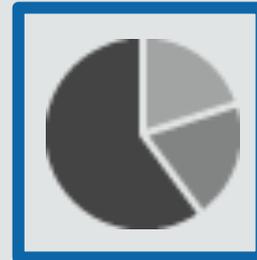




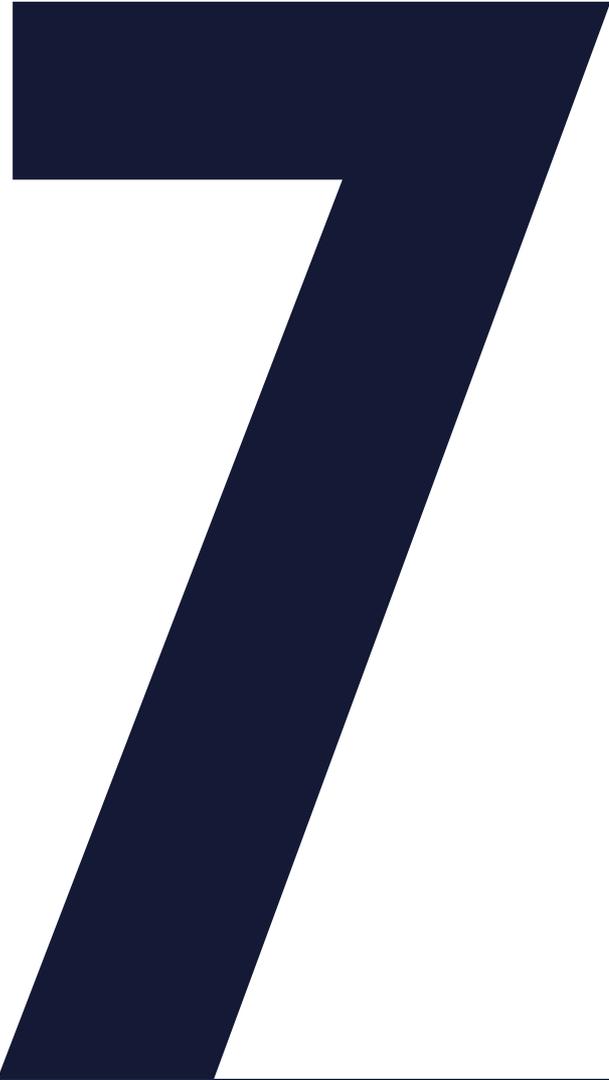
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LEHI PRE-ELECTION TAX SURVEY 2015

PUBLIC OPINION RESEARCH





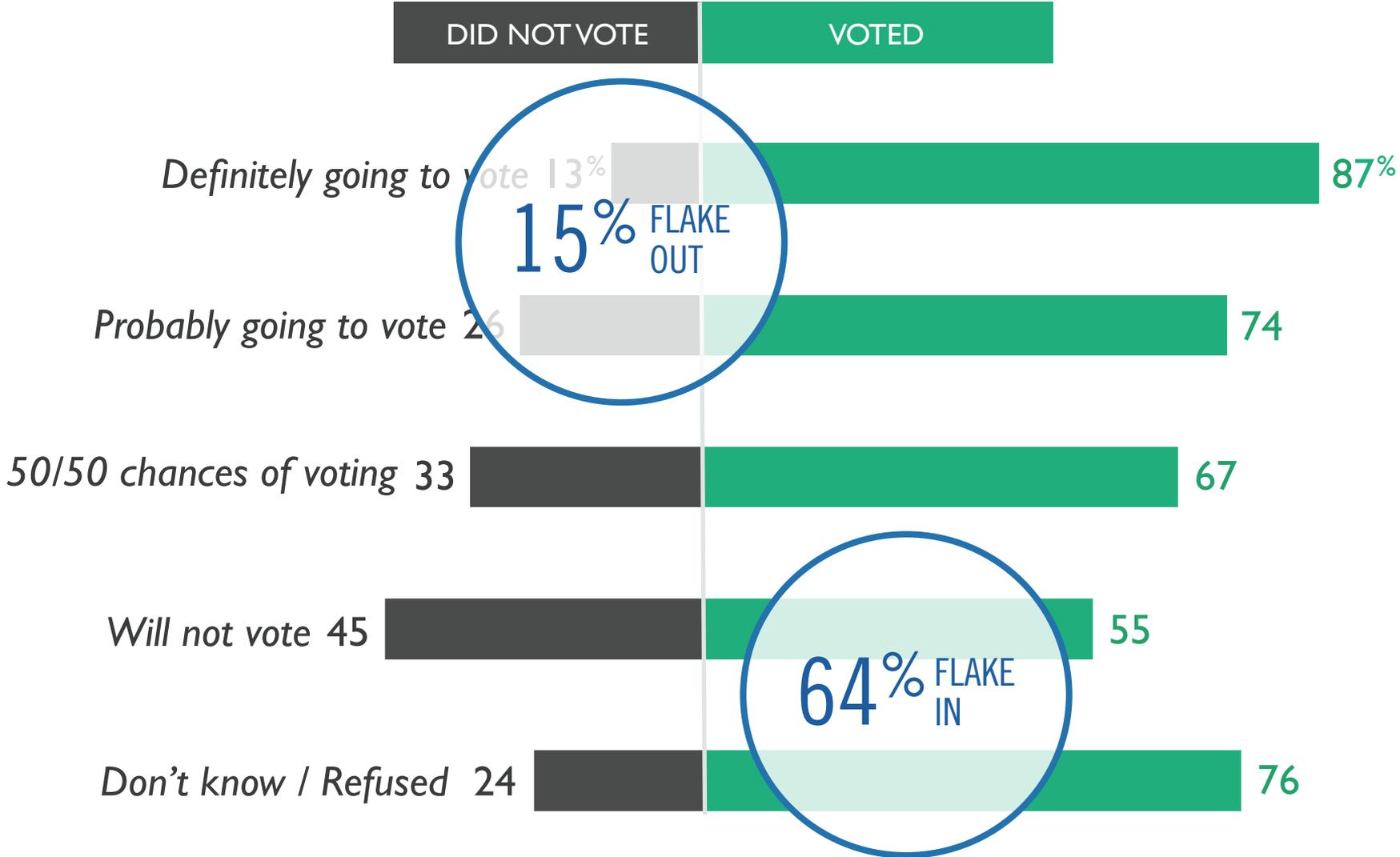
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- 2 Overall satisfaction with Lehi City is high - the vast majority of Lehi voters believe the city is moving in the right direction.
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- 7 **The most popular transportation projects** that could be funded by the local option sales tax **focus on roads.**

THINGS TO REMEMBER

SURVEY METHODOLOGY

MINIMIZING ERROR

Self Reported Turnout Problem — PEOPLE PREDICT BADLY



CONTEXT: 2008 Presidential General Election nationally representative polling in July / August, n = 11,025 (Rogers 2014)

CONSIDERATIONS

- This self-reported likelihood turnout issue *only matters if those who report incorrectly are significantly different in how they vote than those who reported correctly*, biasing the results of the survey.



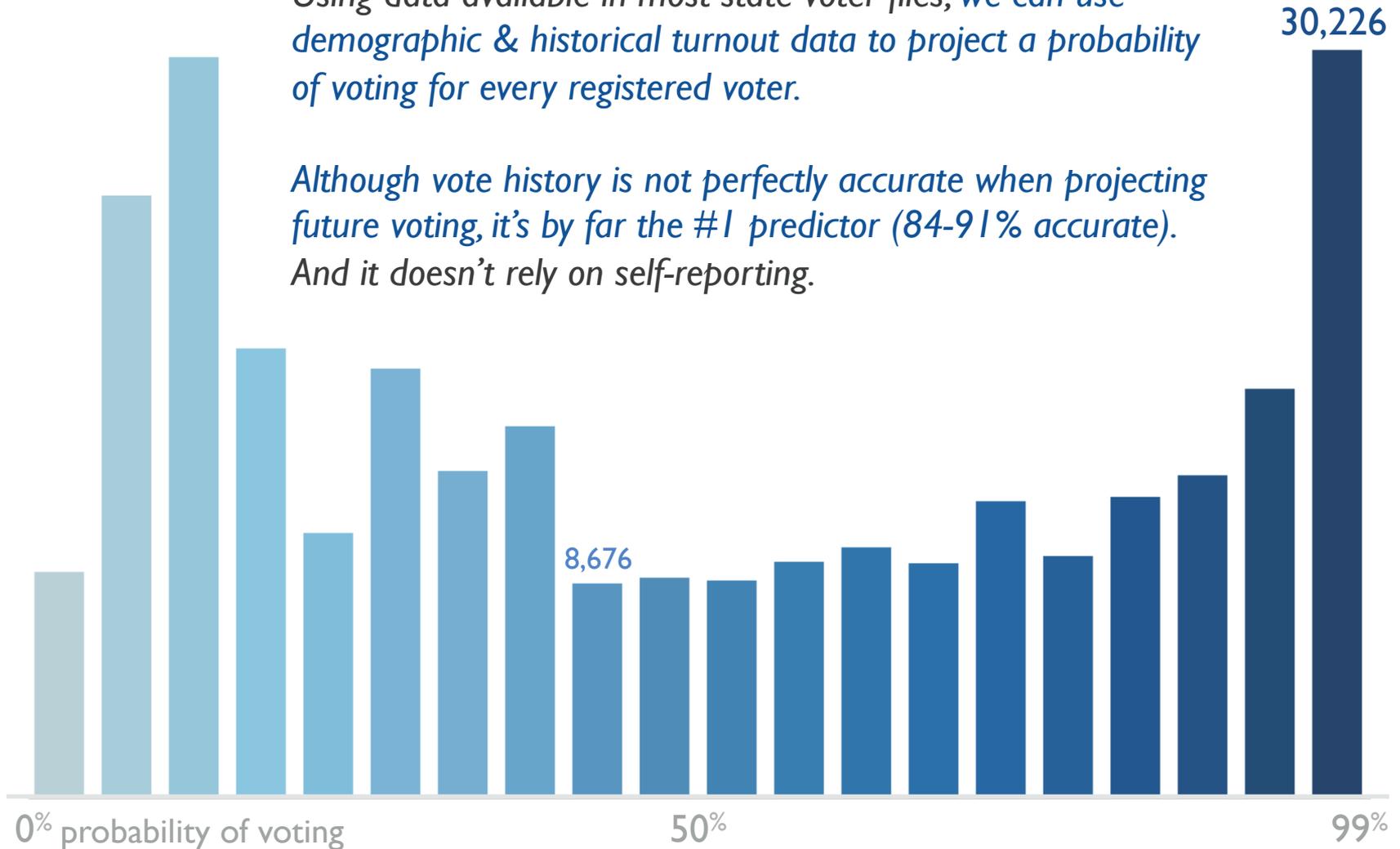
When we screen these respondents out, we don't know who they would vote for, what issues they care about, etc.

- Self-reported potential turnout is *especially inaccurate in low turnout elections, like primaries and municipal elections, contributing to their difficulty.*

AN ALTERNATIVE – TURNOUT PROBABILITIES

Using data available in most state voter files, we can use demographic & historical turnout data to project a probability of voting for every registered voter.

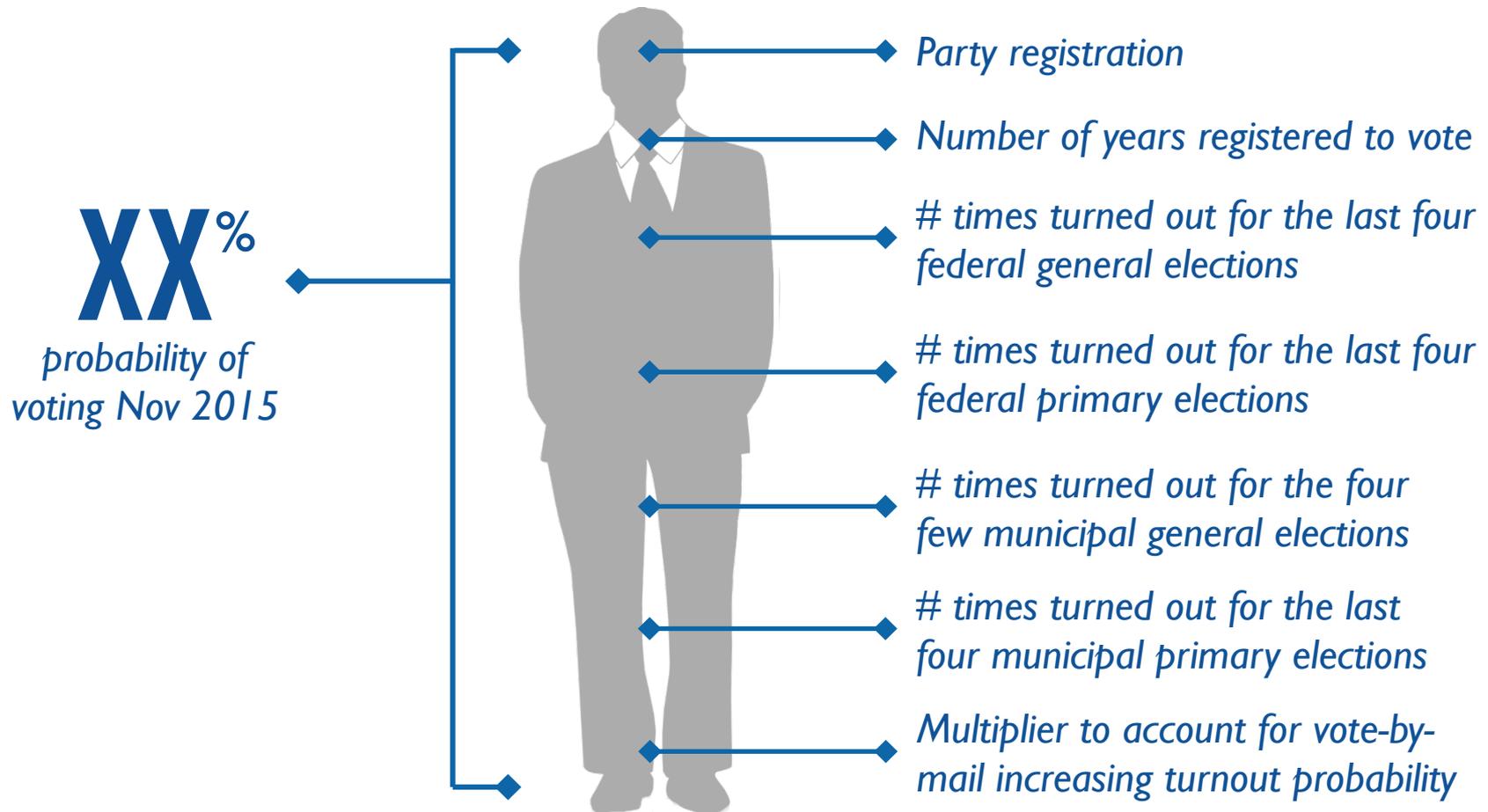
Although vote history is not perfectly accurate when projecting future voting, it's by far the #1 predictor (84-91% accurate). And it doesn't rely on self-reporting.



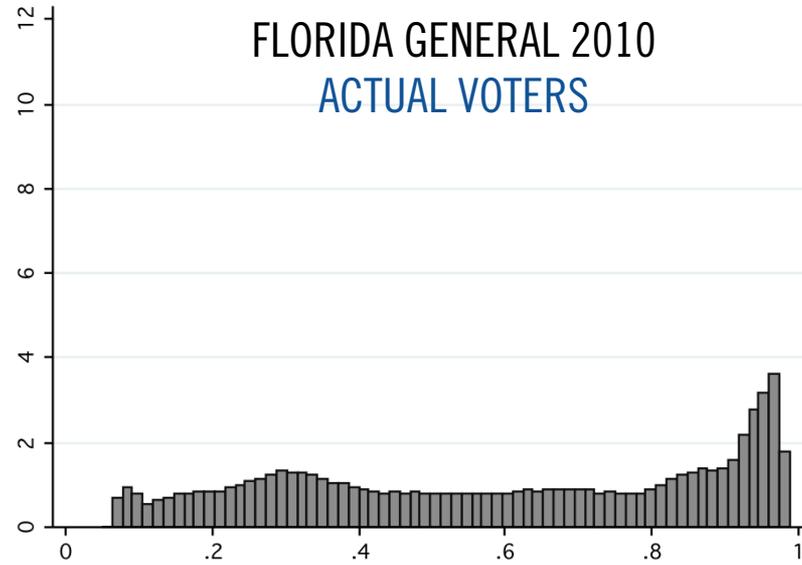
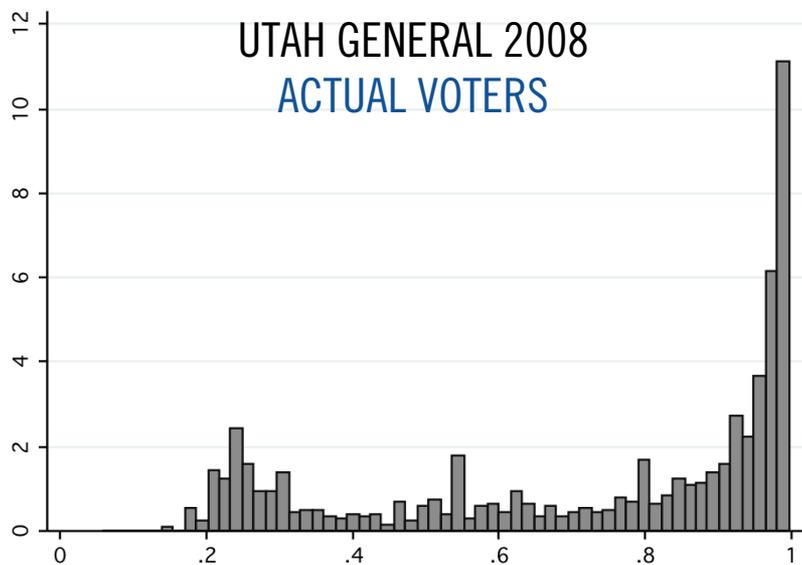
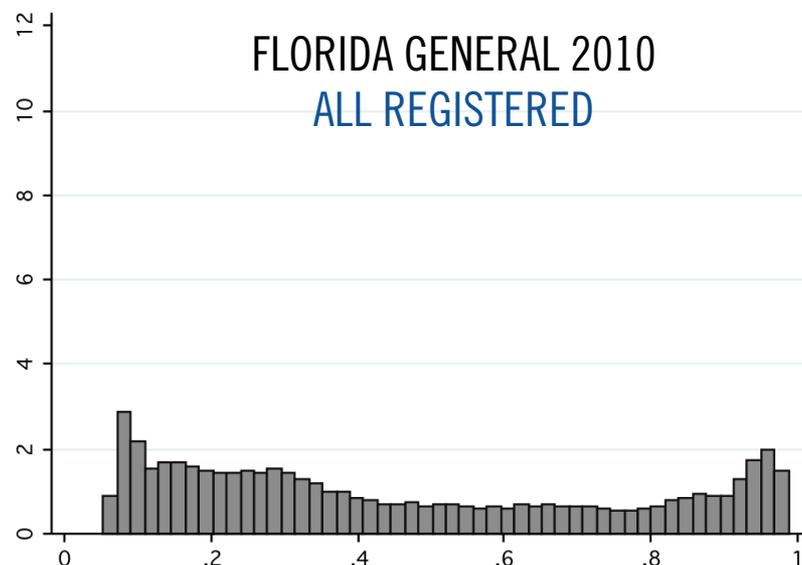
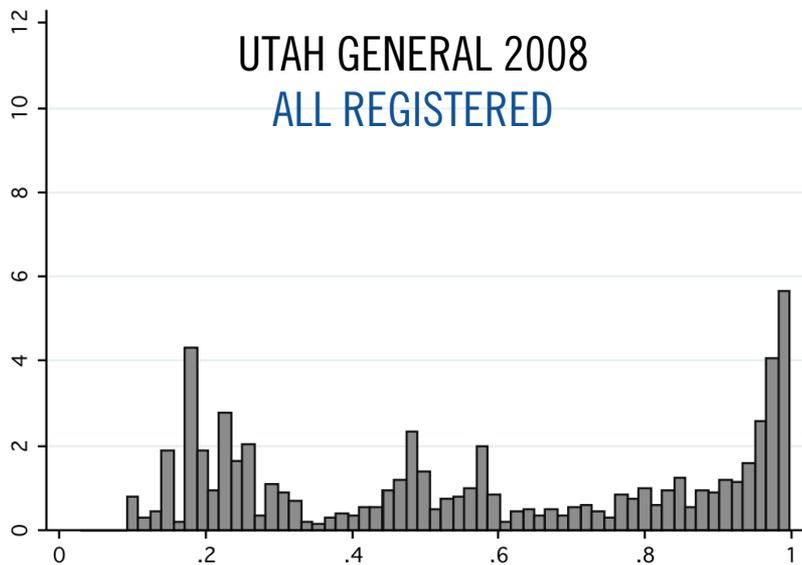
2014 General UT-4 (Love) district-wide turnout probabilities calculated from data available on voter file

CALCULATING TURNOUT PROBABILITIES

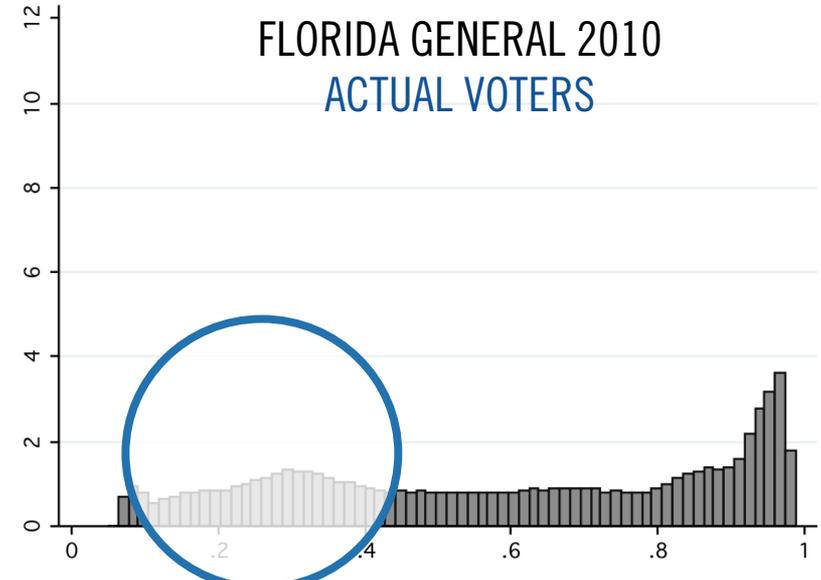
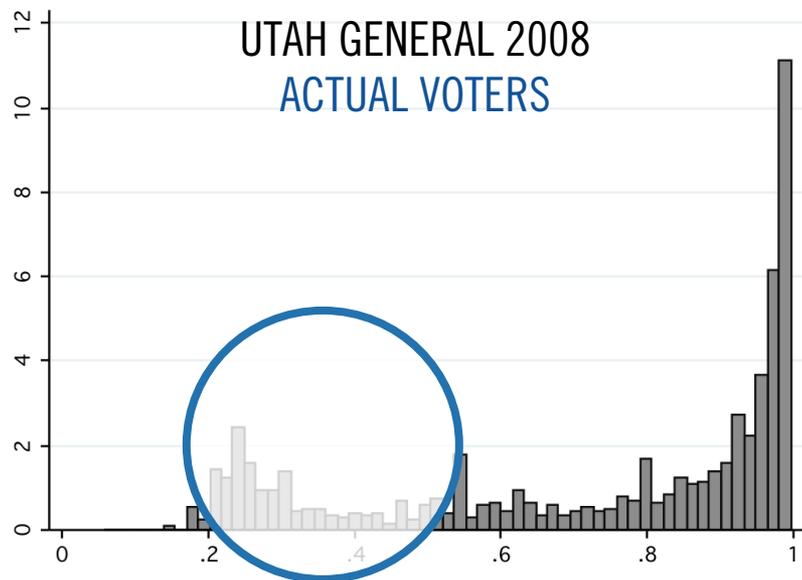
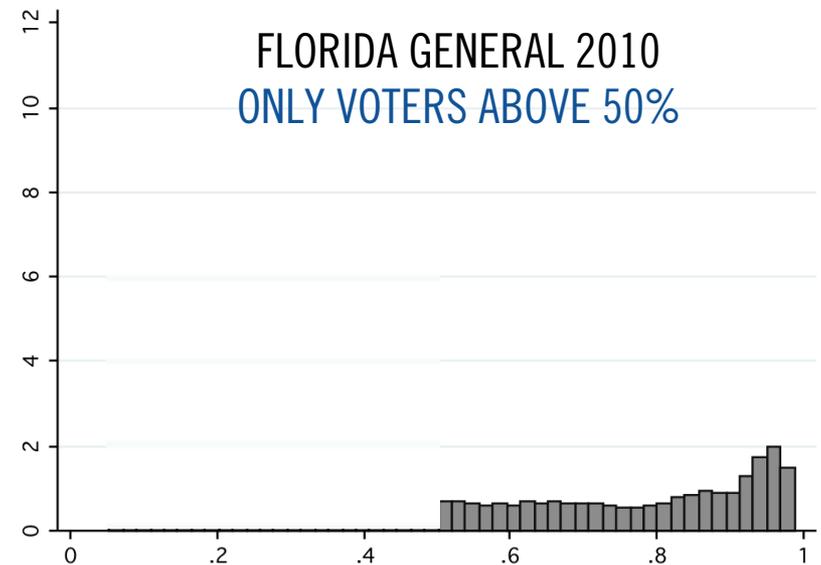
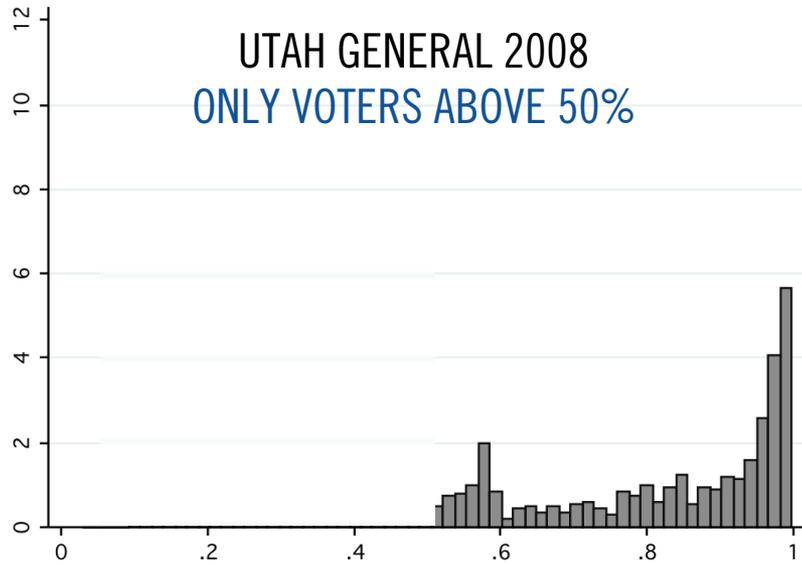
We choose the most recent election that matches the upcoming one – for example, we are projecting November 2015, so we used November 2011 for the model. However, since there has not been a municipal general election that used city-wide vote-by-mail, we had to make some assumptions to predict turnout for November 2015. Then we included a series of demographic, geographic, stability, and historical measures in the model.



ALL REGISTERED VS ACTUAL VOTERS

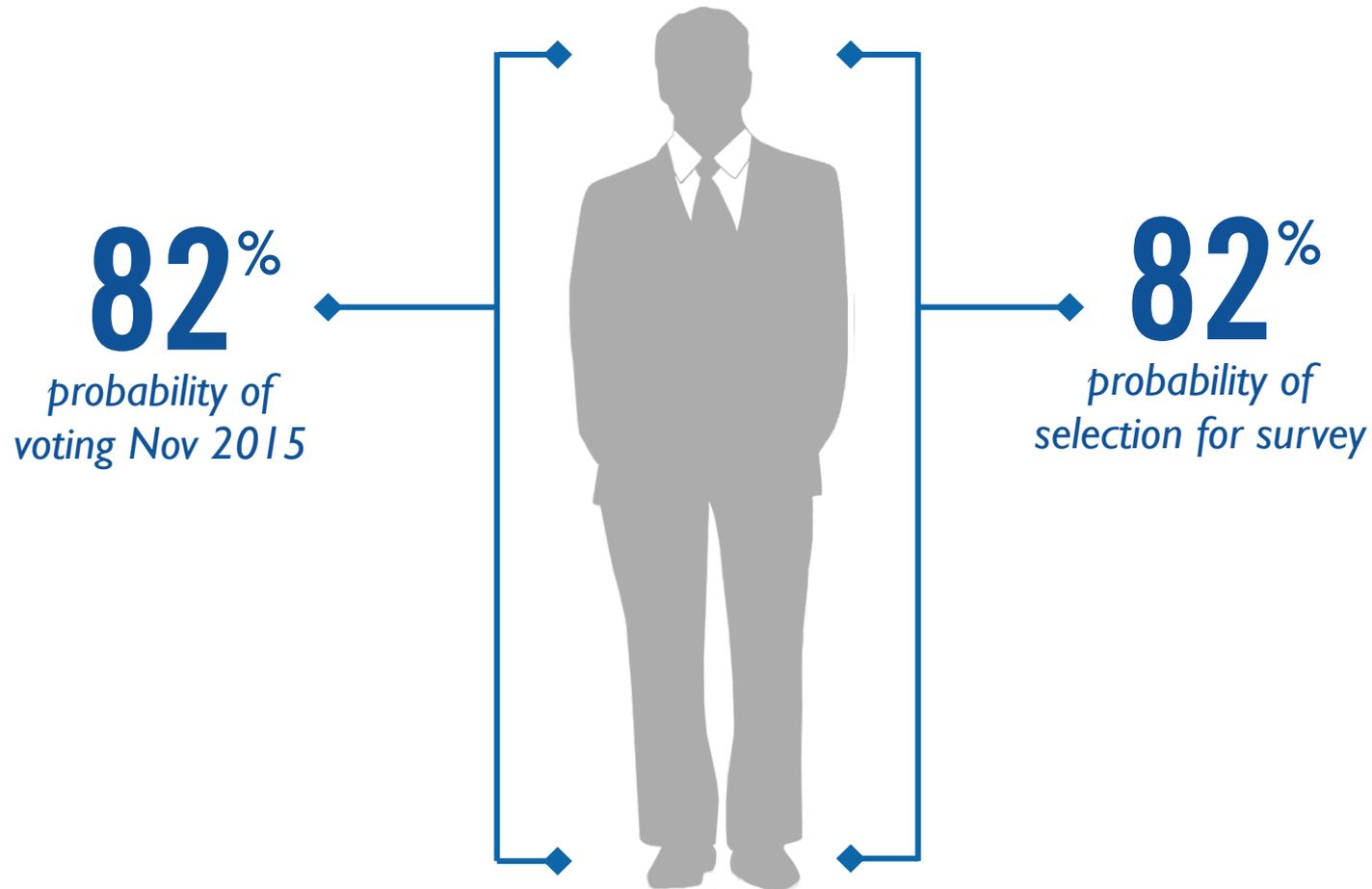


HIGH LIKELIHOOD VS ACTUAL VOTERS

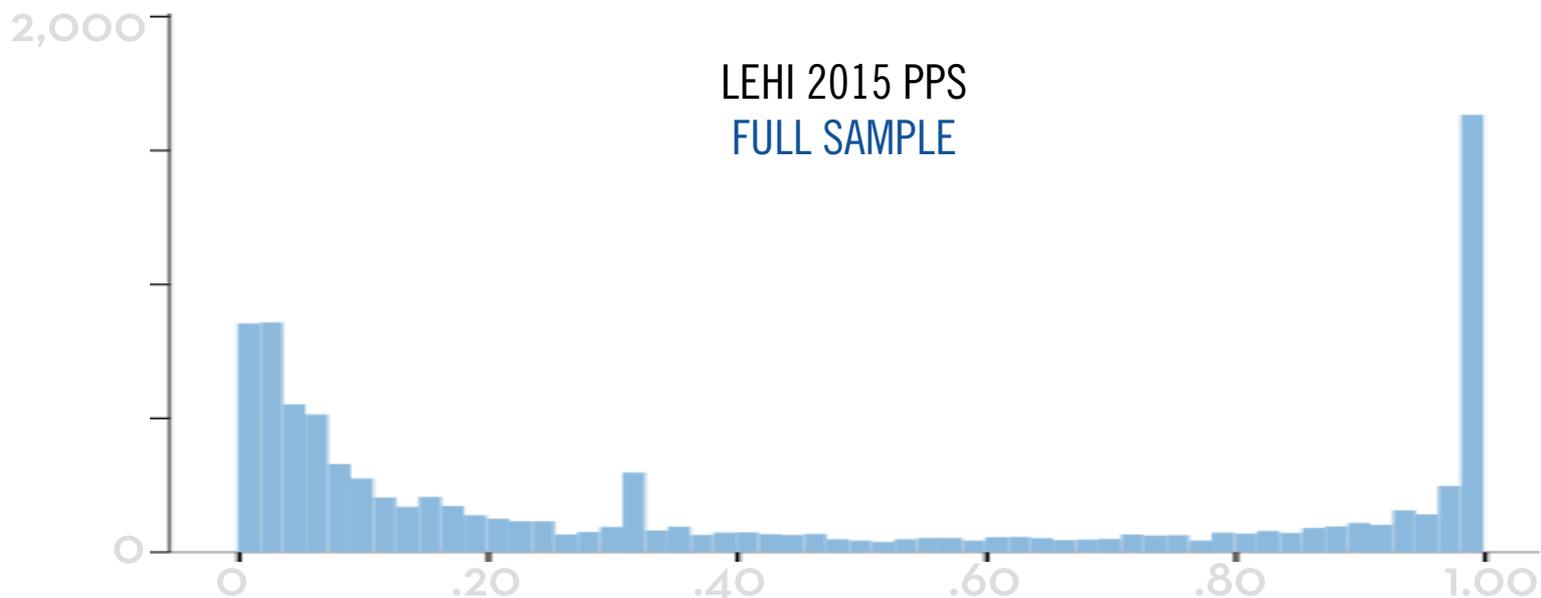


PROBABILITY PROPORTIONATE TO SIZE (PPS)

The key to getting a sample that looks like the electorate is taking advantage of the probabilities you have calculated for each voter. The probability of voting should be the probability of being included in the survey. We can accomplish this using a probability proportionate to size design, which bakes the probabilities into the random selection.



RESULTING SAMPLE DISTRIBUTION



SURVEY METHODOLOGY

24k

Sampling frame consisted of a universe of every registered voter in Lehi City. A PPS sample of the voter records was appended with cell phone numbers from a commercial database vendor.

55%

A total of 10,245 calls were made in order to obtain 500 completed interviews, including 25% cell phone respondents. This results in an incidence rate of 55%.

+4
-

500 completed interviews results in a margin of error for the survey of plus or minus 4.34 percentage points. Quotas were set to ensure that the sample would approximate city voter demographics by age and sex.

CITY DIRECTION & PERCEPTIONS

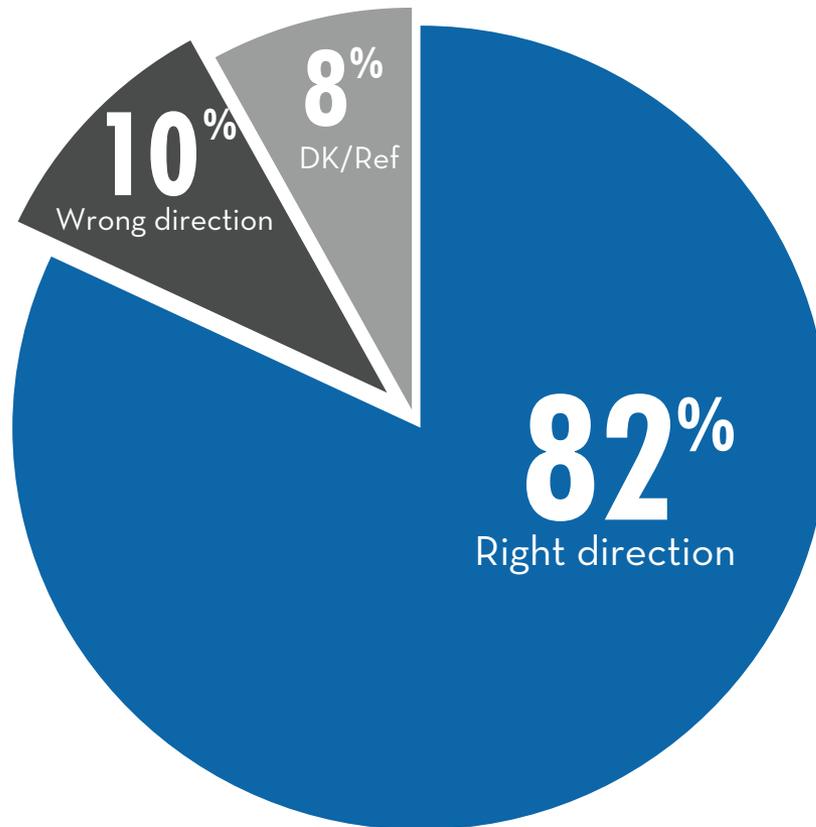
MAJORITY SATISFIED WITH LEHI CITY

OVERALL CITY DIRECTION

Vast majority of residents believe Lehi is going in the right direction.



Overall, would you say the *city of Lehi is headed in the right direction or the wrong direction?*

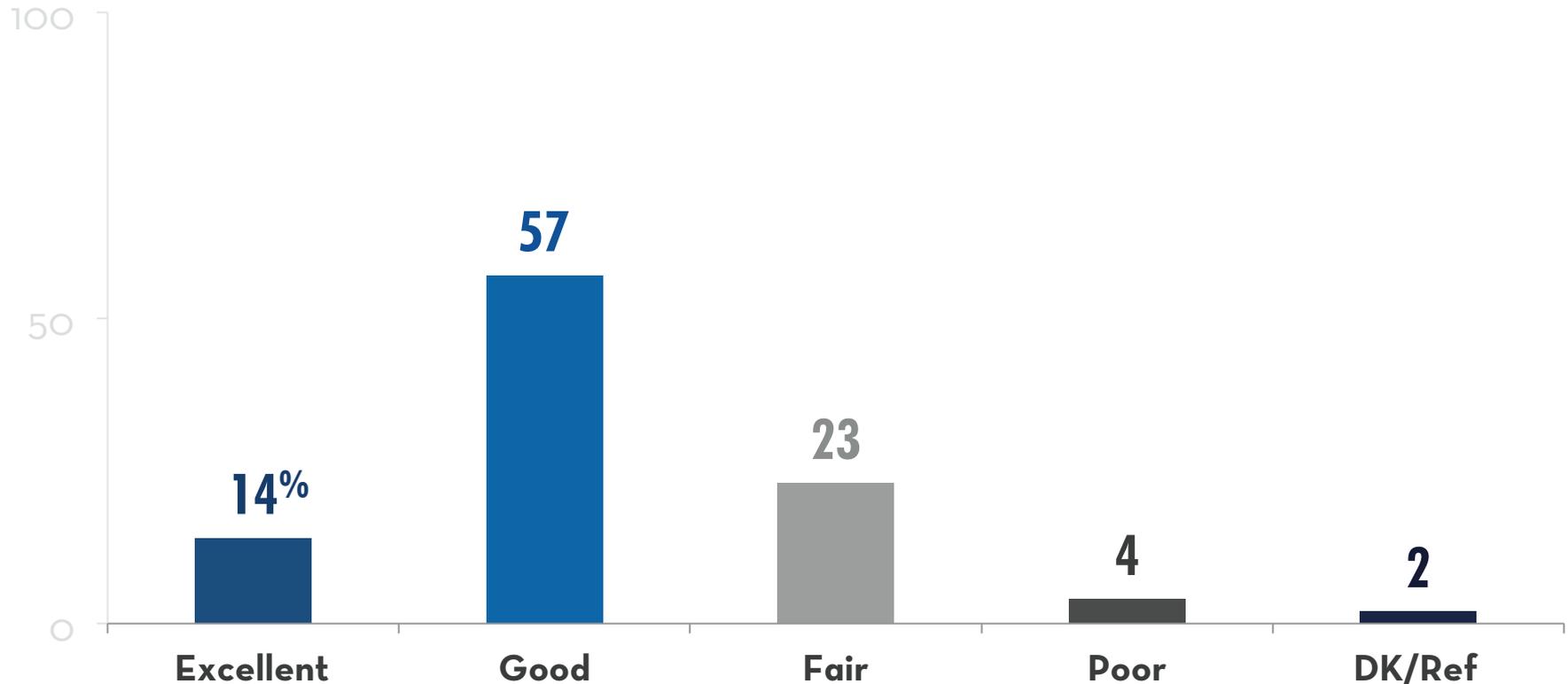


VALUE FOR TAX DOLLAR

71% of respondents are satisfied with the service they receive for their tax dollar in Lehi.



In general, how do you rate the service you receive from Lehi for your tax dollar?



BALLOT ITEMS

AWARENESS & REACTIONS

Lehi City officials have approved a Recreation, Arts, and Parks (or RAP) question for the ballot this November. I'm going to read you the legal language as it will appear on the ballot. Please listen carefully, and then tell me - if the election were TODAY, would you vote (ROTATE) for or against the RAP question.

Here is the legal language...

““ Shall Lehi City, Utah, be authorized to impose a 0.1% sales and use tax (1 cent on every \$10 spent) for the purpose of funding cultural, recreational, and zoological facilities, and botanical, cultural, and zoological organizations within Lehi City?

Funding may be used for the following purposes:

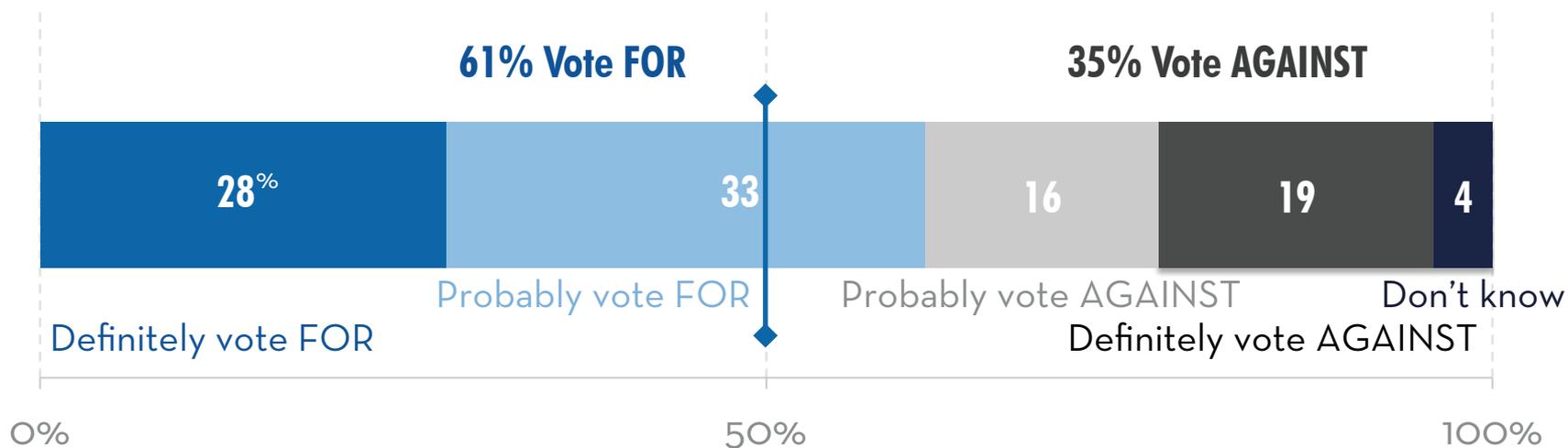
- 1. Publicly owned or operated parks, campgrounds, golf courses, playgrounds, athletic fields, gymnasiums, swimming pools, and trails, or other facilities used for recreational purposes; and*
- 2. Non-profit organizations and institutions, and municipal cultural councils having as a primary purpose the advancement and preservation of natural history, art, music, theater, dance, or cultural arts; and*
- 3. Non-profit organizations and institutions having as a primary purpose the advancement and preservation of plant science or zoology through display, research, exhibition, and community education. ””*

RAP BALLOT

A soft majority will likely vote for a RAP tax.



If the election were TODAY, would you vote for or against this ballot question?



Utah County officials have approved a local option sales tax question for the ballot this November. I'm going to read you the legal language as it might appear on the ballot. Please listen carefully, and then tell me - if the election were TODAY, would you vote (ROTATE) for or against the local option sales tax question.

Here is the legal language...

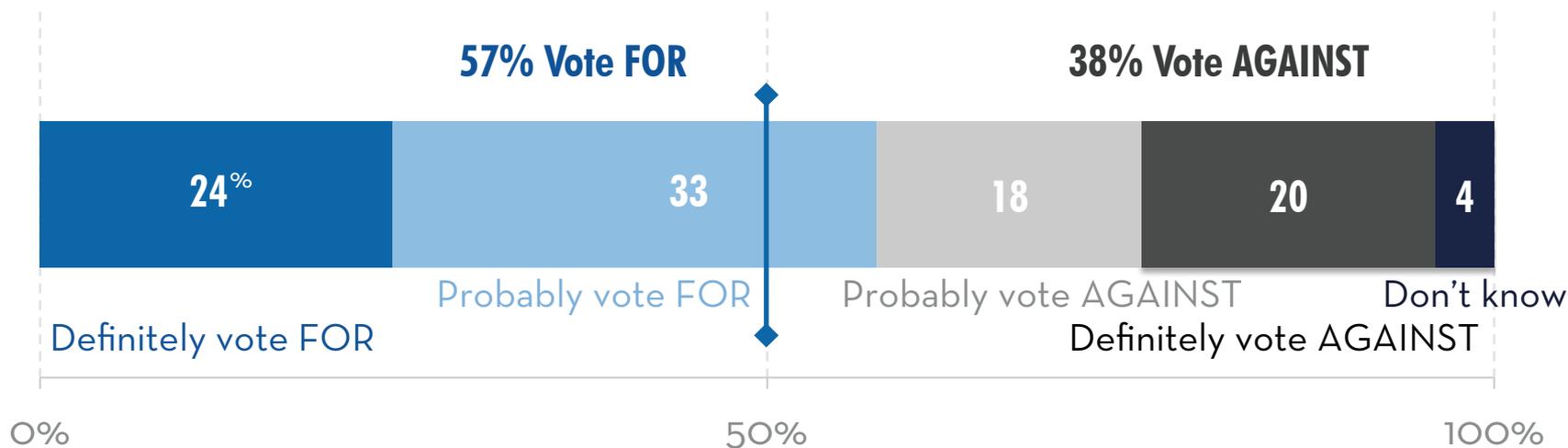
“ Shall Utah County, Utah, be authorized to impose a quarter-of-one-percent (0.25%, the equivalent of 1 cent for every \$4 spent) sales and use tax for the specific purpose of transportation improvements, such as roads, trails, sidewalks, maintenance, bus and rail service, and traffic and pedestrian safety features, with revenues divided among the county, cities and towns, and the public transportation provider within the county? ”

LOCAL OPTION BALLOT

A soft majority will also likely vote for a local option sales tax.



If the election were TODAY, would you vote for or against this local option sales tax increase?



FUNDING PRIORITIES

ALLOCATION & PROJECTS

RAP TAX – FUND ALLOCATION

Most residents want to see funding allocated evenly between arts and recreation.



*If the RAP tax passes in Lehi, **how do you think the city should allocate the funding** for arts and cultural activities versus recreation and parks?*



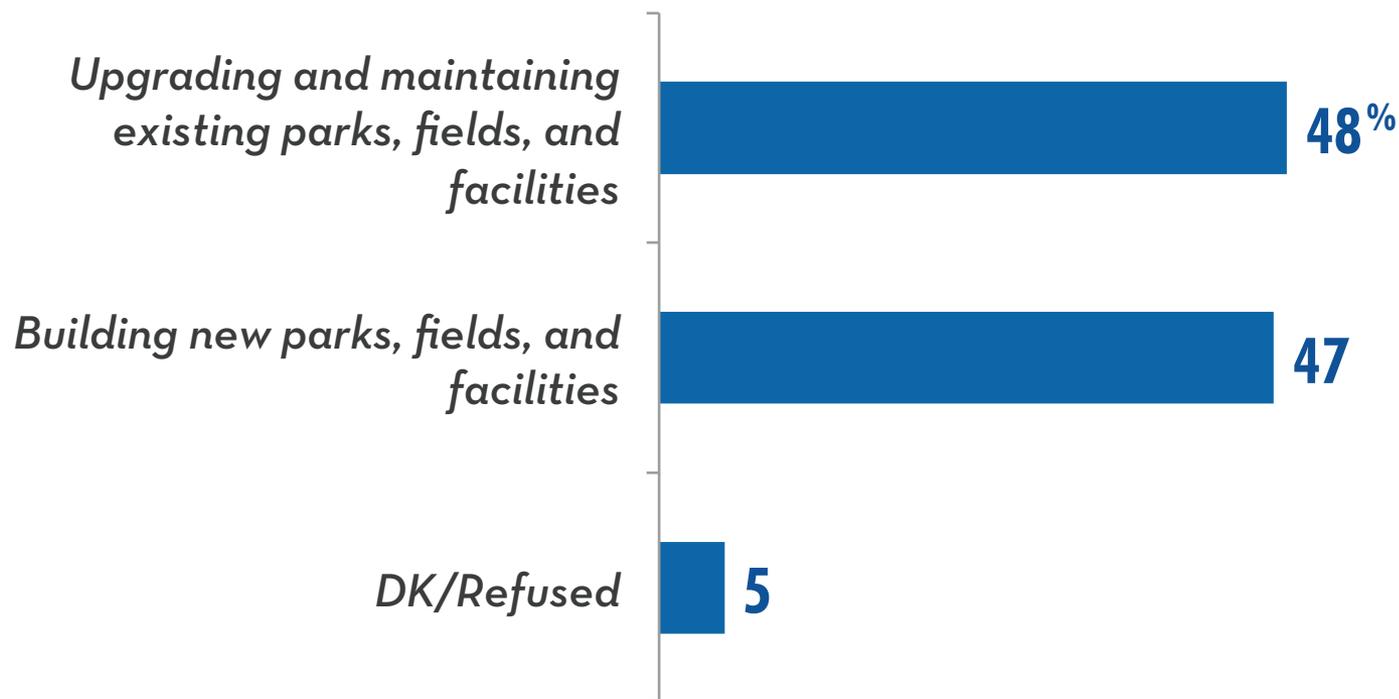
RAP TAX – RECREATION

Voters are split as to whether they prefer new parks or want maintenance of existing parks.



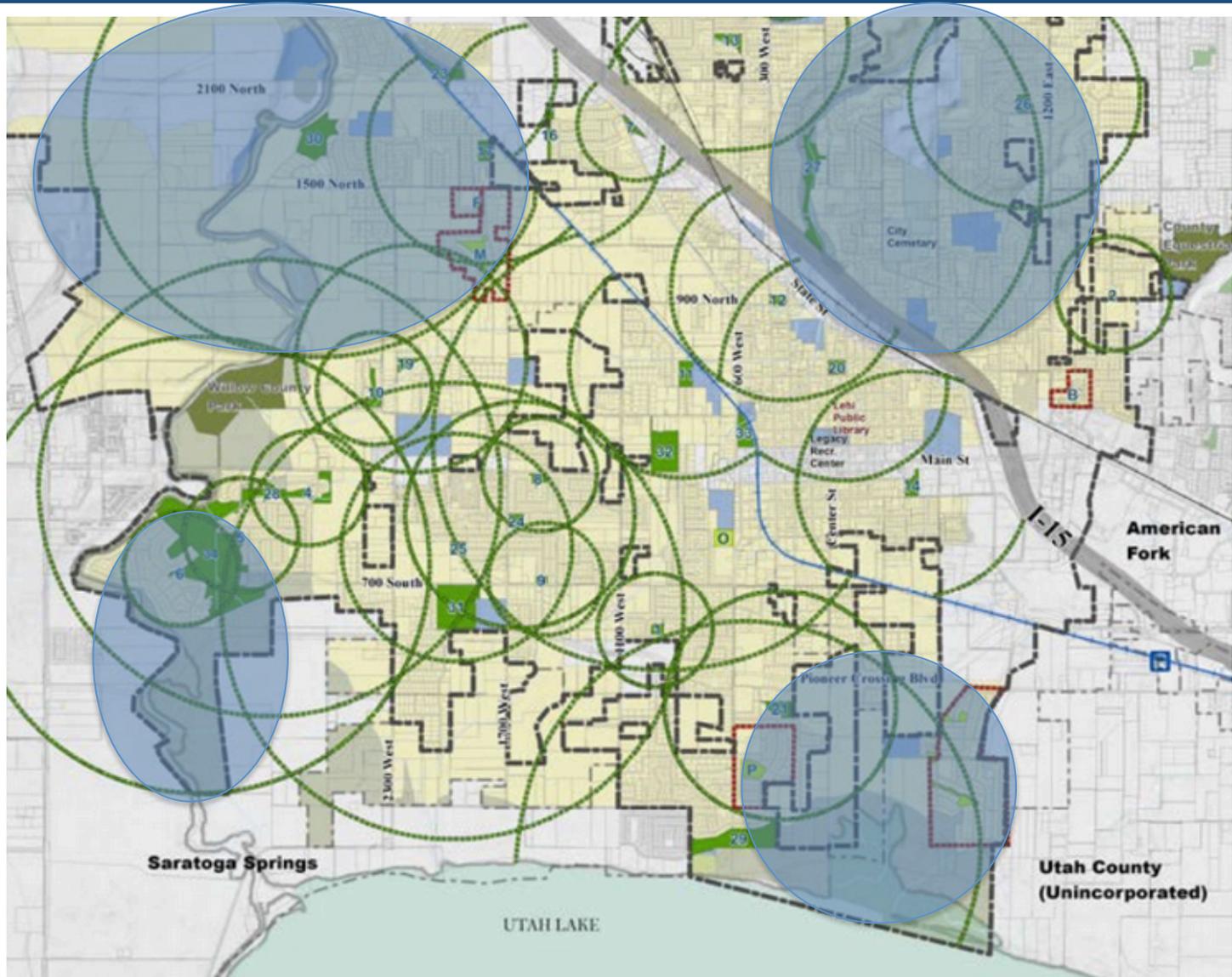
If the RAP tax passes in Lehi, the portion of the tax dedicated to recreation will increase the budget for spending on parks, fields, and recreational facilities in Lehi.

In your opinion, which of the following would be a better use of the recreational portion of the RAP money?



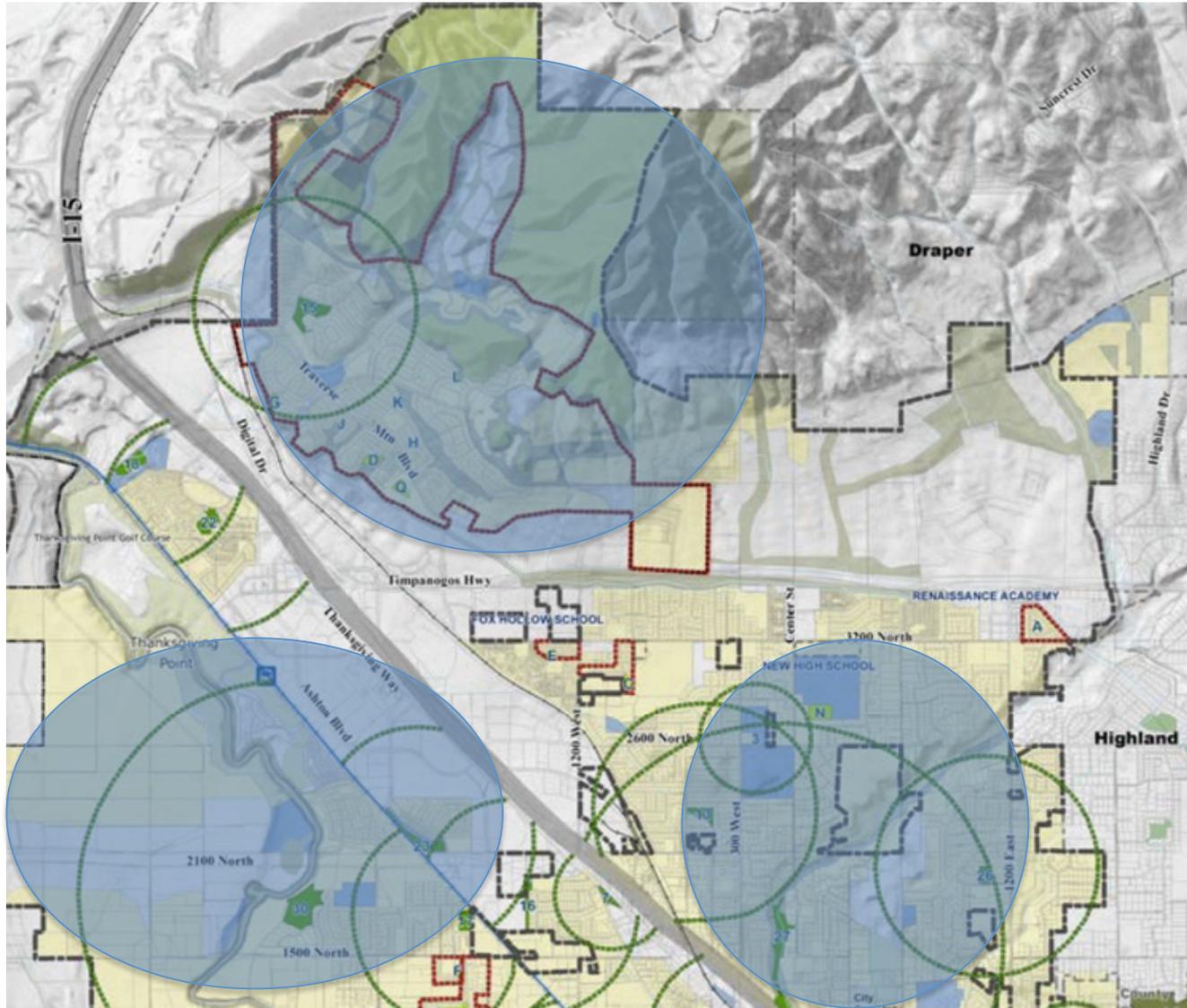
RAP TAX – RECREATION

Blue shaded areas mark precincts where a majority of respondents want new parks, fields, and facilities.



RAP TAX – RECREATION

Blue shaded areas mark precincts where a majority of respondents want new parks, fields, and facilities.



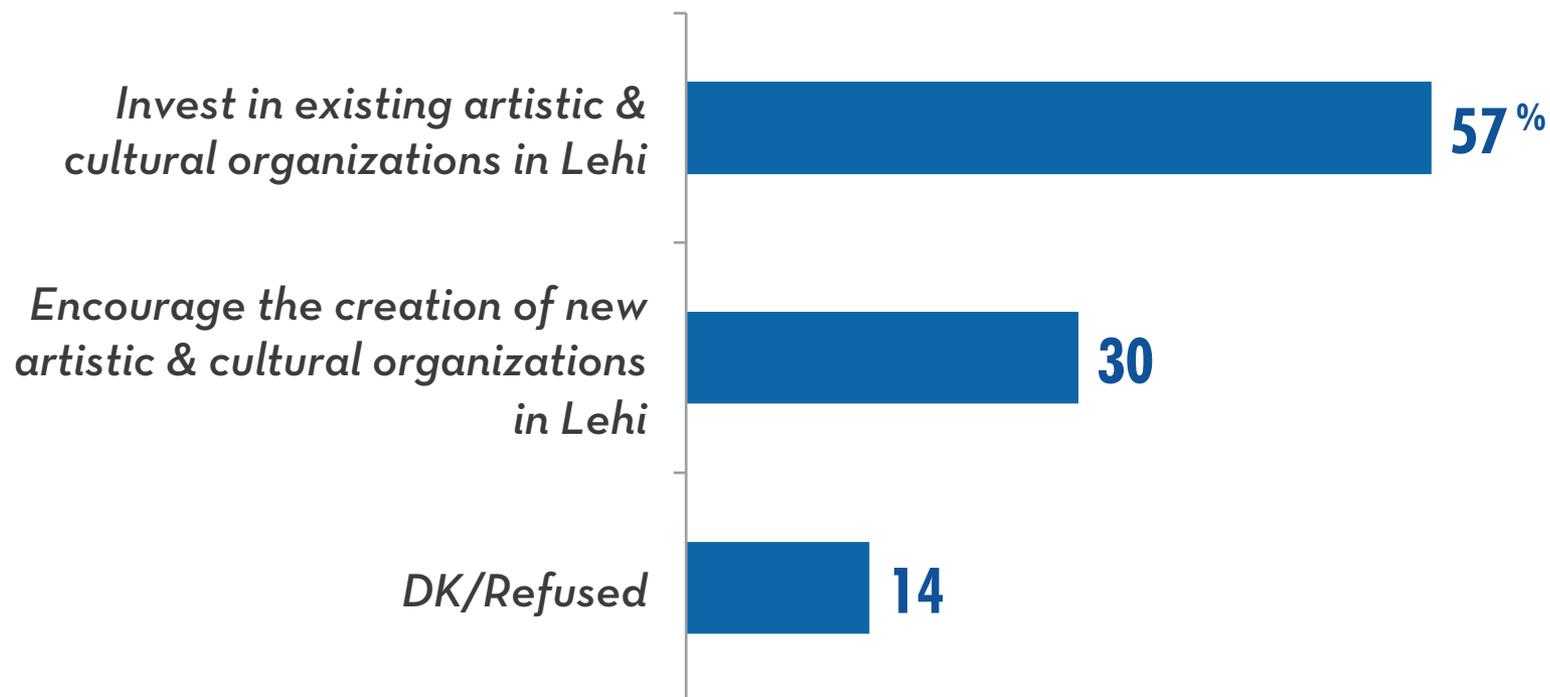
RAP TAX – ARTS

Voters prefer that RAP money support existing artistic and cultural organizations rather than creating new ones.



If the RAP tax passes in Lehi, the portion of the tax dedicated to arts will increase the budget for spending on organizations related to arts and culture in Lehi City.

In your opinion, which of the following would be a better use of the arts portion of the RAP money?

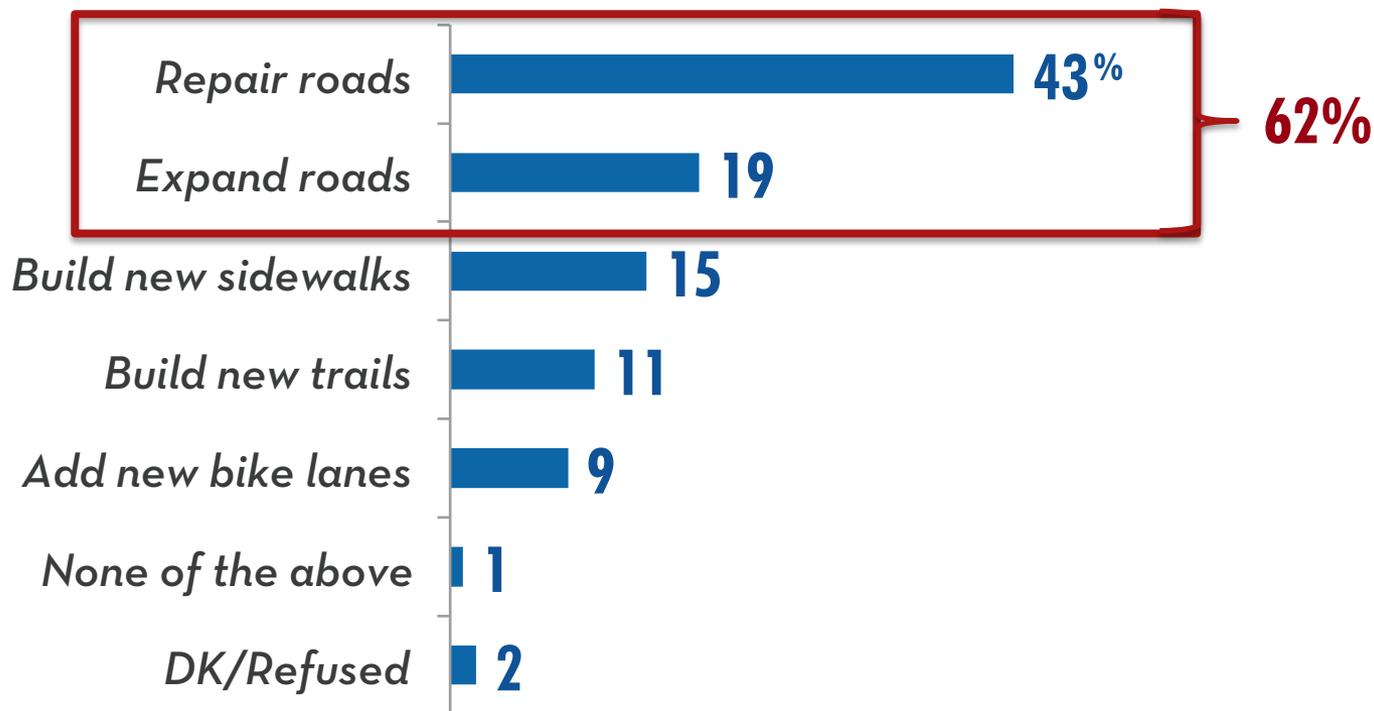


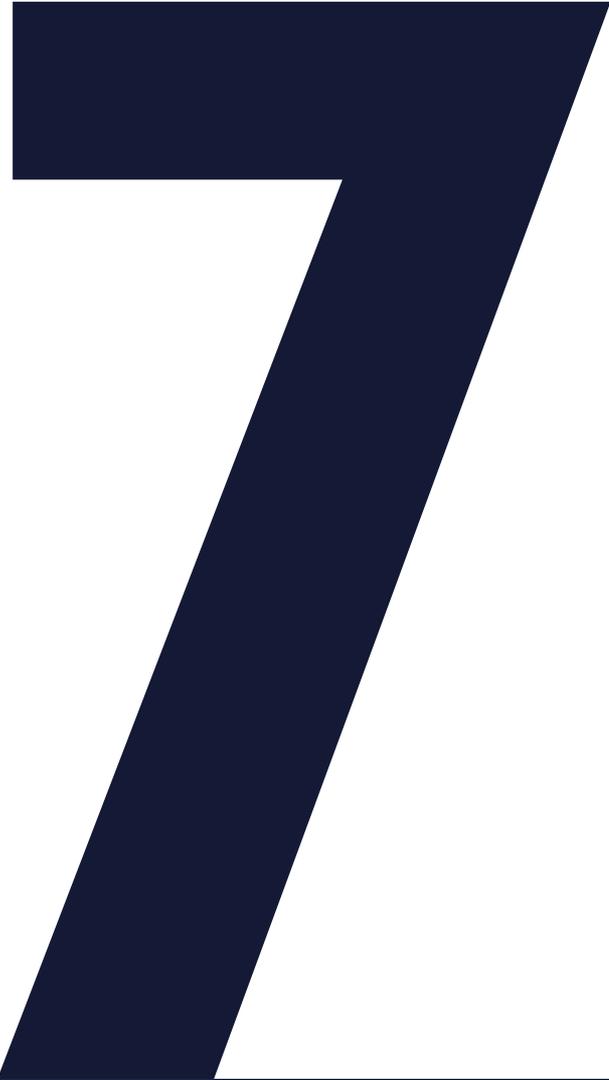
LOCAL OPTION TAX – PRIORITIES

62% of voters think Lehi should prioritize projects that focus on roads.



*If the local option sales tax passes, the budget for transportation projects in the county and in Lehi City will increase. I'm going to read a series of potential uses for that revenue. After I read them, please tell me **which of them is your highest priority.***





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THINGS TO REMEMBER



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Quin Monson, PhD, Partner
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