

HOMER/ANCHOR POINT PUBLIC OPINION SURVEY

March 2015

Conducted for:

Agnew:Beck Consulting 441 W. 5th Ave, Suite 202 Anchorage AK 99501

&

The City of Homer

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INTRODUCTION AND METHODOLOGY

This survey was fielded between March 19th and 22nd, 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 sample	Weighted 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.



HOMER PUBLIC OPINION SURVEY MARCH 2015

Hi, my name is _____ 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?

	ZIPCODE:	
	Count	%
99556 99603	53 201	20.8% 79.2%

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 7pm)* 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?

i i i i i i i i i i i i i i i i i i i	CY:
Count %	+
Less than 15 years 99 39.2%	
15-25 years	

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?

+	IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:	
	Count	% %
Very important Important Somewhat important Not very important Not at all important Not sure	113 41 63 18 23 2	43.6% 15.7% 24.3% 7.1% 8.7%

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.

+	OPINION OF COMMUNITY CENTER:	
	Count	% %
Priority in next 5 years Priority later Not a priority Not sure	78 69 101 10	30.1% 26.7% 39.2% 3.9%

- 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.

+	+ OPINION OF FU AREN	JNDING OF ICE
	Count	8
No funding Pay \$10-15k partial Pay full \$60k Not sure	52 136 51 15	20.4% 53.6% 20.1% 5.9%

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?

+	+	+
!	PREFERRED FU	NDING SOURCE:
	Count	8
<u>+</u>		++
Property taxes	31	12.2%
Sales tax	44	17.2%
Other taxes	47	18.3%
Reappropriate	64	25.0%
Don't fund	46	18.0%
Not sure	24	9.3%
+	+	++



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?

+	·	+
	FAVOR OR	OPPOSE SERVICE AREA?
	Count	%
Strongly favor Mildly favor Neutral Mildly oppose Strongly oppose Not sure	71 72 9 45 49	27.5% 27.8% 3.7% 17.7% 18.9%
+		+

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 landline 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?

	LANDLINE/CELL STATUS:	
	Count	% %
Land only Both - land dominant Both - cell dominant Cell only	11 25 88 134	4.4% 9.6% 34.0% 52.0%

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	%
18-24	9 31 36 56 67 47	3.6% 12.4% 14.7% 22.6% 27.4%

Mean = 51.8 years

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

 	 CHILDREN IN	HOUSEHOLD:
ļ	Count	
None One or more	163 87	65.0% 35.0%

| Mean = 0.71

10. Are you married or single?

	MARITAL STATUS:		
-	Count	응	
Married Single +	152 97	61.1% 38.9%	

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

	+ HOUSEHOLD INCOME:			
	Count	%		
\$0-40,000 \$40,000-80,000 \$80,000-120,000 \$120,000+ Not sure	71 63 57 23 10	31.6% 28.3% 25.4% 10.3% 4.4%		

Median = \$62,900

12. Do you own or rent the home you live in?

	OWN OR R	ENT HOME?
	Count	% %
Own Rent	214	86.3% 13.7%



13. GENDER...

+	+ GENDER	OF RESPONDENT:	+
	Count	%	
Male Female	132 127	51.0% 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 Married females Single males Single females	+ 78 74 49 48	+ 	31.3% 29.7% 19.7% 19.3%

CROSSTABULATION TABLES Zip Code Column Percents



+	ZIPCO	ZIPCODE:		
+	99556		Col %	
1		++ Col %	-	
YEARS OF HOMER RESIDENCY: Less than 15 years 15-25 years More than 25 years	60.6% 9.3% 30.0%		27.5%	
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:	19.6% 22.1% 25.6% 13.3% 17.6% 1.8%	14.0% 23.3% 5.6% 6.6%	15.7% 23.8% 7.2% 8.9%	
OPINION OF COMMUNITY CENTER: Priority in next 5 years Priority later Not a priority Not sure	10.1% 38.6% 48.2% 3.1%	23.1% 37.7%	26.3% 39.8%	
OPINION OF FUNDING OF ICE ARENA: No funding Pay \$10-15k partial Pay full \$60k Not sure	10.5% 47.7% 25.3% 16.5%	54.8% 18.9%	53.3% 20.2%	
PREFERRED FUNDING SOURCE: Property taxes Sales tax Other taxes Reappropriate Don't fund Not sure	8.4% 10.1% 17.8% 31.2% 21.9% 10.6%	19.2% 18.5% 22.7% 17.3%	17.3% 18.3% 24.5% 18.2%	
FAVOR OR OPPOSE SERVICE AREA? Strongly favor Mildly favor Neutral Mildly oppose Strongly oppose Not sure	23.9% 20.5% .7% 24.5% 22.5% 8.0%	28.9% 4.5% 15.6% 18.3%	27.1% 3.7% 17.4% 19.2%	
 Total	20.9%	 79.1%	100.0%	



!	+ ZIPC0	ZIPCODE:		
	99556	99603	Col %	
+	Col %	Col %	- 	
LANDLINE/CELL STATUS: Land only Both - land dominant Both - cell dominant Cell only	3.0% 3.0% 6.5% 29.4% 61.1%	4.9% 10.6% 34.9% 49.6%	4.5% 9.7% 93.8% 52.0%	
PARTY AFFILIATION: Democrat Republican Other party No party	5.3% 28.6% 13.4% 52.6%	14.0% 20.7% 6.8% 58.5%	12.1% 12.4% 22.4% 8.2% 57.2%	
AGE OF RESPONDENT: 18-34 35-44 45-54 55+	15.4% 26.0% 24.4% 34.2%	16.6% 11.9% 22.6% 48.9%	16.3% 14.9% 23.0% 45.8%	
CHILDREN IN HOUSEHOLD: None One or more	48.7% 48.7% 51.3%	68.5% 31.5%	64.3% 35.7%	
MARITAL STATUS: Married Single	76.6% 76.6% 23.4%	56.4% 43.6%	60.7%	
HOUSEHOLD INCOME: \$0-40,000 \$40,000-80,000 \$80,000-120,000 \$120,000+ Not sure	30.5% 24.9% 31.1% 7.8%	32.7% 29.1% 23.2% 11.2% 3.8%	32.3% 32.3% 28.2% 24.8% 10.5% 4.2%	
 OWN OR RENT HOME? Own Rent	 96.3% 3.7%	83.3% 16.7%	 86.1% 13.9%	
GENDER OF RESPONDENT: Male Female	 48.9% 51.1%	50.4% 49.6%	50.1% 49.9%	
MARITAL STATUS BY GENDER: Married males Married females Single males Single females	38.3% 38.3% 11.7%	28.2% 28.2% 21.8% 21.8%	30.4% 30.3% 30.7% 19.7%	
 Total	 21.2%	78.8%	 100.0%	



CROSSTABULATION TABLES Years of Homer Residency Column Percents



+	+ YEARS OF	Total		
	+ Less than 15 years	15-25 years	+ More than 25 years +	Col %
	Col %		Col %	
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES: Very important Important Somewhat important Not very important Not at all important Not sure	41.7% 41.7% 14.8% 19.9% 10.1% 13.3%	23.1% 26.7% 6.1% 1.8%	10.6% 28.7% 5.1%	15.8% 24.7% 7.3% 8.9%
OPINION OF COMMUNITY CENTER: Priority in next 5 years Priority later Not a priority Not sure	36.3% 36.3% 21.9% 41.1%	28.2% 35.4%	31.4% 43.5%	26.8% 40.2%
OPINION OF FUNDING OF ICE ARENA: No funding Pay \$10-15k partial Pay full \$60k Not sure	16.5% 16.5% 48.4% 24.1% 11.0%	53.2% 21.8%	57.7% 57.7% 15.1%	52.8% 20.5%
PREFERRED FUNDING SOURCE: Property taxes Sales tax Other taxes Reappropriate Don't fund Not sure	11.8% 11.8% 13.0% 18.5% 26.4% 20.6%	18.2% 20.8% 28.4% 6.4%	21.2% 14.1% 22.2% 25.6%	17.1% 17.7% 25.6% 18.2%
FAVOR OR OPPOSE SERVICE AREA? Strongly favor Mildly favor Neutral Mildly oppose Strongly oppose Not sure	29.9% 29.9% 28.2% .8% 16.1% 19.2%	29.7% 6.8% 15.1% 18.2%	26.8% 4.6% 21.1% 20.8%	28.2% 3.7% 17.4% 19.4%
Total	39.1%	28.4%	32.5%	100.0%



+	+ YEARS OF	YEARS OF HOMER RESIDENCY:				
·	Less than 15 years		More than 25 years	Col %		
 	Col % 	Col %	Col %	·		
LANDLINE/CELL STATUS: Land only Both - land dominant Both - cell dominant Cell only	1.6% 1.6% 4.0% 27.2% 67.2%	11.5% 28.3%	14.9% 43.2%	9.7% 32.7%		
PARTY AFFILIATION: Democrat Republican Other party No party	 6.2% 19.9% 11.0% 62.9%	24.9% 5.9%	21.4% 4.2%	21.8% 7.4%		
AGE OF RESPONDENT: 18-34 35-44 45-54 55+	10.6% 25.4% 31.4% 32.6%	12.3% 19.5%	4.7% 14.0%	15.0% 22.4%		
CHILDREN IN HOUSEHOLD: None One or more	 55.2% 44.8%	60.3% 39.7%				
MARITAL STATUS: Married Single	56.7% 56.7% 43.3%	48.0% 52.0%		60.9% 39.1%		
HOUSEHOLD INCOME: \$0-40,000 \$40,000-80,000 \$80,000-120,000 \$120,000+ Not sure	28.7% 32.7% 23.3% 7.2% 8.1%	21.2% 25.1%	29.1% 28.9%	28.4% 25.6% 10.3%		
OWN OR RENT HOME? Own Rent	 77.5% 22.5%	82.9% 17.1%				
GENDER OF RESPONDENT: Male Female	 58.1% 41.9%					
MARITAL STATUS BY GENDER: Married males Married females Single males Single females	 31.5% 25.2% 25.6% 17.7%	29.7% 18.3% 23.7% 28.3%	31.2% 31.2% 46.0% 10.3% 12.5%	30.9% 30.0% 30.1% 19.0%		
 ZIPCODE: 99556 99603	 	6.9% 93.1%	 	20.3% 79.7%		
 Total	 39.7%	27.5%	32.7%	100.0%		



CROSSTABULATION TABLES Party Affiliation Column Percents



<u>+</u>	+ !	PARTY AFFILIATION:			
	Democrat	Republica n		No party 	Col %
				Col %	
YEARS OF HOMER RESIDENCY: Less than 15 years 15-25 years More than 25 years	20.2% 41.0% 38.8%		22.8%	25.0%	28.4%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES: Very important Important Somewhat important Not very important Not at all important Not sure	69.6% 69.6% 16.1% 11.4% 3.0%	7.4% 42.7% 5.4%	17.1% 10.6% 1.3%	17.3% 23.3% 9.5% 6.2%	14.9% 25.1% 6.8% 9.0%
OPINION OF COMMUNITY CENTER: Priority in next 5 years Priority later Not a priority Not sure	46.3% 46.3% 28.7% 18.7% 6.4%	28.9% 58.0%	2.9%	28.8% 36.6%	26.7% 39.7%
OPINION OF FUNDING OF ICE ARENA: No funding Pay \$10-15k partial Pay full \$60k Not sure	17.4% 17.4% 69.4% 13.2%	55.6%	39.9% 49.2%	51.9% 22.9%	53.8% 20.2%
PREFERRED FUNDING SOURCE: Property taxes Sales tax Other taxes Reappropriate Don't fund Not sure	 22.9% 15.2% 23.0% 27.5% 4.1% 7.4%	7.2% 21.8% 32.3% 29.3%	12.7% 20.9% 12.3% 33.2%	22.4% 15.4% 23.5% 14.5%	18.2% 25.0% 18.0%
FAVOR OR OPPOSE SERVICE AREA? Strongly favor Mildly favor Neutral Mildly oppose Strongly oppose Not sure	 44.3% 28.2% 2.2% 11.8% 2.6% 11.0%	23.8% .5% 29.1% 25.2%	7.1% 1.7% 7.6% 34.9%	32.4% 5.5% 16.2% 17.2%	27.9% 3.7% 17.8% 18.7%
Total	11.9%	22.0%	8.2%	58.0%	 100.0%



<u>+</u> !	+ !	PARTY AFFILIATION:				
	Democrat	Republica n	Other party	No party	Col %	
	Col %		Col %	Col %	- 	
LANDLINE/CELL STATUS: Land only Both - land dominant Both - cell dominant Cell only	9.7% 9.7% 5.6% 32.9% 51.7%		16.5% 35.0%	7.6% 29.3%	8.9% 33.0%	
AGE OF RESPONDENT: 18-34 35-44 45-54 55+	20.7% 20.7% 9.2% 30.6% 39.5%	12.5% 24.2%	27.5% 11.4%	22.8%	16.4% 16.4% 15.0% 23.1% 45.6%	
CHILDREN IN HOUSEHOLD: None One or more	64.1%					
MARITAL STATUS: Married Single	70.2%					
HOUSEHOLD INCOME: \$0-40,000 \$40,000-80,000 \$80,000-120,000 \$120,000+ Not sure	41.2% 28.7% 16.3% 13.8%		1.5% 23.7% 26.6%	31.2% 25.1% 7.8%	31.6% 28.6% 25.4% 9.9% 4.5%	
OWN OR RENT HOME? Own Rent	 92.5% 7.5%				86.0% 14.0%	
GENDER OF RESPONDENT: Male Female	35.3% 64.7%				51.6% 48.4%	
MARITAL STATUS BY GENDER: Married males Married females Single males Single females	32.9% 37.2% 2.4% 27.4%	21.9% 25.6%	6.9% 30.5%	32.4%	31.6% 31.6% 28.7% 20.1% 19.6%	
ZIPCODE: 99556 99603	9.4%	 27.4% 72.6%	35.1% 64.9%	19.8%	21.5% 78.5%	
 Total	12.1%	22.4%	8.2%	 57.2%	100.0%	



CROSSTABULATION TABLES Age of Respondent Column Percents



+	 	AGE OF RES			Total
-	18-34	35-44	45-54	55+	+ Col %
 	Col %	Col %	Col %	Col %	,
YEARS OF HOMER RESIDENCY: Less than 15 years 15-25 years More than 25 years	25.3% 49.5% 25.2%		25.0%	24.9%	39.1% 28.8% 32.1%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES: Very important Important Somewhat important Not very important Not at all important Not sure	57.3% 9.7% 32.2%	18.0%	19.5%	14.2% 23.1% 8.8%	15.2% 24.5% 6.6%
OPINION OF COMMUNITY CENTER: Priority in next 5 years Priority later Not a priority Not sure	22.2% 34.3% 38.3% 5.2%	22.1% 41.3%	26.6% 33.8%	27.0% 40.3%	31.3% 31.3% 27.4% 38.7% 2.7%
OPINION OF FUNDING OF ICE ARENA: No funding Pay \$10-15k partial Pay full \$60k Not sure	21.7% 52.9% 21.1% 4.4%	46.0%	63.0% 15.8%	52.2% 20.6%	19.4% 19.4% 53.7% 21.1% 5.8%
PREFERRED FUNDING SOURCE: Property taxes Sales tax Other taxes Reappropriate Don't fund Not sure	9.6% 14.2% 30.2% 31.0% 2.5% 12.4%	6.2% 25.3% 45.7% 12.1%	25.9% 18.3% 18.4% 17.8%	19.5% 11.8% 19.4% 23.2%	12.7% 18.1% 18.2% 24.9% 17.0% 9.0%
	8.9% 44.1% 11.6% 18.1% 6.0% 11.3%	14.9% 18.5% 19.9%	16.9% 21.0%	34.4% 3.9% 14.6%	29.1%
 Total	16.1%	 14.7%	 22.6%	46.7%	100.0%



+	+ :	AGE OF RES	SPONDENT:		+ Total
	18-34 	35-44 	45-54	55+	Col %
' +	' Col % +	Col % +	Col %	Col %	
LANDLINE/CELL STATUS: Land only Both - land dominant Both - cell dominant Cell only	6.6% 6.6% 32.1% 61.2%	23.0%		36.0%	4.4% 9.1% 32.8% 53.8%
PARTY AFFILIATION: Democrat Republican Other party No party	14.8% 14.8% 31.9% 53.3%	7.2% 7.2% 18.1% 14.9% 59.8%	22.6% 4.0%	18.5% 10.9%	21.6% 8.1%
CHILDREN IN HOUSEHOLD: None One or more	 40.3% 59.7%		48.8% 51.2%	92.1% 7.9%	64.9% 35.1%
MARITAL STATUS: Married Single	 47.7% 52.3%	56.8% 56.8% 43.2%	66.5% 33.5%		60.6% 39.4%
HOUSEHOLD INCOME: \$0-40,000 \$40,000-80,000 \$80,000-120,000 \$120,000+ Not sure	44.9% 29.8% 23.6% 1.6%	30.6%	30.6%	25.8%	32.1% 28.2% 25.9% 10.5% 3.2%
OWN OR RENT HOME? Own Rent	 72.1% 27.9%	 90.9% 9.1%	81.8% 81.8% 18.2%	92.1% 7.9%	86.3% 86.3% 13.7%
GENDER OF RESPONDENT: Male Female	 52.0% 48.0%	50.3% 49.7%	61.0% 39.0%		50.7% 49.3%
MARITAL STATUS BY GENDER: Married males Married females Single males Single females	26.5% 21.2% 25.5% 26.8%	26.9%		34.3%	31.5% 31.5% 29.1% 19.8% 19.6%
ZIPCODE: 99556 99603	 20.1% 79.9%	 37.4% 62.6%	22.7% 77.3%		21.4% 78.6%
Total	16.3%	14.9%	23.0%	45.8%	100.0%



CROSSTABULATION TABLES Children in Household Column Percents



+ 	+ CHILDE HOUSEE	REN IN	+ Total
- -	None	One or	Col %
	Col %	Col %	-
YEARS OF HOMER RESIDENCY: Less than 15 years 15-25 years More than 25 years	33.0% 33.0% 26.5% 40.5%	49.5% 32.2% 18.3%	38.8% 28.5% 22.7%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES: Very important Important Somewhat important Not very important Not at all important Not sure	39.7% 14.7% 29.2% 4.8% 10.8%	53.5% 15.1% 15.1% 10.4% 5.6%	24.2% 6.8% 9.0%
OPINION OF COMMUNITY	27.8% 25.3% 42.2% 4.8%	35.9% 30.3% 32.8% 1.1%	30.6% 27.0% 38.9% 3.5%
OPINION OF FUNDING OF ICE ARENA: No funding Pay \$10-15k partial Pay full \$60k Not sure	16.7% 16.7% 53.2% 24.4% 5.6%	26.5% 53.9% 12.8% 6.8%	20.2% 53.5% 20.3% 6.0%
PREFERRED FUNDING SOURCE: Property taxes Sales tax Other taxes Reappropriate Don't fund Not sure	15.9% 18.0% 14.0% 24.0% 20.2% 7.9%	5.3% 17.4% 26.8% 25.4% 14.7% 10.4%	12.1% 17.8% 18.5% 24.5% 18.3% 8.8%
FAVOR OR OPPOSE SERVICE AREA? Strongly favor Mildly favor Neutral Mildly oppose Strongly oppose Not sure	24.8% 30.3% 4.3% 16.4% 21.2% 2.9%	30.9% 25.4% 2.8% 18.6% 15.1% 7.2%	
Total	65.0%	35.0%	100.0%



+	+ CHILDE HOUSEE	+ Total 	
	None 	One or	Col %
	Col %	Col %	
LANDLINE/CELL STATUS: Land only Both - land dominant Both - cell dominant Cell only	6.3% 6.3% 9.1% 32.7% 51.9%		4.3% 9.5% 33.4% 52.8%
PARTY AFFILIATION: Democrat Republican Other party No party	12.1% 12.1% 17.2% 9.7% 61.0%	12.1% 29.3% 5.1% 53.4%	12.1% 12.1% 21.5% 8.1% 58.3%
AGE OF RESPONDENT: 18-34 35-44 45-54 55+	10.0% 10.0% 6.9% 16.8% 66.2%	27.5% 29.3% 32.7% 10.5%	16.2% 14.8% 22.4% 46.7%
MARITAL STATUS: Married Single	 56.1% 43.9%	71.3% 71.3% 28.7%	61.4% 38.6%
HOUSEHOLD INCOME: \$0-40,000 \$40,000-80,000 \$80,000-120,000 \$120,000+ Not sure	31.6% 26.9% 24.3% 12.3% 4.8%	30.9% 32.7% 28.8% 6.7%	31.4% 28.8% 25.8% 10.4% 3.5%
OWN OR RENT HOME? Own Rent	 85.0% 15.0%	89.4% 10.6%	86.5% 13.5%
GENDER OF RESPONDENT: Male Female	 50.1% 49.9%	51.6% 48.4%	50.6% 49.4%
MARITAL STATUS BY GENDER: Married males Married females Single males Single females	26.4% 26.4% 29.7% 24.0% 19.9%	41.0% 30.3% 11.1% 17.6%	31.5% 31.5% 29.9% 19.4% 19.1%
ZIPCODE: 99556 99603	 	30.6% 69.4%	21.3% 78.7%
 Total	 64.3%	35.7%	100.0%



CROSSTABULATION TABLES Marital Status Column Percents



+	+	+	+
	MARITAL		Total
		Single	
	Col %	Col %	-
YEARS OF HOMER RESIDENCY: Less than 15 years 15-25 years More than 25 years	36.3% 36.4% 22.4% 41.3%		38.9% 28.5% 32.6%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES: Very important Important Somewhat important Not very important Not at all important Not sure	44.1% 10.5% 26.2% 9.3% 9.5% 4%		44.3% 15.4% 23.9% 6.8% 9.1%
OPINION OF COMMUNITY CENTER: Priority in next 5 years Priority later Not a priority Not sure	28.4% 28.4% 30.1% 39.1% 2.4%	33.8% 22.8% 38.9% 4.5%	30.5% 27.3% 29.0% 3.2%
OPINION OF FUNDING OF ICE ARENA: No funding Pay \$10-15k partial Pay full \$60k Not sure	20.3% 20.3% 53.6% 20.0% 6.2%		20.3% 20.3% 53.8% 20.2% 5.8%
PREFERRED FUNDING SOURCE: Property taxes Sales tax Other taxes Reappropriate Don't fund Not sure	8.0% 19.4% 18.2% 23.1% 22.3% 9.0%	20.0% 27.1% 10.4%	11.9% 17.9% 18.9% 24.6% 17.7% 9.0%
FAVOR OR OPPOSE SERVICE AREA? Strongly favor Mildly favor Neutral Mildly oppose Strongly oppose Not sure	27.2% 27.8% 27.8% 1.8% 17.4% 20.7%	28.8%	27.7% 28.2% 3.8% 17.0% 19.0% 4.2%
 Total	 61.1%	 38.9%	 100.0%



+	+		++
	MARITAL +	STATUS:	Total ++
	Married +	Single 	Col % -
	Col %	Col %	
LANDLINE/CELL STATUS: Land only Both - land dominant Both - cell dominant Cell only	4.4% 4.4% 10.2% 38.3% 47.1%	4.9% 8.1% 24.3% 62.6%	4.6% 9.4% 32.9% 53.1%
PARTY AFFILIATION: Democrat Republican Other party No party	14.2% 14.2% 21.6% 6.5% 57.7%	9.1% 21.7% 10.4% 58.8%	12.2% 12.2% 21.7% 8.1% 58.1%
AGE OF RESPONDENT: 18-34 35-44 45-54 55+	12.8% 13.6% 24.7% 48.9%	21.6% 15.9% 19.1% 43.4%	16.3% 14.5% 22.5% 46.7%
CHILDREN IN HOUSEHOLD: None One or more	 59.2% 40.8%	73.9% 26.1%	64.9% 35.1%
HOUSEHOLD INCOME: \$0-40,000 \$40,000-80,000 \$80,000-120,000 \$120,000+ Not sure	21.8% 21.8% 28.5% 32.9% 12.7% 4.2%	46.9% 28.9% 15.4% 6.3% 2.6%	31.8% 28.6% 25.9% 10.1% 3.5%
OWN OR RENT HOME? Own Rent	 97.4% 2.6%	68.4% 31.6%	 86.1% 13.9%
GENDER OF RESPONDENT: Male Female	 51.3% 48.7%	50.5% 49.5%	51.0% 49.0%
MARITAL STATUS BY GENDER: Married males Married females Single males Single females	51.3% 51.3% 48.7%	50.5% 49.5%	31.3% 31.3% 29.7% 19.7% 19.3%
ZIPCODE: 99556 99603	 26.7% 73.3%	12.6% 87.4%	 21.2% 78.8%
 Total	60.7%	39.3%	100.0%



CROSSTABULATION TABLES

Household Income

Column Percents



+	+ 		SEHOLD INC		+	++ Total
	\$0-40 , 000	\$40 , 000-	\$80 , 000-	\$120,000+ 	Not sure	Col %
YEARS OF HOMER RESIDENCY: Less than 15 years	 36.5%	46.2%	 36.5%	 28.1%	 77.4%	
15-25 years	39.8%	20.9%	27.3%	23.2%	İ	27.9%
More than 25 years	23.7% 	32.9% 	36.2% 	48.7% 	22.6% 	32.0%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES:			 	į	 	
Very important	50.4%					
Important	20.8% 10.0%			•		
Somewhat important Not very important	10.0%		•	1.5%		24.0% 4.7%
Not at all important	8.2%		8.7%	19.8%		
Not sure	1.7% 		 	 	3.4% 	.7%
OPINION OF COMMUNITY CENTER:			i I	 	 	
Priority in next 5 years Priority later	33.8% 19.8%					
Not a priority	41.2%	27.0%		•		
Not sure	5.2%	5.3%				3.1%
OPINION OF FUNDING OF ICE ARENA:			 			
No funding	 15.1%	 34.9%	11.3%	12.4%	 10.7%	
Pay \$10-15k partial	52.4%					
Pay full \$60k Not sure	31.7% .9%			•		
Property taxes	 11.6%	 14.3%	12.4%	26.6%	 3.0%	 13.8%
Sales tax	25.6%					17.9%
Other taxes Reappropriate	17.1% 31.2%					
Don't fund	9.5%	14.5%	13.4%	29.8%	45.7%	15.3%
Not sure	5.0% 	12.0%	2.5%	4.1%	 	6.1%
FAVOR OR OPPOSE SERVICE AREA?	 		 	 	 	
Strongly favor Mildly favor	19.0% 30.8%					
Neutral	8.8%			•		3.5%
Mildly oppose	20.1%					
Strongly oppose Not sure	15.6% 5.8%					17.7% 4.4%
 Total	 31.6%	 28.3%	 25.4%	10.3%	 4.4%	 100.0%



+	+ !		SEHOLD INC	 OME:		++ Total
		\$40 , 000-		\$120,000+	1	++ Col %
	+ Col %	Col %	+ Col %	Col %	Col %	+
LANDLINE/CELL STATUS: Land only Both - land dominant Both - cell dominant Cell only	10.5% 9.9% 20.9% 58.8%	3.8% 38.8%	13.5% 35.2%	10.2%	8.8% 25.2%	32.8%
PARTY AFFILIATION: Democrat Republican Other party No party	16.6% 15.4% 8.5% 59.5%	26.3% 26.3%	29.5% 7.5%	16.6% 21.7%	49.8% 27.0%	8.1%
AGE OF RESPONDENT: 18-34 35-44 45-54 55+	24.2% 24.2% 13.4% 13.2% 49.2%	15.9% 23.0%	17.4% 30.9%	13.3%	İ	17.3% 14.7% 21.3% 46.7%
CHILDREN IN HOUSEHOLD: None One or more	 67.6% 32.4%		 63.2% 36.8%			
MARITAL STATUS: Married Single	 41.2% 58.8%		•		•	
OWN OR RENT HOME? Own Rent	 66.5% 33.5%				95.9% 95.9% 4.1%	
GENDER OF RESPONDENT: Male Female	 49.9% 50.1%	•				
MARITAL STATUS BY GENDER: Married males Married females Single males Single females	20.9% 20.3% 29.7% 29.1%	39.0% 19.0%	35.7% 18.2%	16.6% 15.3%	13.7% 3.7%	29.0% 21.3%
ZIPCODE: 99556 99603	 19.9% 80.1%					
 Total	32.3%	 28.2%	24.8%	10.5%	 4.2%	 100.0%



CROSSTABULATION TABLES Own or Rent Home? Column Percents



+!	+ OWN OR RE	Total	
-	+ Own		Col %
 	Col %	Col %	·
YEARS OF HOMER RESIDENCY: Less than 15 years 15-25 years More than 25 years	34.4% 34.1% 37.6%		38.1% 29.1% 32.8%
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES: Very important Important Somewhat important Not very important Not at all important Not sure	40.6% 40.6% 15.2% 27.8% 7.9% 7.9%		44.4% 15.7% 24.4% 6.8% 8.1%
OPINION OF COMMUNITY CENTER: Priority in next 5 years Priority later Not a priority Not sure	28.6% 28.6% 30.1% 38.2% 3.1%	42.9% 11.6% 39.4% 6.0%	30.6% 27.6% 38.4% 3.5%
OPINION OF FUNDING OF ICE ARENA: No funding Pay \$10-15k partial Pay full \$60k Not sure	20.8% 20.8% 53.3% 20.1% 5.8%	15.3% 15.3% 57.7% 27.1%	20.1% 20.1% 53.8% 20.9% 5.1%
PREFERRED FUNDING SOURCE: Property taxes Sales tax Other taxes Reappropriate Don't fund Not sure	 10.2% 18.0% 18.7% 24.9% 18.6%	19.6% 22.9% 11.9%	12.5% 17.1% 18.8% 24.6% 17.7% 9.2%
FAVOR OR OPPOSE SERVICE AREA? Strongly favor Mildly favor Neutral Mildly oppose Strongly oppose Not sure	26.6% 26.6% 29.7% 2.2% 17.6% 18.9% 5.0%	33.2% 18.3% 18.3% 13.5% 15.7% 19.3%	27.5% 28.2% 3.8% 17.3% 18.9% 4.3%
 Total	 86.3%	 13.7%	 100.0%



+	+ OWN OR RE	ENT HOME?	Total
	+	Rent	Col %
	+ Col %	Col %	-
LANDLINE/CELL STATUS: Land only Both - land dominant Both - cell dominant Cell only	5.0% 5.0% 10.5% 36.4% 48.0%	1.9% 4.4% 17.5% 76.2%	4.6% 9.7% 33.9% 51.9%
PARTY AFFILIATION: Democrat Republican Other party No party	13.2% 13.2% 22.8% 6.7% 57.3%	6.5% 10.0% 16.8% 66.7%	12.2% 12.0% 21.0% 8.1% 58.6%
AGE OF RESPONDENT: 18-34 35-44 45-54 55+	13.6% 13.6% 14.9% 21.7% 49.7%	33.2% 9.4% 30.5% 26.9%	16.3% 14.2% 22.9% 46.6%
CHILDREN IN HOUSEHOLD: None One or more	64.1% 64.1% 35.9%	72.6% 27.4%	65.3% 34.7%
MARITAL STATUS: Married Single	 69.1% 30.9%	11.4% 88.6%	61.1% 38.9%
HOUSEHOLD INCOME: \$0-40,000 \$40,000-80,000 \$80,000-120,000 \$120,000+ Not sure	25.1% 32.5% 27.1% 12.3% 3.1%	72.8% 7.9% 18.6%	32.1% 28.8% 25.8% 10.4% 2.8%
GENDER OF RESPONDENT: Male Female	 48.1% 51.9%	64.8% 35.2%	50.4% 49.6%
MARITAL STATUS BY GENDER: Married males Married females Single males Single females	35.88 33.48 13.28 17.78	2.7% 8.7% 62.1% 26.4%	31.2% 31.2% 30.0% 20.0% 18.9%
ZIPCODE: 99556 99603	 23.9% 76.1%	5.7% 94.3%	21.4% 78.6%
 Total	 86.1%	13.9%	100.0%



CROSSTABULATION TABLES Gender of Respondent Column Percents



+	+GENDE GENDE RESPON	ER OF	Total
-		Female	
		Col %	
YEARS OF HOMER RESIDENCY: Less than 15 years 15-25 years More than 25 years	44.7% 29.4% 25.9%	27.2%	
IMPORTANCE OF RECREATION AND CULTURE ACTIVITIES: Very important Important Somewhat important Not very important Not at all important Not sure	40.1% 17.0% 21.1% 10.2% 11.1%	6.2%	24.3% 7.1%
OPINION OF COMMUNITY CENTER: Priority in next 5 years Priority later Not a priority Not sure	32.4% 22.8% 41.1% 3.8%	27.8% 30.8% 37.3% 4.0%	30.1% 30.1% 26.7% 39.2% 3.9%
OPINION OF FUNDING OF ICE ARENA: No funding Pay \$10-15k partial Pay full \$60k Not sure	22.1% 47.9% 22.1% 7.8%	18.8% 59.3% 18.1% 3.9%	20.4% 20.4% 53.6% 20.1% 5.9%
PREFERRED FUNDING SOURCE: Property taxes Sales tax Other taxes Reappropriate Don't fund Not sure	12.8% 15.9% 20.4% 23.9% 20.5% 6.6%	11.7% 18.6% 16.1% 26.1% 15.4%	
FAVOR OR OPPOSE SERVICE AREA? Strongly favor Mildly favor Neutral Mildly oppose Strongly oppose Not sure	30.8% 15.9% 4.1% 17.6% 28.6% 2.9%	24.1% 40.1% 3.2% 17.7% 8.9% 6.1%	17.7%
Total	50.8%	49.2%	100.0%



 	+ GENDE RESPON	Total	
-	+ Male	Female	+ Col %
	Col %	Col %	,
LANDLINE/CELL STATUS: Land only Both - land dominant Both - cell dominant Cell only	3.1% 7.8% 29.1% 60.0%	11.5% 39.0%	4.4% 9.6% 34.0% 52.0%
PARTY AFFILIATION: Democrat Republican Other party No party	8.1% 27.8% 11.6% 52.4%	15.9% 15.8% 4.5% 63.8%	11.9% 22.0% 8.2% 58.0%
AGE OF RESPONDENT: 18-34 35-44 45-54 55+	16.5% 14.6% 27.2% 41.7%	15.6% 14.8% 17.9% 51.7%	16.1% 16.1% 14.7% 22.6% 46.7%
CHILDREN IN HOUSEHOLD: None One or more	64.3% 64.3% 35.7%	65.7% 34.3%	65.0% 35.0%
MARITAL STATUS: Married Single	61.5% 61.5% 38.5%	60.7% 39.3%	61.1% 38.9%
HOUSEHOLD INCOME: \$0-40,000 \$40,000-80,000 \$80,000-120,000 \$120,000+ Not sure	30.2% 21.3% 28.6% 14.0% 5.9%	33.1% 36.0% 21.9% 6.2% 2.8%	31.6% 31.6% 28.3% 25.4% 10.3% 4.4%
OWN OR RENT HOME? Own Rent	 	90.3%	86.3% 13.7%
MARITAL STATUS BY GENDER: Married males Married females Single males Single females	61.5%	60.7%	31.3% 31.3% 29.7% 19.7% 19.3%
ZIPCODE: 99556 99603	 20.3% 79.7%	21.3% 21.3% 78.7%	20.8% 79.2%
Total	 50.1%	 49.9%	 100.0%

