

EAGLE COUNTY COMMISSIONERS PUBLIC OPINION SURVEY

May 16-19, 2016





Magellan Strategies is pleased to present the results for a 500n live landline and cell phone survey of likely 2016 general election voters in Eagle County, Colorado. The interviews were conducted May 16th – 19th, 2016. This survey has a margin of error of +/- 4.35% at the 95 percent confidence interval. This survey was weighted based upon past general election voting demographics.

KEY FINDINGS

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Key Findings

- 74% of likely Eagle County voters believe that finding affordable housing is a big problem, and 64% would approve a three-tenths of a cent sales tax increase to fund residential housing.
- 42% of likely Eagle County voters believe that finding affordable childcare and early childhood education services in Eagle County is a big problem, and 61% of voters would approve a three-tenths of a cent sales tax increase to fund early childhood education services.
- 55% of respondents would support an unspecified sales tax increase to fund both early childhood education services and housing developments in Eagle County.



Key Findings

- So although support for the two proposals individually is above 60%, it drops to 55% for an unspecified sales tax increase to co-fund both proposals. This drop in support is significant. It has been our experience that voters are less likely to approve sales tax increases where the funds are not specifically directed toward one project.
- The survey showed a 3-point increase in support for funding childcare and early childhood education services when the proposed sales tax rate was decreased from three-tenths to one-tenth of a cent. If the option of putting two separate sales tax proposals before voters this year is being considered, it would make sense to offer this lower sales tax rate to fund early childhood education services.

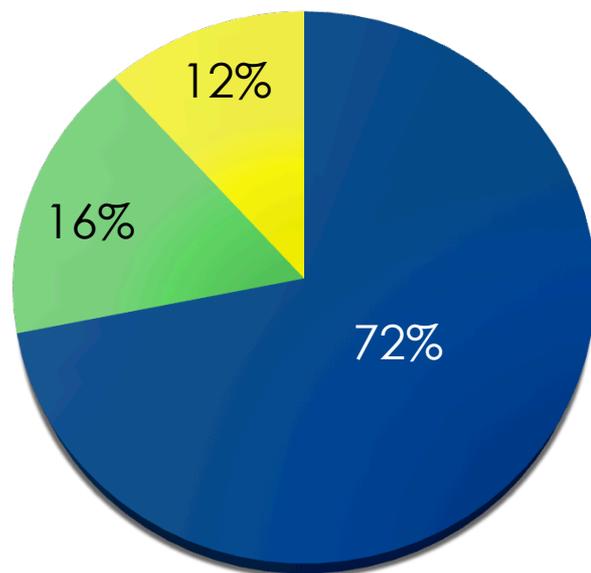
VOTER MOOD

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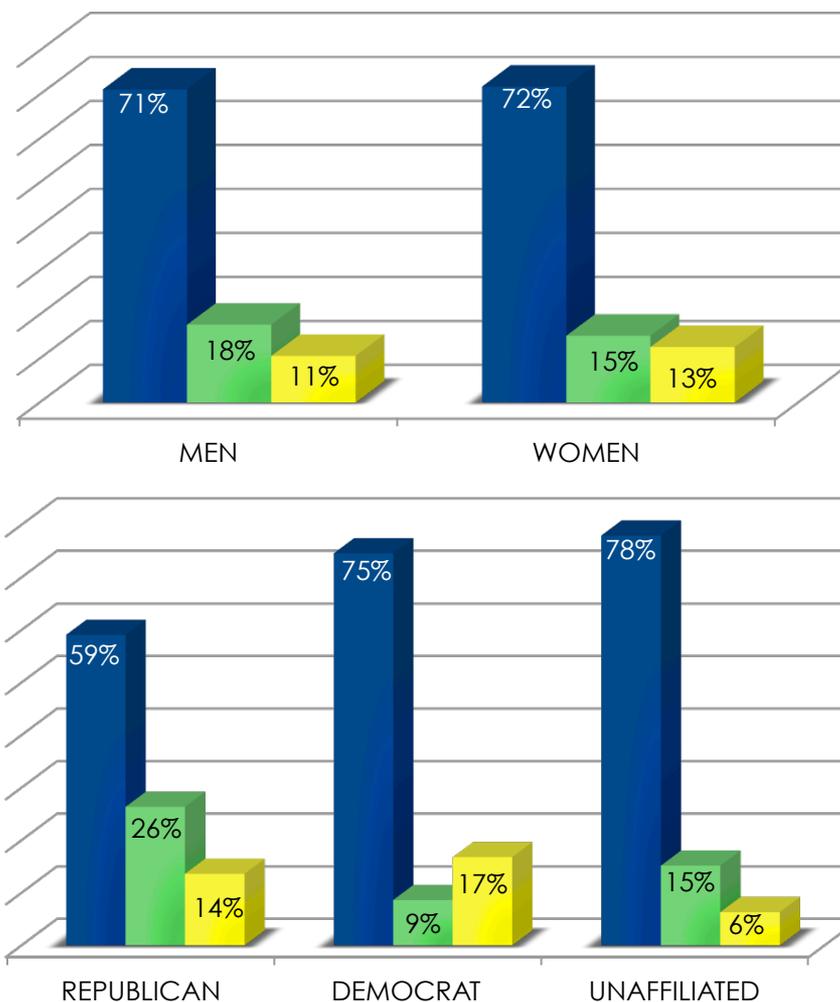




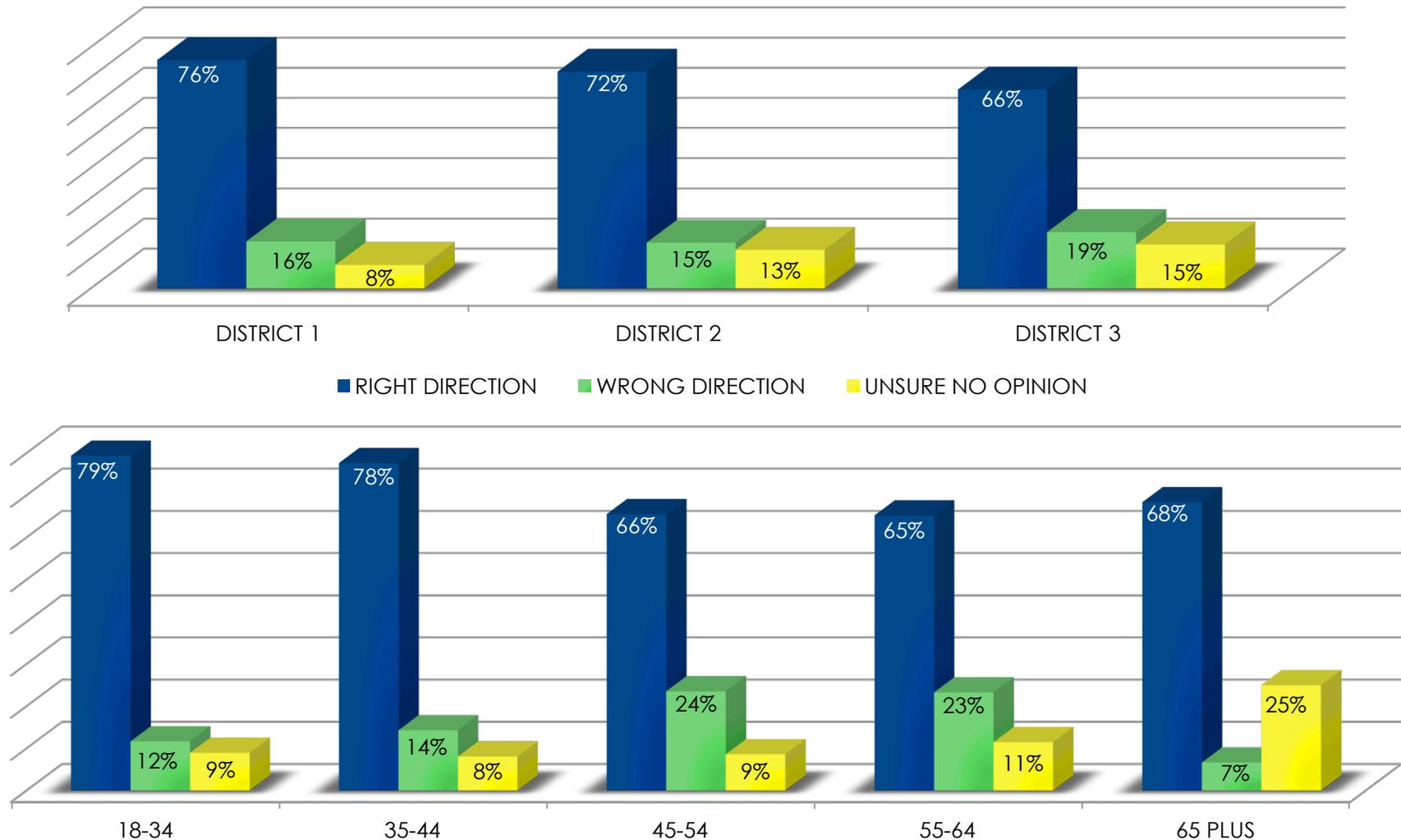
Generally speaking, do you think things in Eagle County are headed in the right direction or do you feel that things are off on the wrong track?



- RIGHT DIRECTION
- WRONG DIRECTION
- UNSURE NO OPINION



Generally speaking, do you think things in Eagle County are headed in the right direction or do you feel that things are off on the wrong track?

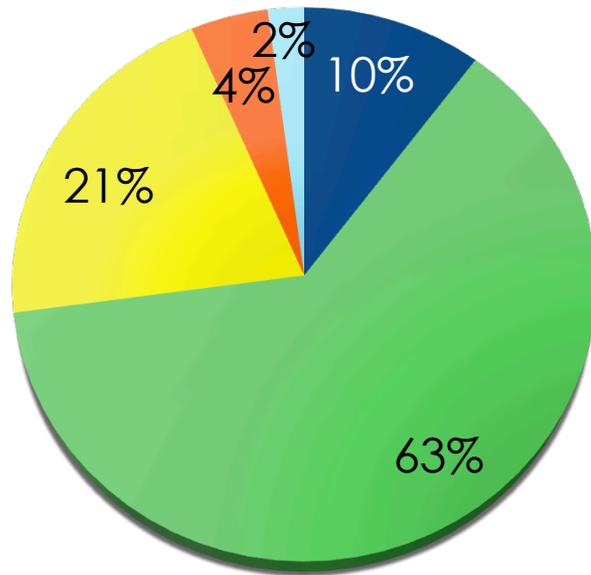


VOTER OPINION ON LOCAL ECONOMY

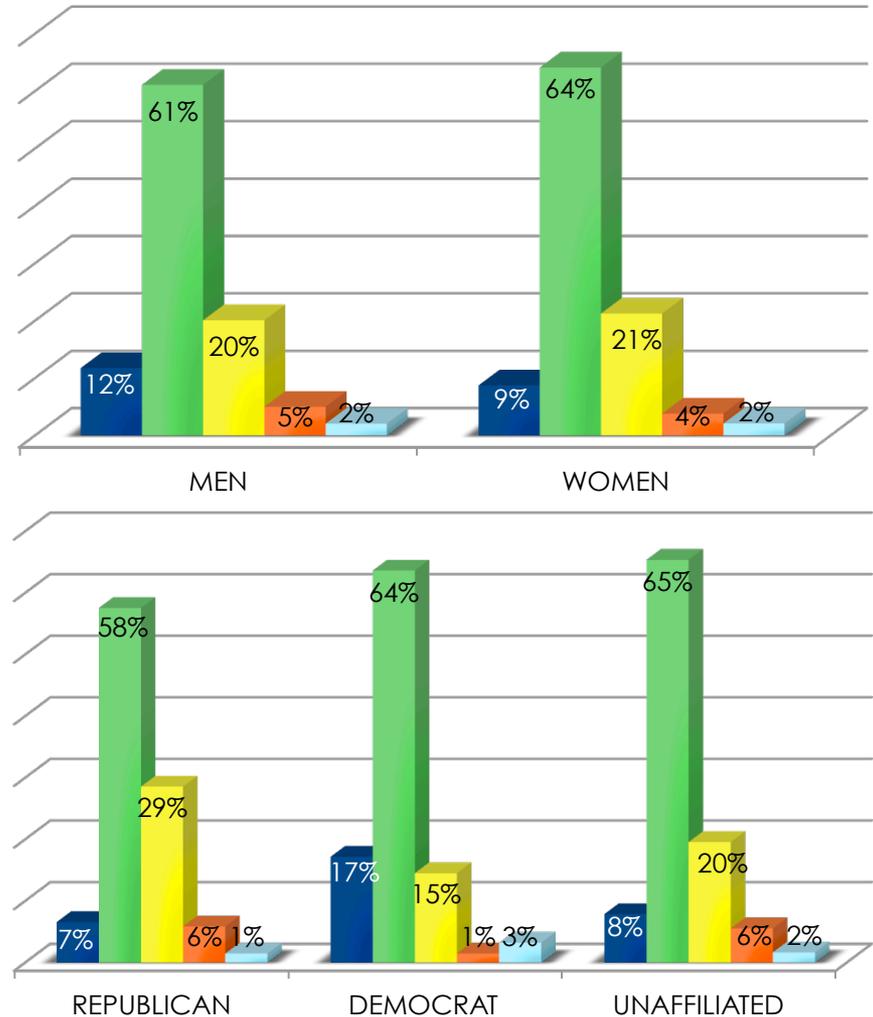
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STRATEGIES



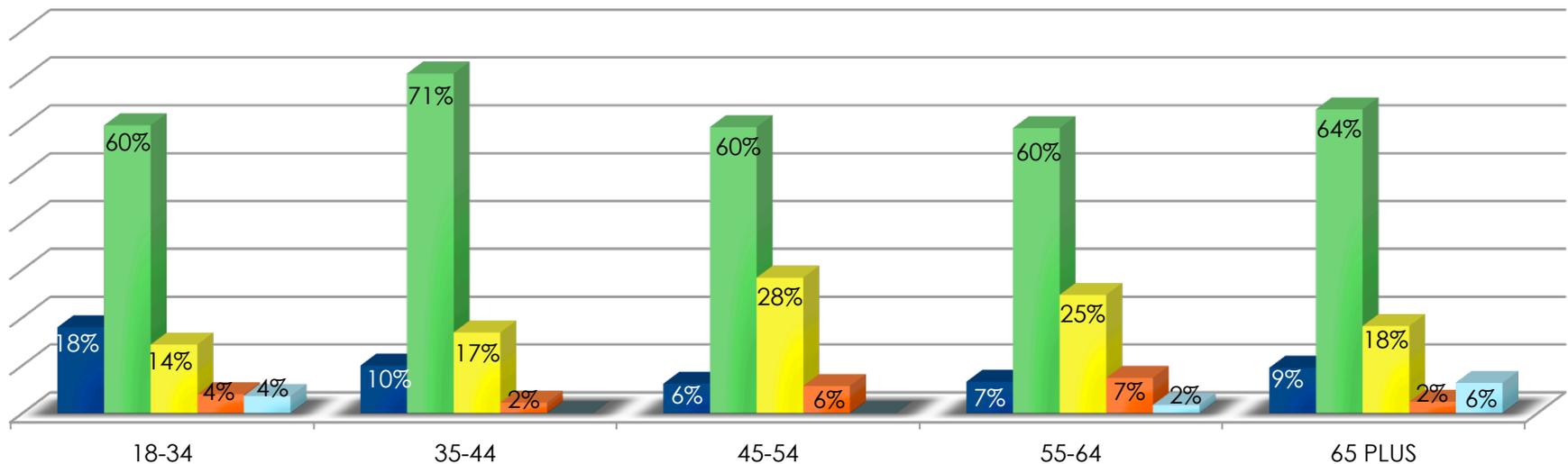
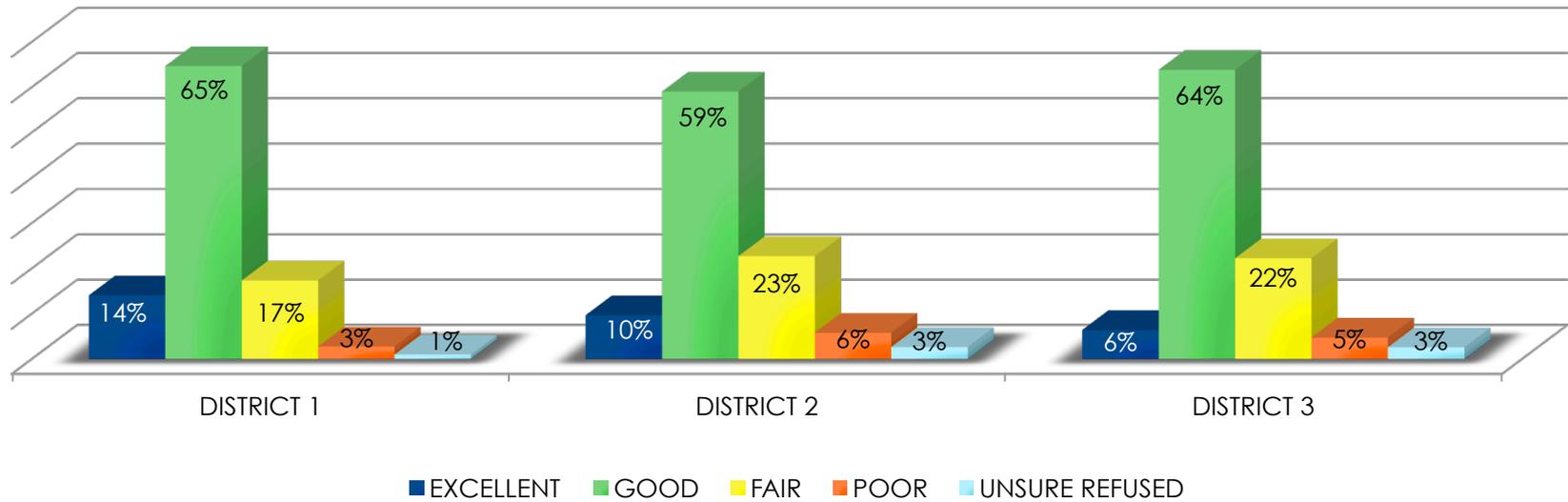
How would you rate the current status of the economy in Eagle County?



- EXCELLENT
- GOOD
- FAIR
- POOR
- UNSURE/REFUSED



How would you rate the current status of the economy in Eagle County?



VOTER OPINION ON ISSUES IN EAGLE COUNTY

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In your own words, please tell what you think the top issues, problems or concerns are that the Eagle County Commissioners should be addressing.

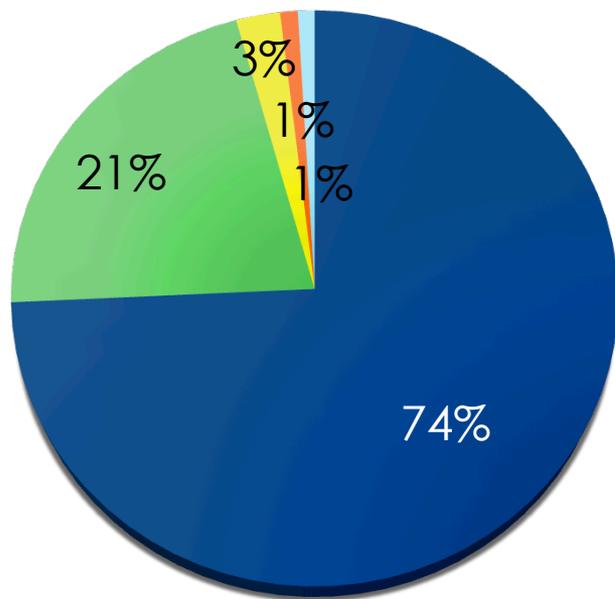
- *“I would say as of right now it is education and housing, the property taxes are too high, just more funding for education, we could use the money from the property taxes for education and that will benefit the town and the county.”*
 - *Female, 18-34, Democrat*
- *“Housing being the number one thing, lack there of.”*
 - *Female, 18-34, Unaffiliated*
- *“Early childhood education, just would be nice to have a bit more options with daycare with someone who has a toddler. It would be nice to have a bit more amenities or varieties like supermarkets and things in Eagle for families.”*
 - *Female, 35-44, Democrat*
- *“I would say affordable housing, building more throughout the county for employees and first time home owners and families. I think everything else is going pretty well.”*
 - *Male, 35-44, Unaffiliated*
- *“Too many social programs. Social services is for the people who want something for nothing. The other problem is the excessive use of codes. Like user codes.”*
 - *Male, 65 Plus, Republican*

VOTER OPINION ON FUNDING AFFORDABLE HOUSING

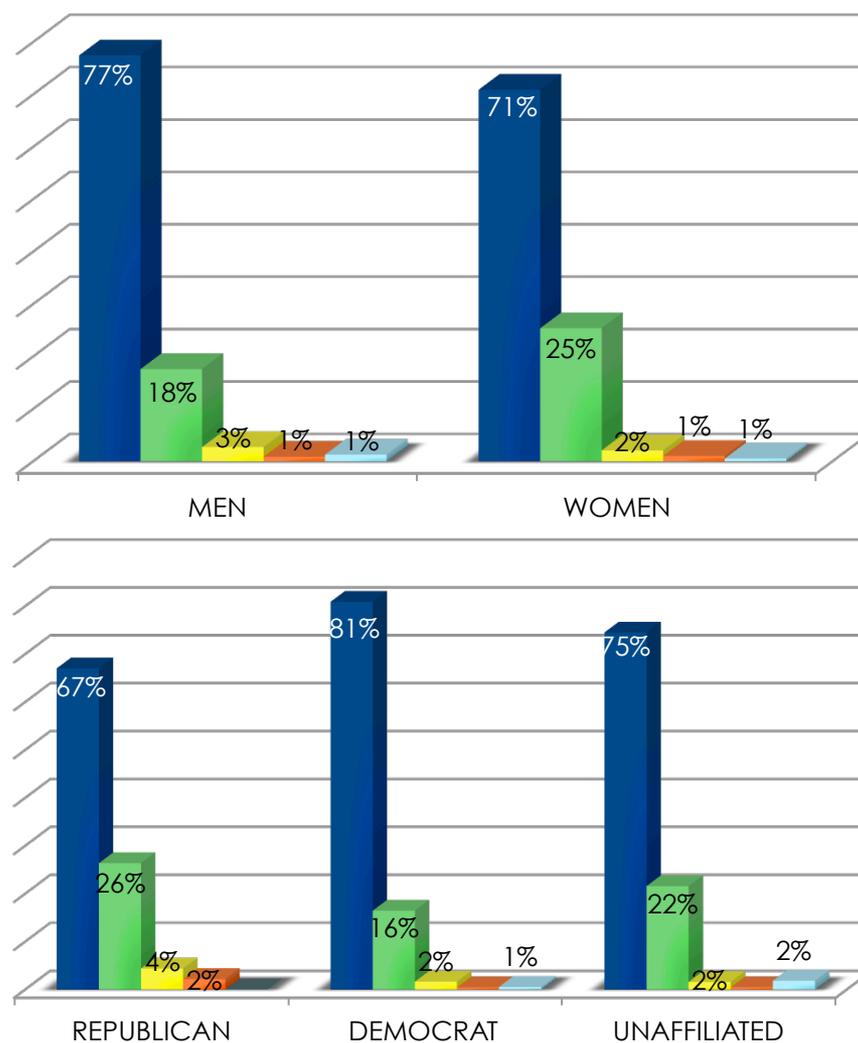
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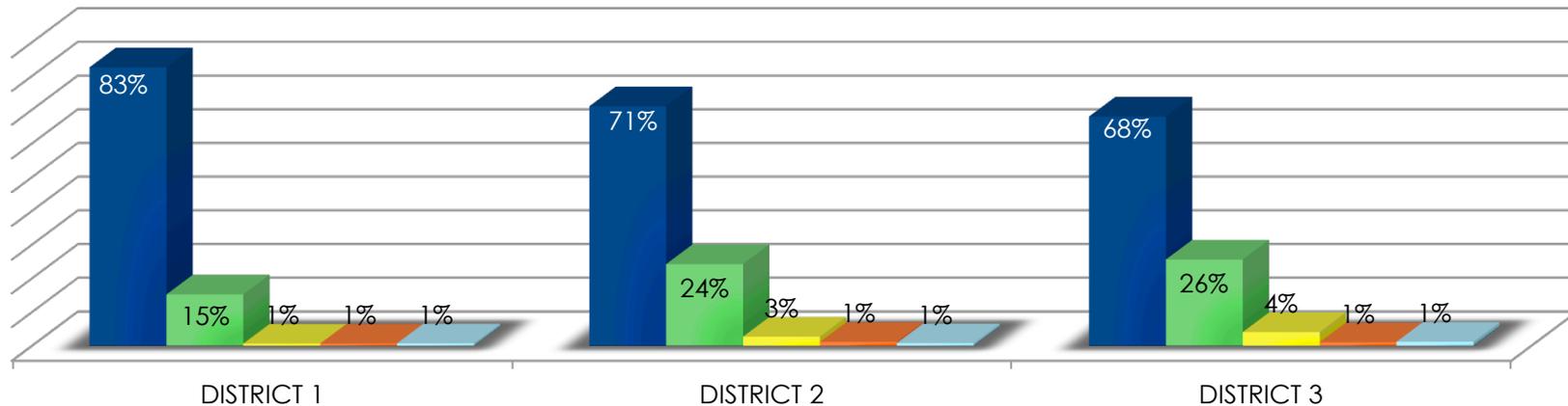
How much of a problem do you think families and individuals have finding an affordable place to live in Eagle County? Would you say it is a big problem, somewhat of a problem, not too much of a problem, or not a problem at all?



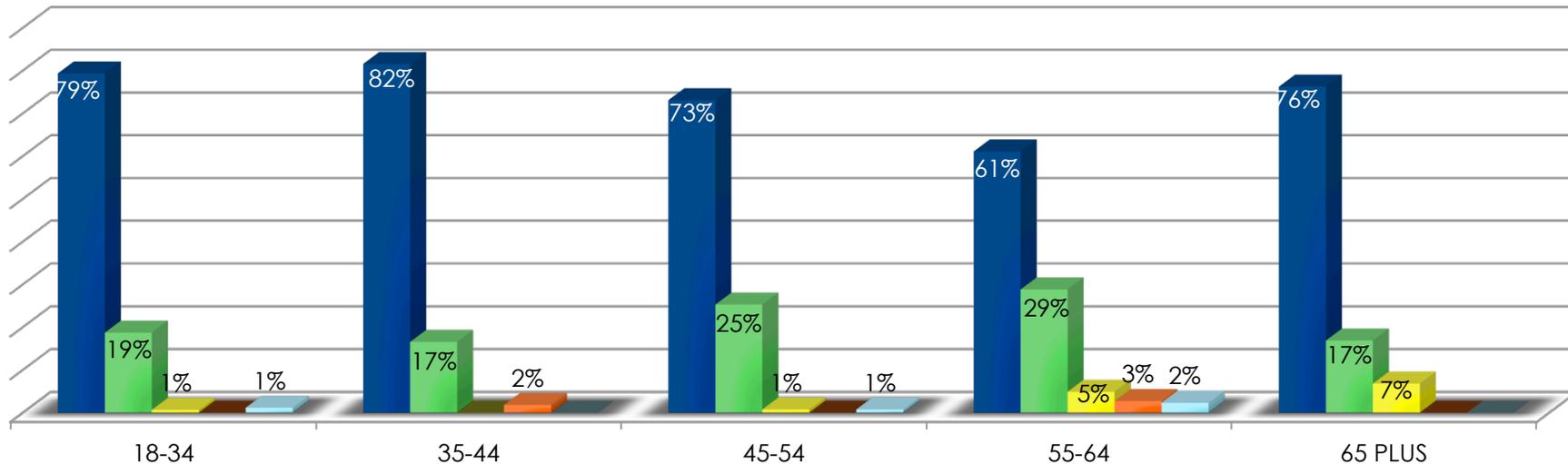
- BIG PROBLEM
- SOMEWHAT OF A PROBLEM
- NOT TOO MUCH OF A PROBLEM
- NOT A PROBLEM AT ALL
- UNSURE REFUSED



How much of a problem do you think families and individuals have finding an affordable place to live in Eagle County? Would you say it is a big problem, somewhat of a problem, not too much of a problem, or not a problem at all?



■ BIG PROBLEM ■ SOMEWHAT OF A PROBLEM ■ NOT TOO MUCH OF A PROBLEM ■ NOT A PROBLEM AT ALL ■ UNSURE/REFUSED

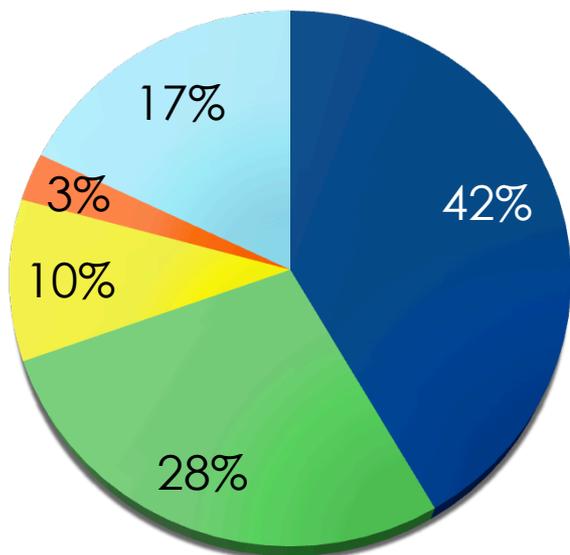


VOTER OPINION ON FUNDING CHILDCARE AND EDUCATION SERVICES

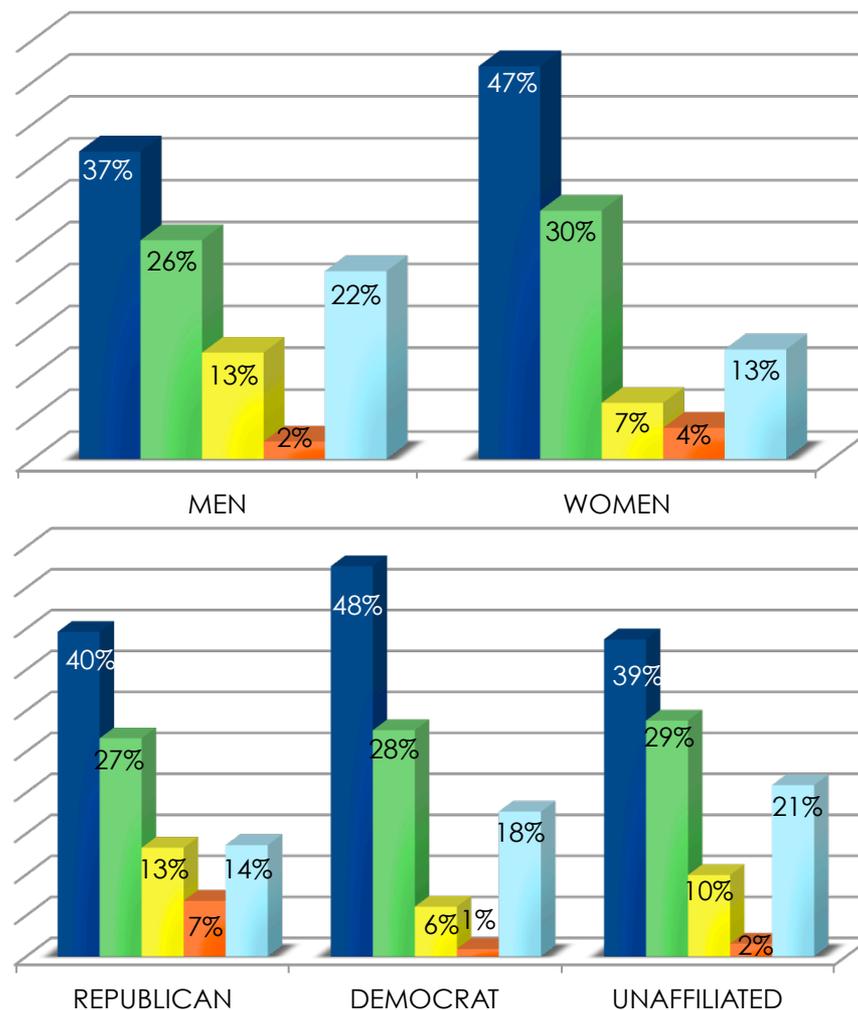
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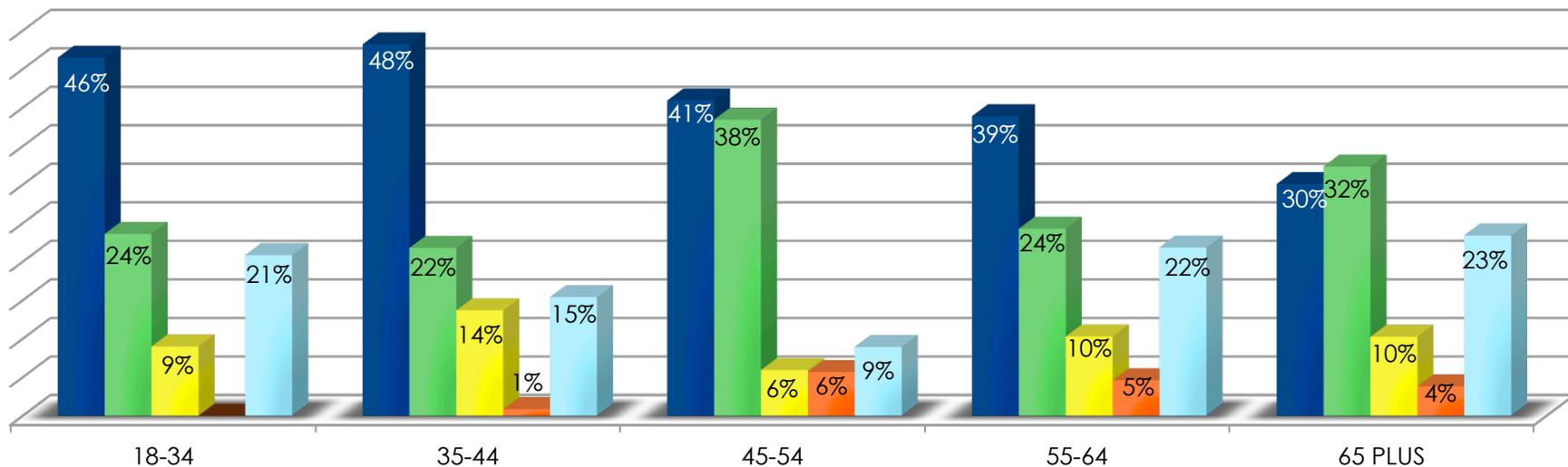
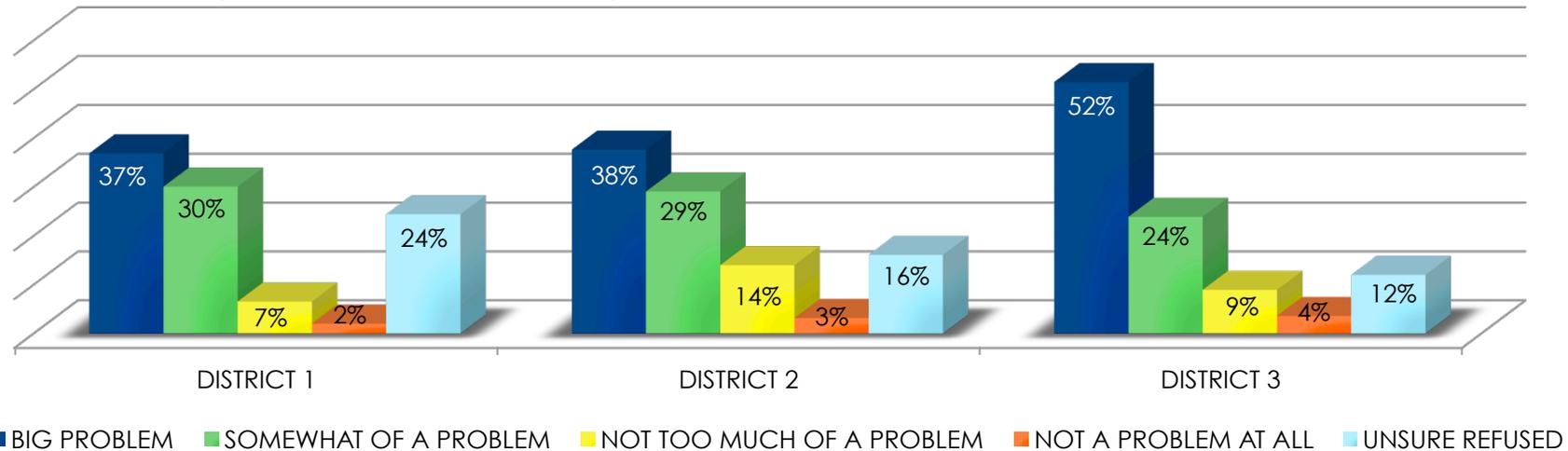
How much of a problem do you think families have finding affordable childcare and early childhood education services in Eagle County? Would you say it is a big problem, somewhat of a problem, not too much of a problem, or not a problem at all?



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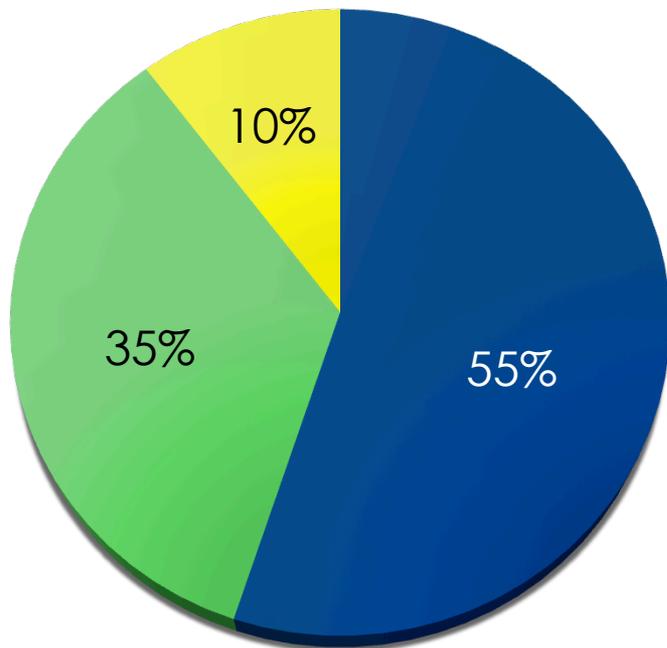


VOTER OPINION ON A SALES TAX TO FUND AFFORDABLE HOUSING

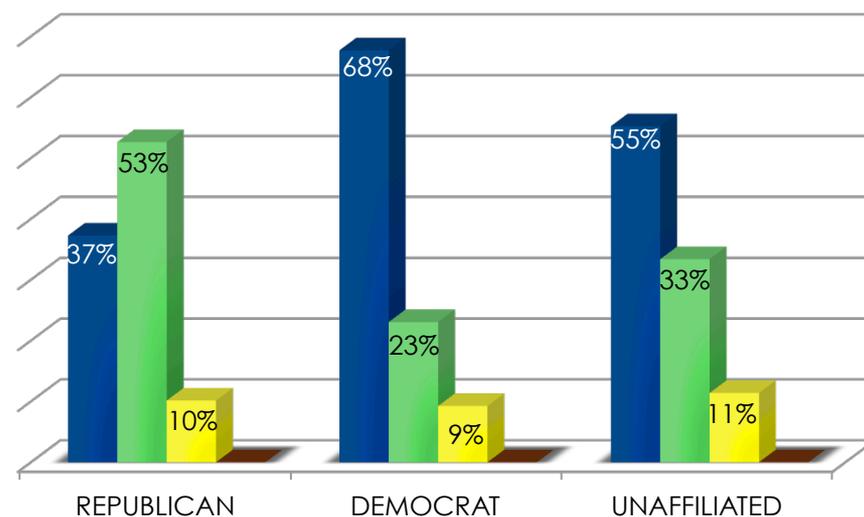
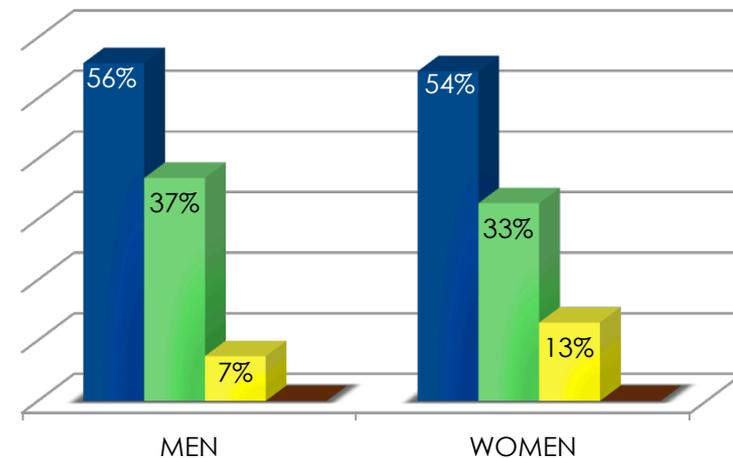
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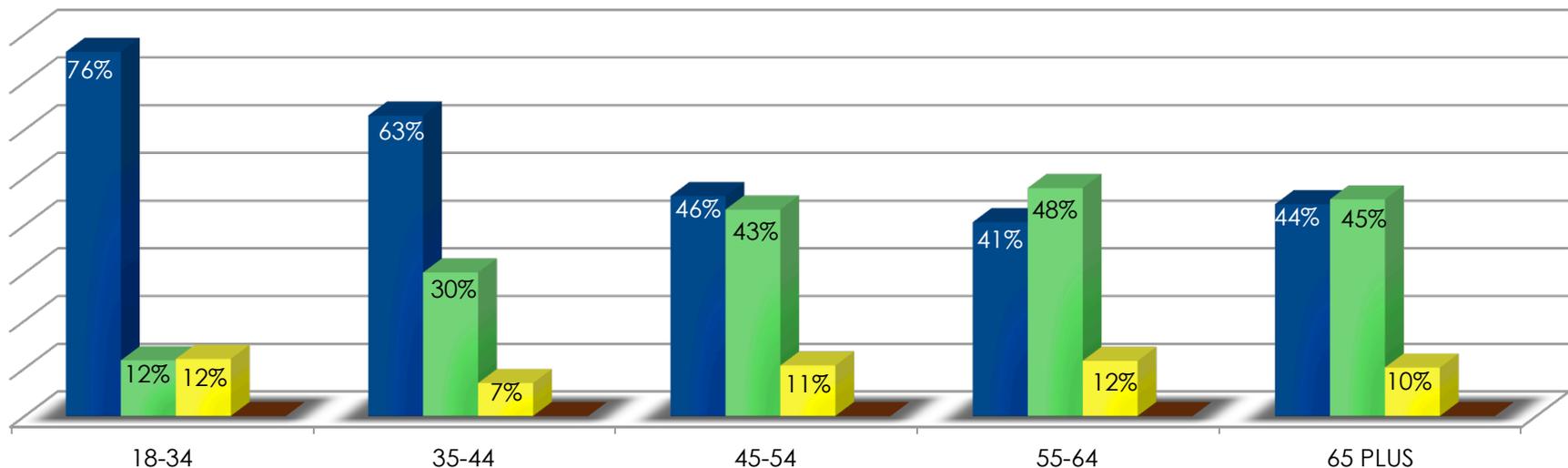
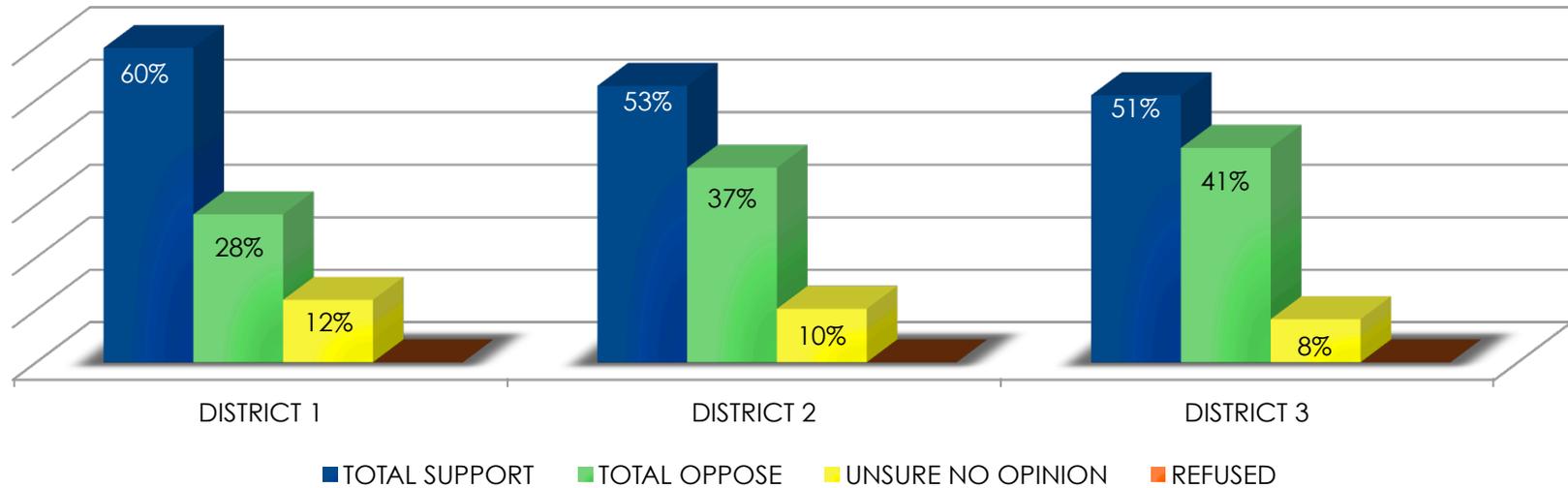
One potential ballot question would ask voters to approve sales tax to fund affordable, workforce residential housing developments in Eagle County. Generally speaking, would you support or oppose a sales tax increase to fund affordable, workforce residential housing developments in Eagle County?



- TOTAL SUPPORT
- TOTAL OPPOSE
- UNSURE NO OPINION
- REFUSED



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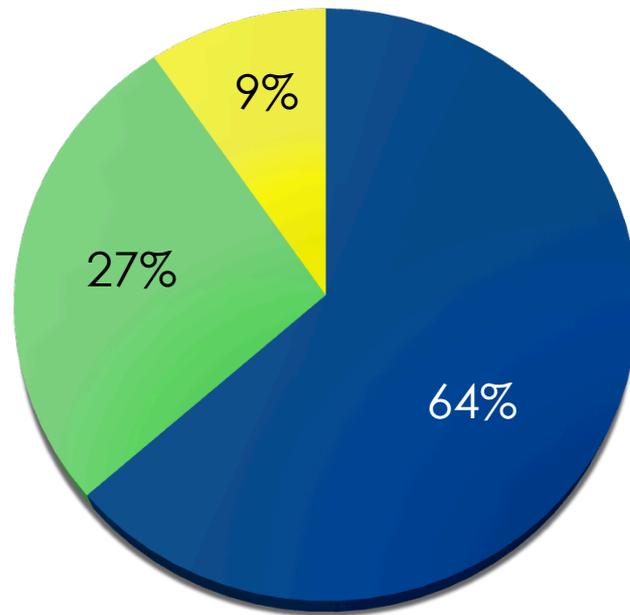




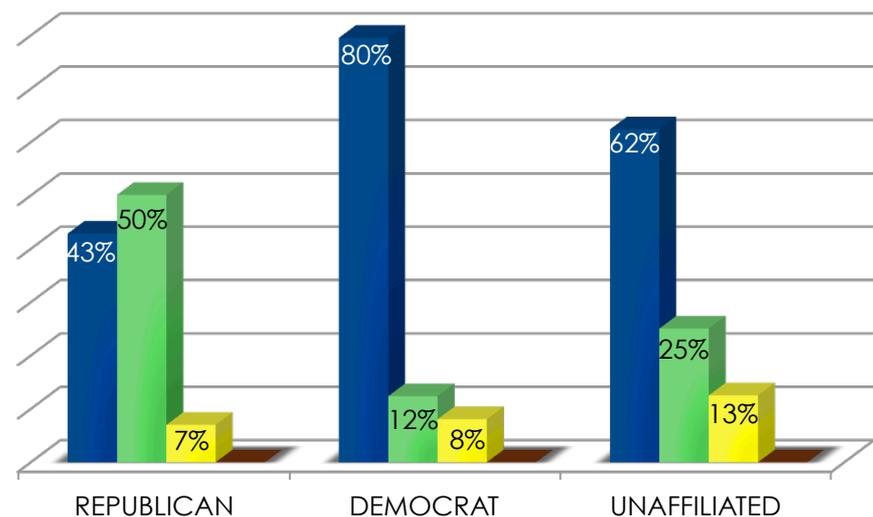
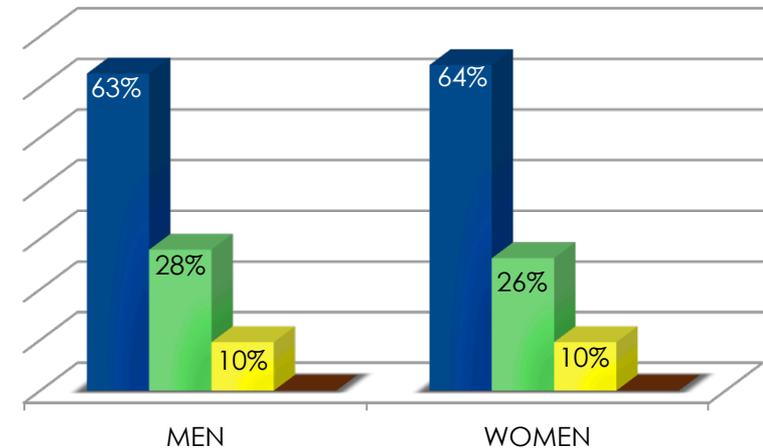
Affordable Workforce Housing Sales Tax Increase Ballot Test Three/Tenths of a Cent

The sales tax rate being considered to raise funding for affordable, workforce residential housing developments is three-tenths of a cent. A three-tenths of a cent sales tax increase in Eagle County is estimated to raise about 4.5 million dollars annually. To give you an idea of the impact of a three-tenths of a cent tax rate, a \$10 purchase would amount to 3 cents in tax. Knowing this information, if there was a ballot question this November to raise the county sales tax by three-tenths of a cent to fund affordable, workforce residential housing developments in Eagle County, would you vote yes and approve the ballot measure or would you vote no and reject the ballot measure?

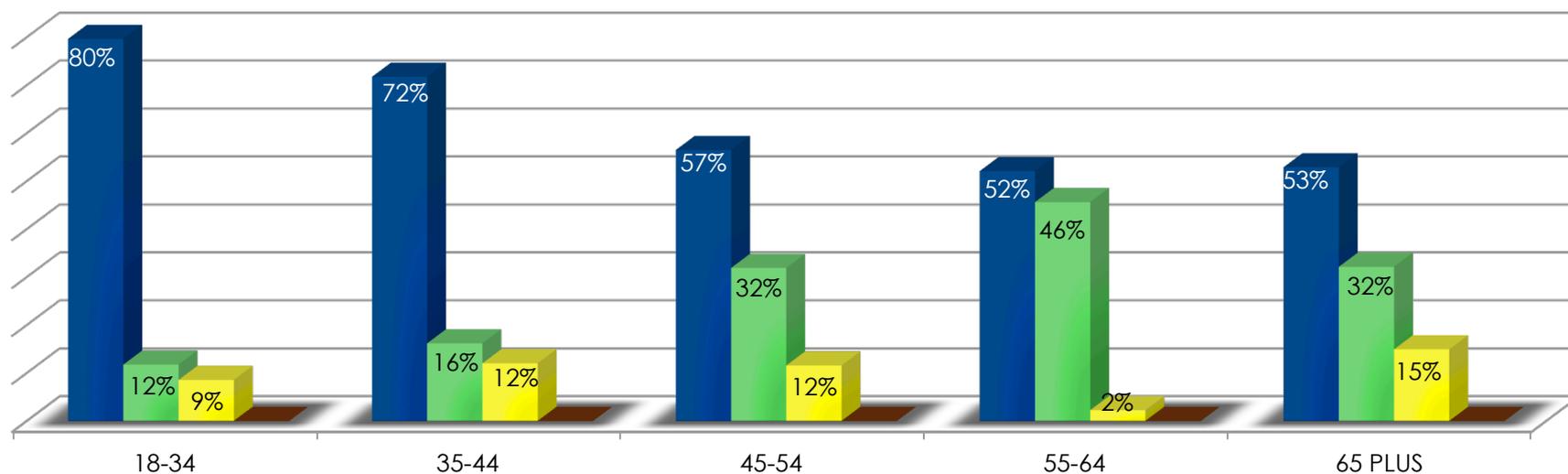
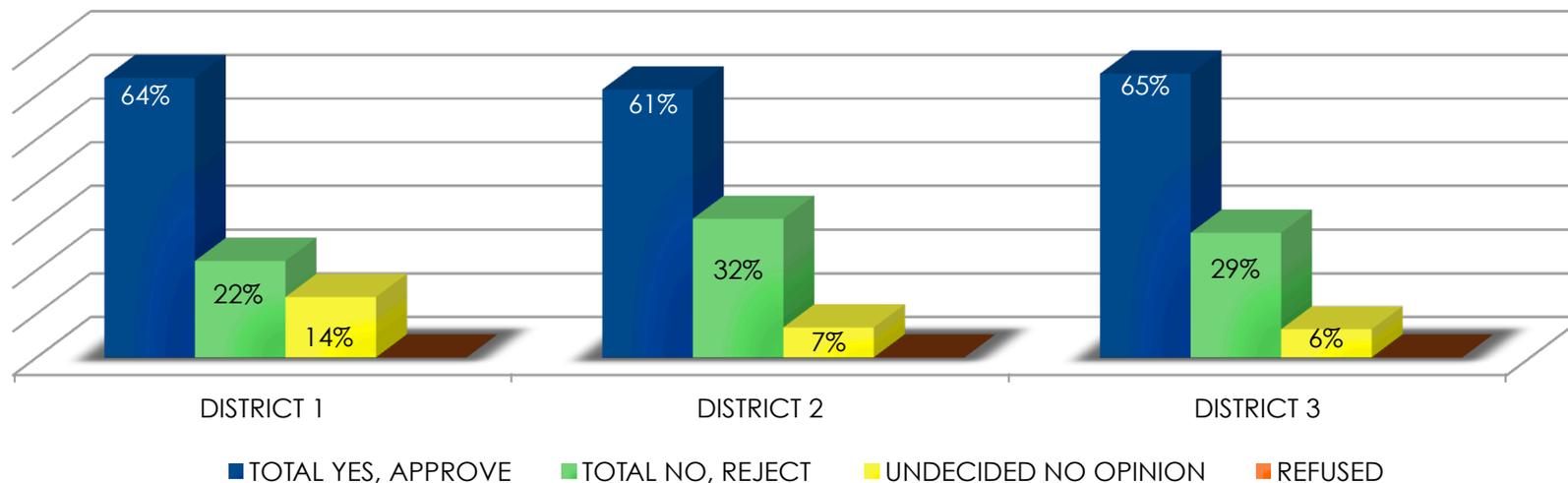
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- TOTAL YES, APPROVE
- TOTAL NO, REJECT
- UNDECIDED NO OPINION
- REFUSED



Knowing this information, if there was a ballot question this November to raise the county sales tax by three-tenths of a cent to fund affordable, workforce residential housing developments in Eagle County, would you vote yes and approve the ballot measure or would you vote no and reject the ballot measure?





In your own words, please tell me why you would vote yes and support the ballot question.

- “I think it's a shame that people have to commute so far to be able to work in Eagle County, but they can't afford to live here. I think it's a hardship on families and children. Parents work long hours because they have to commute so far.”*
 - Female, 35-44, Democrat
- “I think it's a basic need that we should be addressing so that if you take care of basic needs people and families are able to survive and be able to spend their money elsewhere as well.”*
 - Female, 35-44, Unaffiliated
- “Well I think that stems back to the items I mentioned earlier which is providing more affordable housing in Eagle County. I guess based on that, and additions, people living in the valley would boost the economy up here.”*
 - Male, 18-34, Republican
- “I would only vote the ballot if the expenditure wouldn't require affordable housing that would require debt.”*
 - Male, 55-64, Democrat



In your own words, please tell me why you would vote no and oppose the ballot question.

- *“Because I believe people are fiscally responsible and there are other ways to do things. No, definitely no for taxes until somebody tells me why they need that tax and no one has told me that yet. My taxes are going up, property values are going up.”*
 - Male, 55-64, Unaffiliated
- *“I would vote no in any increase in taxes until they learn to use increases wisely, I would vote no on everything.”*
 - Female, 45-54, Republican
- *“Because I'm voting to raise money for the tax for the schools and I'm not interested in more taxes.”*
 - Female, 35-44, Unaffiliated
- *“Because every time you turn around they're raising taxes and you never see anything come of it around here. Well, the tax that they just pushed through a couple months ago for this water park they're doing is like a five and a half million dollar sales.”*
 - Male, 45-54, Unaffiliated
- *“Instead of collecting money from the county people, bring in money from outside to invest in the county and create new revenues.”*
 - Male, 55-64, Democrat



In your own words, please tell me why you are undecided about supporting or opposing the ballot question.

- *“Because I just voted to increase the sales tax for roads so I am undecided whether or not to increase the tax again for this.”*
 - Female, 18-34, Democrat
- *“So without a further definition of “workforce,” who would benefit from that tax? Would it be what they normally consider employee housing so more of the seasonal workers, hourly workers, or is it going to benefit more people who actually live in the valley”*
 - Female, 35-44, Republican
- *“You aren't giving me enough information. I need to know what other initiatives are out there.”*
 - Male, 45-54, Unaffiliated

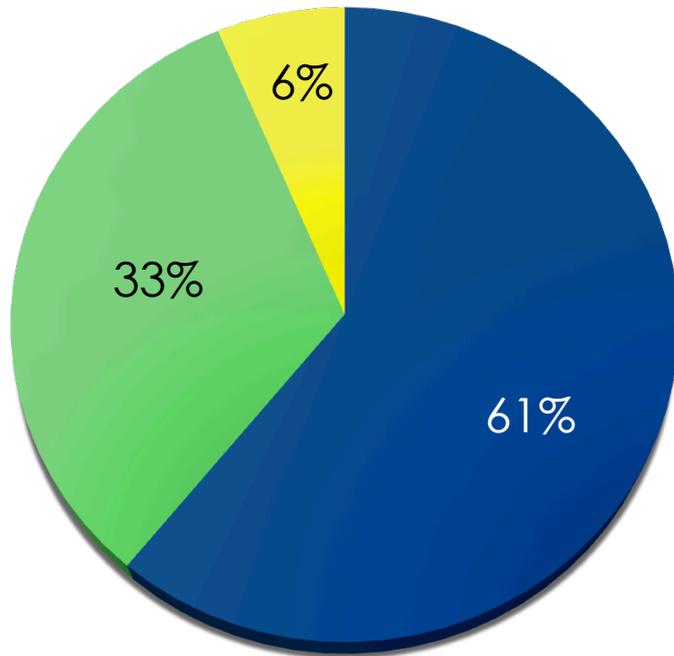


Affordable Workforce Housing Sales Tax Increase Ballot Test One-Tenth of a Cent

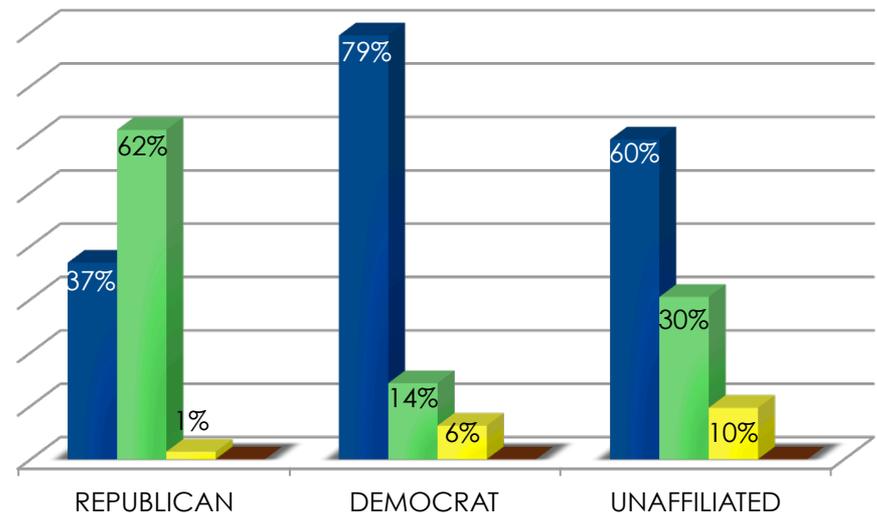
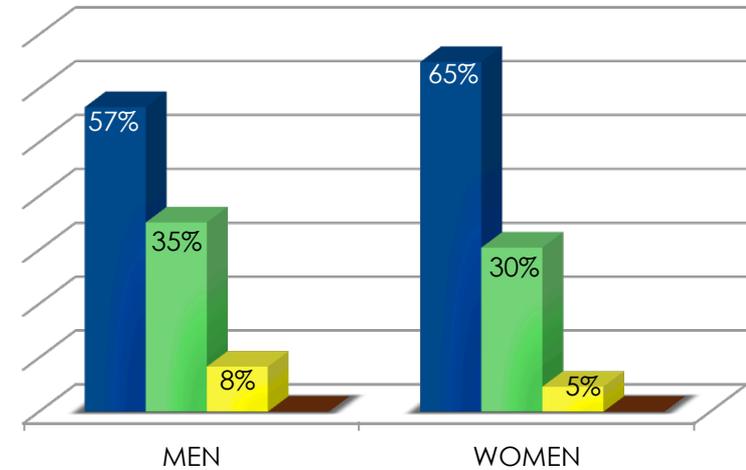
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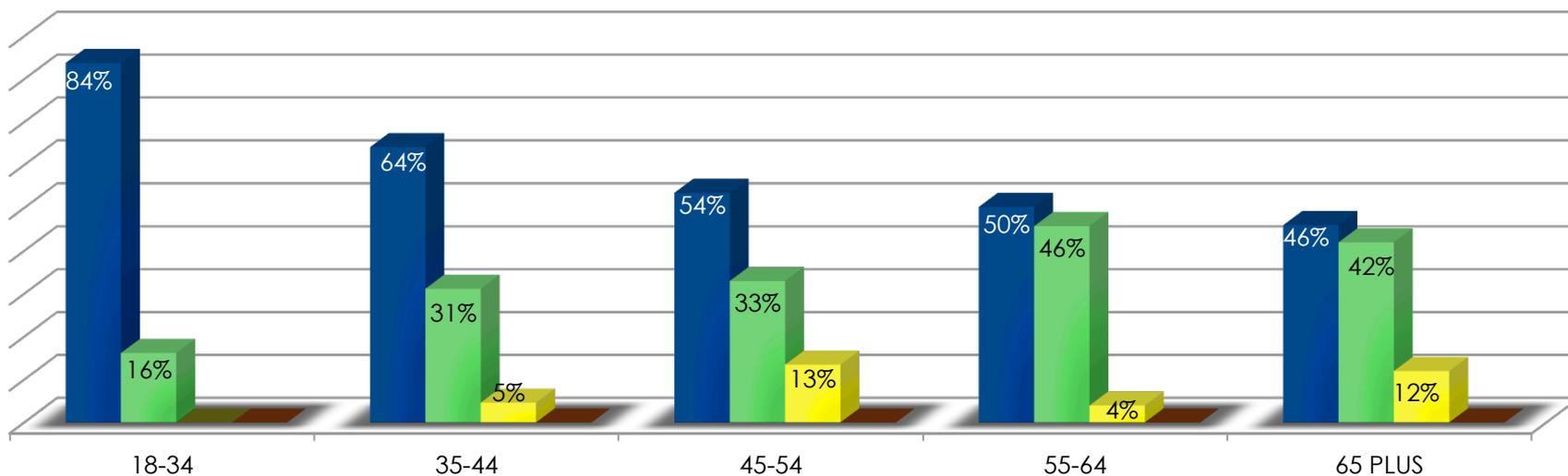
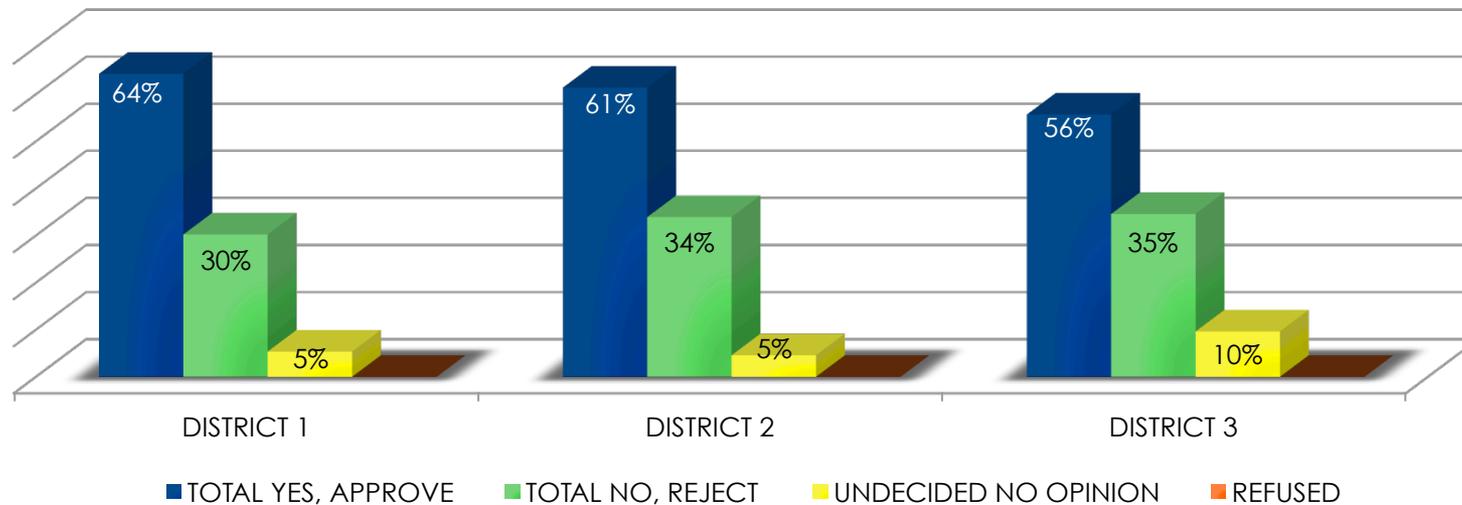
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- TOTAL YES, APPROVE
- TOTAL NO, REJECT
- UNDECIDED NO OPINION
- REFUSED



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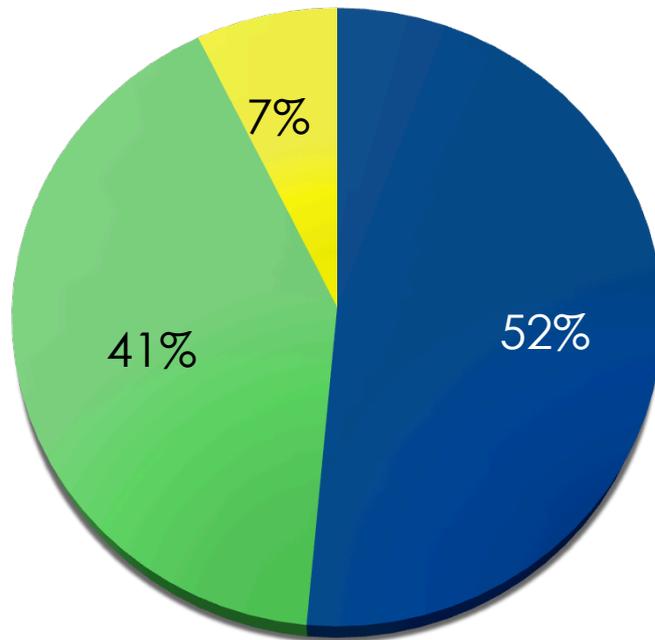


VOTER OPINION ON FUNDING CHILDCARE AND EDUCATION SERVICES

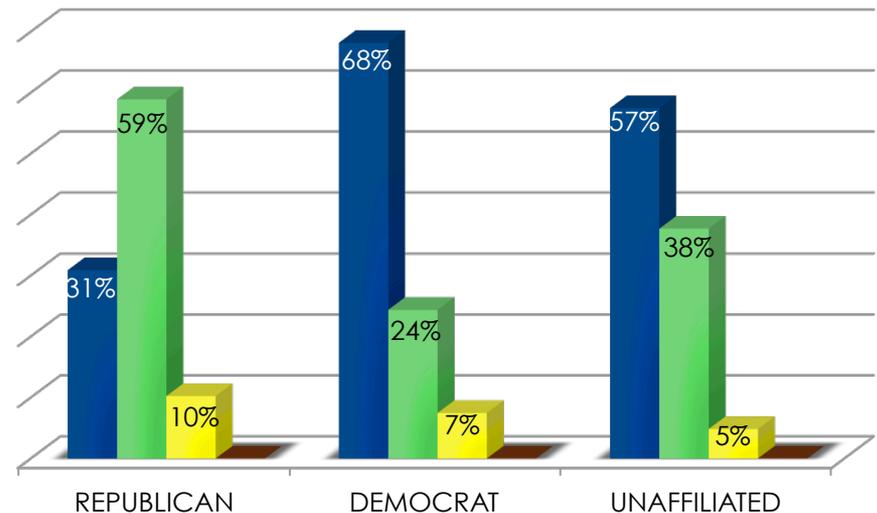
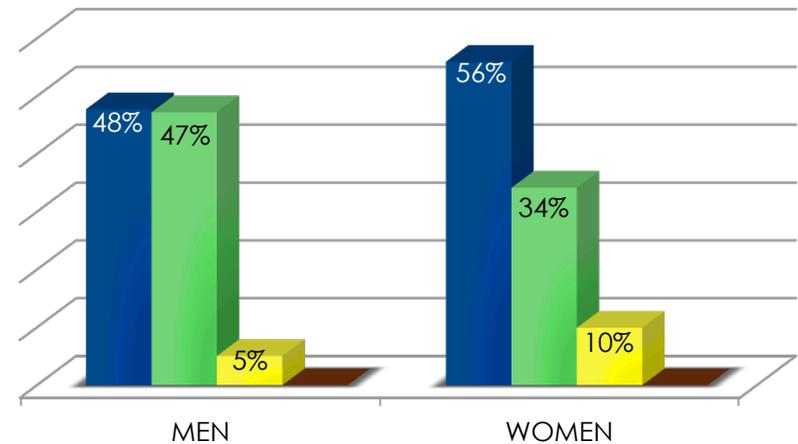
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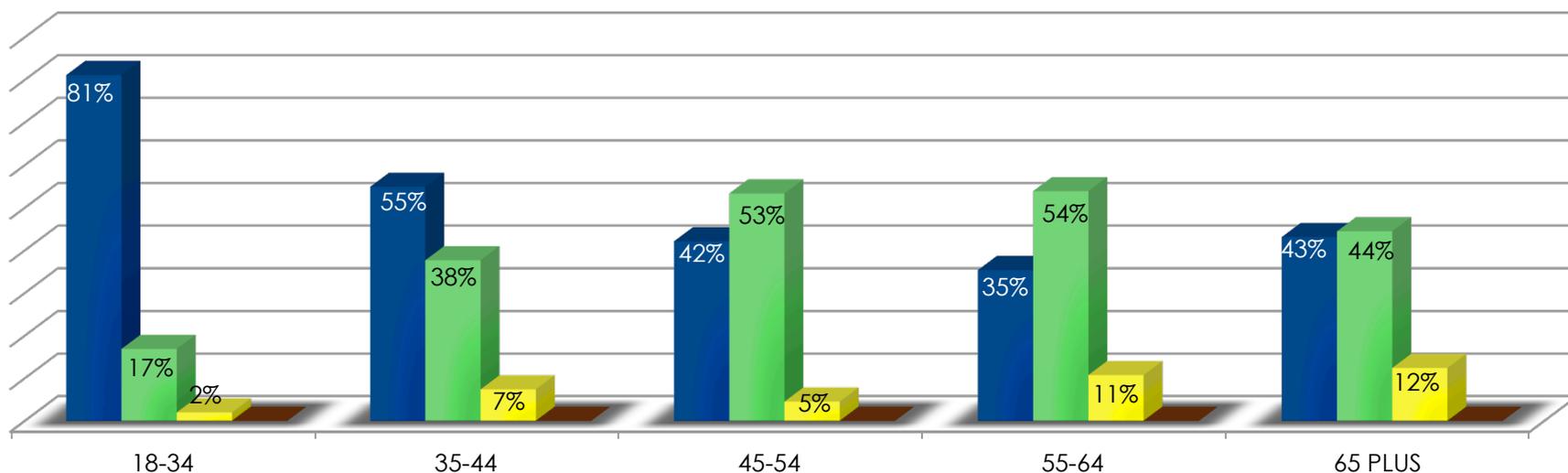
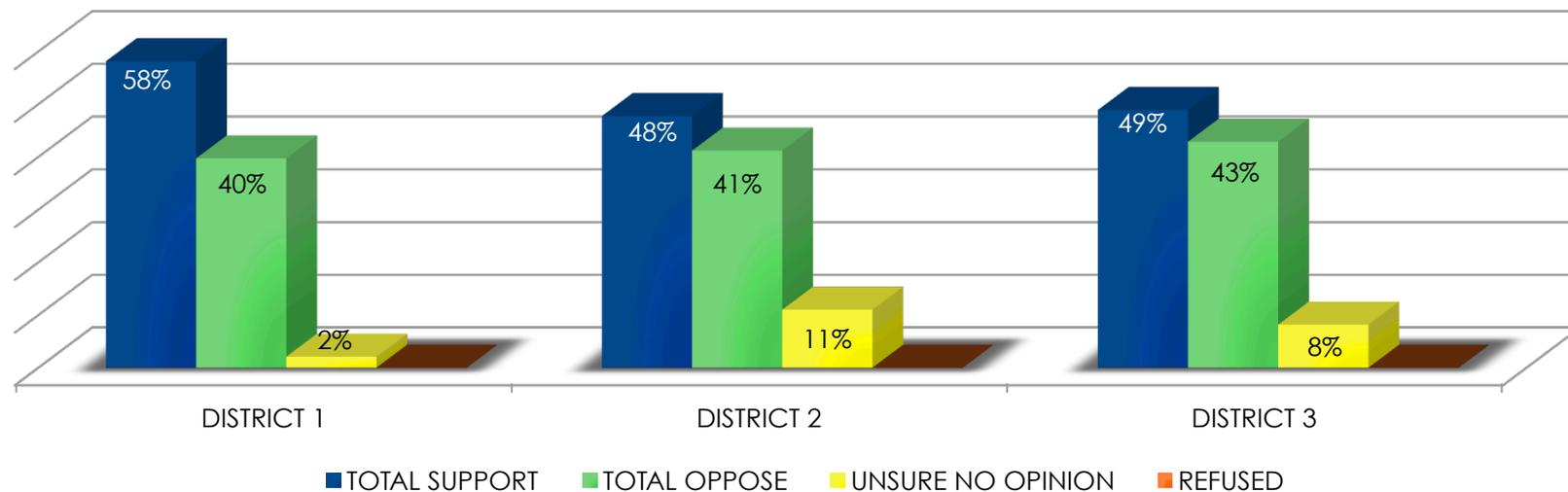
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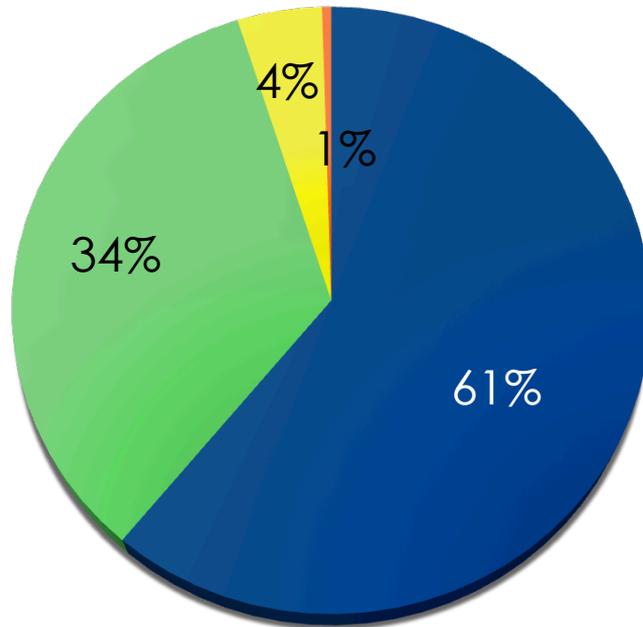




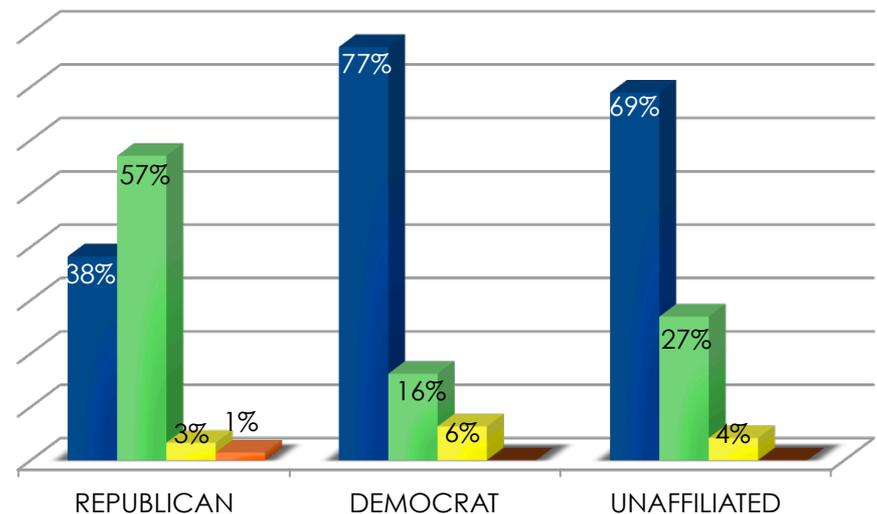
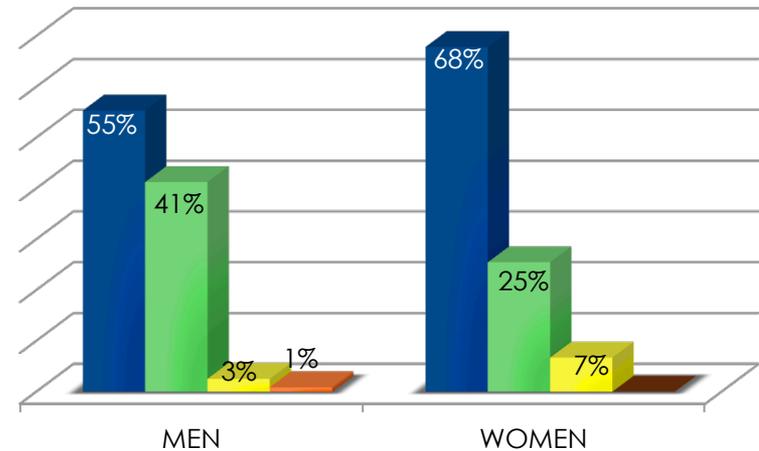
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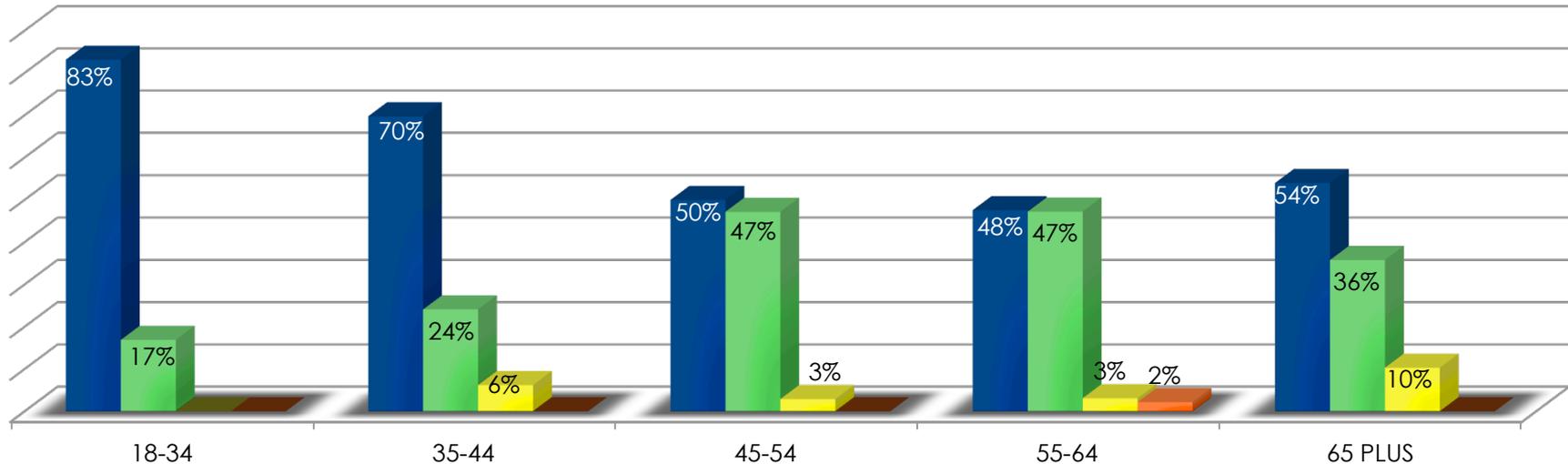
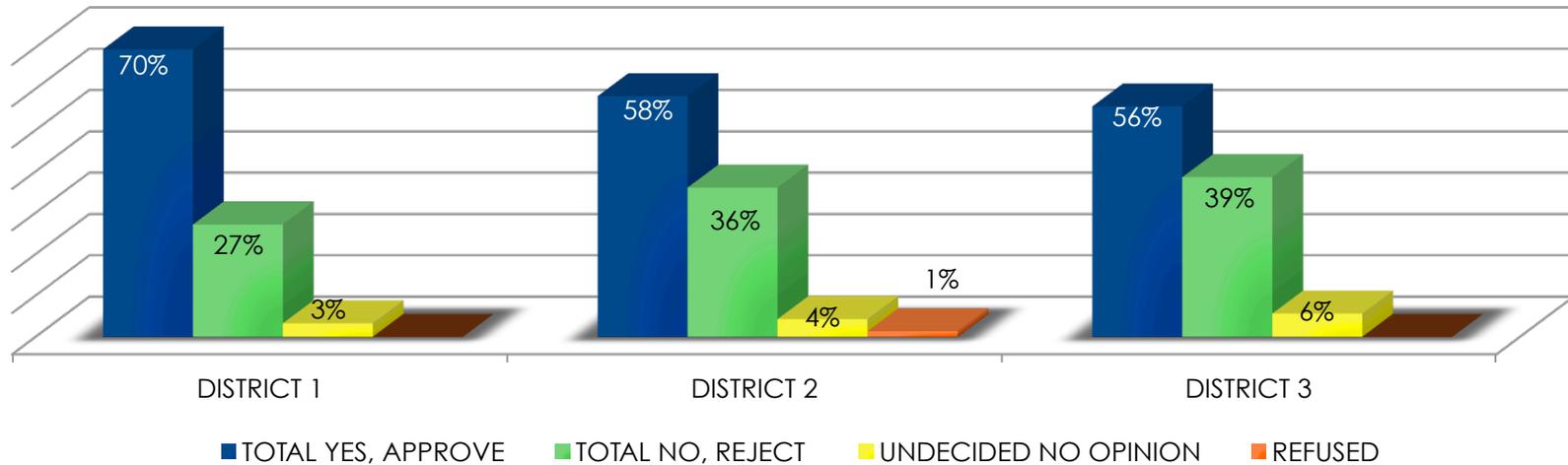
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In your own words, please tell me why you would vote yes and support the ballot question.

- “There's nowhere to get affordable childcare service. I've seen my friends who've gone through - they have to stay home and not see their husbands or wives because they can't get anywhere to - for childcare.”*
 - Female, 18-34, Democrat
- “Because it gives more adults an ability to work because of a lack of childcare, but when I was a single mom, it was very hard to afford childcare because I paid \$200 a week, I would have made more money off a county program and stay at home, but if I work...”*
 - Female, 35-44, Democrat
- “Because anything dealing with young children and childhood education is definitely where our money should be going. I don't know.”*
 - Female, 45-54, Republican
- “Any additional funding for early childhood education is critical in the state. We have limited funding and it's huge.”*
 - Male, 35-44, Unaffiliated
- “It's a need that the county has and a good percentage of it would be paid by visitors and guests and it'd be a good way of funding without affecting property taxes. It's a need that the county has and a good percentage of it would be paid by visitors.”*
 - Male, 65 Plus, Democrat



In your own words, please tell me why you would vote no and oppose the ballot question.

- “I don't think that this is the most appropriate way to utilize. Based on what I read, I don't think the funds will be utilized in a way that will really benefit early childhood development and education.”
 - Female, 18-34, Republican
- “Continued sales tax, it keeps adding up. We had to fork out money for a new school bond, and now my taxes are 250 dollars a month, another tax? I can't do it. I'm sorry.”
 - Female, 45-54, Democrat
- “The cost of living here is already to high, my family and I can barely provide grocery and goods. The sales tax rate is already one of the greatest in the country.”
 - Male, 18-34, Unaffiliated
- “We all have to raise our own kids, why should that fall on a taxpayer? We are paying for after early childhood. I raised my kids damn right it's possible/ I did and others can too. Is throwing money at it right? I don't think so.”
 - Male, 55-64, Republican
- “We've got several tax issues in front of us and I don't know how big of a problem the need is.”
 - Male, 35-44, Democrat



In your own words, please tell me why you are undecided about supporting or opposing the ballot question.

- “I think it's important, but I don't think it's the tax payers problem or the Governments responsibility and I don't know how the Government would divide or manage the money.”
 - Female, 35-44, Democrat
- “Not enough information. I need to do some research.”
 - Female, 35-44, Democrat
- “I think that a sales tax is adding insult to injury in a community such as ours. Many of the people who live and work in our community are not property owners. These are the same people having difficulties getting into a property.”
 - Female, 55-64, Unaffiliated
- “I would need to now exactly how the money would be allocate. Reply may be open ended I would need to know exactly how the money would be allocated.”
 - Female, Refused, Republican
- “I am not convinced that the government knows how to spend money wisely.”
 - Male, Refused, Republican

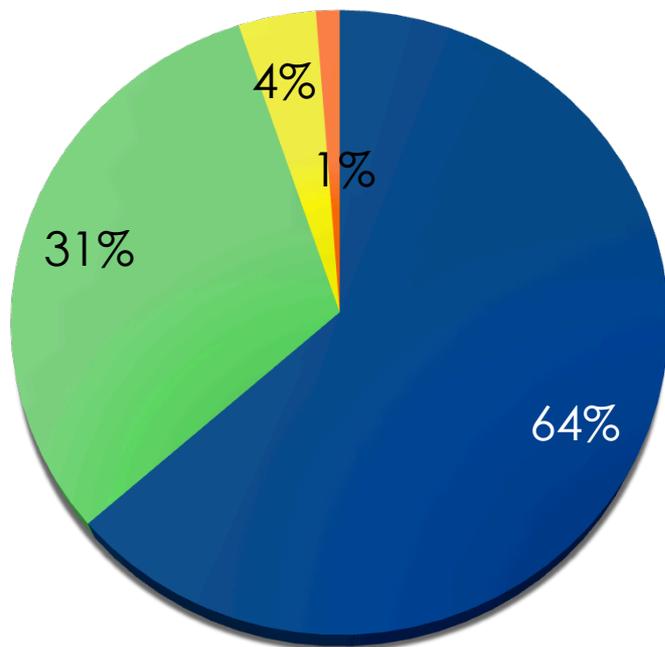


Childcare and Early Childhood Education Services Sales Tax Increase Ballot Test One/Tenth of a Cent

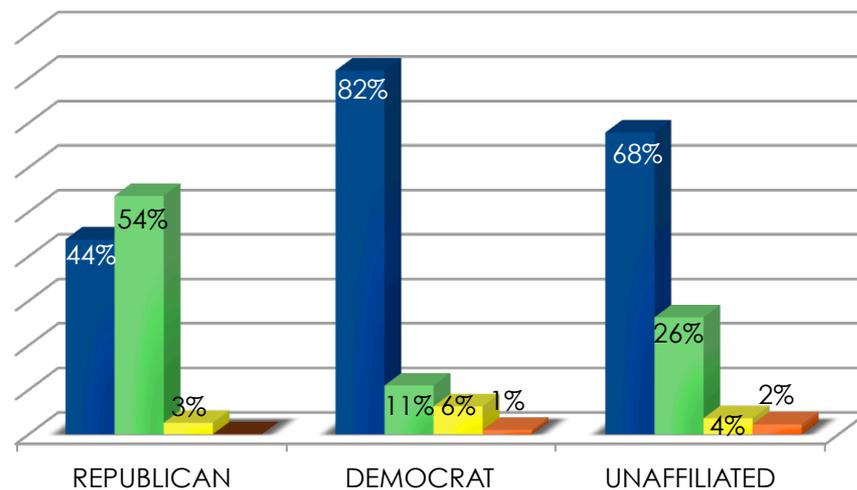
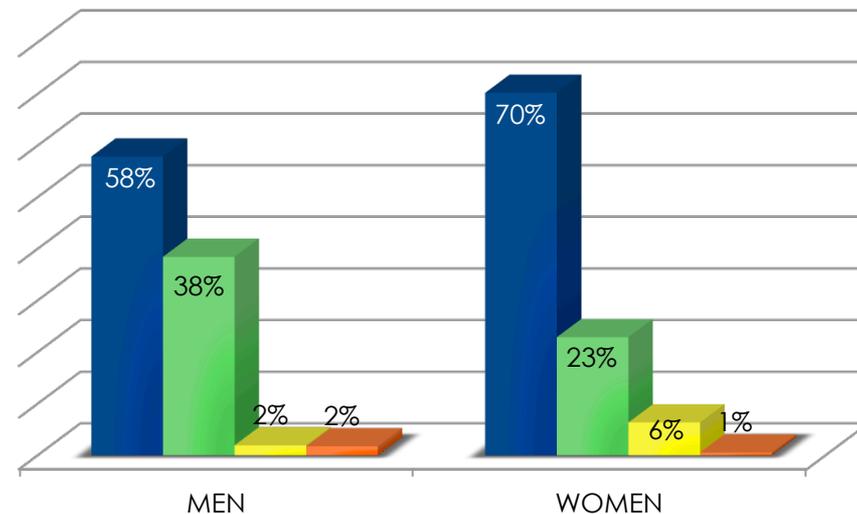
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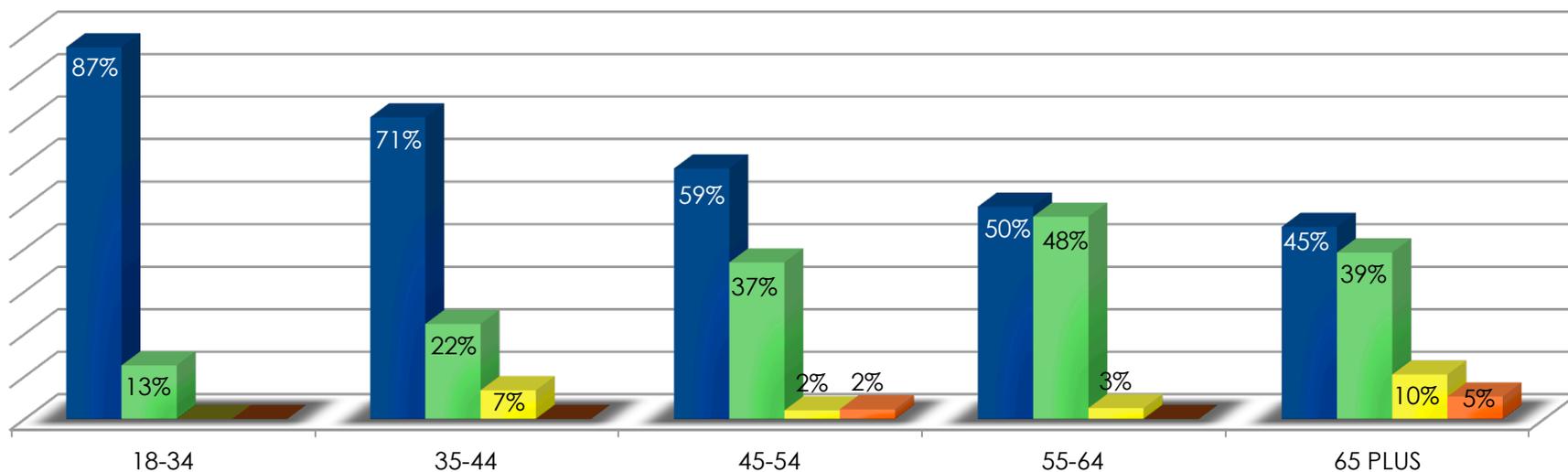
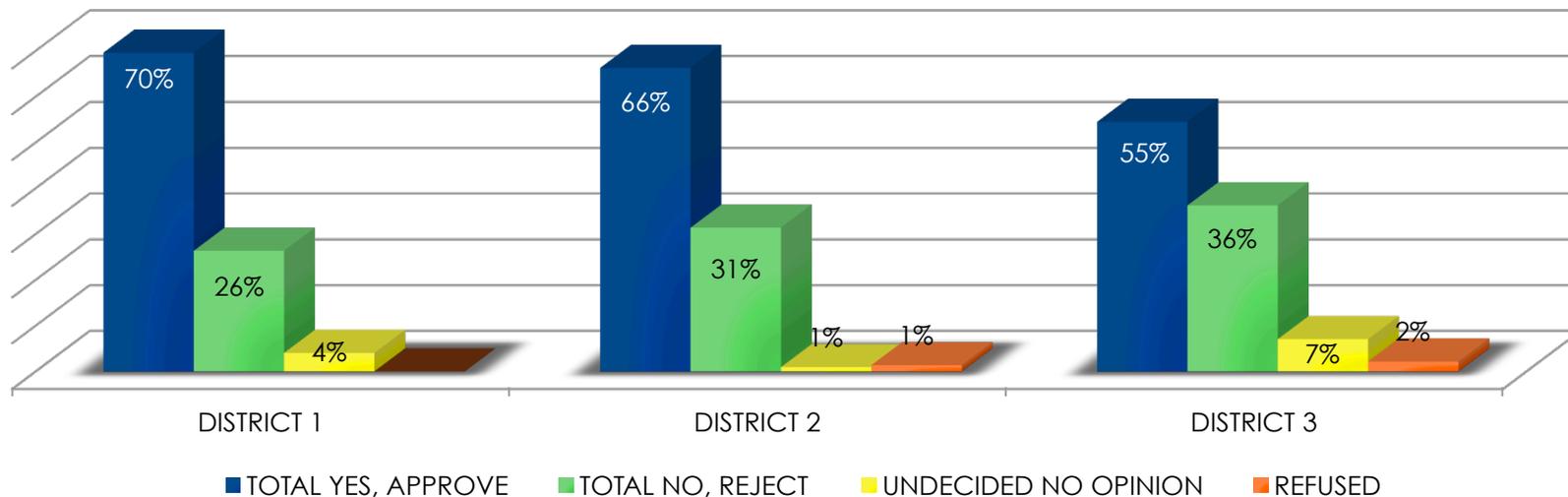
Knowing this information, if there was a ballot question this November to raise the sales tax by one-tenth of a cent to fund early childhood education and development services in Eagle County, would you vote yes and approve the ballot question or would you vote no and reject the ballot question?



- TOTAL YES, APPROVE
- TOTAL NO, REJECT
- UNDECIDED NO OPINION
- REFUSED



Knowing this information, if there was a ballot question this November to raise the sales tax by one-tenth of a cent to fund early childhood education and development services in Eagle County, would you vote yes and approve the ballot question or would you vote no and reject the ballot question?



VOTER OPINION ON FUNDING CHILDCARE AND AFFORDABLE HOUSING

MAGELLAN
STRATEGIES



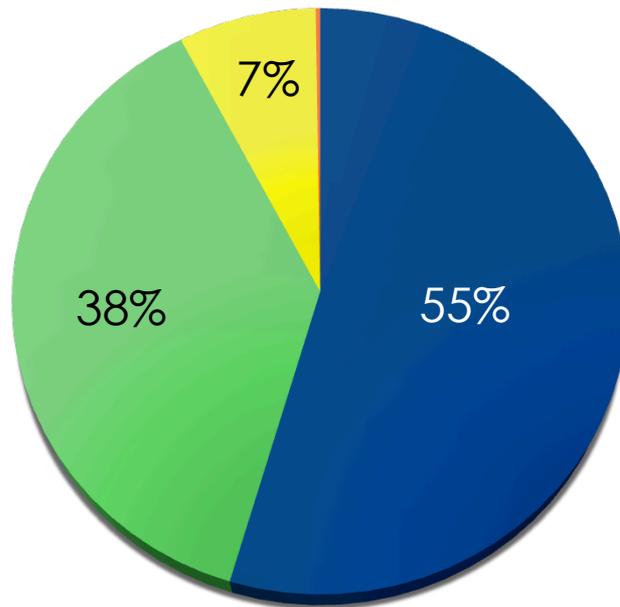


Housing and Childcare Sales Tax Increase Ballot Test

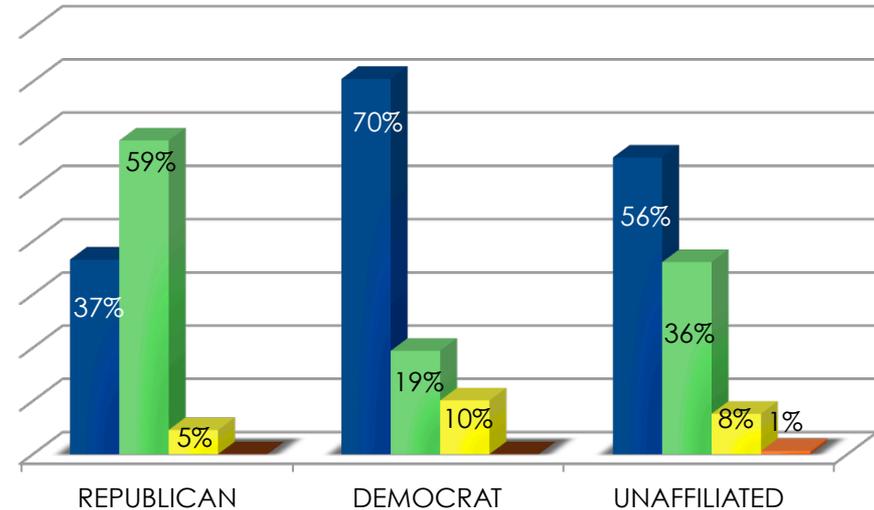
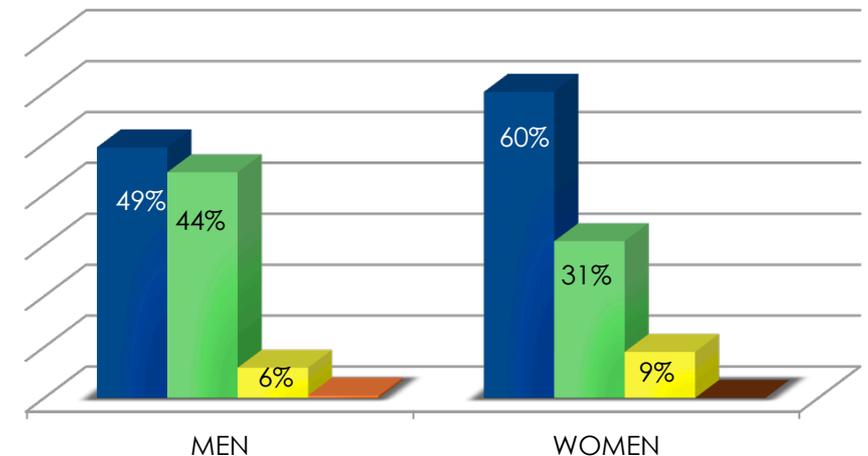
Some people say that the significant challenges of finding affordable residential housing and affordable early childhood education services in Eagle County are related. They say that the high cost of childcare keeps parents out of the workforce, impacting an employer's ability to hire employees and negatively impacting the overall economic prosperity of the county. In fact, we often hear of young families who leave their jobs and move out of the county due to a lack of childcare and affordable housing. They say that providing affordable childcare, partially funded by the county, will improve parents' abilities to stay employed thus allowing them to better afford housing and contribute more to the local economy.

Knowing this information, another potential ballot question that has been discussed would raise the county sales tax to fund affordable, workforce residential housing developments AND childcare and early childhood education services in Eagle County. Generally speaking, would you support or oppose a sales tax increase to fund workforce residential housing developments and childcare and early childhood education services in Eagle County?

Knowing this information, another potential ballot question that has been discussed would raise the county sales tax to fund affordable, workforce residential housing developments AND childcare and early childhood education services in Eagle County. Generally speaking, would you support or oppose a sales tax increase to fund workforce residential housing developments and childcare and early childhood education services in Eagle County?

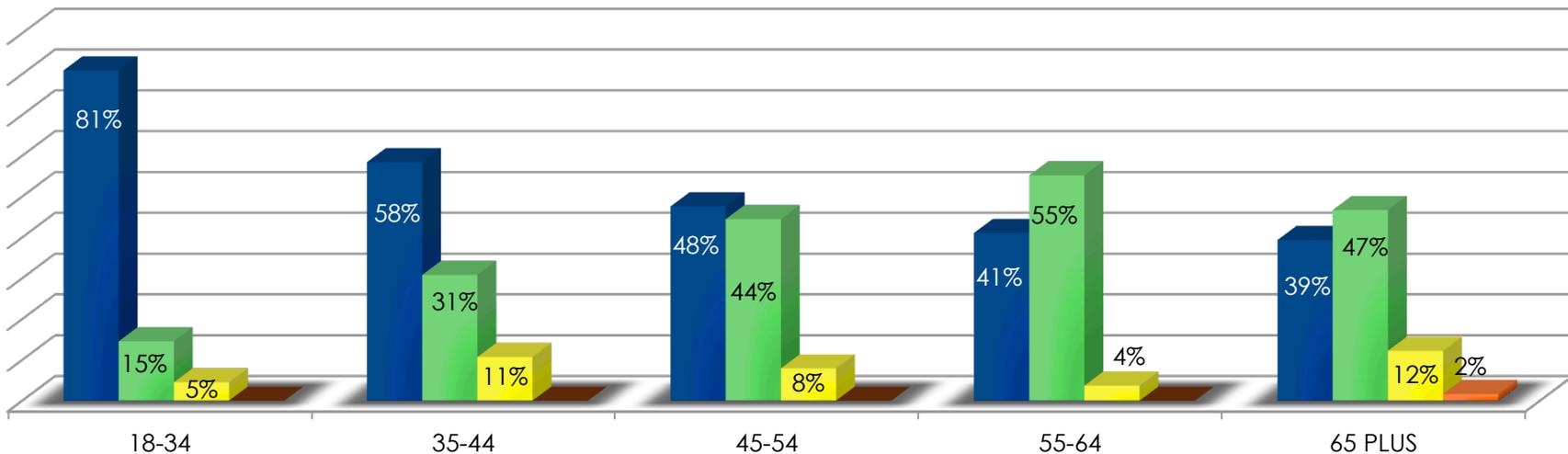
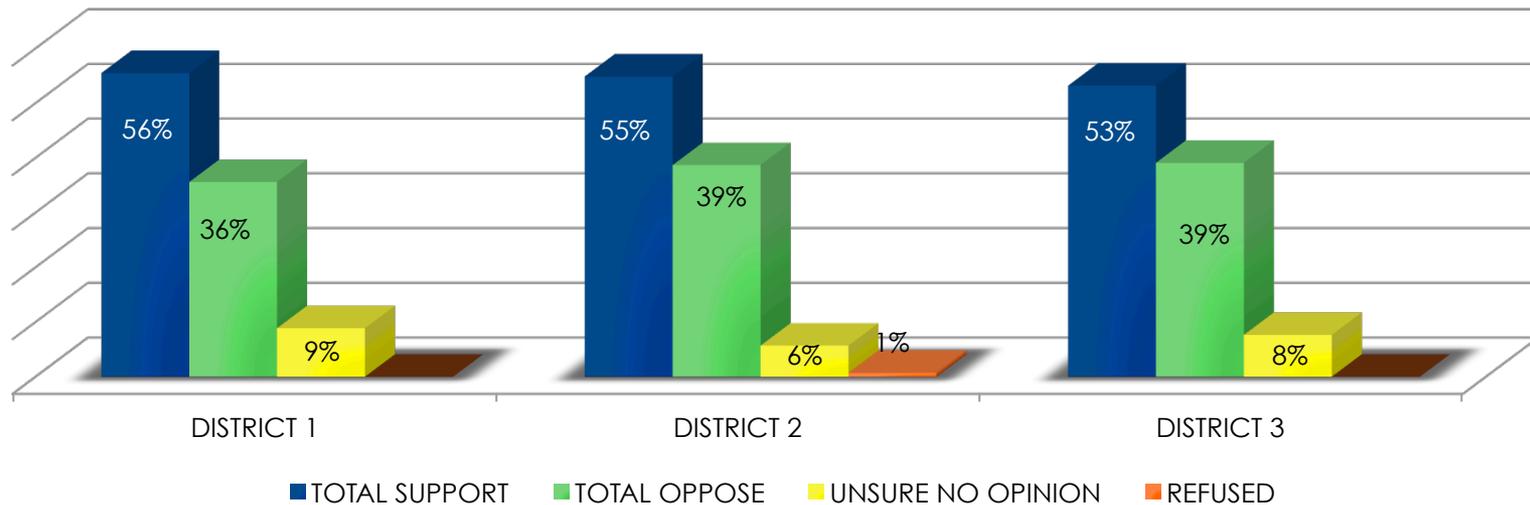


- TOTAL SUPPORT
- TOTAL OPPOSE
- UNSURE NO OPINION
- REFUSED





Knowing this information, another potential ballot question that has been discussed would raise the county sales tax to fund affordable, workforce residential housing developments AND childcare and early childhood education services in Eagle County. Generally speaking, would you support or oppose a sales tax increase to fund workforce residential housing developments and childcare and early childhood education services in Eagle County?



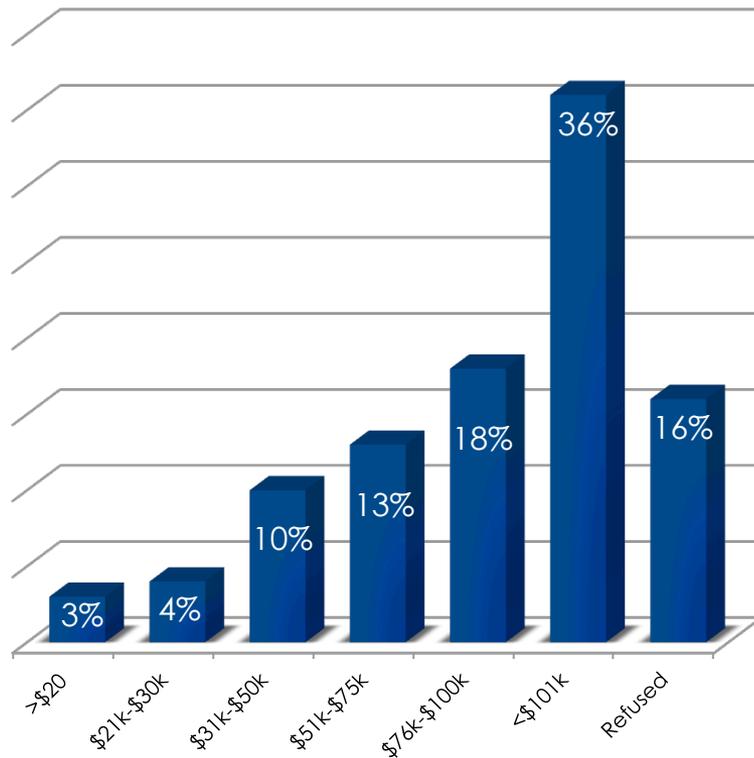
DEMOGRAPHICS

MAGELLAN
STRATEGIES

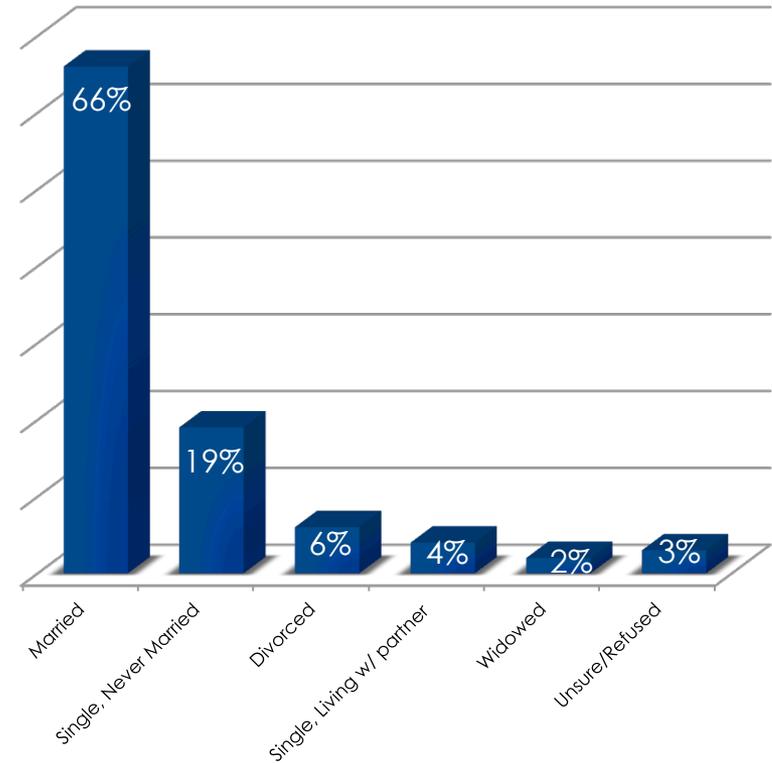


Demographics

Income

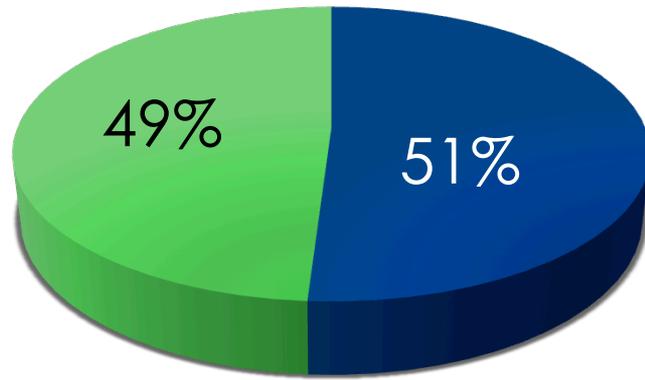


Marital Status

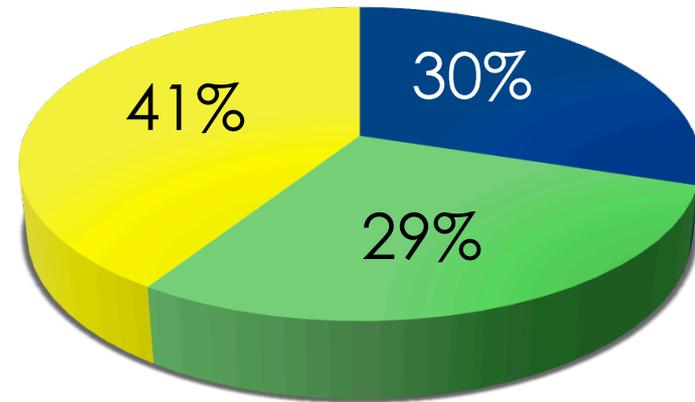




Demographics



■ MALE ■ FEMALE



■ Republican ■ Democrat ■ Unaffiliated

