



# Douglas County 2014 voter opinion poll

## Hill Research Consultants

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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 ..... 67%  
WRONG TRACK ..... 20%  
UNSURE ..... 12%  
REFUSED ..... 1%

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 ..... 12%  
SOMEWHAT FAMILIAR ..... 50%  
NOT VERY FAMILIAR ..... 30%  
NOT AT ALL FAMILIAR ..... 9%  
**[DO NOT READ]**  
UNSURE ..... 0%  
REFUSED ..... 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]**

3. \_ Law enforcement by the sheriff's office.

	VERY SATISFIED	SOME SATISFIED	NOT VERY SATISFIED	NOT SAT AT ALL	UNS	REF
3. Law enforcement by the sheriff's office.	54%	36%	4%	3%	4%	0%
4. Parks and trails.	70%	24%	2%	1%	3%	0%
5. Road maintenance and resurfacing.	25%	55%	15%	5%	1%	0%
6. Traffic management.	29%	55%	11%	3%	1%	0%
7. Motor vehicle registration.	45%	42%	7%	3%	3%	0%
8. Snow plowing.	49%	38%	8%	4%	1%	0%
9. Planning to manage growth & development.	22%	49%	14%	6%	10%	0%

4. \_ Parks and trails.

5. \_ Road maintenance and resurfacing.

6. \_ Traffic management.

7. \_ Motor vehicle registration.

8. \_ Snow plowing.

9. \_ Planning to manage growth & development.

**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, efficient and affordable transportation system for residents and visitors.	14%	24%	42%	10%	8%	2%	0%
11. Maintaining the quality of the county's natural resources: water, air, land and wildlife.	15%	27%	50%	4%	3%	2%	0%
12. Ensuring conditions that enable citizens, taxpayers and businesses the opportunity to prosper.	10%	27%	47%	5%	4%	6%	0%
13. Ensuring conditions that provide personal safety and security.	7%	21%	60%	6%	2%	4%	0%
14. Programs that provide basic and essential services that allow people to be self sufficient.	11%	23%	50%	7%	4%	6%	0%

**END ROTATION**

15. Of the five priority areas that I just mentioned, which one should be the highest priority in your view? <b>[REREAD LIST SUMMARY - ROTATING ORDER]</b>	TRANSPORTATION	13%
	NATURAL RESOURCES	24%
	ECONOMIC PROSPERITY	26%
	PERSONAL AND PUBLIC SAFETY	21%
	PROGRAMS FOR SELF SUFFICIENCY	13%
	<b>[DO NOT READ]</b>	
	OTHER/ALL/SEVERAL/COMBINATION	1%
16. Within the category of <i>transportation</i> , which one of these five options should be the highest priority in your view? <b>[READ LIST - ROTATE OPTIONS]</b>	NEW ROADS AND ADDED LANES	19%
	SNOW PLOWING	9%
	ROAD MAINTENANCE	34%
	WALKING AND BIKING PATHS AND TRAILS	9%
	PUBLIC MASS TRANSIT BY BUS, RAIL AND VAN	27%
	<b>[DO NOT READ]</b>	
	OTHER/ALL/SEVERAL/COMBINATION <b>[DO NOT SPECIFY]</b>	0%
17. Within the category of <i>public safety</i> , which one of these three options should be the highest priority in your view? <b>[READ LIST - ROTATE OPTIONS]</b>	TRAFFIC CONTROLS	29%
	REDUCED CRIME	62%
	SECURE JAIL	5%
	<b>[DO NOT READ]</b>	
	OTHER/ALL/SEVERAL/COMBINATION <b>[DO NOT SPECIFY]</b>	2%
	NONE	2%
	UNSURE	1%

18. \_ Within the category of **natural resources**, which one of these four should be the highest priority in your view? **[READ LIST—ROTATE OPTIONS]**

OPEN SPACE .....	20%
PARKS AND TRAILS .....	14%
AIR QUALITY .....	6%
WATER .....	58%
<b>[DO NOT READ]</b>	
OTHER/ALL/SEVERAL/COMBINATION <b>[DO NOT SPECIFY]</b> .....	1%
NONE .....	0%
UNSURE .....	1%

19. \_ Within the category of **community services**, which one of these three should be the highest priority in your view? **[READ LIST—ROTATE OPTIONS]**

ADULT & CHILD PROTECTION .....	35%
FOOD, HEALTH, SHELTER, AND WELL-BEING .....	39%
SERVICES AND PROGRAMS FOR SENIOR CITIZENS .....	21%
<b>[DO NOT READ]</b>	
ALL/SEVERAL/COMBINATION <b>[DO NOT SPECIFY]</b> .....	1%
NONE .....	2%
UNSURE .....	1%
REFUSED .....	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
20. _ Good place to raise a family.	82%	16%	1%	1%	0%	0%
21. _ Is a good place to start a business.	28%	48%	8%	5%	11%	0%
22. _ Safeguards its local environment.	41%	48%	6%	2%	3%	0%
23. _ Is a good place to retire.	40%	41%	11%	4%	3%	0%
24. _ Has property values that are stronger than in most other counties in the Denver metro area.	54%	37%	3%	1%	4%	0%
25. _ Has a transportation system that is effective and adequate.	16%	42%	22%	15%	4%	0%
26. _ Is a safe place to live and work.	80%	19%	1%	0%	0%	0%
27. _ Has good schools and educational opportunities for all ages.	49%	33%	10%	7%	1%	0%
28. _ Is a friendly place.	68%	27%	3%	1%	0%	0%
29. _ Has good county government.	27%	58%	7%	3%	5%	0%

**END ROTATION**

30. \_ 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 .....	49%
<b>[DO NOT READ]</b> ABOUT THE SAME .....	25%
WORSE OFF .....	25%
UNSURE .....	0%
REFUSED .....	0%

31. \_ 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 .....	67%
<b>[DO NOT READ]</b> ABOUT THE SAME .....	17%
WORSE OFF .....	14%
UNSURE .....	2%
REFUSED .....	0%

32. _ And are economic conditions in Douglas County as a whole getting better, or getting worse, or staying the same?	GETTING BETTER .....40%
	GETTING WORSE .....7%
	STAYING THE SAME .....51%
	UNSURE .....2%
33. _ 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 .....6%
	SOME RISK .....36%
	NO RISK AT ALL .....57%
	UNSURE .....0%
	REFUSED .....0%
34. _ 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%
	UNSURE .....0%
35. _ If Douglas County had more public mass transit by bus, rail and van for trips within the county, would you likely use it frequently, occasionally, seldom or never?	FREQUENTLY .....17%
	OCCASIONALLY .....27%
	SELDOM .....26%
	NEVER .....30%
	UNSURE .....0%
36. _ Do you use bike trails and bike lanes in Douglas County frequently, occasionally, seldom, or never?	FREQUENTLY .....22%
	OCCASIONALLY <b>[SKIP NEXT ITEM]</b> .....30%
	SELDOM <b>[SKIP NEXT ITEM]</b> .....23%
	NEVER <b>[SKIP NEXT ITEM]</b> .....25%
36a. When you do use bike trails and bike lanes in Douglas County, is it mostly for travel to work and to do errands, or is it mostly for recreation and leisure, or about equal?	TRAVEL TO WORK, ERRANDS .....2%
	RECREATION, LEISURE .....88%
	EQUAL BOTH .....10%

<b>ASK EVERYONE</b>
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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]**

37. _ Encouraging developers to construct more townhome, condo, patio and cluster home developments for homebuyers looking to get out of a larger single family home and into a smaller home with less maintenance.	LOW PRIORITY (0-2) .....31%
	MEDIUM PRIORITY (3-7) .....57%
	HIGH PRIORITY (8-10) .....12%
	UNSURE .....0%
38. _ Encouraging developers to construct more quality apartments with reasonable rental rates for single and middle-age employees joining the county's growing workforce.	LOW PRIORITY (0-2) .....24%
	MEDIUM PRIORITY (3-7) .....60%
	HIGH PRIORITY (8-10) .....16%
	UNSURE .....1%

39. _ Increased funding for additional water supply and storage that adequately meets the long term needs of county residents.	LOW PRIORITY (0-2).....3%
	MEDIUM PRIORITY (3-7) .....42%
	HIGH PRIORITY (8-10) .....54%
	UNSURE .....25%
	REFUSED .....1%

**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
40. _ Douglas County government listens to the people's voice.	11%	55%	17%	10%	7%	0%
41. _ Douglas County's leaders have an effective long-term, comprehensive plan for the county's future.	11%	52%	16%	6%	14%	0%
42. _ Traffic congestion across the county seems to be improving.	11%	37%	32%	15%	4%	0%
43. _ Douglas County spends our tax dollars wisely.	10%	54%	21%	9%	6%	0%
44. _ County regulations protect our quality of life.	20%	59%	12%	5%	4%	0%
45. _ Douglas County should work in partnership with our many water districts to secure a long-term water supply and delivery system.	63%	32%	2%	1%	1%	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.	10%	48%	20%	10%	13%	0%
47. _ Douglas County government needs to provide more services specifically aimed at the county's fast-growing senior citizen population.	22%	47%	18%	6%	6%	1%
48. _ Douglas County needs to look into providing some transit options for trips within the county.	21%	40%	23%	13%	3%	0%
49. _ The investment Douglas County makes in public safety, transportation and natural resources contributes to my property values.	35%	50%	9%	3%	3%	0%

**END ROTATION**

50. _ How concerned are you about the long-term prospects for Douglas County's water supply: a lot, some, only a little, or not at all?	A LOT ..... 41% SOME ..... 35% ONLY A LITTLE ..... 19% NOT AT ALL ..... 4% UNSURE ..... 1%
51. _ Which of the following ideas sounds like the best option for ensuring the long-term prospects for Douglas County's water supply? <b>[READ LIST—ROTATE ORDER]</b>	BUILDING MORE SURFACE WATER STORAGE CAPACITY ..... 36% REDUCING THE COUNTY'S RELIANCE ON THE UNDERGROUND WATER AQUIFER ..... 19% ENCOURAGING MORE WATER CONSERVATION EFFORTS ..... 27% PURCHASING ADDITIONAL WATER ..... 7% <b>[DO NOT READ]</b> ALL/SEVERAL/COMBINATION ..... 4% NONE ..... 1% UNSURE ..... 4% REFUSED ..... 0%
52. _ 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% REFUSED ..... 0%
53. _ 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 ..... 40% HAVE JUST CONSIDERED HAVING DISASTER, EMERGENCY KIT ..... 29% HAVE NOT CONSIDERED HAVING KIT ..... 30% UNSURE ..... 0% REFUSED ..... 0%
54. _ Where would you say that you actually get <b>most</b> of your news and information about what is happening with Douglas County government? <b>[READ LIST, FOLLOW-UP]</b>	FROM THE DENVER POST NEWSPAPER ..... 9% FROM LOCAL TV AND CABLE CHANNELS ..... 22% FROM A LOCAL WEEKLY NEWSPAPER ..... 24% FROM INTERNET NEWS AND SOCIAL MEDIA WEBSITES ..... 23% FROM CONVERSATIONS WITH FRIENDS OR NEIGHBORS ..... 10% FROM THE OFFICIAL DOUGLAS COUNTY INTERNET WEBSITE ..... 8% <b>[DO NOT READ]</b> RADIO ..... 1% OTHER <b>[SPECIFY]</b> ..... 3% NEVER GET ANY NEWS/INFORMATION <b>[SKIP NEXT Q]</b> ..... 1% UNSURE <b>[SKIP NEXT Q]</b> ..... 1%
55. _ And would you say that you can trust and rely upon the news you get about Douglas County government from that source always, most of the time, only some of the time, or almost never?	ALWAYS ..... 10% MOST OF THE TIME ..... 51% ONLY SOME OF THE TIME ..... 35% ALMOST NEVER ..... 4% <b>[DO NOT READ]</b> UNSURE ..... 1%

56. _ 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? <b>[IF YES, ASK:</b> How often do you download and use apps for your smartphone: frequently, occasionally, or never?]	YES, FREQUENTLY DOWNLOAD APPS ..... 31% YES, OCCASIONALLY DOWNLOAD APPS ..... 38% YES, NEVER DOWNLOAD APPS ..... 11% NO, DON'T REGULARLY CARRY ..... 19% REFUSED ..... 0%
57. _ At home or work, do you regularly use an iPad or similar tablet device, or do you not? <b>[IF YES, ASK:</b> How often do you download and use apps for your tablet device: frequently, occasionally, or never?]	YES, FREQUENTLY DOWNLOAD APPS ..... 23% YES, OCCASIONALLY DOWNLOAD APPS ..... 28% YES, NEVER DOWNLOAD APPS ..... 5% NO, DON'T REGULARLY USE ..... 44% UNSURE ..... 0% REFUSED ..... 0%
58. _ 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 ..... 51% OCCASIONALLY ..... 17% SELDOM ..... 14% NEVER ..... 18% REFUSED ..... 0%

<b>ASK EVERYONE</b>
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59. _ Do you have home Internet access through a dial-up, cable, D.S.L. or T-1, cellular, or satellite connection?	YES, DIAL-UP ..... 2% YES, CABLE ..... 47% YES, DSL OR T-1 (INCLUDE U-VERSE) ..... 33% YES, CELLULAR (INCLUDE LTE, 3G, 4G) ..... 4% YES, SATELLITE ..... 9% YES, OTHER [SPECIFY: _____] ..... 0% NO ..... 3% UNSURE ..... 2% REFUSED ..... 0%
60. _ Have you ever visited the official Douglas County website? <b>[IF YES, FOLLOW-UP, RECORD]</b> Do you visit the county web site daily, weekly, monthly, or less often? <b>[FOLLOW-UP]</b>	YES, DAILY ..... 1% YES, WEEKLY ..... 4% YES, MONTHLY ..... 12% YES, LESS OFTEN ..... 61% NO <b>[SKIP NEXT QUESTION]</b> ..... 20% <b>[DO NOT READ]</b> UNSURE <b>[SKIP NEXT QUESTION]</b> ..... 1% REFUSED <b>[SKIP NEXT QUESTION]</b> ..... 0%
60a. Have you subscribed to any of the automated email updates available on the official Douglas County website?	YES ..... 17% NO ..... 82% <b>[DO NOT READ]</b> UNSURE ..... 1%

<b>ASK EVERYONE</b>
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61. _ 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 ..... 45% SOMEWHAT SATISFIED ..... 37% SOMEWHAT DISSATISFIED ..... 5% VERY DISSATISFIED ..... 4% <b>[DO NOT READ]</b> NEVER HAVE CONTACT ..... 9% UNSURE ..... 1% REFUSED ..... 1%
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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.

62. _ What is the highest level of education that you had an opportunity to complete?	<p><b>[DO NOT READ LIST - RECORD ONLY]</b></p> SOME HIGH SCHOOL <b>[GRADES 9-11]</b> ..... 1% GRADUATED HIGH SCHOOL <b>[12TH GRADE]</b> ..... 8% SOME COLLEGE ..... 21% GRADUATED COLLEGE ..... 41% GRADUATE/PROFESSIONAL SCHOOL ..... 28% REFUSED ..... 2%
63. _ Including yourself, how many adults, age 18 and older, live in your household today?	1 ..... 14% 2 ..... 62% 3 OR MORE ..... 22% <b>[DO NOT READ]</b> REFUSED ..... 1%
64. _ How many infants and children, under 18 years of age, live in your household today?	NONE ..... 56% 1 ..... 15% 2 ..... 19% 3 OR MORE ..... 8% <b>[DO NOT READ]</b> REFUSED ..... 1%
65. _ Which of the following best describes your current employment status? <b>READ LIST, IN ORDER</b>	EMPLOYED FULL TIME ..... 58% EMPLOYED PART TIME ..... 10% UNEMPLOYED OR TEMPORARILY LAID OFF ..... 4% RETIRED ..... 17% HOMEMAKER ..... 7% STUDENT ..... 3% <b>[DO NOT READ]</b> REFUSED ..... 1%
66. _ Would your primary racial or ethnic group be...  <b>[READ LIST]</b>	ASIAN OR PACIFIC ISLANDER ..... 3% BLACK OR AFRICAN-AMERICAN ..... 1% NATIVE AMERICAN ..... 0% HISPANIC ..... 4% LATINO ..... 0% WHITE OR ANGLO ..... 89% MULTI-RACIAL ..... 3% OR SOMETHING ELSE <b>[SPECIFY]</b> ..... 0% REFUSED ..... 0%
67. _ What was the combined income of all persons living in your household, rounded to the nearest thousand, for 2013?	\$20,000 OR LESS ..... 3% \$20,001-\$30,000 ..... 4% \$30,001-\$50,000 ..... 7% \$50,001-\$70,000 ..... 12% \$70,001-\$100,000 ..... 16% \$100,000 TO \$125,000 ..... 12% MORE THAN \$125,000 ..... 30% UNSURE/REFUSED ..... 17%

<b>THANK AND TERMINATE</b>
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68. _ Record sex of respondent:	MALE ..... 48% FEMALE ..... 52%
69. _ Age	18-29 ..... 12% 30-39 ..... 19% 40-44 ..... 14% 45-54 ..... 25% 55-59 ..... 10% 60 OR MORE ..... 20%



70.\_ Party affiliation

REPUBLICAN .....	49%
DEMOCRAT .....	21%
UNAFFILIATED; OTHER PARTY .....	30%