

2025 Castle Rock Business Questionnaire



ALL DIRECTIONS IN CAPITAL LETTERS ARE PROGRAMMING AND LOGIC INSTRUCTIONS.
THESE WILL NOT BE VISIBLE TO SURVEY RESPONDENTS.

= = Is equal to
!= Is not equal to
R Respondent
>= Is greater than or equal to
> Is greater than
<= Is less than or equal to
< Is less than

INTROTEL. [IF PHONE] Hello. This is _____ with ReconMR, 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.

S1. To confirm, do you currently own or operate a business that is licensed within the Town of Castle Rock?

YES

NO [SKIP TO THANK1]

S2. **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."]

_____ Number of people [INCLUDING YOURSELF] [S2 MUST BE >= 1]

S2A. [ASK IF S2 >1] How many of those people are employees who physically work in Castle Rock?

_____ Number of EMPLOYEES

BSTAR QUESTIONS

- BS2. 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.” **[USE SCALE]**

Castle Rock as a place to operate a business

Significantly worse than other cities and towns	0
Significantly better than other cities and towns	10

- BS3. 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? **[USE SCALE]**

Overall quality of services provided

Does not meet expectations at all	0
Greatly exceed expectations	10

- BS4. 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? **[USE SCALE]**

Direction Town is headed

Strongly headed in the wrong direction	0
Strongly headed in the right direction	10

- BS5. 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.” **[USE SCALE]**

Value for tax dollar

Definitely not getting my money’s worth	0
Definitely getting my money’s worth	10

B1. Please indicate the rate of growth in the following categories in Castle Rock over the past 2 years.

- a. Population growth
- b. Retail growth (stores, restaurants, etc.)
- c. Job growth
- d. Housing new construction growth
- e. Infrastructure to serve growth (roads, parks, facilities, etc.)

Much too fast	1
A bit too fast	2
An appropriate pace	3
A bit too slowly	4
Much too slowly	5

B2. The following is a list of things businesses have said the Town can do to help them thrive. Which of these would help your business?

Having the Town promote local businesses	1
Increase availability of commercial real estate	2
Increase affordability of commercial real estate	3
Improve infrastructure	4
Internet Access/ Broadband Connectivity	5
Increase parking	6
Reduce business regulations	7
Other (Please specify)	8

B3. Which of the actions you selected would be most helpful to your business?

[SHOW ONLY ITEMS SELECTED IN B2]

B4. Of the actions you did not feel would help your business, which one is least necessary for your business?

[SHOW ONLY ITEMS NOT SELECTED IN B2]

BUSINESS ENVIRONMENT

BE1. Which of the following reasons factored most into your decision to open a business in Castle Rock? *(Select up to three.)*

I live here / have a home-based business
Demand for a product / unique to the area
I like the area
I purchased an existing business/building
The growth potential
Availability of quality workforce
Cost of doing business is low
Quality of life, employees enjoy living here
Availability of commercial real estate
My suppliers are located here
Something else (Please specify)

BE2. Did your 2024 revenue decrease, stay the same, or increase compared to 2023?

Decreased	1
Stayed the same	2
Increased	3

BE3. Do you anticipate your 2025 revenue to decrease, stay the same, or increase when compared to 2024?

Decrease	1
Stay the same	2
Increase	3

BE3B. [ASK IF BE3=1 || BE3 = 3] Why do you anticipate your 2025 revenue to [IF BE3 =1 "DECREASE"; IF BE3 = 3 "INCREASE"]?

[OPEN END]

BE4. In 2025, do you anticipate the number of your employees in Castle Rock to decrease, stay the same, or increase?

Decrease	1
Stay the same	2
Increase	3

BE5. Do you have all the resources you need to effectively run your business in Castle Rock?

Yes	1
No	2

BE5A. [SHOW BE5A IF BE5=2] What resources are missing?

[OPEN ENDED QUESTION]

BE6. 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] [USE SCALE]

BE9_A. Affordability of commercial real estate

BE9_B. Availability of a variety of commercial real estate spaces

Very poor	0
Excellent	10

BE7. Which of the following will have the **single biggest** impact on your business in the next three to five years?

Energy prices
Access to talent/qualified employees
Internet Access/ Broadband Connectivity
Business regulations
Work From Home Adoption
Debt or loan repayment
Regional and national economic trends
Other (Please specify)

BE8. When thinking about how [PIPE IN B7 RESPONSE] will impact your business over the next few years, do you believe that the impact will be...

Greatly positive	1
Somewhat positive	2
Neither positive nor negative	3
Somewhat negative	4
Greatly negative	5

EMPLOYEE ENVIRONMENT

[SKIP THE EE6 QUESTIONS IF NUMBER OF EMPLOYEES FROM S2A = 0]

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] [USE SCALE]

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 0

Strongly Agree 10

DON'T KNOW 998

PREFER NOT TO ANSWER 999

EE7. [SHOW EE6F <= 5] You indicated that your employees most likely do not want to live in Castle Rock. Why not?

[OPEN ENDED QUESTION]

BUSINESS CHARACTERISTICS

BD. 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.

BD1. 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
 DON'T KNOW 998
 PREFER NOT TO ANSWER 999

BD2. Are you also a current resident of Castle Rock?

NO 0
 YES 1
 DON'T KNOW 998
 PREFER NOT TO ANSWER 999

BD3. Which of the following classifications best fits your business?

Agriculture	1
Amusement/entertainment	2
Automotive	3
Construction/developers	4
Education	5
Financial	6
Health care	7
Hotel/lodging/hospitality	8
Insurance/real estate	9
Manufacturing/processing	10
Professional services (attorney, CPA, etc.)	11
Public utilities	12
Publisher/printers	13
Restaurant, café, caterer	14
Retail	15
Wholesale/distributor	16
Customer service	17
Nonprofit organization	18
Salon/spa	19
Something else (Please tell us) _____	20
DON'T KNOW	998
PREFER NOT TO ANSWER	999

BD4. Where is your business located? [PHONE SHOW: "Is it. . ."]

- | | |
|---|-----|
| A home-based business | 1 |
| A free-standing retail location | 2 |
| A center location retail location [AS NEEDED (WEB DISPLAY): Such as a mall or shopping complex] | 3 |
| A free-standing office location | 4 |
| An office complex | 5 |
| Something else (Please tell us) _____ | 6 |
| DON'T KNOW | 998 |
| PREFER NOT TO ANSWER | 999 |

BD5. What was your approximate 2024 revenue? [PHONE: "Was it. . ."]

- | | |
|--|-----|
| Less than \$100,000 | 1 |
| \$100,000 to less than \$250,000 | 2 |
| \$250,000 to less than \$500,000 | 3 |
| \$500,000 to less than \$750,000 | 4 |
| \$750,000 to less than \$1,000,000 [PHONE: \$750,000 to less than \$1 Million] | 5 |
| \$1,000,000 to less than \$5,000,000 [PHONE: \$1 Million to less than \$5 Million] | 6 |
| \$5,000,000 to less than \$10,000,000 [PHONE: \$5 Million to less than \$10 Million] | 7 |
| \$10,000,000 or more [PHONE: \$10 Million or more] | 8 |
| DON'T KNOW | 998 |
| PREFER NOT TO ANSWER | 999 |

BD6. In which market do you sell the majority of your goods or services?

- | | |
|-------------------------------|---|
| In Castle Rock | 1 |
| In the region | 2 |
| Statewide | 3 |
| Across the United States | 4 |
| Worldwide | 5 |
| Other (Please specify) _____ | 6 |
| None, they are about the same | 7 |

THANKS/DISPOSITIONS

- 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.

