



Douglas county voter opinion poll

May 1-3, 2010

Background

- **Methodology**

- Sample of 602 randomly chosen registered voters
 - Special methodology used to sample “low-density” voters in sufficient numbers to analyze results separately
- Interviews conducted May 1-3, 2010
- Average interview length of 22 minutes
- Margin of error of $\pm 4.0\%$ for entire sample

- **Contributors**

- Dr. David B. Hill, Director, HRC
- Dr. Stephen N. White, Assistant Director
- Randy Ellison, Senior Research Consultant
- David J. Benzion, Senior Research Analyst
- Jason Nemeck, Project Manager

Key findings

- **“Stability,” more than “change,” best describes the time series results as a whole.**
- **“Optimism” seems to best characterize the mood of county residents.**
- **The cornerstones of life in Douglas remains family and safety.**
- **Economic prosperity and natural resources are named the highest priorities by voters.**
- **In a narrower sense, the importance of water is perhaps the most broadly embraced priority.**
- **Important differences in attitudes of the older and younger generations surfaced throughout the survey results.**
- **Parks and trails earn highest marks for county services.**
- **Satisfaction with county employee interactions is very high.**
- **Support for quality-of-life regulations is growing.**
- **Communications channels continue to evolve and fragment; Internet, smartphones and other new channels are becoming significant**

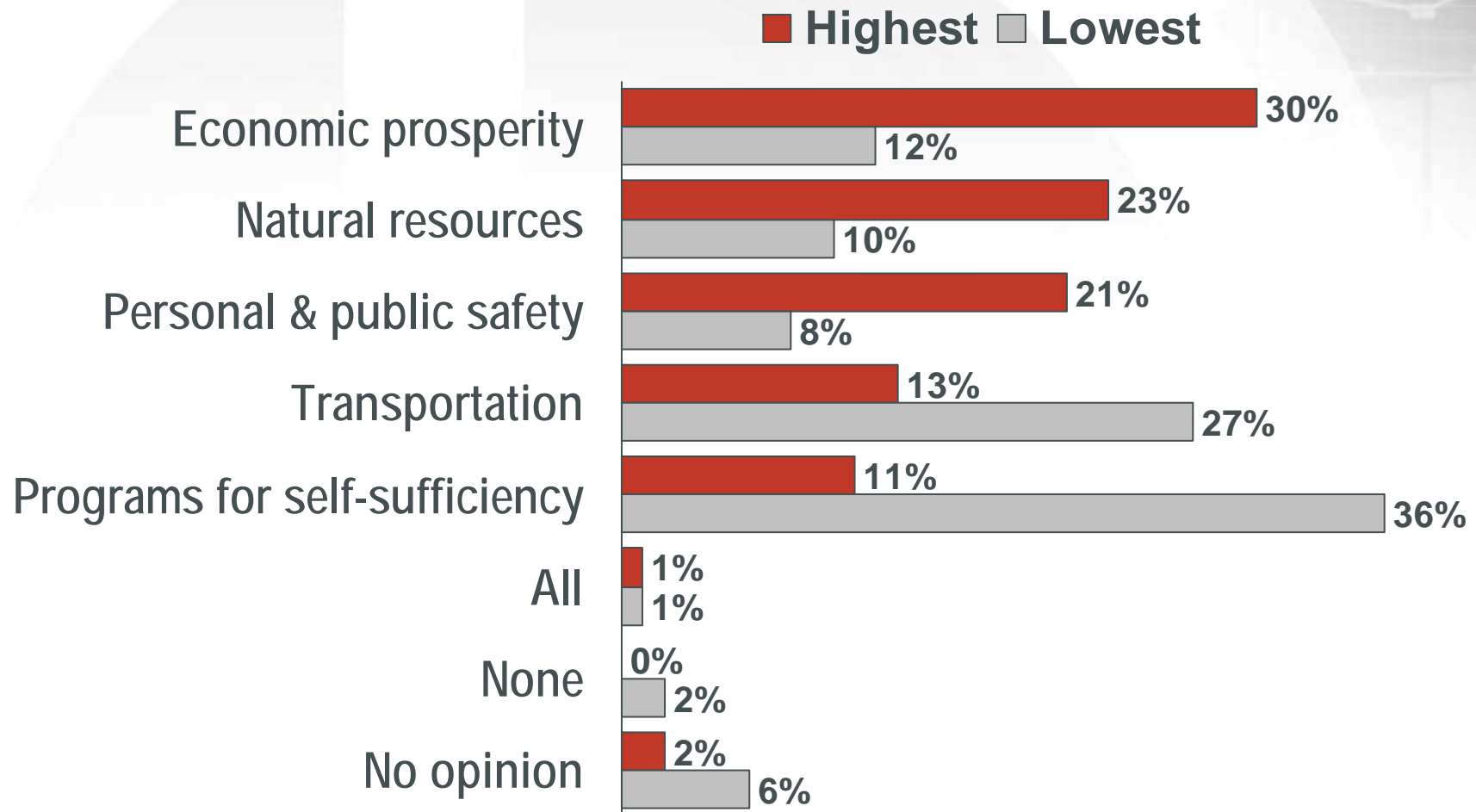
Priorities



Opinion of selected core priorities designated for Douglas County

	Spend more money	Spend less money
Maintaining the quality of the county's natural resources: water, air, land & wildlife	45%	48%
Ensuring conditions that enable citizens, taxpayers & businesses the opportunity to prosper	43%	44%
Safe, efficient & affordable transportation system for residents & visitors	34%	50%
Programs that provide basic & essential services that allow people to be self sufficient	32%	48%
Ensuring conditions that provide personal safety & security	30%	60%

Highest & lowest priority area



Highest priority area

categories with the highest percentages of “*economic prosperity*”

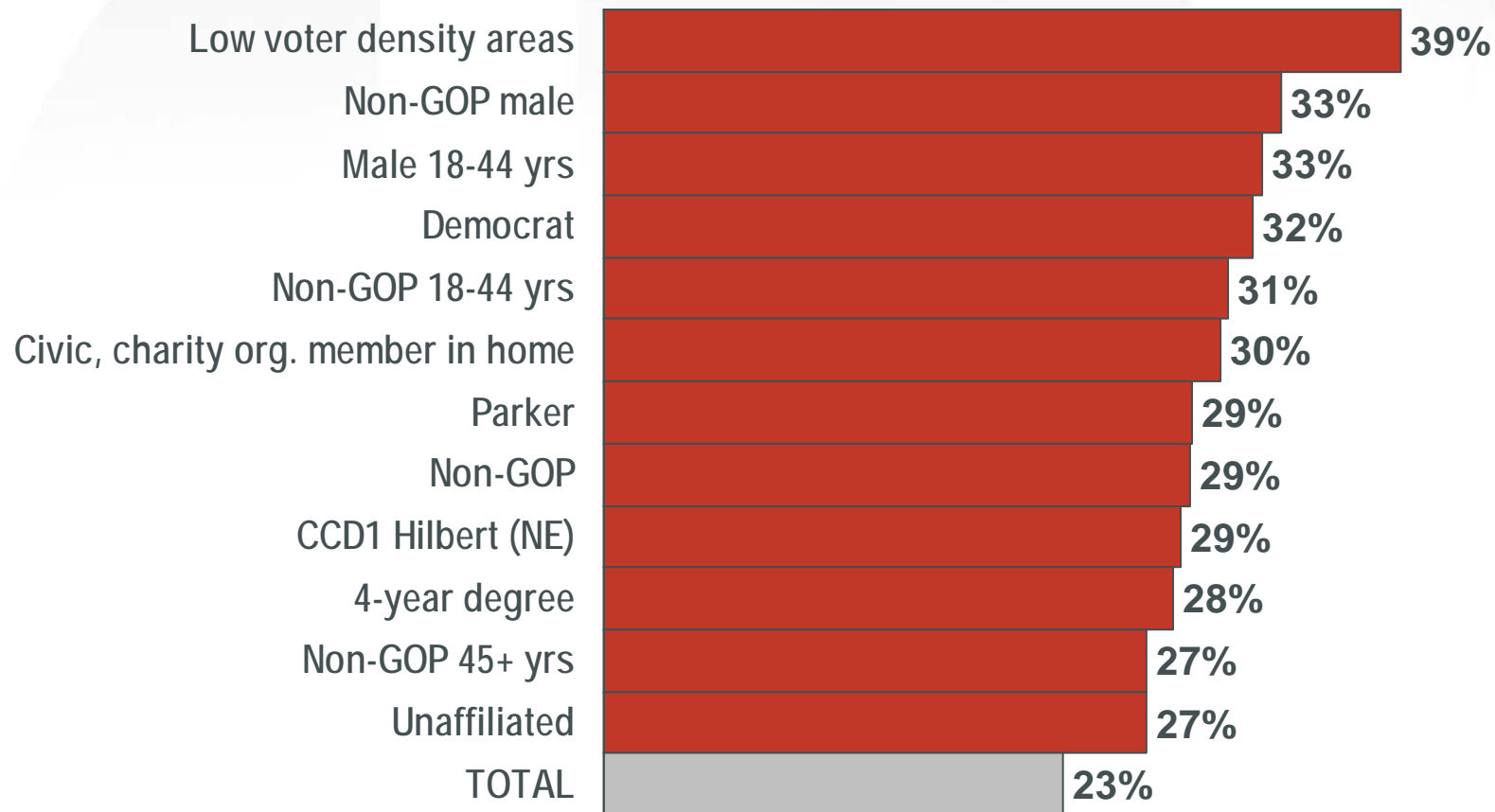
Well-educated and older, male Republicans are top champions of prosperity priority



Highest priority area

categories with the highest percentages of “natural resources”

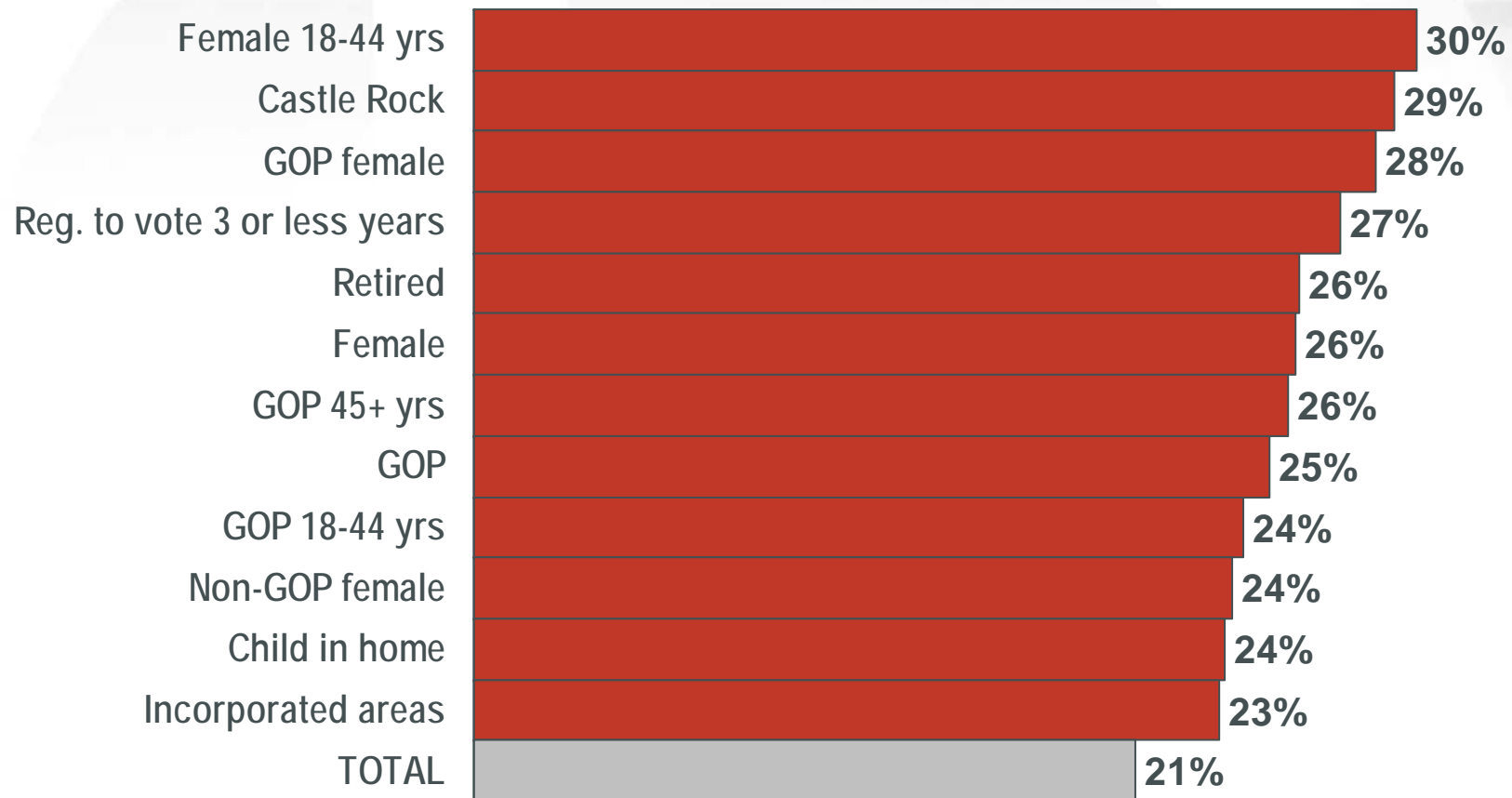
“Rural” residents top concern for natural resources priority



Highest priority area

categories with the highest percentages of “personal & public safety”

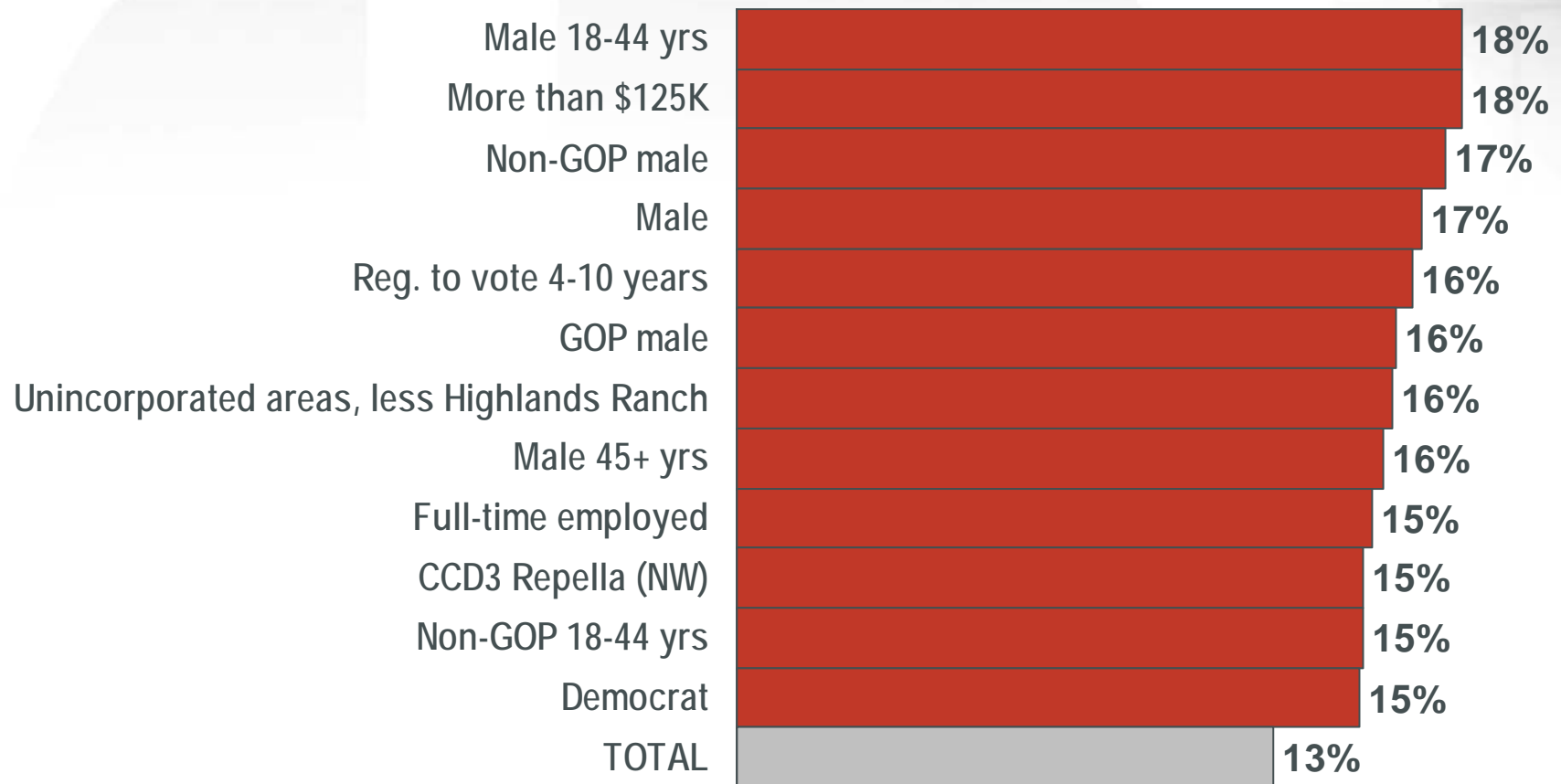
Younger women, Castle Rock residents put safety at top priority



Highest priority area

categories with the highest percentages of “*transportation*”

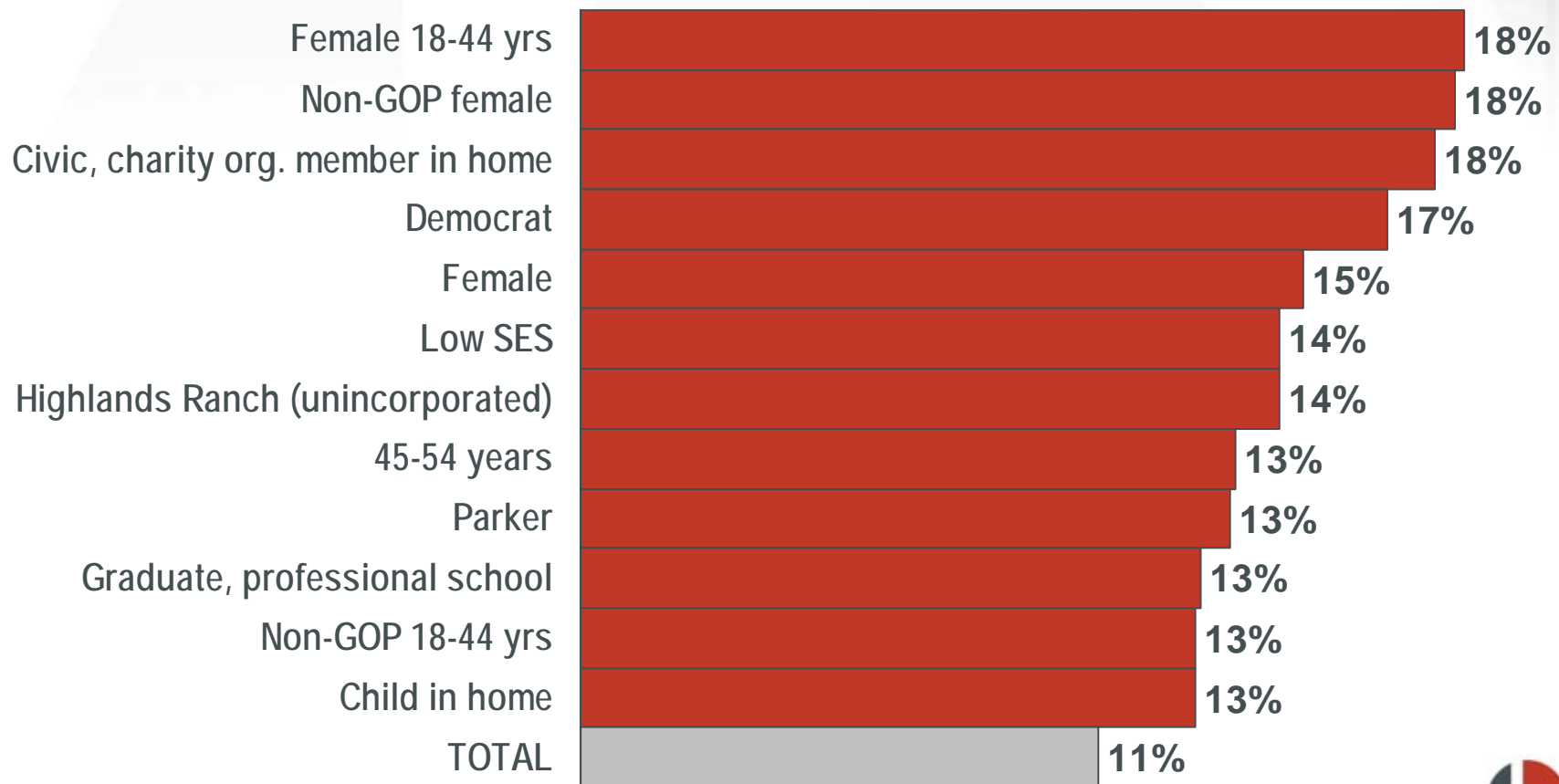
Younger residents and affluent stress transportation priority



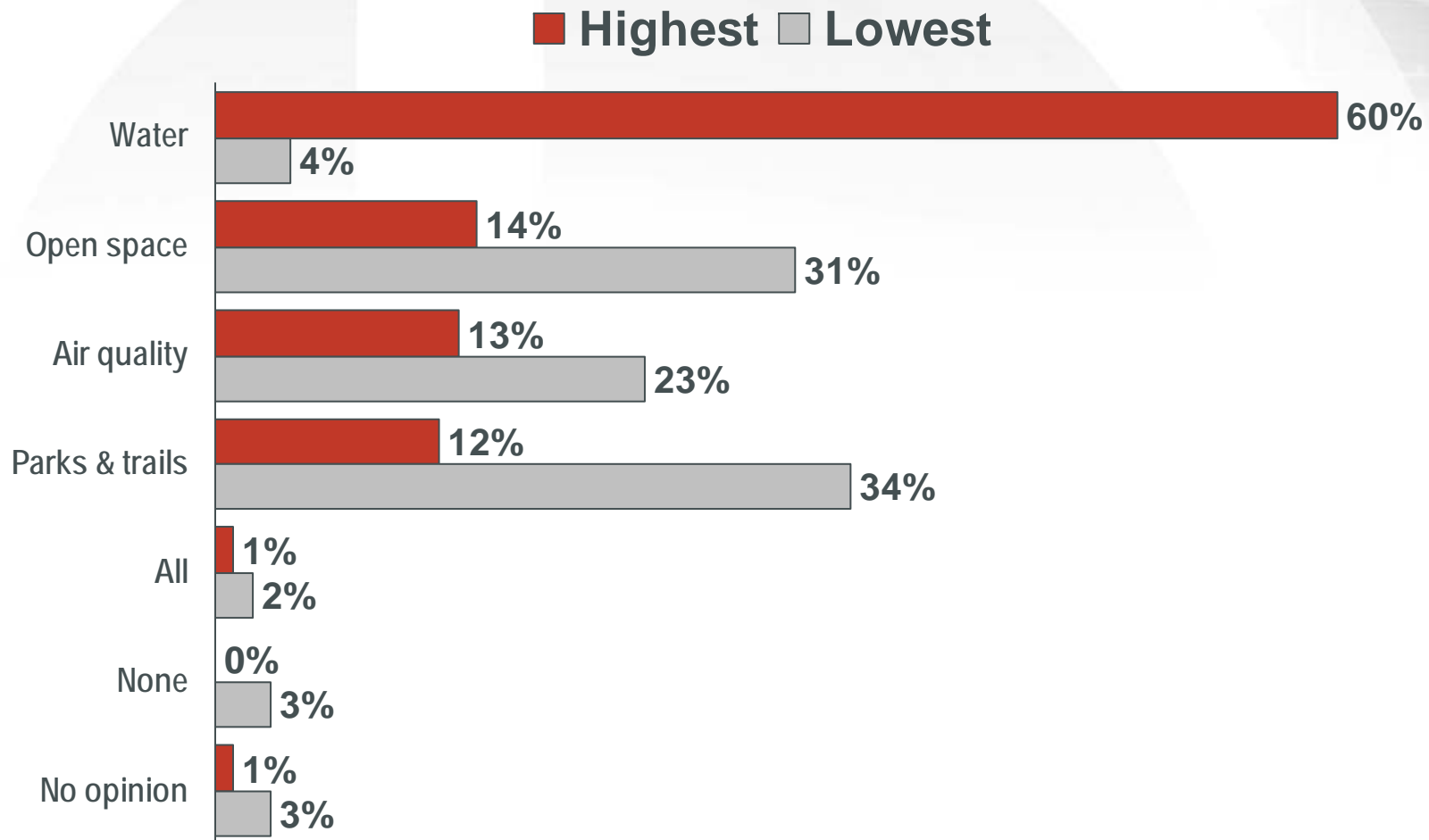
Highest priority area

categories with the highest percentages of “programs for self-sufficiency”

Younger females and non-GOP women rank self sufficiency higher than do others

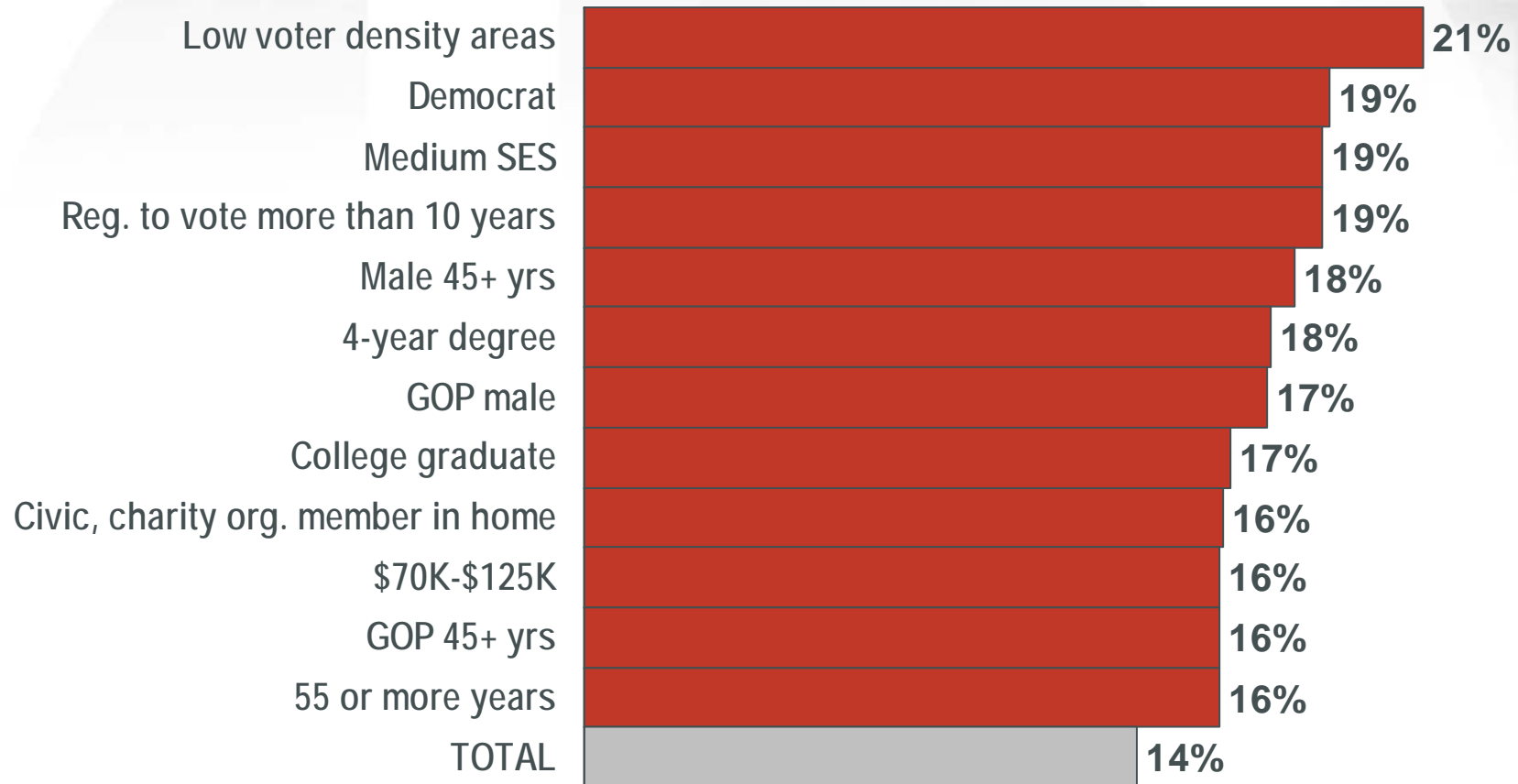


Highest & lowest natural resource priority



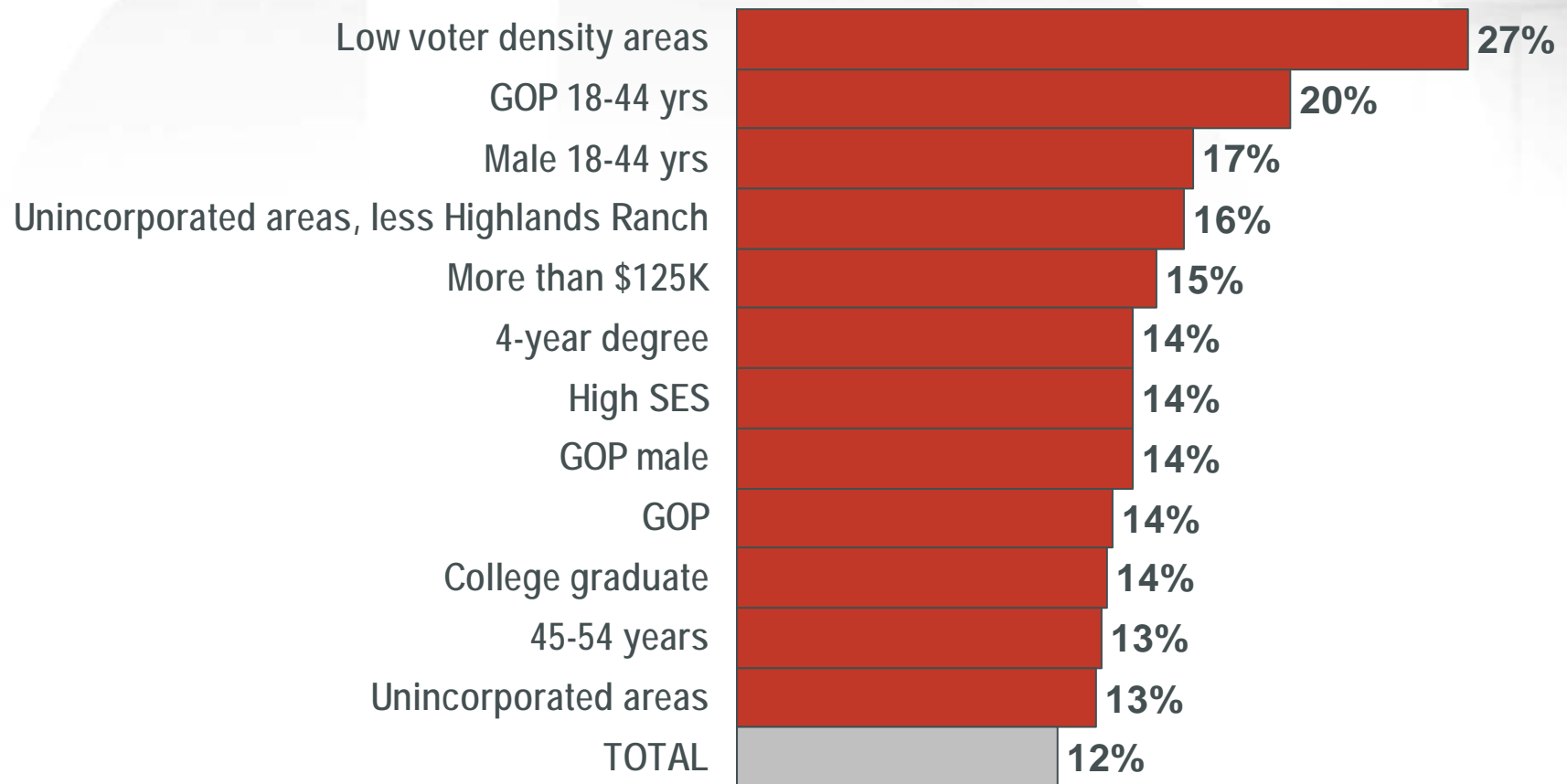
Highest natural resource priority

categories with the highest percentages of “open space”

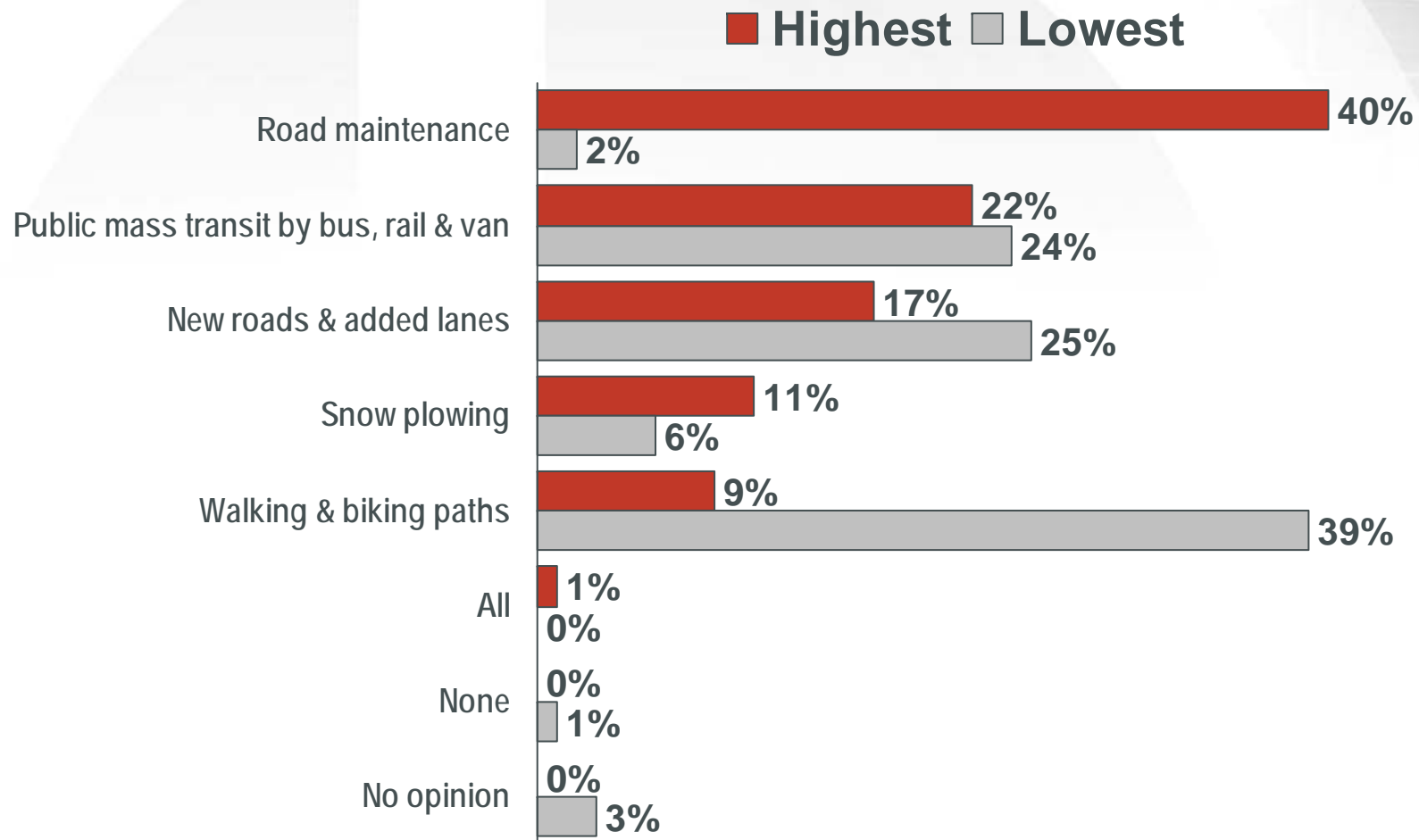


Highest natural resource priority

categories with the highest percentages of “parks & trails”

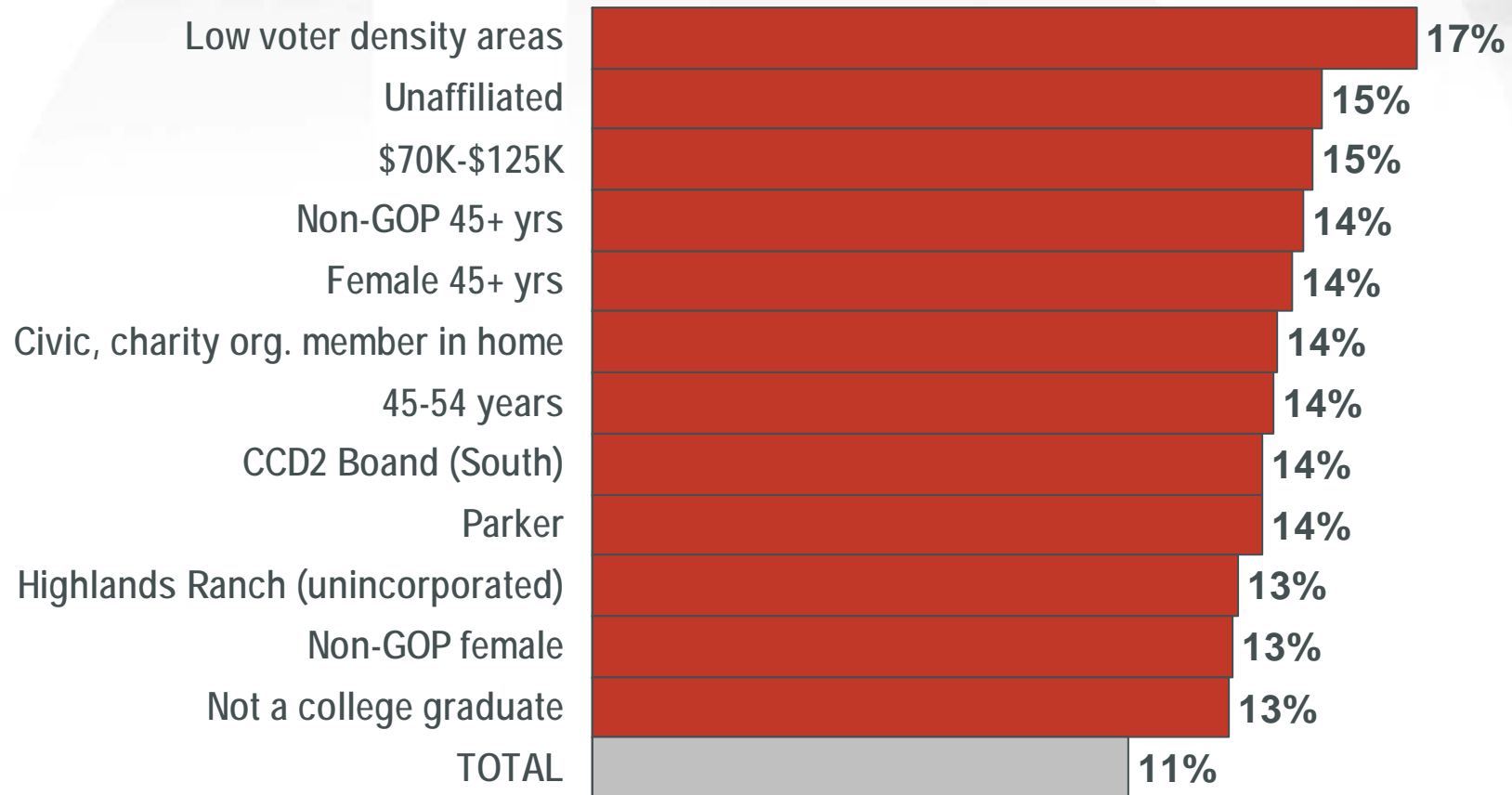


Highest & lowest transportation priority



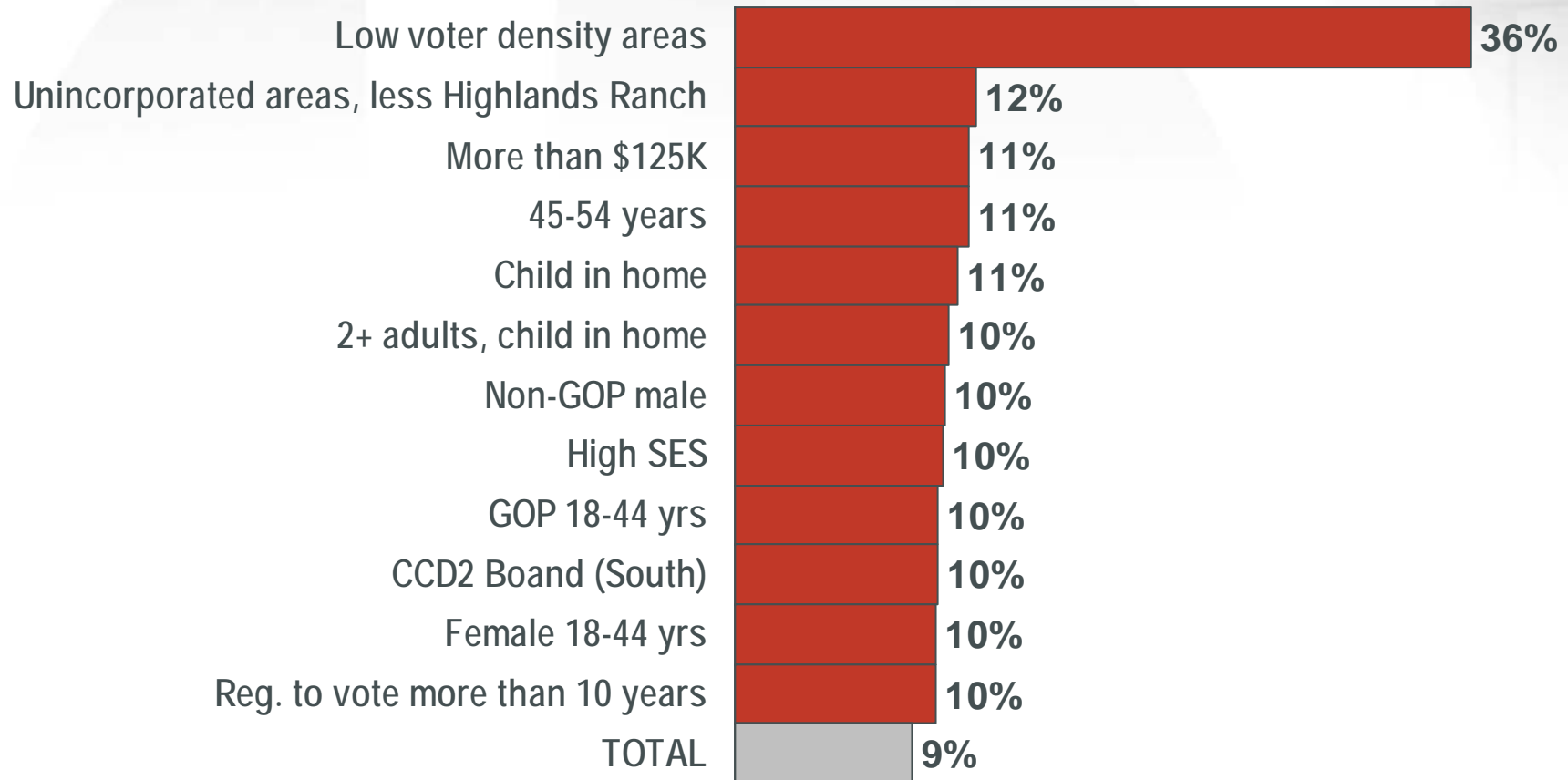
Highest transportation priority

categories with the highest percentages of “snow plowing”

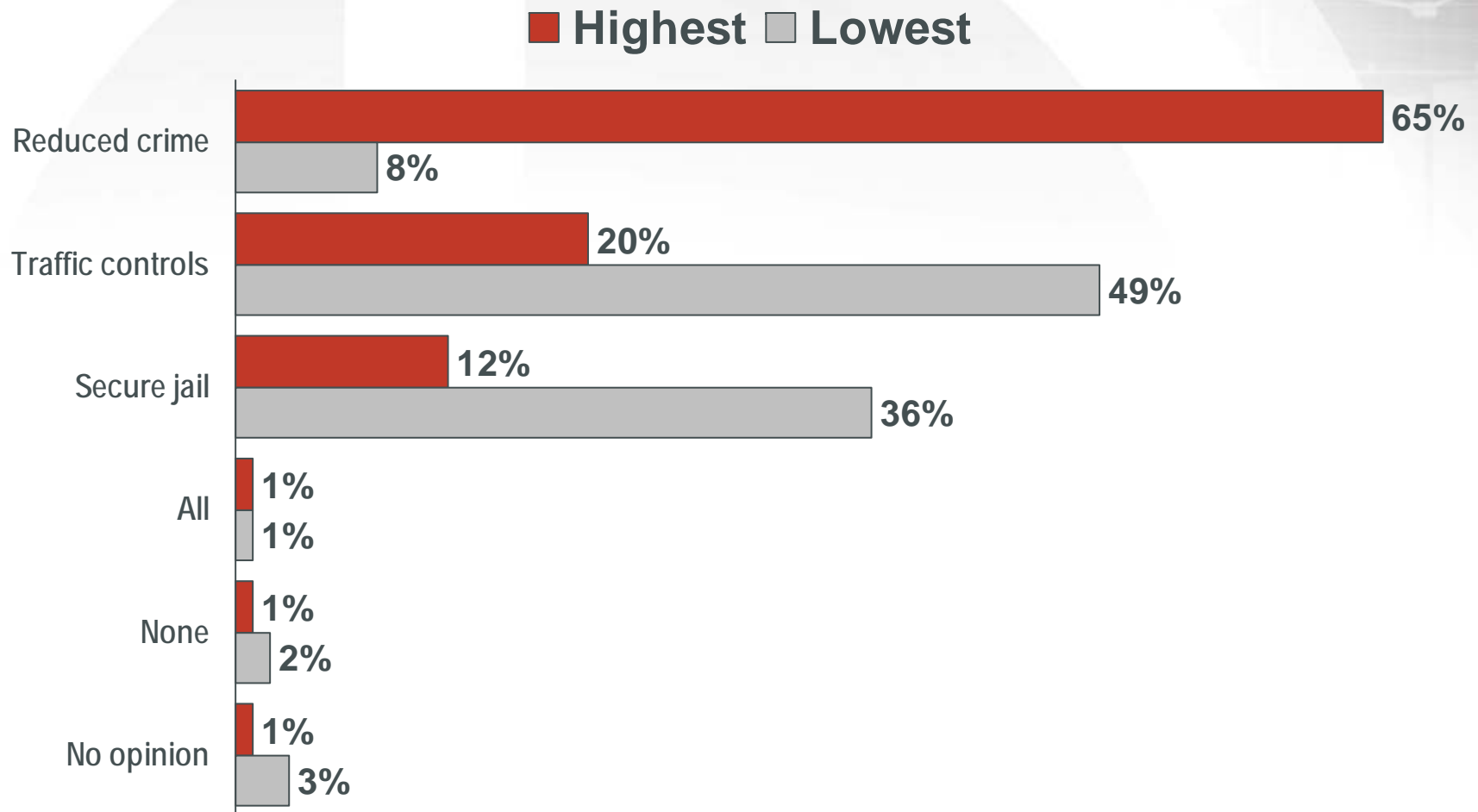


Highest transportation priority

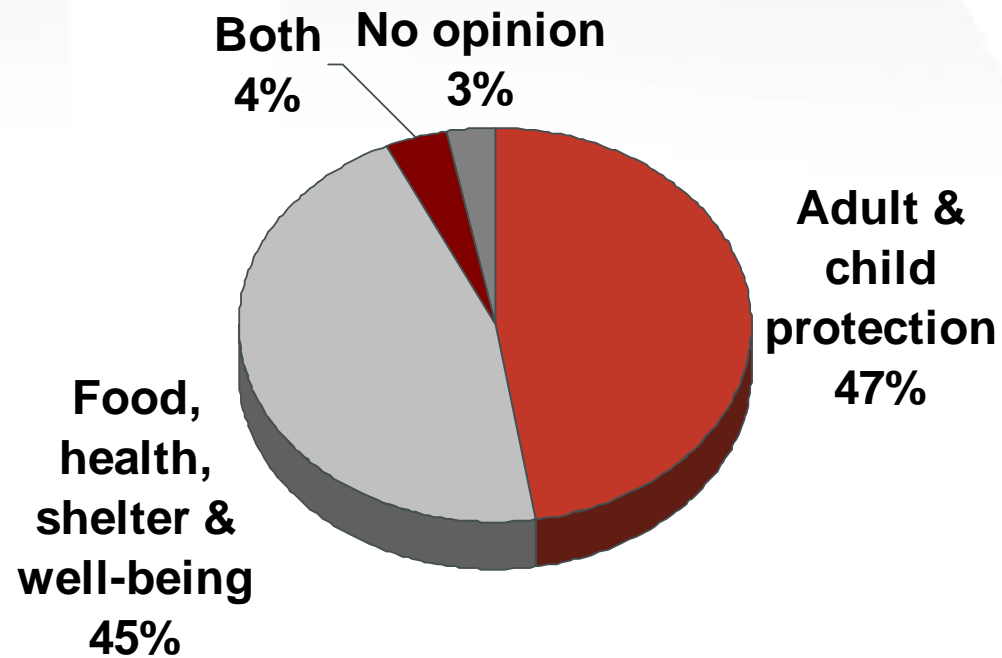
categories with the highest percentages of “walking & biking paths”



Highest & lowest public safety priority

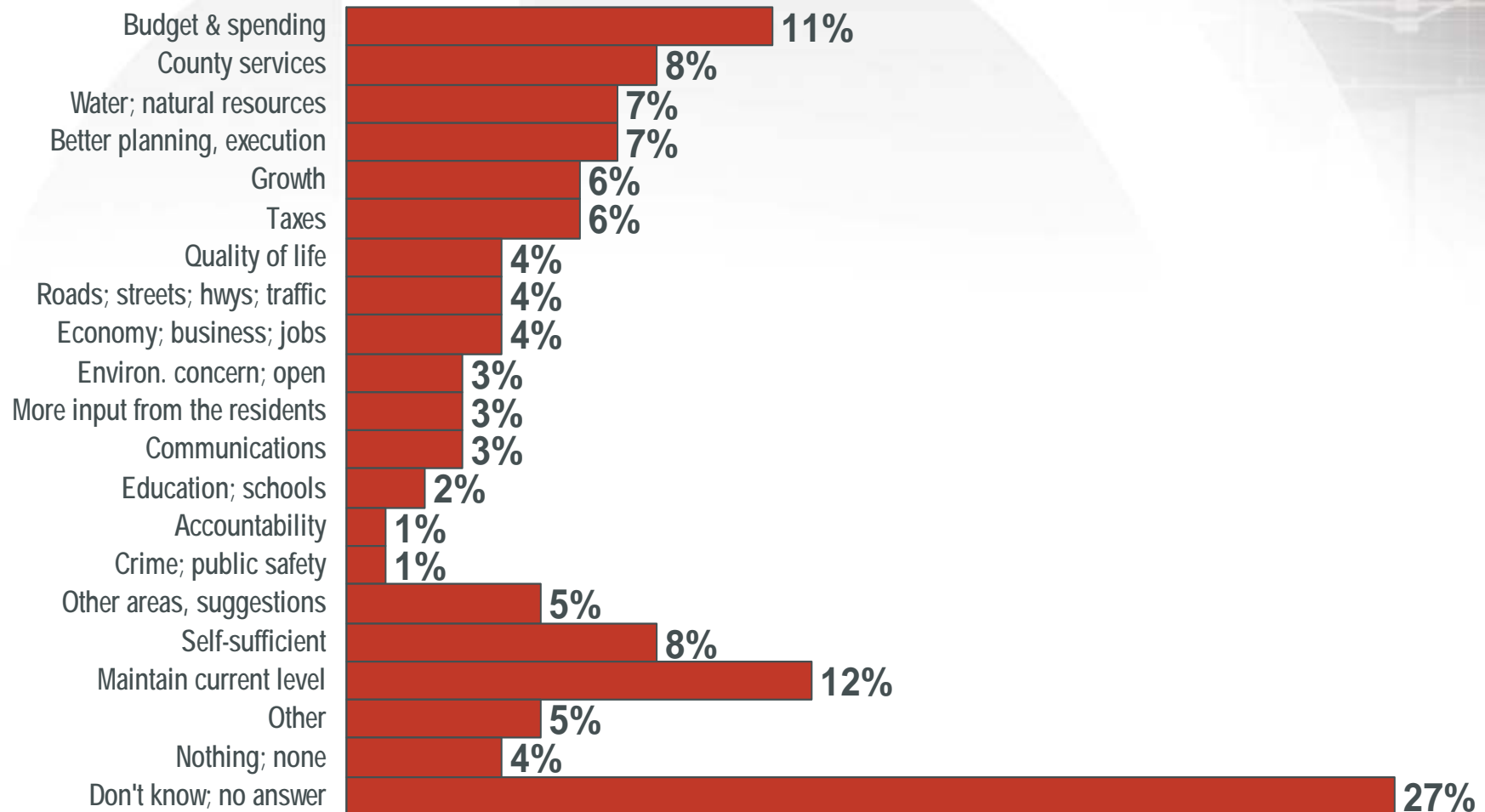


Highest community services priority

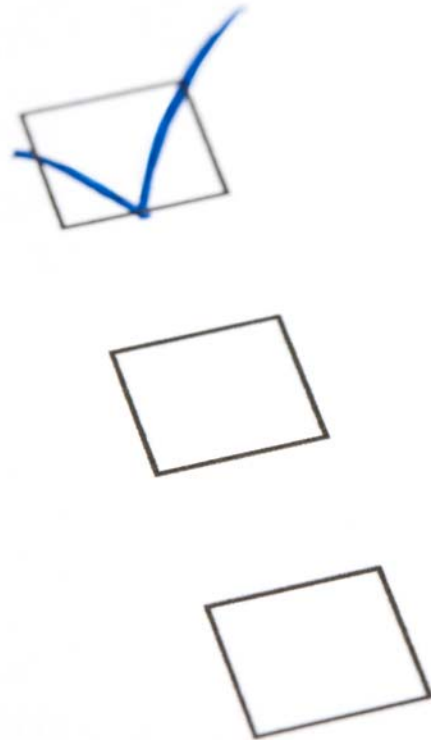


Note: percentages do not add to 100% due to rounding.

What sustainability means & how that can best be done?



Ratings of services, performance of government



Satisfaction with selected services provided by Douglas County

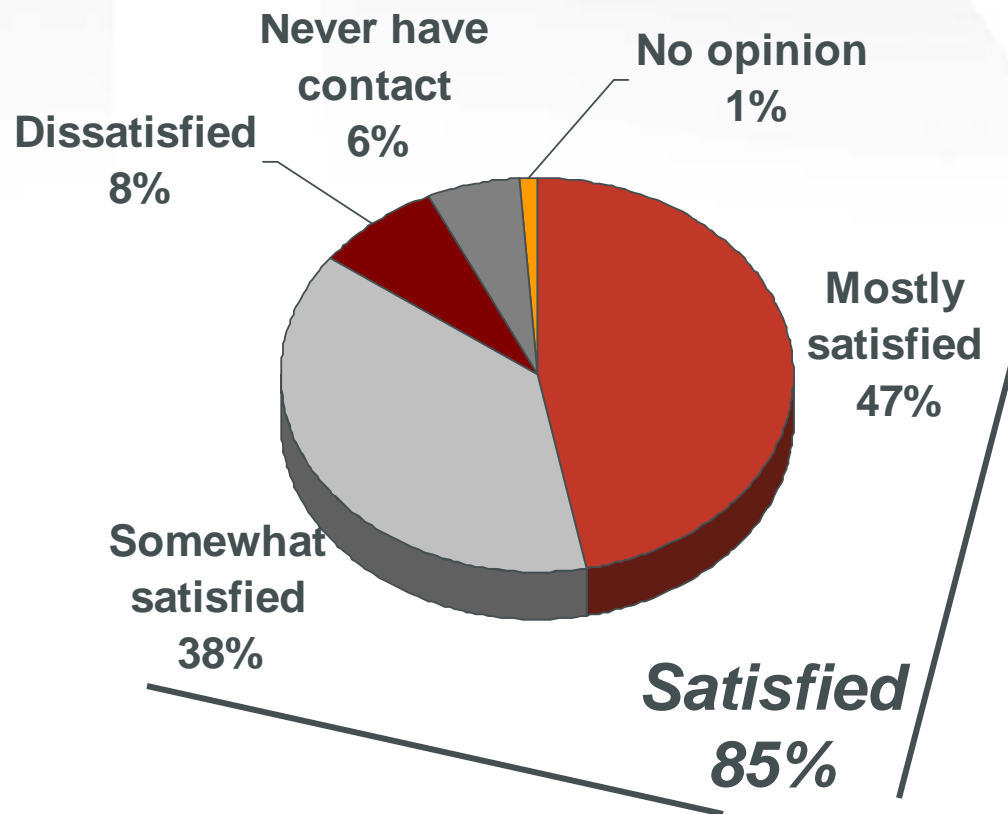
	Very	Some-what	Not very + not at all
Parks & trails	65%	29%	2%
Law enforcement by the sheriff's office	54%	36%	6%
Motor vehicle registration	53%	38%	7%
Snow plowing	41%	44%	14%
Traffic management	27%	51%	20%
Road maintenance & resurfacing	24%	56%	20%
Services provided by Tri-County Health Department	24%	26%	3%
Planning to manage growth & development	20%	49%	21%

Satisfaction with selected services provided by Douglas County (time series)

Trends are stable, recovering; traffic, plowing may be moving

	Very Apr '06	Very Apr '08	Very May '10
Parks & trails	64%	66%	65%
Law enforcement by the sheriff's office	53%	48%	54%
Motor vehicle registration	52%	45%	53%
Snow plowing	39%	40%	41%
Traffic management	20%	26%	27%
Road maintenance & resurfacing	21%	23%	24%
Planning to manage growth & development	16%	17%	20%

Contact with employees of Douglas County regarding some matter of county business



Agreement with statements about Douglas County

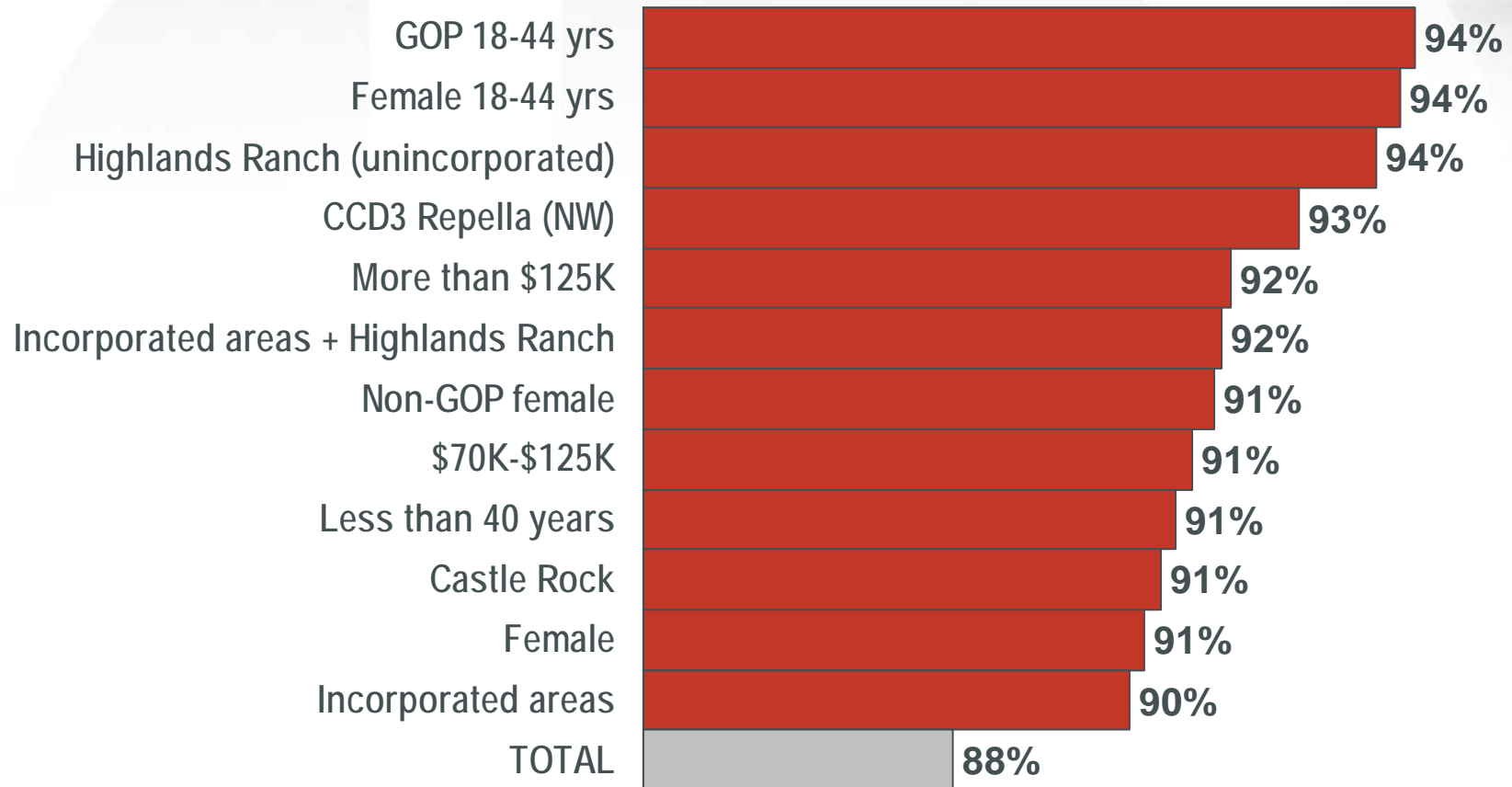
(time series)

Appreciation for regulations grows steadily;
planning, traffic management hit highs, too

	Agree Apr '06	Agree Apr '08	Agree May '10
Douglas County regulations protect our quality of life	77%	81%	88%
Douglas County spends our tax dollars wisely	64%	65%	66%
Douglas County's leaders have an effective long-term, comprehensive plan for the county's future	54%	51%	60%
Traffic congestion across the county seems to be improving	43%	41%	57%
Local taxes have been rising faster than my ability to pay them lately	54%	49%	56%

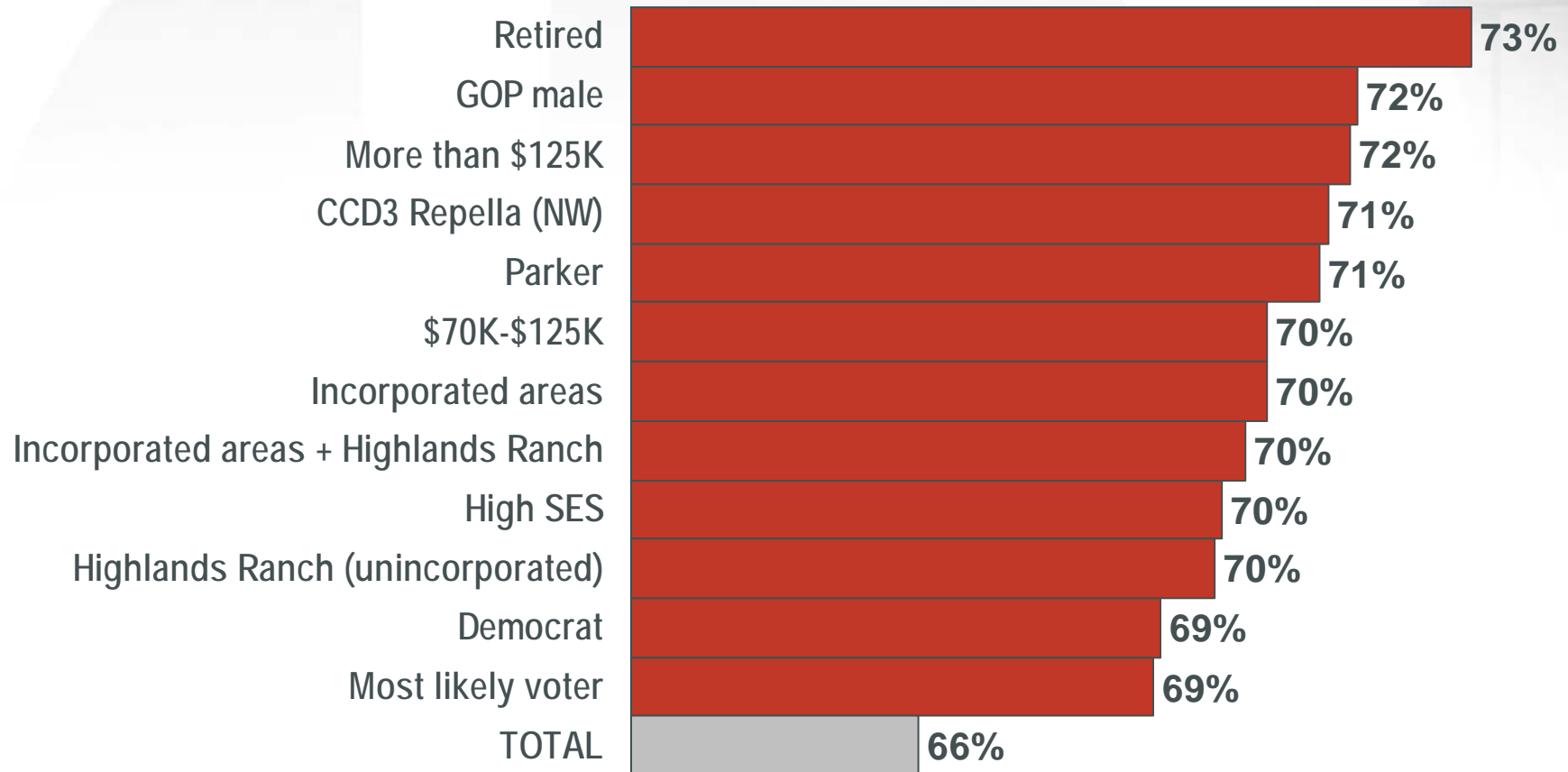
Douglas County regulations protect our quality of life

categories with the highest percentages of “agree”



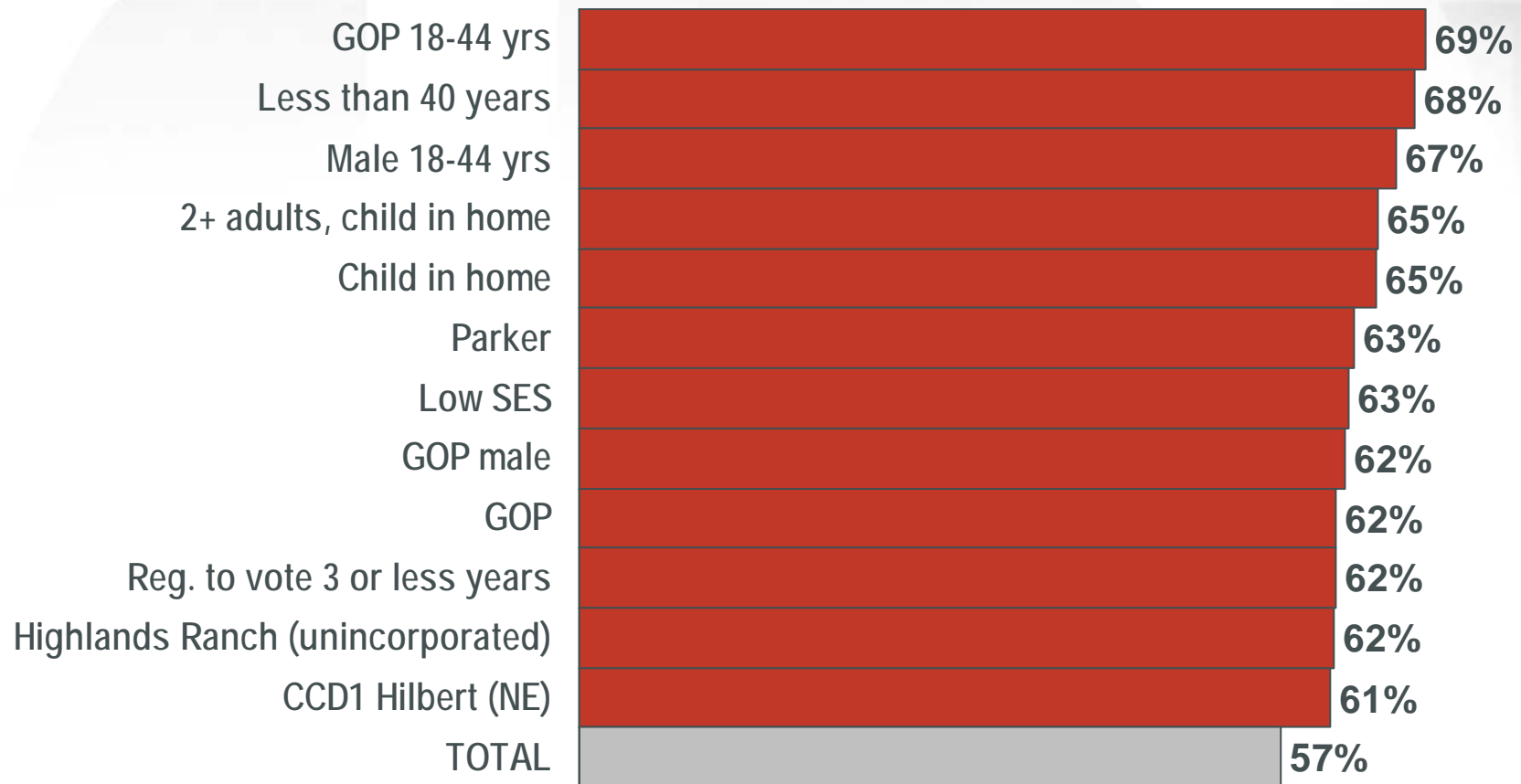
Douglas County spends our tax dollars wisely

categories with the highest percentages of “agree”

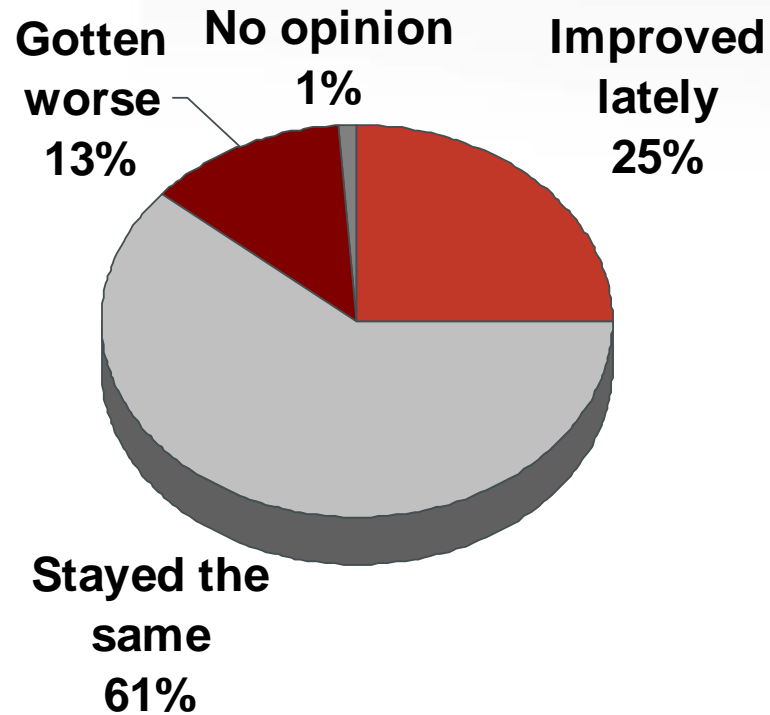


Traffic congestion across the county seems to be improving

categories with the highest percentages of “agree”

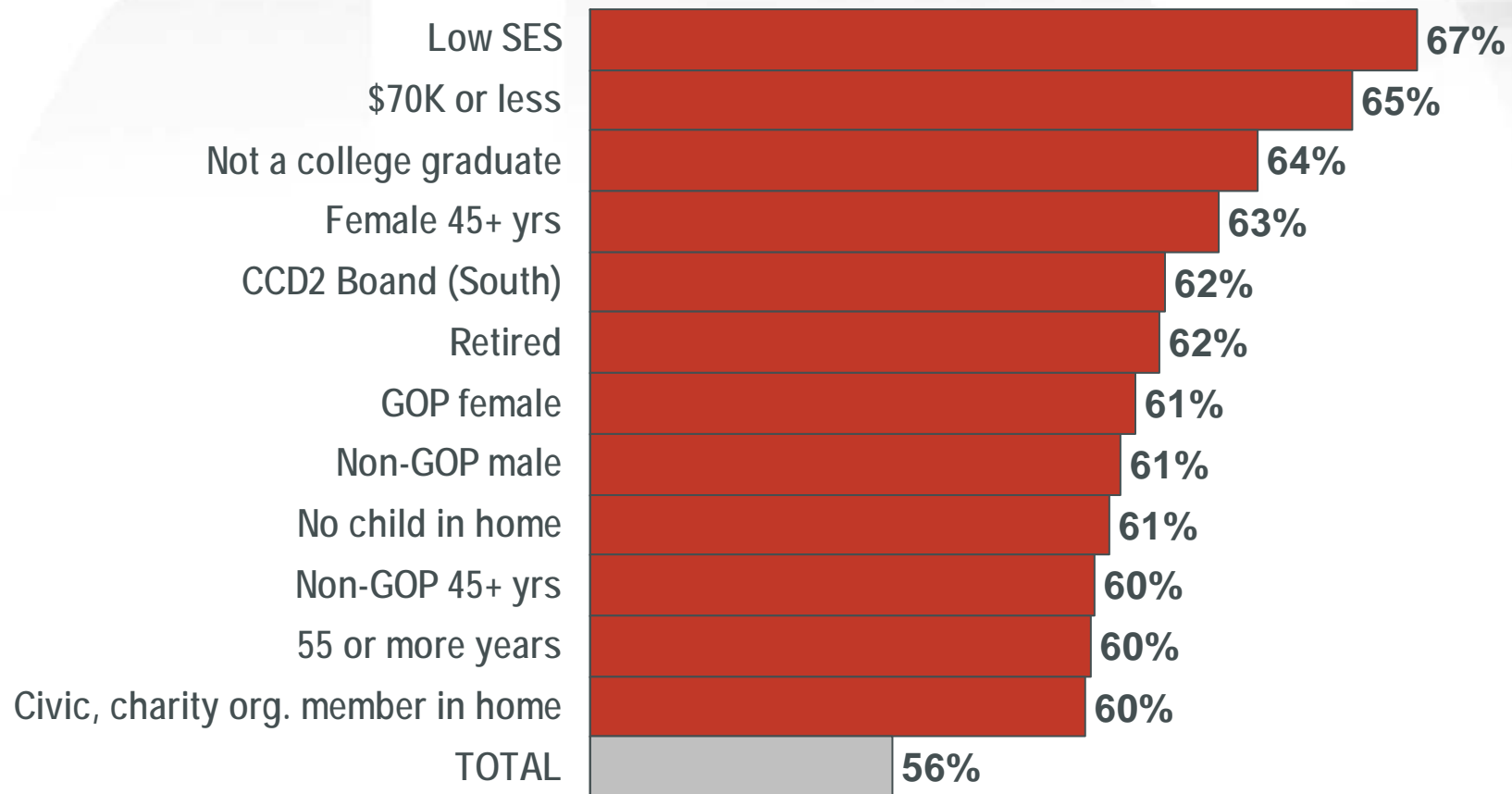


Condition of streets, roads & bridges in Douglas County

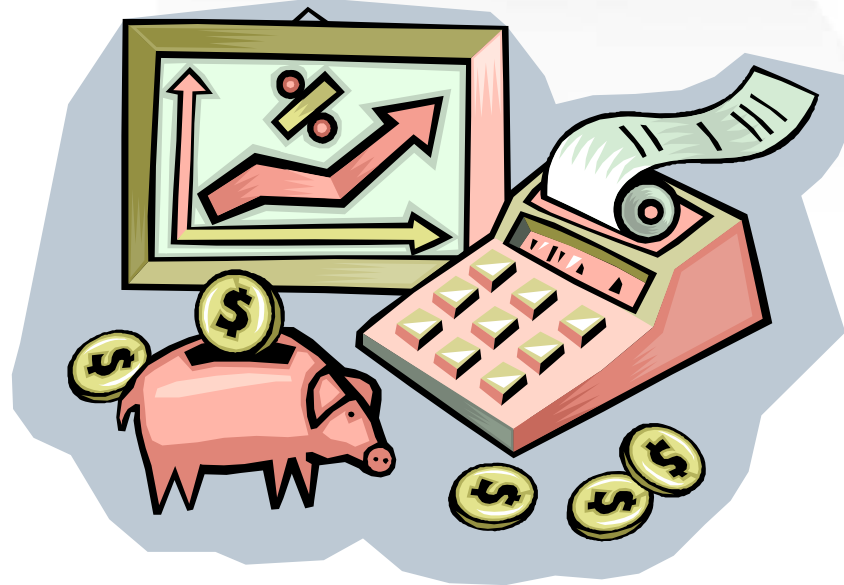


Local taxes have been rising faster than my ability to pay them lately

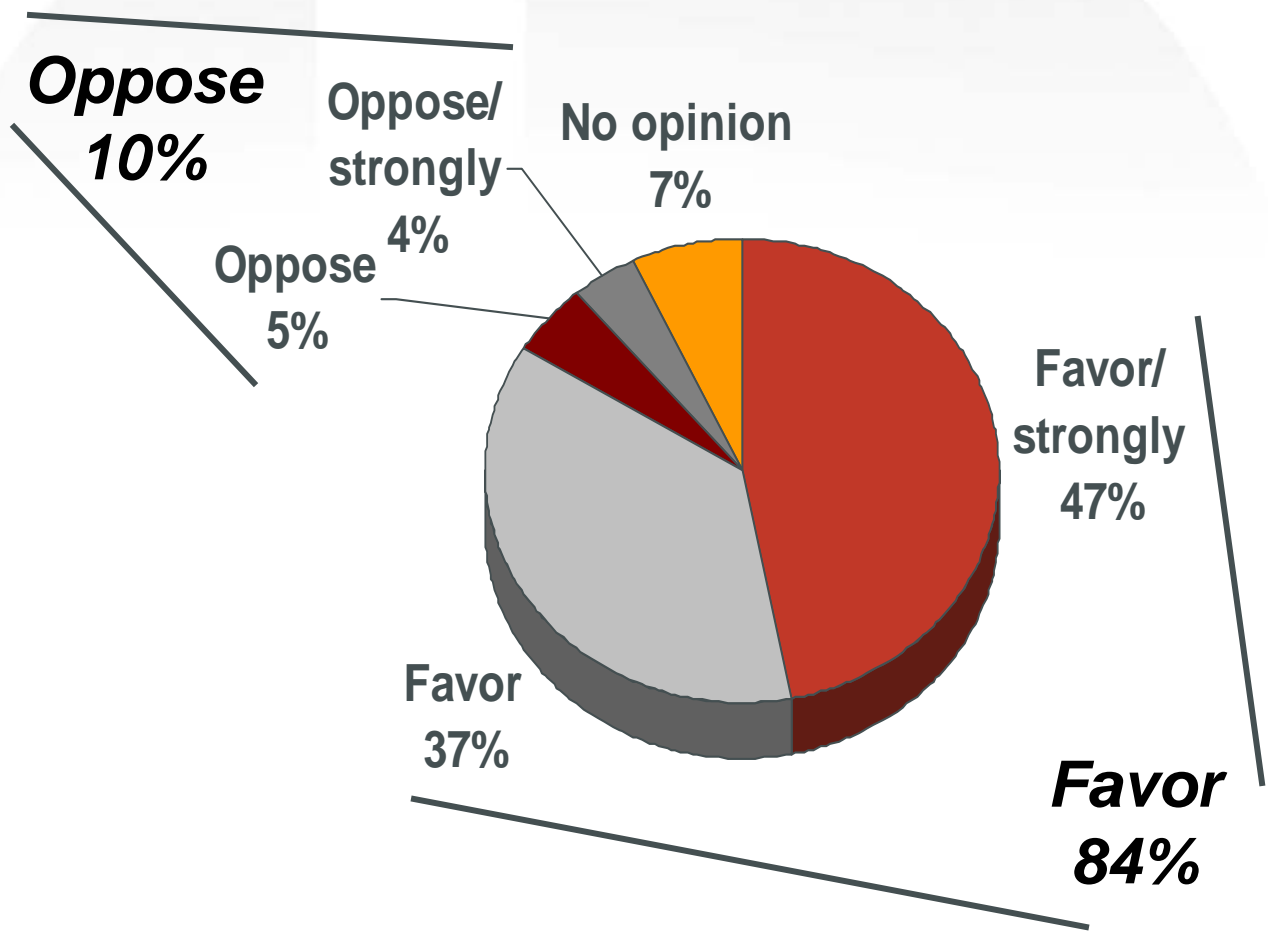
categories with the highest percentages of “agree”



Managing finances in recession



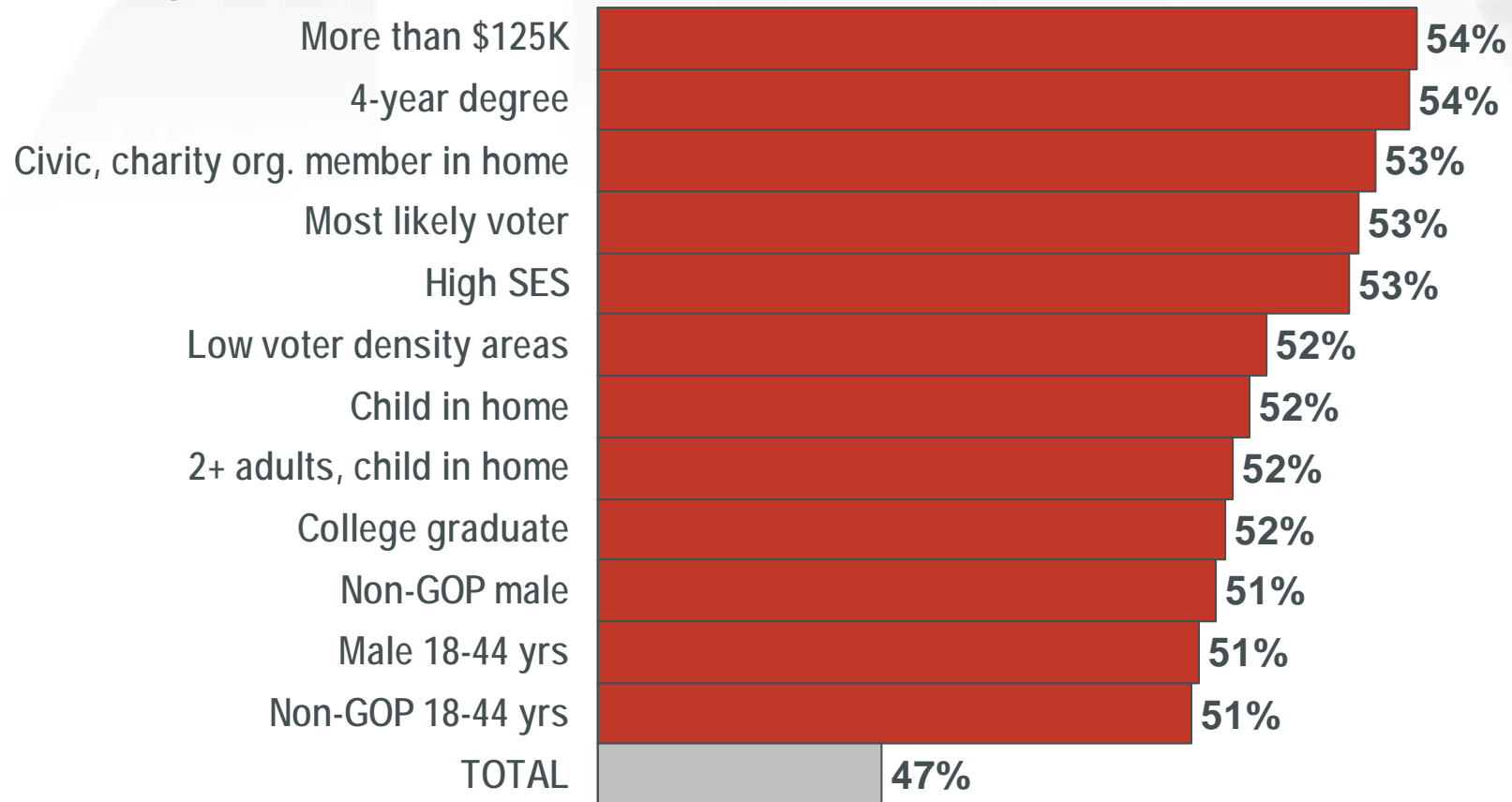
Favor closing county offices for one day each week so long as more services can be accessed online when offices are closed



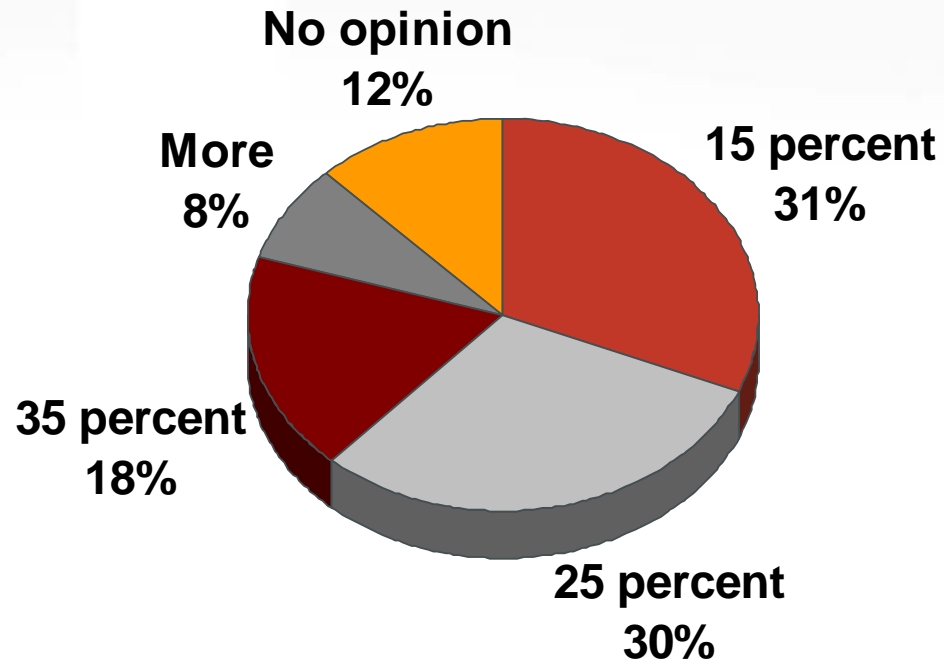
Favor closing county offices for one day each week so long as more services can be accessed online when offices are closed

categories with the highest percentages of “favor strongly”

Support for weekly office closures is highest among higher socio-economic residents of county

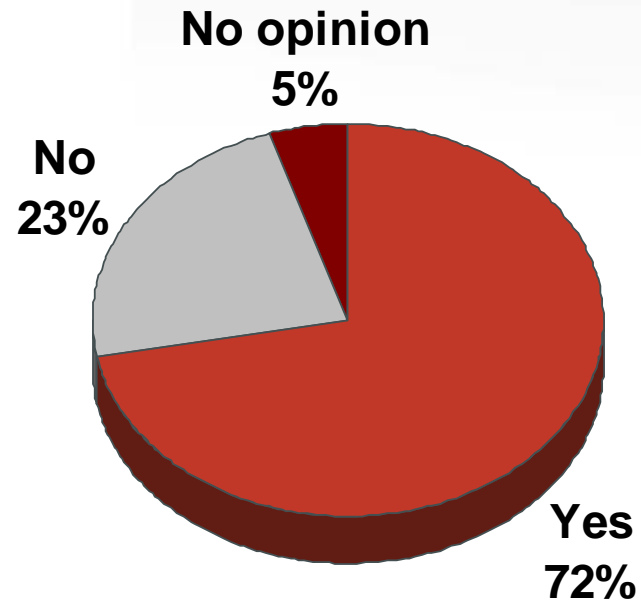


Own estimate of state & local tax dollars spent on county services

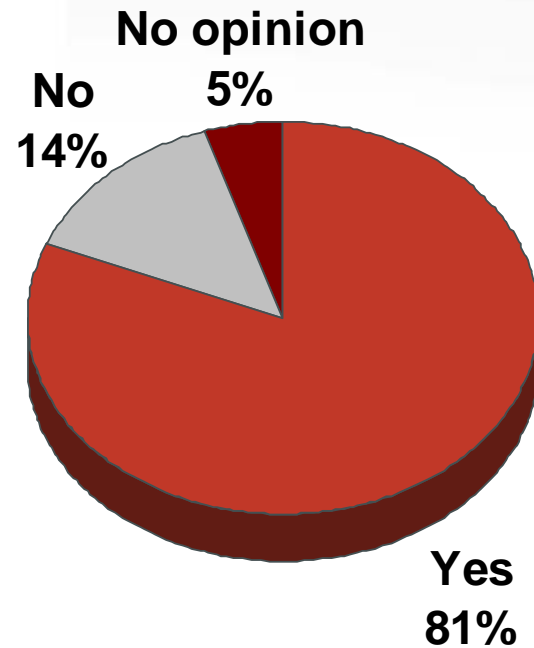


Note: percentages do not add to 100% due to rounding.

Feel you are getting good value from county services for the tax dollars spent



Knowing the County administers elections, provides sheriff's deputies, snow plowing, adult & child protection services, & motor vehicle services, more likely to feel you are getting a good value for your tax dollars



Communicating

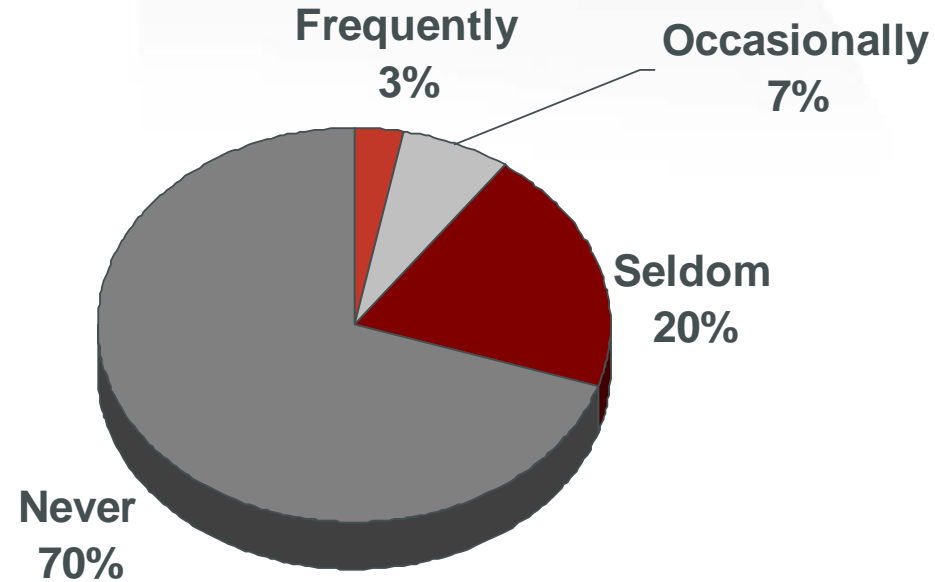


Communications fun facts

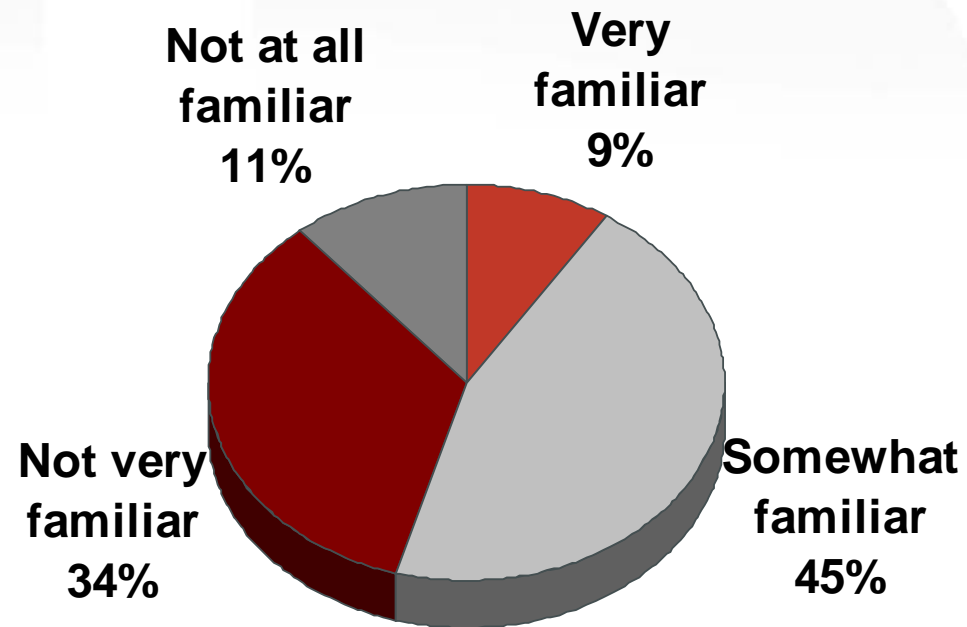
- **71% have visited county website**
 - 9% visit at least once a week
- **8% watch Channel 8 frequently**
- **24% read “Your Hub” section frequently**
- **44% of residents carry a smartphone providing Internet/email**
- **42% read the Denver Post frequently**
- **37% frequently read local daily or weekly (besides the Post)**
- **39% say they get most of their information about county government online, from websites or through email**

- **Conclusion: Channels of communication are fragmented, making communications more challenging than ever.**

Attend County Commissioner's Town Meetings



Familiarity with Douglas County government

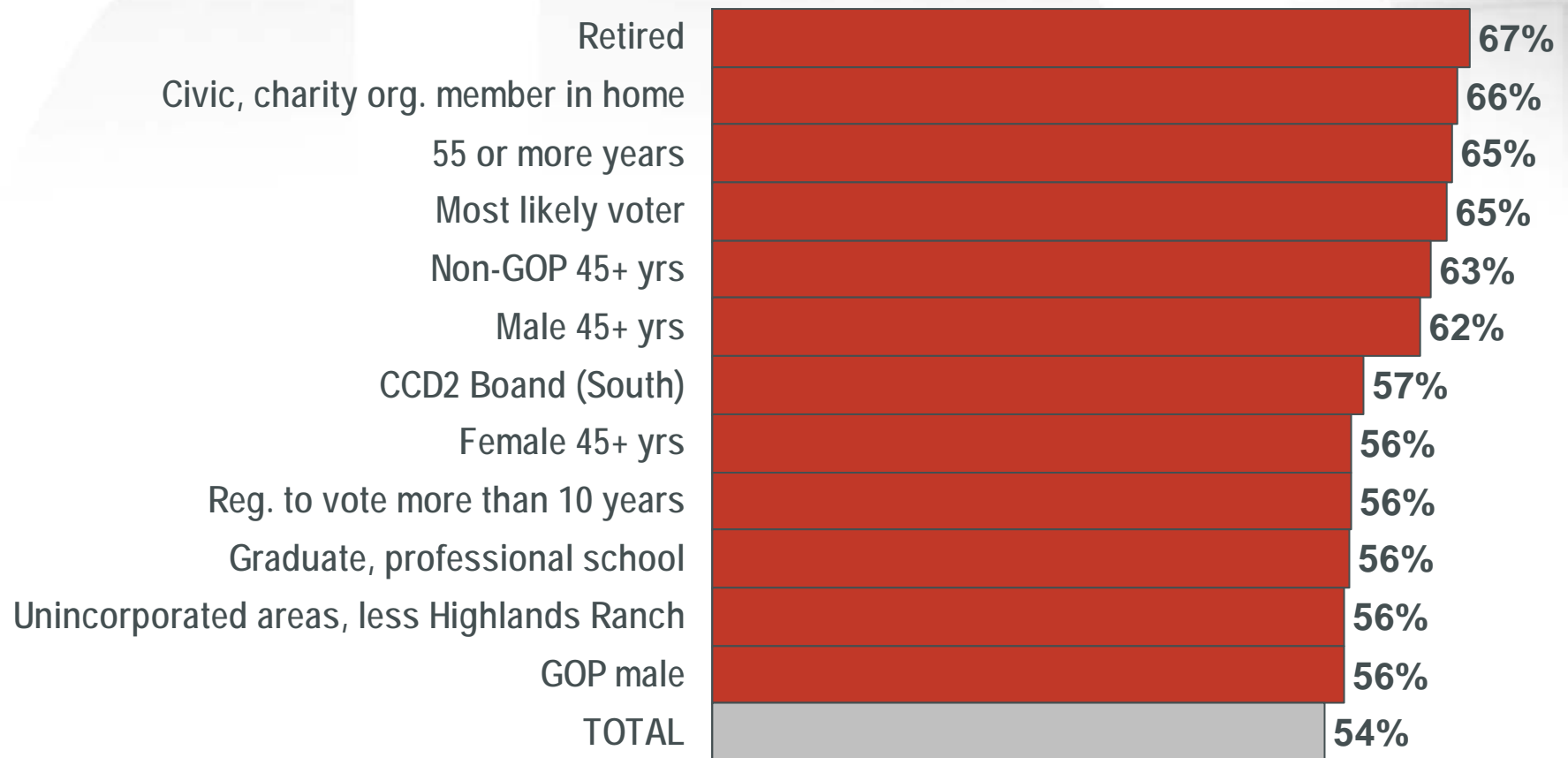


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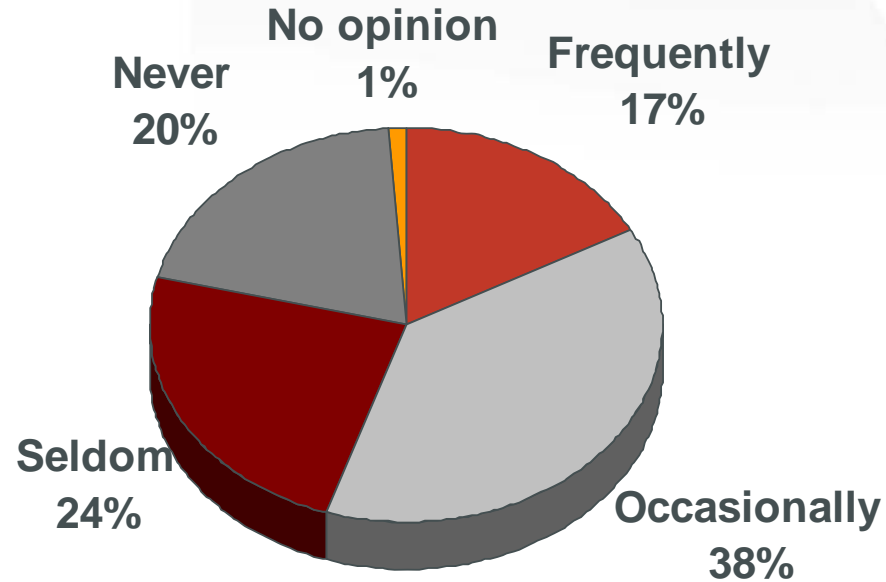
Familiarity with Douglas County government

categories with the highest percentages of “very + somewhat familiar”

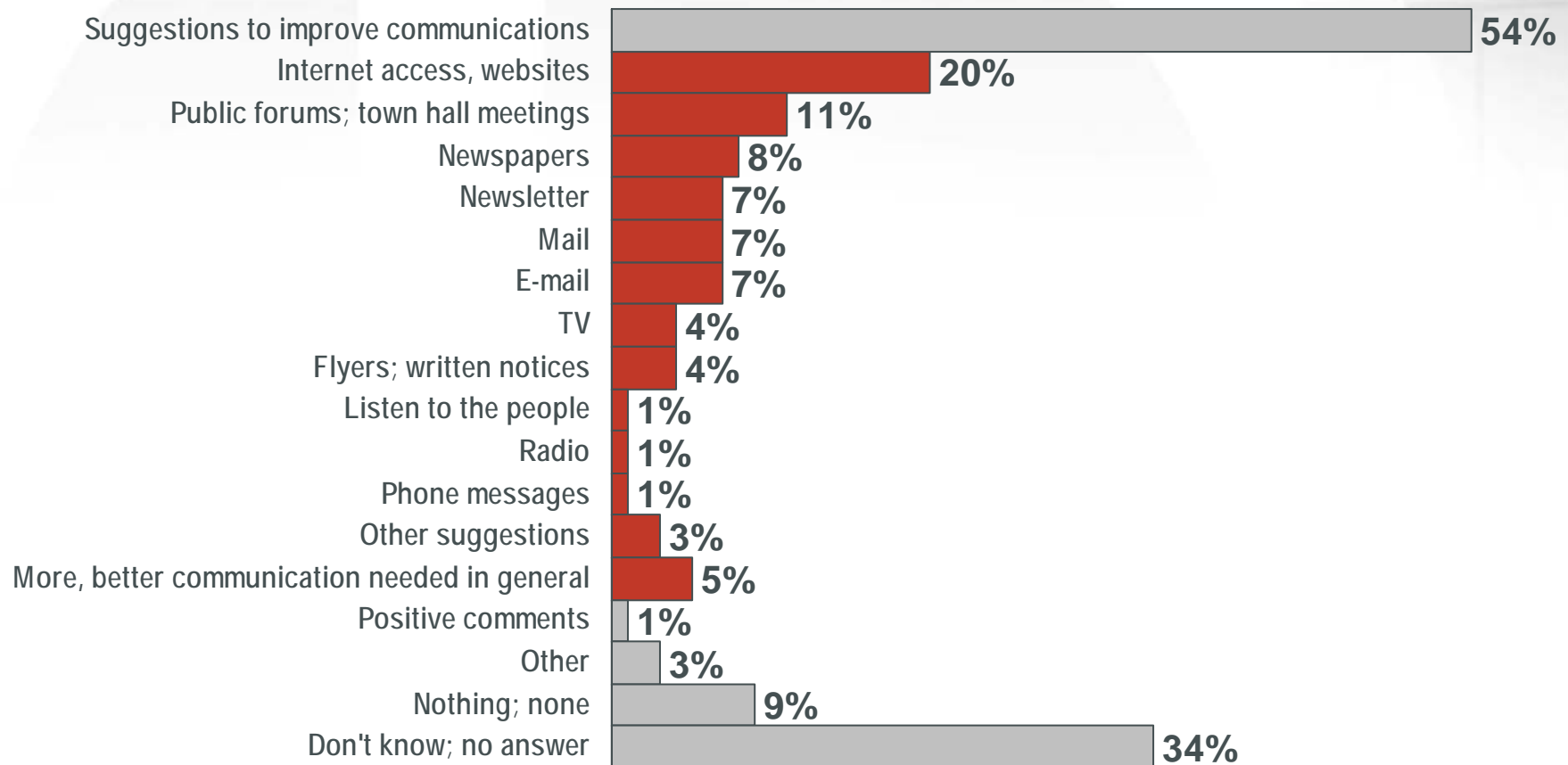
Older residents profess more familiarity with County gov’t



Viewing of or listening to town meetings if they were available via the Internet or phone



Suggestions for improving communications regarding county priorities & plans

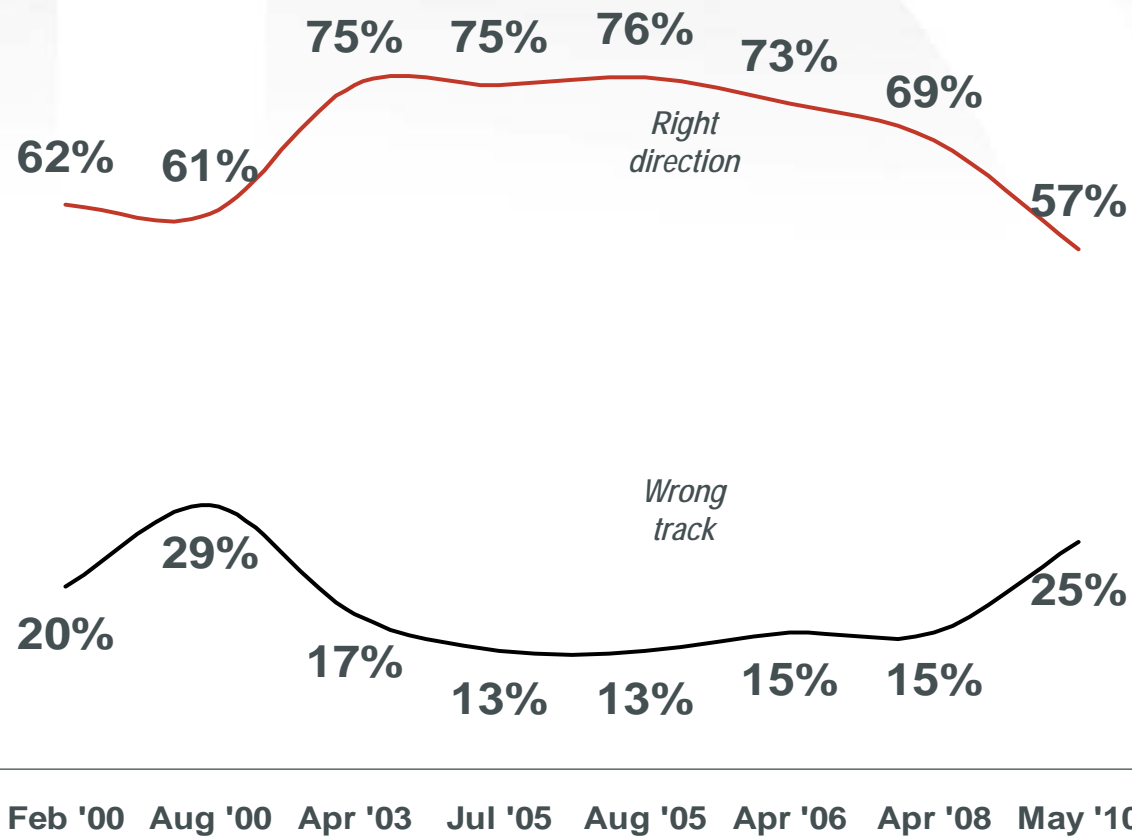


Life in Douglas County



Direction of things in Douglas County today

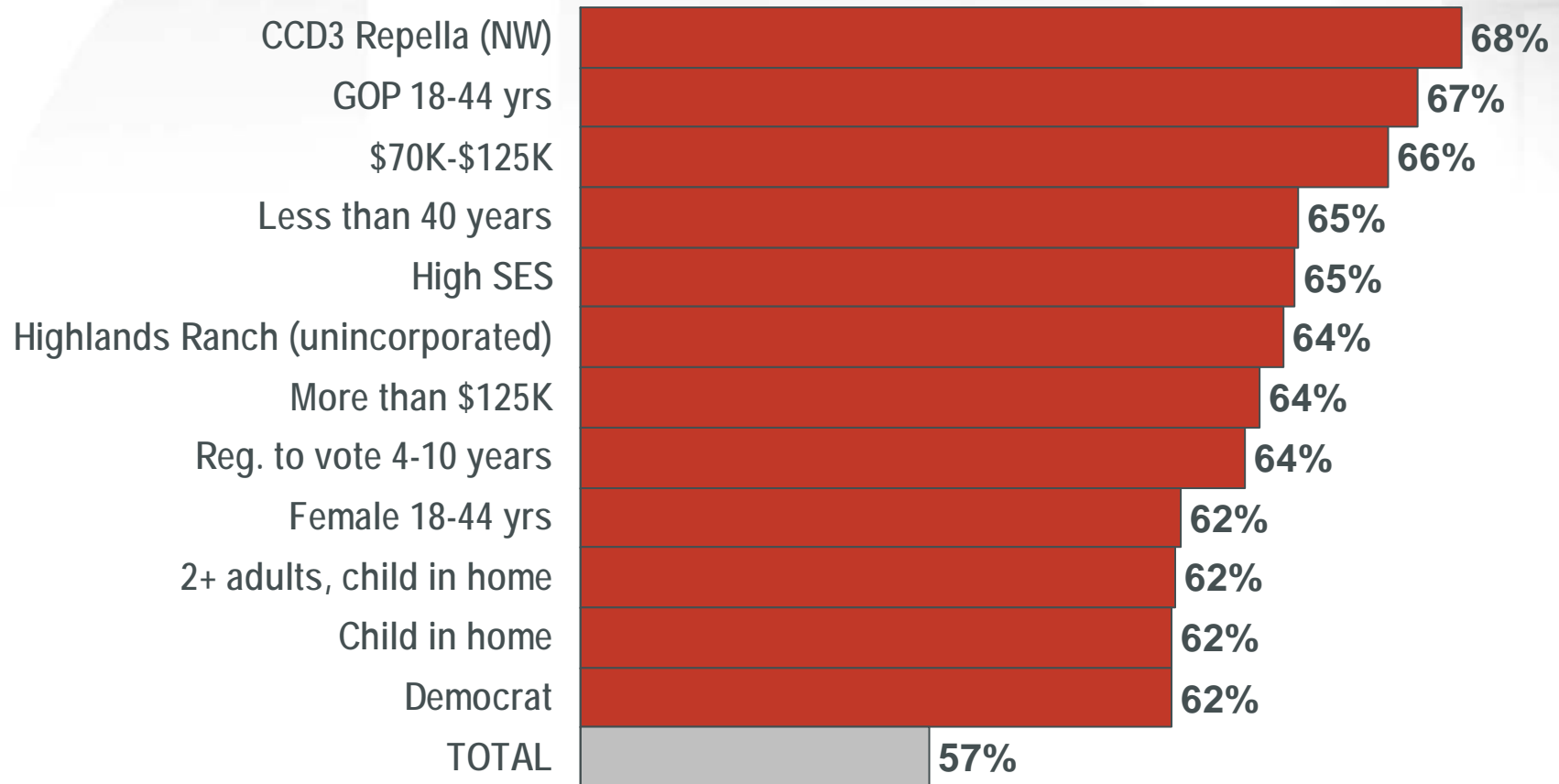
time series



Direction of things in Douglas County today

categories with the highest percentages of “right direction”

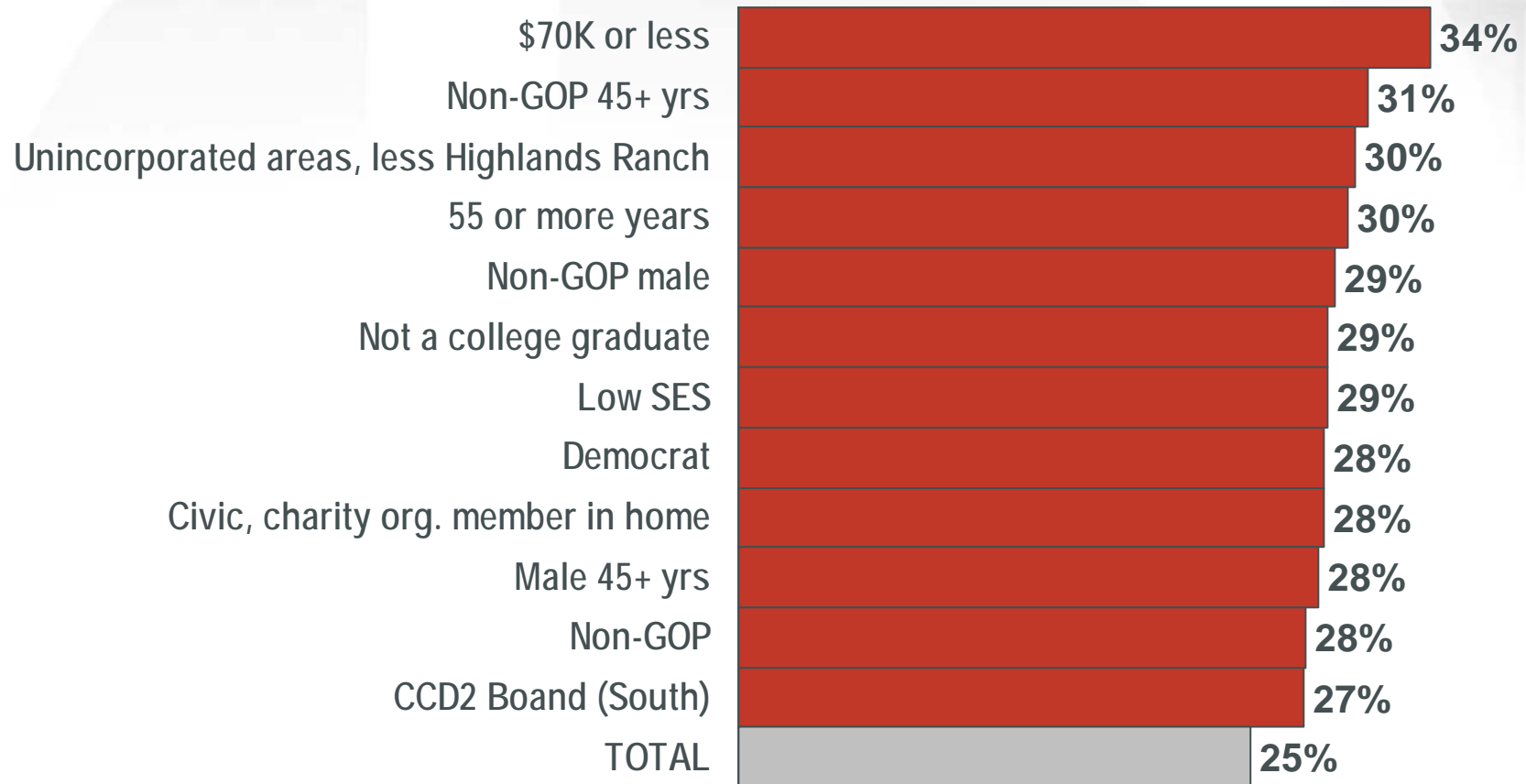
Young affluents are the happiest with the direction of things




Direction of things in Douglas County today

categories with the highest percentages of “wrong track”

Older, less affluent residents express less satisfaction



Accurately describes Douglas County

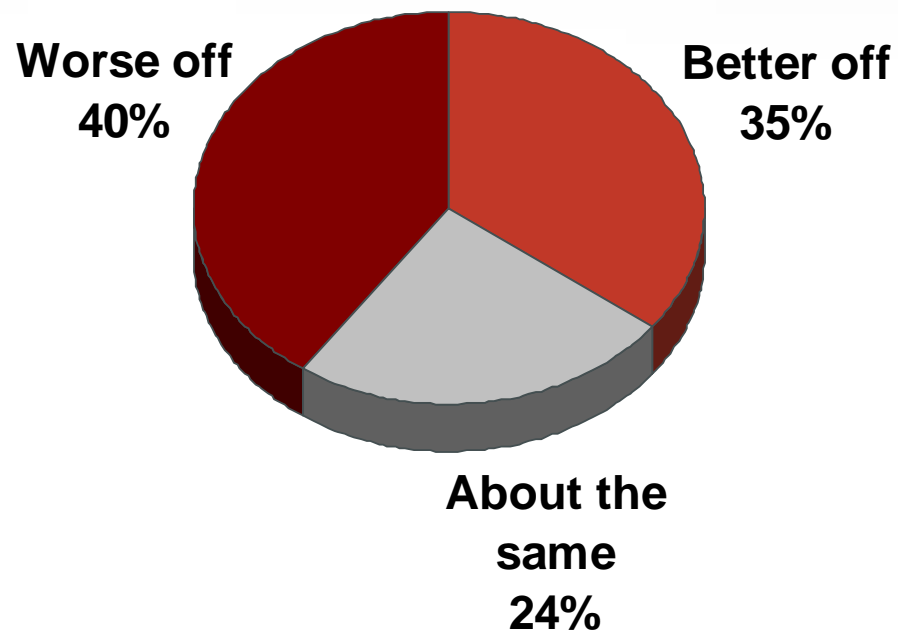
	Very	Some-what	Not very	
Family-friendly defines the county 	A good place to raise a family	78%	20%	1%
	A safe place to live & work	77%	22%	1%
	A friendly place	63%	32%	4%
	Has good schools & educational opportunities for all ages	57%	32%	9%
	A good place to retire	48%	35%	15%
	Safeguards its local environment	47%	46%	5%
	Has property values that are stronger than in most other counties in the Denver metro area	43%	44%	7%
	Has good race relations	39%	43%	11%
	A good place to start a business	29%	44%	18%
	Has a transportation system that is effective & adequate	16%	52%	29%

Accurately describes Douglas County

(time series of percent “very accurate”)

	2006	2008	2010
A good place to raise a family	78%	74%	78%
A safe place to live & work	73%	73%	77%
A friendly place	59%	58%	63%
Has good schools & educational opportunities for all ages	56%	55%	57%
A good place to retire	33%	33%	<u>48%</u>
Has good race relations	34%	24%	39%
A good place to start a business	35%	27%	29%

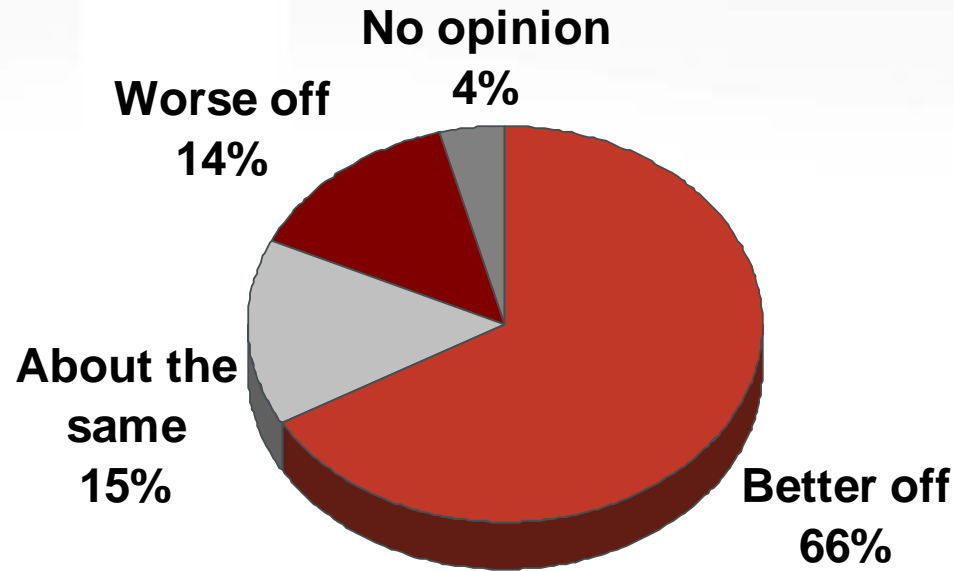
Financial situation now compared with a year ago



Note: percentages do not add to 100% due to rounding.

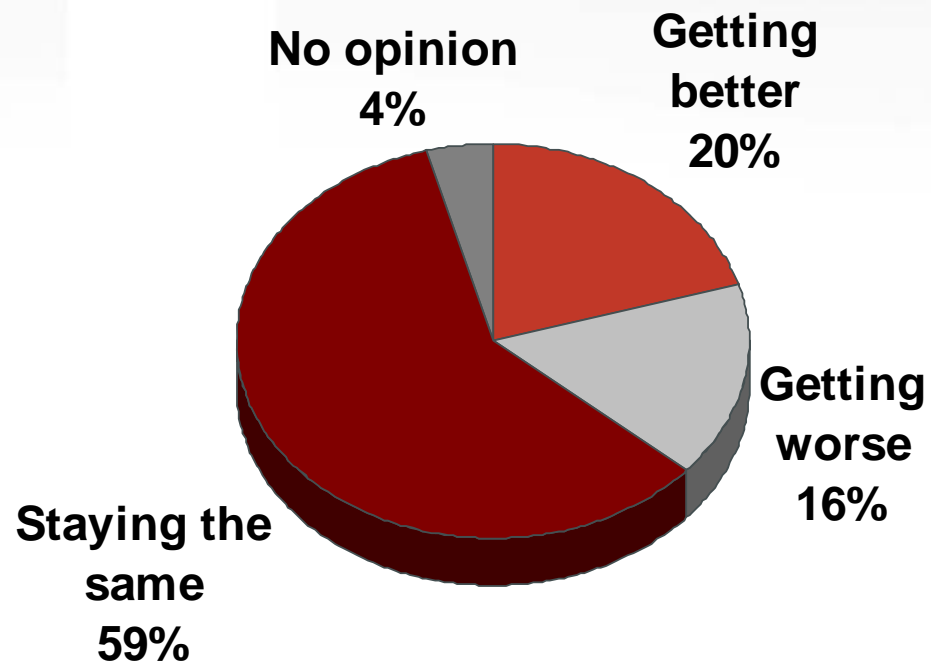
Expectations for financial situation at this time next year

Exceptional optimism—for both CO and the US



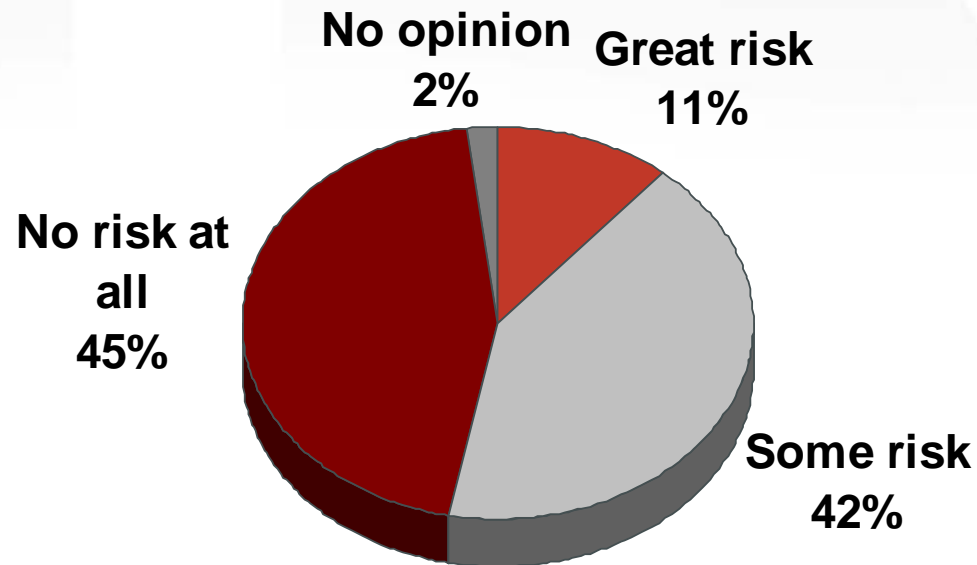
Note: percentages do not add to 100% due to rounding.

Economic conditions in Douglas County



Note: percentages do not add to 100% due to rounding.

Risk that someone in household will lose employment in the next 12 months



Generally feel safe & secure traveling around Douglas County today



Local traffic situation as it affects daily life

