

TOWN OF CASTLE ROCK, CO BUSINESS SURVEY
NWRG Project Number: CR_2019_CITIZEN_SURVEY
LAST REVISION: 1/22/2019
INSTRUMENT CONVENTIONS:

DENOTES PROGRAMMING INSTRUCTIONS

- DENOTES INTERVIEWER INSTRUCTIONS**

- Text in **light blue highlight** means that the data is benchmarkable against NWRG's nation-wide CityMarks
- Text in ALLCAPS is not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS] are interviewer and CATI programming instructions, not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS BOLD TYPE] are interviewer and CATI programming instructions, not read to respondents
- Question marks (?) and 'X' or 'x' indicate information needed or to be determined in conjunction with the client
- (Response options in parenthesis) are read to respondents as necessary
- For web – do not show don't know / prefer not to answer response options unless respondent attempts to skip question
- For web – changes response options that are all in CAPS to Sentence case (Capitalize first letter of word / phrase only)
- For web rating scales display grid as illustrated below:

	Much Worse Than Other Communities										Much Better Than Other Communities
	0	1	2	3	4	5	6	7	8	9	10
Easy to get around by car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation available to where I need to go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SAMPLE PLAN

All Businesses in Castle Rock

Sample Variables - TBD:

SCREENING QUESTIONS

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INTROTEL

[SHOW IF PHONE] Hello. This is _____ with **Northwest Research Group**, calling on behalf of the Town of Castle Rock. We are conducting a survey among businesses in our Town and are asking that your business participate in this important survey.

Let me assure you that this is not a sales call.

Your responses will help the Town better meet the needs and expectations of businesses in the Town, decide how to best use its resources, and set goals. This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

[IF NECESSARY: Your phone number has been randomly chosen for this study.]

[ONCE CORRECT PERSON IS ON THE LINE, REINTRODUCE AND CONTINUE]

INTROWEB

[SHOW IF WEB] Thank you for agreeing to complete this important survey for the Town of Castle Rock. Your input will be used to improve services to the community.

As a business owner/operator in Castle Rock, you have been selected to participate in this survey. Your participation is vital to the success of this research so please take a few minutes of your time to complete this survey. Your responses will help the Town better meet the needs and expectations of businesses in the Town, decide how to best use its resources, and set goals.

SCR1

To confirm, do you currently own or operate a business that is licensed within the Town of Castle Rock?

01 YES

02 NO **[SKIP TO THANK1]**

999 DON'T KNOW/PREFER NOT TO ANSWER**[SKIP TO THANK3]**

SCR2

Including yourself, how many people currently work at your business? If you have more than one location, only count those working in Castle Rock.

[IF NECESSARY: "Please include yourself when answering this question."]

SCR2 MUST BE GE 01

____ Number of people

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

SCR3

Is your business located North or South of 5th Street? **[AS NEEDED:** 5th street is roughly in the center of Town, near "Wolfensberger Road"]

01 North

02 South

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

SCR3A

Is your business located East or West of I-25?

01 East

02 West

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

COMPUTE VARIABLE QUADRANT

IF (SCR3=1) AND (SCR3A=01) QUADRANT=01.

IF (SCR3=1) AND (SCR3A=02) QUADRANT=02.

IF (SCR3=2) AND (SCR3A=01) QUADRANT=03.

IF (SCR3=2) AND (SCR3A=02) QUADRANT=04.

VARIABLE LABELS QUADRANT "Town Quadrant"

VALUE LABELS QUADRANT

1 "Northeast"

2 "Northwest"

3 "Southeast"

4 "Southwest"

BNWRG QUESTIONS

<new screen>



BNWRG2

From what you have experienced, seen, or heard, compared with other cities and towns, how would you rate Castle Rock as a place to operate a business? Use a scale from 0 to 10 where “0” means “Significantly worse than other cities and towns” and “10” means “Significantly better than other cities and towns”.

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Significantly Worse than Other Cities and Towns (0)	1	2	3	4	5	6	7	8	9	Significantly Better than Other Cities and Towns (10)
Castle Rock as a place to operate a business	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BCR1

What would you say is the single most important business-related issue facing Castle Rock?

[OPEN END]

BNWRG3

Using a scale from 0 to 10 where “0” means “Does Not Meet Expectations at All” and “10” means “Greatly Exceeds Expectations”, how would you rate the overall quality of services provided to businesses by the Town of Castle Rock?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Does Not Meet Expectations at All (0)	1	2	3	4	5	6	7	8	9	Greatly Exceeds Expectations (10)
Overall quality of services provided	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BNWRG4

Using a scale from “0” to “10” where “0” means “Strongly headed in the wrong direction” and 10 means “Strongly headed in the right direction”, overall, would you say that Castle Rock is headed in the right or wrong direction?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Strongly Headed in the <u>Wrong</u> Direction (0)	1	2	3	4	5	6	7	8	9	Strongly Headed in the <u>Right</u> Direction (10)
Direction Town is headed	0	0	0	0	0	0	0	0	0	0	0

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BNWRG5

Thinking about services and facilities in Castle Rock, do you feel you are getting your money's worth for your tax dollar or not? Please use a scale from 0 to 10 where "0" means "definitely not getting your money's worth" and "10" means "definitely getting your money's worth."

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Definitely <u>Not</u> Getting My Money's Worth (0)	1	2	3	4	5	6	7	8	9	Definitely Getting My Money's Worth (10)
Value for tax dollar	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BCR5_E

How likely would you be to recommend Castle Rock to someone as a place to do business? Use a scale from 0 to 10 where "0" means "not at all likely" and "10" means "very likely".

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	Not at all Likely (0)	1	2	3	4	5	6	7	8	9	Very Likely (10)
Likelihood of recommending Castle rock as a place to do business	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BUSINESS ENVIRONMENT

-----<new screen>-----



BE1

Why did you choose to open a business in Castle Rock?

[WEB SHOW TEXTBOX]

[INTERVIEWER: DO NOT READ LIST, RATHER CODE RESPONDENT'S ANSWER INTO ONE OF THE CATEGORIES BELOW]

- 01 I LIVE HERE / HAVE A HOME BASED BUSINESS
- 02 DEMAND FOR A PRODUCT / UNIQUE TO THE AREA
- 03 I LIKE THE AREA
- 04 GREAT / CONVENIENT LOCATION
- 05 I PURCHASED AN EXISTING BUSINESS / BUILDING
- 06 THE GROWTH POTENTIAL
- 07 IT IS CLOSE TO HOME
- 08 AVAILABILITY OF QUALITY WORKFORCE
- 09 COST OF DOING BUSINESS IS LOW
- 10 SOMETHING ELSE (SPECIFY)
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BE2

Did things work out as expected?

- 00 NO
- 01 YES
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BE3

In the past two years, has revenue decreased, increased, or stayed the same?

[INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS INCREASE/DECREASE PROBE WITH, "Would that be a little or a lot?"]

- 01 Decreased a lot
- 02 Decreased a little
- 03 Stayed the same
- 04 Increased a little
- 05 Increased a lot
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BE4

Over the next two years, do you expect your revenue to decrease, increase, or stay the same?

[INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS INCREASE/DECREASE PROBE WITH, "Would that be a little or a lot?"]

- 01 Decrease a lot
- 02 Decrease a little
- 03 Stayed the same
- 04 Increase a little
- 05 Increase a lot
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BE4A How well does the community do at supporting existing businesses? Use a scale from 0 to 10 where 0 means “The community does not support existing businesses at all” and 10 means “The community strongly supports existing businesses”.

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

	The community does not support existing businesses at all (0)	1	2	3	4	5	6	7	8	9	The community strongly supports existing businesses (10)
How well Castle Rock does at supporting existing businesses	o	o	o	o	o	o	o	o	o	o	o

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BE5 Using a scale from 0 to 10 where 0 means “very poor” and 10 means “excellent,” how would you rate the town of Castle Rock on each of the following. . .

RANDOMIZE ORDER SHOWN

	Very Poor (0)	1	2	3	4	5	6	7	8	9	Excellent (10)
BE5_A Affordability of commercial real estate	o	o	o	o	o	o	o	o	o	o	o
BE5_B Availability of a variety of commercial real estate space	o	o	o	o	o	o	o	o	o	o	o

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BE6 Does your existing internet speed/bandwidth meet your current needs?

00 No

01 Yes

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BE7 What one thing could the Town and its economic partners do to help you with your business?

EMPLOYEE ENVIRONMENT

<new screen>



EE6 Next, using a scale from 0 to 10 where “0” means “Strongly Disagree” and “10” means “Strongly Agree”, how would you rate each of the following aspects of Castle Rock?

RANDOMIZE ORDER SHOWN

	Strongly Disagree (0)	1	2	3	4	5	6	7	8	9	Strongly agree (10)
EE6_A I am able to find qualified employees living in Castle Rock	o	o	o	o	o	o	o	o	o	o	o
EE6_B Castle Rock is a good place for my employees to live	o	o	o	o	o	o	o	o	o	o	o
EE6_C There is a range of housing options available for my employees	o	o	o	o	o	o	o	o	o	o	o
EE5_D There are affordable housing options available for my employees	o	o	o	o	o	o	o	o	o	o	o
EE6_E There are transportation options available for my employees to get to/from work	o	o	o	o	o	o	o	o	o	o	o
EE6_F My employees want to live in Castle Rock	o	o	o	o	o	o	o	o	o	o	o
EE6_G Castle Rock is a safe place to do business	o	o	o	o	o	o	o	o	o	o	o
EE6_H Castle Rock is a safe place for my employees to live	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PLANNING FOR GROWTH

<new screen>



BGROW1

Castle Rock's population is expected to more than double by the time the Town is fully built out. Good planning must be in place to ensure that Town grows appropriately. Please tell me how much you agree or disagree with each statement regarding growth in Castle Rock. Use a scale from 0 to 10 where "0" means "strongly disagree" and "10" means "strongly agree".

RANDOMIZE ORDER SHOWN

	Strongly Disagree (0)	1	2	3	4	5	6	7	8	9	Strongly agree (10)
BGROW 1_B Castle Rock needs high-quality public transportation	o	o	o	o	o	o	o	o	o	o	o
BGROW 1_C It is important that future buildings continue to match the look and feel of the natural environment	o	o	o	o	o	o	o	o	o	o	o
BGROW 1_D Castle Rock needs to focus on development techniques that can be maintained for generations	o	o	o	o	o	o	o	o	o	o	o
BGROW 1_E Maintaining and improving Downtown is important to Castle Rock's small-town character, sense of community and economic vitality	o	o	o	o	o	o	o	o	o	o	o
BGROW 1_F Castle Rock should promote the building of more multi-family housing in order to attract more workers and businesses	o	o	o	o	o	o	o	o	o	o	o

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

BUSINESS CHARACTERISTICS

-----<new screen>-----



BDEMOINT

The following, final questions are for classification purposes only. Your answers will remain strictly confidential and will only be used to help us group your answers with other respondents to the survey

BDEMO1

How many years has your business been located in Castle Rock?

[ALLOW FRACTIONAL ANSWERS]

[IF LESS THAN 6 MONTHS, ENTER "0"]

[IF 6 MONTHS TO 1 YEAR, ENTER "1"]

____ ENTER NUMBER OF YEARS

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BDEMO2

Are you also a current resident of Castle Rock?

00 NO

01 YES

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BDEMO3

Which of the following classification best fits your business?

01 Agriculture

02 Amusement/entertainment

03 Automotive

04 Construction/developers

05 Education

06 Financial

07 Health care

08 Hotel/lodging/hospitality

09 Insurance/real estate

10 Manufacturing/processing

11 Professional services (attorney, CPA, etc.)

12 Public utilities

13 Publisher/printers

14 Restaurant, café, caterer

15 Retail

16 Wholesale/distributor

17 Customer service

18 Nonprofit organization

19 Salon / Spa

20 Other **[Please describe]:** _____

998 **[WEB: DO NOT SHOW]** DON'T KNOW

999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BDEMO4

Where is your business located? **[PHONE SHOW: "Is it. . ."]**

- 01 A home-based business
- 02 A free-standing retail location
- 03 A center location retail location **[AS NEEDED (WEB DISPLAY): Such as a mall or shopping complex]**
- 04 A free-standing office location
- 05 An office complex
- 06 Other **[Please describe]:** _____
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

BDEMO5

What was your approximate 2014 revenue? **[PHONE SHOW: "Was it. . ."]**

- 01 Less than \$100,000
- 02 \$100,000 to less than \$250,000
- 03 \$250,000 to less than \$500,000
- 04 \$500,000 to less than \$750,000
- 05 \$750,000 to less than \$1,000,000 **[PHONE SHOW: \$750,000 to less than \$1 Million]**
- 06 \$1,000,000 to less than \$5,000,000 **[PHONE SHOW: \$1 Million to less than \$5 Million]**
- 07 \$5,000,000 to less than \$10,000,000 **[PHONE SHOW: \$5 Million to less than \$10 Million]**
- 08 \$10,000,000 or more **[PHONE SHOW: \$10 Million or more]**
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

FUTURE RESEARCH

-----<new screen>-----



FUTURE1 Would you be willing to help the Town of Castle Rock by agreeing to participate in future research?

- 00 NO
- 01 YES
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

ASK FUTURE2 IF FUTURE1=01

FUTURE2 May I please get your first name only?

- 00 NO
- 01 YES, **ENTER NAME** _____
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

ASK FUTURE3 IF (FUTURE1=1)

FUTURE3 Please provide an email address where we can contact you for future research.

- _____ ENTER EMAIL ADDRESS
- _____ CONFIRM EMAIL ADDRESS **[MUST MATCH]**
- 997 **DO NOT READ:** I DO NOT HAVE AN EMAIL ADDRESS
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

ASK FUTURE4 IF FUTURE1=1

FUTURE4 And finally, please provide your best contact number

- ENTER BEST NUMBER** _____
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

THANKS / DISPOSITIONS

-----<new screen> -----



- THANK1** Thank you for your time, but we are only interviewing people who own or operate a business located in the Town of Castle Rock.
- THANK2** Thank you for your time, but we are only interviewing residents 18 years of age or older.
- THANK3** Thank you for your time, but we cannot continue without that information
- THANK4** **[TO BE USED ON OUTBOUND CALLS]** Thank you very much for your time. We greatly appreciate your help. Have a good day/night.