



CROOK COUNTY BALLOT MEASURE SURVEY
220-49772-WT
N=671
MARGIN OF SAMPLING ERROR ±5.7% (95% CONFIDENCE INTERVAL)
A/B SPLITS

Hello, I'm _____ from _____, a public opinion research company. We are not telemarketers trying to sell you anything, and we will not ask for a donation of any type. We're conducting a public opinion survey about important issues in Crook County and you have been selected to share your opinion. May I speak to _____? **(MUST SPEAK TO VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED; OTHERWISE, TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

- Yes, cell and can talk safely-----32%
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell, but own one-----51%
- No, not on cell and do not own one -----16%
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. Overall, would you say things in Crook County are generally headed in the right direction, or do you feel that they are pretty seriously on the wrong track?

- Right direction-----58%
- Wrong track -----21%
- (DON'T READ) DK/NA -----22%**

2. Next, I'm going to read you a short list of public institutions in the region. For each one you have heard of, please tell me whether you approve or disapprove of the job each is doing. **(IF APPROVE/ DISAPPROVE, ASK:) "Is that strongly APPROVE/ DISAPPROVE or just somewhat?"**

	<u>STR</u> <u>APPRV</u>	<u>SMWT</u> <u>APPRV</u>	<u>SMWT</u> <u>DISAP</u>	<u>STR</u> <u>DISAP</u>	<u>(DK/</u> <u>NA)</u>	<u>TOTAL</u> <u>APPRV</u>	<u>TOTAL</u> <u>DISAP</u>
a. Crook County government-----	21%	49%	17%	5%	8%	70%	22%
b. City of Prineville government-----	18%	46%	15%	8%	13%	64%	23%
c. Crook County Parks and Recreation District -----	36%	41%	9%	4%	10%	77%	13%

3. As you may know, the Crook County Parks and Recreation District owns and manages 13 parks, which includes eight sports fields, trail systems, two campgrounds, the Prineville pool, and provides recreational programs and classes. Some people have proposed expanding the services of the District beyond its current boundaries which were established in 1990 in order to encompass new development such as the data centers and the majority of the populated areas of the County. The new boundaries could be similar to the current Fire District boundaries. Does this sound like something you would support or oppose? **(IF SUPPORT/OPPOSE, ASK:)** “Is that strongly or just somewhat **SUPPORT/OPPOSE**)?”

TOTAL SUPPORT -----66%
 Strongly support -----28 %
 Somewhat support -----38 %

TOTAL OPPOSE -----22%
 Somewhat oppose-----10 %
 Strongly oppose -----12 %

(DON'T READ) DK/NA -----12%

NOW I WOULD LIKE TO ASK YOU ABOUT A MEASURE THAT COULD APPEAR ON AN UPCOMING BALLOT.

4. It may read as follows:

“BONDS TO REPLACE COMMUNITY POOL; INCREASE SAFETY, ENERGY, WATER EFFICIENCY. Shall the Prineville pool be replaced with covered, indoor, year-round pools, outdoor pool; issue general obligation bonds not exceeding 28 million dollars; require citizens oversight? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11-b, Article 11 of the Oregon Constitution.”

If the election were held today, would you vote yes in favor of this measure, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED/DK/NA, ASK:)** “Well, do you lean towards voting yes or no?”

TOTAL YES-----54%
 Definitely yes-----32 %
 Probably yes-----16 %
 Undecided, lean yes ----- 6 %

TOTAL NO -----41%
 Undecided, lean no ----- 1 %
 Probably no -----10 %
 Definitely no-----30 %

(DON'T READ) DK/NA ----- 5%

(ASK ONLY IF YES/NO – CODES 1-6 – IN Q4)

5. In a few words of your own, why would you vote **YES/NO** on this ballot measure? **(OPEN END, RECORD VERBATIM RESPONSE BELOW)**

a. Yes, N=362:

Year-round recreation/indoor pool -----	31 %
Good/safe place for kids, elderly and general population -----	21 %
Good for the community/beneficial -----	19 %
Outdated/needs updated/new -----	15 %
Needed -----	14 %
Fitness/wellness/activity -----	11 %
Mixed feelings -----	5 %
General approve -----	4 %
Need more information-----	4 %
Would pay for itself-----	1 %
Other-----	0 %
Don't know-----	0 %
Nothing-----	0 %
Refused-----	1 %

b. No, N=276:

Don't raise property taxes/taxes too high -----	48 %
Too expensive/wasteful spending-----	18 %
Indoor pool not needed/update old pool -----	9 %
I don't use it/wouldn't use it -----	7 %
More pressing issues-----	7 %
Needs more information -----	4 %
General disapprove-----	3 %
Funding through donations of product and time -----	3 %
Inappropriate role for government -----	3 %
Financial burden on the community-----	2 %
Mixed feelings -----	2 %
Taken advantage of -----	0 %
Other-----	4 %
Don't know-----	0 %
Refused-----	0 %

(RESUME ASKING ALL RESPONDENTS)

6. Let me tell you a bit more about the measure. As you may know, the Prineville Pool is an outdoor pool open three months per year for members of the community. However, it is now 64 years old and too small for the community, and requires significant spending each year for maintenance, repairs and safety. This measure would provide up to 28 million dollars to fund a new, indoor warm-water pool that would be available to the community throughout the year including features that improve accessibility for seniors and people with disabilities; as well as a new competition pool that provides space for swim lessons and training; and a new outdoor pool with a slide.

Having heard this, if the election were held today, do you think you would vote “Yes” in favor of this measure, or “No” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”)**
(IF UNDECIDED, DK/NA, ASK: “What are you leaning towards, voting YES, or voting NO?”)

TOTAL YES -----	58%
Definitely yes-----	40%
Probably yes-----	14%
Undecided, lean yes-----	5%
 TOTAL NO -----	 38%
Undecided, lean no-----	2%
Probably no-----	7%
Definitely no-----	29%
 (DON'T READ) DK/NA -----	 3%

7. The final structure of this measure has not been decided. I'm going to read you three options for replacing the existing outdated pool, and I'd like you to tell me which would be your first choice. **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

A year-round, indoor, warm-water pool for recreation and therapy and a cooler indoor pool for competition, as well as an outdoor pool with water slide, which would cost 28 million dollars overall, or 8 dollars and 70 cents per month for the average homeowner-----37%

OR

A year-round, indoor, warm-water pool for recreation and therapy and a cooler indoor pool for competition with no outdoor pool, which would cost 24 million dollars overall, or 7 dollars and 30 cents per month for the average homeowner -----25%

OR

An outdoor pool, open three months per year, which would cost 9 million dollars overall, or 2 dollars and 77 cents per month for the average homeowner-----13%

(DON'T READ)

(ALL) ----- 0%

(NONE)-----20%

(DON'T KNOW/NA)-----5%

MY NEXT QUESTIONS DEAL WITH OTHER ISSUES FACING CROOK COUNTY.

8. I'd like to read you some problems facing Crook County that people have mentioned. For each one I read, please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or a not too serious problem in Crook County. **(RANDOMIZE)**

	<u>EXT</u> <u>SER</u> <u>PROB</u>	<u>VERY</u> <u>SER</u> <u>PROB</u>	<u>SMWT</u> <u>SER</u> <u>PROB</u>	<u>NOT</u> <u>TOO SER</u> <u>PROB</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
<input type="checkbox"/> a. The condition of the Prineville Pool -----	27%	24%	20%	16%	12%	52%

(SPLIT SAMPLE A ONLY)

<input type="checkbox"/> b. A lack of activities for young people -----	22%	23%	25%	21%	8%	46%
<input type="checkbox"/> c. Homelessness -----	15%	24%	37%	18%	6%	39%
<input type="checkbox"/> d. Waste and inefficiency in local government -----	15%	17%	32%	21%	15%	32%
<input type="checkbox"/> e. The quality of public education -----	18%	21%	24%	22%	14%	39%
<input type="checkbox"/> f. The cost of healthcare -----	37%	24%	24%	9%	5%	62%

(SPLIT SAMPLE B ONLY)

<input type="checkbox"/> g. A lack of activities for senior wellness -----	14%	20%	35%	18%	12%	35%
<input type="checkbox"/> h. The cost of housing -----	33%	34%	20%	10%	4%	66%
<input type="checkbox"/> i. The amount you pay in local taxes -----	15%	16%	36%	31%	3%	31%
<input type="checkbox"/> j. Public safety in local parks -----	13%	20%	29%	32%	5%	33%
<input type="checkbox"/> k. Jobs and the economy -----	22%	34%	29%	15%	1%	55%

(RESUME ASKING ALL RESPONDENTS)

MY NEXT QUESTIONS HAVE TO DO WITH THE PRINEVILLE POOL.

9. Do you use the Prineville Pool?

Yes ----- 20%
 No ----- 80%
(DON'T READ) DK/NA/Refused ----- 0%

(ASK IF CODE 2 OR 3 IN Q9)

10. Do you ever travel to a neighboring community such as Redmond, Bend or Madras to use a pool?
(IF YES, ASK: "Would you say you travel about once a year, or more often?")

TOTAL YES-----24%
 Yes, more than once a year ----- 15%
 Yes, about once a year----- 9%

 No ----- 76%
(DON'T READ) DK/NA/Refused ----- 0%

(ASK IF CODE 2 OR 3 IN Q9)

11. Would you be more likely to use the Prineville Pool if the facilities were upgraded so that the pool was indoors and open year-round, and the programs offered were enhanced to serve a broad range of community members, or would it make no difference? **(IF MORE LIKELY, ASK: "Would you be much more likely or just somewhat?")**

TOTAL MORE LIKELY-----52%
 Much more likely ----- 37%
 Somewhat more likely ----- 16%

 No difference ----- 47%
(DON'T READ) DK/NA/Refused ----- 1%

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE BALLOT MEASURE I MENTIONED EARLIER TO REPLACE THE COMMUNITY POOL.

12. I'm going to read you some projects and services that could be funded by this ballot measure or elements that could be included. For each item I read, please tell me how important the project or service is to you personally: is it extremely important, very important, somewhat important, or not important? **(RANDOMIZE)**

	<u>EXT</u> <u>IMPT</u>	<u>VERY</u> <u>IMPT</u>	<u>SMWT</u> <u>IMPT</u>	<u>NOT</u> <u>IMPT</u>	<u>(DK/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
[]a. Replacing and upgrading the aging and deteriorating pool-----	29%	25%	17%	26%	2%	54%
[]b. Building a new community pool-----	29%	23%	20%	27%	2%	51%

(SPLIT SAMPLE A ONLY)

[]c. Providing space to increase the number of classes and activities available at the pool -----	18%	24%	27%	27%	3%	42%
[]d. Improving pool safety -----	26%	29%	24%	14%	6%	56%
[]e. Providing space for water aerobics and exercise classes -----	21%	22%	28%	27%	2%	43%
[]f. Building a pool that can be open year-round -----	30%	25%	15%	29%	2%	54%
[]g. Requiring citizens oversight -----	27%	27%	25%	12%	10%	54%
[]h. Improving energy efficiency -----	33%	36%	15%	14%	3%	69%
[]i. Providing space so that every child in Crook County can take swim lessons-----	27%	26%	24%	21%	2%	53%

(SPLIT SAMPLE B ONLY)

[]j. Providing a zero-entry pool that is easy for toddlers, seniors and people with injuries to enter -----	24%	32%	23%	18%	2%	57%
[]k. Providing a lap pool with a deep end for diving-----	12%	25%	24%	36%	3%	37%
[]l. Providing a lazy river, or shallow pool that flows like a river -----	4%	8%	21%	61%	6%	12%
[]m. Providing a slide-----	5%	11%	33%	49%	2%	16%
[]n. Leveraging tax dollars with private donations and grants-----	30%	28%	23%	13%	5%	59%
[]o. Building an indoor pool -----	29%	29%	16%	24%	2%	58%
[]p. Improving water conservation-----	23%	33%	30%	13%	2%	56%
[]q. Providing a space for competitive, year-round school swim teams to practice and compete -----	17%	29%	25%	27%	1%	46%
[]r. Providing space for senior exercise programs-----	21%	33%	24%	18%	4%	54%

(RESUME ASKING ALL RESPONDENTS)

NEXT, I WOULD LIKE TO READ YOU SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THE MEASURE TO REPLACE THE COMMUNITY POOL WITH TWO YEAR-ROUND, INDOOR POOLS AND ONE OUTDOOR POOL BY ISSUING 28 MILLION DOLLARS IN BONDS.

13. Next, here are some statements from people who support the measure we have been discussing. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote “yes” on the measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
[]a. (COST OF LIVING) A high-quality local pool provides an affordable place for recreation close to home. As the cost of living increases, it is more important than ever to invest in keeping places to exercise and play available to all. We can’t all afford to visit resorts or drive all the way to Madras or Bend or Redmond to swim. -----	39%	27%	24%	7%	2%	66%
[]b. (ACCOUNTABILITY) This measure sets firm standards for accountability and taxpayer protection. It requires annual audits and that money be spent according to a specific plan that voters can read before the election.-----	33%	33%	20%	10%	4%	66%
[]c. (AGING) Our pool was built in 1954 and has been a much-used resource by our community for the past 64 years. However, because it is outside, it can only be used three months each year. Our community’s needs have grown and the pool has undergone wear and tear. This measure will replace, upgrade and expand our pool so that it can be used year-round and meet our community’s needs.-----	48%	26%	19%	4%	3%	74%

(SPLIT SAMPLE A ONLY)

[]d. (HEALTH) Healthcare costs are high and growing – and recreation can help. Swimming is an especially healthy form of exercise for seniors, children and people with disabilities or injuries. This measure will help us improve health outcomes and save money on treatment and medications down the road.-----	32%	30%	23%	12%	3%	63%
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	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
(SPLIT SAMPLE A CONTINUED)						
[]e. (CURRENT POOL) The current pool in Prineville is small and outdated. It is often crowded, and requires thousands of dollars in basic repairs and maintenance each year to keep it open. This measure would invest in a modern, spacious facility that can meet the needs of our community's seniors, youth and adults for years to come. -----	45%	29%	19%	5%	2%	74%
[]f. (BUSINESS) Our high quality of life is a key reason why businesses come here and families choose to settle in Crook County. Investing in a clean, safe indoor pool for year-round use will help us support our local economy. -----	27%	30%	23%	15%	5%	57%
(SPLIT SAMPLE B ONLY)						
[]g. (YOUTH) Swimming is an important life skill. Many children learn to swim through the programs offered at Prineville Pool. This measure would provide a pool where local schools could host physical education classes and swim teams, and the recreation department could host lessons so that every child in Crook County learns to swim. -----	50%	25%	18%	5%	1%	75%
[]h. (LONG RUN) The longer we wait to replace our community's pool, the more it will cost us in the long run. By making the investment to take care of our pool today, we can avoid more costly problems in future years. -----	40%	31%	16%	12%	1%	71%
[]i. (EFFICIENCY) This measure would provide a new pool that meets the latest energy efficiency and water conservation standards. Additionally, these investments will actually save taxpayer money in the long term, by consuming less electricity and water. -----	31%	32%	20%	16%	2%	63%

(RESUME ASKING ALL RESPONDENTS)

14. And now that you have heard more about it, let me ask you again about the measure you heard earlier to replace the community pool by issuing up to 28 million dollars in general obligation bonds. Would you vote yes in favor of this measure, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED/DK/NA, ASK:)** Well, do you lean towards voting yes or no?

TOTAL YES-----**59%**
 Definitely yes-----39%
 Probably yes-----15%
 Undecided, lean yes-----5%

TOTAL NO-----**37%**
 Undecided, lean no-----2%
 Probably no-----9%
 Definitely no-----27%

(DON'T READ) DK/NA-----4%

15. Next, here are some statements from people who oppose the measure we have been discussing. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote "no" on the measures. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
[]a. (OPERATIONS) This measure only pays for building the pool – it doesn't provide any money for ongoing operations, like funding for lifeguards and swim instructors. If this passes, they will have to come back to voters and raise our taxes <u>again</u> just to keep the pool open. -----	36%	29%	19%	12%	5%	64%

(SPLIT SAMPLE A ONLY)

[]b. (COST OF LIVING) The cost of living is already too high, and this measure will cost the average taxpayer over 104 dollars per year. -----	27%	27%	31%	9%	6%	54%
[]c. (WASTE) The District has enough taxpayer dollars to repair and upgrade the pool if they would just cut waste and mismanagement. Rather than raising our taxes, District officials should tighten their belts and find money in the existing budget. -----	21%	23%	25%	24%	7%	44%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
(SPLIT SAMPLE A CONTINUED)						
[]d. (TOO NICE) Our community has no need for a brand-new, state of the art pool. We simply can't ask taxpayers to foot the bill for an aquatic center designed for the needs of much larger, wealthier communities. -----	22%	18%	29%	25%	5%	41%
(SPLIT SAMPLE B ONLY)						
[]e. (TAXES) Local government keeps asking to raise our taxes, and we just passed bonds to build a new jail and new school. At some point, we must say enough is enough. -----	34%	24%	30%	10%	2%	58%
[]f. (PRIORITIES) Now is not the time to dedicate more taxes to pay for pool upgrades – not when Crook County has so many more urgent needs, like public safety, road repairs, and attracting and retaining local businesses. -----	27%	19%	39%	12%	3%	46%
[]g. (NATURE) This measure just isn't necessary. We are surrounded by beautiful natural lakes, rivers and reservoirs for swimming, as well as other neighboring communities with pools like Redmond, Bend and Madras. -----	19%	14%	53%	13%	2%	33%

(RESUME ASKING ALL RESPONDENTS)

16. Now that you have heard more about it, let me ask you one more time about the measure you heard earlier, which would replace the community pool by issuing up to 28 million dollars in general obligation bonds. Would you vote yes in favor of this measure, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF UNDECIDED/DK/NA, ASK:)** "Well, do you lean towards voting yes or no?"

TOTAL YES -----	56%
Definitely yes-----	37%
Probably yes-----	14%
Undecided, lean yes-----	5%
TOTAL NO -----	40%
Undecided, lean no-----	2%
Probably no-----	8%
Definitely no-----	30%
(DON'T READ) DK/NA -----	4%

**HERE ARE MY FINAL QUESTIONS, AND THEY ARE
JUST FOR CLASSIFICATION PURPOSES.**

17. What was the last level of school you completed?

High school or less -----	27 %
Less than 4 years of College -----	35 %
College graduate (4) -----	21 %
Post graduate work/ Professional school -----	16 %
(REFUSED/NA) -----	2 %

18. Do you own or rent your place of residence?

Own -----	86 %
Rent -----	12 %
(DON'T KNOW/NA) -----	3 %

19. Do you have any school-aged children living at home?

Yes -----	21 %
No -----	76 %
(DON'T KNOW/NA) -----	4 %

THANK AND TERMINATE

SEX: Male-----48 %
 Female-----52 %
 Prefer not to say ----- 0 %

MODE: Phone -----50 %
 Online-----50 %

PARTY REGISTRATION: Democrat-----26 %
 Republican-----52 %
 Non-affiliated/other -----22 %

AGE
 18-29-----4 %
 30-39-----12 %
 40-49-----12 %
 50-54-----7 %
 55-59-----11 %
 60-64-----13 %
 65-74-----27 %
 75 + -----14 %
 Blank-----0 %

CITY
 Prineville-----85 %
 Other-----15 %

FLAGS
 P12-----47 %
 G12-----85 %
 P14-----50 %
 G14-----90 %
 P16-----79 %
 G16-----97 %
 Blank-----0 %

WITHIN CCPRD
 Yes-----65 %
 No-----35 %

CROOK COUNTY FIRE DISTRICT
 Yes-----90 %
 No-----10 %