



# Rooted in Littleton Housing Opinion Survey

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March 2025



**ROOTED IN LITTLETON**  
ROOTEDINLITTLETON.ORG



**Magellan Strategies**  
Your Trusted Survey Research Partner

# About Rooted in Littleton



Our mission statement is to be the foremost authority on how residents of Littleton want to address growth challenges while maintaining the character that makes Littleton unique. Many felt the outreach effort from the City of Littleton to understand how residents felt about housing density and housing shortages in 2024 was insufficient and skewed toward City Council insiders.

So, someone clearly needed to provide a more inclusive and objective community outreach. We removed ourselves from the process and hired Magellan Strategies, one of Colorado's premier survey and polling companies, on issues involving government, school districts, special districts, and public policy.

# About Rooted in Littleton



We hope our investment in this public opinion research project will provide objective data and insights to Littleton's elected officials, community decision-makers, the media, and residents as they consider our city's housing policies and initiatives.

Any questions regarding the mission and membership of Rooted in Littleton should be directed to Joe Whitney, who can be reached at [Joe.Whitney88@gmail.com](mailto:Joe.Whitney88@gmail.com).

# Survey Methodology



Magellan Strategies is pleased to present the results of an MMS text-to-web survey of 1,197 registered voters in Littleton, Colorado. The interviews were conducted from March 6<sup>th</sup> to the 11<sup>th</sup>, 2025.

The overall survey responses have a margin of error of +/- 2.79% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey results are weighted to represent the voter registration demographics of the City of Littleton.

# Survey Methodology



The City of Littleton's adult population is approximately 37,000. The sample file for this survey project contained 27,992 cell phone numbers to achieve a population coverage rate of 75.6%.

Two MMS text survey invitations were sent to all 27,992 cell phone numbers. Of those invited to participate, 1,586 respondents started the survey, and 1,197 completed each question. This results in a survey completion rate of 75.4% and an overall response rate of 5.6%.

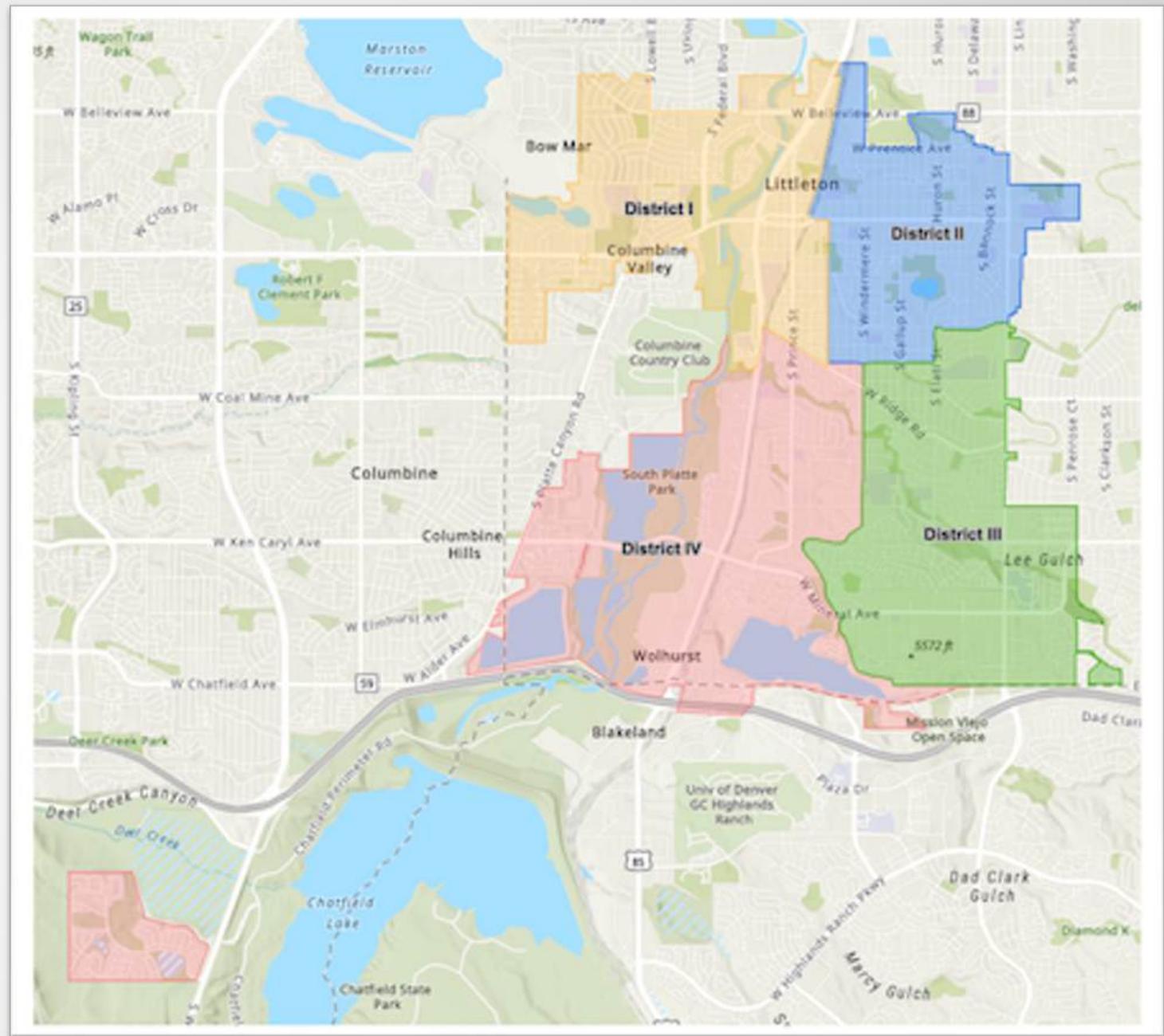
Any questions related to the methodology of this document can be directed to David Flaherty at [Dflaherty@MagellanStrategies.com](mailto:Dflaherty@MagellanStrategies.com).

# Survey Objectives



- To measure resident and voter opinions of a perceived housing shortage in the City of Littleton.
- To measure voter opinion of potential housing shortage solutions.
- To measure opinions on increasing housing density in Littleton.

# City of Littleton District Map



# City of Littleton

## Voter Registration & Past Turnout Demographics

County	Registration		2024		2023		2022		2021		2020	
Arapahoe	34,902	93.3%	26,425	93.0%	14,231	93.2%	21,604	93.0%	13,982	93.1%	27,687	93.0%
Jefferson	1,935	5.2%	1,660	5.8%	931	6.1%	1,411	6.1%	958	6.4%	1,700	5.7%
Douglas	575	1.5%	335	1.2%	103	0.7%	214	0.9%	83	0.6%	394	1.3%
Total	37,412	100.0%	28,420	100.0%	15,265	100.0%	23,229	100.0%	15,023	100.0%	29,781	100.0%

Sex	Registration		2024		2023		2022		2021		2020	
Female	19,373	51.8%	15,102	53.1%	8,138	53.3%	12,308	53.0%	7,985	53.1%	15,829	53.2%
Male	18,039	48.2%	13,318	46.9%	7,127	46.7%	10,922	47.0%	7,039	46.9%	13,952	46.8%
Total	37,412	100.0%	28,420	100.0%	15,265	100.0%	23,229	100.0%	15,023	100.0%	29,781	100.0%

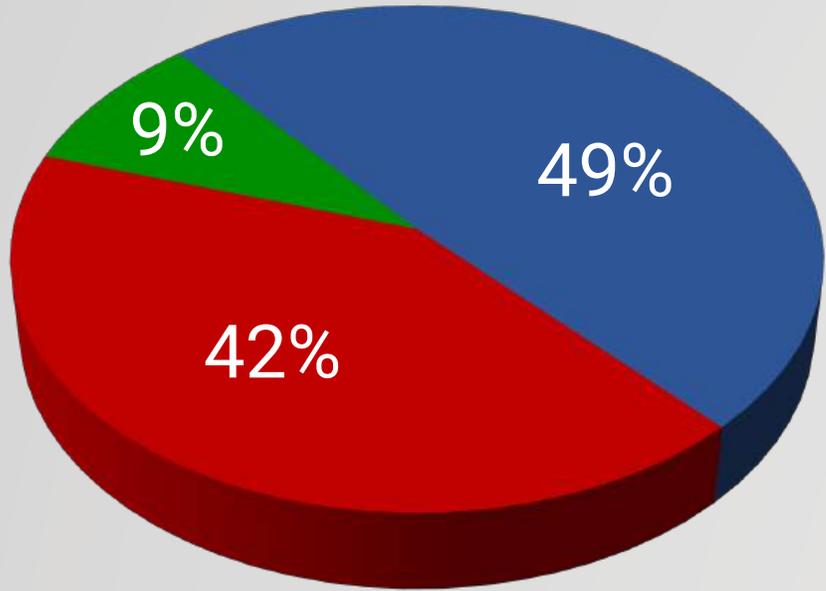
  

Age Group	Registration		2024		2023		2022		2021		2020	
18-34	10,860	29.0%	6,713	23.6%	1,955	12.8%	4,251	18.3%	1,893	12.6%	7,541	25.3%
35-44	6,468	17.3%	4,693	16.5%	2,046	13.4%	3,611	15.5%	1,979	13.2%	4,645	15.6%
45-54	5,133	13.7%	4,132	14.5%	2,155	14.1%	3,572	15.4%	2,289	15.2%	4,531	15.2%
55-64	5,536	14.8%	4,633	16.3%	2,969	19.4%	4,416	19.0%	3,096	20.6%	5,419	18.2%
65+	9,415	25.2%	8,249	29.0%	6,140	40.2%	7,379	31.8%	5,766	38.4%	7,645	25.7%
Total	37,412	100.0%	28,420	100.0%	15,265	100.0%	23,229	100.0%	15,023	100.0%	29,781	100.0%

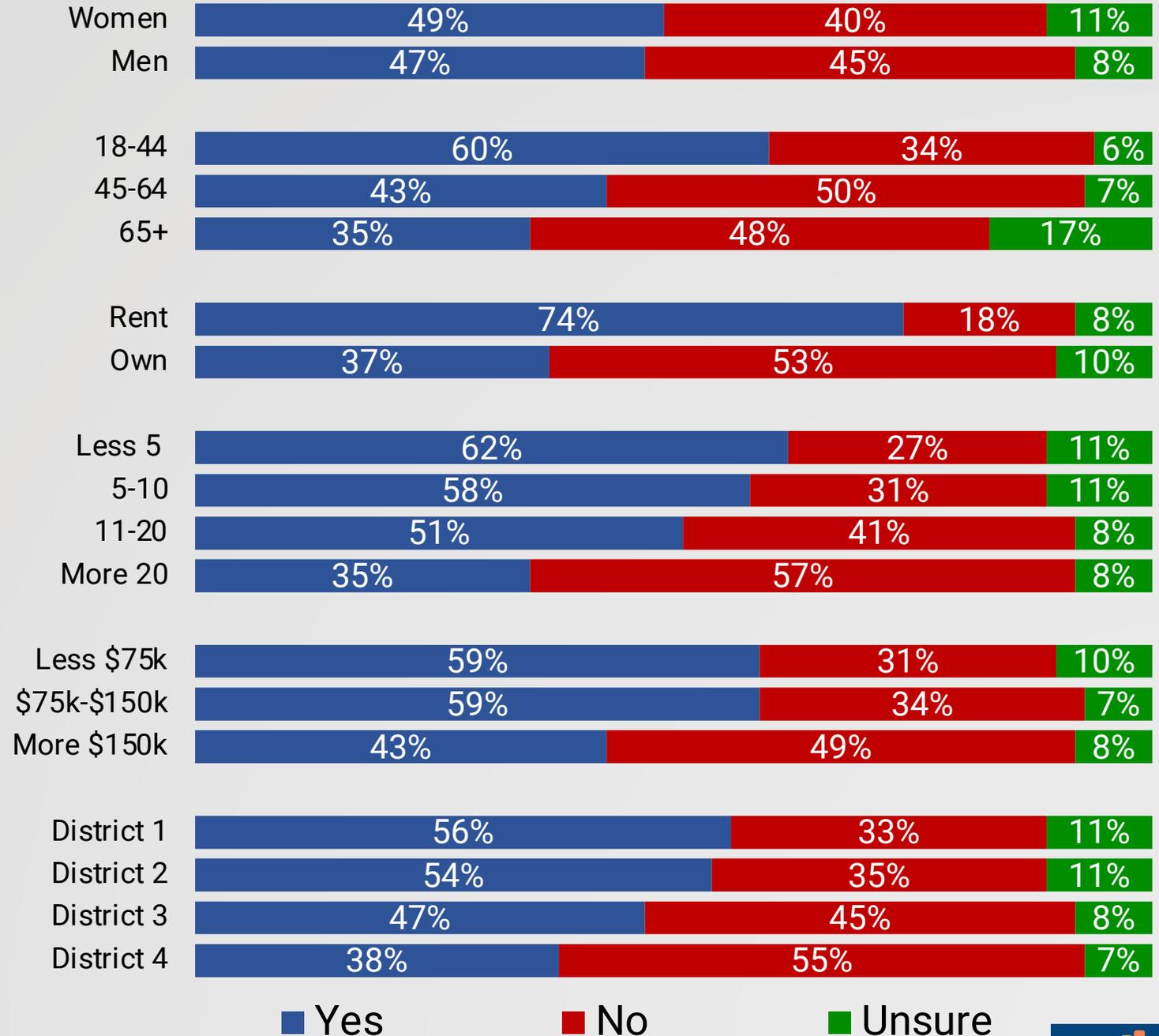
Party	Registration		2024		2023		2022		2021		2020	
Unaffiliated	18,459	49.3%	13,186	46.4%	6,278	41.1%	9,699	41.8%	5,592	37.2%	11,941	40.1%
Democrat	9,674	25.9%	7,911	27.8%	4,629	30.3%	6,963	30.0%	4,820	32.1%	8,825	29.6%
Republican	8,489	22.7%	6,834	24.0%	4,188	27.4%	6,259	26.9%	4,421	29.4%	8,540	28.7%
Libertarian	382	1.0%	252	0.9%	116	0.8%	209	0.9%	133	0.9%	333	1.1%
Other	408	1.1%	237	0.8%	54	0.4%	99	0.4%	57	0.4%	142	0.5%
Total	37,412	100.0%	28,420	100.0%	15,265	100.0%	23,229	100.0%	15,023	100.0%	29,781	100.0%

# Do you think the City of Littleton has a housing shortage?



■ Yes  
■ No  
■ Unsure

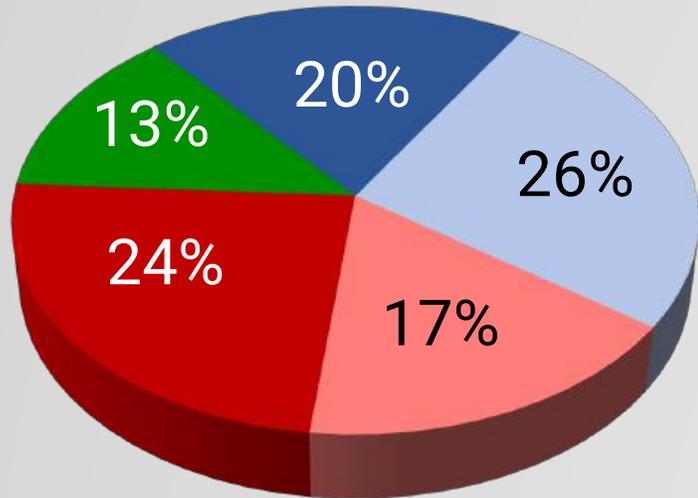
Yes, Definitely	26%
Yes, Probably	23%
No, Definitely Not	20%
No, Probably Not	22%



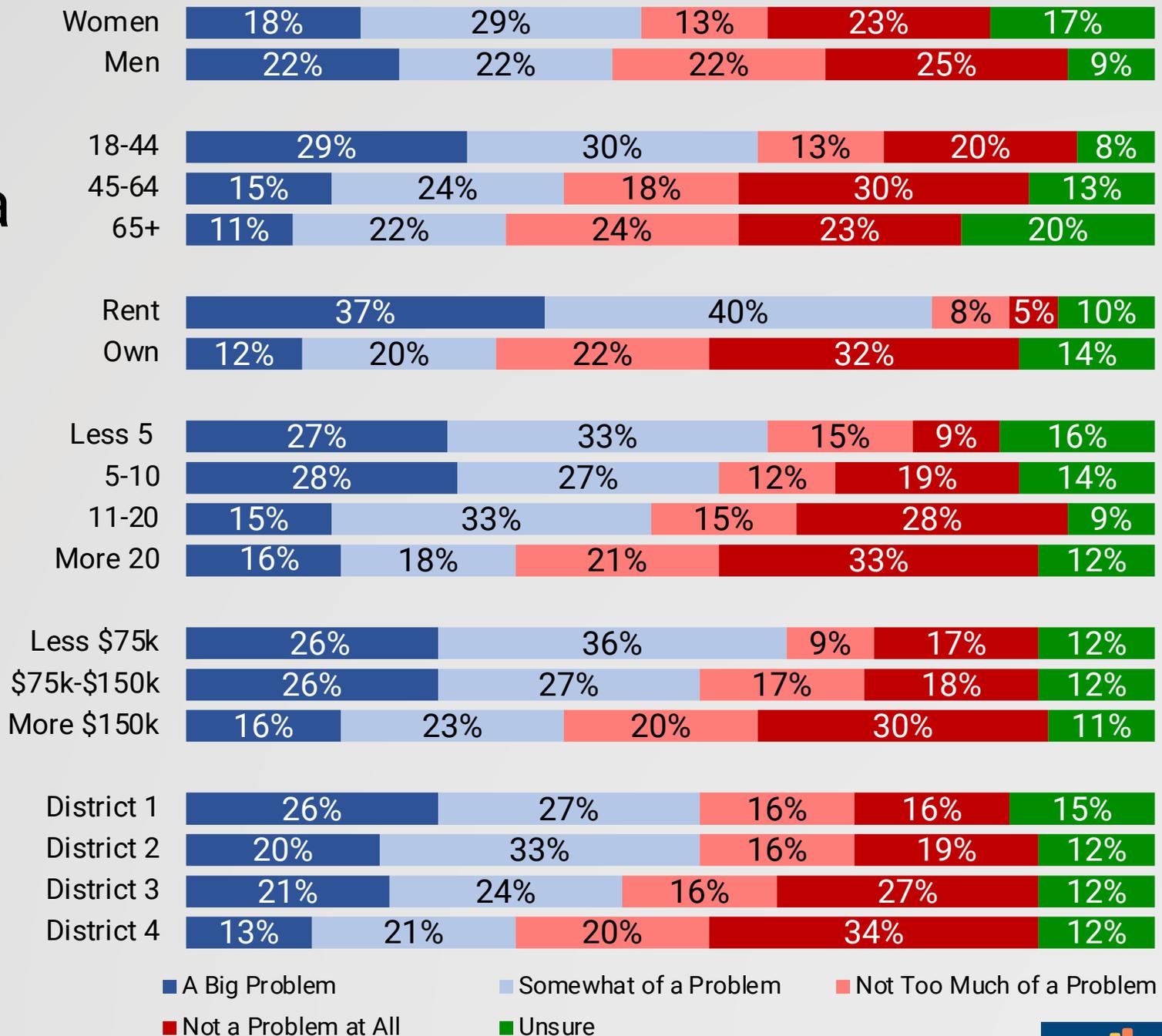
■ Yes     ■ No     ■ Unsure

# If you feel the City of Littleton has a housing shortage, how much of a problem is it?

**Big & Somewhat** 46%



- A Big Problem
- Somewhat of a Problem
- Not Too Much of a Problem
- No Problem at All
- Unsure



- A Big Problem
- Somewhat of a Problem
- Not Too Much of a Problem
- Not a Problem at All
- Unsure

# Opinion on Housing Shortage Solutions

*Regardless of whether you think there is a housing shortage, what do you think is the best solution to a housing shortage?\**

**Opposition to High-Density Housing:** Many respondents strongly oppose increasing housing density in Littleton, particularly high-rise apartments or multi-family units in single-family neighborhoods. Concerns include increased traffic, congestion, crime, strain on infrastructure, and a loss of the community's suburban character.

**Encouraging Development in Other Areas:** A significant portion of respondents suggest that people should move to other cities or areas where housing is more available. Some suggest that more housing should be built in neighboring communities rather than increasing density in Littleton.

**Utilizing Existing Structures and Thoughtful Development:** Some responses favor repurposing underused or vacant buildings for housing rather than constructing new developments. Some support is also given to building townhomes, duplexes, or condos in designated areas, as long as they align with the existing neighborhood.

**Market-Based or Government-Limited Solutions:** Several respondents argue that housing should be dictated by supply and demand rather than government intervention. Others suggest reducing regulations and zoning restrictions to encourage private developers to build more homes.

\*The responses to this question were summarized using ChatGPT.

# Opinion on Housing Density



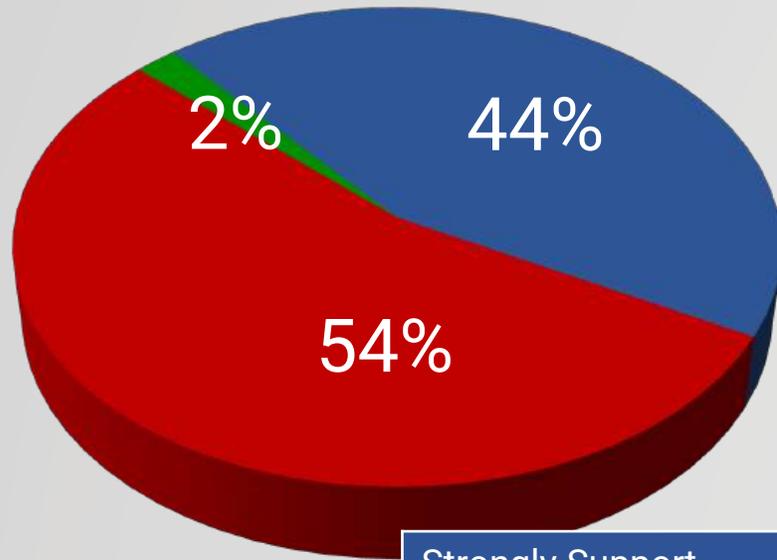
As you may be aware, some local municipalities, like Littleton, are considering new land use or zoning ordinances to increase the housing density in certain areas.

To clarify, “housing density” refers to the number of housing units (such as houses, apartments, condos, duplexes, triplexes, or quadplexes) within a specific area. It describes how closely homes are in a neighborhood and how many homes, apartments, condos, duplexes, triplexes, or quadplexes can be built on each lot.

Knowing this, do you support or oppose policies that would increase the housing density of some Littleton neighborhoods?

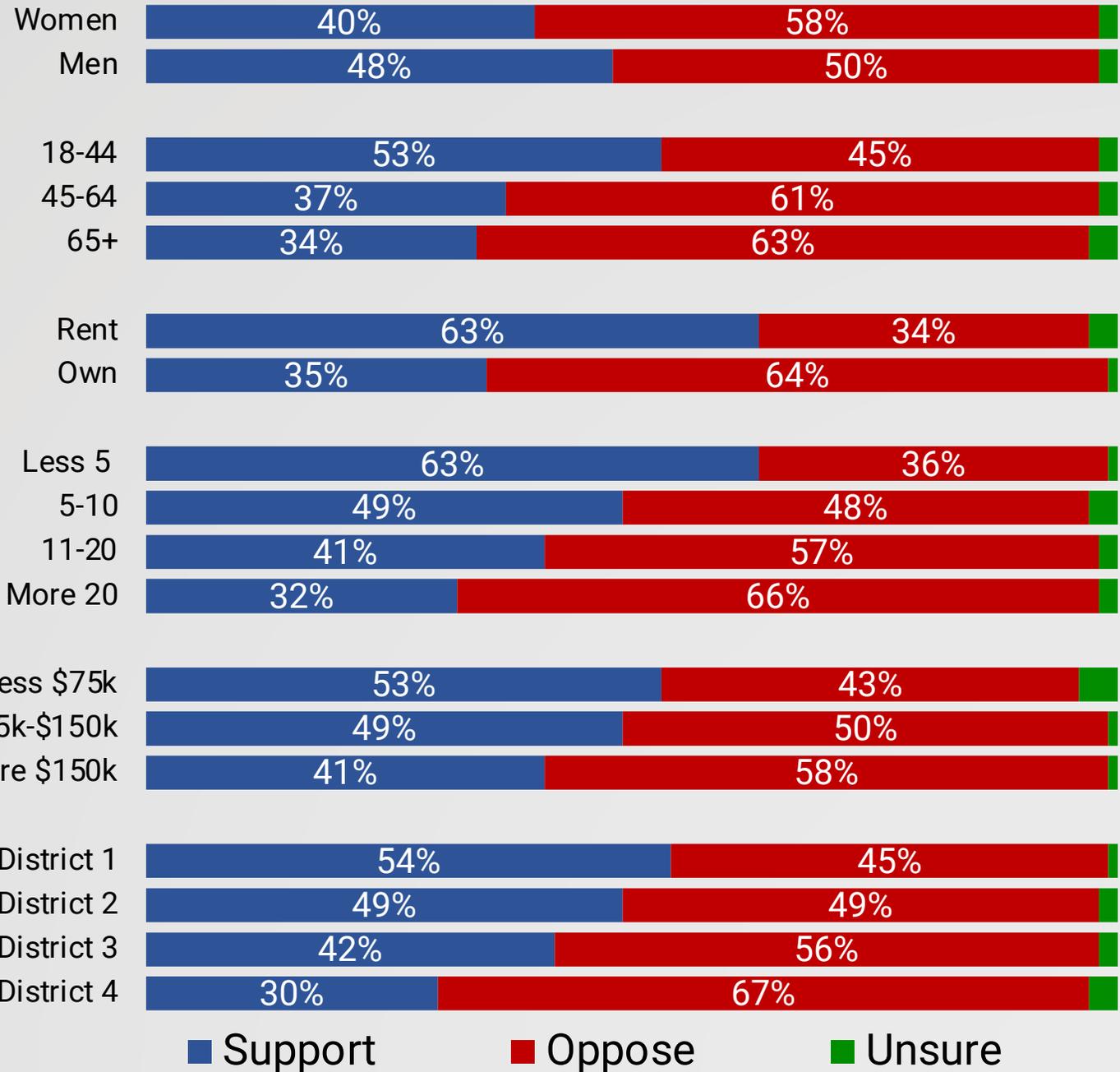
# Opinion on Housing Density

Knowing this, do you support or oppose policies that would increase the housing density of some Littleton neighborhoods?

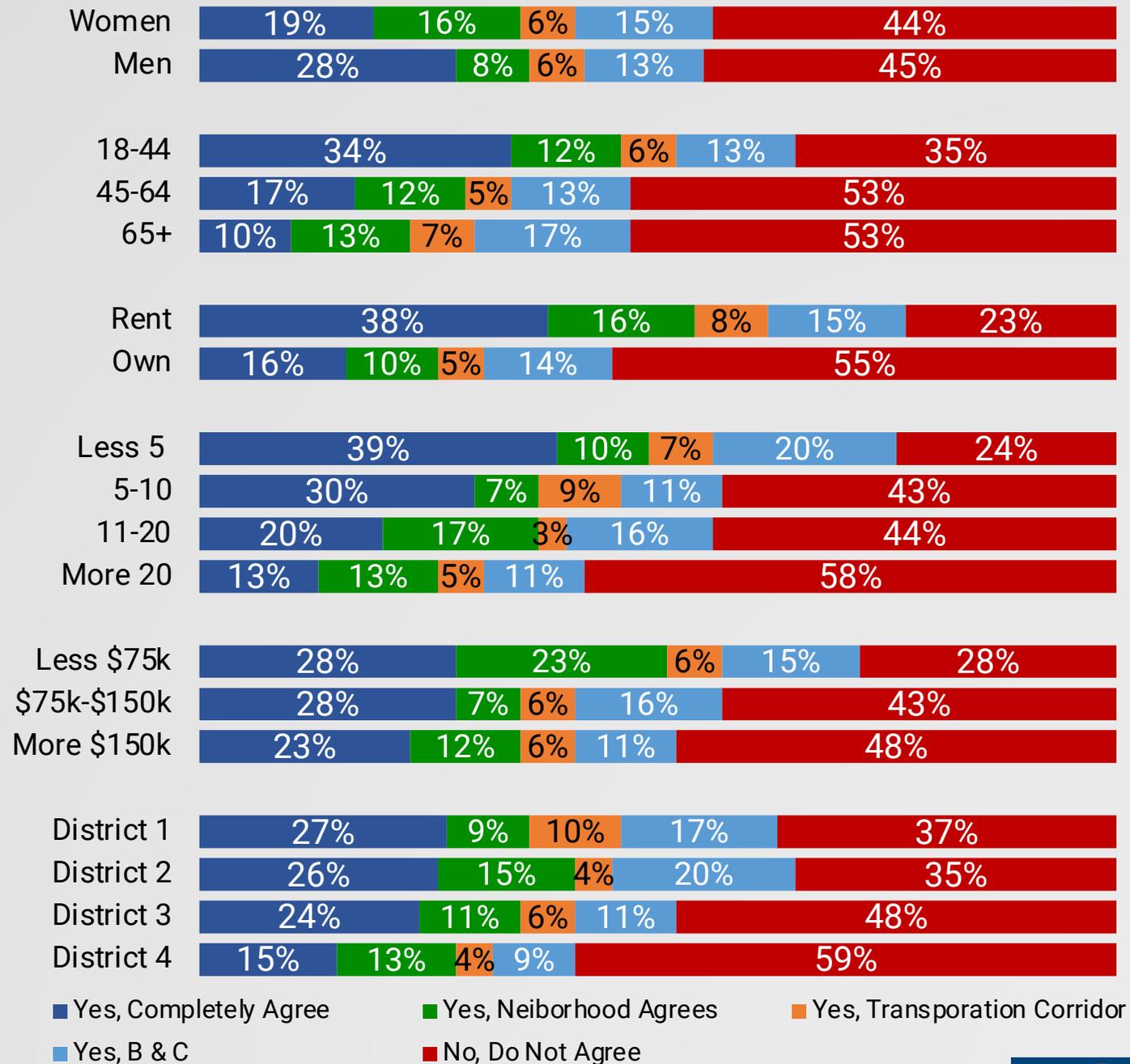
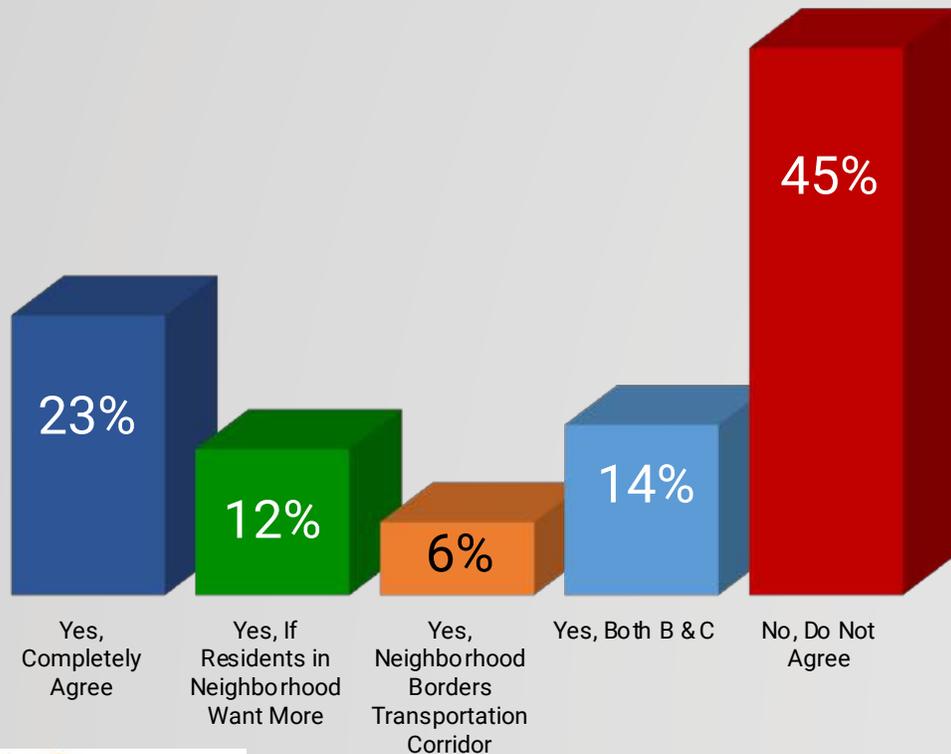


■ Support  
■ Oppose  
■ Unsure

Strongly Support	24%
Somewhat Support	20%
Strongly Oppose	43%
Somewhat Oppose	11%



Some people in Littleton feel there is a housing shortage and that adding density to some existing neighborhoods is the best solution. Do you agree with this viewpoint?



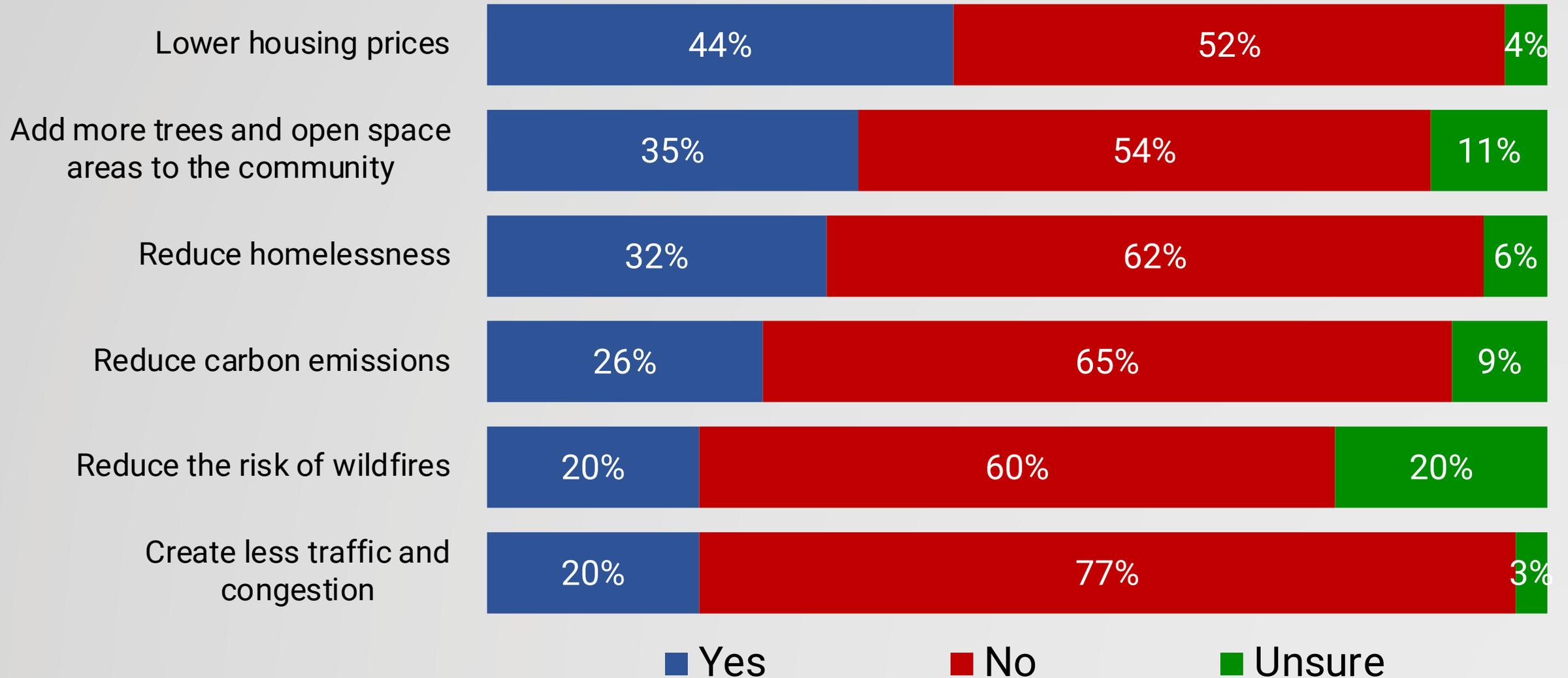
# Opinion on the Benefits of Increasing Housing Density



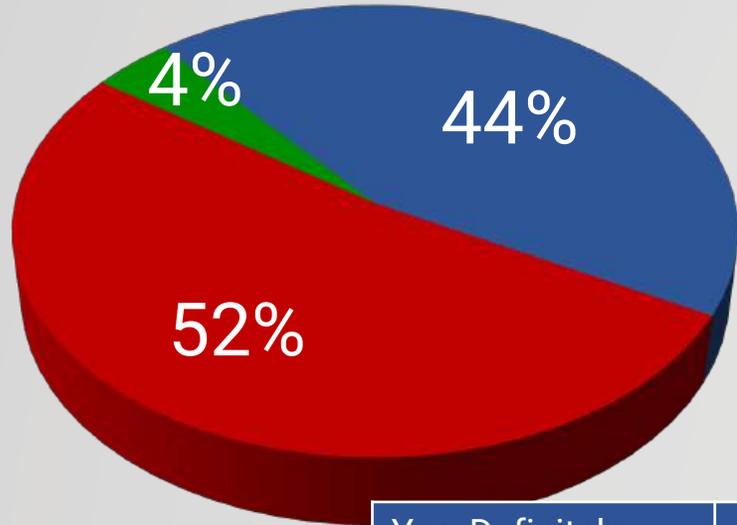
The City of Littleton has cited several long-term benefits to increasing the city's housing density.

Following is a list of those benefits. After reading each benefit, please indicate if you believe the benefit would:

The City of Littleton has cited several long-term benefits to increasing the city's housing density. Following is a list of those benefits. After reading each benefit, please indicate if you believe the benefit would:

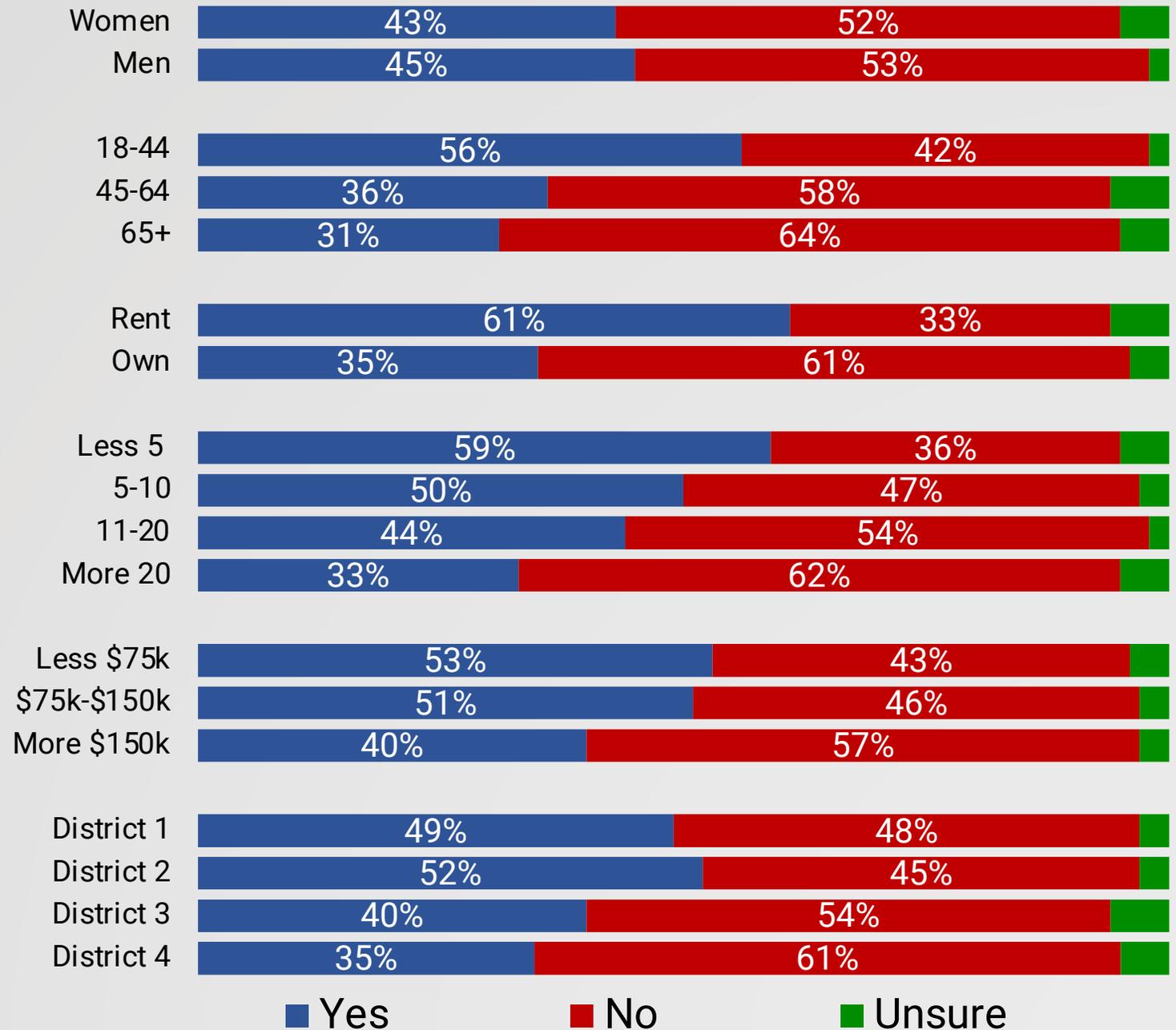


The City of Littleton has cited several long-term benefits to increasing the city's housing density. Following is a list of those benefits. After reading each benefit, please indicate if you believe the benefit would: **Lower Housing Prices**

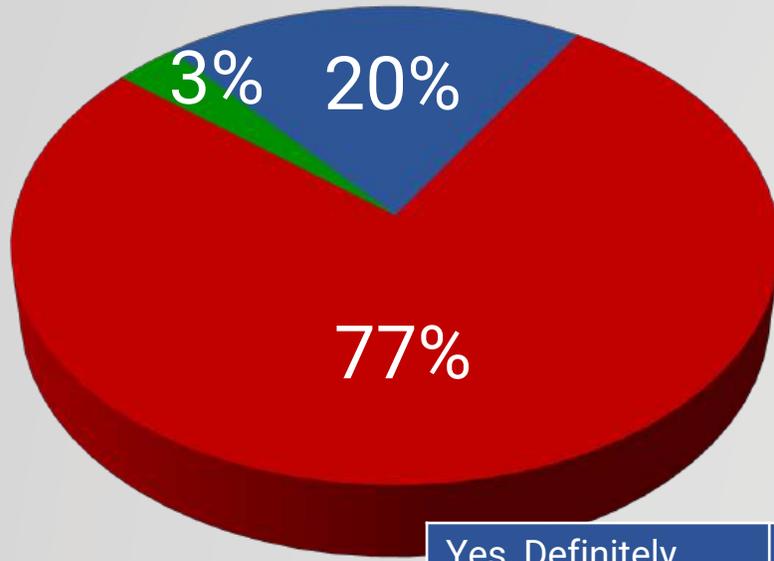


■ Yes  
■ No  
■ Unsure

Yes, Definitely	22%
Yes, Probably	22%
No, Definitely Not	27%
No, Probably Not	25%

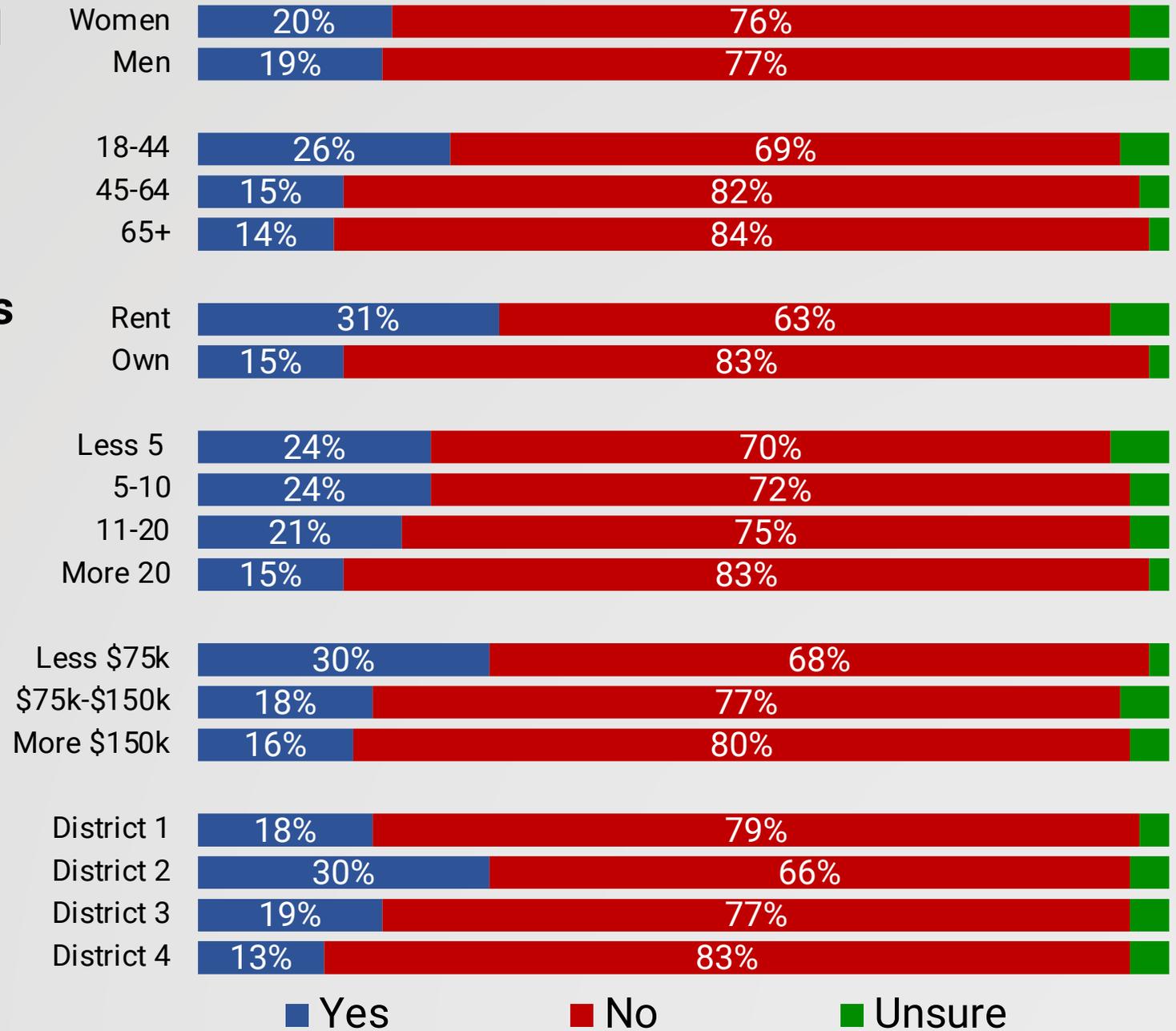


The City of Littleton has cited several long-term benefits to increasing the city's housing density. Following is a list of those benefits. After reading each benefit, please indicate if you believe the benefit would: **Create Less Traffic and Congestion**

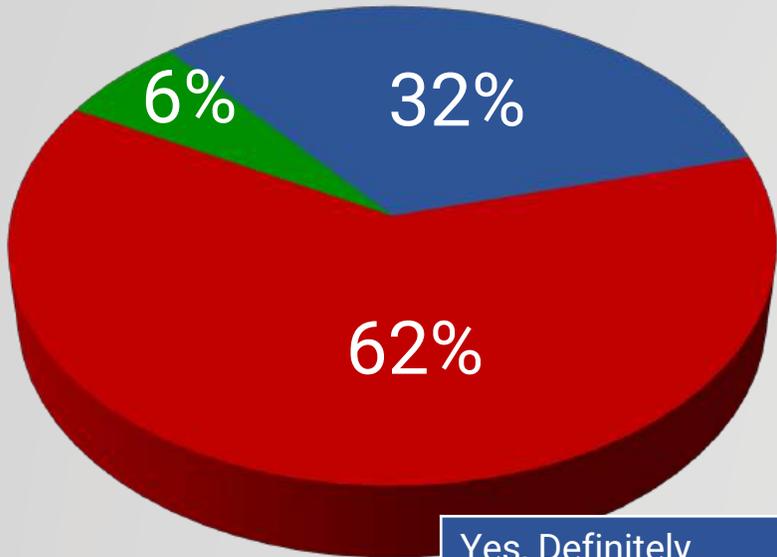


■ Yes  
■ No  
■ Unsure

Yes, Definitely	11%
Yes, Probably	9%
No, Definitely Not	54%
No, Probably Not	23%

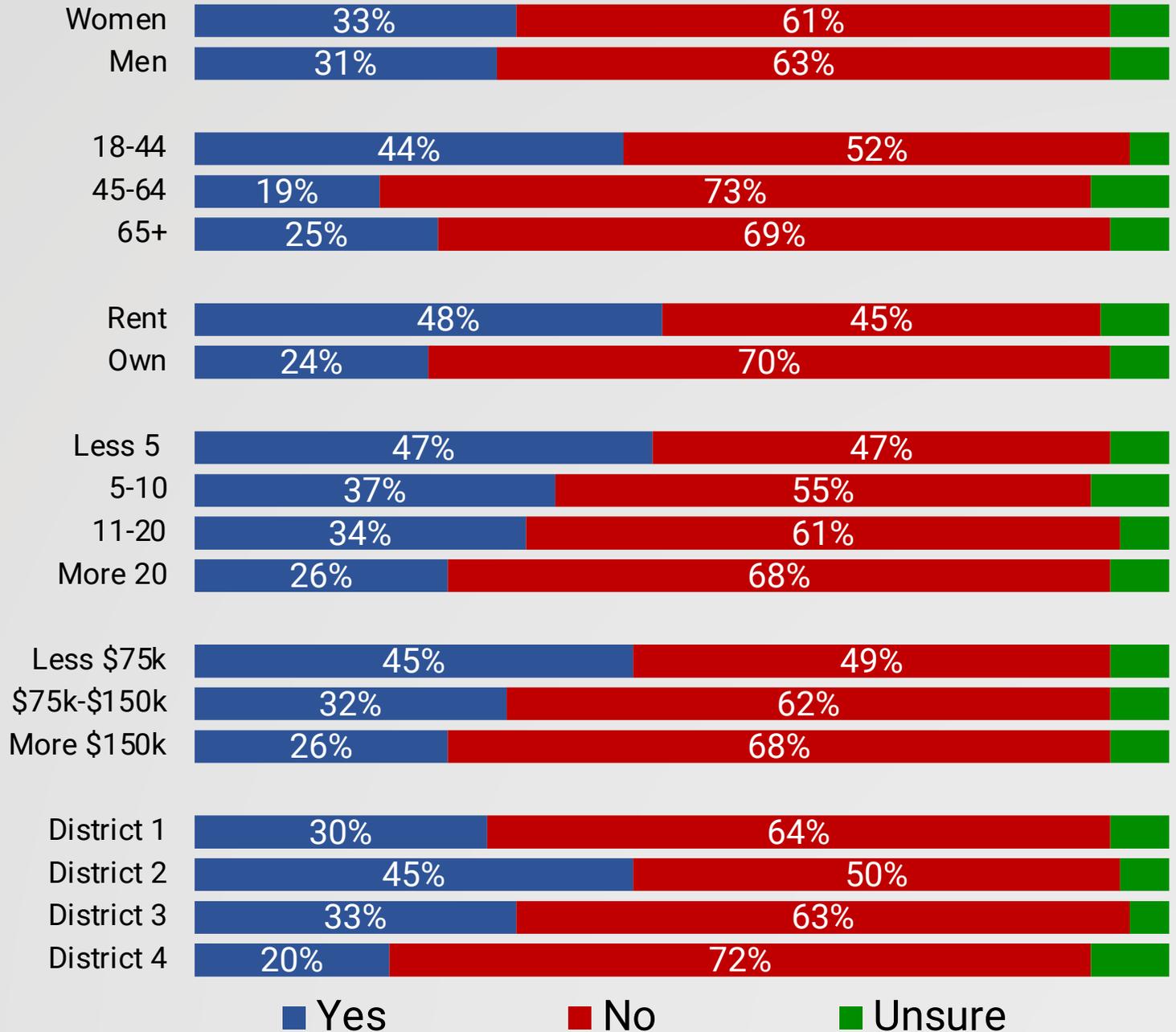


The City of Littleton has cited several long-term benefits to increasing the city's housing density. Following is a list of those benefits. After reading each benefit, please indicate if you believe the benefit would: **Reduce Homelessness**

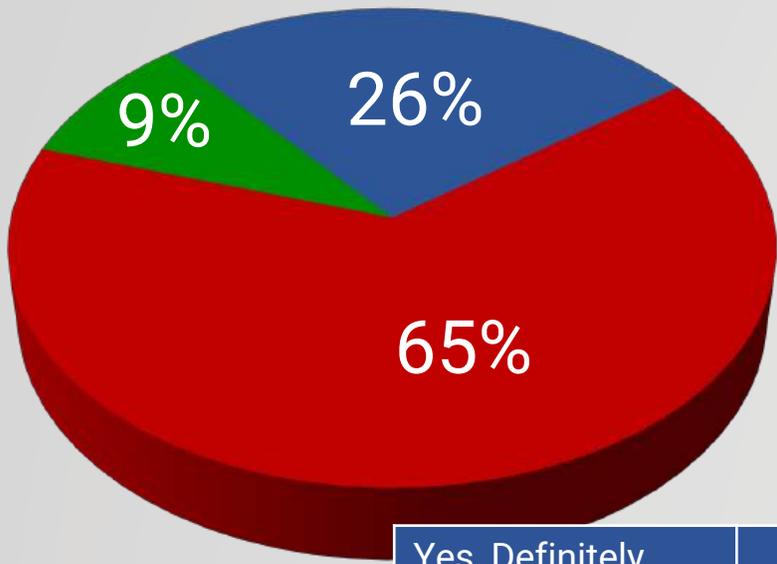


■ Yes  
■ No  
■ Unsure

Yes, Definitely	14%
Yes, Probably	18%
No, Definitely Not	34%
No, Probably Not	28%

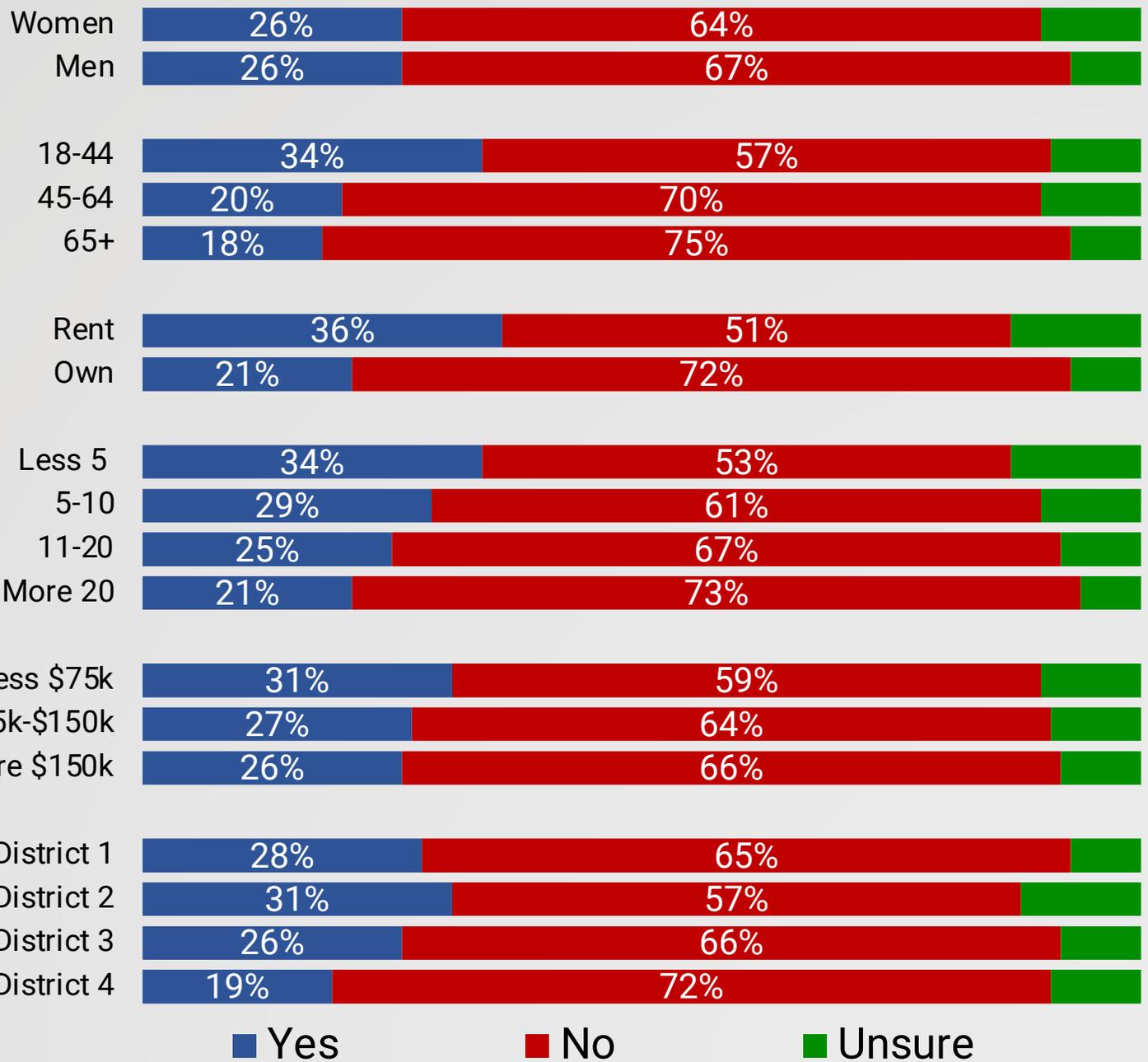


The City of Littleton has cited several long-term benefits to increasing the city's housing density. Following is a list of those benefits. After reading each benefit, please indicate if you believe the benefit would: **Reduce Carbon Emissions**

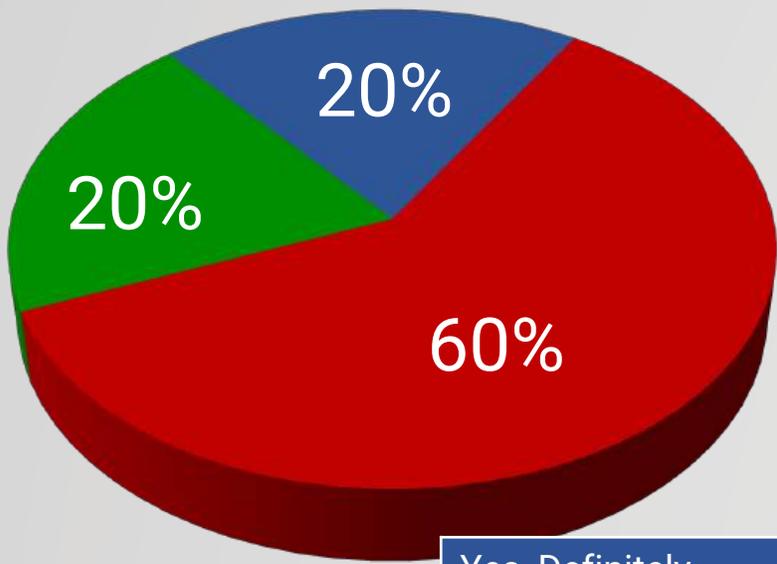


■ Yes  
■ No  
■ Unsure

Yes, Definitely	12%
Yes, Probably	14%
No, Definitely Not	39%
No, Probably Not	26%

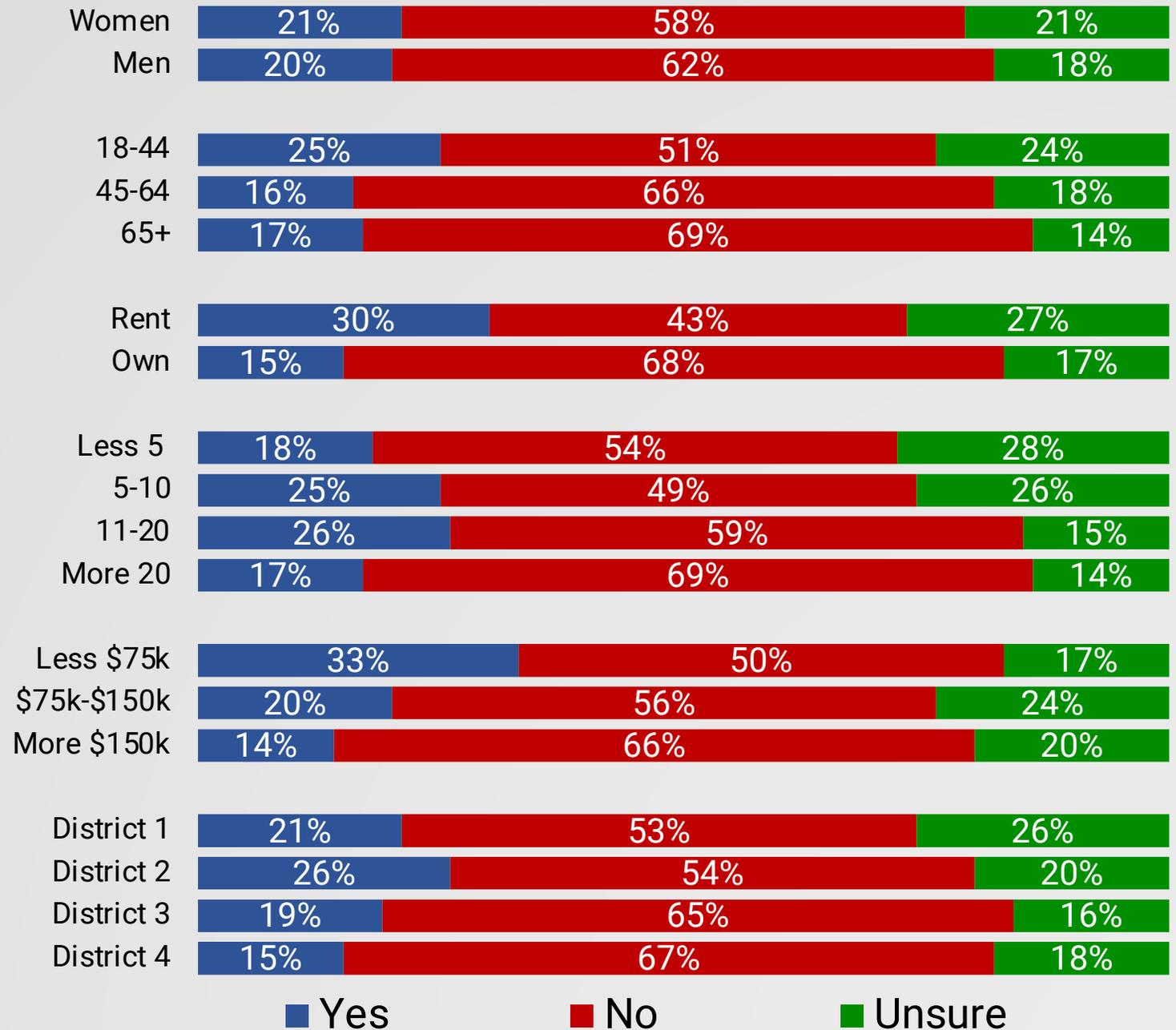


The City of Littleton has cited several long-term benefits to increasing the city's housing density. Following is a list of those benefits. After reading each benefit, please indicate if you believe the benefit would: **Reduce the Risk of Wildfires**

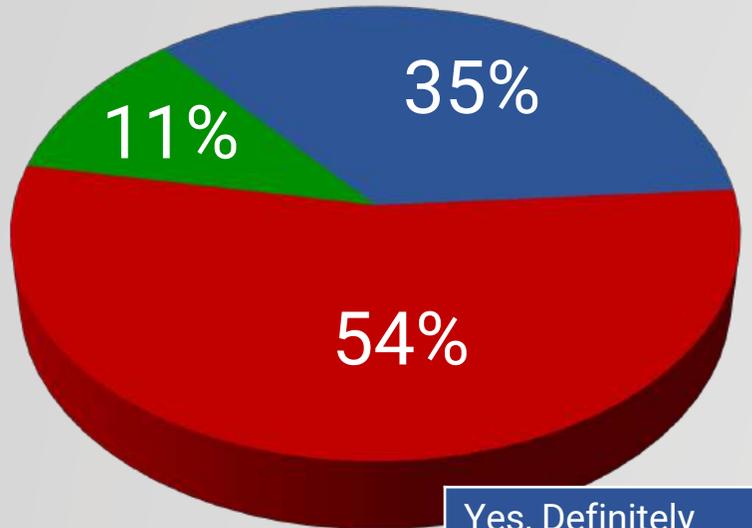


■ Yes  
■ No  
■ Unsure

Yes, Definitely	10%
Yes, Probably	10%
No, Definitely Not	34%
No, Probably Not	26%

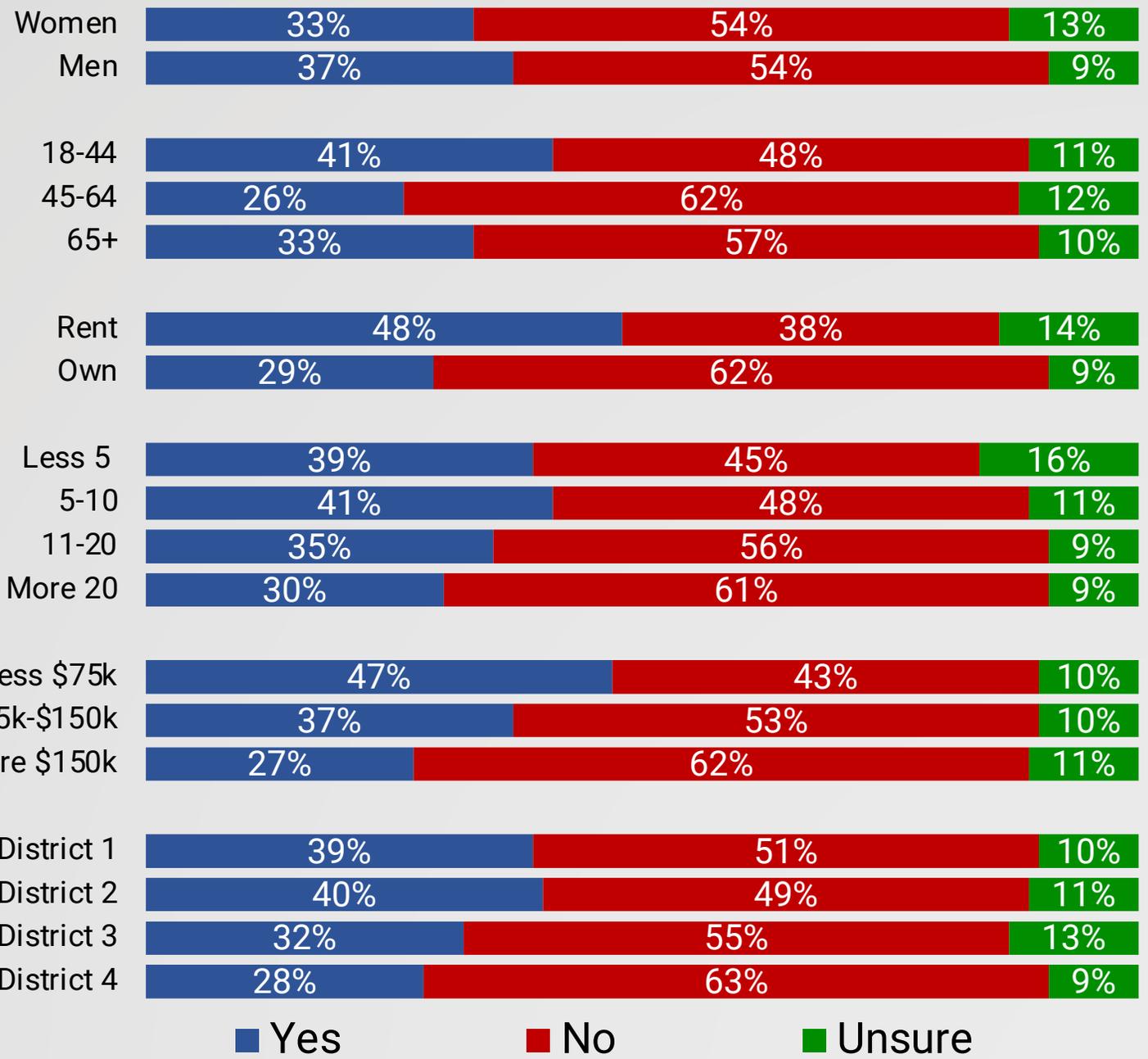


The City of Littleton has cited several long-term benefits to increasing the city's housing density. Following is a list of those benefits. After reading each benefit, please indicate if you believe the benefit would: **Add More Trees and Open Space Areas to the Community**



■ Yes  
■ No  
■ Unsure

Yes, Definitely	19%
Yes, Probably	16%
No, Definitely Not	34%
No, Probably Not	20%



# Opinion on City of Littleton Housing Density Ordinance



The City of Littleton is considering an ordinance encouraging developers to build different housing options instead of single-family homes in neighborhoods currently zoned for single-family residential homes only.

The different housing options include duplexes, triplexes, and quadplexes. Knowing this, do you support or oppose this ordinance proposal?

# Opinion on Location of Increased Housing Density

Please indicate if you would support or oppose increased housing density in the following areas of Littleton.

In Littleton communities where a majority voted to have increased housing density.



On undeveloped or distressed land.



In any neighborhood within ONE BLOCK of Sante Fe, Broadway, Mineral Ave., and Littleton Blvd.



In any neighborhood within TWO BLOCKS of Sante Fe, Broadway, Mineral Ave., and Littleton Blvd.



Any area of Littleton that the City Council and Planners think is appropriate.



■ Support

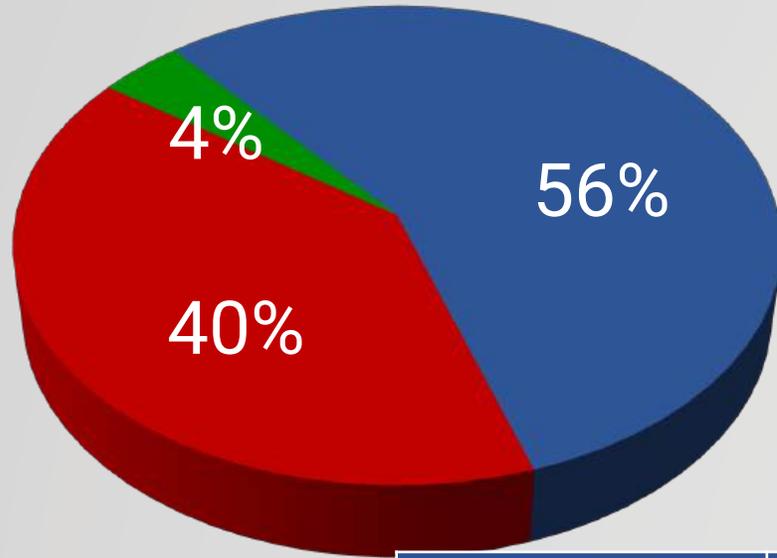
■ Oppose

■ Unsure

# Opinion on Location of Increase Housing Density

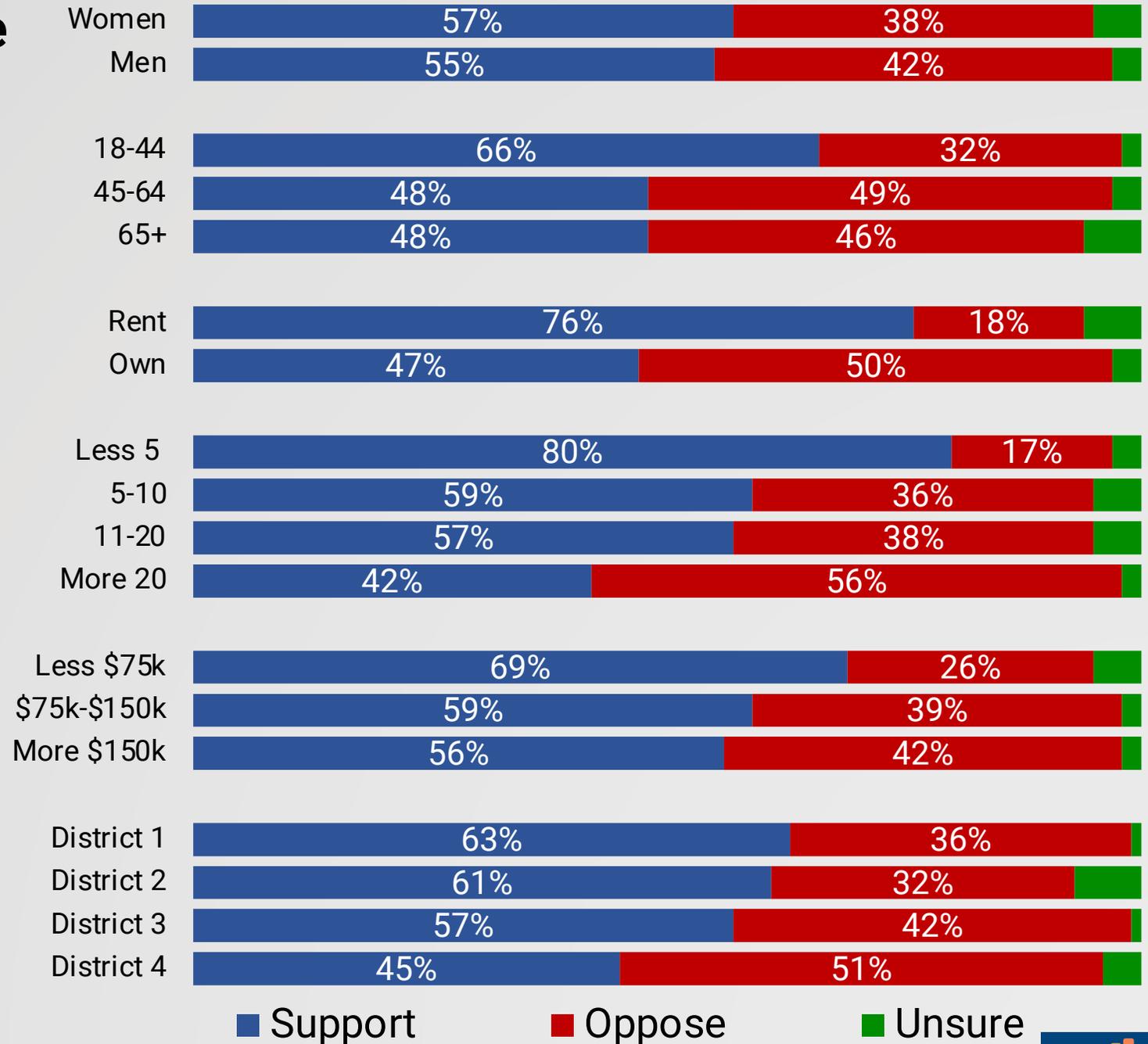
Please indicate if you would support or oppose increased housing density in the following areas of Littleton.

**In Littleton communities where a majority voted to have increased housing density.**



- Support
- Oppose
- Unsure

Strongly Support	33%
Somewhat Support	23%
Strongly Oppose	28%
Somewhat Oppose	12%

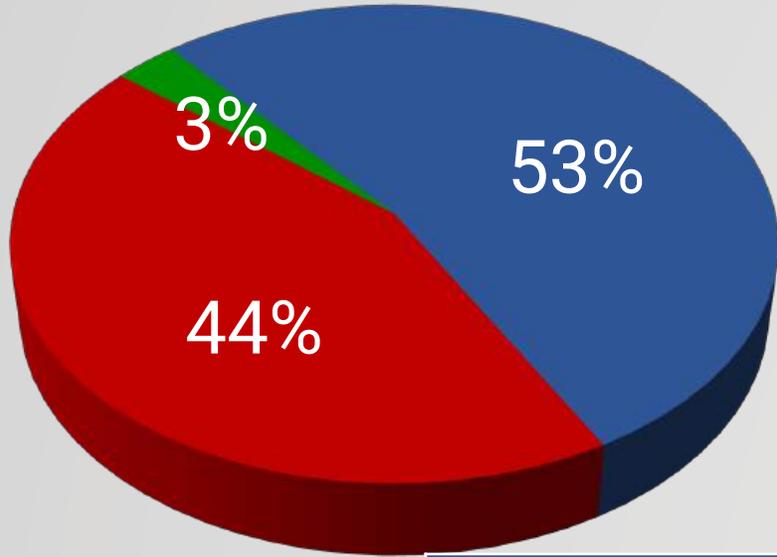


■ Support ■ Oppose ■ Unsure

# Opinion on Location of Increase Housing Density

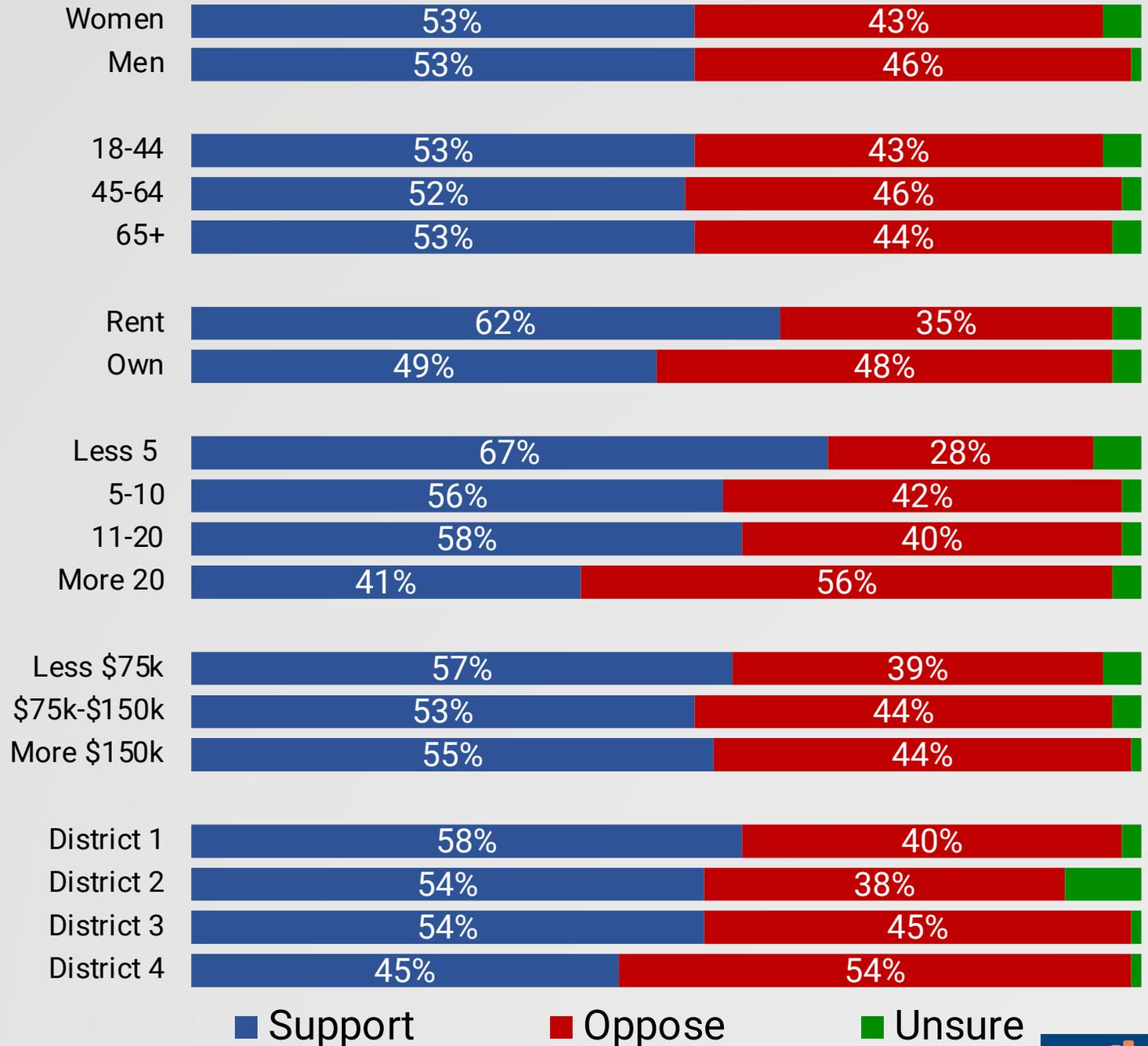
Please indicate if you would support or oppose increased housing density in the following areas of Littleton.

## On Undeveloped or Distressed Land



■ Support  
■ Oppose  
■ Unsure

Strongly Support	27%
Somewhat Support	26%
Strongly Oppose	30%
Somewhat Oppose	14%

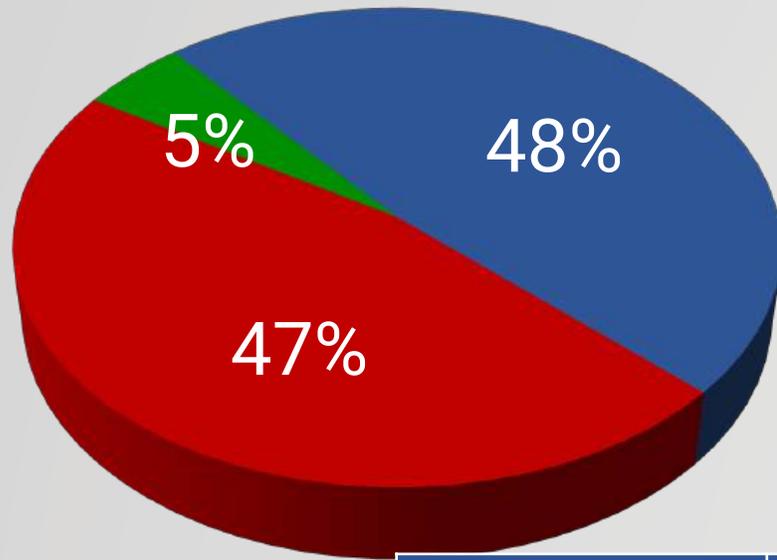


■ Support ■ Oppose ■ Unsure

# Opinion on Location of Increase Housing Density

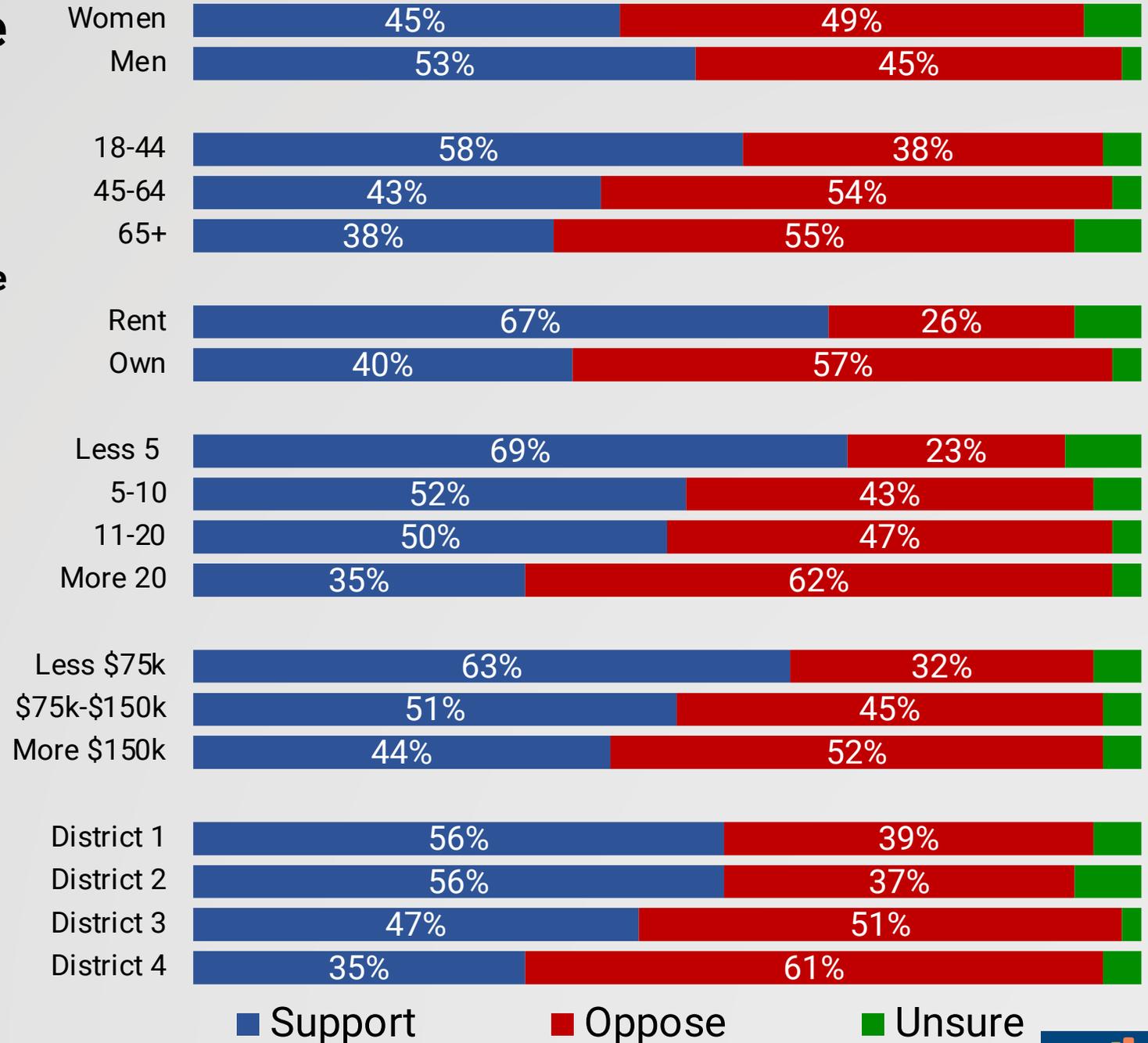
Please indicate if you would support or oppose increased housing density in the following areas of Littleton.

**In any neighborhood within ONE BLOCK of Sante Fe, Broadway, Mineral Ave., and Littleton Blvd.**



- Support
- Oppose
- Unsure

Strongly Support	25%
Somewhat Support	23%
Strongly Oppose	34%
Somewhat Oppose	13%

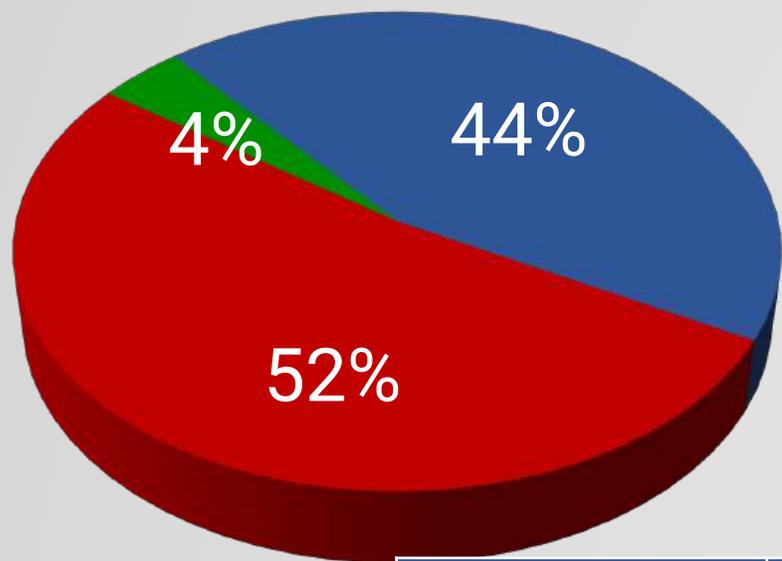


■ Support ■ Oppose ■ Unsure

# Opinion on Location of Increase Housing Density

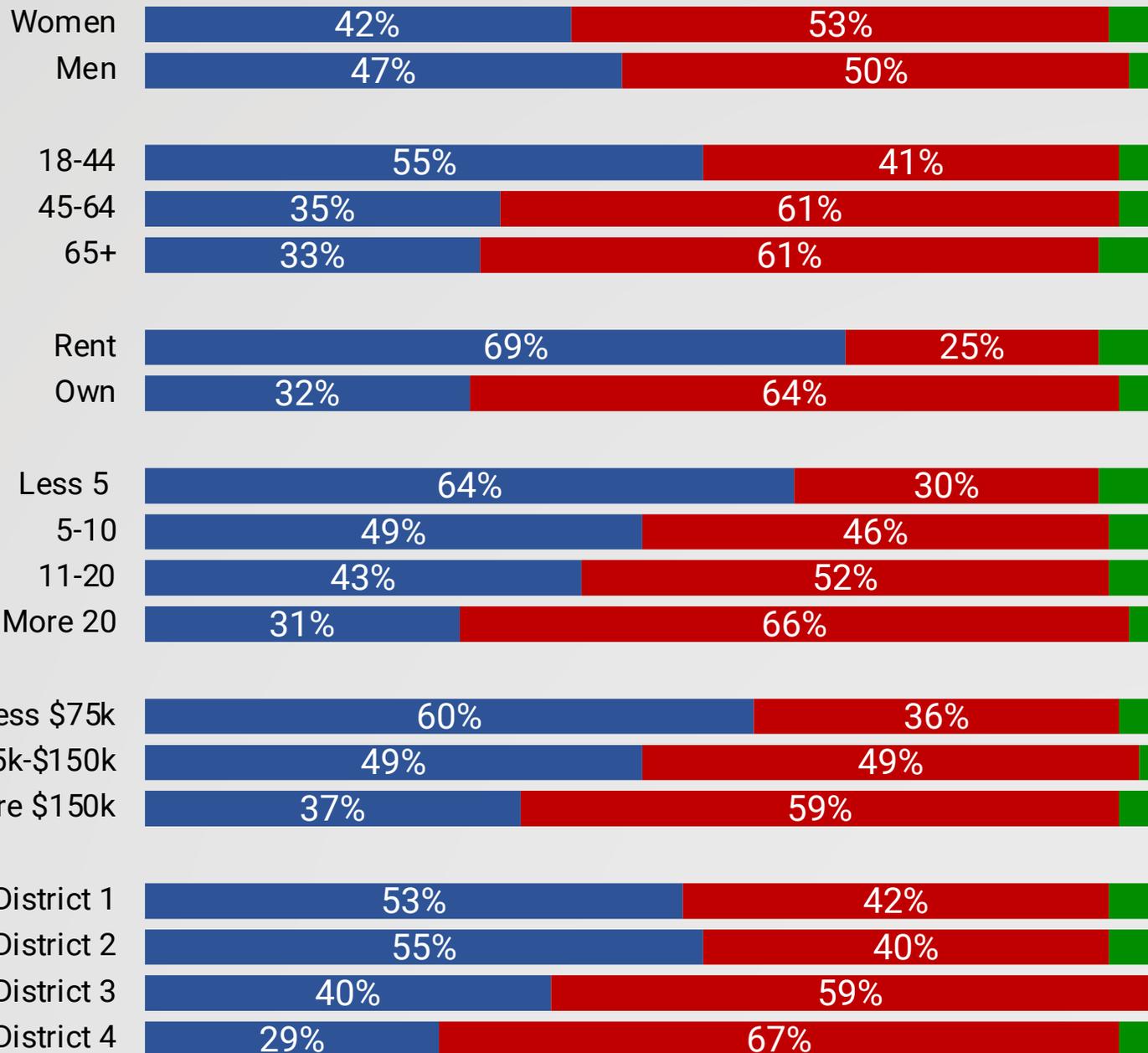
Please indicate if you would support or oppose increased housing density in the following areas of Littleton.

**In any neighborhood within TWO BLOCKS of Sante Fe, Broadway, Mineral Ave., and Littleton Blvd.**



- Support
- Oppose
- Unsure

Strongly Support	23%
Somewhat Support	21%
Strongly Oppose	40%
Somewhat Oppose	12%

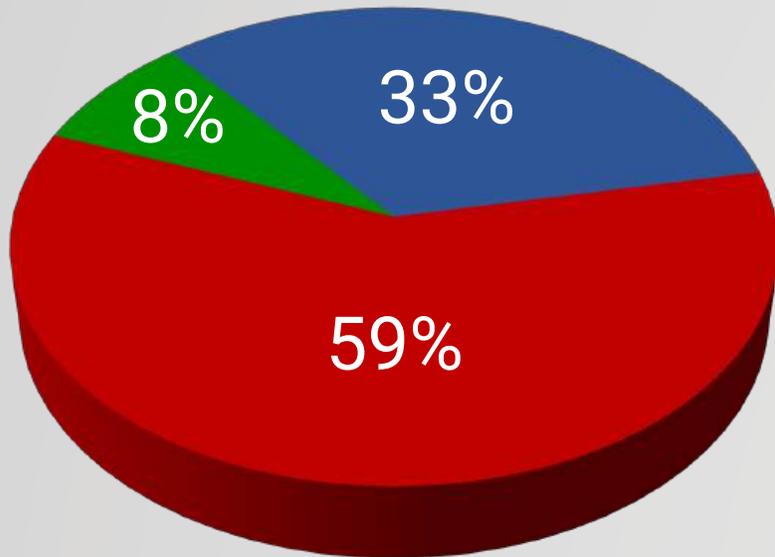


■ Support      ■ Oppose      ■ Unsure

# Opinion on Location of Increase Housing Density

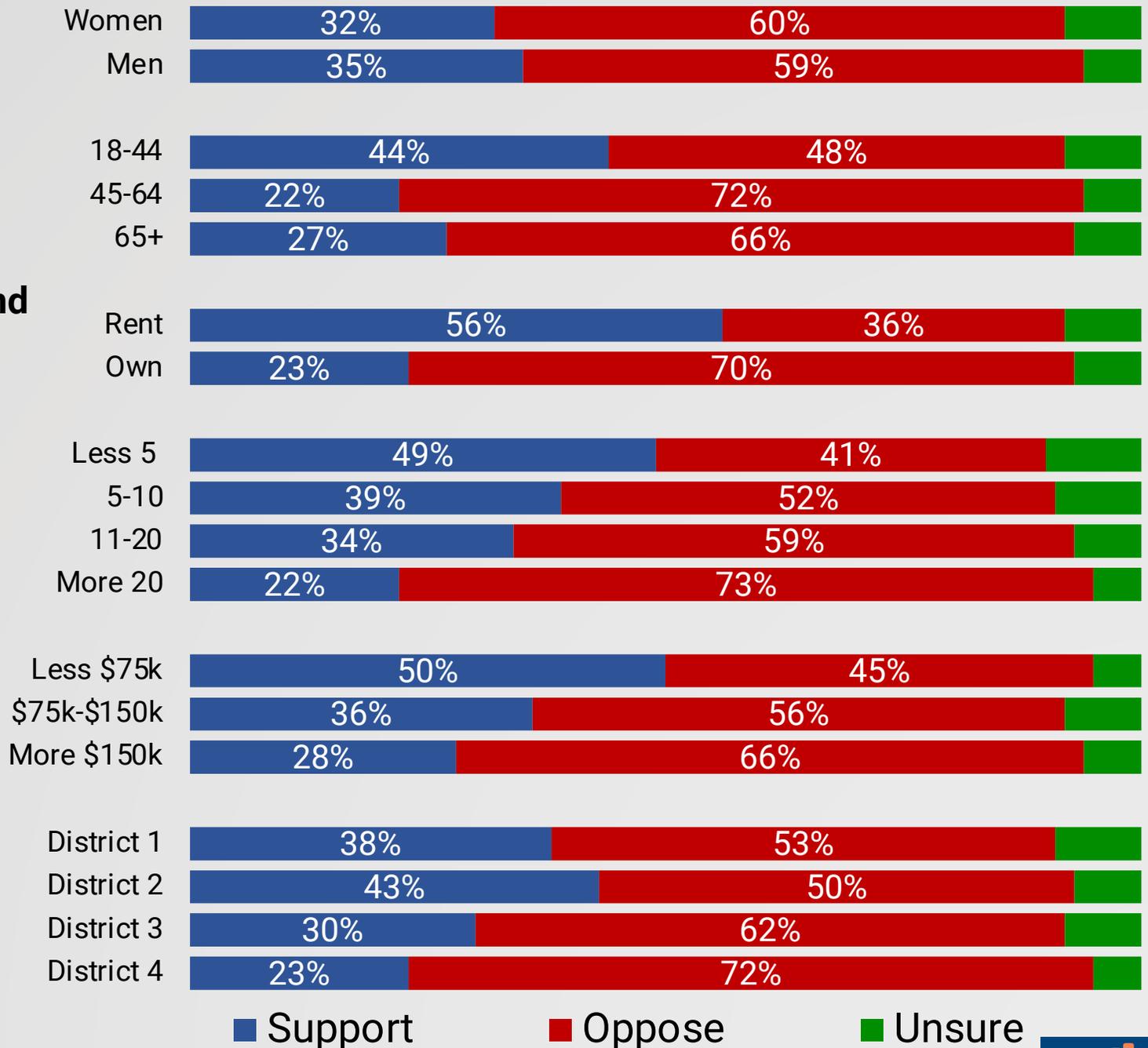
Please indicate if you would support or oppose increased housing density in the following areas of Littleton.

**Any area of Littleton that the City Council and Planners think is appropriate.**



■ Support  
■ Oppose  
■ Unsure

Strongly Support	18%
Somewhat Support	15%
Strongly Oppose	48%
Somewhat Oppose	11%



■ Support ■ Oppose ■ Unsure

# Opinion on Location of Increase Housing Density

Please indicate if you would support or oppose increased housing density in the following areas of Littleton.

***Another area of Littleton not mentioned (please describe)\****

**Support for Redeveloping Underutilized or Blighted Areas:** Many respondents support increasing housing density in areas that are currently abandoned, blighted, or underdeveloped, such as vacant commercial buildings, old shopping centers, motels, and former schools. Specific locations include Aspen Grove, Southwest Plaza, Columbine Square Shopping Center, and areas near Santa Fe and Bellevue.

**Opposition to Increased Density in Established Neighborhoods:** A strong theme is resistance to increased density in single-family neighborhoods. Many respondents express concerns about traffic congestion, parking issues, loss of neighborhood character, and increased crime.

**Preference for Density Near Transit and Commercial Hubs:** Some respondents support increased housing near light rail stations, bus stops, and major corridors like Santa Fe, Broadway, and Mineral. The argument for this is reducing reliance on cars and supporting walkable communities.

**A Desire for Case-by-Case Planning and Local Decision-Making:** Some respondents believe density decisions should be made carefully on a case-by-case basis rather than through broad zoning changes. Several respondents emphasize that any decisions should include significant community input rather than being dictated by developers or city officials.

**Strong Opposition to Any Further Development:** A notable number of responses outright oppose any additional housing density in Littleton, arguing that the city is already too crowded and has experienced excessive development over the past decades. Some respondents advocate for preserving open space, keeping large lot sizes, and maintaining the city's current character.

\*The responses to this question were summarized using ChatGPT.

# Opinion on Neighborhoods to Support Increasing Housing Density

*What neighborhoods or areas of Littleton would you support increasing housing density, if at all?  
Please be as descriptive as possible.*

**Support for Higher Density Near Transit and Commercial Centers:** Many respondents favor increasing housing density near light rail stations, major bus routes, and commercial hubs. Specific locations mentioned include Aspen Grove, Mineral and Santa Fe, Broadway and Littleton Blvd, and areas near light rail stations to reduce car dependence and support walkable communities.

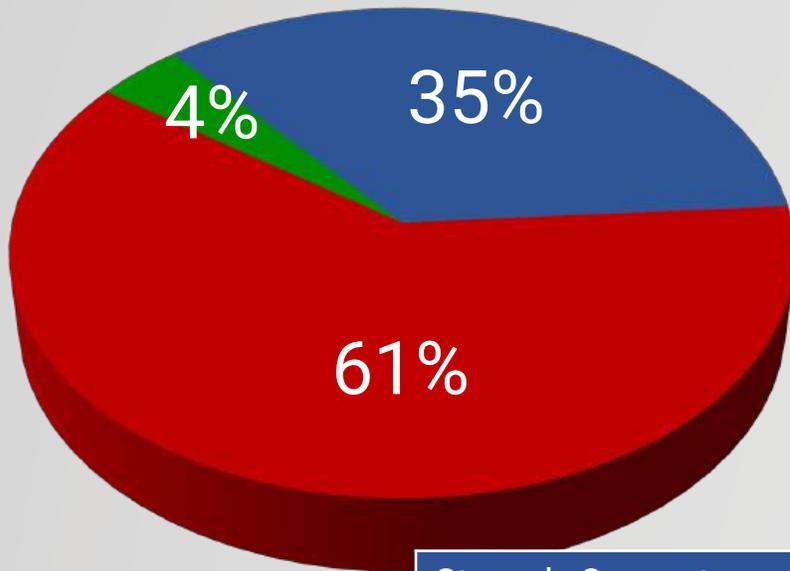
**Redevelopment of Underutilized or Blighted Areas:** There is strong support for repurposing vacant commercial buildings, underused shopping centers, and industrial lots rather than developing new land. Locations often cited include old shopping centers (e.g., Columbine Square, Woodlawn Shopping Center), abandoned motels, and former big-box retail locations that could be turned into mixed-use or residential spaces.

**Limited or No Increased Density in Established Single-Family Neighborhoods:** A large number of responses explicitly oppose adding multi-family housing or high-density developments in existing single-family residential areas. Concerns include traffic congestion, loss of neighborhood character, parking shortages, and overcrowded schools.

**Mixed Opinions on Zoning Changes and Accessory Dwelling Units (ADUs):** Some respondents support allowing ADUs (granny flats, backyard cottages) or small multi-unit housing (duplexes, triplexes) in select areas, but not as large-scale high-density projects. Others believe zoning should remain unchanged and any density increases should be minimal and carefully planned.

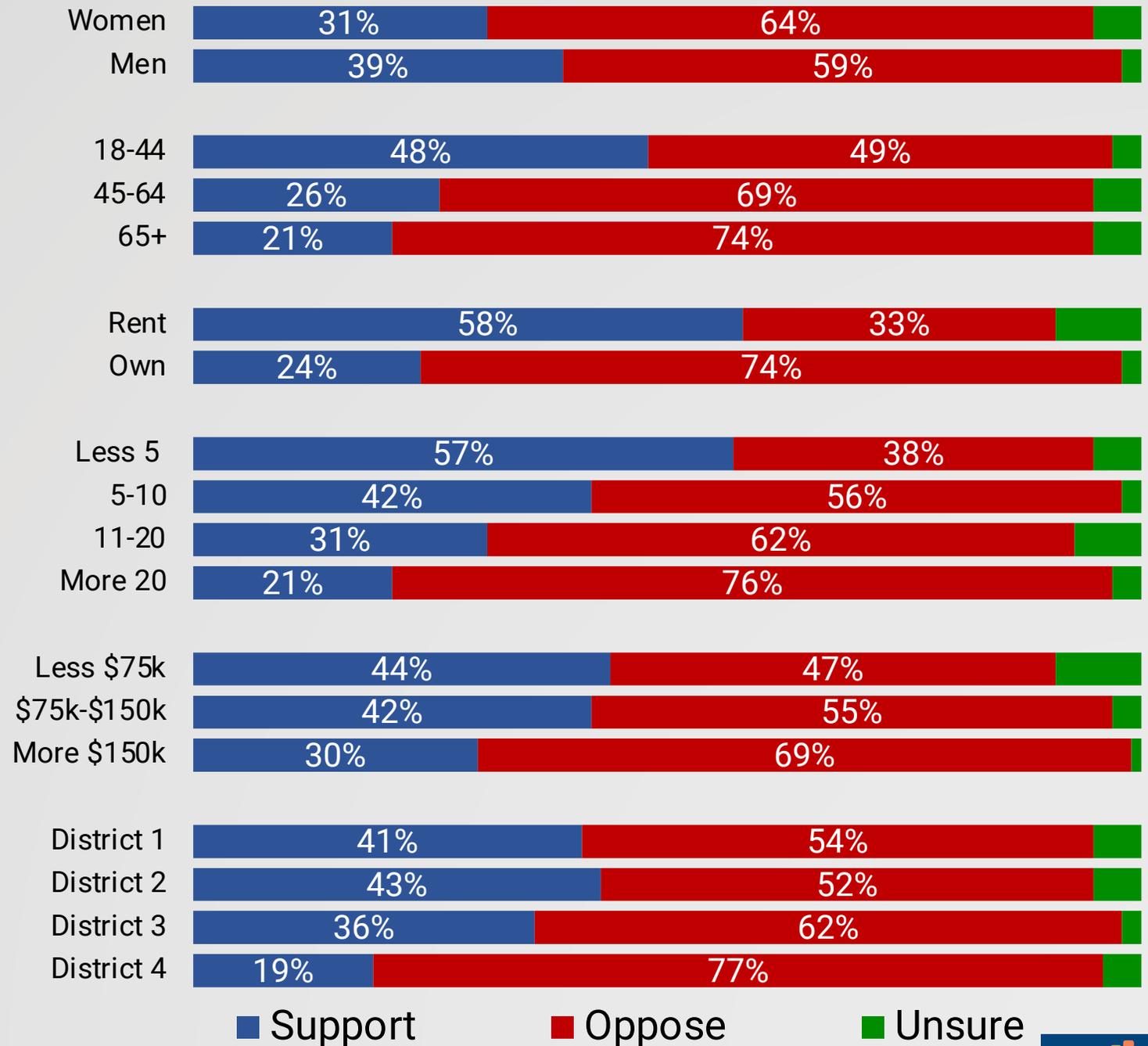
\*The responses to this question were summarized using ChatGPT.

# Would you support or oppose a significant change in the zoning of your neighborhood to allow for increased housing density?



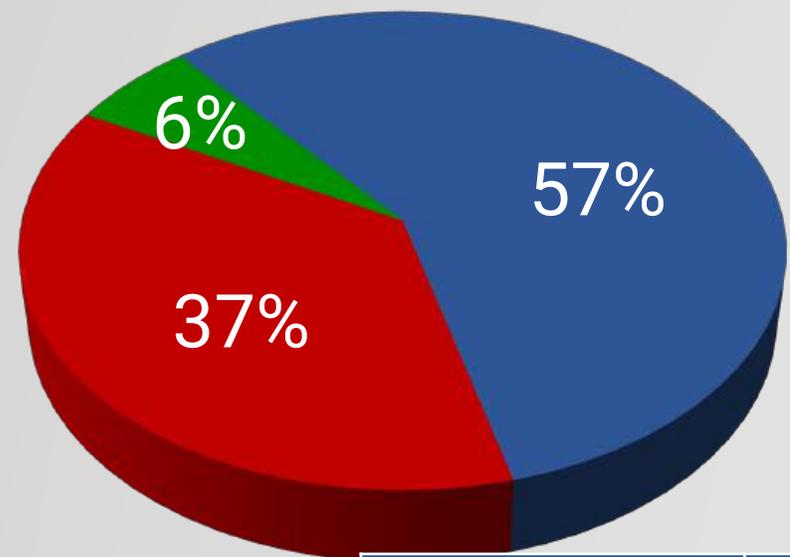
■ Support  
■ Oppose  
■ Unsure

Strongly Support	19%
Somewhat Support	16%
Strongly Oppose	53%
Somewhat Oppose	8%



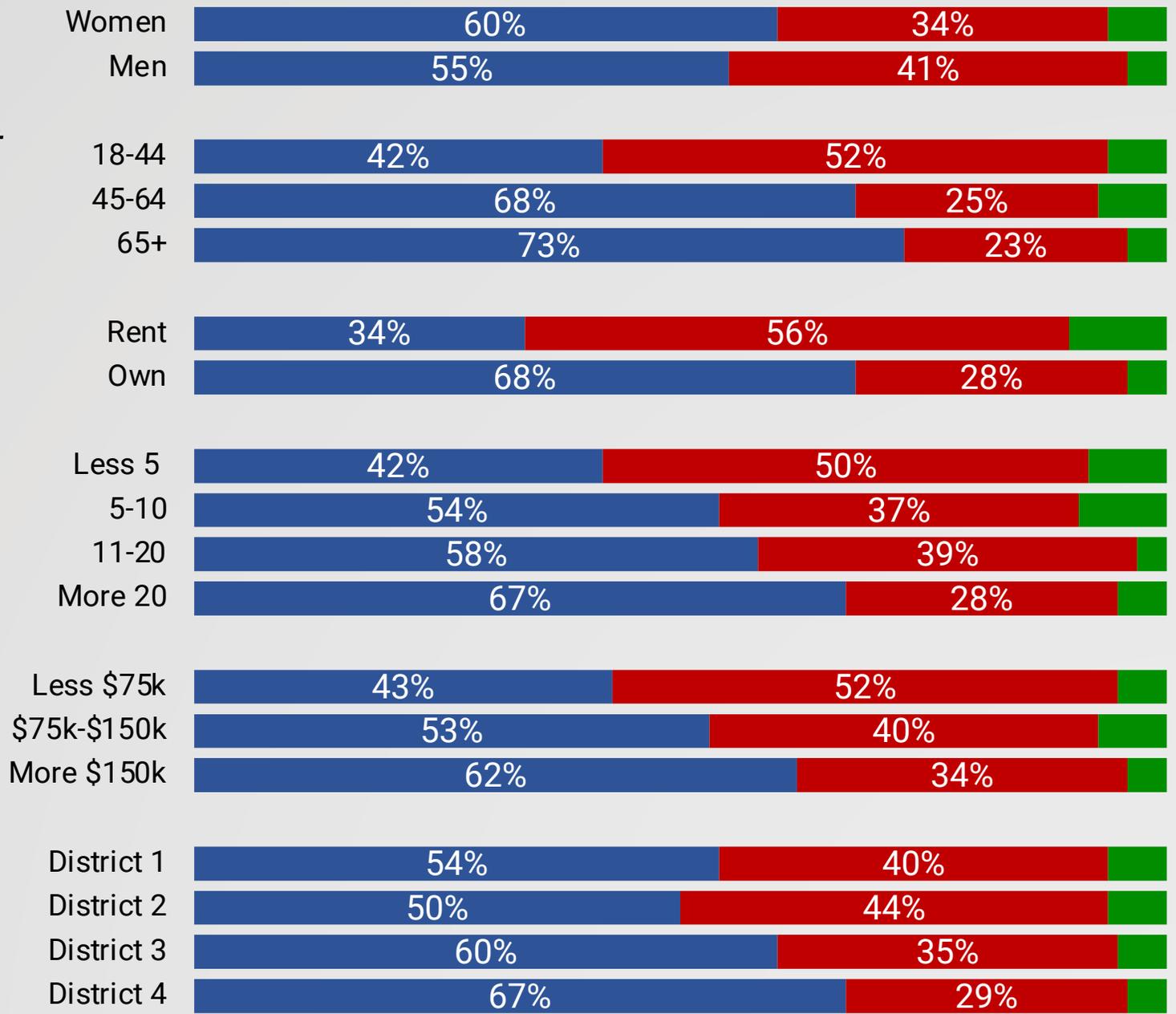
■ Support      ■ Oppose      ■ Unsure

Do you agree or disagree with the following statement? *Changing land use or zoning laws in Littleton to permit duplexes, triplexes, or quadplexes in neighborhoods currently zoned for single-family homes would disregard homeowners' rights.*



■ Agree  
■ Disagree  
■ Unsure

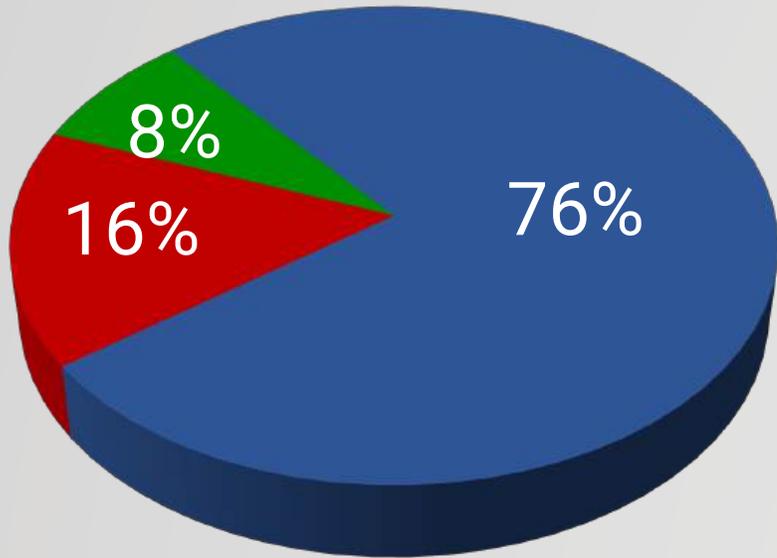
Strongly Agree	41%
Somewhat Agree	16%
Strongly Disagree	23%
Somewhat Disagree	14%



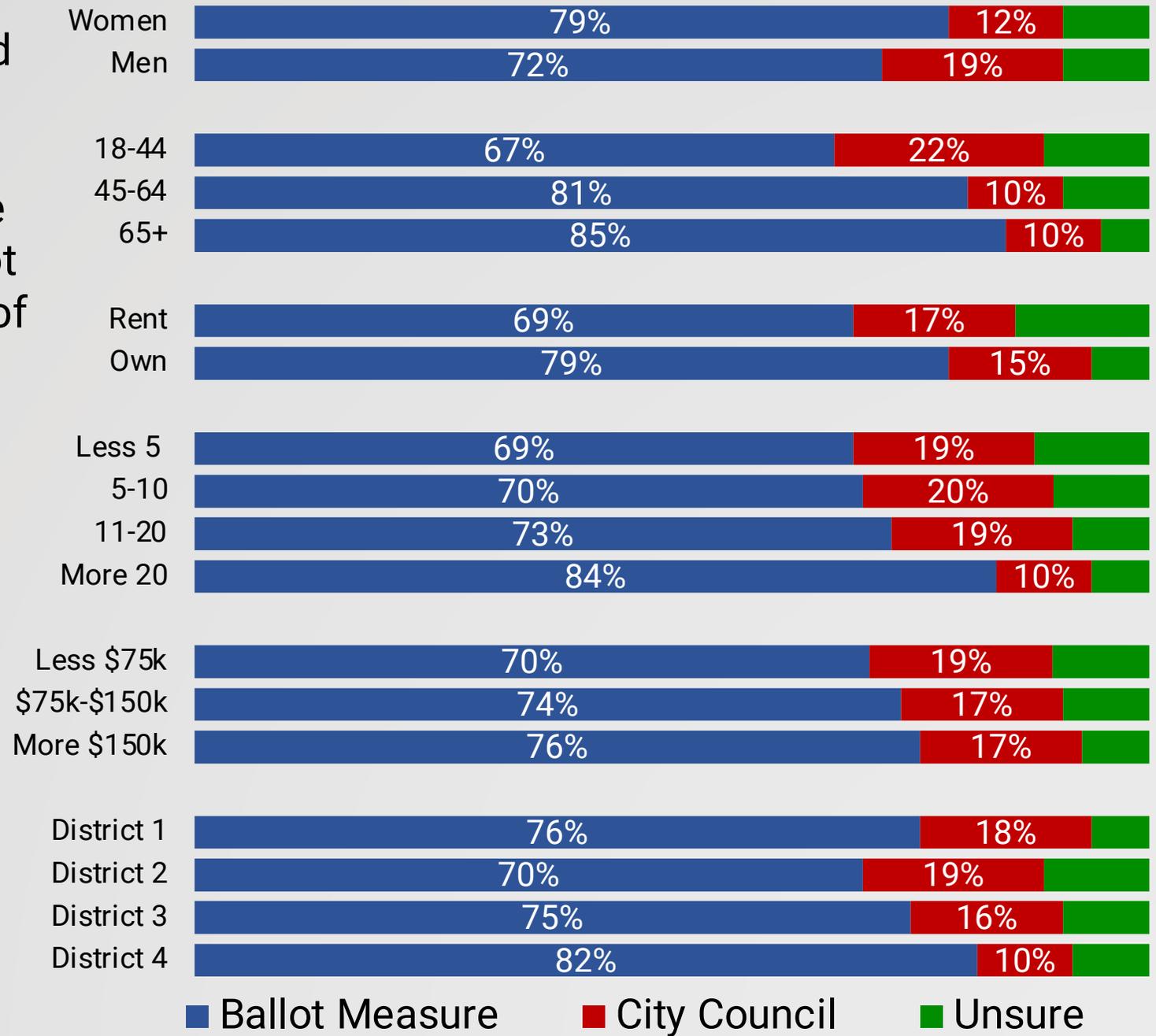
■ Agree   ■ Disagree   ■ Unsure



If the City of Littleton enacted new land use and zoning ordinances affecting more than 10% of the city's housing units, would you prefer the decision be made through a majority vote in a ballot measure election or by a majority vote of the city council?



- Majority, Ballot Measure Election
- Majority City Council Members
- Unsure



- Ballot Measure
- City Council
- Unsure

# Are there any final thoughts or opinions you would like to share regarding housing and land use issues or policies in Littleton?\*

**Opposition to Increased Density and Protection of Neighborhood Character:** Many respondents strongly oppose increasing housing density, particularly in single-family neighborhoods. Concerns include increased traffic congestion, parking issues, loss of open space, crime, and a decline in property values. Some respondents worry that Littleton will lose its unique charm and become overdeveloped like Denver or Aurora.

**Desire for Thoughtful and Transparent Decision-Making:** Many respondents emphasize the need for zoning decisions to be made with substantial community input, rather than dictated by developers or city officials. Some argue that zoning changes should require a vote by affected residents, rather than a broad city-wide decision. There is skepticism about the city council's decision-making process, with some believing officials do not represent the interests of long-term residents.

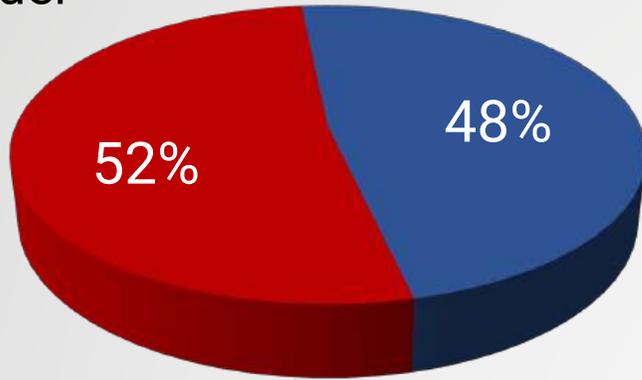
**Focus on Infrastructure and Services Before Development:** Respondents highlight concerns that Littleton's infrastructure—roads, schools, utilities, and public services—cannot support increased housing density. Many believe improvements to traffic management, public transportation, and community services should be prioritized before allowing more development.

**Affordability vs. Overdevelopment Debate:** Some respondents acknowledge the need for more affordable housing but question whether increasing density will achieve that goal. Others believe the issue is more about high housing costs rather than a true shortage of homes. Some support accessory dwelling units (ADUs) or redevelopment of blighted areas rather than large-scale rezoning for high-density housing.

\*The responses to this question were summarized using ChatGPT.

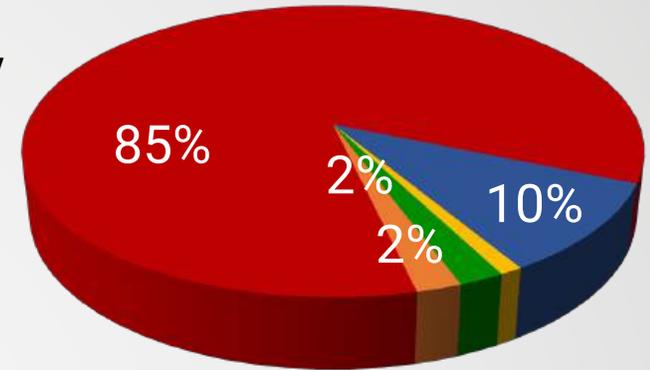
# Survey Demographics

Gender



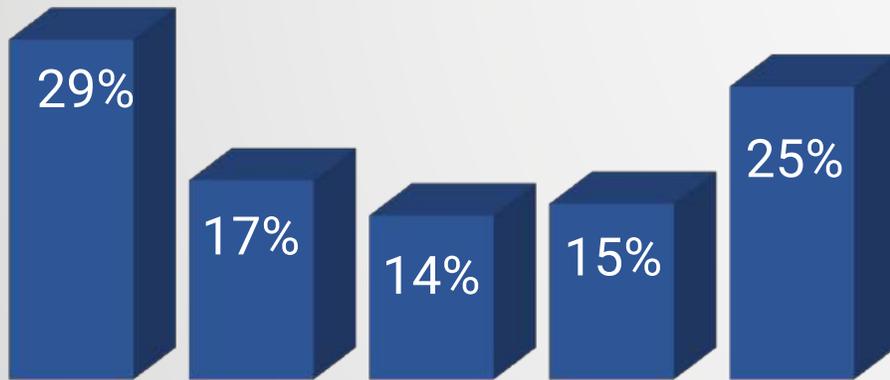
■ Female ■ Male ■ Identify Differently

Race or Ethnicity



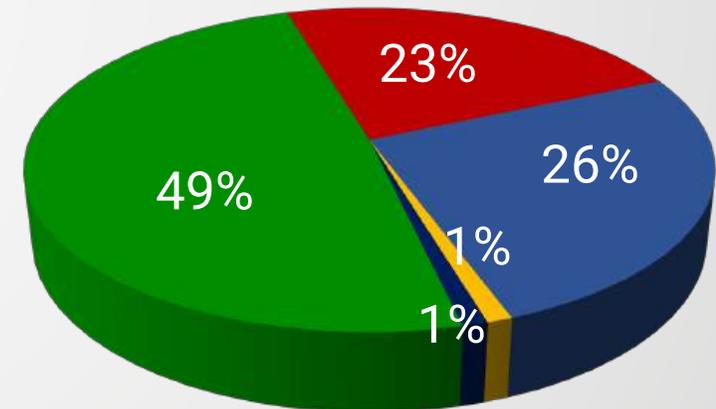
■ White ■ Black/ African American ■ Other  
 ■ Hispanic/ Latino ■ Asian

Age Range



18-34 35-44 45-54 55-64 65+

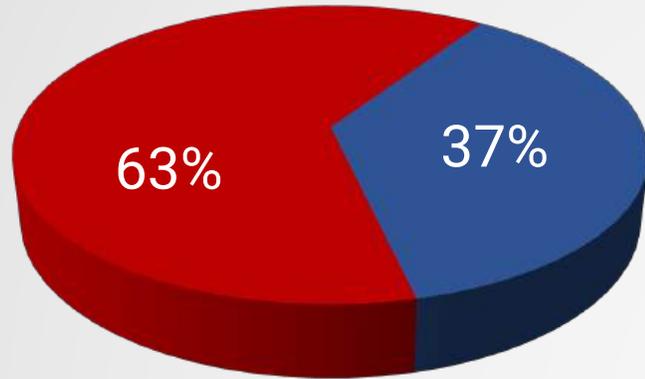
Party Affiliation



■ Unaffiliated ■ Democrat ■ Not Registered to Vote  
 ■ Republican ■ Other

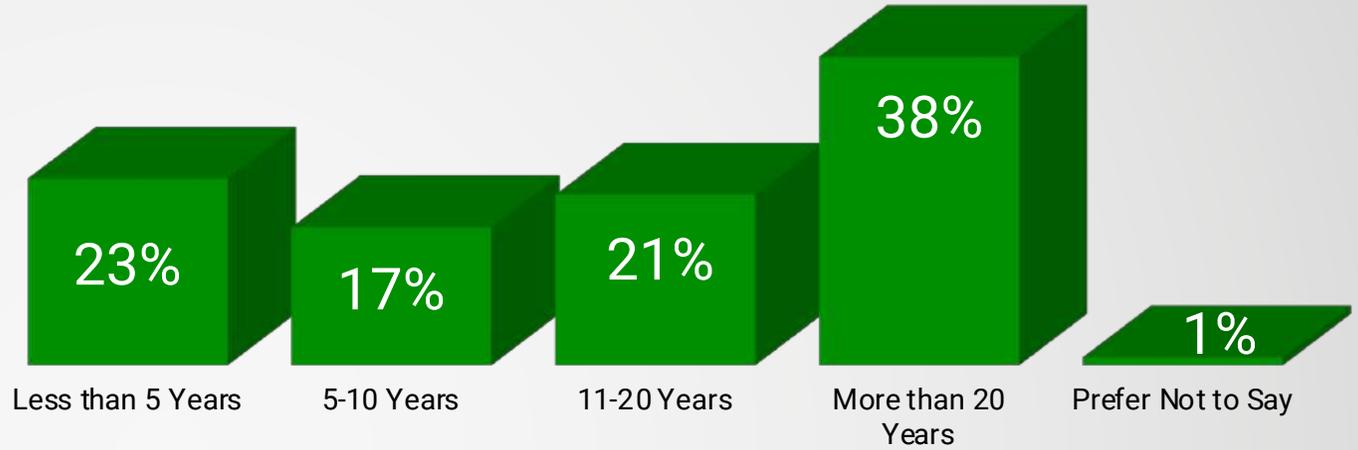
# Survey Demographics

## 4-Year College Degree

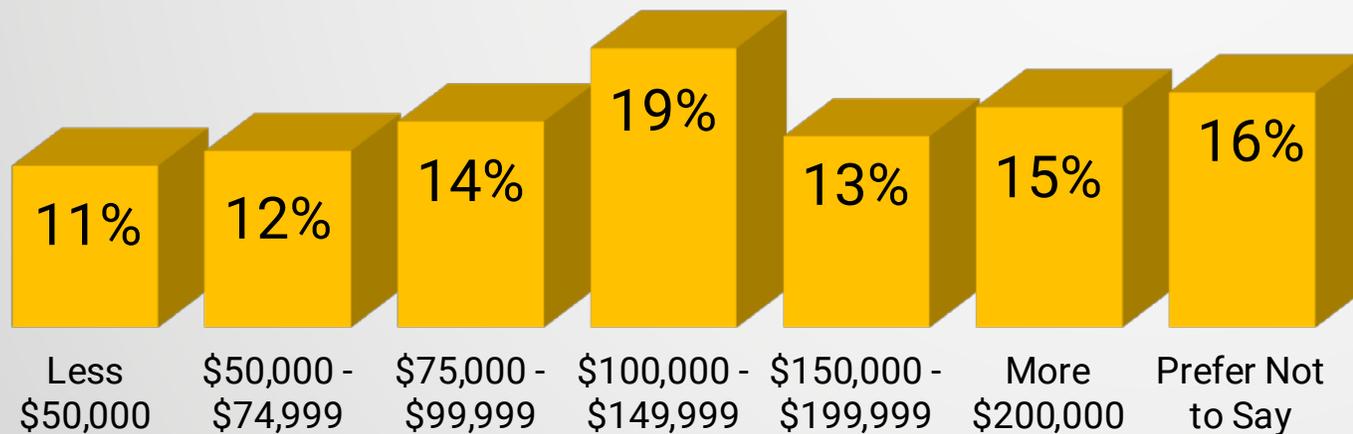


■ Yes      ■ No

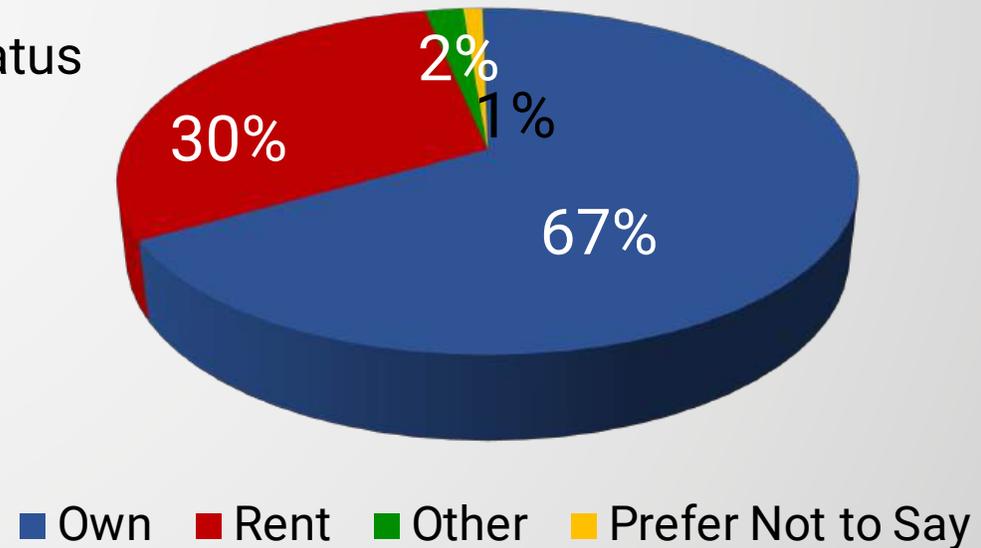
## Tenure



## Income



## Home Status



■ Own   ■ Rent   ■ Other   ■ Prefer Not to Say

# Magellan Strategies

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