

DATE: July 2, 2015

TO: Terry Floyd
City of Norman

FROM: Pat McFerron
President
Cole Hargrave Snodgrass & Associates, Inc.

RE: A Survey of 500 Voters in Norman, Oklahoma
Interviewing conducted June 9-15, 2015
Margin of error: +/- 4.3%

Cole Hargrave Snodgrass & Associates is pleased to present this executive summary of its recent study of registered voters in Norman.

The study shows Norman voters embrace a comprehensive quality of life package at this time. They are not dissuaded by arguments about other priorities or the need to vote on projects individually. We see a belief that this type of an election is more important to voters than when electing individuals, and it has the potential to encourage voters whom have not previously participated in municipal elections to get involved. It should be noted, however, that even among those who have voted in five or more local elections in the last few years, there is strong support.

In addition to this executive summary, we have also provided a tabulated questionnaire, full cross-tabulations and a formal presentation of findings.

KEY FINDINGS

- More than two-thirds of Norman voters support a ½ cent sales tax increase to last 15 years for a quality of life package. Most striking is that only 26% oppose the package and that 48% say they will “definitely” vote yes.
- While the package has its strongest support from those who have not participated in recent local elections (75% voting yes vs. 18% voting no), strong support exists among the most fervent voters (61% yes vs. 32% no) as well as those with more spotty poll attendance in local elections (64% yes vs. 32% no). Younger and more affluent voters lead the charge for the package, though all groups are supportive including those over 65 (53% yes vs. 37% no). All income groups show at least 2-to-1 support over opposition.
- When individually tested, all projects start with at least 55% support (the Expo Center).
- While still supported by 57% without the explanation, informing voters that the indoor aquatics center will partner with local entities and be operated by the YMCA makes it much more popular (75%). Similarly, we see support for the indoor rec center go from 66% to 72% when made aware it would replace the WWII hangar.

- Voters are more supportive of improvements to the library system when packaged together (71% voting yes) than when the central library (56% voting yes) and east branch (65% voting yes) are tested separately.
- We see support for converting a portion of the existing library into a senior center, though most residents do not have a preference between this and a new facility. Only 12% of voters want an entirely new facility.
- Tax sensitivity is at a historic low – only 22% believe sales tax is too high and only 39% feel such about property taxes. Given this difference, it is no surprise voters overwhelmingly support paying for this package through sales, not property, tax.
- Fully 63% of all voters support extending the sales tax in order to fund operations and maintenance. Just a quarter (26%) are against that idea, most of which are against the package regardless.
- After hearing arguments both for a comprehensive package and for voting on projects individually, voters are close to evenly divided. We tend to see those who support the projects in favor of a comprehensive package while those opposed wanting to vote on them individually.



A Survey of 500 Registered Voters in Norman

Margin of error: +/- 4.3%

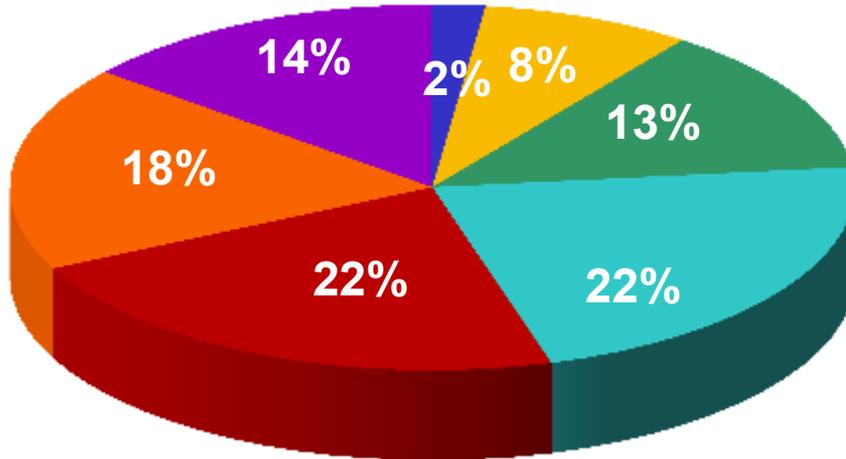
Interviewing Conducted

June 9-15, 2015

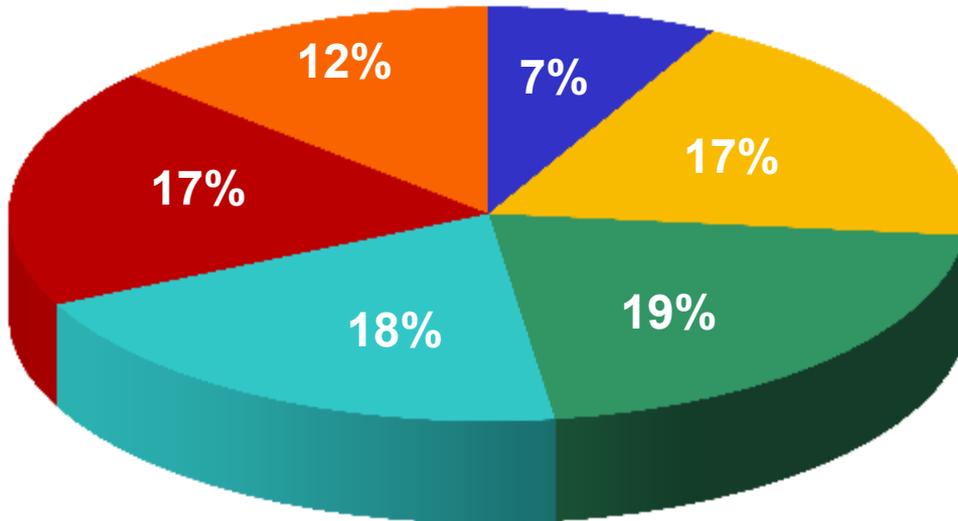
by

*Cole Hargrave
Snodgrass & Associates*

Demographics

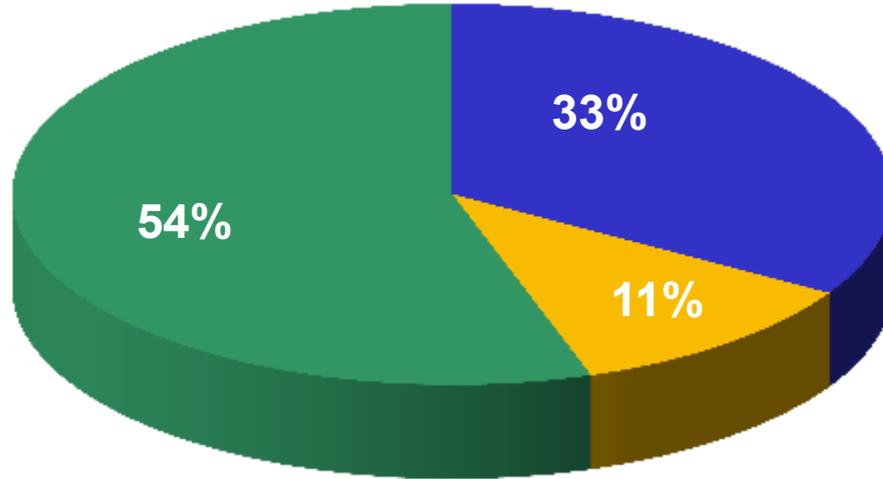


- ### Age
- 18 - 24
 - 25 - 34
 - 35 - 44
 - 45 - 54
 - 55 - 64
 - 65 - 74
 - 75 & Over



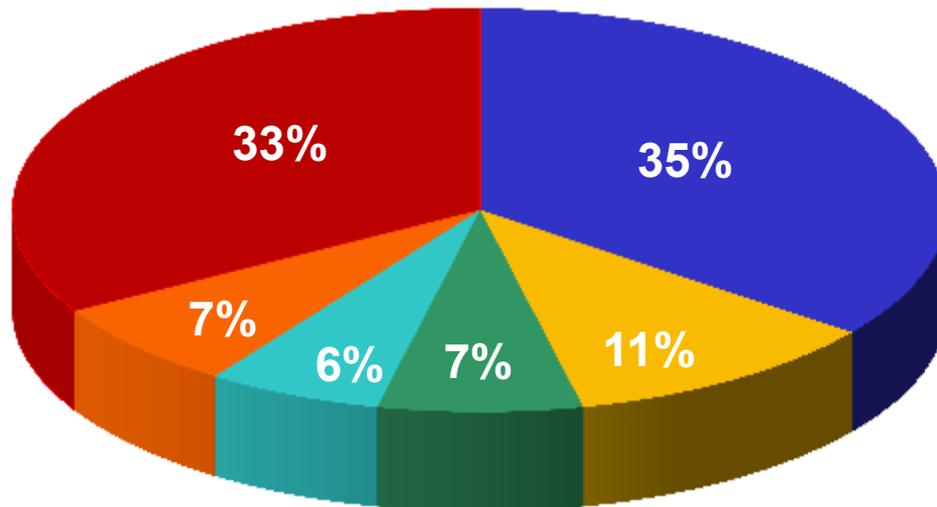
- ### Household Income
- Under \$25k
 - \$25-\$50k
 - \$50-\$75k
 - \$75-\$100k
 - \$100-\$150k
 - Over \$150k

Election Participation



Importance of This Election?

- More Important
- Less Important
- Same



Municipal Vote History

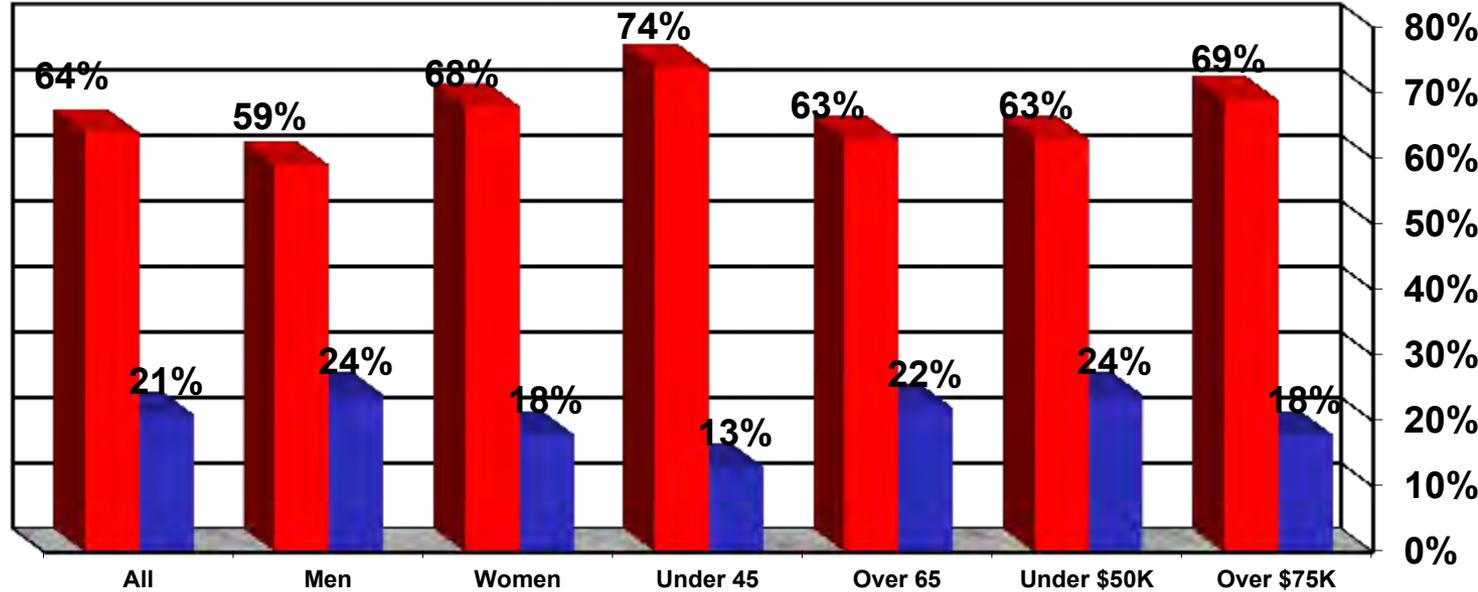
- Zero
- One
- Two
- Three
- Four
- Five or More



Norman Right Track/Wrong Track?

64% Right Track; 21% Wrong Track; 15% Undecided

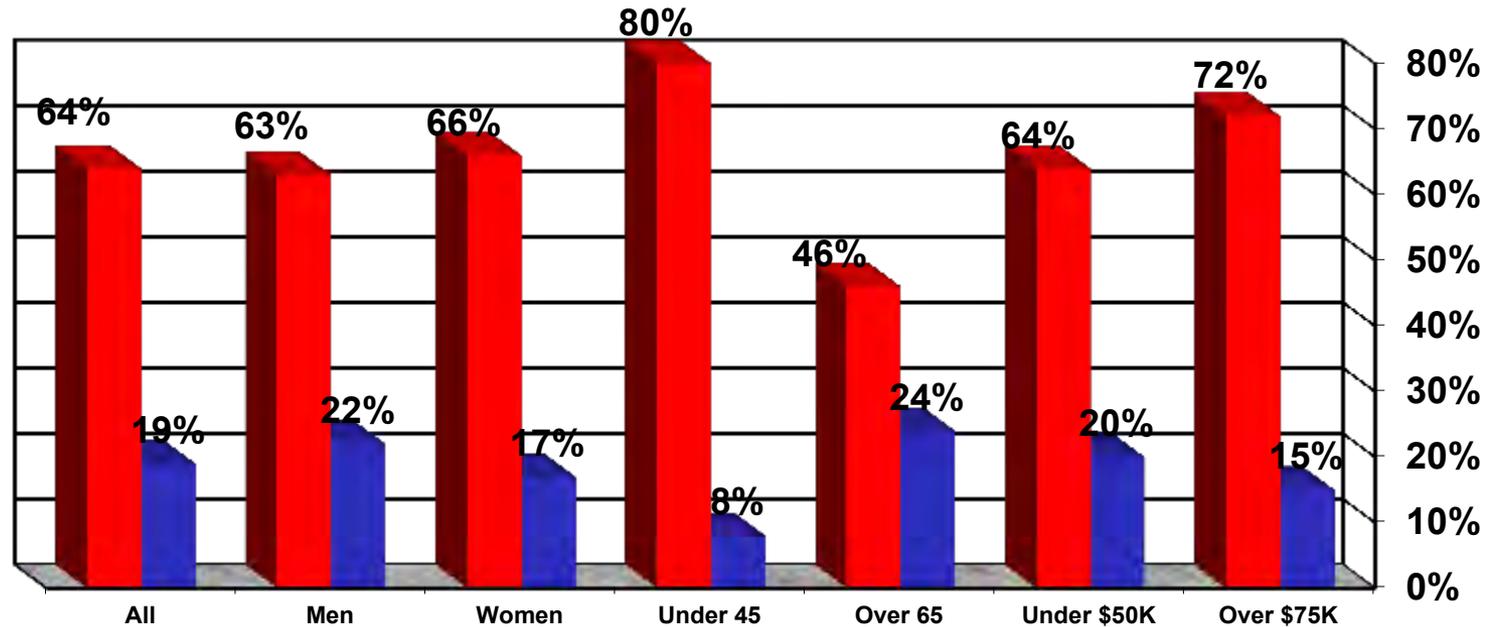
Norman residents are optimistic about the direction of the city – especially those under 45 and the more affluent. This is very similar to what was recorded in July of 2013 (64% Right Track vs. 16% Wrong Track).





Favor Norman Investing In Itself like MAPS?

39% Strongly Favor; 25% Somewhat Favor; 6% Somewhat Oppose; 13% Strongly Oppose; 17% Undecided



These numbers have substantially improved since July of 2013 when the identical question only garnered 52% support. It is clear the discussions have had an effect on voters – especially those under 45 years of age. It should be noted, senior citizens are also supportive by an almost two-to-one margin.



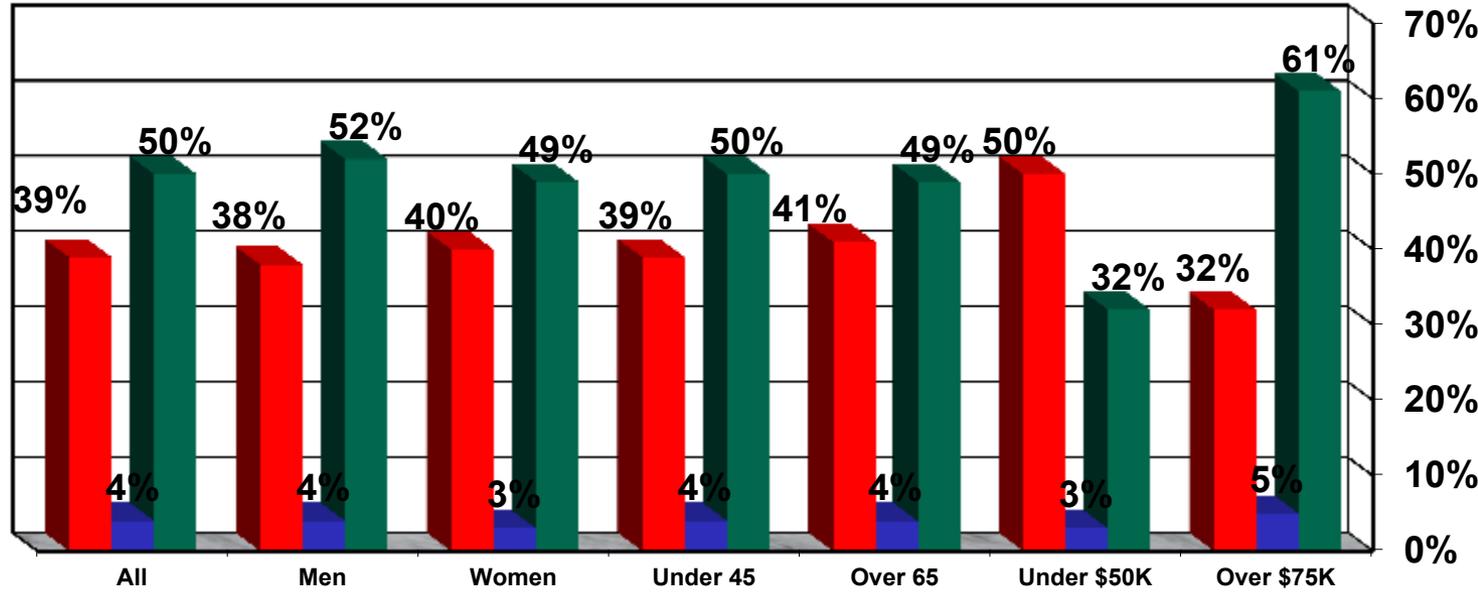
Norman Property Tax Rates?

39% Too High; 4% Too Low; 50% Just About Right; 7% Undecided

■ Too High ■ Too Low ■ Just Right

Tax sensitivity since 2013 has ebbed slightly. At that time, 43% thought property taxes were too high.

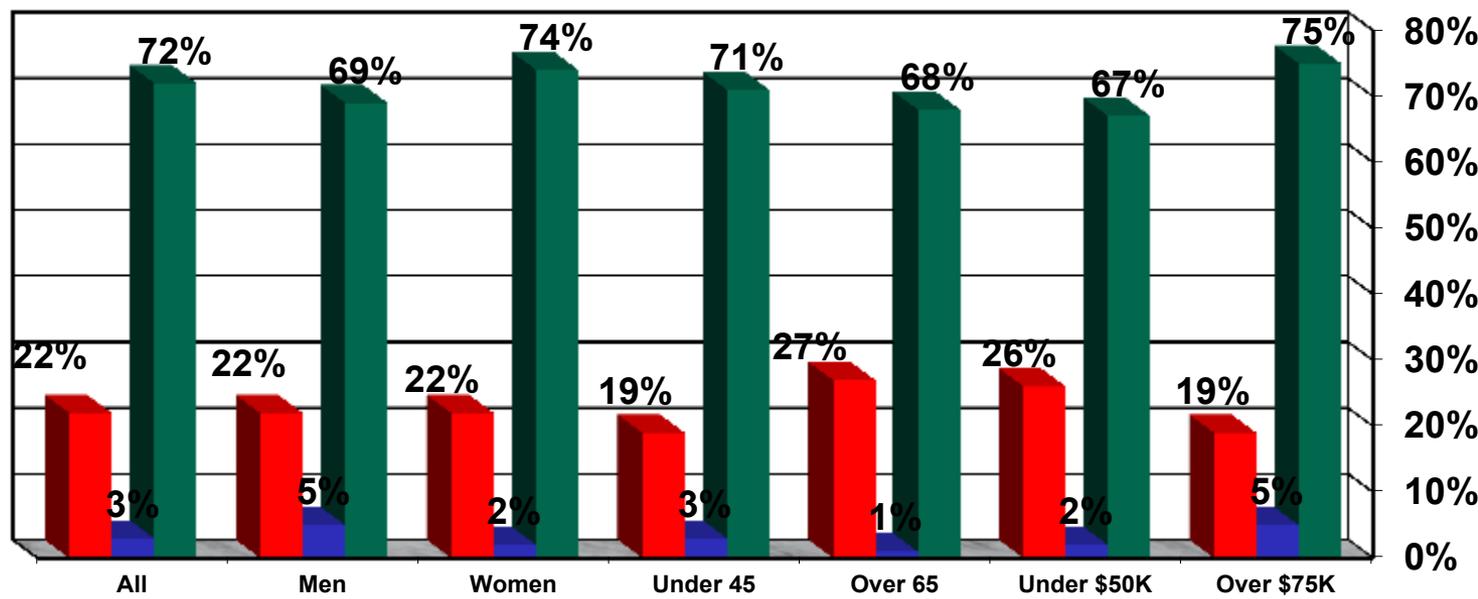
We see lower income voters much more sensitive than are their more affluent counterparts.



Norman Sales Tax Rates?

22% Too High; 3% Too Low; 72% Just About Right; 3% Undecided

■ Too High ■ Too Low ■ Just Right



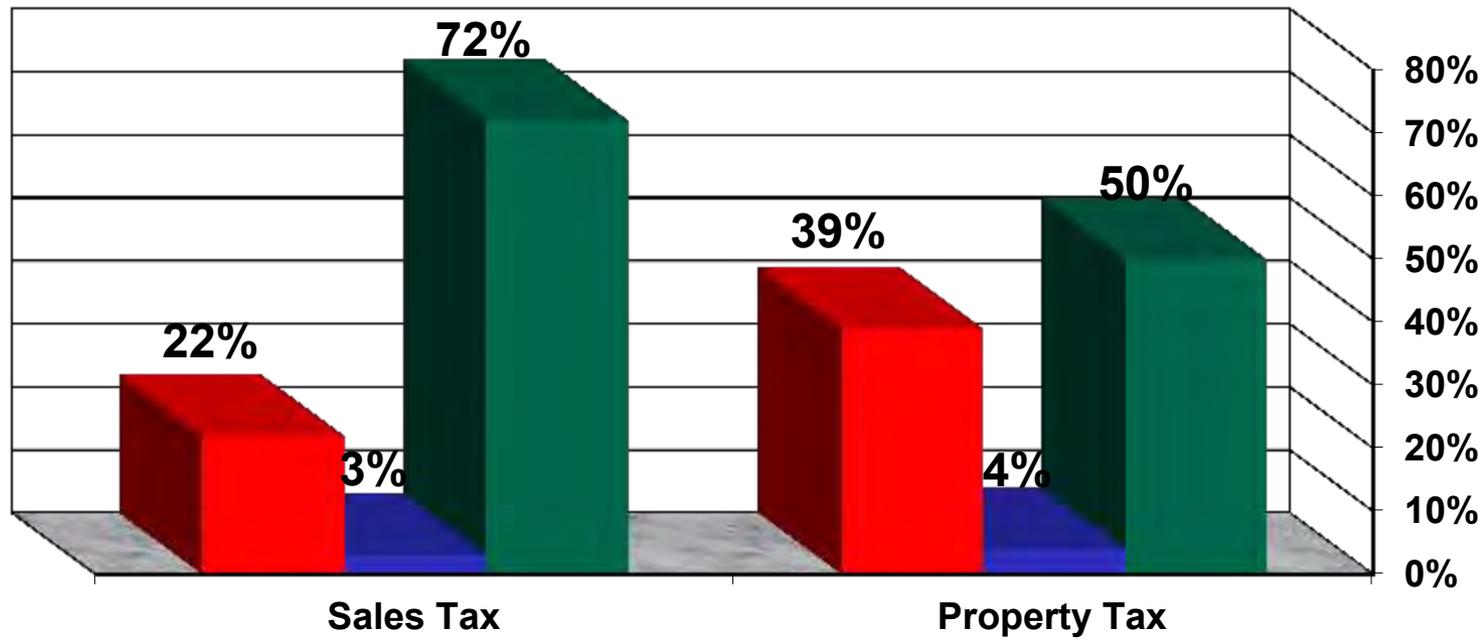
Sales tax sensitivity has also decreased (Too High was 28% in July, 2013).

This 22% is the lowest "Too High" number we have ever recorded in an Oklahoma community. We see less variation along income lines on a sales tax than we do on a property tax.

Sales Tax vs. Property Tax

While the “Too High” number is at a historic low for both revenue streams, there is significantly less concern about sales taxes being too high than property taxes.

■ Too High ■ Too Low ■ Just Right



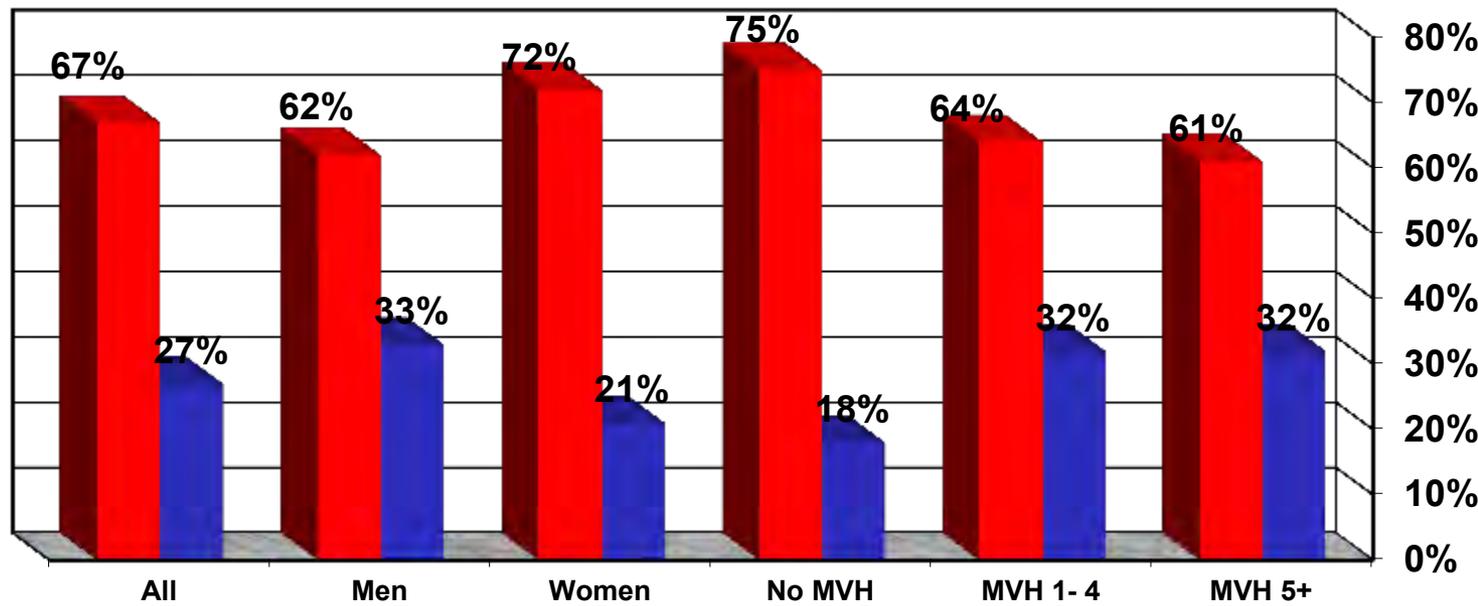


How Voting on Sales Tax Proposal?

48% Definitely Yes; 19% Probably Yes; 8% Probably No; 18% Definitely No; 6% Undecided

The initial ask on the proposal is very strong. Women are more supportive than are men, but even among men, the initial ballot sees a 29-point advantage.

Clearly, the support from those with no municipal vote history creates an opportunity for increased support. But note, there is really solid support among even the most prolific municipal voters.



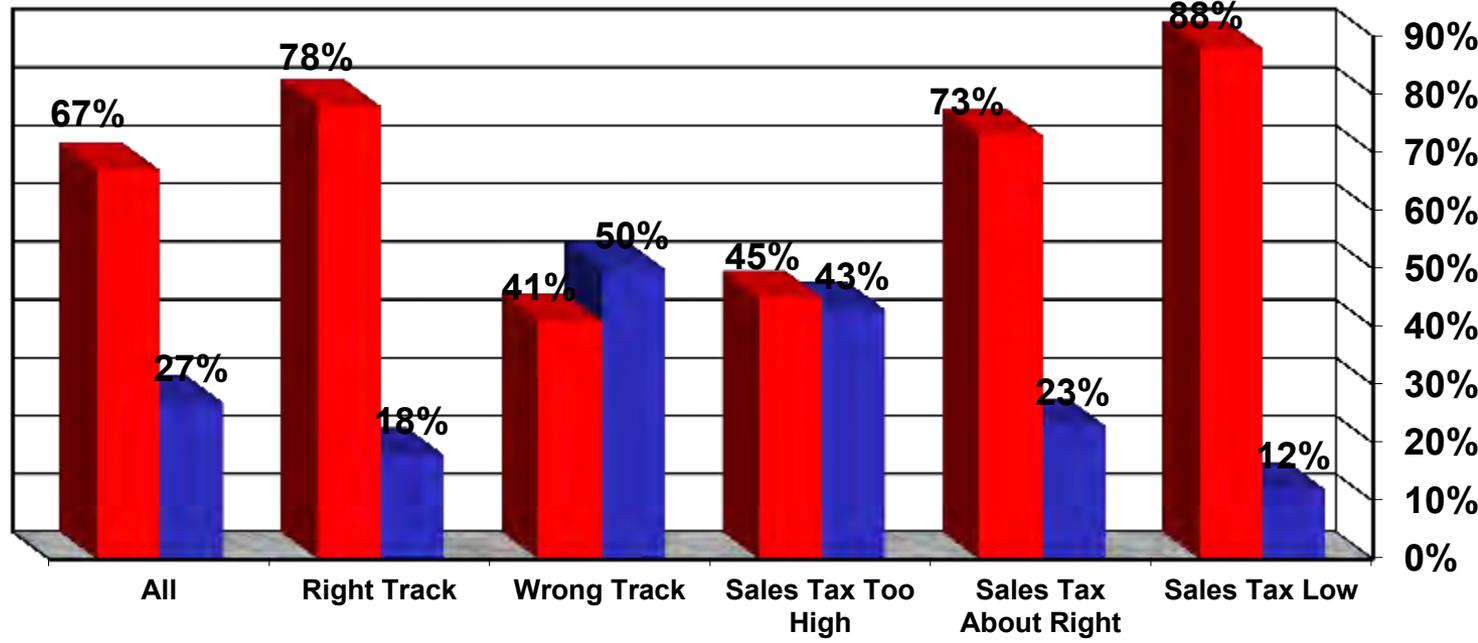
Seeing the intensity at 48% “Definitely Yes” is a rarity. This is an indication that proponents are much more likely to turnout for the election than are opponents.



How Voting on Sales Tax Proposal?

Those optimistic about the city's future are very supportive while the few whom are negative are split.

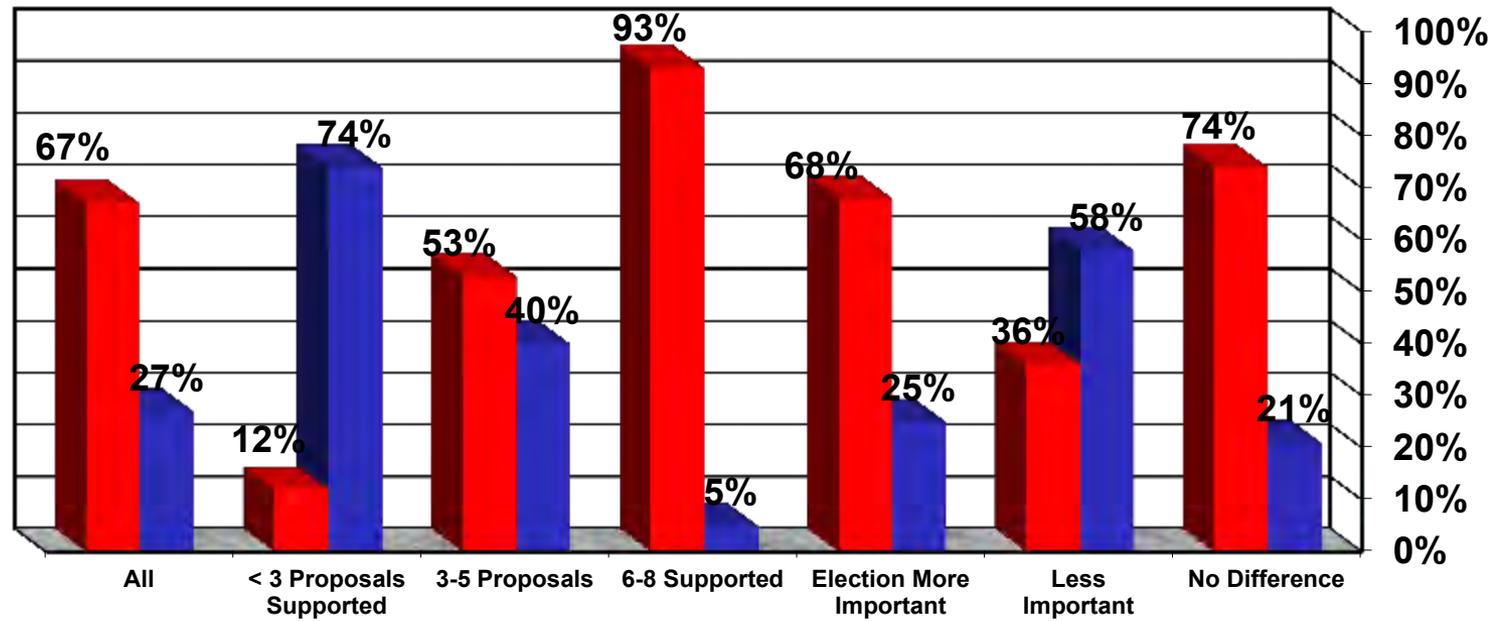
Even a plurality of those who think the current sales tax is already too high are supportive. There is tremendous favor among those thinking the sales tax is too low or about right.





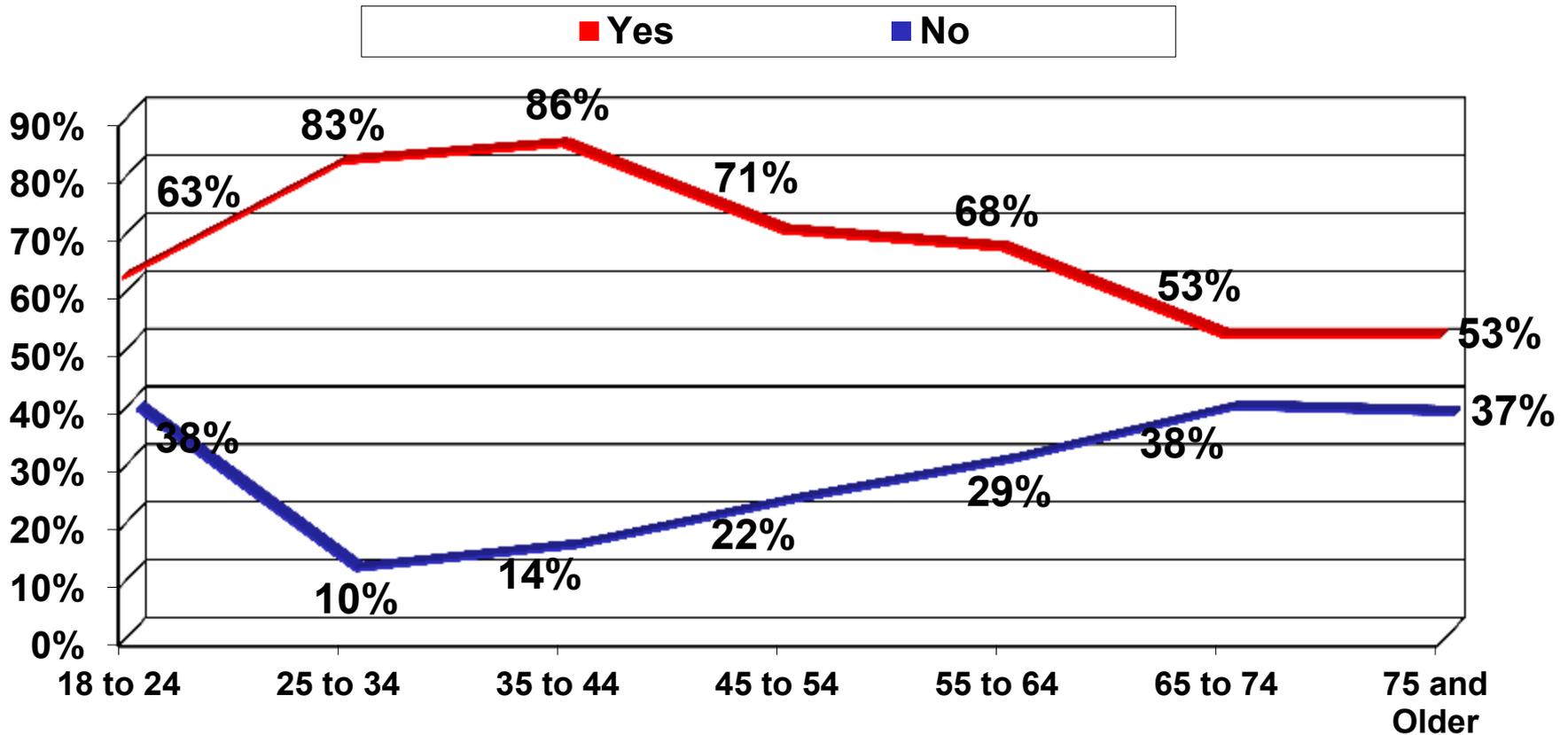
How Voting on Sales Tax Proposal?

As one might expect, among those who support less than three of the proposals we see opposition to the full package. Among those only supporting 3 to 5, we see majority support and then almost universal support among those supporting at least six.



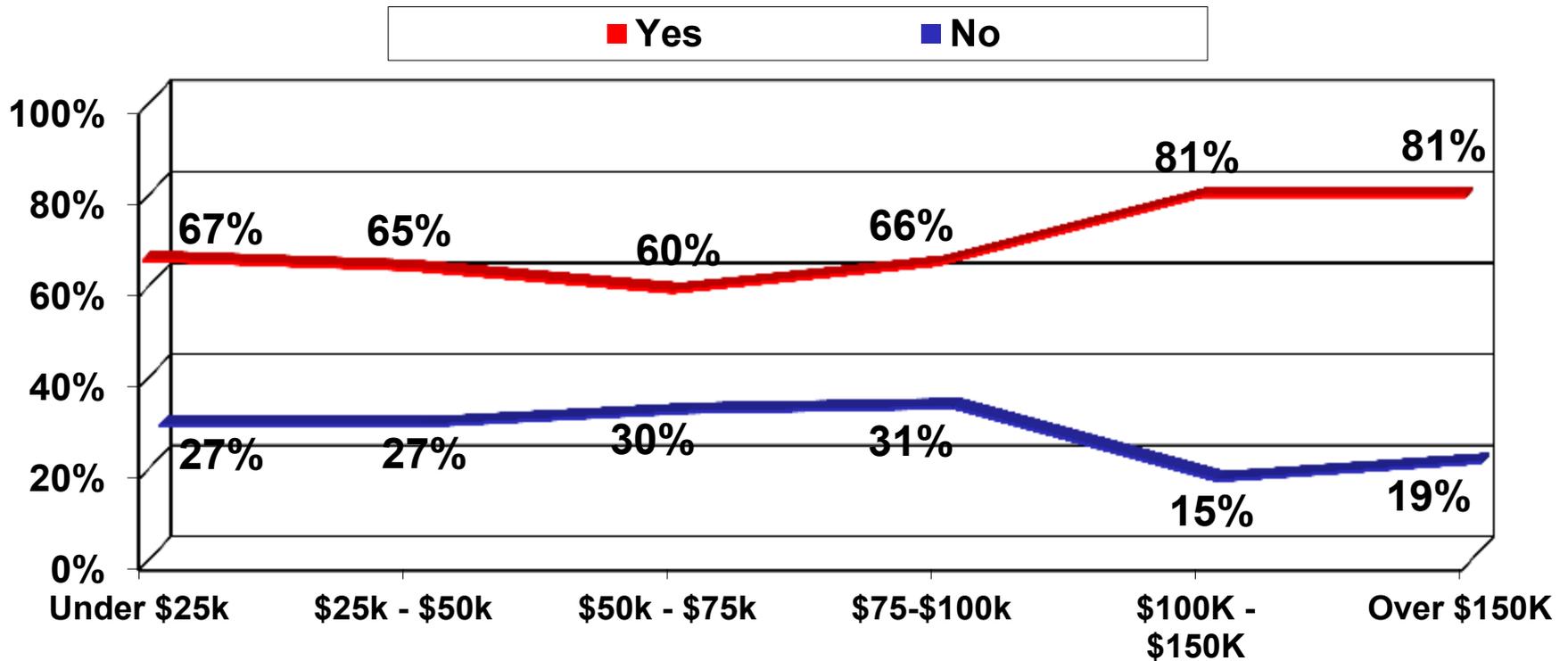
Again, we see an indication that turnout will help passage. Among those who say this election is more important than others we see strong support. The only opponents are those who think this type of election is less important than others. Because they view this as less important, they are the least likely to actually go vote.

How Voting on Sales Tax Proposal? –By Age



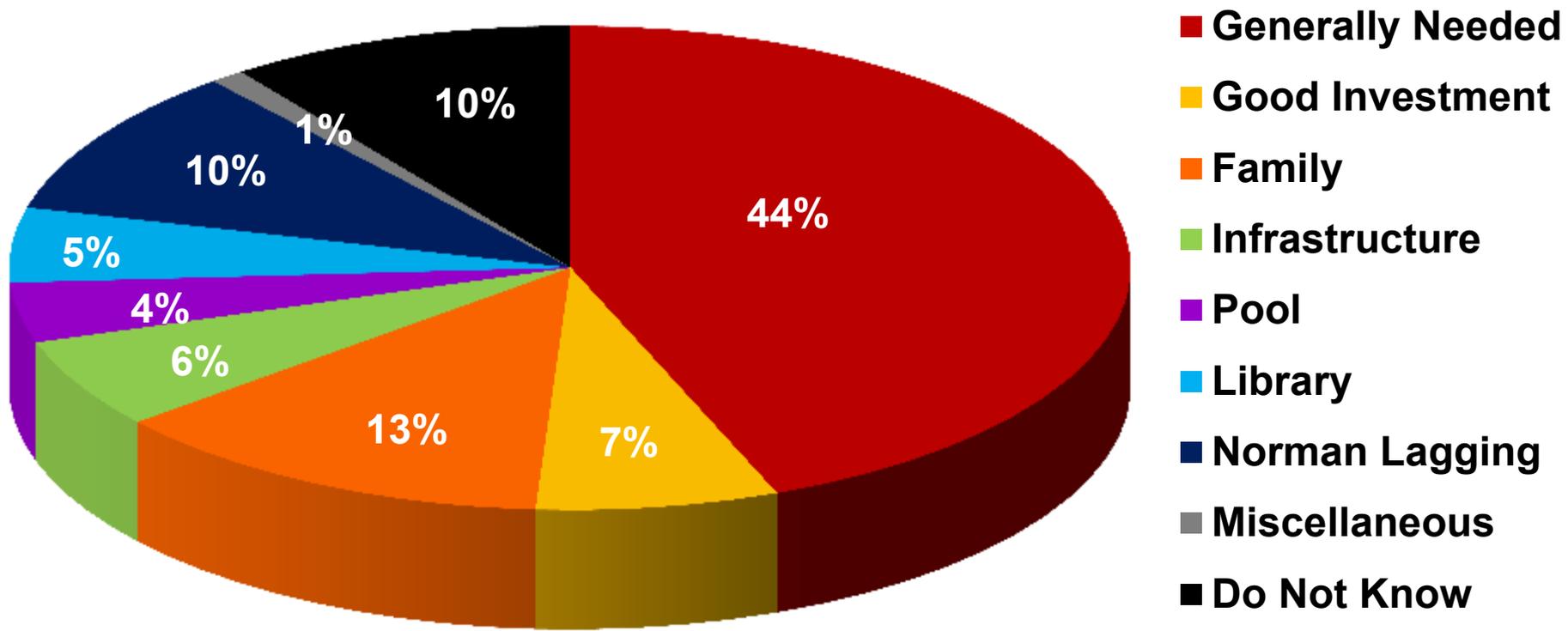
We see majority support across all age lines – though it does get closer among senior citizens.

How Voting on Sales Tax Proposal? –By Income



All income groups are supportive, and it really escalates among the 29% of voters in households with incomes exceeding \$100,000.

Why Voting Yes?



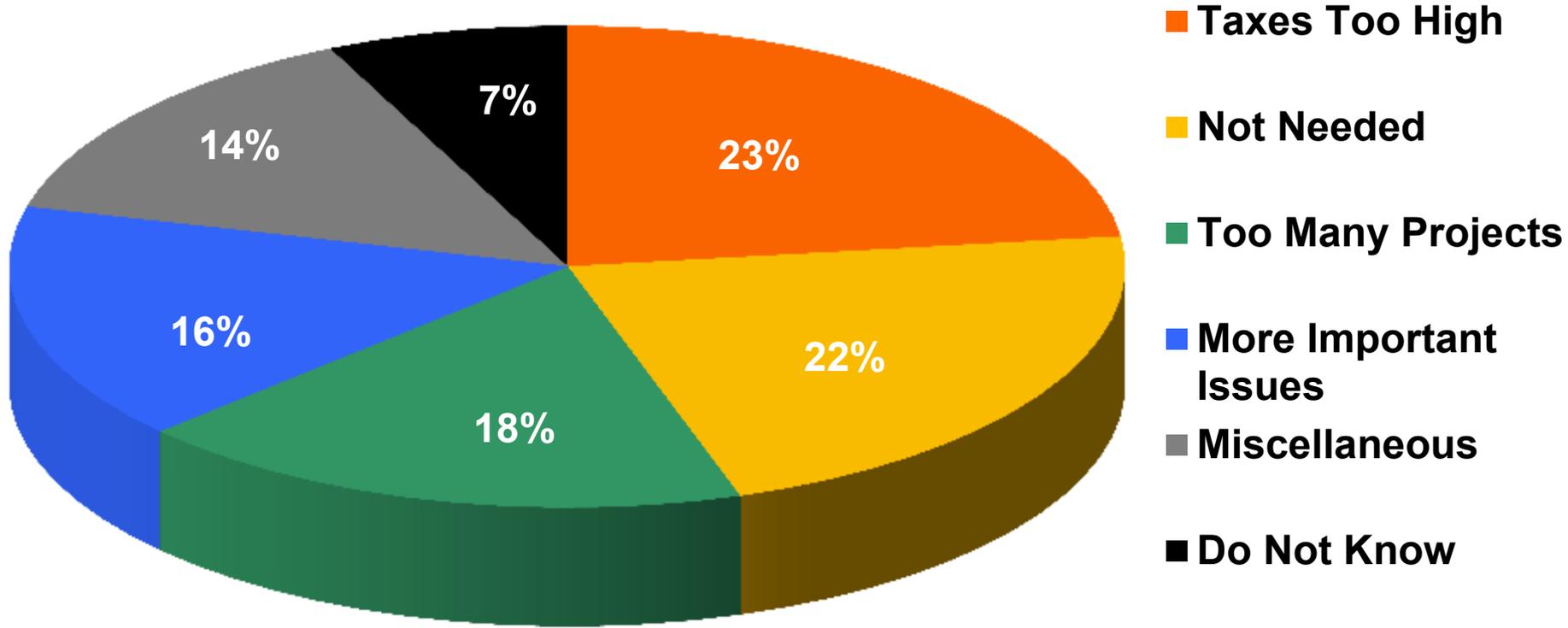
While there are some individual projects that resonate with voters, support really centers around the entirety of doing something for Norman.



Why Voting Yes?



Why Voting No?



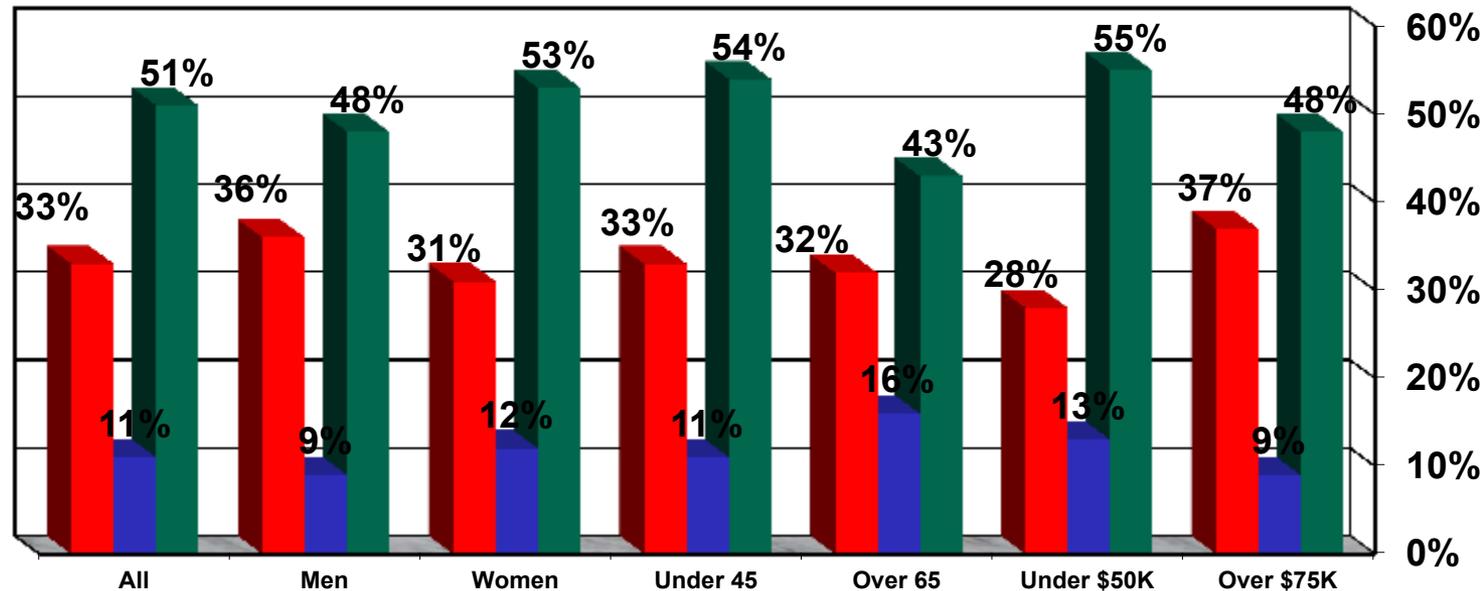
Those who oppose it are divided into four clusters.



Election Importance?

**33% More Important; 51% Same as Others;
11% Less Important; 5% Undecided**

More Important Less Important No Difference

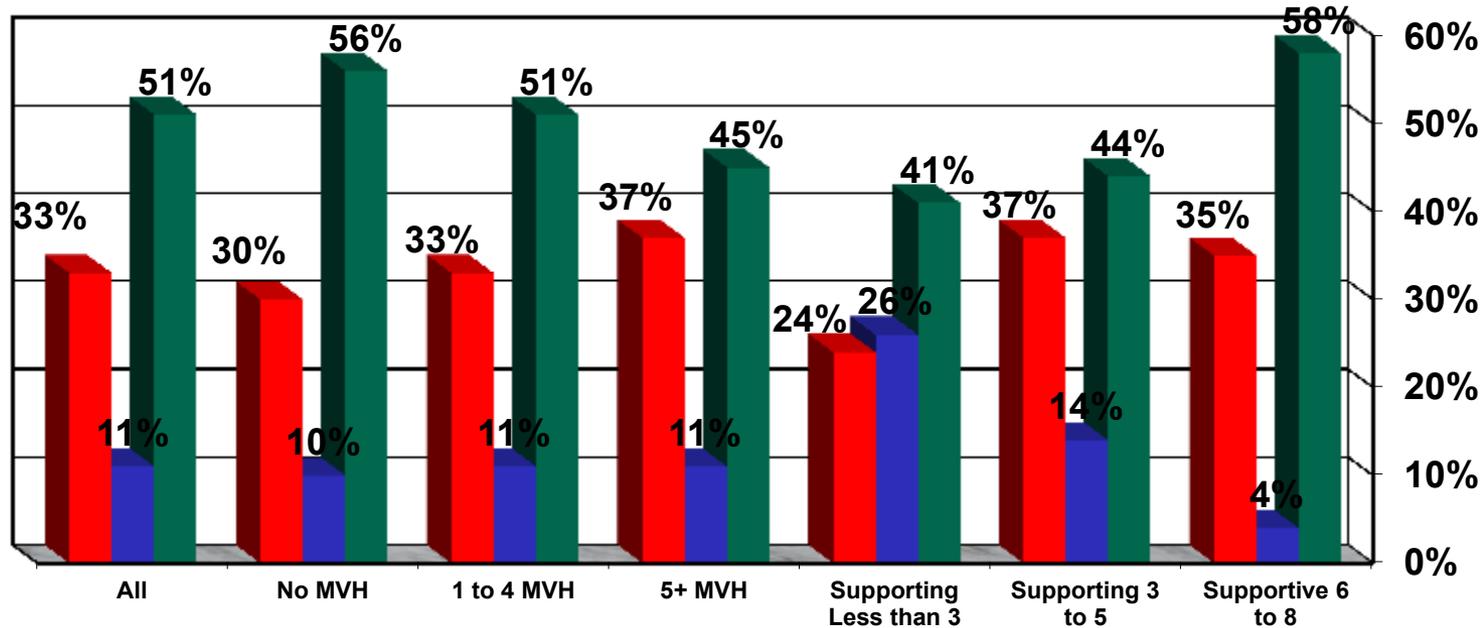


Three times as many voters see this election as being more important than other municipal elections. This importance is greatest among those in households with incomes in excess of \$75,000.

Election Importance?

We do not see a significant correlation with this question and history of participating in municipal elections. We do, however, see a correlation with the number of projects supported. Among those supporting at least six of the tested projects, we see almost a 9-to-1 ratio of more important to less important.

■ More Important ■ Less Important ■ No Difference



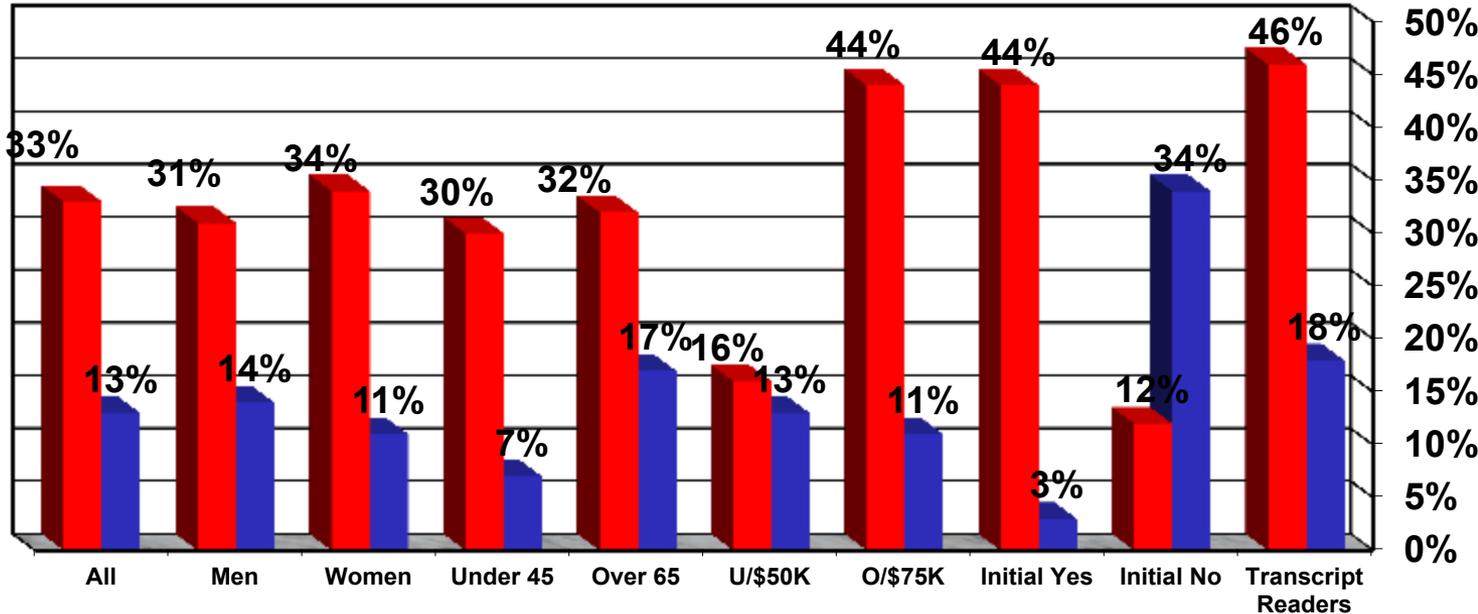


Norman Forward Favorable?

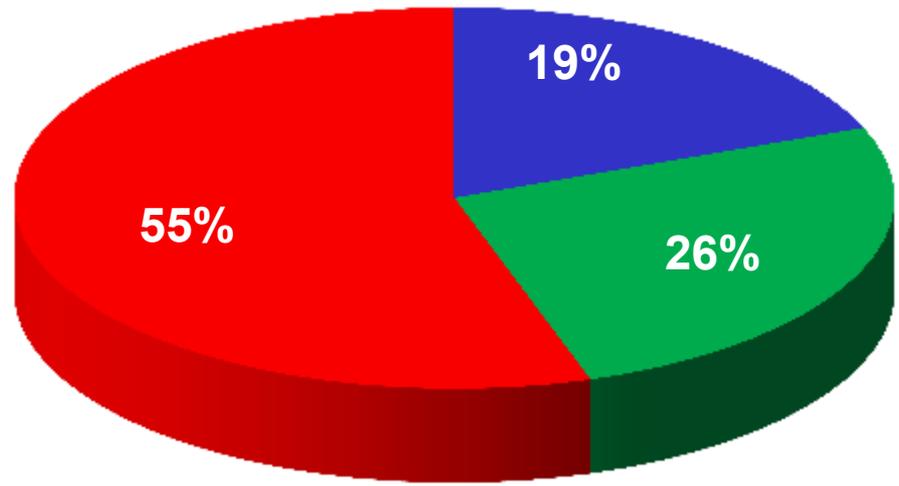
**33% Favorable; 13% Unfavorable;
23% Heard Of / No Opinion; 31% Never Heard Of**

■ Favorable ■ Unfavorable

Even among yes voters, the Norman Forward brand is not exceedingly well-known. In fact, it is just as known among no voters.

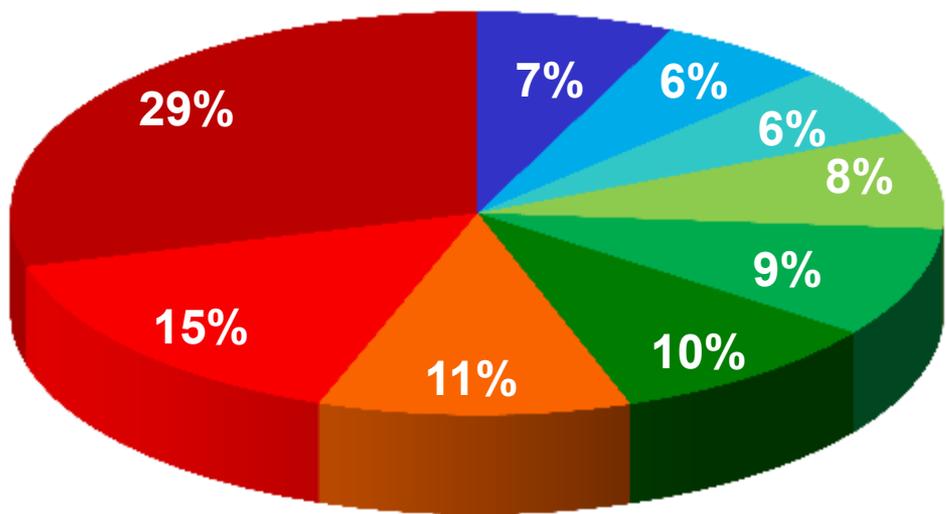


Number of Projects Supported?



Collapsed

- Less than 3
- 3 to 5
- 6 to 8

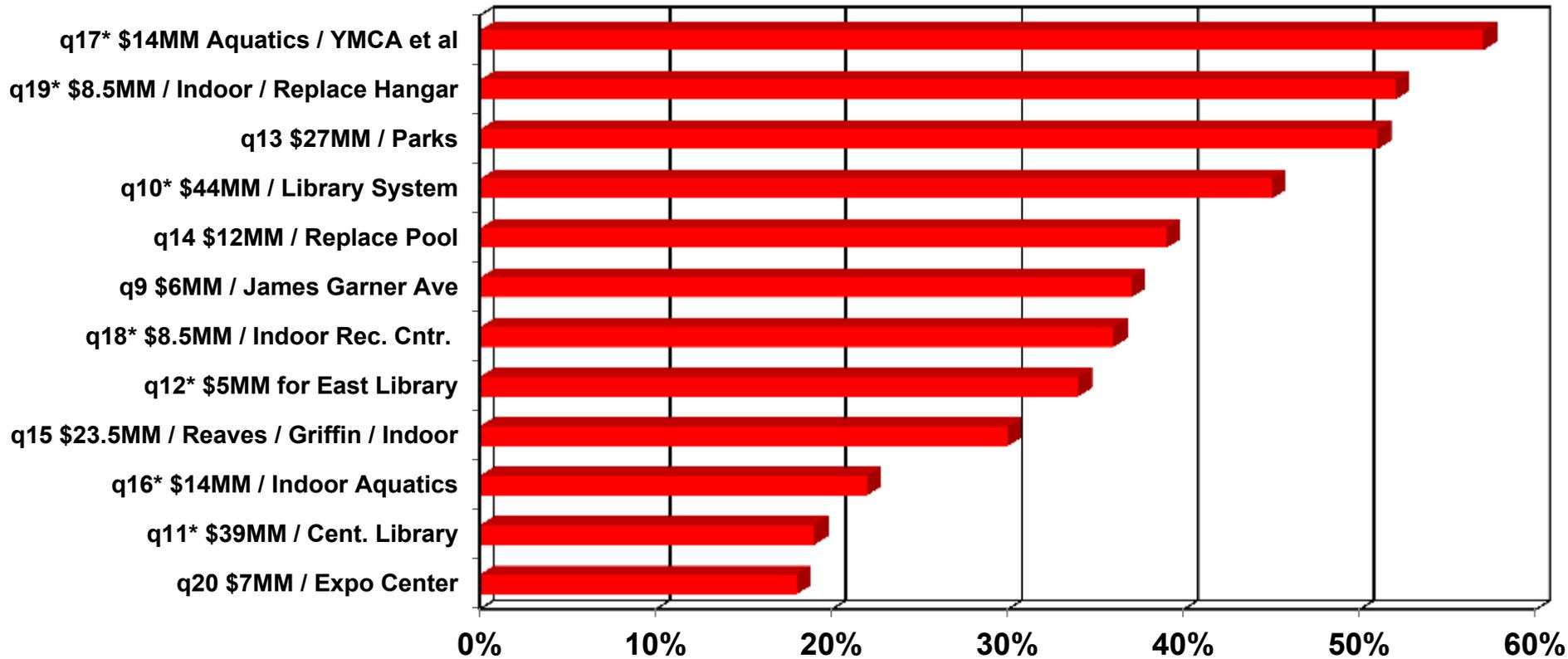


Individualized

- Zero
- One
- Two
- Three
- Four
- Five
- Six
- Seven
- Eight



Net Positive of Proposals -By Entire Population



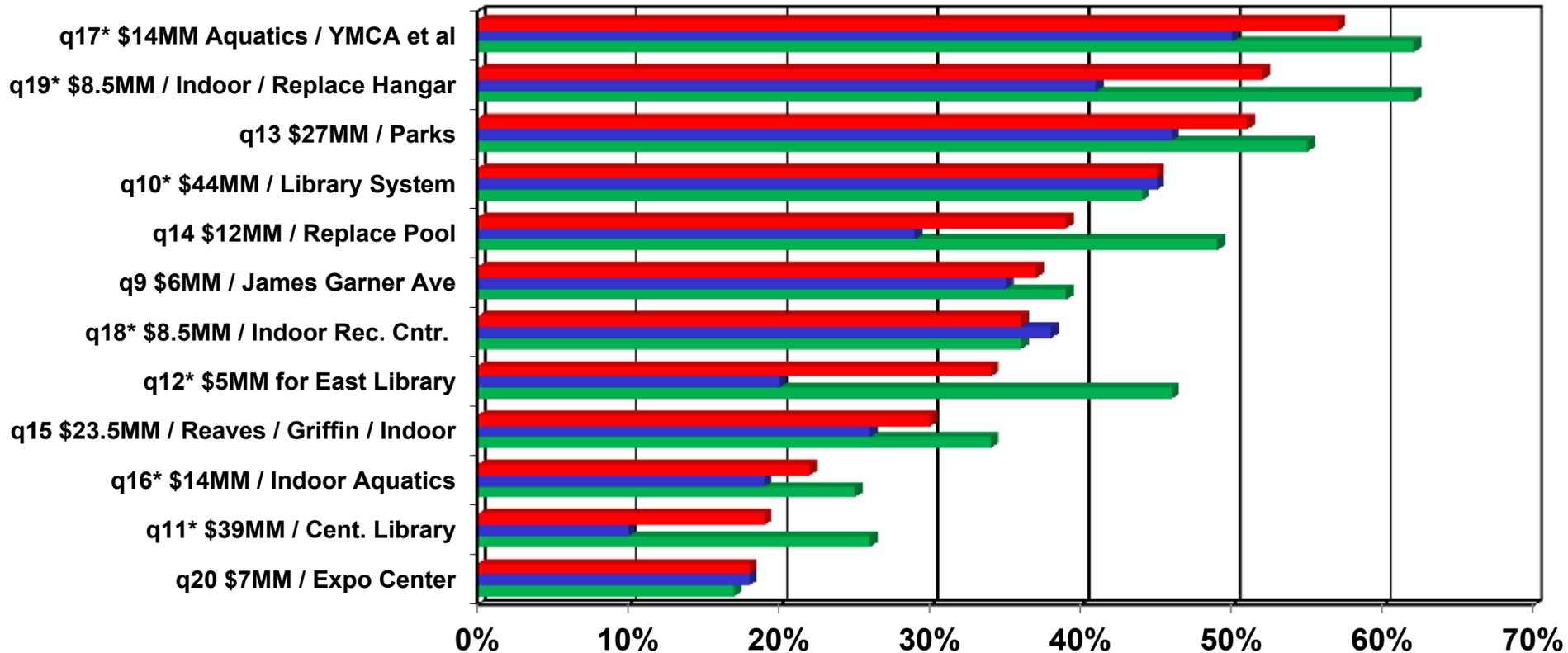
This chart shows the net positive for each of the projects – that is, the percentage supporting subtracting the percentage opposing. The most impressive finding is that EVERY project has strong majority support. Even the expo center, the weakest of those tested, is favored by 54% of the voters while only 37% oppose. We do see the inclusion of partners helps support of the aquatics center and mentioning the WWII hangar helps with the indoor facility. Similarly, the library system is more popular than the individual aspects.

* Split sample question



Net Positive of Proposals -By Gender

■ All ■ Men ■ Women



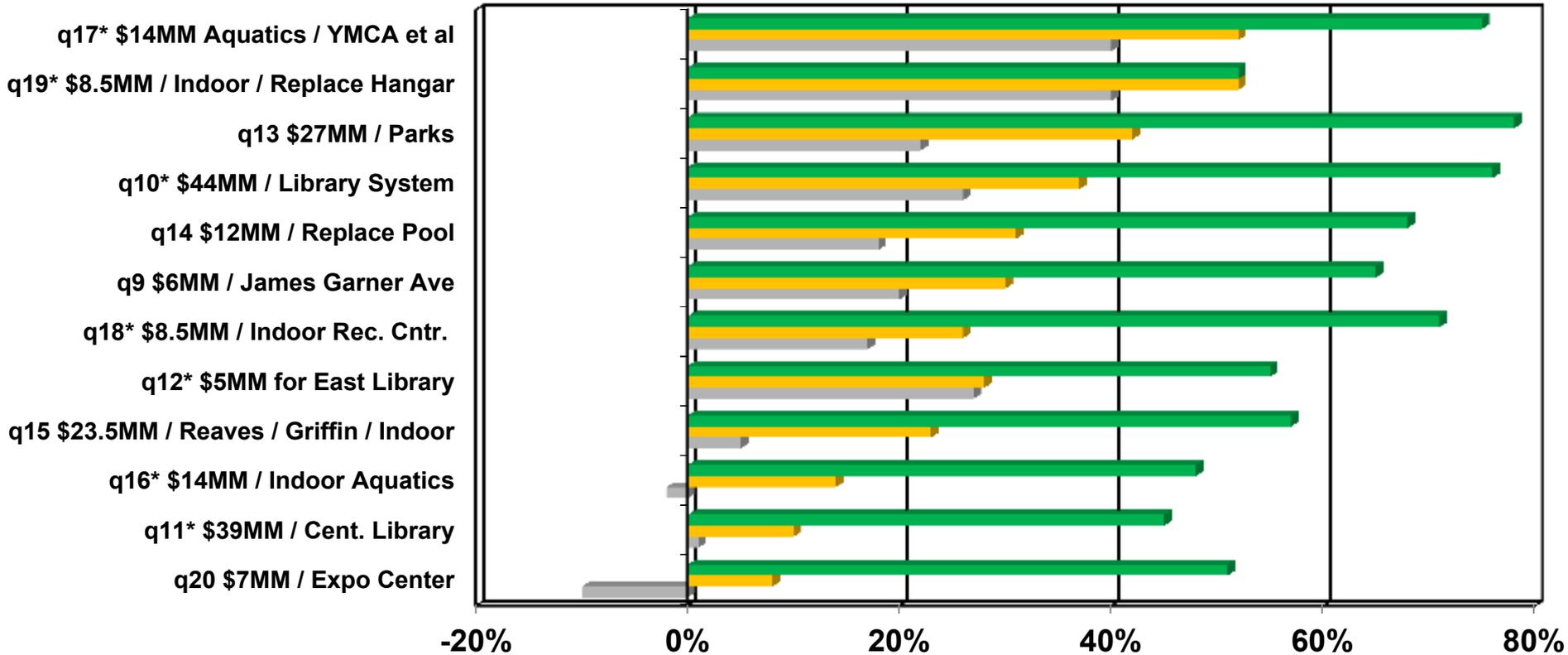
As a general rule, we see women more supportive than men on most every project tested – though strong pluralities of men are supportive of all projects as well.

* Split sample question



Net Positive of Proposals -By Age

■ U/45 ■ O/45 ■ O/65



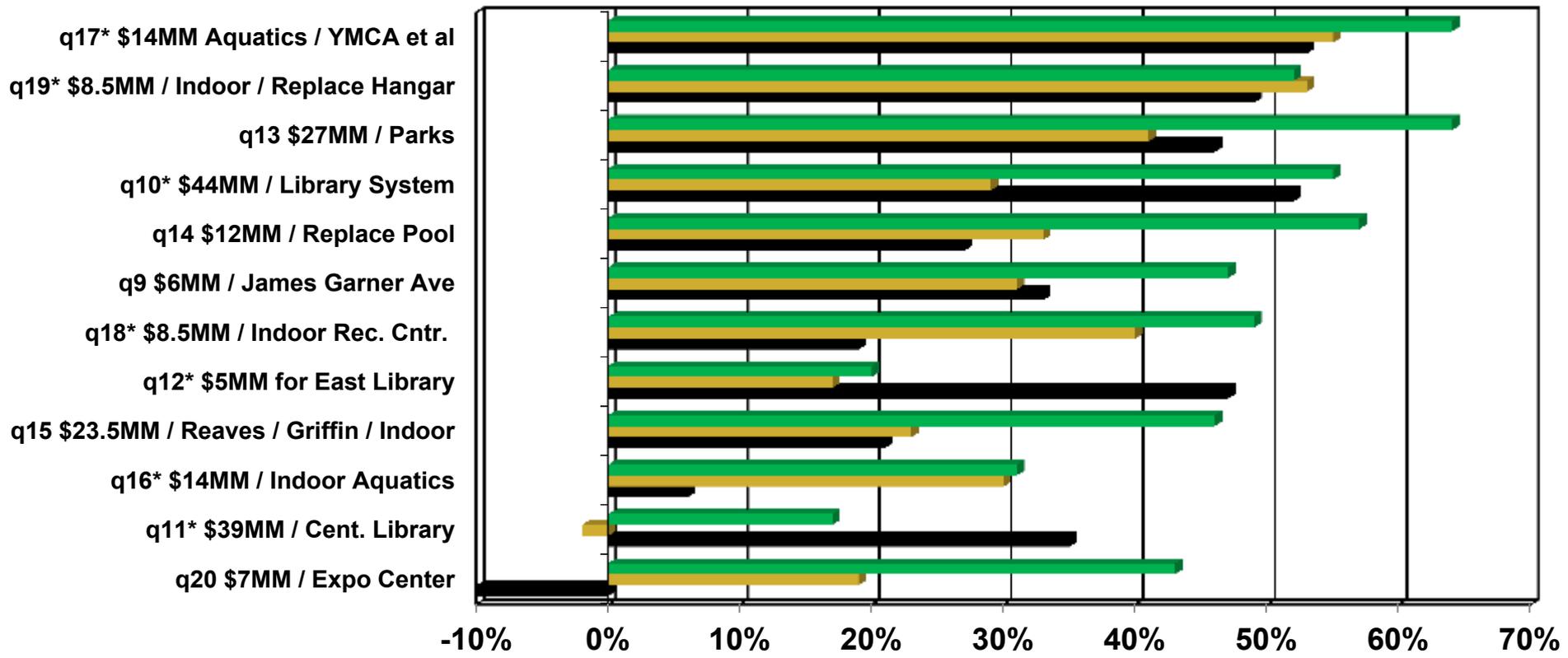
Younger voters are clearly the most supportive of all of these projects. Note, aside from the expos center and the indoor aquatics center (without the partnerships mentioned), at least a plurality of those over 65 support all of these projects.

* Split sample question



Net Positive of Proposals -By Municipal Vote History

■ No MVH ■ 1-4 MVH ■ 5+ MVH



The library proposals really divide the casual municipal voter from the ardent municipal voter. We can see why this has had problems in the past, and I believe it could be at risk if not part of a larger turnout effort. We also see a big difference on the expo center between the best voters and those without a history of participating. Overall, we see great support from those not previously engaged in municipal elections.

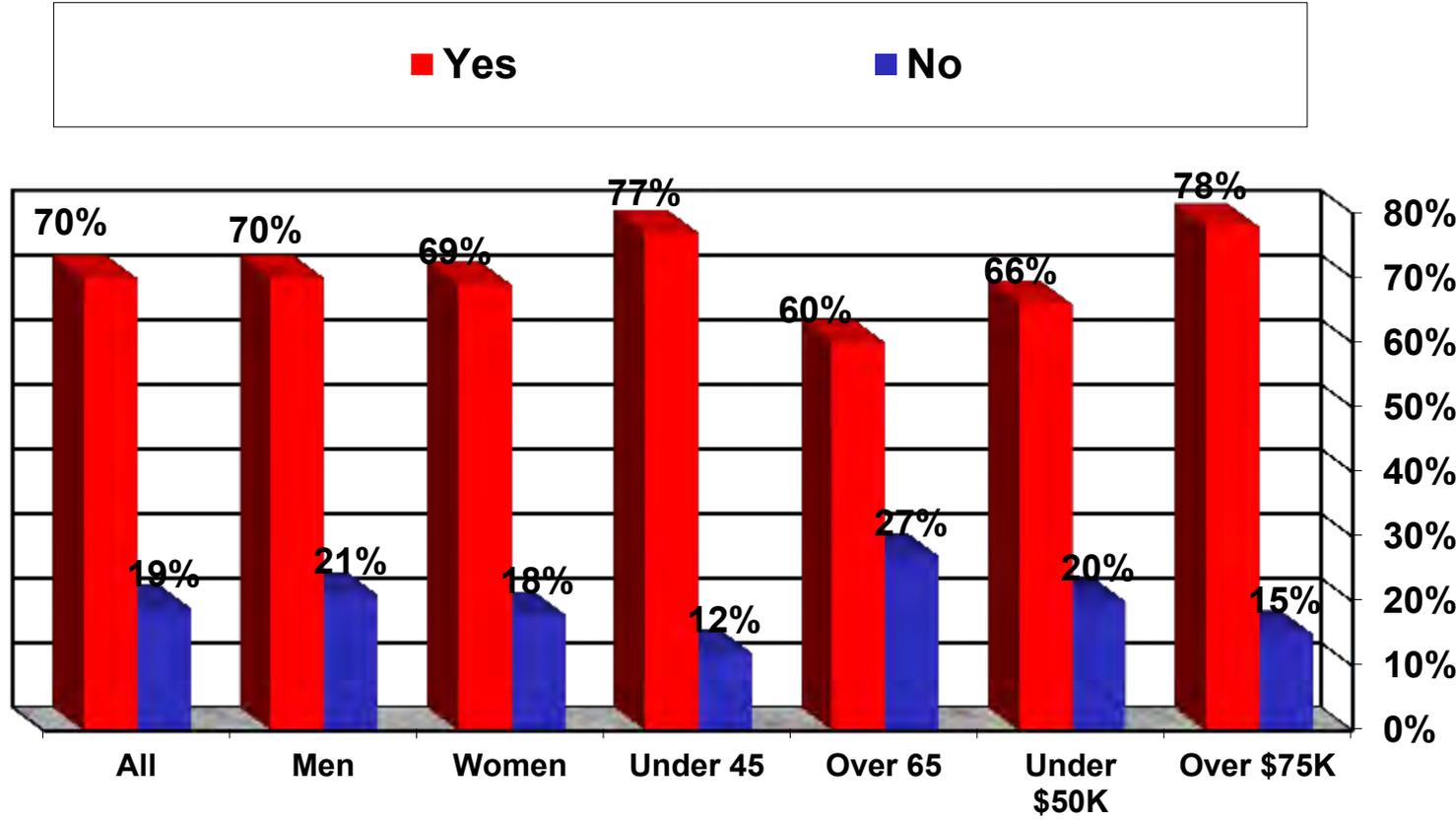
* Split sample question



\$5M To Purchase Park Areas?

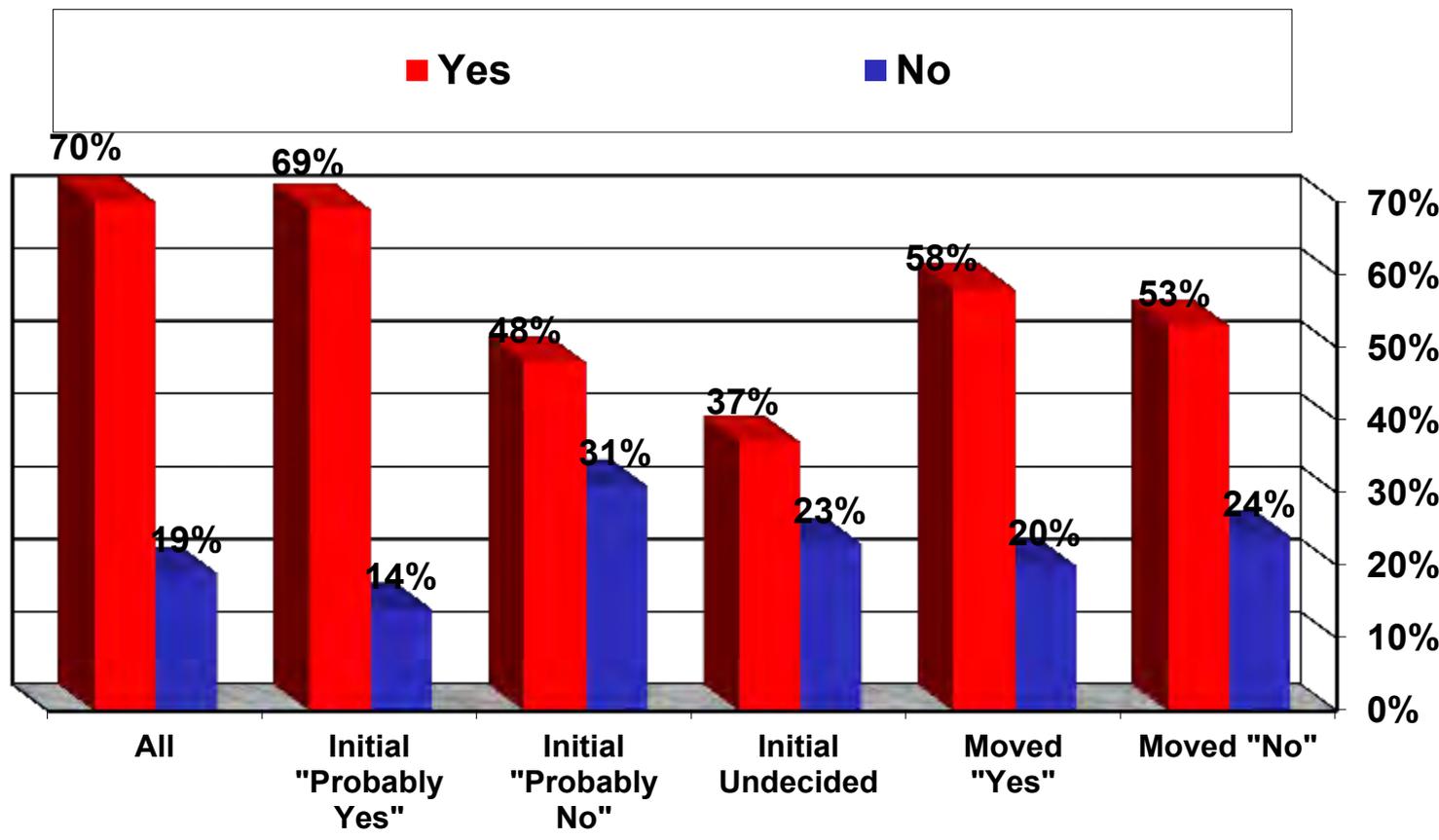
46% Definitely Yes; 24% Probably Yes; 6% Probably No; 13% Definitely No; 11% Undecided

Voters are supportive of the initiative to purchase park areas, particularly those with an income greater than \$75,000.



\$5M To Purchase Park Areas?

Even those originally leaning 'no' on the entire package favor including this amount in the package as do the few who "move no" during the course of the discussion.



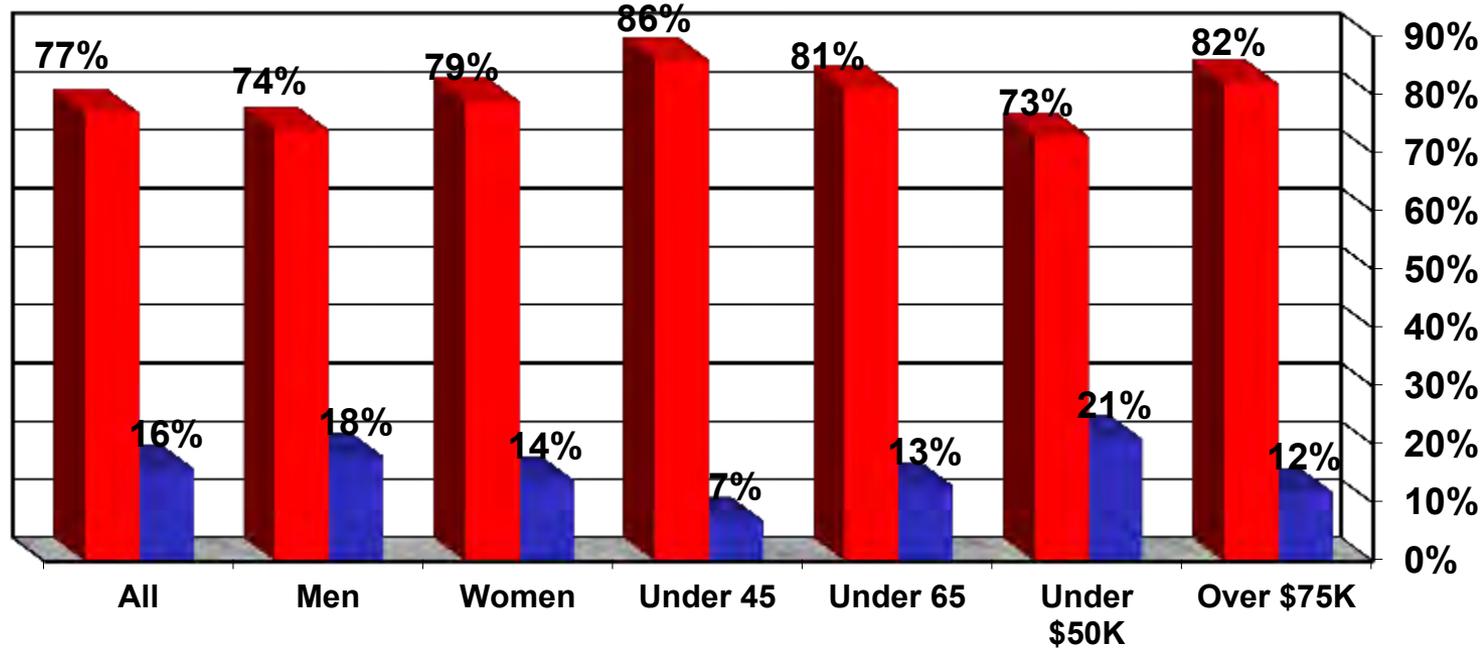


Convert Library to Seniors Center?

55% Definitely Yes; 22% Probably Yes; 4% Probably No; 12% Definitely No; 7% Undecided

■ Yes

■ No



When told it will not cost additional money because a bond issue was already passed, we see very strong support for converting part of the library to a senior citizen center.

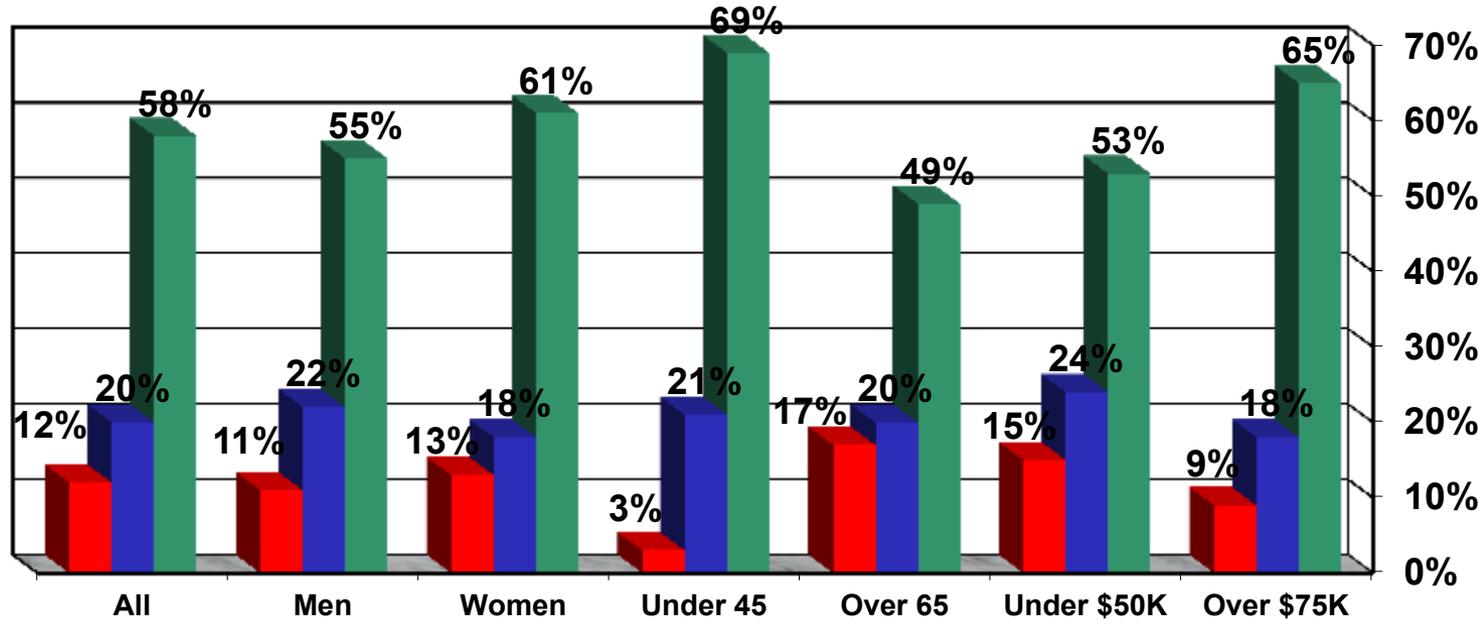


New Senior Center or Renovate Existing?

12% New Facility; 20% Renovate Existing; 58% No Preference; 10% Undecided

■ New Facility ■ Renovate ■ No Preference

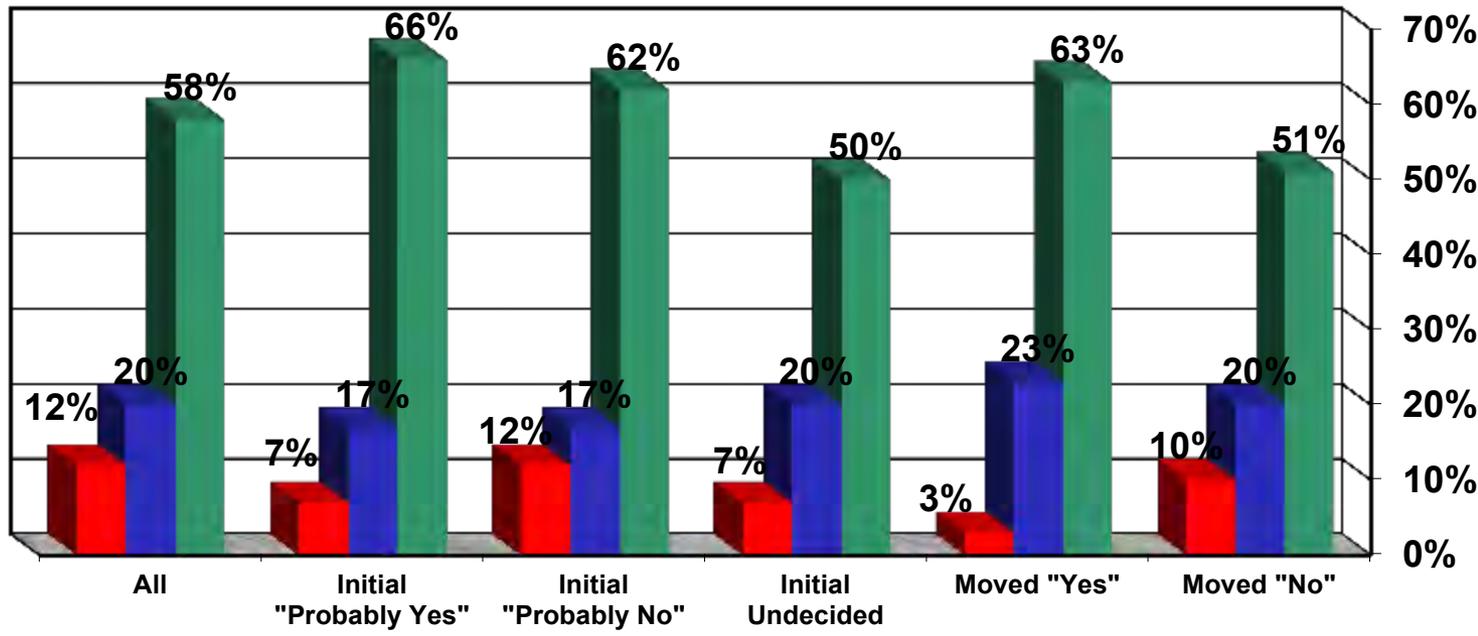
Most voters have no preference when it comes to which manner is used for a new senior citizens' center. We see a slight preference for renovating the existing library even among senior citizens.



New Senior Center or Renovate Existing?

Among those who move toward voting yes during the study, we see the strongest support for renovating the library but the vast majority have no preference.

■ **New Facility** ■ **Renovate** ■ **No Preference**

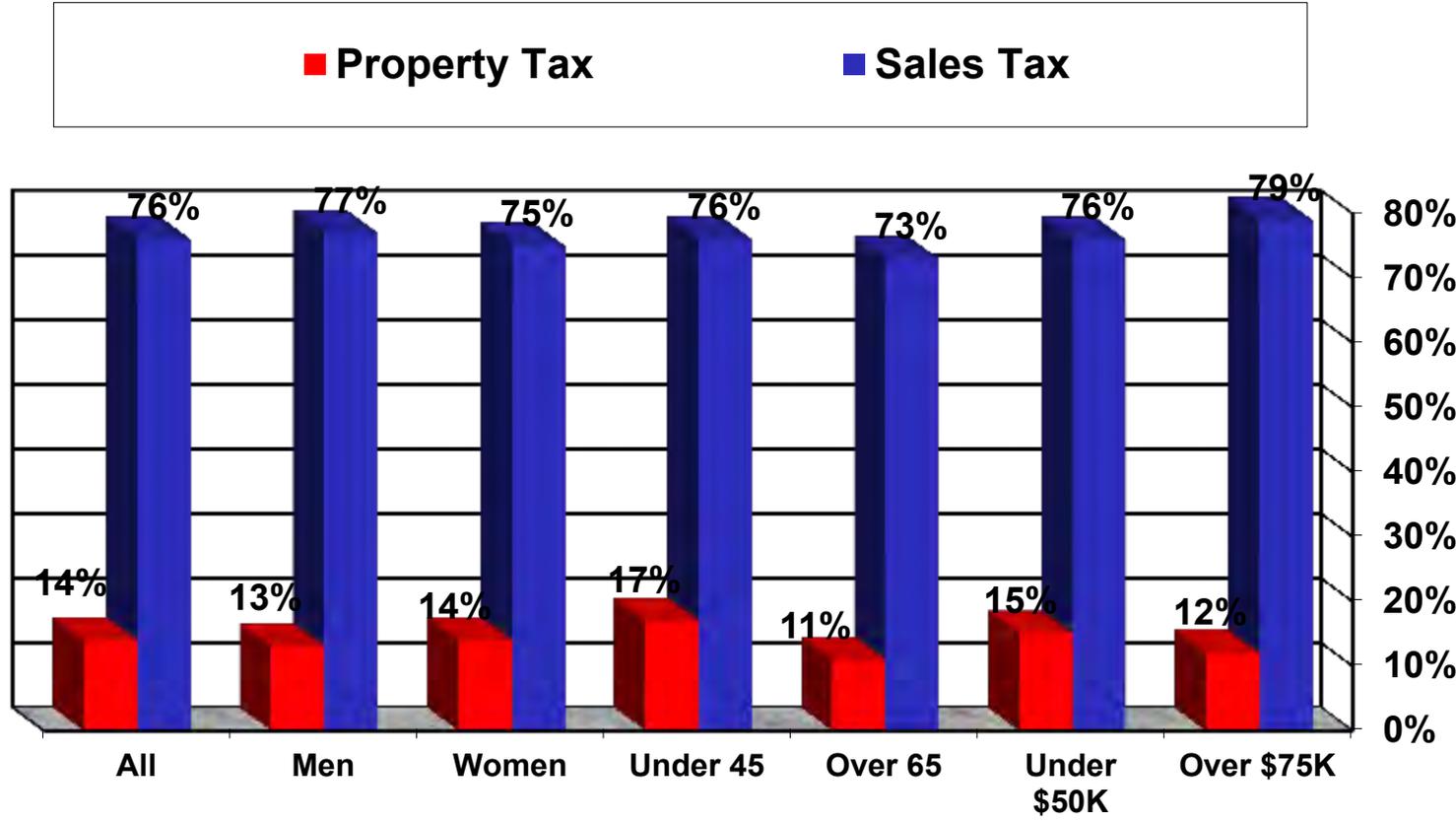




Tax Preference for Funding

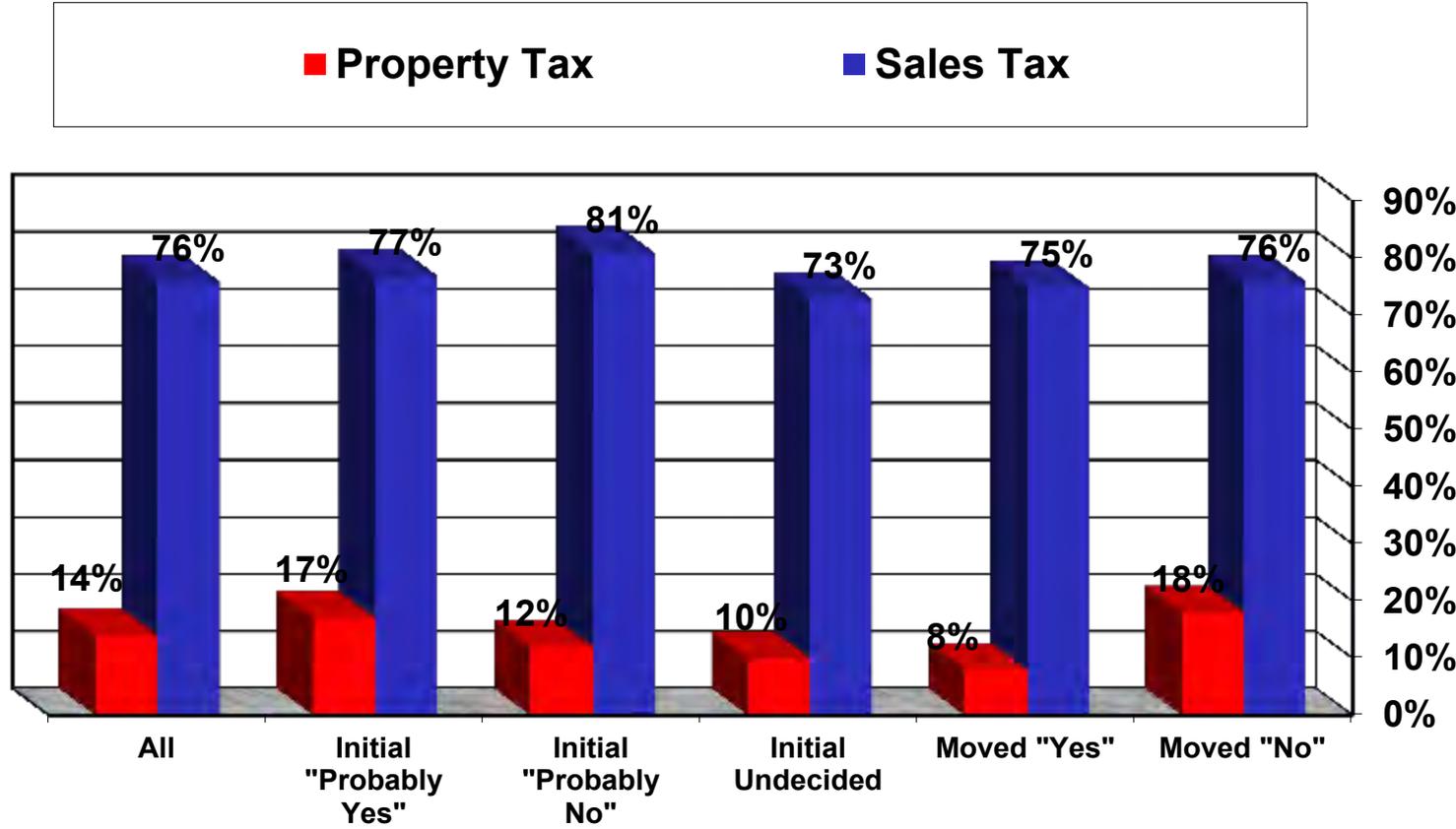
14% Property Tax; 76% Sales Tax; 11% Undecided

The data gleaned from two split sample questions clearly shows a strong preference for sales tax over property tax as the funding mechanism.



Which Tax Should Fund The Projects?

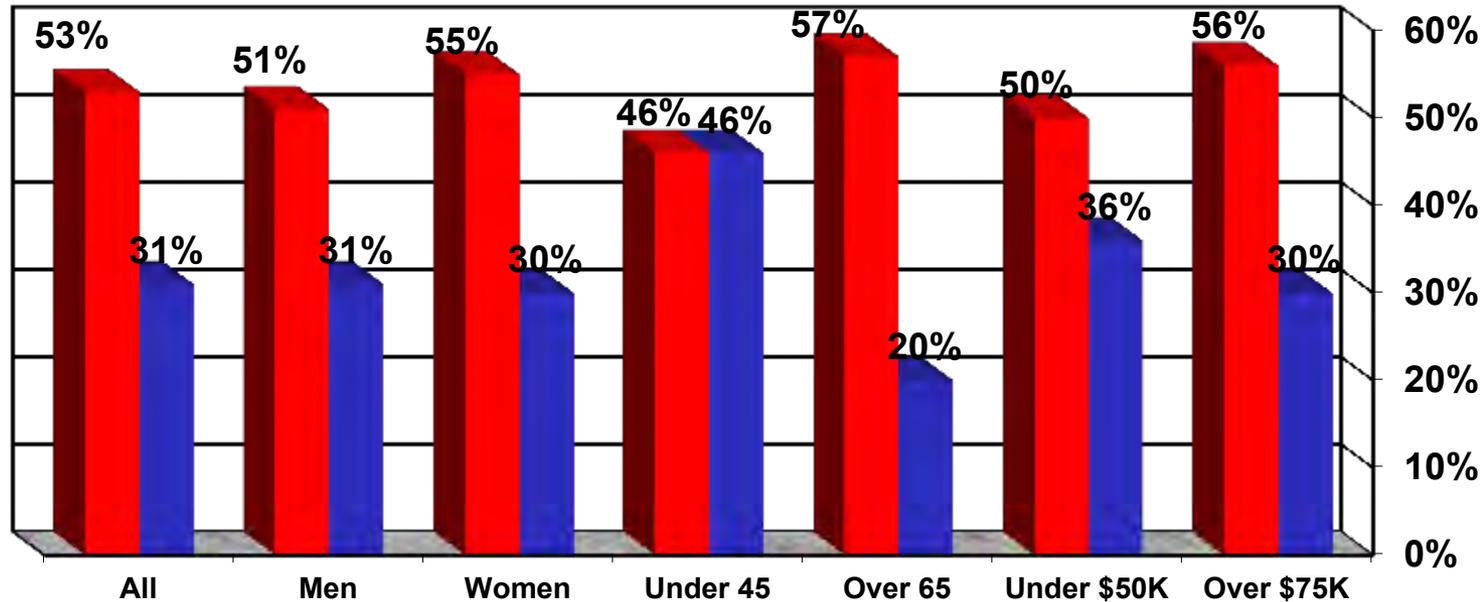
Regardless of position on the package, there is an overwhelming support for funding it with sales tax instead of property tax.





How To Structure Sales Tax?

53% 15 Years; 31% 7 Years; 16% Undecided

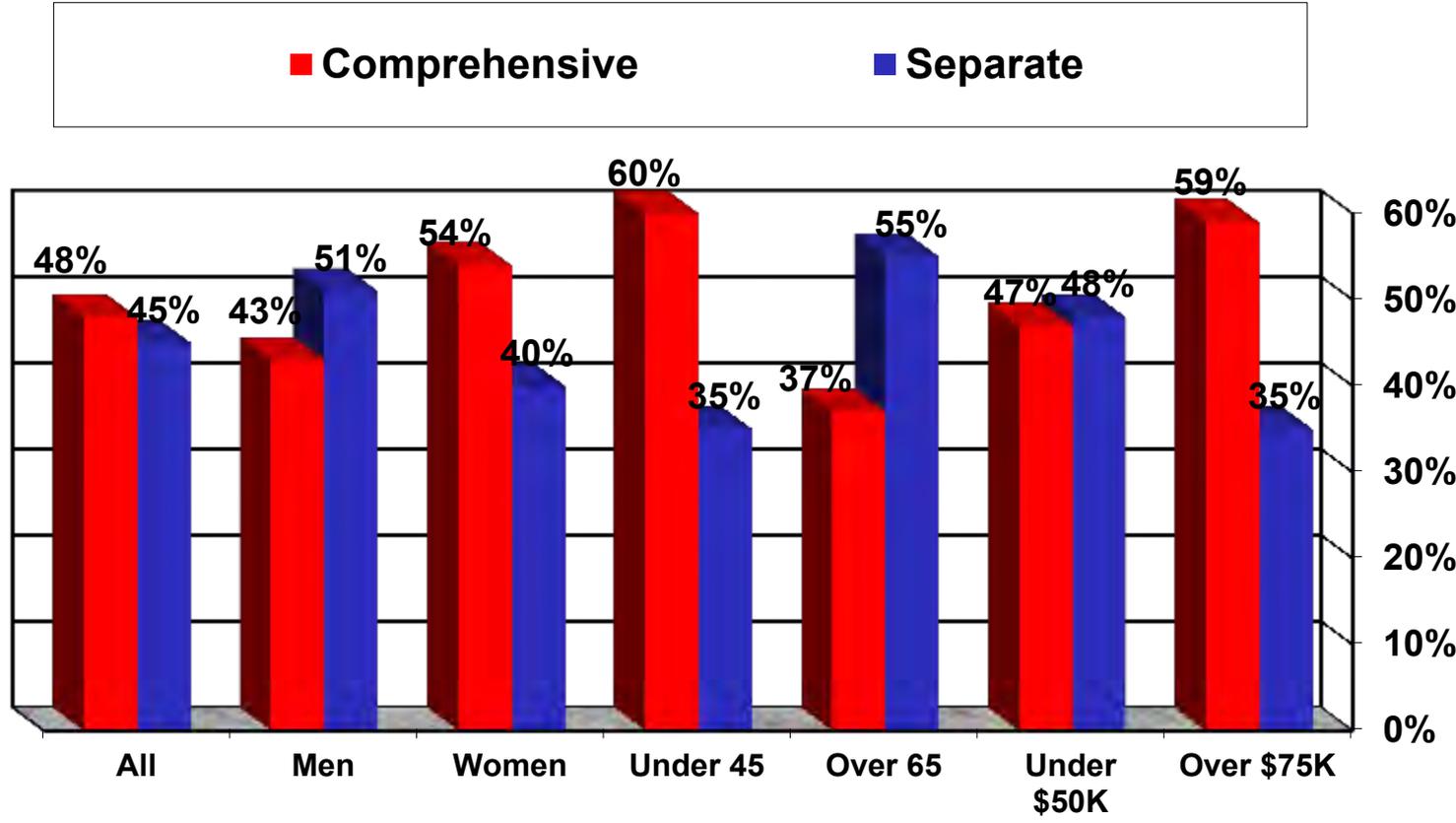


We see strong support for a 1/2 cent for 15 years over 1 cent for 7 years. Only among those under 45 years of age do we see close division.

Comprehensive Package or Separate Projects?

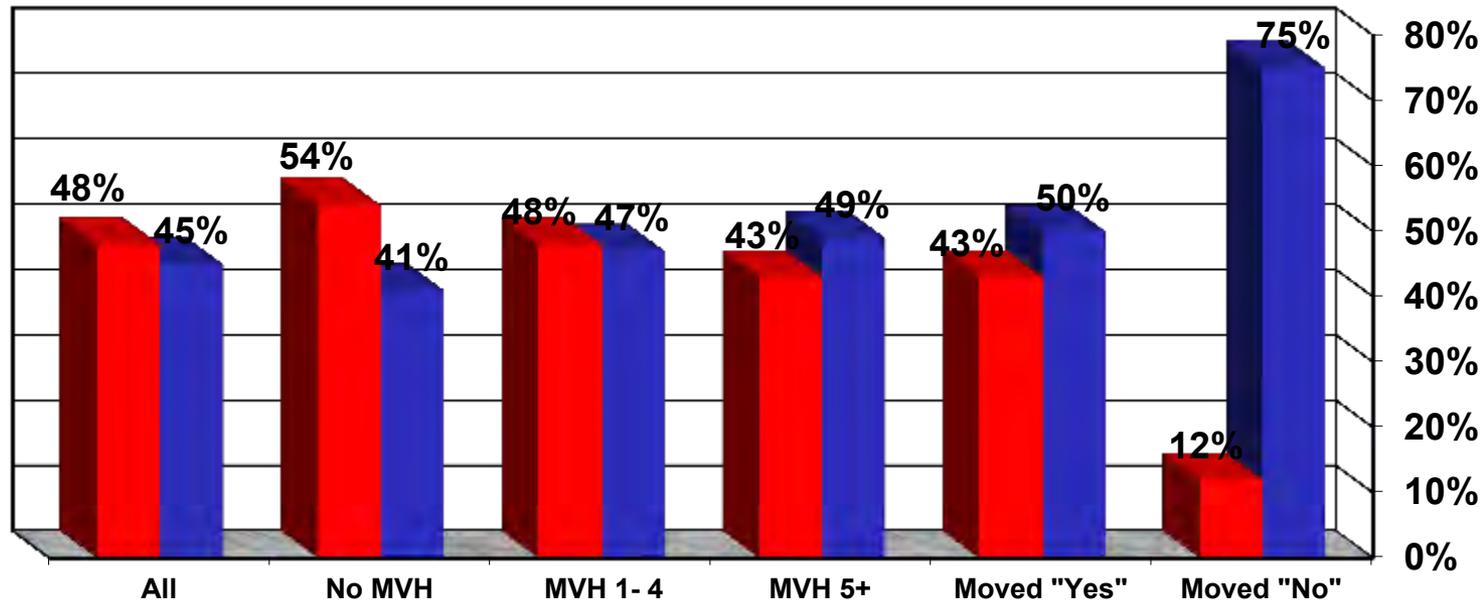
48% Comprehensive Package; 45% Vote Separately; 6% Undecided

When arguments for and against a comprehensive package are made, we see slight support for a comprehensive package.

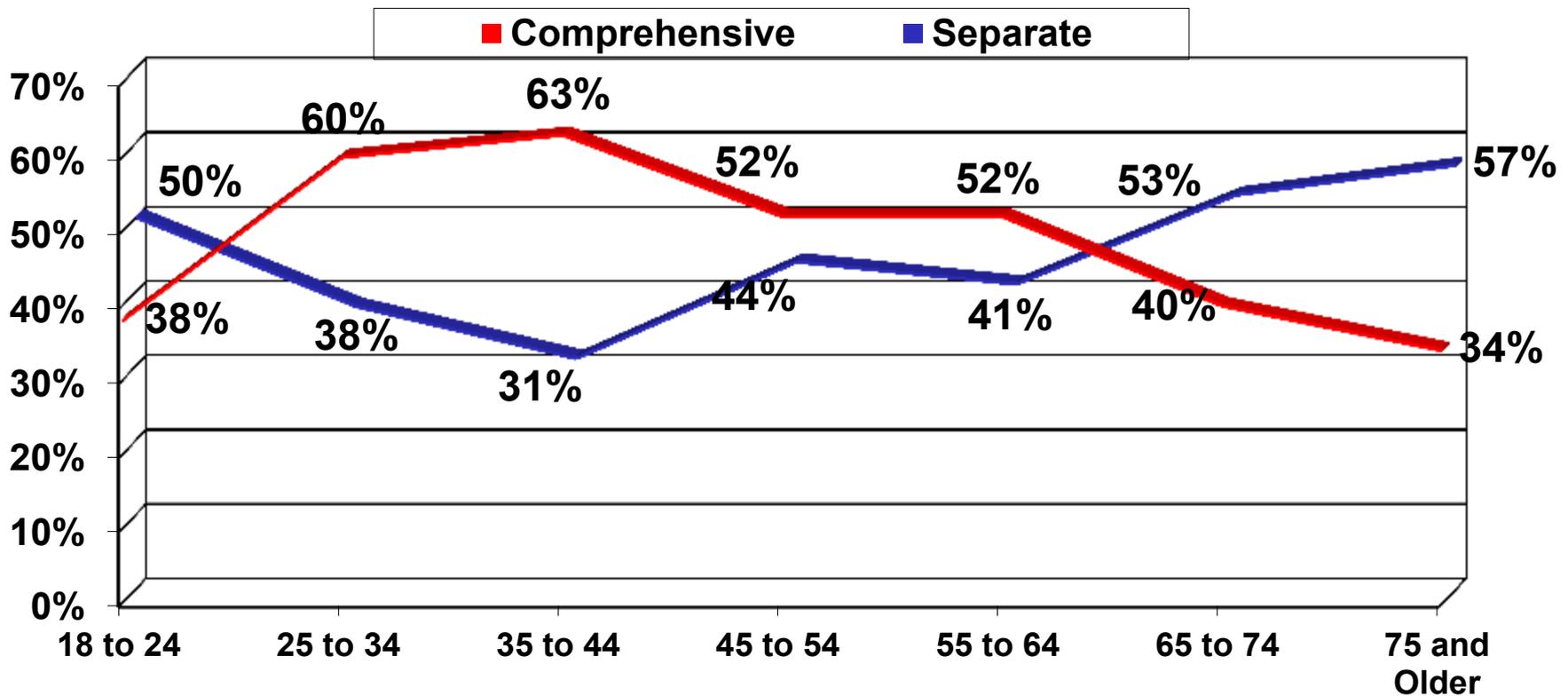


Comprehensive Package or Separate Projects?

Among the 10% who move toward voting no, we do see this issue resonating. Among the 8% who become yes voters, it is more even.

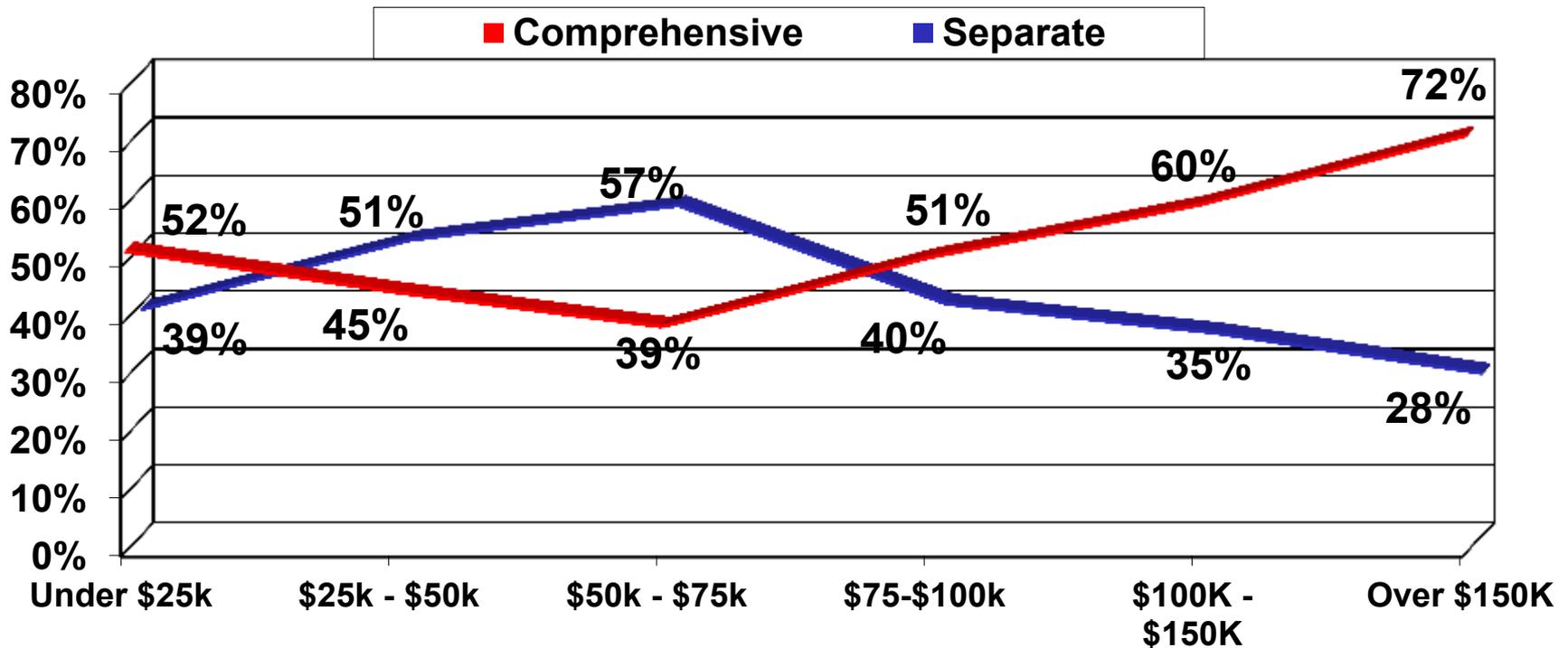


Comprehensive Package or Separate Projects? –By Age



Those over 65 years of age are the most likely to want to vote on the projects separately.

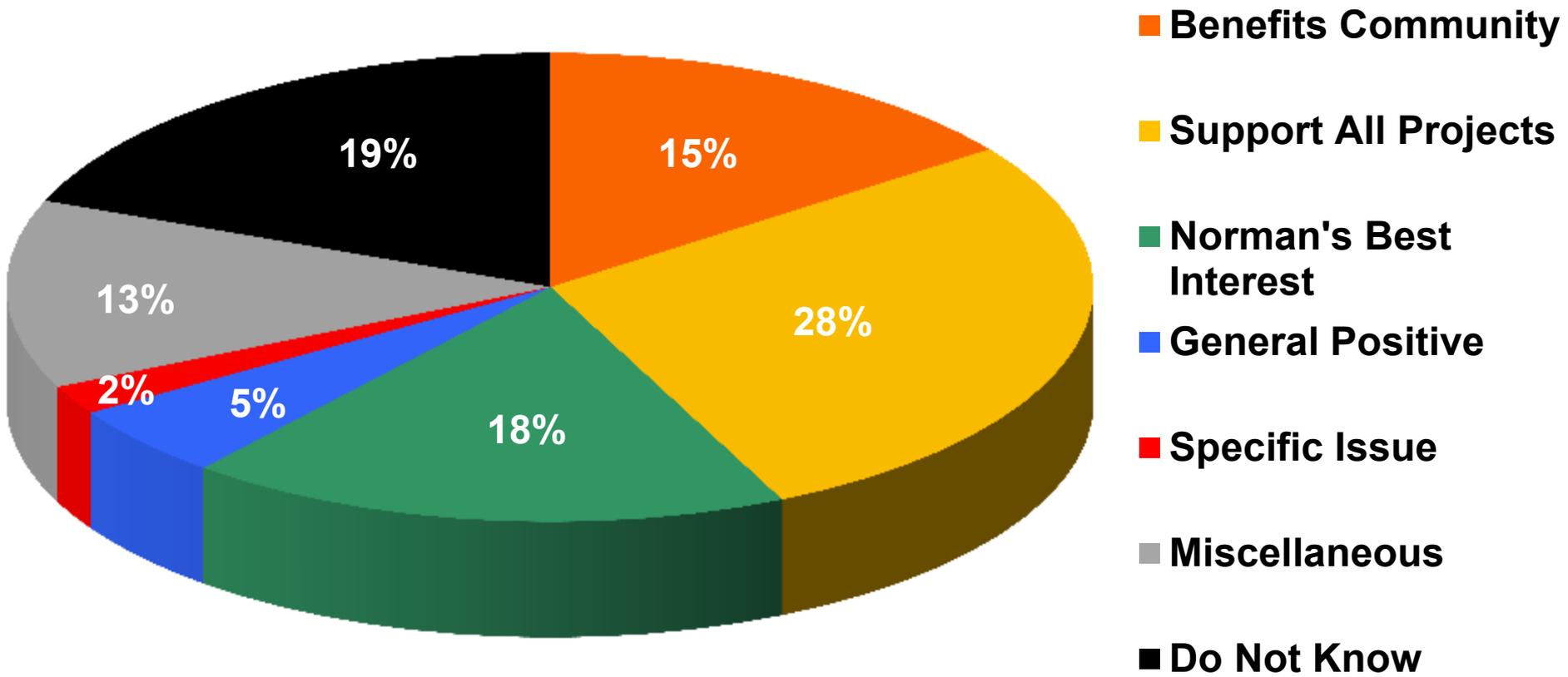
Comprehensive Package or Separate Projects? —By Income



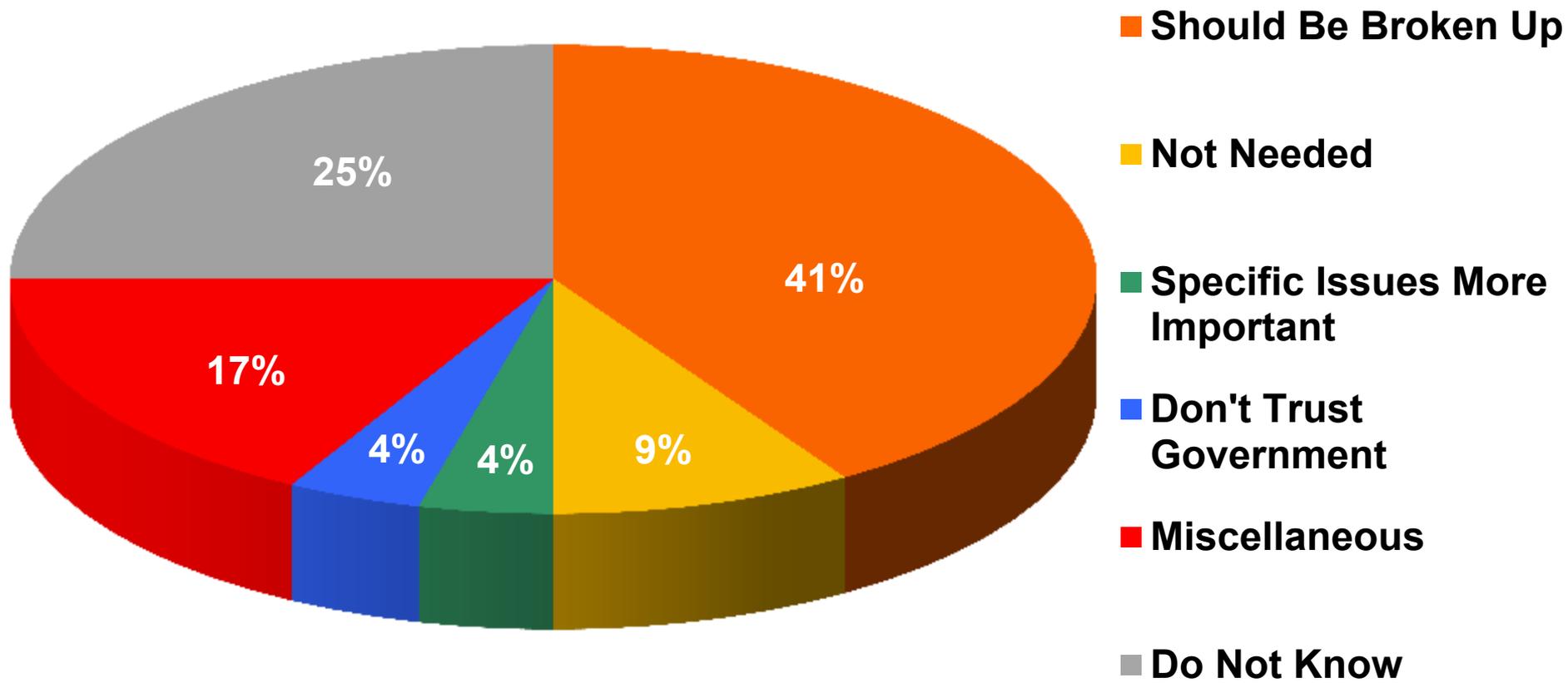
In households with incomes in excess of \$75,000, we see increasing support for a comprehensive package.



Why Vote On All Projects Together?



Why Vote On Projects Separately?

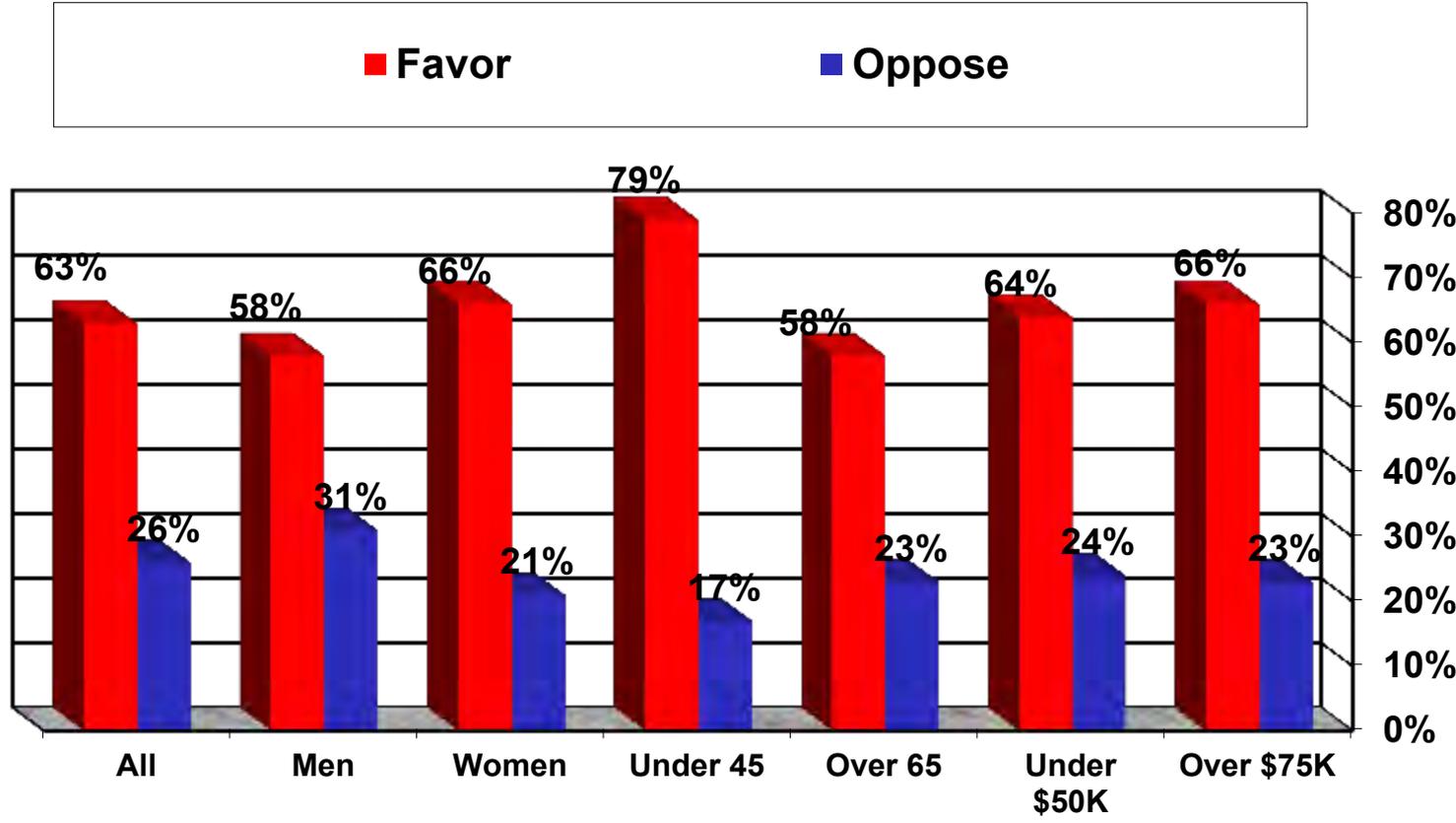




Raise Sales Tax To Fund Project Maintenance?

**37% Strongly Favor; 26% Somewhat Favor; 7% Somewhat Oppose;
19% Strongly Oppose; 12% Undecided**

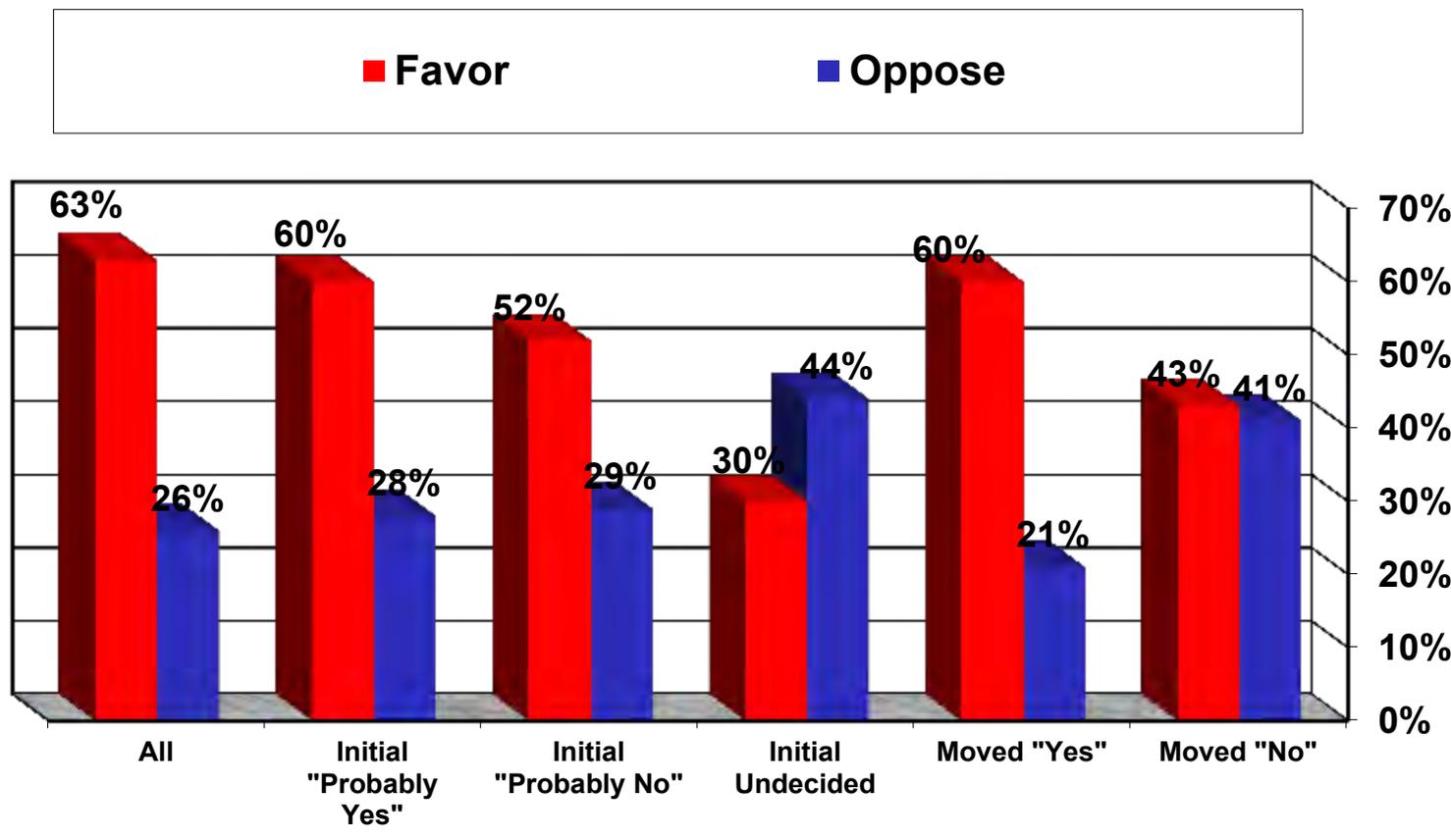
Across the board, we see support for lengthening the time of the tax to make certain maintenance of the projects will be covered. We do see an age difference, but even among those over 64, there is very strong support.



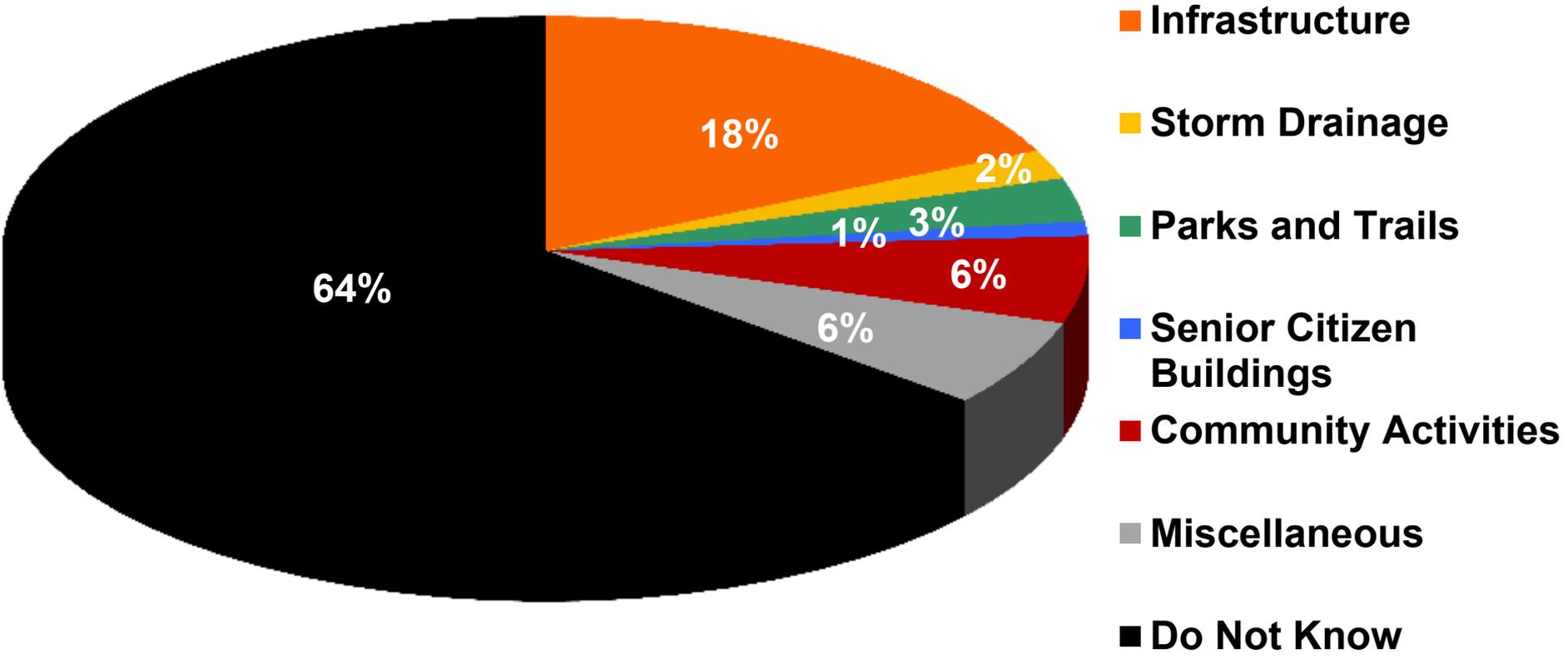


Raise Sales Tax To Fund Project Maintenance?

Extending the sales tax for operating expenses and maintenance does help some people become more comfortable with the package. We see this being a plus to those who initially said they would probably vote no as well as those who move yes. These are both stronger than the opposition seen among those who are initially undecided or who move toward voting no.



Other Projects to Include?



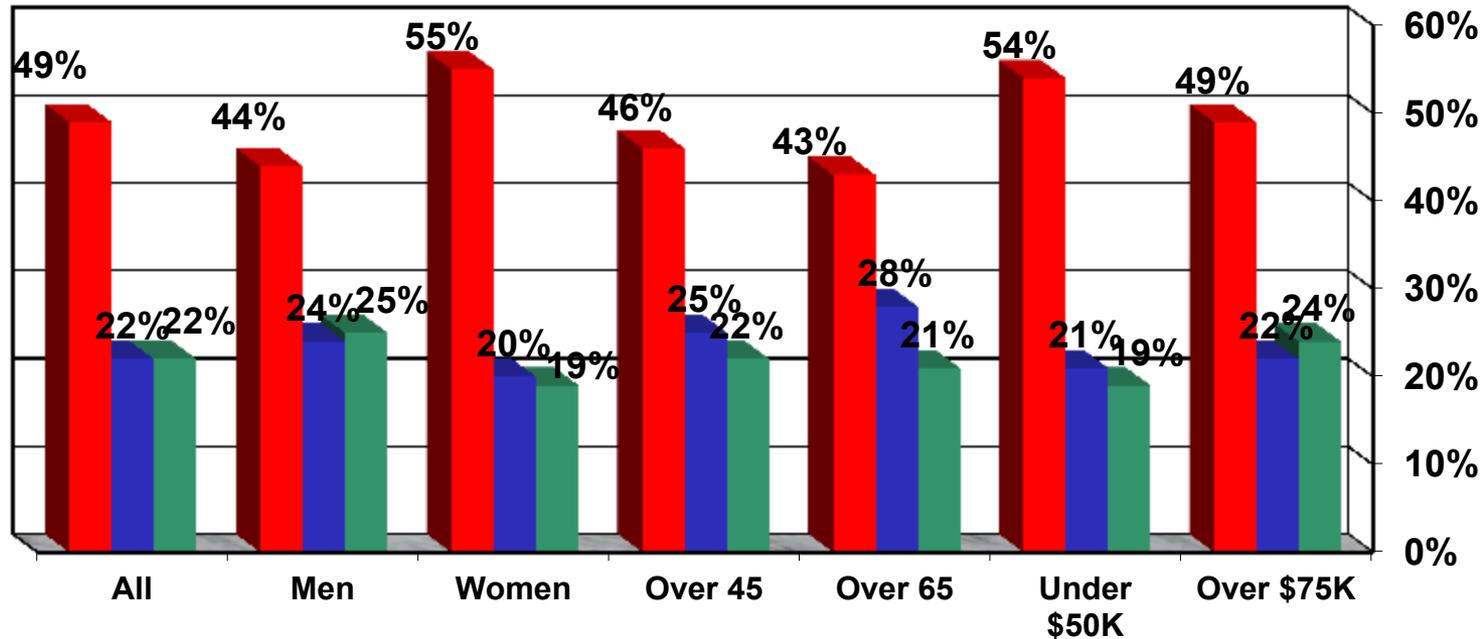
Aside from infrastructure (primarily roads) and a little bit of storm drainage, we do not see other projects being mentioned.



How Will Additional Projects Needing Tax Dollars Affect Vote?

32% Definitely Vote Yes; 17% Probably Vote Yes; 8% Probably Vote No; 14% Definitely Vote No; 22% Makes No Difference; 7% Undecided

■ Vote Yes ■ Vote No ■ No Difference



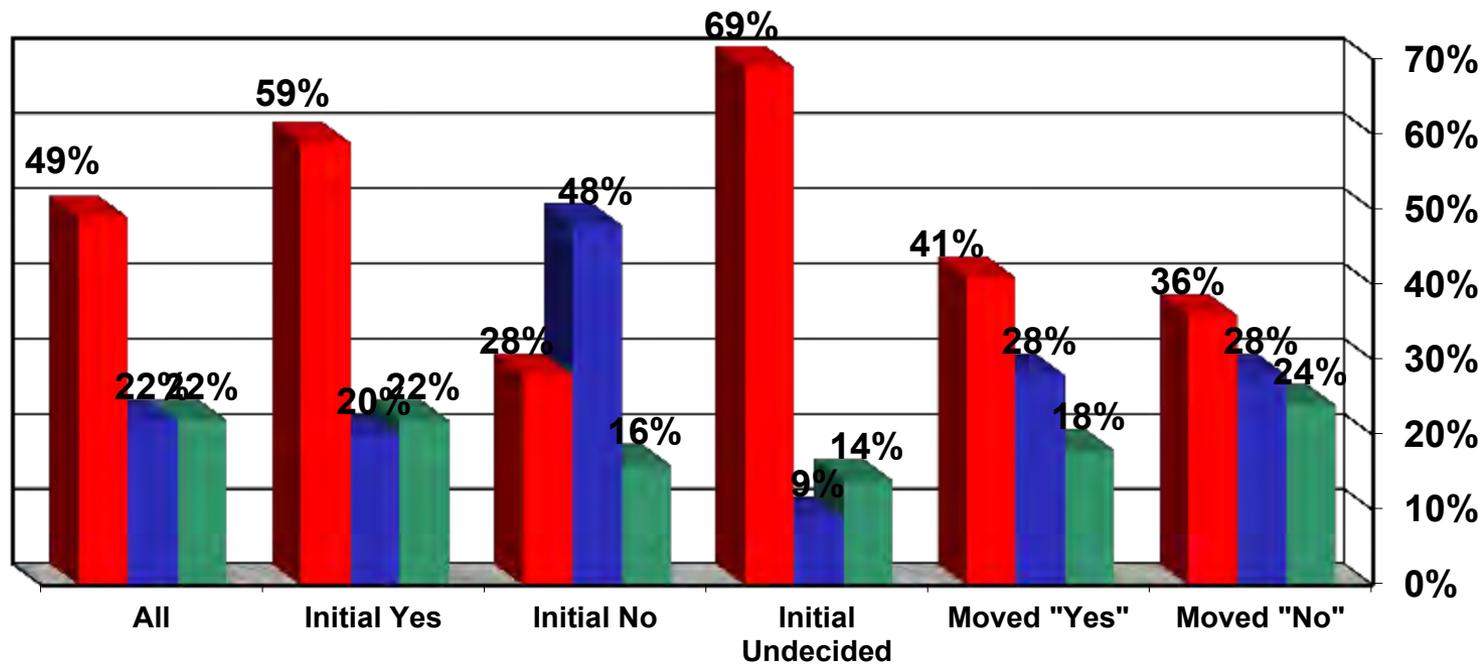
We see some change in support given this “other priorities” argument.



Will Additional Taxes in 5 Years Affect Vote?

Among those initially voting yes, 81% do not change their mind. We actually see 28% of those voting No and 69% of those voting yes saying this actually makes them vote yes on this project.

■ Vote Yes ■ Vote No ■ No Difference

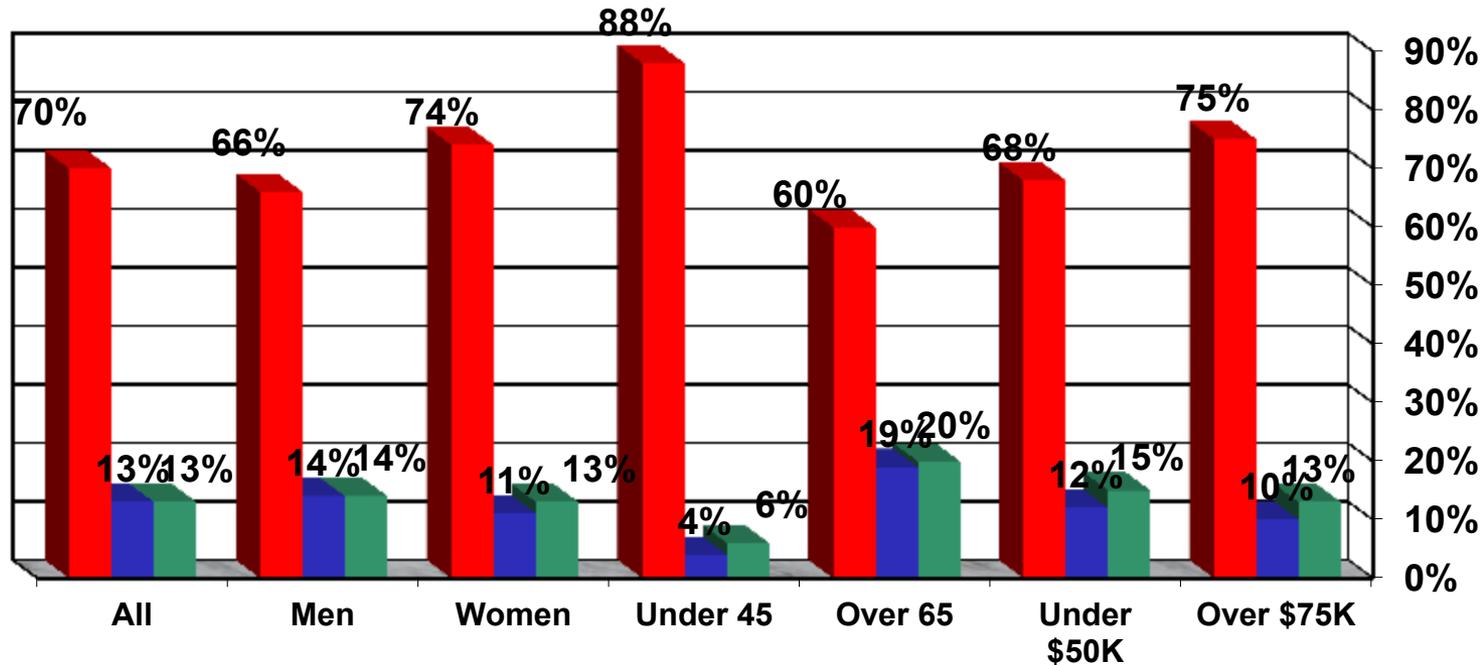




Healthy Norman Affect Vote?

51% Definitely Vote Yes; 19% Probably Vote Yes; 3% Probably Vote No; 10% Definitely Vote No; 13% Makes No Difference; 4% Undecided

■ Vote Yes ■ Vote No ■ No Difference

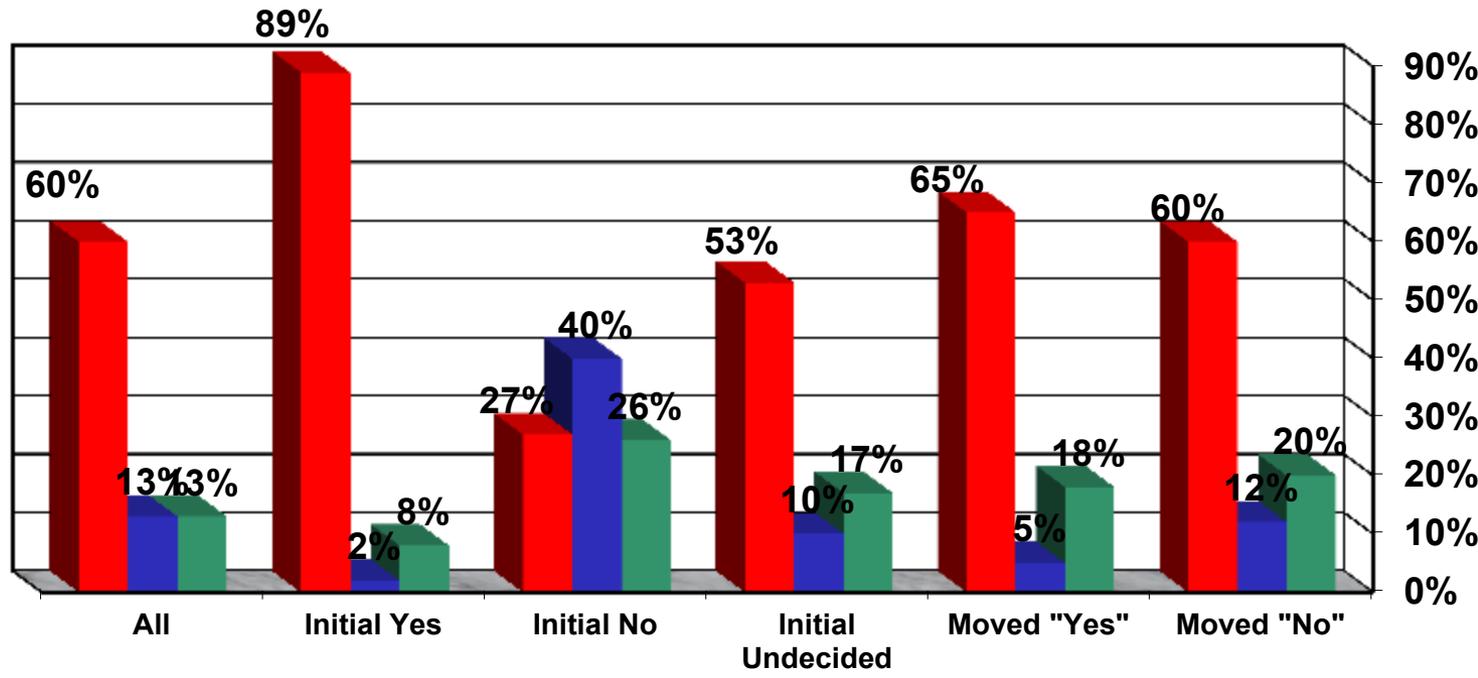


This coincides with other state data I am collecting. There is a strong movement in Oklahoma toward embracing healthier lifestyles. While led by those under 45, it is also reaching older voters as well.

Healthy Norman Affect Vote?

More than half of those initially undecided say this will make them vote yes. As do more than a quarter of those who initially said they would vote no.

■ Vote Yes ■ Vote No ■ No Difference

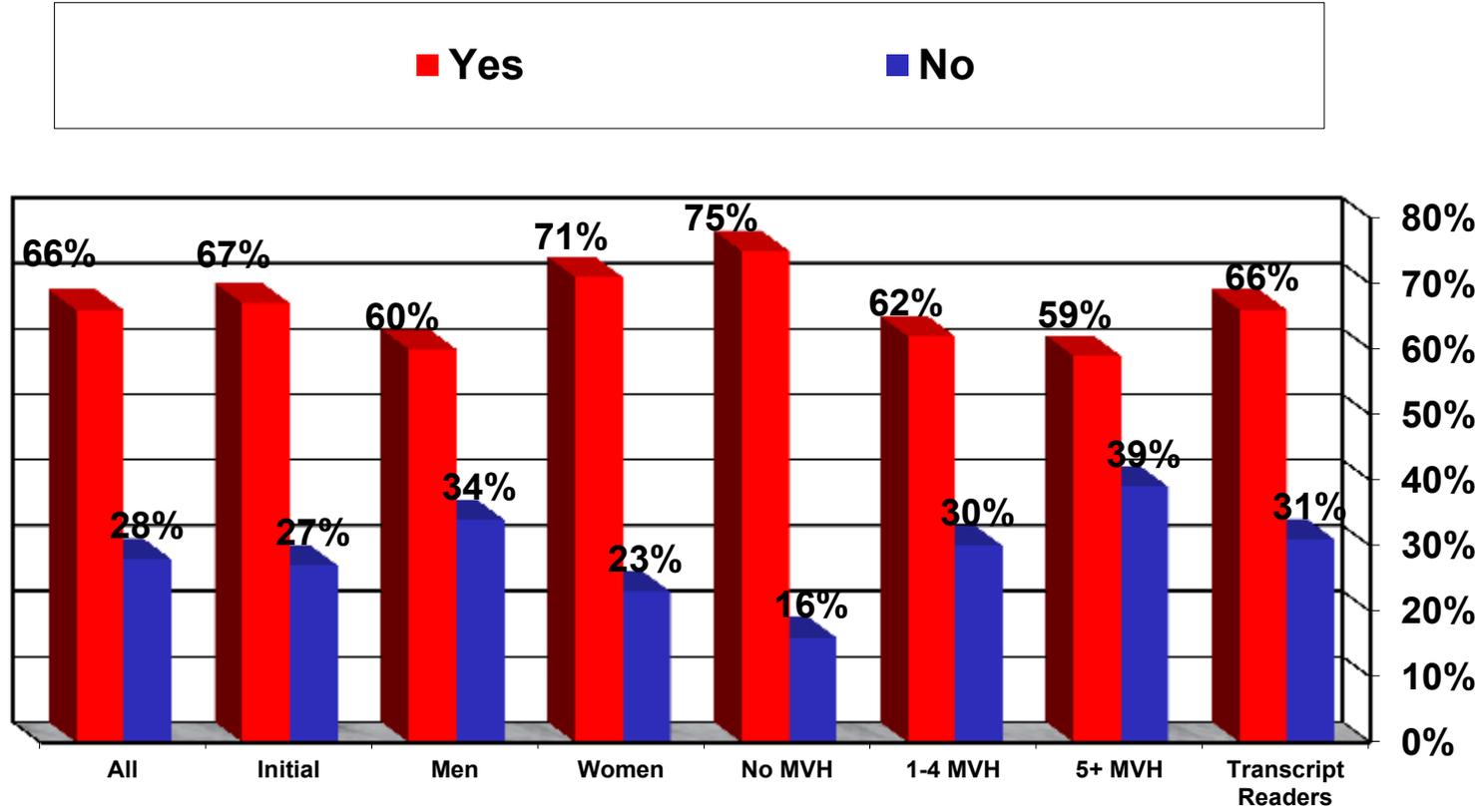




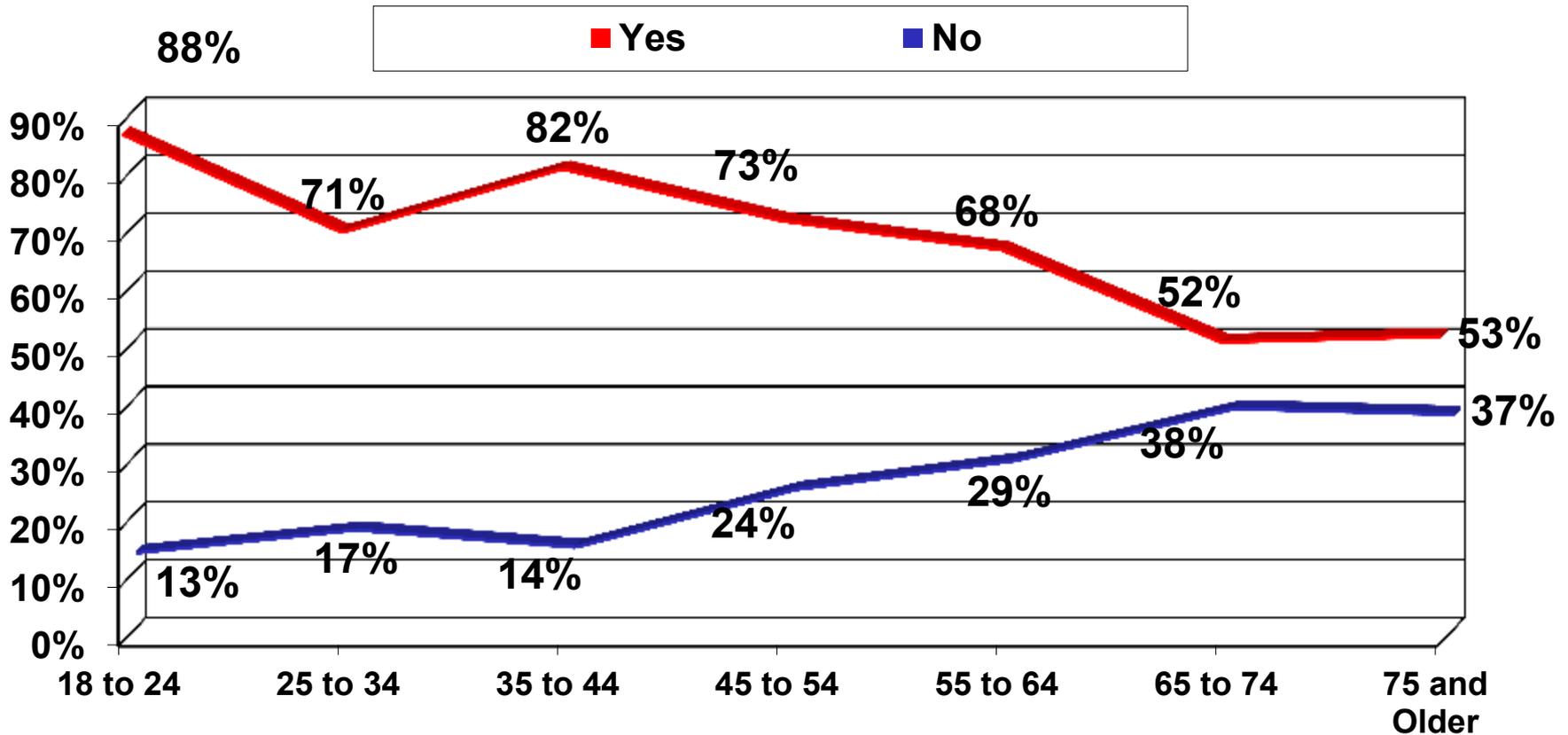
How Voting on Sales Tax Proposal - Informed?

We see very little net change after the discussion. We do have some movement with 8% moving in the direction of support and 10% moving in the direction of opposing (most of these were shifting into or out of the “undecided” category). We still see those without a track record of voting in local elections being the most supportive, but even the most reliable voters still show strong support.

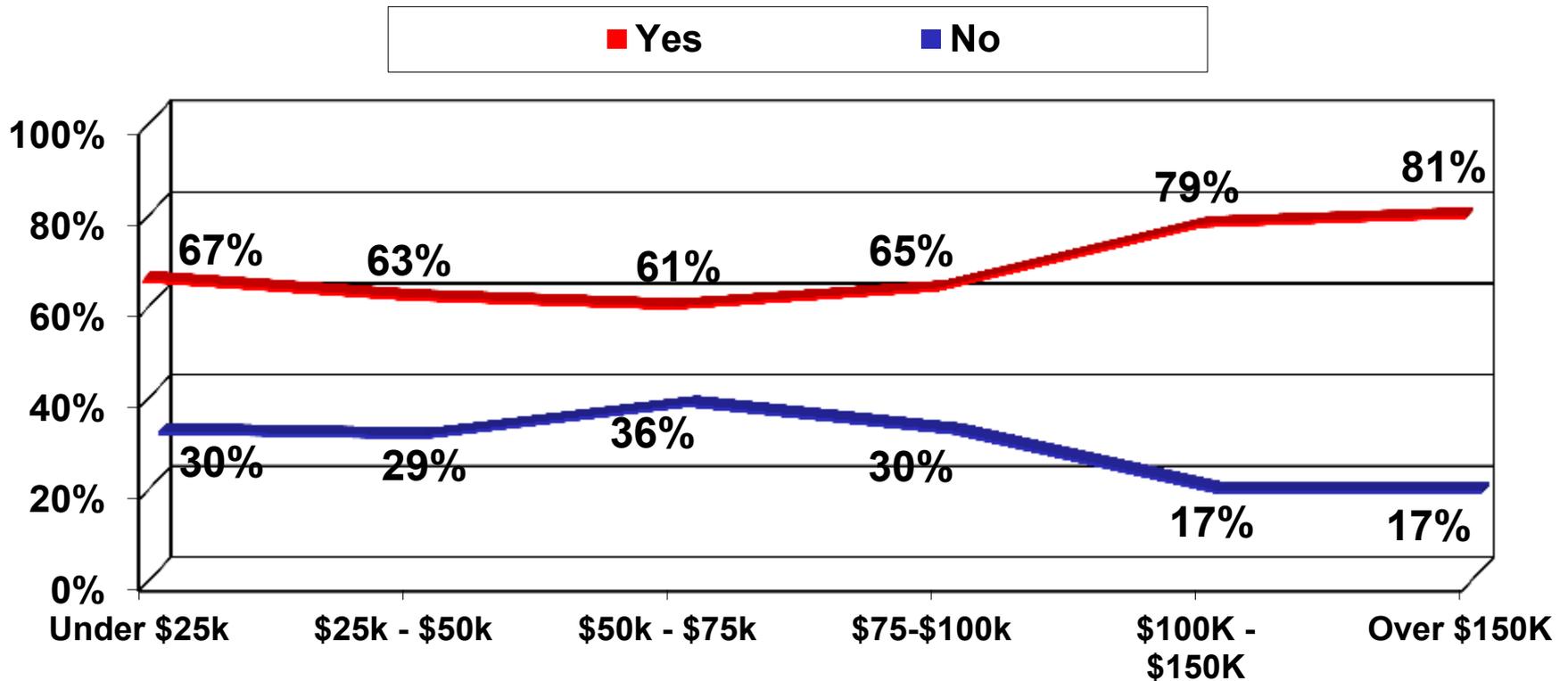
48% Definitely Yes; 18% Probably Yes; 8% Probably No; 20% Definitely No; 6% Undecided



How Voting on Sales Tax Proposal? -By Age



How Voting on Sales Tax Proposal? –By Income



A Survey of 500 Registered Voters in the City of Norman

June 9-15, 2015

Margin of error: +/- 4.3%

Hello Mr./Mrs. _____, I'm _____ of CHS & Associates, a local research firm. We're speaking with residents of the City of Norman today to ask their opinion about upcoming elections affecting your community.

1. Do you think things in Norman are headed in the right direction, or do you think things are currently on the wrong track?

64%	Right direction
21%	Wrong track
15%	Undecided

2. Would you favor or oppose Norman undertaking a significant investment in itself, similar to the approach taken by Oklahoma City's MAPS programs? (After response, ask:) Would you say you would strongly (favor/oppose) or only somewhat (favor/oppose)?

39%	Strongly favor
25%	Somewhat favor
6%	Somewhat oppose
13%	Strongly oppose
17%	Undecided

(Rotate next two questions)

3. Do you think property taxes in Norman are too high, too low, or just about right?

39%	Too high
4%	Too low
50%	Just about right
7%	Undecided

4. Do you think sales taxes in Norman are too high, too low, or just about right?

22%	Too high
3%	Too low
72%	Just about right
3%	Undecided

5. If an election were held today, would you vote yes or would you vote no on a proposal to levy a one half of one percent sales tax for 15 years to fund 143 million dollars on a quality of life projects such as new central and east side libraries, indoor and outdoor youth sports facilities, a new outdoor family aquatic center to replace Westwood pool, an indoor aquatic center, renovations to 51 neighborhood parks, a new expo center, trails and street improvements? (After response, ask:) Would you say you would definitely vote (yes/no) or only probably vote (yes/no)?

48%	Definitely yes
19%	Probably yes
8%	Probably no
18%	Definitely no
6%	(Do not read) Undecided

6. (Skip if "Undecided" on previous question) Can you tell me why you would be voting (yes/no)?

Voting Yes:

7%	Good Investment
13%	Family
6%	Infrastructure
4%	Pool
5%	Library
44%	General Needed
10%	Norman Lagging
1%	Miscellaneous
10%	Do Not Know

Voting No:

23%	Taxes Too High
22%	Not Needed
18%	Too Many Projects
16%	More Important Issues
14%	Miscellaneous
7%	Do Not Know

7. Thinking about local elections like for city council, water rates, school board and others in Norman, do you think the election I just described is more important than most, the same as most, or less important than most elections?

33%	More important
51%	Same as others
11%	Less important
5%	(Do not read) Undecided

8. Have you heard of Norman Forward? (If yes, ask:) Would you say you have a favorable or an unfavorable impression of Norman Forward?

33%	Favorable
13%	Unfavorable
23%	Heard/No opinion
31%	Never Heard of

Now I want to read you a list of possible projects which could be included in a Norman initiative. For each of these projects, please tell me if its inclusion would make you more likely to vote yes for a proposal or more likely to vote no against a proposal that included that project. (After response, ask:) Would you say the inclusion of that project would make you definitely vote (yes/no) or only probably vote (yes/no)?

(Randomize List)

9. 6 million dollars for what is known as James Garner Avenue, formerly known as the Front Street project, that would better connect downtown Norman with Robinson and Flood.

45%	Definitely yes
21%	Probably yes
9%	Probably no
19%	Definitely no
7%	(Do not read) Undecided

10. (Split the sample with the next two questions) 44 million dollars for library system improvements including a new central library and an east side branch library.

55%	Definitely yes
16%	Probably yes
7%	Probably no
19%	Definitely no
3%	(Do not read) Undecided

11. (Split the sample with question 10) 39 million dollars for a new central library.

38%	Definitely yes
18%	Probably yes
9%	Probably no
28%	Definitely no
7%	(Do not read) Undecided

12. (Split the sample with question 10) 5 million dollars for a new east side branch library.

44%	Definitely yes
21%	Probably yes
4%	Probably no
27%	Definitely no
5%	(Do not read) Undecided

13. 27 million for park improvements at 51 existing neighborhood parks, six new neighborhood parks, the initial phase development of Ruby Grant Park, phase two of Saxon Park, the completion of the Legacy Trail central loop, phase one of the Canadian River Park nature trail as well as improvements at Westwood Tennis Center and Andrews Park.

50% Definitely yes
24% Probably yes
7% Probably no
16% Definitely no
4% (Do not read) Undecided

14. 12 million to replace the current Westwood public pool with a new outdoor family aquatic center to include a recreational pool, a lap pool, play and spray features, a lazy river, and a diving area.

47% Definitely yes
21% Probably yes
9% Probably no
18% Definitely no
5% (Do not read) Undecided

15. 23.5 million dollars for sports improvements at Reaves and Griffin Parks including the creation of an indoor sports facility for soccer and other purposes, 20 new youth outdoor fields, new restroom facilities, additional parking and an adult softball, and flag football complex.

41% Definitely yes
21% Probably yes
10% Probably no
22% Definitely no
6% (Do not read) Undecided

16. (Split the sample with the next question) 14 million for an indoor aquatics center.

37% Definitely yes
20% Probably yes
12% Probably no
22% Definitely no
8% (Do not read) Undecided

17. (Split the sample with the previous question) 14 million for an indoor aquatics center with an agreement for it to be operated by the YMCA and used by Norman Public Schools, Norman Regional Hospital for rehabilitation services, and the general public, all of which will help pay operating costs.

53% Definitely yes
22% Probably yes
6% Probably no
12% Definitely no
7% (Do not read) Undecided

18. (Split the sample with the next question) 8.5 million dollars for a new indoor recreation facility for eight full size courts that also could serve as 16 youth size courts that would allow for recreational sports league activities, basketball, volleyball, gymnastics, wrestling, and other sport events and other activities to be held in Norman.

49% Definitely yes
17% Probably yes
12% Probably no
16% Definitely no
6% (Do not read) Undecided

19. (Split the sample with the previous question) 8.5 million dollars for a new indoor recreation facility for eight full size courts that also could serve as 16 youth size courts that would allow for recreational sports league activities, basketball, volleyball, gymnastics, wrestling, and other sport events and other activities to be held in Norman and will replace the aging world war II hangar near the YMCA at the airport.

50% Definitely yes
22% Probably yes
5% Probably no
17% Definitely no
6% (Do not read) Undecided

20. 7 million dollars to supplement funding for an expo center that includes exhibition space suitable for accommodating tradeshows, conventions and similar events.

34% Definitely yes
21% Probably yes
12% Probably no
25% Definitely no
8% (Do not read) Undecided

(End Randomization)

21. As you may know, the City of Norman was recently informed that the land leased from the state for Griffin Park, Francis Cate Park and Sutton Wilderness may not be renewed by the state. Because of this, 5 million dollars of this package we have discussed will be used as a partial payment to convert Griffin Park, Francis Cate Park and Sutton Wilderness from their current status as being leased to purchasing these areas from the state. Does this make you more likely to vote yes or more likely to vote no on the package we discussed? (After response, ask:) Would you say you would definitely vote (yes / no) or only probably vote (yes / no)?

46% Definitely yes
24% Probably yes
6% Probably no
13% Definitely no
11% (Do not read) Undecided

22. Voting yes for this package would allow converting much of the existing central library to an up-to-date senior citizens center. This would not take additional funding as a bond issue for this purpose was passed by voters in 2008. Does this make you more likely to vote yes or more likely to vote no on the package we discussed? (After response, ask:) Would you say you would definitely vote (yes / no) or only probably vote (yes / no)?

55% Definitely yes
22% Probably yes
4% Probably no
12% Definitely no
7% (Do not read) Undecided

23. Thinking about a new senior citizen center for Norman residents, which of the following comes closest to your beliefs: (Randomize the first two statements)

12% I prefer a new stand-alone facility for our senior citizens, even if it costs more
20% I prefer fully renovating the existing central library
58% As long as the facility is modern and meets the needs of our senior citizens, I do not have a preference if it is a new facility or a renovation of the central library
10% (Do not read) Undecided

24. (Split the sample with the next question) Do you agree or disagree with the following statement: I would prefer these projects be paid for through a sales tax rather than a property tax.

80% Agree
12% Disagree
8% (Do not read) Undecided

25. (Split the sample with the previous question) Do you agree or disagree with the following statement: I would prefer these projects be paid for through a property tax rather than a sales tax.

16% Agree
72% Disagree
13% (Do not read) Undecided

26. Which would you prefer: (Rotate statements)

53% A 15 year sales tax at one-half of one percent to complete these projects
31% A 7 and one half year sales tax at one percent to complete these projects
16% (Do not read) Undecided

27. Which of the following comes closest to your beliefs: (Rotate statements)

- 48% I am glad Norman leaders are putting forward a comprehensive package to maintain and improve the quality of life in Norman. We all have to work together. From senior citizens and those with children in sports, to those wanting to improve our economy with the expo center to those interested in the library, streets, trails and parks, we all want a better Norman.
- 45% I don't like lumping all of these projects together and spending tax dollars building things only a few people want. Citizens should also be able to vote on each project individually because some of the projects have operations cost and financing concerns that are not yet answered.
- 6% (Do not read) Undecided

28. Can you tell me why (Statement # 1/ Statement #2) comes closest to your beliefs?

Why Statement #1:

- 15% Benefit Community
- 28% Support All Projects
- 18% Normans Best Interest
- 5% General Positive
- 2% Specific Issue
- 13% Miscellaneous
- 19% Do Not Know

Why Statement #2:

- 41% Should be Broken Up
- 9% Not Needed
- 4% Specific Issue More Important
- 4% Don't Trust Government
- 17% Miscellaneous
- 25% Do Not Know

29. Given that some of these projects will require operating expenses and maintenance, would you favor or oppose making the sales tax either a little higher or a little longer so it could include funding for those operating expenses and long term maintenance. (After response, ask:) Would you say you would strongly (favor / oppose) or only somewhat (favor / oppose)?

- 37% Strongly favor
- 26% Somewhat favor
- 7% Somewhat oppose
- 19% Strongly oppose
- 12% (Do not read) Undecided

30. Are there any projects we have not discussed that you think the city council should consider as part of Norman Forward? (Open ended)

18%	Infrastructure
2%	Storm Drainage
3%	Parks and Trails
1%	Senior Citizen Buildings
6%	Community Activities / Buildings
6%	Miscellaneous
64%	Do Not Know

Now I'm going to read you a short list of statements about the proposed package. For each one, I want you to tell me if that statement makes you more likely to vote yes for the proposed package or more likely to vote no, against the proposed package we have discussed. If it makes no difference, just say so. (After each response, ask:) Would you say that makes you definitely vote (yes / no) or only probably vote (yes / no)?

(Randomize next two questions)

31. In the next five years, Norman will likely face additional tax and fee elections to address storm water, transportation and future utility needs. (As necessary, ask:) Does this information make you more likely to vote yes, for the proposed package, or more likely to vote no, against the proposed package?

32%	Definitely yes
17%	Probably yes
8%	Probably no
14%	Definitely no
22%	Makes no difference
7%	(Do not read) Undecided

32. We all want a healthier Norman and many of these projects will provide more opportunities for Norman residents of all ages to engage in a healthier lifestyle. (As necessary, ask:) Does this information make you more likely to vote yes, for the proposed package, or more likely to vote no, against the proposed package?

51%	Definitely yes
19%	Probably yes
3%	Probably no
10%	Definitely no
13%	Makes no difference
4%	(Do not read) Undecided

(End Randomization)

33. Now knowing a little bit more, if an election were held today, would you vote yes or would you vote no on a proposal to levy a one half of one percent sales tax for 15 years to fund 143 million dollars on a quality of life projects such as new central and east side libraries, indoor and outdoor youth sports facilities, a new outdoor family aquatic center to replace Westwood Pool, an indoor aquatic

center, renovations to 51 neighborhood parks, a new expo center, trails and street improvements?
(After response, ask:) Would you say you would definitely vote (yes/no) or only probably vote (yes/no)?

48%	Definitely yes
18%	Probably yes
8%	Probably no
20%	Definitely no
6%	(Do not read) Undecided

34. (If “Yes” or “Undecided” on Q5 but “No” on Q33, ask:) Can you tell me why you would be voting no?
(open ended)

39%	Should Be Broken Up
13%	Sales Tax Too High
16%	Miscellaneous
32%	Do Not Know

35. (If “No” or “Undecided” on Q5 but “Yes” on Q33, ask:) Can you tell me why you would be voting yes?
(Open ended)

28%	Good Things Included
31%	Needed
14%	Miscellaneous
27%	Do Not Know

36. Which of the following age group is correct for you?

2%	18 – 24
8%	25 – 34
13%	35 – 44
22%	45 – 54
22%	55 – 64
18%	65 – 74
14%	75 and Over
1%	(Do not read) Refused

37. How often do you read the Norman Transcript? Would that be:

38%	Most every day
6%	Three or four times a week
13%	Once or twice a week
6%	Less than once a week
35%	Hardly ever
2%	(Do not read) Undecided

38. When was the last time you attended a youth sporting event in Norman? Would that be:

48%	Within the last year
17%	Two to five years ago
8%	Six to 10 years ago
10%	More than 10 years ago
15%	Never
2%	(Do not read) Undecided

39. Is your annual household income over or under \$50,000? (After response, ask:) Would you say it is (over/under) (\$25,000/\$75,000?) (If over \$75,000, ask:) Would you say it is over or under \$100,000? (If over 100,000, ask:) Would that be over or under \$150,000?

7%	Under \$25,000
17%	\$25,000 to \$50,000
19%	\$50,000 to \$75,000
18%	\$75,000 to \$100,000
17%	\$100,000 to \$150,000
12%	Over \$150,000
10%	(Do Not Read) Refused

40. Gender (by observation)

48%	Male
52%	Female

Remaining data from file

41. Local Election Vote History

35%	Zero
11%	One
7%	Two
6%	Three
7%	Four
33%	Five or more

42. Area of residence

29%	West
16%	North
18%	West Central
10%	Central/OU
27%	East