



BRIGHTON CITY COMPREHENSIVE PLAN
RESIDENT PRIORITIES SURVEY
TOPLINE REPORT

METHODOLOGY DETAILS

n = 429
Online interviews fielded Nov 24, 2025 – Jan 12, 2026
Margin of error +- 4.7

For this survey, 429 Brighton City residents were sampled from the Brighton City registered voter file and supplemented with contact information from a third-party address-based sample provider. Survey invitations were sent via mail, email, and text message. Survey interviews were completed online. The data have been weighted to reflect the demographics of the general population in Brighton City, specifically in regard to age, gender, race, homeownership, and city ward.

CONTACT

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Thank you for sharing your input on priorities, development, and the future of Brighton — your feedback will help shape the City’s long-term plans. Your time and opinions are greatly valued. Please note that your participation is voluntary and that all your answers will remain strictly confidential. The survey takes most people less than 15 minutes to complete. If you exit the survey before completion, you will be able to resume it at a later time. To begin the survey, click on the “Next>>” button below. During the survey you can use the navigation button on the bottom of the screen to advance questions. If during the survey you do not see the button, scroll down until you see it.

s_qualify.	Do you currently live in Brighton? (n=429)	
	No	*
	Yes	100%

n_yearborn.	Please select the year you were born: [RECODED INTO CENSUS AGE RANGES] (n=429)	
	18-35	28%
	35-44	21
	45-54	18
	55-64	17
	65+	16

n_overall.	All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Brighton? (n=428)	
	Quality of life in Brighton	Average 71

oe_likemost. In just a few words, what do you like most about living in Brighton? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

oe_topissue1. In your opinion, what is the most important issue facing Brighton **today**? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

s_topissue_future.	Do you think this issue will continue to be the most important issue facing Brighton in the next 3-5 years ? (n=428)	
	No	4%
	Yes	77
	Unsure	18



IF s_topissue_future = Yes, ASKED:

oe_future_yes. Why do you think this issue will continue to be the most important issue in the next 3-5 years? (OPEN-ENDED RESPONSES
 VERBATIM IN APPENDIX)

IF s_topissue_future = No, ASKED:

oe_future_no. What do you think will be the most important issue facing Brighton **in the next 3-5 years?** (OPEN-ENDED RESPONSES
 VERBATIM IN APPENDIX)

m_motives. Which of the following reasons best describe why you choose to live in Brighton? Select up to three. (n=428)

Affordable housing	30%
Affordable services	5
The areas reputation	4
Family-friendliness	12
I grew up in the area	14
I have family nearby	27
Good neighbors/people	18
Safe neighborhoods	22
Parks, trails, and open spaces	15
Real estate investments	4
Work/employment opportunities	8
Good schools	4
Small town feel	54
Other, please specify:	14

s_overall. To what extent do you agree or disagree with the following statements about Brighton? (n=410)

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Overall, I feel safe living in Brighton.	5%	12	13	46	25
Brighton is a great place to raise a family.	5%	10	23	37	24
Brighton provides all the services I think it should provide.	9%	23	20	37	11
Brighton has all the kinds of businesses I want it to have.	17%	33	11	30	8
Overall, I think Brighton does a good job managing city services.	9%	14	21	41	15
Brighton is growing and developing in a positive way.	12%	20	18	36	15
Brighton has enough parks, open spaces, and recreation areas to meet my needs.	11%	17	11	38	24
Brighton is an environmentally friendly City.	7%	12	39	32	10
There are job opportunities in Brighton for people like me.	19%	18	31	26	6
I trust Brighton City staff and elected officials to be open and honest with residents.	12%	21	32	24	11



s_priorities1. Thinking about planning for the future of Brighton and the aspects of the community you live in, how important are each of the following potential priorities to you personally? (n=411)

	Not at all important	Not very important	Somewhat important	Very important
Preserving neighborhood and community character.	1%	6	32	61
Bringing in development opportunities that will contribute revenue to the City and diversify the tax base.	6%	8	46	40
Providing safe alternate transportation choices (e.g., public transit, walking and biking routes, etc.).	5%	10	41	44
Managing and facilitating traffic flow throughout the City.	*	4%	21	75
Providing and maintaining a mix of housing types at various price points.	5%	13	35	47
Increasing employment opportunities.	2%	5	38	56
Ensuring my children/family can afford to live in the City.	3%	3	20	75
Preserving outdoor recreation opportunities.	1%	3	34	61
Becoming a more environmentally sustainable city (e.g., water conservation, renewable energy options, recycling, etc.).	8%	12	34	46
Supporting arts and cultural programs.	7%	12	40	41
Promoting accessibility, diversity, and inclusion.	16%	13	24	46

md_priorities2. Of the priorities listed below, which is most important to your quality of life? Which is least important? (n=409)

	Least important	Most important
Preserving neighborhood and community character.	9%	8
Bringing in development opportunities that will contribute revenue to the City and diversify the tax base.	13%	11
Providing safe alternate transportation choices (e.g., public transit, walking and biking routes, etc.).	8%	5
Managing and facilitating traffic flow throughout the City.	6%	13
Providing and maintaining a mix of housing types at various price points.	9%	7
Increasing employment opportunities.	5%	9
Ensuring my children/family can afford to live in the City.	3%	24
Preserving outdoor recreation opportunities.	3%	8
Becoming a more environmentally sustainable city (e.g., water conservation, renewable energy options, recycling, etc.).	5%	8
Supporting arts and cultural programs.	15%	2
Promoting accessibility, diversity, and inclusion.	22%	6



md_improve. Of the following items, which do you think Brighton needs to improve most? Which do you think Brighton does best? (n=390)

	Needs to improve most	Does best
Preserving neighborhood and community character.	8%	12
Bringing in development opportunities that will contribute revenue to the City and diversify the tax base.	12%	13
Providing safe alternate transportation choices (e.g., public transit, walking and biking routes, etc.).	7%	8
Managing and facilitating traffic flow throughout the City.	21%	11
Providing and maintaining a mix of housing types at various price points.	6%	10
Increasing employment opportunities.	8%	4
Ensuring my children/family can afford to live in the City.	13%	4
Preserving outdoor recreation opportunities.	5%	20
Becoming a more environmentally sustainable city (e.g., water conservation, renewable energy options, recycling, etc.).	9%	3
Supporting arts and cultural programs.	4%	8
Promoting accessibility, diversity, and inclusion.	4%	3

s_pace. Which of the following statements best reflects how you feel about the pace at which Brighton is growing? (n=401)

Brighton is growing much too quickly	28%
Brighton is growing a bit too quickly	27
Brighton is growing at an appropriate pace	35
Brighton is growing a bit too slowly	7
Brighton is growing much too slowly	2

s_rate. How would you rate each of the following aspects of Brighton? (n=389)

	Terrible	Poor	Average	Good	Excellent
The restaurants and dining options	11%	20	37	25	8
The preservation of the history and character of the City	2%	11	43	38	6
The activities and entertainment options	9%	31	38	17	6
The retail and shopping options	8%	18	40	27	7
The available parks and open spaces	2%	8	35	42	13
The trails and trailheads in the City	5%	15	40	33	8
The atmosphere	2%	13	47	32	7
The walkability or pedestrian-friendliness of downtown Brighton	5%	17	42	28	8
The walkability or pedestrian-friendliness of areas outside downtown Brighton	6%	23	47	18	6
The traffic and ease of traveling in the City	13%	21	35	25	6

m_serv_seek. Do you go to another city to participate in any of the following activities or visit any of the following locations? Select all that apply. (n=398)

Restaurants	77%
Work	57
Shopping (e.g., department stores, warehouse clubs, outlets, etc.)	84
Entertainment (e.g., movies, theatres, venues, etc.)	62
Medical services (e.g., hospital, dentist, other medical facilities)	53
Active transportation routes (e.g., walking, biking)	20
Youth recreation (activities, events, leagues, and programs)	23
Adult recreation (activities, events, leagues, and programs)	40
Community or recreation spaces (e.g., parks, trails, recreation center)	39
Other, please specify:	5
None of the above	2

s_neighborhood. Next, thinking specifically about the community you live in, to what extent do you agree or disagree with the following statements? (n=387)

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I am pleased with the way my community looks.	10%	16	15	41	18
My community gets enough attention from the City.	9%	22	33	24	11
My community is connected to the rest of the City.	6%	15	25	36	17
Things in my community have gotten better since I moved here.	12%	12	38	31	8
My community is walkable.	7%	16	10	40	26
My community has the right mix of businesses and housing.	13%	21	24	30	11
My community has access to usable transit.	14%	22	28	25	11
My community has access to parks and recreation.	2%	10	11	47	30
My community has enough housing options to accommodate current and future residents.	6%	22	23	27	22



m_econ_future. Which of the following would you like to see more of in your community in the future? Select all that apply. (n=389)

Food & drink	60%
Shopping & entertainment	56
Activities, events, and programs	45
Community or recreation spaces (e.g., parks, trails, recreation center)	40
Public transit routes (e.g., bus, light rail)	30
Services (e.g., salon, bank, medical facilities, laundry)	28
Active transportation routes (e.g., walking, biking)	27
Other, please specify:	11
None of the above	4

s_econ_future_access. Ideally, how far would you like to travel to access each of the following potential amenities, businesses, and services in your area? (n=373)

	5 minute walk	15 minute walk	5-9 minute drive	10-19 minute drive	20+ minute drive
Active transportation routes (e.g., walking, biking)	42%	29	18	7	4
Public transit routes (e.g., bus, light rail)	35	26	22	12	5
Community or recreation spaces (e.g., parks, trails, recreation center)	23	25	35	14	4
Food & drink	11	21	42	23	2
Services (e.g., salon, bank, medical facilities, laundry)	10	10	55	22	3
Activities, events, and programs	8	15	40	30	7
Shopping & entertainment	5	15	49	28	4

s_aes_import. How important are each of the following considerations when thinking about development in Brighton? (n=376)

	Not at all important	Not very important	Somewhat important	Very important
New buildings go through extensive architectural review.	4%	17	45	34
New development includes safe, well-connected sidewalks, and trails.	1%	3	34	62
Public amenities (like parks, plazas, or gathering spaces) are included.	1%	7	38	54
The development minimizes negative impacts on nearby neighborhoods (e.g., buffers, screening).	1%	8	45	46
New development includes attractive landscaping along streets and around buildings.	2%	9	44	46



s_aes_tradeoff. If you had to choose, which of the following is most important to you? (n=366)

High-quality building design, even if it may increase housing or development costs (e.g., larger front porches, garages set farther back from the street, varied rooflines, more architectural details between models)	57%
More flexibility in design standards to help lower housing or development costs (e.g., fewer windows, flat walls with less variation, fewer architectural details between models)	43

oe_service_miss. Are there **services** you feel are missing from Brighton? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

oe_business_miss. Are there **businesses** you feel are missing from Brighton? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

s_higher_ed. Do you support or oppose the City making efforts to attract higher education institutions (such as a community college or university campus) to Brighton? (n=370)

Strongly oppose	9%
Somewhat oppose	4
Neither support nor oppose	20
Somewhat support	26
Strongly support	41

m_housing_future. In your opinion, what type of housing and development is most needed in Brighton? Select up to three (3). (n=366)

Light industrial or commercial buildings, such as warehouses, storage facilities, or office spaces	9%
Small shopping center with multiple stores, restaurants, and/or services	43
Mixed-use developments combining ground-level storefronts with apartments or condominiums	27
Single-family garden courtyard homes with shared open space	19
Senior housing, such as an assisted living community, retirement village, or residential care home	22
Townhomes with individual yards	25
Single-family homes with large yards	44
Apartments or condominiums with shared amenities and open space	11
Accessory Dwelling Units (ADUs, e.g., basement apt, mother-in-law suite, attic apt, tiny home on existing lot, etc.)	14
Other, please specify:	5
None of these	6



RESPONDENTS SHOWN LOCATION RANKING OF HOUSING AND DEVELOPMENT OPTIONS SELECTED IN m_housing_future:

r_housing_loc_1. Where would you prefer to see light industrial or commercial buildings in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see light industrial or commercial buildings and 4 is where you would least prefer to see light industrial or commercial buildings. (n=22)

	Average Rank
Ward 1	1.9
Ward 2	2.2
Ward 3	2.6
Ward 4	3.2

r_housing_loc_2. Where would you prefer to see small shopping center with multiple stores, restaurants, and/or services in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see small shopping center with multiple stores, restaurants, and/or services and 4 is where you would least prefer to small shopping center with multiple stores, restaurants, and/or services. (n=152)

	Average Rank
Ward 1	2.1
Ward 2	2.6
Ward 3	2.6
Ward 4	2.6

r_housing_loc_3. Where would you prefer to see mixed-use developments in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see mixed-use developments and 4 is where you would least prefer to mixed-use developments. (n=84)

	Average Rank
Ward 1	2.8
Ward 2	2.5
Ward 3	2.4
Ward 4	2.3

r_housing_loc_4. Where would you prefer to see single-family garden courtyard homes with shared open space in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see single-family garden courtyard homes with shared open space and 4 is where you would least prefer to single-family garden courtyard homes with shared open space. (n=59)

	Average Rank
Ward 1	2.1
Ward 2	2.3
Ward 3	2.9
Ward 4	2.6



r_housing_loc_5. Where would you prefer to see senior housing in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see senior housing and 4 is where you would least prefer to senior housing. (n=83)

	Average Rank
Ward 1	2.2
Ward 2	2.5
Ward 3	2.7
Ward 4	2.5

r_housing_loc_6. Where would you prefer to see townhomes with individual yards in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see townhomes with individual yards and 4 is where you would least prefer to townhomes with individual yards. (n=71)

	Average Rank
Ward 1	2.4
Ward 2	2.6
Ward 3	2.2
Ward 4	2.8

r_housing_loc_7. Where would you prefer to see single-family homes with large yards in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see single-family homes with large yards and 4 is where you would least prefer to single-family homes with large yards. (n=119)

	Average Rank
Ward 1	2.4
Ward 2	2.4
Ward 3	2.4
Ward 4	2.8

r_housing_loc_8. Where would you prefer to see apartments or condominiums with shared amenities and open space in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see apartments or condominiums with shared amenities and open space and 4 is where you would least prefer to apartments or condominiums with shared amenities and open space. (n=24)

	Average Rank
Ward 1	2.2
Ward 2	2.3
Ward 3	2.9
Ward 4	2.6



r_housing_loc_9. Where would you prefer to see Accessory Dwelling Units in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see Accessory Dwelling Units and 4 is where you would least prefer to see Accessory Dwelling Units. (n=44)

	Average Rank
Ward 1	2.3
Ward 2	2.3
Ward 3	2.4
Ward 4	3

r_housing_loc_10. Where would you prefer to see other housing and development in Brighton? Please rank each location in order from 1 to 4 where 1 is where you would most prefer to see other housing and development and 4 is where you would least prefer to see other housing and development. (n=22)

	Average Rank
Ward 1	2.1
Ward 2	2.4
Ward 3	2.4
Ward 4	3

m_transit. When it comes to transportation in Brighton, which of the following issues would you consider most important for the City to address? Select up to three (3). (n=348)

Reducing traffic congestion	52%
Improving freeway connections	30
East-west mobility	27
Improve biking and walking experience within neighborhoods	21
Improve biking and walking experience between neighborhoods and other parts of the City	28
Public transit/alternate transportation options	31
Improving parking accessibility	18
Increasing commuter routes/major thoroughfares	25
Reducing speeds in neighborhoods	17
Other, please specify:	7

s_land_dev_tradeoff. The City of Brighton has preserved over 500 acres of farmland through conservation easements. Looking ahead, what should be the City's top priority for managing land use in areas that are not yet preserved? (n=346)

Continue prioritizing the preservation of additional farmland.	52%
Allow more flexibility for development in areas not currently preserved.	15
Allow some flexibility for development, but reserve farmland for future agritourism uses (e.g. farm stands, event venues).	34

m_land_preservation. When thinking about the future of Brighton, which of the following approaches would you be open to seeing?
Select all that apply. (n=347)

Providing economic support or incentives to help farmers stay in operation	60%
Maintaining the community's farming heritage	55
Preserving additional farmland for future generations	52
Balancing preservation efforts with housing, business, or other community needs	41
Allowing flexibility for farmland owners to sell or develop their land	28
Other, please specify:	2
None of these	1

And now just a few more questions that will help us categorize responses.

s_sex. Which of the following best describes how you think of yourself? (n=351)

Male	49%
Female	49
In another way, specify if you wish:	2

s_timelived. How long have you lived in Brighton? (n=351)

Less than 2 years	11%
2-4 years	18
5-10 years	23
11-15 years	7
16-20 years	10
21 or more years	32

s_expect. In total (including any time you have already spent living in Brighton), how long do you expect to live in Brighton?
(n=347)

Less than 2 years	4%
2-4 years	9
5-10 years	22
11-15 years	14
16-20 years	10
21 or more years	42

s_ownrent. Which of the following best describes where you are currently living? (n=350)

Own or buying my own home	75%
Rent my home or apartment	20
Live with parents, relatives, or otherwise rent-free	5
Other	1

s_edofr. What is the last year of school you completed? (n=348)

Some high school or less	1%
High school graduate	17
Some college	23
College graduate	39
Post graduate degree (e.g. MA, MBA, LLD, PhD)	16
Vocational school or technical school	5

s_employ. What is your employment status? (n=349)

Self-employed	13%
Employed by someone else	64
Unemployed	2
Homemaker	2
Retired	18
Student	1

s_marriage. Are you currently... (n=349)

Married	62%
Divorced	8
Widowed	5
Living with partner	6
Single	19

s_household. How many people currently reside in your household? (n=347)

1	14%
2	35
3	16
4	20
5	12
6 or more	4

m_race. Are you... Please select all that apply. (n=338)

American Indian / Native American	7%
Asian	2
Black / African American	1
Hispanic / Latino	36
White / Caucasian	64
Pacific Islander	1
Other, please specify:	4

s_income. What do you expect your 2025 family income to be? (n=325)

Under \$35,000	7%
\$35,000 – 49,999	6
\$50,000 – 74,999	13
\$75,000 – 99,999	18
\$100,000 – 124,999	14
\$125,000 – 149,999	13
\$150,000 – 199,999	15
Over \$200,000	14

oe_comments. Thank you for completing the survey. If you have any comments about the topics in this survey or Brighton in general, please enter them here below. Otherwise, click the forward arrow button at the bottom of the screen to submit your response. (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)
