

2021 Revenue Options Survey

Conducted for:



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RESEARCH METHODS

- ▶ Objective: Develop understanding of voter attitudes & support for additional revenue options
- ▶ Telephone survey:
 - ✓ Primary & general voters. Landline & cell phone
 - ✓ 50/50 female/male split
 - ✓ Data collected April 15 to May 2, 2021
 - ✓ Final sample of 160 interviews
 - ✓ Reliability for sample of 160 is $\pm 7.8\%$

SURVEY FINDINGS

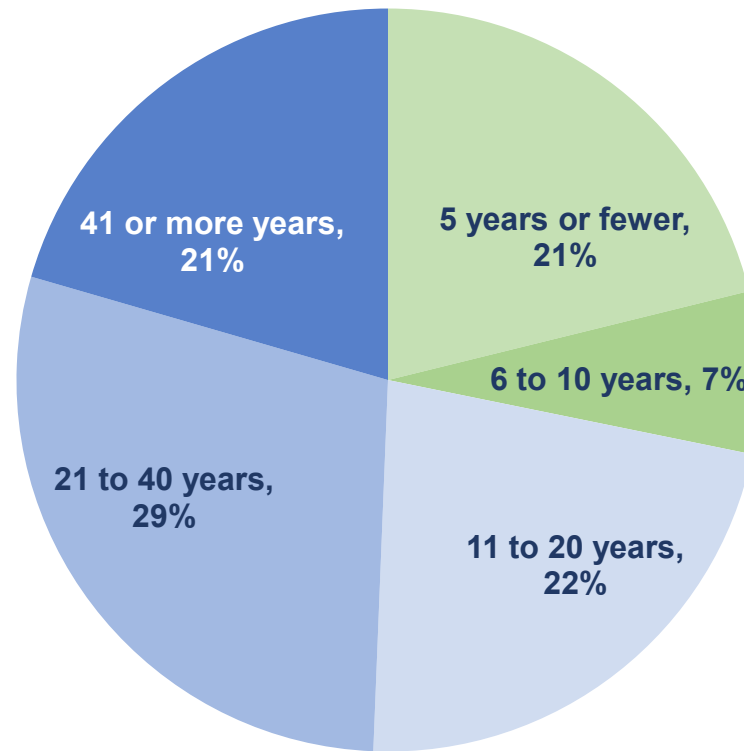
Demographics

Average length of time in area is 24 years

Though many are also relatively new to area: 21% say 5 years or less

Q: How long have you lived in the City of McMinnville?

All voters n=160

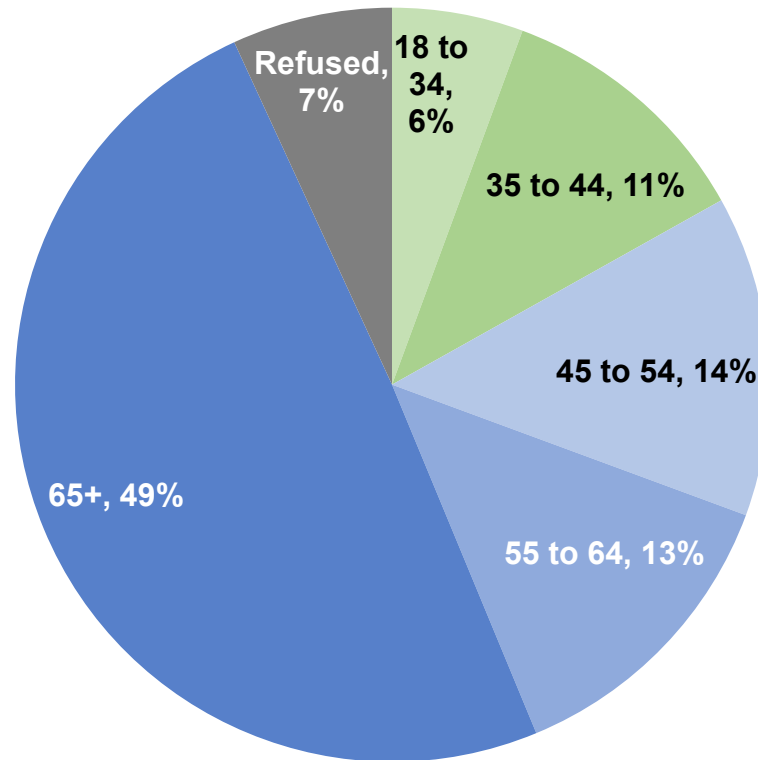


Average of respondents is 63

(Voters skew older than general adult population)

Q: What is your age?

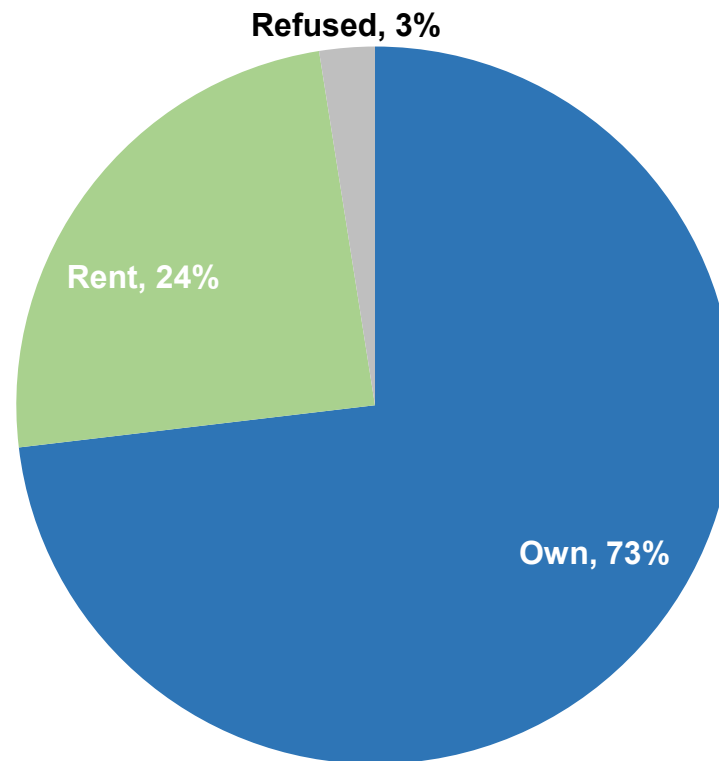
All voters n=160



Seven in ten are homeowners

Q: Do you own or rent your current home?

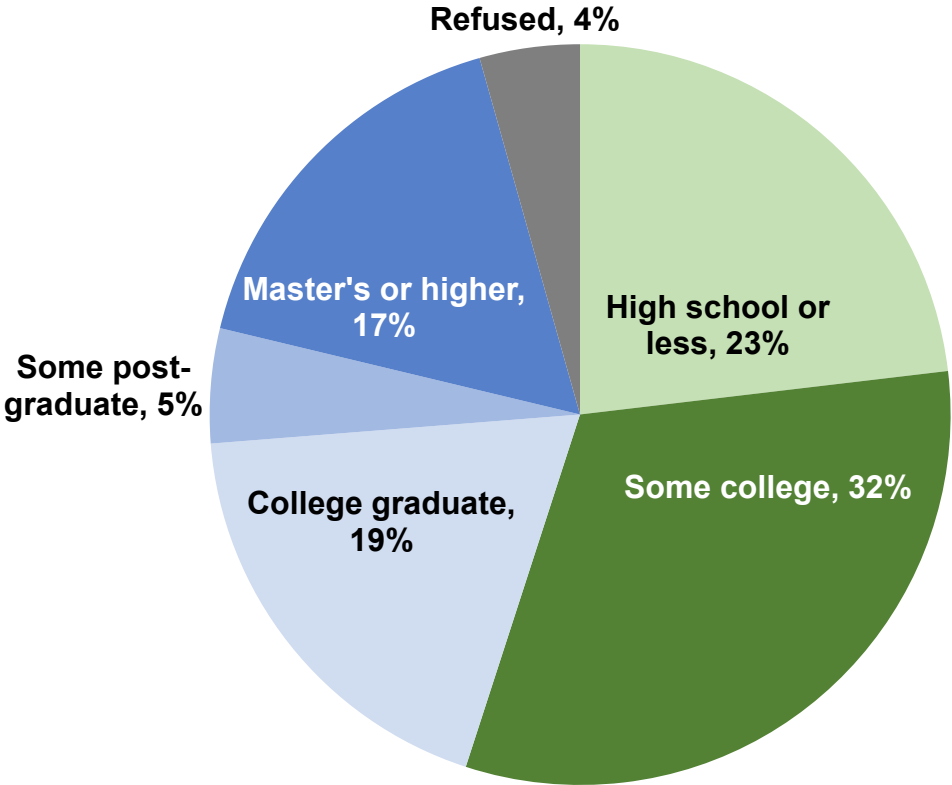
All voters n=160



Four in ten have a college degree or more

Q: What is the last year of education you completed?

All voters n=160



Response to Local Option Levy

Levy Question

Now I have some questions about a local option levy the City of McMinnville is considering placing on the ballot in an upcoming election. The purpose of the levy would be to provide funding support for the full range of services the City provides.

The City has experienced revenue shortfalls for a number of years. As a result, it is currently making funding cuts to all departments, resulting in reduced services for City residents including police, fire, courts, planning, library, park maintenance, and recreation and aquatics programs. If the levy is approved, these cuts to services would be restored.

A “yes” vote would result in a levy tax rate of 75¢ per thousand of tax assessed value, *not market value*. For property assessed at \$225,000, about average for residential property in the City, the cost would be about \$169 per year.

If approved, this measure may cause property taxes to increase more than 3%.

If the election were held today, would you vote “yes” for the City of McMinnville’s local option levy or “no” against the levy?

Follow-up levy questions...

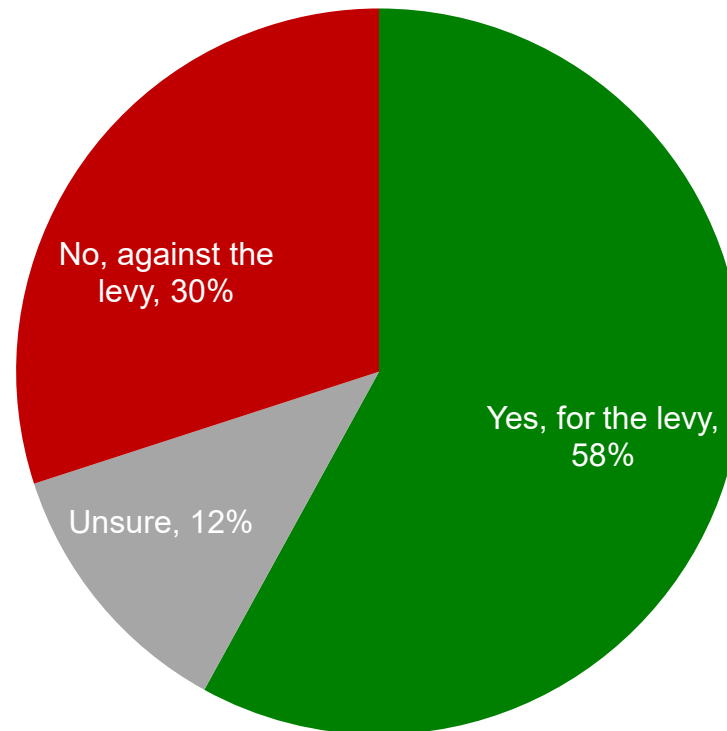
If don't know: If you had to make a decision today, would you say you are leaning toward voting *for* or *against* the City of McMinnville's levy?

If yes: The election is currently as much as a year away and other funding measures may be on the ballot at that time. How strong is your support for the levy? Would you say you are *very confident, somewhat confident, or not confident* that you will vote for the City's levy when it appears on the ballot?

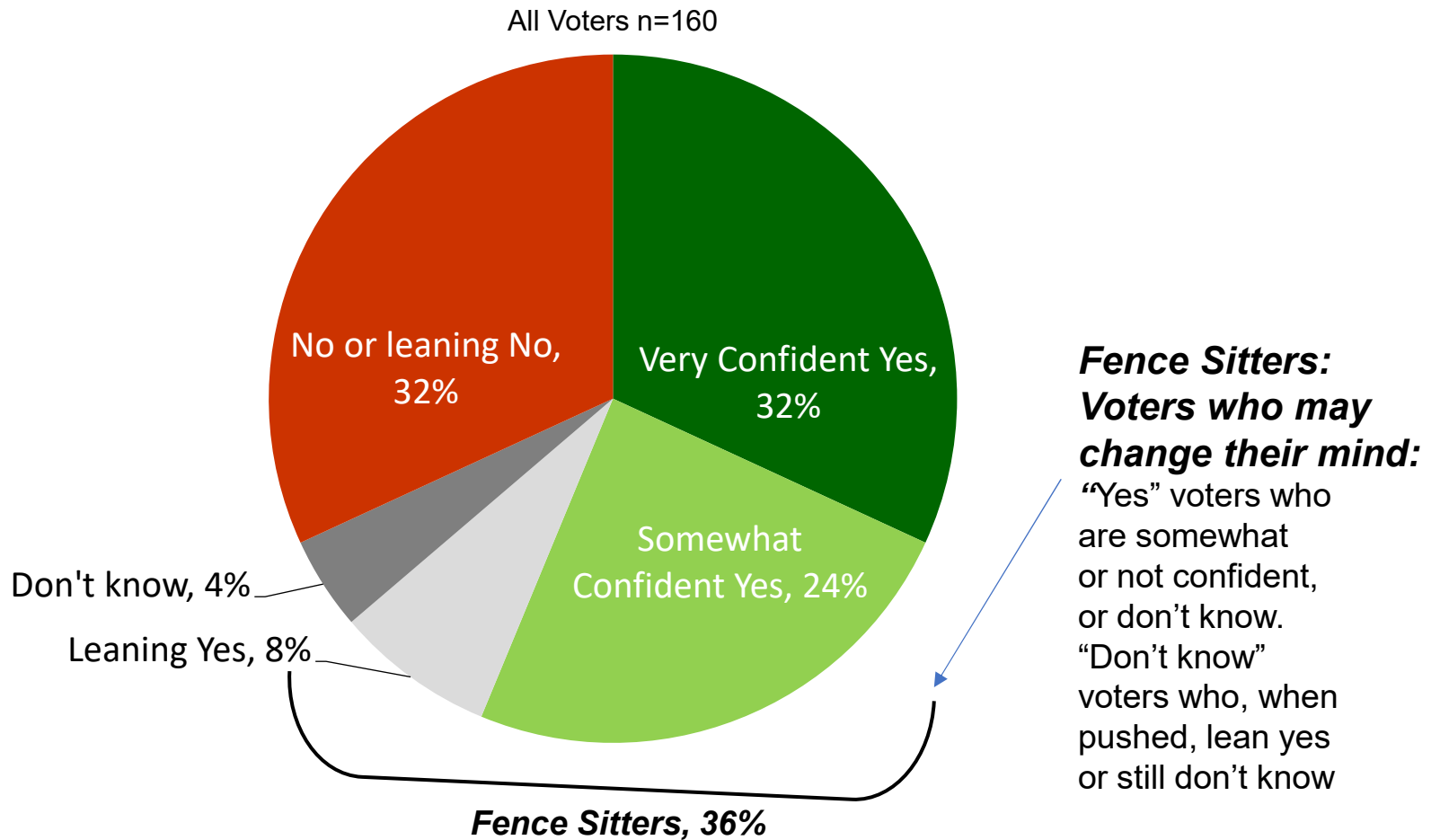
“Initial ask” result is positive but not by an amount that suggests easy passage

Q: If the election were held today, would you vote “yes” for the City of McMinnville’s local option levy or “no” against the levy?

All Voters n=160



Only a third are “Very Confident” Yes voters



Differences by demographic segments are consistent with other research...

“Yes” voters, of any type, are a bit more likely to be...

▶ Statistically significant:

✓ College graduates (69% “yes”) vs. non graduates (52%)

▶ Not statistically significant in this study, but consistent with findings in similar studies:

✓ Women (60% “yes”) vs. men (56%)

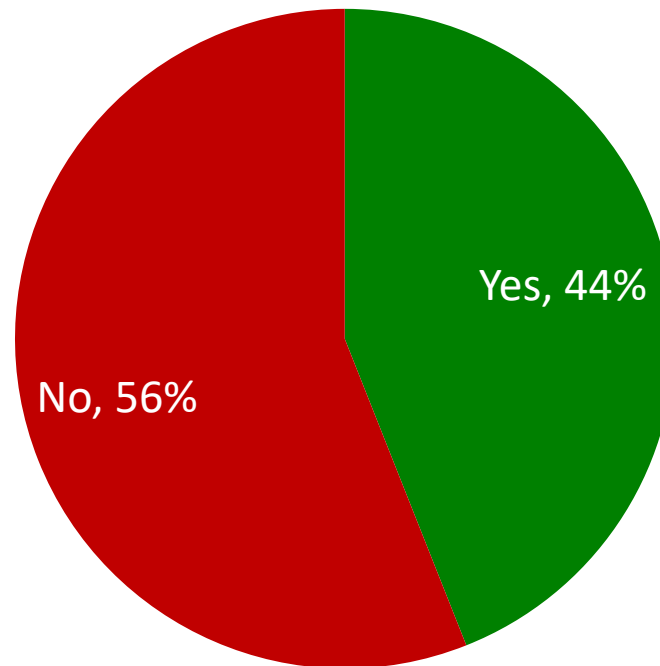
✓ Renters (64% “yes”) vs. owners (56%)

Projection: Assuming no significant change between now & election day, passage unlikely

Based on assumption:

All Very Confident “Yes” & one-third of Fence Sitters will vote “Yes”

Projection suggests 44% vote “Yes”



Reaction to information statements

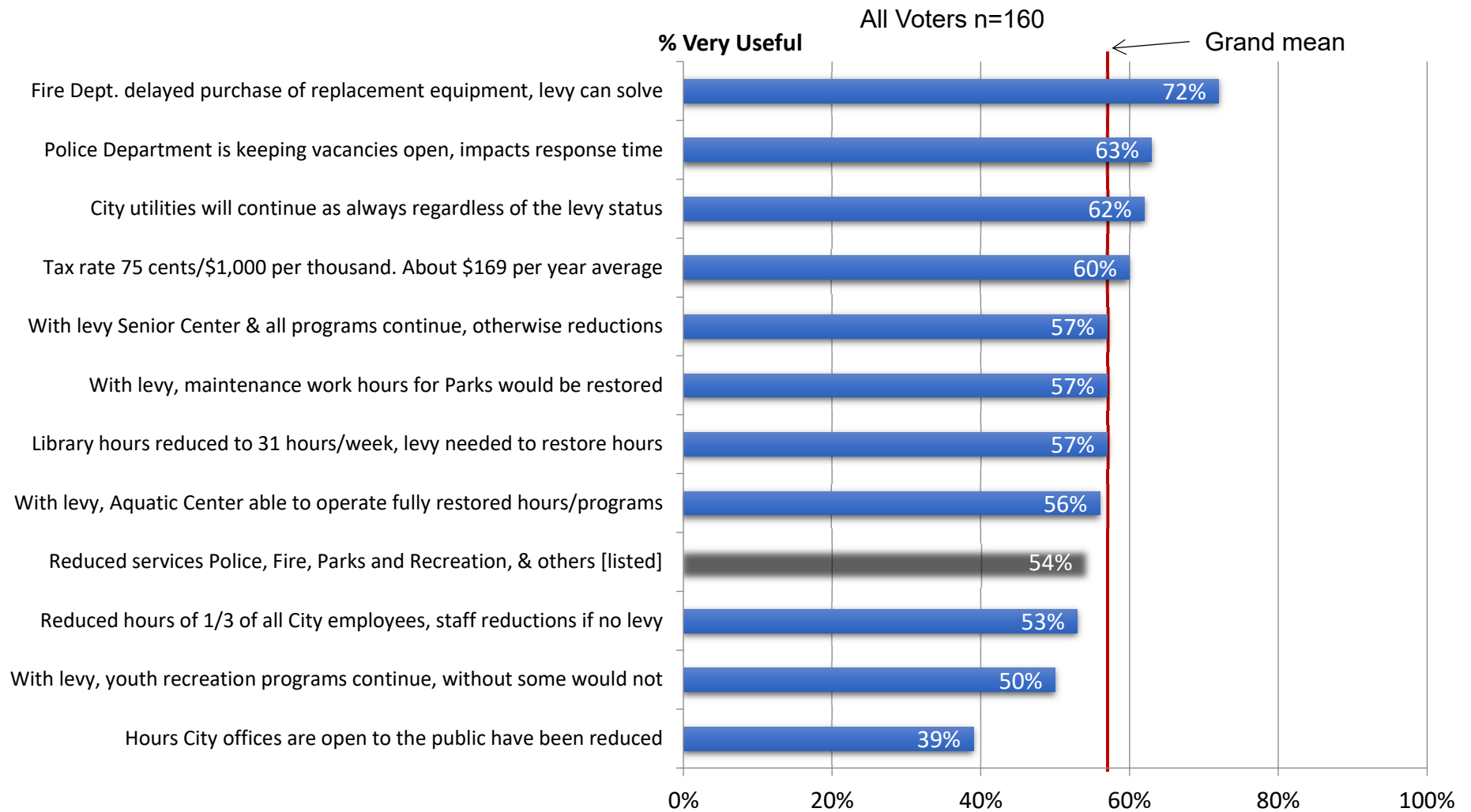
Statement Usefulness Testing

Q: Now I am going to read you a series of factual statements regarding the proposed levy. Regardless of how you currently believe you would vote, please rate how *useful* the information seems to you in clarifying whether or not you would vote for the City of McMinnville levy.

For each statement, please tell me whether it is *very useful, somewhat useful, or not especially useful* information regarding the levy.

*(Statement abbreviations are shown on following graphics. **See full statements to understand full context.**)*

Impacts on fire lead list, followed by police, utilities & tax rate

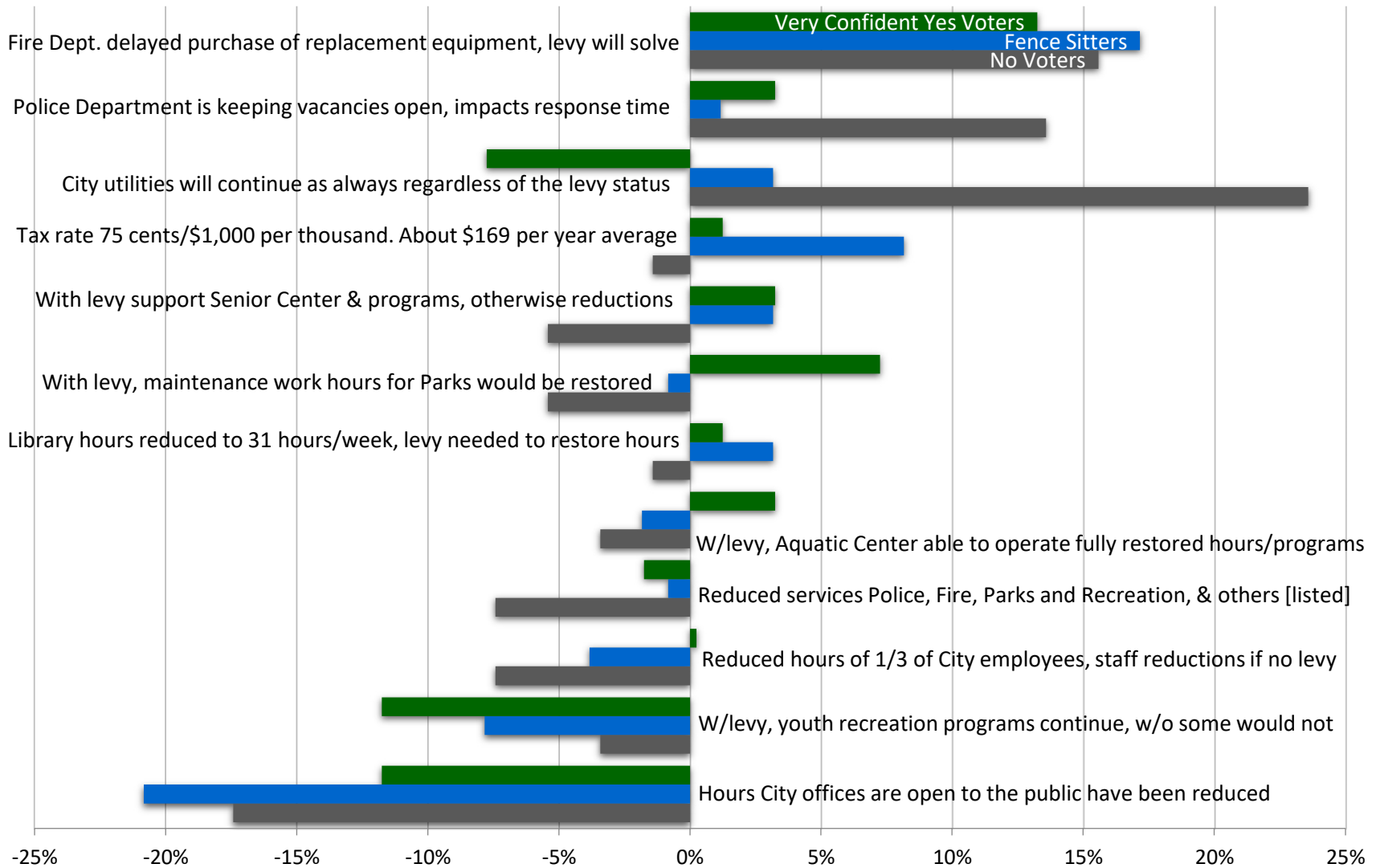


Normalize data to identify key messages

- ▶ Tendency for individuals or groups to rate all items higher or lower than others. Grand mean of *very useful* ratings by segment:
 - ✓ Very Confident Yes (75%), Fence Sitters (61%), No (32%)
- ▶ To address issue, normalize data. Two steps:
 - ✓ Determine “grand mean” – average of averages – for each segment
 - ✓ Determine how far above or below each statement’s rating is from grand mean
- ▶ Higher *above* grand mean, more important to communicate

Normalized data show opinions by segment vary

Very Confident n=51; Fence Sitters n=58; No Voters n=48



Information Fence Sitters find more useful:

- ▶ “McMinnville **Fire Department** has delayed the purchase of a replacement ambulance and updated extraction equipment necessary to assist accident victims in today’s newer cars. Use of outdated equipment can impact on-scene response. If the levy passes, vehicles and equipment will be replaced or upgraded on schedule”
- ▶ “The levy’s **property tax rate** would be 75 cents per thousand of tax assessed value. For the average residential property in the City the cost would be about \$169 per year or \$14 a month”
- ▶ “If the levy passes, the City would continue supporting the **Senior Center** and related senior programs as it did prior to the pandemic. If it does not pass, resources for the center and related programs would be reduced”
- ▶ “McMinnville **Public Library** hours have been reduced to 31 hours per week from 52 hours because of the pandemic. If the levy does not pass the City would not be able to fully restore these hours after pandemic restrictions are lifted”
- ▶ “**City utilities** – water, sewer, and electric – which are funded through utility bills, not property taxes, have not been impacted by budget cuts and will continue as always regardless of the levy status”

Additional information considered especially useful to others:

Very Confident Yes voters also value information about Parks and Aquatic Center:

- ▶ “If the levy passes, maintenance work hours for **Parks** -- work that keeps City parks clean, green, and maintained -- would be restored”
- ▶ “If the levy passes, the **Aquatic Center** would be able to operate with fully restored hours and swim programs after pandemic restrictions are lifted”

Very Confident Yes voters & (especially) No voters also value information about police:

- ▶ “The McMinnville **Police Department** is keeping vacancies open in response to the revenue shortfall which could impact response time. If the levy passes, all positions would be filled”

Discussions of staff hours or generalized serviced cuts don't resonate as well:

As we have seen in other research, voters put less value on information about staff hours or generalize statements of service cuts as useful. Among statements with lowest *very useful* ratings:

- ▶ “City services that have **reduced staff hours or held positions vacant** include Police, Fire, Parks and Recreation, Park Maintenance, Aquatic Center, Library, Planning, Permitting, and Municipal Court”
- ▶ “To balance the budget, the City has **reduced the hours of about one third of all City employees** and will need to reduce staff over the longer term if the levy does not pass”
- ▶ “Reduction in staff hours mean the hours City offices are open to provide **services to the public have been reduced**”

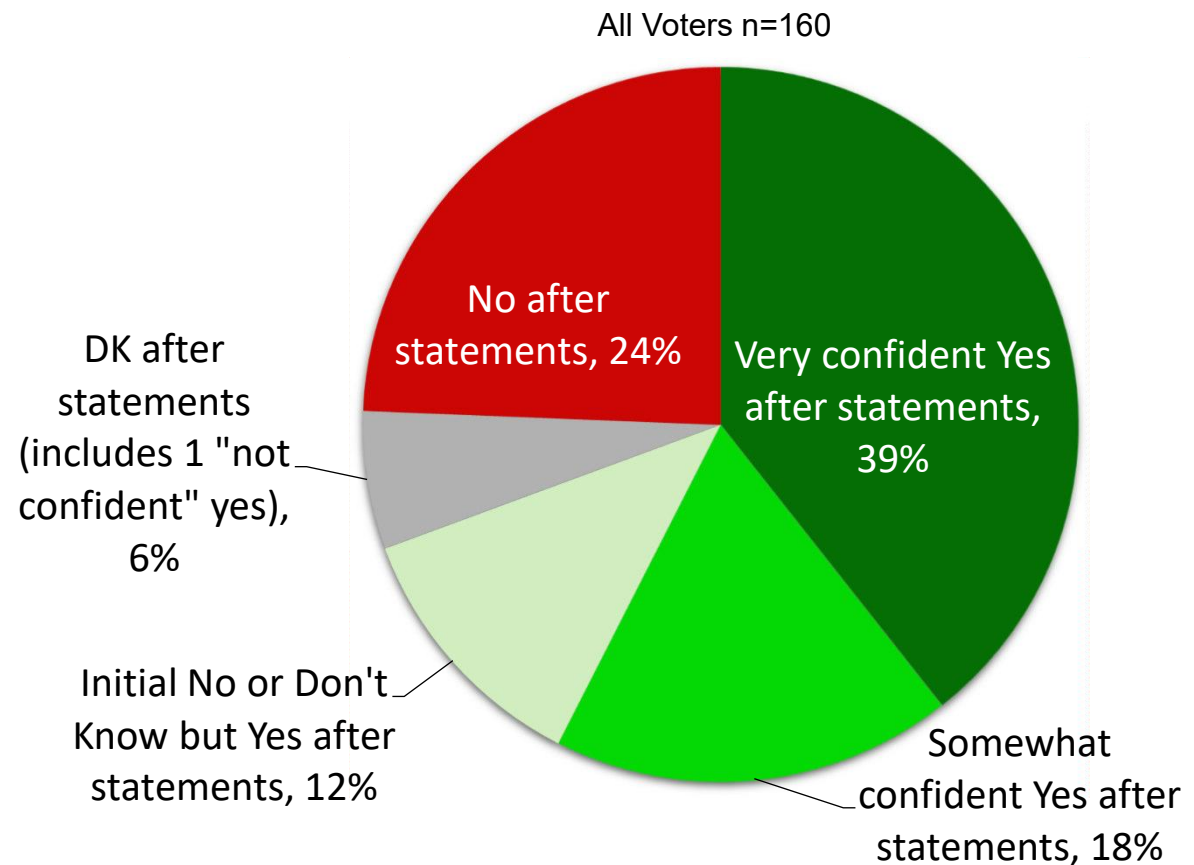
While youth programs are important, they are not especially valued by voters for decision making

The other statement that joins general discussions of staff hours and service cuts toward the bottom of the list relates to youth programs. (Remember, however, that voters skew older than the general population)

- ▶ “If the levy passes, the City would be able to continue providing the type of **youth recreation programs** it was providing prior to the pandemic. If it does not pass, some programs would not be restored”

After information provided:

- ▶ “Very Confident Yes” is 7 points higher
- ▶ 12-point shift to “Yes” from No/Don’t Know respondents
- ▶ Replicating result among all voters is unlikely



Opinions regarding utility fee option

Utility Fee Question

Instead of a local option levy, another means of raising revenue to prevent a reduction in City services would be a fee added to utility bills – the bill you get for water, sewer, and electricity.

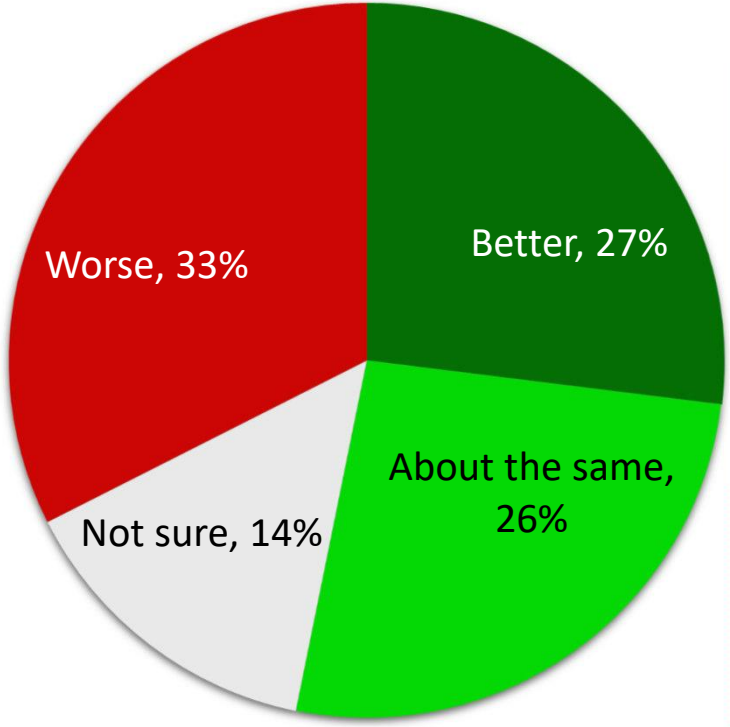
If this approach is used, instead of a local option levy paid by all residential and commercial property owners, it is anticipated that a 3.3% utility fee would be required that would be paid by both residential and business utility rate payers. This would add about \$7 to the average monthly residential utility bill or \$84 per year.

In your opinion, do you consider the utility fee approach to raise revenue necessary to maintain City services to be better, worse, or about the same as the local option levy approach?

Mixed reviews on utility fee option

Q: Compare to the levy option, a utility fee approach is...

All Voters n=160



CONCLUSIONS & RECOMMENDATIONS

Levy unlikely to pass without very effective communication, unanimous leadership support

Passage more likely with:

- ▶ A concerted effort to emphasize information rated more useful for decision-making to voters
- ▶ Ensuring enough time to get the message out... and using that time well
- ▶ Asking the voters during an off-year election *might* improve chance of passage, though difference indicated in the data is not statistically significant

Particularly useful facts to emphasize:

- ▶ Key benefits to public, especially:
 - ✓ Benefit to Fire Department's response readiness
 - ✓ Support for Senior Center
 - ✓ Restoring Library hours
 - ✓ Filling Police vacancies to ensure response times
 - ✓ Keeping parks clean, green & maintained
- ▶ The rate & estimated cost to the average residential property
- ▶ That City Utilities will continue regardless of the levy
- ▶ Aquatic Center & Youth recreation programs are relevant, but lower priority than information about fire, police, senior center, library, & parks

De-emphasize organizational (as oppose to community) impact statements:

▶ Consider difference between explaining impact on:

- ✓ Emergency response time & effectiveness, senior center support, library hours, & clean, green parks

Compared to...

- ✓ Reductions in staff hours, reduced city service availability or a list of departments impacted

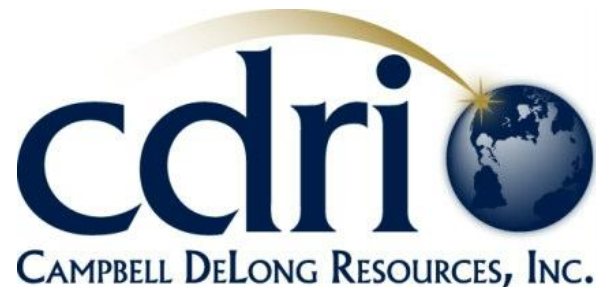
▶ While the two ways of describing the issues may add up to the same thing, it is better to be direct about community impact rather than expecting voters to do the translation

If utility fee is contemplated, commit to communicating the benefits & trade-offs well

- ▶ Most important: *The same community benefits already discussed*
- ▶ Financial logic for fee vs. levy, e.g.
 - ✓ Comparative cost of the fee vs. a property tax levy to many individual taxpayers
 - ✓ How fees & levies impact taxpayers differently

*For answers to questions or
more information, contact:*

Martha DeLong or John Campbell
MarthaD@cdri.com, John@cdri.com
(503) 221-2005



APPENDIX

Survey questionnaire

CITY OF MCMINNVILLE
2021 Revenue Survey
Spring 2021
901

DATE _____

PHONE NUMBER _____

RESPONDENT NAME _____

INTERVIEWER _____

REASONS FOR TERMINATION

Gender quotaQ1

Wrong ZIP codeQ2

Not a registered voter.....Q3

INTRODUCTION

(TO RANDOM HOUSEHOLD RESPONDENT:) Hello, I'm (FIRST AND LAST NAME) from Campbell DeLong Resources. We are conducting a brief study on *local* government. May I please speak with a (male/female) household member who is a registered voter? **(IF NECESSARY: The survey will take no more than 12 minutes to complete.) IF NOT AVAILABLE, MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.**

AS NECESSARY: This is strictly research. We are not selling anything and your name will not be associated with your comments.

IF ASKING FOR MALE RESPONDENT: I need to speak to a male in the household because we need to interview an equal number of men and women and we have already reached our quota for women.

(TO NEW HOUSEHOLD RESPONDENT:) Hello, I'm (FIRST AND LAST NAME) from Campbell DeLong Resources. We are conducting a brief study on *local* government. **(IF NECESSARY: The survey will take no more than 12 minutes to complete.)**

AS NECESSARY: This is strictly research. We are not selling anything and your name will not be associated with your comments.

SCREENING

First, I have just a couple of questions to determine if you are the appropriate person to talk with.

1. **GENDER. RECORD. DO NOT ASK. CHECK QUOTAS. AN APPROXIMATE 50/50 MALE/FEMALE QUOTA**

Male 1 **CONTINUE**

Female 2 **CONTINUE**

Unable to determine 3 **CONTINUE**

2. What is your ZIP code? **RECORD. CONFIRM SAME AS VOTER REGISTRATION LIST.**

97128 1

Other ZIP code, specify _____

IF ZIP CODE PROVIDED MATCHES ZIP CODE IN VOTER REGISTRATION CONTINUE.

IF ZIP CODE DOES NOT MATCH ZIP IN VOTER REGISTRATION LIST, POLITELY DISCONTINUE

IF REFUSES ZIP CODE SAY: We need this information just to confirm that you live in a specific area within Yamhill County. This information is strictly confidential and will not be associated with your name or provided to other organizations. **IF CONTINUES TO REFUSE, POLITELY DISCONTINUE.**

3. Are you registered to vote in Oregon? **RECORD ONE ONLY.**

Yes 1 **CONTINUE**

No 2 **POLITELY DISCONTINUE**

DO NOT READ: Don't know9 **POLITELY DISCONTINUE**

4. Which one of the following statements *best* describes how often you typically vote? **READ CATEGORIES IN ORDER. RECORD ONE ONLY.**

Every election no matter what is on the ballot..... 1 **CONTINUE**

Consistently in major May primaries and November general elections and sometimes in others.....2 **CONTINUE**

In Presidential elections, but less frequently in others. 3 **CONTINUE**

Rarely in any election.....4 **POLITELY DISCONTINUE**

DO NOT READ: Don't know9 **POLITELY DISCONTINUE**

ATTITUDES TOWARD GENERAL REVENUE LEVY

Now I have some questions about a local option levy the City of McMinnville is considering placing on the ballot in an upcoming election. The purpose of the levy would be to provide funding support for the full range of services the City provides.

The City has experienced revenue shortfalls for a number of years. As a result, it is currently making funding cuts to all departments, resulting in reduced services for City residents including police, fire, courts, planning, library, park maintenance, and recreation and aquatics programs. If the levy is approved, these cuts to services would be restored.

A “yes” vote would result in a levy tax rate of 75¢ per thousand of tax assessed value, *not market value*. For property assessed at \$225,000, about average for residential property in the City, the cost would be about \$169 per year.

If approved, this measure may cause property taxes to increase more than 3%.

5A. If the election were held today, would you vote “yes” for the City of McMinnville’s local option levy or “no” against the levy? **RECORD ONE ONLY.**

- Yes, for the levy..... 1 **SKIP TO 5C**
- No, against the levy2 **SKIP TO 6**
- DO NOT READ:** Don’t know..... 9 **ASK 5B**

5B. **IF DON’T KNOW IN 5A:** If you had to make a decision today, would you say you are leaning toward voting *for* or *against* the City of McMinnville’s levy? **RECORD ONE ONLY.**

- Leaning toward yes 1
- Leaning toward no 2
- DO NOT READ:** Don’t know..... 9

5C. **IF YES IN 5A:** The election is currently as much as a year away and other funding measures may be on the ballot at that time. How strong is your support for the levy? Would you say you are *very* confident, *somewhat* confident, or *not* confident that you will vote for the City’s levy when it appears on the ballot? **RECORD ONE ONLY.**

- Very confident.....1 Not confident..... 3
- Somewhat confident2 **DO NOT READ:** Don’t know 9

USEFULNESS OF INFORMATION

6. **ASK ALL:** Now I am going to read you a series of factual statements regarding the proposed levy. Regardless of how you currently believe you would vote, please rate how *useful* the information seems to you in clarifying whether or not you would vote for the City of McMinnville levy. For each statement, please tell me whether it is *very useful*, *somewhat useful*, or *not especially useful* information regarding the levy. **RANDOMIZE ORDER.**

VERY SOMEWHAT NOT DK

- a) The levy's **property tax rate** would be 75 cents per thousand of tax assessed value. For the average residential property in the City the cost would be about \$169 per year or \$14 a month 1.....2.....3.....9
- b) To balance the budget, the City has **reduced the hours of about one third of all City employees** and will need to reduce staff over the longer term if the levy does not pass 1.....2.....3.....9
- c) **City services that have reduced** staff hours or held positions vacant include Police, Fire, Parks and Recreation, Park Maintenance, Aquatic Center, Library, Planning, Permitting, and Municipal Court..... 1.....2.....3.....9
- d) **Reduction in staff hours** mean the hours City offices are open to provide services to the public have been reduced 1.....2.....3.....9
- e) **City utilities** – water, sewer, and electric – which are funded through utility bills, not property taxes, have not been impacted by budget cuts and will continue as always regardless of the levy status..... 1.....2.....3.....9
- f) McMinnville Public **Library** hours have been reduced to 31 hours per week from 52 hours because of the pandemic. If the levy does not pass the City would not be able to fully restore these hours after pandemic restrictions are lifted..... 1.....2.....3.....9
- g) The McMinnville **Police** Department is keeping vacancies open in response to the revenue shortfall which could impact response time. If the levy passes, all positions would be filled..... 1.....2.....3.....9
- h) McMinnville **Fire** Department has delayed the purchase of a replacement ambulance and updated extraction equipment necessary to assist accident victims in today's newer cars. Use of outdated equipment can impact on-scene response. If the levy passes vehicles and equipment will be replaced or upgraded on schedule 1.....2.....3.....9
- i) If the levy passes, the **Aquatic Center** would be able to operate with fully restored hours and swim programs after pandemic restrictions are lifted 1.....2.....3.....9
- j) If the levy passes, maintenance work hours for **Parks** -- work that keeps City parks clean, green, and maintained -- would be restored 1.....2.....3.....9
- k) If the levy passes, the City would be able to continue providing the type of youth **recreation programs** it was providing prior to the pandemic. If it does not pass, some programs would not be restored 1.....2.....3.....9

- l) If the levy passes, the City would continue supporting the **Senior Center** and related senior programs as it did prior to the pandemic. If it does not pass, resources for the center and related programs would be reduced1.....2.....3.....9

7A. **ASK ONLY OF THOSE WHO SAY “NO” OR “DON’T KNOW” IN Q5A:** As I noted before, all of the statements I just read are true. Now that you have been provided with this information, if the election were held today, would you vote “yes” for the City of McMinnville’s levy or “no” against the levy? **RECORD ONE ONLY.**

Yes, for the levy..... 1

No, against the levy 2

DO NOT READ: Don’t know..... 9

SKIP TO 8

7B. **ASK ONLY OF THOSE WHO SAY “YES” IN Q5A:** As I noted before, all of the statements I just read are true. Now that you have been provided with this information, how strong is your support for the levy? Would you say you are *very* confident, *somewhat* confident, or *not* confident that you will vote for this levy when it is on the ballot? **RECORD ONE ONLY.**

Very confident..... 1

Not confident..... 3

Somewhat confident 2

DO NOT READ: Don’t know 9

UTILITY FEE

8. **ASK ALL:** Instead of a local option levy, another means of raising revenue to prevent a reduction in City services would be a fee added to utility bills – the bill you get for water, sewer, and electricity. If this approach is used, instead of a local option levy paid by all residential and commercial property owners, it is anticipated that a 3.3% utility fee would be required that would be paid by both residential and business utility rate payers. This would add about \$7 to the average monthly residential utility bill or \$84 per year.

In your opinion, do you consider the utility fee approach to raise revenue necessary to maintain City services to be better, worse, or about the same as the local option levy approach?

Better 1

About the same 2

Worse..... 3

Unsure..... 9

DEMOGRAPHICS

Now I have just a few questions to help classify your responses.

9. How long have you lived in the City of McMinnville? **RECORD IN YEARS. (IF LESS THAN ONE YEAR, RECORD AS "LESS THAN ONE YEAR.")**

_____ **YEARS**
LESS THAN ONE YEAR..... 98

DO NOT READ: Don't remember/don't know/refused. 99

10. Do you own or rent your current home?

Own..... 1
Rent 2
Refused..... 9

11. What is your age, please? **RECORD.**

_____ **YEARS**
Refused..... 999

12. And what is the last year of education you had the opportunity to complete? **RECORD. READ LIST ONLY IF NECESSARY.**

Less than 12th grade (not a high school graduate).. 1
High school graduate..... 2
Some college or other post-secondary education 3
College graduate 4
Some post-graduate 5
Master's degree or higher..... 6
Refused..... 9

VERIFY AND RECORD RESPONDENT FIRST NAME AND PHONE NUMBER. Thank you very much for participating in this survey.

Data printout

Data Printout: CITY OF MCMINNVILLE 2021 Revenue Survey

CITY OF MCMINNVILLE 2021 Revenue Survey

Gender

	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education		
	Total	Yes	No	DK	Yes	Fence Sitte	No	Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	77	43	26	8	24	24	26	18	22	30	7	51	26	55	20	0	77	35	37	43	31
	48%	46%	54%	42%	47%	41%	54%	42%	52%	58%	30%	47%	51%	47%	51%	0%	100%	50%	47%	49%	48%
Female	80	48	21	11	27	32	21	23	19	22	16	56	24	60	18	80	0	34	40	44	32
	50%	52%	44%	58%	53%	55%	44%	53%	45%	42%	70%	51%	47%	51%	46%	100%	0%	49%	51%	50%	49%
Unknown	3	2	1	0	0	2	1	2	1	0	0	2	1	2	1	0	0	1	2	1	2
	2%	2%	2%	0%	0%	3%	2%	5%	2%	0%	0%	2%	2%	2%	3%	0%	0%	1%	3%	1%	3%

CITY OF MCMINNVILLE 2021 Revenue Survey

Which one of the following statements best describes how often you typically vote?

	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education		
	Total	Yes	No	DK	Yes	Fence Sitte	No	Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every election	109	64	31	14	40	36	31	29	26	38	16	109	0	80	26	56	51	43	58	54	49
	68%	69%	65%	74%	78%	62%	65%	67%	62%	73%	70%	100%	0%	68%	67%	70%	66%	61%	73%	61%	75%
Primaries & General	31	18	9	4	5	16	9	7	12	7	5	0	31	24	6	15	16	16	13	22	8
	19%	19%	19%	21%	10%	28%	19%	16%	29%	13%	22%	0%	61%	21%	15%	19%	21%	23%	16%	25%	12%
Presidential, sometimes others	20	11	8	1	6	6	8	7	4	7	2	0	20	13	7	9	10	11	8	12	8
	12%	12%	17%	5%	12%	10%	17%	16%	10%	13%	9%	0%	39%	11%	18%	11%	13%	16%	10%	14%	12%

CITY OF MCMINNVILLE 2021 Revenue Survey

How long have you lived in the City of McMinnville?

	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education		
	Total	Yes	No	DK	Yes	Fence Sitte	No	Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than 1 year	4	4	0	0	2	2	0	1	1	0	2	3	1	2	1	2	2	3	0	2	1
	2%	4%	0%	0%	4%	3%	0%	2%	2%	0%	9%	3%	2%	2%	3%	2%	3%	4%	0%	2%	2%
15 years	29	21	7	1	10	11	7	10	9	8	2	16	13	16	12	12	17	20	8	16	12
	18%	23%	15%	5%	20%	19%	15%	23%	21%	15%	9%	15%	25%	14%	31%	15%	22%	29%	10%	18%	18%
6-10 years	11	7	2	2	3	6	2	2	3	6	0	9	2	8	3	6	5	5	6	5	6
	7%	8%	4%	11%	6%	10%	4%	5%	7%	12%	0%	8%	4%	7%	8%	8%	6%	7%	8%	6%	9%
11-20 years	35	21	11	3	12	11	11	14	5	8	8	23	12	26	9	16	18	14	19	20	15
	22%	23%	23%	16%	24%	19%	23%	33%	12%	15%	35%	21%	24%	22%	23%	20%	23%	20%	24%	23%	23%
21-40 years	45	25	13	7	17	15	13	10	12	14	9	30	15	38	7	27	16	16	27	25	19
	28%	27%	27%	37%	33%	26%	27%	23%	29%	27%	39%	28%	29%	32%	18%	34%	21%	23%	34%	28%	29%
41+	32	13	13	6	7	11	13	6	9	15	2	25	7	27	5	15	17	11	19	20	11
	20%	14%	27%	32%	14%	19%	27%	14%	21%	29%	9%	23%	14%	23%	13%	19%	22%	16%	24%	23%	17%
Don't know/Refused	4	2	2	0	0	2	2	0	3	1	0	3	1	0	2	2	2	1	0	0	1
	2%	2%	4%	0%	0%	3%	4%	0%	7%	2%	0%	3%	2%	0%	5%	2%	3%	1%	0%	0%	2%
mean	23.99	20.29	27.22	34.11	21.37	23.39	27.22	20.49	25.9	26.15	22.43	25.21	21.38	26.38	17.84	24.94	22.99	18.57	28.76	25.55	21.97

CITY OF MCMINNVILLE 2021 Revenue Survey

Do you rent or own your current home?

	Total	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education		
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad	
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Own	117	66	39	12	38	38	39	34	27	39	17	80	37	117	0	60	55	47	64	62	52	
	73%	71%	81%	63%	75%	66%	81%	79%	64%	75%	74%	73%	73%	100%	0%	75%	71%	67%	81%	70%	80%	
Rent	39	25	7	7	13	18	7	9	13	12	5	26	13	0	39	18	20	22	15	26	12	
	24%	27%	15%	37%	25%	31%	15%	21%	31%	23%	22%	24%	25%	0%	100%	22%	26%	31%	19%	30%	18%	
Refused	4	2	2	0	0	2	2	0	2	1	1	3	1	0	0	2	2	1	0	0	1	
	2%	2%	4%	0%	0%	3%	4%	0%	5%	2%	4%	3%	2%	0%	0%	2%	3%	1%	0%	0%	2%	

CITY OF MCMINNVILLE 2021 Revenue Survey

What is your age, please?

	Total	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education		
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad	
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
18-34	9	3	2	4	2	4	2	4	3	1	1	6	3	4	5	2	7	9	0	7	2	
	6%	3%	4%	21%	4%	7%	4%	9%	7%	2%	4%	6%	6%	3%	13%	2%	9%	13%	0%	8%	3%	
35-44	18	12	4	2	2	11	4	5	5	6	2	8	10	12	6	8	10	18	0	10	8	
	11%	13%	8%	11%	4%	19%	8%	12%	12%	12%	9%	7%	20%	10%	15%	10%	13%	26%	0%	11%	12%	
45-54	22	16	5	1	7	10	5	6	7	7	2	14	8	15	6	10	11	22	0	11	11	
	14%	17%	10%	5%	14%	17%	10%	14%	17%	13%	9%	13%	16%	13%	15%	12%	14%	31%	0%	12%	17%	
55-64	21	8	11	2	4	6	11	7	5	7	2	15	6	16	5	14	7	21	0	9	12	
	13%	9%	23%	11%	8%	10%	23%	16%	12%	13%	9%	14%	12%	14%	13%	18%	9%	30%	0%	10%	18%	
65+	79	50	21	8	34	23	21	19	18	29	13	58	21	64	15	40	37	0	79	49	30	
	49%	54%	44%	42%	67%	40%	44%	44%	43%	56%	57%	53%	41%	55%	38%	50%	48%	0%	100%	56%	46%	
Refused	11	4	5	2	2	4	5	2	4	2	3	8	3	6	2	6	5	0	0	2	2	
	7%	4%	10%	11%	4%	7%	10%	5%	10%	4%	13%	7%	6%	5%	5%	8%	6%	0%	0%	2%	3%	
mean	62.91	63.27	63.56	59.35	68.18	58.41	63.56	61.22	60.11	64.38	68	64.94	58.62	64.95	57.16	65	60.6	47.13	76.89	62.95	62.84	

CITY OF MCMINNVILLE 2021 Revenue Survey

And what is the last year of education you had the opportunity to complete?

	Total	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education		
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad	
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Less than 12th grade	4	1	3	0	0	1	3	2	1	1	0	2	2	3	1	3	1	3	1	4	0	
	2%	1%	6%	0%	0%	2%	6%	5%	2%	2%	0%	2%	4%	3%	3%	4%	1%	4%	1%	5%	0%	
High school graduate	33	18	11	4	10	12	11	8	10	10	5	24	9	26	7	19	13	12	20	33	0	
	21%	19%	23%	21%	20%	21%	23%	19%	24%	19%	22%	22%	18%	22%	18%	24%	17%	17%	25%	38%	0%	
Some college or post HS	51	27	15	9	14	20	15	13	15	18	5	28	23	33	18	22	29	22	28	51	0	
	32%	29%	31%	47%	27%	34%	31%	30%	36%	35%	22%	26%	45%	28%	46%	28%	38%	31%	35%	58%	0%	
College graduate	30	20	7	3	11	11	7	10	7	9	4	20	10	23	7	16	13	16	13	0	30	
	19%	22%	15%	16%	22%	19%	15%	23%	17%	17%	17%	18%	20%	20%	18%	20%	17%	23%	16%	0%	46%	
Some postgraduate	8	8	0	0	4	4	0	2	1	3	2	5	3	7	0	4	4	5	3	0	8	
	5%	9%	0%	0%	8%	7%	0%	5%	2%	6%	9%	5%	6%	6%	0%	5%	5%	7%	4%	0%	12%	
Master's degree or higher	27	17	8	2	12	7	8	6	5	11	5	24	3	22	5	12	14	12	14	0	27	
	17%	18%	17%	11%	24%	12%	17%	14%	12%	21%	22%	22%	6%	19%	13%	15%	18%	17%	18%	0%	42%	
Refused	7	2	4	1	0	3	4	2	3	0	2	6	1	3	1	4	3	0	0	0	0	
	4%	2%	8%	5%	0%	5%	8%	5%	7%	0%	9%	6%	2%	3%	3%	5%	4%	0%	0%	0%	0%	

CITY OF MCMINNVILLE 2021 Revenue Survey

If the election were held today, would you vote 'yes' for the City of McMinnville's local option levy or 'no' against the levy?

	Total	Initial Response			Voter Type				Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		Yes	No	DK	Yes	Fence Sitte No	Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad		
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Yes, for the levy	93	93	0	0	51	42	0	25	21	32	15	64	29	66	25	48	43	39	50	46	45	
	58%	100%	0%	0%	100%	72%	0%	58%	50%	62%	65%	59%	57%	56%	64%	60%	56%	56%	63%	52%	69%	
No, against the levy	48	0	48	0	0	0	48	15	14	17	2	31	17	39	7	21	26	22	21	29	15	
	30%	0%	100%	0%	0%	0%	100%	35%	33%	33%	9%	28%	33%	18%	26%	34%	31%	27%	33%	23%		
Don't know	19	0	0	19	0	16	0	3	7	3	6	14	5	12	7	11	8	9	8	13	5	
	12%	0%	0%	100%	0%	28%	0%	7%	17%	6%	26%	13%	10%	10%	18%	14%	10%	13%	10%	15%	8%	

CITY OF MCMINNVILLE 2021 Revenue Survey

IF DON'T KNOW IN Q5A: If you had to make a decision today, would you say you are leaning toward voting for or against the City of McMinnville's levy?

	Total	Initial Resp			Voter Type				Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		DK	Fence Sitte	Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad					
Total	19	19	16	3	7	3	6	14	5	12	7	11	8	9	8	13	5					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					
Leaning toward yes	9	9	9	1	4	1	3	6	3	7	2	6	3	5	4	6	3					
	47%	47%	56%	33%	57%	33%	50%	43%	60%	58%	29%	55%	38%	56%	50%	46%	60%					
Leaning toward no	3	3	0	1	1	1	0	2	1	2	1	0	3	2	1	2	1					
	16%	16%	0%	33%	14%	33%	0%	14%	20%	17%	14%	0%	38%	22%	12%	15%	20%					
Don't know	7	7	7	1	2	1	3	6	1	3	4	5	2	2	3	5	1					
	37%	37%	44%	33%	29%	33%	50%	43%	20%	25%	57%	45%	25%	22%	38%	38%	20%					

CITY OF MCMINNVILLE 2021 Revenue Survey

IF YES IN Q5A: How strong is your support for the levy? Would you say you are very confident, somewhat confident, or not confident that you will vote for the City's levy when it appears on the ballot?

	Total	Initial Resp			Voter Type				Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		Yes	Yes	DK	Yes	Fence Sitte	Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad		
Total	93	93	51	42	25	21	32	15	64	29	66	25	48	43	39	50	46	45				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Very confident	51	51	51	0	11	10	20	10	40	11	38	13	27	24	15	34	24	27				
	55%	55%	100%	0%	44%	48%	62%	67%	62%	38%	58%	52%	56%	56%	38%	68%	52%	60%				
Somewhat confident	39	39	0	39	13	9	12	5	24	15	26	11	20	17	22	15	21	16				
	42%	42%	0%	93%	52%	43%	38%	33%	38%	52%	39%	44%	42%	40%	56%	30%	46%	36%				
Not confident	3	3	0	3	1	2	0	0	0	3	2	1	1	2	2	1	1	2				
	3%	3%	0%	7%	4%	10%	0%	0%	0%	10%	3%	4%	2%	5%	5%	2%	2%	4%				

CITY OF MCMINNVILLE 2021 Revenue Survey

The levy's property tax rate would be 75 cents per thousand of tax assessed value. For the average residential property in the City the cost would be about \$169 per year or \$14 a month

	Total	Initial Response			Voter Type				Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		Yes	No	DK	Yes	Fence Sitte No	Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad		
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very Useful	96	71	15	10	39	40	15	30	21	30	15	64	32	72	23	51	44	46	47	52	42	
	60%	76%	31%	53%	76%	69%	31%	70%	50%	58%	65%	59%	63%	62%	59%	64%	57%	66%	59%	59%	65%	
Somewhat Useful	37	18	12	7	11	13	12	7	13	14	3	28	9	25	10	15	21	11	21	17	17	
	23%	19%	25%	37%	22%	22%	25%	16%	31%	27%	13%	26%	18%	21%	26%	19%	27%	16%	27%	19%	26%	
Not Useful	24	2	21	1	1	2	21	6	7	8	3	16	8	18	5	12	11	11	10	16	6	
	15%	2%	44%	5%	2%	3%	44%	14%	17%	15%	13%	15%	16%	15%	13%	15%	14%	16%	13%	18%	9%	
Unsure	3	2	0	1	0	3	0	0	1	0	2	1	2	2	1	2	1	2	1	3	0	
	2%	2%	0%	5%	0%	5%	0%	0%	2%	0%	9%	1%	4%	2%	3%	2%	1%	3%	1%	3%	0%	

CITY OF MCMINNVILLE 2021 Revenue Survey

To balance the budget, the City has reduced the hours of about one third of all City employees and will need to reduce staff over the longer term if the levy does not pass

	Total	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very Useful	85	62	12	11	38	33	12	22	22	27	14	55	30	60	25	41	42	41	40	43	40
	53%	67%	25%	58%	75%	57%	25%	51%	52%	52%	61%	50%	59%	51%	64%	51%	55%	59%	51%	49%	62%
Somewhat Useful	52	22	23	7	8	20	23	13	15	18	6	35	17	40	8	25	26	19	26	30	17
	32%	24%	48%	37%	16%	34%	48%	30%	36%	35%	26%	32%	33%	34%	21%	31%	34%	27%	33%	34%	26%
Not Useful	20	7	13	0	4	3	13	8	4	7	1	17	3	15	5	11	9	9	11	12	8
	12%	8%	27%	0%	8%	5%	27%	19%	10%	13%	4%	16%	6%	13%	13%	14%	12%	13%	14%	14%	12%
Unsure	3	2	0	1	1	2	0	0	1	0	2	2	1	2	1	3	0	1	2	3	0
	2%	2%	0%	5%	2%	3%	0%	0%	2%	0%	9%	2%	2%	2%	3%	4%	0%	1%	3%	3%	0%

CITY OF MCMINNVILLE 2021 Revenue Survey

City services that have reduced staff hours or held positions vacant include Police, Fire, Parks and Recreation, Park Maintenance, Aquatic Center, Library, Planning, Permitting, and Municipal Court

	Total	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very Useful	86	63	12	11	37	35	12	21	23	27	15	54	32	57	28	49	35	36	45	46	38
	54%	68%	25%	58%	73%	60%	25%	49%	55%	52%	65%	50%	63%	49%	72%	61%	45%	51%	57%	52%	58%
Somewhat Useful	48	24	17	7	8	22	17	14	13	14	7	36	12	38	8	22	26	22	22	28	16
	30%	26%	35%	37%	16%	38%	35%	33%	31%	27%	30%	33%	24%	32%	21%	28%	34%	31%	28%	32%	25%
Not Useful	22	4	18	0	4	0	18	7	4	11	0	15	7	20	1	7	14	10	10	10	11
	14%	4%	38%	0%	8%	0%	38%	16%	10%	21%	0%	14%	14%	17%	3%	9%	18%	14%	13%	11%	17%
Unsure	4	2	1	1	2	1	1	1	2	0	1	4	0	2	2	2	2	2	2	4	0
	2%	2%	2%	5%	4%	2%	2%	2%	5%	0%	4%	4%	0%	2%	5%	2%	3%	3%	3%	5%	0%

CITY OF MCMINNVILLE 2021 Revenue Survey

Reduction in staff hours mean the hours City offices are open to provide services to the public have been reduced

	Total	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very Useful	63	50	7	6	32	23	7	16	14	21	12	39	24	45	17	35	26	26	34	37	26
	39%	54%	15%	32%	63%	40%	15%	37%	33%	40%	52%	36%	47%	38%	44%	44%	34%	37%	43%	42%	40%
Somewhat Useful	62	31	18	13	11	31	18	14	22	18	8	42	20	43	16	28	33	29	28	33	24
	39%	33%	38%	68%	22%	53%	38%	33%	52%	35%	35%	39%	39%	37%	41%	35%	43%	41%	35%	38%	37%
Not Useful	33	11	22	0	8	3	22	13	5	12	3	26	7	27	6	15	18	15	15	17	14
	21%	12%	46%	0%	16%	5%	46%	30%	12%	23%	13%	24%	14%	23%	15%	19%	23%	21%	19%	19%	22%
Unsure	2	1	1	0	0	1	1	0	1	1	0	2	0	2	0	2	0	0	2	1	1
	1%	1%	2%	0%	0%	2%	2%	0%	2%	2%	0%	2%	0%	2%	0%	2%	0%	0%	3%	1%	2%

CITY OF MCMINNVILLE 2021 Revenue Survey

City utilities water, sewer, and electric which are funded through utility bills, not property taxes, have not been impacted by budget cuts and will continue as always regardless of the levy status

	Total	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very Useful	99	61	27	11	34	37	27	29	24	32	14	66	33	77	22	52	45	42	53	54	43
	62%	66%	56%	58%	67%	64%	56%	67%	57%	62%	61%	61%	65%	66%	56%	65%	58%	60%	67%	61%	66%
Somewhat Useful	38	22	9	7	9	19	9	8	11	11	8	29	9	21	13	21	16	15	18	21	13
	24%	24%	19%	37%	18%	33%	19%	19%	26%	21%	35%	27%	18%	18%	33%	26%	21%	21%	23%	24%	20%
Not Useful	23	10	12	1	8	2	12	6	7	9	1	14	9	19	4	7	16	13	8	13	9
	14%	11%	25%	5%	16%	3%	25%	14%	17%	17%	4%	13%	18%	16%	10%	9%	21%	19%	10%	15%	14%

CITY OF MCMINNVILLE 2021 Revenue Survey

McMinnville Public Library hours have been reduced to 31 hours per week from 52 hours because of the pandemic. If the levy does not pass the City would not be able to fully restore these hours after pandemic restrictions are lifted

	Total	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very Useful	92	65	15	12	39	37	15	25	27	25	15	61	31	63	27	48	41	40	47	53	37
	57%	70%	31%	63%	76%	64%	31%	58%	64%	48%	65%	56%	61%	54%	69%	60%	53%	57%	59%	60%	57%
Somewhat Useful	37	20	11	6	7	17	11	7	9	17	4	24	13	25	10	16	21	20	14	17	17
	23%	22%	23%	32%	14%	29%	23%	16%	21%	33%	17%	22%	25%	21%	26%	20%	27%	29%	18%	19%	26%
Not Useful	30	7	22	1	4	4	22	11	6	10	3	23	7	28	2	15	15	10	17	18	10
	19%	8%	46%	5%	8%	7%	46%	26%	14%	19%	13%	21%	14%	24%	5%	19%	19%	14%	22%	20%	15%
Unsure	1	1	0	0	1	0	0	0	0	0	1	1	0	1	0	1	0	0	1	0	1
	1%	1%	0%	0%	2%	0%	0%	0%	0%	0%	4%	1%	0%	1%	0%	1%	0%	0%	1%	0%	2%

CITY OF MCMINNVILLE 2021 Revenue Survey

The McMinnville Police Department is keeping vacancies open in response to the revenue shortfall which could impact response time. If the levy passes, all positions would be filled

	Total	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very Useful	101	67	22	12	40	36	22	24	28	30	19	68	33	74	26	55	43	37	60	56	44
	63%	72%	46%	63%	78%	62%	46%	56%	67%	58%	83%	62%	65%	63%	67%	69%	56%	53%	76%	64%	68%
Somewhat Useful	33	16	12	5	8	13	12	10	10	11	2	23	10	20	10	13	20	17	11	17	11
	21%	17%	25%	26%	16%	22%	25%	23%	24%	21%	9%	21%	20%	17%	26%	16%	26%	24%	14%	19%	17%
Not Useful	23	8	14	1	2	7	14	8	3	10	2	16	7	20	3	9	14	14	7	12	10
	14%	9%	29%	5%	4%	12%	29%	19%	7%	19%	9%	15%	14%	17%	8%	11%	18%	20%	9%	14%	15%
Unsure	3	2	0	1	1	2	0	1	1	1	0	2	1	3	0	3	0	2	1	3	0
	2%	2%	0%	5%	2%	3%	0%	2%	2%	2%	0%	2%	2%	3%	0%	4%	0%	3%	1%	3%	0%

CITY OF MCMINNVILLE 2021 Revenue Survey

McMinnville Fire Department has delayed purchase of replacement ambulance & updated extraction equipment to assist victims in today's newer cars... can impact onscene response. If levy passes vehicles & equipment will be replaced or upgraded on schedule

	Total	Initial Response			Voter Type			Utility Reaction				Voter Frequency		Home Ownership		Gender		Age		Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very Useful	115	76	23	16	45	45	23	34	31	31	19	77	38	81	32	64	48	49	59	66	45
	72%	82%	48%	84%	88%	78%	48%	79%	74%	60%	83%	71%	75%	69%	82%	80%	62%	70%	75%	75%	69%
Somewhat Useful	31	14	14	3	4	12	14	5	9	14	3	23	8	26	3	12	19	13	15	14	14
	19%	15%	29%	16%	8%	21%	29%	12%	21%	27%	13%	21%	16%	22%	8%	15%	25%	19%	19%	16%	22%
Not Useful	13	3	10	0	2	1	10	3	2	7	1	8	5	9	4	3	10	8	4	7	6
	8%	3%	21%	0%	4%	2%	21%	7%	5%	13%	4%	7%	10%	8%	10%	4%	13%	11%	5%	8%	9%
Unsure	1	0	1	0	0	0	1	1	0	0	0	1	0	1	0	1	0	0	1	1	0
	1%	0%	2%	0%	0%	0%	2%	2%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%

CITY OF MCMINNVILLE 2021 Revenue Survey

If the levy passes, the Aquatic Center would be able to operate with fully restored hours and swim programs after pandemic restrictions are lifted

	Total	Initial Response			Voter Type			Utility Reaction					Voter Frequency		Home Ownership		Gender		Age			Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad		
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Very Useful	90	64	14	12	40	34	14	22	30	23	15	60	30	60	28	52	36	40	47	53	36		
	56%	69%	29%	63%	78%	59%	29%	51%	71%	44%	65%	55%	59%	51%	72%	65%	47%	57%	59%	60%	55%		
Somewhat Useful	41	25	11	5	8	21	11	8	8	20	5	30	11	30	10	15	25	18	20	21	18		
	26%	27%	23%	26%	16%	36%	23%	19%	19%	38%	22%	28%	22%	26%	26%	19%	32%	26%	25%	24%	28%		
Not Useful	27	4	21	2	3	3	21	12	3	9	3	17	10	25	1	12	15	12	10	12	11		
	17%	4%	44%	11%	6%	5%	44%	28%	7%	17%	13%	16%	20%	21%	3%	15%	19%	17%	13%	14%	17%		
Unsure	2	0	2	0	0	0	2	1	1	0	0	2	0	2	0	1	1	0	2	2	0		
	1%	0%	4%	0%	0%	0%	4%	2%	2%	0%	0%	2%	0%	2%	0%	1%	1%	0%	3%	2%	0%		

CITY OF MCMINNVILLE 2021 Revenue Survey

If the levy passes, maintenance work hours for Parks work that keeps City parks clean, green, and maintained would be restored

	Total	Initial Response			Voter Type			Utility Reaction					Voter Frequency		Home Ownership		Gender		Age			Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad		
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Very Useful	91	66	13	12	42	35	13	26	26	23	16	63	28	62	28	51	38	36	52	53	38		
	57%	71%	27%	63%	82%	60%	27%	60%	62%	44%	70%	58%	55%	53%	72%	64%	49%	51%	66%	60%	58%		
Somewhat Useful	49	26	17	6	8	23	17	10	10	22	7	33	16	39	8	20	28	23	21	24	20		
	31%	28%	35%	32%	16%	40%	35%	23%	24%	42%	30%	30%	31%	33%	21%	25%	36%	33%	27%	27%	31%		
Not Useful	20	1	18	1	1	0	18	7	6	7	0	13	7	16	3	9	11	11	6	11	7		
	12%	1%	38%	5%	2%	0%	38%	16%	14%	13%	0%	12%	14%	14%	8%	11%	14%	16%	8%	12%	11%		

CITY OF MCMINNVILLE 2021 Revenue Survey

If the levy passes, the City would be able to continue providing the type of youth recreation programs it was providing prior to the pandemic. If it does not pass, some programs would not be restored

	Total	Initial Response			Voter Type			Utility Reaction					Voter Frequency		Home Ownership		Gender		Age			Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad		
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Very Useful	80	56	14	10	32	31	14	20	22	25	13	54	26	58	21	41	36	39	38	44	36		
	50%	60%	29%	53%	63%	53%	29%	47%	52%	48%	57%	50%	51%	50%	54%	51%	47%	56%	48%	50%	55%		
Somewhat Useful	52	27	19	6	11	22	19	13	14	19	6	31	21	37	12	21	31	18	29	29	18		
	32%	29%	40%	32%	22%	38%	40%	30%	33%	37%	26%	28%	41%	32%	31%	26%	40%	26%	37%	33%	28%		
Not Useful	24	9	14	1	8	2	14	10	5	7	2	21	3	20	4	15	9	12	10	12	10		
	15%	10%	29%	5%	16%	3%	29%	23%	12%	13%	9%	19%	6%	17%	10%	19%	12%	17%	13%	14%	15%		
Unsure	4	1	1	2	0	3	1	0	1	1	2	3	1	2	2	3	1	1	2	3	1		
	2%	1%	2%	11%	0%	5%	2%	0%	2%	2%	9%	3%	2%	2%	5%	4%	1%	1%	3%	3%	2%		

CITY OF MCMINNVILLE 2021 Revenue Survey

If the levy passes, the City would continue supporting the Senior Center and related senior programs as it did prior to the pandemic. If it does not pass, resources for the center and related programs would be reduced

	Total	Initial Response			Voter Type			Utility Reaction					Voter Frequency		Home Ownership		Gender		Age			Education	
		Yes	No	DK	Yes	Fence Sitte No		Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad		
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Very Useful	92	64	13	15	40	37	13	25	24	28	15	62	30	62	29	54	36	36	52	54	36		
	57%	69%	27%	79%	78%	64%	27%	58%	57%	54%	65%	57%	59%	53%	74%	68%	47%	51%	66%	61%	55%		
Somewhat Useful	47	24	20	3	9	17	20	11	14	16	6	31	16	36	9	16	30	24	18	21	22		
	29%	26%	42%	16%	18%	29%	42%	26%	33%	31%	26%	28%	31%	31%	23%	20%	39%	34%	23%	24%	34%		
Not Useful	21	5	15	1	2	4	15	7	4	8	2	16	5	19	1	10	11	10	9	13	7		
	13%	5%	31%	5%	4%	7%	31%	16%	10%	15%	9%	15%	10%	16%	3%	12%	14%	14%	11%	15%	11%		

CITY OF MCMINNVILLE 2021 Revenue Survey

ASK ONLY OF THOSE WHO ARE 'NO' OR 'DON'T KNOW' IN Q5A: Now that you have been provided with this information, if the election were held today, would you vote 'yes' for the City of McMinnville's levy or 'no' against the levy?

	Total	Initial Response			Voter Type			Utility Reaction			Voter Frequency			Home Ownership		Gender		Age		Education		
		No	DK	Fence Sitte No	Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad				
Total	67	48	19	16	48	18	21	20	8	45	22	51	14	32	34	31	29	42	20			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Yes, for the levy	19	9	10	9	9	4	8	3	4	12	7	12	7	11	7	11	8	14	5			
	28%	19%	53%	56%	19%	22%	38%	15%	50%	27%	32%	24%	50%	34%	21%	35%	28%	33%	25%			
No, against the levy	39	38	1	1	38	12	11	15	1	25	14	33	4	17	22	18	17	23	13			
	58%	79%	5%	6%	79%	67%	52%	75%	12%	56%	64%	65%	29%	53%	65%	58%	59%	55%	65%			
Don't know	9	1	8	6	1	2	2	2	3	8	1	6	3	4	5	2	4	5	2			
	13%	2%	42%	38%	2%	11%	10%	10%	38%	18%	5%	12%	21%	12%	15%	6%	14%	12%	10%			

CITY OF MCMINNVILLE 2021 Revenue Survey

IF YES IN Q5A: Now that you have been provided with this information, how strong is your support for the levy? Would you say you are very confident, somewhat confident, or not confident that you will vote for this levy when it is on the ballot?

	Total	Initial Resp			Voter Type			Utility Reaction			Voter Frequency			Home Ownership		Gender		Age		Education		
		Yes	Yes	Fence Sitte	Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad				
Total	93	93	51	42	25	21	32	15	64	29	66	25	48	43	39	50	46	45				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Very confident	63	63	49	14	16	13	22	12	45	18	45	16	35	27	22	38	30	32				
	68%	68%	96%	33%	64%	62%	69%	80%	70%	62%	68%	64%	73%	63%	56%	76%	65%	71%				
Somewhat confident	29	29	2	27	9	7	10	3	19	10	20	9	13	15	17	11	16	12				
	31%	31%	4%	64%	36%	33%	31%	20%	30%	34%	30%	36%	27%	35%	44%	22%	35%	27%				
Not confident	1	1	0	1	0	1	0	0	0	1	1	0	0	1	0	1	0	1				
	1%	1%	0%	2%	0%	5%	0%	0%	0%	3%	2%	0%	0%	2%	0%	2%	0%	2%				

CITY OF MCMINNVILLE 2021 Revenue Survey

In your opinion, do you consider the utility fee approach to raise revenue necessary to maintain City services to be better, worse, or about the same as the local option levy approach?

	Total	Initial Response			Voter Type			Utility Reaction			Voter Frequency			Home Ownership		Gender		Age		Education		
		Yes	No	DK	Yes	Fence Sitte No	Better	Same	Worse	Unsure	Every	Some	Own	Rent	Female	Male	Under 65	65+	No col deg	Col grad		
Total	160	93	48	19	51	58	48	43	42	52	23	109	51	117	39	80	77	70	79	88	65	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Better	43	25	15	3	11	16	15	43	0	0	0	29	14	34	9	23	18	22	19	23	18	
	27%	27%	31%	16%	22%	28%	31%	100%	0%	0%	0%	27%	27%	29%	23%	29%	23%	31%	24%	26%	28%	
About the same	42	21	14	7	10	17	14	0	42	0	0	26	16	27	13	19	22	20	18	26	13	
	26%	23%	29%	37%	20%	29%	29%	0%	100%	0%	0%	24%	31%	23%	33%	24%	29%	29%	23%	30%	20%	
Worse	52	32	17	3	20	14	17	0	0	52	0	38	14	39	12	22	30	21	29	29	23	
	32%	34%	35%	16%	39%	24%	35%	0%	0%	100%	0%	35%	27%	33%	31%	28%	39%	30%	37%	33%	35%	
Unsure	23	15	2	6	10	11	2	0	0	0	23	16	7	17	5	16	7	7	13	10	11	
	14%	16%	4%	32%	20%	19%	4%	0%	0%	0%	100%	15%	14%	15%	13%	20%	9%	10%	16%	11%	17%	