



Douglas County business owner-manager survey

Hill Research Consultants

Information for leadership since 1988
Tel: 281-363-3840

Final; CODC0401; n=200; Field 2/7-17/2011

Hello, this is _____ calling for Hill Research Consultants, a public opinion research firm. We are conducting a survey of business owners and operators. The topic is economic development, which will include business climate, workforce, real estate and facilities, public policies and quality of life.

A. _ Which best describes your position in the business?

OWNER/MANAGER	77%
OWNER, BUT NOT MANAGER.....	7%
MANAGER, BUT NOT OWNER.....	16%
DO NOT READ	
ALL OTHERS	THANK & TERMINATE

B. _ Do you have any business operations in any of these areas or communities, or intend to have any? **[READ LIST - ROTATE ORDER - MARK ALL THAT APPLY]**
IF MORE THAN ONE CITY LISTED, ASK:
In which one of those areas or communities do you have your most important business operations?

	MOST	OTHER
MERIDIAN, INVERNESS AREA	5%	.26%
CASTLE PINES NORTH	2%	.30%
CASTLE ROCK	17%	.34%
FRANKTOWN	1%	.26%
HIGHLANDS RANCH.....	31%	.23%
HIGHWAY 85 CORRIDOR.....	4%	.26%
LARKSPUR	2%	.19%
LONE TREE	4%	.38%
PARKER.....	23%	.37%
DO NOT READ		
ALL; OTHER; COMBINATION	10%	..0%
NO; UNSURE; REFUSED.....	3%	

1. _ Thinking about Douglas County as a whole, is the business environment in the county improving over time, staying the same, or getting worse?

IMPROVING	33%
STAYING THE SAME	40%
GETTING WORSE	19%
DO NOT READ	
UNSURE	8%

2. _ What is the single-most important issue or problem facing your business in Douglas County today?

ECONOMIC ISSUES	34%
TAXES.....	9%
REAL ESTATE; HOUSING MARKET	10%
GOVERNMENT RULES, REGULATIONS.....	9%
JOBS; EMPLOYMENT.....	7%
COSTS OF DOING BUSINESS.....	3%
COMPETITION	3%
BUSINESS CREDIT; LOANS.....	3%
INFRASTRUCTURE; ROADS.....	2%
GOVERNMENT FEES	2%
POLITICS, OFFICEHOLDERS	2%
MARKETING; ADVERTISING	2%
OTHER	13%
NOTHING; NONE	12%
DON'T KNOW; NO ANSWER	4%

3. ___ Which one of the following six factors is the biggest plus or positive for businesses operating in Douglas County? **[FOLLOWUP]**
 And from that same list, what is the biggest drawback or negative for businesses operating in Douglas County?

TRANSPORTATION OPTIONS	6%	.24%
EMPLOYEE HOUSING OPTIONS.....	5%	.16%
QUALITY OF WORKFORCE	14%	..8%
QUALITY OF LIFE	52%	..2%
COMMERCIAL REAL ESTATE OPTIONS	6%	.21%
PUBLIC SAFETY AND THE CRIME RATE	13%	..0%
DO NOT READ		
NONE	4%	.18%
OTHER (SPECIFY: _____)	1%	..5%
UNSURE	1%	..5%
REFUSED	0%	..2%

ASK ONLY OF R CHOOSES QUALITY OF LIFE (OPTION 4) ON PRIOR QUESTION

3a. What comes to mind when you think of "quality of life" in this context?

PUBLIC SAFETY	22%
SCHOOLS	19%
CUSTOMERS WITH HIGHER DISPOSABLE INCOME	17%
OPEN SPACES.....	14%
RECREATION	12%
RETAIL; RESTAURANTS	11%
LOCATION IN GENERAL; SCENERY	11%
HOUSING.....	11%
HIGHWAYS, STREETS, ROADS	10%
THE PEOPLE	10%
OTHER LOCAL SERVICES	9%
JOBS; EMPLOYMENT	8%
COST OF LIVING.....	7%
ECONOMY	5%
WEATHER; CLIMATE	4%
CLEAN; NOT A LOT OF POLLUTION	3%
GENERAL POSITIVE	13%
OTHER	18%
NOTHING; NONE	0%
DON'T KNOW; NO ANSWER	1%

ASK EVERYONE

Thinking about your business, please tell me whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each of these statements. **[ROTATE]**

- 4. ___ Douglas County's tax and fee structure is not balanced and unfair for business.
- 5. ___ Douglas County has a regulatory process that is responsive to the needs of business.
- 6. ___ Douglas County Government is an effective partner to business in creating a strong local economy.
- 7. ___ Douglas County needs a better transportation system for residents and people who work here.
- 8. ___ Douglas County is a safe and secure place to run a business without fear of crime.
- 9. ___ Douglas County has the natural resources like water that businesses need to move forward.

	AGREE STRONG	AGREE SOME	DISAGREE SOME	DISAGREE STRONG	UNS	REF
4. ___ Douglas County's tax and fee structure is not balanced and unfair for business.	19%	30%	26%	9%	15%	1%
5. ___ Douglas County has a regulatory process that is responsive to the needs of business.	8%	41%	16%	10%	25%	1%
6. ___ Douglas County Government is an effective partner to business in creating a strong local economy.	16%	44%	20%	7%	13%	1%
7. ___ Douglas County needs a better transportation system for residents and people who work here.	25%	31%	26%	12%	5%	1%
8. ___ Douglas County is a safe and secure place to run a business without fear of crime.	69%	27%	0%	2%	2%	0%
9. ___ Douglas County has the natural resources like water that businesses need to move forward.	21%	39%	14%	13%	13%	1%

	AGREE STRONG	AGREE SOME	DISAGREE SOME	DISAGREE STRONG	UNS	REF
10. _ Douglas County government needs improved communications with the business community about concerns, challenges and opportunities.	31%	39%	14%	4%	12%	1%
11. _ Douglas County is a good place to do business.	58%	33%	5%	2%	2%	0%

END ROTATION

IF 3 OR 4 (DISAGREE) IN Q5, ASK:

5a. I noted that you think Douglas County needs a regulatory process that is more responsive to the needs of business. Can you give me an example of a way in which that can be improved?	REDUCE REGULATION	26%
	BETTER COMMUNICATION	25%
	TAXES	21%
	SPEED UP PERMITTING PROCESS.....	14%
	HELP FOR SMALL BUSINESS OWNERS	9%
	ECONOMIC ISSUES	4%
	OTHER	18%
	NOTHING; NONE	3%
	DON'T KNOW; NO ANSWER	7%

IF 1 OR 2 (AGREE) IN Q10, ASK:

10a. I noted that you think Douglas County government needs improved communications with the business community. Can you give me an example of a way in which that can be improved?	TOWN HALL MEETINGS; PUBLIC FORUMS	13%
	EMAIL	12%
	REGULATORY PROCESS; LAWS; PERMITTING PROCESS	10%
	WEBSITE; ONLINE INFORMATION	8%
	NEWSLETTERS; FLYERS	6%
	TAXES	6%
	IN-PERSON CONTACT	4%
	INCREASE COMMUNICATION (OTHER SPECIFIC)	3%
	TELEVISION	2%
	ADVERTISING; MARKETING REGULATIONS	1%
	INCREASE COMMUNICATION (NON-SPECIFIC).....	28%
	OTHER	6%
	NOTHING; NONE	5%
	DON'T KNOW; NO ANSWER	19%

ASK EVERYONE

12. _ 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?	VERY SATISFIED	36%
	SOMEWHAT SATISFIED	40%
	SOMEWHAT DISSATISFIED	8%
	VERY DISSATISFIED	2%
	DO NOT READ	
	NO CONTACT (VOL.)	10%
	UNSURE	4%

Now I am going to read a list of government services. For each one, tell me whether these services are very important, somewhat important, not very important, or not at all important to support your business and help it prosper.

[ROTATE]

	VERY IMPORTANT	SOME-WHAT	NOT VERY	NOT AT ALL	UNS	REF
13. _ Public works, such as road repair and snow plowing.	58%	29%	4%	7%	2%	0%
14. _ Law enforcement by the County Sheriff's Office.	45%	34%	10%	10%	0%	1%

	VERY IMPORTANT	SOME- WHAT	NOT VERY	NOT AT ALL	UNS	REF
15. _ Traffic control.	28%	41%	14%	17%	1%	0%
16. _ Road maintenance.	54%	29%	8%	9%	0%	0%
17. _ Plan Review for commercial and residential development.	30%	33%	12%	23%	2%	0%
18. _ Permits.	28%	33%	13%	21%	4%	1%
19. _ Data retrieval for things like maps, property title work, sales or valuations.	27%	32%	18%	21%	1%	0%

END ROTATION

Now I'm going to read several factors that some business and industries say are important to a healthy business climate. Tell me whether each one is very important, somewhat important, not very important, or not at all important to your own business in Douglas County. **[ROTATE]**

	VERY IMPORTANT	SOME- WHAT	NOT VERY	NOT AT ALL	UNS	REF
20. _ Availability of transportation options, including air, rail and trucking.	26%	32%	21%	20%	1%	0%
21. _ Availability of public transportation options for your employees such as mass transit, bus, rail, or other multi-modal options.	24%	25%	17%	33%	1%	1%
22. _ Full range of housing options at all price levels.	39%	33%	12%	14%	1%	0%
23. _ Availability of a qualified workforce.	44%	28%	8%	19%	1%	0%
24. _ Accessibility of your local government elected officials.	33%	34%	17%	14%	1%	1%
25. _ Proximity to other well-known businesses and industries.	28%	37%	14%	21%	0%	0%
26. _ A friendly, welcoming overall business climate.	64%	27%	2%	6%	0%	0%
27. _ Readily available space for office, retail warehouse or other business uses.	26%	30%	14%	28%	2%	1%
28. _ Presence of mixed-use business and industrial parks.	18%	40%	15%	25%	2%	0%

END ROTATION

29. _ Two competing philosophies are often heard about the most appropriate relationship between government and business.
Some people say that government should seek to enact policies that improve the business climate while maintaining fair and balanced tax and regulatory policies. Other people say that government shouldn't be involved in business climate improvement and economic development, matters best left to businesses and the free market process.
Which point of view is closest to your own?
[IF DECIDED, ASK:] And do you feel strongly about that?
- | | |
|--|-----|
| GOV'T SHOULD IMPROVE BUSINESS CLIMATE/STRONGLY | 23% |
| GOV'T SHOULD IMPROVE BUSINESS CLIMATE | 15% |
| GOV'T SHOULDN'T BE INVOLVED | 11% |
| GOV'T SHOULDN'T BE INVOLVED/STRONGLY | 41% |
| DO NOT READ | |
| UNSURE/MIXED | 9% |
| REFUSED..... | 1% |
30. _ How close does Douglas County come to having the appropriate level of involvement in business climate improvement? Is the county too involved, involved the right amount, or not involved enough in improving the business climate?
- | | |
|--------------------------------|-----|
| TOO INVOLVED..... | 12% |
| INVOLVED THE RIGHT AMOUNT..... | 55% |
| NOT INVOLVED ENOUGH..... | 16% |
| DO NOT READ | |
| UNSURE..... | 15% |
| REFUSED..... | 1% |
31. _ If you had the opportunity to share with Douglas County government leaders some of your own ideas for what can be done to foster a healthy business climate in the county, what would you tell them?
- | | |
|---------------------------------------|-----|
| TAXES..... | 18% |
| REGULATIONS; LAWS..... | 13% |
| ROADS, STREETS, ETC..... | 6% |
| MORE COMMUNICATION..... | 6% |
| ECONOMIC ISSUES; JOBS..... | 3% |
| HELP FOR SMALL BUSINESS..... | 3% |
| IMPROVE PERMITTING PROCESS..... | 2% |
| IMPROVE ZONING..... | 1% |
| OTHER INFRASTRUCTURE..... | 2% |
| OTHER COUNTY SERVICES..... | 4% |
| OTHER SPECIFIC ITEM(S) MENTIONED..... | 8% |
| OTHER NON-SPECIFIC..... | 12% |
| OTHER..... | 1% |
| NOTHING; NONE..... | 8% |
| DON'T KNOW; NO ANSWER..... | 29% |
32. _ Are there any other factors that you would like to mention that you consider particularly important to the success of your own particular business?
- | | |
|---|-----|
| OTHER INFRASTRUCTURE, TRANSPORTATION..... | 7% |
| REGULATIONS; LAWS..... | 5% |
| ECONOMIC ISSUES..... | 4% |
| LOCAL SERVICES; LOCAL GOVERNMENT..... | 4% |
| TAXES..... | 3% |
| PERMITTING PROCESS..... | 2% |
| WATER..... | 1% |
| COST OF DOING BUSINESS..... | 1% |
| COST OF LIVING..... | 1% |
| OTHER THINGS IMPORTANT TO BUSINESS SUCCESS..... | 6% |
| OTHER..... | 2% |
| NOTHING; NONE..... | 61% |
| DON'T KNOW; NO ANSWER..... | 6% |

33. _ 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]
- | | | | |
|--|-----|----|-----|
| FROM THE DENVER POST..... | 17% | .. | 5% |
| FROM INTERNET WEBSITES LIKE YOUR-HUB DOT-COM | 12% | . | 17% |
| FROM A LOCAL WEEKLY NEWSPAPER..... | 25% | . | 21% |
| FROM THE DENVER BUSINESS JOURNAL..... | 3% | .. | 1% |
| FROM DC 8 – DOUGLAS CABLE CHANNEL 8 | 6% | .. | 5% |
| FROM EMAILED NEWS ALERTS..... | 1% | .. | 2% |
| FROM CONVERSATIONS WITH FRIENDS OR CO-WORKERS ... | 18% | . | 15% |
| FROM THE OFFICIAL DOUGLAS COUNTY INTERNET WEBSITE | 12% | . | 10% |
| [DO NOT READ] | | | |
| NEVER GET ANY NEWS/INFORMATION..... | 4% | | |
| UNSURE..... | 1% | | |
| REFUSED..... | 1% | | |
34. _ Which category or area of business best describes the industry your business is in:
[READ LIST/ROTATE ORDER]
- | | | | |
|---|-----|--|--|
| [READ LIST/ROTATE ORDER] | | | |
| AGRICULTURE/FARMING | 3% | | |
| TOURISM..... | 0% | | |
| HEALTH CARE OR MEDICAL RELATED..... | 9% | | |
| RETAIL BUSINESS..... | 27% | | |
| REAL ESTATE | 13% | | |
| MANUFACTURING..... | 3% | | |
| FINANCIAL SERVICES..... | 9% | | |
| MINING/OIL & GAS..... | 3% | | |
| TRANSPORTATION..... | 2% | | |
| CONSTRUCTION..... | 15% | | |
| COMPUTERS, I.T. OR SOFTWARE..... | 8% | | |
| BROADCASTING OR TELECOMMUNICATIONS SERVICES..... | 2% | | |
| [DO NOT READ] OTHER [SPECIFY] | 1% | | |
| UNSURE..... | 0% | | |
| REFUSED..... | 1% | | |
35. _ Is your business involved in any sort of restaurant or other food and beverage services, to either customers or employees?
- | | | | |
|---|-----|--|--|
| YES..... | 6% | | |
| NO [SKIP NEXT QUESTION] | 93% | | |
| [DO NOT READ] | | | |
| REFUSED [SKIP NEXT QUESTION] | 1% | | |
- 35a. If there were a nearby marketplace for locally grown and produced food items, how interested would you business be in buying local products—extremely interested, very interested, somewhat interested, or not very interested??
- | | | | |
|-----------------|-----|--|--|
| EXTREMELY | 14% | | |
| VERY..... | 22% | | |
| SOMEWHAT..... | 33% | | |
| NOT VERY | 32% | | |
36. _ How long have you operated your oldest business in Douglas County?
- | | | | |
|----------------------|-----|--|--|
| LESS THAN 5..... | 27% | | |
| 5 TO 10..... | 34% | | |
| MORE THAN 10 | 37% | | |
| [DO NOT READ] | | | |
| REFUSED..... | 2% | | |
37. _ And does this business operate primarily locally, regionally, statewide, nationally or internationally?
- | | | | |
|----------------------|-----|--|--|
| LOCAL..... | 49% | | |
| REGIONAL..... | 10% | | |
| STATE..... | 9% | | |
| NATIONAL..... | 19% | | |
| INTERNATIONAL..... | 12% | | |
| [DO NOT READ] | | | |
| UNSURE..... | 0% | | |
| REFUSED..... | 1% | | |

38. _ Approximately how many employees does your company have in Colorado?

1.....	38%
2.....	21%
3.....	5%
4.....	9%
5.....	3%
6-10	7%
11-20	7%
21-50	5%
51-100	1%
101+.....	3%
UNSURE.....	1%
REFUSED.....	1%

39. _ Approximately how many employees does your company have in Douglas County?

1.....	42%
2.....	21%
3.....	6%
4.....	8%
5.....	3%
6-10	7%
11-20	6%
21-50	4%
51-100	2%
101+.....	1%
UNSURE.....	0%
REFUSED.....	1%

THANK & TERMINATE

APPEND ENTIRE SAMPLE RECORD