




# OREM CITY

**OREM COMMUNITY HALL & FITNESS CENTER  
BOND VIABILITY SURVEY RESULTS 2018**



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- 1 Orem residents support the bond to renovate the fitness center and expand the library. Before message testing, 60% of residents would vote for the bond, and after message testing, 73% would vote for it.
  - 2 The #1 reason why residents would support the bond is because it will not increase taxes. The #2 reason is because of the specific upgrades promised to the fitness center.
  - 3 The #1 reason why residents would oppose the bond is dislike for any taxes or bonds.
  - 4 Residents use the library more often than the fitness center. 42% of people report using the library about once a month or more while only 23% of residents report using the fitness center about once a month or more. The #1 reason for not using the library or fitness center is lack of interest or time.
  - 5 A majority of residents who use them are satisfied with both amenities. 84% of residents are satisfied with the library, and 52% are satisfied with the fitness center.

## FINDINGS TO REMEMBER

# SURVEY METHODOLOGY



*Sampling frame of **Orem City resident panelists** were invited to participate in the survey via **email**. Following survey interviews, panelists were matched back to the **registered voter file** to confirm eligibility to vote in the upcoming municipal election.*

**13%**

*In total, **11,763** emails were sent to our panelists and **1,508 complete interviews** were collected. This results in an **overall completion rate of 13%**. This is a healthy response and completion rate, comparable to what we would see in a telephone survey.*

**+2.5  
-2.5**

*1,508 interviews among a population of approximately 51,000 registered voters results in a **margin of error for the survey of plus or minus 2.5 percentage points**.*

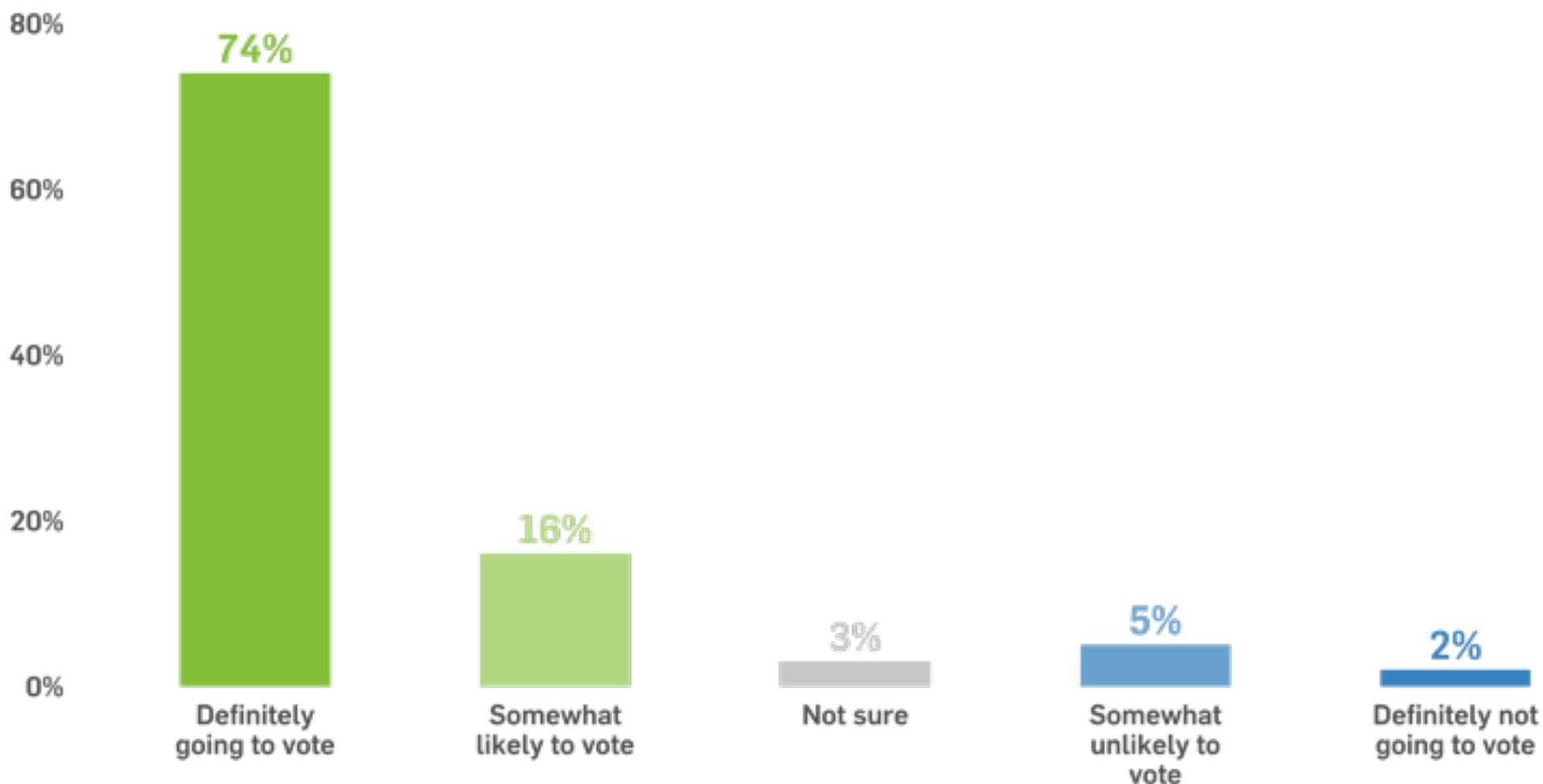
# **PRE BALLOT OPINIONS**

# 9/10 OF THOSE SURVEYED PLAN ON VOTING

90% of survey respondents plan on voting in the November election.



*Thinking ahead to the November general election, how likely would you say it is that you will vote? Would you say you are...?*

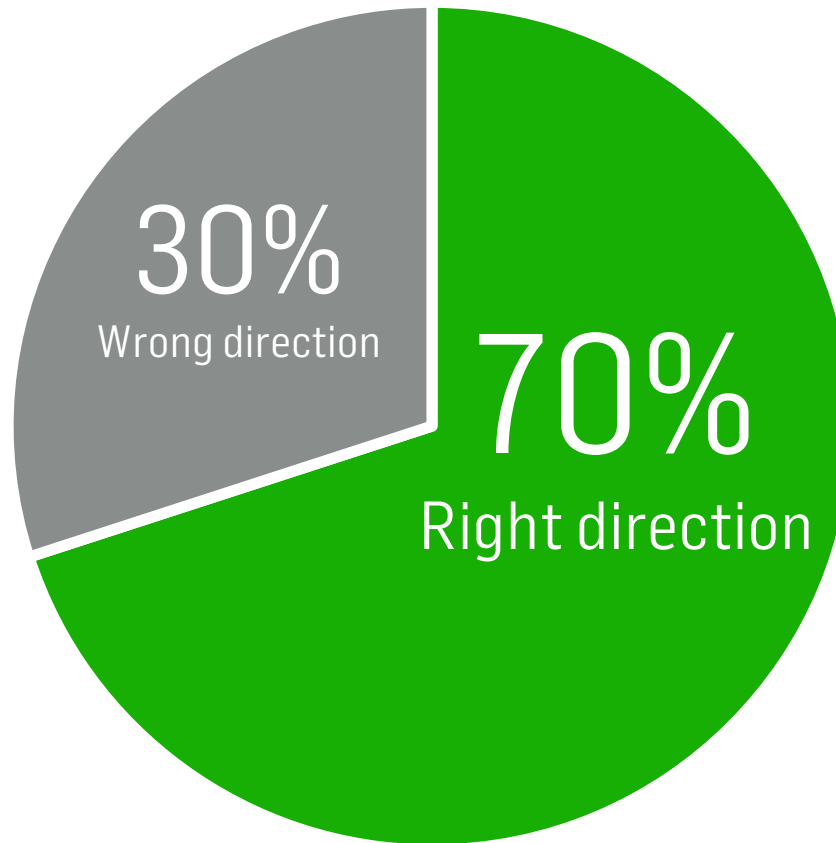


# OREM GOING IN THE RIGHT DIRECTION

70% of Orem residents say Orem is going in the right direction.



*Do you feel things in Orem are going in the right direction or the wrong direction?*

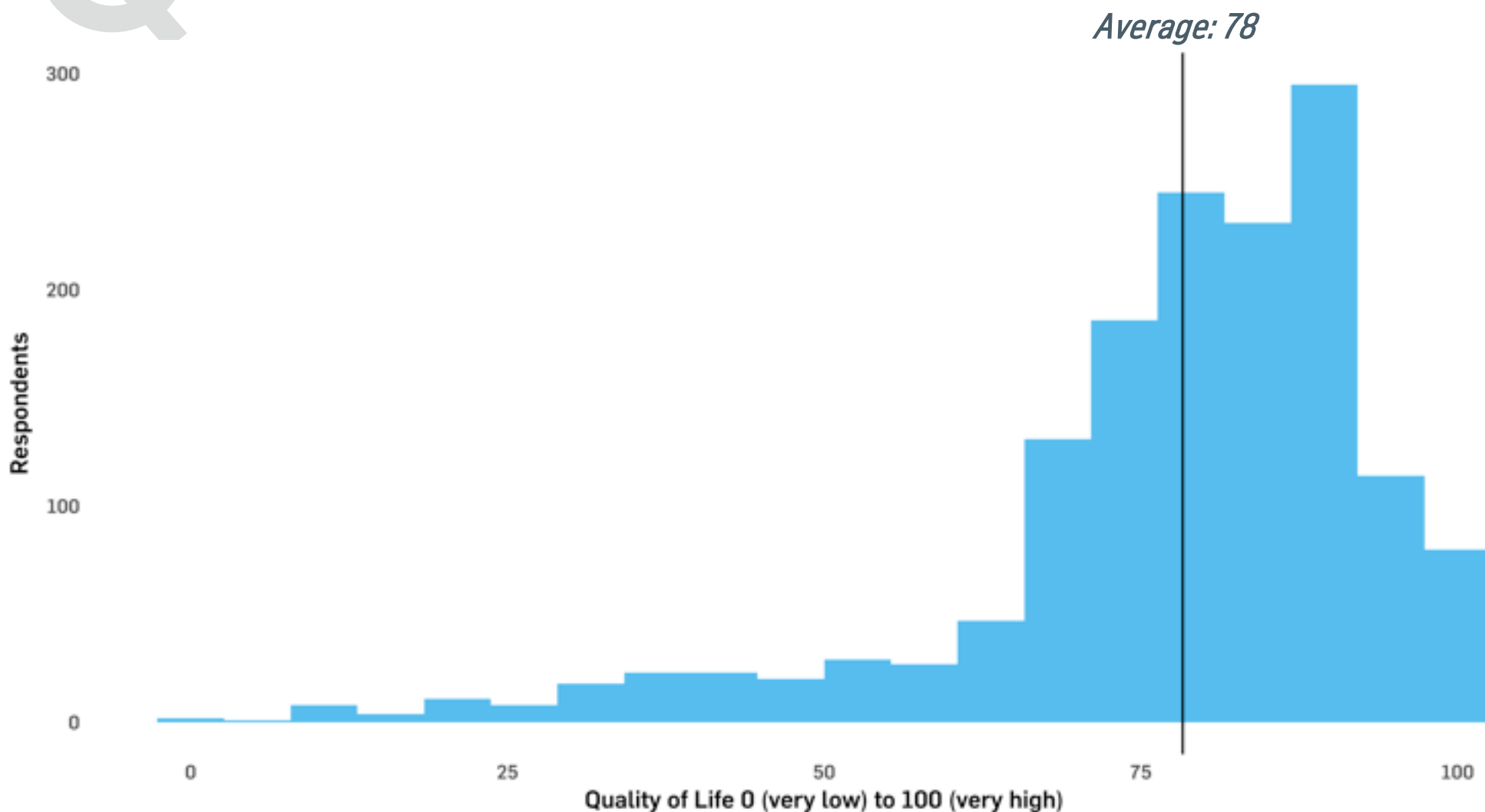


# HIGH QUALITY OF LIFE IN OREM

The average rating for quality of life in Orem was 78.3. 93% of people gave a score of 50 or greater.



*All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Orem?*

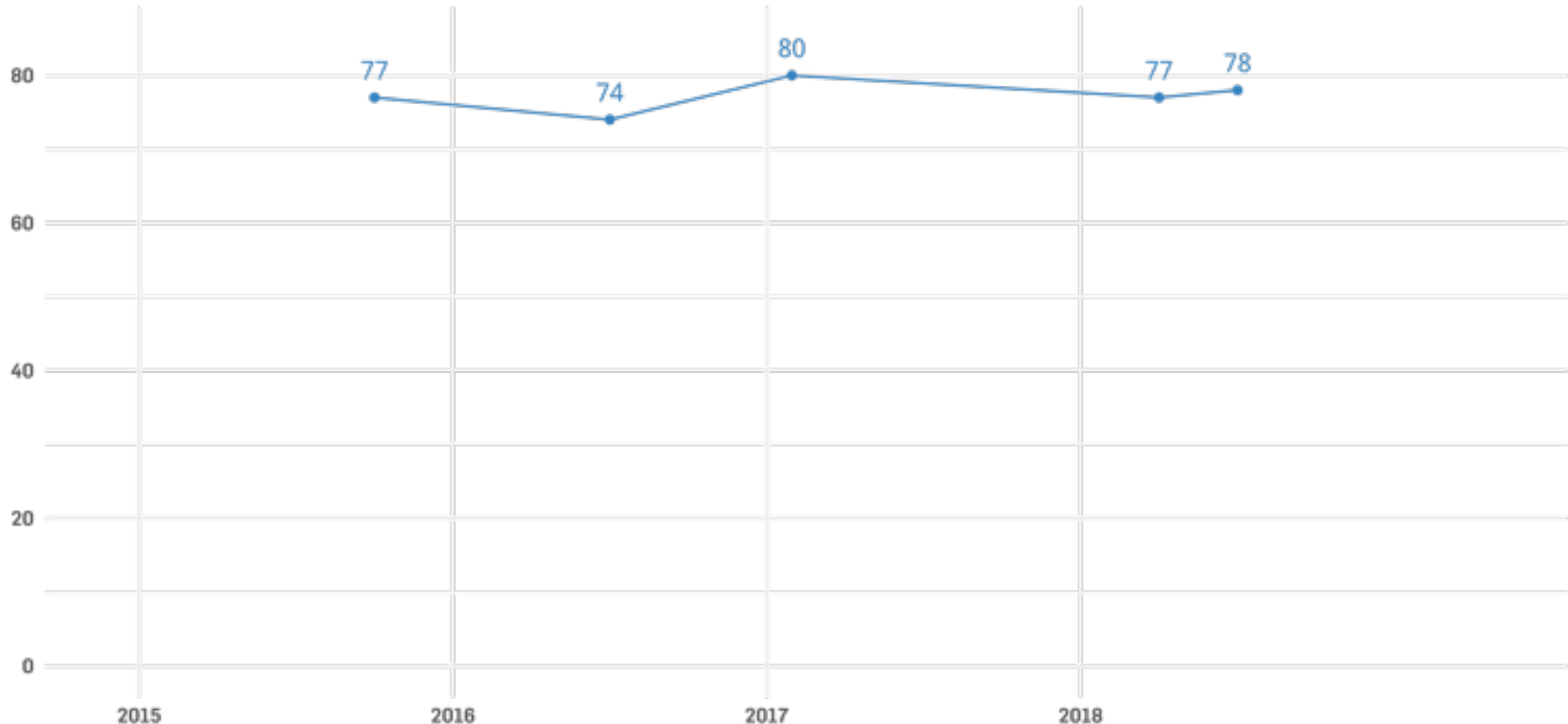


# CONSISTENTLY HIGH QUALITY OF LIFE

Since 2015, residents have consistently rated quality of life in Orem between 74-80 out of 100.



*All things considered, on a scale from 0 to 100, with 0 being very low and 100 being very high, how would you rate your overall quality of life in Orem?*





# BALLOT SIMULATION

*City officials are considering proposing a general obligation bond for the Orem Fitness Center and the Orem City Library on the ballot this November. Below is the exact legal language as it could appear on the ballot. Please read it carefully, then answer the following questions.*

## PROPOSITION #1 OREM GENERAL OBLIGATION BOND

Shall the City of Orem, Utah (the City), be authorized to issue General Obligation Bonds in an amount not to exceed Twenty-four Million Five Hundred Thousand Dollars (\$24,500,000) (the Bonds) for the purpose of paying all or a portion of the costs of (a) acquiring, constructing; furnishing, and equipping improvements to the Orem City Fitness Center, including all ancillary and related improvements, and (b) acquiring, constructing, furnishing and equipping a Library Hall at the City Center Campus, including all ancillary and related improvements; said Bonds to be due and payable in not to exceed thirty (30) years from the date of issuance of the Bonds?

## PROPERTY TAX COST OF BONDS

If the Bonds are issued all at once (and without regard to the existing taxes currently paid for existing bonds that will reduce over time), a property tax sufficient to pay debt service on the Bonds will be required over a period of thirty (30) years in the estimated amount of \$39.70 per year on a \$320,000 residence and in the estimated amount of \$72.18 per year on a business property having the same value.

The City has other outstanding bonds for which a tax decrease would occur upon the retirement of such outstanding bonds, which may not occur if the proposed Bonds are issued. However, the combination of the retirement of the outstanding bonds and the issuance of the proposed Bonds, as planned, is expected to result in no (0.0) property tax rate increase on residences and businesses within the City from current levels.

The foregoing information is only an estimate and is not a limit on the amount of taxes that the City may be required to levy in order to pay debt service on the Bonds. The City is obligated to levy taxes to the extent provided by law in order to pay the Bonds. The amounts are based on various assumptions and estimates, including estimated debt service on the Bonds and taxable values of property in the City.

# RESIDENTS IN FAVOR OF BALLOT

After reading the ballot language and before seeing any message testing, 60% of Orem residents would vote in favor of the ballot with 20% definitely voting for it.



*Now that you have read the legal language as it might appear on the ballot, if this bond were on the ballot on an election today, would you vote for or against it?*

Definitely vote for   Probably vote for   Probably vote against   Definitely vote against



## MAIN REASONS FOR SUPPORTING THE BOND: FACILITY UPDATES & COMMUNITY

**1/4 people who support the bond initially say they do so because the facilities need updates. 1/5 people support it because they say it is a good community investment.**

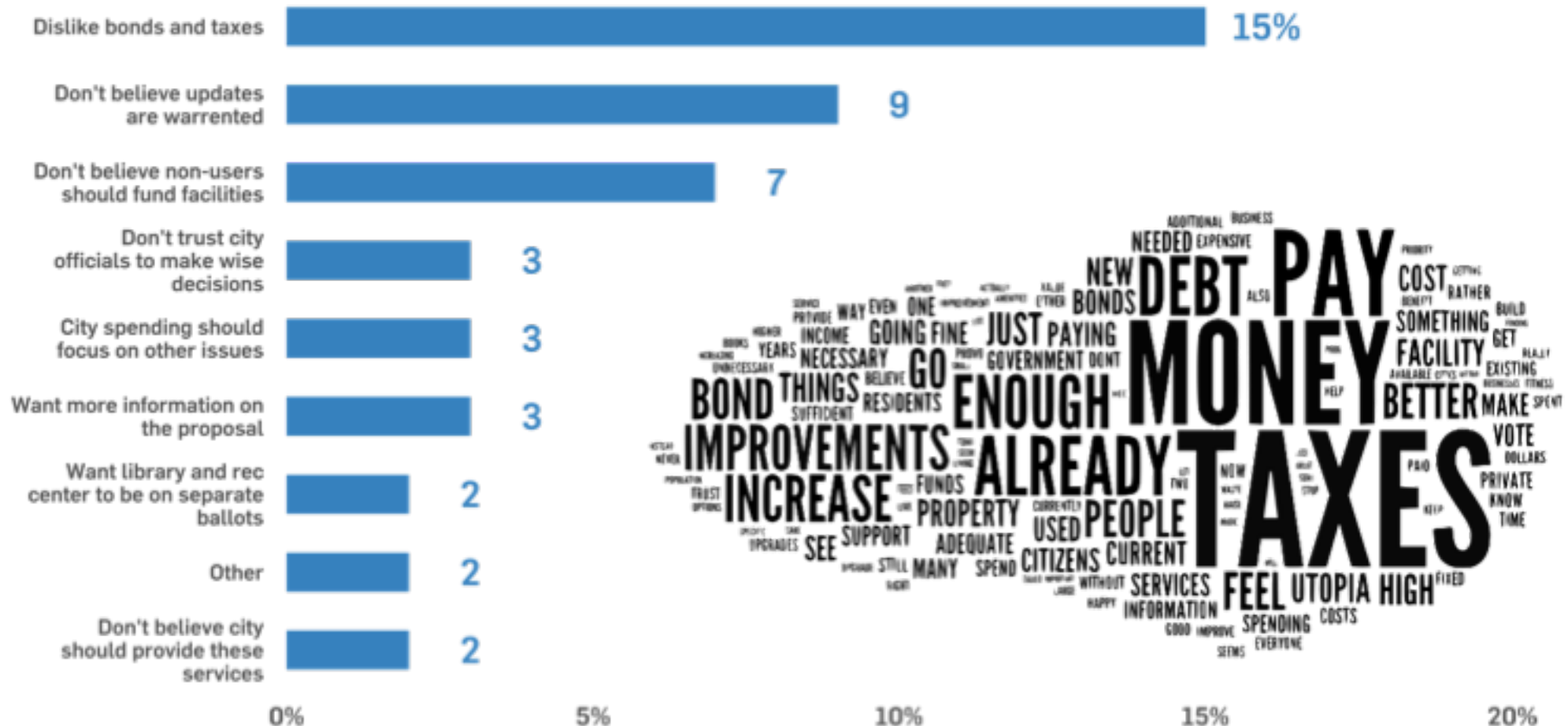
*What is the biggest reason why you would vote **for** an Orem City general obligation bond in November?*



## MAIN REASON FOR OPPOSING THE BOND: DISLIKE OF TAXES AND BONDS

**15% of people initially say they oppose the bond because they dislike bonds and taxes. 9% say they don't believe the updates are warranted, and 7% say they shouldn't have to pay for it if they don't use it.**

*What is the biggest reason why you would vote **against** an Orem City general obligation bond in November?*



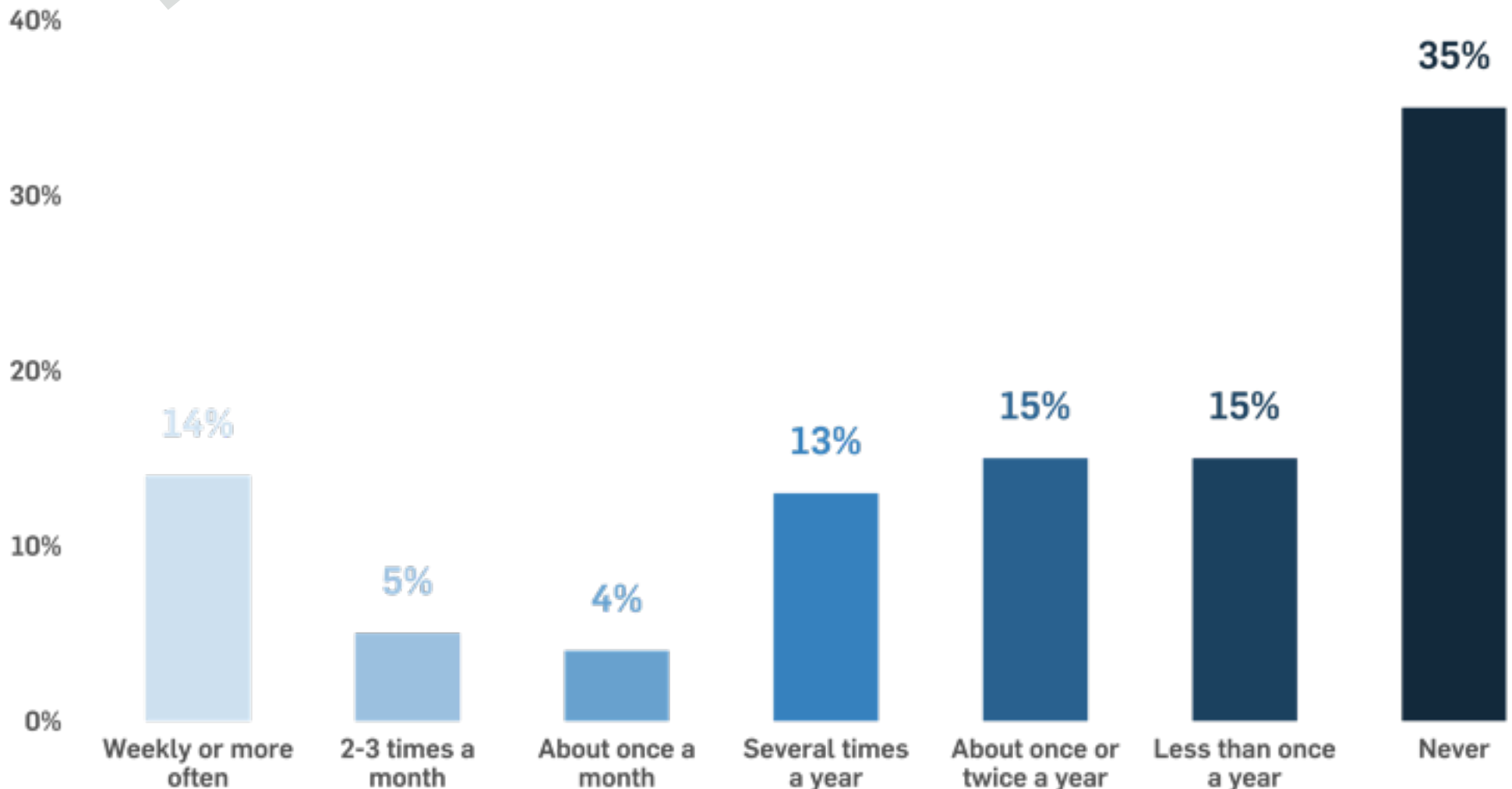
# **FITNESS CENTER**

# MOST RARELY USE THE FITNESS CENTER

50% of people use the Orem Fitness Center less than once a year. A core group of 14% use it every week.



*How often do you or members of your household currently use or visit the Orem Fitness Center?*

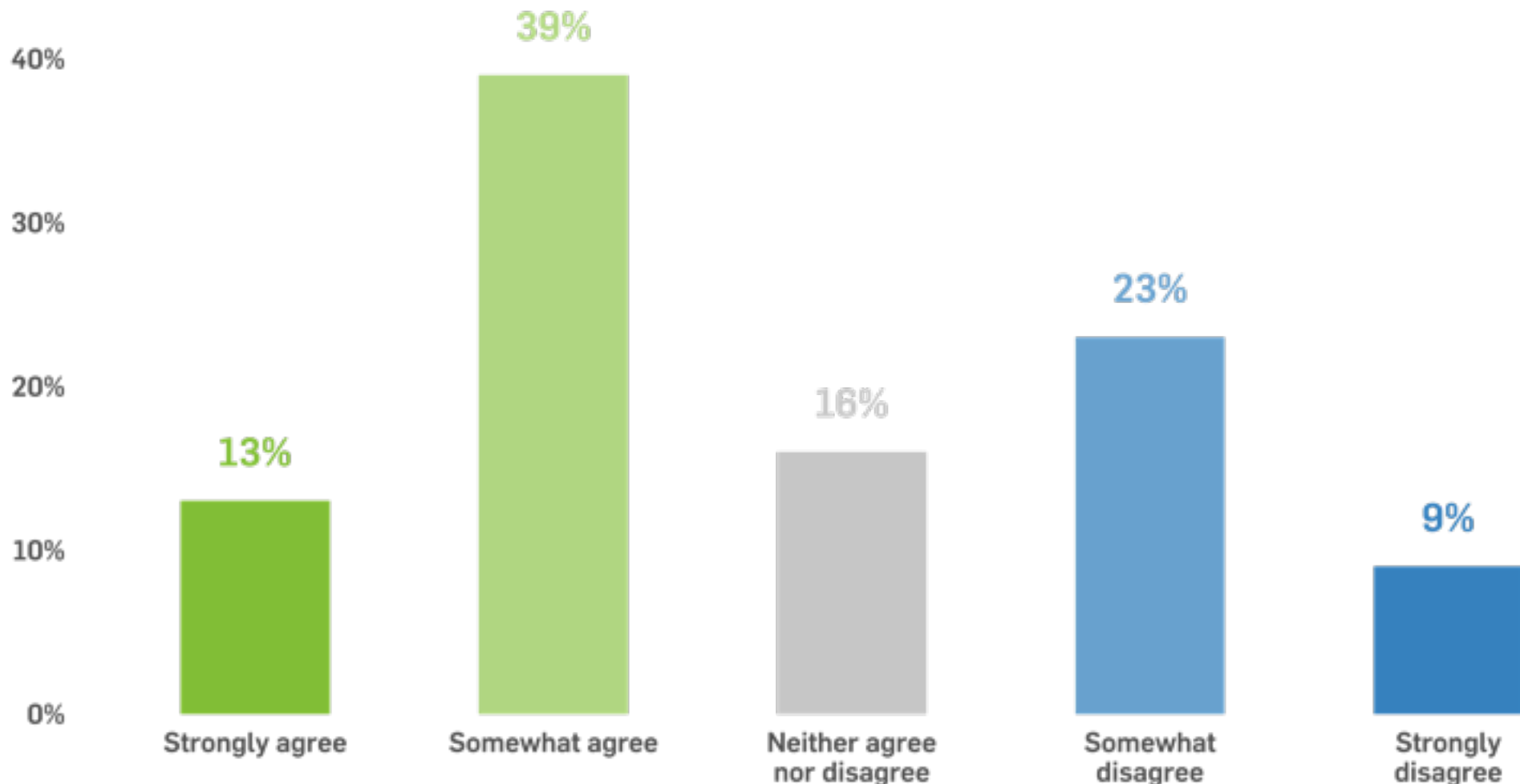


# USERS SATISFIED WITH FITNESS CENTER

52% of residents who use it are satisfied with the Orem Fitness Center. 32% are dissatisfied.



*To what extent do you agree or disagree with the following statement: I am satisfied with the conditions and amenities at the Orem Fitness Center (only asked of those who use it at least once a year):*

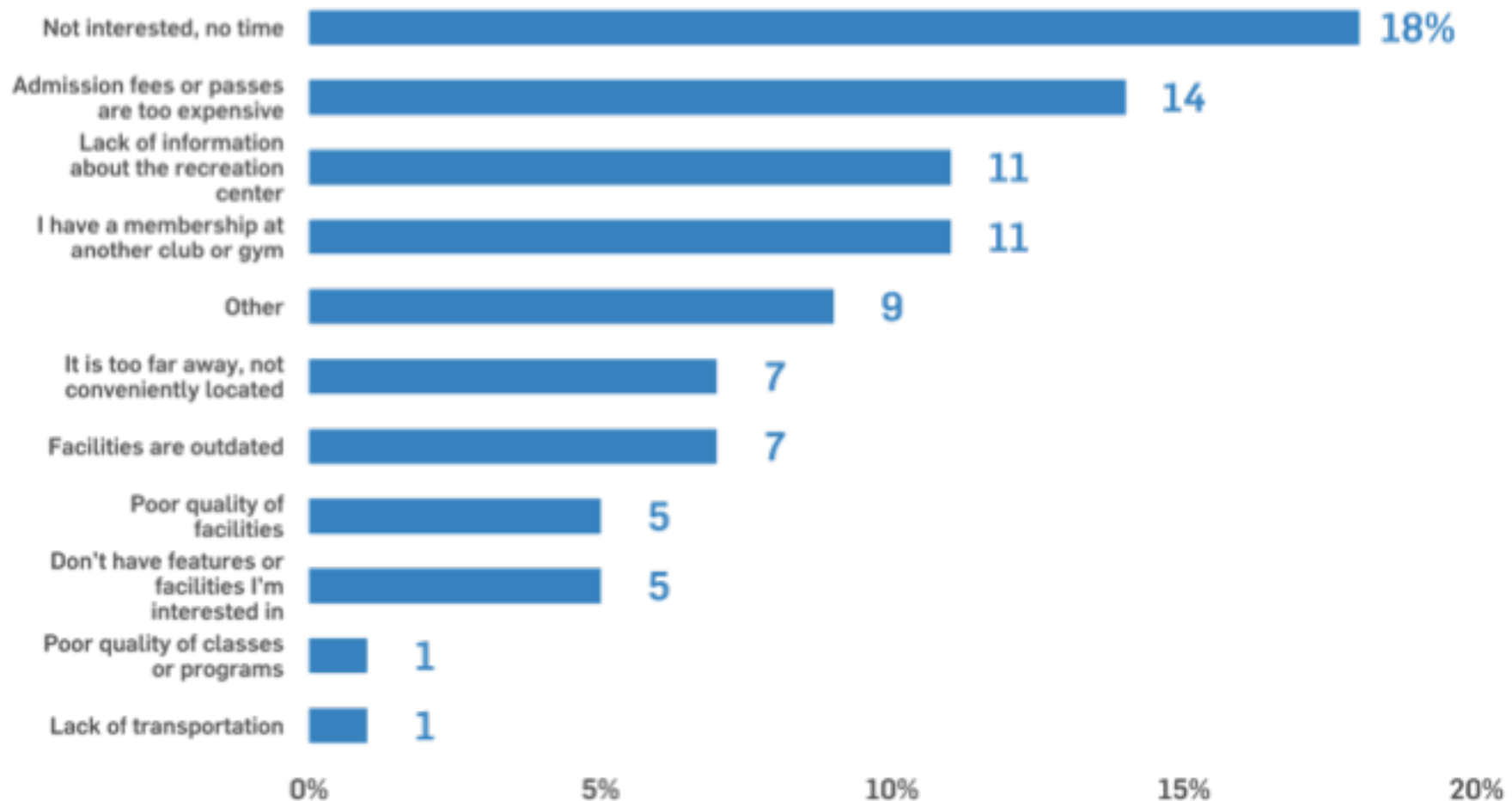


# NO INTEREST IS BIGGEST REASON FOR NON-USE

18% of residents who use the Orem Fitness Center less than once a year say they do not use it because they are not interested or do not have time.



*Which of the following reasons best explains why you do not use or visit the Orem Fitness Center? Select up to three (only asked of those who use it less than once a year).*



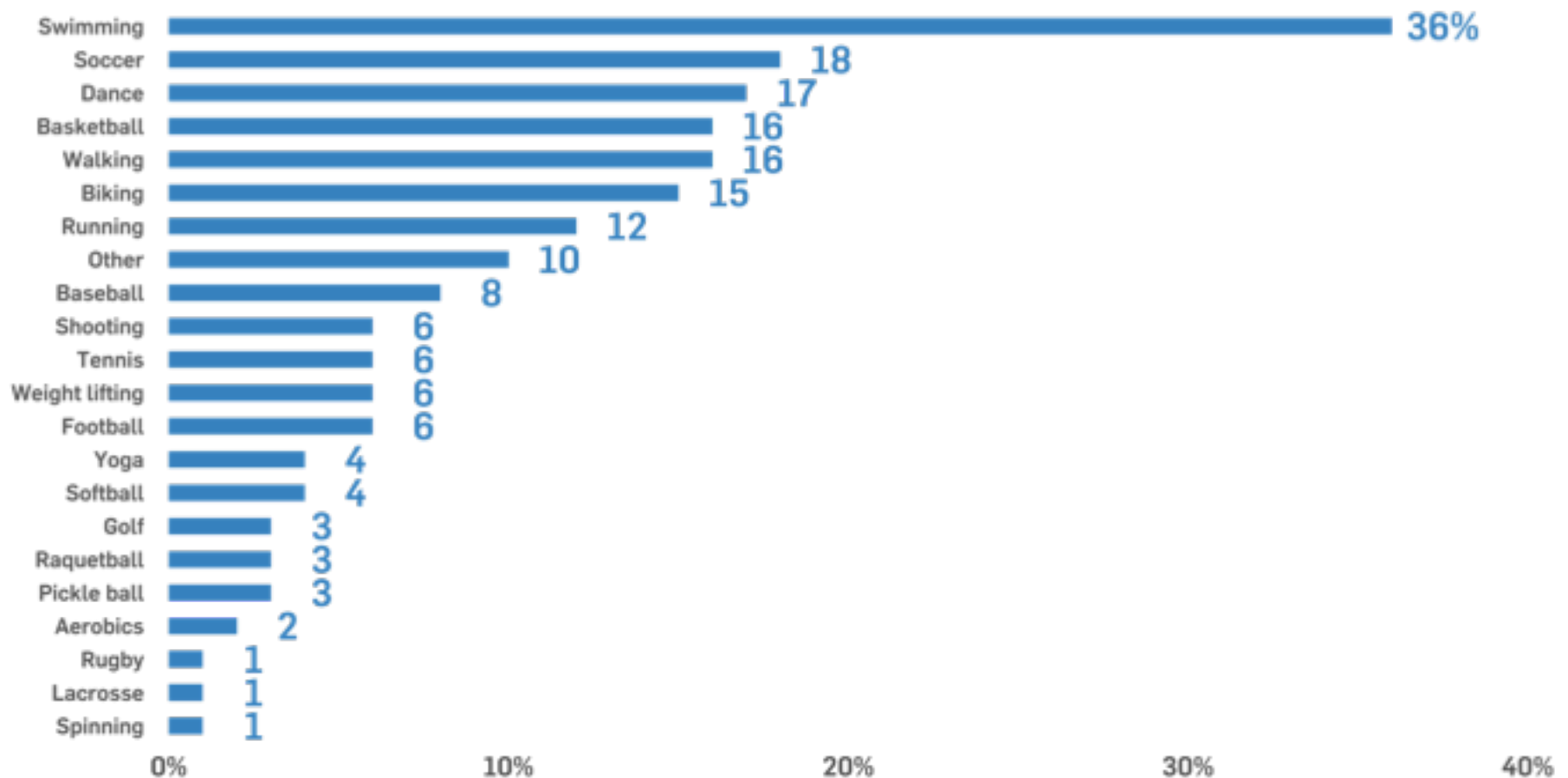


# CHILDREN USE FITNESS CENTER FOR SWIMMING

36% of residents say their children use the Orem Fitness Center for swimming. Swimming is the biggest reason for rec center use by double of any other activity.



*For the children under 18 in your household, what sports or other activities do they regularly participate in for exercise or recreation? Please select all that apply.*

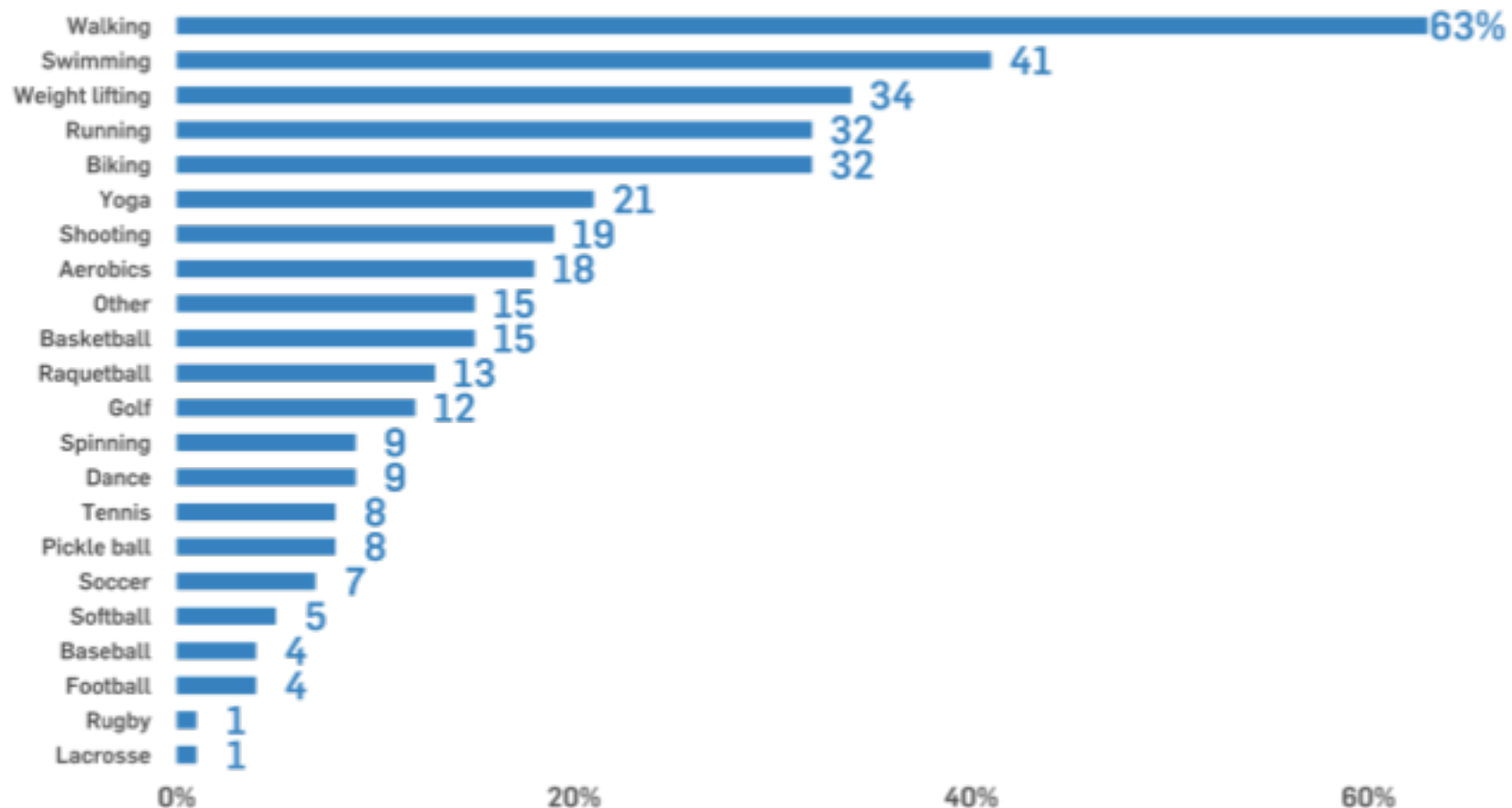


# ADULTS USE FITNESS CENTER FOR WALKING

63% of adult residents say they use the Orem Fitness Center for walking. 41% say they use it for swimming.



*For the adults in your household, what sports or other activities do you regularly participate in for exercise or recreation? Please select all that apply.*



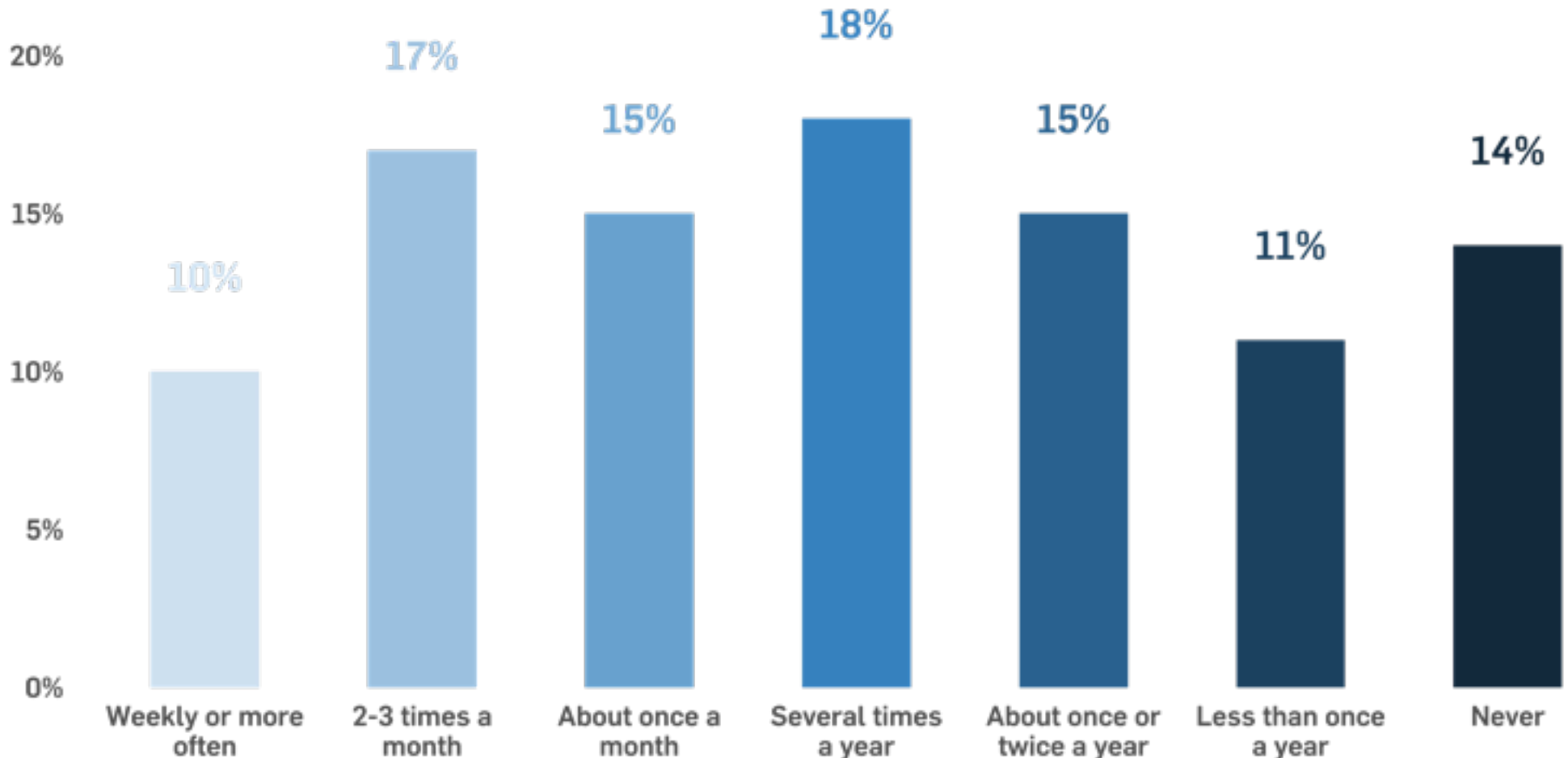
**LIBRARY**

# LIBRARY USE HIGHER THAN FITNESS CENTER

42% of residents say they use the Orem library at least once a month. Only 25% say they use it less than once a year.



*How often do you or members of your household currently use or visit the Orem City Library?*

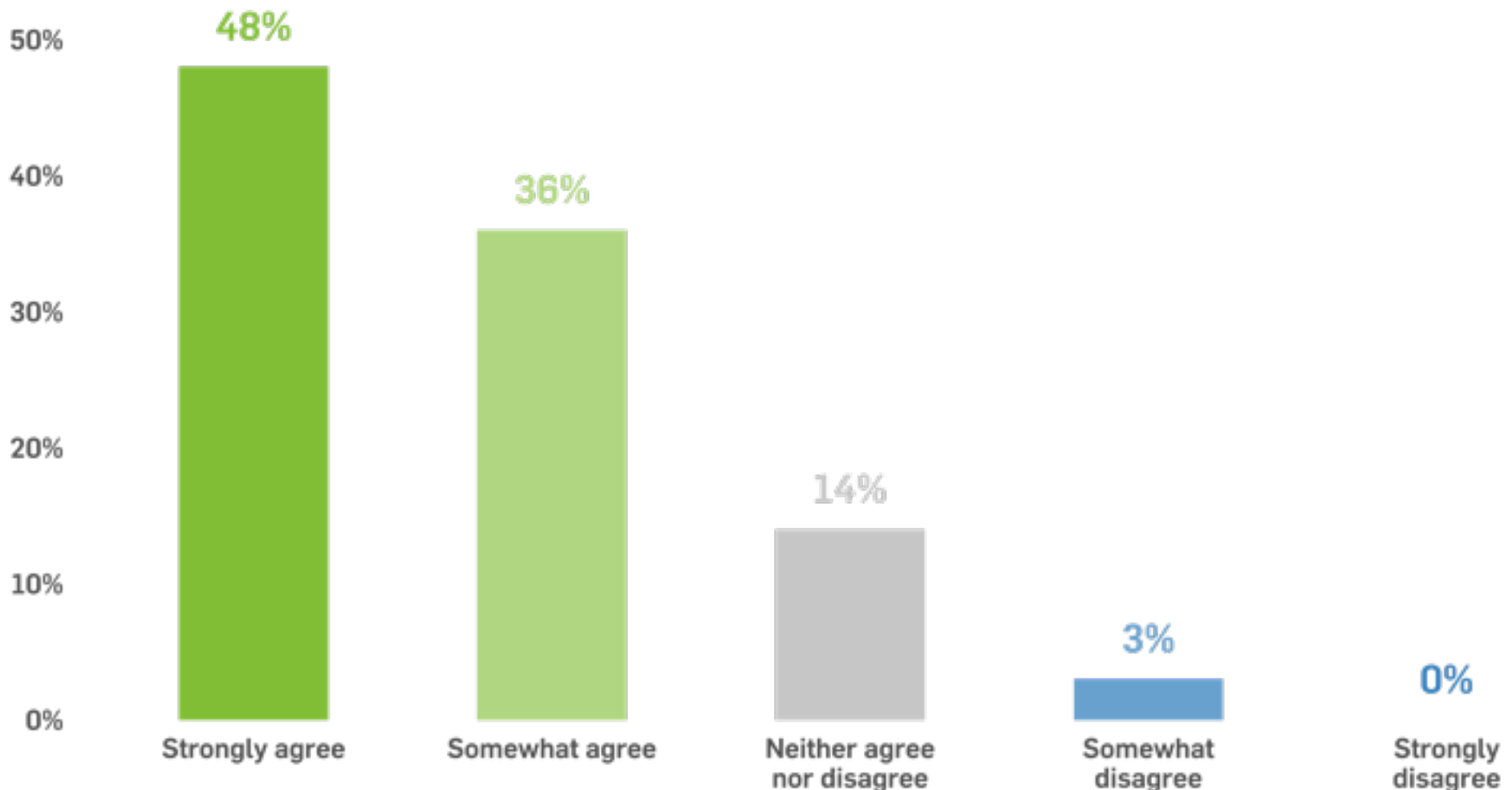


# OVERWHELMING SATISFACTION WITH LIBRARY

84% of current users say they are satisfied with the Orem library. Only 3% say they are not satisfied.



*To what extent do you agree or disagree with the following statement: I am satisfied with the library programs and facilities (only asked of those who use it at least once a year):*

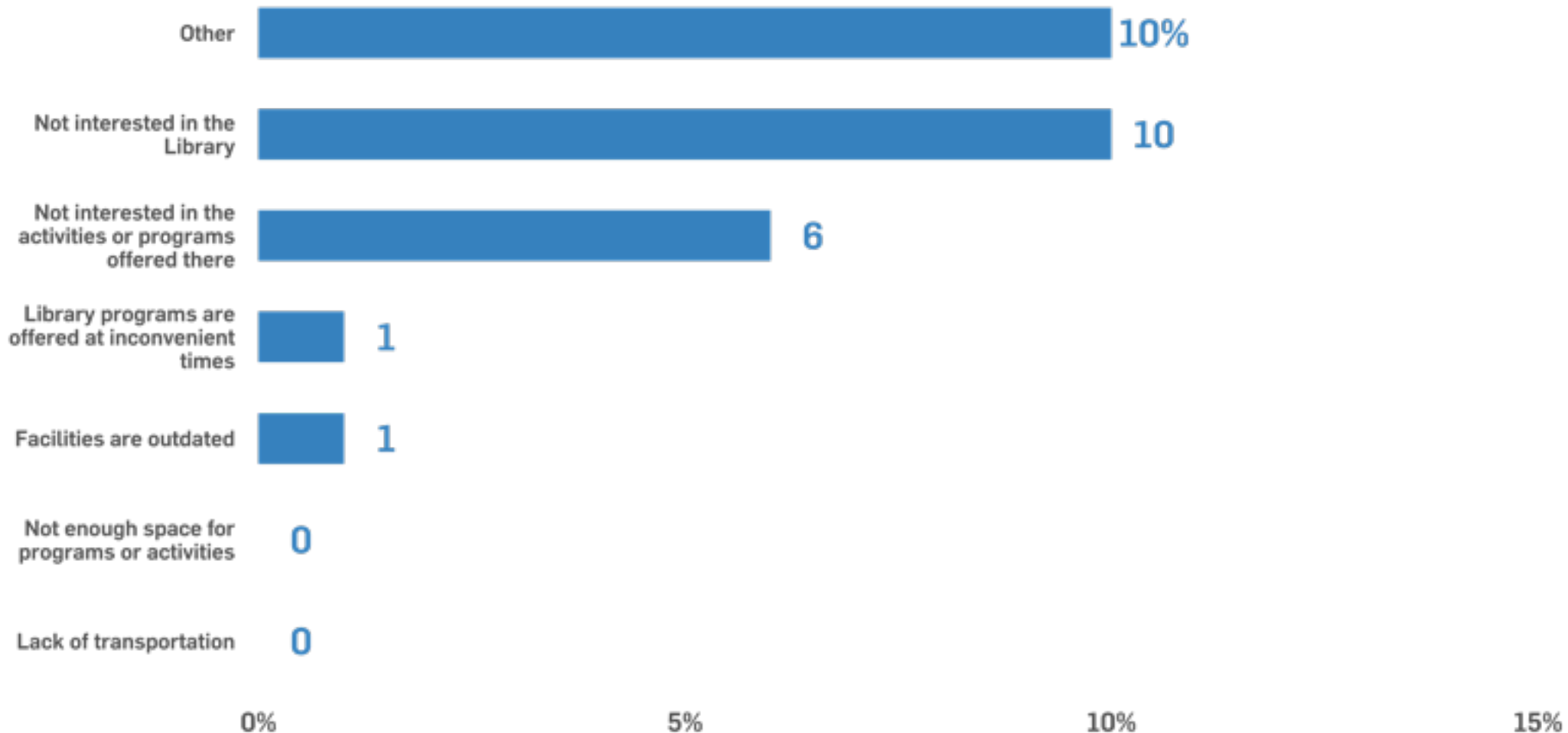


# NO INTEREST IS BIGGEST REASON FOR NON-USE

10% of residents who use the Orem library less than once a year say they do not use it because they are not interested in the Library. 6% say they are not interest in the programs/activities offered there.



*Which of the following reasons best explains why you do not use or visit the Orem Library?  
Select up to three (only asked of those who use it less than once a year).*



# **MESSAGE TESTING & POST BALLOT OPINIONS**

# HIGHER SUPPORT AFTER MESSAGING

Before reading messages of why they should support the ballot, 60% of residents supported it. Afterwards, 73% supported it. Definite support went up by 17 percentage points.



*Now that you have heard some more information about the issue, if the November elections were being held today and the \$24.5 million Orem Fitness Center and Library Hall bond was on the ballot, would you vote for or against it?*

Definitely vote for Probably vote for Probably vote against Definitely vote against

Pre message testing



Post message testing





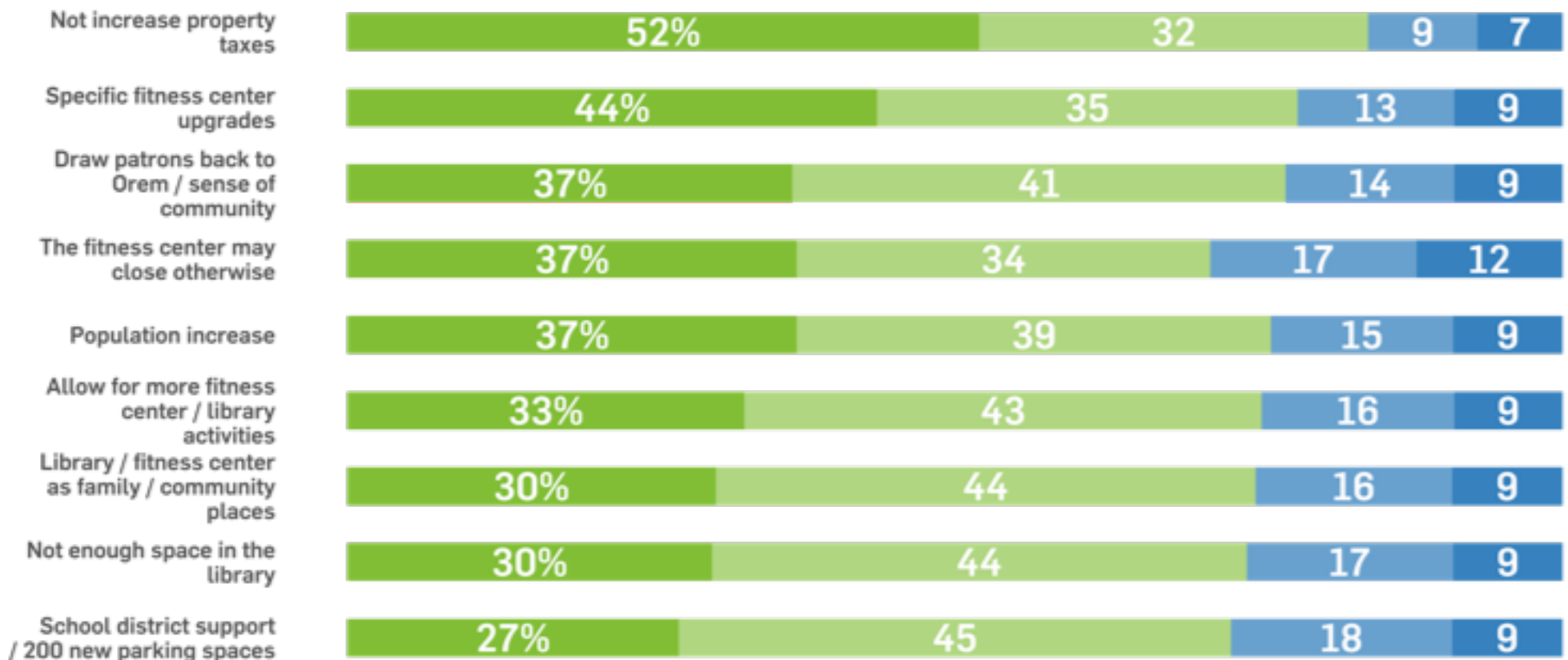
# NO INCREASE IN TAXES MOST POPULAR MESSAGE

52% of residents said they were much more likely to support the bond after reading that their taxes would not increase because of the bond. 44% said the same after hearing about the specific upgrades to the fitness center.



*Next you will read some information that you may hear about the bond, and then I would like you tell me if this information makes you more likely to vote to SUPPORT or OPPOSE it in the upcoming election.*

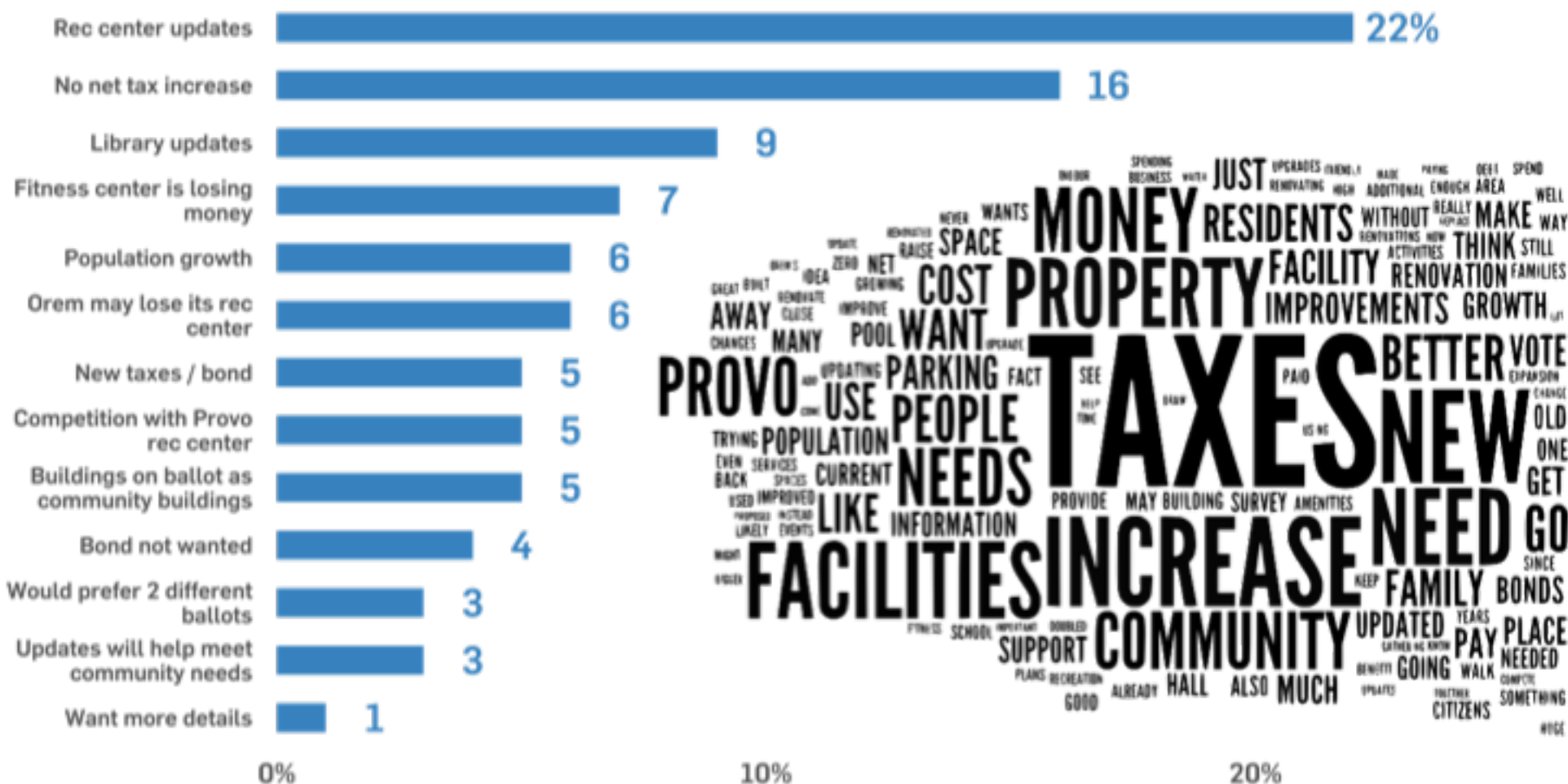
**Much more likely to support** **Somewhat more likely to support** **Somewhat more likely to oppose** **Much more likely to oppose**



# REC CENTER UPDATES MOST RECALLED ITEM

**22% of people mentioned the fitness center updates when asked what they recalled from the survey. 16% recalled that there would be no tax increase from the new bond.**

*Thinking about everything presented in the survey so far, what would you say is the most memorable piece of information?*

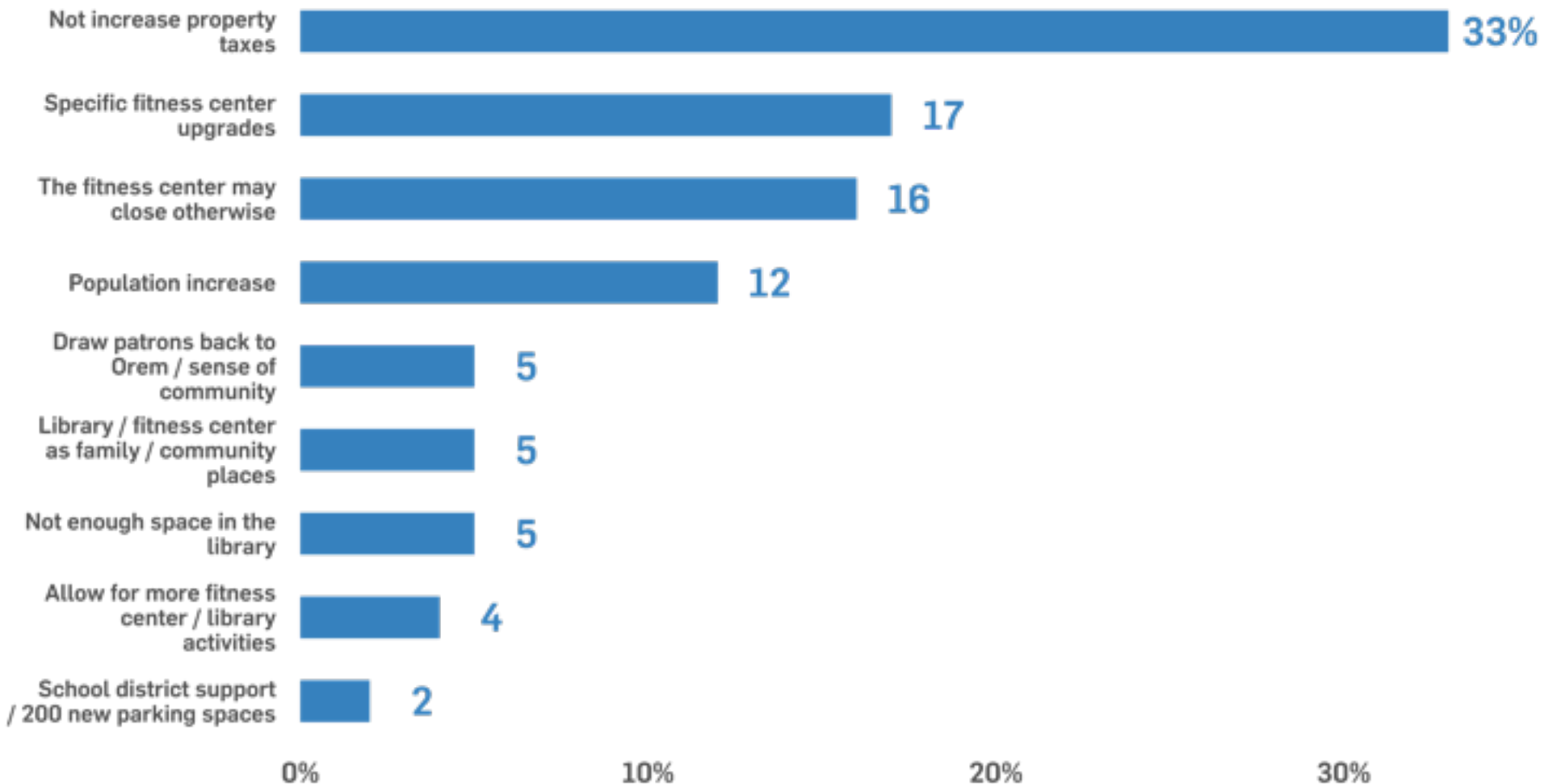


# NO INCREASE IN TAXES MOST POPULAR MESSAGE

1/3 residents said the most important piece of information in helping them decide how to vote was that there would be no increase in taxes. The next most important points were the fitness center upgrades and avoiding its closure.



*Looking at the information about the potential Orem Fitness Center and Library Hall bond again, which piece of information would you say was most important in helping you decide how you would vote on the bond?*





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