



AskCOS[®] 2021 Findings Excerpt

A Syndicated, Tracking Study on the Colorado Springs Area

DECEMBER 2, 2021

Table of Contents

5	<u>AskCOS® 2021 Overall Findings</u>	32	<u>Marijuana, Tobacco, & Alcohol Usage</u>
7	<u>AskCOS® 2021 Headlines By Topic</u>	36	<u>Employment Status & Location</u>
12	<u>AskCOS® 2021 Key Findings</u>	41	<u>Religious Attitudes & Participation</u>
13	<u>Quality of Life</u>	45	<u>Traditional & Social Media</u>
17	<u>Colorado Springs Satisfaction</u>	51	<u>Local News & Info Sources</u>
27	<u>Physical Health & Emotional Well-Being</u>	56	<u>Appendix</u>



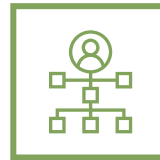
AskCOS® is an annual, shared community survey among greater Colorado Springs residents. Findings from this yearly report are leveraged by local businesses, government and individuals to improve our local economy and the Colorado Springs area as a whole. 2021 marked the fifth year of tracking resident input.



**1,380 LOCAL
RESIDENTS
SURVEYED**



**QUALITY OF LIFE,
SELF-RATED HEALTH,
CITY SATISFACTION,
AND MEDIA USE**



**RESPONSES THOROUGHLY
CLEANED AND WEIGHTED TO
MIRROR COUNTY CENSUS
PROPORTIONS**



Methodology Overview

See Appendix for Detailed Methodology



WHO? 1,380 El Paso County residents sourced from EIAsks[®] (Elevated Insights' proprietary panel), social media posts, and sharing from local organizations



WHAT? 10-minute self-administered web-based survey



WHERE? Those living in the greater Colorado Springs area (El Paso County) – including Monument, Fountain, Manitou Springs, etc.



WHEN? September 1st – September 27th, 2021

AskCOS[®] 2021 Overall Findings



Key Takeaways

Quality of Life and Satisfaction with Living in COS Area

- Resident satisfaction with *Quality of Life* and *Living in Colorado Springs* is above national norms
- While overall resident satisfaction is strong, strength of satisfaction has reduced since 2017
 - COS has increased satisfaction with many of the top aspects (*Outdoor Recreation/Activities, Restaurants/Food, Entertainment*)
 - COS resident satisfaction has decreased with some of the lower-rated aspects of living in COS; significantly fewer residents are satisfied with *Cost of Living/Housing* and *Community Safety* vs. 5 years ago
- Focusing on improving Cost of Living/Housing, Community Safety, Job Opportunities and Public Schools would most directly contribute towards improving Quality of Life for most residents

Physical Health/Emotional Well-Being

- 86% of COS residents rate their physical health positively and 80% positively rate their emotional well-being (6 or higher on 0-10 scale)
 - Resident ratings of their physical and emotional health have decreased vs. 2018/Pre-COVID
 - Emotional well-being decreased among more residents 18-29 years old residents vs. older residents

Use of Legal Substances

- Marijuana usage (both inhaled & edibles) has increased, with 30% of adult residents using marijuana in 2021
- Resident usage of alcohol and cigarettes has decreased since 2017
 - Younger residents are more likely to use marijuana and e-cigarettes (42% of residents 18-29 residents used marijuana in 2021)

Religious Beliefs

- Less COS residents claim that religion is important in their life than residents in the total US (58% for COS vs 73% for Total US)
- While % finding religion important has decreased since 2017, participation has remained constant when including online participation

Local Information Sources

- KKTU, KRDO, and KOAA are the top sources of local information when combining the full range of touch-points employed
- Many residents stay informed about local news/events outside of traditional media sources, including word-of-mouth, social media, podcasts, and independent online searches
- Younger residents are less likely to be informed about local news or events

COS resident satisfaction with their Quality of Life is above national norms and in line with benchmarks.

While satisfaction with Living in Colorado Springs is strong, strength of satisfaction has decreased over past five years along with decreased satisfaction in cost of living/affordable housing, perceived safety, and public schools.

AskCOS[®] 2021 Headlines by Topic



Quality of Life, City Satisfaction

SATISFACTION WITH QUALITY OF LIFE

- Most COS residents are satisfied with their Quality of Life overall, with 85% rating their quality of life as 6 or higher on a 0-10 scale
- COS resident satisfaction with Quality of Life is about 15 points above the national norm
 - More residents in the North and residents with good physical & emotional health are satisfied with their Quality of Life;
 - Less residents earning under \$50K and Nonwhite residents are satisfied with their Quality of Life

SATISFACTION WITH LIVING IN COLORADO SPRINGS

- About 4 in 5 of residents are satisfied with Living in the Colorado Springs area
- Resident satisfaction with Living in COS is about 11 points above than the national norm

SATISFACTION WITH LIVING IN COLORADO SPRINGS – 5 YEAR TRENDS

- Overall resident satisfaction with Living in COS has remained consistent over the past 3 years
- Strength of satisfaction has decreased; Percent of residents who are Very Satisfied dropped 10 points in past 5 years

SATISFACTION WITH ASPECTS OF LIVING IN THE GREATER COS AREA

- Most residents are satisfied with Outdoor Recreation/Activities and Public Parks/Spaces;
- Most residents are dissatisfied with Cost of Living/Housing and Public Transportation

SATISFACTION BY NEIGHBORHOOD/DISTRICT

- Satisfaction with Safety of Community and Public Schools varies by resident location within the county
- Widespread satisfaction with Outdoor Recreation/Activities, Public Parks/Spaces, and Restaurants/Food;
- Consistent disapproval with Public Transportation and Cost of Living/Housing

SATISFACTION BY ASPECT OF LIVING - 5 YEAR TRENDS

- COS resident satisfaction has increased over the past 5 years with many of the higher-rated aspects of living in COS, including outdoor recreation/ activities, restaurants/food, and entertainment options
- COS resident satisfaction has decreased with some of the lower-rated aspects of living in COS
- Significantly fewer residents are satisfied with Cost of Living/Housing and Community Safety vs. 5 years ago

CORRELATION WITH OVERALL QUALITY OF LIFE

- Focusing on improving Cost of Living/Housing, Community Safety, Job Opportunities and Public Schools would most directly contribute towards improving Quality of Life for most residents

Physical/Emotional Health, Substance Use

PHYSICAL HEALTH AND EMOTIONAL HEALTH SELF RATINGS

- 86% of COS residents rate their physical health positively (6 or higher on 0-10 scale)
- 80% of COS residents rated their emotional well-being positively (6 or higher on 0-10 scale)

PHYSICAL HEALTH AND EMOTIONAL HEALTH SELF RATINGS - TRENDS

- Resident ratings of their physical and emotional health have decreased vs. 2018/Pre-COVID;
- Emotional well-being decreased among more residents 18-29 years old residents vs. older residents

PHYSICAL HEALTH SELF RATINGS – BY SUBGROUP

- Physical health ratings are lower among residents living in the Southeast and residents earning under \$50K
- Physical health ratings are higher among males and white residents

EMOTIONAL WELL-BEING SELF RATINGS – BY SUBGROUP

- Emotional well-being is lower among residents aged 18-29 and residents earning less than \$50K;
- Emotional well-being is higher among males, White residents, residents in the North, and those earning \$100K+

MARIJUANA, TOBACCO, & ALCOHOL USAGE & TRENDS

- Marijuana usage (both inhaled & edibles) has increased, with 30% of adult residents using marijuana in 2021
- Resident usage of alcohol and cigarettes has decreased since 2017

SUBSTANCE USE – COMPARISON BY AGE GROUP

- Younger residents are more likely to use marijuana and e-cigarettes, whereas alcohol consumption is prevalent and consistently used among most age groups under 60 years old

MARIJUANA USAGE TRENDS – BY AGE

- Marijuana usage has increased among a wide age range of adults, spanning from 18 to 49 years old

Employment, Religion

RESPONDENT EMPLOYMENT STATUS & LOCATION

- About 8 in 10 residents aged 18-29 claimed to be working part-time or full-time in October 2021

EMPLOYMENT LOCATION AMONG ALL RESIDENTS

- About 4 times more COS residents work from home in 2021 compared to pre-pandemic levels
- 43% of employed residents work from home either partially or fully in 2021
- Percent of respondents who reported to be self-employed dropped during 2020's height of COVID but has returned to about 11% of respondents in 2021

RELIGIOUS ATTITUDES AND PARTICIPATION

IMPORTANCE OF RELIGION VS TOTAL US

- Less COS residents claim that religion is important in their life than total US residents (COS is 15 points below US)
- Importance of religion among Colorado Springs residents has decreased 7 points vs. 2017

ATTENDANCE/PARTICIPATION IN RELIGIOUS GATHERINGS – COMPARISON VS. PRIOR YEARS

- Despite a decrease in importance of religion among residents, participation religious gatherings (including streaming) is largely unchanged since before COVID

ATTENDANCE/PARTICIPATION IN RELIGIOUS GATHERINGS – BY AGE AND COUNTY COMMISSIONER DISTRICT

- Younger residents 18 – 39 are significantly more likely to never attend/participate in a religious gathering;
- Residents in the North and Northeast are more likely to attend/participate in a religious gatherings

Media Use – Local News & Information

WEEKLY MEDIA CONSUMPTION

- Over 3/4 of residents watch streaming services and use social media in a typical week;
- More than half of residents listen to music streaming; About ½ listen local radio or watch local tv news weekly

WEEKLY MEDIA CONSUMPTION – 5 YEAR CHANGE

- Comparing 2021 media use vs 2017 media use, COS residents Listen to local radio notably less and podcasts notably more;
- Use social media slightly less and watch streaming services slightly more

GENERAL MEDIA USE BY AGE

- Residents 18 – 49 are more likely to watch streaming services and use social media;
- Residents 50+ are more likely to watch local TV news, while residents 18-29 are less likely to watch local TV news;
- Residents 60+ are more likely to read a local or national newspaper or watch public television

SOCIAL MEDIA USAGE TRENDS & US COMPARISON

- 3 in 4 COS residents use Facebook weekly; TikTok use is increasing with 1 in 5 residents using weekly
- More COS residents use Facebook, Instagram, TikTok, and Twitter weekly vs Total US residents
- Facebook and YouTube are popular among all age groups Residents 18-29 are more likely to use Snapchat and TikTok
- Residents 18-49 are more likely to use Instagram
- Residents 50+ are more likely to use Nextdoor

LOCAL NEWS AND INFORMATION

- KKTU, KRDO, and KOAA are the top cited sources of local information when combining the full range of touch-points employed (programming, apps, websites, emails, SMS alerts, podcasts, etc.)
- KKTU is top local info source among both older and younger residents
- The Gazette, CS Indy and Rocky Mountain PBS skew older; Fox 21 skews 30-59
- Younger residents are less likely to be informed about local news or events

ADDITIONAL SOURCES OF LOCAL NEWS/INFO

- Many residents stay informed about local news/events outside of traditional media sources, including word-of-mouth, social media, podcasts, and independent online searches
- Some intentionally avoid staying informed or following the news, sharing that the news can be stressful
- Local/public radio, neighborhood papers, PeakRadar.com and the Colorado Springs Business Journal were frequently noted as other sources of local information

AskCOS[®] 2021 Key Findings





Quality of Life

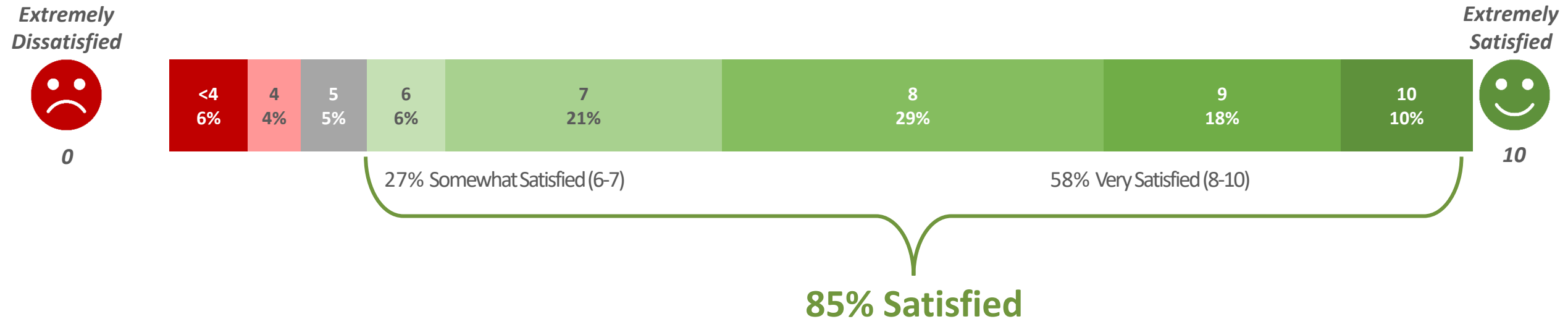
SATISFACTION WITH QUALITY OF LIFE

Most COS residents are *satisfied with their Quality of Life* overall, with 85% rating their quality of life as 6 or higher on a 0-10 scale



COS Resident Satisfaction with Quality of Life Overall

Among Total Residents



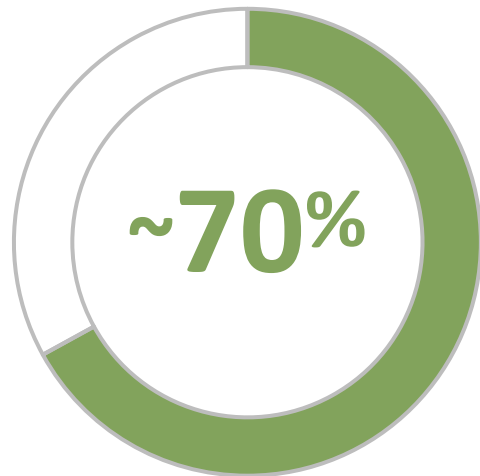
Q. On a scale from 0-10, where 0=Extremely Dissatisfied and 10=Extremely Satisfied, please rate your satisfaction with your quality of life overall? n=1,380

***% Satisfied combines 6, 7, 8, 9 and 10 ratings on a 0-10 scale

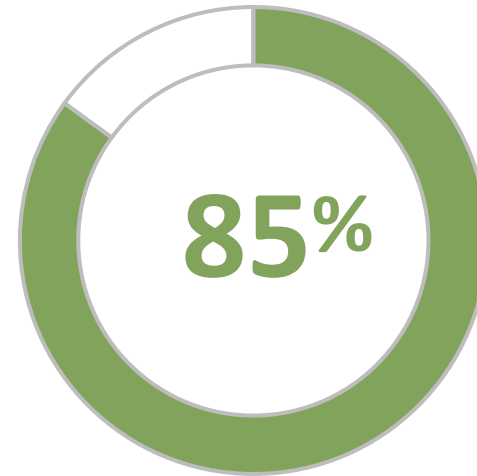
COS resident satisfaction with *Quality of Life* is about 15 points above the national norm



Percent of Residents Satisfied with their Quality of Life



Total US
2021



Colorado Springs, CO
(El Paso County)
2021

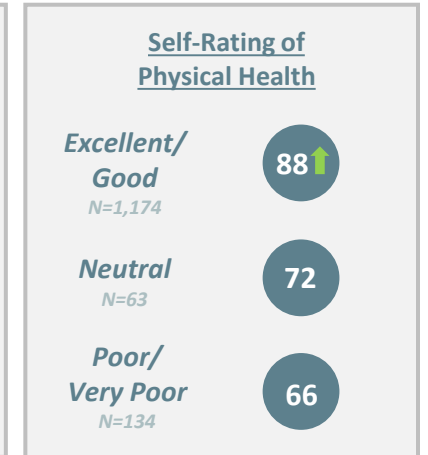
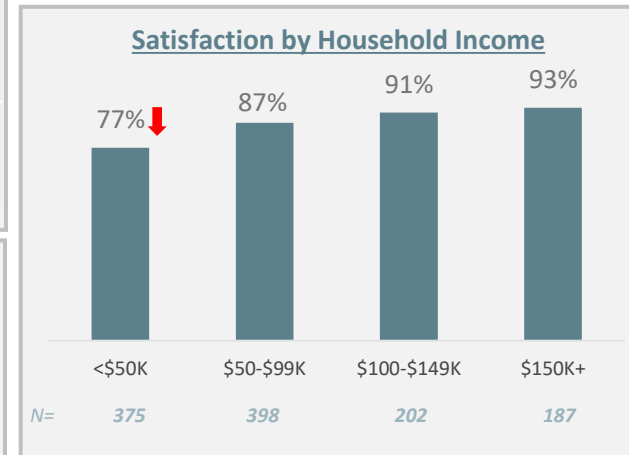
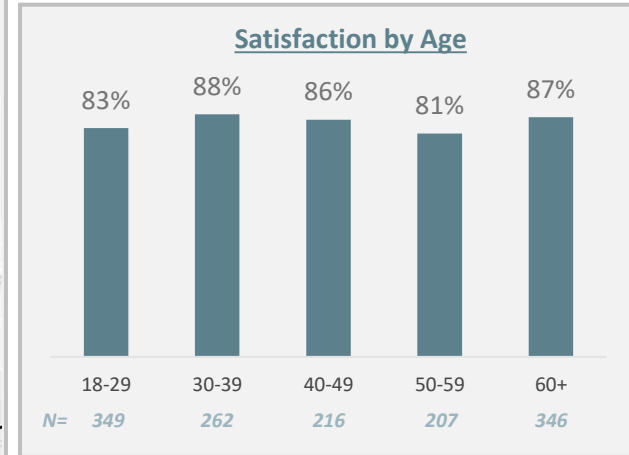
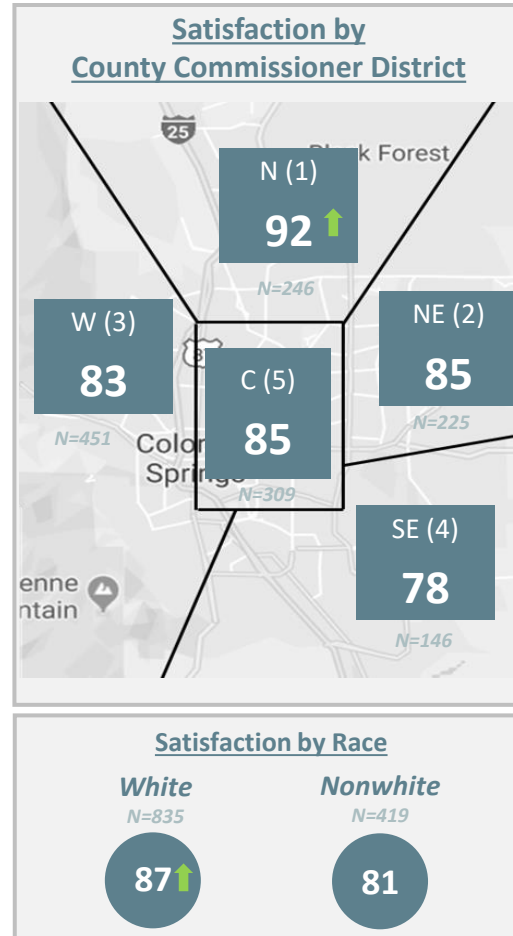
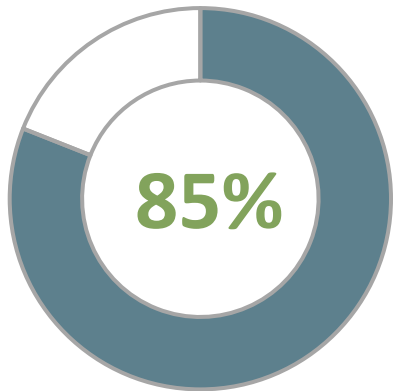
National Norm estimated satisfaction derived from publicly available US city satisfaction reports and US polls conducted by a range of research and polling companies. % Satisfied reports % positive responses from scales with neutral option, excluding 'don't know' responses.

AskCOS 2021, n= 1,380, Fielded Sept 1-27, 2021
On a scale from 0-10, where 0=Extremely Dissatisfied and 10=Extremely Satisfied, Please rate your satisfaction with your quality of life overall?
% Satisfied combines 6, 7, 8, 9 and 10 ratings on a 0-10 scale

SATISFACTION WITH QUALITY OF LIFE – BY SUBGROUP

More residents in the North and residents with good physical & emotional health are satisfied with their *Quality of Life*; Less residents earning under \$50K and Nonwhite residents are satisfied with their *Quality of Life*

Satisfaction with Quality of Life (% Satisfied) Among Total Residents



Q. On a scale from 0-10, where 0=Extremely Dissatisfied and 10=Extremely Satisfied, please rate your satisfaction with your quality of life overall? n=1,380

*Statistical significance testing conducted at an 80% confidence level.



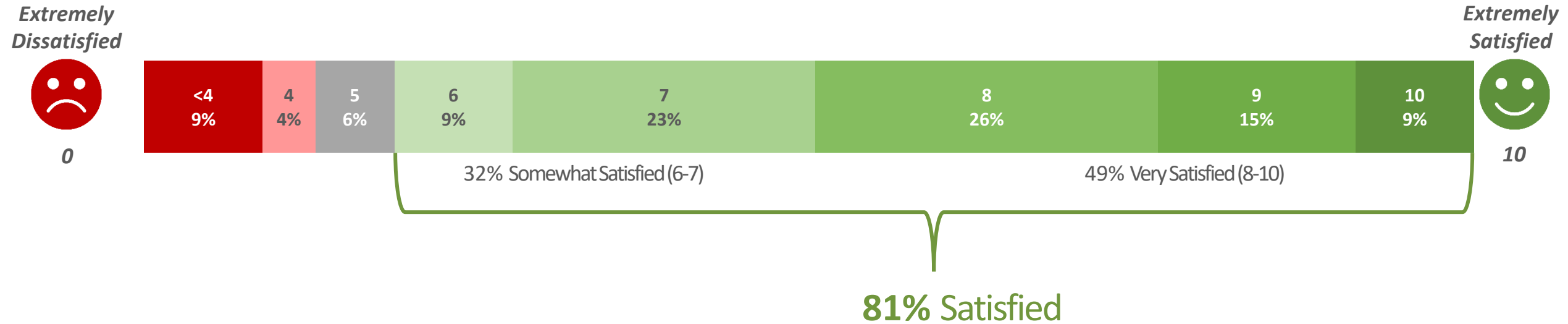
Colorado Springs Satisfaction

SATISFACTION WITH LIVING IN COLORADO SPRINGS

About 4 in 5 of residents are satisfied with *Living in the Colorado Springs area*



Overall Satisfaction with *Living in the Greater Colorado Springs Area*
Among Total Residents

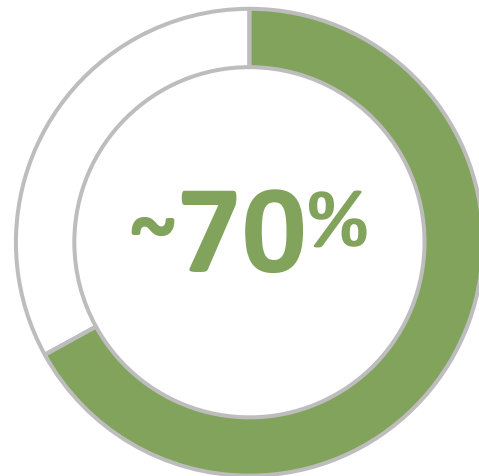


Q. On a scale from 0-10, where 0=Extremely Dissatisfied and 10=Extremely Satisfied, please rate your satisfaction with living in the greater Colorado Springs area n=1,380
***% Satisfied combines 6, 7, 8, 9 and 10 ratings on a 0-10 scale

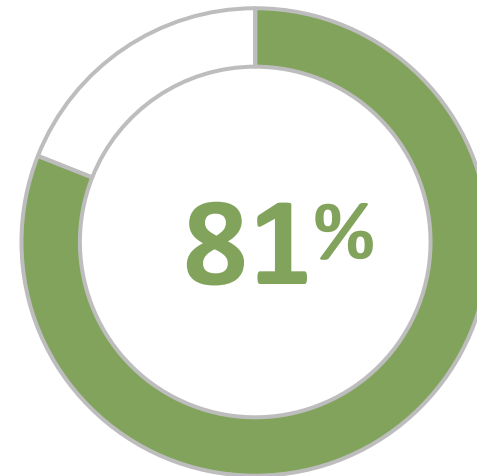
Resident satisfaction with *Living in COS* is about 11 points above than the national norm



Percent of Residents Satisfied
With Living in City Overall



Total US
2021



Colorado Springs, CO
(El Paso County)
2021

National Norm estimated satisfaction derived from publicly available US city satisfaction reports and US polls conducted by a range of research and polling companies. % Satisfied reports % positive responses from scales with neutral option, excluding 'don't know' responses.

AskCOS 2021, n= 1,380, Fielded Sept 1-27, 2021
On a scale from 0-10, where 0=Extremely Dissatisfied and 10=Extremely Satisfied, Please rate your satisfaction with your quality of life overall?
% Satisfied combines 6, 7, 8, 9 and 10 ratings on a 0-10 scale

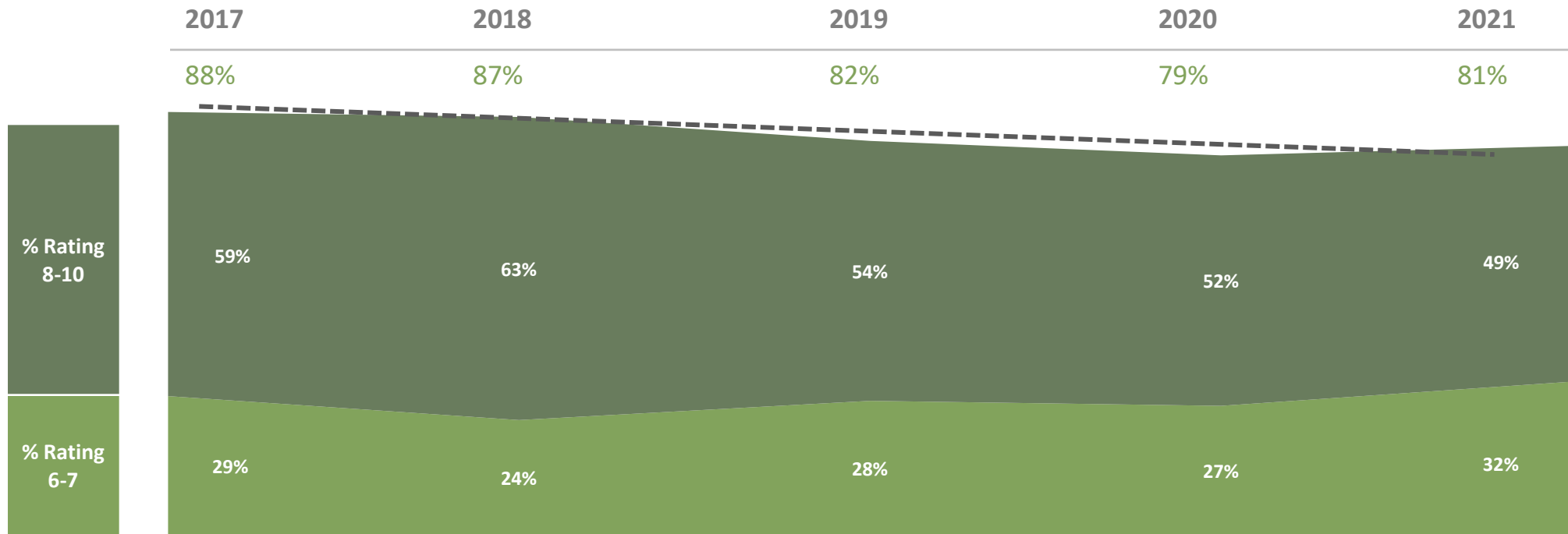
SATISFACTION WITH LIVING IN COLORADO SPRINGS – 5 YEAR TRENDS

Overall resident satisfaction with *Living in COS* has remained consistent over the past 3 years

➤ Strength of satisfaction has decreased; Percent of residents who are *Very Satisfied* dropped 10 points in past 5 years



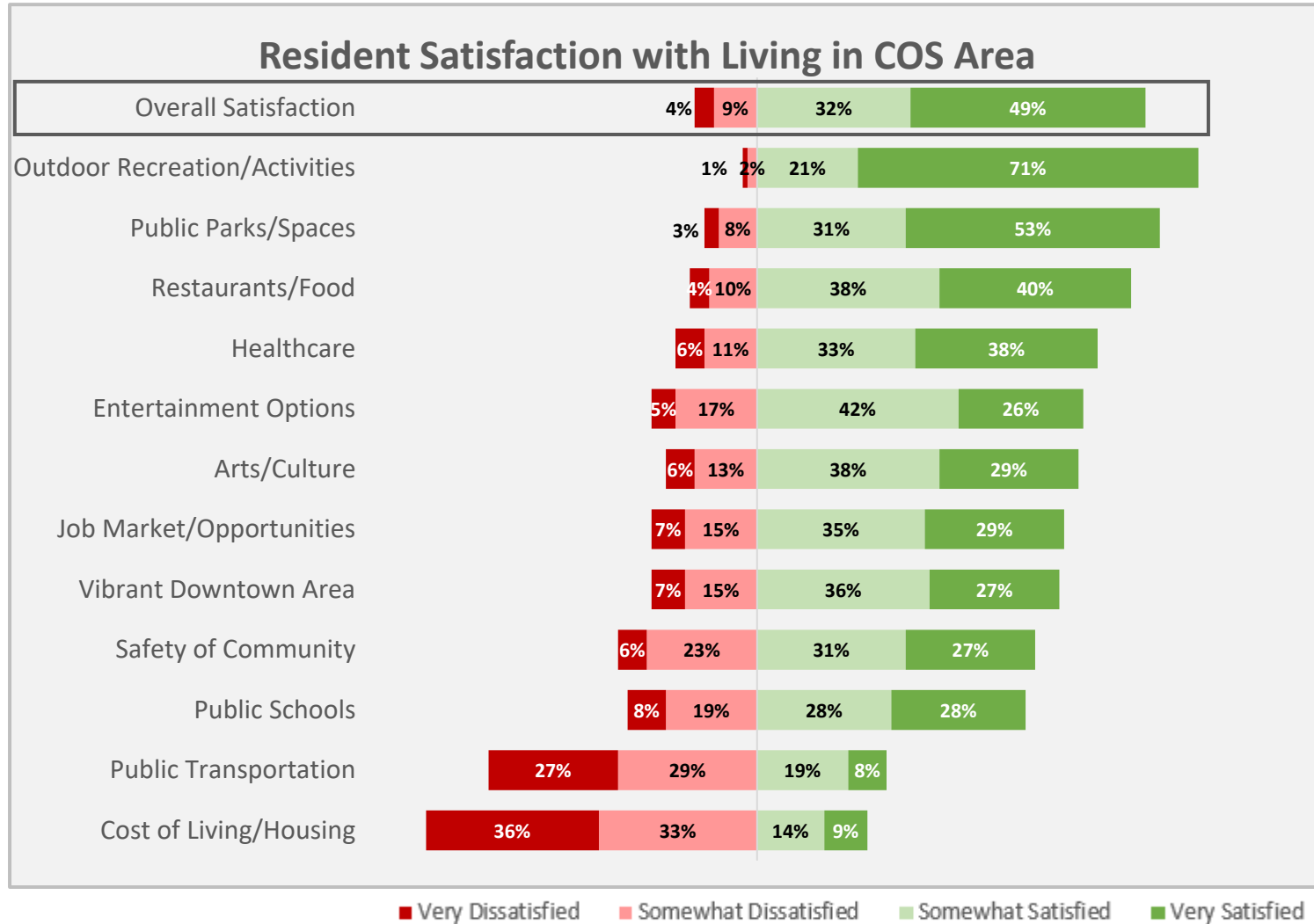
PERCENT OF RESIDENTS SATISFIED WITH LIVING IN THE GREATER COLORADO SPRINGS AREA



Q. How satisfied are you with living in the greater Colorado Springs area overall? (0-10 scale) n=1,380
% Satisfied combines 6, 7, 8, 9 and 10 ratings on the 0-10 scale; % Very Satisfied combines 8,9, and 10 ratings on the 0-10 scale.
Data sourced from AskCOS® 2017, 2018, 2019, and 2020 (n=1,009, 1,041, 1,018, and 1,001 respectively)

SATISFACTION WITH ASPECTS OF LIVING IN THE GREATER COS AREA

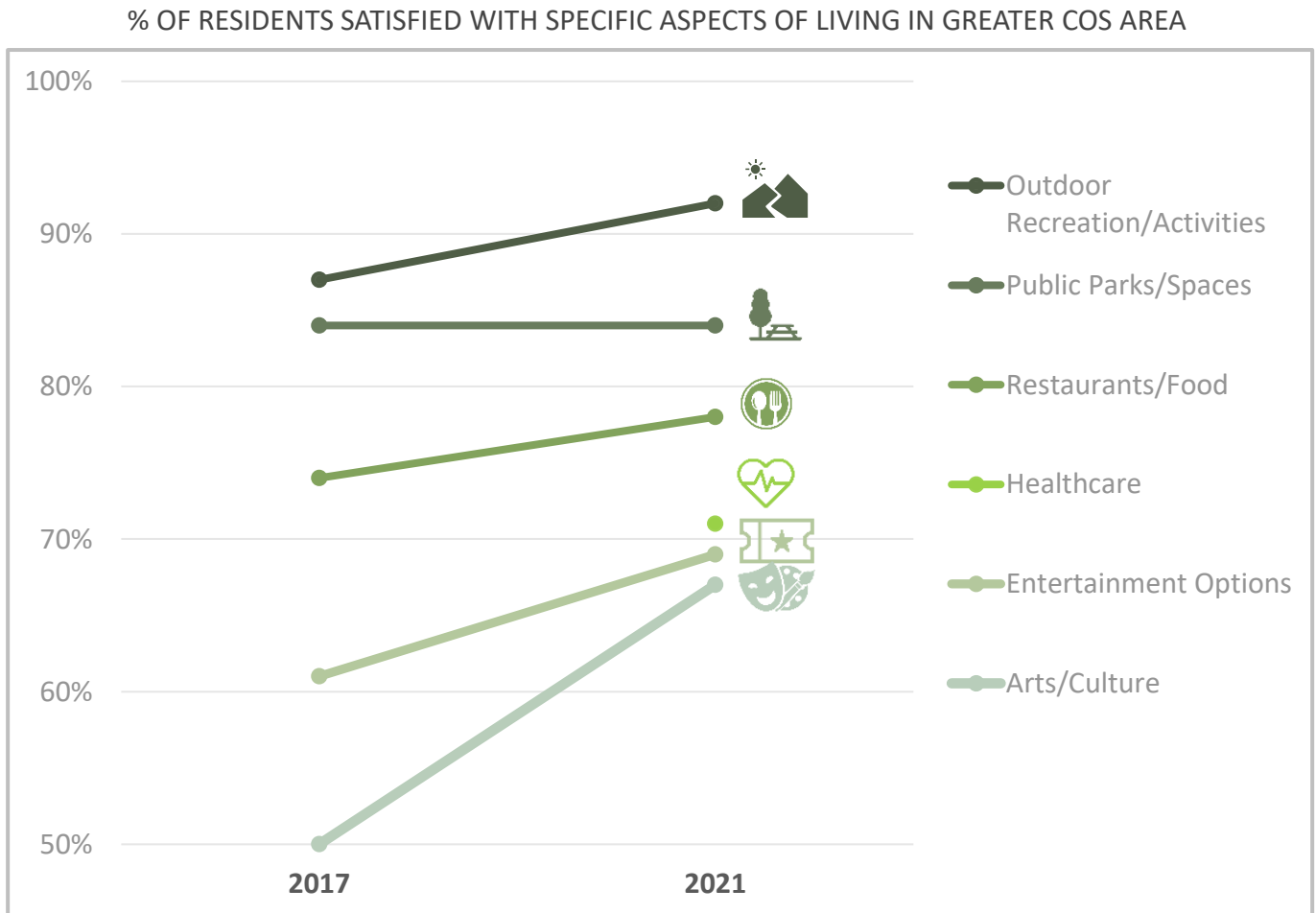
Most residents are satisfied with outdoor recreation/activities and public parks/spaces;
 Most residents are dissatisfied with cost of living/housing and public transportation



Aspect	% Satisfied (% rating 6-10)	Mean/Avg (0-10)
Overall Satisfaction	81	7.0
Outdoor Recreation/Activities	92	8.2
Public Parks/Spaces	84	7.4
Restaurants/Food	78	6.8
Healthcare	71	6.6
Entertainment Options	69	6.2
Arts/Culture	67	6.2
Job Market/Opportunities	64	6.1
Vibrant Downtown Area	64	6.1
Safety of Community	59	5.9
Public Schools	56	5.9
Public Transportation	26	4.0
Cost of Living/Housing	22	3.5

5 YEAR TRENDS - AREAS OF HIGHER SATISFACTION WITH LIVING IN COS

COS resident satisfaction has increased over the past 5 years with many of the higher-rated aspects of living in COS, including outdoor recreation/ activities, restaurants/food, and entertainment options



Note: Healthcare has no 2017 data comparison because we only began tracking satisfaction in 2020

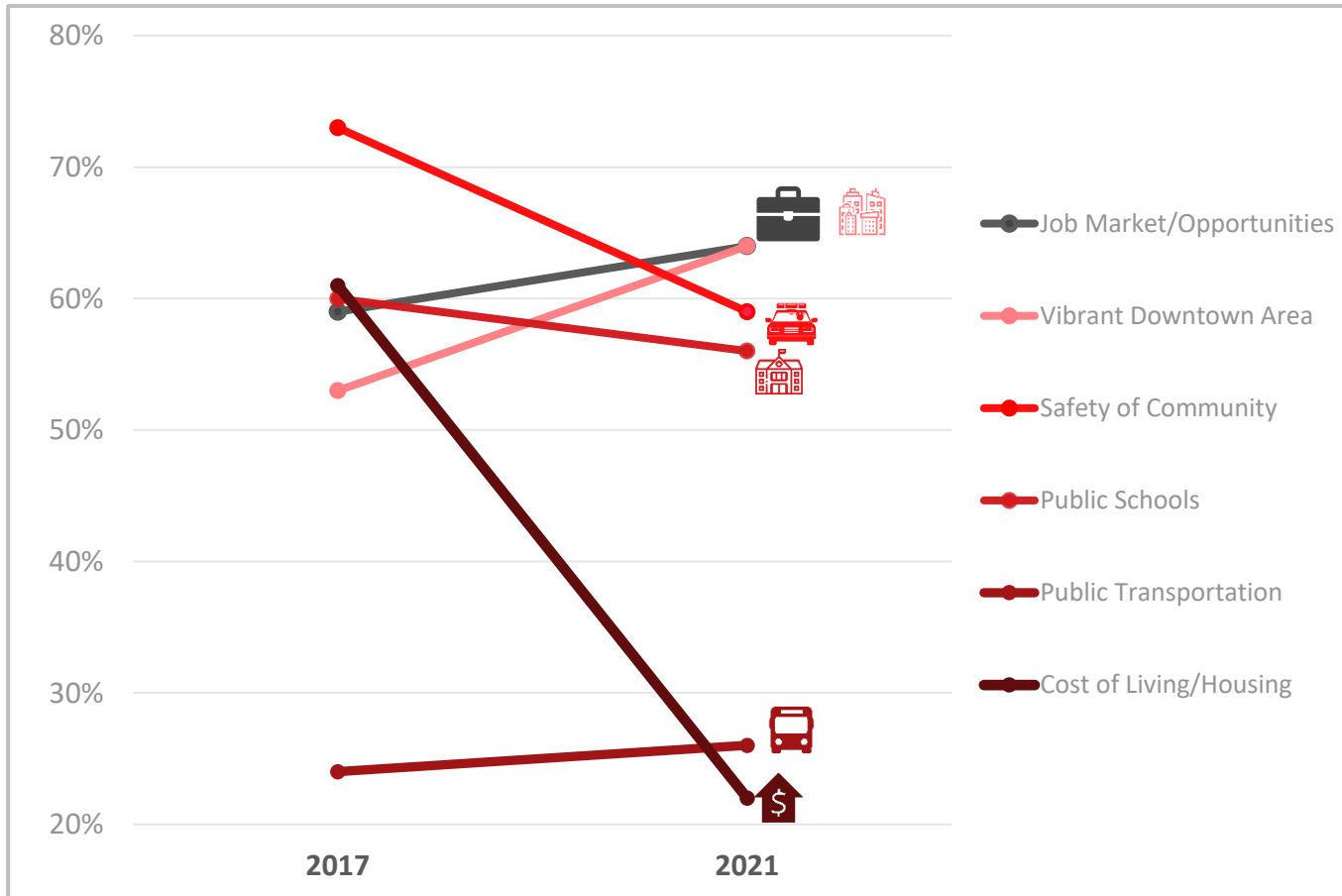
% Satisfied with Aspects of Living in the Greater Colorado Springs Area			
	2017	2021	Point Change vs 2017
Outdoor Recreation/Activities	87%	92%	+5
Public Parks/Spaces	84%	84%	--
Restaurants/Food	74%	78%	+4
Healthcare	--	71%	--
Entertainment Options	61%	69%	+8
Arts/Culture	50%	67%	+17

5 YEAR TRENDS - AREAS OF LOWER SATISFACTION WITH LIVING IN COS

COS resident satisfaction has decreased with some of the lower-rated aspects of living in COS

- Significantly fewer residents are satisfied with **Cost of Living/Housing** and **Community Safety** vs. 5 years ago
- More are satisfied with **Job Market/Opportunities** and **Vibrant Downtown Area** vs. 5 years ago

% OF RESIDENTS SATISFIED WITH SPECIFIC ASPECTS OF LIVING IN GREATER COS AREA

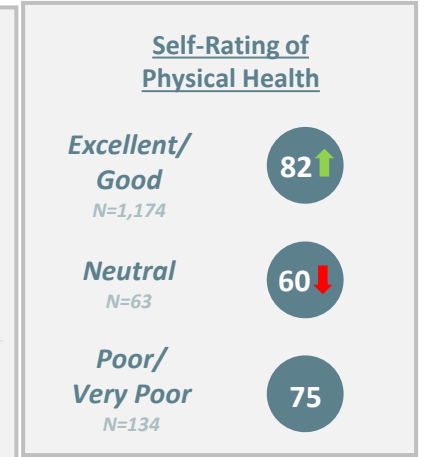
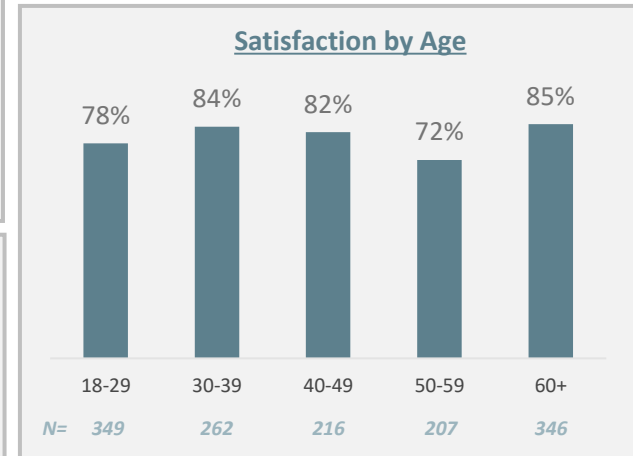
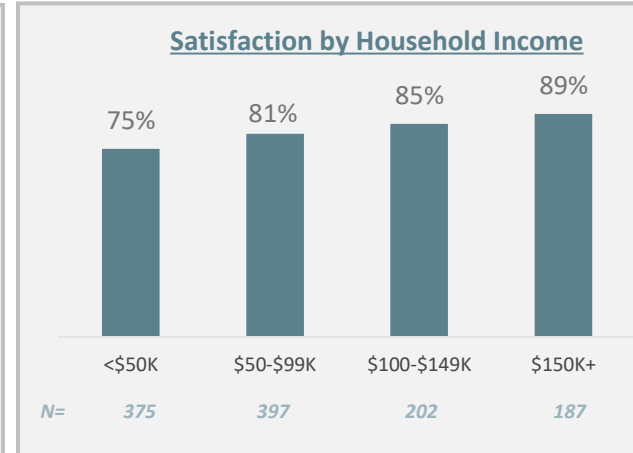
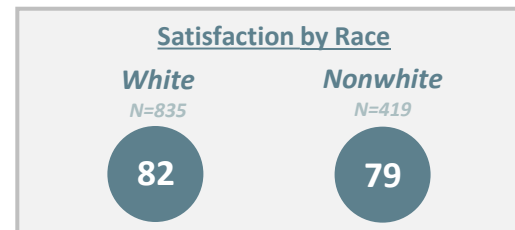
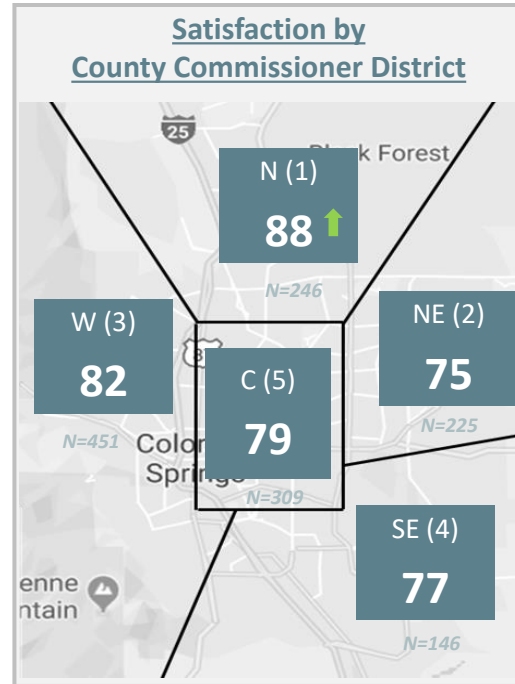
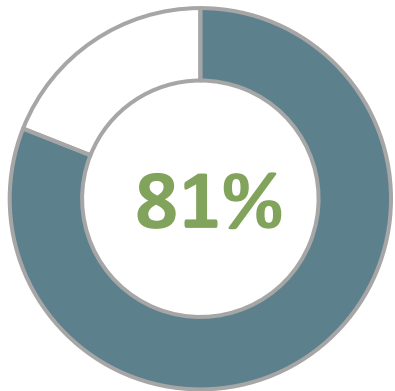


% Satisfied with Aspects of Living in the Greater Colorado Springs Area			
	2017	2021	Point Change vs 2017
Job Market/Opportunities	59%	64%	+5
Vibrant Downtown Area	53%	64%	+11
Safety of Community	73%	59%	-14
Public Schools	60%	56%	-4
Public Transportation	24%	26%	+2
Cost of Living/Housing	61%	22%	-39

SATISFACTION WITH LIVING IN COS – BY SUBGROUP

More residents in the North and residents with good physical and emotional health are satisfied with *Living in the Greater Colorado Springs Area*

Satisfaction with Living in COS (% Satisfied)
Among Total Residents



Q. On a scale from 0-10, where 0=Extremely Dissatisfied and 10=Extremely Satisfied, please rate your satisfaction with living in the greater Colorado Springs area? n=1,380

*Statistical significance testing conducted at an 80% confidence level

SATISFACTION WITH ASPECTS OF LIVING IN THE GREATER COS AREA – BY COUNTY COMMISSIONER DISTRICT

Satisfaction with *Safety of Community* and *Public Schools* varies by resident location within the county
 Widespread satisfaction with *Outdoor Recreation/Activities*, *Public Parks/Spaces*, and *Restaurants/Food*;
 Consistent disapproval with *Public Transportation* and *Cost of Living/Housing*

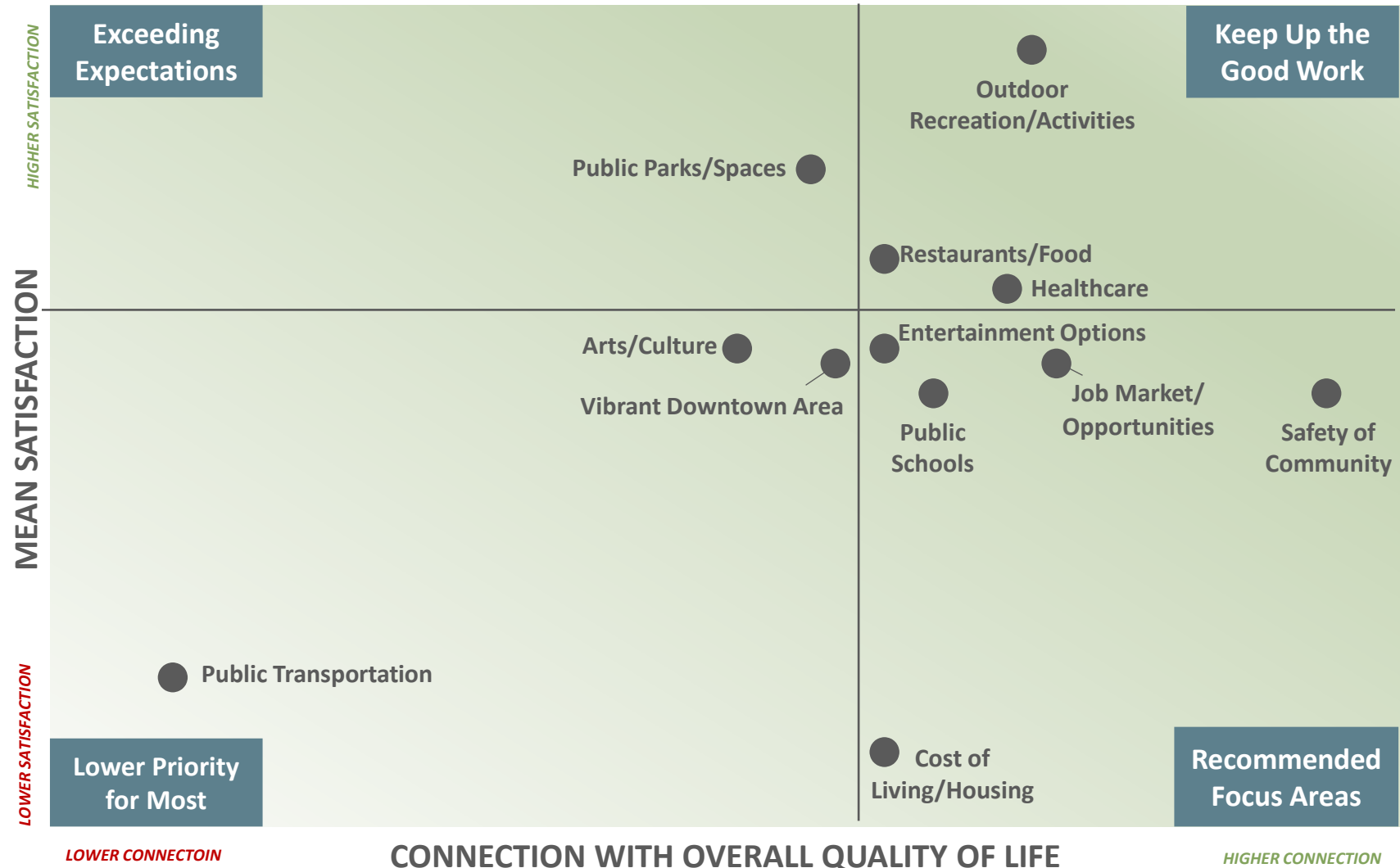
% of Residents Satisfied (rating 6-10 on a 0-10 scale)
Among Total Residents

	Total (B)	District 1 (North) (AA)	District 2 (Northeast) (AB)	District 3 (West) (AC)	District 4 (Southeast) (AD)	District 5 (Central) (AE)
Outdoor Recreation/Activities	92%	91%	94%	94%	86%	90%
Public Parks/Spaces	84%	87%	79%	86%	78%	84%
Restaurants/Food	78%	81%	82%	79%	80%	72%
Healthcare	71%	83%	75%	68%	68%	65%
Entertainment Options	69%	76%	69%	69%	65%	63%
Arts/Culture	67%	66%	63%	75%	64%	61%
Job Market/Opportunities	64%	70%	63%	64%	66%	59%
Vibrant Downtown Area	64%	61%	62%	70%	60%	59%
Safety of Community	59%	74%	59%	60%	52%	48%
Public Schools	56%	72%	49%	61%	49%	44%
Public Transportation	26%	17%	27%	25%	38%	30%
Cost of Living/Housing	22%	27%	20%	26%	18%	17%

Legend	80%+ of residents are satisfied
	70-79% of residents are satisfied
	60-69% of residents are satisfied
	Less than 60% of residents are satisfied

CORRELATION WITH OVERALL QUALITY OF LIFE

Focusing on improving *Cost of Living/Housing, Community Safety, Job Opportunities* and *Public Schools* would most directly contribute towards improving **Quality of Life** for most residents





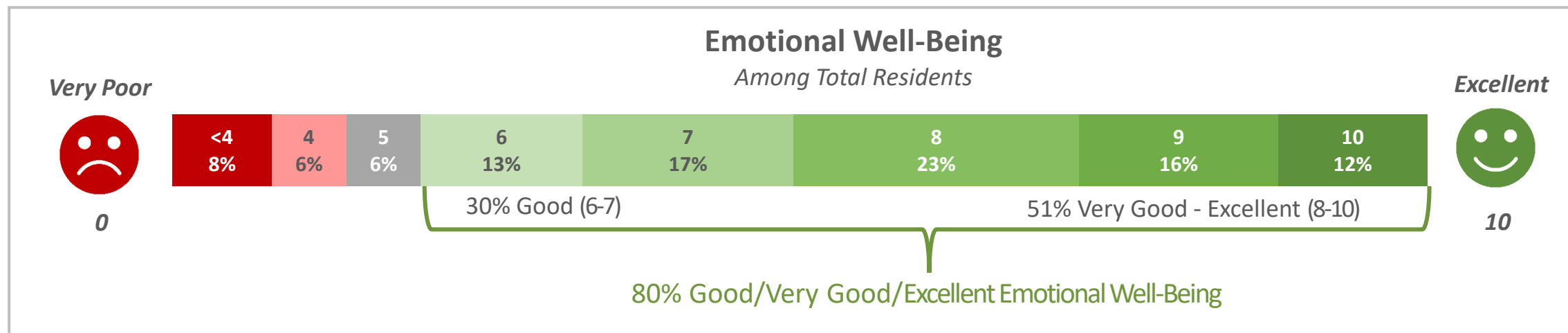
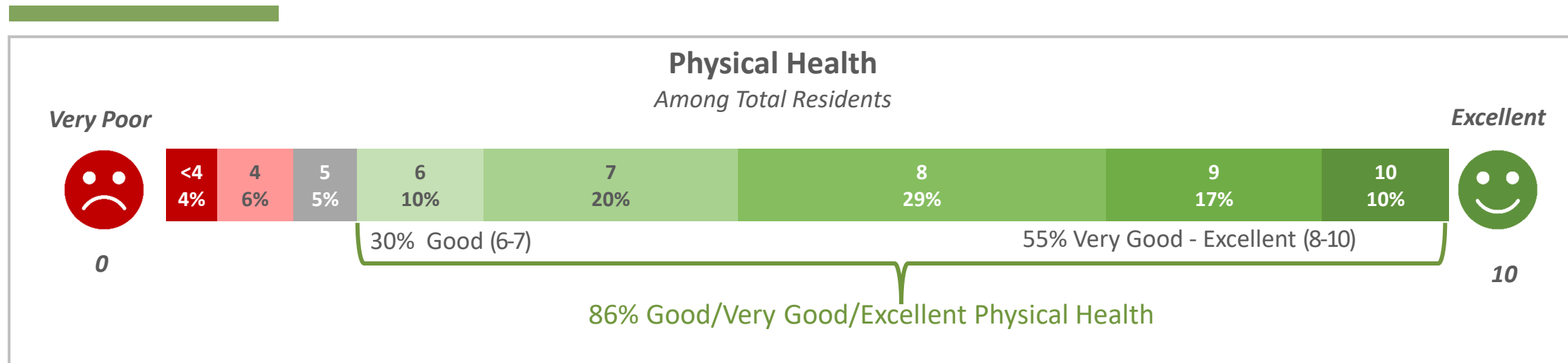
Physical Health & Emotional Well-Being

PHYSICAL HEALTH AND EMOTIONAL HEALTH SELF RATINGS

Looking at the full range of ratings on a 0-10 scale:

86% of COS residents rate their **physical health** positively (6 or higher on 0-10 scale)

80% of COS residents rated their **emotional well-being** positively (6 or higher on 0-10 scale)

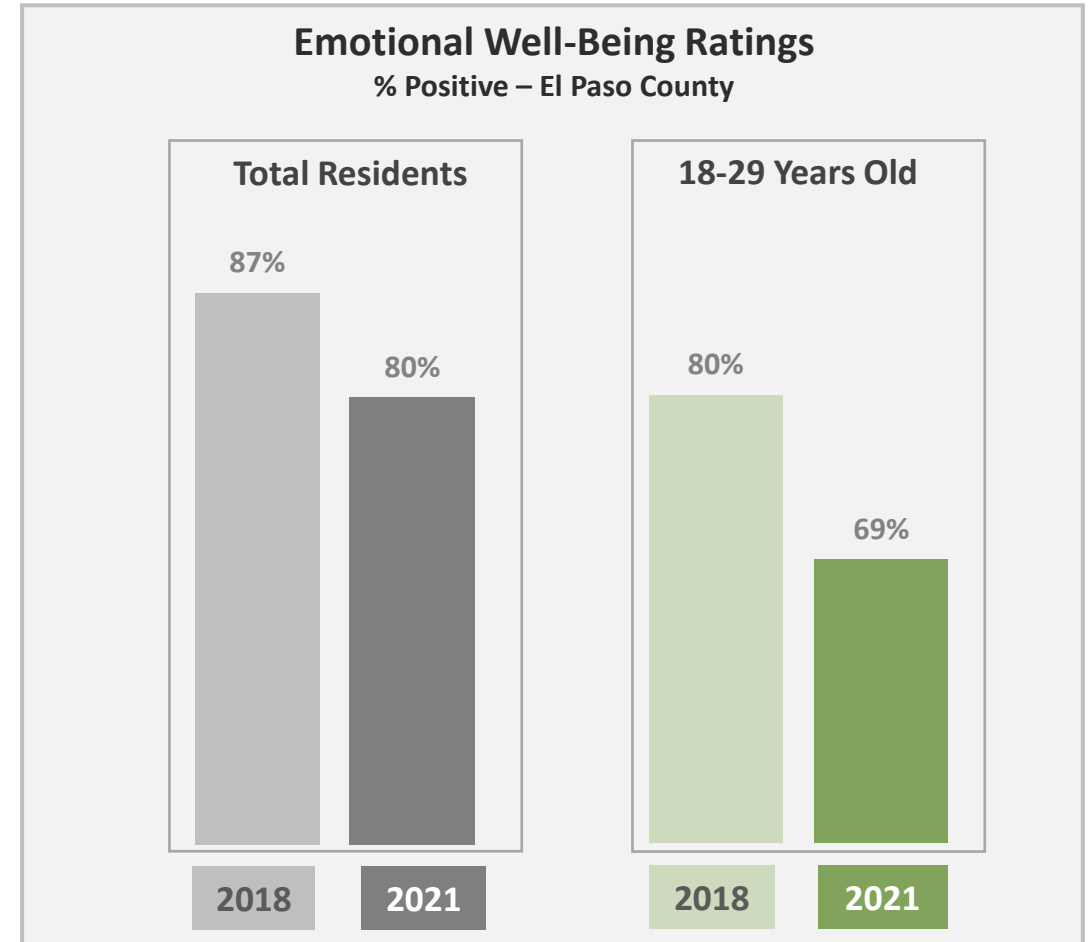
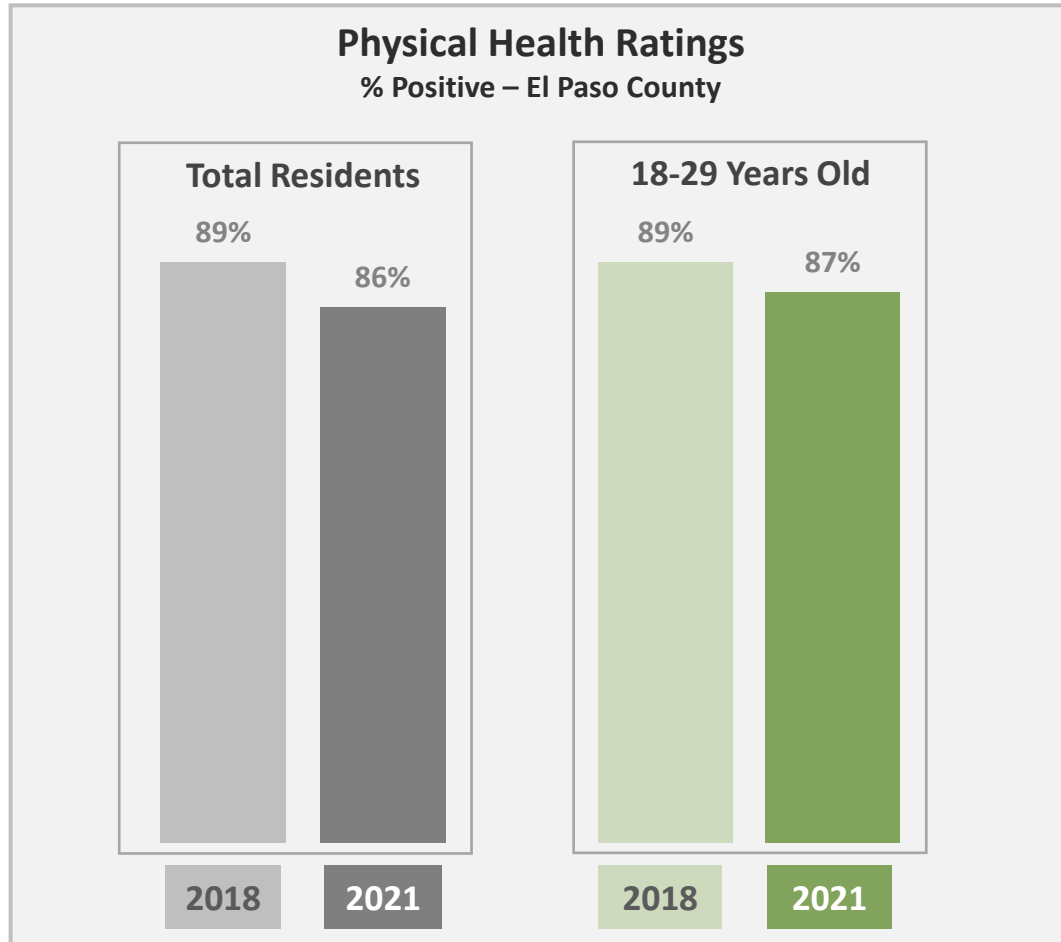


Q. Thinking of yourself personally, where 0=Very Poor and 10=Excellent, how would you rate your physical health? n=1,372

Q. Thinking of yourself personally, where 0=Very Poor and 10=Excellent, how would you rate your emotional well-being? n=1,371

PHYSICAL HEALTH AND EMOTIONAL WELL-BEING SELF RATINGS– COMPARISON VS. PRIOR YEARS

Resident ratings of their physical and emotional health have decreased vs. 2018/Pre-COVID;
Emotional well-being decreased among more residents 18-29 years old residents vs. older residents

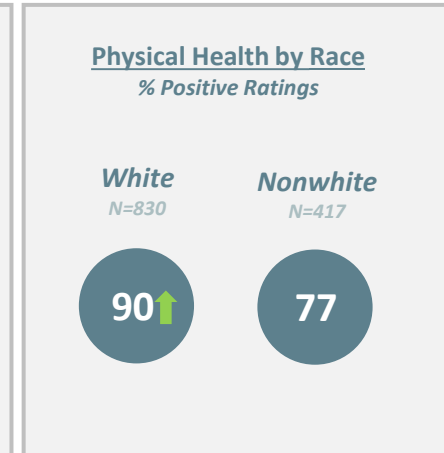
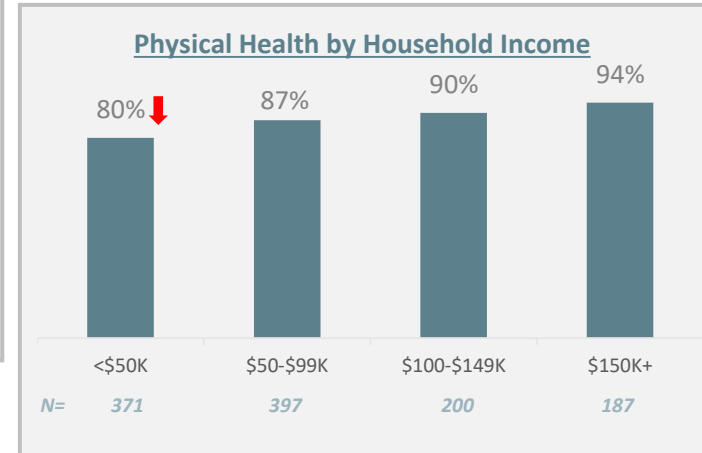
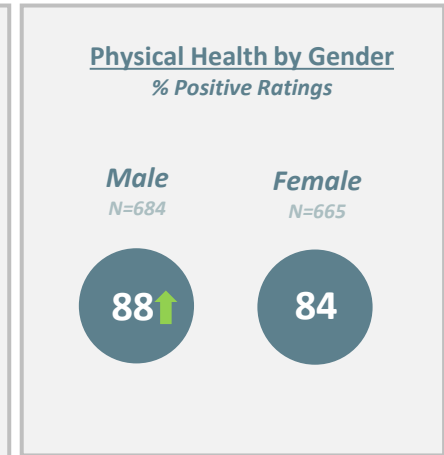
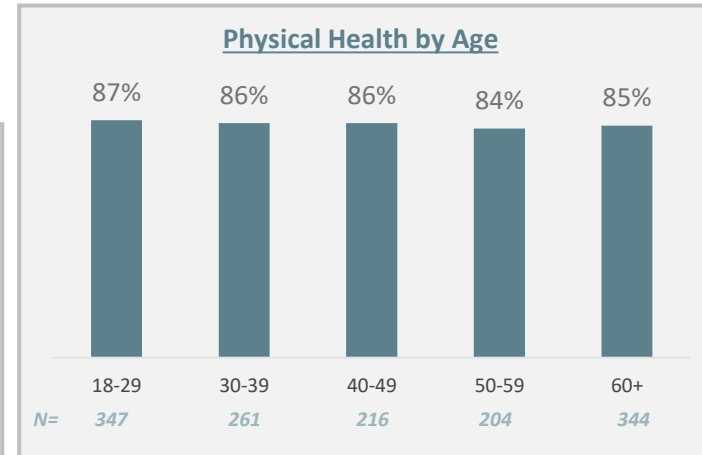
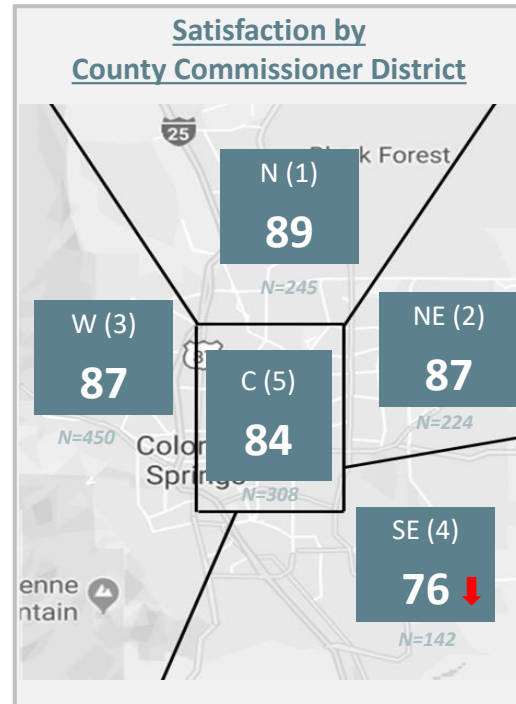
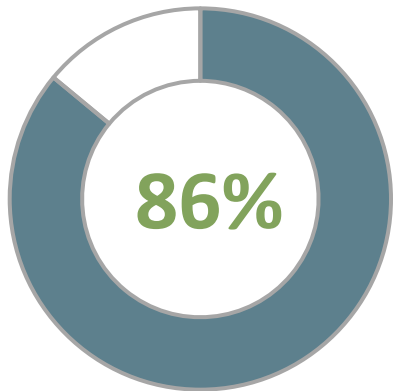


2021 Q. Thinking of yourself personally, where 0=Very Poor and 10=Excellent, how would you rate your physical health? All Resident n=1,372; 18-29 n=347 (showing % 6–10,)
2021 Q. Thinking of yourself personally, where 0=Very Poor and 10=Excellent, how would you rate your emotional well-being? All Resident n=1,371; 18-29 n=349 (showing % 6–10)
2018 Q: Would you say your physical & mental health is excellent, very good, good, fair, or poor? All Resident n=1,041; 18-29 n=260 (reporting those who didn't say fair or poor)

PHYSICAL HEALTH SELF RATINGS – BY SUBGROUP

Physical health ratings are lower among residents living in the Southeast and residents earning under \$50K
 Physical health ratings are higher among males and white residents

Physical Health (% 6-10)
 Among Total Residents



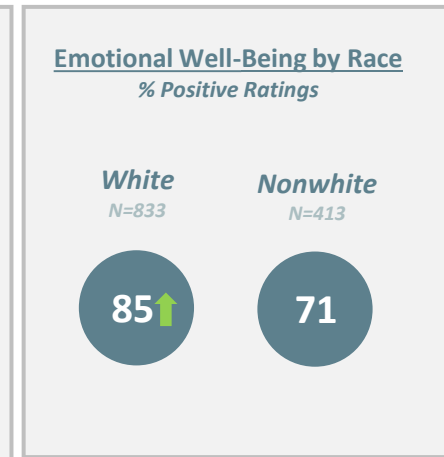
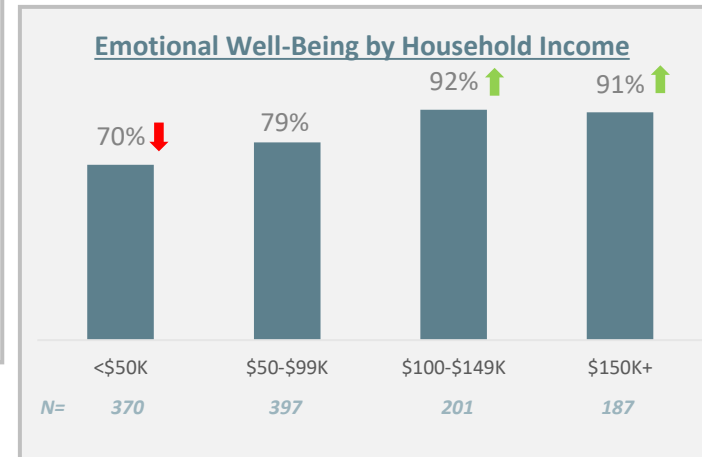
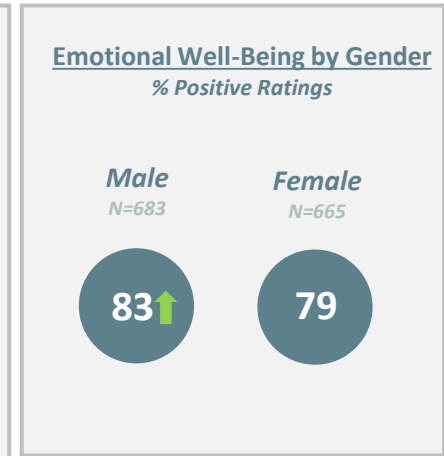
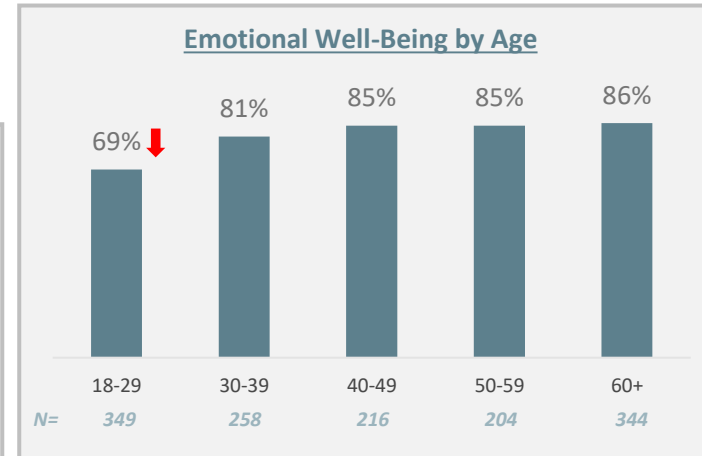
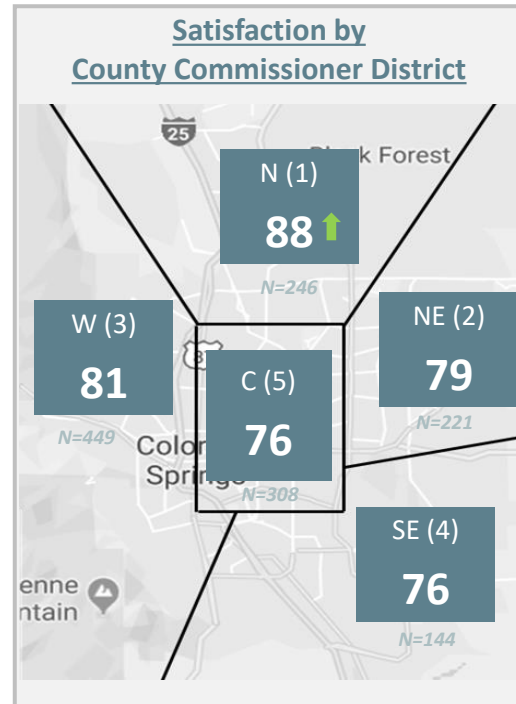
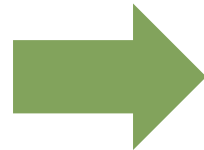
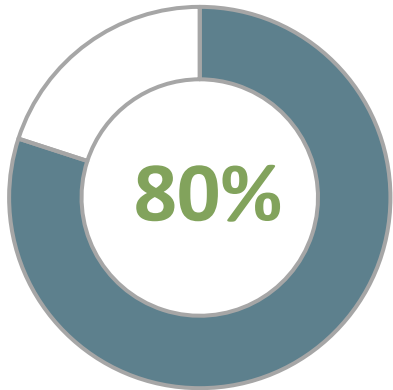
Q. Thinking of yourself personally, where 0=Very Poor and 10=Excellent, how would you rate your physical health? n=1,372

*Statistical significance testing conducted at an 80% confidence level.

EMOTIONAL WELL-BEING SELF RATINGS – BY SUBGROUP

Emotional well-being is lower among residents aged 18-29 and residents earning less than \$50K;
 Emotional well-being is higher among males, White residents, residents in the North, and those earning \$100K+

Emotional Well-Being (% 6-10)
 Among Total Residents



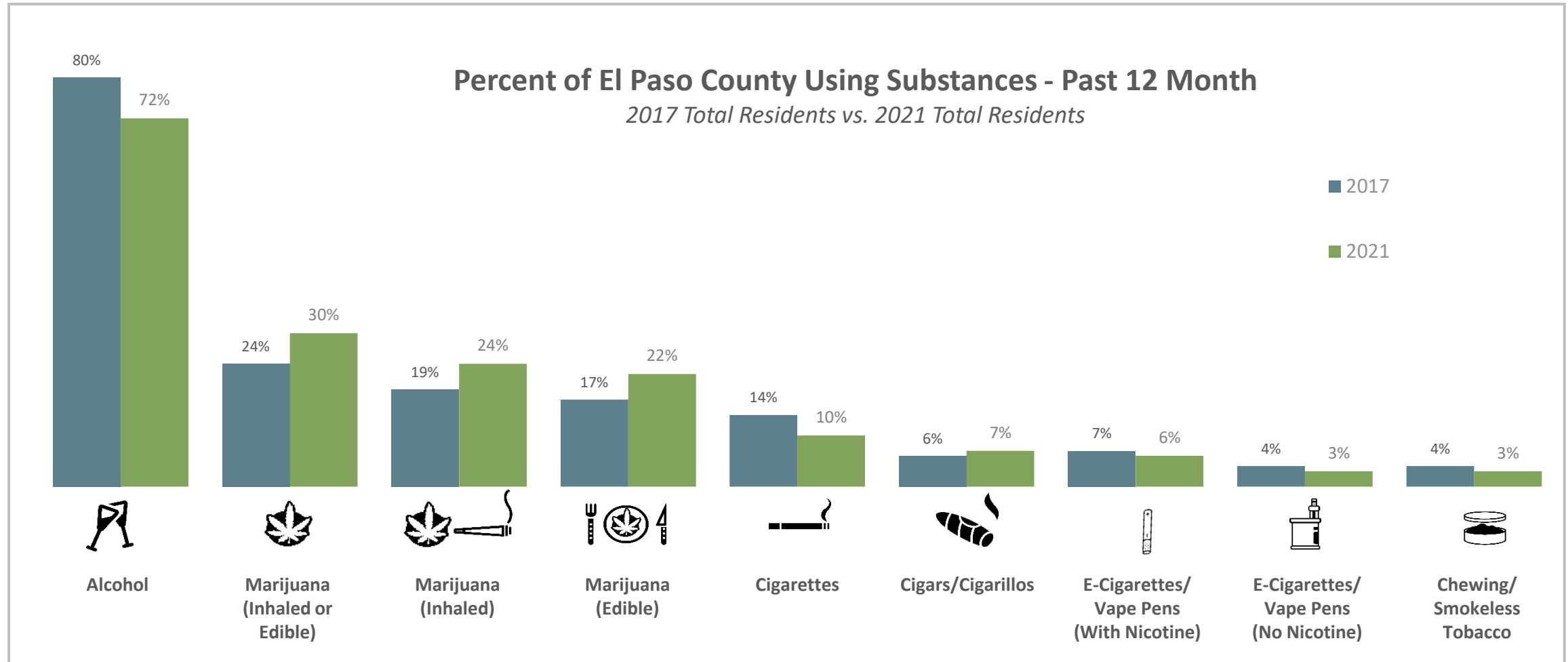
Q. Thinking of yourself personally, where 0=Very Poor and 10=Excellent, how would you rate your emotional well-being? n=1,371

*Statistical significance testing conducted at an 80% confidence level.



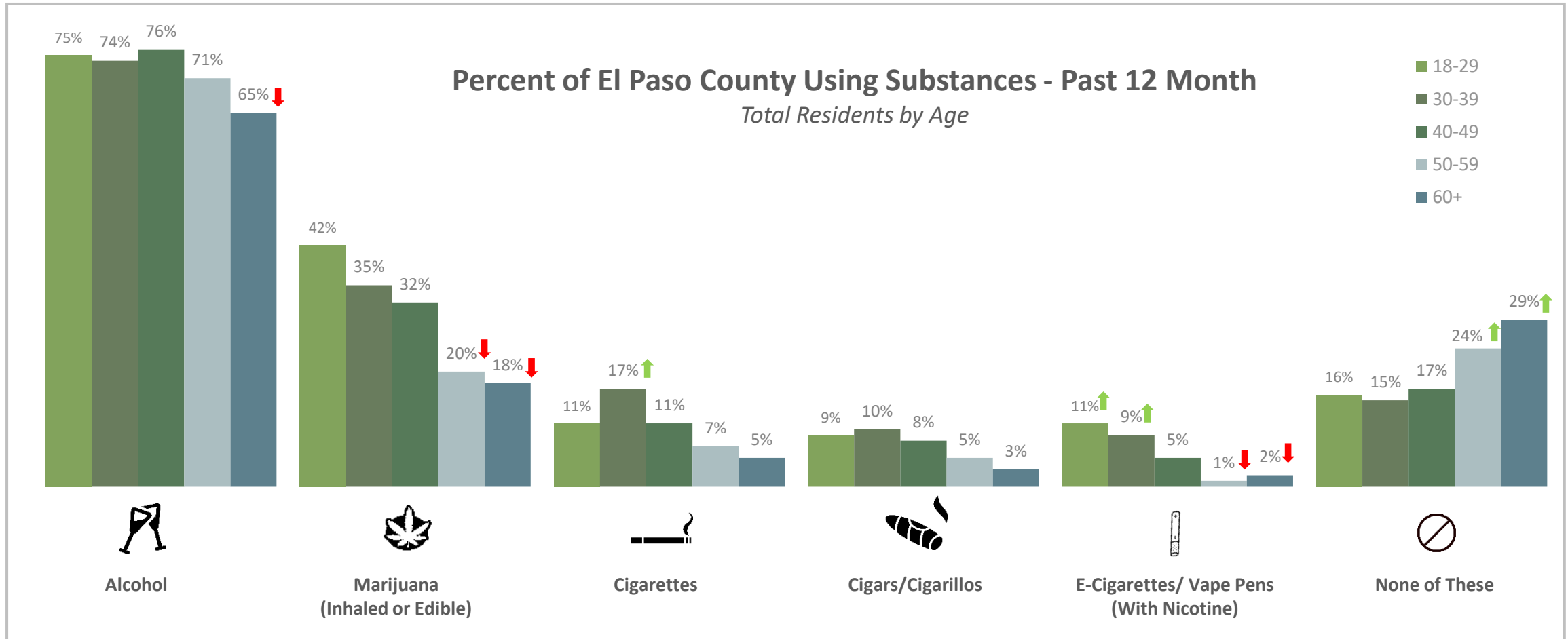
Marijuana, Tobacco, & Alcohol Usage

Marijuana usage (both inhaled & edibles) has increased, with 30% of adult residents using marijuana in 2021
 Resident usage of alcohol and cigarettes has decreased since 2017



SUBSTANCE USE – COMPARISON BY AGE GROUP

Younger residents are more likely to use marijuana and e-cigarettes, whereas alcohol consumption is prevalent and consistently used among most age groups under 60 years old

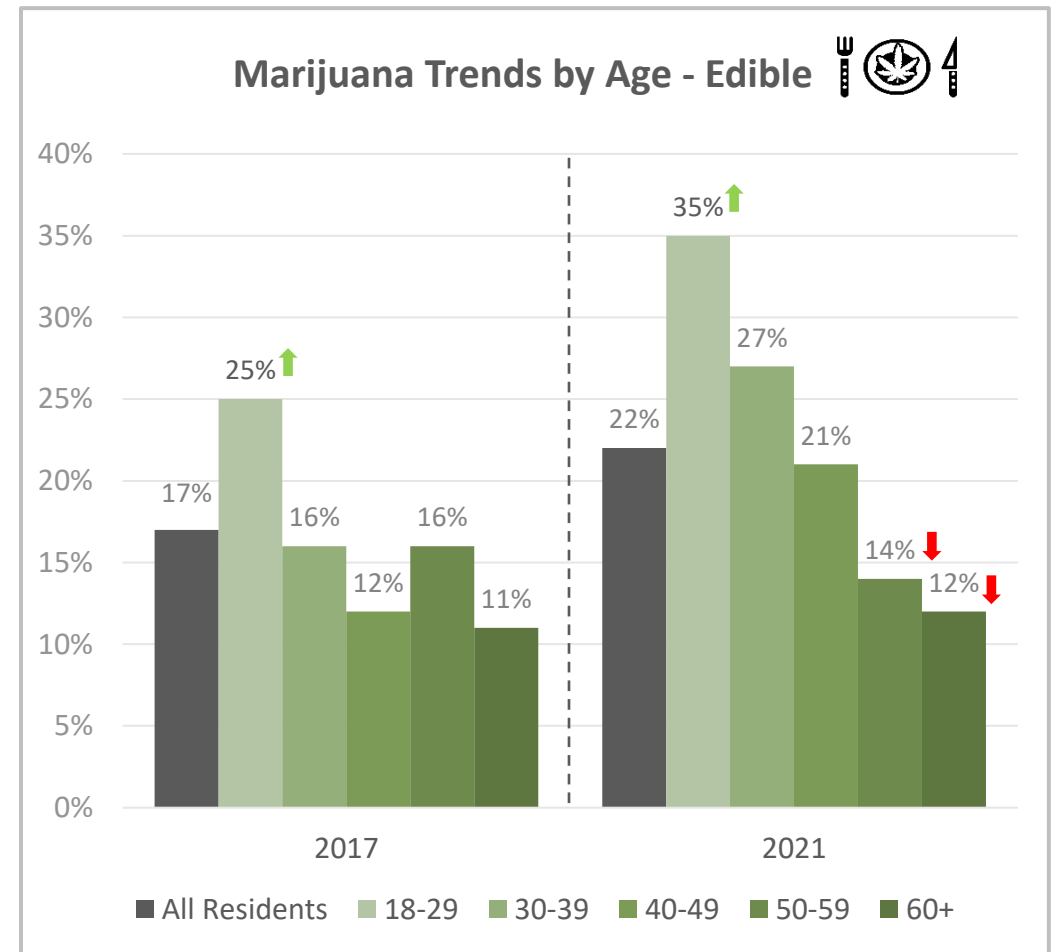
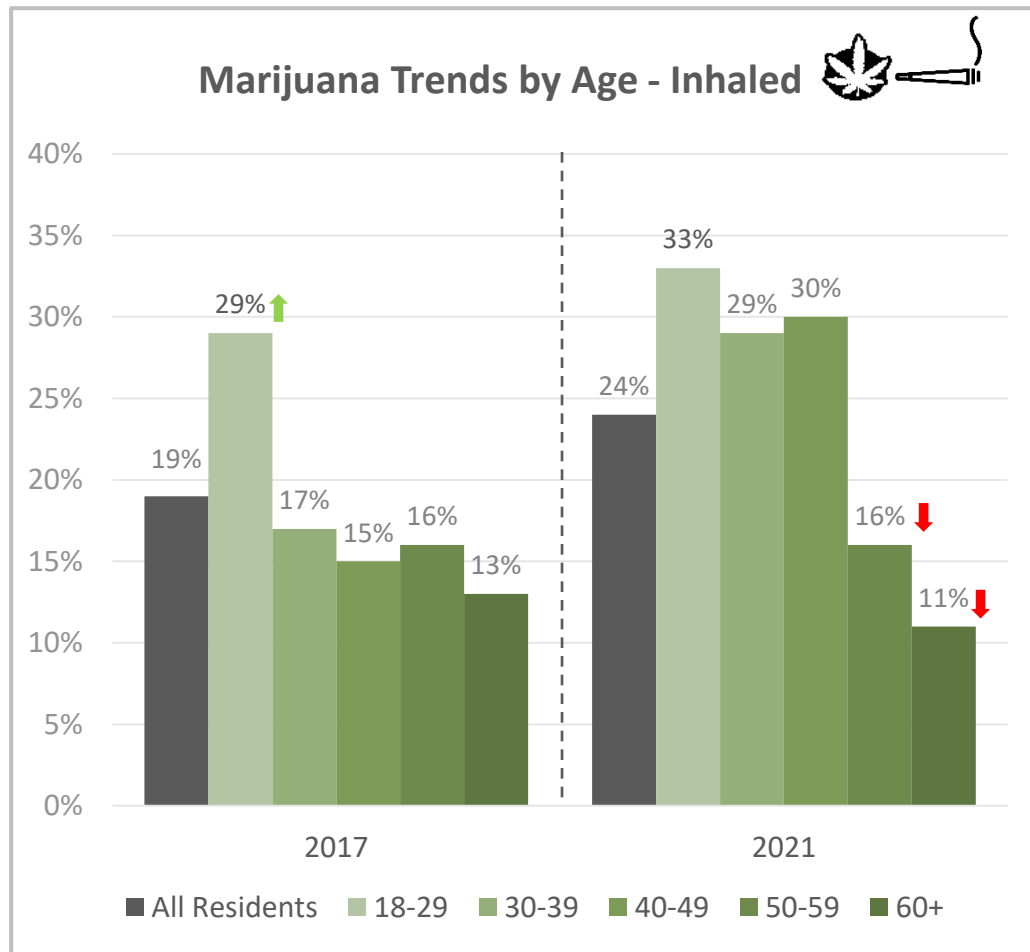


Q. We are curious about what legal substances the community at large is using these days. Which of the following have you used in the past 12 months? 2021 n=1,380

*Statistical significance testing conducted at an 80% confidence level.

MARIJUANA USAGE TRENDS – BY AGE

Marijuana usage has increased among a wide age range of adults, spanning from 18 to 49 years old



Q. We are curious about what legal substances the community at large is using these days. Which of the following have you used in the past 12 months? 2017 n=1,009; 2021 n =1,380

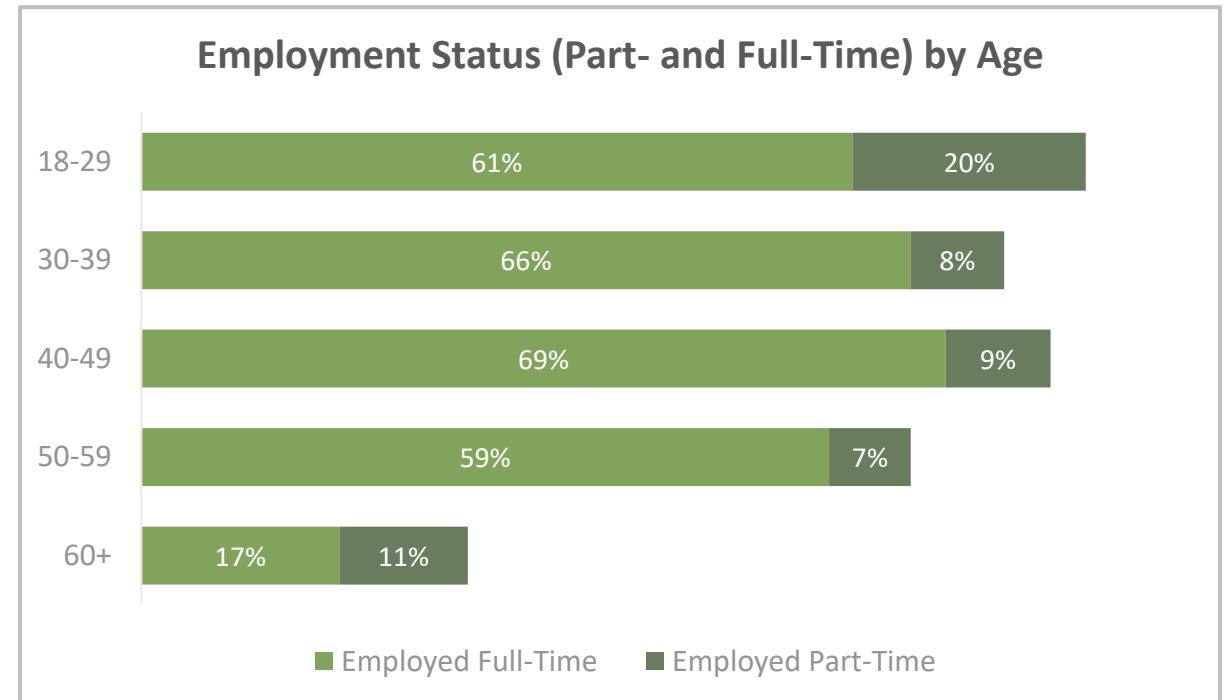
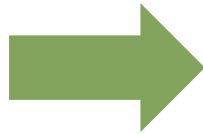
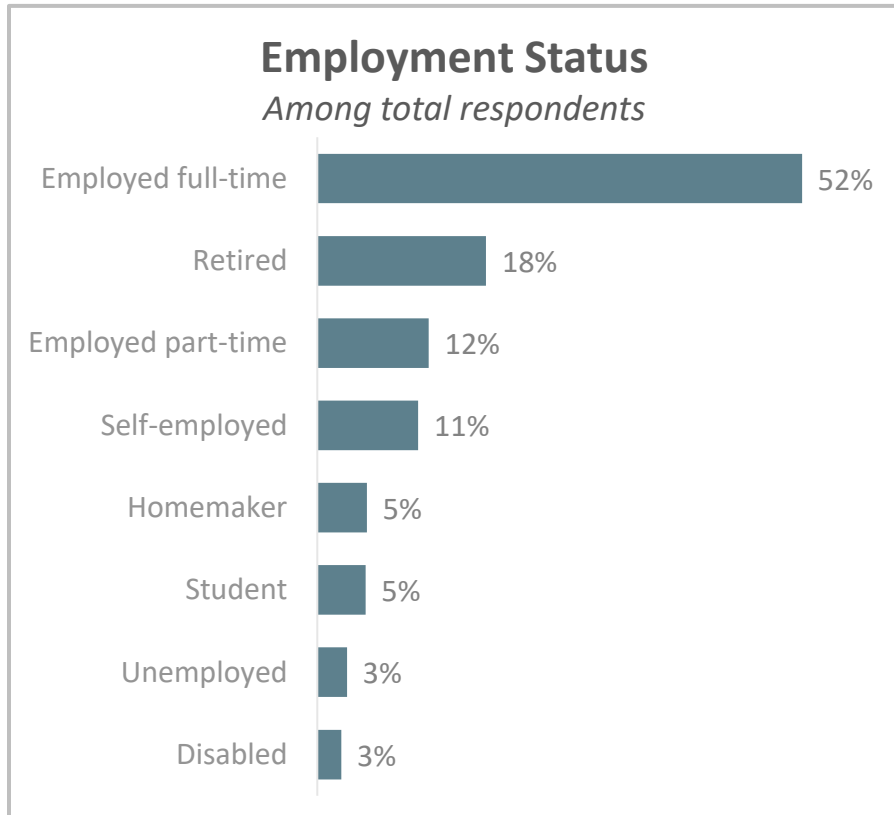
**Statistical significance testing conducted at an 80% confidence level.*



Employment Status & Location

RESPONDENT EMPLOYMENT STATUS

About 8 in 10 residents aged 18-29 claimed to be working part-time or full-time in October 2021

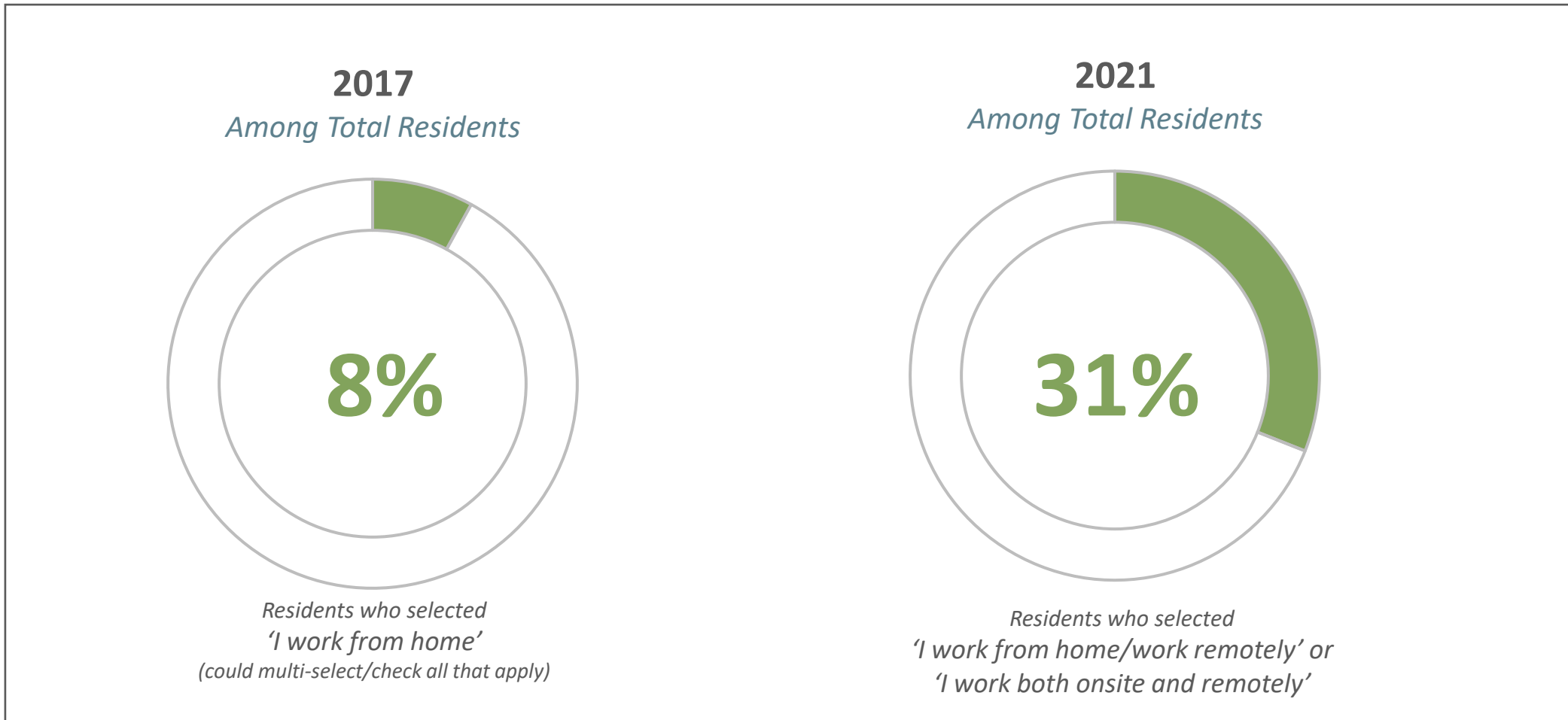


Q. Which of the following best represents your current employment status? n=1,342

**Note: the above question was a multi-select question, so the total %s sum to higher than 100%

EMPLOYMENT LOCATION AMONG ALL RESIDENTS

About 8 in 10 residents aged 18-29 claimed to be working part-time or full-time in October 2021

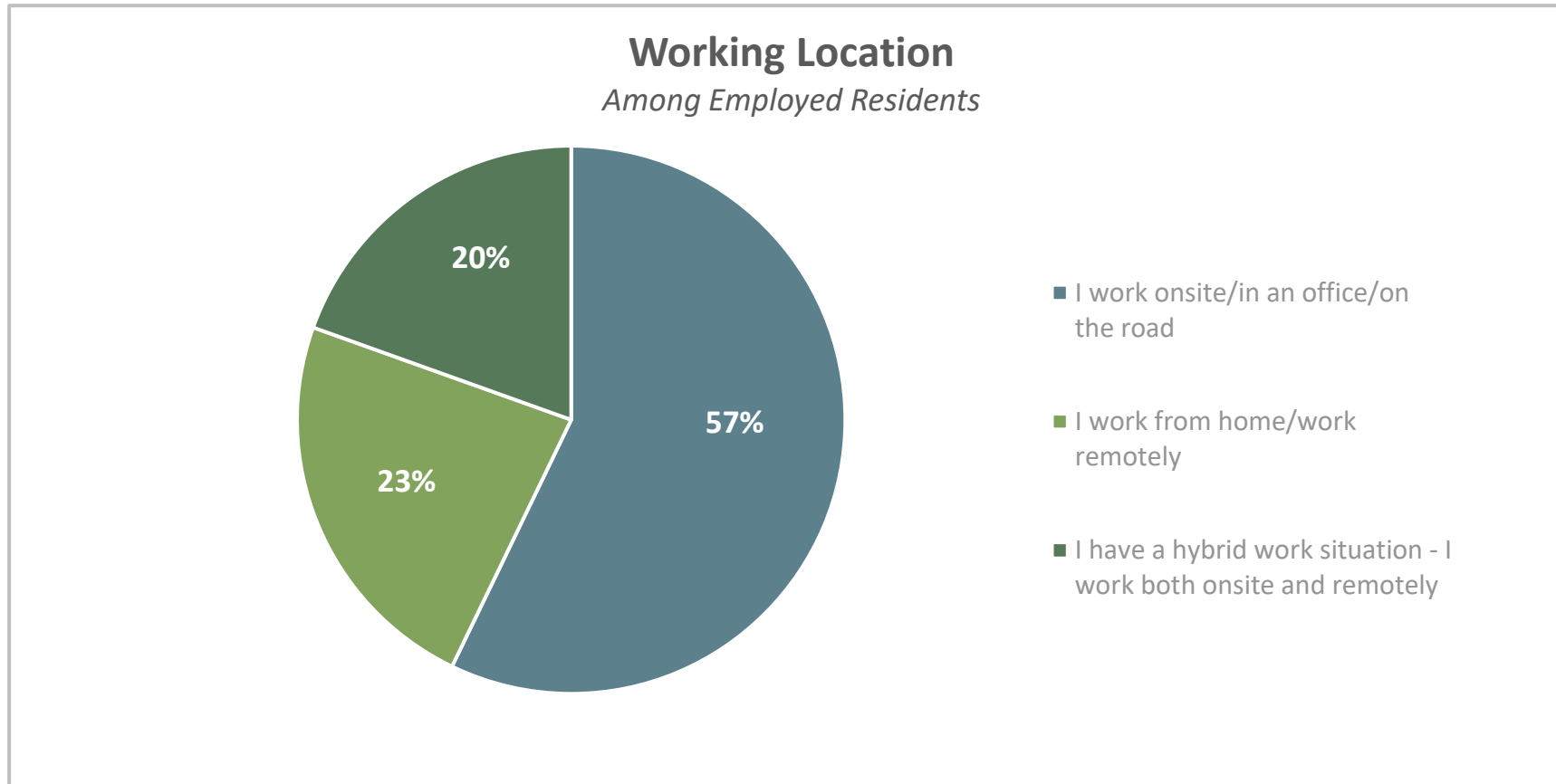


Q. And thinking of your primary employment, which of the following statements best describes where you work? n=1,342
2017 Data sourced from AskCOS 2017 n=1,009 Both years included a range of options that were multi-select/check all that apply.

EMPLOYMENT LOCATION AMONG EMPLOYED RESIDENTS

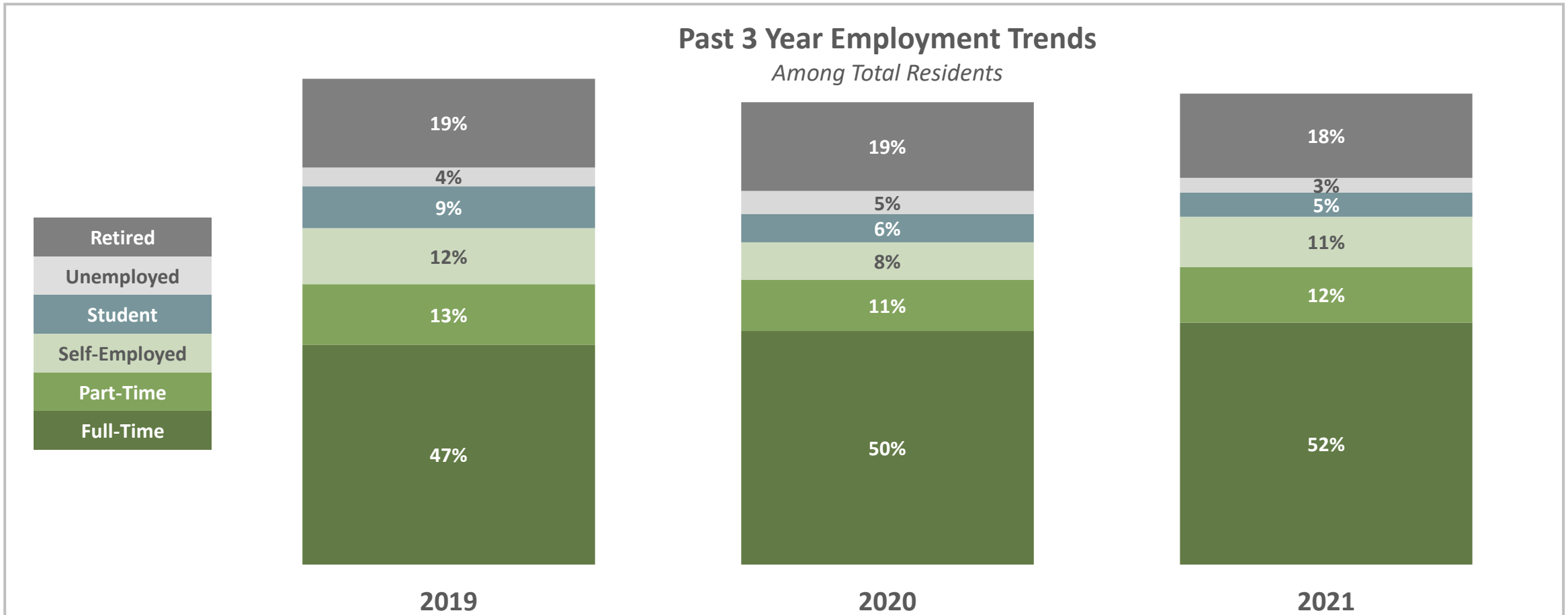
Now reporting among employed residents:

43% of employed residents work from home either partially or fully in 2021



RESPONDENT EMPLOYMENT STATUS – COMPARISON VS. PRIOR YEARS

Percent of respondents who reported to be self-employed dropped during 2020's height of COVID but has returned to about 11% of respondents in 2021



Q. Which of the following best represents your current employment status? n=1,342

Data sourced from AskCOS® 2019, 2020, and 2021 (n=1,018, 1,001, and 1,342 respectively)

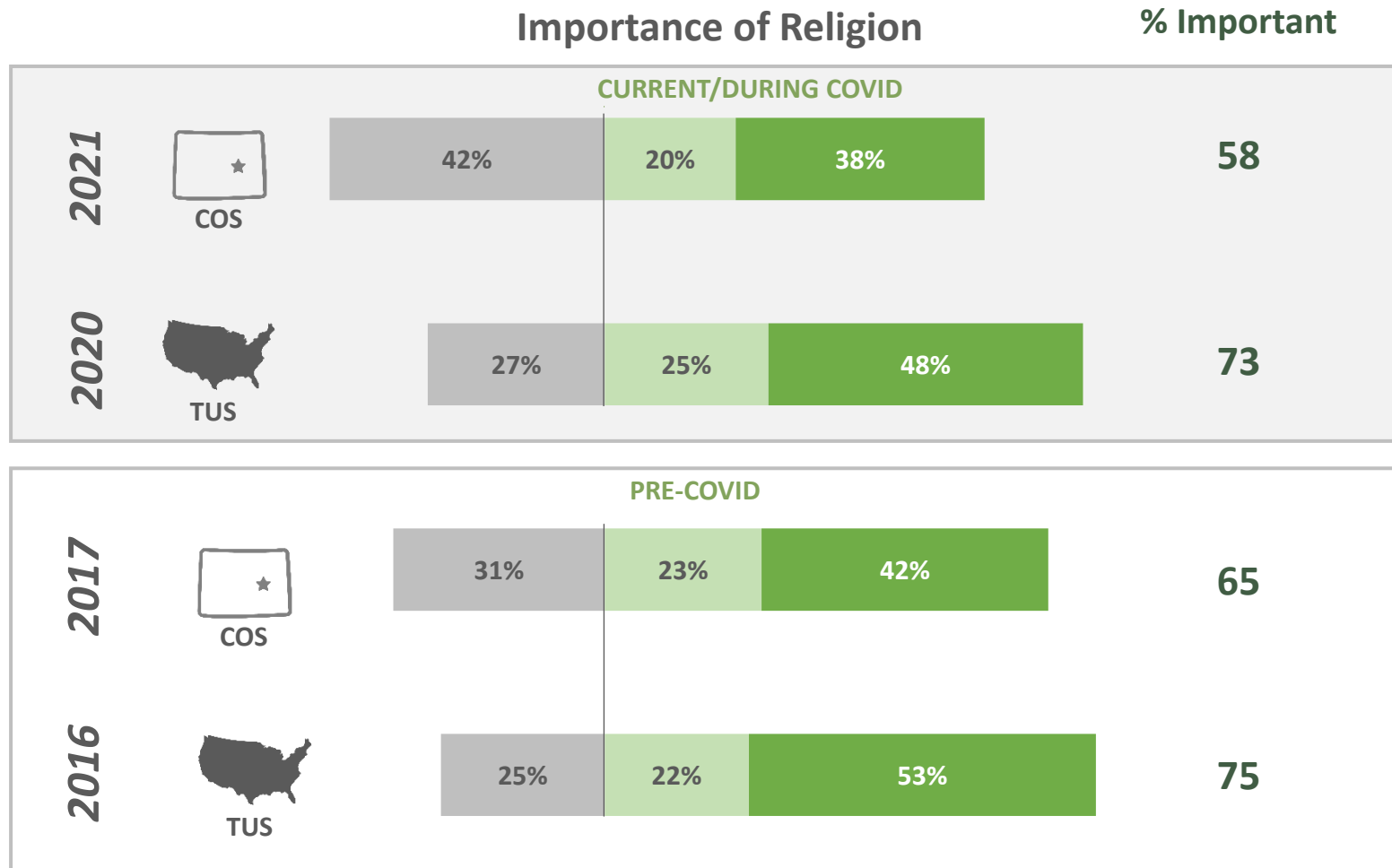
**Note: the above question was a multi-select question, so the total %s sum to higher than 100%



Religious Attitudes & Participation

IMPORTANCE OF RELIGION – COMPARISON VS. PRIOR YEARS

Less COS residents claim that religion is important in their life than total US residents (*COS is 15 points below US*)
 Importance of religion among Colorado Springs residents has decreased 7 points vs. 2017



	Not Very Important		Fairly Important		Very Important	
	2017	2021	2017	2021	2017	2021
Colorado Springs	31%	42%	23%	20%	42%	38%
Total US	25%	27%	22%	25%	53%	48%

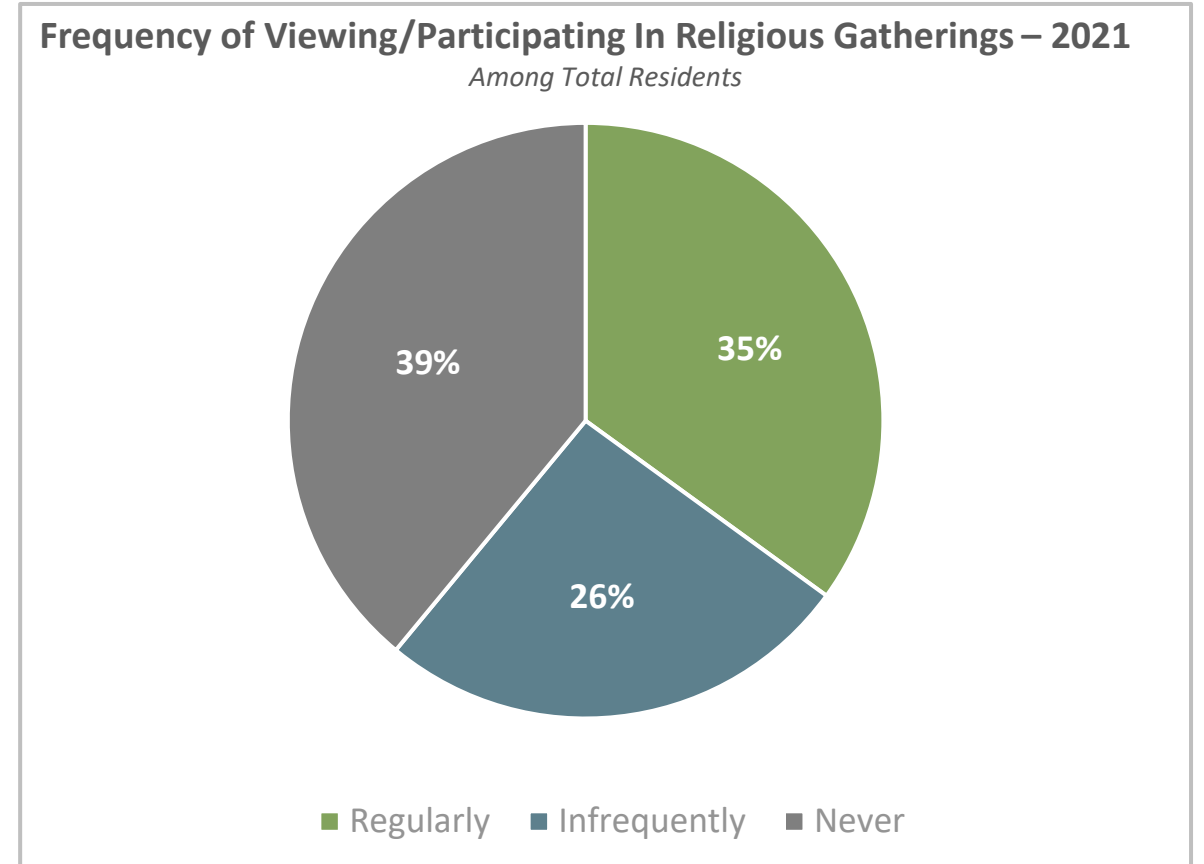
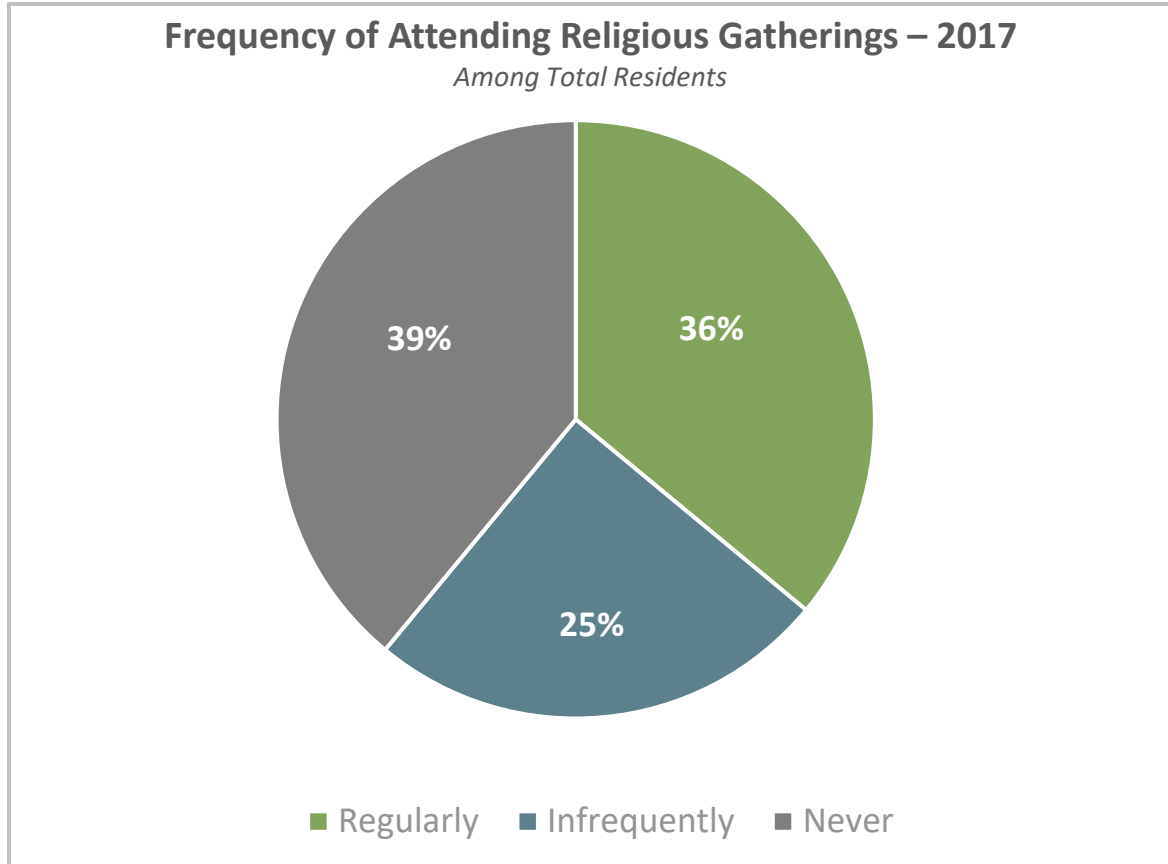
Q. How important would you say religion is in your life? 2017 n=971; 2021 n=1,189

Source: Total US comparisons from Gallup 2016 and 2020

■ Not Very Important ■ Fairly Important ■ Very Important

ATTENDANCE/PARTICIPATION IN RELIGIOUS GATHERINGS – COMPARISON VS. PRIOR YEARS

Despite a decrease in importance of religion among residents, participation religious gatherings (including streaming) is largely unchanged since before COVID

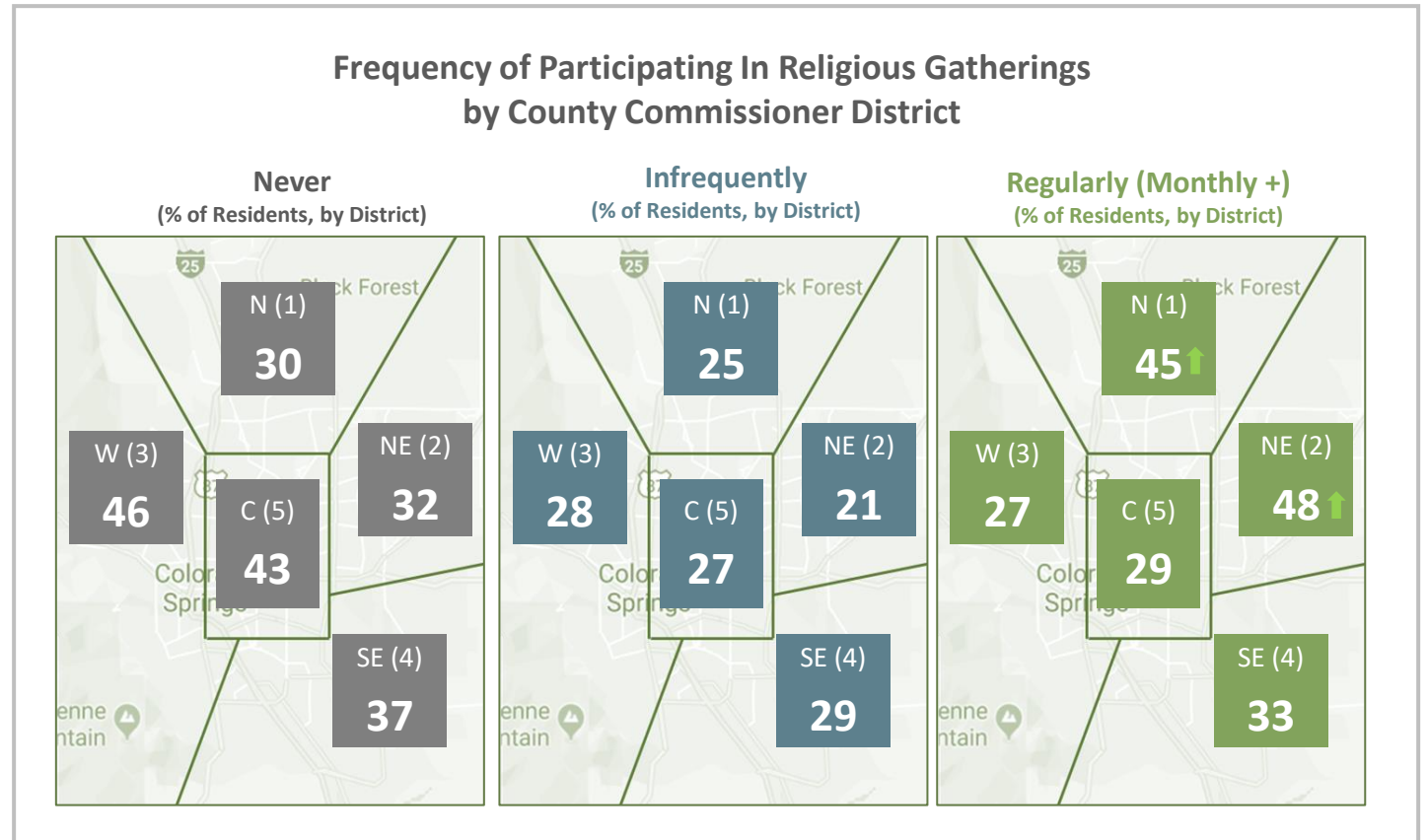
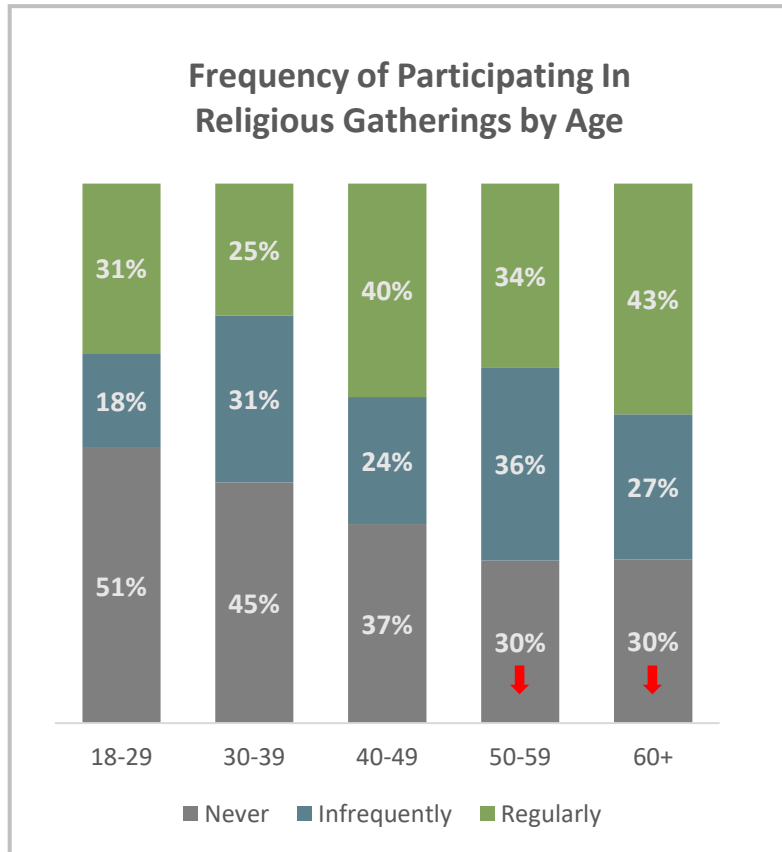


2017 Q. How often do you attend religious gatherings? (such as church, synagogue, temple, etc.) n=1,009

2021 Q. How often do you view/participate in worship services either in-person or streaming? n=1,307

ATTENDANCE/PARTICIPATION IN RELIGIOUS GATHERINGS – BY AGE AND COUNTY COMMISSIONER DISTRICT

Younger residents 18 – 39 are significantly more likely to never attend/participate in a religious gathering;
Residents in the North and Northeast are more likely to attend/participate in a religious gatherings



Q. How often do you view/participate in worship services either in-person or streaming? n=1,307

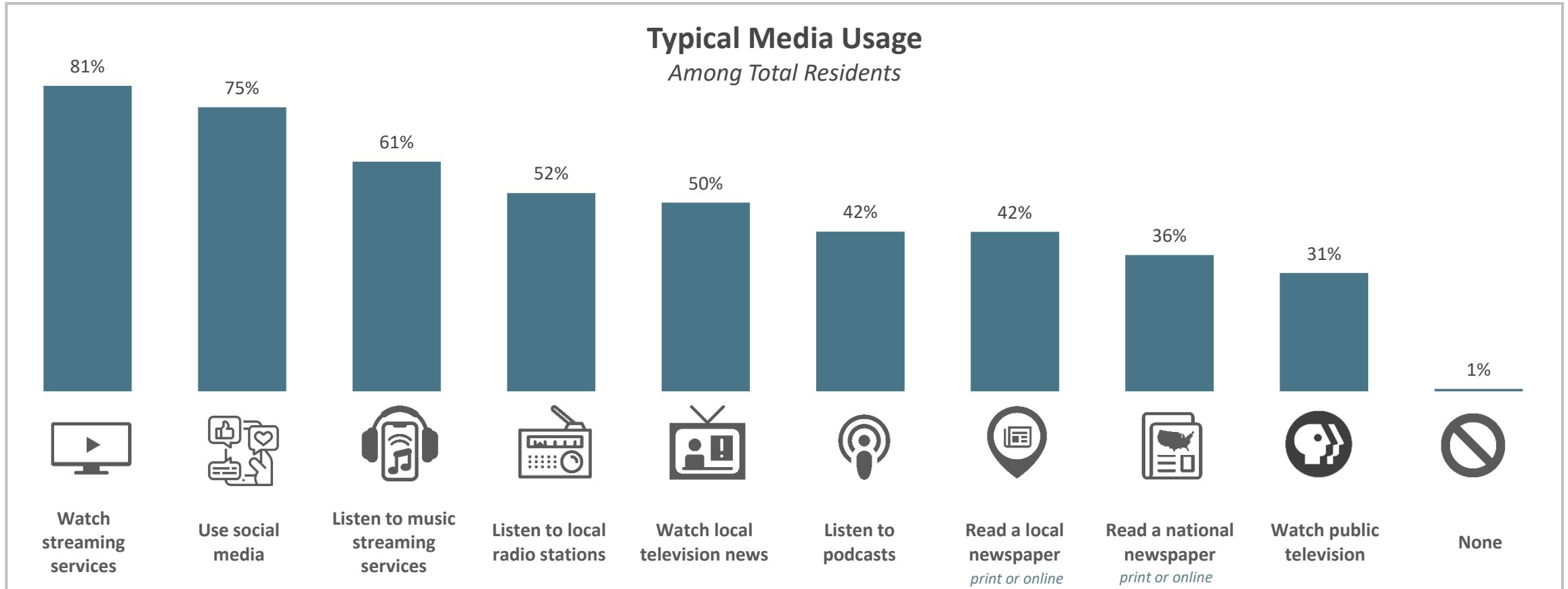
*Statistical significance testing conducted at an 80% confidence level.



Traditional & Social Media

TYPICAL WEEK MEDIA CONSUMPTION

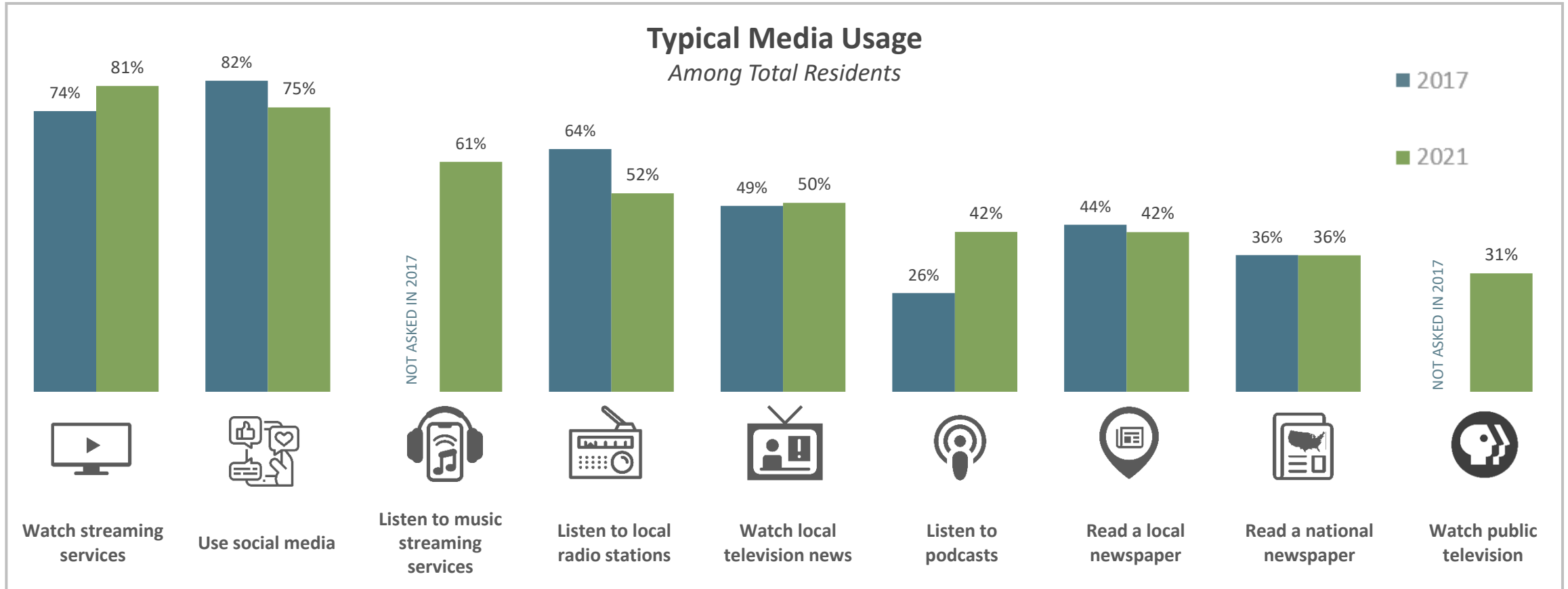
Over 3/4 of residents watch streaming services and use social media in a typical week;
More than half of residents listen to music streaming; About 1/2 listen local radio or watch local tv news weekly



TYPICAL WEEK MEDIA CONSUMPTION – COMPARISON VS. PRIOR YEARS

Comparing 2021 media use vs 2017 media use, COS residents:

Listen to local radio notably less and podcasts notably more;
 Use social media slightly less and watch streaming services slightly more



2017 Q. In a typical week, which of the following things do you do? n=1009 (note: listening to music streaming services and watch public television weren't asked in 2017)
 2021 Q. In a typical week, which of the following things do you do? n=1,324

DATA TABLES – GENERAL MEDIA USE BY AGE

Residents 18 – 49 are more likely to watch streaming services and use social media;
 Residents 50+ are more likely to watch local TV news, while residents 18-29 are less likely to watch local TV news;
 Residents 60+ are more likely to read a local or national newspaper or watch public television









	Total	18-29	30-39	40-49	50-59	60+
Total Responding	1324	333	250	206	202	333
Watch streaming services (like Netflix, Hulu, Amazon Prime, etc.)	81%	88%	91%	86%	68%	70%
Use social media	75%	89%	81%	79%	68%	58%
Listen to music streaming services (like Pandora, Spotify, etc.)	61%	80%	73%	67%	52%	33%
Listen to local radio stations	52%	48%	58%	55%	54%	49%
Watch local television news	50%	30%	40%	48%	63%	70%
Listen to podcasts	42%	58%	51%	46%	36%	21%
Read a local newspaper (print or online)	42%	33%	39%	36%	37%	60%
Read a national newspaper (print or online)	36%	31%	37%	34%	34%	42%
Watch public television (Rocky Mountain PBS)	31%	22%	22%	27%	38%	47%
None of the above	1%	-	1%	1%	2%	-

Legend	75%+ claimed weekly use
	50-74% claimed weekly use
	40-49% claimed weekly use
	<40% claimed weekly use

Q. In a typical week, which of the following things do you do? n=1,324

WEEKLY SOCIAL MEDIA USAGE TRENDS AND VS US

3 in 4 COS residents use Facebook weekly; TikTok use is increasing with 1 in 5 residents using weekly
 More COS residents use Facebook, Instagram, TikTok, and Twitter weekly vs Total US residents

Social Media Usage in a Typical Week (as a % of total population)					
	Colorado Springs Area (2019)	Colorado Springs Area (2020)	Colorado Springs Area* (2021)	Total US** (2021)	COS vs. TUS (2021)
	78%	73%	74%	60%	18% more
	64%	64%	62%	67%	7% less
	44%	46%	47%	32%	47% more
	26%	23%	27%	--	N/A
	2%	11%	20%	17%	+18% more
	22%	20%	19%	20%	- 5% less
	19%	20%	19%	17%	+12% more
	21%	21%	19%	--	N/A

Example – How to interpret:
 18% more Colorado Springs residents use Facebook weekly than residents in the total US.

Q. And in a typical week, which of the following websites/apps do you use? 2019 n=1,018; 2020 n=997; 2021 n=1,324

* COS raw data responses were adjusted to reflect % of total residents vs. % of social media users

** Total US Source from Pew Research Center 2021 – <https://www.pewresearch.org/internet/fact-sheet/social-media/> (% of Population Using X % Using Daily or Weekly)

DATA TABLES – SOCIAL MEDIA USE BY AGE – AMONG CLAIMED USERS OF SOCIAL MEDIA

Now reporting among residents who use social media

Facebook and YouTube are popular among all age groups

- Residents 18-29 are more likely to use Snapchat and TikTok
- Residents 18-49 are more likely to use Instagram
- Residents 50+ are more likely to use Nextdoor

Social Media Usage in a Typical Week (as a % of residents who use social media users)						
	Total	18-29	30-39	40-49	50-59	60+
Social Media Users	993	298	202	163	137	193
Facebook	86%	81%	83%	91%	90%	89%
YouTube	66%	71%	70%	64%	55%	62%
Instagram	58%	78%	69%	57%	39%	28%
LinkedIn	31%	31%	29%	24%	47%	27%
Nextdoor	30%	14%	23%	35%	44%	46%
TikTok	24%	44%	22%	22%	10%	8%
Snapchat	23%	51%	24%	12%	7%	3%
Twitter	23%	29%	18%	21%	30%	18%
Pinterest	21%	27%	20%	22%	15%	15%

Note: these weekly %s are higher vs. previous slide

This table represent the % of social media users who use weekly.

Previous slide reported the % of total residents using weekly.

75%+ claimed weekly use

50-74% claimed weekly use

40-49% claimed weekly use

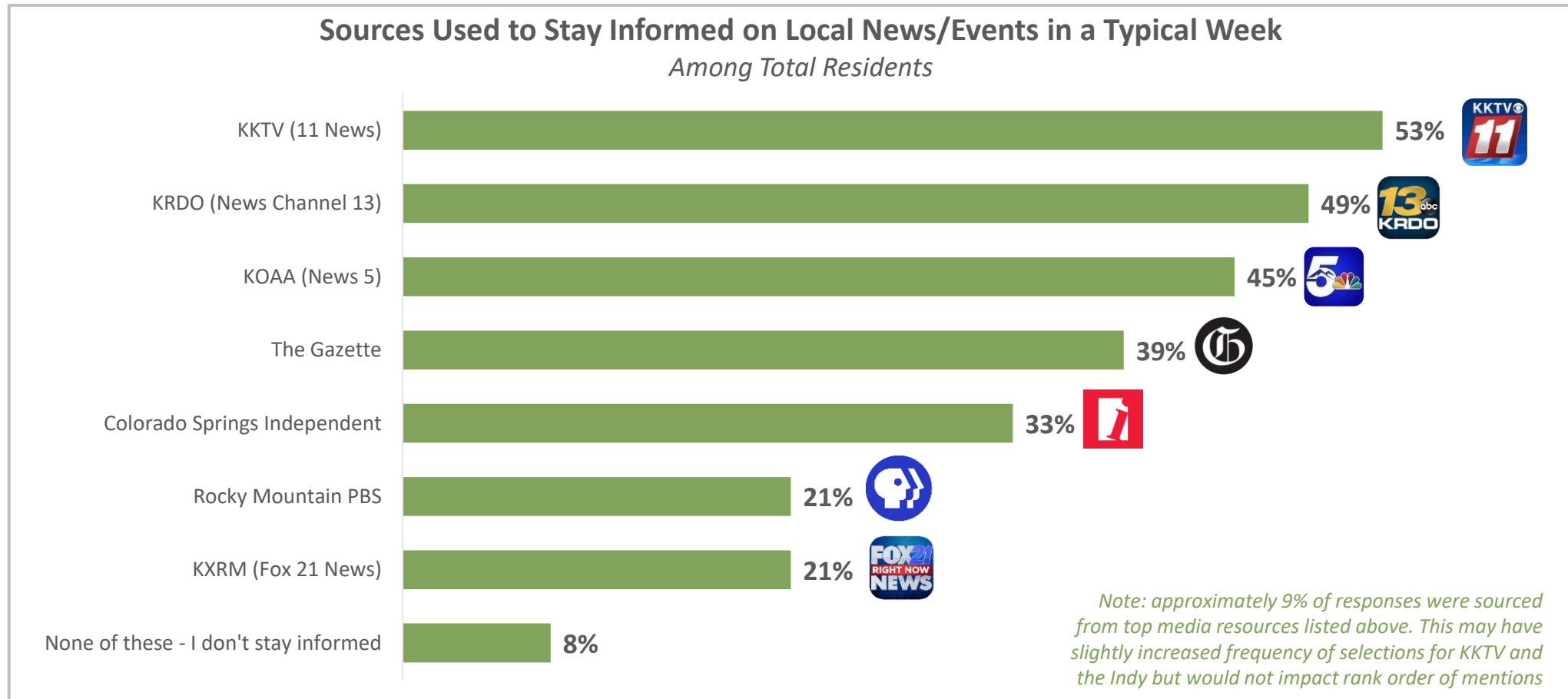
<40% claimed weekly use



Local News & Info Sources

LOCAL INFORMATION SOURCES – COMBINING TOUCHPOINTS OF PROGRAMMING, APPS, WEBSITES, EMAILS, SOCIAL MEDIA, PODCASTS, TEXT ALERTS, ETC.

KKTV, KRDO, and KOAA are the top cited sources of local information when combining the full range of touch-points employed (programming, apps, websites, emails, SMS alerts, podcasts, etc.)



Q. What sources do you use to stay informed on local news or local events in a typical week? (This could be reading or accessing information from news programs, apps, podcasts, social media posts, newspapers, etc.) n=1,322

DATA TABLES – LOCAL SOURCES OF INFO BY AGE

KKTV is top source among both older and younger residents

The Gazette, CS Indy and Rocky Mountain PBS skew older; Fox 21 skews 30-59

Younger residents are less likely to be informed about local news or events

	Total	18-29	30-39	40-49	50-59	60+
Total Responding	1322	333	250	204	202	333
KKTV (11 News)	53%	53%	55%	47%	56%	54%
KRDO (News Channel 13)	49%	45%	51%	50%	49%	50%
KOAA (News 5)	45%	44%	48%	49%	45%	43%
The Gazette	39%	39%	41%	35%	29%	44%
Colorado Springs Independent	33%	30%	28%	31%	30%	41%
Rocky Mountain PBS	21%	13%	16%	20%	25%	33%
KXRM (Fox 21 News)	21%	11%	26%	29%	27%	18%
Other	15%	16%	8%	11%	19%	17%
I don't stay informed about local news or local events	8%	14%	10%	8%	4%	2%

Age groups with notable skews vs. total residents are shaded green.

LOCAL INFORMATION SOURCES – OPEN-ENDED RESPONSES

Many residents stay informed about local news/events outside of traditional media sources, including word-of-mouth, social media, podcasts, and independent online searches

- Residents continue to shift-towards to seeking out desired information on-demand through independent searches/efforts
 - A variety of Google/online searches were referenced as other sources of local information
- Many residents rely on friends, family, neighbors or co-workers to stay informed
- Some intentionally avoid staying ‘informed’ or following the news, sharing that news sources can be stressful

I try not to follow news, its stressful

The only time I'm aware of local events is if they come across my social media in some way. I don't search them out

If I hear something from friends or on social media then I search local news on that subject

I ask my friends who have time to read the newspaper or watch the news, then I research the issue on my own

A variety of additional local news/information sources were cited in Other/Write In responses

- Local/public radio, neighborhood papers, PeakRadar.com and the Colorado Springs Business Journal were frequently noted

Write-In responses for other local information sources included

Westword	OCN - Our Community News	News articles online	News articles online
Online articles from various sources	Tri-Lakes Tribune	Social media and Google	Social media
Denver News 4	KZNT	KVOR 740 radio	KRCC, Colorado Sun
Colorado Springs Kid magazine	Colorado Sun	Mountain Country 107.3	Denver Post
PIKE	Pueblo Chieftain	Newsmax, Fox 38	PeakRadar.com
Public Radio	NextDoor App	Colorado Business	Yahoo News page
Town emails	Complete Colorado	The Colorado Sun	KVOR
Out There Colorado	Springs Taxpayer	Rumble	KRCC Radio station
CBN	Google News, AP news	Colorado Springs Business Journal	740 KVOR
Telegram Local and State Groups	KRCC 91.5 Radio	KRCC, Colorado Public Radio	PeakRadar.com
KRCC	OCN	CPR	Colorado Public Radio
Online news	Google	KUSA	Epoch
El Paso County Advertiser and News	Satellite radio news	CSBJ	Peak Bulletin
COS Business Journal	independent sources	Local NPR radio station	Google news local
Local radio 102.7	KRCC, MSNBC	Weather, Fire and AQI apps	Online
Fountain Valley News	Cell phone apps	Cheyenne Mtn. Edition	KVOR, online news
Variety of podcasts	CS Business Journal	740 AM radio	Colorado Springs Business Journal
Peak Radar	Pikes Peak Bulletin	Podcasts, Radio KRCC	
KCME Colorado Public Radio	Mountain Country radio	The Tribune	
Way FM	Colorado Public Radio		



Appendix

askCOS[®] Detailed Methodology

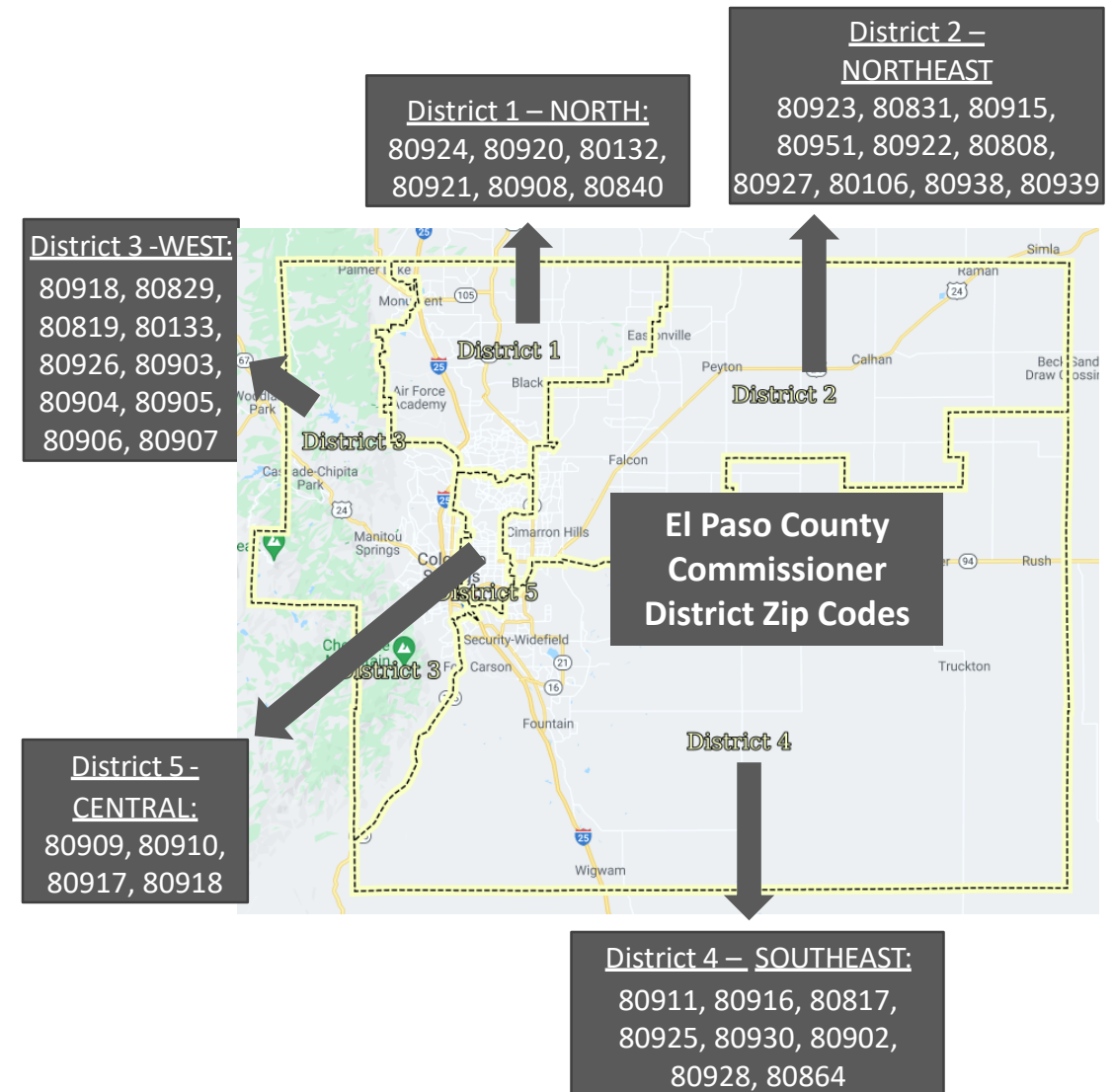
Each year between September and October, residents throughout the Colorado Springs area share their opinions via an online/mobile survey. Responses are sourced from EIAsks[®] (Elevated Insights' proprietary resident panel), social media posts, and sharing from local organizations. Some questions are consistent year to year, while other question "blocks" rotate in.

As a token of appreciation for taking the survey, residents were entered into a drawing where 10 of them won a \$100 VISA gift card.

After response collection, EI thoroughly cleaned the data, removing duplicates, straight-lined responses and speeders, resulting in a total sample size of **1,380** this year.

The dataset was then weighted to El Paso County Census proportions, ensuring the sample reflected an accurate distribution of age, gender, Race and household income for the region.

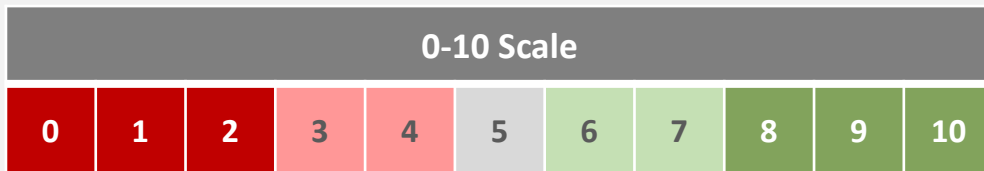
Lastly, EI analyzed the data, including crosstabulation, statistical significance testing and correlation matrices. Regional responses were tabulated with the zip code allocation noted on the right.



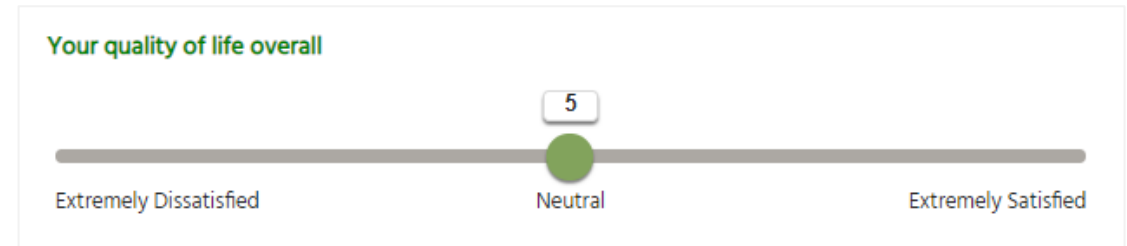
0 – 10 Rating Scales and Top Box Definitions

0-10 slider scales were employed in this online survey

- **Top 3 Boxes** reflects those selecting 8,9,or 10 on the 0-10 slider. Top 3 Box results are also referred to as ‘Very Satisfied’ or ‘Very Good’
- **Top 5 Boxes or % Positive** reflects those selecting 6-10 on the slider. Top 5 Box responses are also referred to as ‘Satisfied’ or ‘Good’.
- **Net Score** is calculated by subtracting ratings below neutral (0-4) from ratings above neutral (6-10).
- Ratings below neutral are below in **shades of red**. Ratings above neutral are below in **shades of green**.



On a scale from 0-10, where 0=Extremely Dissatisfied and 10=Extremely Satisfied, please rate your *satisfaction with...*
Click or drag the slider to a point on the scale



- Numbers appear in box above the slider as respondents click or drag to clarify level of satisfaction selected.
- Slider scales include ‘5’ as a neutral option.
- An opt-out selection of ‘Not Applicable’ was included for specifics aspects of living in Colorado Springs.

Statistical Significance Testing

A statistically significant difference tells you whether one group's answers are substantially different from another group's answers by using statistical testing. A statistical significance means that the numbers are reliably different.

A sample of observations, such as responses to a questionnaire, will generally not reflect exactly the same population from which it is drawn. As long as there is variation among individuals, sample results will be affected by the particular mix of individuals chosen. "Sampling error" refers to the amount of variation likely to exist between a sample result and the actual population. "Confidence level" qualifies a statistical statement by expressing the probability that the observed result cannot be explained by sampling error alone. For example, to say that the observed result is significant at the 90% confidence level is to say that there is a 90% chance that the difference is real and not just a quirk of the sampling.

This data was tested at an 80% and 90% confidence level.

El Paso County Age Composition vs. Total US



- El Paso County is **younger than the US**
- Median age of 34.5 EPC vs. 38.2 TUS
- 35% of El Paso County population is under 25 years old

	El Paso County	United States	EPC vs. TUS
Under 18	24%	22%	+8%
18-24	11%	9%	+16%
25-34	16%	14%	+16%
35-44	13%	13%	--
45-54	11%	13%	-18%
55-64	12%	13%	-9%
65+	13%	16%	-20%

Source: Census American Community Survey 2019

El Paso County Race & Income vs. Total US

Compared to Total US:

- El Paso County has more Caucasian and Multi-race residents
- El Paso County has less African American & Asian residents

El Paso County's **median household income** of \$72.8K is about 10% above Total US

El Paso County's **average household income** of \$93.4K is slightly higher than the total US of \$92.3K

Race	El Paso County	United States	EPC vs. TUS
White/Caucasian	68.3%	60%	+12%
Hispanic/Latino	17.7%	18.4%	-4%
2 or more races	4.5%	2.5%	+ 44%
African-Amer/Black	5.7%	12.4%	-117%
Asian	2.7%	5.6%	-107%
Other	1%	1.1%	-10%

Household Income	El Paso County	United States	EPC vs. TUS
Less than \$25,000	13.5%	18.1%	-34%
\$25,000 to \$49,999	18.8%	20.3%	-8%
\$50,000 to \$74,999	19.6%	17.4%	+11%
\$75,000 to \$99,999	14.7%	12.8%	+13%
\$100,000 to \$149,999	17.4%	15.7%	+10%
\$150,000 or more	16.1%	15.7%	+3%



THANK YOU



Office (719) 590 – 9999



www.elevatedinsights.com



info@elevatedinsights.com