

**TOWN OF CASTLE ROCK, CO BUSINESS SURVEY**  
**NWRG Project Number: CR\_2017\_CITIZEN\_SURVEY**  
**LAST REVISION: 2/16/2017**  
**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**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

INTROTEL 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 **[DO NOT READ IF CONDUCTING ON THE PHONE]**

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 THANKXXX]**

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

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 **(DO NOT READ)** DON'T KNOW

999 **(DO NOT READ)** REFUSED

SCR2 Is your business located North or South of 5<sup>th</sup> Street? **[AS NEEDED:** 5<sup>th</sup> street is roughly in the center of Town, near "Wolfensberger Road"]

01 North

02 South

998 **(DO NOT READ)** DON'T KNOW

999 **(DO NOT READ)** REFUSED

SCR3 Is your business located East or West of I-25?

01 East

02 West

998 **(DO NOT READ)** DON'T KNOW

999 **(DO NOT READ)** REFUSED

**COMPUTE VARIABLE QUADRANT**

IF (SCR7=1) AND (SCR8=01) QUADRANT=01.

IF (SCR7=1) AND (SCR8=02) QUADRANT=02.

IF (SCR7=2) AND (SCR8=01) QUADRANT=03.

IF (SCR7=2) AND (SCR8=02) QUADRANT=04.

VARIABLE LABELS QUADRANT "Town Quadrant"

VALUE LABELS QUADRANT

1 "Northeast"

2 "Northwest"

3 "Southeast"

4 "Southwest"

**BNWRG QUESTIONS****[BASE: ALL]****[NEW SECTION FOR TIMING]**

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".

**DK/PREFER NOT TO ANSWER – PROBE FOR ANSWER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS**

Significantly Worse Than Other Cities And Towns										Significantly Better Than Other Cities And Towns
0	1	2	3	4	5	6	7	8	9	10

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

BCR1 What would you say is the single most important business related issue facing Castle Rock?  
**[OPEN END]**

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

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

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?

**DK/PREFER NOT TO ANSWER – PROBE FOR ANSWER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS**

Does Not Meet Expectations at All										Greatly Exceeds Expectations
0	1	2	3	4	5	6	7	8	9	10

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

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?

**DK/PREFER NOT TO ANSWER – PROBE FOR ANSWER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS**

Strongly Headed In The Wrong Direction										Strongly Headed In Right Direction
0	1	2	3	4	5	6	7	8	9	10

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

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.”

**DK/PREFER NOT TO ANSWER – PROBE FOR ANSWER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANSWERS**

Definitely <b>Not</b> Getting My Money's Worth										Definitely Getting My Money's Worth
0	1	2	3	4	5	6	7	8	9	10

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

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”.

Not at all likely										Very likely
0	1	2	3	4	5	6	7	8	9	10

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

## BUSINESS ENVIRONMENT

**[BASE: ALL]**

**[NEW SECTION FOR TIMING]**

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 (DO NOT READ) DON'T KNOW
- 999 (DO NOT READ) REFUSED

BE2 Did things work out as expected?

00 NO

01 YES

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

BE3 In the past two years, has revenue increased, decreased, 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 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

BE4 Over the next two years, do you expect your revenue to increase, decrease, or stay 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 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

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".

The community does not support existing businesses at all										The community strongly supports existing businesses
0	1	2	3	4	5	6	7	8	9	10

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

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. . .

BE5\_A Affordability of commercial real estate

BE5\_B Availability of a variety of commercial real estate space

Very poor										Excellent
0	1	2	3	4	5	6	7	8	9	10

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

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

0 No

1 Yes

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

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

[OPEN END]

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

## EMPLOYEE ENVIRONMENT

[BASE: ALL]

[NEW SECTION FOR TIMING]

EE6 **PHONE SHOW:** 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?

**WEB SHOW:** Next, how would you rate each of the following aspects of Castle Rock?

RANDOMIZE ORDER SHOWN

- EE6\_A I am able to find qualified employees living in Castle Rock  
EE6\_B Castle Rock is a good place for my employees to live  
EE6\_C There is a range of housing options available for my employees  
EE5\_D There are affordable housing options available for my employees  
EE6\_E There are transportation options available for my employees to get to/from work  
EE6\_F My employees want to live in Castle Rock  
EE6\_G Castle Rock is a safe place to do business  
EE6\_H Castle Rock is a safe place for my employees to live

Strongly Disagree										Strongly Agree
0	1	2	3	4	5	6	7	8	9	10

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

## PLANNING FOR GROWTH

[BASE: ALL]

[NEW SECTION FOR TIMING]

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".

BGROW 1\_B Castle Rock needs high-quality public transportation

BGROW 1\_C It is important that future buildings continue to match the look and feel of the natural environment

BGROW 1\_D Castle Rock needs to focus on development techniques that can be maintained for generations

BGROW 1\_E Maintaining and improving Downtown is important to Castle Rock's small-town character, sense of community and economic vitality

BGROW 1\_F Castle Rock should promote the building of more multi-family housing in order to attract more workers and businesses

Strongly Disagree										Strongly Agree
0	1	2	3	4	5	6	7	8	9	10

998 (DO NOT READ) DON'T KNOW

999 (DO NOT READ) REFUSED

**DEMOGRAPHICS**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

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  
997      NOT LOCATED IN CASTLE ROCK  
998      **(DO NOT READ)** DON'T KNOW  
999      **(DO NOT READ)** REFUSED

BDEMO2      Are you also a current resident of Castle Rock?

00      NO  
01      YES  
998      **(DO NOT READ)** DON'T KNOW  
999      **(DO NOT READ)** REFUSED

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      **(DO NOT READ)** DON'T KNOW  
999      **(DO NOT READ)** REFUSED

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      **(DO NOT READ)** DON'T KNOW

999      **(DO NOT READ)** REFUSED

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      **(DO NOT READ)** DON'T KNOW

999      **(DO NOT READ)** REFUSED



**FUTURE RESEARCH**  
**[BASE: ALL]**  
**[NEW SECTION FOR TIMING]**

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

- 00 NO
- 01 YES
- 998 (DO NOT READ) DON'T KNOW
- 999 (DO NOT READ) REFUSED

**ASK FUTURE2 IF FUTURE1=01**

FUTURE2 May I please get your first name only?

- 00 NO
- 01 YES, **ENTER NAME** \_\_\_\_\_
- 998 (DO NOT READ) DON'T KNOW
- 999 (DO NOT READ) REFUSED

**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 (DO NOT READ) DON'T KNOW
- 999 (DO NOT READ) REFUSED

**ASK FUTURE4 AND FUTURE4W IF FUTURE1=1**

FUTURE4 **[PHONE SHOW]** And to confirm, is your best contact number **[ENTER PHONE NUMBER]**

- 00 NO **ENTER BEST NUMBER** \_\_\_\_\_
- 01 YES
- 998 (DO NOT READ) DON'T KNOW
- 999 (DO NOT READ) REFUSED

FUTURE4W **[WEB/INBOUND CALL SHOW]** And finally, please provide your best contact number

- ENTER BEST NUMBER** \_\_\_\_\_
- 998 (DO NOT READ) DON'T KNOW
- 999 (DO NOT READ) REFUSED