

2008 Town of Avon Community Survey

	1st Mailing	2nd Mailing	Total	%
Internet	157	97	254	67%
Paper Survey	0	125	125	33%
Total	157	222	379	100%

2008 Town of Avon Community Survey

Samples:	Sample Frame	Mailed	Delivered	Returned	%	*Standard Error
County Assessor	2,294	1,044	1,006	234	23%	6.09%
Voter Registration	2,632	1,171	962	145	15%	7.94%
Total		2,215	1,968	379	19%	

* 95% Confidence Level

2008 Town of Avon Community Survey Why live in Avon?

	Assessor List		
	Full-time Homeowner	Second Homeowner	Voter List
	<i>n=89</i>	<i>n=128</i>	<i>n=145</i>
Proximity to Vail/Beaver Creek Resorts	70.8%	76.4%	65.5%
Scenery	41.6%	52.0%	50.3%
Summers	41.6%	60.2%	44.1%
For the recreational amenities	44.9%	74.0%	42.1%
Employment opportunities	41.6%	7.3%	41.4%
Small town atmosphere	27.0%	29.3%	40.7%
Winters	36.0%	62.6%	37.2%
Safe community	22.5%	29.3%	35.9%
Climate	38.2%	38.2%	33.8%
To be with family/spouse/friends	14.6%	13.8%	22.8%
Good place to raise children	18.0%	5.7%	22.8%
Friendliness	14.6%	21.1%	22.8%
More affordable than other locations in Eagle County	27.0%	22.8%	22.1%
Other:	11.2%	8.9%	17.2%
Came here looking for a place to retire	6.7%	20.3%	7.6%
I was born here	1.1%	0.8%	0.7%

Numbers reflect frequency responses

	50-100%
	40-49%
	30-39%

2008 Town of Avon Community Survey Most Important Issues

	Assessor List		Voter List <i>n=145</i>
	Full-time Homeowner <i>n=89</i>	Second Homeowner <i>n=128</i>	
	Development of East and West Town Center Core	53.4%	
Affordable housing	43.2%	33.6%	46.9%
Open space acquisition or preservation	34.1%	47.7%	34.5%
Preservation of small town character	27.3%	36.7%	30.3%
Schools	27.3%	8.6%	27.6%
Crime prevention	28.4%	21.1%	27.6%
Public transportation	29.6%	28.9%	26.2%
Recreation	25.0%	12.5%	20.7%
Town/ski area relations	23.9%	32.8%	17.9%
Renewable energy initiatives	19.3%	15.6%	16.6%
Other:	11.4%	13.3%	11.7%
Child care/early childhood education programs	10.2%	2.3%	6.2%
Preservation/enhancement of historic or cultural sites and structures	5.7%	10.2%	3.5%

Numbers reflect frequency responses

	50-100%
	40-49%
	30-39%

2008 Town of Avon Community Survey Recreation

	Assessor List		
	Full-time Homeowner	Second Homeowner	Voter List
	<i>n=89</i>	<i>n=128</i>	<i>n=145</i>
Alpine Skiing	86.5%	92.1%	84.1%
Walking/Jogging	76.4%	84.3%	82.8%
Hiking	78.7%	70.9%	79.3%
Road/Bike path cycling	65.2%	61.4%	59.3%
Recreation Center Activities	51.7%	37.8%	57.2%
Mountain Biking	65.2%	37.8%	56.6%
Golf	36.0%	45.7%	35.9%
Playgrounds	31.5%	19.7%	33.8%
Fishing	38.2%	26.8%	31.7%
Rafting/Kayaking	32.6%	29.1%	31.0%
Picnic Areas	27.0%	15.8%	26.9%
Nordic Skiing	25.8%	21.3%	24.1%
Ice Skating/Hockey	20.2%	15.0%	22.8%
Tennis	24.7%	22.1%	21.4%
Organized sports	18.0%	2.4%	19.3%
Soccer	18.0%	2.4%	17.2%
Other:	12.4%	5.5%	13.8%
Skate boarding	16.9%	5.5%	11.7%

Numbers reflect frequency responses

	80-100%
	70-79%
	60-69%
	50-59%

2008 Town of Avon Community Survey Shopping

Voter List
<i>n=145</i>

	Avon	Eagle/Gypsum	Edwards	Vail	Denver Metro	Mail/Internet	N/A
Groceries	94.5%	16.6%	1.4%	8.3%	3.5%	0.0%	0.0%
Medical Prescriptions	81.9%	4.2%	4.2%	8.3%	0.0%	4.2%	2.1%
Clothing	14.5%	2.1%	14.5%	3.5%	53.1%	40.0%	11.7%
Sports and recreational equip.	58.3%	1.4%	14.6%	18.1%	21.5%	30.6%	7.6%
Appliances	42.5%	8.6%	0.0%	0.0%	36.7%	11.5%	19.4%
Office supplies	82.1%	6.2%	0.7%	0.0%	4.8%	16.6%	6.9%
Hardware and building supplies	84.6%	2.8%	5.6%	11.9%	4.2%	2.8%	4.2%
Entertainment and restaurants	55.9%	7.6%	71.7%	51.7%	16.6%	1.4%	2.1%
Home furnishings	27.5%	7.8%	7.8%	4.9%	51.4%	22.5%	19.7%
Medical care	26.4%	4.9%	54.9%	52.8%	11.8%	0.0%	2.8%

Second Homeowner
<i>n=128</i>

	Avon	Eagle/Gypsum	Edwards	Vail	Denver Metro	Mail/Internet	N/A
Groceries	95.3%	8.6%	7.8%	8.6%	7.0%	0.8%	0.8%
Medical Prescriptions	66.4%	2.3%	0.0%	4.7%	15.6%	3.9%	12.5%
Clothing	32.5%	1.6%	18.3%	18.3%	35.7%	15.1%	17.5%
Sports and recreational equip.	70.3%	0.0%	7.8%	26.6%	22.7%	7.8%	7.8%
Appliances	41.6%	11.2%	5.6%	1.6%	32.8%	1.6%	20.0%
Office supplies	74.0%	2.4%	0.8%	1.6%	15.0%	4.7%	12.6%
Hardware and building supplies	84.3%	4.7%	6.3%	7.1%	7.1%	0.8%	6.3%
Entertainment and restaurants	62.2%	10.2%	63.0%	59.1%	14.2%	0.0%	0.8%
Home furnishings	40.8%	8.0%	19.2%	11.2%	44.0%	10.4%	19.2%
Medical care	28.4%	0.8%	18.1%	31.5%	16.5%	0.8%	22.1%

2008 Town of Avon Community Survey Communication

	Assessor List		
	Full-time Homeowner	Second Homeowner	Voter List
	<i>n=89</i>	<i>n=128</i>	<i>n=145</i>
Vail Daily News	97.7%	91.2%	95.1%
Word of mouth	55.7%	39.2%	54.2%
Local radio station	38.6%	16.8%	39.6%
Avon Ambassador (newsletter)	13.6%	12.0%	16.7%
Emails from one or more of Town's email list serves	12.5%	7.2%	16.0%
Town website (www.avon.org)	10.2%	7.2%	13.2%
TV8	15.9%	22.4%	11.8%
Recreation Center Newsletter	10.2%	3.2%	10.4%
Official town postings	4.6%	5.6%	8.3%
Channels 5 and 16	9.1%	9.6%	6.3%
Other:	4.6%	5.6%	6.3%
Plum TV	10.2%	5.6%	4.9%

Numbers reflect frequency responses

	80-100%
	50-79%
	30-49%

2008 Town of Avon Community Survey Issues/Values

	Assessor List		
	Full-time Homeowner	Second Homeowner	Voter List
	<i>n=89</i>	<i>n=128</i>	<i>n=145</i>
Parks and trails	85.4%	88.1%	82.8%
Recreation opportunities	88.6%	89.6%	81.3%
Scenic/visual quality	79.8%	93.5%	80.6%
Appearance of town	88.8%	94.4%	79.9%
Police protection	83.2%	82.4%	76.4%
Open space areas	80.7%	80.7%	74.5%
Sense of community	69.7%	64.8%	74.1%
Traffic flow	79.5%	83.2%	69.5%
Parking	77.3%	73.6%	63.2%
Town services	65.5%	64.5%	62.2%
Economic development	65.1%	62.8%	61.3%
Job opportunities	68.2%	29.8%	60.6%
Affordable housing	62.5%	49.2%	60.1%
Renewable energy initiatives	80.9%	59.7%	57.2%
Public transit services	59.6%	67.5%	52.8%
Arts & culture	53.9%	65.3%	50.7%
Education K-12	63.6%	36.4%	47.9%
Shopping opportunities	59.1%	55.6%	46.5%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale.
(Not Important to Very Important)

	90-100%
	80-89%
	70-79%

2008 Town of Avon Community Survey Town Ratings

	Assessor List		
	Full-time Homeowner <i>n=89</i>	Second Homeowner <i>n=128</i>	Voter List <i>n=145</i>
Snow Removal	76.5%	75.0%	84.4%
Public Landscaping	63.4%	69.5%	68.9%
Police V & RT	57.3%	55.7%	66.9%
Neighborhood Road Maintenance	53.7%	71.6%	66.2%
Recreation Facilities	56.4%	68.9%	65.6%
Maintenance of Parks and Trails	54.3%	66.0%	64.3%
Recreation Programs	48.0%	55.7%	62.4%
Street and Sidewalk Maintenance	53.1%	64.6%	60.2%
Traffic Enforcement	40.8%	43.8%	55.0%
Special Events	55.8%	47.3%	54.0%
Crime Prevention	45.3%	49.4%	53.9%
Public Parking	31.3%	29.3%	44.3%
Town Staff	39.7%	37.7%	43.8%
Code Enforcement	32.2%	24.5%	37.8%
Reducing Environmental Impact	32.4%	34.6%	37.7%
Building Permits and Inspections	33.3%	20.4%	37.7%
Programs for Youth	33.3%	23.7%	35.4%
Communicating with Citizens	38.9%	39.1%	33.9%
Town Council	33.3%	20.8%	31.8%
Historic Preservation	22.2%	29.5%	31.2%
Planning & Zoning Commission	30.3%	30.4%	30.6%
Land Use Planning & Zoning	29.7%	32.8%	30.0%
Handling Citizen Complaints	24.1%	22.5%	27.7%
Diverse Businesses	21.1%	25.4%	18.9%
Arts Programs	23.0%	22.7%	16.0%

Numbers reflect the percent of respondents who rated the service a 4 or 5 on a 5 point scale. (Very Poor to Very Good)

	80-100%
	70-79%
	60-69%
	50-59%

2008 Town of Avon Community Survey

\$100

	Assessor List		
	Full-time Homeowner	Second Homeowner	Voter List
	<i>n=89</i>	<i>n=128</i>	<i>n=145</i>
Stimulate local economy	17.01	15.31	15.64
Local affordable housing opportunities	17.88	16.10	21.67
Enhance and expand parks and trails	19.14	18.67	16.47
Acquire open space areas	14.91	19.84	13.77
Police protection	14.84	17.27	18.04
Recreation Center expansion	15.87	11.77	14.26
TOTAL	\$99.65	\$98.96	\$99.85

	1st choice
	2nd Choice
	3rd Choice

2008 Town of Avon Community Survey Growth Strategy

	Assessor List		
	Full-time Homeowner <i>n=89</i>	Second Homeowner <i>n=128</i>	Voter List <i>n=145</i>
About the same rate of growth as at the present	34.5%	38.6%	35.5%
Less growth than at present	27.4%	26.0%	24.1%
More growth but some controls	22.6%	22.8%	24.1%
Other:	8.3%	4.7%	8.5%
Zero growth	4.8%	6.3%	4.3%
No growth controls	2.4%	1.6%	3.6%

Numbers reflect frequency responses

	1st
	2nd
	3rd

2008 Town of Avon Community Survey Town Improvements

	Assessor List		
	Full-time Homeowner	Second Homeowner	Voter List
	<i>n=89</i>	<i>n=128</i>	<i>n=145</i>
Pedestrian Improvements	58.8%	70.6%	63.0%
Add Bike Trails	65.5%	59.2%	58.3%
Core Business Improvements	61.2%	68.3%	55.3%
Renewable Energy Initiatives	65.9%	48.7%	52.5%
Support Economic Development	52.4%	49.2%	52.2%
Maintain Town Facilities	38.6%	52.1%	51.8%
Affordable Housing	50.6%	34.8%	48.9%
Recreation Center Expansion	50.0%	40.0%	46.8%
Increase Public Transportation	51.2%	54.1%	46.8%
Add More Special Events	48.2%	39.8%	43.8%
Improve Traffic Flow	49.4%	48.3%	41.2%
Provide More Public Parking	47.1%	54.1%	38.1%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale.
(Oppose to Support)

	70-100%
	60-69%
	50-59%

2008 Town of Avon Community Survey Public Works Improvements

	Assessor List		
	Full-time Homeowner	Second Homeowner	Voter List
	<i>n=89</i>	<i>n=128</i>	<i>n=145</i>
Should the Town construct an elevated pedestrian bridge over Avon Road?	32.5%	39.7%	40.0%
Should Avon continue to buy hybrid buses even though they cost more?	74.4%	70.6%	70.7%
The Town of Avon does not have a dedicated revenue source to sustain operation of mass transit or expand the transit, pedestrian, and bike trail systems. Continued operation of the fare-free bus system on the current routes is projected to cost the Town's General Fund nearly \$1.8M per year. Approximately 2/3rds of the Town's sales tax is generated by non-residents. Would you support increasing the sales tax rate by 1% to fund mass transit and creation of new trails as a sustainable means to connect our community?	43.5%	63.3%	47.1%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale.
(Oppose to Support)

	70-100%
	60-69%
	50-59%

2008 Town of Avon Community Survey Assessment

	Assessor List		
	Full-time Homeowner	Second Homeowner	Voter List
	<i>n=89</i>	<i>n=128</i>	<i>n=145</i>
Recreation opportunities	73.6%	74.0%	79.4%
Police protection	61.2%	64.7%	72.3%
Town services	36.6%	41.2%	53.8%
Scenic / visual quality	50.0%	57.5%	53.6%
Parks and trails	41.2%	54.1%	48.2%
Open space areas	37.7%	42.2%	42.1%
Traffic flow	34.9%	35.8%	39.0%
Public transit services	30.9%	39.5%	37.5%
Appearance of town	39.5%	44.4%	36.4%
Job opportunities	28.1%	20.9%	30.5%
Parking	19.1%	16.2%	29.2%
Renewable energy initiatives	19.8%	17.0%	27.9%
Sense of community	23.3%	24.8%	22.5%
Economic development	19.8%	25.3%	20.6%
Shopping opportunities	20.7%	29.8%	19.4%
Education K-12	13.6%	13.7%	18.9%
Arts and culture	20.2%	26.9%	18.8%
Affordable housing	14.3%	9.3%	17.7%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale. (Very Poor to Very Good)

	70-100%
	60-69%
	50-59%

2008 Town of Avon Community Survey

Scattergram Numbers

	Value	Assessment	Assessment - Value Difference
	Voter	Voter	Voter
	n=145	n=145	n=145
Recreation opportunities	81.3%	79.4%	-1.9%
Police protection	76.4%	72.3%	-4.1%
Town services	62.2%	53.8%	-8.4%
Public transit services	52.8%	37.5%	-15.3%
Scenic / visual quality	80.6%	53.6%	-27.0%
Shopping opportunities	46.5%	19.4%	-27.1%
Education K-12	47.9%	18.9%	-29.1%
Renewable energy initiatives	57.2%	27.9%	-29.3%
Job opportunities	60.6%	30.5%	-30.1%
Traffic flow	69.5%	39.0%	-30.5%
Arts and culture	50.7%	18.8%	-31.9%
Open space areas	74.5%	42.1%	-32.4%
Parking	63.2%	29.2%	-34.0%
Parks and trails	82.8%	48.2%	-34.6%
Economic development	61.3%	20.6%	-40.7%
Affordable housing	60.1%	17.7%	-42.4%
Appearance of town	79.9%	36.4%	-43.5%
Sense of community	74.1%	22.5%	-51.6%