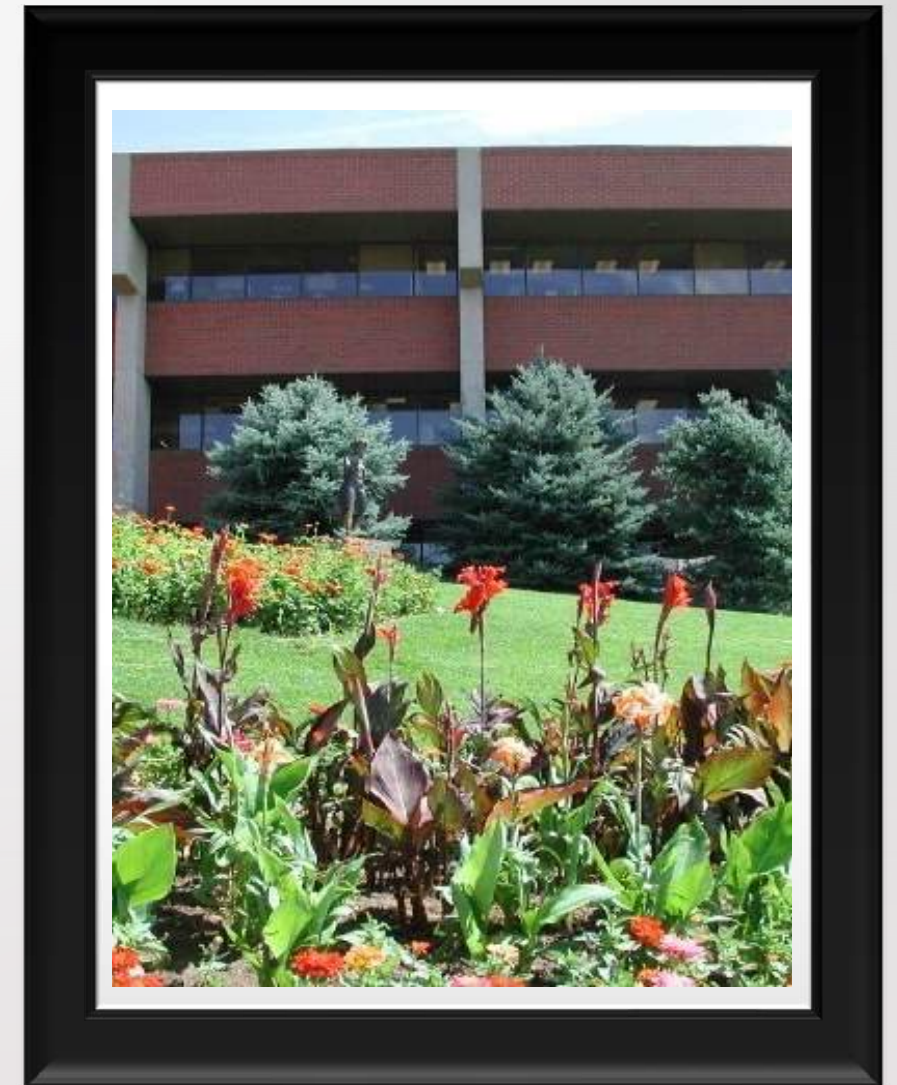
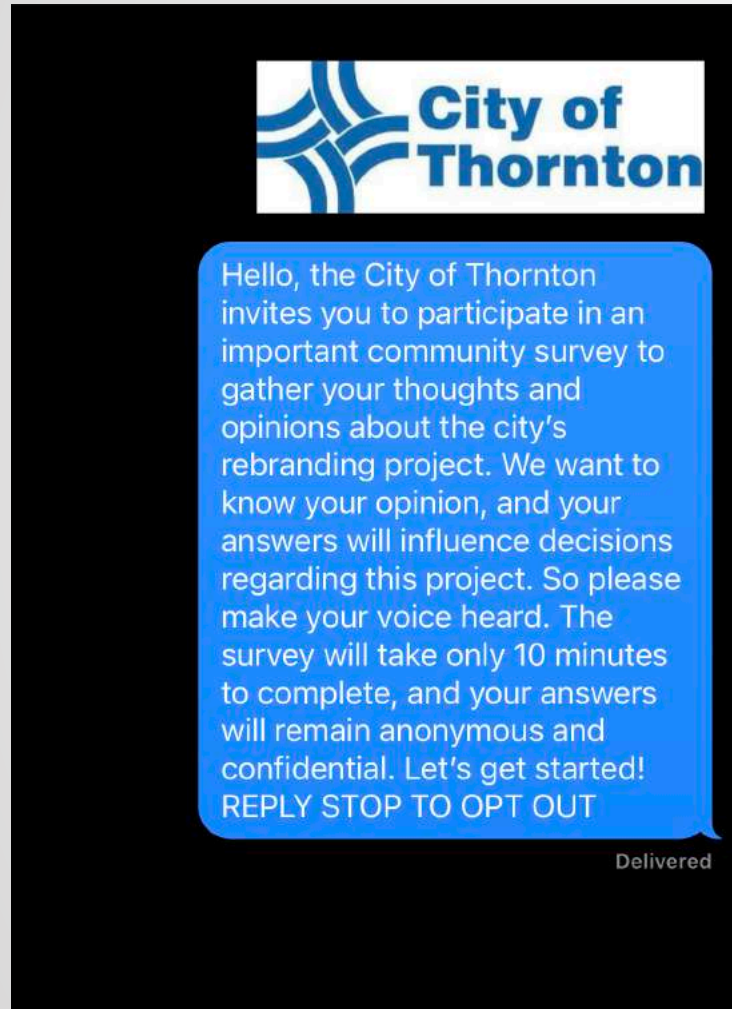


City of Thornton Rebranding Survey

June 6th – 26th, 2023



Methodology



- Magellan Strategies are pleased to present the results of an online survey of 1,380 residents in Thornton, Colorado. The interviews were conducted from June 6th – 26th, 2023.
- The overall survey responses have a margin of error of +/- 2.62% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.
- The survey results were weighted to be representative of the adult population in Thornton, Colorado.

City of Thornton Demographics

City of Thornton

Magellan Strategies Voter Registration Report

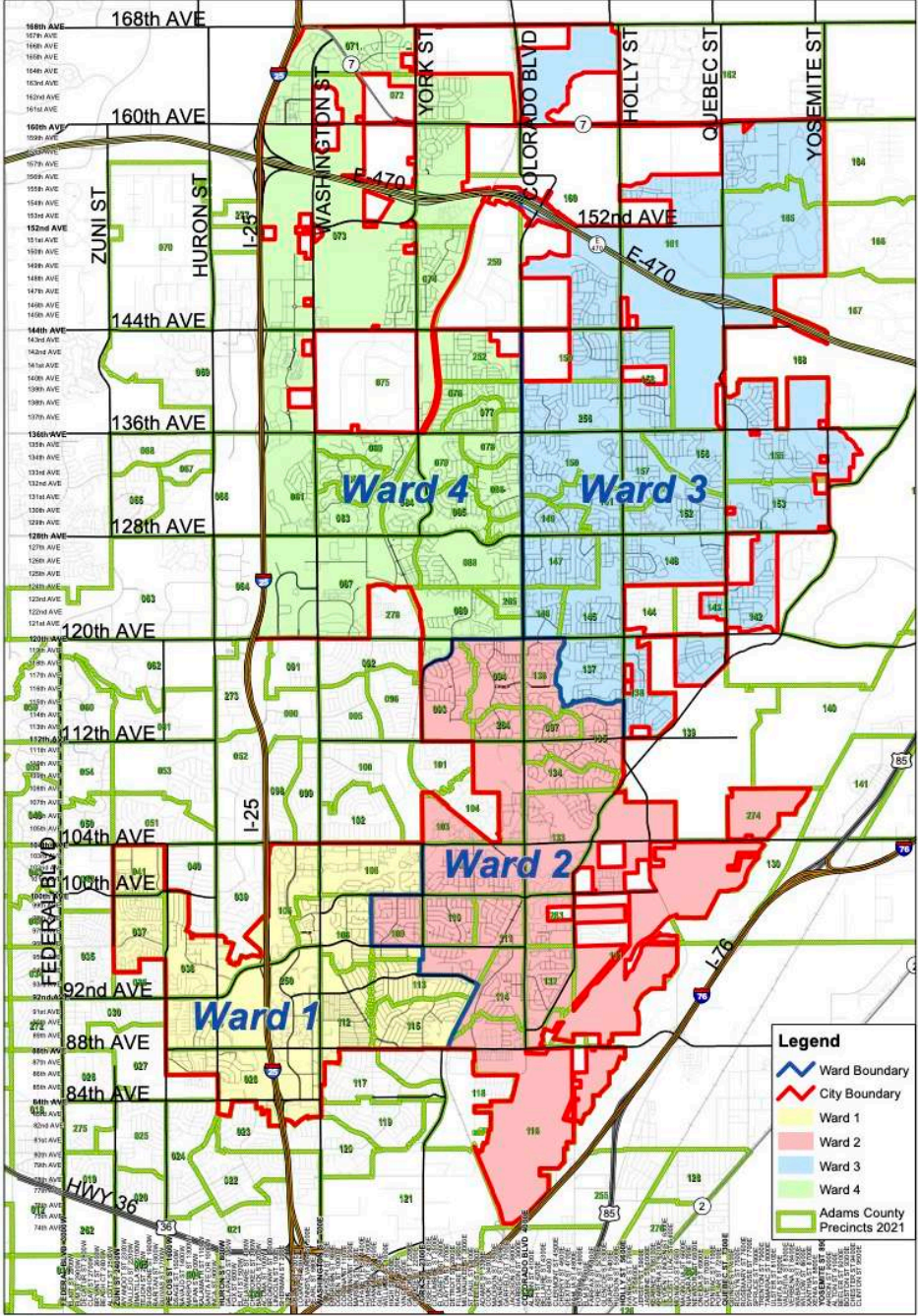
Sex	Registration	
Female	48,647	51.3%
Male	46,136	48.7%
Total	94,783	

Age Group	Registration	
18-34	31,690	33.4%
35-44	19,082	20.1%
45-54	15,408	16.3%
55-64	13,159	13.9%
65+	15,444	16.3%
Total	94,783	

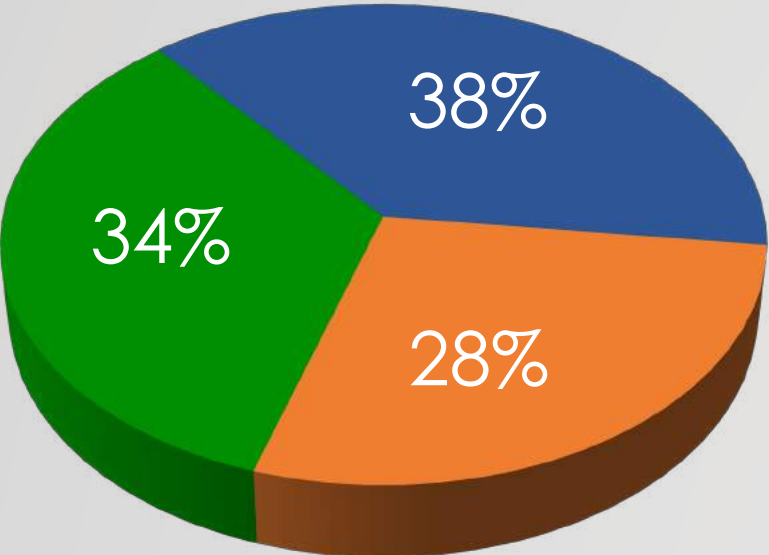
Party	Registration	
Unaffiliated	45,018	47.5%
Democrat	27,937	29.5%
Republican	19,969	21.1%
Libertarian	1,011	1.1%
Other	848	0.9%
Total	94,783	

Ward	Registration	
1	17,881	19.3%
2	21,762	23.4%
3	27,983	30.2%
4	25,186	27.1%
Total	92,812	

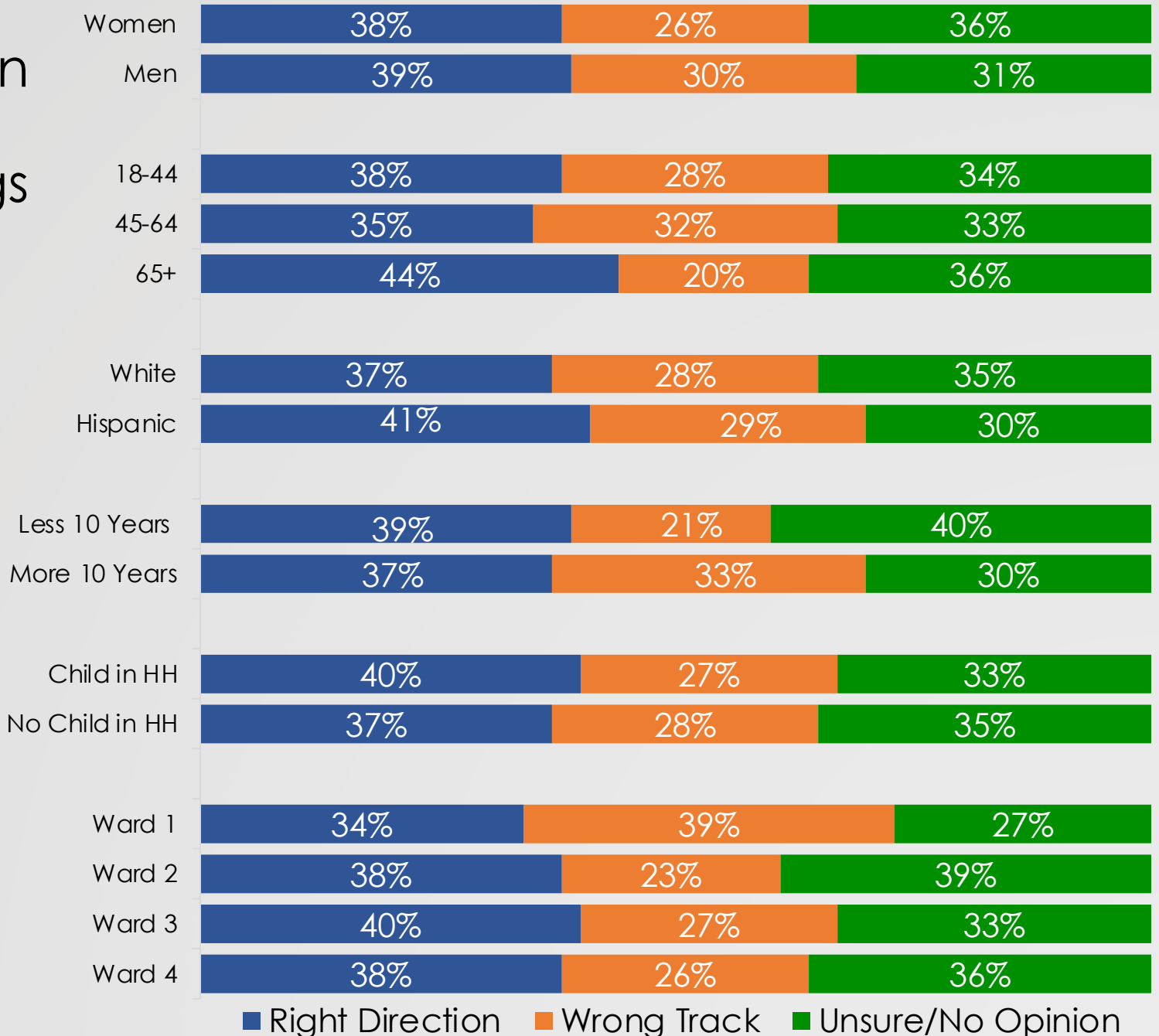
City of Thornton Ward Map



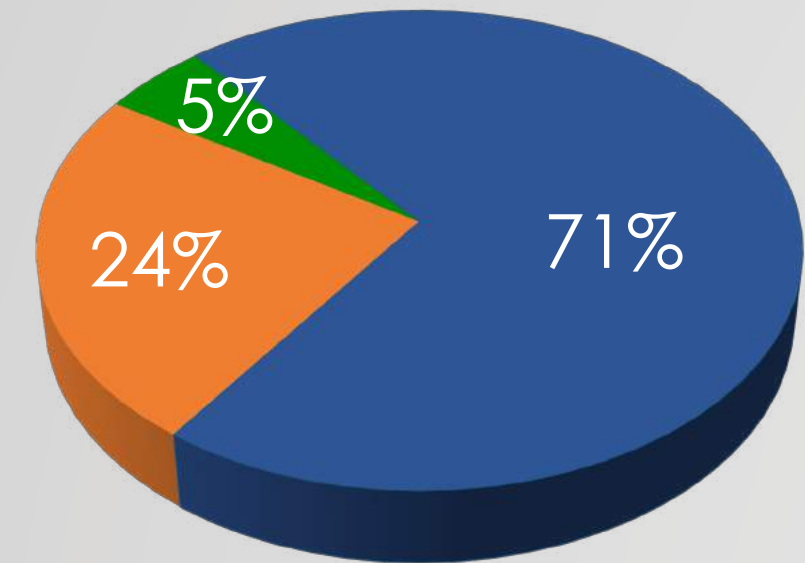
Do you think things in Thornton are heading in the right direction, or do you feel things are off on the wrong track?



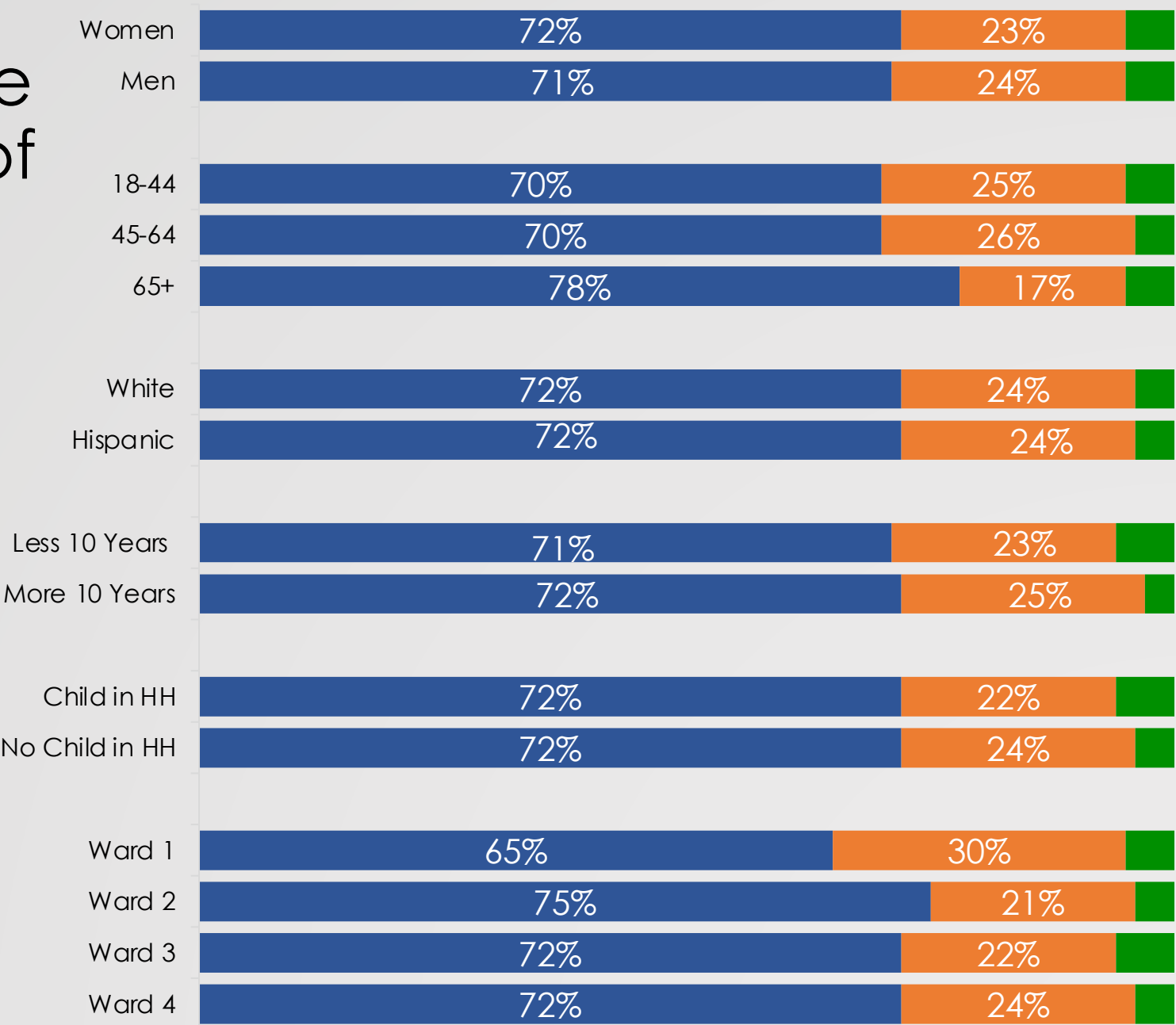
■ Right Direction
■ Wrong Track
■ Unsure, No Opinion



Do you have a favorable or unfavorable opinion of the City of Thornton?



■ Total Favorable	Very Favorable	19%
■ Total Unfavorable	Somewhat Favorable	52%
■ Unsure, No Opinion	Very Unfavorable	5%
	Somewhat Unfavorable	19%



■ Total Favorable

■ Total Unfavorable

■ Unsure/No Opinion

What do you **love** most about living in Thornton?

Themes

Location and Accessibility – 35% of Responses

Community Feel and Safe – 30% of Responses

Parks and Open Space – 27% of Responses

City Services and Events – 22 % of Responses

Love Thornton – 8% of Responses

Recreation Centers – 8% of Responses

“I love that I can call myself a homeowner. I love that I live in a diverse community and I’m across from a park and church.”

-Female, 35-44, Hispanic, Ward 1

“Cost of living, and convenience to Denver. Close to other things I need.”

-Male, 35-44, White, Ward 1

“The parks and annual events.”

-Female, 18-34, Hispanic, Ward 2

“Low street crime levels. Few homeless. Infrastructure works.”

-Male, 45-54, Ward 2

“The parks and recreation centers are very well kept and clean. The city of Thornton is very clean, and maintained. My neighborhood is fairly quite, not much crime.”

-Male, 55-64, White, Ward 2

“Open space, community amenities (e.g. libraries fitness center).”

-Male, 65+, White, Ward 3

“Easy access to most major towns and cities with diverse shopping and restaurant options in close reach. There are plenty of beautiful nature reserves and park areas interwoven in the dense city areas.”

-Male, 18-34, White, Ward 4

What do you **NOT** love about living in Thornton?

Themes

Traffic, Roads and Streets – 31% of Responses

Crime and Safety – 11% of Responses

Affordable Housing – 7% of Responses

Parks and Open Space – 5% of Responses

Property Taxes/Taxes – 3% of Responses

Homelessness – 3% of Responses

"The drugs, the homelessness. The increase in violence and gangs. A huge increase in homeless and transients."

-Male, 35-44, Hispanic, Ward 1

"Crime, property taxes."

-Male, 55-64, Two or More Races, Ward 1

"Homeless people, the poor roads with potholes, price of housing."

-Female, 18-34, White, Ward 2

"Park maintenance has been lacking past few years."

-Male, 45-54, White, Ward 3

"Crime, potholes, road construction and traffic."

-Female, 45-54, Two or More Races, Ward 3

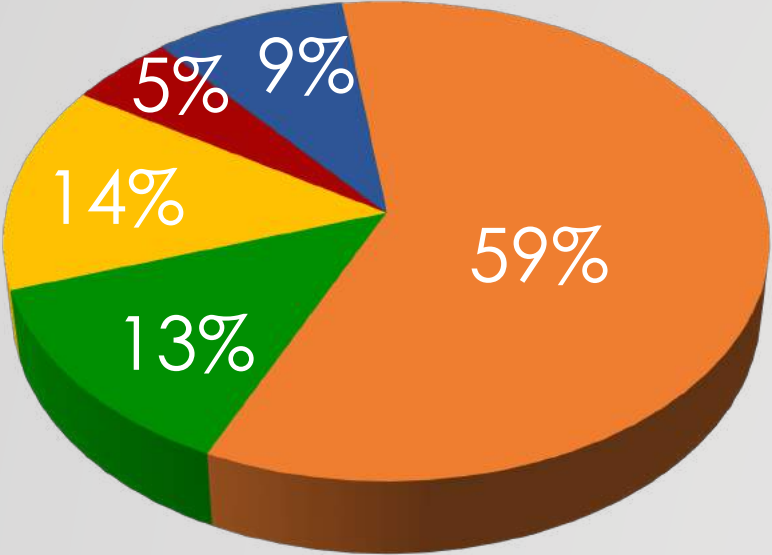
"Too much development, too much crime, high-density housing is unhealthy and dangerous and should not be approved."

-Female, 65+, White, Ward 4

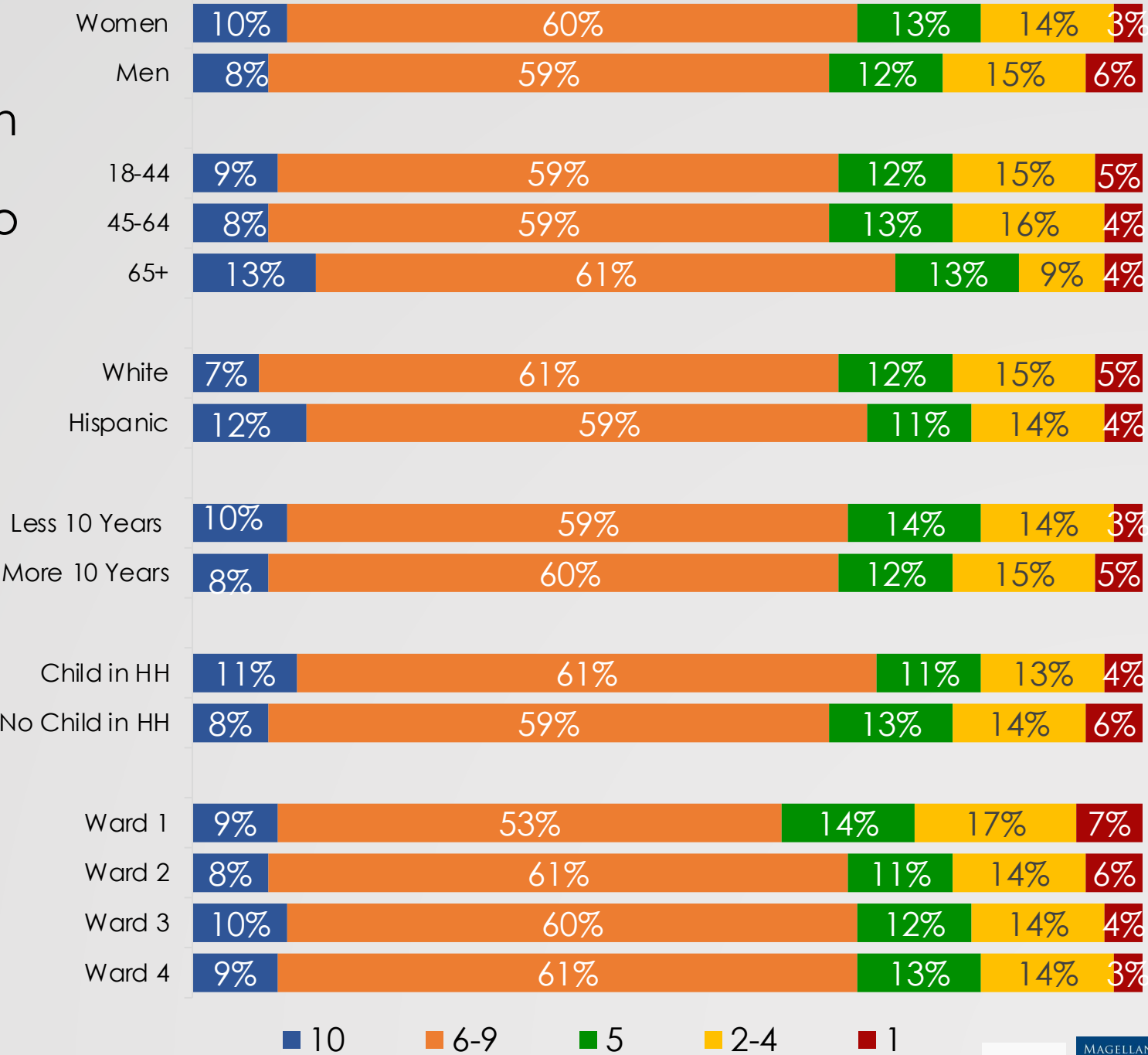
"Water quality is poor, better job of landscaping along streets, especially along 120th, better job of police patrolling traffic (those obviously speeding)."

-Male, 65+, White, Ward 4

How likely are you to recommend Thornton as a place to live to a friend? Using a scale of 1 to 10, with 10 meaning you would highly recommend Thornton as a place to live and 1 meaning you would be unlikely to recommend, please indicate your opinion.



■ 10 - Highly Recommend
■ 6-9
■ 5
■ 2-4
■ 1 - Unlikely to Recommend



How would you describe the City of Thornton to friends and family who have never been here?

Themes
Suburbia – 25% of Responses
City – 15% of Responses
Family Friendly – 15% of Responses
Nice – 10% of Responses
Good – 10% of Responses
Parks and Open Space – 6% of Responses
Great – 6% of Responses
Community – 5% of Responses

"Quiet, suburban city, easy access to a lot of places and highways."

-Female, 18-34, Hispanic, Ward 1

"It's a great place to come if you want to be involved. There is always something going on in the city and there are a lot of amenities that make it easy to get what ever you need."

-Male, 18-34, Black, Ward 2

"A family friendly city north of Denver with many parks, stores and homes."

-Female, 18-34, Hispanic, Ward 2

"Great Denver suburb."

-Female, 18-34, White, Ward 2

"Great parks and rec centers great city programs."

-Female, 65+, White, Ward 3

"For the most part Thornton is a nice suburban safe city. Some great neighborhoods."

-Male, 35-44, Hispanic, Ward 3

"Generally clean, peaceful, good for small family's, full of crazy drivers and there no downtown equivalent as some of the other cities like Littleton or Golden."

-Male, 35-44, Other, Ward 4

What **three words**
would you use to
describe the City of
Thornton?

Themes
Growing – 161 Responses
Friendly – 144 Responses
Family Friendly – 122 Responses
Clean – 114 Responses
Suburbs/Suburbia – 111 Responses
Safe – 109 Responses
Community – 84 Responses
Nice – 83 Responses
Convenient – 77 Responses
Diverse – 76 Responses
Beautiful – 47 Responses

What are Thornton residents **passionate** about and proud of?

Themes

Parks and Open Space – 19% of Responses

Community – 10% of Responses

City – 8% of Responses

Family Friendly – 7% of Responses

Recreation Center – 6% of Responses

City Services and Events – 6% of Responses

Proud – 5% of Responses

Unknown or Unsure – 5% of Responses

“Our community values and live for our city.”

-Female, 35-44, Hispanic, Ward 1

“The amount of beautiful parks!”

-Female, 65+, White, Ward 2

“A safe place to live and raise a family. The proud of their jobs and community resources/events.”

-Male, 35-44, White, Ward 2

“Sports, carpenter park, community celebrations - Thornton fest, winter fest, fireworks, movies in the park, etc., New businesses - outlets, top golf, etc.”

-Female, 35-44, White, Ward 3

“Nice new(-ish) rec center and dog park @ Trail Winds. Good schools. Awesome new King Soopers Marketplace. Great parks.”

-Female, 45-54, White, Ward 3

“Family. Diversity. Affordability.”

-Male, 35-44, Hispanic, Ward 4

“We want a vibrant, diverse community with a multitude of options for work and play. Our families are important to us and we want a safe and unique place to raise of kids.”

-Female, 35-44, White, Ward 4

Please describe the **people** that live in Thornton and their **character**.

Themes

Friendly – 27% of Responses

**Working Class/Hardworking –
14% of Responses**

Family Friendly – 9% of Responses

Diverse – 8% of Responses

Community – 5% of Responses

Nice - 5% of Responses

Caring – 5% of Responses

"Diverse and friendly group."

-Female, 35-44, White, Ward 1

"Hard working people."

-Female, 45-54, White, Ward 1

"Up and comers, hardworkers, blue collar."

-Male, 18-34, White, Ward 2

"Diverse, young families."

-Female, 55-64, Hispanic, Ward 2

"This is too variable to describe as "people of Thornton" mostly I'd say working class."

-Female, 45-54, Ward 3

"My experience in the community is people are overall friendly, family oriented and take pride in our area."

-Male, 35-44, White, Ward 3

"Diverse."

-Male, 45-54, White, Ward 4

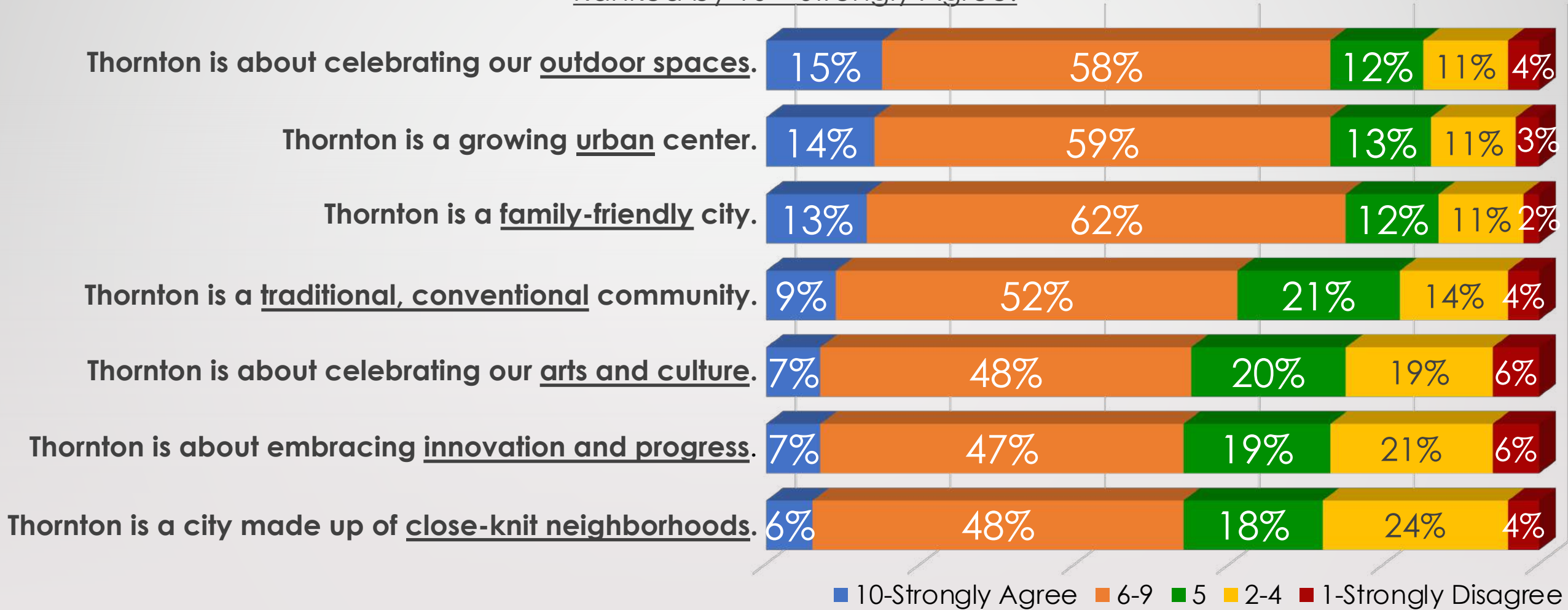
"A diverse group of people, the majority being people who are caring and honest."

-Male, 65+, White, Ward 4

Opinion on What the City of Thornton Is?

Following are statements about the City of Thornton and its communities. Using a scale of 1 to 10, with 10 meaning you strongly agree and 1 meaning you strongly disagree, please indicate your opinion of each statement.

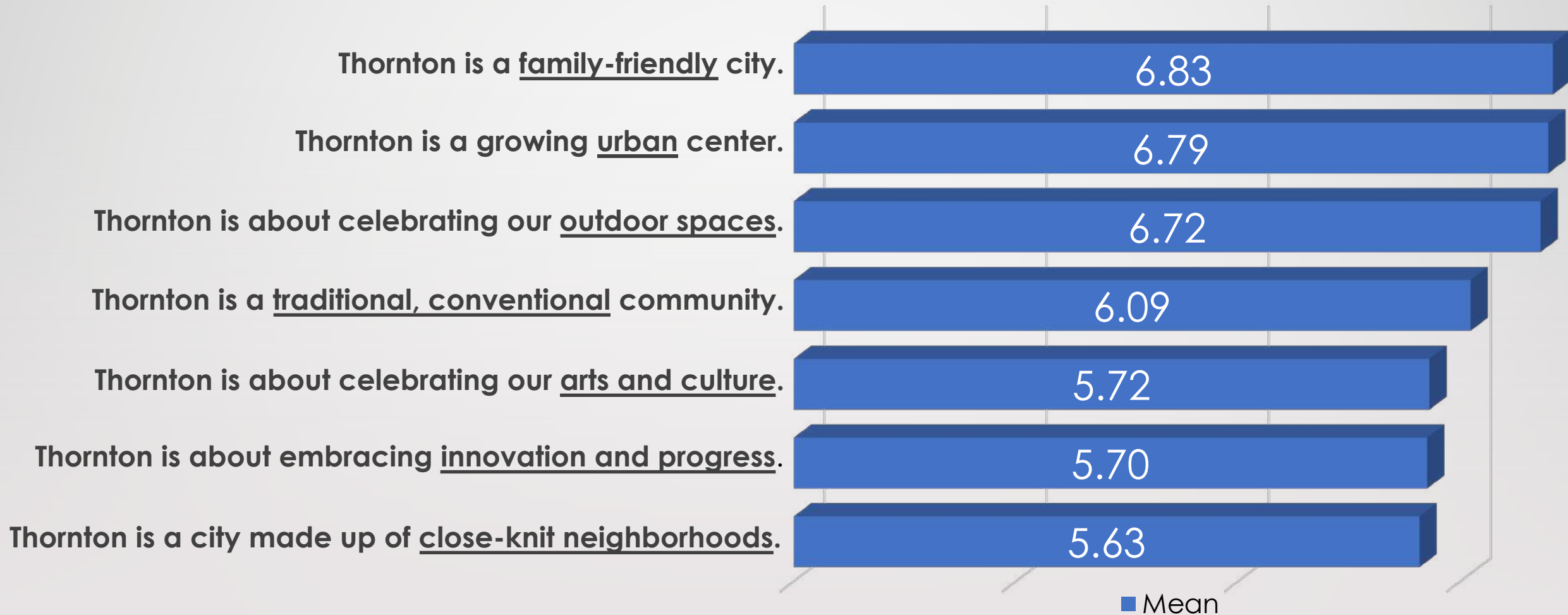
Ranked by 10 – Strongly Agree.



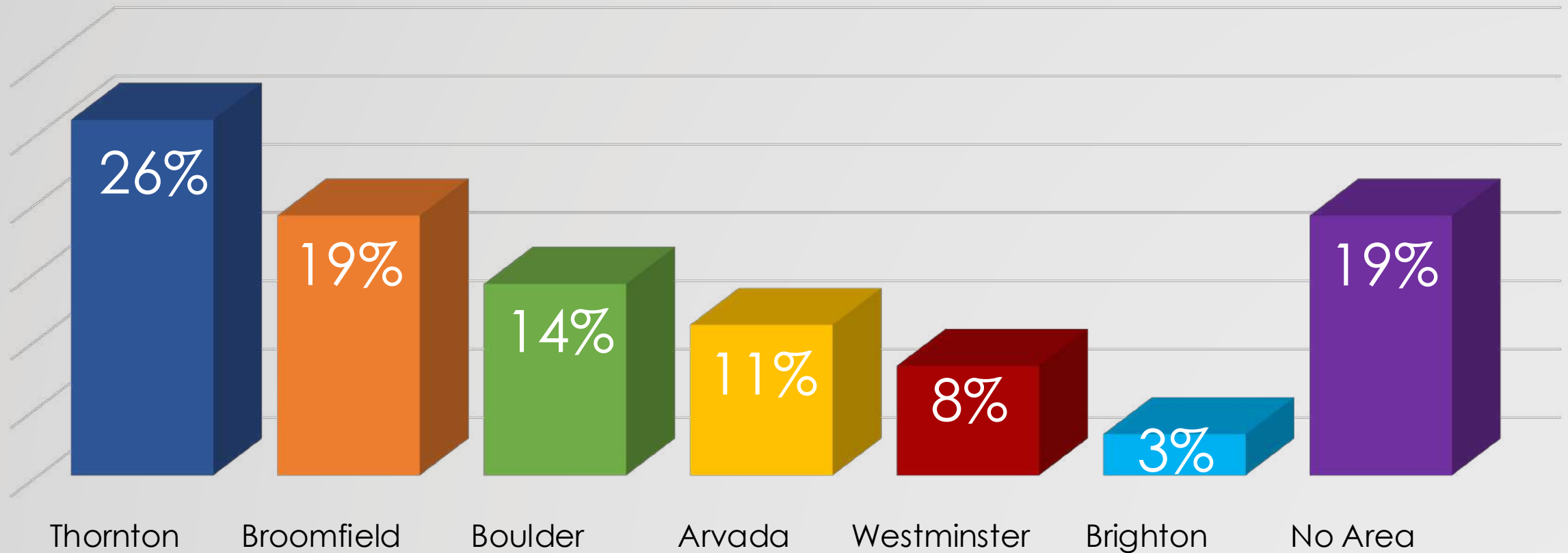
Opinion on What the City of Thornton Is?

Following are statements about the City of Thornton and its communities. Using a scale of 1 to 10, with 10 meaning you strongly agree and 1 meaning you strongly disagree, please indicate your opinion of each statement.

Ranked by Mean.



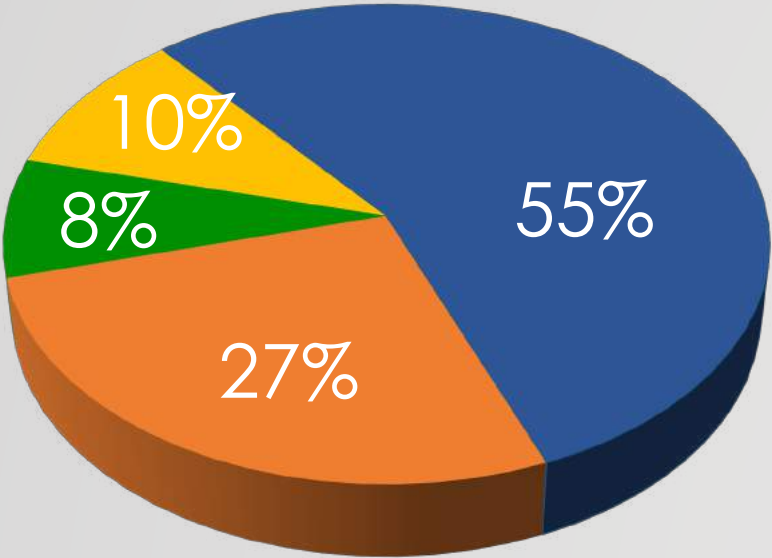
If money was not a concern, which of the following Denver metro areas would you choose to live in?



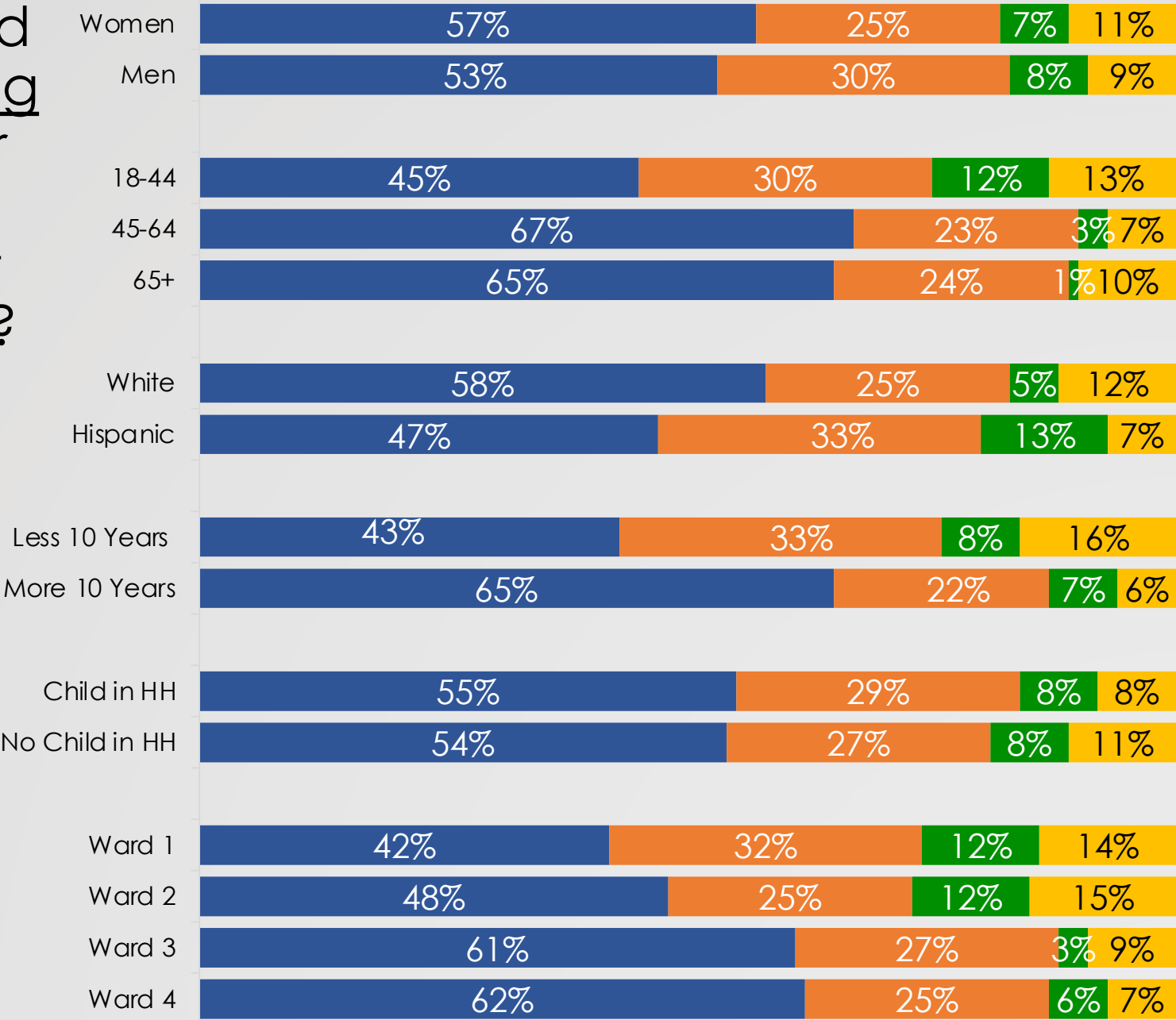
Why would you choose to live in [City Name] and not live in Thornton?

Broomfield 19%	Boulder 14%	Arvada 11%	Westminster 8%	Brighton 3%
Safer, Less Crime	Pearl Street, Small Business, Shops, Restaurants	Olde Town, Downtown Area	Better Impression	Smaller Town
Better Reputation, Community	Closer to Mountains	Closer to Mountains	Nicer and Cleaner	Rural
Nicer Neighborhoods, Friendly People	Walkability, Closeness	Small Town Feel, Small Businesses	Closer to Mountains	More Land

How would you rate the speed of Thornton's residential housing growth and development for the past five years? Do you think it has been too fast, just the right amount, or too slow?

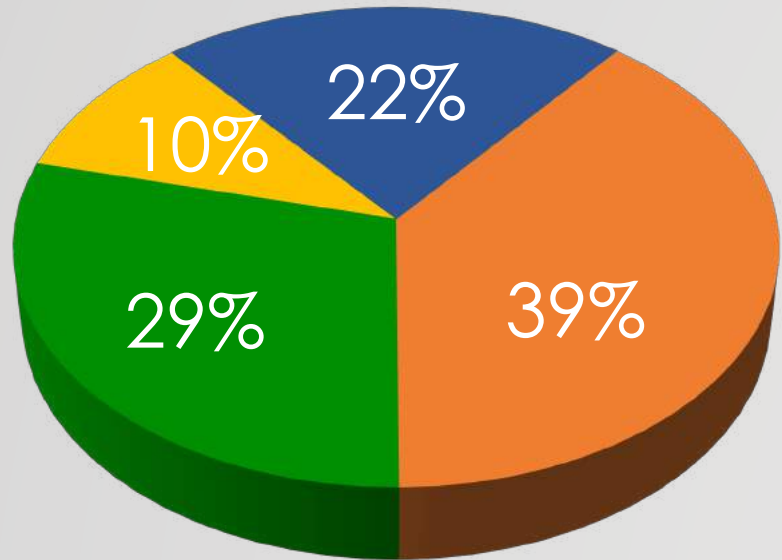


■ Too Fast
■ Just Right
■ Too Slow
■ Unsure or No Opinion

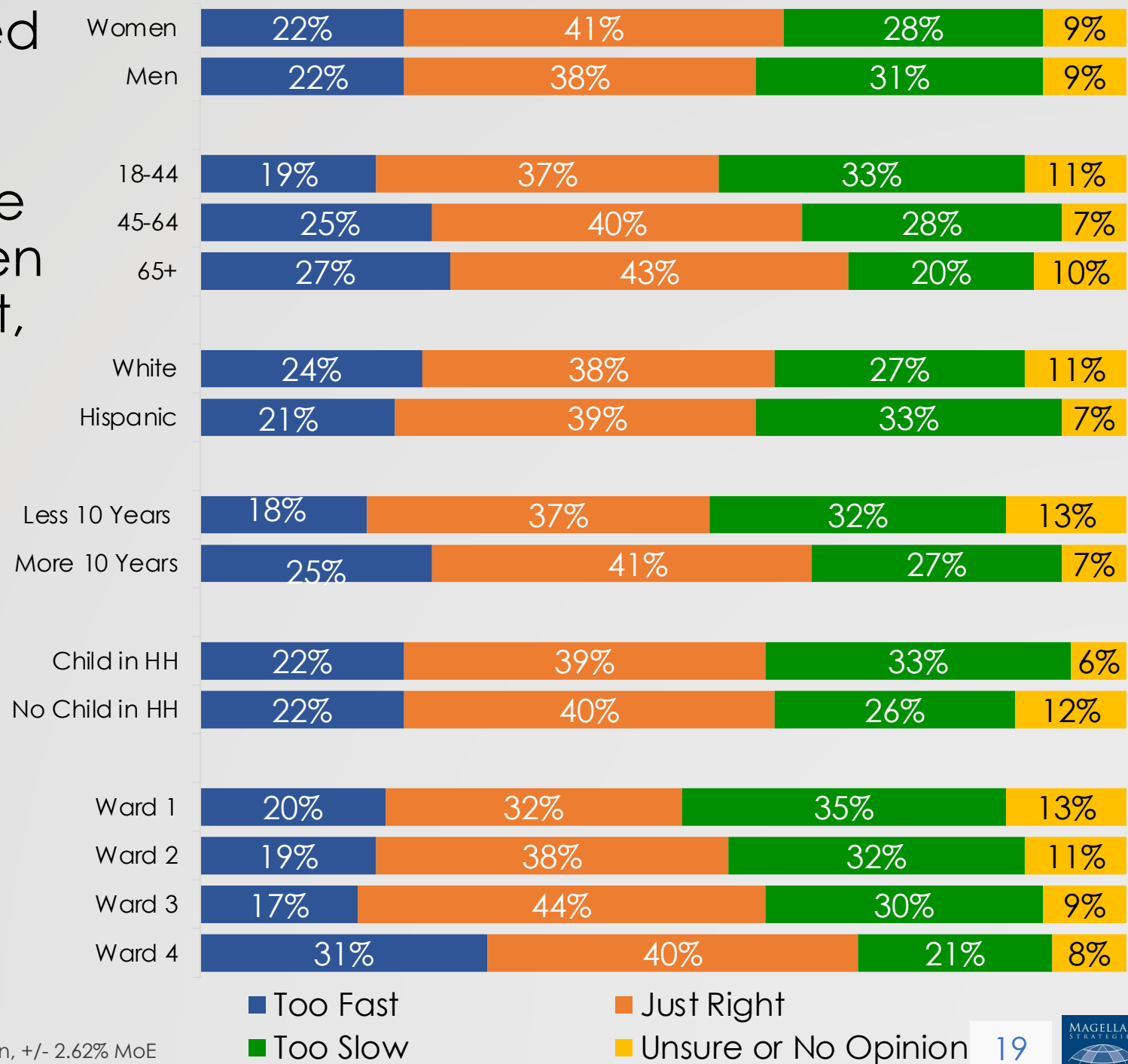


■ Too Fast
■ Just Right
■ Too Slow
■ Unsure or No Opinion

How would you rate the speed of Thornton's retail and commercial growth and development for the past five years? Do you think it has been too fast, just the right amount, or too slow?



■ Too Fast
■ Just Right
■ Too Slow
■ Unsure or No Opinion

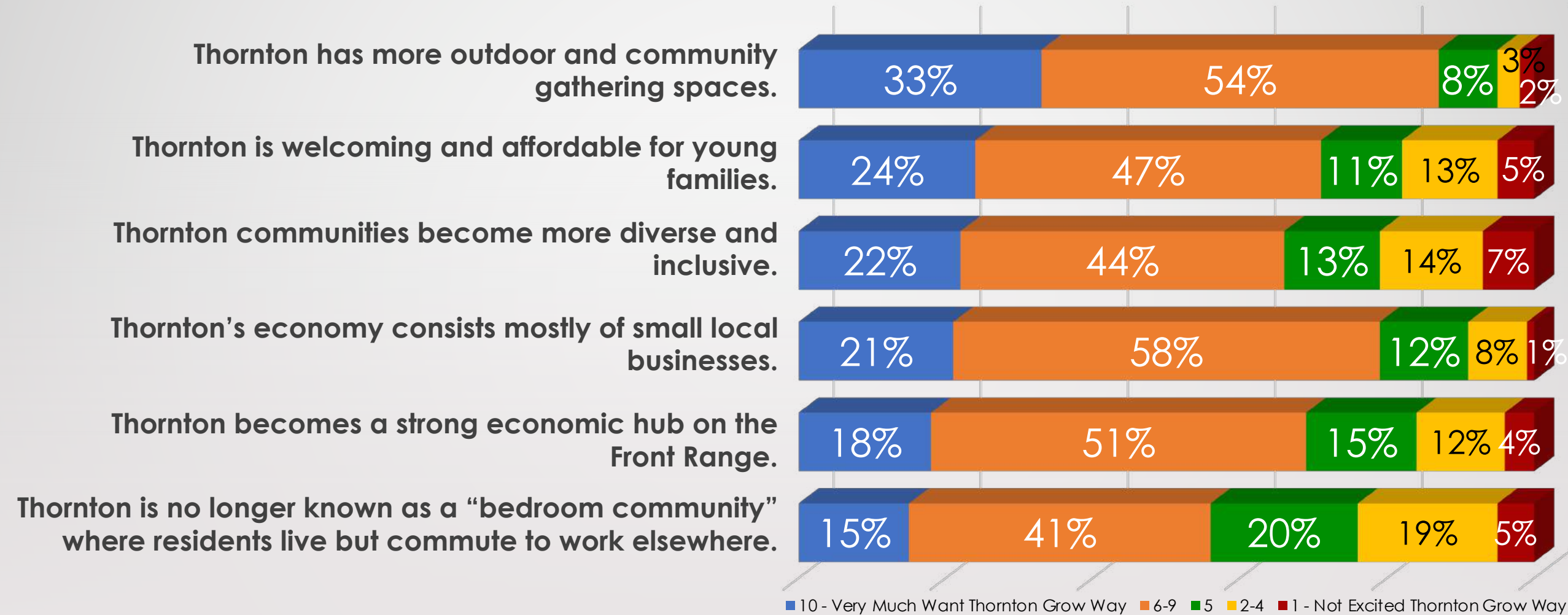


How do you want the City of Thornton to grow and evolve in the next 10 to 20 years?

Following are some descriptions of how Thornton could grow and evolve.

Using a scale of 1 to 10, with 10 meaning you very much want the city to grow that way and 1 meaning you are not as excited or less enthusiastic about the city growing that way, please indicate your opinion of each description.

Ranked by 10– Strongly Agree.



How do you want the City of Thornton to grow and evolve in the next 10 to 20 years?

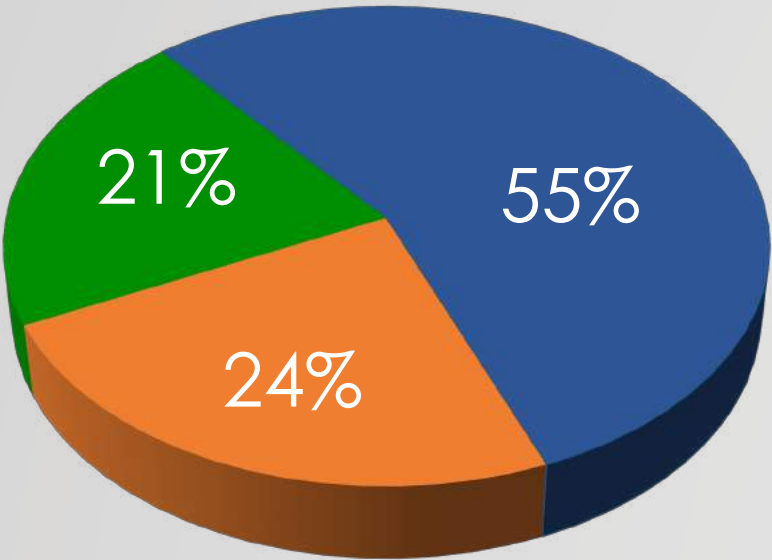
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Using a scale of 1 to 10, with 10 meaning you very much want the city to grow that way and 1 meaning you are not as excited or less enthusiastic about the city growing that way, please indicate your opinion of each description.

Ranked by Mean.

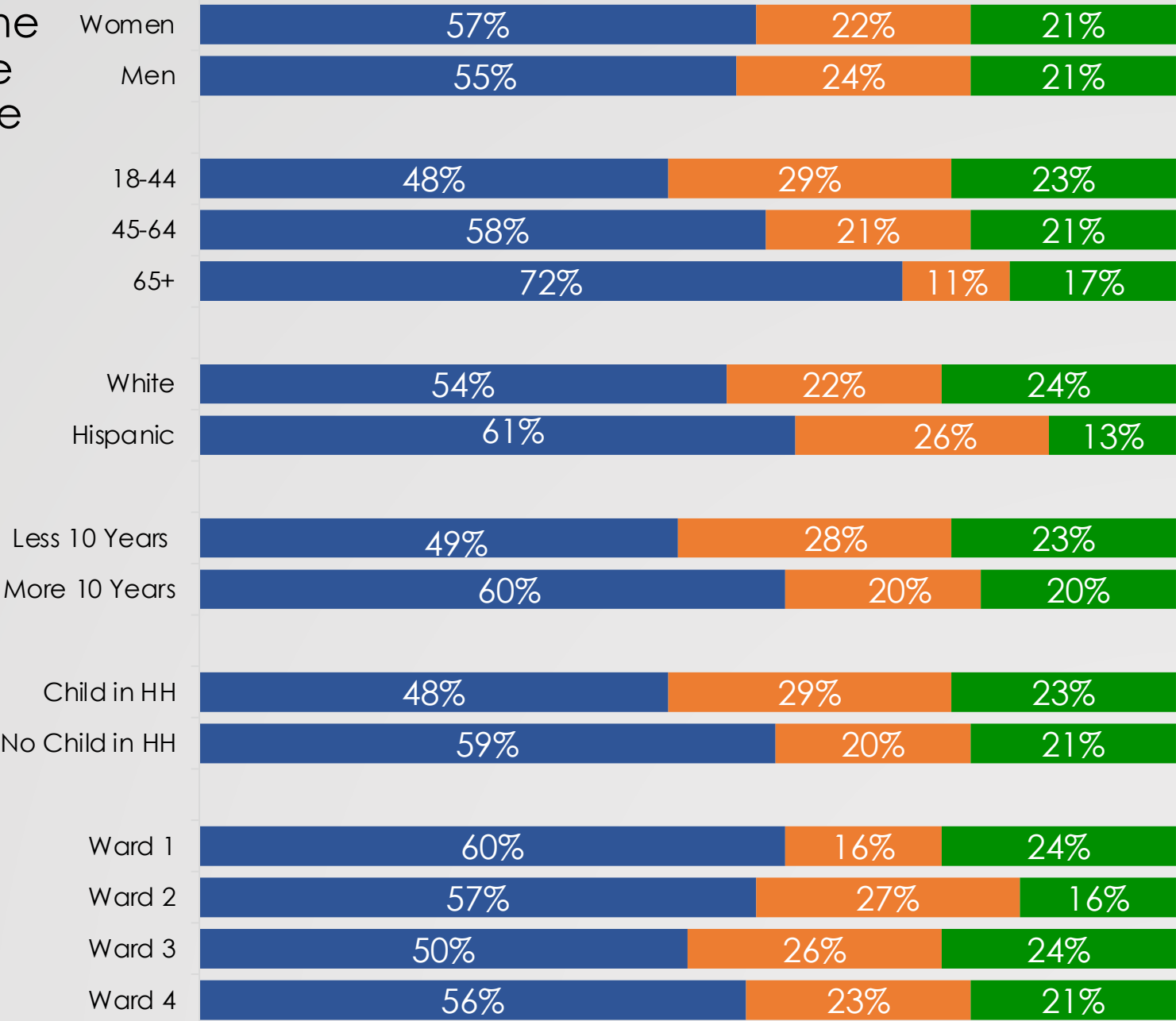


The graphic below is the current logo the City of Thornton has been using for the past 30 years. Do you have a favorable or unfavorable opinion of Thornton's current logo?



■ Total Favorable
■ Total Unfavorable
■ Unsure, No Opinion

Very Favorable	27%
Somewhat Favorable	28%
Very Unfavorable	9%
Somewhat Unfavorable	15%



■ Total Favorable
■ Total Unfavorable
■ Unsure/No Opinion



What do you think the Thornton logo represents?

Themes
Intersection, Crossroads – 32% of Responses
Diversity, Community, Coming Together – 26% of Responses
Unsure/Don't Know – 11% of Responses
Thornton – 6% of Responses
Old or Outdated – 4% of Responses

“Connection, community, accessibility.”

-Female, 18-34, Hispanic, Ward 1

“Highways intersecting.”

-Female, 45-54, White, Ward 1

“Crossroads and growth, plus it is recognized.”

-Male, 65+, White, Ward 2

“Togetherness.”

-Female, 45-54, Hispanic, Ward 2

“Location centralization and community coming together.”

-Male, 35-44, White, Ward 3

“Connecting communities and constant growth and roads/paths that continue to expand and grow.”

-Female, 18-34, White, Ward 3

“It looks like a bunch of roads overlapping, which is odd because Thornton is supposed to be more about outdoor spaces and community than commuting.”

-Female, 18-34, White, Ward 4

“Dull, dated, boring.”

-Female, 18-34, White, Ward 4

When thinking about redesigning Thornton's logo, are there any images, designs, shapes, or values that you think should be represented?

Themes

Outdoor, Nature – 11% of Responses

Trees Specifically – 6% of Responses

Arts and Culture – 6% of Responses

Mountains Specifically – 5% of Responses

Diversity, Inclusion – 4% of Responses

5% mentioned the rebrand as a waste of taxpayer money, and 4% mentioned they did not know.

"I have always loved the tree logo, maybe that is Margaret carpenter??? Representing growth and togetherness to me.."
-Female, 18-34, White, Ward 2

"Something showing our love of the outdoors and our community."
-Female, 45-54, White, Ward 2

"Should be neutral with no political or social implications."
-Male, 35-44, Hispanic, Ward 3

"Just the roots of Thornton- shouldn't erase history and what our beautiful city was founded on."
-Female, 45-54, Ward 3

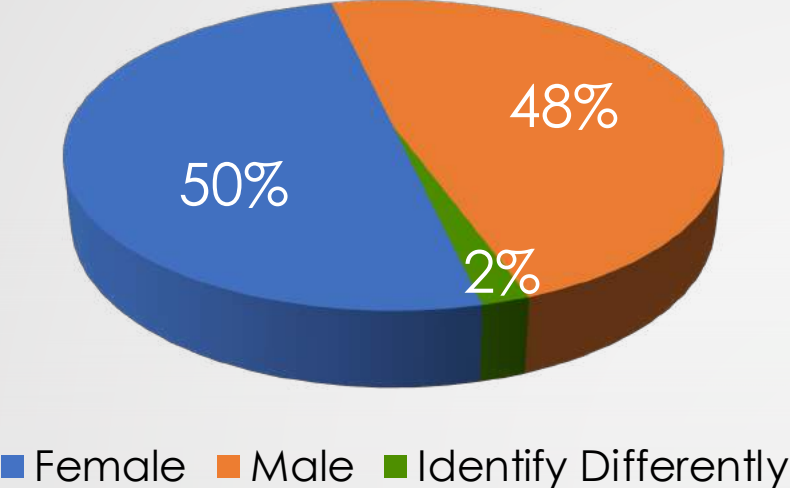
"I think green would be nice because there is a lot of trees here. Maybe something with birds or squirrels we have a lot of those too!"
-Female, 18-34, White, Ward 4

"Yes, mountains would represent it more accurately."
-Female, 45-54, Asian, Ward 1

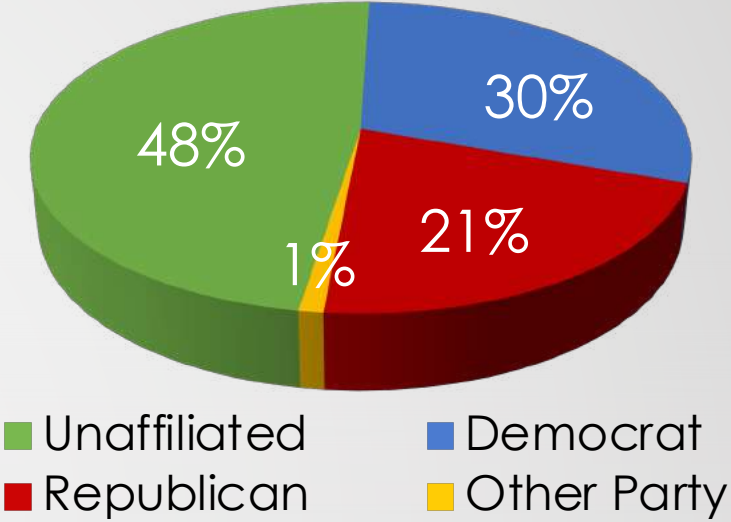
"Something with more excitement. Maybe a different color. The blue is so blah. Maybe something with mountains or landscape or wildlife?"
-Male, 35-44, White, Ward 1

SURVEY DEMOGRAPHICS

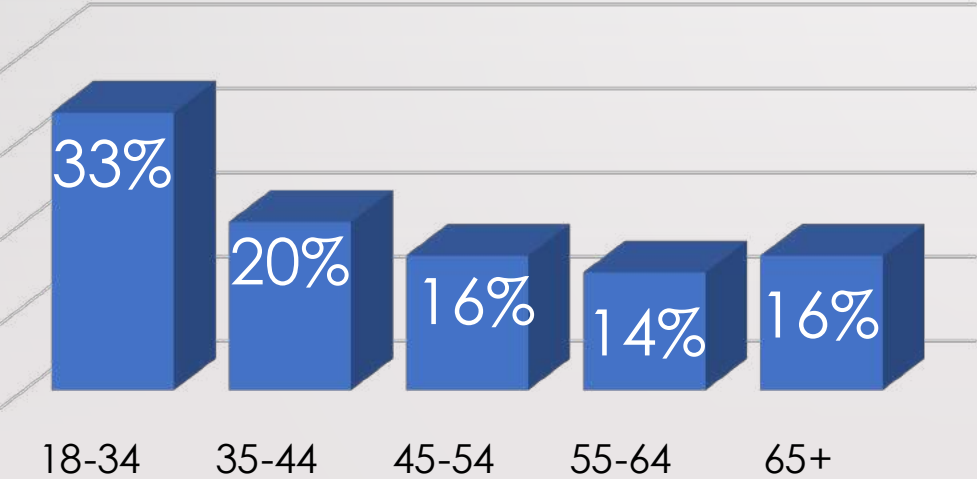
Gender



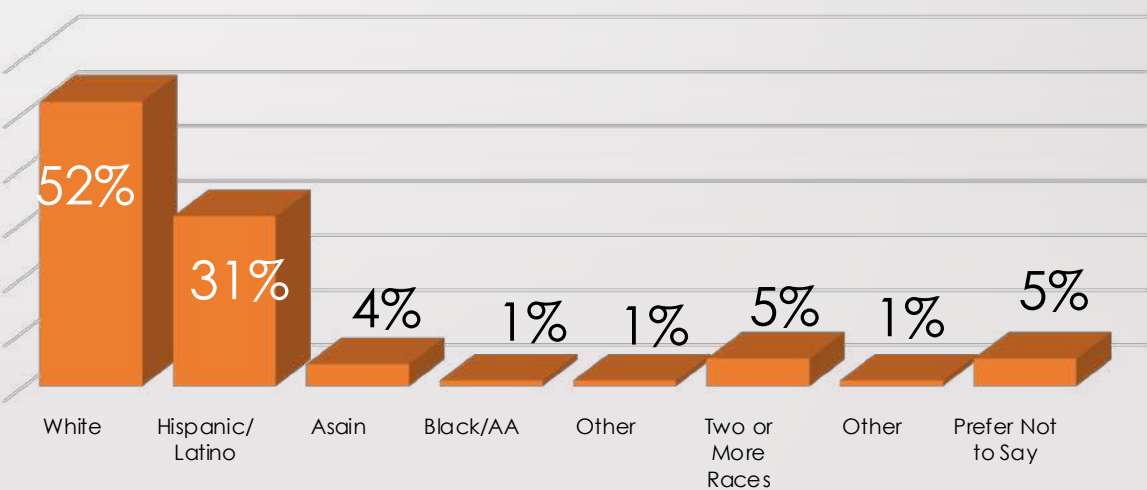
Party Affiliation



Age Range

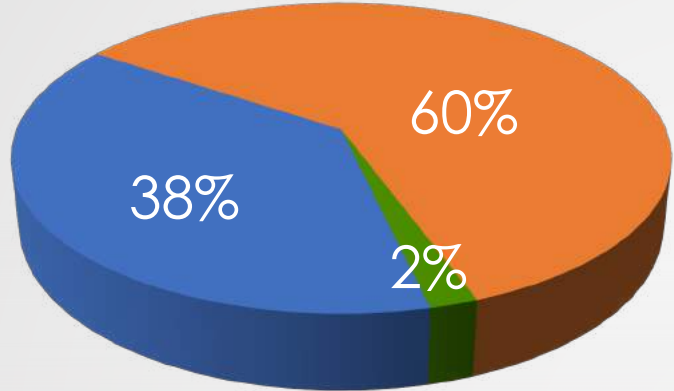


Race/Ethnicity



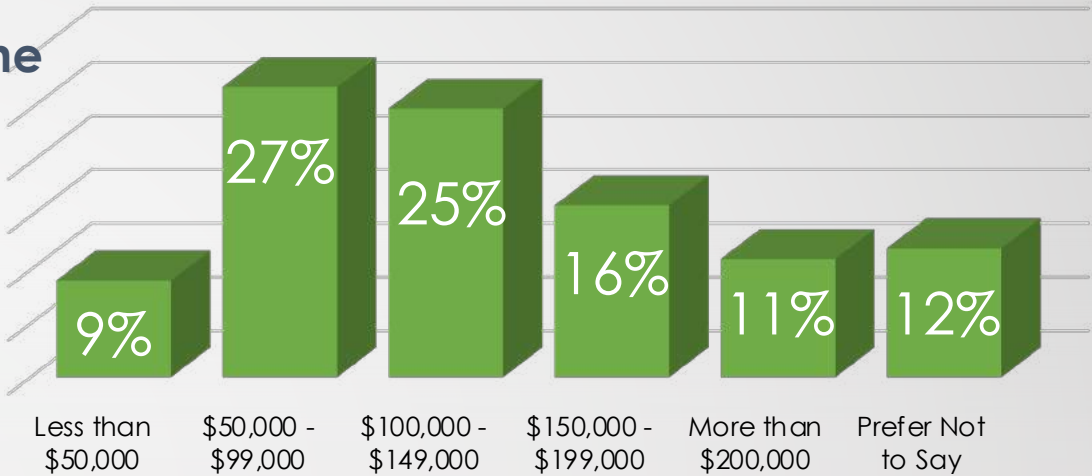
SURVEY DEMOGRAPHICS

Child in the Household – 17 or Younger

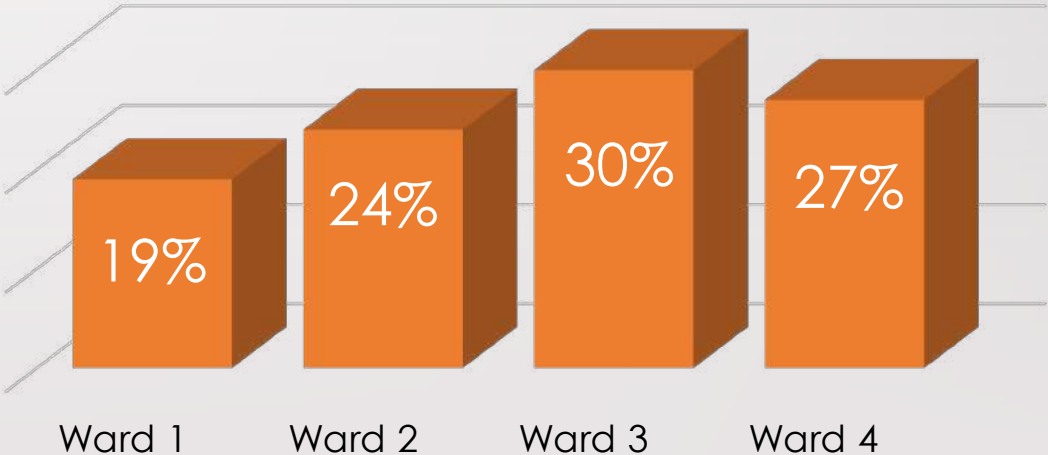


■ Yes ■ No ■ Prefer Not to Say

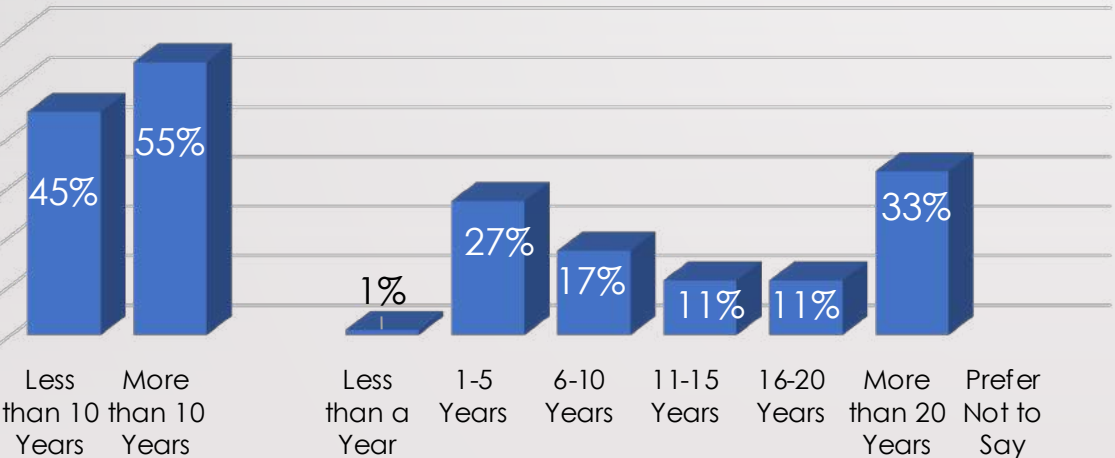
Income



Thornton City Wards



Tenure in Thornton



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