

Loveland, CO The National Community Survey

Report of Results 2024

Report by:





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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the "livability" of Loveland. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

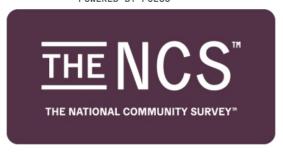
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents' opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- · Health and Wellness
- · Education, Arts, and Culture
- · Inclusivity and Engagement





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The report provides the opinions of a representative sample of 612 residents of the City of Loveland collected from July 24th, 2024 to September 4th, 2024. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2024 survey was 16%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Loveland.





How the results are reported

For the most part, the percentages presented in the following tabs represent the "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in the tab "Complete data." However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Loveland's results are noted as being "higher" than the benchmark, "lower" than the benchmark, or "similar" to the benchmark, meaning that the average rating given by Loveland residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Loveland's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Loveland's average rating was more than 20 points different when compared to the benchmark.

Trends over time

Trend data for Loveland represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 5% percentage points between the 2022 and 2024 surveys, the change is statistically significant.

1. In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.



Methods

Selecting survey recipients

All households within the City of Loveland were eligible to participate in the survey. A list of all households within the zip codes serving Loveland was purchased from Polco's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Loveland households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Loveland boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of Loveland's four Wards. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was randomly selected using the "birthday method". The birthday method selects a person within the household by asking the "person who most recently had a birthday" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 4,000 randomly selected households received mailings beginning on July 24, 2024 and data collection for the survey remained open for six weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. Both mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. The follow-up mailing asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 3% of the 4,000 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,871 households that received the invitations to participate, 612 completed the survey, providing an overall response rate of 16%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.²

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of Loveland survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (612 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Loveland. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Loveland and also a question about where they heard about the survey. The open-participation survey was open to all city residents and became available on August 5th, 2024. The survey remained open for four weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open-participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a "key and verify" method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the City of Loveland. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.³ The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	5%	24%	28%
	35-54	20%	31%	30%
	55+	74%	44%	42%
Area	Ward 1	27%	25%	25%
	Ward 2	31%	25%	26%
	Ward 3	20%	24%	24%
	Ward 4	22%	26%	26%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	94%	90%	90%
Origin	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	6%	10%	10%
Housing tenure	Own	82%	63%	63%
tonare	Rent	18%	37%	37%
Housing type	Attached	28%	35%	35%
	Detached	72%	65%	65%
Race & Hispanic	Not white alone	12%	14%	13%
origin	White alone, not Hispanic or Latino	88%	86%	87%
Sex	Man	41%	45%	49%
	Woman	59%	55%	51%

Sex/age	Man 18-34	2%	8%	14%
	Man 35-54	7%	17%	16%
	Man 55+	32%	20%	19%
	Woman 18-34	4%	15%	14%
	Woman 35-54	13%	15%	14%
	Woman 55+	42%	25%	23%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in the tab "Complete data". However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Loveland funded this research. Please contact Kim Overholt of the City of Loveland at kimberly.overholt@cityofloveland.org if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged. Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than those who did respond. Coverage error refers to the possibility that some respondents that should have been included in the surveyed population were not (e.g., for a general resident survey, USPS mailing lists may exclude certain types of housing units, such as multi-family buildings where mail is delivered to a common area rather than to a specific unit (though this is rare), or where mail is received at a PO box instead of the at household's physical location. Finally, recall bias occurs when respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and social desirability bias may cause respondents to answer in ways they think cast their responses in a more favorable light.

Survey Validity

See the Polco Knowledge Base article on survey validity at https://info.polco.us/knowledge/statistical-vali

- $\textbf{2. See AAPOR's Standard Definitions for more information at $\underline{\text{https://aapor.org/standards-and-ethics/standard-definitions/standa$
- 3. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf
- 4. Targets come from the 2020 Census and 2022 American Community Survey

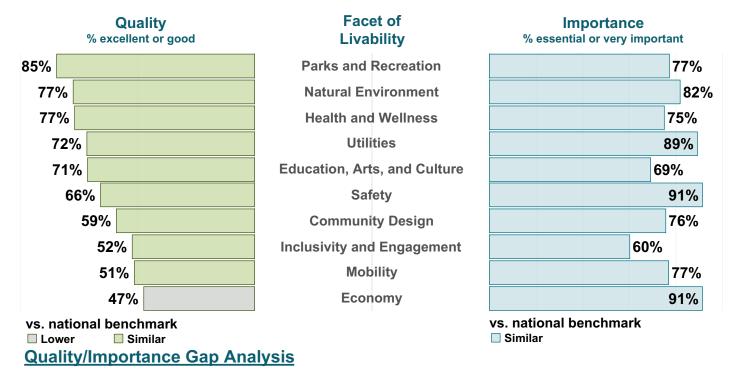
Facets of Livability



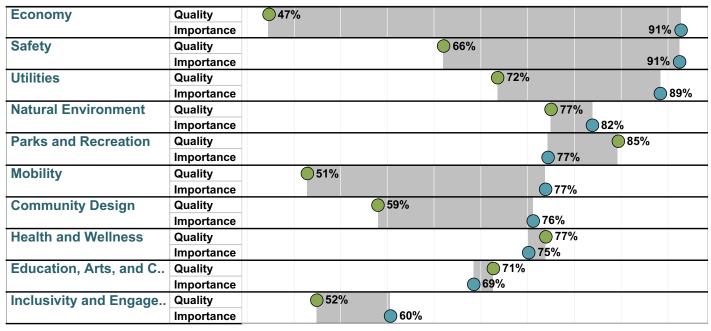
Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher t...



The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



Key Findings

Highest-performing areas:

- A strong majority of residents felt safe in their neighborhoods and in downtown areas during the day, and reviews for City police services increased from 2022 results.
- Most residents rated parks and recreational opportunities positively, with residents offering above-average ratings to quality and availability of walking trails and city parks performed.
- Loveland's natural environment, including its cleanliness and open spaces, received strong ratings from most residents, and both were higher than national averages.

Lowest-performing areas:

- Less than half of the community expressed confidence in Loveland's economic health, particularly in relation to job opportunities and the cost of living.
- The availability of affordable quality housing declined slightly, with fewer residents feeling positive about the availability of affordable housing options.
- While most residents felt safe overall, there was a noticeable decline in confidence regarding safety from property crime, with less than 7 in 10 residents feeling secure.

Other notable results:

- When asked about managing projected budget deficits, many residents favored maintaining or increasing taxes over cutting services.
- A majority of respondents used the city website and social media platforms, such as Facebook, as primary sources of information about the city, indicating a preference for digital communication.

Areas of greatest change since 2022:

Of the 123 evaluative questions included on both the 2022 and current survey iterations, 78 were statistically similar to previous results. Upward trends were seen in 13 items, while 32 ratings decreased since 2022. The most significant of those trends are listed below.

Increases

- Affordable high-speed internet access (+12%)
- City Police services (+11%)
- What impact, if any, do you think the economy will have on your family income in the next 6 months? (+10%)
- Adult educational opportunities (+8%)
- Opportunities to attend cultural/arts/music activities (+7%)

Decreases

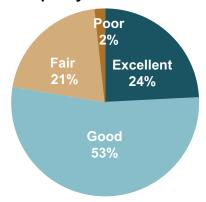
- Air quality (-12%)
- Overall economic health of Loveland (-10%)
- Public information services (10%)
- Employment opportunities (-9%)
- Economic development (-9%)

Polco

The overall quality of life in Loveland, 2024

Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.



Please rate each of the following aspects of quality of life in Loveland.

(% excellent or good)

(,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	2018	2020	2022	2024
Loveland as a place to live			87% •	Similar vs. benchmark ⁸
The overall quality of life			83%•	78% Similar

Please indicate how likely or unlikely you are to do each of the following.

(% very or somewhat likely)

	2018	2020	2022	2024
Recommend living in Loveland to someone who asks			82%●	30% Similar
Remain in Loveland for the next five years			86% [•]	81% Similar

Please rate each of the following in the Loveland community.

(% excellent or good)

(% excellent or good)				
	2018	2020	2022	2024
Overall image or reputation			66% *	● 66% Similar

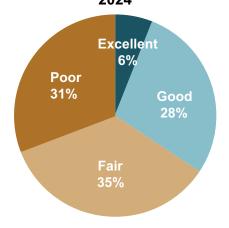
 $\textbf{8.} \ \ \text{Comparison to the national benchmark is shown. If no comparison is available, this is left blank.}$



Overall confidence in Loveland government, 2024

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.



Please rate the quality of each of the following services in Loveland.

(% excellent or good)

	2018	2020	2022	2024
Public information services			74%	64% Similar vs. benchmark
Overall customer service by Loveland employees			78%	75% Similar

Please rate the following categories of Loveland government performance.

	2018	2020	2022	2024
The value of services for the taxes paid to Loveland			56%	52% Similar
The overall direction that Loveland is taking			50%●	48% Similar
The job Loveland government does at welcoming resident involvement			49%━──	43% Similar
Overall confidence in Loveland government			39%•	34% Lower
Generally acting in the best interest of the community	′		45%•	42% Similar
Being honest			42%€	36% Lower
Being open and transparent to the public			37%•──	35% Lower
Informing residents about issues facing the community			45%•	40% Similar
Treating all residents fairly			46%€	43% Lower
Treating residents with respect			53% ************************************	● 48% Lower

Please indicate whether or not you have done each of the following in the last 12 months. (% excellent or good)

	2018	2020	2022	2024
Attended a local public meeting			19%•	21% Similar
Contacted Loveland elected officials to express your opinion			15%•	17% Similar
Contacted the City of Loveland for help or information			56% 	● 57% Higher
Watched a local public meeting			27%•	23% Similar
Overall, how would you rate the quality of the servi (% excellent or good)	ces provi	ided by e	ach of the fo	llowing?
	2018	2020	2022	2024
The City of Loveland			70% ************************************	68% Similar

35%

29%---

The Federal Government

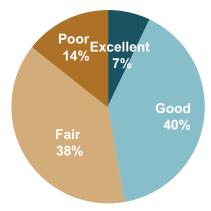
⁹. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall economic health of Loveland, 2024



Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.



Please rate each of the following characteristics as they relate to Loveland as a whole.

(% excellent or good)



Please rate each of the following aspects of quality of life in Loveland.

(% excellent or good)

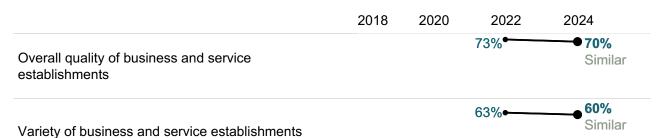
	2018	2020	2022	2024
Loveland as a place to work			62%←	59% Similar
Loveland as a place to visit			74% -	● 66% Similar

Please rate the quality of each of the following services in Loveland.

(% excellent or good)

	2018	2020	2022	2024
Economic development			55%	46% Similar

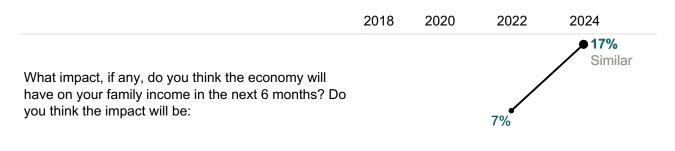
Please rate each of the following in the Loveland community.



Vibrancy of downtown/commercial area	61%€	62% Similar
Employment opportunities	46%	37% Similar
Shopping opportunities	66%	60% Similar
Cost of living	27%€	29% Similar

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

(% very or somewhat positive)



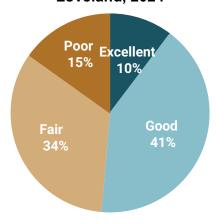
10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Overall quality of the transportation system in Loveland, 2024

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.



Please rate each of the following characteristics as they relate to Loveland as a whole. (% excellent or good)

	2018	2020	2022	2024
			49%•	5 1%
Overall quality of the transportation system				Similar
				vs. benchmark ¹¹

Please also rate each of the following in the Loveland community. (% excellent or good)

(70 executed of good)	2018	2020	2022	2024
Traffic flow on major streets			43%€──	38% Similar
Ease of public parking			48%€──	46% Similar
Ease of travel by car			62%	57% Similar
Ease of travel by public transportation			26%	30% Similar
Ease of travel by bicycle			56%●	58% Similar
Ease of walking			65% [•]	● 63% Similar

Please indicate whether or not you have done each of the following in the last 12 months. (% yes)

	2018	2020	2022	2024
Used public transportation instead of driving			8%•	12% ——• Lower
Carpooled with other adults or children instead of driving alone			50%•	57% Higher
Walked or biked instead of driving			63% •	58% Similar

Please rate the quality of each of the following services in Loveland. (% excellent or good)

(78 excellent of good)	2018	2020	2022	2024
Traffic enforcement			48%€──	43% Lower
Traffic signal timing			59%•	52% Similar
Street repair			47%€	43% Similar
Street cleaning			67%━	62% Similar
Street lighting			66%●	68% Similar
Snow removal			63%●	63% Similar
Sidewalk maintenance			59%●	55% Similar
City bus or transit services			46%●	52% Similar

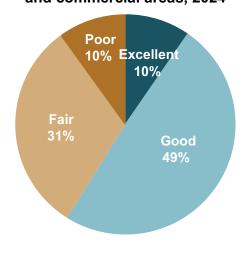
^{11.} Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Overall design or layout of Loveland's residential and commercial areas, 2024

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following characteristics as they relate to Loveland as a whole. (% excellent or good)

	2018	2020	2022	2024
Overall design or layout of residential and			54%●	59% Similar
commercial areas				vs. benchmark ¹²

Please rate each of the following aspects of quality of life in Loveland.

(% excellent or good)

,	2018	2020	2022	2024
Your neighborhood as a place to live			84%	● 80% Similar

Please also rate each of the following in the Loveland community.

	2018	2020	2022	2024
Well-planned residential growth			37%●	41% Similar
Well-planned commercial growth			38%€──	35% Similar
Well-designed neighborhoods			51%•	52% Similar

Preservation of the historical or cultural character of the community			67%●	● 67% Similar
Public places where people want to spend time			71%	64% Similar
/ariety of housing options			35%━──	39% Similar
Availability of affordable quality housing			11%•	16% Lower
Overall quality of new development			40%€	43% Similar
Overall appearance			66%•	64% Similar
Please rate the quality of each of the following se	rvices in L	oveland.		
(% excellent or good)	2018	2020	2022	2024

36%←

36%∽

● 36% Similar

32% Similar

Land use, planning and zoning

Code enforcement

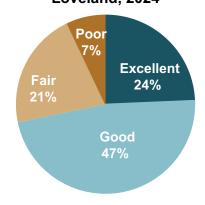
^{12.} Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Overall quality of the utility infrastructure in Loveland, 2024

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.



Please rate each of the following characteristics as they relate to Loveland as a whole.

(% excellent or good)

	2018	2020	2022	2024
Overall quality of the utility infrastructure			78% [•]	72% Similar vs. benchmark ¹³

Please rate the quality of each of the following services in Loveland.

	2018	2020	2022	2024
Affordable high-speed internet access			62%	73% Higher
Garbage collection			88% •	● 86% Similar
Drinking water			83%•	● 83% Higher
Sewer services			89% •	● 87% Similar
Storm water management			86%	80% Similar
Power services from Loveland Water & Power			90%	● 84% Similar
Utility billing			75% ←	74% Similar

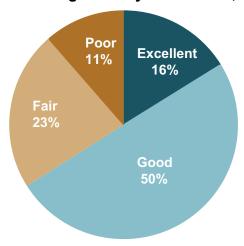
^{13.} Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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Overall feeling of safety in Loveland, 2024

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.



Please rate each of the following characteristics as they relate to Loveland as a whole. (% excellent or good)

	2018	2020	2022	2024
Overall feeling of safety			71% •	● 66% Similar
				vs benchmark ¹⁴

Please rate how safe or unsafe you feel:

(% very or somewhat safe)

In your neighborhood during the day	2018	2020	2022 92%	2024 90% Similar
In Loveland's downtown/commercial area during the day			84%•	78% Lower
From property crime			65%•	66% Similar
From violent crime			75%-	75% Similar
From fire, flood, or other natural disaster			73%	70% Similar

Please rate the quality of each of the following services in Loveland.

	2018	2020	2022	2024
City Police services			52%•	63% Lower
Crime prevention			51%•	57% Lower
Animal control			69%•	71% Similar
Ambulance or emergency medical services			92%•	● 92% Similar
Fire services			94%	● 96% Similar
Fire prevention and education			80%•	80% Similar
Emergency preparedness			64%•	68% Similar

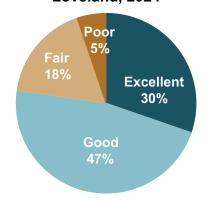
^{14.} Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Overall quality of natural environment in Loveland, 2024

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



Please rate each of the following characteristics as they relate to Loveland as a whole. (% excellent or good)

	2018	2020	2022	2024
Overall quality of natural environment			80%	● 77% Similar vs. benchmark¹⁵

Please also rate each of the following in the Loveland community. (% excellent or good)

	2018	2020	2022	2024
Cleanliness			69% •	● 67% Similar
Water resources			69%	72% Similar
Air quality			69%	56% Lower

Please rate the quality of each of the following services in Loveland. (% excellent or good)

	2018	2020	2022	2024
Preservation of natural areas			73%•	73% Similar
Loveland open space			75%•	76% Higher
City recycling			87% •	● 86% Higher
City yard waste pick-up			89%	● 88% Higher

^{15.} Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

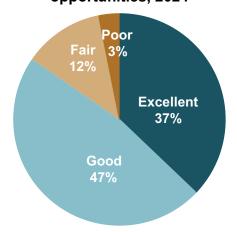


Overall quality of parks and recreation opportunities, 2024

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association



Please rate each of the following characteristics as they relate to Loveland as a whole. (% excellent or good)

	2018	2020	2022	2024
Overall quality of parks and recreation opportunities			82%	85% Similar

Please also rate each of the following in the Loveland community.

(% excellent or good)

	2018	2020	2022	2024
Availability of paths and walking trails			79% •	81% Similar
Fitness opportunities			81% *	79% Similar
Recreational opportunities			77%•	77% Similar

Please rate the quality of each of the following services in Loveland.

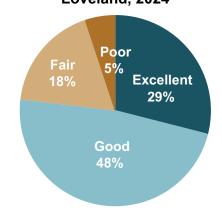
	2018	2020	2022	2024
City parks			86% *	85% Similar
City recreation programs or classes			81%•	● 80% Similar
City recreation centers or facilities			77%€	75% Similar

¹⁶. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall health and wellness opportunities in Loveland, 2024

Polco Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



Please rate each of the following characteristics as they relate to Loveland as a whole. (% excellent or good)

	2018	2020	2022	2024
verall health and wellness opportunities			77 % ●	● 77% Similar vs. benchma
lease also rate each of the following in the Lov 6 excellent or good)	eland comr	munity.		
	2018	2020	2022	2024
vailability of affordable quality food			53%	49% Similar
vailability of affordable quality health care			60%-	● 60% Similar
vailability of preventive health services			64%	● 61% Similar
vailability of affordable quality mental health care			37%€	38% Similar
lease rate the quality of each of the following s % excellent or good)	ervices in l	_oveland.		
	2018	2020	2022	2024
ealth services provided by Larimer County			73%	● 68% Similar
lease rate your overall health. 6 excellent or very good)	2018	0000	0000	0004
	つい18	2020	2022	2024
	2010	2020	64%	● 68%

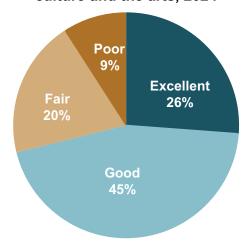
^{17.} Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Overall opportunities for education, culture and the arts, 2024

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.



Please rate each of the following characteristics as they relate to Loveland as a whole. (% excellent or good)

2018 2020 2022 2024

65%

71%

Similar

Vs. benchmark¹⁸

Please also rate each of the following in the Loveland community. (% excellent or good)

2018 2020 2022 2024 **~76%** 69%← Higher Opportunities to attend cultural/arts/music activities **●83% 79%←** Higher Community support for the arts Availability of affordable quality childcare/preschool 35% 31%← 51% K-12 education 44%← Lower **52%** Adult educational opportunities 76% **71%**← Similar Opportunities to attend special events and festivals

Please rate the quality of each of the following services in Loveland.

(% excellent or good)



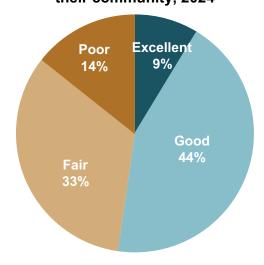
18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Polco

Residents' connection and engagement with their community, 2024

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



Please rate each of the following characteristics as they relate to Loveland as a whole. (% excellent or good)



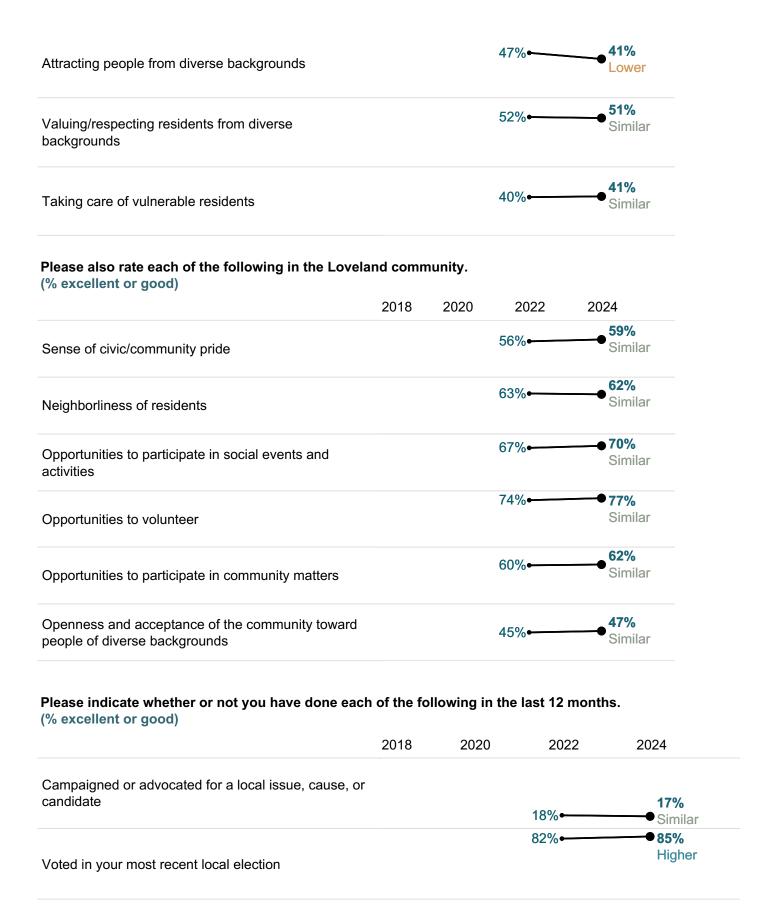
Please rate each of the following aspects of quality of life in Loveland.

(% excellent or good)	2018	2020	2022	2024
Loveland as a place to raise children			75% -	71% Similar
Loveland as a place to retire			69%•	63% Similar
Sense of community			57%•	53% Similar

Please rate the job you feel the Loveland community does at each of the following.



Making all residents feel welcome



^{19.} Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the complete set of responses to each custom question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter below.

Include "don't know" No 5% How strongly do I trust my elected Strongly agree you agree or officials disagree with the Somewhat agree 50% following statements about Somewhat disagree 24% the City of Loveland? 21% Strongly disagree 12% I trust my city staff Strongly agree leaders Somewhat agree 56% 18% Somewhat disagree Strongly disagree 14% I trust my local 27% Strongly agree police department 46% Somewhat agree Somewhat disagree 13% 15% Strongly disagree I trust my local fire Strongly agree 68% department Somewhat agree 31% 1% Somewhat disagree Strongly disagree 1% I trust the City to Strongly agree 31% effectively manage my utilities Somewhat agree 45% Somewhat disagree 13% 10% Strongly disagree I trust the City to Strongly agree 32% effectively maintain roads, parks and Somewhat agree 48% public spaces Somewhat disagree 13%

		Strongly diaggree	7	%
		Strongly disagree		
	I feel that my local city government is	Strongly agree	10	%
	truthful and transparent	Somewhat agree	45	%
		Somewhat disagree	26	%
		Strongly disagree	19	%
The City of Loveland	Decrease current tax levels and	Strongly support	11	%
anticipates multi-million dollar	reduce or eliminate	Somewhat support	26	%
budget shortfalls in the coming year.	•	Somewhat oppose	25	%
Please rate how much you support,	op on amig	Strongly oppose	38	%
if at all, the following actions	Maintain current tax levels and reduce	Strongly support	13	%
the City could take to manage	service delivery and infrastructure	Somewhat support	34	%
projected deficits in 2025 and	spending	Somewhat oppose	31	%
beyond.		Strongly oppose	23	%
	Use a combination of tax increases and reduced service delivery and infrastructure spending	Strongly support	10	%
		Somewhat support	39	%
		Somewhat oppose	25	%
	op an and	Strongly oppose	26	%
	Increase taxes in order to maintain	Strongly support	19	%
	current service delivery	Somewhat support	28	%
	adiivoiy	Somewhat oppose	20	%
		Strongly oppose	33	%
	Increase taxes in order to increase	Strongly support	16	%
	current service	Somewhat support	25	%
	delivery and infrastructure spending	Somewhat oppose	22	%
	opononing	Strongly oppose	37	%
Please indicat		City website (lovgov.org)	74	%
sources of info	ormation about the nd. (Mark all that	City social media (Facebook)	31	%
apply.)	na. Jiwark ali tilat	City social media(Twitter)	4	.%

		te which of the ny, you use as	City social media (Instagram)	7%
	sources of inf	formation about the and. (Mark all that	Nextdoor	31%
apply.)		ina. (Marit all triat	Local news (print, online, TV)	56%
			Newsletter in utility bill	62%
			Word of mouth	52%
			City Council meetings	14%
			E-mail	26%
			Loveland TV	7%
			City Events	39%
	indicate	Creating affordable, permanent housing	Essential	39%
all, eacl	h of the	r permanent nousing	Very important	26%
following are for your local community to	cal		Somewhat important	23%
	ent to help		Not at all important	13%
	ssness.	Enforcing "no camping"	Essential	40%
		ordinances	Very important	29%
			Somewhat important	22%
			Not at all important	9%
		Providing access to health care,	Essential	43%
		behavioral health, and substance	Very important	32%
		abuse treatment	Somewhat important	20%
			Not at all important	5%
		Continuing to help fund organizations	Essential	36%
		that provide services to people	Very important	32%
		experiencing homelessness in	Somewhat important	21%
		our community	Not at all important	11%