



2020 LARIMER COUNTY CITIZEN SURVEY RESULTS

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Prepared for:
Larimer County Government

Prepared by:
The Center for Research & Public Policy, Inc.



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Moreover, no information regarding these findings will be released without the written consent of an authorized representative of The Larimer County Government.

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1 INTRODUCTION

The Center for Research & Public Policy (CRPP) is pleased to present the results of a 2020 Citizen Survey for the Larimer County Government. The survey was conducted among Larimer County residents.

CRPP was commissioned by the Larimer County Government to conduct a county-wide survey of residents to collect input including satisfaction, views and needs across several aspects of the community.

The research study included responses from 840 respondents. The survey was available for completion online with hard copies available if requested. A Spanish version of the survey was also available.

The survey was conducted October 12 – December 4, 2020 at 5:00pm MST.

The survey included the following areas for investigation:

- **Views on quality of life in Larimer County;**
- **Familiarity with Larimer County Government;**
- **Satisfaction with services/programs offered by the county;**
- **Perceptions of various aspects of Larimer County government and living;**
- **Prioritizing county needs and objectives;**
- **Views on meeting established Larimer County Guided Principles;**
- **Sources for information;**
- **Experience and satisfaction with Larimer County employees; and**
- **Demographics.**

Section 2 of this report discusses the Methodology used in the study, while Section 3 includes Highlights derived from an analysis of the quantitative research. Section 4 is a Summary of Findings from the survey.

Section 5 is an Appendix to the report containing the composite aggregate data, cross tabulations and the survey instrument employed.

METHODOLOGY

Using a quantitative research design, CRPP received 840 completed online surveys from Larimer County residents.

Survey input was provided by Larimer County Government leadership.

Survey design is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. Additionally, placement of questions is carefully accomplished so that order has minimal impact.

All interviews were conducted October 12 – December 4, 2020. All adult residents over the age of 18 were provided an opportunity to offer input for this survey.

All facets of the study were completed by CRPP's senior staff and researchers. These aspects included: survey design, pre-test, computer programming, coding, editing, verification, validation and logic checks, computer analysis, analysis and report writing.

Larimer County leadership handled the logistics of announcing the commencement of the survey through town meetings, press releases, community involvement (by way of online networks and in person) and contacting town leaders to encourage participation. CRPP designed a poster and postcard to be mailed or distributed, at the discretion of Larimer County leadership, inviting residents to participate in the survey online.

The survey was accessible via a link that was located on the Larimer County website and circulated through press coverage, community forums and social media networks.

A sample of 840 completed surveys has an associated margin for error of +/- 3.4% at a 95% confidence level.

Results throughout this report are presented for composite results – for all 840 cases.

Cross tabulations of data were developed and are included in the appendix which cross core survey questions by demographics such as: gender, age, race, education, employment status, children living at home and income.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Each qualified resident had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

3 HIGHLIGHTS

ON QUALITY OF LIFE

Impressively, 95.6% of all Larimer County respondents reported their quality of life as very good (41.8%) or good (53.8%). Just 4.2% noted either poor (3.2%) or very poor (1.0%). Few, 0.2%, were unsure.

Just under three-quarters, 72.5%, noted their standard of living today compared to two years ago was either improved (15.6%) or the same and good (56.9%). **This result is slightly down from 2018 results where 77.2% of respondents noted their standard of living today compared to two years ago was improved or the same and good.**

Importantly, four-fifths (79.8%) noted they were very (19.3%) or somewhat familiar (60.5%) with the Larimer County Government. **This result is slightly up from 2018 results where 74.1% responded they were very or somewhat familiar with the Larimer County government.**

Over four-fifths of respondents (82.7%) reported to be very (27.9%) or somewhat satisfied (54.9%) with the services provided by the Larimer County Government overall. Some, 12.3%, suggested they were somewhat dissatisfied (9.4%) or not at all satisfied (2.9%).

ON COMMUNITY SERVICES

Respondents rated seven aspects of Larimer County planning, infrastructure and resources. The average overall positive rating was 74.2% (among those with an opinion). The highest positive ratings were recorded for parks and open space (91.9%), landfills (86.9%) and maintaining non-city roads (77.3%). The lowest positive ratings were recorded for land use planning/zoning enforcement (61.6%) and meeting transportation needs / connecting cities (49.9%).

Ten different human and economic health services were rated by respondents. The average overall positive rating for these nine services was 71.9% (among those with an opinion). The highest positive ratings were recorded for food and water safety services (90.5%), research-based education programs (83.7%) and senior services (75.3%). **Notably, results differed significantly from 2018 to 2020 in satisfaction ratings for public health services (such as immunization clinics, tracking infectious disease, home visits) in which the positive rating declined about 10% from 84.4% in 2018 to 74.2% in 2020.**

Similarly, six characteristics of public records and information services were rated by residents. The average overall positive rating was 78.6% (among those with an opinion). Impressive ratings were recorded for both maintaining official records and handling voter registration and elections – 94.1% and 90.6%, respectively. The lowest positive ratings were found for both communication with residents about county services and determining property values – 70.0% and 50.5%, respectively.

A final set of eight characteristics on public safety services were also rated. The average positive rating was recorded at 73.3% (among those with an opinion). Highest ratings were recorded for emergency management (88.4%), protecting the public from wild and forest fires (83.7%) and medical investigations (83.7%). **Notably, positive satisfaction rating results for communication with residents about county services increased from 63.9% in 2018 to 70.0% in 2020; however, positive ratings declined for determining property values for taxes from 59.3% in 2018 to 50.5% in 2020.**

ON PERCEPTIONS ON LIFE IN LARIMER COUNTY

Respondents were asked to read several statements about life in Larimer County. They were asked if they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagreed with each statement. Strong agreement (strongly and somewhat) was found for:

- Larimer County history is worth preserving – 96.5%
- The Larimer County region is a great place to work – 85.2%
- Larimer County partners effectively with non-profit organizations and other government agencies – 81.8%
- Larimer County is growing too fast – 78.8%

The lowest agreement was found for:

- I have confidence in the Larimer County criminal justice system – 64.2%
- Larimer County leaders appear to have a sound plan for our future – 62.2%
- My local taxes are increasing faster than my ability to pay them – 54.2% (Notably down from 63.1% in 2018)

ON COUNTY NEEDS

County leadership sought respondent help in prioritizing county government goals and objectives. At the same time, respondents were reminded the county cannot do everything and cannot do everything all at once.

The highest priorities, in declining order among those with an opinion, should be on: community health and well-being (80.6%), regional watershed management (78.0%) and housing affordability (77.9%).

The lowest priorities were presented as attainable childcare services (68.5%), maximizing the utilization of county government facilities (68.4%) and employment for individuals with disabilities (61.6%).

ON GUIDING PRINCIPLES

Survey participants were asked their view on how well Larimer County was doing in meeting six established Guiding Principles.

Majorities (with an opinion) saw the county doing very well (7-10 on a ten-point scale) in several areas including: providing quality customer service to residents (72.1%) and being good stewards of public resources (71.9%). Other more moderate ratings were found for the county in other areas including: cultivating partnerships with cities and counties (60.6%) and empowering people to take responsibility (50.9%).

Overall positive ratings have increased in the last two years from an average of 59.9% positive rating in 2018 to an average of 63.4% positive rating in 2020 (not including the newest guiding principle added in 2020).

ON COMMUNICATION

The primary sources for information about “happenings” in Larimer County included: the official Larimer County website social media (67.1%), social media (61.8%) and online newspapers (51.7%).

Notably, the Larimer County website as a source for information increased from 46.7% in 2018 to 67.1% in 2020. Additionally, social media as a source for information also increased from 49.8% in 2018 to 61.8% in 2020.

ON COUNTY EMPLOYEES

As frontline ambassadors for the Larimer County Government, it is important for residents to be satisfied with staff. A large percent of respondents, 82.6%, had contact with at least one Larimer County employee over the past year. Impressively, 88.0%, suggested they were very (65.0%) or somewhat satisfied (23.1%) with the experience.

ON A CITIZEN SATISFACTION INDEX

A new Citizen Satisfaction Index (CSI) was established utilizing the 2020 survey results.

The 2020 CSI is 75.1%.

The following are the components of the established 2020 and 2018 CSI:

Citizen Satisfaction Index	Percent 2020	Percent 2018
Community Planning, Infrastructure and Resource ratings	74.2	75.5
Human and Economic Health Services ratings	74.1	75.0
Public Records and Information Services ratings	78.6	78.8
Public Safety Services ratings	73.3	78.3
CSI Rating	75.1	77.0

Each of these four components were given equal weight. A CSI is commonly used to measure movement / progress in results over time.

ON CROSSTABULATIONS OF DATA

Cross tabulations of data provide a view of the issues and ratings covered within the survey (core questions) by the various demographics collected such as age, race, ethnicity, education, income, employment, number of children, and residency. Readers are encouraged to review the crosstab tables held within the appendix to this report.

4 SUMMARY OF FINDINGS

Readers are reminded that the narrative throughout this report refers to composite aggregate data – the 840 completed surveys. Text, tables and graphs present composite results of both 2020 and 2018 survey results for comparison. Several tables include results that both include and exclude respondents who answered “unsure” to questions. New questions asked in 2020 will be indicated in **red text**.

QUALITY OF LIFE

All respondents were asked to report their overall quality of life in Larimer County. A large majority, 95.6%, suggested their quality of life was very good (41.8%) or good (53.8%). Results are displayed in the following chart.

Overall Quality of Life	Percent 2018	Percent 2020
Very good	45.5	41.8
Good	50.9	53.8
Poor	2.8	3.2
Very poor	0.5	1.0
Unsure	0.4	0.2
Total Very Good or Good	96.4	95.6

Nearly three-quarters of respondents, 72.5%, see their standard of living as improved (15.6%) compared to two years ago, or the same, but good (56.9%). Another 25.9% suggested their standard of living was the same and poor (8.5%) or had declined (14.4%). Results are displayed in the following chart.

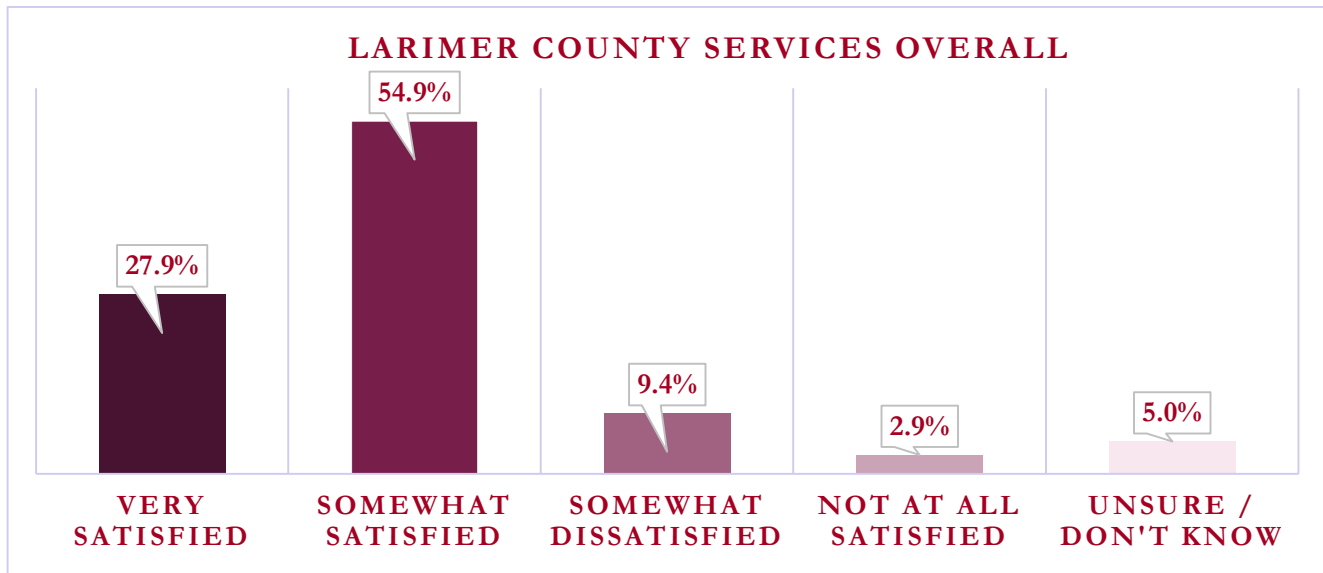
Standard of Living Compared to Past	Percent 2018	Percent 2020
Improved	17.8	15.6
The same and good	59.4	56.9
The same but poor	5.8	8.5
Declined	15.8	17.4
Unsure	1.2	1.7
Total Improved or the Same and Good	77.2	72.5

AWARENESS / OVERALL SATISFACTION

All respondents were asked to report how familiar they were with the Larimer County Government. Over three-quarters, 79.8%, indicated they were either very (19.3%) or somewhat familiar (60.5%). Over one-fifth, 20.1%, suggested they were somewhat (16.2%) or not at all familiar (3.9%). Results are displayed in the following chart.

Familiarity with Larimer County Government	Percent 2018	Percent 2020
Very familiar	16.7	19.3
Somewhat familiar	57.4	60.5
Somewhat unfamiliar	18.9	16.2
Not at all familiar	6.6	3.9
Unsure	0.3	0.1
Total Very Familiar or Somewhat Familiar	74.1	79.8

In a new question in 2020, all respondents were asked how satisfied they were with the services provided by Larimer County Government overall. Over four-fifths of respondents (82.7%) indicated they were either very (27.9%) or somewhat satisfied (54.9%). Results are displayed in the following graph.



RATING SERVICES

Based on all that they knew or had heard from friends, family peers or co-workers, all respondents were asked to indicate how satisfied they were with services related to **community planning, infrastructure and resources** provided by the Larimer County Government.

A strong majority of respondents indicated they were very or somewhat satisfied with the parks and open space (91.9%) and landfill, recycling, hazardous waste and solid waste services (86.9%). The lowest levels of satisfaction were recorded for land-use planning, zoning enforcement and building inspections (61.6%) and meeting transportation needs / connecting cities (49.9%).

The following table holds the cumulative totals, in declining order, for those indicating they were very or somewhat satisfied. Unsure respondents were removed from the data in the first column for each year.

COMMUNITY PLANNING, INFRASTRUCTURE AND RESOURCES	2018		2020	
	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)
Parks and open space (such as Horsetooth Reservoir and The Devil's Backbone)	94.0	90.3	91.9	89.5
Landfills (not trash collection), recycling, hazardous waste, solid waste services	89.2	82.9	86.9	81.2
Maintaining non-city roads, bridges	70.3	63.2	77.3	70.1
Animal control services (outside city limits)	76.5	44.9	76.1	40.2
Events at The Ranch Larimer County Fairgrounds including the Budweiser Events Center	86.4	63.0	75.7	48.9
Land use planning, zoning enforcement, and building inspections (outside city limits)	59.6	44.0	61.6	46.3
Meeting transportation needs / connecting cities	52.6	44.7	49.9	42.5
AVERAGE	75.5	61.9	74.2	59.8

Based on all that they knew or had heard from friends, family peers or co-workers, all respondents were asked to indicate how satisfied they were with services related to **human and economic health** provided by the Larimer County Government.

Strong majorities of respondents stated they were very or somewhat satisfied with food and water safety services (90.5%) and research-based educational programs (83.7%). The lowest levels of satisfaction were recorded for services to military veterans (67.3%) and behavioral health services (52.3%).

The following table holds the cumulative totals, in declining order, for those indicating they were very or somewhat satisfied. Unsure respondents were removed from the data in the first column for each year.

HUMAN AND ECONOMIC HEALTH SERVICES	2018		2020	
	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)
Food and water safety services (such as restaurant inspections, water quality controls)	91.6	81.3	90.5	83.0
Research-based educational programs (such as food safety, 4-H, and Agricultural Management)	83.6	48.2	83.7	44.0
Senior services (such as advocacy, information and referrals)	76.5	47.4	75.3	43.2
Public health services (such as immunization clinics, tracking infectious disease, home visits)	84.4	53.1	74.2	58.7
Public assistance (such as medical, food and financial)	71.8	43.7	71.4	42.9
Employment and training services	70.9	43.4	68.3	36.7
Economic development	68.5	55.7	68.1	54.2
Child protective services (including family support, foster care and adoption services)	65.4	33.8	67.7	30.0
Services to military veterans	63.1	30.0	67.3	23.6
Average	75.0	48.5	74.1	46.3
Behavioral health services	--	--	52.3	34.3

Based on all that they knew or had heard from friends, family peers or co-workers, all respondents were asked to indicate how satisfied they were with services related to **public records and information** provided by the Larimer County Government.

A large majority of respondents stated they were very or somewhat satisfied with maintaining official records (94.1%) and handling voter registration and elections (90.6%). The lowest levels of satisfaction were found for communication with residents about County services (70.0%) and determining property values for tax purposes and the appeals process (50.5%).

The following table holds the cumulative totals, in declining order, for those indicating they were very or somewhat satisfied. Unsure respondents were removed from the data in the first column for each year.

PUBLIC RECORDS AND INFORMATION SERVICES	2018		2020	
	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)
Maintaining official records (such as real estate deeds, marriage licenses)	92.7	67.6	94.1	66.9
Handling voter registration and elections	90.9	86.1	90.6	88.0
Motor vehicle services (such as registrations, titles and license plates)	81.8	80.8	84.1	82.7
The collection and distribution processes for taxes and tax record keeping	84.0	60.2	82.4	56.4
Communication with residents about county services	63.9	57.1	70.0	63.9
Determining property values for tax purposes and the appeals process	59.3	52.7	50.5	43.5
Average	78.8	67.4	78.6	66.9

Based on all that they knew or had heard from friends, family peers or co-workers, all respondents were asked to indicate how satisfied they were with services related to **public safety** provided by the Larimer County Government.

A majority of respondents stated they were very or somewhat satisfied with Emergency Management (88.4%) and protecting the public from wildfires and forest fires (83.7%). The lowest levels of satisfaction were recorded for providing Courts specifically for drug, DUI and mental health related offenses (63.0%) and alternatives to jail (62.4%).

The following table holds the cumulative totals, in declining order, for those indicating they were very or somewhat satisfied. Unsure respondents were removed from the data in the first column for each year.

PUBLIC SAFETY SERVICES	2018		2020	
	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (Without Unsure)	STRONGLY & SOMEWHAT SATISFIED PERCENT (With Unsure)
Emergency Management (including preparedness, mitigation, response, and recovery)	89.7	70.9	88.4	76.3
Protecting the public from wildfires and forest fires	91.4	79.8	83.7	80.1
Medical investigations (of deaths not resulting from natural causes)	88.3	34.1	83.7	27.5
Enforcing laws and providing public safety in rural areas	77.1	58.0	73.7	49.6
Operation of the Larimer County jail that serves all municipalities and rural areas	74.1	39.9	68.2	33.5
Criminal case prosecution	72.5	37.8	63.5	30.5
Providing Courts specifically for drug, DUI and mental health related offenses	63.3	31.1	63.0	29.4
Alternatives to jail (such as work release, community corrections or service and home detention)	70.7	38.4	62.4	33.0
Average	78.3	48.8	73.3	45.0

PERCEPTIONS ON LIFE IN LARIMER COUNTY

Respondents were asked to indicate whether they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with several statements about life in Larimer County today.

A strong majority of respondents strongly and somewhat agreed that Larimer County history is worth preserving (96.5%), Larimer County is a great place to work (85.2%) and that it appears Larimer County partners effectively with non-profit organizations and other government agencies (81.8%). The lowest levels of agreement were found for Larimer County leaders appear to have a sound plan for their future (62.2%) and local taxes are increasing faster than the ability to pay them (54.2%).

The following table holds the cumulative totals, in declining order, for those indicating they strongly or somewhat agree. Unsure respondents were removed from the data in the first column for each year.

PERCEPTION STATEMENTS	2018		2020	
	STRONGLY & SOMEWHAT AGREE (Without Unsure)	STRONGLY & SOMEWHAT AGREE (With Unsure)	STRONGLY & SOMEWHAT AGREE (Without Unsure)	STRONGLY & SOMEWHAT AGREE (With Unsure)
Larimer County history is worth preserving	95.9	92.5	96.5	92.5
The Larimer County region is a great place to work	85.5	77.7	85.2	76.0
It appears Larimer County partners effectively with non-profit organizations and other government agencies	80.7	54.2	81.8	59.3
Larimer County is growing too fast	84.3	81.8	78.8	74.8
Overall, Larimer County appears headed in the right direction	72.4	64.8	74.6	69.3
County regulations protect our quality of life	70.7	63.2	73.6	67.5
I have confidence in Larimer County government	69.2	61.5	72.9	67.7
Larimer County is transparent about policies and budgets	64.8	48.6	68.2	55.2
Larimer County government listens to the peoples' voices	63.6	54.8	64.8	59.0
Larimer County tax dollars are spent wisely	60.4	51.1	64.2	55.8
I have confidence in the Larimer County criminal justice system	--	--	64.2	47.3
Larimer County leaders appear to have a sound plan for our future	58.3	46.9	62.2	52.6
My local taxes are increasing faster than my ability to pay them	63.1	58.0	54.2	49.6

COUNTY NEEDS

Respondents were asked how they would prioritize several **new** goals and objectives over time in Larimer County using a scale of one to ten, where one is a very low priority and ten is a very high priority.

About four-fifths of respondents, 80.6%, indicated the highest priority should be focused on community health and well-being, while about three-fifths of respondents, 61.6%, placed a high priority on employment for individuals with disabilities

The following table holds the cumulative totals, in declining order, by high priority (7-10 rating) of services with unsure responses removed.

PRIORITIZING COUNTY GOALS / OBJECTIVES	2020	
	HIGH PRIORITY (7-10 RATING) (Without Unsure)	HIGH PRIORITY (7-10 RATING) (With Unsure)
Community health and well-being	80.6	79.5
Regional watershed management	78.0	73.5
Housing affordability	77.9	76.5
Rural infrastructure (broadband, roads, water and wastewater)	74.5	72.7
Prioritizing environmental responsibility in county government policy	73.7	72.2
Regional transportation infrastructure	73.6	72.5
Employing individuals in county government who are adaptive, collaborative and inclusive	72.4	70.5
Leveraging current data to increase county government efficiency	72.2	67.3
Expanding county government services available to residents online	71.8	70.3
Technologically advanced and innovative solid waste facilities	70.1	67.8
Planning that addresses climate change impacts	69.4	68.1
Attainable childcare services	68.5	65.0
Maximizing the utilization of county government facilities	68.4	64.4
Employment for individuals with disabilities	61.6	58.8

In an open-ended format question newly formed this year, respondents were asked to name any other priorities the Larimer County government should have that were not in the previous list. The most frequently named responses are presented in the following table in declining order.

OTHER PRIORITIES	PERCENT
More recreation: maintain facilities, campgrounds, bike paths, parks	8%
Open up / stop business shutdowns / help small business survive	7%
Mental and behavioral services needed: more access and emergency	7%
Open space and historical place protections / maintain and preserve / more green spaces	6%
Traffic: better roads and infrastructure / better signage and signals and road maintenance	6%
Too much growth / out of control / not sustainable	6%
Environmental protection: wildlife protection, energy efficiency, climate change action	5%
Social justice: need equity, end to racial conflict, end racism	4%
Taxes are too high / lower taxes / manage the budget	4%
Support law enforcement / enforce existing laws	4%
Fire and Flood Controls: fire mitigation planning, forest management, land-use planning	4%
Remove the sheriff / depoliticize the sheriff office	3%
Diversity in the county needed	3%
Homeless population services	3%
Need high speed rail, public transportation, regional rail	3%
More senior and veteran services / housing	3%
Water and waste management: more efficient / recycling	2%
More fiscally conservative county	2%
Control Covid-19: enforce rules, listen to the health department and not commissioners	2%
Improve education quality	2%
Affordable health care for all	2%
Affordable housing needed	2%
Need affordable broadband	1%
Business development	1%
Defund the police	1%
Depoliticize the Larimer County government/Commission	1%
Collaboration with other counties	1%
Open schools up	1%
Medicare for all	1%
More amenities (shopping, groceries opportunities)	1%
Halt fracking	1%

Others mentioned at are: Cost of living too high, county trash collection needed, reduce bullying, county to maintain all roads public/private, disabled services (i.e. screen readers), stop dividing by classes/neighborhoods, alternatives to jail/incarceration, better animal control, more child protection, landfill prices too high, detox facility needed, LGBTQ protections, sexual abuse services, control noise and remove pan-handlers.

GUIDING PRINCIPLES

Respondents were asked how well they see the Larimer County government doing, today, in meeting each of their Guiding Principles using a scale of one to ten, where one is not at all and ten is very well.

Almost three-quarters of respondents, 72.1%, indicated they felt the government meets the new principle of providing quality customer service to residents very well, while only about one-half of respondents, 50.9%, indicated they felt the government meets the principle of empowering people to take responsibility very well.

The following table holds the cumulative totals, in declining order, of positive ratings (7-10 rating) on how well the government meets each of the principles with unsure responses removed from the first column of each year.

GUIDING PRINCIPLES	2018		2020	
	VERY WELL (7-10 RATING) (Without Unsure)	VERY WELL (7-10 RATING) (With Unsure)	VERY WELL (7-10 RATING) (Without Unsure)	VERY WELL (7-10 RATING) (With Unsure)
Providing quality customer service to residents	---	---	72.1	66.2
Being good stewards of public resources	69.8	58.8	71.9	66.2
Being a fulfilling and enjoyable place to work	63.9	46.8	68.5	52.0
Promoting innovation and continuous improvement	58.6	44.3	65.2	55.7
Cultivating partnerships with cities and neighboring counties	56.3	38.5	60.6	47.9
Empowering people to take responsibility	51.0	37.1	50.9	40.8

COMMUNICATION

Respondents were asked to indicate where they received most of their information about ‘happenings’ in and with Larimer County government. Just over two-thirds of respondents (67.1%) received most of their news via the official Larimer County website. Social media (61.8%) and online newspapers (51.7%) were other leading sources for news.

The following table holds the cumulative totals in declining order. Multiple responses were accepted.

SOURCES OF COMMUNICATION	2018 PERCENT	2020 PERCENT
Official Larimer County website	46.7	67.1
Social media	49.8	61.8
Online newspapers	49.6	51.7
Websites	39.7	44.2
Friends/neighbors/co-workers	48.3	42.5
Emails including emailed newsletters	31.6	41.9
Electronic media (such as TV, radio, podcasts)	25.3	20.2
Printed newspapers	35.6	18.7
County offices	11.7	11.8
County employees I see in the community	13.1	11.7
County events	10.9	10
Other	2.9	3.9
None of these	1.1	1.5

Other responses included: Local non-profits, NextDoor App, elected officials, LETA/LCSO texts/calls, enclosures in utility bills, mailings, electronic highway and road signage, community engagement, Mariner County 101 course, school/college, Chamber of Commerce, press releases, local organizations such as Larimer Alliance for Health and Safety, and neighbors.

COUNTY EMPLOYEES

Respondents were asked to indicate whether they have had contact with at least one Larimer County employee over the past year. Respondents that had contact (82.6%) were asked to rate how satisfied they were with their experience.

A strong majority, 88.0%, were very (65.0%) or somewhat satisfied (23.1%) with their experience with the Larimer County employee.

Results are displayed in the following chart.

SATISFACTION WITH LARIMER COUNTY EMPLOYEE CONTACT	2018 PERCENT <small>(of 81.6% of respondents)</small>	2020 PERCENT <small>(of 82.6% of respondents)</small>
Very satisfied	65.7	65.0
Somewhat satisfied	22.5	23.1
Somewhat dissatisfied	5.4	5.6
Not at all satisfied	5.8	5.9
Unsure / Don't recall	0.6	0.4

DEMOGRAPHICS

GENDER	2018 PERCENT	2020 PERCENT
Male	40.0	35.1
Female	59.5	64.2
Other	0.5	0.7

AGE	2018 PERCENT	2020 PERCENT
18 to 25	2.0	2.1
26 to 35	13.0	12.1
36 to 45	15.4	18.1
46 to 55	17.8	19.2
56 to 65	26.2	23.8
66 or older	25.6	24.6

HISPANIC OR LATINX	2018 PERCENT	2020 PERCENT
Yes	3.6	5.0
No	93.8	92.3
Don't Know / Not Sure	2.6	2.7

RACE	2018 PERCENT	2020 PERCENT
White	92.3	91.1
Black or African American	0.4	0.4
Asian	0.8	1.1
Native Hawaiian or other Pacific Islander	0.2	0.1
American Indian or Alaska Native	0.9	1.0
Other	5.4	6.4

EDUCATION	2018 PERCENT	2020 PERCENT
Did not graduate from high school	0.2	0.4
High school graduate or GED	6.0	3.1
Career credential, certification, licensure, or apprenticeship	--	6.2
Associates degree	7.5	6.5
Some college	15.9	9.5
College graduate	36.7	36.8
Postgraduate or professional degree	33.7	37.5

EMPLOYMENT STATUS PERCENT (MULTIPLE RESPONSES ACCEPTED)	2018 PERCENT	2020 PERCENT
Working full-time	50.4	47.5
Working part-time	12.5	11.3
Working multiple jobs	5.4	4.3
Student	2.3	2.1
Retired	30.6	30.7
Unemployed- looking for work	2.7	4.3
Unemployed- not looking for work	2.1	3.2
Unemployed- unable to work because of disability	1.6	2.3
Unsure / other	1.6	1.7

CHILDREN LIVING AT HOME	2018 PERCENT	2020 PERCENT
Yes	25.3	29.2
No	72.9	70.6
Unsure	0.2	0.2

NUMBER OF CHILDREN UNDER 18 LIVING AT HOME PERCENT	2018 PERCENT	2020 PERCENT
Prefer not to answer	--	0.4
1	41.5	40.8
2	38.2	43.3
3	10.3	8.6
4	3.3	3.7
5	1.1	1.2
6	0.2	0.8

INCOME	2018 PERCENT	2020 PERCENT
Less than \$20,000	4.3	4.0
\$20,000 to less than \$30,000	4.4	4.8
\$30,000 to less than \$40,000	5.6	4.9
\$40,000 to less than \$50,000	5.7	5.7
\$50,000 to less than \$60,000	7.6	6.2
\$60,000 to less than \$75,000	9.4	8.6
\$75,000 to less than \$100,000	16.5	18.6
\$100,000 to less than \$200,000	24.5	25.0
\$200,000 or more	5.3	6.7
Unsure	0.5	0.6
Prefer not to answer	16.2	15.0

COUNTY	2018 PERCENT	2020 PERCENT
Fort Collins	53.3	58.0
Loveland	19.2	22.4
Berthoud	3.8	2.7
Estes Park	3.5	3.7
Johnstown	1.1	0.7
Timnath	1.2	1.1
Wellington	3.3	3.3
Windsor	2.6	1.0
Laporte	2.1	1.3
Red Feather Lakes	1.1	0.6
Bellvue	2.0	1.1
Drake	0.7	0.5
Glen Haven	0.5	0.1
Livermore	1.9	0.8
Masonville	1.1	0.5
Virginia Dale	--	0.1
Other	2.6	2.1

Others included: Carter Lake, Outside City Limits, Pinewood Springs, Stove Prairie, Unincorporated Fort Collins, Unincorporated Larimer.

INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey are presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.