations of quality of services



Courtesy: [www.littletongov.org](http://www.littletongov.org)



Courtesy: Hudson Gardens and Event Center



8 in 10  
excellent or good



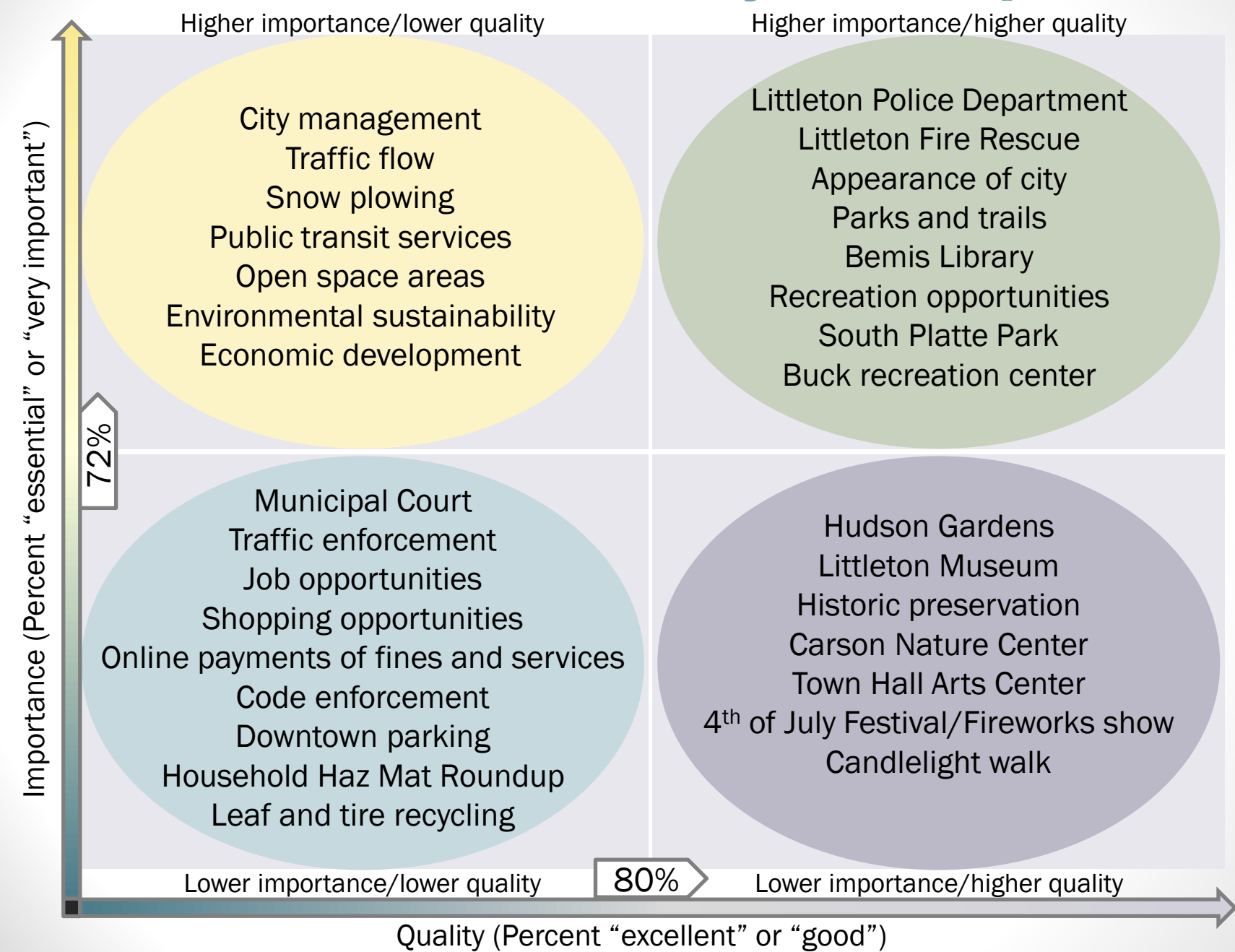
Courtesy: "The librarian is in" blog



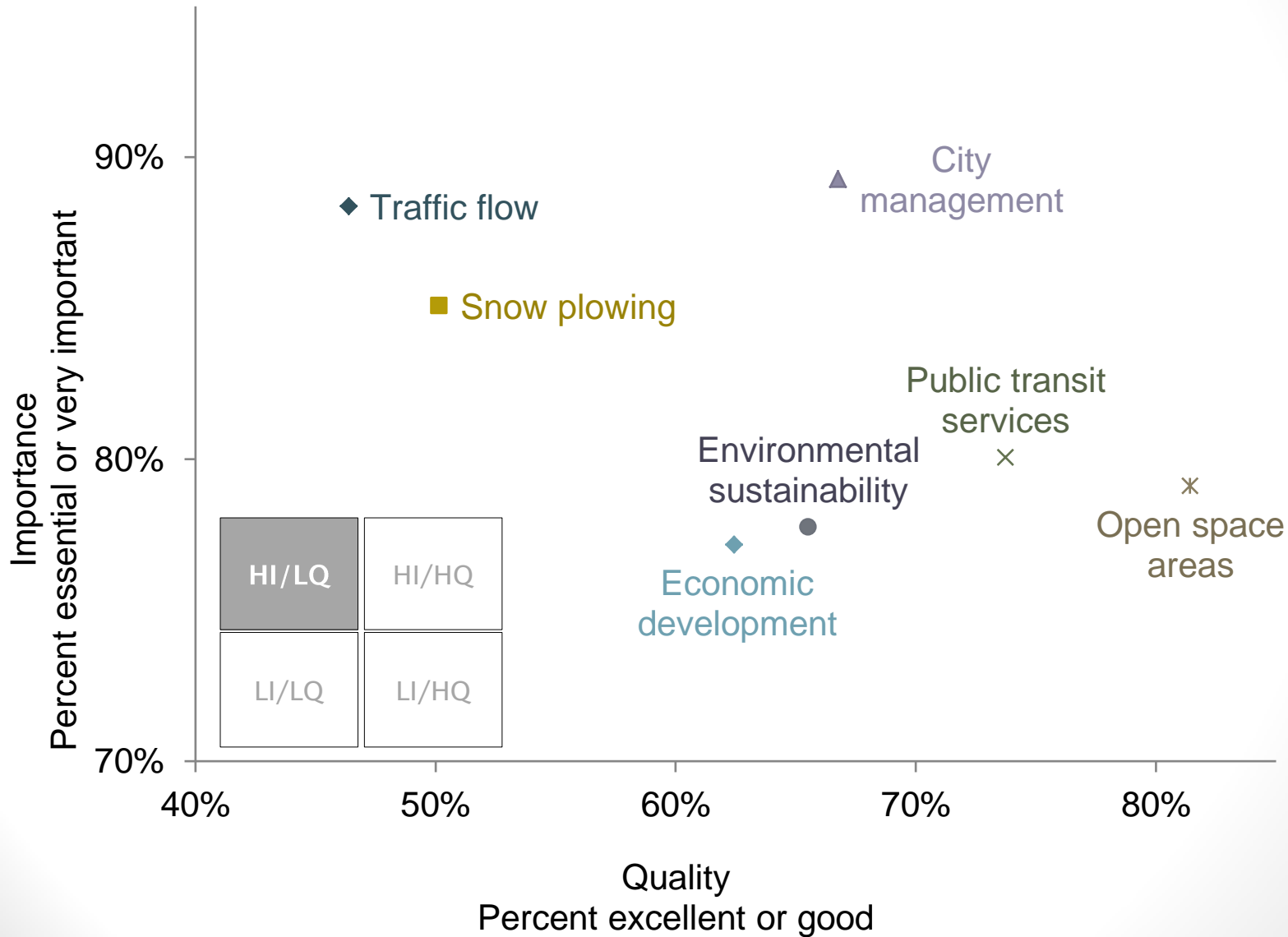
Higher than the *national* benchmarks



# 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

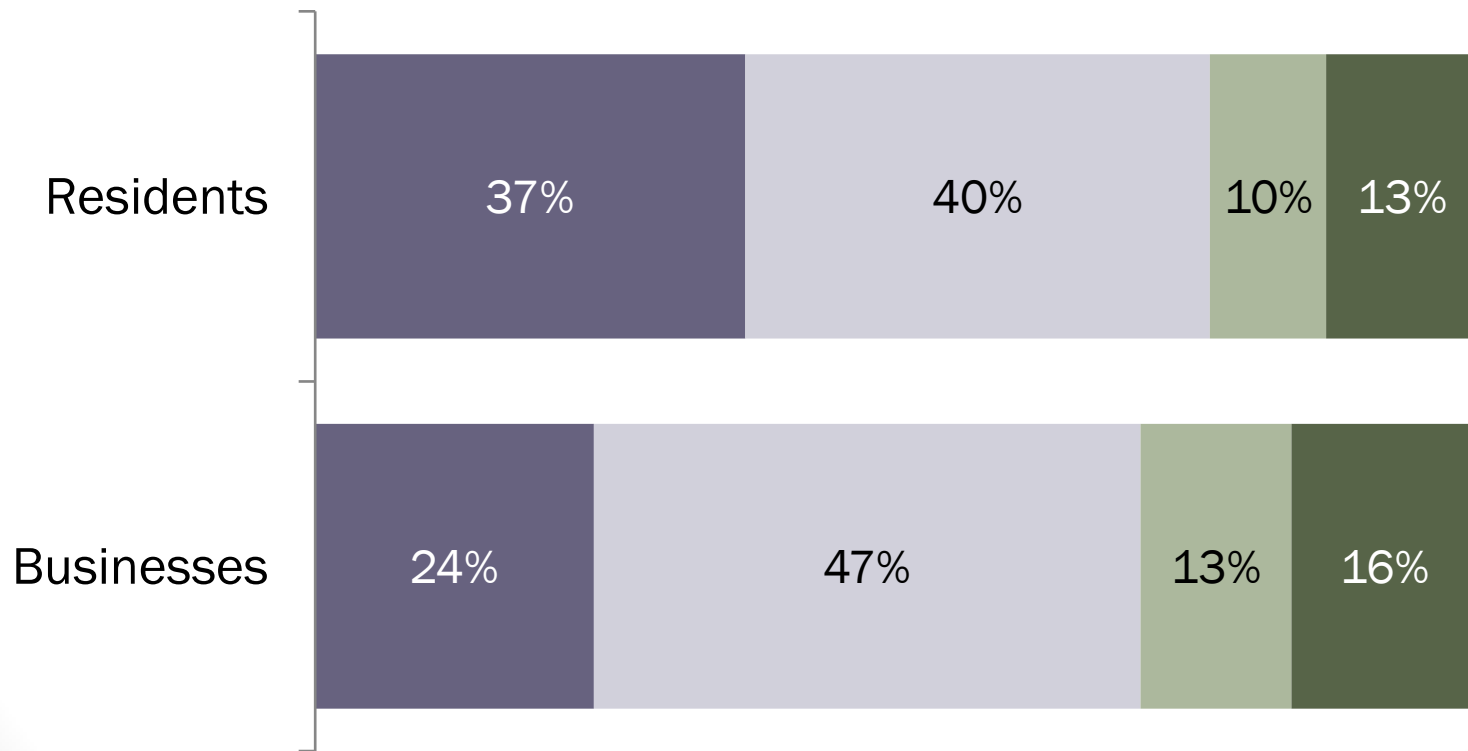
# Littleton viewed favorably by residents compared to residents from communities across the nation and along the Front Range

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

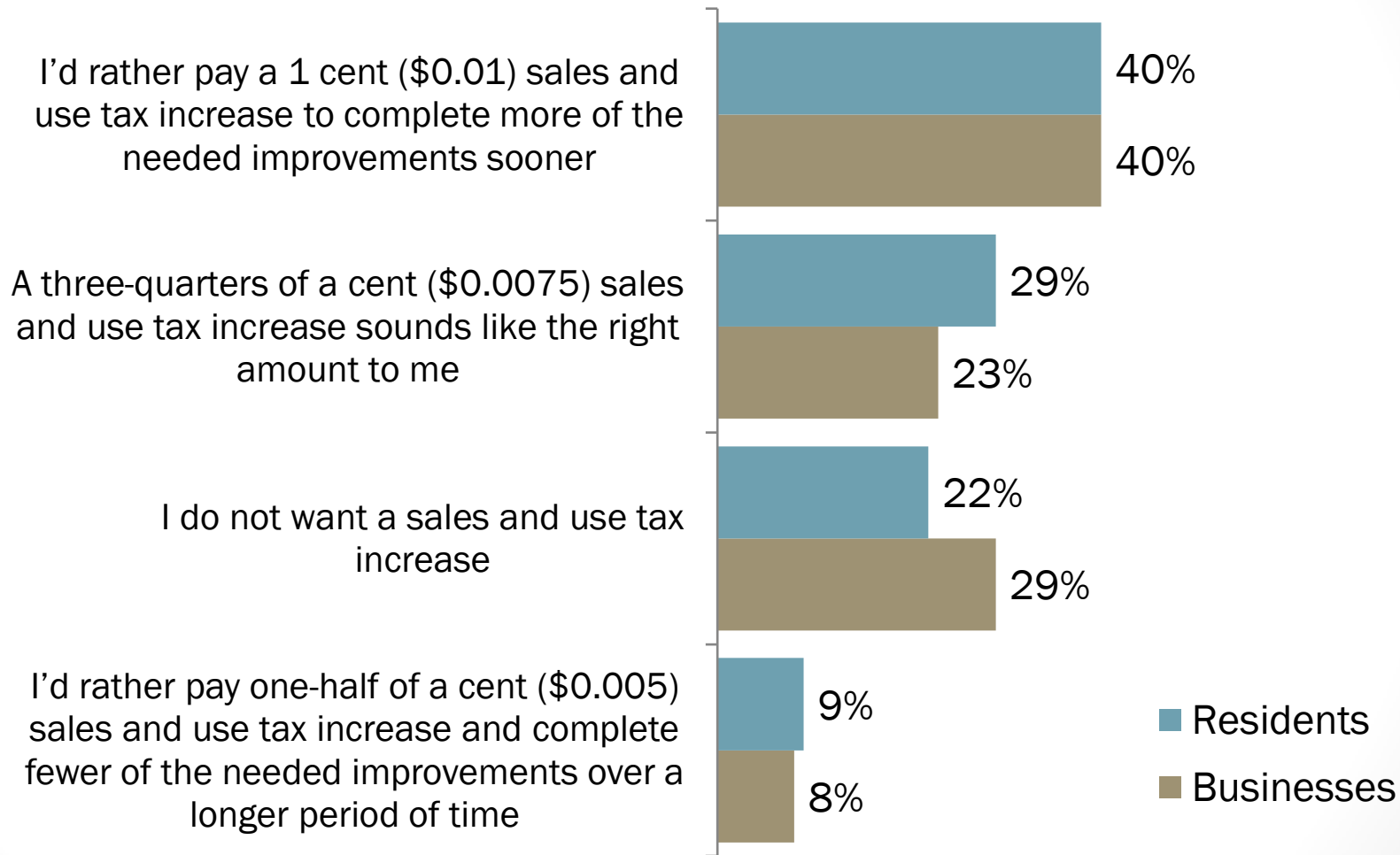
# Residents and business owners support tax increases

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

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



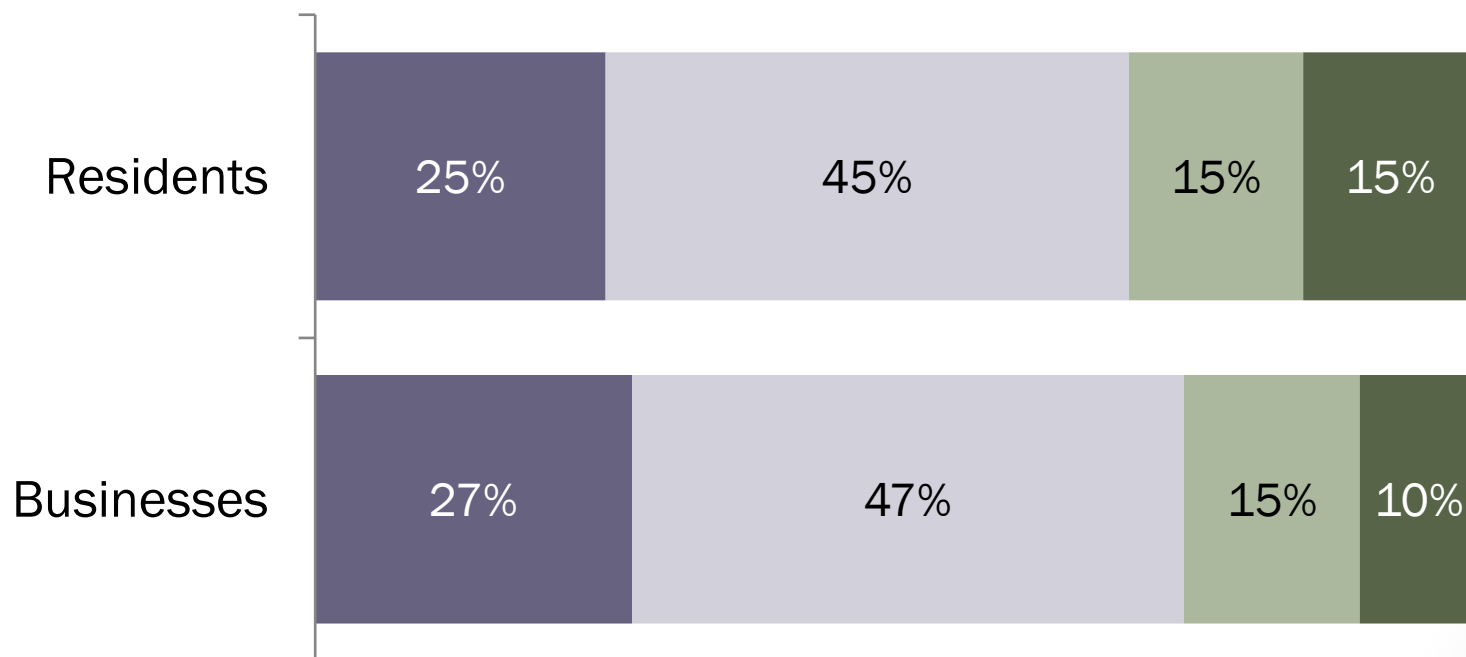
# Preferences for sales and use tax amount



# 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

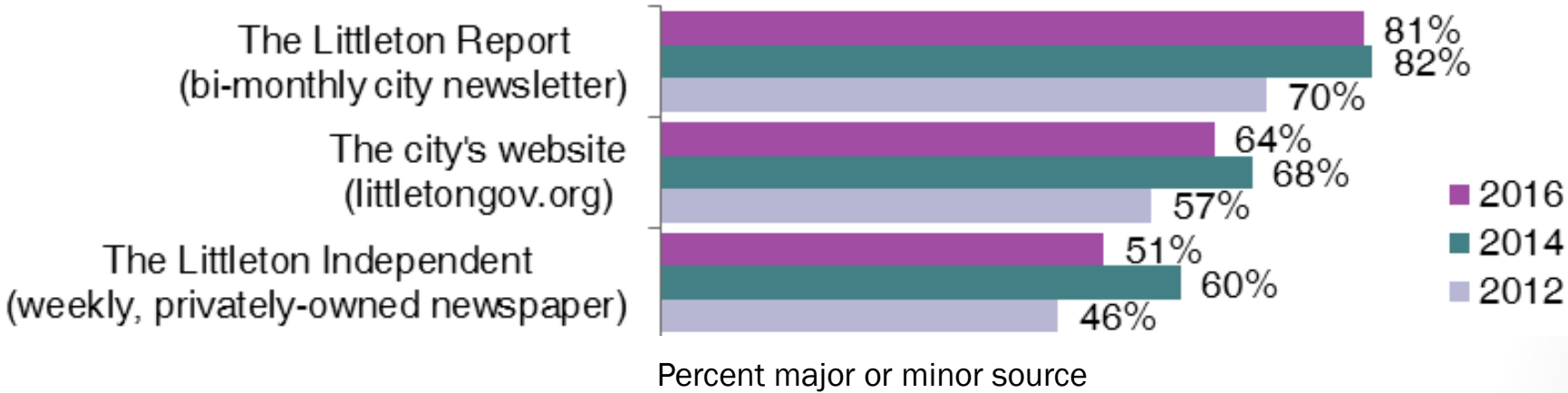




**Most residents look for  
City information in  
*The Littleton Report* and  
on the City's website**

# 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!

Laurie Urban  
Project Manager  
Laurie@n-r-c.com



**NRC**  
National Research Center Inc

Ashly Perez de Tejada  
Presenter  
Ashly@n-r-c.com