IVAN MOORE<br>RESEARCH

# HOMER/ANCHOR POINT PUBLIC OPINION SURVEY 

## March 2015

## Conducted for:

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\&
The City of Homer

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## INTRODUCTION AND METHODOLOGY

This survey was fielded between March $19^{\text {th }}$ and $22^{\text {nd }}, 2015$. A total of 258 respondents resident in the Homer/Anchor Point area of the Kenai Peninsula participated in the survey. Respondents were interviewed on both landlines and cellphones, with all numbers selected using a random digit dial methodology. Screening was conducted to ensure that all respondents are at least 18 years of age or older, and that they lived within the two zip codes that define the area, 99603 and 99556.

A sample size of 258 drawn from the total adult population of the survey area yields frequency results for measured data that are subject to a maximum margin of error of $+/-6.0 \%$ at $95 \%$ confidence. In other words we can be 95\% sure that our results differ from their true population proportions by no more than $6.0 \%$ on either side.

Measured data was weighted to provide for a distribution of responses from the two zip codes in proportion to adult population and a distribution of respondent age that matches census data for heads of household in the area.

| AREA | Weighted <br> sample | Weighted <br> percent |
| :--- | :---: | :---: |
| 99603 | 201 | $79.2 \%$ |
| 99556 | 54 | $20.8 \%$ |
|  |  |  |
| $18-24$ | 9 | $3.6 \%$ |
| $25-34$ | 31 | $12.4 \%$ |
| $35-44$ | 36 | $14.7 \%$ |
| $45-54$ | 56 | $22.6 \%$ |
| $55-64$ | 67 | $27.4 \%$ |
| $65+$ | 47 | $19.3 \%$ |

103 interviews were conducted on cellphones, 155 on landlines. Cellphone interviewing took place only on the weekend or on weekday evenings when the great majority of cellphone users have free minutes, and respondents were screened to ensure they could participate safely and conveniently. Proprietary survey questioning was used to ascertain how the incidence of landline and cellphone use intersects in the population and data was weighted to match this profile.

Fielding for this survey was conducted by telephone using CATI interviewing. Collected data has been data entered, verified, checked for accuracy, coded, weighted and processed using SPSS, a standard statistical package for survey research. The elements of this report include the questionnaire in its final form collated with the frequency results for each question, and a crosstabulation section that breaks the sample down into core demographic groups.

Quality control measures were taken to ensure as high a response rate as possible for this study. These included supervision of interviewers, limitation of the calling set, repeated callbacks, interview monitoring, post-interview quality control surveys, and calling at various times of day and evening over the course of the fielding period. As a result, we can be very confident of the accuracy of results within the statistical margin of error.

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## HOMER PUBLIC OPINION SURVEY MARCH 2015

Hi, my name is $\qquad$ and I'm calling for Ivan Moore Research, an Alaska public opinion research firm. We are conducting a public opinion survey today in the Homer area about some issues that are important to the community. The survey should take no more than five minutes.

S1. What is the zip code where you live?


IF OTHER ZIP OR UNSURE, THEN SAY "Do you live in the Homer/Anchor Point area?" IF NO, TERMINATE.

IF CELLPHONE RESPONDENT... We'd like to get your input to the survey as a cellphone respondent. We've deliberately called you (on the weekend/after $7 \mathrm{pm}) *$ so that we're not using up your minutes, and we'd like to ask if you can safely respond to the survey where you are right now. IF YES, CONTINUE...

IF LANDLINE RESPONDENT... Is this a residential telephone?
IF YES, CONTINUE...
If they are available, I'd like to speak with the youngest male aged 18 or older in your household.

IF AVAILABLE, SWITCH AND REPEAT INTRO.
IF NOT AVAILABLE... How about the youngest female aged 18 or older?
IF AVAILABLE, SWITCH AND REPEAT INTRO.
IF NOT AVAILABLE, CONTINUE WITH RESPONDENT.
All phone numbers used for this survey were randomly generated. We don't know your name, but your opinions are important to us, and we'd appreciate your participation if that's OK with you. Of course, your responses will be completely confidential.

1. First of all, how long have you lived in the Homer area?


Mean $=21.1$ years

The Homer area has seen a growing interest in community parks, indoor and outdoor sports, visual and performing arts, cultural events and festivals, which are all part of the local quality of life for residents of all ages.

While we have parks, recreation and cultural resources, community organizations and municipalities face financial and space limitations to sustain programming and facilities.
2. First of all, how important are the availability of recreation and culture activities to you and your immediate family and friends, very important, important, somewhat important, not very important or not at all important?


We'd now like to know what you think about certain proposals that currently exist to develop, sustain and/or improve certain recreation and culture facilities in Homer.
3. One proposal is to build a multi-purpose community center in Homer to provide a year-round facility for indoor activities like recreation, performing arts, community gatherings, education and specialty activities. Such a facility will cost at least 18 million dollars to build. Funding for construction would come from several sources but would certainly require area residents to contribute, on average, several hundred dollars a year per household through both user fees and increased taxes. Which of the following statements best matches your views?

A: This is a desirable facility, it should be a priority within the next 5 years, and $I$ would be willing to contribute to support its development.

B: This is a desirable facility, but it should be a priority 5-10 years from now, providing time for the community to grow and increase the tax base.

C: This facility should not be a priority, and I would not be willing to contribute any amount of additional taxes to support its development.

4. The Kevin Bell Ice Hockey Arena is well used, with programs serving 800 people each week. The loan to pay for the building is now due, requiring mortgage payments of approximately $\$ 60,000$ per year for the next 20 years. User fees can cover operations costs, but won't cover the building loan payments. Which of the following statements below best matches your views?

A: The City of Homer should not put any funding into the building, even if this means the facility will close.

B: The City should provide approximately $\$ 10,000-\$ 15,000$ per year in new funding to help cover a portion of the loan payment, and look to the Homer Hockey Association to find the remaining funding.

C: The City should pay the full $\$ 60,000$ per year loan payment, and fund this expenditure with tax revenues.


5A. Which funding source would you most prefer to see used to fund new recreation and culture services in the Homer area? Would you like to see them funded with new property taxes, funded with new sales taxes, funded other kinds of taxes, funded with existing money reappropriated from other municipal sources, or not funded at all?


5B. One funding option used in the Kenai Peninsula Borough to pay for a desired service is the creation of a service area. Nikiski and Seldovia, for example, both have recreational service areas that pay for services provided in their communities. These service areas use property taxes to pay for local services like, for example, a community center. Generally speaking, do you strongly favor, mildly favor, mildly oppose or strongly oppose the creation of a service area in the Homer area to fund potential recreation and culture services?


The following questions are for statistical purposes only. 6A. (IF LANDLINE, THEN ASK...) Do you use a cellphone?

6B. (IF CELLPHONE, THEN ASK...) Do you have a landine telephone in your home?

6C. (IF YES TO EITHER 6A OR 6B, THEN ASK...) On which line do you conduct most of your day-to-day telephone communication, your landline or your cellphone?

7. What is your registered party affiliation? Are you a Democrat, a Republican, are you registered with another party, or are you no party?

| \| | PARTY AFFILIATION: |  |
| :---: | :---: | :---: |
| \| | Count | \% |
| \| Democrat | 30 | 11.9\% |
| \| Republican | 55 | 22.0\% |
| \|Other party | 20 | 8.2\% |
| \| No party | 144 | 58.0\% |

8. In what year were you born?

| \| | AGE OF RESPONDENT: |  |
| :---: | :---: | :---: |
| \| |  |  |
| \| | Count | \% |
| 118-24 | 9 | 3.6\% |
| \| 25-34 | 31 | 12.4\% |
| \| 35-44 | 36 | $14.7 \%$ |
| \| 45-54 | 56 | 22.6\% |
| \| 55-64 | 67 | 27.4\% |
| $165+$ | 47 | 19.3\% |

Mean $=51.8$ years
9. Of the people currently living in your household, how many are children or adolescents aged 18 or under?

10. Are you married or single?

11. In which of the following broad categories does your household income fall?


[^0]12. Do you own or rent the home you live in?

| \| | OWN OR RENT HOME? |  |
| :---: | :---: | :---: |
| \| | Count | \% |
| \| Own | 214 | 86.3\% |
| \| Rent | 34 | $13.7 \%$ |

13. GENDER...

| \| | GENDER OF RESPONDENT: |  |
| :---: | :---: | :---: |
| \| | Count | \% |
| \| Male | 132 | 51.0\% |
| \| Female | 127 | 49.0\% |

That completes the survey. I have a telephone number for Ivan Moore Research that you can call with any comments, compliments or complaints. Would you like the number?

Thank you very much for your help. Goodbye.

THE FOLLOWING VARIABLE WAS CALCULATED USING MEASURED DATA:

| \| | \|MARITAL STATUS BY GENDER:| |  |
| :---: | :---: | :---: |
| \| | Count | \% |
| \| Married males | 78 | $31.3 \%$ |
| \|Married females | 74 | 29.7\% |
| \|Single males | 49 | 19.7\% |
| \|Single females | 48 | 19.3\% |

# CROSSTABULATION TABLES <br> Zip Code <br> Column Percents 

| \| | ZIPCODE: |  | Total |
| :---: | :---: | :---: | :---: |
| \| | 99556 | 99603 | Col \% |
|  |  |  |  |
| \| | Col \% | Col \% |  |
| \|YEARS OF HOMER RESIDENCY: |  |  |  |
| \|Less than 15 years | $60.6 \%$ | $34.4 \%$ | $39.7 \%$ |
| \| 15-25 years | 9.3\% | $32.2 \%$ | $27.5 \%$ |
| \|More than 25 years | $30.0 \%$ | $33.4 \%$ | $32.7 \%$ |
| \| |  |  |  |
| \|IMPORTANCE OF RECREATION | |  |  |  |
| \| AND CULTURE ACTIVITIES:| |  |  |  |
| \|Very important | 19.6\% | $50.2 \%$ | $43.8 \%$ |
| \| Important | 22.1\% | $14.0 \%$ | 15.7\% |
| \|Somewhat important | $25.6 \%$ | $23.3 \%$ | $23.8 \%$ |
| \| Not very important | 13.3\% | 5.6\% | 7.2\% |
| \| Not at all important | $17.6 \%$ | 6.6\% | 8.9\% |
| \| Not sure | $1.8 \%$ | . $3 \%$ | . $6 \%$ |
| I |  |  |  |
| \|OPINION OF COMMUNITY |  |  |  |
| CENTER: |  |  |  |
| \|Priority in next 5 years | 10.1\% | 35.1 \% | 29.9\% |
| \|Priority later | $38.6 \%$ | 23.1 \% | $26.3 \%$ |
| \| Not a priority | $48.2 \%$ | $37.7 \%$ | $39.8 \%$ |
| \| Not sure | $3.1 \%$ | 4.2\% | 4.0\% |
| \| |  |  |  |
| \|OPINION OF FUNDING OF ICE |  |  |  |
| ARENA: |  |  |  |
| \| No funding | 10.5\% | 23.2\% | 20.5\% |
| \| Pay \$10-15k partial | $47.7 \%$ | $54.8 \%$ | $53.3 \%$ |
| \|Pay full \$60k | 25.3\% | $18.9 \%$ | 20.2\% |
| \| Not sure | $16.5 \%$ | 3.2\% | $6.0 \%$ |
| I |  |  |  |
| \|PREFERRED FUNDING SOURCE: |  |  |  |
| \|Property taxes | $8.4 \%$ | 13.2\% | 12.2\% |
| \|Sales tax | 10.1\% | 19.2\% | 17.3\% |
| \|Other taxes | 17.8\% | $18.5 \%$ | 18.3\% |
| \| Reappropriate | $31.2 \%$ | $22.7 \%$ | $24.5 \%$ |
| \| Don't fund | $21.9 \%$ | 17.3\% | 18.2\% |
| \| Not sure | 10.6\% | 9.1\% | 9.5\% |
| \| |  |  |  |
| \|FAVOR OR OPPOSE SERVICE |  |  |  |
| AREA? |  |  |  |
| \|Strongly favor | 23.9\% | 29.1\% | 28.0\% |
| \|Mildly favor | 20.5\% | 28.9\% | 27.1\% |
| \| Neutral | . $7 \%$ | 4.5\% | $3.7 \%$ |
| \| Mildly oppose | $24.5 \%$ | $15.6 \%$ | $17.4 \%$ |
| \|Strongly oppose | $22.5 \%$ | $18.3 \%$ | 19.2\% |
| \| Not sure | $8.0 \%$ | $3.6 \%$ | 4.5\% |
| \| |  |  |  |
| \| Total | 20.9\% | 79.10 | 100.0\% |


| \| | ZIPCODE: |  | Total |
| :---: | :---: | :---: | :---: |
| \| | 99556 | 99603 | Col \% |
| \| | Col \% | Col \% |  |
| \| LANDLINE/CELL STATUS: |  |  |  |
| \| Land only | 3.0\% | 4.9\% | 4.5\% |
| \| Both - land dominant | 6.5\% | 10.6\% | 9.7\% |
| \| Both - cell dominant | 29.4\% | $34.9 \%$ | $33.8 \%$ |
| \|Cell only | $61.1 \%$ | 49.6\% | 52.0\% |
| $1$ |  |  |  |
| \|PARTY AFFILIATION: |  |  |  |
| \| Democrat | 5.3\% | $14.0 \%$ | 12.1\% |
| \| Republican | 28.6\% | $20.7 \%$ | 22.4\% |
| \|Other party | 13.4\% | $6.8 \%$ | 8. 2 \% |
| \| No party | 52.6\% | 58.5\% | 57.2\% |
|  |  |  |  |
| \|AGE OF RESPONDENT: |  |  |  |
| \| 18-34 | 15.4\% | 16.6\% | 16.3\% |
| \| 35-44 | $26.0 \%$ | 11.9\% | 14.9\% |
| \| 45-54 | 24.4\% | 22.6\% | 23.0\% |
| \| 55 + | $34.2 \%$ | 48.9\% | 45.8\% |
| \\| |  |  |  |
| \| CHILDREN IN HOUSEHOLD: |  |  |  |
| \| None | $48.7 \%$ | 68.5\% | $64.3 \%$ |
| \| One or more | 51.3\% | 31.5\% | $35.7 \%$ |
|  |  |  |  |
| \| MARITAL STATUS: |  |  |  |
| \| Married | $76.6 \%$ | $56.4 \%$ | $60.7 \%$ |
| \|Single | 23.4\% | $43.6 \%$ | 39.3\% |
|  |  |  |  |
| \| HOUSEHOLD INCOME: |  |  |  |
| \| \$0-40, 000 | 30.5\% | $32.7 \%$ | 32.3\% |
| \| \$ 40, 000-80,000 | $24.9 \%$ | 29.1\% | 28.2\% |
| \| \$ 80, 000-120,000 | 31.1\% | 23.2\% | 24.8 \% |
| \| \$120, 000 + | 7.8\% | 11.2\% | 10.5\% |
| \| Not sure | 5.8\% | 3.8\% | 4.2\% |
|  |  |  |  |
| I OWN OR RENT HOME? |  |  |  |
| \| Own | 96.3\% | 83.3\% | 86.1\% |
| \| Rent | 3.7\% | 16.7\% | 13.9\% |
|  |  |  |  |
| \| GENDER OF RESPONDENT: |  |  |  |
| \| Male | 48.9\% | $50.4 \%$ | 50.1\% |
| \|Female | 51.1\% | 49.6\% | 49.9\% |
|  |  |  |  |
| \| MARITAL STATUS BY GENDER: |  |  |  |
| \| Married males | 38.3\% | 28.2\% | $30.4 \%$ |
| \|Married females | 38.3\% | 28.2\% | $30.3 \%$ |
| \|Single males | $11.7 \%$ | $21.8 \%$ | 19.7\% |
| \|Single females | 11.7\% | 21.8\% | $19.7 \%$ |
|  |  |  | 100.0\% |
| lotal | 21.2\% | 78.8\% | 100.0\% |

# CROSSTABULATION TABLES 

Years of Homer Residency<br>Column Percents




# CROSSTABULATION TABLES Party Affiliation Column Percents 

| : | PARTY AFFILIATION: |  |  |  | Total |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | \| Democrat | $\mid \text { Republica \| }$ | Other party | No party | Col \% |
|  | Col \% | Col \% | Col \% | Col \% |  |
| \|YEARS OF HOMER RESIDENCY: |  |  |  |  |  |
| \|Less than 15 years | 20.2\% | $36.3 \%$ | 59.0\% | 42.6\% | 39.7\% |
| \| 15-25 years | $41.0 \%$ | 32.4\% \| | 22.8\% | 25.0\% | 28.4\% |
| \|More than 25 years | $38.8 \%$ | $31.3 \%$ | 18.1\% | $32.4 \%$ | $31.9 \%$ |
|  |  |  |  |  |  |
| \| IMPORTANCE OF RECREATION $\mid$ |  |  |  |  |  |
|  |  |  |  |  |  |
| \| Very important | \| 69.6\% | 29.5\% | 44.9 \% | 43.4\% | $43.5 \%$ |
| \| Important | 16.1\% | 7.4\% | 17.1\% | 17.3\% | $14.9 \%$ |
| \| Somewhat important | 11.4\% | $42.7 \%$ \| | 10.6\% | 23.3\% | $25.1 \%$ |
| \| Not very important |  | $5.4 \%$ | 1.3\% | 9.5\% | $6.8 \%$ |
| \| Not at all important | $3.0 \%$ | 15.0\% \| | 21.4\% | $6.2 \%$ | 9.0\% |
| \| Not sure |  |  | 4.7\% | . $4 \%$ | . $6 \%$ |
|  |  |  |  |  |  |
| \|OPINION OF COMMUNITY |  |  |  |  |  |
| CENTER: |  |  |  |  |  |
| \|Priority in next 5 years | $46.3 \%$ | 13.1\% | 42.9\% | $31.7 \%$ | 30.2\% |
| \|Priority later | 28.7\% | 28.9\% \| | 2.9\% | 28.8\% | $26.7 \%$ |
| \| Not a priority | 18.7\% | 58.0\% \| | 42.3\% | $36.6 \%$ | $39.7 \%$ |
| \| Not sure | $6.4 \%$ |  | 11.8\% | 2.9\% | $3.4 \%$ |
|  |  |  |  |  |  |
| \|OPINION OF FUNDING OF ICE |  |  |  |  |  |
| ARENA: |  |  |  |  |  |
| \| No funding | 17.4\% | $27.9 \%$ \| | $7.1 \%$ | 19.0\% | 19.9\% |
| \| Pay \$10-15k partial | $69.4 \%$ | $55.6 \%$ \| | 39.9\% | $51.9 \%$ | $53.8 \%$ |
| \|Pay full \$60k | \| 13.2\% | $6.7 \%$ \| | 49.2\% | $22.9 \%$ | $20.2 \%$ |
| \| Not sure | , | 9.8\% \| | $3.8 \%$ | 6.2\% | $6.1 \%$ |
|  |  |  |  |  |  |
| \|PREFERRED FUNDING SOURCE: |  |  |  |  |  |
| \|Property taxes | 22.9\% | 7.7\% \| | 11.6\% | 12.3\% | 12.5\% |
| \|Sales tax | 15.2\% | 7.2\% | 12.7\% | 22.4\% | $17.4 \%$ |
| IOther taxes | 23.0\% | 21.8\% | 20.9\% | 15.4\% | 18.2\% |
| \| Reappropriate | \| $27.5 \%$ | $32.3 \%$ \| | 12.3\% | $23.5 \%$ | $25.0 \%$ |
| \| Don't fund | \| $4.1 \%$ | 29.3\% \| | 33.2 \% | $14.5 \%$ | 18.0\% |
| \| Not sure | $17.4 \%$ | 1.6\% \| | 9.3\% | 11.9\% | 8.9\% |
|  |  |  |  |  |  |
| \| FAVOR OR OPPOSE SERVICE |  |  |  |  |  |
| \| AREA? |  |  |  |  |  |
| \|Strongly favor | \| $44.3 \%$ | 17.8\% \| | $40.3 \%$ | $26.3 \%$ | 27.7\% |
| \| Mildly favor | \| $28.2 \%$ | 23.8\% | $7.1 \%$ | $32.4 \%$ | $27.9 \%$ |
| \| Neutral | \| $2.2 \%$ | . $5 \%$ | 1.7\% | 5.5\% | $3.7 \%$ |
| \|Mildly oppose | $11.8 \%$ | 29.1\% | 7.6\% | $16.2 \%$ | 17.8 \% |
| \|Strongly oppose | $12.6 \%$ | 25.2\% \| | $34.9 \%$ | 17.2\% | $18.7 \%$ |
| \| Not sure | \| 11.0\% | $3.7 \%$ \| | 8.3\% | 2.5\% | 4.2\% |
|  |  |  |  |  |  |
| \| Total | 11.9\% | 22.0\% | 8. 2 \% | 58.0\% | 100.0\% |



# CROSSTABULATION TABLES 

Age of Respondent
Column Percents

| 1 | AGE OF RESPONDENT: |  |  |  | Total |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 18-34 | 35-44 | 45-54 | $55+$ | Col \% |
|  | Col \% | Col \% | Col \% | Col \% |  |
| \|YEARS OF HOMER RESIDENCY: | | | | | | | | | | | | |  |  |  |  |  |
| \|Less than 15 years | 25.3\% | $66.3 \%$ | $54.8 \%$ | 27.6\% | 39.1\% |
| \| 15-25 years | 49.5\% | $23.6 \%$ | $25.0 \%$ | $24.9 \%$ | $28.8 \%$ |
| \| More than 25 years | 25.2\% | 10.2\% | 20.1\% | 47.5\% | $32.1 \%$ |
|  |  |  |  |  |  |
| \| IMPORTANCE OF RECREATION | AND CULTURE ACTIVITIES: |  |  |  |  |  |
|  |  |  |  |  |  |
| \|Very important | $57.3 \%$ | $37.5 \%$ | $44.5 \%$ | $41.7 \%$ | 44.2 \% |
| \| Important | 9.7\% | 18.0\% | 19.5\% | 14.2\% | 15.2\% |
| \| Somewhat important | $32.2 \%$ | $33.2 \%$ | $16.3 \%$ | 23.1 \% | $24.5 \%$ |
| \| Not very important |  |  | 11.1\% | 8.8\% | $6.6 \%$ |
| \| Not at all important |  | 11.2\% | 8.6\% | $11.1 \%$ | 8. 8 \% |
| \| Not sure | . $8 \%$ |  |  | 1.1\% | . $6 \%$ |
|  |  |  |  |  |  |
| \|OPINION OF COMMUNITY |  |  |  |  |  |
| CENTER: |  |  |  |  |  |
| \|Priority in next 5 years | $22.2 \%$ | 34.1 \% | 38.2\% | 30.1\% | $31.3 \%$ |
| \|Priority later | $34.3 \%$ | $22.1 \%$ | $26.6 \%$ | $27.0 \%$ | $27.4 \%$ |
| \| Not a priority | $38.3 \%$ | 41.3\% | $33.8 \%$ | $40.3 \%$ | $38.7 \%$ |
| \| Not sure | 5.2\% | 2.6\% | 1.4\% | $2.6 \%$ | 2.7\% |
|  |  |  |  |  |  |
| \|OPINION OF FUNDING OF ICE |  |  |  |  |  |
| \| ARENA: |  |  |  |  |  |
| \| No funding | $21.7 \%$ | $22.9 \%$ | $10.5 \%$ | $21.5 \%$ | 19.4\% |
| \| Pay \$10-15k partial | $52.9 \%$ | $46.0 \%$ | $63.0 \%$ | $52.2 \%$ | $53.7 \%$ |
| \|Pay full \$60k | $21.1 \%$ | $30.3 \%$ | $15.8 \%$ | $20.6 \%$ | $21.1 \%$ |
| \| Not sure | 4.4\% | . $8 \%$ | $10.8 \%$ | 5.6\% | 5.8\% |
|  |  |  |  |  |  |
| \|PREFERRED FUNDING SOURCE: |  |  |  |  |  |
| \| Property taxes | 9.6\% | $6.6 \%$ | 9.4\% | 17.5\% | 12.7\% |
| \|Sales tax | $14.2 \%$ | $6.2 \%$ | $25.9 \%$ | $19.5 \%$ | $18.1 \%$ |
| \|Other taxes | $30.2 \%$ | 25.3\% | 18.3\% | $11.8 \%$ | 18.2\% |
| \| Reappropriate | $31.0 \%$ | $45.7 \%$ | $18.4 \%$ | 19.4\% | $24.9 \%$ |
| \| Don't fund | 2.5\% | 12.1\% | $17.8 \%$ | 23.2\% | $17.0 \%$ |
| \| Not sure | 12.4\% | 4.2\% | 10.2\% | $8.7 \%$ | 9.0\% |
|  |  |  |  |  |  |
| \|FAVOR OR OPPOSE SERVICE |  |  |  |  |  |
| 1 AREA? |  |  |  |  |  |
| \| Strongly favor | 8.9\% | $40.5 \%$ | $40.9 \%$ | 23.4\% | $27.6 \%$ |
| \| Mildly favor | 44.1 \% | $14.9 \%$ | $16.9 \%$ | $34.4 \%$ | 29.1 \% |
| \| Neutral | 11.6\% |  |  | 3.9\% | 3. 7\% |
| \|Mildly oppose | $18.1 \%$ | 18.5\% | $21.0 \%$ | $14.6 \%$ | 17.2\% |
| \|Strongly oppose | $6.0 \%$ | 19.9\% | 21.2\% | 20.5\% | 18.2\% |
| \| Not sure | 11.3\% | 6. 2 \% |  | 3. $2 \%$ | 4.2\% |
|  |  |  |  |  |  |
| \|Total | 16.1\% | 14.7\% | 22.6\% | $46.7 \%$ | 100.0\% |



# CROSSTABULATION TABLES 

Children in Household
Column Percents


| \| | CHILDREN IN HOUSEHOLD: |  | Total |
| :---: | :---: | :---: | :---: |
| \| |  |  |  |
| \| | None | One or | Col \% |
| \| |  | more |  |
| \| | --- |  |  |
| I | Col \% | Col \% |  |
| \| LANDLINE/CELL STATUS: |  |  |  |
| \| Land only | $6.3 \%$ | . $7 \%$ | 4.3\% |
| \| Both - land dominant | 9.1\% | 10.2\% | 9.5\% |
| \|Both - cell dominant | $32.7 \%$ | $34.8 \%$ | 33.4\% |
| \|Cell only | 51.9\% | $54.3 \%$ | $52.8 \%$ |
| \| |  |  |  |
| \| PARTY AFFILIATION: |  |  |  |
| \| Democrat | 12.1\% | 12.1\% | 12.1\% |
| \| Republican | 17.2\% | 29.3\% | 21.5\% |
| \|Other party | 9.7\% | 5.1\% | 8.1\% |
| \| No party | $61.0 \%$ | $53.4 \%$ | $58.3 \%$ |
| \| |  |  |  |
| \| AGE OF RESPONDENT: |  |  |  |
| \| 18-34 | 10.0\% | 27.5\% | 16.2\% |
| \| 35-44 | $6.9 \%$ | 29.3\% | 14.8\% |
| \| 45-54 | 16.8\% | $32.7 \%$ | 22.4\% |
| \| $55+$ | $66.2 \%$ | 10.5\% | $46.7 \%$ |
| \| |  |  |  |
| \| MARITAL STATUS: |  |  |  |
| \| Married | 56.1 \% | 71.3\% | $61.4 \%$ |
| \|Single | 43.9\% | 28.7\% | $38.6 \%$ |
| \| |  |  |  |
| \| HOUSEHOLD INCOME: |  |  |  |
| \| \$0-40,000 | 31.6\% | 30.9\% | $31.4 \%$ |
| 1 \$ 40, 000-80, 000 | 26.9\% | 32.7 \% | 28.8\% |
| \| \$80,000-120,000 | 24.3\% | 28.8\% | 25.8\% |
| \| \$120, 000 + | 12.3\% | $6.7 \%$ | 10.4\% |
| \| Not sure | 4.8\% | . $9 \%$ | 3.5\% |
|  |  |  |  |
| IOWN OR RENT HOME? |  |  |  |
| \| Own | 85.0\% | 89.4\% | $86.5 \%$ |
| \| Rent | 15.0\% | $10.6 \%$ | 13.5\% |
| \| |  |  |  |
| \| GENDER OF RESPONDENT: |  |  |  |
| \| Male | $50.1 \%$ | $51.6 \%$ | $50.6 \%$ |
| \|Female | 49.9\% | 48.4\% | 49.4\% |
|  |  |  |  |
| \|MARITAL STATUS BY GENDER: |  |  |  |
| \| Married males | 26.4\% | 41.0\% | $31.5 \%$ |
| \|Married females | 29.7\% | $30.3 \%$ | 29.9\% |
| \|Single males | $24.0 \%$ | 11.1\% | 19.4\% |
| \|Single females | 19.9\% | $17.6 \%$ | 19.1\% |
|  |  |  |  |
| \| ZIPCODE: |  |  |  |
| 199556 | 16.2\% | $30.6 \%$ | 21.3\% |
| 199603 | 83.8\% | 69.4\% | 78.7\% |
| \| |  |  |  |
| \| Total | $64.3 \%$ | $35.7 \%$ | 100.0\% |

# CROSSTABULATION TABLES 

Marital Status
Column Percents

| \| | MARITAL STATUS: |  | Total |
| :---: | :---: | :---: | :---: |
|  | Married | Single | Col \% |
|  |  |  |  |
|  | Col \% | Col \% |  |
| \|YEARS OF HOMER RESIDENCY: |  |  |  |
| \|Less than 15 years | $36.3 \%$ | 43.1 \% | 38.9\% |
| \| 15-25 years | 22.4\% | 37.9\% | 28.5\% |
| \|More than 25 years | 41.3\% | 19.0\% | $32.6 \%$ |
| I |  |  |  |
| \|IMPORTANCE OF RECREATION | |  |  |  |
| \| AND CULTURE ACTIVITIES:| |  |  |  |
| \|Very important | 44.1 \% | $44.5 \%$ | $44.3 \%$ |
| \| Important | 10.5\% | $23.0 \%$ | 15.4\% |
| \|Somewhat important | 26.2\% | 20.2\% | 23.9\% |
| \| Not very important | 9.3\% | 2.9\% | $6.8 \%$ |
| \| Not at all important | 9.5\% | 8.4\% | 9.1\% |
| \| Not sure | . $4 \%$ | $1.0 \%$ | . $6 \%$ |
|  |  |  |  |
| \|OPINION OF COMMUNITY |  |  |  |
| CENTER: |  |  |  |
| \|Priority in next 5 years | 28.4\% | $33.8 \%$ | 30.5\% |
| \|Priority later | $30.1 \%$ | 22.8\% | $27.3 \%$ |
| \| Not a priority | 39.1\% | $38.9 \%$ | 39.0\% |
| \| Not sure | 2.4\% | 4.5\% | 3.2\% |
|  |  |  |  |
| \| OPINION OF FUNDING OF ICE |  |  |  |
| ARENA: |  |  |  |
| \| No funding | 20.3\% | 20.2\% | 20.3\% |
| \| Pay \$10-15k partial | $53.6 \%$ | $54.1 \%$ | $53.8 \%$ |
| \| Pay full \$60k | 20.0\% | 20.6\% | 20.2\% |
| \| Not sure | 6.2\% | 5.1\% | $5.8 \%$ |
|  |  |  |  |
| \| PREFERRED FUNDING SOURCE: |  |  |  |
| \|Property taxes | 8.0\% | 18.1\% | 11.9\% |
| \|Sales tax | 19.4\% | 15.5\% | $17.9 \%$ |
| \|Other taxes | 18.2\% | 20.0\% | 18.9\% |
| \| Reappropriate | 23.1 \% | 27.1\% | $24.6 \%$ |
| \| Don't fund | $22.3 \%$ | 10.4\% | $17.7 \%$ |
| \| Not sure | 9.0\% | 8.8\% | 9.0\% |
|  |  |  |  |
| \|FAVOR OR OPPOSE SERVICE |  |  |  |
| AREA? |  |  |  |
| \|Strongly favor | 27.2\% | 28.6\% | 27.7\% |
| \|Mildly favor | 27.8\% | 28.8\% | 28.2\% |
| \| Neutral | 1.8\% | $6.9 \%$ | 3.8\% |
| \| Mildly oppose | 17.4\% | 16.4\% | $17.0 \%$ |
| \|Strongly oppose | $20.7 \%$ | $16.5 \%$ | 19.0\% |
| \| Not sure | 5.0\% | $2.8 \%$ | 4.2\% |
|  |  |  |  |
| \| Total | $61.1 \%$ | 38.9\% | 100.0\% |


| 1 | MARITAL STATUS: |  | Total |
| :---: | :---: | :---: | :---: |
|  |  |  | Col \% |
|  | Married \| Single |  |  |
|  |  |  |  |
|  | Col \% | Col \% |  |
| \| LANDLINE/CELL STATUS: |  |  |  |
| \| Land only | 4.4\% | 4.9\% | 4.6\% |
| \| Both - land dominant | 10.2\% | 8.1\% | 9.4\% |
| \|Both - cell dominant | 38.3\% | $24.3 \%$ | $32.9 \%$ |
| \|Cell only | 47.1\% | 62.6\% | $53.1 \%$ |
| \|PARTY AFFILIATION: |  |  |  |
|  |  |  |  |  |
| \| Democrat | 14.2\% | 9.1\% | 12.2\% |
| \| Republican | 21.6\% | 21.7\% | $21.7 \%$ |
| \|Other party | $6.5 \%$ | 10.4\% | 8.1\% |
| \| No party | $57.7 \%$ | $58.8 \%$ | 58.1 \% |
|  |  |  |  |
| \| AGE OF RESPONDENT: |  |  |  |
| \| 18-34 | 12.8\% | $21.6 \%$ | $16.3 \%$ |
| 135-44 | $13.6 \%$ | 15.9\% | $14.5 \%$ |
| \| 45-54 | $24.7 \%$ | 19.1\% | 22.5\% |
| \| 55+ | 48.9\% | 43.4\% | $46.7 \%$ |
|  |  |  |  |
| \|CHILDREN IN HOUSEHOLD: |  |  |  |
| \| None | 59.2\% | $73.9 \%$ | $64.9 \%$ |
| IOne or more | 40.8\% | $26.1 \%$ | $35.1 \%$ |
|  |  |  |  |
| \| HOUSEHOLD INCOME: |  |  |  |
| \| \$0-40, 000 | $21.8 \%$ | $46.9 \%$ | $31.8 \%$ |
| 1 \$ 40, 000-80,000 | $28.5 \%$ | $28.9 \%$ | $28.6 \%$ |
| \| \$80,000-120,000 | $32.9 \%$ | 15.4\% | $25.9 \%$ |
| \| \$120, 000 + | 12.7\% | $6.3 \%$ | 10.1\% |
| \| Not sure | 4.2\% | 2.6\% | 3.5\% |
|  |  |  |  |
| I OWN OR RENT HOME? |  |  |  |
| \| Own | $97.4 \%$ | $68.4 \%$ | $86.1 \%$ |
| \| Rent | 2.6\% | $31.6 \%$ | 13.9\% |
|  |  |  |  |
| \| GENDER OF RESPONDENT: |  |  |  |
| \| Male | 51.3\% | $50.5 \%$ | $51.0 \%$ |
| \|Female | 48.7\% | 49.5\% | 49.0\% |
|  |  |  |  |
| \| MARITAL STATUS BY GENDER: |  |  |  |
| \| Married males | 51.3\% |  | 31.3\% |
| \|Married females | 48.7\% |  | $29.7 \%$ |
| \|Single males |  | $50.5 \%$ | 19.7\% |
| \|Single females |  | 49.5\% | 19.3\% |
|  |  |  |  |
| \| ZIPCODE: |  |  |  |
| 199556 | 26.7 \% | 12.6\% | $21.2 \%$ |
| 199603 | 73.3\% | 87.4\% | $78.8 \%$ |
|  |  |  |  |
| \| Total | $60.7 \%$ | 39.3\% | 100.0\% |

# CROSSTABULATION TABLES 

 Household IncomeColumn Percents



# CROSSTABULATION TABLES <br> Own or Rent Home? <br> Column Percents 



| 1 | OWN OR RENT HOME? |  | Total |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  | Own | Rent | Col \% |
|  |  |  |  |
|  | Col \% | Col \% |  |
| \| LANDLINE/CELL STATUS: |  |  |  |
| \| Land only | 5.0\% | 1.9\% | 4.6\% |
| \| Both - land dominant | $10.5 \%$ | 4.4\% | 9.7\% |
| \|Both - cell dominant | $36.4 \%$ | 17.5\% | $33.9 \%$ |
| \|Cell only | 48.0\% | $76.2 \%$ | $51.9 \%$ |
| I |  |  |  |
| \|PARTY AFFILIATION: |  |  |  |
| \| Democrat | 13.2\% | 6.5\% | 12.2\% |
| \| Republican | 22.8\% | 10.0\% | $21.0 \%$ |
| \|Other party | $6.7 \%$ | $16.8 \%$ | 8.1\% |
| \| No party | $57.3 \%$ | $66.7 \%$ | 58.6\% |
|  |  |  |  |
| \| AGE OF RESPONDENT: |  |  |  |
| \| 18-34 | 13.6\% | $33.2 \%$ | $16.3 \%$ |
| 135-44 | $14.9 \%$ | 9.4\% | $14.2 \%$ |
| \| 45-54 | 21.7\% | 30.5\% | 22.9\% |
| \| 55+ | 49.7\% | $26.9 \%$ | $46.6 \%$ |
|  |  |  |  |
| \|CHILDREN IN HOUSEHOLD: |  |  |  |
| \| None | 64.1 \% | $72.6 \%$ | $65.3 \%$ |
| IOne or more | $35.9 \%$ | 27.4\% | $34.7 \%$ |
|  |  |  |  |
| \| MARITAL STATUS: |  |  |  |
| \| Married | 69.1 \% | 11.4\% | 61.1\% |
| \|Single | $30.9 \%$ | 88.6\% | 38.9\% |
|  |  |  |  |
| \| HOUSEHOLD INCOME: |  |  |  |
| \| \$0-40, 000 | 25.1\% | $72.8 \%$ | $32.1 \%$ |
| \| \$40,000-80,000 | $32.5 \%$ | 7.9\% | $28.8 \%$ |
| \| \$80,000-120,000 | 27.1 \% | 18.6\% | $25.8 \%$ |
| \| \$120, 000 + | 12.3\% |  | $10.4 \%$ |
| \| Not sure | 3.1\% | . $8 \%$ | 2.8\% |
|  |  |  |  |
| \| GENDER OF RESPONDENT : |  |  |  |
| \| Male | 48.1 \% | $64.8 \%$ | $50.4 \%$ |
| \|Female | 51.9\% | $35.2 \%$ | 49.6\% |
|  |  |  |  |
| \| MARITAL STATUS BY GENDER: |  |  |  |
| \| Married males | $35.8 \%$ | 2.7\% | $31.2 \%$ |
| \|Married females | $33.4 \%$ | 8.7\% | 30.0\% |
| \|Single males | 13.2\% | $62.1 \%$ | 20.0\% |
| \|Single females | $17.7 \%$ | 26.4\% | 18.9\% |
|  |  |  |  |
| \| ZIPCODE: |  |  |  |
| 199556 | $23.9 \%$ | 5.7\% | 21.4\% |
| 199603 | 76.1\% | 94.3\% | $78.6 \%$ |
|  |  |  |  |
| \| Total | 86.1 \% | 13.9\% | 100.0\% |

# CROSSTABULATION TABLES 

## Gender of Respondent <br> Column Percents

| \| | GENDER OF RESPONDENT: |  | Total |
| :---: | :---: | :---: | :---: |
| \| | Male | Female | Col \% |
| I |  |  |  |
| \| | Col \% | Col \% |  |
| I YEARS OF HOMER RESIDENCY: |  |  |  |
| \|Less than 15 years | $44.7 \%$ | 33.5\% | 39.2\% |
| \| 15-25 years | 29.4\% | 27.2\% | 28.3\% |
| \| More than 25 years | 25.9\% | 39.3\% | 32.5\% |
| I |  |  |  |
| \| IMPORTANCE OF RECREATION |  |  |  |
| AND CULTURE ACTIVITIES: |  |  |  |
| \|Very important | $40.1 \%$ | 47.1\% | 43.6\% |
| \| Important | 17.0\% | 14.3\% | $15.7 \%$ |
| \| Somewhat important | $21.1 \%$ | $27.7 \%$ | $24.3 \%$ |
| \| Not very important | 10.2\% | 3.9\% | $7.1 \%$ |
| \| Not at all important | 11.1\% | 6.2\% | 8.7\% |
| \| Not sure | . $5 \%$ | . $8 \%$ | . $6 \%$ |
| \| |  |  |  |
| \|OPINION OF COMMUNITY |  |  |  |
| CENTER: |  |  |  |
| \|Priority in next 5 years | $32.4 \%$ | 27.8 \% | 30.1 \% |
| \|Priority later | $22.8 \%$ | $30.8 \%$ | $26.7 \%$ |
| \| Not a priority | 41.1\% | $37.3 \%$ | $39.2 \%$ |
| \| Not sure | $3.8 \%$ | 4.0\% | 3.9\% |
|  |  |  |  |
| \|OPINION OF FUNDING OF ICE |  |  |  |
| \| ARENA: |  |  |  |
| \| No funding | 22.1\% | 18.8\% | 20.4\% |
| \| Pay \$10-15k partial | 47.9\% | 59.3\% | $53.6 \%$ |
| \|Pay full \$60k | 22.1 \% | $18.1 \%$ | 20.1\% |
| \| Not sure | 7.8\% | 3.9\% | 5.9\% |
|  |  |  |  |
| \|PREFERRED FUNDING SOURCE: |  |  |  |
| \|Property taxes | $12.8 \%$ | 11.7\% | 12.2\% |
| \|Sales tax | 15.9\% | 18.6\% | 17.2\% |
| \|Other taxes | 20.4\% | $16.1 \%$ | 18.3\% |
| \| Reappropriate | $23.9 \%$ | 26.1 \% | 25.0\% |
| \| Don't fund | 20.5\% | 15.4\% | 18.0\% |
| \| Not sure | 6. $6 \%$ | 12.1\% | 9.3\% |
| \| |  |  |  |
| \|FAVOR OR OPPOSE SERVICE |  |  |  |
| \| AREA? |  |  |  |
| \|Strongly favor | $30.8 \%$ | 24.1 \% | 27.5\% |
| \|Mildly favor | $15.9 \%$ | 40.1\% | $27.8 \%$ |
| \| Neutral | 4.1\% | 3.2\% | $3.7 \%$ |
| \| Mildly oppose | 17.6\% | $17.7 \%$ | 17.7\% |
| \|Strongly oppose | 28.6\% | 8.9\% | $18.9 \%$ |
| \| Not sure | 2.9\% | 6.1\% | 4.4\% |
| \| |  |  |  |
| \| Total | $50.8 \%$ | 49.2\% | 100.0\% |


| \| | GENDER OF RESPONDENT: |  | Total |
| :---: | :---: | :---: | :---: |
| \| |  |  |  |
| । | Male | Female | Col \% |
| \| | ------ |  |  |
| \| | Col \% | Col \% |  |
| \| LANDLINE/CELL STATUS: |  |  |  |
| \| Land only | $3.1 \%$ | 5.8\% | $4.4 \%$ |
| \|Both - land dominant | 7.8\% | $11.5 \%$ | 9.6\% |
| \| Both - cell dominant | 29.1\% | 39.0\% | $34.0 \%$ |
| \|Cell only | $60.0 \%$ | $43.6 \%$ | $52.0 \%$ |
| + |  |  |  |
| \| PARTY AFFILIATION: |  |  |  |
| \| Democrat | 8.1\% | 15.9\% | 11.9\% |
| \|Republican | 27.8\% | 15.8\% | 22.0\% |
| \|Other party | 11.6\% | 4.5\% | $8.2 \%$ |
| \| No party | 52.4\% | $63.8 \%$ | $58.0 \%$ |
| $1$ |  |  |  |
| \|AGE OF RESPONDENT: |  |  |  |
| \| 18-34 | 16.5\% | 15.6\% | 16.1\% |
| \| 35-44 | $14.6 \%$ | 14.8\% | 14.7\% |
| \| 45-54 | 27.2\% | 17.9\% | $22.6 \%$ |
| \| 55 + | 41.7\% | $51.7 \%$ | $46.7 \%$ |
| \| |  |  |  |
| \| CHILDREN IN HOUSEHOLD: |  |  |  |
| \| None | $64.3 \%$ | $65.7 \%$ | $65.0 \%$ |
| \| One or more | $35.7 \%$ | $34.3 \%$ | $35.0 \%$ |
| $1$ |  |  |  |
| \| MARITAL STATUS: |  |  |  |
| \| Married | $61.5 \%$ | $60.7 \%$ | $61.1 \%$ |
| \|Single | $38.5 \%$ | 39.3\% | $38.9 \%$ |
| , |  |  |  |
| \| HOUSEHOLD INCOME: |  |  |  |
| \| \$0-40,000 | $30.2 \%$ | 33.10 | $31.6 \%$ |
| \| \$ 40, 000-80,000 | 21.3\% | $36.0 \%$ | 28.3\% |
| \| \$80,000-120,000 | 28.6\% | 21.9\% | 25.4\% |
| \| \$120,000+ | $14.0 \%$ | 6.2\% | 10.3\% |
| \| Not sure | 5.9\% | 2.8\% | 4.4\% |
| \| |  |  |  |
| IOWN OR RENT HOME? |  |  |  |
| \| Own | 82.4\% | 90.3\% | 86.3\% |
| \| Rent | 17.6\% | 9.7\% | 13.7\% |
| \| |  |  |  |
| \|MARITAL STATUS BY GENDER: |  |  |  |
| \| Married males | 61.5\% |  | 31.3\% |
| \|Married females |  | $60.7 \%$ | 29.7\% |
| \|Single males | 38.5\% |  | 19.7\% |
| \|Single females |  | 39.3\% | 19.3\% |
|  |  |  |  |
| \| ZIPCODE: |  |  |  |
| 199556 | 20.3\% | 21.3\% | 20.8\% |
| 199603 | $79.7 \%$ | $78.7 \%$ | $79.2 \%$ |
| \| |  |  |  |
| \| Total | 50.1 \% | 49.9\% | 100.0\% |


[^0]:    Median $=\$ 62,900$

