



# COMMUNITY NEEDS ASSESSMENT SURVEY

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COMMERCE CITY – 2008

## **REPORT**

Prepared by:

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## INTRODUCTION

### BACKGROUND AND OBJECTIVES

In 2008, Corona Research was retained by the City of Commerce City to conduct a needs assessment study of city residents. This assessment consisted of comprehensive research by directly surveying residents to learn their opinions, attitudes and needs regarding various city services. This report describes the results of the community survey.

The survey that is documented in this report addressed a wide range of issues, centering on perceptions of residents' current needs for services (both governmental and private sector) as well as their potential level of acceptance toward various services. Broad needs categories include: Quality of Life, City Government and Employees, Crime and Safety, City Facilities, Neighborhoods, and City Issues.

### TARGET AUDIENCE

The target audience includes all current residents of Commerce City. Surveys were mailed to 8,580 household in the city. From these mailings, 923 responses were obtained, a response rate of approximately 10.8 percent.

### METHODOLOGY

The survey methodology consisted of mailing a written survey instrument to 8,580 Commerce City residents, based on current postal records. The population included all households with a Commerce City mailing address, so a small proportion of residents outside of Commerce City may have received the survey if their mail is delivered through Commerce City. Based on the results of a previous survey, households in the southern half of the city were oversampled to account for an expected below-average response rate.

The City handled all mailings. Completed surveys were returned to the City, which forwarded all envelopes unopened to Corona Research. Corona Research entered and analyzed all data.

Most surveys do not precisely reflect the entire population when merely summed and totaled, because some types of people are more likely to participate than others, as compared to their proportion of the city population. For example, in a general population survey, older adults are generally more likely to participate in a survey than are younger adults and females are more likely to participate than males. To ensure that the survey reflects the opinions of all City residents, as opposed to being skewed toward the people who are more likely to participate, Corona developed unique weighting

factors for each survey response to correct for overrepresentations or underrepresentations by age, gender, and whether they lived in the North or South portion of the City.

#### MARGINS OF ERROR AND SEGMENTATION

A total of 923 surveys were completed, resulting in a margin of error of (plus or minus) 3.1 percent with a 95 percent confidence level in the results. This represents a very strong one-time survey, as well as a very strong baseline for future surveys.

During the course of the survey, Corona gathered information on several personal attributes of survey respondents, including their age, gender, race/ethnicity, household income, and residence information. It is possible to segment findings among these groups, though the margins of error can be high in some cases where subgroup populations are small in size, meaning that the results cannot always be viewed with confidence.

This report provides information for each question for the total population, as well as each of the demographic characteristics listed on the following page. Shown on the following page is a table of the margins of error for each subpopulation that is examined. Generally, it is preferred that a segment margin of error be 10 percent or lower, but higher margins of error up to 18 percent can nonetheless provide value if they show a strong pattern. Margins of error above 18 percent mean that the results should generally be disregarded, but large noted differences may nonetheless point out initial findings that can inform the direction of subsequent research. Additionally, even if individual margins of error are large, a pattern across a continuous range of segments (e.g., age or income categories) can be informative.

These tables do not provide margins of error for segments that refused to answer a demographic question, such as people who refused to provide their race, gender, or household income.

Margins of Error--Residence	
North	4.37%
South	4.73%
Resident 0 to 1 year	8.22%
Resident 2 to 10 years	4.52%
Resident 11 or more years	5.44%
Own	3.48%
Rent	8.41%

“South” represents respondents who live in neighborhoods south of 96<sup>th</sup> avenue, while “North” represents respondents who live in neighborhoods north of 96<sup>th</sup> avenue. The “resident” variable represent the number of years in which the resident has lived in Commerce City, and is divided into roughly equivalent sample sizes (which reflect the rapid growth of the city since a notable proportion of residents have lived in the city for a year or less). Owners and renters represent home ownership.

Margins of Error--Demographic Groups	
Female	4.22%
Male	5.34%
Hispanic/Latino	7.79%
Other	9.54%
White	3.83%
18 to 34	6.60%
35 to 44	6.97%
45 to 54	7.08%
55 to 64	8.28%
65 or over	7.82%

Among demographic groups, “White” refers to white non-Hispanic, “Hispanic” refers to people of any race who self-identify as being of Hispanic ethnicity, and “Other Race” refers to anyone who did not identify themselves as “White” or “Hispanic/Latino.”

Margin of Errors--Household Income	
Less than \$10,000	13.84%
\$10,000 to \$19,999	11.78%
\$20,000 to \$29,999	13.20%
\$30,000 to \$39,999	13.20%
\$40,000 to \$49,999	10.42%
\$50,000 to \$74,999	6.60%
\$75,000 to \$99,999	8.05%
\$100,000 or more	8.14%