



CASTLE ROCK ECONOMIC DEVELOPMENT COUNCIL

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PROFILE OF CASTLE ROCK WORKFORCE

Demographics, Employment Status, Place of Work, and Commuting Patterns
Residents of Castle Rock, Colorado

July 2007

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TABLE OF CONTENTS

Executive Summary	2
Background and methodology	4
Sample characteristics	5
Profile of Castle Rock Workforce	6
Estimated Size of Workforce	6
Commuting Behavior and Points of View	7
Characteristics of Castle Rock Workforce	14
Potential Untapped Workforce.....	18
Experience Looking for Work in Castle Rock .	18
Home-based Businesses in Castle Rock	19
Awareness of Council	20
Conclusions	20

EXECUTIVE SUMMARY

The Castle Rock Economic Development Council commissioned a research study to update information about the local workforce. The following summary highlights results of a July 2007 telephone survey that included 400 full interviews and 100 partial interviews with Castle Rock residents.

- ✚ 80% of all households contacted had at least one wage earner; 62% had two or more wage earners. 77% of households had at least one person who was employed full-time; 17% had at least one part-time wage earner. Nearly one-fourth of households had at least one retiree.
 - 11% had someone who was not currently working who would be willing to take a full-time or part-time position if available in Castle Rock. 8% had someone who worked part-time that would be willing to work full-time.
 - 25% had someone in their household who looked for work in Castle Rock in the past year. Of those, 50% said there were suitable jobs available.
 - 12% had a home-based business in addition to other jobs. Of those, 14% anticipate moving to a commercial space in the next 5 years.
 - 15% were aware of the services provided by the Castle Rock Economic Development Council for home-based and small businesses.
- ✚ Survey findings indicate 43% of employed residents work in Castle Rock, including 12% who work at home.
 - Those who work in Castle Rock do so for a variety of reasons. 37% work in town to be closer to home, 29% want to avoid commuting, 18% prefer to work from home, and 18% found an ideal job in town.
 - Roughly 60% of those who work from home have a home-based business; 40% telecommute.
 - Those who work in Castle Rock are more likely to be self-employed, work in sales or support occupations, work in education, retail or services industries, work part-time, be over 55 years old; and in general have less experience, less education, and earn less than commuters.
- ✚ Survey results indicate 49% of employed Castle Rock residents work in the metro Denver area and 8% work in the Colorado Springs area.
 - About 70% of those who commute to Denver work in the south metro area; roughly one-fourth work downtown.

- The most frequently cited reasons for working outside Castle Rock include having a type of job not available in town (38%), working for a company located elsewhere (34%), opportunity for higher pay in another market (13%) and having a particular job before moving to town (8%). 5% of commuters surveyed said they couldn't find any job in Castle Rock.
- 69% of the commuters surveyed said they probably or definitely would work in Castle Rock if a suitable job were available. Many said they would do so to be closer to home or avoid the commute and traffic. Several mentioned it would be less expensive.
 - 27% said they probably or definitely would take a local job even with a 10% cut in pay. Many would do so to avoid the commute and traffic and several felt the pay cut would be offset by cost savings.
 - Many of those not willing to work in Castle Rock rather than commute said they did not want to leave their present job.
 - Higher gas prices may be affecting attitudes toward commuting. Compared to the survey conducted in 2003, a higher percentage of respondents indicated a willingness to work in Castle Rock rather than commute, and there was more frequent mention of costs.
- ✚ Over 90% of Castle Rock's employed residents who do not work from home drive themselves to work. Those who work in Castle Rock are more likely to walk or ride a bicycle to work. Commuters are more likely to carpool.
- ✚ Survey results indicate 18% of Castle Rock's workforce is self-employed; 86% works full time; 31% is employed in a high-tech job or industry.
- Most of the local workforce is employed in white collar occupations.
 - 53% in management, professional or related occupations
 - 24% in sales or office occupations
 - 9% in service occupations
 - 7% in construction, extraction and maintenance occupations
 - 5% in production, transportation, and material moving occupations
 - 1% in farming, fishing and forestry or military specific occupations.
- The local workforce is employed in a variety of industries.
 - 42% in the service industry, including 14% who work in financial services, insurance, or real estate and 12% who work in professional and business services.
 - 13% work in high tech industries including computer software, hardware or information technology, telecommunications, biomedical or aerospace.
 - 10% work in education, 9% work in retail, and 8% work in the construction industry.

📊 Survey findings indicate:

- 75% of the local workforce has over 5 years of experience in their occupations; 58% have more than 10 years experience.
- Castle Rock wage earners are well-educated.
 - 87% have at least some college or post secondary training
 - 52% have a bachelor's degree or higher
 - 18% have a post graduate degree
- 92% of the workforce is between 25 and 64. Their median age is 45.1 years. 23% are under 35; 58% is between 35 and 54.
- The median salary for local wage earners is approximately \$65,400. Most report earning between \$30,000 and \$100,000 per year.

BACKGROUND AND METHODOLOGY

Since 1996, the Castle Rock Economic Development Council (CREDCO) has been conducting marketing research studies to help determine the size and characteristics of the area workforce.

To update the workforce profile created in previous studies, the Council hired Marketing Insight, LLC to conduct a telephone survey with many of the same questions to help assure that results were comparable. Past surveys included residents of surrounding areas including Castle Pines, Franktown, Sedalia, and Larkspur. This survey was limited to residents of Castle Rock; calls were made to a randomly selected sample of residences with telephone prefixes of 660, 688, and 814 using add-a-digit dialing. A total of four attempts were made to contact individuals in the research sample to help minimize sampling bias. The sample size was increased to include 400 completed interviews with employed town residents, allowing for more detailed analysis of survey results. An additional 100 abbreviated interviews were conducted with those households, with no employed persons 18 or older, contacted during the course of completing the 400 interviews.

Please note that for the 2007 survey, only individuals residing in the town of Castle Rock were invited to participate. As in past workforce profile studies, one individual per household was interviewed about their and other household members' employment. In order to help track attitudes toward commuting, interviews were conducted with individuals in households, if any, who worked outside Castle Rock.

SAMPLE CHARACTERISTICS

The tables below show characteristics of the 400 wage earners surveyed in 2007 and include comparisons with earlier surveys where data was available. It is important to note that the 2007 survey was limited to individuals residing within town limits; the 2000 and 2003 surveys included surrounding areas.

LENGTH OF RESIDENCE

The survey included new and established residents of Castle Rock.

<i>How long have you lived in the Castle Rock area?</i>	2007 %	2003 %	2000 %
Less than 1 year	7	21	30
1 or 2 years	12		
3 to 5 years	25	24	23
6 to 10 years	20	24	24
More than 10 years	36	29	22
BASE	(400)	(300)	(300)

AGE

Individuals in different age groups were included in the survey.

Respondent Age	2007 %	2003 %	2000 %
18 to 24	1	5	2
25 to 34	15	15	15
35 to 44	30	34	35
45 to 54	31	29	32
55 to 64	18	13	11
65 or older	5	3	4
BASE	(400)	(300)	(300)

HOUSEHOLD SIZE

Most of the households included in the survey had one or two adults.

Number of Persons 18 or older in Household	2007 %
One	22
Two	67
Three	9
Four	2
Five or more	1
BASE	(500)

PROFILE OF CASTLE ROCK WORKFORCE

ESTIMATED SIZE OF WORKFORCE

To help determine the size of the Castle Rock workforce, the percent of town adults age 18 or older who are current wage earners was estimated by contacting households until 400 interviews with wage earners were completed. The table below shows the sample composition, including households with no wage earners, and provides one estimate of the size of the local labor pool.

- 80% of the households contacted had at least one adult wage earner.
 - 53% of households contacted had two adult wage earners; 7% had three wage earners and 2% had four wage earners.
- 77% had full-time wage earners; 17% had part-time wage earners.
- In 12% of households contacted, at least one person had a home-based business in addition to their primary employment.
- 23% of the households contacted had at least one retired person.

Percent of Castle Rock Households with:	2007 %	2003 %	2000 %
At least 1 wage earner 18+	80	92	77
At least 1 full-time wage earner	77	89	74
1 full-time wage earner	35	41	35
2 full-time wage earners	37	44	35
3 full-time wage earners	3	3	3
4 full-time wage earners	1	*	1
At least 1 part-time wage earner	17	25	18
1 part-time wage earner	16	21	16
2 part-time wage earners	1	3	2
3 part-time wage earners	--	1	--
4 part-time wage earners	--	*	--
All adults in household working		74	--
Home-based business (not primary employment)	12	n/a	n/a
At least 1 retired person	23	10	23
1 retiree	13	6	10
2 or more retirees	10	5	14
Full time student	2	2	2
Unemployed person (not looking for work)	1	*	1
Unemployed person (looking for work)	4	3	--
Homemaker	7	10	11
Disabled	1	1	2
Total Households Contacted	(500)	(326)	(388)

Estimates for the Castle Rock population vary by source. According to Denver Regional Council of Governments (DRCOG) estimates for 2006, there are approximately 13,862 households in Castle Rock. ESRI estimates put the town's population at 12,753 households while the Town of Castle Rock estimates the town has 16,014 households.

The table below shows the different household figures along with estimates of the size of the workforce, based on the percent of households contacted with at least one wage earner (80%) and the average number of workers per household (1.4 to 1.5 workers).

	Estimated Number of Households	Estimated Workforce (Households x .80 x 1.45)
Town of Castle Rock	16,014	18,576
DRCOG	13,862	16,080
ESRI	12,753	14,793

COMMUTING BEHAVIOR AND ATTITUDES

LOCATION OF WORK PLACE

Survey findings indicate 57% of the wage earners who live in Castle Rock work outside town.

<i>Where do you [or other wage earners in your household] work?</i>	2007 %	2003 %	2000 %
Castle Rock	43	40	40
Metro Denver area (7-county/6-county area)	49	53	57
Other	8	7	3
BASE	(400)	(300)	(300)

Wage earners who work in Castle Rock represent approximately 43% of the local workforce. Of those wage earners who work in town, 28% work at home. Those who work from home are somewhat more likely to have home-based businesses (53%) than to telecommute (47%).

Approximately 49% of the local workforce works in the Denver metro area outside Castle Rock. As would be expected, most of those wage earners work on the south side of the metro area (68%). Roughly one-fourth (24%) work in downtown Denver and 8% work in other locations within the metro area.

<i>Where do you [or other wage earners in your household] work?</i>	2007 %	2003 %
Castle Rock	43	40
Work at home	12	13
Home-based Business	7	9
Telecommute	5	4
Castle Rock	31	27
Metro Denver area (7-county/6-county area)	49	53
Downtown Denver	12	14
Denver Tech Center/Greenwood Plaza	11	13
Inverness/Meridian	1	
Englewood/Centennial	6	6
Littleton	3	3
Aurora	4	3
Parker	2	3
Franktown, Sedalia, Larkspur	1	3
Highlands Ranch/Park Meadows	2	2
Arapahoe County, Lone Tree, Douglas County	3	
Other Denver metro area locations	4	6
Colorado Springs area	5	4
Work in multiple locations; Other	2	3
BASE	(400)	(300)

TRAVELING TO WORK

The majority of Castle Rock residents who work outside their homes indicated they normally drive themselves to work. While most individuals who work in town drive, 6% say they typically walk or ride a bicycle to work. As would be expected, those who commute to work outside of Castle Rock are more likely than local workers to carpool and less likely to walk or bike to work.

<i>How do you (other persons in your household) normally get to work?</i>	All Respondents %	Work in Castle Rock* %	Work Outside Castle Rock %
Drive self	92	93	92
Carpool with others	3	1	5
Walk	2	5	**
Take a bus/shuttle/FREX	1	1	1
Use light rail	1	--	1
Bicycle	1	1	**
Other (Airplane)	**	--	1
BASE	(617)	(217)	(400)

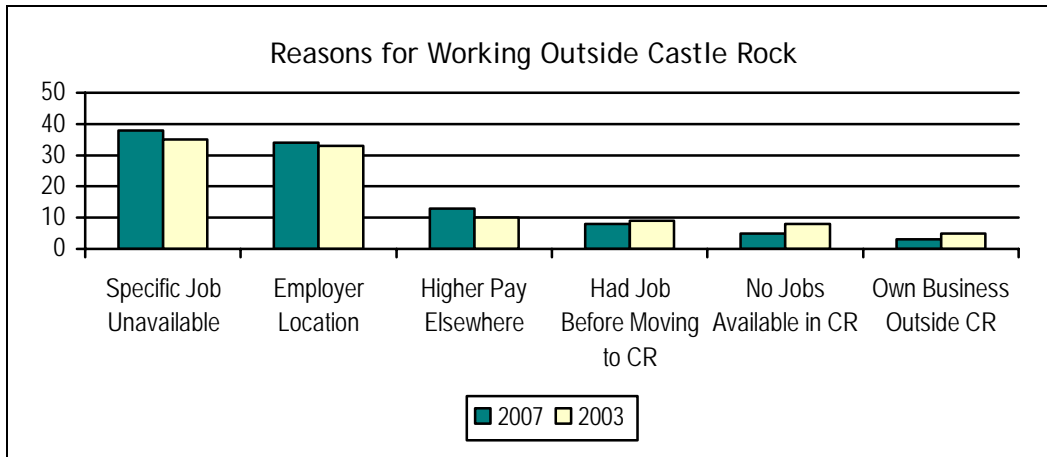
Responses may sum to more than 100% due to multiple responses.

**Does not include individuals who work from home **Less than 0.5%*

ATTITUDES TOWARD COMMUTING

Commuters: Reasons for Working outside Castle Rock

Survey results show the most common reasons for working outside Castle Rock have remained consistent. Most commuters say they work in other communities because a job in their occupation is not available in Castle Rock (38%), their employer is located outside town (34%), or they feel the pay is higher elsewhere (13%). Only 5% said there were no jobs available in town, compared to 9% in 2003.

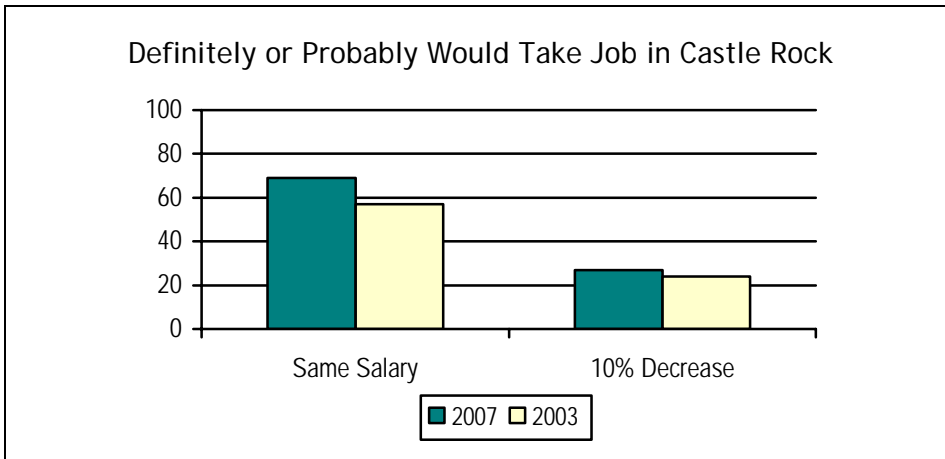


<i>Why do you work in [work location] rather than Castle Rock?</i>	2007 %	2003 %	2000 %
Specific job not available in Castle Rock	38	35	15
Employer located outside Castle Rock	34	33	43
Higher pay outside Castle Rock	13	10	15
Had present job before moving to Castle Rock	8	9	21
Couldn't find ANY job in Castle Rock	5	9	1
Own business located outside Castle Rock	3	5	9
Other	3	2	4
BASE	(215)	(190)	(180)

Responses may sum to more than 100% due to multiple responses.

Commuters: Willingness to Work in Castle Rock

Nearly 70% of the wage earners who currently work out of town indicated they would be willing to take a local job if a company similar to the one they currently work for opened in Castle Rock and they could get a job like the one they have now. Over one-fourth indicated they would be likely to take the local job even if it meant a 10% decrease in salary. Commuters appear to be somewhat more inclined to consider working in Castle Rock than they were a few years ago.



Likelihood of taking job in Castle Rock instead of commuting to work out of town:	Same Salary		10% Pay Cut	
	2007 %	2003 %	2007 %	2003 %
Definitely would	56	43	12	10
Probably would	13	14	15	14
Might or might not	7	13	17	21
Probably would not	7	13	18	21
Definitely would not	13	13	20	29
BASE	(215)	(190)	(215)	(190)

Survey results suggest that more expensive gas prices may be affecting commuter attitudes about working outside Castle Rock. When compared to results in 2003, those who said they were willing to take a job in town were more likely to cite reasons related to saving money.

Reasons WILLING to take job in Castle Rock instead of working outside town:	Same Salary		10% Pay Cut	
	2007 %	2003 %	2007 %	2003 %
To be closer to home	55	60	24	29
To avoid commute, traffic	57	60	53	47
Less driving	13	18	--	--
Save time	8	11	--	--
Less expensive/save money on gas	15	7	--	--
Spend more time with family	5	6	--	--
Prefer working in smaller town	2	6	--	--
Other	1	2	--	--
Pay cut would be offset by cost savings	--	--	48	24
Pay cut would be offset by time savings	--	--	19	13
BASE	(148)	(109)	(59)	(45)

Responses may sum to more than 100% due to multiple responses.

The most common reasons given by commuters who said they would not take a job in town were unwillingness to leave their current jobs or having jobs they feel are not suitable for Castle Rock.

Reasons NOT WILLING to take job in Castle Rock instead of working outside town:	Same Salary		10% Pay Cut	
	2007 %	2003 %	2007 %	2003 %
Would not leave current job	56	67	17	2
Own business outside Castle Rock	3	15	--	--
My job not suitable for Castle Rock	13	13	--	--
My industry not suitable for Castle Rock	10	10	--	--
Prefer working in larger city	5	6	--	--
Don't want more development in Castle Rock	--	4	--	--
Other	19	6	2	--
Pay cut would NOT be offset by cost savings	--	--	35	34
Pay cut would NOT be offset by time savings	--	--	12	--
Would not want lower salary	--	--	18	32
Could not afford a pay cut	--	--	23	30
BASE	(44)	(48)	(82)	(190)

Responses may sum to more than 100% due to multiple responses.

Non-Commuters: Reasons for Working in Castle Rock

The most frequently cited reasons for working in Castle Rock were a desire to be closer to home, avoid commuting, finding an ideal job in town, or a preference for working from home.

<i>Why do you work in the Castle Rock area rather than commute to Denver or Colorado Springs?</i>	2007 %	2003 %	2000 %
To be closer to home	37	47	36
To avoid commuting	29	19	31
Found ideal job in Castle Rock	18	21	11
Prefer working from home	18	--	--
Own business/family business in Castle Rock	12	17	21
To save money	6	1	5
Prefer to work in a small town	3	6	4
Other	2	2	6
BASE	(188)	(190)	(120)

Responses may sum to more than 100% due to multiple responses.

CHARACTERISTICS OF COMMUTERS V. NON-COMMUTERS

When compared to commuters, individuals who work in Castle Rock:

More likely to:	Less likely to:
✚ Be self-employed	✚ Work full time
✚ Have sales or support occupations	✚ Have more than 5 years experience
✚ Work in education, retail, or services industries	✚ Work in professional or managerial position
✚ Be over 55 years old	✚ Work in a high-tech job or industry
✚ Earn less	✚ Have a bachelor's degree

The following table compares Castle Rock residents who work in town with those who commute to work elsewhere.

Characteristics	Work at Home %	Castle Rock (not at home) %	Outside Castle Rock %
Self employed	55	19	10
Not self-employed	45	81	90
Full time worker	85	83	91
Part time worker	15	17	9
Experience in occupation			
2 years or less	6	18	10
3 to 5 years	13	20	11
6 to 10 years	16	20	18
More than 10 years	65	52	61
Age			
Under 35	25	25	24
35 to 44	34	28	28
45 to 54	19	20	31
55 to 64	6	23	14
65 or older	5	4	3
Salary or Self-employment Income			
Less than \$30,000	22	34	13
\$30,000 to \$59,999	27	40	35
\$60,000 to \$99,999	25	17	34
\$100,000 or more	25	19	18
Education			
High school or less	9	15	11
Some college, technical training or trade school, associate degree	38	51	33
Bachelor's degree	35	26	39
Post graduate degree	18	18	18
High Tech	19	4	38
Other	81	96	62

Characteristics	Work at Home %	Castle Rock (not at home) %	Outside Castle Rock %
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Occupation			
Professional, managerial, technical	54	43	60
Sales and related occupations	24	17	11
Office and administrative support	7	15	8
Construction, production	4	4	4
Support, maintenance, repair	2	8	5
Transportation	--	2	5
Protective services	--	5	3
Food services, personal services	9	8	3
Industry			
Aerospace/other highly technical	--	10	3
Automotive	2	1	1
Computer hardware, software, IT	12	10	10
Construction	4	6	10
Education	7	17	8
Energy, mining, utilities	2	5	2
Finance, Real Estate, Insurance	18	13	14
Food services, Hotel, Hospitality	4	7	3
Government	1	14	7
Health services	4	4	8
Legal, professional, business services	21	8	10
Personal Services	12	3	2
Retail	7	38	6
Telecommunications	1	1	6
Transportation, including airlines	--	2	5
BASE	(103)	(222)	(402)

CHARACTERISTICS OF CASTLE ROCK WORKFORCE

The following demographic profile of the local workforce includes reported characteristics of all workers, including self-employed individuals, in the households that participated in the survey. Only one individual per household was interviewed.

JOB STATUS

Just under one-fifth of the wage earners represented in the survey results were self-employed. The majority of the local workforce works full time. Results from the survey indicate self-employed are slightly more likely than other individuals to work part time.

Job Status	2007 %	2003 %	2000 %
All Castle Rock wage earners			
Self-employed	18	26	26
Not self-employed	82	74	74
All Castle Rock wage earners			
Work full time	86	81	86
Work part time	14	19	14
Self-employed			
Work full time	83	77	83
Work part time	16	23	17
Not self-employed			
Work full time	87	83	87
Work part time	13	17	13

High Tech Employment

Approximately 30% of the Castle Rock workers represented in the survey were reportedly in jobs or industries generally considered to be 'high tech'.

Employed in 'high tech' job or industry	2007 %	2003 %
Yes	31	19
No	69	81
BASE	(685)	(533)

OCCUPATION

Survey findings indicate over half the Castle Rock residential workforce is employed in management, professional and related occupations. Nearly one-fourth are employed in sales and related occupations.

Occupation	2007 %	2003 %
Management, Professional and related occupations	53	54
Professional and related occupations	26	29
Education, training, and library occupations	8	8
Computer and mathematical science occupations	7	6
Architecture and engineering occupations	2	4
Arts, design, entertainment, sports, and media occupations	2	4
Healthcare practitioner and technical occupations	3	3
Life, physical and social science occupations	2	2
Legal occupations	1	2
Community and social services occupations	1	*
Management, business and financial operations occupations	27	25
Management occupations	13	17
Business and financial operations occupations	14	8
Sales and office occupations	24	22
Sales and related occupations	14	13
Office and administrative support occupations	10	9
Service occupations	9	9
Food preparation and serving occupations	2	3
Personal care and service occupations	3	3
Protective service occupations	3	2
Building and grounds cleaning and maintenance occupations	1	2
Healthcare support occupations	1	1
Construction, extraction and maintenance occupations	7	8
Construction and extraction occupations	3	4
Installation, maintenance and repair occupations	4	4
Production, transportation, and material moving occupations	5	5
Transportation and material moving occupations	4	3
Production occupations	1	2
Farming, fishing and forestry occupations	*	1
Military specific occupations	*	*
BASE	(685)	(533)

* Less than 0.5%

INDUSTRY

Survey findings show that the Castle Rock workforce is employed in a wide variety of industries. Those industries with the highest concentration of town residents include finance, insurance and real estate; professional and business services; and education.

Industry	2007 %	2003 %
Computer software, hardware, information technology	7	8
Telecommunications equipment or service	4	4
Aerospace, biomedical	2	3
High tech industries	13	15
Financial Services, Insurance, Real estate	14	11
Professional and business services, including legal, engineering	12	9
Health Services	6	9
Food services, hotels, hospitality	4	3
Personal, other services	6	6
Services industry	42	38
Education	10	9
Retail	9	8
Construction	8	8
Transportation, airlines	4	2
Energy, mining, utilities	2	2
Manufacturing, wholesale, distribution	2	4
Government - local, state, federal and military	8	4
Other: Automotive, agriculture, protective services, recreation, entertainment, publishing	3	8
BASE	(685)	(533)

YEARS OF EXPERIENCE

Castle Rock has a well seasoned labor force. Three quarters of the Castle Rock workforce has over five years of experience in their current occupations. Over half of local workers have more than 10 years of experience.

Years of Experience in Occupation	2007 %	2003 %
2 years or less	12	15
3 to 5 years	13	13
6 to 10 years	17	14
More than 10 years	58	58
BASE	(685)	(533)

EDUCATION

The Castle Rock workforce is well-educated. Nearly all of the wage earners represented in survey findings are high school graduates, and 87% have at least some college or post secondary training. Thirty-four percent have a bachelor's degree and 18% have a post graduate degree. The difference between 2003 and 2007 results may be due to the exclusion of Castle Pine residents in 2007.

Education Attainment	2007 %	2003 %
Some high school or less	1	1
High school graduate	12	16
Some college, technical or trade school	35	25
Bachelor's degree	34	40
Post graduate degree	18	18
BASE	(685)	(533)

AGE

Most of the Castle Rock workforce is between 25 and 64.

Wage earner Age	2007 %	2003 %
18 to 24	5	10
25 to 34	18	14
35 to 44	27	33
45 to 54	31	28
55 to 64	16	12
65 or older	3	3
Median age	45.1 years	41.9 years
BASE	(685)	(533)

SALARIES

Castle Rock wage earners generally earn between \$30,000 and \$100,000 per year. Their median salary/self-employment income is roughly \$65,438.

Annual salary or self-employment income	2007 %	2003 %
Less than \$15,000	8	9
\$15,000 to \$29,999	13	15
\$30,000 to \$44,999	16	8
\$45,000 to \$59,999	20	19
\$60,000 to \$74,999	15	12
\$75,000 to \$99,999	13	12
\$100,000 to \$149,999	11	10
\$150,000 or more	5	6
Median Salary	\$65,438	\$59,210
BASE	(546)	n/a

POTENTIAL UNTAPPED WORKFORCE

WILLINGNESS TO WORK: PART-TIME OR UNEMPLOYED WORKERS

Of all the individuals contacted, 11% indicated there was someone in their household who was unemployed and willing to work if a job were available in Castle Rock. Based on an estimate* of 16,014 households in town, this finding suggests there are approximately 1,761 Castle Rock residents who are not currently working and willing to work if a “suitable” job were available.

<i>Are there any individuals 18 or older in your household who are currently not employed and who would work if a suitable job were available in Castle Rock?</i>	2007 %	2003 %
Yes	11	n/a
Willing to work full-time	4	5
Willing to work part-time	4	5
Willing to work either full-time or part-time	3	n/a
BASE	(500)	(326)

*Town of Castle Rock 2006 estimate of 16,014 total households in Castle Rock.

Of those households with at least one part-time worker, 45% indicated that person would be willing to work full-time. This represents an additional 8%, or an estimated 1,281 Castle Rock households with a part-time worker willing to work more hours if a “suitable job” were available.

<i>Would any of the part-time workers in your household be willing to work full-time if a suitable job were available in Castle Rock?</i>	2007 %	2003 %
Yes	45*	37
No	54	59
Don't know	1	4
BASE	(87)	(80)

*Represents an estimated 8% of all Castle Rock households. Household estimate based on Town of Castle Rock estimate of 16,014 total households in Castle Rock.

EXPERIENCE LOOKING FOR WORK IN CASTLE ROCK

Of all the households contacted, including those without wage earners, one-fourth indicated that at least one of the adults in their household had looked for work in the Castle Rock area at some point in the past year. Of those, half indicated there were suitable jobs available in town.

<i>During the past year, have any of the adults in your household looked for work in the Castle Rock area?</i>	2007 %	2003 %	2000 %
Yes	25	29	20
BASE	(500)	(328)	(388)

<i>Were there any suitable jobs available in Castle Rock?</i>	2007 %	2003 %	2000 %
Yes	50*	40	60
BASE	(125)	(95)	(78)

*Represents roughly 13% of all Castle Rock households (25% x 50%) or approximately 1,802 individuals.

HOME-BASED BUSINESSES IN CASTLE ROCK

Nearly one-fourth of the households surveyed (24%) had someone who worked at home or had a home-based business in addition to their primary employment. Twelve percent of all the individuals interviewed, including those in households without wage earners, indicated someone in their household had a home-based business.

Household has someone who works at home (non-telecommuter) or has a home-based business (in addition to primary employment)	19%
Household has someone who works at home	10%
Household has a home-based business (other than primary employment)	12%
Household with someone who works at home AND additional home-based business	3%

Of those households with home-based businesses, 12% indicated they definitely or probably will move that business to a commercial space within the next five years. This figure may represent as many as 2.7% of all Castle Rock households or roughly 432 businesses (14% x 19% x 16,014).

<i>Within the next 5 years, will your business be moved from your home to a commercial space?</i>	All Households %
Definitely will	8
Probably will	6
Might or might not	16
Probably will not	19
Definitely will not	49
Don't know	2

AWARENESS OF ECONOMIC DEVELOPMENT COUNCIL

Survey results indicate approximately 15% of Castle Rock residents are aware of the services for home-based and small businesses offered by the Economic Development Council. Awareness is slightly greater among local wage earners who are not self-employed and those with home-based businesses.

Aware of CREDCO services	All Households %	Self-Employed %	Not Self-Employed %	Home-Based Business %
Yes	15	15	21	20
BASE	(500)	(82)	(307)	(83)

Question: The Castle Rock Economic Development Council provides business support to home-based and other small businesses. Their services include free assistance with marketing, financing, and financial management, and free information about commercial space. Were you aware that these services were available?

CONCLUSIONS

Results of the survey indicate the following:

- ✚ The Castle Rock workforce is sizeable, well-educated, experienced and represents a variety of occupations and industries. The current workforce is estimated to include approximately 13,000 to 15,000 residents with an untapped potential of roughly 2,500 additional residents who would be willing to work if a suitable job were available. Nearly 90% of the workforce has at least some college or post-secondary training and over half has a bachelor's degree. 75% of the town's wage earners have worked in their occupations more than 5 years. Castle Rock workers are not heavily concentrated in any one industry or occupation.
- ✚ There are a significant number of individuals that live in Castle Rock and work elsewhere who would be willing to take a job in town if a suitable position were available. A number of commuters work in professional and managerial jobs and in high tech industries; keeping more residents working in town may require more of these types of jobs in Castle Rock.
- ✚ When compared to results from the 2003 survey, findings suggest rising gasoline prices may be affecting worker attitudes. Despite increased concern about the expense of driving, only a small portion of workers use alternative modes of transportation to get to work.
- ✚ Awareness of the Council's services for home-based and small businesses is relatively low even among those residents who have home-based businesses.
- ✚ Residents expanding home-based businesses may contribute to an increasing demand for commercial space over the next few years.