



Douglas County 2012 voter opinion poll

Hill Research Consultants

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Tel: 281-363-3840

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Hello, this is _____ calling for Hill Research Consultants, a public opinion polling firm. We are calling registered voters across Douglas County to hear opinions about important issues facing the area today. May I speak with _____.

- A. _ Would official records show that you are now registered to vote at the Douglas County address where you live today, and that you are eligible to vote in upcoming elections?
 YES CONTINUE
 NO THANK & TERMINATE
- B. _ Is anyone in your household an elected state or local government officeholder, or a city or county government employee, or an employee of a news organization?
 YES THANK & TERMINATE
 NO CONTINUE
1. _ Do you feel things in Douglas County are generally going in the right direction today, or do you feel things have pretty seriously gotten off on the wrong track?
 RIGHT DIRECTION 63%
 WRONG TRACK 24%
 UNSURE 13%
2. _ How familiar would you say that you are with Douglas County government? Would you say that you are very familiar, somewhat familiar, not very familiar or not at all familiar with it?
 VERY FAMILIAR 7%
 SOMEWHAT FAMILIAR 51%
 NOT VERY FAMILIAR 32%
 NOT AT ALL FAMILIAR 10%
[DO NOT READ]
 UNSURE 0%

Now, I'm going to read you a list of services that are provided by Douglas County. Please tell me if you are very satisfied, somewhat satisfied, not very satisfied, or not satisfied at all with each of the services. **[ROTATE]**

	VERY SATISFIED	SOME SATISFIED	NOT VERY SATISFIED	NOT SAT AT ALL	UNS	REF
3. _ Law enforcement by the sheriff's office.	48%.....	40%.....	5%.....	2%.....	4%.....	0%
4. _ Parks and trails.	70%.....	24%.....	2%.....	0%.....	3%.....	0%
5. _ Road maintenance and resurfacing.	23%.....	54%.....	18%.....	3%.....	2%.....	0%
6. _ Services provided by Tri-County Health Department.	16%.....	22%.....	2%.....	1%.....	58%.....	1%
7. _ Traffic management.	28%.....	54%.....	12%.....	4%.....	2%.....	0%

	VERY SATISFIED	SOME SATISFIED	NOT VERY SATISFIED	NOT SAT AT ALL	UNS	REF
8. __ Motor vehicle registration.	50%.....	41%.....	5%.....	3%.....	1%.....	0%
9. __ Snow plowing.	40%.....	42%.....	11%.....	6%.....	1%.....	0%
10. _ Planning to manage growth & development.	18%.....	52%.....	12%.....	7%.....	11%.....	0%

END ROTATION

The Douglas County Commissioners have developed priorities for the county and are deciding appropriate levels of funding for each priority. As I read five possible priorities, tell me whether you want to see Douglas County spend much more money on that area, some more, the same amount, some less or much less money.

[ROTATE]

	MUCH MORE	SOME MORE	SAME AMOUNT	SOME LESS	MUCH LESS	UNSURE	REFUSED
11. _ A safe, efficient and affordable transportation system for residents and visitors.	14%.....	24%.....	44%.....	10%.....	5%.....	3%.....	0%
12. _ Maintaining the quality of the county's natural resources: water, air, land and wildlife.	17%.....	29%.....	45%.....	4%.....	2%.....	3%.....	0%
13. _ Ensuring conditions that enable citizens, taxpayers and businesses the opportunity to prosper.	14%.....	30%.....	42%.....	5%.....	3%.....	5%.....	0%
14. _ Ensuring conditions that provide personal safety and security.	7%.....	25%.....	60%.....	2%.....	3%.....	2%.....	0%
15. _ Programs that provide basic and essential services that allow people to be self sufficient.	8%.....	27%.....	49%.....	6%.....	3%.....	7%.....	0%

END ROTATION

16. _ Of the five priority areas that I just mentioned, which one should be the highest priority in your view? [FOLLOW-UP] And which one should be the lowest priority?	TRANSPORTATION	16%	.29%
	NATURAL RESOURCES	21%	.16%
	ECONOMIC PROSPERITY	26%	.11%
	PERSONAL AND PUBLIC SAFETY	24%	.5%
	PROGRAMS FOR SELF SUFFICIENCY	10%	.33%
	[DO NOT READ]		
	ALL.....	1%	.0%
	NONE	2%	.2%
	UNSURE	1%	.4%
	REFUSED	0%	.0%

Now I'm going to read several descriptions of places where people might live and work in Colorado. For each description, tell me whether it describes Douglas County very accurately, somewhat accurately, not very accurately, or not at all accurately. **[ROTATE]**

	VERY ACC	SOMEWHAT ACC	NOT VERY ACC	NOT AT ALL ACC	UNSURE	REF USE
17. _ Good place to raise a family.	80%.....	18%.....	1%.....	0%.....	0%.....	0%
18. _ Is a good place to start a business.	28%.....	46%.....	12%.....	3%.....	11%.....	0%

	VERY ACC	SOMEWHAT ACC	NOT VERY ACC	NOT AT ALL ACC	UNSURE	REF USE
19. _ Safeguards its local environment.	39%.....	53%.....	4%.....	1%.....	3%.....	0%
20. _ Is a good place to retire.	42%.....	37%.....	12%.....	3%.....	5%.....	0%
21. _ Has good race relations.	35%.....	39%.....	10%.....	5%.....	11%.....	0%
22. _ Has property values that are stronger than in most other counties in the Denver metro area.	44%.....	40%.....	6%.....	3%.....	7%.....	0%
23. _ Has a transportation system that is effective and adequate.	19%.....	46%.....	18%.....	13%.....	4%.....	0%
24. _ Is a safe place to live and work.	80%.....	19%.....	0%.....	0%.....	0%.....	0%
25. _ Has good schools and educational opportunities for all ages.	49%.....	37%.....	8%.....	3%.....	3%.....	0%
26. _ Is a friendly place.	69%.....	28%.....	2%.....	0%.....	0%.....	1%

END ROTATION

27. _ Would you say that you yourself are financially better off now than you were a year ago, or are you financially worse off now?	BETTER OFF	38%
	[DO NOT READ] ABOUT THE SAME	23%
	WORSE OFF	39%
	UNSURE	0%
	REFUSED	0%
28. _ Looking ahead, do you expect that at this time next year you will be financially better off than now, or worse off than now?	BETTER OFF	60%
	[DO NOT READ] ABOUT THE SAME	19%
	WORSE OFF	16%
	UNSURE	5%
	REFUSED	0%
29. _ And are economic conditions in Douglas County as a whole getting better, or getting worse, or staying the same?	GETTING BETTER	30%
	GETTING WORSE	12%
	STAYING THE SAME	52%
	UNSURE	5%
	REFUSED	0%
30. _ Because of the economy, would you say that there is great risk that someone in your household will lose employment in the next 12 months, some risk or no risk at all?	GREAT RISK	8%
	SOME RISK	41%
	NO RISK AT ALL	50%
	UNSURE	1%
31. _ On a different topic . . . Would you say that you generally feel safe and secure traveling around Douglas County today, or do you not?	SAFE & SECURE	99%
	NOT SAFE & SECURE	1%

Now, I'm going to read a list of some additional goals or objectives that county officials could make a priority. Using a scale from zero [0] to ten [10], with zero being a very low priority and ten being a very high priority, please tell me your priority ranking each issue should be. Keep in mind that not every goal and objective can have a very high priority.

[ROTATE SERIES-SPLIT-SAMPLE A/B VERSIONS]
[UNSURE = 98, REFUSED =99]

32. _ Housing for all income levels, including more affordable housing.	LOW PRIORITY (0-2).....13% MEDIUM PRIORITY (3-7).....67% HIGH PRIORITY (8-10)19% VERY HIGH (10)5% UNSURE.....0% REFUSED.....0%
33. _ Regional planning to manage growth and development, in cooperation with other counties and cities.	LOW PRIORITY (0-2).....3% MEDIUM PRIORITY (3-7).....63% HIGH PRIORITY (8-10)32% VERY HIGH (10)7% UNSURE.....2%
34. _ <u>[A]</u> Increased funding to purchase and build facilities for a sustainable renewable water supply for all of Douglas. <u>[B]</u> An adequate water supply that meets the long term needs of county residents.	A: LOW PRIORITY (0-2).....4% MEDIUM PRIORITY (3-7).....40% HIGH PRIORITY (8-10)54% VERY HIGH (10)21% UNSURE.....2% B: LOW PRIORITY (0-2).....2% MEDIUM PRIORITY (3-7).....32% HIGH PRIORITY (8-10)66% VERY HIGH (10)31% UNSURE.....0% REFUSED.....0% COMBINED: LOW PRIORITY (0-2).....3% MEDIUM PRIORITY (3-7).....36% HIGH PRIORITY (8-10)60% VERY HIGH (10)26% UNSURE.....1% REFUSED.....0%
35. _ More open space and conservation of natural areas in cooperation with cities, towns and conservation groups.	LOW PRIORITY (0-2).....5% MEDIUM PRIORITY (3-7).....60% HIGH PRIORITY (8-10)35% VERY HIGH (10)11% UNSURE.....0%

END ROTATION

Now I'll read a series of statements other residents of Douglas County have made about various topics related to local government and life in the county today. These statements are obviously opinions and you may or may not agree with them, so after I read each one, please tell me if you agree strongly, agree somewhat, disagree somewhat or disagree strongly. **[ROTATE SERIES]**

	AGREE STR	AGREE SOME	DISAGREE SOME	DISAGREE STR	UNS	REF
36. _ Douglas County government listens to the people's voice.	10%.....	52%.....	19%.....	7%.....	12%.....	0%
37. _ My local taxes have been rising faster than my ability to pay them lately.	16%.....	27%.....	38%.....	17%.....	2%.....	0%
38. _ Douglas County's leaders have an effective long-term, comprehensive plan for the county's future.	6%.....	50%.....	15%.....	6%.....	22%.....	0%
39. _ Douglas County is growing too fast.	20%.....	29%.....	40%.....	8%.....	2%.....	0%
40. _ Traffic congestion across the county seems to be improving.	11%.....	42%.....	31%.....	11%.....	5%.....	0%
41. _ Douglas County spends our tax dollars wisely.	6%.....	56%.....	21%.....	9%.....	8%.....	0%
42. _ Douglas County government is not doing enough to foster conditions that will enable businesses the opportunity to prosper.	11%.....	26%.....	40%.....	8%.....	15%.....	0%
43. _ County regulations protect our quality of life.	20%.....	61%.....	12%.....	3%.....	3%.....	0%
44. _ Douglas County should centrally coordinate many water issues now administered by multiple water districts.	37%.....	37%.....	11%.....	7%.....	8%.....	0%
45. _ Some parts of the county receive better county government services than do other parts.	18%.....	32%.....	27%.....	5%.....	18%.....	0%
46. _ Douglas County is more open and transparent when it comes to the process and procedures whereby policies and budgets for the county are set.	6%.....	46%.....	22%.....	9%.....	17%.....	0%
47. _ Douglas County seems to lack a sense of community.	8%.....	27%.....	38%.....	26%.....	2%.....	0%
48. _ Douglas County has a historical legacy worth preserving and protecting.	43%.....	45%.....	7%.....	2%.....	4%.....	0%
END ROTATION, ASK NEXT Q LAST						
49. _ Douglas County has good plans to prevent and respond to emergencies and disasters.	25%.....	49%.....	4%.....	1%.....	20%.....	0%

49a. Why do you say that about county plans for emergencies and disasters?

POSITIVE COMMENTS.....	63%
PLANS ARE IN PLACE	19%
FIRE DEPARTMENT MENTIONED	16%
FAST RESPONSE TIME	13%
DONE A GOOD JOB IN THE PAST	10%
REHEARSALS; DRILLS; TRAINING	10%
CONTACT WITH THE COMMUNITY; KEEP THE PEOPLE INFORMED.....	8%
POLICE, SHERIFF'S DEPARTMENT MENTIONED	4%
EMS/EMT/RESCUE MENTIONED	2%
COORDINATION BETWEEN DEPARTMENTS	1%
OTHER EMERGENCY SERVICES.....	4%
OTHER POSITIVE COMMENTS.....	4%
NEGATIVE COMMENTS.....	8%
LACK OF CONTACT, COMMUNICATION.....	3%
SLOW RESPONSE TIME	2%
LARGE COUNTY, RURAL AREAS, COVERAGE IS INADEQUATE	2%
LACK OF PLAN; PLAN IS/WAS INADEQUATE	1%
LACK OF EQUIPMENT	1%
OTHER NEGATIVE COMMENTS	3%
OTHER.....	5%
NOTHING; NONE	0%
DON'T KNOW; NO ANSWER.....	29%

50. _ Tell me if your household currently has a family emergency plan, by which we mean a plan for whom to contact in an emergency, where you would go if you had to evacuate, and where you would meet up with family members, or have you just considered having such a family emergency plan, or have not considered having one?

CURRENTLY HAVE A FAMILY EMERGENCY PLAN	44%
HAVE JUST CONSIDERED HAVING A FAMILY PLAN	27%
HAVE NOT CONSIDERED HAVING PLAN	29%
UNSURE.....	0%

51. _ Tell me if you currently have in your household a disaster or emergency kit containing a three-day supply of food, water, clothing, medical supplies and other equipment, or have you just considered having such a kit, or have you not considered having one?

CURRENTLY HAVE DISASTER, EMERGENCY KIT.....	37%
HAVE JUST CONSIDERED HAVING DISASTER, EMERGENCY KIT	29%
HAVE NOT CONSIDERED HAVING KIT	33%
UNSURE.....	0%
REFUSED.....	0%

ASK IF CURRENTLY HAVE KIT (ANSWER 1) ABOVE; OTHERWISE SKIP NEXT 2 QUESTIONS

51a. Do you have at least three gallons of water per person in your kit?

YES	66%
NO	33%
UNSURE	1%

51b. Does your kit have a flashlight, a portable radio, spare batteries and an emergency phone?

YES	82%
NO	17%
UNSURE	1%

ASK EVERYONE

52. _ Where would you say that you get most of your news and information about what is happening with Douglas County government? **[READ LIST, FOLLOW-UP]**
 Where else do you get news and information about county government?
[MARK ALL THAT APPLY, RECORD]

PRINT MEDIA	68%
DENVER POST.....	28%
LOCAL WEEKLY NEWSPAPER.....	55%
LOCAL DAILY NEWSPAPER.....	0%
OTHER PRINT MEDIA.....	3%
BROADCAST	27%
DC 8- DOUGLAS COUNTY CHANNEL 8.....	21%
KCNC 4 DENVER (LOCAL TV NEWS).....	0%
KJA 9NEWS (LOCAL TV NEWS).....	2%
KDVR FOX 31 (LOCAL TV NEWS).....	0%
KMGH DENVER CHANNEL 7.....	0%
RADIO.....	2%
GENERIC LOCAL NEWS CHANNEL(S), "TV".....	2%
OTHER BROADCAST MEDIA.....	0%
WEB MEDIA	44%
INTERNET WEBSITES, LIKE YOURHUB.COM.....	26%
EMAILED NEWS ALERTS.....	9%
OFFICIAL DOUGLAS COUNTY INTERNET WEBSITE.....	16%
OTHER INTERNET SOURCES.....	2%
HOMEOWNERS/COMMUNITY ASSOCIATION NEWSLETTER.....	23%
FRIENDS, NEIGHBORS, ASSOCIATES; TOWN MEETINGS.....	28%
SCHOOL DISTRICT.....	0%
OTHER.....	1%
NEVER GET ANY INFORMATION.....	2%
UNSURE.....	2%
REFUSED.....	0%

53. _ When you have come into contact with employees of Douglas County regarding some matter of county business, have you been mostly satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

MOSTLY SATISFIED.....	55%
SOMEWHAT SATISFIED.....	29%
SOMEWHAT DISSATISFIED.....	5%
VERY DISSATISFIED.....	2%
[DO NOT READ]	
NEVER HAVE CONTACT.....	6%
UNSURE.....	2%
REFUSED.....	0%

Now, I'm going to read you a list of media sources in Douglas County. Please tell me whether you frequently, occasionally, seldom or never read each one.

BEGIN ROTATION

54. _ The Douglas County News-Press, Parker Chronicle, Castle Rock News-Press, Lone Tree Voice, Castle Pines Connection, or Highlands Ranch Herald.
[IF FREQ/OCCAS/SELDOM, FOLLOW-UP]
 And do you typically read a print edition of the paper, or the website online, or both?

FRQ	OCC	SLDM	NVR	UNS/REF	PRNT	ONLN	BOTH
-----	-----	------	-----	---------	------	------	------

42%..... 27%..... 8%..... 22%..... 0%..... 67%..... 3%..... 7%

55. _ The Denver Post
[IF FREQ/OCCAS/SELDOM, FOLLOW-UP]
 And do you typically read a print edition of the paper, or the website online, or both?

39%..... 16%..... 12%..... 33%..... 0%..... 43%..... 10%..... 13%

	FRQ	OCC	SLDM	NVR	UNS/REF	PRNT	ONLN	BOTH
56. _ The weekly "Your Hub" section in the Denver Post [IF FREQ/OCCAS/SELDOM, FOLLOW-UP] And do you typically read a print edition of the paper, or the website online, or both?	21%.....	18%.....	11%.....	50%.....	0%.....	37%.....	8%.....	6%
END ROTATION; ASK EVERYONE								
57. _ Do you regularly carry a smart phone or other mobile device that allows you to read email or access the Internet, or do you not? [IF YES, ASK: How often do you download and use apps for your smartphone: frequently, occasionally, or never?]	YES, FREQUENTLY	44%	YES, OCCASIONALLY	12%	YES, NEVER	5%	NO	38%
	REFUSED	0%						
58. _ At home or work, do you regularly use an iPad or similar tablet device, or do you not? [IF YES, ASK: How often do you download and use apps for your tablet device: frequently, occasionally, or never?]	YES, FREQUENTLY	24%	YES, OCCASIONALLY	9%	YES, NEVER	2%	NO	64%
	UNSURE	0%	REFUSED	0%				
59. _ How often do you use any computing device –either a mobile device or desktop computer – to log onto any social media sites like Facebook, Twitter, or LinkedIn: frequently, occasionally, seldom, or never?	FREQUENTLY	46%	OCCASIONALLY	15%	SELDOM	12%	NEVER	27%
	REFUSED	0%						
60. _ Which of these four options best describes your home telephone service usage?	CELL PHONE ONLY	2%	CELL PHONE MOSTLY	46%	TRADITIONAL LAND-LINE MOSTLY	43%	TRADITIONAL LAND-LINE ONLY	6%
	UNSURE	3%	REFUSED	0%				
ASK CELL-PHONE ONLY/MOSTLY								
60a. Is your primary cell phone number a local number obtained in Douglas County, or is the area code for another part of Colorado, or for another state?	LOCAL NUMBER	80%	ANOTHER PART OF COLORADO	10%	ANOTHER STATE	7%	UNSURE	3%
ASK EVERYONE								
61. _ Do you have home Internet access through a dial-up, cable, D.S.L., cellular, or satellite connection?	YES, DIAL-UP	3%	YES, CABLE	42%	YES, DSL	42%	YES, CELLULAR	1%
	YES, SATELLITE	6%	YES, OTHER [SPECIFY: _____]	1%	NO	3%	UNSURE	2%
	REFUSED	0%						

62. _ Have you ever visited the official Douglas County website?	YES, DAILY.....	1%
[IF YES, FOLLOW-UP, RECORD]	YES, WEEKLY.....	4%
Do you visit the county web site daily, weekly, monthly, or less often?	YES, MONTHLY.....	14%
[FOLLOW-UP Q62.A]	YES, LESS OFTEN.....	55%
	NO.....	24%
	[DO NOT READ]	
	UNSURE.....	0%
	REFUSED.....	0%
62a. Have you subscribed to any of the automated email updates available on the official Douglas County website?	YES.....	10%
	NO.....	90%
	[DO NOT READ]	
	UNSURE.....	0%

ASK EVERYONE

Now I have a few simple questions designed to learn more about you to be sure we have a sample that includes all types of people.

63. _ What is the highest level of education that you had an opportunity to complete?	[DO NOT READ LIST - RECORD ONLY]	
	SOME HIGH SCHOOL [GRADES 9-11]	1%
	GRADUATED HIGH SCHOOL [12TH GRADE]	7%
	SOME COLLEGE.....	25%
	GRADUATED COLLEGE.....	42%
	GRADUATE/PROFESSIONAL SCHOOL.....	24%
	REFUSED.....	2%
64. _ Including yourself, how many adults, age 18 and older, live in your household today?	1.....	9%
	2.....	63%
	3 OR MORE.....	26%
	[DO NOT READ] REFUSED.....	1%
65. _ How many infants and children, under 18 years of age, live in your household today?	NONE.....	51%
	1.....	18%
	2.....	19%
	3 OR MORE.....	11%
	[DO NOT READ] REFUSED.....	1%
66. _ Which of the following best describes your current employment status? READ LIST, IN ORDER	EMPLOYED FULL TIME.....	51%
	EMPLOYED PART TIME.....	11%
	UNEMPLOYED OR TEMPORARILY LAID OFF.....	6%
	RETIRED.....	20%
	HOMEMAKER.....	9%
	STUDENT.....	1%
	[DO NOT READ]	
	UNSURE.....	0%
	REFUSED.....	1%
67. _ Would your primary racial or ethnic group be...	ASIAN OR PACIFIC ISLANDER.....	2%
	BLACK OR AFRICAN-AMERICAN.....	0%
	NATIVE AMERICAN.....	0%
	HISPANIC.....	3%
	LATINO.....	0%
	WHITE OR ANGLO.....	92%
	[READ LIST]	
	REFUSED.....	2%

68. _ What was the combined income of all persons living in your household, rounded to the nearest thousand, for 2011?	\$20,000 OR LESS	1%
	\$20,001-\$30,000.....	2%
	\$30,001-\$50,000.....	7%
	\$50,001-\$70,000.....	10%
	\$70,001-\$100,000.....	15%
	\$100,000 TO \$125,000	17%
	MORE THAN \$125,000.....	27%
	UNSURE/REFUSED.....	21%

THANK AND TERMINATE

69. _ Record sex of respondent:	MALE	48%
	FEMALE	52%

70. _ Age	18-29	14%
	30-39	20%
	40-44	14%
	45-54	24%
	55-59	9%
	60 OR MORE.....	19%

71. _ Party affiliation	REPUBLICAN	47%
	DEMOCRAT	21%
	UNAFFILIATED; OTHER PARTY	31%