2022 Denver Resident Survey

RRC

VISIT DENVER
The Convention & Visitors Bureau

Downtown Denver Partnership

Research Objectives

- Learn how Denverites feel about events, attractions, tourism, downtown and quality of life in the city
- Provide insights to **VISIT DENVER** and key partners to be proactive in improving experiences for residents and visitors

Research Methods

1 = Statistically Valid (Invitation Survey)

4,000 paper surveys were mailed to a systematic random sample of residents across Denver's 11 Council Districts with the option to complete on paper or online through a password protected website. In addition, 9,790 postcards were mailed to encourage completion using the online link and password.

602 Invitation surveys completed
+/- 4% Margin of Error

2 = Panel Survey

RRC collected responses via an online survey conducted by data providers using panel participants to enhance alignment with census demographics for Denver relative to the invite sample alone.

994 Panel surveys completed

4,003 Surveys Mailed & 9,790 Postcards
(13,597 delivered)

1,596
Total Surveys Completed

Weighting the Data

1

Overall results are weighted to match Denver demographics as measured by US Census Data and the Colorado State Demographer.

2

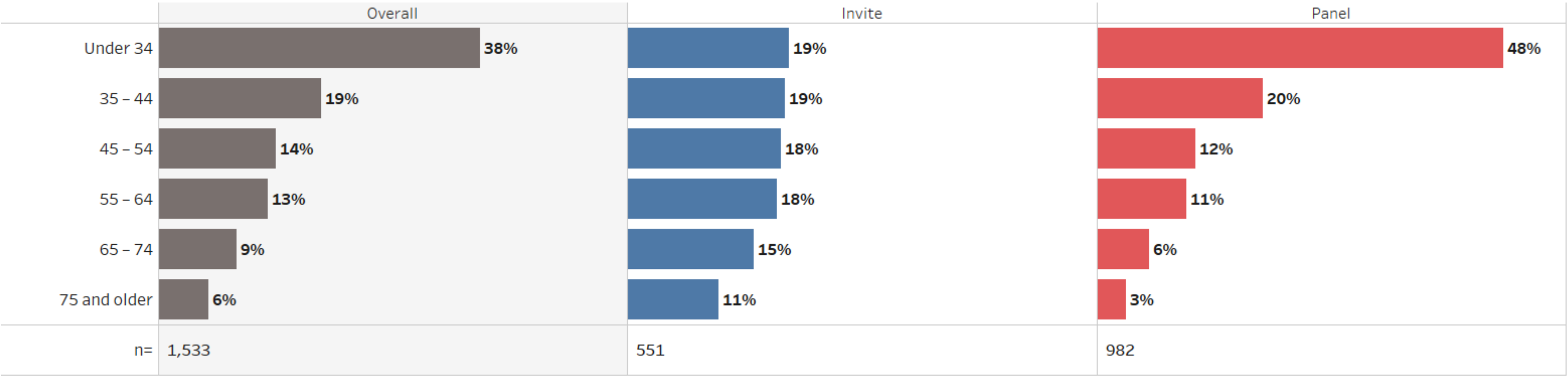
Combined survey results are then representative of the age, income, job status and ethnicity of Denver residents.

Demographics

Gender & Age

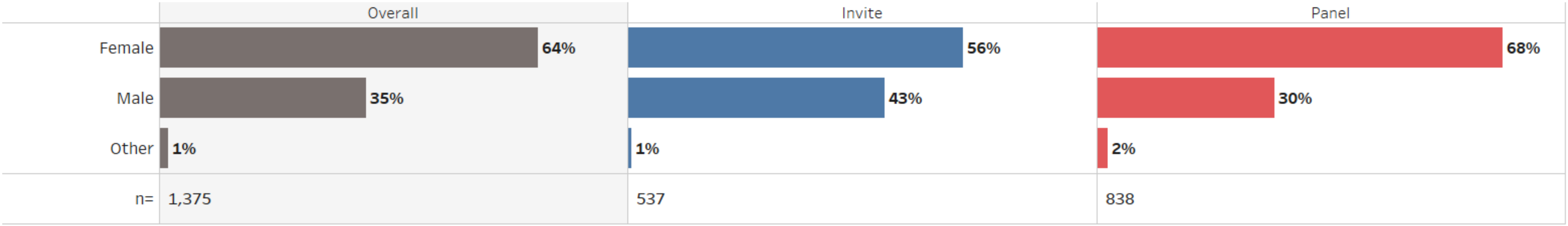
The invite sample skews older than Denver average age and the panel survey leans toward younger participants.

Q 24: Which category includes your age?



Source: RRC Associates

Q 25: What is your gender identity?

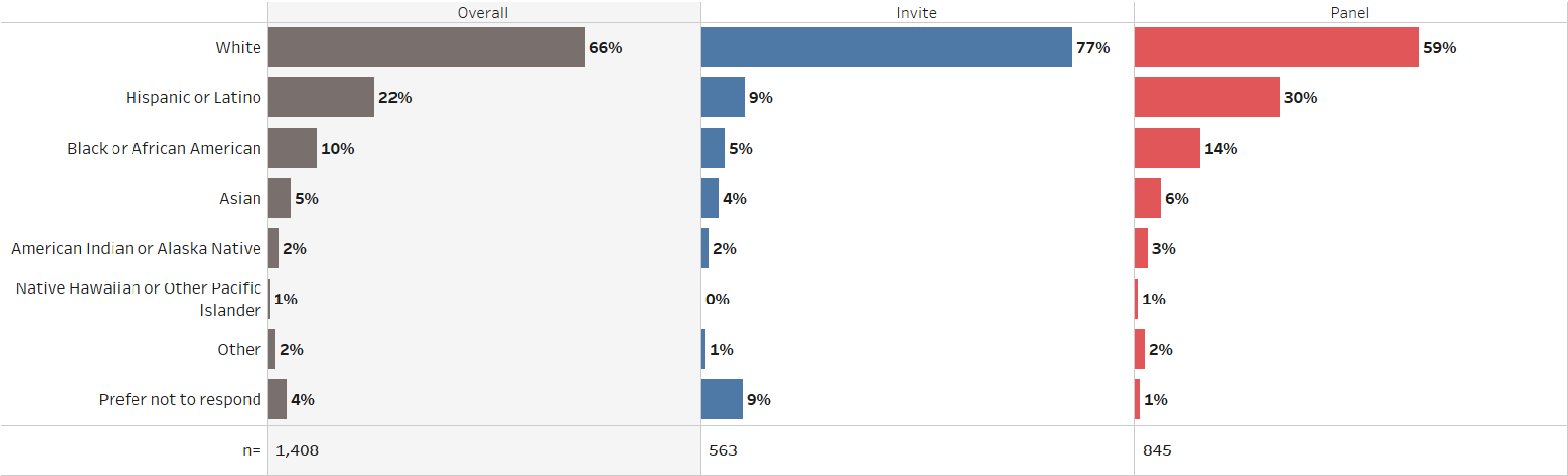


Source: RRC Associates

Ethnicity & Race

The invite sample is less diverse than the city population while the panel survey is more so. The overall results were weighted to accurately reflect Denver demographics.

Q 26: Which race(s) or ethnicity(ies) do you most identify with? (Please select all that apply)

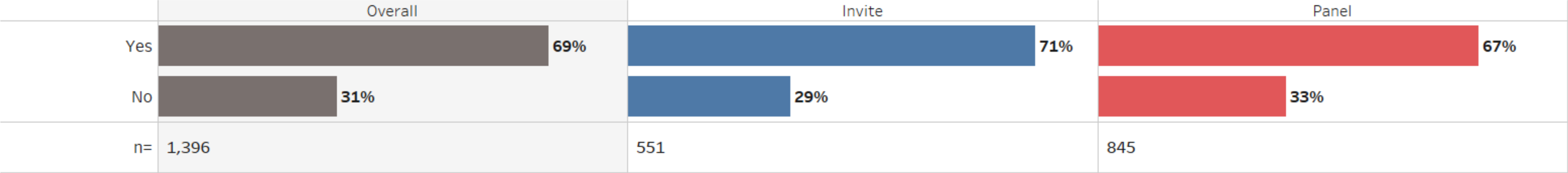


Source: RRC Associates

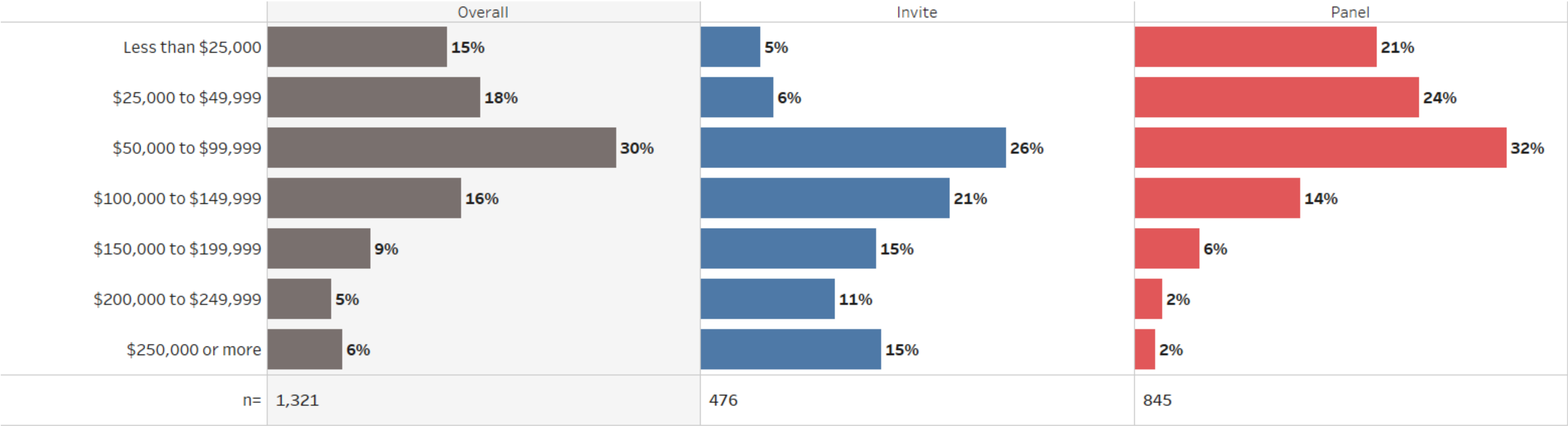
Employment & Income

Consistent with their older age and high rate of home ownership, the invite sample has significantly higher HH income. Over 60% of the invite respondents report incomes above $100,000 compared to 24% of panel respondents.

Q 23: Are you currently employed?



Q 27: Which of these categories best describes the total annual income of your household (before taxes)?



Source: RRC Associates

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Residence Ownership

Predictably, the older invite sample has a very high rate of home ownership and the younger panel survey is below average.

Q 20: Do you own or rent your residence in Denver?

	Overall	Invite	Panel
I own my home	55%	80%	39%
I rent my home	41%	19%	54%
Other	4%	1%	6%
n=	1,396	551	845

Source: RRC Associates

Q 20: If you own your home, have you ever used your home as a short-term rental/VRBO/Airbnb?

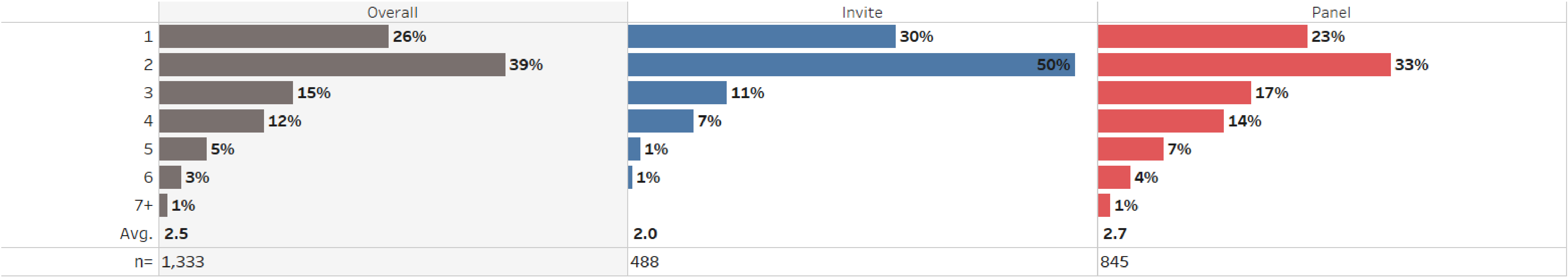
	Overall	Invite	Panel
No	93%	86%	95%
Yes	7%	14%	5%
n=	434	96	338

Source: RRC Associates

Household Makeup

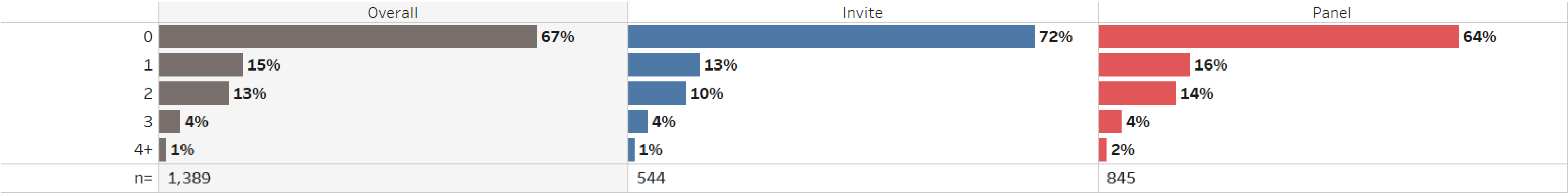
About two-thirds of the survey sample are either couples or singles with about one-third reporting children at home.

Q 21: Including yourself, how many people live in your household?



Source: RRC Associates

Q 22: How many of those persons in your household are under 18 years old?



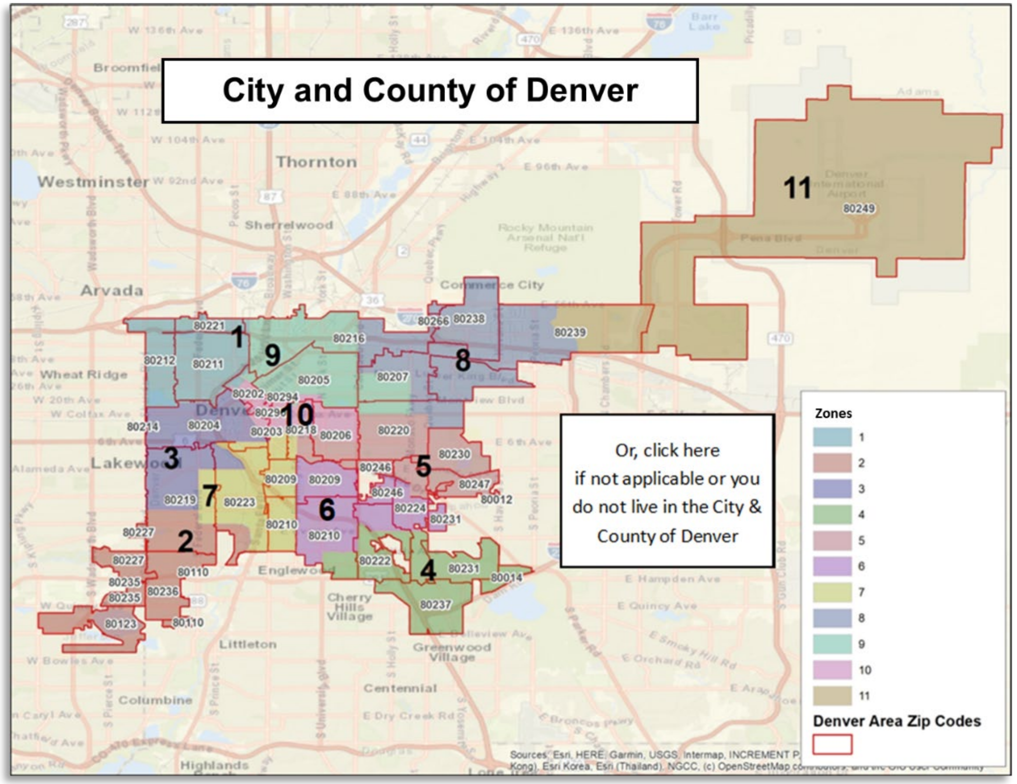
Source: RRC Associates

Location in Denver by Council District

Q 0: City and County of Denver Council District

	Overall	Invite	Panel
Zone 1	10%	13%	9%
Zone 2	9%	10%	9%
Zone 3	10%	5%	13%
Zone 4	9%	7%	10%
Zone 5	10%	9%	10%
Zone 6	11%	9%	12%
Zone 7	8%	10%	8%
Zone 8	7%	11%	5%
Zone 9	11%	12%	10%
Zone 10	12%	12%	12%
Zone 11	3%	2%	4%
n=	1,572	604	968

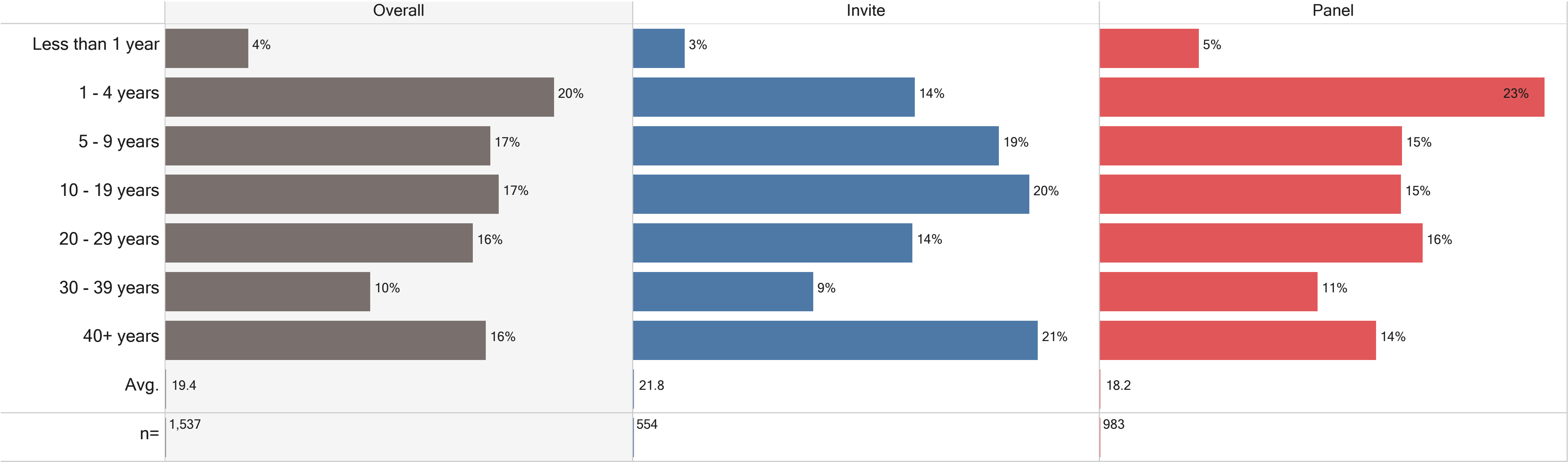
Source: RRC Associates



Length of Residency in Denver

Respondents are generally long-term Denver residents with an average span in the city of over 19 years.

Q 1: How many years have you lived in Denver?



Source: RRC Associates

Key Research Findings

Key Findings

Residents Understand the Economic Benefits of Tourism. A large majority see the benefits for small businesses, local tax revenues and job creation as positives for Denver.

Residents are Positive on Living in Denver. Most rate quality of life as good or excellent with surprising consistency across length of residency.

Homelessness, Crime and Affordability Are Major Concerns. Homelessness is the dominant challenge. Interestingly, growth and crowding are way down the list with just 9% calling them out.

Key Findings

Denver's Challenges Are Not Associated with Visitors. A majority do not blame them for congestion, social problems or crime. By a slight margin, they feel that tourism does contribute to high prices.

Residents Are Quite Happy With Denver Amenities. Denver residents are very satisfied with pro sports, arts & culture, restaurants, recreation facilities and special events. The city's amenities are highly regarded.

Denverites Visit Downtown Often but Have Big Concerns. Overall, they rate the downtown experience as "average" with 1/3 ranking it as either "poor" or "not so good."

Key Findings

Downtown is Highly Rated for Dining, Events and Transit. Clearly downtown is a key destination for restaurants, entertainment, sports and events. It is also easy to navigate on foot and bicycle once there.

But Downtown is Facing Major Issues. Denver residents are negative in their view of downtown cleanliness, safety, affordability and parking. These challenges should be a major priority for Denver leaders.

Denverites Love Their Events. Special events are highly rated with large concerts, pro sports and cultural performances at the top. Red Rocks is particularly popular. Locals also see benefits to the economy, Denver’s branding and quality of life.

Key Findings

Friends & Family Are a Key Source of Denver Visitation. Three quarters of residents host visitors at least once a year.

Red Rocks is a Local Favorite. Nearly 70% take visitors there. Other key attractions include cultural destinations, museums, nearby cities, downtown and key neighborhoods (CCN, RiNo, etc.)

Visitor Impacts are Viewed Positively in Denver. Residents understand the economic benefits that tourism provides and do not associate visitors with negative impacts.

Downtown should be a priority for Denver leaders. Downtown Denver has been a national model for success. But there are major concerns and key partners should address them.

RRC

Thank You!

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