

2005 Sales Tax Assessment Survey

Findings Report

conducted for
the City of Columbia, Missouri

By

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July 2005

Columbia Sales Tax Assessment Survey

Executive Summary

Overview

ETC Institute conducted a survey of registered voters in Columbia during July 2005. The purpose of the survey was to gather input from voters about several tax issues that are being considered by the City.

The survey was administered by phone to a random sample of 400 voters. The overall results have a 95% level of confidence with a precision of at least +/- 4.9%.

This report contains:

- a summary of major findings
- crosstabulations that show the results for all questions on the survey based on the gender, age, and voting patterns of the respondent
- a copy of the survey instrument

Findings

Many voters are not aware of the City's existing sales taxes

- 29% of the voters surveyed did not know the City currently has a dedicated sales tax for parks and recreation
- 57% of the voters surveyed did not know the City currently has a dedicated sales tax for capital improvements

Support for Renewing the Parks and Recreation Sales Tax for 5 years vs. 10 years

- For 10 Years: 79% of the voters surveyed indicated they would be “very likely” (57%) or “somewhat likely” (22%) to renew the City's existing 1/8th cent sales tax for parks and recreation for 10 years assuming the proposal contained funding for one of the three projects the respondent liked most.

- For 5 Years: 86% of the voters surveyed indicated they would be “very likely” (59%) or “somewhat likely” (27%) to renew the City’s existing 1/8th cent sales tax for parks and recreation for 5 years assuming the proposal contained funding for one of the three projects the respondent liked most.

Support for Renewing the Capital Improvements Sales Tax for 5 years vs. 10 years

- For 10 Years: 85% of the voters surveyed indicated they would be “very likely” (67%) or “somewhat likely” (18%) to renew the City’s existing 1/4th cent sales tax for capital improvements for 10 years assuming the proposal contained funding for one of the three projects the respondent liked most.
- For 5 Years: 91% of the voters surveyed indicated they would be “very likely” (69%) or “somewhat likely” (22%) to renew the City’s existing 1/4th cent sales tax for capital improvements assuming the proposal contained funding for one of the three projects the respondent liked most.

Support for a New 1/8th Cent Transportation Sales Tax

- Voters were mixed in their support of a new 1/8th cent sales tax for transportation improvements. Although a majority (62%) were supportive, intense support for the issue (those who were “very likely” to vote YES) was about the same as the level of opposition. One-third (33%) were “very likely” to vote YES. Another 29% were “somewhat likely” to vote YES. Nearly one-third (31%) did not support the issue, and 7% did not have an opinion. A strong education campaign will be needed for this issue to be successful.

Support for Increasing Development Fees from 10 to 50 cents

- Voters were also mixed in their support for increasing development fees from 10 to 50 cents per square foot to fund road improvements in developing parts of the City. Although a majority (59%) of the voters surveyed were supportive of the issue, intense support (those who were “very likely” to vote YES) was only slightly higher than the level of opposition. About one-third (34%) of those surveyed were “very likely” to vote YES. Another 25% were “somewhat likely” to vote YES. One-fourth (25%) did not support the issue, and 16% did not have an opinion. Given the relatively high percentage of undecided voters, a strong education campaign will be needed for this issue to be successful.

Crosstabulations
By Gender, Age, and
Frequency of Voting

Q1. Prior to this call, did you know that the City of Columbia currently has a 1/8th of a cent sales tax dedicated to parks and recreation?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q1 Know about dedicated tax

1=Yes	69.7%	73.3%	70.2%	68.6%	77.2%	79.9%	52.4%	71.5%
2=No	30.3%	26.7%	29.8%	31.4%	22.8%	20.1%	47.6%	28.5%

Q2. I am going to read you a list of projects that could be funded with a continuation of the City's 1/8th of a cent sales tax for parks and recreation. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/8th of a cents sales tax if the revenue were used to fund the following items.

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under	35 to 54	55+	Pres & Mayor	Pres only	
			35			1	2	
1	2	1	2	3	1	2		

Q2a Renovations and additions to existing parks

1=Very likely	48.5%	49.5%	56.5%	45.3%	42.6%	47.3%	55.2%	49.0%
2=Somewhat	25.3%	31.7%	24.8%	32.8%	28.7%	29.7%	26.7%	28.5%
3=Not sure	3.5%	2.5%	2.5%	4.4%	2.0%	3.5%	1.0%	3.0%
4=Not likely	22.7%	16.3%	16.1%	17.5%	26.7%	19.4%	17.1%	19.5%

Q2b Development of new neighborhood parks

1=Very likely	44.4%	43.6%	48.4%	42.3%	39.6%	43.8%	46.7%	44.0%
2=Somewhat	19.7%	25.7%	22.4%	27.7%	16.8%	20.1%	30.5%	22.8%
3=Not sure	4.0%	4.0%	3.7%	2.9%	5.9%	4.2%	1.9%	4.0%
4=Not likely	31.8%	26.7%	25.5%	27.0%	37.6%	31.8%	21.0%	29.3%

Q2. I am going to read you a list of projects that could be funded with a continuation of the City's 1/8th of a cent sales tax for parks and recreation. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/8th of a cents sales tax if the revenue were used to fund the following items.

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male 1	Female 2	Under	35 to 54	55+	Pres & Mayor	Pres only	
			35 1	2	3	1	2	
<u>Q2c Development of additional trails</u>								
1=Very likely	51.0%	47.5%	52.2%	51.1%	42.6%	49.1%	50.5%	49.3%
2=Somewhat	16.2%	23.3%	20.5%	22.6%	14.9%	22.6%	12.4%	19.8%
3=Not sure	2.0%	3.5%	3.7%	0.7%	4.0%	1.4%	5.7%	2.8%
4=Not likely	30.8%	25.7%	23.6%	25.5%	38.6%	26.9%	31.4%	28.3%
<u>Q2d Renovations to existing city pools</u>								
1=Very likely	40.9%	45.0%	44.7%	43.8%	39.6%	42.0%	45.7%	43.0%
2=Somewhat	24.2%	24.3%	26.7%	24.8%	19.8%	24.4%	25.7%	24.3%
3=Not sure	2.5%	5.0%	1.9%	3.6%	6.9%	3.9%	2.9%	3.8%
4=Not likely	32.3%	25.7%	26.7%	27.7%	33.7%	29.7%	25.7%	29.0%

Q2. I am going to read you a list of projects that could be funded with a continuation of the City's 1/8th of a cent sales tax for parks and recreation. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/8th of a cents sales tax if the revenue were used to fund the following items.

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male 1	Female 2	Under	35 to 54	55+	Pres & Mayor	Pres only	
			35 1	2	3	1	2	
<u>Q2e Development of new swimming pool</u>								
1=Very likely	28.3%	31.7%	29.2%	33.6%	26.7%	29.0%	35.2%	30.0%
2=Somewhat	17.7%	22.3%	23.0%	19.0%	16.8%	21.2%	16.2%	20.0%
3=Not sure	4.5%	6.4%	3.1%	7.3%	6.9%	4.9%	6.7%	5.5%
4=Not likely	49.5%	39.6%	44.7%	40.1%	49.5%	44.9%	41.9%	44.5%
<u>Q2f Development of multi-use facility</u>								
1=Very likely	50.5%	47.5%	52.2%	50.4%	41.6%	46.3%	59.0%	49.0%
2=Somewhat	17.2%	23.8%	24.2%	21.2%	13.9%	20.8%	20.0%	20.5%
3=Not sure	2.0%	3.5%	1.9%	2.2%	5.0%	1.8%	4.8%	2.8%
4=Not likely	30.3%	25.2%	21.7%	26.3%	39.6%	31.1%	16.2%	27.8%

Q2. I am going to read you a list of projects that could be funded with a continuation of the City's 1/8th of a cent sales tax for parks and recreation. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/8th of a cents sales tax if the revenue were used to fund the following items.

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male 1	Female 2	Under	35 to 54 2	55+ 3	Pres & Mayor 1	Pres only 2	
			35 1					

Q2g Development of outdoor athletic fields

1=Very likely	39.9%	39.1%	39.1%	33.6%	48.5%	38.5%	41.0%	39.5%
2=Somewhat	25.3%	23.8%	32.3%	24.8%	11.9%	25.4%	22.9%	24.5%
3=Not sure	2.0%	4.0%	1.9%	4.4%	3.0%	2.1%	5.7%	3.0%
4=Not likely	32.8%	33.2%	26.7%	37.2%	36.6%	33.9%	30.5%	33.0%

Q2h Development of an ice skating facility

1=Very likely	36.4%	37.6%	41.6%	38.0%	28.7%	34.6%	44.8%	37.0%
2=Somewhat	20.2%	20.8%	20.5%	21.9%	18.8%	20.1%	22.9%	20.5%
3=Not sure	0.5%	4.5%	1.2%	2.2%	5.0%	2.5%	1.0%	2.5%
4=Not likely	42.9%	37.1%	36.6%	38.0%	47.5%	42.8%	31.4%	40.0%

Q2. I am going to read you a list of projects that could be funded with a continuation of the City's 1/8th of a cent sales tax for parks and recreation. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/8th of a cents sales tax if the revenue were used to fund the following items.

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	
<u>Q2i Development of a facility for indoor sports</u>								
1=Very likely	35.4%	30.2%	32.9%	33.6%	31.7%	32.2%	35.2%	32.8%
2=Somewhat	22.7%	27.2%	30.4%	22.6%	19.8%	25.4%	23.8%	25.0%
3=Not sure	3.0%	5.0%	0.6%	5.1%	7.9%	3.9%	4.8%	4.0%
4=Not likely	38.9%	37.6%	36.0%	38.7%	40.6%	38.5%	36.2%	38.3%

Q3. If the City presented voters with a ballot issue to fund one or more items on the list I just read, which THREE items would you like to see funded most?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q3 1st choice

A=Renovations & additions to existing parks	17.2%	24.8%	22.4%	22.6%	16.8%	19.4%	25.7%	21.0%
B=New neighborhood parks	7.6%	9.9%	8.7%	10.9%	5.9%	8.5%	8.6%	8.8%
C=Additional trails	16.7%	11.4%	14.9%	16.1%	9.9%	15.9%	10.5%	14.0%
D=Renovate existing pools	7.6%	6.4%	8.1%	5.8%	6.9%	7.4%	5.7%	7.0%
E=New swimming pool	3.0%	3.5%	3.1%	4.4%	2.0%	3.5%	2.9%	3.3%
F=Multi-use facility	7.6%	10.4%	8.1%	9.5%	9.9%	7.4%	12.4%	9.0%
G=Outdoor athletic fields	8.6%	6.4%	8.1%	5.8%	7.9%	8.8%	2.9%	7.5%
H=Ice skating facility	9.6%	10.4%	11.2%	9.5%	8.9%	8.8%	13.3%	10.0%
I=Facility for indoor sports	6.1%	3.5%	6.2%	3.6%	4.0%	4.6%	4.8%	4.8%
Z=None chosen	16.2%	13.4%	9.3%	11.7%	27.7%	15.5%	13.3%	14.8%

Q3. If the City presented voters with a ballot issue to fund one or more items on the list I just read, which THREE items would you like to see funded most?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q3 2nd choice

A=Renovations & additions to existing parks	10.6%	11.9%	13.0%	10.2%	9.9%	11.3%	11.4%	11.3%
B=New neighborhood parks	9.6%	14.9%	14.9%	8.8%	12.9%	11.7%	14.3%	12.3%
C=Additional trails	11.6%	12.9%	9.3%	13.1%	15.8%	13.1%	8.6%	12.3%
D=Renovate existing pools	6.1%	9.9%	8.1%	9.5%	5.9%	8.1%	8.6%	8.0%
E=New swimming pool	8.6%	7.9%	8.7%	11.7%	3.0%	7.1%	11.4%	8.3%
F=Multi-use facility	13.6%	7.9%	12.4%	10.2%	8.9%	12.0%	8.6%	10.8%
G=Outdoor athletic fields	6.6%	5.4%	6.8%	5.1%	5.9%	6.0%	6.7%	6.0%
H=Ice skating facility	9.1%	8.9%	10.6%	11.7%	3.0%	7.4%	12.4%	9.0%
I=Facility for indoor sports	5.1%	3.5%	5.0%	3.6%	4.0%	4.6%	2.9%	4.3%
Z=None chosen	19.2%	16.8%	11.2%	16.1%	30.7%	18.7%	15.2%	18.0%

Q3. If the City presented voters with a ballot issue to fund one or more items on the list I just read, which THREE items would you like to see funded most?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q3 3rd choice

A=Renovations & additions to existing parks	8.6%	8.4%	10.6%	8.0%	5.9%	7.1%	11.4%	8.5%
B=New neighborhood parks	7.1%	7.4%	6.8%	8.8%	5.9%	8.1%	4.8%	7.3%
C=Additional trails	10.6%	12.4%	13.0%	10.9%	9.9%	12.7%	7.6%	11.5%
D=Renovate existing pools	8.1%	8.9%	9.3%	9.5%	5.9%	7.4%	10.5%	8.5%
E=New swimming pool	4.5%	5.9%	6.8%	5.1%	3.0%	4.9%	6.7%	5.3%
F=Multi-use facility	7.6%	10.4%	6.8%	13.1%	6.9%	8.5%	11.4%	9.0%
G=Outdoor athletic fields	8.1%	6.9%	9.9%	4.4%	7.9%	7.8%	6.7%	7.5%
H=Ice skating facility	6.6%	6.9%	5.6%	8.8%	5.9%	7.1%	6.7%	6.8%
I=Facility for indoor sports	10.1%	5.9%	9.9%	6.6%	6.9%	8.8%	5.7%	8.0%
Z=None chosen	28.8%	26.7%	21.1%	24.8%	41.6%	27.6%	28.6%	27.8%

Q3. If the City presented voters with a ballot issue to fund one or more items on the list I just read, which THREE items would you like to see funded most? (all three selections)

N=400

	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	
<u>Q3 SUM OF TOP 3 CHOICES</u>								
A=Renovations & additions to existing parks	36.4%	45.0%	46.0%	40.9%	32.7%	37.8%	48.6%	40.8%
B=New neighborhood parks	24.2%	32.2%	30.4%	28.5%	24.8%	28.3%	27.6%	28.3%
C=Additional trails	38.9%	36.6%	37.3%	40.1%	35.6%	41.7%	26.7%	37.8%
D=Renovate existing pools	21.7%	25.2%	25.5%	24.8%	18.8%	23.0%	24.8%	23.5%
E=New swimming pool	16.2%	17.3%	18.6%	21.2%	7.9%	15.5%	21.0%	16.8%
F=Multi-use facility	28.8%	28.7%	27.3%	32.8%	25.7%	27.9%	32.4%	28.8%
G=Outdoor athletic fields	23.2%	18.8%	24.8%	15.3%	21.8%	22.6%	16.2%	21.0%
H=Ice skating facility	25.3%	26.2%	27.3%	29.9%	17.8%	23.3%	32.4%	25.8%
I=Facility for indoor sports	21.2%	12.9%	21.1%	13.9%	14.9%	18.0%	13.3%	17.0%
Z=None chosen	16.2%	13.4%	9.3%	11.7%	27.7%	15.5%	13.3%	14.8%

Q4. Of the projects I just described, are there any that would cause you to definitely vote against renewing the parks sales tax if it were included on the ballot? (all four selections)

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q4 SUM OF ALL CHOICES (UP TO 4 ALLOWED)

A=Renovations & additions to existing parks	5.6%	5.0%	3.7%	6.6%	5.9%	4.9%	5.7%	5.3%
B=New neighborhood parks	8.1%	6.9%	7.5%	6.6%	8.9%	8.5%	3.8%	7.5%
C=Additional trails	8.1%	6.4%	7.5%	8.0%	5.9%	6.4%	9.5%	7.3%
D=Renovate existing pools	6.6%	3.5%	5.6%	5.1%	4.0%	6.0%	1.9%	5.0%
E=New swimming pool	14.6%	15.3%	14.9%	15.3%	14.9%	16.3%	11.4%	15.0%
F=Multi-use facility	7.6%	7.9%	5.6%	8.0%	10.9%	9.2%	3.8%	7.8%
G=Outdoor athletic fields	5.1%	6.9%	5.0%	8.0%	5.0%	6.4%	5.7%	6.0%
H=Ice skating facility	11.1%	11.9%	10.6%	13.9%	9.9%	12.0%	9.5%	11.5%
I=Facility for indoor sports	11.1%	9.4%	10.6%	10.9%	8.9%	11.7%	6.7%	10.3%
X=Against all	8.6%	9.4%	7.5%	8.0%	11.9%	9.5%	6.7%	9.0%
Z=None chosen	60.6%	60.4%	62.7%	59.1%	59.4%	58.0%	68.6%	60.5%

Q5. If the City's existing 1/8th cent sales tax for parks and recreation is renewed, the city's sales tax rate will remain the same. If it is not renewed, the City's sales tax rate will drop by 1/8th of a cent at the end of March 2006. Knowing this, how likely would you be to vote in favor of renewing the city's 1/8th cent parks sales tax for 10 years if the projects you selected as your top choices?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q5 How likely to vote renew 1/8 sale tax for 10 years

1=Very likely	59.1%	55.4%	62.1%	55.5%	52.5%	58.3%	54.3%	57.3%
2=Somewhat	16.7%	26.2%	19.9%	21.9%	23.8%	20.8%	23.8%	21.5%
3=Not sure	5.1%	3.5%	4.3%	4.4%	4.0%	3.5%	5.7%	4.3%
4=Not likely	19.2%	14.9%	13.7%	18.2%	19.8%	17.3%	16.2%	17.0%

Q5a. [IF “NOT SURE” OR “NOT LIKELY” TO Q5] How likely would you be to vote in favor of renewing the city's 1/8 (one-eight) cent parks sales tax for 5 years if the items you selected as most important (on Question 3) were funded by the tax?

N=85	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q5a How likely to vote renew tax for 5 years

1=Very likely	6.4%	11.4%	3.4%	13.8%	8.7%	7.0%	9.1%	8.5%
2=Somewhat	25.5%	20.0%	37.9%	20.7%	8.7%	22.8%	27.3%	23.2%
3=Not sure	10.6%	17.1%	20.7%	6.9%	13.0%	8.8%	22.7%	13.4%
4=Not likely	57.4%	51.4%	37.9%	58.6%	69.6%	61.4%	40.9%	54.9%

IF "NOT SURE" OR "NOT LIKELY" TO Q10]

Q5b. Why?

AGAINST ALL NEW TAXES AND RENEWALS
AGAINST RAISING OR RENEWING ANY TAXES
ALREADY HAVE ENOUGH PARKS
BECAUSE TAXES ARE TOO HIGH
CANNOT AFFORD ANY MORE TAXES ON FIXED INCOME
CITY PRIORITIES ARE IN WRONG PLACE
COLLECTED MONEY IS ALREADY SUFFICIENT FOR WHAT IS NEEDED
DEPENDING ON WHAT THEY DO
DON'T SPEND THE MONEY THEY HAVE NOW PROPERLY
DONT THINK THE MONEY IS BEING USED WISELY
HAVE ENOUGH TAXES
HAVE WATCHED THEM THROW THOUSANDS OF DOLLARS AWAY
I CANT AFFORD ALL THESE TAXES
I HAD A NEGATIVE PAST EXPERIENCE W/PARKS-OVER SPENDING ON PK
I NEED MORE DETAILS
IT IS A TEMPORARY TAX-WILL NOT VOTE FOR IT
LIKE TO SEE MORE LIKE A PLAN VRS GIVING MONEY AWAY
MONEY FOR LAND SHOULD PURCHASE LAKE/LAND AT PHILLIPS FARM
MORE RESEARCH
NEED MORE INFO
NEED TO THINK ABOUT IT
NO MORE TAX INCREASES
NO NEW TAXES
NO RENEWED TAXES
NOT INTERESTED
NOT INTERESTED IN IT
ONCE THEY START TAX KEEP RENEWING
PARKS & REC IS A HUGE DEPT IT WAS MISUSED LAST TIME
PARKS ARE FINE-WE NEED PUT MONEY WHERE IT SHOULD GO
PAY A LOT OF SALES TAX
PROPERTY TAX INCREASE TOO HIGH
RE-ALLOCATE FUNDS-NOT NEEDED FOR PARKS

IF "NOT SURE" OR "NOT LIKELY" TO Q10]

Q5b. Why?

SEEMS TAXES NEVER GO TOWARD THE PARKS EITHER WAY
SHOULD HAVE ENOUGH MONEY ALREADY
SPEND MONEY ON ROADS NOT PARKS
SPENT TOO MUCH MONEY ON PARKS-NEED TO SPEND MORE ON STREETS
TAXED TO DEATH-CHARGE PARTICIPANTS
TAXES ARE ALREADY TOO HIGH
TAXES ARE TOO HIGH
TAXES TOO HIGH
TEMPORARY TAX DOESN'T NEED TO BE EXTENDED
THINGS THAT SHOULD NOT BE FUNDED
TIRED OF CITY BEING IN THE REAL ESTATE BUSINESS
TOO MANY TAX TO MUCH MONEY MAKING CUTE FOR TREE HUGGERS
TOO MANY TAXES
TOO MANY TAXES ALREADY
TOO MUCH MONEY ON PARKS NOT ENOUGH ON STREETS
TOO MUCH TAXES
WASTE OF MONEY
WASTE OF MONEY & MISUSE
WE HAVE TOO MANY PARKS ALREADY
WORKING TO MAKE A 5 YR PROJECT PERMANENT
WOULD HAVE TO THINK ABOUT IT

Q6. Prior to this call, did you know that the City of Columbia currently has a 1/4 cent sales tax dedicated to capital improvements in the City?

N=400

	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q6 Did you know city has tax for capital improvements

1=Yes	46.5%	39.1%	38.5%	42.3%	50.5%	47.0%	31.4%	42.8%
2=No	53.5%	60.4%	61.5%	56.9%	49.5%	52.7%	68.6%	57.0%
9=Don't know	0.0%	0.5%	0.0%	0.7%	0.0%	0.4%	0.0%	0.3%

Q7. I am going to read you a list of projects that could be funded with a continuation of the City's 1/4 cent sales tax for capital improvements. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/4 cent sales tax if the revenue were used to fund the following items.

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q7a Replacing aging storm warning sirens

1=Very likely	49.5%	56.4%	48.4%	56.2%	56.4%	53.4%	50.5%	53.0%
2=Somewhat	30.8%	26.2%	37.9%	25.5%	17.8%	27.9%	33.3%	28.5%
3=Not sure	3.5%	3.5%	3.7%	2.9%	4.0%	3.2%	3.8%	3.5%
4=Not likely	16.2%	13.9%	9.9%	15.3%	21.8%	15.5%	12.4%	15.0%

Q7b Developing training and firearms facility

1=Very likely	40.9%	47.0%	39.8%	48.2%	44.6%	43.8%	44.8%	44.0%
2=Somewhat	29.3%	29.2%	37.3%	26.3%	20.8%	29.3%	30.5%	29.3%
3=Not sure	6.1%	6.9%	3.1%	8.8%	8.9%	6.4%	6.7%	6.5%
4=Not likely	23.7%	16.8%	19.9%	16.8%	25.7%	20.5%	18.1%	20.3%

Q7. I am going to read you a list of projects that could be funded with a continuation of the City's 1/4 cent sales tax for capital improvements. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/4 cent sales tax if the revenue were used to fund the following items.

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under	35 to 54	55+	Pres & Mayor	Pres only	
			35					

Q7c Replacing older fire trucks & equipment

1=Very likely	64.6%	68.3%	66.5%	66.4%	66.3%	67.1%	65.7%	66.5%
2=Somewhat	24.2%	21.3%	23.0%	23.4%	21.8%	20.8%	28.6%	22.8%
3=Not sure	3.0%	3.5%	2.5%	4.4%	3.0%	3.5%	2.9%	3.3%
4=Not likely	8.1%	6.9%	8.1%	5.8%	8.9%	8.5%	2.9%	7.5%

Q7d Building and equipping fire stations

1=Very likely	53.0%	55.9%	53.4%	58.4%	50.5%	55.1%	54.3%	54.5%
2=Somewhat	28.3%	27.7%	32.3%	22.6%	28.7%	27.6%	30.5%	28.0%
3=Not sure	6.6%	7.4%	6.2%	8.0%	6.9%	6.0%	9.5%	7.0%
4=Not likely	12.1%	8.9%	8.1%	10.9%	13.9%	11.3%	5.7%	10.5%

Q7. I am going to read you a list of projects that could be funded with a continuation of the City's 1/4 cent sales tax for capital improvements. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/4 cent sales tax if the revenue were used to fund the following items.

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under	35 to 54	55+	Pres & Mayor	Pres only	
			35					
1	2	1	2	3	1	2		

Q7e Resurfacing city streets

1=Very likely	71.2%	71.3%	73.9%	67.2%	72.3%	70.7%	70.5%	71.3%
2=Somewhat	19.2%	18.3%	16.8%	22.6%	16.8%	19.1%	20.0%	18.8%
3=Not sure	2.0%	2.5%	1.9%	3.6%	1.0%	2.5%	1.0%	2.3%
4=Not likely	7.6%	7.9%	7.5%	6.6%	9.9%	7.8%	8.6%	7.8%

Q7f Improving/widening major city streets

1=Very likely	63.6%	62.9%	66.5%	61.3%	61.4%	59.4%	73.3%	63.3%
2=Somewhat	20.7%	20.8%	19.3%	21.2%	22.8%	23.0%	17.1%	20.8%
3=Not sure	2.5%	3.0%	1.9%	3.6%	3.0%	3.2%	1.9%	2.8%
4=Not likely	13.1%	13.4%	12.4%	13.9%	12.9%	14.5%	7.6%	13.3%

Q7. I am going to read you a list of projects that could be funded with a continuation of the City's 1/4 cent sales tax for capital improvements. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/4 cent sales tax if the revenue were used to fund the following items.

N=400

	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q7g Connecting and expanding major streets

1=Very likely	62.6%	60.9%	65.8%	55.5%	63.4%	60.4%	66.7%	61.8%
2=Somewhat	22.7%	21.3%	18.0%	27.7%	20.8%	24.0%	17.1%	22.0%
3=Not sure	1.0%	3.0%	2.5%	0.7%	3.0%	1.8%	1.9%	2.0%
4=Not likely	13.6%	14.9%	13.7%	16.1%	12.9%	13.8%	14.3%	14.3%

Q7h Making neighborhood traffic safety improvements

1=Very likely	54.5%	59.4%	59.0%	55.5%	56.4%	56.9%	58.1%	57.0%
2=Somewhat	26.3%	23.3%	23.6%	27.0%	23.8%	24.0%	28.6%	24.8%
3=Not sure	5.1%	5.4%	3.1%	5.8%	7.9%	5.7%	3.8%	5.3%
4=Not likely	14.1%	11.9%	14.3%	11.7%	11.9%	13.4%	9.5%	13.0%

Q7. I am going to read you a list of projects that could be funded with a continuation of the City's 1/4 cent sales tax for capital improvements. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/4 cent sales tax if the revenue were used to fund the following items.

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under	35 to 54	55+	Pres & Mayor	Pres only	
			35					

Q7i Making intersection improvements

1=Very likely	64.6%	66.3%	64.6%	64.2%	68.3%	65.0%	68.6%	65.5%
2=Somewhat	21.2%	19.8%	21.7%	24.1%	13.9%	20.5%	21.9%	20.5%
3=Not sure	3.0%	4.0%	3.1%	0.7%	7.9%	3.9%	1.0%	3.5%
4=Not likely	11.1%	9.9%	10.6%	10.9%	9.9%	10.6%	8.6%	10.5%

Q7j Constructing and improving sidewalks

1=Very likely	62.1%	72.8%	68.3%	71.5%	60.4%	68.2%	63.8%	67.5%
2=Somewhat	23.2%	17.3%	19.3%	16.8%	26.7%	19.4%	24.8%	20.3%
3=Not sure	3.5%	1.5%	3.1%	2.2%	2.0%	2.8%	1.9%	2.5%
4=Not likely	11.1%	8.4%	9.3%	9.5%	10.9%	9.5%	9.5%	9.8%

Q8. If the City provided voters with a package for capital improvements that included funding for several of the items I just read, which THREE items would you like to see funded most?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q8 1st choice

A=Replace storm warning sirens	6.6%	6.4%	7.5%	7.3%	4.0%	5.7%	8.6%	6.5%
B=Develop training & firearms facility	6.6%	5.4%	6.2%	6.6%	5.0%	5.3%	7.6%	6.0%
C=Replace fire trucks & equipment	10.6%	8.9%	8.7%	8.0%	13.9%	11.7%	4.8%	9.8%
D=New fire stations	6.1%	5.0%	5.0%	8.0%	3.0%	5.3%	6.7%	5.5%
E=Resurfacing city streets	23.2%	17.3%	26.1%	16.1%	16.8%	18.4%	23.8%	20.3%
F=Improving major city streets	9.6%	10.9%	14.3%	6.6%	8.9%	10.2%	10.5%	10.3%
G=Connecting city streets	6.1%	3.0%	2.5%	4.4%	7.9%	4.6%	3.8%	4.5%
H=Neighborhood traffic safety improvements	1.0%	3.0%	1.2%	4.4%	0.0%	2.1%	1.9%	2.0%
I=Intersection improvements	3.0%	6.4%	3.1%	5.8%	5.0%	5.7%	2.9%	4.8%
J=Improve sidewalks	15.2%	18.8%	16.1%	18.2%	16.8%	17.0%	17.1%	17.0%
Z=None chosen	12.1%	14.9%	9.3%	14.6%	18.8%	14.1%	12.4%	13.5%

Q8. If the City provided voters with a package for capital improvements that included funding for several of the items I just read, which THREE items would you like to see funded most?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q8 2nd choice

A=Replace storm warning sirens	2.5%	3.5%	3.7%	3.6%	1.0%	3.9%	1.0%	3.0%
B=Develop training & firearms facility	4.5%	4.0%	6.2%	2.9%	3.0%	3.5%	6.7%	4.3%
C=Replace fire trucks & equipment	9.1%	11.4%	9.9%	12.4%	7.9%	10.2%	9.5%	10.3%
D=New fire stations	7.6%	5.4%	5.6%	5.1%	9.9%	8.1%	1.9%	6.5%
E=Resurfacing city streets	12.1%	8.4%	12.4%	7.3%	10.9%	9.9%	11.4%	10.3%
F=Improving major city streets	24.2%	17.8%	21.1%	21.9%	19.8%	19.4%	25.7%	21.0%
G=Connecting city streets	8.6%	8.4%	11.8%	5.1%	7.9%	8.8%	8.6%	8.5%
H=Neighborhood traffic safety improvements	3.5%	4.0%	2.5%	4.4%	5.0%	4.6%	1.9%	3.8%
I=Intersection improvements	7.1%	9.9%	5.6%	12.4%	7.9%	8.1%	10.5%	8.5%
J=Improve sidewalks	6.1%	9.4%	10.6%	7.3%	4.0%	6.7%	8.6%	7.8%
Z=None chosen	14.6%	17.8%	10.6%	17.5%	22.8%	16.6%	14.3%	16.3%

Q8. If the City provided voters with a package for capital improvements that included funding for several of the items I just read, which THREE items would you like to see funded most?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q8 3rd choice

A=Replace storm warning sirens	4.0%	1.5%	2.5%	2.9%	3.0%	2.5%	2.9%	2.8%
B=Develop training & firearms facility	2.0%	3.0%	3.1%	2.2%	2.0%	1.8%	4.8%	2.5%
C=Replace fire trucks & equipment	7.1%	6.9%	9.9%	5.8%	4.0%	5.7%	9.5%	7.0%
D=New fire stations	7.1%	9.9%	9.9%	8.8%	5.9%	8.1%	10.5%	8.5%
E=Resurfacing city streets	8.6%	8.9%	6.8%	7.3%	13.9%	8.1%	8.6%	8.8%
F=Improving major city streets	7.1%	14.9%	9.9%	12.4%	10.9%	12.4%	8.6%	11.0%
G=Connecting city streets	15.2%	8.9%	14.9%	10.9%	8.9%	12.0%	12.4%	12.0%
H=Neighborhood traffic safety improvements	4.0%	3.5%	3.7%	5.1%	2.0%	4.6%	1.9%	3.8%
I=Intersection improvements	15.2%	13.4%	13.7%	14.6%	14.9%	14.5%	14.3%	14.3%
J=Improve sidewalks	11.6%	7.9%	10.6%	10.9%	6.9%	9.9%	9.5%	9.8%
Z=None chosen	18.2%	21.3%	14.9%	19.0%	27.7%	20.5%	17.1%	19.8%

Q8. If the City provided voters with a package for capital improvements that included funding for several of the items I just read, which THREE items would you like to see funded most? (all three selections)

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q8 SUM OF TOP 3 CHOICES

A=Replace storm warning sirens	13.1%	11.4%	13.7%	13.9%	7.9%	12.0%	12.4%	12.3%
B=Develop training & firearms facility	13.1%	12.4%	15.5%	11.7%	9.9%	10.6%	19.0%	12.8%
C=Replace fire trucks & equipment	26.8%	27.2%	28.6%	26.3%	25.7%	27.6%	23.8%	27.0%
D=New fire stations	20.7%	20.3%	20.5%	21.9%	18.8%	21.6%	19.0%	20.5%
E=Resurfacing city streets	43.9%	34.7%	45.3%	30.7%	41.6%	36.4%	43.8%	39.3%
F=Improving major city streets	40.9%	43.6%	45.3%	40.9%	39.6%	42.0%	44.8%	42.3%
G=Connecting city streets	29.8%	20.3%	29.2%	20.4%	24.8%	25.4%	24.8%	25.0%
H=Neighborhood traffic safety improvements	8.6%	10.4%	7.5%	13.9%	6.9%	11.3%	5.7%	9.5%
I=Intersection improvements	25.3%	29.7%	22.4%	32.8%	27.7%	28.3%	27.6%	27.5%
J=Improve sidewalks	32.8%	36.1%	37.3%	36.5%	27.7%	33.6%	35.2%	34.5%
Z=None chosen	12.1%	14.9%	9.3%	14.6%	18.8%	14.1%	12.4%	13.5%

Q9. Of the projects I just described, are there any that would cause you to definitely vote against renewing the city's ¼ cent capital improvement sales tax if it were included on the ballot? (all four selections)

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q9 SUM OF TOP CHOICES (UP TO 4 CHOICES ALLOWED)

A=Replace storm warning sirens	2.5%	5.9%	2.5%	6.6%	3.0%	3.9%	5.7%	4.3%
B=Develop training & firearms facility	7.6%	7.9%	7.5%	6.6%	9.9%	8.5%	6.7%	7.8%
C=Replace fire trucks & equipment	2.5%	2.0%	3.1%	1.5%	2.0%	2.1%	1.9%	2.3%
D=New fire stations	3.5%	3.0%	1.9%	5.1%	3.0%	3.2%	3.8%	3.3%
E=Resurfacing city streets	2.0%	2.5%	3.1%	1.5%	2.0%	1.4%	4.8%	2.3%
F=Improving major city streets	3.5%	5.4%	4.3%	5.1%	3.0%	4.6%	2.9%	4.5%
G=Connecting city streets	1.5%	5.4%	3.1%	4.4%	3.0%	3.2%	2.9%	3.5%
H=Neighborhood traffic safety improvements	1.0%	2.5%	1.2%	2.2%	2.0%	1.8%	1.0%	1.8%
I=Intersection improvements	1.5%	2.0%	2.5%	1.5%	1.0%	1.4%	2.9%	1.8%
J=Improve sidewalks	1.5%	0.5%	1.2%	0.7%	1.0%	1.4%	0.0%	1.0%
X=Against all	3.5%	3.5%	3.1%	4.4%	3.0%	4.9%	0.0%	3.5%
Z=None chosen	80.3%	80.2%	82.0%	80.3%	78.2%	77.7%	86.7%	80.3%

Q10. If the City's existing 1/4 cent sales tax for capital improvements is renewed, the city's sales tax rate will remain the same. If it is not renewed, the City's sales tax rate will drop by 1/4 cent at the end of 2005. Knowing this, how likely would you be to vote in favor of renewing the city's 1/4 cent sales tax for capital improvements for 10 years if the projects you selected as your top choices (on Question 8) were funded by the tax?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q10 How likely vote for 1/4 sales tax

1=Very likely	67.7%	66.3%	65.2%	68.6%	68.3%	67.1%	68.6%	67.0%
2=Somewhat	17.2%	18.3%	21.7%	13.9%	16.8%	17.0%	19.0%	17.8%
3=Not sure	3.0%	3.0%	1.9%	4.4%	3.0%	3.5%	1.9%	3.0%
4=Not likely	12.1%	12.4%	11.2%	13.1%	11.9%	12.4%	10.5%	12.3%

Q10a. [IF “NOT SURE” OR “NOT LIKELY” TO Q10] How likely would you be to vote in favor of renewing the city's 1/4 cent sales tax for capital improvements for 5 years if the items you selected as most important (on Question 8) were funded by the tax?

N=61	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q10a How likely vote renew 1/4 tax-5 yrs

1=Very likely	10.3%	22.6%	14.3%	26.1%	6.7%	8.9%	33.3%	16.7%
2=Somewhat	27.6%	25.8%	28.6%	30.4%	20.0%	26.7%	25.0%	26.7%
3=Not sure	10.3%	12.9%	19.0%	13.0%	0.0%	13.3%	8.3%	11.7%
4=Not likely	51.7%	38.7%	38.1%	30.4%	73.3%	51.1%	33.3%	45.0%

IF "NOT SURE" OR "NOT LIKELY" TO Q10]

Q10b. Why?:

A LOT MORE DONE TO PROMOTE BICYCLES
ABSOLUTELY NO NEW TAXES
AGAINST ALL RENEWAL AND NEW TAXES
AGAINST RAISING OR RENEWING ANY TAXES
AGAINST SALES TAX
AGAINST SPENDING MONEY ON MORE STREET IMPROVEMENTS
ALREADY PAYING HIGH TAXES
BECAUSE RENEWING TAXES NEVER STOPS
CITY SHOULD SPEND MONEY BETTER
COLLECTED MONEY IS SUFFICIENT FOR WHAT IS NEEDED
DOESN'T GO WHERE IT IS SUPPOSE TO GO
DONT THINK GOVERNMENT IS HANDLING MONEY WELL
I WOULD NEED MORE INFORMATION
NEED MORE DETAIL
NO MORE TAX INCREASES
NO RENEWED TAXES
NOT NEEDED
ON A FIXED INCOME CANNOT AFFORD IT
PREFER PROJECTS THAT ARE MORE HELPFUL & ONES AREN'T EFFECTED
RE-ALLOCATE FUNDS-TIGHTEN BELTS
SOME ISSUES ON ROAD PROBLEMS
TAXES ARE ALREADY TOO HIGH
TO MANY TAXES
TOO HIGH
TOO MANY TAXES
TOO MANY TAXES
TOO MANY TAXES
TOO MANY TAXES
TOO MANY TAXES
UNTIL I KNOW WHAT THEY USE IT FOR
WE PAY ENOUGH TAXES AS IT IS
WOULD NEED TO KNOW WHAT IT WOULD BE FUNDING

Q11. A citizens committee and the City council have determined that a renewal of the City's existing ¼ cent sales tax for capital improvements would not provide enough funding for all the City's transportation needs. In order to complete additional projects that are needed to improve traffic flow in the City, the City is considering a proposal for an additional 1/8th cent sales tax that would be earmarked for transportation improvements. Knowing this, how likely would you be to vote in favor of a new 1/8th cent sales tax for 10 years if the funding were used to improve traffic flow along major streets in the City?

N=400

	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q11 How likely vote 1/8 tax for 10 yrs

1=Very likely	34.3%	32.2%	36.0%	32.1%	30.7%	33.6%	33.3%	33.3%
2=Somewhat	30.8%	26.2%	32.9%	24.8%	26.7%	26.5%	33.3%	28.5%
3=Not sure	6.1%	8.4%	5.0%	8.8%	8.9%	7.4%	6.7%	7.3%
4=Not likely	28.8%	33.2%	26.1%	34.3%	33.7%	32.5%	26.7%	31.0%

Q11a. [IF “NOT SURE” OR “NOT LIKELY” TO Q11]: How likely would you be to vote in favor of a new 1/8th cent sales tax for transportation improvements if it were in place for 5 years instead of 10 years?

N=153

	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q11a How likely vote 1/8 tax for 5 yrs

1=Very likely	1.4%	3.7%	2.0%	3.4%	2.3%	1.8%	5.7%	2.6%
2=Somewhat	20.3%	14.6%	20.4%	17.2%	14.0%	16.2%	22.9%	17.2%
3=Not sure	17.4%	18.3%	12.2%	19.0%	23.3%	18.9%	11.4%	17.9%
4=Not likely	60.9%	63.4%	65.3%	60.3%	60.5%	63.1%	60.0%	62.3%

IF "NOT SURE" OR "NOT LIKELY" TO Q11]

Q11b. Why?:

1/4 CENT IS ENOUGH-NO ADDITIONAL TAX IS NEEDED
1/4 CENT SALES TAX IS ENOUGH FOR ROADS
1/4 SALES TAX SHOULD BE ENOUGH
A LOT COMING IN-MORE FUNDING
AGAINST ALL TAX INCREASES BECAUSE OF FIXED INCOME
AGAINST RAISING OR RENEWING ANY TAXES
AGAINST SALES TAX
ALREADY HAS 1/4 CENT SALES TAX
ALREADY HAVE TOO MANY TAXES
ALREADY SEE IMPROVEMENTS TO TRANSPORTATION
ARE FUNDS THEY ALREADY HAVE
BECAUSE RENEWING TAXES NEVER STOPS ITS A WASTE OF MONEY
BECAUSE TAXES ARE TOO HIGH
BECAUSE THEY WOULD HIRE MORE PEOPLE/WE NEED LESS GOV
BEING TAXED TO DEATH-ON A FIXED INCOME
BRIBERY
CAPITAL IMPROVEMENTS TAX SHOULD COVER IT--NO MORE TAX NEEDED
CAPITAL SALES TAX THAT EXISTS IS SUFFICIENT
CITY HAS ENOUGH MONEY
CITY MISPENDS MONEY NOW
CITY NEEDS TO TIGHTEN THEIR BELTS LIKE WE HAVE TO-NO RAISES
DEPENDS ON DISBURSEMENT
DO NOT FEEL THAT CITY USES TAX MONEY WISELY-DON'T NEED MORE
DO NOT WANT TO PAY ANYMORE TAXES
DO NOT WANT TO PAY ANYMORE TAXES-TOO OLD
DOESNT WANT ANYMORE TAXES
DON'T KNOW
DON'T KNOW
DON'T NEED TO
DON'T WANT TO PAY ANY MORE TAXES
DONT FAVOR NEW TAXES

IF "NOT SURE" OR "NOT LIKELY" TO Q11]

Q11b. Why?:

DONT HAVE ENOUGH INFO
DONT WANT TO PAY HIGHER TAXES
FAVOR TRANSPORTATION OVER PARKS IMPROVEMENTS
FUNDS WERE ALREADY APPROPRIATED FOR THIS
GIVING ENOUGH MONEY NOW
I AM AGAINST ALL NEW AND RENEWAL TAXES
I DON'T GET INTO THE ROAD PROJECT-DON'T KNOW ENOUGH ABOUT IT
I DON'T THINK IT IS NECESSARY
I DONT KNOW IF I TRUST THEM TO PUT MONEY WHERE THEY SHOULD
I THINK 1/4 CENT SALES TAX IS ENOUGH
IT WILL NOT WORK
IT WOULD ONLY BE EXTENDED AGAIN
JUST WANTS TO EVALUATE IT MORE
MAYBE 5 YRS NOT FOR 10 YRS AND ELECTED OFFICIALS
MONEY DOESN'T GO WHERE ITS SUPPOSED TO GO
MONEY NEVER MADE IT TO CITY STREETS
MORE INFO NEEDED
NEED DETAILS
NEED MORE DETAILLS WHERE IT WILL BE USED
NEED MORE DETAILS
NEED MORE DETAILS
NEED MORE DETAILS ON PLANNED EXPENSES
NEED MORE INFO
NEED MORE INFO
NEED MORE INFO
NEED MORE INFORMATION ABOUT THE BUDGET
NEED TIME TO THINK ABOUT IT
NEED TO BE CONFIDENT THAT ACITY NEEDS A NEW REVENUE SOURCE
NEED TO KNOW MORE ABOUT IT
NEED TO PLAN WHERE TRAFFIC IS BEING DUMPED TO
NEED TO REPAIR THE STREETS & BUILD NEW ONES
NEEDS TIME TO THINK

IF "NOT SURE" OR "NOT LIKELY" TO Q11]

Q11b. Why?:

NEEDS TIME TO THINK ABOUT
NO GRAVING
NO MORE TAXES
NO NEW TAXES
NO NEW TAXES
NO NEW TAXES
NO NEW TAXES
NOT INFORMED AS SHOULD BE
NOT LIKELY CARE OF CITYS INFAStructure
NOT NEDED AT THIS TIME-WOULD USE MONEY ON OTHER ISSUES
NOT SURE YET-NEED TO THINK ABOUT IT
ON A FIXED INCOME & NOT IN FAVOR OR RAISING TAXES
ON FIXED INCOME
ONCE THEY GET IT ON THEY WILL NEVER GO AWAY
OTHER PROJECTS ARE MORE IMPORTANT
PAY ENOUGH TAXES
PAY MORE IN DEVELOPMENT FEES FROM THE DEVELOPLERS
PAYING VERY HIGH TAXES
PUTTING TOO MUCH MONEY INTO WIDENING STREETS-NOT PUBLIC TRAN
RATHER NOT FUND THIS PROJECT
RE-ALLOCATE FUNDS-LEARN TO BUDGET
ROADS ARE BEING BUILT THAT DON'T NEED TO BE BUILT
SALES TAX IS HIGH ENOUGH USE WHAT WE HAVE WISELY
SALES TAX MIGHT EFFECT LOWER INCOME PEOPLE ALREADY STRUGGLIN
SALES TAXES GETTING TO HIGH
SALES TAXES ISNT WHAT IT USE TO BE
SHOULD ALREADY BE FUNDING FOR STREETS
SHOULD HAVE ENOUGH MONEY ALREADY
SHOULD HAVE PLANNED AHEAD
SOCIAL SECURITY DOES NOT PAY ENOUGH TO COVER THESE TAXES
SUFFICIENT MONEY

IF "NOT SURE" OR "NOT LIKELY" TO Q11]

Q11b. Why?:

TAXED TO DEATH-NO RAISES
TAXES ARE TO HIGH ALREADY
TAXES ARE TOO HIGH
TAXES ARE TOO HIGH 7.38% TO HIGH
TAXES DON'T NEED TO BE RAISED
TAXES TO HIGH-COLUMBIA NEEDS TO USE MONEY THEY HAVE WISELY
THEY DON'T DO A GOOD JOB ANYWAY
THEY SAID GROWTH OF NEIGHBORHOOD PAYS FOR ITSELF
THEY SAY THEY WILL FUND 1 THING BUT MONEY GOES SOMEWHERE ELS
THEY WILL USE IT ON SOMETHING ELSE--NOT WHAT THEY SAY
TOO HIGH
TOO MANY ROADS
TOO MANY TAXES
TOO MANY TAXES
TOO MANY TAXES
TOO MANY TAXES
TOO MANY TAXES ALREADY
TOO MUCH TRANSPORTATION MAKES CRIME GO UP
TRANSPORTATION IS OK MONEY IS NEEDED IN OTHER PROJECTS
TRANSPORTATION ISSUES ARE OK
USE EXISTING TAX DONT ADD MORE
WASTE OF TAX DOLLARS
WOULD DEPEND IF IT WAS USED FOR TRANSPORTATION IMPROVEMENTS
WOULD LIKE TO SEE SOMETHING INCLUDED FOR BICYCLISTS

Q12. In addition to a 1/8th cent sales tax for transportation, the City is considering an increase in the fees that are paid by new construction to fund road improvements in developing areas of the City. The City currently charges builders 10 cents per square foot on new construction. The City is considering a proposal to increase the development fee from 10 cents to 50 cents per square foot over five years. Knowing this, how likely would you be to vote in favor of gradually raising the City's development fee from 10 to 50 cents over a five year period?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q12 Raise development fee 10-50 cents

1=Very likely	31.3%	37.1%	26.1%	35.8%	44.6%	38.5%	24.8%	34.3%
2=Somewhat	24.7%	24.3%	28.6%	20.4%	23.8%	22.6%	29.5%	24.5%
3=Not sure	14.1%	17.3%	17.4%	16.1%	12.9%	15.2%	16.2%	15.8%
4=Not likely	29.8%	21.3%	28.0%	27.7%	18.8%	23.7%	29.5%	25.5%

Q12a. [IF “NOT SURE” OR “NOT LIKELY” TO Q12] How likely would you be to vote in favor of a gradually raising the City's development fee from 10 to 25 cents over a five year period?

N=165

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q12a Gradually raising fee over 5 yr per

1=Very likely	5.9%	13.2%	8.3%	13.8%	3.2%	7.5%	10.4%	9.3%
2=Somewhat	30.6%	30.3%	33.3%	25.9%	32.3%	34.0%	22.9%	30.4%
3=Not sure	18.8%	26.3%	25.0%	17.2%	25.8%	19.8%	25.0%	22.4%
4=Not likely	44.7%	30.3%	33.3%	43.1%	38.7%	38.7%	41.7%	37.9%

IF "NOT SURE" OR "NOT LIKELY" TO Q12]

Q12b. Why?:

Q12b Why

50 CENTS PER SQ FOOT IS TOO HIGH
A LOT PLUS THE CITY DOESN'T SPEND MONEY RIGHT
AGAINST RAISING OR RENEWING ANY TAXES
AGAINST TAX INCREASE
ALREADY PAY TOO MUCH
BECAUS IT WOULD HURT EVERYONE IN 1 WAY OR THE OTHER
BUILDERS JUST PASS ON COST TO CONSUMER
COST IS AT PAR
COST PEOPLE TOO MUCH TO BUY A HOUSE
COST TOO HIGH ENOUGH
COST WILL BE PASSED ON CONSUMER
DOESN'T APPEAL TO ME
DOESNT WANT ANYMORE TAXES
DON'T KNOW
DON'T KNOW BIG INCREASE
DON'T KNOW ENOUGH ABOUT IT
DON'T KNOW HOW IT WOULD AFFECT THE BUDGET
DON'T KNOW HOW MUCH OTHER STATES ARE PAYING BUILDERS
DON'T KNOW WHAT THEY SHOULD BE GETTING PAID
DON'T THINK THAT'S THE ROUTE TO GO
DON'T USE THE MONEY THEY WAY IT SHOULD-AGAINST ANY MORE TAX
DON'T WANT MUCH MONEY ON THAT & NEED TO SPENT ON OTHER THING
DONT HAVE ENOUGH INFO
DONT KNOW HOW IT WILL EFFECT THE CITIZENS
DONT KNOW WHAT EFFECT IT WILL HAVE/NEED TO KNOW MORE
DOWNSIZING IS NEEDED--NOT BIGGER BUILDINGS
DRAMATIC INCREASE-NEED MORE INFO
GETTING ALOT OF BIG BREAKS
HOLDING COST ARE HIGH ENOUGH-ITS BUILDERS WOULDN'T WANT IT

IF "NOT SURE" OR "NOT LIKELY" TO Q12]

Q12b. Why?:

I AM A CONTRACTOR
I DONT KNOW ENOUGH ABOUT THE ISSUE SEEMS LIKE A BIG INCREASE
I NEED MORE INFO ON THIS ISSUE
IN THE CONSTRUCTION BUSINESS
IT WOULD EFFECT MY PAY RATE SINCE I'M IN CONSTRUCTION BUS
IT WOULD MOST LIKELY BE POSSIBLE TO ME IF BY BUYING A HOME
IT WOULDN'T AFFECT HOME BUYERS
ITS TOO MUCH
MOFRE INFO
MORE IMPORTANT ISSUE
MORE RESEARCH
NEED MORE DETAILS
NEED MORE DETAILS
NEED MORE INFO
NEED MORE INFO
NEED MORE INFO
NEED MORE INFO
NEED MORE INFO
NEED MORE INFO
NEED MORE INFO
NEED MORE INFO/COULD HURT PEOPLE BUYING NEW HOMES
NEED MORE INFORMATION
NEED MORE INFORMATION
NEED MORE INFORMATION
NEED MORE INFORMATION
NEED MORE INFORMATION
NEED TO KNOW HOW MONEY IS BEING SPENT
NO IT WOULD COST MORE TO PURCHASE A NEW HOME
NO MORE NEW TAXES AND NO MORE TAX RENEWALS
NO MORE TAXES
NO NEW TAXES

IF "NOT SURE" OR "NOT LIKELY" TO Q12]

Q12b. Why?:

NO NEW TAXES
NO NEW TAXES
NO SALES TAX
NOT EDUCATED ON THIS
NOT ENOUGH INFO
NOT FOR RAISING TAXES
NOT SURE
NOTHING THAT HAS TO DO WITH RENEWING TAXES
PASS THAT FEE BACK TO THE HOMEOWNERS LIMIT THE CITY'S GROWTH
PAY ENOUGH TAXES
PAYING HIGH TAXES
PEOPLE BUY HERE WHO THEY WANT
PREFERS TAXES TO STAY THE SAME
RATHER TAX IN A DIFFERENT MEANS
ROADS ARE OK MONEY SHOULD BE USED FOR OTHER PURPOSES
RURAL AREAS SHOULD PAY FOR THEIR PROBLEMS
SON-IN-LAW IS A BUILDER THEY HAVE ENOUGH COST TO DEAL WITH
SOUNDS TOO HIGH THEY WILL PASS COST ON TO HOME BUYERS
SPEND ON NEWS-KNOW PEOPLE IN CONSTRUCTION-IT SEEMS TOO MUCH
THAT'S AN EXTREME JUMP-8 CENTS INCREASE BE ALRIGHT AT MOST
THINK THEY ARE GETTING PAID ENOUGH
TIRED OF TAXES ALWAYS INCREASING
TOO HIGH
TOO MANY TAXES
TOO MANY TAXES
TOO MANY TAXES
TOO MANY TAXES ALREADY
TOO MUCH
TOO MUCH INCREASE
TRAFFIC NOT THE PROBLEM
TRANSPORTATION DOESN'T NEED IMPROVING

IF "NOT SURE" OR "NOT LIKELY" TO Q12]

Q12b. Why?:

URBAN SPRAWL IS AN ISSUE

WANT TO KNOW WHAT IT WILL DO TO PEOPLE BUYING A HOUSE

WE DONT WANT NEW CONSTRUCTION IN THE CITY

WOULD EVENTUALLY BE PASSED ON TO THE TAXPAYERS

WOULD HAMPER NEW DEVELOPMENT

Q13. If the City of Columbia gave voters an opportunity to vote on six issues at a single election next November, please indicate whether you would probably vote YES or NO on the following issues:

N=400

	Q18 Gender of respondent		Age group			Voting		Total
	Male 1	Female 2	Under	35 to 54 2	55+ 3	Pres & Mayor 1	Pres only 2	
			35 1					

Q13a Renew 1/8 cent tax for improvements to existing parks, new neighborhood parks, and add trails to the City's greenbelt system

1=Yes	73.2%	74.3%	77.6%	72.3%	70.3%	73.5%	75.2%	73.8%
2=No	24.7%	19.3%	18.6%	23.4%	24.8%	23.0%	19.0%	22.0%
9=Don't know	2.0%	6.4%	3.7%	4.4%	5.0%	3.5%	5.7%	4.3%

Q13b Renew 1/8 cent tax for new recreation facilities, such as a multi-use facility for the Farmers' Market and City recreation programs

1=Yes	68.2%	62.4%	72.0%	62.0%	59.4%	63.3%	69.5%	65.3%
2=No	28.3%	29.2%	24.8%	28.5%	34.7%	30.7%	24.8%	28.8%
9=Don't know	3.5%	8.4%	3.1%	9.5%	5.9%	6.0%	5.7%	6.0%

Q13. If the City of Columbia gave voters an opportunity to vote on six issues at a single election next November, please indicate whether you would probably vote YES or NO on the following issues:

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q13c Renew 1/4 cent tax for public safety improvements

1=Yes	85.4%	77.7%	85.7%	81.0%	76.2%	81.3%	81.9%	81.5%
2=No	11.1%	13.4%	9.9%	10.9%	16.8%	12.4%	12.4%	12.3%
9=Don't know	3.5%	8.9%	4.3%	8.0%	6.9%	6.4%	5.7%	6.3%

Q13d Renew 1/4 cent tax for street & sidewalk improvements

1=Yes	81.8%	80.7%	85.1%	80.3%	77.2%	80.2%	82.9%	81.3%
2=No	14.1%	12.4%	11.2%	13.9%	14.9%	13.8%	13.3%	13.3%
9=Don't know	4.0%	6.9%	3.7%	5.8%	7.9%	6.0%	3.8%	5.5%

Q13. If the City of Columbia gave voters an opportunity to vote on six issues at a single election next November, please indicate whether you would probably vote YES or NO on the following issues:

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male 1	Female 2	Under	35 to 54 2	55+ 3	Pres & Mayor 1	Pres only 2	
			35 1					

Q13e New 1/8 sales tax for transportation improvements

1=Yes	51.6%	49.0%	51.3%	52.2%	46.5%	48.3%	56.0%	50.3%
2=No	39.4%	36.7%	35.7%	38.3%	40.6%	37.9%	37.3%	38.0%
9=Don't know	9.1%	14.4%	13.0%	9.5%	12.9%	13.8%	6.7%	11.8%

Q13f Increase development fee from 10- to 50 cents per square foot

1=Yes	44.9%	52.5%	40.4%	51.8%	57.4%	52.7%	38.1%	48.8%
2=No	38.9%	29.7%	41.6%	32.8%	24.8%	31.1%	43.8%	34.3%
9=Don't know	16.2%	17.8%	18.0%	15.3%	17.8%	16.3%	18.1%	17.0%

Q14. How many years have you lived in Columbia?

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	
<u>Q14 How many years live in Columbia</u>								
2=Under 3	4.6%	4.5%	3.1%	6.6%	4.0%	2.1%	10.5%	4.5%
5=3 to 5	11.2%	12.9%	20.1%	6.6%	6.9%	10.7%	16.2%	12.1%
10=6 to 10	17.3%	20.4%	29.6%	15.4%	6.9%	15.4%	26.7%	18.9%
15=11 to 15	16.8%	14.4%	15.7%	20.6%	8.9%	16.1%	15.2%	15.6%
20=16 to 20	10.7%	8.5%	8.2%	8.8%	12.9%	11.8%	4.8%	9.6%
30=21 to 30	18.4%	19.9%	16.4%	21.3%	20.8%	21.1%	13.3%	19.1%
31=31+	20.9%	19.4%	6.9%	20.6%	39.6%	22.9%	13.3%	20.2%

Q15. What is your age?

N=400

Q18 Gender of respondent		Age group			Voting		Total
Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
1	2	1	2	3	1	2	

Q15 What is your age

1=Under 35	46.0%	34.7%	100.0%	0.0%	0.0%	34.3%	54.3%	40.3%
2=35-44 years	15.2%	22.3%	0.0%	54.7%	0.0%	19.8%	16.2%	18.8%
3=45-54 years	13.1%	17.8%	0.0%	45.3%	0.0%	17.0%	13.3%	15.5%
4=55-64 years	12.1%	8.9%	0.0%	0.0%	41.6%	12.4%	5.7%	10.5%
5=65+ years	13.6%	15.8%	0.0%	0.0%	58.4%	16.3%	10.5%	14.8%
9=refuse	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	0.0%	0.3%

Q16. Did you vote in the 2004 Presidential Election?

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q16 Did you vote in 2004 Presidential election

1=Yes	96.5%	97.5%	95.7%	98.5%	97.0%	100.0%	100.0%	97.0%
2=No	3.0%	2.0%	3.7%	0.7%	3.0%	0.0%	0.0%	2.5%
9=refuse	0.5%	0.5%	0.6%	0.7%	0.0%	0.0%	0.0%	0.5%

Q17. Did you vote in the last Mayoral Election, which was in April 2004?

N=400	Q18 Gender of respondent		Age group			Voting		Total
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	

Q17 Did you vote last Mayoral election

1=Yes	68.2%	74.3%	60.9%	76.6%	80.2%	100.0%	0.0%	71.3%
2=No	28.8%	21.8%	35.4%	19.7%	16.8%	0.0%	88.6%	25.3%
9=refuse	3.0%	4.0%	3.7%	3.6%	3.0%	0.0%	11.4%	3.5%

Q18. Gender of the respondent:

N=400	<u>Q18 Gender of respondent</u>		<u>Age group</u>			<u>Voting</u>		<u>Total</u>
	Male	Female	Under 35	35 to 54	55+	Pres & Mayor	Pres only	
	1	2	1	2	3	1	2	
<u>Q18 Gender of respondent</u>								
1=Male	100.0%	0.0%	53.5%	45.9%	50.5%	47.3%	54.3%	49.5%
2=Female	0.0%	100.0%	46.5%	54.1%	49.5%	52.7%	45.7%	50.5%

Survey Instrument

Columbia 2005 Community Sales Tax Assessment Survey

Phone: _____

Interviewer: _____

Is _____ there? This is _____ calling for the City of Columbia. The City is considering the possibility of placing one or more issues on a November 2005 ballot to fund capital improvements in the City. The survey will take less than 10 minutes and we would appreciate your time. May I ask you a few questions?

Are You Registered to vote IN THE CITY OF COLUMBIA?

___(1) Yes - continue ___(2) No – end interview, we are seeking feedback from Columbia voters only

1. Prior to this call, did you know that the City of Columbia currently has a 1/8th of a cent sales tax dedicated to parks and recreation?

___(1) Yes ___(2) No

For your information, Columbia voters approved two 1/8 cent sales taxes for parks and recreation in 2000. One was a permanent tax increase. The other was a temporary increase for five years. Funding from the temporary sales tax was used for the acquisition and development of Stephens Lake Park. The temporary 1/8 cent sales tax will expire in March 2006 unless it is renewed by voters later this year.

2. I am going to read you a list of projects that could be funded with a continuation of the City's 1/8th of a cent sales tax for parks and recreation. Please indicate whether you would be very likely, somewhat likely, or not likely to vote in favor of renewing the 1/8th of a cents sales tax if the revenue were used to fund the following items. (Circle the corresponding number)

	Very <u>Likely</u>	Somewhat <u>Likely</u>	Not <u>Sure</u>	Not <u>Likely</u>
(A) Renovations and additions to existing City parks	1	2	3	4
(B) Development of new neighborhood parks	1	2	3	4
(C) Development of additional walking & biking trails for the City's greenbelt system	1	2	3	4
(D) Renovations to existing city pools	1	2	3	4
(E) The development of a new swimming pool in the southern part of the city at Twin Lakes ..	1	2	3	4
(F) Development of a multi-use facility that could be used jointly for the City's Farmer's Market and City recreation programs.....	1	2	3	4
(G) Development of outdoor athletic fields for baseball, softball, and soccer	1	2	3	4
(H) Development of an ice skating facility.....	1	2	3	4
(I) Development of a facility for indoor sports, such as basketball and volleyball	1	2	3	4

3. If the City presented voters with a ballot issue to fund one or more items on the list I just read, which THREE items would you like to see funded most?

1st choice: _____ 2nd Choice: _____ 3rd Choice: _____

4. Of the projects I just described, are there any that would cause you to definitely vote against renewing the parks sales tax if it were included on the ballot? (write letters in the space below. If they are opposed to all projects, use the letter "X" for their first choice and continue)

1st item: _____ 2nd item: _____ 3rd item: _____ 4th item: _____

12. In addition to a 1/8th cent sales tax for transportation, the City is considering an increase in the fees that are paid by new construction to fund road improvements in developing areas of the City. The City currently charges builders 10 cents per square foot on new construction. The City is considering a proposal to increase the development fee from 10 cents to 50 cents per square foot over five years. Knowing this, how likely would you be to vote in favor of gradually raising the City's development fee from 10 to 50 cents over a five year period?
 ___(1) very likely
 ___(2) somewhat likely
 ___(3) not sure
 ___(4) not likely

12a. [If Not Sure/Not Likely] How likely would you be to vote in favor of a gradually raising the City's development fee from 10 to 25 cents over a five year period?
 ___(1) very likely
 ___(2) somewhat likely
 ___(3) not sure
 ___(4) not likely

12b [If not sure or not likely ask] Why?: _____

13. If the City of Columbia gave voters an opportunity to vote on six issues at a single election next November, please indicate whether you would probably vote YES or NO on the following issues: (Read the list and the ask YES or NO for each item)

	<u>YES</u>	<u>NO</u>	<u>DK</u>
(A) Renewal of the City's 1/8 th cent for parks and recreation for improvements to <u>existing</u> parks, new neighborhood parks, and add trails to the City's greenbelt system.....	1	2	9
(B) Renewal of the City's 1/8 th cent for parks and recreation for new recreation facilities, such as a multi-use facility for the farmers market and City recreation programs	1	2	9
(C) Renewal of the City's 1/4 th cent sales tax for capital improvement to be used for public safety improvements	1	2	9
(D) Renewal of the City's 1/4 th cent sales tax for capital improvement to be used for street and sidewalk improvements	1	2	9
(E) A new 1/8 th cent sales tax for transportation improvements	1	2	9
(F) A increase in development fees from 10 to 50 cents per square foot	1	2	9

14. How many years have you lived in Columbia? _____ years

15. What is your age?

- ___(1) Under 35
 ___(2) 35-44 years
 ___(3) 45-54 years
 ___(4) 55-64 years
 ___(5) 65+ years

16. Did you vote in 2004 Presidential Election?

- ___(1) Yes ___(2) No ___(9) Don't remember

17. Did you vote in the last Mayoral Election, which was in April 2004?

- ___(1) Yes ___(2) No ___(9) Don't remember

18. Gender of the respondent: ___(1) Male ___(2) Female

This Concludes the Survey; The City of Columbia Thanks You For Your Input.