



A Survey of 500 Registered Voters in Norman

Margin of error: +/- 4.3%

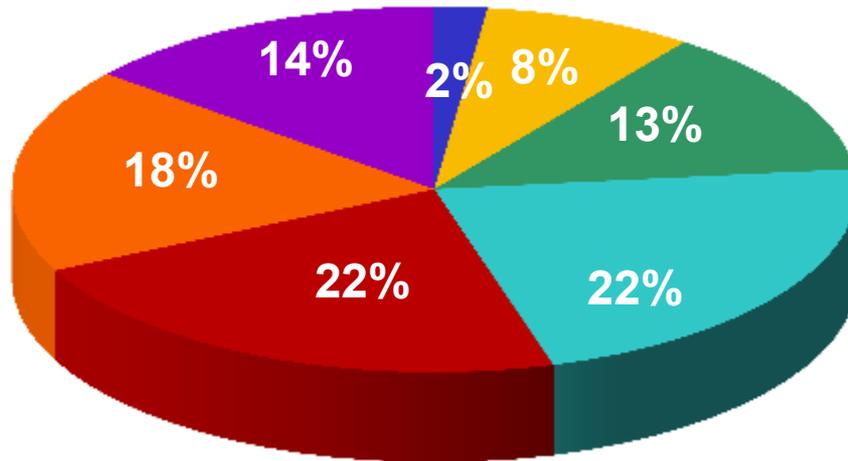
Interviewing Conducted

June 9-15, 2015

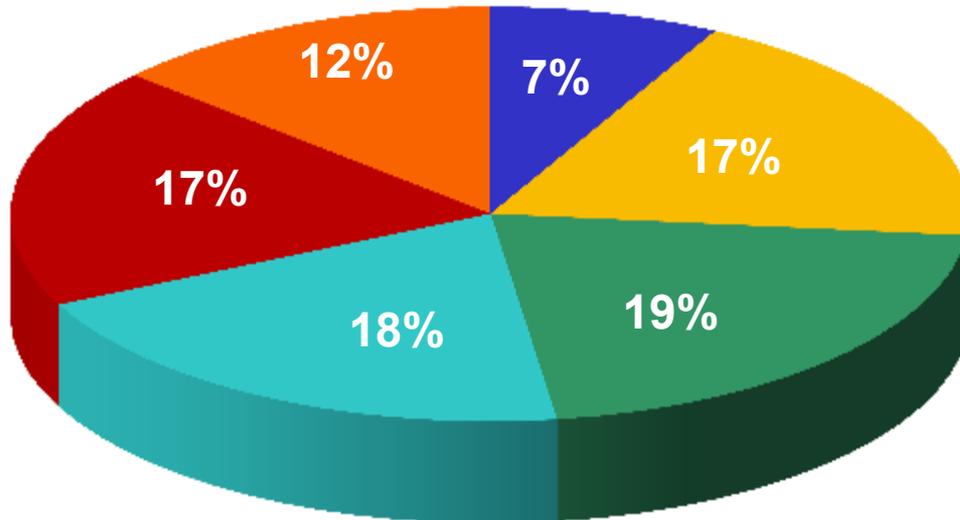
by

*Cole Hargrave
Snodgrass & Associates*

Demographics

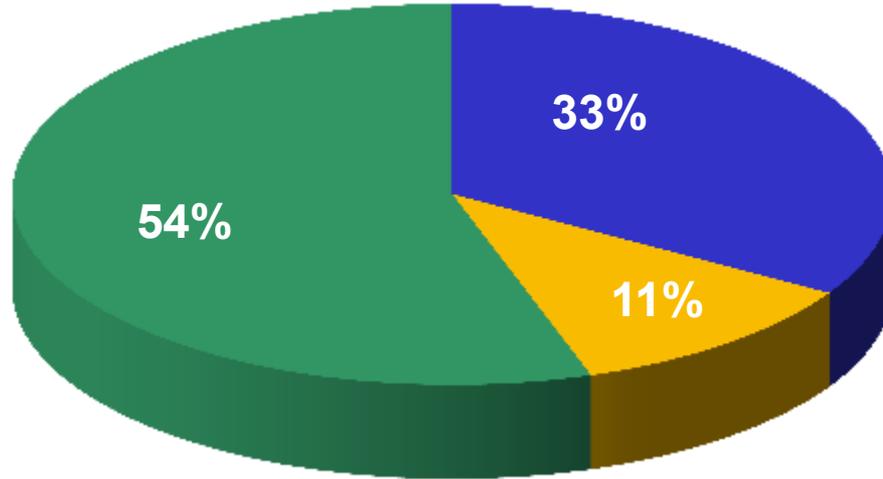


- ### Age
- 18 - 24
 - 25 - 34
 - 35 - 44
 - 45 - 54
 - 55 - 64
 - 65 - 74
 - 75 & Over



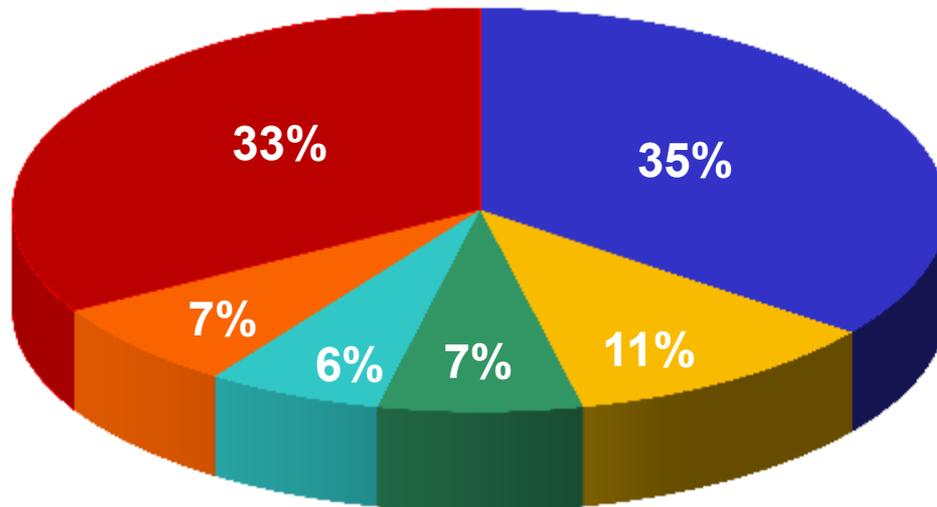
- ### Household Income
- Under \$25k
 - \$25-\$50k
 - \$50-\$75k
 - \$75-\$100k
 - \$100-\$150k
 - Over \$150k

Election Participation



Importance of This Election?

- More Important
- Less Important
- Same



Municipal Vote History

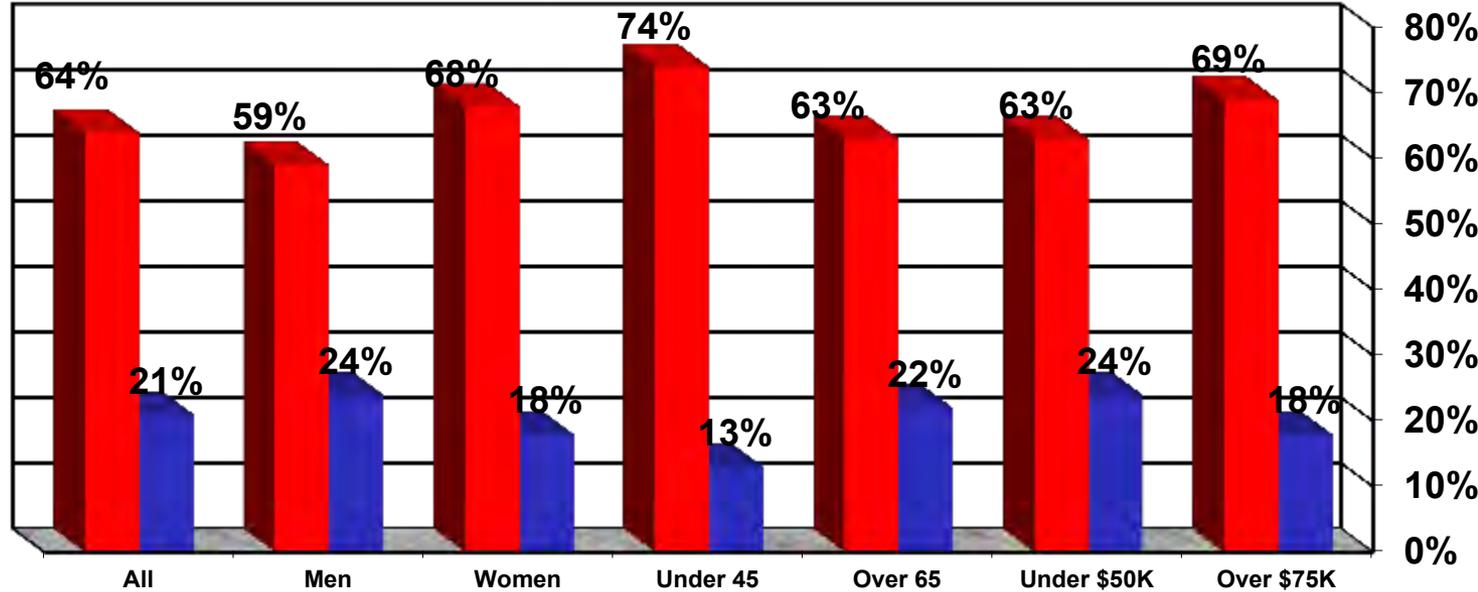
- Zero
- One
- Two
- Three
- Four
- Five or More



Norman Right Track/Wrong Track?

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

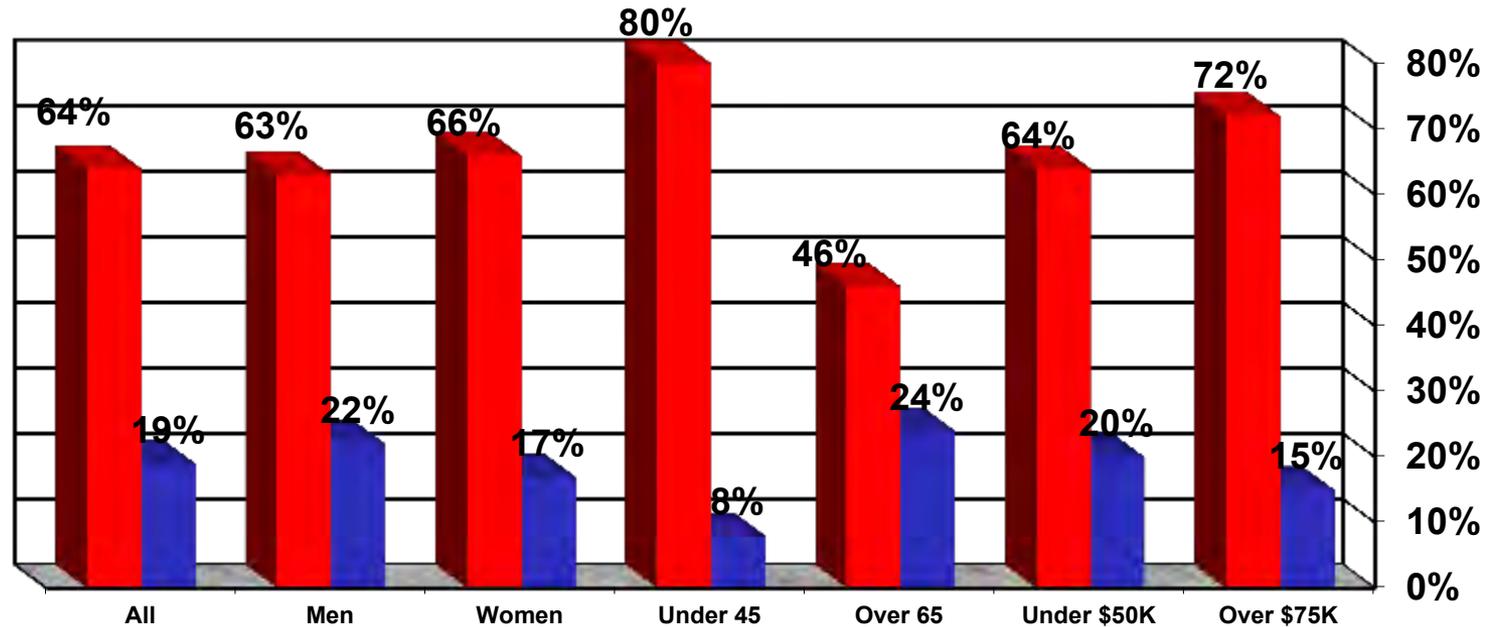
Norman residents are optimistic about the direction of the city – especially those under 45 and the more affluent. This is very similar to what was recorded in July of 2013 (64% Right Track vs. 16% Wrong Track).





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.



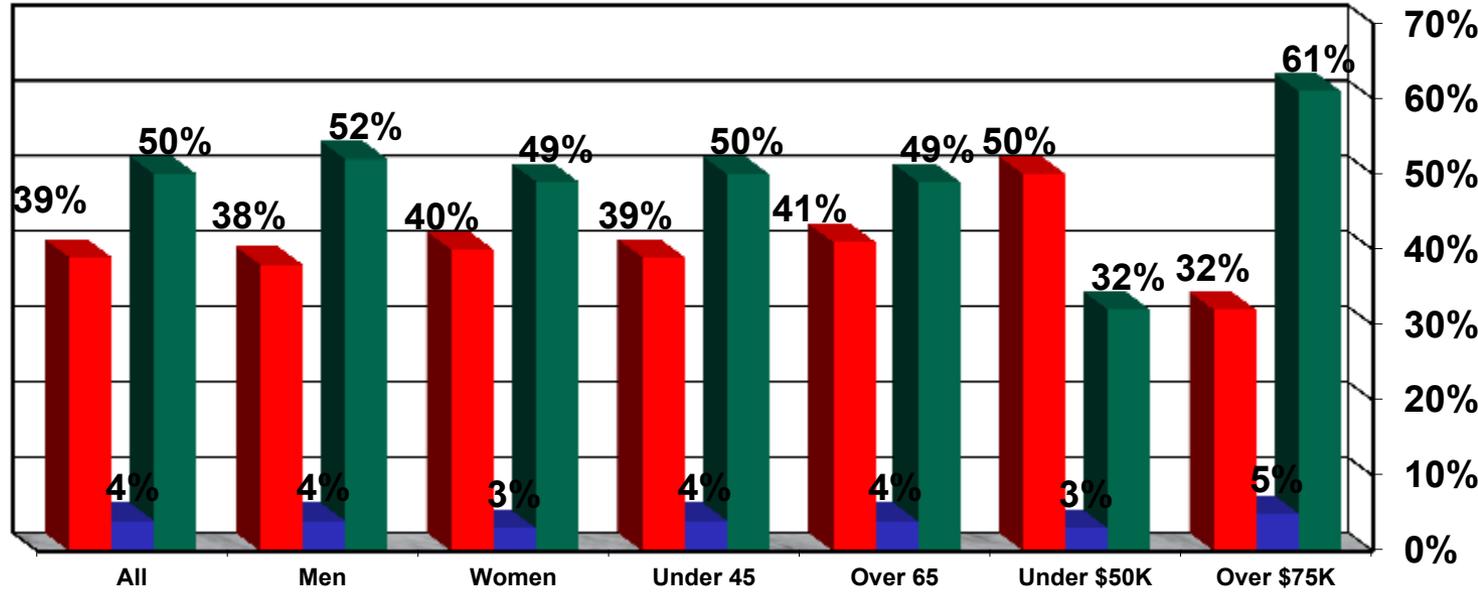
Norman Property Tax Rates?

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.

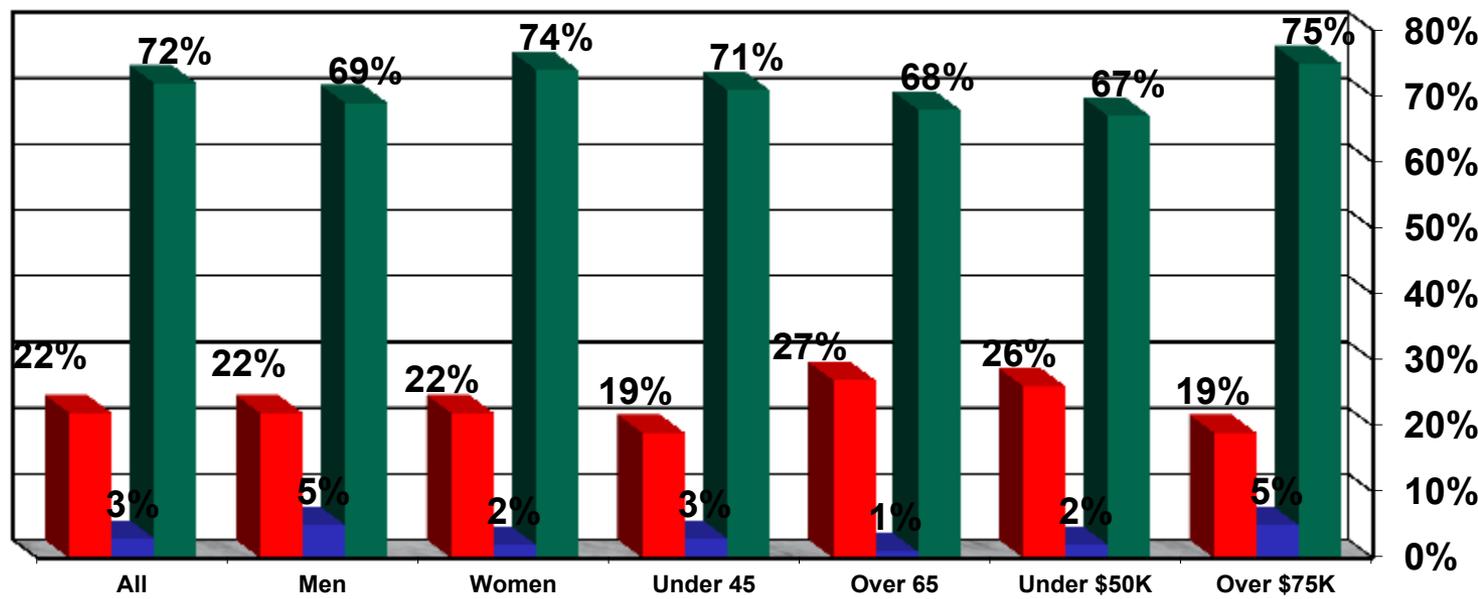
We see lower income voters much more sensitive than are their more affluent counterparts.



Norman Sales Tax Rates?

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

■ Too High ■ Too Low ■ Just Right



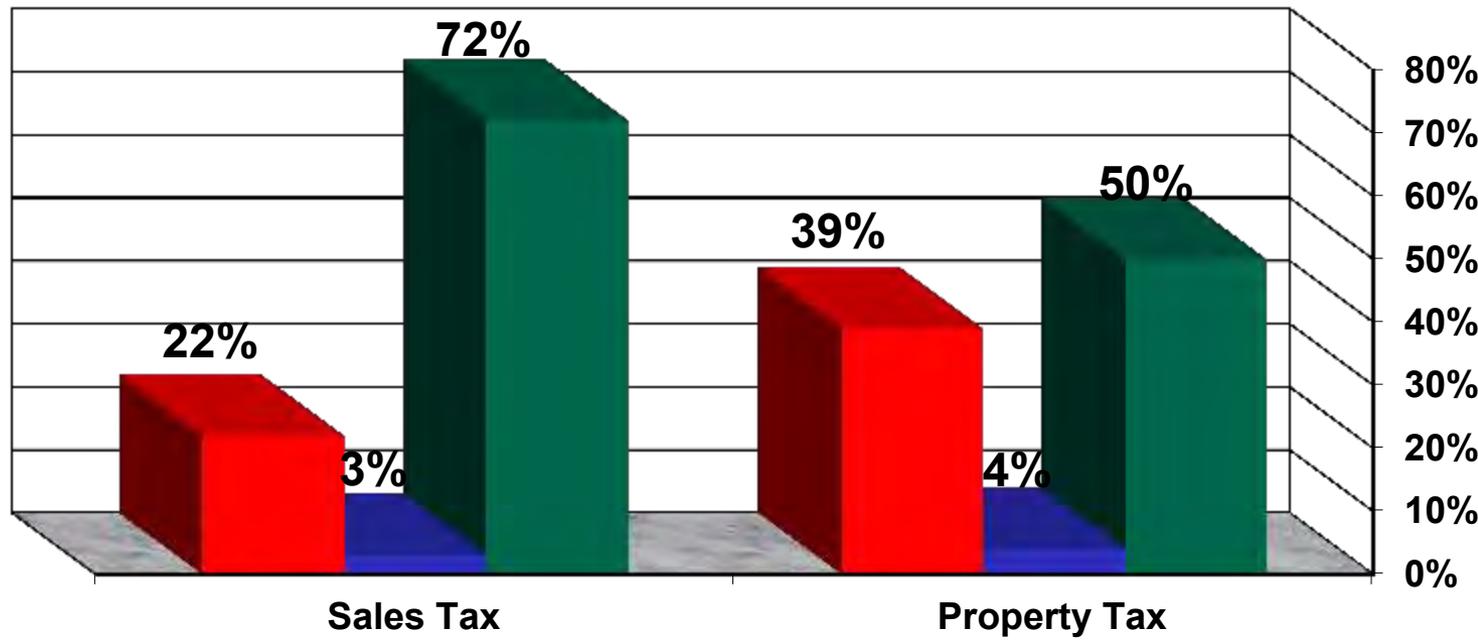
Sales tax sensitivity has also decreased (Too High was 28% in July, 2013).

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.

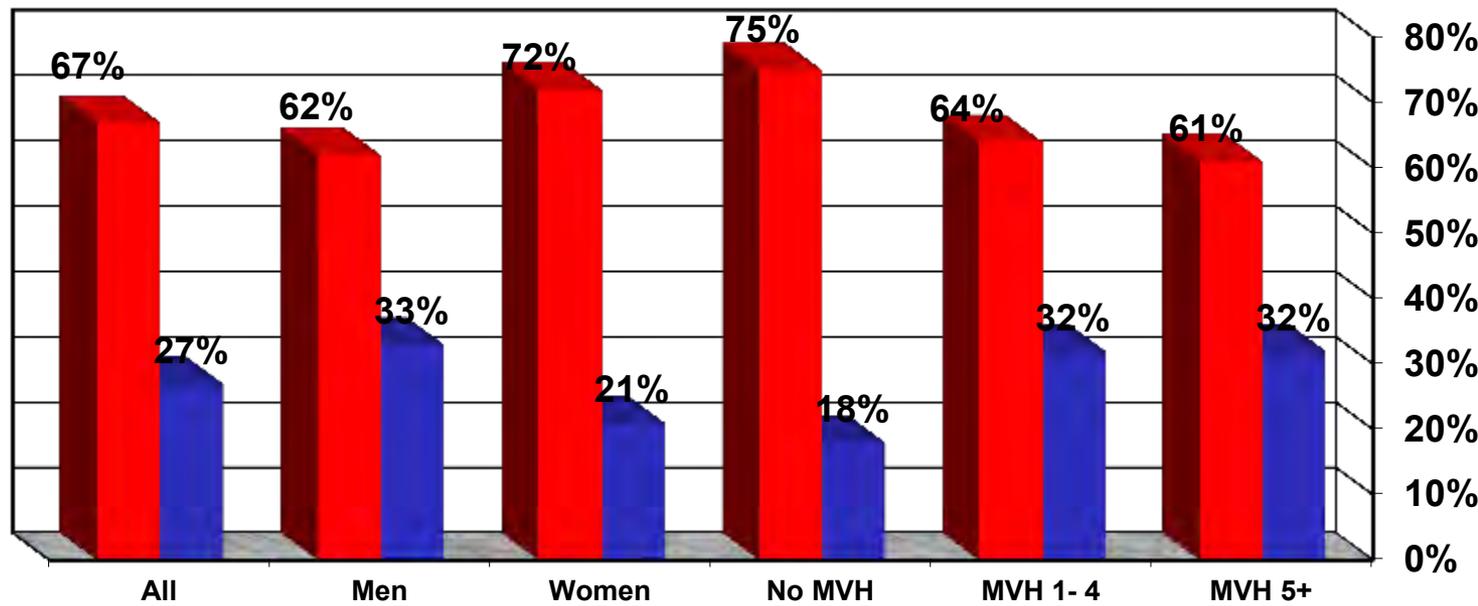
■ Too High ■ Too Low ■ Just Right





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.

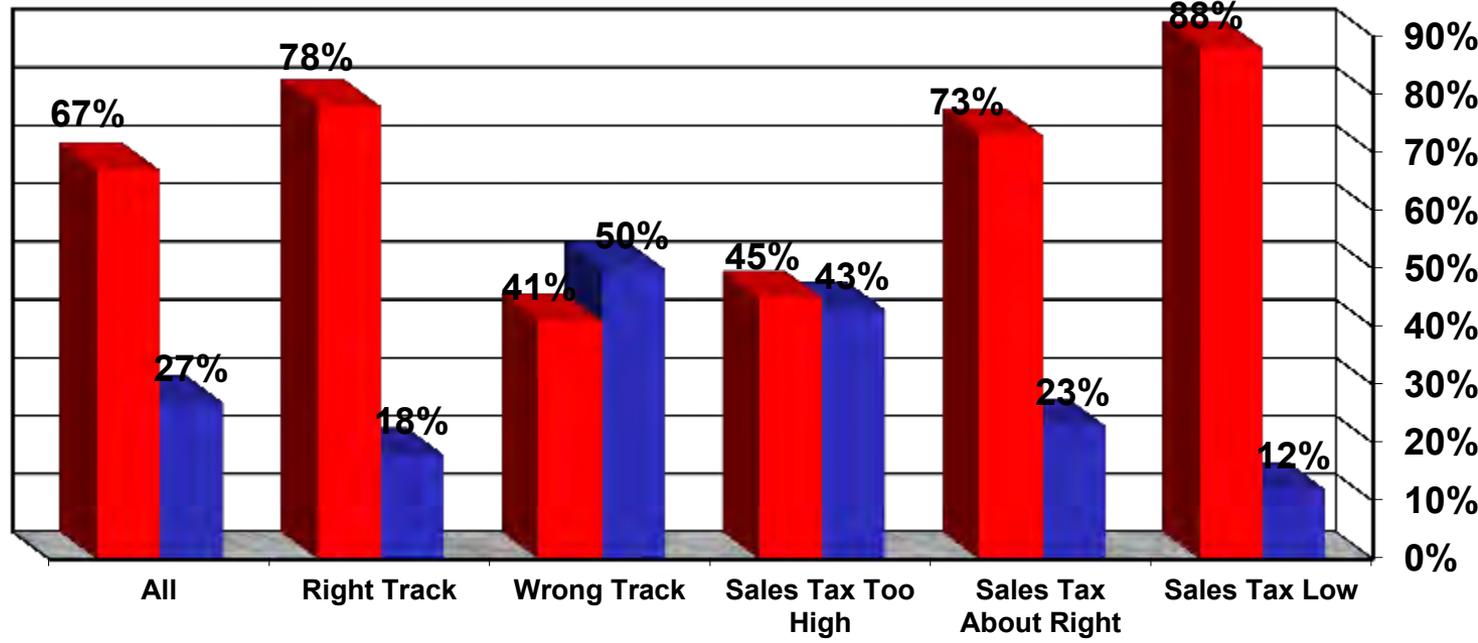
Seeing the intensity at 48% "Definitely Yes" is a rarity. This is an indication that proponents are much more likely to turnout for the election than are opponents.



How Voting on Sales Tax Proposal?

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

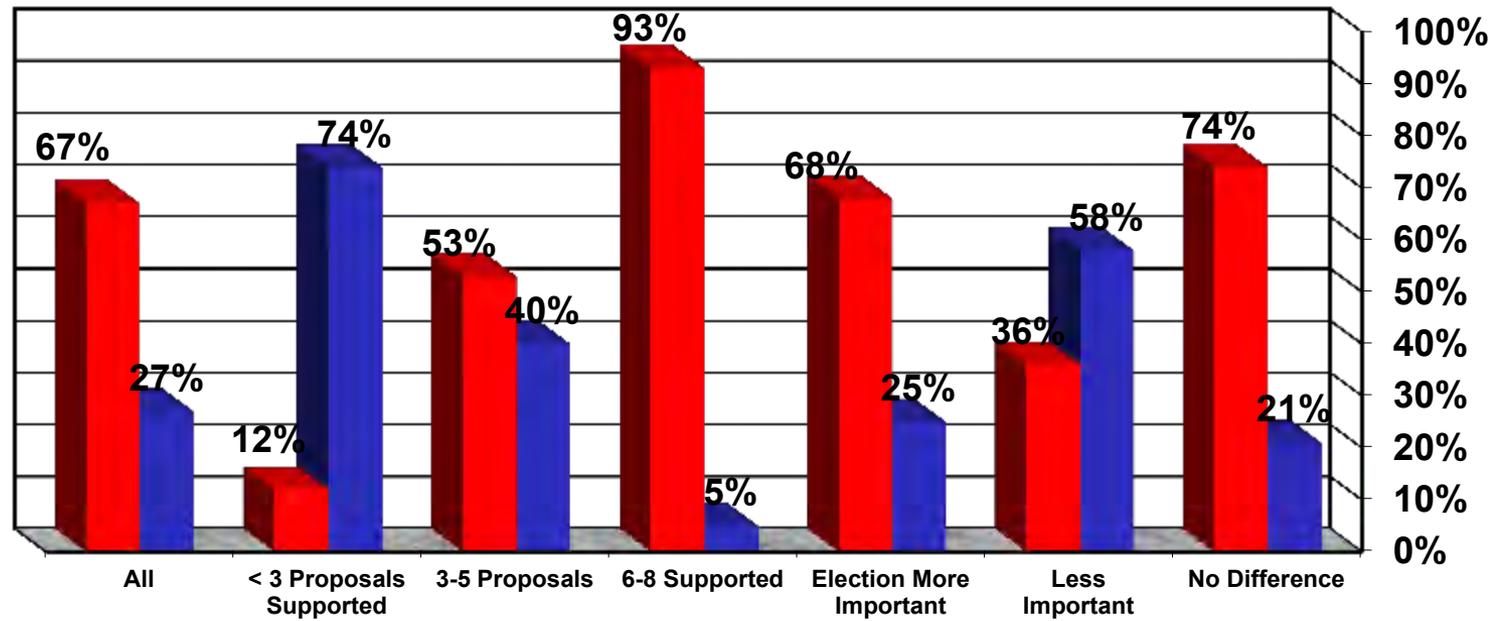
Even a plurality of those who think the current sales tax is already too high are supportive. There is tremendous favor among those thinking the sales tax is too low or about right.





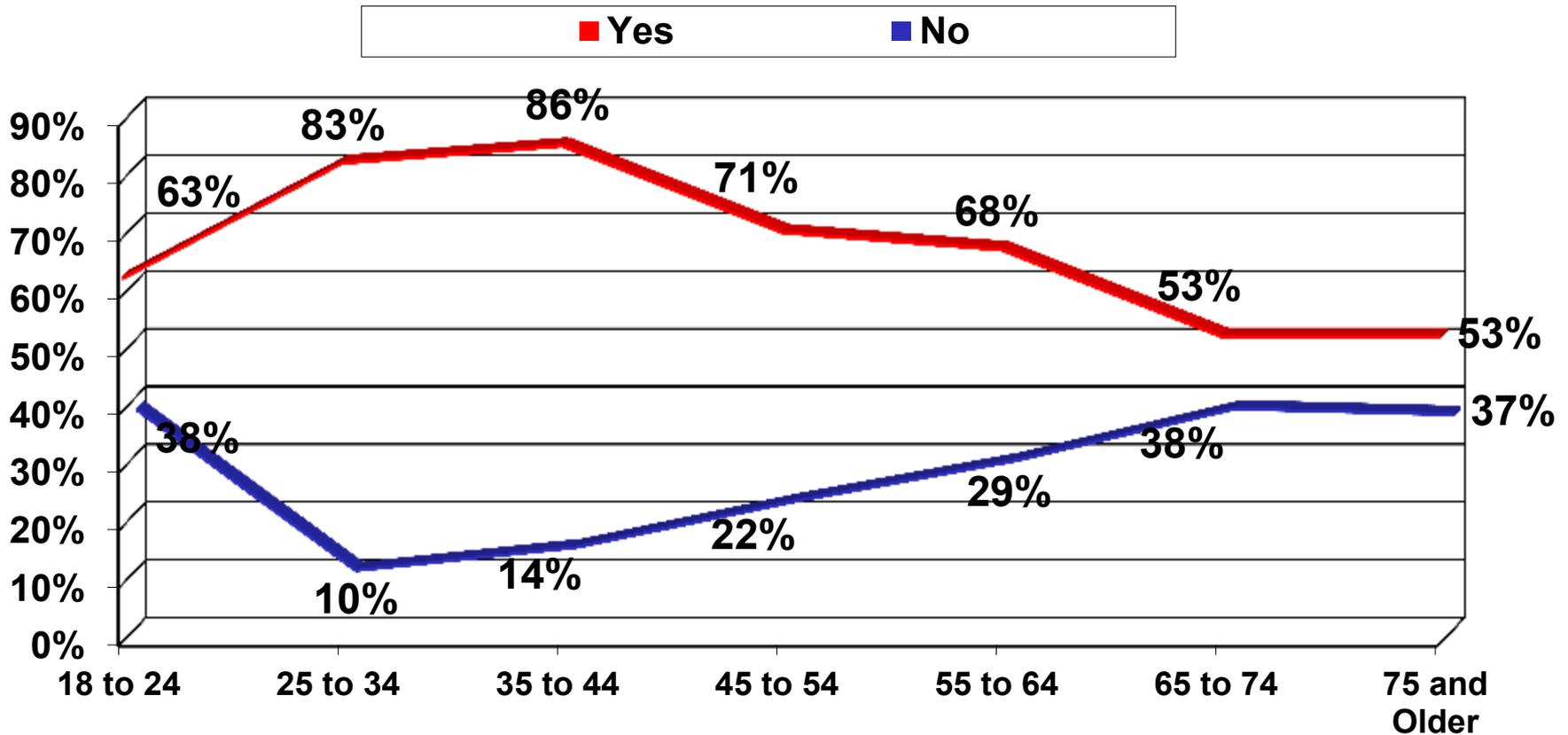
How Voting on Sales Tax Proposal?

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.



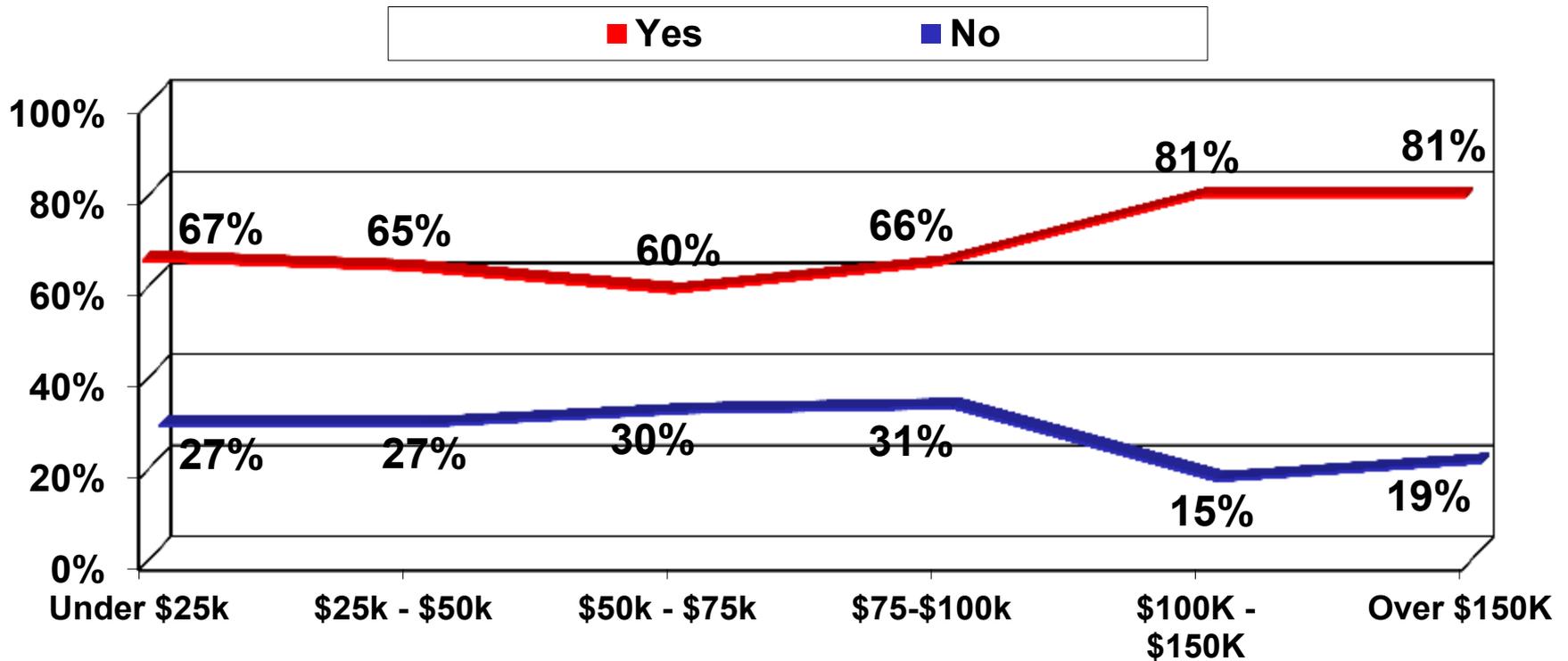
Again, we see an indication that turnout will help passage. Among those who say this election is more important than others we see strong support. The only opponents are those who think this type of election is less important than others. Because they view this as less important, they are the least likely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

How Voting on Sales Tax Proposal? –By Age



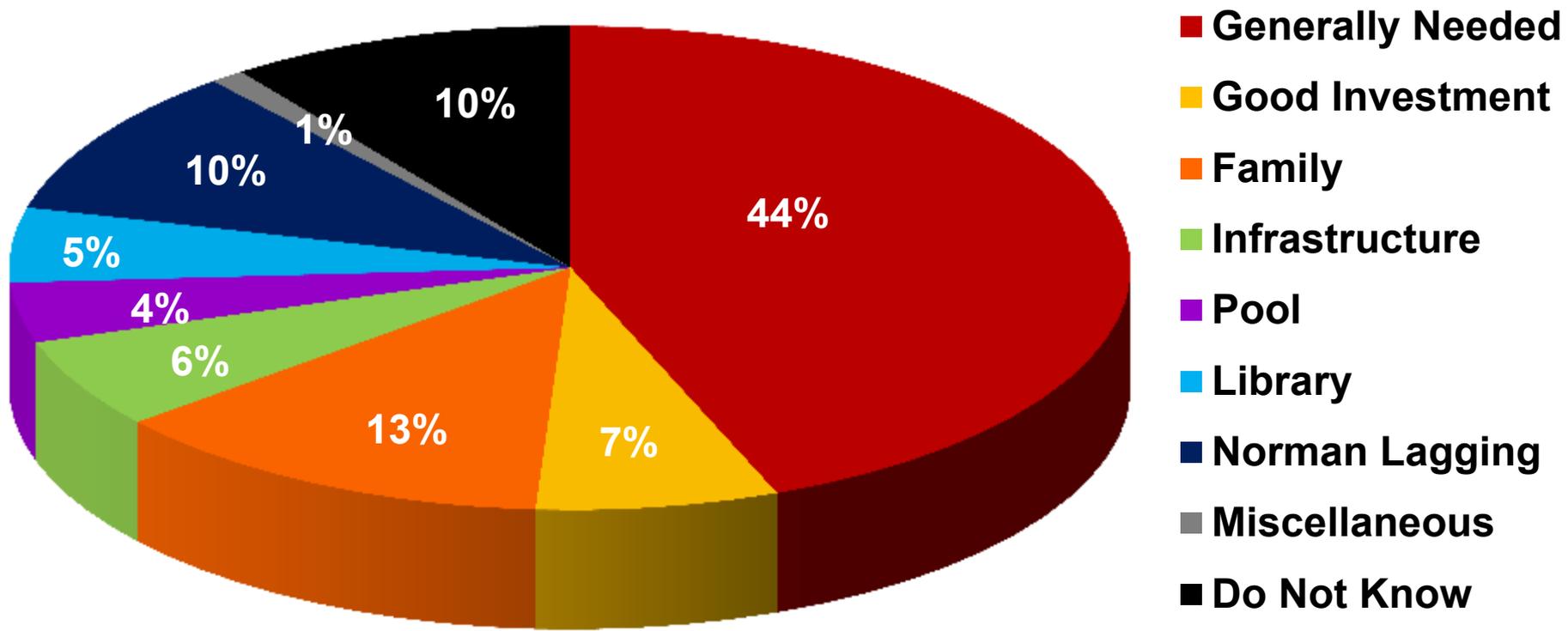
We see majority support across all age lines – though it does get closer among senior citizens.

How Voting on Sales Tax Proposal? –By Income



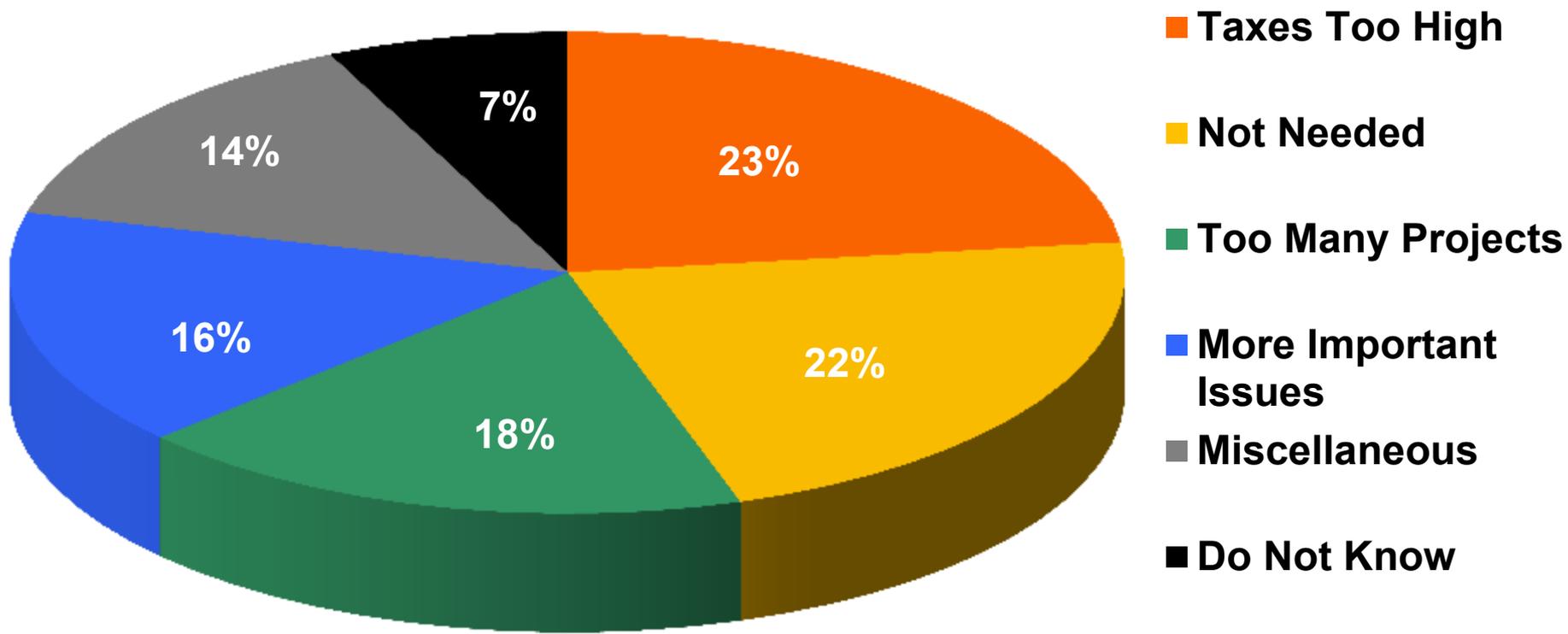
All income groups are supportive, and it really escalates among the 29% of voters in households with incomes exceeding \$100,000.

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 No?



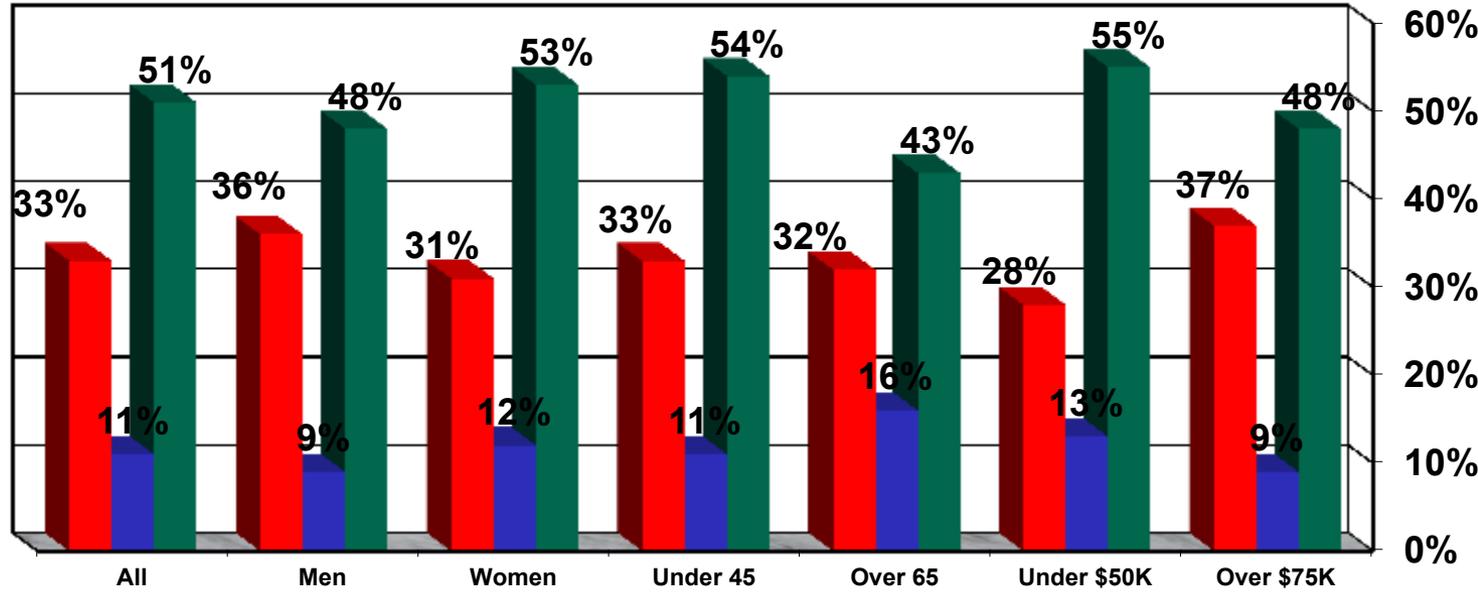
Those who oppose it are divided into four clusters.

Election Importance?

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

■ **More Important** ■ **Less Important** ■ **No Difference**

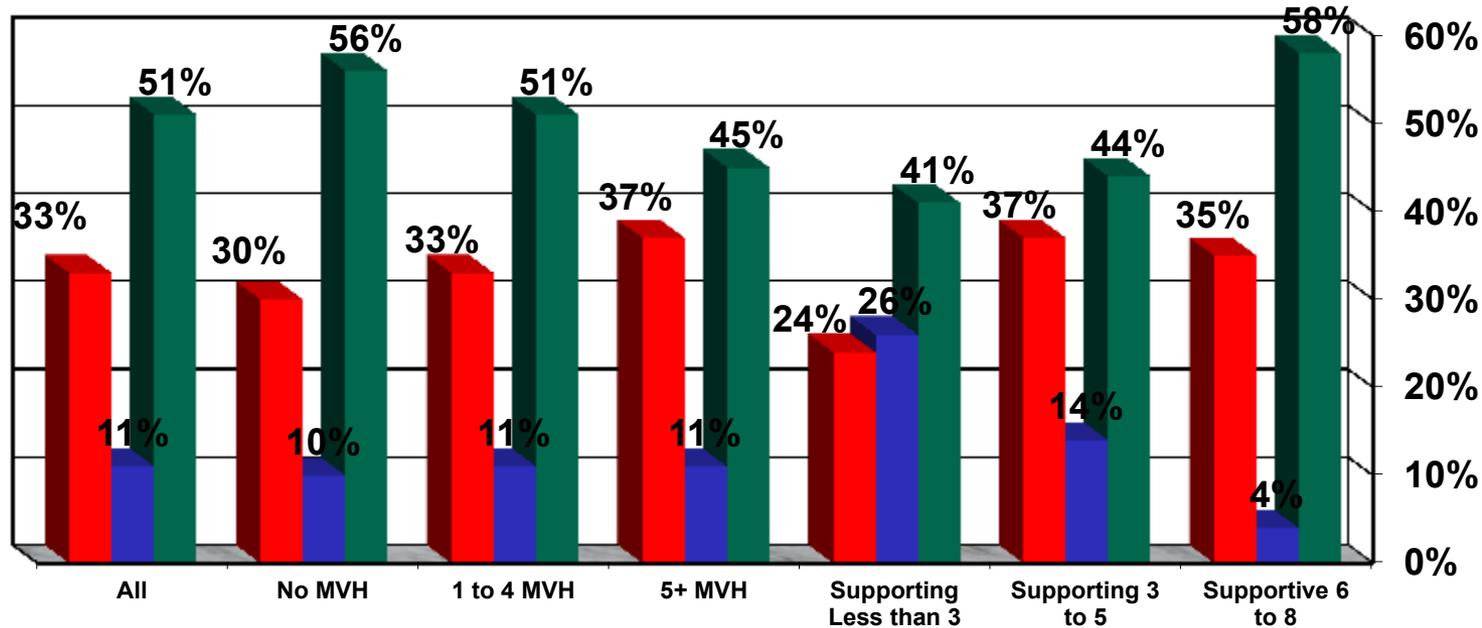
Three times as many voters see this election as being more important than other municipal elections. This importance is greatest among those in households with incomes in excess of \$75,000.



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



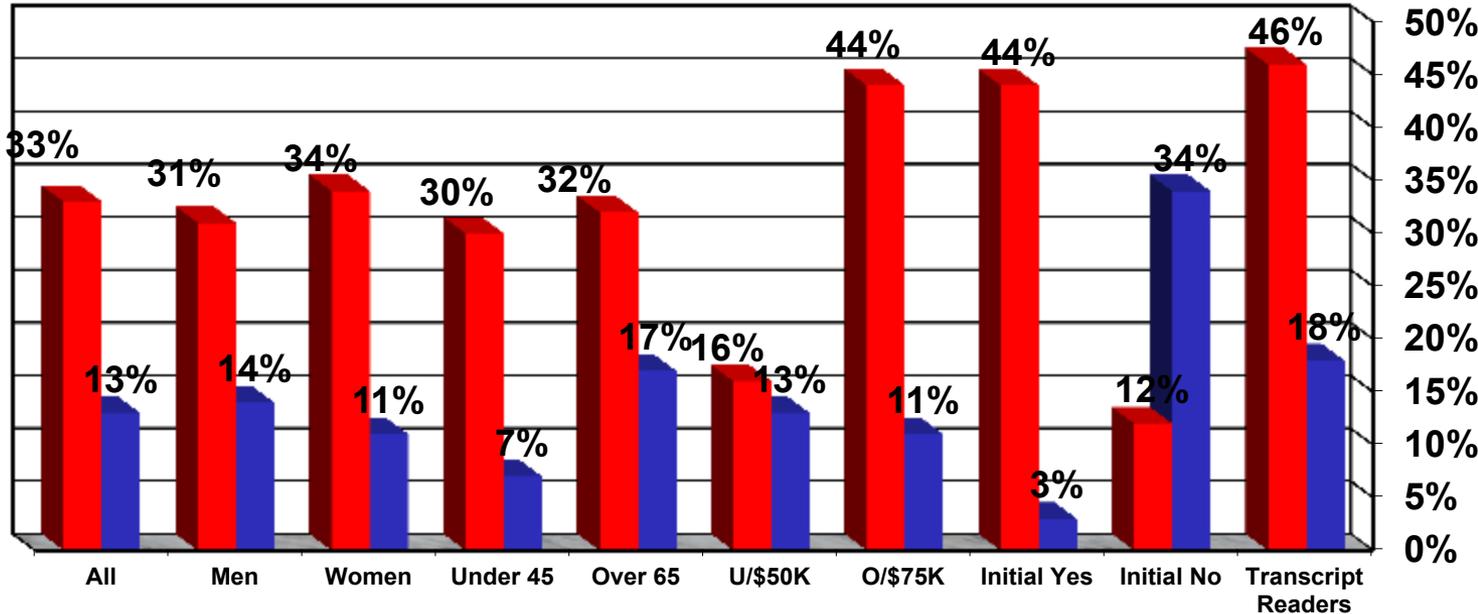


Norman Forward Favorable?

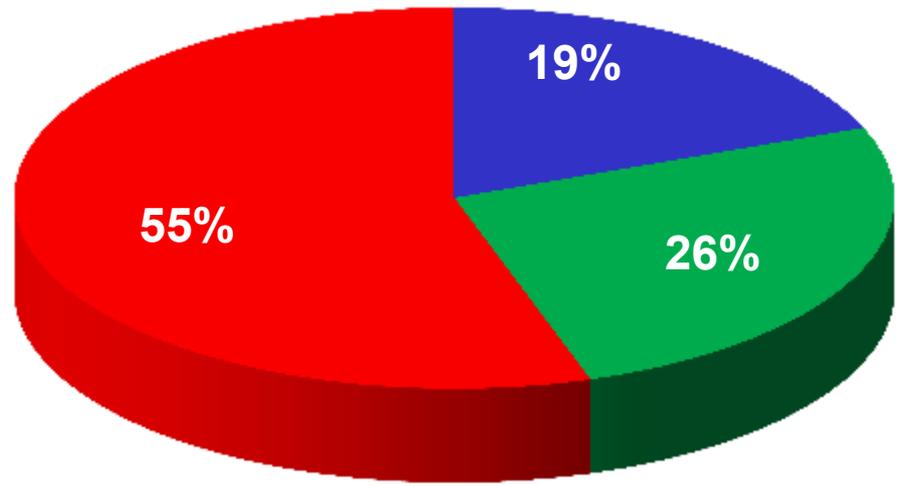
33% Favorable; 13% Unfavorable;
23% Heard Of / No Opinion; 31% Never Heard Of

■ 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.

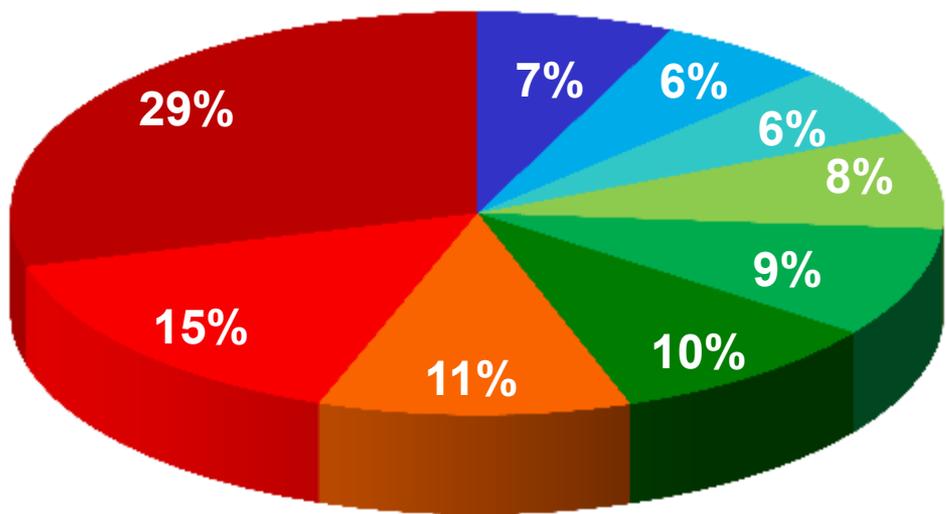


Number of Projects Supported?



Collapsed

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

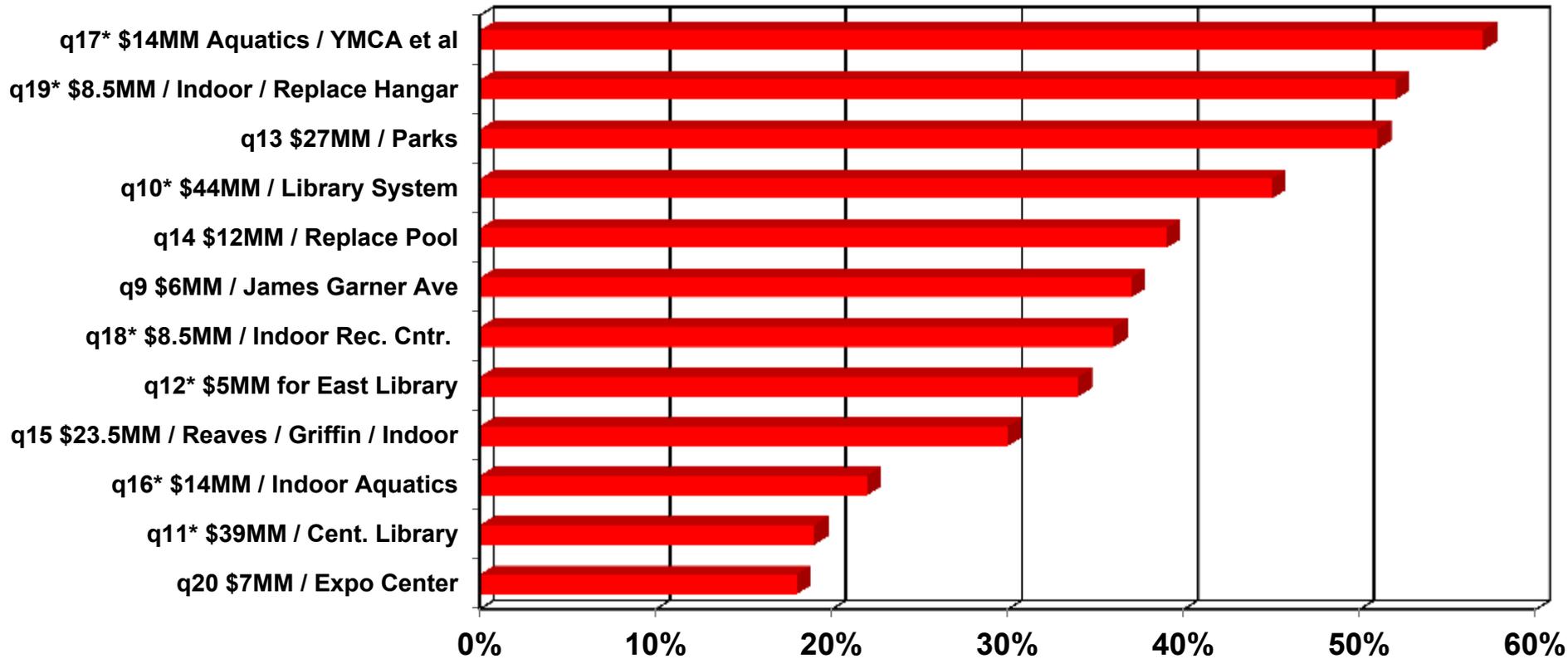


Individualized

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



Net Positive of Proposals -By Entire Population



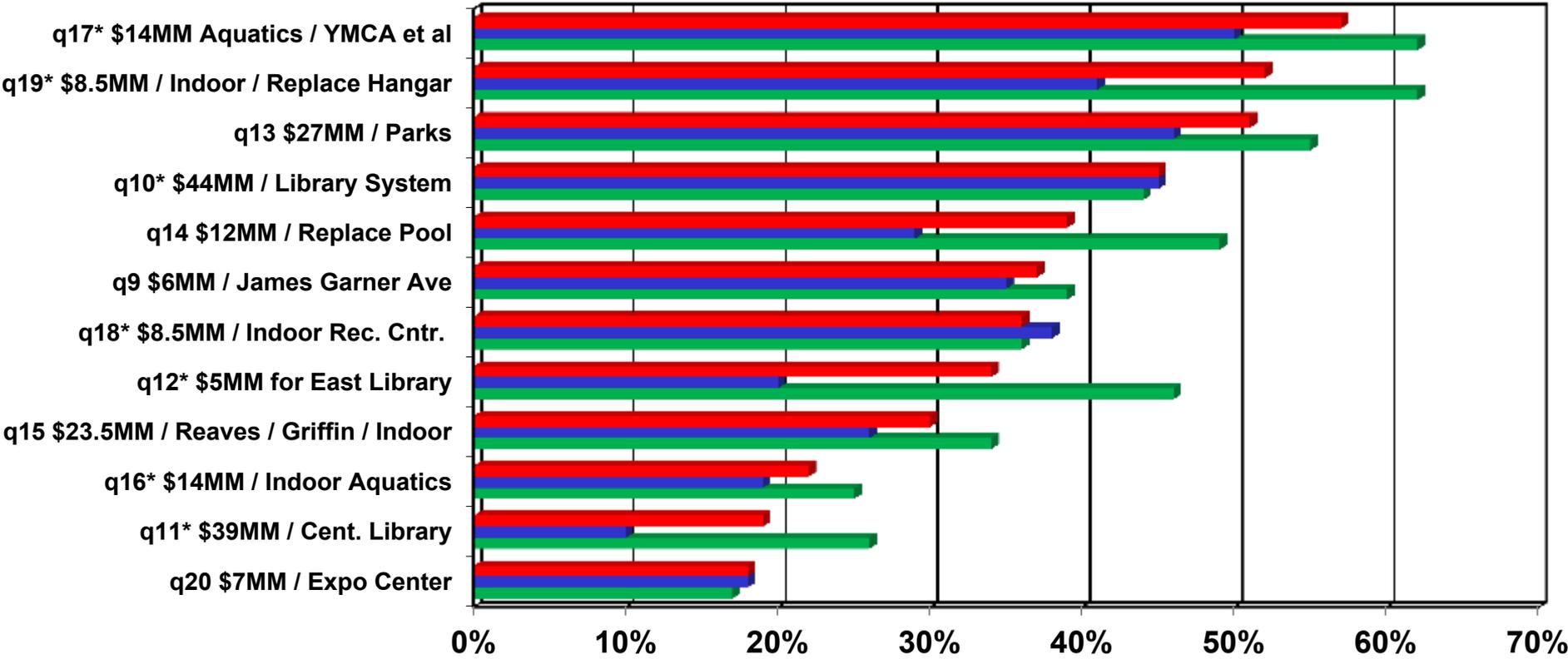
This chart shows the net positive for each of the projects – that is, the percentage supporting subtracting the percentage opposing. The most impressive finding is that EVERY project has strong majority support. Even the expo center, the weakest of those tested, is favored by 54% of the voters while 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



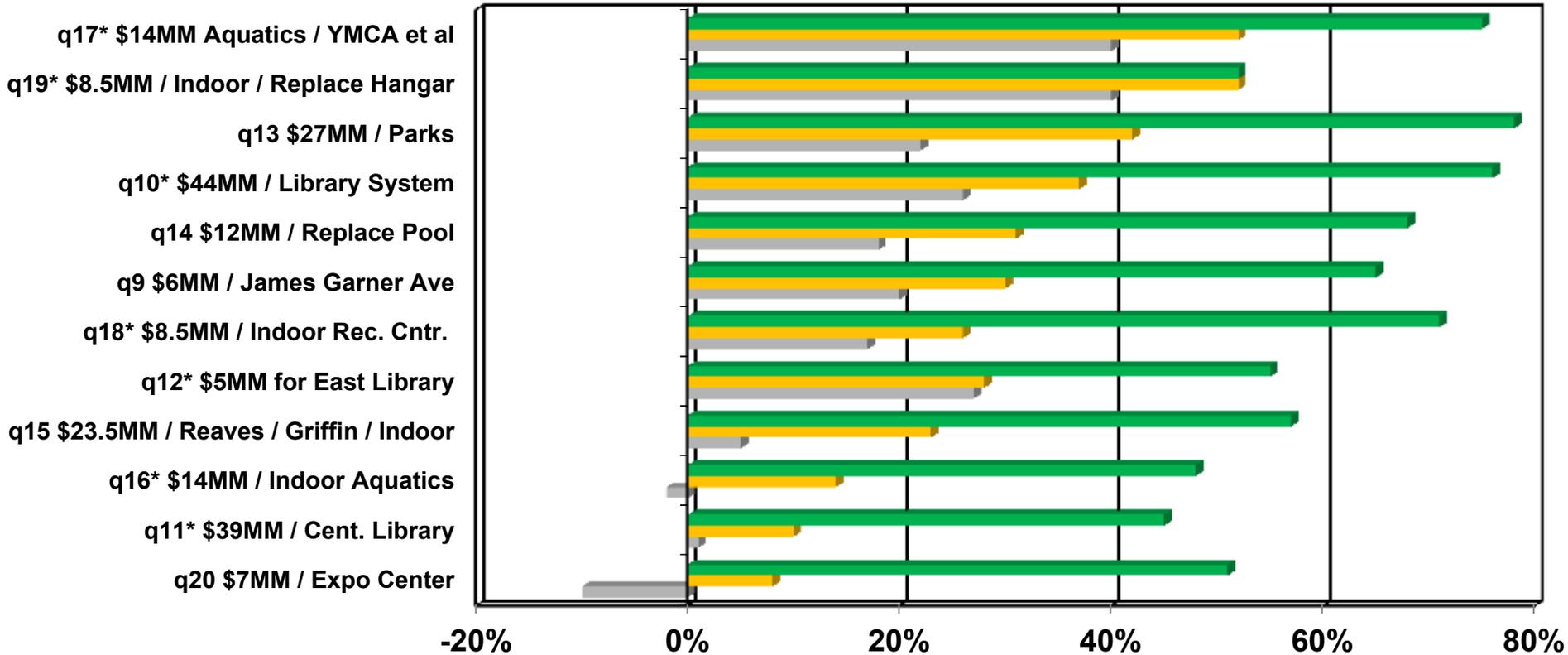
As a general rule, we see women more supportive than men on most every project tested – though strong pluralities of men are supportive of all projects as well.

* Split sample question



Net Positive of Proposals -By Age

■ U/45 ■ O/45 ■ O/65



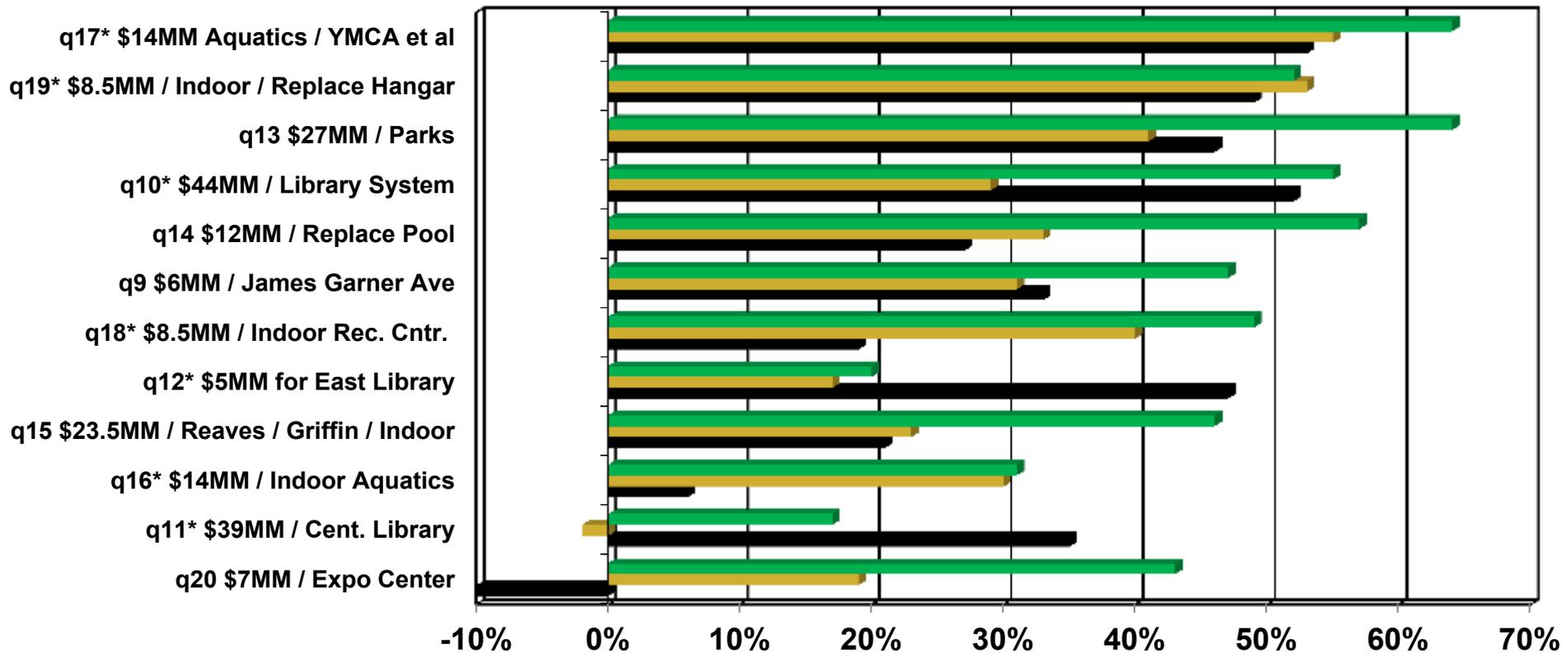
Younger voters are clearly the most supportive of all of these projects. Note, aside from the expos center and the indoor aquatics center (without the partnerships mentioned), at least a plurality of those over 65 support all of these projects.

* 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.

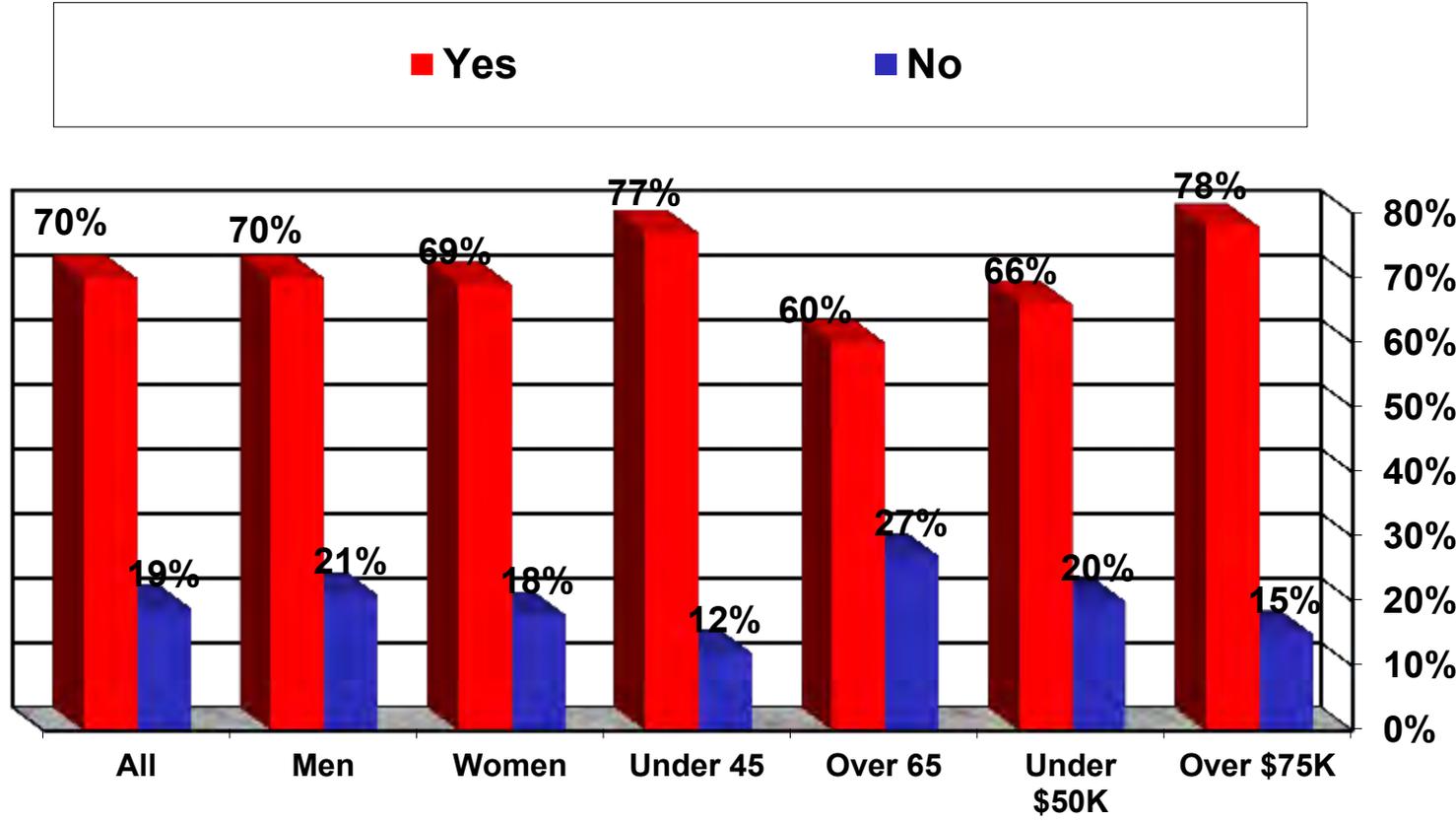
* Split sample question



\$5M To Purchase Park Areas?

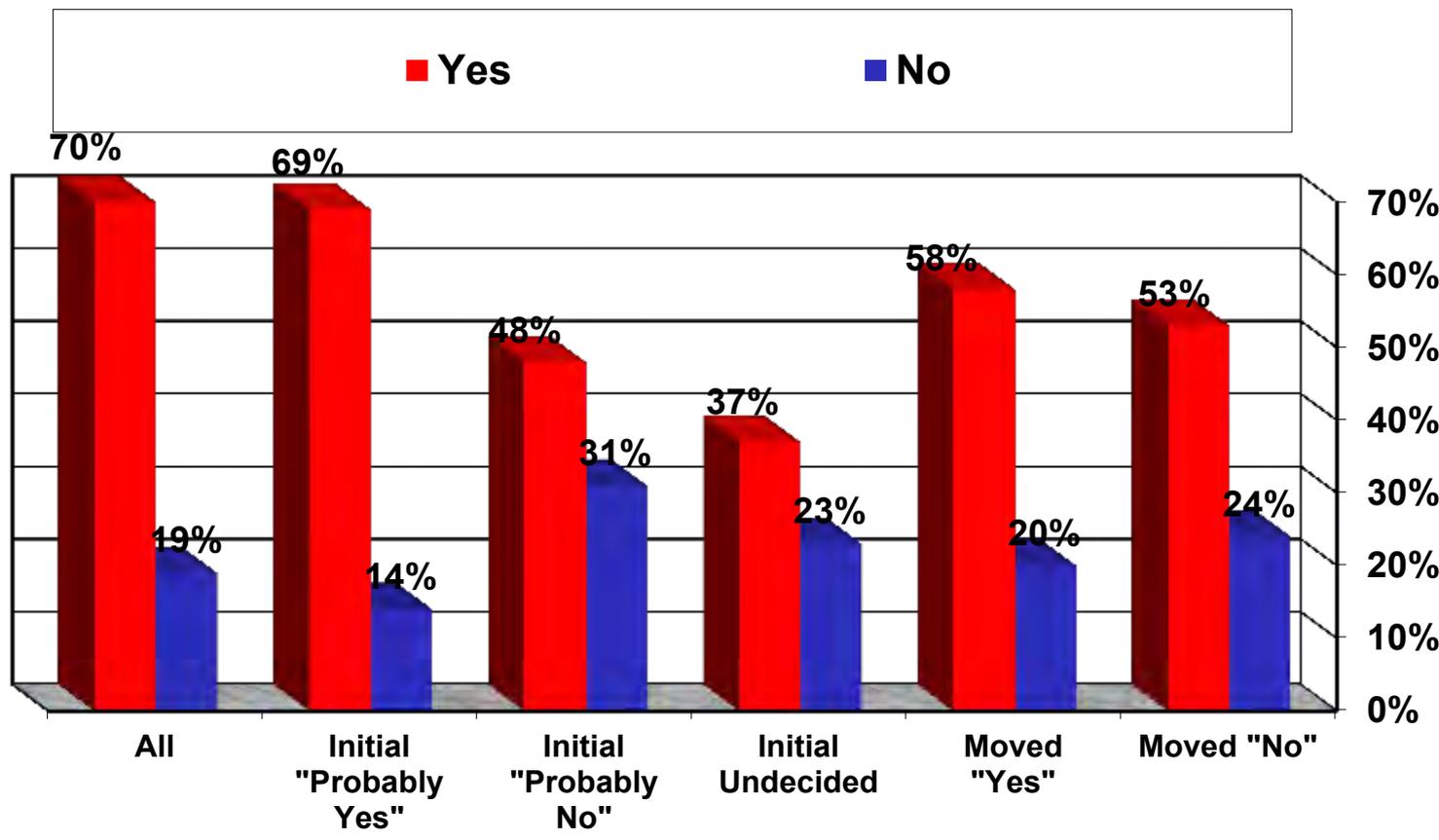
46% Definitely Yes; 24% Probably Yes; 6% Probably No; 13% Definitely No; 11% Undecided

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



\$5M To Purchase Park Areas?

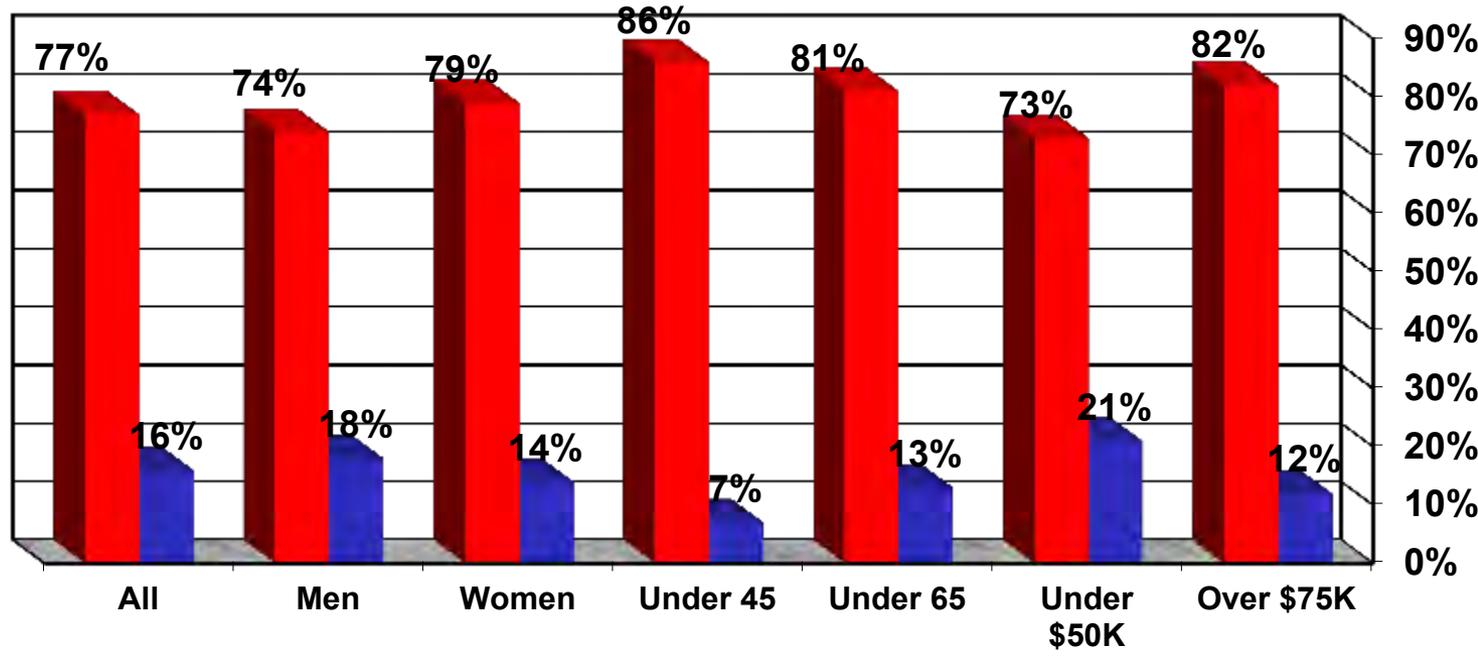
Even those originally leaning 'no' on the entire package favor including this amount in the package as do the few who "move no" during the course of the discussion.





Convert Library to Seniors Center?

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

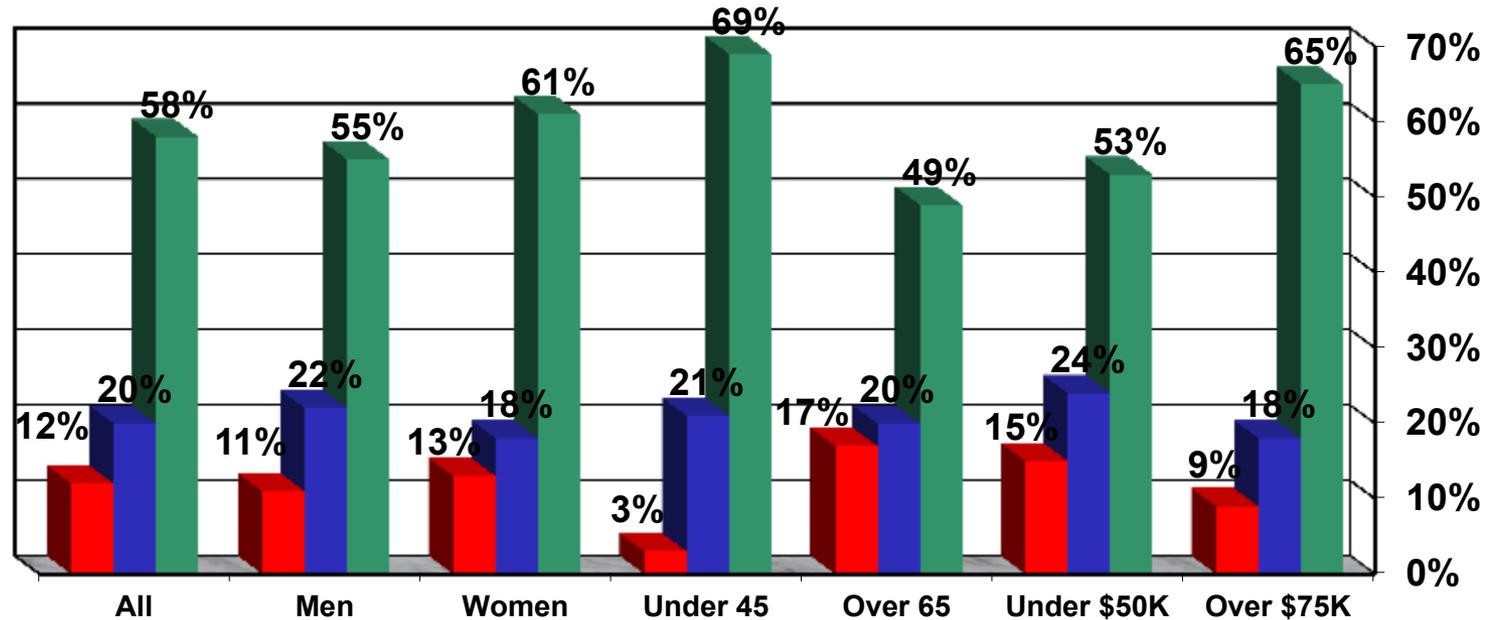


When told it will not cost additional money because a bond issue was already passed, we see very strong support for converting part of the library to a senior citizen center.

New Senior Center or Renovate Existing?

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

■ New Facility ■ Renovate ■ No Preference

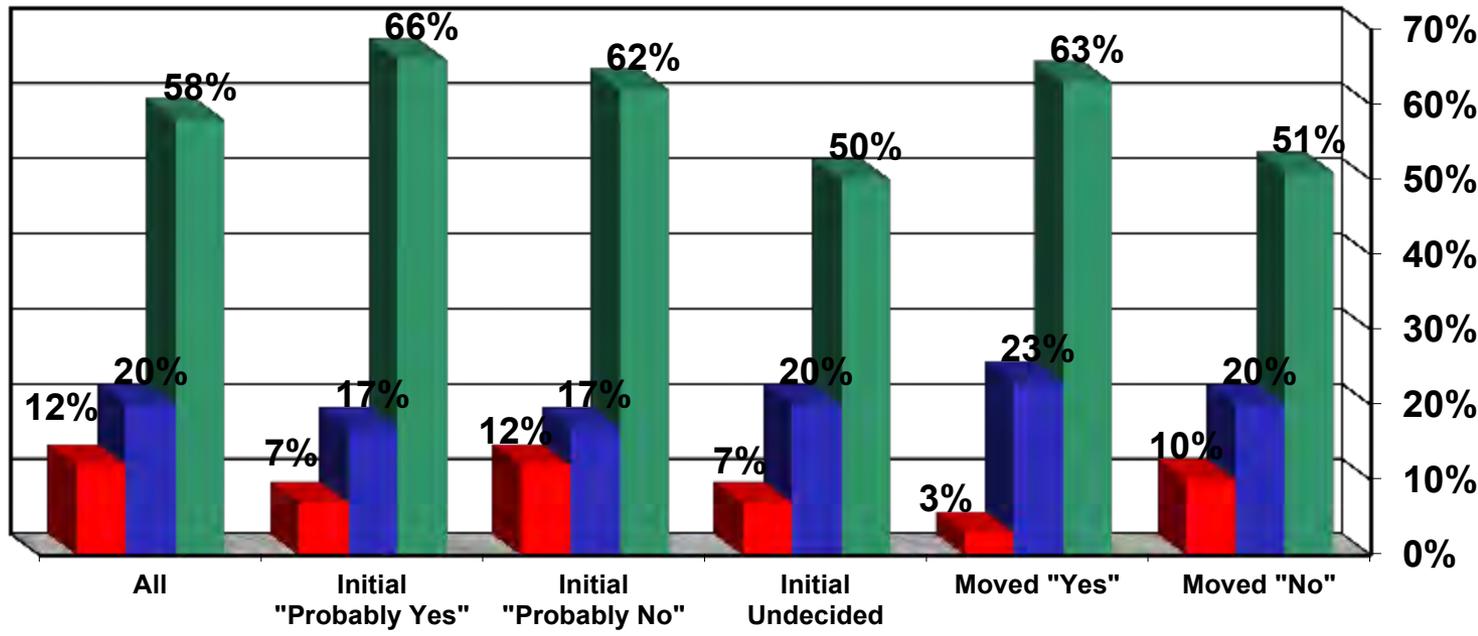


Most voters have no preference when it comes to which manner is used for a new senior citizens' center. We see a slight preference for renovating the existing library even among senior citizens.

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.

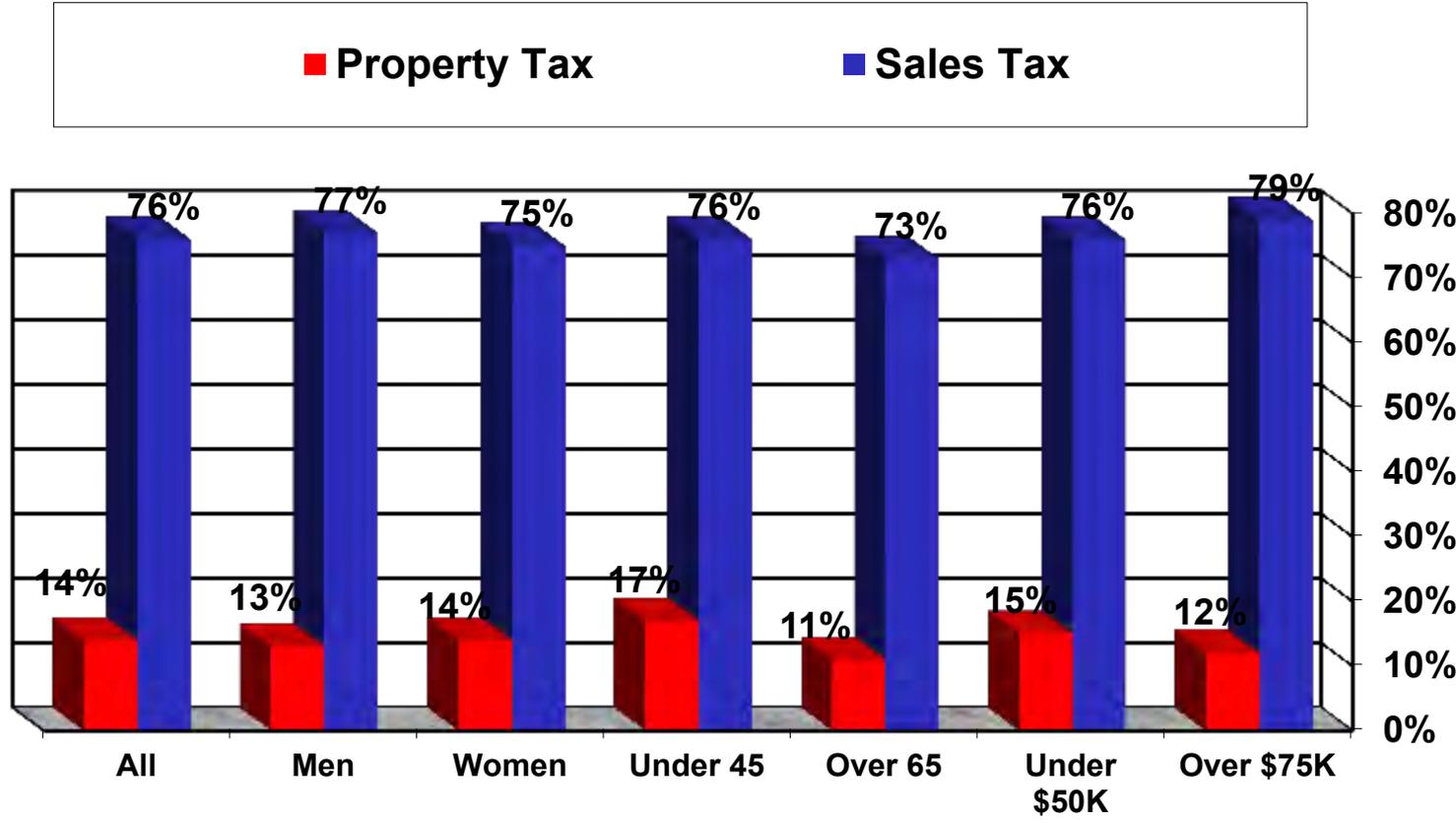
■ New Facility ■ Renovate ■ No Preference



Tax Preference for Funding

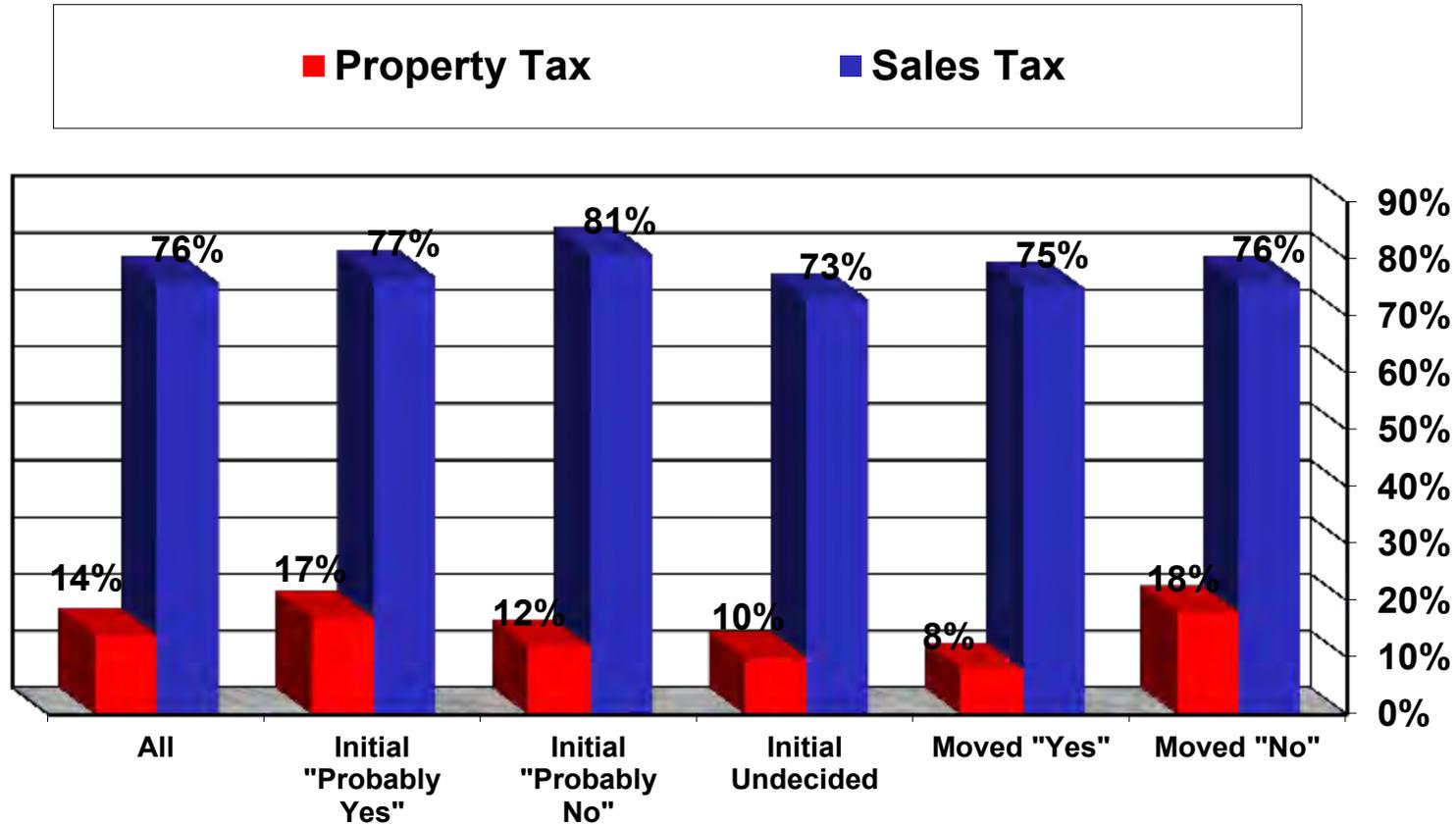
14% Property Tax; 76% Sales Tax; 11% Undecided

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?

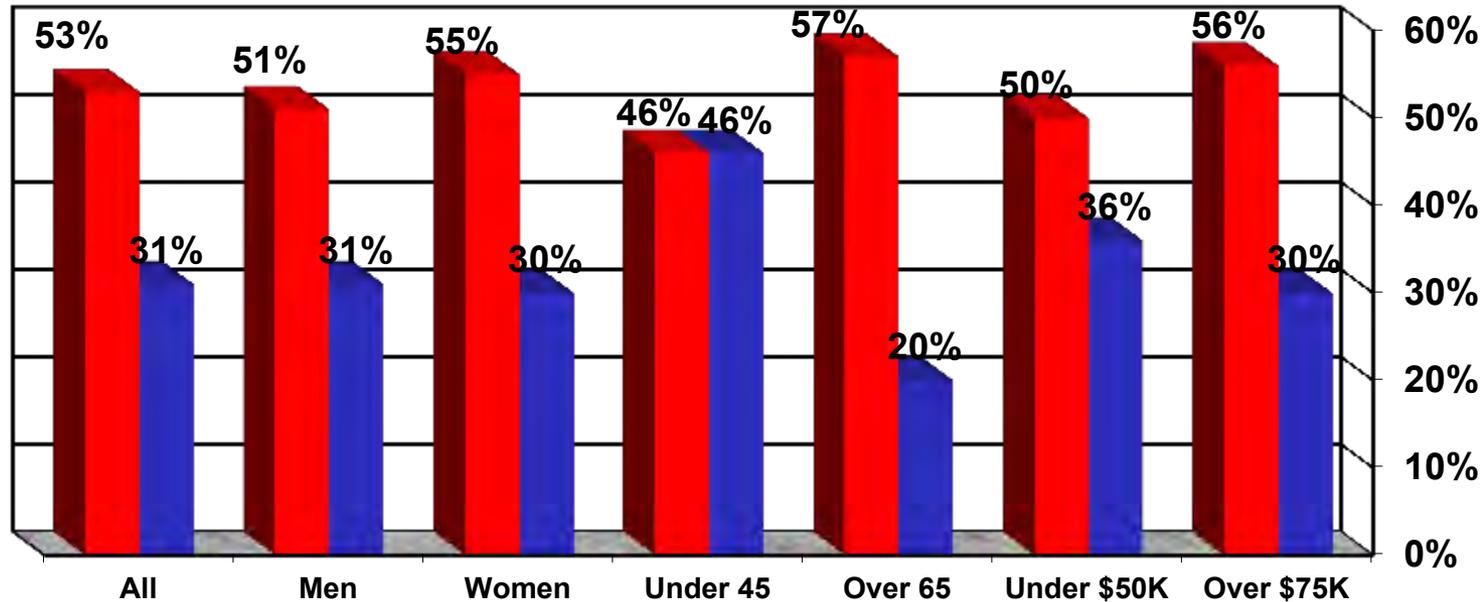
Regardless of position on the package, there is an overwhelming support for funding it with sales tax instead of property tax.



How To Structure Sales Tax?

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

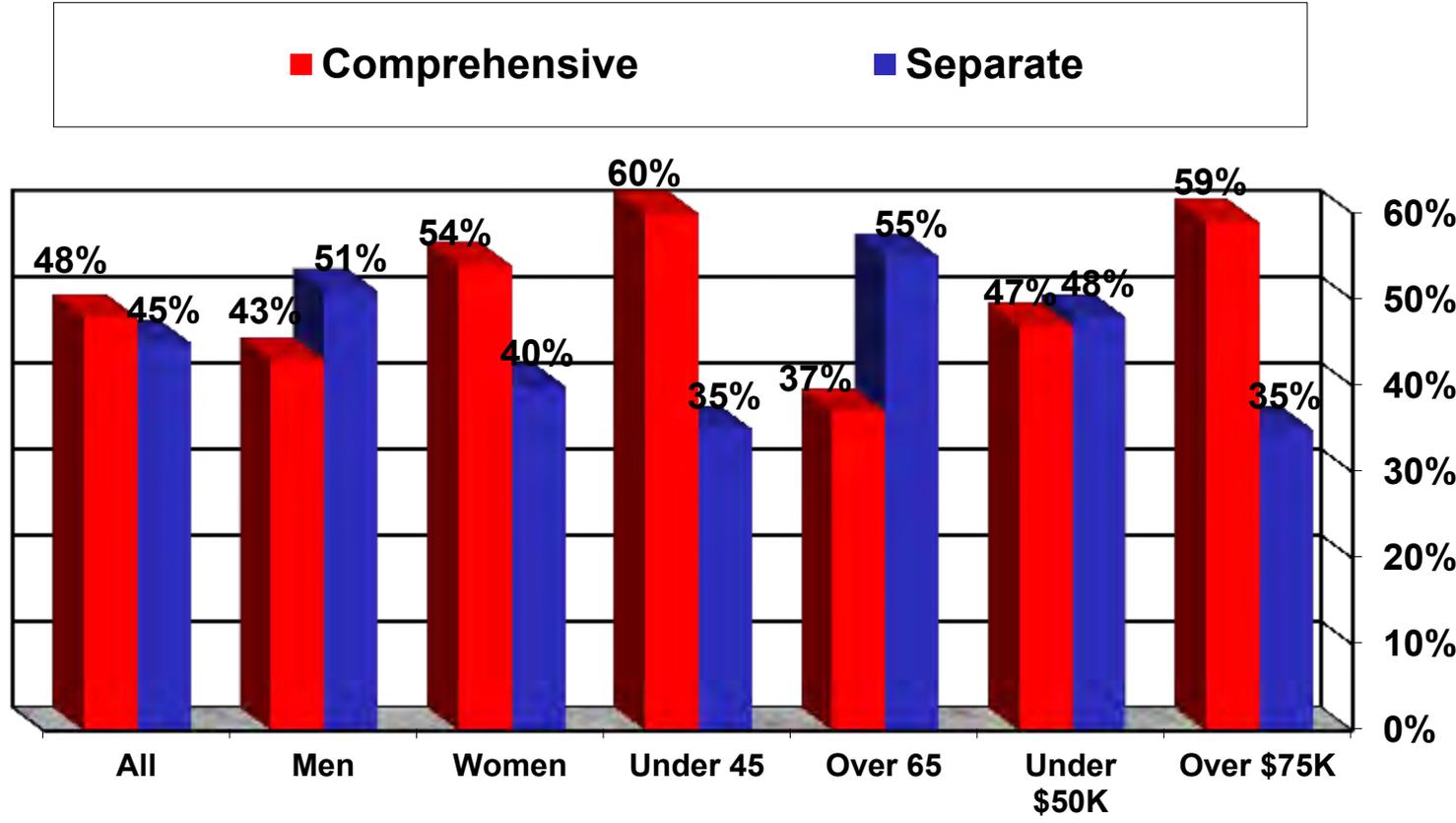
We see strong support for a ½ cent for 15 years over 1 cent for 7 years. Only among those under 45 years of age do we see close division.



Comprehensive Package or Separate Projects?

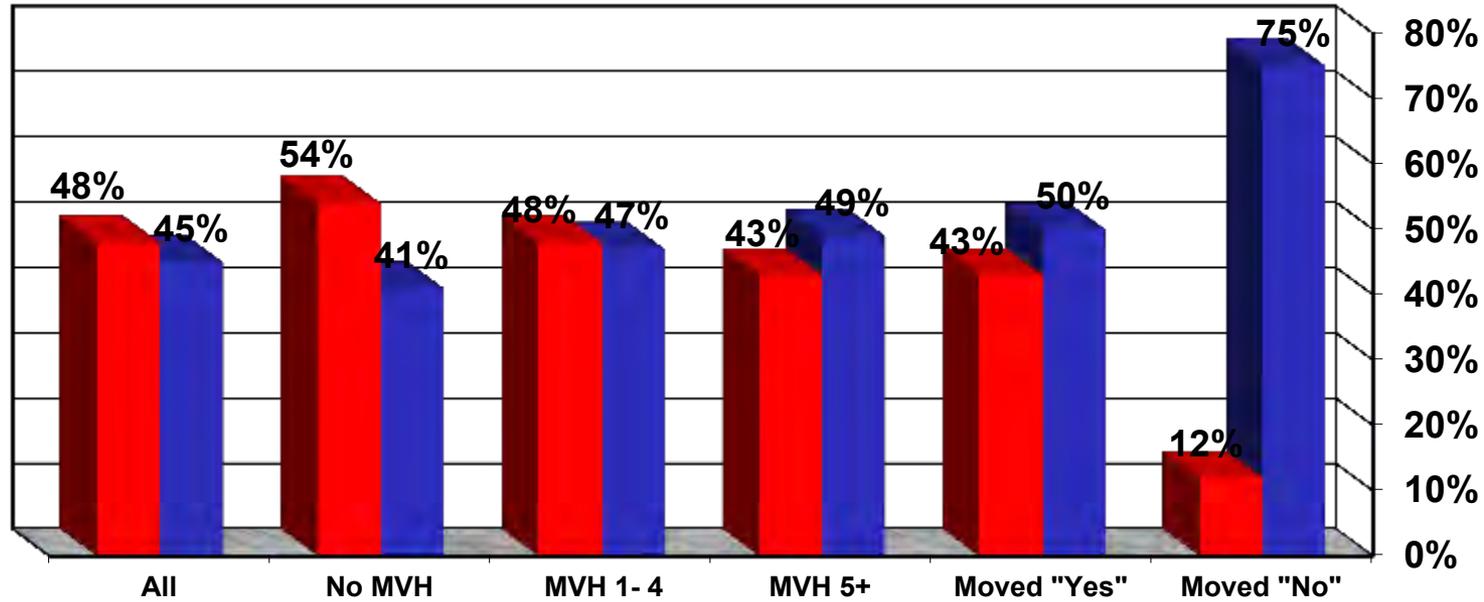
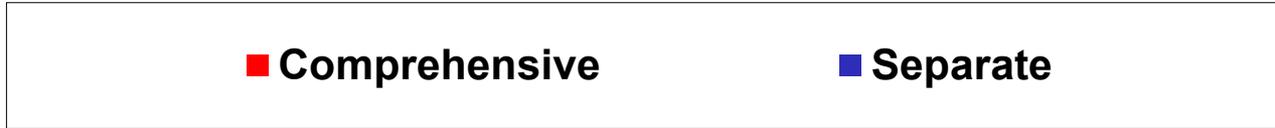
48% Comprehensive Package; 45% Vote Separately; 6% Undecided

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

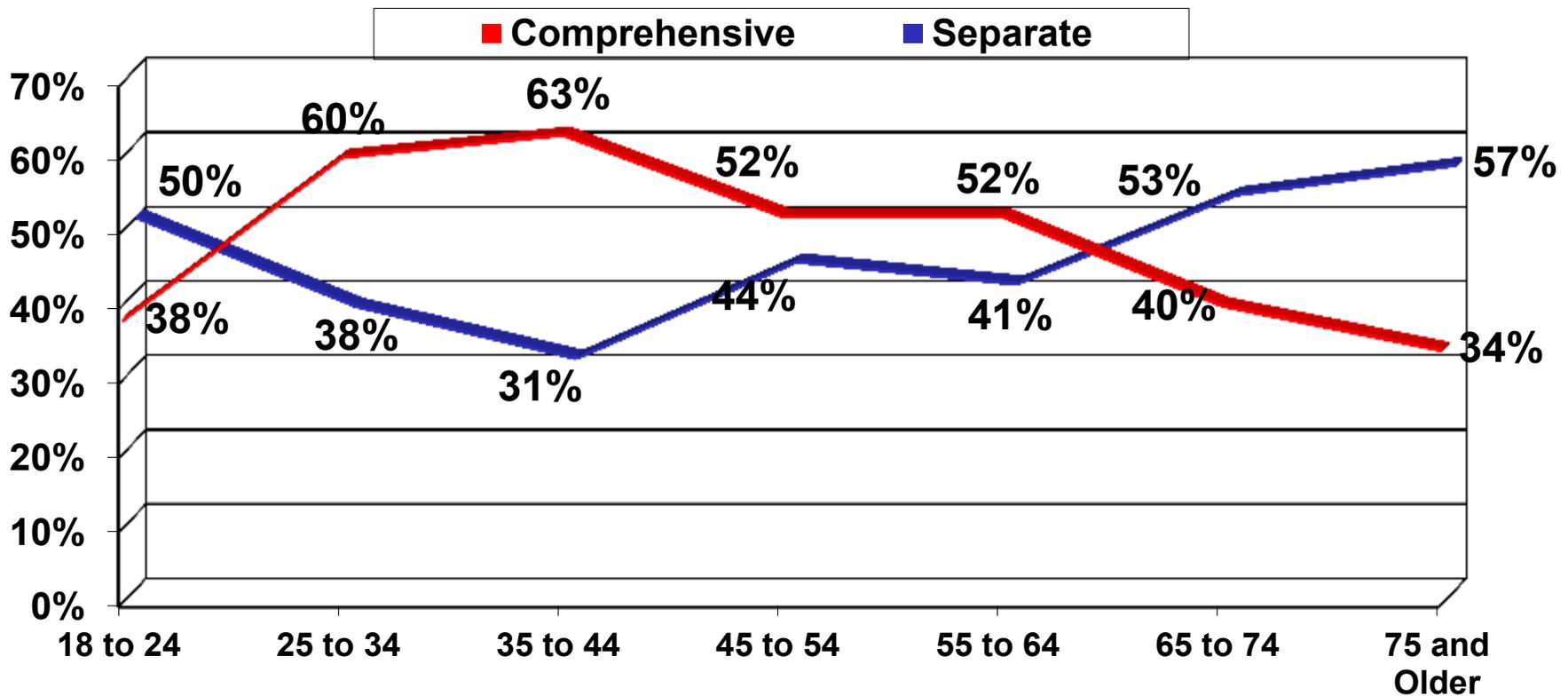


Comprehensive Package or Separate Projects?

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.

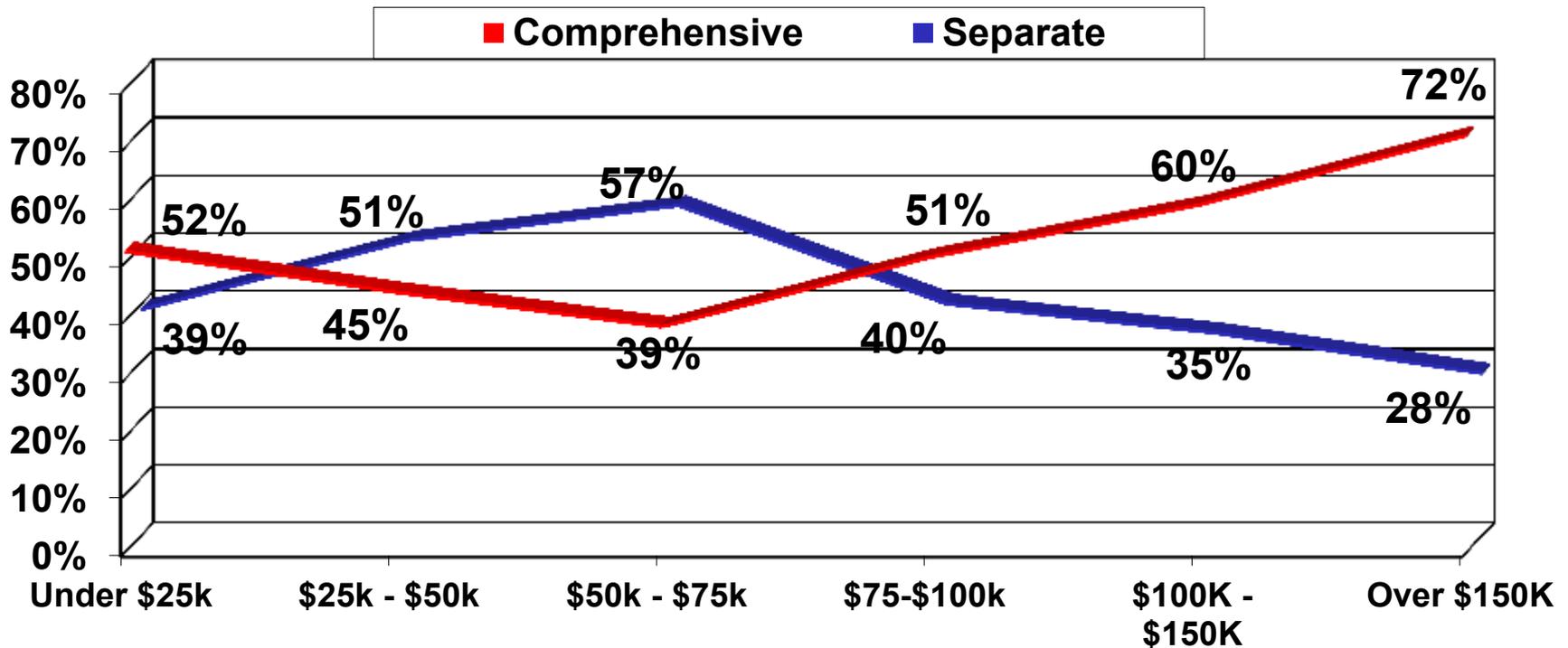


Comprehensive Package or Separate Projects? –By Age



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

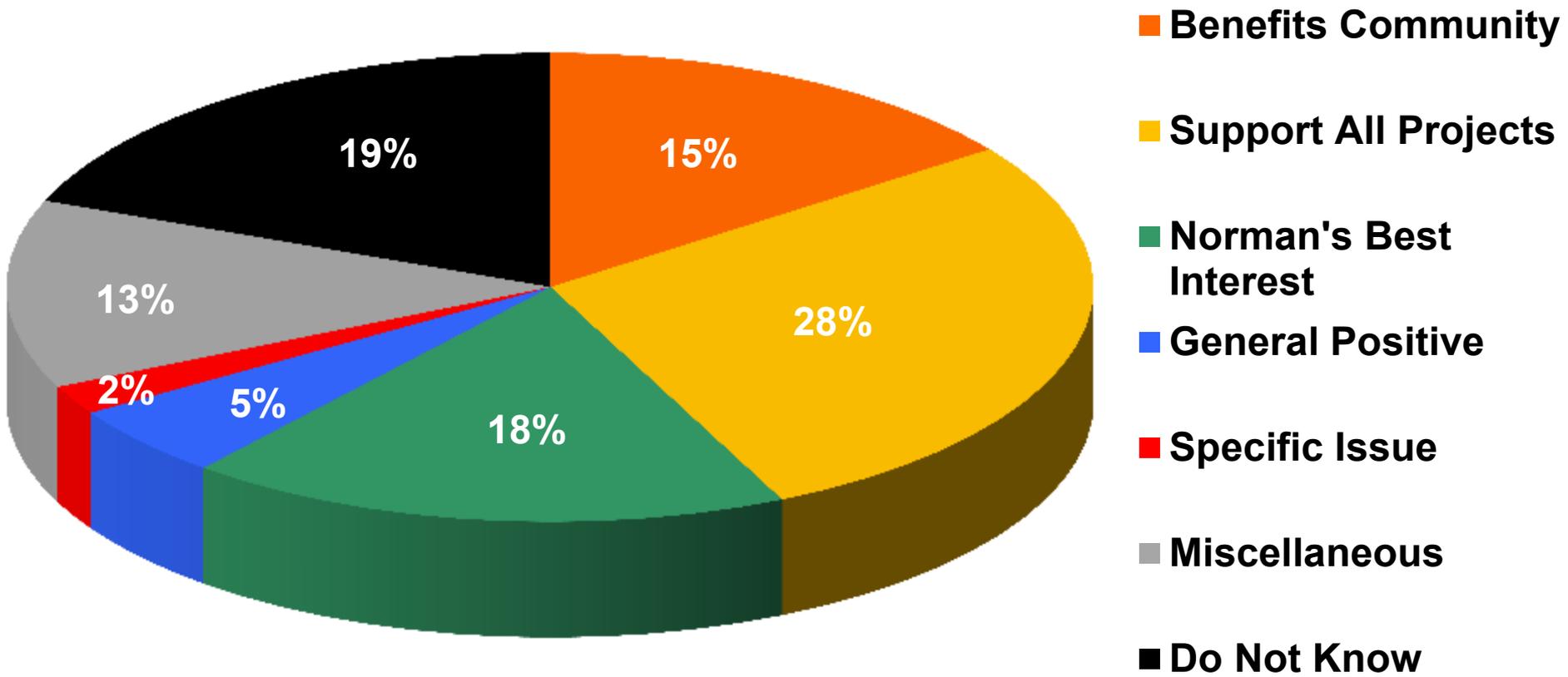
Comprehensive Package or Separate Projects? —By Income



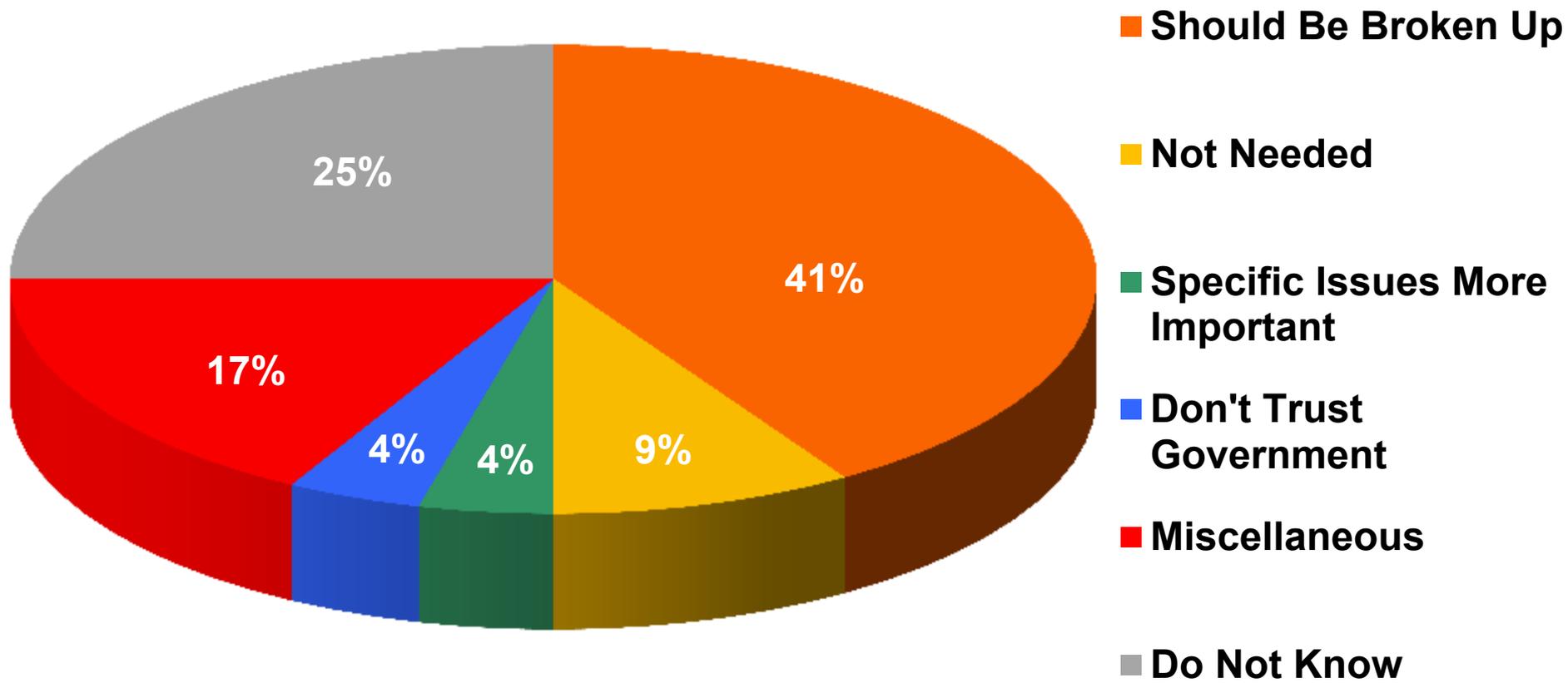
In households with incomes in excess of \$75,000, we see increasing support for a comprehensive package.



Why Vote On All Projects Together?



Why Vote On Projects Separately?

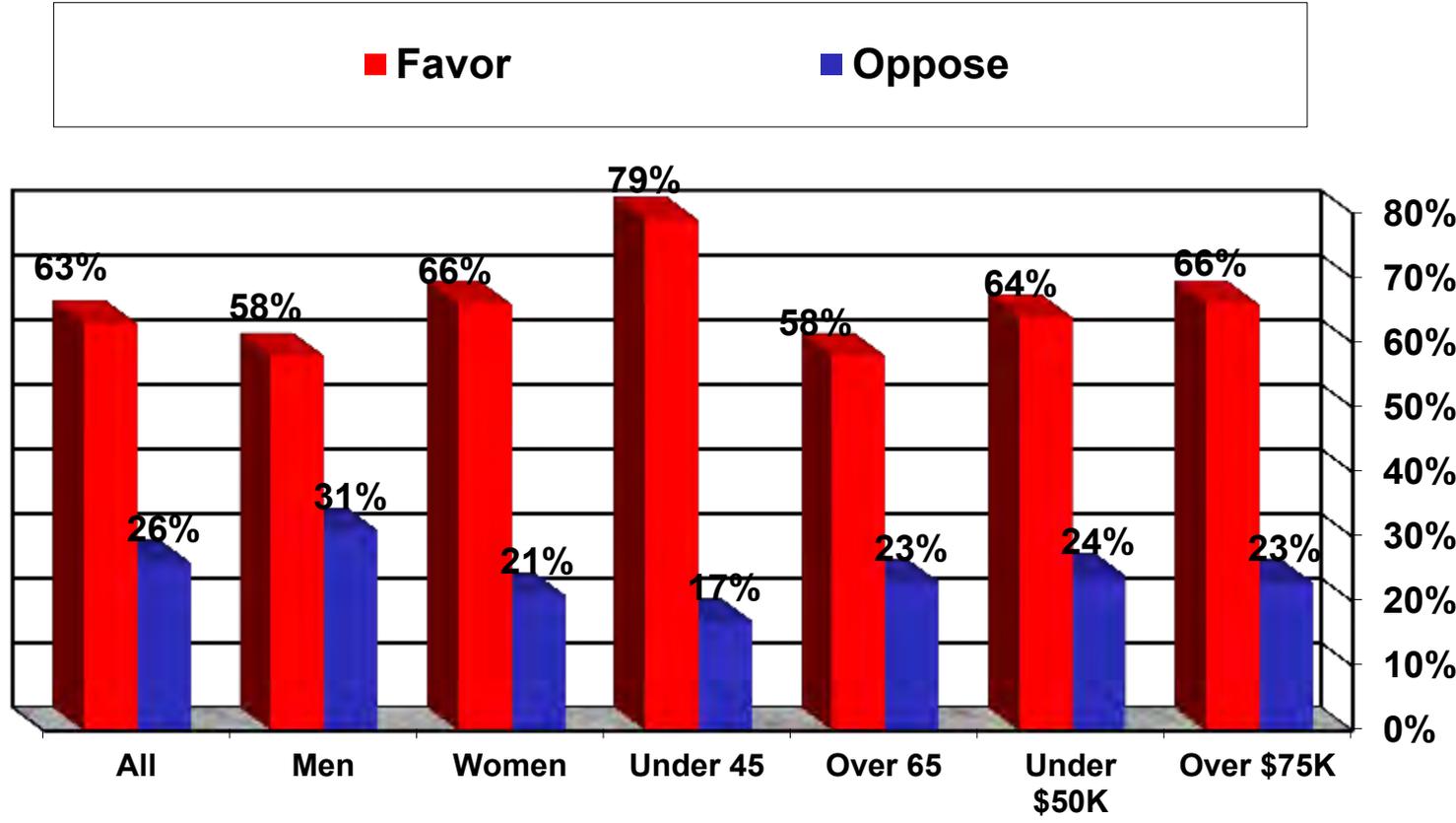




Raise Sales Tax To Fund Project Maintenance?

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

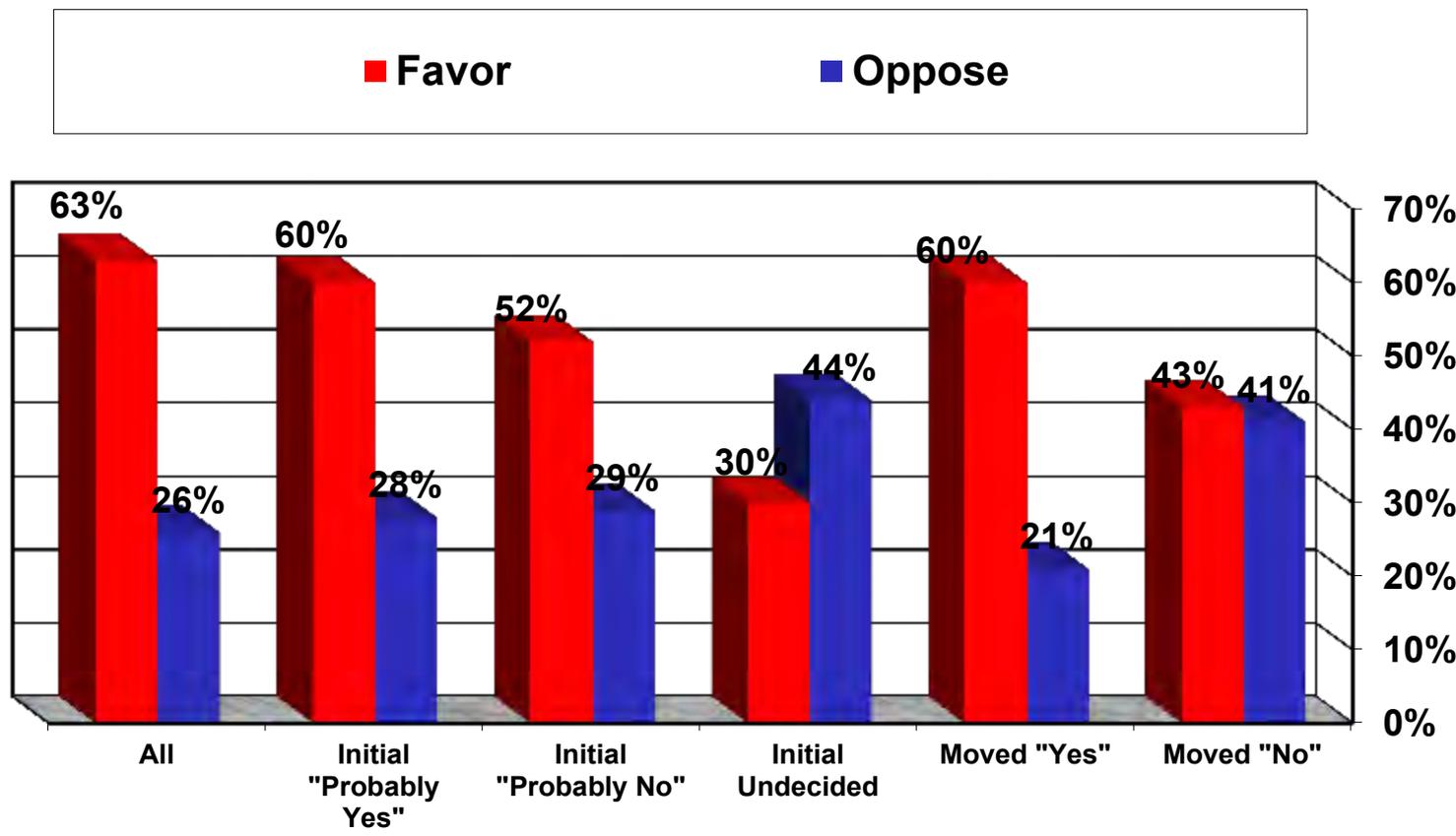
Across the board, we see support for lengthening the time of the tax to make certain maintenance of the projects will be covered. We do see an age difference, but even among those over 64, there is very strong support.



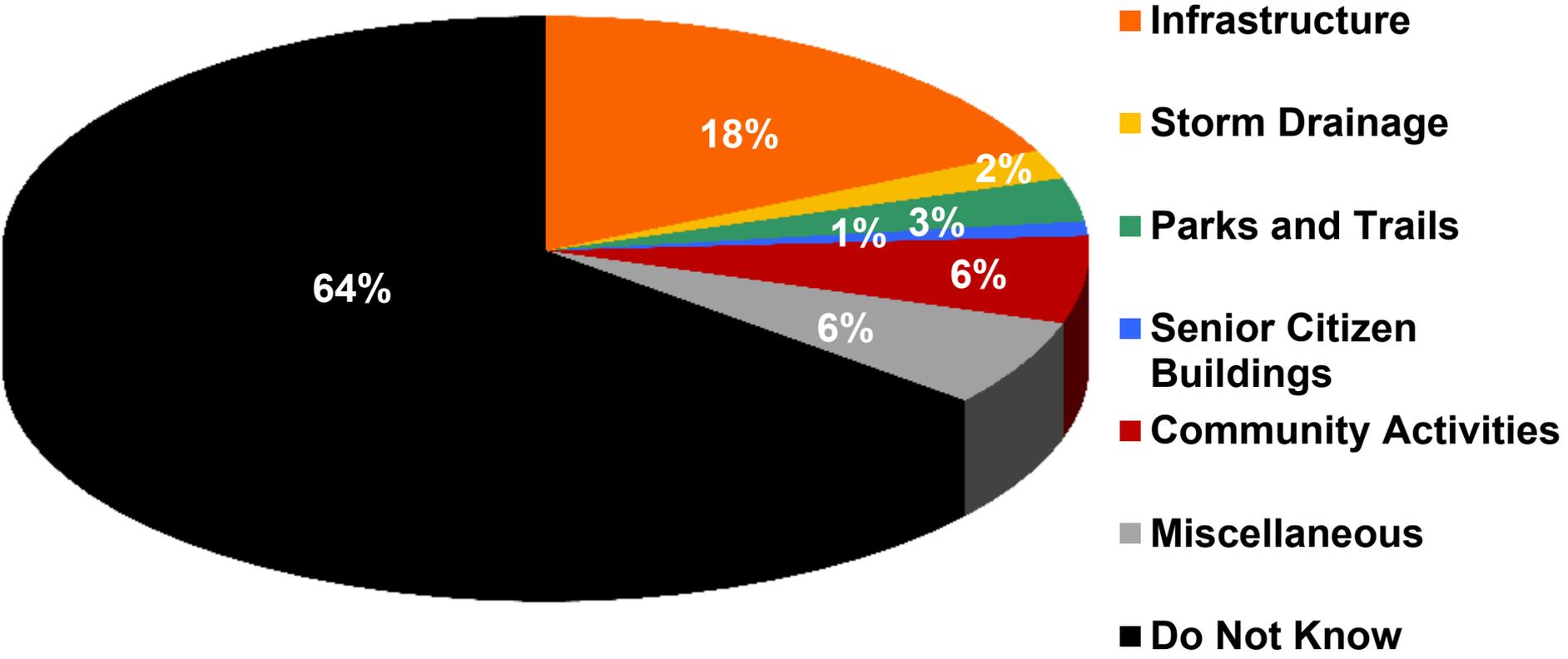


Raise Sales Tax To Fund Project Maintenance?

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.

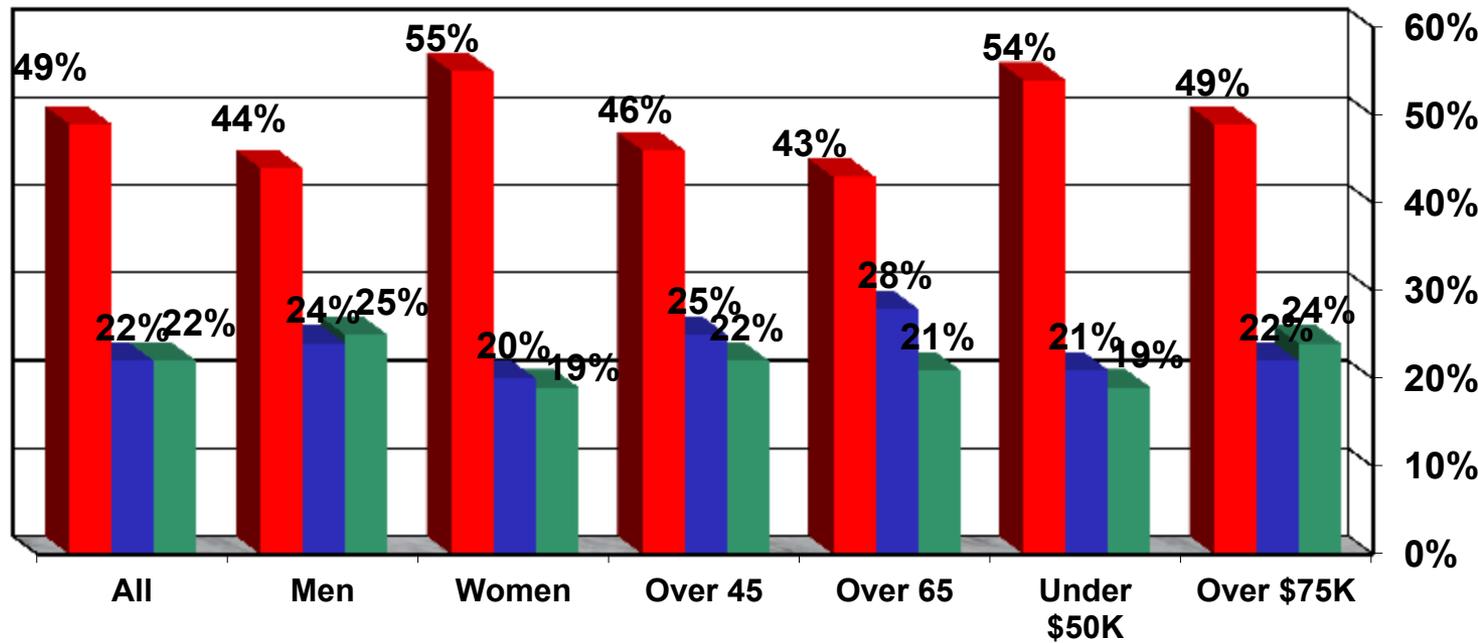


How Will Additional Projects Needing Tax Dollars Affect Vote?

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.

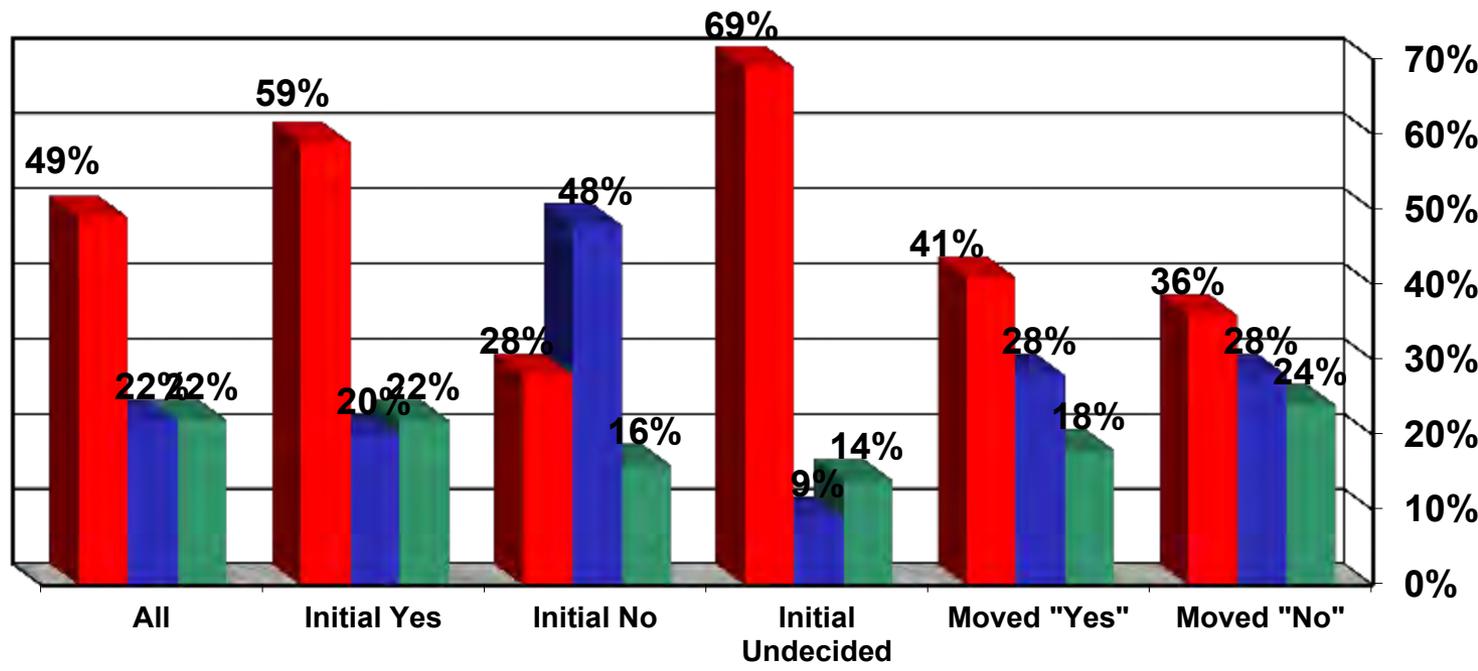




Will Additional Taxes in 5 Years Affect Vote?

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

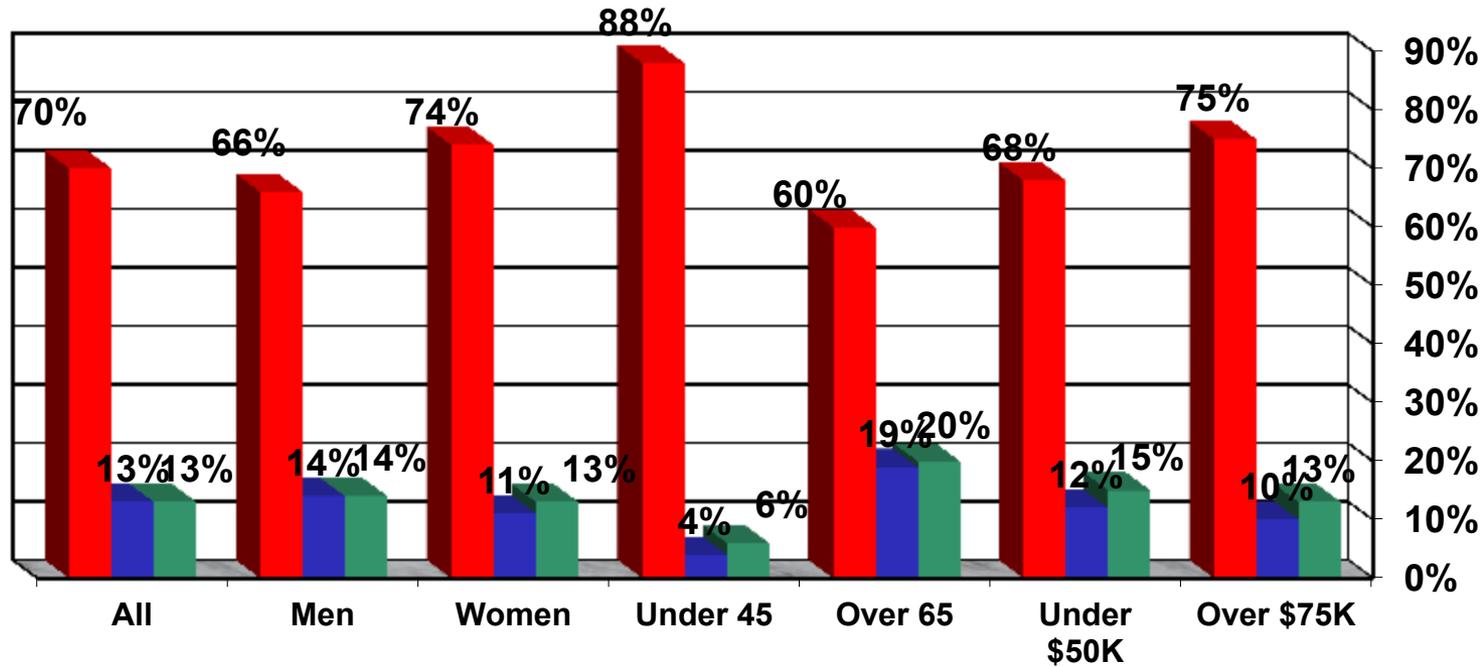




Healthy Norman Affect Vote?

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

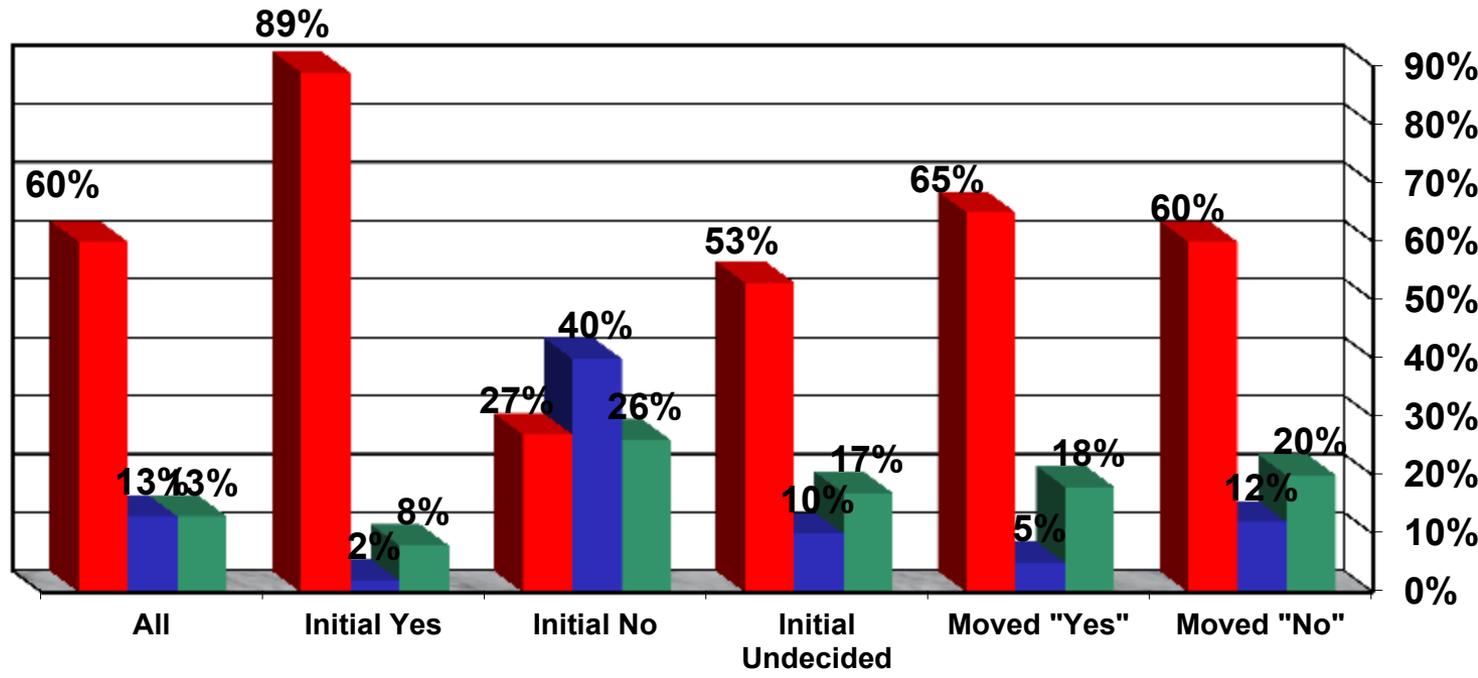


This coincides with other state data I am collecting. There is a strong movement in Oklahoma toward embracing healthier lifestyles. While led by those under 45, it is also reaching older voters as well.

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

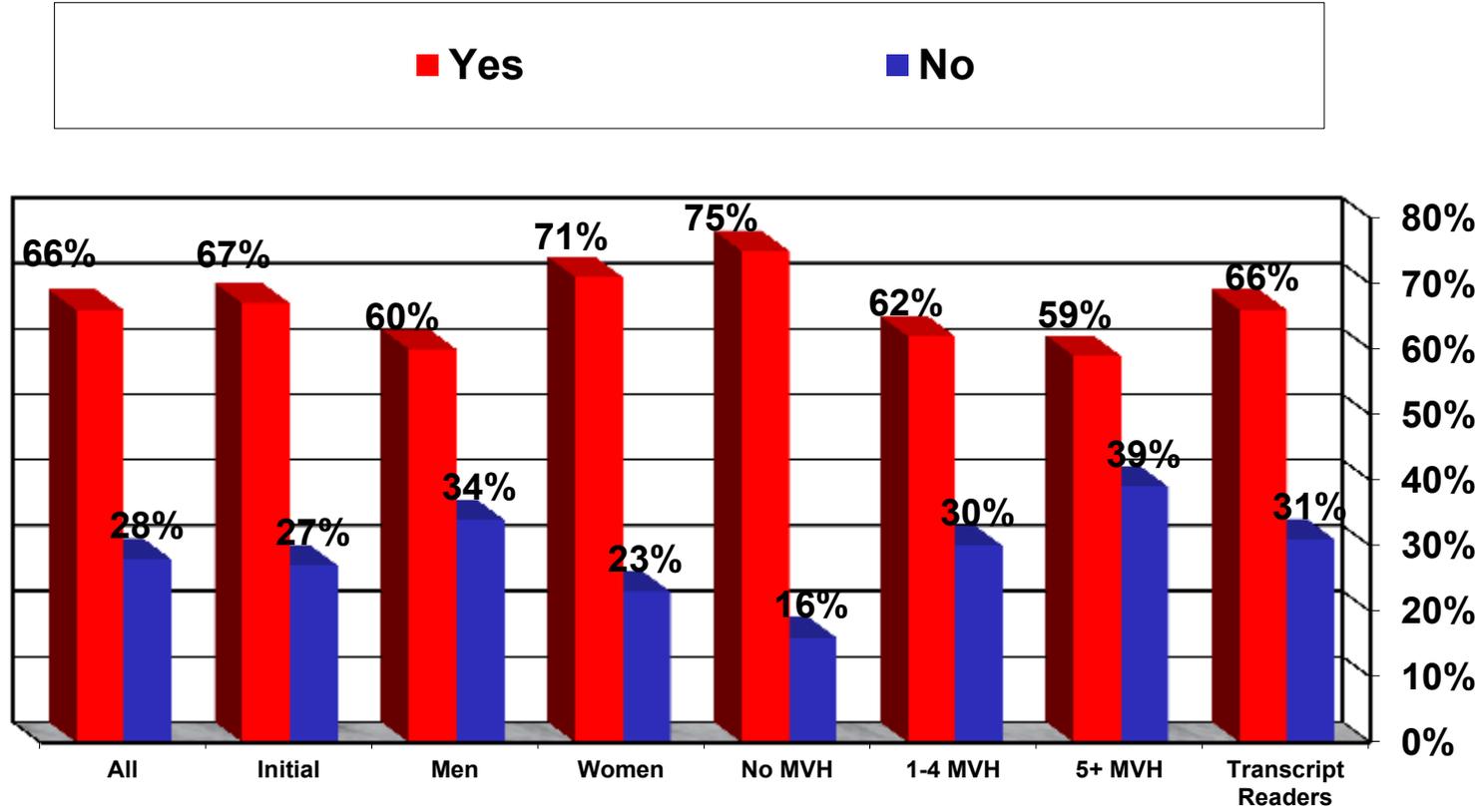




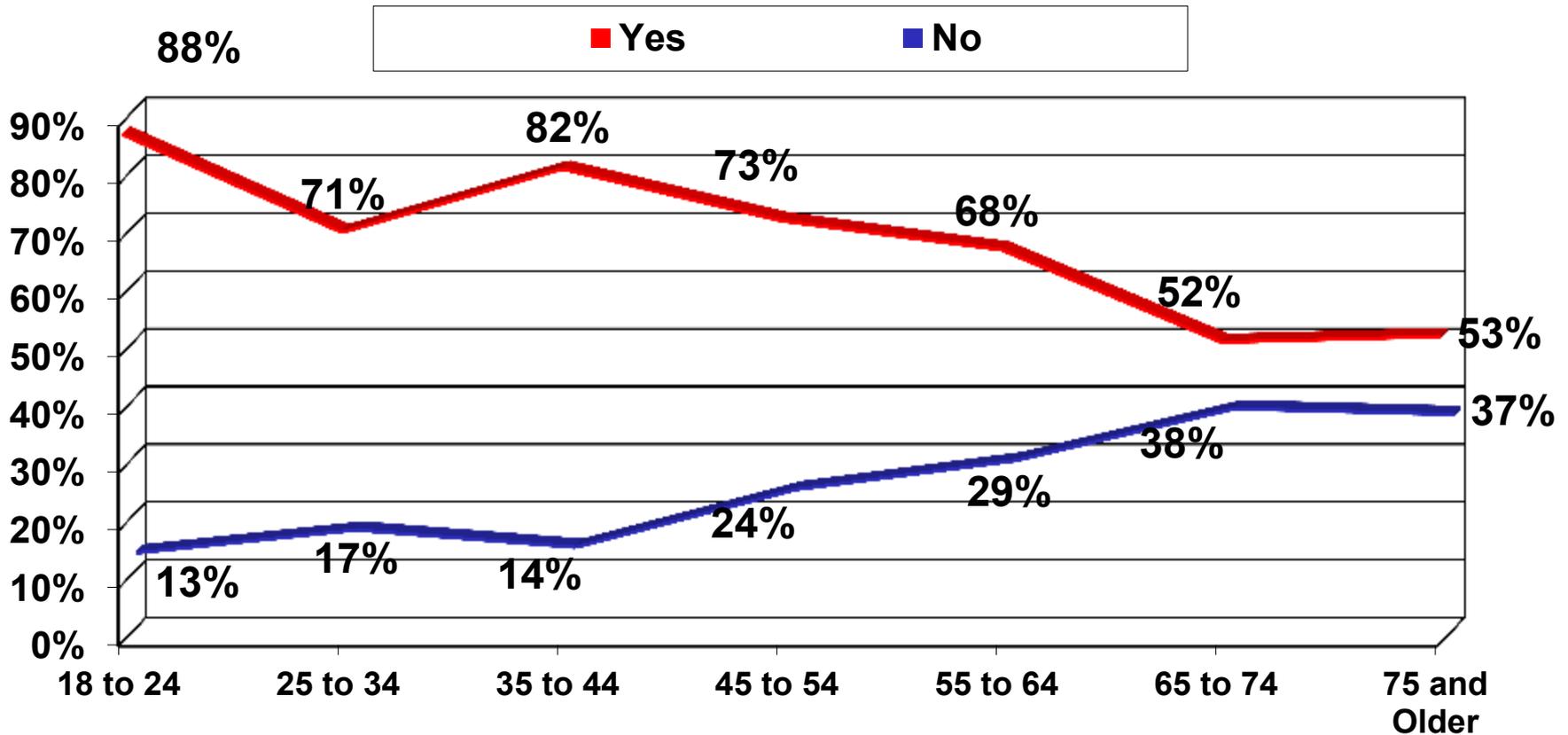
How Voting on Sales Tax Proposal - Informed?

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

