



NORMAN BRIDGE BOND SURVEY #1

JUNE 23 - JUNE 27, 2023

POLITICAL CONSULTING | GOVERNMENT RELATIONS CONSULTING | STRATEGIC COMMUNICATIONS |
MEDIA AND ADVERTISING SERVICES | MARKET RESEARCH

(405) 330-4499 | 200 NORTHWEST 66TH STREET #972 OKLAHOMA CITY, OK 73116 | AMBERINTEGRATED.COM

TOPLINES

This survey was conducted from June 23 - June 27, 2023 and included a pool of 400 Norman voters who are likely to participate in local elections. These survey results were weighted based on age, gender, level of education and party affiliation. This survey has a margin of error of 4.88% at a 95% confidence interval. The poll surveyed both cell phones and landlines and used a combination of live callers and an online survey option.

KEY FINDINGS SUMMARY

Amber Integrated was commissioned to conduct a comprehensive survey aimed at assessing the community's stance on a proposed bond initiative for bridge repairs and replacement. The survey, which took place from June 23 to June 27, 2023, involved a carefully selected pool of 400 voters who were considered highly likely to participate in local elections. To ensure accuracy, the survey results were weighted, taking into account demographic factors such as age, gender, level of education, and party affiliation. The survey has a 4.88% margin of error at a 95% confidence interval, providing a reliable estimate of the population's sentiment. To reach a wide range of participants, both cell phones and landlines were included in the survey, employing a combination of live callers and an online survey option.

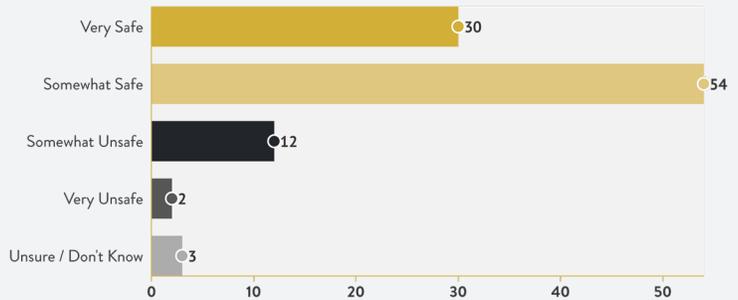
- Norman voters generally view bridges as safe.
 - Nearly 85% of likely voters in Norman believe the bridges in their community are either “very” or “somewhat” safe.
- There is general confusion and/or misunderstanding about how Norman's bridges are funded.
 - Only a quarter of respondents believed that the city was mostly responsible for bridge funding.
 - A plurality of Democrat voters thought the city was responsible.
- A majority of voters (60%) believed the city was responsible for less than the current 80 bridges they are responsible for.
- General concern about specific bridges in a voter's neighborhood or community is low suggesting a lack of awareness about the current bridge concerns.
 - Only 6% of respondents were concerned about a specific bridge.
- The Norman Transcript newspaper was referenced the most times (21%) when asking voters how they research local elections in Norman.
 - This response skews even higher (35%) among voters over the age of 70.
- The 10-year \$50 Million bond program is much more favorable than the 5-year \$20 Million bond program.
 - The 10-year program is supported by a majority of voters in each political party, unlike the other program which does not receive a majority with Republican or Independent voters.
 - Generally, voters who plan to vote YES in support of one or both of these proposals cited the overall need to maintain the infrastructure Norman has.
 - Voters who plan to vote NO against the one or both proposals mostly pointed to the fact that property taxes were already too high and that they could not afford an increase. Others said this burden shouldn't solely fall on property owners.

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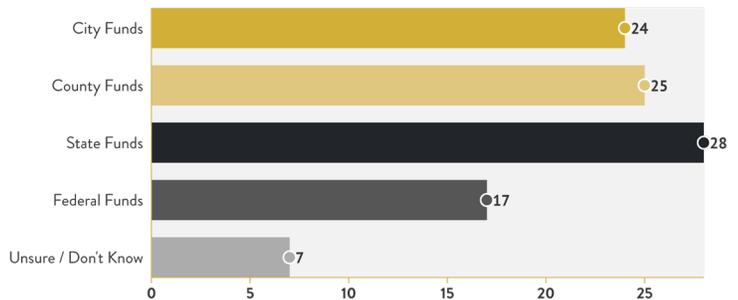
IN GENERAL, HOW SAFE DO YOU THINK THE BRIDGES IN NORMAN ARE?

VERY SAFE	30%
SOMEWHAT SAFE	54%
SOMEWHAT UNSAFE	12%
VERY UNSAFE	2%
UNSURE / DON'T KNOW	3%



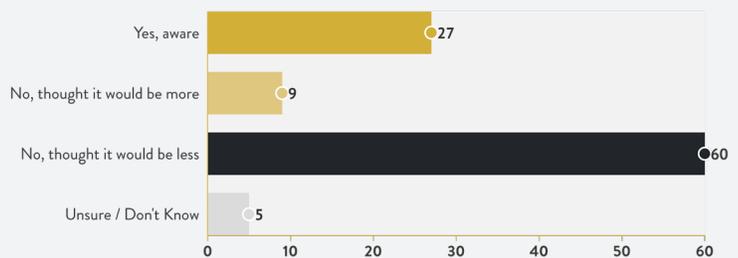
BASED ON YOUR UNDERSTANDING, DOES THE MAINTENANCE FUNDING FOR MOST BRIDGES IN NORMAN COME FROM CITY, COUNTY, STATE, OR FEDERAL FUNDS?

CITY FUNDS	24%
COUNTY FUNDS	25%
STATE FUNDS	28%
FEDERAL FUNDS	17%
UNSURE / DON'T KNOW	7%



WERE YOU AWARE THAT THE CITY OF NORMAN IS RESPONSIBLE FOR MAINTAINING 80 BRIDGES ACROSS THE CITY'S NEARLY 190 SQUARE MILES? OR, DID YOU THINK IT WOULD BE MORE/LESS?

YES, AWARE	27%
NO, THOUGHT IT WOULD BE MORE	9%
NO, THOUGHT IT WOULD BE LESS	60%
DON'T KNOW / REFUSED	5%



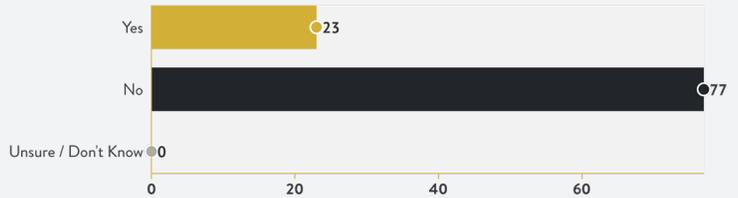
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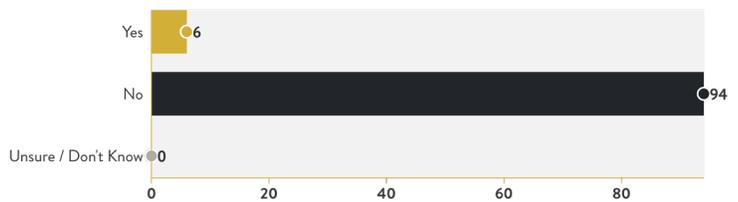
HAVE YOU BEEN IMPACTED BY RECENT NORMAN BRIDGE DAMAGE, CLOSURES, OR REPAIRS?

YES	23%
NO	77%
UNSURE / DON'T KNOW	0%



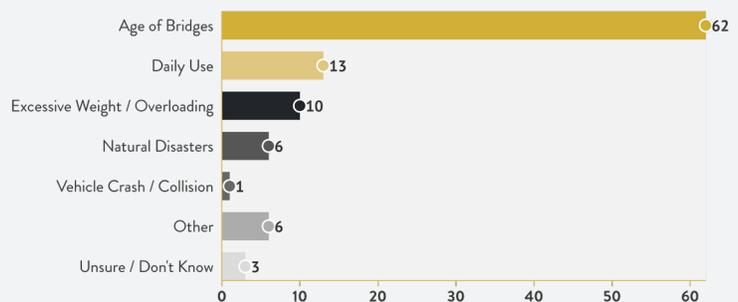
ARE YOU CURRENTLY CONCERNED ABOUT A BRIDGE IN YOUR COMMUNITY OR NEIGHBORHOOD? IF YES, WHICH ONE?

YES	6%
NO	94%
UNSURE / DON'T KNOW	0%



WHICH OF THE FOLLOWING REASONS DO YOU THINK IS MOST LIKELY THE CAUSE OF NORMAN BRIDGES NEEDING MAINTENANCE OR REPLACEMENT?

AGE OF BRIDGES	62%
DAILY USE	13%
EXCESSIVE WEIGHT AND / OR OVERLOADING	10%
NATURAL DISASTERS SUCH AS FLOODS AND TORNADOES	6%
VEHICLE ACCIDENT AND / OR COLLISION WITH A BRIDGE	1%
OTHER	6%
UNSURE / DON'T KNOW	3%



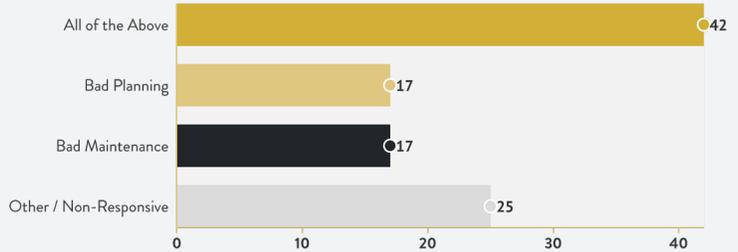
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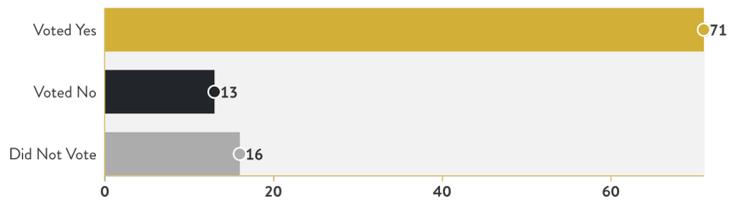
MRV1: WHICH OF THE FOLLOWING REASONS DO YOU THINK IS MOST LIKELY THE CAUSE OF NORMAN BRIDGES NEEDING MAINTENANCE OR REPLACEMENT? - OTHER

MRV1: ALL OF THE ABOVE	42%
MRV1: BAD PLANNING	17%
MRV1: BAD MAINTENANCE	17%
MRV1: OTHER NON-RESPONSIVE	25%



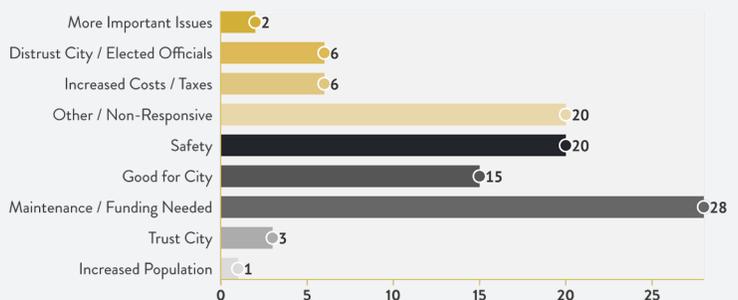
DURING PRIOR BOND ELECTIONS FOR NORMAN ROADS AND BRIDGES PROJECTS, HAVE YOU TYPICALLY VOTED YES TO APPROVE THEM OR NO TO OPPOSE THEM?

VOTED YES TO APPROVE THEM	71%
VOTED NO TO OPPOSE THEM	13%
DID NOT VOTE IN THEM	16%



MRV2: IN YOUR OWN WORDS, WHY DID YOU (VOTE YES / VOTE NO / NOT VOTE) ON THE ROAD AND BRIDGES BALLOT INITIATIVES?

MRV2: MORE IMPORTANT ISSUES	2%
MRV2: DISTRUST CITY / ELECTED OFFICIALS	6%
MRV2: INCREASED COSTS / TAXES	6%
MRV2: OTHER / NON-RESPONSIVE	20%
MRV2: SAFETY	20%
MRV2: GOOD FOR CITY	15%
MRV2: MAINTENANCE / FUNDING NEEDED	28%
MRV2: TRUST CITY	3%
MRV2: INCREASED POPULATION	1%



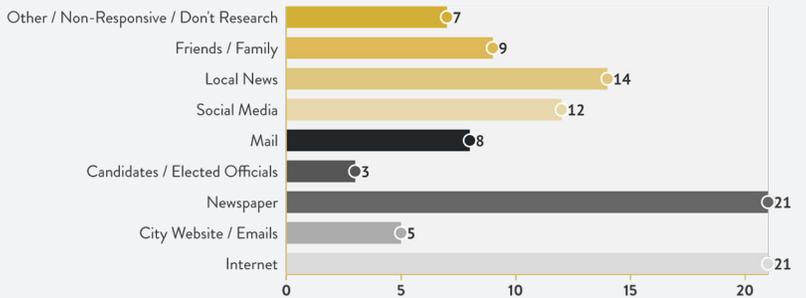
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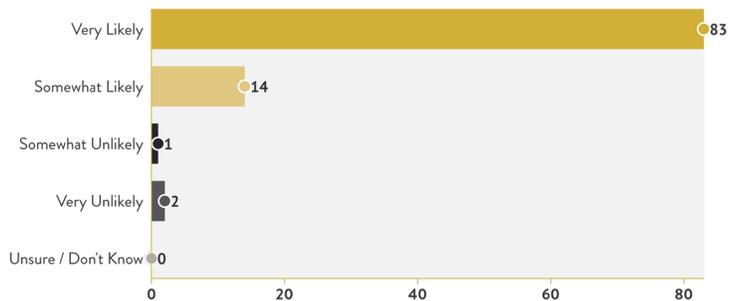
MRV3: PRIMARILY, HOW DO YOU RECEIVE INFORMATION OR CONDUCT RESEARCH ABOUT LOCAL ELECTIONS IN NORMAN?

MRV3: OTHER / NON-RESPONSIVE / DON'T RESEARCH	7%
MRV3: FRIENDS / FAMILY	9%
MRV3: LOCAL NEWS (KGOU, OETA, ETC...)	14%
MRV3: SOCIAL MEDIA	12%
MRV3: MAIL	8%
MRV3: CANDIDATES / ELECTED OFFICIALS	3%
MRV3: NEWSPAPER	21%
MRV3: CITY WEBSITE / EMAILS	5%
MRV3: INTERNET	21%



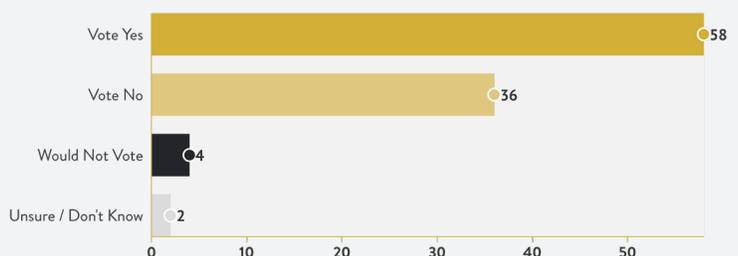
RESIDENTS IN THE CITY OF NORMAN CONSISTENTLY VOTE ON A VARIETY OF ISSUES. ASSUMING THERE ARE ADDITIONAL CITY PROPOSITIONS THIS YEAR ACROSS SEVERAL MONTHS, HOW LIKELY WOULD YOU BE TO VOTE IN THOSE ELECTIONS?

VERY LIKELY	83%
SOMEWHAT LIKELY	14%
SOMEWHAT UNLIKELY	1%
VERY UNLIKELY	2%
UNSURE / DON'T KNOW	0%



THE CITY OF NORMAN IS CONSIDERING 2 DIFFERENT VERSIONS OF A BRIDGE MAINTENANCE BOND PROGRAM. ONE VERSION IS A 5-YEAR, \$20 MILLION BOND PROGRAM THAT WOULD FUND THE TOTAL REPLACEMENT OF 3 BRIDGES AND THIS WOULD PROVIDE FUNDING FOR MAJOR REHABILITATION AND MAINTENANCE ON 8 ADDITIONAL BRIDGE LOCATIONS. HOMEOWNERS WITH PROPERTY VALUES OF UP TO \$300,000 WOULD SEE AN ESTIMATED \$11 MONTHLY INCREASE ON THEIR PROPERTY TAXES OVER 5 YEARS. BASED ON THIS INFORMATION WOULD YOU VOTE YES TO APPROVE THIS BOND PROGRAM, VOTE NO TO OPPOSE THIS BOND PROGRAM, OR WOULD YOU NOT VOTE?

VOTE YES TO APPROVE	58%
VOTE NO TO OPPOSE	36%
WOULD NOT VOTE	4%
UNSURE / DON'T KNOW	2%



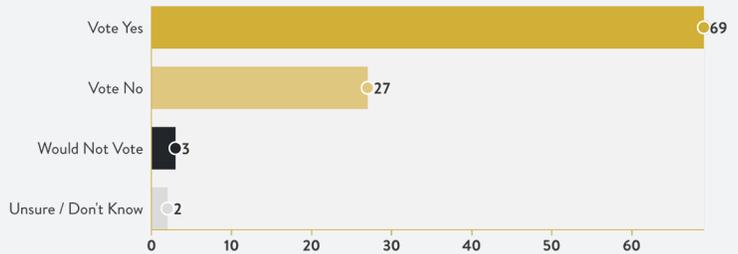
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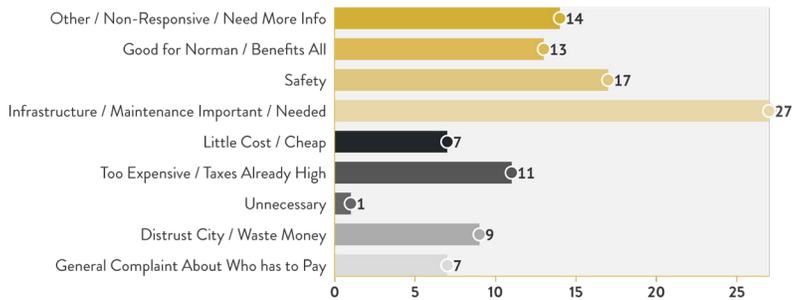
THE CITY OF NORMAN IS CONSIDERING 2 DIFFERENT VERSIONS OF A BRIDGE MAINTENANCE BOND PROGRAM. ONE VERSION IS A 10-YEAR, \$50 MILLION BOND PROGRAM THAT WOULD FUND THE TOTAL REPLACEMENT OF 10 BRIDGES AND THIS WOULD PROVIDE FUNDING FOR MAJOR REHABILITATION AND MAINTENANCE ON 9 ADDITIONAL BRIDGE LOCATIONS. HOMEOWNERS WITH PROPERTY VALUES OF UP TO \$300,000 WOULD SEE AN ESTIMATED \$8 MONTHLY INCREASE ON THEIR PROPERTY TAXES OVER 20 YEARS. BASED ON THIS INFORMATION WOULD YOU VOTE YES TO APPROVE THIS BOND PROGRAM, VOTE NO TO OPPOSE THIS BOND PROGRAM, OR WOULD YOU NOT VOTE?

VOTE YES TO APPROVE	69%
VOTE NO TO OPPOSE	27%
WOULD NOT VOTE	3%
UNSURE / DON'T KNOW	2%



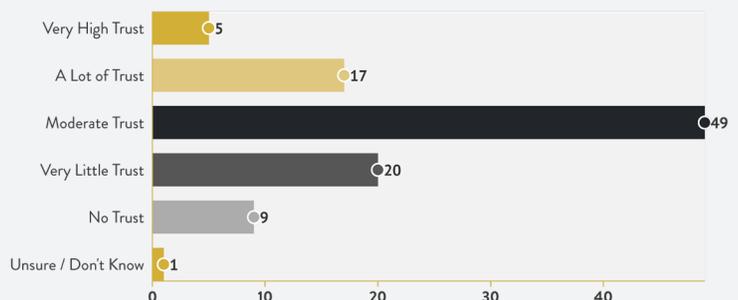
MRV4: IN YOUR OWN WORDS, WHY WOULD YOU (VOTE YES / VOTE NO / NOT VOTE) ON THESE BRIDGE BALLOT INITIATIVES?

MRV4: OTHER / NON-RESPONSIVE / NEED MORE INFO	14%
MRV4: GOOD FOR NORMAN / BENEFITS ALL	13%
MRV4: SAFETY	17%
MRV4: INFRASTRUCTURE / MAINTENANCE IMPORTANT / NEEDED	27%
MRV4: LITTLE COST / CHEAP	7%
MRV4: TOO EXPENSIVE / TAXES ALREADY HIGH	11%
MRV4: UNNECESSARY	1%
MRV4: DISTRUST CITY / WASTE MONEY	9%
MRV4: GENERAL COMPLAINT ABOUT WHO HAS TO PAY	7%



HOW WOULD YOU DESCRIBE YOUR LEVEL OF TRUST IN CITY GOVERNMENT?

VERY HIGH TRUST	5%
A LOT OF TRUST	17%
MODERATE TRUST	49%
VERY LITTLE TRUST	20%
NO TRUST	9%
UNSURE / DON'T KNOW	1%



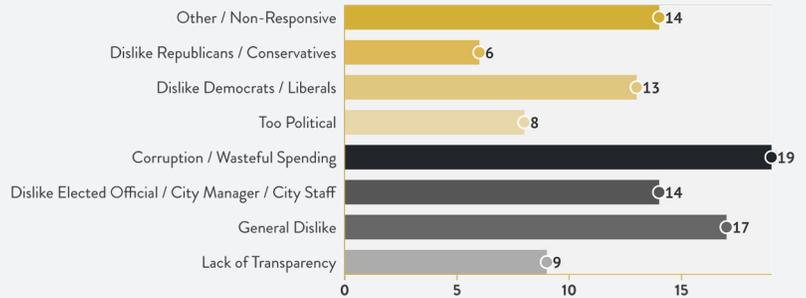
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MRV5: IN YOUR OWN WORDS, WHY DO YOU HAVE LITTLE OR NO TRUST IN NORMAN CITY GOVERNMENT?

MRV5: OTHER / NON-RESPONSIVE	14%
MRV5: DISLIKE REPUBLICANS / CONSERVATIVES	6%
MRV5: DISLIKE DEMOCRATS / LIBERALS	13%
MRV5: TOO POLITICAL	8%
MRV5: CORRUPTION WASTEFUL SPENDING	19%
MRV5: DISLIKE ELECTED OFFICIAL / CITY MANAGER / CITY STAFF	14%
MRV5: GENERAL DISLIKE	17%
MRV5: LACK OF TRANSPARENCY	9%



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	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
In general, how safe do you think the bridges in Norman are?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
Very Safe															
Count	119	48	50	19	2	45	74	4	7	22	19	35	32	117	2
Column %	30%	33%	27%	28%	50%	23%	37%	36%	19%	33%	32%	35%	26%	30%	15%
Somewhat Safe															
Count	214	76	96	40	2	113	101	5	26	32	34	48	68	208	6
Column %	54%	52%	53%	58%	50%	57%	50%	45%	70%	48%	57%	48%	56%	54%	46%
Somewhat Unsafe															
Count	49	14	27	8	0	33	16	1	3	6	5	17	16	49	0
Column %	12%	10%	15%	12%	0%	17%	8%	9%	8%	9%	8%	17%	13%	13%	0%
Very Unsafe															
Count	7	2	4	1	0	1	6	1	0	4	2	0	0	6	1
Column %	2%	1%	2%	1%	0%	1%	3%	9%	0%	6%	3%	0%	0%	2%	8%
Unsure / Don't Know															
Count	11	5	5	1	0	7	4	0	1	3	0	1	6	7	4
Column %	3%	3%	3%	1%	0%	4%	2%	0%	3%	4%	0%	1%	5%	2%	31%

	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
Based on your understanding, does the maintenance funding for most bridges in Norman come from City, County, State, or Federal Funds?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
City funds															
Count	95	27	52	14	2	50	45	6	6	19	12	25	26	94	1
Column %	24%	19%	29%	20%	50%	25%	22%	55%	16%	28%	20%	25%	21%	24%	8%
County funds															
Count	98	39	39	19	1	60	38	1	8	15	8	28	37	95	3
Column %	25%	27%	21%	28%	25%	30%	19%	9%	22%	22%	13%	28%	30%	25%	23%
State funds															
Count	111	44	43	24	0	55	56	3	12	18	23	21	34	109	2
Column %	28%	30%	24%	35%	0%	28%	28%	27%	32%	27%	38%	21%	28%	28%	15%
Federal funds															
Count	68	21	36	10	1	28	40	0	7	13	14	22	12	66	2
Column %	17%	14%	20%	14%	25%	14%	20%	0%	19%	19%	23%	22%	10%	17%	15%
Unsure / Don't Know															
Count	28	14	12	2	0	6	22	1	4	2	3	5	13	23	5
Column %	7%	10%	7%	3%	0%	3%	11%	9%	11%	3%	5%	5%	11%	6%	38%

	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
Were you aware that the City of Norman is responsible for maintaining 80 bridges across the city's nearly 190 square miles? Or, did you think it would be more/less?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
Yes, aware															
Count	107	35	56	16	0	52	55	4	11	21	14	29	28	104	3
Column %	27%	24%	31%	23%	0%	26%	27%	36%	30%	31%	23%	29%	23%	27%	23%
No, thought it would be more															
Count	35	13	16	5	1	19	16	1	1	3	9	6	15	34	1
Column %	9%	9%	9%	7%	25%	10%	8%	9%	3%	4%	15%	6%	12%	9%	8%
No, thought it would be less															
Count	238	88	103	44	3	122	116	5	24	42	37	60	69	230	8
Column %	60%	61%	57%	64%	75%	61%	58%	45%	65%	63%	62%	59%	57%	59%	62%
Don't Know/Refused															
Count	20	9	7	4	0	6	14	1	1	1	0	6	10	19	1
Column %	5%	6%	4%	6%	0%	3%	7%	9%	3%	1%	0%	6%	8%	5%	8%



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Have you been impacted by recent Norman bridge damage, closures, or repairs?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
Yes															
Count	93	30	44	18	1	54	39	2	8	13	18	25	27	90	3
Column %	23%	21%	24%	26%	25%	27%	19%	18%	22%	19%	30%	25%	22%	23%	23%
No															
Count	307	115	138	51	3	145	162	9	29	54	42	76	95	297	10
Column %	77%	79%	76%	74%	75%	73%	81%	82%	78%	81%	70%	75%	78%	77%	77%
Unsure / Don't Know															
Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
Are you currently concerned about a bridge in your community or neighborhood? If yes, which one?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
Yes															
Count	25	15	8	2	0	10	15	0	1	2	7	8	6	25	0
Column %	6%	10%	4%	3%	0%	5%	7%	0%	3%	3%	12%	8%	5%	6%	0%
No															
Count	374	129	174	67	4	188	186	11	36	65	53	92	116	361	13
Column %	94%	89%	96%	97%	100%	94%	93%	100%	97%	97%	88%	91%	95%	93%	100%
Unsure / Don't Know															
Count	1	1	0	0	0	1	0	0	0	0	0	1	0	1	0
Column %	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%

	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
Which of the following reasons do you think is most likely the cause of Norman bridges needing maintenance or replacement?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
Age of bridges															
Count	246	88	112	44	2	130	116	5	24	45	34	64	74	240	6
Column %	62%	61%	62%	64%	50%	65%	58%	45%	65%	67%	57%	63%	61%	62%	46%
Daily use															
Count	50	17	28	5	0	23	27	2	4	6	11	11	16	49	1
Column %	13%	12%	15%	7%	0%	12%	13%	18%	11%	9%	18%	11%	13%	13%	8%
Excessive weight and/or Overloading															
Count	40	20	16	4	0	18	22	2	3	4	5	12	14	39	1
Column %	10%	14%	9%	6%	0%	9%	11%	18%	8%	6%	8%	12%	11%	10%	8%
Natural disasters such as floods and tornadoes															
Count	24	8	10	6	0	10	14	2	1	3	1	8	8	22	2
Column %	6%	6%	5%	9%	0%	5%	7%	18%	3%	4%	2%	8%	7%	6%	15%
Vehicle accident and/or Collision with a bridge															
Count	4	0	3	1	0	1	3	0	0	0	0	2	2	3	1
Column %	1%	0%	2%	1%	0%	1%	1%	0%	0%	0%	0%	2%	2%	1%	8%
Other															
Count	25	9	7	7	2	14	11	0	1	9	8	4	3	24	1
Column %	6%	6%	4%	10%	50%	7%	5%	0%	3%	13%	13%	4%	2%	6%	8%
Unsure / Don't Know															
Count	11	3	6	2	0	3	8	0	4	0	1	0	5	10	1
Column %	3%	2%	3%	3%	0%	2%	4%	0%	11%	0%	2%	0%	4%	3%	8%

	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
MRV1: Which of the following reasons do you think is most likely the cause of Norman bridges needing maintenance or replacement? - OTHER															
Sample Size	24	8	7	7	2	13	11	-	1	8	8	4	3	23	1
Total Mentions	24	8	7	7	2	13	11	-	1	8	8	4	3	23	1
MRV1: All The Above															
Mentions	10	3	3	4	0	7	3	-	0	2	4	2	2	10	0
% Total Mentions	42%	38%	43%	57%	0%	54%	27%	-	0%	25%	50%	50%	67%	43%	0%
MRV1: Bad Planning															
Mentions	4	1	3	0	0	1	3	-	0	3	1	0	0	4	0
% Total Mentions	17%	13%	43%	0%	0%	8%	27%	-	0%	38%	13%	0%	0%	17%	0%
MRV1: Bad Maintenance															
Mentions	4	3	1	0	0	1	3	-	1	1	0	1	1	3	1
% Total Mentions	17%	38%	14%	0%	0%	8%	27%	-	100%	13%	0%	25%	33%	13%	100%
MRV1: Other/Non-Responsive															
Mentions	6	1	0	3	2	4	2	-	0	2	3	1	0	6	0
% Total Mentions	25%	13%	0%	43%	100%	31%	18%	-	0%	25%	38%	25%	0%	26%	0%



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	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
During prior bond elections for Norman roads and bridges projects, have you typically voted yes to approve them or no to oppose them?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
Voted YES to approve them															
Count	285	84	156	44	1	145	140	9	19	43	38	80	95	279	6
Column %	71%	58%	86%	64%	25%	73%	70%	82%	51%	64%	63%	79%	78%	72%	46%
Voted NO to oppose them															
Count	50	30	7	11	2	20	30	1	7	10	9	9	13	50	0
Column %	13%	21%	4%	16%	50%	10%	15%	9%	19%	15%	15%	9%	11%	13%	0%
Did not vote in them															
Count	65	31	19	14	1	34	31	1	11	14	13	12	14	58	7
Column %	16%	21%	10%	20%	25%	17%	15%	9%	30%	21%	22%	12%	11%	15%	54%

MRV2: In your own words, why did you (vote YES / vote NO / not vote) on the road and bridges ballot initiatives?															
Sample Size	399	145	181	69	4	199	200	11	37	67	60	101	121	386	13
Total Mentions	401	146	182	69	4	200	201	11	37	68	60	102	121	388	13
MRV2: More Important Issues															
Mentions	7	3	2	2	0	3	4	0	0	2	1	1	3	6	1
% Total Mentions	2%	2%	1%	3%	0%	2%	2%	0%	0%	3%	2%	1%	2%	2%	8%
MRV2: Distrust City/Elected Officials															
Mentions	24	15	1	7	1	10	14	0	3	3	5	5	7	24	0
% Total Mentions	6%	10%	1%	10%	25%	5%	7%	0%	8%	4%	8%	5%	6%	6%	0%
MRV2: Increased Costs / Taxes															
Mentions	24	15	4	4	1	10	14	1	3	6	4	4	6	24	0
% Total Mentions	6%	10%	2%	6%	25%	5%	7%	9%	8%	9%	7%	4%	5%	6%	0%
MRV2: Other/Non-Responsive															
Mentions	81	37	28	15	1	41	40	2	14	14	17	20	14	73	8
% Total Mentions	20%	25%	15%	22%	25%	21%	20%	18%	38%	21%	28%	20%	12%	19%	62%
MRV2: Safety															
Mentions	80	27	40	12	1	48	32	0	3	9	8	25	34	79	1
% Total Mentions	20%	18%	22%	17%	25%	24%	16%	0%	8%	13%	13%	25%	28%	20%	8%
MRV2: Good For City															
Mentions	59	13	37	9	0	30	29	1	8	14	8	10	18	57	2
% Total Mentions	15%	9%	20%	13%	0%	15%	14%	9%	22%	21%	13%	10%	15%	15%	15%
MRV2: Maintenance/Funding Needed															
Mentions	111	28	63	20	0	55	56	6	6	18	16	30	35	110	1
% Total Mentions	28%	19%	35%	29%	0%	28%	28%	55%	16%	26%	27%	29%	29%	28%	8%
MRV2: Trust City															
Mentions	11	6	5	0	0	3	8	1	0	1	1	6	2	11	0
% Total Mentions	3%	4%	3%	0%	0%	2%	4%	9%	0%	1%	2%	6%	2%	3%	0%
MRV2: Increased Population															
Mentions	4	2	2	0	0	0	4	0	0	1	0	1	2	4	0
% Total Mentions	1%	1%	1%	0%	0%	0%	2%	0%	0%	1%	0%	1%	2%	1%	0%



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	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
MRV3: Primarily, how do you receive information or conduct research about local elections in Norman?															
Sample Size	398	144	181	69	4	197	201	11	37	67	60	99	122	385	13
Total Mentions	561	196	262	99	4	272	289	16	46	86	88	143	179	547	14
MRV3: Other/Non-Responsive/Don't research															
Mentions	41	18	19	3	1	21	20	1	10	10	5	9	6	35	6
% Total Mentions	7%	9%	7%	3%	25%	8%	7%	6%	22%	12%	6%	6%	3%	6%	43%
MRV3: Friends/Family															
Mentions	50	18	24	8	0	28	22	3	5	9	7	13	13	49	1
% Total Mentions	9%	9%	9%	8%	0%	10%	8%	19%	11%	10%	8%	9%	7%	9%	7%
MRV3: Local News (KGOU,OETA,etc...)															
Mentions	76	30	32	13	1	37	39	1	4	6	8	25	32	74	2
% Total Mentions	14%	15%	12%	13%	25%	14%	13%	6%	9%	7%	9%	17%	18%	14%	14%
MRV3: Social Media															
Mentions	68	27	23	17	1	32	36	4	7	14	12	23	8	68	0
% Total Mentions	12%	14%	9%	17%	25%	12%	12%	25%	15%	16%	14%	16%	4%	12%	0%
MRV3: Mail															
Mentions	47	22	18	7	0	21	26	0	6	4	7	12	18	46	1
% Total Mentions	8%	11%	7%	7%	0%	8%	9%	0%	13%	5%	8%	8%	10%	8%	7%
MRV3: Candidates/Elected Officials															
Mentions	19	4	12	3	0	10	9	0	2	5	5	2	5	19	0
% Total Mentions	3%	2%	5%	3%	0%	4%	3%	0%	4%	6%	6%	1%	3%	3%	0%
MRV3: Newspaper															
Mentions	117	30	68	18	1	58	59	1	4	9	11	27	63	117	0
% Total Mentions	21%	15%	26%	18%	25%	21%	20%	6%	9%	10%	13%	19%	35%	21%	0%
MRV3: City Website/Emails															
Mentions	27	7	14	6	0	11	16	2	2	4	9	5	5	27	0
% Total Mentions	5%	4%	5%	6%	0%	4%	6%	13%	4%	5%	10%	3%	3%	5%	0%
MRV3: Internet															
Mentions	116	40	52	24	0	54	62	4	6	25	24	27	29	112	4
% Total Mentions	21%	20%	20%	24%	0%	20%	21%	25%	13%	29%	27%	19%	16%	20%	29%

Residents in the City of Norman consistently vote on a variety of issues. Assuming there are additional city propositions this year across several months, how likely would you be to vote in those elections?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
Very Likely															
Count	331	116	157	54	4	172	159	7	29	51	49	88	105	331	0
Column %	83%	80%	86%	78%	100%	86%	79%	64%	78%	76%	82%	87%	86%	86%	0%
Somewhat Likely															
Count	56	24	17	15	0	21	35	3	6	12	8	13	14	56	0
Column %	14%	17%	9%	22%	0%	11%	17%	27%	16%	18%	13%	13%	11%	14%	0%
Somewhat Unlikely															
Count	4	2	2	0	0	2	2	1	0	1	2	0	0	0	4
Column %	1%	1%	1%	0%	0%	1%	1%	9%	0%	1%	3%	0%	0%	0%	31%
Very Unlikely															
Count	9	3	6	0	0	4	5	0	2	3	1	0	3	0	9
Column %	2%	2%	3%	0%	0%	2%	2%	0%	5%	4%	2%	0%	2%	0%	69%
Unsure / Don't Know															
Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%



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	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
The City of Norman is considering 2 different versions of a bridge maintenance bond program. One version is a 5-year, \$20 million bond program that would fund the total replacement of 3 bridges and this would provide funding for major rehabilitation and maintenance on 8 additional bridge locations. Homeowners with property values of up to \$300,000 would see an estimated \$11 monthly increase on their property taxes over 5 years. Based on this information would you vote Yes to approve this bond program, vote No to oppose this bond program, or would you not vote?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
Vote Yes to approve															
Count	233	65	132	34	2	122	111	8	22	38	29	66	69	229	4
Column %	58%	45%	73%	49%	50%	61%	55%	73%	59%	57%	48%	65%	57%	59%	31%
Vote No to oppose															
Count	144	71	41	30	2	65	79	2	11	27	26	31	46	140	4
Column %	36%	49%	23%	43%	50%	33%	39%	18%	30%	40%	43%	31%	38%	36%	31%
Would not vote															
Count	15	6	7	2	0	9	6	1	3	1	5	3	2	10	5
Column %	4%	4%	4%	3%	0%	5%	3%	9%	8%	1%	8%	3%	2%	3%	38%
Unsure / Don't Know															
Count	8	3	2	3	0	3	5	0	1	1	0	1	5	8	0
Column %	2%	2%	1%	4%	0%	2%	2%	0%	3%	1%	0%	1%	4%	2%	0%

	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
The City of Norman is considering 2 different versions of a bridge maintenance bond program. One version is a 10-year, \$50 million bond program that would fund the total replacement of 10 bridges and this would provide funding for major rehabilitation and maintenance on 9 additional bridge locations. Homeowners with property values of up to \$300,000 would see an estimated \$8 monthly increase on their property taxes over 20 years. Based on this information would you vote Yes to approve this bond program, vote No to oppose this bond program, or would you not vote?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
Vote Yes to approve															
Count	275	76	154	43	2	147	128	9	23	42	37	78	85	268	7
Column %	69%	52%	85%	62%	50%	74%	64%	82%	62%	63%	62%	77%	70%	69%	54%
Vote No to oppose															
Count	107	63	21	21	2	43	64	2	9	22	19	20	34	106	1
Column %	27%	43%	12%	30%	50%	22%	32%	18%	24%	33%	32%	20%	28%	27%	8%
Would not vote															
Count	12	5	5	2	0	7	5	0	3	1	4	2	2	7	5
Column %	3%	3%	3%	3%	0%	4%	2%	0%	8%	1%	7%	2%	2%	2%	38%
Unsure / Don't Know															
Count	6	1	2	3	0	2	4	0	2	2	0	1	1	6	0
Column %	2%	1%	1%	4%	0%	1%	2%	0%	5%	3%	0%	1%	1%	2%	0%

MRV4: In your own words, why would you (vote YES / vote NO / not vote) on these bridge ballot initiatives?															
	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
Sample Size	382	135	179	64	4	192	190	11	37	63	58	96	115	369	13
Total Mentions	422	147	202	69	4	211	211	17	42	71	64	102	124	407	15
MRV4: Other/Non-Responsive/Need More Info															
Mentions	60	25	23	12	0	32	28	0	11	12	9	14	14	55	5
% Total Mentions	14%	17%	11%	17%	0%	15%	13%	0%	26%	17%	14%	14%	11%	14%	33%
MRV4: Good for Norman/Benefits All															
Mentions	56	15	33	8	0	33	23	2	7	7	7	19	14	56	0
% Total Mentions	13%	10%	16%	12%	0%	16%	11%	12%	17%	10%	11%	19%	11%	14%	0%
MRV4: Safety															
Mentions	72	16	44	11	1	39	33	4	4	14	13	15	22	68	4
% Total Mentions	17%	11%	22%	16%	25%	18%	16%	24%	10%	20%	20%	15%	18%	17%	27%
MRV4: Infrastructure/Maintenance Important/Needed															
Mentions	114	29	74	11	0	56	58	6	10	16	12	33	36	110	4
% Total Mentions	27%	20%	37%	16%	0%	27%	27%	35%	24%	23%	19%	32%	29%	27%	27%
MRV4: Little Cost/Cheap															
Mentions	31	5	14	11	1	14	17	1	3	7	10	5	5	31	0
% Total Mentions	7%	3%	7%	16%	25%	7%	8%	6%	7%	10%	16%	5%	4%	8%	0%
MRV4: Too Expensive/Taxes Already High															
Mentions	47	29	10	7	1	18	29	2	4	9	6	6	20	46	1
% Total Mentions	11%	20%	5%	10%	25%	9%	14%	12%	10%	13%	9%	6%	16%	11%	7%
MRV4: Unnecessary															
Mentions	6	2	2	2	0	1	5	1	1	0	0	1	3	5	1
% Total Mentions	1%	1%	1%	3%	0%	0%	2%	6%	2%	0%	0%	1%	2%	1%	7%
MRV4: Distrust City / Waste Money															
Mentions	36	26	2	7	1	18	18	1	2	6	7	9	10	36	0
% Total Mentions	9%	18%	1%	10%	25%	9%	9%	6%	5%	8%	11%	9%	8%	9%	0%
MRV4: General Complaint About Who Has To Pay															
Mentions	33	16	9	8	0	15	18	0	2	8	5	8	10	32	1
% Total Mentions	7%	10%	4%	10%	0%	7%	8%	0%	5%	10%	7%	7%	7%	7%	6%



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	Total	Republican	Democrat	Independent	Libertarian	Female	Male	18-29	30-39	40-49	50-59	60-69	70 or older	Likely to Vote	Unlikely / DK / REF
How would you describe your level of trust in city government?															
Sample Size	400	145	182	69	4	199	201	11	37	67	60	101	122	387	13
Very High Trust															
Count	19	7	11	1	0	5	14	1	1	2	2	5	8	18	1
Column %	5%	5%	6%	1%	0%	3%	7%	9%	3%	3%	3%	5%	7%	5%	8%
A Lot of Trust															
Count	66	13	49	4	0	30	36	1	7	10	8	19	21	66	0
Column %	17%	9%	27%	6%	0%	15%	18%	9%	19%	15%	13%	19%	17%	17%	0%
Moderate Trust															
Count	197	65	88	42	2	106	91	6	20	31	29	43	67	191	6
Column %	49%	45%	48%	61%	50%	53%	45%	55%	54%	46%	48%	43%	55%	49%	46%
Very Little Trust															
Count	81	39	28	14	0	39	42	1	7	17	14	24	18	78	3
Column %	20%	27%	15%	20%	0%	20%	21%	9%	19%	25%	23%	24%	15%	20%	23%
No Trust															
Count	35	20	5	8	2	18	17	2	2	7	7	8	8	32	3
Column %	9%	14%	3%	12%	50%	9%	8%	18%	5%	10%	12%	8%	7%	8%	23%
Unsure / Don't Know															
Count	2	1	1	0	0	1	1	0	0	0	0	2	0	2	0
Column %	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	1%	0%

MRV5: In your own words, why do you have little or no trust in Norman City government?															
Sample Size	115	59	33	21	2	56	59	3	9	24	21	31	26	109	6
Total Mentions	120	61	36	21	2	57	63	3	10	26	21	32	27	114	6
MRV5: Other/Non-Responsive															
Mentions	17	7	6	4	0	8	9	2	1	2	4	3	5	13	4
% Total Mentions	14%	11%	17%	19%	0%	14%	14%	67%	10%	8%	19%	9%	19%	11%	67%
MRV5: Dislike Republicans/Conservatives															
Mentions	7	0	5	2	0	5	2	0	0	2	0	4	1	7	0
% Total Mentions	6%	0%	14%	10%	0%	9%	3%	0%	0%	8%	0%	13%	4%	6%	0%
MRV5: Dislike Democrats/Liberals															
Mentions	15	10	2	3	0	8	7	1	0	4	3	2	5	15	0
% Total Mentions	13%	16%	6%	14%	0%	14%	11%	33%	0%	15%	14%	6%	19%	13%	0%
MRV5: Too Political															
Mentions	10	4	2	4	0	3	7	0	1	1	2	5	1	10	0
% Total Mentions	8%	7%	6%	19%	0%	5%	11%	0%	10%	4%	10%	16%	4%	9%	0%
MRV5: Corruption/Wasteful Spending															
Mentions	23	16	4	2	1	9	14	0	1	6	5	6	5	22	1
% Total Mentions	19%	26%	11%	10%	50%	16%	22%	0%	10%	23%	24%	19%	19%	19%	17%
MRV5: Dislike Elected Official/City Manager/City Staff															
Mentions	17	5	10	1	1	10	7	0	4	5	2	2	4	17	0
% Total Mentions	14%	8%	28%	5%	50%	18%	11%	0%	40%	19%	10%	6%	15%	15%	0%
MRV5: General Dislike															
Mentions	20	12	4	4	0	9	11	0	0	4	4	7	4	20	0
% Total Mentions	17%	20%	11%	19%	0%	16%	17%	0%	0%	15%	19%	22%	15%	18%	0%
MRV5: Lack of Transparency															
Mentions	11	7	3	1	0	5	6	0	3	2	1	3	2	10	1
% Total Mentions	9%	11%	8%	5%	0%	9%	10%	0%	30%	8%	5%	9%	7%	9%	17%