

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.