

**Public Opinion in the Town of Castle Rock – June 2021**  
**A Survey of Likely Castle Rock Voters in November 2021**  
**Weighted Toplines Prepared by RBI Strategies and Research**  
**N=827**  
**Margin of Error: +/- 3.38% at the 95% confidence level**  
**Margin of Error for Split A and B = +/- 4.8% at the 95% confidence level**

**Screen**

PHONE: Hello, may I speak with (NAME ON LIST)? My name is \_\_\_\_\_ calling from a public opinion research firm. We're not selling anything. We are conducting a survey about some issues in Castle Rock. It will take only a few minutes and all responses will be anonymous and used only for research purposes.

SMS: Colorado Opinion Research is conducting a scientific research study of Castle Rock residents. All responses are confidential and for research purposes only. We are NOT selling anything, and we will NOT ask you for money.

1. First, are you over the age of 18 and currently registered to vote in Castle Rock?
 

Yes	100%
No	TERMINATE
Unsure	TERMINATE
DK/NA	TERMINATE

2. As you may know, there will be an election this coming November in Colorado. On the ballot there will be local initiatives and referenda, as well as school board positions. How likely is it that you will vote in this election in November? **[READ LIST]**

Absolutely certain	75%
Very likely	19
Probably	6
Not very likely	TERMINATE
Not likely at all	TERMINATE
DK/NA/REFUSED (VOL.)	TERMINATE

3. What is your gender? (For phone interviews, only ask if uncertain, otherwise code and continue)

Male	46%
Female	54
Other	-

4. What is your age? (OPEN-ENDED WITH PRECODE)

18-29	6%
30-39	17
40-49	22
50-64	25
65+	17
DK/NA/ Refused	13

## Mood and Favorability

5. Would you say things here in Castle Rock are headed in the right direction, or are things on the wrong track?

Right Direction	34%
Wrong Track	38
Unsure	26
NA/Refused	2

Now I'd like to ask you how you feel about several organizations. After each one, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of that organization. If you don't recognize the name or have no opinion, please just tell me.

ROTATE	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Unfamiliar / No Opinion	Favorability Ratio
6. The Town of Castle Rock	34%	40	17	6	2	3.2
7. The Castle Rock Police Department	68	20	5	2	5	12.4
8. The Castle Rock Fire and Rescue Department	83	11	1	0	5	94
9. The Castle Rock Parks and Recreation Department	63	31	3	1	2	23.0

## Ballot Language Tests

I'd like to describe a couple of local ballot measures you may be voting on in November 2021. Please listen carefully and consider each one individually. **(ROTATE 10 & 11 with 12 & 13)**

10. A measure called the Police and Fire Property Tax would ask:

“Shall Castle Rock taxes be increased by ten-point-two million dollars (\$10,200,000) annually in the first full year of such increase, and by whatever additional amounts are raised annually thereafter, from a property tax of 10 mills, commencing in the 2022 tax collection year, for the purpose of providing an outstanding level of police, fire protection, and emergency medical services?”

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	12%	TOTAL YES: 37%
Somewhat Yes	10	
Lean Yes	16	
Lean No	18	TOTAL NO: 55%
Somewhat No	9	
Strong No	28	
Hard undecided (VOL.)	8	TOTAL UND: 8%
DK/NA/REFUSED (VOL.)	0	

11. To clarify, this measure would increase the Castle Rock property tax to 10 mills, costing the average homeowner an additional \$280 per year. The revenue would fund public safety needs in Castle Rock, including fire protection, emergency medical services, and police.

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	14%	TOTAL YES: 43%
Somewhat Yes	10	
Lean Yes	19	
Lean No	17	TOTAL NO: 53%
Somewhat No	7	
Strong No	29	
Hard undecided (VOL.)	4	TOTAL UND: 4%
DK/NA/REFUSED (VOL.)	0	

12. A measure called the New Home Construction Tax would ask:

“Shall Castle Rock taxes be increased by twelve million dollars (\$12,000,000) annually in the first full year of such increase, and by whatever additional amounts are raised annually thereafter, from a new home construction tax imposed at the rate of six dollars (\$6) per square foot of new residential construction in the first full year, as adjusted for inflation in future years in accordance with the Denver Construction Cost Index published by the Engineering News Record, commencing January 1, 2022, for the purpose of providing an outstanding level of police, fire protection, and emergency medical services?”

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	23%	TOTAL YES: 55%
Somewhat Yes	17	
Lean Yes	15	
Lean No	12	TOTAL NO: 38%
Somewhat No	6	
Strong No	20	
Hard undecided (VOL.)	7	TOTAL UND: 7%
DK/NA/REFUSED (VOL.)	0	

13. To clarify, this measure would create a tax of six dollars (\$6) per square foot of new residential construction in the Town of Castle Rock, to be paid **only** by those building an entirely new home. The tax would add a cost of thirteen-thousand-two-hundred dollars (\$13,200) to construction of a new twenty-two-hundred (2,200) square-foot home, and funds would be dedicated to Castle Rock police, fire protection and emergency medical services.

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	30%	TOTAL YES: 60%
Somewhat Yes	17	
Lean Yes	14	
Lean No	13	TOTAL NO: 37%
Somewhat No	5	
Strong No	19	
Hard undecided (VOL.)	3	TOTAL UND: 3%
DK/NA/REFUSED (VOL.)	8	

<b>Tax Sensitivity</b>
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**Phone:** Now I'm going to list a series of amounts for a possible new home construction tax. After each amount, please tell me if you think it is too high, too low, or just about the right amount for a new home construction tax.

**SMS:** The following are a series of possible amounts for a new home construction tax. Please select whether you think each amount is too high, too low, or just about the right amount for a new home construction tax.

<b>READ TOP TO BOTTOM FOR 50% OF SAMPLE READ BOTTOM TO TOP FOR 50% OF SAMPLE</b>	High	Low	About right	DK/ NA
14. \$5 per square foot	25%	28	30	18
15. \$6 per square foot	40	16	27	17
16. \$7 per square foot	58	10	15	17
17. \$8 per square foot	66	2	15	17

**Phone:** Now I'm going to list a series of amounts for an increased local property tax rate. After each amount, please tell me if you think it is too high, too low, or just about the right amount at which to set the property tax rate.

**SMS:** The following are a series of possible amounts for an increased local property tax rate. Please select whether you think each amount is too high, too low, or just about the right amount at which to set the property tax rate.

<b>READ TOP TO BOTTOM FOR 50% OF SAMPLE READ BOTTOM TO TOP FOR 50% OF SAMPLE</b>	High	Low	About right	DK/ NA
18. 10 mills, an increase of about \$280 per year for a median-valued home	51%	6	33	11
19. 11 mills, an increase of about \$310 per year for a median-valued home	75	3	13	9
20. 12 mills, an increase of about \$350 per year for a median-valued home	83	2	7	9
21. 13 mills, an increase of about \$380 per year for a median-valued home	86	0	6	8

Now I will read a few more local ballot measures, one or more of which you may be asked to vote on in November 2021. Again, please consider each as a standalone measure. **(ROTATE 22 & 23 with 24 & 25)**

22. A measure called the Open Space Sales Tax would ask:

“Shall Castle Rock taxes be increased by one-point-three million dollars (\$1,300,000) annually in the first full year of such increase, and by whatever additional amounts are raised annually thereafter, from a zero-point-one percent (0.1%) sales and use tax, commencing April 1, 2022, for the purpose of acquiring, developing, and maintaining open space, trails and parks?”

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	22%	TOTAL YES: 53%
Somewhat Yes	16	
Lean Yes	15	
Lean No	12	TOTAL NO: 42%
Somewhat No	7	
Strong No	23	
Hard undecided (VOL.)	5	TOTAL UND: 5%
DK/NA/REFUSED (VOL.)	0	

23. Let me clarify, this measure would increase the Castle Rock sales tax by 1 cent on every \$10 in taxable goods and use the revenue to fund new and existing open space, parks, and trails.

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	27%	TOTAL YES: 60%
Somewhat Yes	16	
Lean Yes	17	
Lean No	10	TOTAL NO: 38%
Somewhat No	5	
Strong No	23	
Hard undecided (VOL.)	2	TOTAL UND: 2%
DK/NA/REFUSED (VOL.)	0	

24. A measure called the Lodging Tax may ask:

“Shall Castle Rock taxes be increased by six-hundred-and-fifty-thousand dollars (\$650,000) annually in the first full year of such increase, and by whatever additional amounts are raised annually thereafter, from an additional six percent (6%) sales tax on lodging, commencing January 1, 2022, for the purpose of acquiring, developing, and maintaining open space, trails and parks?”

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	23%	TOTAL YES: 57%
Somewhat Yes	15	
Lean Yes	22	
Lean No	9	TOTAL NO: 36%
Somewhat No	6	
Strong No	12	
Hard undecided (VOL.)	14	TOTAL UND: 6%
DK/NA/REFUSED (VOL.)	1	

25. To clarify, this measure would create an additional six percent (6%) sales tax on overnight stays in hotels and motels in Castle Rock, adding seven dollars and twenty-five cents (\$7.25) in taxes to a nightly hotel stay costing \$125 per night. The revenue would go to fund new and existing open space, parks, and trails.

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	31%	TOTAL YES: 66%
Somewhat Yes	17	
Lean Yes	18	
Lean No	13	TOTAL NO: 32%
Somewhat No	3	
Strong No	16	
Hard undecided (VOL.)	2	TOTAL UND: 2%
DK/NA/REFUSED (VOL.)	0	

**(ROTATE Q26 & Q27)**

Another measure may ask:

**26. (SPLIT A)**

“Without raising taxes, shall Castle Rock be permitted to retain and expend for any public purpose all revenues received from all sources, commencing with the 2021 fiscal year and continuing in each fiscal year thereafter?”

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	15%	TOTAL YES: 47%
Somewhat Yes	13	
Lean Yes	19	
Lean No	11	TOTAL NO: 35%
Somewhat No	6	
Strong No	18	
Hard undecided (VOL.)	17	TOTAL UND: 17
DK/NA/REFUSED (VOL.)	1	

**(SPLIT B)**

“Without raising taxes, shall Castle Rock be permitted to retain and expend all revenues collected from all sources, for police, fire protection, emergency medical, and transportation purposes, commencing with the 2021 fiscal year and continuing in each fiscal year thereafter?”

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	23%	TOTAL YES: 62%
Somewhat Yes	18	
Lean Yes	21	
Lean No	10	TOTAL NO: 23%
Somewhat No	5	
Strong No	8	
Hard undecided (VOL.)	15	TOTAL UND: 15%
DK/NA/REFUSED (VOL.)	0	

Alternatively, you may be asked the following:

27.

“Without raising taxes, shall Castle Rock be permitted to retain and expend all revenues collected from all sources, for police, fire protection, emergency medical, and transportation purposes, for a 10-year period, commencing with the 2021 fiscal year?”

If you were voting today, would you vote YES or NO on this measure? **(IF YES/NO:)** Is that strongly or only somewhat YES/NO? **(IF UNDECIDED:)** Which way are you leaning?

Strong Yes	23%	TOTAL YES: 60
Somewhat Yes	15	
Lean Yes	22	
Lean No	9	TOTAL NO: 26
Somewhat No	6	
Strong No	12	
Hard undecided (VOL.)	14	TOTAL UND: 14
DK/NA/REFUSED (VOL.)	1	

**Needs Case & Messaging**

28. **(SPLIT A)** Now, can you please tell me which of the following statements comes closest to your view?

Some people say ...

- I. there should be a tax on new home construction so that individuals moving to Castle Rock pay into rising costs for fire, police, and emergency services.

Other people say...

- II. we should spread the rising costs for fire, police, and emergency services over all property owners in Castle Rock through an increase in the property tax.

There should be a tax on new home construction	59%
We should spread the rising costs through an increase in the property tax	8
Both	16
DK/NA/Ref	18

**(SPLIT B)** Which of the following statements comes closest to your view? (Rotate I and II)

Some people say...

- I. a lodging tax is a good way to fund our needed trails, parks, and open space because tourists and visitors to Castle Rock enjoy them, as do residents.

Other people say...

- II. that a lodging tax could hurt our hotels and it is better to fund trails, parks and open space through a sales tax that is applied across industries and spread out among visitors and residents alike.

A lodging tax is a good way to fund trails, parks, and open space	43%
It is better to fund trails, parks, and open space through a sales tax	19
Both	22
DK/NA/Ref	17

Now I'm going to read you a list of areas that may be in need of additional funding in the Town of Castle Rock. Please tell me how important each is to you personally on a scale of 1 to 7, where 1 is not important at all and 7 is extremely important.

<b>ROTATE ALL</b>	Not important at all (1)	2	3	4	5	6	Extremely important (7)	NA/Ref	Mean
29. Increased funding for the fire department, including emergency medical services	6%	5	9	18	22	18	22	0	4.8
30. Increased funding for Castle Rock police	12	6	9	20	19	13	21	0	4.5
31. Additional funding for trails, parks, and open space	6	7	10	18	23	17	20	6	4.7
32. Construction of an interchange at Interstate 25 and Crystal Valley Parkway	26	13	13	17	11	6	14	0	3.5
33. Road and intersection improvements	4	4	9	17	24	17	24	4	5.0



Please tell me whether you agree or disagree with each of the following statements. (If Agree/Disagree): Is that strongly agree/disagree, or just somewhat?

<b>ROTATE ALL</b>	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	DK/ NA	TOTAL DISAGREE	TOTAL AGREE
34. (SPLIT A) On average, homeowners pay less than \$40 per year in property taxes to the Town of Castle Rock. Without an increase, we risk losing the level of service we have come to expect from our fire, police, and emergency medical services.	21%	27	36	16	0	47	52
(SPLIT B) It is important that people buying or building new homes here in Castle Rock pay their fair share for our fire department, police, and emergency medical services.	6	3	31	59	0	10	90
35. (SPLIT A) Investing in public safety, open space, parks, and trails will allow us to maintain the high quality of life that makes Castle Rock special.	6	11	42	41	0	16	84
(SPLIT B) Castle Rock is a great place to live because we're not overly taxed like other communities on the Front Range.	10	25	44	22	0	34	66
36. (SPLIT A) There is no need for new funding; the police and fire departments are doing fine with the funding they have.	18	33	32	16	1	52	48
(SPLIT B) The Town can find the necessary funding for these departments from existing revenue sources.	6	28	45	21	0	34	66

**Demographics**

I only have a few questions left for statistical purposes.

37. When it comes to politics, do you consider yourself to be (ROTATE:) a Democrat, a Republican or an Independent? (IF INDEPENDENT:) Would you consider yourself closer to the (ROTATE:) Democratic Party or the Republican Party? Or are you just independent?

Democrat	13%	TOTAL DEM: 20
Lean Democrat	6	
Lean Republican	12	TOTAL REP: 41
Republican	29	
Independent	27	TOTAL IND/REF: 39
REFUSED (VOL.)	12	

38. Are you currently renting, or do you own the home you currently live in?

Renting	6%
Homeowner	92
Other (Don't read)	0
NA/Refused	2

39. How would you describe your race? **(READ LIST)**

White or Caucasian	78%
Hispanic or Latino	3
Black or African American	1
Other	3
DK/NA/Refused	15

This concludes our survey. Thank you VERY MUCH for your time.

40. Outreach Mode

CATI (Live telephone)	7%
Survey link via SMS (Text-to-Web)	24
Survey link via Email	69