



2014 Youth Survey

The previous and current BID Youth Representative to the Durango Business Improvement District Board of Directors conducted a survey of local high school youth late last school year.

61 total surveys were completed

- 25 freshman
- 23 sophomores
- 8 juniors
- 4 seniors
- 1 unknown

- 45 female
- 16 male

When asked if they feel welcome when they are Downtown:

- 97% of respondents said they feel welcome when visiting Downtown

When asked how often they come Downtown:

- 54% of respondents said they come Downtown once a week
- 21% reported coming Downtown twice a week
- 25% reported coming Downtown more than twice a week

When asked how they get Downtown:

- 38% of respondents said they get Downtown by using the Free Trolley.

When asked where they go when they are Downtown:

- 35% of respondents said they hang out in coffee shops when Downtown, with 29% naming Starbucks
- 27% said ice cream shops, with 20% naming Top That Frozen Yogurt

When asked what else would they like to see Downtown:

- 34% named a particular eating establishment
- 18% named a particular clothing store
- 7% asked for a teen hangout spot