



Thornton Annual Citizen survey

December 8-16, 2016

Background

- **Methodology**

- Stratified sample of 753 registered voters in the City of Thornton, including 381 interviews conducted by telephone and 372 online
- Sample distributions are weighted to match the voter registration file for geography, age, gender and party registration
- Interviews conducted December 8-16, 2016
 - Both telephone and online versions offered in English or Spanish
- Margin of error of $\pm 3.6\%$ for the entire sample
- Typical phone interview was about 19 minutes

- **Contributors**

- Dr. David B. Hill, Director, HRC
- Dr. Stephen N. White, Assistant Director
- Jason Nemeck, Project Manager

Key findings and highlights

- **Broad satisfaction with life in Thornton is positive and generally stable, but with a slight recent downward trend.**
- **Solid majorities of Thornton voters are satisfied with most all city services, yet there are discernible declines in satisfaction with some public safety and transportation-related services, as well as planning/zoning/land use and seniors' services.**
- **Citizens are generally satisfied with city communications, but some younger residents, especially females, want improved website and better social media communications and would like to see a city app for their smart phones. Older residents are generally satisfied with newsletters.**
- **Sentiment about the failures of 2C and 2E ballot measures is muddled. Sentiment against 2C is largely standard anti-tax in nature. This might be overcome by a tighter set of projects focused mostly on public safety. Measure 2E ran afoul of standard anti-government sentiment.**

Phone versus online comparison

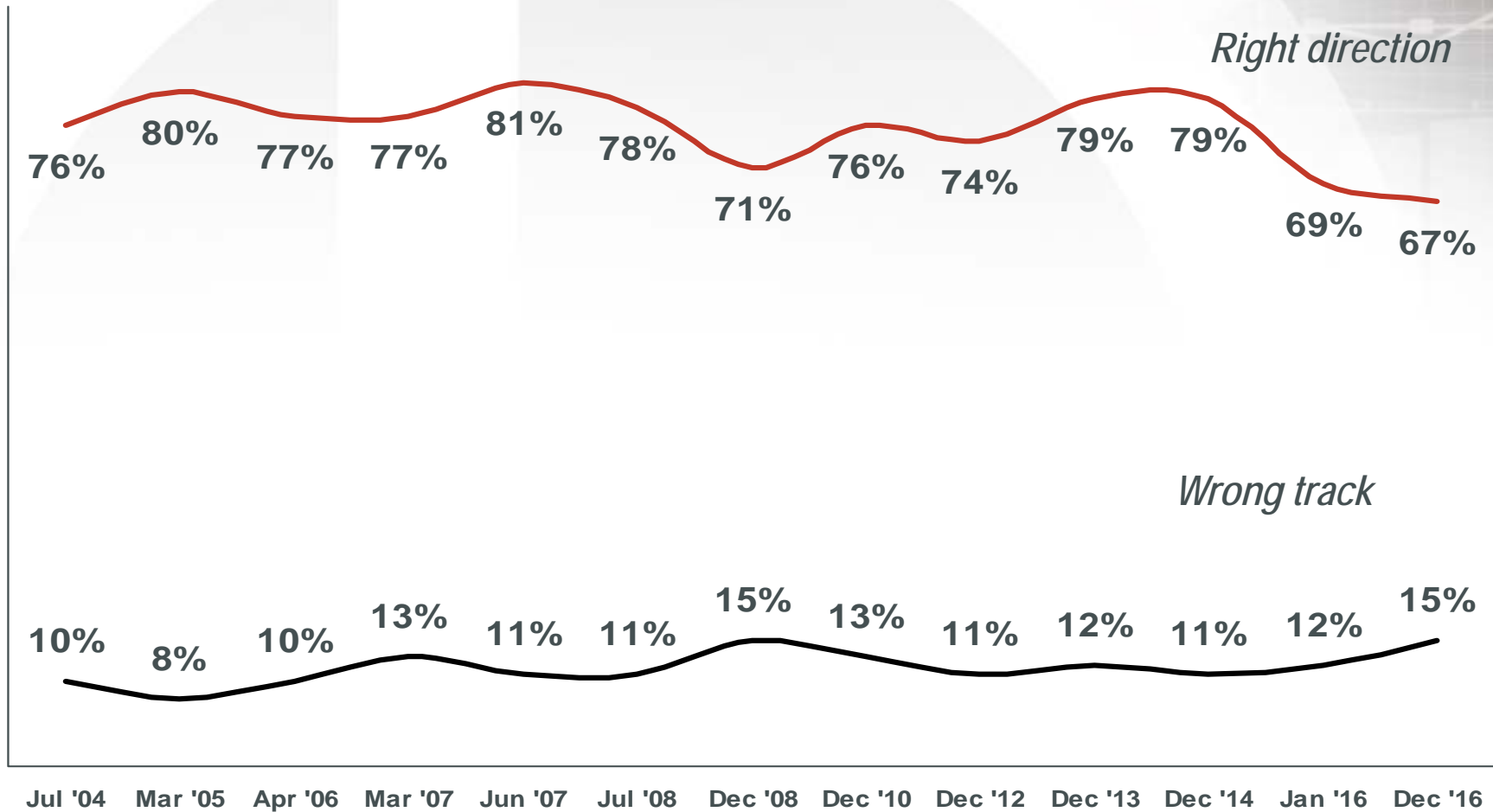
	Phone (%)	Online (%)	Combined and weighted
Under 40	26	43	35%
40-54	27	29	28%
55-plus	47	22	35%
Republican	31	26	29%
Democrat	44	27	35%
Independent	25	47	36%
Minority	26	18	22%
Anglo/White	74	73	74%
\$55k or less	33	14	24%
Over \$75k	40	61	50%
Full-time employed	55	66	61%
Retired	29	14	21%
Family w/children	33	44	38%
Single adult, no child	19	8	13%



Sentiment about Thornton generally

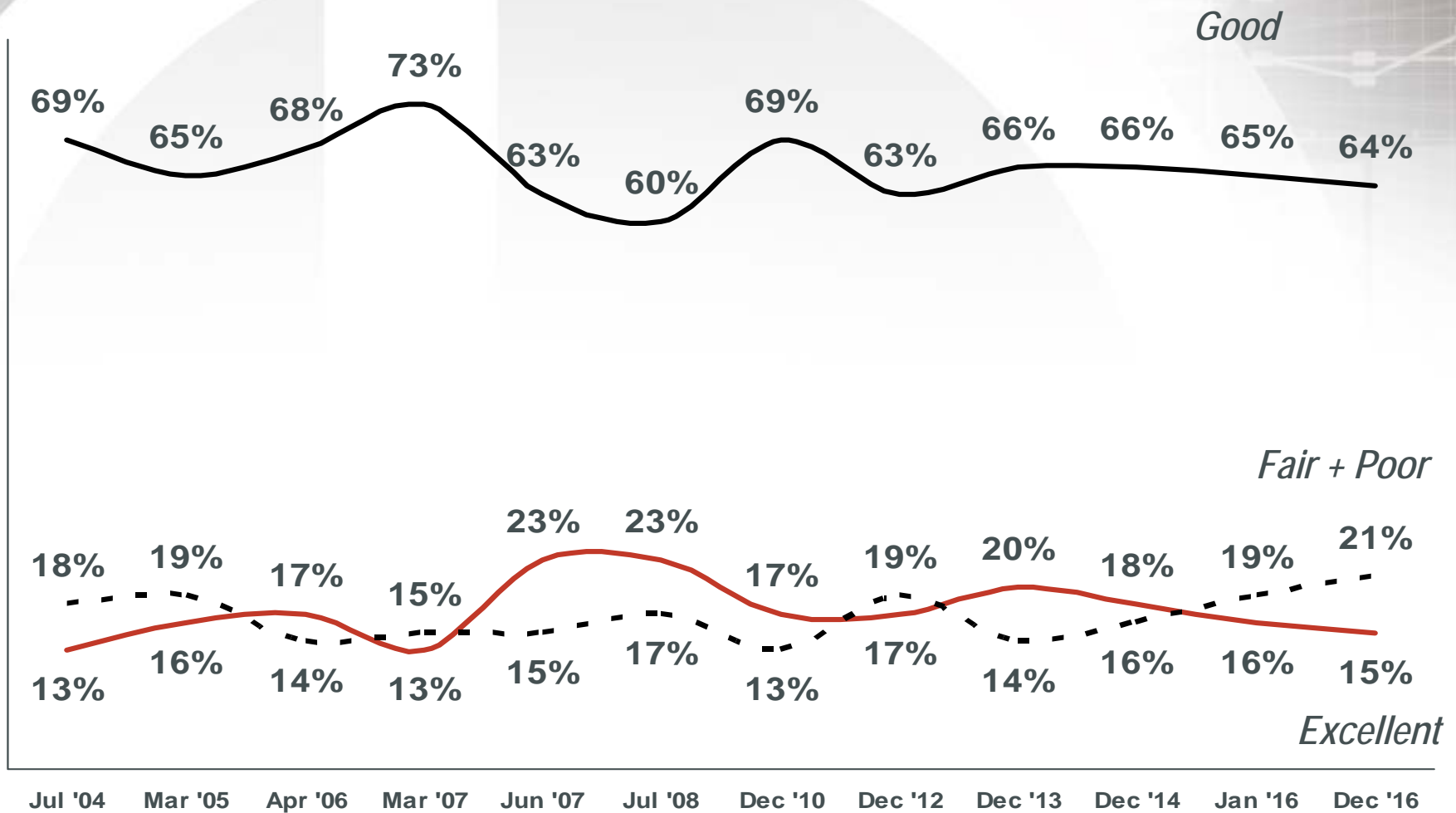
Direction of things in Thornton

(time series)



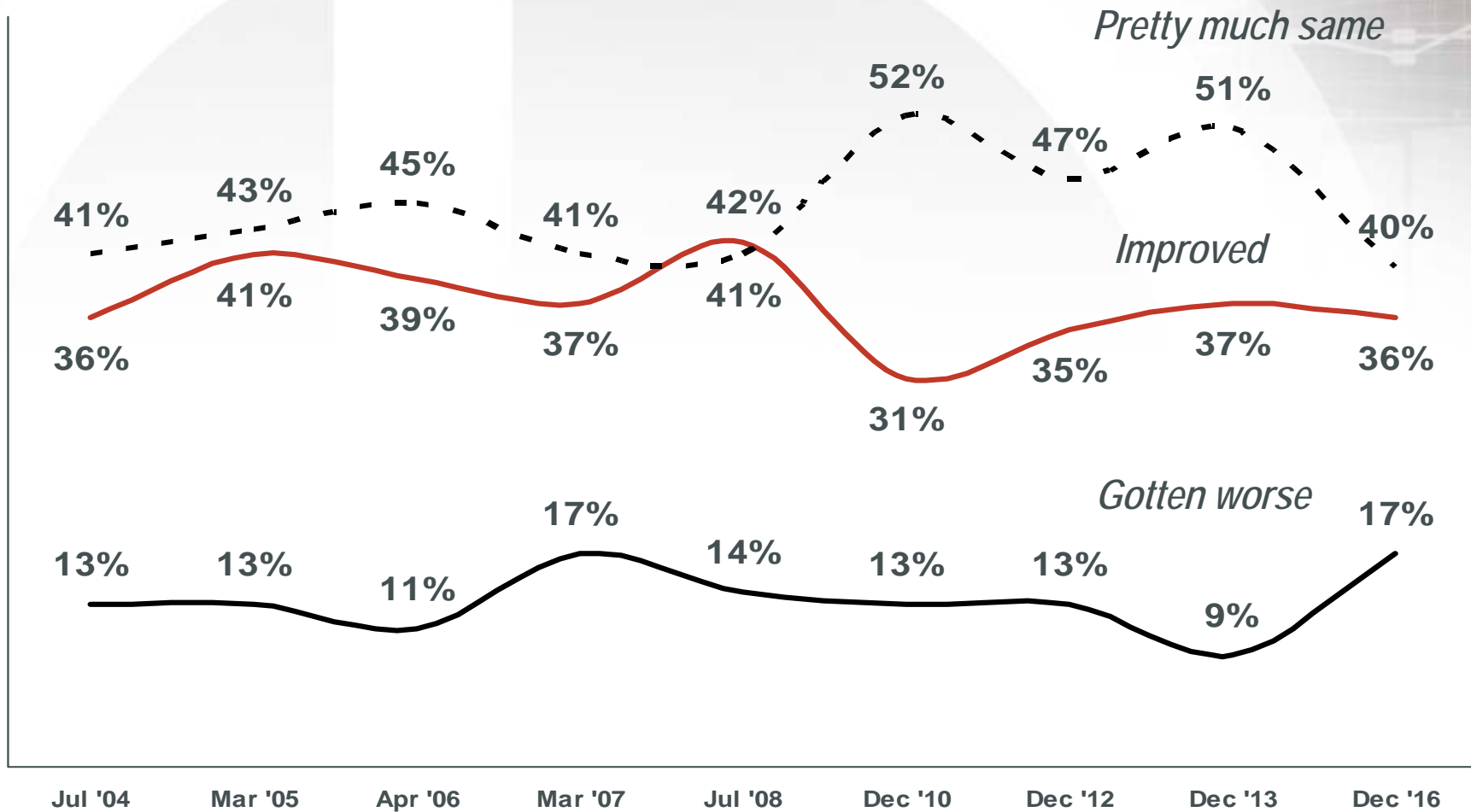
Quality of life in Thornton

(time series)



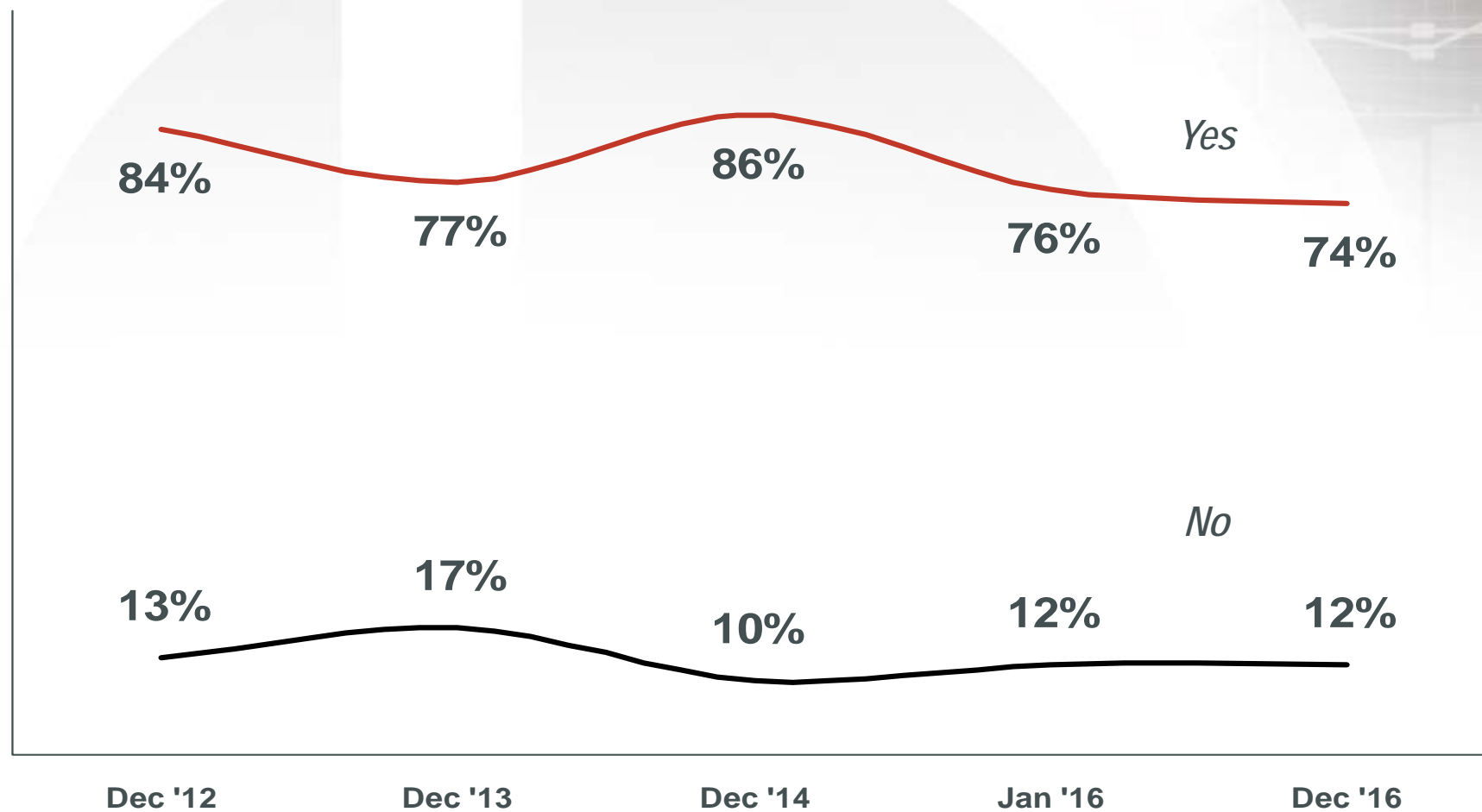
Life in Thornton during the last few years has

(time series)



Likely to still be living in Thornton in five years

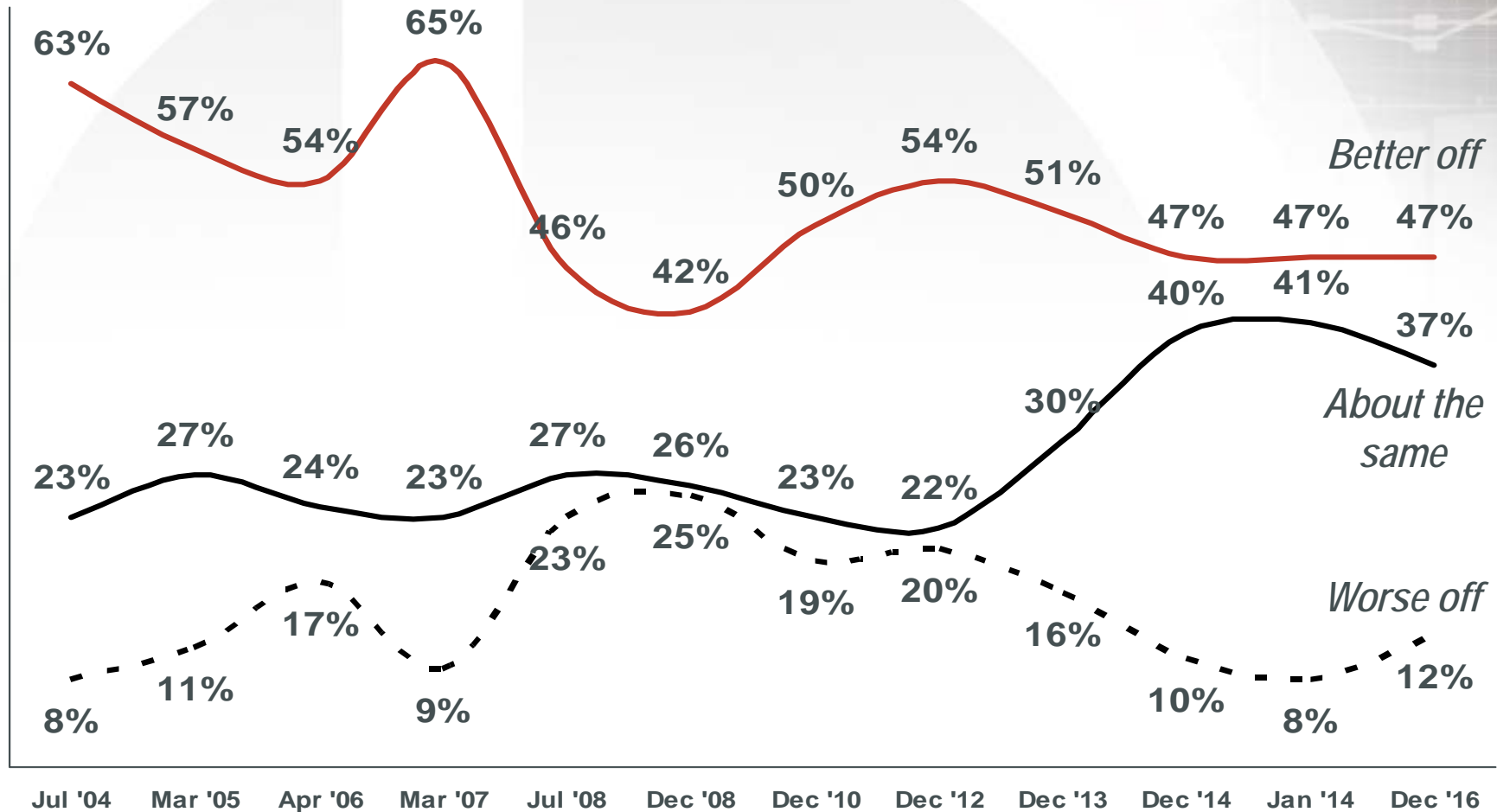
(time series)



Consumer confidence

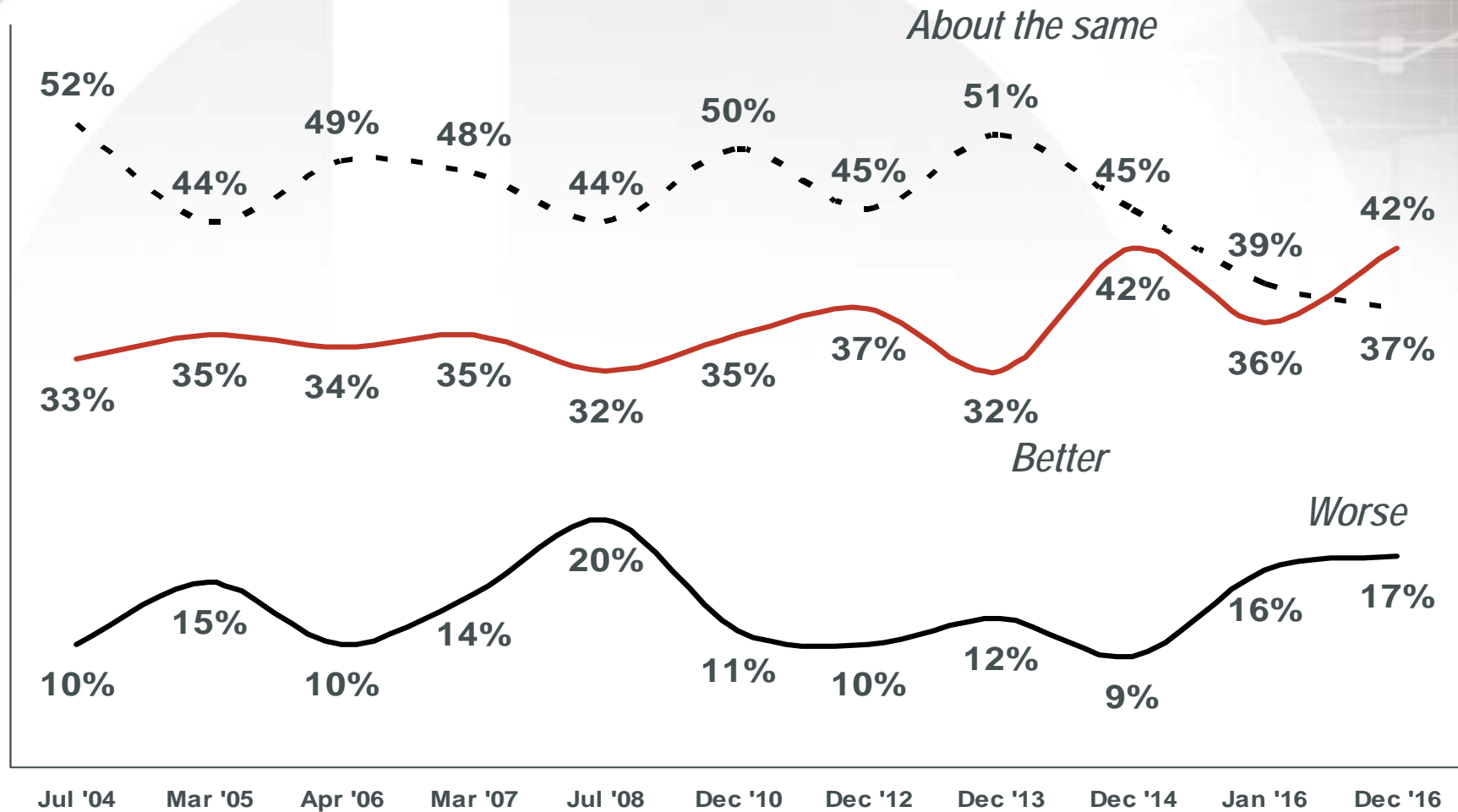
Financial expectations for this time next year

(time series)



Compared to other communities in the Denver area, economic conditions in Thornton are...

(time series)





City services evaluations

Satisfaction with selected services provided by City of Thornton

(part one)

	Satisfied	Not satisfied
Maintenance of parks, trails & open space	91%	6%
Trash collection	90%	5%
Overall recreation & parks facilities	90%	7%
Safety of your neighborhood during the day	87%	11%
Recycling	85%	9%
Water service	85%	12%
Police protection	83%	11%
Fire protection	81%	1%
Safety of your neighborhood at night	77%	23%
Snow removal & street sanding	74%	25%

Satisfaction with selected services provided by City of Thornton

(part two)

	Satisfied	Not satisfied
Stray animal control	73%	11%
Ease of driving in the city	68%	30%
Street repair	68%	31%
Planning for growth & development	64%	22%
City government website, cityofthornton.net	63%	9%
City enforcement of zoning & code enforcement for neighborhoods	63%	21%
Ambulance service	60%	2%
Cultural & arts programming	60%	12%
Services for senior citizens	42%	5%
City's I-watch program	27%	8%
Thornton video news via channel 8 on Xfinity cable or the city's website	26%	4%

Satisfaction with selected services provided by City of Thornton

(time series, part one, percent satisfied shown)

	Jul '04	Apr '06	Jul '08	Dec '10	Nov/Dec '12	Dec '14	Dec '16
Maintenance of parks, trails & open space	90%	89%	92%	94%	90%	97%	91%
Trash collection	93%	95%	96%	92%	91%	97%	90%
Overall recreation & parks facilities	*	*	93%	92%	92%	94%	90%
Safety of your neighborhood during the day	*	*	94%	95%	94%	96%	87%
Recycling	76%	82%	87%	85%	85%	90%	85%
Water service	84%	87%	94%	90%	87%	92%	85%
Police protection	88%	85%	92%	90%	87%	91%	83%
Fire protection	87%	86%	89%	87%	82%	94%	81%
Safety of your neighborhood at night	*	*	92%	89%	88%	90%	77%
Snow removal & street sanding	83%	85%	72%	78%	79%	83%	74%

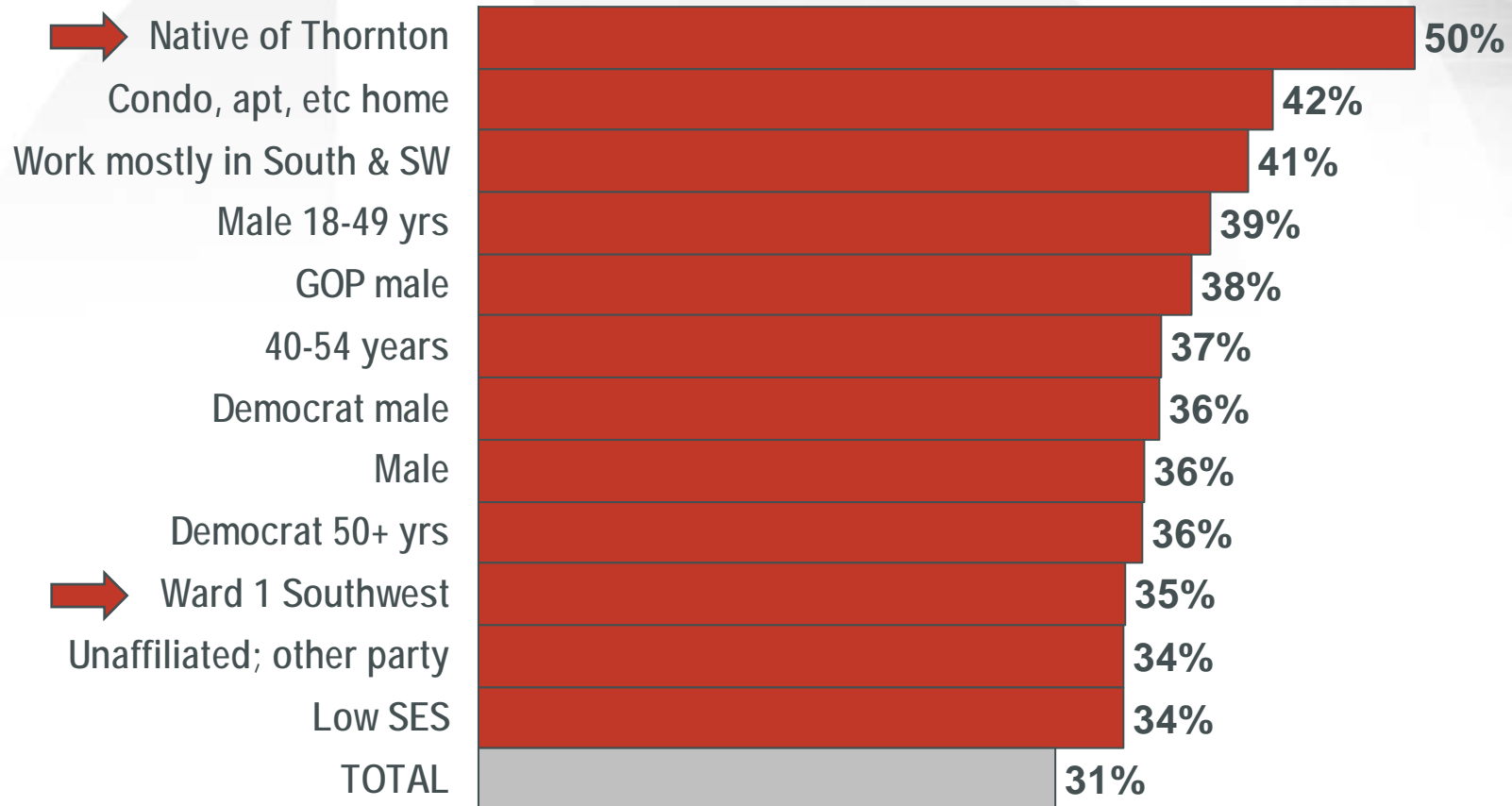
Satisfaction with selected services provided by City of Thornton

(time series, part two, percent satisfied shown)

	Jul '04	Apr '06	Jul '08	Dec '10	Nov/Dec '12	Dec '14	Dec '16
Stray animal control	83%	79%	86%	85%	78%	87%	73%
Ease of driving in the city	*	*	80%	87%	86%	81%	68%
Street repair	80%	81%	78%	82%	81%	73%	68%
Planning for growth & development	63%	71%	73%	72%	70%	77%	64%
City government website, cityofthornton.net	*	*	*	65%	59%	70%	63%
City enforcement of zoning & code enforcement for neighborhoods	*	*	71%	74%	75%	73%	63%
Ambulance service	67%	67%	66%	66%	58%	79%	60%
Cultural & arts programming	*	*	61%	66%	61%	73%	60%
Services for senior citizens	48%	44%	48%	52%	51%	65%	42%
City's I-watch program	*	*	*	40%	27%	50%	27%

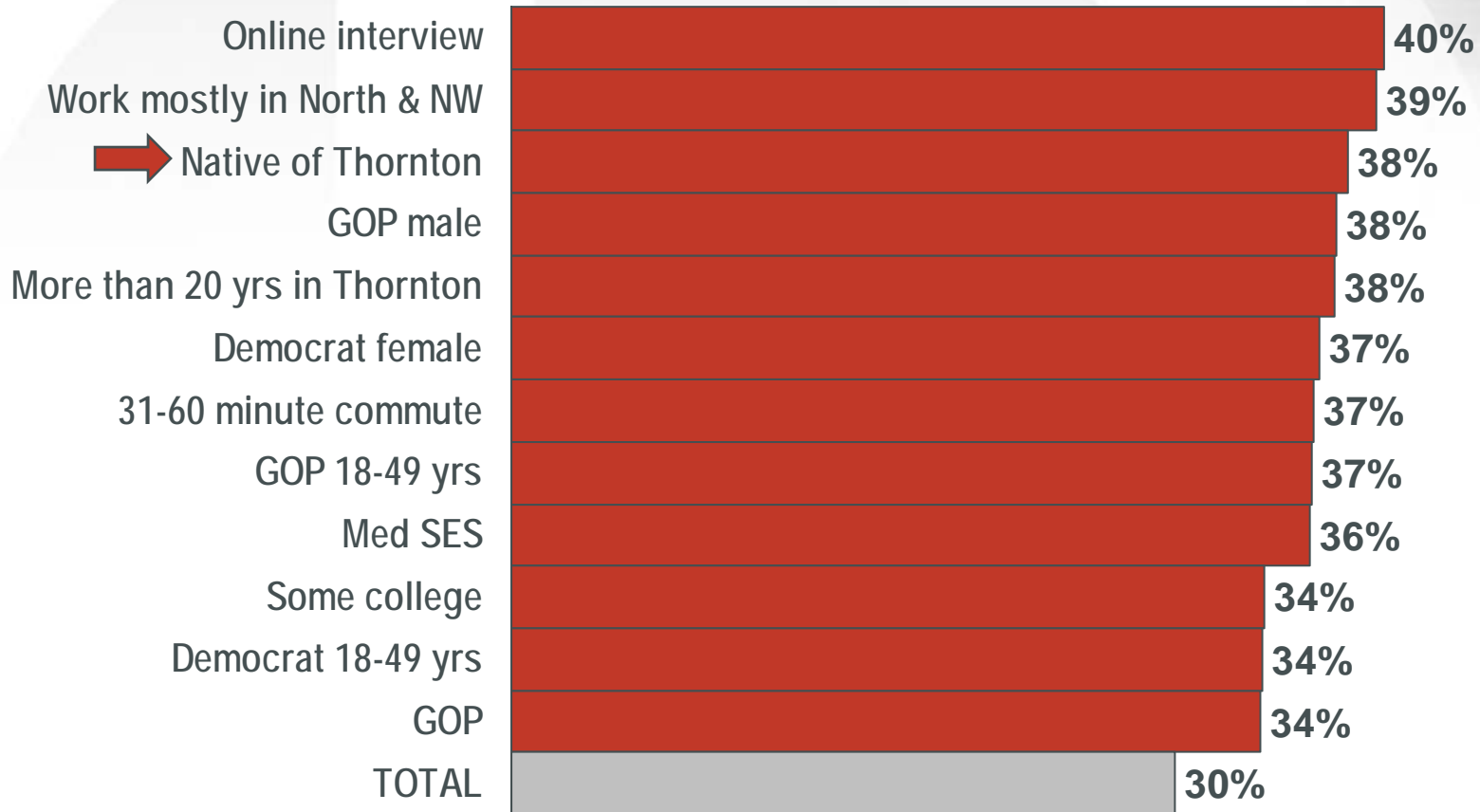
Street repair

profile of categories with the highest percentages of “not very + not at all satisfied”

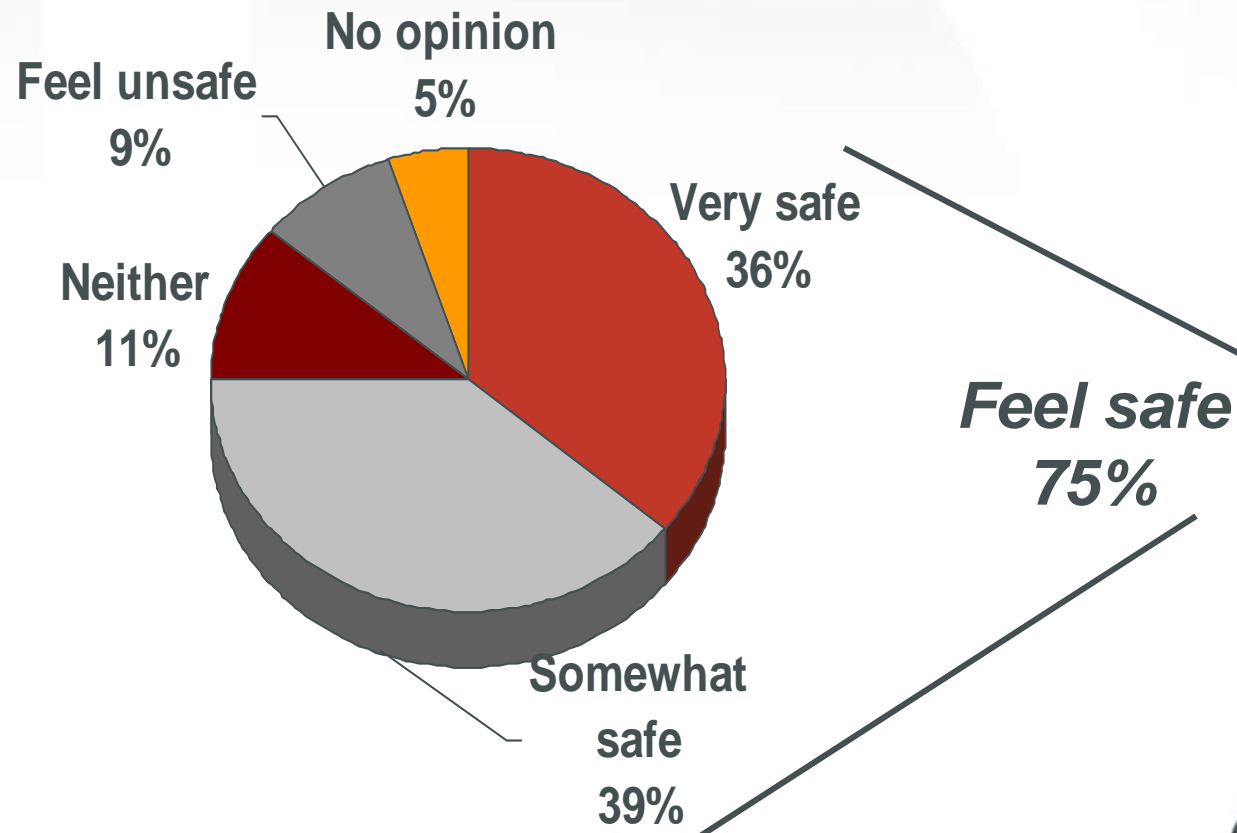


Ease of driving in the city

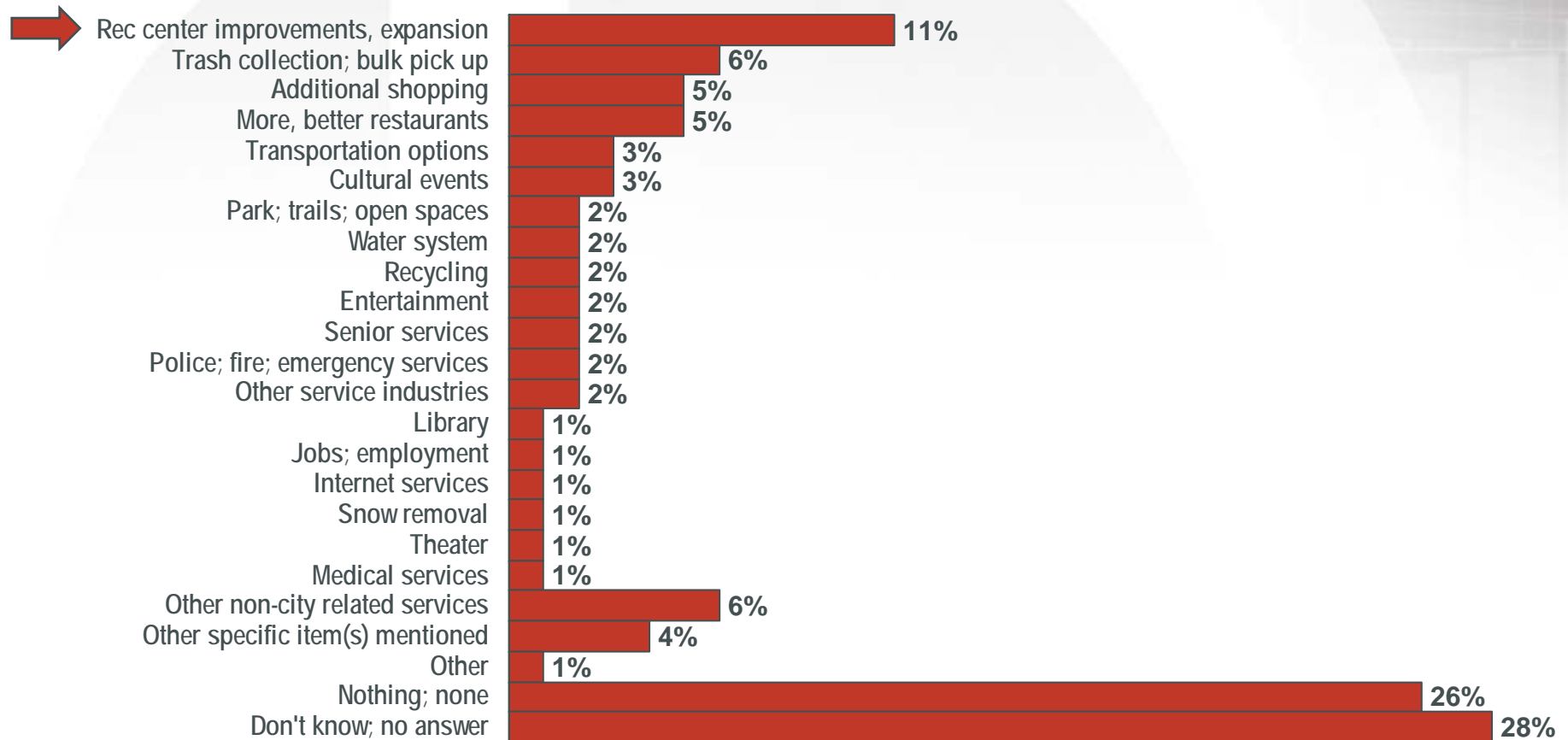
profile of categories with the highest percentages of “not very + not at all satisfied”



Safety while using City of Thornton parks & trails

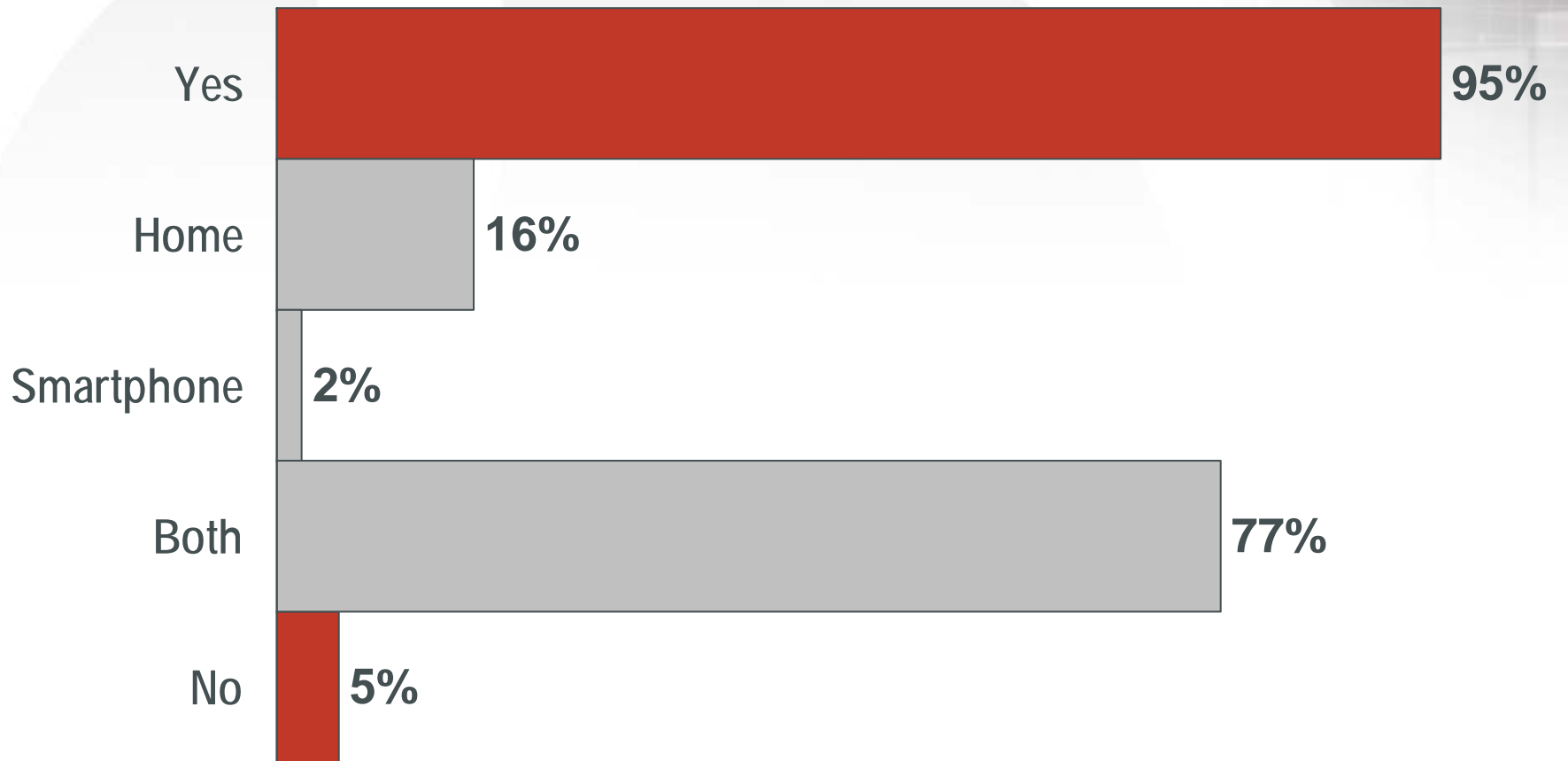


Services used that aren't available or are insufficient in Thornton



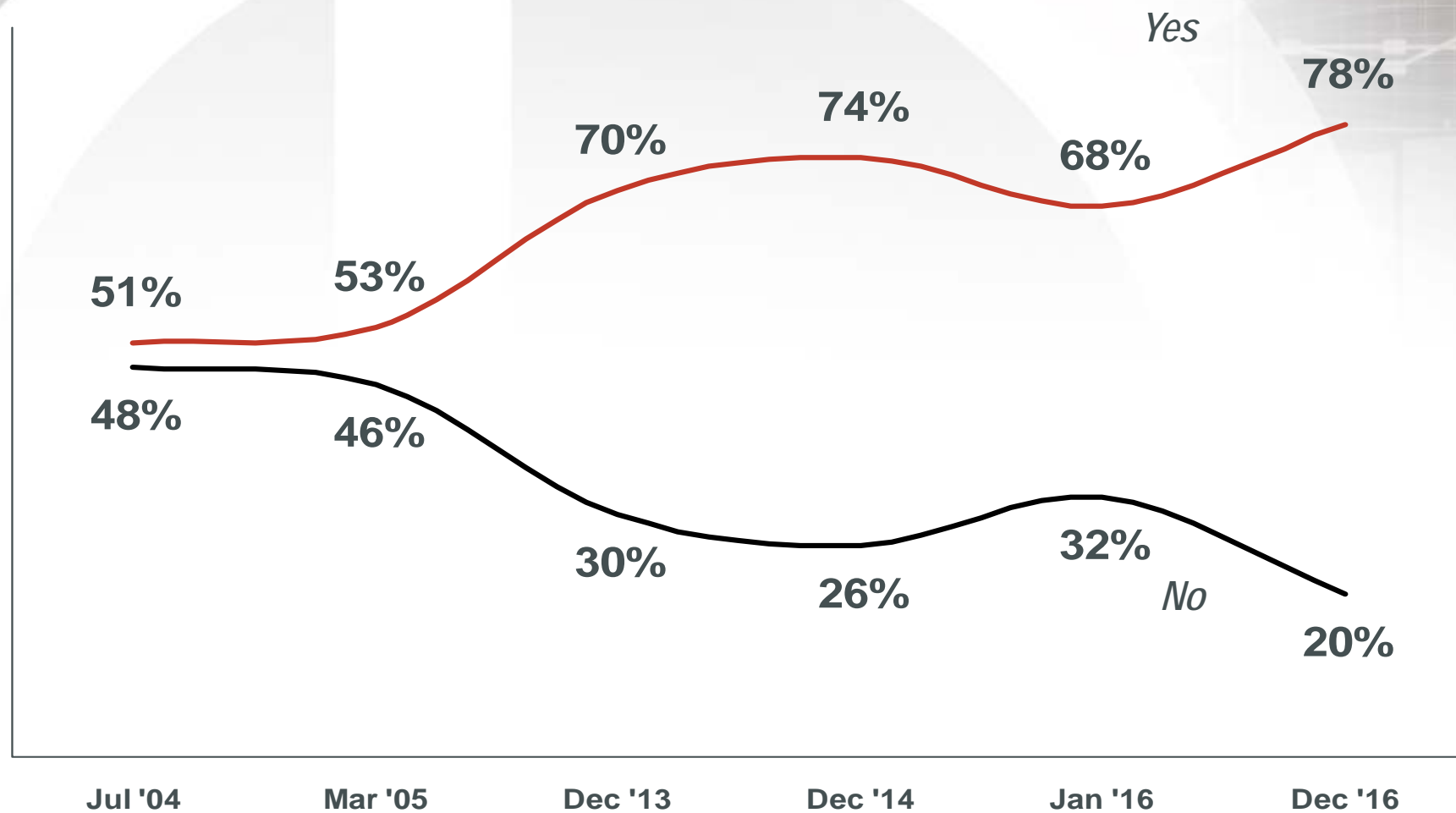
Communications

Personal Internet access

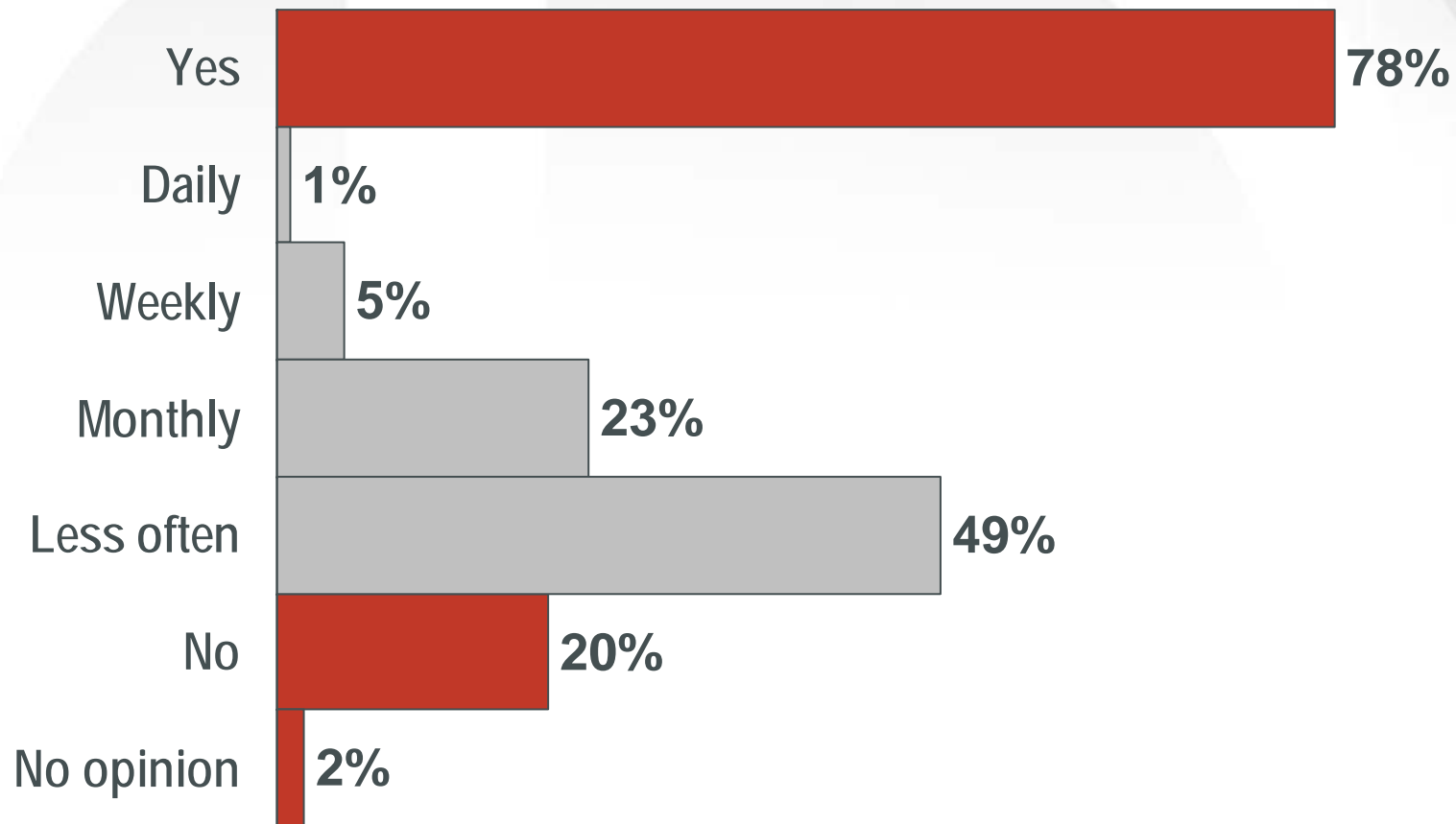


Visit the official City of Thornton website

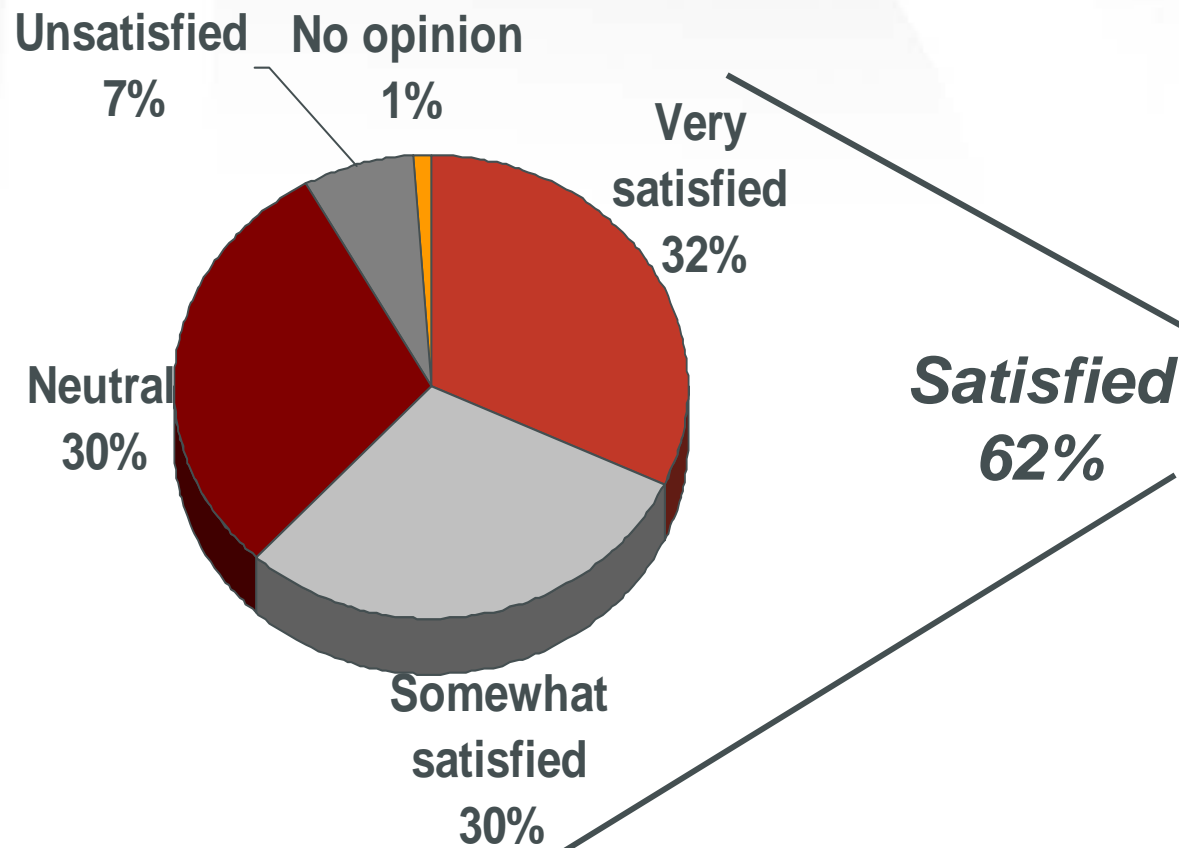
(time series)



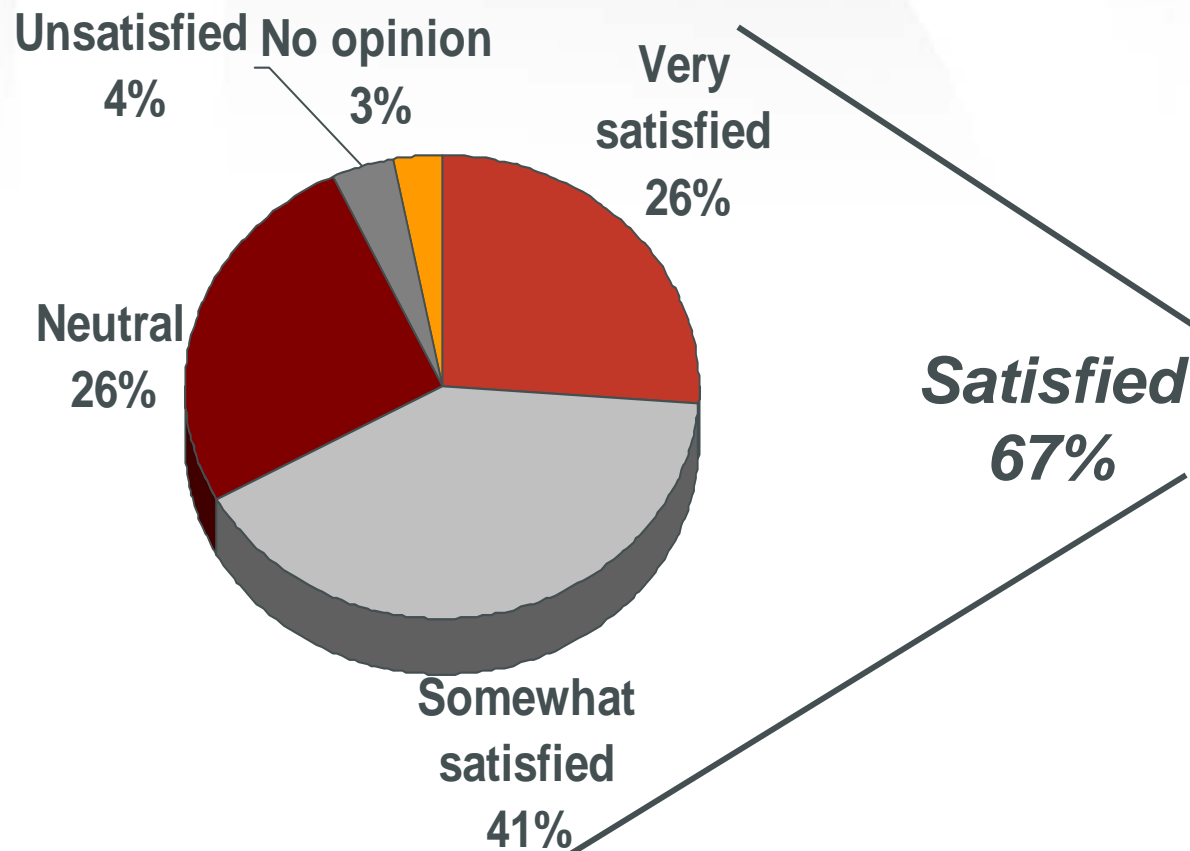
Visit the official City of Thornton website



Satisfaction with the frequency of communications received from the City of Thornton



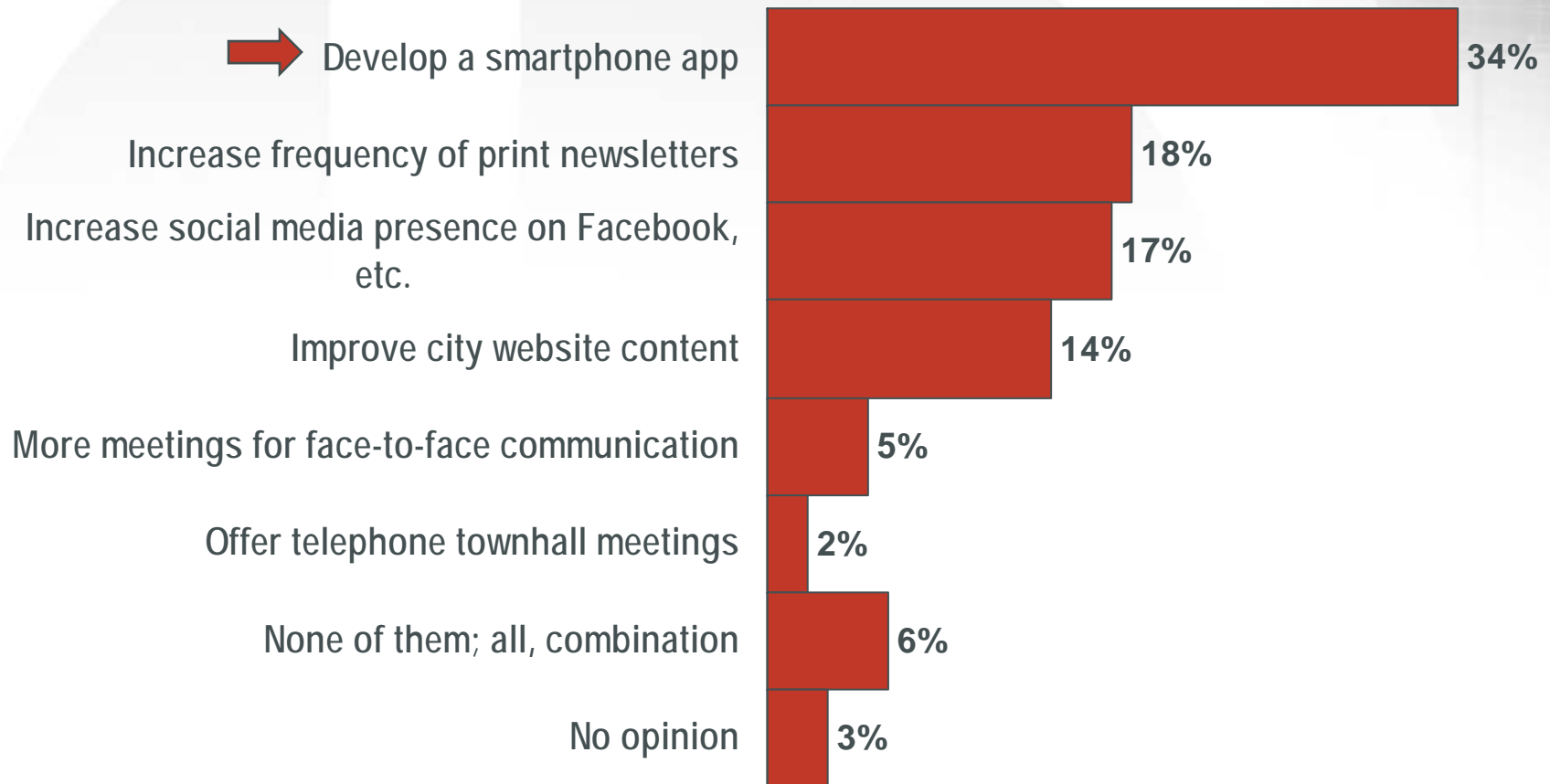
Satisfaction with the articles or topics in the communications received from the City of Thornton



Usefulness of selected way the city may enhance communication outreach to our residents

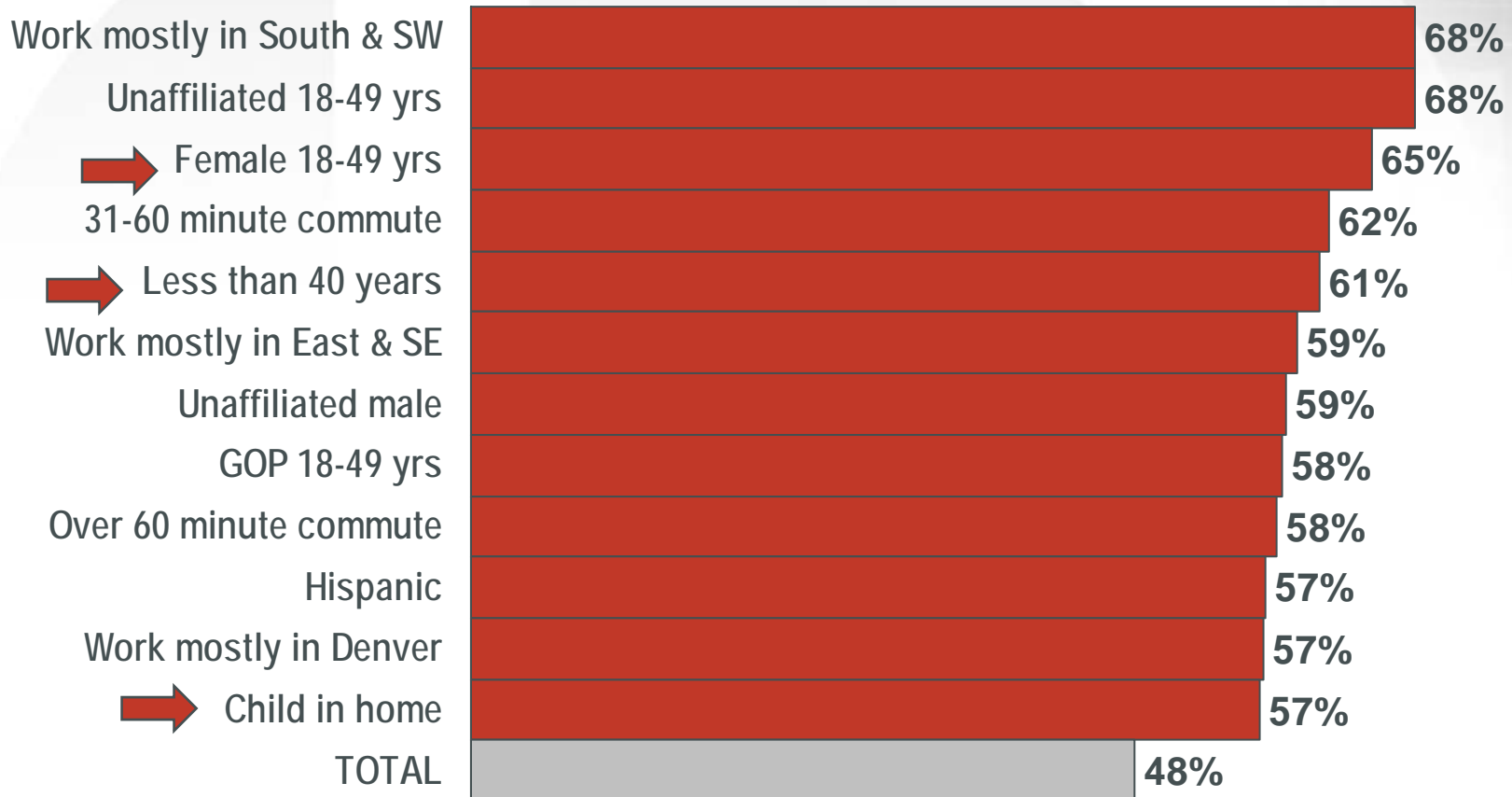
	Useful	Not useful
Improving the content on the city's website	77%	13%
Developing a smartphone app for city news & information & feedback	73%	23%
Increasing the city's social media presence on Twitter, Facebook, & Nextdoor	69%	26%
Have more community meetings for face-to-face communication	59%	31%
Increasing the frequency of print newsletters	59%	37%
Offering telephone townhall meetings	45%	46%

Communications outreach option that would be most useful



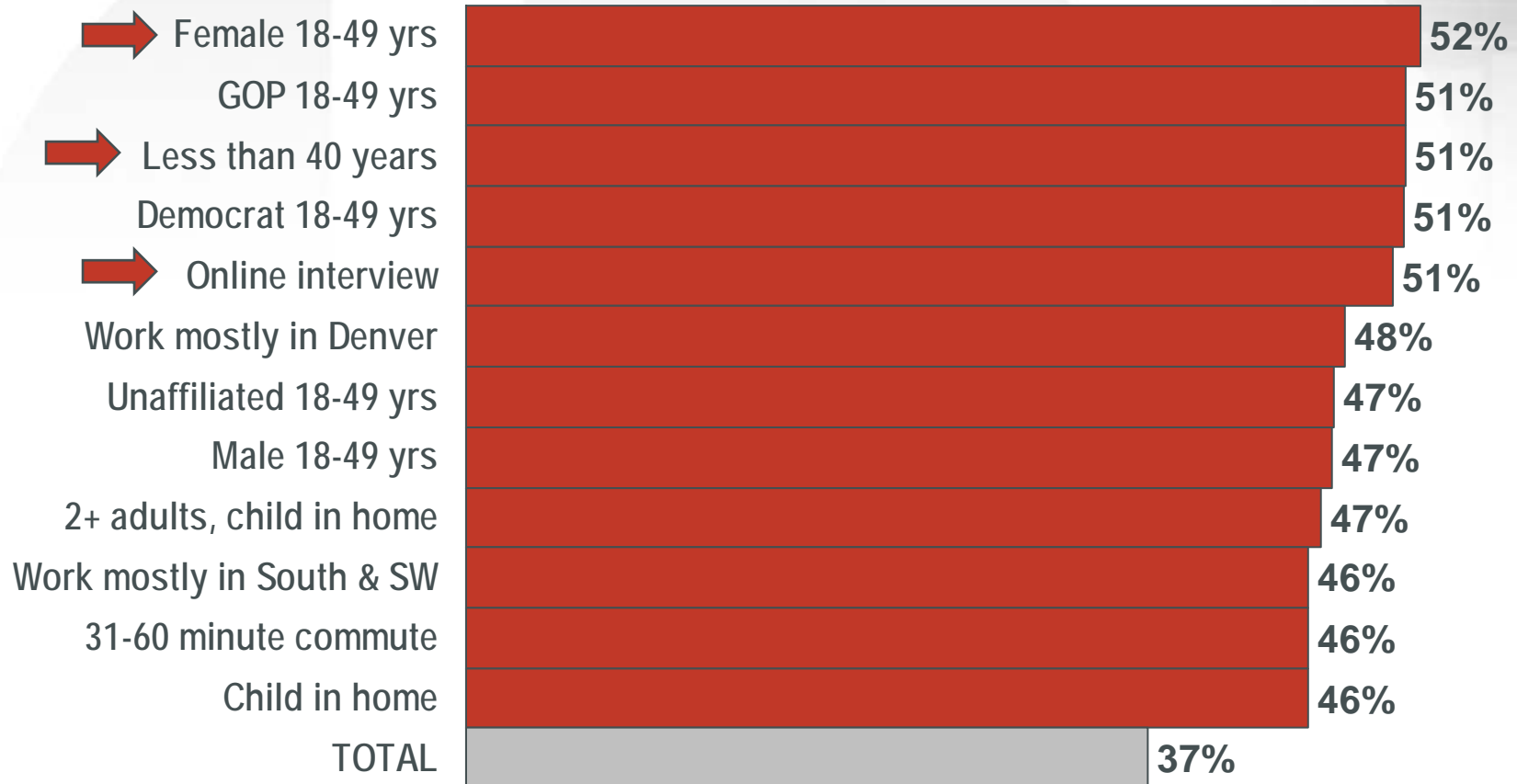
Developing a smartphone app for city news & information & feedback

profile of categories with the highest percentages of “very useful”



Increasing the city's social media presence on Twitter, Facebook, & Nextdoor

profile of categories with the highest percentages of “very useful”



Most effective means of communication for the city to communicate about city affairs (time series)

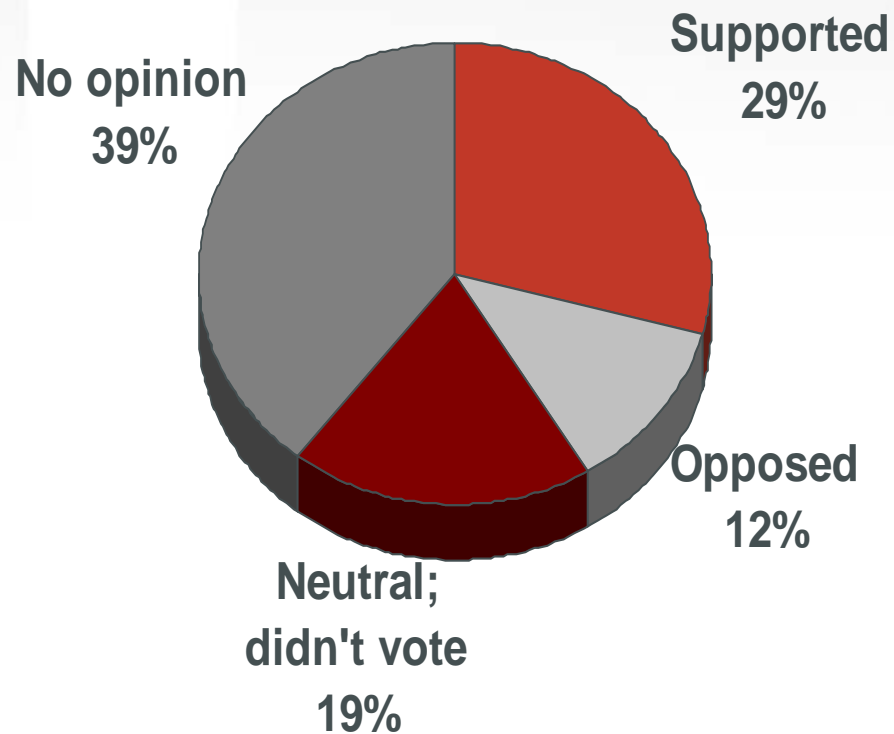
	Dec '10	Dec '13	Dec '14	Jan '16	Dec '16
An email newsletter	29%	27%	33%	27%	26%
Posts on social media like Facebook or Twitter	*	*	10%	12%	23%
Flyer that arrives in your utility bills	39%	34%	25%	27%	17%
Bi-monthly City Voices newspaper sent by mail	28%	32%	17%	22%	14%
News on the city's own website	*	*	4%	3%	7%
Local newspapers like The Sentinel	*	*	6%	5%	5%
Video news program on Channel 8	4%	6%	3%	2%	2%
None	*	*	1%	0%	3%
No opinion	1%	0%	0%	3%	1%

* Not offered on this survey



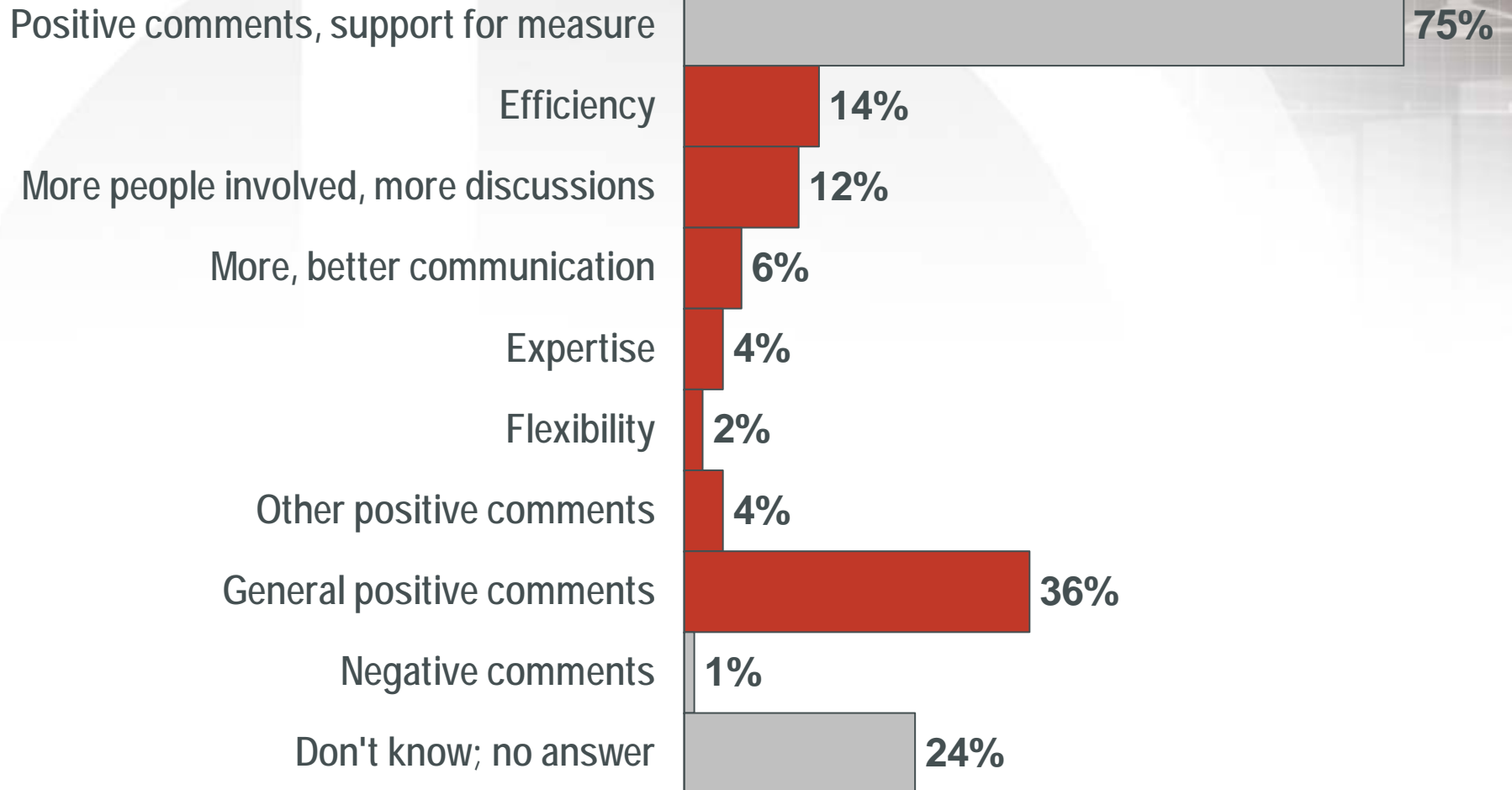
2016 ballot measures and revisions

The measure on the November 2016 ballot that would have authorized City Council standing committees

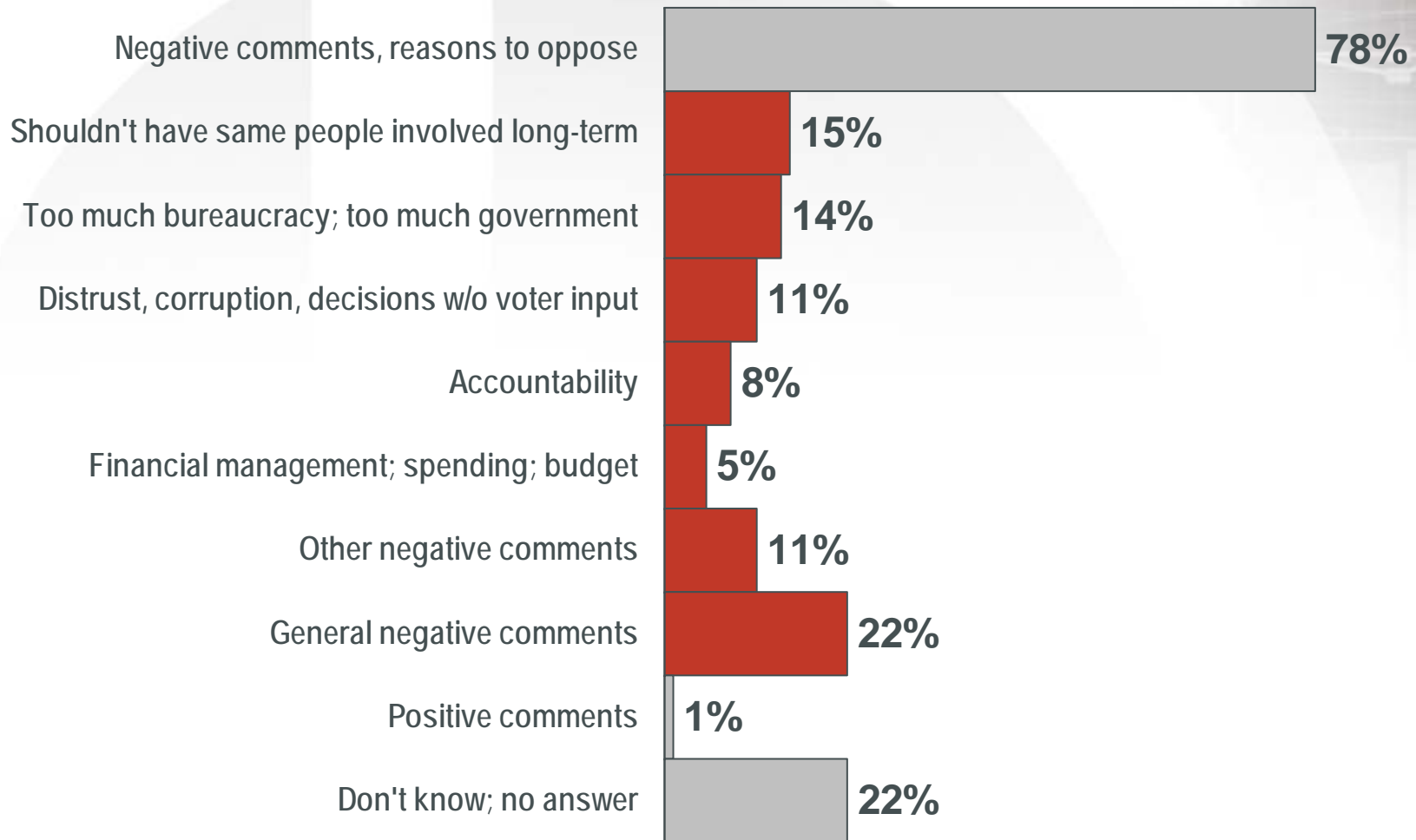


Note: percentages do not add up to 100% due to rounding.

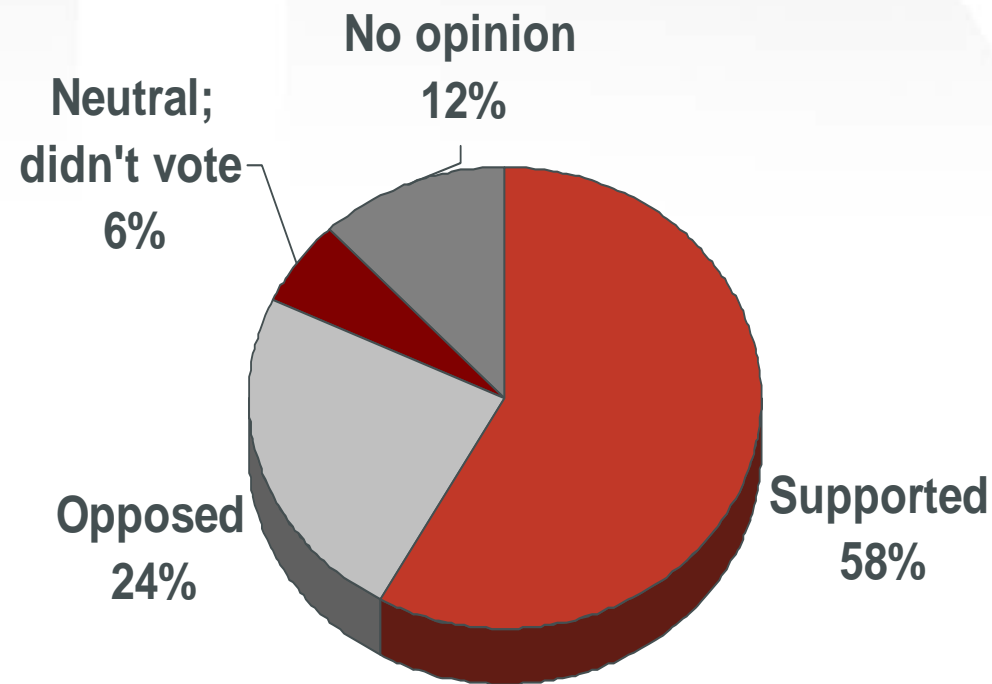
Reasons for standing committees measure support



Reasons for standing committees measure opposition

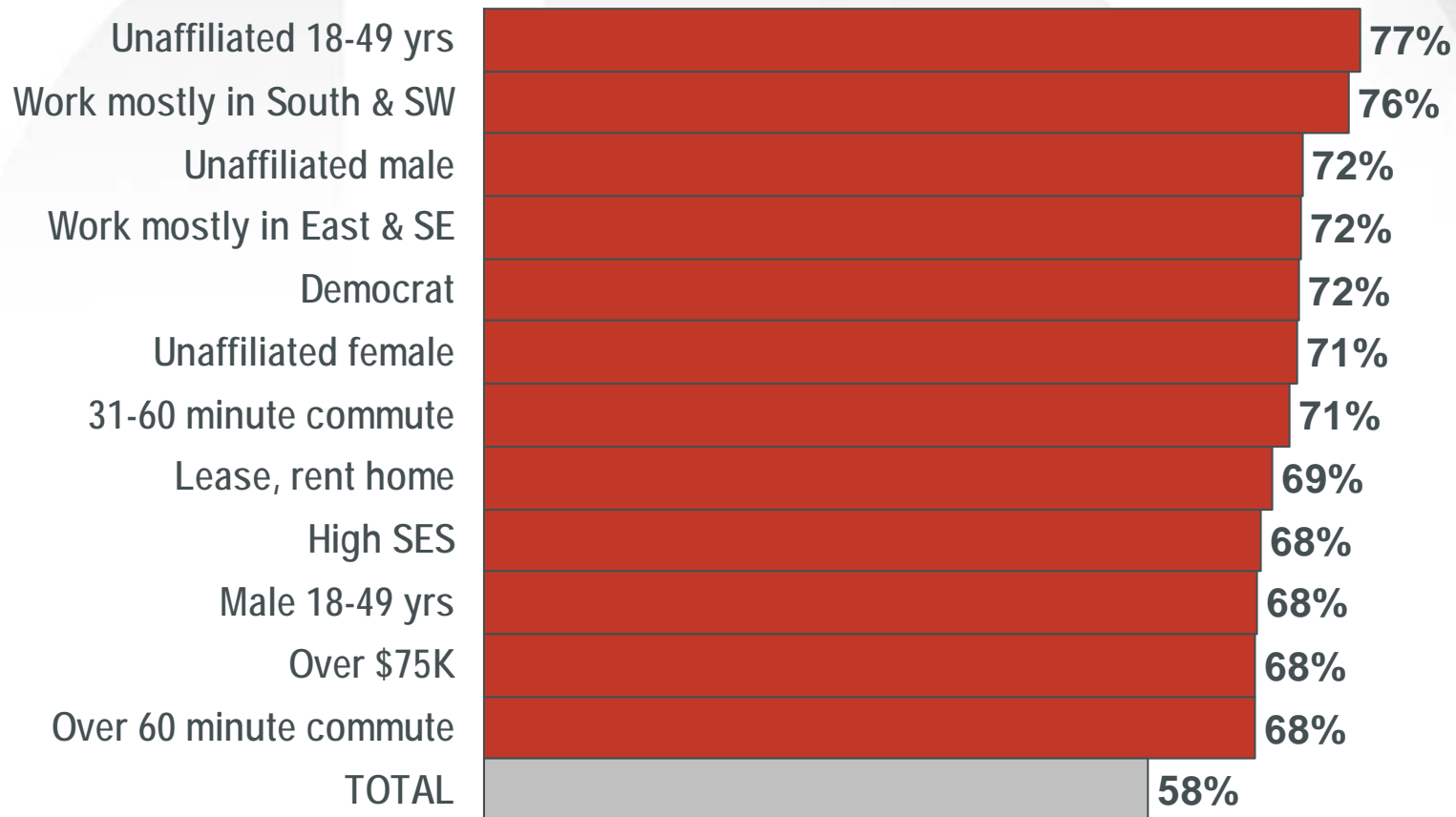


The measure on the November 2016 ballot that would have raised the sales tax rate by two cents on a \$10 purchase to support public safety, community facilities, & redevelopment in the city



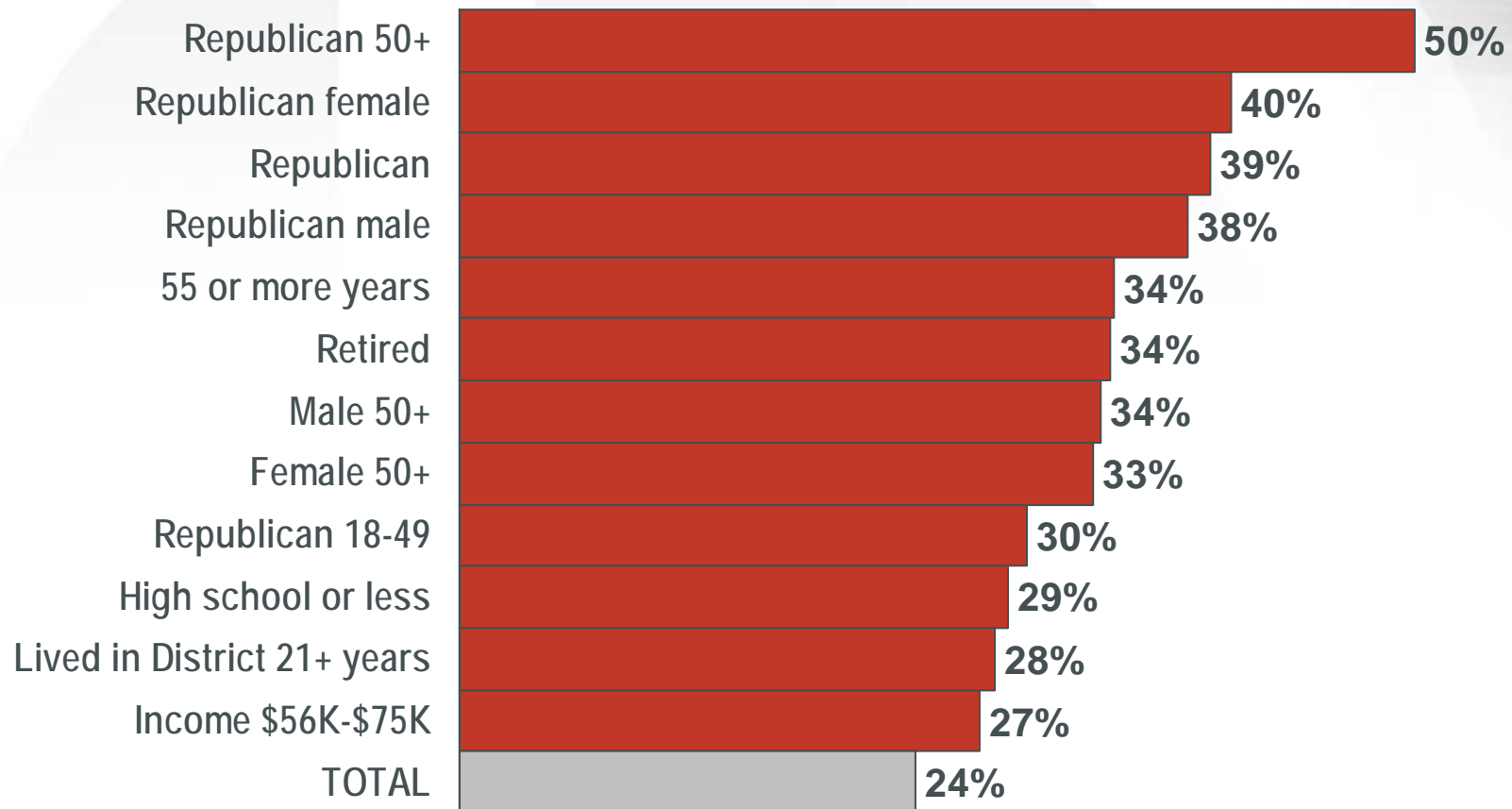
The measure on the November 2016 ballot that would have raised the sales tax rate by two cents . . .

profile of categories with the highest percentages of “supported”

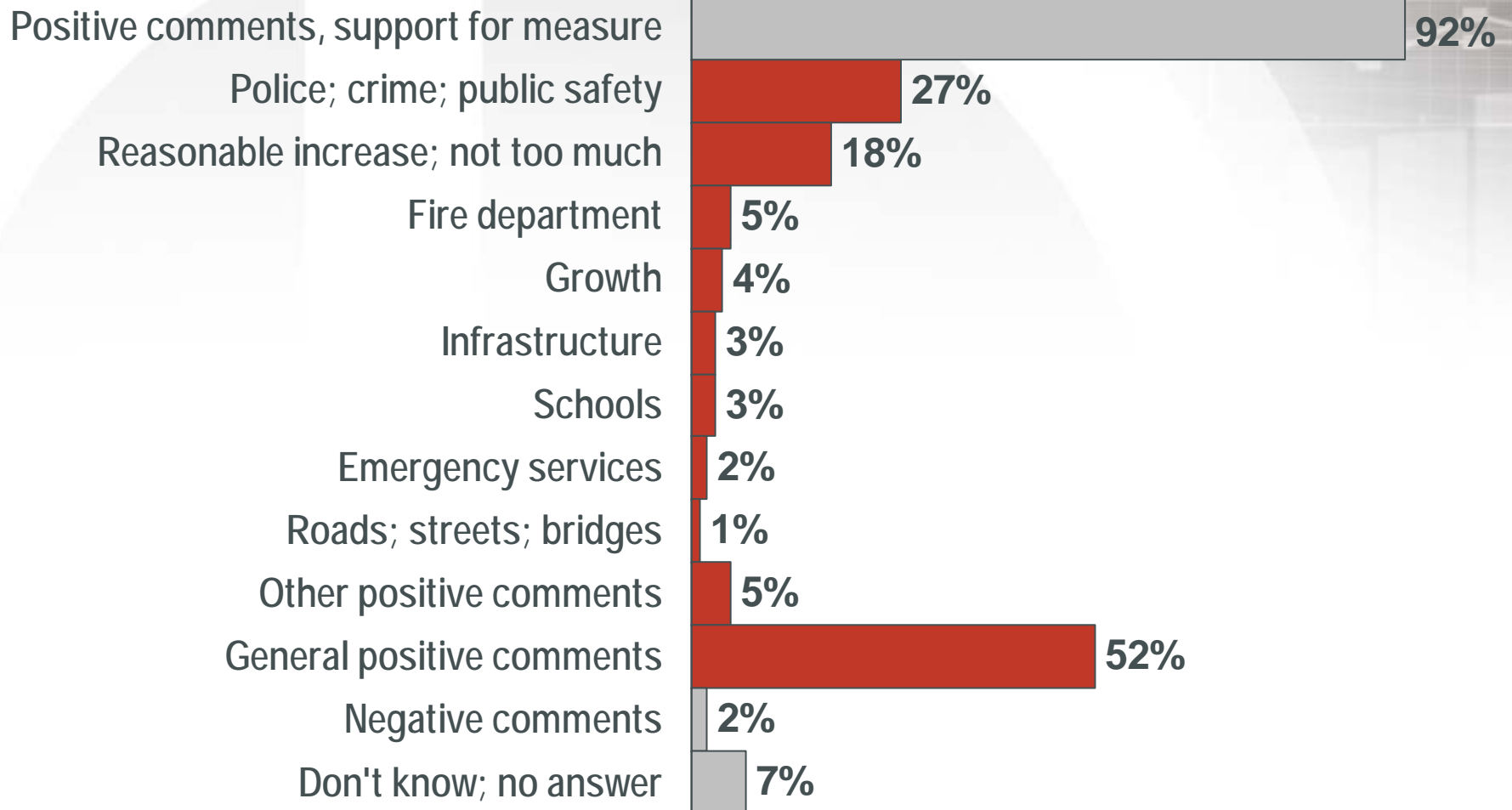


The measure on the November 2016 ballot that would have raised the sales tax rate by two cents ...

profile of categories with the highest percentages of “opposed”



Reasons for sales tax increase measure support



Reasons for sales tax increase measure opposition

Negative comments, reasons to oppose

96%

Taxes too high

77%

Problems with budget, spending, waste

32%

Other negative comments

9%

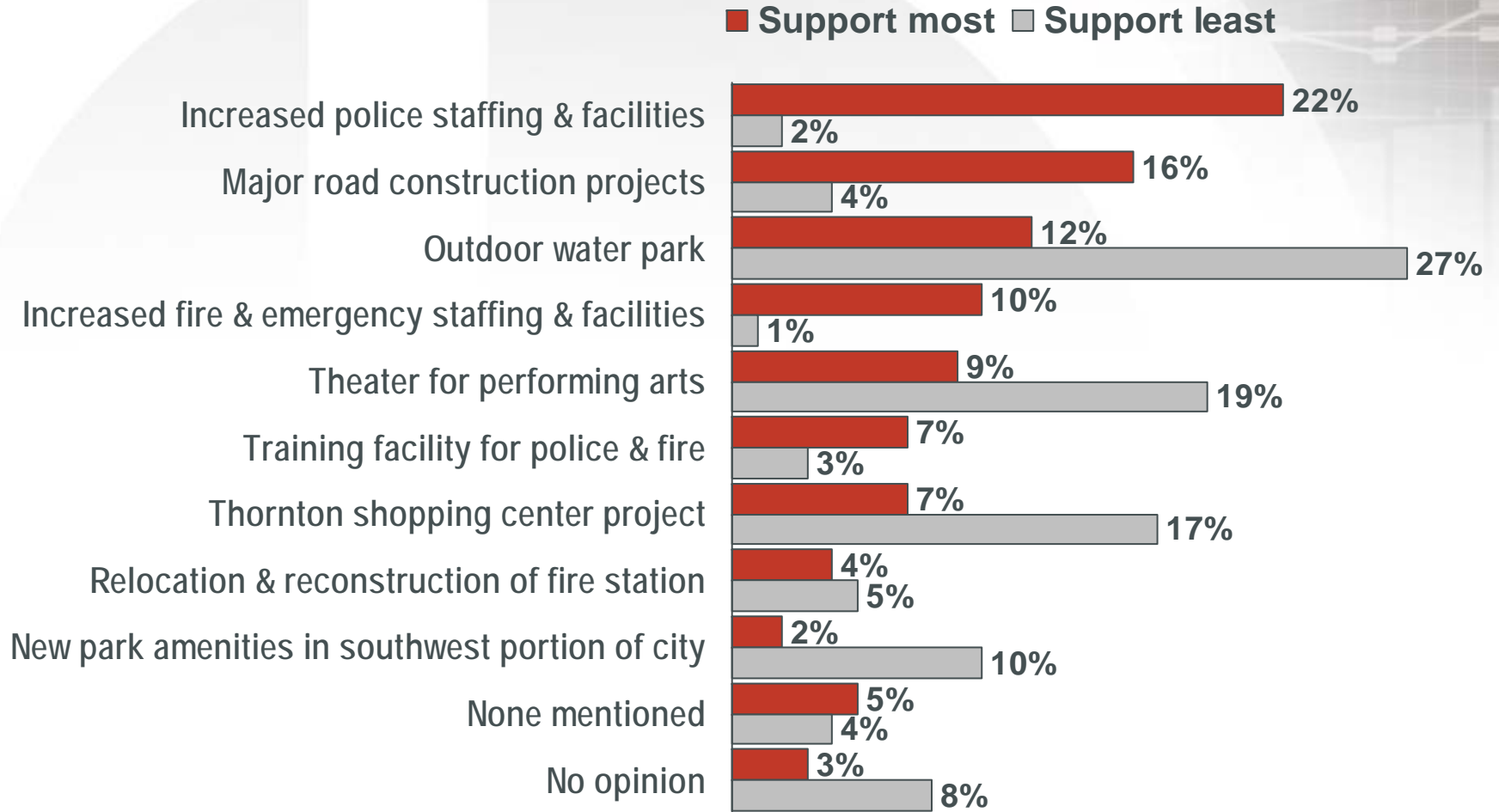
Don't know; no answer

4%

Effect on vote for a future sales tax increase measure if selected projects & services were included

	Would make <i>more likely</i> to vote for	Would make <i>less likely</i> to vote for
Increased staffing & facilities to improve police response throughout the city	78%	15%
Increased staffing & facilities to improve fire & emergency services throughout the city	76%	17%
Public safety training facility for Police & Fire personnel	68%	22%
Construction of major pieces of missing east-west & north-south road connections in the City of Thornton such as McKay Road & 144th Avenue	63%	24%
Relocation & reconstruction of Thornton's 50-year old fire station in Original Thornton to better serve the southeast portion of the city	59%	27%
Acquisition & redevelopment of the Thornton Shopping Center located at 88th Avenue & Washington Street to revitalize the neighborhood & business community	52%	35%
Theater that would accommodate a variety of performing arts performances	51%	38%
An outdoor water park at 136th & Holly Street	48%	42%
Construction of new park amenities in the southwest portion of the city	42%	41%

Most and least preferred projects or services

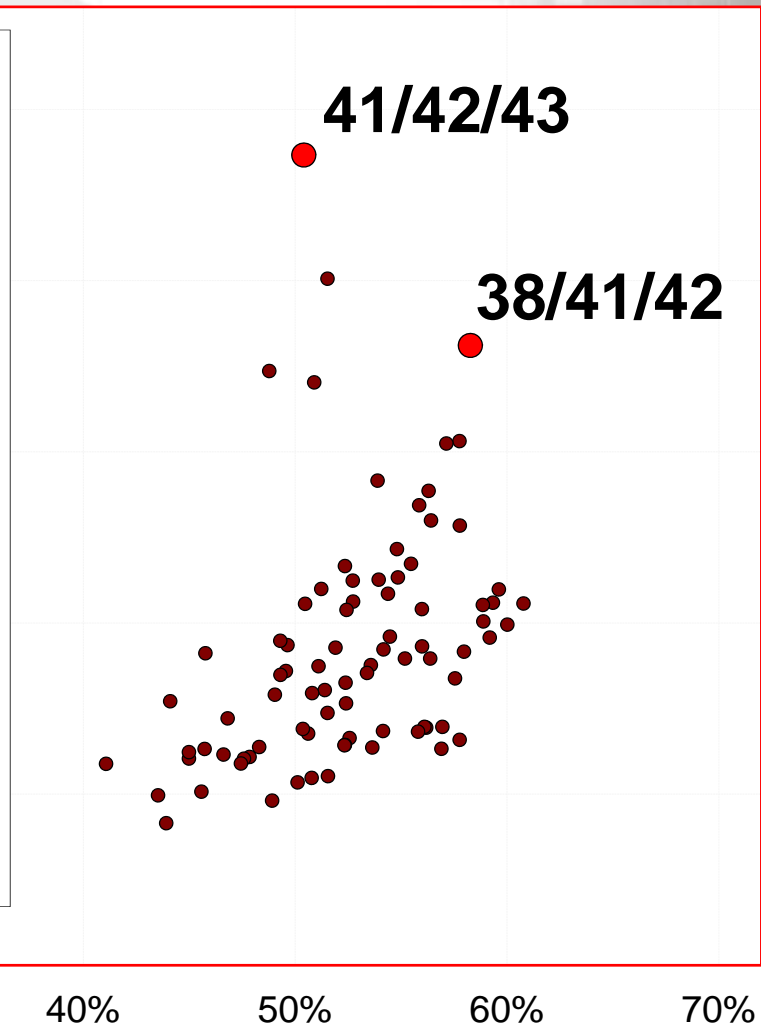


Best 3 projects & services which would be paid for with a sales tax increase

percent all 3 much more likely to vote for

25%
20%
15%
10%
5%
0%

- 38** Construction of major pieces of missing E/W & N/S road connections such as McKay Rd & 144th Ave
- 41** Increased staffing & facilities to improve police response
- 42** Increased staffing & facilities to improve fire & emergency services
- 43** Public safety training facility for police & fire personnel



percent any 3 much more likely to vote for

Other projects or services that should be included in any future ballot measure raising the sales tax

