

Poll Analysis

Laramie County Voters

June 2017

Prepared for:

**Laramie County
Community College**



SURVEY METHODOLOGY & SAMPLE DEMOGRAPHICS

Sample Demographics: n=300

- **Total Sample Size: 300.**
- **Eligibility: Likely Voters in November 2017 – previous “super-voters” who voted in off-year elections.**
- **Interview Dates: June 14-18, 2017.**
- **Margin of Error: 5.6%**
- **Interview Method: Telephone with 25% cells.**

Party Registration

| | |
|-------------------|-----|
| Democrat | 27% |
| Republican | 56% |
| Independent/Other | 17% |

Age

| | |
|-------|-----|
| 18-39 | 6% |
| 40-64 | 39% |
| 65-74 | 28% |
| 75-Up | 27% |

Gender

| | |
|--------|-----|
| Male | 49% |
| Female | 51% |

LCCC Experience

| | |
|--------------------------------|-----|
| Family Currently Attend | 14% |
| Household/Family Alumni | 61% |
| No Experience/No Family Alumni | 25% |

ECONOMIC MOOD OF LARAMIE COUNTY VOTERS

Laramie County voters are in a positive mood about the local economy and their property tax burden. A four-fifths (83%) majority rate the area economy positive – this positive outlook tends to create a more accepting public mood for civic projects. Likewise, a 58% majority say the level of property taxes is acceptable; 39% say it is “too high.” Strikingly, there is no difference between Republicans (60% about right/low) and Democrats (61%) on level of taxation.

Rate Economy

First of all, how would you rate the overall health of the local ECONOMY in Laramie County -- excellent, good, not so good, or poor?

83%



Positive

15%



Negative

Rate Property Tax Level

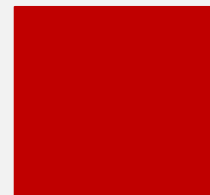
Do you feel that the overall level of property taxes homeowners in Laramie County pay is much too high, somewhat high, about right, or even a bit low given the level of services provided?

58%



About Right-Low

39%



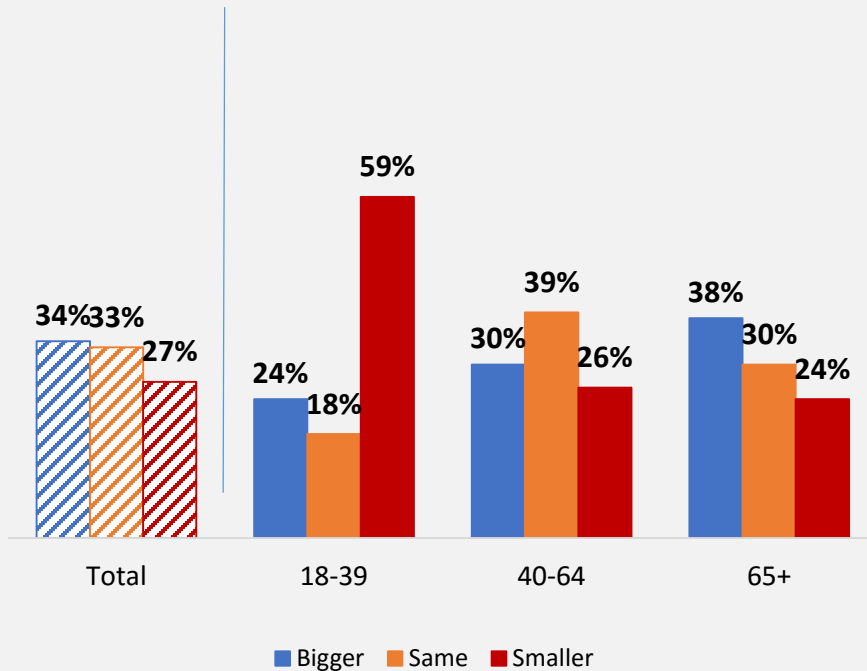
Too High

AREA POPULATION: GROWTH OR DECLINE

Just 27% of Laramie County voters believe the area population is declining. This awareness ranges from 59% among millennials to 24% among those 65+. In fact, seniors are more likely by +14 to believe the Cheyenne-area population – especially among younger adults – is growing, not declining. When told the actual trends, 63% see this population decline as a bad thing. Even 60% of seniors say this trend is “bad.”

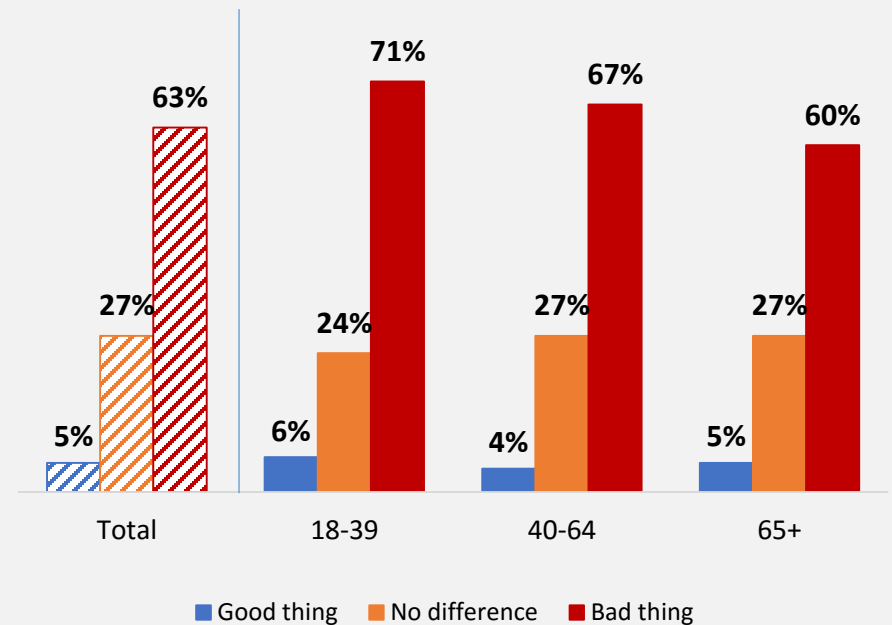
Current Population Trend

Do you think the overall population of the greater Cheyenne area – especially among younger adults – is growing and getting bigger, staying about the same, or declining and getting smaller?



Opinion of Population Decline

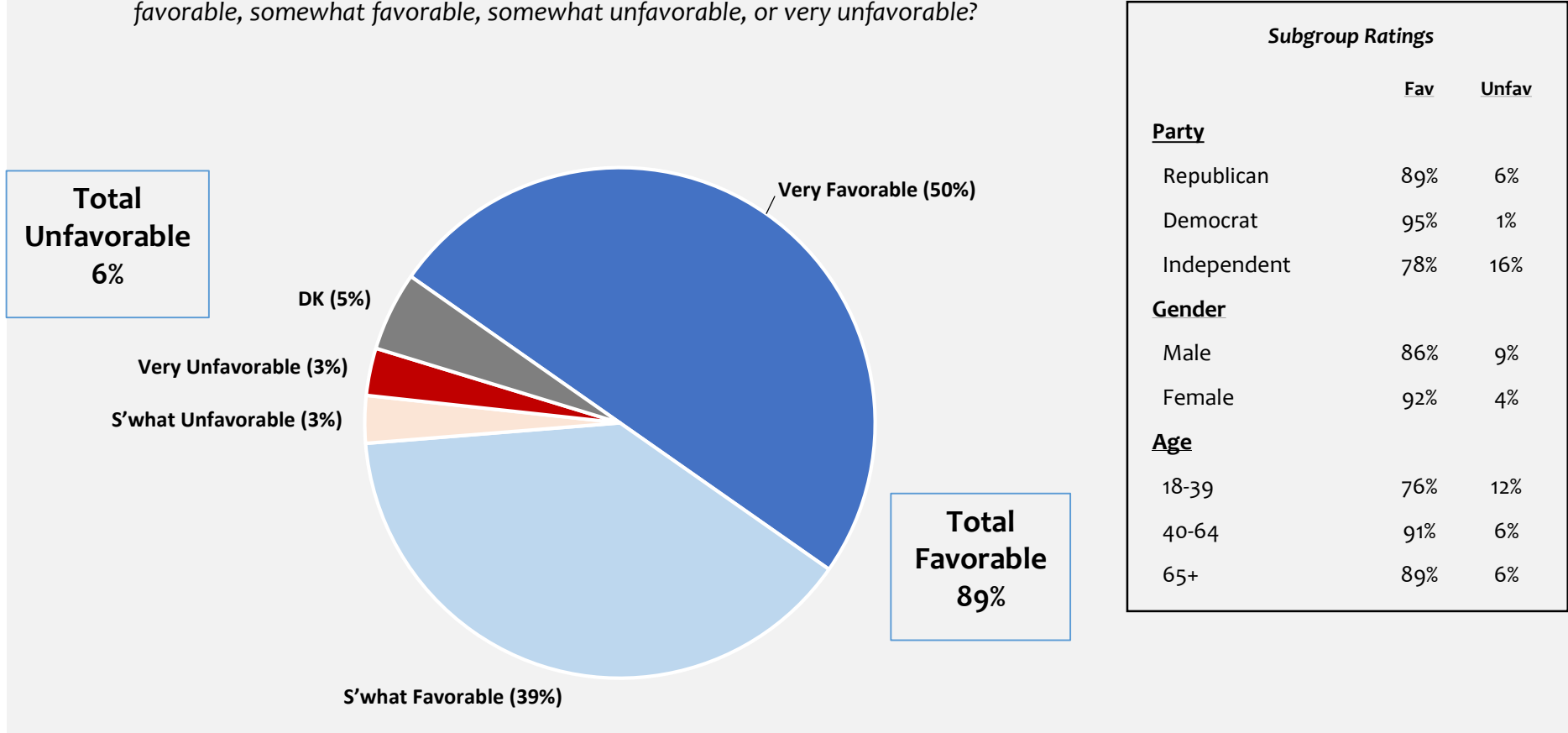
Following up on this, according to census statistics, the population of the Cheyenne area is going down, especially among younger adults. In your opinion, is this a GOOD thing, a BAD thing or really makes NO DIFFERENCE?



LARAMIE COUNTY COMMUNITY COLLEGE (LCCC) BRAND RATING

LCCC remains an extremely popular brand (89% favorable) including half the electorate holding strong “very favorable” feelings. This provides LCCC high credibility in the community. Ratings are consistently near or above 90% with Democrats and Republicans as well as voters over 40. Among the one-in-seven (14%) who say they have a family member currently attending LCCC, ratings are 95% positive – 61% “very favorable” (a solid positive experience). LCCC rating is 91% for those with family who are alumni.

Switching subjects, is your overall impression of Laramie County Community College very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable?

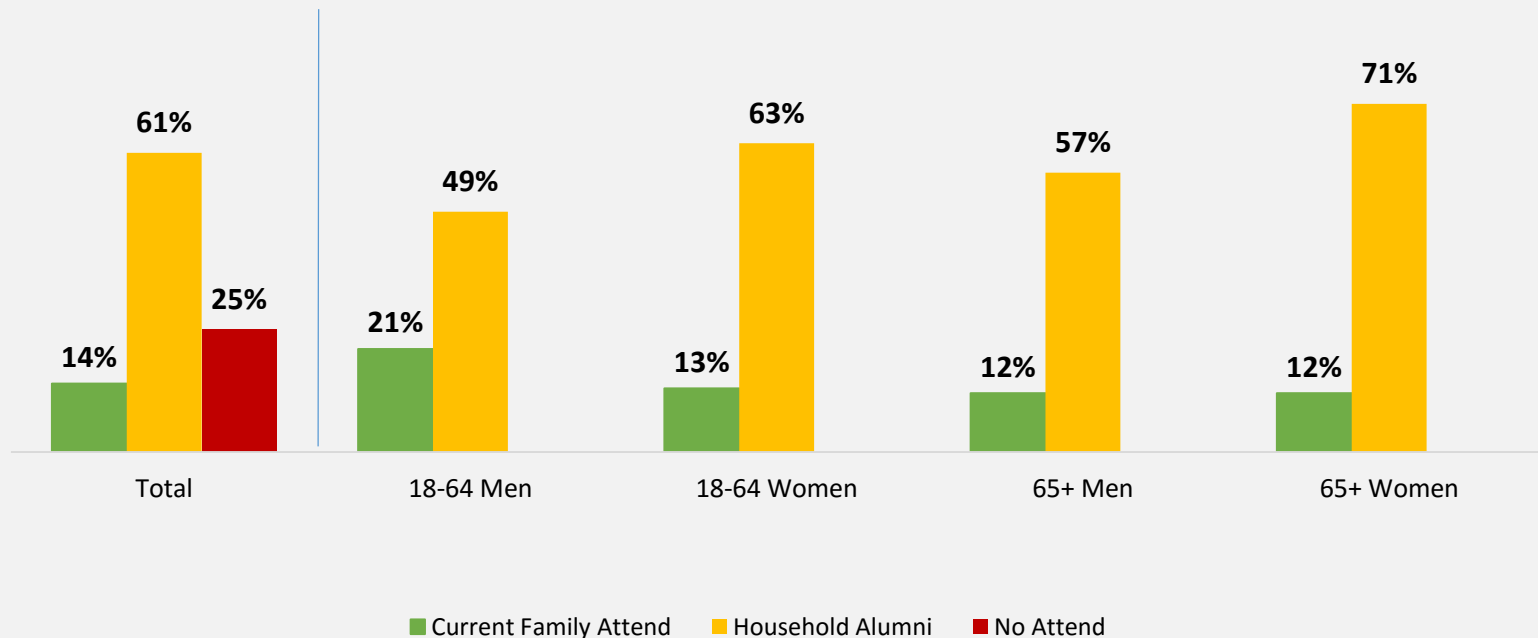


COMMUNITY EXPERIENCE WITH LCCC

The community has strong personal ties to LCCC; 75% of voters have a family member (or themselves) who either currently (14%) or previously (61%) attended LCCC. This means LCCC is both a positive and deeply embedded fixture in the community's fabric.

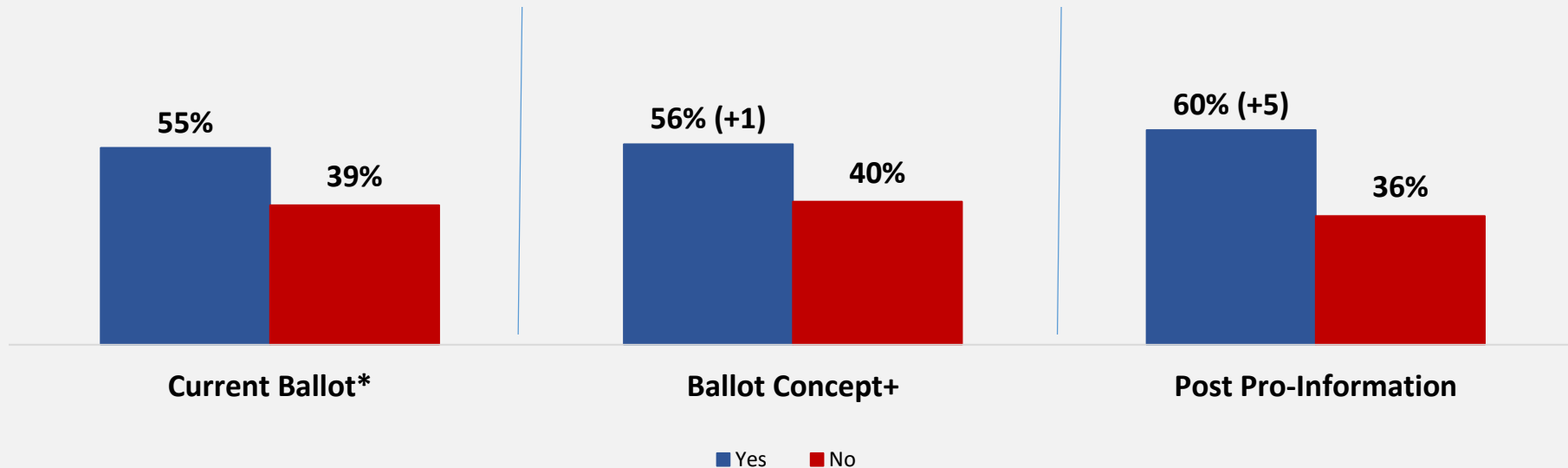
Do you or does anyone in your family currently attend Laramie County Community College?

[IF NO/DK] Did you or anyone in your family attend Laramie County Community College in the past?



BALLOT VOTES FOR LCCC BOND

The \$29 million Bond ballot starts with 55% YES vote. That lengthy wording seems to communicate clearly since when a follow-up question is presented in more direct terms including a “\$2 per month tax increase for every \$100,000 of home value,” YES vote changes only ONE POINT to 56%. After exposure to positive-only messaging about the Bond, YES vote moves to 60%. Thus, a stubborn and consistent 40% never support the LCCC Bond.



* **Exact Q Wording:** Next, I will read you the wording of a possible Ballot issue that Laramie County voters might or might not be asked to vote on. After hearing it, tell me if you would be likely to vote YES or vote NO on it. Like most ballot issues, it is written using legal terms and language. Here it is...

Laramie County Community College District (the “District”) proposes to build new facilities on its campus in Cheyenne. One would be a new residence hall to meet the housing needs of the student population and increase enrollment. The second component would be expanded physical education, athletics and recreational facility for the student population and community to support and expand the athletics program and teach students the skills needed in today’s work force relating to health sciences and physical wellbeing. The third component would be renovated classrooms and laboratories for arts education as well as a new performing arts auditorium to serve the student population and community. To pay a portion of the costs of the new facilities, the college requests the authority to issue general obligation bonds in an aggregate principal amount not to exceed 29 million dollars bearing a maximum rate or rates of interest not to exceed 5.50 % per annum and to mature within 15.5 years of their respective dates. The bonds would be payable from ad valorem property taxes levied against all taxable property in the District in amounts sufficient, together with other legally available funds of the District, to pay the principal of and interest on the bonds in each year, and the bonds would be sold on such terms and conditions as the District may determine.

+ Let me give you more information about this ballot issue and ask your vote again. This 29-million-dollar Bond would be used by Laramie County Community College – LCCC – for three purposes:

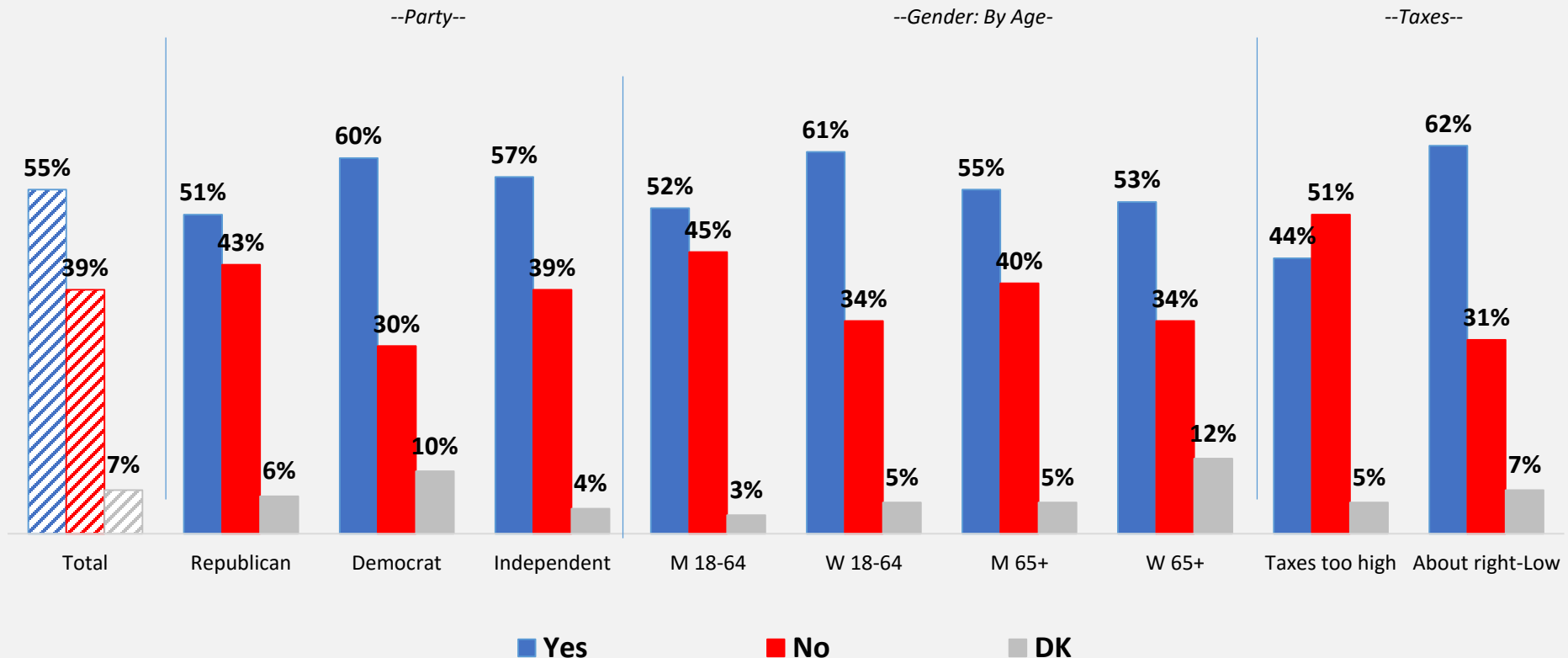
1. To build a new 300-bed residence hall on the main campus to handle student growth among those who need housing.
2. To expand and renovate LCCC physical education, athletic and recreation facilities that are more than 40 years old.
3. To renovate outdated classrooms used for arts education and add a new auditorium to be used for gatherings and performances.

If passed, property taxes would increase for Laramie County homeowners by a little more than TWO DOLLARS per month for every 100 thousand dollars of home value and remains in effect until the Bonds are paid off.

BALLOT LANGUAGE VOTE: BY SUBGROUPS

The YES ballot (55% overall) has slightly higher support among Democrats (60%), working aged women (61%), those okay with the current property tax level (62%), and those with a family member currently attending LCCC (63%). Opposition is highest among Republicans (43%), working aged men (45%), and those saying taxes are too high (51%). Republican men 65+ -- who are usually the core of anti-tax ballot vote -- are YES voters by a 51-44 margin.

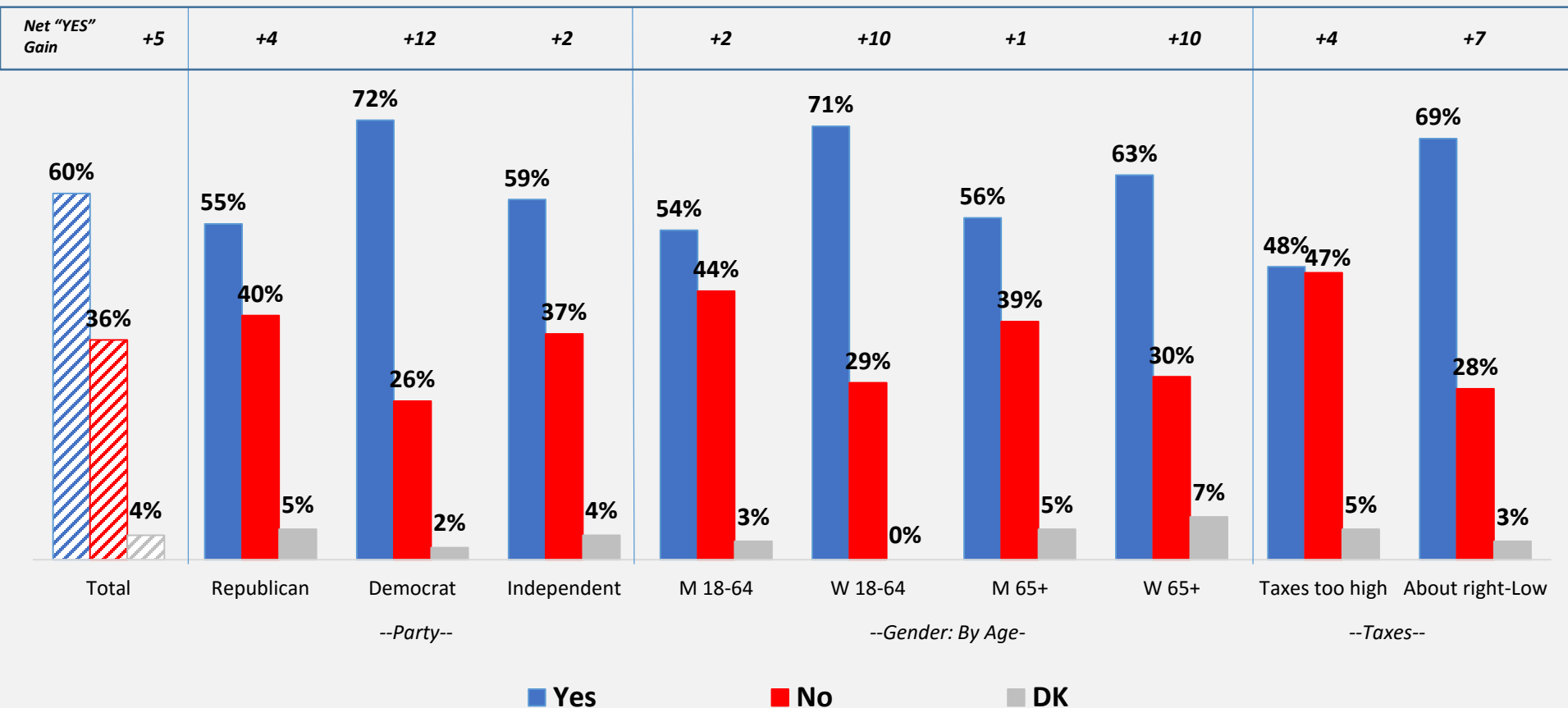
Next, I will read you the wording of a possible Ballot issue that Laramie County voters might or might not be asked to vote on. After hearing it, tell me if you would be likely to vote YES or vote NO on it. Like most ballot issues, it is written using legal terms and language.



POST-INFORMATION BALLOT VOTE: BY SUBGROUPS

When YES ballot vote reaches its peak at 60%, biggest gains over initial ballot language YES vote comes among Democrats (+12), women 18-64 (+10), and women 65+ (+10). The messages fail to move men voters.

Having heard this information, do you think you would vote YES or NO for a 29 million-dollar property tax increase ballot issue for Laramie County Community College?



OPEN-END RESPONSES: WHY “YES” VOTE

What is the main reason you would vote **YES** for this \$29 Million Bond...
what do you like about it?



A word cloud of responses to the question. The most prominent words are 'GOOD', 'COLLEGE', 'COMMUNITY', 'EDUCATION', 'STUDENTS', 'PEOPLE', 'LCCC', 'FACILITIES', 'SCHOOL', 'YOUNG', 'HOUSING', 'LOT', 'IMPROVE', 'STATE', 'MONEY', 'NEEDS', 'BETTER', 'SEE', 'LARAMIE', 'KIDS', 'GOING', 'BELIEVE', 'COUNTY'.

Because the college needs a facelift. It's not a wonder that our younger generation is going away to other states to school. We need to upgrade and be in this century.

For the greater good and my taxes would go up about \$48 a year and LCCC is valuable asset for our community.

Strong support of education.

Bring and keep young people here.

I think a lot of education and without it we don't have a future. Our taxes aren't that high anyway.

I have always been in favor of our college. I didn't realize it was getting that old. I think there is a lot of potential to draw people from other parts of the state or even across the border. And I think we need it to keep our kids at home! Give them some education and provide jobs so that they stay here. Teach them to run a business on their own. Whatever it takes, teach them how to do things they want to do and do them here.

I like investing in education and the future.

The college is outdated and could use some renovation to get more students to come.

Need a place for students to live. It's a long way out there, the students need a place that's close because there is no public transportation that goes out there.

Return to the community outweighs the cost. It would help the community.

LCCC is one of the best uses of tax dollars.

It's needed and the college is growing. A really good school and with additional facilities, it will attract more students.

LCCC – as the name says – the community and you need to protect your community.

The expansion of the 40-year-old buildings so that more students will be able to go to college without it being crowded.

I value education. I know the LCCC has been around and serving the community since the 70's and I know that a lot of those facilities need to be rebuilt. A couple of dollars is not too high a price to pay to renovate these facilities that give back to the community.

In order to get younger adults to stay, we need to upgrade the college and have more activities for them.

Without good schools and education, the population cannot continue. It will decline, as the level of education declines. The people cannot hold as good of jobs and income goes down and the whole community goes down.

The college deserves our support and should be able to grow.

Updating the college to keep it relevant and competitive with other schools.

We need housing for students and rent is very expensive out there.

We need to keep the youth in Wyoming; there's a lot of youth leaving the state.

OPEN-END RESPONSES: WHY “NO” VOTE

What is the main reason you would vote **NO** for this \$29 Million Bond...
why are you hesitant to support it?

I don't agree that the classrooms are outdated.

Additional tax on people like me. Don't have any kids who are ready to go to college and if they are I won't send them to LCCC.

Raise tuition costs to cover it.

I don't want the sports and athletics.

The college should support itself.

People come here and get their education and then leave, so then we're stuck paying for the facilities.

Don't need it!

It's a waste of money. All they do is bring in minorities from out-of-state to make themselves look good and the residents have to pay for this crap.



We need to focus on a better curriculum and less on frivolous expenses. Recreation is great if you have top notch education, but they are not there. They need to focus on the primary goal of educating students.

Number one, the population of Laramie County is pretty much stable or declining so it doesn't make much sense to spend money on services that won't be fully utilized. Also, the University of Wyoming is 45 miles down the road. All this stuff is already available at the University of Wyoming.

They don't need another dorm. Delete the competitive sports and instead spend it in the physical education dept.

Like to see less recreation but more apprenticeships.

The county is shrinking and so we don't need it.

I don't like the extension of arts education.

Taking a big bite and if there were taking a smaller bite, I'd support it. Being on a fixed income, every little increase hurts.

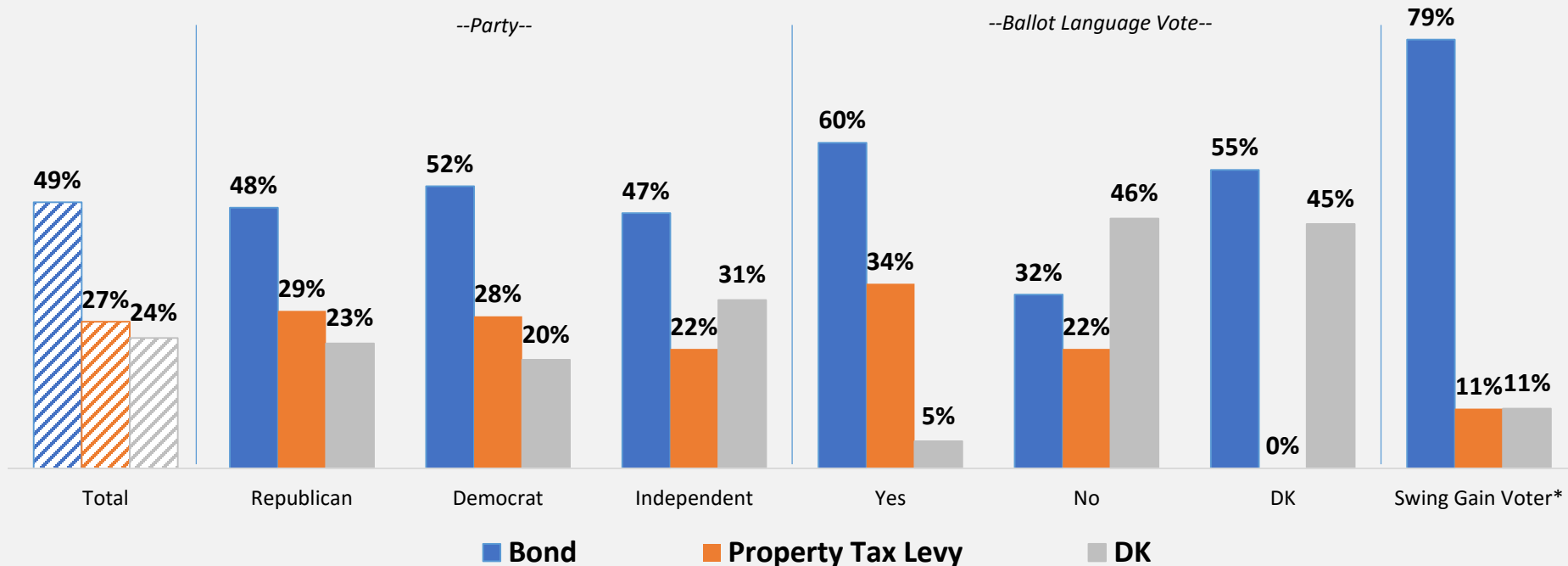
They make enough money and they build their own facilities. The only people paying for it would be homeowners. That is not fair.

LCCC BALLOT PREFERENCE: BOND VS. PROPERTY TAX

By a 49% to 27% margin, Laramie County voters prefer to fund LCCC improvements with a Bond over a mil levy increase even though the Bond tax collection is for a longer period. The Bond is especially preferred among swing voters who move to YES after hearing messages (79% Bond vs. 11% mil levy).

If you had a choice between two ways of funding these improvements at Laramie Community College which would you prefer ...?

- **OPTION 1.** A \$29 million Bond that increases property taxes for up to 15 years costing about 2 dollars per month per 100 thousand dollars of home value
--OR--
- **OPTION 2.** A Property Tax increase that lasts 5 years and costs 4 dollars per month for every 100 thousand dollars of home value.



* 9% of electorate; those who move to YES vote based on pro-ballot information.

SUPPORT FOR SPECIFIC LCCC PROJECTS WITH COMMUNITY USE (1 of 2)

Next, I will read you a set of statements about the possible 29 million-dollar Bond ballot issue to pay for projects at Laramie County Community College. Tell me if you find each to be a very persuasive, somewhat persuasive, or not a persuasive reason to support the ballot issue.

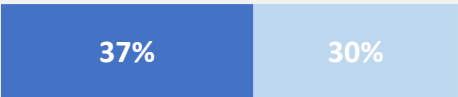
[40 YEARS OLD] Passing this ballot issue makes it possible for LCCC to upgrade two buildings that are over 40 years old and are in dilapidated condition including no air conditioning, no ability to expand electricity capacity, and deteriorating plumbing in bathrooms.



[ECONOMIC STUDY] An economic study shows that every dollar invested in LCCC returns a clear profit to the community in the form of higher wages, more jobs, more tax revenue and lower negative costs associated with crime and drug abuse.



[YOUNGER WORKERS] With Laramie County's population aging and losing its younger workers, these improvements to LCCC will help bring new students and then the next generation of workers to Cheyenne who can provide needed services – like health care -- and keep the local economy's tax base stronger.



[LCCC TRUSTED] Given their past track record with previous projects, LCCC can be trusted to complete projects on-time and on-budget in a fiscally responsible way.



[EARLY 70's] The LCCC buildings this ballot issue addresses were originally built in the early 70's and have not undergone major repair or renovation since. Like any property that old, it is simply time for a major fix-up and improvement.



[ATTRACT STUDENT RESIDENTS] These three projects will make LCCC competitive with all other community colleges in Wyoming and allow LCCC to attract students to come and then live in Cheyenne as they build their careers and families.



■ Very Persuasive ■ S'what Persuasive

| Total "Persuasive" | Very Persuasive: Among "YES Gain" Swing Voters |
|-----------------------|--|
| 72% | 43% |
| 67% | 54% |
| 67% | 39% |
| 74% | 46% |
| 69% | 43% |
| 68% | 36% |

SUPPORT FOR SPECIFIC LCCC PROJECTS WITH COMMUNITY USE (2 of 2)

Next, I will read you a set of statements about the possible 29 million-dollar Bond ballot issue to pay for projects at Laramie County Community College. Tell me if you find each to be a very persuasive, somewhat persuasive, or not a persuasive reason to support the ballot issue.

[TEMPORARY TAX] By law, this tax increase will be temporary and like previous LCCC successful ballot issues, the tax will go away within 15 years.



[COMMUNITY BENEFITS] If these projects are approved, the Cheyenne community will benefit from being able to use new facilities, all-weather sport fields, and an auditorium with regular performances.



[SPORTS TOURNAMENTS] Upgrading LCCC athletic and recreation facilities could attract sports tournaments and events bringing in out-of-town visitors and boost the local economy.



[EXPENSIVE ADA TRIGGER] Without the new money from this ballot issue, LCCC won't have enough money to make any major improvements to these older buildings because any renovations could trigger expensive federal government regulation requirements to comply with the Americans with Disabilities Act.



[ARTS, MUSIC] Upgrading and expanding LCCC arts and music education facilities will expand student learning opportunities in the arts and mean more plays and performances for the community to attend.



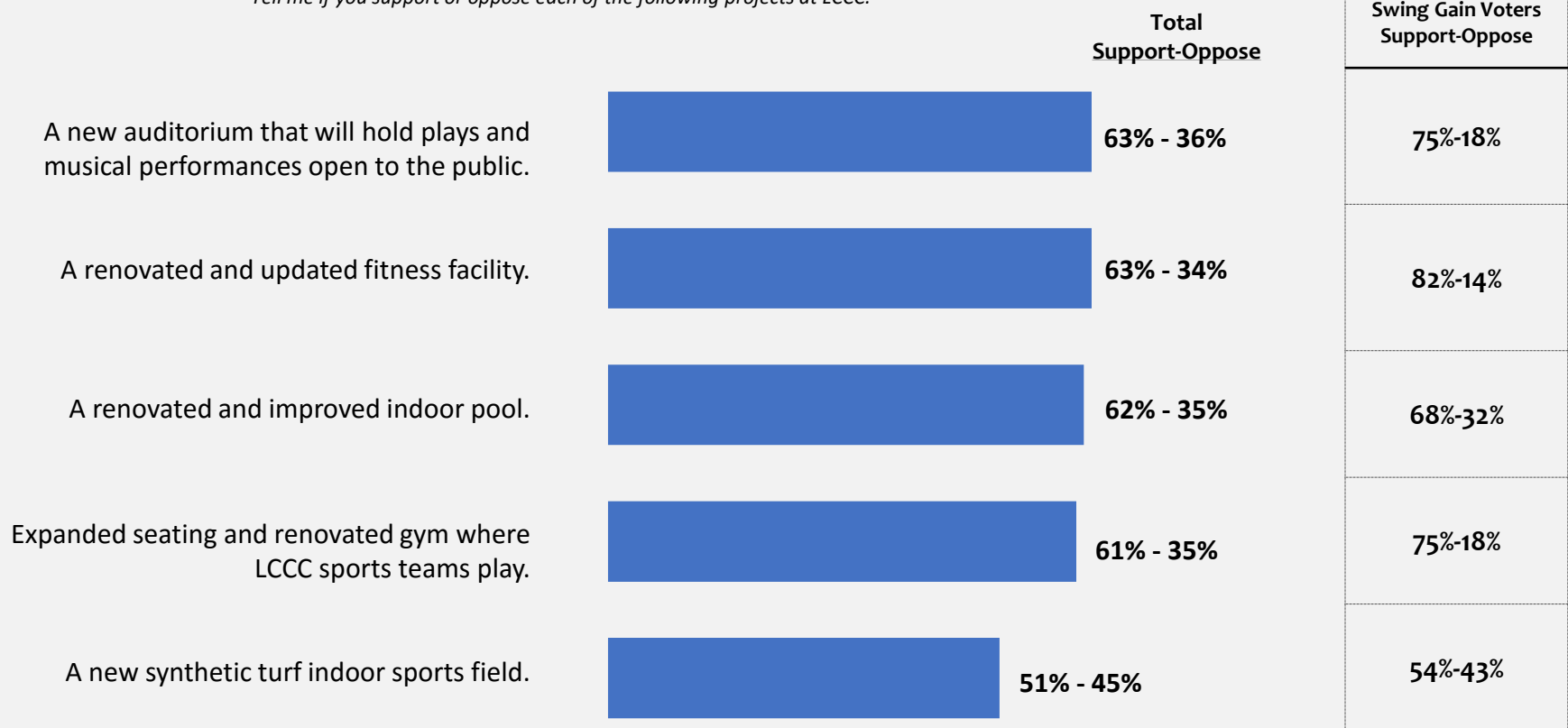
■ Very Persuasive ■ S'what Persuasive

| Total "Persuasive" | Very Persuasive: Among "YES Gain" Swing Voters |
|--------------------|--|
| 67% | 29% |
| 65% | 29% |
| 66% | 39% |
| 61% | 46% |
| 60% | 29% |

MESSAGE TEST: PRO-\$29 MILLION BOND STATEMENTS

A consistent low 60's level of support is given for four out of the five community-use projects. This follows the 60% YES vote given for the Bond package post-messaging. The indoor turf field (51%) has lowest support. The fitness facility is most popular with swing voters.

*Lastly, if the voters approve this LCCC ballot several of the new facilities will be open for community use by Laramie County residents.
Tell me if you support or oppose each of the following projects at LCCC.*





801 N. Quincy Street. Suite 145
Arlington, VA 22203
(703) 528-3031

Keith@Frederickpolls.com