

KALKASKA COUNTY KALISEUM
[FREQUENCY REPORT OF PHONE SURVEY RESPONSES – 150 SAMPLE – ERROR ±8.0%]
Polling Dates: January 4, 2018 through January 8, 2019
(30% completed via cell phones)

[FREQUENCY OF ON-LINE RESPONSES EDITED TO REMOVE INCOMPLETE QUESTIONNAIRES AND INCORPORATE HARD COPY - 908 Responses– ERROR ±3.2%]
Responses Received: January 11, 2019 through January 22, 2019

SAMPLE: 1=Cell/2=Land/3=Web ID: _____ DATE: _____ / _____ / _____

PHONE: _____

CODE: _____ INTERVIEWER _____

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Hello, this is (NAME) from EPIC ▪ MRA, a Lansing based survey research firm. We’re conducting a random survey with county residents asking for their opinion about important local issues. This is not a sales call, you will not be asked for a donation, and you will not be called again because you participated in this survey. This is strictly research and I’d like to take 10 minutes to include the opinions of your household.

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We need to have a balance of men and women in the survey, and we need to have both younger and older voters represented. May I please speak to the youngest [MALE/FEMALE, depending on quota specified on list] registered voter, age 18 or older, who is at home right now?

IF YES: REPEAT INTRODUCTION FOR NEW RESPONDENT AND CONTINUE

IF NO, ASK: “Is there any other [MALE/FEMALE, as specified] registered voter, age 18 or older, who is at home right now?” **IF NOT, TERMINATE INTERVIEW**

_1A. Are you currently registered to vote at the address I am calling?

N=908 On-line	N=150 Phone	
99%	100%	If YES --- CONTINUE
1%	---	If NO --- “Is there another [MALE/FEMALE, as specified] registered voter at home who I can talk to?” If not, TERMINATE INTERVIEW

01. In what city or township do you currently reside and vote? [**DO NOT READ – CODE BEST RESPONSE**]

N=908	N=150	
On-line	Phone	
31%	32%	Kalkaska
15%	19%	Clearwater
8%	8%	Coldsprings
5%	7%	Rapid River
6%	7%	Springfield
4%	5%	Blue Lake
7%	5%	Excelsior
6%	5%	Garfield
7%	4%	Boardman
6%	4%	Orange
3%	2%	Bear Lake
2%	2%	Oliver
---	---	Undecided/Refused - THANK AND TERMINATE INTERVIEW

02. Thinking about elections NOT held in August or November, how often do you get a chance to vote in elections held in May, when school millage and other tax related ballot proposals are sometimes put before the voters? Would you say you vote all the time in May elections, most of the time, about half the time, seldom or would you say you never vote in elections held in May?

N=908	N=150	
On-line	Phone	
62%	50%	All the time
22%	33%	Most of the time
6%	13%	About half of the time
7%	4%	Seldom
3%	---	Never [ASK: "Is there another [MALE/FEMALE, as specified] voter at home who I can talk to who does vote in school elections?" IF YES, ASK TO SPEAK TO THAT PERSON AND RESTART INTERVIEW – IF NOT, TERMINATE INTERVIEW]
---	---	Too young to have voted before (VOLUNTEERED) – CONTINUE INTERVIEW
---	---	Undecided/Refused -- THANK RESPONDENT AND TERMINATE

__03. In May of 2019, there will be an election that will include a bond proposal for the Kaliseum, and possibly other local proposals. Thinking about that election, what are the chances you will vote in May of this year – are you very certain to vote, somewhat certain, will you probably vote, or, are you NOT LIKELY to vote?

N=908 On-line	N=150 Phone	
86%	75%	Very certain to vote ---- CONTINUE INTERVIEW
9%	12%	Somewhat certain ----- CONTINUE INTERVIEW
4%	13%	Will probably vote ----- CONTINUE INTERVIEW
1%	---	NOT LIKELY to vote - THANK RESPONDENT AND TERMINATE
	---	Undecided/Refused----- THANK RESPONDENT AND TERMINATE

__04. When you vote in elections, do you always vote by absentee ballot, mostly vote absentee, mostly vote by going to the polls, do you vote pretty equally at the polls and by absentee ballot, or do you always vote by going to the polls?

N=908 On-line	N=150 Phone	
6%	10%	Always votes by absentee ballot
8%	9%	Mostly votes by absentee ballot
14%	19%	TOTAL VOTE ABSENTEE
2%	7%	Vote pretty equally at the polls and by absentee ballot
84%	74%	TOTAL VOTE AT THE POLLS
22%	14%	Mostly votes by going to the polls
62%	60%	Always votes by going to the polls
---	---	Undecided/Refused

__05. Thinking generally about the quality of programs and services provided by Kalkaska County – such as the Sheriff’s department, Friend of the Court, the Clerk’s office and other county departments -- in return for the taxes you pay to fund those programs and services, do you think your taxes are too high, too low, or about right for what you get back? **[IF RESPONSE IS TOO HIGH, ASK: “Would that be much or somewhat too high?” AND CODE BEST RESPONSE]**

N=908 On-line	N=150 Phone	
15%	9%	Much too high
30%	24%	Somewhat too high
45%	33%	TOTAL TOO HIGH
53%	64%	About right
2%	---	Too low
---	3%	Undecided/Refused

__06. Kalkaska County owns and operates the Kaliseum; a sports facility which is open to the public that houses an ice rink, a swimming pool and a fitness center. A bond to build the facility was approved by county voters in 1996 but a second millage to pay for ongoing maintenance was not approved. As a result, and even though a small operating millage was approved in August of 2017, the facility is in need of major renovations and repairs if it is to remain open. For May of 2019, the Board of County Commissioners is considering placing a request on the ballot for voters to approve a bond millage of 1.86 mills for period of 20 years, replacing the existing bond and operating millage of 0.98 mills set to expire in 2020. The new bond would generate just under \$29.2 million to be used for structural repairs and renovations for the entire Kaliseum, as well as to pay for future mechanical system upgrades, ongoing maintenance and personnel expenses needed during the life of the millage.

If approved, the 1.86 mills would cost an owner of a home with a market value of \$200,000.00 and a taxable value of \$100,000, just over \$185 per year or, about \$15.50 per month, which is \$7.35 more per month than property owners currently pay for the facility. Based on this information and what else you may know or have heard about this proposal, would you vote Yes in favor of the proposal or would you vote No to oppose it?

[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting Yes in favor of the bond proposal or No to oppose it?” AND CODE BEST RESPONSE]

N=908	N=150	
On-line	Phone	
41%	38%	Vote Yes
6%	5%	Lean toward voting Yes
47%	43%	TOTAL VOTE YES
53%	50%	TOTAL VOTE NO
47%	45%	Vote No
6%	5%	Lean toward voting No
---	7%	Undecided/Refused

Putting aside whether you said you would vote **YES** or **NO** on the proposal, I would like to describe some of the major areas where the \$29 million in bond funds generated by the millage would be used to renovate the Kaliseum. Again, putting aside how you said you would vote earlier, for each improvement that I mention, please tell me if you would support or oppose that particular item. **[PROBE TO SEE IF STRONGLY/ SOMEWHAT SUPPORTS/OPPOSES EACH]**

[ROTATE Q.7 THROUGH Q.9 – Sorted on Phone Results]			STR	TOT	TOT	STR	UND
			SUP	SUP	OPP	OPP	SKIP
__08.	About \$9.6 million would be spent over the life of the bond for ongoing maintenance of the pool and ice rink, including anticipated replacement of major components that do not last 20 years.	N=150 Phone	33%	48%	43%	36%	9%
		N=908 On-line	41%	56%	43%	37%	---
__07.	Just under \$10 million would be used for structural renovations to the whole building and to replace major mechanical systems for the ice rink and the pool, which would be extended by 7 feet.	N=150 Phone	30%	48%	46%	40%	6%
		N=908 On-line	41%	56%	44%	37%	---
__09.	About \$9.7 million of the funds would be reserved for paying ice rink and swimming pool staff for 20 years to be on site the 16 hours per day the Kaliseum is open, with any operating revenue generated by the facility being available to offset this cost.	N=150 Phone	27%	44%	47%	40%	9%
		N=908 On-line	34%	52%	47%	38%	1%

__10. After hearing a more detailed description of the upgrades, renovations and construction that would be included if a millage for the \$29 million dollar bond proposal were approved, and knowing that, if approved, 1.86 mills would cost an owner of a home - with a market value of \$200,000.00 and a taxable value of \$100,000 - \$186 per year or, about \$7.35 more per month than property owners currently pay for the facility; if the election on the proposal were held today, would you vote **YES** in favor of the proposal, or **NO** to oppose it?

[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting **Yes in favor of the bond proposal or **No** to oppose it?” AND CODE BEST RESPONSE]**

N=908 On-line	N=150 Phone	
42%	39%	Vote Yes
4%	2%	Lean toward voting Yes
46%	41%	TOTAL VOTE YES
54%	48%	TOTAL VOTE NO
48%	46%	Vote No ----- GO TO Q.12
6%	2%	Lean toward voting No ----- GO TO Q.12
---	11%	Undecided/Refused ----- GO TO Q.14

__11. Using a scale of zero to 10 where zero means you **DO NOT** feel motivated at all to vote, and 10 means you feel extremely motivated, what number would you use to describe how motivated you are to vote YES on the proposal? [IF UNDECIDED/ REFUSED, CODE “99”]

RATING:	N=62 Phone	N=421 On-line
0 to 4	3%	0%
5	6%	4%
6 to 8	31%	22%
9 to 10	60%	73%
Undecided/Refused/Skipped	---	1%
MEAN:	8.461	9.094

POLLERS NOTE: ALL Q.11 RESPONDENTS GO TO Q.14

__12. Using a scale of zero to 10 where zero means you **DO NOT** feel motivated at all to vote, and 10 means that you are extremely motivated, what number would you use to describe how motivated you are to vote NO on the proposal? [IF UNDECIDED/REFUSED, CODE “99”]

RATING:	N=72 Phone	N=486 On-line
0 to 4	2%	4%
5	---	4%
6 to 8	14%	11%
9 to 10	84%	80%
Undecided/Refused/Skipped	---	1%
MEAN:	9.440	9.152

__13. What is the main reason why you would vote **NO** to reject the millage request? [WRITE COMMENT AS STATED]

N=456 On-line	N=72 Phone	
27%	37%	Mismanaged-Wasteful spending
12%	17%	Dislike Kaliseum-Against it from the beginning
17%	12%	Tax increase-Taxes are too high – Can’t afford
9%	11%	Built incorrectly to begin with
22%	10%	Users should pay-Users already have to pay-I do not use it
0%	4%	Always asking for more money
2%	3%	Pool issues-pool unsafe-pool closed
6%	3%	Too much money in the proposal
3%	1%	Other local priorities are more important like the roads/schools
2%	1%	Other (<i>less than 1% each</i>)
---	1%	Undecided/Refused

__14. If there is not enough public support for a 1.86 mill request to finance a complete overhaul of the Kaliseum, the Board of Commissioners may place an alternative proposal asking voters to approve 1.12 mills for 20 years to fund \$17.5 million in bonds, which would be used to make structural repairs to the Kaliseum and renovate the ice rink but would require the pool to be filled in and the west side of the building converted to a gym, thereby reducing the overall ongoing costs to operate the facility. If approved, 1.12 mills would cost the owner of a home with a market value of \$200,000.00 and a taxable value of \$100,000, about \$112 per year or roughly, \$9.30 per month. If the election on this alternative proposal that would renovate the ice rink but fill in the pool were held today, would you vote **YES** in favor of such a scaled back proposal, or **NO** to oppose it?

[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting Yes in favor of the bond proposal or No to oppose it?” AND CODE BEST RESPONSE]

N=908	N=150	
On-line	Phone	
20%	13%	Vote Yes
8%	7%	Lean toward voting Yes
28%	20%	TOTAL VOTE YES
71%	75%	TOTAL VOTE NO
66%	70%	Vote No
5%	5%	Lean toward voting No
1%	5%	Undecided/Refused/Skipped

__15. If there is not enough public support for either a complete renovation of the Kaliseum or the alternative that would renovate the entire building but replace the pool on the west side of the building with a gym, the County Board could place a request for a small dedicated millage of less than 1 mill for two to five years to pay the \$1 million it will cost to tear the facility down. If the election on a dedicated millage to demolish the Kaliseum were held today, would you vote **YES** in favor of it, or **NO** to oppose it?

[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting Yes in favor, or No to oppose, of the millage to pay for tearing down the facility?” AND CODE BEST RESPONSE]

N=908	N=150	
On-line	Phone	
25%	23%	Vote Yes
7%	1%	Lean toward voting Yes
32%	24%	TOTAL VOTE YES
68%	67%	TOTAL VOTE NO
58%	63%	Vote No
10%	4%	Lean toward voting No
---	9%	Undecided/Refused

__16A-C. Where do you get the information that influences your opinions the most about Kaliseum? [**DO NOT READ - CODE FOR UP TO THREE RESPONSES – PROBE WITH: “Are there any others?” UNTIL THREE RESPONSES MENTIONED OR UNPRODUCTIVE**]

N=908 On-line	N=150 Phone	
21%	35%	Word of Mouth
26%	26%	Personal experience with the Kaliseum
10%	13%	Kalkaska Review
5%	8%	TV
8%	6%	Traverse City Record-Eagle
10%	4%	Facebook, Twitter or other social media
2%	3%	City-Township Meetings
2%	2%	Board of Commissioners
5%	1%	County website
2%	1%	None; have no source of information (<i>volunteered</i>)
3%	---	The Voice
1%	---	Elk Rapids News
---	---	Antrim Review
---	---	Other (<i>less than 1% each</i>)
1%	---	E-mail
2%	---	Direct mail
2%	---	Radio
---	1%	Undecided/Refused

Finally, I would like to ask you a few questions for statistical purposes only.

__17. Do you have children who are school age or younger? [**PROBE FOR BEST RESPONSE**]

N=908 On-line	N=150 Phone	
27%	19%	Yes
72%	81%	No
1%	---	Undecided/Refused/Skipped

__18. Are you or is anyone in your household a member of the Kaliseum? [**PROBE FOR BEST RESPONSE**]

N=908 On-line	N=150 Phone	
7%	2%	Yes, respondent
4%	3%	Yes, other members of the household
5%	3%	Yes, both
16%	8%	TOTAL KALISEUM MEMBERS
83%	92%	No members of the household
1%	---	Undecided/Refused/Skipped

__19. Have you or any member of your family ever used the Kaliseum or participated in an event or program held there? [**PROBE FOR BEST RESPONSE**]

N=908	N=150	
On-line	Phone	
32%	18%	Yes, respondent
9%	10%	Yes, other members of the household
40%	51%	Yes, both
81%	79%	TOTAL KALISUEM USERS
18%	21%	No members of the household
1%	---	Undecided/Refused/Skipped

__20. Could you please tell me in what year you were born? [**IF REFUSED, ASK:** ‘Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that applies to you.’ **AND READ 1 TO 4**]

[**RECORD YEAR HERE** _____ **AND THEN CODE BELOW**]

May 2018 Election		N=908	N=150		
Votes	%	On-line	Phone		
142	8%	9%	8%	18 to 34 years -----	(1985 to 2001)
290	16%	23%	17%	35 to 49 -----	(1970 to 1984)
506	27%	33%	28%	50 to 64 -----	(1955 to 1969)
920	49%	34%	47%	65 and over -----	(1954 or before)
<i>Total 1,858</i>		1%	---	Undecided/Refused/Skipped	

__21. Sex of respondent (**DO NOT ASK -- BY OBSERVATION ONLY**)

N=908	N=150	
On-line	Phone	
51%	54%	Female
47%	46%	Male
2%	0%	Undecided/Refused/Skipped

THANK RESPONDENT FOR HIS/HER TIME