## City of Lakewood **Resident Survey Results Presentation**

November 2025



**Opinion Research on Elections and Public Policy** 

### **City of Lakewood – Resident Survey**

Survey Methodology\*

	Survey Details			
Mode	Phone (landline and mobile) Online (email and text to web) Mail (link and QR to web)			
Language	English and Spanish			
Length	18 minutes			
Target Respondents	City of Lakewood residents			
Survey Fielding	May 2 – 29, 2025			
Margin of Error	+/-4%			
Survey Participants	650			

#### Sample

Our sample was secured via consumer databases. We mailed, called, emailed, and texted residents. We matched the demographics of City of Lakewood residents.

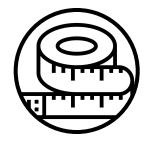
#### **Data Collection Explained**

Interviews were conducted with live U.S.-based interviewers by phone (13%) and online survey methods (87%). Phone participants were interviewed through landline (11%) and mobile (89%) calls. Online participants were invited by email (9%), text message (13%), and mail (78%) to access the survey by computer, tablet, or smart phone.

Respondents chose their preferred language for taking the survey English (97%) or Spanish (3%). This reflects language choice, not ethnicity or heritage.

Security measures precluded individuals from completing the survey more than once.

### New to this survey



**Locally tailored questions** – More relatable, focused on real behavior and resident priorities.



**Multimode approach** – Random sample of 650 residents contacted by mail, phone, and online, not just through paper surveys



**More inclusive & representative** – Better reflects Lakewood's full population, eliminating the need for heavy weighting.



#### **Overall Attitudes and Perceptions**

Homelessness (20%), overpopulation/growth and development concerns (20%), and public safety (17%) are top three issues facing Lakewood residents today. Concerns about housing affordability (11%) and transportation/traffic (9%) also rank prominently. These results come from an open-ended question reflecting spontaneous responses.

The overall quality of life in Lakewood is viewed positively, with 73% rating it as "good" or "excellent." Similarly, 69% consider Lakewood a better-than-average place to live compared to other cities.

When asked what they value most about living in Lakewood, residents most frequently cited the **location (69%)**, parks and open spaces (64%), and neighborhoods (36%). Community attributes such as safety (27%) and a sense of hometown feel (19%) also stood out.

Almost half (49%) agree that the city council acts in the best interest of the community.

**53%** rate the sense of community in Lakewood as **good**.

55% are satisfied with the money's worth they get from local taxes.

**41%** contacted city employees in the past 12 months—an increase from **28% in 2022**. Of those who contacted city employees, **82% rated their interaction as good**.



#### **City Services**

Lakewood residents place a strong emphasis on city services that directly impact daily quality of life.

The most personally important services identified were **city parks**, **open space**, **and trails (72%)**, followed closely by **street repair and maintenance (71%)**, **police services (60%)**, and **snow removal (58%)**. Programs related to arts, homelessness, and code enforcement also received notable support.

There is a noticeable gap between the importance residents place on services and their satisfaction with them. Satisfaction with **street conditions (47%)** and **police services (29%)** lags behind their perceived importance.

**Crime prevention and apprehending criminals** show the most significant gaps between importance and satisfaction when evaluating police services, with **52**% and **47**%, respectively.

These disparities suggest that while residents value a broad range of city services, they see room for improvement - particularly in infrastructure and enforcement areas.



#### **Public Works and Transportation**

Lakewood residents place high personal importance on transportation infrastructure.

74% cite the condition of state highways and 73% the condition of City streets as top concerns.

62% value ease of car travel, while smaller but notable groups prioritize walking (40%), biking (34%), and public transit (34%).

Satisfaction levels fall short of expectations: only **25% are satisfied with the condition of City streets**, and just **22% with state highways**.

The highest satisfaction was for **ease of car travel (45%)**, indicating a gap between what residents value and how they perceive current performance.

There is strong support (83%) for the idea that Lakewood should focus on maintaining existing streets, utilities, and facilities rather than building new infrastructure.\*

**52% expressed willingness to pay more for improvements** although this remains a divided issue with 42% opposed.\*



#### **Growth and Development**

Residents of Lakewood are generally supportive of certain types of development, especially those that enhance quality of life and address housing affordability.

The most favored types of new development include parks and park amenities (58%), moderately affordable housing (50%), and housing for low-income residents (38%).

Opinions on how Lakewood is managing growth are mixed. Common concerns include opposition to high-density housing and overcrowding (14%) and lack of community input in planning (10%).

Housing affordability is a significant concern, with 61% of residents expressing worry about finding an affordable place to live for themselves or a family member.

Residents are divided on expanding housing in their own neighborhoods: only **45% support building more housing**, while **51% are opposed**, reflecting tensions between the need for housing and resistance to local change.

**60% of residents believe Lakewood is already too crowded**, indicating that growth concerns are not just about affordability but also about space, infrastructure, and community character.



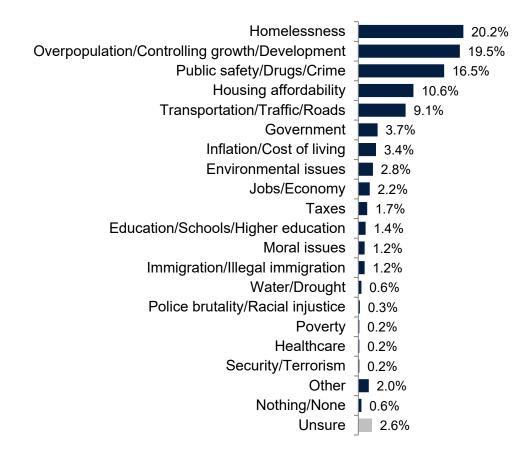
### **Benchmarking\***

	City of Lakewood (2025)	City of Boulder (2023)	City of Pueblo (2024)	City of Arvada (2024)	City of Westminster (2024)	City of Fort Collins (2025)
Overall Quality of Life (Excellent/Good)	73%	85%	33%	67%	76%	87%
Place to Live (Excellent/Good)	69%	86%	49%	61%	83%	91%
Overall Services (Excellent/Good/Satisfied)	69%	60%	37%	64%	65%	79%
Tax Dollar Value (Excellent/Good/Satisfied)	55%	43%	15%	52%	57%	-



## Homelessness is the top-of-mind concern among residents

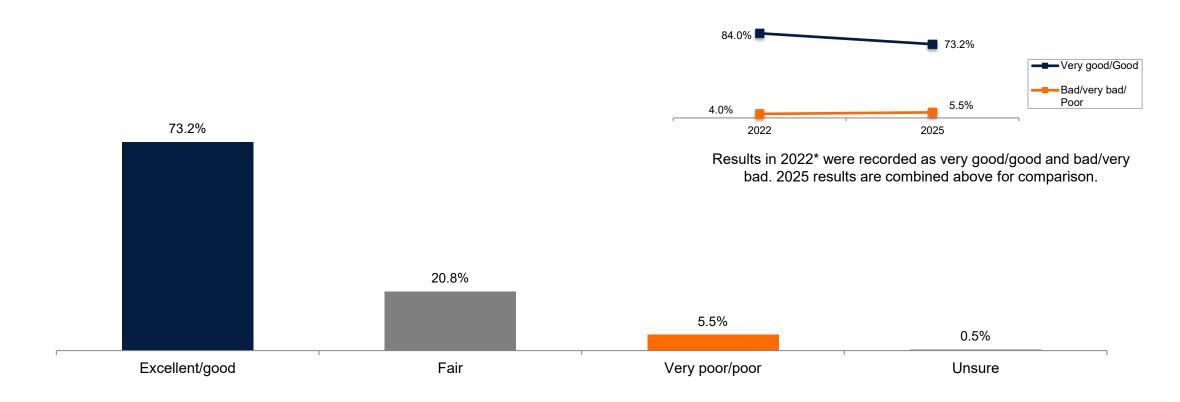
Question 1: In your own words, what do you feel is the most important issue facing Lakewood today? [OPEN-ENDED RESPONSE]\*





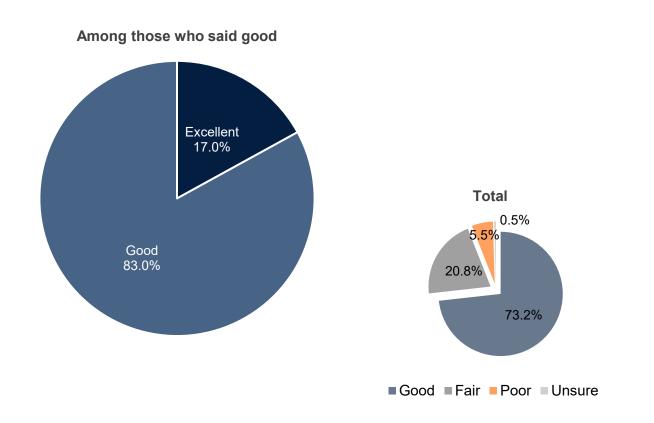
<sup>\*</sup>Open-ended responses reflect what is top of mind for residents without prompts. Results may appear lower in percentage, but still highlight the most urgent and spontaneous concerns.

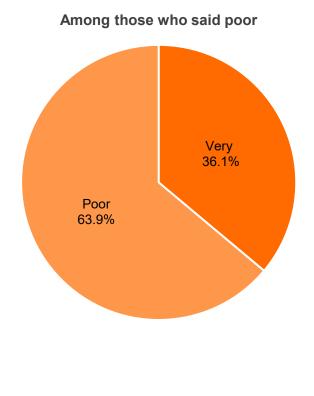
# 73% rate the overall quality of life in Lakewood as excellent/good





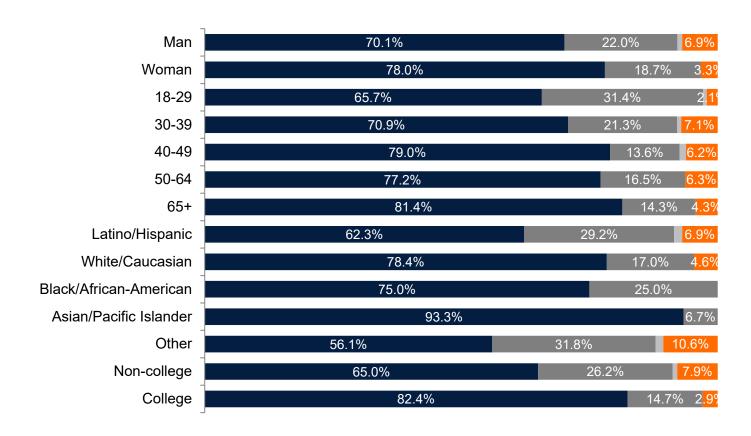
### Among those who said good, 17% said excellent







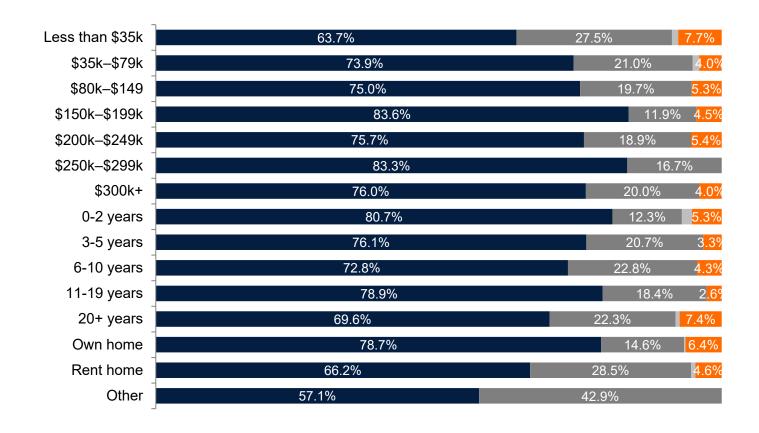
## Results by gender, age group, ethnicity, and education







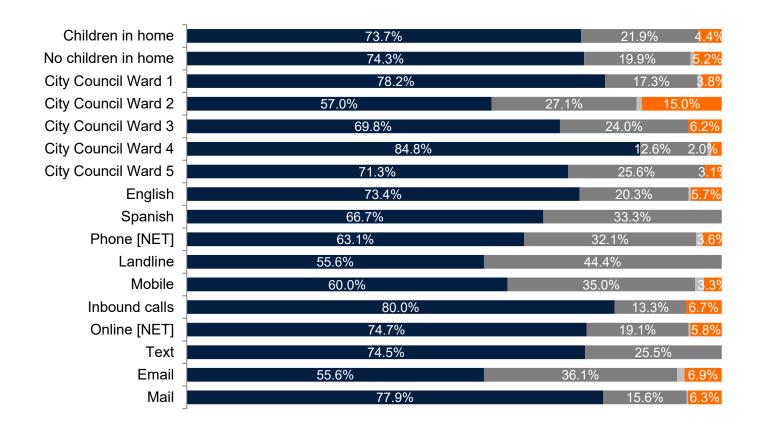
# Results by income, years of residency, and home type







# Results by children in home, City Council Ward, survey language, and survey mode

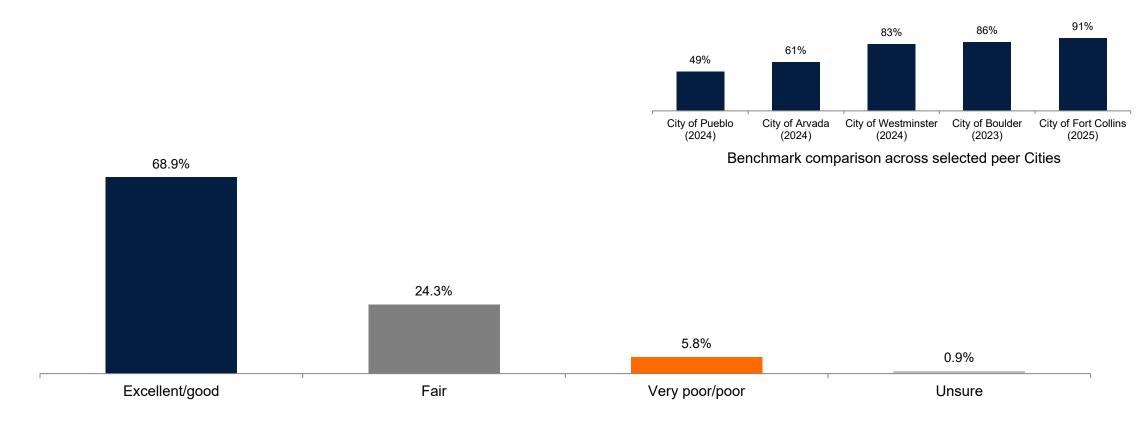






# 69% rate Lakewood as an excellent/good place to live compared with other cities and towns

Question 3: Compared with other cities and towns, how would you rate Lakewood as a place to live?\*

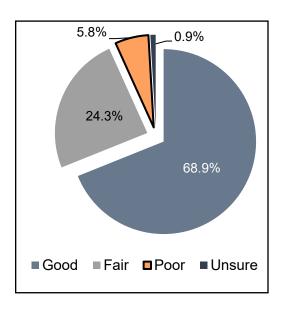




# Resident characteristic: More likely to rate Lakewood as a poor place to live

Question 3: Compared with other cities and towns, how would you rate Lakewood as a place to live?

Male residents, Non-college educated, and living in Ward 2.

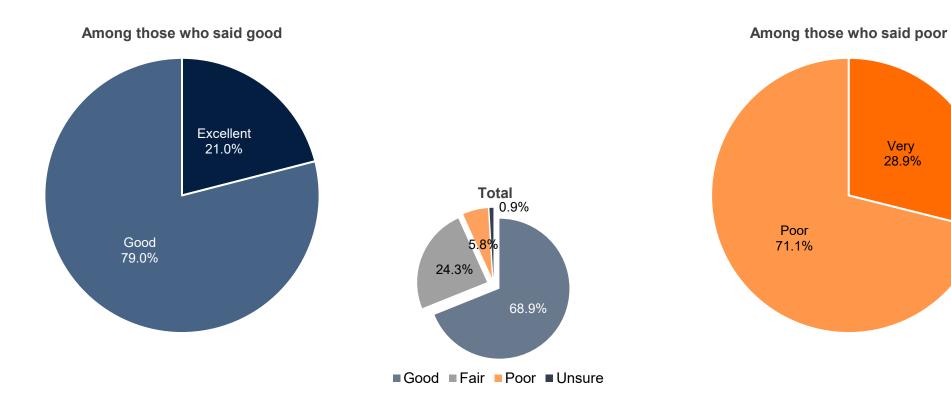


Based on respondents who rate Lakewood as a poor place to live compared to other cities, representing <u>6%</u> of the total sample or <u>36</u> individuals



### Among those who said good, 21% said excellent

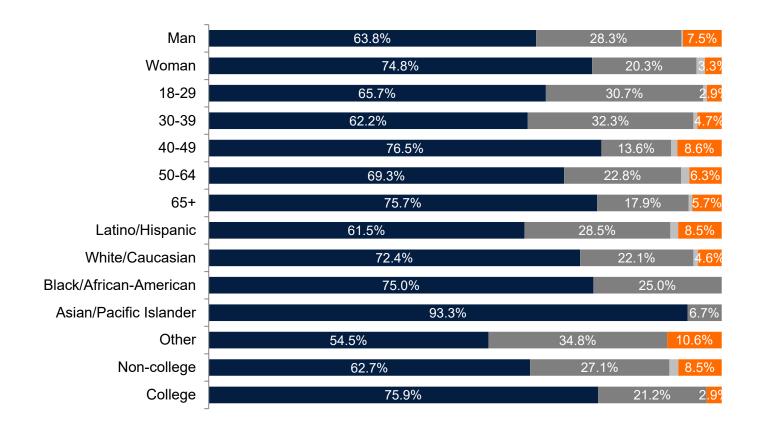
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## Results by gender, age group, ethnicity, and education

Question 3: Compared with other cities and towns, how would you rate Lakewood as a place to live?

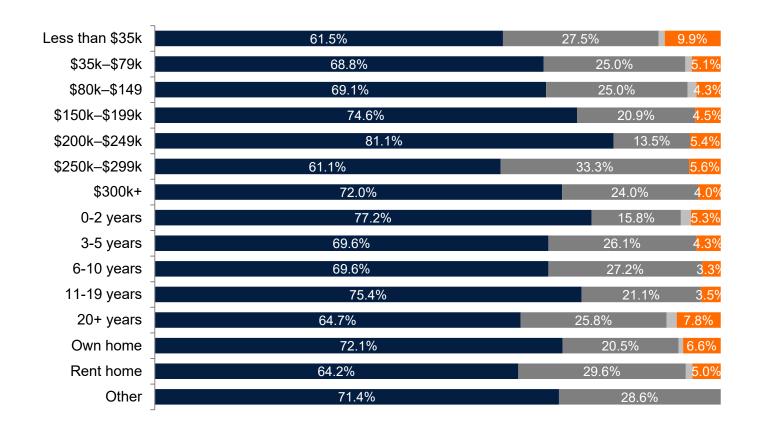






# Results by income, years of residency, and home type

Question 3: Compared with other cities and towns, how would you rate Lakewood as a place to live?

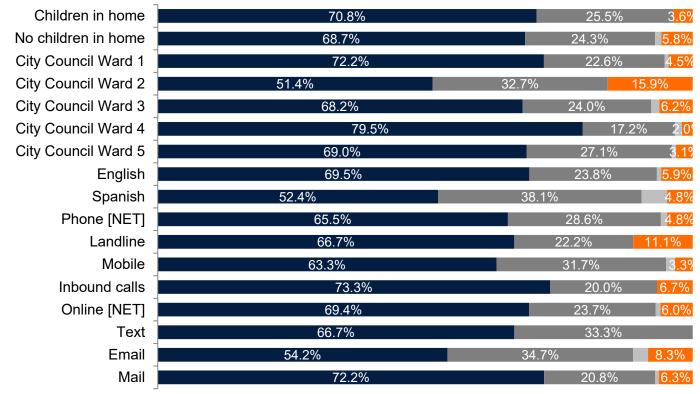


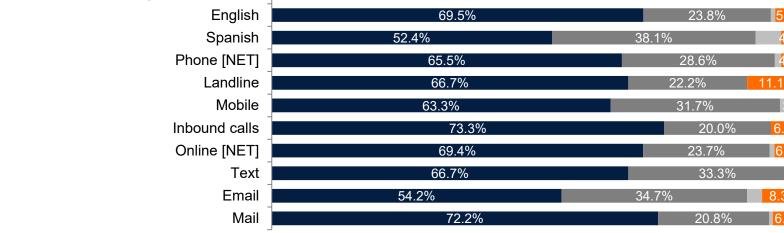




### Results by children in home, City Council Ward, survey language, and survey mode

Question 3: Compared with other cities and towns, how would you rate Lakewood as a place to live?







■ Good

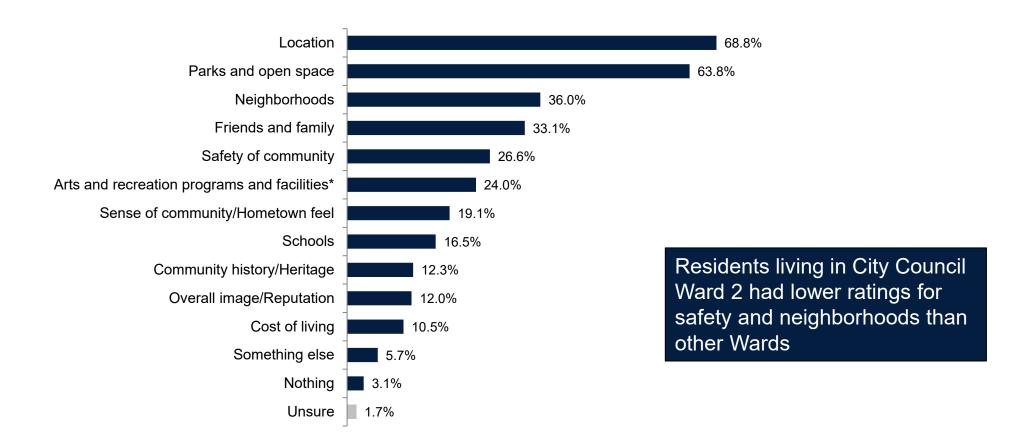
■Unsure

■ Fair

Poor

# 69% of residents say the location is what they like most about living in Lakewood

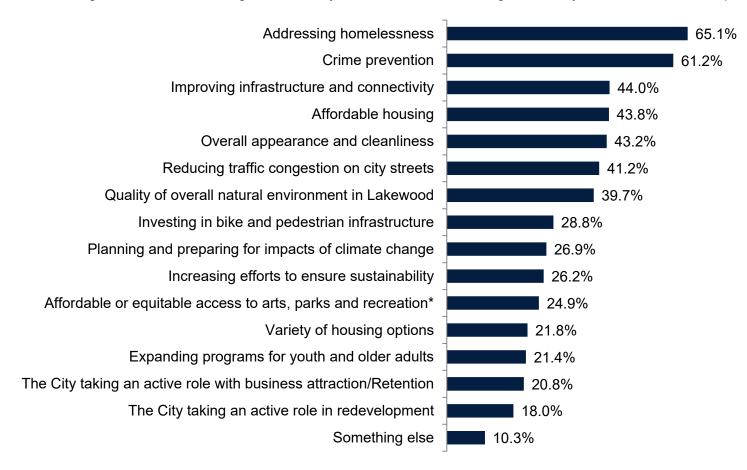
Question 4: Which of the following best describes what you like most about living in Lakewood? Select all that apply.





# Addressing homeless is the most important issue for the next two years

Question 5: Thinking about Lakewood during the next two years, which of the following issues do you think will be most important to you? Select all that apply.

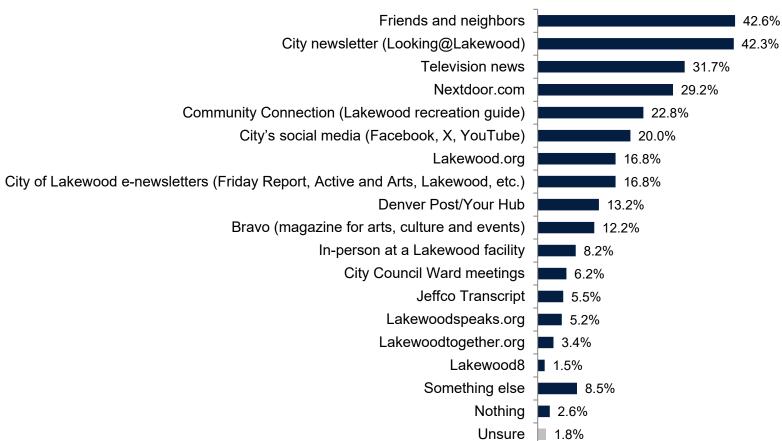


Longtime residents, lowincome residents, and residents living in City Council Ward 2 are more likely to be concerned about homelessness and crime prevention



# Friends and neighbors and the City newsletter are the top sources for news and information about Lakewood

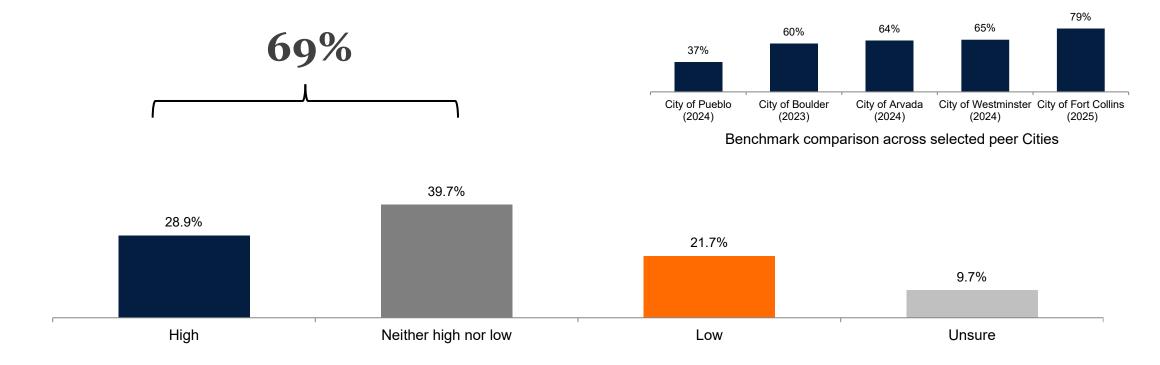
Question 6: What are your top sources for news and information about Lakewood? Select all that apply.



The City newsletter is more likely to be a top source for news and information on Lakewood for older residents and homeowners

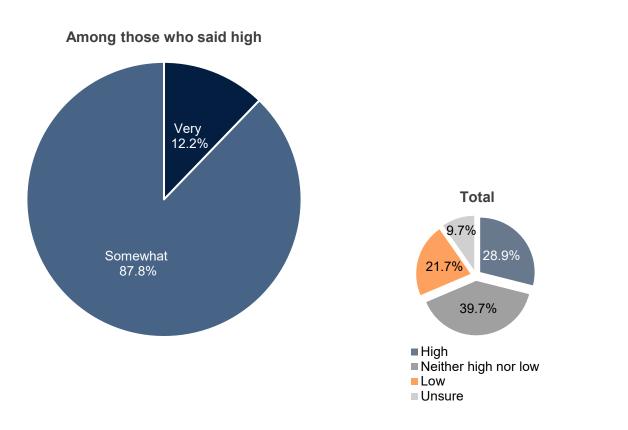


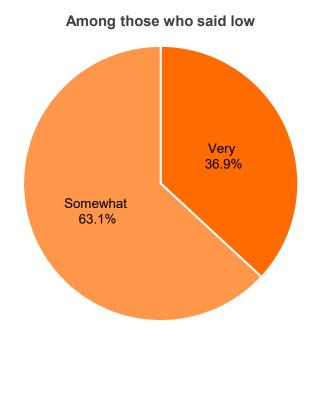
# 69% of residents rate the City government's performance as high or neither high nor low





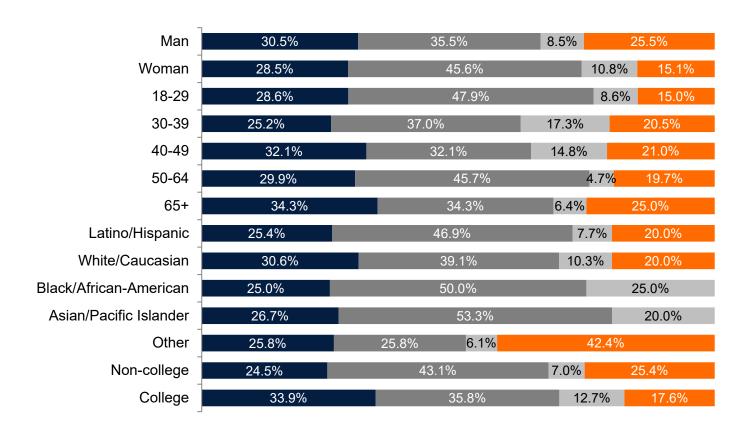
### Among those who said low, 37% said very low

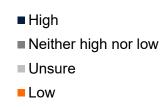






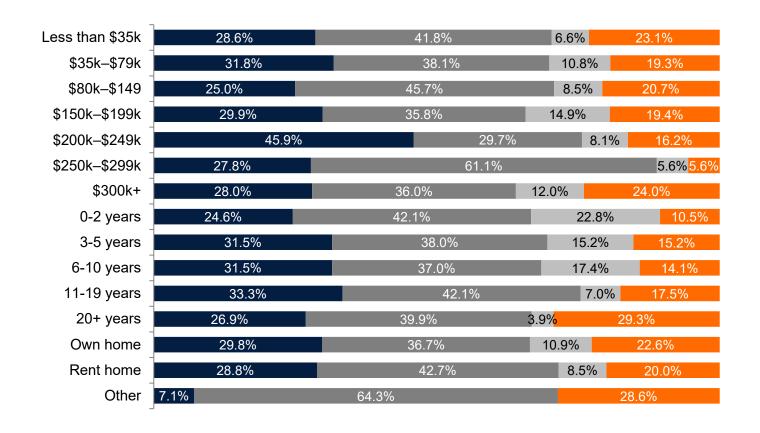
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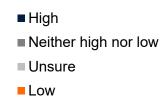






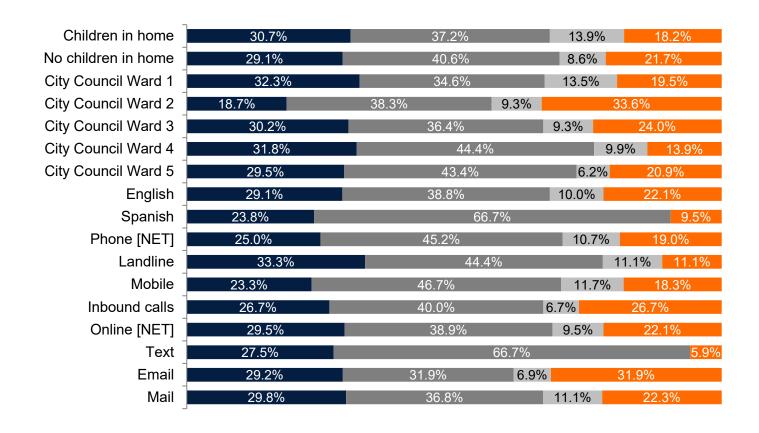
# Results by income, years of residency, and home type

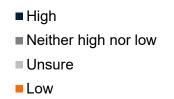






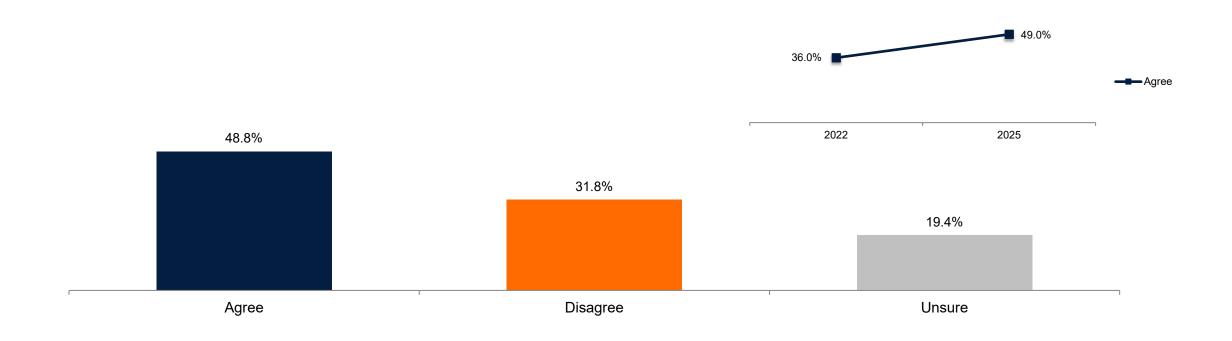
# Results by children in home, City Council Ward, survey language, and survey mode





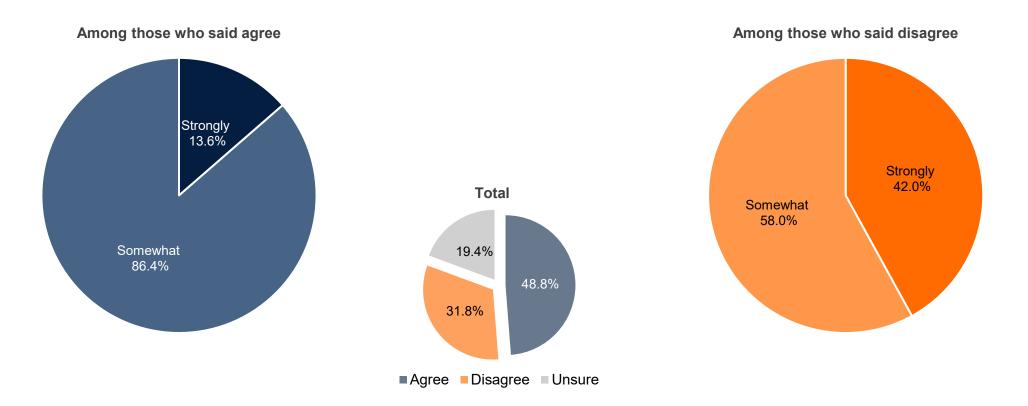


## 49% of residents agree that the City Council representatives generally act in the best interest of the community



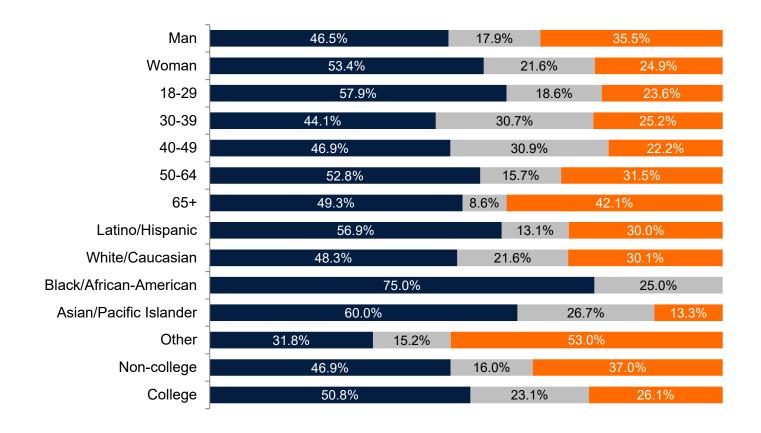


### Among those who disagree, 42% strongly disagree





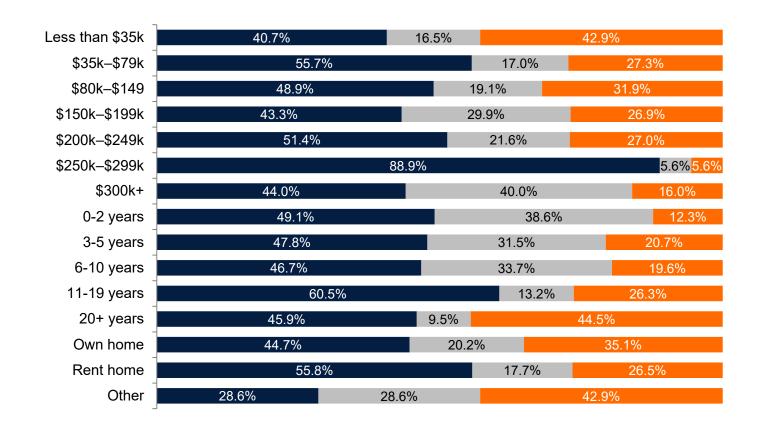
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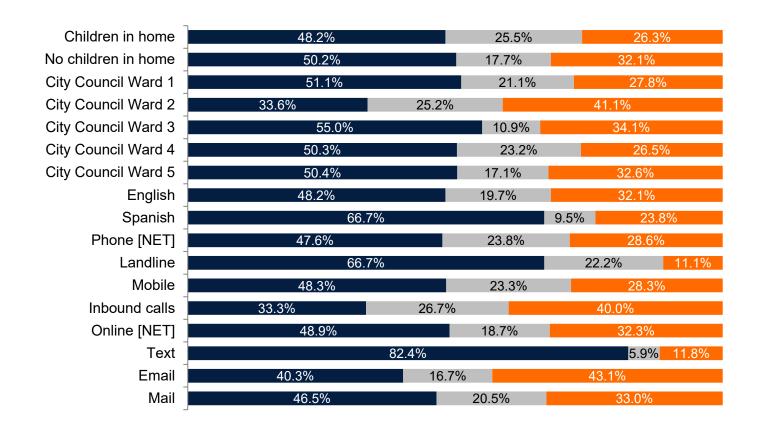






# Results by children in home, City Council Ward, survey language, and survey mode

Question 8: Agree or disagree: The City Council representatives generally act in the best interest of the community.





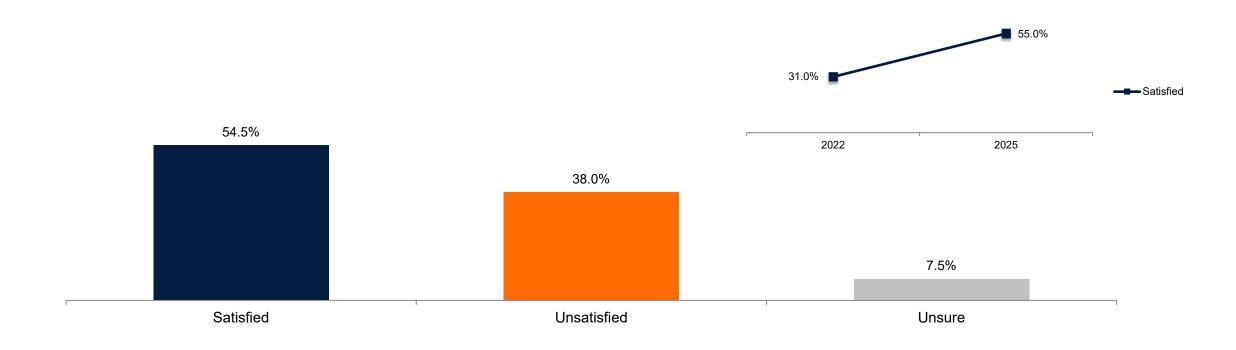
■ Agree

■ Unsure

Disagree

# 55% are satisfied that they are getting their money's worth for the amount they pay in local taxes

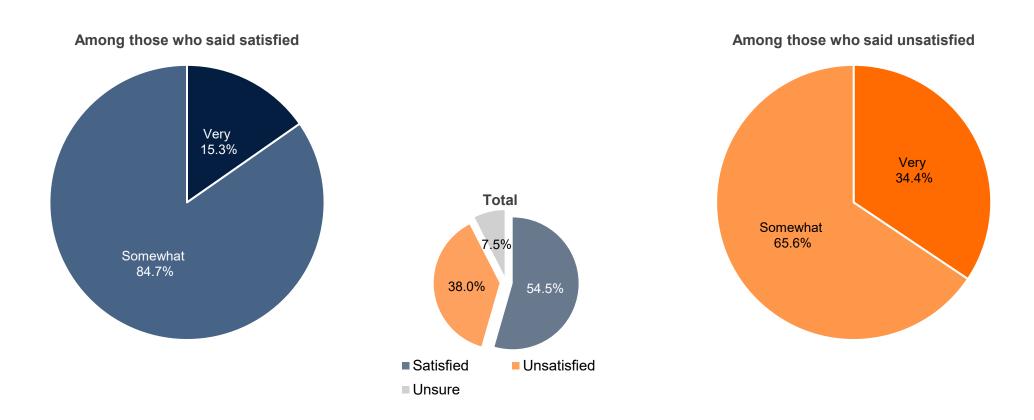
Question 9: In general, are you satisfied or dissatisfied that you are getting your money's worth for the amount you pay in local tax dollars?\*





## Among those who said unsatisfied, 34% said very unsatisfied

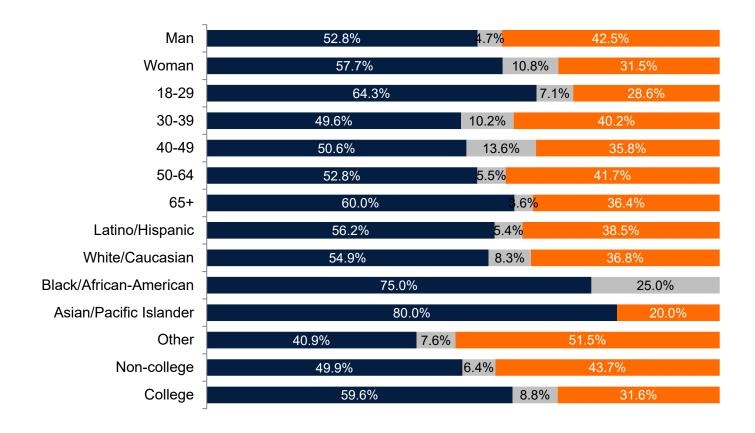
Question 9: In general, are you satisfied or dissatisfied that you are getting your money's worth for the amount you pay in local tax dollars?





## Results by gender, age group, ethnicity, and education

Question 9: In general, are you satisfied or dissatisfied that you are getting your money's worth for the amount you pay in local tax dollars?

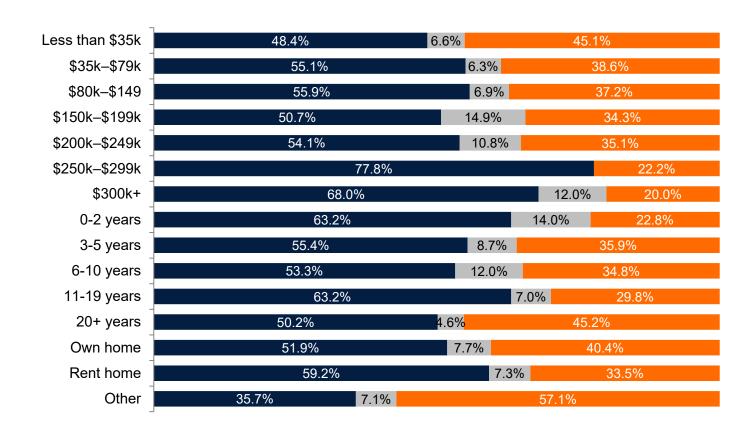






### Results by income, years of residency, and home type

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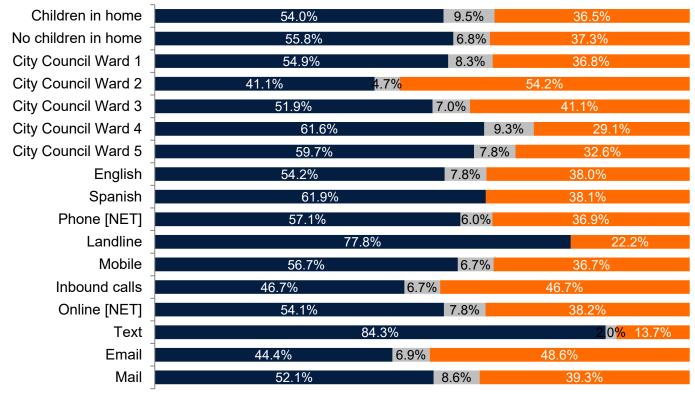


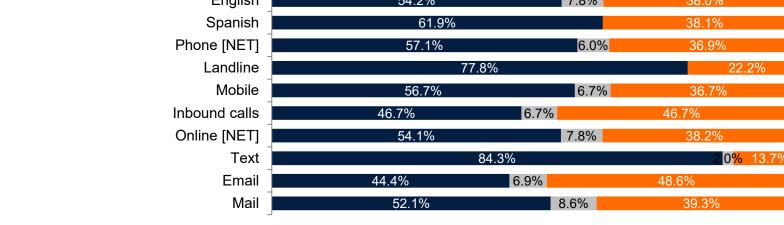




#### Results by children in home, City Council Ward, survey language, and survey mode

In general, are you satisfied or dissatisfied that you are getting your money's worth for the amount you pay in local tax dollars?







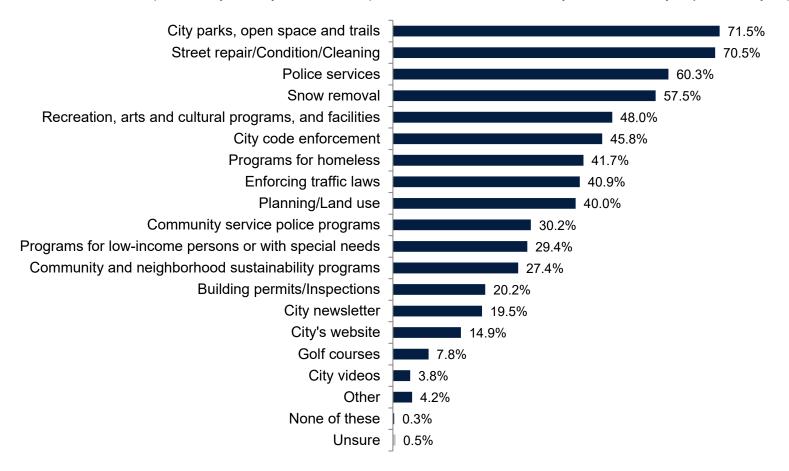
Satisfied

Unsure

Unsatisfied

## City parks, open space, and trails is the most important service provided by the City

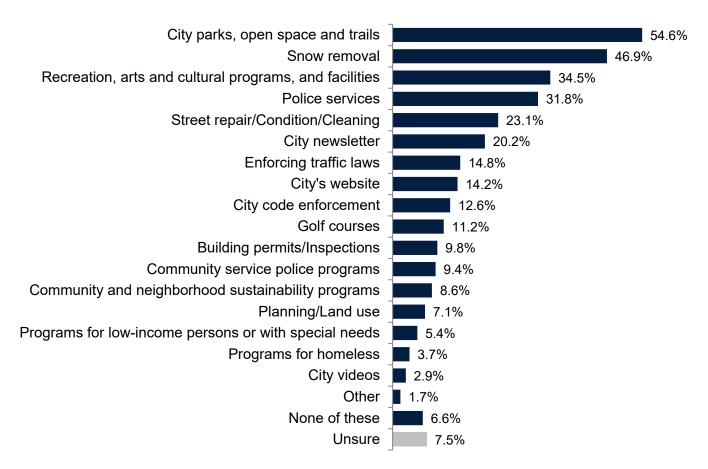
Question 10: Now we have a list of services provided by the City of Lakewood, please indicate which services you think are very **important** to you personally. Select all that apply.





## Residents are most satisfied by City parks, open space, and trails provided by the City

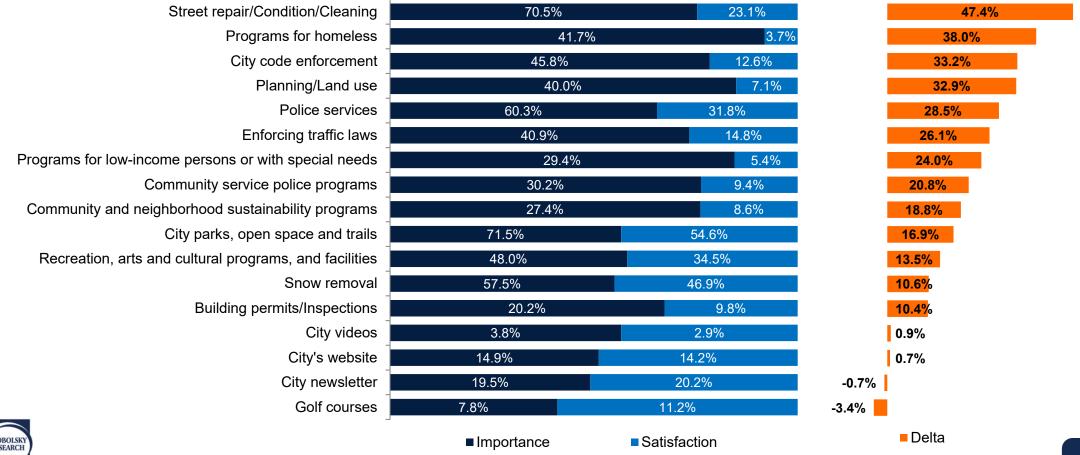
Question 11: Thinking of the same list of services provided by the City of Lakewood, please indicate which services you are personally satisfied with. Select all that apply.





#### The largest gap between importance and satisfaction is in street repairs/conditions and cleaning at 47%

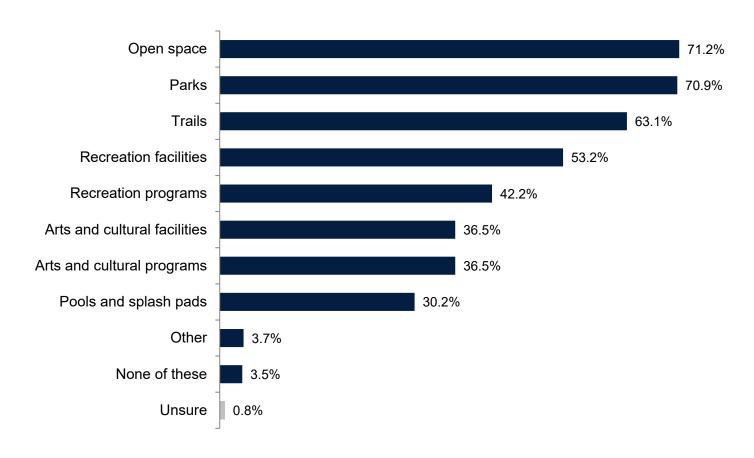
Question 10: Now we have a list of services provided by the City of Lakewood, please indicate which services you think are very important to you personally. Select all that apply. Question 11: Thinking of the same list of services provided by the City of Lakewood, please indicate which services you are personally satisfied with. Select all that apply.





## Open space and parks are the most important aspects of community resources among residents

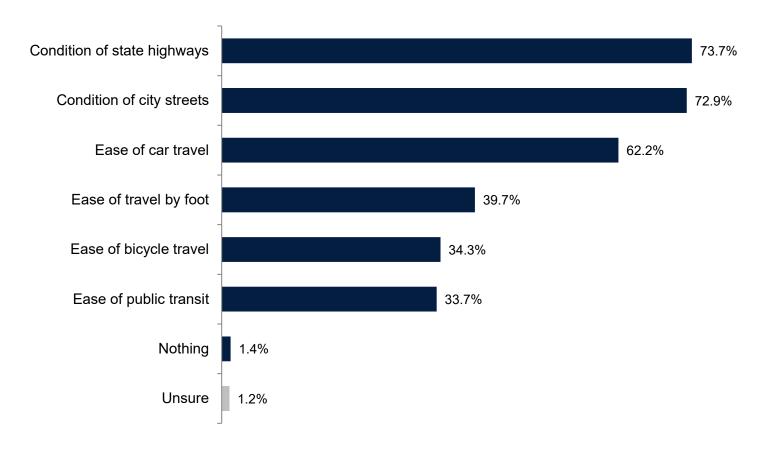
Question 12: Which of the following aspects of community resources are personally important to you? Select all that apply.





## Condition of state highways and city streets are the most important aspects of transportation in Lakewood

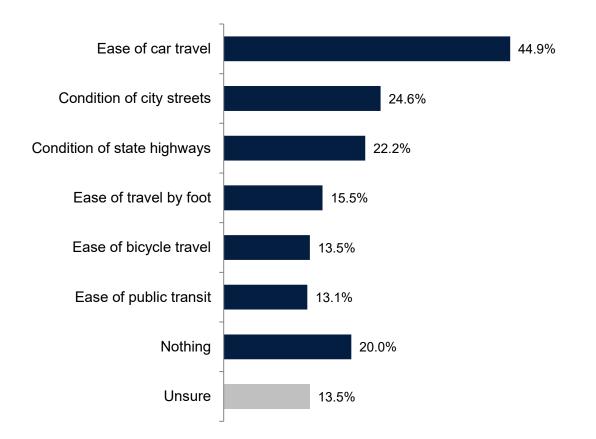
Question 13: Which of the following aspects of transportation in Lakewood are personally important to you? Select all that apply.





## Ease of car travel is the aspect of transportation with the highest satisfaction among residents

Question 14: Which of the following aspects of transportation in Lakewood are you personally satisfied with? Select all that apply.



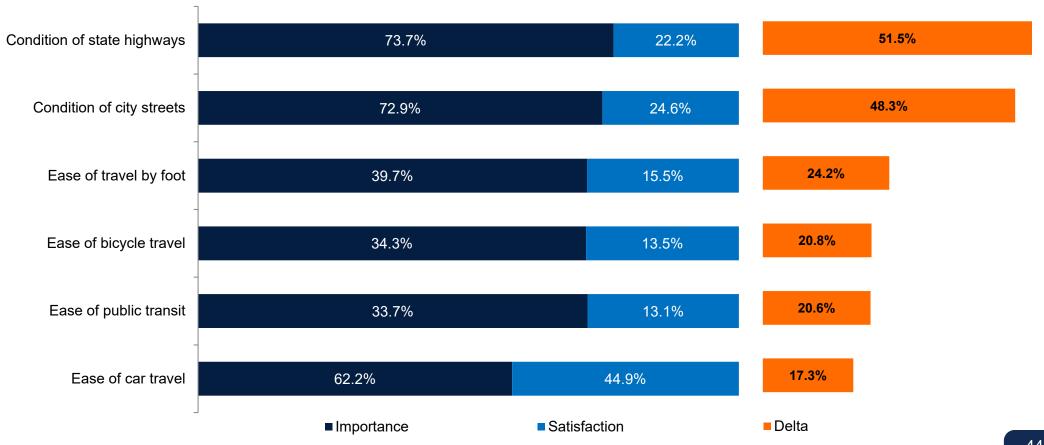
Residents in Ward 2 and Ward 3 have the lowest satisfaction for condition of city streets



## The largest gap between importance and satisfaction is in condition of state highways at 52%

Question 13: Which of the following aspects of transportation in Lakewood are personally important to you? Select all that apply.

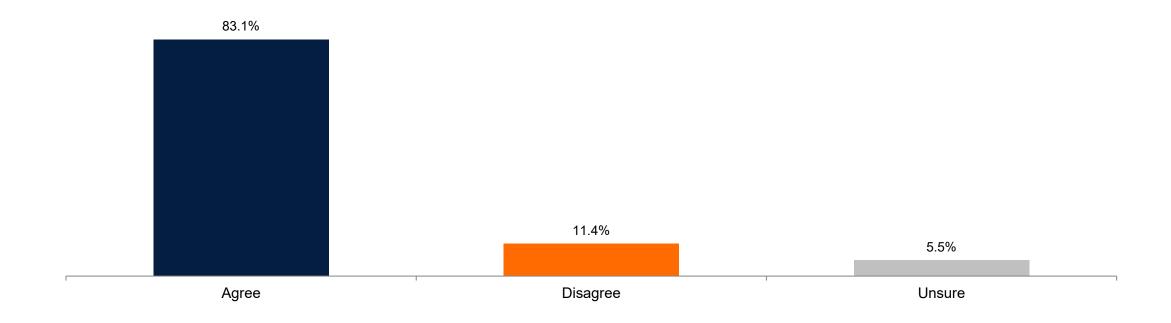
Question 14: Which of the following aspects of transportation in Lakewood are you personally satisfied with? Select all that apply.





# 83% of residents agree Lakewood should take care of streets, utilities, and City facilities it already has rather than build new infrastructure

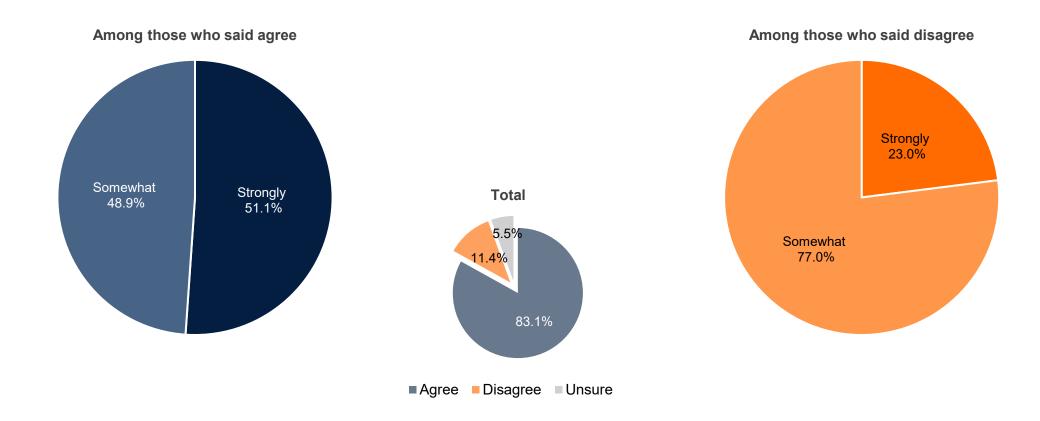
Question 15: Agree or disagree: Lakewood should take care of streets, utilities, and City facilities it already has rather than build new infrastructure.





#### Among those who agree, 51% strongly agree

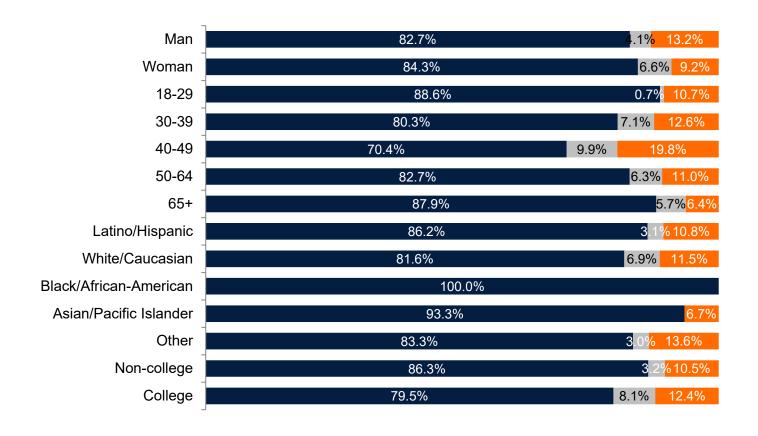
Question 15: Agree or disagree: Lakewood should take care of streets, utilities, and City facilities it already has rather than build new infrastructure.





#### Results by gender, age group, ethnicity, and education

Question 15: Agree or disagree: Lakewood should take care of streets, utilities, and City facilities it already has rather than build new infrastructure.



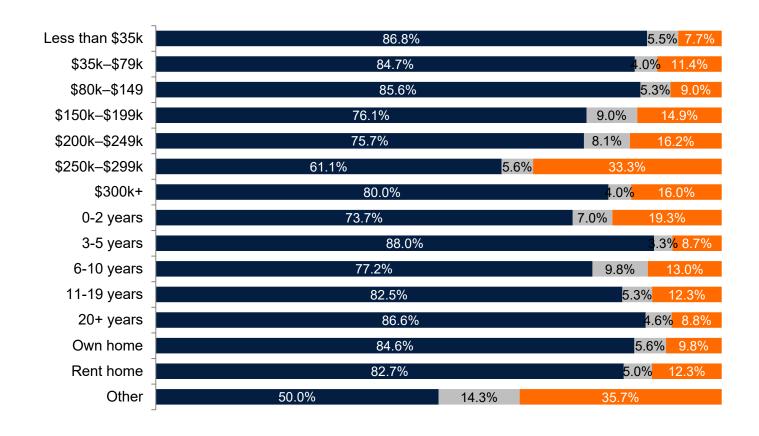


■ Agree

Unsure

### Results by income, years of residency, and home type

Question 15: Agree or disagree: Lakewood should take care of streets, utilities, and City facilities it already has rather than build new infrastructure.



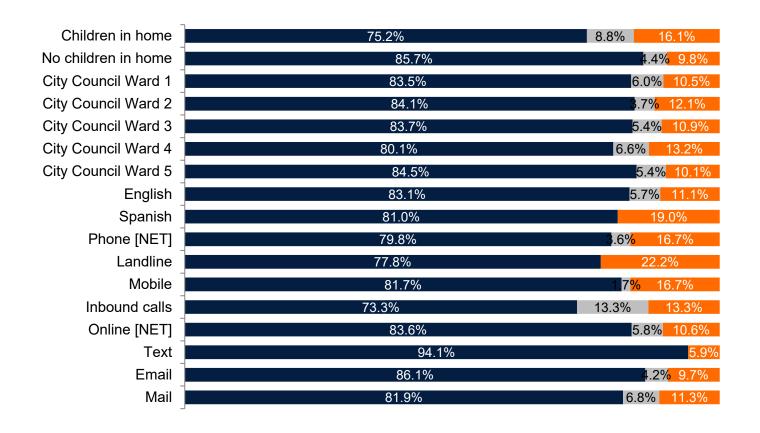


■ Agree

■ Unsure

## Results by children in home, City Council Ward, survey language, and survey mode

Question 15: Agree or disagree: Lakewood should take care of streets, utilities, and City facilities it already has rather than build new infrastructure.





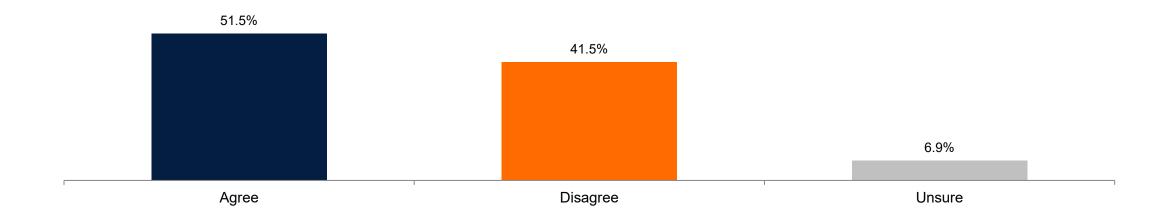
■ Agree

■ Unsure



## 52% agree that they would be willing to pay more to receive more street, utility, and City improvements

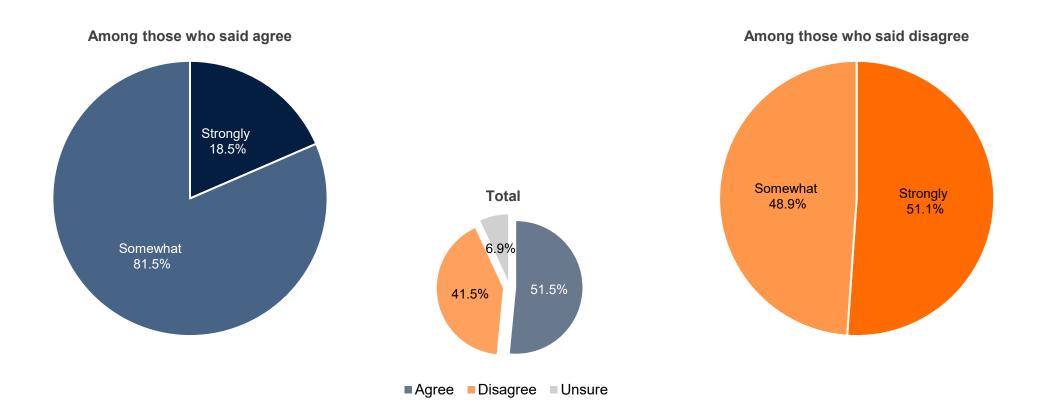
Question 16: Agree or disagree: I would be willing to pay more to receive more street, utility, and City facility improvements.





#### Among those who disagree, 51% strongly disagree

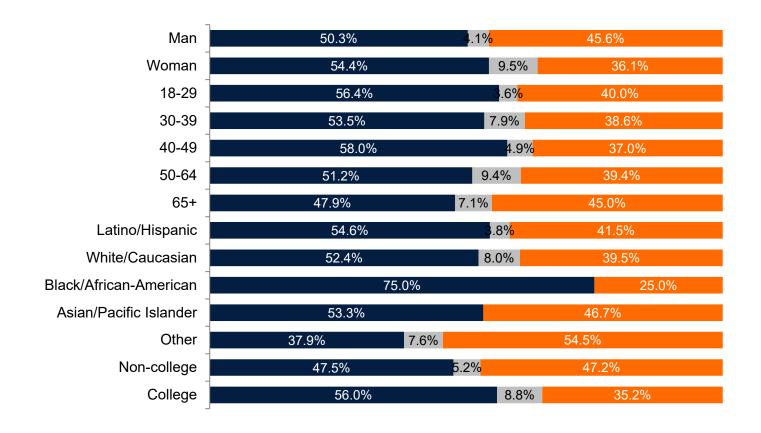
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#### Results by gender, age group, ethnicity, and education

Question 16: Agree or disagree: I would be willing to pay more to receive more street, utility, and City facility improvements.

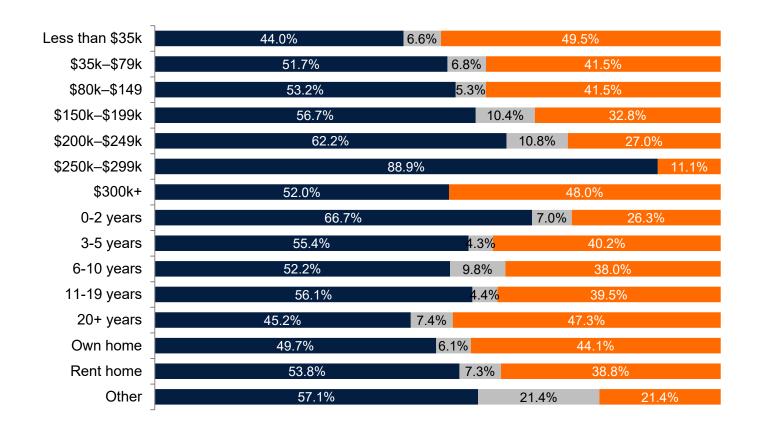






### Results by income, years of residency, and home type

Question 16: Agree or disagree: I would be willing to pay more to receive more street, utility, and City facility improvements.



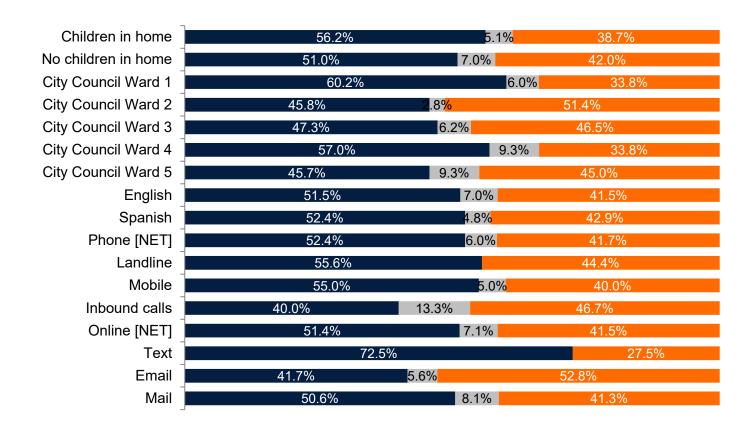


■ Agree

■Unsure

## Results by children in home, City Council Ward, survey language, and survey mode

Question 16: Agree or disagree: I would be willing to pay more to receive more street, utility, and City facility improvements.



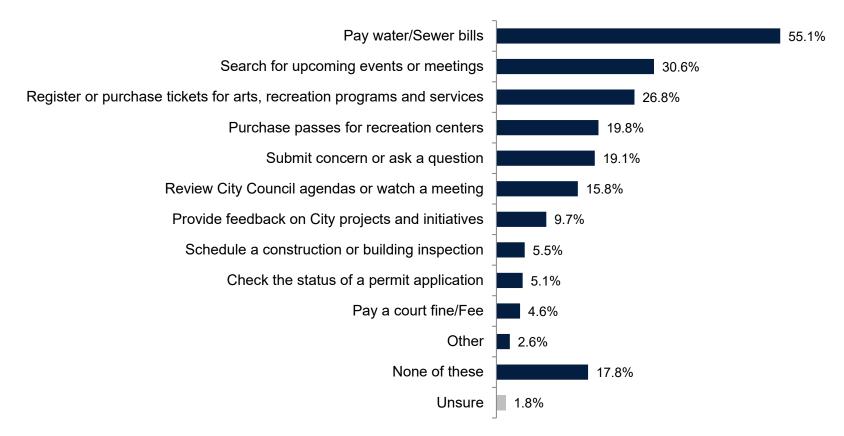


■ Agree

■ Unsure

## Paying water and sewer bills is the online service that has the highest usage

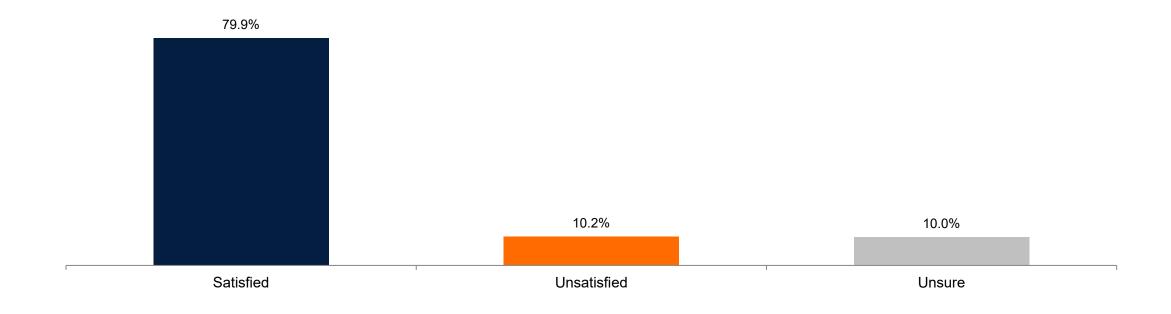
Question 17: In the past year, which, if any, of the following City online services have you used?





#### 80%\* are satisfied with the City's online services

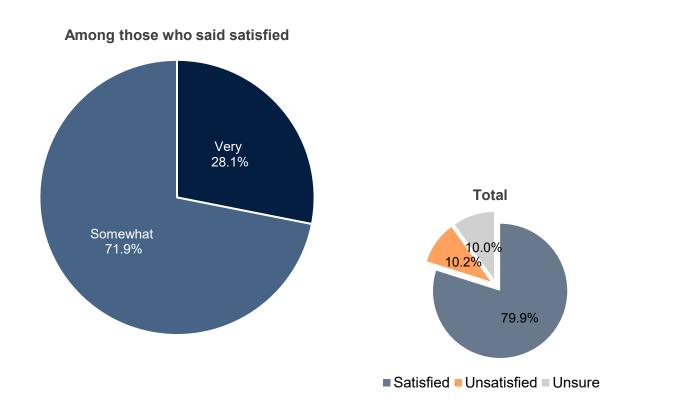
Question 18: Thinking of the City's online services you have used, please rate your satisfaction with those services. [IF CHOSE ANYTHING BUT 'NONE OF THESE' AND 'UNSURE' TO Q17]

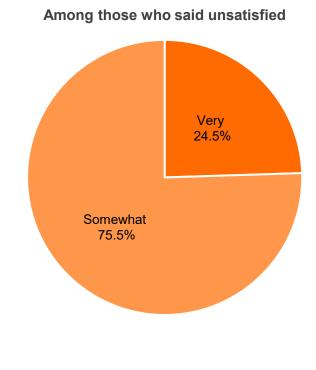




#### Among those who are satisfied, 28% are very satisfied

Question 18: Thinking of the City's online services you have used, please rate your satisfaction with those services.

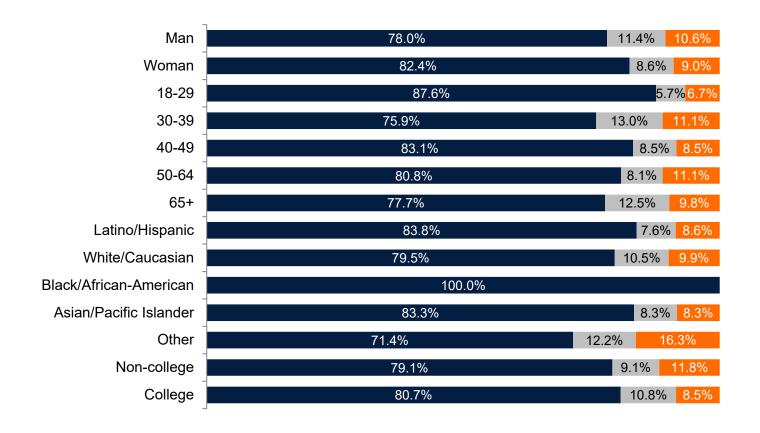






#### Results by gender, age group, ethnicity, and education

Question 18: Thinking of the City's online services you have used, please rate your satisfaction with those services.

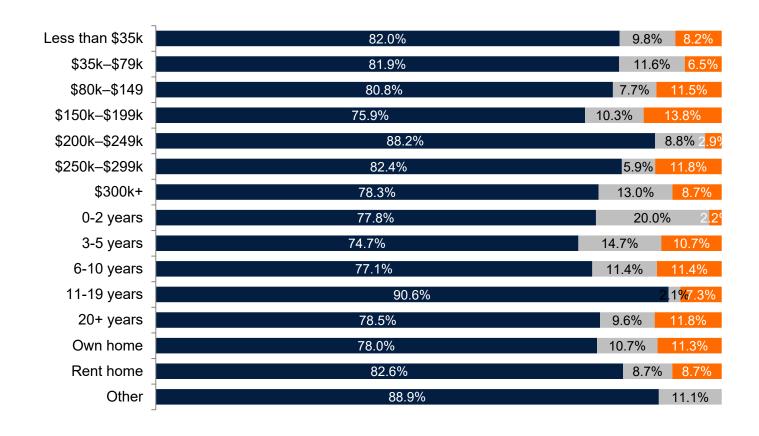






### Results by income, years of residency, and home type

Question 18: Thinking of the City's online services you have used, please rate your satisfaction with those services.





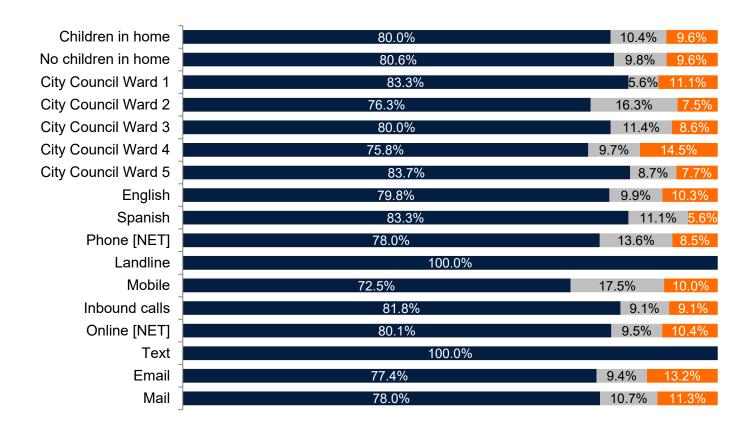
■ Satisfied

Unsure

Unsatisfied

## Results by children in home, City Council Ward, survey language, and survey mode

Question 18: Thinking of the City's online services you have used, please rate your satisfaction with those services.





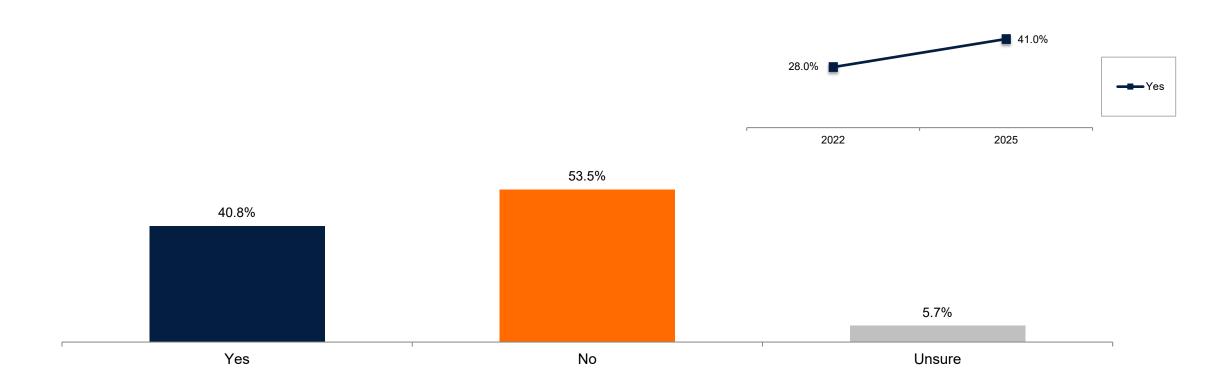
Satisfied

Unsure

Unsatisfied

## 41% of residents have been in contact with a City of Lakewood employee

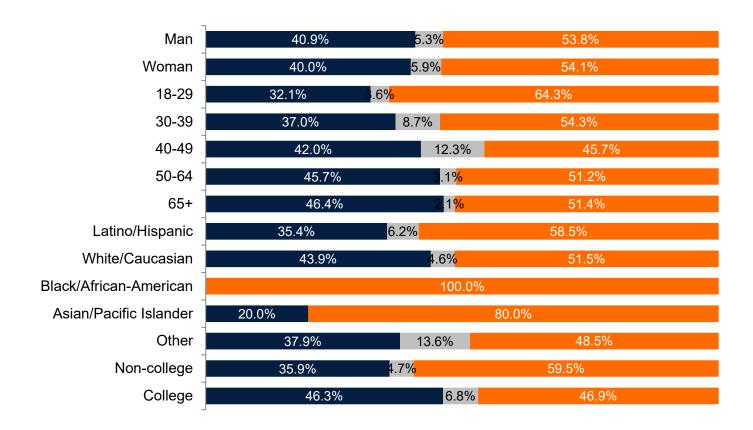
Question 19: In the past 12 months, have you been in contact with any City of Lakewood employees?\*





#### Results by gender, age group, ethnicity, and education

Question 19: In the past 12 months, have you been in contact with any City of Lakewood employees?

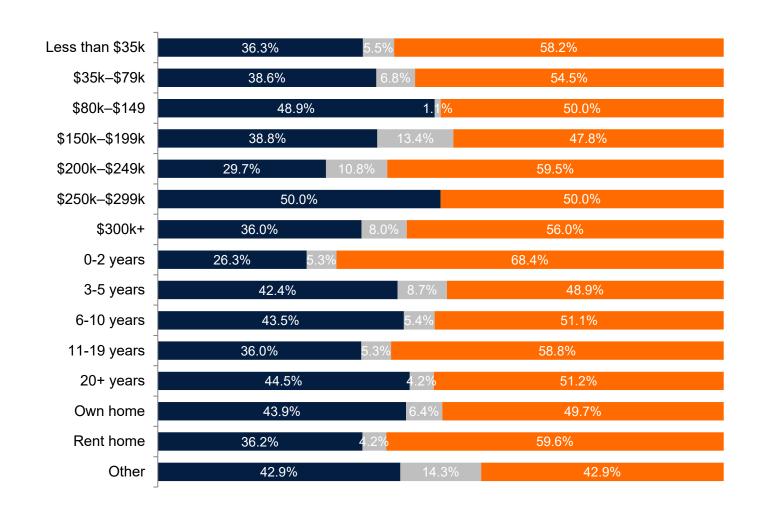






#### Results by income, years of residency, and home type

Question 19: In the past 12 months, have you been in contact with any City of Lakewood employees?





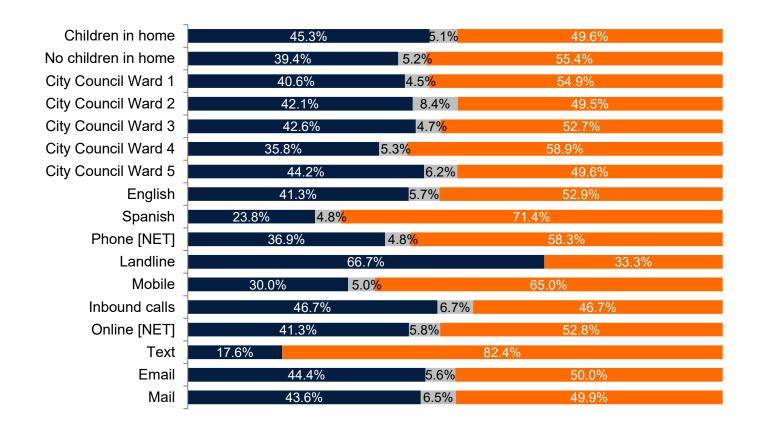
■ Yes

No

■Unsure

## Results by children in home, City Council Ward, survey language, and survey mode

Question 19: In the past 12 months, have you been in contact with any City of Lakewood employees?





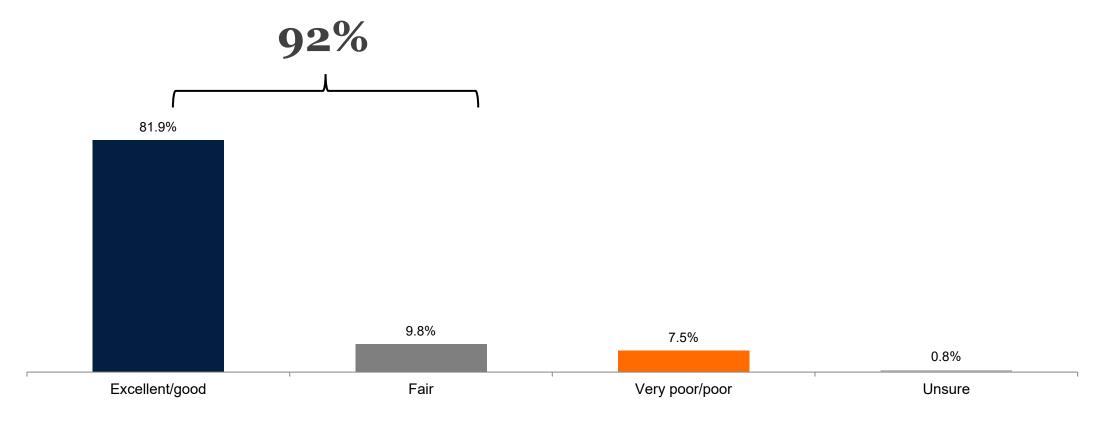
■ Yes

No

■Unsure

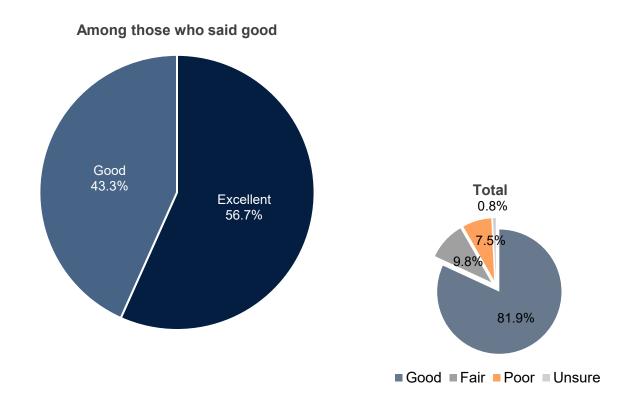
## 92% rate their interaction with that City of Lakewood employee as excellent, good or fair

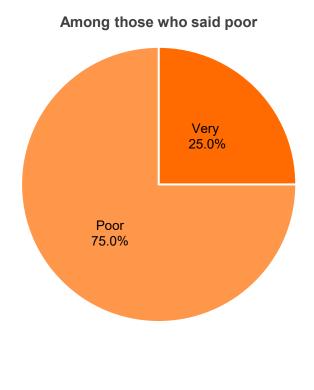
Question 20: How would you rate your interaction with that City of Lakewood employee? [IF ANSWERED 'YES' TO Q19]





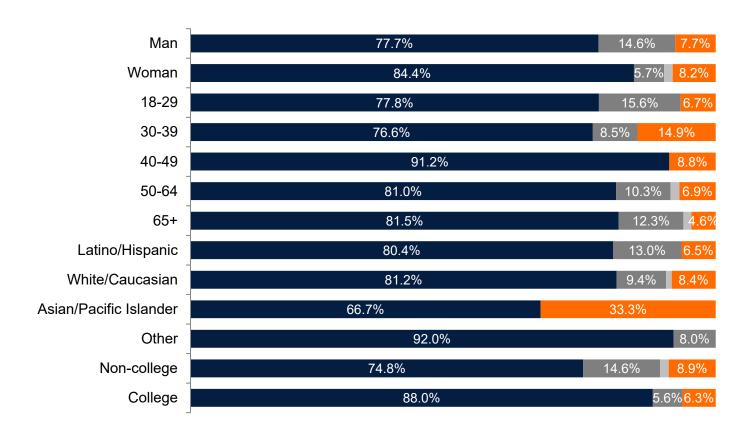
#### Among those said good, 57% said excellent







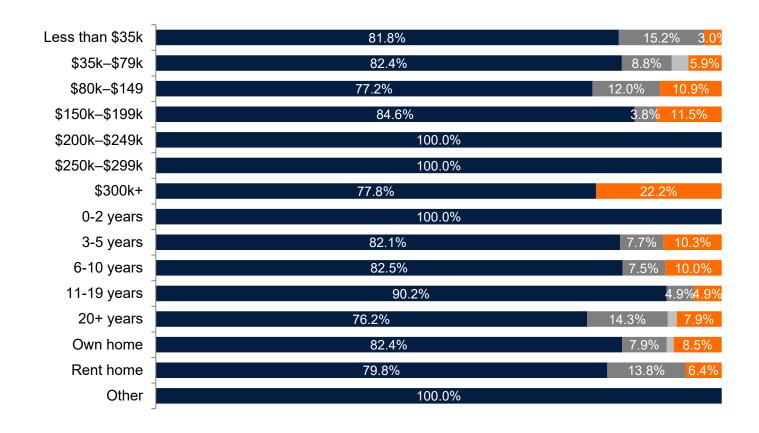
#### Results by gender, age group, ethnicity, and education







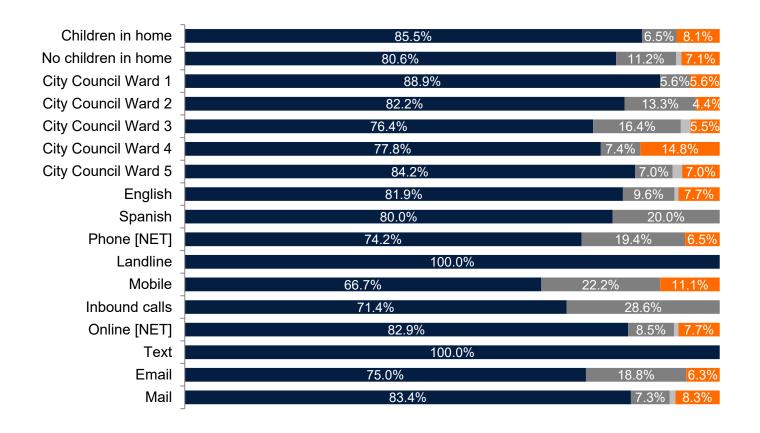
### Results by income, years of residency, and home type







## Results by children in home, City Council Ward, survey language, and survey mode

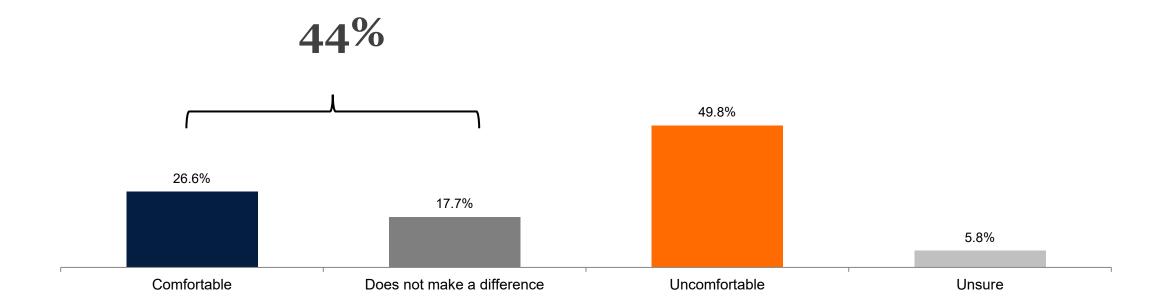






## 50% of residents would be uncomfortable if the city made use of AI chat bots to answer questions

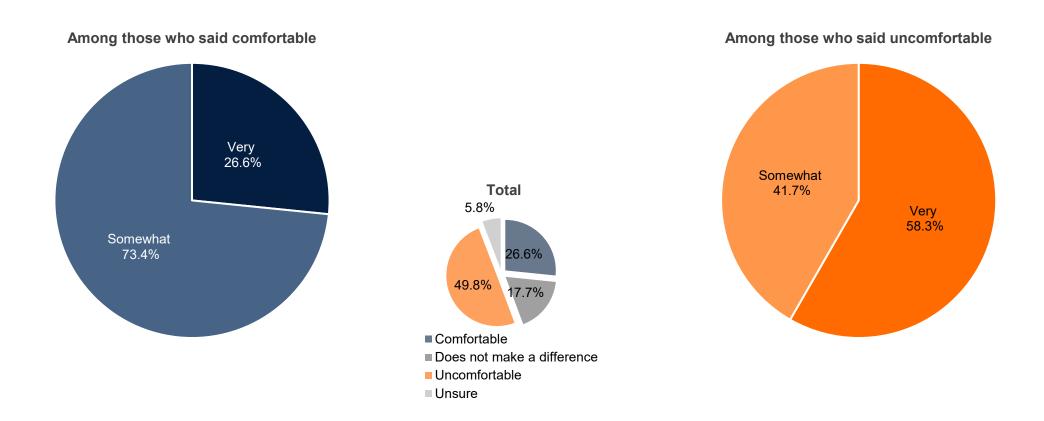
Question 21: How comfortable would you be if the City of Lakewood made use of artificial intelligence chat bots to help answer questions?





### Among those who said uncomfortable, 58% said very uncomfortable

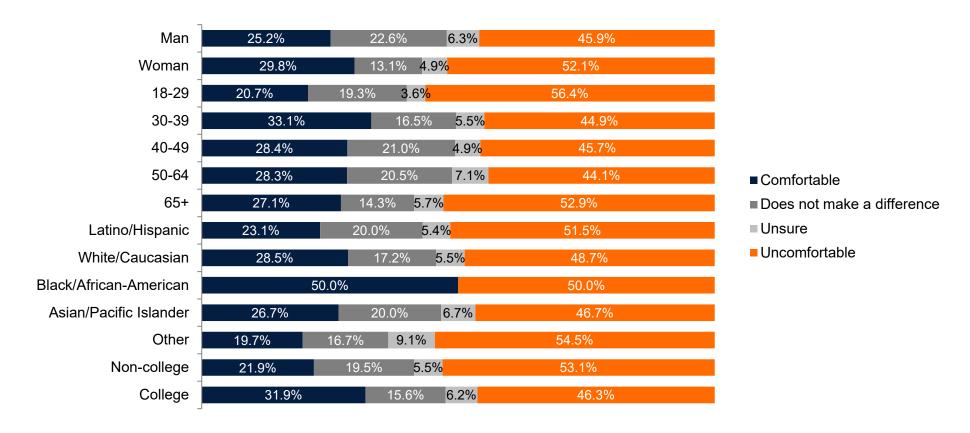
Question 21: How comfortable would you be if the City of Lakewood made use of artificial intelligence chat bots to help answer questions?





#### Results by gender, age group, ethnicity, and education

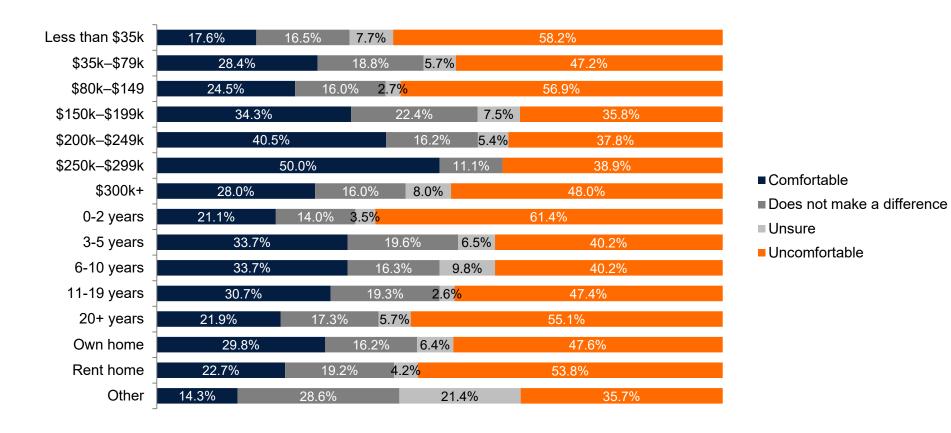
Question 21: How comfortable would you be if the City of Lakewood made use of artificial intelligence chat bots to help answer questions?





### Results by income, years of residency, and home type

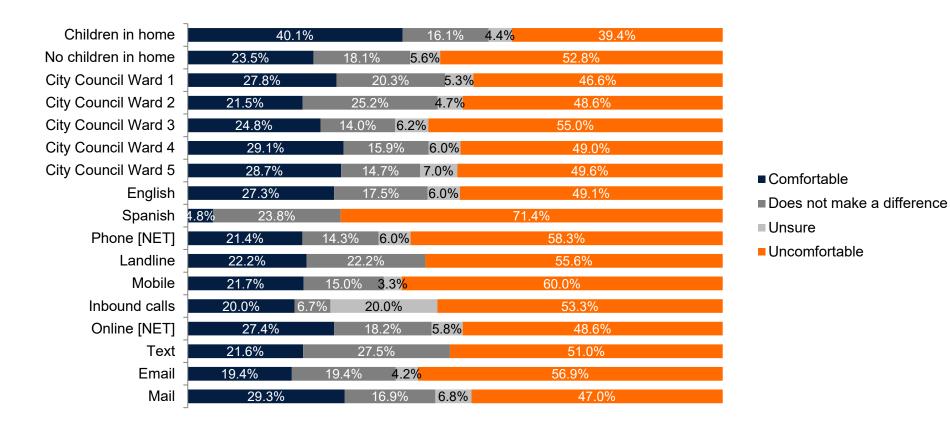
Question 21: How comfortable would you be if the City of Lakewood made use of artificial intelligence chat bots to help answer questions?





# Results by children in home, City Council Ward, survey language, and survey mode

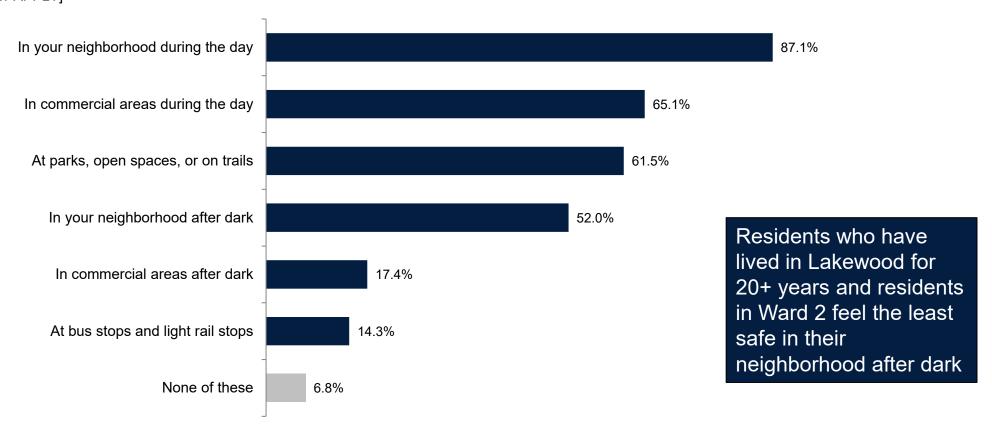
Question 21: How comfortable would you be if the City of Lakewood made use of artificial intelligence chat bots to help answer questions?





#### 52% of residents feel safe in their neighborhood after dark

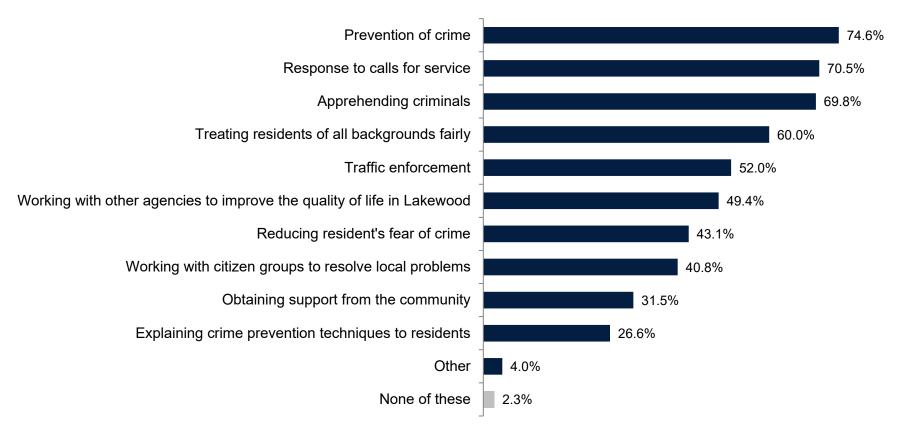
Question 22: Please indicate in which settings you feel personally safe. [SELECT ALL THAT APPLY]





### Prevention of crime is the most important police service among residents

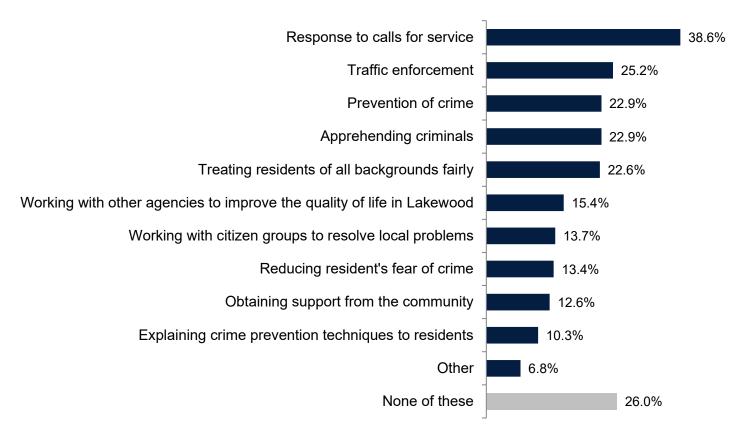
Question 23: Now we have a list of Lakewood Police services, please indicate which services you think are very important to you personally. Select all that apply.





#### Responsiveness to calls is the police service with the highest satisfaction among residents

Question 24: Please indicate in which Lakewood Police services you are personally satisfied with. Select all that apply.

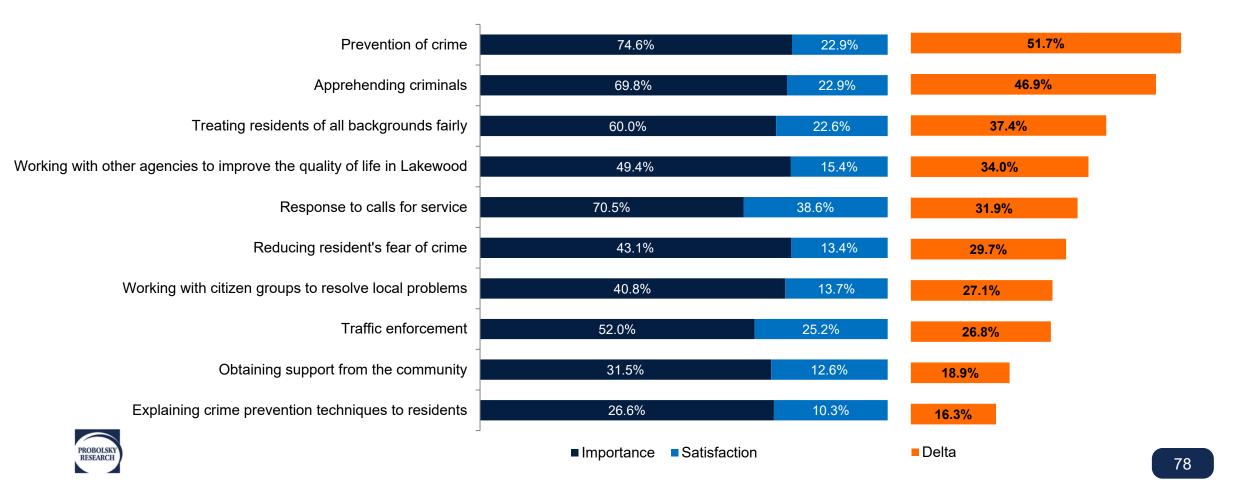




### The largest gap between importance and satisfaction is in prevention of crime at 52%

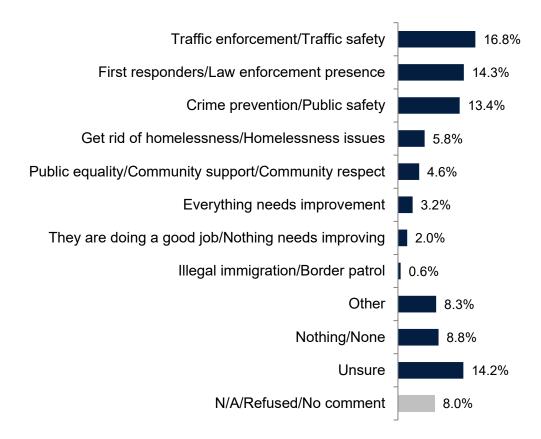
Question 23: Now we have a list of Lakewood Police services, please indicate which services you think are very important to you personally. Select all that apply.

Question 24: Please indicate in which Lakewood Police services you are personally satisfied with. Select all that apply.



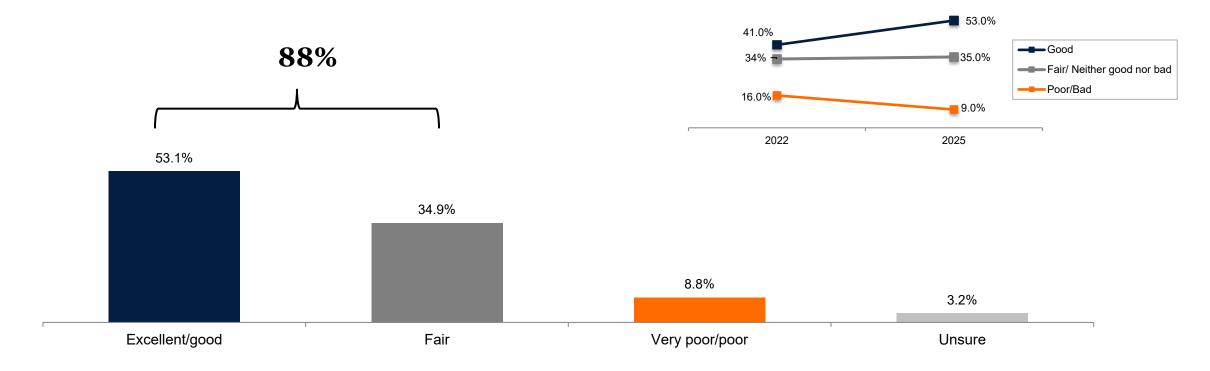
# 17% cite traffic enforcement as the Lakewood Police service that could improve

Question 25: Is there any service that the Lakewood Police Department could improve? [OPEN-ENDED RESPONSE]



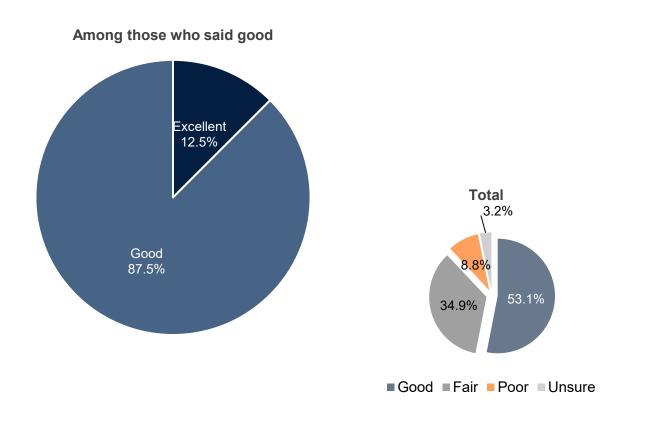


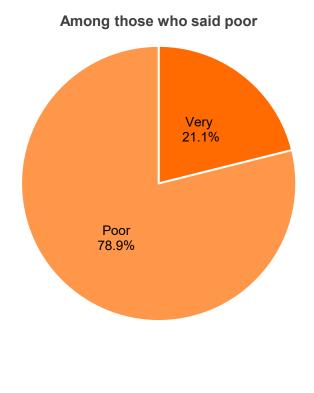
# 88% rate the overall sense of community in Lakewood as excellent, good or fair





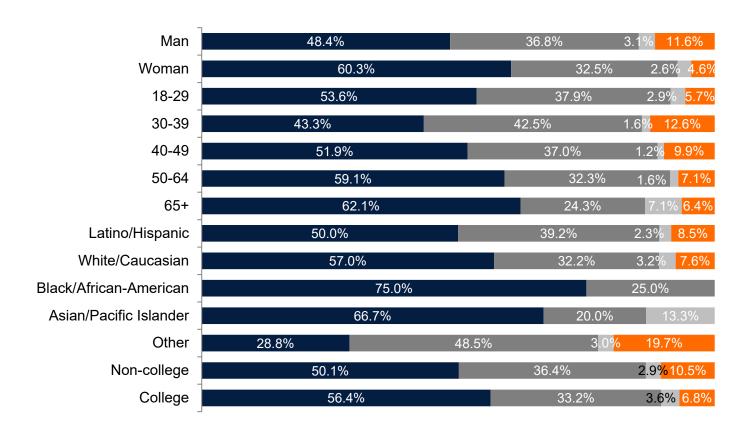
#### Among those who said good, 13% said excellent







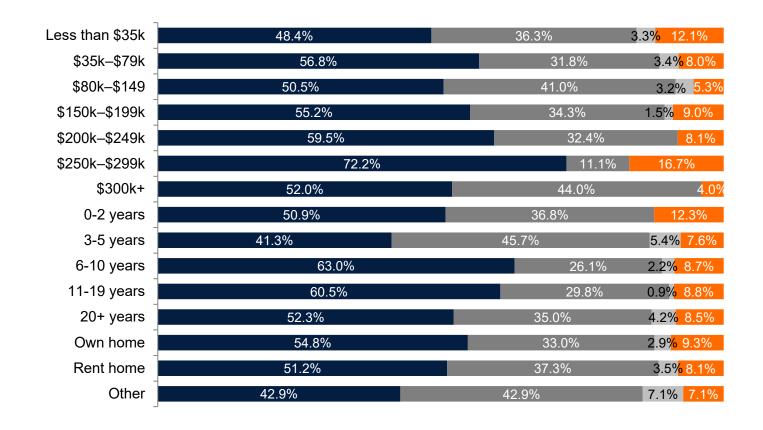
#### Results by gender, age group, ethnicity, and education







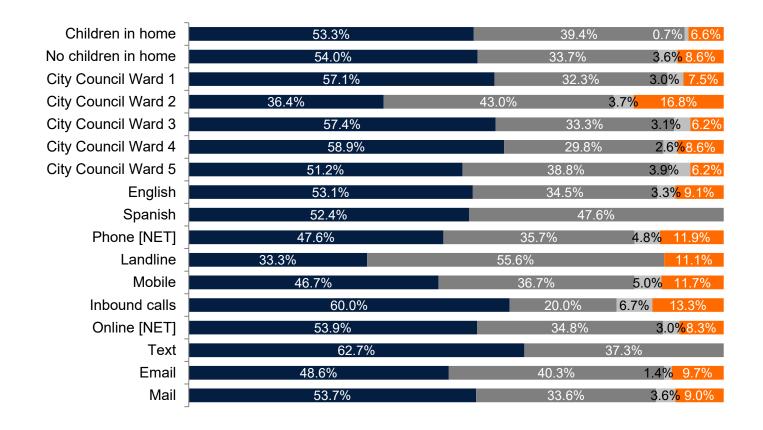
#### Results by income, years of residency, and home type







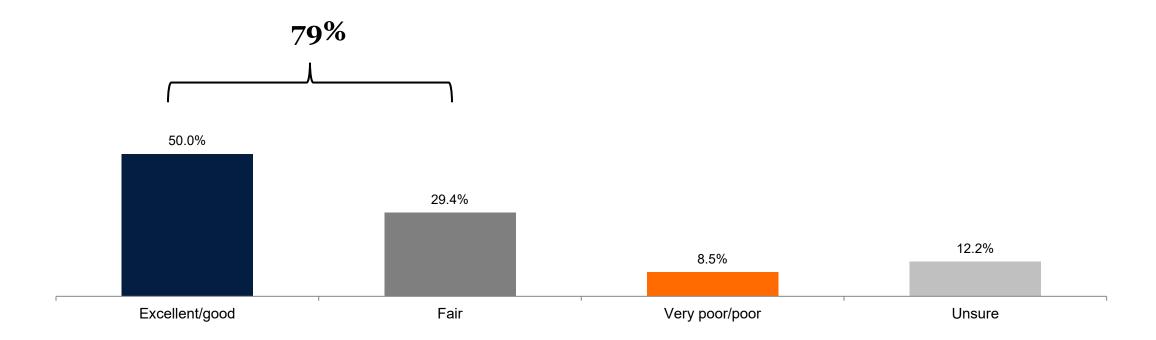
# Results by children in home, City Council Ward, survey language, and survey mode





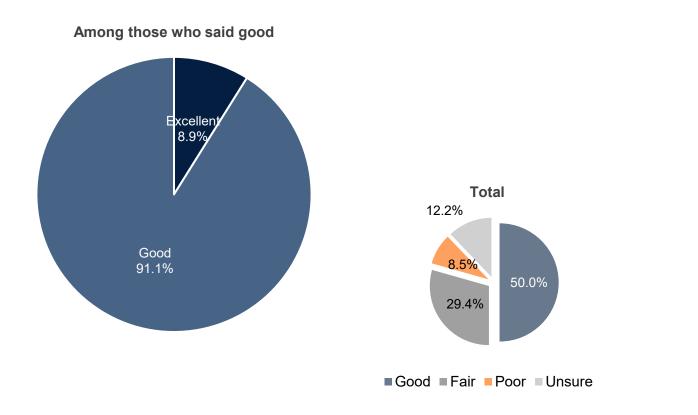


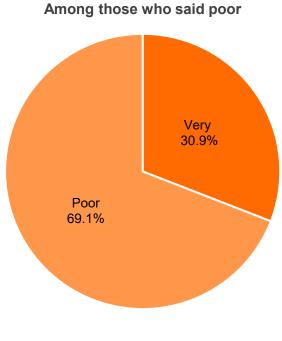
# 79% rate the City's ability to deliver services to its residents in a fair and equitable way as excellent, good or fair





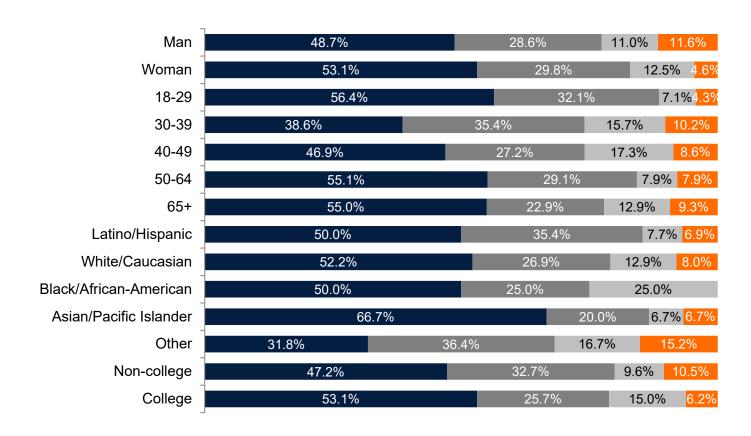
#### Among those who said good, 9% said excellent







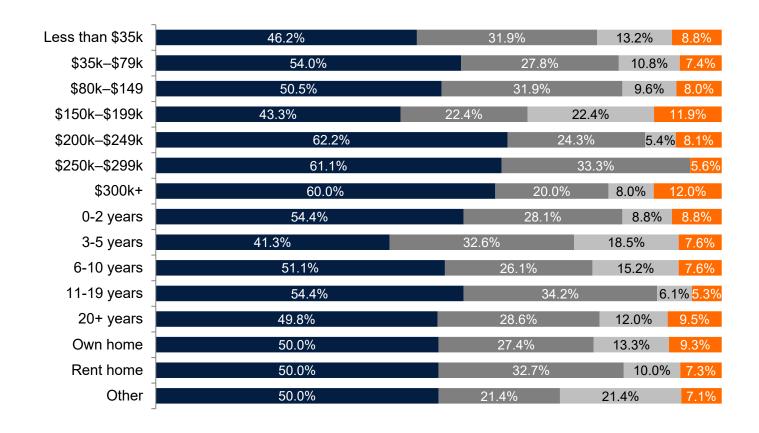
#### Results by gender, age group, ethnicity, and education







#### Results by income, years of residency, and home type

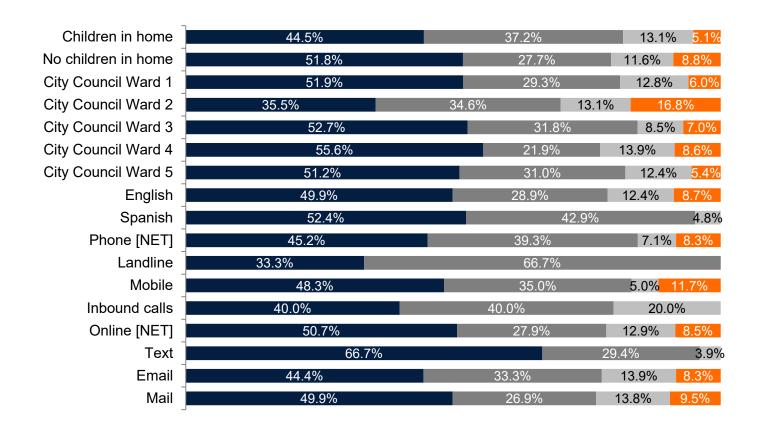






# Results by children in home, City Council Ward, survey language, and survey mode

Question 27: How would you rate the City's ability to deliver services to its residents in a fair and equitable way?





■ Good

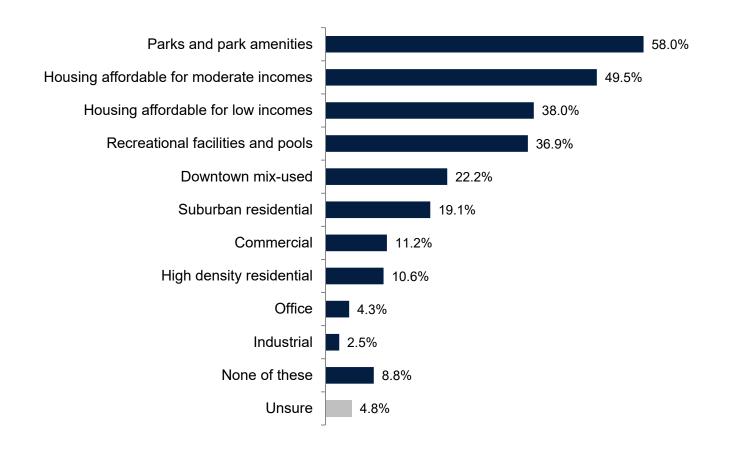
■Unsure

■ Fair

Poor

#### 58% would like to see more parks and park amenities in Lakewood

Question 28: Which type of development would you like to see more of in Lakewood?





### Resident characteristic: More likely to support development

Question 28: Which type of development would you like to see more of in Lakewood? [SELECT ALL THAT APPLY]

**Parks and amenities** – Residents with higher education, annual income over \$80,000, less than 10 years in Lakewood

**Housing affordable for moderate incomes** – Female residents, under 50, Black & Latino, annual income \$35,000 and \$250,000, renters, children in home

**Housing affordable for low incomes** – Female residents, under 50, Black and Latino, annual income under \$150,000, renters, less than 20 years in Lakewood, children in home

**Recreational facilities and pools** – Residents 30 to 49, children in home, and Ward 1

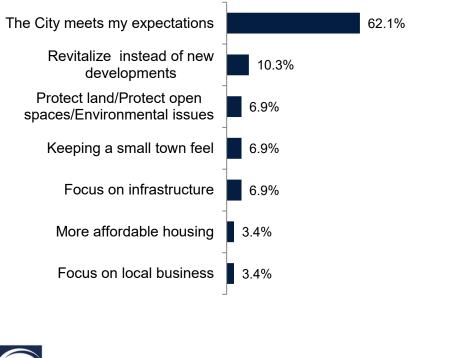
**Downtown mix-used** – Female residents, 30 to 49, college, annual income over \$150,000, less than 10 years in Lakewood



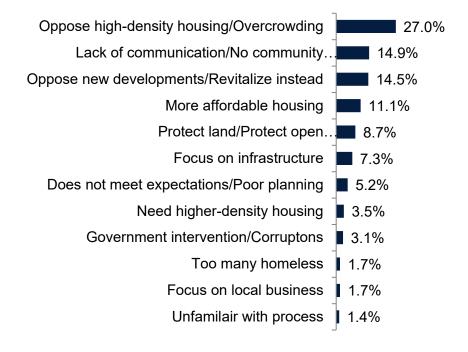
# Overcrowding and lack of outreach are the top reasons for why Lakewood plans for new development do not meet expectations

Question 29: In a few words, how does the way that Lakewood plans for new development meet or not meet your expectations? [OPEN-ENDED RESPONSE]

#### **Positive**



#### **Negative**





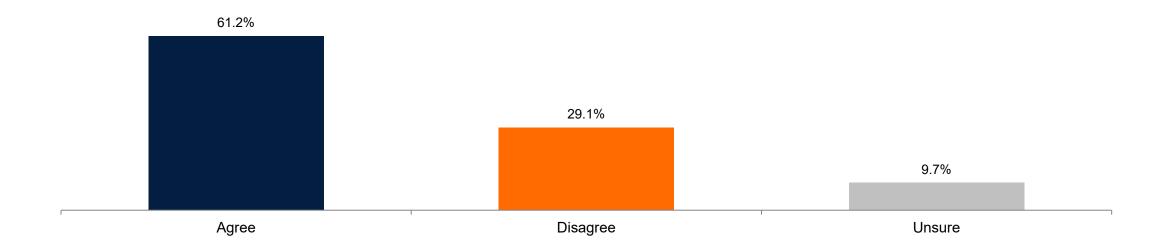
**Total** 

41.2%

10.6%

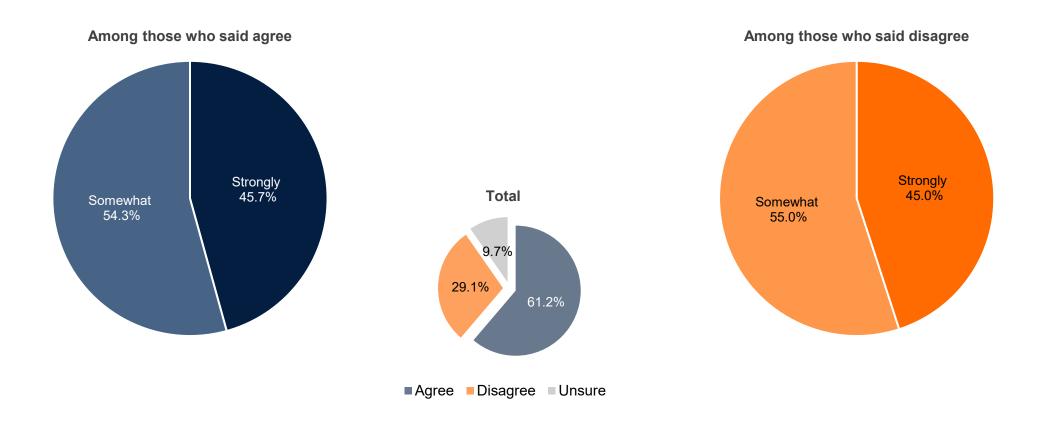
48.2%

#### 61% agree that they are concerned about finding an affordable place to live in Lakewood for themselves or a family member



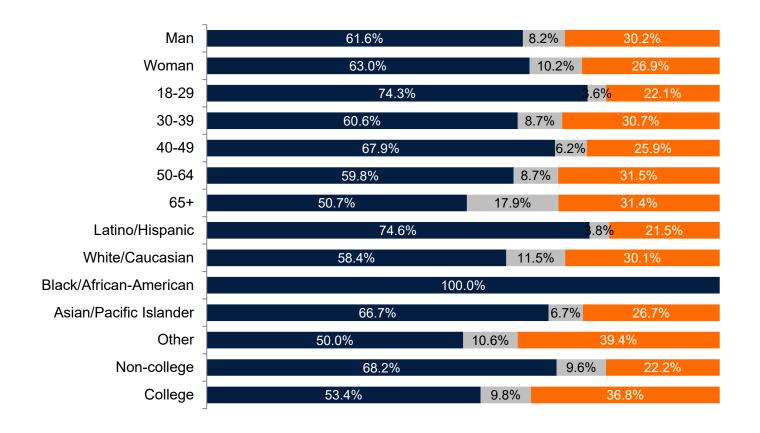


#### Among those who agree, 46% agree strongly





#### Results by gender, age group, ethnicity, and education

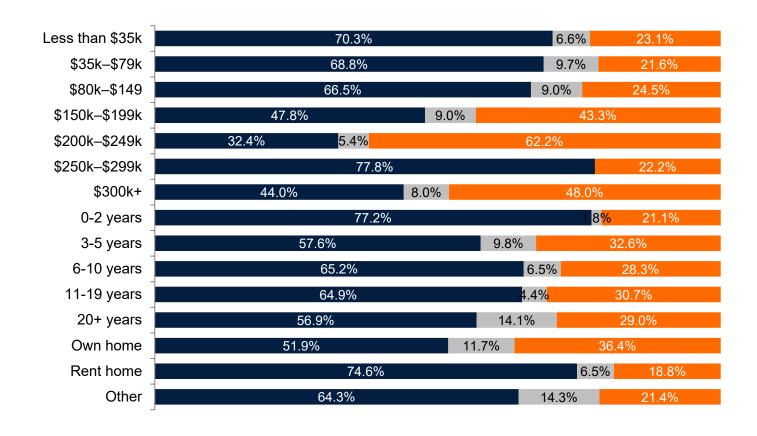






### Results by income, years of residency, and home type

Question 30: Agree or disagree: I am concerned about finding an affordable place to live in Lakewood for myself or a family member.



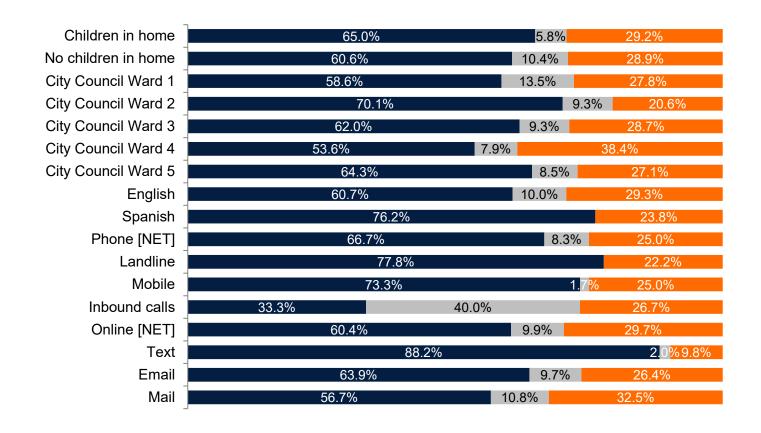


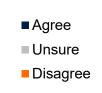
■ Agree

■ Unsure

Disagree

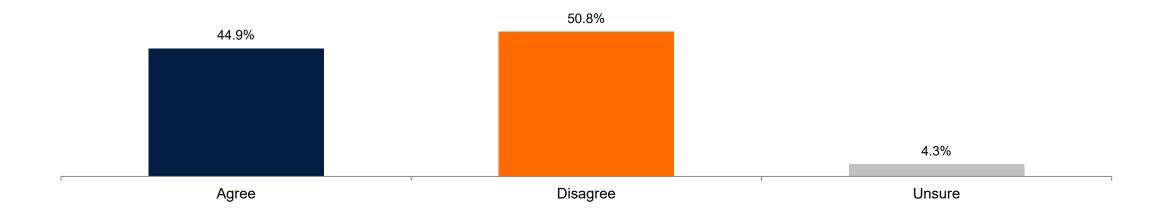
### Results by children in home, City Council Ward, survey language, and survey mode







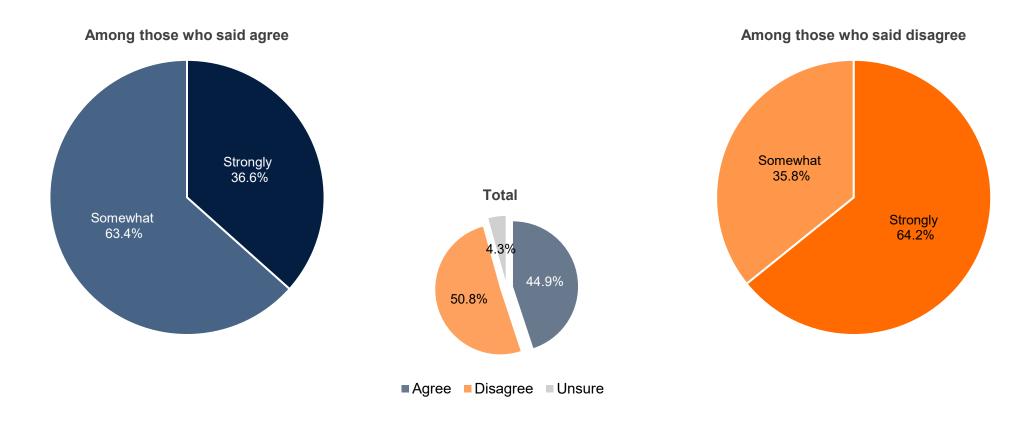
# 51% disagree with building more housing in their neighborhood





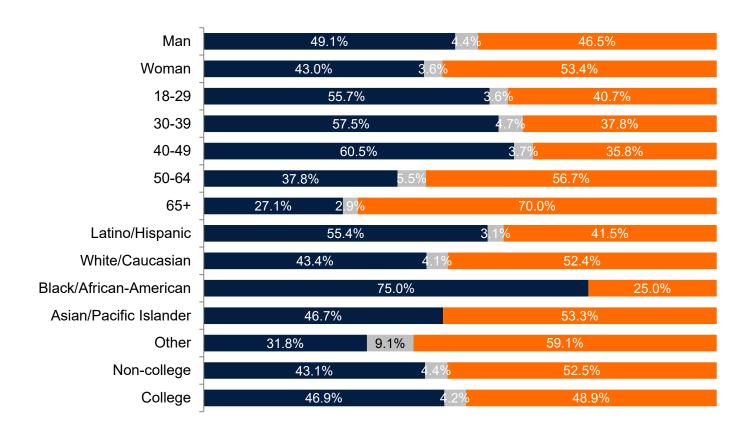
#### Among those who disagree, 64% strongly disagree

Question 31: Agree or disagree: I support building more housing, even in my neighborhood.





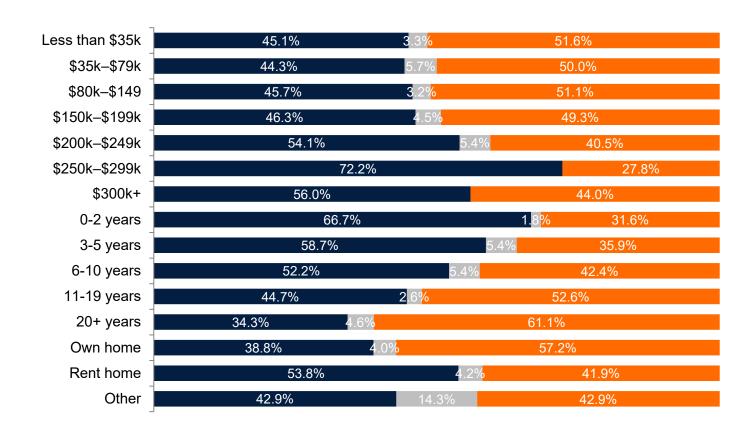
#### Results by gender, age group, ethnicity, and education

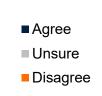






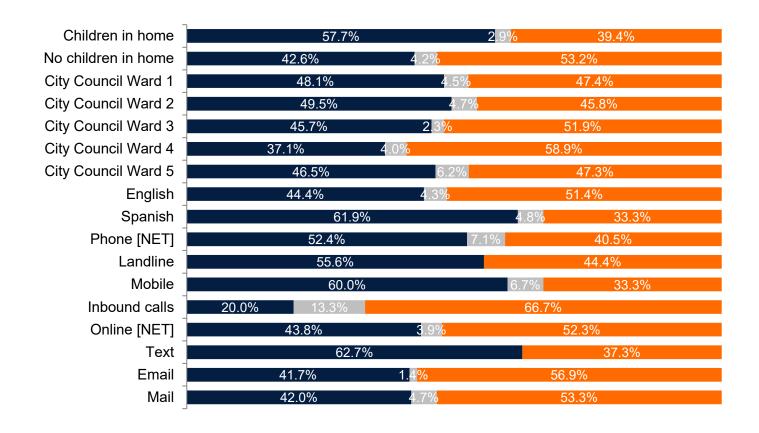
#### Results by income, years of residency, and home type

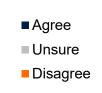






# Results by children in home, City Council Ward, survey language, and survey mode

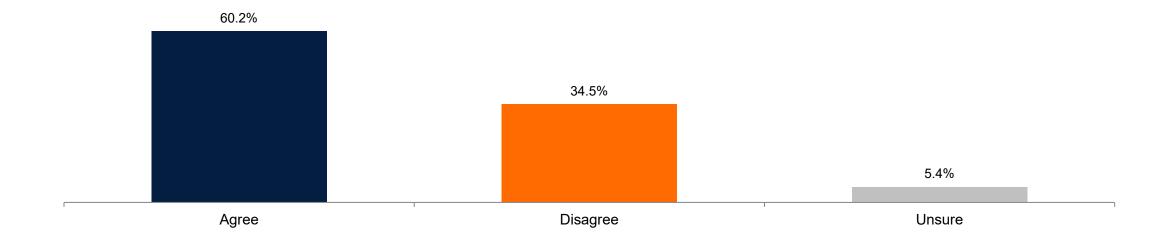






#### 60% agree that Lakewood is already too crowded

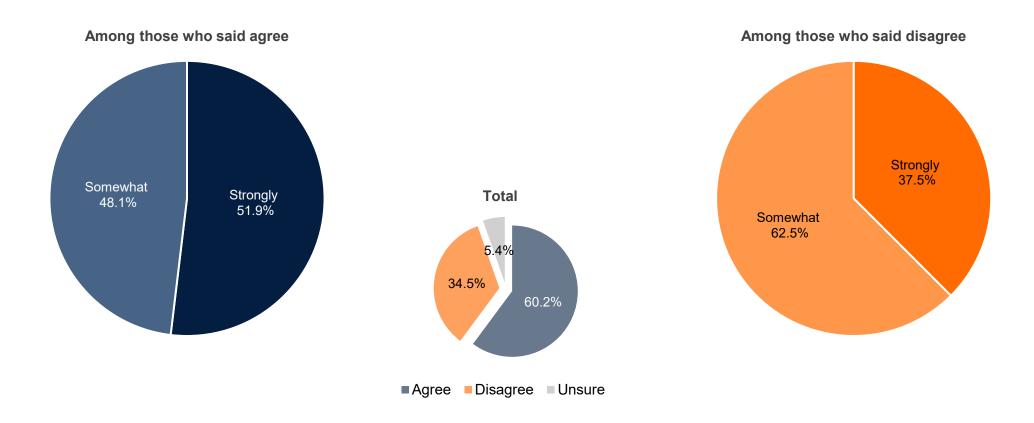
Question 32: Agree or disagree: Lakewood is already too crowded, there is not enough space for people to continue to move here.





#### Among those who agree, 52% strongly agree

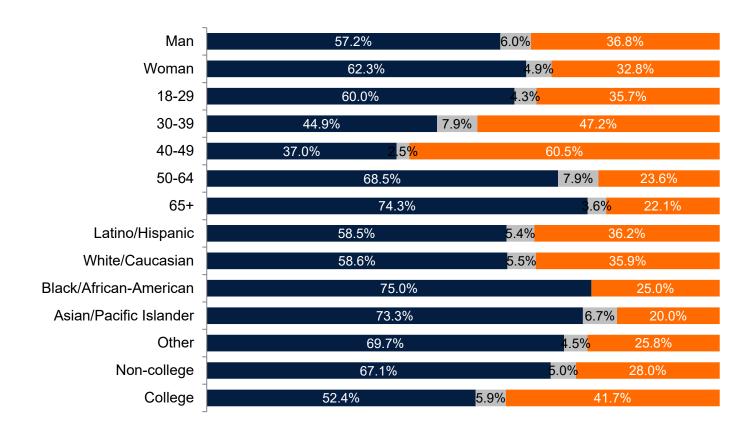
Question 32: Agree or disagree: Lakewood is already too crowded, there is not enough space for people to continue to move here.





#### Results by gender, age group, ethnicity, and education

Question 32: Agree or disagree: Lakewood is already too crowded, there is not enough space for people to continue to move here.

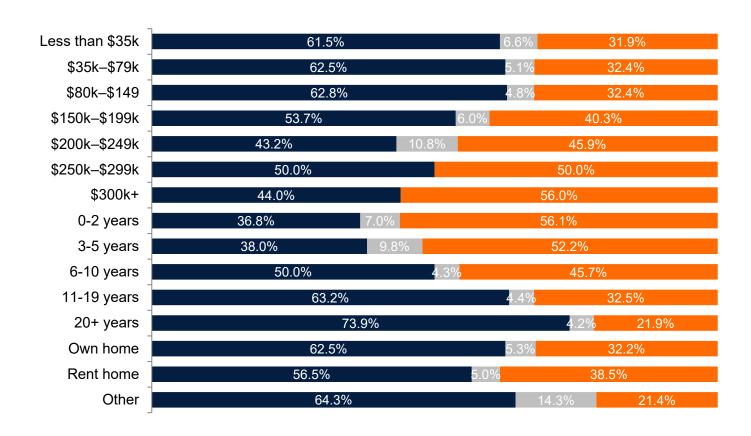






### Results by income, years of residency, and home type

Question 32: Agree or disagree: Lakewood is already too crowded, there is not enough space for people to continue to move here.





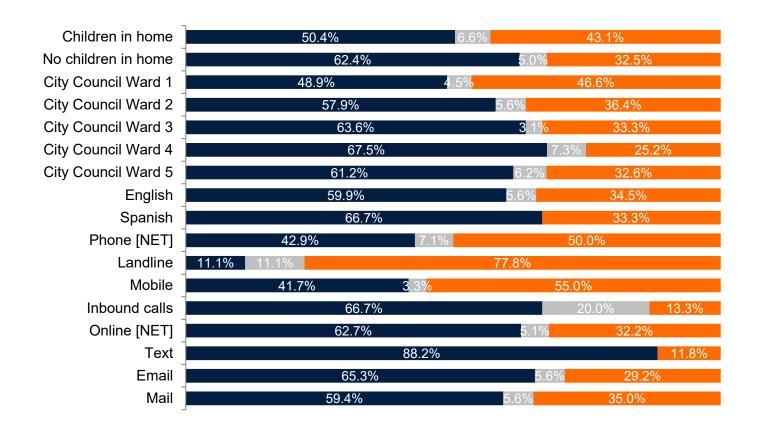
■ Agree

■Unsure

Disagree

# Results by children in home, City Council Ward, survey language, and survey mode

Question 32: Agree or disagree: Lakewood is already too crowded, there is not enough space for people to continue to move here.





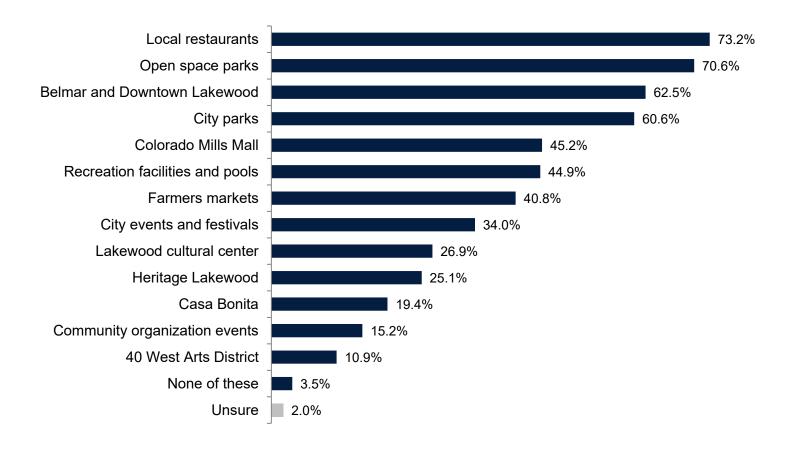
■ Agree

■ Unsure

Disagree

#### Local restaurants and open space parks are the top entertainment choices in Lakewood

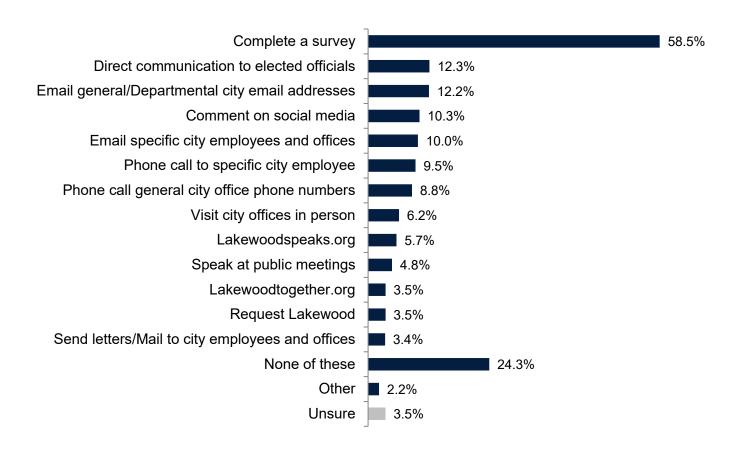
Question 33: Please indicate what do you do for entertainment in Lakewood. Select all that apply.





### 59% say the survey is how they have provided input to the City

Question 34: How have you provided feedback or input to the City? Select all that apply.

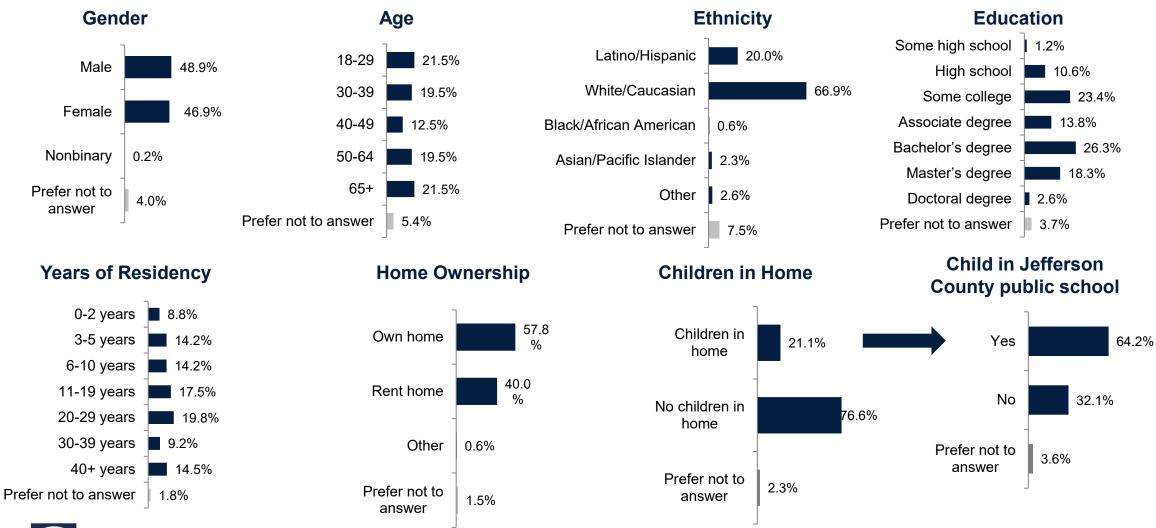




#### **Demographics**

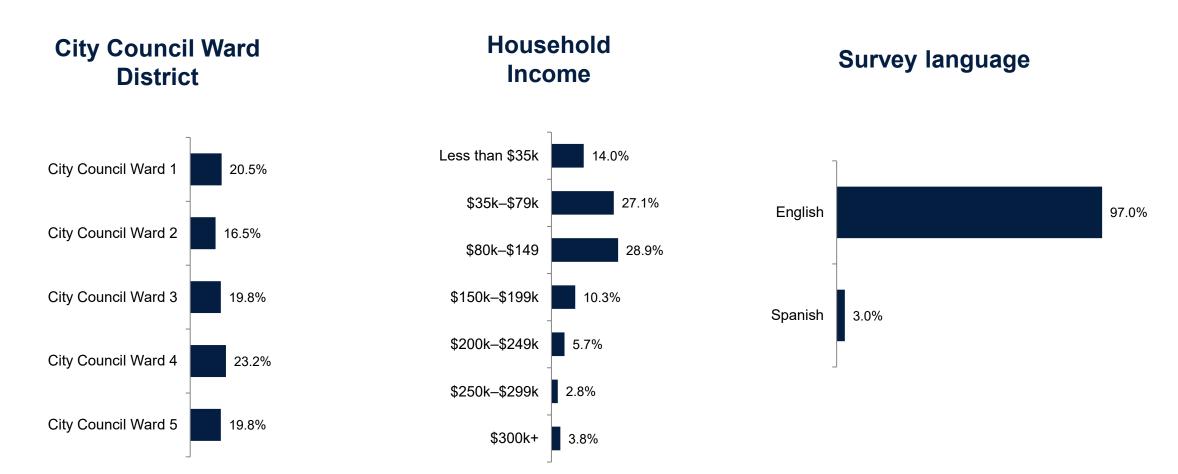


#### Respondent demographics by gender, age, ethnicity, education, years of residency, home ownership, children in home, and child in public school





#### Respondent demographics by City Council Ward, Household income, and survey language





#### **Questions?**

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#### Joshua Emeneger, Principal Researcher

E: josh@probolskyresearch.com



**Opinion Research on Elections and Public Policy**