



Douglas County 2023 voter opinion poll

FOURTH DRAFT, CODC0231, n=760; Field: March 5-13, 2023

Hello, this is a poll or survey of opinions by an independent research firm. We are contacting registered voters across Douglas County to hear opinions about important issues facing the county today.

- 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 48%
WRONG TRACK 49%
UNSURE 2%
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 13%
SOMEWHAT FAMILIAR 59%
NOT VERY FAMILIAR 24%
NOT AT ALL FAMILIAR 4%
[DO NOT READ]
UNSURE 0%
REFUSED -

Here is a list of services that are provided by Douglas County. Indicate whether 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. | 46% | 42% | 9% | 3% | 1% | 0% |
| 4. __ Parks and trails. | 52% | 40% | 4% | 3% | 1% | - |
| 5. __ Road maintenance and resurfacing. | 12% | 52% | 25% | 11% | - | 0% |
| 6. __ Traffic management. | 16% | 51% | 21% | 12% | - | 0% |
| 7. __ Motor vehicle registration. | 47% | 41% | 7% | 4% | 1% | 0% |
| 8. __ Snow plowing. | 23% | 46% | 21% | 10% | 0% | - |
| 9. __ Management of elections. | 37% | 45% | 11% | 5% | 1% | 0% |
| 10. __ Open space and land conservation. | 39% | 37% | 18% | 5% | 1% | - |

11. _ Public health programs and services. 18%.....50%19% 8%..... 5%..... 0%

END ROTATION

The Douglas County Commissioners have developed priorities for the county and are deciding appropriate levels of funding for each priority. As five possible priorities are mentioned, indicate 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. 15%.....25%38%12% 10%..... -..... 0%

13. _ Maintaining the quality of the county’s historic and natural resources: water, air, land and wildlife. 30%.....29%35%3% 2%..... -..... 0%

14. _ Ensuring economic conditions that enable citizens, taxpayers and businesses the opportunity to prosper. 19%.....31%40%7% 3%..... 0%..... 1%

15. _ Ensuring conditions that provide public safety and security. 21%.....36%38%4% 1%..... 0%..... 0%

16. _ Programs that provide health and human services that allow vulnerable individuals to be self-sufficient. 20%.....29%35%10% 4%..... 1%..... 1%

END ROTATION

Here are several descriptions of places where people might live and work in Colorado. For each description, indicate 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. 51%.....42%5%1% -..... -

18. _ Is a good place to start a business. 23%.....53%17%6% 1%..... 0%

19. _ Safeguards its local environment. 25%.....54%15%5% 1%..... 0%

20. _ Is a good place to retire. 23%.....41%24%11% -..... 0%

21. _ Has property values that are stronger than in most other counties in the Denver metro area. 39%.....49%8%4% 1%..... 0%

22. _ Has a transportation system that is effective and adequate. 11%.....37%31%19% 1%..... 0%

23. _ Is a safe place to live and work. 49%.....45%4%2% 0%..... -

24. _ Is a friendly place. 38%.....45%15%2% -..... -

25. _ Has good county government. 17%.....52%21%10% 0%..... 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 OFF31% |
| | [DO NOT READ] ABOUT THE SAME34% |
| | WORSE OFF35% |
| | UNSURE0% |
| | REFUSED0% |
| | |
| 27. _ And are economic conditions in Douglas County as a whole getting better, or getting worse, or staying the same? | GETTING BETTER8% |
| | GETTING WORSE44% |
| | STAYING THE SAME.....47% |
| | UNSURE0% |
| | REFUSED- |

Here is a list 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 indicate whether 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. | 7% | 47%..... | 26%..... | 19%..... | 1% | 0% |
| 29. _ My local taxes have been rising faster than my ability to pay them lately. | 33% | 39%..... | 20%..... | 7% | 1% | 0% |
| 30. _ Douglas County’s leaders have an effective long-term, comprehensive plan for the county’s future. | 5% | 44%..... | 31%..... | 19%..... | 1% | 0% |
| 31. _ Airport noise is a growing problem in my neighborhood. | 6% | 15%..... | 26%..... | 53%..... | 0% | - |
| 32. _ Douglas County spends our tax dollars wisely. | 6% | 44%..... | 35%..... | 14%..... | 1% | 0% |
| 33. _ County regulations protect our quality of life. | 11% | 56%..... | 25%..... | 8% | 0% | 0% |
| 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. | 22% | 49%..... | 20%..... | 9% | 0% | 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. | 8% | 48%..... | 26%..... | 17%..... | 1% | 0% |
| 36. _ Douglas County has a historical legacy worth preserving and protecting. | 43% | 44%..... | 9%..... | 3% | 0% | - |
| 37. _ Douglas County should centrally coordinate many water issues now administered by multiple water districts. | 34% | 43%..... | 12%..... | 8% | 1% | 1% |

END ROTATION

Here is a list of 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, indicate the ranking score that each issue should have. Keep in mind that not every issue can have a very high priority. **[ROTATE SERIES]**
[UNSURE = 98, REFUSED =99]

| | |
|--|---|
| 38. _ Greater home rule, that is, more independence from state controls over county administration | LOW PRIORITY [0—2]..... 20% MEDIUM PRIORITY [3-7]42% HIGH PRIORITY [8-10]37% UNSURE 1% REFUSED0% MEAN PRIORITY 5.8 |
| 39. _ More facilities and fields for youth sports and adult recreation | LOW PRIORITY [0—2]..... 16% MEDIUM PRIORITY [3-7]64% HIGH PRIORITY [8-10]19% UNSURE 0% REFUSED0% MEAN PRIORITY 5.2 |
| 40. _ Better mental health programs that are easier to access | LOW PRIORITY [0—2]..... 11% MEDIUM PRIORITY [3-7]47% HIGH PRIORITY [8-10]42% UNSURE 0 REFUSED - MEAN PRIORITY 6.5 |
| 41. _ An adequate water supply that meets the long term needs of county residents | LOW PRIORITY [0—2]..... 4% MEDIUM PRIORITY [3-7]23% HIGH PRIORITY [8-10]73% UNSURE 0% REFUSED0% MEAN PRIORITY 8.3 |

END ROTATION

| | |
|---|--|
| 42. _ Which of the following ideas sound like the best option for ensuring the long-term prospects for Douglas County’s water supply? [READ LIST—ROTATE ORDER] | BUILDING MORE SURFACE WATER STORAGE CAPACITY 21% REDUCING THE COUNTY’S RELIANCE ON THE UNDERGROUND WATER ACQUIFER 9% ENCOURAGING MORE WATER CONSERVATION EFFORTS 16% PURCHASING ADDITIONAL WATER 3% [DO NOT READ] ALL/SEVERAL/COMBINATION 47% NONE 3% UNSURE..... 1% REFUSED..... - |
|---|--|

| | | |
|---|---|-----|
| 43. _ Which of the following ideas sound best for improving the atmosphere and environment in and around indoor shopping centers? [READ LIST—ROTATE ORDER] | FREE CHILD CARE WHILE SHOPPING | 6% |
| | BETTER FURNISHINGS AND FINISHES | 15% |
| | ALLOWING BEVERAGES FROM BARS TO BE CONSUMED ON THE MALL | 13% |
| | PLAY AREAS FOR CHILDREN | 27% |
| | [DO NOT READ] | |
| | NONE/NEVER SHOP | 37% |
| | UNSURE..... | 2% |
| REFUSED..... | 1% | |

Here is a list of media, news, and information sources in Douglas County. indicate whether you use each one at least once a month, or not.

[ROTATE]

| | YES | NO | UNSURE | REF |
|---|-----|-----|--------|-----|
| 44. _ Any weekly or monthly print newspaper focused on Douglas County news? | 45% | 55% | - | - |
| 45. _ Any online news website or smartphone app focused on Douglas County and state news? | 48% | 52% | - | - |
| 46. _ The Nextdoor app and website | 56% | 44% | - | - |
| 47. _ The official Douglas County government website | 41% | 59% | 0% | - |

END ROTATION

| | | |
|--|----------------------------|-----|
| 48. _ 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 | 40% |
| | SOMEWHAT SATISFIED | 29% |
| | SOMEWHAT DISSATISFIED..... | 8% |
| | VERY DISSATISFIED | 5% |
| | [DO NOT READ] | |
| | NEVER HAVE CONTACT | 17% |
| | UNSURE | 0% |
| 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.

49. _ 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] | 1% |
| SOME HIGH SCHOOL [GRADES 9-11] | 0% |
| GRADUATED HIGH SCHOOL [12TH GRADE] | 6% |
| VOCATIONAL, TRADE, BUSINESS, OR TECHNICAL SCHOOL | 4% |
| SOME COLLEGE, BUT NO DEGREE | 24% |
| ASSOCIATE'S DEGREE | 11% |
| 4-YEAR COLLEGE GRADUATE OR BACHELOR'S DEGREE | 36% |
| GRADUATE SCHOOL OR ADVANCED DEGREE | 19% |
| REFUSED | - |

50. _ Which of the following best describes your current employment status? **READ LIST, IN ORDER**

| | |
|--|-----|
| EMPLOYED FULL TIME | 60% |
| EMPLOYED PART TIME | 7% |
| UNEMPLOYED OR TEMPORARILY LAID OFF | 2% |
| RETIRED | 24% |
| HOMEMAKER | 6% |
| STUDENT | 1% |
| SOMETHING ELSE [SPECIFY] | 0% |
| [DO NOT READ] | |
| UNSURE | - |
| REFUSED | 0% |

51. _ 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 | 0% |
| WHITE OR ANGLO | 87% |
| MULTI-RACIAL | 4% |
| OR SOMETHING ELSE [SPECIFY] | 0% |
| REFUSED | 1% |

52. _ What was the combined income of all persons living in your household, rounded to the nearest thousand, for 2019?

| | |
|------------------------------|-----|
| \$20,000 OR LESS | 3% |
| \$20,001-\$30,000 | 2% |
| \$30,001-\$50,000 | 6% |
| \$50,001-\$70,000 | 8% |
| \$70,001-\$100,000 | 18% |
| \$100,000 TO \$125,000 | 13% |
| MORE THAN \$125,000 | 52% |
| UNSURE/REFUSED | - |

THANK AND TERMINATE

Sex of respondent

| | |
|--------------|-----|
| MALE | 48% |
| FEMALE | 52% |