

Aquatics & Recreation District Formation Voter Survey Findings



Data collected March 2020

Report with Data Printout



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METHODS

- ▶ Objectives:
 - ✓ Assess likely level of support for potential District formation request
 - ✓ Identify how best to communicate District's benefits
- ▶ Telephone interviews with registered voters. 41% of interviews conducted on cell phones
- ▶ List: Voters in area similar to Library District, (includes Sandy, Boring, Eagle Creek, communities east to Alder Creek)
- ▶ Sample of 300. Worst-case reliability $\pm 5.7\%$.

► Respondent criteria:

- ✓ Lives in proposed District area
- ✓ Self-described as voter – 81% vote in every election; 14% in Primary & General; 5% Presidential only
- ✓ Gender (54%/45% female/male, 1% not identified). Final data weighted to balance female/male 50/50. Weighted n=303. (Difference compared to raw data is minimal)

► Interviews conducted March 6 to March 21, 2020

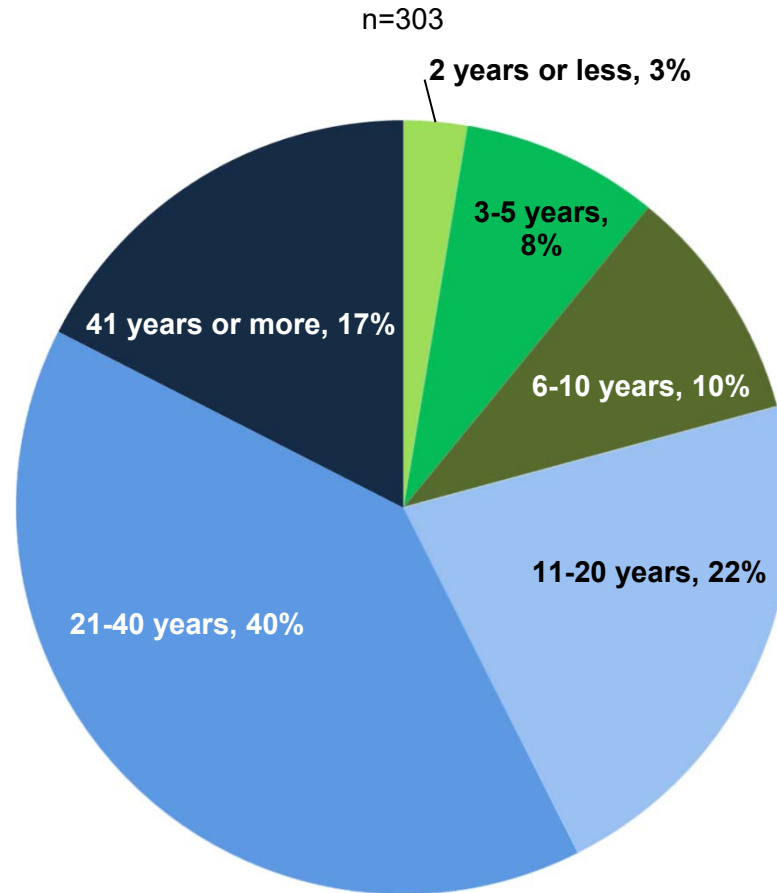
- ✓ Overlaps with rising Covid 19 virus concerns everywhere.

RESEARCH RESULTS

Respondent demographics

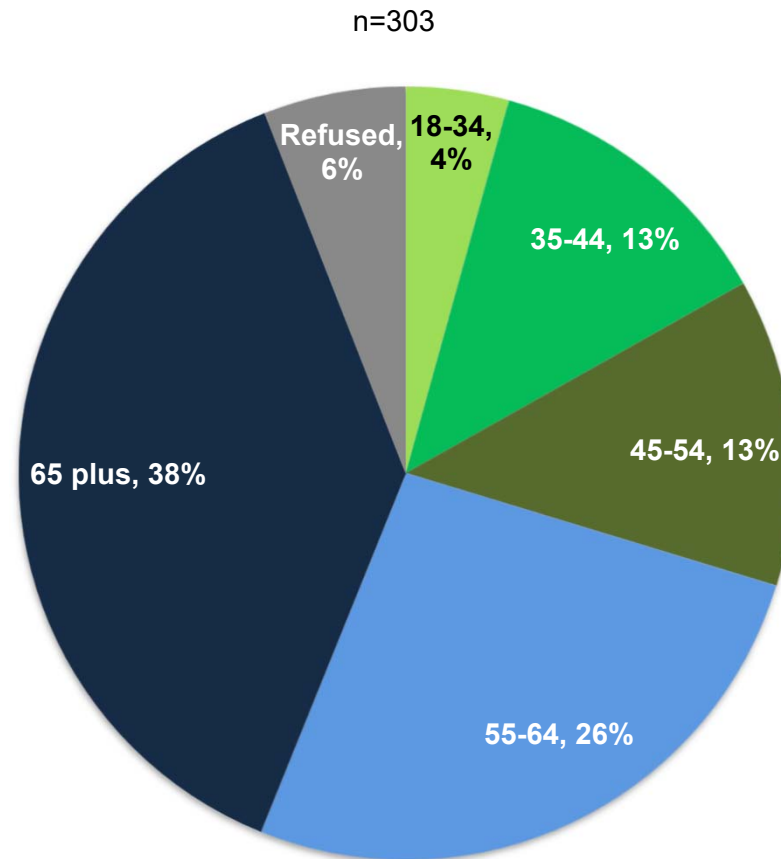
Most are long-time residents: Average is 27 years.

Q: How long have you lived in the City of Sandy or one of the surrounding communities?



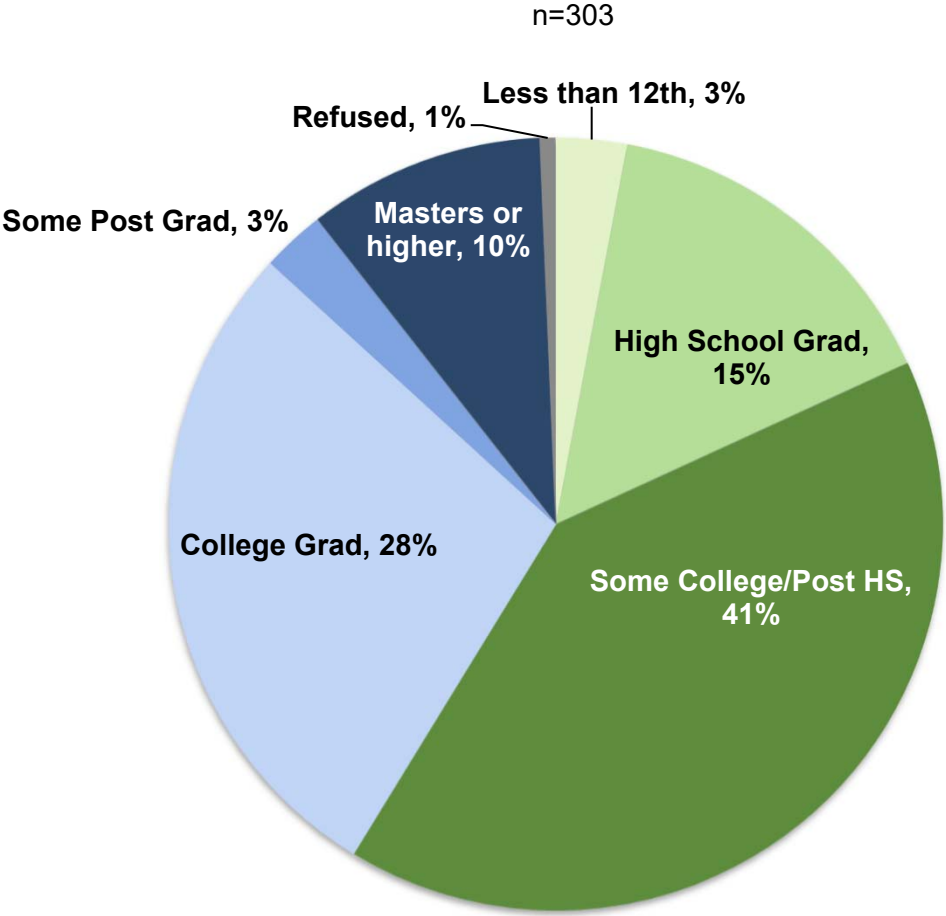
As expected, voters are also older. Average age is 60 years

Q: What is your age, please?



4 in 10 voters have a college degree, 8 in 10 at least some post-secondary education

Q: *What is the last year of education you had the opportunity to complete?*



Other demographics: A quarter have children at home & 9 in 10 are homeowners

- ▶ Homeownership: 90% own home
- ▶ Children under 18: 25% have children in home

Reaction to District formation request

INITIAL “ASK” DESCRIPTION

The City of Sandy and surrounding communities are organizing an effort to form an Aquatics and Recreation District to serve the residents of these communities.

As envisioned, the District would renovate and operate the currently closed Aquatics Center at the 40-acre Community Campus in Sandy. The improved Aquatics Center would include a renovated indoor pool for year-round use. The District would also offer a range of recreational programs, for example soccer, dance, and music, that are designed to serve all ages throughout the District.

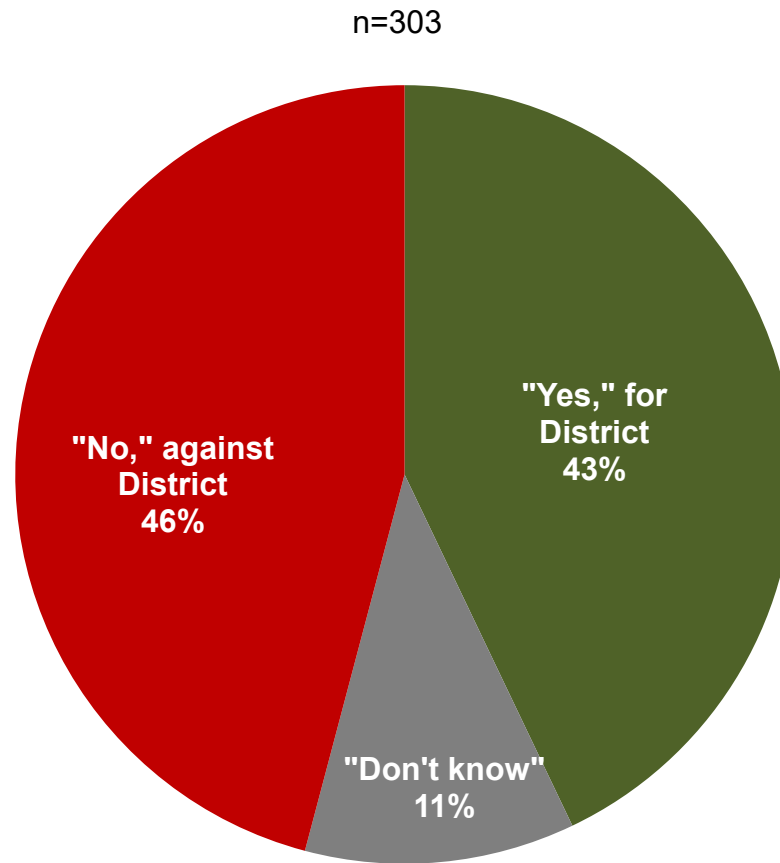
A “yes” vote would result in the creation of the District, along with the establishment of a permanent property tax rate of \$1.11 per thousand of assessed value, *not market value*. For property assessed at \$200,000, about average for residential property in the proposed District, the cost would be \$222 per year.

If the District is created, a 5-member board of directors would be elected to provide management and oversee future direction for the District.

THREE VOTING QUESTIONS

- ▶ If the election were held today, would you vote “yes” for the formation of an Aquatics and Recreation District or “no” against the formation of a District?
- ▶ ***If “don’t know:”*** If you had to make a decision today, would you say you are leaning toward voting *for* or *against* the formation of an Aquatics and Recreation District?
- ▶ ***If “yes:”*** District formation could be on the ballot as early as November 2020 and other funding measures may be on the ballot at that time. How strong is your support for the formation of an Aquatics and Recreation District? (very, somewhat, or not confident of voting “yes”).

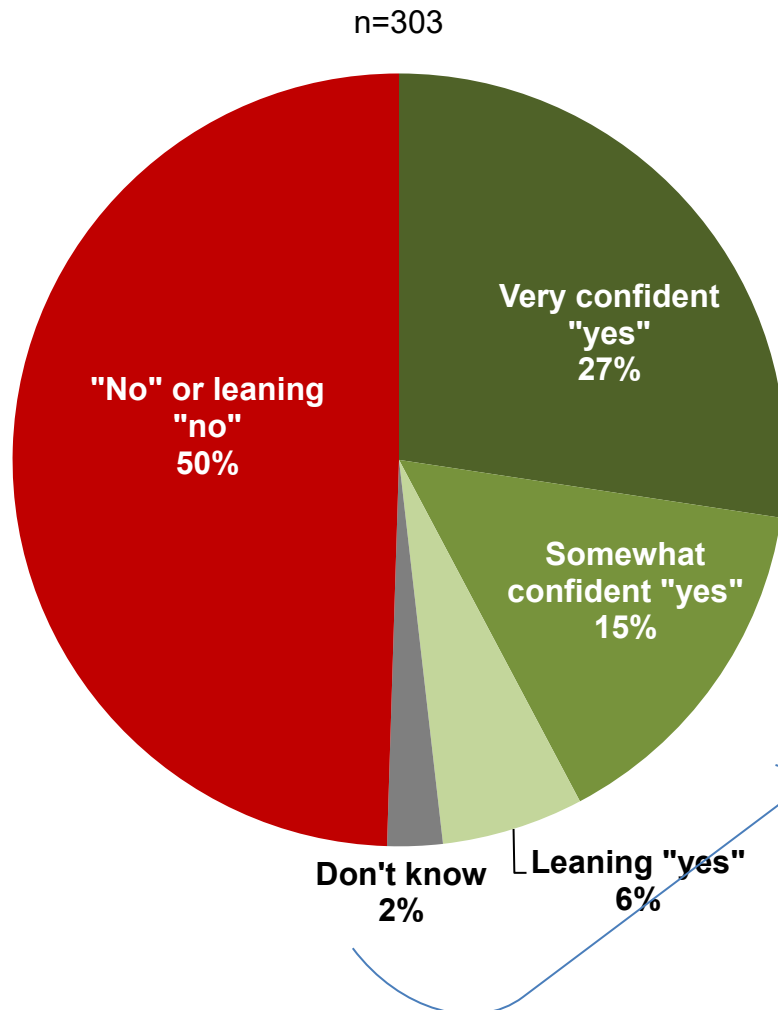
Initial support by only 43% of voters
(actual “yes” almost always lower than “initial yes”)



The disparity in voting preference between men & women is larger than typical — 22-point difference

- ▶ Women are much more likely to give initial support (54% initial “yes”) than are men (32%)
 - ✓ A gender differential in the 10-12 percentage point range on other money measures tested is more common
- ▶ Other voter segments more likely to initially indicate they would vote “yes:”
 - ✓ Voters under 65 (48%) more than 65 or older (39%)
 - ✓ Children in the household. Of those with a child under 18 at home, 66% “yes”
 - ✓ Lives in Sandy ZIP code 97055 (48%) compared to (35%) for those in other ZIP codes.

27% are “very confident” they will support District formation; 23% are Fence Sitters



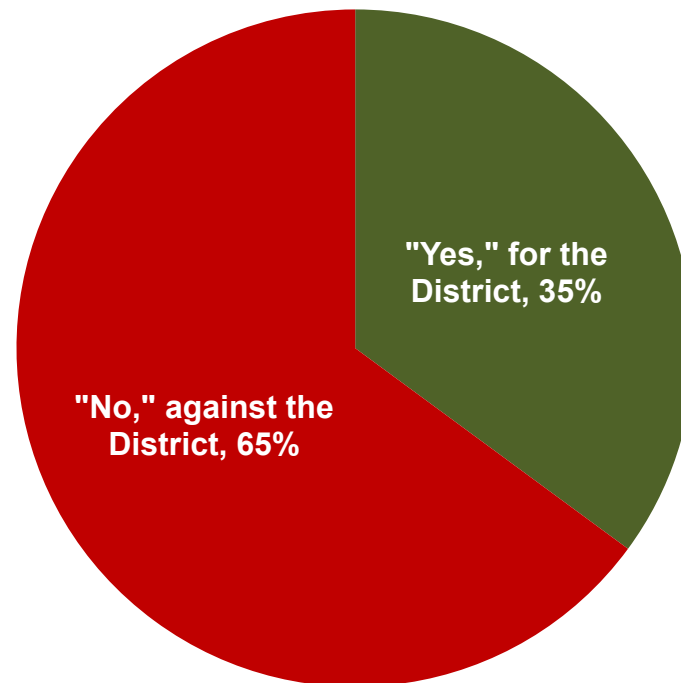
Fence Sitters are Voters who may support the bond but are not firmly committed to a “yes” vote, so may change mind. Getting information to **Fence Sitters** typically key to success

Fence Sitters = 23%
Somewhat confident (15%) +
Leaning “yes” (6%) +
Don't know (2%)

Projection indicates Aquatics & Recreation District formation is not likely to pass

Projection Assumptions:

- √All “*very confident*” voters (27%) will vote “yes”
- √1/3 of Fence Sitters (8%) will vote “yes”



Interpreting the projection

- ▶ The projection assumes minimal change in relevant factors including economic confidence of voters and general reputation of local government
- ▶ Economic confidence during survey period was low due to global pandemic conditions — even over the 2-week survey period, initial yes percentage declined by a few percentage points
- ▶ Historical trends suggest virtually no chance for passage in near future
- ▶ Aquatics-only District (discussed later in report) has a bit more potential but still has little chance until economic shock passes.

Reaction to District facts

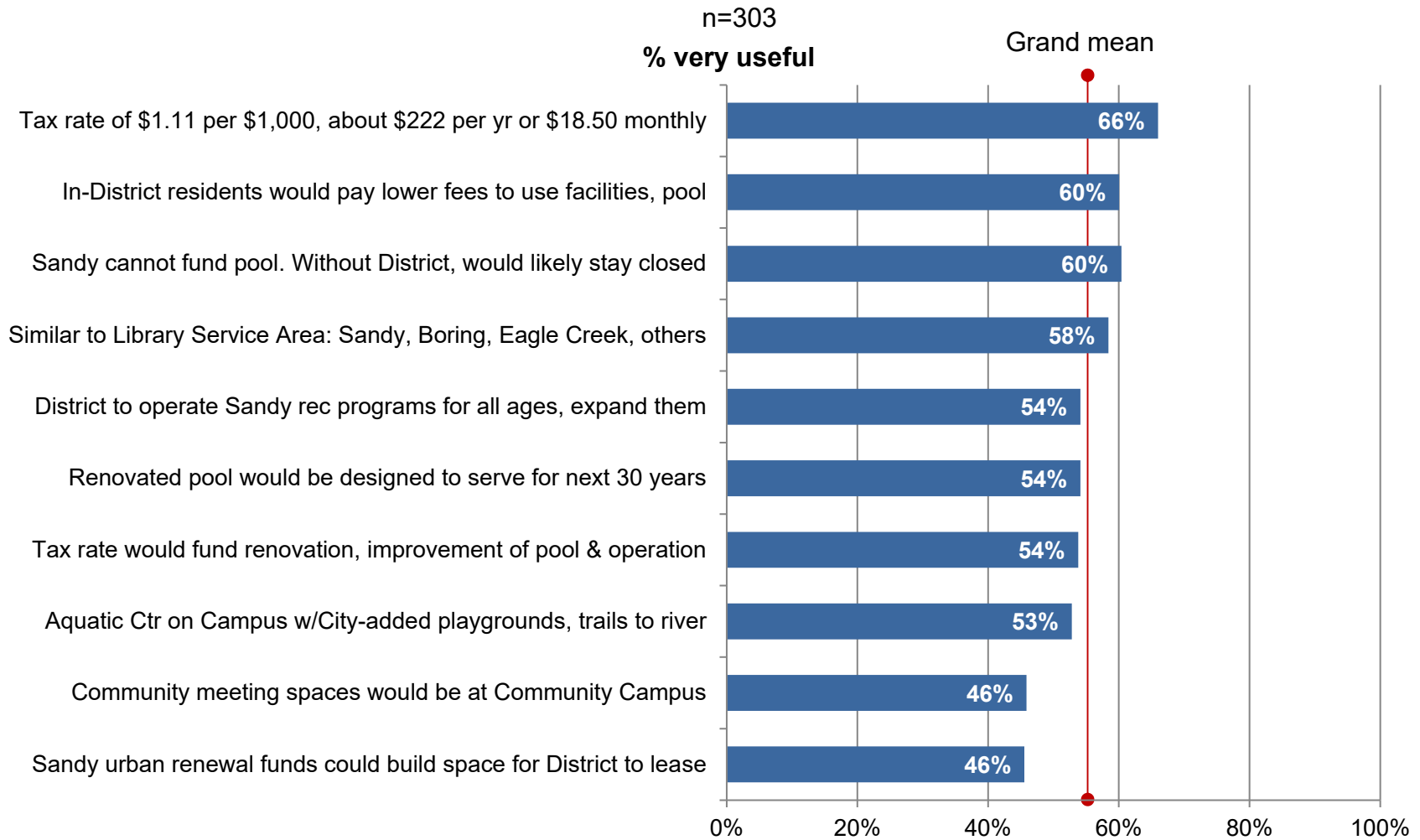
Now I am going to read you a series of factual statements regarding the proposed Aquatics and Recreation District. Regardless of how you currently believe you will vote, please rate how *useful the information seems to you* in clarifying whether or not you will vote for the formation of the District. For each statement please tell me whether it is *very useful, somewhat useful, not especially useful* information regarding formation of the District.

(Abbreviated statements shown in charts.
For complete context, see full text of fact statements.)

Full text of statements

- ▶ If approved, the District would have a property tax rate of \$1.11 per thousand of assessed value, not market value. For property assessed at \$200,000, the cost would be \$222 per year or \$18.50 a month
- ▶ Residents living in the District would pay lower fees than out-of-District residents to use District facilities, including the pool
- ▶ The City of Sandy does not have the funds necessary to renovate and operate the pool. If the Aquatics and Recreation District is not formed, the pool would likely be permanently closed
- ▶ The boundaries of the District would be similar to those of the Sandy Library Service Area and would include the City of Sandy as well as Boring, Eagle Creek, and communities east of Sandy to Alder Creek
- ▶ The City of Sandy would turn over operation of its current recreation programs to the proposed District and the District would expand the recreational programs offered, including programs for all ages
- ▶ The renovated pool would be designed to serve District residents for the next 30 years
- ▶ The proposed tax rate would fund the improvement and renovation of the current indoor pool at the Community Campus in Sandy, as well as ongoing operation of the pool
- ▶ The Aquatics Center would be located on Community Campus property that the City anticipates upgrading by adding features such as playgrounds and walking trails to the river
- ▶ Community meeting spaces would be available in the renovated building at the Community Campus
- ▶ If the District is formed, the City of Sandy anticipates using urban renewal funds to establish a community center on the campus with space that could be leased to the District for recreation programs

Most useful facts relate to costs & keeping pool open

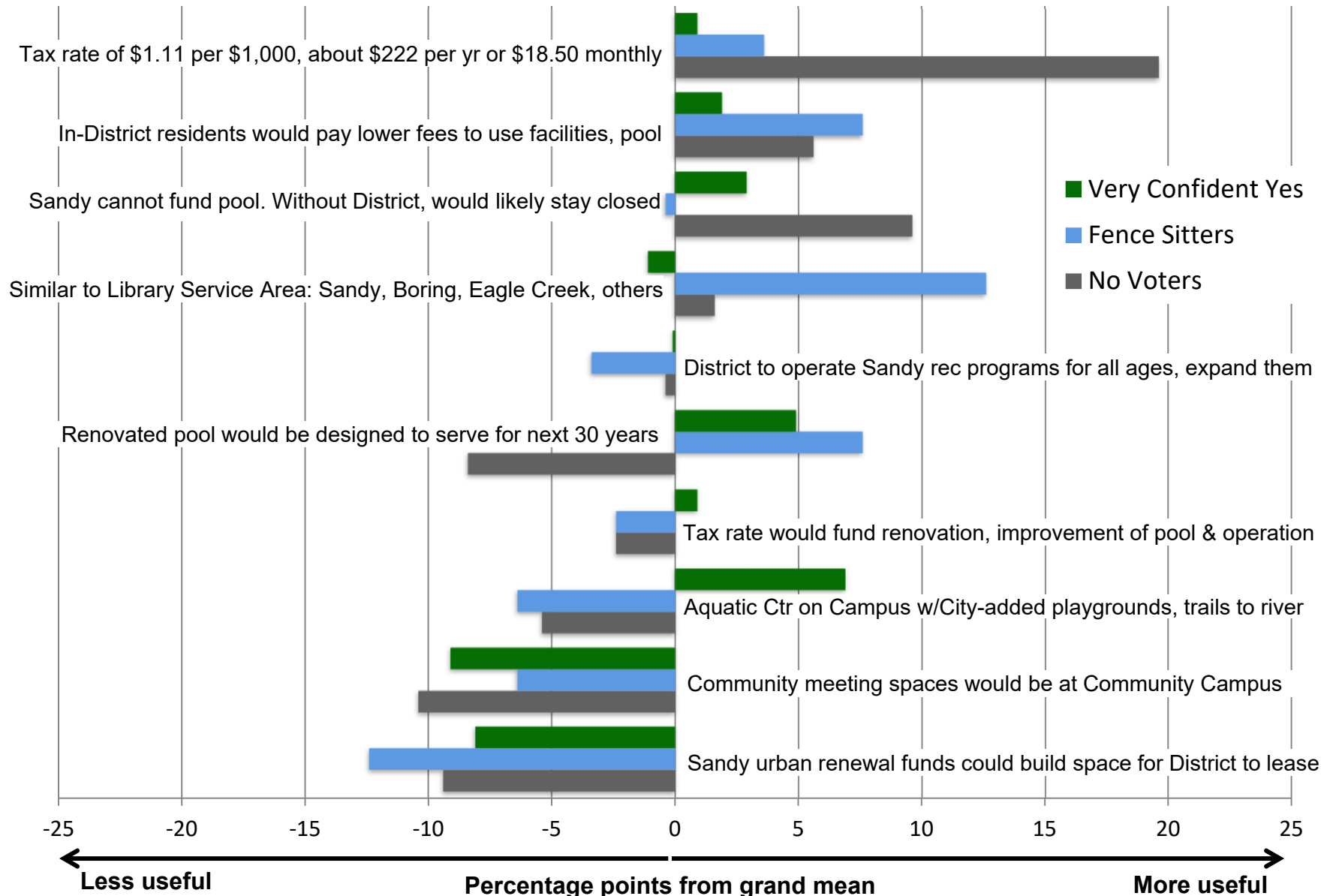


Normalize data to identify key messages

- ▶ Tendency for individuals or groups to rate all items higher or lower. Grand mean of very useful ratings by segment:
 - ✓ Very Confident (81%), Fence Sitters (66%), No (35%)
- ▶ To address issue, normalize data. 2 steps:
 - ✓ Determine “grand mean” – average of averages – for each segment
 - ✓ Determine how far above or below each statement’s rating is from grand mean
- ▶ Higher above grand mean, more important to communicate.

Opinions by voter segments

Very confident yes n=83; Fence sitters n=70; No voters n=150



Statements improve “yes” voter confidence, change opinion of some “unsure” or “no” voters

After District formation statements read...

- ▶ Some who initially said “no” or “unsure” change to saying “yes” — a theoretic 5-point swing toward initial “yes” overall (from 43% to 48%)
- ▶ Percentage of respondents who are “very confident” of “yes” vote rises just 2 points from 27% to 29%
- ▶ Real-world change likely to be less because not all voters will receive all information.

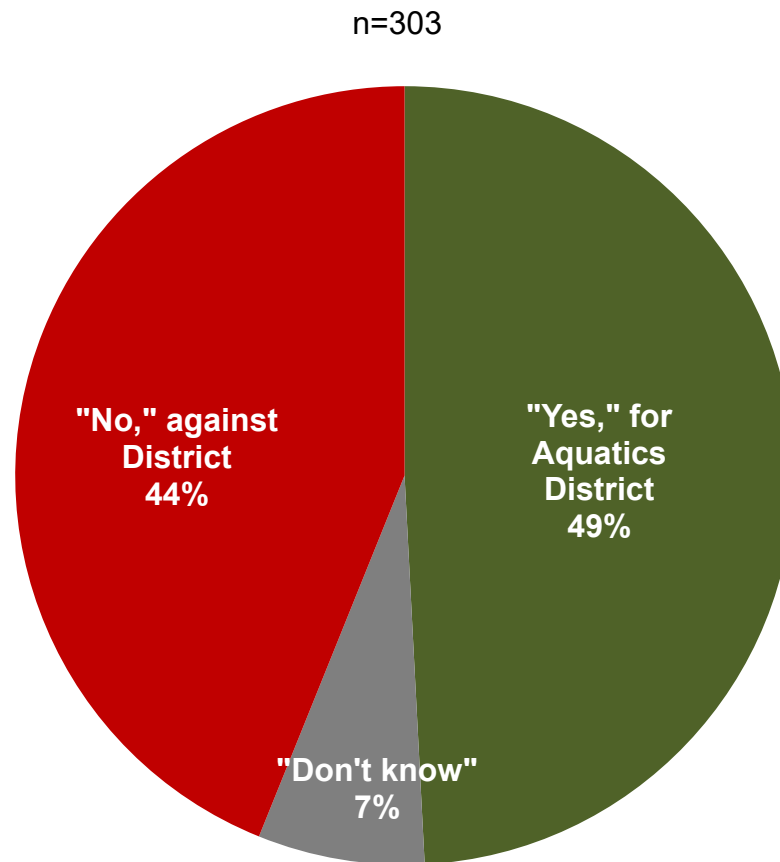
Aquatics-only follow up question:

Q: A different approach under consideration is to form just an Aquatics District with the sole purpose of renovating and operating the Aquatics Center at the Community Campus in Sandy. The current indoor pool would be renovated and staffed, but the District would offer no other recreational programs or amenities.

The tax rate associated with this type of District would be 67¢ per thousand of assessed value. For property valued at \$200,000 the cost would be \$134 per year rather than the \$222 per year for an Aquatics and Recreation District.

If voters are asked to form an Aquatics District, would you vote “yes” for the formation of an Aquatics District or “no” against the District?

Aquatics District gains just 6 more “yes” points over Aquatics & Recreation District (49% initial yes, compared to 43% — still low)



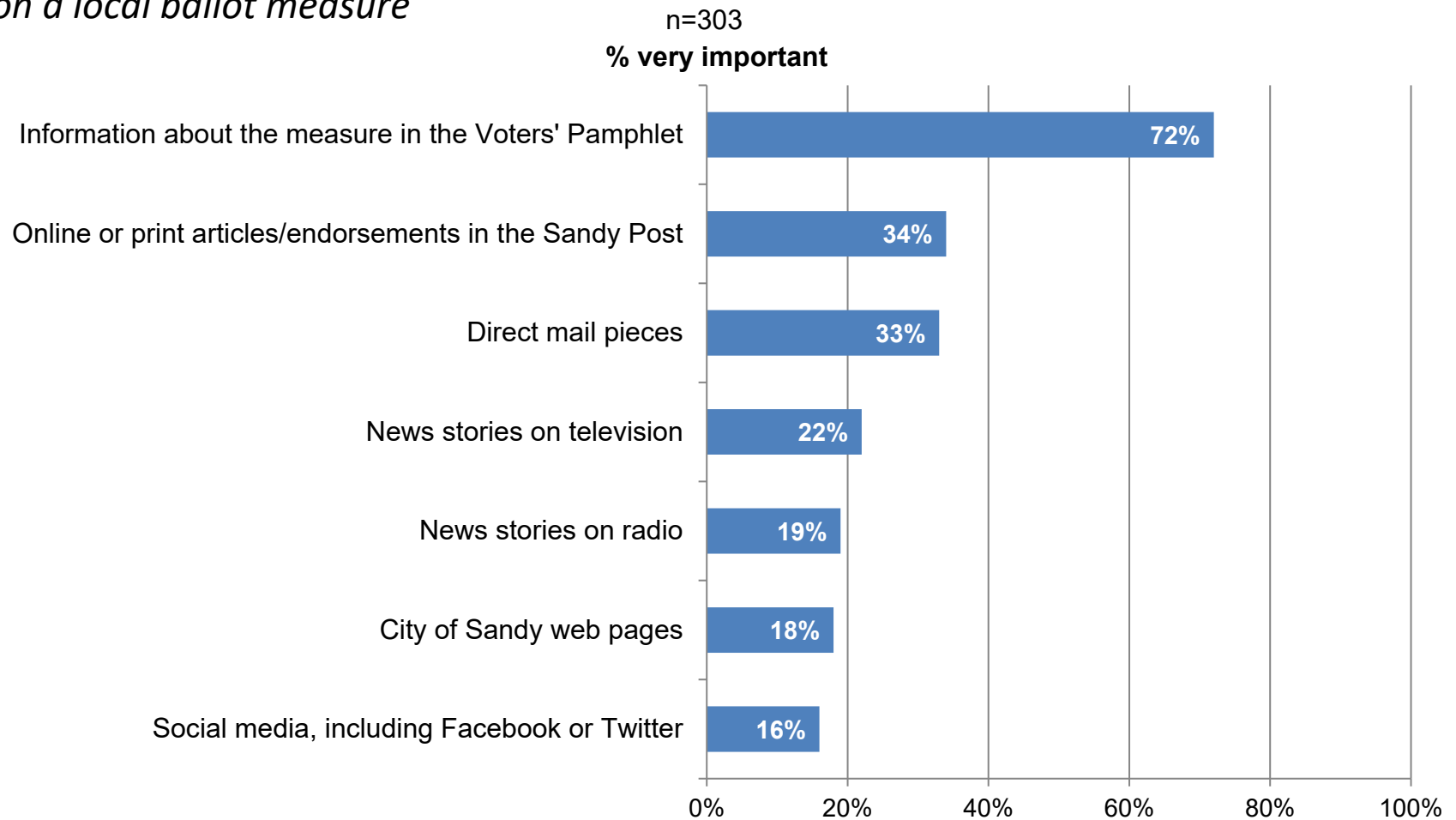
While Aquatics-only District earns a bit more support, passage will still be a challenge

- ▶ As shown, Aquatics District gains just 6 more “yes” points over Aquatics & Recreation District (49% initial yes, compared to 43% — still low)
- ▶ Under the most generous assumption (that those who switched to “no” for the lesser-cost District from “yes” on the more expensive one would have said “yes” if only one scenario were asked), the initial yes could be as high as 57%
 - ✓ That large a shift in the positive direction is very unlikely
 - ✓ Ignores likelihood that at least some no voters who said “yes” did so only in comparison (to encourage the lower cost option after hearing the more expensive one).

Information sources

Voters' Pamphlet key information source

Q: Now I want you to think specifically about how you learn about local elections. I am going to read you a list of possible sources of information. Please tell me if each source of information is very, somewhat, or not important when you are deciding how to vote on a local ballot measure



CONCLUSIONS & RECOMMENDATIONS

Economic uncertainty undermines likelihood of passing District formation

- ▶ Voters make decisions about measures impacting their own property taxes based on 3 factors:
 - ✓ Perceived community benefit of intended purpose
 - ✓ Trust in organization to use tax dollars wisely
 - ✓ Degree of personal economic confidence
- ▶ The issue that is hardest to control — economic confidence — makes voter-approval of an Aquatics & Recreation District unlikely in the near term.

World events in the Spring of 2020 make predictions especially challenging

- ▶ There is little historic comparison to the current economic situation, making forecasting difficult
 - ✓ Other than November 2008 election (shortly after a major market decline), voting results have met, or sometimes beaten, our projections
 - ✓ However, in '08, results in November were about 10 points below projections developed the previous May, when economic confidence was much higher
- ▶ In this case, significant economic (& health) anxiety was already present during the survey period
 - ✓ Without a return of reasonable economic confidence, we do not see a path to passage of either option.

Delay the vote & evaluate lower cost options

- ▶ Delay any District formation vote until pandemic disruption is passed
 - ✓ With economic rebound, better support can be expected from all groups, though passage is not assured
- ▶ Based on current data, Aquatics-only District, while still a challenge, has greater likelihood of passage
 - ✓ While “fence sitters” do consider the value of the benefit (as opposed to just the cost), difference between \$1.11 per thousand for Aquatics & Rec compared to 67¢ per thousand for Aquatics-alone is substantial.

Consider options in light of unlikely support for District in 2020

- ▶ Can City afford to maintain closed pool facility until a future when economic confidence returns?
 - ✓ If so, best chance may be 2022 or later, given the importance of younger voter support
- ▶ If City can afford to wait, then lay groundwork for a District-formation proposal
- ▶ Consider additional research, when economy improves, to further refine messaging
 - ✓ Particularly relevant for evaluating Aquatics-only approach, if selected
 - ✓ Develop descriptions, ballot explanations, & related communications materials based on research results.

For answers to questions or
more information, contact:

Campbell DeLong Resources, Inc.

Martha DeLong, MarthaD@cdri.com

John Campbell, John@cdri.com

(503) 221-2005

Appendix

Questionnaire

**AQUATICS AND RECREATION DISTRICT
2020 FORMATION ELECTION**

892

DATE _____

PHONE NUMBER _____

RESPONDENT NAME _____

INTERVIEWER _____

REASONS FOR TERMINATION

- Gender quota Q1
- Does not live in area Q2
- Not a registered voter..... Q3
- Rarely votes Q4

INTRODUCTION

(TO RANDOM HOUSEHOLD RESPONDENT:) Hello, I'm **(FIRST AND LAST NAME)** from Campbell DeLong Resources. We are conducting a brief study on *local* government. May I please speak with a (male/female) household member who is a registered voter? **(IF NECESSARY:** The survey will take no more than 12 minutes to complete.) **IF NOT AVAILABLE, MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.**

AS NECESSARY: This is strictly research. We are not selling anything, and your name will not be associated with your comments.

IF ASKING FOR MALE RESPONDENT: I need to speak to a male in the household because we need to interview an equal number of men and women and we have already reached our quota for women.

(TO NEW HOUSEHOLD RESPONDENT:) Hello, I'm **(FIRST AND LAST NAME)** from Campbell DeLong Resources. We are conducting a brief study on *local* government. **(IF NECESSARY:** The survey will take no more than 12 minutes to complete.)

AS NECESSARY: This is strictly research. We are not selling anything, and your name will not be associated with your comments.

SCREENING

First, I have just a couple of questions to determine if you are the appropriate person to talk with.

1. **GENDER. RECORD. DO NOT ASK. CHECK QUOTAS. AN APPROXIMATE 50/50 MALE/FEMALE QUOTA**

- Male1 **CONTINUE**
- Female2 **CONTINUE**
- Unable to determine.....3 **CONTINUE**

2. What is your ZIP code? **RECORD. CONFIRM SAME AS VOTER REGISTRATION LIST.**

- 970091
- 970222
- 970233
- 970554
- Other ZIP code, specify _____

ZIP CODE PROVIDED MUST MATCH ZIP CODE IN VOTER REGISTRATION LIST OR BE ZIP CODE LISTED ABOVE

IF REFUSES ZIP CODE SAY: We need this information just to confirm that you live in a specific area. This information is strictly confidential and will not be associated with your name or provided to other organizations. **IF CONTINUES TO REFUSE, POLITELY DISCONTINUE.**

3. Are you registered to vote in Oregon? **RECORD ONE ONLY.**

- Yes1 **CONTINUE**
- No2 **POLITELY DISCONTINUE**
- DO NOT READ:** Don't know9 **POLITELY DISCONTINUE**

4. Which one of the following statements *best* describes how often you typically vote. **READ CATEGORIES IN ORDER. RECORD ONE ONLY.**

- Every election, including all off-year May and November elections, no matter what's on the ballot1 **CONTINUE**
- Consistently in major May primaries and November general elections and sometimes in others2 **CONTINUE**
- In Presidential general elections, but less frequently in others3 **CONTINUE**
- Rarely in any election.....4 **POLITELY DISCONTINUE**
- DO NOT READ:** Don't know9 **POLITELY DISCONTINUE**

ATTITUDES TOWARD DISTRICT FORMATION

The City of Sandy and surrounding communities are organizing an effort to form an Aquatics and Recreation District to serve the residents of these communities.

As envisioned, the District would renovate and operate the currently closed Aquatics Center at the 40-acre Community Campus in Sandy. The improved Aquatics Center would include a renovated indoor pool for year-round use. The District would also offer a range of recreational programs, for example soccer, dance, and music, that are designed to serve all ages throughout the District.

A “yes” vote would result in the creation of the District, along with the establishment of a permanent property tax rate of \$1.11 per thousand of assessed value, *not market value*. For property assessed at \$200,000, about average for residential property in the proposed District, the cost would be \$222 per year.

If the District is created, a 5-member board of directors would be elected to provide management and oversee future direction for the District.

5A. If the election were held today, would you vote “yes” for the formation of an Aquatics and Recreation District or “no” against the formation of a District? **RECORD ONE ONLY.**

- | | | |
|---|---|-------------------|
| Yes, for the District formation | 1 | SKIP TO 5C |
| No, against the District formation | 2 | SKIP TO 6 |
| DO NOT READ: Don't know | 9 | ASK 5B |

5B. **IF DON'T KNOW IN 5A:** If you had to make a decision today, would you say you are leaning toward voting *for* or *against* the formation of an Aquatics and Recreation District? **RECORD ONE ONLY.**

- | | |
|--------------------------------------|---|
| Leaning toward yes | 1 |
| Leaning toward no..... | 2 |
| DO NOT READ: Don't know | 9 |

5c. **IF YES IN 5A:** District formation could be on the ballot as early as November 2020 and other funding measures may be on the ballot at that time. How strong is your support for the formation of an Aquatics and Recreation District? Would you say you are *very* confident, *somewhat* confident, or *not* confident that you will vote for the formation of this District? **RECORD ONE ONLY.**

- | | | | |
|-------------------------|---|--------------------------------------|---|
| Very confident | 1 | Not confident | 3 |
| Somewhat confident..... | 2 | DO NOT READ: Don't know | 9 |

USEFULNESS OF INFORMATION

6. **ASK ALL:** Now I am going to read you a series of factual statements regarding the proposed Aquatics and Recreation District. Regardless of how you currently believe you will vote, please rate how *useful the information seems to you* in clarifying whether or not you will vote for the formation of the District. For each statement please tell me whether it is *very useful, somewhat useful, not especially useful* information regarding formation of the District. **READ, RANDOMIZE LIST**

VERY SOMEWHAT NOT DK

- a. If approved, the District would have a property tax rate of \$1.11 per thousand of assessed value, *not market value*. For property assessed at \$200,000, the cost would be \$222 per year or \$18.50 a month 1 2 3 9
- b. The proposed tax rate would fund the improvement and renovation of the current indoor pool at the Community Campus in Sandy, as well as ongoing operation of the pool. 1 2 3 9
- c. The renovated pool would be designed to serve District residents for the next 30 years..... 1 2 3 9
- d. If the District is formed, the City of Sandy anticipates using urban renewal funds to establish a community center on the campus with space that could be leased to the District for recreation programs 1 2 3 9
- e. The Aquatics Center would be located on Community Campus property that the City anticipates upgrading by adding features such as playgrounds and walking trails to the river..... 1 2 3 9
- f. The City of Sandy would turn over operation of its current recreation programs to the proposed District and the District would expand the recreational programs offered, including programs for all ages 1 2 3 9
- g. Residents living in the District would pay lower fees than out-of-District residents to use District facilities, including the pool..... 1 2 3 9
- h. Community meeting spaces would be available in the renovated building at the Community Campus 1 2 3 9
- i. The boundaries of the District would be similar to those of the Sandy Library Service Area and would include the City of Sandy as well as Boring, Eagle Creek, and communities east of Sandy to Alder Creek..... 1 2 3 4
- j. The City of Sandy does not have the funds necessary to renovate and operate the pool. If the Aquatics and Recreation District is not formed, the pool would likely be permanently closed 1 2 3 4

DEMOGRAPHICS

Now I have a few final questions to help classify your responses.

10. How long have you lived in the City of Sandy or one of the surrounding communities? **RECORD IN YEARS. (IF LESS THAN ONE YEAR, RECORD AS "LESS THAN ONE YEAR.")**

_____ **YEARS**

LESS THAN ONE YEAR 98

DO NOT READ: Don't remember/don't know/refused 99

11. Do you own or rent your current home?

Own 1

Rent 2

Refused 9

12. Do you have any children under the age of 18 currently living in your home?

Yes 1

No 2

Refused 9

13. What is your age, please? **RECORD.**

_____ **YEARS**

14. And what is the last year of education you had the opportunity to complete? **RECORD. READ LIST ONLY IF NECESSARY.**

Less than 12th grade (not a high school graduate).. 1

High school graduate 2

Some college or other post-secondary education 3

College graduate 4

Some post-graduate 5

Master's degree or higher 6

Refused 9

VERIFY AND RECORD RESPONDENT FIRST NAME AND PHONE NUMBER. Thank you very much for participating in this survey.

2020 SANDY AQUATICS AND RECREATION DISTRICT VOTER SURVEY - WEIGHTED

1. Gender

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area	Child?	Education		ZIP		Survey Date	
		TOTAL	Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+	UND-ER 21YRS	Yes	No coll degr	Coll degr	97055	Other	March 6-11
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Male	152 50%	48 37%	88 63%	16 47%	32 39%	29 41%	91 61%	123 50%	20 47%	9 56%	152 100%	0 0%	94 55%	48 42%	66 51%	39 51%	92 52%	59 48%	93 49%	59 51%	77 53%	75 47%
Female	151 50%	82 63%	51 37%	18 53%	51 61%	41 59%	59 39%	121 50%	23 53%	7 44%	0 0%	151 100%	76 45%	67 58%	63 49%	37 49%	86 48%	64 52%	95 51%	56 49%	68 47%	83 53%

2. In what ZIP code are you registered to vote?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area	Child?	Education		ZIP		Survey Date	
		TOTAL	Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+	UND-ER 21YRS	Yes	No coll degr	Coll degr	97055	Other	March 6-11
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
97009	63 21%	20 15%	38 27%	5 15%	12 14%	12 17%	39 26%	50 20%	7 16%	6 38%	37 24%	26 17%	31 18%	29 25%	21 16%	14 18%	38 21%	25 20%	0 0%	63 55%	27 19%	36 23%
97022	51 17%	20 15%	23 17%	8 24%	13 16%	9 13%	29 19%	43 18%	8 19%	0 0%	21 14%	30 20%	28 16%	19 17%	24 19%	13 17%	27 15%	23 19%	0 0%	51 44%	28 19%	23 15%
97023	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	1 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%
97055	188 62%	90 69%	77 55%	21 62%	58 70%	49 70%	81 54%	150 61%	28 65%	10 63%	93 61%	95 63%	110 65%	67 58%	84 65%	49 64%	112 63%	75 61%	188 100%	0 0%	89 61%	99 63%

(Q3, not shown, is a qualifying question: "Are you registered to vote in the State of Oregon?" Respondent must say yes to continue.)

2020 SANDY AQUATICS AND RECREATION DISTRICT VOTER SURVEY - WEIGHTED

4. Which one of the following statements best describes how often you typically vote?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Every election	244 81%	101 78%	116 83%	27 79%	62 75%	57 81%	125 83%	244 100%	0 0%	0 0%	123 81%	121 80%	126 74%	104 90%	100 78%	49 64%	141 79%	101 82%	150 80%	94 82%	110 76%	134 85%
Consistently in primary and general	43 14%	22 17%	16 12%	5 15%	17 20%	8 11%	18 12%	0 0%	43 100%	0 0%	20 13%	23 15%	32 19%	8 7%	19 15%	19 25%	30 17%	13 11%	28 15%	15 13%	23 16%	20 13%
Presidential	16 5%	7 5%	7 5%	2 6%	4 5%	5 7%	7 5%	0 0%	0 0%	16 100%	9 6%	7 5%	12 7%	3 3%	10 8%	8 11%	7 4%	9 7%	10 5%	6 5%	12 8%	4 3%

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		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Yes, for the levy	130 43%	130 100%	0 0%	0 0%	83 100%	47 67%	0 0%	101 41%	22 51%	7 44%	48 32%	82 54%	82 48%	45 39%	67 52%	50 66%	73 41%	57 46%	90 48%	40 35%	64 44%	66 42%
No, against the levy	139 46%	0 0%	139 100%	0 0%	0 0%	0 0%	139 93%	116 48%	16 37%	7 44%	88 58%	51 34%	77 45%	49 43%	53 41%	22 29%	80 45%	57 46%	77 41%	62 54%	68 47%	71 45%
Don't know	34 11%	0 0%	0 0%	34 100%	0 0%	23 33%	11 7%	27 11%	5 12%	2 13%	16 11%	18 12%	11 6%	21 18%	9 7%	4 5%	25 14%	9 7%	21 11%	13 11%	13 9%	21 13%

2020 SANDY AQUATICS AND RECREATION DISTRICT VOTER SURVEY - WEIGHTED

5B. IF DON'T KNOW IN Q5A: If you had to make a decision today, would you say you are leaning toward voting for or against the formation of a District?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area	Child?	Education		ZIP		Survey Date	
		TOTAL	Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+	UND-ER 21YRS	Yes	No coll degr	Coll degr	97055	Other	March 6-11
Total	34	0	0	34	0	23	11	27	5	2	16	18	11	21	9	4	25	9	21	13	13	21
Leaning toward yes	16 47%	0 0%	0 0%	16 47%	0 0%	16 70%	0 0%	13 48%	2 40%	1 50%	10 63%	6 33%	6 55%	10 48%	6 67%	2 50%	11 44%	5 56%	13 62%	3 23%	5 38%	11 52%
Leaning toward no	11 32%	0 0%	0 0%	11 32%	0 0%	0 0%	11 100%	9 33%	2 40%	0 0%	3 19%	8 44%	4 36%	5 24%	2 22%	2 50%	8 32%	3 33%	4 19%	7 54%	5 38%	6 29%
Don't know	7 21%	0 0%	0 0%	7 21%	0 0%	7 30%	0 0%	5 19%	1 20%	1 50%	3 19%	4 22%	1 9%	6 29%	1 11%	0 0%	6 24%	1 11%	4 19%	3 23%	3 23%	4 19%

5C. IF YES IN 5A: District formation could be on the ballot as early as November 2020 and other funding measures may be on the ballot at that time. How strong is your support for the formation of an Aquatics and Recreation District? Would you say you are very confident, somewhat confident, or not confident that you will vote for the formation of this District?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area	Child?	Education		ZIP		Survey Date	
		TOTAL	Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+	UND-ER 21YRS	Yes	No coll degr	Coll degr	97055	Other	March 6-11
Total	130	130	0	0	83	47	0	101	22	7	48	82	82	45	67	50	73	57	90	40	64	66
Very confident	83 64%	83 64%	0 0%	0 0%	83 100%	0 0%	0 0%	62 61%	17 77%	4 57%	32 67%	51 62%	56 68%	26 58%	43 64%	38 76%	49 67%	34 60%	58 64%	25 63%	36 56%	47 71%
Somewhat confident	45 35%	45 35%	0 0%	0 0%	0 0%	45 96%	0 0%	38 38%	4 18%	3 43%	14 29%	31 38%	25 30%	18 40%	23 34%	12 24%	22 30%	23 40%	31 34%	14 35%	28 44%	17 26%
Not confident	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%	1 1%	0 0%	0 0%	1 2%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 3%	0 0%	1 2%
Don't know	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	1 5%	0 0%	1 2%	0 0%	0 0%	1 2%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 2%

2020 SANDY AQUATICS AND RECREATION DISTRICT VOTER SURVEY - WEIGHTED

6. Now I am going to read you a series of factual statements regarding the proposed Aquatics and Recreation District. Regardless of how you currently believe you will vote, please rate how useful the information seems to you in clarifying whether or not you will vote for the formation of the District...

6a. If approved, the District would have a property tax rate of \$1.11 per thousand of assessed value, not market value. For property assessed at \$200,000 the cost would be \$222 per year or \$18.50 a month.

###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UN- DER 21YRS	Child? Yes	Education		ZIP		Survey Date		
	Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20	
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very useful	200 66%	101 78%	78 56%	21 62%	68 82%	49 70%	83 55%	157 64%	32 74%	11 69%	95 63%	105 70%	126 74%	63 55%	89 69%	55 72%	115 65%	84 68%	133 71%	67 58%	96 66%	104 66%
Somewhat useful	45 15%	25 19%	15 11%	5 15%	14 17%	13 19%	18 12%	35 14%	9 21%	1 6%	22 14%	23 15%	21 12%	21 18%	20 16%	15 20%	27 15%	18 15%	26 14%	19 17%	18 12%	27 17%
Not useful	53 17%	4 3%	45 32%	4 12%	1 1%	5 7%	47 31%	47 19%	2 5%	4 25%	32 21%	21 14%	23 14%	26 23%	17 13%	6 8%	32 18%	20 16%	25 13%	28 24%	29 20%	24 15%
Unsure	5 2%	0 0%	1 1%	4 12%	0 0%	3 4%	2 1%	5 2%	0 0%	0 0%	3 2%	2 1%	0 0%	5 4%	3 2%	0 0%	4 2%	1 1%	4 2%	1 1%	2 1%	3 2%

6b. The proposed tax rate would fund the improvement and renovation of the current indoor pool at the Community Campus in Sandy, as well as ongoing operation of the pool.

###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UN- DER 21YRS	Child? Yes	Education		ZIP		Survey Date		
	Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20	
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very useful	163 54%	99 76%	47 34%	17 50%	68 82%	45 64%	50 33%	127 52%	28 65%	8 50%	74 49%	89 59%	95 56%	61 53%	74 57%	49 64%	97 54%	66 54%	110 59%	53 46%	72 50%	91 58%
Somewhat useful	67 22%	30 23%	25 18%	12 35%	14 17%	24 34%	29 19%	50 20%	10 23%	7 44%	37 24%	30 20%	37 22%	27 23%	31 24%	20 26%	35 20%	32 26%	39 21%	28 24%	34 23%	33 21%
Not useful	71 23%	0 0%	67 48%	4 12%	0 0%	1 1%	70 47%	66 27%	4 9%	1 6%	41 27%	30 20%	37 22%	26 23%	24 19%	7 9%	44 25%	25 20%	38 20%	33 29%	38 26%	33 21%
Unsure	2 1%	1 1%	0 0%	1 3%	1 1%	0 0%	1 1%	1 0%	1 2%	0 0%	0 0%	2 1%	1 1%	1 0%	0 0%	0 0%	2 1%	0 0%	1 1%	1 1%	1 1%	1 1%

2020 SANDY AQUATICS AND RECREATION DISTRICT VOTER SURVEY - WEIGHTED

6c. The renovated pool would be designed to serve District residents for the next 30 years.

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very useful	164 54%	107 82%	37 27%	20 59%	71 86%	52 74%	41 27%	127 52%	28 65%	9 56%	74 49%	90 60%	97 57%	58 50%	72 56%	50 66%	96 54%	68 55%	111 59%	53 46%	72 50%	92 58%
Somewhat useful	74 24%	22 17%	39 28%	13 38%	11 13%	18 26%	45 30%	58 24%	12 28%	4 25%	40 26%	34 23%	39 23%	33 29%	38 29%	16 21%	45 25%	29 24%	44 23%	30 26%	40 28%	34 22%
Not useful	63 21%	1 1%	62 45%	0 0%	1 1%	0 0%	62 41%	57 23%	3 7%	3 19%	38 25%	25 17%	34 20%	22 19%	19 15%	10 13%	35 20%	26 21%	32 17%	31 27%	32 22%	31 20%
Unsure	2 1%	0 0%	1 1%	1 3%	0 0%	0 0%	2 1%	2 1%	0 0%	0 0%	0 0%	2 1%	0 0%	2 2%	0 0%	0 0%	2 1%	0 0%	1 1%	1 1%	1 1%	1 1%

6d. If the District is formed, the City of Sandy anticipates using urban renewal funds to establish a community center on the campus with space that could be leased to the District for recreation programs.

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very useful	138 46%	87 67%	37 27%	14 41%	61 73%	38 54%	39 26%	107 44%	22 51%	9 56%	62 41%	76 50%	84 49%	47 41%	62 48%	43 57%	82 46%	56 46%	90 48%	48 42%	63 43%	75 47%
Somewhat useful	96 32%	39 30%	44 32%	13 38%	19 23%	27 39%	50 33%	72 30%	19 44%	5 31%	53 35%	43 28%	55 32%	36 31%	43 33%	24 32%	54 30%	42 34%	60 32%	36 31%	47 32%	49 31%
Not useful	65 21%	4 3%	57 41%	4 12%	3 4%	2 3%	60 40%	61 25%	2 5%	2 13%	35 23%	30 20%	30 18%	29 25%	23 18%	8 11%	38 21%	25 20%	34 18%	31 27%	33 23%	32 20%
Unsure	4 1%	0 0%	1 1%	3 9%	0 0%	3 4%	1 1%	4 2%	0 0%	0 0%	2 1%	2 1%	1 1%	3 3%	1 1%	1 1%	4 2%	0 0%	4 2%	0 0%	2 1%	2 1%

2020 SANDY AQUATICS AND RECREATION DISTRICT VOTER SURVEY - WEIGHTED

6e. The Aquatics Center would be located on the Community Campus property that the City anticipates upgrading by adding features such as playgrounds and walking trails to the river.

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very useful	160 53%	99 76%	41 29%	20 59%	73 88%	42 60%	45 30%	123 50%	29 67%	8 50%	70 46%	90 60%	94 55%	59 51%	71 55%	47 62%	92 52%	68 55%	103 55%	57 50%	74 51%	86 54%
Somewhat useful	72 24%	27 21%	37 27%	8 24%	9 11%	22 31%	41 27%	57 23%	9 21%	6 38%	40 26%	32 21%	40 24%	27 23%	36 28%	23 30%	38 21%	34 28%	43 23%	29 25%	33 23%	39 25%
Not useful	69 23%	4 3%	61 44%	4 12%	1 1%	6 9%	62 41%	63 26%	4 9%	2 13%	41 27%	28 19%	36 21%	28 24%	22 17%	6 8%	47 26%	20 16%	41 22%	28 24%	37 26%	32 20%
Unsure	2 1%	0 0%	0 0%	2 6%	0 0%	0 0%	2 1%	1 0%	1 2%	0 0%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%

6f. The City of Sandy would turn over operation of its current recreation programs to the proposed District and the District would expand the recreation programs offered, including programs for all ages.

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very useful	164 54%	99 76%	48 35%	17 50%	67 81%	44 63%	53 35%	130 53%	27 63%	7 44%	70 46%	94 62%	90 53%	64 56%	70 54%	49 64%	92 52%	72 59%	105 56%	59 51%	73 50%	91 58%
Somewhat useful	77 25%	27 21%	37 27%	13 38%	14 17%	22 31%	41 27%	58 24%	13 30%	6 38%	47 31%	30 20%	46 27%	28 24%	42 33%	21 28%	46 26%	31 25%	46 24%	31 27%	37 26%	40 25%
Not useful	60 20%	4 3%	52 37%	4 12%	2 2%	4 6%	54 36%	55 23%	3 7%	2 13%	34 22%	26 17%	33 19%	22 19%	17 13%	5 7%	39 22%	19 15%	36 19%	24 21%	33 23%	27 17%
Unsure	2 1%	0 0%	2 1%	0 0%	0 0%	0 0%	2 1%	1 0%	0 0%	1 6%	1 1%	1 1%	1 1%	1 1%	0 0%	1 1%	1 1%	1 1%	1 1%	1 1%	2 1%	0 0%

2020 SANDY AQUATICS AND RECREATION DISTRICT VOTER SURVEY - WEIGHTED

6g. Residents living in the District would pay lower fees than out-of-District residents to use District facilities, including the pool.

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very useful	182 60%	104 80%	57 41%	21 62%	69 83%	52 74%	61 41%	141 58%	30 70%	11 69%	83 55%	99 66%	108 64%	65 57%	75 58%	54 71%	105 59%	77 63%	119 63%	63 55%	82 57%	100 63%
Somewhat useful	57 19%	22 17%	26 19%	9 26%	11 13%	15 21%	31 21%	46 19%	9 21%	2 13%	30 20%	27 18%	29 17%	26 23%	30 23%	12 16%	36 20%	21 17%	32 17%	25 22%	25 17%	32 20%
Not useful	63 21%	4 3%	56 40%	3 9%	3 4%	2 3%	58 39%	56 23%	4 9%	3 19%	39 26%	24 16%	33 19%	23 20%	24 19%	10 13%	36 20%	25 20%	36 19%	27 23%	37 26%	26 16%
Unsure	1 0%	0 0%	0 0%	1 3%	0 0%	1 1%	0 0%	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%

6h. Community meeting spaces would be available in the renovated building at the Community Campus.

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very useful	139 46%	84 65%	32 23%	23 68%	60 72%	42 60%	37 25%	109 45%	24 56%	6 38%	61 40%	78 52%	74 44%	58 50%	57 44%	41 54%	84 47%	55 45%	93 49%	46 40%	63 43%	76 48%
Somewhat useful	84 28%	41 32%	37 27%	6 18%	21 25%	22 31%	41 27%	58 24%	18 42%	8 50%	44 29%	40 26%	52 31%	28 24%	42 33%	25 33%	44 25%	40 33%	57 30%	27 23%	42 29%	42 27%
Not useful	75 25%	5 4%	68 49%	2 6%	2 2%	4 6%	69 46%	73 30%	1 2%	1 6%	43 28%	32 21%	42 25%	26 23%	25 19%	10 13%	47 26%	26 21%	36 19%	39 34%	36 25%	39 25%
Unsure	5 2%	0 0%	2 1%	3 9%	0 0%	2 3%	3 2%	4 2%	0 0%	1 6%	4 3%	1 1%	2 1%	3 3%	5 4%	0 0%	3 2%	2 2%	2 1%	3 3%	4 3%	1 1%

2020 SANDY AQUATICS AND RECREATION DISTRICT VOTER SURVEY - WEIGHTED

6i. The boundaries of the District would be similar to those of the Sandy Library Service Area and would include the City of Sandy as well as Boring, Eagle Creek, and communities east of Sandy to Alder Creek.

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very useful	177 58%	102 78%	51 37%	24 71%	66 80%	55 79%	56 37%	140 57%	27 63%	10 63%	75 49%	102 68%	100 59%	69 60%	77 60%	56 74%	107 60%	70 57%	116 62%	61 53%	81 56%	96 61%
Somewhat useful	70 23%	24 18%	38 27%	8 24%	16 19%	11 16%	43 29%	54 22%	13 30%	3 19%	41 27%	29 19%	43 25%	23 20%	30 23%	13 17%	40 22%	30 24%	47 25%	23 20%	37 26%	33 21%
Not useful	50 17%	3 2%	46 33%	1 3%	1 1%	2 3%	47 31%	46 19%	3 7%	1 6%	31 20%	19 13%	26 15%	18 16%	18 14%	6 8%	30 17%	18 15%	24 13%	26 23%	23 16%	27 17%
Unsure	6 2%	1 1%	4 3%	1 3%	0 0%	2 3%	4 3%	4 2%	0 0%	2 13%	5 3%	1 1%	1 1%	5 4%	4 3%	1 1%	1 1%	5 4%	1 1%	5 4%	4 3%	2 1%

6j. The City of Sandy does not have the funds necessary to renovate and operate the pool. If the Aquatics and Recreation District is not formed, the pool would likely be permanently closed.

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very useful	183 60%	103 79%	63 45%	17 50%	70 84%	46 66%	67 45%	144 59%	30 70%	9 56%	92 61%	91 60%	105 62%	69 60%	83 64%	53 70%	105 59%	78 63%	118 63%	65 57%	88 61%	95 60%
Somewhat useful	48 16%	12 9%	27 19%	9 26%	4 5%	12 17%	32 21%	33 14%	9 21%	6 38%	23 15%	25 17%	27 16%	18 16%	15 12%	13 17%	25 14%	22 18%	29 15%	19 17%	22 15%	26 16%
Not useful	69 23%	15 12%	48 35%	6 18%	9 11%	10 14%	50 33%	64 26%	4 9%	1 6%	35 23%	34 23%	36 21%	27 23%	30 23%	10 13%	46 26%	22 18%	38 20%	31 27%	34 23%	35 22%
Unsure	3 1%	0 0%	1 1%	2 6%	0 0%	2 3%	1 1%	3 1%	0 0%	0 0%	2 1%	1 1%	2 1%	1 1%	1 1%	0 0%	2 1%	1 1%	3 2%	0 0%	1 1%	2 1%

2020 SANDY AQUATICS AND RECREATION DISTRICT VOTER SURVEY - WEIGHTED

7a. ASK ONLY OF THOSE WHO SAY "NO" OR "DON'T KNOW" IN Q5A: As I noted before, all of the statements I just read are true. Now that you have been provided with this information, if the election were held today, would you vote “yes” for the formation of an Aquatics and Recreation District or “no” against formation of the District?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	173	0	139	34	0	23	150	143	21	9	104	69	88	70	62	26	105	66	98	75	81	92
Yes, for the levy	16 9%	0 0%	5 4%	11 32%	0 0%	9 39%	7 5%	11 8%	4 19%	1 11%	4 4%	12 17%	8 9%	7 10%	6 10%	3 12%	10 10%	6 9%	8 8%	8 11%	6 7%	10 11%
No, against the levy	135 78%	0 0%	128 92%	7 21%	0 0%	2 9%	133 89%	114 80%	14 67%	7 78%	88 85%	47 68%	73 83%	50 71%	49 79%	22 85%	81 77%	53 80%	73 74%	62 83%	68 84%	67 73%
Don't know	22 13%	0 0%	6 4%	16 47%	0 0%	12 52%	10 7%	18 13%	3 14%	1 11%	12 12%	10 14%	7 8%	13 19%	7 11%	1 4%	14 13%	7 11%	17 17%	5 7%	7 9%	15 16%

7b. ASK ONLY OF THOSE WHO SAY "YES" IN Q5A: As I noted before, all of the statements I just read are true. Now that you have been provided with this information, how strong is your support for the formation of an Aquatics and Recreation District? Would you say you are very confident, somewhat confident, or not confident that you will vote for the formation of this District?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	130	130	0	0	83	47	0	101	22	7	48	82	82	45	67	50	73	57	90	40	64	66
Very confident	88 68%	88 68%	0 0%	0 0%	76 92%	12 26%	0 0%	68 67%	15 68%	5 71%	33 69%	55 67%	64 78%	23 51%	47 70%	42 84%	51 70%	37 65%	64 71%	24 60%	40 63%	48 73%
Somewhat confident	40 31%	40 31%	0 0%	0 0%	7 8%	33 70%	0 0%	31 31%	7 32%	2 29%	14 29%	26 32%	18 22%	20 44%	20 30%	8 16%	21 29%	19 33%	25 28%	15 38%	23 36%	17 26%
Not confident	2 2%	2 2%	0 0%	0 0%	0 0%	2 4%	0 0%	2 2%	0 0%	0 0%	1 2%	1 1%	0 0%	2 4%	0 0%	0 0%	1 1%	1 2%	1 1%	1 3%	1 2%	1 2%

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8. A different approach under consideration is to form just an Aquatics District with the sole purpose of renovating and operating the Aquatics Center at the Community Campus in Sandy. The current indoor pool would be renovated and staffed, but the District would offer no other recreational programs or amenities. The tax rate associated with this type of District would be 67 cents per thousand of assessed value. For property valued at \$200,000 the cost would be \$134 per year rather than the \$222 per year for an Aquatics and Recreation District. If voters are asked for form an Aquatics Districts, would you vote "yes" for the formation of an Aquatics District or "no" against formation of the District?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UN- DER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Yes, for the Aquatics District	149 49%	107 82%	30 22%	12 35%	69 83%	46 66%	34 23%	117 48%	26 60%	6 38%	60 39%	89 59%	86 51%	57 50%	74 57%	46 61%	88 49%	61 50%	101 54%	48 42%	72 50%	77 49%
No, against the Aquatics District	133 44%	18 14%	104 75%	11 32%	12 14%	13 19%	108 72%	111 45%	15 35%	7 44%	82 54%	51 34%	73 43%	49 43%	48 37%	29 38%	74 42%	57 46%	70 37%	63 55%	61 42%	72 46%
Don't know	21 7%	5 4%	5 4%	11 32%	2 2%	11 16%	8 5%	16 7%	2 5%	3 19%	10 7%	11 7%	11 6%	9 8%	7 5%	1 1%	16 9%	5 4%	17 9%	4 3%	12 8%	9 6%

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Q9. Now I want you to think specifically about how you learn about local elections. I am going to read you a list of possible sources of information. Please tell me if each source of information is very, somewhat, or not important when you are deciding how to vote on a local ballot measure.

9a. Online or print articles and endorsements in the Sandy Post

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND- ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very important	102 34%	49 38%	42 30%	11 32%	29 35%	28 40%	45 30%	86 35%	14 33%	2 13%	49 32%	53 35%	49 29%	47 41%	35 27%	20 26%	62 35%	40 33%	77 41%	25 22%	50 34%	52 33%
Somewhat important	95 31%	48 37%	35 25%	12 35%	30 36%	27 39%	38 25%	72 30%	16 37%	7 44%	52 34%	43 28%	60 35%	29 25%	51 40%	30 39%	57 32%	37 30%	58 31%	37 32%	51 35%	44 28%
Not important	98 32%	30 23%	58 42%	10 29%	22 27%	14 20%	62 41%	80 33%	13 30%	5 31%	48 32%	50 33%	55 32%	37 32%	38 29%	24 32%	57 32%	40 33%	50 27%	48 42%	40 28%	58 37%
Don't know	8 3%	3 2%	4 3%	1 3%	2 2%	1 1%	5 3%	6 2%	0 0%	2 13%	3 2%	5 3%	6 4%	2 2%	5 4%	2 3%	2 1%	6 5%	3 2%	5 4%	4 3%	4 3%

9b. News stories on radio

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND- ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very important	59 19%	22 17%	26 19%	11 32%	13 16%	17 24%	29 19%	45 18%	10 23%	4 25%	32 21%	27 18%	37 22%	20 17%	22 17%	13 17%	34 19%	25 20%	36 19%	23 20%	25 17%	34 22%
Somewhat important	119 39%	58 45%	46 33%	15 44%	37 45%	29 41%	53 35%	94 39%	20 47%	5 31%	64 42%	55 36%	70 41%	42 37%	63 49%	34 45%	76 43%	43 35%	75 40%	44 38%	62 43%	57 36%
Not important	123 41%	50 38%	67 48%	6 18%	33 40%	22 31%	68 45%	103 42%	13 30%	7 44%	56 37%	67 44%	63 37%	51 44%	44 34%	29 38%	66 37%	55 45%	75 40%	48 42%	57 39%	66 42%
Don't know	2 1%	0 0%	0 0%	2 6%	0 0%	2 3%	0 0%	2 1%	0 0%	0 0%	0 0%	2 1%	0 0%	2 2%	0 0%	0 0%	2 1%	0 0%	2 1%	0 0%	1 1%	1 1%

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9c. News stories on television

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very important	66 22%	37 28%	19 14%	10 29%	25 30%	20 29%	21 14%	52 21%	10 23%	4 25%	23 15%	43 28%	29 17%	33 29%	27 21%	21 28%	38 21%	28 23%	42 22%	24 21%	28 19%	38 24%
Somewhat important	111 37%	52 40%	44 32%	15 44%	27 33%	34 49%	50 33%	93 38%	12 28%	6 38%	56 37%	55 36%	62 36%	44 38%	55 43%	21 28%	67 38%	44 36%	72 38%	39 34%	54 37%	57 36%
Not important	123 41%	39 30%	75 54%	9 26%	29 35%	16 23%	78 52%	97 40%	21 49%	5 31%	72 47%	51 34%	77 45%	37 32%	46 36%	32 42%	72 40%	49 40%	72 38%	51 44%	63 43%	60 38%
Don't know	3 1%	2 2%	1 1%	0 0%	2 2%	0 0%	1 1%	2 1%	0 0%	1 6%	1 1%	2 1%	2 1%	1 1%	1 1%	2 3%	1 1%	2 2%	2 1%	1 1%	0 0%	3 2%

9d. Direct mail pieces

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very important	101 33%	44 34%	44 32%	13 38%	24 29%	30 43%	47 31%	82 34%	14 33%	5 31%	45 30%	56 37%	49 29%	46 40%	41 32%	25 33%	62 35%	39 32%	64 34%	37 32%	41 28%	60 38%
Somewhat important	108 36%	58 45%	37 27%	13 38%	40 48%	25 36%	43 29%	86 35%	17 40%	5 31%	54 36%	54 36%	60 35%	43 37%	47 36%	29 38%	60 34%	47 38%	67 36%	41 36%	55 38%	53 34%
Not important	92 30%	28 22%	56 40%	8 24%	19 23%	15 21%	58 39%	74 30%	12 28%	6 38%	52 34%	40 26%	60 35%	25 22%	40 31%	21 28%	55 31%	36 29%	55 29%	37 32%	49 34%	43 27%
Don't know	2 1%	0 0%	2 1%	0 0%	0 0%	0 0%	2 1%	2 1%	0 0%	0 0%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	2 1%	0 0%	0 0%	2 1%

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9e. Social media, including Facebook or Twitter

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very important	48 16%	31 24%	14 10%	3 9%	25 30%	9 13%	14 9%	38 16%	6 14%	4 25%	20 13%	28 19%	31 18%	14 12%	20 16%	19 25%	25 14%	23 19%	35 19%	13 11%	18 12%	30 19%
Somewhat important	58 19%	29 22%	24 17%	5 15%	20 24%	12 17%	26 17%	42 17%	14 33%	2 13%	24 16%	34 23%	44 26%	12 10%	27 21%	23 30%	32 18%	25 20%	40 21%	18 16%	29 20%	29 18%
Not important	193 64%	69 53%	98 71%	26 76%	37 45%	49 70%	107 71%	160 66%	23 53%	10 63%	105 69%	88 58%	94 55%	86 75%	78 60%	33 43%	120 67%	72 59%	111 59%	82 71%	96 66%	97 61%
Don't know	4 1%	1 1%	3 2%	0 0%	1 1%	0 0%	3 2%	4 2%	0 0%	0 0%	3 2%	1 1%	1 1%	3 3%	4 3%	1 1%	1 1%	3 2%	2 1%	2 2%	2 1%	2 1%

9f. Information about the measure in the Voters' Pamphlet

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very important	217 72%	94 72%	99 71%	24 71%	63 76%	49 70%	105 70%	175 72%	33 77%	9 56%	108 71%	109 72%	120 71%	83 72%	84 65%	58 76%	120 67%	96 78%	137 73%	80 70%	98 68%	119 75%
Somewhat important	62 20%	31 24%	23 17%	8 24%	16 19%	18 26%	28 19%	50 20%	8 19%	4 25%	31 20%	31 21%	37 22%	22 19%	36 28%	16 21%	40 22%	21 17%	37 20%	25 22%	33 23%	29 18%
Not important	21 7%	4 3%	16 12%	1 3%	3 4%	2 3%	16 11%	17 7%	2 5%	2 13%	11 7%	10 7%	11 6%	9 8%	7 5%	1 1%	16 9%	5 4%	12 6%	9 8%	13 9%	8 5%
Don't know	3 1%	1 1%	1 1%	1 3%	1 1%	1 1%	1 1%	2 1%	0 0%	1 6%	2 1%	1 1%	2 1%	1 1%	2 2%	1 1%	2 1%	1 1%	2 1%	1 1%	1 1%	2 1%

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9g. City of Sandy web pages

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area	Child?	Education		ZIP		Survey Date	
	TOTAL	Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+	UND-ER 21YRS	Yes	No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Very important	54 18%	38 29%	11 8%	5 15%	28 34%	15 21%	11 7%	42 17%	10 23%	2 13%	24 16%	30 20%	38 22%	15 13%	32 25%	24 32%	36 20%	18 15%	43 23%	11 10%	22 15%	32 20%
Somewhat important	71 23%	39 30%	24 17%	8 24%	22 27%	23 33%	26 17%	59 24%	7 16%	5 31%	28 18%	43 28%	48 28%	21 18%	37 29%	23 30%	40 22%	31 25%	53 28%	18 16%	42 29%	29 18%
Not important	172 57%	53 41%	102 73%	17 50%	33 40%	29 41%	110 73%	138 57%	26 60%	8 50%	98 64%	74 49%	82 48%	75 65%	58 45%	28 37%	98 55%	72 59%	90 48%	82 71%	78 54%	94 59%
Don't know	6 2%	0 0%	2 1%	4 12%	0 0%	3 4%	3 2%	5 2%	0 0%	1 6%	2 1%	4 3%	2 1%	4 3%	2 2%	1 1%	4 2%	2 2%	2 1%	4 3%	3 2%	3 2%

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10. How long have you lived in the City of Sandy or one of the surrounding communities?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Less than 1 year	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	1 2%	0 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%	1 1%	0 0%	1 1%	0 0%
1-2 years	7 2%	2 2%	4 3%	1 3%	2 2%	1 1%	4 3%	5 2%	1 2%	1 6%	3 2%	4 3%	3 2%	3 3%	7 5%	1 1%	4 2%	3 2%	6 3%	1 1%	2 1%	5 3%
3-5 years	25 8%	13 10%	11 8%	1 3%	10 12%	4 6%	11 7%	19 8%	5 12%	1 6%	11 7%	14 9%	20 12%	5 4%	25 19%	11 14%	18 10%	7 6%	18 10%	7 6%	11 8%	14 9%
6-10 years	30 10%	16 12%	11 8%	3 9%	13 16%	4 6%	13 9%	23 9%	5 12%	2 13%	14 9%	16 11%	23 14%	3 3%	30 23%	10 13%	17 10%	12 10%	19 10%	11 10%	17 12%	13 8%
11-20 years	66 22%	36 28%	26 19%	4 12%	18 22%	22 31%	26 17%	53 22%	7 16%	6 38%	37 24%	29 19%	36 21%	25 22%	66 51%	20 26%	39 22%	27 22%	40 21%	26 23%	25 17%	41 26%
21-40 years	121 40%	45 35%	61 44%	15 44%	31 37%	25 36%	65 43%	101 41%	15 35%	5 31%	61 40%	60 40%	66 39%	48 42%	0 0%	27 36%	60 34%	60 49%	73 39%	48 42%	62 43%	59 37%
41 years or more	53 17%	18 14%	25 18%	10 29%	9 11%	14 20%	30 20%	43 18%	9 21%	1 6%	25 16%	28 19%	21 12%	31 27%	0 0%	7 9%	40 22%	13 11%	31 16%	22 19%	27 19%	26 16%
Mean	27.1	24.5	28.1	32.7	22.4	29.4	28.5	27.6	26.7	20.1	27.1	27.1	24.3	31.7	11.1	22.2	28.3	25.4	26.8	27.5	28.0	26.2
Median	26.5	20.0	30.0	35.0	20.0	27.0	30.0	28.0	28.0	16.0	27.0	26.0	22.0	30.0	11.5	20.0	27.0	25.0	25.0	29.5	30.0	23.0

11. Do you own or rent your current home?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Own	273 90%	112 86%	129 93%	32 94%	72 87%	62 89%	139 93%	221 91%	38 88%	14 88%	137 90%	136 90%	153 90%	105 91%	109 84%	69 91%	158 89%	114 93%	170 90%	103 90%	132 91%	141 89%
Rent	25 8%	17 13%	7 5%	1 3%	10 12%	7 10%	8 5%	19 8%	4 9%	2 13%	12 8%	13 9%	16 9%	8 7%	19 15%	7 9%	18 10%	7 6%	15 8%	10 9%	11 8%	14 9%
Refused	5 2%	1 1%	3 2%	1 3%	1 1%	1 1%	3 2%	4 2%	1 2%	0 0%	3 2%	2 1%	1 1%	2 2%	1 1%	0 0%	2 1%	2 2%	3 2%	2 2%	2 1%	3 2%

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12. Do you have any children under the age of 18 currently living in your home?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Yes	76 25%	50 38%	22 16%	4 12%	38 46%	14 20%	24 16%	49 20%	19 44%	8 50%	39 26%	37 25%	69 41%	6 5%	42 33%	76 100%	43 24%	33 27%	49 26%	27 23%	38 26%	38 24%
No	224 74%	80 62%	115 83%	29 85%	45 54%	56 80%	123 82%	192 79%	24 56%	8 50%	112 74%	112 74%	101 59%	109 95%	85 66%	0 0%	135 76%	88 72%	138 73%	86 75%	106 73%	118 75%
Refused	3 1%	0 0%	2 1%	1 3%	0 0%	0 0%	3 2%	3 1%	0 0%	0 0%	1 1%	2 1%	0 0%	0 0%	2 2%	0 0%	0 0%	2 2%	1 1%	2 2%	1 1%	2 1%

13. What is your age, please?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UND-ER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
18 to 34	13 4%	9 7%	3 2%	1 3%	4 5%	6 9%	3 2%	6 2%	3 7%	4 25%	7 5%	6 4%	13 8%	0 0%	7 5%	9 12%	8 4%	5 4%	7 4%	6 5%	5 3%	8 5%
35 to 44	38 13%	23 18%	13 9%	2 6%	22 27%	2 3%	14 9%	25 10%	11 26%	2 13%	23 15%	15 10%	38 22%	0 0%	22 17%	33 43%	23 13%	15 12%	31 16%	7 6%	21 14%	17 11%
45 to 54	39 13%	17 13%	22 16%	0 0%	10 12%	7 10%	22 15%	30 12%	6 14%	3 19%	19 13%	20 13%	39 23%	0 0%	22 17%	18 24%	21 12%	18 15%	23 12%	16 14%	16 11%	23 15%
55 to 64	80 26%	33 25%	39 28%	8 24%	20 24%	18 26%	42 28%	65 27%	12 28%	3 19%	45 30%	35 23%	80 47%	0 0%	32 25%	9 12%	50 28%	30 24%	49 26%	31 27%	43 30%	37 23%
65 plus	115 38%	45 35%	49 35%	21 62%	26 31%	35 50%	54 36%	104 43%	8 19%	3 19%	48 32%	67 44%	0 0%	115 100%	36 28%	6 8%	70 39%	45 37%	67 36%	48 42%	52 36%	63 40%
Refused	18 6%	3 2%	13 9%	2 6%	1 1%	2 3%	15 10%	14 6%	3 7%	1 6%	10 7%	8 5%	0 0%	0 0%	10 8%	1 1%	6 3%	10 8%	11 6%	7 6%	8 6%	10 6%
Mean	60.2	58.1	60.7	66.5	56.6	62.8	61.1	62.3	52.6	49.0	58.0	62.3	50.8	74.1	56.1	45.6	60.5	59.7	59.6	61.2	60.1	60.3
SD	14.7	15.6	13.8	12.5	15.2	15.3	13.6	13.8	15.1	15.7	14.1	15.0	10.3	7.1	14.5	10.6	15.1	14.0	15.3	13.6	14.3	15.1

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14. And what is the last year of education you had the opportunity to complete?

	###	Initial vote			Key voters			Vote Freq			Gender		Age		Live in Sandy area UN- DER 21YRS	Child? Yes	Education		ZIP		Survey Date	
		Yes	No	Don't know	Very Confi	Fence Sit	No	Every	Prim/gen	Pres	Male	Female	Under 65	65+			No coll degr	Coll degr	97055	Other	March 6-11	March 12-20
Total	303	130	139	34	83	70	150	244	43	16	152	151	170	115	129	76	178	123	188	115	145	158
Less than 12th grade (not a high school graduate)	9 3%	3 2%	4 3%	2 6%	2 2%	2 3%	5 3%	6 2%	2 5%	1 6%	6 4%	3 2%	4 2%	5 4%	4 3%	1 1%	9 5%	0 0%	6 3%	3 3%	4 3%	5 3%
High school graduate	46 15%	21 16%	16 12%	9 26%	13 16%	17 24%	16 11%	32 13%	10 23%	4 25%	21 14%	25 17%	27 16%	17 15%	21 16%	12 16%	46 26%	0 0%	29 15%	17 15%	25 17%	21 13%
Some college or other post-secondary education	123 41%	49 38%	60 43%	14 41%	34 41%	22 31%	67 45%	103 42%	18 42%	2 13%	65 43%	58 38%	71 42%	48 42%	53 41%	30 39%	123 69%	0 0%	77 41%	46 40%	58 40%	65 41%
College graduate	85 28%	38 29%	40 29%	7 21%	24 29%	18 26%	43 29%	66 27%	11 26%	8 50%	42 28%	43 28%	51 30%	27 23%	32 25%	23 30%	0 0%	85 69%	51 27%	34 30%	41 28%	44 28%
Some post-graduate	8 3%	2 2%	6 4%	0 0%	0 0%	2 3%	6 4%	8 3%	0 0%	0 0%	3 2%	5 3%	3 2%	4 3%	4 3%	2 3%	0 0%	8 7%	6 3%	2 2%	3 2%	5 3%
Master's degree or higher	30 10%	17 13%	11 8%	2 6%	10 12%	9 13%	11 7%	27 11%	2 5%	1 6%	14 9%	16 11%	14 8%	14 12%	14 11%	8 11%	0 0%	30 24%	18 10%	12 10%	14 10%	16 10%
Refused	2 1%	0 0%	2 1%	0 0%	0 0%	0 0%	2 1%	2 1%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	2 1%