

*Study conducted for*  
**City of Grand Junction**  
**and Kezziah Watkins**  
September 2006

*Study conducted by*

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## Introduction

The City of Grand Junction and the public relations firm of KezziahWatkins commissioned Dan Jones & Associates, a full-service, independent public opinion and market research firm located in Salt Lake City, Utah to conduct and compile a research study of 400 residents.

### Research Objectives

- Compare current survey results to similar studies conducted in 2002 and 2004, where appropriate
- Identify what residents like best about living in Grand Junction and what they like least about the area
- Measure residents' concerns about several issues in Grand Junction
- Solicit opinions and recommendations regarding the city's youth and Youth Council
- Determine whether residents feel that Grand Junction has a small-town feel, what things give it a small-town feel, and how important it is to maintain that feel
- Identify the biggest concerns about local transportation
- Measure satisfaction levels with the city's road system and identify what things the city could do to improve it
- Assess the adequacy of affordable housing in Grand Junction
- Determine whether residents are satisfied with the aesthetic appearance of the city and what could be done to improve it

### Procedures

Dan Jones & Associates developed the questionnaire in conjunction with Tweed Kezziah of KezziahWatkins. To meet the research objectives, 403 individuals were interviewed by telephone from August 18<sup>th</sup> to September 5<sup>th</sup>, 2006, during evening hours. All interviews were conducted in the Dan Jones



& Associates Data Collection Center, where interviewers are supervised and monitored.

Prior to implementation, the client approved the questionnaire. Before any fieldwork began, the survey instrument was thoroughly pretested on individuals selected at random from the sample universe. The pretest is designed to detect discrepancies that might exist in the instrument in terms of clarity, completeness, level of shared language, and appropriateness of questions. The client approved all changes made to the questionnaire as a result of the pretest.

**Sample**

Dan Jones & Associates utilized a random sampling procedure, giving each household within the sample universe an equal opportunity of being selected for an interview. The margin of error for this survey is  $\pm 5.0\%$  for total data. The margin of error increases for the responses of subgroups within the data.

**Fieldwork**

Dan Jones & Associates employs professional, experienced interviewers who have worked on numerous surveys to date and have proven to be reliable, thorough, and able to develop an excellent rapport with respondents. Interviewers were cautioned to limit their interaction with respondents concerning individual responses to the questionnaire. To assure consistency in reciting the questions and in recording the responses, the project director carefully briefed each interviewer regarding this questionnaire.

Both structured and unstructured questions were used to measure intensity of opinions and to assess the perceptions of respondents. Demographic questions were asked to provide opinions of subgroups.

**Data Analysis**

The staff of Dan Jones & Associates has prepared statistical results. Each question has a response distribution, as well as a series of demographic cross-tabulations, which organize responses by various groupings and allow for detection of differences that may exist between opinions of subgroups.

SPSS (Statistical Package for Social Science) was used to analyze the data. Statistical tests were conducted to determine if the differences found in the relationships between various

populations were real or merely due to chance. Checkmarks highlight statistically significant findings.

Survey results are included in the Executive Summary as well as the Charts and Significant Demographics sections. Appendices include the questionnaire with longitudinal results, respondent comments, and demographic cross-tabulations.

## Executive Summary

### Living in Grand Junction

Residents increasingly indicate that they enjoy living in Grand Junction. Up from the 2004 survey when it was first asked, nineteen out of twenty respondents now rate Grand Junction as an excellent (33%), very good (40%), or good (22%) place to live (95% in 2006 vs. 93% in 2004). Also, a higher percentage of residents rate the city as an excellent place to live in 2006 than in 2004 (33% vs. 28%).

When asked why people rate Grand Junction the way they do, the comment most frequently made is I like it here / a great place to live (11%). A growing number mention outdoor activities / recreation (2004: 4%, 2006: 6%), scenery / mountains / natural beauty (2004: 1%, 2006: 3%), it has everything you need / lots of amenities (2% to 4%), the good climate / weather (9% to 10%), and being a good place to raise a family (2% to 3%). A decreasing number of people mention small town look / feel (2004: 11% to 2006: 9%), I've lived here all my life (9% to 6%), and low wages / poor job opportunities (4% to 2%).

By far, the largest number of respondents agree that the thing they like most about living in Grand Junction is the climate / weather. One in four mention this (25%), compared with the second most mentioned factor: scenery / mountains / outdoors, which is mentioned by 12%. One factor that has been mentioned by a growing percentage of respondents during the past two surveys is location / convenience / close to everything (2002: 4%, 2004: 9%, 2006: 11%). Factors which have witnessed decreases since 2002 include: small town community (2002: 11%, 2004: 5%, 2006: 5%), climate / weather (2002: 29%, 2004: 21%, 2006: 25%), people (2002: 10%, 2004: 7%, 2006: 7%), and my home (2002: 6%, 2004: 4%, 2006: 3%)

A plurality of respondents continue to indicate that the thing they like least about living in Grand Junction is the traffic (12%), although this is a much lower score than in 2002 (23%), and is down marginally from 2004 (13%). An increasing number of respondents suggest that politics / bureaucracy is the thing they like least about living in the city (2002: 1%, 2004: 7%, 2006: 10%). Another factor that has increased since 2002 is low wages (2002: 3%, 2004: 9%, 2006: 7%). Dissatisfaction with growth / problems



with growth is not as high as in 2002, when it was 7%, compared with 1% in both 2004 and 2006.

Residents were asked what things would make an ideal neighborhood, and top responses include: safe / less crime / fewer drugs (13%, up from 8% in 2002, and down from 14% in 2004), good / friendly neighbors (13%, down from 21% in 2002, up from 13% in 2004), and clean / well-kept yards (12%, down from 14% in 2002 and down from 18% in 2004). Interestingly, responses mentioned less frequently in 2006 than in 2002 include: good / friendly neighbors (2006: 13%, 2002: 21%), and quiet / peaceful / less noise (2006: 6%, 2002: 12%)

### **Issues Facing Grand Junction**

Growth persists as the most important issue facing Grand Junction, with one in three residents mentioning it (35%). This marks a noticeable increase over the 18% suggested in the previous survey (2004), but is down from the 2002 results of 40%. The second most important issue is crime / drugs. In 2002, this was mentioned by only 1% of respondents; in 2004, it was mentioned by 3%, and is mentioned by 10% in the current survey. Following these are water / drought (7%), overbuilding / construction issues (5%), and traffic (4%). When asked in a separate question about other important issues facing the city, residents again suggest crime / drugs as a top area (9%, up from 6% in 2004), growth / growth management (8%, down from 9% in 2004), water / drought (6%, down from 7% in 2004), and oil / gas drilling comments (6%, up from 0% in 2004).

Respondents were asked to rate their level of concern about various issues. They suggest that the area they are most concerned about is population growth, with a mean score of 5.44 on a 1/not at all concerned to 7/very concerned scale, up from 5.15 in 2004, but down from 5.79 in 2002. Affordable housing ranks second, with a mean score of 5.18 (up considerably from 4.81 in 2004, but down from 5.49 in 2002, when the wording of the question was slightly changed.) The issues that cause comparatively less concern among respondents are: neighborhood parks (3.49, down from 3.75 in 2004 and 5.03 in 2002 (different wording)), neighborhoods in general (3.72, up from 3.64 in 2004, and down from 4.51 in 2002 (different wording)), and culture and arts (4.12, up from 3.96 in 2004 and down from 4.79 in 2002).

## **The Youth of Grand Junction**

Residents remain concerned about youth in the city, and show increasing concern about the drug problem. They suggest that the activities, issues, or projects they would like the recently formed Youth Council to work on are: more activities / things to do (11%, down from 14% in 2004), drug prevention / education / anti-drug help / alcohol / pregnancy (10%, up from 6% in 2004), recreation center / activity center (8% unchanged from 2004), and community service / volunteer service / public service (6%, up from 5% in 2004). Sports activities for kids / wrestling / baseball / outdoor activity / physical activity is mentioned by fewer respondents in 2006 than in 2004 (4% vs. 7%).

When asked if they would like to see more youth programs or activities implemented in the city, respondents are somewhat less enthusiastic than in 2004, with 78% indicating they definitely (55%) or probably (23%) would, compared with 81% in 2004 who definitely (59%) or probably (22%) would.

Unaided comments about what youth programs or activities residents would like to see implemented include: recreation center / youth center / like a YMCA facility (2006: 15%, 2004: 14%, 2002: 19%), more activities / things for them to do (2006: 9%, 2004: 14%, 2002: 3%), and more sports / sports programs / athletic-related / outdoor activities (2006: 8%, 2004: 14%, 2002: 6%).

## **Keeping the Small-Town Feel in Grand Junction**

An increasing number of residents believe it is important that Grand Junction maintain a small-town feel and character. In 2006, 82% indicate that it is either very important (47%) or somewhat important (35%) to maintain that feel, compared with 81% in 2004 (45% very important and 36% somewhat important), and 73% in 2002 (34% very important and 39% somewhat important). Fewer believe that Grand Junction actually has that feel, with 63% expressing that in 2006 (30% definitely, 33% probably), 64% expressing that in 2004 (33% definitely, 31% probably), and 63% expressing that in 2002 (24% definitely, 39% probably).

When asked to suggest things that give Grand Junction a small-town feel, respondents mention downtown / Main Street (19%, up from 16% in 2004 and 7% in 2002), good / friendly people (16%, down from 20% each in 2004 and 2002), and



knowing people (10%, down from 15% in 2004, and up from 9% in 2002). Things that detract from the small-town feel include: growth / size / population (40%, up from 35% in 2004), traffic (24%, down from 29% in 2004), and commercial building / big stores / franchises (7%, up from 6% in 2004).

### **Other Important Issues in Grand Junction**

**Economy.** Compared with previous years, a much larger group of residents rate Grand Junction's economy as excellent (16%, compared with 2004: 5% and 2002: 6%). A similar difference exists between those who rate it as poor (2006: 6%, compared with 11% in 2004 and 2002). Residents also continue to believe that Grand Junction should work to promote better-paying jobs in the city. Nearly four out of five agree that the city should definitely work toward this end (79%), which represents a small increase over 2004 (77%). A similar question was asked in 2002, and 73% agreed then that it was very important for the city to work to promote better-paying jobs to Grand Junction.

**Transportation.** Grand Junction residents are becoming more concerned about improving the bus system / public transportation (2002: 13%, 2004: 16%, 2006: 23%). At the same time, concerns about rising gas prices have increased (2002, 2004: 0%, 2006: 4%), and concerns about traffic / crowded roads / too many cars have decreased (2002: 27%, 2004: 20%, 2006: 14%). Congestion / gridlock / bottlenecks continue to be a concern (2002: 2%, 2004: 7%, 2006: 7%). A separate question invites respondent comments on what specific things the city could do to improve transportation for the future. The comment most frequently offered is to improve the bus system / more routes (14%).

A higher percentage of residents rate the pedestrian system (sidewalks and walking paths) as excellent in 2006 (15%) than in 2004 (12%) or 2002 (8%), but if both excellent and good ratings are considered together, the system was rated highest in 2004 (75%, compared with 69% in 2006 and 57% in 2002).

Respondents demonstrate some concern over the bus system / public transportation, with the combined excellent / good ratings declining slowly over the three studies (2002: 50%, 2004: 49%, 2006: 47%). When combined with the unaided

comments mentioned above, improving the bus system is an area where the city should probably devote some attention.

Residents are increasingly aware of the condition of the bicycle system in Grand Junction, as indicated by the declining number of those who respond "don't know" when asked to rate the system (2002: 10%, 2004: 9%, 2006: 6%). The actual overall ratings are relatively similar from year-to-year (combined excellent / good responses in 2002: 50%, 2004: 46%, and 2006: 48%), except that in 2004 and again in 2006, people offer stronger opinions about the system, with higher percentages selecting either poor or excellent, rather than the middle ratings of fair or good.

When asked, unaided, what the city could do to improve transportation for the future, 6% of respondents suggest bike paths. This suggestion has been made with increasing frequency, being mentioned by 2% in 2004 and 1% in 2002. Other top responses to this question include improve bus system / more routes (2002, 11%, 2004: 8%, 2006: 14%), widen roads / widen streets (2002: 14%, 2004: 6%, 2006: 9%), and better planning / plan for growth (2002: 9%, 2004: 10%, 2006: 7%).

**Housing.** Since 2002, respondents have increasingly expressed the opinion that there is not adequate affordable housing in Grand Junction, with 37% suggesting in 2002 that there is probably not (19%) or definitely not (18%) adequate housing, compared with 46% in 2004 (25% probably not, 21% definitely not), and 60% in 2006 (33% probably not, 27% definitely not). Opinions about whether the City of Grand Junction should work to promote affordable housing for its citizens remain affirmative and nearly unchanged in 2006 (77% yes) from opinions in 2004 (78% yes), the first year in which the question was asked.

Residents continue to believe that the city should develop programs to assist its neighborhoods, with three out of four (75%) supporting the idea in 2006 (41% definitely, 34% probably), compared with 72% in 2004 (39% definitely, 33% probably).

Recommendations were solicited on the types of programs the city should develop, and one in eight residents suggest neighborhood watch / community watch (13%), one in fourteen suggest low-income housing / more affordable housing and apartments (7%), and 5% each suggest police in the street / citywide security / police patrol and mortgage

assistance / loan programs / subsidized housing. One-third of respondents (36%) acknowledge that they don't know what types of programs should be developed.

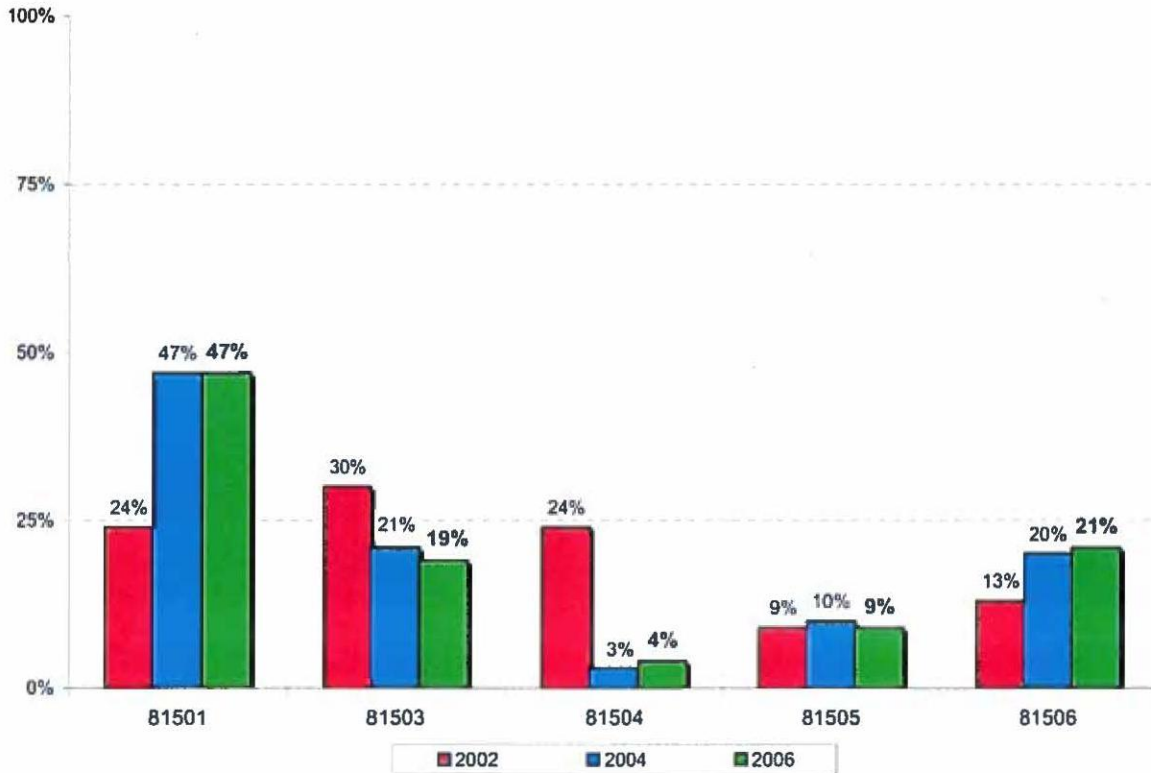
**Improving the Appearance of the City.** In each of the surveys, a larger number of residents suggest that they are very satisfied with the aesthetic appearance of the city (2002: 20%, 2004: 27%, 2006: 35%). While most of this increase is attributable to the decrease in the number of those who reported being somewhat satisfied (2002: 62%, 2004: 55%, 2006: 50%), some of it also comes from a decrease in the number of those who are somewhat or very dissatisfied (2002: 15%, 2004: 16%, 2006: 12%).

When asked, unaided, what things the city could do to improve the appearance of the city, respondents indicate that one area where the city has made considerable progress is in cleaning the city up / keeping it clean. This is much less a problem in 2006 than it was in 2002 (5% vs. 19%). Top suggestions on what the city could do to further improve the city's appearance include landscaping / trees / lawns / flowers (12%), entrance (6%), nothing / doing a good job / it is fine (5%), parks / open spaces (5%), clean it up / keep it clean (5%), and fix up yards / homes (5%).



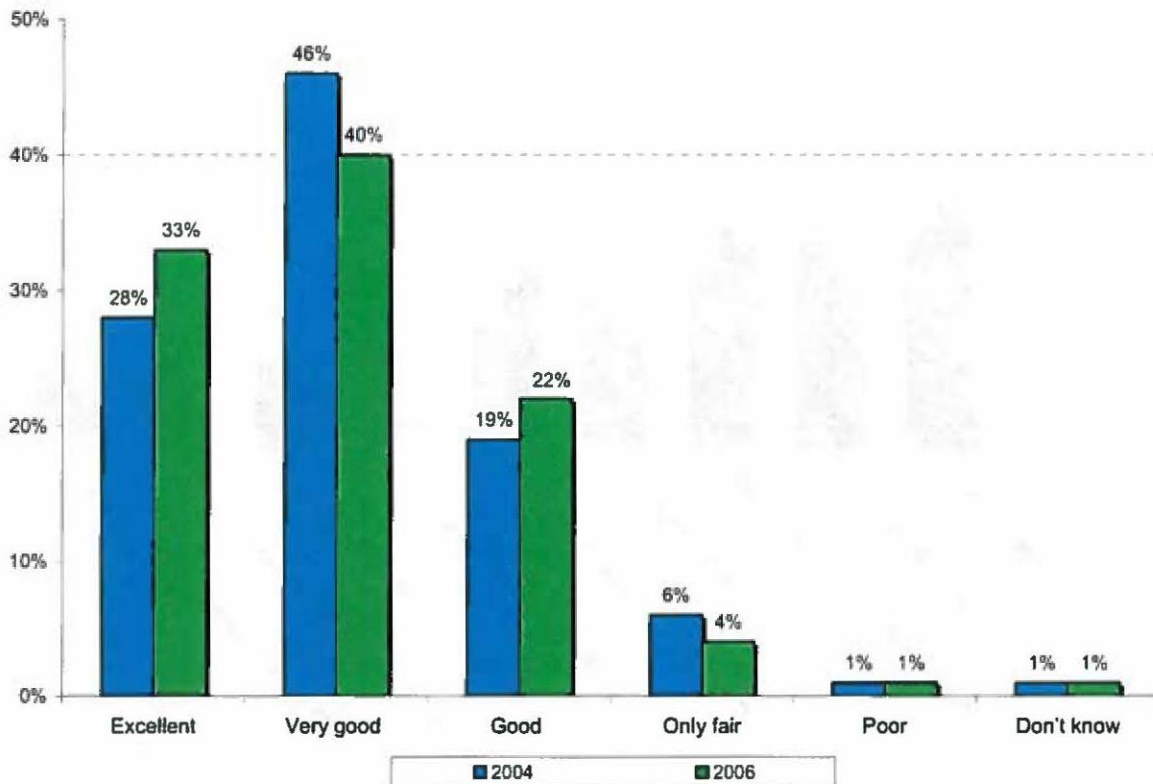
# Charts and Significant Demographics

## Question 1. What is your ZIP Code?



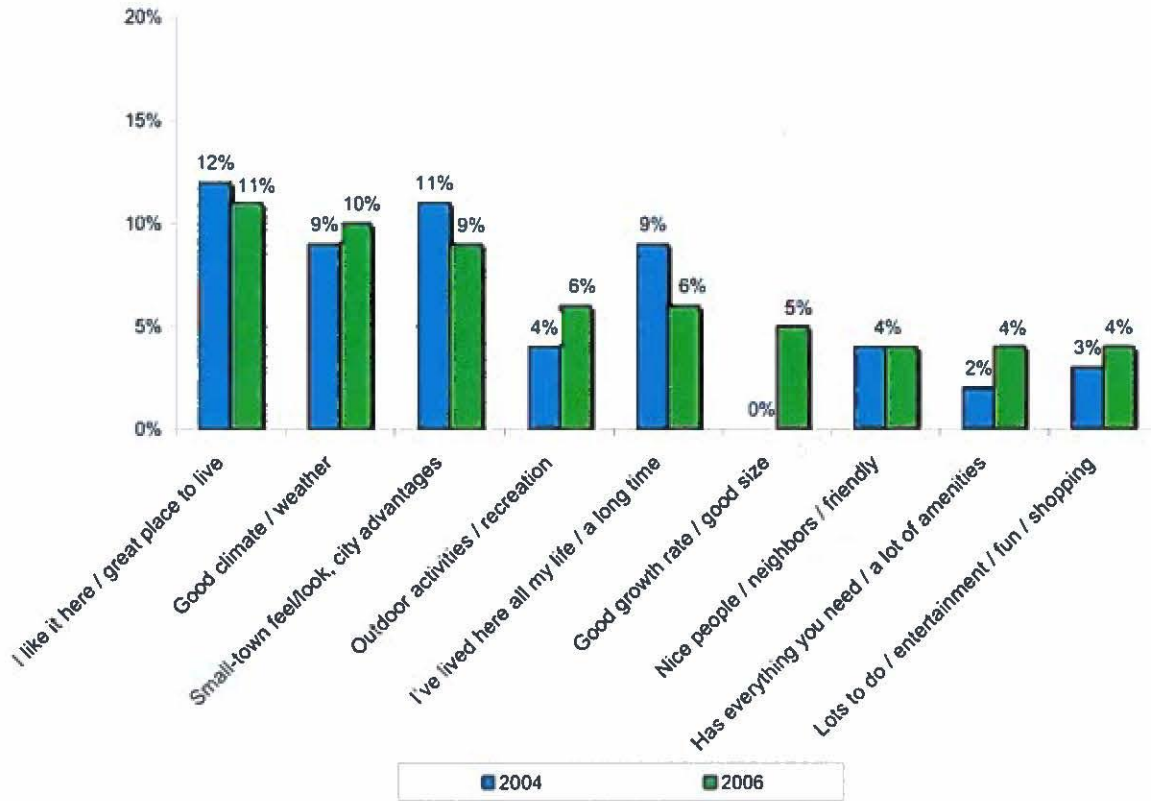
In 2006, Grand Junction provided Dan Jones & Associates with population numbers and specific quotas for each ZIP Code area.

**Question 2. How would you rate Grand Junction as a place to live?**



- ✓ Older residents are more likely to rate Grand Junction as an *excellent* or *very good* place to live, with those between ages 45-54 being the most likely to rate it as excellent.
- ✓ Residents younger than 35 years of age are more likely to rate Grand Junction as a *good* place to live.

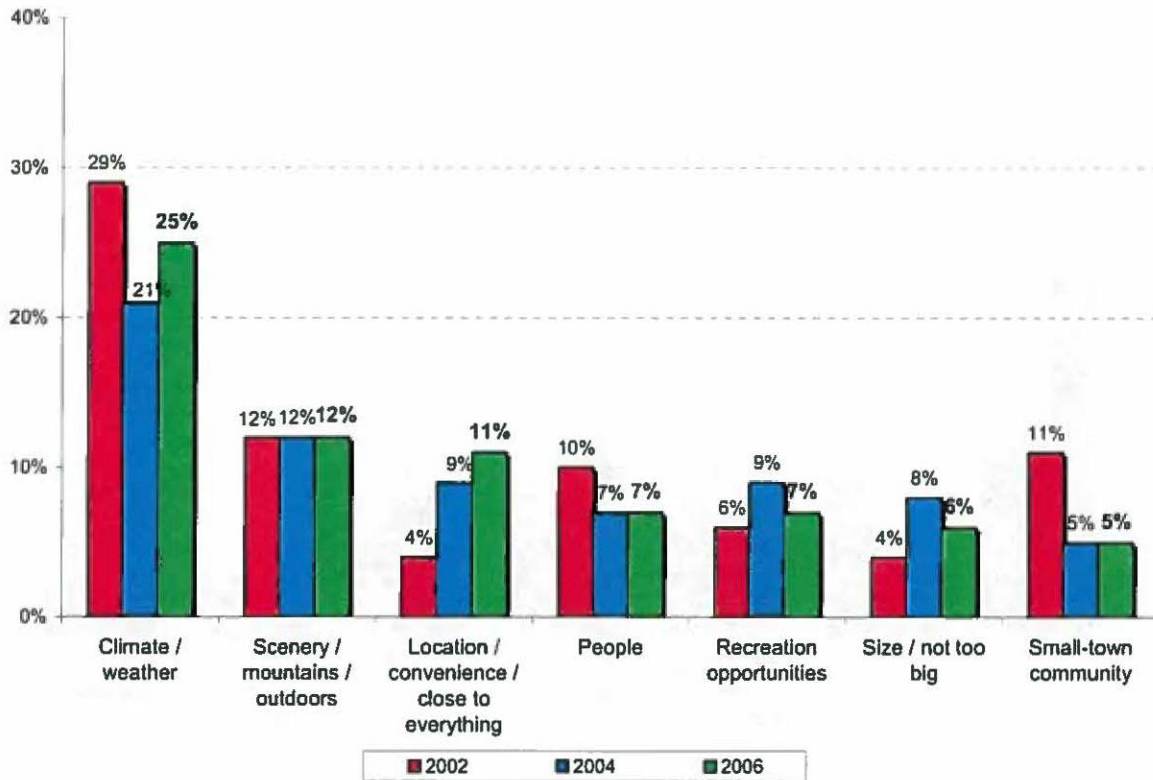
**Question 3. Why do you rate Grand Junction that way? (Top responses listed)**



Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

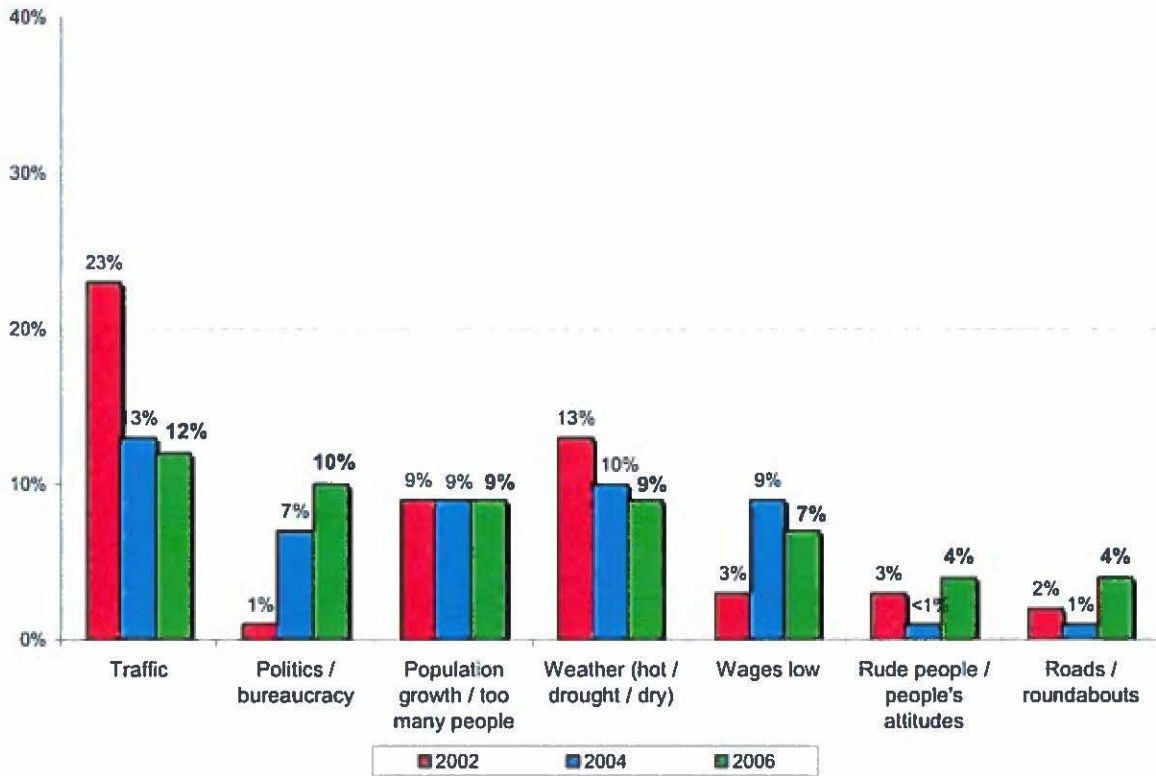


**Question 4. What do you like most about living in Grand Junction? (Top responses listed)**



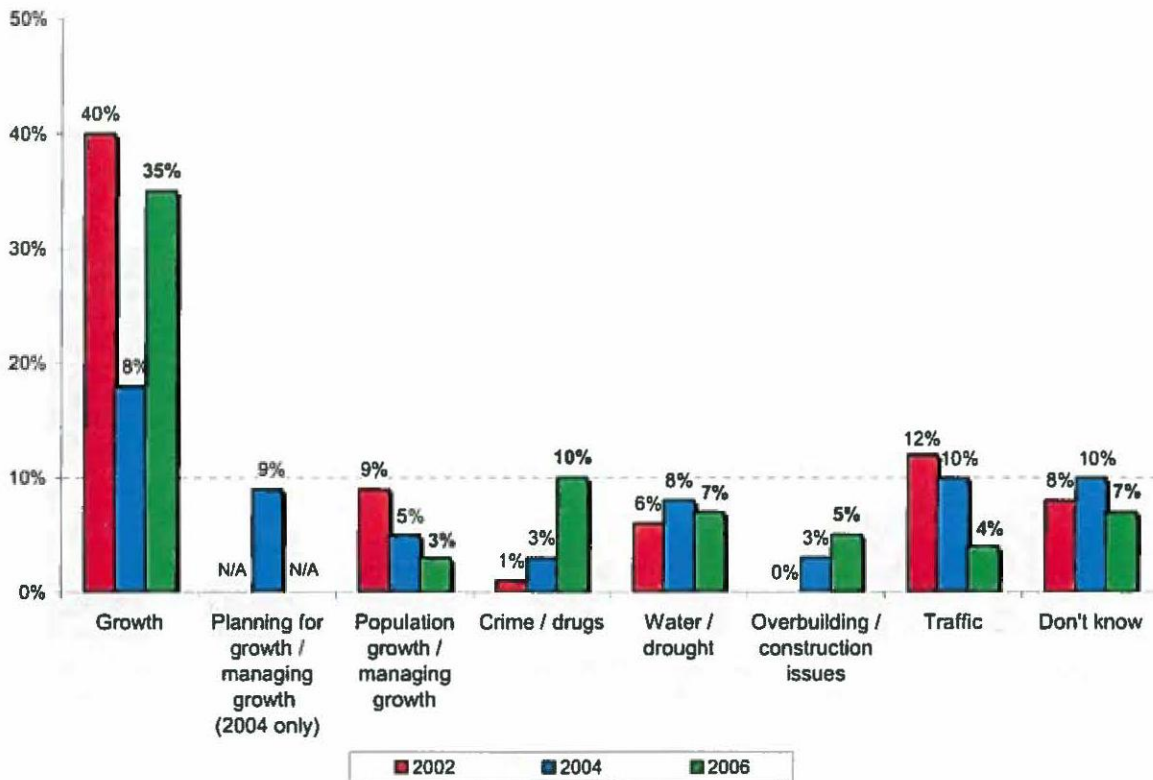
Please refer to Appendix A for responses below 5%. A complete list of responses is available in Appendix B.

**Question 5. What do you like least about living in Grand Junction? (Top responses listed)**



Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

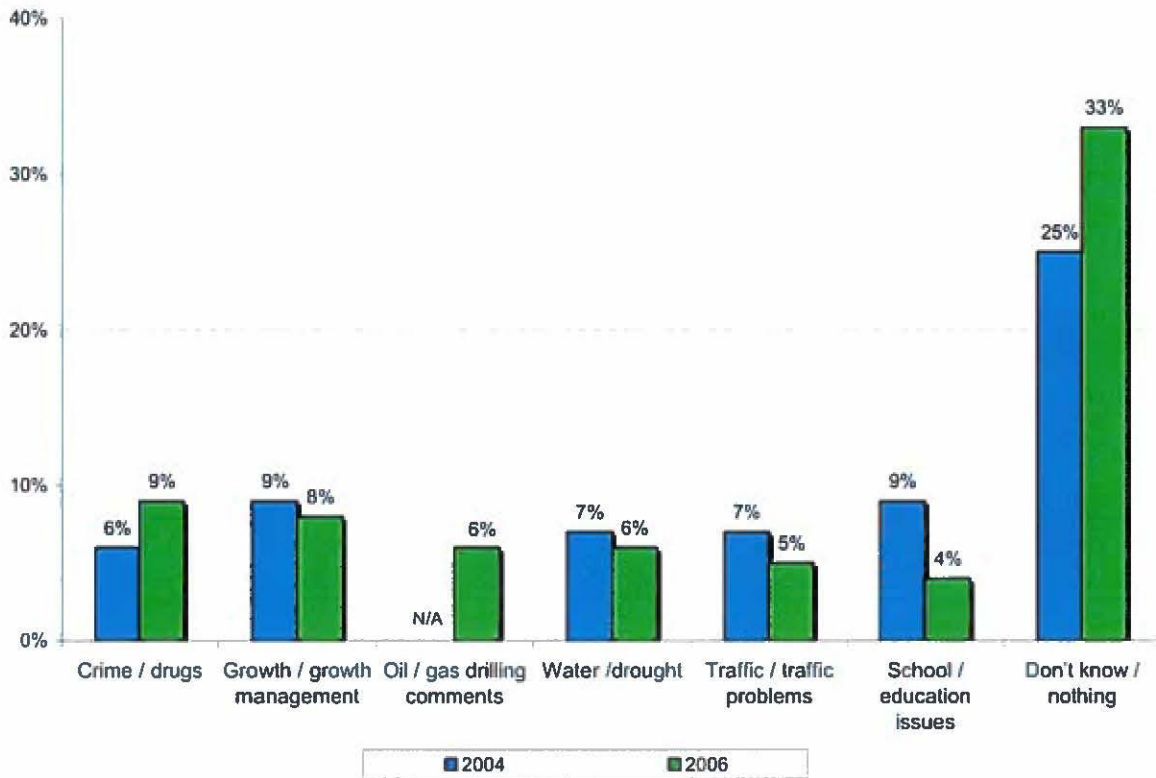
**Question 6. What would you consider to be the most important issue facing Grand Junction today? (Top responses listed)**



Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

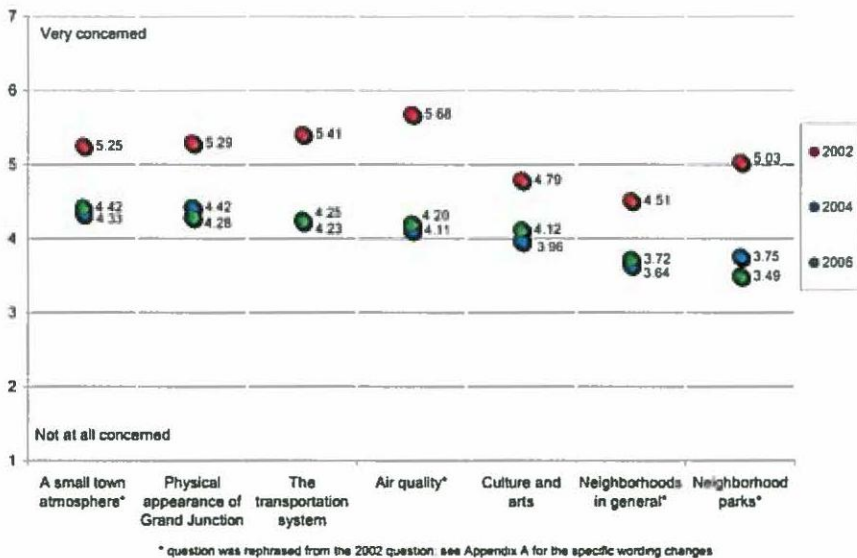
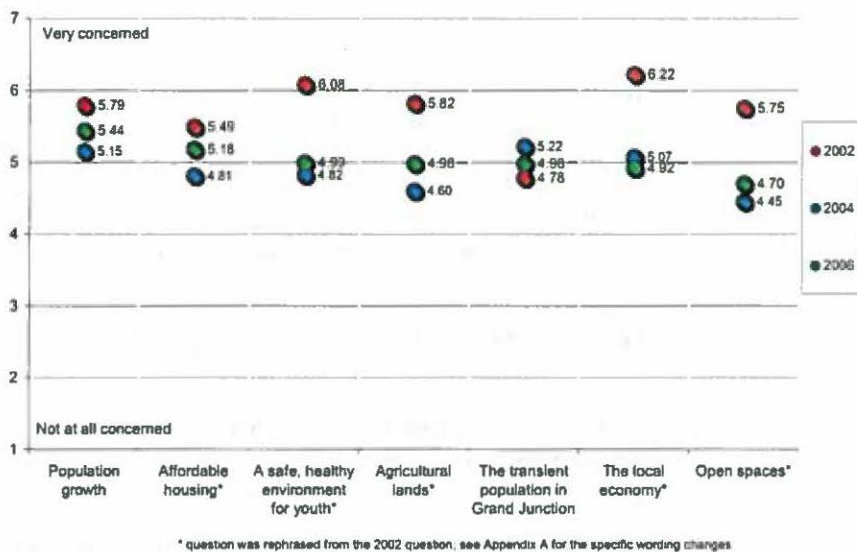


**Question 7. What other important issues are facing Grand Junction? (Top responses listed)**



Please refer to Appendix A for responses below 3%. A complete list of responses is available in Appendix B.

**Questions 8-21.** Please tell me how concerned you are about each of the following issues in Grand Junction using a 1-7 scale, with one meaning *not at all concerned* and seven meaning *very concerned*.

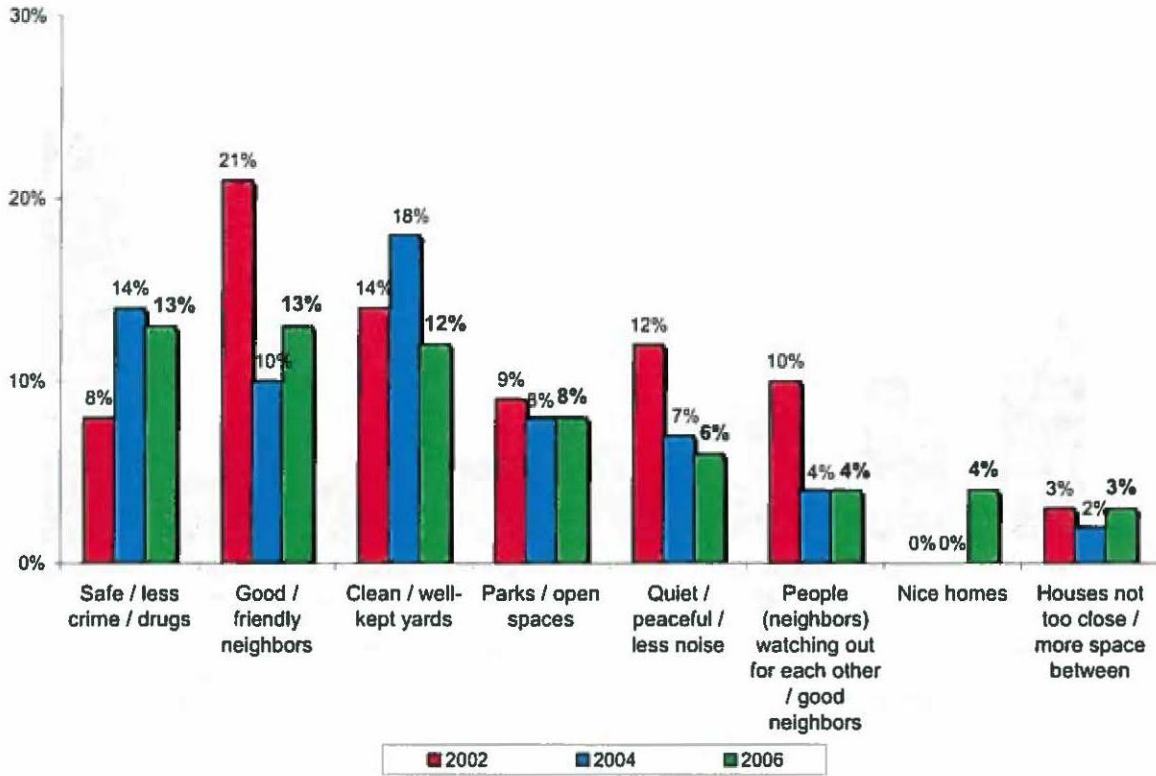


Please refer to Appendix A for the complete distribution of 1-7 ratings and don't know responses.

Questions 8-21. Continued...

- ✓ Residents who have lived in Grand Junction for longer than five years are more likely to say that they are very concerned about *population growth*.
- ✓ Females and those who have children or grandchildren between the ages of 13 and 18 are more likely to say that they are very concerned about *air quality*.
- ✓ Respondents who do **not** have children or grandchildren age five or younger living in Grand Junction are more likely to say they are very concerned about *air quality*.
- ✓ Those who are between the ages of 35 and 54 are more likely to indicate that they are very concerned about having a *safe, healthy environment for youth*.
- ✓ Residents who are between the ages of 45-54 or over age 65 are more likely to respond that they are very concerned about having a *small-town atmosphere*.
- ✓ Respondents who have children under the age of 18 living in their home are more likely to signify that they are very concerned about the *local economy*.

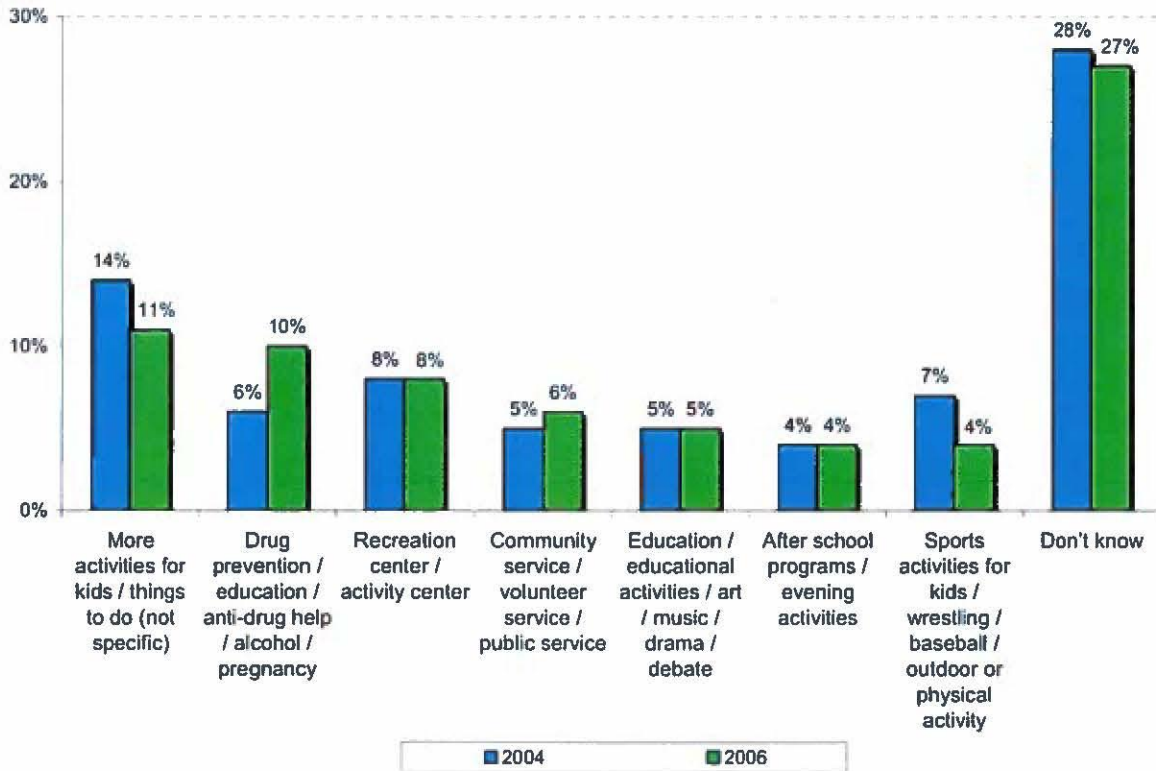
**Question 22.** How would you describe the "ideal" neighborhood - that is - what things would make it good? (Top responses listed)



Please refer to Appendix A for responses below 6%. A complete list of responses is available in Appendix B.

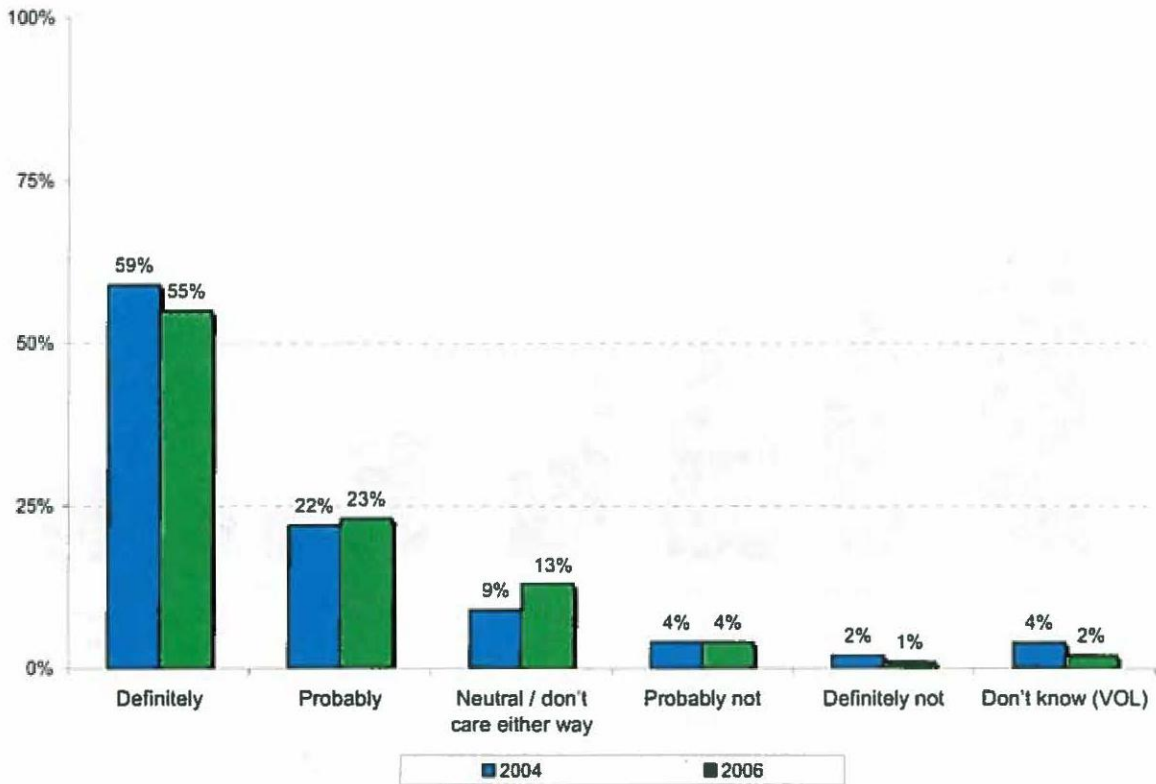


**Question 23.** The City of Grand Junction has recently formed a Youth Council. What activities, issues, or projects would you like to see them working on? (Top responses listed)

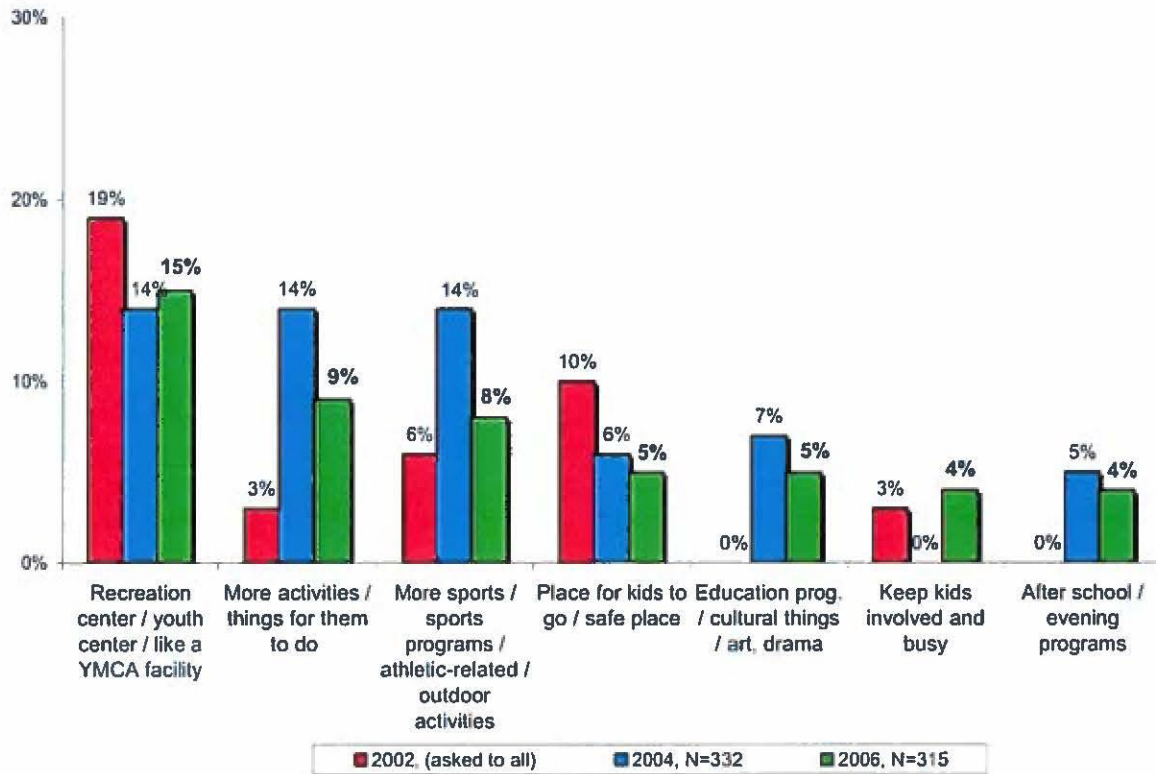


Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

**Question 24. Would you like to see more youth programs or activities implemented in Grand Junction?**

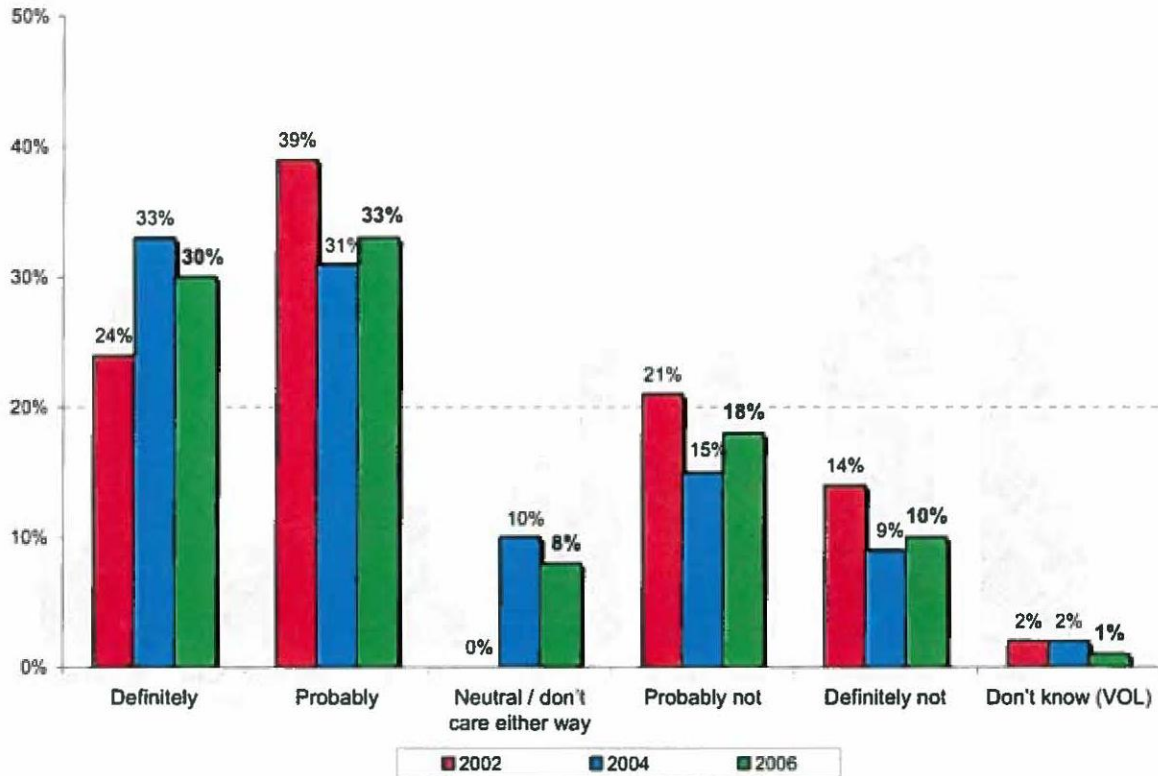


**Question 25. IF YES: What would you like to see implemented? (Top responses listed)**



Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

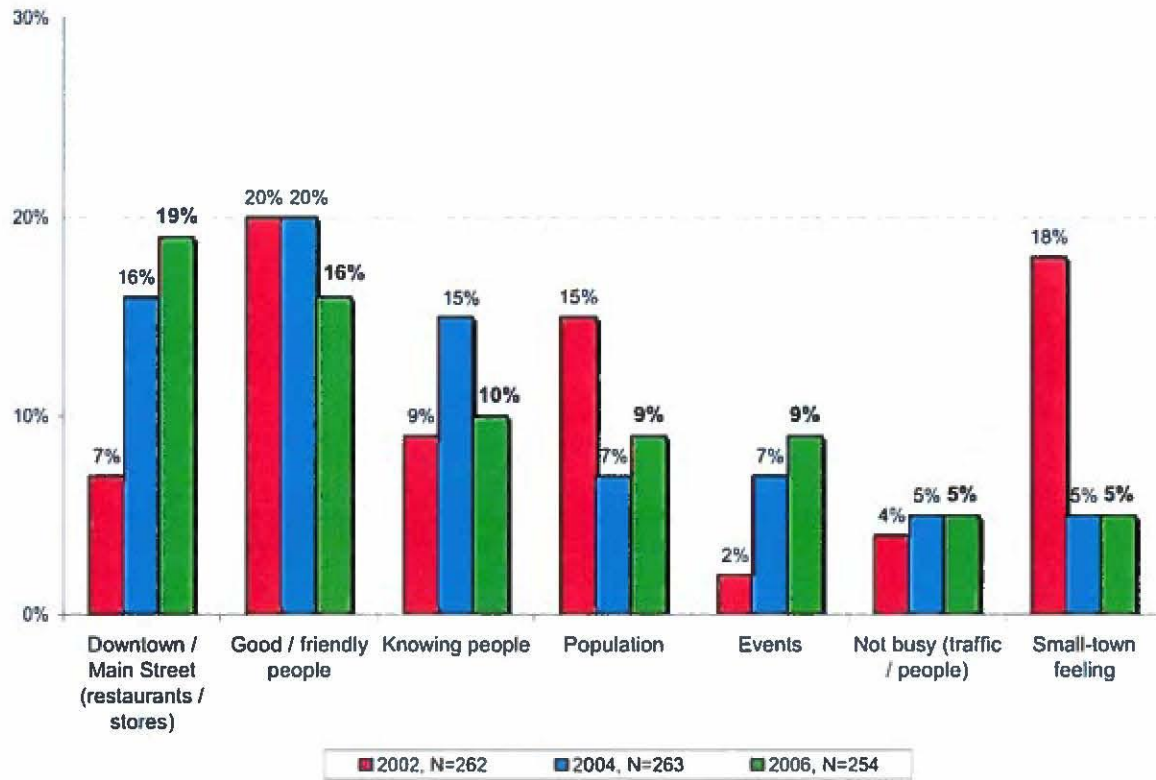
**Question 26. In your opinion, does Grand Junction have a small-town feel?**



- ✓ Younger respondents, those who have children under the age of 18, or who have children or grandchildren living in Grand Junction who are 6-12 years of age, and those who have lived in Grand Junction for a shorter period of time are more likely to say that Grand Junction has a small-town feeling.

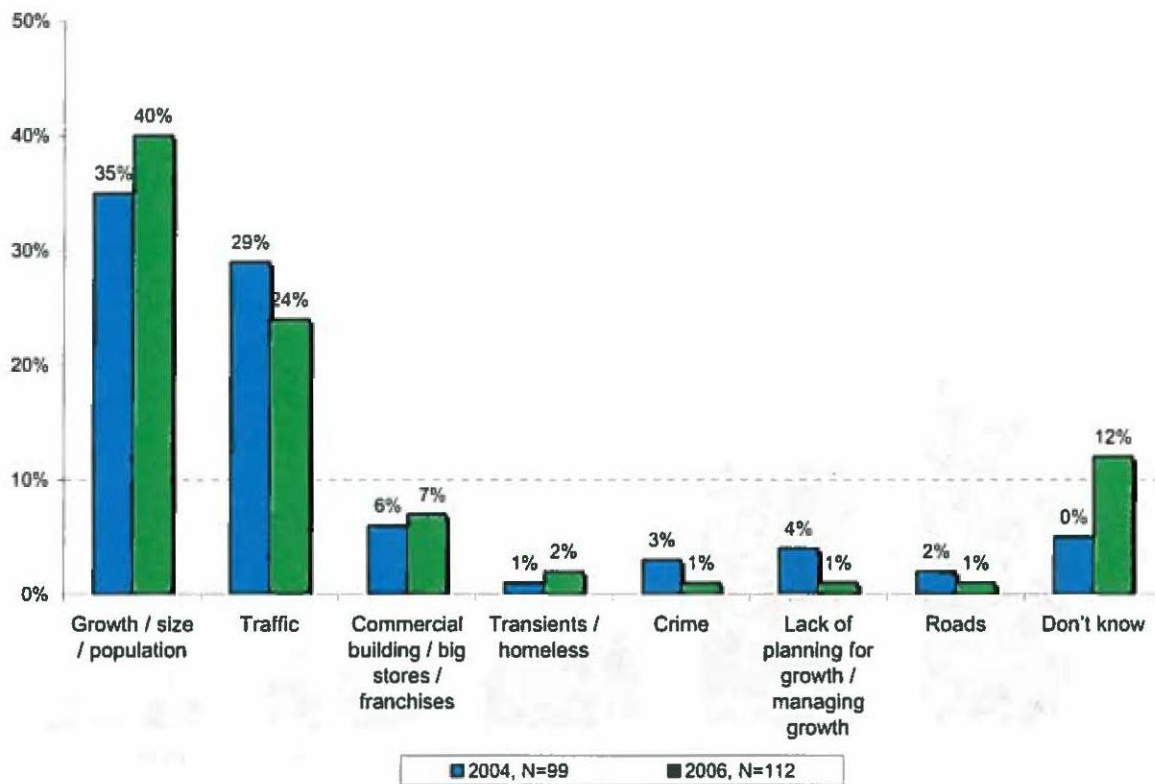


**Question 27. IF DEFINITELY / PROBABLY: What kinds of things give it that feel? (Top responses listed)**



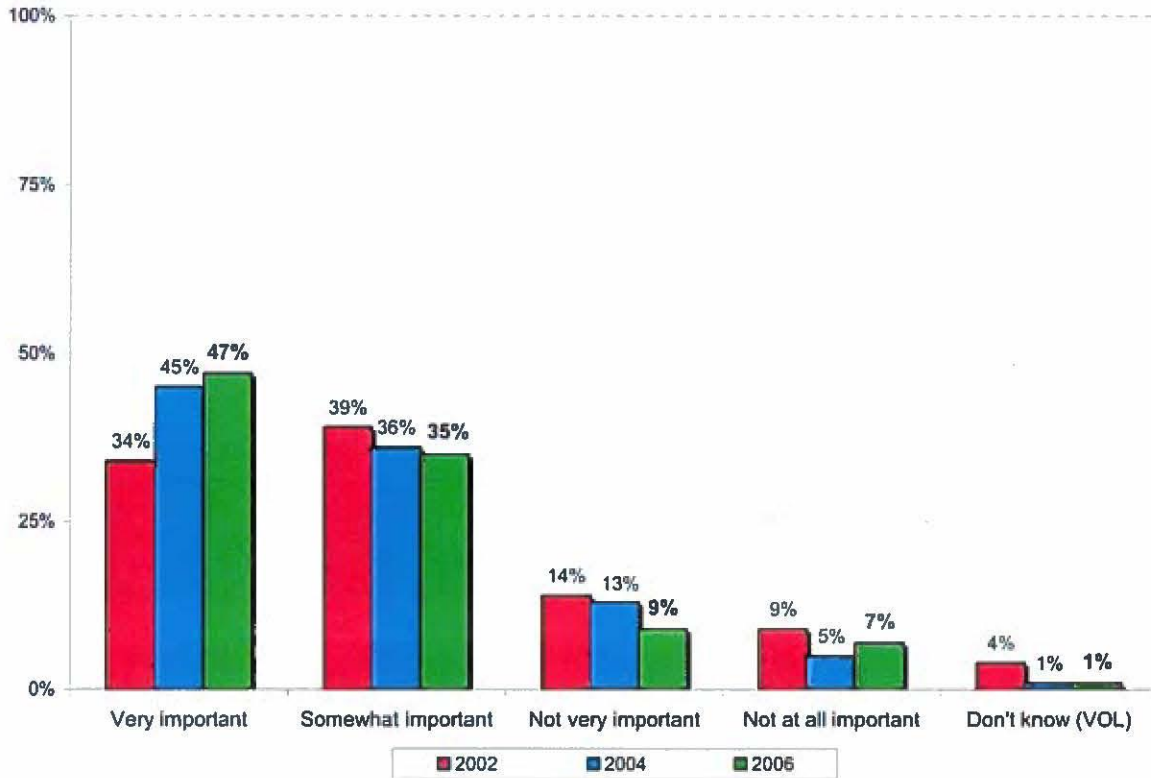
Please refer to Appendix A for responses below 5%. A complete list of responses is available in Appendix B.

**Question 28. IF DEFINITELY NOT / PROBABLY NOT: What kinds of things detract from it? (Top responses listed)**



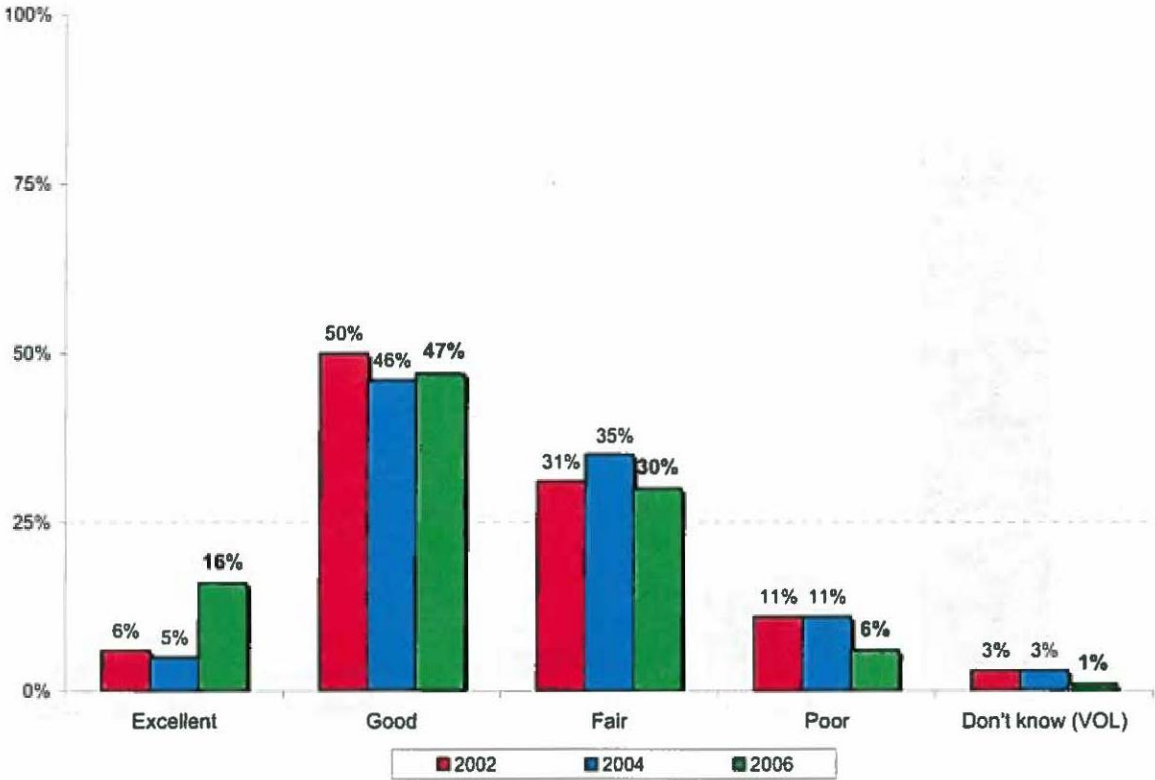
Please refer to Appendix B for complete list of all responses.

**Question 29.** As Grand Junction grows, it will be increasingly difficult to maintain a small-town feel and character. How important is it to you that Grand Junction has that small-town character?



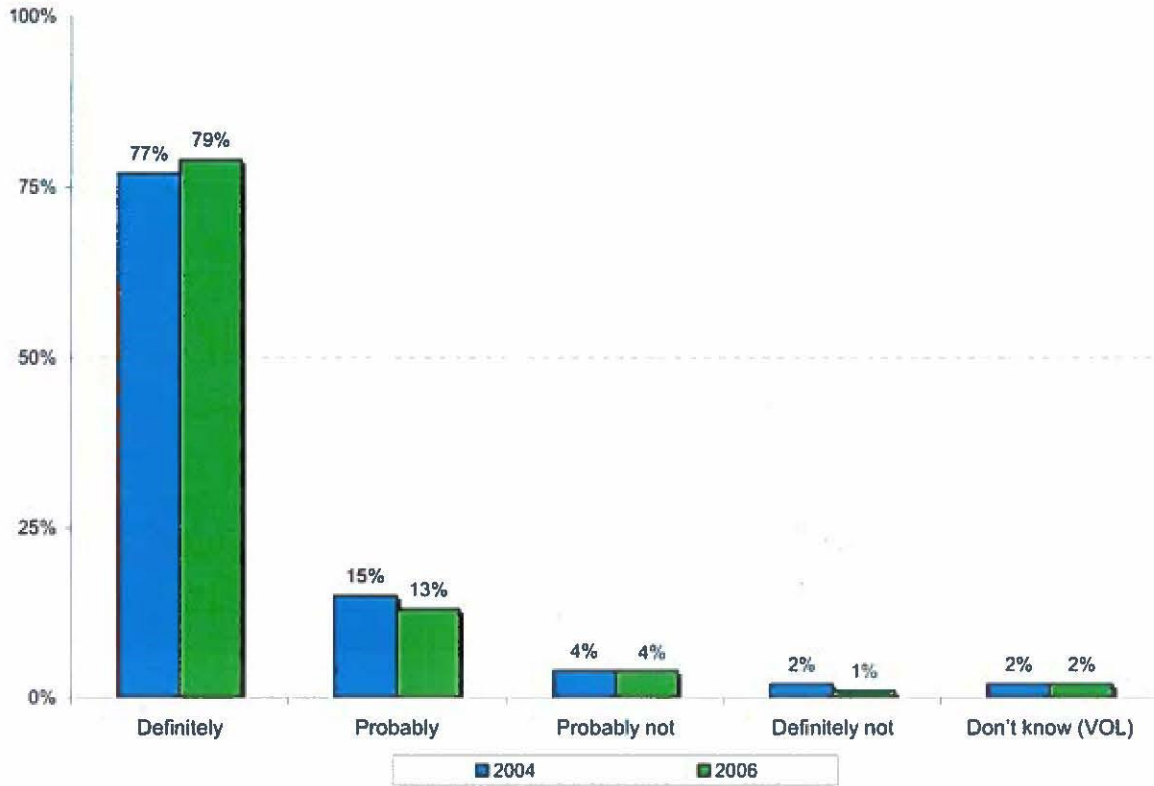
- ✓ Females, those who have lived in Grand Junction for longer periods of time, and those with children under 18 years of age living in their home are more likely to believe it is very important for Grand Junction to maintain a small-town feel.

**Question 30. How would you rate the overall economy of Grand Junction? Would you say it is...?**

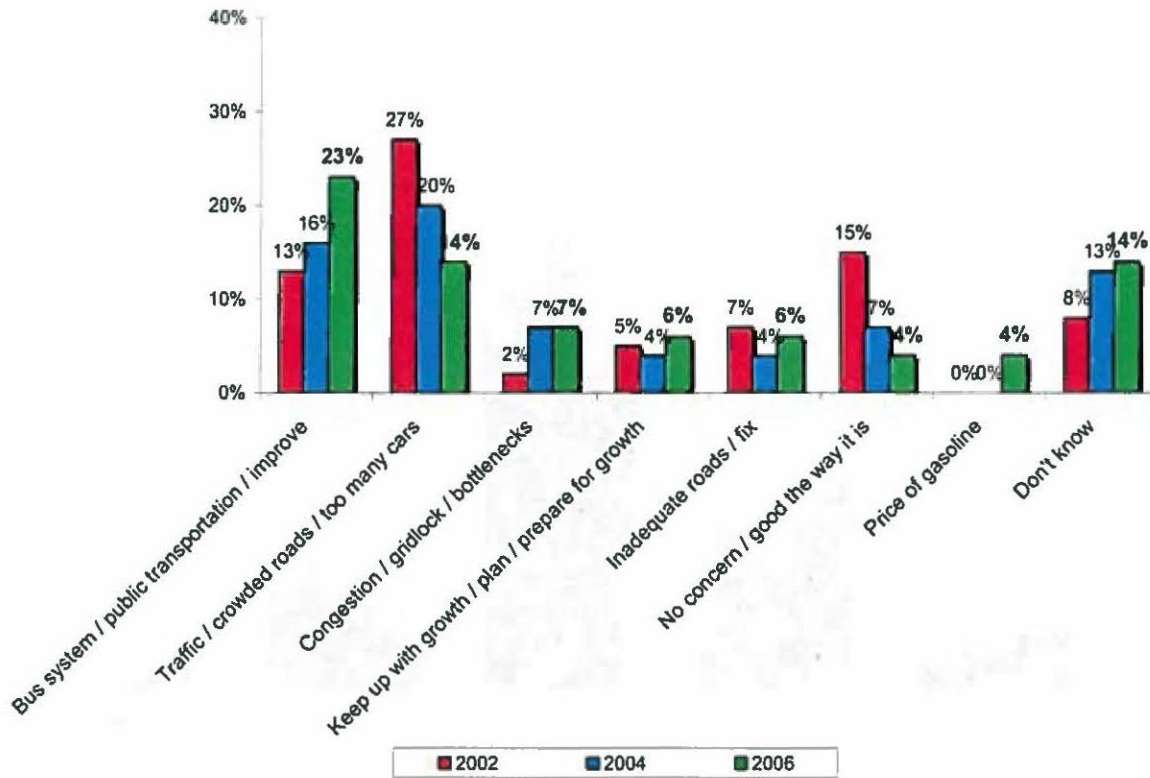




**Question 31. In your opinion, should the City of Grand Junction work to promote better paying jobs in Grand Junction?**

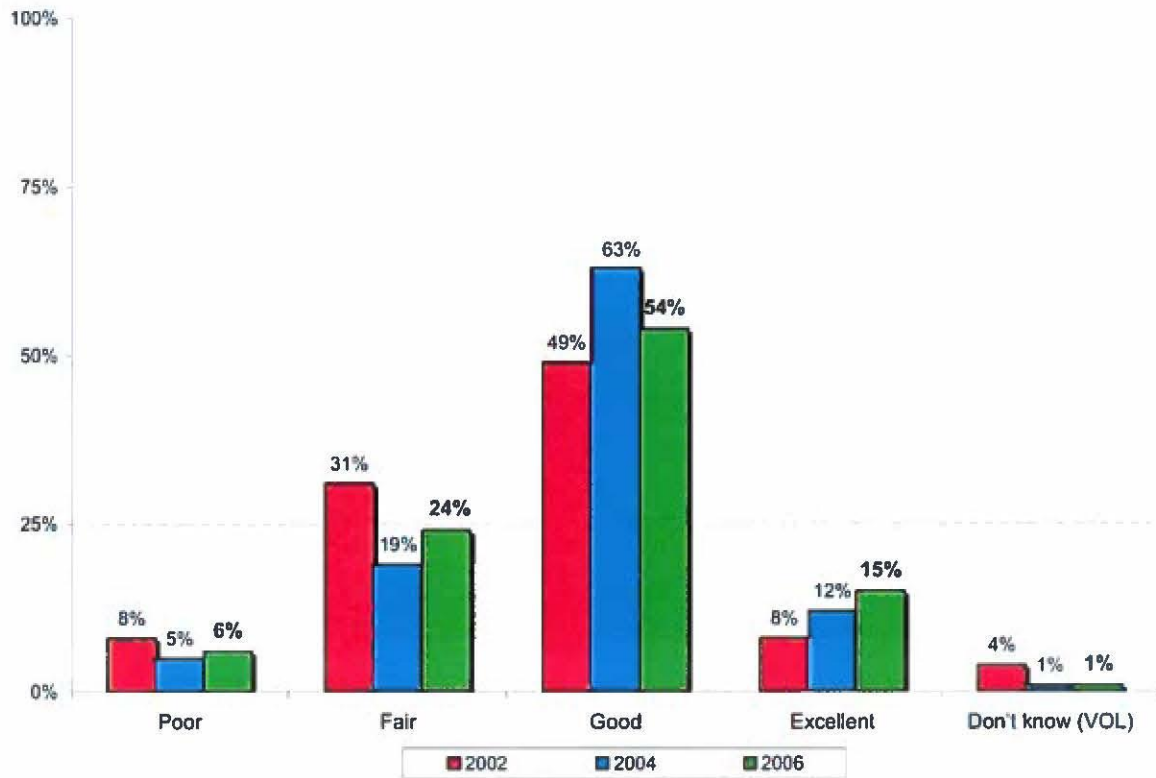


**Question 32. What concerns you the most about transportation in Grand Junction? (Top responses listed)**



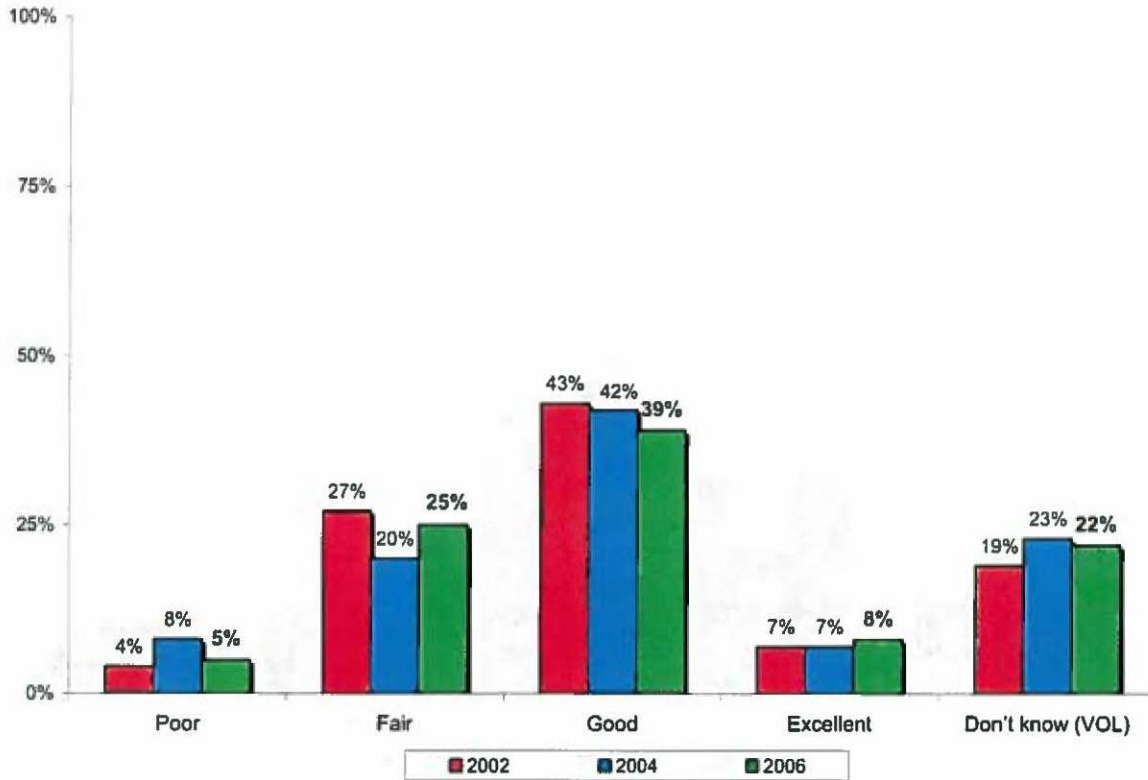
Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

**Question 33. How would you rate Grand Junction on its pedestrian system (sidewalks and walking paths)?**



- ✓ Respondents with no children ages 6-12 living in their home are more likely to say that Grand Junction has excellent sidewalks.

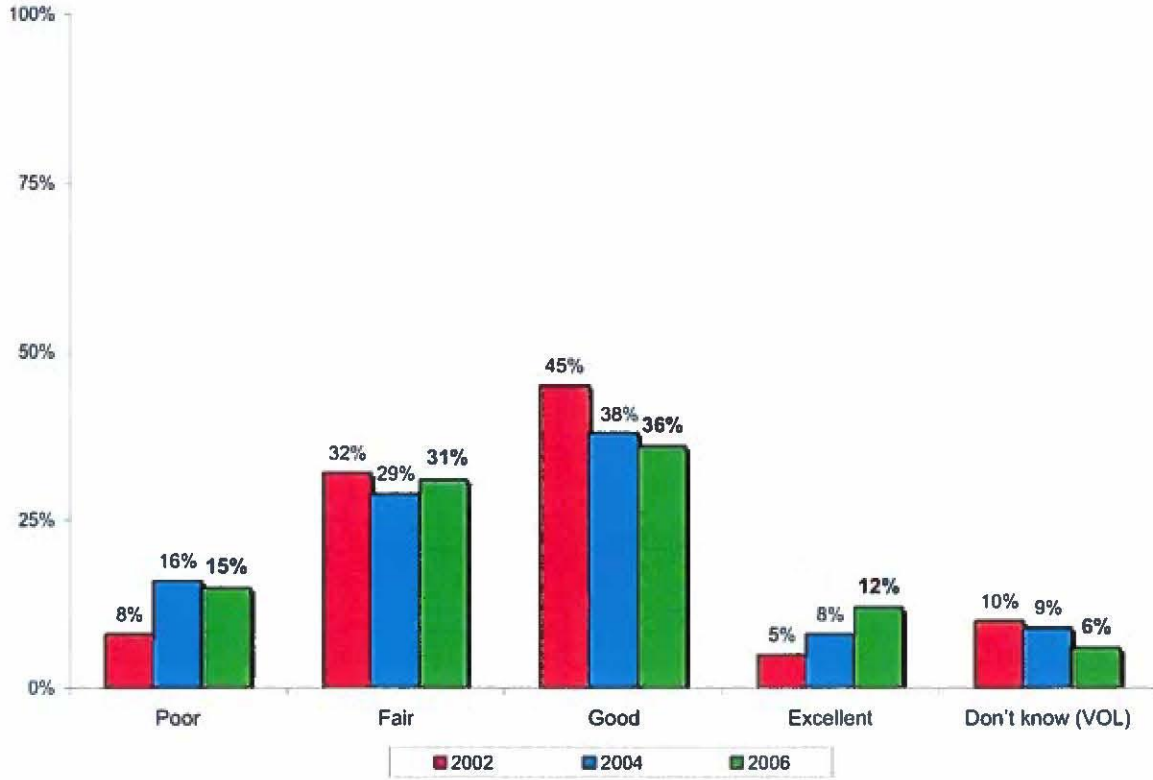
**Question 34. How would you rate Grand Junction on its bus system?**



- ✓ Respondents with children ages 13-18 living in their home are more likely to say that Grand Junction has excellent sidewalks.

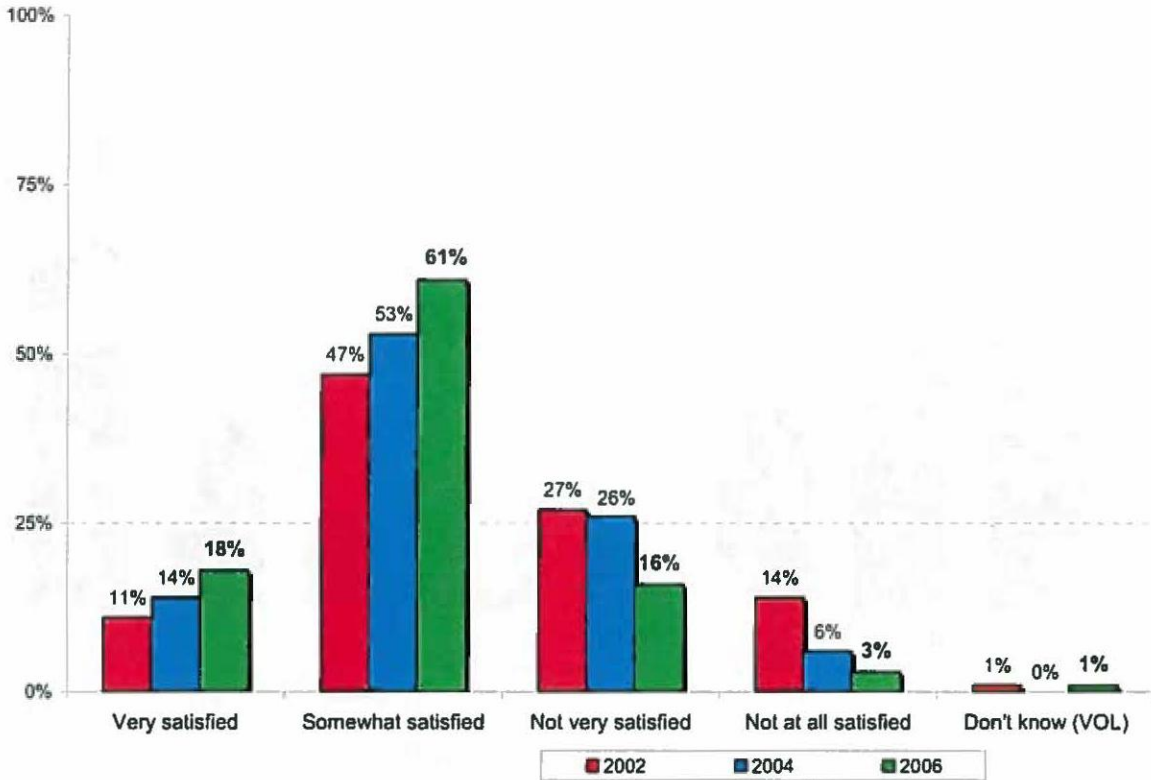


**Question 35. How would you rate Grand Junction on its bicycle system?**



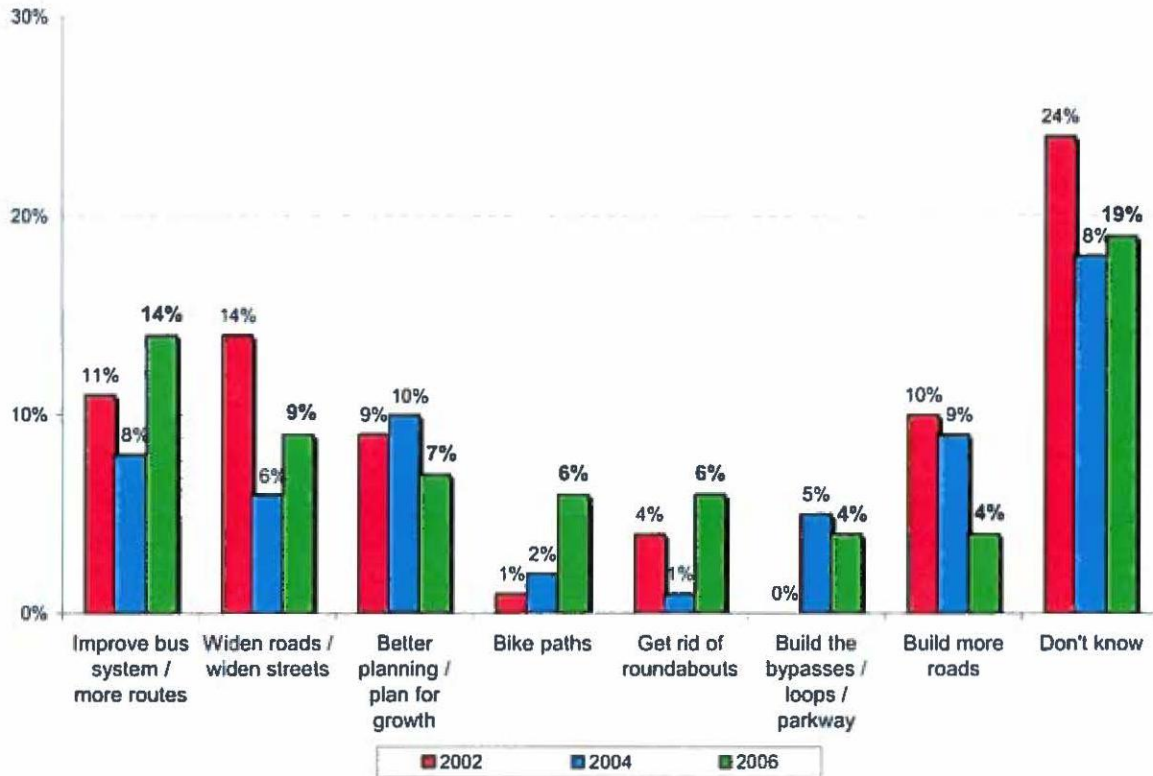
- ✓ Respondents who live in ZIP Code 81505 are more likely to state that Grand Junction has an excellent system of bike paths.

**Question 36. Overall, how satisfied are you with the road system in Grand Junction?**



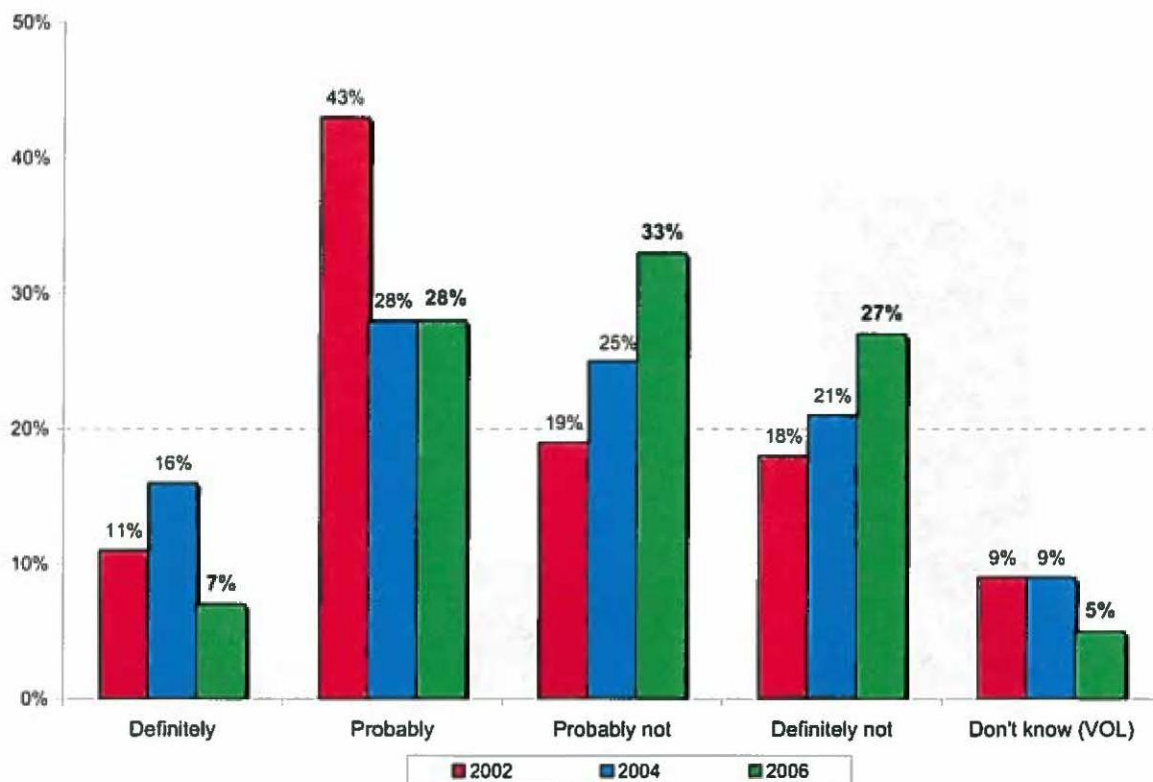
- ✓ Respondents who have lived in Grand Junction for five years or less are more likely to say that they are very satisfied with the road system in Grand Junction.
- ✓ Those who have lived in Grand Junction between six and ten years are more likely to say they are somewhat satisfied with the road system in Grand Junction.
- ✓ Those who have lived in Grand Junction 21 years or more are more likely to say they are not very satisfied with the road system in Grand Junction.

**Question 37. What specific things could the City do to improve transportation for the future? (Top responses listed)**



Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.

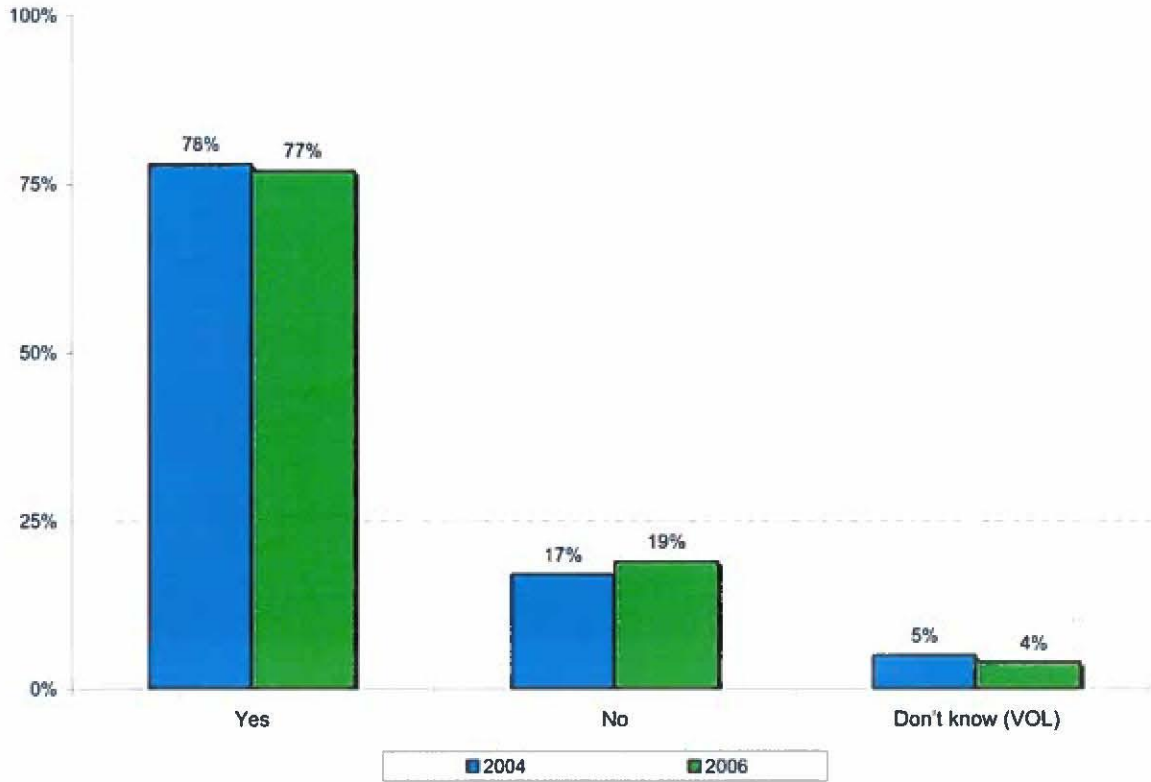
**Question 38. In your opinion, is there adequate affordable housing in Grand Junction?**



- ✓ Respondents age 46-55 are more likely to say that there is *definitely not* adequate affordable housing in Grand Junction.
- ✓ Respondents age 65 and over and those who have lived in Grand Junction for 21 years or more are more likely to say that there is *probably not* adequate affordable housing in Grand Junction.
- ✓ Respondents age 18-34 and those who have lived in Grand Junction for five years or less are more likely to state that there is *probably* adequate affordable housing in Grand Junction.

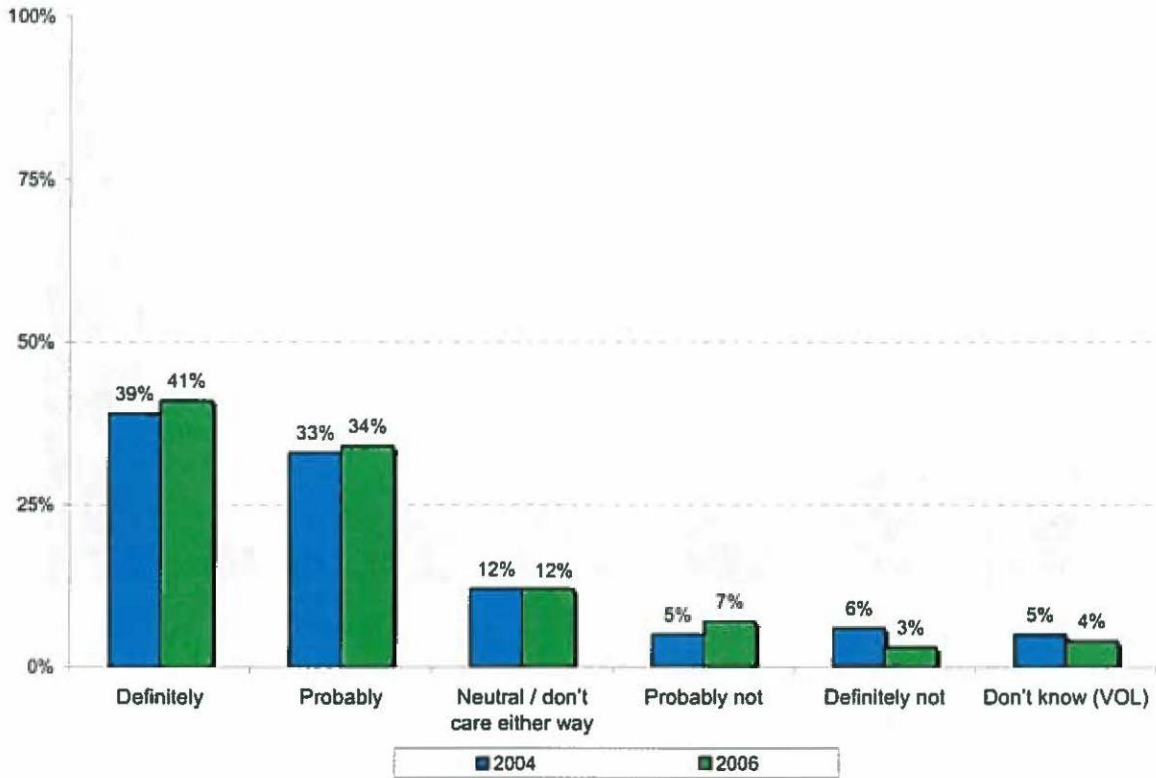


**Question 39. Should the City of Grand Junction work to promote affordable housing for the citizens of Grand Junction?**



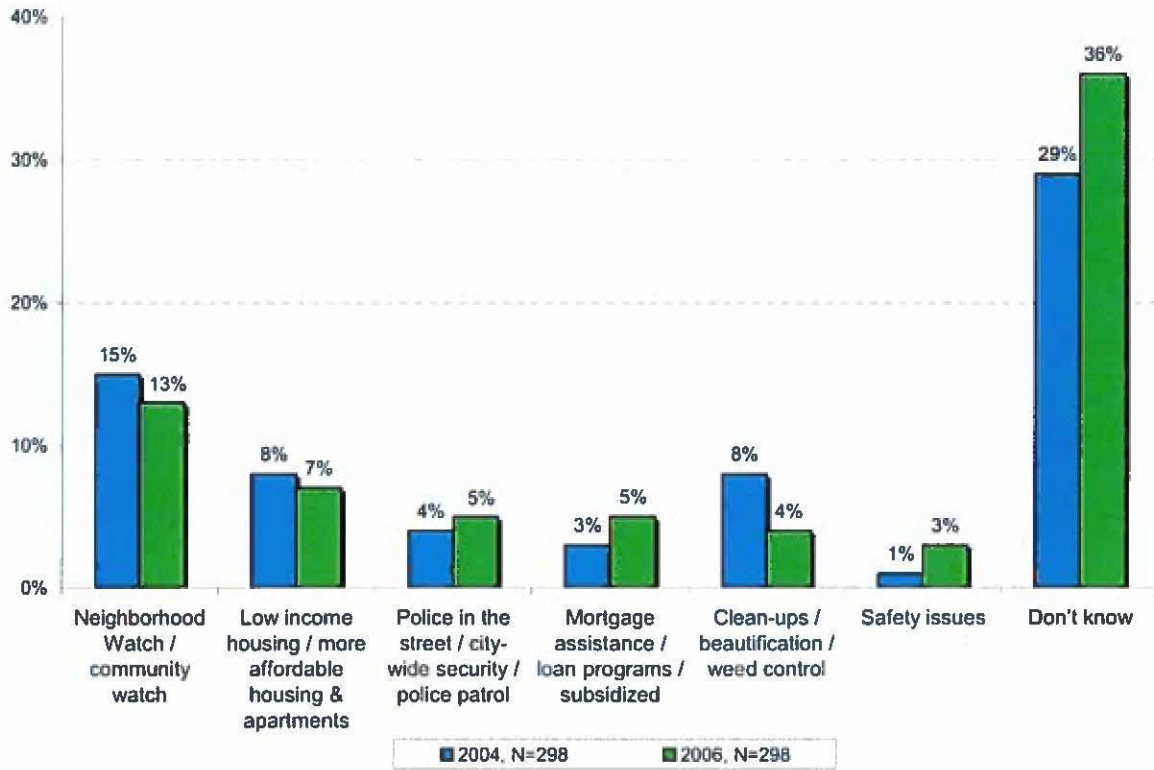
- ✓ Females are more likely to say that the City of Grand Junction should work to promote affordable housing.

**Question 40. Should the City of Grand Junction develop programs to assist its neighborhoods?**



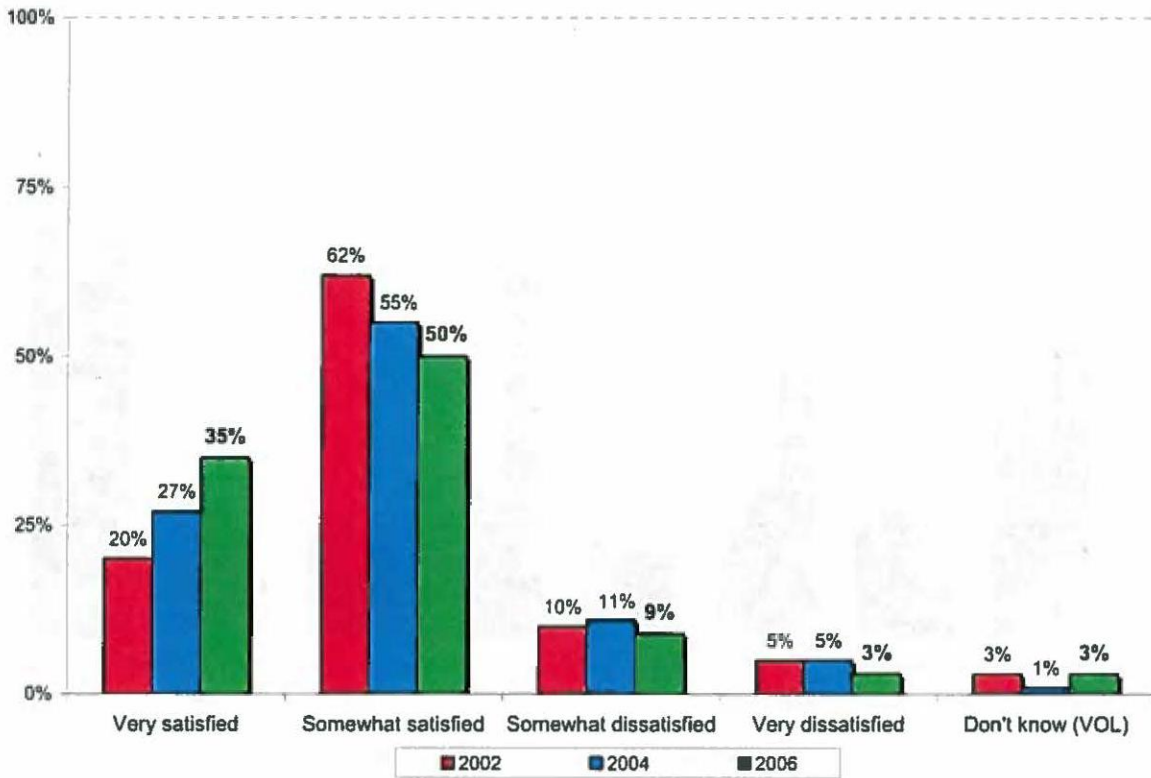
- ✓ Respondents age 25-34 and those age 45-64 are more likely to say that the City of Grand Junction should definitely develop programs to assist its neighborhoods.

**Question 41. IF DEFINITELY / PROBABLY: What types of programs should be developed? (Top responses listed)**



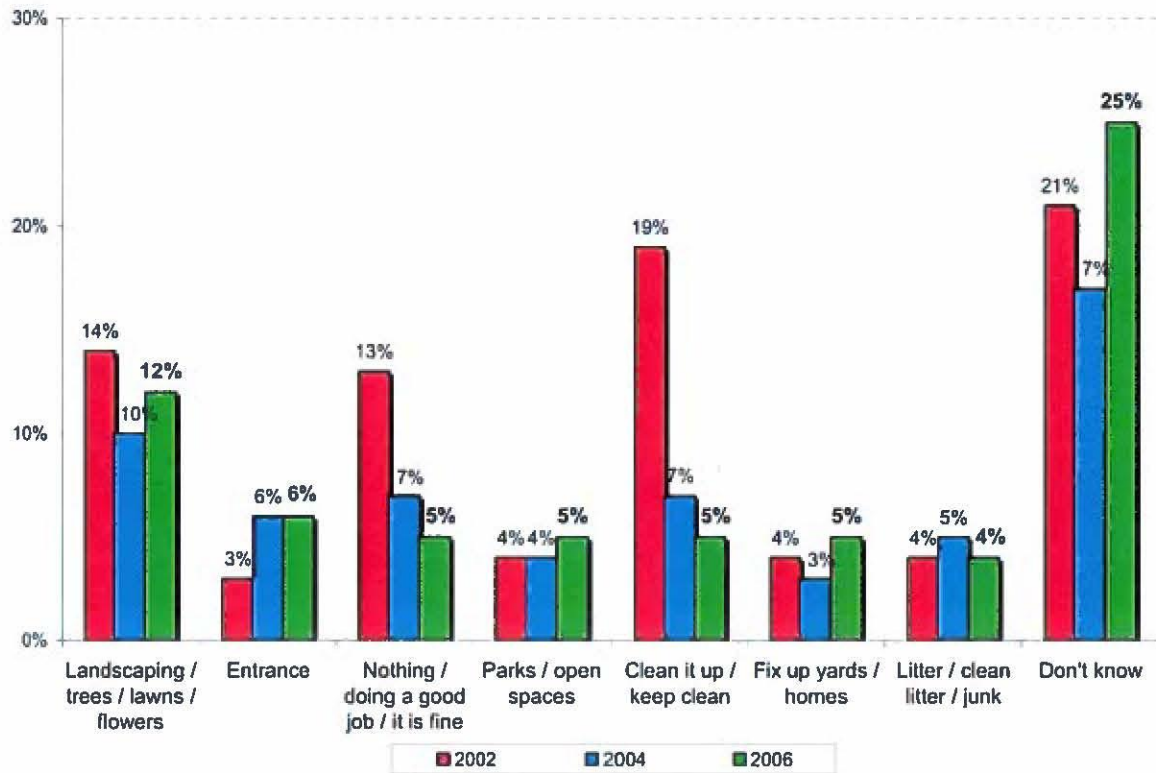
Please refer to Appendix A for responses below 3%. A complete list of responses is available in Appendix B.

**Question 42.** Grand Junction has grown substantially over the past ten years. Overall, would you say you are satisfied or dissatisfied with the aesthetic appearance of the city?





**Question 43. What things do you feel could be done to improve the appearance of the city – what would make it a more beautiful city? (Top responses listed)**



Please refer to Appendix A for responses below 4%. A complete list of responses is available in Appendix B.