



# 2012 City of Wooster Phone Poll Results



## The Impact Group

- **Full-service marketing/communications and public relations firm located in Hudson, Ohio.**
- Specialties include marketing/PR for municipal governments, non-profits, for-profits, school districts, health care groups and start-up entrepreneurs.
- Capabilities include web/online design, print advertising, corporate/brand identity, market research, online video, campaign strategy and management.



## The Impact Group | Key Personnel

- **TOM SPEAKS, PRINCIPAL**

Master of Political Science - University of Akron | Bachelor of Arts, Political Science - Ohio University |

- **KRISTA RODRIGUEZ, VICE PRESIDENT OF CLIENT FULFILLMENT**

Bachelor of Arts, Marketing – University of Toledo

Additional Impact Group personnel include public relations, marketing, advertising, social media and on-site graphic design professionals.



## Survey Methodology

- **City of Wooster**

- The Impact Group conducted both a phone based survey and an online survey of the citizens of Wooster. The phone based survey had 325 respondents while the online survey had 171 respondents. The following slides present both the phone based and online survey results.



## Survey Methodology (Phone)

- City of Wooster
- N=325 (Sample - Registered voters located within the City of Wooster – 19,378)
- Confidence Interval: + / - 5.39%
- Confidence Level: 95%
- 40% /60% Male – Female Respondents
- In-Field (05/31/12 – 06/4/12)



## **Survey Methodology (Online)**

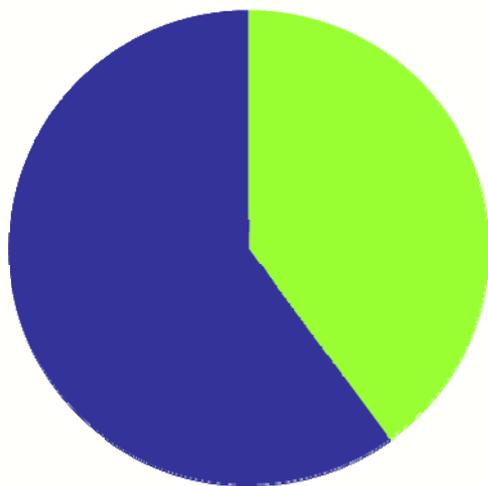
- **City of Wooster**
- **Total Respondents - 171**
- **49.4% /41.7% Male – Female Respondents (8.9% preferred not to respond)**
- **The survey program only allowed one respondent per computer.**
- **Online survey respondents were asked to NOT participate in the online survey if they participated in the phone survey**
- **Online survey stops at question 24 while phone survey continues to question 28.**



# The Survey Questions and Results



Question 1 (Phone): Caller to identify whether respondent is:

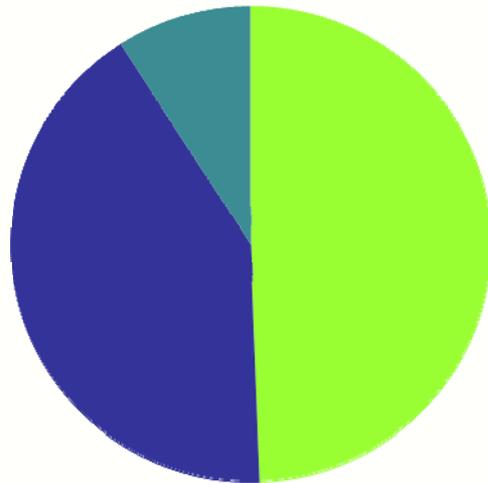


 Male - 40%

 Female - 60%



Question 1 (Online): Respondent to identify whether they are:



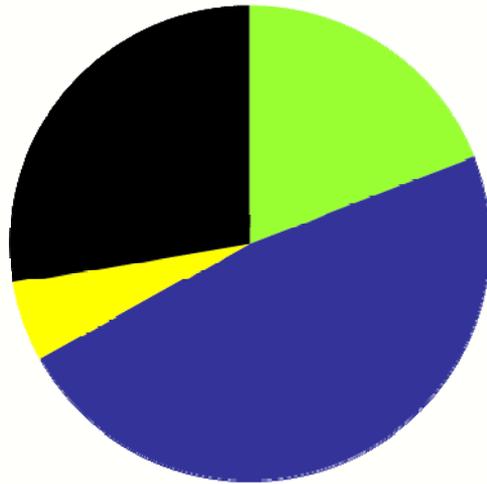
 **Male - 49.4%**

 **Female - 41.5%**

 **Prefer not to answer - 9.1%**



Question 2 (Phone): Do you believe the taxes you pay to support services provided by the city of Wooster such as emergency services, road repairs and parks and recreation are:



■ Higher than comparable or neighboring cities - 19.1%

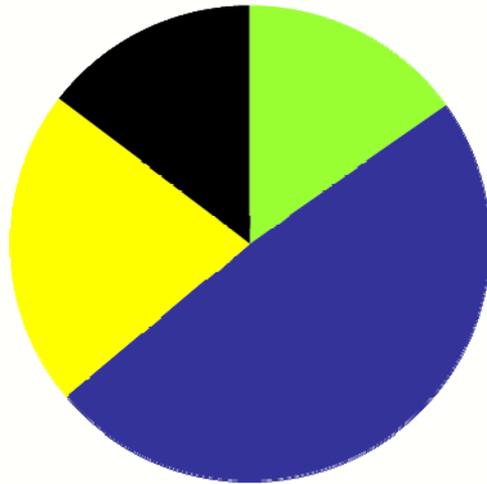
■ About the same as comparable or neighboring cities - 47.7%

■ Lower than comparable or neighboring cities - 5.5%

■ Unsure - 27.7%



Question 2 (Online): Do you believe the taxes you pay to support services provided by the city of Wooster such as emergency services, road repairs and parks and recreation are:



Higher than comparable or neighboring cities - 15.2%

**About the same as comparable or neighboring cities - 48.5%**

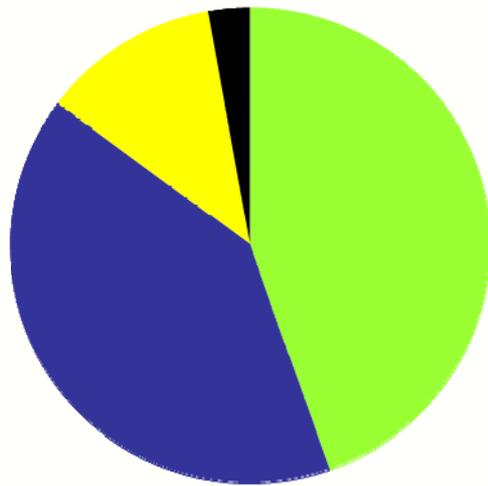
Lower than comparable or neighboring cities - 21.6%

Unsure - 14.6%

\* Figures do not equate to 100% due to rounding



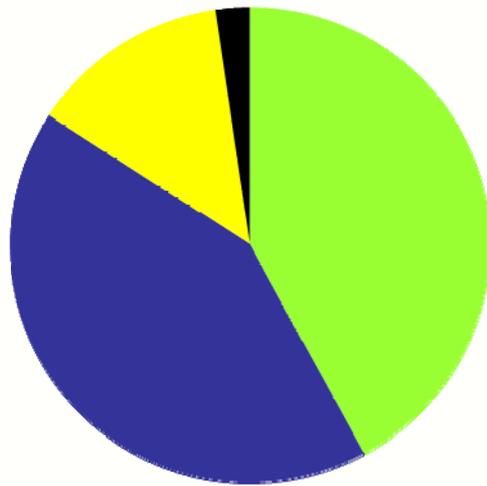
Question 3 (Phone): Do you believe that the services provided to the residents of Wooster are:



- **A good value for the taxes paid - 44.6%**
- **An OK value for the taxes paid - 40.6%**
- **A poor value for the taxes paid - 12.0%**
- **Unsure - 2.8%**



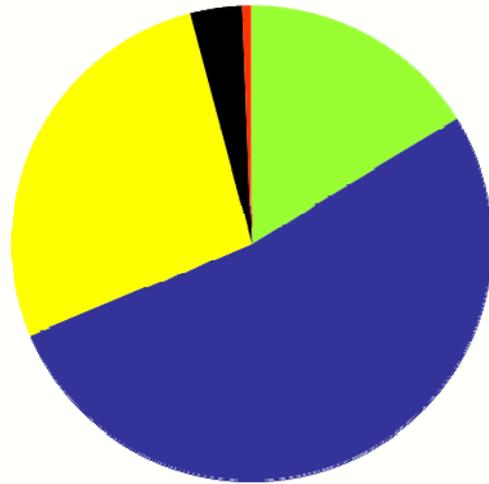
Question 3 (Online): Do you believe that the services provided to the residents of Wooster are:



- A good value for the taxes paid - 42.1%**
- An OK value for the taxes paid - 42.1%**
- A poor value for the taxes paid - 13.5%**
- Unsure - 2.3%**



Question 4 (Phone): Would you say that Wooster offers:



 Excellent city services - 16.3%

 **Good city services - 52.3%**

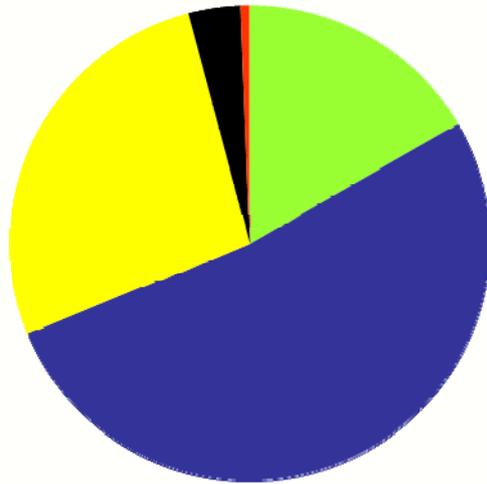
 OK city services - 27.3%

 Poor city services - 3.5%

 Unsure - 0.6



Question 4 (Online): Would you say that Wooster offers:



 Excellent city services - 16.7%

 **Good city services - 52.0%**

 OK city services - 27.2%

 Poor city services - 3.5%

 Unsure - 0.6

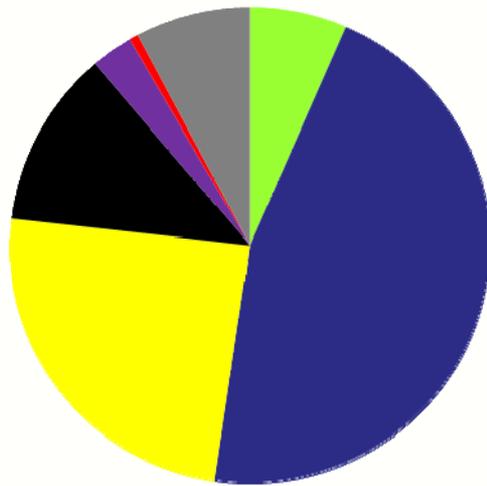


Question 5 (Phone and Online): In two or three words of your own, what is the best thing about the City of Wooster?

- Sense of community
- Police force/safety/low crime
- Local parks/recreational activities
- Well-run city government
- Great schools/colleges



Question 6 (Phone): How would you describe the management of finances for Wooster?



■ Excellent - 6.5%

■ Good - 45.5%

■ Neutral - 24.3%

■ Poor - 12.6%

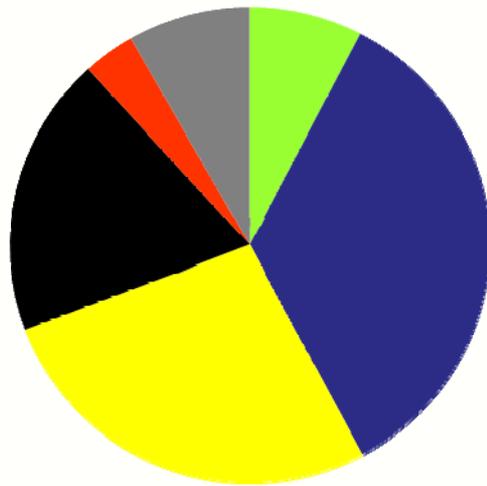
■ Very poor - 2.8%

■ Other - 0.6%

■ Unsure - 7.7%



Question 6 (Online): How would you describe the management of finances for Wooster?



 Excellent - 7.6%

 **Good - 34.5%**

 Neutral - 26.9%

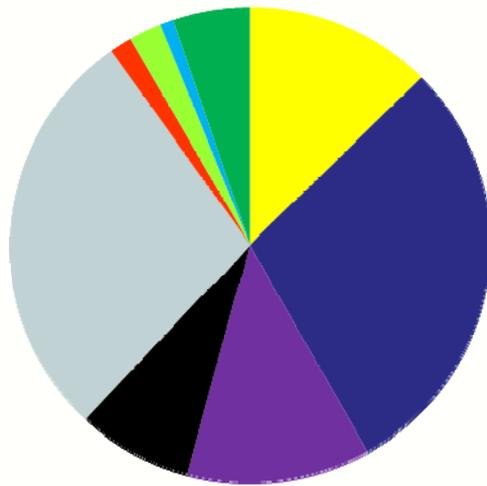
 Poor - 19.3%

 Very poor - 3.5%

 Unsure - 8.2%



## Question 7 (Phone): Who would you trust most to provide information regarding the city of Wooster financial position?

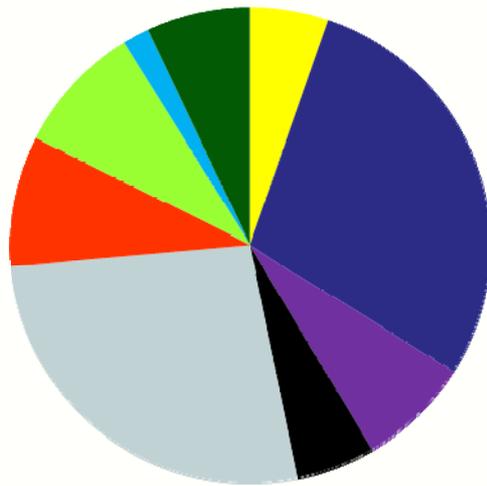


- Mayor - 12.6%
- City Finance Director - 29.2%
- City Council members - 12.3%
- Citizen leaders - 7.7%
- An independent citizen financial oversight committee - 28.3%
- None of the above - 1.5%
- All of the above - 2.2%
- Other - 0.9%
- Unsure - 5.2%

\* Figures do not equate to 100% due to rounding



## Question 7 (Online): Who would you trust most to provide information regarding the city of Wooster financial position?



■ Mayor - 5.3%

■ **City Finance Director - 28.7%**

■ City Council members - 7.6%

■ Citizen leaders - 5.3%

■ An independent citizen financial oversight committee - 26.9%

■ None of the above - 8.8%

■ All of the above - 8.8%

■ Other - 1.8%

■ Unsure - 7.0%

\* Figures do not equate to 100% due to rounding



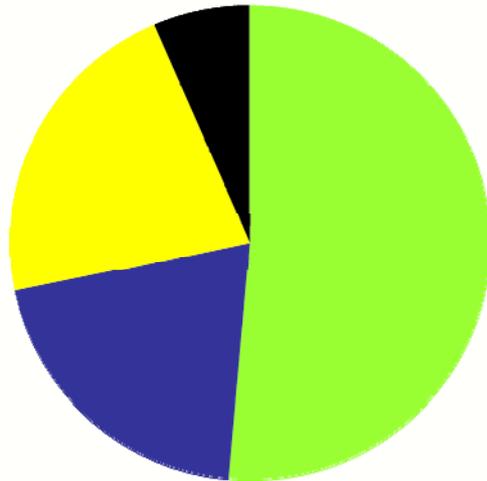
# Clarification Statement

- The City of Wooster is at a crossroads. A new source of funding is needed if we are to maintain our present level of services. Essentially an additional POINT FIVE PERCENT EARNED INCOME TAX is required to maintain our services. POINT TWO FIVE PERCENT would be used to replace revenue that will no longer come from the state and POINT TWO FIVE PERCENT would be used to fund needed capital improvement projects. Thus a total of a POINT FIVE PERCENT EARNED INCOME TAX is required to maintain our city services. The following questions will address specific services that will be cut or reduced if an EARNED INCOME TAX does not pass.



Question 8 (Phone): If the proposed .5% earned income tax fails, the city will be forced to reduce the police force by four officers. Currently the city is able to run six squad cars. With the staff reduction, the city will only be able to run five squad cars. This reduction will result in slower response times and police will only be able to respond to crimes in progress.

Knowing this, are you:



**■ More supportive of the proposed earned income tax - 51.4%**

**■ Less supportive of the proposed earned income tax - 20.3%**

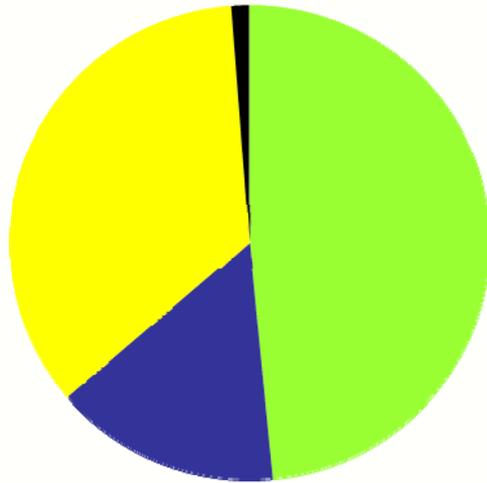
**■ It does not matter - 21.8%**

**■ Unsure - 6.5%**



Question 8 (Online): If the proposed .5% earned income tax fails, the city will be forced to reduce the police force by four officers. Currently the city is able to run six squad cars. With the staff reduction, the city will only be able to run five squad cars. This reduction will result in slower response times and police will only be able to respond to crimes in progress.

Knowing this, are you:



■ More supportive of the proposed earned income tax - 48.5%

■ Less supportive of the proposed earned income tax - 15.2%

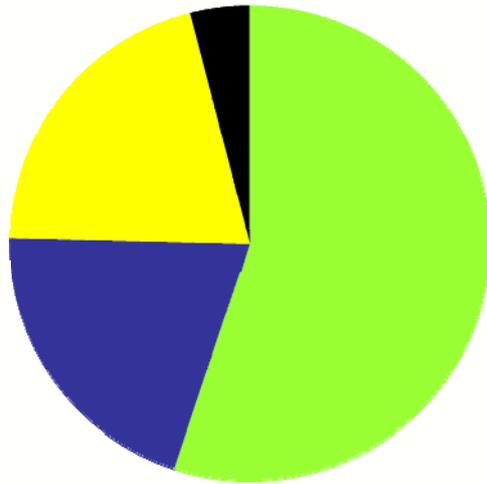
■ It does not matter - 35.2%

■ Unsure - 1.2%

\* Figures do not equate to 100% due to rounding



Question 9 (Phone): If the proposed .5% earned income tax fails, the city will be forced to reduce its fire department by six firefighters. This personnel reduction will result in slower response times, adding approximately 2-4 minutes. Knowing this, are you:



**■ More supportive of the proposed earned income tax - 55.1%**

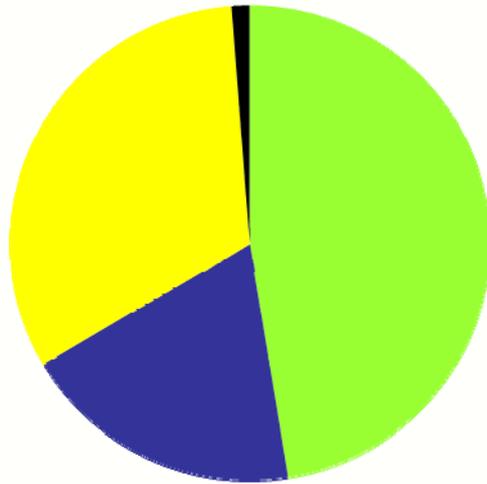
**■ Less supportive of the proposed earned income tax - 20.3%**

**■ It does not matter - 20.6%**

**■ Unsure - 4.0%**



Question 9 (Online): If the proposed .5% earned income tax fails, the city will be forced to reduce its fire department by six firefighters. This personnel reduction will result in slower response times, adding approximately 2-4 minutes. Knowing this, are you:



■ **More supportive of the proposed earned income tax - 47.9%**

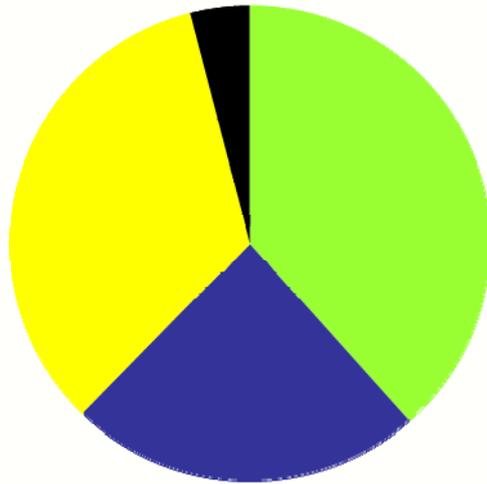
■ **Less supportive of the proposed earned income tax - 18.8%**

■ **It does not matter - 32.1%**

■ **Unsure - 1.2%**



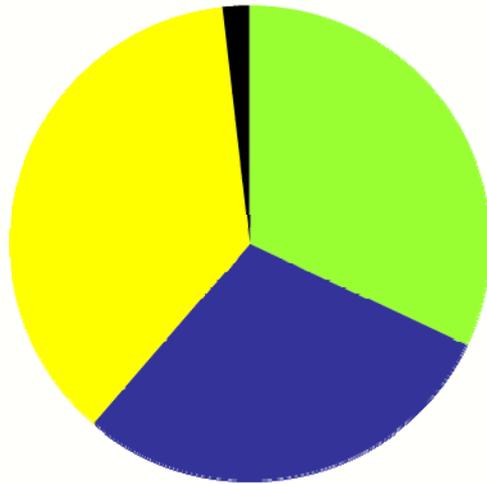
Question 10 (Phone): If the proposed .5% earned income tax fails, the city will be forced to close two of the three community pools, Freedlander and Knights Field. Knowing this, are you



- **More supportive of the proposed earned income tax - 38.5%**
- **Less supportive of the proposed earned income tax - 23.7%**
- **It does not matter - 33.8%**
- **Unsure - 4.0%**



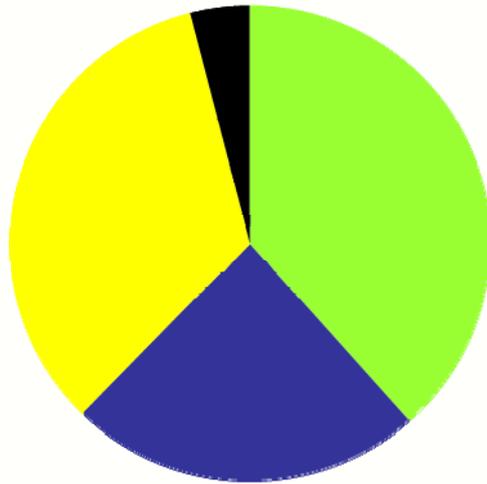
Question 10 (Online): If the proposed .5% earned income tax fails, the city will be forced to close two of the three community pools, Freedlander and Knights Field. Knowing this, are you:



- More supportive of the proposed earned income tax - 32.1%**
- Less supportive of the proposed earned income tax - 29.1%**
- It does not matter - 37.0%**
- Unsure - 1.8%**



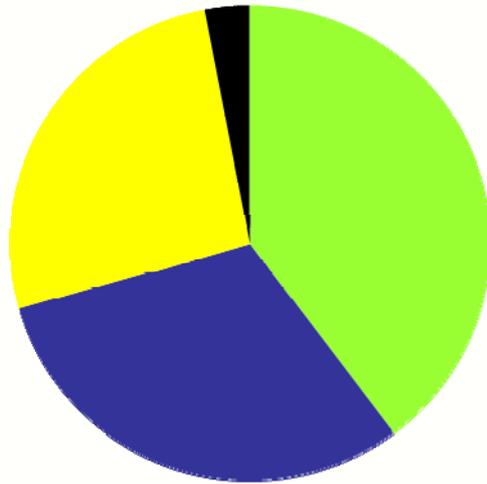
Question 11 (Phone): If the proposed .5% earned income tax fails, the city will be forced to reduce its recreation department by four individuals. This reduction will force the city to cut out all recreation programs including basketball, soccer and baseball leagues. Knowing this, are you?



- **More supportive of the proposed earned income tax - 38.5%**
- **Less supportive of the proposed earned income tax - 23.7%**
- **It does not matter - 33.8%**
- **Unsure - 4.0%**



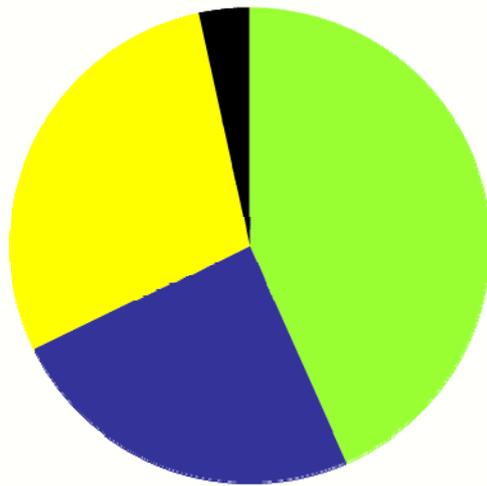
Question 11 (Online): If the proposed .5% earned income tax fails, the city will be forced to reduce its recreation department by four individuals. This reduction will force the city to cut out all recreation programs including basketball, soccer and baseball leagues. Knowing this, are you?



- **More supportive of the proposed earned income tax - 39.8%**
- **Less supportive of the proposed earned income tax - 30.7%**
- **It does not matter - 26.5%**
- **Unsure - 3.0%**



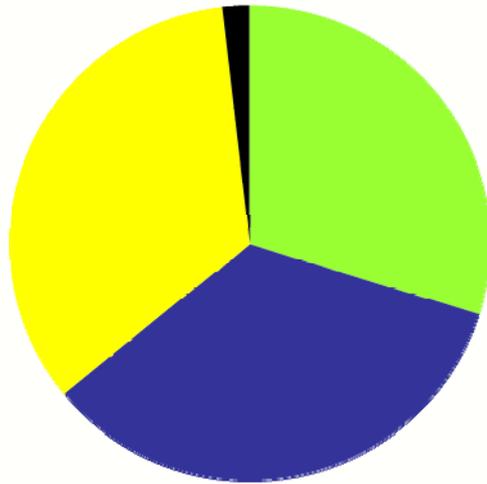
Question 12 (Phone): If the proposed .5% earned income tax fails, the city will be forced to eliminate the subsidized taxi service it presently offers to senior citizens and for those in financial distress. Knowing this, are you:



- **More supportive of the proposed earned income tax - 43.4%**
- **Less supportive of the proposed earned income tax - 24.3%**
- **It does not matter - 28.9%**
- **Unsure - 3.4%**



Question 12 (Online): If the proposed .5% earned income tax fails, the city will be forced to eliminate the subsidized taxi service it presently offers to senior citizens and for those in financial distress. Knowing this, are you:

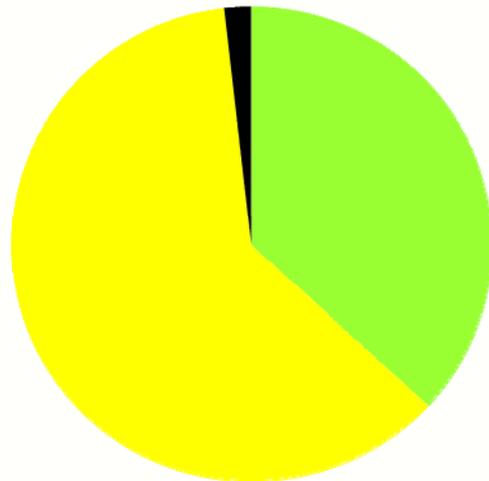


- More supportive of the proposed earned income tax - 29.7%
- Less supportive of the proposed earned income tax - 33.9%
- **It does not matter - 34.5%**
- Unsure - 1.8%

\* Figures do not equate to 100% due to rounding



Question 13 (Phone): Were you aware that the city of Wooster's 1% income tax is at the lowest tax rate in Wayne County?



■ Yes - 36.9%

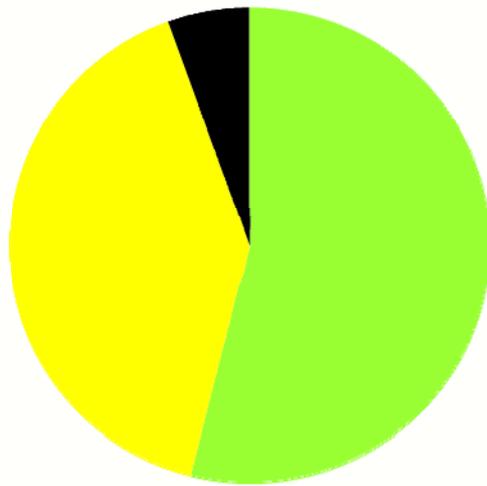
■ No - 61.2%

■ Unsure - 1.8%

\* Figures do not equate to 100% due to rounding



Question 13 (Online): Were you aware that the city of Wooster's 1% income tax is at the lowest tax rate in Wayne County?



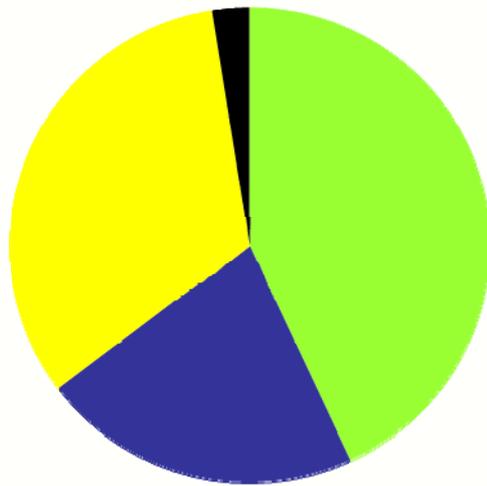
 **Yes - 53.9%**

 **No - 40.6%**

 **Unsure - 5.5%**



Question 14 (Phone): Now that you know the city of Wooster's 1% income tax is at the lowest in Wayne County, are you:



**■ More supportive of the proposed earned income tax - 43.1%**

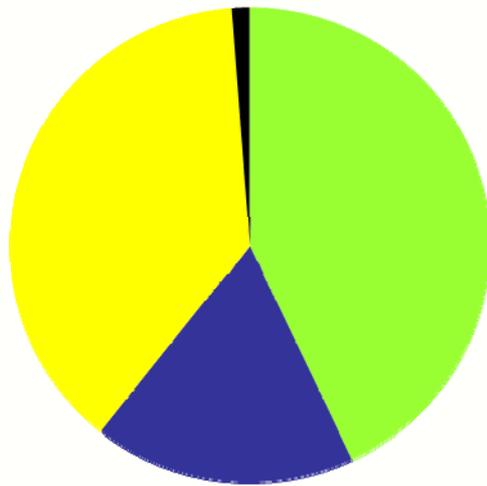
**■ Less supportive of the proposed earned income tax - 21.5%**

**■ It does not matter - 32.9%**

**■ Unsure - 2.5%**



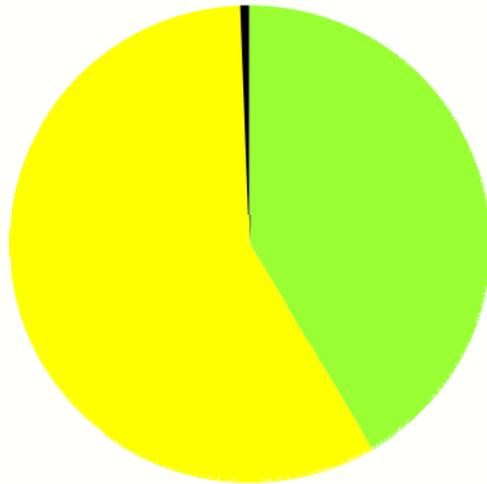
Question 14 (Online): Now that you know the city of Wooster's 1% income tax is at the lowest in Wayne County, are you:



- **More supportive of the proposed earned income tax - 43.0%**
- **Less supportive of the proposed earned income tax - 17.6%**
- **It does not matter - 38.2%**
- **Unsure - 1.2%**



Question 15 (Phone): Were you aware that the city of Wooster has operated with that 1% income tax since 1970?



■ Yes - 41.5%

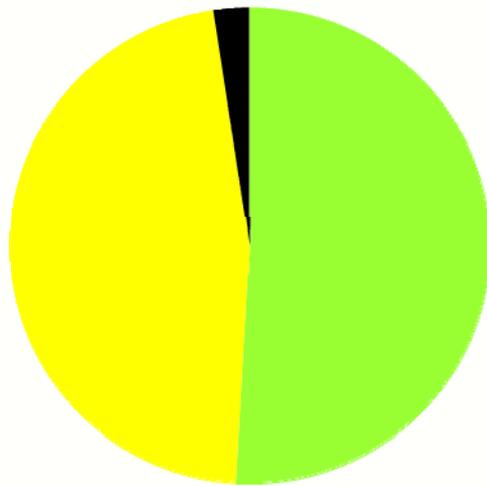
■ No - 57.8%

■ Unsure - 0.6%

\* Figures do not equate to 100% due to rounding



Question 15 (Online): Were you aware that the city of Wooster has operated with that 1% income tax since 1970?



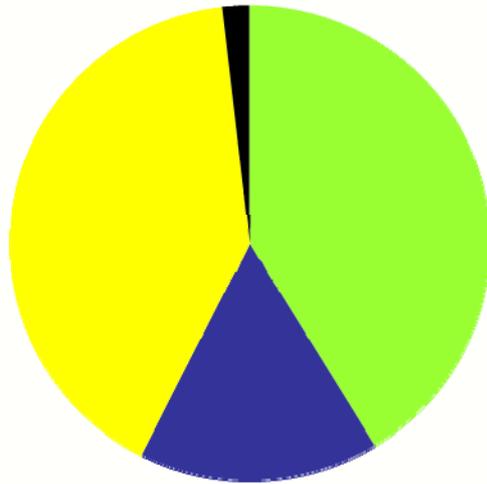
**Yes - 50.9%**

**No - 46.7%**

**Unsure - 2.4%**



Question 16 (Phone): Now that you know the city of Wooster has operated with that 1% income tax since 1970, are you:



**■ More supportive of the proposed earned income tax - 41.7%**

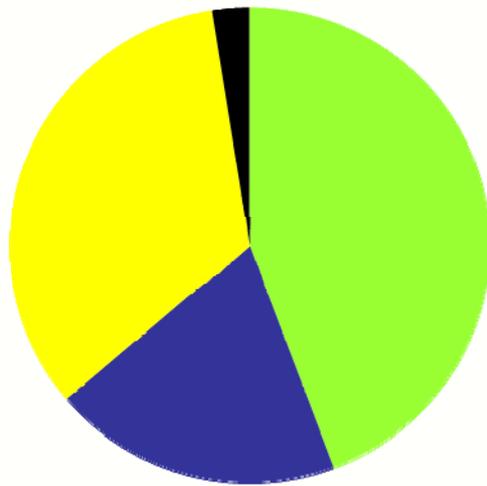
**■ Less supportive of the proposed earned income tax - 16.0%**

**■ It does not matter - 40.5%**

**■ Unsure - 1.8%**



Question 16 (Online): Now that you know the city of Wooster has operated with that 1% income tax since 1970, are you:



**■ More supportive of the proposed earned income tax - 44.3%**

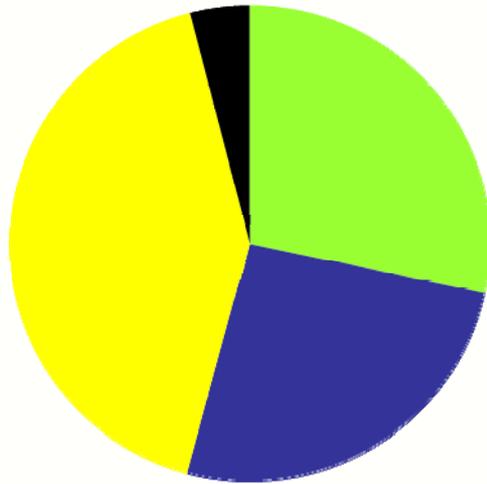
**■ Less supportive of the proposed earned income tax - 19.4%**

**■ It does not matter - 33.8%**

**■ Unsure - 2.5%**



Question 17 (Phone): With the addition of a .5% earned income tax, the city of Wooster's income tax rate would still be among the lowest in Northeast Ohio. Knowing that Wooster would still be among the lowest in Northeast Ohio regarding income tax rates, are you:



■ More supportive of the proposed income tax - 28.3%

■ Less supportive of the proposed income tax - 25.8%

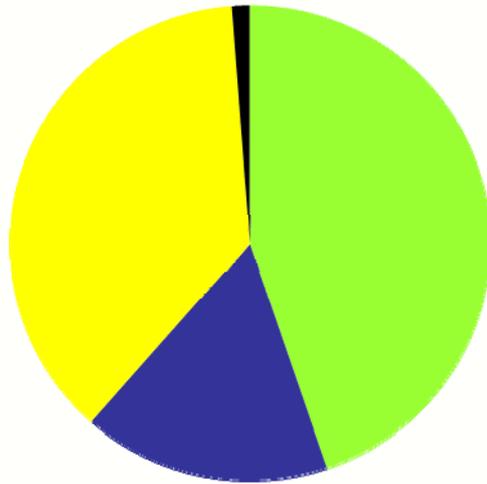
■ **It does not matter - 41.8%**

■ Unsure - 4.0%

\* Figures do not equate to 100% due to rounding



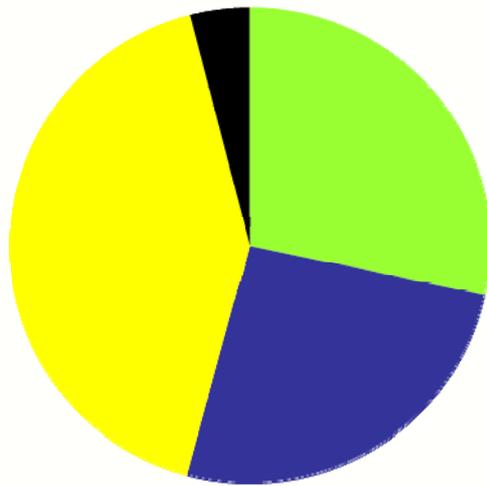
Question 17 (Online): With the addition of a .5% earned income tax, the city of Wooster's income tax rate would still be among the lowest in Northeast Ohio. Knowing that Wooster would still be among the lowest in Northeast Ohio regarding income tax rates, are you:



- **More supportive of the proposed income tax - 44.8%**
- **Less supportive of the proposed income tax - 16.6%**
- **It does not matter - 37.4%**
- **Unsure - 1.2%**



Question 18 (Phone): If you knew the proposed .5% earned income tax would cost someone earning \$50,000 per year an additional \$20.83 per month, would you be:

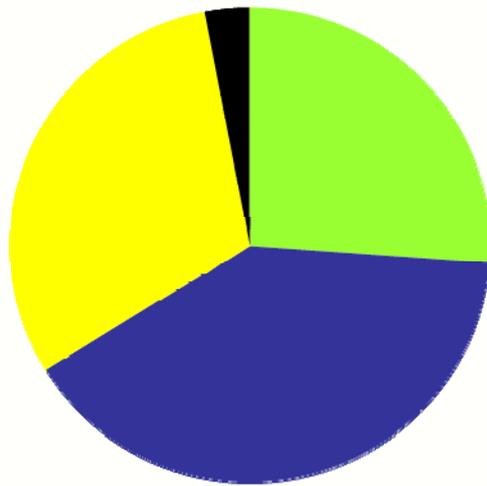


- More supportive of the proposed earned income tax - 28.3%
- Less supportive of the proposed earned income tax - 25.8%
- It would make no difference - 41.8%
- Unsure - 4.0%

\* Figures do not equate to 100% due to rounding



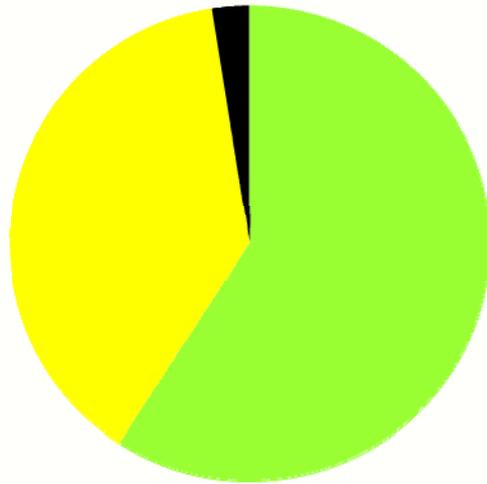
Question 18 (Online): If you knew the proposed .5% earned income tax would cost someone earning \$50,000 per year an additional \$20.83 per month, would you be:



- More supportive of the proposed earned income tax - 26.1%
- Less supportive of the proposed earned income tax - 40.0%
- It would make no difference - 30.9%
- Unsure 3%



Question 19 (Phone): Were you aware that since 2008, the city of Wooster has already cut more than \$1.35 million from its general fund operating budget, including the reduction of staff from 153 to 113?



■ Yes - 59.1%

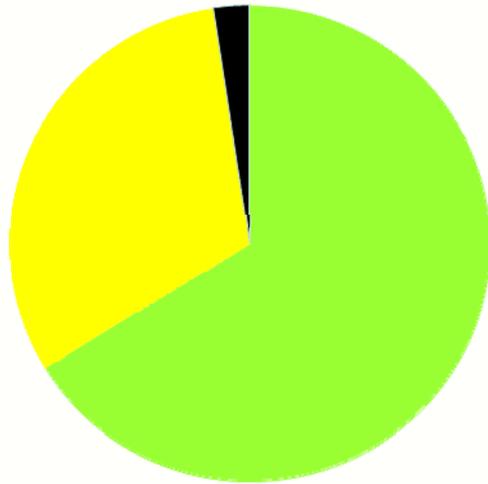
■ No - 38.5%

■ Unsure - 2.5%

\* Figures do not equate to 100% due to rounding



Question 19 (Online): Were you aware that since 2008, the city of Wooster has already cut more than \$1.35 million from its general fund operating budget, including the reduction of staff from 153 to 113?



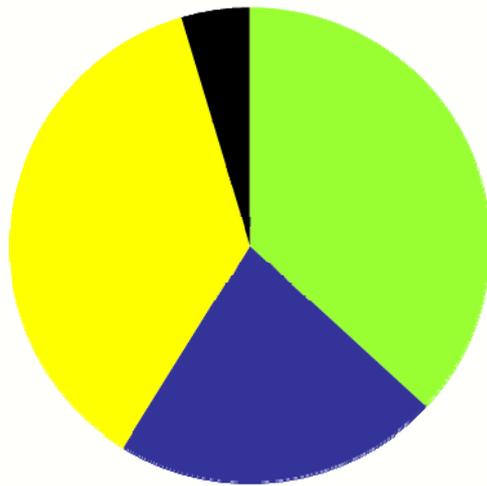
■ Yes - 66.1%

■ No - 31.5%

■ Unsure - 2.4%



Question 20 (Phone): Now that you know the city of Wooster has, since 2008, already cut more than \$1.35 million from its general fund operating budget including the reduction of staff from 153 to 113, are you:

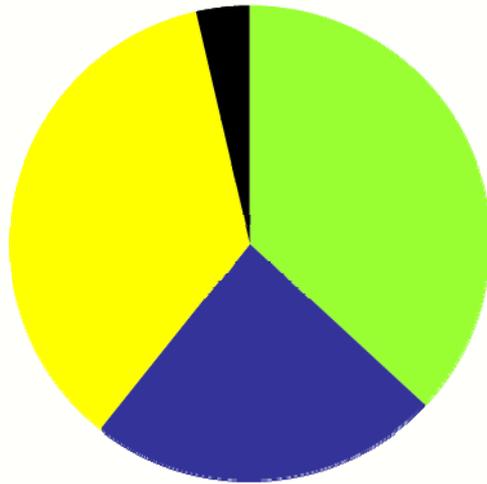


- **More supportive of the proposed earned income tax - 36.9%**
- **Less supportive of the proposed earned income tax - 21.8%**
- **It would make no difference - 36.6%**
- **Unsure - 4.6**

\* Figures do not equate to 100% due to rounding



Question 20 (Online): Now that you know the city of Wooster has, since 2008, already cut more than \$1.35 million from its general fund operating budget including the reduction of staff from 153 to 113, are you:



- More supportive of the proposed earned income tax - 37.0%**
- Less supportive of the proposed earned income tax - 23.6%**
- It would make no difference - 35.8%**
- Unsure - 3.6%**



Question 21 (Phone and Online): Where do you presently receive most of your information from the City of Wooster?

- *The Daily Record*
- Online/City website
- Television
- City meetings
- Word of mouth

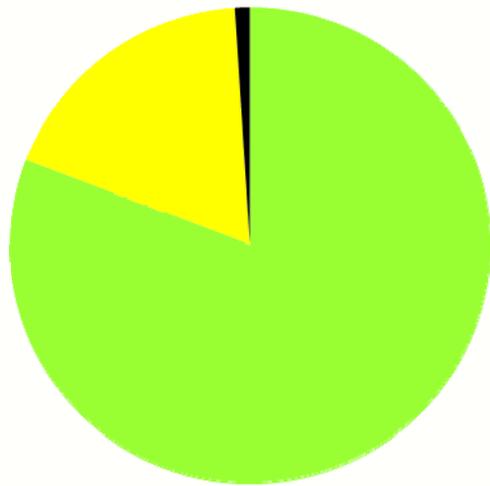


Question 22 (Phone and Online): How would you like to receive your information about the City of Wooster?

- *The Daily Record*
- Through a newsletter
- Through the community television station
- Online



Question 23 (Phone): Do you, or does someone in your household:



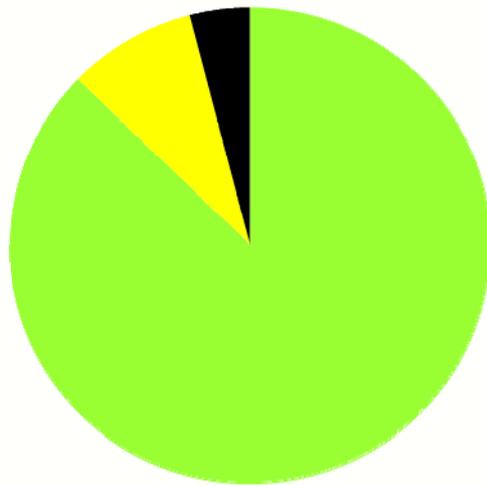
 **Own the home where you currently live - 80.9%**

 **Currently rent - 18.2%**

 **Prefer not to answer - 0.9%**



Question 23 (Online): Do you, or does someone in your household:



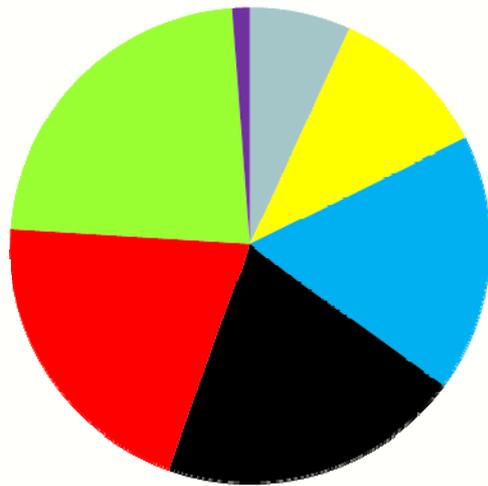
 **Own the home where you currently live - 86.5%**

 **Currently rent - 8.6%**

 **Prefer not to answer - 4.9%**



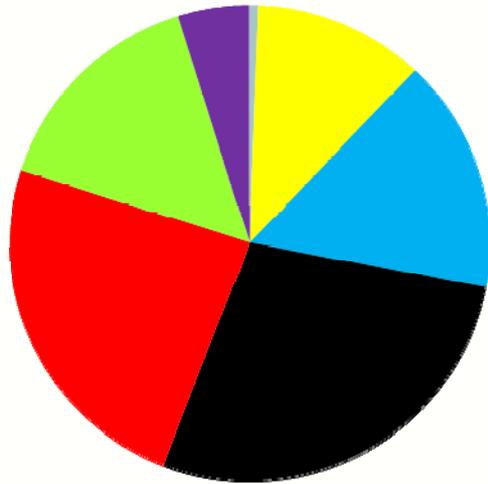
## Question 24 (Phone): Into which age bracket do you belong?



- 18-to-24 - 6.8%
- 25-to-34 - 10.8%
- 35-to-44 - 17.5%
- 45-to-54 - 20.3%
- 55-to-64 - 20.6%
- 65 or older - 22.8%
- Prefer not to answer - 1.2%



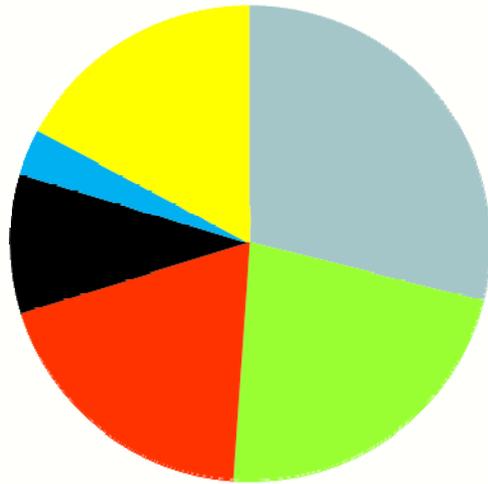
## Question 24 (Online): Into which age bracket do you belong?



- 18-to-24 - 0.6%
- 25-to-34 - 11.5%
- 35-to-44 - 15.8%
- 45-to-54 - 27.9%
- 55-to-64 - 24.2%
- 65 or older - 15.2%
- Prefer not to answer - 4.8%



Question 25 (Phone): On a scale of one to five, with one being excellent and five being poor, how would you rate the quality of Wooster's recreational department?



■ **1 (Excellent) - 28.9%**

■ **2 - 22.2%**

■ **3 - 19.1%**

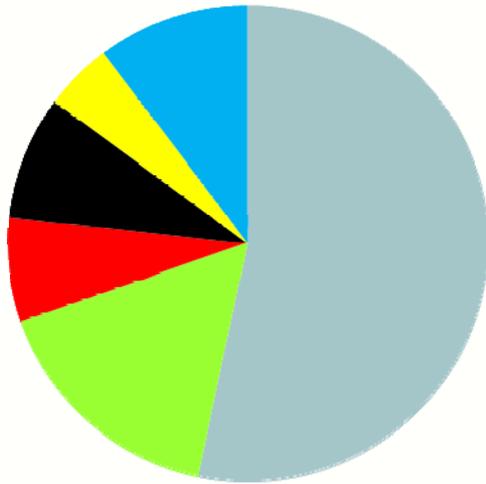
■ **4 - 9.5%**

■ **5 (Poor) - 3.1%**

■ **Unsure - 17.2%**



Question 26 (Phone): On a scale of one to five, with one being excellent and five being poor, how would you rate the quality of Wooster's Fire Department?



■ **1 (Excellent) - 53.5%**

■ **2 - 16.3%**

■ **3 - 7.1%**

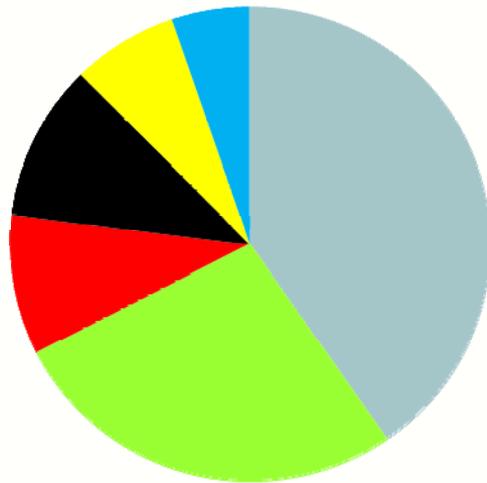
■ **4 - 8.3%**

■ **5 (Poor) - 4.6%**

■ **Unsure - 10.2%**



Question 27 (Phone): On a scale of one to five, with one being excellent and five being poor, how would you rate the quality of Wooster's Police Department?



■ 1 (Excellent) - 40.9%

■ 2 - 26.8%

■ 3 - 9.5%

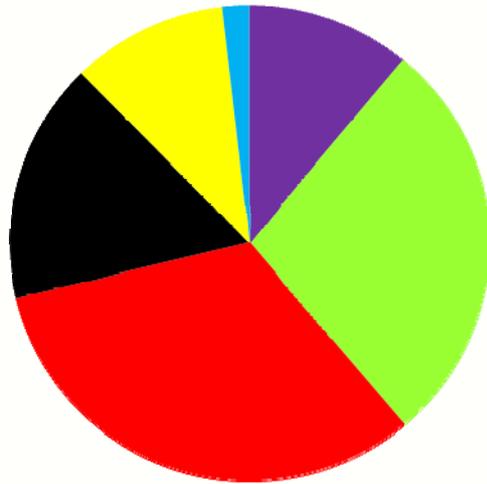
■ 4 - 10.5%

■ 5 (Poor) - 7.1%

■ Unsure - 5.2%



Question 28 (Phone): On a scale of one to five, with one being excellent and five being poor, how would you rate the quality of Wooster's street maintenance service?



■ 1 (Excellent) - 11.4

■ 2 - 27.7%

■ 3 - 32.3%

■ 4 - 16.3%

■ 5 (Poor) - 10.5%

■ Unsure - 1.8%