

City of Avondale Public Opinion Survey

City of Avondale Bond Survey Summary

Submitted by OH Predictive Insights to the City of Avondale, May 2018



Research Methodology

- Survey conducted by OH Predictive Insights from May 16th to May 22nd, 2018
- Utilized an active Avondale likely voter sample
- The sample size was 402 completed surveys
- Margin of Error +/- 4.88%
- 84.8% of surveys were conducted on cell phones and 14.7% via landlines.



Research Objectives

- ★ Test the level of public support for a new, dedicated sales tax for parks in Avondale and variation in support at different tax rates and durations.
- ★ Generally assess the overall satisfaction level of Avondale's likely voters
- ★ Learn how often residents use parks and why
- ★ The main objective is to assess the level of support for a sales tax for parks in Avondale

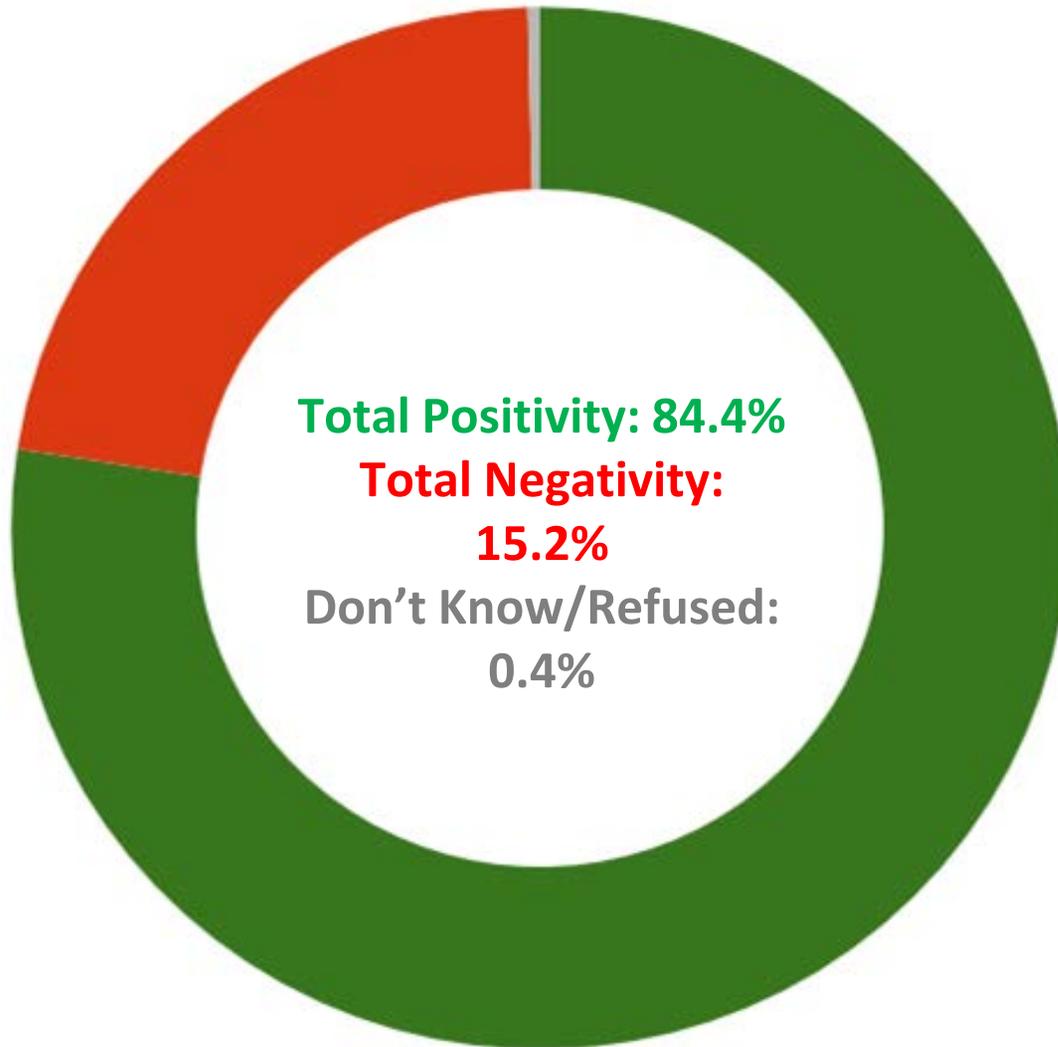


Key Takeaway

People with younger children are the base of support as they go to parks more:

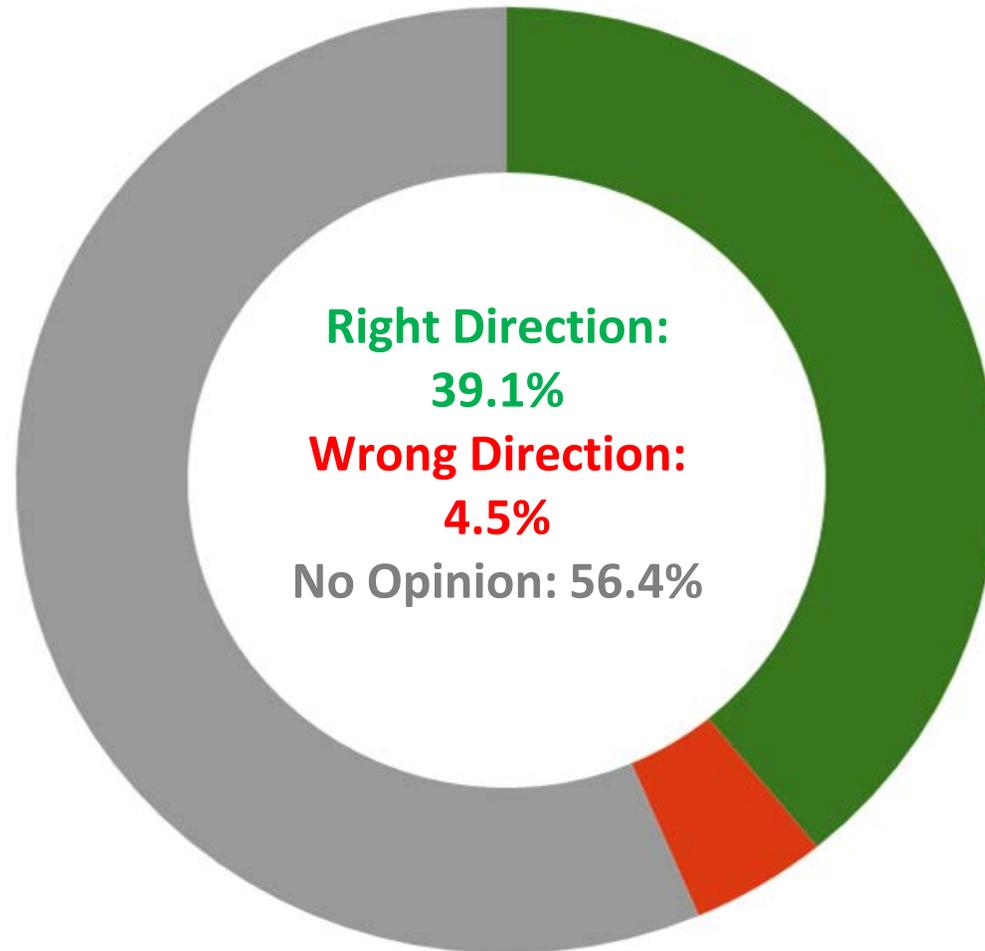
- On the initial ask, people with children under 19 have the largest support for raising taxes to pay for the parks (57%)
- Half of them use the parks for the playgrounds (50%)
- About two thirds of respondents with a child under 19 living at home go to a park at least once a week (63%), as opposed to about 30% in that category among the rest
- Increasing public safety programs is the top priority for those with children (45%), compared to only 3 in 10 support among the rest (30%) in that category

Thoughts About Living in Avondale



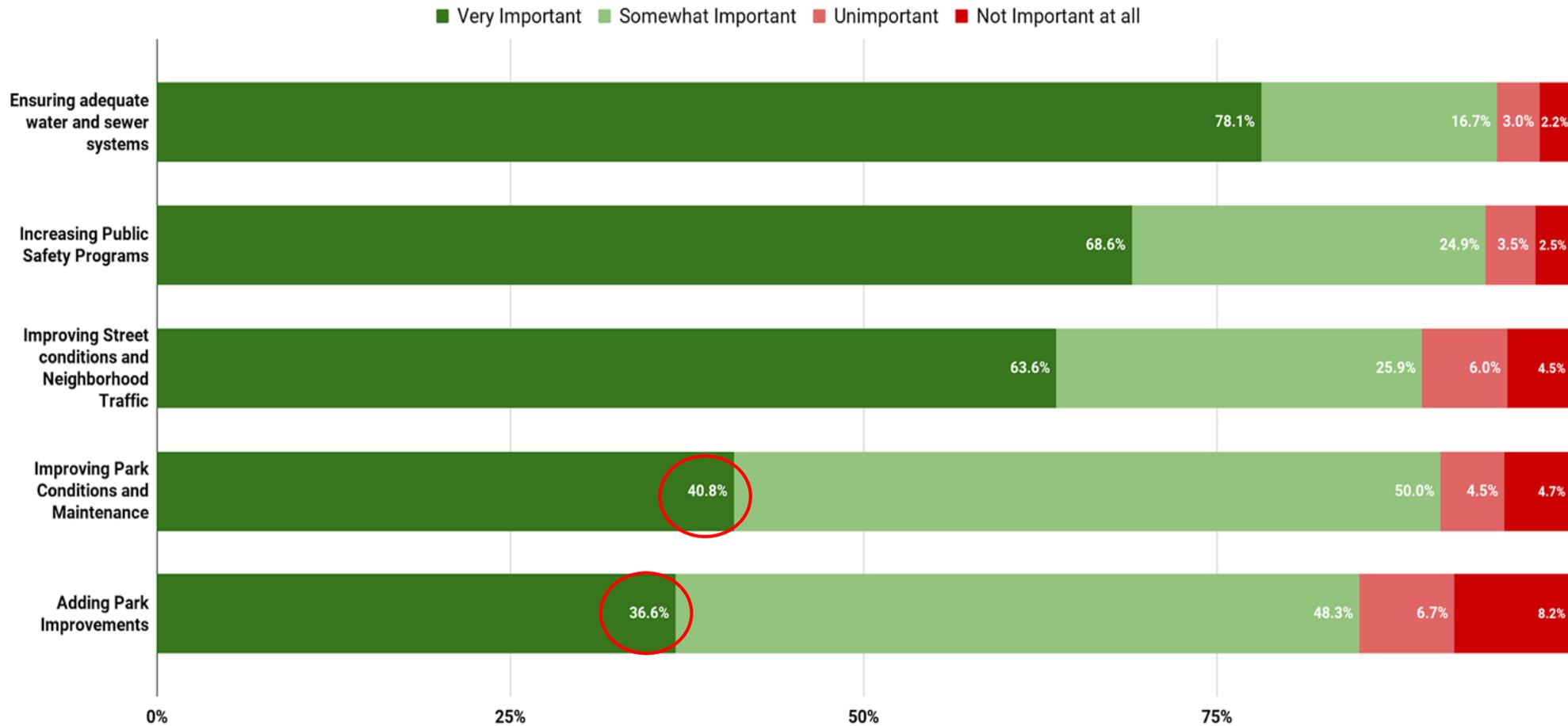
★ Feelings overall about living in Avondale are very positive

Avondale City Government is Headed in the Right Direction



Q) How would you rate Avondale CITY Government? n=402

Voter Opinion on Importance of Proposals

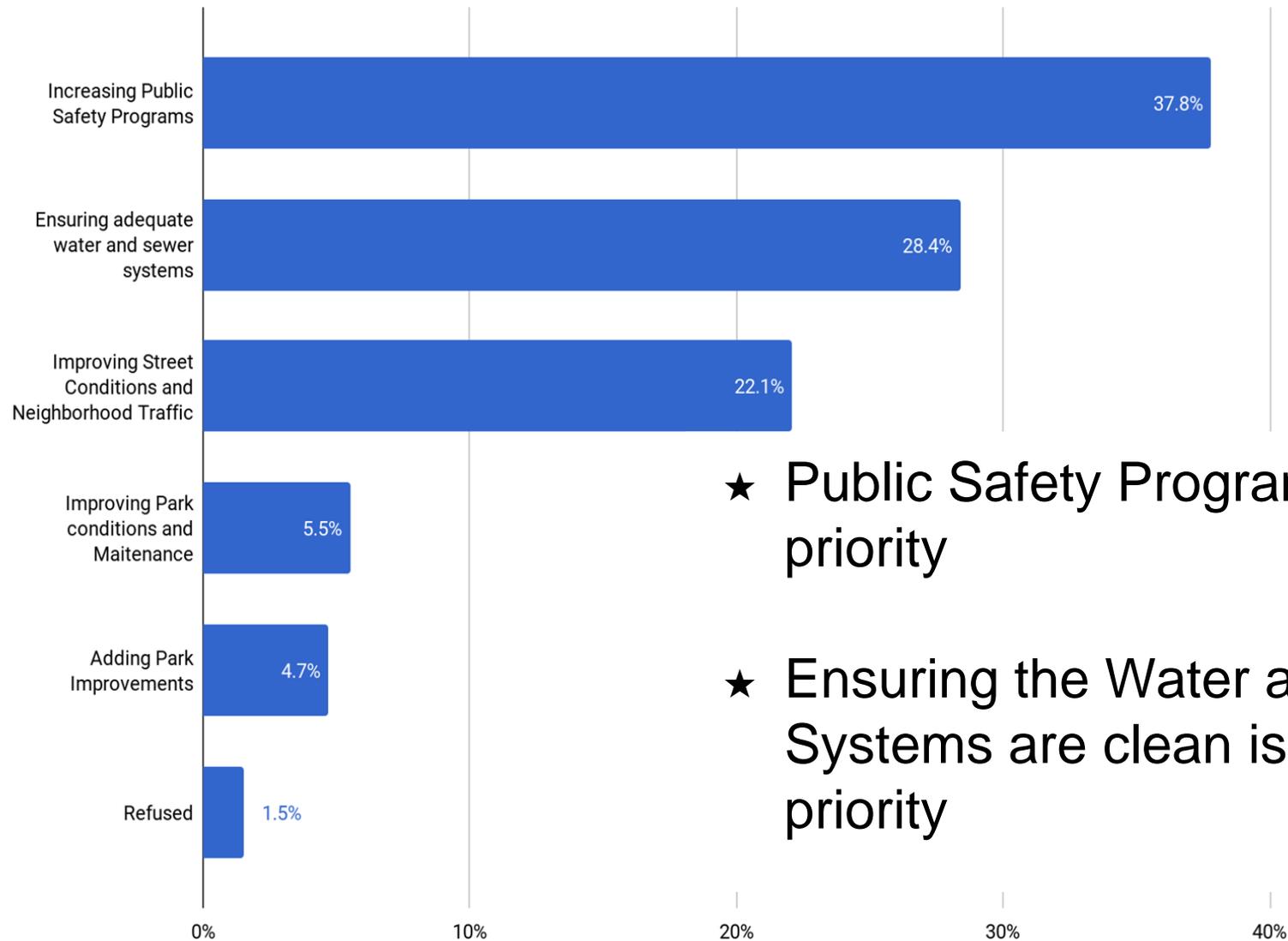


- ★ Adequate Water & Sewer Systems, Public Safety, and Traffic are top priorities
- ★ Park maintenance is seen as more important than Park Improvements

Most Important Issue



Local Issues That Should be Addressed First

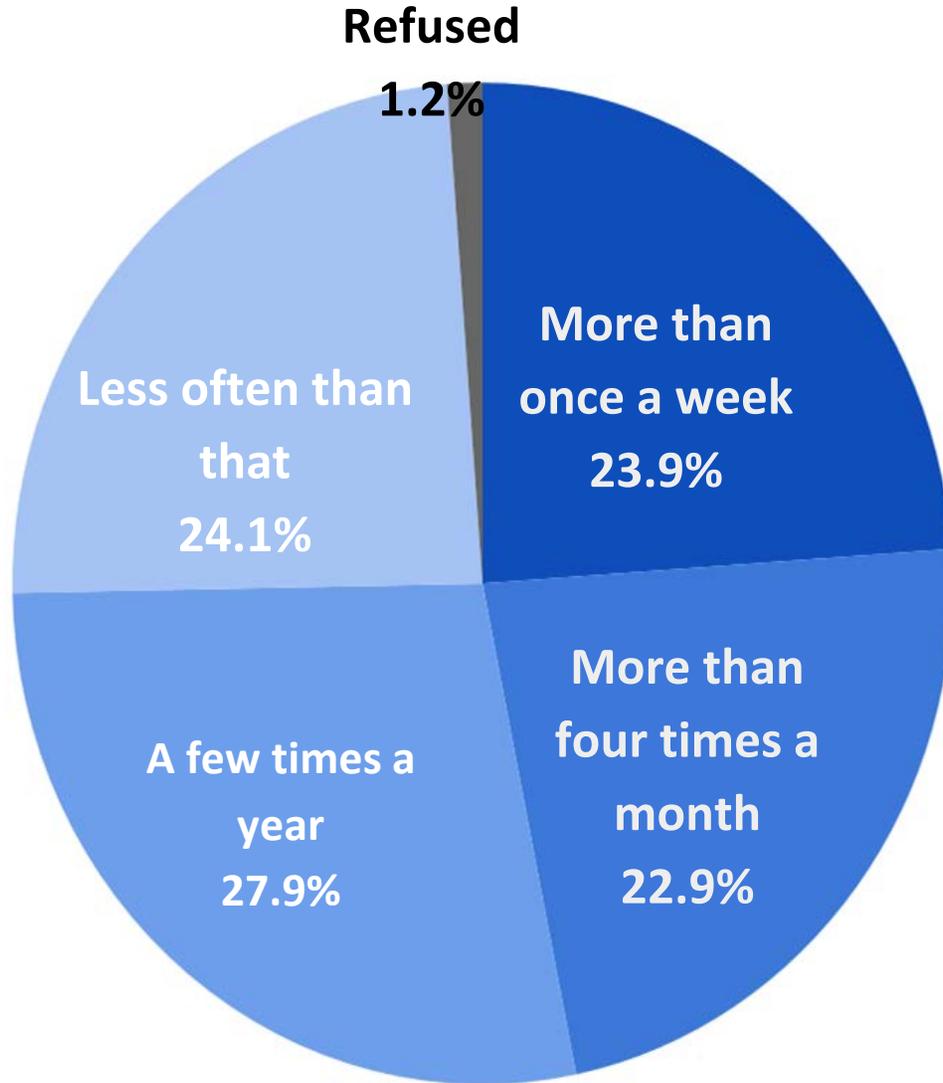


★ Public Safety Programs are a top priority

★ Ensuring the Water and Sewer Systems are clean is a very high priority

Q) There are many issues in Avondale that need to be addressed. In your opinion which of these local issues is the most important for the City to do first: Improving Street Conditions and Neighborhood Traffic; Increasing Public Safety Programs, like adding police and fire personnel; Improving Park conditions and maintenance, like better grass conditions, cleaner bathrooms, and tree trimming; Adding Park improvements, like playground equipment, more sports fields and possibly a swimming pool; Ensuring adequate water and sewer systems? n= 402

Frequency of Visiting Avondale Parks



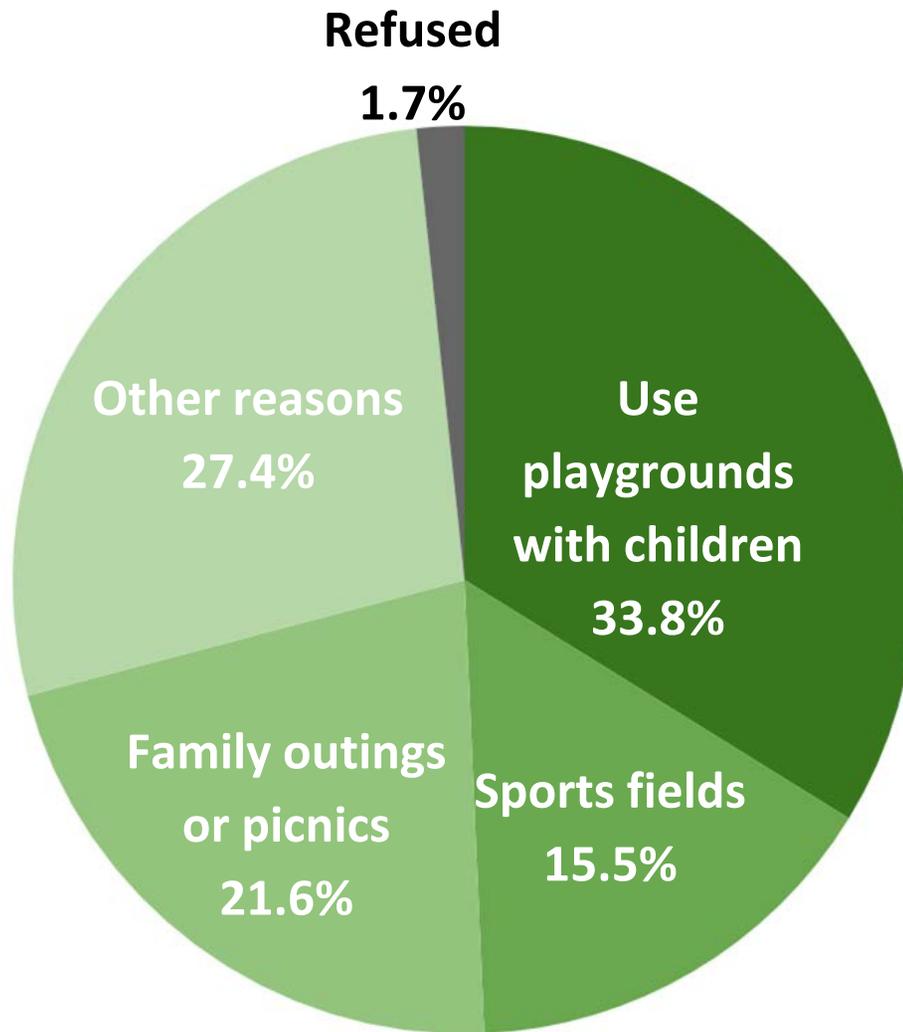
- ★ Younger people are more likely to visit a park frequently, and the 55-64 age range does not visit often
- ★ The largest split is those with a child under the age of 19 at home (63% at least once a week) against the rest of the respondents (30%)

Most Frequently Visited Parks



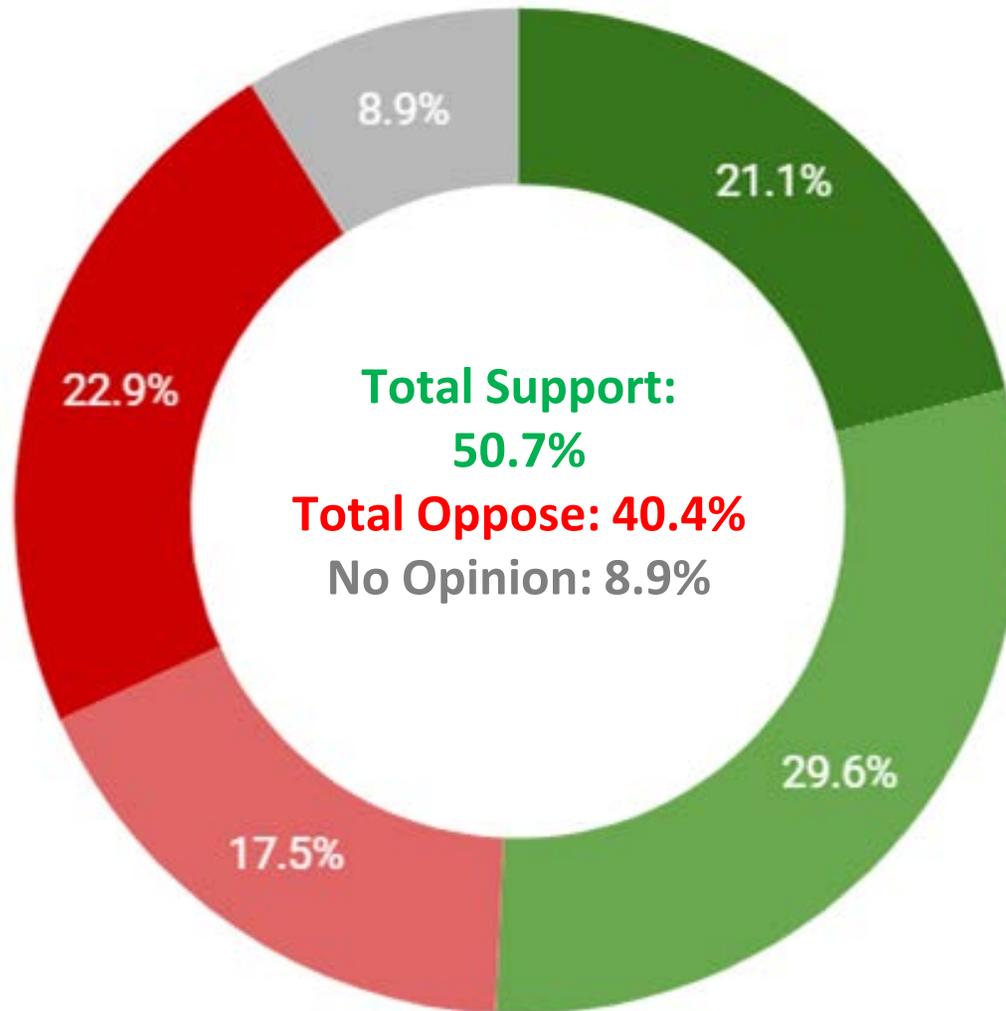
Q) Which Park do you visit most often? n=299

Why Avondale Parks are Visited

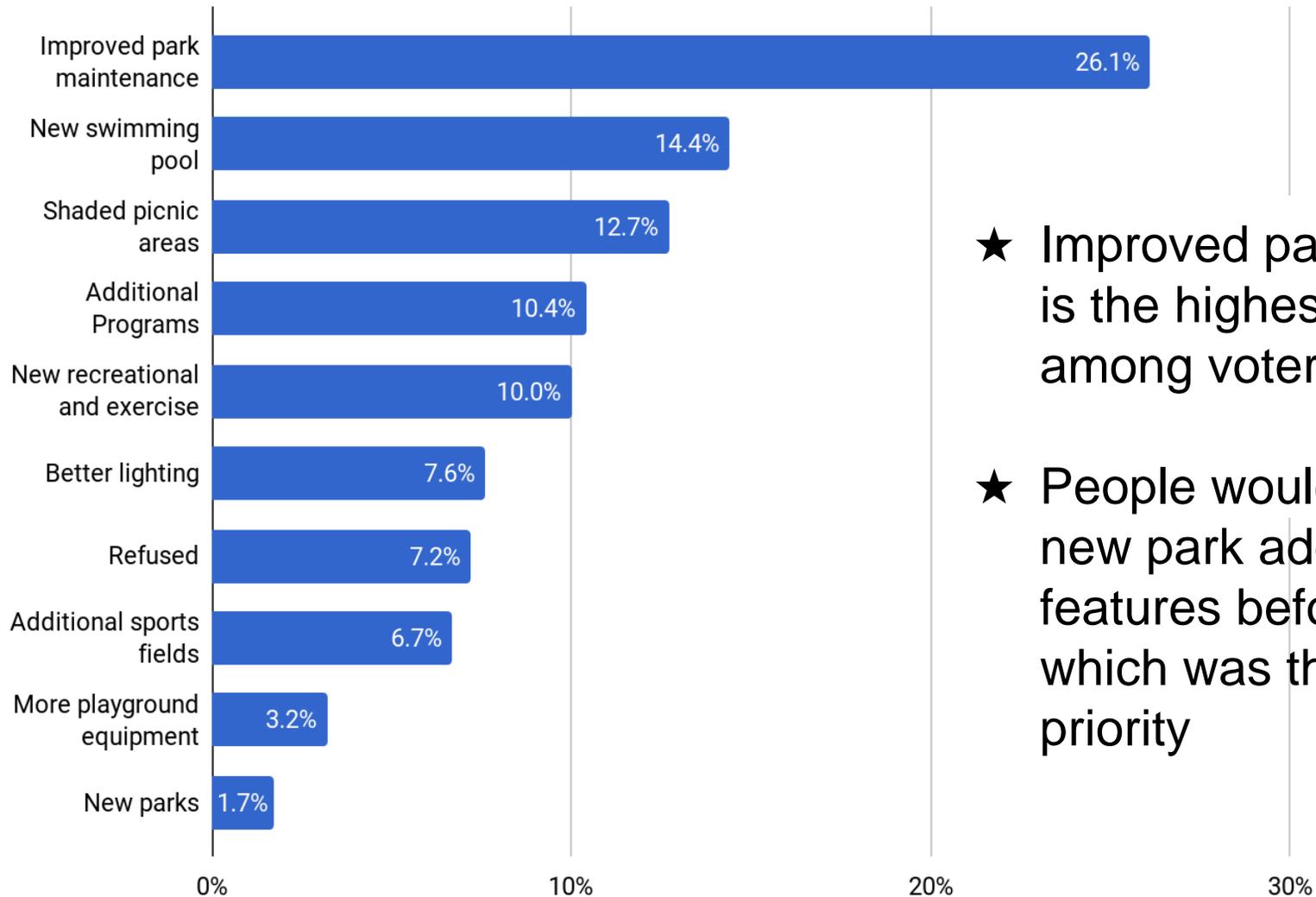


★ A plurality go to the park to use the playgrounds, especially among those younger than 45 in intensity

Sales Tax Increase to Improve Avondale Parks



Most Important Improvements to Avondale's Parks Over the Next Few Years

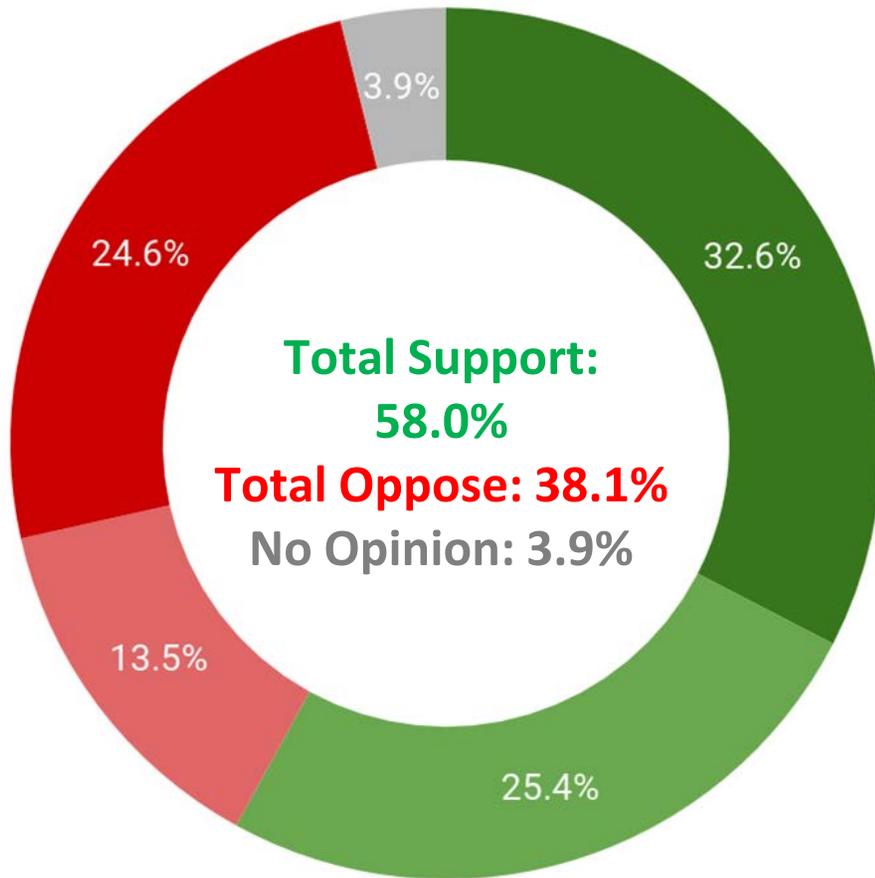


★ Improved park maintenance is the highest single priority among voters

★ People would like to see new park additions and features before new parks, which was the lowest priority

Q) Which of the following park issues do you think is most important to improving Avondale's parks over the next few years: Improved park maintenance, like better better grass conditions, cleaner bathrooms, tree trimming, trash and litter pick-up; Additional sports fields; New swimming pool; New recreational and exercise trails; Better lighting; Shaded picnic areas; New parks; Additional Programs like sports leagues, classes, etc. n=373

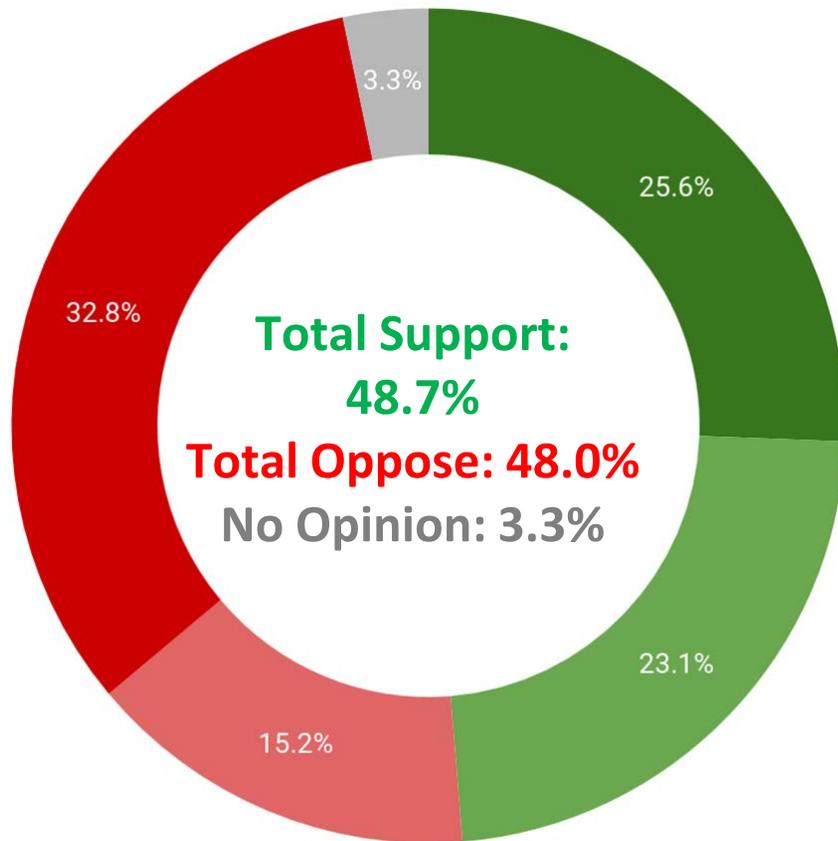
Tax Increase by .10%



- ★ Support increases when voters hear the 0.10% increase
- ★ There is significant hardened opposition

Q) The City of Avondale is considering increasing its sales tax rate by 0.10%, or 10 cents on a \$100 dollar purchase to pay for improved maintenance in the City parks. Do you support or oppose this tax increase to pay for better park maintenance such as better grass conditions, additional litter and trash pick-up and removal, cleaner bathrooms, repairing broken playground equipment, fixing broken sidewalks, and other general maintenance improvements? Is that strongly (support/oppose) or somewhat (support/oppose) increasing the tax? n=402

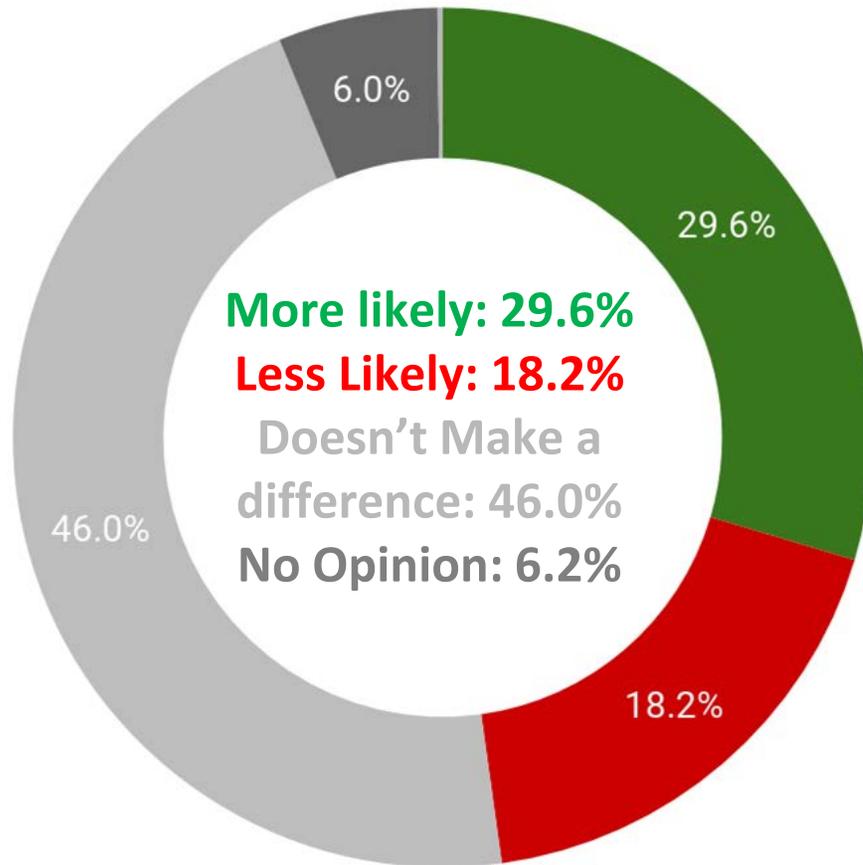
Tax Increase by .25%



- ★ This proposal only hits 50% with a couple of subgroups, but does get a majority among those with kids, whether living at home or not (52%), but lower support among those without children (41%), meaning that it is a tougher uphill battle
- ★ Support drops for the 0.25% increase and hard opposition increases

Q) The City of Avondale is considering increasing its sales tax rate by 0.25%, or 25 cents on a \$100 dollar purchase to pay for better park maintenance (as we just listed) AND adding new park improvements such as Additional sports fields, More playground equipment, New swimming pool, New recreational and exercise trails, Better lighting. Shaded picnic areas, New parks, Additional Programs like sports leagues, classes, etc. Do you support or oppose this tax increase to pay for improved park maintenance, AND adding park improvement? Is that strongly (support/oppose) or somewhat (support/oppose) increasing the tax. n=402

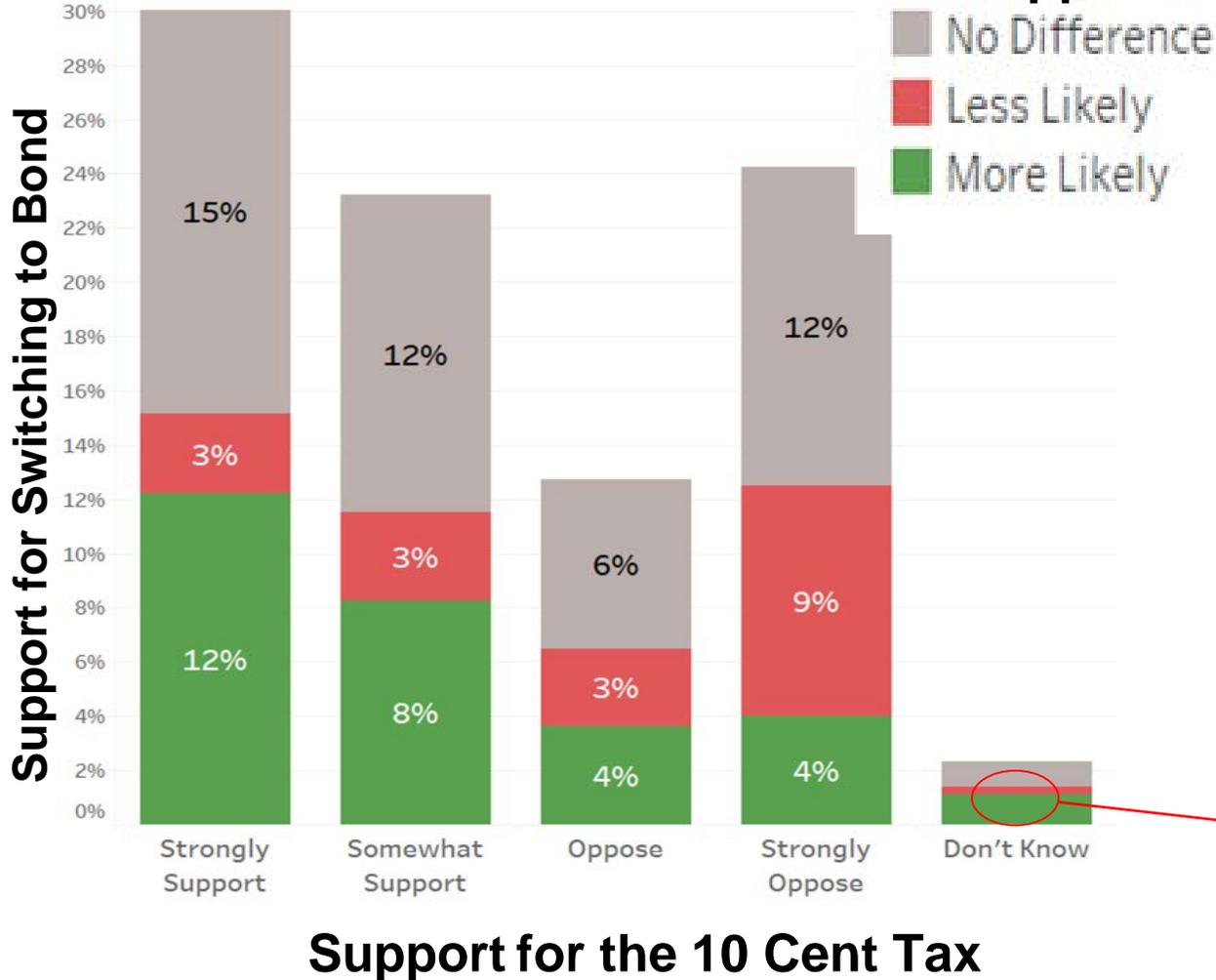
Bond Proposal



★ Most don't change their view if bonds are used to build projects

Support For Bond At 10 Cent Increase

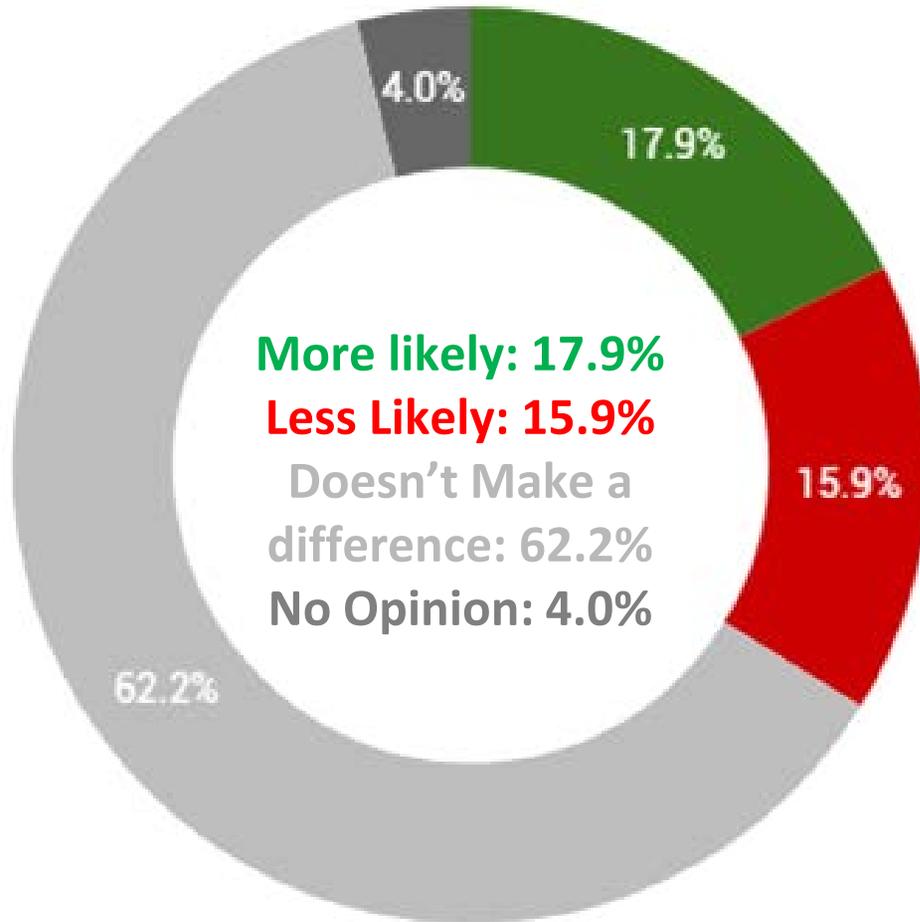
Bond Support Key



★ Issuing bonds to accelerate projects is a good way to shore up support among those that are already backing the measure without any real penalty to the topline

Among the 4% that are undecided on the 10 cent tax, this change could move a large number of them (40%), potentially getting near 60% support for the tax overall

Limiting Length of Park Sales Tax



★ This measure did not make a difference among most groups

Q) The City is considering ending the proposed park sales tax after 20 years. Would ending the tax after 20 years make you more likely to support the ballot question, less likely to support the ballot question, or it doesn't make a difference?
n=402

Conclusions

- People with children under 19 make up the core of support for improving park conditions and voting for the measures
 - This group uses the parks most frequently, usually so that their kids can use the playgrounds
- Improving public safety programs is broadly popular, and seen as a higher priority for people with younger children living at home.
- Total support for the 10-cent tax exceeds 50%, while the 25-cent tax does not reach 50%
- Issuing bonds hardens some strongly opposed, but it is positive among supporters and the soft opposed

About OH Predictive Insights

With OH Partners marketing and creative services, coupled with OH Strategic Communications unparalleled messaging and strategic planning expertise, OH Predictive Insights provides accurate public opinion surveys, focus groups, corporate culture research and advanced targeted marketing. Chief Pollster and Managing Partner, Mike Noble, brings his nationally recognized survey methodology and services to OH Predictive Insights providing clients with tools to solve their most challenging problems. With leading professionals in the advertising, communication, polling and political arenas, OH Predictive Insights services clients from all different industries who are looking to improve their footing on key stakeholders and consumers.

For more information visit www.OHpredictive.com to learn more.



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**“On Behalf of OH Predictive
Insights, Thank You for this
Opportunity”** - Mike Noble,
Chief Pollster & Managing Partner

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