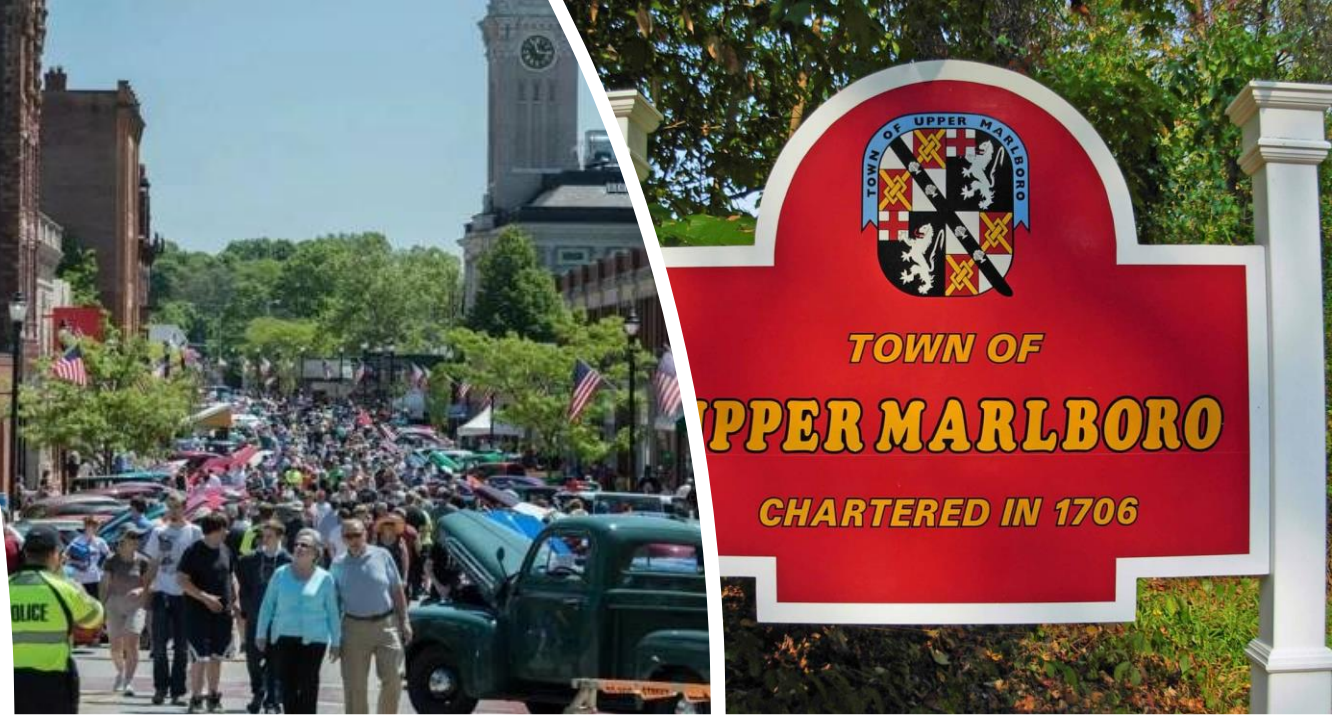




TOWN BRANDING SURVEY RESULTS

04/17/2023

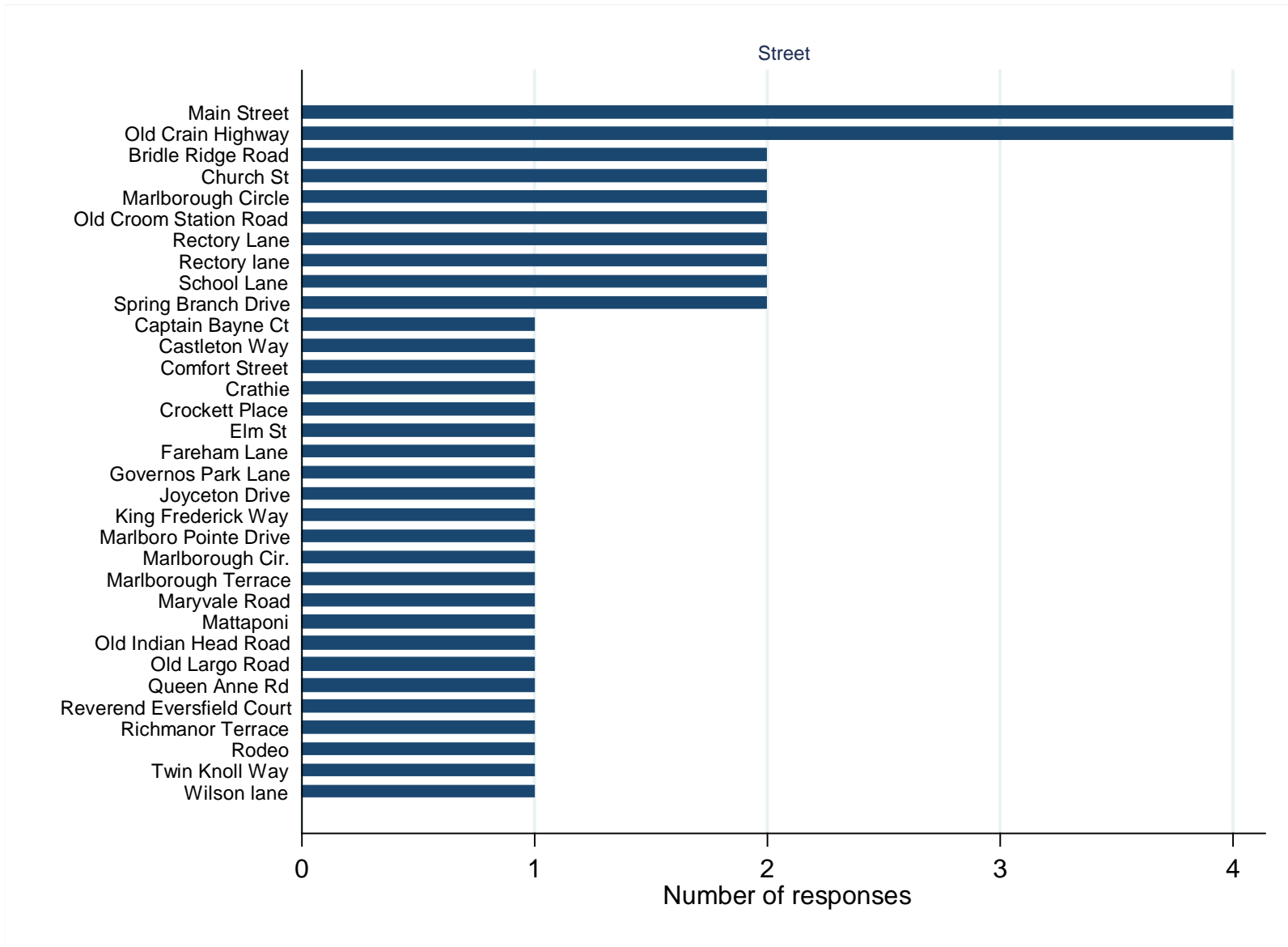




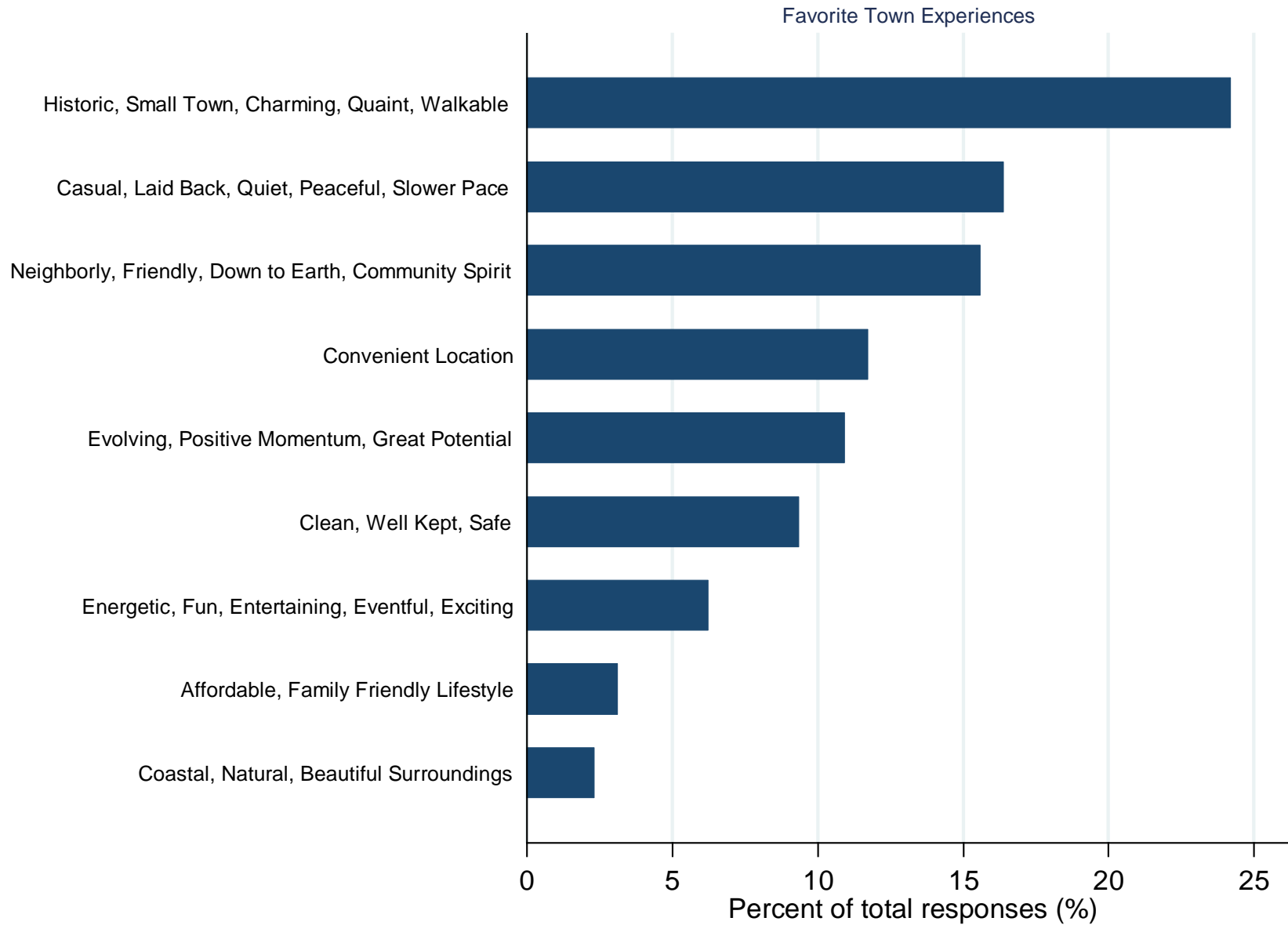
- Total of 47 responses.
- Survey available from February 24 thru March 28, 2023.



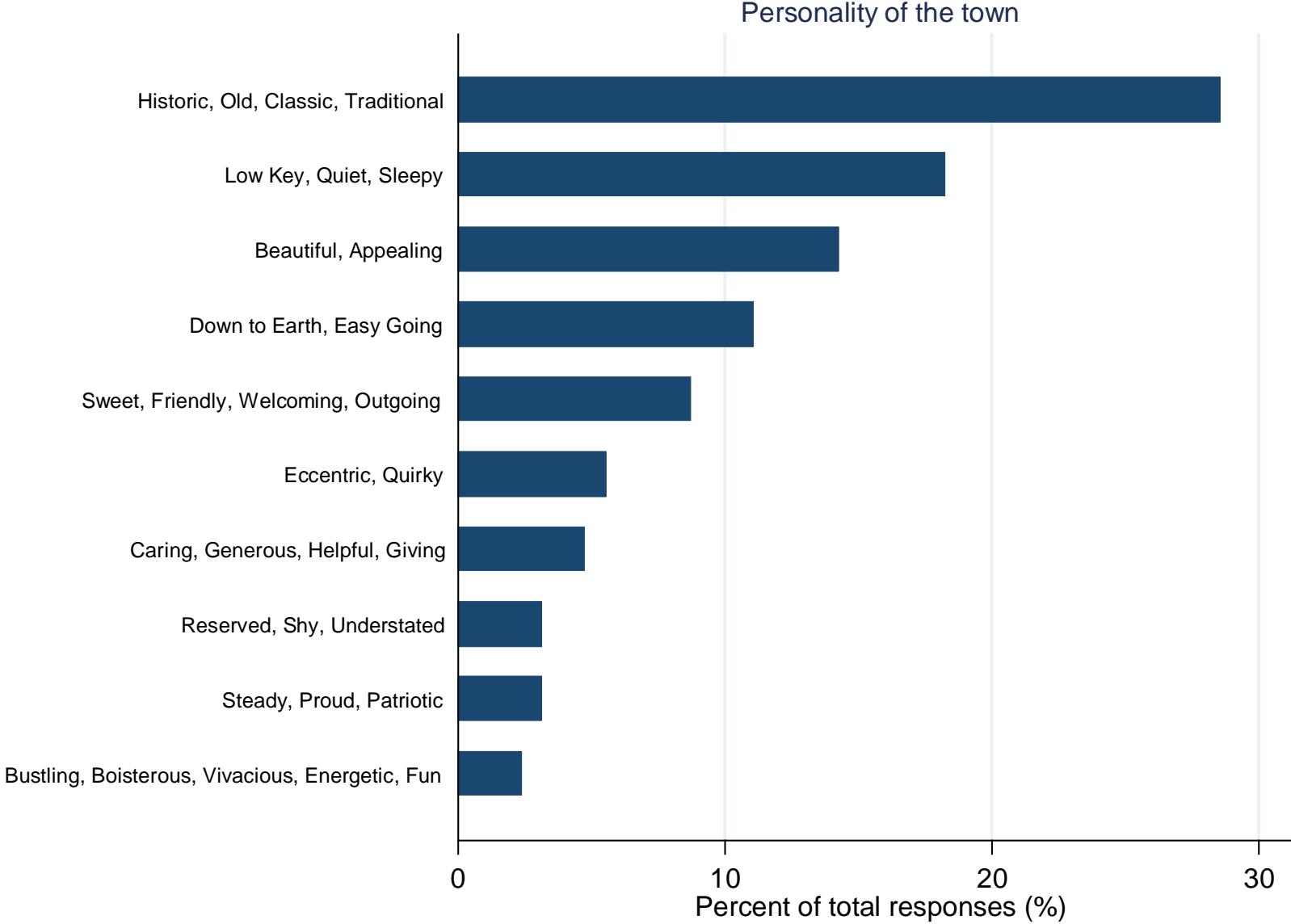
Location where the answer was recorded (Number responses)



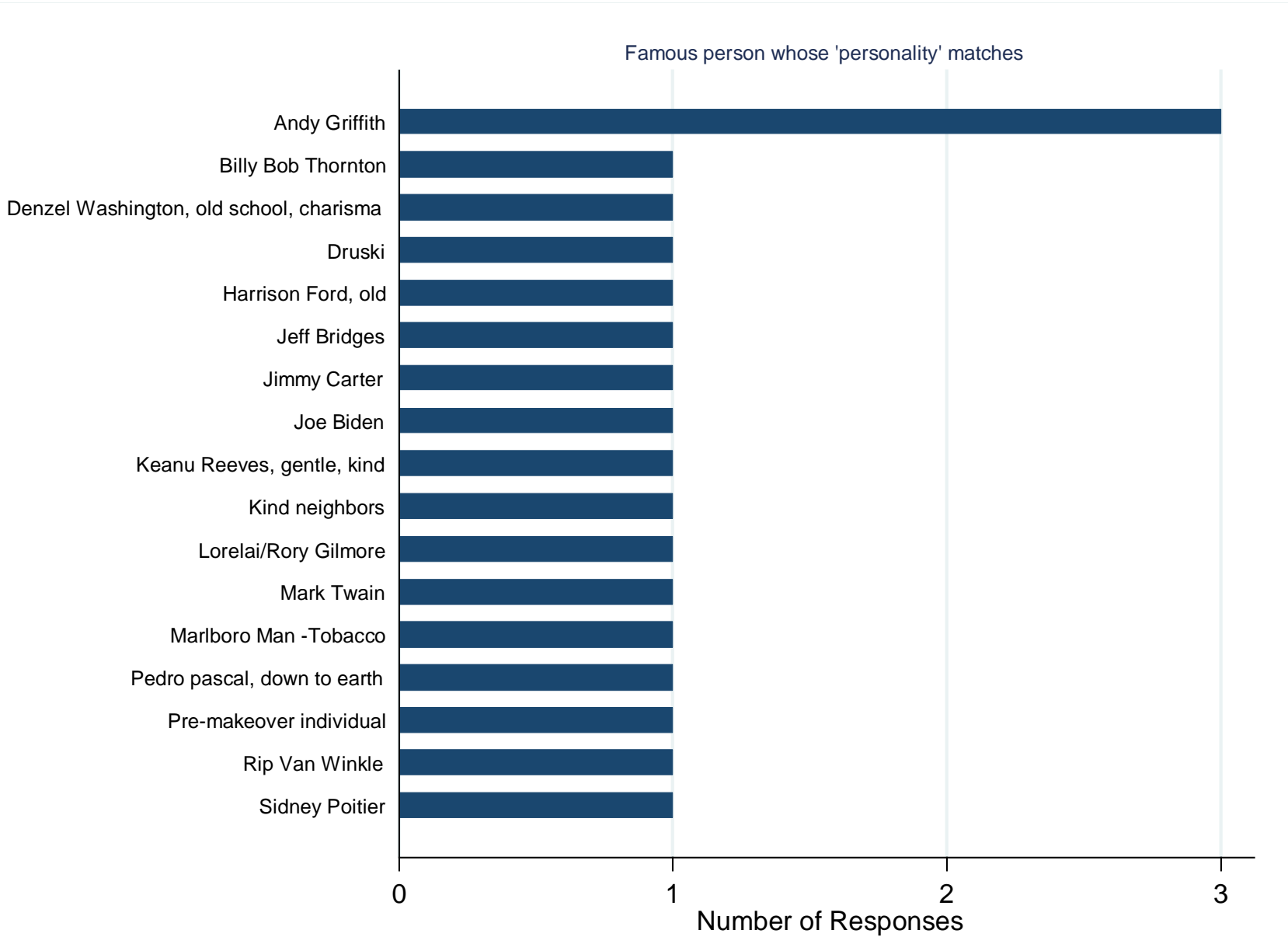
Think about your favorite community experiences.



If you were going to describe the “personality” of your community, what positive words come to mind?



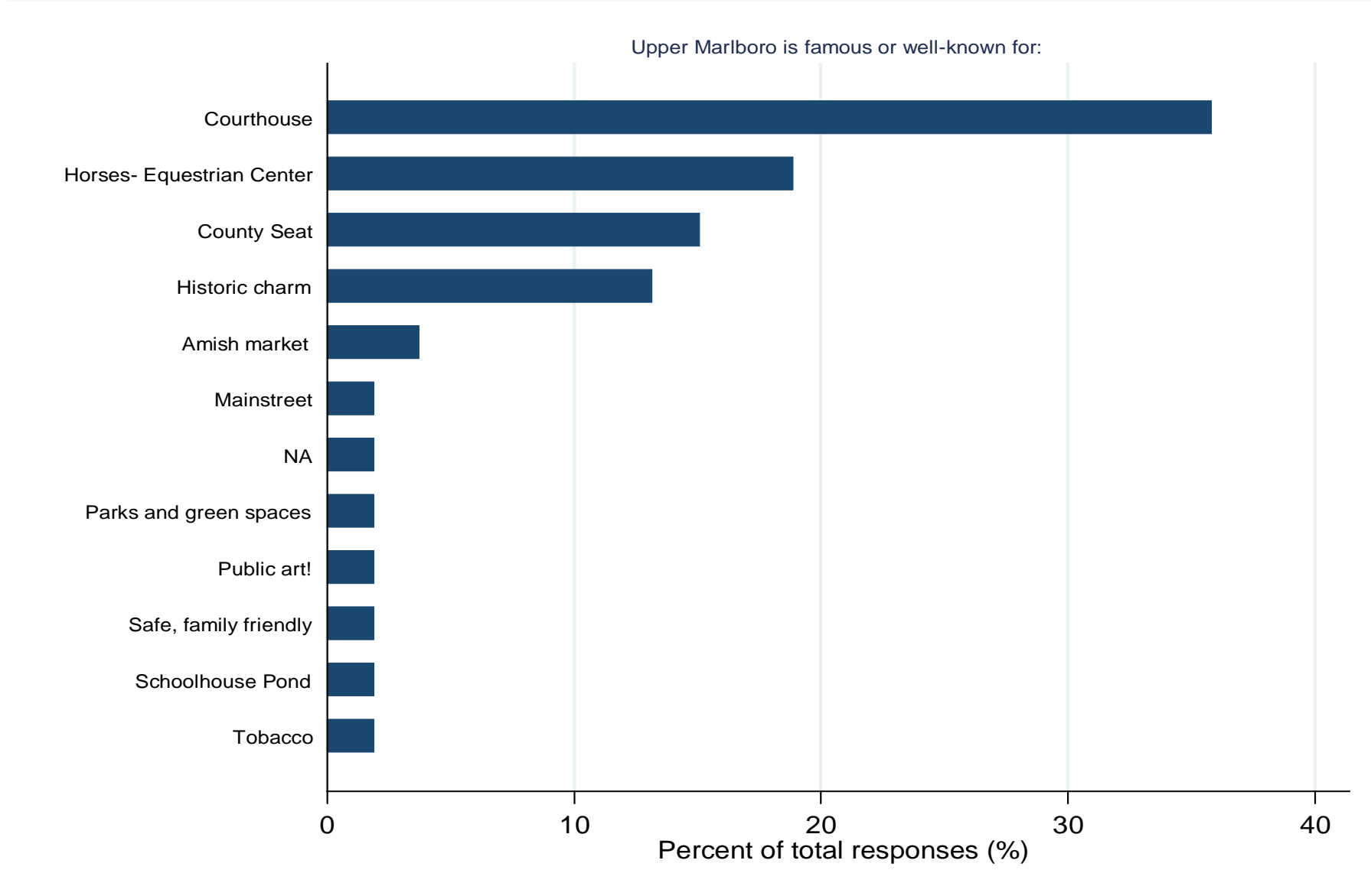
Is there a famous person, whose "personality" is similar to, or reminds you of your community? (Edited Responses*)



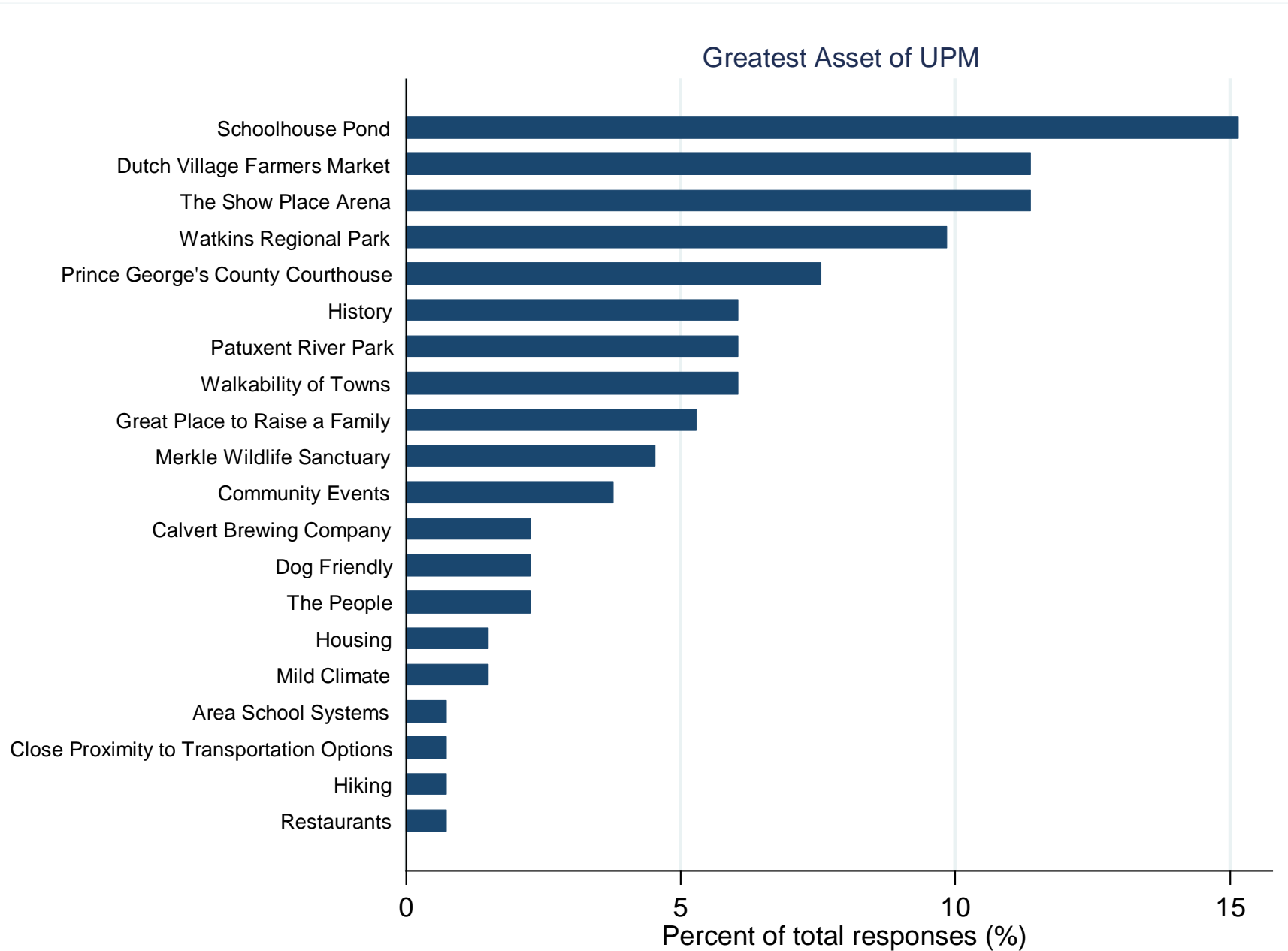
*27 people didn't respond.



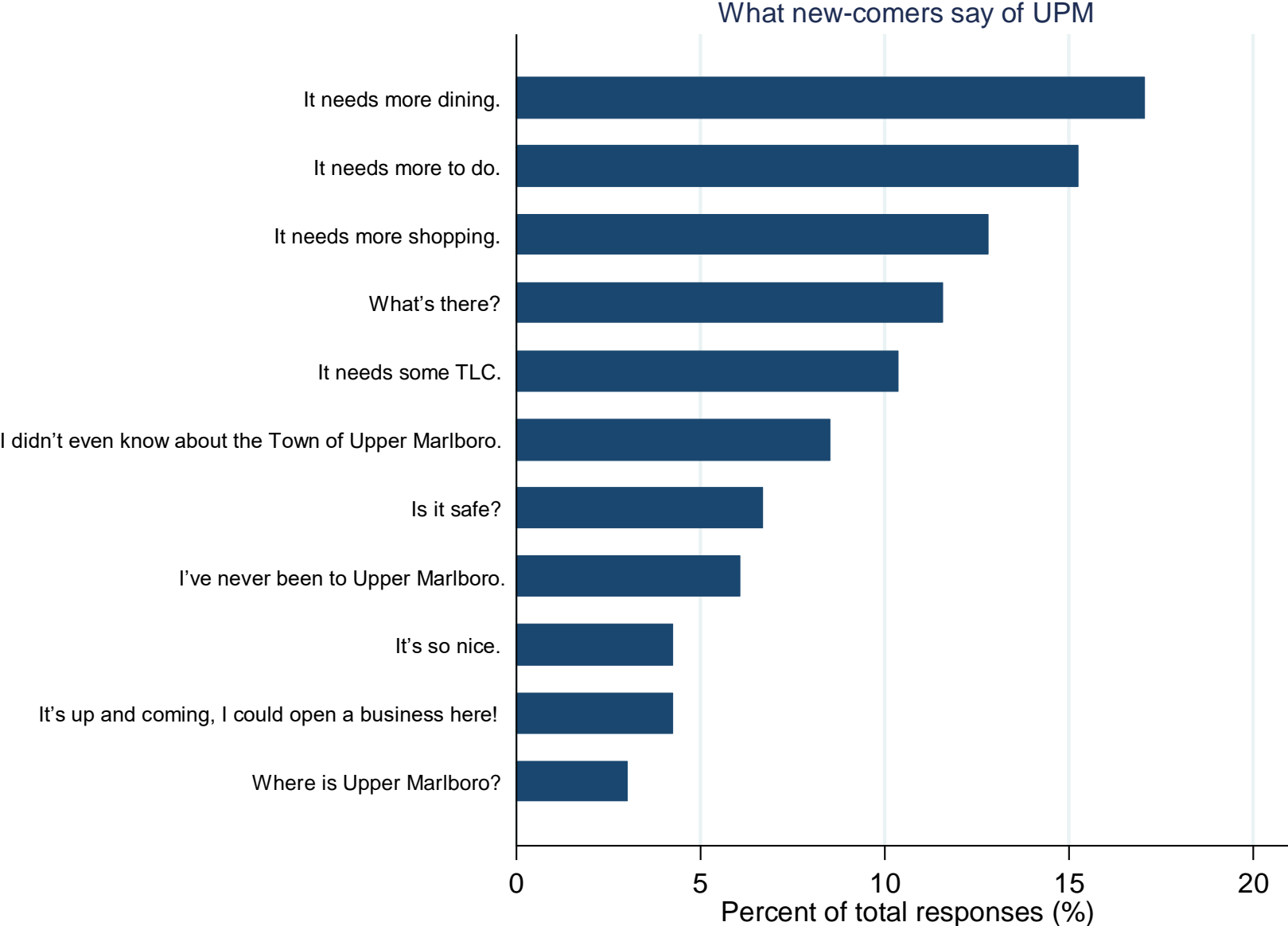
What is the one core thing the Town of Upper Marlboro is famous or well-known for?



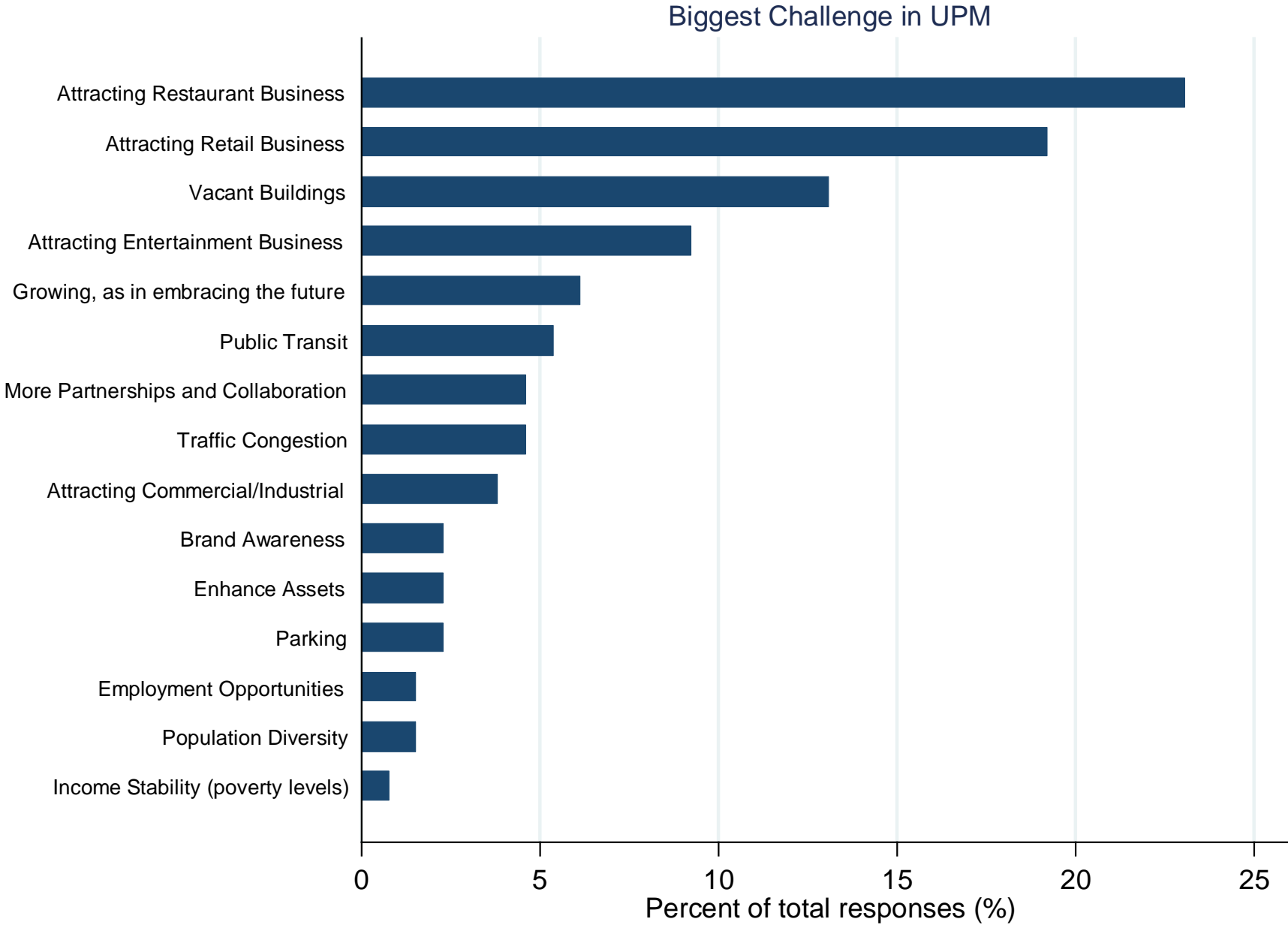
What is the greatest asset of your community?



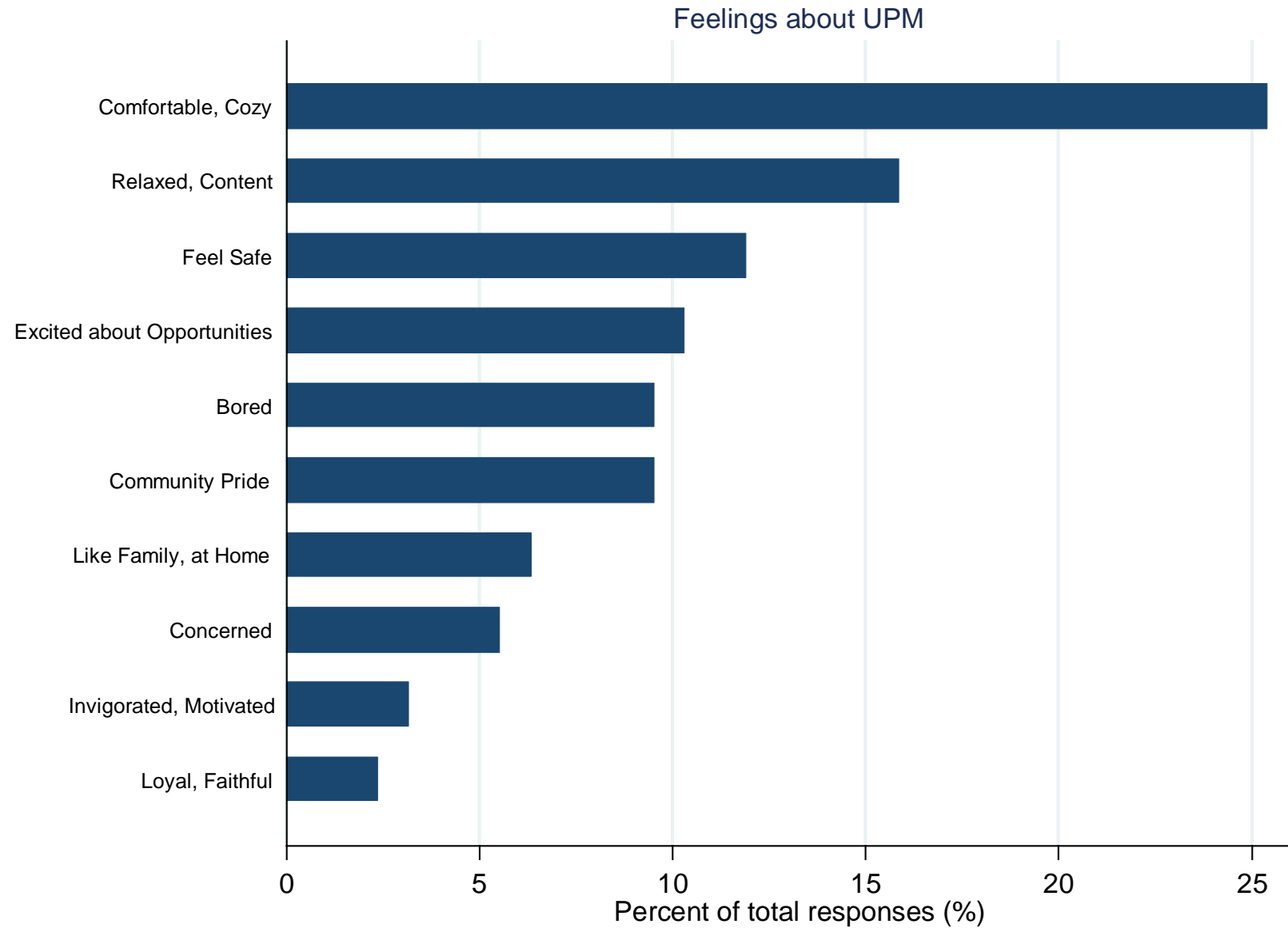
What have you heard people say about your community who have never been here before?



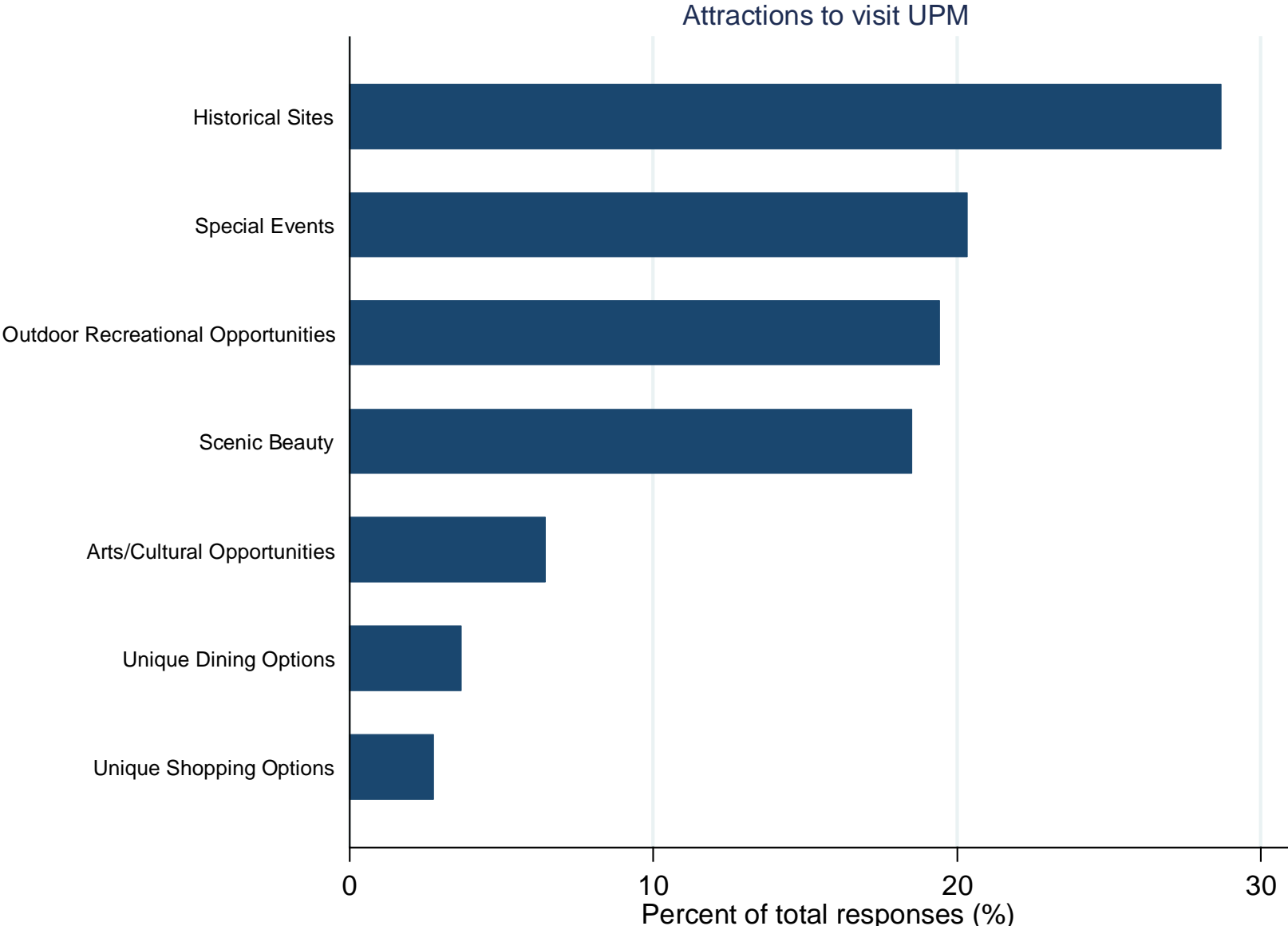
What are the biggest challenges your community currently faces?



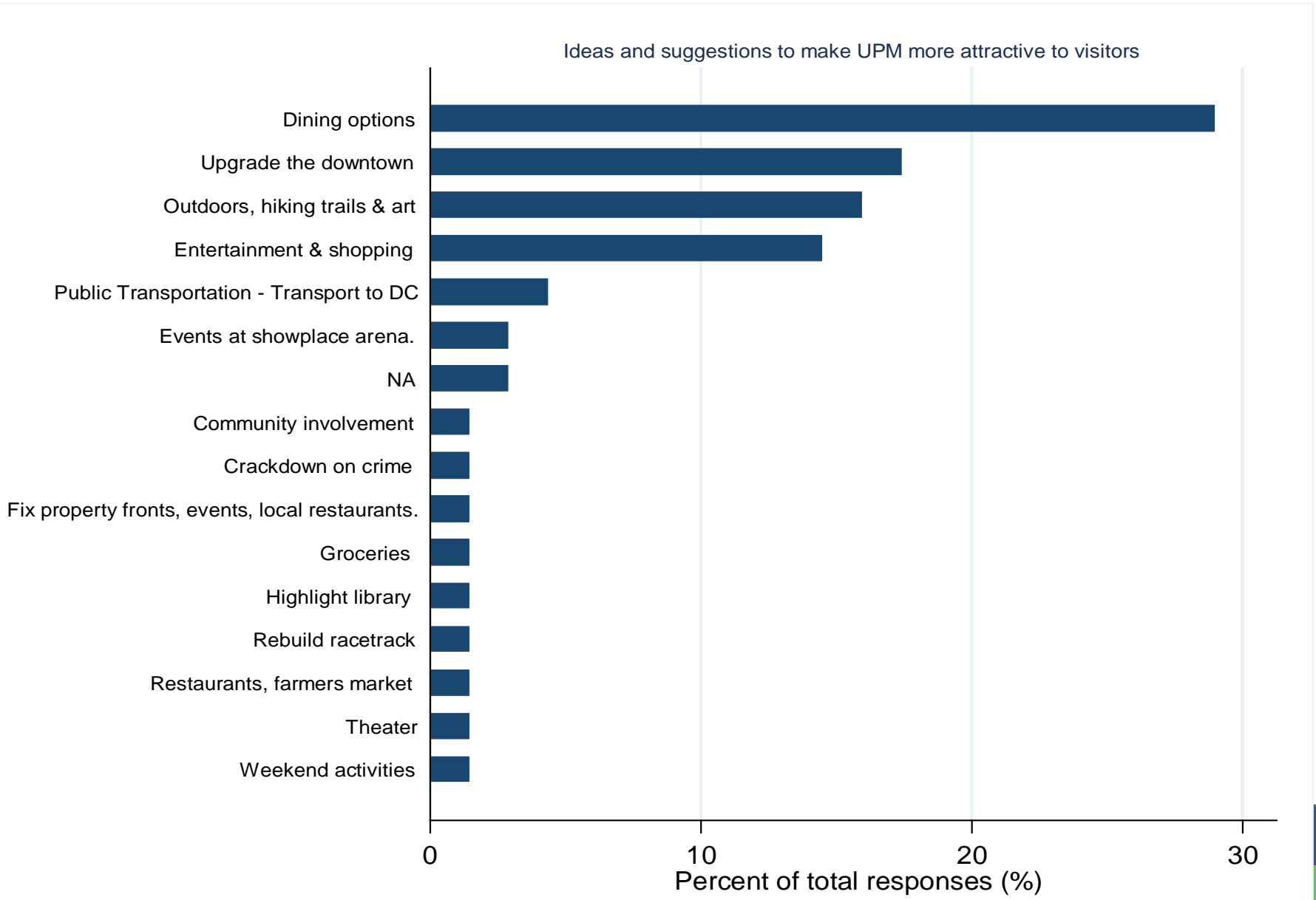
How would you describe the emotions that you experience in your community?



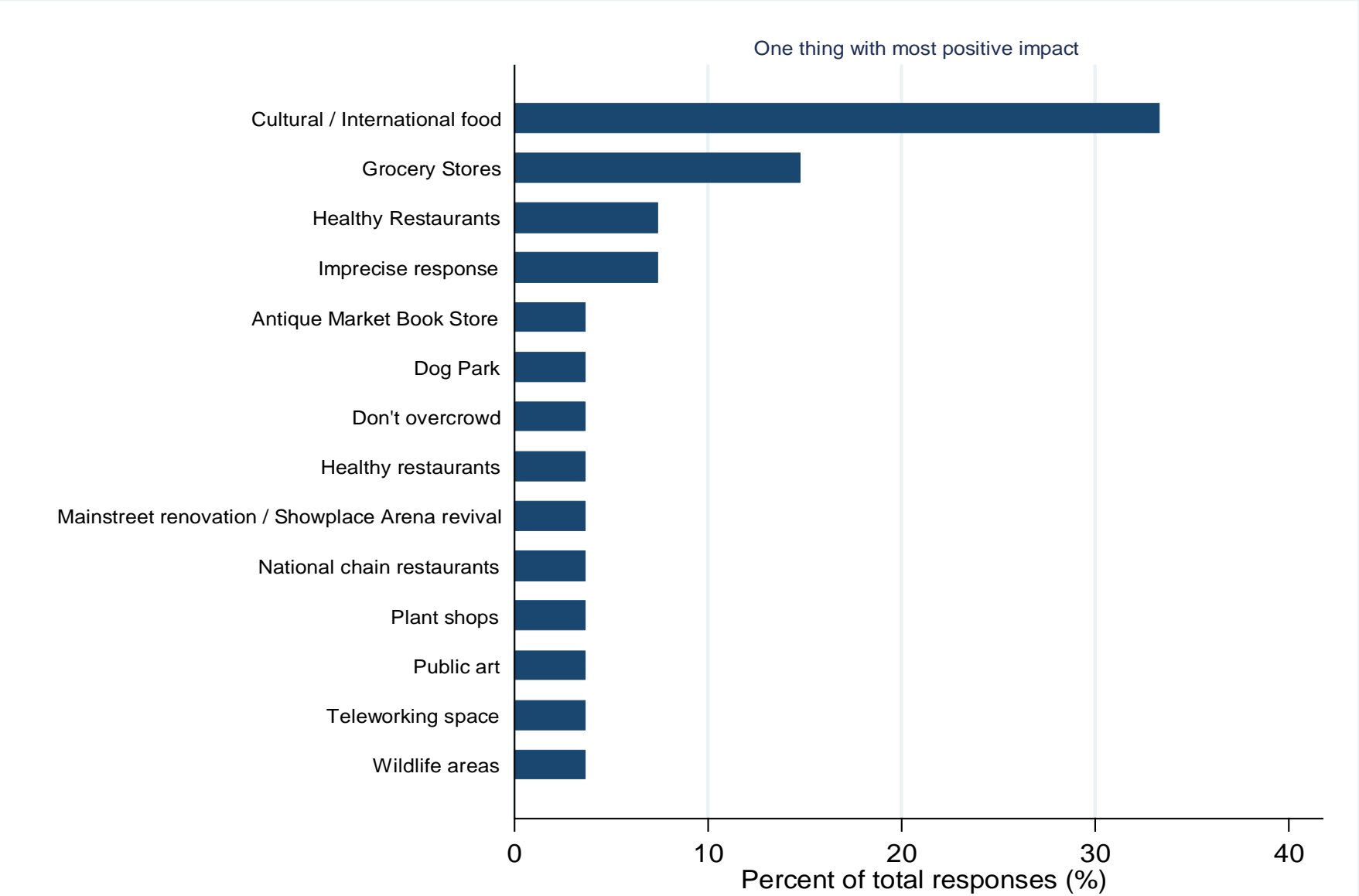
What, in your opinion, are the best things about the Town of Upper Marlboro that attracts visitors?



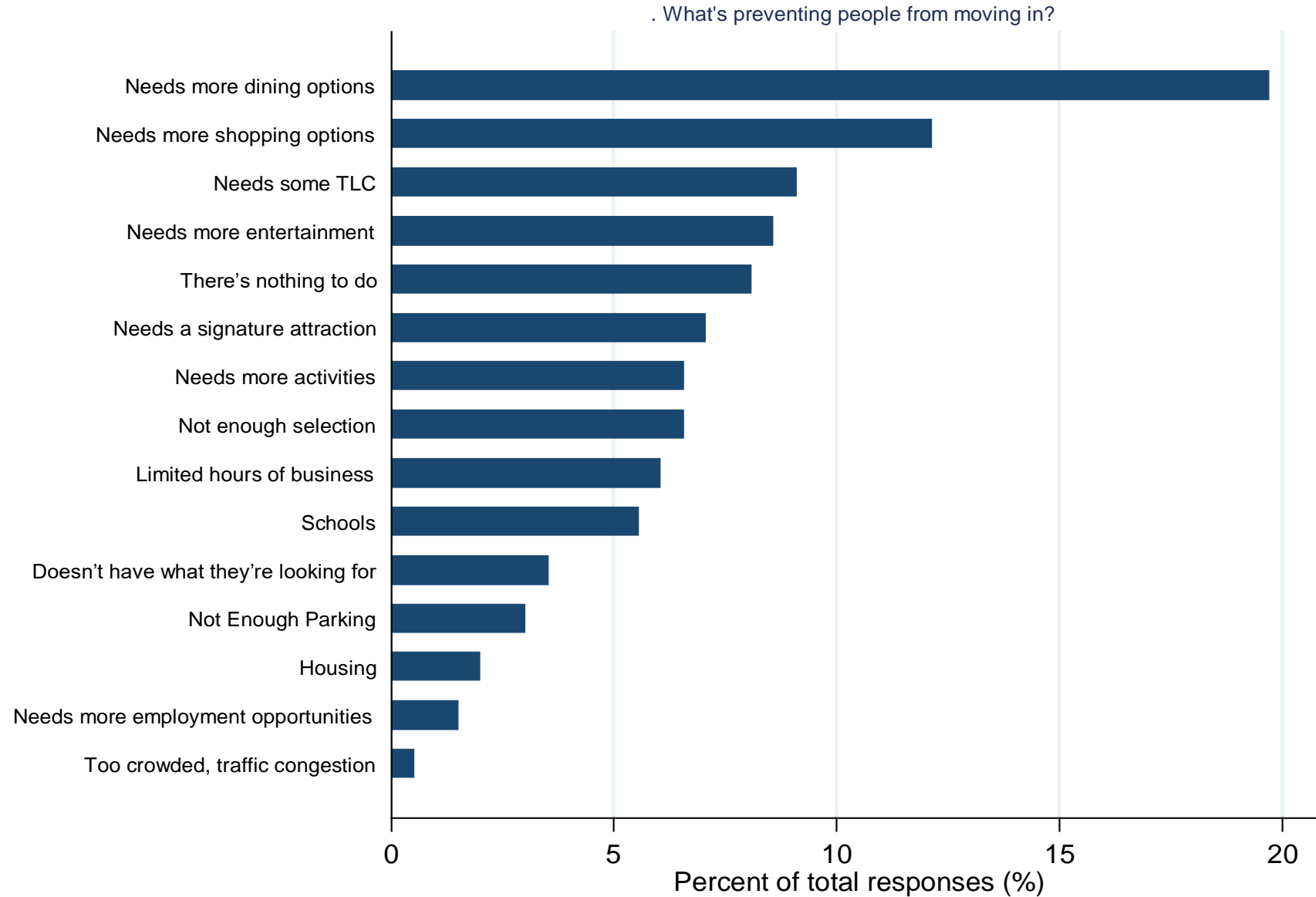
What suggestions or ideas do you have for making the Town of Upper Marlboro a place for folks to visit more frequently?



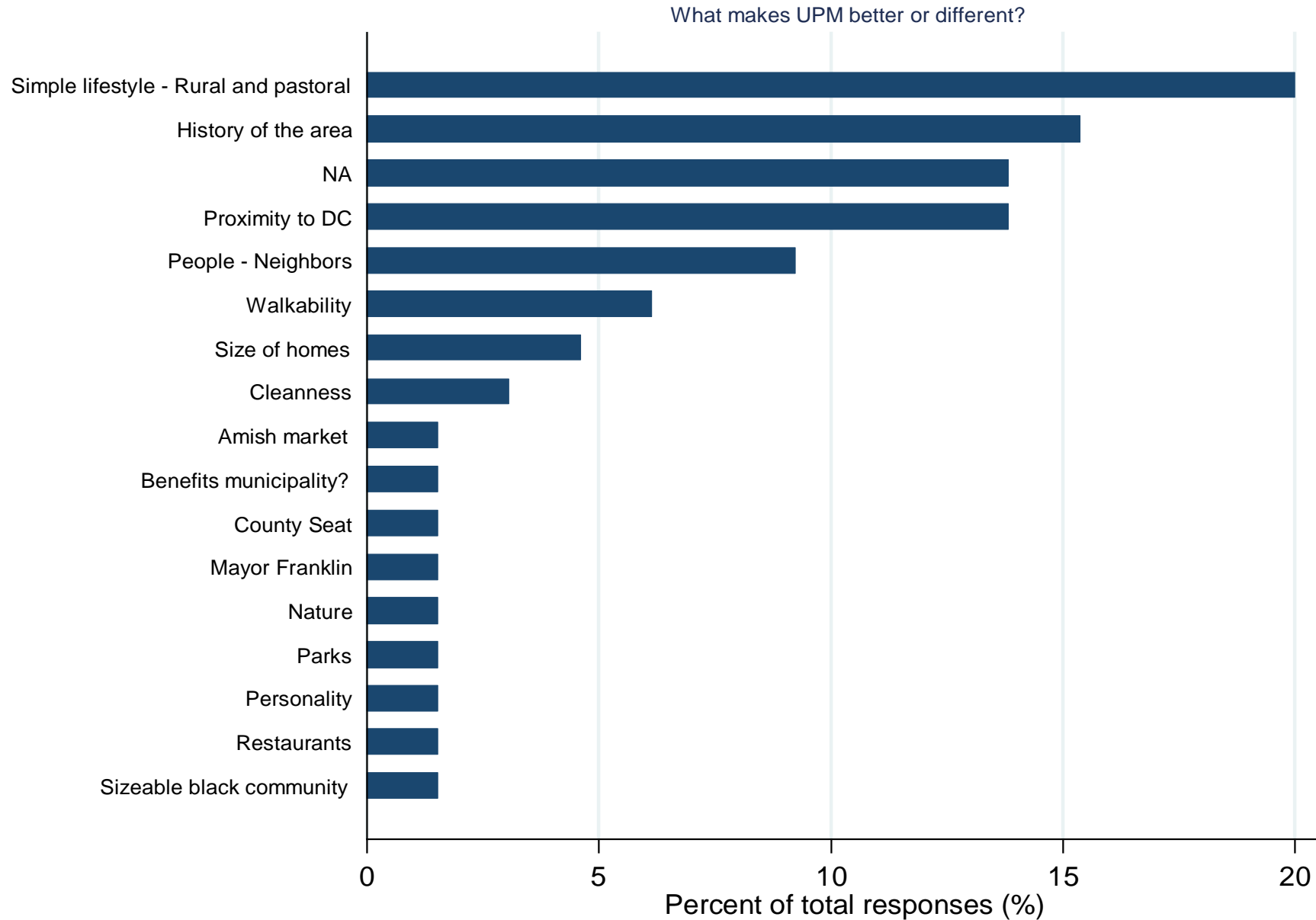
If you could change or do something to positively affect the future of your community over the next ten to twenty years, what would it be? (Edited Responses)



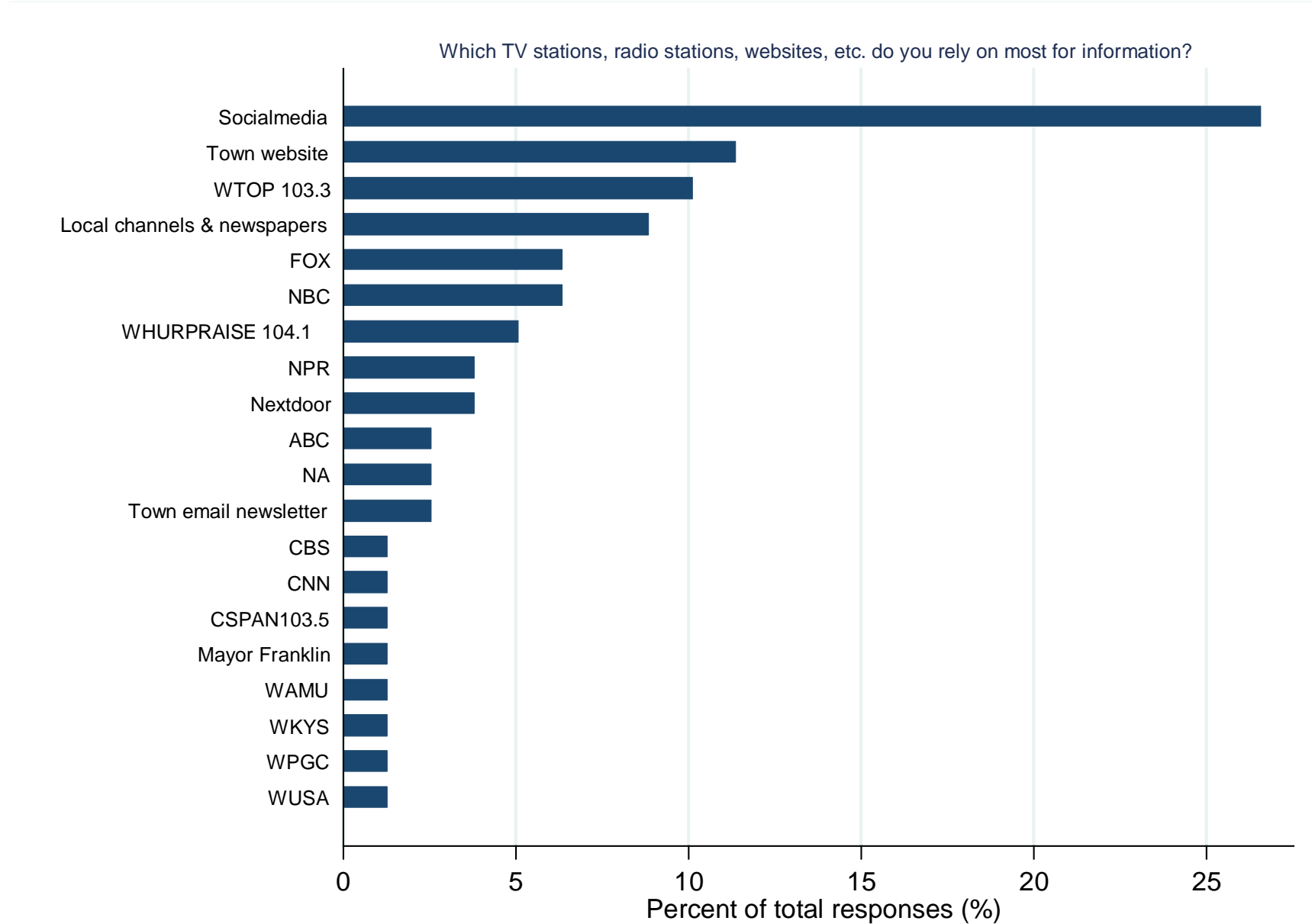
Is there anything about your community that prevents more people from moving to or visiting the area?



What makes your community better or different from other places?

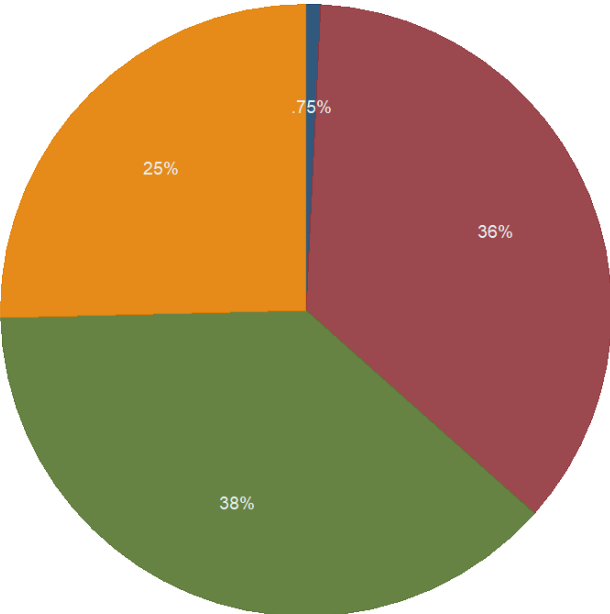


Which TV stations, radio stations, websites, etc. do you rely on most for information?

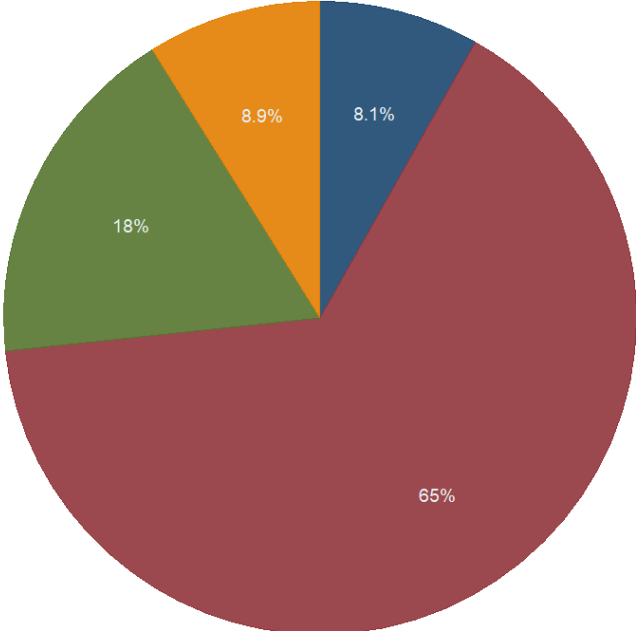


How do folks typically keep up to date with what's happening in your town?

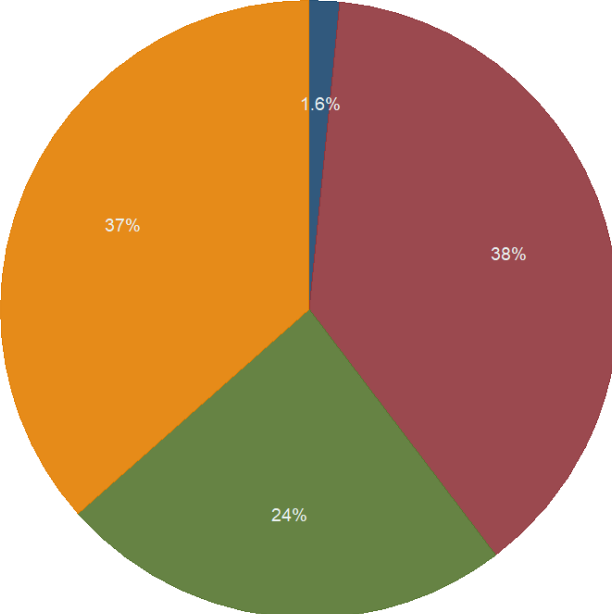
Local Newspaper



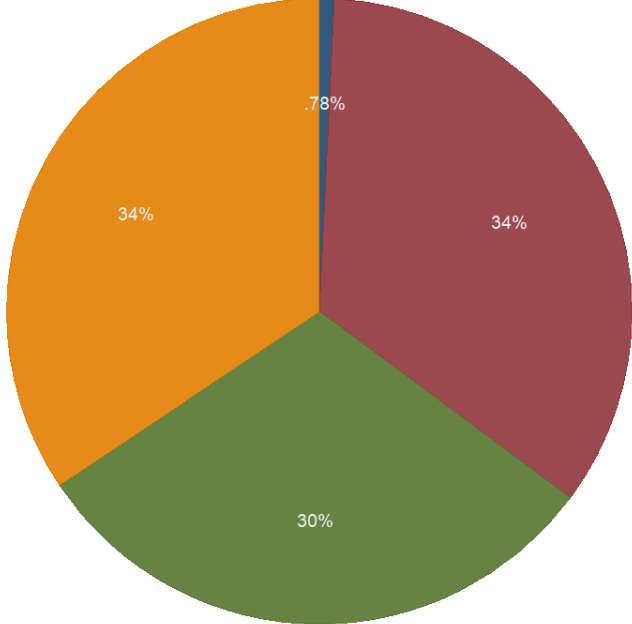
Community Websites



Radio



Television

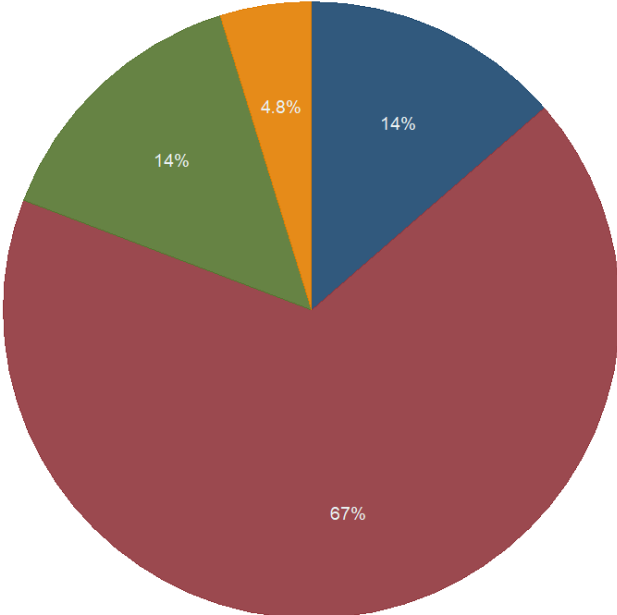


1. Always
3. Rarely

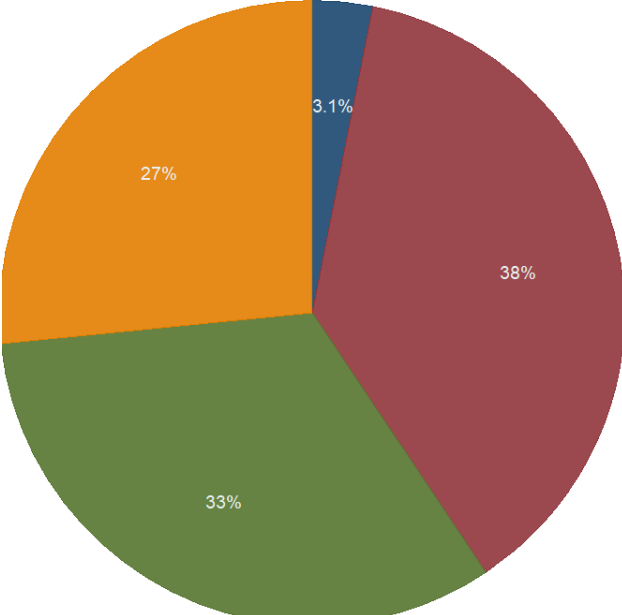
2. Sometimes
4. Never

How do folks typically keep up to date with what's happening in your town?

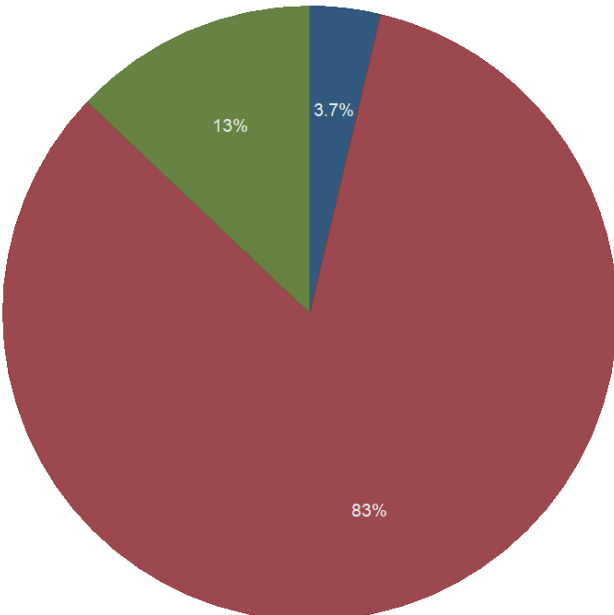
Facebook



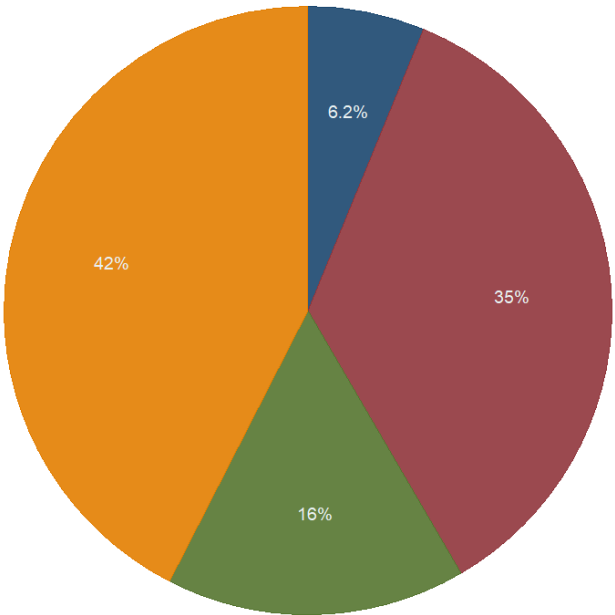
Twitter



Word-of-Mouth



Other



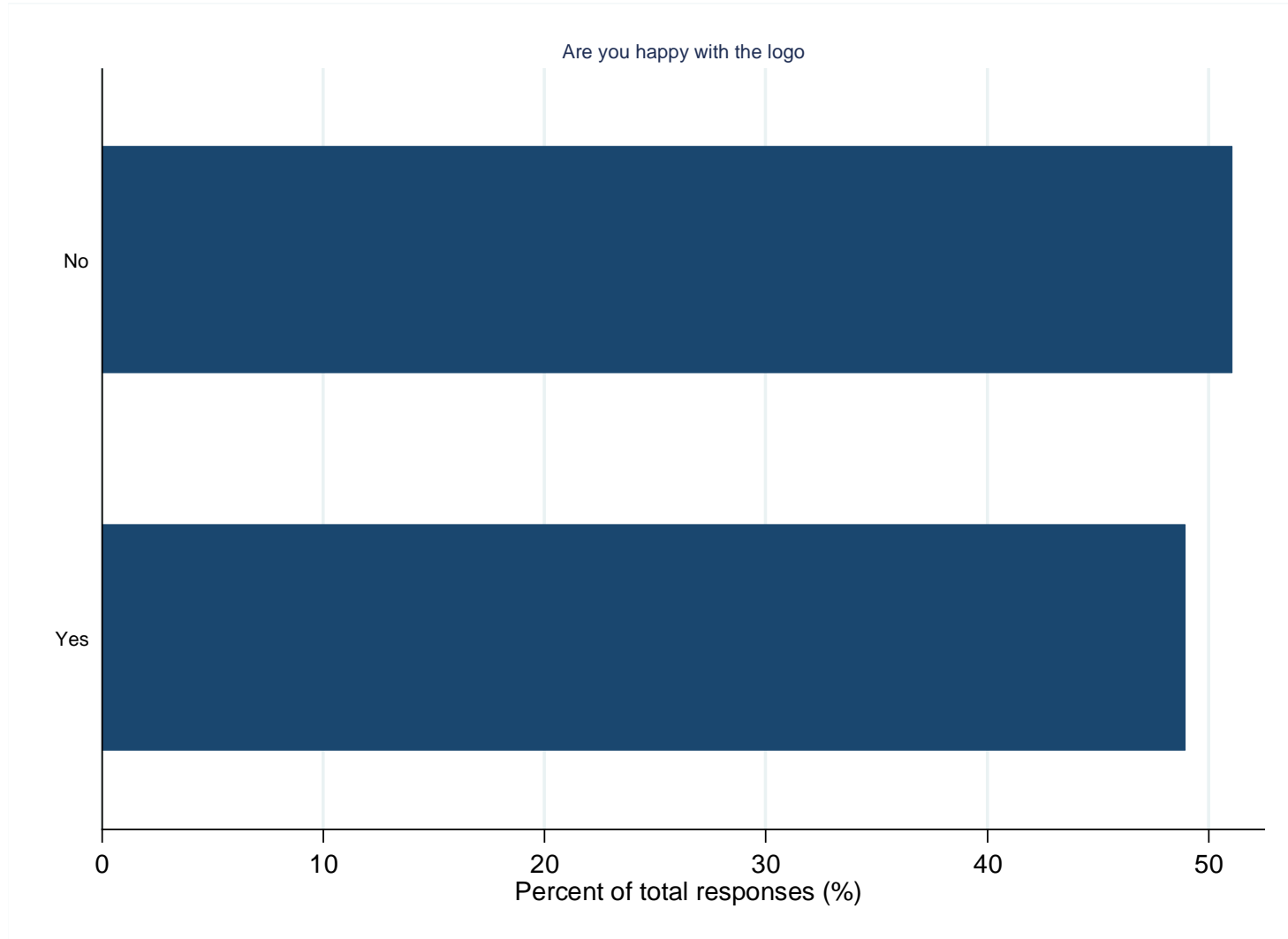
1. Always
3. Rarely

2. Sometimes
4. Never

Are you happy with your community's logo (see the logo at the top or bottom of this page)?

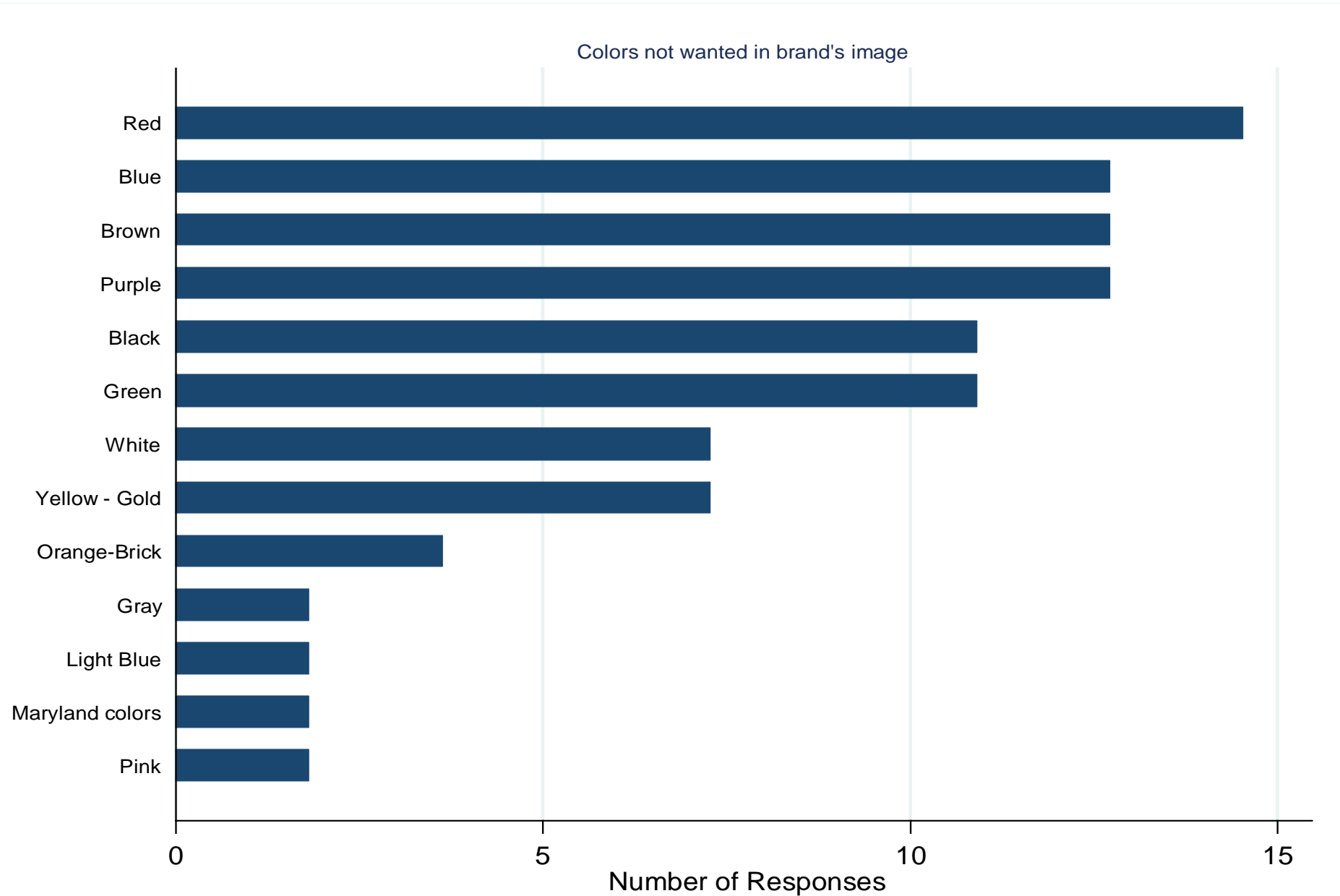


TOWN OF
UPPER MARLBORO



No	24	51.06
Yes	23	48.94
Total	47	100.00

What colors would you NOT like to see represent your brand?



THANK YOU