



CO\_LITTLETON\_SURVEY#2\_MQ\_210723  
LIKELY VOTERS  
JULY 20-25, 2021

**SAMPLE:**

N=306 Likely Voters  
MoE=±5.7%  
62% Cell Phone Interviews

**INTRODUCTION:** Good evening. May I please speak with NAME FROM FILE? My name is \_\_\_\_\_ and I'm calling from Vitale & Associates, a national public opinion firm. This evening we're conducting a short scientific survey in Colorado and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

**SCREENER**

1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, or an employee of the City of Littleton?

- 1. Yes ..... TERMINATE
- 2. No/All other ..... 100%

2. Thinking about the November 2021 election for various local offices, do you plan to vote in this election? Would you say you...ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP

- 1. Definitely plan to vote ..... 76%
- 2. Probably plan to vote ..... 15%
- 3. It's Fifty-fifty ..... 10%
- 4. Probably plan not to vote ..... TERMINATE
- 5. Definitely plan not to vote ..... TERMINATE
- 6. Don't Know/Refused DNR ..... TERMINATE

3. Thinking about the direction the city of Littleton is headed today, do you believe things are going in the right direction or would you say things have gotten off on the wrong track?

	April 27-May 2	July 20-25
1. Right direction	42%	47%
2. Unsure/DK/Refused <u>DNR</u>	36%	24%
3. Wrong track	22%	28%

4. What would you say is the most important issue facing the City of Littleton right now?  
DO NOT READ CHOICES, IF MULTIPLE GIVEN PROBE FOR SINGLE BIGGEST PROBLEM

	April 27-May 2	July 20-25
1. Keeping local taxes and government spending down	11%	14%
2. Improving local roads, bridges, sidewalks and transit options	17%	16%
3. Improving our local economy & jobs	9%	9%
4. Keeping our community safe from crime and drugs	10%	8%
5. Improving our local schools	7%	6%
6. Protecting our environment, parks and outdoor recreation space	8%	5%
7. COMBINATION/ALL EQUALLY <u>DNR</u>	22%	12%
8. Unsure <u>DNR</u>	16%	30%

5. Overall, would you say you approve or disapprove of the job performance of the Littleton City government?

IF APPROVE/DISAPPROVE, ASK:

And, would you say you STRONGLY (approve/disapprove) or NOT-SO-STRONGLY (approve/disapprove)?

	April 27-May 2	July 20-25
<b>TOTAL APPROVE</b>	<b>56%</b>	<b>59%</b>
<b>TOTAL DISAPPROVE</b>	<b>18%</b>	<b>23%</b>
1. Strongly approve	27%	25%
2. Not-so-strongly approve	29%	34%
3. DK/Refused <u>DNR</u>	25%	18%
4. Not-so-strongly disapprove	10%	15%
5. Strongly disapprove	9%	8%

6. Now, thinking specifically about local taxes for a moment...are you ROTATE satisfied or dissatisfied END  
ROTATION with the value you receive in terms of taxes paid for services provided in Littleton?

IF SATISFIED / DISSATISFIED ASK:

Would you say that you are VERY (satisfied/dissatisfied) with tax value or only SOMEWHAT (satisfied/dissatisfied) with it?

	April 27-May 2	July 20-25
<b>TOTAL SATISFIED</b>	<b>62%</b>	<b>64%</b>
<b>TOTAL DISSATISFIED</b>	<b>24%</b>	<b>25%</b>
1. Very satisfied	22%	20%
2. Somewhat satisfied	40%	44%
3. DK/Refused <u>DNR</u>	14%	11%
4. Somewhat dissatisfied	16%	12%
5. Very dissatisfied	8%	13%

Now, I am going to list of few of the key functions of Littleton City Government. For each one, please tell me whether you generally approve or disapprove of the job city government is doing in providing this particular service. Here is the first one...

**IF APPROVE/DISAPPROVE, ASK:**

And, would you say you **STRONGLY** (approve/disapprove) or **NOT-SO-STRONGLY** (approve/disapprove)?

The (first/next) one is...

**RANDOMIZE AND READ EACH RESPONDENT HALF OF Q7-Q11**

			Total Approve	Strongly Approve 1.	Not-so-strongly Approve 2.	DK/Ref DNR 3	Not-so-strongly Disapp. 4.	Strongly Disapp. 5.	Total Against
7.	Keeping citizens safe	April 27-May 2	85%	52%	32%	4%	7%	4%	11%
		July 20-25	85%	59%	26%	5%	7%	3%	10%
8.	Maintaining city roads, bridges and sidewalks	April 27-May 2	66%	30%	37%	6%	20%	8%	28%
		July 20-25	63%	30%	33%	4%	19%	15%	34%
9.	Creating a positive local business climate	April 27-May 2	67%	41%	26%	17%	9%	7%	16%
		July 20-25	73%	48%	25%	9%	11%	7%	18%
10.	Enabling cultural & community enrichment, such as libraries and museums	April 27-May 2	78%	51%	26%	11%	8%	4%	12%
		July 20-25	79%	57%	22%	7%	8%	7%	14%
11.	Providing reliable, safe and efficient city government services and buildings	April 27-May 2	74%	42%	32%	13%	7%	5%	12%
		July 20-25	75%	46%	28%	10%	8%	7%	15%

12. How much have you seen, read, or heard recently about the Littleton city budget and the financial challenges the city faces with its capital projects fund? Would you say that you have heard **ROTATE TOP TO BOTTOM; BOTTOM TO TOP** a lot, just some, not too much, or nothing at all **END ROTATION?**

	April 27-May 2	July 20-25
<b>TOTAL A LOT/JUST SOME</b>	<b>37%</b>	<b>49%</b>
<b>TOTAL NOT TOO MUCH/NOTHING AT ALL</b>	<b>60%</b>	<b>50%</b>
1. A lot	7%	21%
2. Just some	31%	28%
3. DK/Refused <b>DNR</b>	3%	1%
4. Not too much	33%	25%
5. Nothing at all	27%	24%

13. And, can you tell me what you remember specifically seeing, reading or hearing recently about the City of Littleton budget?

**SEE VERBATIM RESPONSE**

As you may know, the City of Littleton faces an estimated tax revenue shortage of \$6.5 million dollars per year in its Capital Projects Fund – which pays for street maintenance and improvements; purchase of new police equipment; improvement of high-volume intersections; and update and maintenance of City buildings. Littleton has identified over \$98 million dollars of long-term capital project needs over the next fifteen years– all due to rising infrastructure maintenance and repair costs, steadily increasing capital expenditure needs, population growth, historically low taxes, and a lack of tax revenue diversity. While the City has made no final decisions about how to solve this issue, they are considering a number of options.

One option Littleton is considering is the lodging tax...

14. If the November general election for various local offices was held today, would you vote **ROTATE** for or against **END ROTATION** a 7% lodging tax on hotel guests to provide up to one million dollars annually – specifically for arts, culture and tourism promotion in Littleton, to enhance city amenities such as the Bemis [BEE-mis] Library and the Littleton Historical Museum?

**IF CHOICE, ASK:**

And would you DEFINITELY vote for (choice) or just PROBABLY?

**IF UNDECIDED/NOT SURE, ASK**

If you had to choose today, who would you lean toward (repeat)?

	April 27-May 2	July 20-25
<b>TOTAL FOR</b>	<b>62%</b>	<b>70%</b>
<b>TOTAL AGAINST</b>	<b>31%</b>	<b>26%</b>
1. Definitely For	32%	39%
2. Probably For	23%	26%
3. Lean For	7%	4%
4. Hard Undecided/DK/Refused <b>DNR</b>	6%	4%
5. Lean Against	4%	3%
6. Probably Against	10%	8%
7. Definitely Against	18%	16%

Another option Littleton is considering is the sales tax...

**SPLIT SAMPLE A/B**

15.A If the November general election for various local offices was held today, would you vote **ROTATE** for or against **END ROTATION** a point five percent (.5%) sales tax increase to raise approximately \$6.5 million dollars per year for essential capital projects in the City of Littleton?

**IF CHOICE, ASK:**

And would you DEFINITELY vote for (choice) or just PROBABLY?

**IF UNDECIDED/NOT SURE, ASK**

If you had to choose today, which would you lean toward (repeat)?

	April 27-May 2	July 20-25
<b>TOTAL FOR</b>	<b>52%</b>	<b>54%</b>
<b>TOTAL AGAINST</b>	<b>43%</b>	<b>41%</b>
1. Definitely For	23%	29%
2. Probably For	22%	21%
3. Lean For	7%	3%
4. Hard Undecided/DK/Refused <b>DNR</b>	5%	5%
5. Lean Against	5%	7%
6. Probably Against	10%	13%
7. Definitely Against	28%	21%

Another option Littleton is considering is the sales tax...

15B. If the November general election for various local offices was held today, would you vote **ROTATE** for or against **END ROTATION** a point seven five percent sales tax increase to raise approximately \$10 million dollars per year for essential capital projects in the City of Littleton?

**IF CHOICE, ASK:**

And would you DEFINITELY vote for (choice) or just PROBABLY?

**IF UNDECIDED/NOT SURE, ASK**

If you had to choose today, which would you lean toward (repeat)?

	April 27-May 2	July 20-25
<b>TOTAL FOR</b>	<b>42%</b>	<b>57%</b>
<b>TOTAL AGAINST</b>	<b>48%</b>	<b>41%</b>
1. Definitely For	14%	30%
2. Probably For	22%	20%
3. Lean For	6%	7%
4. Hard Undecided/DK/Refused <b>DNR</b>	10%	2%
5. Lean Against	9%	5%
6. Probably Against	12%	11%
7. Definitely Against	27%	26%

Now, I am going to read you some brief statements that have been made about Littleton's budget challenges. For each statement, please tell me whether this information would make you more likely to vote **ROTATE** for or against **END ROTATION** the sales tax increase, or if it makes no difference either way in how you might vote.

**IF VOTE FOR/AGAINST, ASK:**

And would you say it would make you MUCH more likely to vote (for/against) the sales tax increase or just SOMEWHAT?

The (first/next) one is... **RANDOMIZE AND READ EACH RESPONDENT HALF OF Q16-Q30**

<b>SPLIT-SAMPLE A/B QUESTIONS</b>		<b>Total Vote for</b>	<b>Much For 1.</b>	<b>Smwt For 2.</b>	<b>No Diff 3.</b>	<b>DK/Ref DNR 4.</b>	<b>Smwt Agnst 5.</b>	<b>Much Agnst 6.</b>	<b>Total Vote Agnst</b>
16.A	A point five percent sales tax increase – five cents on a ten dollar purchase – would generate approximately \$6.5 million dollars in new revenue – an amount that would just cover the annual revenue shortfall for capital improvement projects.	<b>60%</b>	39%	21%	14%	3%	7%	16%	<b>23%</b>
16B.	A point seven five percent sales tax increase – seven and a half cents on a ten dollar purchase – would generate approximately ten million dollars in new revenue – an amount that would quickly cover the annual revenue shortfall for capital improvement projects, and provide additional revenue to deal with city population growth.	<b>53%</b>	30%	23%	24%	1%	3%	18%	<b>22%</b>
17.A	A sales tax increase of point five percent would, for example, add fifty cents to a one hundred dollar retail purchase.	<b>57%</b>	29%	27%	19%	3%	6%	15%	<b>21%</b>
17B.	A sales tax increase of point seven five percent would, for example, add seventy five cents to a one hundred dollar retail purchase.	<b>58%</b>	37%	20%	25%	1%	4%	12%	<b>16%</b>
18.	When critical road maintenance projects are delayed, the materials, labor, and other associated costs keep going up. For example, the cost to regularly maintain one mile of any given city street is \$100,000. If maintenance on that same mile is delayed by three to five years, the street needs to be completely rebuilt at a cost of \$1 million dollars.	<b>59%</b>	31%	28%	20%	5%	7%	9%	<b>15%</b>
19.	At 3%, Littleton's sales tax rate has not been raised in more than 50 years and is now a half point lower than the metro-wide average of 3.5%.	<b>57%</b>	35%	21%	24%	1%	4%	13%	<b>18%</b>
20.	Unlike other metro cities, Littleton does not collect street maintenance fees, business license fees, or lodging or grocery taxes.	<b>49%</b>	28%	21%	31%	4%	5%	11%	<b>16%</b>

**SPLIT-SAMPLE A/B QUESTIONS**

	Total Vote for	Much For 1.	Smwt For 2.	No Diff 3.	DK/Ref DNR 4	Smwt Agnst 5.	Much Agnst 6.	Total Vote Agnst
21. Currently, Littleton’s road conditions are ranked in the bottom 25% compared to similar cities, and our city’s annual \$4 million shortfall in road maintenance funds means we can’t properly maintain or improve major roadways such as Littleton Boulevard and Broadway and intersections such as Mineral and Santa Fe (FAY).	<b>69%</b>	43%	26%	15%	2%	3%	11%	<b>14%</b>
22. Many of Littleton City buildings are old and crumbling, including some that are from the 1945 post-war era, and one with a roof so old that it collapsed under heavy snow.	<b>57%</b>	32%	25%	27%	1%	5%	10%	<b>15%</b>
23. To be environmentally conscious, Littleton needs to upgrade its facilities, equipment and vehicles to make them more energy efficient and sustainable.	<b>53%</b>	33%	20%	25%	1%	6%	15%	<b>20%</b>
24. To maximize transparency, and to comply with state law, Littleton police need modern public safety equipment, including body cameras for all officers, which are required by 2023, yet another example of a state law that requires a new city expenditure.	<b>60%</b>	41%	20%	22%	2%	7%	9%	<b>16%</b>
25. Although Littleton will receive \$10 million dollars in one-time Covid relief dollars, this amount will help cover a few backlogged items, but the city needs a longer-term solution to our growing annual shortfall.	<b>50%</b>	22%	27%	35%	4%	4%	7%	<b>11%</b>
26. One of the most important needs in the city is to upgrade its buildings and facilities to make them legally compliant under the Americans with Disabilities Act, or ADA.	<b>61%</b>	38%	23%	24%	3%	5%	8%	<b>12%</b>
27. One advantage to increasing the sales tax is that citizens have some control over how much they buy. Another advantage is a significant portion of these taxes are paid by visitors, who share the costs of our local infrastructure when they eat or shop in Littleton.	<b>58%</b>	32%	27%	26%	2%	4%	11%	<b>14%</b>

**SPLIT-SAMPLE A/B QUESTIONS**

28. Littleton has been working hard for many years to do more with less, but if we continue on this path, without new revenue, we risk future challenges and will have to consider eliminating some of our core city assets, such as the Bemis [BEE-mis] Library and the Littleton Historical Museum.

Total Vote for	Much For 1.	Smwt For 2.	No Diff 3.	DK/Ref DNR 4	Smwt Agnst 5.	Much Agnst 6.	Total Vote Agnst
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**58%**    38%    20%    13%    2%    6%    22%    **27%**

29. Whatever sales tax rate increase that Littleton voters might approve, portions of the new taxes could be sun-setted or ended after fifteen to twenty years, so that the city will not collect any more taxes than we need to get caught up on our backlogged capital expenses.

**52%**    29%    23%    26%    1%    5%    15%    **20%**

30. Without new revenue, the city's capital project fund is projected to fall to zero by 2025.

**52%**    32%    20%    24%    5%    6%    12%    **18%**

And now that you have heard more information...

31.A If the November general election for various local offices were held today, would you vote **ROTATE** for or against **END ROTATION** a point five percent sales tax increase to provide more funding for essential capital projects in the City of Littleton?

**IF CHOICE, ASK:**

And would you DEFINITELY vote for (choice) or just PROBABLY?

**IF UNDECIDED/NOT SURE, ASK**

If you had to choose today, who would you lean toward (repeat)?

		Initial	Informed
	<b>TOTAL FOR</b>	<b>54%</b>	<b>68%</b>
	<b>TOTAL AGAINST</b>	<b>41%</b>	<b>27%</b>
1.	Definitely For	29%	38%
2.	Probably For	21%	26%
3.	Lean For	3%	4%
4.	Hard Undecided/DK/Refused <b>DNR</b>	5%	5%
5.	Lean Against	7%	2%
6.	Probably Against	13%	7%
7.	Definitely Against	21%	18%

31B. If the November general election for various local offices were held today, would you vote **ROTATE** for or against **END ROTATION** a point seven five percent sales tax increase to provide more funding for essential capital projects in the City of Littleton?

**IF CHOICE, ASK:**

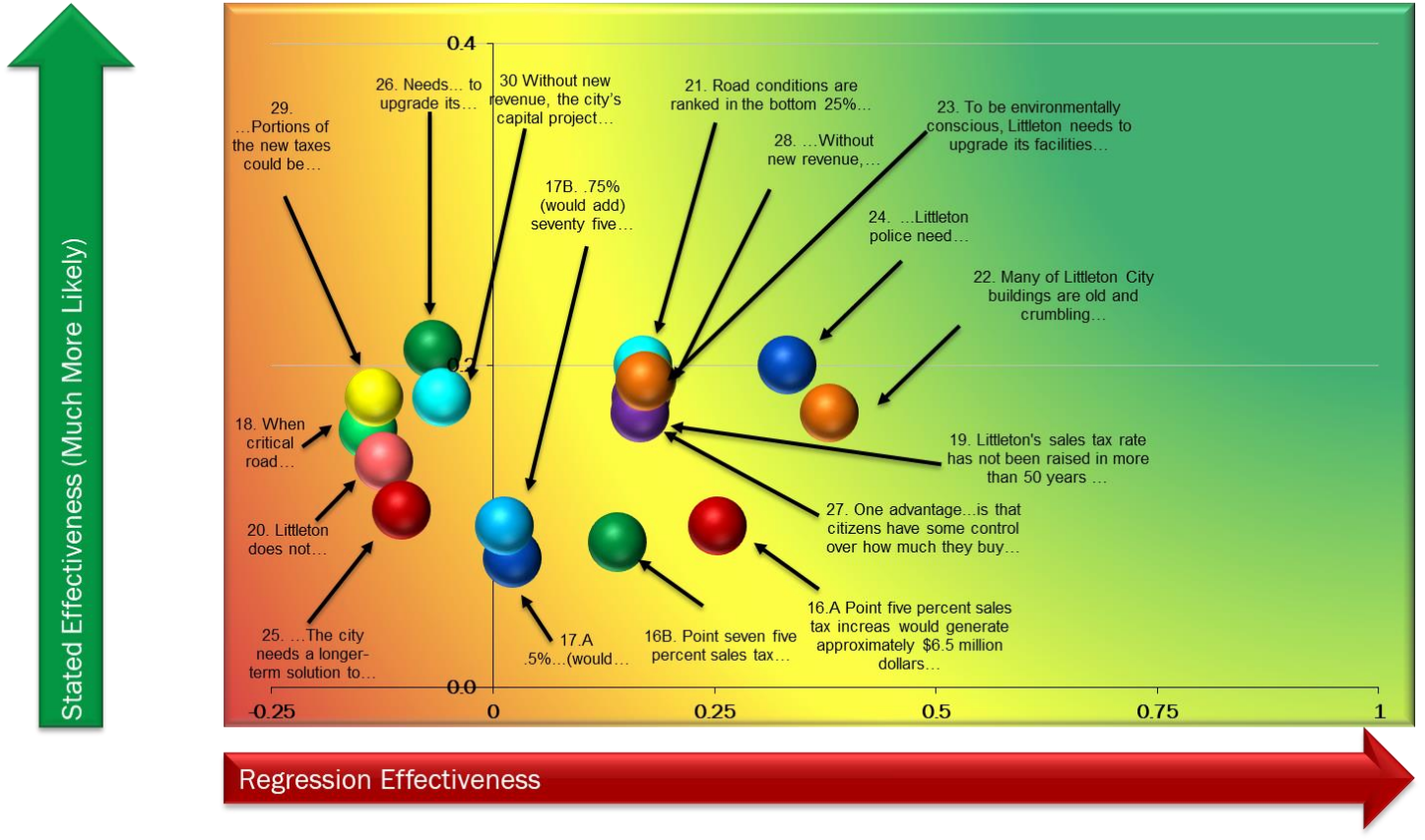
And would you DEFINITELY vote for (choice) or just PROBABLY?

**IF UNDECIDED/NOT SURE, ASK**

If you had to choose today, who would you lean toward (repeat)?

		Initial	Informed
	<b>TOTAL FOR</b>	<b>57%</b>	<b>66%</b>
	<b>TOTAL AGAINST</b>	<b>41%</b>	<b>33%</b>
1.	Definitely For	30%	39%
2.	Probably For	20%	24%
3.	Lean For	7%	3%
4.	Hard Undecided/DK/Refused <b>DNR</b>	2%	2%
5.	Lean Against	5%	4%
6.	Probably Against	11%	8%
7.	Definitely Against	26%	21%

### Overall



- IF Q31A/B:1-3, ASK 33A
- IF Q31A/B:4, ASK 33B
- IF Q31A/B:5-7, ASK 33C

PROBE: PLEASE TELL ME MORE ABOUT THAT

32.A Being as specific as you can, what are the one or two most important reasons why you plan to vote “Yes” in favor of the sales tax?

33.B Being as specific as you can, what are the one or two most important reasons why you would hesitate voting in favor of the sales tax?

33.C Being as specific as you can, what are the one or two most important reasons why you plan to vote “No” in opposition to the sales tax?

SEE VERBATIM RESPONSE

As you may know, it’s quite possible that there will be multiple ballot measures for Littleton voters to consider in November 2021 –

33. Assuming for a moment that there could be two revenue measures on the ballot – a measure to increase the sales tax, which is projected to raise \$6.5 to 10 million annually to address the revenue shortfall in the city’s capital projects fund, and another measure to establish a lodging tax on hotel guests, which is projected to raise up to \$1 million dollars annually for arts, culture and tourism funding – are you likely to support ROTATE the sales tax, the lodging tax, END ROTATION both, or neither?

- |    |                        |     |
|----|------------------------|-----|
| 1. | Sales tax only         | 11% |
| 2. | Lodging tax only       | 16% |
| 3. | Both of the measures   | 51% |
| 4. | None of the measures   | 17% |
| 5. | DK/ Refused <u>DNR</u> | 5%  |

34. I’m going to read you a few scenarios about increasing local spending, and please tell me which scenario you prefer more...ROTATE

(Some/Other) people say the City of Littleton needs to reform its tax system, to be less reliant on volatile taxes such as the gas and building use tax. Instead, we should raise the sales tax to be more in line with a city of our size and need. We cannot continue to ignore basic maintenance and upkeep of city assets.

...while...

(Some/other) people say that rather than increasing spending on city projects, Littleton should make major cuts to its current budget, to make sure we are lean, but also solvent in years to come.

		April 27-May 2	July 20-25
1.	Littleton should raise sales taxes	48%	51%
2.	Littleton should cut its budget	27%	29%
3.	None of these <u>DNR</u>	6%	5%
4.	All of the above <u>DNR</u>	8%	8%
5.	DK/Refused <u>DNR</u>	11%	7%

And now I have just a few more questions for demographic purposes only....

35. Do you own your home or do you rent?

- |    |   |     |
|----|---|-----|
| 1. | Own home                                    | 65% |
| 2. | DK/Refused <input type="text" value="DNR"/> | 3%  |
| 3. | Rent  | 32% |

36. Party Registration:

- |    |                   |     |
|----|-------------------|-----|
| 1. | Republican        | 28% |
| 2. | Independent/Other | 43% |
| 3. | Democrat          | 29% |

37. Would you say you are a  Conservative, a Moderate, or a Liberal  in your political beliefs?

:

And, would you say you are VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

<b>TOTAL CONSERVATIVE</b>	<b>30%</b>
<b>TOTAL LIBERAL</b>	<b>29%</b>

- |    |   |     |
|----|---|-----|
| 1. | Very Conservative                           | 16% |
| 2. | Somewhat Conservative                       | 14% |
| 3. | Moderate                                    | 31% |
| 4. | DK/Refused <input type="text" value="DNR"/> | 9%  |
| 5. | Somewhat Liberal                            | 15% |
| 6. | Very Liberal                                | 14% |

38. And thinking back to the presidential election in November of 2020, for whom did you vote

Donald Trump, the Republican

Joe Biden, the Democrat

...or...

Someone else

- |    |  |     |
|----|--|-----|
| 1. | Trump  | 33% |
| 2. | Someone Else   | 6%  |
| 3. | Don't Remember/Did not Vote <input type="text" value="DNR"/> | 2%  |
| 4. | Refused <input type="text" value="DNR"/>                     | 9%  |
| 5. | Biden  | 50% |

39. And, which of the following categories best describes your annual household income? **IF REFUSED INITIALLY SAY:** I understand your hesitation. We use this information for demographic purposes only and do not keep any personal information about you or your family. Which of these broad income categories best describes your annual household income?

- 1. Less than \$25,000 10%
- 2. \$25,000 to less than \$50,000 14%
- 3. \$50,000 to less than \$75,000 17%
- 4. \$75,000 to less than \$100,000 16%
- 5. \$100,000 to less than \$125,000 13%
- 6. \$125,000 to less than \$150,000 6%
- 7. More than \$150,000 16%
- 8. DK/Refused **DNR** 8%

40. What is the highest level of formal education you have completed?

- 1. High school or Less 9%
- 2. Some College /Associates Degree 26%
- 3. Bachelor’s Degree 37%
- 4. Post graduate 25%
- 5. DK/Refused **DNR** 2%

41. In what year were you born? **RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES**

- 1. 18-24 6%
- 2. 25-34 16%
- 3. 35-44 16%
- 4. 45-54 15%
- 5. 55-64 14%
- 6. 65-74 15%
- 7. 75 or over 12%
- 8. Refused **DNR** 6%

42. Sex: **BY OBSERVATION**

- 1. Male 48%
- 2. Female 52%

43. State House District: **PRE-CODE**

- 1. HD 3 14%
- 2. HD 22 5%
- 3. HD 38 80%
- 3. HD 43 1%