



appendix c: community survey

Stapleton Tower CAC Survey

1. What is the zip code of your primary residence?

		Response Count
		1,091
answered question		1,091
skipped question		5

2. Do you own residential or commercial property in or around Stapleton?

		Response Percent	Response Count
Yes		94.0%	1,027
No		6.0%	66
answered question			1,093
skipped question			3







3. What types of cultural events do you attend in Stapleton and how often?

	Two or more times per month	Once a month	Two to four times per year	Once a year	Never	Rating Average	Response Count
Active Minds Seminar	1.0% (8)	1.6% (13)	2.9% (24)	5.6% (47)	89.0% (741)	4.80	833
Farmers Market	41.4% (424)	18.5% (189)	25.6% (262)	8.6% (88)	5.9% (60)	2.19	1,023
Theatre on the Green	5.9% (57)	8.8% (85)	15.7% (151)	27.1% (261)	42.4% (408)	3.91	962
Movie on the Green	7.3% (72)	15.2% (149)	26.4% (259)	28.1% (275)	23.0% (225)	3.44	980
First Friday Flight	3.3% (30)	5.9% (54)	11.6% (105)	13.0% (118)	66.2% (601)	4.33	908
Other performance or community event (concert, athletic or wellness event, garage sale, stroll, showcase, festival, etc.)	12.6% (127)	20.2% (203)	41.8% (421)	18.3% (184)	7.1% (71)	2.87	1,006
Visual arts event (gallery or museum exhibition, gallery walk, open studio tour)	4.7% (45)	9.7% (93)	19.1% (184)	21.6% (208)	44.8% (431)	3.92	961
Hands-on event (art class, music lesson, choir rehearsal, book club, community band, etc.)	11.0% (106)	13.6% (131)	12.1% (116)	17.0% (164)	46.3% (445)	3.74	962
I create art as a profession	6.1% (58)	0.8% (8)	1.3% (12)	2.4% (23)	89.3% (844)	4.68	945
I create art as a hobby in my free time	12.0% (115)	9.3% (89)	12.0% (115)	13.0% (124)	53.7% (513)	3.87	956
answered question							1,030
skipped question							66

4. Where have you participated in these activities?

		Response Percent	Response Count
The Green or Outdoors		83.1%	833
Community Room		13.1%	131
Stapleton pool		65.7%	658
Informal venue (coffee shop, small business, etc.)		43.7%	438
Formal venue (museum, theater, etc.)		30.8%	309
Recreation Center		46.2%	463
Elementary, Middle or High School		32.2%	323
College or University		10.0%	100
Library		31.4%	315
Church		11.7%	117
At home		47.8%	479
		answered question	1,002
		skipped question	94

5. How frequently do you attend cultural programming in Denver?

		Response Percent	Response Count
2 or more times per month		15.2%	151
Once a month		25.3%	251
2 to 4 times a year		43.9%	436
Once a year		10.5%	104
Never		3.8%	38
Other (please specify)		1.3%	13
		answered question	993
		skipped question	103

6. To what extent do the following factors pose a barrier to your participation in arts and cultural programming in North East Denver? Please rate each factor on a scale of 1 to 10.

	Not a Barrier										Significant Barrier	Rating Average	Response Count
Distance (It's too far to drive or there is too much traffic)	47.8% (463)	8.3% (80)	8.2% (79)	5.0% (48)	7.8% (76)	5.4% (52)	6.6% (64)	4.7% (46)	2.7% (26)		3.6% (35)	3.24	969
Cost (Ticket fees or admission costs are too high)	23.3% (226)	7.4% (72)	11.5% (111)	8.4% (81)	13.6% (132)	7.1% (69)	8.9% (86)	9.2% (89)	4.3% (42)		6.2% (60)	4.54	968
Time of events (Events are too early/late in the day, conflicts with work or other commitments.)	17.7% (170)	7.5% (72)	10.1% (97)	7.7% (74)	14.9% (143)	7.3% (70)	13.3% (128)	12.6% (121)	4.8% (46)		4.3% (41)	4.91	962
Ticketing (I don't like to plan far enough in advance to buy a ticket)	27.4% (264)	12.3% (118)	13.5% (130)	6.7% (64)	14.8% (142)	6.2% (60)	8.6% (83)	5.1% (49)	2.6% (25)		2.8% (27)	3.83	962
Content (I'm not interested in what is offered)	20.3% (194)	11.2% (107)	9.6% (92)	7.9% (76)	16.9% (162)	7.1% (68)	8.8% (84)	8.6% (82)	2.9% (28)		6.6% (63)	4.53	956
Marketing (I don't hear about events at all or until it's too late to plan)	16.0% (154)	9.6% (93)	10.6% (102)	7.3% (70)	14.7% (142)	9.6% (93)	12.4% (120)	10.2% (98)	5.5% (53)		4.0% (39)	4.86	964
												answered question	981
												skipped question	115

7. On a scale of 1 to 10, do you agree or disagree with the following statement: Stapleton would benefit from additional arts and cultural programming.

	Strongly Disagree									Strongly Agree	Rating Average	Response Count
	4.2% (40)	1.7% (16)	3.5% (33)	2.3% (22)	6.6% (62)	5.3% (50)	11.4% (107)	14.2% (134)	9.1% (86)	41.6% (392)	7.84	942
	answered question											942
	skipped question											154

8. What types of cultural activity are needed in Stapleton? Please rank each cultural activity on a scale of 1 to 5.

	Not needed				Definitely needed	Rating Average	Response Count
Theatre	10.3% (96)	8.2% (77)	24.0% (224)	31.3% (292)	26.2% (245)	3.55	934
Dance	11.9% (109)	15.6% (143)	30.6% (281)	23.2% (213)	18.7% (172)	3.21	918
Performance art	12.9% (119)	15.2% (140)	29.6% (272)	24.6% (226)	17.7% (163)	3.19	920
Film	8.5% (79)	8.8% (81)	25.0% (231)	32.9% (304)	24.9% (230)	3.57	925
Multi-media art installation	12.6% (115)	16.5% (150)	29.7% (270)	24.8% (226)	16.4% (149)	3.16	910
Lectures	9.7% (88)	17.6% (160)	31.3% (285)	24.5% (223)	17.0% (155)	3.22	911
Literary and poetry events	12.7% (115)	17.2% (156)	32.0% (290)	22.3% (202)	15.9% (144)	3.11	907
Visual art exhibition	8.1% (74)	8.8% (81)	25.4% (233)	31.7% (291)	26.1% (240)	3.59	919
Events that celebrate cultural diversity and heritage (African American, Hispanic or Latino or other diverse or immigrant populations)	13.4% (123)	12.7% (117)	27.6% (254)	21.8% (200)	24.5% (225)	3.31	919
Community-wide festivals and events	3.7% (34)	4.4% (41)	17.2% (160)	30.5% (283)	44.2% (410)	4.07	928
Performing arts workshop, classes and lessons	8.6% (79)	11.3% (103)	24.9% (228)	27.4% (250)	27.8% (254)	3.54	914
Visual arts workshops, classes and lessons	8.4% (77)	9.5% (87)	25.8% (237)	27.5% (252)	28.8% (264)	3.59	917
Digital media workshops, classes							

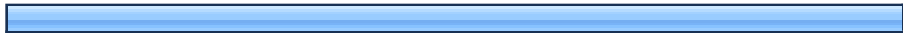

and lessons (filmmaking, digital photography, graphic design, web design)	8.1% (74)	10.7% (98)	25.9% (237)	26.4% (242)	28.9% (265)	3.57	916
Work by emerging artists	6.9% (63)	10.6% (97)	27.4% (250)	30.5% (278)	24.6% (224)	3.55	912
Work by local artists	5.4% (50)	7.9% (73)	21.0% (193)	34.5% (318)	31.2% (287)	3.78	921
Open artist studios	8.4% (76)	13.0% (118)	28.3% (257)	25.1% (228)	25.2% (229)	3.46	908
Family events	5.4% (50)	6.9% (64)	15.8% (147)	23.5% (218)	48.4% (450)	4.03	929
answered question							954
skipped question							142

9. Please provide any other thoughts on the need for particular types of cultural activity in Stapleton.


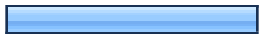
	Response Count
	236
answered question	236
skipped question	860

Do you feel there is a need for additional arts and cultural programming to serve the following community segments in Stapleton?

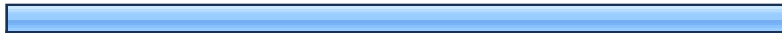

10. Children

		Response Percent	Response Count
Yes		78.3%	734
No		21.7%	204
		answered question	938
		skipped question	158


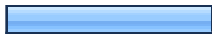
11. Teens (age 13 to 18)

		Response Percent	Response Count
Yes		78.3%	726
No		21.7%	201
		answered question	927
		skipped question	169

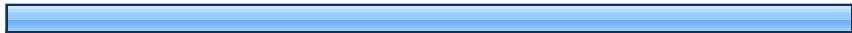

12. Young adults (age 19 to 34)

		Response Percent	Response Count
Yes		67.9%	612
No		32.1%	289
		answered question	901
		skipped question	195


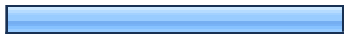
13. Adults (age 35 to 54)

		Response Percent	Response Count
Yes		82.3%	756
No		17.7%	163
		answered question	919
		skipped question	177

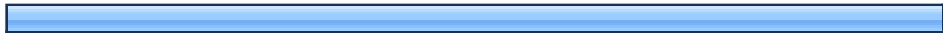

14. Empty Nesters (age 55 to 64)

		Response Percent	Response Count
Yes		73.9%	668
No		26.1%	236
		answered question	904
		skipped question	192


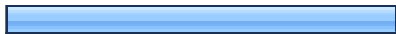
15. Seniors (age 65 and older)

		Response Percent	Response Count
Yes		70.7%	639
No		29.3%	265
		answered question	904
		skipped question	192

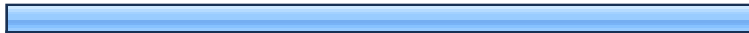

16. Families (parents, grandparents and/or caregivers participating with children)

		Response Percent	Response Count
Yes		81.8%	755
No		18.2%	168
		answered question	923
		skipped question	173


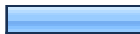

17. African-American residents

		Response Percent	Response Count
Yes		66.2%	571
No		33.8%	292
		answered question	863
		skipped question	233




18. Hispanic or Latino residents

		Response Percent	Response Count
Yes		65.0%	569
No		35.0%	306
	Other, please specify		66
answered question			875
skipped question			221

19. Do you feel there is a need for meeting and special event space in Stapleton? Such space might accommodate community meetings, catered events and/or special events.

		Response Percent	Response Count
Yes		65.4%	614
No		11.7%	110
I don't know		22.9%	215
answered question			939
skipped question			157



20. Do you feel there is a need for community gathering space in Stapleton? Such space would include areas to sit quietly or visit with friends, listen to live music, enjoy light food service, read or use your laptop, etc.

		Response Percent	Response Count
Yes		77.6%	730
No		14.9%	140
I don't know		7.5%	71
answered question			941
skipped question			155



21. Please provide any additional thoughts or comments on the future of the Stapleton Tower and the arts in Stapleton.

	Response Count
	280
answered question	280
skipped question	816

22. Are you actively involved in a community or arts organization that might be interested in renting or utilizing space at the Stapleton Community Arts Center? (if one was developed)

		Response Percent	Response Count
Yes		16.1%	153
No		83.9%	795
answered question			948
skipped question			148









23. Would you be interested in participating in a one-on-one interview to further discuss the needs of your community or arts organization?

		Response Percent	Response Count
Yes		40.6%	63
No		59.4%	92
answered question			155
skipped question			941

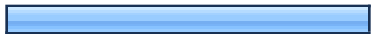







24. Please provide your contact information so that we can further discuss the space needs of your community or arts organization with you. NOTE: Your survey responses are completely anonymous. If you provide your contact information, your input will not be attributed to your name.

		Response Percent	Response Count
Name		100.0%	57
Company		54.4%	31
Phone Number		96.5%	55
Email Address		96.5%	55
		answered question	57
		skipped question	1,039

25. What is your age?

		Response Percent	Response Count
Under 18		0.0%	0
18 to 24		0.3%	3
25 to 34		23.3%	219
36 to 44		45.6%	429
45 to 54		15.9%	149
55 to 64		8.3%	78
65 to 74		5.0%	47
75 or older		0.4%	4
Prefer not to answer		1.2%	11
		answered question	940
		skipped question	156

26. How many individuals in your household are under the age of 18?

		Response Percent	Response Count
0		31.7%	296
1		18.7%	175
2		36.7%	343
3		8.2%	77
4		2.5%	23
5		0.6%	6
6 or more		0.1%	1
Prefer not to answer		1.5%	14
		answered question	935
		skipped question	161








27. What is the highest educational degree that you have earned?

		Response Percent	Response Count
Some high school		0.0%	0
High school diploma or GED	▮	0.3%	3
Some College, No Degree	▮	2.4%	23
Associates or Technical Degree	▮	1.4%	13
Bachelor's Degree	▮	33.1%	311
Graduate or Professional Degree	▮	61.9%	581
Prefer not to answer	▮	0.9%	8
answered question			939
skipped question			157









28. What is your annual household income?

		Response Percent	Response Count
Less than \$24,999		0.4%	4
\$25,000 to \$49,999		2.0%	19
\$50,000 to \$74,999		5.5%	52
\$75,000 to \$99,999		10.2%	96
\$100,000 to \$149,999		24.3%	228
\$150,000 or more		38.5%	361
Prefer not to answer		18.9%	177
answered question			937
skipped question			159

29. What is your ethnicity? (Choose one or more.)

		Response Percent	Response Count
Black or African American		2.5%	23
Hispanic or Latino		4.6%	43
Asian		4.3%	40
American Indian or Alaska Native		0.7%	7
White or Caucasian		82.9%	777
Prefer not to answer		9.1%	85
Other race(s), please specify		1.5%	14
answered question			937
skipped question			159

30. Please provide your contact information if you are interested in continuing to participate in the development of the plan for the re-use of the Stapleton Tower as a Community Arts Center. NOTE: Your survey responses are completely anonymous. If you provide your contact information, your input will not be attributed to your name.

		Response Percent	Response Count
Name		97.7%	254
Address 1		92.3%	240
Address 2		4.6%	12
City/Town		91.9%	239
State/Province		91.2%	237
Zip/Postal Code		94.2%	245
Phone		72.3%	188
Email Address		98.5%	256
		answered question	260
		skipped question	836