

# Poll Report

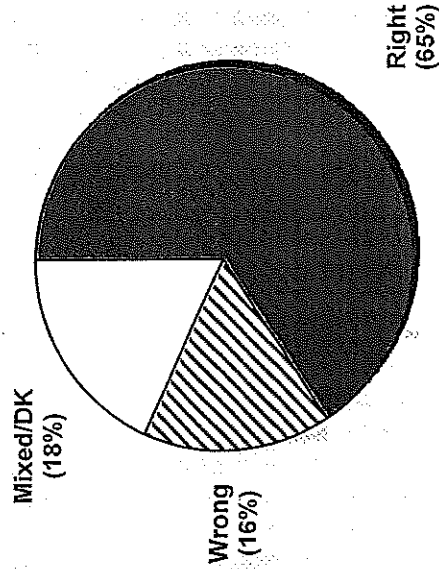
## Voters in Pitkin County Library District

- N=300 completes
- Likely November 2012 Voters
- Telephone Interviews
- 5.6 % Margin of Error
- July 9-17 Interviewing

# Overall Political Mood

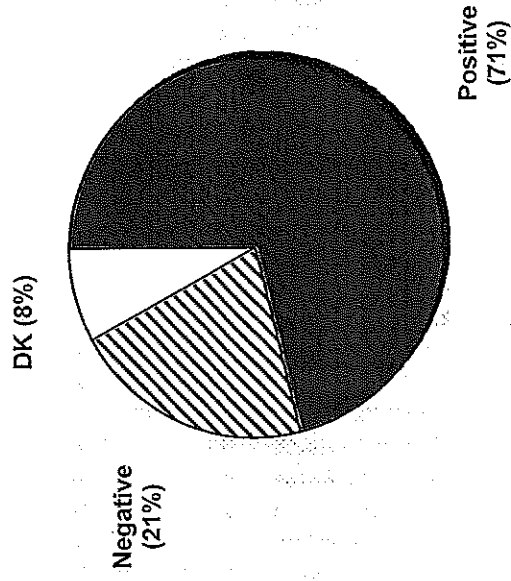
## County Direction

*In general, do you think that things in Pitkin County are headed in the right direction or the wrong direction?*



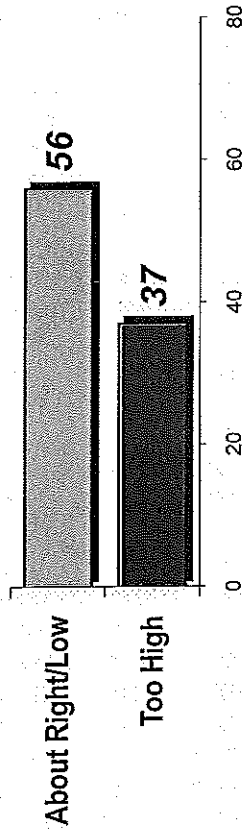
## Commission Rating

*How would you rate the job performance of the Pitkin County Commissioners – excellent, good, not so good, or poor?*



# Tax Mood

In general, would you say the overall level of PROPERTY TAXES you pay is about right, a little low, somewhat high, or much too high given the level of services provided?

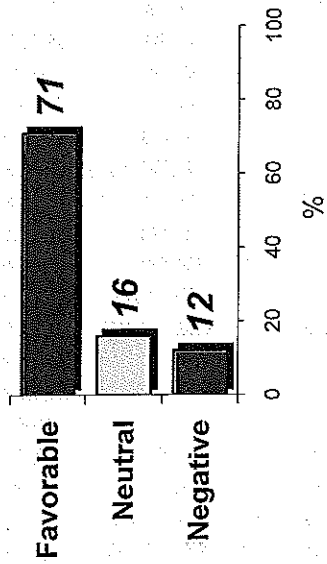


-Party*-		-Home Value-	
Dem %	GOP %	\$1M- \$2M %	\$2M+ %
64	42	64	55
29	50	35	46

\* Self-identified party = Democrats 42%, Independent/Other 44%, Republicans 14%.

# Opinion of Pitkin County Library

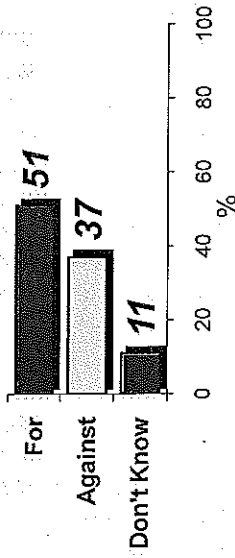
In general, is your opinion of the Pitkin County Library very favorable, somewhat favorable, neutral, or negative?



-Area-		-Age-				Have Kids %
Aspen %	S'mass Village %	Down Valley %	18-39 %	40-54 %	55-64 %	
69	80	67	76	79	67	80
15	13	23	17	16	14	12
15	7	5	5	4	18	7

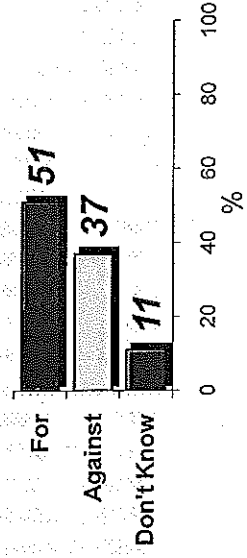
# Library Expansion Ballot

This November, the Pitkin County Library District is considering asking voters for a property tax increase to pay for renovations, expansion, and improvements at the Pitkin County Library. This property tax increase would be approximately an additional 16 to 17 dollars per year for every million dollars of a home's assessed property value; that is ... equal to around \$1.35 more per month for every million dollars of home value. Are you more likely to vote FOR or vote AGAINST this?



-Area-		-Party-			-Taxes-		
Aspen %	S'mass Village %	Down Valley %	Dem %	Rep %	Ind %	Okay %	Too High %
50	59	49	57	36	51	60	37
40	26	40	31	55	38	29	54
11	15	11	13	10	11	11	9

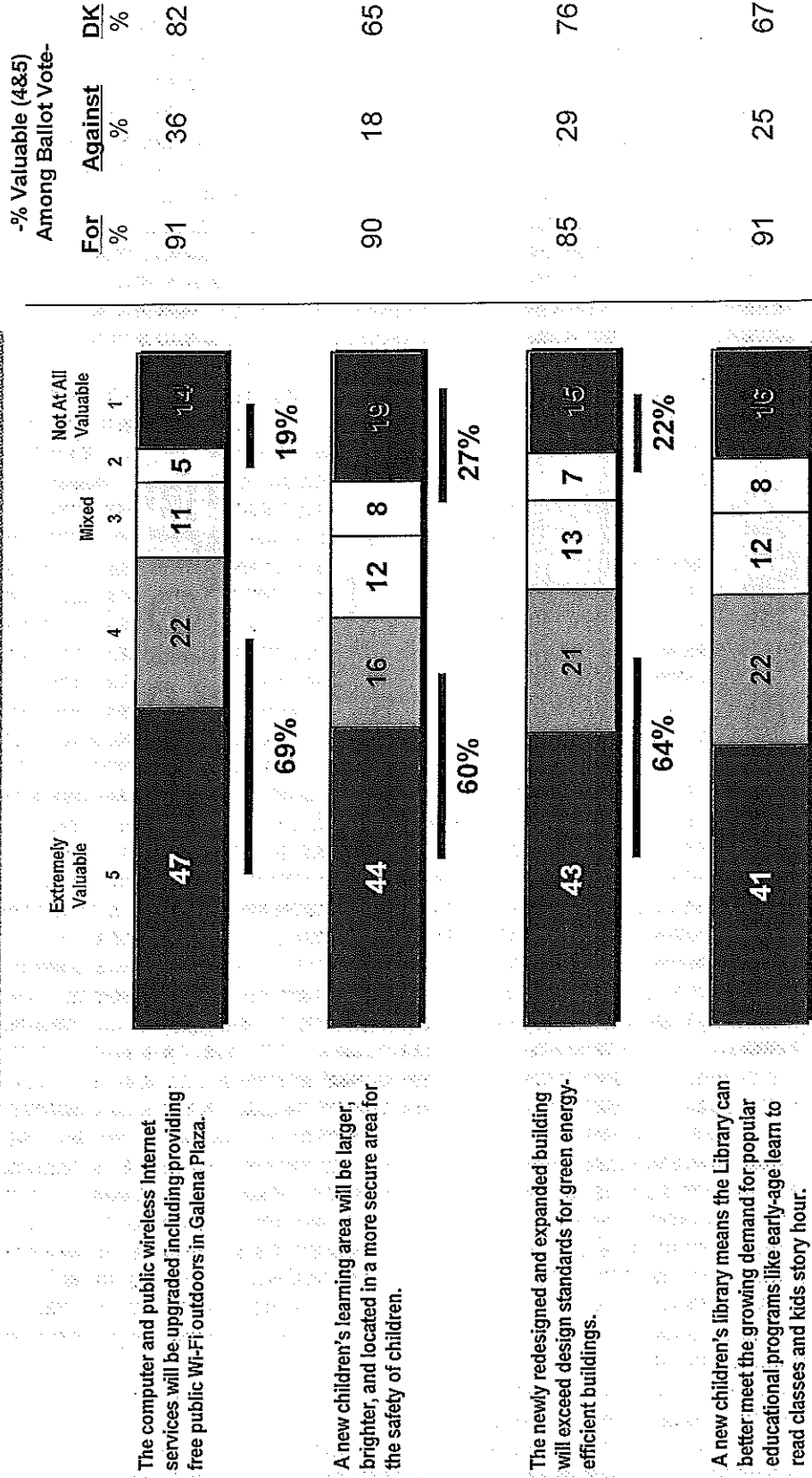
-Age-			Have Kids		-Home-		-Home Value-		
18-39 %	40-54 %	55-64 %	65+ %	Own %	Rent %	<\$1M %	\$1M-\$2M %	\$2M+ %	
80	59	42	33	48	63	55	49	42	
19	31	38	54	40	25	32	45	49	
2	10	20	12	11	12	14	6	9	







# Reaction to Specific Components of Library Expansion (1/3)





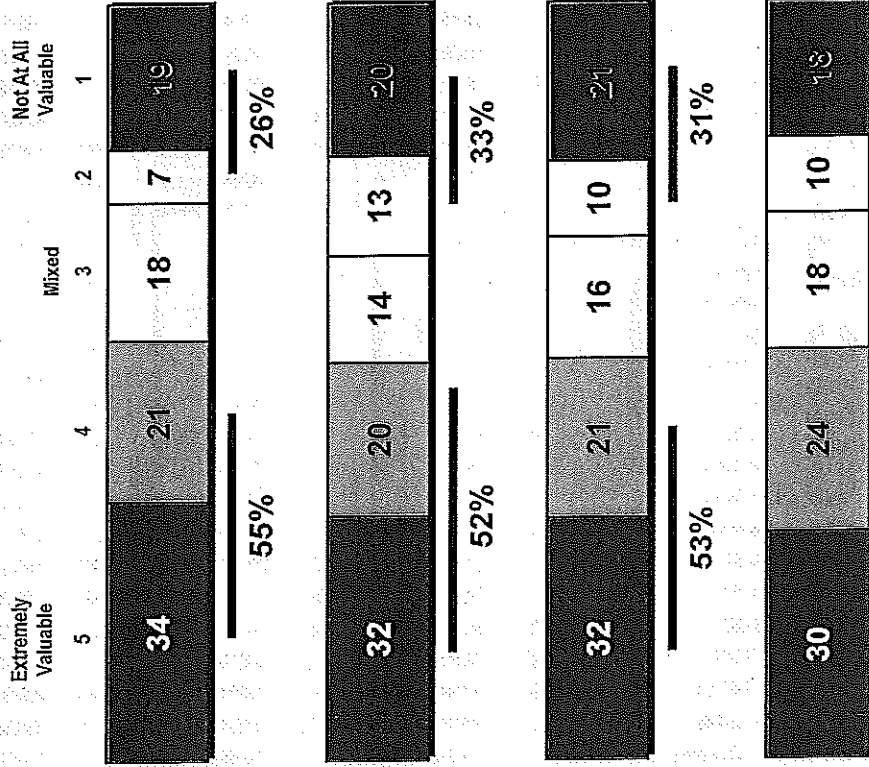
# Reaction to Specific Components of Library Expansion (2/3)

The Library expansion and design will be coordinated with the City's plans to repair the leaking roof of the parking garage next door and to redesign the open space park in Galena Plaza.

The Library building will be expanded by about 20 percent as well as renovated and redesigned to keep pace with the way libraries are used and function today.

A new community meeting room space will be added to better serve community needs with after-hours access.

A new teen reading, study and tutoring area will be added.



-% Valuable (4&5)  
Among Ballot Vote-

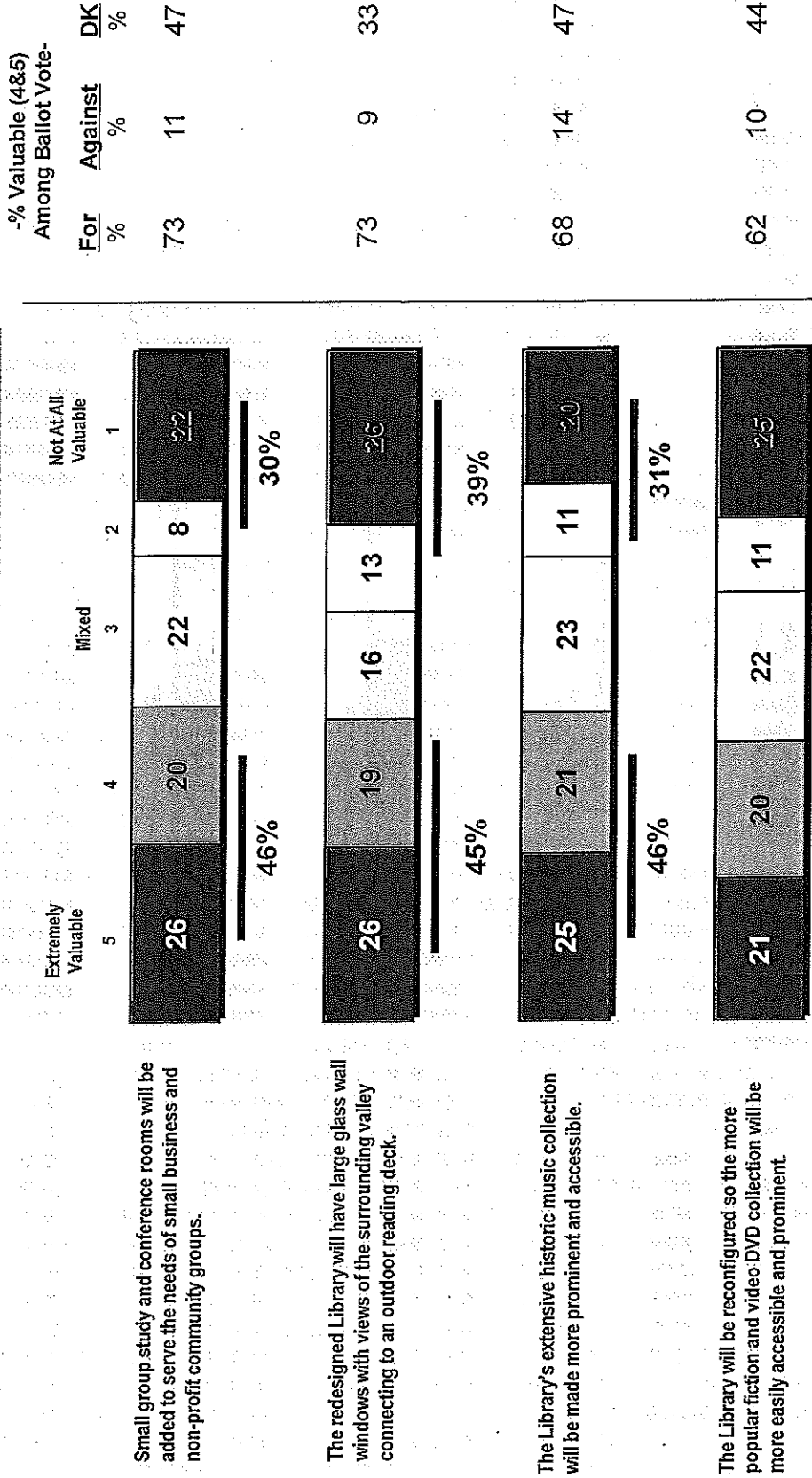
For %	Against %	DK %
77	22	62

84	11	41
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76	20	59
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84	7	42
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# Reaction to Specific Components of Library Expansion (3/3)



# Persuasive Power of OPPONENT Statements\*

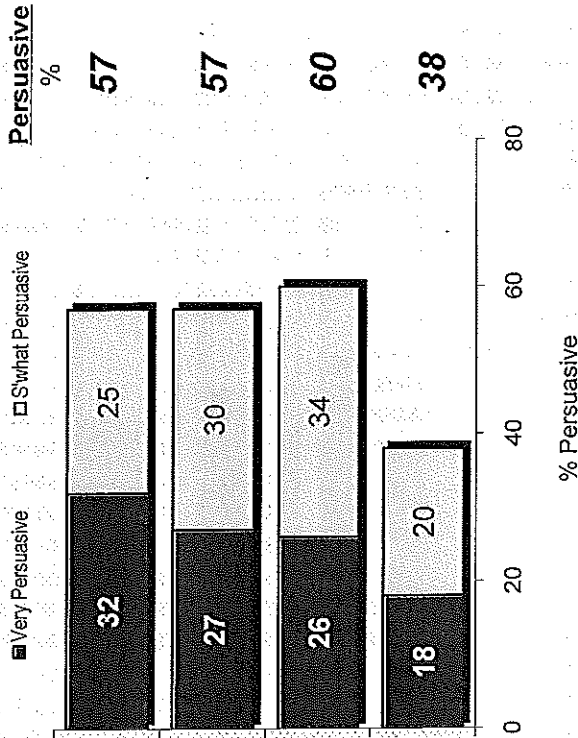
	Total Persuasive %		-% Persuasive: By Ballot Vote-	
	Very Persuasive	Somewhat Persuasive	For %	Against %
1	32	25	34	87
2	27	30	36	83
3	26	34	37	89
4	18	20	10	76

OPPONENTS say the large canopy extending over Galena Plaza is too big and takes up too much public space so this design of the Library should be rejected.

OPPONENTS say taxes are high enough.

OPPONENTS say the current library was just built in 1991 and should last longer than 20 years.

OPPONENTS say spending more money on the Library makes no sense because libraries are becoming obsolete in the electronic book era anyway.



\*Text of Question Introduction:

"Next, I will read you some statements that OPPONENTS of the proposed Pitkin County Library tax increase might make publicly. Tell me if you find each to be a very persuasive reason for you to vote AGAINST this Library expansion plan, a somewhat persuasive reason, or not persuasive at all. Here's the first one."

# Persuasive Power of SUPPORTER Statements\*

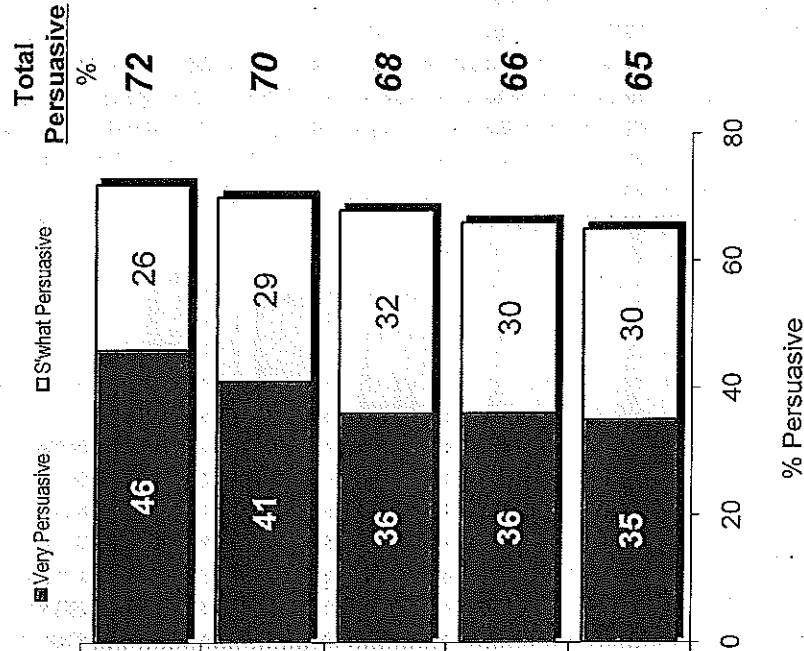
SUPPORTERS say paying an extra \$1.35 a month for every million dollars of home value is a small and reasonable price to pay to get a modern, state-of-the-art library in Aspen.

SUPPORTERS say Library management has a proven record of good fiscal management and because they have both saved money and gotten private donations...they are only asking taxpayers to pay a portion of the project's Library expansion cost.

SUPPORTERS say that a newly renovated, expanded and upgraded library can be a gathering place for the community and families adding to local quality of life.

SUPPORTERS say the Library is a valuable community asset and that to not make the investment to upgrade and improve it from its current state will be a missed opportunity.

SUPPORTERS say making the improvements to a community asset like the Library with a modest property tax increase makes sense since second-home owners and non-residents will pay a share of the cost.



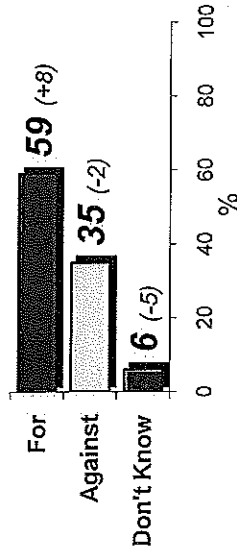
- % Persuasive: By Ballot Vote-		
For %	Against %	DK %
97	33	82
94	35	76
95	28	85
94	25	74
90	29	71

\* Text of Question Introduction:

"Now, I will read you some statements that SUPPORTERS of the proposed Pitkin County Library tax increase might make publically. Tell me if you find each to be a very persuasive reason for you to vote FOR this Library expansion plan, a somewhat persuasive reason, or not persuasive at all. Here's the first one."

# Library Expansion Ballot

Lastly, now that you have heard all this information about the issue, are you more likely to vote FOR or vote AGAINST a property tax increase equal to approximately 16 to 17 dollars more per year or around \$1.35 per month for every one million dollars of home value to renovate and expand the Pitkin County Library?



-Area-		-Party-			-Taxes-		
Aspen %	S'mass Village %	Down Valley %	Dem %	Rep %	Ind %	Okay %	Too High %
54	72	61	66	36	60	68	43
40	19	33	27	60	34	27	49
6	9	5	7	5	6	3	8

-Age-		Have Kids		-Home-		-Home Value-	
18-39 %	40-54 %	65+ %	Own %	Rent %	<\$1M %	\$1M-\$2M %	\$2M+ %
85	64	40	56	68	66	55	47
10	30	52	37	25	26	41	47
5	6	9	6	7	8	4	6

