



Aspen, CO

The National Community Survey

Report of Results
2024

Report by:



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Transparency Initiative, providing
clear disclosure of our sound and
ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Aspen. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS focuses on the livability of Aspen by categorizing survey questions into the ten main “facets” of community livability shown below, which have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture ..

The report provides the opinions of a representative sample of 265 residents of the City of Aspen collected from June 10th, 2024 to July 15th, 2024. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2024 survey was 8%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Aspen.



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THE NCS™

THE NATIONAL COMMUNITY SURVEY™



How the results are reported

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving a “don’t know” response is shown in the full set of responses included in the “complete data” section; however, these responses have been removed from the analyses presented in the main body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five 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. In each tab, Aspen'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 Aspen residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Aspen'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 Aspen's average rating was more than 20 points different when compared to the benchmark.

Methods

Selecting survey recipients

All households within the City of Aspen were eligible to participate in the survey. A list of all households within the zip codes serving Aspen was purchased from NRC's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Aspen households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of Aspen boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was randomly selected using the birthday method. The birthday method selects a person within the household by asking the "person who most recently had a birthday" 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 introduction of the survey.

Conducting the survey

The 3,500 randomly selected households received mailings beginning on June 10th, 2024 and data collection for the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The second and final mailing was a reminder postcard inviting the household one final time to participate in the survey. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 7% of the 3,500 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,267 households that received the invitations to participate, 265 completed the survey, providing an overall response rate of 8%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Aspen. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Aspen and also a question about where they heard about the survey. The open-participation survey was open to all city residents and became available on July 1st, 2024. The survey remained open for 4 weeks.

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of Aspen survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (449 completed surveys).

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the City of Aspen. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.² The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	9%	27%	30%
	35-54	33%	39%	37%
	55+	58%	35%	33%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	97%	92%	87%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	3%	11%	13%
Housing tenure	Own	78%	57%	56%
	Rent	22%	45%	44%
Housing type	Attached	70%	81%	80%
	Detached	30%	20%	20%
Race & Hispanic ori..	Not white alone	7%	20%	20%
	White alone, not Hispanic or Latino	93%	84%	80%
Sex	Man	46%	51%	52%
	Woman	54%	52%	48%
Sex/age	Man 18-34	4%	13%	16%
	Man 35-54	16%	21%	19%
	Man 55+	26%	18%	16%
	Woman 18-34	6%	15%	14%
	Woman 35-54	18%	19%	17%
	Woman 55+	30%	18%	17%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the “complete data” section. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Aspen funded this research. Please contact John Barker of the City of Aspen at john.barker@aspen.gov if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias.

Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a coverage error, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (recall bias and social desirability bias).

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-validation>

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>

2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>

3. Targets come from the 2020 Census and 2022 American Community Survey

Key Findings

Safety in Aspen is a community asset.

Overall feelings of safety, along with safety-related services, contribute to the high quality of life experienced in Aspen. More than 9 in 10 residents gave the City a rating of excellent or good for the overall feeling of safety, and nearly all residents reported feeling very or somewhat safe in both their neighborhood and Aspen's downtown/commercial area during the day. Further, about 9 in 10 or more of residents reported feeling safe from both violent and property crime, both of which were rated higher than national comparison communities. A high proportion of residents also approved of fire services (97% excellent or good) and ambulance/EMS (93%). A strong majority also gave positive marks to fire prevention and education (88% excellent or good), crime prevention (89%), and police/sheriff services (89%).

Residents identify the economy as a potential area of focus.

A number of aspects of the economy in Aspen garnered positive marks from residents, including Aspen as a place to visit (92% excellent or good), as a place to work (67%), and the economic health of Aspen (62%). About half of residents had favorable views of employment opportunities, the vibrancy of downtown/commercial areas, as well as the overall quality of business and service establishments in Aspen. Items that were lower than the benchmark in this facet tended to relate to either affordability, or shopping within Aspen. Such items lower than the national benchmarks included shopping opportunities (25%), variety of business and service establishments in Aspen (23%), as well as the cost of living (4%). Additionally, about one third of residents reported that they felt the economy would have a positive impact on their family income in the next 6 months, which was on par with comparison communities.

Community design may be an area of opportunity for Aspen.

Survey items within the facet of community design received mixed results. A strong majority of residents gave excellent or good ratings to their neighborhood as a place to live (85% excellent or good), the overall design or layout of Aspen's residential and commercial areas (77%), as well as public places where people want to spend time (73%). A strong proportion, about two thirds of respondents, gave positive marks to both preservation of the historical or cultural character of the community and well designed neighborhoods, each similar to national benchmark comparisons. Items in this facet that asked about growth or housing tended to be lower than the national benchmark comparisons, which may be an area of potential opportunity for the City. Such items included overall quality of new development in Aspen (30%), well planned residential growth (22%), well planned commercial growth (17%), availability of affordable housing (11%), as well as the variety of housing options in Aspen (8%).

Residents praise both parks and recreation as well as the natural environment in Aspen.

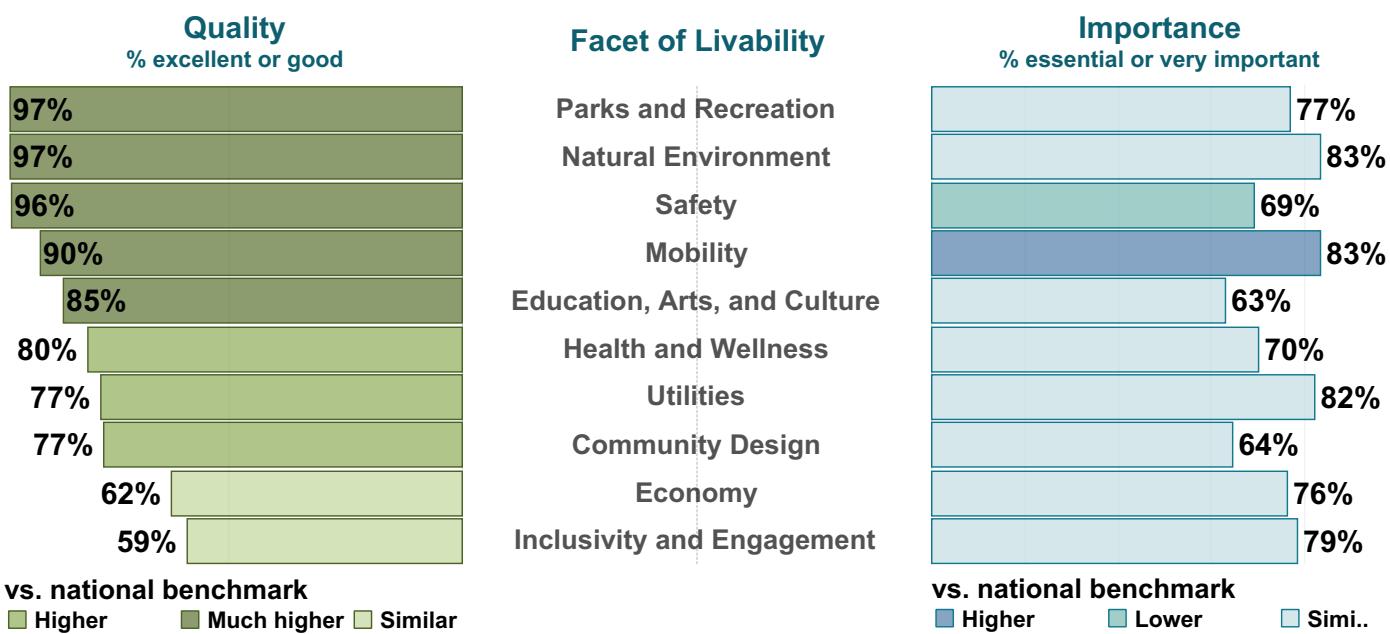
Parks and recreation is a bright spot in Aspen, with residents giving every item within this facet marks that were higher than national averages. Nearly all residents gave favorable ratings to the overall quality of parks and recreation opportunities in Aspen (97 excellent or good), the availability of walking paths and trails (97%), as City parks (95%), as well as recreational opportunities (92%). About 8 in 10 also gave high marks to recreation programs or classes, fitness opportunities, and recreation centers or facilities. Residents had similar feelings toward the natural environment, with a number of items within this facet higher than the national averages as well. This included the cleanliness of Aspen (91%), air quality (89%), and Aspen open space (86%).

Facets of Livability

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

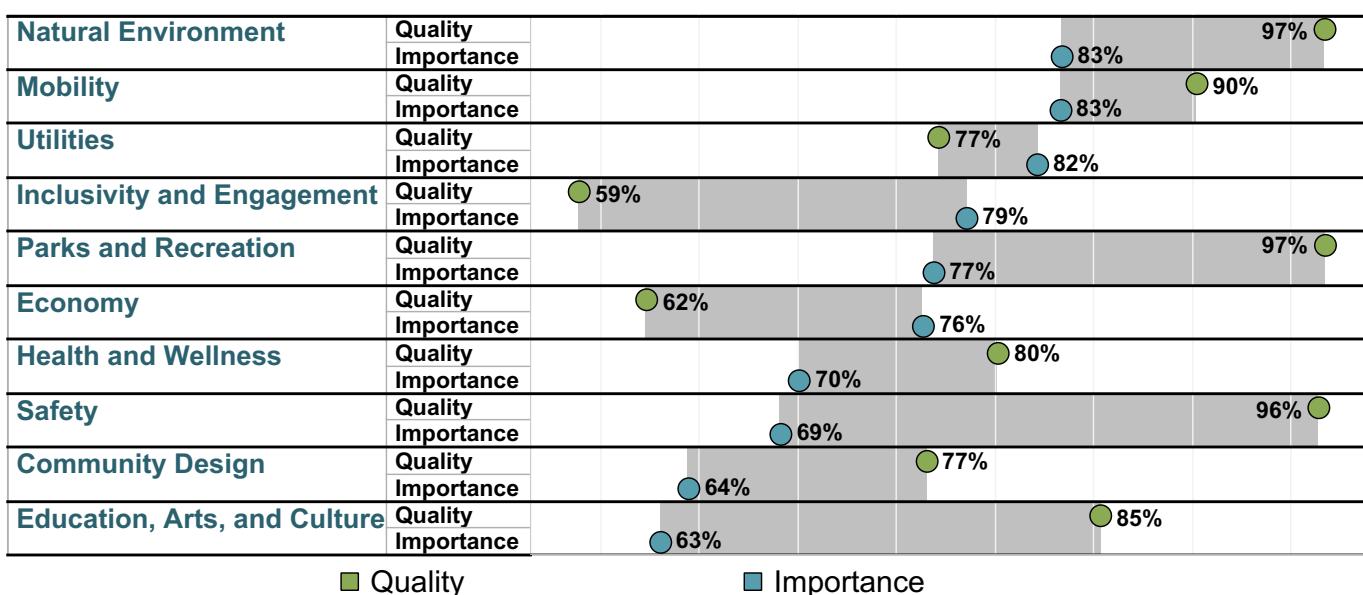
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).

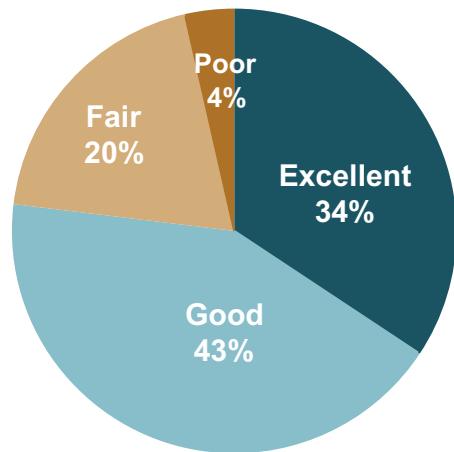


Quality/Importance Gap Analysis

The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



The overall quality of life in Aspen, 2024



Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

Please rate each of the following aspects of quality of life in Aspen. (% excellent or good)

		vs. benchmark ⁷
Aspen as a place to live	79%	Similar
The overall quality of life in Aspen	77%	Similar

Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)

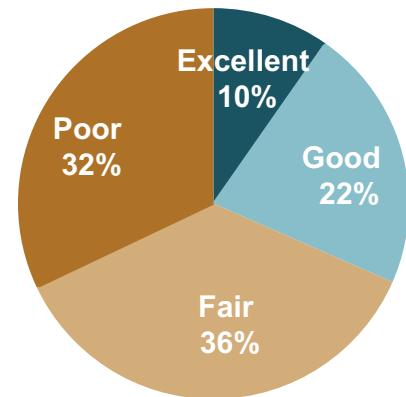
Remain in Aspen for the next five years	84%	Similar
Recommend living in Aspen to someone who asks	51%	Much lower

Please rate each of the following in the Aspen community. (% excellent or good)

Overall image or reputation of Aspen	63%	Similar
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7. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall confidence in Aspen government, 2024



Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Please rate the quality of each of the following services in Aspen. (% excellent or good)

Service	Percentage	vs. benchmark ^a
Overall customer service by City of Aspen employees (police, receptionists, planners, etc.)	81%	Similar
Public information services	73%	Similar

Please rate the following categories of the City of Aspen government performance. (% excellent or good)

Treating residents with respect	57%	Similar
The value of services for the taxes paid to the City of Aspen	52%	Similar
The job the City of Aspen government does at welcoming resident involvement	48%	Similar
Informing residents about issues facing the community	47%	Similar
Being honest	44%	Similar
Being open and transparent to the public	41%	Similar
Generally acting in the best interest of the community	34%	Lower
Treating all residents fairly	34%	Lower
Overall confidence in the City of Aspen government	32%	Lower
The overall direction that the City of Aspen is taking	30%	Lower

**Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)**

The City of Aspen	69%	Similar
The Federal Government	36%	Similar

**Please indicate whether or not you have done each of the following in the last 12 months.
(% excellent or good)**

Contacted City of Aspen employees for help or information	63%	Higher
Watched (online or on television) a local public meeting	48%	Much higher
Contacted Aspen elected officials to express your opinion	34%	Higher
Attended a local public meeting	33%	Higher

8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Aspen, 2024



Please rate each of the following aspects of quality of life in Aspen.

(% excellent or good)

Aspen as a place to visit	92%	vs. benchmark ⁹ Much higher
Aspen as a place to work	67%	Similar

Please rate each of the following characteristics as they relate to Aspen as a whole.

(% excellent or good)

Overall economic health of Aspen	62%	Similar
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Please rate each of the following in the Aspen community.

(% excellent or good)

Employment opportunities	56%	Similar
Vibrancy of downtown/commercial area	54%	Similar
Overall quality of business and service establishments in Aspen	51%	Lower
Shopping opportunities	25%	Lower
Variety of business and service establishments in Aspen	23%	Much lower
Cost of living in Aspen	4%	Much lower

Please rate the quality of each of the following services in Aspen.

(% excellent or good)

Economic development	39%	Similar
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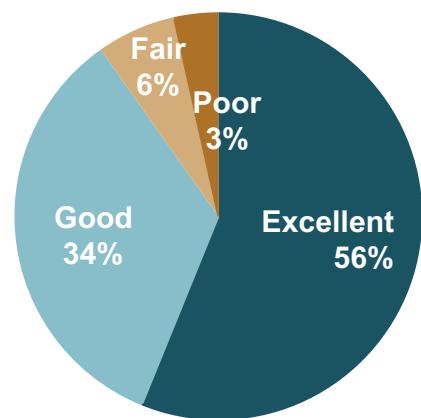
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

(% very or somewhat positive)

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	27%	Similar
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9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the transportation system in Aspen, 2024



Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Please rate each of the following characteristics as they relate to Aspen as a whole. (% excellent or good)

Overall quality of the transportation system (auto, bicycle, foot, bus) in Aspen	90%	vs. benchmark ¹⁰ Much higher
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Please also rate each of the following in the Aspen community. (% excellent or good)

Ease of walking in Aspen	92%	Much higher
Ease of travel by bicycle in Aspen	90%	Much higher
Ease of travel by public transportation in Aspen	89%	Much higher
Ease of travel by car in Aspen	26%	Much lower
Traffic flow on major streets	19%	Much lower
Ease of public parking	16%	Much lower

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

Walked or biked instead of driving	96%	Much higher
Used bus, rail, subway, or other public transportation instead of driving	88%	Much higher
Carpooled with other adults or children instead of driving alone	69%	Much higher

Please rate the quality of each of the following services in Aspen. (% excellent or good)

Bus or transit services	92%	Much higher
Street cleaning	82%	Higher
Snow removal	75%	Similar

Street lighting	75%	Similar
Sidewalk maintenance	74%	Higher
Traffic enforcement	57%	Similar
Traffic signal timing	57%	Similar
Street repair	52%	Similar

10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Overall design or layout of Aspen's residential and commercial areas, 2024



Please rate each of the following aspects of quality of life in Aspen.
(% excellent or good)

vs.
benchmark¹¹

Your neighborhood as a place to live

85%

Similar

Please rate each of the following characteristics as they relate to Aspen as a whole.
(% excellent or good)

Overall design or layout of Aspen's residential and commercial areas
(e.g., homes, buildings, streets, parks, etc.)

77%

Higher

Please also rate each of the following in the Aspen community.
(% excellent or good)

Overall appearance of Aspen

78%

Similar

Public places where people want to spend time

73%

Higher

Preservation of the historical or cultural character of the community

62%

Similar

Well-designed neighborhoods

57%

Similar

Overall quality of new development in Aspen

30%

Lower

Well-planned residential growth

22%

Lower

Well-planned commercial growth

17%

Lower

Availability of affordable quality housing

11%

Lower

Variety of housing options

8%

Much lower

Please rate the quality of each of the following services in Aspen.
(% excellent or good)

Code enforcement (weeds, abandoned buildings, etc.)

47%

Similar

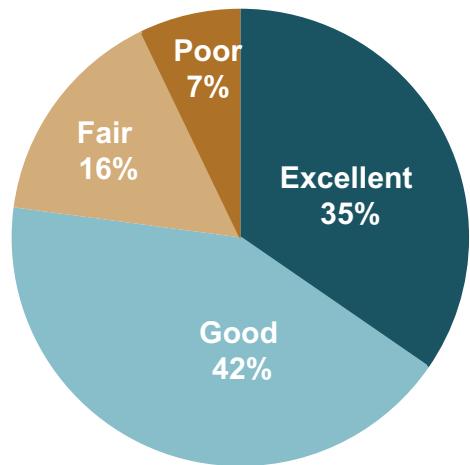
Land use, planning, and zoning

37%

Similar

11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the utility infrastructure in Aspen, 2024



Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate the quality of each of the following services in Aspen.

(% excellent or good)

vs.
benchmark¹²

Drinking water	89%	Higher
Power (electric and/or gas) utility	87%	Similar
Storm water management (storm drainage, dams, levees, etc.)	86%	Higher
Sewer services	86%	Similar
Garbage collection	82%	Similar
Utility billing	81%	Higher
Affordable high-speed internet access	62%	Similar

Please rate each of the following characteristics as they relate to Aspen as a whole.

(% excellent or good)

Overall quality of the utility infrastructure in Aspen (water, sewer, storm water, electric/gas, broadband)	77%	Higher
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¹². Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall feeling of safety in Aspen, 2024



Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Please rate each of the following characteristics as they relate to Aspen as a whole. (% excellent or good)

vs.
benchmark¹³

Overall feeling of safety in Aspen	96%	Much higher
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Please rate how safe or unsafe you feel: (% very or somewhat safe)

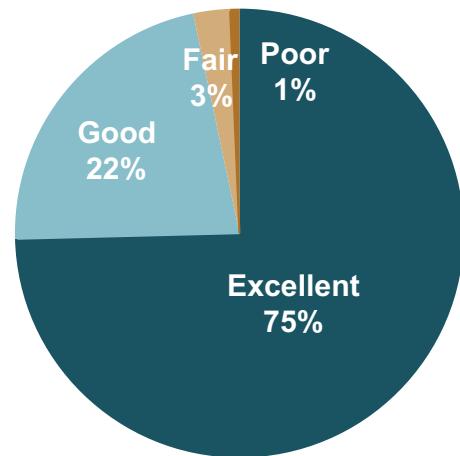
In your neighborhood during the day	97%	Similar
From violent crime	97%	Higher
In Aspen's downtown/commercial area during the day	96%	Higher
From property crime	92%	Higher
From fire, flood, or other natural disaster	66%	Lower

Please rate the quality of each of the following services in Aspen. (% excellent or good)

Fire services	97%	Similar
Ambulance or emergency medical services	93%	Similar
Crime prevention	89%	Higher
Police services	89%	Higher
Fire prevention and education	88%	Similar
Animal control	83%	Higher
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	71%	Similar

13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of natural environment in Aspen, 2024



Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

**Please rate each of the following characteristics as they relate to Aspen as a whole.
(% excellent or good)**

vs.
benchmark¹⁴

Overall quality of natural environment in Aspen

97%

Much higher

**Please also rate each of the following in the Aspen community.
(% excellent or good)**

Cleanliness of Aspen

91%

Higher

Air quality

89%

Higher

Water resources (beaches, lakes, ponds, riverways, etc.)

81%

Higher

**Please rate the quality of each of the following services in Aspen.
(% excellent or good)**

Preservation of natural areas (open space, farmlands, and greenbelts)

86%

Much higher

Aspen open space

86%

Much higher

Yard waste pick-up

77%

Similar

Recycling

66%

Similar

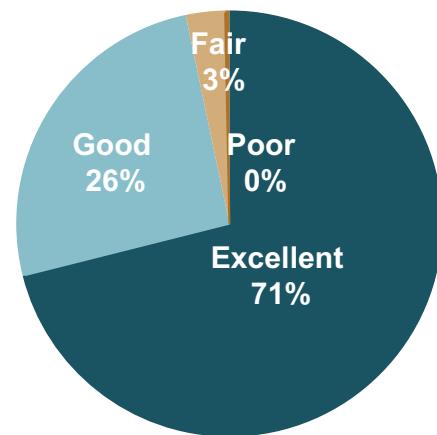
¹⁴. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

Overall quality of the parks and recreation opportunities, 2024



Please rate each of the following characteristics as they relate to Aspen as a whole.

(% excellent or good)

vs.
benchmark¹⁵

Overall quality of parks and recreation opportunities

97%

Much higher

Please also rate each of the following in the Aspen community.

(% excellent or good)

Availability of paths and walking trails

97%

Much higher

Recreational opportunities

92%

Much higher

Fitness opportunities (including exercise classes and paths or trails, etc.)

83%

Higher

Please rate the quality of each of the following services in Aspen.

(% excellent or good)

City parks

95%

Higher

Recreation programs or classes

82%

Higher

Recreation centers or facilities

80%

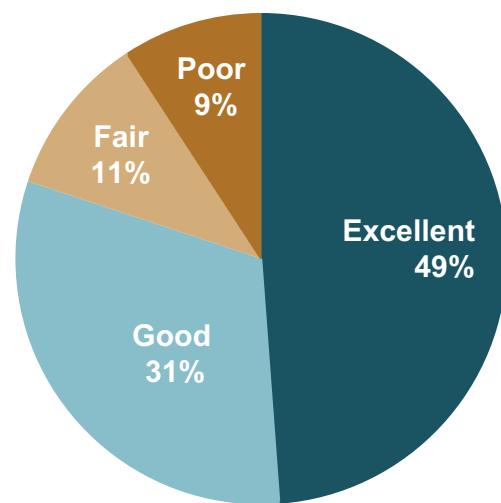
Higher

¹⁵. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in Aspen, 2024



Please rate each of the following characteristics as they relate to Aspen as a whole. (% excellent or good)

vs.
benchmark¹⁶

Overall health and wellness opportunities in Aspen

80%

Higher

Please also rate each of the following in the Aspen community. (% excellent or good)

Availability of preventive health services	41%	Lower
Availability of affordable quality mental health care	30%	Lower
Availability of affordable quality health care	26%	Much lower
Availability of affordable quality food	8%	Much lower

Please rate the quality of each of the following services in Aspen. (% excellent or good)

Health services

62%

Similar

Please rate your overall health. (% excellent or very good)

Please rate your overall health.

85%

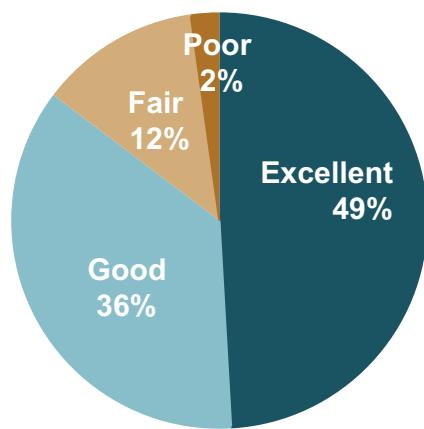
Higher

¹⁶. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall opportunities for education, culture and the arts, 2024

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.



Please rate each of the following characteristics as they relate to Aspen as a whole. (% excellent or good)

vs.
benchmark¹⁷

Overall opportunities for education, culture, and the arts	85%	Much higher
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Please also rate each of the following in the Aspen community. (% excellent or good)

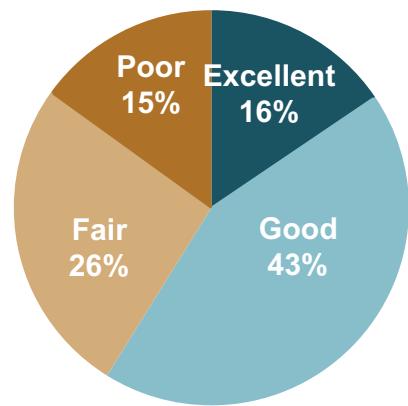
Community support for the arts	88%	Much higher
Opportunities to attend cultural/arts/music activities	81%	Much higher
K-12 education	77%	Similar
Opportunities to attend special events and festivals	74%	Similar
Adult educational opportunities	58%	Similar
Availability of affordable quality childcare/preschool	18%	Much lower

Please rate the quality of each of the following services in Aspen. (% excellent or good)

Public library services	96%	Higher
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¹⁷. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' connection and engagement with their community, 2024



Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Please rate each of the following aspects of quality of life in Aspen. (% excellent or good)

vs. benchmark¹⁸

Aspen as a place to raise children	71%	Similar
Sense of community	54%	Similar
Aspen as a place to retire	47%	Lower

Please rate each of the following characteristics as they relate to Aspen as a whole. (% excellent or good)

Residents' connection and engagement with their community	59%	Similar
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Please rate the job you feel the Aspen community does at each of the following. (% excellent or good)

Making all residents feel welcome	57%	Similar
Valuing/respecting residents from diverse backgrounds	53%	Similar
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	44%	Similar
Attracting people from diverse backgrounds	39%	Lower

Please also rate each of the following in the Aspen community. (% excellent or good)

Opportunities to volunteer	87%	Higher
Opportunities to participate in social events and activities	74%	Similar
Opportunities to participate in community matters	69%	Similar
Openness and acceptance of the community toward people of diverse b..	57%	Similar
Sense of civic/community pride	57%	Similar
Neighborliness of residents in Aspen	54%	Similar

**Please indicate whether or not you have done each of the following in the last 12 months.
(% excellent or good)**

Volunteered your time to some group/activity in Aspen	63%	Much higher
Campaigned or advocated for a local issue, cause, or candidate	35%	Higher

18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Open-ended questions

Aspen included two open ended questions on their survey. The verbatim responses were categorized by topic area and those topics are reported below with the percent of responses given in each category. Because some comments from residents covered more than a single topic, those verbatim responses are grouped by the first topic listed in each comment.

If you would not recommend living in Aspen, please specify why:

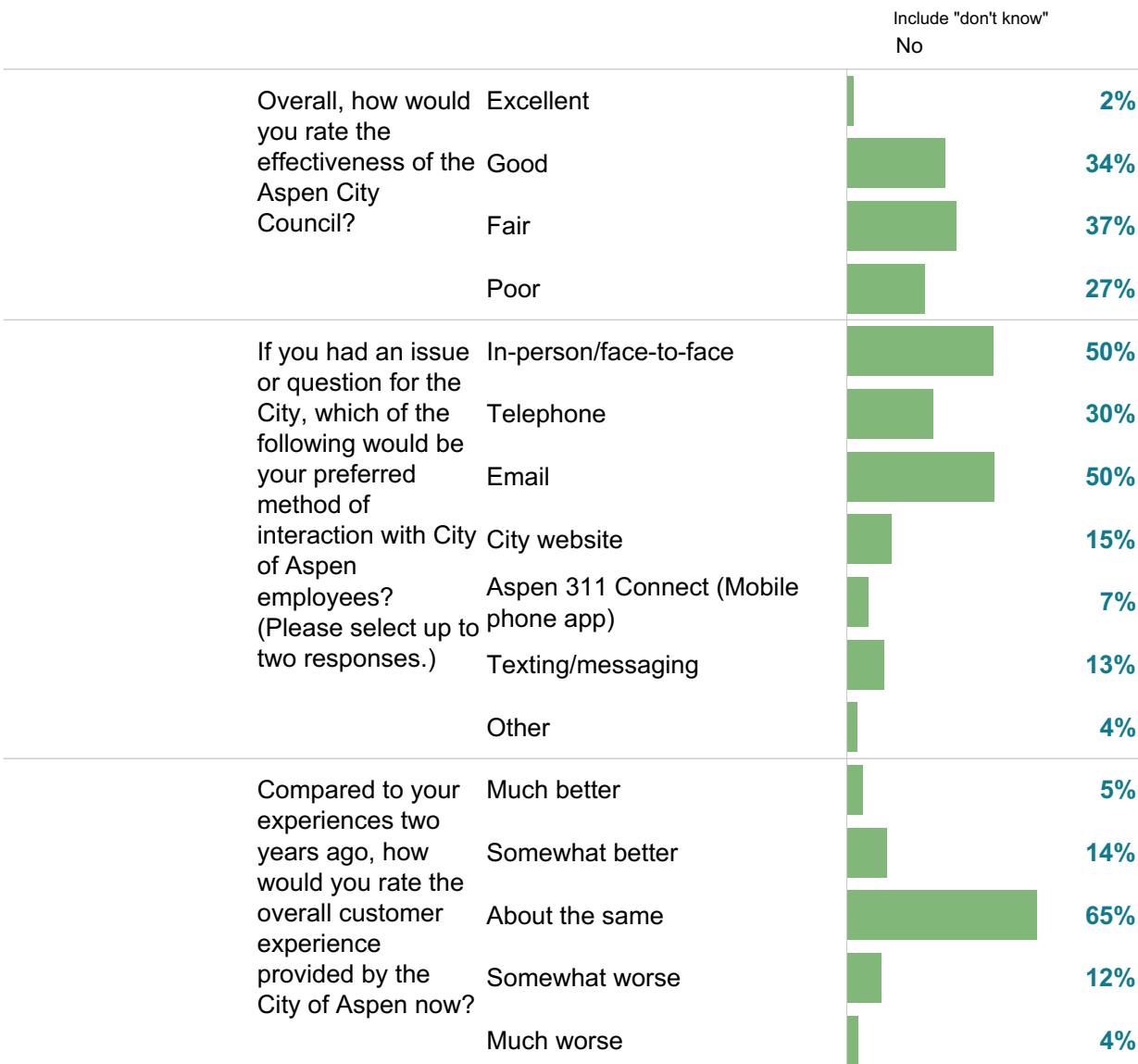
Cost of living/affordability	49%
Housing options and affordability	22%
Community connectedness/culture	11%
Governance	8%
Population/density/growth	4%
Other	4%
n/a	3%

Is there anything else you would like to share about the state of our community? Please explain only one topic.

Concern for overall governance	25%
Concern for affordable housing	16%
Fixing the entrance to Aspen	13%
Concern for general cost of living/affordability	13%
Concern for the loss of community/growth/development	11%
Feeling of cultural and economic divide	7%
Other	7%
n/a	6%
Concern for wild fire preparedness/other natural disaster	3%

Custom questions

Below are the complete set of responses to each custom question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter below.



The City of Aspen 2024 Community Survey

To help us hear from a wide range of residents, please complete this survey if you are the adult in the household who most recently had a birthday. Your responses are confidential and no identifying information will be shared.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Aspen as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Aspen as a place to raise children	1	2	3	4	5
Aspen as a place to work.....	1	2	3	4	5
Aspen as a place to visit.....	1	2	3	4	5
Aspen as a place to retire	1	2	3	4	5
The overall quality of life in Aspen	1	2	3	4	5
Sense of community	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Aspen as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Aspen.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Aspen.....	1	2	3	4	5
Overall design or layout of Aspen's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Aspen (water, sewer, storm water, electric/gas, broadband)	1	2	3	4	5
Overall feeling of safety in Aspen	1	2	3	4	5
Overall quality of natural environment in Aspen	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Aspen	1	2	3	4	5
Overall opportunities for education, culture, and the arts	1	2	3	4	5
Residents' connection and engagement with their community.....	1	2	3	4	5

3. 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 Aspen to someone who asks.....	1	2	3	4	5
Remain in Aspen for the next five years	1	2	3	4	5

3a. If you would not recommend living in Aspen, please specify why:

4. Please rate how safe or unsafe you feel:

	<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>
In your neighborhood during the day	1	2	3	4	5	6
In Aspen's downtown/commercial area during the day ...	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Aspen community does at 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
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	1	2	3	4	5

6. Please rate each of the following in the Aspen community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Aspen	1	2	3	4	5
Variety of business and service establishments in Aspen	1	2	3	4	5
Vibrancy of downtown/commercial area.....	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Aspen	1	2	3	4	5
Overall image or reputation of Aspen.....	1	2	3	4	5

7. Please also rate each of the following in the Aspen community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Aspen	1	2	3	4	5
Ease of travel by public transportation in Aspen	1	2	3	4	5
Ease of travel by bicycle in Aspen	1	2	3	4	5
Ease of walking in Aspen	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Aspen.....	1	2	3	4	5
Overall appearance of Aspen.....	1	2	3	4	5
Cleanliness of Aspen.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts	1	2	3	4	5
Availability of affordable quality childcare/preschool	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride	1	2	3	4	5
Neighborliness of residents in Aspen	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5

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

	<u>No</u>	<u>Yes</u>
Contacted City of Aspen employees (in-person, phone, email, or web) for help or information	1	2
Contacted Aspen elected officials (in-person, phone, email, or web) to express your opinion	1	2
Attended a local public meeting (of local elected officials like City Council meetings, City Council Work Sessions, advisory boards, Board of County Commissioners etc.)	1	2
Watched (online or on television) a local public meeting (of elected officials like City Council, etc.)	1	2
Volunteered your time to some group/activity in Aspen	1	2
Campaigned or advocated for a local issue, cause, or candidate	1	2
Voted in your most recent local election	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Aspen 2024 Community Survey

9. Please rate the quality of each of the following services in Aspen.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Land use, planning, and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
Aspen open space	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by City of Aspen employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of the City of Aspen government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to the City of Aspen	1	2	3	4	5
The overall direction that the City of Aspen is taking.....	1	2	3	4	5
The job the City of Aspen government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in the City of Aspen government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest	1	2	3	4	5
Being open and transparent to the public	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Aspen	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Aspen community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Aspen.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Aspen.....	1	2	3	4
Overall design or layout of Aspen's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Aspen (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Aspen	1	2	3	4
Overall quality of natural environment in Aspen	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Aspen	1	2	3	4
Overall opportunities for education, culture, and the arts	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. Overall, how would you rate the effectiveness of the Aspen City Council?

Excellent Good Fair Poor Don't know

14. If you had an issue or question for the City, which of the following would be your preferred method of interaction with City of Aspen employees? (Please select up to two responses.)

- In-person/face-to-face
- Telephone
- Email
- City website
- Aspen 311 Connect (Mobile phone app)
- Texting/messaging
- Other

15. Compared to your experiences two years ago, how would you rate the overall customer experience provided by the City of Aspen now?

- Much better
- Somewhat better
- About the same
- Somewhat worse
- Much worse

16. Is there anything else you would like to share about the state of our community? Please explain only one topic.

The City of Aspen 2024 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer.....	1	2	3	4	5	6
Access the internet from your cell phone	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

Excellent Very good Good Fair Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

Very positive Somewhat positive Neutral Somewhat negative Very negative

D4. How many years have you lived in Aspen?

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

D5. Which best describes the building you live in?

Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 Mobile home
 Other

D6. Do you rent or own your home?

Rent
 Own

D6A. Do you live in a deed restricted unit?

No Yes

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

<input type="radio"/> Less than \$300	<input type="radio"/> \$2,500 to \$3,999
<input type="radio"/> \$300 to \$599	<input type="radio"/> \$4,000 to \$6,999
<input type="radio"/> \$600 to \$999	<input type="radio"/> \$7,000 to \$9,999
<input type="radio"/> \$1,000 to \$1,499	<input type="radio"/> \$10,000 or more
<input type="radio"/> \$1,500 to \$2,499	

D8. Do any children 17 or under live in your household?

No Yes

D9. Are you or any other members of your household aged 65 or older?

No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

Less than \$25,000 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

No Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

American Indian or Alaskan Native
 Asian
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

D13. In which category is your age?

<input type="radio"/> 18-24 years	<input type="radio"/> 55-64 years
<input type="radio"/> 25-34 years	<input type="radio"/> 65-74 years
<input type="radio"/> 35-44 years	<input type="radio"/> 75 years or older
<input type="radio"/> 45-54 years	

D14. What is your gender?

Woman
 Man
 Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

Agender/I don't identify with any gender
 Genderqueer/gender fluid
 Non-binary
 Transgender man
 Transgender woman
 Two-spirit
 Identify in another way

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502