



Douglas County 2021 voter opinion poll

FINAL DRAFT, CODC0311, 300 AV phone, 1,581 AV online; Field: Apr 6-14, 2021

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 the next county elections?
 YES CONTINUE
 NO THANK & TERMINATE

B. ___ Is anyone in your household an elected state or local government officeholder, or any city or county government employee, or any employee of a news or blogging 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 56%
 WRONG TRACK 38%
 UNSURE 6%
 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 18%
 SOMEWHAT FAMILIAR 56%
 NOT VERY FAMILIAR 22%
 NOT AT ALL FAMILIAR 5%
[DO NOT READ]
 UNSURE -*
 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]

	VERY SATISFIED	SOME SATISFIED	NOT VERY SATISFIED	NOT SAT AT ALL	UNS	REF
3. ___ Law enforcement by the sheriff's office.	54%	35%	6%	3%	2%	-*
4. ___ Parks and trails.	62%	32%	4%	1%	1%	0%*
5. ___ Road maintenance and resurfacing.	19%	51%	23%	6%	0%	-
6. ___ Traffic management.	20%	51%	19%	9%	1%	-
7. ___ Motor vehicle registration.	40%	43%	11%	5%	1%	-
8. ___ Snow plowing.	40%	42%	13%	5%	1%	-
9. ___ Management of elections.	45%	42%	6%	3%	4%	0%
10. _ Open space and land conservation.	46%	38%	12%	3%	2%	0%
11. _ Public health programs and services.	25%	50%	13%	8%	4%	0%

END ROTATION

*Note: 0% means "less than 1%"; '-' means none.

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
12. _ A safe, affordable, and accessible transportation system for residents and visitors.	18%	28%	37%	9%	6%	1%	0%
13. _ Maintaining the quality of the county's historic and natural resources: water, air, land and wildlife.	27%	39%	29%	2%	1%	1%	-
14. _ Ensuring economic conditions that enable citizens, taxpayers and businesses the opportunity to prosper.	18%	31%	41%	5%	4%	2%	0%
15. _ Ensuring conditions that provide public safety and security.	16%	38%	37%	5%	2%	2%	0%
16. _ Programs that provide health and human services that allow vulnerable individuals to be self-sufficient.	23%	34%	35%	4%	2%	2%	-

END ROTATION

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.	64%	31%	3%	2%	0%	-
18. _ Is a good place to start a business.	28%	50%	16%	4%	2%	-
19. _ Safeguards its local environment.	31%	52%	13%	4%	1%	-
20. _ Is a good place to retire.	30%	40%	19%	8%	1%	-
21. _ Has property values that are stronger than in most other counties in the Denver metro area.	49%	43%	6%	1%	2%	-
22. _ Has a transportation system that is effective and adequate.	13%	40%	28%	17%	2%	0%
23. _ Is a safe place to live and work.	64%	33%	2%	1%	1%	-
24. _ Is a friendly place.	44%	44%	9%	3%	0%	-
25. _ Has good county government.	24%	50%	14%	9%	3%	-

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 OFF36%
	[DO NOT READ] ABOUT THE SAME46%
	WORSE OFF15%
	UNSURE3%
	REFUSED-
27. _ And are economic conditions in Douglas County as a whole getting better, or getting worse, or staying the same?	GETTING BETTER26%
	GETTING WORSE22%
	STAYING THE SAME43%
	UNSURE8%
	REFUSED0%

Now I'll read a series of statements that other Douglas County residents 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
28. _ Douglas County government listens to the people's voice.	8%	46%	27%	17%	2%	-
29. _ My local taxes have been rising faster than my ability to pay them lately.	17%	36%	31%	14%	3%	-
30. _ Douglas County's leaders have an effective long-term, comprehensive plan for the county's future.	7%	44%	28%	16%	5%	0%
31. _ Airport noise is a growing problem in my neighborhood.	10%	15%	27%	47%	1%	-
32. _ Douglas County spends our tax dollars wisely.	8%	51%	26%	11%	3%	-
33. _ County regulations protect our quality of life.	15%	58%	19%	6%	2%	-
34. _ Douglas County is working effectively with state and municipal officials and conservation groups to ensure adequate natural open space and land conservation for the public's benefit.	23%	56%	13%	6%	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%	45%	31%	9%	4%	-
36. _ I would like to see the county's economy open up more rapidly to speed recovery from the COVID-19 pandemic.	39%	14%	19%	27%	1%	0%
37. _ Douglas County has a historical legacy worth preserving and protecting.	45%	39%	11%	4%	1%	-

END ROTATION

38. _ In two previous elections, Douglas County’s voters approved a special sales-and-use tax of one-sixth of a cent for open space and natural resources, to protect natural and animal habitat, for trails, historic sites and scenic views, plus funding for outdoor recreation, educational programs and special events, all advised by a citizen committee. This tax and the programs that it supports are due to expire in 2023. If given the chance, would you vote to continue the open space and natural resources sales-and-use tax, or would you rather see it sunset or expire in 2023?

[IF CONTINUE, ASK:]

If the open space and natural resources sales-and-use tax is re-approved, would you prefer to have a sunset or end date in 15 years, when there could be another election, or would you prefer to see the tax approved permanently?

ALLOWED TO EXPIRE	18%
CONTINUE TAX-SUNSET IN 15 YEARS	39%
CONTINUE TAX-PERMANENTLY	40%
UNSURE	2%
REFUSED	1%

Here are some programs or services now funded by the open space and natural resources sales-and-use tax. For each one, tell me whether it is very important, somewhat important, or not very important to you. **[ROTATE SERIES]**

39. _ Protecting and preserving natural land and wildlife habitat.

76%	22%	2%	0%	-
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40. _ Funding historic preservation and maintenance.

39%	51%	10%	0%	-
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41. _ Funding county and municipal parks and outdoor recreation programs, and protecting and preserving scenic views.

70%	26%	4%	0%	-
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42. _ Funding trails and bikeways.

62%	32%	6%	0%	-
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END ROTATION

43. _ The Tri-County Health Department offers Douglas County residents more than 60 programs and services. Have you or any other members of your household used any service or program of the Tri-County Health Department in the last 24 months? **[IF YES, PROMPT:** And what specific programs or services did you or others in your household use or receive?

NO	45%
YES	55%
- COVID-19 RELATED	20%
- PUBLIC HEALTH SERVICES (SPECIFIC)	4%
- UNSPECIFIED VACCINES, IMMUNIZATIONS	3%
- COMMUNITY HEALTH DATA, INFORMATION	3%
- RESTAURANT, FOOD; HEALTH INSPECTION	3%
- INFORMATION, DATA; WEBSITE	3%
- PUBLIC HEALTH SERVICES (GENERAL)	2%
- VITAL RECORDS	2%
- ALL OTHER	42%
- DON'T KNOW; NO ANSWER; REFUSED	19%

44. _ As you may know, most counties in Colorado have their own Health Departments. Douglas County, however, shares Tri-County Health Department with Adams and Arapahoe Counties.
- Some people say a shared department is a good idea because it may save on overhead and free up more resources for needed public health programs and services;
- Other people say the three counties are too different and too spread apart for effective delivery of public health programs and services that too few people use.
- | | |
|--|-----|
| GOOD IDEA, SAVE OVERHEAD, MORE RESOURCES | 60% |
| COUNTIES TOO DIFFERENT, FAR APART, TOO FEW USE | 38% |
| UNSURE | 1% |
| REFUSED | 0% |

Which viewpoint is closest to your own?

45. _ 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 NEWSPAPERS/SOCIAL MEDIA AND BLOGS]** What is the specific name of the news outlet that you use most for Douglas County news?
- | | |
|---|-----|
| FROM A PRINT NEWSPAPER | 6% |
| FROM LOCAL TV AND CABLE CHANNELS | 19% |
| FROM A SOCIAL MEDIA OR BLOG SITE | 18% |
| FROM AN ONLINE NEWS OR NEWSPAPER SITE | 10% |
| FROM CONVERSATIONS WITH FRIENDS, NEIGHBORS, ETC. | 13% |
| FROM THE OFFICIAL DOUGLAS COUNTY INTERNET WEBSITE | 28% |
| [DO NOT READ] | |
| FROM EMAIL (VOL.) | 1% |
| FROM RADIO (VOL.) | 1% |
| FROM ORGANIZATIONS, MEETINGS (VOL.) | 0% |
| FROM COLORADO COMMUNITY MEDIA | 7% |
| OTHER [SPECIFY] | 1% |
| UNSURE | 1% |
| REFUSED | 0% |
| NEVER GET ANY NEWS/INFORMATION | 0% |

Now, I'm going to read you a list of media sources in Douglas County. Please tell me whether you use each one at least once a month. **[ROTATE]**

	YES	NO	UNSURE	REF
46. _ Any weekly or monthly print newspaper focused on Douglas County news?	43%	57%	0%	0%
47. _ Any online news website or smartphone app focused on Douglas County and state news?	58%	42%	0%	0%
48. _ The Nextdoor app and website	53%	47%	0%	0%

END ROTATION

49. _ 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 | 44% |
| SOMEWHAT SATISFIED | 30% |
| SOMEWHAT DISSATISFIED | 7% |
| VERY DISSATISFIED | 2% |
| [DO NOT READ] | |
| NEVER HAVE CONTACT | 16% |
| UNSURE | 0% |
| REFUSED | - |

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.

50. _ 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]** 1%
 - GRADUATED HIGH SCHOOL **[12TH GRADE]** 10%
 - SOME COLLEGE 30%
 - GRADUATED COLLEGE 40%
 - GRADUATE/PROFESSIONAL SCHOOL 18%
 - OTHER (VOL.) 0%
 - REFUSED -
51. _ Which of the following best describes your current employment status? **READ LIST, IN ORDER**
- EMPLOYED FULL TIME 58%
 - EMPLOYED PART TIME 6%
 - UNEMPLOYED OR TEMPORARILY LAID OFF 4%
 - RETIRED 19%
 - HOMEMAKER 8%
 - STUDENT 4%
 - SOMETHING ELSE **[SPECIFY]** 1%
 - [DO NOT READ]**
 - UNSURE 0%
 - REFUSED 0%
52. _ Would your primary racial or ethnic group be... **READ LIST**
- ASIAN OR PACIFIC ISLANDER 2%
 - BLACK OR AFRICAN-AMERICAN 1%
 - NATIVE AMERICAN 1%
 - HISPANIC OR LATINO 5%
 - ARAB OR MIDDLE EASTERN 1%
 - WHITE OR ANGLO 86%
 - MULTI-RACIAL 3%
 - OR SOMETHING ELSE **[SPECIFY]** 0%
 - REFUSED 1%
53. _ What was the combined income of all persons living in your household, rounded to the nearest thousand, for 2019?
- \$20,000 OR LESS 2%
 - \$20,001-\$30,000 2%
 - \$30,001-\$50,000 5%
 - \$50,001-\$70,000 10%
 - \$70,001-\$100,000 19%
 - \$100,001 TO \$125,000 13%
 - \$125,001 TO \$150,000 11%
 - MORE THAN \$150,000 38%

THANK AND TERMINATE