ALPINE-BALSAM-BROADWAY COMMUNITY INPUT SURVEY REPORT

March-May 2019

thinkboulder

THINKBOULDER

- Informal neighborhood group
  - December 2018, about 25 people
  - Lack of information re Alpine-Balsam
  - Today, 121 members who are concerned about ABB
  - Unaffiliated
- ThinkBoulder.org
  - Promote a “more considered, community-based approach to Boulder development”

thinkboulder

THE SURVEY

- Online survey
  - About 20 minutes
- Professional market research team and architect
- Flyers (neighborhoods, shopping centers), NextDoor, word-of-mouth
- Focus on neighborhoods near the site
- Purpose
  - Inform neighbors
  - More feedback from those most affected

THE SURVEY: MEASUREMENTS

- Awareness of the project
  - How much do you know about the project?
  - Did you know… price paid, status of plans, maximum density being considered, etc.
- Acceptability and desirability of three scenarios
  - About 50, 100, and 330 housing units
  - Visuals based on the City's graphics
    - Mix of townhouses, stacked housing, building heights

THE SURVEY: MEASURES

- Support for …
  - Senior housing, permanently affordable housing, retail space (coffee shops, e.g.), community meeting space, civic offices, etc.
- Concerns about …
  - Traffic, parking, views, air and noise pollution, schools, shopping centers, etc.

thinkboulder

SURVEY RESPONDENTS

- N=533 respondents
- Strong representation in nearby neighborhoods
  - 78% from Newlands, Mapleton Hill, Old North Boulder (ONB is between Iris & Alpine and Folsom & Broadway)

RESPONDENT NEIGHBORHOODS

Newlands, Old North Boulder, and Mapleton Hill:
high enough response for comparisons

78%

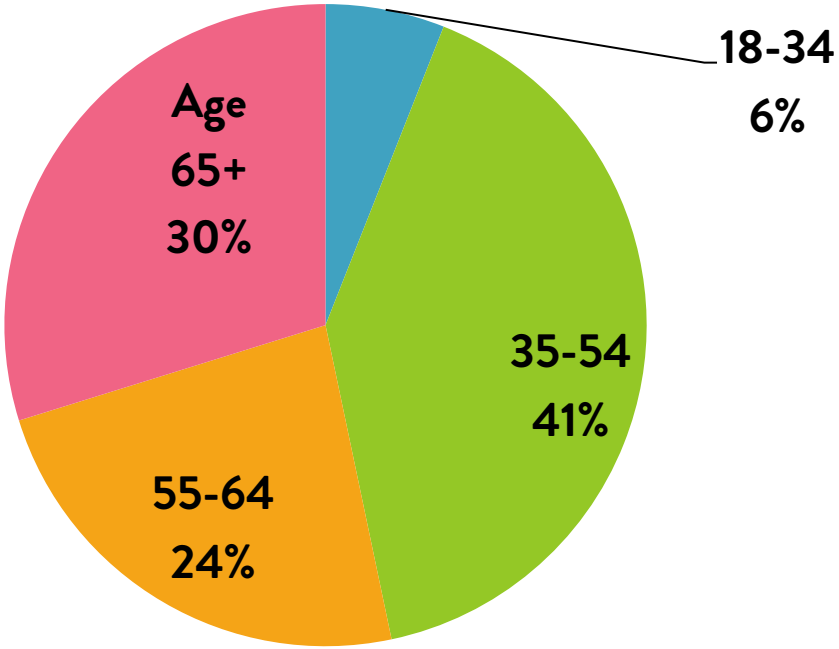
NEIGHBORHOODS	N=	%
Newlands	239	45%
Old North Boulder	106	20%
Mapleton Hill	70	13%
Whittier	26	5%
East Boulder	11	2%
Uptown Broadway	7	1%
Table Mesa	7	1%
Wonderland Hills or Lake	4	1%

NEIGHBORHOODS	N=	%
University Hill	3	1%
Lower Chautauqua	3	1%
Martin Acres	2	*%
Baseline Sub	2	*%
Frazier Meadows	1	*%
Other Boulder neighborhood	35	7%
I'm not sure	5	1%
I don't live in Boulder	12	2%

Q2. Which Boulder neighborhood do you live in?

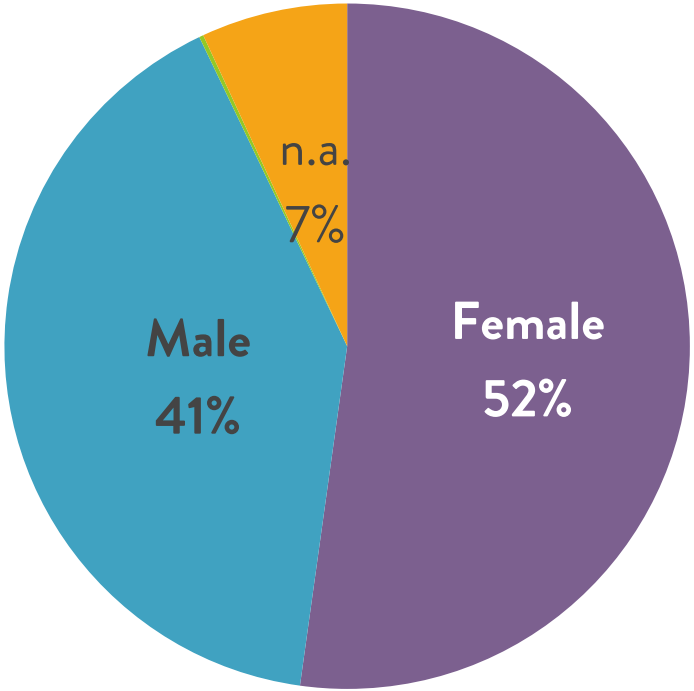
thinkboulder

AGE OF RESPONDENTS



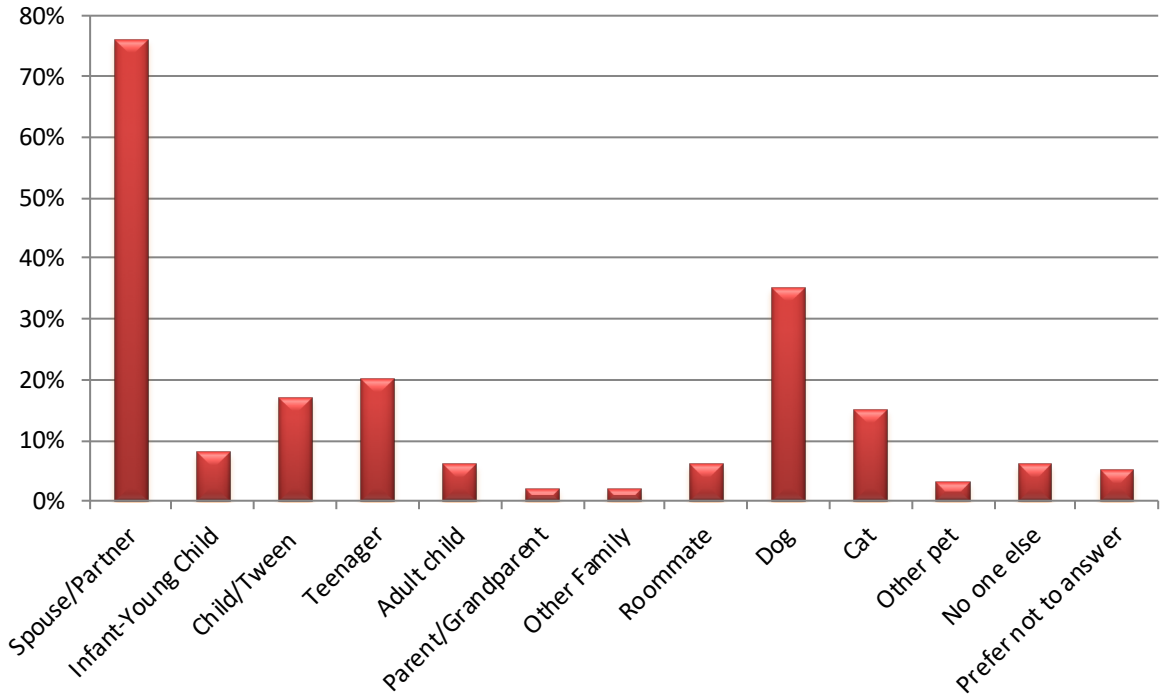
thinkboulder

GENDER OF RESPONDENTS



thinkboulder

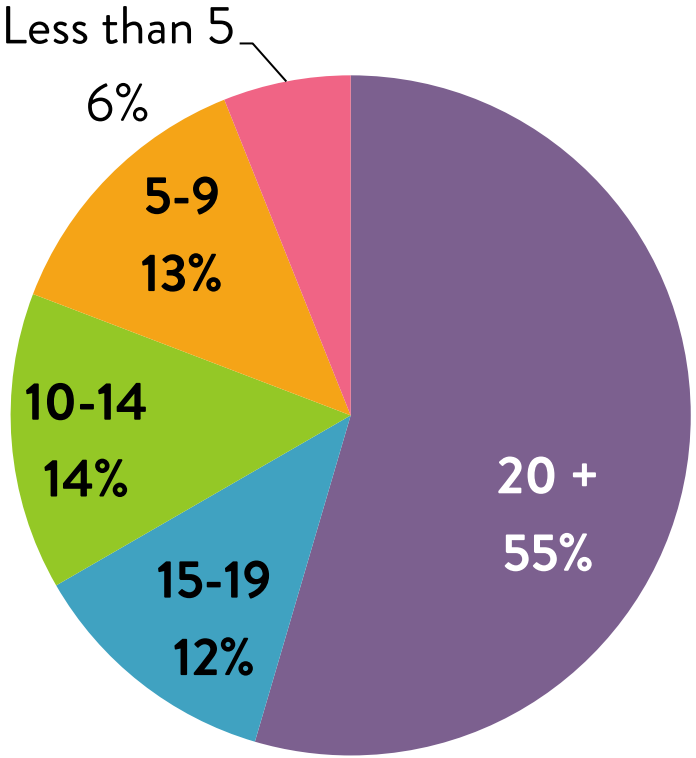
LOTS OF COUPLES AND FAMILIES (AND DOGS)



thinkboulder

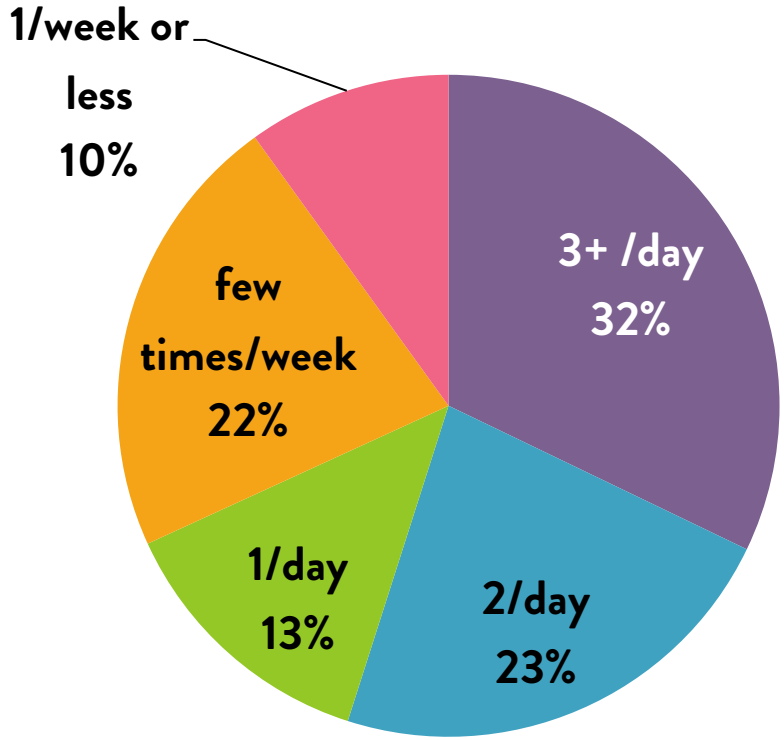
Q28. Who lives with you in your household? Select all that apply.

YEARS IN BOULDER



thinkboulder

FREQUENCY OF PASSING SITE



thinkboulder

MAJOR FINDINGS

thinkboulder

- Awareness of the project is high: **90%** know at least a little; 50% know a lot or have been active

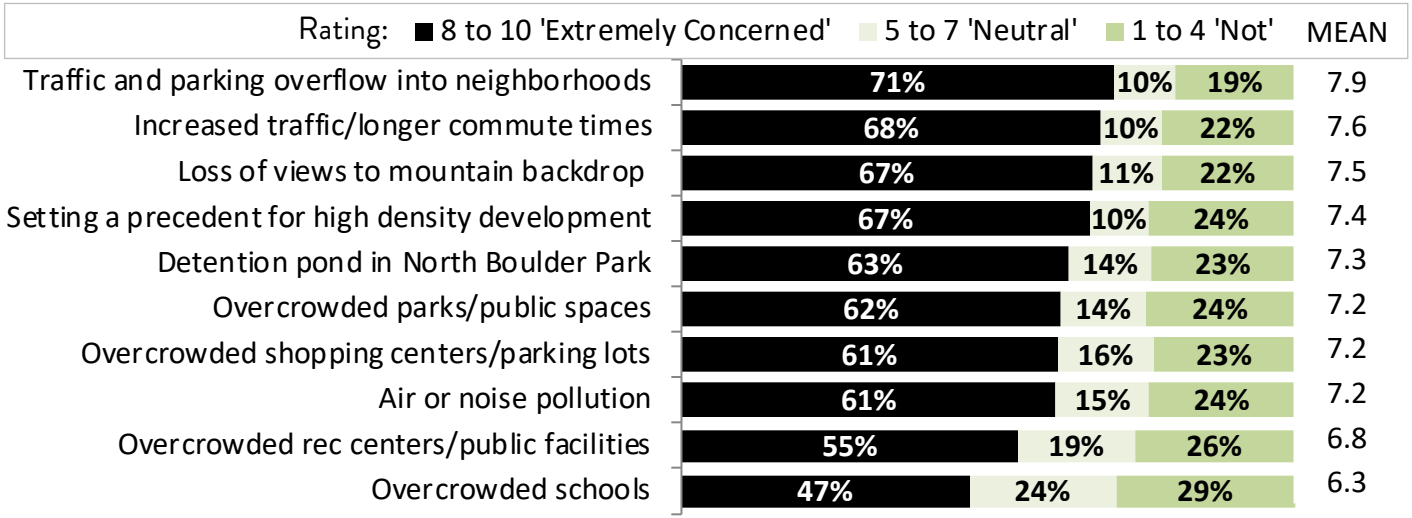
- Sentiment toward the project is mostly negative (**62%**). Those who live close to the site and pass it most often were more likely to have strongly negative views of the project.

- People learn about the project most from their neighbors (**55%**)
  - Also Daily Camera (41%) and City outreach (40%)

- Concerns about negative impacts outweigh perceived benefits, especially with those in adjacent neighborhoods.
    - The top concerns
        - parking overflow into the neighborhood (**71%**)
        - longer commute times (**68%**)
        - loss of views (**67%**)

CONCERNS OF PROJECT

The majority are ‘extremely concerned’ about all of the potential impacts listed.
Concern is highest for traffic and parking overflow into neighborhoods and commute times.



13.How concerned are you, if at all, about each potential impact of the project to the community?
Rate each from 1 to 10, with 1=‘Not concerned at all’ to 10=‘Extremely concerned’.

- Top perceived benefits (more positive than negative)
  - Architectural contributions (52%)
  - Senior housing (39%)
  - Common community space (36%)

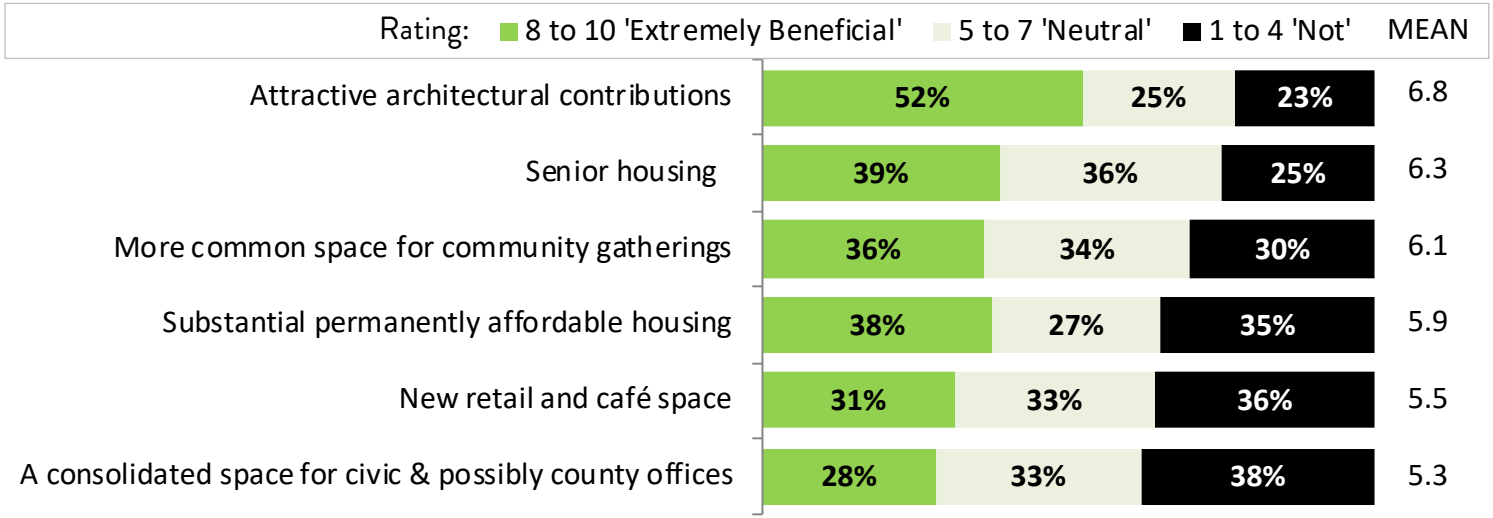
- Support for permanently affordable housing is split equally

- Retail space and offices skew not viewed as beneficial

thinkboulder

BENEFITS OF PROJECT

Perceived benefits of the project are polarized. Over half agree that 'architectural contributions' would be extremely beneficial. Senior housing and common space skew beneficial. Affordable housing is split equally. Retail space and offices skew not beneficial.



Q11. In your opinion, how beneficial would each project addition be to the community? Please rate each from 1 to 10 with 1='Not beneficial at all' to 10='Extremely beneficial'.

thinkboulder

DENSITY RATINGS - SUMMARY

The Lowest Density scenario receives the highest scores and preference (60%), while the Highest Density scenario receives the lowest scores and preference (15%).

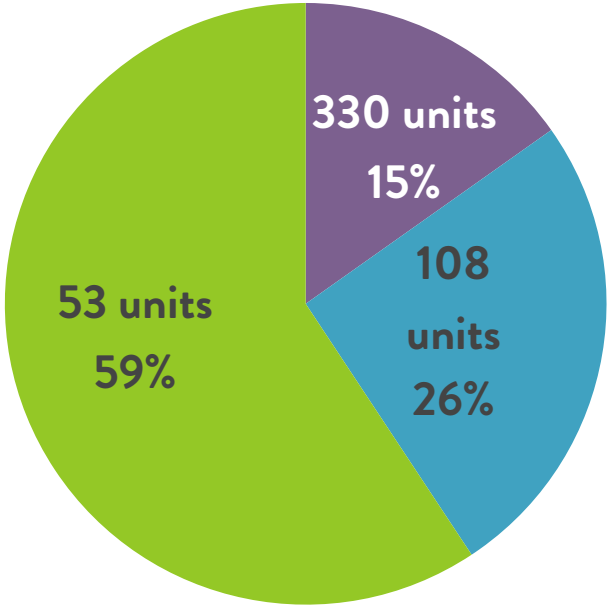
Acceptable Mean	5.1
Desirable Mean	4.4
% Prefer Most	59%
% Prefer Least	19%

Acceptable Mean	4.6
Desirable Mean	4.0
% Prefer Most	26%
% Prefer Least	3%

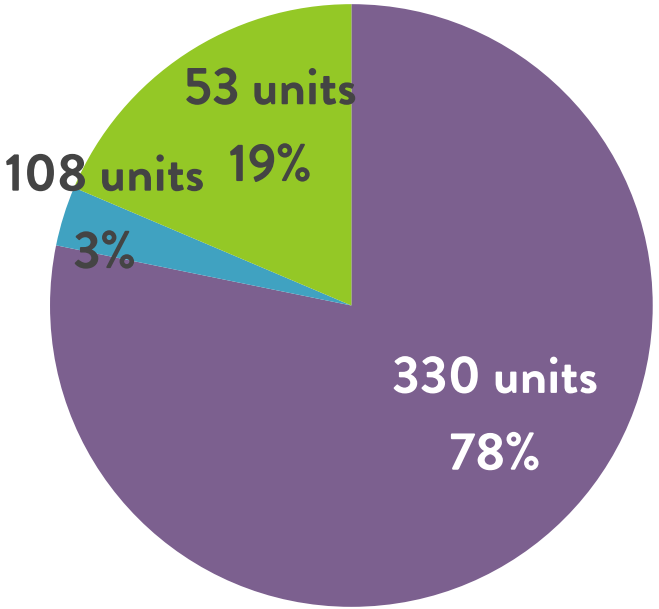
Acceptable Mean	2.9
Desirable Mean	2.7
% Prefer Most	15%
% Prefer Least	78%

Q15.How much do you agree...? Please rate this scenario from 1 to 10, 1='Disagree completely' and 10 = 'Agree completely'.
This is an acceptable scenario: This is a desirable scenario: Which scenario do you PREFER MOST? Which scenario do you PREFER LEAST or MOST DISLIKE?

LOWEST DENSITY MOST PREFERRED by 59%



21.Which scenario do you **PREFER MOST**? Select only one.



23. Which scenario do you **PREFER LEAST** or MOST DISL

thinkboulder

- **78%** of people found the highest density scenario (330 units) **unacceptable**.
- Support impact studies (87%) and community input (84%).
- **Most are in favor of low density, height limits, and the landmarking of historic sites (shopping centers).**
- Views are mixed about affordable housing and civic offices.

thinkboulder

FEW WITH THE MOST POSITIVE VIEWS WERE CONCERNED ABOUT ANY FACTORS

"EXTREMELY CONCERNED" RATING 8-10	Total	Positive Sentiment	Negative Sentiment
Increased traffic/longer commute times	68%	8%	89%
Traffic and parking overflow into neighborhoods	71%	8%	91%
Detention pond in North Boulder Park	63%	8%	83%
Loss of views to mountain backdrop	67%	7%	86%
Overcrowded parks/public spaces	62%	6%	81%
Overcrowded shopping centers/parking lots	61%	3%	81%
Overcrowded rec centers/public facilities	55%	4%	73%
Overcrowded schools	47%	4%	61%
Setting a precedent for high density development	67%	6%	88%
Air or noise pollution	61%	6%	80%

WRITTEN COMMENTS

- ~ 3,650 comments, 90,000+ words, 200 pages
  - Most elaborated on their concerns about the project
- Of these, a few expressed concern about the survey
  - "biased negatively against the project." "busy-body approach to stir up concern." "Stop trying to scare people."
  - Our response:
    - Broad outreach, wide-range of options, open-ended questions
    - Statistically significant and verified IP addresses
    - Goal of assessing awareness, focus on ABB and not density per se

thinkboulder

SAMPLE COMMENTARY

“Extremely too large and too many dwellings of which will create a huge amount of traffic which Broadway already has too much of as is!! I've been here over 30 years and I've watched Boulder lose its charm. PLEASE don't build this massive dwelling that is being considered.”

“We have a great opportunity to provide badly needed affordable housing, a wonderful public realm we can all enjoy and a solution to help solve the flood problems/use of North Boulder Park for some of the flood management. The new life and spirit of the place can be highly positive for the community and hopefully help reduce some of the incoming employee traffic from outside the city."

“I feel the city is doing what it wants and not getting meaningful input from the people who live nearby and will be impacted. I'm very concerned about a huge increase in traffic, noise and people if the city builds a high number of units.”

KEY TAKE AWAYS

- For all groups, the lowest density was most preferred
- Concerns currently far outweigh perceived benefits
- The City needs to improve community engagement
  - NextDoor, workshops, and newsletters help but are not enough
  - Most learned about project from neighbors

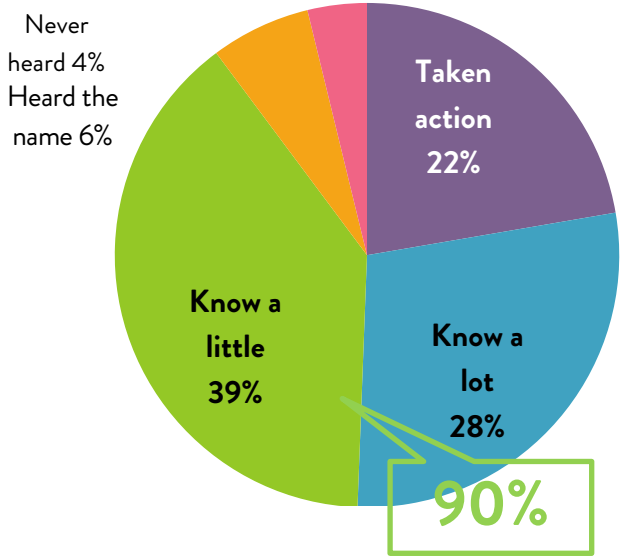
thinkboulder

DETAILED FINDINGS

thinkboulder

AWARENESS OF PROJECT IS HIGH

Nearly everyone who took the survey (90%) knew at least 'a little about it' before answering.
Over half of Newlands resident respondents 'know a lot' and 30% have taken action.
Of those from Other parts of Boulder, 22% have taken action.



	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
N=	533	239	106	70	101
I have been involved in the development, committee discussions or taken action	22%	30%	11%	17%	22%
I know a lot about it, but I have not taken any action	28%	26%	28%	36%	29%
I know a little about it	39%	37%	52%	34%	34%
I've heard the name, but don't know anything about it	6%	6%	3%	10%	10%
I've never heard of it	4%	2%	6%	3%	6%

Q4. What is your current awareness or involvement with the Alpine-Balsam project? Select only one.

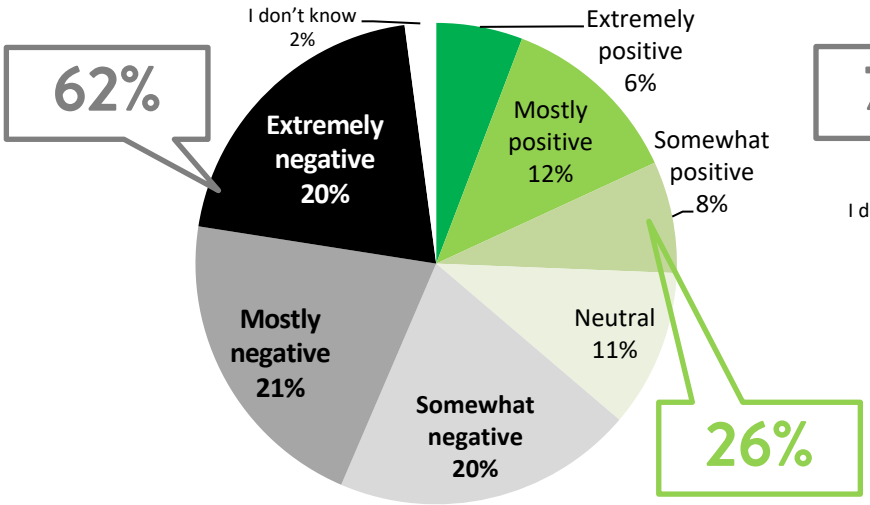
thinkboulder

PROJECT SENTIMENT IS NEGATIVE

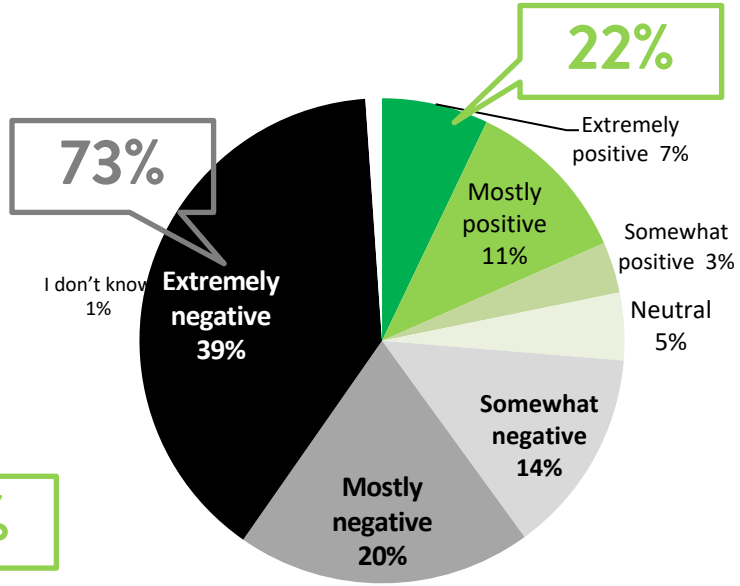
(AND BECOMES MORE NEGATIVE WITH MORE INFORMATION)

Among those aware, initial sentiment is 62% negative and 26% positive.

After exposed to the specific details, Total sentiment is 73% negative and 22% positive.



Q6. Based on what you've heard or know so far, what is your impression of the project?
Those Aware of Project N=480



Q9. Based on the statements you just rea what is your impression of the project?
Total N=533

thinkboulder

BENEFITS & CONCERNS BY NEIGHBORHOOD

More Newlands residents do NOT see benefits in consolidated civic offices, affordable housing, or architecture. More in Newlands (53%-79%) and ONB (44%-75%) are extremely concerned about all the negative impacts, compared to only 37%-53% of those in Other areas.

	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
"NOT A BENEFIT" RATING 1-4, Total N=	533	239	106	70	101
A consolidated space for civic offices	38%	43%	34%	44%	31%
Substantial permanently affordable housing	35%	40%	28%	29%	37%
Attractive architectural contributions	23%	24%	24%	26%	15%
"EXTREMELY CONCERNED" RATING 8-10					
Traffic and parking overflow into neighborhoods	71%	79%	75%	63%	53%
Increased traffic/longer commute times	68%	77%	72%	57%	54%
Loss of views to mountain backdrop	67%	70%	73%	64%	56%
Setting a precedent for high density development	67%	74%	69%	60%	54%
Detention pond in North Boulder Park	63%	74%	59%	56%	50%
Overcrowded parks/public spaces	62%	72%	62%	57%	43%
Overcrowded shopping centers/parking lots	61%	68%	66%	54%	47%
Air or noise pollution	61%	66%	68%	56%	49%
Overcrowded rec centers/public facilities	55%	61%	58%	54%	40%
Overcrowded schools	47%	53%	44%	44%	37%

DENSITY RATINGS - SUMMARY

The Lowest Density scenario receives the highest scores and preference (60%), while the Highest Density scenario receives the lowest scores and preference (15%).

Acceptable Mean	5.1
Desirable Mean	4.4
% Prefer Most	59%
% Prefer Least	19%

Acceptable Mean	4.6
Desirable Mean	4.0
% Prefer Most	26%
% Prefer Least	3%

Acceptable Mean	2.9
Desirable Mean	2.7
% Prefer Most	15%
% Prefer Least	78%

Q15.How much do you agree...? Please rate this scenario from 1 to 10, 1='Disagree completely' and 10 = 'Agree completely'.
This is an acceptable scenario: This is a desirable scenario: Which scenario do you PREFER MOST? Which scenario do you PREFER LEAST or MOST DISLIKE?

HIGH DENSITY IS UNACCEPTABLE

The Highest Density scenario is found unacceptable by 76% and undesirable by 78%.
Those in Newlands and ONB rate the scenario lower than those in Other areas.

5-story civic office buildings (55 feet tall) and 3-story buildings for multi-family housing units (45 and 35 feet tall) for 330 housing units

	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
ACCEPTABLE RATINGS	533	239	106	70	101
DISAGREE: 1-4	76%	82%	81%	74%	60%
NEUTRAL: 5-7	9%	8%	7%	10%	11%
AGREE: 8-10	15%	10%	12%	16%	29%
Mean	2.91	2.46	2.61	3.09	4.01
DESIRABLE RATINGS					
DISAGREE: 1-4	78%	83%	84%	77%	66%
NEUTRAL: 5-7	9%	8%	8%	10%	11%
AGREE: 8-10	13%	9%	8%	13%	23%
Mean	2.68	2.28	2.39	2.80	3.62

MEDIUM DENSITY LESS UNACCEPTABLE

The Medium Density scenario is found unacceptable by 49% and undesirable by 56%. Those in Newlands and Mapleton Hill rate the scenario lower than those in ONB and Other areas.

4-story civic office buildings (45 feet tall), 2-story multi-family housing units (20 feet tall), and 2-story townhouses (20 feet tall) for 108 housing units

	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
ACCEPTABLE RATINGS	533	239	106	70	101
DISAGREE: 1-4	49%	53%	41%	59%	47%
NEUTRAL: 5-7	31%	26%	41%	30%	33%
AGREE: 8-10	20%	22%	19%	11%	21%
Mean	4.59	4.53	4.95	3.87	4.81
DESIRABLE RATINGS					
DISAGREE: 1-4	56%	60%	54%	63%	49%
NEUTRAL: 5-7	31%	26%	36%	31%	37%
AGREE: 8-10	13%	14%	10%	6%	15%
Mean	4.05	3.91	4.28	3.40	4.40

LOW DENSITY IS MOST ACCEPTABLE

The Low Density scenario is found unacceptable by only 40% and undesirable by 51%, and more find it acceptable (26%) and desirable (17%) than the other density scenarios. The neighborhoods all rated the scenario similarly.

4-story civic office buildings
(45 feet tall) and 2-story townhouses
(20 feet tall) for 53 housing units

	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
ACCEPTABLE RATINGS	533	239	106	70	101
DISAGREE: 1-4	40%	37%	40%	46%	44%
NEUTRAL: 5-7	34%	35%	39%	33%	30%
AGREE: 8-10	26%	28%	22%	21%	27%
Mean	5.09	5.33	5.15	4.73	4.79
DESIRABLE RATINGS					
DISAGREE: 1-4	51%	48%	54%	54%	52%
NEUTRAL: 5-7	32%	33%	33%	34%	30%
AGREE: 8-10	17%	20%	13%	11%	18%
Mean	4.39	4.60	4.26	4.07	4.21

SUPPORT OF FEATURES

Overall, the majority support: impact studies, community surveys, senior housing, height limits, no pond in North Boulder Park , retail spaces, low density, and landmark of historical areas. Half support, but nearly a quarter are unsure about, affordable housing and offices. The majority do not support 4 stories or 100+ units.

	Yes, Support	No, Do NOT Support	Don't Know
Completing impact studies to traffic, flooding, local services and neighborhood character	87%	7%	6%
Consulting the community through direct and broad-based communication	84%	10%	6%
Inclusion of senior housing	71%	12%	17%
Preserving the current height limits of Ideal Broadway Shops and Community Plaza	71%	19%	10%
Preserving a 35-foot building height limit in the area around the Alpine-Balsam site	68%	21%	11%
Requiring flood mitigation be dealt with on the site rather than at North Boulder Park	67%	16%	16%
Retail spaces that would include coffee shops and cafes	66%	20%	15%
Housing of around 50 units (significantly less than currently considered by the City)	64%	28%	8%
Landmarking Ideal Shops and Community Plaza to preserve their historical character	63%	22%	15%
Building height limits of 3 stories for housing	55%	34%	11%
A high percentage of new housing be designated permanently affordable housing	50%	28%	22%
County offices being relocated to the site	50%	27%	24%
Building height limits of 4 stories for civic buildings on Broadway	31%	56%	13%
Housing of around 100 units (somewhat less than currently considered by the City)	29%	58%	13%
Housing of 195-330 units (currently being considered by the City)	23%	74%	4%

Q25. Based on this survey and your knowledge to date, please select if you would 'Yes, support' or 'No, not support' each specific features as guidelines for development of the Alpine-Balsam project? If you don't know, please select 'Don't Know.'

NEIGHBORS DRIVE AWARENESS

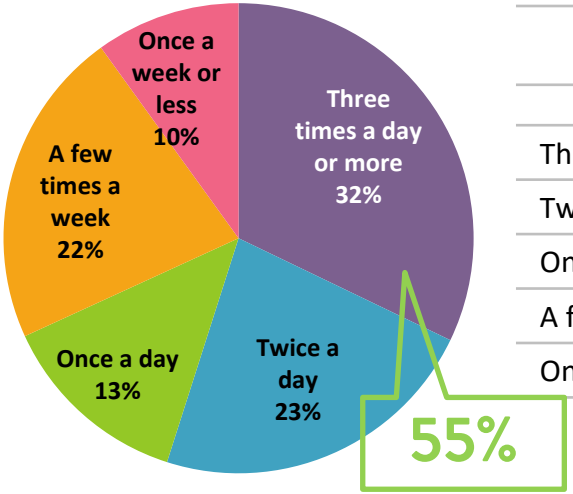
	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
N=	480	221	97	61	86
From neighbors or neighborhood groups	55%	60%	47%	54%	50%
From The Daily Camera	41%	44%	37%	43%	43%
From City outreach	40%	42%	41%	38%	38%
From NextDoor.com or social media	29%	33%	26%	23%	31%
Other	6%	4%	4%	11%	8%
I don't remember	5%	5%	4%	3%	10%

thinkboulder

Q5.How did you hear about the Alpine-Balsam project? Select all that apply.

SITE PASSING IS HIGH

Over half (55%) are passing by the site multiple times a day.
Newlands residents pass the site much more frequently than others (80% multiple times a day).
In contrast, 2-in-3 of those in Other parts of Boulder pass by only once a week or less (67%).



	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
N=	533	239	106	70	101
Three times a day+	32%	52%	27%	19%	5%
Twice a day	23%	27%	17%	30%	17%
Once a day	13%	12%	16%	14%	12%
A few times a week	22%	7%	36%	30%	37%
Once a week or less	10%	2%	4%	7%	30%

Q3. How often do you pass by the Alpine-Balsam area (formerly the Boulder Community Hospital), the Community Plaza, or the Ideal Broadway Shops?

thinkboulder

AWARENESS OF SPEC DETAILS

Awareness is highest for City purchase of the site (86%), but then drops to 2-in-3 or fewer.
Awareness is greater than 50% for: 195-330 units, 5-stories, offices, .8 parking spots.
Fewer than half are aware of: rezoning, no studies, prices paid, detention pond, affordable housing.

	Aware	NOT Aware
N=	533	533
The City purchased the 8 8 acre site in 2015 with plans to consider consolidating civic offices and to provide a mixed-use development after a community engagement period	86%	14%
The City's current plans include no less than 195 and up to 330 new dwelling units	64%	36%
The City's current plans include consideration of 5-story (55 feet) buildings along Broadway and 3-story (35 feet and 45 feet) housing units along Balsam and 9th streets Zoning for most of the city limits building height to 35 ft	61%	39%
Boulder County has proposed moving its offices from the corner of Iris and Broadway to a new building to be built on the Alpine-Balsam site	58%	42%
The City is allocating only .8 parking space per housing unit	50%	50%
The City is considering re-zoning the surrounding areas, including Ideal Broadway Shops and Community Plaza, that could result in taller buildings and increased traffic and demands on parking	45%	55%
The City has not completed studies that assess the proposed development's impacts	44%	56%
The City paid $40 million to buy the site, will spend at least $12 million to demolish the former Boulder Community Hospital building, and is proposing $50 million to renovate the Medical Pavilion	44%	56%
The City is considering excavating a 5' deep detention pond over about 1/3 of North Boulder Park to allow for additional development on the Alpine-Balsam site	40%	60%
The City has made no commitments to build permanently affordable housing on this site	30%	70%

Q8. Are you aware…? Please answer 'Yes' or 'No' for each.

thinkboulder

AWARENESS OF SPEC BY NEIGHBORHOOD

More Newlands residents are aware of the City's purchase of the site and of the potential detention pond in North Boulder Park.

	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
N=	533	239	106	70	101
The City purchased the 8 8 acre site in 2015 with plans to consider consolidating civic offices and to provide a mixed-use development after a community engagement period	86%	89%	87%	89%	78%
The City is considering excavating a 5' deep detention pond over about 1/3 of North Boulder Park to allow for additional development on the Alpine-Balsam site	40%	46%	32%	36%	39%

Q8. Are you aware...? Please answer 'Yes' or 'No' for each.

thinkboulder

MORE NEGATIVES FOR NEWLANDS & ONB

More Newlands and Old North Boulder residents have negative sentiment (78%), while more in Other areas have positive sentiment (34%).

	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
Before Seeing Specific Details, Aware N=	480	221	97	61	86
NET POSITIVE (8 to 10)	26%	22%	22%	30%	35%
Neutral (5 to 7)	11%	7%	18%	7%	14%
NET NEGATIVE (1 to 4)	62%	71%	58%	61%	49%
After Seeing Specific Details, Total N=	533	239	106	70	101
NET POSITIVE (8 to 10)	22%	17%	18%	26%	34%
Neutral (5 to 7)	5%	4%	3%	6%	6%
NET NEGATIVE (1 to 4)	73%	78%	79%	66%	58%

thinkboulder

YES, SUPPORT BY NEIGHBORHOOD

Those in Other areas are the least likely to align with Newlands and ONB residents.

YES, SUPPORT	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
N=	533	239	106	70	101
Completing impact studies	87%	90%	87%	91%	76%
Consulting the community through direct and broad-based communication	84%	90%	86%	79%	73%
Inclusion of senior housing	71%	72%	76%	69%	72%
Preserving the current height limits of Ideal Broadway Shops and Community Plaza	71%	76%	78%	70%	57%
Preserving a 35-foot building height limit in the area around the Alpine-Balsam site	68%	72%	73%	61%	57%
Requiring flood mitigation be dealt with on the site rather than at North Boulder Park	67%	74%	71%	63%	52%
Retail spaces that would include coffee shops and cafes	66%	69%	71%	66%	57%
Housing of around 50 units (significantly less than currently considered by the City)	64%	70%	71%	56%	48%
Landmarking Ideal Shops and Community Plaza to preserve their historical character	63%	67%	67%	59%	54%
Building height limits of 3 stories for housing	55%	58%	59%	54%	44%

Q25. Based on this survey and your knowledge to date, please select if you would 'Yes, support' or 'No, not support' each specific features as guidelines for development of the Alpine-Balsam project? If you don't know, please select 'Don't Know.'

YES, SUPPORT BY NEIGHBORHOOD

Others are more in favor of affordable housing and 195-330 units.

YES, SUPPORT		Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
	N=	533	239	106	70	101
A high percentage of new housing be designated permanently affordable housing		50%	45%	55%	53%	58%
County offices being relocated to the site		50%	50%	49%	49%	48%
Building height limits of 4 stories for civic buildings on Broadway		31%	36%	26%	27%	29%
Housing of around 100 units (somewhat less than currently considered by the City)		29%	28%	44%	20%	20%
Housing of 195-330 units (currently being considered by the City)		23%	16%	16%	30%	38%

Q25. Based on this survey and your knowledge to date, please select if you would 'Yes, support' or 'No, not support' each specific features as guidelines for development of the Alpine-Balsam project? If you don't know, please select 'Don't Know.'

FEATURES OF POSITIVE VS NEGATIVE VIEWS

POSITIVE SENTIMENT (N=116, 22%)

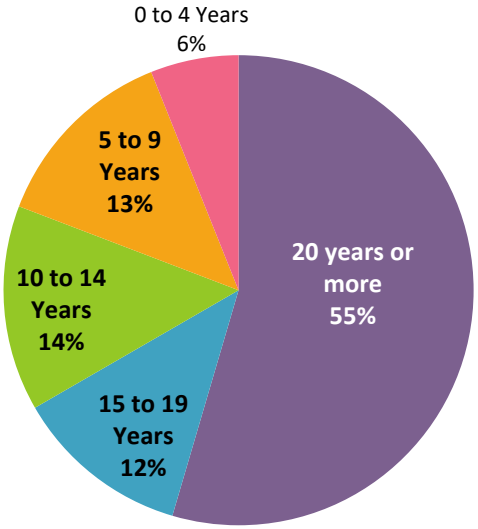
- More Men (51%) or NA (15%)
- Fewer Newlands (34%)
- Fewer Families
- Pass Once a week or less (21%)
- Have Been Involved (40%)
- Aware from City (67%) or TDC (55%)
- Extremely Beneficial: Affordable Housing (73%) and Senior Housing (59%)
- NOT Concerned: Overcrowded Parks/Public Spaces (88%), HD Precedent (88%), Increased Traffic (84%) - ALL 78%+ NOT CONCERNED
- More Prefer High Density Scenario (61%)
- More Support: Housing of 195-330 Units (84%), Senior Housing (78%), Retail (73%), Affordable Housing (71%), and 4-Story Limits (52%)

NEGATIVE SENTIMENT (N=387, 73%)

- More Women (58%)
- More Newlands (48%)
- More Families (19% child, 22% teenagers)
- Pass 3X a day or more (39%)
- Know A Little (45%)
- Aware from Neighbors (60%)
- NOT Beneficial: Affordable Housing (44%), Retail (44%), and Office Space (44%)
- Extremely Concerned: Traffic overflow (91%), Increased Traffic (89%), HD Precedent (88%) - ALL 61%+ EXTREMELY CONCERNED
- More Prefer Low Density Scenario (75%)
- More Support: Impact Studies (97%), Community Input (97%), Height limits (90%), On-site Flood Mitigation (84%), Landmark of Sites (80%)

TIME IN BOULDER AREA

Nearly all respondents have been in or around Boulder for 5+ years, and over half of (55%) have been in the area for 20 years or more.
Time is similar across neighborhoods.



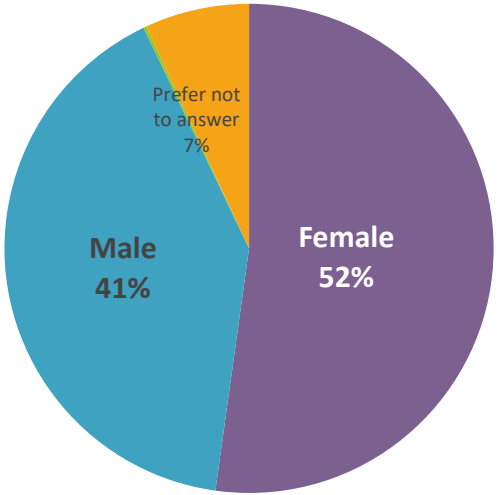
	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
N=	515	233	103	70	94
0-4 YEARS	6%	4%	8%	10%	6%
5-9 YEARS	13%	16%	11%	7%	13%
10-14 YEARS	14%	14%	12%	14%	15%
15-19 YEARS	12%	14%	15%	10%	10%
20 YEARS OR MORE	54%	52%	55%	59%	54%
Mean	18	18	18	18	17

Q27. How long have you lived in or owned a home in Boulder, or the surrounding area?

thinkboulder

GENDER

Respondents likely skewed slightly female.



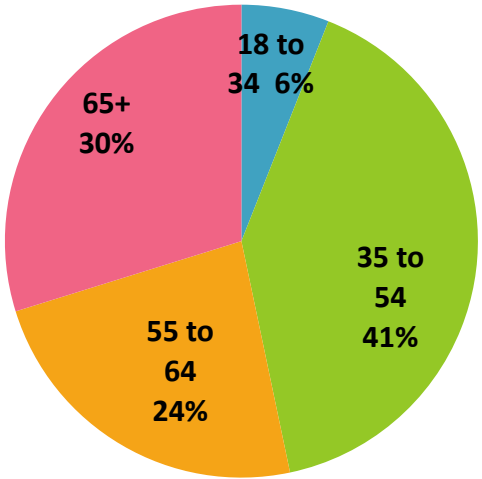
		Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
	N=	523	237	102	69	99
Female		52%	54%	53%	54%	46%
Male		41%	40%	43%	36%	45%
Prefer not to answer		7%	6%	4%	10%	8%

Q26. Lastly, we have a few OPTIONAL demographic questions to ensure broad representation. Are you…?

thinkboulder

AGE

A mix of ages are represented, yet nearly all are 35 or older.
Newlands and Others have more Age 18-34 (5% and 12%).
ONB has a higher concentration of Age 35-54 and Mapleton Hill skews slightly older 65+.



	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
N=	533	239	106	70	101
18 to 34	6%	5%	1%	6%	12%
35 to 54	41%	41%	46%	31%	42%
55 to 64	23%	22%	27%	24%	22%
65+	30%	32%	25%	39%	25%

Q1. What is your age?

thinkboulder

HOUSEHOLD

Newlands residents tend to have more families (married with children) than those in Mapleton Hill or Other areas.

	Total	Newlands	Old North Boulder	Mapleton Hill	Other Boulder
N=	533	239	106	70	101
Spouse/Partner	76%	78%	78%	79%	66%
Infant/ Toddler/ Young Child	8%	9%	10%	1%	8%
Child/Tween (Age 6 to 12)	17%	21%	14%	10%	15%
Teenager (Age 13 to 17)	20%	23%	21%	17%	12%
Adult Child (Age 18+)	6%	5%	7%	7%	9%
Parent/Grandparent	2%	1%	4%	1%	1%
Other Family Members	2%	3%	3%	6%	-
Roommate	6%	7%	7%	3%	4%
Dog	35%	38%	31%	29%	33%
Cat	15%	13%	15%	21%	16%
Other pet	3%	4%	5%	1%	2%
No one else	6%	5%	7%	7%	9%
Prefer not to answer	5%	5%	3%	6%	8%

Q28. Who lives with you in your household? Select all that apply.

thinkboulder