

Engagement Gaps

Gaps in Engagement Feedback

We attempted to reach a variety of community members, particularly underrepresented groups, young people, people above the ages of 65, and community members that don't use downtown. We think there are still some gaps in representation from the feedback:

Race: Gap in all races other than White represented half or less than the 2020 Census data for Boulder (city)

	Online Questionnaire	2020 U.S. Census data
White	78.62%	76.40%
Hispanic or Latino/a	3.35%	13.15%
Asian	2.23%	7.97%
American Indian or Alaska Native	0.17%	0.45%
Black or African-American	0.45%	1.50%
Native Hawaiian or Other Pacific Islander	0.06%	0.14%
Two or more races	1.95%	5.49%
Other	0.61%	0.67%
No response or "I prefer not to say"	12.55%	N/A

Age: Gap in representation for ages 24 or younger

	Online Questionnaire	2021 Boulder statistics
Under 24	3.79%	39.65%
25-34	21.76%	21.37%
35-54	38.11%	12.81%
55-64	14.90%	11.70%
65 and over	17.13%	14.47%
No response	4.30%	N/A

- It's possible that the online questionnaire respondents that skipped demographic question(s) or selected "I prefer not to say" may skew these results.
- This data also makes assumptions about Boulder residency, though approximately 6% of respondents do not live in the city limits.

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The project team will work on creative strategies to reach these demographic and audience groups during the Spring and Summer 2023 pop-up engagement.

Income: Gap in representation for low income participants earning less than \$50,000

	Online Questionnaire	2020 U.S. Census data
\$25,000 or less	3.68%	21.50%
\$25,000-\$49,999	7.59%	13.80%
\$50,000-\$99,999	19.08%	21.60%
\$100,000-\$149,999	22.71%	15.00%
\$150,000 or more	30.30%	28.10%
No response or "I prefer not to say"	16.62%	N/A

Although we don't have a data source for all audiences to compare how we did, **other audiences that were potentially under or not represented** include:

- Non-English speakers
- Immigrant and mixed-immigration status families
- People living with disabilities
- Members of the LGBTQ community
- Downtown employees
- Downtown businesses
- Youth
- University students

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