

Firestone, CO

The National Community Survey

Report of Results
2025

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Firestone. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement



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The report provides the opinions of a representative sample of 365 residents of the Town of Firestone collected from March 5th, 2025 to April 16th, 2025. The margin of error around any reported percentage is 5.1% for all respondents and the response rate for the 2025 survey was 12%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Firestone.



How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Firestone's results are noted as being "higher" than the benchmark, "lower" than the benchmark, or "similar" to the benchmark, meaning that the average rating given by Firestone residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Firestone's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Firestone's average rating was more than 20 points different when compared to the benchmark.

In addition to these national benchmarks, comparisons were also made to a smaller cohort of communities that aligned more closely to the demographics in Firestone . This cohort included other communities in the CO Front Range with similar populations. Comparisons to these communities can be found throughout the report and in a separate table in the Custom Benchmarks tab.

Trends over time

Trend data for Firestone represent important comparison data and should be examined for improvements or declines.¹ Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 6 percentage points between the 2023 and 2025 surveys, the change is statistically significant.

1. In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

All households within the Town of Firestone were eligible to participate in the survey. A list of all households within the zip codes serving Firestone was purchased from Polco's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Firestone households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the Town of Firestone boundaries were removed from the list of potential households to survey. Each address identified as being within town boundaries was further identified as being within one of the three areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was randomly selected using the "birthday method". The birthday method selects a person within the household by asking the "person who most recently had a birthday" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 3,000 randomly selected households received mailings beginning on March 5th, 2025 and data collection for the survey remained open for 6 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 2% of the 3,000 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,941 households that received the invitations to participate, 365 completed the survey, providing an overall response rate of 12%. Of the 365 responses, 364 were completed in English and 1 was completed in Spanish. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.²

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the Town of Firestone survey is no greater than plus or minus 5.1 percentage points around any given percent reported for all respondents (365 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the Town of Firestone. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Firestone and also a question about where they heard about the survey. The open-participation survey was open to all town residents and became available on April 2nd, 2025. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open-participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a "key and verify" method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the

original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2023 American Community Survey estimates for adults in the Town of Firestone. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.³ The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	9%	34%	34%
	35-54	33%	36%	36%
	55+	58%	30%	30%
Area	Area 1	18%	16%	16%
	Area 2	51%	47%	47%
	Area 3	31%	37%	36%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	92%	77%	77%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	8%	23%	23%
Housing tenure	Own	91%	80%	80%
	Rent	9%	20%	20%
Housing type	Attached	10%	26%	26%
	Detached	90%	74%	74%
Race & Hispanic origin	Not white alone	13%	32%	32%
	White alone, not Hispanic or Latino	87%	68%	68%
Sex	Man	45%	50%	51%
	Woman	55%	50%	49%
Sex/age	Man 18-34	3%	16%	18%
	Man 35-54	16%	20%	20%
	Man 55+	25%	14%	14%

Woman 18-34	5%	17%	16%
Woman 35-54	18%	17%	16%
Woman 55+	32%	17%	16%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The Town of Firestone funded this research. Please contact Ivy Pitts of the Town of Firestone at ipitts@firestoneco.gov if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged. **Non-response error** arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than those who did respond. **Coverage error** refers to the possibility that some respondents that should have been included in the surveyed population were not (e.g., for a general resident survey, USPS mailing lists may exclude certain types of housing units, such as multi-family buildings where mail is delivered to a common area rather than to a specific unit (though this is rare), or where mail is received at a PO box instead of the at household's physical location. Finally, **recall bias** occurs when respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and **social desirability bias** may cause respondents to answer in ways they think cast their responses in a more favorable light.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

2. See AAPOR's Standard Definitions for more information at [https://aapor.org/standards-and-ethics/standard-definitions/..](https://aapor.org/standards-and-ethics/standard-definitions/)

Key Findings

Highest-performing areas:

- Firestone’s quality of life remains strong, with the overall quality of life (75% excellent or good) and the Town as a place to live receiving high marks (79%). Similarly, about 8 in 10 community members indicated they were very or somewhat likely to recommend living in Firestone to others and said they would remain in the Town for the next five years.
- Safety continues to be a standout strength, with nearly all residents reporting they feel safe in their neighborhood (97%) and in Firestone’s downtown/commercial area during the day (95%). Feeling safe from property crime (83%) received ratings above the custom benchmark comparison to other Fort range communities and similar populations, while feeling safe from fire, flood, or natural disasters (82%) showed an upward trend from 2023.
- Several mobility-related services showed statistically significant improvements, including:
 - Street cleaning (from 63% in 2023 to 72% in 2025)
 - Snow removal (from 46% to 61%)
 - Street repair (from 29% to 40%)
 - Bus or transit services (from 9% to 23%)
- Amid a national decline in satisfaction with local governance, Firestone’s ratings remained stable, with upward trends in areas such as informing residents about issues facing the community and welcoming resident involvement—both receiving positive ratings from about half of respondents. Additionally, about 6 in 10 rated the overall direction of the town positively.

Focus areas:

- While the variety of business and service establishments improved since the 2023 iteration, several economy-related items received lower ratings and fell below national and custom benchmarks, particularly:
 - Firestone as a place to visit (33%)
 - Vibrancy of downtown/commercial area (16%)
 - Employment opportunities (16%)
 - Shopping opportunities (17%)
- In the area of Parks and Recreation, ratings for fitness opportunities (53%) and recreational opportunities (48%) were lower than national and custom benchmark averages. About half of respondents gave less-than-positive ratings to recreation programs or classes and recreation centers or facilities. Town parks (69%) also experienced a statistically significant decline from the previous survey.
- Community engagement also presents opportunities for improvement. Roughly 3 in 10 residents rated opportunities to attend cultural, arts, or music activities unfavorably, placing it well below both national and custom benchmarks. Community support for the arts (29%) and the overall opportunities for education, culture, and arts (34%) saw similar results. Adult educational opportunities experienced a downward decline (16%) and was the lowest rated item related to this facet.

Other notable results:

- When asked how likely they were to use these sources to obtain information about the Town, residents indicated Town website (87% very or somewhat likely), word of mouth or other social media/online platforms (72%), email or text notifications sent from the Town (eNotification)(72%) as the top three choices.
- Road maintenance (97%) ranked as the top service residents supported funding with generated revenue.
- In exploring alternate revenue options, 81% of residents said they strongly or somewhat supported increasing th..

Areas of greatest change since 2023:

Of the 123 evaluative questions included on both the 2023 and current survey iterations, 101 were statistically similar to previous results. Upward trends were seen in 14 items, while 8 ratings decreased since 2023. Changes are considered statistically significant if the 2025 rating was +/- 6% from the previous survey effort. The most significant of those trends are listed below.

Increases:

- Snow removal (+15%)
- Bus or transit services (+14%)
- Availability of affordable quality childcare/preschool (+14%)
- Informing residents about issues facing the community (+12%)
- Feeling safe from fire, flood, or other natural disaster (+12%)

Decreases:

- Traffic flow on major streets (-11%)
- Ease of travel by car in Firestone (-10%)
- Overall appearance of Firestone (-8%)

- Availability of affordable quality health care (-8%)
- Adult educational opportunities (-8%)

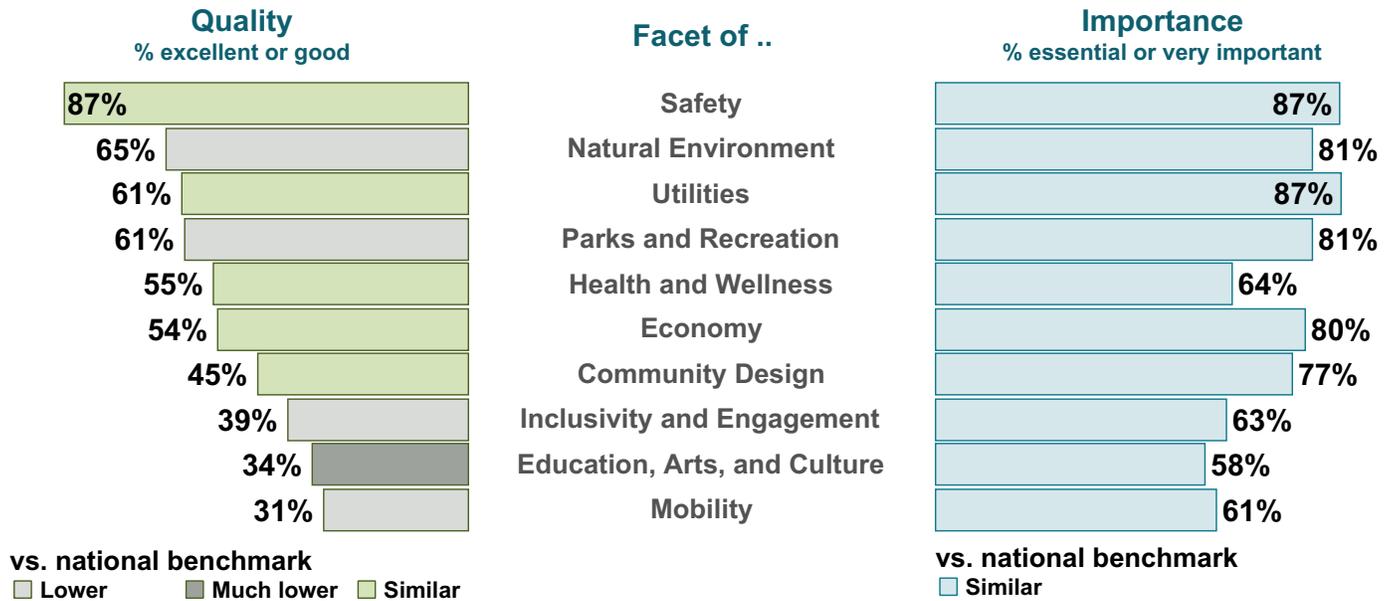
Facets of livability



Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

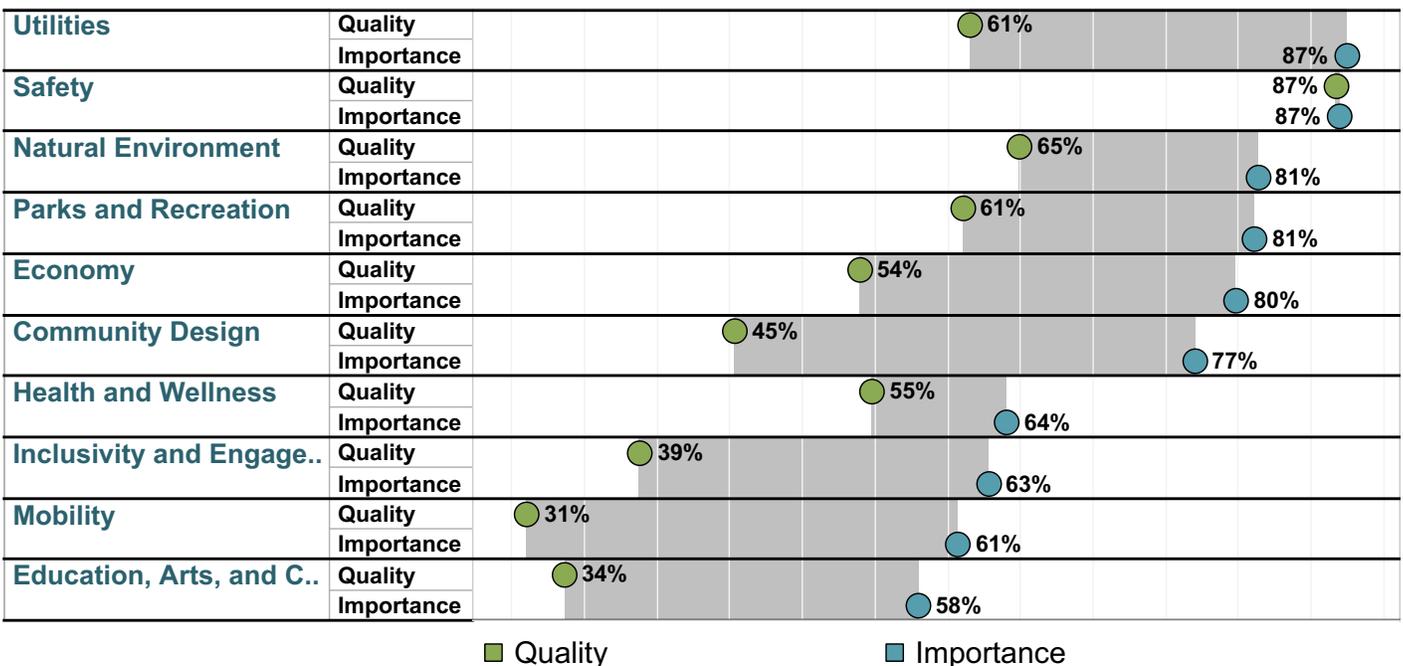
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher t..



Quality/Importance Gap Analysis

The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.

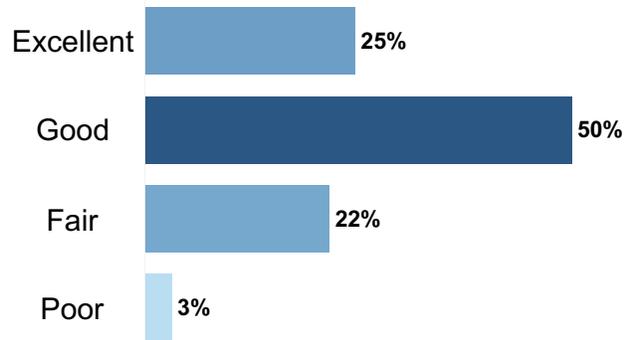




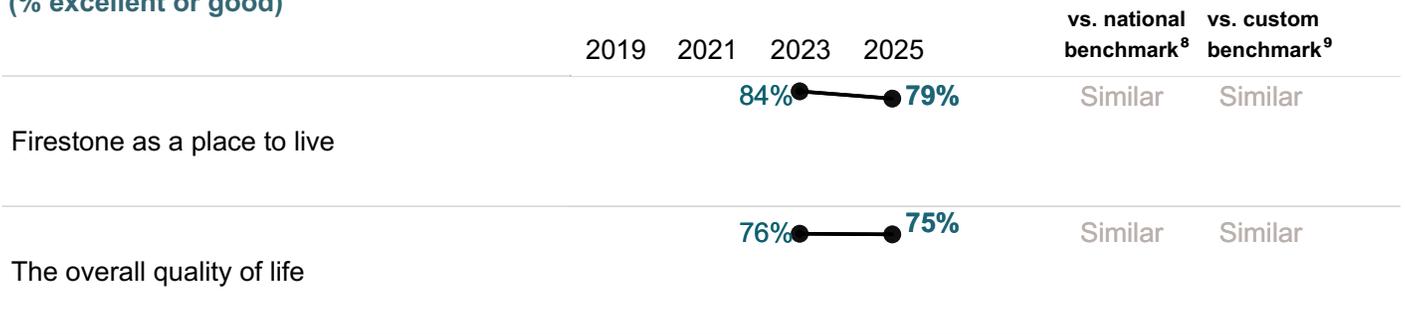
Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

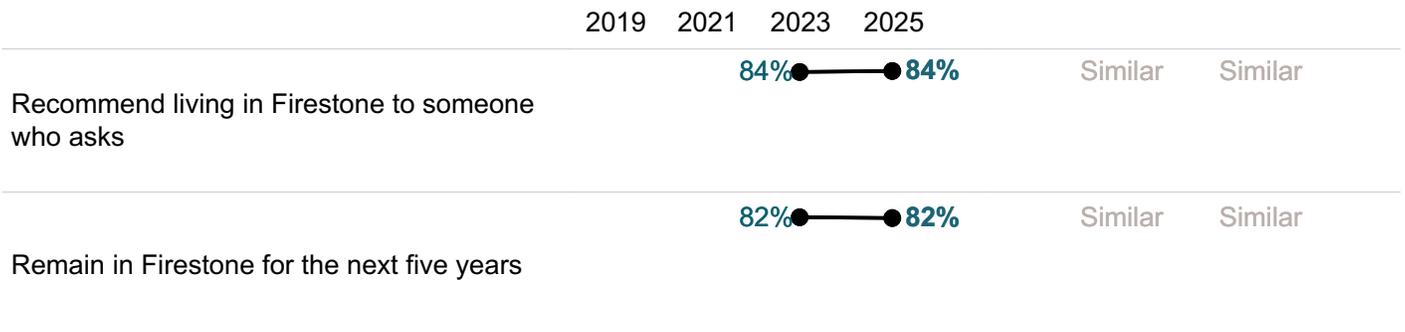
The overall quality of life in Firestone, 2025



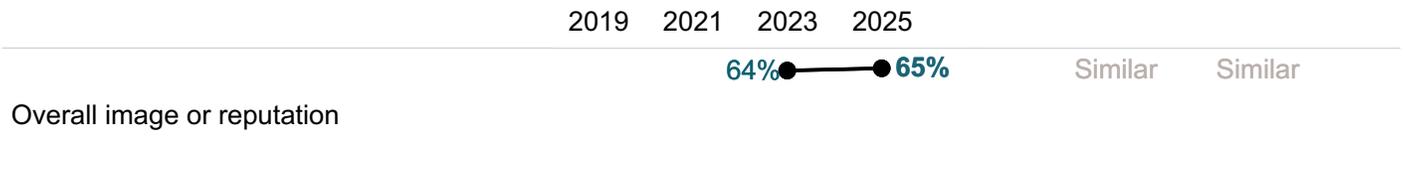
Please rate each of the following aspects of quality of life in Firestone. (% excellent or good)



Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)



Please rate each of the following in the Firestone community. (% excellent or good)



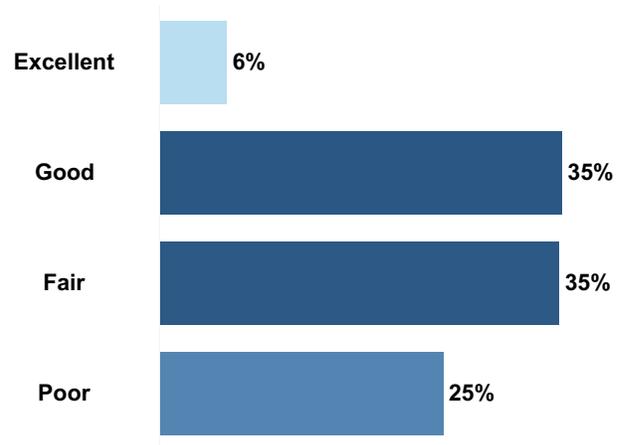
8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

9. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in Firestone government, 2025



Please rate the quality of each of the following services in Firestone.
(% excellent or good)

	2019	2021	2023	2025	vs. national benchmark ¹⁰	vs. custom benchmark ¹¹
Public information services			50%	50%	Lower	Similar
Overall customer service by Firestone employees			75%	68%	Similar	Similar

Please rate the following categories of Firestone government performance.
(% excellent or good)

	2019	2021	2023	2025	vs. national benchmark ¹⁰	vs. custom benchmark ¹¹
The value of services for the taxes paid to Firestone			39%	39%	Similar	Similar
The overall direction that Firestone is taking			47%	55%	Similar	Similar
The job Firestone government does at welcoming resident involvement			37%	47%	Similar	Similar
Overall confidence in Firestone government			37%	41%	Similar	Similar
Generally acting in the best interest of the community			44%	44%	Similar	Similar
Being honest			45%	47%	Similar	Similar
Being open and transparent to the public			41%	46%	Similar	Similar
Informing residents about issues facing the community			34%	46%	Similar	Similar

Treating all residents fairly	51% ● — ● 52%	Similar	Similar
Treating residents with respect	58% ● — ● 55%	Similar	Similar

**Please indicate whether or not you have done each of the following in the last 12 months.
(% excellent or good)**

	2019	2021	2023	2025			
Attended a local public meeting			23%	32%	↑	Higher	Similar
Contacted Firestone elected officials to express your opinion			12%	21%	↑	Similar	Similar
Contacted the Town of Firestone for help or information			35%	41%		Similar	Similar
Watched a local public meeting			18%	19%		Similar	Similar

**Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)**

	2019	2021	2023	2025			
The Town of Firestone			56%	58%		Similar	Similar
The Federal Government			24%	24%		Similar	Similar

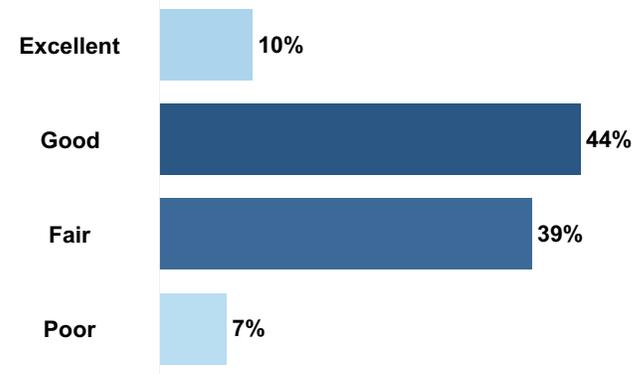
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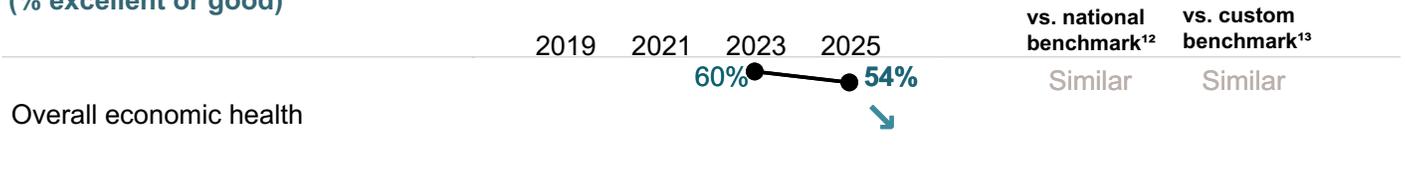
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Firestone, 2025



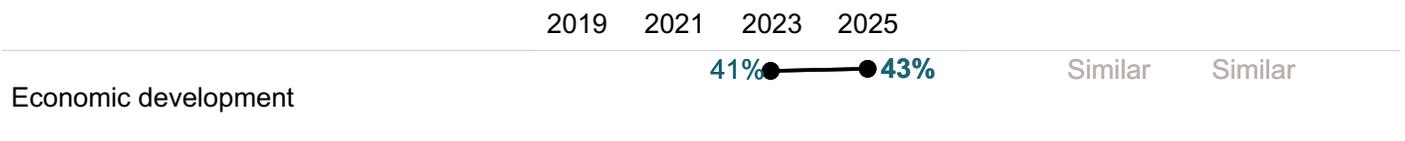
Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)



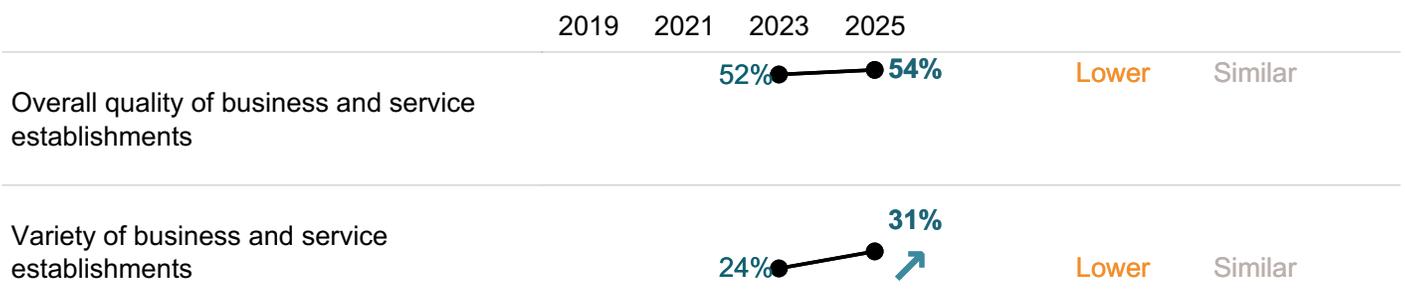
Please rate each of the following aspects of quality of life in Firestone.
(% excellent or good)

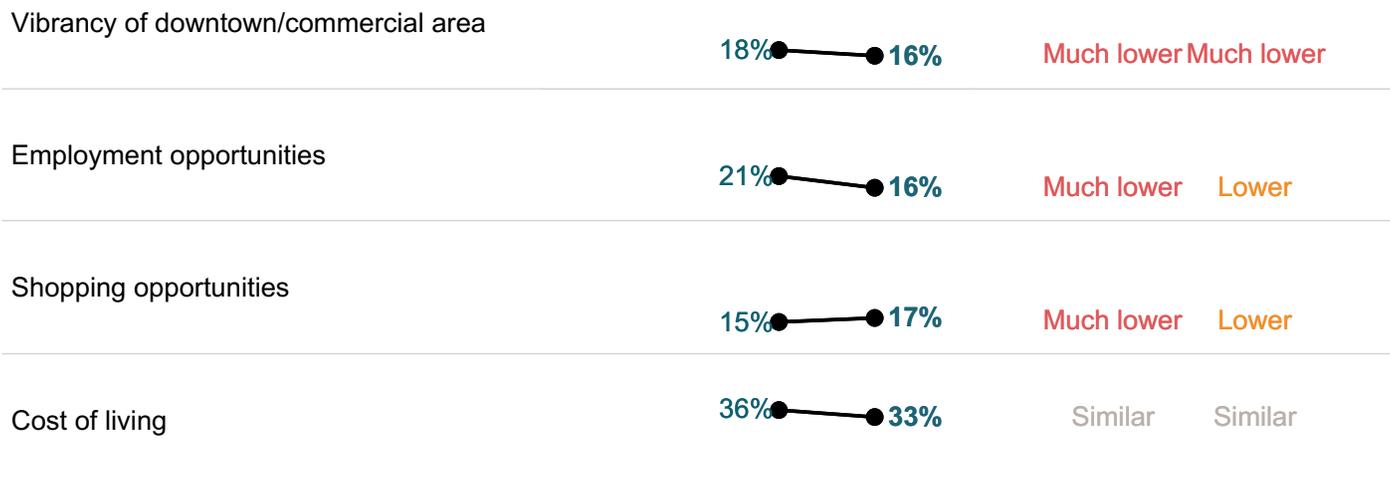


Please rate the quality of each of the following services in Firestone.
(% excellent or good)



Please rate each of the following in the Firestone community.
(% excellent or good)





What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
 (% very or somewhat positive)



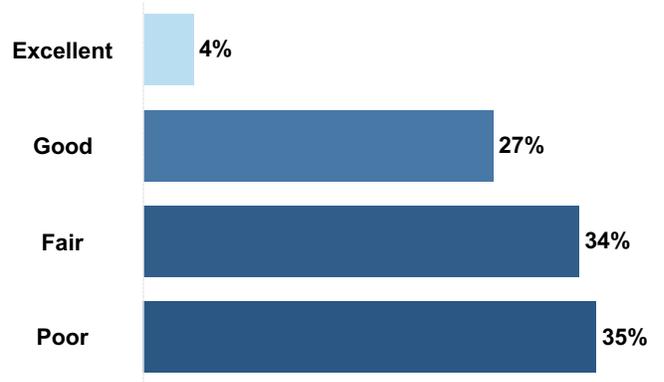
12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Firestone, 2025



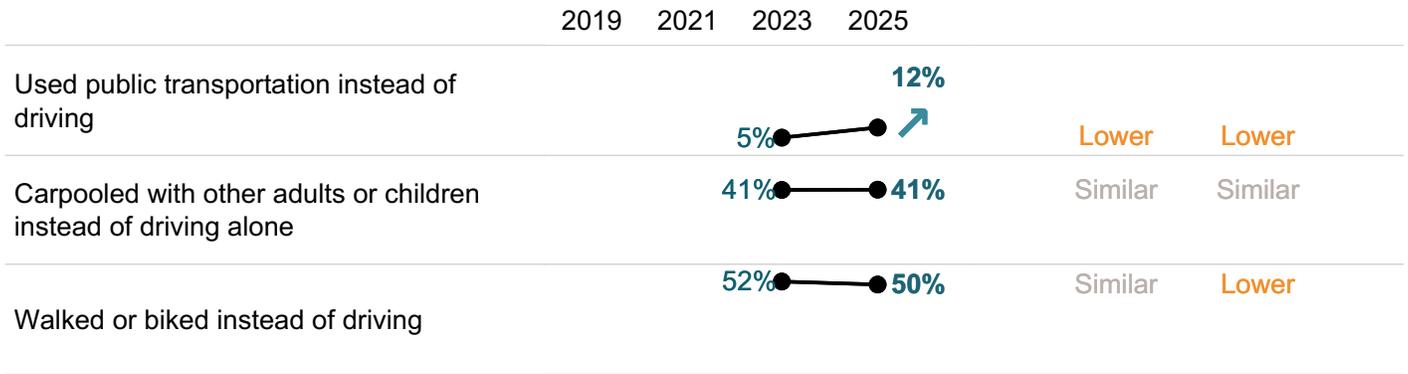
Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)



Please also rate each of the following in the Firestone community.
(% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.
 (% yes)



Please rate the quality of each of the following services in Firestone.
 (% excellent or good)



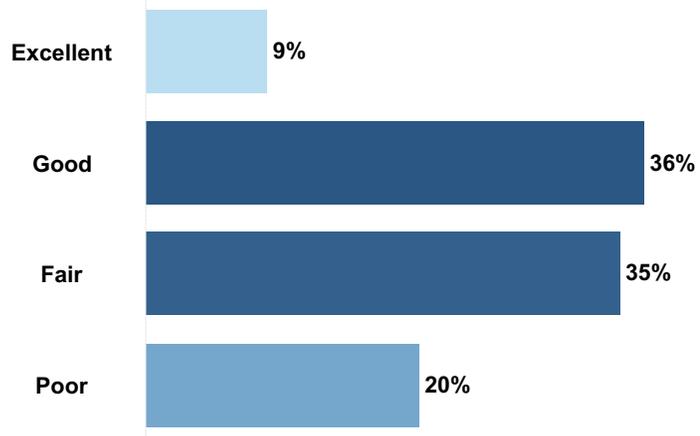
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Overall design or layout of Firestone's residential and commercial areas, 2025

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



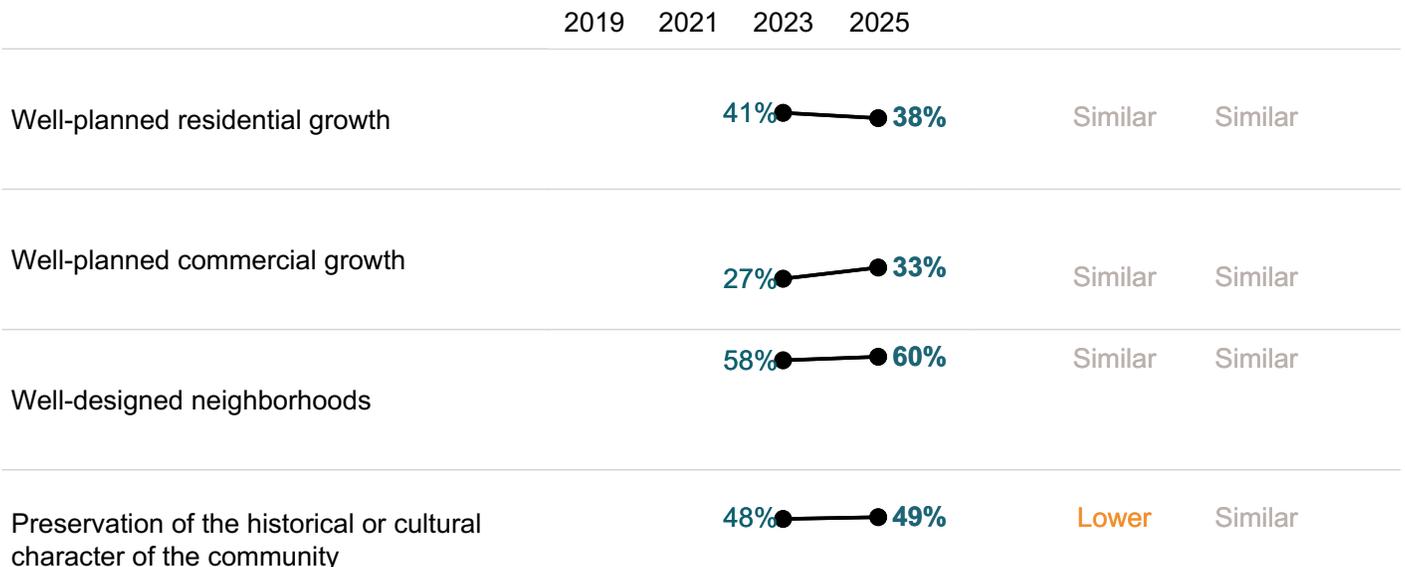
Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Firestone.
(% excellent or good)



Please also rate each of the following in the Firestone community.
(% excellent or good)



Public places where people want to spend time



Lower

Lower

Variety of housing options



Similar

Similar

Availability of affordable quality housing



Similar

Higher

Overall quality of new development



Similar

Similar

Overall appearance



Similar

Similar

Please rate the quality of each of the following services in Firestone.
(% excellent or good)

2019 2021 2023 2025

Land use, planning and zoning



Similar

Similar

Code enforcement



Similar

Similar

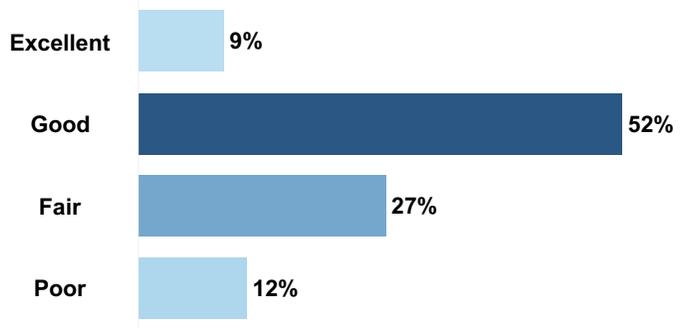
16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

17. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Firestone, 2025



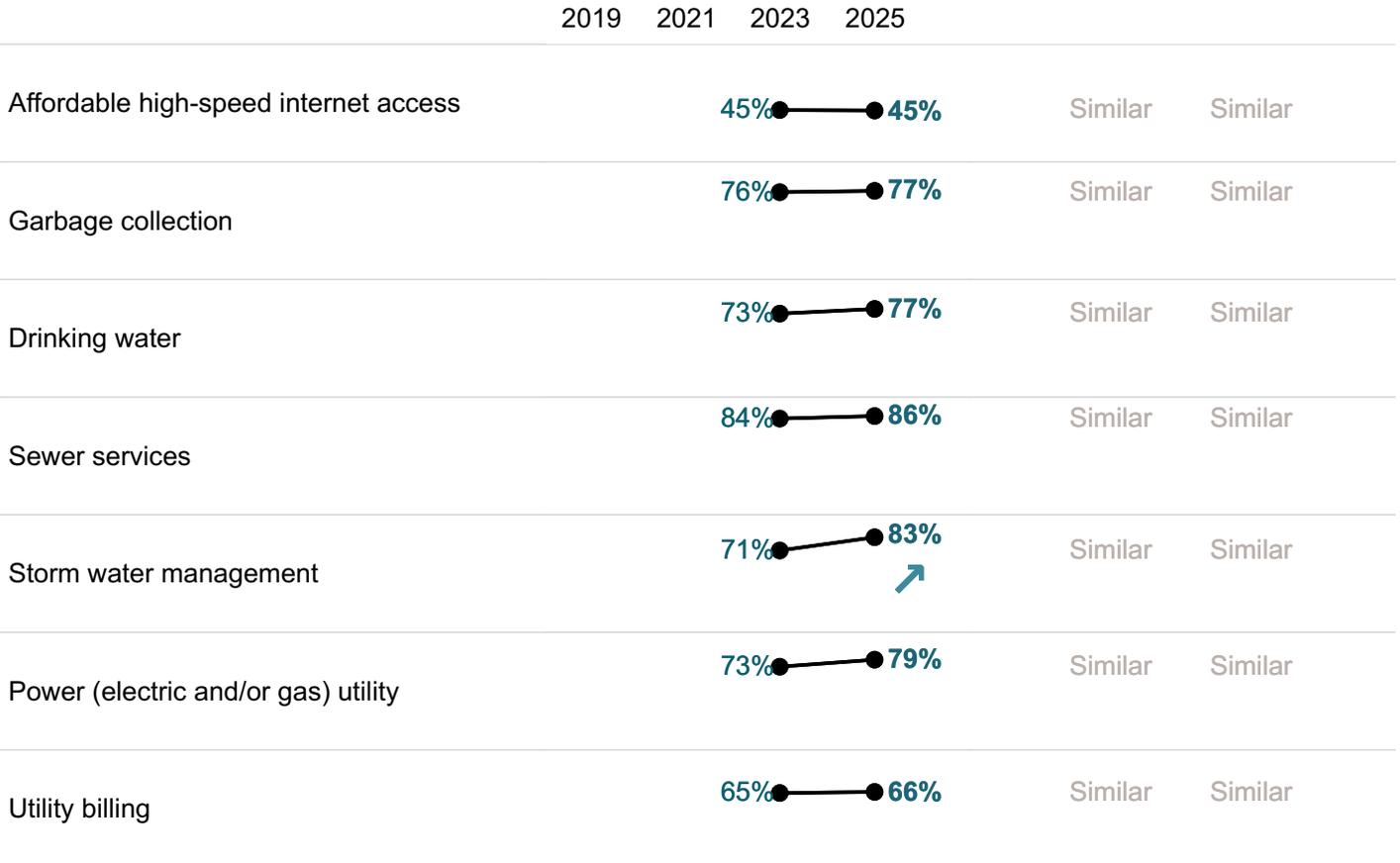
Please rate each of the following characteristics as they relate to Firestone as a whole.

(% excellent or good)



Please rate the quality of each of the following services in Firestone.

(% excellent or good)



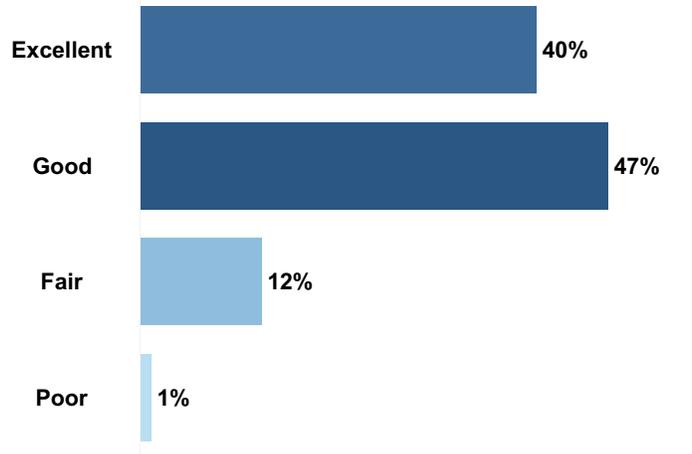
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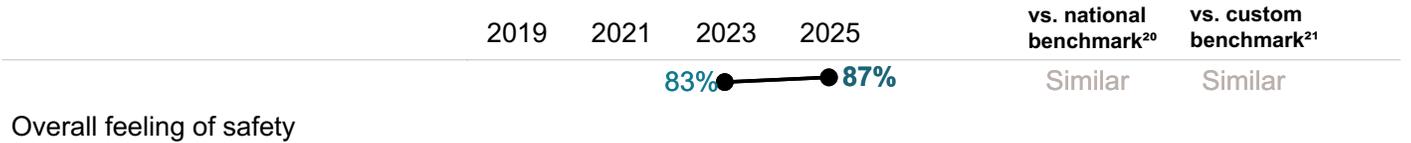
Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

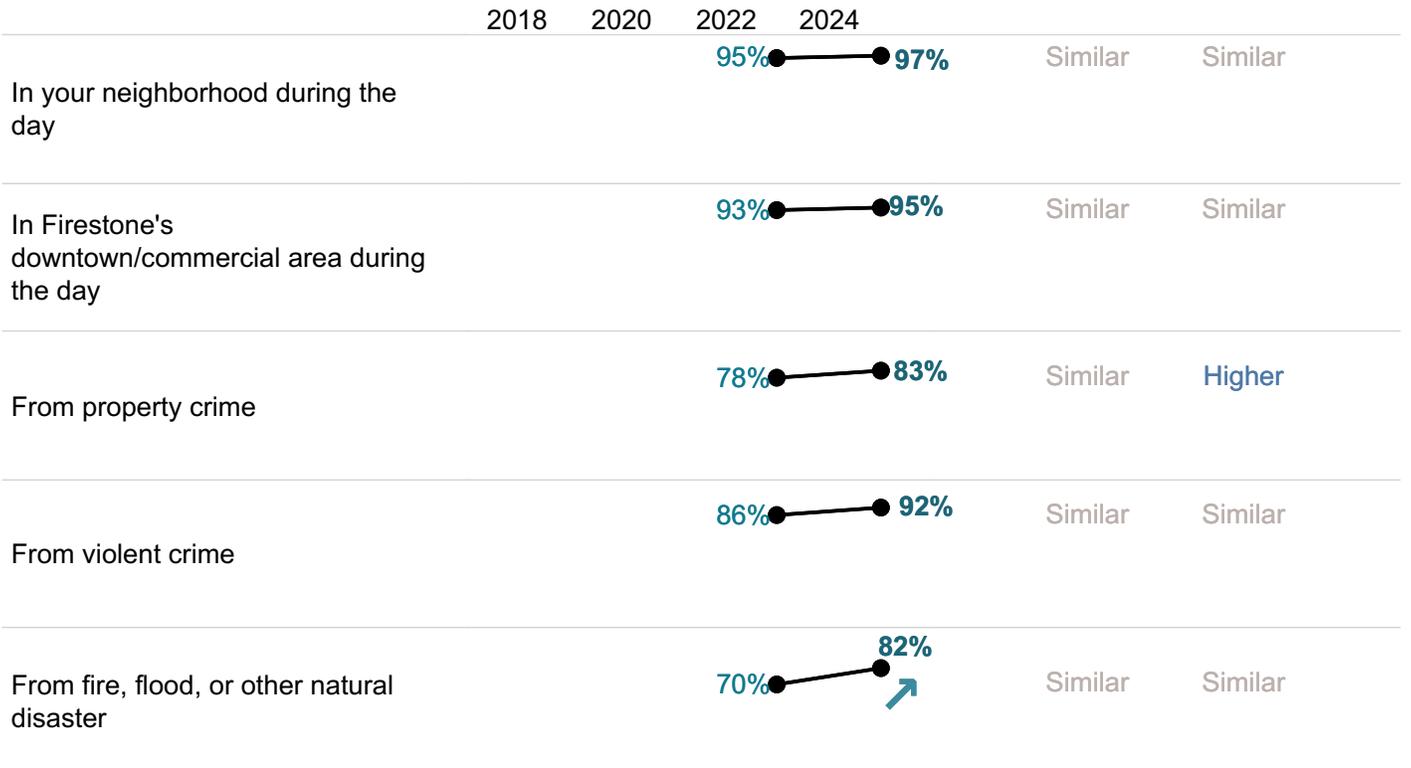
Overall feeling of safety in Firestone, 2025



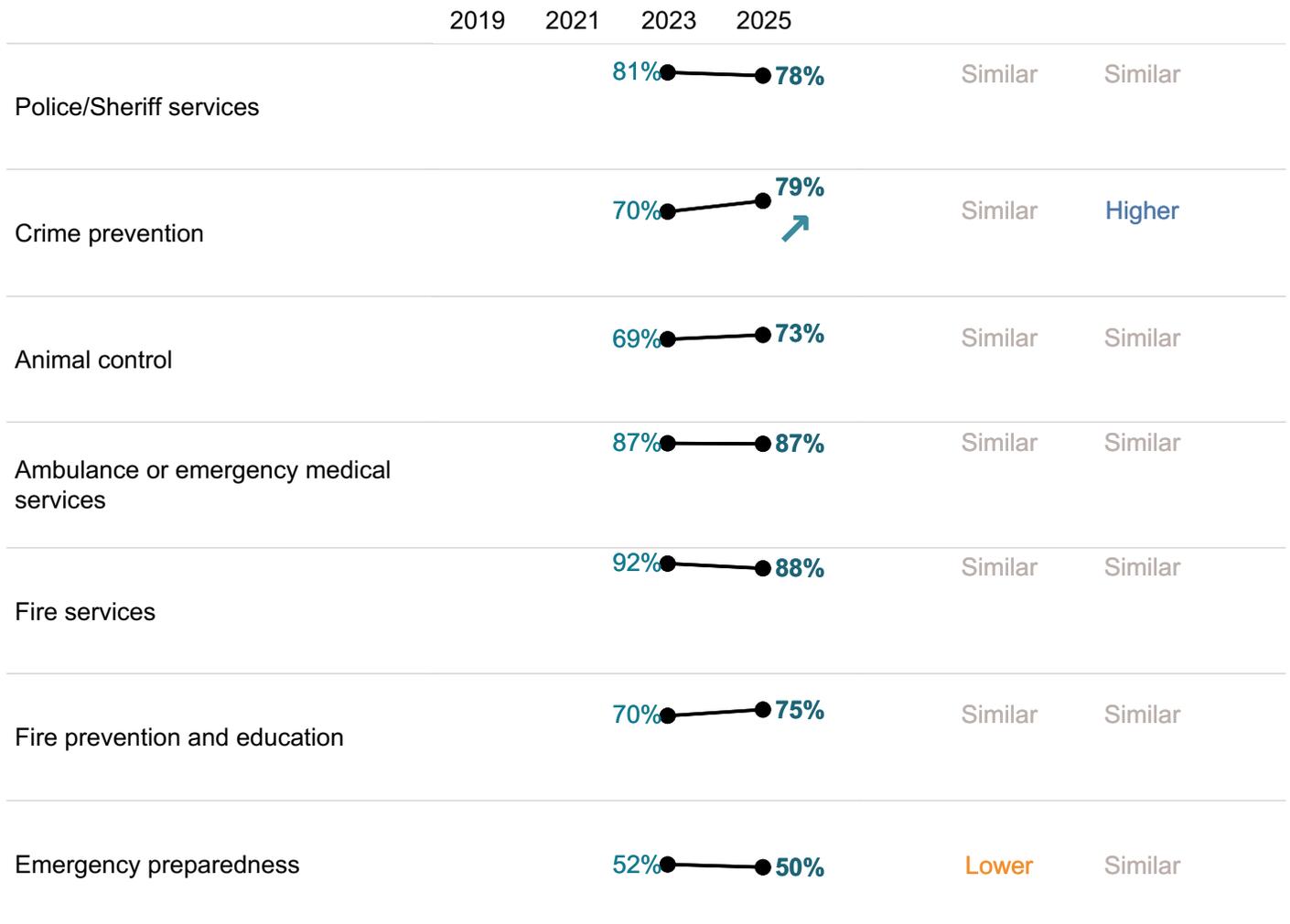
Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)



**Please rate the quality of each of the following services in Firestone.
(% excellent or good)**



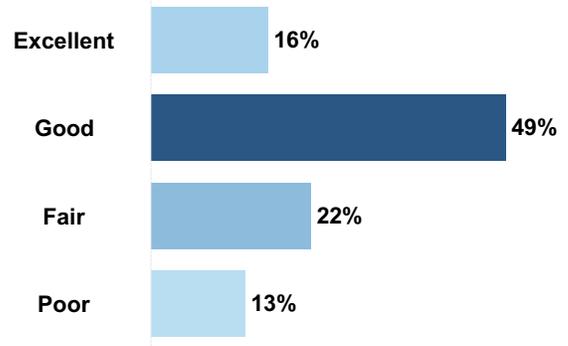
20. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

21. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

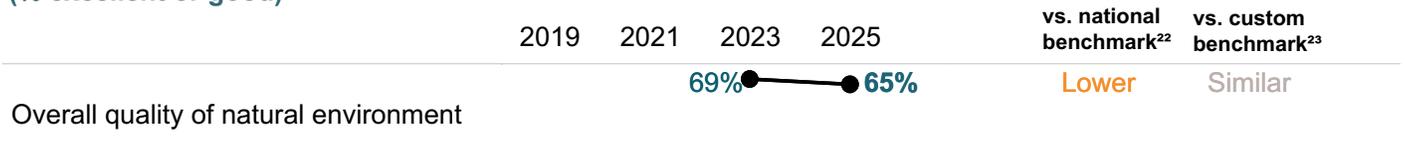
Overall quality of natural environment in Firestone, 2025

Natural Environment

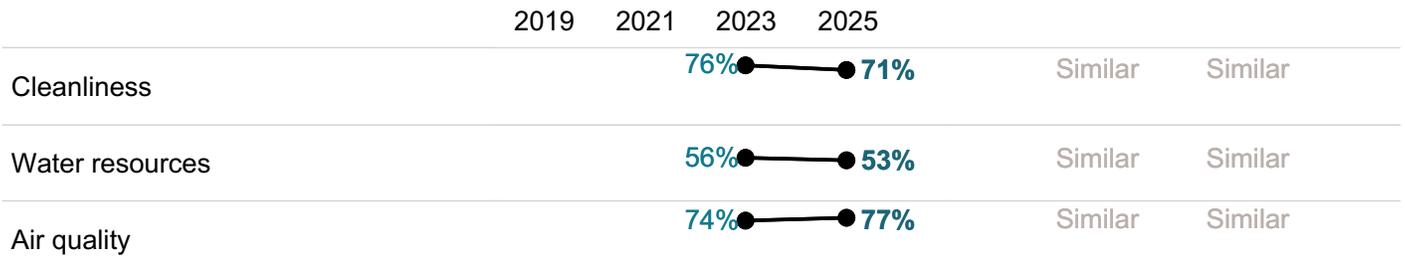
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



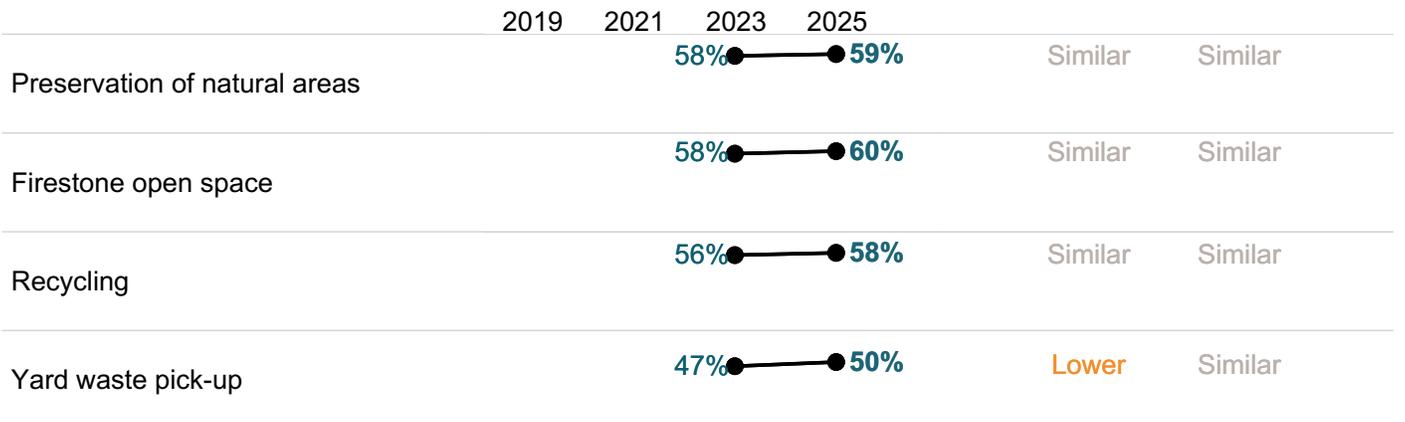
Please rate each of the following characteristics as they relate to Firestone as a whole. (% excellent or good)



Please also rate each of the following in the Firestone community. (% excellent or good)



Please rate the quality of each of the following services in Firestone. (% excellent or good)



22. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

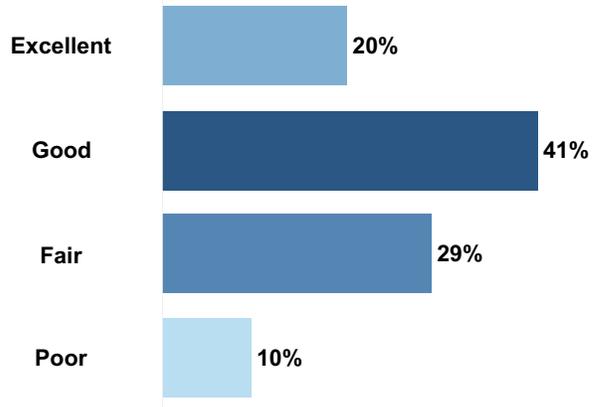
23. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

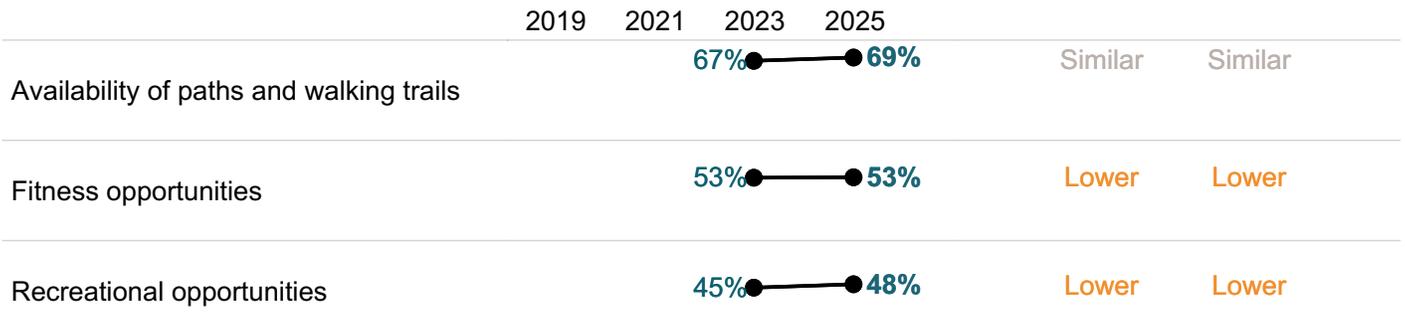
Overall quality of parks and recreation opportunities, 2025



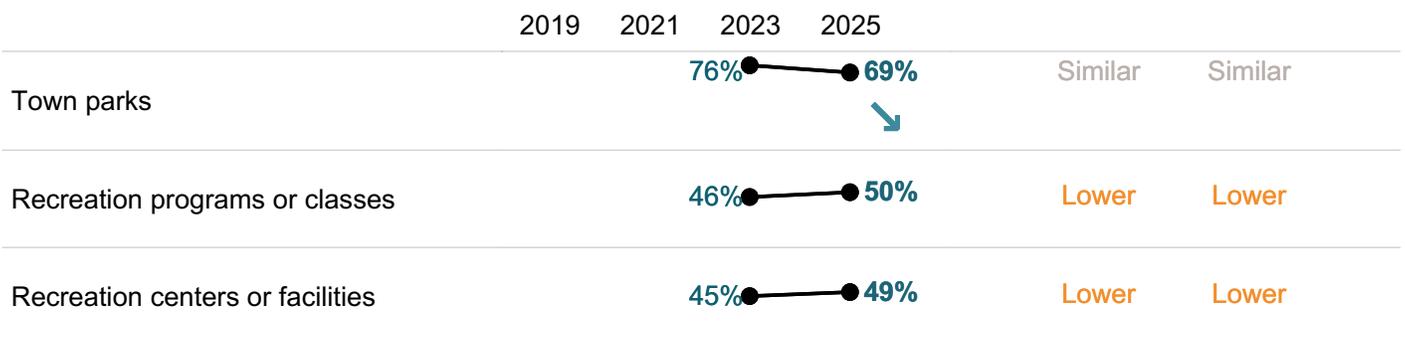
Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)



Please also rate each of the following in the Firestone community.
(% excellent or good)



Please rate the quality of each of the following services in Firestone.
(% excellent or good)



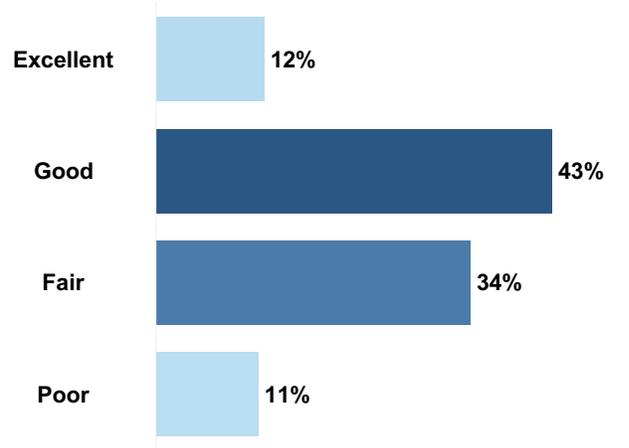
²⁴. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

²⁵. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If..

Overall health and wellness opportunities in Firestone, 2025

Health and Wellness

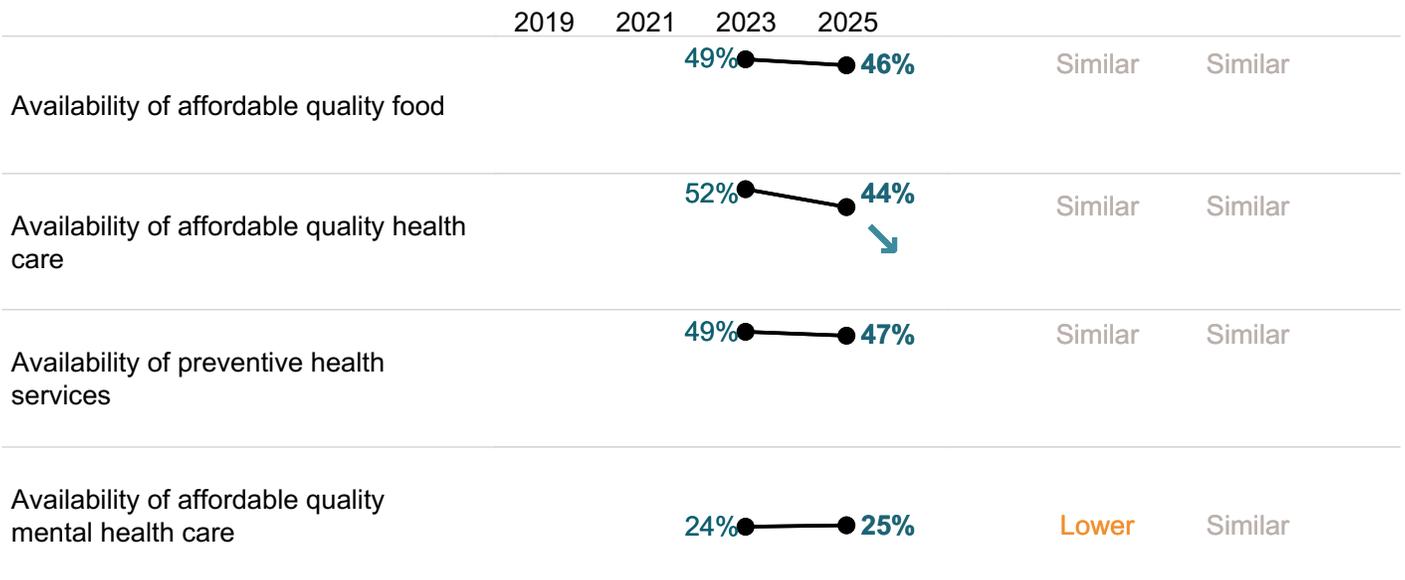
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



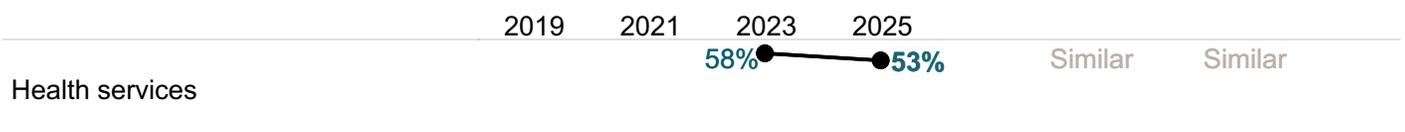
Please rate each of the following characteristics as they relate to Firestone as a whole. (% excellent or good)



Please also rate each of the following in the Firestone community. (% excellent or good)



Please rate the quality of each of the following services in Firestone. (% excellent or good)



Please rate your overall health.
(% excellent or very good)



Please rate your overall health.

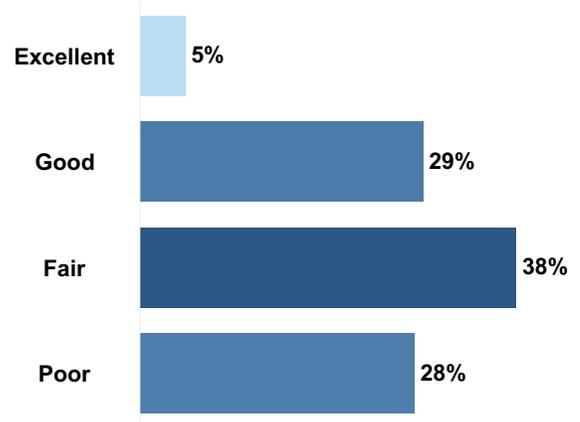
26. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
27. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.



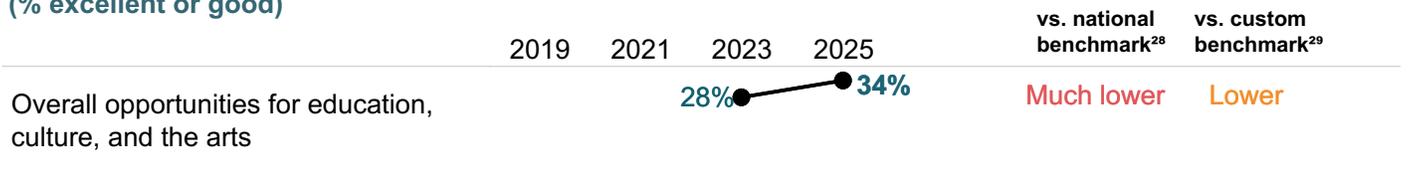
Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

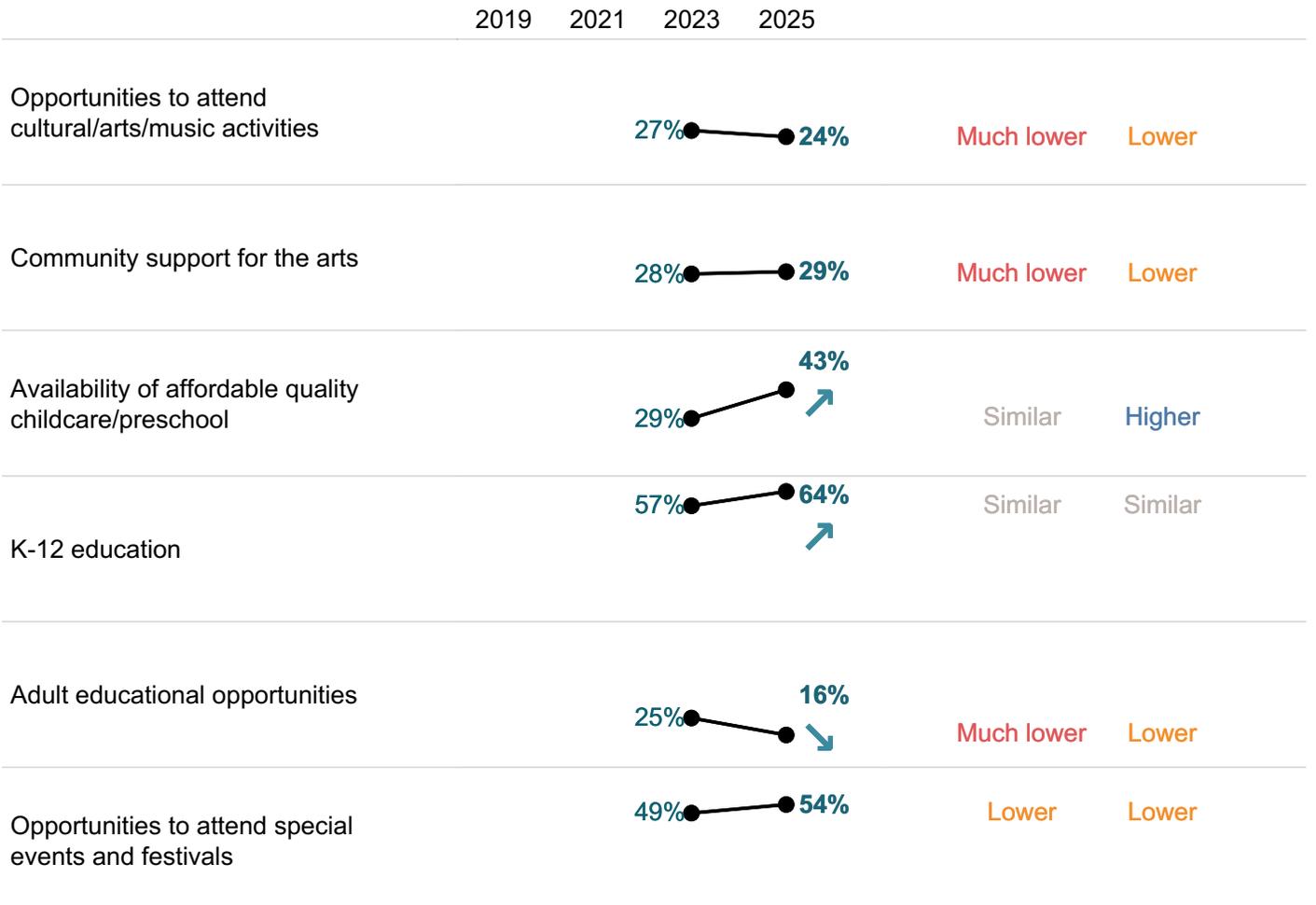
Overall opportunities for education, culture and the arts, 2025



Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)



Please also rate each of the following in the Firestone community.
(% excellent or good)



Please rate the quality of each of the following services in Firestone.
(% excellent or good)



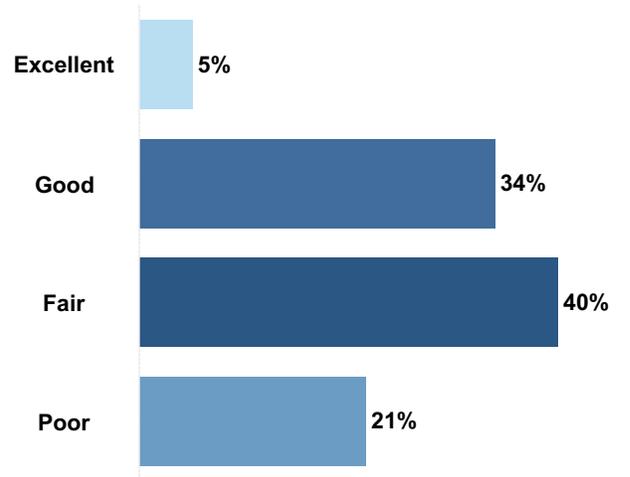
28. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
29. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.



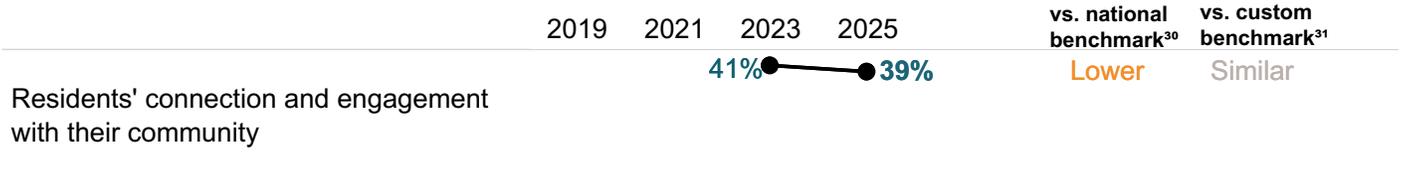
Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

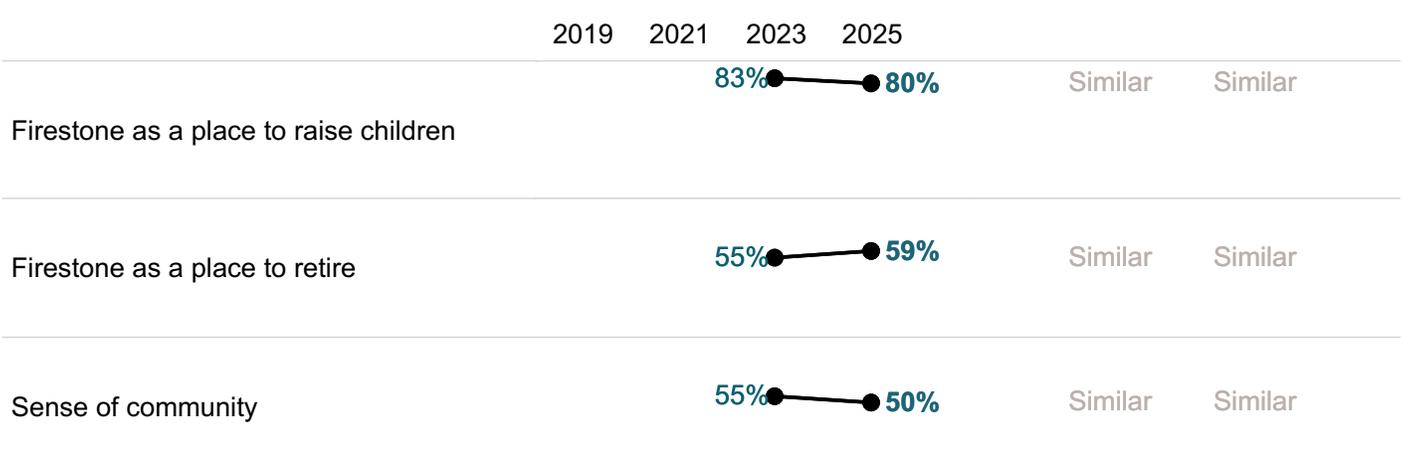
Residents' connection and engagement with their community, 2025



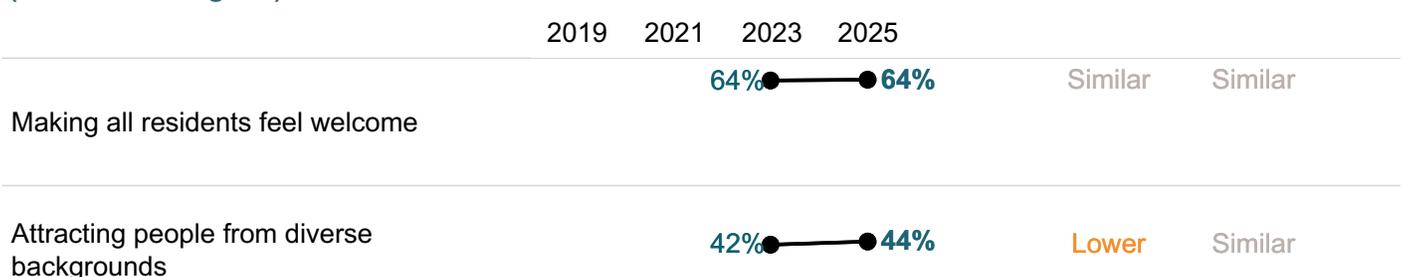
Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Firestone.
(% excellent or good)



Please rate the job you feel the Firestone community does at each of the following.
(% excellent or good)

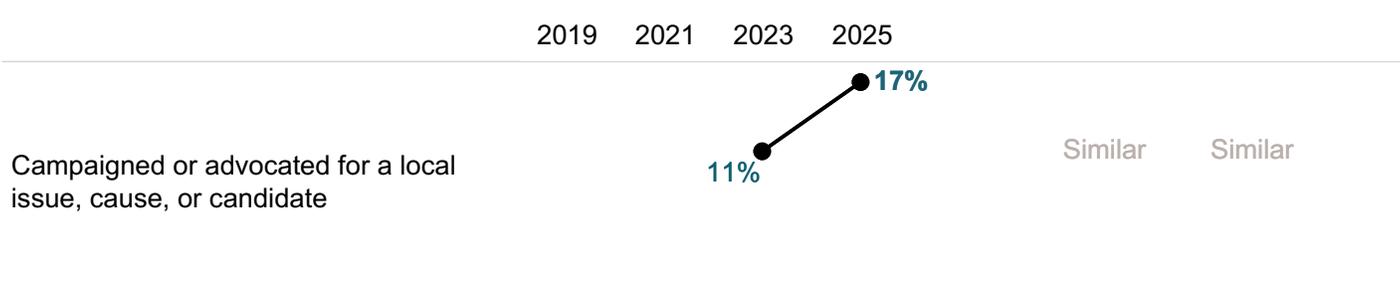




**Please also rate each of the following in the Firestone community.
(% excellent or good)**



**Please indicate whether or not you have done each of the following in the last 12 months.
(% excellent or good)**



30. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
 31. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

Custom questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

			Include "don't know" No	
Please indicate how likely you are to use the following sources to obtain information about the Town of Firestone.	Town website (www.firestoneco.gov)	Very likely		47%
		Somewhat likely		40%
		Somewhat unlikely		10%
		Very unlikely		4%
Firestone Voice		Very likely		19%
		Somewhat likely		34%
		Somewhat unlikely		16%
		Very unlikely		31%
Email or text notifications sent from the Town (eNotification)		Very likely		29%
		Somewhat likely		36%
		Somewhat unlikely		21%
		Very unlikely		15%
Utility bill inserts		Very likely		23%
		Somewhat likely		36%
		Somewhat unlikely		18%
		Very unlikely		23%
Town social media posts		Very likely		21%
		Somewhat likely		31%
		Somewhat unlikely		19%
		Very unlikely		29%
Carbon Valley Consumer Report		Very likely		17%
		Somewhat likely		38%
		Somewhat unlikely		22%

		Very unlikely		23%
Longmont Times-Call		Very likely		7%
		Somewhat likely		19%
		Somewhat unlikely		20%
		Very unlikely		54%
	Word of mouth or other social media/online platforms		Very likely	
		Somewhat likely		41%
		Somewhat unlikely		14%
		Very unlikely		14%
In 2024, a citizen committee attempted to add a question to the Firestone municipal ballot asking voters to approve retail ..		Strongly support		25%
		Somewhat support		24%
		Somewhat oppose		11%
		Strongly oppose		39%
Firestone is considering adjusting Town Hall business hours. When would you prefer to conduct business at Town ..		Regular business hours (Monday–Friday, 8:00 AM – 5:..		52%
		Late business hours (5:00 PM – 7:00 PM)		40%
		Early business hours (7:00 AM – 8:00 AM)		7%
		No preference		38%
The Town is evaluating alternative revenue options aiming to reduce the Town's reliance on property taxes. Please indicate how much you support or oppose funding the following projects, services, or maintenance with the revenue generated.	Improvement of town-wide entryways and streetscapes	Strongly support		33%
		Somewhat support		41%
		Somewhat oppose		20%
		Strongly oppose		7%
Open space and trail systems	Strongly support		52%	
	Somewhat support		35%	
	Somewhat oppose		11%	
	Strongly oppose		2%	
Outdoor pool	Strongly support		37%	
	Somewhat support		28%	
	Somewhat oppose		16%	

		Strongly oppose		20%
Road maintenance		Strongly support		65%
		Somewhat support		32%
		Somewhat oppose		3%
		Strongly oppose		1%
How much would you support or oppose the following alternative revenue options if it would reduce the Town's reliance on property taxes?	Increase the existing hotel occupancy tax	Strongly support		43%
		Somewhat support		38%
		Somewhat oppose		10%
		Strongly oppose		9%
	Increase the existing Town sales tax	Strongly support		7%
		Somewhat support		18%
		Somewhat oppose		36%
		Strongly oppose		38%
	Increase the existing use tax (paid when a building permit is issued or a vehicle registered)	Strongly support		13%
		Somewhat support		34%
		Somewhat oppose		26%
		Strongly oppose		26%
Implement a sales tax on food for at-home consumption	Strongly support		4%	
	Somewhat support		8%	
	Somewhat oppose		26%	
	Strongly oppose		61%	

The Town of Firestone 2025 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Firestone.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Firestone as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Firestone as a place to raise children.....	1	2	3	4	5
Firestone as a place to work.....	1	2	3	4	5
Firestone as a place to visit.....	1	2	3	4	5
Firestone as a place to retire.....	1	2	3	4	5
The overall quality of life in Firestone.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Firestone as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Firestone	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Firestone	1	2	3	4	5
Overall design or layout of Firestone's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Firestone (water, sewer, storm water, electric/gas, broadband)	1	2	3	4	5
Overall feeling of safety in Firestone.....	1	2	3	4	5
Overall quality of natural environment in Firestone.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Firestone.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Firestone to someone who asks.....	1	2	3	4	5
Remain in Firestone for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Firestone's commercial areas during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Firestone community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Firestone community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Firestone.....	1	2	3	4	5
Variety of business and service establishments in Firestone	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Firestone.....	1	2	3	4	5
Overall image or reputation of Firestone	1	2	3	4	5

7. Please also rate each of the following in the Firestone community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Firestone.....	1	2	3	4	5
Ease of travel by public transportation in Firestone.....	1	2	3	4	5
Ease of travel by bicycle in Firestone.....	1	2	3	4	5
Ease of walking in Firestone.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Firestone.....	1	2	3	4	5
Overall appearance of Firestone.....	1	2	3	4	5
Cleanliness of Firestone.....	1	2	3	4	5
Water resources (lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... ..	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Firestone.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the Town of Firestone (in-person, phone, email, or web) for help or information.....	1	2
Contacted Firestone elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like Board of Trustees or County Commissioners, advisory boards, open houses, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Firestone.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The Town of Firestone 2025 Community Survey

9. Please rate the quality of each of the following services in Firestone.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, greenbelts, etc.).....	1	2	3	4	5
Firestone open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Firestone employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Firestone government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Firestone.....	1	2	3	4	5
The overall direction that Firestone is taking.....	1	2	3	4	5
The job Firestone government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Firestone government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The Town of Firestone.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Firestone	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Firestone	1	2	3	4
Overall design or layout of Firestone’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Firestone (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Firestone.....	1	2	3	4
Overall quality of natural environment in Firestone	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Firestone.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents’ connection and engagement with their community.....	1	2	3	4

13. Please indicate how likely you are to use the following sources to obtain information about the Town of Firestone.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don’t know</u>
Town website (www.firestoneco.gov)	1	2	3	4	5
Firestone Voice.....	1	2	3	4	5
Email or text notifications sent from the Town (eNotification).....	1	2	3	4	5
Utility bill inserts.....	1	2	3	4	5
Town social media posts.....	1	2	3	4	5
Carbon Valley Consumer Report.....	1	2	3	4	5
Longmont Times-Call	1	2	3	4	5
Word of mouth or other social media/online platforms.....	1	2	3	4	5

14. In 2024, a citizen committee attempted to add a question to the Firestone municipal ballot asking voters to approve retail marijuana within Firestone. How much do you support or oppose any future efforts to approve retail marijuana in the Town?

- Strongly support Somewhat support Somewhat oppose Strongly oppose

15. Firestone is considering adjusting Town Hall business hours. When would you prefer to conduct business at Town Hall or interact with Town staff? (Select all that apply.)

- Regular business hours (Monday–Friday, 8:00 AM – 5:00 PM) Early business hours (7:00 AM – 8:00 AM)
 Late business hours (5:00 PM – 7:00 PM) No preference

16. The Town is evaluating alternative revenue options aiming to reduce the Town’s reliance on property taxes. Please indicate how much you support or oppose funding the following projects, services, or maintenance with the revenue generated.

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>
Improvement of town-wide entryways and streetscapes	1	2	3	4
Open space and trail systems	1	2	3	4
Outdoor pool.....	1	2	3	4
Police services.....	1	2	3	4
Road maintenance	1	2	3	4

17. How much would you support or oppose the following alternative revenue options if it would reduce the Town’s reliance on property taxes?

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>
Increase the existing hotel occupancy tax	1	2	3	4
Increase the existing Town sales tax.....	1	2	3	4
Increase the existing use tax (paid when a building permit is issued or a vehicle is registered).....	1	2	3	4
Implement a sales tax on food for at-home consumption.....	1	2	3	4

The Town of Firestone 2025 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer.....	1	2	3	4	5	6
Access the internet from your cell phone	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. How many years have you lived in Firestone?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?

- Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$300 \$2,500 to \$3,999
 \$300 to \$599 \$4,000 to \$6,999
 \$600 to \$999 \$7,000 to \$9,999
 \$1,000 to \$1,499 \$10,000 or more
 \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- No Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

- Woman
 Man
 Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- Agender/I don't identify with any gender
 Genderqueer/gender fluid
 Non-binary
 Transgender man
 Transgender woman
 Two-spirit
 Identify in another way

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502