

## INTRODUCTION

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

### Research Objectives

- Identify what residents like best about living in Grand Junction and what they like least about the area
- Assess the quality of life in Grand Junction and whether the city is a better place to live today compared to a few years ago
- Identify the greatest issues facing Grand Junction today, according to respondents
- Measure residents' concern about several issues in Grand Junction, such as the economy and environment
- Determine whether residents feel that Grand Junction has a small town feel, what things give it a small town feel, and the best ways to maintain it
- Examine the overall economy of Grand Junction and the importance people place on the city to bring in better paying jobs
- Discover whether residents feel there is enough open space in Grand Junction, measure support and opposition to spending tax money to acquire more open space, and identify where some resident would like to see more open space
- Identify respondents' biggest concerns about transportation in Grand Junction
- 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 or dissatisfied with the aesthetic appearance of the city

- Identify what things could be done to improve the physical appearance of Grand Junction

## **Procedures**

Dan Jones & Associates was responsible for developing the questionnaire with direction from Tweed Kezziah of KezziahWatkins and the Grand Junction City Council. In order to meet the objectives of the research, 403 Grand Junction were interviewed in June 2002 during evening hours. All interviews were conducted at Dan Jones & Associates' data collection center, where interviewers are supervised and monitored.

KezziahWatkins and the City of Grand Junction approved the questionnaire prior to implementation. To test the effectiveness of the survey instrument, it was thoroughly pretested on individuals selected at random from the sample list. The purpose of this pretest was to detect any discrepancies that might have existed in the instrument in terms of completeness, level of shared language, and appropriateness of the questions. KezziahWatkins and the City of Grand Junction approved any changes to the questionnaire resulting from the pretest.

## **Sample**

Dan Jones & Associates utilized a random systematic sampling procedure, giving each residence in the sample universe an equal opportunity of being selected for an interview. The margin of error for the survey is  $\pm 5.0\%$  for total data and increases for subgroups within the data. Screening techniques were used to find younger respondents. Final results were weighted by age to accurately reflect the population of Grand Junction.

## **Field Work**

Dan Jones & Associates employs professional, experienced interviewers who have proven to be reliable and thorough. Interviewers were cautioned to limit interaction with respondents concerning the individual responses to the questionnaire. The project director showed each interviewer exactly how each item was to be read and recorded on the 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 determine opinions of subgroups.

## **Data Analysis**

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

Dan Jones & Associates analyzed the data using SPSS (Statistical Package for Social Science). Several statistical tests were conducted, including tests of significance such as the Chi-square test and Pearson's R correlation test. These tests helped to determine if the differences in the relationships found between two populations are real or merely due to chance. It is important to note that sample cell sizes of less than 30 persons lower the reliability of the data. **Checkmarks highlight statistically significant findings.**

Survey results are presented in the following sections. Following the body of the report are appendices containing the questionnaire with results (Appendix A), a random sampling of respondent verbatim comments (Appendix B), and demographic tables (Appendix C).

# EXECUTIVE SUMMARY

## Living in Grand Junction

Residents are somewhat divided over whether Grand Junction is a better or worse place to live today compared to a few years ago. A plurality of people (39%) feel that the city is much better or somewhat better today. One in four residents (23%) say that Grand Junction is about the same now compared to a few years ago. Over one-fourth of those interviewed (29%) feel that the city is much worse or somewhat worse than it used to be. Statistical tests show that people who have lived in Grand Junction fewer years are generally more positive about the city and their experiences living there.

Among those who feel that the city is better today, many people mention more shopping, restaurants, and activities, as well as a growing population as reasons why Grand Junction is a better place to live today. For residents who say that the city is worse now, they feel that there are too many people, problems with traffic, and growth.

When asked what they like best about living in Grand Junction, residents most frequently mention the climate/weather, the scenery, mountains, or outdoors, the small town community, and the people. Concerning what they like least about living in Grand Junction, residents most often mention the traffic, weather, and population growth.

## Issues Facing Grand Junction

According to residents, the most important issues facing Grand Junction today are growth, traffic, and population growth. Respondents also express concern for other issues such as keeping a strong local economy (6.22), having a safe and healthy environment for youth (6.08), maintaining agricultural lands (5.82), and having adequate open spaces (5.75), all indicated by high mean scores on a 1-7 scale with one meaning *not at all concerned* and seven meaning *very concerned*. Other important concerns include maintaining adequate air quality standards (5.68), sufficient and affordable housing (5.49), the transportation system (5.41), and the physical appearance of Grand Junction (5.29).



## **The Ideal Grand Junction and Neighborhood**

Many respondents describe their ideal neighborhood as one having good, friendly neighbors, clean, well-kept yards, a quiet and peaceful place, people watching out for each other, parks and open spaces, and a safe area with less crime. Outside their neighborhood, residents envision their ideal Grand Junction in 15 to 20 years as stopping or controlling growth, the same as it is now, better paying jobs, clean, safe and low crime, as well as more/better stores and restaurants.

## **The Youth of Grand Junction**

City residents give Grand Junction high marks for creating a safe and healthy environment for youth. They tend to rate the city as fair to good on efforts to help youth feel like a part of the community, as well as discouraging destructive behaviors like drugs, alcohol, and vandalism. When asked what youth programs or activities they would like to see implemented in Grand Junction, one-third of respondents (33%) say that they don't know. Others would like to see a recreation or youth center (17%), places for kids to go to keep them off the street (10%), and have enough already (8%).

## **Balancing Growth and Maintaining Heritage in Grand Junction**

There is a consensus among residents (63%) that Grand Junction has a small town feel. People say that the city gets its small town feel from having good/friendly people, it just has a small town feeling, the population, and knowing people. Three-fourths of those polled (73%) feel that it is very important or somewhat important that Grand Junction maintain its small town feeling.

Residents offer a variety of suggestions that Grand Junction can do to keep its small town feel. Managing and controlling growth tops the list, followed by control the population, community activities and events, as well as keeping it the way it is now. Unfortunately, one in four residents (27%) say that they don't know what could be done to help Grand Junction keep its small town feel. An additional 10% say that it is too late to do anything, or that nothing can be done to preserve the small town feeling. One of the noticeable aspects of the research is that the percentage of *don't know* responses is

noticeably higher on questions that ask respondents for solutions compared to other open-ended questions.

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

**Economy.** A majority of respondents (56%) rate the overall economy of Grand Junction as excellent or good, although responses lean toward good. Compared to national ratings, it appears that the economy of Grand Junction is doing much better. As might be expected, a high percentage of people (92%) feel that it is very important or somewhat important for the city to bring better paying jobs to Grand Junction.

**Open space.** Residents are divided over whether there is enough open space in Grand Junction. One-half of interviewees (50%) think that there is definitely or probably enough open space, while slightly fewer people (44%) say that there is not enough open space in Grand Junction. Once again, residents are divided over whether the city should spend tax money to acquire more open space. Over one-third of respondents (37%) support spending tax money to acquire more open space, while a higher percentage (47%) oppose it. Supporters of more open space in Grand Junction say that they would like to see it east or northeast of town, on the outskirts of town, or within city limits.

**Transportation.** Residents indicate that they are most concerned about traffic, public transportation, and inadequate roads. People tend to give the city fair to good ratings for the pedestrian system (sidewalks and walking paths), the bus system, and the bicycle system.

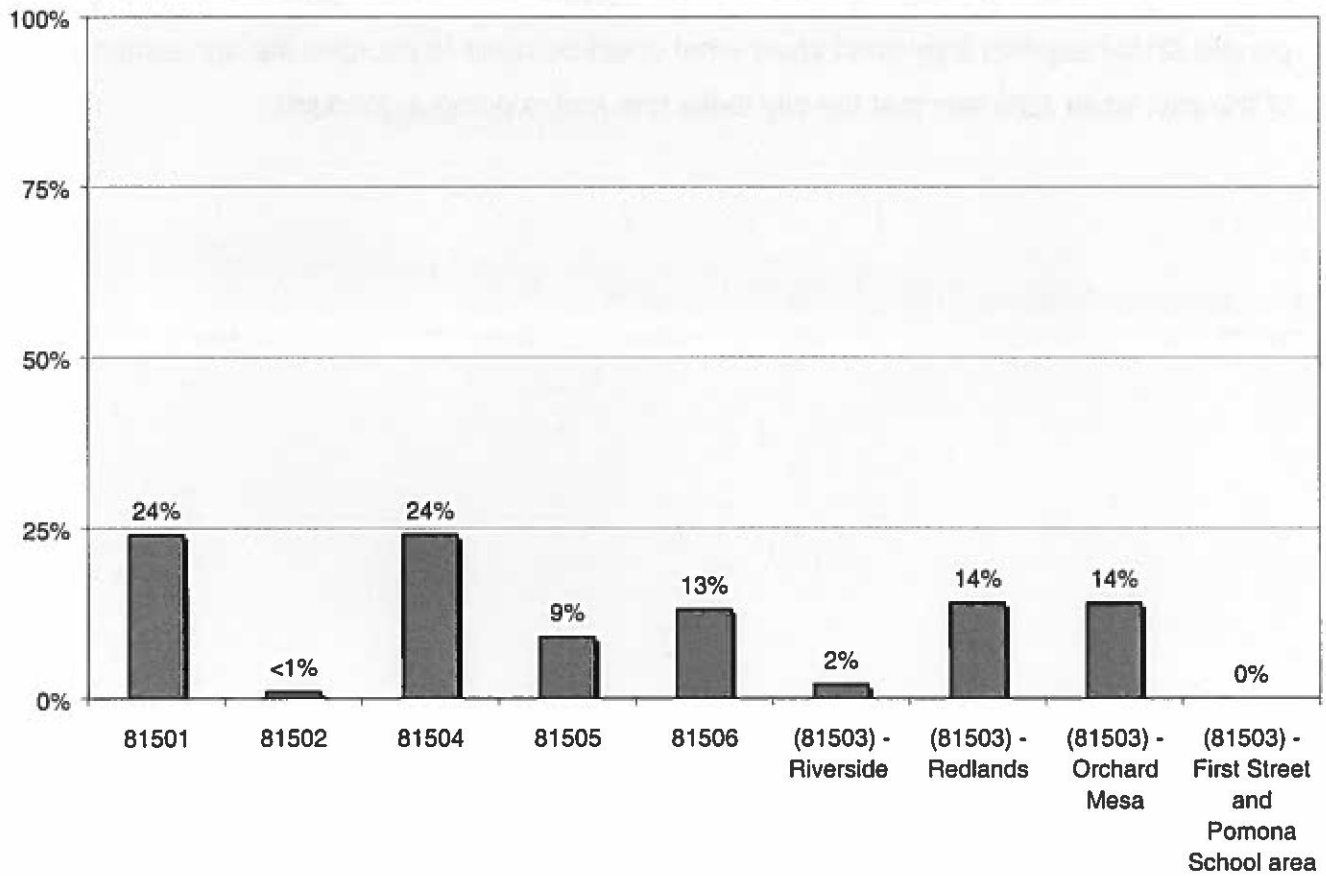
**Housing.** A slim majority of 54% feel that there is definitely or probably enough affordable housing in Grand Junction. On the other hand, over one-third of those polled (37%) say that there is probably or definitely not adequate and affordable housing in the city. A high percentage of people (85%) think that it is very important for the city to encourage affordable housing for the citizens of Grand Junction.

## Physical Appearance of the City

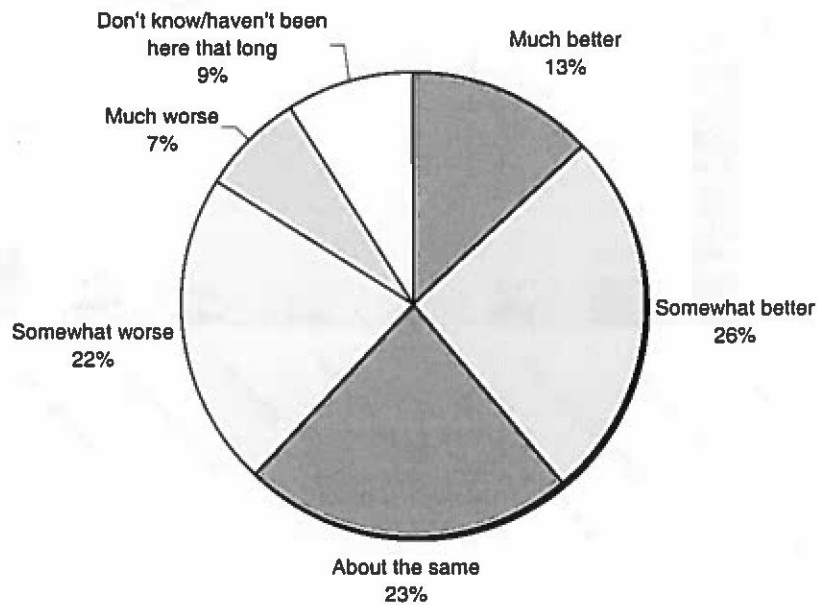
Four out of five residents (82%) say that they are very satisfied or somewhat satisfied with the aesthetic appearance of Grand Junction. Some of the things that people think could be done to improve the appearance of the city include cleaning it up or keeping it clean, landscaping, lawns, trees, flowers, and control growth. One in five people (21%) say that they don't know what could be done to improve the appearance of the city, while 13% say that the city looks fine and is doing a good job.

# DETAILED ANALYSIS

Question 1. What is your zip code area?

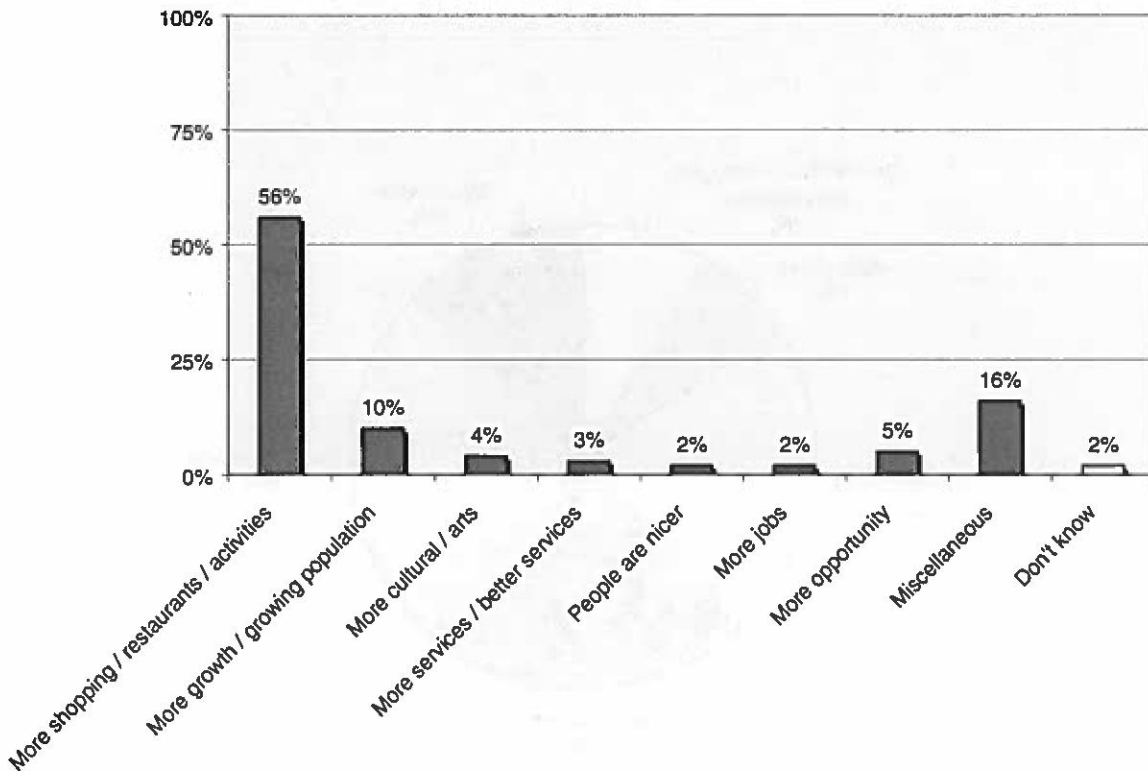


**Question 2. How would you rate Grand Junction as a place to live today compared to a few years ago?**



Two in five respondents (39%) rate Grand Junction as a much better or somewhat better place to live today compared to a few years ago. One in four residents (23%) say that the city is about the same as a few years ago. Over one-fourth of those interviewed (29%) think that Grand Junction is somewhat worse or much worse now compared to a few years ago. Nine percent say they don't know how they would rate Grand Junction as a place to live, or that they have not lived here long enough to say.

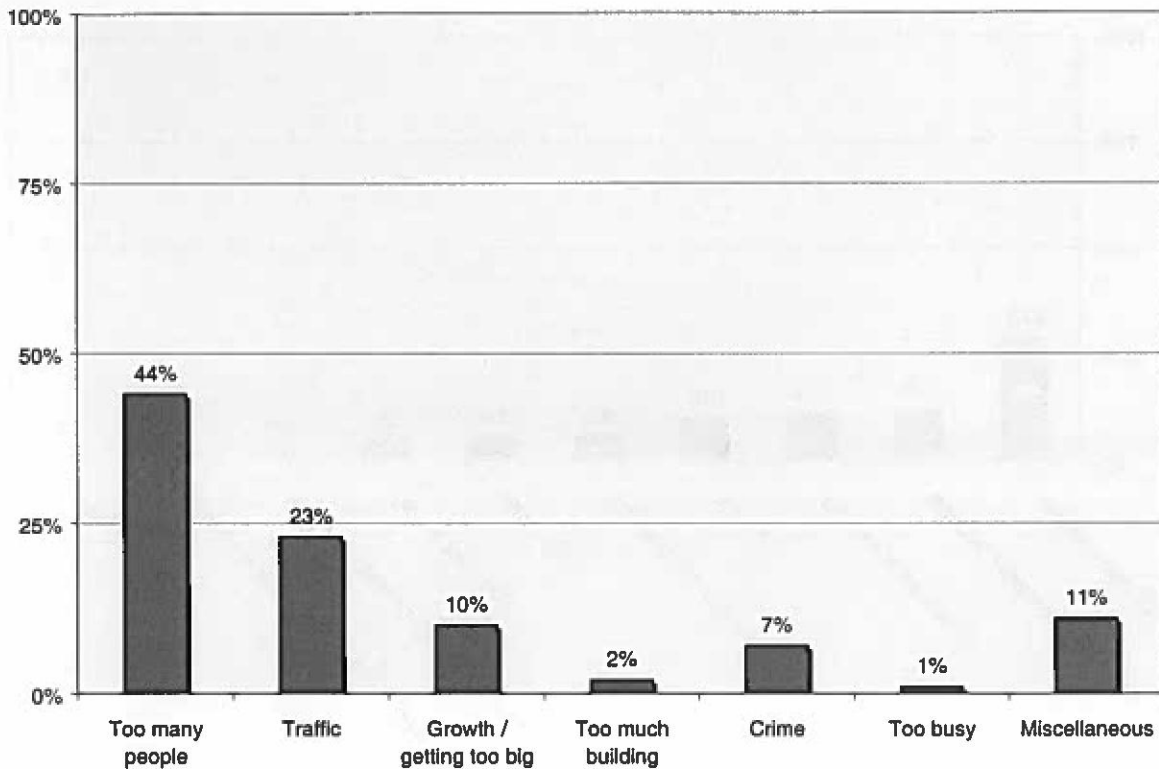
**Question 3. [If better] In what way(s)? (N=156)**



Among those who feel that Grand Junction is a better place to live today compared to a few years ago, a majority of 56% say that there is more shopping, restaurants, or activities now. Ten percent say that Grand Junction is better today because of its growing population. Other residents say that the city has more opportunity (5%), more cultural and arts events (4%), more or better services (3%), people are nicer (2%), and more jobs (2%). Sixteen percent mention miscellaneous reasons why they feel that Grand Junction is better today compared to a few years ago such as the college, zoning, better than Denver, good water, and city management. A sample of responses is available in Appendix B.

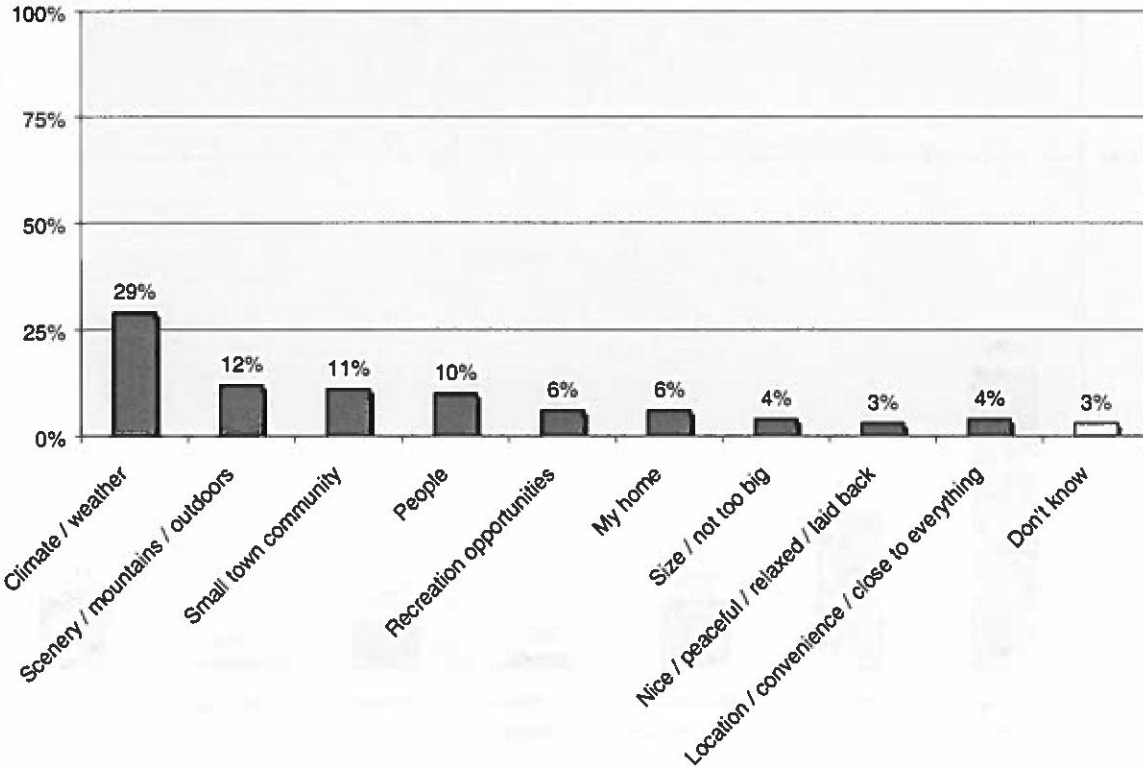


**Question 4. [If worse] In what way(s)? (N=118)**



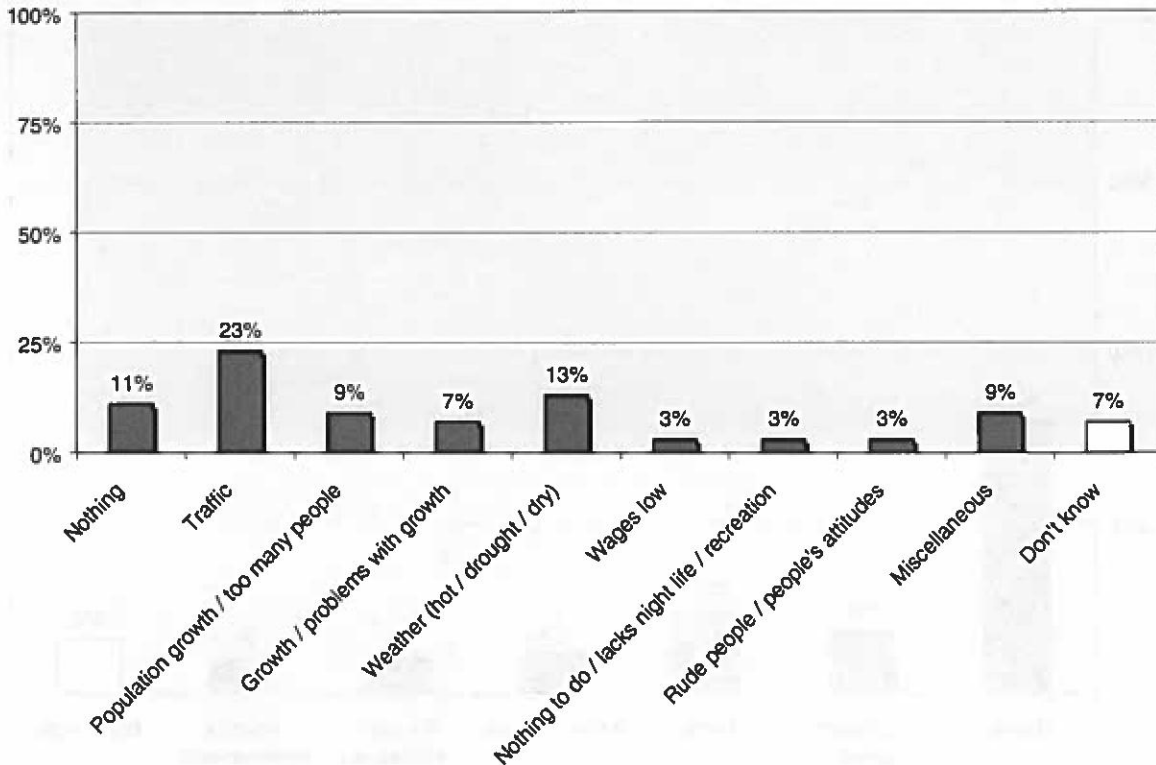
Among those who feel that Grand Junction is a worse place to live today compared to a few years ago, a plurality of 44% feel that there are too many people living in the city now. One in four dissatisfied residents (23%) mention traffic as a reason why Grand Junction is not as nice as it used to be. Other people mention growth (10%), crime (7%), too much building (2%), and too busy (1%) as reasons why the city is worse now compared to a few years ago. Eleven percent offer miscellaneous reasons why the city is worse today such as too many people from out-of-state, pollution and air quality, poor planning, cost of living has gone up, rude drivers, and the roundabouts. A sample of responses is available in Appendix B.

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



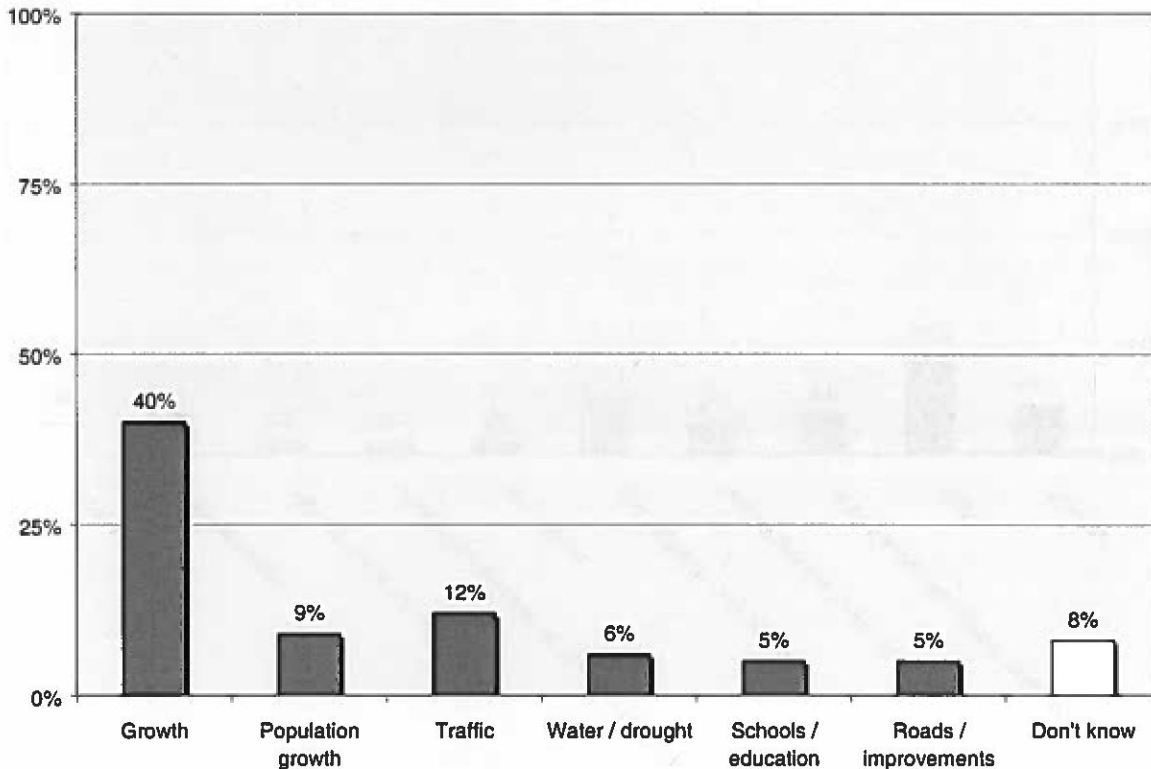
Over one-fourth of residents (29%) say that they like the climate and weather the best in Grand Junction. At least one in ten people say that they like the city because of the scenery, mountains, or outdoors (12%), the small town community (11%), and the people (10%). Other residents enjoy their home (6%), recreation opportunities (6%), the size of the city (4%), the location, convenience, or close to everything (4%), and nice, peaceful, relaxed and laid-back (3%).

**Question 6. And, what do you like least about living in Grand Junction? (Top responses listed)**



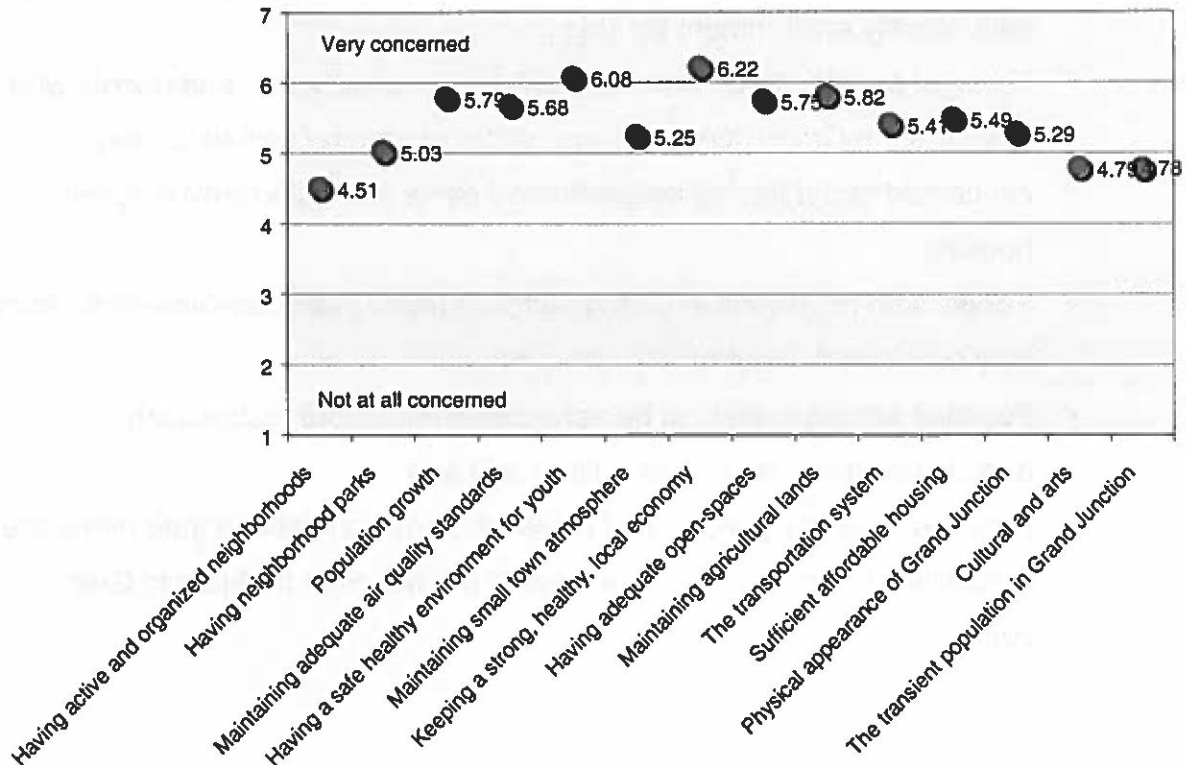
One-fourth of respondents (23%) say that the thing they like least about living in Grand Junction is the traffic, higher than any other reason. Other residents dislike the weather (13%), the population growth (9%), problems associated with growth (7%), rude people (3%), and lack of nightlife and recreation (3%), and low wages. Eleven percent say that there is nothing that they like least about living in Grand Junction. Seven percent say they don't know what they like least about living in the city.

**Question 7. What would you consider to be the most important issue facing Grand Junction today? (Top responses listed)**



Two in five residents (40%) feel that growth is the most important issue facing Grand Junction today. Twelve percent say that traffic is the most important issue. Other residents think that population growth (9%), water/drought (6%), roads/improvements (5%), or schools/education (5%) are the most important issue facing Grand Junction. Eight percent of those interviewed say that they don't know which issue is the most important one facing the city today. Please see Appendix A for the complete list of coded responses.

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



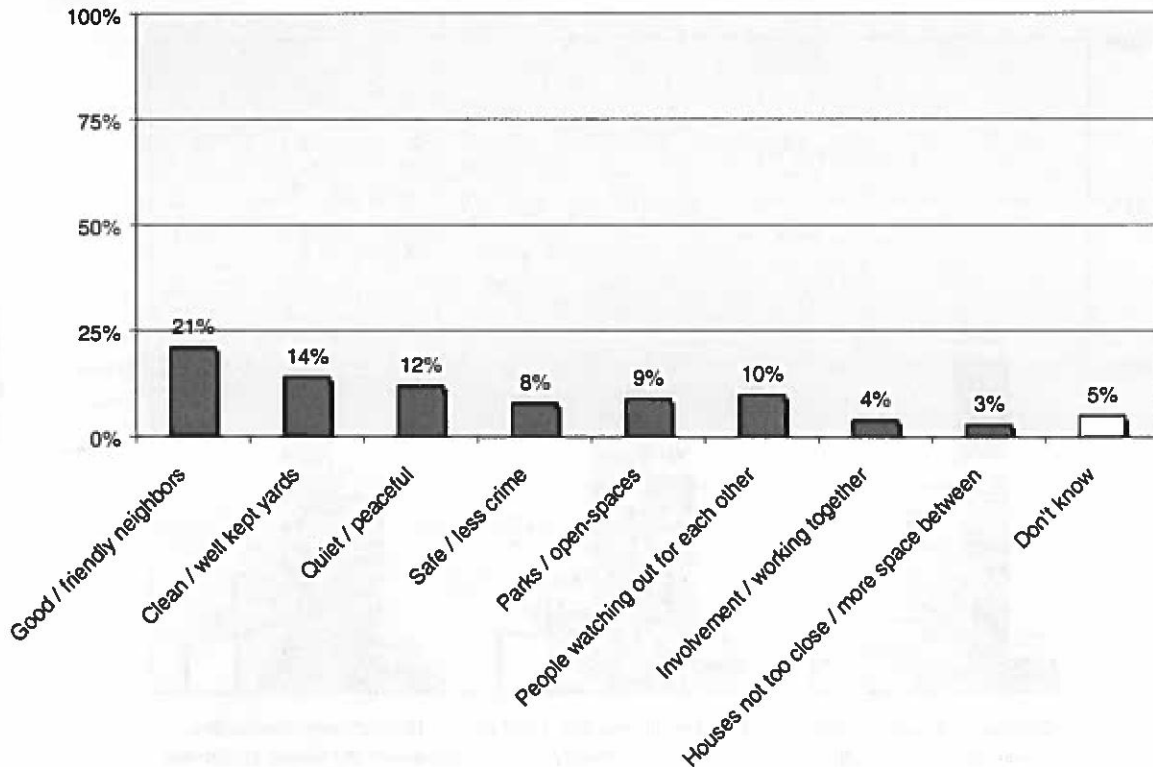
The top five issues that residents are concerned about in Grand Junction are: keeping a strong, healthy local economy, having a safe, healthy environment for youth, maintaining agricultural lands, population growth, and having adequate open spaces. Other issues that residents are concerned about include the transportation system, sufficient, affordable housing, maintaining a small town atmosphere, and the physical appearance of Grand Junction. Residents indicate that they are moderately concerned about having neighborhood parks, cultural and arts, the transient population in Grand Junction, and having active and organized neighborhoods.

**Questions 8-21. Continued...**

- ✓ Younger people and those who have children in their home are more likely to be very concerned about having active and organized neighborhoods, a safe/healthy environment for kids....
- ✓ Younger people, those who have children in their home, and people who have lived in Grand Junction fewer years are more likely to be very concerned about having neighborhood parks and sufficient/affordable housing.
- ✓ People who have lived in Grand Junction fewer years are more likely to be very concerned about having adequate open spaces.
- ✓ Females are more likely to be very concerned about maintaining agricultural lands, as well as culture and arts.
- ✓ Females, younger people, and those who have children in their home are more likely to be very concerned about the transient problem in Grand Junction.

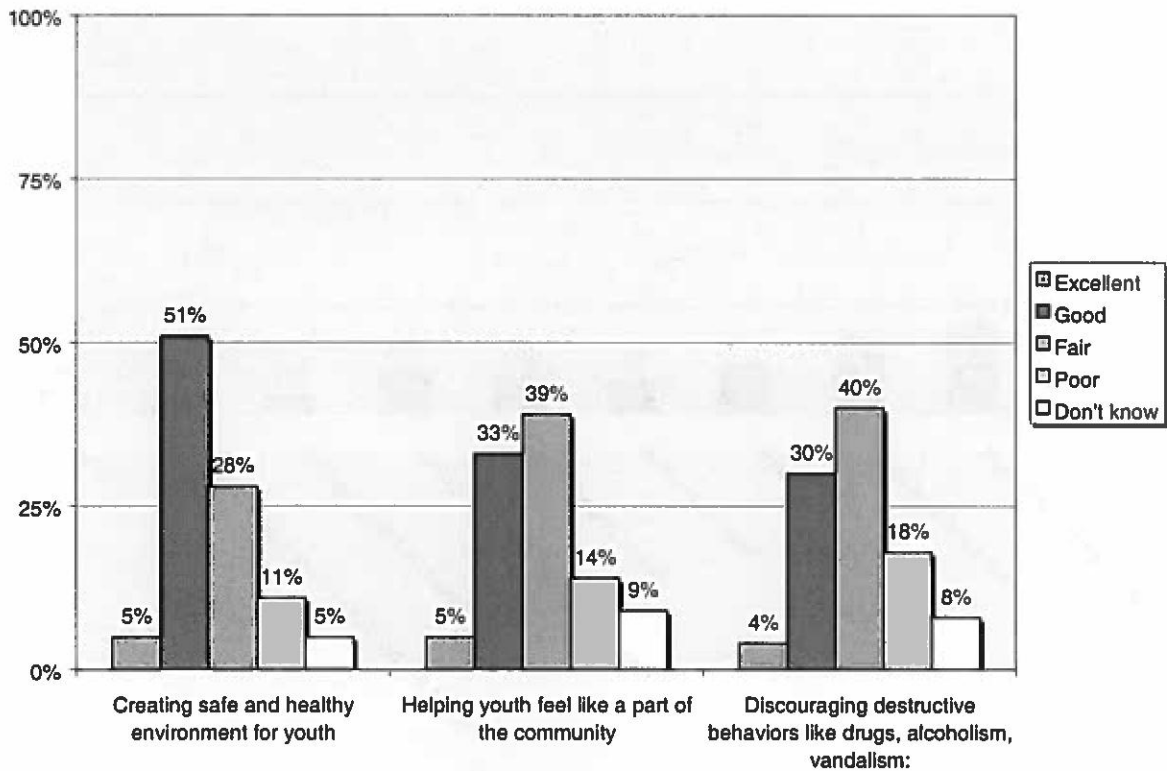


**Question 22. How would you describe the "ideal" neighborhood - that is - what things would make it good?**



Over one-fifth of respondents (21%) say that having good, friendly neighbors would describe their ideal neighborhood. Other top responses include clean, well-kept yards (14%), quiet and peaceful (12%), and people watching out for each other (10%). Other residents say that their ideal neighborhood would have parks and open spaces (9%), as well as safe and have less crime (8%). Smaller percentages say that their ideal neighborhood would be involved and work together (4%), and that the houses were not too close to each other (3%). Five percent of those interviewed say they don't know how they would describe their ideal neighborhood.

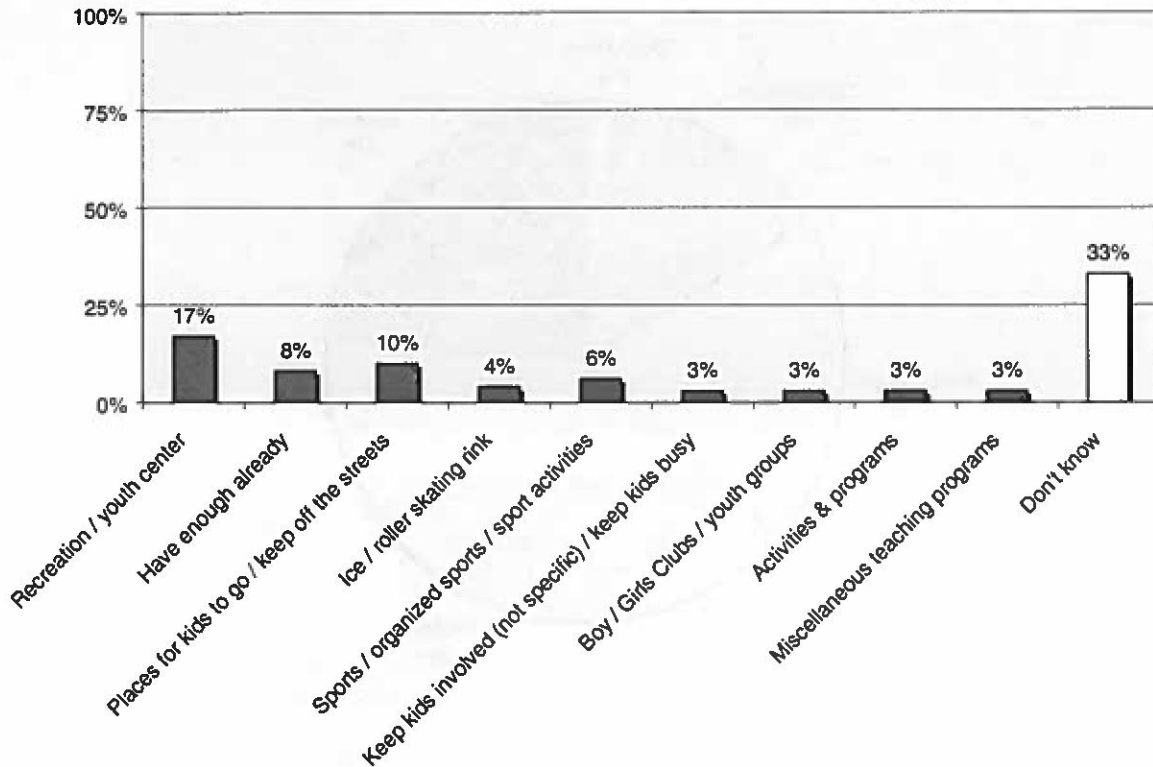
**Questions 23-25. Thinking about the young people in Grand Junction, how would you rate Grand Junction on the following?**



Five percent or fewer of respondents give the city excellent ratings in each of the three areas. Residents rate Grand Junction highest for creating a safe and healthy environment for youth, with 51% rating the city as good in this area. A majority of interviewees rate Grand Junction as fair to good on helping youth feel like a part of the community, as well as discouraging destructive behaviors like drugs, alcoholism, and vandalism.

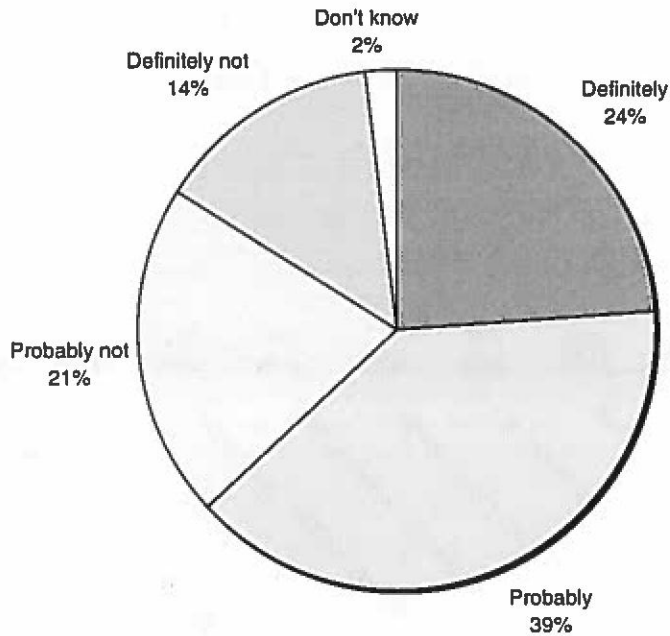
- ✓ People who don't have children in their home are more likely to rate Grand Junction as excellent on creating a safe and healthy environment for youth.
- ✓ Older people and those who don't have children in their home are more likely to rate Grand Junction as excellent on helping youth feel like part of the community.
- ✓ Older people are more likely to rate Grand Junction excellent on discouraging destructive behaviors.

**Question 26. What youth programs or activities would you like to see Grand Junction implement? (Top responses listed)**



One-third of respondents (33%) say they don't know which type of youth programs or activities they would like to see implemented in Grand Junction. Nearly one in five people (17%) would like to see recreation programs, activities, or a youth center. Eight percent of those interviewed feel that the city has enough programs and activities for youth already. Other people would like to see Grand Junction implement places for kids to go and keep them off the streets (10%), organized sports (6%), and an ice or roller-skating rink (4%). Smaller percentages think that the city should keep kids involved and busy (3%), offer activities and programs (3%), activities and programs (3%), as well as miscellaneous teaching programs (3%). Please see Appendix A for a complete list of coded responses and Appendix B for a complete list of verbatim comments.

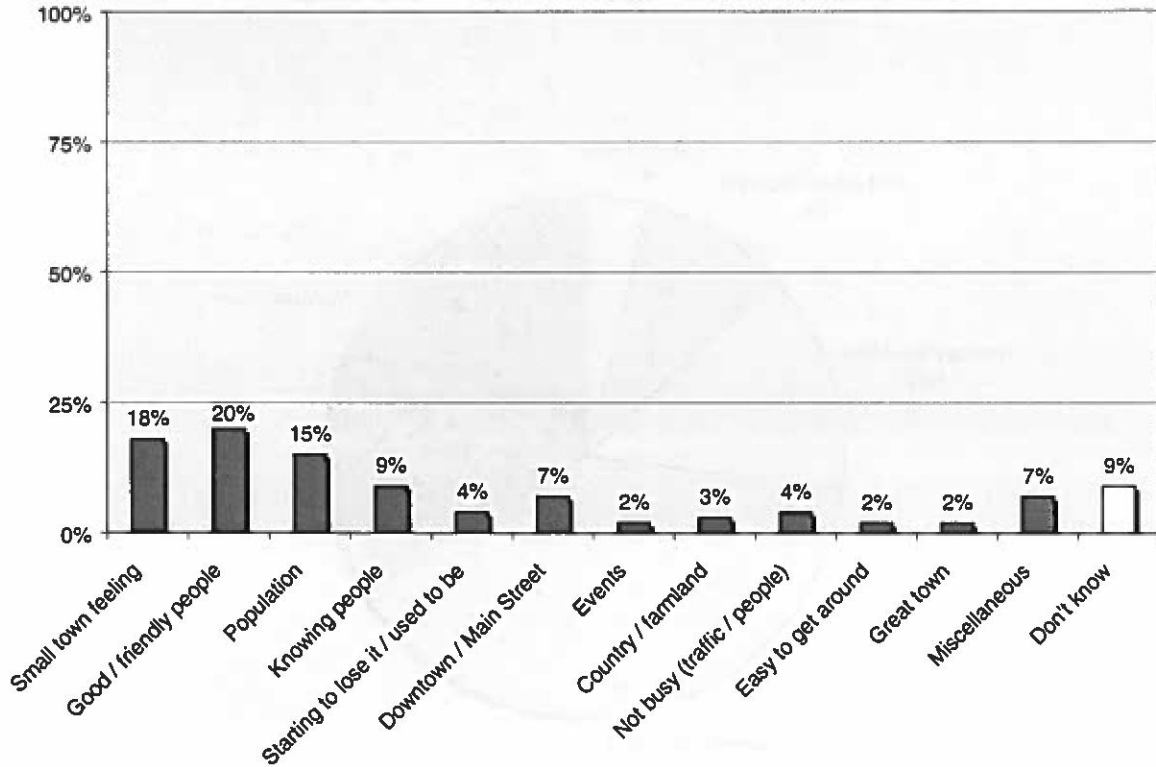
**Question 27. In your opinion, does Grand Junction have a small town feel?**



Nearly two-thirds of respondents (63%) agree that Grand Junction definitely or probably has a small town feel. Consequently, one-third of those surveyed (35%) feel that the city definitely or probably does not have a small town feel.

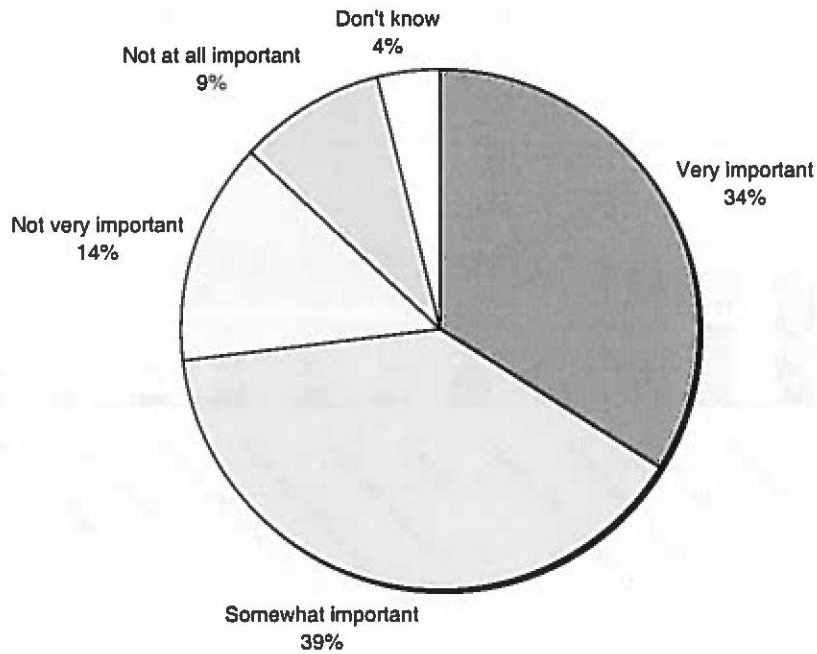
- ✓ Younger people, those who have lived in Grand Junction fewer years, and people who have children in their home are more likely to feel that Grand Junction definitely has a small town feel.

**Question 28. [If definitely/probably] What kinds of things give it that feel?**  
**(N=262)**



Among those who feel that Grand Junction has a small town feel, one in five respondents (20%) say that the city has good, friendly people. Less than one-fifth of this group (18%) say that the town simply has a small town feeling. Slightly fewer people (15%) say that the population gives Grand Junction a small town feel. Other residents say that knowing people (9%) and downtown/Main Street (7%) give the city its small town feel. Four percent of respondents say that Grand Junction has a small town feel but is starting to lose it or has already lost it. The same percentage (4%) say that Grand Junction is not too busy. Smaller percentages say that the town feels like the country or farm (3%), it is easy to get around (2%), events (2%), and a great town (2%). Nine percent say that they don't know what kinds of things give Grand Junction its small town feel.

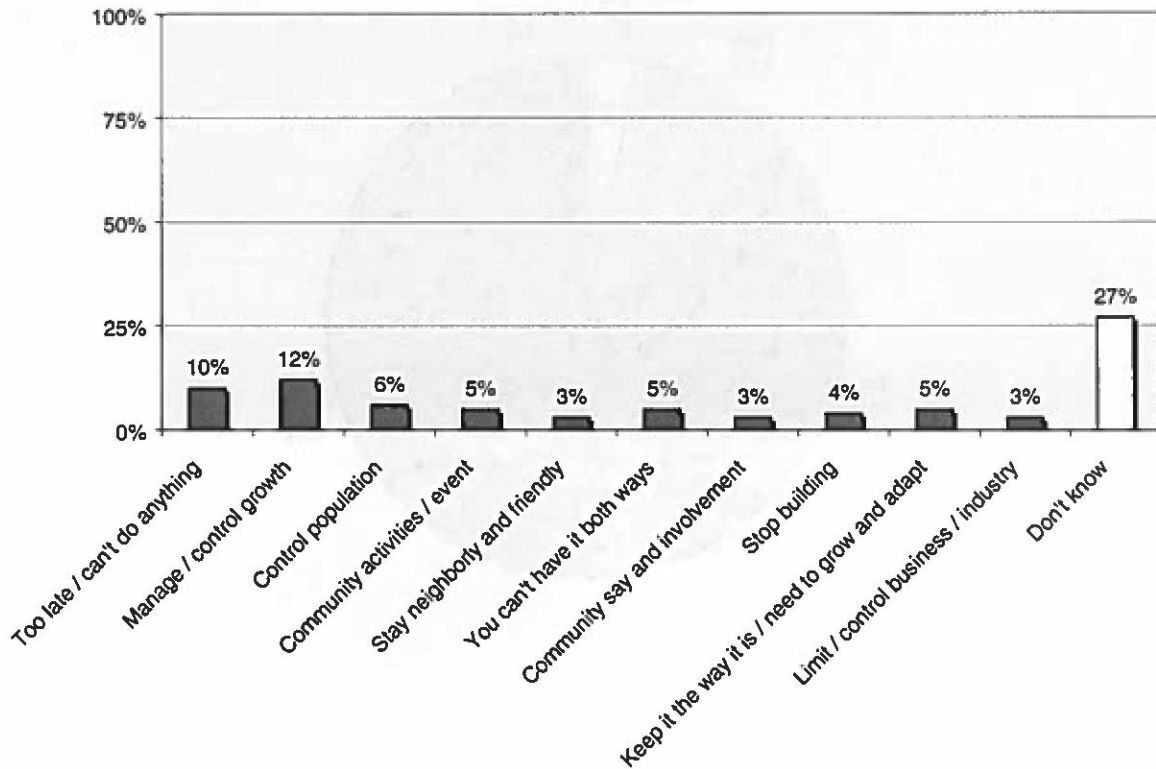
**Question 29. As Grand Junction grows it will be increasingly difficult to maintain a small town feel and character. How important is it to you that Grand Junction has that small town character?**



Nearly three-fourths of respondents (73%) say that it is very important or somewhat important to them that Grand Junction keeps its small town character. One-fourth of those interviewed (23%) say that it is not very important or not at all important to them that Grand Junction maintains its small town feel and character. Four percent say they don't know how they feel about the issue.

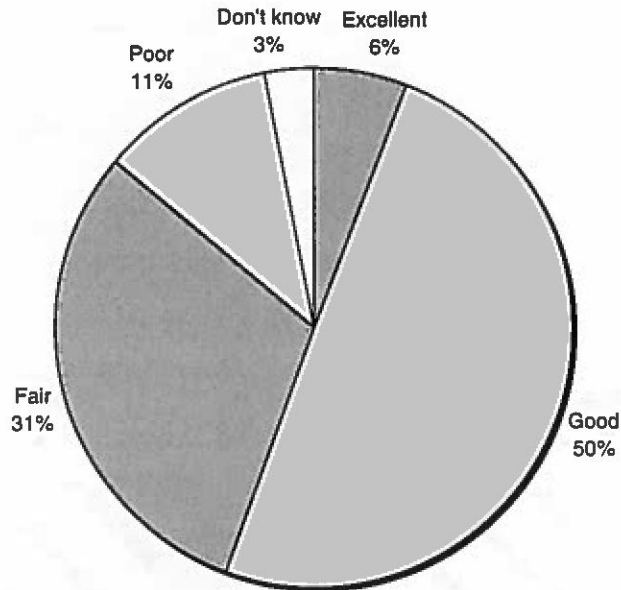


**Question 30. What kinds of things could be done to help Grand Junction keep its small town feel? (N=398)**



Over one-fourth of respondents (27%) say that they don't know what kinds of things could be done to help Grand Junction keep its small town feel. The top two responses to the question are to manage and control growth (12%) and that it is too late to do anything about it (10%). Other residents say that Grand Junction could control the population (6%), community activities and events (5%), can't have it both ways (5%), keep it the way it is or need to grow and adapt (5%). Smaller percentages say that the city should say neighborly and friendly (3%), community say and involvement (3%), stop building (3%), and limit or control business/industry (3%). Please see Appendix A for a complete list of coded responses and Appendix B for a complete list of verbatim comments.

**Question 31. How would you rate the overall economy of Grand Junction?**

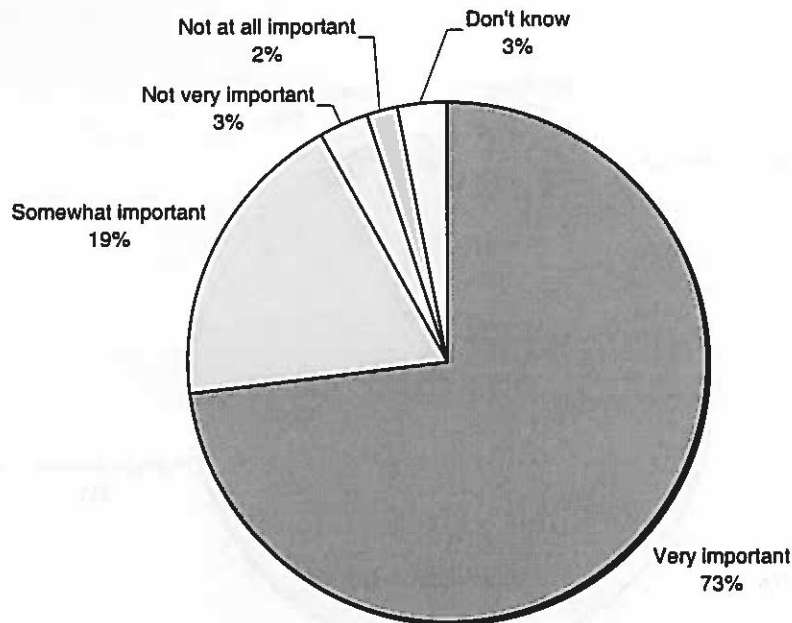


One-half of respondents (50%) rate the overall economy of Grand Junction as good. Only 6% of those interviewed feel that the local economy is in excellent shape. One-third of residents (31%) rate Grand Junction's economy as fair, while 11% feel that is poor. Three percent say they don't know how they would rate the city's economy. Compared to ratings of the US economy recorded by a recent Gallup Poll\*, the local economy in Grand Junction fares much better.

- ✓ Older people and those who have lived in Grand Junction longer are more likely to rate the overall economy as excellent, while people in the area of 81504 are more likely to rate it lower.

\*Economic Confidence Ratings for July 22-24, 2002: 27% excellent/good, 72% only fair/poor  
Source: <http://www.gallup.com>

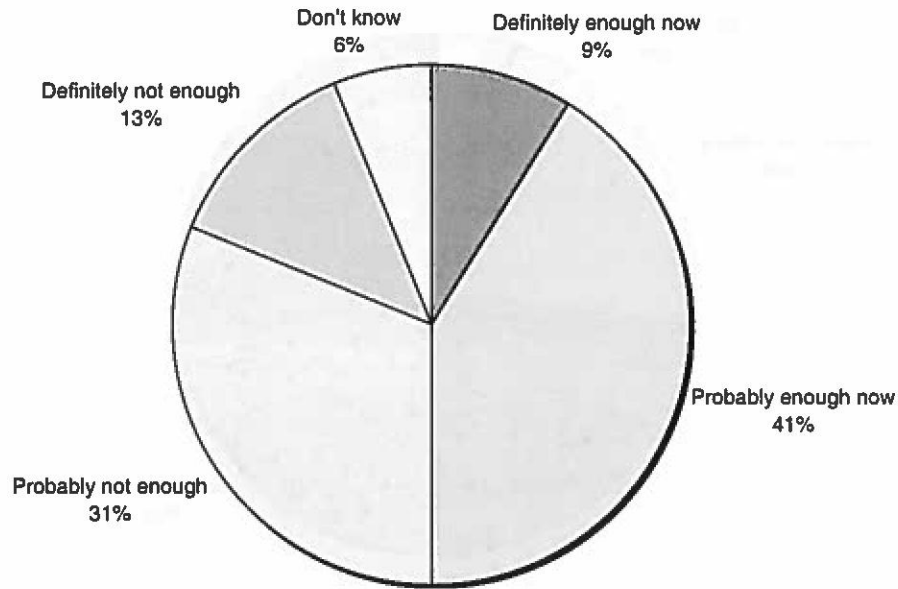
**Question 32. How important do you feel it is that the city work to bring better paying jobs to Grand Junction?**



The vast majority of residents (92%) say that they feel it is very important or somewhat important for the City of Grand Junction to bring better paying jobs to the area. Only 5% of those interviewed say that it is not very important or not at all important for the city to bring higher paying jobs to Grand Junction. Three percent say they don't know how they feel about the issue.

- ✓ Females and younger people are more likely to feel that it is very important for the city to bring better paying jobs to Grand Junction.

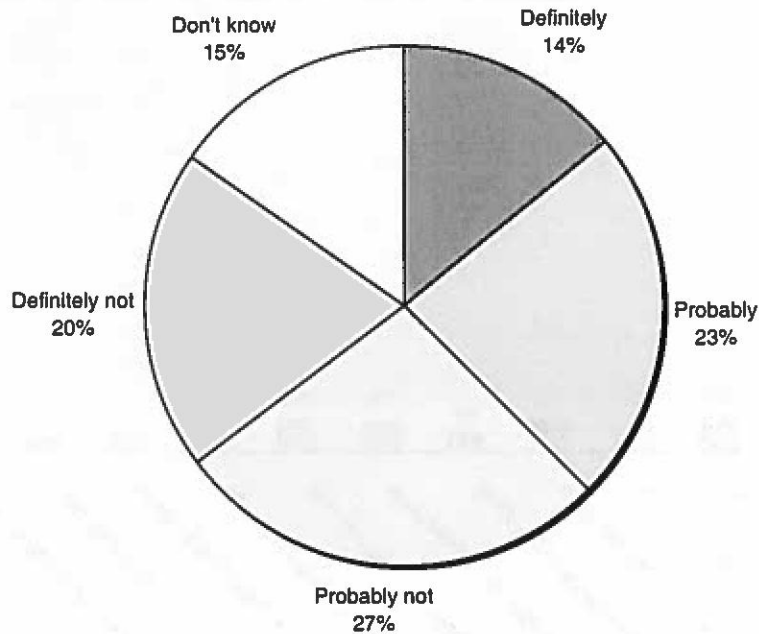
**Question 33. Which of the following best describes how you feel about the amount of open-space in Grand Junction?**



One-half of respondents (50%) think that there is definitely or probably enough open space in Grand Junction. Less than one-half of those interviewed (44%) say that there is probably not or definitely not enough open space in the area. Six percent say they don't know if there is enough open space in Grand Junction.

- ✓ People who have lived in Grand Junction fewer years are more likely to feel that there is definitely enough open space now, while those who live in the areas of 81504 and Redlands are more likely to say that there probably is not enough open space.

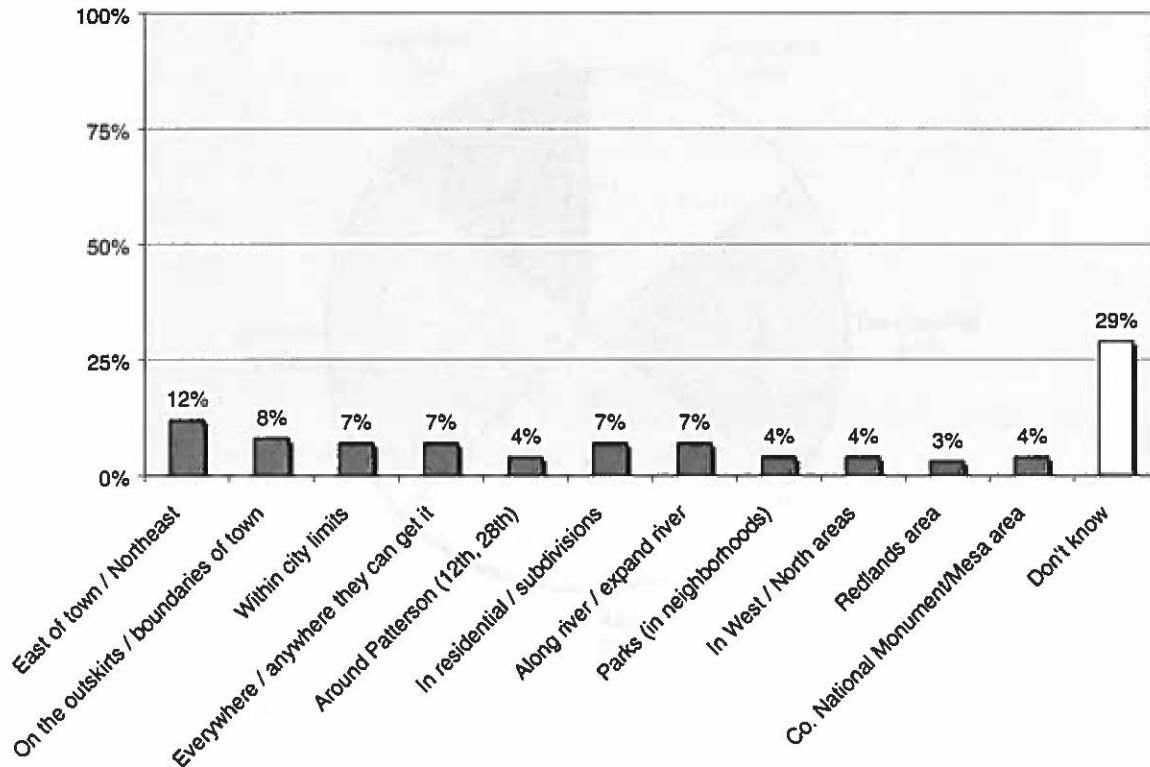
**Question 34. Should the city spend tax money to acquire more open space?**



Over one-third of respondents (37%) think that the city should definitely or probably use tax money to acquire more open space. On the other hand, less than one-half of those surveyed (47%) say that Grand Junction probably or definitely should not spend tax money on acquiring more open space. Fifteen percent say they don't know how they feel about the issue.

- ✓ Younger people are more likely to say that they city should definitely spend tax money to acquire more open space; those who live in the 81506 area are more likely to say that the city probably should.

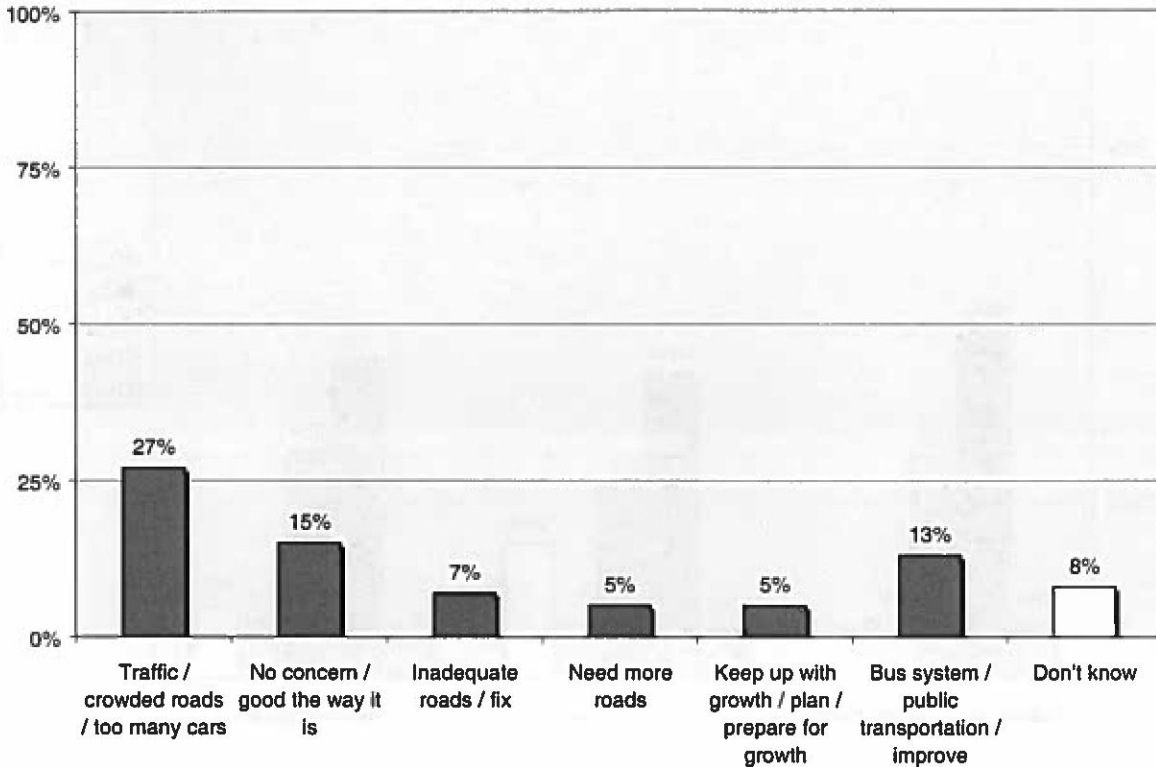
**Question 35. [If definitely or probably] Where would you most like to see additional open space? (N=155)**



Among those who say that the city should definitely or probably spend tax money to acquire more open space, over one-fourth of respondents (29%) say they don't know where they would most like to see additional open space. Twelve percent would like to see more open space east or northeast of town. Other residents would like to see more open space on the outskirts of town (8%), in residential areas (7%), everywhere (7%), and within city limits (7%). Four percent would like to see more open space in each of the following areas: around Patterson, parks (in neighborhoods), in the west and north areas, Colorado National Monument area, and along the river. Smaller percentages would most like to see additional open space around the Redlands area (3%). Please see Appendix A for a complete list of coded responses and Appendix B for a sampling of verbatim comments.

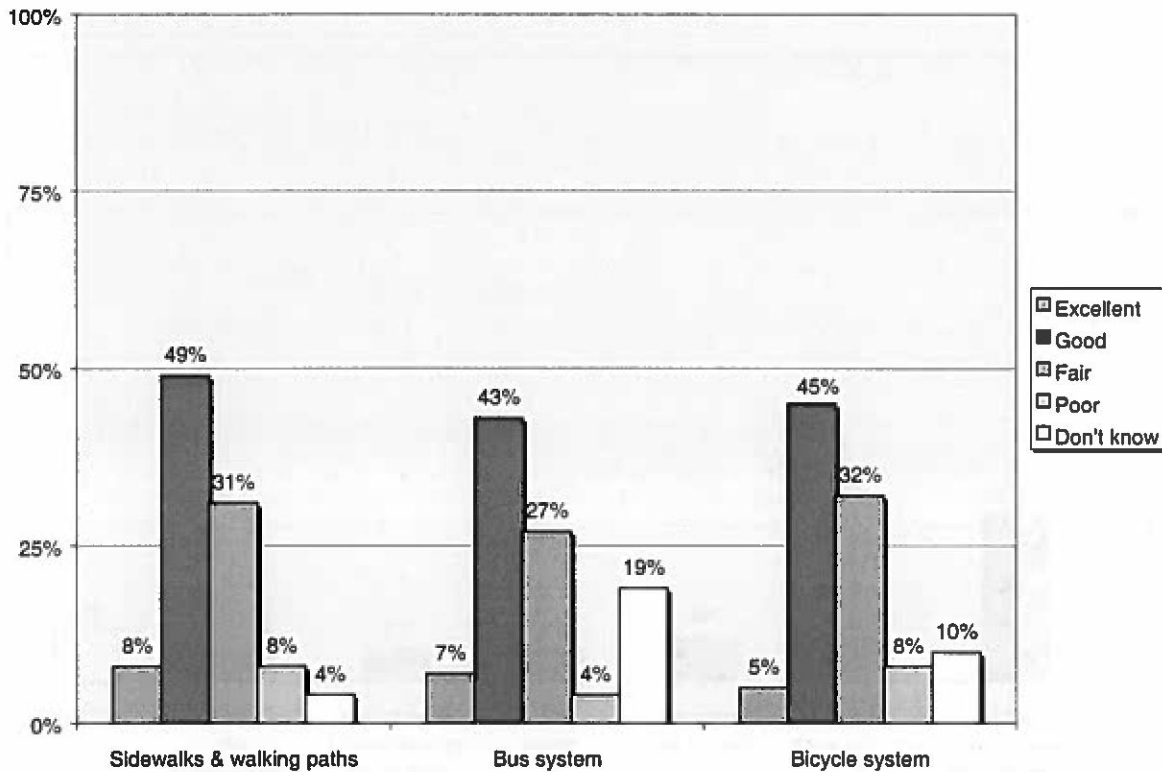


**Question 36. What is your biggest concern about transportation in Grand Junction? (Top responses listed)**



Over one-fourth of respondents (27%) say that traffic, crowded roads, or too many cars is their biggest concern about transportation in Grand Junction, higher than any other response. Fifteen percent of respondents say that they don't have any concerns or that the city is fine the way it is. Slightly fewer people (13%) say that their biggest concern about transportation in Grand Junction is the bus system or public transportation. Other residents express concerns about inadequate roads that need to be fixed (7%), keeping up with growth and planning for it (5%), and the need for more roads (5%). Eight percent of those interviewed say that they don't know what their greatest concern is about transportation in Grand Junction. Please see Appendix A for a complete list of coded responses and Appendix B for a complete list of verbatim comments.

**Questions 37-39. How would you rate Grand Junction on the following?**



A plurality of respondents give Grand Junction good ratings for the pedestrian system of sidewalks and walking paths (49%), the bicycle system (46%), and the bus system (44%). Four to seven percent of residents give the city excellent ratings for each area. One in four respondents (26%) rate the bus system in Grand Junction as fair, while slightly higher percentage rate the pedestrian system (31%) and bicycle system (29%) as fair. Interestingly, one in five people (19%) say they don't know how they would rate Grand Junction's bus system. Only 4% to 8% rate the city's systems as poor.

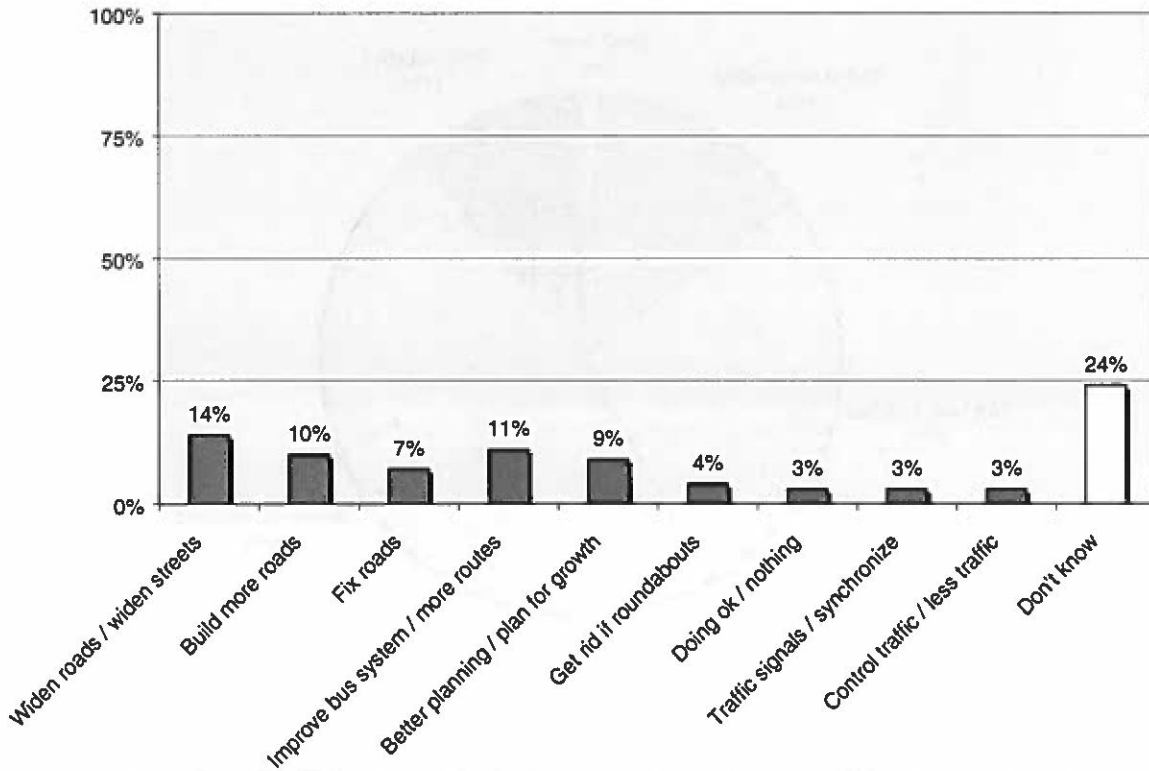
- ✓ People who have children in their home are more likely to rate Grand Junction as excellent on sidewalks and walking paths, while those who live in the 81504 area are more likely to rate the city lower.

**Question 40. Overall, how satisfied are you with the road system in Grand Junction?**



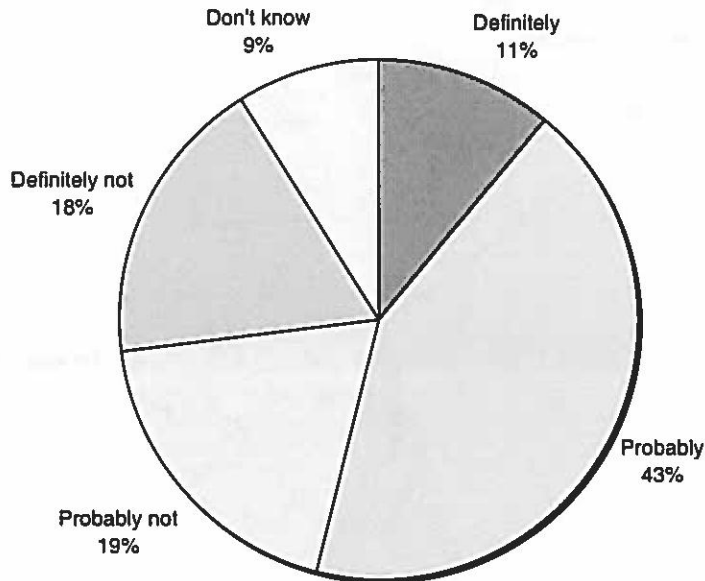
A majority of residents (58%) say that they are very satisfied or somewhat satisfied with the road system in Grand Junction, although responses lean more toward somewhat satisfied. Consequently, two in five people (41%) say that they are not very satisfied or not at all satisfied with Grand Junction's road system.

**Question 41. What specific things could the City do to improve transportation for the future? (Top responses listed)**



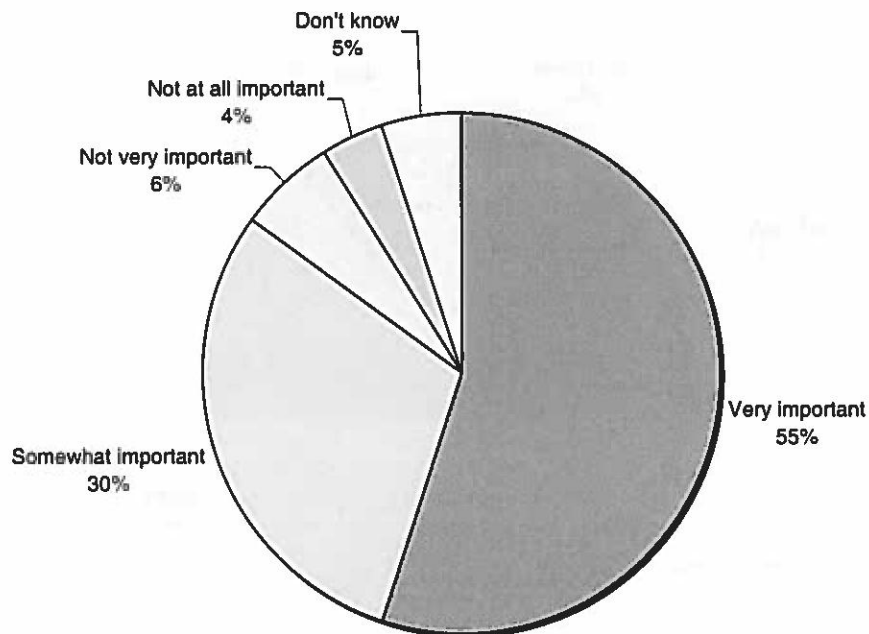
One-fourth of respondents (24%) say that they don't know what specific things the city could do to improve transportation for the future. The top responses to this question are to widen the roads (14%), improve the bus system (11%), build more roads (10%), and better planning for growth (9%). Other residents think that roads should be fixed (7%), get rid of roundabouts (4%), control traffic (3%), synchronize traffic signals (3%), or doing OK/nothing (3%). Please see Appendix A for a complete list of coded responses and Appendix B for a complete list of verbatim comments.

**Question 42. In your opinion, is there adequate affordable housing in Grand Junction?**



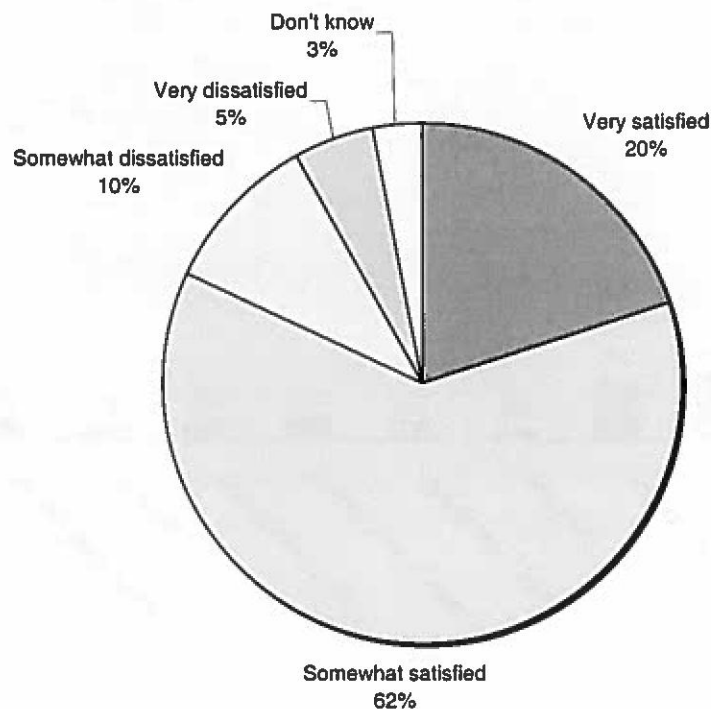
A majority of respondents (54%) think that there is definitely or probably adequate and affordable housing in Grand Junction, although responses lean toward probably. Over one-third of those interviewed (37%) say that there is probably not or definitely not enough affordable housing in the city. Nine percent say that they don't know whether or not there is adequate and affordable housing in Grand Junction.

**Question 43. In your opinion, how important is it for the city to encourage affordable housing for the citizens of the Grand Junction?**



A high percentage of residents (85%) feel that it is very important or somewhat important for the city to encourage affordable housing for the citizens of Grand Junction, which is an interesting finding considering residents' assessment of the need for affordable housing on the previous question. Ten percent of those interviewed think that it is not very important or not at all important for the city to encourage affordable housing for Grand Junction's citizens.

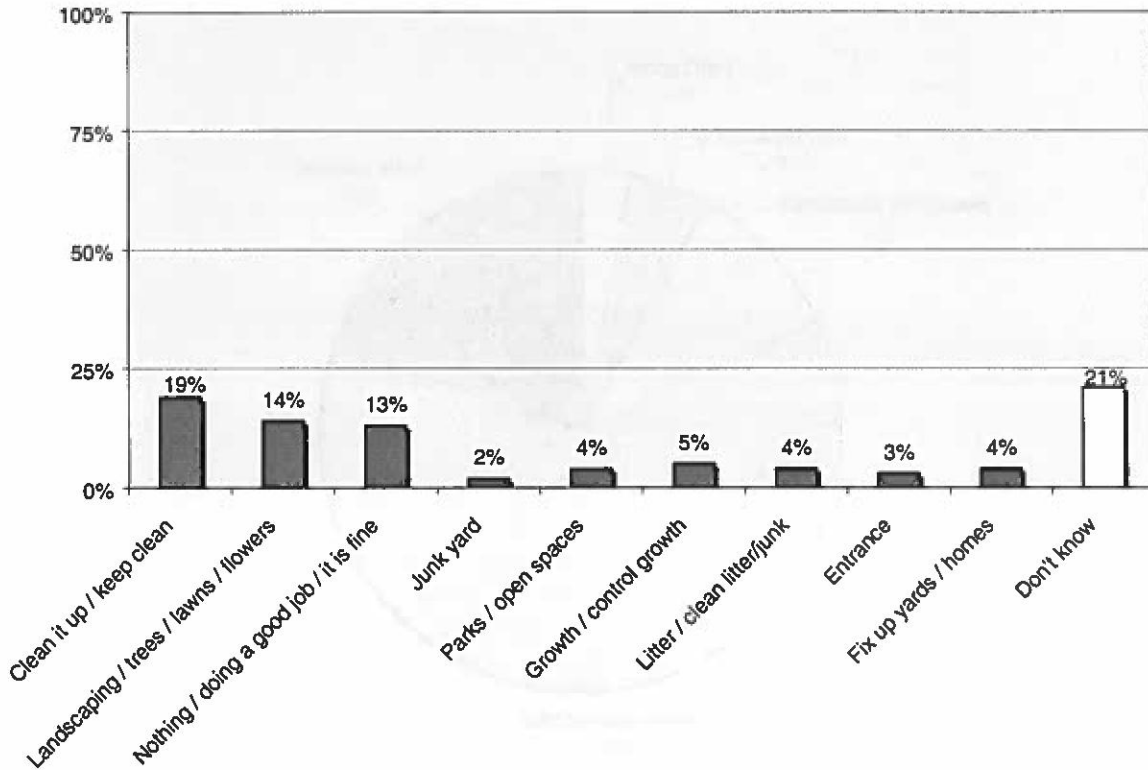
**Question 44. Grand Junction has grown substantially over the past 10 years. Overall, would you say you are satisfied or dissatisfied with the aesthetic appearance of the city?**



One in five respondents (20%) say that they are very satisfied with the aesthetic appearance of Grand Junction, while a majority of 62% say that they are somewhat satisfied with it. Only 15% of residents say that they are somewhat dissatisfied or very dissatisfied with physical appearance of the city.

- ✓ People who have lived in Grand Junction fewer years and those who live in the 81506 area are more likely to rate the aesthetic appearance of the city higher.

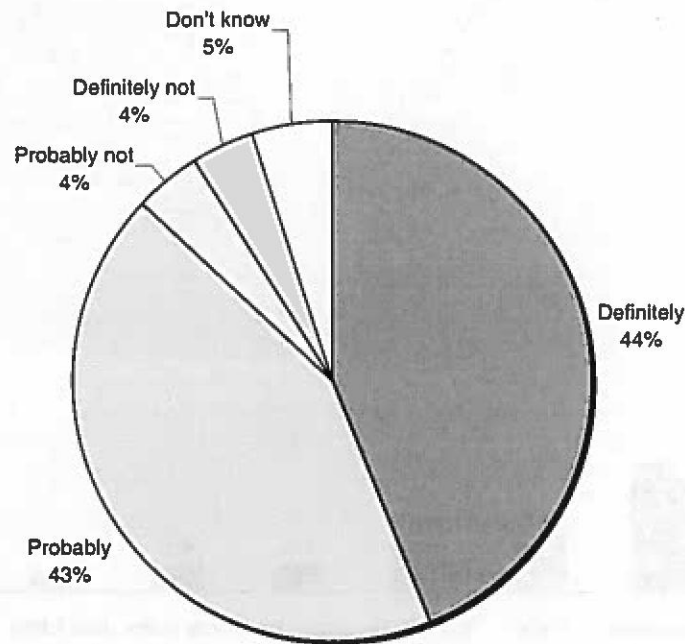
**Question 45. What things do you feel could be done to improve the appearance of the city - what would make it a more beautiful city? (Top responses listed)**



One in five respondents (21%) say they don't know what things could be done to improve the appearance of the city. The same percentage of people (19%) suggest cleaning up the city or keeping it clean. Thirteen percent say that there is nothing that needs to be done to improve the city and it is fine. Fourteen percent feel that Grand Junction could use some landscaping with trees, lawns, and flowers. Other residents suggest more parks and open spaces (4%), control growth (5%), litter and junk clean up (4%), and fix up yards and homes (4%). Smaller percentages think that the physical appearance of the city could be improved with the entrance to the city (3%) and a junkyard (2%). Please see Appendix A for a complete list of coded responses and Appendix B for a sampling of verbatim comments.



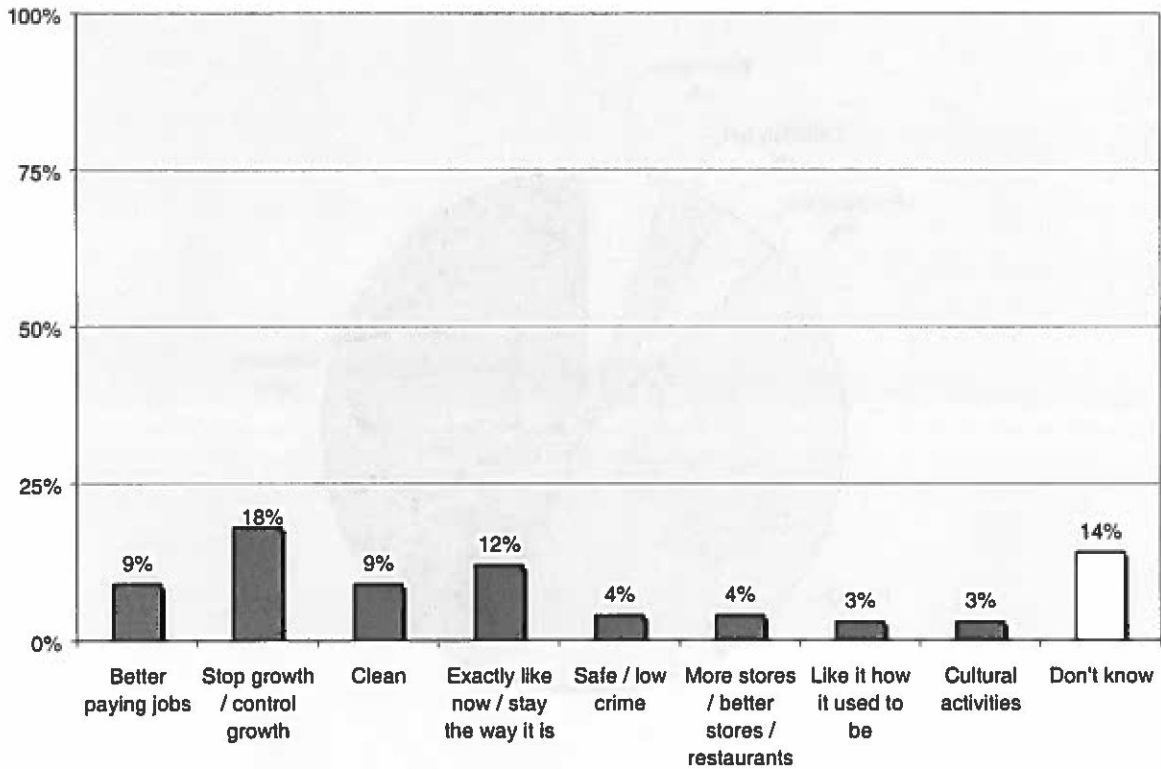
**Question 46. Do you feel that you and your immediate family members have ample opportunity to be a part of artistic, cultural and performance arts-sponsored events?**



A high percentage of Grand Junction residents (87%) say that their immediate family definitely or probably has ample opportunity to participate in artistic, cultural, and performance arts-sponsored events. Consequently, only 8% say that their family does not feel it has ample opportunity to participate in such events. Five percent respond that they don't know if their family has the opportunity to attend events sponsored by artistic, cultural, and performing artists.

- ✓ People who don't have children in their home are more likely to say that they definitely have ample opportunity to participate in artistic, cultural, and performance arts sponsored events.

**Question 47. What would you like the "ideal" Grand Junction to be like in 15 to 20 years? (Top responses listed)**



One in five residents (18%) say that the ideal Grand Junction would stop growth or control growth in fifteen to twenty years. Twelve percent of those interviewed say that they would like the city to stay the way it is now. Other people would like to see a clean city (9%) or better paying jobs (9%) in the future. Smaller percentages say that the ideal Grand Junction of the future would be safe (4%), have more stores and restaurants (4%), like it used to be (3%), and more cultural activities (3%). Fourteen percent of respondents say they don't know what the ideal Grand Junction would be like in fifteen to twenty years. Please see Appendix A for a complete list of coded responses and Appendix B for a sampling of verbatim comments.