



HIGHLANDS RANCH METROPOLITAN DISTRICT  
BOARD MEETING ADDENDA

February 25, 2020

- January 2020 Highlands Ranch Metro District Community Survey – analysis by Steve Taraborelli

## January, 2020 Highlands Ranch Metro District Community Survey – analysis

### Facts:

- 2017 HRMD BK study showed the over age 65 population to be 9% of the total population.
- 2027 HRMD BK study showed the over age 65 population to be 13% of the total voting age (18 y.o.+ ) population.
- 2019 HRMD community survey respondents in the over 65 years old population to be 23%+, that's 155% over the actual population demographic age group.
- 2019 HRMD survey, page 80, "Analyzing the Results", states: "demographic profile of the respondents mirrors that of the population as a whole", which is not representative of this survey.

There are two leading indicators analyzed.

#### 1. Survey Integrity/Security/Fraud – what steps to eliminate?

- I was able to access and fill out the online survey (post survey closing) even though I was not invited to access the survey. This means other non-invited residents could have filled out the online survey
- Page 80, "Online data integrity", states the survey company reviewed data for clusters of repeat IP addresses and time stamps. However, that can easily be circumvented by:
  - sending the online link to multiple friends.
  - clearing the web browser cookies to reissue a new IP address and fill out the survey again.
  - use a virtual private network (VPN) service (it's quite common to use now) to issue a new IP address with each new web session activated.
- The invited survey recipient can fill out the hard copy survey and the online survey.
- It is possible multiple online/hard copy surveys could have been filled out to skew the data that contributed to a 155% increase in the survey response for the over 65 age bracket (when the over 65 age group is in the 9%-13% range).

## 2. Age Demographic Survey Bias – age 65+, over 23% were survey respondents

- Based on the data above, it can be argued that age demographic bias was in the survey analytics because it does not reflect the community as a whole when it comes to persons in Highlands Ranch over 65 years old. The actual survey respondents for ages 65 and over 23% and was skewed.

### **Shoe on The Other Foot:**

- If the survey response rate for the 65 and over age bracket came in at 4% when the actual 65+ age demographic profile is in the 9%-13% range, a strong argument can be made the survey results was skewed and not mirroring the actual age demographic profile.

### **Summary and Recommendation:**

#### A. Potential survey integrity, security, and fraud – were proper controls in place?

- Ask survey company to respond to the following:
  1. Can one household fill out a paper survey and an online survey?
  2. Can the online survey be filled out multiple times using a VPN service and be undetected as one user?
  3. Can the online survey link be passed to other residents to fill out survey?

#### B. Age demographic bias – survey results were statistically skewed to the over 65 age demo

1. The over 65 year old survey participation was 155% above the community age demographic profile and did not mirror the population as a whole.

If there is no reasonable explanation as to why one out of four (actual 65 and over response rate: 23%) survey respondents was filled out by persons 65 years old and older when the 18 year old + voting age population shows seniors to be just 13% of that mix, the senior center related data should be invalidated because it's skewed.

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