

## 2014 BOULDER COUNTY ISSUES SURVEY

Hello, my name is \_\_\_\_\_. First, I want to assure you that we're not selling anything, or asking for money. I'm with Talmey-Drake Research, a public opinion research company here in Boulder, Colorado. We are conducting an interesting survey with registered voters about local issues in your community, and we would like to include your opinions. Your telephone number was selected purely at random.

### SCREENER

- A. First, I would like to confirm that you are at least 18 years old, and registered to vote in Boulder County? *[n=600]*
- |            |      |
|------------|------|
| Yes.....   | 100% |
| No.....    | --   |
| DK/NS..... | --   |
- B. *[Ask only if R says "No" or "DK/NS" in Screener A; else go to Screener C]* Is there someone in this household I can speak to who is at least 18 years old and is registered to vote in Boulder County?
- |            |                          |
|------------|--------------------------|
| Yes.....   | 100% ⇒ <b>Start over</b> |
| No.....    | -- ⇒ <b>Terminate</b>    |
| DK/NS..... | -- ⇒ <b>Terminate</b>    |
- C. Party Registration *[From Sample ]: [n=600]*
- |                   |     |
|-------------------|-----|
| Democrat.....     | 45% |
| Republican.....   | 22% |
| Unaffiliated..... | 32% |
| Other:.....       | 1%  |
- D. And did you vote in the 2012 election for President between Mitt Romney and Barack Obama, or did you not vote. *[n=600]*
- |                   |                       |
|-------------------|-----------------------|
| Voted.....        | 98%                   |
| Did not vote..... | 2%                    |
| DK/NS.....        | -- ⇒ <b>Terminate</b> |
- E. *[Ask only if R says "Did not vote" in Screener D; else go to Screener F]* Did you not vote because you were too young to vote in 2012, or was it for some other reason?
- |                        |                        |
|------------------------|------------------------|
| Too young.....         | 100% ⇒ <b>Continue</b> |
| Some other reason..... | -- ⇒ <b>Terminate</b>  |
| DK/NS.....             | -- ⇒ <b>Terminate</b>  |
- F. Thinking about this November's election for Governor, U.S. Senate and the U.S. House of Representatives, using a scale of zero to 10, where a zero means you will definitely not vote, and a 10 means you will definitely vote, how likely are you to vote next November? You can use any number from zero and 10. *[n=600]*
- |              |     |
|--------------|-----|
| 0-5.....     | 6%  |
| 6-8.....     | 11% |
| 9-10.....    | 83% |
| DK/NS.....   | *   |
| Average..... | 9.3 |



PRELIMINARY

**SCREENER**

G. Is the telephone number we called you on a cell phone, or is it a traditional home phone line, often called a landline? [n=600]

Cell phone .....	40%
Landline.....	59%
Other .....	1%
DK/NS .....	-- <= Terminate

H. [Ask if R says "Cell phone" in Screener G; else go to Screener I ] Are you currently driving or doing something else that makes it unsafe to talk?

Yes .....	-- => Thank; Set time to call back
No.....	100% => Continue
DK/NS.....	-- => Terminate

I. In which Boulder County City do you live? If you live in an unincorporated area of Boulder County, like Gunbarrel or other unincorporated areas, just say so? [n=600]

Boulder.....	34%
Erie.....	3%
Lafayette.....	9%
Longmont.....	29%
Louisville.....	7%
Superior.....	3%
Unincorporated area/small towns of Boulder County.....	15%

J. Sex [Do Not Ask] [n=600]

Male .....	48% => Quota = 48%
Female .....	52% => Quota = 52%

\*An asterisk, wherever it appears, means that the result for that response rounds to less than 1%.

1. Generally speaking, would you say things in Boulder County are going in the right direction, or do you feel things here have pretty seriously gotten off on the wrong track in the past few years? [n=600]

Right direction.....	56%
Wrong track .....	26%
No opinion.....	11%
DK/NS.....	7%

2. In November of 2014, there will likely be at least [If non-BVSD=three/ If BVSD=four] possible ballot proposals to vote on. For purposes of the next few questions, you should assume that [If non-BVSD=all three/ If BVSD=all four] ballot proposals will be on this November's ballot. One is a new tax to fund flood recovery projects in Boulder County. Another is a new Boulder County sales tax to fund sustainability programs. [If in BVSD, read: "One is a property tax increase for the Boulder Valley Schools."] One is an extension of a Boulder County property tax which currently supports children, early childhood education and families throughout the County. Before now, had you heard about any one of these [If non-BVSD=three/ If BVSD=four] possible ballot proposals? [n=600]

Yes.....	44%
No.....	55%
DK/NS.....	1%



PRELIMINARY

3. **[Randomize Q3, Q4, & Q5]** The first/next possible initiative reads as follows: Shall Boulder County sales and use taxes be increased by point one five percent for 15 years, raising \$6.6 million annually for purposes of funding sustainability programs and infrastructure, including, but not limited to the following:

- Programs to conserve our water resources by helping farmers, residents and businesses reduce their water use;
- Expanded recycling and composting services and facilities for Boulder County residents and business owners to help reduce waste ;
- Assistance to local farmers to grow more local and organic food for Boulder County residents
- Energy efficiency and renewable energy services such as EnergySmart programs for homes and businesses and home weatherization for low-income households

And shall up to 10% of the revenue from taxes authorized by this ballot issue go towards grants to fund the local environmental sustainability priorities of Boulder County towns and cities?

If the election were held today, would you vote in favor or against this new Boulder County Sustainability tax?  
[n=600]

Vote in favor.....	48%
Vote against.....	40%
Undecided at this time/Not sure .....	11%
Refused .....	1%

3a. **[Ask only if R says “Vote in favor” in Q3; else go to Q3b ]** And would you definitely vote in favor of this Boulder County Sustainability tax increase, or would you only probably vote for it?  
[n=290]

Definitely vote for it.....	56%
Probably vote for it.....	42%
DK/NS.....	2%

3b. **[Ask only if R says “Vote against” in Q3; else go to Q3c ]** And would you definitely vote against this Boulder County Sustainability tax increase, or would you only probably vote against it?  
[n=238]

Definitely against it.....	60%
Probably against it.....	39%
DK/NS.....	1%

3c. **[Ask only if R says “Undecided/not sure” in Q3; else go to Q4 ]** And even though you are undecided about this Boulder County Sustainability tax increase, which way are you leaning? Are you leaning towards voting in favor or against it? [n=69]

Leaning towards voting in favor.....	37%
Leaning towards voting against .....	30%
DK/NS.....	33%



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<b>Summary: Q3/3a/3b/3c [n=600]</b>	
Definitely vote in favor.....	27%
Probably vote in favor.....	21% <sup>1</sup>
Leaning towards supporting.....	4%
Undecided/DK/NS.....	4%
Leaning towards opposing.....	3%
Probably against it.....	16% <sup>2</sup>
Definitely against it.....	24%
Refused.....	1%

4. *[Randomize Q3, Q4 & Q5]* The first/next possible initiative reads as follows: Shall Boulder County sales and use taxes be increased by *[Sample A: point one five / Sample B: point two five ]* percent over the next *[Sample A: eight/ Sample B: three ]* years, raising a total of *[Sample A: thirty/ Sample B: thirty-three ]* million dollars, for purposes of covering those flood expenses that the County has to pay, over and above what the Federal and state government pays for, including, but not limited to, repairing in such a way that reduces future risks to damaged county roads and bridges, restoring areas washed out by the flooding, re-routing those rivers whose course was changed by the flood to reduce the risk of future flooding, helping with rebuilding homes and businesses, and helping reduce the impact on low income and other residents hit hard by the flood?

If the election were held today, would you vote in favor or against this new Flood Recovery tax?

	<b>.15%/ 8 years \$30 Mil [n=297]</b>	<b>.25% 3 yrs \$33 Mil [n=303]</b>	<b>Total [n=600]</b>
Vote in favor.....	65%	67%	66%
Vote against.....	27%	22%	24%
Undecided at this time/Not sure .....	8%	11%	9%
Refused.....	*	*	1%

- 4a. *[Ask only if R says "Vote in favor" in Q4; else go to Q4b]* And would you definitely vote in favor of this Boulder County flood recovery tax increase, or would you only probably vote for it?

	<b>.15%/ 8 years \$30 Mil [n=194]</b>	<b>.25% 3 yrs \$33 Mil [n=203]</b>	<b>Total [n=397]</b>
Definitely vote for it.....	61%	53%	57%
Probably vote for it.....	38%	46%	42%
DK/NS.....	1%	1%	1%

<sup>1</sup> "DK/NS" responses in Q3a are included in the "Probably vote in favor" category.

<sup>2</sup> "DK/NS" responses in Q3b are included in the "Probably against" category.



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4b. *[Ask only if R says “Vote against” in Q4; else go to Q4c]* And would you definitely vote against this Boulder County flood recovery tax increase, or would you only probably vote against it?

	<b>.15% 8 years \$30 Mil [n=80]</b>	<b>.25% 3 yrs \$33 Mil [n=66]</b>	<b>Total [n=146]</b>
Definitely against it.....	65%	64%	64%
Probably against it.....	35%	36%	36%
DK/NS.....	--	--	--

4c. *[Ask only if R says “Undecided/not sure” in Q4; else go to Q5]* And even though you are undecided about this Boulder County flood recovery tax increase, which way are you leaning? Are you leaning towards voting in favor or against it?

	<b>.15% 8 years \$30 Mil [n=23]</b>	<b>.25% 3 yrs \$33 Mil [n=33]</b>	<b>Total [n=55]</b>
Leaning towards voting in favor.....	26%	49%	39%
Leaning towards voting against .....	22%	18%	20%
DK/NS.....	52%	33%	41%

<b><u>Summary: Q4/4a/4b/4c</u></b>			
	<b>.15% 8 years \$30 Mil [n=297]</b>	<b>.25% 3 yrs \$33 Mil [n=303]</b>	<b>Total [n=600]</b>
Definitely vote in favor.....	40%	36%	38%
Probably vote in favor.....	25%	31%	28% <sup>3</sup>
Leaning towards supporting.....	2%	5%	4%
Undecided/DK/NS.....	4%	4%	4%
Leaning towards opposing.....	2%	2%	2%
Probably against it.....	10%	8%	9% <sup>4</sup>
Definitely against it.....	17%	14%	15%
Refused.....	*	*	*

<sup>3</sup> “DK/NS” responses in Q4a are included in the “Probably vote in favor” category.

<sup>4</sup> “DK/NS” responses in Q4b are included in the “Probably against” category.



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5. The first/next possible initiative reads as follows: a ballot proposal to extend until 2030 an existing point nine mills County property tax to fund programs serving children and families, including child welfare and foster care programs, early intervention and prevention services to keep children with their families, family support programs and early childhood education. This tax will expire in 2015 unless voters approve this. If the election were held today, would you vote in favor or against extending this existing point nine mills County property tax? [n=600]

Vote in favor.....	63%
Vote against.....	29%
Undecided at this time/Not sure .....	8%
Refused .....	*

5a. [Ask only if R says "Vote in favor" in Q5; else go to Q5b ] And would you definitely vote in favor of this tax increase for Boulder County children, families and early childhood education, or would you only probably vote for it? [n=375]

Definitely vote for it.....	63%
Probably vote for it.....	37%
DK/NS.....	*

5b. [Ask only if R says "Vote against" in Q5; else go to Q5c ] And would you definitely vote against this tax increase for Boulder County children, families and early childhood education, or would you only probably vote against it? [n=174]

Definitely against it.....	62%
Probably against it.....	37%
DK/NS.....	1%

5c. [Ask only if R says "Undecided/not sure" in Q5; else go to Q6 ] And even though you are undecided about this tax increase for Boulder County children, families and early childhood education, which way are you leaning? Are you leaning towards voting in favor or against it? [n=49]

Leaning towards voting in favor.....	47%
Leaning towards voting against .....	17%
DK/NS.....	36%

<b>Summary: Q5/5a/5b/5c [n=600]</b>	
Definitely vote in favor.....	39%
Probably vote in favor.....	24% <sup>5</sup>
Leaning towards supporting.....	4%
Undecided/DK/NS .....	3%
Leaning towards opposing.....	1%
Probably against it.....	11% <sup>6</sup>
Definitely against it .....	18%
Refused .....	*

<sup>5</sup> "DK/NS" responses in Q5a are included in the "Probably vote in favor" category.

<sup>6</sup> "DK/NS" responses in Q5b are included in the "Probably against" category.



PRELIMINARY

6. *[Ask only if R lives in BVSD parts of the County]* The last is a ballot proposal for a property tax increase to raise \$570 million dollars to support the Boulder Valley Schools. If approved, this proposal will increase the property tax by about \$188 dollars on a \$400,000 home, to pay for building, improving, repairing and renovating school facilities, including, among other things:

- Critical and preventive repair and maintenance to existing buildings;
- Renovations to improve educational functionality of classrooms and learning spaces;
- Security improvements to make school buildings safer;
- New school construction;
- Removal of asbestos and other hazardous materials;
- Construction of additional classrooms for full-day kindergarten;
- Renovations to improve energy efficiency and support green building goals;
- Improvements to facilities that support district-wide services;
- Classroom renovations that promote and support innovative approaches to education;
- Air-conditioning at select schools to support summer learning programs; and
- Improvements that support health and physical development.

If the election were held today, would you vote in favor or against this proposed tax increase for Boulder Valley Schools? *[n=381]*

Vote in favor.....	60%
Vote against.....	32%
Undecided at this time/Not sure .....	8%
Refused .....	*

7. *[Ask Sample C only]* Now suppose that instead of a separate sales tax ballot proposal for Boulder County sustainability programs, and a separate sales tax ballot proposal for County flood recovery efforts, there was one ballot initiative that covered both. That initiative would read as follows: Shall Boulder County sales and use taxes be increased by point two five percent over the next three years, raising a total of thirty-three million dollars, for purposes of covering flood recovery expenses. Then after three years the tax will lower to point one five percent for an additional 12 years, which would raise six point six million dollars each year for purposes of funding Boulder County sustainability programs and infrastructure.

If the election were held today, *[If in BVSD, read: “and this ballot proposal were on the ballot along with the ballot proposal for the Boulder Valley schools,”]* would you vote in favor or against this combined Flood Recovery and sustainability tax? *[n=295]*

Vote in favor.....	51%
Vote against.....	38%
Undecided at this time/Not sure .....	10%
Refused .....	1%

7a. *[Ask only if R says “Vote in favor” in Q7; else go to Q7b]* And would you definitely vote in favor of this combined tax increase, or would you only probably vote for it? *[n=150]*

Definitely vote for it.....	47%
Probably vote for it.....	52%
DK/NS.....	1%

7b. *[Ask only if R says “Vote against” in Q7; else go to Q7c]* And would you definitely vote against this combined tax increase, or would you only probably vote against it? *[n=113]*

Definitely against it.....	62%
Probably against it.....	37%
DK/NS.....	1%



PRELIMINARY

7c. *[Ask only if R says “Undecided/not sure” in Q7; else go to Q8 ]* And even though you are undecided about this combined tax increase, which way are you leaning? Are you leaning towards voting in favor or against it? *[n=30]*

Leaning towards voting in favor.....	45%
Leaning towards voting against .....	29%
DK/NS.....	26%

<b>Summary: Q7/7a/7b/7c [n=295]</b>	
Definitely vote in favor.....	24%
Probably vote in favor.....	27% <sup>7</sup>
Leaning towards supporting.....	4%
Undecided/DK/NS.....	3%
Leaning towards opposing.....	3%
Probably against it.....	14% <sup>8</sup>
Definitely against it.....	24%
Refused.....	1%

8. *[Ask Sample D only]* Now suppose that instead of a separate sales tax ballot proposal for Boulder County sustainability programs, and a separate sales tax ballot proposal for County flood recovery efforts, there was one ballot initiative that covered both. That initiative would read as follows: Shall Boulder County sales and use taxes be increased by point two percent for 15 years, raising eight point six million dollars annually for purposes of funding programs and infrastructure to help the County recover from, and mitigate the impacts of, flooding, droughts, wildfires, extreme weather events and other disasters and help reduce greenhouse gases, which can contribute to the intensity of these events. Such programs and infrastructure shall include, but not be limited to, the following:

- Rebuild and restore damaged roads, trails and stream corridors in a sustainable way to reduce future damage and costs
- Low interest loans and rebates for flood victims, low income residents and others to help them rebuild or retrofit their homes and businesses more sustainably to save both energy and water
- Incentives for property owners to reduce wildfire risks to their homes
- Rebates and other assistance to help residents, businesses and farmers conserve water through more efficient appliances, plumbing fixtures, landscaping and irrigation systems
- Make available up to 10% of the funds from this tax to Boulder County communities to help them address their own disaster mitigation and sustainability priorities, and
- Other activities to help Boulder County conserve its natural resources and reduce greenhouse gas emissions and other pollution.

If the election were held today, *[If in BVSD, read: “and this ballot proposal were on the ballot along with the ballot proposal for the Boulder Valley schools,”]* would you vote in favor or against this combined Flood Recovery and sustainability tax? *[n=305]*

Vote in favor.....	48%
Vote against.....	44%
Undecided at this time/Not sure .....	8%
Refused.....	*

<sup>7</sup> “DK/NS” responses in Q7a are included in the “Probably vote in favor” category.

<sup>8</sup> “DK/NS” responses in Q7b are included in the “Probably against” category.



PRELIMINARY

- 8a. *[Ask only if R says “Vote in favor” in Q8; else go to Q8b ]* And would you definitely vote in favor of this combined tax increase, or would you only probably vote for it? *[n=146]*
- Definitely vote for it..... 51%  
 Probably vote for it..... 48%  
 DK/NS..... 1%
- 8b. *[Ask only if R says “Vote against” in Q8; else go to Q8c ]* And would you definitely vote against this combined tax increase, or would you only probably vote against it? *[n=133]*
- Definitely against it..... 65%  
 Probably against it..... 34%  
 DK/NS..... 1%
- 8c. *[Ask only if R says “Undecided/not sure” in Q8; else go to Q9]* And even though you are undecided about this combined tax increase, which way are you leaning? Are you leaning towards voting in favor or against it? *[n=24]*
- Leaning towards voting in favor..... 42%  
 Leaning towards voting against ..... 25%  
 DK/NS..... 33%

<b>Summary: Q8/8a/8b/8c [n=305]</b>	
Definitely vote in favor.....	25%
Probably vote in favor.....	23% <sup>9</sup>
Leaning towards supporting.....	3%
Undecided/DK/NS.....	2%
Leaning towards opposing.....	2%
Probably against it.....	15% <sup>10</sup>
Definitely against it.....	29%
Refused.....	1%

9. Finally, would you say that the taxes you pay to the Boulder County government are way too high, high but acceptable, about right, or lower than you would expect for the services that the County government provides? *[n=600]*
- Way too high..... 18%  
 High but acceptable..... 42%  
 About right..... 32%  
 Lower than what one would expect..... 4%  
 No opinion/DK/NS ..... 4%

<sup>9</sup> “DK/NS” responses in Q8a are included in the “Probably vote in favor” category.

<sup>10</sup> “DK/NS” responses in Q8b are included in the “Probably against” category.



PRELIMINARY

**DEMOGRAPHICS**

D1. Now talking some more about you, some people are always following what's going on in politics and public affairs. Others just aren't that interested. Do you follow what's going on politically and in government all of the time, most of the time, some of the time or almost never? [n=600]

All of the time.....	21%
Most of the time.....	43%
Some of the time.....	32%
Almost never.....	4%
Refused.....	*
DK/NS.....	*

D2. Do you own or rent your home? [n=600]

Own.....	72%
Rent.....	25%
DK/NS/Refused.....	3%

D3. How many people, including yourself, live in your household? [Range 1-20; 99=Refused] [n=600]

1.....	24%
2.....	42%
3.....	13%
4 or more.....	20%
Refused.....	1%
Average.....	2.4

D3a. [Ask if R says "2 or more" in D3; else go to D4] How many of those living in your home are under the age of 18? [99=Refused] [n=453]

None.....	69%
1.....	13%
2.....	14%
3 or more.....	4%
Average.....	0.5

D4. Are you a full or part-time college student? [n=600]

Yes.....	9%
No.....	90%
DK/NS.....	1%

D5. Now, I have just a few more questions for statistical purposes only. May I ask how old you are? [98=98+ years / 99=DK/NS/Ref] [This question will drive the age quotas (sample A & B). We will move this question up when we get closer to filling the age quotas] [n=600]

18-34.....	20%
35-44.....	11%
45-54.....	16%
55-64.....	20%
65 or older.....	26%
Refused.....	7%
Average.....	52.1



PRELIMINARY

D6. And which of the following income groups includes your family's total annual income from all sources in 2013 *[Read list except refused and DK/NS] [n=600]*

Up to \$20,000 .....	6%	
\$20,000, but less than \$30,000 .....	6%	
\$30,000, but less than \$40,000 .....	9%	
\$40,000, but less than \$50,000 .....	6%	
\$50,000, but less than \$60,000 .....	7%	
\$60,000, but less than \$75,000 .....	9%	
\$75,000, but less than \$100,000 .....	12%	
\$100,000, but less than \$150,000 .....	13%	
\$150,000 or over .....	13%	
Refused .....	15%	← <i>Do not read</i>
DK/NS.....	4%	← <i>Do not read</i>

D7. Finally, so we can ensure that all groups are statistically represented, would you please tell me what racial or ethnic group or groups you consider yourself to be a member of? *[Single Response only] [n=600]*

White/Caucasian.....	82%
Black/African-American .....	1%
Hispanic/Latino.....	7%
Oriental/Asian-American/Asian/Pac. islander.....	2%
American Indian/Native American.....	1%
Multi-Ethnic/Mixed race.....	2%
Other.....	1%
Refused.....	3%
DK/NS.....	1%

**Thank you for taking our survey, your answers have been extremely helpful.**

## Methodology

2014 Boulder County Ballot Issues Survey was conducted on behalf of the Boulder County by Drake Research & Strategy, Inc., a public opinion research firm in Boulder, Colorado. The results of this survey are based upon xxx telephone interviews conducted among active voters residing in Boulder County. Drake Research purchased a sample of telephone numbers, and a supplemental list of cell phone numbers, of active County registered voters, which was then randomly sampled. Quotas were established to obtain appropriate representation for gender, geography, political party and for age. And balanced for ethnicity. Interviews were conducted from July 1 to 10, 2014. A random sample of 600 has a worst-case 95% confidence interval of plus or minus 4.0% about any one reported percentage.

