



Douglas County 2017 voter opinion poll

Hill Research Consultants

Information for leadership since 1988

Final, CODC0471, n=300 AV,
Field 5/30 to 6/6/2017

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 62%
WRONG TRACK 22%
UNSURE 16%
REFUSED 0%

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 8%
SOMEWHAT FAMILIAR 51%
NOT VERY FAMILIAR 32%
NOT AT ALL FAMILIAR 9%

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]**

- 3. _ Law enforcement by the sheriff's office.
- 4. _ Parks and trails.
- 5. _ Road maintenance and resurfacing.
- 6. _ Traffic management.
- 7. _ Motor vehicle registration.
- 8. _ Snow plowing.
- 9. _ Management of elections.

	VERY SATISFIED	SOME SATISFIED	NOT VERY SATISFIED	NOT SAT AT ALL	UNS	REF
3. Law enforcement by the sheriff's office.	57%	36%	4%	2%	1%	0%
4. Parks and trails.	65%	30%	3%	0%	2%	0%
5. Road maintenance and resurfacing.	23%	54%	17%	5%	0%	0%
6. Traffic management.	20%	45%	24%	10%	1%	0%
7. Motor vehicle registration.	44%	46%	7%	3%	0%	0%
8. Snow plowing.	42%	42%	12%	4%	1%	0%
9. Management of elections.	42%	46%	7%	1%	4%	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
10. _ A safe, affordable, and accessible transportation system for residents and visitors.	15%	30%	40%	13%	8%	5%	1%
11. _ Maintaining the quality of the county's historic and natural resources: water, air, land and wildlife.	19%	32%	44%	4%	3%	1%	1%
12. _ Ensuring economic conditions that enable citizens, taxpayers and businesses the opportunity to prosper.	10%	27%	53%	6%	2%	1%	0%
13. _ Ensuring conditions that provide public safety and security.	12%	33%	51%	2%	1%	1%	0%
14. _ Programs that provide health and human services that allow vulnerable individuals to be self-sufficient.	12%	30%	48%	5%	3%	1%	0%

END ROTATION

15. _ Last year, Douglas County Commissioners provided approximately sixteen dollars per household in property tax relief through credits. This year, would you prefer to receive sixteen dollars per household in tax relief again, or instead would you prefer that the money this year be used for other county needs?	\$16 IN TAX RELIEF	39%
	USED FOR OTHER COUNTY NEEDS [ASK FOLLOWUP]	59%
	[DO NOT READ]	
	DEPENDS/NEED MORE INFORMATION	2%
	UNSURE	1%

15a. What specific county needs should that money be spent on? **[DO NOT READ LIST—RECORD ONLY—MARK ALL MENTIONS]**

[DO NOT READ LIST—RECORD ONLY—MARK ALL MENTIONS]

ROADS, STREET, HIGHWAYS, BRIDGES, TRAFFIC, CONGESTION	33%
TRANSIT, BUSES, LIGHT RAIL, SHUTTLES	8%
PARKS, TRAILS, BIKEWAYS,	11%
CONSERVATION, ENVIRONMENT, WATER, OPEN SPACE	12%
ECONOMIC DEVELOPMENT, JOBS, RETAIL, HEALTHCARE	3%
PUBLIC SAFETY, POLICE, FIRE, EMS, JAIL	9%
HUMAN SERVICES FOR POOR, ELDERLY, ETC.	8%
AFFORDABLE HOUSING, HOUSING OPTIONS	7%
SCHOOLS; LIBRARIES	14%
TOO MUCH GROWTH	3%
HELP FOR POOR, POVERTY, HOMELESS	2%
HEALTH CARE	1%
MENTAL HEALTH	1%
SENIORS	1%
OTHER	5%
NONE	1%
UNSURE	1%
REFUSED	2%

16. _ If overall costs to taxpayers could be reduced through combined operations, would you support the consolidation of the County's three existing motor vehicle offices to a single location along the I-25 corridor in Douglas County, or would you not support that?	WOULD SUPPORT 38% WOULD NOT SUPPORT 60% [DO NOT READ] DEPENDS/NEED MORE INFORMATION 1% UNSURE 1%
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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.	71%	27%	2%	1%	0%	0%
18. _ Is a good place to start a business.	26%	54%	13%	3%	4%	0%
19. _ Safeguards its local environment.	36%	52%	9%	3%	1%	0%
20. _ Is a good place to retire.	33%	42%	18%	6%	1%	0%
21. _ Has property values that are stronger than in most other counties in the Denver metro area.	56%	35%	6%	1%	1%	0%
22. _ Has a transportation system that is effective and adequate.	14%	40%	31%	14%	2%	0%
23. _ Is a safe place to live and work.	70%	28%	1%	1%	0%	0%
24. _ Is a friendly place.	56%	37%	5%	2%	0%	0%
25. _ Has good county government.	28%	60%	8%	1%	2%	0%

END ROTATION

26. _ 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 49% [DO NOT READ] ABOUT THE SAME 41% WORSE OFF 10% UNSURE 0% REFUSED 0%
27. _ And are economic conditions in Douglas County as a whole getting better, or getting worse, or staying the same?	GETTING BETTER 36% GETTING WORSE 11% STAYING THE SAME 52% UNSURE 2%
28. _ 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 96% NOT SAFE & SECURE 4%

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
29. _ Douglas County government listens to the people's voice.	10%	57%	22%	7%	3%	0%
30. _ My local taxes have been rising faster than my ability to pay them lately.	15%	40%	33%	11%	1%	0%
31. _ Douglas County's leaders have an effective long-term, comprehensive plan for the county's future.	12%	48%	26%	8%	7%	0%
32. _ Traffic congestion across the county seems to be improving.	4%	23%	41%	31%	0%	0%
33. _ Douglas County spends our tax dollars wisely.	10%	62%	20%	5%	2%	0%
34. _ County regulations protect our quality of life.	19%	61%	15%	3%	2%	0%
35. _ Douglas County is more open and transparent when it comes to the process and procedures whereby policies and budgets for the county are set.	10%	56%	23%	6%	5%	0%
36. _ Douglas County has a historical legacy worth preserving and protecting.	41%	48%	9%	1%	1%	0%
37. _ Douglas County is growing too fast.	45%	36%	17%	2%	0%	0%

END ROTATION

Now, I'm going to read a list of some additional goals or objectives that county or state 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]
[UNSURE = 98, REFUSED =99]

38. _ Having more public transportation options inside Douglas County, like shuttle buses to help the poor and elderly access community services.	LOW PRIORITY (0-2).....	13%
	MEDIUM PRIORITY (3-7)	57%
	HIGH PRIORITY (8-10).....	31%
39. _ Better storm-water management, to control flooding, erosion, and maintain water quality.	LOW PRIORITY (0-2).....	10%
	MEDIUM PRIORITY (3-7)	69%
	HIGH PRIORITY (8-10).....	21%
	UNSURE	0%

40. _ Housing for all income levels, including more affordable housing.	LOW PRIORITY (0-2)..... 19% MEDIUM PRIORITY (3-7) 56% HIGH PRIORITY (8-10)..... 25% UNSURE 0%
41. _ Regional planning to manage growth and development, in cooperation with other counties and cities.	LOW PRIORITY (0-2)..... 4% MEDIUM PRIORITY (3-7) 51% HIGH PRIORITY (8-10)..... 45% UNSURE 0%
42. _ Improving traffic flow by synchronizing lights.	LOW PRIORITY (0-2)..... 4% MEDIUM PRIORITY (3-7) 46% HIGH PRIORITY (8-10)..... 50%
43. _ SPLIT SAMPLE A/B VERSIONS:	
A/Improving transportation infrastructure in Douglas County and its municipalities and the state, including roads, bridges, and highways.	VERSION A: LOW PRIORITY (0-2)..... 3% MEDIUM PRIORITY (3-7) 45% HIGH PRIORITY (8-10)..... 53% UNSURE 0%
B/Improving transportation infrastructure in Douglas County and its municipalities and the state, including roads, bridges, highways, public transit, and walking and biking options.	VERSION B: LOW PRIORITY (0-2)..... 4% MEDIUM PRIORITY (3-7) 43% HIGH PRIORITY (8-10)..... 52% UNSURE 0% REFUSED 0%
	COMBINED VERSIONS LOW PRIORITY (0-2)..... 3% MEDIUM PRIORITY (3-7) 44% HIGH PRIORITY (8-10)..... 52% UNSURE 0% REFUSED 0%

END ROTATION

44. _ Where would you say that you actually get most of your news and information about what is happening with Douglas County government? [READ LIST, FOLLOW-UP]	FROM THE DENVER POST NEWSPAPER..... 9% FROM LOCAL TV AND CABLE CHANNELS 20% FROM A LOCAL WEEKLY NEWSPAPER..... 19% FROM INTERNET NEWS AND SOCIAL MEDIA WEBSITES 26% FROM CONVERSATIONS WITH FRIENDS OR NEIGHBORS 12% FROM THE OFFICIAL DOUGLAS COUNTY INTERNET WEBSITE ... 11% [DO NOT READ] OTHER [SPECIFY] 0% NEVER GET ANY NEWS/INFORMATION 2% REFUSED 0%
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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 or listen to each one.

BEGIN ROTATION

45. _ Any one of the weekly Colorado Community Newspapers such as the Douglas County News-Press, Parker Chronicle, Castle Rock News-Press, Lone Tree Voice, 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?	<table border="1"> <thead> <tr> <th>FRQ</th> <th>OCC</th> <th>SLDM</th> <th>NVR</th> <th>UNS/REF</th> <th>PRNT</th> <th>ONLN</th> <th>BOTH</th> </tr> </thead> <tbody> <tr> <td>28%</td> <td>27%</td> <td>20%</td> <td>25%</td> <td>0%</td> <td>40%</td> <td>22%</td> <td>13%</td> </tr> </tbody> </table>	FRQ	OCC	SLDM	NVR	UNS/REF	PRNT	ONLN	BOTH	28%	27%	20%	25%	0%	40%	22%	13%
FRQ	OCC	SLDM	NVR	UNS/REF	PRNT	ONLN	BOTH										
28%	27%	20%	25%	0%	40%	22%	13%										

	FRQ	OCC	SLDM	NVR	UNS/REF	PRNT	ONLN	BOTH
46. _ 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?	20%	21%	21%	39%	0%	19%	31%	11%
47. _ 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?	11%	11%	20%	58%	0%	18%	18%	6%
48. _ 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, Instagram, or LinkedIn: frequently, occasionally, seldom, or never?	FREQUENTLY	69%	OCCASIONALLY	12%	SELDOM	9%	NEVER	9%
	[DO NOT READ]		REFUSED	0%				
49. _ Have you ever visited the official Douglas County website? [IF YES, FOLLOW-UP, RECORD] Do you visit the county web site daily, weekly, monthly, or less often?	YES, DAILY	1%	YES, WEEKLY	7%	YES, MONTHLY	19%	YES, LESS OFTEN	55%
	NO [SKIP NEXT QUESTION]	18%	[DO NOT READ]		UNSURE	0%	REFUSED	0%
49a. Why do you most often go to the Douglas County website?	NEWS; UPCOMING EVENTS	25%	PROPERTY INFORMATION; PROPERTY TAXES	16%	COUNTY OFFICE LOCATIONS, CONTACT INFO	11%	MOTOR VEHICLES; LICENSES; PLATES; REGISTRATION	11%
	ROAD INFORMATION; TRAFFIC	4%	VOTING; ELECTIONS; REGISTRATION	4%	PARKS; TRAILS; OPEN SPACE	4%	PLANNING & DEVELOPMENT	3%
	LAW ENFORCEMENT; POLICE, SHERIFF	3%	JOB SEARCH	2%	SCHOOLS; LIBRARIES	1%	REC CENTER	0%
	OTHER SPECIFIC INFORMATION MENTIONED	9%	GENERAL INFORMATION	28%	OTHER	0%	DON'T KNOW; NO ANSWER	3%
ASK EVERYONE								
50. _ 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	47%	SOMEWHAT SATISFIED	31%	SOMEWHAT DISSATISFIED	6%	VERY DISSATISFIED	2%
	[DO NOT READ]		NEVER HAVE CONTACT	13%	REFUSED	0%		

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.

51. _ What is the highest level of education that you had an opportunity to complete?	[DO NOT READ LIST - RECORD ONLY]	
	SOME GRADE SCHOOL [GRADES 1-8]	0%
	SOME HIGH SCHOOL [GRADES 9-11]	0%
	GRADUATED HIGH SCHOOL [12TH GRADE]	6%
	SOME COLLEGE	21%
	GRADUATED COLLEGE	45%
	GRADUATE/PROFESSIONAL SCHOOL	28%
	REFUSED	0%
52. _ Including yourself, how many adults, age 18 and older, live in your household today?	1	13%
	2	64%
	3 OR MORE	23%
	[DO NOT READ] REFUSED	0%
53. _ How many infants and children, under 18 years of age, live in your household today?	NONE	59%
	1	14%
	2	18%
	3 OR MORE	8%
	[DO NOT READ] REFUSED	1%
54. _ Which of the following best describes your current employment status? READ LIST, IN ORDER	EMPLOYED FULL TIME	57%
	EMPLOYED PART TIME	10%
	UNEMPLOYED OR TEMPORARILY LAID OFF	3%
	RETIRED	19%
	HOMEMAKER	6%
	STUDENT	3%
	SOMETHING ELSE [SPECIFY]	2%
	[DO NOT READ]	
	REFUSED	0%
55. _ Would your primary racial or ethnic group be...	ASIAN OR PACIFIC ISLANDER	3%
	BLACK OR AFRICAN-AMERICAN	1%
	NATIVE AMERICAN	0%
	HISPANIC OR LATINO	4%
	WHITE OR ANGLO	87%
	MULTI-RACIAL	2%
	OR SOMETHING ELSE [SPECIFY]	1%
	REFUSED	2%
56. _ What was the combined income of all persons living in your household, rounded to the nearest thousand, for 2015?	\$20,000 OR LESS	2%
	\$20,001-\$30,000	2%
	\$30,001-\$50,000	6%
	\$50,001-\$70,000	12%
	\$70,001-\$100,000	18%
	\$100,000 TO \$125,000	15%
	MORE THAN \$125,000	39%
	UNSURE/REFUSED	5%

THANK AND TERMINATE

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

58._ Age	18-29	14%
	30-39	16%
	40-49	23%
	50-54	11%
	55-64	18%
	65 OR MORE	17%
59._ Party affiliation	REPUBLICAN	47%
	DEMOCRAT	21%
	UNAFFILIATED; OTHER PARTY	32%