



Central 70

2020 Public Opinion Survey

Survey Background and Goals

A statistically-valid phone survey conducted between April 1-8, 2020.

- 600 Denver-Metro area participants who consider themselves frequent users of I-70 (I-25 to Chambers Road).
- Participants were randomly drawn from lists of known landline and cell phone numbers. Participants were roughly split between residents and commuters.

Goals of the survey included:

- Identifying the general characteristics of residents and commuters in terms of current I-70 use.
- Identifying the best methods of communication to reach residents and commuters about the Project.
- Measuring changes in awareness and perceptions of the Central 70 Project since the previous surveys were conducted in 2015, 2017 and 2019.

I-70 Usage

- Frequency of use of I-70 has remained relatively consistent in recent years. While some minor variations can be seen in usage, the survey's respondents continue to generally be frequent users of the highway.
- Among all users, around half (50%) used I-70 at least "a few times per week" with the most common reason for using I-70 being for work.

Project Awareness

- Awareness of the Central 70 Project has remained steady in recent years with around two-thirds of users and three-fourths of residents being at least "a little" familiar with it.
- The percentage of users and residents who were "very familiar" with the Project has increased slightly over the years, likely driven by more direct experiences in driving through the area during construction.

Project Perception

The perception of the Central 70 Project is overall positive for most highway users.

- In total, 62% of users had a positive view of the Project compared to only 13% who had a negative view.
- Among residents, perceptions have improved in recent years. In 2020, 35% had a "very positive" view of the Project compared to 28% in 2019, and only 12% had a negative view in 2020 compared to 20% in 2019.

Among users and residents, respondents were less likely to believe that the Project would have an impact on them in 2020 compared to 2019. In fact, only 13% of users overall and 18% of residents specifically believed that the Project would have a "major impact" on them.

- This suggests that, as the Project has progressed, users have gained confidence that construction wouldn't be as disruptive to them as they had initially expected.

Perceptions of Project construction impacts have generally been less significant in 2020 compared to 2019.

- For example, 72% of users in 2019 reported experiencing slower traffic compared to only 61% in 2020.



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FACT SHEET

- Similarly, while 72% of residents in 2019 had experienced slower traffic, only 51% reported experiencing such in 2020.

Transportation remains a critical issue in the minds of most users. When asked about their perceptions of Denver's most important issues, half of users (49%) mentioned transportation-related challenges.

- Respondents have consistently mentioned faster travel times as the primary benefit of the Project.
- Road widening is the most-known improvement, mentioned by 43% of users.