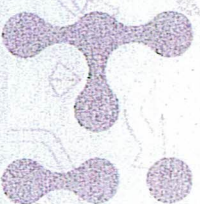


Douglas County Citizen Survey

2024

August 20-27, 2024



Hill Research



Methodology - 1

- Two target population segments:
 - 1) a random probability sample of 1,122 Douglas County registered voters;
 - 2) via open-link invitation to residents of the County, 2,930 interviews were completed.
- In total, 4,052 completed interviews
- Data collection mode for registered voters was SMS text-to-web. A campaign on the part of Douglas County encouraged residents to access an open-link online for self-selected interviews
- Margin of error reference for random sample size of $N=4,052$: $\pm 1.5\%$ with 95% confidence
 - The margin of error for various demographic and geographic subsamples will be higher:
 $n=2,000$ (2%), 800-1,500 (3%), 500-700 (4%), 400 (4%), 300 (6%), 200 (7%), 100 (10%), 50 (14%)



Methodology - 2

- **Probability sample of 1,122 registered voters**

- To correct for variations in cooperation rates, final results for registered voters were weighted by (a) gender, age, geography, and party registration, per most recently available Douglas County voter registration figures, and (b) by education, per US Census household data

- **Self-selected sample of 2,930 online residents**

- To correct for variations in cooperation rates, final results for self-selected interviews were weighted by voting-age population census figures for gender, age, geography, and education. Party registration was weighted as per the registered voter segment but adjusted to accommodate non-registered. To reduce variation further, we weighted this segment so as to be in line with the weighted registered voter distribution for survey question Q31, the frequency of park, trails, historic resources or open space usage.

- **Combined sample of 4052 county residents weighted voter file and census data**

- **Interviews conducted: August 20-27, 2024**

- **Sampling, research design, and analysis contributors**

- Dr. David B. Hill, Director, Hill Research Consultants
- Dr. Stephen N. White, Assistant Director

2024



Sample distribution

Unweighted and weighted

	Number of Interviews	Margin of error	Percentage of weighted results
Castle Pines	216	±7	3%
Castle Rock	842	±3	20%
Highlands Ranch	1135	±3	28%
Lone Tree	348	±5	4%
Parker	446	±5	16%
Other	1065	±3	28%
District 1	980	±3	34%
District 2	1372	±3	34%
District 3	1700	±2	31%



2024

Key findings

- Survey participation was extraordinary.
- Residents are frequent users of parks and related facilities and amenities in the county.
- Residents of Douglas County are generally well satisfied with the county's parks, trails, open space, and recreation programs.
- The single highest priority of citizens is open space, a conclusion borne out by multiple questions and a sentiment shared broadly across most all segments of the population.
- There is significant enthusiasm for at least two concepts of a large iconic park: a botanic park and a mega-sports complex.
- The citizenry is sharply split over:
 - Small parks versus larger parks
 - Ballfields versus courts

