

2006 CORE BELIEFS Results by Question

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1.) I am		Responses	
		(percent)	(count)
Male		53.24%	189
Female		46.76%	166
Totals		100%	355

2.) I am		Responses	
		(percent)	(count)
19 or younger		0.52%	2
20-30		8.83%	34
31-40		10.91%	42
41-50		19.48%	75
51-60		25.45%	98
Over 61		25.45%	98
I can't remember		1.04%	4
Age is a state of mind		8.31%	32
Totals		100%	385

3.) Okay, let's do it again... I am...		Responses	
		(percent)	(count)
19 or younger		1.29%	5
20-30		8.48%	33
31-40		11.31%	44
41-50		18.77%	73
51-60		29.05%	113
Over 61		31.11%	121
Totals		100%	389

4.) I live in		Responses	
		(percent)	(count)
Aspen and I am not registered to vote		7.94%	32
Aspen and I am registered to vote		55.09%	222
Pitkin County		17.37%	70
Garfield County		3.97%	16
Eagle County		6.95%	28
Second homeowner in the region		6.45%	26
Other		2.23%	9
Totals		100%	403

5.) I have lived in the Roaring Fork Valley		Responses	
		(percent)	(count)
0-5 years		19.95%	80
6-10 years		10.97%	44
11-20 years		22.19%	89
21-30 years		14.46%	58
31-40 years		24.19%	97
Over 41 years		8.23%	33
Totals		100%	401

6.) I heard about today's meeting from...		
	Responses	
	(percent)	(count)
Ad in newspapers	27.78%	105
Newspaper story	13.23%	50
Radio	4.23%	16
Flyer in town	2.12%	8
Word of mouth	39.95%	151
I attended a focus group	8.73%	33
I don't even know, but here I am	3.97%	15
Totals	100%	378

7.) This remote control makes me feel...		
	Responses	
	(percent)	(count)
Technologically savvy	28.68%	109
All powerful	13.68%	52
Like I should be changing channels	5.79%	22
Like a cog in the technological wheel	15.79%	60
Ask me again at the end	36.05%	137
Totals	100%	380

8.) "There is more legitimacy to my opinions because I have been here a long time."		
	Responses	
	(percent)	(count)
Strongly Agree	17.68%	70
Agree	27.53%	109
Neutral	16.16%	64
Disagree	23.99%	95
Strongly Disagree	14.65%	58
Totals	100%	396

9.) Many people told us, "Aspen was a better place to live when I first moved here."		
	Responses	
	(percent)	(count)
I would have loved to have raised the drawbridge after I arrived	9.97%	39
All those people who moved here after me ruined it	2.81%	11
The high price of housing will keep people from moving here	12.28%	48
It's better now than when I moved here	8.18%	32
Some things are better, some things are worse	49.10%	192
It is what it is	17.65%	69
Totals	100%	391

10.) We just had to ask, regarding underwear in Aspen...		
	Responses	
	(percent)	(count)
It is not a problem to find here	14.78%	56
I have to drive down valley to buy my underwear	52.51%	199
I buy my underwear on the internet	15.57%	59
I buy beaded thongs in Aspen but how many pairs do I need?	1.85%	7
Who cares, I don't wear underwear	15.30%	58
Totals	100%	379

11.) The City government has _____ vision regarding growth and development in Aspen.			
		Responses	
		(percent)	(count)
Long-term		8.02%	32
Short-term		16.04%	64
Fluctuating		46.87%	187
No		21.80%	87
I'm not sure		7.27%	29
Totals		100%	399

12.) Due to the amount / pace of development right now Aspen is....			
		Responses	
		(percent)	(count)
Likely to become more vibrant and interesting		19.18%	121
Noisy, dusty and congested		27.26%	172
Unfriendly to tourists		2.85%	18
Evolving into something I think I will enjoy		13%	82
Losing its character		33.91%	214
None of the above		3.80%	24
Totals		100%	631

13.) When my children and I walk or ride bikes around town...			
		Responses	
		(percent)	(count)
It is worse than I've ever seen it related to dangers on the street		25.83%	101
I'm very worried about safety due to construction mess and vehicles		16.37%	64
I'm a little worried		25.32%	99
I'm not worried at all		23.53%	92
It has always been like this		8.95%	35
Totals		100%	391

14.) Regarding the pace of development in Aspen:			
		Responses	
		(percent)	(count)
It's overwhelming and degrading my quality of life		45.67%	190
It's a natural cycle and I just live with it		15.87%	66
Development has more positive features than negative		8.89%	37
Construction goes with a healthy economy		13.70%	57
Short-term negative impacts are worth it in the long-run		15.87%	66
Totals		100%	416

15.) I would be more comfortable with the pace of development...

	Responses	
	(percent)	(count)
If I knew it was going to slow down at some point soon	10.40%	52
If the City had a better plan for managing and controlling growth	52.40%	262
I am comfortable with the pace now	19.80%	99
I'll never be comfortable with the current pace no matter what	17.40%	87
Totals	100%	500

16.) "What worries me is not the pace and amount of development going on in Aspen, but the character of what is being built."

	Responses	
	(percent)	(count)
I'm worried about both equally	21.73%	88
I'm worried about both, but character worries me the most	42.47%	172
I'm worried about both, but pace worries me the most	13.09%	53
Character is hard to define	10.12%	41
I'm not worried about either	12.59%	51
Totals	100%	405

17.) The city needs to do a better job of addressing the negative impacts of construction i.e. traffic, dust, noise etc.

	Responses	
	(percent)	(count)
Strongly Agree	55.31%	229
Agree	26.57%	110
Neutral	9.42%	39
Disagree	6.52%	27
Strongly Disagree	2.17%	9
Totals	100%	414

18.) "I've learned to deal with traffic coming in and out of Aspen; I go to work later and leave work later which is fine with me because I don't like getting up at 8 am anyway." How do you deal with traffic?

	Responses	
	(percent)	(count)
I organize my life around traffic patterns in Aspen and I hate it	22.63%	93
I organize my life around traffic patterns in Aspen and I don't mind	19.95%	82
My schedule is inflexible and I can't organize my life around certain commute times	9.49%	39
Traffic is bad all the time, so it doesn't matter	10.71%	44
I live in town and don't deal with it much	37.23%	153
Totals	100%	411

19.) Where is Aspen NOW on the scale of being a World Class Resort and / or a Healthy Year Round Community?

	Responses	
	(percent)	(count)
We are a resort first, a community second	29.58%	121
A little more resort than community	22.98%	94
It's a nice balance between the two	30.81%	126
A little more community than resort	10.02%	41
We are a community first, a resort second	6.60%	27
Totals	100%	409

20.) Where do you WANT Aspen to be on the scale of being a World Class Resort and / or a Healthy Year Round Community?

	Responses	
	(percent)	(count)
A resort first, a community second	4.26%	18
A little more resort than community	7.33%	31
It's a nice balance between the two	45.86%	194
A little more community than resort	20.33%	86
A community first, a resort second	22.22%	94
Totals	100%	423

21.) Regarding special events in town... (i.e. Comedy Fest, Food and Wine, Winterskol)

	Responses	
	(percent)	(count)
They overwhelm the town too much of the year and we need to cut back	13.83%	57
I don't really enjoy them but I think they're okay	13.59%	56
There is a perfect amount now but we don't need any more	25.24%	104
Bring them on - they make Aspen the place that it is	47.33%	195
Totals	100%	412

22.) The city should have a stronger role in the design of buildings to make sure they relate to the existing character of downtown Aspen.

	Responses	
	(percent)	(count)
Strongly Agree	37.05%	143
Agree	25.91%	100
Neutral	9.33%	36
Disagree	13.73%	53
Strongly Disagree	13.99%	54
Totals	100%	386

23.) I would say in the last year City Council...

	Responses	
	(percent)	(count)
Favors the community over the resort in most of their decisions	15.40%	61
Favors the resort over the community in most of their decisions	43.69%	173
Their decisions have been pretty equal	16.92%	67
I don't know	23.99%	95
Totals	100%	396

24.) Regarding the development moratorium, we heard some of these comments in the focus groups, what do you think?

	Responses	
	(percent)	(count)
I think the City was reacting to the boom in the economy rather than looking at a long term vision	26.33%	109
The moratorium was a bad idea	15.22%	63
It's healthy to sit back and find time to evaluate what is going on	55.07%	228
I'm not sure	3.38%	14
Totals	100%	414

25.) City Council should have authority to vary the size, height, and width of a project from the allotted size allowed by the code...

	Responses	
	(percent)	(count)
Never	12.69%	49
In very, very rare instances	44.04%	170
Only if the project is a community asset	15.80%	61
Yes because every project is unique	22.54%	87
Yes, council should negotiate on every project	4.92%	19
Totals	100%	386

26.) We heard in the focus groups..."Developers always ask for a lot more than they want so in the end they still get more than they should, and the City lets them get away with it."

	Responses	
	(percent)	(count)
Strongly Agree	46.84%	193
Agree	21.12%	87
Neutral	7.77%	32
Disagree	15.29%	63
Strongly Disagree	8.98%	37
Totals	100%	412

27.) The City should have _____ role in the pace of development.

	Responses	
	(percent)	(count)
no	2.38%	10
limited	12.14%	51
some	21.67%	91
a major	46.90%	197
the ultimate	16.90%	71
Totals	100%	420

28.) The City should limit the amount of construction going on in each neighborhood so no one neighborhood is overwhelmed.

	Responses	
	(percent)	(count)
Strongly agree	30.81%	122
Agree	23.48%	93
Neutral	14.39%	57
Disagree	19.19%	76
Strongly Disagree	12.12%	48
Totals	100%	396

29.) If the City limits construction in neighborhoods, I would rather...

	Responses	
	(percent)	(count)
See limited construction over a longer period so it's not so overwhelming	54.55%	210
Let the construction occur at once so we can just get it over with	45.45%	175
Totals	100%	385

30.) The City's current policy regarding construction in the commercial core is to allow construction between 7 am and 7 pm Monday through Saturday, and prohibit construction on Sundays. (What is most important to you, prioritize your top three)

	Responses	
	(percent)	(count)
Should be prohibited on Saturday	17.85%	168
Should have more restricted hours on Saturday	15.41%	145
Shouldn't start so early in the morning	18.70%	176
Shouldn't go so late in the evening	14.67%	138
Is OK the way it is	14.35%	135
Just enforce the existing rules better	19.02%	179
Totals	100%	941

31.) The City's current policy regarding construction in the residential areas is to allow construction between 7 am and 7 pm Monday through Saturday, and prohibit construction on Sundays. (What is most important to you, prioritize your top three)

	Responses	
	(percent)	(count)
Should be prohibited on Saturday	22%	222
Should have more restricted hours on Saturday	12.88%	130
Shouldn't start so early in the morning	22.89%	231
Shouldn't go so late in the evening	16.75%	169
Is OK the way it is	9.81%	99
Just enforce the existing rules better	15.66%	158
Totals	100%	1009

32.) If construction is not allowed on Saturdays or is required to start later in the morning and/or end earlier in the evening, it will probably take longer to finish projects. I am ...

	Responses	
	(percent)	(count)
Willing to live with projects taking longer if I can have a little more peace	42.14%	169
I'd rather just have it finished as soon as possible	26.68%	107
I don't believe it's ever going to end either way	31.17%	125
Totals	100%	401

33.) I believe the City should manage the pace of scrape and replace developments...

	Responses	
	(percent)	(count)
Strongly Agree	39.20%	156
Agree	23.87%	95
Neutral	7.04%	28
Disagree	16.58%	66
Strongly Disagree	13.32%	53
Totals	100%	398

34.) I'm worried about City's management of scrape and replace development because...

	Responses	
	(percent)	(count)
It will affect my ability to remodel	19.78%	73
It will slow down redevelopment in town	26.02%	96
I'm not worried, please regulate it	54.20%	200
Totals	100%	369

35.) In the focus groups we heard some of these comments ...City Council is...

	Responses	
	(percent)	(count)
Consistent with their decisions	2.50%	15
Inconsistent with their decisions	25.50%	153
Bends to last minute pressures instead of adhering to long-range plans that are in place	32.33%	194
Juggling competing priorities and it's impossible to make everyone happy and I understand that	18.17%	109
Too quick to say "I don't like it" and refuse a project on that basis	10.50%	63
Not all decisions are created equal so how consistent can council be?	11%	66
Totals	100%	600

36.) If the City is limiting the number of development projects per year, should public projects, eg: schools, affordable housing, parks, be exempt from that allotment?

	Responses	
	(percent)	(count)
Yes, all public projects should be exempt from system	27.67%	114
Exempt just affordable housing	4.85%	20
No, hold public projects to the same limitations as private ones	26.46%	109
It's complicated, not all public projects have equal community benefits	41.02%	169
Totals	100%	412

37.) Regarding affordable housing...

	Responses	
	(percent)	(count)
Build more downtown	12.75%	51
Build more anywhere possible	29%	116
We have enough	18%	72
Make developers incorporate it into their projects	36%	144
I don't know what I think about it.	4.25%	17
Totals	100%	400

38.) I think the City should buy Prince Bandar's "house" and turn it into affordable housing units...

	Responses	
	(percent)	(count)
Agree	18.37%	63
Disagree	17.20%	59
Agree, but only if you keep the pools	7.29%	25
At \$135 million, it would be foolish to pass on this	20.70%	71
I would move there only if the staff stayed	36.44%	125
Totals	100%	343

39.) If you had to prioritize three things that you must have in Aspen, they would be:

	Responses	
	(percent)	(count)
Pharmacy	23.55%	251
Reasonably priced restaurants and retail	19.51%	208
Movie theatre	19.51%	208
Shoe repair	3.28%	35
Laundromat	2.63%	28
Hardware store	16.98%	181
Bike shop	5.53%	59
Auto repair	6.29%	67
A place to buy underwear (including beaded thongs)	1.69%	18
Subsidized sushi	1.03%	11
Totals	100%	1066

40.) We need _____ grocery stores to maintain a healthy year round community.

	Responses	
	(percent)	(count)
Zero	0.50%	2
One	8%	32
Two	32.25%	129
Three	16.50%	66
Whatever the market decides	42.75%	171
Totals	100%	400

41.) "People in the mining days went to Glenwood to buy supplies and people today are still going to Glenwood." What do you think?

	Responses	
	(percent)	(count)
We live in a region, I go down valley to buy most things and I don't mind	42.56%	166
I go down valley to buy most things and I do mind	14.10%	55
We need to make sure we can shop in Aspen	43.33%	169
Totals	100%	390

43.) As a resident, I'm concerned about the current mix of commercial retail and restaurants downtown and how it serves my needs...

	Responses	
	(percent)	(count)
Strongly agree	34.22%	128
Agree	25.13%	94
Neutral	22.19%	83
Disagree	11.50%	43
Strongly disagree	6.95%	26
Totals	100%	374

44.) I believe the current mix of retail stores is too "high-end" and does not meet the needs and interests of tourists.

	Responses	
	(percent)	(count)
Strongly agree	35.22%	131
Agree	28.76%	107
Neutral	10.75%	40
Disagree	19.35%	72
Strongly Disagree	5.91%	22
Totals	100%	372

45.) I think the high number of funky boutiques that Aspen used to have were part of the unique charm that attracted tourists.

	Responses	
	(percent)	(count)
Strongly agree	45.31%	174
Agree	27.34%	105
Neutral	15.62%	60
Disagree	6.77%	26
Strongly Disagree	4.95%	19
Totals	100%	384

46.) I believe government should have a role in helping preserve and maintain some essential businesses that serve year-round residents ...

	Responses	
	(percent)	(count)
Strongly agree	31.58%	120
Agree	31.05%	118
Neutral	10.00%	38
Disagree	16.84%	64
Strongly Disagree	10.53%	40
Totals	100%	380

47.) Is the free-market creating too much high-end retail and not enough locally serving businesses?

	Responses	
	(percent)	(count)
The mix of stores and restaurants will be what it will be, no need for government intervention	26.91%	102
Local government should play a modest role, such as creating financial incentives	48.55%	184
Local govt. should play an aggressive role, exploring everything from zoning regulations to buying property	24.54%	93
Totals	100%	379

48.) If the city were to have some role in helping create/maintain the existence of locally serving businesses I would like to see it explore...

	Responses	
	(percent)	(count)
Some form of subsidies	11.16%	84
Rent control	17.26%	130
Tax breaks	18.33%	138
Zoning	20.58%	155
Buying buildings and leasing to private businesses	9.96%	75
Special downtown business improvement tax district	13.28%	100
I don't want to see any govt. intervention	9.43%	71
Totals	100%	753

49.) Obermeyer Place is a combination of locally serving businesses, affordable and free-market housing. If it is successful in retaining locally serving businesses I would like to see the model replicated.

	Responses	
	(percent)	(count)
Strongly agree	29.40%	107
Agree	40.66%	148
Neutral	14.56%	53
Disagree	7.14%	26
Strongly Disagree	8.24%	30
Totals	100%	364

50.) I would like to see the size of the downtown increase outward so more shops, restaurants and other services may exist / compete in Aspen.

	Responses	
	(percent)	(count)
Strongly agree	12.16%	45
Agree	18.11%	67
Neutral	9.73%	36
Disagree	32.43%	120
Strongly Disagree	27.57%	102
Totals	100%	370

51.) I would like to see downtown alleys used as ...

	Responses	
	(percent)	(count)
Commercial space	1.32%	5
Affordable commercial space	20.79%	79
Both	12.37%	47
Alleys	63.16%	240
Bowling alleys	2.37%	9
Totals	100%	380

52.) How important is it for Aspen to maintain diverse (price, location, quality, size) lodging choices for visitors?			
	Responses		
	(percent)	(count)	
Very important	76.29%	296	
Important	15.46%	60	
Neutral	3.35%	13	
Not important	3.35%	13	
Very unimportant	1.55%	6	
Totals	100%	388	

53.) Regarding the Lodging Incentive Program, I believe...			
	Responses		
	(percent)	(count)	
I want to see how this program works before I decide	20.47%	87	
Lodges don't need incentives or special treatment	8.94%	38	
It depends on how much height, size and free market units are allowed	42.82%	182	
Sounds good to me	27.76%	118	
Totals	100%	425	

54.) In order to preserve a diversity of room sizes, I am willing to allow....			
	Responses		
	(percent)	(count)	
More height	7.71%	35	
Bigger buildings	14.98%	68	
Free market units	23.35%	106	
All of the above	25.77%	117	
No more height, size or free market units	28.19%	128	
Totals	100%	454	

55.) I like the idea of providing incentives...			
	Responses		
	(percent)	(count)	
For all lodges	63.77%	213	
Only for downtown lodges	14.97%	50	
Only for lodges in residential neighborhoods	2.10%	7	
I don't like the idea for any lodges	19.16%	64	
Totals	100%	334	

56.) I think the diversity of lodging options in Aspen should be solely determined by supply and demand.			
	Responses		
	(percent)	(count)	
Strongly agree	21.64%	29	
Agree	22.39%	30	
Neutral	12.69%	17	
Disagree	33.58%	45	
Strongly Disagree	9.70%	13	
Totals	100%	134	

57.) One of the things I like about the downtown is the diversity in the height and size of buildings.

	Responses	
	(percent)	(count)
Strongly agree	36.16%	128
Agree	40.96%	145
Neutral	12.99%	46
Disagree	6.78%	24
Strongly disagree	3.11%	11
Totals	100%	354

58.) Regarding downtown, it feels too overwhelming with buildings, events, traffic, people.

	Responses	
	(percent)	(count)
Strongly Agree	10.64%	38
Agree	13.17%	47
Neutral	8.12%	29
Disagree	47.06%	168
Strongly Disagree	21.01%	75
Totals	100%	357

59.) If you agree that downtown feels overwhelming, then...it is the density of ____ that bothers me downtown

	Responses	
	(percent)	(count)
People	1.93%	8
Buildings	3.61%	15
Events	3.13%	13
Traffic	74.70%	310
All	2.17%	9
Answer not given	14.46%	60
Totals	100%	415

60.) "One of the things I like about the streetscape in downtown Aspen is that most of the blocks are broken up by a series of buildings" (as opposed to long buildings).

	Responses	
	(percent)	(count)
Strongly agree	46%	161
Agree	42.57%	149
Neutral	6.57%	23
Disagree	2.86%	10
Strongly disagree	2%	7
Totals	100%	350

61.) Aspen has...

	Responses	
	(percent)	(count)
Too many tall trees	5.95%	21
A perfect amount of trees	34.56%	122
Not enough trees	21.25%	75
Trees in the wrong places	4.82%	17
The trees on the mall are too tall	2.27%	8
I've never even thought about it before	31.16%	110
Totals	100%	353

62.) I would like to see preserving the historic character of downtown as the City's ...			
		Responses	
		(percent)	(count)
Highest priority		31.65%	113
A top priority		34.45%	123
One of many priorities		29.97%	107
A low priority		3.36%	12
Don't care		0.56%	2
Totals		100%	357

63.) What makes downtown interesting to me is...			
		Responses	
		(percent)	(count)
Big picture windows close to the sidewalk		6.60%	46
Interesting nooks between buildings		8.32%	58
The ornate detail along the tops of older buildings		16.79%	117
Outdoor restaurant seating		24.25%	169
The variety of colors and materials on buildings		18.79%	131
Buildings that have public space in front of them (Zelev, Paradise Bakery)		25.25%	176
Totals		100%	697

64.) The city should have a stronger role in the design of buildings to make sure they relate to the existing character of downtown Aspen.			
		Responses	
		(percent)	(count)
Strongly Agree		36.88%	118
Agree		33.44%	107
Neutral		6.56%	21
Disagree		16.25%	52
Strongly Disagree		6.88%	22
Totals		100%	320

65.) Regarding this technology and this type of meeting			
		Responses	
		(percent)	(count)
I can't wait to do this again - start on transportation as soon as possible!		87.94%	277
I prefer the tried-and-true method of public hearings in the Council chambers		1.90%	6
We need other input methods but this wasn't it		10.16%	32
Totals		100%	315

66.) Today's meeting makes me _____ likely to run for City Council.			
		Responses	
		(percent)	(count)
A lot more		9.27%	29
More		12.46%	39
Less		5.11%	16
A lot less		5.11%	16
Who in their right mind would ever run for City Council?		68.05%	213
Totals		100%	313