

2016 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 vo	te in Boulder County? [n=605]
	Yes	
	B. [Ask only if R says "No" or "DK/NS" in Screener A; else go to Schousehold I can speak to who is at least 18 years old and is registered to	
	Yes	⇒ Terminate
C.	Party Registration [From Sample]: [n=605]	
	Democrat	19% ⇒ Quota = 115 (19%) 36% ⇒ Quota = 218 (36%)
D.	And did you vote in the 2012 election for President between Mitt Romney or did you not vote? $[n=605]$	and Barack Obama,
	Voted Did not vote DK/NS	5%
	E. [Ask only if R says "Did not vote" in Screener D; else go to Screener you were too young to vote in 2012, or was it for some other reas	- ,
	Too young	⇒ Terminate
F.	Thinking about next year's election for President, U.S. Senate and the U.S. scale of zero to 10, where a zero means you will definitely not vote, and a how likely are you to vote next November? You can use any number from	10 means you will definitely vote,
	0-5	87% 1%
G.	Is the telephone number we called you on a cell phone, or is it a traditional landline? $[n=605]$	home phone line, often called a
	Cell phone Landline Other DK/NS	61% 2%



SCREENER

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		<i>⇒</i> 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=605]

Allenspark	* \Rightarrow Quota = Other/U
City of Boulder	29% ⇒ Quota = 187 (31%)
Eldorado Springs	* \Rightarrow Quota = Other/U
Erie	3% \Rightarrow Quota = 15 (2-3%)
Gunbarrel	2% ⇒ Quota = Other/U
Hygiene	⇒ Quota = Other/U
Jamestown	* ⇒ Quota = 1 (0-1%)
Lafayette	8% ⇒ Quota = 54 (9 %)
Longmont	30% ⇒ Quota = 163 (27%)
Louisville	8% ⇒ Quota = 48 (8%)
Lyons	1% ⇒ Quota = 5 (0-1%)
Nederland	1% \Rightarrow Quota = 4 (0-1%)
Niwot	1% ⇒ Quota = Other/U
Pinecliffe	⇒ Quota = Other/U
Superior	3% ⇒ Quota = 24(4%)
Ward	* ⇒ Quota = 1 (0-1%)
Other Unincorporated area of Boulder County	12% \Rightarrow Quota = 103 (17%)
Other City	2% ⇒ Quota = Other/U
DK/NS/Refused	⇒ Terminate
Sex [Do Not Ask] [n=605]	
Male	50% ⇒ Quota = 48%
Female	50% ⇒ Quota = 52%

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

J.

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=605]

	<u>6/16</u>	<u>12/15</u>	<u>3/14</u>	<u>5/12</u>	<u>4/10</u>	<u>7/09</u>	<u> 12/06</u>	<u>6/99</u>	<u>4/95</u>	<u>6/94</u>	<u>4/92</u>
	[n=605]	[n=605]	[n=603]	[n=605]	[n=603]	[n=600]	[n=500]	[n=603]	[n=507]	[n=300]	[n=501]
Right direction	56%	61%	60%	62%	59%	58%	70%	59%	53%	50%	66%
Wrong track	26%	22%	26%	23%	27%	26%	16%	29%	37%	38%	18%
No opinion/DK/NS	13%	17%	14%	15%	14%	16%	14%	12%	10%	12%	16%



2. This Fall there may be **[Sample A:** "two" **/ Sample B:** "three" **]** possible ballot proposals on the November ballot. The first is an increase in the property tax to pay for road and bridge projects in cities within Boulder County, as well as paying for reconstructing subdivision roads in unincorporated Boulder County. **[Sample A:** "The second ballot proposal, with no tax increase, would extend the existing point two five percent sales tax for the next 15 years to fund open space acquisition and maintenance, as well as to fund County sustainability programs." **[Sample B:** "The second ballot proposal, with no tax increase, would extend one-half of the existing point two five percent open space sales tax for the next 15 years to fund open space acquisition and maintenance. And the third, again with no tax increase, would extend one-half of the existing point two five percent open space sales tax for the next 15 years to fund County sustainability programs."

Before just now, were you aware that any of these proposals may be on the November ballot? [n=605]

Yes	30%
No	69%
DK/NS	1%

I will now read you each possible ballot issue that may be on the ballot, and ask you how you would vote on each one, if **[Sample A:** "both" **Sample B:** "all three" proposals were on the ballot at the same time.

3. [Randomize (Q3 and Q4 as a pair) and (Q5 and Q6 as a pair, in that order)] [Ask Q3 of Everyone] The [first/next] possible ballot proposal reads as follows: Shall Boulder County property taxes be increased by two percent (2%), [Read to ½ sample: ", for a period of fifteen years,"] in order to raise ten million dollars per year for purposes of paying for road and bridge projects within the cities located in Boulder County, as well as the reconstruction of subdivision roads in unincorporated Boulder County. If approved, this proposal will increase the property tax by about fifty dollars on the average four hundred thousand dollar home.

If the election were held today, would you vote in favor or against this increase in the Boulder County property tax?

		No	
	<u> 15yrs</u>	<u> 15yrs</u>	<u>Total</u>
	[n=303]	[n=302]	[n=605]
Vote in favor	. 49%	45%	47%
Vote against	. 44%	48%	46%
Undecided at this time/Not sure	. 7%	7%	7%
Refused		*	*

3a. [Ask only if R says "Vote in favor" in Q3; else go to Q3b] And would you definitely vote in favor of this ballot proposal, or would you only probably vote for it?

		No	
	<u> 15yrs</u>	<u> 15yrs</u>	<u>Total</u>
	[n=148]	[n=136]	[n=284]
Definitely vote for it	. 48%	45%	46%
Probably vote for it	. 52%	55%	54%
DK/NS			



3b. [Ask only if R says "Vote against" in Q3; else go to Q3c] And would you definitely vote against this ballot proposal, or would you only probably vote against it?

		No	
	<u> 15yrs</u>	<u> 15yrs</u>	Total
	[n=134]	[n=144]	[n=277]
Definitely against it	. 62%	63%	62%
Probably against it	. 34%	35%	35%
DK/NS	. 4%	2%	3%

3c. [Ask only if R says "Undecided/not sure" in Q3; else go to Q4] And even though you are undecided about this ballot proposal, which way are you leaning? Are you leaning towards voting in favor or against it?

		No	
	<u> 15yrs</u>	<u> 15yrs</u>	<u>Total</u>
	[n=21]	[n=22]	[n=43]
Leaning towards voting in favor	54%	36%	45%
Leaning towards voting against	18%	36%	27%
DK/NS	. 28%	28%	28%

<u>Summary: Q3/3a/3b/3c</u>		No	
	15yrs n=303]	<u>15yrs</u> [n=302]	<u>Total</u> [n=605]
Definitely vote in favor	24%	20%	22%
Probably vote in favor	25%	25%	$25\%^{1}$
Leaning towards supporting	4%	3%	3%
Undecided/DK/NS		2%	2%
Leaning towards opposing	1%	3%	2%
Probably against it		17%	$17\%^{2}$
Definitely against it	27%	30%	29%
Refused		*	*



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

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

- 4. [Randomize (Q3 and Q4 as a pair) and (Q5 and Q6 as a pair, in that order)] [Ask Q4 of Sample A] The [first/next] possible ballot proposal reads as follows: With no increase in existing taxes, shall the existing point two five percent (.25%) Boulder County Open Space sales tax be extended for an additional 15 years, for two purposes: a portion for open space to continue paying for the purchase of the remaining lands targeted for purchase, as well as paying for the management and maintenance of existing open space, including constructing more trails on and connecting to open space, and restoring wetland and areas along rivers and streams on open space that were damaged by the 2013 flood, and the remainder to fund 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;
 - Increased transportation options by providing more bus shelters, bike paths, bike lanes, and sidewalk connections to improve transportation choices and safety.

The current open space tax will expire in 2019 unless voters approve this extension. If the election were held today, would you vote in favor or against renewing the Boulder County Open Space tax and using some funds raised by the tax for county sustainability programs? n=304

	, , , , , , , , , , , , , , , , , , , ,	
Vote	in favor	68%
Vote	against	27%
Unde	cided at this time/Not sure	5%
Refus	sed	
4a.	[Ask only if R says "Vote in favor" in Q4; else go to Q4l favor of extending this existing open space tax, or would	-
	Definitely vote for it	63%
	Probably vote for it	
	DK/NS	
4b.	[Ask only if R says "Vote against" in Q4; else go to Q46 extending this existing open space tax, or would you only	- , , ,
	Definitely against it	75%
	Probably against it	
	DK/NS	
4c.	[Ask only if R says "Undecided/not sure" in Q4; else go undecided about extending this existing open space tax, v leaning towards voting in favor or against it? [n=14]	- 0,
	Leaning towards voting in favor	61%



Summary: Q4/4a/4b/4c [n=304]	
Definitely vote in favor	43%
Probably vote in favor	$26\%^{3}$
Leaning towards supporting	3%
Undecided/DK/NS	
Leaning towards opposing	*
Probably against it	
Definitely against it	
Refused	

5. [Randomize (Q3 and Q4 as a pair) and (Q5 and Q6 as a pair, in that order)] [Ask Q5 of Sample B] The [first/next] possible ballot proposal reads as follows: With no increase in any county tax, shall one half of the county's existing point two five percent (.25%) sales and use tax for open space be extended for a period of fifteen years, up to and including December 31, 2034, for open space, to continue paying for the purchase of the remaining lands targeted for purchase, as well as paying for the management and maintenance of existing open space, including constructing more trails on and connecting to open space, and restoring wetland and areas along rivers and streams on open space that were damaged by the 2013 flood.

The current open space tax will expire in 2019 unless voters approve this extension. If the election were held today, would you vote in favor or against extending one-half of the existing Boulder County Open Space tax to fund open space purchases and maintenance? [n=301]

Vote in favor	75%
Vote against	
Undecided at this time/Not sure	
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 ballot proposal, or would you only probably vote for it? [n=226]

Definitely vote for it	69%
Probably vote for it	31%
DK/NS	*

5b. [Ask only if R says "Vote against" in Q5; else go to Q5c] And would you definitely vote against this ballot proposal, or would you only probably vote against it? [n=57]

Definitely against it	64%
Probably against it	35%
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 ballot proposal, which way are you leaning? Are you leaning towards voting in favor or against it? $\lceil n=17 \rceil$

Leaning towards voting in favor	45%
Leaning towards voting against	23%
DK/NS	



³ "DK/NS" responses in Q4a are included in the "Probably vote in favor" category.

⁴ "DK/NS" responses in Q4b are included in the "Probably against" category.

<u>Summary: Q5/5a/5b/5c</u> /n=3017		
Definitely vote in favor	52%	
Probably vote in favor	$23\%^{5}$	
Leaning towards supporting	3%	
Undecided/DK/NS	2%	
Leaning towards opposing	1%	
Probably against it	7%6	
Definitely against it	12%	
Refused	*	

- 6. [Randomize (Q3 and Q4 as a pair) and (Q5 and Q6 as a pair, in that order)] [Ask Q6 of Sample B] The [first/next] possible ballot proposal reads as follows: With no increase in any county tax, shall one half of the county's existing point two five percent (.25%) sales and use tax for open space be extended for a period of fifteen years, up to and including December 31, 2034, for the purpose 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;
 - To increase transportation choices by making it easier to use public transit, providing
 affordable transportation options for low income residents and students, and promoting
 electric vehicles and charging stations.

The current open space tax will expire in 2019 unless voters approve this extension. If the election were held today, would you vote in favor or against extending one-half of the Boulder County Open Space tax to fund county sustainability programs? n=301

Vote in favor	69%
Vote against	22%
Undecided at this time/Not sure	8%
Refused	1%

6a. [Ask only if R says "Vote in favor" in Q6; else go to Q6b] And would you definitely vote in favor of this ballot proposal, or would you only probably vote for it? [n=210]

Definitely vote for it	66%
Probably vote for it	34%
DK/NŚ	



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

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

6b.	[Ask only if R says "Vote against" in Q6; else go to Q6c] And would you definitely vote against
	this ballot proposal, or would you only probably vote against it? [n=66]

Definitely against it	59%
Probably against it	41%
DK/NS	

6c. [Ask only if R says "Undecided/not sure" in Q6; else go to Q7] And even though you are undecided about this ballot proposal, which way are you leaning? Are you leaning towards voting in favor or against it? [n=25]

Leaning towards voting in favor	38%
Leaning towards voting against	27%
DK/NS	35%

Summary: Q6/6	<u>6a/6b/6c</u>	
Definitely vote in favor	46%	
Probably vote in favor	24%7	
Leaning towards supporting		
Undecided/DK/NS		
Leaning towards opposing		
Probably against it		
Definitely against it		
Refused		

7. [Ask if R says "Vote against" or "Undecided" in Q4 or Q6] [Ask Q7 and subsequent questions of everyone not filtered out by a conditional] The County is proposing that a portion of the current point two five percent (.25%) sales tax for open space be shifted to sustainability programs. The reason for this is that all the land likely to be available to buy for open space during the fifteen years the tax is in place, could be purchased by the County with just one-half of the existing open space tax, leaving enough money to also manage and maintain existing and future open space lands. As a result, the County would like to shift half of the current open space tax to fund sustainability programs the County feels are important. Knowing this, would you now be more likely to vote in favor of the proposal to shift one-half of the open space tax proceeds to fund County sustainability programs, or would this not affect how you would vote?

	Q4 (A)	Q6 (B)	<u>Total</u>
	[n=96]	[n=90]	[n=186]
Yes, now more likely to vote to shift one-half to open space	16%	10%	13%
No, will not affect how I vote	72%	74%	74%
DK/NS	12%	16%	13%



8

⁷ "DK/NS" responses in Q6a are included in the "Probably vote in favor" category.

⁸ "DK/NS" responses in Q6b are included in the "Probably against" category.

8. Next I am going to read you a list of five different reasons people give for supporting the extension of the open space tax. While some people feel all reasons to support the continued funding of open space are important, to most people they are not all of equal importance. After I read each reason for the continued funding of open space, please tell me whether that reason is extremely important to you, very important, somewhat important, not too important or not at all important. The first is: [Read list; Randomize] [n=605]

		Im	portanc	e	Not Imp	ortant	DK\
		Extremely	Very	Somew't	Not Too	Not At All	<u>NS</u>
a.	To purchase the remaining lands targeted for acquisition		25%	30%	10%	17%	3%
b.	To manage and maintain existing open space	19%	43%	25%	4%	8%	1%
c.	To construct more trails on and connecting to open space	9%	30%	36%	11%	13%	1%
d.	To restore open space wetlands and areas along streams damaged by the 2013 flood		39%	26%	5%	8%	1%
e.	To preserve wildlife habitat and maintain wildlife corridors on and between open	24%	41%	22%	5%	7%	1%
	space	4 1 /0	T 1/0	44 / 0	3/0	7 / 0	1/0

9. Next I am going to read you a list of six different reasons people give for supporting the extension of the open space tax to help fund sustainability programs. Again, while some people feel all reasons to support funding of sustainability programs are important, to most people they are not all of equal importance. After I read each reason to fund sustainability programs, please tell me whether that reason is extremely important to you, very important, somewhat important, not too important or not at all important. The first is: [Read list; Randomize] [n=605]

		Im Extremely	portanc <u>Very</u>	e <u>Somew't</u>	-	oortant Not At All	DK\ <u>NS</u>
a.	To fund programs to conserve our water resources by helping farmers, residents and businesses reduce their water use		38%	25%	5%	9%	1%
b.	To expand recycling and composting services and facilities for Boulder County residents and business owners to help reduce waste	. 18%	35%	26%	8%	11%	2%
c.	To provide assistance to local farmers to grow more local and organic food for Boulder County residents	. 14%	30%	30%	10%	14%	2%
d.	To fund energy efficiency and renewable energy services such as EnergySmart programs for homes and businesses, as well as home weatherization for low-income households	. 17%	34%	26%	9%	12%	2%
e.	To increase transportation choices by making it easier to use public transit, providing affordable transportation options for low income residents and students, and promoting electric vehicles and charging stations	18%	33%	26%	7%	14%	2%
	and charging stations	. 10/0	JJ / 0	20 / 0	7 / 0	17/0	∠/0



	-	Imp	ortanc	e	Not Im	portant	DK\
	<u>!</u>	<u>Extremely</u>	<u>Very</u>	Somew't	Not Too	Not At All	<u>NS</u>
f.	To provide more bus shelters, bike paths, bike lanes, and sidewalk connections to encourage alternative modes of transportation	. 13%	28%	33%	9%	16%	1%

10. Finally, thinking about just the taxes you pay to Boulder County today, would you say that the taxes you pay to the 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=605]

	<u>6/16</u>	<u>12/15</u>	<u>3/14</u>	<u>5/12</u>	<u>8/11</u>	<u>5/10</u>	7/09	6/08	7/07	<u>5/06</u>	6/04	<u>4/95</u>
	[n=605]	[n=605]	[n=603]	[n=605]	[n=41]	[n=603]	[n=600]	· <u></u>		<u> </u>		[n =50 7]
Way too high	21%	20%	20%	18%	15%	20%	21%	23%	24%	22%	22%	16%
High but acceptable	38%	40%	36%	41%	39%	34%	40%	37%	28%	35%	31%	34%
About right	30%	29%	38%	32%	42%	35%	32%	32%	41%	36%	40%	41%
Lower than expected	6%	3%	3%	6%	4%	6%	4%	4%	4%	3%	4%	5%
No opinion/DK/NS	5%	8%	3%	3%		5%	3%	4%	3%	3%	3%	5%

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=605]

All of the time	25%
Most of the time	40%
Some of the time	32%
Almost never	2%
Refused	
DK/NS	
,	

D2. Do you own or rent your home? [n=605]

Own	76%
Rent	21%
DK/NS/Refused	

D2a. [Ask if R says "Own" in D2; else go to D3] Thinking about just your property taxes, would you say that your local property taxes are way too high, high but acceptable, about right, or lower than you would expect to pay? [n=458]

Way too high	24%
High but acceptable	
About right	
Lower than what one would expect	
No opinion/DK/NS	

D3. How many people, including yourself, live in your household? [Range 1-20; 99=Refused] [n=605]

1	17%
2	37%
3	
4 or more	25%
Refused	1%



	None	62%
	1	
	2	
	3 or more	- 1
	Refused	
Are voi	a full or part-time college student? [n=605]	
•	a train of part came conege state in [,, sos]	11%
	S	
	have just a few more questions for statistical purpose+ years / 99=DK/NS/Ref] [n=605]	ses only. May I ask how old you a
18-24		9%
	lder	
	1	
\$20,000	\$20,000	4%
), but less than \$50,000	
), but less than \$60,000	
	, ω ειν - ευν σ η υ υ γ υ υ υ	
\$60,000), but less than \$75,000	
	0, but less than \$75,000	7%
\$75,000	0, but less than \$75,000	
\$75,000 \$100,00), but less than \$100,000	
\$75,000 \$100,00 \$150,00	0, but less than \$100,000	
\$75,000 \$100,00 \$150,00 Refused	0, but less than \$100,000 00, but less than \$150,000	
\$75,000 \$100,00 \$150,00 Refused DK/N Finally,	so we can ensure that all groups are statistically reprire ethnic group or groups you consider yourself to be	
\$75,000 \$100,00 \$150,00 Refused DK/N Finally, racial o [n=605]	so we can ensure that all groups are statistically representations of the statistical groups are statistically representations.	
\$75,000 \$100,00 \$150,00 Refused DK/N Finally, racial o [n=605] White/	so we can ensure that all groups are statistically reprire ethnic group or groups you consider yourself to be	
\$75,000 \$100,00 \$150,00 Refused DK/N Finally, racial o [n=605] White/ Black/	o, but less than \$100,000	
\$75,000 \$100,00 \$150,00 Refused DK/N Finally, racial o [n=605] White/ Black/ Hispan	o, but less than \$100,000	
\$75,000 \$100,00 \$150,00 Refused DK/N Finally, racial o [n=605] White/ Black/ Hispan Orienta	o, but less than \$100,000	
\$75,000 \$100,00 \$150,00 Refused DK/N Finally, racial o [n=605] White/ Black/ Hispan Orienta Americ	o, but less than \$100,000	
\$75,000 \$100,00 \$150,00 Refused DK/N Finally, racial o [n=605] White/ Black/ Hispan Orienta Americ Multi-E	o, but less than \$100,000	



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

Methodology

2016 Boulder County June Issues Survey was conducted on behalf of Boulder County by Talmey-Drake Research & Strategy, Inc., a public opinion research firm in Boulder, Colorado. The results of this survey are based upon 605 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. Interviews were conducted from June 1 to 10, 2016. A random sample of 605 has a worst-case 95% confidence interval of plus or minus 4.0% about any one reported percentage.

