



# City of Thornton 2010 Annual Citizen Survey

Conducted December 11-13, 2010

# Background

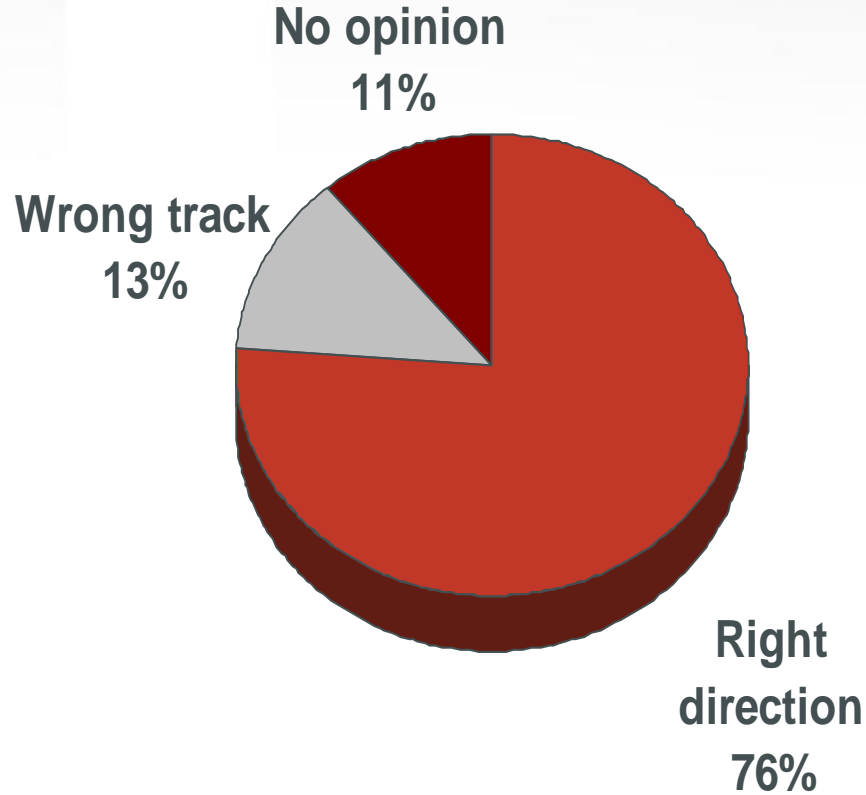
- **Methodology**

- Sample of 403 adult citizens of Thornton
- Interviews conducted December 11-13, 2010
- Margin of error of  $\pm 4.9\%$  for the entire sample
- Typical interview was about 10 minutes

- **Contributors**

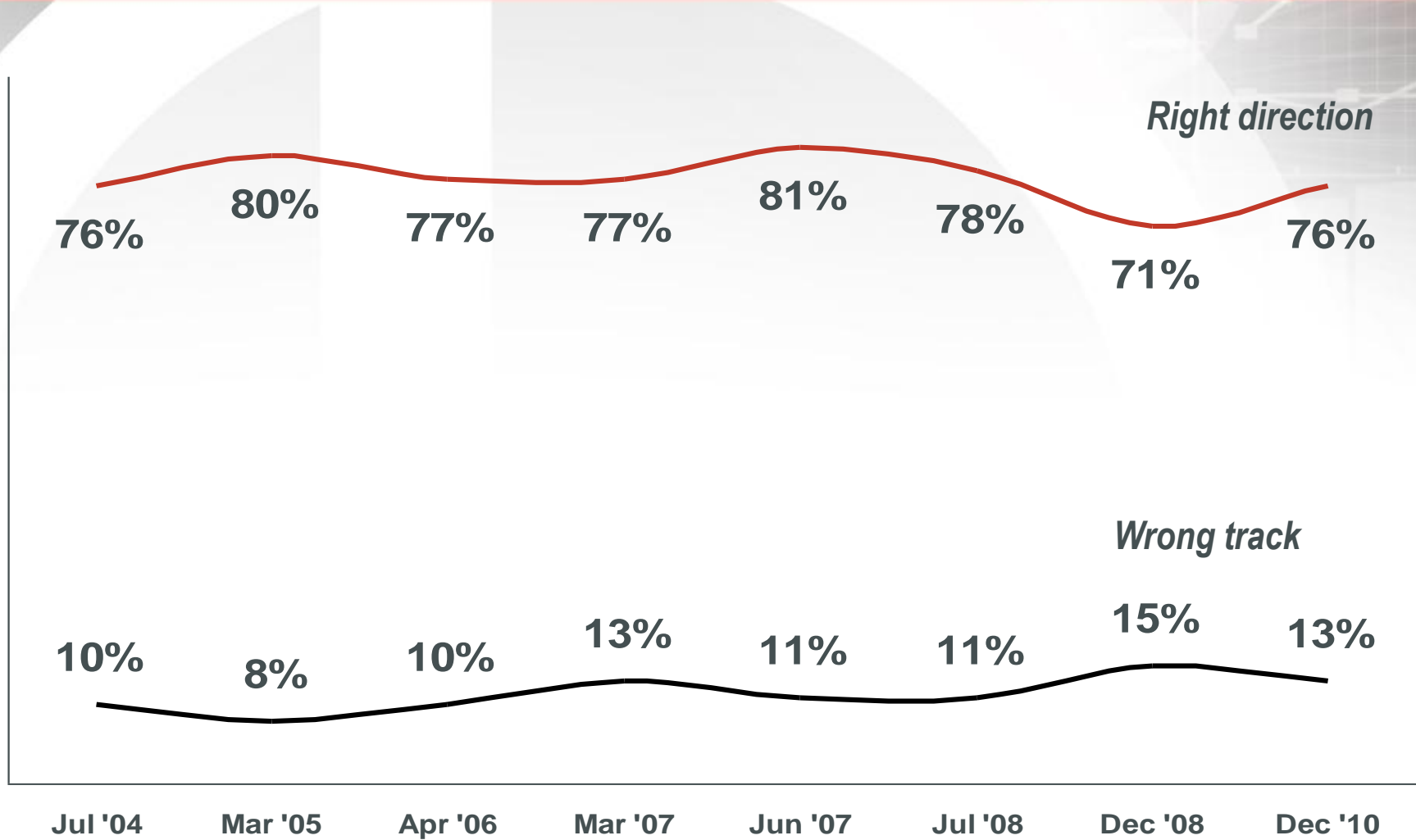
- Dr. David B. Hill, Director, HRC
- Dr. Stephen N. White, Assistant Director
- Jason Nemeck, Project Manager

# Direction of things in Thornton



# Direction of things in Thornton

(time series)

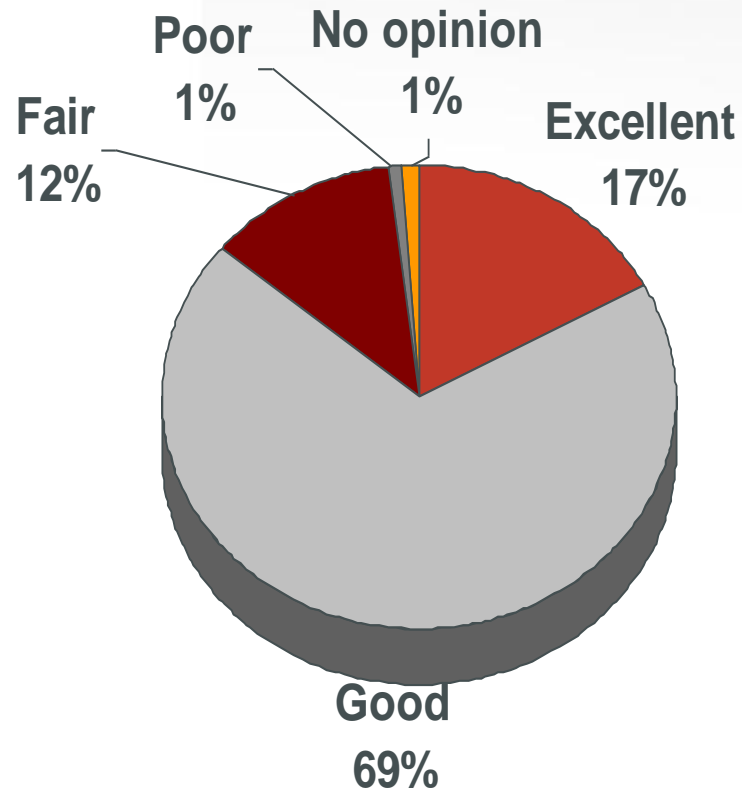


# Direction of things in Thornton

profile of categories with the highest percentages of “right direction”

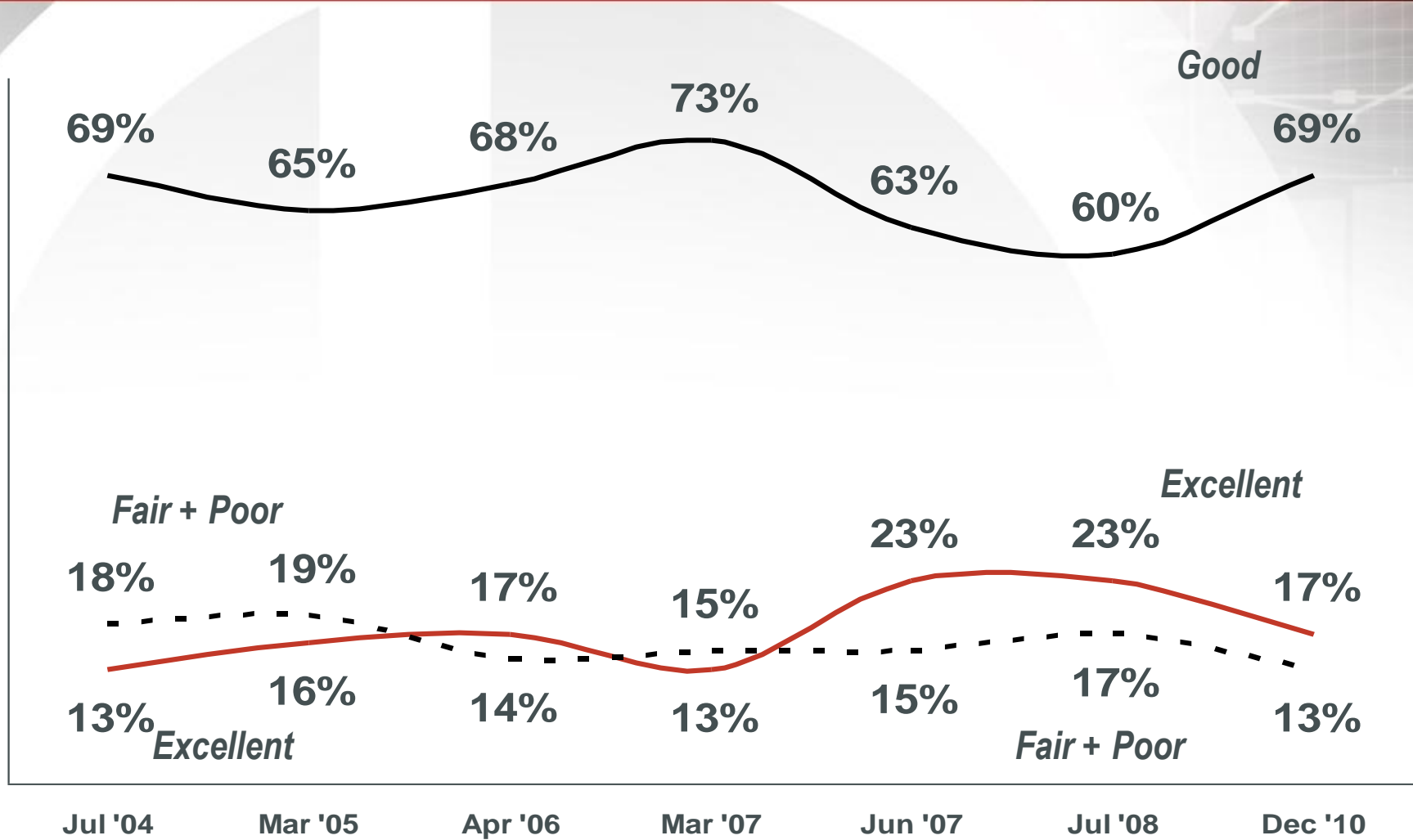


# Quality of life in Thornton



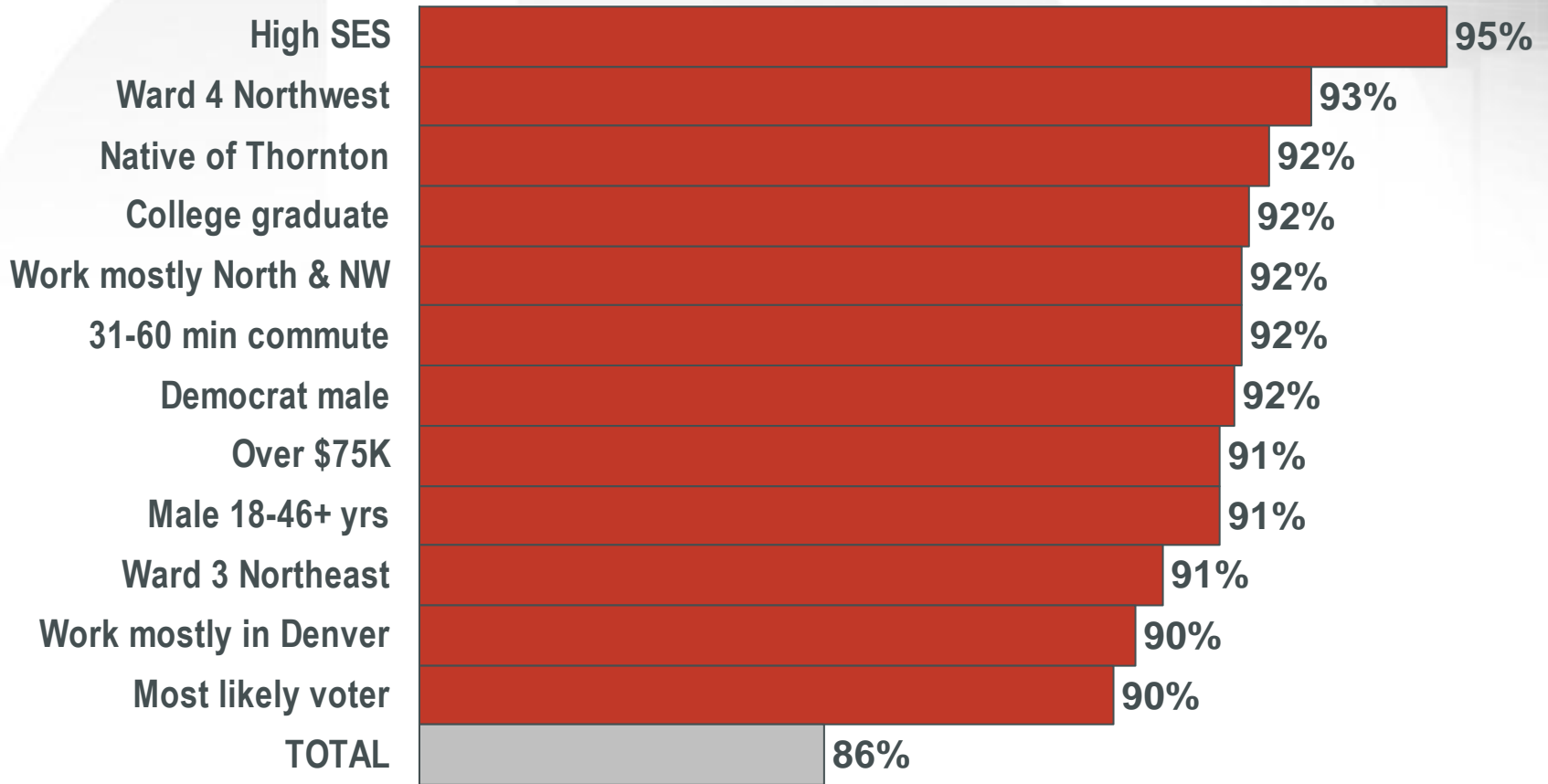
# Quality of life in Thornton

(time series)

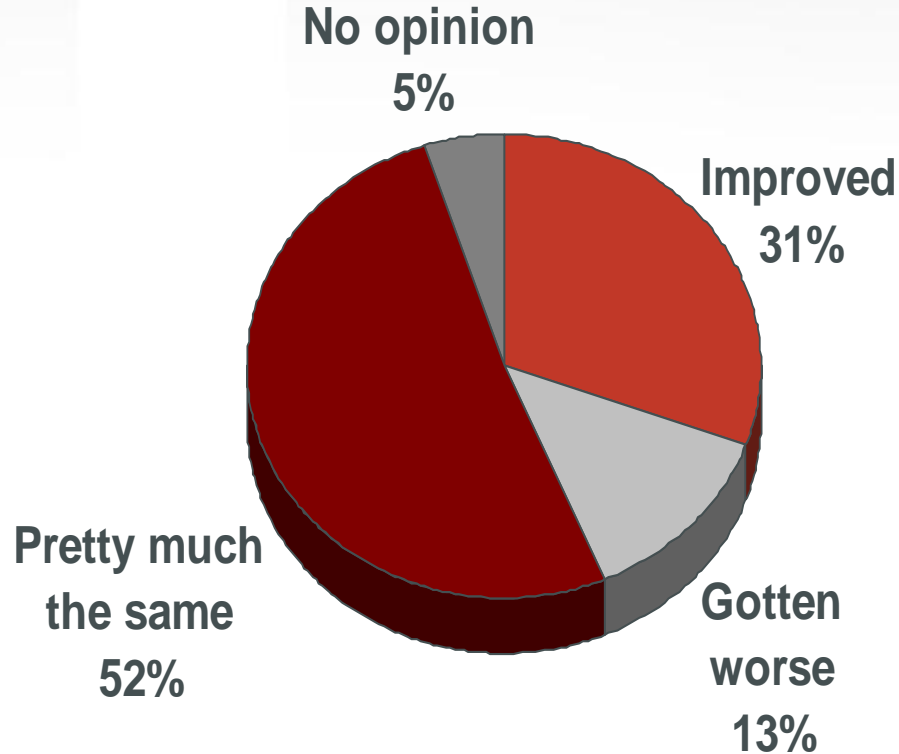


# Quality of life in Thornton

profile of categories with the highest percentages of “excellent + good”



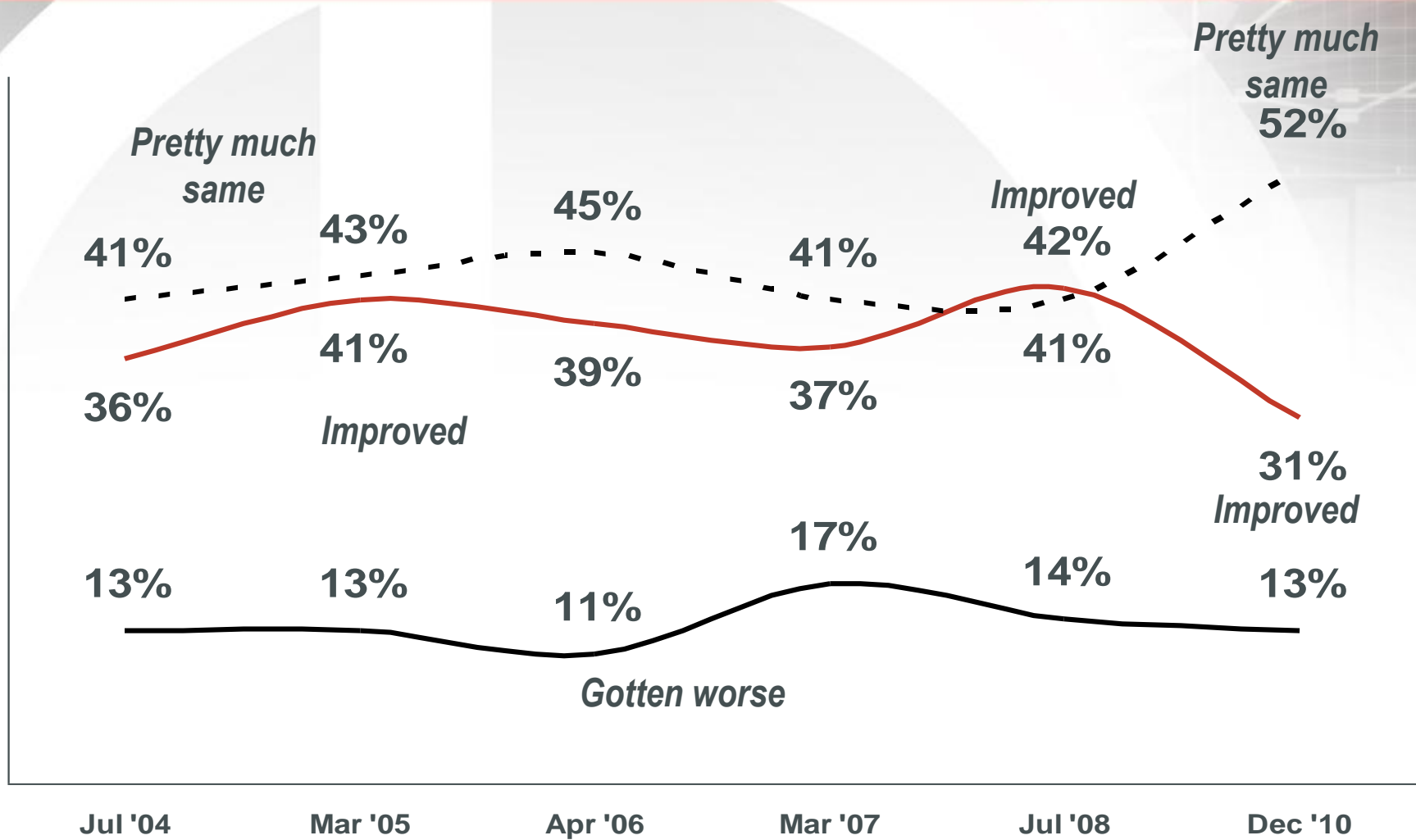
# Change in the quality of life in Thornton during the last few years



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

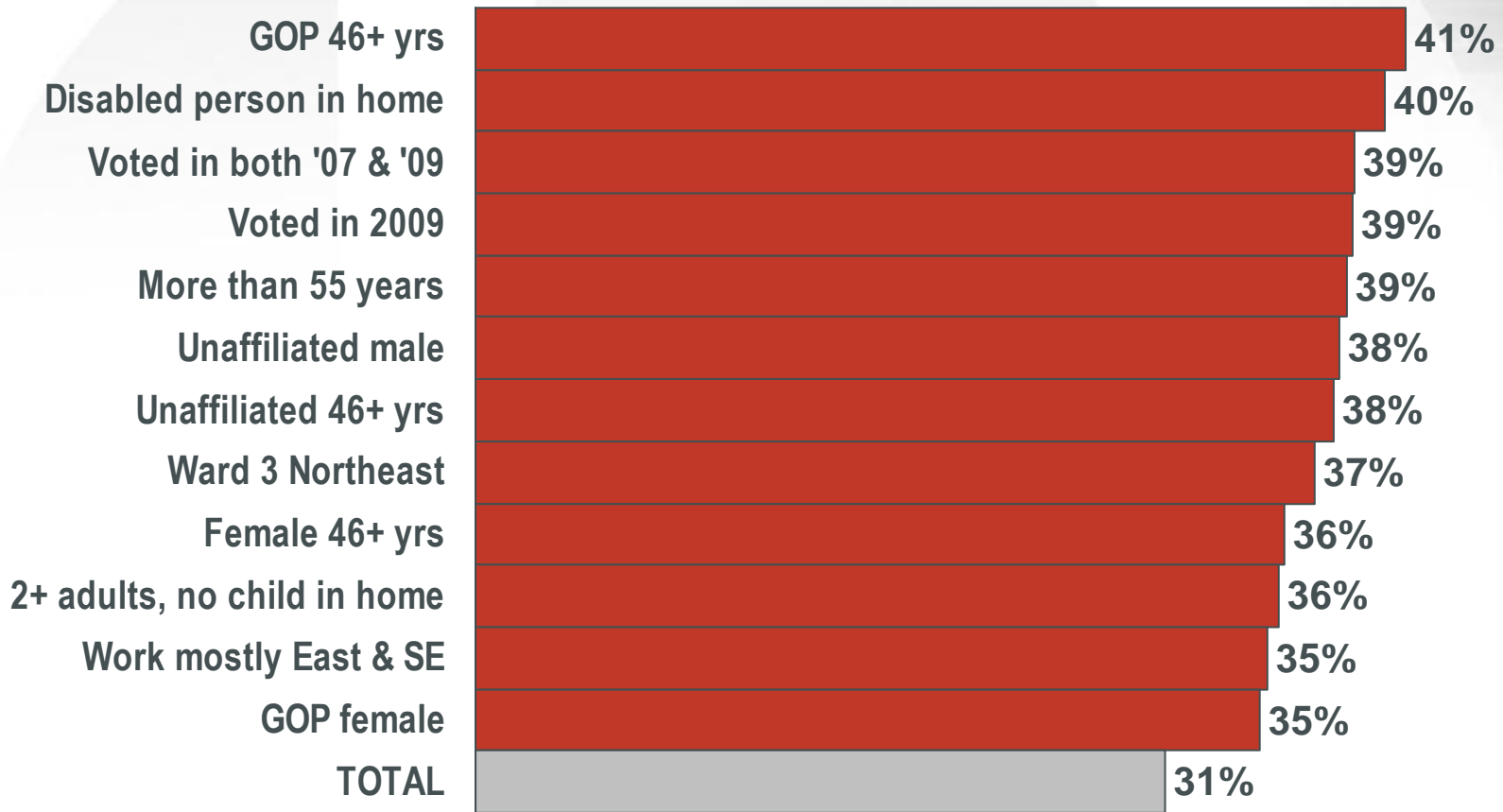
# Change in the quality of life in Thornton during the past few years

(time series)

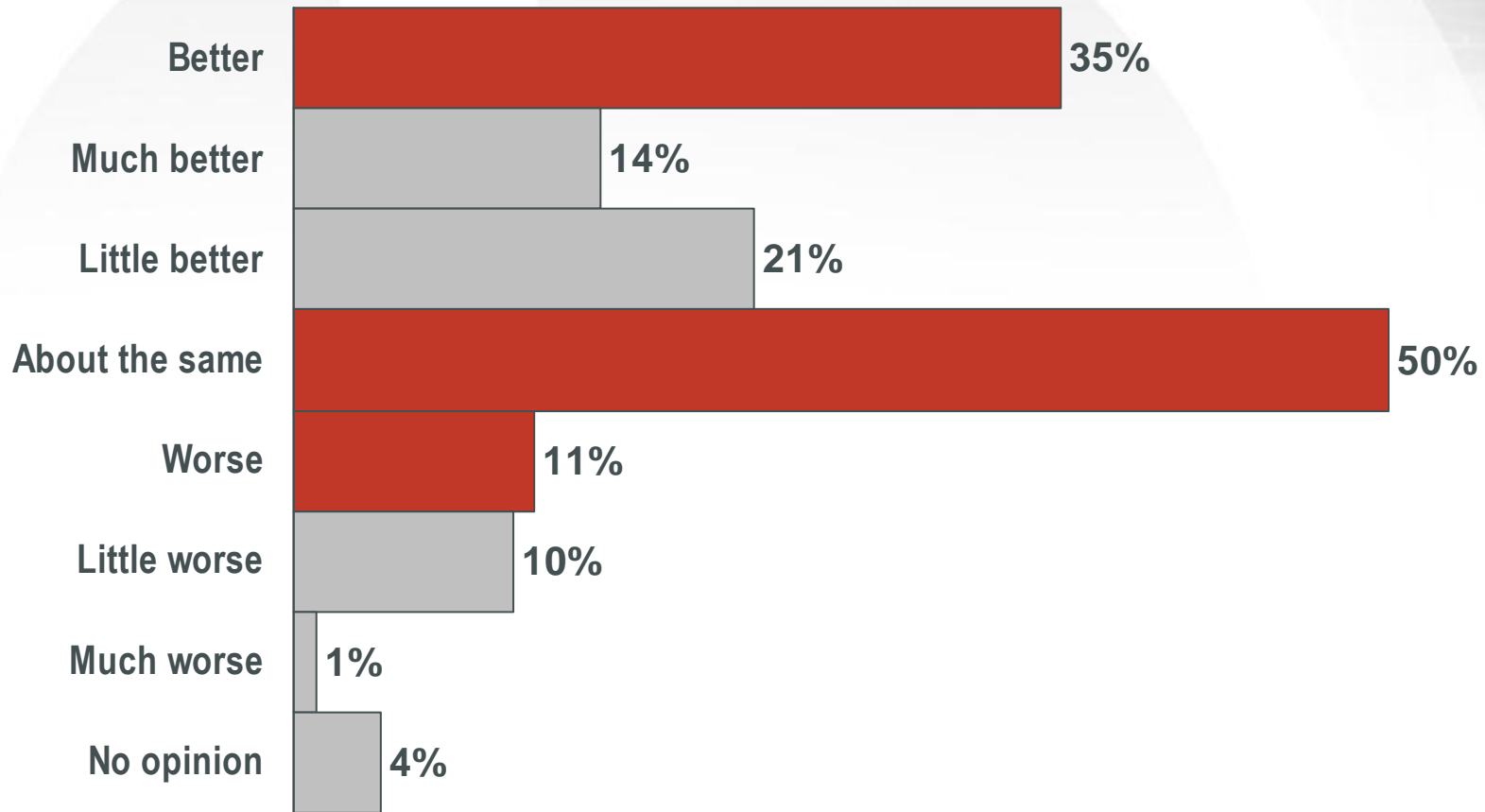


# Change in the quality of life in Thornton during the last few years

profile of categories with the highest percentages of “improved”

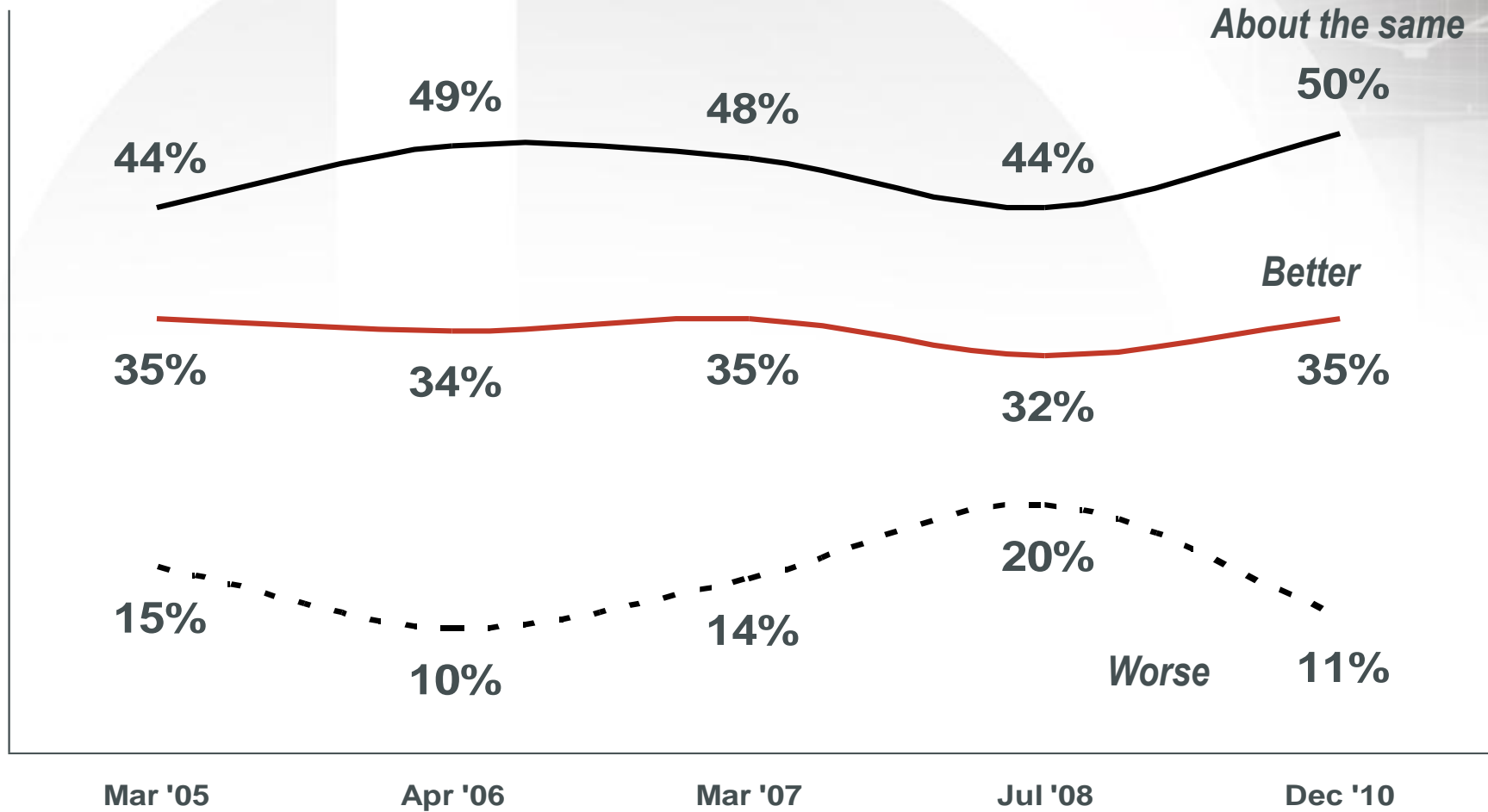


# Compared to other communities in the Denver area, economic conditions in Thornton are...

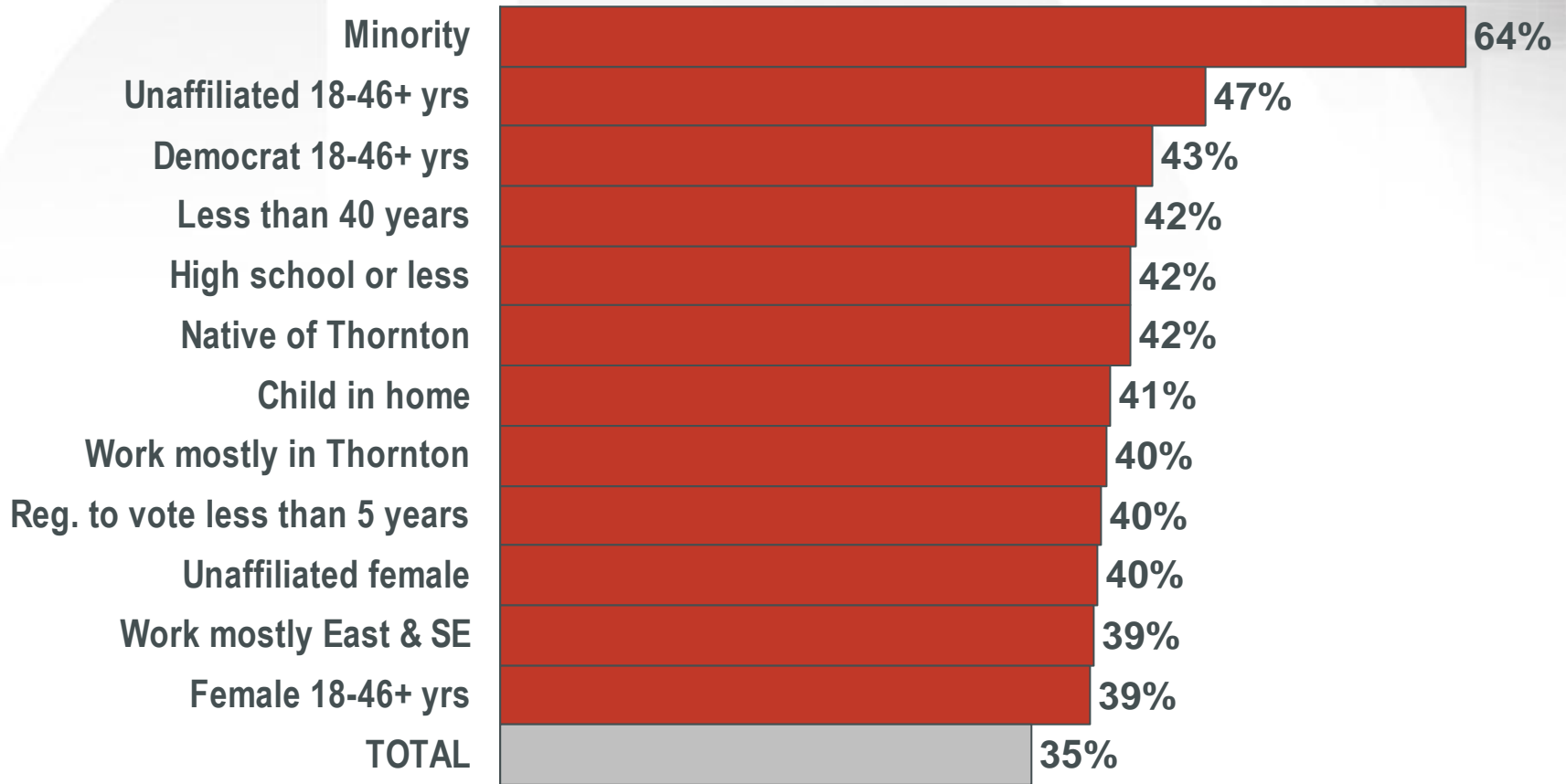


# Compared to other communities in the Denver area, economic conditions in Thornton are...

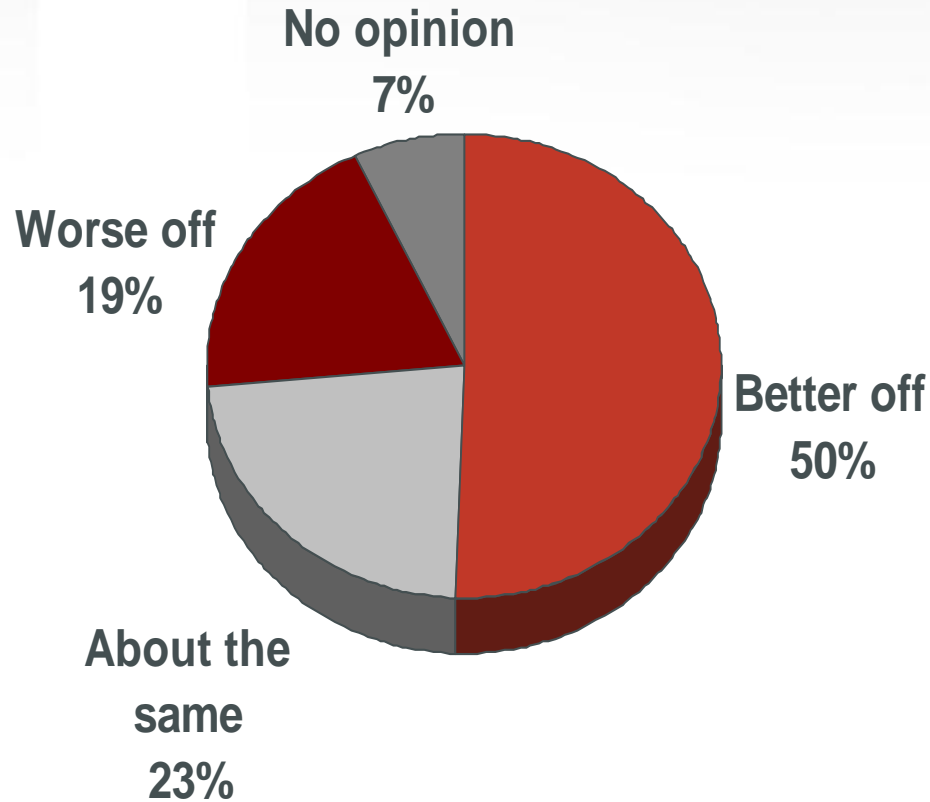
(time series)



# Compared to other communities in the Denver area, economic conditions in Thornton are... profile of categories with the highest percentages of “better”



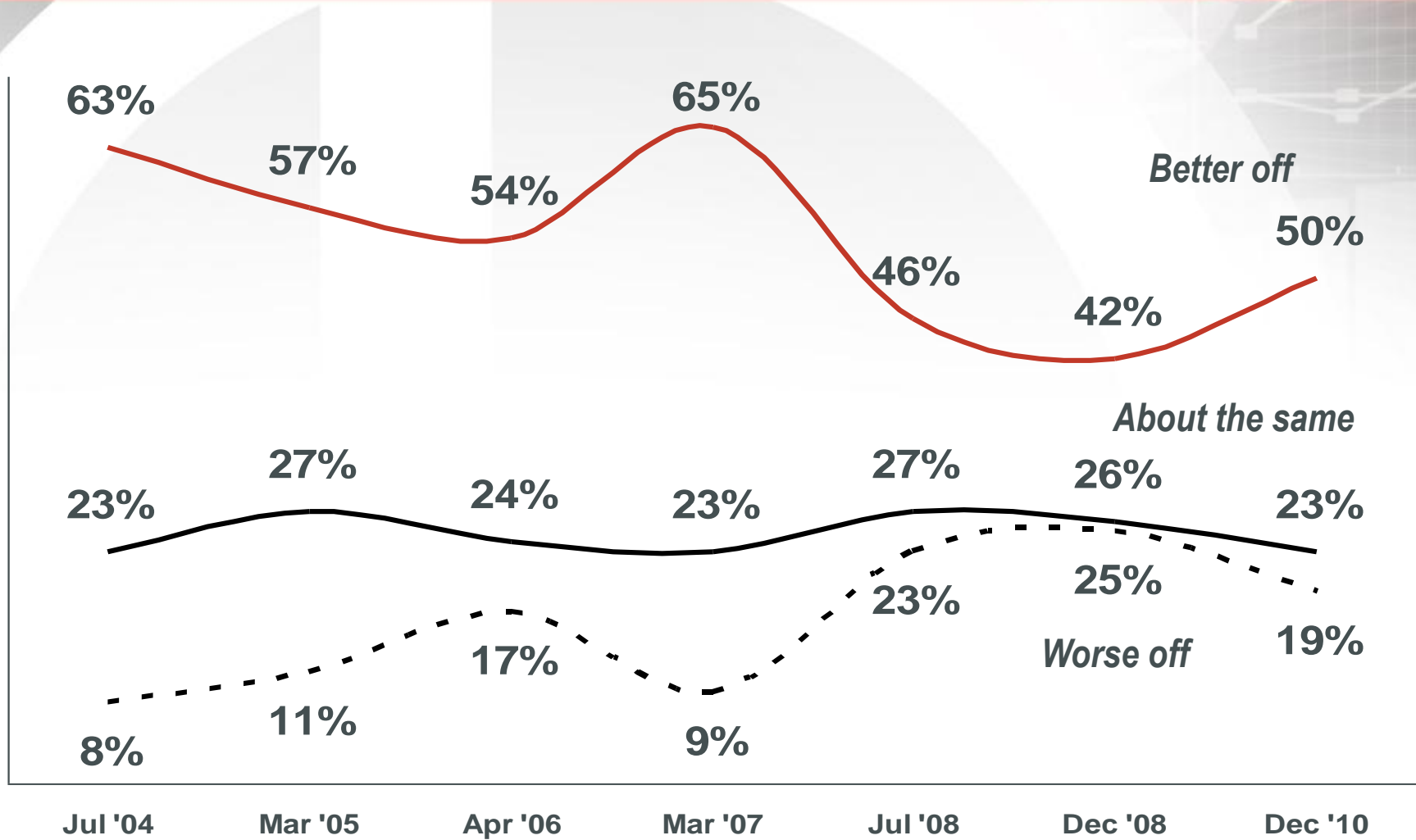
# Financial expectations for this time next year



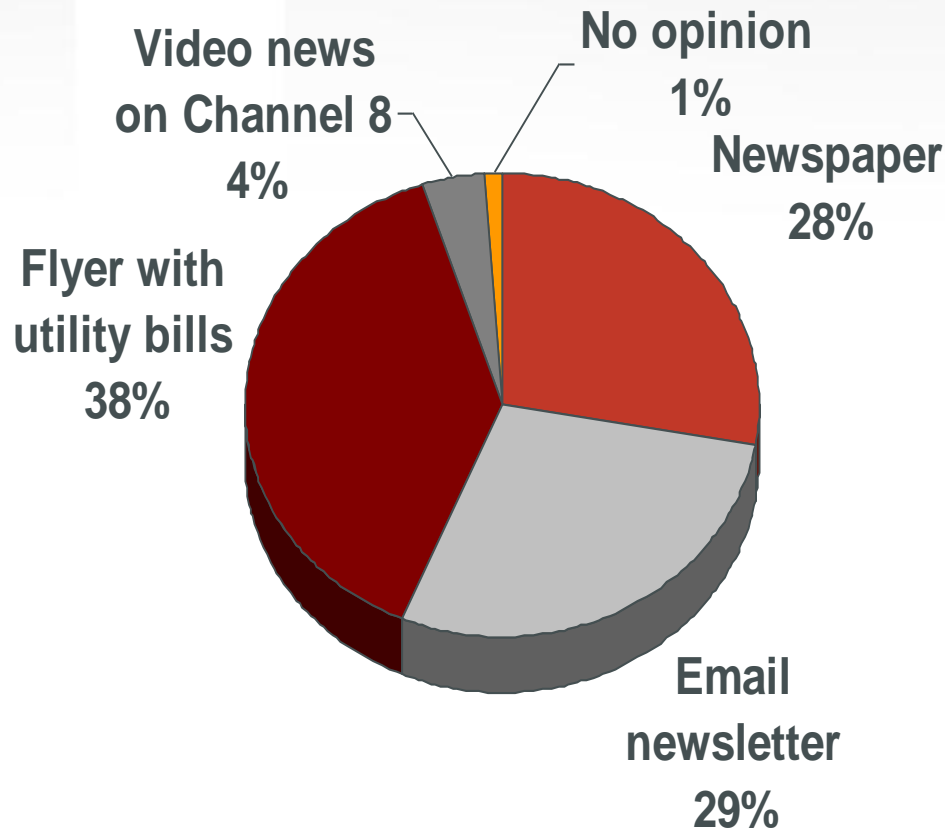
*Note: percentages do not add to 100% due to rounding.*

# Financial expectations for this time next year

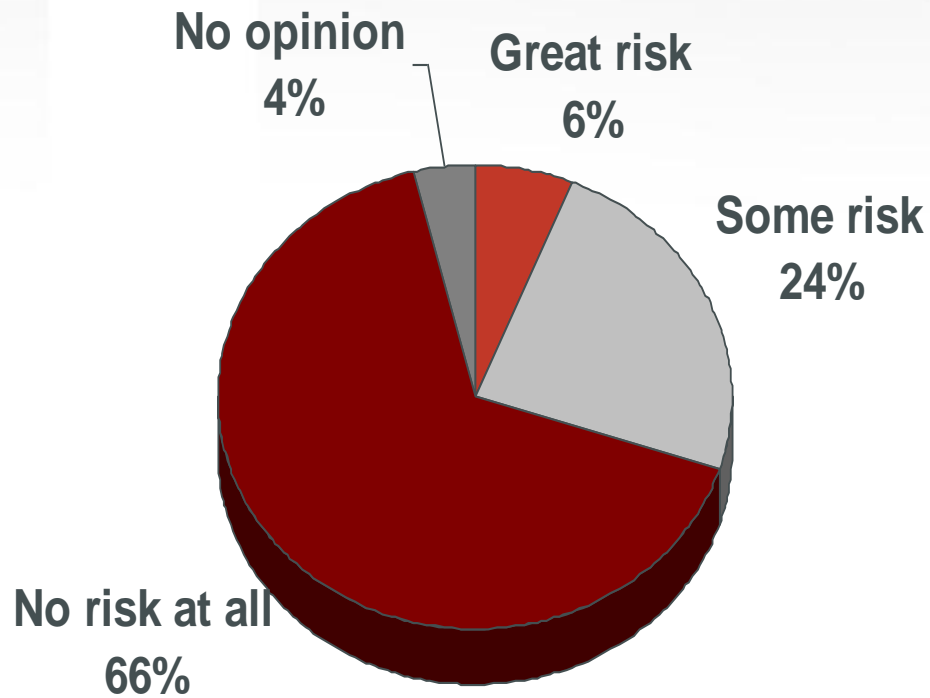
(time series)



# Most effective way to communicate with you about city affairs

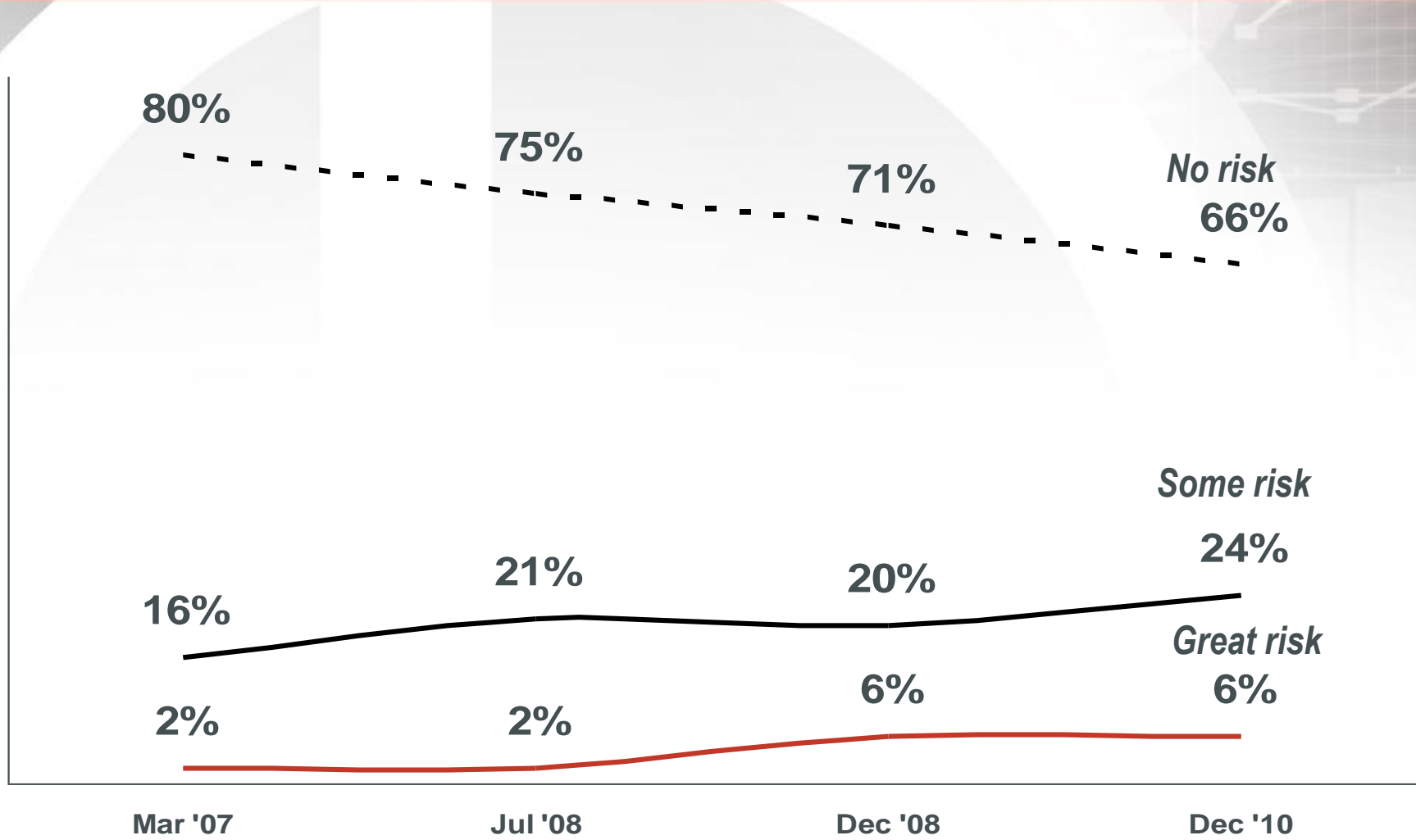


# Risk of losing own home because of financial conditions during the last year



# Risk of losing own home because of financial conditions during the last year

(time series)



# Satisfaction with selected Thornton services – part one

	Very	Some- what	Not very + not at all
Trash collection	75%	18%	2%
Fire protection	69%	18%	1%
Recycling	66%	19%	8%
Maintenance of parks, trails & open space	65%	29%	3%
Overall recreation & parks facilities	64%	28%	6%
Safety of own neighborhood during the day	61%	34%	4%
Water service	59%	32%	7%
Police protection	58%	32%	6%
Stray animal control	54%	30%	6%
Safety of own neighborhood at night	53%	36%	10%

# Satisfaction with selected Thornton services - part two

	Very	Some- what	Not very + not at all
Ambulance service	49%	17%	2%
Ease of driving in the city	45%	42%	11%
Snow removal & street sanding	39%	39%	17%
Street repair	36%	46%	16%
City government website, cityofthornton.net	35%	31%	4%
City enforcement of zoning & code enforcement for neighborhoods	33%	41%	14%
Planning for growth & development	28%	43%	15%
Services for senior citizens	28%	24%	4%
Cultural & arts programming	27%	39%	12%
City affairs programming on the cable TV Channel 8	17%	24%	4%
City's I-Watch program	16%	24%	2%

# Satisfaction with selected Thornton services

## part one, *percent very satisfied shown*

(time series)

	Jul '04	Apr '06	Jul '08	Dec '10
Trash collection	70%	64%	75%	75%
Fire protection	66%	60%	67%	69%
Recycling	51%	50%	70%	66%
Maintenance of parks, trails & open space	59%	52%	61%	65%
Overall recreation & parks facilities	*	*	58%	64%
Safety of own neighborhood during the day	*	*	64%	61%
Water service	50%	48%	62%	59%
Police protection	50%	51%	57%	58%
Stray animal control	45%	39%	57%	54%
Safety of own neighborhood at night	*	*	48%	53%

\* Not asked on this survey.

# Satisfaction with selected Thornton services

## part two, percent very satisfied shown

(time series)

	Jul '04	Apr '06	Jul '08	Dec '10
Ambulance service	45%	40%	48%	49%
Ease of driving in the city	*	*	35%	45%
Snow removal & street sanding	46%	37%	27%	39%
Street repair	37%	30%	30%	36%
City enforcement of zoning & code enforcement for neighborhoods	*	*	32%	33%
Planning for growth & development	26%	20%	27%	28%
Services for senior citizens	24%	25%	25%	28%
Cultural & arts programming	*	*	19%	27%
City affairs programming on the cable TV Channel 8	22%	25%	23%	17%

\* Not asked on this survey.

# City services satisfaction perceptual map

(multi-dimensional scaling)

Proximity correlates with rating homogeneity

Snow removal,  
street sanding

Street repair

Zoning, code  
enforcement

Ease of driving

Night safety

Water service

Parks, trails,  
open space

Police Day safety

Overall rec. &  
parks facilities

Trash collection

I-Watch  
Planning  
for G&D

Fire

Cable TV  
Channel 8

Senior services  
Cultural, arts  
programming

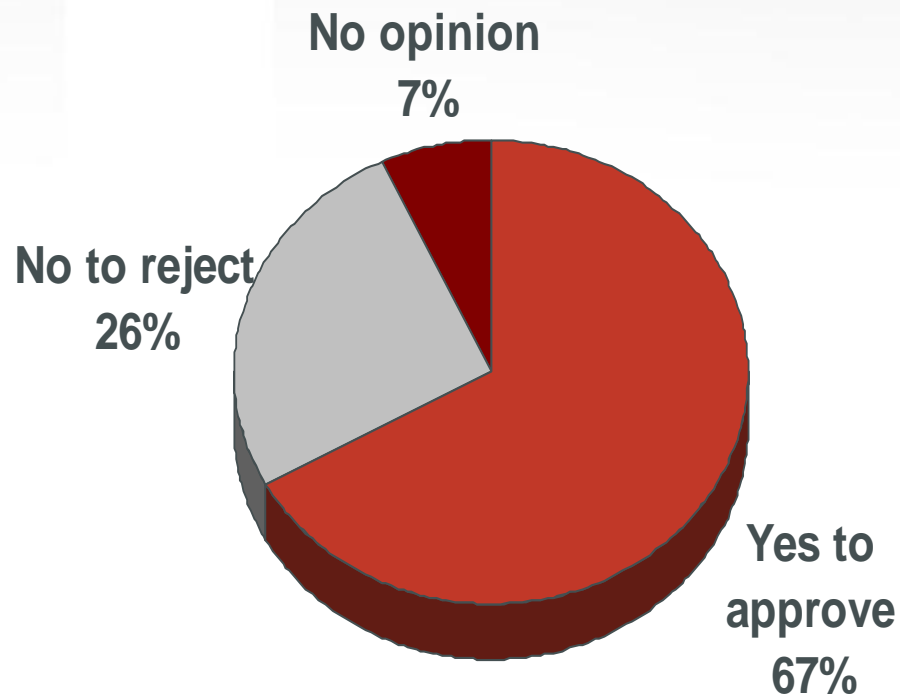
Stray animal control

cityofthornton.net

Recycling

Ambulance

# If an election were held today to renew & extend the Parks & Open Space Tax, would vote...

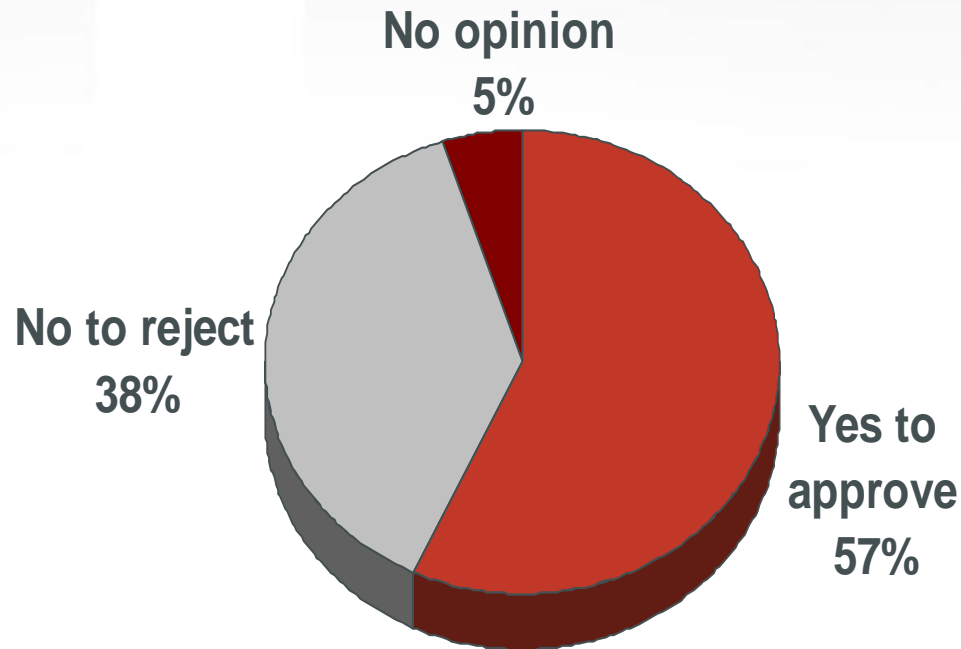


# If an election were held today to renew & extend the Parks & Open Space Tax, would vote...

profile of categories with the highest percentages of “yes”

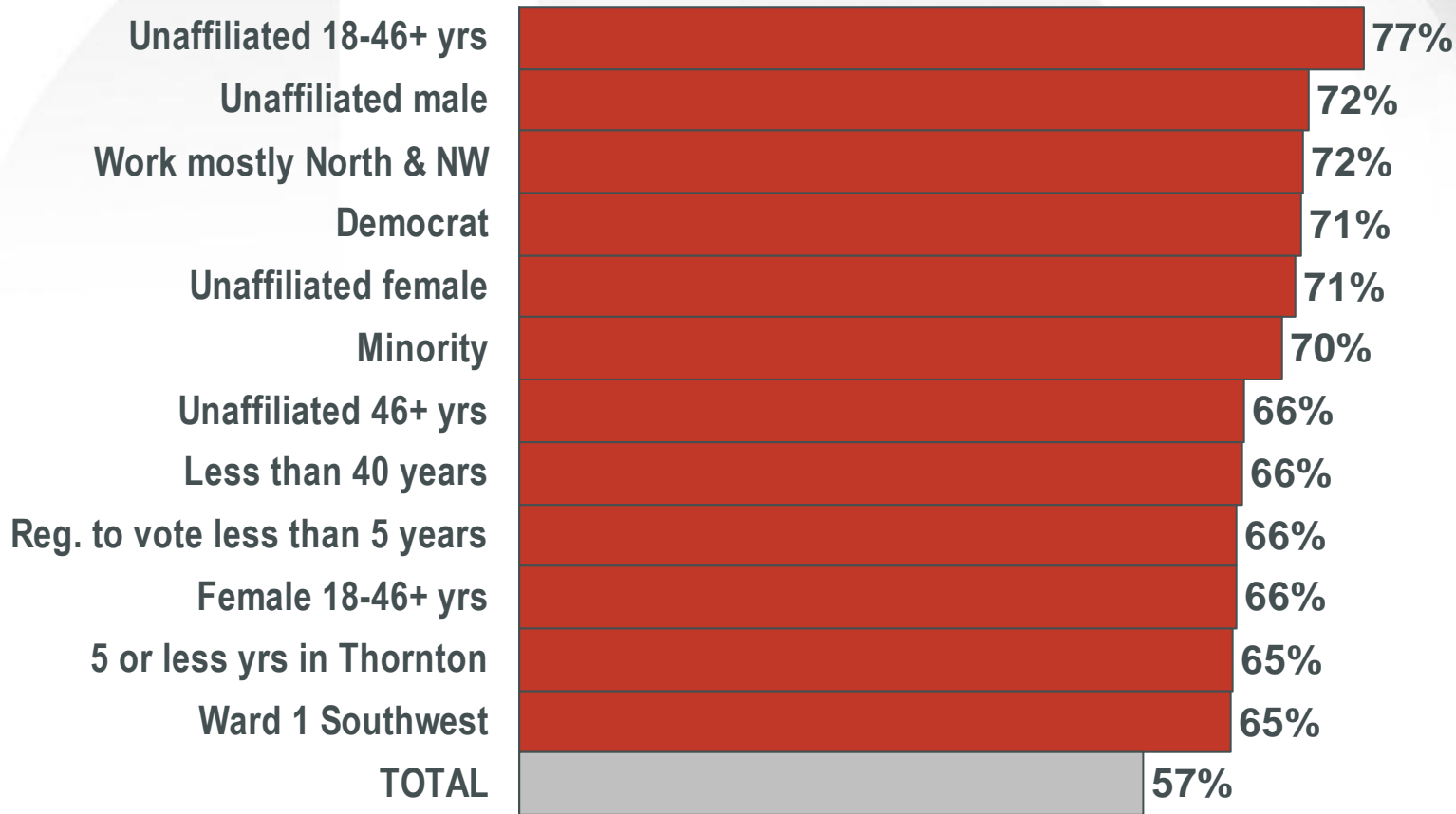


**If an election were held today on keeping the 1-cent per \$10 sales tax in effect for RTD until FasTracks is finished, would vote...**

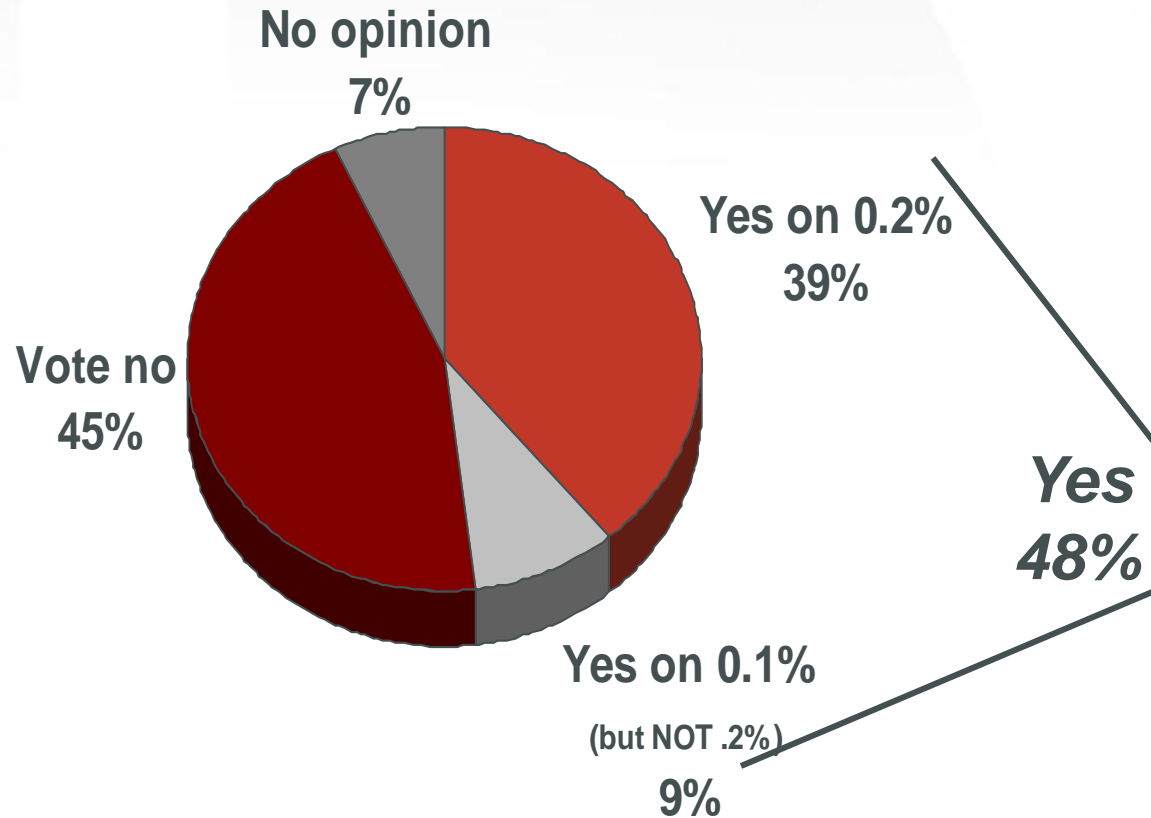


# If an election were held today on keeping the 1-cent per \$10 sales tax in effect for RTD until FasTracks is finished, would vote...

profile of categories with the highest percentages of “yes”



# If an election were held today on an additional sales tax, would vote...



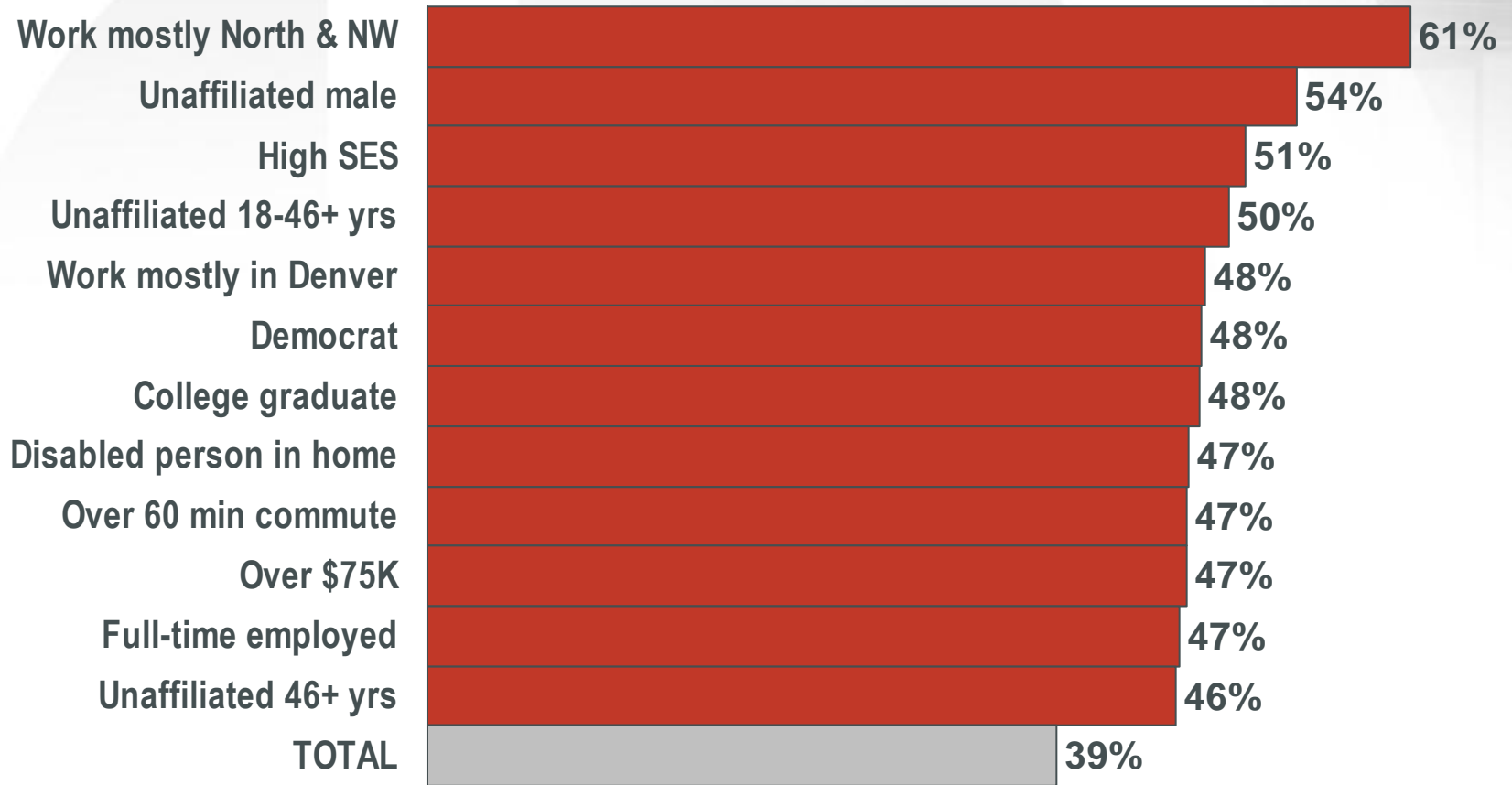
# If an election were held today on an additional sales tax, would vote...

profile of categories with the highest percentages of “yes on 0.2% + yes on 0.1%”



# If an election were held today on an additional sales tax, would vote...

profile of categories with the highest percentages of "yes on 0.2%"



# If an election were held today on an additional sales tax, would vote...

profile of categories with the highest percentages of “yes on 0.1%”, but NOT .2%

