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**Table 1-1 Summary of Key Data**

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**Public Opinion Strategies**

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### Public Opinion Strategies
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| JOHNSON CO GOVT SPEND (D/S) |
| INCREASED |
| DECREASED |
| REMAIN SAME |
| TAXES FOR ECON DEVELOP (D/S) |
| SUPPORT |
| OPPOSE |
| TAXES FOR EDUCATION (D/S) |
| FAVOR |
| OPPOSE |
| TAXES FOR HIGHER EDUCATION (D/S) |
| SUPPORT |
| OPPOSE |
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**PUBLIC OPINION STRATEGIES**
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#### TAXES FOR NEW TERMINAL

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#### TAXES FOR PUBLIC TRANSIT

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### Table 1-4: Summary of Key Data

#### JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012

### BANNER 4

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#### JOHNSON CO GOVT SPEND (D/S)

| Increased         | 172                    | 97%          | 74%                | 156                    | 16%                | 89%                  | 71%           | 85%    | 87%           | 54%      | 31%      | 60%            |
| Decreased         | 114                    | 14%          | 14%                | 104                    | 14%                | 8%                   | 13%           | 15%    | 23%           | 22%      | 20%      | 11%            |
| Remain Same       | 483                    | 61%          | 60%                | 433                    | 63%                | 58%                  | 62%           | 61%    | 60%           | 59%      | 63%      | 60%            |

#### TAXES FOR ECON DEVELOP (D/S)

| Support           | 649                    | 65%          | 64%                | 582                    | 69%                | 58%                  | 315           | 307    | 342           | 185%     | 122%     | 210            |
| Oppose            | 132                    | 17%          | 16%                | 121                    | 17%                | 10%                  | 18%           | 14%    | 16%           | 14%      | 12%      | 29%            |

#### TAXES FOR EDUCATION (D/S)

| Favor             | 358                    | 45%          | 46%                | 352                    | 45%                | 51%                  | 47%           | 52%    | 35%           | 36%      | 38%      | 60%            |
| Oppose            | 571                    | 71%          | 72%                | 514                    | 71%                | 75%                  | 72%           | 70%    | 68%           | 81%      | 69%      | 79%            |

#### TAXES FOR HIGHER EDUCATION (D/S)

| Support           | 213                    | 18%          | 20%                | 191                    | 17%                | 10%                  | 9%            | 11%    | 86%           | 133%     | 56%      | 103%           |
| Oppose            | 146                    | 18%          | 20%                | 133                    | 18%                | 18%                  | 18%           | 22%    | 16%           | 26%      | 15%      | 29%            |

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## Summary of Key Data

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**Public Opinion Strategies**
## Table 1-5 Summary of Key Data

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### JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012

**PUBLIC OPINION STRATEGIES**

Continued
Table 1-5

Summary of Key Data

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PUBLIC OPINION STRATEGIES
### Table 1-6

#### Summary of Key Data

|                | Total | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|----------------|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **BASE=TOTAL SAMPLE** |       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **JOHNSON CO GOVT SPEND (D/S)** |       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| SUPPORT        |       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| OPPOSE         |       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| TAXES FOR EDUCATION (D/S) |       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| TAXES FOR HIGHER EDUCATION (D/S) |       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |

#### Public Opinion Strategies

Continued
Table 1-6
Summary of Key Data

|                        | 14  | 15  | 16  | 17  | 18  | 19  | 20  | 21  | 22  | 23  | 24  | 25  | 26  | 27  | 28  | 29  | 30  | 38  | 39  | 43  | 48  | 49  |
|------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| (D/S)                  | -56%| -55%| -86%| -53%| -74%| -39%| -59%| -44%| -53%| -51%| -64%| -34%| -66%| -45%| -63%| -46%| -52%| -63%| -62%| -68%| -51%| -42%|
| FAVOR                  | 167 |   8 |   1 |   9 |  10 |   4 |   8 |   6 |  11 |   7 |   6 |   5 |  11 |   8 |  13 |   7 |   8 |   6 |   6 |   5 |   7 |  11 |
|                        | 21% |  4% |  21%|  21%|  13%|  29%|  18%|  26%|  23%|  25%|  17%|  33%|  15%|  27%|  17%|  27%|  22%|  19%|  19%|  15%|  23%|  29%|
| OPPOSE                 | 613 |  30 |  27 |  33 |  35 |  49 |  35 |  29 |  22 |  19 |  26 |  22 |  44 |  34 |  33 |  22 |  21 |  26 |  21 |  21 |  38 |  35 |  25 |
|                        | 77% |  77%|  89%|  76%|  74%|  87%|  68%|  77%|  69%|  77%|  75%|  81%|  67%|  61%|  73%|  80%|  73%|  75%|  81%|  81%|  83%|  74%|  71%|
| TAXES FOR PUBLIC TRANSIT| -51 |  -3 |   4 |  -2 |  -5 |  -2 |   2 |  -8 |  -9 |   4 |  -6 |   5 |  -4 | -15 |   6 | -18 |   -|  -1 |  -9 |  -10|  -1 |  -3 |
| (D/S)                  | -6% | -7% | -14%|  -7%|  -8%|  -5%|  -8%|  -2%|  -22%| -22%|  -25%|  -17%|  12%| -28%|  -13%|  -44%|  -2%|  -4%| -26%| -39%|  -2%|  -8%|
| FAVOR                  | 369 |  17 |  13 |  22 |  21 |  13 |  14 |  22 |  16 |  16 |  9 |  19 |  18 |  19 |  26 |  11 |  15 |  14 |  12 |  8 |  23 |  24 |  16 |
|                        | 46% |  45%|  42%|  51%|  45%|  51%|  60%|  39%|  54%|  54%|  58%|  56%|  57%|  57%|  54%|  51%|  52%|  37%|  31%|  50%|  51%|  46%|
| OPPOSE                 | 420 |  20 |  17 |  20 |  26 |  15 |  12 |  14 |  25 |  12 |  15 |  13 |  14 |  34 |  20 |  29 |  15 |  13 |  20 |  18 |  23 |  23 |  19 |
|                        | 52% |  52%|  56%|  46%|  55%|  54%|  45%|  38%|  61%|  41%|  60%|  42%|  44%|  62%|  43%|  70%|  49%|  48%|  63%|  50%|  49%|  54%|
| SALES TAX ONLINE (D/S) | -147|  -7 |  -2 |  -8 |  -5 |  -1 | -14 | -14 |  -7 | -14 |  -2 | -18 | -3 | -15 | -3 | -15 | -3 | -15 | -9 | -15 | -12 | -1 |
|                        | -18%| -17%| -5% | -17%| -16%| -3% | -37%|  1% | -24%| -24%| -14%| -6% | -33%| -7% | -36%| -11%| -13%| -48%| -36%| -33%| -25%| -1 |
| SUPPORT                | 300 |  15 |  13 |  20 |  18 |  10 |  13 |  10 |  21 |  9 |  10 |  12 |  13 |  15 |  20 |  11 |  13 |  12 |  8 |  8 |  15 |  17 |  17 |
|                        | 37% |  39%|  41%|  47%|  39%|  35%|  49%|  28%|  50%|  31%|  38%|  38%|  40%|  28%|  43%|  26%|  42%|  25%|  32%|  32%|  36%|  48%|
| OPPOSE                 | 447 |  22 |  14 |  19 |  26 |  15 |  13 |  24 |  20 |  16 |  16 |  16 |  15 |  33 |  23 |  26 |  16 |  15 |  23 |  18 |  30 |  29 |  18 |
|                        | 56% |  56%|  46%|  45%|  56%|  51%|  45%|  65%|  50%|  54%|  62%|  51%|  46%|  61%|  50%|  62%|  53%|  55%|  73%|  68%|  65%|  61%|  49%|

PUBLIC OPINION STRATEGIES
### Table 1-7 Summary of Key Data

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## Table 2-1

### Summary of Mood

#### BASE=TOTAL SAMPLE

|                | TOTAL  | MEN   | WOMEN | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ | 18-54 | 55+ |
|----------------|--------|-------|-------|-------|-------|-------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Mood of Country (D/S) | BASE=TOTAL SAMPLE | 800   | 384   | 416   | 131   | 253   | 134   | 157 | 120   | 243 | 139   | 274 | 138   | 376 | 199   | 184 | 102   | 175 | 315   | 311 | 145   | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% |
| Mood of Johnson County (D/S) | MOOD OF KANSAS (D/S) | -117  | -33   | -84   | -30   | -14   | -26   | -29  | -28   | -17  | -24   | -12  | -4   | -12  | -35  | -11  | -27  | -19  | -33  | -4   | -24   | -36  | -14   | -36  | -12   | -32  | -27   | -11  | -36   | -1   |
| Right Direction     | RIGHT DIRECTION | 191   | 93    | 98    | 34    | 61    | 28    | 35   | 33    | 57   | 36    | 65   | 32    | 8    | 34    | 55   | 88    | 21   | 66    | 5    | 21    | 98   | 64    | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% |
| Wrong Track         | WRONG TRACK | 547   | 271   | 277   | 82    | 172   | 94    | 113  | 82    | 177  | 94    | 174  | 100   | 201  | 115   | 316  | 128   | 76   | 47    | 29   | 162   | 278  | 185   | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% |
| Right Direction     | RIGHT DIRECTION | 294   | 152   | 142   | 45    | 96    | 53    | 60   | 38    | 92   | 59    | 103  | 39    | 93   | 54    | 147  | 78    | 58   | 26    | 31   | 78    | 141  | 104   | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% |
| Wrong Track         | WRONG TRACK | 411   | 185   | 226   | 63    | 126   | 67    | 86   | 67    | 120  | 65    | 136  | 87    | 89   | 100   | 188  | 97    | 108  | 42    | 65   | 72    | 126  | 178   | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% |
| Mood of Johnson County (D/S) | MOOD OF JOHNSON COUNTY | 325   | 172   | 153   | 67    | 110   | 44    | 50   | 52    | 114  | 58    | 107  | 44    | 79   | 56    | 134  | 103   | 71   | 39    | 33   | 56    | 123  | 138   | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% |
| Right Direction     | RIGHT DIRECTION | 520   | 260   | 260   | 91    | 169   | 83    | 95   | 78    | 169  | 91    | 174  | 83    | 133  | 102   | 235  | 143   | 117  | 54    | 63   | 104   | 204  | 211   | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% |
| Wrong Track         | WRONG TRACK | 195   | 88    | 107   | 24    | 59    | 39    | 45   | 26    | 55   | 33    | 68   | 38    | 54   | 46    | 101  | 41    | 46   | 16    | 30   | 48    | 80   | 74    | 100% | 100%  | 100% | 100%  | 100% | 100%  | 100% |

### Public Opinion Strategies
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PUBLIC OPINION strategies
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Summary of Mood

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<tr>
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PUBLI C OPINION STRATEGIES
## Table 2-4
### Summary of Mood

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<td>OF STATE</td>
<td>OF COUNTY</td>
</tr>
</tbody>
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#### BASE=TOTAL SAMPLE

<table>
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</tr>
</thead>
<tbody>
<tr>
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#### MOOD OF COUNTRY (D/S)

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<th>MOOD</th>
</tr>
</thead>
<tbody>
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<td>OF STATE</td>
<td>OF COUNTY</td>
</tr>
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#### RIGHT DIRECTION

<table>
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<tr>
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<th>MOOD</th>
</tr>
</thead>
<tbody>
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<td>OF STATE</td>
<td>OF COUNTY</td>
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#### WRONG TRACK

<table>
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### BANNER 4

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<td>OF HOME</td>
<td>樣板</td>
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<tr>
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<tr>
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<td>443</td>
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#### MOOD OF KANSAS (D/S)

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<td>OF COUNTY</td>
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#### MOOD OF JOHNSON COUNTY (D/S)

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<th>MOOD</th>
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**Public Opinion Strategies**
## Table 2-5 Summary of Mood

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<td>192</td>
</tr>
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</tr>
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<td>60%</td>
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<td>78</td>
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<td>27%</td>
<td>21%</td>
<td>23%</td>
<td>21%</td>
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</table>

**PUBLIC OPINION STRATEGIES**
### Summary of Mood

**Table 2-6**

|                | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **TOTAL**      | 800| 39 | 31 | 43 | 47 | 29 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 33 | 47 | 32 | 43 | 48 | 49 |
| **BASE=TOTAL SAMPLE** | 100 | 5 | 4 | 5 | 6 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | 7 | 6 | 5 | 5 | 4 | 3 | 4 | 3 | 6 | 5 | 4 | 3 | 6 | 4 |
| **MOOD OF COUNTRY (D/S)** | -356 | -17 | -18 | -14 | -18 | -16 | -17 | -15 | -8 | -17 | -11 | -13 | -29 | -17 | -16 | -13 | -12 | -14 | -18 | -24 | -24 | -16 |
| **RIGHT DIRECTION** | 191 | 9 | 5 | 13 | 12 | 6 | 4 | 8 | 14 | 9 | 10 | 9 | 12 | 12 | 7 | 7 | 8 | 2 | 9 | 10 | 9 |
| **WRONG TRACK** | 547 | 26 | 23 | 27 | 30 | 22 | 21 | 23 | 22 | 21 | 16 | 21 | 22 | 41 | 30 | 28 | 19 | 20 | 22 | 21 | 33 | 34 | 25 |
| **MOOD OF KANSAS (D/S)** | -117 | -3 | -1 | -9 | -9 | -5 | -1 | -14 | -11 | 1 | -10 | -8 | -15 | -6 | 2 | -2 | -3 | -2 | -4 | -5 | -11 | -2 |
| **RIGHT DIRECTION** | 294 | 16 | 13 | 16 | 10 | 12 | 9 | 11 | 14 | 6 | 10 | 8 | 20 | 23 | 17 | 11 | 12 | 12 | 10 | 10 | 17 | 15 | 16 |
| **WRONG TRACK** | 411 | 19 | 14 | 22 | 25 | 15 | 12 | 23 | 23 | 13 | 16 | 19 | 23 | 26 | 21 | 19 | 14 | 14 | 17 | 10 | 23 | 26 | 17 |
| **MOOD OF JOHNSON COUNTY (D/S)** | 325 | 20 | 11 | 18 | 18 | 4 | 14 | 23 | 24 | 3 | 5 | 5 | 9 | 10 | 23 | 26 | 13 | 11 | 15 | 9 | 10 | 15 | 25 |
| **RIGHT DIRECTION** | 520 | 27 | 20 | 28 | 27 | 14 | 20 | 27 | 30 | 15 | 15 | 18 | 20 | 30 | 33 | 32 | 20 | 19 | 22 | 15 | 33 | 29 | 27 |
| **WRONG TRACK** | 195 | 7 | 9 | 10 | 8 | 10 | 5 | 7 | 9 | 11 | 10 | 20 | 20 | 6 | 7 | 7 | 7 | 7 | 10 | 14 | 2 |

**PUBLIC OPINION STRATEGIES**
## Table 2-7: Summary of Mood

### BANNER 7

<table>
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<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<td>15%</td>
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<td>25</td>
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<td>20%</td>
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<td>77</td>
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<td>-11%</td>
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<td>48%</td>
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<tr>
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<td>39</td>
<td>34</td>
<td>47</td>
<td>36</td>
<td>62</td>
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<td>29%</td>
<td>42%</td>
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**PUBLIC OPINION STRATEGIES**
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<tr>
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<td>191</td>
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</tr>
<tr>
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<td>31%</td>
</tr>
<tr>
<td><strong>WRONG TRACK</strong></td>
<td></td>
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<tr>
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<td>227</td>
</tr>
<tr>
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<tr>
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<td>35%</td>
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<tr>
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<tr>
<td>411</td>
<td>197</td>
</tr>
<tr>
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<td>56%</td>
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<tr>
<td><strong>MOOD OF JOHNSON COUNTY (D/S)</strong></td>
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<tr>
<td>325</td>
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<tr>
<td>41%</td>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 3-1

**QUESTION 1:** First, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<tr>
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</tr>
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<td>STRG</td>
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</tr>
</tbody>
</table>

**BASE=TOTAL SAMPLE**

- Males: 384 (48%), Females: 416 (52%)
- 18-34: 134 (16%), 35-44: 120 (15%), 45-54: 215 (17%), 55-64: 161 (13%), 65+: 276 (10%)
- GOP: 315 (39%), Dem: 311 (39%), Independent: 145 (18%)

**D/S (RIGHT DIRECTION - WRONG TRACK)**

- Right Direction: 24% (24% for Men, 24% for Women)
- Wrong Track: 68% (68% for Men, 68% for Women)

**DON'T KNOW**

- 7% (7% for Men, 7% for Women)

**REFUSED**

- 1% (1% for Men, 1% for Women)
Table 3-2
QUESTION 1: First, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td>GOP</td>
<td>DEM</td>
<td>IND</td>
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<td>HS OR SOME</td>
<td>MEN</td>
<td>MEN</td>
<td>WOMEN</td>
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<tr>
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<td>WOMEN</td>
<td>MEN</td>
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<td>LESS</td>
<td>LESS</td>
<td>COL+</td>
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<tr>
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<td>COL+</td>
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</table>

PUBLIC OPINION STRATEGIES
**Table 3-3**

**QUESTION 1:** First, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<thead>
<tr>
<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<tr>
<td></td>
<td>UNDER $60K</td>
<td>$80K- $100K</td>
<td>$100K+</td>
<td>GOP/ UNDER</td>
<td>GOP/ UNDER</td>
<td>IND/ UNDER</td>
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<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
<td>123</td>
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<td>15%</td>
<td>17%</td>
<td>36%</td>
<td>15%</td>
<td>28%</td>
</tr>
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<td>RIGHT DIRECTION</td>
<td>191</td>
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<td>32</td>
<td>47</td>
<td>63</td>
<td>11</td>
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<td>33%</td>
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**Table 3-4**

**QUESTION 1:** First, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<tr>
<th>BANNER</th>
<th>4</th>
<th>WORK</th>
<th>TYPE</th>
<th>INSIDE/OUTSIDE</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>IN JOHNSON COUNTY</td>
<td>OF HOME</td>
<td>435</td>
<td>OUTSIDE</td>
<td>OTHER</td>
<td>SIDE</td>
<td>YES</td>
<td>NO</td>
<td>MOPS</td>
<td>DADS</td>
<td>PUBLIC</td>
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<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>353</td>
<td>215</td>
<td>151</td>
<td>247</td>
<td>83</td>
<td>191</td>
<td>547</td>
</tr>
<tr>
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<td>109</td>
<td>81</td>
<td>175</td>
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<td>79</td>
<td>82</td>
<td>109</td>
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<td>140</td>
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<td>161</td>
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Table 3-5

QUESTION 1: First, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<td>MISS-</td>
<td>BLUE</td>
<td>VALLEY</td>
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<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
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<td>167</td>
<td>192</td>
</tr>
<tr>
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<td>91</td>
<td>40</td>
<td>45</td>
</tr>
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<td>227</td>
<td>115</td>
<td>137</td>
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<tr>
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<td>9</td>
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<td>REFUSED</td>
<td>8</td>
<td>6</td>
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<td>1</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
### Table 3-6

**Question 1:** First, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

#### Banner 6

| State House Districts | TOTAL | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|-----------------------|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **Total**             | 800   | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |
| **%**                 | 100%  | 5% | 4% | 5% | 6% | 4% | 4% | 3% | 5% | 5% | 4% | 3% | 4% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |
| **D/S (Right Direction - Wrong Track)** | -356 | 191 | 9 | 5 | 13 | 12 | 6 | 4 | 8 | 14 | 4 | 9 | 10 | 9 | 22 | 14 | 10 | 5 | 12 | 12 | 12 | 7 | 7 | 8 |
| **Right Direction**   | 191   | 24% | 15% | 29% | 25% | 20% | 15% | 22% | 34% | 14% | 34% | 30% | 28% | 22% | 27% | 29% | 22% | 26% | 24% | 9% | 21% | 22% | 26% |
| **Wrong Track**       | 547   | 68% | 68% | 74% | 62% | 63% | 75% | 77% | 64% | 52% | 71% | 63% | 65% | 67% | 68% | 65% | 71% | 68% | 80% | 74% | 73% | 71% |
| **Don't Know**        | 53    | 7%  | 9%  | 9%  | 5%  | 8%  | 10% | 11% | 15% | 3%  | 5%  | 2%  | 10% | 5%  | 9%  | 3%  | 8%  | 5%  | 6%  | 5%  | 3%  |
| **Refused**           | 8     | 1%  | 4%  | 4%  | 3%  | 3%  | -   | -   | 1   | 1   | -   | -   | 1   | -   | -   | 1   | -   | -   | 1   | -   | -   | -   |
Table 3-7

QUESTION 1: First, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<td>10</td>
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<td>1%</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 3-8

QUESTION 1: First, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
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PUBLICATION STRATEGIES
Table 4-1

**QUESTION 2:** Would you say that things in Kansas are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td></td>
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<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
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PUBLIC OPINION STRATEGIES
Table 4-2

QUESTION 2:
Would you say that things in Kansas are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<th>BANNER 2</th>
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<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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</tr>
<tr>
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<td>84 62 36 42 24 34 91 56 57 21 42 15 46 100 33 44 19 39</td>
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<tr>
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<td>45%</td>
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Table 4-3

QUESTION 2: Would you say that things in Kansas are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH</th>
<th>OF RESIDENCY</th>
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<td>UNDER $60K</td>
<td>$80K-</td>
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<td>15%</td>
<td>17%</td>
<td>28%</td>
<td>10%</td>
<td>12%</td>
</tr>
</tbody>
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**D/S (RIGHT DIRECTION - WRONG TRACK)**
-15% -26% -7% -13% -14% -14% -14% -14% -25% -26% 3% -38% -16% -3% -9% -18% -14% -23% -13% -6% -17%

RIGHT DIRECTION
294 51 51 53 108 43 90 32 35 23 32 143 92 151 92 137 135 272 15 68 81 144
37% 30% 42% 38% 37% 35% 40% 39% 37% 31% 46% 27% 35% 44% 39% 35% 37% 30% 35% 41% 36%

WRONG TRACK
411 95 59 70 150 66 109 43 49 41 58 133 222 219 97 169 203 372 27 105 92 212
51% 56% 49% 51% 51% 54% 49% 52% 51% 56% 58% 42% 65% 51% 49% 49% 53% 51% 54% 53% 47% 53%

DON'T KNOW
86 23 11 14 30 14 23 8 10 8 8 36 23 51 21 36 41 77 7 23 19 44
11% 13% 9% 10% 10% 12% 10% 10% 11% 11% 8% 12% 7% 12% 10% 10% 11% 11% 15% 12% 9% 11%

REFUSED
9 1 1 2 4 - 1 - - 2 1 1 2 3 5 1 5 3 9 1 1 5 2
1% 1% 1% 1% 1% - - - 2% 2% 1% - 1% 1% - 1% 1% 1% 1% 1% -
Table 4-4

QUESTION 2: Would you say that things in Kansas are going in the right direction, or have they pretty seriously gotten off on the wrong track?

<table>
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<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE PHONE TYPE DATA</th>
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PUBLIC OPINION STRATEGIES
Table 4-5

QUESTION 2: Would you say that things in Kansas are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<th>CITIES</th>
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Table 4-6

QUESTION 2: Would you say that things in Kansas are going in the right direction, or have they pretty seriously gotten off on the wrong track?

BANNER 6

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<td>9%</td>
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<td>15%</td>
<td>12%</td>
<td>14%</td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>3%</td>
<td>16%</td>
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<td>9%</td>
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<td>7%</td>
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<td>-</td>
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</tr>
<tr>
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</table>
**Table 4-7**

**QUESTION 2:** Would you say that things in Kansas are going in the right direction, or have they pretty seriously gotten off on the wrong track?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
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<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>7</strong></td>
<td><strong>8</strong></td>
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<td><strong>10</strong></td>
<td><strong>11</strong></td>
<td><strong>23</strong></td>
<td><strong>37</strong></td>
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<tr>
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<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>110</td>
<td>124</td>
<td>118</td>
</tr>
<tr>
<td><strong>RIGHT DIRECTION</strong></td>
<td>294</td>
<td>32</td>
<td>38</td>
<td>44</td>
<td>43</td>
<td>42</td>
<td>47</td>
</tr>
<tr>
<td><strong>WRONG TRACK</strong></td>
<td>411</td>
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<td>59</td>
<td>58</td>
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<td>62</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
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<td>17</td>
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<td>12</td>
<td>13</td>
<td>13</td>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 4-8

QUESTION 2:
Would you say that things in Kansas are going in the right direction, or have they pretty seriously gotten off on the wrong track?

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
</tr>
</thead>
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<tr>
<td>STRG</td>
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<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>SUPP</td>
<td>OPP</td>
</tr>
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<td>LOCAL STRG</td>
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<td>800</td>
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<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
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<tr>
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<td>294</td>
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<td>245</td>
<td>42</td>
<td>194</td>
<td>96</td>
<td>172</td>
<td>121</td>
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<td>223</td>
<td>164</td>
</tr>
<tr>
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<td>332</td>
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<td>315</td>
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<td>243</td>
<td>161</td>
<td>85</td>
<td>314</td>
<td>224</td>
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<tr>
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<td>-</td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 5-1

And, would you say that things in Johnson County are going in the right direction, or have they pretty seriously gotten off on the wrong track?

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
<td>253</td>
</tr>
<tr>
<td>100%</td>
<td>48%</td>
<td>52%</td>
<td>16%</td>
<td>32%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>D/S (RIGHT DIRECTION - WRONG TRACK)</strong></td>
<td>325</td>
<td>172</td>
<td>153</td>
<td>67</td>
<td>110</td>
</tr>
<tr>
<td>41%</td>
<td>45%</td>
<td>37%</td>
<td>51%</td>
<td>43%</td>
<td>33%</td>
</tr>
<tr>
<td>RIGHT DIRECTION</td>
<td>520</td>
<td>260</td>
<td>260</td>
<td>91</td>
<td>169</td>
</tr>
<tr>
<td>65%</td>
<td>68%</td>
<td>62%</td>
<td>69%</td>
<td>67%</td>
<td>62%</td>
</tr>
<tr>
<td>WRONG TRACK</td>
<td>195</td>
<td>88</td>
<td>107</td>
<td>24</td>
<td>59</td>
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<tr>
<td>24%</td>
<td>23%</td>
<td>26%</td>
<td>18%</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>80</td>
<td>34</td>
<td>47</td>
<td>16</td>
<td>21</td>
</tr>
<tr>
<td>10%</td>
<td>9%</td>
<td>11%</td>
<td>12%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
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<td>1%</td>
<td>-</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

PUBLI C OPINION STRATEGIES
Table 5-2

**QUESTION 3:** And, would you say that things in Johnson County are going in the right direction, or have they pretty seriously gotten off on the wrong track?

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
</tr>
<tr>
<td>TOTAL</td>
<td>HS OR SOME</td>
<td>MEN/WOMEN</td>
<td>MEN/WOMEN</td>
<td>MEN/WOMEN</td>
</tr>
<tr>
<td>LESS</td>
<td>LESS</td>
<td>LESS</td>
<td>LESS</td>
<td>LESS</td>
</tr>
<tr>
<td>COLL</td>
<td>COLL+</td>
<td>COLL</td>
<td>COLL+</td>
<td>COLL+</td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
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<tr>
<td></td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>D/S (RIGHT DIRECTION - WRONG TRACK)</strong></td>
<td>325</td>
<td>19</td>
<td>62</td>
<td>242</td>
</tr>
<tr>
<td></td>
<td>41%</td>
<td>26%</td>
<td>35%</td>
<td>45%</td>
</tr>
<tr>
<td>RIGHT DIRECTION</td>
<td>520</td>
<td>43</td>
<td>111</td>
<td>365</td>
</tr>
<tr>
<td></td>
<td>65%</td>
<td>56%</td>
<td>62%</td>
<td>67%</td>
</tr>
<tr>
<td>WRONG TRACK</td>
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<td>49</td>
<td>122</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>31%</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>80</td>
<td>10</td>
<td>19</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>13%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>5</td>
<td>-</td>
<td>-</td>
<td>5</td>
</tr>
</tbody>
</table>
|          | 1% | - | - | 1% | - | - | 1% | 1% | - | - | - | - | 2% | - | - | - | - | - | - | - | 2%

PUBLIC OPINION STRATEGIES
Table 5-3

QUESTION 3:
And, would you say that things in Johnson County are going in the right direction, or have they pretty seriously gotten off on the wrong track?

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH</th>
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<tr>
<td>UNDER $60K</td>
<td>$80K-$100K</td>
<td>$100K+</td>
<td>IND/UNDER</td>
<td>GOP/IND/</td>
<td>DEM/UNDER</td>
</tr>
<tr>
<td>TOTAL $60K</td>
<td>$80K</td>
<td>$100K+</td>
<td>$80K+</td>
<td>$80K+</td>
<td>$80K+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>D/S (RIGHT DIRECTION - WRONG TRACK)</strong></td>
<td>325</td>
<td>54</td>
<td>54</td>
<td>118</td>
<td>38</td>
</tr>
<tr>
<td>41%</td>
<td>32%</td>
<td>44%</td>
<td>40%</td>
<td>43%</td>
<td>47%</td>
</tr>
<tr>
<td>RIGHT DIRECTION</td>
<td>520</td>
<td>103</td>
<td>82</td>
<td>98</td>
<td>190</td>
</tr>
<tr>
<td>65%</td>
<td>60%</td>
<td>67%</td>
<td>70%</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td>WRONG TRACK</td>
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<tr>
<td>DON'T KNOW</td>
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<td>19</td>
<td>11</td>
<td>12</td>
<td>26</td>
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<td>9%</td>
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</tr>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
**Table 5-4**

**QUESTION 3:** And, would you say that things in Johnson County are going in the right direction, or have they pretty seriously gotten off on the wrong track?

**BANNER 4**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435 KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>353</td>
<td>384</td>
<td>365</td>
<td>433</td>
<td>215</td>
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<td>9%</td>
<td>44%</td>
<td>48%</td>
<td>46%</td>
<td>54%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>D/S (RIGHT DIRECTION - WRONG TRACK)</strong></td>
<td>325</td>
<td>172</td>
<td>154</td>
<td>288</td>
<td>33</td>
<td>128</td>
<td>171</td>
<td>141</td>
<td>183</td>
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<td>36%</td>
<td>45%</td>
<td>39%</td>
<td>42%</td>
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</tr>
<tr>
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<td>520</td>
<td>285</td>
<td>235</td>
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<td>47</td>
<td>221</td>
<td>259</td>
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<td>69%</td>
<td>63%</td>
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<td>64%</td>
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<td>63%</td>
</tr>
<tr>
<td>WRONG TRACK</td>
<td>195</td>
<td>113</td>
<td>81</td>
<td>179</td>
<td>14</td>
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<td>93</td>
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<td>23%</td>
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<td>26%</td>
<td>23%</td>
<td>26%</td>
<td>23%</td>
<td>25%</td>
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<td>47</td>
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<td>11%</td>
<td>9%</td>
<td>9%</td>
<td>11%</td>
<td>7%</td>
<td>9%</td>
</tr>
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<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
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</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 5-5

**QUESTION 3:** And, would you say that things in Johnson County are going in the right direction, or have they pretty seriously gotten off on the wrong track?

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAW- MISS-</td>
<td>GARD- EOG-</td>
<td>NEE</td>
<td>NER/</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>352</td>
<td>167</td>
<td>192</td>
</tr>
<tr>
<td>100%</td>
<td>44%</td>
<td>21%</td>
<td>24%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>D/S (RIGHT DIRECTION - WRONG TRACK)</strong></td>
<td>325</td>
<td>117</td>
<td>84</td>
<td>89</td>
</tr>
<tr>
<td>41%</td>
<td>33%</td>
<td>50%</td>
<td>47%</td>
<td>50%</td>
</tr>
<tr>
<td>RIGHT DIRECTION</td>
<td>520</td>
<td>211</td>
<td>119</td>
<td>133</td>
</tr>
<tr>
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<td>21%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>80</td>
<td>44</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>10%</td>
<td>13%</td>
<td>8%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>2</td>
<td>-</td>
<td>1</td>
</tr>
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Table 5-6

QUESTION 3: And, would you say that things in Johnson County are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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| **DON'T KNOW** | 80 | 4 | 2 | 6 | 10 | 6 | 1 | 4 | 4 | 1 | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 10%
| **%**         | 10% | 10% | 5% | 13% | 22% | 20% | 4% | 12% | 11% | 12% | 6% | 5% | 8% | 6% | 8% | 10% | 7% | 9% | 10% | 6% | 8% | 10% |
| **REFUSED**   | 5 | - | - | 2 | - | - | - | 1 | - | - | - | - | 1 | - | - | - | - | - | 1 | - | - | 1% |

PUBLIC OPINION STRATEGIES
Table 5-7

QUESTION 3:
And, would you say that things in Johnson County are going in the right direction, or have they pretty seriously gotten off on the wrong track?

| STATE SENATE DISTRICTS | JOHNSON CO ECON SERVICES FOR TAXES | GOV'T SPENDING IN COUNTY | CONTROL OVER PUBLIC EDUCATION | JCCC DEVELOP | JCCC IMAGE | JCCC/ECON PREPARE | JCCC WORKFORCE | TOTAL | 7 | 8 | 9 | 10 | 11 | 23 | 37 | BETTER | SAME | TOO | ABOUT | INCR- | DECR- | EASED | SAME | LEAD- | LEAD- | VERY | FAV | FAV | AGREE | DIS- | AGREE | DIS- |
|------------------------|----------------------------------|--------------------------|-----------------------------|-------------|-----------|---------------|---------------|-------|-----|-----|-----|-----|-----|------|-----|--------|------|-----|-------|--------|-------|------|------|--------|-----|--------|-----|
|                        |                                  |                          |                             |             |           |               |               |       |     |     |     |     |     |      |     |         |      |     |       |         |       |      |     |         |     |         |     |
| **BASE=TOTAL SAMPLE**  |                                  |                          |                             |             |           |               |               |       |     |     |     |     |     |      |     |         |      |     |       |         |       |      |     |         |     |         |     |
|                        | 800                              | 106                      | 115                         | 112         | 110       | 124           | 118           | 602   | 189  | 225  | 564  | 172  | 114 | 483  | 52   | 721   | 545  | 742  | 661   | 112   | 683   | 40   |
| **D/S (RIGHT DIRECTION -** | 325                              | 39                       | 47                          | 36           | 62        | 39            | 70            | 291   | 40   | 42   | 283  | 83   | 11  | 228  | 19   | 295   | 237  | 318  | 289   | 25    | 304   | 3    |
| WRONG TRACK**          | 41%                              | 37%                      | 29%                         | 42%          | 31%       | 31%           | 48%           | 21%   | 19%  | 50%  | 48%  | 4%   | 10% | 47%  | 36%  | 41%   | 43%  | 43%  | 44%   | 22%   | 44%   | 8%   |
| **RIGHT DIRECTION**    | 520                              | 69                       | 67                          | 65           | 81        | 75            | 89            | 416   | 103  | 123  | 392  | 120  | 53  | 334  | 33   | 470   | 359  | 489  | 442   | 60    | 457   | 20   |
|                        | 65%                              | 65%                      | 58%                         | 66%          | 56%       | 74%           | 60%           | 69%   | 55%  | 55%  | 70%  | 70%  | 47% | 69%  | 63%  | 65%   | 66%  | 66%  | 67%   | 54%   | 67%   | 50%  |
| **WRONG TRACK**        | 195                              | 30                       | 33                          | 27           | 29        | 20            | 36            | 124   | 63   | 80   | 110  | 36   | 43  | 106  | 33   | 470   | 359  | 489  | 442   | 60    | 457   | 20   |
|                        | 24%                              | 28%                      | 29%                         | 24%          | 26%       | 18%           | 29%           | 21%   | 34%  | 36%  | 19%  | 21%  | 38% | 22%  | 27%  | 24%   | 22%  | 23%  | 23%   | 32%   | 22%   | 42%  |
| **DON'T KNOW**         | 80                               | 8                        | 15                          | 10           | 18        | 9             | 12            | 9     | 59   | 20   | 22   | 57  | 13  | 41   | 6    | 72    | 63   | 77   | 63    | 16    | 70    | 3    |
|                        | 10%                              | 7%                       | 13%                         | 9%           | 16%       | 8%            | 10%           | 8%    | 10%  | 11%  | 10%  | 10%  | 8%  | 15%  | 9%   | 11%   | 10%  | 10%  | 9%    | 14%   | 10%   | 8%   |
| **REFUSED**            | 5                                | -                        | 1                           | 3            | -         | 1             | -             | 3     | 2    | -    | 5    | 3    | 1   | 1    | -    | 3     | 2    | 5    | -     | 3    |
|                        | 1%                               | -                        | 1%                          | 2%           | -         | 1%            | -             | 1%    | 1%   | 1%   | 1%   | 1%   | 1%  | -    | -    | -     | 1%   | 1%   | -     | 1%   |
Table 5-8

QUESTION 3: And, would you say that things in Johnson County are going in the right direction, or have they pretty seriously gotten off on the wrong track?

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<td><strong>OPP</strong></td>
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**PUBLIC OPINION STRATEGIES**
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### Table 6-4
Summary of Priorities for Elected Officials: % Top Priority

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PUBLIC OPINION STRATEGIES
| BANNER 5
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| **Table 6-5 Summary of Priorities for Elected Officials: % Top Priority**

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**PUBLIC OPINION STRATEGIES**
### BANNER 6

| STATE HOUSE DISTRICTS | TOTAL | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 |
| BASE=TOTAL SAMPLE     | 800   | 39| 31| 43| 47| 29| 28| 36| 41| 30| 25| 32| 32| 55| 47| 42| 30| 28| 32| 26| 45| 47| 35 |
| 100%                  | 5%    | 4%| 5%| 6%| 4%| 3%| 5%| 4%| 3%| 4%| 7%| 6%| 5%| 4%| 3%| 4%| 3%| 5%| 4%| 6%| 6%| 4% |
| PRE-K TO 12TH GRADE SCHOOLS | 346   | 15| 13| 17| 25| 8 | 10| 19| 25| 12| 13| 17| 18| 25| 14| 20| 13| 7 | 15| 10| 13| 23| 13 |
| 43%                   | 38%   | 44%| 40%| 52%| 28%| 38%| 53%| 61%| 40%| 53%| 52%| 54%| 46%| 31%| 47%| 44%| 25%| 47%| 39%| 29%| 48%| 37% |
| ECONOMIC DEVELOPMENT AND JOB GROWTH | 298   | 9 | 7 | 15| 18| 11| 10| 19| 10| 10| 12| 9 | 10| 24| 17| 15| 11| 9 | 15| 10| 14| 26| 17 |
| 37%                   | 25%   | 23%| 36%| 38%| 38%| 34%| 52%| 23%| 33%| 48%| 29%| 30%| 44%| 36%| 37%| 37%| 32%| 46%| 39%| 31%| 55%| 49% |
| CRIME AND PUBLIC SAFETY | 264   | 11| 9 | 16| 13| 8 | 9 | 14| 10| 10| 13| 15| 9 | 22| 12| 13| 9 | 14| 7 | 12| 15| 14 |
| 33%                   | 28%   | 31%| 37%| 27%| 27%| 32%| 40%| 25%| 33%| 49%| 48%| 27%| 41%| 25%| 28%| 44%| 32%| 42%| 26%| 26%| 32%| 38% |
| ACCESS TO AND QUALITY OF HEALTH CARE | 222   | 6 | 12| 13| 14| 7 | 8 | 11| 8 | 9 | 9 | 9 | 11| 12| 11| 9 | 9 | 5 | 11| 5 | 14| 16| 12 |
| 28%                   | 16%   | 38%| 29%| 31%| 25%| 28%| 21%| 27%| 31%| 37%| 28%| 34%| 23%| 21%| 30%| 18%| 34%| 21%| 31%| 35%| 35% |
| HIGHER EDUCATION      | 199   | 8 | 11| 9 | 9 | 8 | 7 | 10| 7 | 6 | 5 | 10| 9 | 22| 9 | 8 | 10| 7 | 10| 3 | 9 | 14| 9  |
| 19%                   | 20%   | 37%| 22%| 19%| 28%| 24%| 27%| 17%| 18%| 20%| 30%| 27%| 41%| 19%| 19%| 34%| 26%| 32%| 10%| 19%| 30%| 25% |
| ILLEGAL IMMIGRATION   | 129   | 10| 6 | 5 | 9 | 3 | 3 | 2 | 2 | 10| 5 | 5 | 3 | 8 | 8 | 4 | 5 | 9 | 5 | 4 | 10| 8 | 6  |
| 16%                   | 25%   | 20%| 12%| 20%| 11%| 12%| 6% | 4% | 32%| 22%| 15%| 10%| 14%| 17%| 9% | 16%| 32%| 15%| 17%| 23%| 16%| 16% |
| POVERTY IN JOHNSON COUNTY | 119   | 6 | 9| 8 | 3 | 3 | 7 | 6 | 5 | 7 | 2 | 8 | 3 | 10| 4 | 5 | 5 | 3 | 4 | 1 | 9 | 6 | 4  |
| 15%                   | 15%   | 28%| 19%| 7% | 9% | 7% | 14%| 24%| 7% | 25%| 19%| 9% | 11%| 18%| 11%| 12%| 3% | 21%| 13%| 12%| 12%| 12% |
| CITY ROADS, COUNTY ROADS AND HIGHWAYS | 83     | 5 | 5 | 7 | 6 | 1 | 3 | 6 | 5 | 3 | 6 | 9 | 12| 3 | 8 | 2 | 3 | 1 | 7 | 6 | 7  |
| 10%                   | 10%   | 16%| 15%| 11%| 6% | 11%| 15%| 14%| 14%| 14%| 19%| 11%| 19%| 16%| 25%| 6% | 27%| 9% | 9% | 5% | 16%| 12%| 20% |
| LIBRARIES             | 63    | -  | 4 | 4 | 2 | 2 | 2 | 6 | 6 | 2 | 3 | 2 | 4 | 4 | 2 | 3 | 1 | 2 | 5 | 3  |
| 8%                    | 19%   | 8% | 7% | 6% | 9% | 6% | 10%| 19%| 9% | 16%| 3% | 8% | 6% | 4% | 5% | 6% | 10%| 7% | 9% | 10%| 10%| 10% |
| PUBLIC TRANSPORTATION SYSTEMS | 61     | 2 | 3 | 6 | 6 | 4 | 2 | 2 | 6 | 7 | 6 | 2 | 4 | 1 | 2 | 2 | 2 | 2 | 5 | 4  |
| 8%                    | 4%    | 8% | 12%| 5% | 10%| 4% | 6% | 11%| 10%| 5% | 9% | 2% | 4% | 6% | 9% | 4% | 11%| 11%| 11%| 11%| 11% |
| ARTS AND CULTURAL AMENITIES | 38     | 1 | 1 | 5 | -  | 1 | 3 | 4 | 2 | -  | 1 | 3 | 3 | 1 | 2 | 3 | -  | 1 | 1 | 3 | 4 | 1  |

**PUBLIC OPINION STRATEGIES**
### Summary of Priorities for Elected Officials: % Top Priority

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<td>1</td>
<td>6</td>
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<tr>
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<td>189</td>
<td>81</td>
<td>61</td>
<td>60</td>
<td>54</td>
<td>45</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>

**Table 6-7**

|                              | 43%               | 33%                         | 28%                          | 30%                         | 25%                          | 22%                          | 25%                          | 25%                          | 23%                          | 25%                          | 25%                          | 25%                          | 25%                          |
|                              | 4%                | 14%                         | 10%                           | 11%                         | 15%                          | 16%                          | 17%                          | 17%                          | 16%                          | 18%                          | 18%                          | 18%                          | 18%                          |

**PUBLIC OPINION STRATEGIES**

- **JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012**
- **PAGE 55**

**BANNER 7**

- **STATE SENATE DISTRICTS**
- **VS. COUNTRY**
- **PUBLIC WORKFORCE**

**CONTROL OVER PUBLIC EDU**

|                              | 55%               | 55%                          | 55%                          | 55%                          | 55%                          | 55%                          | 55%                          | 55%                          | 55%                          | 55%                          | 55%                          | 55%                          | 55%                          |
|                              | 4%                | 4%                          | 4%                           | 4%                           | 4%                           | 4%                           | 4%                           | 4%                           | 4%                           | 4%                           | 4%                           | 4%                           | 4%                           |

**STATE LOCAL LEAD- LEAD-**

|                              | 100%              | 13%                          | 14%                          | 14%                          | 14%                          | 14%                          | 14%                          | 14%                          | 14%                          | 14%                          | 14%                          | 14%                          | 14%                          |
|                              | 1%                | 1%                          | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           |

**TOO HIGH**

|                              | 100%              | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         |
|                              | 1%                | 1%                          | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           |

**DECREASE SAME**

|                              | 100%              | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         |
|                              | 1%                | 1%                          | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           |

**SAME**

|                              | 100%              | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         |
|                              | 1%                | 1%                          | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           |

**EASE EASE**

|                              | 100%              | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         | 100%                         |
|                              | 1%                | 1%                          | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           | 1%                           |
## Table 6-8: Summary of Priorities for Elected Officials: % Top Priority

<table>
<thead>
<tr>
<th>BASE=TOTAL SAMPLE</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>ENFORCE</th>
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<tbody>
<tr>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
<td>449</td>
</tr>
<tr>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
<td>56%</td>
</tr>
</tbody>
</table>

### PRE-K TO 12TH GRADE SCHOOLS

| LOCAL STRG | SUPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | INCOME | SALES | PROP | YES | NO | GOVT | CIALS | LOCAL OFFI- | CIALS |
|------------|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|--------|-------|------|-----|-----|------|------|---------------|------|
| 100%       | 44%  | 81% | 17% | 71% | 27%  | 58% | 40% | 21% | 77% | 56%  | 46% | 52% | 67%  | 29% | 37% | 56% | 37% | 18%    | 41%   | 50% | 45% | 54%   | 41%  | 39% | 45% | 54% | 41% |

### ECONOMIC DEVELOPMENT AND JOB GROWTH

| LOCAL STRG | SUPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | INCOME | SALES | PROP | YES | NO | GOVT | CIALS | LOCAL OFFI- | CIALS |
|------------|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|--------|-------|------|-----|-----|------|------|---------------|------|
| 100%       | 44%  | 81% | 17% | 71% | 27%  | 58% | 40% | 21% | 77% | 56%  | 46% | 52% | 67%  | 29% | 37% | 56% | 37% | 18%    | 41%   | 50% | 45% | 54% | 41%  | 39% | 45% | 54% | 41% |

### CRIME AND PUBLIC SAFETY

| LOCAL STRG | SUPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | INCOME | SALES | PROP | YES | NO | GOVT | CIALS | LOCAL OFFI- | CIALS |
|------------|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|--------|-------|------|-----|-----|------|------|---------------|------|
| 100%       | 44%  | 81% | 17% | 71% | 27%  | 58% | 40% | 21% | 77% | 56%  | 46% | 52% | 67%  | 29% | 37% | 56% | 37% | 18%    | 41%   | 50% | 45% | 54% | 41%  | 39% | 45% | 54% | 41% |

### ACCESS TO AND QUALITY OF HEALTH CARE

| LOCAL STRG | SUPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | INCOME | SALES | PROP | YES | NO | GOVT | CIALS | LOCAL OFFI- | CIALS |
|------------|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|--------|-------|------|-----|-----|------|------|---------------|------|
| 100%       | 44%  | 81% | 17% | 71% | 27%  | 58% | 40% | 21% | 77% | 56%  | 46% | 52% | 67%  | 29% | 37% | 56% | 37% | 18%    | 41%   | 50% | 45% | 54% | 41%  | 39% | 45% | 54% | 41% |

### PUBLIC TRANSPORTATION SYSTEMS

| LOCAL STRG | SUPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | INCOME | SALES | PROP | YES | NO | GOVT | CIALS | LOCAL OFFI- | CIALS |
|------------|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|--------|-------|------|-----|-----|------|------|---------------|------|
| 100%       | 44%  | 81% | 17% | 71% | 27%  | 58% | 40% | 21% | 77% | 56%  | 46% | 52% | 67%  | 29% | 37% | 56% | 37% | 18%    | 41%   | 50% | 45% | 54% | 41%  | 39% | 45% | 54% | 41% |

### PARKS AND GREEN SPACES

| LOCAL STRG | SUPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | INCOME | SALES | PROP | YES | NO | GOVT | CIALS | LOCAL OFFI- | CIALS |
|------------|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|--------|-------|------|-----|-----|------|------|---------------|------|
| 100%       | 44%  | 81% | 17% | 71% | 27%  | 58% | 40% | 21% | 77% | 56%  | 46% | 52% | 67%  | 29% | 37% | 56% | 37% | 18%    | 41%   | 50% | 45% | 54% | 41%  | 39% | 45% | 54% | 41% |

### ARTS AND CULTURAL AMENITIES

| LOCAL STRG | SUPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | FAV | OPP | SUPP | OPP | FAV | OPP | OPP | INCOME | SALES | PROP | YES | NO | GOVT | CIALS | LOCAL OFFI- | CIALS |
|------------|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|--------|-------|------|-----|-----|------|------|---------------|------|
| 100%       | 44%  | 81% | 17% | 71% | 27%  | 58% | 40% | 21% | 77% | 56%  | 46% | 52% | 67%  | 29% | 37% | 56% | 37% | 18%    | 41%   | 50% | 45% | 54% | 41%  | 39% | 45% | 54% | 41% |

### PUBLIC OPINION STRATEGIES
### Table 7-1: Summary of Priorities for Elected Officials: % Total High Priority

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>GOP</td>
</tr>
<tr>
<td></td>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
</tr>
<tr>
<td>CITY ROADS, COUNTY ROADS AND HIGHWAYS</td>
<td>77%</td>
<td>74%</td>
<td>80%</td>
<td>76%</td>
</tr>
<tr>
<td>LIBRARIES</td>
<td>71%</td>
<td>67%</td>
<td>75%</td>
<td>77%</td>
</tr>
<tr>
<td>POVERTY IN JOHNSON COUNTY</td>
<td>67%</td>
<td>64%</td>
<td>70%</td>
<td>63%</td>
</tr>
<tr>
<td>PARKS AND GREEN SPACES</td>
<td>65%</td>
<td>60%</td>
<td>67%</td>
<td>63%</td>
</tr>
<tr>
<td>CRIME AND PUBLIC SAFETY</td>
<td>63%</td>
<td>65%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>HIGHER EDUCATION</td>
<td>63%</td>
<td>62%</td>
<td>64%</td>
<td>66%</td>
</tr>
<tr>
<td>HEALTH CARE</td>
<td>60%</td>
<td>64%</td>
<td>51%</td>
<td>59%</td>
</tr>
<tr>
<td>JOB GROWTH</td>
<td>60%</td>
<td>65%</td>
<td>55%</td>
<td>57%</td>
</tr>
<tr>
<td>PUBLIC TRANSPORTATION SYSTEMS</td>
<td>58%</td>
<td>53%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>ARTS AND CULTURAL AMENITIES</td>
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<td>45%</td>
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<td>50%</td>
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<tr>
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<td>52%</td>
<td>53%</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>PRE-K TO 12TH GRADE SCHOOLS</td>
<td>50%</td>
<td>56%</td>
<td>45%</td>
<td>40%</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 7-2

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<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td>GOP/WOMEN</td>
<td>IND/MEN</td>
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<td>TOTAL</td>
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<td>COLLEGE+</td>
<td>MEN</td>
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<td>CITY ROADS, COUNTY ROADS AND HIGHWAYS</td>
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<tr>
<td>CRIME AND PUBLIC SAFETY</td>
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<tr>
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<tr>
<td>ECONOMIC DEVELOPMENT AND JOB GROWTH</td>
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<tr>
<td>PUBLIC TRANSPORTATION SYSTEMS</td>
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<tr>
<td>ARTS AND CULTURAL AMENITIES</td>
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<tr>
<td>ILLEGAL IMMIGRATION</td>
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<tr>
<td>PRE-K TO 12TH GRADE SCHOOLS</td>
<td></td>
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</table>
Table 7-3: Summary of Priorities for Elected Officials: % Total High Priority

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<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
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<td>$100K+</td>
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<tr>
<td>HIGHER EDUCATION</td>
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<tr>
<td>ACCESS TO AND QUALITY OF HEALTH CARE</td>
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<tr>
<td>ECONOMIC DEVELOPMENT AND JOB GROWTH</td>
<td>21%</td>
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<td>PUBLIC TRANSPORTATION SYSTEMS</td>
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<td>ARTS AND CULTURAL AMENITIES</td>
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<tr>
<td>PRE-K TO 12TH GRADE SCHOOLS</td>
<td></td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
| Base | Single | In- | Out- | Total | Yes | No | Family | Side | Yes | No | Kids | Schools | Mood | Of Johnson County | Mood | Of State | Mood | Of Country | Sample | Phone Type | Land- | Unwgt |
|------|--------|-----|------|-------|-----|----|--------|-----|-----|----|-----|------|---------|------|------------------|------|--------|------|------------|--------|------------|------|-------|
|      |        |     |      |       |     |    |        |     |     |    |    |      |         |      |                  |      |          |      |            |        |             |      |       |
| City Roads, County Roads | 615 | 377 | 238 | 64 | 21 | 382 | 39 | 3 | 32 | 3 | 22 | 3 | 32 | 3 | 32 | 3 | 32 | 3 | 32 | 3 | 32 | 3 | 32 |
| And Highways | 77% | 68% | 71% | 74% | 68% | 74% | 68% | 72% | 67% | 68% | 68% | 68% | 68% | 68% | 68% | 68% | 68% | 68% | 68% | 68% | 68% | 68% | 68% |
| Libraries | 576 | 313 | 263 | 511 | 50 | 258 | 272 | 272 | 303 | 215 | 151 | 247 | 83 | 191 | 55 | 55 | 55 | 55 | 55 | 55 | 55 | 55 | 55 | 55 |
| Povert | 535 | 305 | 230 | 483 | 7 | 218 | 225 | 225 | 251 | 125 | 90 | 170 | 51 | 126 | 35 | 35 | 35 | 35 | 35 | 35 | 35 | 35 | 35 | 35 |
| Parks and Green Spaces | 521 | 291 | 230 | 483 | 3 | 216 | 227 | 227 | 253 | 116 | 78 | 168 | 60 | 121 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | 31 | 31 |
| Crime and Public Safety | 508 | 291 | 217 | 457 | 5 | 214 | 223 | 223 | 251 | 118 | 85 | 163 | 61 | 116 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Higher Education | 503 | 292 | 225 | 457 | 4 | 212 | 221 | 221 | 249 | 119 | 83 | 166 | 61 | 116 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Access to and Quality of Health Care | 479 | 263 | 215 | 440 | 5 | 216 | 223 | 223 | 250 | 117 | 85 | 164 | 60 | 114 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Economic Development and Job Growth | 478 | 268 | 208 | 440 | 4 | 212 | 221 | 221 | 249 | 119 | 84 | 165 | 61 | 114 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Public Transportation Systems | 465 | 253 | 211 | 411 | 4 | 210 | 220 | 220 | 249 | 118 | 84 | 164 | 60 | 114 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Arts and Cultural Amenities | 447 | 243 | 204 | 407 | 3 | 211 | 219 | 219 | 251 | 116 | 83 | 165 | 60 | 114 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Illegal Immigration | 414 | 234 | 179 | 372 | 3 | 187 | 206 | 206 | 243 | 115 | 82 | 165 | 60 | 114 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Pre-K to 12th Grade Schools | 404 | 223 | 179 | 365 | 3 | 186 | 203 | 203 | 243 | 114 | 81 | 165 | 60 | 114 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| **PUBLIC OPINION STRATEGIES** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
Table 7-5
Summary of Priorities for Elected Officials: % Total High Priority

BANNER 5

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<th>COUNTY COMMISSION DISTRICT</th>
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<th>DATES</th>
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<td>MISSOURI</td>
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P U B L I C   O P I N I O N   S T R A T E G I E S
### Table 7-6: Summary of Priorities for Elected Officials: % Total High Priority

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<th>POVERTY IN JOHNSON COUNTY</th>
<th>PARKS AND GREEN SPACES</th>
<th>CRIME AND PUBLIC SAFETY</th>
<th>HIGHER EDUCATION</th>
<th>ACCESS TO AND QUALITY OF HEALTH CARE</th>
<th>ECONOMIC DEVELOPMENT AND JOB GROWTH</th>
<th>PUBLIC TRANSPORTATION SYSTEMS</th>
<th>ARTS AND CULTURAL AMENITIES</th>
<th>ILLEGAL IMMIGRATION</th>
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### Table 7-7: Summary of Priorities for Elected Officials: % Total High Priority

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<th>IN COUNTRY</th>
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**Public Opinion Strategies**
Table 7-8

Summary of Priorities for Elected Officials: % Total High Priority

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<th>Poverty in Johnson County</th>
<th>Parks and Green Spaces</th>
<th>Crime and Public Safety</th>
<th>Higher Education</th>
<th>Access to and Quality of Health Care</th>
<th>Economic Development and Job Growth</th>
<th>Public Transportation Systems</th>
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P U B L I C   O P I N I O N   S T R A T E G I E S
Table 8-1

QUESTION 4: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Economic development and job growth

BANNER 1

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PUBLIC OPINION STRATEGIES
Table 8-2

**QUESTION 4:**
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

**Economic development and job growth**

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PUBLIC OPINION STRATEGIES
Table 8-3

Question 4: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Economic development and job growth

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PUBLIC OPINION STRATEGIES
Table 8-4

QUESTION 4: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Economic development and job growth

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PUBLIC OPINION STRATEGIES
Table 8-5

QUESTION 4: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Economic development and job growth

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PUBLIC OPINION STRATEGIES
Table 8-6

QUESTION 4:
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Economic development and job growth

STATE HOUSE DISTRICTS

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PUBLIC OPINION STRATEGIES
Table 8-7
QUESTION 4: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Economic development and job growth

| BANNER 7 | JOHNSON CO ECON SERVICES GOV’T SPENDING CONTROL JCCC/ECON JCCC PREPARE JCCC | STATE SENATE DISTRICTS VS. COUNTRY FOR TAXES IN COUNTY PUBLIC EDU JCCC IMAGE DEVELOP WORKFORCE |
|----------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| TOTAL    | 7                                | 8                                | 9                                | 10                                | 11                                | 23                                | 37                                | BETTER SAME | TOO HIGH | ABOUT INCR- DECR- LEAD- LEAD- VERY FAV FAV AGREE AGREE AGREE |
| BASE=TOTAL SAMPLE | 800 | 106 | 115 | 112 | 115 | 110 | 124 | 118 | 602 | 189 | 225 | 564 | 172 | 114 | 483 | 52 | 721 | 545 | 742 | 661 | 112 | 683 | 40 |
| TOP PRIORITY | 298 | 34 | 41 | 33 | 46 | 44 | 50 | 49 | 215 | 79 | 91 | 202 | 57 | 44 | 182 | 18 | 272 | 210 | 275 | 251 | 40 | 253 | 13 |
| TOTAL HIGH PRIORITY | 478 | 71 | 72 | 74 | 67 | 62 | 66 | 67 | 373 | 100 | 122 | 351 | 110 | 59 | 292 | 31 | 430 | 319 | 448 | 395 | 65 | 413 | 27 |
| NOT HIGH PRIORITY | 23 | 2 | 2 | 4 | 2 | 3 | 7 | 2 | 13 | 9 | 12 | 10 | 4 | 10 | 9 | 2 | 19 | 16 | 18 | 14 | 7 | 16 | 1 |
| TOP PRIORITY | 298 | 34 | 41 | 33 | 46 | 44 | 50 | 49 | 215 | 79 | 91 | 202 | 57 | 44 | 182 | 18 | 272 | 210 | 275 | 251 | 40 | 253 | 13 |
| TOTAL HIGH PRIORITY | 478 | 71 | 72 | 74 | 67 | 62 | 66 | 67 | 373 | 100 | 122 | 351 | 110 | 59 | 292 | 31 | 430 | 319 | 448 | 395 | 65 | 413 | 27 |
| NOT HIGH PRIORITY | 23 | 2 | 2 | 4 | 2 | 3 | 7 | 2 | 13 | 9 | 12 | 10 | 4 | 10 | 9 | 2 | 19 | 16 | 18 | 14 | 7 | 16 | 1 |
| TOP PRIORITY | 298 | 34 | 41 | 33 | 46 | 44 | 50 | 49 | 215 | 79 | 91 | 202 | 57 | 44 | 182 | 18 | 272 | 210 | 275 | 251 | 40 | 253 | 13 |
| TOTAL HIGH PRIORITY | 478 | 71 | 72 | 74 | 67 | 62 | 66 | 67 | 373 | 100 | 122 | 351 | 110 | 59 | 292 | 31 | 430 | 319 | 448 | 395 | 65 | 413 | 27 |
| NOT HIGH PRIORITY | 23 | 2 | 2 | 4 | 2 | 3 | 7 | 2 | 13 | 9 | 12 | 10 | 4 | 10 | 9 | 2 | 19 | 16 | 18 | 14 | 7 | 16 | 1 |
| TOP PRIORITY | 298 | 34 | 41 | 33 | 46 | 44 | 50 | 49 | 215 | 79 | 91 | 202 | 57 | 44 | 182 | 18 | 272 | 210 | 275 | 251 | 40 | 253 | 13 |
| TOTAL HIGH PRIORITY | 478 | 71 | 72 | 74 | 67 | 62 | 66 | 67 | 373 | 100 | 122 | 351 | 110 | 59 | 292 | 31 | 430 | 319 | 448 | 395 | 65 | 413 | 27 |
| NOT HIGH PRIORITY | 23 | 2 | 2 | 4 | 2 | 3 | 7 | 2 | 13 | 9 | 12 | 10 | 4 | 10 | 9 | 2 | 19 | 16 | 18 | 14 | 7 | 16 | 1 |

PUBLIC OPINION STRATEGIES
Table 8-8

QUESTION 4: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Economic development and job growth

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P U B L I C   O P I N I O N   S T R A T E G I E S
Table 9-1

**QUESTION 5:** Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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**Public Opinion Strategies**
Table 9-2

QUESTION 5: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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PUBLIC OPINION STRATEGIES
Table 9-3

QUESTION 5: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

**Arts and cultural amenities**

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**PUBLIC OPINION STRATEGIES**
Table 9-4

QUESTION 5: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Arts and cultural amenities

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PUBLIC OPINION STRATEGIES
**Table 9-5**

**QUESTION 5:**
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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**PUBLIC OPINION STRATEGIES**
Table 9-6

**QUESTION 5:** Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

**Arts and cultural amenities**

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**STATE HOUSE DISTRICTS**

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**PUBLIC OPINION STRATEGIES**
Table 9-7

QUESTION 5: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Arts and cultural amenities

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PUBLIC OPINION STRATEGIES
**Table 9-8**

**QUESTION 5:**

Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

**Arts and cultural amenities**

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**PUBLIC OPINION STRATEGIES**
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Crime and public safety

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PUBLIC OPINION STRATEGIES
Table 10-2

QUESTION 6: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Crime and public safety

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Table 10-3

QUESTION 6:
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Crime and public safety

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Table 10-4

QUESTION 6: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Crime and public safety

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PUBLIC OPINION STRATEGIES
Table 10-5

QUESTION 6: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Crime and public safety

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PUBLIC OPINION STRATEGIES
Table 10-6

**QUESTION 6:** Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Crime and public safety

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**PUBLIC OPINION STRATEGIES**
Table 10-7

 QUESTION 6:  Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Crime and public safety

BANNER 7

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PUBLICATION STRATEGIES
Table 10-8

QUESTION 6: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Crime and public safety

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P U B L I C   O P I N I O N   S T R A T E G I E S
**Table 11-1**

**QUESTION 7:** Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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**PUBLIC OPINION STRATEGIES**
Table 11-2

QUESTION 7: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Pre-K to 12th grade schools

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<td>9</td>
<td>24</td>
<td>62</td>
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<tr>
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<td>11</td>
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</tbody>
</table>
Table 11-3

QUESTION 7: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Pre-K to 12th grade schools

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th>PART/INCOME</th>
<th>PARTY/INCOME</th>
<th>INCOME</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
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<td>UNDER $60K</td>
<td>$80K- $100K</td>
<td>$100K+</td>
<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
<td>PROT-</td>
</tr>
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<td>UNDER</td>
<td>OVER</td>
<td>UNDER</td>
<td>UNDER</td>
<td>UNDER</td>
<td>SPRT</td>
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<tr>
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<td>$80K</td>
<td>$80K+</td>
<td>$80K</td>
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<th>PARTY/INCOME</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<td></td>
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<td></td>
<td></td>
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<tr>
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<td></td>
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<td></td>
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<tr>
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</table>

PUBLIC OPINION STRATEGIES
Table 11-4

**QUESTION 7:**

Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Pre-K to 12th schools

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435 KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<tbody>
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<td>TOTAL</td>
<td>TOTAL</td>
<td>TOTAL</td>
<td>TOTAL</td>
<td>TOTAL</td>
<td></td>
<td></td>
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<tr>
<td>BASE=TOTAL SAMPLE</td>
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<td>443</td>
<td>356</td>
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<td>44%</td>
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<td>9%</td>
<td>9%</td>
<td>100%</td>
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<tr>
<td>TOP PRIORITY</td>
<td>346</td>
<td>195</td>
<td>152</td>
<td>313</td>
<td>29</td>
<td>29</td>
<td>356</td>
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<tr>
<td>TOP PRIORITY</td>
<td>43%</td>
<td>44%</td>
<td>43%</td>
<td>42%</td>
<td>46%</td>
<td>46%</td>
<td>436</td>
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<tr>
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<td>404</td>
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<td>179</td>
<td>365</td>
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<td>35</td>
<td>443</td>
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<td>50%</td>
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<td>24</td>
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<tr>
<td>NOT HIGH PRIORITY</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>TOP PRIORITY</td>
<td>346</td>
<td>195</td>
<td>152</td>
<td>313</td>
<td>29</td>
<td>29</td>
<td>356</td>
</tr>
<tr>
<td>TOP PRIORITY</td>
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<td>44%</td>
<td>43%</td>
<td>42%</td>
<td>46%</td>
<td>46%</td>
<td>436</td>
</tr>
<tr>
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<td>169</td>
<td>139</td>
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<td>25</td>
<td>25</td>
<td>365</td>
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<td>39%</td>
<td>39%</td>
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<td>39%</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
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<td>94</td>
<td>55</td>
<td>40</td>
<td>84</td>
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<td>11</td>
<td>365</td>
</tr>
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<td>12%</td>
<td>12%</td>
<td>11%</td>
<td>12%</td>
<td>15%</td>
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<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
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<td>1</td>
<td>1</td>
<td>2</td>
<td>-</td>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 11-5

QUESTION 7:
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Pre-K to 12th grade schools

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
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<tbody>
<tr>
<td>SHAW-</td>
<td>MISS-</td>
<td>BLUE</td>
<td>GARD-</td>
</tr>
<tr>
<td>TOTAL</td>
<td>ION</td>
<td>VALLEY</td>
<td>OLATHE</td>
</tr>
<tr>
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<td>800</td>
<td>352</td>
<td>167</td>
</tr>
<tr>
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<td>44%</td>
<td>21%</td>
<td>24%</td>
</tr>
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<td>TOP PRIORITY</td>
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<td>69</td>
</tr>
<tr>
<td>43%</td>
<td>47%</td>
<td>41%</td>
<td>40%</td>
</tr>
<tr>
<td>TOTAL HIGH PRIORITY</td>
<td>404</td>
<td>170</td>
<td>84</td>
</tr>
<tr>
<td>50%</td>
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<td>6%</td>
</tr>
<tr>
<td>TOP PRIORITY</td>
<td>346</td>
<td>165</td>
<td>69</td>
</tr>
<tr>
<td>43%</td>
<td>47%</td>
<td>41%</td>
<td>40%</td>
</tr>
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<td>VERY HIGH PRIORITY</td>
<td>309</td>
<td>140</td>
<td>58</td>
</tr>
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<td>40%</td>
<td>35%</td>
<td>42%</td>
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<td>94</td>
<td>30</td>
<td>26</td>
</tr>
<tr>
<td>12%</td>
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<td>11%</td>
</tr>
<tr>
<td>NOT HIGH PRIORITY</td>
<td>48</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>6%</td>
<td>4%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>DON’T KNOW</td>
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<td>1</td>
<td>2</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1%</td>
</tr>
</tbody>
</table>
Table 11-6

QUESTION 7: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Pre-K to 12th grade schools

BANNER 6

| BASE=TOTAL SAMPLE | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| TOTAL             | 800| 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |
| 100%              | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% | 4% |
| TOP PRIORITY      | 346| 15 | 13 | 17 | 25 | 8  | 10 | 19 | 25 | 12 | 13 | 17 | 18 | 25 | 14 | 20 | 13 | 7  | 15 | 10 | 13 | 23 | 13 |
| 43%              | 38%| 44%| 40%| 52%| 28%| 38%| 53%| 61%| 40%| 53%| 52%| 54%| 46%| 31%| 47%| 44%| 25%| 47%| 39%| 29%| 48%| 37%|
| TOTAL HIGH PRIORITY | 404| 22 | 16 | 23 | 21 | 19 | 15 | 15 | 14 | 24 | 29 | 17 | 15 | 19 | 14 | 28 | 22 | 19 |
| 50%              | 58%| 52%| 54%| 44%| 65%| 52%| 41%| 32%| 57%| 43%| 48%| 43%| 45%| 62%| 41%| 49%| 68%| 46%| 56%| 63%| 47%| 54%|
| NOT HIGH PRIORITY | 48 | 2  | 1  | 2  | 1  | 1  | -  | 1  | 4  | 3  | 5  | 2  | 2  | 2  | 1  | 4  | 2  | 3  |
| 6%               | 4% | 4% | 6% | 3% | 7% | 10%| 6% | 5% | 3% | 5% | -  | 2% | 8% | 7% | 12%| 5% | 7% | 5% | 8% | 5% | 9% | 6% |
| TOP PRIORITY      | 346| 15 | 13 | 17 | 25 | 8  | 10 | 19 | 25 | 12 | 13 | 17 | 18 | 25 | 14 | 20 | 13 | 7  | 15 | 10 | 13 | 23 | 13 |
| 43%              | 38%| 44%| 40%| 52%| 28%| 38%| 53%| 61%| 40%| 53%| 52%| 54%| 46%| 31%| 47%| 44%| 25%| 47%| 39%| 29%| 48%| 37%|
| VERY HIGH PRIORITY | 309| 18 | 14 | 19 | 18 | 14 | 15 | 12 | 16 | 6  | 10 | 13 | 20 | 21 | 12 | 7  | 13 | 10 | 8  | 19 | 16 | 13 |
| 39%              | 47%| 43%| 38%| 48%| 45%| 41%| 30%| 53%| 23%| 33%| 40%| 36%| 46%| 29%| 23%| 49%| 31%| 32%| 43%| 34%| 38%|
| SOMewhat HIGH PRIORITY | 94 | 4  | 2  | 5  | 3  | 5  | 2  | -  | 1  | 1  | 5  | 5  | 1  | 5  | 7  | 5  | 8  | 5  | 6  | 9  | 6  |
| 12%              | 10%| 6% | 11%| 6% | 16%| 7% | -  | 2% | 3% | 20%| 15%| 3% | 8% | 16%| 12%| 26%| 19%| 14%| 24%| 20%| 13%| 16%|
| NOT HIGH PRIORITY | 48 | 2  | 1  | 2  | 1  | 2  | 3  | 2  | 2  | 1  | 1  | -  | 1  | 4  | 3  | 5  | 2  | 2  | 1  | 4  | 2  | 3  |
| 6%               | 4% | 4% | 6% | 3% | 7% | 10%| 6% | 5% | 3% | 5% | -  | 2% | 8% | 7% | 12%| 5% | 7% | 5% | 8% | 5% | 9% | 6% |
| DON'T KNOW       | 2  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |
|                | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |
Table 11-7
QUESTION 7: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Pre-K to 12th grade schools

<table>
<thead>
<tr>
<th>BANNER 7</th>
<th>JOHNSON</th>
<th>CO ECON</th>
<th>SERVICES</th>
<th>GOV’T SPENDING</th>
<th>CONTROL</th>
<th>JCCC/ECON</th>
<th>JCCC/IMAGE</th>
<th>JCCC DEVELOP</th>
<th>JCCC WORKFORCE</th>
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</thead>
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<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>115</td>
<td>110</td>
<td>124</td>
<td>118</td>
<td>602</td>
</tr>
<tr>
<td>TOP PRIORITY</td>
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<td>59</td>
<td>49</td>
<td>40</td>
<td>50</td>
<td>51</td>
<td>48</td>
<td>50</td>
<td>262</td>
</tr>
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<td>61</td>
<td>66</td>
<td>60</td>
<td>48</td>
<td>66</td>
<td>58</td>
<td>308</td>
</tr>
<tr>
<td>NOT HIGH PRIORITY</td>
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<td>10</td>
<td>31</td>
</tr>
<tr>
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<td>309</td>
<td>37</td>
<td>53</td>
<td>55</td>
<td>41</td>
<td>40</td>
<td>230</td>
<td>74</td>
<td>81</td>
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<td>7</td>
<td>9</td>
<td>11</td>
<td>19</td>
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<td>16</td>
<td>17</td>
<td>78</td>
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<tr>
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<td>1</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 11-8

QUESTION 7: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Pre-K to 12th schools

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<th>BANNER 8</th>
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<th>TAXES FOR</th>
<th>TAXES FOR</th>
<th>TAXES FOR</th>
<th>TAXES FOR</th>
<th>TAXES FOR</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
</tr>
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<td>EDUCATION</td>
<td>HIGHER EDU</td>
<td>FOR NEW TERMINAL</td>
<td>FOR TRANSIT</td>
<td>FOR ROADS</td>
<td>FOR ONLINE</td>
<td>PROBLEM</td>
<td>ENFORCE</td>
<td>LOCAL STRG</td>
</tr>
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<td>----------</td>
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</tr>
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<td>TOTAL FAV</td>
<td>TOTAL OPP</td>
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<td>--------</td>
<td>--------</td>
<td>--------</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
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<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>613</td>
<td>449</td>
<td>369</td>
<td>420</td>
</tr>
<tr>
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<td>174</td>
<td>291</td>
<td>45</td>
<td>294</td>
<td>45</td>
<td>224</td>
<td>116</td>
<td>85</td>
<td>247</td>
</tr>
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<td>269</td>
<td>128</td>
<td>227</td>
<td>171</td>
<td>81</td>
<td>319</td>
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PUBLIC OPINION STRATEGIES
Table 12-1  
QUESTION 8: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Higher education  

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<td>35%</td>
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P U B L I C   O P I N I O N   S T R A T E G I E S
Table 12-2

QUESTION 8: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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<td>107</td>
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PUBLIC OPINION STRATEGIES
Table 12-3

QUESTION 8: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Higher education

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<th>TEA PARTY</th>
<th>RELIGION</th>
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<th>LENGTH OF RESIDENCY</th>
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| PUBLICATION STRATEGIES |
Table 12-4

**QUESTION 8:** Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

**Higher education**

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<th>Work in Johnson County</th>
<th>Type of Home</th>
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<th>Kids</th>
<th>Schools of County</th>
<th>Mood of State</th>
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**WORK IN JOHNSON COUNTY**

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**PUBLIC OPINION STRATEGIES**
Table 12-5

QUESTION 8: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

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Table 12-6

**QUESTION 8:** Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

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**PUBLICATION STRATEGIES**
Table 12-7

QUESTION 8: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Higher education

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<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUC</th>
<th>JCCC IMAGE DEVELOP</th>
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PUBLICATION STRATEGIES
Table 12-8

QUESTION 8: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Higher education

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PUBLIC OPINION STRATEGIES
Table 13-1

QUESTION 9: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Access to and quality of health care

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Table 13-2
QUESTION 9: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

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| **P U B L I C O P I N I O N S T R A T E G I E S** |
Table 13-3

QUESTION 9: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Access to and quality of health care

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PUBLIC OPINION STRATEGIES
Table 13-4

QUESTION 9: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Access to and quality of health care

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PUBLIC OPINION STRATEGIES
Table 13-5

QUESTION 9: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Access to and quality of health care

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P U B L I C   O P I N I O N   S T R A T E G I E S
Table 13-6

QUESTION 9:
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Access to and quality of health care

|                  | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **TOTAL**        | 800| 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 | 100%| 5% | 4% | 5% | 6% | 4% | 5% | 4% | 4% | 7% | 6% | 5% | 4% | 3% | 5% | 6% | 6% | 4% |
| **BASE=TOTAL**   | 800| 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 | 100%| 5% | 4% | 5% | 6% | 4% | 5% | 4% | 4% | 7% | 6% | 5% | 4% | 3% | 5% | 6% | 6% | 4% |
| **TOP PRIORITY** | 222| 6  | 12 | 13 | 14 | 7  | 8  | 8  | 11 | 9  | 9  | 9  | 11 | 12 | 11 | 9  | 9  | 5  | 11 | 5  | 14 | 16 | 12 | 28% | 16%| 38%| 29%| 31%| 25%| 28%| 21%| 27%| 31%| 37%| 28%| 34%| 23%| 23%| 21%| 30%| 18%| 34%| 21%| 31%| 35%| 35% |
| **TOTAL HIGH**   | 479| 31 | 17 | 25 | 28 | 16 | 16 | 22 | 25 | 18 | 13 | 20 | 18 | 37 | 28 | 24 | 16 | 17 | 20 | 16 | 27 | 26 | 19 | 60% | 80%| 55%| 57%| 60%| 56%| 58%| 61%| 60%| 61%| 52%| 63%| 55%| 68%| 59%| 58%| 54%| 61%| 62%| 61%| 59%| 55%| 53% |
| **NOT HIGH**     | 91 | 2  | 1  | 6  | 3  | 5  | 4  | 5  | 5  | 2  | 3  | 3  | 3  | 4  | 3  | 4  | 8  | 9  | 4  | 6  | 1  | 5  | 4  | 4  | 11% | 4% | 4% | 14%| 6% | 16%| 14%| 14%| 13%| 8% | 11%| 9% | 8% | 8% | 16%| 22%| 13%| 21%| 4% | 19%| 10%| 8% | 13% |
| **TOP PRIORITY** | 222| 6  | 12 | 13 | 14 | 7  | 8  | 8  | 11 | 9  | 9  | 9  | 11 | 12 | 11 | 9  | 9  | 5  | 11 | 5  | 14 | 16 | 12 | 28% | 16%| 38%| 29%| 31%| 25%| 28%| 21%| 27%| 31%| 37%| 28%| 34%| 23%| 23%| 21%| 30%| 18%| 34%| 21%| 31%| 35%| 35% |
| **VERY HIGH**    | 287| 14 | 8  | 13 | 18 | 9  | 11 | 12 | 15 | 11 | 6  | 12 | 11 | 27 | 21 | 14 | 9  | 12 | 11 | 7  | 13 | 19 | 13 | 36% | 37%| 28%| 31%| 39%| 31%| 38%| 34%| 36%| 36%| 25%| 38%| 35%| 49%| 44%| 33%| 31%| 44%| 34%| 26%| 29%| 40%| 36% |
| **SOMETHING HIGH**| 192| 17 | 8  | 11 | 10 | 7  | 6  | 10 | 10 | 8  | 7  | 8  | 6  | 10 | 7  | 10 | 7  | 5  | 9  | 9  | 14 | 7  | 6  | 24% | 43%| 27%| 26%| 22%| 25%| 20%| 27%| 24%| 25%| 27%| 25%| 20%| 19%| 15%| 25%| 24%| 26%| 28%| 34%| 30%| 16%| 16% |
| **NOT HIGH**     | 91 | 2  | 1  | 6  | 3  | 5  | 4  | 5  | 5  | 2  | 3  | 3  | 3  | 4  | 8  | 9  | 4  | 6  | 1  | 5  | 4  | 4  | 4  | 11% | 4% | 4% | 14%| 6% | 16%| 14%| 14%| 13%| 8% | 11%| 9% | 8% | 8% | 16%| 22%| 13%| 21%| 4% | 19%| 10%| 8% | 13% |
| **DON'T KNOW**   | 7  | -  | 1  | -  | 1  | -  | 1  | -  | -  | -  | -  | -  | 1  | 1  | 1  | -  | 1  | -  | -  | -  | 1  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |
| **REFUSED**      | 2  | -  | -  | -  | 1  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | 2% | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |

PUBLISHER OPINION STRATEGIES
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Access to and quality of health care

**Banner 7**

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<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE DEVELOP</th>
<th>JCCC/ECON PREPARE</th>
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**Public Opinion Strategies**
Table 13-8

**QUESTION 9:**

Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Access to and quality of health care

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**PUBLICATION STRATEGIES**
Table 14-1

QUESTION 10: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

### Public Transportation Systems

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<td>116</td>
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### Other Options

- **Very High Priority**:
  - 133 (17%)
  - 63 (8%)
  - 69 (18%)
  - 40 (23%)
  - 23 (25%)
  - 25 (39%)
  - 25 (39%)
  - 43 (59%)
  - 26 (35%)
  - 43 (66%)
  - 26 (35%)
  - 35 (46%)
  - 60 (34%)
  - 33 (57%)
  - 12 (21%)
  - 21 (34%)
  - 46 (7%)
  - 61 (23%)

- **Somewhat High Priority**:
  - 332 (41%)
  - 142 (44%)
  - 190 (60%)
  - 64 (85%)
  - 95 (53%)
  - 53 (69%)
  - 69 (48%)
  - 48 (45%)
  - 57 (67%)
  - 127 (60%)
  - 60 (79%)
  - 58 (137%)
  - 84 (93%)
  - 45 (35%)
  - 49 (66%)
  - 112 (17%)
  - 37 (75%)
  - 137 (61%)
  - 44 (41%)
  - 49 (57%)
  - 137 (60%)
  - 93 (58%)
  - 60 (79%)
  - 127 (60%)
  - 60 (79%)

- **Not High Priority**:
  - 267 (33%)
  - 151 (28%)
  - 116 (44%)
  - 44 (93%)
  - 93 (49%)
  - 32 (102%)
  - 102 (87%)
  - 84 (97%)
  - 32 (87%)
  - 102 (87%)
  - 84 (97%)
  - 32 (87%)
  - 102 (87%)
  - 84 (97%)
  - 32 (87%)
  - 102 (87%)
  - 84 (97%)
  - 32 (87%)

- **Don’t Know**:
  - 5 (1%)
  - 3 (1%)
  - 3 (1%)
  - 2 (1%)
  - 1 (1%)

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**Public Opinion Strategies**
QUESTION 10: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

**Public transportation systems**

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PUBLIC OPINION STRATEGIES
Table 14-3

QUESTION 10: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Public transportation systems

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P U B L I C O P I N I O N S T R A T E G I E S
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

### Questions

#### Table 14-4

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**Public Transportation Systems**

**Banner 4**
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Public transportation systems

<table>
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<th>SCHOOL DISTRICT</th>
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<td>267  108  62  68  9  6  16</td>
<td>46  48  48  39  50</td>
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<td>16  9  11  13  7</td>
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</tr>
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<td>46  48  48  39  50</td>
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Table 14-6

QUESTION 10: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Public transportation systems

BANNER 6

| TOTAL | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=TOTAL SAMPLE | 800 | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |
| TOP PRIORITY | 63 | - | 6 | 4 | 3 | 2 | 2 | 2 | 4 | 6 | 2 | 3 | 5 | 2 | 4 | 2 | - | 3 | 1 | 1 | 2 | 5 | 3 |
| TOTAL HIGH PRIORITY | 465 | 25 | 14 | 24 | 29 | 17 | 15 | 24 | 24 | 19 | 13 | 21 | 18 | 31 | 25 | 18 | 19 | 16 | 20 | 14 | 29 | 28 | 20 |
| NOT HIGH PRIORITY | 267 | 12 | 11 | 15 | 15 | 10 | 10 | 8 | 12 | 5 | 10 | 8 | 9 | 22 | 17 | 22 | 11 | 8 | 10 | 11 | 14 | 14 | 13 |
| TOP PRIORITY | 63 | - | 6 | 4 | 3 | 2 | 2 | 2 | 4 | 6 | 2 | 3 | 5 | 2 | 4 | 2 | - | 3 | 1 | 1 | 2 | 5 | 3 |
| VERY HIGH PRIORITY | 133 | 4 | 3 | 4 | 7 | 6 | 5 | 8 | 7 | 3 | 2 | 8 | 10 | 9 | 7 | 1 | 4 | 3 | 6 | 7 | 9 | 10 | 8 |
| SOMEWHAT HIGH PRIORITY | 332 | 21 | 11 | 21 | 21 | 11 | 10 | 16 | 18 | 15 | 11 | 13 | 9 | 22 | 18 | 17 | 15 | 14 | 7 | 20 | 18 | 12 |
| NOT HIGH PRIORITY | 267 | 12 | 11 | 15 | 15 | 10 | 10 | 8 | 12 | 5 | 10 | 8 | 9 | 22 | 17 | 22 | 11 | 8 | 10 | 11 | 14 | 14 | 13 |
| DON'T KNOW | 5 | 2 | - | - | - | - | 2 | 1 | - | - | - | - | - | 1 | - | - | - | - | - | 1 | - | - | - |
| 1% | 5% | - | - | - | - | 4% | 2% | - | - | - | - | - | - | 1% | - | - | - | - | - | 1% | - | - | - | - |

PUBLIC OPINION STRATEGIES
Table 14-7

QUESTION 10:

Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Public transportation systems

| BANNER 7 | JOHNSON | CO | ECON | SERVICES | GOV'T | SPENDING | CONTROL | OVER | PUBLIC EDU | JCCC | IMAGE | JCCC/ECON | DEVELOP | JCCC | PREPARE | HORSE | WORKFORCE | HORSE | GRAPHIC | DON’T KNOW |
|----------|---------|----|------|----------|-------|----------|---------|------|-------------|------|--------|-----------|---------|------|---------|--------|-----------|--------|----------|
| STATE SENATE DISTRICTS | VS. COUNTRY | FOR TAXES | IN COUNTY | STATE | LOCAL | LEAD- | LEAD- | VERY | FAV | FAV | AGREE | AGREE | AGREE |
| TOTAL | 7 | 8 | 9 | 10 | 11 | 23 | 37 | BETTER | SAME | TOO | HIGH | ABOUT | INCR- | DECR- | SAME | EARS | EARS | FAV | FAV | AGREE | AGREE | AGREE |
| BASE=TOTAL SAMPLE | 800 | 106 | 115 | 112 | 115 | 110 | 124 | 118 | 602 | 189 | 225 | 564 | 172 | 114 | 483 | 52 | 721 | 545 | 742 | 661 | 112 | 683 |
| 100% | 13% | 14% | 14% | 14% | 15% | 15% | 15% | 75% | 24% | 28% | 70% | 21% | 14% | 60% | 6% | 90% | 68% | 93% | 83% | 14% | 85% |
| TOP PRIORITY | 63 | 15 | 10 | 6 | 9 | 6 | 7 | 10 | 44 | 19 | 17 | 44 | 24 | 6 | 29 | 9 | 54 | 45 | 57 | 54 | 9 | 57 |
| -------------- | 8% | 14% | 9% | 6% | 8% | 5% | 6% | 8% | 7% | 10% | 7% | 8% | 14% | 5% | 6% | 17% | 8% | 8% | 8% | 8% | 2% |
| TOTAL HIGH PRIORITY | 465 | 62 | 71 | 66 | 65 | 61 | 71 | 68 | 341 | 117 | 101 | 359 | 110 | 44 | 296 | 29 | 416 | 335 | 434 | 402 | 49 | 412 |
| 58% | 58% | 61% | 59% | 57% | 57% | 57% | 57% | 62% | 45% | 64% | 64% | 38% | 61% | 55% | 58% | 61% | 58% | 61% | 43% | 60% |
| DEVELOP | 267 | 39 | 41 | 41 | 46 | 38 | 214 | 50 | 106 | 158 | 37 | 64 | 154 | 13 | 247 | 162 | 248 | 200 | 54 | 212 |
| 33% | 27% | 30% | 34% | 36% | 38% | 37% | 32% | 36% | 27% | 47% | 28% | 22% | 57% | 32% | 26% | 34% | 30% | 33% | 30% | 49% |
| NOT HIGH PRIORITY | 267 | 29 | 34 | 38 | 41 | 41 | 46 | 38 | 214 | 50 | 106 | 158 | 37 | 64 | 154 | 13 | 247 | 162 | 248 | 200 | 54 | 212 |
| 33% | 27% | 30% | 34% | 36% | 38% | 37% | 32% | 36% | 27% | 47% | 28% | 22% | 57% | 32% | 26% | 34% | 30% | 33% | 30% | 49% |
| TOP PRIORITY | 63 | 15 | 10 | 6 | 9 | 6 | 7 | 10 | 44 | 19 | 17 | 44 | 24 | 6 | 29 | 9 | 54 | 45 | 57 | 54 | 9 | 57 |
| 8% | 14% | 9% | 6% | 8% | 5% | 6% | 8% | 7% | 10% | 7% | 8% | 14% | 5% | 6% | 17% | 8% | 8% | 8% | 8% | 2% |
| VERY HIGH PRIORITY | 133 | 25 | 15 | 17 | 19 | 15 | 22 | 21 | 85 | 43 | 30 | 101 | 32 | 16 | 79 | 4 | 122 | 98 | 123 | 115 | 15 | 116 |
| 17% | 23% | 13% | 15% | 17% | 14% | 17% | 18% | 14% | 23% | 13% | 19% | 14% | 16% | 8% | 17% | 18% | 17% | 17% | 14% | 17% |
| SOMEWHAT HIGH PRIORITY | 332 | 37 | 56 | 50 | 46 | 46 | 49 | 48 | 256 | 74 | 71 | 258 | 78 | 29 | 217 | 24 | 293 | 237 | 311 | 287 | 33 | 296 |
| 41% | 35% | 49% | 45% | 40% | 40% | 43% | 39% | 32% | 46% | 45% | 45% | 47% | 41% | 43% | 42% | 43% | 30% | 43% | 30% |
| NOT HIGH PRIORITY | 267 | 29 | 34 | 38 | 41 | 41 | 46 | 38 | 214 | 50 | 106 | 158 | 37 | 64 | 154 | 13 | 247 | 162 | 248 | 200 | 54 | 212 |
| 33% | 27% | 30% | 34% | 36% | 38% | 37% | 32% | 36% | 27% | 47% | 28% | 22% | 57% | 32% | 26% | 34% | 30% | 33% | 30% | 49% |
| DON’T KNOW | 5 | 1 | 1 | - | 2 | - | 2 | 2 | 3 | 2 | 3 | 1 | - | 4 | 1 | 4 | 4 | 4 | 5 | - | 3 |
| 1% | 1% | 1% | - | 2% | - | 1% | 1% | - | 1% | 1% | 2% | 1% | 1% | 1% | 1% | - | 1% | - | - | - |

PUBLIC OPINION STRATEGIES
Table 14-8

QUESTION 10: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Public transportation systems

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<th>TAXES FOR TRANSIT</th>
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**Table 15-1**

**QUESTION 11:**

Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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**PUBLIC OPINION STRATEGIES**
Table 15-2

QUESTION 11: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

City roads, county roads and highways

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<td>IND</td>
<td>DEM</td>
<td>GOP</td>
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<td>MEN</td>
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PUBLIC OPINION STRATEGIES
Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

City roads, county roads and highways

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<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
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</table>
Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

City roads, county roads and highways

### Table 15-4

**QUESTION 11:** Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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<th>Inside/Outside 435</th>
<th>Kids</th>
<th>Schools of Country</th>
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**PUBLIC OPINION STRATEGIES**
Table 15-5

QUESTION 11: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

City roads, county roads and highways

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PUBLIC OPINION STRATEGIES
**Table 15-6**

QUESTION 11:
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

City roads, county roads and highways

**BANNER 6**

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**PUBLIC OPINION STRATEGIES**
Table 15-7

**QUESTION 11:** Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

City roads, county roads and highways

**BANNER 7**

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**PUBLIC OPINION STRATEGIES**
Table 15-8

QUESTION 11: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

City roads, county roads and highways

BANNER 8

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PUBLIC OPINION STRATEGIES
Table 16-1

**QUESTION 12:** Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

### Parks and green spaces

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**PUBLIC OPINION STRATEGIES**
Table 16-2

QUESTION 12: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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PUBLIOPINIONSTRATEGIES
Table 16-3

QUESTION 12: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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PUBLIC OPINION STRATEGIES
**Table 16-4**

**QUESTION 12:**
Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

**Parks and green spaces**

**BANNER 4**

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**PUBLIC OPINION STRATEGIES**
Table 16-5

QUESTION 12: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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PUBLIC OPINION STRATEGIES
Table 16-6 | QUESTION 12:
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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**PUBLIC OPINION STRATEGIES**
**Table 16-7**

**QUESTION 12:** Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

**Parks and green spaces**

**BANNER 7**

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<th>JCCC/ECON PREPARE WORKFORCE</th>
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TABLE 16-8

QUESTION 12: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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Table 17-1

QUESTION 13: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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</table>
Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

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**Table 17-2**

**QUESTION 13:** Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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**PUBLIC OPINION STRATEGIES**
Table 17-3

QUESTION 13: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Libraries

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PUBLICATION STRATEGIES
Table 17-4

QUESTION 13: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Libraries

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<th>Schools</th>
<th>Mood of Country</th>
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Table 17-5

QUESTION 13: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Libraries

BANNER 5

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PUBLIC OPINION STRATEGIES
Table 17-6

QUESTION 13:
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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### BANNER 6

|                      | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **BASE=TOTAL SAMPLE** |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **TOP PRIORITY**     | 10%| 10%| 16%| 11%| 15%| 6% | 11%| 17%| 13%| 11%| 5% | 12%| 19%| 16%| 3% | 4% | 15%| 7% | 11%| 6% | 4% | 10%| 6% |
|                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **TOTAL HIGH PRIORITY** | 71%| 60%| 67%| 75%| 71%| 73%| 77%| 73%| 80%| 70%| 79%| 67%| 58%| 71%| 85%| 65%| 69%| 75%| 58%| 79%| 71%| 66%|    |
|                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **NOT HIGH PRIORITY** | 18%| 29%| 16%| 19%| 10%| 23%| 16%| 6% | 13%| 8% | 25%| 9% | 11%| 24%| 25%| 11%| 20%| 24%| 14%| 36%| 17%| 19%| 28%|    |
|                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **TOP PRIORITY**     | 10%| 16%| 11%| 15%| 6% | 14%| 17%| 13%| 11%| 5% | 12%| 19%| 16%| 3% | 4% | 15%| 7% | 11%| 6% | 4% | 10%| 6% |
| **VERY HIGH PRIORITY** | 200| 7% | 6% | 12%| 12%| 8% | 7% | 11%| 16%| 8% | 4% | 9% | 4% | 8% | 12%| 14%| 6% | 7% | 7% | 5% | 9% | 16%| 10%|    |
|                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **SOMewhat HIGH PRIORITY** | 367| 16%| 4% | 7% | 12%| 13%| 16%| 14%| 16%| 18%| 23%| 22%| 21%| 14%| 12%| 17%| 10%| 27%| 18%| 13%|    |
|                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **NOT HIGH PRIORITY** | 146| 11%| 5% | 8% | 5% | 4% | 2% | 6% | 3% | 3% | 3% | 13%| 12%| 5% | 7% | 14%| 9% | 8% | 9% | 10%| 33%| 15%|    |
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| **DON'T KNOW**       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |

PUBLIC OPINION STRATEGIES
Table 17-7

QUESTION 13: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

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PUBLIC OPINION STRATEGIES
Table 17-8

QUESTION 13: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

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Table 18-1

**QUESTION 14:** Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Illegal immigration

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<td>129</td>
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<td>73</td>
</tr>
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PUBLIC OPINION STRATEGIES
Table 18-2

QUESTION 14: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Illegal immigration

<table>
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<tr>
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<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td>TEC/</td>
<td>GOP/</td>
<td>IND/</td>
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</tr>
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<td>16%</td>
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<td>23%</td>
<td>12%</td>
</tr>
<tr>
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<td>184</td>
<td>21</td>
<td>47</td>
<td>116</td>
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<td>21%</td>
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<tr>
<td>SOMewhat HIGH PRIORITY</td>
<td>230</td>
<td>19</td>
<td>48</td>
<td>161</td>
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<tr>
<td></td>
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<td>26%</td>
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<tr>
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<td>42</td>
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<td>31%</td>
<td>18%</td>
<td>23%</td>
<td>35%</td>
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DON'T KNOW 9 1 8 1 2 - 1 1 2 2 1 - 1 2 1 - 3 1 - - 3
1% 1% - 1% - 1% - 1% 1% 2% 1% 1% - 2% 2% 1% - 1% 1% - - 2%
REFUSED 2 - - 2 - 2 - - - 2 - - - - - - 2 - -
- - - - - - - - - - - - - - - - - - - - - - - - - - - -
Table 18-3

QUESTION 14: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Illegal immigration

BANNER 3

<table>
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<tr>
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<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<tr>
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<td>UNDER GOP</td>
<td>UNDER IND</td>
<td>UNDER DEM</td>
<td>SPRT</td>
<td>ESTANT OLGIC MEN</td>
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<td>WOMEN WHITE TOTAL</td>
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<td>DEM/</td>
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<td>WHITE OTHER YEARS</td>
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<td>27</td>
<td>19</td>
<td>32</td>
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<tr>
<td>VERY HIGH PRIORITY</td>
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<td>27</td>
<td>39</td>
<td>97</td>
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<tr>
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<td>246</td>
<td>37</td>
<td>38</td>
<td>48</td>
<td>103</td>
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PUBLI O P INI O N S T R A T E G I E S
Table 18-4

**QUESTION 14:** Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

**Illegal immigration**

<table>
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<th>TYPE</th>
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<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
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<td>90</td>
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<td>66</td>
<td>115</td>
<td>10</td>
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<td>77</td>
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<td>18</td>
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<td>184</td>
<td>105</td>
<td>79</td>
<td>161</td>
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<td>106</td>
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</table>
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

### Table 18-5

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<th>DATES</th>
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<td>57</td>
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<td>57</td>
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**Public Opinion Strategies**
Table 18-6

QUESTION 14: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Illegal immigration

BANNER 6

|                            | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|---------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=TOTAL SAMPLE         |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| TOP PRIORITY              |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| TOTAL HIGH PRIORITY       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| NOT HIGH PRIORITY         |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| TOP PRIORITY              |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| VERY HIGH PRIORITY        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| SOMEWHAT HIGH PRIORITY    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| NOT HIGH PRIORITY         |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| DON'T KNOW                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| REFUSED                   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |

PUBLICATION STRATEGIES
Table 18-7

**QUESTION 14:** Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Illegal immigration

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<th>BANNER 7</th>
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<th>GOV'T SPENDING</th>
<th>CONTROL</th>
<th>JCCC/ECON</th>
<th>JCCC/ECON/GOV'T</th>
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<th>JCCC/ECON/GOV'T/PROTECT/LOCAL</th>
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<td>112</td>
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<td>124</td>
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<td>TOP PRIORITY</td>
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<td>21</td>
<td>25</td>
<td>18</td>
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<td>23</td>
<td>33</td>
<td>40</td>
<td>34</td>
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<td>115</td>
<td>112</td>
<td>115</td>
<td>110</td>
<td>124</td>
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<td>48%</td>
<td>53%</td>
<td>56%</td>
<td>51%</td>
<td>52%</td>
<td>49%</td>
<td>53%</td>
</tr>
<tr>
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<td>52</td>
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<td>63</td>
<td>59</td>
<td>56</td>
<td>65</td>
<td>58</td>
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<tr>
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**PUBLIC OPINION STRATEGIES**
Table 18-8

QUESTION 14: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Illegal immigration

BANNER 8

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<td>OPP</td>
<td>FAV</td>
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<td>16%</td>
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<td>414</td>
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<td>108</td>
</tr>
<tr>
<td>31%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>TOP PRIORITY</td>
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<td>52</td>
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<tr>
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<td>16%</td>
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<td>30%</td>
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<tr>
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<td>246</td>
<td>108</td>
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<tr>
<td>31%</td>
<td>30%</td>
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PUBLIC OPINION STRATEGIES
Table 19-1

QUESTION 15: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Poverty in Johnson County

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<th>GENDER</th>
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<th>GENDER/AGE</th>
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<th>IDEOLOGY</th>
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<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
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<td>246</td>
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<td>44</td>
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<td>35%</td>
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<tr>
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<td>145</td>
<td>52</td>
<td>106</td>
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<td>35%</td>
<td>40%</td>
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<td>86</td>
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<td>DON'T KNOW</td>
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PUBLIC OPINION STRATEGIES
Table 19-2

QUESTION 15: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

Poverty in Johnson County

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<thead>
<tr>
<th>Education</th>
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<th>Party/AGE</th>
<th>Party/Education</th>
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</thead>
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<td>TEC/HS OR SOME TOTAL LESS</td>
<td>GOP/IND TOTAL LESS</td>
<td>DEM/IND TOTAL LESS</td>
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<td>GOP/IND MEN</td>
<td>IND/WOMEN MEN</td>
<td>DEM/IND MEN</td>
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<td>DEM/IND WOMEN</td>
<td>GOP/IND 18-54</td>
<td>DEM/IND 18-54</td>
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<td>GOP/IND 55+</td>
<td>IND/WOMEN 55+</td>
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<td>178</td>
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<td>30</td>
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</tr>
<tr>
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<td>31</td>
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Table 19-3

QUESTION 15: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Poverty in Johnson County

BANNER 3

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<th>LENGTH OF RESIDENCY</th>
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<td>Top Priority</td>
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<td>Total High Priority</td>
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<td>Not High Priority</td>
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<th>IND/</th>
<th>DEM/</th>
<th>PROT-</th>
<th>CATH-</th>
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<th>WHITE</th>
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<th>11-20</th>
<th>20+</th>
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<td>UNDER IND/</td>
<td>UNDER DEM/</td>
<td>SPPRT</td>
<td>OPPOSE</td>
<td>ESTAT</td>
<td>OLIC</td>
<td>MEN</td>
<td>WOMEN</td>
<td>WHITE</td>
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<td>$80K+</td>
<td>$80K+</td>
<td>$80K+</td>
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<td>$100K- $100K+</td>
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<th>Total High Priority</th>
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<td>535</td>
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<td>110</td>
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<td>14%</td>
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<td>22%</td>
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<td>35%</td>
<td>35%</td>
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<tr>
<td>Somewhat High Priority</td>
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<td>35%</td>
<td>45%</td>
<td>35%</td>
</tr>
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<td>Not High Priority</td>
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<td>16%</td>
<td>12%</td>
<td>11%</td>
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<tr>
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<td>2%</td>
<td>1%</td>
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<tr>
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</table>
Table 19-4

QUESTION 15: Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

**Poverty in Johnson County**

<table>
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<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<td>65</td>
<td>54</td>
<td>58</td>
<td>71</td>
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<tr>
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<td>535</td>
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<td>232</td>
<td>483</td>
<td>47</td>
<td>245</td>
<td>253</td>
<td>252</td>
<td>283</td>
<td>155</td>
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<td>303</td>
<td>232</td>
<td>483</td>
<td>47</td>
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<td>483</td>
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<td>245</td>
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<td>252</td>
<td>283</td>
<td>155</td>
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<tr>
<td>TOP PRIORITY</td>
<td>129</td>
<td>61</td>
<td>68</td>
<td>116</td>
<td>13</td>
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<td>116</td>
<td>13</td>
<td>65</td>
<td>54</td>
<td>58</td>
<td>71</td>
<td>36</td>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 19-5

Question 15: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

Poverty in Johnson County

<table>
<thead>
<tr>
<th>Banner 5</th>
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<th>County Commission District</th>
<th>Cities</th>
<th>Dates</th>
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<td>167</td>
<td>28</td>
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<td>4%</td>
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<td>129</td>
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<td>34</td>
<td>6</td>
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<tr>
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<td>21</td>
</tr>
<tr>
<td>Not High Priority</td>
<td>129</td>
<td>45</td>
<td>35</td>
<td>2</td>
</tr>
<tr>
<td>Top Priority</td>
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<td>34</td>
<td>6</td>
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<tr>
<td>Very High Priority</td>
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Public Opinion Strategies
Table 19-6

**QUESTION 15:** Now, I’d like to read you a list of priorities that some people have suggested setting for Johnson County’s elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County’s elected officials.

**Poverty in Johnson County**

**BANNER 6**

| STATE HOUSE DISTRICTS | TOTAL 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| BASE=TOTAL SAMPLE     | 800      | 39       | 31       | 43       | 47       | 29       | 28       | 36       | 41       | 30       | 25       | 32       | 32       | 55       | 47       | 42       | 30       | 28       | 32       | 26       | 45       | 47       | 35       |
| 100%                  | 5%       | 4%       | 5%       | 6%       | 4%       | 3%       | 5%       | 5%       | 4%       | 3%       | 4%       | 4%       | 7%       | 6%       | 5%       | 4%       | 3%       | 4%       | 3%       | 6%       | 6%       | 4%       |
| TOP PRIORITY          | 129      | 4%       | 8%       | 11%      | 6%       | 4%       | 5%       | 6%       | 5%       | 3%       | 6%       | 9%       | 12%      | 3%       | 8%       | 2%       | 3%       | 1%       | 7%       | 6%       | 7%       | 6%       |
| 16%                  | 11%      | 25%      | 18%      | 23%      | 19%      | 15%      | 14%      | 14%      | 19%      | 21%      | 11%      | 19%      | 16%      | 25%      | 6%       | 27%      | 9%       | 9%       | 5%       | 16%      | 12%      | 20%      |
| TOTAL HIGH PRIORITY   | 535      | 29%      | 17%      | 31%      | 33%      | 18%      | 22%      | 27%      | 29%      | 19%      | 18%      | 24%      | 23%      | 38%      | 30%      | 25%      | 15%      | 17%      | 21%      | 16%      | 34%      | 30%      | 20%      |
| 67%                  | 76%      | 54%      | 72%      | 71%      | 64%      | 78%      | 74%      | 70%      | 63%      | 69%      | 76%      | 71%      | 69%      | 64%      | 59%      | 50%      | 60%      | 64%      | 64%      | 76%      | 64%      | 56%      |
| NOT HIGH PRIORITY     | 129      | 5%       | 6%       | 5%       | 3%       | 5%       | 1%       | 4%       | 7%       | 5%       | 2%       | 3%       | 3%       | 8%       | 4%       | 13%      | 7%       | 9%       | 8%       | 4%       | 11%      | 9%       |
| 16%                  | 13%      | 19%      | 11%      | 6%       | 17%      | 4%       | 12%      | 17%      | 16%      | 10%      | 11%      | 10%      | 14%      | 9%       | 31%      | 23%      | 31%      | 24%      | 32%      | 9%       | 24%      | 24%      |
| TOP PRIORITY          | 129      | 4%       | 8%       | 11%      | 6%       | 4%       | 5%       | 6%       | 6%       | 5%       | 3%       | 6%       | 9%       | 12%      | 3%       | 8%       | 2%       | 3%       | 1%       | 7%       | 6%       | 7%       |
| 16%                  | 11%      | 25%      | 18%      | 23%      | 19%      | 15%      | 14%      | 14%      | 19%      | 21%      | 11%      | 19%      | 16%      | 25%      | 6%       | 27%      | 9%       | 9%       | 5%       | 16%      | 12%      | 20%      |
| VERY HIGH PRIORITY    | 236      | 10%      | 4%       | 12%      | 19%      | 8%       | 5%       | 14%      | 12%      | 10%      | 14%      | 7%       | 17%      | 17%      | 6%       | 5%       | 8%       | 7%       | 12%      | 14%      | 10%      | 13%      |
| 29%                  | 26%      | 12%      | 28%      | 41%      | 26%      | 18%      | 39%      | 28%      | 35%      | 41%      | 45%      | 22%      | 31%      | 37%      | 15%      | 17%      | 29%      | 22%      | 46%      | 32%      | 21%      | 37%      |
| SOMEWHAT HIGH PRIORITY| 300      | 19%      | 13%      | 19%      | 14%      | 11%      | 17%      | 13%      | 17%      | 9%       | 7%       | 10%      | 16%      | 21%      | 13%      | 18%      | 10%      | 9%       | 14%      | 5%       | 20%      | 20%      | 7%       |
| 37%                  | 50%      | 42%      | 43%      | 30%      | 38%      | 60%      | 35%      | 41%      | 29%      | 28%      | 31%      | 50%      | 39%      | 27%      | 44%      | 32%      | 31%      | 43%      | 18%      | 44%      | 43%      | 19%      |
| NOT HIGH PRIORITY     | 129      | 5%       | 6%       | 5%       | 3%       | 5%       | 1%       | 4%       | 7%       | 5%       | 2%       | 3%       | 3%       | 8%       | 4%       | 13%      | 7%       | 9%       | 8%       | 8%       | 4%       | 11%      | 9%       |
| 16%                  | 13%      | 19%      | 11%      | 6%       | 17%      | 4%       | 12%      | 17%      | 16%      | 10%      | 11%      | 10%      | 14%      | 9%       | 31%      | 23%      | 31%      | 24%      | 32%      | 9%       | 24%      | 24%      |
| DON'T KNOW            | 5%       | 1%       | 1%       | 1%       | -        | 1%       | 1%       | -        | 1%       | 1%       | -        | 1%       | -        | 1%       | -        | 1%       | -        | -        | -        | -        | -        | -        |
| 1%                   | 3%       | 1%       | 3%       | 1%       | -        | 3%       | 1%       | -        | 3%       | 2%       | -        | 2%       | -        | 3%       | -        | -        | -        | -        | -        | -        | -        |
| REFUSED               | 1%       | 1%       | 1%       | 1%       | -        | 1%       | 1%       | -        | 1%       | 1%       | -        | 1%       | -        | 1%       | -        | -        | -        | -        | -        | -        | -        |

**PUBLIC OPINION STRATEGIES**
Table 19-7

QUESTION 15: Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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<th>Poverty in Johnson County</th>
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<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE DEVELOP</th>
<th>JCCC/ECON PREPARE WORKFORCE</th>
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Table 19-8

**QUESTION 15:**
Now, I'd like to read you a list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please tell me whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials.

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<td>IMMIGRATION</td>
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**PUBLIC OPINION STRATEGIES**
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PUBLIC OPINION STRATEGIES
Table 20-2 Summary of Johnson County Statements: % Very Positive

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**PUBLIC OPINION STRATEGIES**
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Table 20-4  Summary of Johnson County Statements: % Very Positive

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**Notes:**
- Base sample A: 398 respondents.
- The quality of pre-K to 12th grade schools: 268 respondents.
- The ability to get around: 246 respondents.
- The quality of the area's parks: 234 respondents.
- The quality of higher education: 228 respondents.
- The Midwestern values of the people living here: 221 respondents.
- Johnson County's programs and facilities for youth sports: 219 respondents.
- The area's crime rate: 180 respondents.
- Access to metropolitan amenities such as pro sports teams, the arts, and the zoo: 176 respondents.
- The amount of poverty in the county: 49 respondents.
- The quality of the region's political leadership: 39 respondents.

**Public Opinion Strategies**
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<td><strong>JOHNSON COUNTY'S PROGRAMS AND FACILITIES FOR YOUTH SPORTS</strong></td>
<td></td>
<td>219</td>
<td>86</td>
<td>54</td>
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<tr>
<td><strong>THE AREA'S CRIME RATE</strong></td>
<td></td>
<td>180</td>
<td>78</td>
<td>43</td>
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<tr>
<td><strong>ACCESS TO METROPOLITAN AREA'S BUSINESS COMMUNITY</strong></td>
<td></td>
<td>176</td>
<td>76</td>
<td>34</td>
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<tr>
<td><strong>THE QUALITY OF THE AREA'S ARTS AND CULTURAL BETWEEN COMMUNITIES</strong></td>
<td></td>
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<td><strong>AMOUNT OF POVERTY IN THE LEVEL OF COMPETITION AMONG POLITICAL LEADERS</strong></td>
<td></td>
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<td><strong>ARTS AND CULTURAL AMENITIES SUCH AS PRO SPORTS TEAMS, THE ARTS, AND THE ZOO</strong></td>
<td></td>
<td>113</td>
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<td>25</td>
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<td><strong>AMOUNT OF POVERTY IN THE LEVEL OF COMPETITION AMONG POLITICAL LEADERS</strong></td>
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<td><strong>THE QUALITY OF THE REGION'S POLITICAL LEADERSHIP</strong></td>
<td></td>
<td>39</td>
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<td>9</td>
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<td><strong>PUBLIC OPINION STRATEGIES</strong></td>
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**Public Opinion Strategies**
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<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td>398 16 18 19 27 15 10 16 22 16 12 13 11 28 34 15 13 17 16 13 24 25 20</td>
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<td>THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS</td>
<td>268 10 13 10 17 11 5 13 13 8 5 6 7 21 31 12 9 12 12 7 15 19 14</td>
</tr>
<tr>
<td>THE ABILITY TO GET AROUND THE AREA EASILY BY CAR</td>
<td>246 12 4 10 16 10 5 6 12 6 7 4 9 19 28 11 6 14 10 12 15 16 13</td>
</tr>
<tr>
<td>THE QUALITY OF THE AREA'S PARKS</td>
<td>234 10 8 11 10 5 6 8 9 7 6 5 21 26 9 8 10 11 5 12 17 13</td>
</tr>
<tr>
<td>THE MIDWESTERN VALUES OF THE PEOPLE LIVING HERE</td>
<td>221 7 8 9 13 9 6 10 14 5 7 8 5 18 21 11 6 8 9 7 10 18 14</td>
</tr>
<tr>
<td>JOHNSON COUNTY'S PROGRAMS AND FACILITIES FOR YOUTH</td>
<td>219 6 8 10 17 9 6 7 11 8 5 6 1 1 17 22 9 5 12 10 8 14 19 9</td>
</tr>
<tr>
<td>THE AREA'S CRIME RATE</td>
<td>180 9 9 10 13 6 5 10 13 4 4 5 13 20 8 4 5 6 3 5 13 11</td>
</tr>
<tr>
<td>ACCESS TO METROPOLITAN AMENITIES SUCH AS PRO SPORTS TEAM, THE ARTS, AND THE ZOO</td>
<td>176 8 7 4 12 9 4 9 12 5 6 5 7 14 14 8 3 6 6 4 9 11 14</td>
</tr>
<tr>
<td>THE LEADERSHIP OF THE AREA'S BUSINESS COMMUNITY</td>
<td>124 5 5 5 7 4 5 4 7 7 7 2 1 1 12 11 7 4 5 6 7 12 6</td>
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<tr>
<td>THE QUALITY OF THE AREA'S ARTS AND CULTURAL AMENITIES</td>
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<td>THE AMOUNT OF POVERTY IN THE COUNTY</td>
<td>49 1 4 1 - 5 1 1 1 2 3 - 1 2 5 5 3 3 1 2 1 6 4 3</td>
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<tr>
<td>THE LEVEL OF COOPERATION AMONG POLITICAL LEADERS</td>
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<td>THE QUALITY OF THE REGION'S POLITICAL LEADERSHIP</td>
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<td>JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012 PAGE 166</td>
<td></td>
</tr>
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</table>
JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012

PAGE 167

Table 20-7
Summary of Johnson County Statements: % Very Positive
BANNER 7
JOHNSON
CONTROL
CO ECON
SERVICES
GOV'T SPENDING
OVER
STATE SENATE DISTRICTS
VS. COUNTRY
FOR TAXES
IN COUNTY
PUBLIC EDU
========================================= ============ =========== ================= ===========
STATE LOCAL
TOO ABOUT INCR- DECRLEAD- LEADTOTAL
7
8
9
10
11
23
37
BETTER SAME HIGH RIGHT EASED EASED SAME
ERS
ERS
----- ----- ----- ----- ----- ----- ----- ----- ------ ----- ----- ----- ----- ----- ----- ----- ----BASE=SAMPLE A

JCCC
JCCC/ECON
PREPARE
JCCC IMAGE
DEVELOP
WORKFORCE
=========== =========== ===========
VERY
DISDISFAV
FAV AGREE AGREE AGREE AGREE
----- ----- ----- ----- ----- -----

398
100%

47
12%

57
14%

57
14%

65
16%

41
10%

65
16%

67
17%

300
75%

97
24%

103
26%

289
73%

82
21%

60
15%

238
60%

26
7%

360
90%

279
70%

372
93%

333
84%

55
14%

344
86%

18
4%

THE QUALITY OF PRE-K TO
12TH GRADE SCHOOLS

268
67%
(1)

26
57%
(2)

31
55%
(2)

43
76%
(1)

39
61%
(2)

30
72%
(1)

43
66%
(3)

56
83%
(1)

211
70%
(1)

56
58%
(1)

57
56%
(2)

209
72%
(1)

58
70%
(1)

33
54%
(3)

166
70%
(1)

16
63%
(1)

245
68%
(1)

197
71%
(1)

256
69%
(1)

225
67%
(1)

37
67%
(1)

236
69%
(1)

11
61%
(1)

THE ABILITY TO GET AROUND
THE AREA EASILY BY CAR

246
62%
(2)

26
56%
(3)

27
47%
(5)

36
63%
(3)

43
67%
(1)

22
53%
(5)

44
68%
(1)

47
70%
(2)

192
64%
(2)

54
55%
(2)

51
50%
(4)

192
67%
(2)

47
57%
(4)

35
58%
(2)

153
64%
(2)

14
52%
(5)

225
63%
(2)

176
63%
(4)

228
61%
(2)

209
63%
(2)

29
52%
(4)

213
62%
(2)

10
59%
(2)

THE QUALITY OF THE AREA'S
PARKS

234
59%
(3)

24
52%
(5)

33
58%
(1)

37
65%
(2)

37
58%
(3)

22
52%
(6)

37
57%
(6)

45
67%
(5)

182
61%
(3)

53
54%
(3)

54
52%
(3)

178
62%
(3)

50
60%
(3)

30
50%
(5)

147
62%
(3)

15
58%
(2)

214
59%
(3)

177
64%
(3)

222
60%
(3)

204
61%
(3)

25
46%
(5)

205
60%
(4)

10
55%
(3)

THE QUALITY OF HIGHER
EDUCATION

228
57%
(4)

22
48%
(6)

29
50%
(3)

33
58%
(4)

32
49%
(6)

24
59%
(3)

43
66%
(2)

45
68%
(3)

179
60%
(4)

49
51%
(5)

46
45%
(6)

177
61%
(4)

51
61%
(2)

30
50%
(6)

137
58%
(5)

15
57%
(3)

209
58%
(5)

183
66%
(2)

220
59%
(4)

203
61%
(4)

23
42%
(7)

212
62%
(3)

4
24%
(8)

THE MIDWESTERN VALUES OF
THE PEOPLE LIVING HERE

221
56%
(5)

28
60%
(1)

26
45%
(6)

26
45%
(6)

33
51%
(5)

27
65%
(2)

37
57%
(5)

45
67%
(4)

169
56%
(6)

52
54%
(4)

61
59%
(1)

159
55%
(6)

34
42%
(8)

39
64%
(1)

139
59%
(4)

6
24%
(10)

209
58%
(4)

154
55%
(6)

208
56%
(5)

185
55%
(6)

31
56%
(2)

196
57%
(5)

6
32%
(7)

JOHNSON COUNTY'S PROGRAMS
AND FACILITIES FOR YOUTH
SPORTS

219
55%
(6)

19
42%
(8)

29
50%
(4)

30
53%
(5)

37
58%
(4)

23
57%
(4)

40
61%
(4)

41
61%
(6)

175
58%
(5)

44
46%
(7)

51
49%
(5)

166
57%
(5)

44
53%
(6)

31
51%
(4)

134
57%
(6)

15
56%
(4)

199
55%
(6)

166
60%
(5)

205
55%
(6)

192
57%
(5)

23
42%
(6)

194
56%
(6)

8
45%
(4)

THE AREA'S CRIME RATE

180
45%
(7)

22
47%
(7)

25
44%
(7)

26
45%
(7)

25
39%
(8)

19
46%
(7)

25
38%
(8)

38
57%
(8)

145
48%
(7)

33
34%
(8)

45
44%
(7)

133
46%
(8)

37
45%
(7)

22
36%
(7)

112
47%
(7)

8
32%
(9)

171
47%
(7)

127
46%
(8)

168
45%
(8)

146
44%
(8)

30
54%
(3)

157
46%
(7)

8
43%
(5)

ACCESS TO METROPOLITAN
AMENITIES SUCH AS PRO
SPORTS TEAMS, THE ARTS,
AND THE ZOO

176
44%
(8)

24
52%
(4)

20
35%
(8)

21
37%
(8)

26
40%
(7)

16
39%
(8)

30
46%
(7)

38
57%
(7)

129
43%
(8)

46
47%
(6)

35
34%
(8)

139
48%
(7)

47
56%
(5)

14
23%
(8)

106
45%
(8)

13
52%
(6)

158
44%
(8)

132
47%
(7)

169
45%
(7)

151
45%
(7)

21
38%
(8)

151
44%
(8)

7
38%
(6)

THE LEADERSHIP OF THE
AREA'S BUSINESS COMMUNITY

124
31%
(9)

9
19%
(11)

20
35%
(9)

17
29%
(10)

16
25%
(9)

13
31%
(9)

23
36%
(9)

27
41%
(9)

96
32%
(9)

28
29%
(9)

24
23%
(10)

101
35%
(9)

30
37%
(9)

14
23%
(9)

79
33%
(9)

12
48%
(7)

109
30%
(9)

98
35%
(9)

120
32%
(9)

114
34%
(9)

8
14%
(11)

116
34%
(9)

1
7%
(11)

THE QUALITY OF THE AREA'S
ARTS AND CULTURAL
AMENITIES

113
28%
(10)

11
24%
(9)

13
24%
(10)

17
30%
(9)

12
19%
(10)

12
29%
(10)

20
32%
(10)

26
39%
(10)

89
30%
(10)

22
23%
(10)

28
27%
(9)

84
29%
(10)

23
28%
(10)

11
19%
(10)

72
30%
(10)

12
45%
(8)

98
27%
(10)

92
33%
(10)

107
29%
(10)

101
30%
(10)

12
22%
(9)

102
30%
(10)

3
18%
(10)

THE LEVEL OF COMPETITION
BETWEEN COMMUNITIES
ACROSS THE STATE LINE

55
14%
(11)

4
8%
(14)

10
17%
(11)

10
18%
(11)

11
18%
(11)

3
7%
(13)

7
11%
(13)

10
15%
(12)

43
14%
(11)

12
12%
(11)

14
14%
(11)

41
14%
(11)

9
11%
(12)

6
11%
(12)

36
15%
(11)

5
18%
(12)

49
14%
(11)

40
14%
(11)

49
13%
(11)

46
14%
(11)

9
16%
(10)

49
14%
(11)

4
20%
(9)

THE AMOUNT OF POVERTY IN
THE COUNTY

49
12%
(12)

4
8%
(13)

4
7%
(13)

8
14%
(12)

8
13%
(12)

6
16%
(11)

9
15%
(11)

9
13%
(13)

42
14%
(12)

7
8%
(14)

13
12%
(12)

37
13%
(12)

17
20%
(11)

4
7%
(14)

24
10%
(13)

5
17%
(13)

42
12%
(13)

38
14%
(12)

47
13%
(12)

43
13%
(12)

5
9%
(14)

44
13%
(13)

1
6%
(13)

THE LEVEL OF COOPERATION
AMONG POLITICAL LEADERS

47
12%
(13)

7
15%
(12)

5
9%
(12)

7
12%
(13)

6
10%
(13)

4
10%
(12)

9
13%
(12)

8
12%
(14)

39
13%
(13)

8
8%
(13)

11
10%
(13)

36
13%
(13)

9
11%
(13)

6
9%
(13)

31
13%
(12)

5
19%
(11)

42
12%
(12)

37
13%
(13)

45
12%
(13)

42
13%
(13)

5
9%
(13)

44
13%
(12)

-

P U B L I C
Continued

O P I N I O N

S T R A T E G I E S


### Table 20-7: Summary of Johnson County Statements: % Very Positive

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON SERVICES VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tr>
<td></td>
<td>STATE LOCAL</td>
<td>TOO ABOUT INCR- DECR-</td>
<td>LEAD- LEAD- VERY FAV</td>
<td>DIS-</td>
<td>DIS-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL   7 8 9 10 11 23 37</td>
<td>BETTER SAME</td>
<td>SAME EASED SAME</td>
<td>EASER EASER EARS FAV  FAV</td>
<td>DIS-</td>
<td>DIS-</td>
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THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS

THE ABILITY TO GET AROUND

THE QUALITY OF THE AREA'S PARKS

JOHNSON COUNTY'S PROGRAMS AND FACILITIES FOR YOUTH

AMENITIES SUCH AS PROFESSIONAL SPORTS TEAMS, THE ARTS, AND THE ZOO

THE LEVEL OF COMPETITION BETWEEN COMMUNITIES ACROSS THE STATE LINE

THE AMOUNT OF POVERTY IN THE COUNTY

THE LEVEL OF COOPERATION AMONG POLITICAL LEADERS

THE QUALITY OF THE REGION'S POLITICAL LEADERSHIP

PUBLIC OPINION STRATEGIES
<table>
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<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
<th>TOTAL SOFT STRG VERY</th>
<th>TOTAL IND/ SOFT STRG</th>
<th>THE QUALITY OF THE AREA’S PUBLIC OPINION STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
<td>55-64</td>
<td>65+</td>
<td>BASE=SAMPLE A</td>
</tr>
<tr>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
<td>69</td>
<td>80</td>
<td>47</td>
</tr>
<tr>
<td>100%</td>
<td>44%</td>
<td>56%</td>
<td>16%</td>
<td>34%</td>
<td>17%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>THE QUALITY OF THE AREA’S PARKS</td>
<td>382</td>
<td>165</td>
<td>217</td>
<td>61</td>
<td>130</td>
<td>68</td>
<td>78</td>
</tr>
<tr>
<td>94%</td>
<td>94%</td>
<td>94%</td>
<td>98%</td>
<td>95%</td>
<td>97%</td>
<td>98%</td>
<td>97%</td>
</tr>
<tr>
<td>THE QUALITY OF HIGHER EDUCATION</td>
<td>375</td>
<td>162</td>
<td>213</td>
<td>59</td>
<td>129</td>
<td>64</td>
<td>79</td>
</tr>
<tr>
<td>94%</td>
<td>92%</td>
<td>96%</td>
<td>93%</td>
<td>94%</td>
<td>92%</td>
<td>99%</td>
<td>90%</td>
</tr>
<tr>
<td>THE ABILITY TO GET AROUND THE AREA EASILY BY CAR</td>
<td>372</td>
<td>164</td>
<td>205</td>
<td>59</td>
<td>128</td>
<td>63</td>
<td>76</td>
</tr>
<tr>
<td>94%</td>
<td>93%</td>
<td>94%</td>
<td>94%</td>
<td>98%</td>
<td>91%</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td>THE QUALITY OF PRE-K TO AND FACILITIES FOR YOUTH SPORTS</td>
<td>372</td>
<td>167</td>
<td>205</td>
<td>59</td>
<td>128</td>
<td>63</td>
<td>76</td>
</tr>
<tr>
<td>94%</td>
<td>90%</td>
<td>94%</td>
<td>94%</td>
<td>98%</td>
<td>91%</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td>THE LEADERSHIP OF THE AREA’S CRIME RATE ACCESS TO METROPOLITAN AMENITIES SUCH AS PRO ARTS AND CULTURAL AMENITIES</td>
<td>341</td>
<td>156</td>
<td>185</td>
<td>54</td>
<td>123</td>
<td>58</td>
<td>65</td>
</tr>
<tr>
<td>88%</td>
<td>8%</td>
<td>83%</td>
<td>85%</td>
<td>90%</td>
<td>84%</td>
<td>81%</td>
<td>87%</td>
</tr>
<tr>
<td>THE MIDWESTERN VALUES OF THE PEOPLE LIVING HERE JOHNSON COUNTY’S PROGRAMS AND FACILITIES FOR YOUTH SPORTS</td>
<td>365</td>
<td>159</td>
<td>207</td>
<td>58</td>
<td>130</td>
<td>62</td>
<td>74</td>
</tr>
<tr>
<td>94%</td>
<td>93%</td>
<td>93%</td>
<td>93%</td>
<td>94%</td>
<td>93%</td>
<td>93%</td>
<td>94%</td>
</tr>
<tr>
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#### Summary of Johnson County Statements: Positive and Negative

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<td>64</td>
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<td>56</td>
<td>60</td>
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<td>65</td>
<td>120</td>
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**PUBLIC OPINION STRATEGIES**
<table>
<thead>
<tr>
<th>Table 21-4</th>
<th>Summary of Johnson County Statements: % Total Positive</th>
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<th></th>
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<th>TYPE OF SCHOOL</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF JOHNSON COUNTY</th>
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<th>螺杆</th>
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<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
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<td>RD</td>
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<td>117</td>
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<td>134</td>
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</table>

The Quality of the Area's Parks

|                  | 382 | 209 | 173 | 348 | 30 | 169 | 111 | 137 | 96 | 112 | 84 | 104 | 263 | 113 | 200 | 191 | 137 | 96 | 44 | - | 37 | 345 | 384 | |

The Quality of Higher Education

|                  | 375 | 166 | 341 | 30 | 159 | 187 | 188 | 166 | 111 | 77 | 126 | 61 | 89 | 262 | 113 | 200 | 191 | 137 | 96 | 44 | - | 37 | 345 | 384 | |

The Ability to Get Around

|                  | 372 | 203 | 169 | 339 | 30 | 154 | 190 | 186 | 107 | 79 | 123 | 42 | 86 | 256 | 138 | 189 | 258 | 87 | 382 | - | 37 | 345 | 384 | |

The Quality of Pre-K to 12th Grade Schools

|                  | 372 | 207 | 166 | 340 | 28 | 156 | 192 | 188 | 108 | 80 | 128 | 39 | 89 | 253 | 140 | 186 | 254 | 80 | 372 | - | 34 | 338 | 375 | |

The Midwestern Values of the People Living Here

|                  | 368 | 200 | 168 | 338 | 27 | 154 | 189 | 188 | 107 | 79 | 123 | 42 | 86 | 256 | 138 | 189 | 258 | 87 | 382 | - | 37 | 345 | 384 | |

Johnson County's Programs and Facilities for Youth

|                  | 365 | 201 | 165 | 335 | 28 | 151 | 186 | 188 | 177 | 109 | 79 | 128 | 38 | 85 | 250 | 139 | 180 | 248 | 81 | 365 | - | 33 | 336 | 371 | |

The Leadership of the Area's Business Community

|                  | 341 | 190 | 151 | 310 | 27 | 142 | 177 | 173 | 168 | 97 | 76 | 114 | 38 | 79 | 236 | 135 | 166 | 236 | 89 | 341 | - | 32 | 309 | 340 | |

The Area's Crime Rate

|                  | 333 | 187 | 146 | 301 | 29 | 143 | 164 | 174 | 159 | 98 | 118 | 42 | 79 | 228 | 121 | 168 | 225 | 74 | 333 | - | 31 | 302 | 331 | |

Access to Metropolitan Arts and Cultural Amenities Such as Pro Sports Teams, The Arts, and The Zoo

|                  | 330 | 182 | 148 | 300 | 26 | 138 | 166 | 168 | 161 | 99 | 69 | 111 | 37 | 81 | 223 | 117 | 172 | 220 | 78 | 330 | - | 32 | 297 | 331 | |

The Quality of the Area's Arts and Cultural Amenities

|                  | 328 | 187 | 141 | 296 | 28 | 140 | 163 | 162 | 165 | 95 | 67 | 109 | 34 | 86 | 215 | 121 | 167 | 228 | 74 | 328 | - | 31 | 296 | 331 | |

The Quality of the Region's Political Leadership

|                  | 280 | 158 | 122 | 260 | 19 | 112 | 149 | 153 | 127 | 87 | 66 | 105 | 33 | 58 | 198 | 116 | 122 | 207 | 50 | 280 | - | 23 | 257 | 278 | |

The Level of Cooperation Among Political Leaders

|                  | 235 | 137 | 99 | 214 | 20 | 101 | 122 | 131 | 104 | 71 | 60 | 89 | 26 | 55 | 160 | 101 | 102 | 181 | 35 | 235 | - | 23 | 212 | 230 | |

The Level of Competition Between Communities

|                  | 215 | 124 | 91 | 194 | 16 | 88 | 109 | 124 | 91 | 67 | 56 | 81 | 27 | 50 | 150 | 90 | 147 | 50 | 215 | - | 20 | 194 | 206 | |

The Amount of Poverty in The County

|                  | 204 | 122 | 82 | 179 | 24 | 85 | 102 | 116 | 88 | 60 | 56 | 78 | 30 | 53 | 137 | 77 | 103 | 142 | 45 | 204 | - | 26 | 179 | 196 | |

PUBLIC OPINION STRATEGIES
## Table 21-5
### Summary of Johnson County Statements: % Total Positive

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<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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### The Quality of the Area's Parks

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<th>Total</th>
<th>Banner</th>
<th>Valley</th>
<th>Olathe</th>
<th>Ewarton</th>
<th>Hill</th>
<th>Soto</th>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>Park</th>
<th>Nee</th>
<th>Wood</th>
<th>Lenexa</th>
<th>Olathe</th>
<th>Region Rural</th>
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### The Quality of Higher Education

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### The Ability to Get Around

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### The Quality of the Region's Political Leadership

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</table>

### Access to Metropolitan Amenities

<table>
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<tr>
<th>Amenities</th>
<th>Total</th>
<th>Banner</th>
<th>Valley</th>
<th>Olathe</th>
<th>Ewarton</th>
<th>Hill</th>
<th>Soto</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>Park</th>
<th>Nee</th>
<th>Wood</th>
<th>Lenexa</th>
<th>Olathe</th>
<th>Region Rural</th>
<th>Jan</th>
<th>Jan</th>
<th>Jan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>330</td>
<td>143</td>
<td>65</td>
<td>11</td>
<td>5</td>
<td>19</td>
<td>50</td>
<td>63</td>
<td>59</td>
<td>51</td>
<td>59</td>
<td>48</td>
<td>97</td>
<td>16</td>
<td>37</td>
<td>76</td>
<td>43</td>
<td>210</td>
<td>160</td>
<td>190</td>
<td>160</td>
<td>87</td>
</tr>
<tr>
<td>100%</td>
<td>83%</td>
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<td>83%</td>
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</table>

## Public Opinion Strategies
Table 21-6
Summary of Johnson County Statements: % Total Positive

<table>
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<tr>
<th>STATE HOUSE DISTRICTS</th>
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<tr>
<td>ARTS AND CULTURAL</td>
</tr>
<tr>
<td>AMENITIES</td>
</tr>
<tr>
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<td>THE QUALITY OF THE AREA'S ARTS AND CULTURAL AMENITIES</td>
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<td>THE QUALITY OF THE AREA'S ARTS AND CULTURAL AMENITIES</td>
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<td>THE QUALITY OF THE AREA'S ARTS AND CULTURAL AMENITIES</td>
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<tr>
<td>THE QUALITY OF THE AREA'S ARTS AND CULTURAL AMENITIES</td>
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</tbody>
</table>
Table 21-7 Summary of Johnson County Statements: % Total Positive

**BANNER 7**

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>CO ECON VS. COUNTRY</th>
<th>SERVICES</th>
<th>GOV'T SPENDING</th>
<th>OVER STATE</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC IMAGE DEVELOP</th>
<th>ERS</th>
<th>JCCC/ECON PREPARE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE LOCAL</td>
<td>TOO HIGH</td>
<td>ABOUT</td>
<td>INCR-</td>
<td>DECR-</td>
<td>LEAD-</td>
<td>DIS-</td>
<td></td>
<td>DIS-</td>
<td>BASE=</td>
</tr>
</tbody>
</table>
Table 21-7
Summary of Johnson County Statements: % Total Positive

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>STATE LOCAL</th>
<th>CO ECON SERVICES</th>
<th>GOV'T SPENDING</th>
<th>OVER</th>
<th>JCCC/ECON</th>
<th>PREPARE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>STATE SENATE DISTRICTS</td>
<td>VS. COUNTRY</td>
<td>FOR TAXES</td>
<td>IN COUNTY</td>
<td>PUBLIC EDUCATION</td>
<td>JCCC IMAGE</td>
</tr>
<tr>
<td>TOTAL</td>
<td>204</td>
<td>22</td>
<td>27</td>
<td>28</td>
<td>34</td>
<td>22</td>
</tr>
<tr>
<td>THE AMOUNT OF POVERTY IN THE COUNTY</td>
<td>51%</td>
<td>47%</td>
<td>49%</td>
<td>49%</td>
<td>52%</td>
<td>54%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
| The Quality of the Area's Parks | 382 | 171 | 317 | 53 | 277 | 97 | 239 | 136 | 69 | 303 | 226 | 172 | 203 | 261 | 103 | 152 | 210 | 131 | 77 | 159 | 188 | 176 | 213 | 152 |
|--------------------------------|-----|-----|-----|----|-----|----|-----|----|----|-----|-----|-----|-----|-----|----|-----|----|----|----|----|-----|-----|-----|-----|----|
| The Quality of Higher Education | 375 | 167 | 312 | 53 | 271 | 96 | 234 | 134 | 68 | 297 | 225 | 161 | 206 | 254 | 102 | 156 | 196 | 130 | 76 | 155 | 186 | 171 | 211 | 147 |
| The Ability to Get Around | 372 | 168 | 310 | 53 | 270 | 95 | 231 | 134 | 68 | 291 | 214 | 160 | 204 | 257 | 100 | 152 | 198 | 130 | 73 | 154 | 184 | 170 | 203 | 152 |
| The Quality of Pre-K to 12th Grade Schools | 372 | 169 | 309 | 54 | 269 | 96 | 231 | 134 | 68 | 291 | 214 | 160 | 204 | 257 | 100 | 152 | 198 | 130 | 73 | 154 | 184 | 170 | 203 | 152 |
| Johnson County's Programs | 365 | 169 | 307 | 47 | 269 | 91 | 230 | 130 | 69 | 286 | 209 | 167 | 191 | 255 | 95 | 143 | 201 | 126 | 73 | 152 | 181 | 170 | 208 | 144 |
| The Midwestern Values of the People Living Here | 368 | 161 | 303 | 54 | 264 | 96 | 231 | 133 | 63 | 295 | 222 | 156 | 205 | 250 | 101 | 141 | 205 | 131 | 70 | 154 | 185 | 165 | 199 | 152 |
| Johnson County's Programs | 365 | 169 | 307 | 47 | 269 | 91 | 230 | 130 | 69 | 286 | 209 | 167 | 191 | 255 | 95 | 143 | 201 | 126 | 73 | 152 | 181 | 170 | 208 | 144 |
| The Leadership of the Area's Business Community | 341 | 154 | 284 | 47 | 244 | 90 | 222 | 122 | 65 | 269 | 204 | 142 | 193 | 232 | 97 | 133 | 189 | 124 | 70 | 136 | 168 | 156 | 190 | 139 |
| The Quality of Johnson County's Businesses | 333 | 152 | 277 | 46 | 246 | 83 | 205 | 122 | 62 | 262 | 196 | 145 | 181 | 230 | 87 | 138 | 177 | 125 | 65 | 133 | 157 | 159 | 186 | 133 |
| Access to Metropolitan Amenities such as Pro Sports Teams, the Arts, and the Zoo | 330 | 145 | 274 | 47 | 238 | 85 | 203 | 121 | 61 | 260 | 192 | 143 | 179 | 223 | 90 | 133 | 181 | 116 | 65 | 135 | 158 | 155 | 189 | 128 |
| The Quality of the Area's Arts and Cultural Amenities | 328 | 148 | 274 | 44 | 243 | 79 | 206 | 116 | 65 | 254 | 192 | 146 | 174 | 221 | 93 | 132 | 179 | 117 | 68 | 128 | 160 | 150 | 190 | 125 |
| The Quality of the Region's Political Leadership | 280 | 130 | 239 | 31 | 203 | 71 | 179 | 98 | 53 | 220 | 166 | 116 | 158 | 195 | 77 | 111 | 155 | 103 | 51 | 119 | 144 | 123 | 149 | 119 |
| The Level of Cooperation among Political Leaders | 235 | 106 | 200 | 30 | 171 | 61 | 147 | 85 | 45 | 185 | 145 | 95 | 136 | 160 | 64 | 100 | 123 | 84 | 47 | 94 | 117 | 111 | 131 | 95 |
| The Level of Competition between Communities | 215 | 98 | 182 | 28 | 150 | 59 | 138 | 74 | 36 | 176 | 130 | 77 | 134 | 147 | 58 | 85 | 120 | 78 | 39 | 90 | 104 | 101 | 115 | 89 |
| The Amount of Poverty in the County | 204 | 93 | 170 | 29 | 154 | 46 | 128 | 75 | 37 | 164 | 118 | 82 | 117 | 133 | 61 | 88 | 106 | 69 | 40 | 87 | 94 | 102 | 108 | 90 |

**Public Opinion Strategies**
Table 22-1

QUESTION 16:
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s arts and cultural amenities

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>268</td>
<td>118</td>
<td>150</td>
<td>43</td>
<td>88</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>328</td>
<td>144</td>
<td>184</td>
<td>53</td>
<td>111</td>
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<tr>
<td>TOTAL NEGATIVE</td>
<td>60</td>
<td>26</td>
<td>34</td>
<td>10</td>
<td>23</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>113</td>
<td>38</td>
<td>75</td>
<td>18</td>
<td>35</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>11</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>SOURCE</strong></td>
<td>JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012</td>
<td>PAGE 179</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TABLE 22-2

QUESTION 16: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s arts and cultural amenities

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/</td>
<td>GOP</td>
<td>IND</td>
<td>DEM</td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>MEN</td>
<td>MEN</td>
<td>MEN</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>less coll</td>
<td>coll+</td>
<td>less coll</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>35</td>
<td>88</td>
<td>274</td>
</tr>
<tr>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>69%</td>
<td>23%</td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>268</td>
<td>21</td>
<td>55</td>
<td>191</td>
</tr>
<tr>
<td>67%</td>
<td>59%</td>
<td>63%</td>
<td>70%</td>
<td>57%</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>328</td>
<td>27</td>
<td>70</td>
<td>230</td>
</tr>
<tr>
<td>82%</td>
<td>76%</td>
<td>80%</td>
<td>84%</td>
<td>75%</td>
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<tr>
<td>TOTAL NEGATIVE</td>
<td>60</td>
<td>6</td>
<td>15</td>
<td>39</td>
</tr>
<tr>
<td>15%</td>
<td>17%</td>
<td>17%</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>113</td>
<td>10</td>
<td>26</td>
<td>77</td>
</tr>
<tr>
<td>28%</td>
<td>28%</td>
<td>30%</td>
<td>28%</td>
<td>19%</td>
</tr>
<tr>
<td>SOMewhat POSITIVE</td>
<td>215</td>
<td>17</td>
<td>44</td>
<td>153</td>
</tr>
<tr>
<td>54%</td>
<td>48%</td>
<td>50%</td>
<td>56%</td>
<td>57%</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>49</td>
<td>4</td>
<td>11</td>
<td>33</td>
</tr>
<tr>
<td>12%</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>11</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>10</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2%</td>
<td>8%</td>
<td>3%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
**Table 22-3**

**QUESTION 16:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s arts and cultural amenities

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>&lt;$60K-$80K+</td>
<td>&lt;$80K-$100K+</td>
<td>&lt;$100K+</td>
<td>GOP/IND/DEM/</td>
<td>PROT-ESTANT-OLIC</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
<td>61</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>268</td>
<td>55</td>
<td>36</td>
<td>60</td>
<td>97</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>328</td>
<td>67</td>
<td>49</td>
<td>65</td>
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<td>67%</td>
<td>75%</td>
<td>91%</td>
<td>83%</td>
<td>73%</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
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<td>12</td>
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<td>5</td>
<td>23</td>
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<td>21%</td>
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Table 22-4

QUESTION 16: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s arts and cultural amenities

<table>
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<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE</th>
<th>TYPE</th>
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<td>PUBLIC OTHER RD</td>
<td>RD WT</td>
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<td>**D/S (POSITIVE - NEGATIVE)</td>
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</tbody>
</table>
TABLE 22-5
QUESTION 16: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s arts and cultural amenities

<table>
<thead>
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<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<td>TOTAL POSITIVE</td>
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<td>SOMEWHAT NEGATIVE</td>
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PUBLIC OPINION STRATEGIES
Table 22-6

QUESTION 16: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s arts and cultural amenities

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<tr>
<th></th>
<th>STATE HOUSE DISTRICTS</th>
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<tbody>
<tr>
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</tr>
<tr>
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</tr>
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P R O V I D E   O P I N I O N   S T R A T E G I E S
Table 22-7

QUESTION 16: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s arts and cultural amenities

<table>
<thead>
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<th>BANNER 7</th>
<th>JOHNSON CO ECON</th>
<th>SERVICES</th>
<th>GOV’T SPENDING</th>
<th>CONTROL</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC DEVELOP</th>
<th>JCCC WORKFORCE</th>
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<td>VS. COUNTRY</td>
<td>FOR TAXES</td>
<td>IN COUNTY</td>
<td>OVER</td>
<td>PUBLIC EDU</td>
<td>LEAD-</td>
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Table 22-8

**QUESTION 16:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s arts and cultural amenities

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<th>BANNER 8</th>
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<th>TAKES FOR EDUCATION</th>
<th>TAKES FOR HIGHER EDU</th>
<th>TAKES FOR NEW TERMINAL</th>
<th>TAKES FOR TRANSIT</th>
<th>TAKES FOR ROADS</th>
<th>TAKES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>IMMIGRATION ENFORCE</th>
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<th>TAKES FOR TRANSIT</th>
<th>TAKES FOR ROADS</th>
<th>TAKES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
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<tr>
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**PUBLICATION STRATEGIES**
Table 23-1

QUESTION 17: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s parks

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<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td></td>
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<td>35-44</td>
<td>45-54</td>
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<td>223</td>
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<td>80</td>
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<td>155</td>
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<td>382</td>
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<td>217</td>
<td>61</td>
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<td>5</td>
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<tr>
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PUBLIC OPINION STRATEGIES
Table 23-2

QUESTION 17: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County. The quality of the area's parks

<table>
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<th>PARTY/EDUCATION</th>
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<td>TEC/</td>
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<td>HS OR SOME</td>
<td>GOP/</td>
<td>IND/</td>
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<tr>
<td>TOTAL LESS</td>
<td>MEN</td>
<td>MEN</td>
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<tr>
<td>COLL</td>
<td>WOMEN</td>
<td>WOMEN</td>
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<tr>
<td>COL+</td>
<td>MEN</td>
<td>MEN</td>
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<td>97%</td>
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<tr>
<td>TOTAL NEGATIVE</td>
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</tr>
<tr>
<td>VERY POSITIVE</td>
<td>234</td>
<td>23</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>148</td>
<td>10</td>
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Table 23-3

**QUESTION 17:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area's parks

<table>
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<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
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<th>ETHNICITY</th>
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<td>$80K</td>
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<td>71</td>
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<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>60</td>
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<td>128</td>
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<td>79</td>
<td>63</td>
<td>70</td>
<td>136</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>15</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>8</td>
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<tr>
<td>VERY POSITIVE</td>
<td>234</td>
<td>50</td>
<td>40</td>
<td>45</td>
<td>77</td>
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<td>29</td>
<td>23</td>
<td>24</td>
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<td>8</td>
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PUBLIC OPINION STRATEGIES
Table 23-4

QUESTION 17: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s parks

<table>
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<th>TYPE</th>
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<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF COUNTY</th>
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<th>PHONE TYPE</th>
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<td>198</td>
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<td>197</td>
<td>117</td>
<td>92</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>200</td>
<td>167</td>
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<td>382</td>
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PUBLICATION STRATEGIES
Table 23-5

QUESTION 17: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area's parks

### SCHOOL DISTRICT

<table>
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<tr>
<th>SHAW-</th>
<th>MISS-</th>
<th>BANNER</th>
<th>GARD-</th>
<th>EDEG-</th>
<th>SPRING</th>
<th>DE-</th>
<th>SOTO</th>
<th>TOTAL ION</th>
<th>VALLEY</th>
<th>OLATHE</th>
<th>ERTON</th>
<th>HILL</th>
<th>SOTO</th>
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<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>172</td>
<td>81</td>
<td>101</td>
<td>15</td>
<td>5</td>
<td>23</td>
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<td>65</td>
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<td>58</td>
<td>122</td>
<td>47</td>
<td>21</td>
<td>44</td>
<td>90</td>
<td>49</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>367</td>
<td>157</td>
<td>72</td>
<td>94</td>
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<td>5</td>
<td>23</td>
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<td>110</td>
<td>42</td>
<td>21</td>
<td>42</td>
<td>82</td>
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### COUNTY COMMISSION DISTRICT

<table>
<thead>
<tr>
<th>COUNTY COMMISSION DISTRICT</th>
<th>TOTAL POSITIVE</th>
<th>TOTAL NEGATIVE</th>
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</thead>
<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td>382</td>
<td>15</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>367</td>
<td>15</td>
</tr>
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</table>

### CITIES

<table>
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<th>TOTAL POSITIVE</th>
<th>TOTAL NEGATIVE</th>
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</thead>
<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td>234</td>
<td>15</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>15</td>
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### DATES

<table>
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<tr>
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<th>TOTAL POSITIVE</th>
<th>TOTAL NEGATIVE</th>
</tr>
</thead>
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<tr>
<td>22-23</td>
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<td>15</td>
</tr>
<tr>
<td>23-24</td>
<td>148</td>
<td>15</td>
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</table>

**Public Opinion Strategies**
Table 23-6

**QUESTION 17:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area's parks

<table>
<thead>
<tr>
<th></th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE A</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
</tr>
<tr>
<td></td>
<td>TOTAL POSITIVE</td>
</tr>
<tr>
<td></td>
<td>TOTAL NEGATIVE</td>
</tr>
<tr>
<td></td>
<td>VERY POSITIVE</td>
</tr>
<tr>
<td></td>
<td>SOMEWHAT POSITIVE</td>
</tr>
<tr>
<td></td>
<td>SOMEWHAT NEGATIVE</td>
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<tr>
<td></td>
<td>VERY NEGATIVE</td>
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<tr>
<td></td>
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</tr>
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</table>

**P U B L I C   O P I N I O N   S T R A T E G I E S**
Table 23-7

**QUESTION 17:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s parks

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS VS. COUNTRY</th>
<th>JOHNSON CO ECON SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUC JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE LOCAL</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>47</td>
<td>57</td>
<td>65</td>
<td>41</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>367</td>
<td>45</td>
<td>55</td>
<td>61</td>
<td>39</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>382</td>
<td>45</td>
<td>55</td>
<td>61</td>
<td>39</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>15</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>234</td>
<td>24</td>
<td>33</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>148</td>
<td>20</td>
<td>22</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>15</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the area’s parks

<table>
<thead>
<tr>
<th></th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>IMMIGRATION ENFORCE</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>STRG</td>
<td>SUPP</td>
<td>FAV</td>
<td>SUPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>178</td>
<td>329</td>
<td>58</td>
<td>287</td>
<td>103</td>
<td>246</td>
<td>145</td>
<td>72</td>
<td>316</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>367</td>
<td>163</td>
<td>306</td>
<td>49</td>
<td>267</td>
<td>91</td>
<td>232</td>
<td>128</td>
<td>65</td>
<td>291</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>382</td>
<td>171</td>
<td>317</td>
<td>53</td>
<td>277</td>
<td>97</td>
<td>239</td>
<td>136</td>
<td>69</td>
<td>303</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>96%</td>
<td>96%</td>
<td>96%</td>
<td>92%</td>
<td>97%</td>
<td>94%</td>
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<tr>
<td>TOTAL NEGATIVE</td>
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<td>4</td>
<td>10</td>
<td>6</td>
<td>7</td>
<td>9</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>4%</td>
<td>4%</td>
<td>7%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
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<tr>
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<td>171</td>
<td>57</td>
<td>144</td>
<td>84</td>
<td>45</td>
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<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>59%</td>
<td>64%</td>
<td>60%</td>
<td>49%</td>
<td>60%</td>
<td>56%</td>
<td>59%</td>
<td>58%</td>
<td>63%</td>
<td>58%</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>148</td>
<td>57</td>
<td>121</td>
<td>25</td>
<td>106</td>
<td>39</td>
<td>94</td>
<td>52</td>
<td>23</td>
<td>120</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>37%</td>
<td>32%</td>
<td>37%</td>
<td>44%</td>
<td>37%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>33%</td>
<td>38%</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>15</td>
<td>7</td>
<td>12</td>
<td>3</td>
<td>10</td>
<td>5</td>
<td>7</td>
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<td>11</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
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<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>1%</td>
</tr>
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<td>-</td>
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<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1%</td>
</tr>
</tbody>
</table>
Table 24-1

QUESTION 18: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the region’s political leadership

<table>
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<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>STRG</td>
<td>SOFT</td>
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<td></td>
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<td>35-44</td>
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<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
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<tr>
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<td>185</td>
<td>77</td>
<td>108</td>
<td>30</td>
<td>74</td>
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<td>TOTAL POSITIVE</td>
<td>280</td>
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<td>157</td>
<td>46</td>
<td>102</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>96</td>
<td>46</td>
<td>49</td>
<td>15</td>
<td>28</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>39</td>
<td>17</td>
<td>21</td>
<td>2</td>
<td>14</td>
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<tr>
<td>SOMEWHAT POSITIVE</td>
<td>242</td>
<td>106</td>
<td>136</td>
<td>43</td>
<td>88</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>18</td>
<td>10</td>
<td>8</td>
<td>1</td>
<td>5</td>
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<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>77</td>
<td>36</td>
<td>41</td>
<td>14</td>
<td>23</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 24-2

**QUESTION 18:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the region's political leadership

<table>
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<tr>
<th></th>
<th>EDUCATION</th>
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<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>LESS</td>
<td>COLL+</td>
<td>TOTAL</td>
</tr>
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<td>BASE=SAMPLE A</td>
<td>398</td>
<td>35</td>
<td>88</td>
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<td></td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>69%</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>185</td>
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<td>42</td>
<td>128</td>
</tr>
<tr>
<td></td>
<td>46%</td>
<td>45%</td>
<td>48%</td>
<td>47%</td>
</tr>
<tr>
<td><strong>TOTAL POSITIVE</strong></td>
<td>280</td>
<td>23</td>
<td>61</td>
<td>196</td>
</tr>
<tr>
<td></td>
<td>70%</td>
<td>65%</td>
<td>70%</td>
<td>72%</td>
</tr>
<tr>
<td><strong>TOTAL NEGATIVE</strong></td>
<td>96</td>
<td>7</td>
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<td>68</td>
</tr>
<tr>
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<td>25%</td>
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<td><strong>VERY POSITIVE</strong></td>
<td>39</td>
<td>3</td>
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<td>28</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>8%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>SOMewhat POSITIVE</strong></td>
<td>242</td>
<td>20</td>
<td>54</td>
<td>168</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>56%</td>
<td>62%</td>
<td>61%</td>
</tr>
<tr>
<td><strong>SOMewhat NEGATIVE</strong></td>
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</tr>
<tr>
<td></td>
<td>19%</td>
<td>20%</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>VERY NEGATIVE</strong></td>
<td>18</td>
<td>7</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
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<td>5</td>
<td>7</td>
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</tr>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 24-3

Question 18: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the region's political leadership

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LOCATION OF RESIDENCY</th>
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<tr>
<td></td>
<td>UNDER $60K-$80K</td>
<td>UNDER $80K-$100K</td>
<td>UNDER DEM/</td>
<td>SPENT</td>
<td>ESTANT</td>
<td>WHITE</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
<td>61</td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>185</td>
<td>35</td>
<td>38</td>
<td>38</td>
<td>67</td>
<td>37</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>280</td>
<td>57</td>
<td>50</td>
<td>53</td>
<td>104</td>
<td>48</td>
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<tr>
<td>TOTAL NEGATIVE</td>
<td>96</td>
<td>22</td>
<td>12</td>
<td>15</td>
<td>37</td>
<td>11</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>39</td>
<td>9</td>
<td>6</td>
<td>8</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>242</td>
<td>47</td>
<td>44</td>
<td>44</td>
<td>91</td>
<td>38</td>
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<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>77</td>
<td>15</td>
<td>10</td>
<td>15</td>
<td>29</td>
<td>10</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>18</td>
<td>7</td>
<td>2</td>
<td>2</td>
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PUBLIC OPINION STRATEGIES
Table 24-4

QUESTION 18: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the region's political leadership

<table>
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<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE</th>
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<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
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PUBLIOPINION STRATEGIES
Table 24-5

QUESTION 18: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the region's political leadership

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PUBLIc OPINION STRATEGIES
Table 24-6

**QUESTION 18:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the region's political leadership

**BANNER 6**

<table>
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<th>TOTAL NEGATIVE</th>
<th>VERY POSITIVE</th>
<th>SOMEWHAT POSITIVE</th>
<th>SOMEWHAT NEGATIVE</th>
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### Table 24-7

**QUESTION 18:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the region’s political leadership

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<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
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<th>JCCC PREPARE WORKFORCE</th>
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</table>

**PUBLIC OPINION STRATEGIES**
TABLE 24-8

QUESTION 18: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of the region’s political leadership

BANNER 8

<table>
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<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION FOR ECON DEVELOP</th>
<th>IMMIGRATION EDUCATION</th>
<th>IMMIGRATION HIGHER EDU</th>
<th>IMMIGRATION NEW TERMINAL</th>
<th>IMMIGRATION TRANSIT</th>
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</table>
Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

### The ability to get around the area easily by car

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<th>BASE=SAMPLE A</th>
<th><strong>D/S (POSITIVE - NEGATIVE)</strong></th>
<th>TOTAL POSITIVE</th>
<th>TOTAL NEGATIVE</th>
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<th>SOMEWHAT POSITIVE</th>
<th>SOMEWHAT NEGATIVE</th>
<th>VERY NEGATIVE</th>
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Table 25-2

QUESTION 19: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The ability to get around the area easily by car

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<td>HS OR SOME</td>
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<td>LESS COL</td>
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<td>BASE=SAMPLE A</td>
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<tr>
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<tr>
<td>VERY POSITIVE</td>
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<tr>
<td>SOMEWHAT POSITIVE</td>
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<td>SOMEWHAT NEGATIVE</td>
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<tr>
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PUBLIC OPINION STRATEGIES
**Table 25-3**

**QUESTION 19:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The ability to get around the area easily by car

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**PUBLIC OPINION STRATEGIES**
**Table 25-4**

**QUESTION 19:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The ability to get around the area easily by car

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<th>WORK IN JOHNSON COUNTY</th>
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<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
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**PUBLIC OPINION STRATEGIES**
Table 25-5

**QUESTION 19:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The ability to get around the area easily by car

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<td>5</td>
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**PUBLIC OPINION STRATEGIES**
Table 25-6

QUESTION 19: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The ability to get around the area easily by car

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**Table 25-7**

**QUESTION 19:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The ability to get around the area easily by car

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<th>GOV’T SPENDING OVER PREPARE</th>
<th>STATE LOCAL</th>
<th>CO ECON SERVICES</th>
<th>GOV’T SPENDING</th>
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**PUBLIC OPINION STRATEGIES**
Table 25-8

**QUESTION 19:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The ability to get around the area easily by car

**BANNER 8**

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<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>IMMIGRATION</th>
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<td>TOTAL POSITIVE</td>
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<td>168</td>
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**PUBLIC OPINION STRATEGIES**
Table 26-1

QUESTION 20:
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The Midwestern values of the people living here

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<tr>
<th>GENDER/AGE</th>
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<th>IDEOLOGY</th>
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<td>WOMEN</td>
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<td>56%</td>
</tr>
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<td>**D/S (POSITIVE - NEGATIVE)</td>
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<tr>
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<td>83%</td>
<td>90%</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>368</td>
<td>159</td>
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<td>13</td>
</tr>
<tr>
<td>6%</td>
<td>8%</td>
<td>4%</td>
</tr>
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<td>99</td>
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<td>55%</td>
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<td>10</td>
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Table 26-2

**QUESTION 20:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The Midwestern values of the people living here

<table>
<thead>
<tr>
<th><strong>BASE=SAMPLE A</strong></th>
<th><strong>D/S (POSITIVE - NEGATIVE)</strong></th>
<th><strong>TOTAL POSITIVE</strong></th>
<th><strong>TOTAL NEGATIVE</strong></th>
<th><strong>VERY POSITIVE</strong></th>
<th><strong>SOMewhat POSITIVE</strong></th>
<th><strong>SOMewhat NEGATIVE</strong></th>
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<th><strong>DON'T KNOW</strong></th>
<th><strong>REFUSED</strong></th>
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<td><strong>DEM/DEM</strong></td>
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<td><strong>IND/IND</strong></td>
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<td><strong>TOTAL</strong></td>
<td><strong>LESS</strong></td>
<td><strong>COLL+</strong></td>
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**PUBLIC OPINION STRATEGIES**
QUESTION 20:
Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The Midwestern values of the people living here

### Table 26-3

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<td>TOTAL SOMEWHAT NEGATIVE</td>
<td>TOTAL VERY NEGATIVE</td>
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<tr>
<td>SOMewhat POSITIVE</td>
<td>147</td>
<td>33</td>
<td>29</td>
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<tr>
<td>VERY NEGATIVE</td>
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<tr>
<td>DON'T KNOW</td>
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PUBLIC OPINION STRATEGIES
**Table 26-4**

**QUESTION 20:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The Midwestern values of the people living here

**BANNER 4**

<table>
<thead>
<tr>
<th>IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/ OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<tr>
<td>TOTAL</td>
<td>SINGLE IN-FAMILY</td>
<td>OTHER SIDE</td>
<td>YES</td>
<td>NO MUMS</td>
<td>DADS</td>
<td>PUBLIC OTHER</td>
<td>RD WT</td>
<td>RD WT</td>
<td>RD WT</td>
<td>A</td>
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<td>218</td>
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<td>362</td>
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<td>168</td>
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<td>202</td>
<td>197</td>
<td>117</td>
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<tr>
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<td>345</td>
<td>186</td>
<td>159</td>
<td>319</td>
<td>23</td>
<td>144</td>
<td>181</td>
<td>177</td>
<td>168</td>
<td>108</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
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<td>168</td>
<td>338</td>
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<td>92%</td>
<td>93%</td>
<td>82%</td>
<td>92%</td>
<td>95%</td>
<td>93%</td>
<td>92%</td>
<td>95%</td>
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<td>10</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>12%</td>
<td>6%</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>221</td>
<td>122</td>
<td>99</td>
<td>205</td>
<td>14</td>
<td>91</td>
<td>115</td>
<td>120</td>
<td>102</td>
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<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
<td>44%</td>
<td>54%</td>
<td>58%</td>
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<td>37%</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>6%</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
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<td>5</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
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<td>4%</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>2%</td>
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<td>6%</td>
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Table 26-5

QUESTION 20:
Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The Midwestern values of the people living here

### BANNER 5

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<th>COUNTY COMMISSION DISTRICT</th>
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<tr>
<td>BLUE VALLEY</td>
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<tr>
<td>OLATHE</td>
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<td>ERTON</td>
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<tr>
<td>SPRING HILL</td>
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<td>DE-</td>
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<td>4</td>
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<td>5</td>
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</tr>
<tr>
<td>BASE=SAMPLE A</td>
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</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td></td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
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<tr>
<td>TOTAL NEGATIVE</td>
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<tr>
<td>REFUSED</td>
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</tbody>
</table>

|                                    | BANNER 5 |          | BANNER 5 |          | BANNER 5 |          | BANNER 5 |          |
|                                    | JAN 22   | JAN 23   | JAN 24   | JAN 22   | JAN 23   | JAN 24   | JAN 22   | JAN 23   | JAN 24   |
|                                    |          |          |          |          |          |          |          |          |          |
|                                    |          |          |          |          |          |          |          |          |          |

**PUBLIC OPINION STRATEGIES**
**Table 26-6**

**QUESTION 20:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The Midwestern values of the people living here

**BANNER 6**

<table>
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<th>17</th>
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<tbody>
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<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>14</td>
<td>15</td>
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<td><strong>TOTAL POSITIVE</strong></td>
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<td>18</td>
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<td>15</td>
<td>16</td>
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<td>24</td>
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<tr>
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<td>6</td>
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<td>2</td>
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<tr>
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<td>9</td>
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</table>

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**P U B L I C   O P I N I O N   S T R A T E G I E S**
Table 26-7

QUESTION 20: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The Midwestern values of the people living here

<table>
<thead>
<tr>
<th>BANNER 7</th>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON</th>
<th>SERVICES VS. COUNTRY</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE</th>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>51</td>
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<td>58</td>
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<td>62</td>
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<td>90%</td>
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<tr>
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<td>4</td>
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<td>3</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 26-8

**QUESTION 20:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The Midwestern values of the people living here

**BANNER 8**

<table>
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<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
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<td><strong>TOTAL SUPP</strong></td>
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<tr>
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<td><strong>DON’T KNOW</strong></td>
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**PUBLIC OPINION STRATEGIES**
Table 27-1

QUESTION 21:

Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The area’s crime rate

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<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tbody>
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<td>MEN</td>
<td>WOMEN</td>
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<td></td>
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<td>35-44</td>
<td>45-54</td>
<td>55-64</td>
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<td>18-54</td>
<td>55+</td>
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<td>18-54</td>
<td>55+</td>
<td>18-54</td>
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<td>SOFT</td>
<td>TOTAL</td>
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<td></td>
<td></td>
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<td>SOFT</td>
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<td></td>
<td></td>
<td></td>
<td>TOTAL</td>
<td>STRG</td>
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<tr>
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<td></td>
<td></td>
<td></td>
<td>TOTAL</td>
<td>VERY</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
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<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>274</td>
<td>125</td>
<td>149</td>
<td>50</td>
<td>107</td>
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<td>149</td>
<td>184</td>
<td>57</td>
<td>121</td>
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<td>35</td>
<td>7</td>
<td>14</td>
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<td>94</td>
<td>44</td>
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PUBLIC OPINION STRATEGIES
Table 27-2

QUESTION 21: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The area’s crime rate

<table>
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<tr>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<tbody>
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<td>BASE=SAMPLE A</td>
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<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>TEC/</td>
<td>HS OR SOME</td>
<td>TOTAL</td>
<td>LESS</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>35</td>
<td>88</td>
</tr>
<tr>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>69%</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>333</td>
<td>30</td>
<td>67</td>
</tr>
<tr>
<td>84%</td>
<td>84%</td>
<td>77%</td>
<td>86%</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>59</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>15%</td>
<td>13%</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>180</td>
<td>14</td>
<td>34</td>
</tr>
<tr>
<td>45%</td>
<td>39%</td>
<td>38%</td>
<td>48%</td>
</tr>
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<td>SOMewhat POSITIVE</td>
<td>153</td>
<td>16</td>
<td>34</td>
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<tr>
<td>38%</td>
<td>45%</td>
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<tr>
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<td>13%</td>
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<td>11%</td>
</tr>
<tr>
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<td>4</td>
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<tr>
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<td>4%</td>
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<tr>
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</table>

PUBLIC OPINION STRATEGIES
Table 27-3

QUESTION 21: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The area’s crime rate

<table>
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<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<td>UNDER $80K- $100K-</td>
<td>UNDER DEM/</td>
<td>PROT- ESTANT</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
<td>61</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>274</td>
<td>55</td>
<td>35</td>
<td>49</td>
<td>114</td>
<td>31</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>333</td>
<td>68</td>
<td>50</td>
<td>60</td>
<td>129</td>
<td>46</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>59</td>
<td>13</td>
<td>16</td>
<td>11</td>
<td>15</td>
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<td>153</td>
<td>34</td>
<td>20</td>
<td>29</td>
<td>55</td>
<td>20</td>
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<tr>
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</table>

PUBLIC OPINION STRATEGIES
Table 27-4

Table 27-4

Question 21: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The area’s crime rate

<table>
<thead>
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<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
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<th>DATA</th>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>TOTAL POSITIVE</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 27-5

**QUESTION 21:**
Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The area's crime rate

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISSON</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
</tr>
</tbody>
</table>

**D/S (POSITIVE - NEGATIVE)**

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISSON</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td><strong>TOTAL POSITIVE</strong></td>
</tr>
<tr>
<td><strong>TOTAL NEGATIVE</strong></td>
</tr>
<tr>
<td><strong>VERY POSITIVE</strong></td>
</tr>
<tr>
<td><strong>SOMewhat Positive</strong></td>
</tr>
<tr>
<td><strong>SOMewhat Negative</strong></td>
</tr>
<tr>
<td><strong>VERY Negative</strong></td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 27-6
QUESTION 21: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The area’s crime rate

STATE HOUSE DISTRICTS

|          | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=SAMPLE A | 398 | 16 | 18 | 19 | 27 | 15 | 10 | 16 | 22 | 16 | 12 | 13 | 11 | 28 | 34 | 15 | 13 | 17 | 16 | 13 | 24 | 25 | 20 |
| **D/S (POSITIVE - NEGATIVE)** | 274 | 15 | 14 | 11 | 24 | 7 | 10 | 12 | 14 | 4 | 7 | 9 | 8 | 18 | 27 | 12 | 6 | 14 | 7 | 11 | 11 | 21 | 11 |
| TOTAL POSITIVE | 333 | 15 | 16 | 15 | 25 | 11 | 10 | 14 | 18 | 10 | 10 | 11 | 9 | 22 | 30 | 13 | 15 | 12 | 12 | 17 | 23 | 15 |
| TOTAL NEGATIVE | 59 | 1 | 2 | 4 | 1 | 4 | 2 | 3 | 6 | 2 | 2 | 1 | 4 | 3 | 1 | 3 | 1 | 5 | 1 | 6 | 2 | 4 |
| VERY POSITIVE | 180 | 9 | 9 | 10 | 13 | 6 | 5 | 10 | 13 | 4 | 4 | 4 | 5 | 13 | 20 | 8 | 4 | 5 | 6 | 3 | 5 | 13 | 11 |
| SOMEWHAT POSITIVE | 153 | 6 | 7 | 5 | 13 | 5 | 5 | 4 | 5 | 6 | 5 | 7 | 4 | 9 | 10 | 5 | 6 | 10 | 6 | 9 | 12 | 10 | 5 |
| VERY NEGATIVE | 9 | - | - | - | - | 2 | - | - | - | 2 | - | - | 1 | - | 1 | - | - | - | 1 | - | - | - | - |
| SOMEWHAT NEGATIVE | 50 | 1 | 2 | 4 | 1 | 2 | - | 2 | 3 | 4 | 2 | 2 | - | 4 | 2 | 1 | 3 | 1 | 3 | 1 | 6 | 1 | 4 |
| TOTAL | 398 | 16 | 18 | 19 | 27 | 15 | 10 | 16 | 22 | 16 | 12 | 13 | 11 | 28 | 34 | 15 | 13 | 17 | 16 | 13 | 24 | 25 | 20 |
| **D/S (POSITIVE - NEGATIVE)** | 274 | 15 | 14 | 11 | 24 | 7 | 10 | 12 | 14 | 4 | 7 | 9 | 8 | 18 | 27 | 12 | 6 | 14 | 7 | 11 | 11 | 21 | 11 |
| TOTAL POSITIVE | 333 | 15 | 16 | 15 | 25 | 11 | 10 | 14 | 18 | 10 | 10 | 11 | 9 | 22 | 30 | 13 | 15 | 12 | 12 | 17 | 23 | 15 |
| TOTAL NEGATIVE | 59 | 1 | 2 | 4 | 1 | 4 | 2 | 3 | 6 | 2 | 2 | 1 | 4 | 3 | 1 | 3 | 1 | 5 | 1 | 6 | 2 | 4 |
| VERY POSITIVE | 180 | 9 | 9 | 10 | 13 | 6 | 5 | 10 | 13 | 4 | 4 | 4 | 5 | 13 | 20 | 8 | 4 | 5 | 6 | 3 | 5 | 13 | 11 |
| SOMEWHAT POSITIVE | 153 | 6 | 7 | 5 | 13 | 5 | 5 | 4 | 5 | 6 | 5 | 7 | 4 | 9 | 10 | 5 | 6 | 10 | 6 | 9 | 12 | 10 | 5 |
| VERY NEGATIVE | 9 | - | - | - | - | 2 | - | - | - | 2 | - | - | 1 | - | 1 | - | - | - | 1 | - | - | - |
| SOMEWHAT NEGATIVE | 50 | 1 | 2 | 4 | 1 | 2 | - | 2 | 3 | 4 | 2 | 2 | - | 4 | 2 | 1 | 3 | 1 | 3 | 1 | 6 | 1 | 4 |
| TOTAL | 398 | 16 | 18 | 19 | 27 | 15 | 10 | 16 | 22 | 16 | 12 | 13 | 11 | 28 | 34 | 15 | 13 | 17 | 16 | 13 | 24 | 25 | 20 |
| **D/S (POSITIVE - NEGATIVE)** | 274 | 15 | 14 | 11 | 24 | 7 | 10 | 12 | 14 | 4 | 7 | 9 | 8 | 18 | 27 | 12 | 6 | 14 | 7 | 11 | 11 | 21 | 11 |
| TOTAL POSITIVE | 333 | 15 | 16 | 15 | 25 | 11 | 10 | 14 | 18 | 10 | 10 | 11 | 9 | 22 | 30 | 13 | 15 | 12 | 12 | 17 | 23 | 15 |
| TOTAL NEGATIVE | 59 | 1 | 2 | 4 | 1 | 4 | 2 | 3 | 6 | 2 | 2 | 1 | 4 | 3 | 1 | 3 | 1 | 5 | 1 | 6 | 2 | 4 |
| VERY POSITIVE | 180 | 9 | 9 | 10 | 13 | 6 | 5 | 10 | 13 | 4 | 4 | 4 | 5 | 13 | 20 | 8 | 4 | 5 | 6 | 3 | 5 | 13 | 11 |
| SOMEWHAT POSITIVE | 153 | 6 | 7 | 5 | 13 | 5 | 5 | 4 | 5 | 6 | 5 | 7 | 4 | 9 | 10 | 5 | 6 | 10 | 6 | 9 | 12 | 10 | 5 |
| VERY NEGATIVE | 9 | - | - | - | - | 2 | - | - | - | 2 | - | - | 1 | - | 1 | - | - | - | 1 | - | - | - |
| SOMEWHAT NEGATIVE | 50 | 1 | 2 | 4 | 1 | 2 | - | 2 | 3 | 4 | 2 | 2 | - | 4 | 2 | 1 | 3 | 1 | 3 | 1 | 6 | 1 | 4 |
| TOTAL | 398 | 16 | 18 | 19 | 27 | 15 | 10 | 16 | 22 | 16 | 12 | 13 | 11 | 28 | 34 | 15 | 13 | 17 | 16 | 13 | 24 | 25 | 20 |
| **D/S (POSITIVE - NEGATIVE)** | 274 | 15 | 14 | 11 | 24 | 7 | 10 | 12 | 14 | 4 | 7 | 9 | 8 | 18 | 27 | 12 | 6 | 14 | 7 | 11 | 11 | 21 | 11 |
| TOTAL POSITIVE | 333 | 15 | 16 | 15 | 25 | 11 | 10 | 14 | 18 | 10 | 10 | 11 | 9 | 22 | 30 | 13 | 15 | 12 | 12 | 17 | 23 | 15 |
| TOTAL NEGATIVE | 59 | 1 | 2 | 4 | 1 | 4 | 2 | 3 | 6 | 2 | 2 | 1 | 4 | 3 | 1 | 3 | 1 | 5 | 1 | 6 | 2 | 4 |
| VERY POSITIVE | 180 | 9 | 9 | 10 | 13 | 6 | 5 | 10 | 13 | 4 | 4 | 4 | 5 | 13 | 20 | 8 | 4 | 5 | 6 | 3 | 5 | 13 | 11 |
| SOMEWHAT POSITIVE | 153 | 6 | 7 | 5 | 13 | 5 | 5 | 4 | 5 | 6 | 5 | 7 | 4 | 9 | 10 | 5 | 6 | 10 | 6 | 9 | 12 | 10 | 5 |

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 27

QUESTION 21:
Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The area’s crime rate

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON</th>
<th>FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE DEVELOP</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE LOCAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BANNER 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
</tr>
<tr>
<td>BETTER SAME</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HIGH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RIGHT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>47</td>
<td>57</td>
<td>65</td>
<td>41</td>
<td>65</td>
<td>67</td>
</tr>
<tr>
<td>100%</td>
<td>12%</td>
<td>14%</td>
<td>16%</td>
<td>10%</td>
<td>16%</td>
<td>17%</td>
<td>75%</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>31</td>
<td>35</td>
<td>38</td>
<td>49</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>69%</td>
<td>56%</td>
<td>65%</td>
<td>67%</td>
<td>75%</td>
<td>78%</td>
<td>52%</td>
<td>84%</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>333</td>
<td>38</td>
<td>46</td>
<td>48</td>
<td>57</td>
<td>36</td>
<td>48</td>
</tr>
<tr>
<td>84%</td>
<td>82%</td>
<td>80%</td>
<td>84%</td>
<td>88%</td>
<td>87%</td>
<td>73%</td>
<td>92%</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>59</td>
<td>8</td>
<td>11</td>
<td>9</td>
<td>8</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>15%</td>
<td>16%</td>
<td>20%</td>
<td>16%</td>
<td>12%</td>
<td>10%</td>
<td>21%</td>
<td>8%</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>180</td>
<td>22</td>
<td>25</td>
<td>26</td>
<td>25</td>
<td>19</td>
<td>25</td>
</tr>
<tr>
<td>45%</td>
<td>47%</td>
<td>44%</td>
<td>45%</td>
<td>39%</td>
<td>46%</td>
<td>38%</td>
<td>57%</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>153</td>
<td>16</td>
<td>20</td>
<td>22</td>
<td>31</td>
<td>17</td>
<td>23</td>
</tr>
<tr>
<td>38%</td>
<td>35%</td>
<td>36%</td>
<td>38%</td>
<td>48%</td>
<td>41%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>50</td>
<td>6</td>
<td>9</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>13%</td>
<td>13%</td>
<td>15%</td>
<td>14%</td>
<td>9%</td>
<td>10%</td>
<td>21%</td>
<td>6%</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>9</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>4</td>
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<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>-</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>6</td>
<td>1</td>
<td></td>
<td>-</td>
<td>1</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
<td>-</td>
<td>3%</td>
<td>6%</td>
<td>-</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

PUBLICATION STRATEGIES
Table 27-8

**QUESTION 21:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The area’s crime rate

| BANNER 8 | TAXES FOR ECON DEVELOP | TAXES FOR EDUCATION | TAXES FOR HIGHER EDU | TAXES FOR NEW TERMINAL | TAXES FOR TRANSIT | TAXES FOR ROADS | SALES TAX | LEAST FAV TAX | IMMIGRATION | PROBLEM | ENFORCE | LOCAL STRG | STRG SUPP | SUPP FAV | OPP FAV | STRG FAV | OPP OPP | OPP FAV | OPP SUPP | OPP OPP | OPP FAV | OPP OPP | OPP INCOME | SALES PROP | YES | NO | GOVT OFFICIALS |
|----------|------------------------|----------------------|----------------------|------------------------|-------------------|-----------------|-------------|-------------|-------------|-----------|---------|---------|----------|----------|--------|-------|---------|--------|--------|---------|--------|---------|--------|-------------|-----------|-----|----|----------------|
| BASE=SAMPLE A | 398 | 178 | 329 | 58 | 287 | 103 | 246 | 145 | 72 | 316 | 238 | 175 | 215 | 270 | 109 | 158 | 217 | 137 | 82 | 164 | 195 | 185 | 220 | 160 |
| **D/S (POSITIVE - NEGATIVE)** | 274 | 128 | 231 | 35 | 209 | 64 | 170 | 99 | 51 | 214 | 157 | 117 | 151 | 192 | 69 | 119 | 140 | 112 | 49 | 106 | 122 | 137 | 155 | 109 |
| TOTAL POSITIVE | 333 | 152 | 277 | 46 | 246 | 83 | 205 | 122 | 62 | 262 | 196 | 145 | 181 | 230 | 87 | 138 | 177 | 125 | 65 | 133 | 157 | 159 | 186 | 133 |
| TOTAL NEGATIVE | 59 | 23 | 46 | 11 | 36 | 19 | 36 | 23 | 10 | 48 | 38 | 28 | 31 | 38 | 19 | 19 | 37 | 12 | 16 | 28 | 35 | 22 | 31 |
| VERY POSITIVE | 180 | 78 | 150 | 23 | 140 | 36 | 114 | 65 | 28 | 149 | 108 | 77 | 101 | 124 | 48 | 76 | 94 | 65 | 32 | 76 | 68 | 105 | 104 | 69 |
| SOBER POSITIVE | 153 | 73 | 128 | 22 | 105 | 47 | 92 | 57 | 34 | 113 | 88 | 68 | 80 | 106 | 39 | 62 | 83 | 59 | 33 | 57 | 89 | 54 | 82 | 64 |
| SOMEWHAT POSITIVE | 50 | 21 | 39 | 10 | 31 | 16 | 30 | 20 | 7 | 43 | 33 | 23 | 26 | 32 | 16 | 19 | 29 | 11 | 12 | 23 | 17 | 25 | 21 |
| VERY NEGATIVE | 9 | 2 | 7 | 1 | 5 | 4 | 6 | 2 | 3 | 6 | 6 | 5 | 4 | 6 | 3 | - | 8 | 1 | 3 | 4 | 3 | 5 | 6 |
| DON'T KNOW | 6 | 3 | 5 | 1 | 5 | 1 | 5 | 1 | - | 6 | 4 | 2 | 4 | 2 | 3 | 2 | 3 | 1 | 1 | 3 | 3 | 3 | 3 |
| **P U B L I C O P I N I O N S T R A T E G I E S** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
QUESTION 22:

Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td>----------</td>
<td>--------</td>
<td>--------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>146</td>
<td>199</td>
<td>53</td>
<td>126</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>365</td>
<td>159</td>
<td>207</td>
<td>58</td>
<td>130</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>20</td>
<td>13</td>
<td>7</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>219</td>
<td>88</td>
<td>131</td>
<td>35</td>
<td>74</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>146</td>
<td>71</td>
<td>75</td>
<td>22</td>
<td>56</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>17</td>
<td>12</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
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<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
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<td>4</td>
<td>9</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>345</td>
<td>146</td>
<td>199</td>
<td>53</td>
<td>126</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>365</td>
<td>159</td>
<td>207</td>
<td>58</td>
<td>130</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>20</td>
<td>13</td>
<td>7</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>219</td>
<td>88</td>
<td>131</td>
<td>35</td>
<td>74</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>146</td>
<td>71</td>
<td>75</td>
<td>22</td>
<td>56</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>17</td>
<td>12</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>13</td>
<td>4</td>
<td>9</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

**Johnson County's programs and facilities for youth sports**

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very Positive</strong></td>
<td>219 21 51 146 47 57 18 33 21 34 69 34 38 13 42 14 37 67 18 32 14 41</td>
</tr>
<tr>
<td><strong>Somewhat Positive</strong></td>
<td>146 21 29 107 31 30 20 22 15 22 34 27 34 7 26 11 17 44 12 29 8 28</td>
</tr>
<tr>
<td><strong>Somewhat Negative</strong></td>
<td>17 2 4 12 10 1 - 1 2 3 6 5 - 1 2 2 3 8 - 1 2 3</td>
</tr>
<tr>
<td><strong>Very Negative</strong></td>
<td>3 1 1 1 - 1 1 - 1 1 - 1 1 - 1 1 - 1 - 1 1 - 1 - 1</td>
</tr>
<tr>
<td><strong>Don't Know</strong></td>
<td>13 2 3 7 2 4 - 4 2 1 4 2 4 - 1 2 2 4 2 2 2 1</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
QUESTION 22:

Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Johnson County’s programs and facilities for youth sports

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH</th>
</tr>
</thead>
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<tr>
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<td>$60K-$80K</td>
<td>$80K-$100K</td>
<td>$100K+</td>
<td>TOTAL</td>
<td>GOP/IND/DEM/</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>345</td>
<td>70</td>
<td>55</td>
<td>68</td>
<td>127</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>365</td>
<td>75</td>
<td>58</td>
<td>69</td>
<td>135</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>20</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>219</td>
<td>44</td>
<td>34</td>
<td>46</td>
<td>75</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>146</td>
<td>31</td>
<td>24</td>
<td>23</td>
<td>60</td>
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<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>17</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>13</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
QUESTION 22:

Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th>BASE=SAMPLE A</th>
<th>LAND-</th>
<th>DATA</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOMewhat positive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOMewhat NEGATIVE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 28-5

**QUESTION 22:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

**Johnson County’s programs and facilities for youth sports**

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAWNEE</td>
<td>NEE</td>
<td>LEA</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MISSISSIPPI</td>
<td>BLUE VALLEY</td>
<td>OLATHE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IOWA</td>
<td>ETON</td>
<td>HILL</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MISSOURI</td>
<td>SOTO</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MISSOURI</td>
<td>SOTO</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MISSOURI</td>
<td>SOTO</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MISSOURI</td>
<td>SOTO</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MISSOURI</td>
<td>SOTO</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MISSOURI</td>
<td>SOTO</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>172</td>
<td>81</td>
<td>101</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>345</td>
<td>142</td>
<td>74</td>
<td>88</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>365</td>
<td>152</td>
<td>77</td>
<td>94</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>20</td>
<td>10</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>219</td>
<td>86</td>
<td>54</td>
<td>52</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>146</td>
<td>66</td>
<td>23</td>
<td>42</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>17</td>
<td>9</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>13</td>
<td>10</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3%</td>
<td>6%</td>
<td>1%</td>
<td>2%</td>
<td>-</td>
</tr>
</tbody>
</table>
Table 28-6

**QUESTION 22:**

Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>14</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td>398</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>100%</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>345</td>
</tr>
<tr>
<td><strong>TOTAL POSITIVE</strong></td>
<td>365</td>
</tr>
<tr>
<td><strong>TOTAL NEGATIVE</strong></td>
<td>20</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>5%</td>
</tr>
<tr>
<td><strong>VERY POSITIVE</strong></td>
<td>219</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>55%</td>
</tr>
<tr>
<td><strong>SOMewhat POSITIVE</strong></td>
<td>146</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>37%</td>
</tr>
<tr>
<td><strong>SOMewhat NEGATIVE</strong></td>
<td>17</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>4%</td>
</tr>
<tr>
<td><strong>VERY NEGATIVE</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>1%</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>13</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>3%</td>
</tr>
</tbody>
</table>
**Table 28-7**

**QUESTION 22:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th>BANNER 7</th>
<th>JOHNSON CO ECON</th>
<th>SERVICES</th>
<th>GOV'T SPENDING</th>
<th>CONTROL</th>
<th>OVER</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE SENATE DISTRICTS</td>
<td>VS. COUNTRY</td>
<td>FOR TAXES</td>
<td>IN COUNTY</td>
<td>TO HIGH</td>
<td>ABOUT INCR-</td>
<td>DECR-</td>
<td>LEAD-</td>
<td>LEAD-</td>
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<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
<td>BETTER SAME</td>
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<tr>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>47</td>
<td>57</td>
<td>57</td>
<td>65</td>
<td>41</td>
<td>65</td>
<td>67</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>345</td>
<td>34</td>
<td>48</td>
<td>50</td>
<td>56</td>
<td>37</td>
<td>58</td>
<td>61</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>365</td>
<td>38</td>
<td>51</td>
<td>52</td>
<td>60</td>
<td>39</td>
<td>61</td>
<td>63</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>20</td>
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<td>3</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>7</td>
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<tr>
<td>VERY POSITIVE</td>
<td>219</td>
<td>19</td>
<td>29</td>
<td>30</td>
<td>37</td>
<td>23</td>
<td>40</td>
<td>41</td>
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<td>SOMEWHAT POSITIVE</td>
<td>146</td>
<td>19</td>
<td>23</td>
<td>22</td>
<td>23</td>
<td>16</td>
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<td>22</td>
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<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>13</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>1</td>
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<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 28-8
QUESTIONS 22: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th></th>
<th>TAKES FOR ECON DEVELOP</th>
<th>TAKES FOR EDUCATION</th>
<th>TAKES FOR HIGHER EDU</th>
<th>TAKES FOR NEW TERMINAL</th>
<th>TAKES FOR TRANSIT</th>
<th>TAKES FOR ROADS</th>
<th>SALES TAX</th>
<th>IMMOGRATION</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
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<tbody>
<tr>
<td></td>
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<td>TOTAL SUPP</td>
<td>OPP FAV SUPP OPF OPP</td>
<td>FAV SUPP OPP FAV OPP</td>
<td>STRG</td>
<td>TOTAL SUPP</td>
<td>OPP FAV</td>
<td>SUPP OPP</td>
<td>SUPP OPP</td>
<td>INCOME</td>
</tr>
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<td>329</td>
<td>58</td>
<td>287</td>
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<td>246</td>
<td>145</td>
<td>72</td>
<td>316</td>
</tr>
<tr>
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<td>164</td>
<td>291</td>
<td>43</td>
<td>258</td>
<td>83</td>
<td>217</td>
<td>123</td>
<td>68</td>
<td>267</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>365</td>
<td>169</td>
<td>307</td>
<td>47</td>
<td>269</td>
<td>91</td>
<td>230</td>
<td>130</td>
<td>69</td>
<td>286</td>
</tr>
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<td>5</td>
<td>10</td>
<td>8</td>
<td>13</td>
<td>7</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>219</td>
<td>106</td>
<td>188</td>
<td>22</td>
<td>159</td>
<td>58</td>
<td>139</td>
<td>77</td>
<td>41</td>
<td>172</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>146</td>
<td>63</td>
<td>119</td>
<td>26</td>
<td>110</td>
<td>33</td>
<td>91</td>
<td>53</td>
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<td>114</td>
</tr>
<tr>
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<td>5</td>
<td>13</td>
<td>5</td>
<td>8</td>
<td>7</td>
<td>11</td>
<td>6</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
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<td>1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>13</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>8</td>
<td>4</td>
<td>3</td>
<td>8</td>
<td>1</td>
<td>12</td>
</tr>
</tbody>
</table>

**Note:** The table provides a breakdown of responses to the question of what makes Johnson County a good place to live, with ratings for each topic ranging from very positive (Very Positive) to very negative (Very Negative), and options for don't know. The percentages indicate the distribution of responses across different categories.
Table 29-1

QUESTION 23: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td></td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td></td>
<td>18-54</td>
<td>55+</td>
<td>18-54</td>
</tr>
<tr>
<td></td>
<td>STRG</td>
<td>SOFT</td>
<td>TOTAL</td>
</tr>
<tr>
<td></td>
<td>IND/DEM</td>
<td></td>
<td>STRG</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td>SOFT</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>269</td>
<td>124</td>
<td>145</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>330</td>
<td>148</td>
<td>182</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>60</td>
<td>23</td>
<td>37</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>176</td>
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<td>103</td>
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<td>154</td>
<td>75</td>
<td>79</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>56</td>
<td>21</td>
<td>35</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>7</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 29-2

**QUESTION 23:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/HS OR SOME TOTAL LESS</td>
<td>GOP MEN</td>
<td>IND MEN</td>
<td>DEM MEN</td>
</tr>
</tbody>
</table>
| **BASE=**SAMPLE A | 398 35 88 274 91 93 39 60 39 61 115 68 77 21 71 29 59 125 33 65 27 73 | 100% 9% 22% 69% 23% 23% 10% 15% 10% 15% 29% 17% 19% 5% 18% 7% 15% 31% 8% 16% 7% 18% | 269 24 57 186 58 66 31 37 28 40 77 45 53 15 50 18 36 88 25 42 18 50 | 68% 69% 65% 68% 64% 71% 81% 62% 72% 65% 67% 67% 69% 72% 70% 62% 60% 70% 78% 65% 66% 68% | 300 29 71 227 72 80 35 48 33 50 95 56 64 18 61 23 47 105 29 53 21 61 | 83% 83% 82% 83% 80% 85% 90% 80% 84% 82% 82% 83% 83% 86% 85% 77% 80% 84% 89% 81% 80% 84% | 60 5 15 41 15 14 4 11 5 10 18 11 11 3 11 4 11 17 4 11 4 11 | 15% 14% 17% 15% 16% 15% 10% 18% 12% 17% 15% 16% 15% 14% 15% 19% 14% 11% 16% 14% 15% | 176 17 34 125 36 43 17 24 18 32 48 31 30 11 38 12 25 54 14 27 11 39 | 4% 4% 9% 4% 6% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% | 154 12 38 102 36 37 18 24 16 18 47 26 34 7 23 10 22 51 15 26 11 22 | 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% | 56 5 13 38 15 12 4 11 2 9 17 11 11 3 8 4 11 16 4 11 2 9 | 15% 14% 15% 14% 16% 13% 10% 15% 6% 16% 14% 16% 15% 14% 12% 13% 19% 13% 11% 16% 9% 13% | 4 - 1 - 3 - 1 - - - 2 1 1 - 2 1 - 1 - - 1 2 | 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% | 7 1 1 5 2 - - 2 1 1 1 1 1 2 - - 2 1 - 2 2 1 | 2% 3% 2% 2% 2% - - 3% 3% 1% 1% 1% 1% 1% 1% 2% - - 8% 1% 1% 2% 6% 1% | 1 - - - 1 - 1 - - - - 1 - - - - 1 - - - - - | **P U B L I C   O P I N I O N   S T R A T E G I E S**
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER $60K- UNDER GOP/</td>
<td>UNDER IND/</td>
<td>UNDER DEM/</td>
<td>PROT-</td>
<td>CATH-</td>
<td>WHITE</td>
</tr>
<tr>
<td>TOTAL $60K $80K $100K+</td>
<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
<td>ESTATANT</td>
<td>OLIC</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>269</td>
<td>51</td>
<td>47</td>
<td>49</td>
<td>103</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>330</td>
<td>65</td>
<td>56</td>
<td>60</td>
<td>123</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>60</td>
<td>14</td>
<td>10</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>176</td>
<td>34</td>
<td>35</td>
<td>31</td>
<td>62</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>154</td>
<td>31</td>
<td>22</td>
<td>30</td>
<td>61</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>56</td>
<td>14</td>
<td>8</td>
<td>10</td>
<td>17</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>7</td>
<td>3</td>
<td>-</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 29-4

**QUESTION 23:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

<table>
<thead>
<tr>
<th>Access to metropolitan amenities such as pro sports teams, the arts, and the zoo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BANNER 4</strong></td>
</tr>
<tr>
<td><strong>WORK IN JOHNSON COUNTY</strong></td>
</tr>
<tr>
<td>----------------------------</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
</tr>
<tr>
<td><strong>%</strong></td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
</tr>
<tr>
<td><strong>TOTAL POSITIVE</strong></td>
</tr>
<tr>
<td><strong>%</strong></td>
</tr>
<tr>
<td><strong>TOTAL NEGATIVE</strong></td>
</tr>
<tr>
<td><strong>%</strong></td>
</tr>
<tr>
<td><strong>VERY POSITIVE</strong></td>
</tr>
<tr>
<td><strong>%</strong></td>
</tr>
<tr>
<td><strong>SOMewhat POSITIVE</strong></td>
</tr>
<tr>
<td><strong>%</strong></td>
</tr>
<tr>
<td><strong>SOMewhat NEGATIVE</strong></td>
</tr>
<tr>
<td><strong>%</strong></td>
</tr>
<tr>
<td><strong>VERY NEGATIVE</strong></td>
</tr>
<tr>
<td><strong>%</strong></td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
</tr>
<tr>
<td><strong>%</strong></td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
</tr>
<tr>
<td><strong>%</strong></td>
</tr>
</tbody>
</table>
Table 29-5

QUESTION 23:
Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MISS</td>
<td>BLUE</td>
</tr>
<tr>
<td></td>
<td>BASE</td>
<td>A</td>
<td>VALLEY</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>269</td>
<td>114</td>
<td>51</td>
</tr>
</tbody>
</table>

TOTAL POSITIVE

| BASE=SAMPLE A | 398 | 172 | 81 | 101 | 15 | 5 | 23 | 60 | 76 | 69 | 65 | 671 | 58 | 122 | 47 | 21 | 64 | 90 | 49 | 25 | 181 | 113 | 104 |
| **D/S (POSITIVE - NEGATIVE)** | 269 | 114 | 51 | 75 | 7 | 5 | 17 | 41 | 52 | 48 | 39 | 49 | 40 | 74 | 32 | 12 | 32 | 66 | 38 | 16 | 142 | 65 | 62 |

TOTAL NEGATIVE

| BASE=SAMPLE A | 300 | 143 | 65 | 86 | 11 | 5 | 19 | 50 | 63 | 59 | 51 | 48 | 97 | 39 | 16 | 37 | 76 | 43 | 20 | 160 | 87 | 83 |
| **D/S (POSITIVE - NEGATIVE)** | 269 | 114 | 51 | 75 | 7 | 5 | 17 | 41 | 52 | 48 | 39 | 49 | 40 | 74 | 32 | 12 | 32 | 66 | 38 | 16 | 142 | 65 | 62 |

VERY POSITIVE

| BASE=SAMPLE A | 176 | 76 | 34 | 48 | 6 | 3 | 9 | 31 | 32 | 32 | 23 | 37 | 21 | 50 | 19 | 10 | 17 | 41 | 29 | 10 | 86 | 41 | 49 |
| **D/S (POSITIVE - NEGATIVE)** | 269 | 114 | 51 | 75 | 7 | 5 | 17 | 41 | 52 | 48 | 39 | 49 | 40 | 74 | 32 | 12 | 32 | 66 | 38 | 16 | 142 | 65 | 62 |

SOMewhat POSITIVE

| BASE=SAMPLE A | 154 | 67 | 30 | 38 | 5 | 3 | 11 | 19 | 31 | 27 | 28 | 22 | 28 | 48 | 20 | 6 | 20 | 36 | 14 | 10 | 73 | 46 | 34 |
| **D/S (POSITIVE - NEGATIVE)** | 269 | 114 | 51 | 75 | 7 | 5 | 17 | 41 | 52 | 48 | 39 | 49 | 40 | 74 | 32 | 12 | 32 | 66 | 38 | 16 | 142 | 65 | 62 |

SOMewhat NEGATIVE

| BASE=SAMPLE A | 56 | 26 | 13 | 11 | 4 | - | 2 | 6 | 11 | 9 | 12 | 10 | 8 | 22 | 7 | 3 | 6 | 10 | 4 | 4 | 16 | 21 | 19 |
| **D/S (POSITIVE - NEGATIVE)** | 269 | 114 | 51 | 75 | 7 | 5 | 17 | 41 | 52 | 48 | 39 | 49 | 40 | 74 | 32 | 12 | 32 | 66 | 38 | 16 | 142 | 65 | 62 |

VERY NEGATIVE

| BASE=SAMPLE A | 4 | 2 | 1 | 1 | - | - | - | 4 | - | 2 | - | 1 | - | 1 | - | 1 | - | 1 | - | 2 | 1 | 1 |
| **D/S (POSITIVE - NEGATIVE)** | 269 | 114 | 51 | 75 | 7 | 5 | 17 | 41 | 52 | 48 | 39 | 49 | 40 | 74 | 32 | 12 | 32 | 66 | 38 | 16 | 142 | 65 | 62 |

DON'T KNOW

| BASE=SAMPLE A | 7 | 1 | 2 | 4 | - | - | - | 1 | 1 | 1 | - | 1 | 2 | 2 | 1 | - | 1 | 1 | 2 | - | 1 | 3 | 1 |
| **D/S (POSITIVE - NEGATIVE)** | 269 | 114 | 51 | 75 | 7 | 5 | 17 | 41 | 52 | 48 | 39 | 49 | 40 | 74 | 32 | 12 | 32 | 66 | 38 | 16 | 142 | 65 | 62 |

REFUSED

| BASE=SAMPLE A | 1 | - | - | - | - | - | - | 5 | - | 2 | - | - | - | - | 1 | - | - | - | - | - | 1 | - |
| **D/S (POSITIVE - NEGATIVE)** | 269 | 114 | 51 | 75 | 7 | 5 | 17 | 41 | 52 | 48 | 39 | 49 | 40 | 74 | 32 | 12 | 32 | 66 | 38 | 16 | 142 | 65 | 62 |

PUBLIC OPINION STRATEGIES
Table 29-6

QUESTION 23:
Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

|                | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| TOTAL          |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| BASE=BASE SAMPLE A | 398 | 16 | 18 | 19 | 27 | 15 | 10 | 16 | 22 | 16 | 12 | 13 | 11 | 28 | 34 | 15 | 13 | 17 | 16 | 13 | 24 | 25 | 20 |
| **D/S (POSITIVE - NEGATIVE)** | 269 | 13 | 15 | 10 | 15 | 14 | 5 | 12 | 22 | 7 | 8 | 6 | 6 | 18 | 19 | 8 | 8 | 17 | 14 | 7 | 16 | 16 | 14 |
| TOTAL POSITIVE | 330 | 14 | 16 | 15 | 21 | 14 | 7 | 14 | 22 | 11 | 10 | 10 | 8 | 23 | 27 | 11 | 11 | 17 | 14 | 10 | 20 | 20 | 17 |
| TOTAL NEGATIVE | 60 | 1 | 1 | 4 | 6 | 1 | 3 | 1 | 4 | 2 | 4 | 3 | 5 | 7 | 3 | 2 | - | - | 2 | 4 | 5 | 3 |
| VERY POSITIVE | 176 | 8 | 7 | 4 | 12 | 9 | 4 | 9 | 12 | 5 | 6 | 5 | 7 | 14 | 14 | 8 | 3 | 6 | 6 | 4 | 9 | 11 | 14 |
| SOMEWHAT POSITIVE | 154 | 6 | 9 | 11 | 9 | 6 | 3 | 4 | 10 | 6 | 4 | 5 | 1 | 9 | 13 | 3 | 7 | 10 | 9 | 5 | 11 | 9 | 3 |
| VERY NEGATIVE | 56 | - | 1 | 4 | 6 | 1 | 3 | 1 | - | 4 | 2 | 3 | 3 | 5 | 6 | 2 | 2 | - | - | 2 | 4 | 5 | 3 |
| SOMEWHAT NEGATIVE | 56 | - | 1 | 4 | 6 | 1 | 3 | 1 | - | 4 | 2 | 3 | 3 | 5 | 6 | 2 | 2 | - | - | 2 | 4 | 5 | 3 |
| DON'T KNOW | 7 | 2 | 1 | - | - | - | - | - | - | - | 1 | - | - | 1 | 1 | - | - | - | - | - | - |
| REFUSED | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

PUBLIC OPINION STRATEGIES
Table 29-7

**QUESTION 23:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>CO ECON</th>
<th>SERVICES</th>
<th>GOV'T SPENDING</th>
<th>CONTROL</th>
<th>PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>398</td>
<td>47</td>
<td>57</td>
<td>65</td>
<td>41</td>
<td>65</td>
<td>67</td>
<td>300</td>
</tr>
<tr>
<td><strong>STATE LOCAL TOO ABOUT INCR- DECR- LEAD- LEAD- VERY DIS- DIS-</strong></td>
<td><strong>TOTAL</strong></td>
<td>269</td>
<td>36</td>
<td>42</td>
<td>49</td>
<td>42</td>
<td>25</td>
<td>39</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td><strong>TOTAL</strong></td>
<td>330</td>
<td>41</td>
<td>42</td>
<td>51</td>
<td>53</td>
<td>32</td>
<td>52</td>
</tr>
<tr>
<td>**<strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td><strong>TOTAL</strong></td>
<td>60</td>
<td>5</td>
<td>14</td>
<td>2</td>
<td>11</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td><strong>TOTAL POSITIVE</strong></td>
<td>176</td>
<td>24</td>
<td>20</td>
<td>21</td>
<td>26</td>
<td>16</td>
<td>30</td>
<td>38</td>
</tr>
<tr>
<td><strong>TOTAL NEGATIVE</strong></td>
<td>154</td>
<td>17</td>
<td>22</td>
<td>30</td>
<td>26</td>
<td>16</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td><strong>VERY POSITIVE</strong></td>
<td>154</td>
<td>17</td>
<td>22</td>
<td>30</td>
<td>26</td>
<td>16</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td><strong>SOMewhat POSITIVE</strong></td>
<td>154</td>
<td>17</td>
<td>22</td>
<td>30</td>
<td>26</td>
<td>16</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td><strong>SOMewhat NEGATIVE</strong></td>
<td>56</td>
<td>4</td>
<td>14</td>
<td>1</td>
<td>11</td>
<td>6</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td><strong>VERY NEGATIVE</strong></td>
<td>36</td>
<td>4</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 29-8

**QUESTION 23:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>Access to Metropolitan Amenities</th>
<th>Local Strategies</th>
<th>Fed Officals</th>
</tr>
</thead>
<tbody>
<tr>
<td><em><strong>Very Positive</strong></em></td>
<td>176</td>
<td>176</td>
</tr>
<tr>
<td><em><strong>Somewhat Positive</strong></em></td>
<td>154</td>
<td>154</td>
</tr>
<tr>
<td><em><strong>Somewhat Negative</strong></em></td>
<td>56</td>
<td>56</td>
</tr>
<tr>
<td><em><strong>Very Negative</strong></em></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td><strong>D/S (Positive - Negative)</strong></td>
<td>269</td>
<td>269</td>
</tr>
<tr>
<td><strong>Total Positive</strong></td>
<td>330</td>
<td>330</td>
</tr>
<tr>
<td><strong>Total Negative</strong></td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td><strong>Very Positive</strong></td>
<td>176</td>
<td>176</td>
</tr>
<tr>
<td><strong>Somewhat Positive</strong></td>
<td>154</td>
<td>154</td>
</tr>
<tr>
<td><strong>Somewhat Negative</strong></td>
<td>56</td>
<td>56</td>
</tr>
<tr>
<td><strong>Very Negative</strong></td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Public Opinion Strategies

<table>
<thead>
<tr>
<th><strong>TAXES FOR ECON DEVELOP</strong></th>
<th><strong>TAXES FOR EDUCATION</strong></th>
<th><strong>TAXES FOR HIGHER EDU</strong></th>
<th><strong>TAXES FOR NEW TERMINAL</strong></th>
<th><strong>TAXES FOR TRANSIT</strong></th>
<th><strong>TAXES FOR ROADS</strong></th>
<th><strong>TAXES FOR ONLINE SERVICES</strong></th>
<th><strong>LEAST FAV TAX</strong></th>
<th><strong>IMMIGRATION FOR ECON DEVELOP</strong></th>
<th><strong>IMMIGRATION EDUCATION</strong></th>
<th><strong>IMMIGRATION HIGHER EDU</strong></th>
<th><strong>IMMIGRATION FOR NEW TERMINAL</strong></th>
<th><strong>IMMIGRATION FOR TRANSIT</strong></th>
<th><strong>IMMIGRATION FOR ROADS</strong></th>
<th><strong>IMMIGRATION FOR ONLINE SERVICES</strong></th>
<th><strong>IMMIGRATION LEAST FAV TAX</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STRG</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>SUPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>STRG</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>SUPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>STRG</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>SUPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>STRG</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>SUPP</strong></td>
<td><strong>FAV</strong></td>
</tr>
<tr>
<td>398</td>
<td>398</td>
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<td>178</td>
<td>178</td>
</tr>
<tr>
<td>100%</td>
<td>45%</td>
<td>83%</td>
<td>14%</td>
<td>72%</td>
<td>26%</td>
<td>62%</td>
<td>36%</td>
<td>18%</td>
<td>79%</td>
<td>60%</td>
<td>44%</td>
<td>54%</td>
<td>68%</td>
<td>27%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>D/S (Positive - Negative)</strong></td>
<td>269</td>
<td>269</td>
<td>177</td>
<td>177</td>
<td>269</td>
<td>269</td>
<td>177</td>
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<td>177</td>
<td>269</td>
<td>269</td>
<td>177</td>
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</tr>
<tr>
<td><strong>Total Positive</strong></td>
<td>330</td>
<td>330</td>
<td>201</td>
<td>201</td>
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<td>330</td>
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<td>201</td>
<td>201</td>
<td>330</td>
<td>330</td>
<td>201</td>
<td>201</td>
</tr>
<tr>
<td><strong>Total Negative</strong></td>
<td>60</td>
<td>60</td>
<td>36</td>
<td>36</td>
<td>60</td>
<td>60</td>
<td>36</td>
<td>60</td>
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<td>36</td>
<td>36</td>
<td>60</td>
<td>60</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td><strong>Very Positive</strong></td>
<td>176</td>
<td>176</td>
<td>105</td>
<td>105</td>
<td>176</td>
<td>176</td>
<td>105</td>
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<td>105</td>
<td>176</td>
<td>176</td>
<td>105</td>
<td>105</td>
</tr>
<tr>
<td><strong>Somewhat Positive</strong></td>
<td>154</td>
<td>154</td>
<td>81</td>
<td>81</td>
<td>154</td>
<td>154</td>
<td>81</td>
<td>154</td>
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<td>81</td>
<td>81</td>
<td>154</td>
<td>154</td>
<td>81</td>
<td>81</td>
</tr>
<tr>
<td><strong>Somewhat Negative</strong></td>
<td>56</td>
<td>56</td>
<td>30</td>
<td>30</td>
<td>56</td>
<td>56</td>
<td>30</td>
<td>56</td>
<td>56</td>
<td>30</td>
<td>30</td>
<td>56</td>
<td>56</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td><strong>Very Negative</strong></td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
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<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Public Opinion Strategies
Table 30-1

Table 24:

Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-----</td>
<td>----</td>
<td>-----------</td>
<td>------</td>
<td>---------</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>122</td>
<td>57</td>
<td>64</td>
<td>27</td>
<td>52</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>235</td>
<td>109</td>
<td>126</td>
<td>43</td>
<td>39</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>113</td>
<td>51</td>
<td>62</td>
<td>16</td>
<td>34</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
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PUBLIC OPINION STRATEGIES
Table 30-2

**QUESTION 24:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County. The level of cooperation among political leaders

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<td>IND</td>
<td>DEM</td>
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<td>MEN</td>
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<tr>
<td><strong>DON’T KNOW</strong></td>
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</table>

PUBLIC OPINION STRATEGIES
Table 30-3

QUESTION 24: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of cooperation among political leaders

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<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<td>$60K-$80K</td>
<td>$80K-$100K</td>
<td>$100K+$</td>
<td>GOP/IND/DEM/</td>
<td>PROT-EST-OLIC</td>
</tr>
<tr>
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<td>61</td>
</tr>
<tr>
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<td>33</td>
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<td>235</td>
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<td>46</td>
<td>86</td>
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<td>65%</td>
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<td>188</td>
<td>36</td>
<td>33</td>
<td>38</td>
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</table>
Table 30-4

QUESTION 24:
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of cooperation among political leaders

<table>
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<td>17%</td>
</tr>
</tbody>
</table>
Table 30-5

**QUESTION 24:**

Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of cooperation among political leaders

<table>
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<th>DATES</th>
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<td>Olathe</td>
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<td>EGDON</td>
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<tr>
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<td>BASE=SAMPLE A</td>
<td>398</td>
<td>172</td>
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<td>28</td>
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<td>20%</td>
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<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>35%</td>
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<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>59%</td>
<td>56%</td>
<td>63%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>113</td>
<td>58</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>28%</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>47%</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>188</td>
<td>75</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>47%</td>
<td>44%</td>
<td>51%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>93</td>
<td>48</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>23%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>20</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>50</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>13%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>188</td>
<td>75</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>47%</td>
<td>44%</td>
<td>51%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>93</td>
<td>48</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>23%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>20</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>50</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>13%</td>
<td>11%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 30-6

Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>18</th>
<th>19</th>
<th>20</th>
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<th>38</th>
<th>39</th>
<th>43</th>
<th>48</th>
<th>49</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>16</td>
<td>18</td>
<td>19</td>
<td>27</td>
<td>15</td>
<td>10</td>
<td>16</td>
<td>22</td>
<td>16</td>
<td>12</td>
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<td>15</td>
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<td>17</td>
<td>16</td>
<td>13</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>122</td>
<td>6</td>
<td>7</td>
<td>7</td>
<td>16</td>
<td>7</td>
<td>4</td>
<td>4</td>
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<td>7</td>
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<td>235</td>
<td>10</td>
<td>10</td>
<td>12</td>
<td>21</td>
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<td>18</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>113</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>5</td>
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<td>6</td>
<td>6</td>
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<td>6</td>
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<tr>
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<td>2</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>188</td>
<td>8</td>
<td>8</td>
<td>10</td>
<td>18</td>
<td>9</td>
<td>6</td>
<td>5</td>
<td>9</td>
<td>6</td>
<td>5</td>
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<td>7</td>
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<td>5</td>
<td>7</td>
<td>5</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>93</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>8</td>
<td>4</td>
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<td>6</td>
<td>7</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>1</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>20</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>3</td>
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<td>-</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>50</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>2</td>
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<td>1</td>
<td>-</td>
<td>3</td>
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<td>4</td>
<td>1</td>
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<td>4</td>
<td>2</td>
<td>6</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
### Table 30-7

**QUESTION 24:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES GOV’T SPENDING OVER</th>
<th>CONTROL PUBLIC EDU JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>47</td>
<td>57</td>
<td>65</td>
<td>41</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>122</td>
<td>7</td>
<td>13</td>
<td>12</td>
<td>25</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>235</td>
<td>23</td>
<td>33</td>
<td>29</td>
<td>40</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>113</td>
<td>16</td>
<td>20</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>47</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>SOMewhat POSITIVE</td>
<td>188</td>
<td>16</td>
<td>28</td>
<td>22</td>
<td>34</td>
</tr>
<tr>
<td>SOMewhat NEGATIVE</td>
<td>93</td>
<td>13</td>
<td>18</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>20</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>50</td>
<td>8</td>
<td>4</td>
<td>11</td>
<td>10</td>
</tr>
</tbody>
</table>

**PUBLICATION STRATEGIES**
Table 30-8

QUESTION 24:
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAKES FOR ECON DEVELOP</th>
<th>TAKES FOR EDUCATION</th>
<th>TAKES FOR HIGHER EDU</th>
<th>TAKES FOR NEW TERMINAL</th>
<th>TAKES FOR TRANSIT</th>
<th>TAKES FOR ROADS</th>
<th>TAKES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>IMMIGRATION ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td><strong>BASE=SAMPLE A</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>SUPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>OPP</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>SUPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>OPP</strong></td>
<td><strong>TOTAL</strong></td>
</tr>
<tr>
<td><strong>VERY POSITIVE</strong></td>
<td>47</td>
<td>23</td>
<td>37</td>
<td>9</td>
<td>30</td>
<td>16</td>
<td>29</td>
<td>17</td>
<td>6</td>
<td>40</td>
</tr>
<tr>
<td><strong>SOMewhat POSITIVE</strong></td>
<td>188</td>
<td>84</td>
<td>162</td>
<td>21</td>
<td>141</td>
<td>45</td>
<td>118</td>
<td>68</td>
<td>39</td>
<td>146</td>
</tr>
<tr>
<td><strong>SOMewhat NEGATIVE</strong></td>
<td>93</td>
<td>38</td>
<td>74</td>
<td>17</td>
<td>62</td>
<td>26</td>
<td>55</td>
<td>36</td>
<td>15</td>
<td>77</td>
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<td><strong>VERY NEGATIVE</strong></td>
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<td>10</td>
<td>13</td>
<td>6</td>
<td>13</td>
<td>7</td>
<td>10</td>
<td>9</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
<td>50</td>
<td>24</td>
<td>42</td>
<td>4</td>
<td>41</td>
<td>9</td>
<td>33</td>
<td>15</td>
<td>7</td>
<td>39</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 31-1

**QUESTION 25:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of higher education

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>356</td>
<td>151</td>
<td>205</td>
<td>55</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>89%</td>
<td>92%</td>
<td>86%</td>
<td>90%</td>
</tr>
<tr>
<td><strong>TOTAL NEGATIVE</strong></td>
<td>94%</td>
<td>92%</td>
<td>96%</td>
<td>93%</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>19</td>
<td>12</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL POSITIVE</strong></td>
<td>5%</td>
<td>7%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>VERY POSITIVE</strong></td>
<td>228</td>
<td>94</td>
<td>134</td>
<td>36</td>
</tr>
<tr>
<td><strong>SOONHVAT POSITIVE</strong></td>
<td>37%</td>
<td>54%</td>
<td>60%</td>
<td>56%</td>
</tr>
<tr>
<td><strong>SOONHVAT NEGATIVE</strong></td>
<td>18</td>
<td>10</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td><strong>VERY NEGATIVE</strong></td>
<td>4%</td>
<td>6%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### Public Opinion Strategies
Table 31-2

Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of higher education

<table>
<thead>
<tr>
<th>PARTY/EDUCATION</th>
<th>PARTY/AGE</th>
<th>PARTY/GENDER</th>
<th>TEC/</th>
<th>EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOP/</td>
<td></td>
<td></td>
<td>HS OR</td>
<td>TOTAL LESS</td>
</tr>
<tr>
<td>LESS</td>
<td></td>
<td></td>
<td>SOME</td>
<td></td>
</tr>
<tr>
<td>LESS+</td>
<td></td>
<td></td>
<td>COLL+</td>
<td></td>
</tr>
<tr>
<td>DEM/</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>LESS</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>LESS+</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
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<td>33</td>
<td>80</td>
<td>259</td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>356</td>
<td>33</td>
<td>73</td>
<td>247</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>19</td>
<td>-</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>228</td>
<td>22</td>
<td>50</td>
<td>156</td>
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<tr>
<td>SOMEWHAT POSITIVE</td>
<td>147</td>
<td>12</td>
<td>31</td>
<td>104</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>18</td>
<td>-</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
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<td>1</td>
<td>2</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>35</td>
<td>88</td>
<td>274</td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>356</td>
<td>33</td>
<td>73</td>
<td>247</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>375</td>
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<td>259</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>19</td>
<td>-</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>228</td>
<td>22</td>
<td>50</td>
<td>156</td>
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<tr>
<td>SOMEWHAT POSITIVE</td>
<td>147</td>
<td>12</td>
<td>31</td>
<td>104</td>
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<tr>
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<td>7</td>
<td>11</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
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<td>1</td>
<td>2</td>
</tr>
<tr>
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<td>4</td>
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</tbody>
</table>
Table 31-3

QUESTION 25:

Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of higher education

<table>
<thead>
<tr>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER GOP/</td>
<td>UNDER DEM/</td>
<td>PROT-</td>
<td>CATH-</td>
<td>WHITE TOTAL</td>
</tr>
<tr>
<td>UNDER IND/</td>
<td>UNDER IND/</td>
<td>ESTANT</td>
<td>WHITE</td>
<td>OTHER TOTAL</td>
</tr>
<tr>
<td>UNDER DEM/</td>
<td>UNDER DEM/</td>
<td>OLIC</td>
<td>MEN</td>
<td>WOMEN TOTAL</td>
</tr>
<tr>
<td>TOTAL $60K</td>
<td>TOTAL $80K</td>
<td>SPPRT</td>
<td>WHITE</td>
<td>OTHER TOTAL</td>
</tr>
<tr>
<td>&lt;10 YEARS</td>
<td>11-20 YEARS</td>
<td>OPPOSE</td>
<td>WHITE</td>
<td>OTHER YEARS</td>
</tr>
<tr>
<td>20+ YEARS</td>
<td>20+ YEARS</td>
<td>ESTANT</td>
<td>WHITE</td>
<td>OTHER YEARS</td>
</tr>
</tbody>
</table>

BASE=SAMPLE A

**D/S (POSITIVE - NEGATIVE)**

TOTAL POSITIVE

TOTAL NEGATIVE

VERY POSITIVE

SOMETHING POSITIVE

SOMETHETH NEGATIVE

VERY NEGATIVE

DON'T KNOW

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 31-4
QUESTION 25:
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of higher education

<table>
<thead>
<tr>
<th>Work in Johnson County</th>
<th>Type of Home</th>
<th>Inside/Outside 435</th>
<th>Kids</th>
<th>Schools of Country</th>
<th>Mood of Johnson County</th>
<th>Sample</th>
<th>Phone Type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=Sample A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>398</td>
<td>218</td>
<td>180</td>
<td>362</td>
<td>32</td>
<td>168</td>
<td>198</td>
<td></td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>45%</td>
<td>91%</td>
<td>8%</td>
<td>42%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>**D/S (Positive - Negative)</td>
<td>356</td>
<td>197</td>
<td>158</td>
<td>325</td>
<td>27</td>
<td>151</td>
<td>179</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Positive</td>
<td>375</td>
<td>206</td>
<td>168</td>
<td>341</td>
<td>30</td>
<td>159</td>
<td>187</td>
</tr>
<tr>
<td></td>
<td>94%</td>
<td>93%</td>
<td>94%</td>
<td>92%</td>
<td>94%</td>
<td>94%</td>
<td>93%</td>
</tr>
<tr>
<td>Total Negative</td>
<td>19</td>
<td>9</td>
<td>10</td>
<td>2</td>
<td>8</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Very Positive</td>
<td>228</td>
<td>133</td>
<td>95</td>
<td>209</td>
<td>17</td>
<td>86</td>
<td>126</td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>61%</td>
<td>53%</td>
<td>58%</td>
<td>53%</td>
<td>51%</td>
<td>64%</td>
</tr>
<tr>
<td>Somewhat Positive</td>
<td>147</td>
<td>73</td>
<td>73</td>
<td>132</td>
<td>13</td>
<td>73</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>37%</td>
<td>34%</td>
<td>41%</td>
<td>37%</td>
<td>40%</td>
<td>43%</td>
<td>31%</td>
</tr>
<tr>
<td>Somewhat Negative</td>
<td>18</td>
<td>8</td>
<td>9</td>
<td>15</td>
<td>2</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>8%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Very Negative</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>-</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 31-5

**QUESTION 25:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of higher education

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MISS-ION</td>
<td>BLUE VALLEY</td>
<td>Olathe</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SHAW-NEE</td>
<td>GARD-ERNER/EDG-ERTON</td>
<td>SPRING-DE-NEE</td>
<td>NEE</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398 172</td>
<td>101 15 5 23 60</td>
<td>76 69 65 71</td>
<td>58 122 47 21</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>356 150</td>
<td>74 94 14</td>
<td>3 20 49</td>
<td>69 63 54 68</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>375 160 78</td>
<td>98 14</td>
<td>4 21 54 72</td>
<td>66 59 70 55</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>19 11 3 4 - 1 1 5 3 3 5 1 2 6 3 3 - 4 3 1 10 5 4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>228 87</td>
<td>53 65</td>
<td>8 2 13 32 40 45 32 48</td>
<td>31 70 23 10 28 58 27 12</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>147 73</td>
<td>24 33 6 2 8 22 32 21 27 21 24 45 20 8 16 28</td>
<td>18 11 67 48 32</td>
<td></td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>18 10 3 3 - 1 1 4 3 3 5 1 2 6 3 3</td>
<td>- 3 2 1 9 5 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>2 1 -</td>
<td>1 -</td>
<td>- 1 -</td>
<td>- -</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>4 2 -</td>
<td>- 1 -</td>
<td>1 1 1 - 1 -</td>
<td>- 1 1 -</td>
</tr>
</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 31-6

**QUESTION 25:**
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of higher education

<table>
<thead>
<tr>
<th>BASE=SAMPLE A</th>
<th><strong>D/S (POSITIVE - NEGATIVE)</strong></th>
<th>TOTAL POSITIVE</th>
<th>TOTAL NEGATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>398 16 18 19 27 15 10 16 22 16 12 13 11 28 34 15 13 17 16 13 24 25 20</td>
<td>356 16 15 19 25 15 5 16 17 13 10 11 9 26 34 11 9 17 16 10 21 23 17</td>
<td>375 16 16 19 26 15 8 16 19 14 11 12 10 27 34 13 10 17 16 11 22 24 18</td>
<td>19 - 2 - 1 - 2 - 2 2 1 1 1 1 - 2 2 - - 1 1 1 1</td>
</tr>
<tr>
<td>100% 4% 4% 5% 7% 4% 2% 4% 5% 4% 3% 3% 7% 9% 4% 3% 4% 4% 3% 6% 6% 5%</td>
<td>99% 100% 83% 100% 94% 100% 100% 100% 90% 81% 81% 86% 94% 100% 72% 69% 100% 100% 77% 87% 92% 87%</td>
<td>89% 100% 83% 100% 94% 100% 56% 100% 80% 81% 81% 86% 94% 100% 72% 69% 100% 100% 77% 87% 92% 87%</td>
<td>5% - 9% - 3% - 22% - 8% 9% 10% 9% 7% 3% - 14% 12% - - 6% 4% 4% 6%</td>
</tr>
<tr>
<td><strong>VER</strong>Y POSITIVE</td>
<td>228 10 8 11 11 10 5 6 8 9 7 6 5 21 26 9 8 10 11 5 12 17 13</td>
<td>147 6 8 8 15 5 3 9 11 5 4 6 5 7 8 4 2 6 5 6 11 7 5</td>
<td>18 - 2 - 1 - 2 - 2 2 1 1 - 2 2 - - 1 1 1 1</td>
</tr>
<tr>
<td>57% 60% 47% 57% 42% 66% 48% 41% 37% 57% 57% 48% 48% 73% 75% 60% 63% 62% 71% 37% 48% 69% 66%</td>
<td>37% 40% 45% 43% 56% 34% 30% 59% 51% 34% 33% 42% 45% 24% 25% 27% 18% 38% 29% 46% 44% 27% 28%</td>
<td>37% 40% 45% 43% 56% 34% 30% 59% 51% 34% 33% 42% 45% 24% 25% 27% 18% 38% 29% 46% 44% 27% 28%</td>
<td><strong>VER</strong>Y NEGATIVE</td>
</tr>
<tr>
<td><strong>VER</strong>Y NEGATIVE</td>
<td>4 - - - - - - - - - 1 - - - - 7% 3% - - - - - - - -</td>
<td><strong>DON’T KNOW</strong></td>
<td>4 - - - - - - - - - 1 - - - - 7% 3% - - - - - - - -</td>
</tr>
</tbody>
</table>
Table 31-7

QUESTION 25: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of higher education

BANNER 7

| STATE SENATE DISTRICTS | JOHNSON VS. COUNTRY | SERVICES FOR TAXES | GOV’T SPENDING IN COUNTY | CONTROL OVER PUBLIC EDUCATION | JCCC IMAGE DEVELOP | JCCC/ECON PREPARE | JOCCC PREPARE | CO ECON SERVICES | GOV’T SPENDING | OVER TOTAL | LEAD-LEAD-VERY BETTER SAME TOO HIGH | INCR-DECRED-EASED SAME ERS ERS | FAV FAV AGREE AGREE AGREE AGREE |
|------------------------|---------------------|-------------------|--------------------------|-----------------------------|-------------------|------------------|---------------|----------------|----------------|-----------|--------------------------|-----------------------------|----------------|----------------|----------------|----------------|
|                        |                     |                   |                          |                             |                   |                  |               |                |                |           |                          |                             |                |                |                |                |
| BASE=SAMPLE A          | 398                 | 47                | 57                       | 65                         | 41                | 65               | 67            | 300            | 97             | 103       | 289                      | 82                           | 60              | 238            | 26            | 360            | 279            | 372            | 333           | 55             | 344           | 18          |
| 100%                   | 12%                 | 14%               | 14%                       | 16%                        | 10%               | 16%              | 17%           | 75%            | 24%            | 26%       | 73%                      | 21%                         | 15%             | 60%            | 7%            | 90%            | 70%            | 93%            | 84%           | 14%           | 86%           | 4%          |
| **W/D/S (POSITIVE - NEGATIVE)** | 356     | 38                | 49                       | 54                         | 58                | 33               | 60            | 63             | 267            | 87%       | 94                      | 256                         | 64              | 53             | 221           | 23            | 322            | 262            | 333            | 301           | 45             | 317           | 9          |
| 89%                    | 82%                 | 87%               | 95%                       | 89%                        | 80%               | 93%              | 93%           | 89%            | 90%            | 92%       | 89%                      | 78%                         | 87%             | 93%            | 90%           | 90%            | 94%            | 90%            | 90%           | 94%            | 90%           | 81%          | 92%          | 54%         |
| TOTAL POSITIVE         | 375                 | 42                | 53                       | 56                         | 60                | 37               | 62            | 65             | 283            | 91%       | 98                      | 272                         | 73              | 56             | 228           | 25            | 340            | 268            | 350            | 315           | 50             | 328           | 14         |
|                        |                     |                   |                          |                             |                   |                  |               |                |                |           |                          |                             |                |                |                |                |                |                |                |                |                |                |            |
| TOTAL NEGATIVE         | 19                  | 4                 | 4                        | 2                          | 3                 | 4                | 2             | 16             | 4              | 3         | 16                      | 8               | 4               | 7             | 1              | 18             | 7               | 17            | 14             | 5              | 12           | 4          |
|                        |                     |                   |                          |                             |                   |                  |               |                |                |           |                          |                             |                |                |                |                |                |                |                |                |                |                |            |
| VERY POSITIVE          | 228                 | 22                | 29                       | 33                         | 32                | 24               | 43            | 45             | 179            | 49%       | 46                      | 177                         | 51              | 30             | 137           | 15            | 209            | 183            | 220            | 203           | 23             | 212           | 4          |
| 57%                    | 48%                 | 50%               | 58%                       | 49%                        | 59%               | 66%              | 68%           | 60%            | 51%            | 45%       | 61%                      | 61%                         | 50%             | 58%            | 57%           | 58%            | 66%            | 59%            | 61%           | 42%            | 62%           | 24%          |
| SOMEWHAT POSITIVE      | 147                 | 20                | 24                       | 22                         | 29                | 13               | 19            | 20             | 104            | 41%       | 51                      | 95               | 22              | 26             | 91            | 10             | 131            | 85             | 130            | 112            | 27             | 116           | 9          |
| 37%                    | 42%                 | 43%               | 39%                       | 44%                        | 30%               | 30%              | 29%           | 35%            | 43%            | 50%       | 33%                      | 27%                         | 43%             | 38%            | 39%           | 36%            | 31%            | 35%            | 31%           | 39%            | 34%            | 49%          | 34%          | 53%         |
| SOMEWHAT NEGATIVE      | 18                  | 3                 | 4                        | 2                          | 3                 | 4                | 1             | 2              | 15             | 3         | 2                       | 16               | 8               | 2              | 7             | 1             | 16             | 6              | 16             | 13             | 4              | 10           | 4          |
| 4%                     | 7%                  | 6%                | 3%                        | 4%                         | 9%                | 2%               | 3%           | 5%             | 3%             | 2%        | 5%                       | 10%                          | 3%              | 3%             | 5%            | 5%            | 2%            | 4%             | 4%            | 8%             | 3%            | 23%          |            |
| VERY NEGATIVE          | 2                   | 1                 | -                         | -                          | 1                 | -                | 1             | -              | 1              | 1         | 2                       | -                             | -               | -              | 2             | 1             | 1              | 1              | 1             | 2              | -             | -             | -            |
| - 2%                   | - 1%                | - 1%              | - 1%                       | - 1%                        | - 1%              | - 1%             | - 1%        | - 1%            | - 1%            | - 1%       | - 1%                      | - 1%                         | - 1%            | - 1%           | - 1%          | - 1%          | - 1%          | - 1%          | - 1%          | - 1%          | - 1%          | - 1%          |
| DON'T KNOW              | 4                   | 1                 | -                         | 1                          | 1                  | 1                | -             | 1              | 3              | 2         | 1                       | 1                 | 2              | -              | 2            | 4             | 4              | 4              | -              | 4              | -              | -             | -            |
| 1%                     | 2%                  | - 2%              | - 2%                       | 2%                         | 2%                | 2%               | - 2%        | - 3%            | - 3%            | - 2%       | - 1%                      | - 1%                         | - 1%            | - 1%           | - 1%          | - 1%          | - 1%          | - 1%          | - 1%          | - 1%          | - 1%          | - 1%          |

PUBLIC OPINION STRATEGIES
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of higher education

Table 31-8

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES</th>
<th>FOR ECON DEVELOP</th>
<th>TAXES</th>
<th>FOR EDUCATION</th>
<th>TAXES</th>
<th>FOR HIGHER EDU</th>
<th>TAXES</th>
<th>FOR NEW TERMINAL</th>
<th>TAXES</th>
<th>FOR TRANSIT</th>
<th>TAXES</th>
<th>FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRG</td>
<td>TOTAL</td>
<td>STRG</td>
<td>TOTAL</td>
<td>STRG</td>
<td>TOTAL</td>
<td>STRG</td>
<td>TOTAL</td>
<td>STRG</td>
<td>TOTAL</td>
<td>STRG</td>
<td>TOTAL</td>
<td>STRG</td>
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<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>178</td>
<td>329</td>
<td>58</td>
<td>287</td>
<td>103</td>
<td>246</td>
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<td>316</td>
<td>238</td>
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<td>215</td>
<td>270</td>
<td>109</td>
<td>158</td>
<td>217</td>
</tr>
<tr>
<td>100%</td>
<td>45%</td>
<td>83%</td>
<td>14%</td>
<td>72%</td>
<td>26%</td>
<td>62%</td>
<td>36%</td>
<td>18%</td>
<td>79%</td>
<td>60%</td>
<td>46%</td>
<td>54%</td>
<td>68%</td>
<td>27%</td>
<td>40%</td>
<td>55%</td>
<td>35%</td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>356</td>
<td>158</td>
<td>298</td>
<td>49</td>
<td>258</td>
<td>89</td>
<td>224</td>
<td>125</td>
<td>65</td>
<td>282</td>
<td>214</td>
<td>149</td>
<td>199</td>
<td>241</td>
<td>96</td>
<td>153</td>
<td>180</td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>89%</td>
<td>89%</td>
<td>51%</td>
<td>85%</td>
<td>90%</td>
<td>87%</td>
<td>91%</td>
<td>89%</td>
<td>90%</td>
<td>85%</td>
<td>92%</td>
<td>89%</td>
<td>88%</td>
<td>97%</td>
<td>83%</td>
<td>90%</td>
<td>88%</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>375</td>
<td>167</td>
<td>312</td>
<td>53</td>
<td>271</td>
<td>96</td>
<td>234</td>
<td>134</td>
<td>68</td>
<td>297</td>
<td>225</td>
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<td>254</td>
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</tr>
<tr>
<td>94%</td>
<td>94%</td>
<td>95%</td>
<td>92%</td>
<td>94%</td>
<td>93%</td>
<td>95%</td>
<td>92%</td>
<td>95%</td>
<td>94%</td>
<td>95%</td>
<td>92%</td>
<td>96%</td>
<td>94%</td>
<td>93%</td>
<td>98%</td>
<td>90%</td>
<td>94%</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>19</td>
<td>9</td>
<td>14</td>
<td>4</td>
<td>13</td>
<td>7</td>
<td>10</td>
<td>9</td>
<td>3</td>
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<td>7</td>
<td>13</td>
<td>6</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>5%</td>
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</tbody>
</table>
Table 32-1

**QUESTION 26:**

Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of Pre-K to 12th grade schools

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER/AGE</th>
<th>GENDER</th>
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<th>PARTY</th>
<th>IDEOLOGY</th>
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<td>223</td>
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PUBLIC OPINION STRATEGIES
Table 32-2

**QUESTION 26:**

Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

<table>
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<td>HS OR SOME</td>
<td>GOP</td>
<td>IND</td>
<td>DEM</td>
</tr>
<tr>
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<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
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<td>WOMEN</td>
<td>18-54</td>
<td>55+</td>
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<td>COLL</td>
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<td></td>
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</tr>
<tr>
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<td>2</td>
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**PUBLIC OPINION STRATEGIES**
Table 32-3

QUESTION 26: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of Pre-K to 12th grade schools

<table>
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<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
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PUBLIC OPINION STRATEGIES
Table 32-4

QUESTION 26:
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of Pre-K to 12th grade schools

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<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
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<td>IN-OUT</td>
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<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
<td>PUBLIC</td>
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<td>9% 31% 100%</td>
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</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>TOTAL POSITIVE</td>
<td>YES</td>
<td>NO</td>
<td>FAMILY</td>
<td>IN-OUT</td>
<td>YES</td>
<td>NO</td>
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</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>NO</td>
<td>FAMILY</td>
<td>IN-OUT</td>
<td>YES</td>
<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
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</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>FAMILY</td>
<td>IN-OUT</td>
<td>YES</td>
<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
<td>PUBLIC</td>
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<tr>
<td>20 9 11 15 4 12 1 10 10 7 3 6 4 3 15</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>FAMILY</td>
<td>IN-OUT</td>
<td>YES</td>
<td>NO</td>
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<tr>
<td>20 9 11 15 4 12 1 10 10 7 3 6 4 3 15</td>
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<td>93% 95% 92% 94% 87% 93% 97% 93% 94% 92% 95% 95% 86% 96% 93% 96% 90% 96% 86% 93%</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>FAMILY</td>
<td>IN-OUT</td>
<td>YES</td>
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<tr>
<td>20 9 11 15 4 12 1 10 10 7 3 6 4 3 15</td>
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<td>92% 94% 94%</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>TOTAL NEGATIVE</td>
<td>YES</td>
<td>NO</td>
<td>FAMILY</td>
<td>IN-OUT</td>
<td>YES</td>
<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
<td>PUBLIC</td>
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<tr>
<td>20 9 11 15 4 12 1 10 10 7 3 6 4 3 15</td>
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<td>93% 95% 92% 94% 87% 93% 97% 93% 94% 92% 95% 95% 86% 96% 93% 96% 90% 96% 86% 93%</td>
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<td>NO</td>
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<td>93% 95% 92% 94% 87% 93% 97% 93% 94% 92% 95% 95% 86% 96% 93% 96% 90% 96% 86% 93%</td>
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<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>TOTAL NEGATIVE</td>
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<td>FAMILY</td>
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<td>YES</td>
<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
<td>PUBLIC</td>
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<tr>
<td>20 9 11 15 4 12 1 10 10 7 3 6 4 3 15</td>
<td>3 3 16 8 10 20</td>
<td>- 2 17 18</td>
<td>93% 95% 92% 94% 87% 93% 97% 93% 94% 92% 95% 95% 86% 96% 93% 96% 90% 96% 86% 93%</td>
<td>92% 94% 94%</td>
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</table>

PUBLlC OPINION STRATEGIES
TABLE 32-5

QUESTION 26: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

<table>
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<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<tr>
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<tr>
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<tr>
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</table>

PUBLIC OPINION STRATEGIES
Table 32-6

QUESTION 26: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of Pre-K to 12th grade schools

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<td>1</td>
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<td>1</td>
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</tr>
</tbody>
</table>

**D/S (POSITIVE - NEGATIVE)**

| TOTAL POSITIVE        | 100% | 4% | 4% | 5% | 7% | 4% | 2% | 4% | 5% | 4% | 3% | 3% | 3% | 7% | 9% | 4% | 3% | 4% | 4% | 3% | 6% | 6% | 5% |
| TOTAL NEGATIVE        | 89% | 95% | 100% | 92% | 75% | 86% | 70% | 100% | 91% | 100% | 56% | 23% | 86% | 100% | 92% | 83% | 100% | 74% | 100% | 82% | 96% | 100% | 100% |
| VERY POSITIVE         | 67% | 60% | 71% | 54% | 64% | 73% | 47% | 82% | 59% | 51% | 42% | 65% | 74% | 90% | 78% | 68% | 75% | 73% | 52% | 61% | 78% | 74% |
| SOMEWHAT POSITIVE     | 26% | 35% | 29% | 42% | 21% | 20% | 34% | 18% | 37% | 49% | 33% | 20% | 28% | 26% | 5% | 14% | 32% | 12% | 27% | 30% | 35% | 22% | 26% |
| SOMEWHAT NEGATIVE     | 4% | - | - | 4% | 11% | 7% | 10% | - | - | - | - | - | - | - | - | 9% | - | - | - | - | - | - |
| VERY NEGATIVE         | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | 3% | 8% | - | - | - | - | - | - |
| DON'T KNOW            | 2% | 5% | - | - | 3% | 9% | - | - | - | - | - | - | - | - | 2% | - | - | - | 18% | 4% | - | - |

STATE HOUSE DISTRICTS

| TOTAL POSITIVE        | 100% | 4% | 4% | 5% | 7% | 4% | 2% | 4% | 5% | 4% | 3% | 3% | 3% | 7% | 9% | 4% | 3% | 4% | 4% | 3% | 6% | 6% | 5% |
| TOTAL NEGATIVE        | 89% | 95% | 100% | 92% | 75% | 86% | 70% | 100% | 91% | 100% | 56% | 23% | 86% | 100% | 92% | 83% | 100% | 74% | 100% | 82% | 96% | 100% | 100% |
| VERY POSITIVE         | 67% | 60% | 71% | 54% | 64% | 73% | 47% | 82% | 59% | 51% | 42% | 65% | 74% | 90% | 78% | 68% | 75% | 73% | 52% | 61% | 78% | 74% |
| SOMEWHAT POSITIVE     | 26% | 35% | 29% | 42% | 21% | 20% | 34% | 18% | 37% | 49% | 33% | 20% | 28% | 26% | 5% | 14% | 32% | 12% | 27% | 30% | 35% | 22% | 26% |
| SOMEWHAT NEGATIVE     | 4% | - | - | 4% | 11% | 7% | 10% | - | - | - | - | - | - | - | - | 9% | - | - | - | - | - | - |
| VERY NEGATIVE         | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | 3% | 8% | - | - | - | - | - | - |
| DON'T KNOW            | 2% | 5% | - | - | 3% | 9% | - | - | - | - | - | - | - | - | 2% | - | - | - | 18% | 4% | - | - |

PUBLIC OPINION STRATEGIES
Table 32-7

**QUESTION 26:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of Pre-K to 12th grade schools

| BANNER 7 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
|                  | **JOHNSON**     | **SERVICES**    | **GOV'T SPENDING** | **STATE LOCAL** | **PUBLIC EDUCATION** | **JCCC IMAGE** | **JCCC/ECON DEVELOP** | **JCCC PREPARE WORKFORCE** |
|                  | CO ECON         | VS. COUNTRY     | FOR TAXES         | IN COUNTY       | OVER ERS ERS FAV FAV AGREE AGREE AGREE AGREE |
|                  | TOO ABOUT       | INCR- DECR- LEAD- LEAD- VERY | BETTER SAME | EASED EASED SAME | EAS- DIS- EAS- DIS- EAS- DIS- AGREE AGREE AGREE AGREE |
|                  | TOTAL           | 7    | 8    | 9    | 10   | 11   | 23   | 37   | BETTER SAME | EAS- DIS- EAS- DIS- EAS- DIS- AGREE AGREE AGREE AGREE |
| BASE=SAMPLE A    | 398             | 47   | 57   | 65   | 41   | 65   | 67   | 300  | 97       | 103  | 289  | 82   | 60   | 238  | 26   | 360  | 279  | 372  | 333  | 55   | 344  | 18   |
|                  | 100%            | 12%  | 14%  | 16%  | 10%  | 16%  | 17%  | 75%  | 24%     | 26%  | 73%  | 21%  | 15%  | 60%  | 7%   | 90%  | 70%  | 93%  | 84%  | 14%  | 86%  | 4%   |
| **D/S (POSITIVE - NEGATIVE)** | 353 | 34 | 49 | 53 | 50 | 38 | 62 | 66 | 268 | 83 | 83 | 264 | 74 | 58 | 207 | 21 | 320 | 249 | 329 | 299 | 44 | 305 | 17 |
|                  | 89%            | 74%  | 86%  | 94%  | 77%  | 92%  | 96%  | 99%  | 89%      | 86%  | 80%  | 91%  | 89%  | 96%  | 87%  | 79%  | 89%  | 89%  | 90%  | 80%  | 89%  | 95%  |
| TOTAL POSITIVE   | 372             | 41   | 53   | 55   | 55   | 39   | 63   | 66   | 281      | 89   | 91   | 275  | 78   | 59   | 220  | 23   | 337  | 261  | 348  | 313  | 49   | 323  | 17   |
|                  | 93%            | 87%  | 93%  | 96%  | 86%  | 95%  | 97%  | 99%  | 94%      | 92%  | 88%  | 95%  | 95%  | 97%  | 93%  | 90%  | 94%  | 94%  | 94%  | 89%  | 94%  | 95%  |
| TOTAL NEGATIVE   | 20              | 6    | 4    | 1    | 6    | 1    | 1    | 14   | 6        | 8    | 12   | 4    | 1    | 14   | 3    | 17   | 13   | 18   | 15   | 18   | -     |
|                  | 5%             | 13%  | 7%   | 2%   | 9%   | 3%   | 1%   | 5%   | 6%       | 8%   | 4%   | 5%   | 1%   | 6%   | 10%  | 5%   | 4%   | 5%   | 4%   | 5%   | -     |
| VERY POSITIVE    | 268             | 26   | 31   | 43   | 39   | 30   | 43   | 56   | 211      | 56   | 57   | 209  | 58   | 33   | 166  | 16   | 245  | 197  | 256  | 225  | 37   | 236  | 11   |
|                  | 67%            | 57%  | 55%  | 76%  | 61%  | 72%  | 66%  | 83%  | 70%      | 58%  | 56%  | 72%  | 70%  | 54%  | 70%  | 63%  | 68%  | 71%  | 69%  | 67%  | 69%  | 61%  |
| SOMewhat POSITIVE| 104             | 14   | 22   | 12   | 16   | 9    | 20   | 11    | 70       | 33   | 33   | 67   | 20   | 26   | 55   | 7    | 91    | 64   | 92    | 88   | 12   | 87   | 6    |
|                  | 26%            | 30%  | 38%  | 20%  | 25%  | 23%  | 31%  | 16%   | 23%      | 35%  | 32%  | 23%  | 25%  | 43%  | 23%  | 27%  | 25%   | 23%  | 25%  | 27%  | 22%  | 25%  | 34%  |
| SOMewhat NEGATIVE| 17              | 6    | 4    | 1    | 5    | -    | -    | -     | -        | 12   | 5    | 6    | 11   | 4    | 1    | 11   | 3     | 14    | 10    | 16    | 12    | 4    | 15    | -    |
|                  | 4%             | 13%  | 7%   | 2%   | 8%   | -    | -    | -     | -        | 4%   | 5%   | 6%   | 4%   | 5%   | 1%   | 5%   | 10%   | 4%    | 4%    | 4%    | 4%    | 8%    | 4%   |
| VERY NEGATIVE    | 3              | -    | -    | 1    | 1    | 1    | -    | -     | 2        | 1    | 2    | 1    | -    | -    | -    | 3    | 2     | 3     | 3     | 2    | 1    | 2    | -    |
|                  | 1%             | -    | -    | 1%   | 3%   | 1%   | -    | -     | 1%        | 1%   | 1%   | 2%   | -    | -    | -    | 1%   | 1%    | 1%    | 1%    | 1%    | 1%    | 1%    | -    |
| DON'T KNOW       | 7              | -    | -    | 1    | 3    | 1    | -    | 1     | 5        | 2    | 4    | 2    | -    | 1    | 4    | -    | 7     | 5     | 5     | 5     | 1    | 3    | 1    |
|                  | 2%             | -    | -    | 1%   | 5%   | 2%   | 1%   | 1%   | 2%        | 2%   | 2%   | 4%   | 1%   | -    | 2%   | 1%   | -    | 2%    | 2%    | 1%    | 2%    | 2%    | 1%    | 5%   |
Table 32-8

**QUESTION 26:**

Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The quality of Pre-K to 12th grade schools

### BANNER 8

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
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<th>TAXES FOR ROADS</th>
<th>TAXES FOR TRANSPORTATION</th>
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<td>62%</td>
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<td>79%</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td><strong>85%</strong></td>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 33-1
QUESTION 27: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The leadership of the area’s business community

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN 18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-----------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>56%</td>
<td>16%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>310</td>
<td>145</td>
<td>165</td>
<td>49</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>78%</td>
<td>83%</td>
<td>74%</td>
<td>77%</td>
<td>88%</td>
</tr>
<tr>
<td><strong>TOTAL POSITIVE</strong></td>
<td>341</td>
<td>156</td>
<td>185</td>
<td>54</td>
<td>123</td>
</tr>
<tr>
<td></td>
<td>86%</td>
<td>89%</td>
<td>83%</td>
<td>85%</td>
<td>90%</td>
</tr>
<tr>
<td><strong>TOTAL NEGATIVE</strong></td>
<td>31</td>
<td>11</td>
<td>21</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>VERY POSITIVE</strong></td>
<td>124</td>
<td>56</td>
<td>68</td>
<td>18</td>
<td>41</td>
</tr>
<tr>
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<td>32%</td>
<td>31%</td>
<td>28%</td>
<td>30%</td>
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<td>217</td>
<td>100</td>
<td>117</td>
<td>36</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>57%</td>
<td>52%</td>
<td>57%</td>
<td>60%</td>
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<tr>
<td><strong>SOMewhat NEGATIVE</strong></td>
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<td>18</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>VERY NEGATIVE</strong></td>
<td>3</td>
<td>-</td>
<td>3</td>
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<td>-</td>
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<tr>
<td></td>
<td>1%</td>
<td>-</td>
<td>1%</td>
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<td>-</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>26</td>
<td>9</td>
<td>17</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 33-2

**QUESTION 27:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The leadership of the area’s business community

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEC/</td>
<td>*/</td>
<td>*/</td>
<td>*/</td>
</tr>
<tr>
<td>HS OR SOME</td>
<td>GOP/</td>
<td>GOP/</td>
<td>GOP/</td>
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<tr>
<td>TOTAL</td>
<td>MEN</td>
<td>MEN</td>
<td>MEN</td>
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<td>WOMEN</td>
<td>WOMEN</td>
<td>WOMEN</td>
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<td>COLL+</td>
<td>18-54</td>
<td>18-54</td>
<td>18-54</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>310</td>
<td>18%</td>
<td>67%</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>341</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>31</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**BANNER 2**

<table>
<thead>
<tr>
<th>PARTY/EDUCATION</th>
<th>DEM/</th>
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<tbody>
<tr>
<td>LESS</td>
<td>COLL+</td>
</tr>
<tr>
<td>COLL+</td>
<td>BASE=SAMPLE A</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>310</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>341</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>31</td>
</tr>
</tbody>
</table>

**VERY POSITIVE**

<table>
<thead>
<tr>
<th>PARTY/EDUCATION</th>
<th>DEM/</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESS</td>
<td>COLL+</td>
</tr>
<tr>
<td>COLL+</td>
<td>BASE=SAMPLE A</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>310</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>341</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>31</td>
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</tbody>
</table>

**SOMewhat POSITIVE**

<table>
<thead>
<tr>
<th>PARTY/EDUCATION</th>
<th>DEM/</th>
</tr>
</thead>
<tbody>
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<td>LESS</td>
<td>COLL+</td>
</tr>
<tr>
<td>COLL+</td>
<td>BASE=SAMPLE A</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>310</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>341</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>31</td>
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</table>

**SOMewhat NEGATIVE**

<table>
<thead>
<tr>
<th>PARTY/EDUCATION</th>
<th>DEM/</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESS</td>
<td>COLL+</td>
</tr>
<tr>
<td>COLL+</td>
<td>BASE=SAMPLE A</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>310</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>341</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>31</td>
</tr>
</tbody>
</table>

**VERY NEGATIVE**

<table>
<thead>
<tr>
<th>PARTY/EDUCATION</th>
<th>DEM/</th>
</tr>
</thead>
<tbody>
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<td>LESS</td>
<td>COLL+</td>
</tr>
<tr>
<td>COLL+</td>
<td>BASE=SAMPLE A</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>310</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>341</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>31</td>
</tr>
</tbody>
</table>

**DON'T KNOW**

<table>
<thead>
<tr>
<th>PARTY/EDUCATION</th>
<th>DEM/</th>
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</thead>
<tbody>
<tr>
<td>LESS</td>
<td>COLL+</td>
</tr>
<tr>
<td>COLL+</td>
<td>BASE=SAMPLE A</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>310</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>341</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>31</td>
</tr>
</tbody>
</table>

**P U B L I C   O P I N I O N   S T R A T E G I E S**
**Table 33-3**

**QUESTION 27:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The leadership of the area’s business community

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th><strong>INCOME</strong></th>
<th><strong>PARTY/INCOME</strong></th>
<th><strong>TEA PARTY</strong></th>
<th><strong>RELIGION</strong></th>
<th><strong>ETHNICITY</strong></th>
<th><strong>LENGTH OF RESIDENCY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K- $80K- $100K+</td>
<td>GOP/IND/DEM/SPR</td>
<td>PROT-ESTANT OLIC</td>
<td>WHITE WHITE TOTAL</td>
<td>&lt;10</td>
<td>11-20</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>UNDER $60K</td>
<td>$80K</td>
<td>$100K</td>
<td>$100K+</td>
<td>$80K</td>
<td>$80K+</td>
</tr>
<tr>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
<td>61</td>
<td>107</td>
</tr>
<tr>
<td>70%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>310</td>
<td>56</td>
<td>46</td>
<td>60</td>
<td>123</td>
<td>46</td>
</tr>
<tr>
<td>78%</td>
<td>68%</td>
<td>70%</td>
<td>84%</td>
<td>85%</td>
<td>76%</td>
<td>88%</td>
</tr>
<tr>
<td><strong>TOTAL POSITIVE</strong></td>
<td>341</td>
<td>66</td>
<td>53</td>
<td>64</td>
<td>129</td>
<td>51</td>
</tr>
<tr>
<td>86%</td>
<td>81%</td>
<td>90%</td>
<td>89%</td>
<td>85%</td>
<td>91%</td>
<td>81%</td>
</tr>
<tr>
<td><strong>TOTAL NEGATIVE</strong></td>
<td>31</td>
<td>11</td>
<td>7</td>
<td>4</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>8%</td>
<td>13%</td>
<td>11%</td>
<td>6%</td>
<td>4%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>VERY POSITIVE</strong></td>
<td>124</td>
<td>24</td>
<td>16</td>
<td>28</td>
<td>42</td>
<td>19</td>
</tr>
<tr>
<td>31%</td>
<td>30%</td>
<td>25%</td>
<td>40%</td>
<td>24%</td>
<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td><strong>SOMewhat POSITIVE</strong></td>
<td>217</td>
<td>42</td>
<td>37</td>
<td>36</td>
<td>88</td>
<td>32</td>
</tr>
<tr>
<td>55%</td>
<td>51%</td>
<td>56%</td>
<td>50%</td>
<td>61%</td>
<td>54%</td>
<td>56%</td>
</tr>
<tr>
<td><strong>SOMewhat NEGATIVE</strong></td>
<td>29</td>
<td>10</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>7%</td>
<td>13%</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>VERY NEGATIVE</strong></td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>-</td>
<td>2%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>26</td>
<td>5</td>
<td>6</td>
<td>3</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>9%</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Table 33-4

QUESTION 27:
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The leadership of the area’s business community

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SMOKE OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF COUNTRY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<tbody>
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<td></td>
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<td></td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>VERY POSITIVE</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>DON’T KNOW</td>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 33-5  
QUESTION 27: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The leadership of the area’s business community

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MISS-ION</td>
<td>BLUE-VALLEY</td>
<td>OLATHE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PARK</td>
<td>SHAW-NEE</td>
<td>EDG-ERTON</td>
<td></td>
</tr>
<tr>
<td></td>
<td>E RTON</td>
<td>HILL-SPRING</td>
<td>SOTO-DE-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>CITIES</td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398 172 81 101 15 5 23 60 76 69 65 71 58 122 47 21 44 90 49 25 181 113 104</td>
<td>100% 43% 20% 25% 4% 1% 6% 15% 19% 17% 16% 18% 15% 31% 12% 5% 11% 23% 12% 6% 45% 28% 26%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>**D/S (POSITIVE - NEGATIVE)</td>
<td>310 125 73 73 14 4 21 43 62 64 48 51 43 105 38 18 33 61 34 21 136 90 84</td>
<td>78% 72% 90% 72% 93% 81% 92% 72% 81% 93% 74% 72% 74% 86% 81% 84% 74% 68% 71% 83% 75% 79% 81%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>341 143 75 83 14 4 21 49 68 65 55 58 47 112 42 20 36 72 38 21 152 97 92</td>
<td>86% 83% 93% 82% 93% 81% 92% 82% 89% 85% 82% 81% 92% 88% 92% 82% 80% 79% 86% 84% 85% 89%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>31 19 2 10 - - - 6 6 1 7 7 4 7 4 2 3 11 4 1 17 7 8</td>
<td>8% 11% 3% 10% - - - 10% 8% 2% 11% 10% 7% 6% 7% 8% 8% 12% 8% 3% 9% 6% 8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>124 44 35 31 6 - - 7 15 22 24 23 24 17 43 10 11 15 29 10 6 67 28 29</td>
<td>31% 26% 43% 31% 39% - - 31% 25% 29% 35% 36% 33% 29% 35% 22% 52% 34% 33% 21% 24% 37% 24% 28%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>217 99 40 52 8 4 14 34 46 41 32 34 30 69 31 9 21 43 28 15 15 69 63</td>
<td>55% 57% 49% 51% 53% 81% 61% 56% 60% 60% 49% 48% 52% 57% 67% 41% 48% 48% 58% 62% 47% 61% 60%</td>
<td></td>
<td></td>
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Table 33-6

**QUESTION 27:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The leadership of the area’s business community

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**PUBLIC OPINION STRATEGIES**
Table 33-7

QUESTION 27: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The leadership of the area’s business community

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<th>JCCC PREPARE</th>
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<th>VS. COUNTRY</th>
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<th>LEAD-</th>
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<th>BETTER SAME</th>
<th>TOO ABOUT</th>
<th>INCR-</th>
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**PUBLIC OPINION STRATEGIES**
Table 33-8

QUESTION 27:
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The leadership of the area’s business community

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<td>21</td>
<td>14</td>
</tr>
</tbody>
</table>

**P U B L I C   O P I N I O N   S T R A T E G I E S**
Table 34-1

QUESTION 28: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of competition between communities across the state line

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN 18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>77</td>
<td>45</td>
<td>32</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>TOTAL POSITIVE</td>
<td>215</td>
<td>105</td>
<td>110</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>TOTAL NEGATIVE</td>
<td>137</td>
<td>60</td>
<td>78</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>VERY POSITIVE</td>
<td>55</td>
<td>31</td>
<td>24</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>SOMewhat POSITIVE</td>
<td>160</td>
<td>74</td>
<td>86</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>SOMEWHAT NEGATIVE</td>
<td>106</td>
<td>42</td>
<td>64</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>VERY NEGATIVE</td>
<td>31</td>
<td>18</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW</td>
<td>44</td>
<td>11</td>
<td>33</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>REFUSED</td>
<td>2</td>
<td>-2</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 34-2

**QUESTION 28:**
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of competition between communities across the state line

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/HS OR SOME</td>
<td>GOP MEN</td>
<td>GOP WOMEN</td>
<td>IND MEN</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>35</td>
<td>88</td>
<td>274</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>69%</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>77</td>
<td>12</td>
<td>2</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>35%</td>
<td>2%</td>
<td>23%</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>215</td>
<td>22</td>
<td>39</td>
<td>152</td>
</tr>
<tr>
<td></td>
<td>54%</td>
<td>62%</td>
<td>45%</td>
<td>56%</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>137</td>
<td>10</td>
<td>37</td>
<td>89</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>27%</td>
<td>43%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>SOMETHING POSITIVE</strong></td>
<td>55</td>
<td>6</td>
<td>8</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>18%</td>
<td>9%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>SOMETHING NEGATIVE</strong></td>
<td>160</td>
<td>16</td>
<td>31</td>
<td>113</td>
</tr>
<tr>
<td></td>
<td>40%</td>
<td>45%</td>
<td>46%</td>
<td>41%</td>
</tr>
<tr>
<td><strong>VERY NEGATIVE</strong></td>
<td>31</td>
<td>-</td>
<td>7</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>-</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
<td>44</td>
<td>3</td>
<td>11</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>8%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 34-3

**QUESTION 28:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of competition between communities across the state line

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K-$80K</td>
<td>$80K-$100K</td>
<td>$100K+</td>
<td>GOP/IND/DEM/</td>
<td>PROT-ESTANT-OLIC</td>
<td>MEN/WOMEN/WHITE/OTHER YEARS</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
<td>61</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>100%</td>
<td>21%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
<td>61</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>100%</td>
<td>21%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>TOTAL POSITIVE</strong></td>
<td>215</td>
<td>43</td>
<td>37</td>
<td>43</td>
<td>77</td>
<td>32</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>54%</td>
<td>53%</td>
<td>56%</td>
<td>60%</td>
<td>54%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>TOTAL NEGATIVE</strong></td>
<td>137</td>
<td>26</td>
<td>19</td>
<td>20</td>
<td>58</td>
<td>19</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>34%</td>
<td>31%</td>
<td>29%</td>
<td>28%</td>
<td>40%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>VERY POSITIVE</strong></td>
<td>55</td>
<td>11</td>
<td>4</td>
<td>7</td>
<td>26</td>
<td>4</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>14%</td>
<td>13%</td>
<td>6%</td>
<td>10%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>SOMewhat POSITIVE</strong></td>
<td>160</td>
<td>32</td>
<td>33</td>
<td>35</td>
<td>52</td>
<td>28</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>40%</td>
<td>40%</td>
<td>50%</td>
<td>50%</td>
<td>36%</td>
<td>47%</td>
</tr>
<tr>
<td><strong>SOMewhat NEGATIVE</strong></td>
<td>106</td>
<td>20</td>
<td>14</td>
<td>18</td>
<td>44</td>
<td>14</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>27%</td>
<td>24%</td>
<td>22%</td>
<td>26%</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>VERY NEGATIVE</strong></td>
<td>31</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>2%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
<td>44</td>
<td>12</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>11%</td>
<td>15%</td>
<td>15%</td>
<td>12%</td>
<td>6%</td>
<td>15%</td>
</tr>
</tbody>
</table>
| **REFUSED** | 2 | 1 | - | 1 | 1 | - | - | 2 | 1 | 1 | 1 | 1 | 2 | 2 | - | 1 | - | 1 | - | - | - | - | - | -
Table 34-4

QUESTION 28: Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of competition between communities across the state line

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL YES</td>
<td>215</td>
<td>124</td>
<td>194</td>
<td>91</td>
<td>109</td>
<td>109</td>
<td>109</td>
<td>109</td>
<td>215</td>
<td>204</td>
<td></td>
</tr>
<tr>
<td>TOTAL NO</td>
<td>137</td>
<td>69</td>
<td>127</td>
<td>11</td>
<td>57</td>
<td>71</td>
<td>56</td>
<td>25</td>
<td>61</td>
<td>107</td>
<td></td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>55</td>
<td>33</td>
<td>22</td>
<td>2</td>
<td>22</td>
<td>32</td>
<td>23</td>
<td>19</td>
<td>16</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>160</td>
<td>91</td>
<td>143</td>
<td>15</td>
<td>59</td>
<td>88</td>
<td>92</td>
<td>55</td>
<td>68</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>106</td>
<td>53</td>
<td>99</td>
<td>7</td>
<td>40</td>
<td>57</td>
<td>44</td>
<td>15</td>
<td>30</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>31</td>
<td>16</td>
<td>15</td>
<td>2</td>
<td>17</td>
<td>14</td>
<td>12</td>
<td>19</td>
<td>8</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>44</td>
<td>24</td>
<td>20</td>
<td>5</td>
<td>21</td>
<td>18</td>
<td>24</td>
<td>17</td>
<td>4</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

**D/S (POSITIVE - NEGATIVE)**

- **BASE=SAMPLE A**
- **TOTAL POSITIVE**
- **TOTAL NEGATIVE**
- **VERY POSITIVE**
- **SOMewhat POSITIVE**
- **Somewhat NEGATIVE**
- **VERY NEGATIVE**
- **DON’T KNOW**
- **REFUSED**
Table 34-5

QUESTION 28: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of competition between communities across the state line

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>OVER-</td>
<td>SHAW-</td>
<td>EDG-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LAND</td>
<td>NNER/</td>
<td>HILL</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>SOTO</td>
<td>SOTO</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>172</td>
<td>81</td>
<td>101</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>77</td>
<td>33</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>215</td>
<td>90</td>
<td>45</td>
<td>56</td>
</tr>
<tr>
<td>TOTAL NEGATIVE</td>
<td>137</td>
<td>57</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>VERY POSITIVE</td>
<td>55</td>
<td>26</td>
<td>7</td>
<td>19</td>
</tr>
<tr>
<td>SOMEWHAT POSITIVE</td>
<td>160</td>
<td>64</td>
<td>38</td>
<td>37</td>
</tr>
<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>106</td>
<td>40</td>
<td>26</td>
<td>30</td>
</tr>
<tr>
<td>VERY NEGATIVE</td>
<td>31</td>
<td>16</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>44</td>
<td>25</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>REFUSED</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 34-6

**JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012**

**Public Opinion Strategies**

**STATE HOUSE DISTRICTS**

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>18</th>
<th>19</th>
<th>20</th>
<th>21</th>
<th>22</th>
<th>23</th>
<th>24</th>
<th>25</th>
<th>26</th>
<th>27</th>
<th>28</th>
<th>29</th>
<th>30</th>
<th>38</th>
<th>39</th>
<th>43</th>
<th>48</th>
<th>49</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>16</td>
<td>18</td>
<td>19</td>
<td>27</td>
<td>15</td>
<td>10</td>
<td>16</td>
<td>22</td>
<td>16</td>
<td>12</td>
<td>13</td>
<td>11</td>
<td>28</td>
<td>34</td>
<td>15</td>
<td>13</td>
<td>17</td>
<td>16</td>
<td>13</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>100%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>7%</td>
<td>9%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

**D/S (POSITIVE - NEGATIVE)**

| TOTAL POSITIVE | 215 | 7 | 8 | 11 | 17 | 8 | 5 | 7 | 9 | 7 | 8 | 5 | 5 | 21 | 19 | 10 | 9 | 9 | 10 | 7 | 14 | 9 | 9 |
| TOTAL NEGATIVE | 137 | 6 | 7 | 5 | 6 | 4 | 2 | 8 | 8 | 8 | 3 | 6 | 5 | 5 | 14 | 4 | 4 | 5 | 5 | 2 | 8 | 15 | 9 | 8 |

**Very Positive**

| 55 | 2 | 3 | 6 | 6 | 2 | 2 | - | 4 | 2 | 1 | - | - | 6 | 4 | 2 | 2 | 3 | 3 | 2 | - | 1 | 5 |

**Somewhat Positive**

| 160 | 5 | 5 | 5 | 11 | 6 | 3 | 7 | 6 | 5 | 7 | 5 | 5 | 15 | 15 | 8 | 7 | 7 | 7 | 5 | 14 | 8 | 4 |

**Very Negative**

| 31 | - | - | 2 | 2 | 1 | - | 3 | 5 | 1 | - | 1 | 1 | 5 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | - | - | - |

**Don’t Know**

| 44 | 3 | 3 | 3 | 4 | 3 | 2 | 1 | 3 | 1 | 1 | 3 | 1 | 2 | 1 | 1 | - | 2 | 1 | 4 | 3 | - | 3 |

**Refused**

| 2 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - |

**The level of competition between communities across the state line**

**Banner 6**

Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.
Table 34-7

QUESTION 28:

Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of competition between communities across the state line

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON ECON SERVICES</th>
<th>FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE DEVELOP</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td>12%</td>
<td>14%</td>
<td>16%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>378</td>
<td>47%</td>
<td>55%</td>
<td>57%</td>
<td>54%</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>77%</td>
<td>14%</td>
<td>14%</td>
<td>17%</td>
<td>17%</td>
<td>19%</td>
<td>19%</td>
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PUBLI C OPINION STRATEGIES
### Table 34-8

**QUESTION 28:** Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The level of competition between communities across the state line

#### BANNER 8

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<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
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<td>SUPP</td>
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<td>28%</td>
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<tr>
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<td>9%</td>
<td>6%</td>
<td>8%</td>
<td>8%</td>
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<td>16%</td>
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<td>9%</td>
<td>13%</td>
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<td>-1%</td>
<td>-1%</td>
<td>1%</td>
<td>1%</td>
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</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 35-1

QUESTION 29:

Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The amount of poverty in the county

BANNER 1

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<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td></td>
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<td>MEN</td>
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<td>IND/</td>
<td>TOTAL</td>
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<td>102</td>
<td>102</td>
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<td>64</td>
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<td>76</td>
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<td>55%</td>
<td>33%</td>
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<td>89</td>
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PUBLICATION STRATEGIES
Table 35-2

**QUESTION 29:**
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The amount of poverty in the county

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<th>BANNER 2</th>
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<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td></td>
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</tr>
<tr>
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<td>398</td>
<td>35</td>
<td>88</td>
<td>274</td>
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<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>36</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>TOTAL POSITIVE</td>
<td>204</td>
<td>51%</td>
<td>50%</td>
<td>53%</td>
</tr>
<tr>
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<td>10%</td>
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<td>SOMEWHAT POSITIVE</td>
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<tr>
<td>SOMEWHAT NEGATIVE</td>
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<td>32%</td>
</tr>
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<td>7%</td>
<td>3%</td>
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<tr>
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PUBLIC OPINION STRATEGIES
Table 35-3

**QUESTION 29:** Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The amount of poverty in the county

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<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<td>GOP/ IND/ DEM/</td>
<td>PROT- CATH- WHITE WHITE TOTAL UNDER GOP/ UNDER IND/ UNDER DEM/ SPPRT OPPOSE OLIC MEN WOMEN WHITE OTHER YEARS YEARS YEARS</td>
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<td>28</td>
<td>40</td>
<td>82</td>
<td>27</td>
</tr>
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<td>TOTAL NEGATIVE</td>
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<td>36</td>
<td>27</td>
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<tr>
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<td>17</td>
<td>7</td>
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PUBLIC OPINION STRATEGIES
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The amount of poverty in the county

<table>
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<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
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<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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</table>

**Table 35-4**

**Question 29:**

Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The amount of poverty in the county

**BANNER 4**

<table>
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<th>OUTSIDE</th>
<th>YES</th>
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<th>DADS</th>
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</table>

**Public Opinion Strategies**
Table 35-5

QUESTION 29:
Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The amount of poverty in the county

<table>
<thead>
<tr>
<th>BASE=SAMPLE A</th>
<th><strong>D/S (POSITIVE - NEGATIVE)</strong></th>
<th>TOTAL POSITIVE</th>
<th>TOTAL NEGATIVE</th>
<th>VERY POSITIVE</th>
<th>SOMEWHAT POSITIVE</th>
<th>SOMEWHAT NEGATIVE</th>
<th>VERY NEGATIVE</th>
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</tbody>
</table>

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**D/S (POSITIVE - NEGATIVE)**: Positive vs. Negative differences are calculated for each category. Positive values indicate a greater percentage of positive responses, while negative values indicate a greater percentage of negative responses.
**Table 35-6**

**QUESTION 29:**
Now, I’d like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The amount of poverty in the county

<table>
<thead>
<tr>
<th>BANNER 6</th>
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<tbody>
<tr>
<td><strong>STATE HOUSE DISTRICTS</strong></td>
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<tr>
<td>TOTAL 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 38 39 43 48 49</td>
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<tr>
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<tr>
<td>398 16 18 19 27 15 10 16 22 16 12 13 11 28 34 15 13 17 16 13 24 25 20</td>
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<tr>
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<tr>
<td>100% 4% 4% 5% 7% 4% 2% 4% 5% 4% 3% 3% 3% 7% 9% 4% 3% 3% 4% 4% 3% 6% 6% 5%</td>
</tr>
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<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
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<td>36 -3 5 5 - 6 3 4 1 -5 -3 - 1 5 -4 4 2 2 - 5 9 -4</td>
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<tr>
<td><strong>TOTAL POSITIVE</strong></td>
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<td>204 6 11 11 14 11 6 9 11 5 5 3 4 16 18 5 8 8 8 6 14 17 8</td>
</tr>
<tr>
<td><strong>TOTAL NEGATIVE</strong></td>
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<td>169 9 5 6 13 5 3 6 10 11 8 6 5 11 14 9 4 6 6 5 9 7 11</td>
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<tr>
<td><strong>VERY POSITIVE</strong></td>
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<td>49 1 4 - - 5 1 1 1 2 3 - 1 2 5 3 3 1 2 1 6 4 3</td>
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<tr>
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<tr>
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<tr>
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</table>
Table 35-7

QUESTION 29: Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The amount of poverty in the county

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON COUNTY ECON SERVICES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE DEVELOP</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tr>
<td></td>
<td>STATE LOCAL CO ECON</td>
<td>VS. COUNTRY FOR TAXES IN COUNTY</td>
<td>TOO ABOUT INCR- DECR- LEAD- LEAD- VERY BETTER SAME EAS- EASED SAME ERS ERS FAV FAV AGREE AGREE AGREE</td>
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<td></td>
<td>TOTAL 7 8 9 10 11 23 37 BETTER SAME</td>
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<tr>
<td>BASE=SAMPLE A</td>
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</tr>
<tr>
<td><strong>D/S (POSITIVE - NEGATIVE)</strong></td>
<td>36 - 3 4 6 7 6 10 28 8 10 27 4 -5 36 -3 38 6 31 16 16 29 3</td>
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<td>204 22 27 28 34 22 34 38 157 46 53 149 40 26 129 11 189 132 190 163 35 174 10</td>
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<tr>
<td>SOMEWHAT POSITIVE</td>
<td>155 18 23 20 25 16 24 29 115 39 41 112 23 22 105 6 147 94 143 120 31 131 9</td>
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<tr>
<td>SOMEWHAT NEGATIVE</td>
<td>141 18 19 18 26 14 22 23 109 31 38 100 31 27 77 10 127 101 132 122 16 121 7</td>
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<tr>
<td>VERY NEGATIVE</td>
<td>28 4 5 5 1 1 6 4 20 8 5 22 5 5 16 4 24 24 27 25 3 24 -</td>
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<tr>
<td>DON'T KNOW</td>
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</table>

100% 12% 14% 16% 10% 10% 16% 17% 75% 24% 26% 73% 21% 15% 60% 7% 90% 70% 93% 84% 14% 86% 4%

9% -1% 6% 7% 9% 16% 9% 15% 9% 8% 9% 9% 5% -9% 15% -11% 11% 2% 8% 5% 30% 8% 14%

**D/S (POSITIVE - NEGATIVE)** 36 - 3 4 6 7 6 10 28 8 10 27 4 -5 36 -3 38 6 31 16 16 29 3

9% -1% 6% 7% 9% 16% 9% 15% 9% 8% 9% 9% 5% -9% 15% -11% 11% 2% 8% 5% 30% 8% 14%

TOTAL POSITIVE 204 22 27 28 34 22 34 38 157 46 53 149 40 26 129 11 189 132 190 163 35 174 10

TOTAL NEGATIVE 169 22 24 24 28 16 28 27 129 39 44 123 36 31 93 13 151 126 159 147 19 145 7

VERY POSITIVE 49 4 4 8 8 6 9 9 42 7 13 17 4 24 5 42 38 47 43 5 44 1

SOMEWHAT POSITIVE 155 18 23 20 25 16 24 29 115 39 41 112 23 22 105 6 147 94 143 120 31 131 9

SOMEWHAT NEGATIVE 141 18 19 18 26 14 22 23 109 31 38 100 31 27 77 10 127 101 132 122 16 121 7

VERY NEGATIVE 28 4 5 5 1 1 6 4 20 8 5 22 5 5 16 4 24 24 27 25 3 24 -

DON'T KNOW 23 2 5 6 1 3 3 2 12 10 5 16 5 2 15 2 20 20 20 20 21 1 22 1

REFUSED 2 - - - 2 - - - 1 - - - 1 - - - 1 2 2 - 2 - 2 - 1 - 1 -
Table 35-8

QUESTION 29:
Now, I'd like to read you a list of things that some people say make Johnson County a good place to live, and please tell me whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County.

The amount of poverty in the county

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
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<th>ENFORCE</th>
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<tr>
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<td>287</td>
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<td>145</td>
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<tr>
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<td>45%</td>
<td>83%</td>
<td>14%</td>
<td>72%</td>
<td>62%</td>
<td>62%</td>
<td>36%</td>
<td>18%</td>
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<tr>
<td>36</td>
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<td>11%</td>
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<td>11%</td>
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**Table 36-1: Summary of Johnson County: % Gotten Better**

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<tr>
<th>Gender</th>
<th>Age</th>
<th>Programs</th>
<th>Ability to Get Around</th>
<th>Arts and Cultural</th>
<th>Quality of Higher Education</th>
<th>Quality of Pre-K to 12th Grade Schools</th>
<th>Leadership of the Area's Business Community</th>
<th>Midwestern Values of the People Living Here</th>
<th>Quality of the Region's Political Leadership</th>
<th>Area's Crime Rate</th>
<th>Level of Cooperation</th>
<th>Amount of Poverty in the County</th>
</tr>
</thead>
</table>
## Table 36-2: Summary of Johnson County: % Gotten Better

### Binder 2

**Johnson County, Kansas Study / 12068 / January 22-24, 2012**

| HS or Some | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | LESS | GOP/ | LESS | IND/ | LESS | DEM/ |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
| TOTAL      |      |      |     |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |      |
| BASE=Sample B | 402 | 41  | 97  | 41  | 22  | 30  | 19  | 26  | 51  | 33  | 58  | 35  | 64   | 29   | 55   |      |      |      |      |      |
| JOHNSON COUNTY’S PROGRAMS | 217 | 15  | 47  | 17  | 26  | 32  | 14  | 18  | 32  | 36  | 19  | 25  | 16   | 10   | 21   |      |      |      |      |      |
| JOHNSON COUNTY AND FACILITIES FOR YOUTH SPORTS | 35% | 32% | 39% | 35% | 31% | 33% | 32% | 30% | 33% | 29% | 34% | 31% | 41%   | 34%   | 29%   |      |      |      |      |      |
| JOHNSON COUNTY’S PROGRAMS | 217 | 15  | 47  | 17  | 26  | 32  | 14  | 18  | 32  | 36  | 19  | 25  | 16   | 10   | 21   |      |      |      |      |      |
| JOHNSON COUNTY AND FACILITIES FOR YOUTH SPORTS | 35% | 32% | 39% | 35% | 31% | 33% | 32% | 30% | 33% | 29% | 34% | 31% | 41%   | 34%   | 29%   |      |      |      |      |      |
| JOHNSON COUNTY’S PROGRAMS | 217 | 15  | 47  | 17  | 26  | 32  | 14  | 18  | 32  | 36  | 19  | 25  | 16   | 10   | 21   |      |      |      |      |      |
| JOHNSON COUNTY AND FACILITIES FOR YOUTH SPORTS | 35% | 32% | 39% | 35% | 31% | 33% | 32% | 30% | 33% | 29% | 34% | 31% | 41%   | 34%   | 29%   |      |      |      |      |      |
| JOHNSON COUNTY’S PROGRAMS | 217 | 15  | 47  | 17  | 26  | 32  | 14  | 18  | 32  | 36  | 19  | 25  | 16   | 10   | 21   |      |      |      |      |      |
| JOHNSON COUNTY AND FACILITIES FOR YOUTH SPORTS | 35% | 32% | 39% | 35% | 31% | 33% | 32% | 30% | 33% | 29% | 34% | 31% | 41%   | 34%   | 29%   |      |      |      |      |      |
| JOHNSON COUNTY’S PROGRAMS | 217 | 15  | 47  | 17  | 26  | 32  | 14  | 18  | 32  | 36  | 19  | 25  | 16   | 10   | 21   |      |      |      |      |      |
| JOHNSON COUNTY AND FACILITIES FOR YOUTH SPORTS | 35% | 32% | 39% | 35% | 31% | 33% | 32% | 30% | 33% | 29% | 34% | 31% | 41%   | 34%   | 29%   |      |      |      |      |      |
| JOHNSON COUNTY’S PROGRAMS | 217 | 15  | 47  | 17  | 26  | 32  | 14  | 18  | 32  | 36  | 19  | 25  | 16   | 10   | 21   |      |      |      |      |      |
| JOHNSON COUNTY AND FACILITIES FOR YOUTH SPORTS | 35% | 32% | 39% | 35% | 31% | 33% | 32% | 30% | 33% | 29% | 34% | 31% | 41%   | 34%   | 29%   |      |      |      |      |      |
| JOHNSON COUNTY’S PROGRAMS | 217 | 15  | 47  | 17  | 26  | 32  | 14  | 18  | 32  | 36  | 19  | 25  | 16   | 10   | 21   |      |      |      |      |      |
| JOHNSON COUNTY AND FACILITIES FOR YOUTH SPORTS | 35% | 32% | 39% | 35% | 31% | 33% | 32% | 30% | 33% | 29% | 34% | 31% | 41%   | 34%   | 29%   |      |      |      |      |      |
| JOHNSON COUNTY’S PROGRAMS | 217 | 15  | 47  | 17  | 26  | 32  | 14  | 18  | 32  | 36  | 19  | 25  | 16   | 10   | 21   |      |      |      |      |      |
| JOHNSON COUNTY AND FACILITIES FOR YOUTH SPORTS | 35% | 32% | 39% | 35% | 31% | 33% | 32% | 30% | 33% | 29% | 34% | 31% | 41%   | 34%   | 29%   |      |      |      |      |      |
| JOHNSON COUNTY’S PROGRAMS | 217 | 15  | 47  | 17  | 26  | 32  | 14  | 18  | 32  | 36  | 19  | 25  | 16   | 10   | 21   |      |      |      |      |      |
| JOHNSON COUNTY AND FACILITIES FOR YOUTH SPORTS | 35% | 32% | 39% | 35% | 31% | 33% | 32% | 30% | 33% | 29% | 34% | 31% | 41%   | 34%   | 29%   |      |      |      |      |      |
| JOHNSON COUNTY’S PROGRAMS | 217 | 15  | 47  | 17  | 26  | 32  | 14  | 18  | 32  | 36  | 19  | 25  | 16   | 10   | 21   |      |      |      |      |      |
| JOHNSON COUNTY AND FACILITIES FOR YOUTH SPORTS | 35% | 32% | 39% | 35% | 31% | 33% | 32% | 30% | 33% | 29% | 34% | 31% | 41%   | 34%   | 29%   |      |      |      |      |      |

**Public Opinion Strategies**
### Table 36-3: Summary of Johnson County: % Gotten Better

| BASE=SAMPLE B | TOTAL | UNDER $60K | $60K-$80K | $80K-$100K | GOP/ | IND/ | DEM/ | GOP/ | IND/ | DEM/ | PROT- | CATH- | WHITE | OTHER | YEARS | YEARS | YEARS |
|---------------|-------|------------|-----------|------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| JOHNSON COUNTY'S PROGRAMS | | | | | 402 | 88 | 56 | 68 | 147 | 62 | 115 | 36 | 51 | 37 | 42 | 158 | 173 | 215 | 210 | 109 | 188 | 177 | 365 | 22 | 92 | 103 | 205 |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
| JOHNSON COUNTY'S PROGRAMS | | | | | 100% | 22% | 14% | 17% | 37% | 15% | 29% | 9% | 13% | 9% | 10% | 39% | 43% | 54% | 27% | 47% | 44% | 91% | 5% | 23% | 26% | 51% |
Table 36-4
Summary of Johnson County: % Gotten Better

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PUBLIC OPINION STRATEGIES
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</tr>
<tr>
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<td>100% 45% 22% 23% 3% 2% 6%</td>
<td>100% 45% 22% 23% 3% 2% 6%</td>
<td>(2) (2) (2) (2) (4) (8) (1) (2) (2) (4) (2) (3) (2) (4) (3) (2) (4) (3) (3) (3) (3) (3)</td>
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<td><strong>JOHNSON COUNTY’S PROGRAMS</strong></td>
<td><strong>SPORTS</strong></td>
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<td><strong>PARKS</strong></td>
</tr>
<tr>
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<td>217 93 60 44 7 13</td>
<td>38% 37% 41% 39% 38%</td>
<td>(3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3)</td>
</tr>
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<td>100% 45% 22% 23% 3%</td>
<td>(3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3) (5) (3)</td>
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<td>217 93 60 44 7 13</td>
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### Table 36-6: Summary of Johnson County: % Gotten Better

#### BASE=SAMPLE B

| Item                                      | 100%  | 6%    | 3%    | 4%    | 5%    | 4%    | 5%    | 7%    | 3%    | 7%    | 4%    | 3%    | 4%    | 3%    | 5%    | 6%    | 4%    |
|-------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| JOHNSON COUNTY’S PROGRAMS AND FACILITIES FOR YOUTH SPORTS | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   |
| THE ABILITY TO GET AROUND THE AREA EASILY BY CAR | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   | 35%   |
| THE QUALITY OF THE AREA’S PARKS | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   |
| AMENITIES SUCH AS PRO SPORTS TEAMS, THE ARTS, AND THE ZOO | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   |
| THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   |
| THE LEVEL OF COMPETITION BETWEEN COMMUNITIES ACROSS THE STATE LINE | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   |
| THE AREA’S BUSINESS COMMUNITY AMOUNT OF POVERTY IN THE COUNTY | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   |
| THE LEVEL OF COOPERATION AMONG POLITICAL LEADERS AMONGPoverty in the County | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   | 24%   |

#### PUBLIC OPINION STRATEGIES
Table 36-7 Summary of Johnson County: % Gotten Better

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<th>JOHNSON CO ECON</th>
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PUBLIC OPINION STRATEGIES

Continued
### Table 36-7: Summary of Johnson County: % Gotten Better

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## Summary of Johnson County: % Gotten Worse

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**PUBLIC OPINION STRATEGIES**
## Table 37-3

**Summary of Johnson County: % Gotten Worse**

### Banner 3

#### INCOME

<table>
<thead>
<tr>
<th>BASE=Sample B</th>
<th>GOP/$60K+</th>
<th>DEM/$60K+</th>
<th>Party/Income</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>Length of Residency</th>
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<td>UNDER $80K+</td>
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#### The Amount of Poverty in the County

- **Overall:**
  - GOP/IND/DEM:
    - UNDER $60K: 250, 54, 41
    - $60K-$80K: 88, 23, 36
    - $80K+: 56, 24, 30

#### The Level of Cooperation Among Political Leaders

- **Overall:**
  - GOP/IND/DEM:
    - Prot: 32%, 34%, 45%
    - Cath: 27%, 34%, 43%
    - White: 37%, 37%, 40%

#### The Quality of the Region's Education

- **Overall:**
  - Prot: 12%, 17%, 11%
  - Cath: 17%, 12%, 11%
  - White: 17%, 12%, 11%

#### The Quality of Pre-K to 12th Grade Schools

- **Overall:**
  - Prot: 29%, 22%, 24%
  - Cath: 22%, 24%, 23%
  - White: 24%, 24%, 23%

#### The People Living Here

- **Overall:**
  -節: 24%, 25%, 24%
  - Cath: 24%, 25%, 24%
  - White: 24%, 25%, 24%

#### The Level of Competition Between Communities

- **Overall:**
  - Prot: 88%, 21%, 13%
  - Cath: 24%, 23%, 16%
  - White: 24%, 23%, 16%

#### The Leadership of the Area's Business Community

- **Overall:**
  - Prot: 12%, 14%, 8%
  - Cath: 8%, 14%, 11%
  - White: 8%, 14%, 11%

#### The Ability to Get Around Access to Metropolitan Amenities such as PRO Sports Teams, the Arts, and the Zoo

- **Overall:**
  - Prot: 7%, 9%, 6%
  - Cath: 8%, 10%, 7%
  - White: 8%, 10%, 7%

#### The Quality of the Area's Arts and Cultural Amenities

- **Overall:**
  - Prot: 7%, 9%, 8%
  - Cath: 8%, 10%, 7%
  - White: 8%, 10%, 7%
## Summary of Johnson County: % Gotten Worse

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>LAND- LINE</th>
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<td>89%</td>
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<td>46%</td>
<td>51%</td>
<td>24%</td>
<td>59%</td>
<td>64%</td>
<td>26%</td>
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</table>

### The Amount of Poverty in the County
- **Base**: 250
- **Yes**: 140
- **No**: 110
- **Family**: 220
- **Outside**: 148
- **Schools**: 208
- **State**: 119
- **County**: 227
- **Sample**: 149
- **Phone Type**: 137
- **Data**: 143

### Area's Crime Rate
- **Base**: 130
- **AMONG POLITICAL LEADERS**: 42%
- **THE AREA'S CRIME RATE**: 130
- **THE QUALITY OF THE REGION'S EDUCATION**: 123
- **THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS**: 115
- **THE MIDWESTERN VALUES OF THE PEOPLE LIVING HERE**: 95
- **THE LEADERSHIP OF THE AREA'S BUSINESS COMMUNITY**: 50
- **THE ABILITY TO GET AROUND AMENITIES SUCH AS PRO SPORTS TEAMS, THE ARTS, AND THE ZOO**: 47
- **THE LEADERSHIP OF THE AREA'S BUSINESS COMMUNITY**: 50
- **THE QUALITY OF THE AREA'S ARTS AND CULTURAL FACILITIES FOR YOUTH**: 18
- **THE QUALITY OF THE AREA'S PARKS**: 13

### The Quality of the Region's Political Leadership
- **12th Grade Schools**: 29%
- **Public Opinion Strategies**: 12%
- **Amesmenities as Pro Public Opinion Strategies**: 7%
- **Sports Teams, the Arts, and the Zoo**: 11
- **Access to Metropolitan Parks**: 29
- **Quality of Higher Education**: 12%
- **Quality of the Higher Education**: 47
- **Leadership of the Area's Business Community**: 50
- **Leadership to Get Around the Area Easily by Car**: 40
- **Amount of Poverty in the County**: 250
- **The Level of Competition Between Communities**: 22%
- **Across the State Line**: 77
- **The Quality of the Region's Political Leadership**: 123
- **The Quality of the Area's Government**: 115
- **The Quality of the Area's Government**: 62%
<table>
<thead>
<tr>
<th>Area's Crime Rate</th>
<th>Quality of the Region's Political Leadership</th>
<th>Quality of Pre-K to The Midwest's Values of People Living Here</th>
<th>Level of Competition Between Communities</th>
<th>Area's Business Community</th>
<th>Quality of Higher Education</th>
<th>Ability to Get Around Amenities Such As Pro and the Zoo</th>
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Note: The table above summarizes public opinion strategies in Johnson County, Kansas Study / 12068 / January 22-24, 2012. It includes various factors affecting public opinion, such as the amount of poverty in the county, the level of cooperation among political leaders in the area, and the area's crime rate. The values indicate the percentage of respondents' agreement with each statement.
| BASE=SAMPLE B | 402 | 23 | 13 | 24 | 20 | 14 | 18 | 21 | 20 | 14 | 13 | 18 | 22 | 27 | 13 | 27 | 17 | 11 | 16 | 13 | 21 | 22 | 16 |
|---------------|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 100% | 6% | 3% | 6% | 5% | 3% | 4% | 5% | 5% | 4% | 3% | 5% | 5% | 7% | 3% | 7% | 4% | 3% | 4% | 3% | 5% | 6% | 4% |
| THE AMOUNT OF POVERTY IN THE COUNTY | 250 | 15 | 11 | 16 | 16 | 10 | 9 | 14 | 11 | 8 | 11 | 13 | 18 | 18 | 11 | 13 | 9 | 5 | 6 | 4 | 12 | 12 | 8 |
| AMONG POLITICAL LEADERS | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) |
| THE AREA'S CRIME RATE | 130 | 10 | 8 | 10 | 8 | 9 | 8 | 6 | 4 | 6 | 7 | 7 | 5 | 10 | 2 | 8 | 2 | 2 | 4 | 8 | 11 | 3 |
| AMONG POLITICAL LEADERS | (2) | (4) | (2) | (4) | (2) | (2) | (6) | (5) | (4) | (4) | (3) | (4) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (7) |
| THE QUALITY OF THE REGION'S POLITICAL LEADERS | 123 | 6 | 1 | 13 | 13 | 6 | 6 | 3 | 9 | 7 | 4 | 8 | 6 | 12 | 4 | 4 | 3 | 5 | 4 | 6 | 2 | 6 | 7 | 2 |
| AMONG POLITICAL LEADERS | (4) | (5) | (11) | (3) | (5) | (4) | (1) | (6) | (2) | (4) | (8) | (3) | (5) | (5) | (7) | (3) | (5) | (2) | (6) | (3) | (4) | (10) |
| THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS | 115 | 5 | 2 | 9 | 8 | 4 | 2 | 9 | 2 | 9 | 6 | 7 | 10 | 7 | 5 | 4 | 2 | 3 | 2 | 3 | 8 | 5 |
| THE MIDWESTERN VALUES OF THE PEOPLE LIVING HERE | 95 | 6 | 2 | 5 | 3 | 3 | 5 | 3 | 4 | 5 | 1 | 4 | 9 | 7 | 4 | 4 | 3 | 5 | 3 | 3 | 5 | 5 | 6 |
| THE LEVEL OF COMPETITION BETWEEN COMMUNITIES | 88 | 3 | 2 | 9 | 3 | 3 | 2 | 2 | 7 | 8 | 5 | 1 | 5 | 5 | 8 | 4 | 2 | 7 | 5 | 4 | 3 | 2 | 3 | 3 |
| THE LEADERSHIP OF THE AREA'S BUSINESS COMMUNITY | 50 | 1 | 2 | 4 | 2 | 1 | 5 | 1 | 5 | 2 | 5 | 6 | 4 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 2 | 2 | 6 |
| THE QUALITY OF HIGHER EDUCATION | 47 | 3 | 2 | 5 | 4 | 1 | 2 | 2 | 4 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| THE ABILITY TO GET AROUND THE AREA EASILY BY CAR | 40 | 1 | 2 | 4 | 2 | 1 | 3 | 2 | 1 | 2 | 2 | 4 | 3 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 3 | 3 |
| ACCESS TO METROPOLITAN ARTS AND CULTURAL PROGRAMS AND FACILITIES FOR YOUTH SPORTS | 29 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 4 | 2 | 3 | 3 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 3 | 3 |
| THE QUALITY OF THE AREA'S ARTS AND CULTURAL AMENITIES | 27 | 2 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 | 1 | - | 2 | - | - | - | - | - | 1 | 1 | 1 |
| JOHNSON COUNTY'S PROGRMS AND FACILITIES FOR YOUTH SPORTS | 18 | 1 | 1 | 3 | 1 | 1 | - | 1 | - | 1 | 2 | 2 | 1 | - | 1 | - | - | - | - | - | 2 | 1 | 1 |
| THE QUALITY OF THE AREA'S PARKS | 13 | - | - | 1 | - | 2 | - | 2 | 2 | 2 | - | 2 | - | - | - | - | - | - | - | 1 | 1 |
Table 37-7: Summary of Johnson County: % Gotten Worse

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<th>STATE SENATE DISTRICTS</th>
<th>VS. COUNTRY</th>
<th>FOR TAXES</th>
<th>IN COUNTY</th>
<th>PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>DEVELOP</th>
<th>WORKFORCE</th>
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<td>THE AMOUNT OF POVERTY</td>
<td>250</td>
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<td>35</td>
<td>34</td>
<td>31</td>
<td>37</td>
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<td>IN THE COUNTY</td>
<td>62%</td>
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<td>THE LEVEL OF COOPERATION</td>
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<td>AMONG POLITICAL LEADERS</td>
<td>42%</td>
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<td>41%</td>
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<td>18</td>
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<td>8</td>
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<td>3</td>
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<td>27</td>
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<td>3</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>AMENITIES SUCH AS PRO</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>10%</td>
<td>6%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>THE QUALITY OF THE AREA'S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARTS AND CULTURAL</td>
<td>7%</td>
<td>14%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
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<td>12%</td>
<td>9%</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>JOHNSON COUNTY'S PROGRAMS</td>
<td>18</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>AND FACILITIES FOR YOUTH</td>
<td>5%</td>
<td>7%</td>
<td>3%</td>
<td>4%</td>
<td>9%</td>
<td>3%</td>
<td>2%</td>
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Continued
### Table 37-7: Summary of Johnson County: % Gotten Worse

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<tr>
<th>BANNER 7</th>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES FROM COUNTY</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tr>
<td></td>
<td>STATE LOCAL TOO ABOUT</td>
<td>INCR- DECR- LEAD- LEAD-</td>
<td>VERY BETTER SAME</td>
<td>DIS- EASED SAME</td>
<td>STATE LOCAL LEAD- LEAD-</td>
<td>ERS ERS</td>
<td>FAV FAV</td>
<td>DIS- AGREE AGREE</td>
</tr>
<tr>
<td>TOTAL</td>
<td>7 8 9 10 11 23 37 5 7 10 8 4 9 3</td>
<td>THE QUALITY OF THE AREA'S PARKS</td>
<td>13 2 2 - 1 3 3 2 11 2 4 8 5 1 7 1 12 5 10 8 4 9 3</td>
<td>(14) (13) (14) (13) (13) (12) (13) (14) (14) (13) (12) (14) (14) (14) (14) (14) (14) (12) (14) (11)</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
### Summary of Johnson County: % Gotten Worse

<table>
<thead>
<tr>
<th>Category</th>
<th>% Getting Worse</th>
<th>% Not Getting Worse</th>
<th>% Better</th>
<th>% Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>62%</td>
<td>38%</td>
<td>0%</td>
<td>0%</td>
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</table>

#### Table 37-8: Summary of Johnson County: % Gotten Worse

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<th>Category</th>
<th>% Getting Worse</th>
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</thead>
<tbody>
<tr>
<td>BASE=SAMPLE B</td>
<td>Base</td>
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<tr>
<td>THE AMOUNT OF POVERTY IN THE COUNTY</td>
<td>62%</td>
</tr>
<tr>
<td>AMONG POLITICAL LEADERS</td>
<td>42%</td>
</tr>
<tr>
<td>THE QUALITY OF THE REGION'S POLITICAL LEADERS</td>
<td>31%</td>
</tr>
<tr>
<td>THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS</td>
<td>29%</td>
</tr>
<tr>
<td>THE LEVEL OF COMPETITION ACROSS THE STATE LINE</td>
<td>88%</td>
</tr>
<tr>
<td>THE QUALITY OF THE AREA'S BUSINESS COMMUNITY</td>
<td>12%</td>
</tr>
<tr>
<td>THE QUALITY OF HIGHER EDUCATION</td>
<td>12%</td>
</tr>
<tr>
<td>THE ABILITY TO GET AROUND</td>
<td>40%</td>
</tr>
<tr>
<td>ACCESS TO METROPOLITAN AMENITIES</td>
<td>29%</td>
</tr>
<tr>
<td>SPORTS TEAMS, THE ARTS, AND THE ZOO</td>
<td>18%</td>
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<tr>
<td>THE QUALITY OF THE AREA'S ARTS AND CULTURAL EVENTS</td>
<td>27%</td>
</tr>
<tr>
<td>THE QUALITY OF JOHNSON COUNTY'S PROGRAMS AND FACILITIES FOR YOUTH SPORTS</td>
<td>13%</td>
</tr>
</tbody>
</table>

#### SOURCES:

1. Johnson County, Kansas Study / 12068 / January 22-24, 2012
2. Table 37-8: Summary of Johnson County: % Gotten Worse
3. Table 38-9: Summary of Johnson County: % Not Getting Worse
4. Table 39-10: Summary of Johnson County: % Better
5. Table 40-11: Summary of Johnson County: % Don't Know

---

**PUBLIC OPINION STRATEGIES**
### Table 38-1: Summary of Johnson County: % Stayed the Same

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>TOTAL SOFT STRG VERY</td>
<td>TOTAL IND/ SOFT STRG</td>
<td>MEN</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
<td>66</td>
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<td>THE LEADERSHIP OF THE AREA'S BUSINESS COMMUNITY</td>
<td>262</td>
<td>145</td>
<td>116</td>
<td>60</td>
<td>40</td>
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<tr>
<td>THE MIDWESTERN VALUES OF THE PEOPLE LIVING HERE</td>
<td>245</td>
<td>126</td>
<td>119</td>
<td>60</td>
<td>40</td>
</tr>
<tr>
<td>THE QUALITY OF THE AREA'S PARKS</td>
<td>240</td>
<td>131</td>
<td>110</td>
<td>60</td>
<td>40</td>
</tr>
<tr>
<td>THE QUALITY OF HIGHER EDUCATION</td>
<td>200</td>
<td>127</td>
<td>113</td>
<td>60</td>
<td>40</td>
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<tr>
<td>THE ABILITY TO GET AROUND THE AREA EASILY BY CAR</td>
<td>206</td>
<td>107</td>
<td>99</td>
<td>60</td>
<td>40</td>
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<tr>
<td>THE QUALITY OF THE REGION'S AMENITIES SUCH AS PRO SPORTS TEAMS, THE ARTS, AND THE ZOO</td>
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**PUBLIC OPINION STRATEGIES**
### Table 38-2 Summary of Johnson County: % Stayed the Same

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<td><strong>PARTY/AGE</strong></td>
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<table>
<thead>
<tr>
<th></th>
<th>TEC/</th>
<th>GOP/</th>
<th>IND/</th>
<th>DEM/</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>THE LEADERSHIP OF THE AREA'S BUSINESS COMMUNITY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100%</td>
<td>10%</td>
<td>23%</td>
<td>67%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>THE MIDWESTERN VALUES OF THE PEOPLE LIVING HERE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>61%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>THE QUALITY OF THE AREA'S FARMS</strong></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>59%</td>
<td>11%</td>
<td>13%</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>THE QUALITY OF HIGHER AMENITIES SUCH AS PRO SPORTS TEAMS, THE ARTS, AND THE ARTS AND CULTURAL</strong></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>60%</td>
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<td>12%</td>
<td>10%</td>
<td>13%</td>
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<tr>
<td><strong>THE ABILITY TO GET AROUND THE AREA EASILY BY CAR</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>50%</td>
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<td>12%</td>
<td>13%</td>
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<tr>
<td><strong>THE QUALITY OF THE REGION'S POLITICAL LEADERSHIP ACROSS THE STATE LINE</strong></td>
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<tr>
<td>56%</td>
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</tr>
<tr>
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<table>
<thead>
<tr>
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<th>IND/</th>
<th>DEM/</th>
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<td><strong>THE PEOPLE LIVING HERE</strong></td>
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<tr>
<td><strong>THE QUALITY OF THE AREA'S PARKS</strong></td>
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<td>12%</td>
<td>13%</td>
<td>12%</td>
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<tr>
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<td>56%</td>
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<td>11%</td>
<td>11%</td>
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<tr>
<td><strong>THE AMOUNT OF POVERTY IN THE COUNTY</strong></td>
<td></td>
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<td>31%</td>
<td>11%</td>
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<td>13%</td>
<td>14%</td>
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<table>
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<tr>
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<td><strong>THE AMOUNT OF POVERTY IN THE COUNTY</strong></td>
<td></td>
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<td></td>
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</tr>
<tr>
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<td>22%</td>
<td>14%</td>
<td>17%</td>
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<td>64%</td>
<td>65%</td>
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</tr>
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<td>62%</td>
<td>58%</td>
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<tr>
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<td>54%</td>
<td>59%</td>
</tr>
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<td>56%</td>
<td>64%</td>
</tr>
<tr>
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<td>80%</td>
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<td>54%</td>
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<tr>
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<td>THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS AMONG POLITICAL LEADERS JOHNSON COUNTY'S PROGRAMS AND FACILITIES FOR YOUTH SPORTS THE COUNTY</td>
<td>80%</td>
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<td>73%</td>
<td>48%</td>
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<td>-----</td>
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<td>-----</td>
<td>-----</td>
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<tr>
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<td>206</td>
<td>122</td>
<td>84</td>
<td>200</td>
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<td>117</td>
<td>88</td>
<td>198</td>
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<td>114</td>
<td>77</td>
<td>180</td>
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<td>THE QUALITY OF THE REGION’S POLITICAL LEADERSHIP</td>
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<td>88</td>
<td>198</td>
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<tr>
<td>THE LEVEL OF COMPEITION AMONG POLITICAL LEADERS</td>
<td>193</td>
<td>114</td>
<td>77</td>
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</tr>
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<td>THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS</td>
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<td>JOHNSON COUNTY’S PROGRAMS AND FACILITIES FOR YOUTH SPORTS</td>
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**PUBLIC OPINION STRATEGIES**
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<td>THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS</td>
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<td>45%</td>
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<tr>
<td>THE LEVEL OF COOPERATION AMONG POLITICAL LEADERS</td>
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<td>42%</td>
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<tr>
<td>31%</td>
<td>33%</td>
<td>22%</td>
<td>35%</td>
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<tr>
<td>THE AMOUNT OF POVERTY IN THE COUNTY</td>
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<td>98</td>
<td>44</td>
<td>24</td>
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PUBLIC OPINION STRATEGIES
Table 38-6  Summary of Johnson County: % Stayed the Same

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</tr>
<tr>
<td>THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS</td>
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<td>35</td>
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<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
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JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012

PAGE 314

PUBLIC OPINION STRATEGIES
### JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012

#### Table 38-7
Summary of Johnson County: % Stayed the Same

<table>
<thead>
<tr>
<th>BANNER 7</th>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES TO GOVERN</th>
<th>GOV'T SPENDING</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE B</td>
<td>402 60 59 55 51 69 59 51 302 92</td>
<td>122 274 89 53</td>
<td>245 26 361</td>
<td>266 370</td>
<td>328 56 339</td>
<td>22</td>
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</table>

#### CO ECON SERVICES GOV’T SPENDING OVER JCCC/ECON PREPARE

| STATE LOCAL TOO ABOUT INCRED DISAD LEAD- LEAD- VERY DIS- ERS ERS ERS FAV FAV AGREE AGREE AGREE AGREE |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| TOTAL | 7 | 8 | 9 | 10 | 11 | 23 | 37 | BETTER SAME | TOO HIGH | ABOUT RIGHT | INCREASED | DECREASED SAME | STATE LOCAL LEAD- LEAD- VERY DIS- ERS ERS ERS FAV FAV AGREE AGREE AGREE AGREE |
| STATE LOCAL TO | 100% | 15% | 15% | 14% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% |
| THE MIDWESTERN VALUES OF THE PEOPLE LIVING HERE | 61% | 59% | 67% | 53% | 61% | 56% | 56% | 56% | 56% | 56% | 56% | 56% | 56% | 56% | 56% | 56% | 56% | 56% | 56% | 56% | 56% |
| THE QUALITY OF THE AREA'S PARKS | 60% | 60% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% | 52% |
| THE QUALITY OF HIGHER EDUCATION | 60% | 62% | 56% | 54% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% |
| THE ABILITY TO GET AROUND BETWEEN COMMUNITIES | 60% | 56% | 50% | 50% | 41% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| THE QUALITY OF THE REGION'S POLITICAL LEADERSHIP | 41% | 29% | 42% | 39% | 31% | 42% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% |
| THE QUALITY OF PRE-K TO THE LEVEL OF COOPERATION AMONG POLITICAL LEADERS | 16% | 24% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% |

#### Public Opinion Strategies

Continued
### Table 38-7: Summary of Johnson County: % Stayed the Same

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tr>
<td>TOTAL</td>
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<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
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</table>

THE AMOUNT OF POVERTY IN THE COUNTY:

| THE AMOUNT OF POVERTY IN THE COUNTY | 98 | 15 | 15 | 13 | 9 | 25 | 9 | 12 | 70 | 27 | 19 | 16 | 61 | 8 | 88 | 59 | 92 | 78 | 17 | 79 | 6 |
|-------------------------------------|----|----|----|----|---|----|---|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|----|----|
Table 38-8

Summary of Johnson County: % Stayed the Same

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<th>Area</th>
<th>% Stayed the Same</th>
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<tr>
<td>BASE=SAMPLE B</td>
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<td>TOTAL SUPP OPP FAV OOP</td>
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<td>TAXES FOR THE LEVEL OF COMPETITION ACROSS THE STATE LINE</td>
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<td>TAXES FOR THE QUALITY OF PRE-K TO 12TH GRADE SCHOOLS</td>
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<td>TAXES FOR THE AMOUNT OF POVERTY IN THE COUNTY</td>
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<td>TAXES FOR THE LEVEL OF COOPERATION AMONG POLITICAL LEADERS</td>
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<td>TAXES FOR THE LEVEL OF POLITICAL LEADERSHIP ACROSS THE STATE LINE</td>
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<td>TAXES FOR THE QUALITY OF THE AREA'S ARTS &amp; CULTURAL</td>
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<td>TAXES FOR THE QUALITY OF THE AREA'S CRIME RATE</td>
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<td>TAXES FOR THE AMOUNT OF POVERTY IN THE COUNTY</td>
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<td>TAXES FOR THE LEVEL OF POLITICAL LEADERSHIP ACROSS THE STATE LINE</td>
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<td>TAXES FOR THE QUALITY OF THE REGION'S POLITICAL LEADERSHIP</td>
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<tr>
<td>TAXES FOR THE QUALITY OF THE REGION'S POLITICAL LEADERSHIP</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE QUALITY OF THE PEOPLE LIVING HERE</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE AMOUNT OF POVERTY IN THE COUNTY</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE LEVEL OF POLITICAL LEADERSHIP ACROSS THE STATE LINE</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE QUALITY OF THE REGION'S POLITICAL LEADERSHIP</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE QUALITY OF THE PEOPLE LIVING HERE</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE AMOUNT OF POVERTY IN THE COUNTY</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE LEVEL OF POLITICAL LEADERSHIP ACROSS THE STATE LINE</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE QUALITY OF THE REGION'S POLITICAL LEADERSHIP</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE QUALITY OF THE PEOPLE LIVING HERE</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE AMOUNT OF POVERTY IN THE COUNTY</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE LEVEL OF POLITICAL LEADERSHIP ACROSS THE STATE LINE</td>
<td></td>
</tr>
<tr>
<td>TAXES FOR THE QUALITY OF THE REGION'S POLITICAL LEADERSHIP</td>
<td></td>
</tr>
</tbody>
</table>
Table 39-1
QUESTION 30: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s arts and cultural amenities

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>208</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100%</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td></td>
<td>102</td>
<td>51</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td></td>
<td>26%</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td></td>
<td>129</td>
<td>67</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td></td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td></td>
<td>27</td>
<td>16</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td></td>
<td>227</td>
<td>117</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td></td>
<td>57%</td>
<td>56%</td>
<td>57%</td>
</tr>
<tr>
<td>DON’T KNOW/REFUSED</td>
<td></td>
<td>19</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
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<td>5%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Table 39-2

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area's arts and cultural amenities

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS or Some</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>LESS</td>
<td>COLL+</td>
<td>18-54 LESS</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>41</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>10%</td>
<td>23%</td>
<td>67%</td>
</tr>
<tr>
<td>**D/S (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>102</td>
<td>9</td>
<td>15</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>22%</td>
<td>17%</td>
<td>29%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>129</td>
<td>12</td>
<td>22</td>
<td>93</td>
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<tr>
<td></td>
<td>32%</td>
<td>30%</td>
<td>24%</td>
<td>35%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>27</td>
<td>3</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>227</td>
<td>20</td>
<td>59</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>49%</td>
<td>65%</td>
<td>55%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>19</td>
<td>5</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>12%</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Table 39-3

QUESTION 30: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s arts and cultural amenities

<table>
<thead>
<tr>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCOME</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>GOP/</td>
<td>DEM/</td>
<td>PROTESTANT</td>
<td>CHATHOLIC</td>
</tr>
<tr>
<td></td>
<td>IND/</td>
<td>SPFR/</td>
<td>WHITE</td>
<td>WHITE</td>
</tr>
<tr>
<td>UNDER $60K</td>
<td>UNDER $80K</td>
<td>UNDER $80K+</td>
<td>UNDER $100K</td>
<td>UNDER $100K+</td>
</tr>
<tr>
<td>UNDER $80K</td>
<td>UNDER $100K</td>
<td>UNDER $100K+</td>
<td>UNDER $100K</td>
<td>UNDER $100K+</td>
</tr>
<tr>
<td>UNDER $100K</td>
<td>UNDER $100K+</td>
<td>UNDER $100K+</td>
<td>UNDER $100K</td>
<td>UNDER $100K+</td>
</tr>
<tr>
<td>UNDER $100K+</td>
<td>UNDER $100K+</td>
<td>UNDER $100K+</td>
<td>UNDER $100K</td>
<td>UNDER $100K+</td>
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<tr>
<td>TOTAL $60K-80K-100K+</td>
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<td>TOTAL $60K-80K-100K+</td>
<td>TOTAL $60K-80K-100K+</td>
<td>TOTAL $60K-80K-100K+</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>GOTTEN BETTER</td>
<td>GOTTEN WORSE</td>
<td>STAYED THE SAME</td>
</tr>
<tr>
<td></td>
<td>102</td>
<td>26%</td>
<td>7%</td>
<td>227</td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>8%</td>
<td>9%</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>1%</td>
<td>4%</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>0%</td>
<td>6%</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>4%</td>
<td>8%</td>
<td>40</td>
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<td></td>
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<td>40</td>
</tr>
<tr>
<td></td>
<td>48</td>
<td>16%</td>
<td>6%</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>55</td>
<td>22%</td>
<td>5%</td>
<td>40</td>
</tr>
<tr>
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<td>40</td>
</tr>
<tr>
<td></td>
<td>49</td>
<td>20%</td>
<td>5%</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>101</td>
<td>40%</td>
<td>3%</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>9%</td>
<td>4%</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>92</td>
<td>37%</td>
<td>3%</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>103</td>
<td>41%</td>
<td>3%</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>205</td>
<td>81%</td>
<td>3%</td>
<td>40</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 39-4

QUESTION 30: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s arts and cultural amenities

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th></th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>BASE=SAMPLE B</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>402 225 175 359 36 185 186 164 237 97 66 113 37 98 273 149 206 255 101</td>
<td>100% 56% 44% 89% 9% 46% 46% 41% 59% 24% 16% 28% 9% 24% 68% 37% 51% 63% 25%</td>
<td>100% 11% 89% 100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>102 49 54 92 7 51 39 34 68 26 8 19 14 28 67 36 50 71 18</td>
<td>26% 22% 31% 26% 19% 28% 21% 21% 29% 26% 13% 17% 38% 28% 24% 24% 24% 28% 17%</td>
<td>26% 22% 26% 26%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>GOTTEN BETTER</td>
<td>129 66 63 115 10 64 51 46 83 29 17 29 15 40 79 41 70 86 27</td>
<td>32% 29% 36% 32% 28% 35% 28% 28% 35% 30% 26% 25% 40% 41% 29% 28% 34% 34% 27%</td>
<td>32% 35% 32% 33%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>GOTTEN WORSE</td>
<td>27 18 9 23 3 13 12 12 14 3 9 9 1 12 13 5 20 15 10</td>
<td>7% 8% 5% 6% 9% 7% 7% 7% 6% 3% 14% 8% 2% 12% 5% 4% 10% 6% 9%</td>
<td>7% 13% 6% 7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>STAYED THE SAME</td>
<td>227 130 96 202 23 99 114 96 130 59 37 71 16 43 165 96 108 147 59</td>
<td>57% 58% 55% 56% 54% 61% 54% 55% 55% 56% 63% 43% 44% 61% 64% 52% 58% 58%</td>
<td>57% 48% 58% 56%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW/REFUSED</td>
<td>19 11 8 18 - 9 8 10 9 7 3 4 5 3 16 6 8 8 6</td>
<td>5% 5% 4% 5% - 5% 5% 6% 4% 7% 5% 4% 15% 3% 6% 4% 4% 3% 6%</td>
<td>5% 4% 5% 5%</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 39-5

QUESTION 30: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s arts and cultural amenities

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BASE=SAMPLE B**

- **D/S (GOTTEN BETTER - GOTTEN WORSE)**
  - **GOTTEN BETTER**
  - **GOTTEN WORSE**
  - **STAYED THE SAME**
  - **DON'T KNOW/REFUSED**

---

PUBLIC OPINION STRATEGIES
Table 39-6

**QUESTION 30:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area's arts and cultural amenities

<table>
<thead>
<tr>
<th>STATE HOUSE DISTRICTS</th>
<th>TOTAL</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>18</th>
<th>19</th>
<th>20</th>
<th>21</th>
<th>22</th>
<th>23</th>
<th>24</th>
<th>25</th>
<th>26</th>
<th>27</th>
<th>28</th>
<th>29</th>
<th>30</th>
<th>38</th>
<th>39</th>
<th>43</th>
<th>48</th>
<th>49</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>23</td>
<td>13</td>
<td>24</td>
<td>20</td>
<td>14</td>
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<td>22</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>100%</td>
<td>6%</td>
<td>3%</td>
<td>6%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
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<td>4%</td>
<td>3%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
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<td>3</td>
<td>2</td>
<td>10</td>
<td>7</td>
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<td>9</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>5</td>
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<td>7</td>
<td>2</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>9</td>
<td>-1</td>
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<tr>
<td>26%</td>
<td>14%</td>
<td>13%</td>
<td>41%</td>
<td>34%</td>
<td>25%</td>
<td>28%</td>
<td>42%</td>
<td>43%</td>
<td>8%</td>
<td>5%</td>
<td>27%</td>
<td>16%</td>
<td>12%</td>
<td>38%</td>
<td>35%</td>
<td>44%</td>
<td>19%</td>
<td>35%</td>
<td>28%</td>
<td>3%</td>
<td>41%</td>
<td>-7%</td>
<td></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>129</td>
<td>5</td>
<td>4</td>
<td>11</td>
<td>9</td>
<td>4</td>
<td>8</td>
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<td>8</td>
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<td>11</td>
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<td>4</td>
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<td>10</td>
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<tr>
<td>32%</td>
<td>23%</td>
<td>27%</td>
<td>47%</td>
<td>46%</td>
<td>30%</td>
<td>42%</td>
<td>42%</td>
<td>53%</td>
<td>21%</td>
<td>19%</td>
<td>42%</td>
<td>24%</td>
<td>15%</td>
<td>38%</td>
<td>41%</td>
<td>44%</td>
<td>19%</td>
<td>35%</td>
<td>28%</td>
<td>9%</td>
<td>46%</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>27</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>-</td>
<td>2</td>
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</table>
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s arts and cultural amenities

### BANNER 7

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<td>ABOUT SAME</td>
<td>INCREASED</td>
<td>DECREASED</td>
<td>SAME</td>
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**P U B L I C   O P I N I O N   S T R A T E G I E S**
Table 39-8

**QUESTION 30:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s arts and cultural amenities

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<tr>
<th>Arts and Cultural Amenities</th>
<th>STRG LOCAL STRG</th>
<th>BASE=SAMPLE B</th>
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<th>GOTTEN WORSE</th>
<th>STAYED THE SAME</th>
<th>DON'T KNOW/REFUSED</th>
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<td>12</td>
<td>5</td>
<td>120</td>
<td>12</td>
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</table>
Table 40-1

QUESTION 31: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s parks

<table>
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<tr>
<th>BANNER 1</th>
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<tr>
<td>GENDER</td>
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<tr>
<td>---------</td>
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</tr>
<tr>
<td>TOTAL</td>
<td>MEN</td>
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<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
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<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
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</tr>
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</tr>
<tr>
<td>GOTTEN WORSE</td>
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<tr>
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PUBLIC OPINION STRATEGIES
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s parks

<table>
<thead>
<tr>
<th>Questions</th>
<th>EDUCATION</th>
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<th>PARTY/AGE</th>
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<td>GOP</td>
<td>GOP</td>
<td>IND</td>
<td>DEM</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 40-3
QUESTION 31: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s parks

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<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<td>GDP/ UNDER IND/ DEM/</td>
<td>DIST/ UNDER DIST/ DEM/</td>
<td>DIST/ UNDER DIST/ DEM/</td>
<td>DIST/ UNDER DIST/ DEM/</td>
<td>DIST/ UNDER DIST/ DEM/</td>
</tr>
<tr>
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<td>$60K- $80K- $100K+</td>
<td>$80K- $100K+</td>
<td>$80K- $100K+</td>
<td>$80K- $100K+</td>
<td>$80K- $100K+</td>
<td>$80K- $100K+</td>
</tr>
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<td>402    88    56    68    147    62   115    36    51    37    42    158    173    215   109   188   177   365    22    92   103   205</td>
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<tr>
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</tr>
<tr>
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</tr>
<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
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</tbody>
</table>
Table 40-4

QUESTION 31: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s parks

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<th>TYPE</th>
<th>INSIDE/OUTSIDE</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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</thead>
<tbody>
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</tr>
<tr>
<td>BASE=SAMPLE B</td>
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</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>126</td>
<td>69</td>
<td>57</td>
<td>113</td>
<td>8</td>
<td>59</td>
<td>58</td>
<td>43</td>
</tr>
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</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>139</td>
<td>75</td>
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<td>125</td>
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<td></td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>13</td>
<td>6</td>
<td>7</td>
<td>12</td>
<td>1</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>STAYED THE SAME</td>
<td>240</td>
<td>139</td>
<td>101</td>
<td>212</td>
<td>26</td>
<td>111</td>
<td>112</td>
<td>100</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>10</td>
<td>4</td>
<td>4</td>
<td>10</td>
<td>-</td>
<td>2</td>
<td>7</td>
<td>3</td>
</tr>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Question 31: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s parks

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BLUE VALLEY</td>
<td>SHAW-NEE</td>
<td>GARDNER</td>
<td>SOTO</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>TOTAL</td>
<td>402</td>
<td>179</td>
<td>87</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>126</td>
<td>56</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>139</td>
<td>62</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>13</td>
<td>7</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>240</td>
<td>106</td>
<td>56</td>
<td>56</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>10</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Public Opinion Strategies
**Table 40-6**

**QUESTION 31:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s parks

**BANNER 6**

| STATE HOUSE DISTRICTS | TOTAL | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|-----------------------|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=BASE B | 402 | 23 | 13 | 24 | 20 | 14 | 18 | 21 | 20 | 14 | 13 | 18 | 22 | 27 | 13 | 27 | 17 | 11 | 16 | 13 | 21 | 22 | 16 |
| 100% | 6% | 3% | 6% | 5% | 3% | 4% | 5% | 5% | 4% | 3% | 5% | 5% | 7% | 3% | 7% | 4% | 3% | 4% | 3% | 5% | 6% | 4% |
| **D/S (GOTTEN BETTER - GOTTEN WORSE)** | 126 | 5 | 4 | 6 | 8 | 4 | 3 | 7 | 10 | 5 | 6 | 1 | 6 | 8 | 2 | 11 | 3 | 5 | 7 | 4 | 10 | 6 | 2 |
| 31% | 24% | 28% | 27% | 40% | 31% | 18% | 35% | 53% | 38% | 46% | 8% | 29% | 29% | 17% | 41% | 15% | 47% | 46% | 28% | 49% | 26% | 14% |
| **GOTTEN BETTER** | 139 | 5 | 4 | 6 | 10 | 4 | 5 | 7 | 10 | 5 | 6 | 3 | 6 | 10 | 4 | 13 | 3 | 5 | 7 | 4 | 10 | 7 | 3 |
| 35% | 24% | 28% | 27% | 47% | 31% | 28% | 35% | 53% | 38% | 46% | 17% | 29% | 36% | 34% | 47% | 15% | 47% | 46% | 28% | 49% | 32% | 20% |
| **GOTTEN WORSE** | 13 | - | - | - | 1 | - | 2 | - | - | - | - | 2 | - | 2 | 2 | 2 | - | - | - | - | - | 1 | 1 |
| 3% | - | - | - | 7% | - | 10% | - | - | - | - | 9% | - | 8% | 17% | 6% | - | - | - | - | - | 6% | 6% |
| **STAYED THE SAME** | 240 | 16 | 8 | 18 | 8 | 9 | 11 | 13 | 9 | 8 | 7 | 13 | 16 | 15 | 6 | 12 | 14 | 5 | 7 | 9 | 11 | 14 | 12 |
| 60% | 69% | 66% | 73% | 40% | 63% | 61% | 65% | 47% | 51% | 54% | 69% | 71% | 56% | 44% | 44% | 85% | 45% | 44% | 72% | 51% | 63% | 74% |
| **DON’T KNOW/REFUSED** | 10 | 2 | 1 | - | 1 | 1 | - | - | - | 1 | - | 1 | - | 1 | 1 | - | - | - | - | - | - |
| 2% | 7% | 6% | - | 5% | 7% | - | - | - | 5% | - | 4% | - | 6% | 3% | - | 8% | 9% | - | - | - | - | - | - |
Table 40-7

QUESTION 31: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s parks

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>60</td>
<td>59</td>
<td>55</td>
<td>51</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>126</td>
<td>20</td>
<td>15</td>
<td>23</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>139</td>
<td>22</td>
<td>17</td>
<td>23</td>
<td>19</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>35%</td>
<td>37%</td>
<td>28%</td>
<td>42%</td>
<td>37%</td>
<td>33%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>13</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>-</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>240</td>
<td>36</td>
<td>39</td>
<td>29</td>
<td>28</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>60%</td>
<td>60%</td>
<td>66%</td>
<td>52%</td>
<td>56%</td>
<td>62%</td>
</tr>
<tr>
<td>DON’T KNOW/REFUSED</td>
<td>10</td>
<td>-</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>-</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>1%</td>
</tr>
</tbody>
</table>
### Table 40-8

**QUESTION 31:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the area’s parks

#### BANNER 8

| TAXES FOR ECON DEVELOP | TAXES FOR EDUCATION | TAXES FOR HIGHER EDU | TAXES FOR NEW TERMINAL | TAXES FOR TRANSIT | TAXES FOR ROADS | TAXES FOR ONLINE | LEAST FAV TAX | PROBLEM | ENFORCE | IMMIGRATION | IMMIGRATION |
|------------------------|---------------------|-----------------------|------------------------|-------------------|----------------|----------------|---------------|---------|---------|----------|-----------|-----------|
| BASE=sample B          |                     |                       |                        |                   |                |                |               |         |        |          |           |           |
| 402                    | 176                 | 320                   | 75                     | 284               | 110            | 220            | 175           | 96      | 297    | 211     | 194       | 204       | 266       | 124          | 142     | 229    | 155     | 65        | 168       | 209       | 173          | 212     | 170    |
| 100%                   | 44%                 | 80%                   | 19%                    | 71%               | 27%            | 55%            | 44%           | 24%     | 74%    | 53%     | 48%       | 51%       | 66%       | 31%          | 32%     | 35%    | 37%     | 36%       | 43%       | 43%       | 53%          | 42%     |
| **D/S (GOTTEN BETTER - GOTTEN WORSE)** |                     |                       |                        |                   |                |                |               |         |        |          |           |           |
| 126                    | 48                  | 103                   | 21                     | 93                | 30             | 74             | 49            | 34      | 90     | 64       | 56        | 71        | 87         | 38            | 55      | 64     | 51       | 24        | 44        | 66        | 55            | 57      | 63     |
| 31%                    | 27%                 | 32%                   | 28%                    | 33%               | 27%            | 54%            | 34%           | 36%     | 30%    | 30%     | 29%       | 35%       | 33%       | 30%          | 39%     | 28%    | 33%     | 36%       | 26%       | 32%       | 32%          | 27%     | 37%    |
| GOTTEN BETTER          | 139                 | 54                    | 113                    | 24                | 102            | 34             | 83            | 53      | 36     | 101      | 74        | 61        | 77         | 92            | 44      | 60     | 72       | 51        | 28        | 53        | 75            | 59      | 63     |
| 35%                    | 31%                 | 35%                   | 32%                    | 36%               | 31%            | 38%            | 30%           | 38%     | 34%    | 35%     | 32%       | 38%       | 35%       | 36%          | 42%     | 31%    | 33%     | 43%       | 31%       | 36%       | 34%          | 30%     | 41%    |
| GOTTEN WORSE           | 13                  | 6                    | 10                     | 3                 | 3              | 9              | 4             | 2       | 11     | 10       | 5         | 7         | 5          | 7             | 5       | 8      | -        | 4         | 8         | 9         | 4             | 6       | 7      |
| 3%                     | 3%                  | 3%                    | 3%                     | 3%                | 4%             | 2%             | 2%            | 4%      | 5%     | 3%       | 3%        | 2%        | 5%         | 3%            | 4%      | -      | 7%       | 5%        | 4%        | 2%        | 3%            | 4%      |
| STAYED THE SAME        | 240                 | 110                   | 189                    | 47                | 164            | 72             | 123           | 114     | 54     | 179      | 124       | 122       | 115        | 162           | 71      | 74     | 143      | 100       | 31        | 103       | 120           | 106     | 137    |
| 60%                    | 62%                 | 59%                   | 62%                    | 58%               | 66%            | 65%            | 57%           | 60%     | 59%    | 63%      | 61%       | 57%       | 53%        | 62%          | 65%     | 62%    | 65%      | 48%       | 62%       | 58%       | 61%          | 65%     | 52%    |
| DON'T KNOW/REFUSED     | 10                  | 6                    | 9                      | 1                 | 9              | 1              | 6             | 4       | 3      | 6        | 4         | 5         | 6          | 2             | 3       | 6      | 4        | 2         | 3         | 5         | 4             | 5       | 4      |
| 2%                     | 3%                  | 3%                    | 1%                     | 3%                | 1%             | 3%             | 2%            | 3%      | 2%     | 2%       | 2%        | 2%        | 2%         | 3%            | 2%      | 2%     | 2%       | 3%        | 2%        | 2%        | 2%            | 3%      | 2%    |
Table 41-1

QUESTION 32: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the region's political leadership

**BANNER 1**

<table>
<thead>
<tr>
<th>GENDERAGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
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<tr>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td>-----------</td>
<td>-------</td>
<td>-----------</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>208</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
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</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>123</td>
<td>73</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>205</td>
<td>102</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>27</td>
<td>11</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 41-2

And, do you feel that each of the following has gotten better, gotten worse, or stayed the same in Johnson County over the past few years.

The quality of the region's political leadership

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>TEC/</td>
<td>GOP/</td>
<td>IND/</td>
</tr>
<tr>
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<td>MEN</td>
</tr>
<tr>
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<td></td>
<td>COLLEGE+</td>
<td></td>
<td>MEN</td>
</tr>
<tr>
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<td></td>
<td></td>
<td>18-54</td>
<td>55+</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>41</td>
<td>90</td>
<td>269</td>
</tr>
<tr>
<td></td>
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<td>10%</td>
<td>23%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-77</td>
<td>-19%</td>
<td>-14%</td>
<td>-23%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>46</td>
<td>12%</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>123</td>
<td>31%</td>
<td>17%</td>
<td>26%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>205</td>
<td>51%</td>
<td>59%</td>
<td>55%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>27</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

P U B L I C O P I N I O N S T R A T E G I E S
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the region's political leadership

**Table 41-3**

**Question 32:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

<table>
<thead>
<tr>
<th>BANNER 3</th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>INCOME</strong></td>
<td><strong>PARTY/INCOME</strong></td>
<td><strong>TEA PARTY</strong></td>
<td><strong>RELIGION</strong></td>
<td><strong>ETHNICITY</strong></td>
<td><strong>LENGTH OF RESIDENCY</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
<td>147</td>
<td>62</td>
<td>115</td>
<td>36</td>
<td>51</td>
<td>37</td>
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<td>173</td>
<td>215</td>
<td>109</td>
<td>188</td>
<td>177</td>
<td>365</td>
<td>22</td>
</tr>
<tr>
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<td>14%</td>
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<td>37%</td>
<td>15%</td>
<td>29%</td>
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<td>13%</td>
<td>9%</td>
<td>10%</td>
<td>39%</td>
<td>43%</td>
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<td>27%</td>
<td>47%</td>
<td>44%</td>
<td>91%</td>
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<td>23%</td>
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<tr>
<td>12%</td>
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<td>7%</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
<td>16%</td>
<td>7%</td>
<td>20%</td>
<td>-</td>
<td>17%</td>
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<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>16%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td>123</td>
<td>29</td>
<td>10</td>
<td>22</td>
<td>52</td>
<td>16</td>
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<tr>
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<td>18%</td>
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<td>26%</td>
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<td>26%</td>
<td>32%</td>
<td>14%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td>205</td>
<td>40</td>
<td>41</td>
<td>33</td>
<td>71</td>
<td>36</td>
<td>55</td>
<td>22</td>
<td>24</td>
<td>14</td>
<td>23</td>
<td>81</td>
<td>90</td>
<td>113</td>
<td>56</td>
<td>88</td>
<td>96</td>
<td>184</td>
<td>16</td>
</tr>
<tr>
<td>51%</td>
<td>45%</td>
<td>73%</td>
<td>48%</td>
<td>49%</td>
<td>59%</td>
<td>47%</td>
<td>60%</td>
<td>47%</td>
<td>40%</td>
<td>54%</td>
<td>51%</td>
<td>52%</td>
<td>53%</td>
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<td>71%</td>
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<td>9</td>
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<td>-</td>
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<tr>
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<td>2%</td>
<td>8%</td>
<td>5%</td>
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<td>11%</td>
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</tbody>
</table>

**PUBLICATION STRATEGIES**
Table 41-4
QUESTION 32: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the region's political leadership

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th></th>
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<tbody>
<tr>
<td></td>
<td>TOTAL</td>
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<td>NO</td>
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<td>NO</td>
</tr>
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<td>IN-</td>
<td>OUT-</td>
<td>INSIDE/</td>
<td>OUTSIDE</td>
<td>435</td>
<td>INSIDE/</td>
</tr>
<tr>
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<td></td>
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<td>OTHER</td>
<td>SIDE</td>
<td>SIDE</td>
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<td>-25%</td>
<td>-16%</td>
</tr>
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<td>22</td>
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<td>14%</td>
<td>11%</td>
<td>9%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
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<td>74</td>
<td>49</td>
<td>114</td>
<td>8</td>
<td>64</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>31%</td>
<td>33%</td>
<td>28%</td>
<td>32%</td>
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<td>28%</td>
<td>30%</td>
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<tr>
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<td>51%</td>
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<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
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<td>16</td>
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<td>8%</td>
<td>6%</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 41-5

**QUESTION 32:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the region's political leadership

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAW-</td>
<td>OVER-</td>
<td>NE</td>
<td>22-23-24</td>
</tr>
<tr>
<td></td>
<td>MISSON</td>
<td>PARK</td>
<td>EDG-</td>
<td>JAN</td>
</tr>
<tr>
<td></td>
<td>BLUE</td>
<td>SHAM-</td>
<td>ERTON</td>
<td>JAN</td>
</tr>
<tr>
<td></td>
<td>VALLEY</td>
<td>LEA-</td>
<td>HILL</td>
<td>JAN</td>
</tr>
<tr>
<td></td>
<td>OLATHE</td>
<td>COUNTY</td>
<td>SOTO</td>
<td>JAN</td>
</tr>
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<td></td>
<td></td>
<td>COMMISSION</td>
<td></td>
<td>JAN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DISTRICT</td>
<td></td>
<td>JAN</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>JAN</td>
</tr>
<tr>
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<td>402</td>
<td>179</td>
<td>87</td>
<td>91</td>
</tr>
<tr>
<td>100%</td>
<td>45%</td>
<td>22%</td>
<td>23%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-77</td>
<td>-52</td>
<td>-9</td>
<td>-8</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
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<td>17</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td>12%</td>
<td>9%</td>
<td>17%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>123</td>
<td>68</td>
<td>24</td>
<td>19</td>
</tr>
<tr>
<td>31%</td>
<td>38%</td>
<td>27%</td>
<td>21%</td>
<td>35%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>205</td>
<td>86</td>
<td>44</td>
<td>51</td>
</tr>
<tr>
<td>51%</td>
<td>48%</td>
<td>51%</td>
<td>56%</td>
<td>60%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>27</td>
<td>8</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
<td>-</td>
</tr>
</tbody>
</table>
Table 41-6

QUESTION 32: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the region's political leadership

|                          | TOTAL | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|--------------------------|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|    |
| BASE=SAMPLE B            | 402   | 23 | 13 | 24 | 20 | 14 | 18 | 21 | 20 | 14 | 13 | 18 | 22 | 27 | 13 | 27 | 17 | 11 | 16 | 13 | 21 | 22 | 16 |
|                          | 100%  | 6% | 3% | 6% | 5% | 3% | 4% | 5% | 5% | 4% | 3% | 5% | 5% | 7% | 3% | 7% | 4% | 3% | 4% | 3% | 5% | 6% | 4% |
| **D/S (GOTTEN BETTER -  |
| GOTTEN WORSE)           | -77   | -4 | 1  | -10| -3 | -5 | -8 | -3 | -2 | -8 | -4 | -11| -3 | 1  | 6  | 4  | 4  | -4 | -5 | -4 | -7 | 1  | -1 |
|                          | -19%  | -18%| 7% | -42%| -13%| -33%| -2%| -41%| -16%| -17%| -57%| -20%| -48%| -10%| 10%| 24%| -24%| -34%| -32%| -1%| -19%| -34%| -7% |
| GOTTEN BETTER           | 46    | 2  | 2  | 3  | 3  | 1  | 3  | 1  | 4  | 1  | 1  | 2  | 1  | 2  | 5  | 9  | 1  | -  | 1  | 2  | 2  | -  | 1  |    |
|                          | 12%   | 8% | 17%| 11%| 14%| 9% | 17%| 4% | 21%| 10%| 5% | 12%| 5% | 6% | 40%| 35%| 5% | -  | 5% | 16%| 8% | -  | 5% |
| GOTTEN WORSE            | 123   | 6  | 1  | 13 | 6  | 6  | 3  | 9  | 7  | 4  | 8  | 6  | 12 | 4  | 4  | 3  | 5  | 4  | 6  | 2  | 6  | 7  | 2  |    |
|                          | 31%   | 26%| 10%| 53%| 27%| 42%| 18%| 45%| 37%| 28%| 63%| 32%| 53%| 17%| 30%| 11%| 29%| 34%| 36%| 17%| 27%| 34%| 12%|    |
| STAYED THE SAME         | 205   | 15 | 8  | 9  | 11 | 9  | 8  | 9  | 4  | 10 | 9  | 15 | 2  | 13 | 11 | 7  | 8  | 6  | 13 | 15 | 11 |    |
|                          | 51%   | 67%| 58%| 36%| 41%| 43%| 59%| 46%| 42%| 62%| 32%| 52%| 41%| 55%| 18%| 40%| 66%| 58%| 50%| 46%| 60%| 66%| 67%|    |
| DON'T KNOW/REFUSED      | 27    | -  | 2  | -  | 4  | 1  | 1  | 1  | -  | -  | 1  | -  | 6  | 2  | 2  | -  | 1  | 1  | 3  | 1  | -  | 3  |    |
|                          | 7%    | -  | 15%| -  | 17%| 6% | 6% | 6% | -  | -  | 5% | -  | 22%| 13%| 6% | -  | 8% | 9% | 21%| 5% | -  | 16%|    |

P U B L I C   O P I N I O N   S T R A T E G I E S
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the region's political leadership

**Banner 7**

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>100%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-77</td>
<td>-19%</td>
<td>-23%</td>
<td>-12%</td>
<td>-7%</td>
<td>-13%</td>
<td>-13%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>46</td>
<td>12%</td>
<td>9%</td>
<td>11%</td>
<td>11%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>123</td>
<td>31%</td>
<td>47%</td>
<td>32%</td>
<td>25%</td>
<td>36%</td>
<td>24%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>205</td>
<td>51%</td>
<td>42%</td>
<td>53%</td>
<td>51%</td>
<td>42%</td>
<td>56%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>27</td>
<td>7%</td>
<td>4%</td>
<td>13%</td>
<td>11%</td>
<td>2%</td>
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</tr>
</tbody>
</table>

PUBLICATION OPINION STRATEGIES
Table 41-8

QUESTION 32:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of the region's political leadership

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
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<td></td>
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</tr>
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<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
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<tr>
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<td>284</td>
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<td>44%</td>
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<td>55%</td>
<td>44%</td>
<td>24%</td>
<td>74%</td>
<td>53%</td>
<td>48%</td>
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<tr>
<td>GOTTEN BETTER</td>
<td>46</td>
<td>24</td>
<td>34</td>
<td>12</td>
<td>27</td>
<td>19</td>
<td>24</td>
<td>22</td>
<td>9</td>
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<td>17%</td>
<td>9%</td>
<td>18%</td>
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<td>105</td>
<td>18</td>
<td>95</td>
<td>24</td>
<td>70</td>
<td>51</td>
<td>90</td>
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<td>33%</td>
<td>24%</td>
<td>34%</td>
<td>32%</td>
<td>29%</td>
<td>29%</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>205</td>
<td>78</td>
<td>159</td>
<td>42</td>
<td>144</td>
<td>59</td>
<td>114</td>
<td>88</td>
<td>56</td>
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<td>44%</td>
<td>50%</td>
<td>56%</td>
<td>54%</td>
<td>52%</td>
<td>50%</td>
<td>50%</td>
<td>48%</td>
<td>51%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>27</td>
<td>13</td>
<td>22</td>
<td>3</td>
<td>19</td>
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<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
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<td>7%</td>
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</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 42-1
QUESTION 33: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The ability to get around the area easily by car

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td>========</td>
<td>-----</td>
<td>-------------</td>
<td>--------</td>
<td>----------</td>
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<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
</tr>
<tr>
<td>**D/S (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>113</td>
<td>68</td>
<td>45</td>
<td>16</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>154</td>
<td>90</td>
<td>64</td>
<td>21</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>40</td>
<td>22</td>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>206</td>
<td>97</td>
<td>109</td>
<td>41</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

P U B L I C O P I N I O N S T R A T E G I E S
Table 42-2

**QUESTION 33:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The ability to get around the area easily by car

<table>
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<tr>
<th></th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td>HS OR SOME</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL LESS</td>
<td>MEN/WOMEN</td>
<td>MEN/WOMEN</td>
<td>MEN/WOMEN</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>10%</td>
<td>23%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>113</td>
<td>15</td>
<td>31</td>
<td>67</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>154</td>
<td>16</td>
<td>38</td>
<td>99</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>40</td>
<td>1</td>
<td>7</td>
<td>32</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>206</td>
<td>24</td>
<td>46</td>
<td>136</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 42-3

QUESTION 33: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The ability to get around the area easily by car

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>OF RESIDENCY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K-$80K</td>
<td>$80K-$100K</td>
<td>$100K+</td>
<td>UNDER GOP/IND/DEM/SPRINT OPPOSE</td>
<td>PROTESTANT ESTANT OLIC</td>
<td>WHITE WHITE TOTAL</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
<td>147</td>
<td>62</td>
</tr>
<tr>
<td>100%</td>
<td>22%</td>
<td>14%</td>
<td>17%</td>
<td>37%</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>113</td>
<td>28</td>
<td>13</td>
<td>13</td>
<td>51</td>
<td>21</td>
</tr>
<tr>
<td>28%</td>
<td>32%</td>
<td>23%</td>
<td>19%</td>
<td>35%</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>154</td>
<td>33</td>
<td>18</td>
<td>21</td>
<td>67</td>
<td>23</td>
</tr>
<tr>
<td>38%</td>
<td>37%</td>
<td>31%</td>
<td>31%</td>
<td>46%</td>
<td>37%</td>
<td>43%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>40</td>
<td>4</td>
<td>5</td>
<td>8</td>
<td>16</td>
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</tr>
<tr>
<td>10%</td>
<td>5%</td>
<td>8%</td>
<td>12%</td>
<td>11%</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>206</td>
<td>51</td>
<td>33</td>
<td>37</td>
<td>63</td>
<td>38</td>
</tr>
<tr>
<td>51%</td>
<td>56%</td>
<td>59%</td>
<td>55%</td>
<td>43%</td>
<td>60%</td>
<td>43%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>1</td>
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<td>24%</td>
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<td>-</td>
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</tr>
</tbody>
</table>
Table 42-4

QUESTION 33: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The ability to get around the area easily by car

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>YES</td>
<td>NO</td>
<td>FAMILY</td>
<td>OTHER</td>
<td>SIDE</td>
<td>SIDE</td>
<td>YES</td>
<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>225</td>
<td>175</td>
<td>359</td>
<td>36</td>
<td>185</td>
<td>186</td>
<td>164</td>
<td>237</td>
<td>97</td>
<td>66</td>
</tr>
<tr>
<td>**D/S (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>113</td>
<td>53</td>
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<td>100</td>
<td>9</td>
<td>45</td>
<td>54</td>
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<td>77</td>
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<td>14</td>
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<td>154</td>
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<td>75</td>
<td>139</td>
<td>10</td>
<td>66</td>
<td>73</td>
<td>55</td>
<td>97</td>
<td>30</td>
<td>26</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>40</td>
<td>24</td>
<td>16</td>
<td>39</td>
<td>1</td>
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<td>19</td>
<td>21</td>
<td>20</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>206</td>
<td>122</td>
<td>84</td>
<td>178</td>
<td>25</td>
<td>98</td>
<td>94</td>
<td>87</td>
<td>119</td>
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</tr>
<tr>
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<td>-</td>
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<td>-</td>
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</tbody>
</table>

PUBLICATION STRATEGIES
Table 42-5

QUESTION 33: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The ability to get around the area easily by car

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<tbody>
<tr>
<td></td>
<td>SHAW-</td>
<td>GARD-</td>
<td>OVER-</td>
<td>SHAW-</td>
</tr>
<tr>
<td></td>
<td>MISS-</td>
<td>VALLEY</td>
<td>LAND-</td>
<td>LEA-</td>
</tr>
<tr>
<td></td>
<td>NEE</td>
<td>OLATHE</td>
<td>PARK-</td>
<td>WOOD</td>
</tr>
<tr>
<td></td>
<td>NEE</td>
<td>ERTON</td>
<td>NEE</td>
<td>LENEXA</td>
</tr>
<tr>
<td></td>
<td>SOTO</td>
<td>HILL</td>
<td>WOOD</td>
<td>OLATHE</td>
</tr>
<tr>
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<td></td>
<td></td>
<td>REGION</td>
<td>RURAL</td>
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<tr>
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<td></td>
<td>JAN</td>
<td>JAN</td>
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<tr>
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<td>BASE=SAMPLE B</td>
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<td>100%</td>
</tr>
<tr>
<td></td>
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<td>179</td>
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<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td><strong>D/S</strong></td>
<td><strong>D/S</strong></td>
<td><strong>D/S</strong></td>
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<tr>
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<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

PUBLIOPINIONSTRATEGIES
Table 42-6

QUESTION 33: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The ability to get around the area easily by car

<table>
<thead>
<tr>
<th>Banner 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base=Sample B</td>
<td>TOTAL 14 15 16 17 18 20 21 22 23 24 25 26 27 28 30 38 39 43 48 49</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>BASE=SAMPLE B</td>
</tr>
<tr>
<td>113</td>
<td>402</td>
</tr>
<tr>
<td>28%</td>
<td>100%</td>
</tr>
<tr>
<td>7</td>
<td>6%</td>
</tr>
<tr>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td><strong>GOTTEN BETTER</strong></td>
<td>154</td>
</tr>
<tr>
<td>38%</td>
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</tr>
<tr>
<td>8</td>
<td>6%</td>
</tr>
<tr>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>7</td>
<td>5%</td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td>40</td>
</tr>
<tr>
<td>10%</td>
<td>100%</td>
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<td>1</td>
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<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td>206</td>
</tr>
<tr>
<td>51%</td>
<td>100%</td>
</tr>
<tr>
<td>13</td>
<td>6%</td>
</tr>
<tr>
<td>8</td>
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</tr>
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</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 42-7

**QUESTION 33:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years. The ability to get around the area easily by car

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOO HIGH</td>
<td>INCREASED</td>
<td>DECREASED</td>
<td>SAME</td>
<td>VERY FAV</td>
<td>DIS-AGREE</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>23</td>
</tr>
<tr>
<td>100%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>113</td>
<td>9%</td>
<td>13%</td>
<td>18%</td>
<td>12%</td>
<td>24%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>154</td>
<td>25%</td>
<td>10%</td>
<td>23%</td>
<td>17%</td>
<td>30%</td>
</tr>
<tr>
<td>38%</td>
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<td>40%</td>
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<td>5%</td>
<td>5%</td>
<td>6%</td>
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<td>10%</td>
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<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>206</td>
<td>29%</td>
<td>34%</td>
<td>26%</td>
<td>28%</td>
<td>33%</td>
</tr>
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<td>59%</td>
<td>48%</td>
<td>56%</td>
<td>47%</td>
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</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
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<td>-</td>
<td>1%</td>
<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 42-8

QUESTION 33: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The ability to get around the area easily by car

<table>
<thead>
<tr>
<th>Banner 8</th>
<th>Taxes</th>
<th>Taxes for education</th>
<th>Taxes for higher ed</th>
<th>Taxes for new terminal</th>
<th>Taxes for transit</th>
<th>Taxes for roads</th>
<th>Taxes for online</th>
<th>Sales tax</th>
<th>Immigration</th>
<th>Problem</th>
<th>Enforcement</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>STRG</td>
<td>STRG</td>
<td>FED OFFICIALS</td>
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<td></td>
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</tr>
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<td>STRG</td>
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<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>80%</td>
<td>19%</td>
<td>51%</td>
<td>66%</td>
<td>35%</td>
<td>57%</td>
<td>38%</td>
<td>16%</td>
<td>42%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER)</strong></td>
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<td>53%</td>
<td>95%</td>
<td>18%</td>
<td>35%</td>
<td>12%</td>
<td>99%</td>
<td>49%</td>
<td>22%</td>
<td>51%</td>
<td>60%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>154</td>
<td>42%</td>
<td>40%</td>
<td>32%</td>
<td>38%</td>
<td>31%</td>
<td>40%</td>
<td>39%</td>
<td>41%</td>
<td>35%</td>
<td>42%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>40</td>
<td>10%</td>
<td>14%</td>
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<td>9%</td>
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<td>20%</td>
<td>18%</td>
<td>21%</td>
<td>16%</td>
<td>28%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>206</td>
<td>51%</td>
<td>49%</td>
<td>57%</td>
<td>49%</td>
<td>53%</td>
<td>50%</td>
<td>52%</td>
<td>51%</td>
<td>49%</td>
<td>53%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>2</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
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<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Public Opinion Strategies
Table 43-1
QUESTION 34:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The Midwestern values of the people living here

<table>
<thead>
<tr>
<th>BASE=SAMPLE B</th>
<th>MEN</th>
<th>WOMEN</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67 65 77 73 127 80 121 71 106 86 192 100 83 34 50 89 163 149 70</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>52%</td>
<td>48%</td>
<td>17% 16% 19% 18% 32% 20% 30% 18% 26% 21% 48% 25% 21% 8% 12% 22% 41% 37% 18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-45 -24 -21 -15 -12 -13 -10 6 -23 -17 -3 -22 -11 -32 3 -9 -4 -5 -17 -32 -15 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-11% -11% -11% -23% -20% -13% 8% -18% -1% -14% -5% -21% -12% -17% 3% -11% -12% -10% -19% -20% -10% 4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>50 25 25 5 15 7 8 16 9 16 17 8 11 8 19 22 8 3 5 13 19 19 12</td>
<td></td>
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</tr>
<tr>
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<td>13% 12% 13% 7% 13% 10% 10% 21% 7% 20% 14% 11% 10% 10% 22% 10% 10% 10% 14% 11% 13% 17%</td>
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<td></td>
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<tr>
<td>GOTTEN WORSE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>95 49 46 20 27 20 18 10 33 16 34 11 33 19 52 19 17 7 10 30 51 34 9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>24% 24% 24% 30% 23% 31% 23% 13% 26% 21% 28% 16% 31% 22% 27% 19% 21% 22% 20% 34% 31% 23% 12%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>245 126 119 40 70 37 50 47 80 46 67 51 59 59 118 59 55 22 33 45 91 95 47</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>61% 60% 62% 59% 61% 58% 65% 64% 63% 58% 55% 72% 56% 68% 62% 58% 65% 65% 50% 56% 64% 66%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>DON'T KNOW/REFUSED</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>11 8 3 2 4 1 1 1 5 1 2 1 3 - 3 1 3 1 2 2 3 1 3</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td></td>
<td>3% 4% 2% 3% 3% 1% 1% 2% 4% 2% 2% 1% 3% - 2% 1% 4% 3% 5% 2% 2% 1% 5%</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Table 43-2

And, do you feel that each of the following has gotten better, gotten worse, or stayed the same in Johnson County over the past few years.

The Midwestern values of the people living here

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
</tr>
<tr>
<td>TEC/COLL</td>
<td>TOTAL LESS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
<td>GOP/IND/DEM</td>
</tr>
<tr>
<td></td>
<td>TOTAL LESS</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BASE=SAMPLE B</th>
<th>402</th>
<th>41</th>
<th>90</th>
<th>269</th>
<th>97</th>
<th>95</th>
<th>56</th>
<th>44</th>
<th>40</th>
<th>44</th>
<th>109</th>
<th>82</th>
<th>74</th>
<th>26</th>
<th>51</th>
<th>33</th>
<th>58</th>
<th>134</th>
<th>35</th>
<th>64</th>
<th>29</th>
<th>55</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>10%</td>
<td>23%</td>
<td>67%</td>
<td>24%</td>
<td>24%</td>
<td>14%</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
<td>27%</td>
<td>20%</td>
<td>18%</td>
<td>7%</td>
<td>13%</td>
<td>8%</td>
<td>15%</td>
<td>33%</td>
<td>9%</td>
<td>16%</td>
<td>7%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-45</td>
<td>-2</td>
<td>-4</td>
<td>-39</td>
<td>-13</td>
<td>-20</td>
<td>-5</td>
<td>8</td>
<td>-2</td>
<td>-7</td>
<td>-23</td>
<td>-9</td>
<td>-1</td>
<td>4</td>
<td>-11</td>
<td>2</td>
<td>-15</td>
<td>-17</td>
<td>12</td>
<td>-9</td>
<td>-9</td>
<td></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>50</td>
<td>5</td>
<td>17</td>
<td>28</td>
<td>11</td>
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<td>10</td>
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<td>13%</td>
<td>19%</td>
<td>10%</td>
<td>11%</td>
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<td>17%</td>
<td>28%</td>
<td>13%</td>
<td>7%</td>
<td>9%</td>
<td>12%</td>
<td>19%</td>
<td>29%</td>
<td>6%</td>
<td>16%</td>
<td>7%</td>
<td>11%</td>
<td>36%</td>
<td>14%</td>
<td>16%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>95</td>
<td>7</td>
<td>21</td>
<td>67</td>
<td>24</td>
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<td>3</td>
<td>19</td>
<td>32</td>
<td>1</td>
<td>18</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>24%</td>
<td>18%</td>
<td>23%</td>
<td>25%</td>
<td>24%</td>
<td>29%</td>
<td>27%</td>
<td>9%</td>
<td>19%</td>
<td>22%</td>
<td>30%</td>
<td>23%</td>
<td>21%</td>
<td>14%</td>
<td>28%</td>
<td>9%</td>
<td>33%</td>
<td>24%</td>
<td>3%</td>
<td>28%</td>
<td>15%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>245</td>
<td>28</td>
<td>49</td>
<td>167</td>
<td>61</td>
<td>57</td>
<td>32</td>
<td>27</td>
<td>25</td>
<td>30</td>
<td>65</td>
<td>53</td>
<td>45</td>
<td>14</td>
<td>30</td>
<td>24</td>
<td>33</td>
<td>85</td>
<td>21</td>
<td>36</td>
<td>18</td>
<td>36</td>
</tr>
<tr>
<td>61%</td>
<td>69%</td>
<td>54%</td>
<td>62%</td>
<td>63%</td>
<td>60%</td>
<td>56%</td>
<td>61%</td>
<td>62%</td>
<td>68%</td>
<td>59%</td>
<td>64%</td>
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<td>64%</td>
<td>61%</td>
<td>56%</td>
<td>65%</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>11</td>
<td>-</td>
<td>4</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>3</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
<td>-</td>
<td>2%</td>
<td>6%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>-</td>
<td>4%</td>
<td>7%</td>
<td>-</td>
<td>4%</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>4%</td>
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<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 43-3

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The Midwestern values of the people living here

<table>
<thead>
<tr>
<th>BANNER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOME</strong></td>
</tr>
<tr>
<td>Base=SAMPLE B</td>
</tr>
<tr>
<td>402</td>
</tr>
<tr>
<td><strong>GOTTEN BETTER</strong></td>
</tr>
<tr>
<td>50</td>
</tr>
<tr>
<td>95</td>
</tr>
<tr>
<td>245</td>
</tr>
<tr>
<td>11</td>
</tr>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

**D/S (GOTTEN BETTER - GOTTEN WORSE)**

-45 -9 -6 -7 -24 -17 -15 -3 -4 -10 -16 -17 -25 -10 -22 -23 -44 1 -10 -11 -24

-11% -10% -10% -10% -16% -27% -13% 9% -7% 5% -23% -10% -12% -9% -12% -13% -12% 3% -10% -10% -12%

**GOTTEN BETTER**

50 13 8 8 16 5 13 8 10 7 1 25 15 25 18 23 21 44 4 14 11 26

13% 15% 14% 11% 11% 8% 11% 22% 19% 19% 2% 16% 9% 12% 17% 12% 12% 17% 15% 11% 13%

**GOTTEN WORSE**

95 22 13 14 40 21 28 5 13 5 10 41 32 50 29 45 43 88 3 23 22 49

24% 25% 24% 21% 27% 35% 24% 13% 26% 14% 25% 26% 18% 23% 26% 24% 25% 24% 14% 25% 21% 24%

**STAYED THE SAME**

245 53 33 45 89 35 73 23 28 24 29 87 121 135 59 115 109 224 15 49 69 126

61% 60% 59% 66% 61% 56% 63% 62% 55% 67% 69% 55% 70% 63% 54% 61% 62% 62% 69% 53% 67% 61%

**DON'T KNOW/REFUSED**

11 - 2 1 2 1 1 1 - 2 4 6 - 4 3 4 3 8 - 6 1 4

3% - 3% 2% 2% 1% 1% 3% - 5% 3% 3% 2% 3% 2% 2% 2% 2% 6% 1% 2%
Table 43-4
QUESTION 34: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The Midwestern values of the people living here

BANNER 4

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>402</td>
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<td>175</td>
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<td>36</td>
<td>185</td>
<td>186</td>
<td>164</td>
<td>237</td>
<td>97</td>
<td>66</td>
</tr>
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<td>89%</td>
<td>9%</td>
<td>46%</td>
<td>46%</td>
<td>41%</td>
<td>59%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-45</td>
<td>-21</td>
<td>-24</td>
<td>-45</td>
<td>-1</td>
<td>-30</td>
<td>-18</td>
<td>-32</td>
<td>-12</td>
<td>-12</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>50</td>
<td>23</td>
<td>27</td>
<td>43</td>
<td>6</td>
<td>19</td>
<td>26</td>
<td>17</td>
<td>33</td>
<td>15</td>
</tr>
<tr>
<td>13%</td>
<td>10%</td>
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<td>14%</td>
<td>10%</td>
<td>14%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
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<td>45</td>
<td>50</td>
<td>88</td>
<td>6</td>
<td>49</td>
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<td>49</td>
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<td>20%</td>
<td>29%</td>
<td>24%</td>
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<td>26%</td>
<td>23%</td>
<td>30%</td>
<td>19%</td>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>245</td>
<td>149</td>
<td>94</td>
<td>218</td>
<td>24</td>
<td>111</td>
<td>113</td>
<td>92</td>
<td>153</td>
<td>54</td>
</tr>
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<td>66%</td>
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<td>61%</td>
<td>67%</td>
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<td>61%</td>
<td>56%</td>
<td>64%</td>
<td>55%</td>
<td>59%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>11</td>
<td>7</td>
<td>4</td>
<td>10</td>
<td>-</td>
<td>6</td>
<td>3</td>
<td>5</td>
<td>6</td>
<td>2</td>
</tr>
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<td>3%</td>
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<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 43-5

**QUESTION 34:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The Midwestern values of the people living here

**BANNER 5**

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>SHAW-</th>
<th>MISSION</th>
<th>BLUE</th>
<th>VALLEY</th>
<th>Olathe</th>
<th>GARD-</th>
<th>ERON</th>
<th>SPERRY</th>
<th>SOTO</th>
<th>SPRING</th>
<th>DESOTO</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>402</td>
<td>179</td>
<td>91</td>
<td>13</td>
<td>8</td>
<td>24</td>
<td>89</td>
<td>59</td>
<td>54</td>
<td>78</td>
<td>63</td>
<td>59</td>
<td>139</td>
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<td>35</td>
<td>28</td>
<td>76</td>
<td>56</td>
<td>27</td>
<td>165</td>
<td>121</td>
<td>116</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>100%</td>
<td>45%</td>
<td>22%</td>
<td>23%</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
<td>22%</td>
<td>15%</td>
<td>13%</td>
<td>19%</td>
<td>16%</td>
<td>15%</td>
<td>34</td>
<td>10%</td>
<td>9%</td>
<td>7%</td>
<td>19%</td>
<td>14%</td>
<td>14%</td>
<td>1%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
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<td><strong>-31</strong></td>
<td><strong>-13</strong></td>
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<td><strong>-8</strong></td>
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<td><strong>-7</strong></td>
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<td><strong>-24</strong></td>
<td><strong>-8</strong></td>
<td><strong>-13</strong></td>
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<td><strong>6</strong></td>
<td><strong>5</strong></td>
<td><strong>7</strong></td>
<td><strong>17</strong></td>
<td><strong>18</strong></td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td><strong>95</strong></td>
<td><strong>44</strong></td>
<td><strong>17</strong></td>
<td><strong>23</strong></td>
<td><strong>3</strong></td>
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<td><strong>245</strong></td>
<td><strong>113</strong></td>
<td><strong>51</strong></td>
<td><strong>56</strong></td>
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<td><strong>2</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>3</strong></td>
<td><strong>2</strong></td>
<td><strong>1</strong></td>
<td><strong>1</strong></td>
<td><strong>2</strong></td>
<td><strong>2</strong></td>
<td><strong>1</strong></td>
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<td><strong>2</strong></td>
<td><strong>2</strong></td>
<td><strong>3</strong></td>
<td><strong>-</strong></td>
<td><strong>2</strong></td>
<td><strong>4</strong></td>
<td><strong>-</strong></td>
<td><strong>3</strong></td>
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<td><strong>PUBLIC OPINION STRATEGIES</strong></td>
<td><strong>3%</strong></td>
<td><strong>4%</strong></td>
<td><strong>1%</strong></td>
<td><strong>2%</strong></td>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
<td><strong>4%</strong></td>
<td><strong>4%</strong></td>
<td><strong>2%</strong></td>
<td><strong>2%</strong></td>
<td><strong>1%</strong></td>
<td><strong>4%</strong></td>
<td><strong>4%</strong></td>
<td><strong>-</strong></td>
<td><strong>7%</strong></td>
<td><strong>3%</strong></td>
<td><strong>6%</strong></td>
<td><strong>-</strong></td>
<td><strong>1%</strong></td>
<td><strong>4%</strong></td>
<td><strong>-</strong></td>
<td><strong>4%</strong></td>
</tr>
</tbody>
</table>

**JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012**

PAGE 354
Table 43-6

**QUESTION 34:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The Midwestern values of the people living here

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE Districts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td><strong>TOTAL 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 38 39 43 48 49</strong></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>BASE=SAMPLE B</strong></td>
</tr>
<tr>
<td></td>
<td><strong>402 23 13 24 20 14 18 21 20 14 13 18 22 27 13 27 17 11 16 13 21 22 16</strong></td>
</tr>
<tr>
<td>100%</td>
<td><strong>100% 6% 3% 6% 5% 3% 4% 5% 5% 4% 3% 5% 5% 7% 3% 7% 4% 3% 4% 3% 5% 6% 4%</strong></td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td><strong>-45 -3 -1 -3 -2 -5 -2 -7 -4 -2 -1 -3 -5 -2 -8 -2 -5 -1 -4 -11% -14% -5% -11% -6% -2% -18% -12% -2% -34% -11% -32% -16% -16% -5% -20% -40% -3% -2% 3% -25%</strong></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td><strong>50 3 1 2 2 2 2 1 3 - 1 2 2 2 2 6 - - 3 4 4 6 2</strong></td>
</tr>
<tr>
<td></td>
<td><strong>13% 14% 7% 9% 11% 17% 11% 5% 17% - 5% 12% 8% 9% 18% 21% - - 18% 30% 20% 28% 10%</strong></td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td><strong>95 6 2 5 3 3 5 3 4 5 1 4 9 7 4 4 3 5 3 3 5 5 5 6</strong></td>
</tr>
<tr>
<td></td>
<td><strong>24% 29% 12% 20% 17% 19% 29% 16% 19% 34% 7% 23% 40% 25% 34% 15% 20% 40% 21% 27% 22% 25% 35%</strong></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td><strong>245 13 10 17 12 9 11 15 13 9 10 10 11 17 6 17 13 6 10 6 11 10 9</strong></td>
</tr>
<tr>
<td></td>
<td><strong>61% 57% 81% 71% 60% 64% 60% 73% 64% 66% 78% 53% 52% 63% 48% 64% 74% 52% 61% 44% 53% 47% 56%</strong></td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td><strong>11 - - 2 - - 1 - - 1 2 - - 1 - - 1 - - 1 - - 1 - - 1 - -</strong></td>
</tr>
</tbody>
</table>
|                                 | **3% - - 12% - - 6% - - 9% 11% - - 4% - - 6% 8% - - 5% - -**

PUBLIC OPINION STRATEGIES
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The Midwestern values of the people living here

**Table 43-7**

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>60</td>
<td>59</td>
<td>55</td>
<td>51</td>
<td>69</td>
<td>59</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-45</td>
<td>-10</td>
<td>-12</td>
<td>-8</td>
<td>-3</td>
<td>-5</td>
<td>-8</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>50</td>
<td>6</td>
<td>3</td>
<td>8</td>
<td>7</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>9%</td>
<td>5%</td>
<td>14%</td>
<td>12%</td>
<td>11%</td>
<td>24%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>95</td>
<td>16</td>
<td>15</td>
<td>16</td>
<td>10</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>27%</td>
<td>26%</td>
<td>29%</td>
<td>20%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>245</td>
<td>35</td>
<td>39</td>
<td>29</td>
<td>31</td>
<td>45</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>59%</td>
<td>67%</td>
<td>53%</td>
<td>61%</td>
<td>66%</td>
<td>63%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>11</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>6%</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

**P U B L I C   O P I N I O N   S T R A T E G I E S**
Table 43-8

**QUESTION 34:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The Midwestern values of the people living here

**BANNER 8**

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>402</td>
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<td>75</td>
<td>284</td>
<td>110</td>
<td>96</td>
<td>297</td>
<td>211</td>
<td>194</td>
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<tr>
<td><strong>100%</strong></td>
<td>44%</td>
<td>80%</td>
<td>19%</td>
<td>71%</td>
<td>27%</td>
<td>55%</td>
<td>44%</td>
<td>24%</td>
<td>74%</td>
</tr>
</tbody>
</table>

**D/S (GOTTEN BETTER - GOTTEN WORSE)**

|                     |                      |                      |                        |                  |                |         |              |        |         |

GOTTEN BETTER

|                     |                      |                      |                        |                  |                |         |              |        |         |
| 50                    | 29                  | 41                   | 9                      | 32               | 17             | 29       | 21           | 12     | 39      | 31      | 19     | 31     | 25      | 24     | 23      | 25     | 23     | 8      | 20     | 30     | 19     | 22     | 27     |        |        |

GOTTEN WORSE

|                     |                      |                      |                        |                  |                |         |              |        |         |
| 95                    | 34                  | 71                   | 23                     | 63               | 29             | 44       | 51           | 21     | 73      | 55      | 47     | 47     | 63      | 29     | 29      | 60     | 33     | 14     | 46     | 59     | 33     | 53     | 40     |        |        |

STAYED THE SAME

|                     |                      |                      |                        |                  |                |         |              |        |         |
| 245                   | 109                 | 200                  | 39                     | 181              | 60             | 141      | 101          | 60     | 179     | 120     | 121    | 123    | 171     | 68     | 87      | 138    | 96     | 42     | 95     | 116    | 116    | 130    | 100    |        |        |

DON'T KNOW/REFUSED

|                     |                      |                      |                        |                  |                |         |              |        |         |
| 11                    | 5                   | 7                    | 4                      | 8                | 3              | 3        | 2            | 6      | 5       | 7       | 3      | 6      | 3        | 4      | 7       | 2      | 2      | 7      | 5      | 5      | 7      | 4      |        |        |

| 3%                    | 3%                  | 2%                   | 5%                      | 3%               | 3%             | 3%       | 2%           | 2%     | 2%      | 3%      | 3%     | 3%     | 3%       | 3%     | 3%      | 3%     | 1%     | 2%     | 3%     | 3%     | 3%     | 3%     | 3%     |        |        |
Table 44-1

QUESTION 35: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The area’s crime rate

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td></td>
<td></td>
<td>55-64</td>
<td>65+</td>
<td>55+</td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>MEN</td>
<td>MEN</td>
<td>402</td>
<td>208</td>
<td>193</td>
</tr>
<tr>
<td>WOMEN</td>
<td>WOMEN</td>
<td>67</td>
<td>116</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>77</td>
<td>73</td>
<td>127</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>71</td>
<td>106</td>
<td>86</td>
<td>192</td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>52%</td>
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<td>17%</td>
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<td>19%</td>
<td>32%</td>
<td>20%</td>
<td>30%</td>
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<tr>
<td></td>
<td>18%</td>
<td>26%</td>
<td>21%</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>21%</td>
<td>8%</td>
<td>12%</td>
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<td>22%</td>
<td>22%</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BANNER 1</strong></td>
<td><strong>GENDER</strong></td>
<td><strong>AGE</strong></td>
<td><strong>GENDER/AGE</strong></td>
<td><strong>PARTY</strong></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
</tr>
<tr>
<td>100%</td>
<td>52%</td>
<td>48%</td>
<td>17%</td>
<td>29%</td>
</tr>
<tr>
<td>32%</td>
<td>31%</td>
<td>34%</td>
<td>19%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>GOTTEN BETTER</strong></td>
<td>43</td>
<td>30</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>11%</td>
<td>14%</td>
<td>7%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td>130</td>
<td>64</td>
<td>65</td>
<td>13</td>
</tr>
<tr>
<td>32%</td>
<td>31%</td>
<td>34%</td>
<td>19%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td>218</td>
<td>112</td>
<td>105</td>
<td>45</td>
</tr>
<tr>
<td>54%</td>
<td>54%</td>
<td>54%</td>
<td>67%</td>
<td>58%</td>
</tr>
<tr>
<td><strong>DON'T KNOW/REFUSED</strong></td>
<td>12</td>
<td>2</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>3%</td>
<td>1%</td>
<td>5%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Table 44-2

QUESTION 35: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The area’s crime rate

<table>
<thead>
<tr>
<th>TEC/</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOP/</td>
<td>DEM/</td>
</tr>
<tr>
<td></td>
<td>TOTAL LESS</td>
<td>MEN/WOMEN</td>
<td>MEN/WOMEN</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>41</td>
<td>90</td>
</tr>
<tr>
<td>100%</td>
<td>10%</td>
<td>23%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-87</td>
<td>-16</td>
<td>-19</td>
</tr>
<tr>
<td></td>
<td>-22%</td>
<td>-40%</td>
<td>-21%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>43</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>11%</td>
<td>3%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>130</td>
<td>17</td>
<td>30</td>
</tr>
<tr>
<td>32%</td>
<td>43%</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>218</td>
<td>20</td>
<td>48</td>
</tr>
<tr>
<td>54%</td>
<td>50%</td>
<td>53%</td>
<td>55%</td>
</tr>
<tr>
<td>DON’T KNOW/REFUSED</td>
<td>12</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>3%</td>
<td>5%</td>
<td>-</td>
<td>4%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 44-3

QUESTION 35: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The area’s crime rate

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th><strong>TOTAL</strong></th>
<th><strong>UNDER $60K</strong></th>
<th><strong>$60K-70K</strong></th>
<th><strong>70K-80K</strong></th>
<th><strong>80K-90K</strong></th>
<th><strong>90K+</strong></th>
<th><strong>IND/DEM</strong></th>
<th><strong>UNDER 100</strong></th>
<th><strong>100K-110K</strong></th>
<th><strong>110K+</strong></th>
</tr>
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<td><strong>ETHNICITY</strong></td>
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<td><strong>LENGTH</strong></td>
<td><strong>FOR RESIDENCY</strong></td>
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<td><strong>WHITE</strong></td>
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<tr>
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<td>36</td>
<td>12</td>
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<tr>
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<td>47</td>
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<td>36</td>
<td>85</td>
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<td>3%</td>
<td>7%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
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</tr>
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</table>

PUBLIC OPINION STRATEGIES
Table 44-4

QUESTION 35: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The area’s crime rate

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK</th>
<th>TYPE</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<tbody>
<tr>
<td>BASE=SAMPLE B</td>
<td>TOTAL</td>
<td>YES</td>
<td>NO</td>
<td>FAMILY</td>
<td>OTHER</td>
<td>SIDE</td>
<td>SIDE</td>
<td>YES</td>
<td>NO</td>
<td>MOMS</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td><strong>GOTTEN BETTER</strong></td>
<td>43</td>
<td>20</td>
<td>21</td>
<td>8</td>
<td>14</td>
<td>24</td>
<td>15</td>
<td>27</td>
<td>7</td>
</tr>
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<td>11%</td>
<td>9%</td>
<td>12%</td>
<td>10%</td>
<td>13%</td>
<td>9%</td>
<td>11%</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td>130</td>
<td>68</td>
<td>62</td>
<td>119</td>
<td>10</td>
<td>78</td>
<td>46</td>
<td>49</td>
<td>80</td>
<td>29</td>
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<td>*</td>
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<td>30%</td>
<td>35%</td>
<td>33%</td>
<td>26%</td>
<td>42%</td>
<td>25%</td>
<td>30%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td>218</td>
<td>134</td>
<td>84</td>
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<td>87</td>
<td>110</td>
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<td>60%</td>
<td>47%</td>
<td>59%</td>
<td>58%</td>
<td>52%</td>
</tr>
<tr>
<td><strong>DON'T KNOW/REFUSED</strong></td>
<td>12</td>
<td>3</td>
<td>9</td>
<td>12</td>
<td>-</td>
<td>6</td>
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</tr>
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<td>5%</td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 44-5

QUESTION 35: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The area’s crime rate

<table>
<thead>
<tr>
<th>Base Sample B</th>
<th><strong>D/S (Gotten Better - Gotten Worse)</strong></th>
<th>Gotten Better</th>
<th>Gotten Worse</th>
<th>Stayed the Same</th>
<th>Don’t Know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>43 13 10 7 5 2 7 7 3 6 9 5 11 13 5 4 1 7 5 8 16 20 6 11% 7% 11% 8% 38% 24% 27% 8% 6% 12% 12% 9% 19% 10% 12% 12% 3% 9% 9% 30% 10% 17% 5%</td>
<td>130 69 23 32 2 2 2 7 7 20 14 30 19 20 43 14 8 9 34 17 4 51 42 37 32% 38% 27% 35% 14% 26% 8% 30% 34% 26% 38% 30% 34% 31% 33% 24% 33% 44% 30% 16% 31% 35% 32%</td>
<td>218 91 51 6 4 14 53 33 33 36 36 27 77 21 21 17 34 32 15 93 53 71 54% 51% 59% 56% 48% 50% 59% 59% 56% 61% 46% 58% 45% 55% 51% 61% 60% 45% 58% 53% 56% 44% 61%</td>
<td>12 7 3 1 - - 1 2 2 1 3 2 1 5 1 1 1 2 2 - - 5 5 2 3% 4% 3% 1% - - 6% 3% 4% 2% 4% 3% 1% 4% 3% 2% 4% 2% 3% - - 3% 4% 2%</td>
</tr>
</tbody>
</table>

**Note:** The percentages may not sum to 100% due to rounding.
Table 44-6

**QUESTION 35:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The area’s crime rate

<table>
<thead>
<tr>
<th>STATE HOUSE Districts</th>
<th>TOTAL</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>18</th>
<th>19</th>
<th>20</th>
<th>21</th>
<th>22</th>
<th>23</th>
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<th>30</th>
<th>38</th>
<th>39</th>
<th>43</th>
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</thead>
<tbody>
<tr>
<td>BASE=SAMPLE B</td>
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<td>23</td>
<td>13</td>
<td>24</td>
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<td>-8</td>
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<td>20%</td>
<td>21%</td>
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</tr>
<tr>
<td>GOTTEN BETTER</td>
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<td>18%</td>
<td>14%</td>
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<td>12%</td>
<td>12%</td>
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<td>8%</td>
<td>32%</td>
<td>21%</td>
<td>28%</td>
<td>7%</td>
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<tr>
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<tr>
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<td>28%</td>
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<td>56%</td>
<td>40%</td>
<td>23%</td>
<td>36%</td>
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<td>14%</td>
<td>22%</td>
<td>12%</td>
<td>-</td>
<td>19%</td>
<td>26%</td>
<td>28%</td>
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</tr>
<tr>
<td>STAYED THE SAME</td>
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<td>11</td>
<td>4</td>
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<td>14</td>
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<td>54%</td>
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<td>52%</td>
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<td>68%</td>
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<td>1</td>
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<td>5%</td>
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</table>
Table 44-7

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The area’s crime rate

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL 7 8 9 10 11 23 37</td>
<td>BETTER SAME</td>
<td>TOO HIGH</td>
<td>INCR. DECR.</td>
<td>SAME</td>
<td>LEADERS LEADERS</td>
<td>PUBLIC EDU 1 2 3</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402 60 59 55 51 69 59</td>
<td>51 302 92</td>
<td>122 274</td>
<td>89 53</td>
<td>245 26 361 266</td>
<td>370 328 56 339</td>
<td>22</td>
</tr>
<tr>
<td>**D/S (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>43 5 3 9 5 37 6</td>
<td>36 10 8</td>
<td>23 5 36</td>
<td>28 40</td>
<td>38 4 37 2</td>
<td>11% 8% 9% 15% 7% 11% 15% 9% 12% 7% 6% 13% 12% 16% 10% 18% 10% 11% 12% 8% 11% 10%</td>
<td></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>130 16 25 18 18 22 17</td>
<td>14 89 35</td>
<td>46 83</td>
<td>28 21</td>
<td>78 9 114 89</td>
<td>120 107 16 110 6</td>
<td>32% 26% 43% 34% 35% 32% 28% 28% 30% 38% 38% 30% 31% 40% 32% 33% 32% 33% 32% 33% 28% 33% 29%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>218 37 26 26 27 37 32</td>
<td>32 167 48</td>
<td>66 147</td>
<td>46 23</td>
<td>140 13 199 139</td>
<td>200 173 35 182 13</td>
<td>54% 61% 44% 48% 54% 54% 55% 63% 55% 52% 54% 53% 51% 44% 57% 50% 55% 52% 54% 53% 63% 54% 58%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>12 2 2 2 2 2 1</td>
<td>- 9 2 2</td>
<td>9 5 -</td>
<td>4 - 12 10</td>
<td>10 10 1 10 1</td>
<td>3% 4% 4% 3% 5% 3% 1% - 3% 3% 2% 3% 6% - 2% - 3% 4% 3% 3% 1% 3% 4%</td>
<td></td>
</tr>
<tr>
<td>DON’T KNOW/REFUSED</td>
<td>3% 4% 4% 3% 5% 3% 1% - 3% 3% 2% 3% 6% - 2% - 3% 4% 3% 3% 1% 3% 4%</td>
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Table 44-8: QUESTION 35: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The area's crime rate

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
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<tbody>
<tr>
<td>LOCAL \ TOTAL SUPP</td>
<td>STRG</td>
<td>SUPP</td>
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<td>FAV</td>
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</tr>
<tr>
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<td>175</td>
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<td>297</td>
</tr>
<tr>
<td>100%</td>
<td>44%</td>
<td>80%</td>
<td>19%</td>
<td>71%</td>
<td>27%</td>
<td>55%</td>
<td>44%</td>
<td>24%</td>
<td>74%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td><strong>11%</strong></td>
<td><strong>11%</strong></td>
<td><strong>11%</strong></td>
<td><strong>10%</strong></td>
<td><strong>10%</strong></td>
<td><strong>14%</strong></td>
<td><strong>10%</strong></td>
<td><strong>9%</strong></td>
<td><strong>11%</strong></td>
</tr>
</tbody>
</table>

GOTTEN BETTER

| BASE=SAMPLE B          |                     |                      |                        |                   |                |           |               |             |             |
| 43                     | 22                  | 35                   | 8                      | 28                | 15             | 26        | 17            | 8           | 34          |
| 11%                    | 12%                 | 11%                  | 10%                    | 10%               | 14%            | 12%       | 10%           | 9%          | 11%         |

GOTTEN WORSE

| BASE=SAMPLE B          |                     |                      |                        |                   |                |           |               |             |             |
| 130                    | 60                  | 98                   | 28                     | 93                | 34             | 73        | 55            | 25          | 103         |
| 32%                    | 34%                 | 31%                  | 38%                    | 33%               | 31%            | 33%       | 32%           | 26%         | 35%         |

STAYED THE SAME

| BASE=SAMPLE B          |                     |                      |                        |                   |                |           |               |             |             |
| 218                    | 90                  | 176                  | 38                     | 152               | 61             | 113       | 100           | 60          | 154         |
| 54%                    | 51%                 | 55%                  | 51%                    | 53%               | 55%            | 52%       | 57%           | 62%         | 52%         |

DON'T KNOW/REFUSED

| BASE=SAMPLE B          |                     |                      |                        |                   |                |           |               |             |             |
| 12                     | 5                   | 11                   | 1                      | 12                | -              | 8         | 2             | 3           | 7           |
| 3%                     | 3%                  | 3%                   | 1%                     | 4%                | -              | 4%        | 1%            | 3%          | 2%          |

PUBLI C OPINION STRATEGIES
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
<td>116</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>199</td>
<td>119</td>
<td>80</td>
<td>34</td>
<td>61</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>217</td>
<td>127</td>
<td>91</td>
<td>35</td>
<td>69</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>125</td>
<td>61</td>
<td>64</td>
<td>25</td>
<td>33</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>41</td>
<td>13</td>
<td>29</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 45-2

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOP</td>
<td>IND</td>
<td>DEM</td>
</tr>
<tr>
<td></td>
<td>TOTAL LESS</td>
<td>COL+</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>41</td>
<td>90</td>
<td>269</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>199</td>
<td>11</td>
<td>47</td>
<td>140</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>217</td>
<td>15</td>
<td>50</td>
<td>151</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>18</td>
<td>4</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>125</td>
<td>15</td>
<td>27</td>
<td>83</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>41</td>
<td>6</td>
<td>11</td>
<td>24</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

<table>
<thead>
<tr>
<th>Question 36: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Johnson County's programs and facilities for youth sports</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BANNER 3</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>UNDER $60K</strong></td>
<td><strong>$60K-$80K</strong></td>
<td><strong>$80K-$100K</strong></td>
<td><strong>$100K+</strong></td>
<td><strong>UNDER GOP</strong></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
<td>147</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>199</td>
<td>34</td>
<td>29</td>
<td>32</td>
<td>86</td>
</tr>
<tr>
<td><strong>GOTTEN BETTER</strong></td>
<td>217</td>
<td>42</td>
<td>31</td>
<td>34</td>
<td>91</td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td>18</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td>125</td>
<td>30</td>
<td>15</td>
<td>23</td>
<td>38</td>
</tr>
<tr>
<td><strong>DON'T KNOW/REFUSED</strong></td>
<td>41</td>
<td>10</td>
<td>7</td>
<td>9</td>
<td>12</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 45-4
QUESTION 36:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th>BANNER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>[\text{WORK IN JOHNSON COUNTY} ]</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>[\text{TOTAL} ]</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 45-5

QUESTION 36:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Brewer-</td>
<td>GARD-</td>
<td>Shaw-</td>
<td>LEA-</td>
</tr>
<tr>
<td></td>
<td>Valley</td>
<td>ERTON</td>
<td>NE</td>
<td>RURAL</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>MISS-</td>
<td>NEE</td>
<td>NE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>VALLEY</td>
<td>EDG-</td>
<td>SOTO</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OLATHE</td>
<td>SPRING</td>
<td>DE-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>PARK</td>
<td>NEE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>WOOD</td>
<td>LENEXA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>OLATHE</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BASE=</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SAMPLE B</td>
<td>402</td>
<td>402</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>D/S</strong> (GOTTEN</td>
<td>199</td>
<td>199</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BETTER - GOTTEN</td>
<td>50%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WORSE)</td>
<td>181</td>
<td>181</td>
<td></td>
</tr>
<tr>
<td></td>
<td>GOTTEN BETTER</td>
<td>217</td>
<td>217</td>
<td></td>
</tr>
<tr>
<td></td>
<td>GOTTEN WORSE</td>
<td>18</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td></td>
<td>STAYED THE SAME</td>
<td>125</td>
<td>125</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW/REFUSED</td>
<td>41</td>
<td>41</td>
<td></td>
</tr>
</tbody>
</table>

PUBL  IC OPINION  T RATEGI ES
Table 45-6

QUESTION 36:

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE B</td>
<td>TOTAL 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 38 39 43 48 49</td>
</tr>
<tr>
<td>**D/S (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>402 23 13 24 20 14 18 21 20 14 13 18 22 27 13 27 17 11 16 13 21 22 16</td>
</tr>
<tr>
<td>100% 6% 3% 6% 5% 3% 4% 5% 5% 4% 3% 5% 5% 7% 3% 7% 4% 3% 4% 3% 5% 6% 4%</td>
<td></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>199 8 5 8 10 6 15 15 12 5 7 8 8 15 10 15 11 4 8 3 8 16 3</td>
</tr>
<tr>
<td>50% 36% 40% 33% 48% 47% 82% 74% 60% 35% 49% 44% 35% 58% 75% 54% 62% 37% 49% 23% 37% 73% 18%</td>
<td></td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>217 9 6 11 11 7 15 15 13 5 7 9 10 16 10 16 11 4 8 5 9 17 4</td>
</tr>
<tr>
<td>54% 41% 49% 44% 55% 54% 82% 74% 66% 35% 49% 49% 45% 61% 75% 58% 62% 37% 49% 41% 42% 79% 24%</td>
<td></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>125 6 2 8 6 5 2 4 3 9 4 5 9 10 3 9 4 5 7 5 7 - 10</td>
</tr>
<tr>
<td>31% 28% 17% 32% 29% 40% 12% 20% 17% 65% 30% 25% 42% 36% 18% 34% 25% 47% 46% 36% 35% - 65%</td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>41 6 3 3 2 - 1 1 2 - 3 4 1 - 1 1 2 2 1 1 4 3 1</td>
</tr>
<tr>
<td>10% 27% 26% 12% 8% - 6% 6% 11% - 21% 22% 4% - 6% 4% 13% 16% 4% 6% 18% 16% 5%</td>
<td></td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 45-7
QUESTION 36:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Johnson County's programs and facilities for youth sports

<table>
<thead>
<tr>
<th>BANNER 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE SENATE DISTRICTS</td>
</tr>
<tr>
<td>------------------------</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 45-8

**QUESTION 36:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

**Johnson County's programs and facilities for youth sports**

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>SUPP</strong></td>
<td><strong>OPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>OPP</strong></td>
<td><strong>SUPER</strong></td>
<td><strong>OPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>OPP</strong></td>
<td><strong>SUPER</strong></td>
<td><strong>OPP</strong></td>
</tr>
<tr>
<td><strong>100%</strong></td>
<td>402</td>
<td>176</td>
<td>320</td>
<td>75</td>
<td>284</td>
<td>110</td>
<td>220</td>
<td>175</td>
<td>96</td>
<td>297</td>
<td>211</td>
</tr>
<tr>
<td><strong>50%</strong></td>
<td>199</td>
<td>82</td>
<td>163</td>
<td>34</td>
<td>144</td>
<td>53</td>
<td>112</td>
<td>85</td>
<td>56</td>
<td>137</td>
<td>93</td>
</tr>
<tr>
<td><strong>54%</strong></td>
<td>217</td>
<td>98</td>
<td>181</td>
<td>34</td>
<td>160</td>
<td>54</td>
<td>126</td>
<td>90</td>
<td>58</td>
<td>152</td>
<td>105</td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td>125</td>
<td>48</td>
<td>93</td>
<td>30</td>
<td>81</td>
<td>41</td>
<td>60</td>
<td>63</td>
<td>27</td>
<td>96</td>
<td>68</td>
</tr>
<tr>
<td><strong>DON’T KNOW/REFUSED</strong></td>
<td>41</td>
<td>15</td>
<td>29</td>
<td>11</td>
<td>27</td>
<td>13</td>
<td>21</td>
<td>17</td>
<td>7</td>
<td>33</td>
<td>27</td>
</tr>
</tbody>
</table>

**PUBLICATION OF STRATEGIES**
Table 46-1

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

**BANNER 1**

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>TOTAL 18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
</tr>
<tr>
<td>BASE = SAMPLE B</td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>104</td>
<td>61</td>
<td>42</td>
<td>19</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>133</td>
<td>73</td>
<td>60</td>
<td>24</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>29</td>
<td>11</td>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>233</td>
<td>119</td>
<td>114</td>
<td>38</td>
</tr>
<tr>
<td>DON’T KNOW/REFUSED</td>
<td>7</td>
<td>5</td>
<td>2</td>
<td>-</td>
</tr>
</tbody>
</table>

**P U B L I C O P I N I O N S T R A T E G I E S**
Table 46-2

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>TEC/</td>
<td>GOP/</td>
<td>GOP/</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td></td>
<td>TOTAL LESS COLLEGE</td>
<td>COLLEGE+</td>
<td>MEN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>402</td>
<td>41</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>104</td>
<td>9</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>GOTTEN BETTER</td>
<td>133</td>
<td>13</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>GOTTEN WORSE</td>
<td>29</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>STAYED THE SAME</td>
<td>233</td>
<td>22</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW/REFUSED</td>
<td>7</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

**D/S (GOTTEN BETTER - GOTTEN WORSE)**

| BASE=SAMPLE B | **D/S (GOTTEN BETTER - GOTTEN WORSE)** | 104          | 9        | 32   | 63   | 19   | 24   | 25   | 12   | 14   | 7    | 28   | 15   | 25   | 12   | 10   | 12   | 14   | 29   | 16   | 21   | 10   | 11   |
|              | GOTTEN BETTER | 133          | 13       | 35   | 85   | 24   | 32   | 29   | 16   | 16   | 11   | 35   | 20   | 32   | 13   | 14   | 13   | 16   | 39   | 19   | 26   | 12   | 16   |
|              | GOTTEN WORSE | 29            | 4        | 3    | 22   | 5    | 8    | 4    | 4    | 2    | 4    | 7    | 5    | 7    | 1    | 5    | 2    | 3    | 10   | 3    | 5    | 2    | 5    |
|              | STAYED THE SAME | 233          | 22       | 52   | 157  | 65   | 55   | 22   | 25   | 21   | 27   | 66   | 53   | 35   | 12   | 31   | 17   | 38   | 82   | 13   | 33   | 15   | 33   |
|              | DON'T KNOW/REFUSED | 7            | 1        | -    | 6    | 3    | 1    | -    | -    | -    | -    | 1    | 1    | 3    | -    | -    | -    | -    | -    | -    | -    | 1    |
Table 46-3

**QUESTION 37:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

**Access to metropolitan amenities such as pro sports teams, the arts, and the zoo**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
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<tr>
<td>UNDER $60K</td>
<td>$60K-$80K</td>
<td>$80K-$100K</td>
<td>$100K+</td>
<td>UNDER GOP</td>
<td>$80K-$80K</td>
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<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
<td>147</td>
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<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>104</td>
<td>19</td>
<td>17</td>
<td>18</td>
<td>45</td>
</tr>
<tr>
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<td>133</td>
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<td>18</td>
<td>23</td>
<td>56</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>29</td>
<td>10</td>
<td>2</td>
<td>4</td>
<td>11</td>
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<td>2</td>
</tr>
</tbody>
</table>
| **PUBLIC OPINION STRATEGIES**
Table 46-4

QUESTION 37: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<td>TOTAL</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
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<td>175</td>
<td>359</td>
<td>36</td>
<td>185</td>
<td>186</td>
<td>164</td>
<td>237</td>
<td>97</td>
<td>66</td>
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<td>56%</td>
<td>44%</td>
<td>89%</td>
<td>9%</td>
<td>46%</td>
<td>46%</td>
<td>41%</td>
<td>59%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>D/S</strong> (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>104</td>
<td>51</td>
<td>54</td>
<td>84</td>
<td>17</td>
<td>57</td>
<td>43</td>
<td>34</td>
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<td>22</td>
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<td>29%</td>
<td>22%</td>
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</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>133</td>
<td>68</td>
<td>64</td>
<td>113</td>
<td>17</td>
<td>70</td>
<td>56</td>
<td>47</td>
<td>84</td>
<td>30</td>
<td>17</td>
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<td>30%</td>
<td>37%</td>
<td>32%</td>
<td>48%</td>
<td>30%</td>
<td>29%</td>
<td>36%</td>
<td>31%</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
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<td>17</td>
<td>10</td>
<td>29</td>
<td>-</td>
<td>13</td>
<td>13</td>
<td>16</td>
<td>8</td>
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<td>8%</td>
<td>6%</td>
<td>8%</td>
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<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>233</td>
<td>136</td>
<td>97</td>
<td>211</td>
<td>18</td>
<td>101</td>
<td>112</td>
<td>100</td>
<td>134</td>
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<td>49%</td>
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<td>61%</td>
<td>61%</td>
<td>56%</td>
<td>60%</td>
<td>63%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>7</td>
<td>3</td>
<td>3</td>
<td>6</td>
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<td>1</td>
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<td>2%</td>
<td>2%</td>
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<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 46-5

Question 37:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>Banner 5</th>
<th>School District</th>
<th>County Commission District</th>
<th>Cities</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NE</td>
<td>Shawnee</td>
<td>Lawrence</td>
<td>Eudora</td>
</tr>
<tr>
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<td>402</td>
<td>179</td>
<td>87</td>
<td>91</td>
</tr>
<tr>
<td><strong>D/S (Gotten Better - Gotten Worse)</strong></td>
<td>104</td>
<td>52</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>Gotten Better</td>
<td>133</td>
<td>65</td>
<td>20</td>
<td>29</td>
</tr>
<tr>
<td>Gotten Worse</td>
<td>29</td>
<td>13</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Stayed The Same</td>
<td>233</td>
<td>98</td>
<td>59</td>
<td>52</td>
</tr>
<tr>
<td>Don't Know/Refused</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**P U B L I C   O P I N I O N   S T R A T E G I E S**
Table 46-6

**QUESTION 37:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
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</thead>
<tbody>
<tr>
<td>TOTAL</td>
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</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>104</td>
</tr>
<tr>
<td><strong>GOTTEN BETTER</strong></td>
<td>133</td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td>29</td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td>233</td>
</tr>
<tr>
<td><strong>DON'T KNOW/REFUSED</strong></td>
<td>7</td>
</tr>
<tr>
<td><strong>P U B L I C   O P I N I O N   S T R A T E G I E S</strong></td>
<td>2%</td>
</tr>
</tbody>
</table>
Table 46-7

QUESTION 37: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE DEVELOPMENT</th>
<th>JCCC PREPAREDNESS WORKFORCE</th>
</tr>
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<tr>
<td></td>
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<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
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<td>59</td>
<td>55</td>
<td>51</td>
<td>69</td>
</tr>
<tr>
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<td>14</td>
<td>12</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>133</td>
<td>26</td>
<td>17</td>
<td>20</td>
<td>18</td>
<td>19</td>
</tr>
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<td>44%</td>
<td>31%</td>
<td>40%</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
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<td>3</td>
<td>5</td>
<td>3</td>
<td>5</td>
</tr>
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<td>6%</td>
<td>10%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>233</td>
<td>28</td>
<td>38</td>
<td>30</td>
<td>25</td>
<td>47</td>
</tr>
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<td>48%</td>
<td>65%</td>
<td>56%</td>
<td>50%</td>
<td>69%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
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<td>-</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>-</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Table 46-8
QUESTION 37:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

Access to metropolitan amenities such as pro sports teams, the arts, and the zoo

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVEL</th>
<th>TAXES FOR EDU</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM ENFORCE</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td>STRG SUPP</td>
<td>STRG OPP</td>
<td>STRG FAV</td>
<td>STRG SUPP</td>
<td>STRG OPP</td>
<td>STRG FAV</td>
<td>STRG SUPP</td>
<td>STRG OPP</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402 176 320 75 284 110 220 175 96 297 211 194 204 266 124 142 229 155 65 168 209 173 212 170</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100%</td>
<td>44%  80%  19%  71%  27%  55%  44%  24%  74%  53%  48%  51%  66%  31%  35%  57%  38%  16%  42%  52%  43%  53%  42%</td>
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</tr>
<tr>
<td>**D/S (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>104 57 87 14 78 26 59 42 21 80 56 55 49 84 16 42 60 34 23 44 48 49 55 45</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>33%</td>
<td>41%  35%  24%  36%  27%  36%  29%  32%  34%  33%  36%  31%  37%  24%  37%  32%  29%  42%  34%  30%  36%  34%  33%</td>
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<tr>
<td>GOTTEN WORSE</td>
<td>29 15 26 3 23 4 20 9 9 20 12 14 15 16 13 11 14 12 4 13 14 14 17 11</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>7%</td>
<td>8%   8%   4%   8%   4%   9%   5%   10%  7%   6%   7%   7%   6%   11%  8%   6%   7%   6%   8%   7%   8%   8%   6%</td>
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<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>233 89 180 51 156 75 119 111 55 171 124 107 123 146 81 77 137 97 33 94 129 92 120 101</td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>58%</td>
<td>50%  56%  68%  55%  68%  54%  63%  58%  58%  59%  55%  60%  55%  65%  54%  60%  63%  50%  56%  62%  54%  56%  59%</td>
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<tr>
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</tbody>
</table>
| 2%     | -    1%   4%   1%   2%   1%   2%   3%   5%   2%   1%   1%   1%   1%   1%   1%   1%   2%   3%   1%   2%   4%   2%
Table 47-1

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tbody>
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<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
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<td>--------</td>
<td>-----</td>
<td>------------</td>
<td>-------</td>
<td>----------</td>
</tr>
<tr>
<td></td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
<td>116</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>100%</td>
<td>52%</td>
<td>48%</td>
<td>17%</td>
<td>29%</td>
</tr>
<tr>
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<td>-36%</td>
<td>-30%</td>
<td>-39%</td>
<td>-37%</td>
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<td>8</td>
<td>16</td>
<td>2</td>
<td>8</td>
</tr>
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<td>6%</td>
<td>4%</td>
<td>8%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
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<td>95</td>
<td>75</td>
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</tr>
<tr>
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<td>46%</td>
<td>39%</td>
<td>43%</td>
<td>38%</td>
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<tr>
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<td>80</td>
<td>27</td>
<td>47</td>
</tr>
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<td>41%</td>
<td>40%</td>
<td>41%</td>
</tr>
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<td>DON'T KNOW/REFUSED</td>
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<td>23</td>
<td>9</td>
<td>11</td>
</tr>
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<td>12%</td>
<td>14%</td>
<td>9%</td>
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</tbody>
</table>
Table 47-2: And, do you feel that each of the following has gotten better, gotten worse, or stayed the same in Johnson County over the past few years.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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</thead>
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<td></td>
<td>TEC/</td>
<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
</tr>
<tr>
<td></td>
<td>TOTAL LESS COLL COLL+ TOTAL LESS COLL COLL+ TOTAL LESS COLL COLL+ TOTAL LESS COLL COLL+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HS OR SOME</td>
<td>GOP MEN</td>
<td>GOP WOMEN</td>
<td>IND MEN</td>
<td>IND WOMEN</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>41</td>
<td>90</td>
<td>269</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>24</td>
<td>-</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>6%</td>
<td>-</td>
<td>11%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>170</td>
<td>15</td>
<td>35</td>
<td>120</td>
</tr>
<tr>
<td>42%</td>
<td>38%</td>
<td>39%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>165</td>
<td>21</td>
<td>32</td>
<td>111</td>
</tr>
<tr>
<td>41%</td>
<td>53%</td>
<td>35%</td>
<td>41%</td>
<td>42%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>42</td>
<td>4</td>
<td>14</td>
<td>24</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>16%</td>
<td>9%</td>
<td>6%</td>
</tr>
</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
**Table 47-3**

**QUESTION 38:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of cooperation among political leaders

**BANNER 3**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K-</td>
<td>UNDER GOP/IND/DEM/</td>
<td>UNDER $80K+</td>
<td>PROTESTANT CATHOLIC</td>
<td>WHITE WHITE TOTAL</td>
</tr>
<tr>
<td></td>
<td>$80K-</td>
<td>UNDER $80K</td>
<td>UNDER DEM/SPRINT OPPOSE</td>
<td>OF RESIDENCY MEXICAN</td>
<td>YEARS</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$60K</td>
<td>$80K</td>
<td>$100K</td>
<td>$100K+</td>
<td>$80K</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
<td>147</td>
</tr>
</tbody>
</table>

**D/S (GOTTEN BETTER - GOTTEN WORSE)**

| BASE=SAMPLE B | 402 | 88 | 56 | 68 | 147 | 62 | 115 | 36 | 51 | 37 | 42 | 158 | 173 | 215 | 109 | 188 | 177 | 365 | 22 | 92 | 103 | 205 |

**GOTTEN BETTER**

24 6 7 2 6 5 6 3 2 4 - 12 5 12 9 8 14 22 - 8 5 12

6% 6% 12% 3% 4% 8% 5% 7% 5% 12% - 8% 3% 6% 8% 4% 8% 6% - 9% 4% 6%

**GOTTEN WORSE**

170 41 22 26 67 25 49 15 21 19 21 59 90 81 52 88 70 158 9 39 44 86

42% 46% 39% 39% 45% 40% 43% 42% 42% 52% 51% 37% 52% 37% 47% 47% 39% 43% 40% 42% 43% 42%

**STAYED THE SAME**

165 35 23 28 65 27 51 15 23 12 16 70 66 100 38 75 72 147 13 36 46 82

41% 40% 41% 41% 44% 44% 45% 40% 45% 32% 37% 45% 38% 46% 34% 40% 41% 40% 60% 39% 44% 40%

**DON'T KNOW/REFUSED**

42 7 4 12 9 5 9 4 4 1 5 16 12 22 11 17 21 38 - 9 8 25

10% 8% 8% 17% 6% 7% 7% 10% 8% 4% 12% 10% 7% 10% 10% 9% 12% 10% - 10% 8% 12%
Table 47-4

QUESTION 38:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>BANNER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORK IN JOHNSON COUNTY</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>YES</th>
<th>NO</th>
<th>SINGLE FAMILY</th>
<th>OTHER SIDE</th>
<th>YES</th>
<th>NO</th>
<th>MOMS</th>
<th>DADS</th>
<th>PUBLIC</th>
<th>OTHER</th>
<th>RD</th>
<th>WT</th>
<th>RD</th>
<th>WT</th>
<th>RD</th>
<th>WT</th>
<th>A</th>
<th>B</th>
<th>CELL</th>
<th>LINE</th>
<th>UNWGT</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| GOTTEN BETTER | 24 | 11 | 13 | 21 | 1 | 11 | 10 | 8 | 15 | 6 | 2 | 4 | 4 | 4 | 19 | 15 | 7 | 19 | 4 | - | 24 | 2 | 22 | 25 |
| GOTTEN WORSE | 170 | 106 | 64 | 148 | 20 | 88 | 75 | 66 | 104 | 34 | 31 | 44 | 15 | 51 | 111 | 51 | 111 | 90 | 66 | - | 170 | 16 | 154 | 172 |
| STAYED THE SAME | 165 | 88 | 75 | 150 | 14 | 70 | 77 | 74 | 91 | 46 | 28 | 53 | 16 | 34 | 116 | 64 | 70 | 124 | 23 | - | 165 | 20 | 146 | 163 |
| DON'T KNOW/REFUSED | 42 | 20 | 22 | 40 | 1 | 16 | 23 | 16 | 26 | 12 | 4 | 11 | 3 | 10 | 27 | 20 | 18 | 21 | 9 | - | 42 | 5 | 37 | 40 |

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 47-5

**QUESTION 38:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAW-</td>
<td>NEE</td>
<td>GARD-</td>
<td>BANNER 5</td>
</tr>
<tr>
<td></td>
<td>VALLEY</td>
<td>MISSON</td>
<td>EDG-</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>OLATHE</td>
<td>BLUE</td>
<td>ERTON</td>
<td>SCHOOL DISTRICT</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>SPRING</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>DE-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>SOTO</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>179</td>
<td>87</td>
<td>91</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-146</td>
<td>-36%</td>
<td>-36%</td>
<td>-40%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>24</td>
<td>6%</td>
<td>12</td>
<td>7%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>170</td>
<td>42%</td>
<td>84</td>
<td>38%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>165</td>
<td>41%</td>
<td>63</td>
<td>42%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>42</td>
<td>10%</td>
<td>21</td>
<td>12%</td>
</tr>
</tbody>
</table>

**PUBLICATION STRATEGIES**
Table 47-6

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>BASE=SAMPLE B</th>
<th>**D/S (GOTTEN BETTER - GOTTEN WORSE)</th>
<th>GOTTEN BETTER</th>
<th>GOTTEN WORSE</th>
<th>STAYED THE SAME</th>
<th>DON'T KNOW/REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>23</td>
<td>13</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td>**D/S (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>-146</td>
<td>-5</td>
<td>-5</td>
<td>-13</td>
<td>-6</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>24</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>170</td>
<td>6</td>
<td>5</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>165</td>
<td>12</td>
<td>7</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>42</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>
Table 47-7

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>BANNER 7</th>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>60</td>
<td>59</td>
<td>55</td>
<td>51</td>
<td>60</td>
<td>59</td>
<td>51</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>24</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>170</td>
<td>33</td>
<td>23</td>
<td>23</td>
<td>25</td>
<td>28</td>
<td>16</td>
<td>22</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>165</td>
<td>17</td>
<td>25</td>
<td>21</td>
<td>16</td>
<td>33</td>
<td>32</td>
<td>21</td>
</tr>
<tr>
<td>DON’T KNOW/REFUSED</td>
<td>42</td>
<td>4</td>
<td>7</td>
<td>9</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 47-8

QUESTION 38: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of cooperation among political leaders

<table>
<thead>
<tr>
<th>Banner 8</th>
<th>Taxes for ECON DEVELOP</th>
<th>Taxes for EDUCATION</th>
<th>Taxes for HIGHER EDU</th>
<th>Taxes for New TERMINAL</th>
<th>Taxes for TRANSIT</th>
<th>Taxes for ROADS</th>
<th>Taxes for ONLINE</th>
<th>Least Fav Tax</th>
<th>Immigration</th>
<th>Problem</th>
<th>Enforce</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>STRG</td>
<td>SUPP</td>
<td>OPP</td>
<td>STRG</td>
<td>SUPP</td>
<td>OPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>STRG</td>
<td>SUPP</td>
<td>OPP</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>80%</td>
<td>19%</td>
<td>71%</td>
<td>27%</td>
<td>55%</td>
<td>44%</td>
<td>24%</td>
<td>74%</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>GOTTEN BETTER</td>
<td>24</td>
<td>13</td>
<td>19</td>
<td>5</td>
<td>17</td>
<td>7</td>
<td>15</td>
<td>9</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
<td>7%</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>GOTTEN WORSE</td>
<td>170</td>
<td>89</td>
<td>144</td>
<td>24</td>
<td>127</td>
<td>40</td>
<td>101</td>
<td>68</td>
<td>47</td>
<td>118</td>
</tr>
<tr>
<td></td>
<td>42%</td>
<td>50%</td>
<td>45%</td>
<td>32%</td>
<td>45%</td>
<td>36%</td>
<td>46%</td>
<td>39%</td>
<td>49%</td>
<td>40%</td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td>STAYED THE SAME</td>
<td>165</td>
<td>60</td>
<td>129</td>
<td>35</td>
<td>111</td>
<td>53</td>
<td>85</td>
<td>77</td>
<td>35</td>
<td>128</td>
</tr>
<tr>
<td></td>
<td>41%</td>
<td>34%</td>
<td>40%</td>
<td>47%</td>
<td>39%</td>
<td>48%</td>
<td>36%</td>
<td>46%</td>
<td>43%</td>
<td>45%</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW/REFUSED</td>
<td>42</td>
<td>14</td>
<td>28</td>
<td>11</td>
<td>30</td>
<td>10</td>
<td>20</td>
<td>21</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>8%</td>
<td>9%</td>
<td>14%</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 48-1

QUESTION 39: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of higher education

<table>
<thead>
<tr>
<th>Banner 1</th>
<th>GENDER</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>50</td>
<td>26</td>
<td>24</td>
<td>3</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>97</td>
<td>50</td>
<td>47</td>
<td>15</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>47</td>
<td>24</td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>240</td>
<td>129</td>
<td>111</td>
<td>38</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>18</td>
<td>5</td>
<td>13</td>
<td>2</td>
</tr>
</tbody>
</table>

PUBLICATION STRATEGIES
Table 48-2

**QUESTION 39:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of higher education

### BANNER 2

<table>
<thead>
<tr>
<th></th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOP</td>
<td>IND</td>
<td>DEM</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>LESS</td>
<td>COL+</td>
<td>MEN</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>41</td>
<td>90</td>
<td>269</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>50</td>
<td>7</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>17%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>97</td>
<td>12</td>
<td>27</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>31%</td>
<td>30%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>47</td>
<td>5</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>13%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>240</td>
<td>20</td>
<td>49</td>
<td>170</td>
</tr>
<tr>
<td></td>
<td>60%</td>
<td>49%</td>
<td>54%</td>
<td>63%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>18</td>
<td>3</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>7%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 48-3

**QUESTION 39:**
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of higher education

**BANNER 3**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K- $80K- $100K+</td>
<td>GOP/IND/DEM</td>
<td>SPFFT/OPPOSE</td>
<td>PROT-ESTANT-CATH</td>
<td>MEN/WOMEN/WHITE/OTHER TOTAL BASE=SAMPLE</td>
</tr>
<tr>
<td>TOTAL</td>
<td>BASE=SAMPLE B</td>
<td>402 88 56 68 147 62 115 36 51 37 42 158 173 215 109 188 177 365 22 92 103 205</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>100% 22% 14% 17% 37% 15% 29% 9% 13% 9% 10% 39% 43% 54% 27% 47% 44% 91% 5% 23% 26% 51%</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>50 7 10 18 9 7 17 5 6 4 5 15 25 28 16 21 25 45 4 12 11 27</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12% 8% 18% 26% 6% 12% 14% 13% 12% 10% 12% 9% 15% 13% 15% 11% 14% 12% 16% 13% 10% 13%</td>
<td></td>
<td></td>
<td></td>
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<td>24% 25% 29% 31% 18% 23% 24% 30% 23% 31% 19% 22% 25% 25% 25% 22% 25% 24% 27% 23% 20% 27%</td>
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<tr>
<td>GOTTEN WORSE</td>
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<td>12% 17% 11% 5% 12% 11% 9% 17% 11% 21% 7% 12% 11% 12% 10% 11% 11% 9% 9% 14%</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>240 49 30 40 95 36 73 19 31 18 28 98 104 128 65 120 99 219 13 55 69 114</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>60% 55% 54% 59% 64% 57% 63% 63% 61% 49% 66% 62% 60% 60% 59% 64% 56% 60% 61% 60% 67% 56%</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>18 3 3 3 8 5 5 - 3 - 3 6 6 8 5 5 13 18 - 8 3 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4% 3% 6% 5% 6% 8% 4% - 6% - 8% 4% 4% 4% 5% 3% 7% 5% - 9% 3% 3%</td>
<td></td>
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</tr>
</tbody>
</table>
Table 48-4

**QUESTION 39:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of higher education

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>YES</td>
<td>NO</td>
<td>SIDE</td>
<td>YES</td>
<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
<td>PUBLIC</td>
<td>OTHER</td>
<td>RD</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>225</td>
<td>175</td>
<td>359</td>
<td>36</td>
<td>185</td>
<td>186</td>
<td>164</td>
<td>237</td>
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<td>56%</td>
<td>44%</td>
<td>89%</td>
<td>9%</td>
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<td>46%</td>
<td>41%</td>
<td>59%</td>
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</tr>
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<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
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<td>20</td>
<td>30</td>
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<td>25</td>
<td>15</td>
<td>33</td>
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<td>9%</td>
<td>17%</td>
<td>11%</td>
<td>14%</td>
<td>11%</td>
<td>13%</td>
<td>9%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>GOTTEN BETTER</td>
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<td>48</td>
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<td>44</td>
<td>35</td>
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<td>28%</td>
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<td>24%</td>
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<tr>
<td></td>
<td>GOTTEN WORSE</td>
<td>47</td>
<td>28</td>
<td>19</td>
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<td>15%</td>
</tr>
<tr>
<td></td>
<td>STAYED THE SAME</td>
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<td>140</td>
<td>100</td>
<td>113</td>
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<td>141</td>
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<td>58%</td>
<td>64%</td>
<td>61%</td>
<td>55%</td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW/REFUSED</td>
<td>18</td>
<td>9</td>
<td>9</td>
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</tr>
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Table 48-5

QUESTION 39: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of higher education

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANNER 5</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>BASE=SAMPLE B</th>
<th><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></th>
<th>GOTTEN BETTER</th>
<th>GOTTEN WORSE</th>
<th>STAYED THE SAME</th>
<th>DON'T KNOW/REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>402 179 87 91 13 8 24 89 59 54 78 63 59 139 42 35 28 76 56 27 165 121 116</td>
<td>50 18 19 11 1 - - 18 10 10 -1 3 10 10 5 9 3 12 8 3 5 18 27</td>
<td>97 40 29 21 2 2 3 24 15 16 13 13 14 33 9 10 7 19 14 6 30 31 36</td>
<td>47 22 9 10 1 1 3 7 5 6 15 10 4 23 4 1 4 7 6 3 25 12 10</td>
<td>240 108 46 55 10 4 17 57 33 30 46 37 36 78 24 24 17 45 35 19 103 70 67</td>
<td>18 8 2 5 - 1 1 1 1 1 5 2 4 6 5 - 1 6 1 - 6 8 4</td>
</tr>
<tr>
<td>100% 45% 22% 23% 3% 2% 6% 22% 15% 13% 19% 16% 15% 34% 10% 9% 7% 19% 14% 7% 41% 30% 29%</td>
<td>12% 10% 22% 12% 10% 5% - 20% 17% 18% -2% 5% 18% 7% 11% 26% 10% 16% 15% 11% 3% 15% 23%</td>
<td>24% 23% 33% 23% 18% 20% 12% 27% 26% 30% 17% 21% 25% 24% 22% 29% 23% 25% 25% 21% 18% 25% 31%</td>
<td>12% 12% 11% 11% 8% 15% 12% 8% 9% 12% 19% 16% 7% 16% 11% 2% 14% 9% 11% 10% 15% 10% 8%</td>
<td>60% 60% 53% 61% 73% 70% 70% 64% 56% 56% 59% 60% 61% 56% 57% 69% 59% 59% 63% 69% 63% 58% 58%</td>
<td>4% 5% 3% 5% - 15% 5% 1% 10% 2% 6% 2% 7% 4% 11% - 4% 8% 1% - 4% 7% 3%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Question 39: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of higher education

<table>
<thead>
<tr>
<th>BASE=SAMPLE B</th>
<th>STATE HOUSE DISTRICTS</th>
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</thead>
<tbody>
<tr>
<td>TOTAL</td>
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</tr>
<tr>
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<td>402</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
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</tr>
<tr>
<td>GOTTEN BETTER</td>
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</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>47</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>240</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
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</tbody>
</table>

Public Opinion Strategies
Table 48-7
QUESTION 39:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of higher education

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
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<tr>
<td></td>
<td>TOTAL 7 8 9 10 11 23 37</td>
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<td>INCR-</td>
<td>DECR-</td>
<td>SAME</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
<td></td>
<td>ABOUT</td>
<td>DECREASED</td>
<td>EASED</td>
<td>SAME</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td></td>
<td></td>
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</tr>
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<td>14%</td>
<td>27%</td>
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<td>8</td>
<td>11</td>
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<td>10%</td>
<td>20%</td>
<td>10%</td>
<td>11%</td>
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<tr>
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<td>STAYED THE SAME</td>
<td>240</td>
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<td>40</td>
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<td>52%</td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW/REFUSED</td>
<td>18</td>
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<td>6</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 48-8

**QUESTION 39:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of higher education

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<td><strong>BASE=SAMPLE B</strong></td>
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<td>71%</td>
<td>27%</td>
<td>55%</td>
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<td>74%</td>
</tr>
<tr>
<td><strong>DON'T KNOW/REFUSED</strong></td>
<td>18</td>
<td>8</td>
<td>15</td>
<td>3</td>
<td>13</td>
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<td>2</td>
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<td>4%</td>
<td>2%</td>
<td>5%</td>
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</table>

**GOTTEN BETTER**

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<th>opp</th>
<th>supp</th>
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<th>fav</th>
<th>opp</th>
<th>supp</th>
<th>opp</th>
<th>fav</th>
<th>opp</th>
<th>supp</th>
<th>opp</th>
<th>income</th>
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<th>no</th>
<th>fed</th>
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<th>al</th>
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</thead>
<tbody>
<tr>
<td>100%</td>
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<td>80%</td>
<td>19%</td>
<td>71%</td>
<td>27%</td>
<td>55%</td>
<td>4%</td>
<td>74%</td>
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</tbody>
</table>

**GOTTEN WORSE**

<table>
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<th>supp</th>
<th>opp</th>
<th>fav</th>
<th>opp</th>
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<th>opp</th>
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<th>supp</th>
<th>opp</th>
<th>income</th>
<th>sales</th>
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<th>no</th>
<th>fed</th>
<th>offici</th>
<th>al</th>
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<td>100%</td>
<td>44%</td>
<td>80%</td>
<td>19%</td>
<td>71%</td>
<td>27%</td>
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</table>
Table 49-1

QUESTION 40: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of Pre-K to 12th grade schools

BANNER 1

<table>
<thead>
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<th>BASE=SAMPLE B</th>
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<tbody>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>100%</td>
<td>52%</td>
<td>48%</td>
<td>17%</td>
<td>29%</td>
<td>19%</td>
<td>18%</td>
<td>32%</td>
<td>20%</td>
<td>30%</td>
<td>18%</td>
<td>26%</td>
<td>21%</td>
<td>48%</td>
<td>25%</td>
<td>21%</td>
<td>8%</td>
<td>12%</td>
<td>22%</td>
<td>41%</td>
<td>37%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>-34</td>
<td>-16</td>
<td>-18</td>
<td>-3</td>
<td>-16</td>
<td>-8</td>
<td>-10</td>
<td>3</td>
<td>-14</td>
<td>-1</td>
<td>-12</td>
<td>-6</td>
<td>-2</td>
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<td>-5</td>
<td>-6</td>
<td>-</td>
<td>-5</td>
<td>-18</td>
<td>-3</td>
<td>-3</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>-9</td>
<td>-8</td>
<td>-9</td>
<td>-4</td>
<td>-14</td>
<td>-13</td>
<td>-13</td>
<td>4</td>
<td>-11</td>
<td>-1</td>
<td>-10</td>
<td>-9</td>
<td>-2</td>
<td>-6</td>
<td>-4</td>
<td>-11</td>
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<td>-17</td>
<td>1</td>
<td>-5</td>
<td>-11</td>
<td>-2</td>
<td>-4</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>81</td>
<td>39</td>
<td>41</td>
<td>17</td>
<td>27</td>
<td>11</td>
<td>14</td>
<td>13</td>
<td>24</td>
<td>15</td>
<td>30</td>
<td>11</td>
<td>20</td>
<td>19</td>
<td>39</td>
<td>15</td>
<td>24</td>
<td>7</td>
<td>17</td>
<td>19</td>
<td>28</td>
<td>35</td>
<td>18</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>25</td>
<td>15</td>
<td>11</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>4</td>
<td>10</td>
<td>6</td>
<td>8</td>
<td>5</td>
<td>6</td>
<td>10</td>
<td>2</td>
<td>12</td>
<td>8</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>13</td>
<td>8</td>
<td>2</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 49-2

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of Pre-K to 12th grade schools

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>LESS</td>
<td>COLL</td>
<td>COLL+</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>41</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>10%</td>
<td>23%</td>
<td>67%</td>
</tr>
<tr>
<td>**D/S (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>-34</td>
<td>3</td>
<td>5</td>
<td>-44</td>
</tr>
<tr>
<td></td>
<td>-9</td>
<td>9</td>
<td>6%</td>
<td>-16%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>81</td>
<td>10</td>
<td>26</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>25%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>115</td>
<td>7</td>
<td>21</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>16%</td>
<td>23%</td>
<td>33%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>180</td>
<td>21</td>
<td>35</td>
<td>124</td>
</tr>
<tr>
<td></td>
<td>45%</td>
<td>52%</td>
<td>38%</td>
<td>46%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>25</td>
<td>3</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>7%</td>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>

PUBLI C OPINION STRATEGIES
Table 49-3

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of Pre-K to 12th grade schools

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K</td>
<td>$60K - $80K</td>
<td>$80K - $100K</td>
<td>$100K+</td>
<td>UNDER GOP</td>
<td>$60K - $80K</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
<td>147</td>
<td>62</td>
</tr>
<tr>
<td>100%</td>
<td>22%</td>
<td>14%</td>
<td>17%</td>
<td>37%</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-34</td>
<td>3</td>
<td>-5</td>
<td>-4</td>
<td>-25</td>
<td>-2</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>81</td>
<td>23</td>
<td>12</td>
<td>16</td>
<td>25</td>
<td>13</td>
</tr>
<tr>
<td>20%</td>
<td>26%</td>
<td>21%</td>
<td>24%</td>
<td>17%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>115</td>
<td>19</td>
<td>16</td>
<td>20</td>
<td>50</td>
<td>15</td>
</tr>
<tr>
<td>29%</td>
<td>22%</td>
<td>29%</td>
<td>30%</td>
<td>34%</td>
<td>24%</td>
<td>27%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>180</td>
<td>38</td>
<td>24</td>
<td>30</td>
<td>65</td>
<td>28</td>
</tr>
<tr>
<td>45%</td>
<td>43%</td>
<td>44%</td>
<td>45%</td>
<td>44%</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>25</td>
<td>8</td>
<td>4</td>
<td>1</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>6%</td>
<td>10%</td>
<td>6%</td>
<td>2%</td>
<td>5%</td>
<td>10%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Table 49-4

QUESTION 40: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of Pre-K to 12th grade schools

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF JOHNSON COUNTY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>BASE=SAMPLE B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SINGLE FAMILY</td>
<td>OTHER SIDE INSIDE</td>
<td>YES</td>
<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
<td>PUBLIC OTHER</td>
<td>RD</td>
<td>WT</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>YES</td>
<td>NO</td>
<td>FAMILY OTHER OUTSIDE</td>
<td>YES</td>
<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
<td>PUBLIC OTHER</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td></td>
<td>402</td>
<td>225</td>
<td>175</td>
<td>359</td>
<td>36</td>
<td>185</td>
<td>186</td>
<td>164</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td></td>
<td>-34</td>
<td>-18</td>
<td>-16</td>
<td>-42</td>
<td>-36</td>
<td>-4</td>
<td>-20</td>
<td>-15</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td></td>
<td>81</td>
<td>51</td>
<td>29</td>
<td>69</td>
<td>8</td>
<td>29</td>
<td>40</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20%</td>
<td>23%</td>
<td>17%</td>
<td>23%</td>
<td>16%</td>
<td>21%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td></td>
<td>115</td>
<td>69</td>
<td>46</td>
<td>110</td>
<td>4</td>
<td>65</td>
<td>44</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td></td>
<td>29%</td>
<td>31%</td>
<td>26%</td>
<td>31%</td>
<td>11%</td>
<td>35%</td>
<td>24%</td>
<td>35%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td></td>
<td>180</td>
<td>97</td>
<td>83</td>
<td>159</td>
<td>20</td>
<td>83</td>
<td>88</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td></td>
<td>45%</td>
<td>43%</td>
<td>47%</td>
<td>44%</td>
<td>56%</td>
<td>45%</td>
<td>47%</td>
<td>40%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td></td>
<td>25</td>
<td>7</td>
<td>17</td>
<td>21</td>
<td>4</td>
<td>9</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6%</td>
<td>3%</td>
<td>10%</td>
<td>6%</td>
<td>10%</td>
<td>5%</td>
<td>7%</td>
<td>2%</td>
</tr>
</tbody>
</table>
### Table 49-5

**Question 40:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of Pre-K to 12th grade schools

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANNER 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHAW-</td>
<td>GARD-</td>
<td>NEE</td>
<td>NE</td>
</tr>
<tr>
<td>MISS-</td>
<td>VALLEY</td>
<td>OLATHE</td>
<td>WOOD</td>
</tr>
<tr>
<td>SOTO</td>
<td>DE-</td>
<td>PARK</td>
<td>LENEXA</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>179</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>45%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-34</td>
<td>-9%</td>
<td>-50</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>81</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>115</td>
<td>69</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>39%</td>
<td>17%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>180</td>
<td>78</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>45%</td>
<td>44%</td>
<td>58%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>25</td>
<td>6%</td>
<td>12</td>
</tr>
</tbody>
</table>

**Public Opinion Strategies**
Table 49-6

**QUESTION 40:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of Pre-K to 12th grade schools

**BANNER 6**

| STATE HOUSE DISTRICTS | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|-----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| TOTAL                 | 402| 23 | 13 | 24 | 20 | 14 | 18 | 21 | 20 | 14 | 13 | 18 | 22 | 27 | 13 | 27 | 17 | 11 | 16 | 13 | 21 | 22 | 16 |
| BASE=SAMPLE B         |    | 6% | 3% | 6% | 5% | 3% | 4% | 5% | 5% | 4% | 3% | 5% | 5% | 7% | 3% | 7% | 4% | 3% | 4% | 3% | 5% | 6% | 4% |
| **D/S (GOTTEN BETTER - GOTTEN WORSE)** | -34| 2  | 1  | -7 | -4 | -3 | -7 | 3  | -7 | -6 | -5 | -10| 3  | -3 | 2  | 4  | 5  | 1  | 2  | 8  | 2  | -1 |
| GOTTEN BETTER        | 81 | 7  | 3  | 2  | 3  | 1  | 2  | 2  | 5  | 2  | -  | 2  | 1  | 11 | 2  | 6  | 6  | -  | 2  | 4  | 11 | 6  | 4  |
|                      | 20%| 33%| 25%| 7% | 16%| 9% | 11%| 9% | 24%| 12%| -  | 12%| 4% | 40%| 15%| 22%| 35%| -  | 12%| 30%| 51%| 28%| 22%|
| GOTTEN WORSE         | 115| 5  | 2  | 9  | 8  | 4  | 2  | 9  | 2  | 9  | 6  | 7  | 10 | 7  | 5  | 4  | 2  | 5  | 3  | 2  | 3  | 8  | 5  |
|                      | 29%| 24%| 17%| 37%| 38%| 27%| 14%| 42%| 10%| 62%| 43%| 37%| 48%| 27%| 35%| 16%| 10%| 40%| 20%| 13%| 12%| 36%| 30%|
| STAYED THE SAME      | 180| 7  | 6  | 11 | 6  | 8  | 13 | 7  | 12 | 2  | 6  | 9  | 11 | 8  | 6  | 16 | 9  | 7  | 9  | 6  | 6  | 8  | 8  |
|                      | 45%| 32%| 46%| 47%| 31%| 56%| 75%| 36%| 59%| 13%| 48%| 46%| 49%| 29%| 49%| 58%| 55%| 60%| 55%| 48%| 28%| 36%| 47%|
| DON'T KNOW/REFUSED   | 25 | 3  | 2  | 2  | 3  | 1  | -  | 3  | 1  | 2  | 1  | 1  | -  | 1  | -  | 1  | -  | 2  | 1  | 2  | -  | -  |
|                      | 6% | 11%| 12%| 8% | 15%| 9% | -  | 13%| 7% | 12%| 9% | 5% | -  | 4% | -  | 5% | -  | 13%| 9% | 8% | -  | -  |

PUBLIC OPINION STRATEGIES
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of Pre-K to 12th grade schools

**Table 49-7**

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO Econ VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td></td>
<td>402</td>
<td>60</td>
<td>59</td>
<td>55</td>
<td>51</td>
<td>69</td>
</tr>
<tr>
<td><strong>GOTTEN BETTER</strong></td>
<td></td>
<td>81</td>
<td>7</td>
<td>6</td>
<td>12</td>
<td>8</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
<td>39%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td></td>
<td>115</td>
<td>22</td>
<td>25</td>
<td>10</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>32%</td>
<td>19%</td>
<td>22%</td>
<td>15%</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td></td>
<td>180</td>
<td>28</td>
<td>24</td>
<td>25</td>
<td>23</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td></td>
<td>45%</td>
<td>46%</td>
<td>40%</td>
<td>45%</td>
<td>45%</td>
<td>61%</td>
</tr>
<tr>
<td><strong>DON'T KNOW/REFUSED</strong></td>
<td></td>
<td>25</td>
<td>3</td>
<td>5</td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
<td>14%</td>
<td>8%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Table 49-8

**QUESTION 40:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The quality of Pre-K to 12th grade schools

**BANNER 8**

<table>
<thead>
<tr>
<th>TIER</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LOCAL STRG</td>
<td>STRG</td>
<td>TOTAL SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>OPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>SUPP</td>
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PUBLIC OPINION STRATEGIES
Table 50-1

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The leadership of the area’s business community

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<th></th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td></td>
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<tr>
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<tr>
<td>GOTTEN WORSE</td>
<td>50</td>
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<td>13%</td>
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Table 50-2

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The leadership of the area’s business community

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<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
</tr>
<tr>
<td></td>
<td>HS OR</td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
</tr>
<tr>
<td></td>
<td>SOME</td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
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<td>55+</td>
<td>18-54</td>
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<table>
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<th>IND/</th>
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Public Opinion Strategies
Table 50-3
QUESTION 41: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The leadership of the area's business community

<table>
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<tr>
<th>PARTY/INCOME</th>
<th>INCOME</th>
<th>20 YEARS</th>
<th>11-20 YEARS</th>
<th>&lt;10 YEARS</th>
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<tbody>
<tr>
<td>GOP/IND/DEM</td>
<td>UNDER $60K</td>
<td>$60K-$80K</td>
<td>$80K-$100K</td>
<td>$100K+</td>
</tr>
<tr>
<td>TOTAL</td>
<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
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</table>

The leadership of the area's business community

<table>
<thead>
<tr>
<th>PARTY/INCOME</th>
<th>INCOME</th>
<th>20 YEARS</th>
<th>11-20 YEARS</th>
<th>&lt;10 YEARS</th>
</tr>
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<td>UNDER $60K</td>
<td>$60K-$80K</td>
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<td>$100K+</td>
</tr>
<tr>
<td>TOTAL</td>
<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
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Table 50-4

QUESTION 41: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The leadership of the area’s business community

BANNER 4

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<th>OTHER SIDE</th>
<th>IN</th>
<th>OUT</th>
<th>YES</th>
<th>NO</th>
<th>MOMS</th>
<th>DADS</th>
<th>PUBLIC</th>
<th>OTHER</th>
<th>RD</th>
<th>WT</th>
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<th>WT</th>
<th>RD</th>
<th>WT</th>
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<th>B</th>
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**PUBLIC OPINION STRATEGIES**
Table 50-5

QUESTION 41: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The leadership of the area’s business community

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<th>BANNER 5</th>
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</table>

PUBLIC OPINION STRATEGIES
Table 50-6

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The leadership of the area's business community

<table>
<thead>
<tr>
<th>QUESTION 41:</th>
<th>And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.</th>
</tr>
</thead>
</table>

**BANNER 6**

|TOTAL| 14| 15| 16| 17| 18| 19| 20| 21| 22| 23| 24| 25| 26| 27| 28| 29| 30| 38| 39| 43| 48| 49|
|BASE=SAMPLE B| 402| 23| 13| 24| 20| 14| 18| 21| 20| 14| 13| 18| 22| 27| 13| 27| 17| 11| 16| 13| 21| 22| 16|
|100%| 6%| 3%| 6%| 5%| 3%| 4%| 5%| 5%| 4%| 3%| 5%| 5%| 7%| 3%| 7%| 4%| 3%| 4%| 3%| 5%| 6%| 4%|
|**D/S (GOTTEN BETTER - GOTTEN WORSE)**| 6| 1| 1| -2| 3| 4| -1| -1| -3| -6| -2| 3| 3| 2| -2| -2| 4| 1| -3| 2|
|2%| 4%| 5%| -1%| 11%| 22%| 24%| -1%| 5%| -4%| -11%| -15%| -27%| -8%| 20%| 9%| 10%| -19%| -11%| 34%| 5%| -12%| 12%|
|GOTTEN BETTER| 56| 2| 2| 4| 5| 3| 5| 3| 2| 2| 2| 2| 2| 2| 3| 3| 3| -1| 4| 3| 3| 2|
|14%| 8%| 17%| 15%| 23%| 22%| 29%| 13%| 9%| 30%| 5%| 11%| -| 8%| 27%| 12%| 16%| -| 7%| 34%| 14%| 13%| 12%|
|GOTTEN WORSE| 50| 1| 2| 4| 2| -1| 3| 1| 5| 2| 5| 6| 4| 1| 1| 1| 2| 3| -2| 6| -|
|12%| 3%| 12%| 16%| 12%| -| 5%| 15%| 4%| 33%| 16%| 25%| 27%| 16%| 7%| 3%| 6%| 19%| 18%| -| 9%| 25%| -|
|STAYED THE SAME| 262| 19| 7| 14| 9| 10| 11| 12| 16| 5| 10| 9| 14| 17| 7| 21| 13| 7| 12| 8| 15| 13| 11|
|65%| 84%| 50%| 60%| 46%| 72%| 61%| 58%| 82%| 37%| 78%| 49%| 65%| 64%| 57%| 79%| 74%| 62%| 75%| 66%| 72%| 58%| 72%|
|DON'T KNOW/REFUSED| 34| 1| 3| 2| 4| 1| 1| 3| 1| -| 3| 2| 3| 1| 2| 1| 2| -| -| 1| 1| 3|
|8%| 5%| 21%| 8%| 20%| 7%| 6%| 14%| 6%| -| 16%| 8%| 12%| 10%| 6%| 5%| 19%| -| -| 4%| 4%| 16%|

**PUBLIC OPINION STRATEGIES**
Table 50-7

QUESTION 41: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The leadership of the area’s business community

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
<th>BASE=SAMPLE B</th>
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</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
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<tr>
<td></td>
<td>402</td>
<td>60</td>
<td>59</td>
<td>55</td>
<td>51</td>
<td>69</td>
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<tr>
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<td>14%</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
<td>17%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>GOTTEN BETTER</strong></td>
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<td>9</td>
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<td>11</td>
<td>11</td>
<td>4</td>
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<tr>
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<td>14%</td>
<td>7%</td>
<td>15%</td>
<td>14%</td>
<td>22%</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td>50</td>
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<td>10</td>
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<td>6</td>
<td>6</td>
<td>6</td>
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<td>12%</td>
<td>21%</td>
<td>16%</td>
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<td>16%</td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td>262</td>
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<td>49</td>
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<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td><strong>DON’T KNOW/REFUSED</strong></td>
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<td>8</td>
<td>6</td>
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PUBLICATION STRATEGIES
QUESTION 41: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The leadership of the area's business community

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<th>BANNER 8</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM ENFORCE</th>
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<td>OPP</td>
<td>FAV</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>SUPP</td>
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**PUBLIC OPINION STRATEGIES**
Table 51-1

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of competition between communities across the state line

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<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tr>
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<td>48%</td>
<td>17%</td>
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<tr>
<td>**/S (GOTTEN BETTER - GOTTEN WORSE)</td>
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<td>66%</td>
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PUBLIC OPINION STRATEGIES
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of competition between communities across the state line

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<td>10%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
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<tr>
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</table>
Table 51-3

QUESTION 42: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of competition between communities across the state line

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL $60K- $80K- $100K+ $100K+ UNDER GOP/ UNDER IND/ DEM/ DEM/ PROT- ESTANT OLIC MEN WOMEN WHITE OTHER YEARS YEARS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402    88    56    68    147    62    115    36    51    37    42    158    173    215    109    188    177    365    22    92    103    205</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>100%   22%   14%   17%    37%   15%   29%   9%   13%   9%   10%   39%   43%   54%   27%   47%   44%   91%   5%   23%   26%   51%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>61    14     8    8    26    10    19    5    9    5    6    35    15    38    16    37    18    55    4   14    17    30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>88    21    13    11    35    17    28    7    11    8    7    35    46    45    24    52    31    83    2   10    29    50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>193    43    29    41    61    29    50    18    25    19    25    62    94    103    52    82    96    178    12    49    45    96</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>60    10    6    8    25    6    18    6    6    4    5    26    19    30    17    17    32    49    4    18    12    29</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PUBLI C OPINION STRATEGIES
Table 51-4

QUESTION 42:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of competition between communities across the state line

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE PHONE</th>
<th>TYPE DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>YES NO SINGLE FAMILY OTHER SIDE SIDE YES NO MOTHERS DAD PUBLIC OTHER RD WT RD WT RD WT RD WT A B CELL LINE UNWGT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402 225 175 359 36 185 186 164 237 97 66 113 37 98 273 149 206 255 101 - 402 43 359 400</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>**D/S (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>-27 -9 -18 -26 - -29 - -10 -17 -5 -5 -7 -5 -13 -10 8 -32 -10 -17 - -27 2 -29 -36</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>61 35 26 57 4 21 34 21 40 9 13 14 5 11 47 32 23 42 11 - 61 8 53 59</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>88 44 44 83 4 50 34 31 57 14 17 20 11 25 57 23 55 52 28 - 88 6 83 95</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>193 114 77 164 26 91 90 87 106 54 34 63 13 55 125 70 99 127 47 - 193 26 167 186</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>60 31 28 55 2 23 27 24 34 21 3 16 8 7 45 24 28 35 15 - 60 4 56 60</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PUBLICATION STRATEGIES
Table 51-5

QUESTION 42: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of competition between communities across the state line

<p>| BANNER 5 |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|</p>
<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEE</td>
<td>GARD-</td>
<td>NER/</td>
<td>LAND</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td><strong>TOTAL</strong></td>
<td>402</td>
<td>179</td>
</tr>
<tr>
<td><strong>100%</strong></td>
<td><strong>45%</strong></td>
<td><strong>22%</strong></td>
<td><strong>23%</strong></td>
</tr>
<tr>
<td><strong>GOTTEN BETTER</strong></td>
<td><strong>-7%</strong></td>
<td><strong>-32%</strong></td>
<td><strong>1%</strong></td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td><strong>61%</strong></td>
<td><strong>20%</strong></td>
<td><strong>18%</strong></td>
</tr>
<tr>
<td><strong>GOTTEN BETTER</strong></td>
<td><strong>88%</strong></td>
<td><strong>52%</strong></td>
<td><strong>17%</strong></td>
</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td><strong>193%</strong></td>
<td><strong>82%</strong></td>
<td><strong>34%</strong></td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td><strong>48%</strong></td>
<td><strong>46%</strong></td>
<td><strong>40%</strong></td>
</tr>
<tr>
<td><strong>DON'T KNOW/REFUSED</strong></td>
<td><strong>15%</strong></td>
<td><strong>14%</strong></td>
<td><strong>20%</strong></td>
</tr>
</tbody>
</table>
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of competition between communities across the state line

<table>
<thead>
<tr>
<th>Banner 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>14</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
</tr>
<tr>
<td>%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td><strong>-27</strong></td>
</tr>
<tr>
<td>%</td>
<td>-7%</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>61</td>
</tr>
<tr>
<td>%</td>
<td>15%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>88</td>
</tr>
<tr>
<td>%</td>
<td>22%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>193</td>
</tr>
<tr>
<td>%</td>
<td>48%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>60</td>
</tr>
<tr>
<td>%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Table 51-7

QUESTION 42: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of competition between communities across the state line

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>60</td>
<td>59</td>
<td>55</td>
<td>51</td>
<td>69</td>
<td>59</td>
</tr>
<tr>
<td>**D/S (GOTTEN BETTER - GOTTEN WORSE)</td>
<td>-27</td>
<td>-11</td>
<td>-17</td>
<td>-2</td>
<td>-3</td>
<td>4</td>
<td>-25</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>61</td>
<td>6</td>
<td>4</td>
<td>8</td>
<td>9</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>11%</td>
<td>6%</td>
<td>15%</td>
<td>17%</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>88</td>
<td>17</td>
<td>21</td>
<td>9</td>
<td>11</td>
<td>17</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td>29%</td>
<td>36%</td>
<td>16%</td>
<td>22%</td>
<td>25%</td>
<td>11%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>193</td>
<td>34</td>
<td>24</td>
<td>31</td>
<td>20</td>
<td>30</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>56%</td>
<td>41%</td>
<td>56%</td>
<td>39%</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>60</td>
<td>3</td>
<td>10</td>
<td>7</td>
<td>11</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>4%</td>
<td>18%</td>
<td>13%</td>
<td>22%</td>
<td>11%</td>
<td>18%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 51-8

QUESTION 42: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The level of competition between communities across the state line

BANNER 8

| TAXES FOR ECON DEVELOP | TAXES FOR EDUCATION | TAXES FOR HIGHER EDU | TAXES FOR NEW TERMINAL | TAXES FOR TRANSIT | TAXES FOR ROADS | TAXES FOR ONLINE | LEAST FAV TAX | PROBLEM ENFORCE | LOCAL STRG | TOTAL | SUPP | OPP | FAV | OPP | SUPP | OPP | OPP | OPP | OPP | FAV | OPP |
|------------------------|---------------------|----------------------|------------------------|-------------------|----------------|----------------|----------------|----------------|-------------|--------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| BASE=SAMPLE B          |                     |                      |                        |                   |                |                |                |                |             |        | 402  | 75  | 284 | 110 | 220 | 175 | 96  | 297 | 211 | 194 | 204 | 266 |
| 100%                   |                     |                      |                        |                   |                |                |                |                |             |        | 44%  | 80% | 4%  | 27% | 55% | 44% | 24% | 74% | 53% | 48% | 51% | 66% |
| **D/S (GOTTEN BETTER - GOTTEN WORSE)** |                     |                      |                        |                   |                |                |                |                |             |        | -27  | -9  | -15 | -12 | -9  | -10 | -11 | -2  | -26 | -1  | -14 | -6  |
| GOTTEN BETTER         |                     |                      |                        |                   |                |                |                |                |             |        | 61   | 34  | 54  | 5   | 43  | 32  | 32  | 12  | 49  | 20  | 39  | 22  |
| 15%                   |                     |                      |                        |                   |                |                |                |                |             |        | 19%  | 17% | 7%  | 14% | 18% | 15% | 16% | 13% | 20% | 10% | 20% | 15% |
| GOTTEN WORSE          |                     |                      |                        |                   |                |                |                |                |             |        | 88   | 43  | 69  | 17  | 58  | 28  | 49  | 38  | 27  | 59  | 41  | 51  |
| 22%                   |                     |                      |                        |                   |                |                |                |                |             |        | 24%  | 22% | 23% | 20% | 26% | 22% | 22% | 28% | 20% | 19% | 26% | 19% |
| STAYED THE SAME       |                     |                      |                        |                   |                |                |                |                |             |        | 193  | 81  | 157 | 32  | 146 | 43  | 111 | 79  | 47  | 141 | 93  | 94  |
| 48%                   |                     |                      |                        |                   |                |                |                |                |             |        | 46%  | 49% | 43% | 31% | 39% | 50% | 45% | 49% | 48% | 44% | 47% | 49% |
| DON'T KNOW/REFUSED    |                     |                      |                        |                   |                |                |                |                |             |        | 60   | 19  | 39  | 20  | 40  | 18  | 28  | 30  | 9   | 48  | 35  | 29  |
| 15%                   |                     |                      |                        |                   |                |                |                |                |             |        | 11%  | 12% | 27% | 14% | 17% | 13% | 17% | 9%  | 16% | 15% | 15% | 12% |

<table>
<thead>
<tr>
<th>IMMIGRATION IMMIGRATION</th>
<th>PROBLEM ENFORCE</th>
<th>LOCAL OFFICIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td></td>
<td></td>
</tr>
<tr>
<td>48%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The amount of poverty in the county

<table>
<thead>
<tr>
<th>BASE=SAMPLE B</th>
<th>402</th>
<th>208</th>
<th>193</th>
<th>67</th>
<th>116</th>
<th>65</th>
<th>77</th>
<th>73</th>
<th>127</th>
<th>80</th>
<th>121</th>
<th>71</th>
<th>106</th>
<th>86</th>
<th>192</th>
<th>100</th>
<th>83</th>
<th>34</th>
<th>50</th>
<th>89</th>
<th>163</th>
<th>149</th>
<th>70</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOTTEN BETTER</td>
<td>20</td>
<td>15</td>
<td>5</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>9</td>
<td>6</td>
<td>4</td>
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<td>2</td>
<td>6</td>
<td>8</td>
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<td>3</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>98</td>
<td>57</td>
<td>131</td>
<td>29</td>
<td>75</td>
<td>40</td>
<td>58</td>
<td>44</td>
<td>66</td>
<td>51</td>
<td>78</td>
<td>51</td>
<td>64</td>
<td>58</td>
<td>122</td>
<td>63</td>
<td>53</td>
<td>22</td>
<td>31</td>
<td>56</td>
<td>96</td>
<td>95</td>
<td>46</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>35</td>
<td>18</td>
<td>17</td>
<td>5</td>
<td>13</td>
<td>8</td>
<td>2</td>
<td>7</td>
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<td>4</td>
<td>11</td>
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<td>2</td>
<td>2</td>
<td>9</td>
<td>16</td>
<td>10</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PUBLIC OPINION STRATEGIES</td>
<td>9%</td>
<td>9%</td>
<td>7%</td>
<td>11%</td>
<td>13%</td>
<td>2%</td>
<td>9%</td>
<td>11%</td>
<td>5%</td>
<td>11%</td>
<td>6%</td>
<td>10%</td>
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<td>8%</td>
<td>9%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>10%</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>
Table 52-2

And, do you feel that each of the following has gotten better, gotten worse, or stayed the same in Johnson County over the past few years.

The amount of poverty in the county

| TOTAL | LESS | COLL | COLL+ | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | COLL | COLL+ | COLL+ | COLL+ |
|-------|------|------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| BASE=SAMPLE B | 402 | 41 | 90 | 69 | 97 | 95 | 56 | 44 | 40 | 44 | 109 | 82 | 74 | 26 | 51 | 33 | 58 | 134 | 35 | 64 | 29 | 55 |
| 100% | 10% | 23% | 67% | 24% | 24% | 14% | 11% | 10% | 11% | 27% | 20% | 18% | 7% | 13% | 8% | 15% | 33% | 9% | 16% | 7% | 14% |
| 62% | 49% | 64% | 63% | 57% | 70% | 59% | 68% | 56% | 70% | 61% | 66% | 54% | 87% | 59% | 71% | 59% | 65% | 64% | 61% | 59% | 66% |
| STAYED THE SAME | 98 | 14 | 22 | 62 | 27 | 20 | 15 | 8 | 12 | 9 | 24 | 23 | 22 | 1 | 14 | 7 | 16 | 31 | 8 | 15 | 8 | 14 |
| 24% | 34% | 24% | 23% | 28% | 21% | 26% | 19% | 31% | 21% | 22% | 27% | 30% | 3% | 28% | 22% | 27% | 23% | 24% | 23% | 25% |
| DON'T KNOW/REFUSED | 35 | 5 | 3 | 27 | 9 | 7 | 6 | 3 | - | 4 | 13 | 3 | 7 | 1 | 3 | 1 | 5 | 11 | 2 | 7 | - | 4 |
| 9% | 12% | 3% | 10% | 9% | 7% | 10% | 7% | - | 9% | 12% | 3% | 10% | 5% | 6% | 3% | 8% | 8% | 4% | 11% | - | 7% |

PUBLI C OPINION STRATEGIES
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The amount of poverty in the county

**Table 52-3**

<table>
<thead>
<tr>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>BASE=SAMPLE B</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>402</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
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<tr>
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</tr>
<tr>
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<td>20</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>250</td>
<td>54</td>
<td>41</td>
<td>38</td>
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<td></td>
<td>62%</td>
<td>61%</td>
<td>75%</td>
<td>56%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>98</td>
<td>24</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>27%</td>
<td>13%</td>
<td>25%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>35</td>
<td>5</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
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<td>8%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Table 52-4

QUESTION 43:
And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>225</td>
<td>175</td>
<td>359</td>
<td>36</td>
<td>185</td>
<td>186</td>
<td>164</td>
<td>237</td>
<td>97</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>20</td>
<td>13</td>
<td>6</td>
<td>19</td>
<td>1</td>
<td>5</td>
<td>12</td>
<td>7</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>250</td>
<td>140</td>
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<td>128</td>
<td>105</td>
<td>99</td>
<td>149</td>
<td>62</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>98</td>
<td>55</td>
<td>43</td>
<td>87</td>
<td>9</td>
<td>44</td>
<td>47</td>
<td>38</td>
<td>60</td>
<td>19</td>
</tr>
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<td>35</td>
<td>18</td>
<td>16</td>
<td>33</td>
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<td>9</td>
<td>22</td>
<td>20</td>
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<td>12</td>
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</tbody>
</table>

PUBLICATION STRATEGIES
Table 52-5

**QUESTION 43:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The amount of poverty in the county

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NEE</td>
<td>SHAW-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402 179 87 91 13 8 24 89 59 54 78 63 59 139 42 35 28 76 56 27 165 121 116</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>20 4 3 8 2 - 2 1 3 2 3 4 6 4 2 1 1 5 3 4 7 6 6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>98 44 24 17 2 4 7 26 11 16 20 16 9 39 8 13 9 12 11 6 37 28 33</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>35 10 11 6 - 2 6 4 8 9 6 4 4 12 8 3 1 9 1 1 15 15 5</td>
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</tr>
</tbody>
</table>

**PUBLICATION STRATEGIES**
Table 52-6

Question 43: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The amount of poverty in the county

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>14</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
</tr>
<tr>
<td>100%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>D/S (GOTTEN BETTER - GOTTEN WORSE)</strong></td>
<td>-230</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>-57%</td>
</tr>
<tr>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>GOTTEN WORSE</td>
<td>250</td>
</tr>
<tr>
<td>62%</td>
<td>67%</td>
</tr>
<tr>
<td>STAYED THE SAME</td>
<td>98</td>
</tr>
<tr>
<td>24%</td>
<td>4%</td>
</tr>
<tr>
<td>DON'T KNOW/REFUSED</td>
<td>35</td>
</tr>
<tr>
<td>9%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Public Opinion Strategies
Table 52-7

QUESTION 43: And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The amount of poverty in the county

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES</th>
<th>GOV'T SPENDING</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>TOTAL 7 8 9 10 11 23 37</td>
<td>BETTER</td>
<td>SAME</td>
<td>TOO HIGH ABOUT</td>
<td>INCREASED</td>
<td>DECREASED SAME</td>
<td>LEAD- ERS</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402 60 59 55 51 69 59 51</td>
<td>302 92</td>
<td>122 274 89 53</td>
<td>245 361 266</td>
<td>370 328</td>
<td>56 339</td>
<td>22</td>
</tr>
<tr>
<td>GOTTEN BETTER</td>
<td>20 1 2 4 2 2 6</td>
<td>2 19 1 9 11 2 2 16 1 17 11 18 16 2 16 1</td>
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<tr>
<td>GOTTEN WORSE</td>
<td>250 43 35 34 31 37 41 28 184 59 66 179 63 29 147 15 227 178 232 209 31 218 15</td>
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<tr>
<td>STAYED THE SAME</td>
<td>98 15 15 13 9 25 9 12 70 27 32 65 19 16 61 8 88 59 92 78 17 79 6</td>
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<tr>
<td>DON’T KNOW/REFUSED</td>
<td>35 1 6 3 8 5 3 9 29 4 15 19 6 5 21 2 29 17 27 24 6 26 -</td>
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<tr>
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PUBLIC OPINION STRATEGIES
Table 52-8

**QUESTION 43:** And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years.

The amount of poverty in the county

**BANNER 8**

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM ENFORCE</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
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</thead>
<tbody>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
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<tr>
<td>402</td>
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<td>110</td>
<td>220</td>
<td>175</td>
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<td>80%</td>
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<td>71%</td>
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<td>-57%</td>
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<td>-54%</td>
<td>-59%</td>
<td>-62%</td>
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<tr>
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<td>17</td>
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<td>4%</td>
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</tr>
<tr>
<td><strong>GOTTEN WORSE</strong></td>
<td>250</td>
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<td>181</td>
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<td>59%</td>
<td>60%</td>
<td>63%</td>
<td>65%</td>
</tr>
<tr>
<td><strong>STAYED THE SAME</strong></td>
<td>98</td>
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<td>77</td>
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<td>63</td>
<td>34</td>
<td>54</td>
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<td>25%</td>
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<td>25%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>DON'T KNOW/REFUSED</strong></td>
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<td>14</td>
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</tbody>
</table>

**LOCAL OFFICIALS**
Table 53-1

<table>
<thead>
<tr>
<th>QUESTION 44: How important do you believe the economic health of Johnson County is to the economic health of the Kansas City metropolitan area? Do you believe it is very important, somewhat important, not very important, or not at all important?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BANNER 1</strong></td>
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<tr>
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<td><strong>VERY IMPORTANT</strong></td>
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<tr>
<td><strong>SOMewhat IMPORTANT</strong></td>
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<td><strong>NOT VERY IMPORTANT</strong></td>
</tr>
<tr>
<td><strong>NOT AT ALL IMPORTANT</strong></td>
</tr>
<tr>
<td><strong>DEPENDS/DON'T KNOW</strong></td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-45</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>56%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
<td>397</td>
<td>166</td>
<td>213</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>95%</td>
<td>94%</td>
<td>96%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>TOTAL IMPORTANT</strong></td>
<td>386</td>
<td>170</td>
<td>217</td>
<td>64</td>
</tr>
<tr>
<td><strong>TOTAL NOT IMPORTANT</strong></td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td><strong>SOMewhat IMPORTANT</strong></td>
<td>304</td>
<td>142</td>
<td>161</td>
<td>53</td>
</tr>
<tr>
<td><strong>NOT VERY IMPORTANT</strong></td>
<td>83</td>
<td>38</td>
<td>55</td>
<td>11</td>
</tr>
<tr>
<td><strong>NOT AT ALL IMPORTANT</strong></td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td><strong>DEPENDS/DON'T KNOW</strong></td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 53-2

How important do you believe the economic health of Johnson County is to the economic health of the Kansas City metropolitan area? Do you believe it is very important, somewhat important, not very important, or not at all important?

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/EDUCATION</th>
<th>PARTY/AGE</th>
<th>PARTY/GENDER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/HS OR SOME</td>
<td>GOP/LENS</td>
<td>GOP/LESS</td>
<td>IND/LESS</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>35</td>
<td>88</td>
<td>274</td>
</tr>
<tr>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
<td>379</td>
<td>33</td>
<td>85</td>
<td>258</td>
</tr>
<tr>
<td>TOTAL IMPORTANT</td>
<td>386</td>
<td>33</td>
<td>86</td>
<td>265</td>
</tr>
<tr>
<td>TOTAL NOT IMPORTANT</td>
<td>0</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>VERY IMPORTANT</td>
<td>304</td>
<td>23</td>
<td>63</td>
<td>217</td>
</tr>
<tr>
<td>SOMewhat IMPORTANT</td>
<td>83</td>
<td>10</td>
<td>23</td>
<td>49</td>
</tr>
<tr>
<td>NOT VERY IMPORTANT</td>
<td>6</td>
<td>-</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>NOT AT ALL IMPORTANT</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

J OHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012

PUBLIC OPINION STRATEGIES
Table 53-3

QUESTION 44: How important do you believe the economic health of Johnson County is to the economic health of the Kansas City metropolitan area? Do you believe it is very important, somewhat important, not very important, or not at all important?

<table>
<thead>
<tr>
<th>BANNER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOME</strong></td>
</tr>
<tr>
<td>-------------------------------</td>
</tr>
<tr>
<td>UNDER $60K- $80K- TOTAL $60K</td>
</tr>
<tr>
<td>$80K- $80K+ $100K- $100K+</td>
</tr>
<tr>
<td>UNDER $60K- $80K- TOTAL $60K</td>
</tr>
<tr>
<td>$80K- $80K+ $100K- $100K+</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
</tr>
<tr>
<td>100%</td>
</tr>
<tr>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
</tr>
<tr>
<td>95%</td>
</tr>
<tr>
<td>TOTAL IMPORTANT</td>
</tr>
<tr>
<td>97%</td>
</tr>
<tr>
<td>TOTAL NOT IMPORTANT</td>
</tr>
<tr>
<td>2%</td>
</tr>
<tr>
<td>VERY IMPORTANT</td>
</tr>
<tr>
<td>76%</td>
</tr>
<tr>
<td>TOTAL IMPORTANT</td>
</tr>
<tr>
<td>97%</td>
</tr>
<tr>
<td>TOTAL NOT IMPORTANT</td>
</tr>
<tr>
<td>2%</td>
</tr>
<tr>
<td>NOT VERY IMPORTANT</td>
</tr>
<tr>
<td>1%</td>
</tr>
<tr>
<td>NOT AT ALL IMPORTANT</td>
</tr>
<tr>
<td>2%</td>
</tr>
<tr>
<td>DEFENDS/DON'T KNOW</td>
</tr>
<tr>
<td>1%</td>
</tr>
<tr>
<td>REFUSED</td>
</tr>
<tr>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 53-4

QUESTION 44: How important do you believe the economic health of Johnson County is to the economic health of the Kansas City metropolitan area? Do you believe it is very important, somewhat important, not very important, or not at all important?

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK</th>
<th>IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>OUTSIDE 435</th>
<th>INSIDE/OUTSIDE</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>218</td>
<td>180</td>
<td>362</td>
<td>32</td>
<td>168</td>
<td>198</td>
<td>202</td>
<td>197</td>
<td>117</td>
</tr>
<tr>
<td>100%</td>
<td>55%</td>
<td>45%</td>
<td>91%</td>
<td>8%</td>
<td>42%</td>
<td>50%</td>
<td>51%</td>
<td>49%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>**D/S (IMPORTANT - NOT IMPORTANT)</td>
<td>379</td>
<td>207</td>
<td>171</td>
<td>343</td>
<td>32</td>
<td>157</td>
<td>191</td>
<td>194</td>
<td>185</td>
<td>113</td>
</tr>
<tr>
<td>95%</td>
<td>95%</td>
<td>95%</td>
<td>98%</td>
<td>93%</td>
<td>97%</td>
<td>96%</td>
<td>94%</td>
<td>97%</td>
<td>96%</td>
<td>95%</td>
</tr>
<tr>
<td>TOTAL IMPORTANT</td>
<td>386</td>
<td>212</td>
<td>174</td>
<td>351</td>
<td>32</td>
<td>162</td>
<td>194</td>
<td>197</td>
<td>190</td>
<td>115</td>
</tr>
<tr>
<td>97%</td>
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<td>98%</td>
<td>98%</td>
<td>98%</td>
<td>98%</td>
<td>98%</td>
<td>98%</td>
<td>98%</td>
<td>97%</td>
</tr>
<tr>
<td>TOTAL NOT IMPORTANT</td>
<td>8</td>
<td>5</td>
<td>3</td>
<td>8</td>
<td>-</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>-</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>VERY IMPORTANT</td>
<td>304</td>
<td>169</td>
<td>135</td>
<td>275</td>
<td>26</td>
<td>125</td>
<td>160</td>
<td>159</td>
<td>145</td>
<td>87</td>
</tr>
<tr>
<td>76%</td>
<td>78%</td>
<td>75%</td>
<td>81%</td>
<td>81%</td>
<td>81%</td>
<td>79%</td>
<td>74%</td>
<td>74%</td>
<td>85%</td>
<td>77%</td>
</tr>
<tr>
<td>SOMEWHAT IMPORTANT</td>
<td>83</td>
<td>43</td>
<td>40</td>
<td>76</td>
<td>5</td>
<td>37</td>
<td>34</td>
<td>38</td>
<td>45</td>
<td>27</td>
</tr>
<tr>
<td>21%</td>
<td>20%</td>
<td>22%</td>
<td>21%</td>
<td>17%</td>
<td>22%</td>
<td>17%</td>
<td>19%</td>
<td>23%</td>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>NOT VERY IMPORTANT</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>-</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>-</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>NOT AT ALL IMPORTANT</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1%</td>
</tr>
<tr>
<td>DEFENDS/DON'T KNOW</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
**Table 53-5**

**QUESTION 44:** How important do you believe the economic health of Johnson County is to the economic health of the Kansas City metropolitan area? Do you believe it is very important, somewhat important, not very important, or not at all important?

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAW-</td>
<td>MISS-</td>
<td>BLUE</td>
<td>GARD-</td>
</tr>
<tr>
<td></td>
<td>NEE-</td>
<td>TOTAL</td>
<td>ION</td>
<td>VALLEY</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>172</td>
<td>81</td>
<td>101</td>
</tr>
<tr>
<td>100%</td>
<td>43%</td>
<td>20%</td>
<td>25%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
<td>379</td>
<td>163</td>
<td>79</td>
<td>96</td>
</tr>
<tr>
<td>95%</td>
<td>94%</td>
<td>98%</td>
<td>95%</td>
<td>89%</td>
</tr>
<tr>
<td>TOTAL IMPORTANT</td>
<td>386</td>
<td>167</td>
<td>80</td>
<td>98</td>
</tr>
<tr>
<td>97%</td>
<td>97%</td>
<td>99%</td>
<td>96%</td>
<td>94%</td>
</tr>
<tr>
<td>TOTAL NOT IMPORTANT</td>
<td>8</td>
<td>4</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>VERY IMPORTANT</td>
<td>304</td>
<td>126</td>
<td>70</td>
<td>81</td>
</tr>
<tr>
<td>76%</td>
<td>73%</td>
<td>86%</td>
<td>80%</td>
<td>71%</td>
</tr>
<tr>
<td>SOMewhat IMPORTANT</td>
<td>83</td>
<td>42</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>21%</td>
<td>24%</td>
<td>12%</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>NOT VERY IMPORTANT</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>NOT AT ALL IMPORTANT</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>DEFENDS/DON'T KNOW</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>2%</td>
<td>-</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 53-6
QUESTION 44: How important do you believe the economic health of Johnson County is to the economic health of the Kansas City metropolitan area? Do you believe it is very important, somewhat important, not very important, or not at all important?

| BASE=SAMPLE A | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| TOTAL | 398 | 16 | 18 | 19 | 27 | 15 | 10 | 16 | 22 | 16 | 12 | 13 | 11 | 28 | 34 | 15 | 13 | 17 | 16 | 13 | 24 | 25 |
| BASE=SAMPLE A | 100% | 4% | 4% | 5% | 7% | 4% | 2% | 4% | 5% | 4% | 3% | 3% | 7% | 9% | 4% | 3% | 4% | 4% | 3% | 6% | 6% | 5% |
| **D/S (IMPORTANT - NOT IMPORTANT) | 379 | 16 | 16 | 19 | 27 | 15 | 7 | 16 | 22 | 15 | 10 | 13 | 11 | 26 | 31 | 15 | 13 | 12 | 16 | 12 | 23 | 25 |
| TOTAL IMPORTANT | 95% | 100% | 100% | 100% | 100% | 100% | 75% | 100% | 100% | 95% | 85% | 100% | 100% | 93% | 91% | 100% | 100% | 93% | 93% | 100% | 100% |
| TOTAL NOT IMPORTANT | 8% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| TOTAL NOT IMPORTANT | 13% | 8% | 5% | 3% | 95% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| TOTAL IMPORTANT | 97% | 100% | 100% | 100% | 100% | 100% | 87% | 100% | 100% | 95% | 92% | 100% | 100% | 97% | 95% | 100% | 100% | 100% | 91% | 100% | 100% |
| TOTAL NOT IMPORTANT | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| TOTAL IMPORTANT | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| TOTAL NOT IMPORTANT | 13% | 8% | 5% | 3% | 95% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| TOTAL IMPORTANT | 97% | 100% | 100% | 100% | 100% | 100% | 87% | 100% | 100% | 95% | 92% | 100% | 100% | 97% | 95% | 100% | 100% | 100% | 91% | 100% | 100% |
| TOTAL NOT IMPORTANT | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

STATE HOUSE DISTRICTS

HOW IMPORTANT DO YOU BELIEVE THE ECONOMIC HEALTH OF JOHNSON COUNTY IS TO THE ECONOMIC HEALTH OF THE KANSAS CITY METROPOLITAN AREA? DO YOU BELIEVE IT IS:

- **Very Important**
- **Somewhat Important**
- **Not Very Important**
- **Not at All Important**
- **Depends/Don't Know**
- **Refused**
**Question 44:** How important do you believe the economic health of Johnson County is to the economic health of the Kansas City metropolitan area? Do you believe it is very important, somewhat important, not very important, or not at all important?

### Banner 7

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>VS. COUNTRY</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE A (100%)</td>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
<td><strong>TOTAL IMPORTANT</strong></td>
<td><strong>TOTAL NOT IMPORTANT</strong></td>
<td><strong>VERY IMPORTANT</strong></td>
<td><strong>SOMewhat IMPORTANT</strong></td>
<td><strong>NOT VERY IMPORTANT</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>23</th>
<th>37</th>
<th>BETTER</th>
<th>SAME</th>
<th>TOO HIGH</th>
<th>ABOUT</th>
<th>INCR- DECR-</th>
<th>LEAD- LEAD-</th>
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## Table 53-8

**QUESTION 44:** How important do you believe the economic health of Johnson County is to the economic health of the Kansas City metropolitan area? Do you believe it is very important, somewhat important, not very important, or not at all important?

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**J O H N S O N C O U N T Y, K A N S A S S T U D Y / 1 2 0 6 8 / J A N U A R Y 2 2 - 2 4 , 2 0 1 2**

**P U B L I C O P I N I O N S T R A T E G I E S**
Table 54-1

QUESTION 45: How important do you believe the economic health of the Kansas City metropolitan area is to the economic health of Johnson County? Do you believe it is very important, somewhat important, not very important, or not at all important?

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PUBLIC OPINION STRATEGIES
Table 54-2

QUESTION 45: How important do you believe the economic health of the Kansas City metropolitan area is to the economic health of Johnson County? Do you believe it is very important, somewhat important, not very important, or not at all important?

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Table 54-3

Question 45: How important do you believe the economic health of the Kansas City metropolitan area is to the economic health of Johnson County? Do you believe it is very important, somewhat important, not very important, or not at all important?

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Public Opinion Strategies
Table 54-4

QUESTION 45: How important do you believe the economic health of the Kansas City metropolitan area is to the economic health of Johnson County? Do you believe it is very important, somewhat important, not very important, or not at all important?

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<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF COUNTRY</th>
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</table>

PUBLIC OPINION STRATEGIES
Table 54-5

**QUESTION 45:** How important do you believe the economic health of the Kansas City metropolitan area is to the economic health of Johnson County? Do you believe it is very important, somewhat important, not very important, or not at all important?

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<tr>
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<td>LAND</td>
</tr>
<tr>
<td>SPRING DE-</td>
<td>SHAW-</td>
</tr>
<tr>
<td>PARK NEED</td>
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<tr>
<td>HILL SOTO</td>
<td>23-</td>
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**D/S (IMPORTANT NOT IMPORTANT)**

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<td>SHAW-</td>
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<tr>
<td>PARK NEED</td>
<td>22-</td>
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**VERY IMPORTANT**

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<td>SHAW-</td>
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PUBLISHERS' OPINION STRATEGIES
Table 54-6
QUESTION 45:
How important do you believe the economic health of the Kansas City metropolitan area is to the economic health of Johnson County? Do you believe it is very important, somewhat important, not very important, or not at all important?

| STATE HOUSE DISTRICTS | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|-----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=SAMPLE B         | 402| 23 | 13 | 24 | 20 | 14 | 18 | 21 | 20 | 14 | 13 | 18 | 22 | 27 | 13 | 27 | 17 | 11 | 16 | 13 | 21 | 22 | 16 | 100%| 6% | 3% | 6% | 5% | 3% | 4% | 5% | 4% | 3% | 5% | 7% | 3% | 7% | 4% | 3% | 4% | 3% | 5% | 6% | 5% | 4% |
| **D/S (IMPORTANT NOT IMPORTANT) | 353 | 21 | 10 | 20 | 20 | 12 | 12 | 16 | 17 | 12 | 13 | 18 | 22 | 27 | 11 | 24 | 15 | 9 | 13 | 11 | 11 | 22 | 14 | 88% | 92% | 81% | 83% | 100% | 89% | 67% | 79% | 89% | 87% | 100% | 100% | 100% | 88% | 88% | 91% | 81% | 82% | 88% | 55% | 100% | 88% |
| TOTAL IMPORTANT      | 377 | 22 | 12 | 22 | 20 | 13 | 15 | 19 | 19 | 13 | 13 | 18 | 22 | 27 | 12 | 25 | 16 | 10 | 15 | 12 | 16 | 22 | 15 | 94% | 96% | 90% | 92% | 100% | 95% | 84% | 90% | 94% | 93% | 100% | 100% | 100% | 94% | 92% | 95% | 91% | 91% | 94% | 77% | 100% | 94% |
| TOTAL NOT IMPORTANT   | 24  | 1  | 2  | -  | 1  | 3  | 2  | 1  | 1  | -  | -  | -  | -  | -  | 1  | 1  | 1  | 1  | 1  | 1  | 5  | 1  | 6% | 4% | 10% | 8%  | 5% | 16% | 10% | 6% | 7% | -  | -  | -  | 6% | 4% | 5% | 9% | 9% | 6% | 23% | 6%  | -  |
| VERY IMPORTANT        | 273 | 15 | 8  | 14 | 18 | 10 | 11 | 17 | 17 | 11 | 10 | 13 | 18 | 13 | 6  | 17 | 9  | 5  | 11 | 10 | 11 | 19 | 12 | 68% | 66% | 62% | 56% | 88% | 74% | 61% | 82% | 87% | 80% | 75% | 70% | 81% | 48% | 46% | 62% | 51% | 47% | 69% | 76% | 54% | 85% | 73% |
| SOMewhat IMPORTANT    | 104 | 7  | 4  | 8  | 2  | 3  | 4  | 2  | 1  | 2  | 3  | 6  | 4  | 14 | 6  | 8  | 7  | 5  | 4  | 2  | 5  | 3  | 3  | 26% | 30% | 29% | 35% | 12% | 20% | 22% | 7% | 7% | 14% | 25% | 30% | 19% | 52% | 48% | 30% | 4% | 44% | 44% | 22% | 19% | 23% | 15% | 21% |
| NOT VERY IMPORTANT    | 20  | 1  | 1  | 2  | -  | 1  | 2  | 1  | 1  | 1  | -  | -  | -  | -  | -  | -  | -  | 1  | 1  | 1  | 1  | 4  | -  | 5% | 4% | 10% | 8%  | 5% | 11% | 5% | 6% | 7% | -  | -  | -  | -  | -  | -  | 6% | 4% | 5% | 9% | 9% | 6% | 17% | -  |
| NOT AT ALL IMPORTANT  | 4   | -  | -  | -  | -  | 1  | 1  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | 1  | 1  | 1% | -  | -  | -  | -  | 5% | -  | -  | 6% | -  | -  | -  | -  | -  | -  | -  | -  |
| DEPENDS/DON'T KNOW    | 1   | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | 1% | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |

PUBLIC OPINION STRATEGIES
Table 54-7
QUESTION 45: How important do you believe the economic health of the Kansas City metropolitan area is to the economic health of Johnson County? Do you believe it is very important, somewhat important, not very important, or not at all important?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>VS. COUNTRY</th>
<th>CO ECON</th>
<th>SERVICES</th>
<th>GOV'T SPENDING</th>
<th>CONTROL</th>
<th>JCCC/ECON</th>
<th>JCCC</th>
<th>PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>PREPARE</th>
<th>DEVELOP</th>
<th>WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE LOCAL TOO ABOUT INCR- DECR- LEAD- LEAD- VERY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
<td>BETTER SAME</td>
<td>TOO HIGH</td>
<td>ABOUT RIGHT</td>
<td>INCREAS-</td>
<td>DECREASED SAME</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>60</td>
<td>59</td>
<td>55</td>
<td>51</td>
<td>69</td>
<td>59</td>
<td>51</td>
<td>302</td>
<td>92</td>
<td>122</td>
<td>274</td>
</tr>
<tr>
<td>100%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
<td>17%</td>
<td>15%</td>
<td>13%</td>
<td>75%</td>
<td>23%</td>
<td>30%</td>
<td>68%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
<td>353</td>
<td>60</td>
<td>44</td>
<td>47</td>
<td>48</td>
<td>60</td>
<td>49</td>
<td>45</td>
<td>274</td>
<td>72</td>
<td>97</td>
<td>251</td>
</tr>
<tr>
<td>88%</td>
<td>100%</td>
<td>75%</td>
<td>86%</td>
<td>94%</td>
<td>87%</td>
<td>84%</td>
<td>9%</td>
<td>11%</td>
<td>4%</td>
<td>10%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>TOTAL IMPORTANT</td>
<td>377</td>
<td>60</td>
<td>51</td>
<td>51</td>
<td>49</td>
<td>64</td>
<td>54</td>
<td>48</td>
<td>287</td>
<td>82</td>
<td>110</td>
<td>262</td>
</tr>
<tr>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
<td>24</td>
<td>-</td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>13</td>
<td>10</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>TOTAL NOT IMPORTANT</td>
<td>24</td>
<td>-</td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>13</td>
<td>10</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
<td>273</td>
<td>47</td>
<td>37</td>
<td>33</td>
<td>41</td>
<td>45</td>
<td>33</td>
<td>37</td>
<td>203</td>
<td>62</td>
<td>72</td>
<td>197</td>
</tr>
<tr>
<td>68%</td>
<td>79%</td>
<td>64%</td>
<td>61%</td>
<td>80%</td>
<td>65%</td>
<td>56%</td>
<td>73%</td>
<td>67%</td>
<td>68%</td>
<td>59%</td>
<td>72%</td>
<td>81%</td>
</tr>
<tr>
<td>TOTAL IMPORTANT</td>
<td>104</td>
<td>13</td>
<td>14</td>
<td>17</td>
<td>8</td>
<td>19</td>
<td>21</td>
<td>11</td>
<td>84</td>
<td>20</td>
<td>38</td>
<td>65</td>
</tr>
<tr>
<td>TOTAL NOT IMPORTANT</td>
<td>20</td>
<td>-</td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>11</td>
<td>0</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
<td>20</td>
<td>-</td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>11</td>
<td>0</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>5%</td>
<td>-</td>
<td>12%</td>
<td>7%</td>
<td>3%</td>
<td>6%</td>
<td>3%</td>
<td>4%</td>
<td>9%</td>
<td>8%</td>
<td>4%</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>TOTAL IMPORTANT</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL NOT IMPORTANT</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

PUBLIc OPINION STRATEGIES
Table 54-8

**QUESTION 45:** How important do you believe the economic health of the Kansas City metropolitan area is to the economic health of Johnson County? Do you believe it is very important, somewhat important, not very important, or not at all important?

<table>
<thead>
<tr>
<th></th>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRG</td>
<td>BASE=SAMPLE B</td>
<td>100%</td>
<td>44%</td>
<td>80%</td>
<td>19%</td>
<td>71%</td>
<td>27%</td>
<td>55%</td>
<td>44%</td>
<td>24%</td>
<td>74%</td>
</tr>
<tr>
<td><strong>D/S (IMPORTANT - NOT IMPORTANT)</strong></td>
<td><strong>TOTAL IMPORTANT</strong></td>
<td>377</td>
<td>168</td>
<td>300</td>
<td>70</td>
<td>274</td>
<td>96</td>
<td>210</td>
<td>162</td>
<td>94</td>
<td>276</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL NOT IMPORTANT</strong></td>
<td>24</td>
<td>8</td>
<td>19</td>
<td>5</td>
<td>11</td>
<td>12</td>
<td>11</td>
<td>12</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>VERY IMPORTANT</strong></td>
<td>273</td>
<td>137</td>
<td>224</td>
<td>45</td>
<td>205</td>
<td>63</td>
<td>162</td>
<td>107</td>
<td>69</td>
<td>197</td>
</tr>
<tr>
<td></td>
<td><strong>SOMewhat IMPORTANT</strong></td>
<td>104</td>
<td>31</td>
<td>76</td>
<td>24</td>
<td>68</td>
<td>33</td>
<td>48</td>
<td>55</td>
<td>25</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td><strong>NOT VERY IMPORTANT</strong></td>
<td>118</td>
<td>40</td>
<td>63</td>
<td>21</td>
<td>65</td>
<td>24</td>
<td>30</td>
<td>28</td>
<td>16</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td><strong>NOT AT ALL IMPORTANT</strong></td>
<td>70</td>
<td>19</td>
<td>30</td>
<td>9</td>
<td>22</td>
<td>7</td>
<td>18</td>
<td>11</td>
<td>7</td>
<td>22</td>
</tr>
</tbody>
</table>

**PUBLIc OPINION STRATEGIES**
Table 55-1

QUESTION 46: Compared to the rest of the country, do you believe Johnson County's economy is better, worse, or about the same as the national economy?

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td>--------</td>
<td>-------</td>
<td>-----</td>
<td>-------</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
<td>416</td>
</tr>
<tr>
<td><strong>D/S (BETTER - WORSE)</strong></td>
<td>74%</td>
<td>77%</td>
<td>72%</td>
</tr>
<tr>
<td>BETTER</td>
<td>602</td>
<td>300</td>
<td>302</td>
</tr>
<tr>
<td>WORSE</td>
<td>8</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>ABOUT THE SAME</td>
<td>189</td>
<td>78</td>
<td>111</td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 55-2

QUESTION 46: Compared to the rest of the country, do you believe Johnson County's economy is better, worse, or about the same as the national economy?

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/HS OR SOME</td>
<td>GOP MEN</td>
<td>GOP WOMEN</td>
<td>IND MEN</td>
</tr>
<tr>
<td></td>
<td>TOTAL LESS</td>
<td>COLLEGIATE +</td>
<td>TOTAL LESS</td>
<td>COLLEGIATE +</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>D/S (BETTER - WORSE)</strong></td>
<td>594</td>
<td>42</td>
<td>119</td>
<td>431</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>56%</td>
<td>67%</td>
<td>79%</td>
</tr>
<tr>
<td>BETTER</td>
<td>602</td>
<td>43</td>
<td>121</td>
<td>436</td>
</tr>
<tr>
<td></td>
<td>75%</td>
<td>57%</td>
<td>68%</td>
<td>80%</td>
</tr>
<tr>
<td>WORSE</td>
<td>8</td>
<td>1</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>ABOUT THE SAME</td>
<td>189</td>
<td>32</td>
<td>55</td>
<td>101</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>42%</td>
<td>31%</td>
<td>19%</td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
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<td>-</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 55-3

QUESTION 46: Compared to the rest of the country, do you believe Johnson County’s economy is better, worse, or about the same as the national economy?

<table>
<thead>
<tr>
<th></th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K- $80K- $100K+ TOTAL $60K $80K $100K+</td>
<td>GOP/ UNDER GOP/ IND/ UNDER IND/ DEM/ UNDER DEM/</td>
<td>PROT- CATH- WHITE WHITE TOTAL</td>
<td>PROSP SPRT OPPOSE ESTANT OLIC</td>
<td>MEN WOMEN WHITE OTHER YEARS YEARS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>BANNER 3</td>
<td>BANNER 3</td>
<td>BANNER 3</td>
<td>BANNER 3</td>
<td>BANNER 3</td>
</tr>
<tr>
<td></td>
<td>800 170 122 139 291</td>
<td>123 222 83 96 74</td>
<td>99 314 341 425 210 347 382 729 50 198 196 401</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>100% 21% 15% 17% 36%</td>
<td>15% 28% 10% 12% 9% 12%</td>
<td>39% 43% 53% 26% 43% 48% 91% 6% 25% 25% 50%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (BETTER - WORSE)</strong></td>
<td>594 101 85 117 232</td>
<td>88 187 53 81 41</td>
<td>70 246 249 313 152 267 279 545 34 142 155 294</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>74% 59% 70% 84% 80%</td>
<td>84% 64% 84% 55% 71% 78% 73% 74% 72% 77% 73% 75% 67% 72% 79% 73%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BETTER</td>
<td>602 104 85 119 235</td>
<td>89 187 54 81 42</td>
<td>73 249 252 319 153 271 282 553 34 144 158 298</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>75% 61% 70% 85% 80%</td>
<td>84% 65% 84% 57% 74% 72% 74% 75% 73% 78% 74% 76% 67% 73% 80% 74%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WORSE</td>
<td>8 3 - 2 2</td>
<td>1 1 1 - 1 3</td>
<td>3 3 3 6 1 5 3 8 - 2 2 4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1% 21% - 1% 1% 1% - 1% - 2% 3% 1% 1% 1% 1% 1% - 1% 1% 1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABOUT THE SAME</td>
<td>189 63 35 18 54 33 33 28 15 30 22 62 84 101 54 69 98 166 16 52 37 98</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>24% 37% 29% 13% 18% 26% 15% 34% 16% 41% 23% 20% 25%</td>
<td>24% 26% 20% 26% 23% 33% 26% 19% 24%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>1 - 1 - -</td>
<td>1 - - -</td>
<td>- - - - - -</td>
<td>- 1 - 1 - 1 - - -</td>
<td>- - -</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- - 1% - -</td>
<td>- - 1% - -</td>
<td>- - - - - -</td>
<td>- - - - - -</td>
<td>- - -</td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>1 - - -</td>
<td>1 - -</td>
<td>- - - - -</td>
<td>- - - - -</td>
<td>- - -</td>
<td></td>
</tr>
</tbody>
</table>
Table 55-4

**QUESTION 46:** Compared to the rest of the country, do you believe Johnson County’s economy is better, worse, or about the same as the national economy?

**BANNER 4**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435 KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SINGLE IN-</td>
<td>OUT-</td>
<td>LAND-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>727</td>
<td>55%</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td><strong>D/S (BETTER - WORSE)</strong></td>
<td>594</td>
<td>339</td>
<td>255</td>
<td>526</td>
<td>45%</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>BETTER</td>
<td>602</td>
<td>344</td>
<td>258</td>
<td>530</td>
<td>46%</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>WORSE</td>
<td>98</td>
<td>5</td>
<td>3</td>
<td>20</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>ABOUT THE SAME</td>
<td>189</td>
<td>94</td>
<td>95</td>
<td>164</td>
<td>24%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1%</td>
<td>1%</td>
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</table>

PUBLICATION STRATEGIES
Table 55-5

QUESTION 46: Compared to the rest of the country, do you believe Johnson County’s economy is better, worse, or about the same as the national economy?

<table>
<thead>
<tr>
<th>QUESTION 46</th>
<th>BASE=TOTAL SAMPLE</th>
<th>**D/S (BETTER - WORSE)</th>
<th>BETTER</th>
<th>WORSE</th>
<th>ABOUT THE SAME</th>
<th>DEPENDS/DON'T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>TOTAL MISS-</td>
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<td>VALLEY</td>
<td>OLATHE</td>
<td>GARDNER/</td>
<td>EGGERTON</td>
<td>SPRING</td>
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<td>352</td>
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<td>192</td>
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<td>BASE=TOTAL SAMPLE</td>
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<td>44%</td>
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<td>24%</td>
<td>4%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>**D/S (BETTER - WORSE)</td>
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<td>260</td>
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<td>140</td>
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<td>36</td>
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<tr>
<td>**D/S (BETTER - WORSE)</td>
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<td>74%</td>
<td>78%</td>
<td>73%</td>
<td>69%</td>
<td>54%</td>
<td>77%</td>
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<td>142</td>
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<td>8</td>
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<td>75%</td>
<td>78%</td>
<td>74%</td>
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<td>77%</td>
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</tr>
<tr>
<td>WORSE</td>
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<td>1%</td>
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<td>1%</td>
<td>3%</td>
<td>6%</td>
<td>-</td>
</tr>
<tr>
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<td>189</td>
<td>81</td>
<td>36</td>
<td>49</td>
<td>7</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
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<td>24%</td>
<td>23%</td>
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<td>25%</td>
<td>26%</td>
<td>33%</td>
<td>23%</td>
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<tr>
<td>DEPENDS/DON'T KNOW</td>
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PUBLIC OPINION STRATEGIES
Table 55-6
QUESTION 46: Compared to the rest of the country, do you believe Johnson County’s economy is better, worse, or about the same as the national economy?

<table>
<thead>
<tr>
<th></th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D/S (BETTER - WORSE)</strong></td>
<td>14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 38 39 43 48 49</td>
</tr>
<tr>
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<td>800 39 31 43 47 29 28 36 41 30 25 32 32 55 47 42 30 28 32 26 45 47 35</td>
</tr>
<tr>
<td></td>
<td>100% 5% 4% 5% 6% 4% 3% 5% 5% 4% 3% 4% 4% 7% 6% 5% 4% 3% 4% 3% 6% 6% 4%</td>
</tr>
<tr>
<td><strong>D/S (BETTER - WORSE)</strong></td>
<td>594 28 18 33 36 19 21 29 34 14 20 22 23 45 34 37 19 26 29 19 29 37 23</td>
</tr>
<tr>
<td></td>
<td>74% 72% 60% 77% 76% 67% 76% 81% 81% 47% 78% 69% 70% 83% 72% 88% 62% 93% 89% 73% 64% 79% 66%</td>
</tr>
<tr>
<td>BETTER</td>
<td>602 29 18 33 36 19 22 29 34 16 20 22 23 46 34 37 19 26 29 19 29 37 23</td>
</tr>
<tr>
<td></td>
<td>75% 74% 60% 77% 77% 67% 78% 81% 81% 53% 78% 69% 72% 84% 72% 88% 62% 93% 89% 73% 68% 80% 66%</td>
</tr>
<tr>
<td>WORSE</td>
<td>8 1 - - 1 - 1 - 2 - 1 1 - - - - 2 1 - -</td>
</tr>
<tr>
<td></td>
<td>1% 2% - - 1% - 3% - 6% - 2% 1% - - - - 4% 1% - -</td>
</tr>
<tr>
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<td>189 9 12 10 10 10 5 6 8 12 6 10 8 8 13 5 11 2 4 7 13 9 12</td>
</tr>
<tr>
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<td>24% 24% 40% 23% 22% 33% 19% 16% 19% 41% 22% 31% 23% 15% 28% 12% 38% 7% 11% 27% 28% 18% 34%</td>
</tr>
<tr>
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PUBLIS OPINION STRATEGIES
Table 55-7

QUESTION 46:
Compared to the rest of the country, do you believe Johnson County's economy is better, worse, or about the same as the national economy?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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</thead>
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<tr>
<td></td>
<td>TOTAL</td>
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<td>TOO HIGH</td>
<td>INCR-EASED</td>
<td>DECR-EASED</td>
<td>SAME</td>
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<tr>
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<td>800</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
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<td>76</td>
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<td>86</td>
<td>88</td>
<td>85</td>
<td>602</td>
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<td>77%</td>
<td>76%</td>
<td>82%</td>
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<td>72%</td>
<td>78%</td>
<td>77%</td>
<td>82%</td>
<td>73%</td>
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</tr>
<tr>
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<td>28</td>
<td>29</td>
<td>24</td>
<td>26</td>
<td>20</td>
<td>31</td>
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<td>22%</td>
<td>18%</td>
<td>25%</td>
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PUBLIC OPINION STRATEGIES
**Table 55-8**

**QUESTION 46:** Compared to the rest of the country, do you believe Johnson County’s economy is better, worse, or about the same as the national economy?

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<thead>
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<th></th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
<th>IMMIGRATION</th>
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</tr>
<tr>
<td>TOTAL SUPP</td>
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<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
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<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
<td>449</td>
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<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
<td>56%</td>
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</tr>
<tr>
<td>OPP FAV</td>
<td><strong>D/S (BETTER - WORSE)</strong></td>
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<td>455</td>
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<td><strong>74%</strong></td>
<td><strong>74%</strong></td>
<td><strong>74%</strong></td>
<td><strong>74%</strong></td>
<td><strong>74%</strong></td>
<td><strong>74%</strong></td>
<td><strong>74%</strong></td>
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<td><strong>74%</strong></td>
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<td><strong>75%</strong></td>
<td><strong>75%</strong></td>
<td><strong>75%</strong></td>
<td><strong>75%</strong></td>
<td><strong>75%</strong></td>
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<td><strong>75%</strong></td>
<td><strong>75%</strong></td>
<td><strong>75%</strong></td>
<td><strong>75%</strong></td>
</tr>
<tr>
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<td>1%</td>
<td>1%</td>
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</tr>
<tr>
<td>ABOUT THE SAME</td>
<td>189</td>
<td>98</td>
<td>158</td>
<td>30</td>
<td>133</td>
<td>52</td>
<td>108</td>
<td>78</td>
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<td>144</td>
<td>113</td>
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<td><strong>24%</strong></td>
<td><strong>24%</strong></td>
<td><strong>24%</strong></td>
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<td><strong>24%</strong></td>
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<td><strong>25%</strong></td>
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</table>
Table 56-1

And, do you believe that for the services you receive from your local city, school district, community college and Johnson County, are the taxes you pay too high or are they about right?

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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</tr>
<tr>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
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</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
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<td>384</td>
<td>416</td>
<td>131</td>
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<tr>
<td>100%</td>
<td>48%</td>
<td>52%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>TOO HIGH</td>
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</tr>
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<td>30%</td>
<td>26%</td>
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<td>68%</td>
<td>72%</td>
<td>73%</td>
<td>70%</td>
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<td>DEPENDS/DON'T KNOW</td>
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<td>1%</td>
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</table>
Table 56-2

QUESTION 47: And, do you believe that for the services you receive from your local city, school district, community college and Johnson County, are the taxes you pay too high or are they about right?

<table>
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<tr>
<th></th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td>GOP/</td>
<td>IND/</td>
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<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
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<td></td>
<td>COL+</td>
<td>MEN</td>
<td>WOMEN</td>
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<tr>
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<td>COL+</td>
<td>18-54</td>
<td>55+</td>
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<td>55+</td>
<td>18-54</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>D/S (TOO HIGH - ABOUT RIGHT)</strong></td>
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<td>-58</td>
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<td></td>
<td>-42%</td>
<td>-8%</td>
<td>-33%</td>
<td>-51%</td>
</tr>
<tr>
<td>TOO HIGH</td>
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<td>58</td>
<td>132</td>
</tr>
<tr>
<td></td>
<td>28%</td>
<td>43%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>ABOUT RIGHT</td>
<td>564</td>
<td>39</td>
<td>117</td>
<td>408</td>
</tr>
<tr>
<td></td>
<td>70%</td>
<td>51%</td>
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<td>75%</td>
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<tr>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 56-3

QUESTION 47: And, do you believe that for the services you receive from your local city, school district, community college and Johnson County, are the taxes you pay too high or are they about right?

<table>
<thead>
<tr>
<th>BASE=TOTAL SAMPLE</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
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<tr>
<td></td>
<td>UNDER $60K- $80K-</td>
<td>UNDER GOP/</td>
<td>UNDER IND/</td>
<td>UNDER DEM/</td>
<td>SPRT OPPOSE</td>
<td>PROT- ESTANT OLIC</td>
</tr>
<tr>
<td></td>
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<td>$80K</td>
<td>$80K+</td>
</tr>
<tr>
<td><strong>D/S (TOO HIGH - ABOUT RIGHT)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOO HIGH</td>
<td>225</td>
<td>63</td>
<td>34</td>
<td>29</td>
<td>71</td>
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<td>28%</td>
<td>37%</td>
<td>28%</td>
<td>21%</td>
<td>24%</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>ABOUT RIGHT</td>
<td>564</td>
<td>106</td>
<td>86</td>
<td>109</td>
<td>217</td>
<td>77</td>
</tr>
<tr>
<td>70%</td>
<td>62%</td>
<td>71%</td>
<td>78%</td>
<td>74%</td>
<td>63%</td>
<td>74%</td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>10</td>
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<td>3</td>
<td>2</td>
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<td>1%</td>
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<td>1%</td>
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</tbody>
</table>
Table 56-4

**QUESTION 47:** And, do you believe that for the services you receive from your local city, school district, community college and Johnson County, are the taxes you pay too high or are they about right?

**HINT:**

<table>
<thead>
<tr>
<th>Work in Johnson County</th>
<th>Type of Home</th>
<th>Inside/Outside 435</th>
<th>Kids</th>
<th>Schools of Country</th>
<th>Mood of Country</th>
<th>Mood of State</th>
<th>Mood of Johnson County</th>
<th>Sample</th>
<th>Phone Type</th>
<th>Data</th>
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</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
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<td>721</td>
<td>69</td>
<td>353</td>
<td>384</td>
<td>365</td>
<td>433</td>
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<td>247</td>
</tr>
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<td>44%</td>
<td>48%</td>
<td>46%</td>
<td>54%</td>
<td>27%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>D/S (TOO HIGH - ABOUT RIGHT)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>-42%</td>
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<td>-48%</td>
<td>-43%</td>
<td>-37%</td>
<td>-42%</td>
<td>-45%</td>
<td>-46%</td>
<td>-39%</td>
<td>-51%</td>
<td>-52%</td>
</tr>
<tr>
<td>TOO HIGH</td>
<td>225</td>
<td>132</td>
<td>91</td>
<td>200</td>
<td>101</td>
<td>103</td>
<td>95</td>
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<td>29%</td>
<td>27%</td>
<td>26%</td>
<td>30%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>ABOUT RIGHT</td>
<td>564</td>
<td>303</td>
<td>261</td>
<td>510</td>
<td>249</td>
<td>276</td>
<td>264</td>
<td>298</td>
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</tr>
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<td>68%</td>
<td>73%</td>
<td>71%</td>
<td>68%</td>
<td>70%</td>
<td>72%</td>
<td>72%</td>
<td>69%</td>
<td>75%</td>
<td>75%</td>
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<td>DEPENDS/DON'T KNOW</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>9</td>
<td>1</td>
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<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
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<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
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<td>-</td>
<td>1</td>
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</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
And, do you believe that for the services you receive from your local city, school district, community college and Johnson County, are the taxes you pay too high or are they about right?

Table 56-5

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISSOURI</td>
<td>BLUE VALLEY</td>
<td>Olathe</td>
<td>SHAWNEE</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>100%</td>
<td>44%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>D/S (TOO HIGH - ABOUT RIGHT)</strong></td>
<td>-338</td>
<td>-149</td>
<td>-78</td>
</tr>
<tr>
<td>TOO HIGH</td>
<td>225</td>
<td>98</td>
<td>44</td>
</tr>
<tr>
<td>28%</td>
<td>28%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>ABOUT RIGHT</td>
<td>564</td>
<td>248</td>
<td>122</td>
</tr>
<tr>
<td>70%</td>
<td>70%</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>10</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>1%</td>
<td>-</td>
</tr>
</tbody>
</table>
And, do you believe that for the services you receive from your local city, school district, community college and Johnson County, are the taxes you pay too high or are they about right?

<table>
<thead>
<tr>
<th>BASE=TOTAL SAMPLE</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>14</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
</tr>
<tr>
<td><strong>D/S (TOO HIGH - ABOUT RIGHT)</strong></td>
<td>338</td>
</tr>
<tr>
<td>TOO HIGH</td>
<td>225</td>
</tr>
<tr>
<td>ABOUT RIGHT</td>
<td>564</td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>10</td>
</tr>
<tr>
<td>REFUSED</td>
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</tr>
</tbody>
</table>

**P U B L I C   O P I N I O N   S T R A T E G I E S**
**Table 56-7**

**QUESTION 47:** And, do you believe that for the services you receive from your local city, school district, community college and Johnson County, are the taxes you pay too high or are they about right?

<table>
<thead>
<tr>
<th>JOHNSON CO ECON</th>
<th>VS. COUNTRY</th>
<th>SERVICES</th>
<th>GOV'T SPENDING</th>
<th>CONTROL</th>
<th>JCCC/ECON</th>
<th>JCCC/ECON</th>
<th>JCCC/ECON</th>
<th>JCCC/ECON</th>
<th>JCCC/ECON</th>
<th>JCCC/ECON</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE SENATE DISTRICTS</td>
<td>STATE LOCAL</td>
<td>TOO HIGH</td>
<td>ABOUT</td>
<td>INCR-</td>
<td>DECR-</td>
<td>BETTER</td>
<td>SAME</td>
<td>INCREASED</td>
<td>DECREASED</td>
<td>SAME</td>
</tr>
<tr>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
<td>124</td>
<td>11</td>
<td>115</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>100%</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>75%</td>
<td>24%</td>
<td>28%</td>
<td>70%</td>
</tr>
<tr>
<td>TOO HIGH</td>
<td>225</td>
<td>31</td>
<td>30</td>
<td>28</td>
<td>39</td>
<td>30</td>
<td>38</td>
<td>30</td>
<td>141</td>
<td>79</td>
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<tr>
<td>ABOUT RIGHT</td>
<td>564</td>
<td>74</td>
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<td>80</td>
<td>75</td>
<td>80</td>
<td>83</td>
<td>86</td>
<td>453</td>
<td>106</td>
</tr>
<tr>
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<td>2</td>
<td>4</td>
<td>1</td>
<td>-</td>
<td>2</td>
<td>1</td>
<td>8</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 56-8

QUESTION 47: And, do you believe that for the services you receive from your local city, school district, community college and Johnson County, are the taxes you pay too high or are they about right?

<table>
<thead>
<tr>
<th></th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>IMMIGRATION ENFORCE</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
</tr>
<tr>
<td></td>
<td>-42%</td>
<td>-53%</td>
<td>-49%</td>
<td>-13%</td>
<td>-60%</td>
<td>3%</td>
<td>-62%</td>
<td>-13%</td>
<td>-63%</td>
<td>-35%</td>
</tr>
<tr>
<td>TOO HIGH</td>
<td>225</td>
<td>79</td>
<td>161</td>
<td>57</td>
<td>109</td>
<td>108</td>
<td>84</td>
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<td>194</td>
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<td>25%</td>
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<td>51%</td>
<td>18%</td>
<td>43%</td>
<td>18%</td>
<td>32%</td>
</tr>
<tr>
<td>ABOUT RIGHT</td>
<td>564</td>
<td>267</td>
<td>478</td>
<td>74</td>
<td>453</td>
<td>102</td>
<td>374</td>
<td>180</td>
<td>30</td>
<td>194</td>
</tr>
<tr>
<td></td>
<td>70%</td>
<td>75%</td>
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<td>79%</td>
<td>48%</td>
<td>80%</td>
<td>56%</td>
<td>81%</td>
<td>67%</td>
</tr>
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<td>DEPENDS/DON’T KNOW</td>
<td>10</td>
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PUBLIC OPINION STRATEGIES
<table>
<thead>
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<th>GENDER</th>
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<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td>18-34</td>
<td>35-44</td>
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<td>800</td>
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<td>416</td>
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<tr>
<td>K-12 EDUCATION</td>
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<td>147</td>
<td>45</td>
<td>93</td>
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<tr>
<td>SOCIAL SERVICES, SUCH AS</td>
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<td>50</td>
<td>100</td>
<td>6</td>
<td>30</td>
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<tr>
<td>AGING SEWER AND STORM WATER INFRASTRUCTURE</td>
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<td>27</td>
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<td>48</td>
<td>8</td>
<td>23</td>
</tr>
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<td>34</td>
<td>34</td>
<td>17</td>
<td>23</td>
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<tr>
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<td>68</td>
<td>27</td>
<td>42</td>
<td>3</td>
<td>27</td>
</tr>
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<td>50</td>
<td>20</td>
<td>30</td>
<td>8</td>
<td>19</td>
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<td>26</td>
<td>6</td>
<td>16</td>
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<td>10</td>
<td>5</td>
<td>4</td>
<td>6</td>
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</tbody>
</table>

**P U B L I C   O P I N I O N   S T R A T E G I E S**
### Table 57-2: Summary of Tax Increase Support: % Strongly Support

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
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</thead>
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<td>HS OR SOME</td>
<td>GOP / MEN</td>
<td>GOP / MEN</td>
<td>DEM / MEN</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>18-54</td>
<td>18-54</td>
<td>55+ 18-54</td>
</tr>
<tr>
<td></td>
<td>LESS</td>
<td>LESS</td>
<td>LESS</td>
<td>LESS</td>
</tr>
<tr>
<td></td>
<td>COLL</td>
<td>COLL</td>
<td>COLL</td>
<td>COLL</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td>100%</td>
<td>9% 22% 68%</td>
<td>23% 24% 13%</td>
<td>10% 13% 13%</td>
<td>15% 19% 16%</td>
</tr>
<tr>
<td>K-12 EDUCATION</td>
<td>238</td>
<td>25</td>
<td>46</td>
<td>166</td>
</tr>
<tr>
<td>60% 70% 36%</td>
<td>42% 59% 53%</td>
<td>63% 79% 82%</td>
<td>53% 46% 59%</td>
<td>89% 61% 61%</td>
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<tr>
<td>SOCIAL SERVICES, SUCH AS</td>
<td>150</td>
<td>20</td>
<td>31</td>
<td>97</td>
</tr>
<tr>
<td>60% 60% 60%</td>
<td>42% 38% 42%</td>
<td>44% 45% 55%</td>
<td>55% 51% 61%</td>
<td>30% 40% 52%</td>
</tr>
<tr>
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<td>13</td>
<td>34</td>
<td>103</td>
</tr>
<tr>
<td>37% 32% 38%</td>
<td>30% 35% 46%</td>
<td>55% 66% 66%</td>
<td>30% 35% 26%</td>
<td>46% 58% 55%</td>
</tr>
<tr>
<td>AGING SEWER AND STORM WATER</td>
<td>110</td>
<td>11</td>
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<td>67</td>
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<td>5% 5% 5%</td>
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**PUBLIC OPINION STRATEGIES**
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<td>20+ years</td>
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<td><strong>RELIGION</strong></td>
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<td>PROT/ESTANT OLIC/MEN/MEN</td>
<td>CATH/MEN/WOMEN/WOMEN</td>
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| **TOTAL**    | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDER | UNDE
| BASE=TOTAL SAMPLE | 800 | 443 | 356 | 721 | 69 | 353 | 384 | 365 | 433 | 215 | 151 | 247 | 83 | 191 | 547 | 294 | 411 | 520 | 195 | 398 | 402 | 80 | 720 | 800 |
|-------------------|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| WORK IN JOHNSON COUNTY | TYPE OF HOME | INSIDE/OUTSIDE | MOOD | MOOD | OF JOHNSON COUNTY | OF STATE | SAMPLE | PHONE TYPE | DATA |
| SINGLE FAMILY OTHER SIDE | YES NO | TOTAL INSIDE | OUTSIDE | LAND RD | WT | RD RD | WT WT | A | B | CELL | UNWGT |
| 100% | 55% | 44% | 90% | 9% | 44% | 48% | 46% | 54% | 27% | 19% | 31% | 10% | 24% | 68% | 37% | 51% | 65% | 24% | 50% | 50% | 10% | 90% | 100% |
| SOCIAL SERVICES, SUCH AS DISABILITY SERVICES | 150 | 76 | 73 | 137 | 12 | 70 | 70 | 61 | 89 | 40 | 21 | 41 | 14 | 60 | 80 | 50 | 89 | 102 | 34 | 150 | 20 | 130 | 156 |
| 37% | 34% | 42% | 38% | 38% | 38% | 37% | 38% | 42% | 31% | 37% | 38% | 60% | 29% | 34% | 43% | 40% | 34% | 37% | 46% | 36% | 39% |
| AGING SEWER AND STORM WATER INFRASTRUCTURE | 110 | 58 | 52 | 96 | 12 | 64 | 40 | 33 | 77 | 13 | 20 | 42 | 59 | 74 | 26 | 110 | 8 | 102 | 116 |
| 27% | 26% | 30% | 27% | 32% | 35% | 21% | 20% | 32% | 13% | 26% | 28% | 29% | 25% | 27% | 18% | 29% | 16% | 25% | 25% | 19% | 25% | 29% | 29% |
| ROADS AND HIGHWAYS | 97 | 49 | 48 | 84 | 12 | 51 | 42 | 30 | 68 | 16 | 13 | 25 | 2 | 24 | 67 | 33 | 53 | 60 | 23 | 97 | 10 | 87 | 102 |
| 24% | 22% | 28% | 24% | 33% | 28% | 23% | 18% | 29% | 17% | 20% | 22% | 5% | 25% | 25% | 22% | 26% | 23% | 24% | 24% | 25% | 25% | 25% | 29% |
| LIBRARIES IN THE AREA | 79 | 39 | 41 | 70 | 10 | 45 | 25 | 28 | 51 | 18 | 10 | 20 | 6 | 28 | 41 | 27 | 48 | 55 | 17 | 79 | 9 | 70 | 82 |
| 20% | 17% | 23% | 19% | 26% | 24% | 14% | 17% | 22% | 16% | 18% | 17% | 29% | 15% | 18% | 23% | 21% | 16% | 20% | 22% | 20% | 21% | 20% |
| YOUTH SPORTS PROGRAMS | 69 | 38 | 31 | 60 | 8 | 26 | 37 | 40 | 29 | 21 | 19 | 23 | 8 | 18 | 49 | 23 | 37 | 53 | 13 | 69 | 8 | 61 | 67 |
| 17% | 17% | 17% | 17% | 24% | 15% | 19% | 20% | 15% | 18% | 22% | 17% | 18% | 19% | 18% | 16% | 18% | 20% | 14% | 17% | 21% | 17% |
| PUBLIC TRANSPORTATION | 68 | 34 | 34 | 62 | 7 | 27 | 35 | 27 | 42 | 16 | 10 | 20 | 5 | 21 | 43 | 23 | 36 | 41 | 20 | 68 | 4 | 64 | 70 |
| 17% | 16% | 19% | 17% | 21% | 16% | 13% | 12% | 14% | 15% | 12% | 13% | 16% | 16% | 16% | 16% | 16% | 21% | 17% | 22% | 21% | 21% | 21% |
| THE AREA’S ARTS AND CULTURAL AMENITIES | 50 | 26 | 25 | 49 | 1 | 19 | 26 | 27 | 23 | 19 | 8 | 16 | 6 | 22 | 25 | 18 | 30 | 31 | 16 | 50 | 4 | 47 | 52 |
| 13% | 12% | 14% | 13% | 12% | 13% | 12% | 16% | 10% | 12% | 14% | 24% | 9% | 12% | 15% | 12% | 17% | 13% | 10% | 13% | 13% | 13% | 13% |
| THE AREA’S PARKS | 49 | 23 | 25 | 45 | 3 | 28 | 19 | 20 | 28 | 14 | 6 | 14 | 4 | 15 | 28 | 14 | 30 | 31 | 16 | 50 | 4 | 47 | 52 |
| 12% | 10% | 15% | 12% | 15% | 10% | 15% | 12% | 15% | 9% | 12% | 15% | 12% | 15% | 10% | 12% | 15% | 12% | 15% | 10% | 14% | 12% | 13% |
| A NEW JOHNSON COUNTY COURTHOUSE | 15 | 8 | 7 | 14 | 1 | 6 | 8 | 3 | 12 | 1 | 2 | 2 | 8 | 7 | 3 | 10 | 7 | 15 | - | 5 | 16 | 16 |
| 4% | 8% | 4% | 4% | 4% | 4% | 4% | 6% | 1% | 3% | 2% | 9% | 3% | 2% | 5% | 3% | 8% | 4% | - | 4% | 16% | 16% | 16% |

Table 57-4
Summary of Tax Increase Support: % Strongly Support
Table 57-5

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<td>33</td>
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<td>32</td>
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<td>59</td>
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<td>ROADS AND HIGHWAYS</td>
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PUBLIC OPINION STRATEGIES
**Table 57-6**  
Summary of Tax Increase Support: % Strongly Support

**BANNER 6**

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Table 57-7

Summary of Tax Increase Support: % Strongly Support

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<th>PERSON</th>
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<th>GOV'T SPENDING</th>
<th>OVER</th>
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<th>PREPARE</th>
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**STATE LOCAL**

| **TOTAL**            | **800**         | **106**| **115**  | **112**     | **115**| **110**| **124** |
| **BASE=TOTAL SAMPLE** | **100%**        | **13%**| **14%**  | **14%**     | **15%**| **15%**| **14%** |

**K-12 EDUCATION**

| **100%**            | **13%**         | **14%**| **14%**  | **14%**     | **14%**| **14%**| **14%** |

**SOCIAL SERVICES, SUCH AS**

| **100%**            | **13%**         | **14%**| **14%**  | **14%**     | **14%**| **14%**| **14%** |

**HIGHER EDUCATION**

| **100%**            | **13%**         | **14%**| **14%**  | **14%**     | **14%**| **14%**| **14%** |

**AGING, SEWER AND STORM WATER INFRASTRUCTURE**

| **100%**            | **13%**         | **14%**| **14%**  | **14%**     | **14%**| **14%**| **14%** |

**ROADS AND HIGHWAYS**

| **100%**            | **13%**         | **14%**| **14%**  | **14%**     | **14%**| **14%**| **14%** |

**LIBRARIES IN THE AREA**

| **100%**            | **13%**         | **14%**| **14%**  | **14%**     | **14%**| **14%**| **14%** |

**PUBLIC TRANSPORTATION**

| **100%**            | **13%**         | **14%**| **14%**  | **14%**     | **14%**| **14%**| **14%** |

**THE AREA'S ARTS AND CULTURAL AMENITIES**

| **100%**            | **13%**         | **14%**| **14%**  | **14%**     | **14%**| **14%**| **14%** |

**THE AREA'S PARKS**

| **100%**            | **13%**         | **14%**| **14%**  | **14%**     | **14%**| **14%**| **14%** |

**A NEW JOHNSON COUNTY COURTHOUSE**

| **100%**            | **13%**         | **14%**| **14%**  | **14%**     | **14%**| **14%**| **14%** |

**PUBLIC OPINION STRATEGIES**
### Summary of Tax Increase Support: % Strongly Support

#### BANNER 8

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### Notes
- The table provides a summary of tax increase support across various categories, including education, higher education, roads, and more, with data indicating strong support percentages across different regions and sectors.
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</tbody>
</table>

| SOCIAL SERVICES, SUCH AS | 305 | 125 | 180 | 51 | 98 | 57 | 40 | 37 | 83 | 42 | 123 | 56 | 75 | 57 | 132 | 82 | 95 | 46 | 49 | 45 | 97 | 142 | 71 |
| 77% | 71% | 81% | 80% | 71% | 80% | 76% | 73% | 76% | 71% | 80% | 81% | 62% | 75% | 67% | 82% | 90% | 86% | 93% | 54% | 61% | 84% | 94% |

| SENIOR CITIZEN AND DISABILITY SERVICES | 281 | 140 | 127 | 43 | 75 | 40 | 52 | 62 | 78 | 42 | 123 | 56 | 75 | 57 | 132 | 82 | 95 | 46 | 49 | 45 | 97 | 142 | 71 |
| 70% | 73% | 67% | 64% | 60% | 77% | 80% | 75% | 70% | 78% | 76% | 61% | 71% | 67% | 78% | 68% | 79% | 84% | 76% | 61% | 61% | 76% | 79% |

| AGING SENIOR AND STORM WATER INFRASTRUCTURE | 268 | 140 | 127 | 43 | 75 | 40 | 52 | 62 | 78 | 42 | 123 | 56 | 75 | 57 | 132 | 82 | 95 | 46 | 49 | 45 | 97 | 142 | 71 |
| 67% | 66% | 51% | 64% | 68% | 72% | 72% | 78% | 61% | 74% | 59% | 74% | 64% | 75% | 74% | 75% | 74% | 76% | 57% | 57% | 73% | 79% |

| ROADS AND HIGHWAYS | 255 | 129 | 126 | 41 | 68 | 41 | 52 | 53 | 76 | 50 | 74 | 54 | 56 | 60 | 116 | 58 | 68 | 28 | 40 | 45 | 86 | 102 | 57 |
| 63% | 60% | 60% | 59% | 64% | 67% | 72% | 60% | 63% | 61% | 76% | 52% | 70% | 60% | 57% | 81% | 84% | 79% | 50% | 53% | 68% | 81% |

| HIGHER EDUCATION | 237 | 97 | 141 | 43 | 86 | 38 | 45 | 24 | 67 | 30 | 100 | 39 | 53 | 40 | 94 | 62 | 69 | 32 | 36 | 31 | 69 | 107 | 54 |
| 60% | 55% | 63% | 68% | 63% | 55% | 56% | 51% | 58% | 50% | 65% | 57% | 49% | 54% | 51% | 63% | 68% | 67% | 70% | 36% | 45% | 66% | 73% |

| YOUTH SPORTS PROGRAMS | 222 | 103 | 119 | 35 | 59 | 34 | 43 | 50 | 57 | 46 | 71 | 47 | 53 | 48 | 101 | 53 | 58 | 21 | 38 | 40 | 75 | 90 | 47 |
| 55% | 49% | 61% | 52% | 51% | 53% | 56% | 56% | 45% | 58% | 59% | 66% | 54% | 56% | 53% | 52% | 70% | 62% | 75% | 44% | 46% | 60% | 67% |

| LIBRARIES IN THE AREA | 198 | 75 | 123 | 33 | 66 | 34 | 40 | 23 | 49 | 26 | 84 | 37 | 48 | 23 | 71 | 56 | 64 | 26 | 38 | 27 | 56 | 89 | 45 |
| 50% | 43% | 55% | 52% | 49% | 43% | 51% | 49% | 42% | 51% | 55% | 44% | 44% | 51% | 40% | 64% | 57% | 64% | 57% | 57% | 64% | 57% |

| PUBLIC TRANSPORTATION | 195 | 74 | 122 | 35 | 63 | 27 | 43 | 25 | 47 | 26 | 78 | 42 | 35 | 38 | 73 | 50 | 68 | 31 | 36 | 23 | 45 | 94 | 53 |
| 49% | 42% | 55% | 55% | 46% | 50% | 54% | 45% | 41% | 45% | 51% | 61% | 32% | 51% | 40% | 51% | 67% | 65% | 70% | 27% | 30% | 58% | 71% |

| THE AREA'S ARTS AND CULTURAL AMENITIES | 194 | 101 | 92 | 34 | 50 | 30 | 37 | 43 | 57 | 44 | 57 | 35 | 41 | 48 | 89 | 44 | 49 | 21 | 29 | 32 | 57 | 87 | 45 |
| 48% | 49% | 55% | 51% | 43% | 54% | 58% | 58% | 45% | 56% | 47% | 50% | 38% | 56% | 44% | 59% | 62% | 57% | 36% | 35% | 58% | 64% |

| THE AREA'S PARKS | 72 | 29 | 43 | 15 | 23 | 14 | 13 | 6 | 19 | 9 | 33 | 10 | 12 | 14 | 26 | 17 | 25 | 7 | 17 | 12 | 18 | 36 | 17 |
| 18% | 16% | 19% | 23% | 17% | 21% | 17% | 13% | 16% | 16% | 21% | 15% | 11% | 19% | 14% | 18% | 25% | 16% | 33% | 14% | 12% | 23% | 22% |

PUBLIC OPINION STRATEGIES
Table 58-2
Summary of Tax Increase Support: % Total Support

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOP/IND/DEM</td>
<td>18-54</td>
<td>55+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td>K-12 EDUCATION</td>
<td>320</td>
<td>30</td>
<td>66</td>
<td>222</td>
</tr>
<tr>
<td>SOCIAL SERVICES, SUCH AS</td>
<td>281</td>
<td>23</td>
<td>68</td>
<td>189</td>
</tr>
<tr>
<td>AGING SEWER AND STORM WATER INFRASTRUCTURE</td>
<td>268</td>
<td>21</td>
<td>63</td>
<td>184</td>
</tr>
<tr>
<td>ROADS AND HIGHWAYS</td>
<td>255</td>
<td>26</td>
<td>54</td>
<td>175</td>
</tr>
<tr>
<td>HIGHER EDUCATION</td>
<td>237</td>
<td>23</td>
<td>51</td>
<td>161</td>
</tr>
<tr>
<td>LIBRARIES IN THE AREA</td>
<td>222</td>
<td>26</td>
<td>45</td>
<td>151</td>
</tr>
<tr>
<td>PUBLIC TRANSPORTATION</td>
<td>198</td>
<td>22</td>
<td>43</td>
<td>134</td>
</tr>
<tr>
<td>THE AREA'S ARTS AND CULTURAL AMENITIES</td>
<td>195</td>
<td>16</td>
<td>39</td>
<td>139</td>
</tr>
<tr>
<td>THE AREA'S PARKS</td>
<td>194</td>
<td>19</td>
<td>45</td>
<td>129</td>
</tr>
<tr>
<td>A NEW JOHNSON COUNTY COURTHOUSE</td>
<td>72</td>
<td>8</td>
<td>16</td>
<td>48</td>
</tr>
</tbody>
</table>
| \[ \text{PUBLIC OPINION STRATEGIES} \]
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<thead>
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<th>UNDER $60K</th>
<th>$60K-$80K</th>
<th>$80K-$100K</th>
<th>$100K+</th>
<th>TOTAL</th>
<th>PARTY/INCOME</th>
<th>GOP/IND/DEM</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>OF RESIDENCY</th>
</tr>
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<tr>
<td>TOTAL</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
<td>123</td>
<td>83</td>
<td>74</td>
<td>99</td>
<td>314</td>
<td>341</td>
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<tr>
<td>K-12 EDUCATION</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>36%</td>
<td>15%</td>
<td>15%</td>
<td>28%</td>
<td>84%</td>
<td>80%</td>
<td>53%</td>
<td>26%</td>
</tr>
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<td>SOCIAL SERVICES,</td>
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<td>54%</td>
<td>41%</td>
<td>49%</td>
<td>43%</td>
<td>43%</td>
<td>46%</td>
<td>37%</td>
<td>53%</td>
<td>54%</td>
<td>53%</td>
</tr>
<tr>
<td>AGING, SENIOR</td>
<td>30%</td>
<td>54%</td>
<td>41%</td>
<td>49%</td>
<td>43%</td>
<td>43%</td>
<td>46%</td>
<td>37%</td>
<td>53%</td>
<td>54%</td>
<td>53%</td>
</tr>
<tr>
<td>ROADS AND</td>
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<td>58%</td>
<td>47%</td>
<td>44%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>40%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
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<tr>
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<td>57%</td>
<td>29</td>
<td>48</td>
<td>97</td>
<td>33</td>
<td>76</td>
<td>20</td>
<td>31</td>
<td>28</td>
<td>35</td>
</tr>
<tr>
<td>YOUTH SPORTS</td>
<td>237</td>
<td>45%</td>
<td>46%</td>
<td>44%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>LIBRARIES IN THE</td>
<td>222</td>
<td>51%</td>
<td>27%</td>
<td>37%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>PUBLIC TRANSPORT</td>
<td>198</td>
<td>46%</td>
<td>33%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>THE AREA'S ARTS</td>
<td>195</td>
<td>35%</td>
<td>37%</td>
<td>39%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>THE AREA'S PARKS</td>
<td>194</td>
<td>47%</td>
<td>19%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>A NEW JOHNSON</td>
<td>72</td>
<td>14%</td>
<td>11%</td>
<td>17%</td>
<td>26%</td>
<td>6</td>
<td>21%</td>
<td>8</td>
<td>9</td>
<td>12</td>
<td>27</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
### Table 58-4
Summary of Tax Increase Support: % Total Support

**BANNER 4**

<table>
<thead>
<tr>
<th>Work in Johnson County</th>
<th>Type of Inside/Outside 435</th>
<th>Kids</th>
<th>Schools of Home</th>
<th>Mood of County</th>
<th>Mood of Johnson County</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>YES</strong></td>
<td><strong>NO</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>YES</strong></td>
<td><strong>NO</strong></td>
</tr>
<tr>
<td>Base=Total Sample</td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
</tr>
<tr>
<td>K-12 Education</td>
<td>320</td>
<td>174</td>
<td>146</td>
<td>90%</td>
<td>9%</td>
</tr>
<tr>
<td>Social Services, Such As</td>
<td>305</td>
<td>165</td>
<td>139</td>
<td>70%</td>
<td>65%</td>
</tr>
<tr>
<td>Aging, Senior Citizen and</td>
<td>281</td>
<td>146</td>
<td>133</td>
<td>55%</td>
<td>51%</td>
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<tr>
<td>Roads and Highways</td>
<td>268</td>
<td>142</td>
<td>126</td>
<td>67%</td>
<td>63%</td>
</tr>
<tr>
<td>Higher Education</td>
<td>255</td>
<td>136</td>
<td>119</td>
<td>63%</td>
<td>60%</td>
</tr>
<tr>
<td>Youth Sports Programs</td>
<td>237</td>
<td>127</td>
<td>110</td>
<td>60%</td>
<td>58%</td>
</tr>
<tr>
<td>Libraries in the Area</td>
<td>222</td>
<td>114</td>
<td>106</td>
<td>55%</td>
<td>51%</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>198</td>
<td>110</td>
<td>88</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>The Area's Arts and Cultural Amenities</td>
<td>195</td>
<td>96</td>
<td>99</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>The Area's Parks</td>
<td>194</td>
<td>97</td>
<td>95</td>
<td>48%</td>
<td>51%</td>
</tr>
<tr>
<td>A New Johnson County Courthouse</td>
<td>72</td>
<td>35</td>
<td>36</td>
<td>18%</td>
<td>16%</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
<table>
<thead>
<tr>
<th></th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td>800</td>
<td>526</td>
<td>191</td>
<td>124</td>
</tr>
<tr>
<td><strong>K-12 EDUCATION</strong></td>
<td>320</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>SOCIAL SERVICES, SUCH AS</strong></td>
<td>305</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>SENIOR CITIZEN AND AGING</strong></td>
<td>77%</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>INFRASTRUCTURE</strong></td>
<td>281</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>ROADS AND HIGHWAYS</strong></td>
<td>268</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>HIGHER EDUCATION</strong></td>
<td>255</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>YOUTH SPORTS PROGRAMS</strong></td>
<td>237</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>LIBRARIES IN THE AREA</strong></td>
<td>222</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>PUBLIC TRANSPORTATION</strong></td>
<td>198</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>THE AREA'S ARTS AND CULTURAL AMENITIES</strong></td>
<td>195</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>THE AREA'S PARKS</strong></td>
<td>194</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
<tr>
<td><strong>A NEW JOHNSON COUNTY COURTHOUSE</strong></td>
<td>72</td>
<td>196</td>
<td>124</td>
<td>124</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**

---

**Table 58-5 Summary of Tax Increase Support:**

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL ION VALLEY OLATHE ERTON HILL SOTO</strong></td>
<td><strong>1</strong></td>
<td><strong>2</strong></td>
<td><strong>3</strong></td>
<td><strong>4</strong></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
<td><strong>44%</strong></td>
<td><strong>21%</strong></td>
<td><strong>24%</strong></td>
</tr>
<tr>
<td><strong>K-12 EDUCATION</strong></td>
<td><strong>320</strong></td>
<td><strong>136</strong></td>
<td><strong>65</strong></td>
<td><strong>86</strong></td>
</tr>
<tr>
<td><strong>SOCIAL SERVICES, SUCH AS</strong></td>
<td><strong>305</strong></td>
<td><strong>128</strong></td>
<td><strong>65</strong></td>
<td><strong>79</strong></td>
</tr>
<tr>
<td><strong>SENIOR CITIZEN AND AGING</strong></td>
<td><strong>77%</strong></td>
<td><strong>196</strong></td>
<td><strong>124</strong></td>
<td><strong>124</strong></td>
</tr>
<tr>
<td><strong>INFRASTRUCTURE</strong></td>
<td><strong>281</strong></td>
<td><strong>130</strong></td>
<td><strong>64</strong></td>
<td><strong>70</strong></td>
</tr>
<tr>
<td><strong>ROADS AND HIGHWAYS</strong></td>
<td><strong>268</strong></td>
<td><strong>121</strong></td>
<td><strong>58</strong></td>
<td><strong>64</strong></td>
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<tr>
<td><strong>HIGHER EDUCATION</strong></td>
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<td><strong>112</strong></td>
<td><strong>53</strong></td>
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<td><strong>48</strong></td>
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<td><strong>LIBRARIES IN THE AREA</strong></td>
<td><strong>222</strong></td>
<td><strong>106</strong></td>
<td><strong>48</strong></td>
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<td><strong>85</strong></td>
<td><strong>39</strong></td>
<td><strong>58</strong></td>
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<tr>
<td><strong>THE AREA'S ARTS AND CULTURAL AMENITIES</strong></td>
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<td><strong>81</strong></td>
<td><strong>43</strong></td>
<td><strong>55</strong></td>
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<tr>
<td><strong>THE AREA'S PARKS</strong></td>
<td><strong>194</strong></td>
<td><strong>98</strong></td>
<td><strong>45</strong></td>
<td><strong>55</strong></td>
</tr>
<tr>
<td><strong>A NEW JOHNSON COUNTY COURTHOUSE</strong></td>
<td><strong>72</strong></td>
<td><strong>28</strong></td>
<td><strong>23</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>
## Table 58-6: Summary of Tax Increase Support: % Total Support

| BASE=TOTAL SAMPLE | 800 | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |
| K-12 EDUCATION | 100% | 5% | 4% | 6% | 4% | 3% | 5% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 3% | 6% | 6% | 4% |
| SOCIAL SERVICES, SUCH AS | 305 | 10 | 15 | 16 | 22 | 12 | 9 | 10 | 16 | 14 | 8 | 9 | 8 | 9 | 8 | 24 | 27 | 9 | 9 | 13 | 8 | 9 | 20 | 21 | 18 |
| AGING, SEWER AND STORM WATER INFRASTRUCTURE | 281 | 17 | 6 | 18 | 13 | 10 | 15 | 19 | 16 | 6 | 12 | 12 | 16 | 15 | 10 | 18 | 13 | 8 | 10 | 6 | 14 | 15 | 13 |
| ROADS AND HIGHWAYS | 268 | 17 | 6 | 20 | 13 | 12 | 15 | 12 | 13 | 8 | 7 | 13 | 17 | 20 | 11 | 16 | 10 | 8 | 12 | 6 | 11 | 12 | 11 |
| HIGHER EDUCATION | 255 | 15 | 6 | 15 | 4 | 8 | 14 | 14 | 15 | 8 | 6 | 10 | 16 | 18 | 11 | 14 | 11 | 3 | 13 | 7 | 14 | 11 | 12 |
| YOUTH SPORTS PROGRAMS | 222 | 15 | 9 | 11 | 14 | 7 | 11 | 11 | 14 | 7 | 7 | 11 | 16 | 10 | 6 | 14 | 9 | 5 | 7 | 5 | 9 | 12 | 11 |
| LIBRARIES IN THE AREA | 207 | 16 | 6 | 16 | 16 | 10 | 12 | 14 | 16 | 8 | 7 | 11 | 17 | 20 | 11 | 16 | 10 | 8 | 12 | 6 | 11 | 12 | 11 |
| PUBLIC TRANSPORTATION | 198 | 9 | 10 | 11 | 19 | 10 | 10 | 11 | 10 | 10 | 10 | 10 | 11 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 |
| THE AREA’S ARTS AND CULTURAL AMENITIES | 195 | 12 | 5 | 9 | 14 | 7 | 11 | 11 | 14 | 7 | 7 | 11 | 16 | 10 | 6 | 14 | 9 | 5 | 7 | 5 | 9 | 12 | 11 |
| THE AREA’S PARKS | 194 | 11 | 2 | 11 | 12 | 6 | 7 | 12 | 14 | 7 | 7 | 10 | 14 | 8 | 6 | 13 | 11 | 4 | 5 | 3 | 9 | 11 | 9 |
| A NEW JOHNSON COUNTY COURTHOUSE | 72 | 2 | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 5 | 4 |
| TOTAL | 800 | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |

**Public Opinion Strategies**
Table 58-7  
Summary of Tax Increase Support: % Total Support

<table>
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<tr>
<th>CO ECON SERVICES</th>
<th>GOV'T SPENDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVER PUBLIC EDI</td>
<td>JCC/COC PREPARE</td>
</tr>
<tr>
<td>PREPARE</td>
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<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON COUNTY VS COUNTRY</th>
<th>SERVICES IN COUNTY</th>
<th>GOV'T SPENDING</th>
<th>CONTROL OVER PUBLIC EDI</th>
<th>JCC/COC PREPARE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOO HIGH</td>
<td>ABOUT RIGHT</td>
<td>INCREASED</td>
<td>DECREASED</td>
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<td>BASE=TOTAL SAMPLE</td>
<td>100%</td>
<td>13%</td>
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<td>14%</td>
<td>15%</td>
</tr>
<tr>
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<td>100%</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>SOCIAL SERVICES, SUCH AS</td>
<td>100%</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>AGING SEWER AND STORM WATER INFRASTRUCTURE</td>
<td>100%</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>ROADS AND HIGHWAYS</td>
<td>100%</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>HIGHER EDUCATION</td>
<td>100%</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>LIBRARIES IN THE AREA</td>
<td>100%</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
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<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>THE AREA'S ARTS AND CULTURAL AMENITIES</td>
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<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>THE AREA'S PARKS</td>
<td>100%</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>A NEW JOHNSON COUNTY COURTHOUSE</td>
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<td>13%</td>
<td>14%</td>
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<td>15%</td>
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</table>

PUBLICATION STRATEGIES
### Table 58-8 Summary of Tax Increase Support: % Total Support

<table>
<thead>
<tr>
<th>STRG</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>IMMIGRATION ENFORCE</th>
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<tbody>
<tr>
<td></td>
<td>TOTAL SUPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>OPP</td>
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<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>354</td>
<td>132</td>
<td>371</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
<td>449</td>
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<tr>
<td>SOCIAL SERVICES, SUCH AS</td>
<td>305</td>
<td>149</td>
<td>31</td>
<td>244</td>
<td>52</td>
<td>217</td>
<td>82</td>
<td>65</td>
<td>232</td>
<td>167</td>
</tr>
<tr>
<td>SENIOR CITIZEN AND DISABILITY SERVICES</td>
<td>(2)</td>
<td>(2)</td>
<td>(2)</td>
<td>(2)</td>
<td>(2)</td>
<td>(2)</td>
<td>(2)</td>
<td>(2)</td>
<td>(2)</td>
<td>(2)</td>
</tr>
<tr>
<td>AGING SEWER AND STORM WATER INFRASTRUCTURE</td>
<td>281</td>
<td>141</td>
<td>237</td>
<td>40</td>
<td>217</td>
<td>60</td>
<td>172</td>
<td>104</td>
<td>87</td>
<td>187</td>
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<tr>
<td>ROADS AND HIGHWAYS</td>
<td>268</td>
<td>133</td>
<td>226</td>
<td>38</td>
<td>210</td>
<td>56</td>
<td>170</td>
<td>95</td>
<td>78</td>
<td>185</td>
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<tr>
<td>HIGHER EDUCATION</td>
<td>255</td>
<td>142</td>
<td>222</td>
<td>31</td>
<td>218</td>
<td>52</td>
<td>176</td>
<td>94</td>
<td>73</td>
<td>174</td>
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<tr>
<td>YOUTH SPORTS PROGRAMS</td>
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<td>125</td>
<td>217</td>
<td>14</td>
<td>204</td>
<td>52</td>
<td>172</td>
<td>119</td>
<td>117</td>
<td>114</td>
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<tr>
<td>LIBRARIES IN THE AREA</td>
<td>222</td>
<td>121</td>
<td>192</td>
<td>30</td>
<td>182</td>
<td>52</td>
<td>178</td>
<td>106</td>
<td>88</td>
<td>155</td>
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<td>101</td>
<td>175</td>
<td>19</td>
<td>168</td>
<td>52</td>
<td>175</td>
<td>119</td>
<td>117</td>
<td>114</td>
</tr>
<tr>
<td>THE AREA'S ARTS AND THE AREA'S PARKS</td>
<td>195</td>
<td>104</td>
<td>176</td>
<td>18</td>
<td>173</td>
<td>52</td>
<td>175</td>
<td>119</td>
<td>117</td>
<td>114</td>
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<tr>
<td>PUBLIC OPINION STRATEGIES</td>
<td>72</td>
<td>47</td>
<td>68</td>
<td>2</td>
<td>64</td>
<td>7</td>
<td>59</td>
<td>1</td>
<td>26</td>
<td>44</td>
</tr>
</tbody>
</table>

**Notes:**
- **Total Support:** Represents the percentage of total support for each category.
- **Opposition:** Represents the percentage of opposition to each category.
- **Opposite:** Represents the percentage of support for opposite categories.
- **Income Sales Prop:** Represents the percentage of income sales properties.
- **Yes:** Represents the percentage of yes votes.
- **No:** Represents the percentage of no votes.
- **Fed Govt:** Represents federal government involvement.
- **Local Govt:** Represents local government involvement.

**Percentages:**
- **80%** indicates an 80% increase in support for the category.
- **50%** indicates a 50% increase in support for the category.
Table 59-1

**QUESTION 48:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**K-12 education**

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
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<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>247</td>
<td>90</td>
<td>158</td>
<td>49</td>
<td>83</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>320</td>
<td>131</td>
<td>189</td>
<td>56</td>
<td>110</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>72</td>
<td>41</td>
<td>31</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>238</td>
<td>91</td>
<td>147</td>
<td>45</td>
<td>93</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>81</td>
<td>40</td>
<td>42</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>36</td>
<td>18</td>
<td>17</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>36</td>
<td>23</td>
<td>14</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 59-2

**QUESTION 48:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**K-12 education**

<table>
<thead>
<tr>
<th>PARTY/EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BASE=A</td>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td><strong>TOTAL SUPPORT</strong></td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>HS OR SOME</td>
<td>HS OR SOME</td>
</tr>
<tr>
<td></td>
<td>TRC/</td>
<td>GOP</td>
<td>GOP</td>
</tr>
<tr>
<td></td>
<td>TOTAL LESS</td>
<td>IND</td>
<td>DEM</td>
</tr>
<tr>
<td></td>
<td>COLL</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td></td>
<td>COLL+</td>
<td>18-54</td>
<td>55+</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LESS</td>
<td>55+</td>
</tr>
<tr>
<td></td>
<td></td>
<td>COLL</td>
<td>LESS</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>35</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>247</td>
<td>25</td>
<td>46</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
<td>320</td>
<td>30</td>
<td>66</td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
<td>72</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
<td>238</td>
<td>25</td>
<td>46</td>
</tr>
<tr>
<td><strong>SOMETHAT SUPPORT</strong></td>
<td>81</td>
<td>5</td>
<td>20</td>
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<td><strong>STRONGLY OPPOSE</strong></td>
<td>36</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td><strong>DONT KNOW</strong></td>
<td>5</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
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<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Table 59-3

**QUESTION 48:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

**K-12 education BANNER 3**

<table>
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<tr>
<th></th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<tr>
<td></td>
<td>TOTAL</td>
<td>UNDER $60K-</td>
<td>$80K-</td>
<td>UNDER GOP/</td>
<td>UNDER IND/</td>
<td>DEM/</td>
</tr>
<tr>
<td></td>
<td>BASE=A</td>
<td>$60K</td>
<td>$80K</td>
<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>21%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>TOTAL SUPPORT</td>
<td>320</td>
<td>65</td>
<td>57</td>
<td>59</td>
<td>113</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>21%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
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<td>238</td>
<td>43</td>
<td>42</td>
<td>46</td>
<td>93</td>
</tr>
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<td></td>
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<td>21%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
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<td>SOMEWHAT SUPPORT</td>
<td>81</td>
<td>22</td>
<td>16</td>
<td>12</td>
<td>20</td>
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<tr>
<td></td>
<td>100%</td>
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<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
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<td></td>
<td>SOMEWHAT OPPOSE</td>
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<td>4</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>21%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>STRONGLY OPPOSE</td>
<td>36</td>
<td>9</td>
<td>2</td>
<td>4</td>
<td>17</td>
</tr>
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<td></td>
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<td>21%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW</td>
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<td>1</td>
<td>-</td>
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<td>18%</td>
<td>36%</td>
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</tr>
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<td>REFUSED</td>
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<td>1</td>
<td>-</td>
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<td>21%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
K-12 education

**Table 59-4**

**Question 48:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th></th>
<th>K-12 education</th>
<th>BANNER 4</th>
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<tbody>
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<td><strong>Moody</strong></td>
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<td>100%</td>
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<tr>
<td><strong>Moody</strong></td>
<td>91%</td>
<td>80%</td>
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<tr>
<td><strong>Moody</strong></td>
<td>80%</td>
<td>94%</td>
</tr>
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<td>79%</td>
<td>83%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>79%</td>
<td>82%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>78%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>77%</td>
<td>88%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>79%</td>
<td>84%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>78%</td>
<td>84%</td>
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<td><strong>Moody</strong></td>
<td>73%</td>
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<tr>
<td><strong>Moody</strong></td>
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<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>71%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>70%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>69%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>68%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>67%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
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<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>65%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>64%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>63%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>62%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>61%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>60%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>59%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>58%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>57%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>56%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Moody</strong></td>
<td>55%</td>
<td>80%</td>
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<td><strong>Moody</strong></td>
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<td>80%</td>
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<tr>
<td><strong>Moody</strong></td>
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<td>80%</td>
</tr>
<tr>
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**Public Opinion Strategies**
Table 59-5

QUESTION 48: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

K-12 education

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<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<td>SPRING HILL/SOTO</td>
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<td>172</td>
<td>81</td>
<td>101</td>
</tr>
<tr>
<td>**/S (SUPPORT - OPPOSE)</td>
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<td>102</td>
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<td>172</td>
<td>81</td>
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PUBLİC ÖPINİON STRATEGİES
**Table 59-6**

**QUESTION 48:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

### K-12 education

**BANNER 6**

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<td></td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>10%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**STATE HOUSE DISTRICTS**
Table 59-7

QUESTION 48: Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

K-12 education

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>47</td>
<td>57</td>
<td>57</td>
<td>65</td>
<td>41</td>
<td>65</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>247</td>
<td>25</td>
<td>34</td>
<td>36</td>
<td>40</td>
<td>22</td>
<td>49</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>320</td>
<td>35</td>
<td>45</td>
<td>46</td>
<td>52</td>
<td>30</td>
<td>57</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td>100%</td>
<td>12%</td>
<td>14%</td>
<td>14%</td>
<td>16%</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>62%</td>
<td>54%</td>
<td>60%</td>
<td>62%</td>
<td>61%</td>
<td>52%</td>
<td>76%</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>238</td>
<td>27</td>
<td>28</td>
<td>37</td>
<td>38</td>
<td>20</td>
<td>46</td>
</tr>
<tr>
<td>60%</td>
<td>57%</td>
<td>50%</td>
<td>64%</td>
<td>59%</td>
<td>49%</td>
<td>71%</td>
<td>64%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>36</td>
<td>5</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>9%</td>
<td>11%</td>
<td>13%</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>36</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>7</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>9%</td>
<td>11%</td>
<td>6%</td>
<td>7%</td>
<td>11%</td>
<td>14%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>5</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>1%</td>
<td>-2%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>7%</td>
<td>-</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 59-8

QUESTION 48: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>STRONGLY SUPPORT</td>
<td>SOMEWHAT SUPPORT</td>
<td>SOMEWHAT OPPOSE</td>
<td>STRONGLY OPPOSE</td>
<td>DON'T KNOW</td>
<td>REFUSED</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>178</td>
<td>329</td>
<td>58</td>
<td>287</td>
<td>103</td>
<td>246</td>
<td>145</td>
<td>72</td>
<td>316</td>
</tr>
<tr>
<td>100%</td>
<td>45%</td>
<td>83%</td>
<td>14%</td>
<td>72%</td>
<td>26%</td>
<td>62%</td>
<td>36%</td>
<td>18%</td>
<td>79%</td>
<td>60%</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>247</td>
<td>136</td>
<td>232</td>
<td>13</td>
<td>212</td>
<td>28</td>
<td>62</td>
<td>176</td>
<td>110</td>
<td>143</td>
</tr>
<tr>
<td>62%</td>
<td>77%</td>
<td>70%</td>
<td>22%</td>
<td>90%</td>
<td>-14%</td>
<td>86%</td>
<td>20%</td>
<td>86%</td>
<td>56%</td>
<td>46%</td>
</tr>
<tr>
<td>80%</td>
<td>88%</td>
<td>85%</td>
<td>60%</td>
<td>95%</td>
<td>41%</td>
<td>92%</td>
<td>59%</td>
<td>93%</td>
<td>77%</td>
<td>73%</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>72</td>
<td>20</td>
<td>46</td>
<td>22</td>
<td>13</td>
<td>57</td>
<td>15</td>
<td>58</td>
<td>5</td>
<td>67</td>
</tr>
<tr>
<td>18%</td>
<td>11%</td>
<td>14%</td>
<td>38%</td>
<td>5%</td>
<td>55%</td>
<td>6%</td>
<td>40%</td>
<td>7%</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>238</td>
<td>130</td>
<td>216</td>
<td>18</td>
<td>218</td>
<td>19</td>
<td>176</td>
<td>56</td>
<td>55</td>
<td>175</td>
</tr>
<tr>
<td>60%</td>
<td>75%</td>
<td>66%</td>
<td>31%</td>
<td>76%</td>
<td>19%</td>
<td>71%</td>
<td>39%</td>
<td>77%</td>
<td>55%</td>
<td>52%</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>81</td>
<td>27</td>
<td>62</td>
<td>17</td>
<td>54</td>
<td>23</td>
<td>51</td>
<td>30</td>
<td>12</td>
<td>67</td>
</tr>
<tr>
<td>20%</td>
<td>15%</td>
<td>19%</td>
<td>29%</td>
<td>19%</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
<td>16%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>36</td>
<td>9</td>
<td>26</td>
<td>8</td>
<td>9</td>
<td>26</td>
<td>6</td>
<td>21</td>
<td>5</td>
<td>32</td>
</tr>
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<td>5%</td>
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<td>3%</td>
<td>26%</td>
<td>2%</td>
<td>6%</td>
<td>21%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>36</td>
<td>11</td>
<td>21</td>
<td>14</td>
<td>4</td>
<td>31</td>
<td>9</td>
<td>27</td>
<td>1</td>
<td>35</td>
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<td>9%</td>
<td>6%</td>
<td>6%</td>
<td>24%</td>
<td>1%</td>
<td>30%</td>
<td>4%</td>
<td>19%</td>
<td>2%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>-</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>1%</td>
</tr>
</tbody>
</table>
Table 60-1

QUESTION 49: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>Higher education</th>
<th>BANNER 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GENDER</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>115</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>255</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>140</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>150</td>
</tr>
<tr>
<td>SOMewhat SUPPORT</td>
<td>104</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>75</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>65</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>6</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
</tr>
</tbody>
</table>
Table 60-2
QUESTION 49: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Higher education

<table>
<thead>
<tr>
<th></th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOP</td>
<td>GOP</td>
<td>IND</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DEM</td>
<td>DEM</td>
<td>18-54</td>
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<tr>
<td></td>
<td></td>
<td>18-54</td>
<td>18-54</td>
<td>55+</td>
</tr>
<tr>
<td></td>
<td></td>
<td>COLL</td>
<td>COLL+</td>
<td>TOTAL LESS</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>41</td>
<td>90</td>
<td>269</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>10%</td>
<td>23%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>115</td>
<td>12</td>
<td>20</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>29%</td>
<td>30%</td>
<td>22%</td>
<td>31%</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>255</td>
<td>26</td>
<td>54</td>
<td>175</td>
</tr>
<tr>
<td></td>
<td>63%</td>
<td>63%</td>
<td>59%</td>
<td>65%</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>140</td>
<td>13</td>
<td>33</td>
<td>92</td>
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<td></td>
<td>35%</td>
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<td>34%</td>
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<td>34</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>37%</td>
<td>32%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>104</td>
<td>13</td>
<td>19</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>31%</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>75</td>
<td>7</td>
<td>16</td>
<td>52</td>
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<td>19%</td>
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<td>17</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td>16%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>6</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 60-3

**QUESTION 49:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>Higher education</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>BANNER 3</strong></th>
</tr>
</thead>
</table>

**INCOME**

<table>
<thead>
<tr>
<th><strong>PARTY/INCOME</strong></th>
<th><strong>TEA PARTY</strong></th>
<th><strong>RELIGION</strong></th>
<th><strong>ETHNICITY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOP/IND/DEM</strong></td>
<td><strong>SPPRT/OPPOSE</strong></td>
<td><strong>PROT/ESTANT</strong></td>
<td><strong>CATH/WHITE</strong></td>
</tr>
<tr>
<td><strong>WHITE/WHITE</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>OTHER</strong></td>
<td><strong>YEARS</strong></td>
</tr>
<tr>
<td><strong>UNDER $60K</strong></td>
<td><strong>$80K</strong></td>
<td><strong>$100K</strong></td>
<td><strong>$100K+</strong></td>
</tr>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td><strong>402</strong></td>
<td><strong>88</strong></td>
<td><strong>56</strong></td>
</tr>
<tr>
<td><strong>100%</strong></td>
<td><strong>22%</strong></td>
<td><strong>14%</strong></td>
<td><strong>17%</strong></td>
</tr>
<tr>
<td><strong>100%</strong></td>
<td><strong>22%</strong></td>
<td><strong>14%</strong></td>
<td><strong>17%</strong></td>
</tr>
</tbody>
</table>

**STRONGLY SUPPORT**

<table>
<thead>
<tr>
<th><strong>SOMEWHAT SUPPORT</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>SOMEWHAT OPPOSE</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>STRONGLY OPPOSE</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>DON'T KNOW</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>REFUSED</strong></th>
</tr>
</thead>
</table>

| **PUBLIC OPINION STRATEGIES** |
**Table 60-4**

**QUESTION 49:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th></th>
<th>Higher education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IN JOHNSON COUNTY</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TYPE</strong></td>
<td></td>
</tr>
<tr>
<td><strong>INSIDE/OUTSIDE 435</strong></td>
<td></td>
</tr>
<tr>
<td><strong>KIDS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SCHOOLS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MOOD OF COUNTRY</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MOOD OF JOHNSON COUNTY</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SAMPLE</strong></td>
<td></td>
</tr>
<tr>
<td><strong>PHONE TYPE</strong></td>
<td></td>
</tr>
<tr>
<td><strong>DATA</strong></td>
<td></td>
</tr>
</tbody>
</table>

**BASE=SAMPLE B**

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>YES</th>
<th>NO</th>
<th>FAMILY</th>
<th>OTHER</th>
<th>INSIDE</th>
<th>OUTSIDE</th>
<th>YES</th>
<th>NO</th>
<th>MOMS</th>
<th>DADS</th>
<th>PUBLIC</th>
<th>OTHER</th>
<th>RD</th>
<th>WT</th>
<th>RD</th>
<th>WT</th>
<th>RD</th>
<th>WT</th>
<th>A</th>
<th>B</th>
<th>CALL</th>
<th>UNWGT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td>402</td>
<td>225</td>
<td>175</td>
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**PUBLIC OPINION STRATEGIES**
Table 60-5

**QUESTION 49:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Higher education

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<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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PUBLIC OPINION STRATEGIES
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Higher education**

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<th><strong>TOTAL OPPOSE</strong></th>
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**PUBLIC OPINION STRATEGIES**
Table 60-7

QUESTION 49: Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

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<tr>
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PUBLIC OPINION STRATEGIES
**Table 60-8**

**QUESTION 49:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

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<thead>
<tr>
<th></th>
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<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
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<th>PROBLEM</th>
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<td><strong>STRONGLY SUPPORT</strong></td>
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<td>73</td>
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<td></td>
<td>255</td>
<td>142</td>
<td>222</td>
<td>31</td>
<td>218</td>
<td>33</td>
<td>180</td>
<td>73</td>
<td>73</td>
<td>174</td>
<td>114</td>
<td>142</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 61-1

QUESTION 50: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Social services, such as Senior Citizen and disability services

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
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<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>137</td>
<td>69</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>218</td>
<td>77</td>
<td>141</td>
<td>38</td>
<td>60</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>305</td>
<td>125</td>
<td>180</td>
<td>51</td>
<td>98</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>87</td>
<td>48</td>
<td>39</td>
<td>13</td>
<td>39</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>150</td>
<td>50</td>
<td>100</td>
<td>30</td>
<td>46</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>155</td>
<td>75</td>
<td>80</td>
<td>21</td>
<td>52</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>61</td>
<td>32</td>
<td>29</td>
<td>8</td>
<td>31</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>26</td>
<td>16</td>
<td>9</td>
<td>5</td>
<td>8</td>
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<tr>
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<td>2</td>
<td>3</td>
<td>-</td>
<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 61-2

Social services, such as Senior Citizen and disability services

| BANNER 2 |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| EDUCATION | PARTY/GENDER | PARTY/AGE | PARTY/EDUCATION |
| TOTAL LESS | COL + COL | TOTAL LESS | COL + COL | TOTAL LESS | COL + COL | TOTAL LESS | COL + COL | TOTAL LESS | COL + COL | TOTAL LESS | COL + COL | TOTAL LESS | COL + COL | TOTAL LESS | COL + COL | TOTAL LESS | COL + COL | TOTAL LESS | COL + COL | TOTAL LESS | COL + COL |
| HS OR SOME | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM |
| BASE=SAMPLE A | 35% | 9% | 22% | 69% | 23% | 23% | 10% | 15% | 10% | 15% | 20% | 17% | 19% | 15% | 19% | 18% | 7% | 15% | 31% | 8% | 16% | 7% | 18% | 55% | 6% | 4% | 26% | 12% | 23% | 10% | 23% | 19% | 6% | 18% |
| **D/S (SUPPORT - OPPOSE) | 218 | 31 | 45 | 140 | 22 | 47 | 26 | 37 | 29 | 51 | 37 | 31 | 46 | 18 | 57 | 23 | 35 | 33 | 23 | 39 | 19 | 60 |
| TOTAL SUPPORT | 305 | 33 | 64 | 206 | 55 | 69 | 32 | 48 | 34 | 56 | 76 | 47 | 61 | 19 | 68 | 26 | 46 | 78 | 28 | 52 | 23 | 67 |
| TOTAL OPPOSE | 87 | 2 | 20 | 65 | 33 | 22 | 6 | 11 | 5 | 5 | 39 | 17 | 16 | 2 | 7 | 3 | 10 | 45 | 5 | 13 | 4 | 6 |
| STRONGLY SUPPORT | 150 | 20 | 31 | 97 | 20 | 40 | 12 | 27 | 17 | 31 | 35 | 25 | 26 | 13 | 37 | 12 | 22 | 37 | 19 | 19 | 10 | 37 |
| SOMEWHAT SUPPORT | 155 | 13 | 33 | 109 | 35 | 29 | 20 | 22 | 17 | 25 | 41 | 23 | 35 | 7 | 27 | 14 | 23 | 41 | 9 | 32 | 12 | 29 |
| STRONGLY OPPOSE | 26 | - | 5 | 21 | 14 | 6 | 2 | 3 | - | 1 | 14 | 6 | 4 | 1 | - | 1 | 2 | 17 | 1 | 4 | 1 | - |
| SOMEWHAT OPPOSE | 61 | 2 | 15 | 44 | 19 | 17 | 4 | 8 | 5 | 4 | 25 | 11 | 12 | 1 | 7 | 2 | 8 | 28 | 4 | 9 | 3 | 6 |
| STRONGLY OPPOSE | 26 | - | 5 | 21 | 14 | 6 | 2 | 3 | - | 1 | 14 | 6 | 4 | 1 | - | 1 | 2 | 17 | 1 | 4 | 1 | - |
| SOMEWHAT OPPOSE | 61 | 2 | 15 | 44 | 19 | 17 | 4 | 8 | 5 | 4 | 25 | 11 | 12 | 1 | 7 | 2 | 8 | 28 | 4 | 9 | 3 | 6 |
| DON’T KNOW | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| REFUSED | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

PUBLIC OPINION STRATEGIES
Table 61-3

Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Social services, such as Senior Citizen and disability services

BANNER 3

<table>
<thead>
<tr>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCOME</td>
<td>GOV/</td>
<td>IND/</td>
<td>DEM/</td>
<td>PROTESTANT</td>
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<td>--------------</td>
<td>-----------</td>
<td>----------</td>
<td>-----------</td>
<td>--------------------</td>
</tr>
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<td>TOTAL</td>
<td>UNDER $60K</td>
<td>UNDER $80K</td>
<td>UNDER $100K</td>
<td>UNDER $100K+</td>
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<td>66</td>
<td>71</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>218</td>
<td>55</td>
<td>44</td>
<td>31</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>305</td>
<td>68</td>
<td>54</td>
<td>51</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>87</td>
<td>12</td>
<td>11</td>
<td>20</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>150</td>
<td>37</td>
<td>29</td>
<td>23</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>155</td>
<td>31</td>
<td>25</td>
<td>28</td>
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<tr>
<td>STRONGLY OPPOSE</td>
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<td>10</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>61</td>
<td>10</td>
<td>9</td>
<td>15</td>
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<tr>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 61-4

QUESTION 50: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Social services, such as Senior Citizen and disability services

BANNER 4

<table>
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<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<tr>
<td>BASE=SAMPLE A</td>
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<td>SINGLE FAMILY TOTAL</td>
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<td>362</td>
<td>32</td>
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<td>103</td>
<td>25</td>
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<td>110</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 61-5

QUESTION 50:
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>Social services, such as Senior Citizen and disability services</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>SHAW-</td>
<td>GARD-</td>
<td>NEE</td>
<td>NEER/</td>
</tr>
<tr>
<td>Total</td>
<td>MISSON</td>
<td>VALLEY</td>
<td>OLATHE</td>
<td>NEE/</td>
</tr>
<tr>
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<td>DE-</td>
<td>SOTO</td>
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<td></td>
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<td>JAN</td>
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<td>24-</td>
</tr>
<tr>
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<td>398</td>
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<td>58</td>
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<td>79</td>
</tr>
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</table>

PUBLIC OPINION STRATEGIES
**Table 61-6**

**QUESTION 50:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

Social services, such as Senior Citizen and disability services

**BANNER 6**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td>100%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>218</td>
</tr>
<tr>
<td>55%</td>
<td>30%</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>305</td>
</tr>
<tr>
<td>77%</td>
<td>63%</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>87</td>
</tr>
<tr>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>150</td>
</tr>
<tr>
<td>38%</td>
<td>30%</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>155</td>
</tr>
<tr>
<td>39%</td>
<td>33%</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>61</td>
</tr>
<tr>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>26</td>
</tr>
<tr>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
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<td>6</td>
</tr>
<tr>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
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</table>
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Social services, such as Senior Citizen and disability services

**Table 61-7**

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<td>23</td>
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<tr>
<td>BASE=SAMPLE A</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>398</td>
<td>47</td>
<td>57</td>
<td>65</td>
<td>41</td>
<td>65</td>
<td>67</td>
<td>300</td>
</tr>
<tr>
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<td>12%</td>
<td>14%</td>
<td>16%</td>
<td>10%</td>
<td>16%</td>
<td>17%</td>
<td>75%</td>
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<td>21</td>
<td>33</td>
<td>21</td>
<td>33</td>
<td>41</td>
<td>160</td>
</tr>
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<td>45%</td>
<td>58%</td>
<td>31%</td>
<td>45%</td>
<td>78%</td>
<td>61%</td>
<td>53%</td>
</tr>
<tr>
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<td>305</td>
<td>33</td>
<td>45</td>
<td>39</td>
<td>47</td>
<td>57</td>
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<td>73%</td>
<td>71%</td>
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<td>12</td>
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<td>14</td>
<td>11</td>
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</tr>
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<td>27%</td>
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<td>22%</td>
<td>27%</td>
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</tbody>
</table>

**Public Opinion Strategies**
Table 61-8

**QUESTION 50:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Social services, such as Senior Citizen and disability services

<table>
<thead>
<tr>
<th>BANNER</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER ED</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
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<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>OPP</td>
<td>Opp. FAV</td>
<td>OPP Income</td>
<td>OPP Govt.</td>
<td>OPP. LOCAL</td>
<td>OPP. OFFICIALS</td>
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<td>36%</td>
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<td>77%</td>
<td>15%</td>
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<td>49%</td>
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<tr>
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<td>246</td>
<td>52</td>
<td>217</td>
<td>82</td>
<td>65</td>
<td>232</td>
<td>167</td>
</tr>
<tr>
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<td>77%</td>
<td>84%</td>
<td>82%</td>
<td>54%</td>
<td>86%</td>
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<td>88%</td>
<td>56%</td>
<td>91%</td>
<td>73%</td>
<td>70%</td>
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<td>27</td>
<td>56</td>
<td>25</td>
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<td>49</td>
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<td>43%</td>
<td>13%</td>
<td>47%</td>
<td>11%</td>
<td>41%</td>
<td>9%</td>
<td>25%</td>
<td>28%</td>
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<td>139</td>
<td>10</td>
<td>134</td>
<td>15</td>
<td>116</td>
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<td>33</td>
<td>113</td>
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<td>47%</td>
<td>21%</td>
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<td>35%</td>
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<td>101</td>
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<td>35%</td>
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<td>35%</td>
</tr>
<tr>
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<td>42</td>
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<td>32</td>
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<td>11%</td>
<td>13%</td>
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<td>10%</td>
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<td>8%</td>
<td>28%</td>
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<td>17%</td>
<td>18%</td>
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<tr>
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<td>14</td>
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<td>13%</td>
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<td>9%</td>
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<tr>
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<td>2%</td>
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</tr>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 62-1

QUESTION 51: Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

Roads and highways

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MEN</td>
<td>WOMEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
<td>116</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>135</td>
<td>72</td>
<td>63</td>
<td>1</td>
<td>34</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>268</td>
<td>140</td>
<td>127</td>
<td>34</td>
<td>75</td>
</tr>
</tbody>
</table>

| TOTAL OPPOSE | 132 | 68 | 64 | 33 | 40 | 20 | 16 | 21 | 49 | 18 |
| STRONGLY SUPPORT | 97 | 51 | 46 | 9 | 22 | 17 | 28 | 22 | 27 | 25 |
| SOMEWHAT SUPPORT | 170 | 89 | 81 | 26 | 52 | 26 | 33 | 31 | 52 | 37 |

| STRONGLY OPPOSE | 47 | 27 | 20 | 13 | 10 | 11 | 5 | 6 | 20 | 5 |

| DON’T KNOW | 1 | - | 1 | - | - | - | - | - | 1 | - |
| REFUSED | 1 | - | 1 | - | - | - | - | - | 1 | - |

PUBLIC OPINION STRATEGIES
Table 62-2

**QUESTION 51:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
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<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>TEC/</td>
<td>GOP/</td>
<td>IND/</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
<td>COLLEGE+</td>
<td>COLL</td>
<td>18-54</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>10%</td>
<td>23%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>135</td>
<td>2</td>
<td>35</td>
<td>100</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>268</td>
<td>21</td>
<td>63</td>
<td>184</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>132</td>
<td>20</td>
<td>27</td>
<td>84</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>97</td>
<td>9</td>
<td>27</td>
<td>61</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>170</td>
<td>12</td>
<td>35</td>
<td>123</td>
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<tr>
<td>SOMEWHAT OPPOSE</td>
<td>85</td>
<td>12</td>
<td>16</td>
<td>56</td>
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<tr>
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<td>47</td>
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</table>

PUBLIOPINION STRATEGIES
Table 62-3

**QUESTION 51:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following:

### Roads and highways

**BANNER 3**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>OF RESIDENCY</th>
<th>LENGTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER $60K</td>
<td>GOP/IND/DEM</td>
<td>PROT/ESTANT</td>
<td>CATH/WHITE</td>
<td>WHITE TOTAL</td>
<td>&lt;10 11-20 20+</td>
<td>OF RESIDENCY</td>
</tr>
<tr>
<td>$60K-$80K</td>
<td>UNDER GOP/IND/DEM</td>
<td>OF RESIDENCY</td>
<td>OF RESIDENCY</td>
<td>OF RESIDENCY</td>
<td>OF RESIDENCY</td>
<td>OF RESIDENCY</td>
</tr>
<tr>
<td>$80K-$100K</td>
<td></td>
<td>Prot/Estant</td>
<td>Cath/White</td>
<td>White Total</td>
<td>Under 10</td>
<td>11-20</td>
</tr>
<tr>
<td>$100K+</td>
<td></td>
<td>Prot/Estant</td>
<td>Cath/White</td>
<td>White Total</td>
<td>Under 10</td>
<td>11-20</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>88</td>
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<td>68</td>
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<td>62</td>
</tr>
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<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>135</td>
<td>27</td>
<td>16</td>
<td>27</td>
<td>56</td>
<td>16</td>
</tr>
<tr>
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<td>268</td>
<td>58</td>
<td>36</td>
<td>47</td>
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<td>25</td>
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<td>TOTAL OPPOSE</td>
<td>132</td>
<td>31</td>
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<td>20</td>
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<td>12</td>
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<tr>
<td>SOMEWHAT SUPPORT</td>
<td>170</td>
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<td>23</td>
<td>29</td>
<td>64</td>
<td>24</td>
</tr>
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<td>SOMEWHAT OPPOSE</td>
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<td>STRONGLY OPPOSE</td>
<td>47</td>
<td>14</td>
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</table>

**PUBLIC OPINION STRATEGIES**
**Table 62-4**

**QUESTION 51:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Roads and highways**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE</th>
<th>INSIDE/OUTSIDE</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>===</td>
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<tr>
<td>BASE=SAMPLE B</td>
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<tr>
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<td>44%</td>
<td>89%</td>
<td>9%</td>
<td>46%</td>
<td>46%</td>
<td>41%</td>
<td>59%</td>
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</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
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<td>33%</td>
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<td>20%</td>
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<td>16%</td>
<td>18%</td>
</tr>
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<td>TOTAL SUPPORT</td>
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<td>37%</td>
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<td>33%</td>
<td>32%</td>
<td>40%</td>
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<td>18%</td>
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<td>10%</td>
<td>13%</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 62-5

**QUESTION 51:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

### Roads and highways

<table>
<thead>
<tr>
<th><strong>BANNER 5</strong></th>
<th><strong>SCHOOL DISTRICT</strong></th>
<th><strong>COUNTRY COMMISSION DISTRICT</strong></th>
<th><strong>CITIES</strong></th>
<th><strong>DATES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SHAW-</strong></td>
<td><strong>BLUE VALLEY</strong></td>
<td><strong>EDG-</strong></td>
<td><strong>LEA-</strong></td>
<td><strong>22-23-24</strong></td>
</tr>
<tr>
<td><strong>NEE</strong></td>
<td><strong>OLATHE</strong></td>
<td><strong>SPRING</strong></td>
<td><strong>LENEXA</strong></td>
<td><strong>JAN</strong></td>
</tr>
<tr>
<td><strong>ION</strong></td>
<td><strong>HILL</strong></td>
<td><strong>DE-</strong></td>
<td><strong>OSTO</strong></td>
<td><strong>JAN</strong></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1</strong></td>
<td><strong>2</strong></td>
<td><strong>3</strong></td>
<td><strong>4</strong></td>
</tr>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td><strong>100%</strong></td>
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<td><strong>22%</strong></td>
<td><strong>3%</strong></td>
</tr>
<tr>
<td><strong>SOMETHING SUPPORT</strong></td>
<td><strong>22%</strong></td>
<td><strong>15%</strong></td>
<td><strong>15%</strong></td>
<td><strong>32%</strong></td>
</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
<td><strong>24%</strong></td>
<td><strong>21%</strong></td>
<td><strong>13%</strong></td>
<td><strong>3%</strong></td>
</tr>
<tr>
<td><strong>SOMETHING OPPOSE</strong></td>
<td><strong>85</strong></td>
<td><strong>39</strong></td>
<td><strong>14</strong></td>
<td><strong>18</strong></td>
</tr>
<tr>
<td><strong>STRONGLY OPPOSE</strong></td>
<td><strong>47</strong></td>
<td><strong>18</strong></td>
<td><strong>14</strong></td>
<td><strong>9</strong></td>
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<tr>
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<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
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<td><strong>-</strong></td>
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</tr>
</tbody>
</table>

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PUBLIC OPINION STRATEGIES
Table 62-6

QUESTION 51:
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Roads and highways

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
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<tbody>
<tr>
<td></td>
<td>TOTAL 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>135</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>268</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>132</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>97</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>170</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>85</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>47</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>1</td>
</tr>
<tr>
<td>REFUSED</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 62-7

**QUESTION 51:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>Roads and highways</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>402</td>
<td>60</td>
<td>59</td>
<td>55</td>
<td>51</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>135</td>
<td>33</td>
<td>14</td>
<td>11</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>TOTAL SUPPORT</td>
<td>268</td>
<td>47</td>
<td>36</td>
<td>33</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>67%</td>
<td>78%</td>
<td>61%</td>
<td>60%</td>
<td>68%</td>
<td>64%</td>
</tr>
<tr>
<td></td>
<td>TOTAL OPPOSE</td>
<td>132</td>
<td>13</td>
<td>22</td>
<td>22</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>22%</td>
<td>38%</td>
<td>40%</td>
<td>32%</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>STRONGLY SUPPORT</td>
<td>97</td>
<td>19</td>
<td>14</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>32%</td>
<td>23%</td>
<td>22%</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>SOMEWHAT SUPPORT</td>
<td>170</td>
<td>27</td>
<td>22</td>
<td>21</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>42%</td>
<td>46%</td>
<td>38%</td>
<td>38%</td>
<td>37%</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>SOMEWHAT OPPOSE</td>
<td>85</td>
<td>9</td>
<td>16</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>15%</td>
<td>27%</td>
<td>24%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>STRONGLY OPPOSE</td>
<td>47</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>7%</td>
<td>10%</td>
<td>15%</td>
<td>8%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>DON’T KNOW</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>REFUSED</td>
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<td>-</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 62-8
QUESTION 51: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th></th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDUCATION</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LOCAL STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
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<td>STRG</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>176</td>
<td>320</td>
<td>75</td>
<td>284</td>
<td>110</td>
<td>220</td>
<td>175</td>
<td>96</td>
<td>297</td>
<td>211</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>135</td>
<td>90</td>
<td>133</td>
<td>2</td>
<td>136</td>
<td>3</td>
<td>121</td>
<td>16</td>
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<td>75</td>
<td>32</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>268</td>
<td>133</td>
<td>226</td>
<td>38</td>
<td>210</td>
<td>56</td>
<td>170</td>
<td>95</td>
<td>78</td>
<td>185</td>
<td>121</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>132</td>
<td>43</td>
<td>92</td>
<td>36</td>
<td>74</td>
<td>53</td>
<td>50</td>
<td>79</td>
<td>18</td>
<td>110</td>
<td>89</td>
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<td>97</td>
<td>59</td>
<td>86</td>
<td>11</td>
<td>82</td>
<td>14</td>
<td>68</td>
<td>28</td>
<td>34</td>
<td>61</td>
<td>43</td>
</tr>
<tr>
<td>SOMewhat SUPPORT</td>
<td>170</td>
<td>74</td>
<td>140</td>
<td>27</td>
<td>128</td>
<td>41</td>
<td>103</td>
<td>67</td>
<td>43</td>
<td>124</td>
<td>77</td>
</tr>
<tr>
<td>SOMewhat OPPOSE</td>
<td>85</td>
<td>26</td>
<td>64</td>
<td>21</td>
<td>61</td>
<td>23</td>
<td>33</td>
<td>48</td>
<td>13</td>
<td>69</td>
<td>55</td>
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<tr>
<td>STRONGLY OPPOSE</td>
<td>47</td>
<td>17</td>
<td>29</td>
<td>16</td>
<td>30</td>
<td>16</td>
<td>31</td>
<td>5</td>
<td>42</td>
<td>34</td>
<td>13</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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</tr>
</tbody>
</table>

PUBLIÇ OPINION STRATEGIES
Table 63-1

QUESTION 52: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Public transportation

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>4</td>
<td>-20</td>
<td>2</td>
<td>-3</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>198</td>
<td>75</td>
<td>123</td>
<td>33</td>
<td>66</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>195</td>
<td>96</td>
<td>99</td>
<td>31</td>
<td>69</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>68</td>
<td>27</td>
<td>42</td>
<td>3</td>
<td>27</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>130</td>
<td>49</td>
<td>81</td>
<td>30</td>
<td>39</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>109</td>
<td>45</td>
<td>64</td>
<td>18</td>
<td>43</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>86</td>
<td>51</td>
<td>35</td>
<td>13</td>
<td>27</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

PUBLIOPINION STRATEGIES
Table 63-2

QUESTION 52: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>Education</th>
<th>Party/Gender</th>
<th>Party/Age</th>
<th>Party/Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS/Some</td>
<td>GOP/MEN</td>
<td>IND/MEN</td>
<td>DEM/MEN</td>
</tr>
<tr>
<td>TOTAL</td>
<td>LESS</td>
<td>COLL</td>
<td>COLL+</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BASE=**SAMPLE A

*Public transportation*

<table>
<thead>
<tr>
<th>Base=Sample A</th>
<th>398</th>
<th>35</th>
<th>88</th>
<th>274</th>
<th>91</th>
<th>93</th>
<th>39</th>
<th>60</th>
<th>39</th>
<th>61</th>
<th>115</th>
<th>68</th>
<th>77</th>
<th>21</th>
<th>71</th>
<th>29</th>
<th>59</th>
<th>125</th>
<th>33</th>
<th>65</th>
<th>27</th>
<th>73</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D/S (Support - Oppose)</strong></td>
<td>4</td>
<td>8</td>
<td>-4</td>
<td>-35</td>
<td>-2</td>
<td>5</td>
<td>10</td>
<td>12</td>
<td>16</td>
<td>-25</td>
<td>-13</td>
<td>9</td>
<td>5</td>
<td>16</td>
<td>12</td>
<td>4</td>
<td>-41</td>
<td>3</td>
<td>12</td>
<td>3</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td><strong>Total Support</strong></td>
<td>198</td>
<td>22</td>
<td>43</td>
<td>134</td>
<td>26</td>
<td>45</td>
<td>22</td>
<td>35</td>
<td>25</td>
<td>39</td>
<td>44</td>
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<td>43</td>
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<td>20</td>
<td>31</td>
<td>40</td>
<td>18</td>
<td>38</td>
<td>15</td>
<td>49</td>
</tr>
<tr>
<td><strong>Total Oppose</strong></td>
<td>195</td>
<td>14</td>
<td>43</td>
<td>137</td>
<td>61</td>
<td>48</td>
<td>17</td>
<td>25</td>
<td>13</td>
<td>22</td>
<td>69</td>
<td>39</td>
<td>34</td>
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<td>27</td>
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<td>27</td>
<td>82</td>
<td>15</td>
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<td>12</td>
<td>24</td>
</tr>
<tr>
<td><strong>Stronlgy Support</strong></td>
<td>68</td>
<td>10</td>
<td>13</td>
<td>45</td>
<td>9</td>
<td>9</td>
<td>10</td>
<td>14</td>
<td>8</td>
<td>18</td>
<td>8</td>
<td>9</td>
<td>18</td>
<td>6</td>
<td>19</td>
<td>7</td>
<td>8</td>
<td>10</td>
<td>8</td>
<td>16</td>
<td>7</td>
<td>19</td>
</tr>
<tr>
<td><strong>Somewhat Support</strong></td>
<td>130</td>
<td>12</td>
<td>30</td>
<td>88</td>
<td>17</td>
<td>36</td>
<td>12</td>
<td>21</td>
<td>17</td>
<td>21</td>
<td>35</td>
<td>17</td>
<td>25</td>
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<td>25</td>
<td>14</td>
<td>23</td>
<td>31</td>
<td>10</td>
<td>23</td>
<td>8</td>
<td>30</td>
</tr>
<tr>
<td><strong>Somewhat Oppose</strong></td>
<td>109</td>
<td>6</td>
<td>20</td>
<td>83</td>
<td>28</td>
<td>28</td>
<td>7</td>
<td>14</td>
<td>8</td>
<td>19</td>
<td>34</td>
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<td>22</td>
<td>5</td>
<td>11</td>
<td>45</td>
<td>5</td>
<td>16</td>
<td>7</td>
<td>19</td>
</tr>
<tr>
<td><strong>Strongly Oppose</strong></td>
<td>86</td>
<td>8</td>
<td>23</td>
<td>54</td>
<td>33</td>
<td>19</td>
<td>10</td>
<td>11</td>
<td>5</td>
<td>4</td>
<td>35</td>
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<td>4</td>
<td>15</td>
<td>37</td>
<td>10</td>
<td>11</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td><strong>Don't Know</strong></td>
<td>5</td>
<td>-2</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>2</td>
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<td>1</td>
<td>2</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 63-3

**QUESTION 52:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Public transportation**

**BANNER 3**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>$60K-$80K</td>
<td>GDP/IND/DEM/SPRTP OPPOSE</td>
<td>PROT-ESTANT</td>
<td>CATH-OLIC</td>
<td>WHITE</td>
<td>WHITE TOTAL</td>
</tr>
<tr>
<td>UNDER $60K</td>
<td>UNDER GOP/IND/DEM/SPRTP OPPOSE</td>
<td>RELIGION</td>
<td>ETHNICITY</td>
<td>OF RESIDENCY</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$60K</td>
<td>$80K</td>
<td>$100K</td>
<td>$100K+</td>
<td>$80K</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
<td>61</td>
</tr>
<tr>
<td>100%</td>
<td>21%</td>
<td>17%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>4</td>
<td>10</td>
<td>1</td>
<td>5</td>
<td>-6</td>
</tr>
<tr>
<td>1%</td>
<td>12%</td>
<td>1%</td>
<td>7%</td>
<td>-4%</td>
<td>-19%</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>198</td>
<td>46</td>
<td>33</td>
<td>38</td>
<td>67</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td>50%</td>
<td>56%</td>
<td>50%</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
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<td>195</td>
<td>36</td>
<td>32</td>
<td>33</td>
<td>74</td>
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<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td>49%</td>
<td>44%</td>
<td>47%</td>
<td>51%</td>
<td>59%</td>
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<tr>
<td>STRONGLY SUPPORT</td>
<td>68</td>
<td>17</td>
<td>9</td>
<td>8</td>
<td>29</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td>17%</td>
<td>21%</td>
<td>14%</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>SOMewhat SUPPORT</td>
<td>130</td>
<td>28</td>
<td>24</td>
<td>30</td>
<td>38</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td>33%</td>
<td>35%</td>
<td>36%</td>
<td>42%</td>
<td>27%</td>
</tr>
<tr>
<td>SOMewhat OPPOSE</td>
<td>109</td>
<td>18</td>
<td>21</td>
<td>19</td>
<td>43</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td>27%</td>
<td>22%</td>
<td>31%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>86</td>
<td>18</td>
<td>12</td>
<td>14</td>
<td>31</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td>22%</td>
<td>22%</td>
<td>18%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Public transportation

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE PHONE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td><strong>BASE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SAMPLE A</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>398</td>
<td>218</td>
<td>180</td>
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<td>32</td>
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<td>198</td>
<td>202</td>
<td>197</td>
<td>117</td>
</tr>
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<td>55%</td>
<td>45%</td>
<td>91%</td>
<td>8%</td>
<td>42%</td>
<td>50%</td>
<td>51%</td>
<td>49%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>4</td>
<td>6</td>
<td>-3</td>
<td>4</td>
<td>4</td>
<td>-2</td>
<td>2</td>
<td>-25</td>
<td>29</td>
</tr>
<tr>
<td>1%</td>
<td>3%</td>
<td>-2%</td>
<td>1%</td>
<td>11%</td>
<td>-1%</td>
<td>1%</td>
<td>-13%</td>
<td>-15%</td>
<td>-17</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>198</td>
<td>110</td>
<td>88</td>
<td>100%</td>
<td>55%</td>
<td>45%</td>
<td>100%</td>
<td>50%</td>
<td>49%</td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
<td>195</td>
<td>104</td>
<td>91</td>
<td>100%</td>
<td>50%</td>
<td>50%</td>
<td>100%</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>68</td>
<td>34</td>
<td>34</td>
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**PUBLIC OPINION STRATEGIES**
**Table 63-5**

**QUESTION 52:**

Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Public transportation**

BANNER 5

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**PUBLIC OPINION STRATEGIES**
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Public transportation**

**Banner 6**

### Table 63-6

<table>
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<th>QUESTION 52: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.</th>
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<td><strong>100%</strong></td>
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<td><strong>TOTAL SUPPORT</strong></td>
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<td><strong>TOTAL OPPOSE</strong></td>
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<td><strong>SOMewhat SUPPORT</strong></td>
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<td><strong>STRONGLY OPPOSE</strong></td>
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**Public Opinion Strategies**
Table 63-7

**Question 52:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Public Transportation**

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<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC PREPARE WORKFORCE</th>
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Table 63-8
QUESTION 52: Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

Public transportation

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<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
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<th>IMMIGRATION</th>
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Table 64-1

Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Aging sewer and storm water infrastructure

<table>
<thead>
<tr>
<th>BANNER 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENDER/AGE</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>---------</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
</tr>
<tr>
<td>SOMewhat OPPOSE</td>
</tr>
<tr>
<td>DON'T KNOW</td>
</tr>
<tr>
<td>REFUSED</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
**Table 64-2**

**QUESTION 53:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>Aging sewer and storm water infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BANNER 2</strong></td>
</tr>
<tr>
<td><strong>EDUCATION</strong></td>
</tr>
<tr>
<td>---------------</td>
</tr>
<tr>
<td>HS or Some</td>
</tr>
<tr>
<td>TOTAL LESS</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
</tr>
<tr>
<td>BANNER 2</td>
</tr>
<tr>
<td>**<strong>D/S (Support - Oppose)</strong></td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
</tr>
<tr>
<td><strong>SOMewhat SUPPORT</strong></td>
</tr>
<tr>
<td><strong>STRONGLY OPPOSE</strong></td>
</tr>
<tr>
<td><strong>SOMewhat OPPOSE</strong></td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

### Aging sewer and storm water infrastructure

#### BANNER 3

<table>
<thead>
<tr>
<th></th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
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<tr>
<td></td>
<td>UNDER $60K</td>
<td>$60K-$80K</td>
<td>$80K-$100K</td>
<td>$100K+</td>
<td>UNDER $60K</td>
<td>$60K-$80K</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
<td></td>
<td></td>
<td></td>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
<td>147</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>22%</td>
<td>14%</td>
<td>17%</td>
<td>37%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>169</td>
<td>35</td>
<td>16</td>
<td>36</td>
<td>64</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>42%</td>
<td>40%</td>
<td>28%</td>
<td>54%</td>
<td>43%</td>
<td>38%</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>281</td>
<td>61</td>
<td>36</td>
<td>51</td>
<td>103</td>
<td>43</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>112</td>
<td>26</td>
<td>20</td>
<td>15</td>
<td>40</td>
<td>19</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>110</td>
<td>27</td>
<td>13</td>
<td>18</td>
<td>41</td>
<td>16</td>
</tr>
<tr>
<td>SOMewhat SUPPORT</td>
<td>171</td>
<td>34</td>
<td>23</td>
<td>33</td>
<td>62</td>
<td>27</td>
</tr>
<tr>
<td>SOMewhat OPPOSE</td>
<td>64</td>
<td>13</td>
<td>10</td>
<td>9</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>48</td>
<td>13</td>
<td>10</td>
<td>6</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>8</td>
<td>1</td>
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</tr>
<tr>
<td></td>
<td>8%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>4%</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
### QUESTION 53

Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Aging sewer and storm water infrastructure**

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE</th>
<th>INSIDE</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE PHONE TYPE DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>402</td>
<td>225</td>
<td>175</td>
<td>359</td>
<td>36</td>
<td>185</td>
<td>186</td>
<td>164</td>
<td>237</td>
<td>97</td>
</tr>
<tr>
<td>100%</td>
<td>56%</td>
<td>44%</td>
<td>89%</td>
<td>9%</td>
<td>46%</td>
<td>46%</td>
<td>41%</td>
<td>59%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>169</td>
<td>70</td>
<td>97</td>
<td>154</td>
<td>12</td>
<td>84</td>
<td>73</td>
<td>42</td>
<td>125</td>
<td>22</td>
</tr>
<tr>
<td>42%</td>
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<td>33%</td>
<td>45%</td>
<td>39%</td>
<td>26%</td>
<td>53%</td>
<td>23%</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
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<td></td>
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</tr>
<tr>
<td>281</td>
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<td>133</td>
<td>253</td>
<td>23</td>
<td>133</td>
<td>126</td>
<td>101</td>
<td>179</td>
<td>58</td>
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<td>70%</td>
<td>65%</td>
<td>76%</td>
<td>70%</td>
<td>65%</td>
<td>72%</td>
<td>68%</td>
<td>61%</td>
<td>76%</td>
<td>59%</td>
</tr>
<tr>
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<td></td>
<td></td>
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<tr>
<td>28%</td>
<td>34%</td>
<td>21%</td>
<td>27%</td>
<td>32%</td>
<td>27%</td>
<td>29%</td>
<td>36%</td>
<td>23%</td>
<td>36%</td>
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<tr>
<td>110</td>
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<td>33</td>
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<tr>
<td>STRONGLY OPPOSE</td>
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<td>20</td>
<td>25</td>
<td>23</td>
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</tr>
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<td>9%</td>
<td>13%</td>
<td>11%</td>
<td>15%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
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<td></td>
<td></td>
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<td>6</td>
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<td>2</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
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<td>1%</td>
<td>3%</td>
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<td>3%</td>
</tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
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<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>
Table 64-5

QUESTION 53: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Aging sewer and storm water infrastructure

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAW-</td>
<td>MISSION</td>
<td>BLUE</td>
<td>VALLEY</td>
</tr>
<tr>
<td>/base=sample b</td>
<td>402</td>
<td>179</td>
<td>87</td>
<td>91</td>
</tr>
<tr>
<td>(%)</td>
<td>100%</td>
<td>45%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>169</td>
<td>84</td>
<td>45</td>
<td>34</td>
</tr>
<tr>
<td>(%)</td>
<td>42%</td>
<td>47%</td>
<td>52%</td>
<td>37%</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>281</td>
<td>130</td>
<td>64</td>
<td>61</td>
</tr>
<tr>
<td>(%)</td>
<td>70%</td>
<td>73%</td>
<td>74%</td>
<td>67%</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>112</td>
<td>46</td>
<td>19</td>
<td>27</td>
</tr>
<tr>
<td>(%)</td>
<td>28%</td>
<td>26%</td>
<td>74%</td>
<td>23%</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>110</td>
<td>59</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>(%)</td>
<td>27%</td>
<td>33%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>171</td>
<td>71</td>
<td>42</td>
<td>40</td>
</tr>
<tr>
<td>(%)</td>
<td>42%</td>
<td>40%</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>64</td>
<td>23</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>(%)</td>
<td>16%</td>
<td>13%</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>48</td>
<td>23</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>(%)</td>
<td>12%</td>
<td>13%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>8</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>(%)</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLICATION STRATEGIES
Table 64-6
QUESTION 53: Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

Aging sewer and storm water infrastructure

| STATE HOUSE DISTRICTS | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|-----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---
Table 64-7: Question 53: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Aging sewer and storm water infrastructure

<table>
<thead>
<tr>
<th></th>
<th>State Senate Districts</th>
<th>Johnson CO ECON vs. Country</th>
<th>Services for Taxes in County</th>
<th>Control Over Public Edu</th>
<th>JCCC Image</th>
<th>JCCC/ECON Prepare</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>281</td>
<td>70%</td>
<td>82%</td>
<td>61%</td>
<td>52%</td>
<td>68%</td>
<td>79%</td>
</tr>
<tr>
<td></td>
<td>402</td>
<td>100%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>D/S (Support - Oppose)</strong></td>
<td>169</td>
<td>42%</td>
<td>64%</td>
<td>24%</td>
<td>21%</td>
<td>36%</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>402</td>
<td>100%</td>
<td>40%</td>
<td>60%</td>
<td>59%</td>
<td>51</td>
<td>69</td>
</tr>
<tr>
<td></td>
<td>60</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>55</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
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</tr>
<tr>
<td></td>
<td>55</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 64-8

**QUESTION 53:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

### Aging sewer and storm water infrastructure

**BANNER 8**

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
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<td>107</td>
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<td>6</td>
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<td>12</td>
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<td>141</td>
<td>237</td>
<td>40</td>
<td>217</td>
<td>60</td>
<td>172</td>
<td>104</td>
<td>87</td>
<td>187</td>
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<td>77</td>
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<td>44</td>
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<td>60</td>
<td>172</td>
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<tr>
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<td>15</td>
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<td>14</td>
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<td>24</td>
<td>16</td>
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<td>33</td>
<td>62</td>
<td>48</td>
<td>44</td>
<td>68</td>
<td>8</td>
<td>102</td>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 65-1

Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area’s arts and cultural amenities

**Banner 1**

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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</thead>
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<td></td>
<td>BASE=SAMPLE A</td>
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<td></td>
</tr>
<tr>
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<td></td>
<td>398</td>
<td>176</td>
<td>223</td>
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<td></td>
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<td>100%</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
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<td>2</td>
<td>-21</td>
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</tr>
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<td></td>
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<td>74</td>
<td>122</td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
<td></td>
<td>193</td>
<td>95</td>
<td>98</td>
</tr>
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<td>20</td>
<td>30</td>
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<tr>
<td><strong>SOMewhat SUPPORT</strong></td>
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<td></td>
<td>103</td>
<td>49</td>
<td>54</td>
</tr>
<tr>
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<td>46</td>
<td>44</td>
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<td>5</td>
<td>3</td>
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PUBLIC OPINION STRATEGIES
Table 65-2

QUESTION 54: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area's arts and cultural amenities

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<thead>
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<td>IND/</td>
<td>DEM/</td>
<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
<td>GOP/</td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>MEN/</td>
<td>WOMEN/</td>
<td>MEN/</td>
<td>WOMEN/</td>
<td>MEN/</td>
<td>WOMEN/</td>
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<td>19</td>
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<td>52%</td>
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<tr>
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<td>130</td>
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<td>46%</td>
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<td>9%</td>
<td>7%</td>
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<td>8%</td>
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<tr>
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<td>11</td>
<td>32</td>
<td>102</td>
<td>24</td>
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<td>27%</td>
<td>36%</td>
<td>35%</td>
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<tr>
<td>SOMEWHAT OPPOSE</td>
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<td>21</td>
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<td>25%</td>
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<td>26</td>
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<td>14</td>
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<td>-</td>
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Table 65-3

**Question 54:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

### The area's arts and cultural amenities

<table>
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<tbody>
<tr>
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</tr>
<tr>
<td>BASE=SAMPLE A</td>
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<tr>
<td>BASE=SAMPLE A</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
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<tr>
<td><strong>TOTAL OPPOSE</strong></td>
</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
</tr>
<tr>
<td><strong>SOMewhat SUPPORT</strong></td>
</tr>
<tr>
<td><strong>SOMewhat OPPOSE</strong></td>
</tr>
<tr>
<td><strong>STRONGLY OPPOSE</strong></td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 65-4

**QUESTION 54:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area's arts and cultural amenities

<table>
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<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>1%</td>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>-</td>
<td>0%</td>
<td>0%</td>
</tr>
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<td>93%</td>
<td>95%</td>
<td>-</td>
<td>18</td>
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<td>94%</td>
<td>-</td>
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<td>16%</td>
<td>18%</td>
<td>-</td>
<td>4</td>
<td>47</td>
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<td>16%</td>
<td>18%</td>
<td>-</td>
<td>14</td>
<td>131</td>
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<tr>
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<td>19%</td>
<td>16%</td>
<td>18%</td>
<td>-</td>
<td>11</td>
<td>92</td>
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<td>16%</td>
<td>18%</td>
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<td>82</td>
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<td>1%</td>
<td>1%</td>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
<td>2%</td>
<td>2%</td>
</tr>
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</table>

**PUBLI C OPINION STRATEGIES**
Table 65-5

**QUESTION 54:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area's arts and cultural amenities

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<tr>
<td></td>
<td>SHAW-NEE</td>
<td>BLUE</td>
<td>GARD-VALLEY</td>
<td>Olathe</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>172</td>
<td>81</td>
<td>101</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>2</td>
<td>-5</td>
<td>6</td>
<td>-9</td>
</tr>
<tr>
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<td>47%</td>
<td>20%</td>
<td>25%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
<td>195</td>
<td>81</td>
<td>43</td>
<td>55</td>
</tr>
<tr>
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<td>16%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
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<td>144</td>
<td>58</td>
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</tr>
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<td>44%</td>
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PUBLIC OPINION STRATEGIES
Table 65-6
QUESTION 54: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area's arts and cultural amenities

<table>
<thead>
<tr>
<th>BASE=SAMPLE A</th>
<th>STATE HOUSE DISTRICTS</th>
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<tr>
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<td>TOTAL OPPOSE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>193</td>
</tr>
<tr>
<td></td>
<td>48%</td>
</tr>
<tr>
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<td>50</td>
</tr>
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<td></td>
<td>13%</td>
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PUBLIC OPINION STRATEGIES
### Table 65-7

**QUESTION 54:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**The area's arts and cultural amenities**

**Banner 7**

<table>
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<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<td></td>
<td>BETTER</td>
<td>ABOUT</td>
<td>INCREASED</td>
<td>DECREASED</td>
<td>SAME</td>
<td>STATE LOCAL LEAD</td>
<td>LEAD- VERY favor</td>
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<td>10%</td>
<td>16%</td>
<td>17%</td>
</tr>
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<td>3%</td>
<td>19%</td>
<td>8%</td>
</tr>
<tr>
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<td>195</td>
<td>23</td>
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<td>29</td>
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<td>50%</td>
<td>42%</td>
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<td>26</td>
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<td>53%</td>
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<td>10</td>
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<td>3</td>
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<td>9%</td>
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<td>19</td>
<td>15</td>
<td>18</td>
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<td>36%</td>
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<td>36%</td>
</tr>
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<td>103</td>
<td>11</td>
<td>21</td>
<td>18</td>
<td>17</td>
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<td></td>
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<td>26%</td>
<td>24%</td>
<td>36%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>90</td>
<td>10</td>
<td>9</td>
<td>14</td>
<td>17</td>
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<td>1</td>
<td>-</td>
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</table>

**Public Opinion Strategies**
Table 65-8

Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area’s arts and cultural amenities

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM IMMIGRATION</th>
<th>PROBLEM ENFORCE</th>
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<td></td>
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</tr>
<tr>
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PUBLIC OPINION STRATEGIES
Table 66-1

QUESTION 55: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area's parks

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<tr>
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<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tr>
<td></td>
<td></td>
<td></td>
<td>TOTAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
<td>116</td>
</tr>
<tr>
<td>100%</td>
<td>52%</td>
<td>48%</td>
<td>17%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>-7</td>
<td>-4</td>
<td>-3</td>
<td>2</td>
<td>-12</td>
</tr>
<tr>
<td>-2%</td>
<td>-2%</td>
<td>-2%</td>
<td>-10%</td>
<td>-7%</td>
<td>-3%</td>
</tr>
<tr>
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<td>194</td>
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<td>92</td>
<td>34</td>
<td>50</td>
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<tr>
<td>48%</td>
<td>49%</td>
<td>51%</td>
<td>43%</td>
<td>46%</td>
<td>58%</td>
</tr>
<tr>
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<td>201</td>
<td>105</td>
<td>95</td>
<td>32</td>
<td>62</td>
</tr>
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<td>49%</td>
<td>48%</td>
<td>53%</td>
<td>53%</td>
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<tr>
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<td>49</td>
<td>23</td>
<td>26</td>
<td>6</td>
<td>16</td>
</tr>
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<td>12%</td>
<td>11%</td>
<td>13%</td>
<td>9%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>145</td>
<td>79</td>
<td>66</td>
<td>28</td>
<td>34</td>
</tr>
<tr>
<td>36%</td>
<td>38%</td>
<td>34%</td>
<td>42%</td>
<td>29%</td>
<td>35%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
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<td>57</td>
<td>36</td>
<td>14</td>
<td>28</td>
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<td>23%</td>
<td>28%</td>
<td>19%</td>
<td>21%</td>
<td>24%</td>
<td>33%</td>
</tr>
<tr>
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<td>5</td>
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<td>1</td>
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<td>1%</td>
<td>-</td>
<td>1%</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 66-2

QUESTION 55:
Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area’s parks

<table>
<thead>
<tr>
<th></th>
<th>HS OR SOME</th>
<th>TEC/</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>LESS</td>
</tr>
<tr>
<td></td>
<td>BASE=SAMPLE B</td>
<td>402</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>-7</td>
<td>-2</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>10%</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>194</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>47%</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>201</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>49</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>12%</td>
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<td>145</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>SOMewhat OPPOSE</td>
<td>107</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>22%</td>
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<td>2%</td>
<td>2%</td>
</tr>
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</table>

PUBLISOpN STRATEGIES
Table 66-3

QUESTION 55: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area's parks

<table>
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<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<td></td>
<td>PROTEST</td>
<td>CATHOLIC</td>
<td>MEN</td>
</tr>
<tr>
<td>INCOME</td>
<td></td>
<td>OLIC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNDER $60K</td>
<td>GOP/IND/</td>
<td>SPPRT</td>
<td>WHITE</td>
<td></td>
</tr>
<tr>
<td>$80K</td>
<td>DEM/</td>
<td>OPPOSE</td>
<td>WHITE</td>
<td></td>
</tr>
<tr>
<td>UNDER $80K+</td>
<td>UNDER</td>
<td></td>
<td>WHITE</td>
<td></td>
</tr>
<tr>
<td>$100K+</td>
<td>IND/</td>
<td></td>
<td>WHITE</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>DEM/</td>
<td></td>
<td>WHITE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SPRT</td>
<td></td>
<td>WHITE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OPPOSE</td>
<td></td>
<td>WHITE</td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>88</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>22%</td>
<td>14%</td>
<td>17%</td>
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<tr>
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<td>194</td>
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<tr>
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<td>16%</td>
</tr>
<tr>
<td>SOMewhat SUPPORT</td>
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<td>39%</td>
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<td>41%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>93</td>
<td>19</td>
<td>18</td>
<td>12</td>
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<td>18%</td>
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### Table 66-4

**Question 55:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

#### The area's parks

<table>
<thead>
<tr>
<th>TYPE</th>
<th>INSIDE/OUTSIDE</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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**Table 66-5**

**QUESTION 55:**

Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area's parks

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<tbody>
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<td>OVER-</td>
<td>SHAW-</td>
<td>22-</td>
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<td>NEE</td>
<td>LAN-</td>
<td>LEA-</td>
<td>23-</td>
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<td>MISS</td>
<td>PARK</td>
<td>WOOD</td>
<td>24-</td>
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<td>VALLEY</td>
<td>NEE</td>
<td>LENEXA</td>
<td>JAN</td>
</tr>
<tr>
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<td>OLATHE</td>
<td>SOTO</td>
<td>OLATHE</td>
<td>JAN</td>
</tr>
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<td>JAN</td>
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<td>23%</td>
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<td>-19</td>
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<td>15%</td>
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<td>194</td>
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<td>45</td>
<td>8</td>
</tr>
<tr>
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<td>48%</td>
<td>55%</td>
<td>52%</td>
<td>39%</td>
</tr>
<tr>
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<td>201</td>
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<td>38</td>
<td>54</td>
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<td>26%</td>
<td>17%</td>
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<td>23</td>
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</tbody>
</table>
Table 66-6

**QUESTION 55:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**The area’s parks**

**BANNER 6**

<table>
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<th>30</th>
<th>38</th>
<th>39</th>
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<td>-</td>
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</tbody>
</table>
Table 66-7

**QUESTION 55:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area’s parks

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tr>
<td></td>
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<td>8</td>
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<td>11</td>
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<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>60</td>
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<td>55</td>
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<td>15%</td>
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<td>14%</td>
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<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>-7</td>
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<td>-33%</td>
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<td>-20%</td>
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<td>194</td>
<td>42</td>
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</tr>
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<td>33%</td>
<td>30%</td>
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<td>37%</td>
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<td>22</td>
<td>18</td>
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<td>34%</td>
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<td>20%</td>
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<td>23%</td>
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<td>93</td>
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<td>10</td>
<td>16</td>
<td>11</td>
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<td>22%</td>
<td>24%</td>
<td>31%</td>
<td>23%</td>
<td>27%</td>
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</tr>
<tr>
<td>DON’T KNOW</td>
<td>6</td>
<td>-</td>
<td>1</td>
<td>3</td>
<td>-</td>
<td>1</td>
<td>2</td>
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<td>-1%</td>
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<td>1%</td>
<td>1%</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 66-8

QUESTION 55: Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

The area’s parks

<table>
<thead>
<tr>
<th></th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDUC</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>BASE=TOTAL</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>SUPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
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<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>DON'T KNOW</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</table>

PUBLIC OPINION STRATEGIES
Table 67-1
QUESTION 56: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

A new Johnson County Courthouse

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
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<tr>
<td></td>
<td></td>
<td>MEN</td>
<td>WOMEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>56%</td>
<td>16%</td>
<td>34%</td>
</tr>
<tr>
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<td>-62%</td>
<td>-59%</td>
<td>-54%</td>
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<tr>
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<td>72</td>
<td>29</td>
<td>43</td>
<td>15</td>
<td>23</td>
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<tr>
<td></td>
<td>18%</td>
<td>16%</td>
<td>19%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>311</td>
<td>137</td>
<td>173</td>
<td>49</td>
<td>106</td>
</tr>
<tr>
<td></td>
<td>78%</td>
<td>78%</td>
<td>77%</td>
<td>77%</td>
<td>79%</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
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<td></td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>SOMewhat SUPPORT</td>
<td>57</td>
<td>19</td>
<td>38</td>
<td>11</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>11%</td>
<td>17%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>SOMewhat OPPOSE</td>
<td>134</td>
<td>51</td>
<td>83</td>
<td>25</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>29%</td>
<td>37%</td>
<td>39%</td>
<td>25%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>177</td>
<td>86</td>
<td>91</td>
<td>24</td>
<td>71</td>
</tr>
<tr>
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<td>44%</td>
<td>49%</td>
<td>41%</td>
<td>38%</td>
<td>52%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>16</td>
<td>10</td>
<td>6</td>
<td>-</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>-</td>
<td>6%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 67-2

QUESTION 56: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

A new Johnson County Courthouse

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS OR SOME</td>
<td>GOP</td>
<td>EDUCATION</td>
<td>PARTY/AGE</td>
</tr>
<tr>
<td>TOTAL</td>
<td>LESS</td>
<td>LESS</td>
<td>LESS</td>
</tr>
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<td>398</td>
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<td>88</td>
</tr>
<tr>
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<td>72</td>
<td>8</td>
<td>16</td>
</tr>
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<td>311</td>
<td>24</td>
<td>68</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>15</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>57</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>16</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 67-3: Question 56:
Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

A new Johnson County Courthouse

<table>
<thead>
<tr>
<th>Income</th>
<th>Party/Income</th>
<th>Tea Party</th>
<th>Religion</th>
<th>Ethnicity</th>
<th>Length of Residency</th>
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<tr>
<td></td>
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<td></td>
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</tr>
<tr>
<td>$60K-</td>
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</tr>
<tr>
<td>$80K-</td>
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**D/S (Support - Oppose)**

<table>
<thead>
<tr>
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<th>Total Oppose</th>
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<td><strong>SOMEWHAT SUPPORT</strong></td>
</tr>
<tr>
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<td>57</td>
</tr>
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<td>11</td>
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</table>

PUBLIC OPINION STRATEGIES
TABLE 67-4

**QUESTION 56:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**A new Johnson County Courthouse**

**BANNER 4**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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</tr>
<tr>
<td>BASE=SAMPLE A</td>
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<tr>
<td>398</td>
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<td>45%</td>
<td>91%</td>
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<td>42%</td>
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<tr>
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<td>-65%</td>
<td>-63%</td>
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<td>-72%</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>72</td>
<td>35</td>
<td>36</td>
<td>68</td>
<td>4</td>
<td>25</td>
<td>39</td>
<td>34</td>
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<td>24</td>
</tr>
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<td>20%</td>
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<td>15%</td>
<td>20%</td>
<td>17%</td>
<td>19%</td>
<td>20%</td>
<td>12%</td>
</tr>
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<td></td>
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<td>83%</td>
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<td>77%</td>
<td>79%</td>
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<td>12</td>
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</tr>
<tr>
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<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>4%</td>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

A new Johnson County Courthouse

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<tr>
<td>NEE</td>
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<td>OVER</td>
<td>22-</td>
</tr>
<tr>
<td>MISS</td>
<td>BLUE</td>
<td>LAND</td>
<td>23-</td>
</tr>
<tr>
<td>VALLEY</td>
<td>OLATHE</td>
<td>SHAW-</td>
<td>24-</td>
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<td>SPRING</td>
<td>EDG-</td>
<td>JAN</td>
</tr>
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<td>HILL</td>
<td>DE-</td>
<td>RON</td>
<td>JAN</td>
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<tr>
<td>SOTO</td>
<td></td>
<td>SHAW-</td>
<td>JAN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LEA-</td>
<td>JAN</td>
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<td></td>
<td>NEE</td>
<td>JAN</td>
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<td>JAN</td>
</tr>
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<td></td>
<td>LENEXA</td>
<td>JAN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OLATHE</td>
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<td>JAN</td>
</tr>
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<td>JAN</td>
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<td>JAN</td>
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<td><strong>BASE=SAMPLE A</strong></td>
<td><strong>298</strong></td>
<td><strong>172</strong></td>
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<tr>
<td><strong>TOTAL SUPPORT</strong></td>
<td><strong>100%</strong></td>
<td><strong>43%</strong></td>
<td><strong>20%</strong></td>
</tr>
<tr>
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<td><strong>-239</strong></td>
<td><strong>-108</strong></td>
<td><strong>-33</strong></td>
</tr>
<tr>
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<td><strong>311</strong></td>
<td><strong>136</strong></td>
<td><strong>56</strong></td>
</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
<td><strong>15</strong></td>
<td><strong>7</strong></td>
<td><strong>5</strong></td>
</tr>
<tr>
<td><strong>SOMEWHAT SUPPORT</strong></td>
<td><strong>57</strong></td>
<td><strong>20</strong></td>
<td><strong>18</strong></td>
</tr>
<tr>
<td><strong>STRONGLY OPPOSE</strong></td>
<td><strong>134</strong></td>
<td><strong>61</strong></td>
<td><strong>24</strong></td>
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<tr>
<td><strong>SOMEWHAT OPPOSE</strong></td>
<td><strong>177</strong></td>
<td><strong>75</strong></td>
<td><strong>32</strong></td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

A new Johnson County Courthouse

<table>
<thead>
<tr>
<th></th>
<th>BASE=SAMPLE A</th>
<th>**D/S (SUPPORT - OPPOSE)</th>
<th>TOTAL SUPPORT</th>
<th>TOTAL OPPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100%</td>
<td></td>
<td>72</td>
<td>311</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>4%</td>
<td></td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>14%</td>
<td></td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>34%</td>
<td></td>
<td>15</td>
<td>34</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>44%</td>
<td></td>
<td>15</td>
<td>34</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>4%</td>
<td></td>
<td>7</td>
<td>14</td>
</tr>
</tbody>
</table>
Table 67-7

QUESTION 56: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

A new Johnson County Courthouse

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tr>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
</tr>
<tr>
<td>398</td>
<td>47</td>
<td>57</td>
<td>57</td>
<td>65</td>
<td>41</td>
<td>65</td>
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<td>12%</td>
<td>14%</td>
<td>14%</td>
<td>16%</td>
<td>10%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>-239</td>
<td>-26</td>
<td>-38</td>
<td>-38</td>
<td>-49</td>
<td>-22</td>
<td>-34</td>
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<td>14%</td>
<td>11%</td>
<td>11%</td>
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<td>3</td>
<td>1</td>
<td>1</td>
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<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
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<tr>
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<td>8</td>
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<td>11%</td>
<td>6%</td>
<td>20%</td>
<td>21%</td>
<td>17%</td>
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<td>22</td>
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<td>28</td>
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<td>30%</td>
<td>32%</td>
<td>32%</td>
<td>23%</td>
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<tr>
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<td>177</td>
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<td>30</td>
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<td>42%</td>
<td>52%</td>
<td>43%</td>
<td>45%</td>
<td>45%</td>
<td>40%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>16</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
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<tr>
<td>4%</td>
<td>9%</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
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</tbody>
</table>

**D/S (SUPPORT - OPPOSE)**
-60% -56% -66% -66% -54% -53% -48% -58% -64% -78% -53% -43% -87% -34% -62% -56% -60% -56% -78% -56% -58%
**Table 67-8**

**QUESTION 56:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

### A new Johnson County Courthouse

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>IMMIGRATION</th>
<th>ENFORCE</th>
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<td></td>
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<tr>
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<td>329</td>
<td>58</td>
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<td>246</td>
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<td>26%</td>
<td>62%</td>
<td>36%</td>
<td>18%</td>
<td>79%</td>
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<td>-144</td>
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<td>-115</td>
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<td>64</td>
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<td>22%</td>
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<td>14%</td>
</tr>
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<td>208</td>
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<td>174</td>
<td>133</td>
<td>41</td>
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<td>75%</td>
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<td>72%</td>
<td>93%</td>
<td>71%</td>
<td>92%</td>
<td>57%</td>
<td>83%</td>
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<td>6%</td>
<td>1%</td>
<td>9%</td>
<td>2%</td>
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<td>1</td>
<td>53</td>
<td>4</td>
<td>45</td>
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<td>19</td>
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<td>18%</td>
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<td>27%</td>
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<tr>
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<td>112</td>
<td>16</td>
<td>100</td>
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<td>35%</td>
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<td>5%</td>
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<td>8%</td>
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</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 68-1

QUESTION 57: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
<td>116</td>
</tr>
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<td>**D/S (SUPPORT - OPPOSE)</td>
<td>48</td>
<td>-1</td>
<td>49</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
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<td>119</td>
<td>35</td>
<td>59</td>
</tr>
<tr>
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<td>104</td>
<td>70</td>
<td>32</td>
<td>54</td>
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<td>79</td>
<td>32</td>
<td>48</td>
<td>8</td>
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<tr>
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<td>71</td>
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<td>4</td>
<td>-</td>
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<td>-</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 68-2

QUESTION 57: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>Education</th>
<th>Party/Gender</th>
<th>Party/Age</th>
<th>Party/Education</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>TEC/</td>
<td>GOP/</td>
<td>IND/</td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOP/</td>
<td>IND/</td>
</tr>
<tr>
<td></td>
<td>TOTAL LESS</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td></td>
<td>LESS</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
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<td>55+</td>
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<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>109</td>
<td>58</td>
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<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>48</td>
<td>97</td>
<td>26</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>222</td>
<td>52</td>
<td>17</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>174</td>
<td>54</td>
<td>19</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>79</td>
<td>17</td>
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<tr>
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<td>142</td>
<td>34</td>
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<td>SOMEWHAT OPPOSE</td>
<td>105</td>
<td>27</td>
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</tr>
<tr>
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<td>69</td>
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</tr>
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PUBLIC OPINION STRATEGIES
**Table 68-3**

**QUESTION 57:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Libraries in the area**

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<tr>
<td></td>
<td>UNDER $60K</td>
<td>UNDER $80K</td>
<td>IND/UNDER $80K</td>
<td>DEM/UNDER $80K</td>
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<td>222</td>
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<td>37</td>
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<td>29</td>
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<td>TOTAL OPPOSE</td>
<td>174</td>
<td>36</td>
<td>27</td>
<td>31</td>
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<td>29</td>
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<td>22</td>
<td>8</td>
<td>13</td>
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<tr>
<td>SOMEWHAT SUPPORT</td>
<td>142</td>
<td>29</td>
<td>19</td>
<td>24</td>
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<td>19</td>
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</tbody>
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**PUBLIC OPINION STRATEGIES**
QUESTION 57: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

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<thead>
<tr>
<th>Libraries in the area</th>
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</thead>
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BANNER 4

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<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<tr>
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<td>46%</td>
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</table>

PUBLICATION STRATEGIES
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

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</table>

<table>
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<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<td>MISSON</td>
<td>VALLEY</td>
<td>OVER-</td>
<td>LAND</td>
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<td>OLETH</td>
<td>NEE</td>
<td>WOOD</td>
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<td></td>
</tr>
</tbody>
</table>

| BASE=SAMPLE B | 402 | 179 | 87 | 91 | 13 | 8 | 24 | 89 | 59 | 54 | 78 | 63 | 59 | 139 | 42 | 35 | 28 | 76 | 56 | 27 | 165 | 121 | 116 |
| **D/S (SUPPORT - OPPOSE)** | 48 | 35 | 14 | 8 | -3 | -5 | 27 | 1 | -5 | 16 | -2 | 16 | 3 | 4 | -6 | 25 | -5 | 16 | 19 | 12 |
| TOTAL SUPPORT | 222 | 106 | 48 | 49 | 7 | 2 | 9 | 57 | 30 | 26 | 41 | 39 | 28 | 76 | 22 | 19 | 14 | 41 | 40 | 10 | 90 | 69 | 63 |
| TOTAL OPPOSE | 174 | 71 | 35 | 42 | 6 | 5 | 14 | 30 | 29 | 26 | 36 | 23 | 30 | 60 | 19 | 15 | 14 | 35 | 15 | 16 | 74 | 49 | 51 |
| STRONGLY SUPPORT | 79 | 42 | 16 | 15 | 4 | - | 2 | 24 | 12 | 8 | 14 | 13 | 9 | 23 | 9 | 5 | 4 | 14 | 19 | 6 | 35 | 25 | 19 |
| SOMEWHAT SUPPORT | 142 | 64 | 32 | 35 | 3 | 2 | 7 | 33 | 18 | 18 | 28 | 27 | 19 | 53 | 13 | 14 | 9 | 27 | 21 | 5 | 55 | 44 | 44 |
| STRONGLY OPPOSE | 105 | 46 | 20 | 25 | 2 | 6 | 5 | 15 | 18 | 14 | 29 | 15 | 14 | 42 | 12 | 8 | 7 | 20 | 9 | 7 | 50 | 26 | 30 |
| STRONGLY OPPOSE | 69 | 25 | 15 | 17 | 5 | 1 | 7 | 15 | 11 | 12 | 8 | 8 | 15 | 17 | 7 | 7 | 15 | 6 | 9 | 24 | 23 | 21 |
| DON’T KNOW | 5 | 2 | 2 | - | 1 | - | 1 | 2 | 1 | - | 1 | 3 | - | - | - | - | 1 | 1 | 1 | 1 | 2 | 2 |
| REFUSED | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | 1 | - | 1 |
Table 68-6

**QUESTION 57**: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
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<th>Libraries in the area</th>
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</tr>
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<tbody>
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<td>13</td>
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<td><strong>TOTAL</strong></td>
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<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>402</td>
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<td>22</td>
<td>16</td>
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<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
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<td>21</td>
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</table>

*Public Opinion Strategies*
**Table 68-7**

**QUESTION 57:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Libraries in the area**

**STATE SENATE DISTRICTS**

<table>
<thead>
<tr>
<th></th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUC</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tr>
<td></td>
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<td>7</td>
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</tr>
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<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
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<td></td>
</tr>
<tr>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
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<tr>
<td><strong>SOMewhat SUPPORT</strong></td>
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</tr>
<tr>
<td><strong>STRONGLY OPPOSE</strong></td>
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<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
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<td></td>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 68-8

QUESTION 57:
Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>Libraries in the area</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>ENFORCE</th>
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</thead>
<tbody>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
<td>79</td>
<td>51</td>
<td>71</td>
<td>8</td>
<td>76</td>
<td>4</td>
<td>68</td>
<td>11</td>
<td>30</td>
<td>47</td>
</tr>
<tr>
<td><strong>SOMEWHAT SUPPORT</strong></td>
<td>142</td>
<td>70</td>
<td>121</td>
<td>21</td>
<td>106</td>
<td>35</td>
<td>84</td>
<td>56</td>
<td>38</td>
<td>101</td>
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<td><strong>SOMETHING OPPOSE</strong></td>
<td>105</td>
<td>33</td>
<td>78</td>
<td>22</td>
<td>70</td>
<td>32</td>
<td>50</td>
<td>52</td>
<td>22</td>
<td>81</td>
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<tr>
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<td>69</td>
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<td>45</td>
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<td>37</td>
<td>16</td>
<td>52</td>
<td>6</td>
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<td>5</td>
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<td>4</td>
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<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
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<td>222</td>
<td>121</td>
<td>192</td>
<td>30</td>
<td>182</td>
<td>39</td>
<td>152</td>
<td>68</td>
<td>68</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>55%</td>
<td>69%</td>
<td>60%</td>
<td>40%</td>
<td>64%</td>
<td>35%</td>
<td>69%</td>
<td>39%</td>
<td>71%</td>
<td>50%</td>
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<tr>
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<td>54</td>
<td>123</td>
<td>44</td>
<td>100</td>
<td>69</td>
<td>66</td>
<td>104</td>
<td>27</td>
<td>143</td>
</tr>
<tr>
<td></td>
<td>43%</td>
<td>31%</td>
<td>38%</td>
<td>59%</td>
<td>35%</td>
<td>63%</td>
<td>30%</td>
<td>60%</td>
<td>29%</td>
<td>48%</td>
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<td>79</td>
<td>51</td>
<td>71</td>
<td>8</td>
<td>76</td>
<td>4</td>
<td>68</td>
<td>11</td>
<td>30</td>
<td>47</td>
</tr>
<tr>
<td><strong>SOMEWHAT SUPPORT</strong></td>
<td>142</td>
<td>70</td>
<td>121</td>
<td>21</td>
<td>106</td>
<td>35</td>
<td>84</td>
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<td>38</td>
<td>101</td>
</tr>
<tr>
<td><strong>SOMETHING OPPOSE</strong></td>
<td>105</td>
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<td>78</td>
<td>22</td>
<td>70</td>
<td>32</td>
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<td>52</td>
<td>22</td>
<td>81</td>
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<tr>
<td><strong>STRONGLY OPPOSE</strong></td>
<td>69</td>
<td>21</td>
<td>45</td>
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<td>37</td>
<td>16</td>
<td>52</td>
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<td><strong>DON'T KNOW</strong></td>
<td>5</td>
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<td>4</td>
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<td>3</td>
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<td>2</td>
<td>2</td>
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<tr>
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<td>0</td>
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<td>1</td>
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</table>
Table 69-1

QUESTION 58: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

Youth sports programs

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td></td>
<td></td>
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<td>TOTAL</td>
<td>MAN</td>
<td>WOMEN</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
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<tr>
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<td></td>
<td>55-64</td>
<td>55+</td>
<td>18-54</td>
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<td>55+</td>
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<td></td>
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<td>SOFT</td>
<td>TOTAL</td>
</tr>
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<td></td>
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<td>INDIVIDUAL</td>
<td>TOTAL</td>
<td>PARTY</td>
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<td></td>
<td>18-54</td>
<td>55+</td>
<td>DEM</td>
</tr>
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<td></td>
<td></td>
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<td>TOTAL</td>
<td>DEM</td>
<td>DEM</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>STRONG</td>
<td>LEAN</td>
<td>DEM</td>
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<td></td>
<td></td>
<td>IDEOLOGY</td>
<td>CONS</td>
<td>MOD</td>
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<td>LIB</td>
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**BASE=SAMPLE A**

<table>
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<tr>
<th></th>
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<th>64</th>
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<th>68</th>
<th>109</th>
<th>74</th>
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<th>98</th>
<th>101</th>
<th>48</th>
<th>52</th>
<th>86</th>
<th>152</th>
<th>161</th>
<th>74</th>
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<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>79</td>
<td>19</td>
<td>60</td>
<td>22</td>
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<td>38</td>
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<td>-2</td>
<td>-13</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
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<td>97</td>
<td>141</td>
<td>43</td>
<td>86</td>
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<td>70</td>
<td>36</td>
<td>107</td>
<td>54</td>
<td>107</td>
<td>54</td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
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<td>80</td>
<td>21</td>
<td>35</td>
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<td>18</td>
<td>55</td>
<td>33</td>
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<td>31</td>
<td>53</td>
<td>40</td>
<td>89</td>
<td>37</td>
<td>31</td>
<td>15</td>
</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
<td>69</td>
<td>34</td>
<td>34</td>
<td>17</td>
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<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
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<td><strong>SOMewhat SUPPORT</strong></td>
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<td>63</td>
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<td>36</td>
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<td>20</td>
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<td>36</td>
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<td>49</td>
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<td>32</td>
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<td>25</td>
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<td>7</td>
<td>22</td>
<td>14</td>
<td>19</td>
<td>7</td>
<td>4</td>
<td>3</td>
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</tr>
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<td>2</td>
<td>-</td>
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</tr>
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</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 69-2
QUESTION 58: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>Youth sports programs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
</tr>
<tr>
<td><strong>SOMewhat SUPPORT</strong></td>
</tr>
<tr>
<td><strong>SOMewhat OPPOSE</strong></td>
</tr>
<tr>
<td><strong>STRONGLY OPPOSE</strong></td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>EDUCATION</strong></th>
<th><strong>PARTY/GENDER</strong></th>
<th><strong>PARTY/AGE</strong></th>
<th><strong>PARTY/EDUCATION</strong></th>
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<td>TEC/</td>
<td>GOP/</td>
<td>GOP/</td>
</tr>
<tr>
<td></td>
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</tr>
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<td>DEM/</td>
<td>DEM/</td>
</tr>
<tr>
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<td>18-54</td>
<td>55+</td>
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<tr>
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<td>55+</td>
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<tr>
<td>TOTAL LESS</td>
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<td></td>
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<tr>
<td>COLL</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>COLL+</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SUPPORT - OPPOSE</strong></th>
<th><strong>BASE=SAMPLE A</strong></th>
<th><strong>TOTAL SUPPORT</strong></th>
<th><strong>TOTAL OPPOSE</strong></th>
<th><strong>STRONGLY SUPPORT</strong></th>
<th><strong>SOMewhat SUPPORT</strong></th>
<th><strong>SOMewhat OPPOSE</strong></th>
<th><strong>STRONGLY OPPOSE</strong></th>
<th><strong>DON'T KNOW</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE=SAMPLE A</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
<td></td>
<td></td>
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<td><strong>TOTAL OPPOSE</strong></td>
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<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>SOMewhat SUPPORT</strong></td>
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</tr>
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<td><strong>SOMewhat OPPOSE</strong></td>
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<td></td>
</tr>
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</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td></td>
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</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
**Table 69-3**

**Question 58:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Youth sports programs**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>OF RESIDENCY</th>
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</thead>
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<tr>
<td></td>
<td>UNDER $60K-</td>
<td>GOP/IND/DEM/</td>
<td>PROTESTANT/</td>
<td>WHITE WHITE WHITE TOTAL</td>
<td>&lt;10 11-20 20+</td>
</tr>
<tr>
<td>TOTAL $60K+</td>
<td>$80K $100K+</td>
<td>UNDER GOP/IND/DEM/</td>
<td>SPART OPPOSE</td>
<td>MEN WOMEN</td>
<td>YEARS YEARS YEARS</td>
</tr>
<tr>
<td>--------------</td>
<td>---------</td>
<td>---------------</td>
<td>-------------</td>
<td>----------</td>
<td>----------------</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>82 66 71 145 61 107 47 45 37 57 156 167 210 101 159</td>
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PUBLIC OPINION STRATEGIES
Table 69-4

**QUESTION 58:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Youth sports programs**

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<th>INSIDE/OUTSIDE</th>
<th>INSIDE</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
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<td>OUT-</td>
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<td>DADS</td>
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**PUBLIC OPINION STRATEGIES**
**Question 58:**

Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Youth Sports Programs**

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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**PUBLIC OPINION STRATEGIES**
### Table 69-6

**QUESTION 58:** Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Youth sports programs**

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Table 69-7

**QUESTION 58:** Now, please tell me whether you’d support or oppose a tax increase if you knew the revenue generated would be used on the following.

**Youth sports programs**

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<th>BASE=SAMPLE A</th>
<th><strong>D/S (SUPPORT - OPPOSE)</strong></th>
<th>TOTAL SUPPORT</th>
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<td>STATE SENATE DISTRICTS</td>
<td>JOHNSON CO ECON VS. COUNTRY</td>
<td>SERVICES FOR TAXES</td>
<td>GOV’T SPENDING IN COUNTY</td>
<td>CONTROL OVER PUBLIC EDUCATION</td>
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<td>TOTAL 7 8 9 10 11 23 37</td>
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<td>TOO HIGH ABOUT RIGHT</td>
<td>INCREASING DECREASING SAME</td>
<td>STATE LOCAL EARS LEAD- VERY FAV</td>
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<tr>
<td>398 47 57 57 65 41 65 67 300 97 103 289 82 60 238 26 360 279 372 333 55 344 18</td>
<td>100% 12% 14% 14% 16% 10% 16% 17% 75% 24% 26% 73% 21% 15% 60% 7% 90% 70% 93% 84% 14% 86% 4%</td>
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<td></td>
</tr>
<tr>
<td>79 7 11 8 13 8 22 10 63 18 -12 90 38 -39 73 8 67 69 79 93 -14 77 3</td>
<td>20% 14% 20% 15% 20% 20% 20% 25% 21% 18% -12% 31% 46% -34% 31% 31% 19% 25% 21% 28% -25% 22% 16%</td>
<td></td>
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<td></td>
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<tr>
<td>237 27 33 39 24 44 38 180 57 45 189 60 11 154 17 213 174 224 213 20 210 10</td>
<td>60% 57% 59% 57% 60% 59% 67% 57% 60% 59% 44% 65% 73% 18% 65% 65% 59% 62% 60% 64% 36% 61% 58%</td>
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<tr>
<td>158 20 22 24 26 16 21 28 117 39 58 98 22 50 81 9 145 105 145 119 34 133 7</td>
<td>40% 43% 43% 43% 40% 39% 33% 42% 39% 41% 56% 34% 27% 82% 34% 35% 40% 37% 39% 36% 62% 39% 42%</td>
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</tr>
<tr>
<td>STRONGLY SUPPORT 69 7 7 11 14 1 15 14 48 21 16 52 17 2 47 3 64 53 63 61 8 63 5</td>
<td>17% 16% 13% 19% 21% 2% 23% 21% 16% 21% 16% 18% 20% 3% 20% 12% 18% 19% 17% 18% 15% 18% 26%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT 168 19 26 22 25 24 29 24 132 37 29 137 43 9 107 14 149 121 161 152 12 146 6</td>
<td>42% 41% 46% 38% 39% 57% 44% 35% 44% 38% 29% 47% 52% 15% 45% 54% 41% 43% 43% 46% 22% 43% 32%</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE 91 11 14 11 19 6 13 16 72 18 24 66 15 20 53 4 86 60 85 71 17 81 2</td>
<td>23% 24% 24% 20% 30% 15% 19% 24% 24% 19% 24% 23% 18% 33% 22% 15% 24% 21% 23% 21% 31% 23% 10%</td>
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<td></td>
</tr>
<tr>
<td>STRONGLY OPPOSE 67 9 9 13 6 10 9 12 45 21 33 33 7 30 28 5 60 45 60 48 17 52 6</td>
<td>17% 19% 15% 23% 10% 24% 13% 18% 15% 22% 32% 11% 9% 49% 12% 20% 17% 16% 16% 15% 31% 15% 32%</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>DON'T KNOW 2 - 1 - - 1 - 1 2 - - 2 - - 2 - - 2 - 1 - 1 1 1 -</td>
<td>1% - 2% - - 2% - 1% - - 1% - - 1% - - 1% - - 2% - -</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 69-8
QUESTION 58: Now, please tell me whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following.

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSPORT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
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<td>69</td>
<td>50</td>
<td>66</td>
<td>2</td>
<td>63</td>
<td>5</td>
<td>57</td>
<td>11</td>
<td>17</td>
<td>51</td>
<td>42</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>168</td>
<td>75</td>
<td>151</td>
<td>11</td>
<td>141</td>
<td>24</td>
<td>123</td>
<td>41</td>
<td>40</td>
<td>121</td>
<td>76</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>91</td>
<td>32</td>
<td>68</td>
<td>21</td>
<td>58</td>
<td>31</td>
<td>47</td>
<td>43</td>
<td>12</td>
<td>79</td>
<td>59</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>67</td>
<td>21</td>
<td>43</td>
<td>23</td>
<td>23</td>
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<td>49</td>
</tr>
<tr>
<td>DON'T KNOW</td>
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<td>-</td>
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<td>-</td>
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<td>2</td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 70-1

And, do you believe that local government spending in Johnson County should be increased, decreased, or should it remain about the same to help fund those priorities?

**Banner 1**

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
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<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
<td>416</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>100%</td>
<td>48%</td>
<td>52%</td>
<td>16%</td>
</tr>
<tr>
<td>INCREASED</td>
<td>58</td>
<td>6</td>
<td>52</td>
<td>23</td>
</tr>
<tr>
<td>21%</td>
<td>19%</td>
<td>24%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>DECREASED</td>
<td>172</td>
<td>72</td>
<td>100</td>
<td>36</td>
</tr>
<tr>
<td>21%</td>
<td>19%</td>
<td>24%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>REMAIN ABOUT THE SAME</td>
<td>483</td>
<td>237</td>
<td>246</td>
<td>75</td>
</tr>
<tr>
<td>60%</td>
<td>62%</td>
<td>59%</td>
<td>57%</td>
<td>60%</td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>31</td>
<td>8</td>
<td>23</td>
<td>8</td>
</tr>
<tr>
<td>4%</td>
<td>2%</td>
<td>6%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 70-2

QUESTION 59: And, do you believe that local government spending in Johnson County should be increased, decreased, or should it remain about the same to help fund those priorities?

<table>
<thead>
<tr>
<th>PARTY/EDUCATION</th>
<th>PARTY/AGE</th>
<th>PARTY/GENDER</th>
<th>TEC/</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>HS OR SOME</td>
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<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>COL/</td>
<td></td>
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<tr>
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<td></td>
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<td></td>
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<td></td>
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<td>COL+</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
</tr>
</tbody>
</table>

| **D/S (INCREASED - DECREASED) | 58 | -6 | 1 | 63 | -22 | 9 | 4 | 8 | 28 | 30 | -15 | 2 | 6 | 5 | 41 | 17 | -8 | -5 | -3 | 14 | 7 | 50 |

| INCREASED | 172 | 8 | 37 | 127 | 24 | 38 | 11 | 23 | 34 | 33 | 35 | 27 | 26 | 8 | 47 | 20 | 19 | 42 | 9 | 25 | 14 | 53 |

| DECREASED | 114 | 14 | 36 | 64 | 46 | 28 | 7 | 15 | 6 | 3 | 50 | 25 | 20 | 3 | 6 | 3 | 28 | 47 | 12 | 11 | 6 | 3 |

| REMAIN ABOUT THE SAME | 483 | 50 | 98 | 332 | 113 | 112 | 75 | 60 | 38 | 61 | 131 | 92 | 101 | 34 | 63 | 36 | 66 | 159 | 43 | 90 | 32 | 66 |

| DEFENDS/DON'T KNOW | 31 | 5 | 6 | 20 | 4 | 10 | 2 | 5 | 2 | 8 | 8 | 6 | 5 | 3 | 6 | 3 | 4 | 10 | 3 | 4 | 4 | 5 |

| REFUSED | 1 | - | 1 | 1 | - | - | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | - |

**PUBLIC OPINION STRATEGIES**
Table 70-3

**QUESTION 59:** And, do you believe that local government spending in Johnson County should be increased, decreased, or should it remain about the same to help fund those priorities?

**BANNER 3**

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH</th>
<th>OF RESIDENCY</th>
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<td>$80K-</td>
<td>GOP/IND/</td>
<td>DEM/</td>
<td>PROT-CATH</td>
<td>WHITE</td>
<td>TOTAL</td>
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<tr>
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<td>$80K-</td>
<td>$100K+</td>
<td>UNDER</td>
<td>UNDER</td>
<td>SPPRT</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$100K+</td>
<td>$80K+</td>
<td>GOP/IND/</td>
<td>DEM/</td>
<td>OPPOSE</td>
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<td>UNDER</td>
<td>UNDER</td>
<td>ESTANT</td>
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<td>IND/</td>
<td>OLIC</td>
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<td>291</td>
<td>123</td>
<td>222</td>
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<tr>
<td>100%</td>
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<td>15%</td>
<td>17%</td>
<td>36%</td>
<td>15%</td>
<td>15%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>58</td>
<td>13</td>
<td>11</td>
<td>19</td>
<td>21</td>
<td>-2</td>
<td>-3</td>
</tr>
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<td>38</td>
<td>26</td>
<td>31</td>
<td>62</td>
<td>26</td>
<td>32</td>
</tr>
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<td>21%</td>
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<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>DECREASED</td>
<td>114</td>
<td>25</td>
<td>15</td>
<td>13</td>
<td>42</td>
<td>28</td>
<td>36</td>
</tr>
<tr>
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<td>9%</td>
<td>14%</td>
<td>22%</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>REMAIN ABOUT THE SAME</td>
<td>483</td>
<td>100</td>
<td>77</td>
<td>88</td>
<td>178</td>
<td>67</td>
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<td>55%</td>
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</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>31</td>
<td>7</td>
<td>3</td>
<td>7</td>
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<td>5%</td>
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</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
**Table 70-4**

**QUESTION 59:** And, do you believe that local government spending in Johnson County should be increased, decreased, or should it remain about the same to help fund those priorities?

**BANNER 4**

<table>
<thead>
<tr>
<th>Work in Johnson County</th>
<th>Type of Home</th>
<th>Inside/Outside 435</th>
<th>Kids</th>
<th>Schools</th>
<th>Mood of Country</th>
<th>Mood of State</th>
<th>Mood of Johnson County</th>
<th>Sample</th>
<th>Phone Type</th>
<th>Data</th>
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</thead>
<tbody>
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<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
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<tr>
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<tr>
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Table 70-5

**QUESTION 59:** And, do you believe that local government spending in Johnson County should be increased, decreased, or should it remain about the same to help fund those priorities?

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Table 70-6

**QUESTION 59:** And, do you believe that local government spending in Johnson County should be increased, decreased, or should it remain about the same to help fund those priorities?

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**STATE HOUSE DISTRICTS**

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Table 70-7
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PUBLIC OPINION STRATEGIES
Table 70-8

QUESTION 59: And, do you believe that local government spending in Johnson County should be increased, decreased, or should it remain about the same to help fund those priorities?

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<th>PROBLEM ENFORCE</th>
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<th>IMMIGRATION</th>
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<tr>
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<td>571</td>
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<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
<td>449</td>
<td>369</td>
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<tr>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
<td>56%</td>
<td>46%</td>
</tr>
<tr>
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<td>15%</td>
<td>-30%</td>
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<td>-37%</td>
<td>23%</td>
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<td>104</td>
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<td>23</td>
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<td>9%</td>
<td>40%</td>
<td>4%</td>
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<td>5%</td>
<td>25%</td>
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</tr>
<tr>
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<td>189</td>
<td>92</td>
<td>379</td>
<td>272</td>
<td>223</td>
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<td>60%</td>
<td>58%</td>
<td>63%</td>
<td>49%</td>
<td>63%</td>
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<td>61%</td>
<td>59%</td>
<td>55%</td>
<td>62%</td>
<td>61%</td>
<td>60%</td>
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<td>28</td>
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<td>9</td>
<td>20</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
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<td>5%</td>
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<td>3%</td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 71-1
QUESTION 60: And, would you support or oppose the use of Johnson County tax dollars to help support economic development projects that will create jobs in the area?

<table>
<thead>
<tr>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEN</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td>MEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOMEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STRG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOFT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IND/DEM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D/S (SUPPORT - OPPOSE)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>517</td>
<td>218</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>81%</td>
<td>77%</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>65%</td>
<td>57%</td>
</tr>
</tbody>
</table>

TOTAL SUPPORT | 649 | 297 | 352 | 108 | 218 | 108 | 123 | 87 | 200 | 96 | 234 | 114 | 161 | 129 | 290 | 166 | 164 | 72 | 92 | 116 | 232 | 265 | 135 |
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>81%</td>
<td>77%</td>
<td>85%</td>
<td>82%</td>
<td>86%</td>
<td>81%</td>
<td>78%</td>
<td>73%</td>
<td>82%</td>
<td>69%</td>
<td>85%</td>
<td>83%</td>
<td>75%</td>
<td>80%</td>
<td>77%</td>
<td>84%</td>
<td>89%</td>
<td>90%</td>
<td>67%</td>
<td>74%</td>
<td>85%</td>
<td>93%</td>
</tr>
</tbody>
</table>

TOTAL OPPOSE | 132 | 79 | 54 | 17 | 30 | 22 | 31 | 32 | 41 | 32 | 22 | 48 | 27 | 74 | 31 | 15 | 6 | 9 | 54 | 75 | 38 | 10 |
| BASE=TOTAL SAMPLE | 17% | 20% | 13% | 13% | 12% | 17% | 20% | 26% | 15% | 29% | 12% | 16% | 22% | 17% | 20% | 16% | 8% | 7% | 9% | 31% | 24% | 7% |

STRONGLY SUPPORT | 354 | 161 | 193 | 56 | 129 | 59 | 62 | 47 | 112 | 50 | 132 | 59 | 81 | 60 | 140 | 88 | 112 | 42 | 69 | 55 | 115 | 149 | 81 |
| BASE=TOTAL SAMPLE | 44% | 42% | 46% | 43% | 51% | 44% | 40% | 39% | 46% | 36% | 48% | 43% | 38% | 37% | 37% | 44% | 61% | 52% | 68% | 32% | 36% | 48% | 56% |

SOMewhat SUPPORT | 295 | 136 | 159 | 52 | 89 | 49 | 61 | 41 | 89 | 46 | 102 | 55 | 81 | 69 | 150 | 78 | 52 | 30 | 23 | 61 | 117 | 116 | 53 |
| BASE=TOTAL SAMPLE | 37% | 35% | 38% | 40% | 35% | 37% | 39% | 34% | 36% | 33% | 37% | 40% | 37% | 43% | 40% | 39% | 29% | 36% | 22% | 35% | 37% | 37% |

SOMewhat OPPOSE | 71 | 38 | 33 | 13 | 16 | 10 | 15 | 17 | 18 | 19 | 20 | 13 | 25 | 13 | 38 | 19 | 9 | 3 | 6 | 29 | 40 | 20 | 6 |
| BASE=TOTAL SAMPLE | 9% | 10% | 8% | 10% | 6% | 7% | 10% | 14% | 7% | 14% | 7% | 10% | 11% | 8% | 10% | 5% | 4% | 6% | 16% | 13% | 6% | 4% |

STRONGLY OPPOSE | 61 | 41 | 20 | 4 | 15 | 13 | 16 | 14 | 19 | 21 | 12 | 8 | 23 | 14 | 37 | 13 | 6 | 3 | 3 | 25 | 35 | 18 | 4 |
| BASE=TOTAL SAMPLE | 8% | 11% | 5% | 3% | 6% | 10% | 12% | 8% | 15% | 4% | 6% | 11% | 9% | 10% | 6% | 3% | 4% | 3% | 14% | 11% | 6% | 3% |

DON'T KNOW | 18 | 8 | 10 | 6 | 5 | 3 | 3 | 1 | 6 | 2 | 8 | 3 | 6 | 5 | 11 | 2 | 4 | 4 | - | 5 | 8 | 7 |
| BASE=TOTAL SAMPLE | 2% | 2% | 2% | 5% | 2% | 2% | 2% | 1% | 3% | 3% | 2% | 3% | 3% | 3% | 1% | 2% | 5% | - | 3% | 2% | 2% |

REFUSED | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | 1 | - | - | 1 | - | - |
| BASE=TOTAL SAMPLE | - | - | - | - | - | - | - | - | - | - | - | - | 1% | - | - | - | - | - | - | - | - |
Table 71-2

QUESTION 60:
And, would you support or oppose the use of Johnson County tax dollars to help support economic development projects that will create jobs in the area?

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/</td>
<td>HS OR SOME</td>
<td>GOP/</td>
<td>GOP/LESS</td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>COL+</td>
<td>PARTY/</td>
<td>PARTY/LESS</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>LESS COL+</td>
<td>GENDER</td>
<td>COL+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>517</td>
<td>55</td>
<td>112</td>
<td>347</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>649</td>
<td>66</td>
<td>142</td>
<td>438</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>132</td>
<td>10</td>
<td>30</td>
<td>92</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>354</td>
<td>44</td>
<td>71</td>
<td>237</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>295</td>
<td>22</td>
<td>70</td>
<td>202</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>71</td>
<td>5</td>
<td>14</td>
<td>52</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>61</td>
<td>5</td>
<td>16</td>
<td>40</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>18</td>
<td>-</td>
<td>6</td>
<td>12</td>
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<tr>
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</tr>
</tbody>
</table>
Table 71-3

QUESTION 60:
And, would you support or oppose the use of Johnson County tax dollars to help support economic development projects that will create jobs in the area?

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<tr>
<td>UNDER $60K</td>
<td>$60K-80K</td>
<td>$80K-100K+</td>
<td>$100K+</td>
<td>$80K-100K+</td>
<td>$100K+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
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<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td>%</td>
<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>36%</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>517</td>
<td>123</td>
<td>83</td>
<td>97</td>
<td>184</td>
</tr>
<tr>
<td>%</td>
<td>65%</td>
<td>72%</td>
<td>68%</td>
<td>70%</td>
<td>63%</td>
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<tr>
<td>TOTAL SUPPORT</td>
<td>649</td>
<td>145</td>
<td>101</td>
<td>116</td>
<td>235</td>
</tr>
<tr>
<td>%</td>
<td>81%</td>
<td>85%</td>
<td>83%</td>
<td>83%</td>
<td>81%</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>132</td>
<td>22</td>
<td>18</td>
<td>19</td>
<td>51</td>
</tr>
<tr>
<td>%</td>
<td>17%</td>
<td>13%</td>
<td>15%</td>
<td>14%</td>
<td>17%</td>
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<tr>
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<td>40%</td>
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<tr>
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<td>53</td>
<td>54</td>
<td>105</td>
</tr>
<tr>
<td>%</td>
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<td>34%</td>
<td>44%</td>
<td>38%</td>
<td>36%</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
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<td>10</td>
<td>9</td>
<td>14</td>
<td>25</td>
</tr>
<tr>
<td>%</td>
<td>9%</td>
<td>6%</td>
<td>8%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>61</td>
<td>11</td>
<td>9</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>DON’T KNOW</td>
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<td>4</td>
<td>2</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>-</td>
<td>-</td>
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</tr>
</tbody>
</table>

PUBLIIC OPINION STRATEGIES
Table 71-4

**QUESTION 60:** And, would you support or oppose the use of Johnson County tax dollars to help support economic development projects that will create jobs in the area?

**BANNER 4**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
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<td>------</td>
</tr>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
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<td>443</td>
<td>356</td>
<td>721</td>
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<td>433</td>
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<td>55%</td>
<td>44%</td>
<td>90%</td>
<td>9%</td>
<td>44%</td>
<td>48%</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>517</td>
<td>286</td>
<td>229</td>
<td>462</td>
<td>54</td>
<td>223</td>
<td>255</td>
<td>256</td>
<td>262</td>
</tr>
<tr>
<td></td>
<td>65%</td>
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<td>64%</td>
<td>78%</td>
<td>63%</td>
<td>66%</td>
<td>70%</td>
<td>60%</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
<td>649</td>
<td>358</td>
<td>289</td>
<td>582</td>
<td>61</td>
<td>285</td>
<td>315</td>
<td>342</td>
<td>185</td>
</tr>
<tr>
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<td>88%</td>
<td>86%</td>
<td>81%</td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
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<td>60</td>
<td>121</td>
<td>7</td>
<td>62</td>
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**PUBLIC OPINION STRATEGIES**
Table 71-5

QUESTION 60:
And, would you support or oppose the use of Johnson County tax dollars to help support economic development projects that will create jobs in the area?

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<tr>
<th>BANNER 5</th>
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<th>COUNTY COMMISSION DISTRICT</th>
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<th>DATES</th>
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<tr>
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<td>800</td>
<td>352</td>
<td>167</td>
<td>192</td>
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<td>**D/S (SUPPORT - OPPOSE)</td>
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<td>111</td>
<td>141</td>
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<tr>
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<td>274</td>
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<td>165</td>
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<tr>
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<td>26</td>
<td>24</td>
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<tr>
<td>STRONGLY SUPPORT</td>
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<td>143</td>
<td>78</td>
<td>95</td>
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<td>STRONGLY OPPOSE</td>
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<td>27</td>
<td>13</td>
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<tr>
<td>DON'T KNOW</td>
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<tr>
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<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
And, would you support or oppose the use of Johnson County tax dollars to help support economic development projects that will create jobs in the area?

| STATE HOUSE DISTRICTS | TOTAL 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|-----------------------|---------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=TOTAL SAMPLE     | 800     | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 45 | 60 | 47 | 35 |
| 100%                  | 5%      | 4% | 5% | 6% | 4% | 3% | 5% | 5% | 4% | 3% | 4% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |
| **D/S (SUPPORT - OPPOSE) | 517     | 29 | 21 | 24 | 30 | 13 | 18 | 21 | 28 | 22 | 16 | 26 | 16 | 46 | 31 | 19 | 17 | 17 | 15 | 16 | 26 | 35 | 32 |
| 65%                  | 74%     | 60% | 55% | 63% | 45% | 66% | 57% | 69% | 72% | 64% | 81% | 48% | 83% | 67% | 46% | 57% | 60% | 47% | 64% | 58% | 74% | 90% |
| TOTAL SUPPORT        | 649     | 34 | 25 | 32 | 38 | 21 | 23 | 28 | 34 | 26 | 21 | 28 | 24 | 50 | 38 | 29 | 23 | 22 | 23 | 21 | 35 | 40 | 34 |
| 100%                  | 81%     | 87% | 83% | 75% | 82% | 73% | 83% | 77% | 82% | 86% | 82% | 88% | 73% | 91% | 82% | 69% | 78% | 79% | 72% | 82% | 78% | 86% | 95% |
| TOTAL OPPOSE         | 132     | 5  | 9  | 8  | 5  | 7  | 5  | 4  | 5  | 2  | 8  | 4  | 7  | 9  | 6  | 5  | 8  | 5  | 9  | 6  | 2  | 1  | 1  |
| 17%                  | 13%     | 15% | 20% | 18% | 27% | 17% | 19% | 13% | 14% | 18% | 6%  | 25% | 8%  | 15% | 23% | 22% | 19% | 25% | 18% | 20% | 12% | 5%  |
| STRONGLY SUPPORT     | 354     | 16 | 14 | 18 | 20 | 12 | 13 | 13 | 14 | 12 | 11 | 18 | 14 | 28 | 24 | 15 | 13 | 10 | 12 | 13 | 18 | 25 | 20 |
| 44%                  | 43%     | 44% | 41% | 42% | 42% | 46% | 37% | 35% | 40% | 45% | 56% | 43% | 50% | 51% | 36% | 44% | 37% | 39% | 50% | 40% | 53% | 57% |
| SOMEWHAT SUPPORT     | 295     | 17 | 12 | 15 | 18 | 9  | 10 | 14 | 19 | 14 | 9  | 10 | 10 | 22 | 14 | 14 | 10 | 12 | 11 | 8  | 17 | 16 | 13 |
| 37%                  | 44%     | 38% | 34% | 39% | 31% | 37% | 40% | 47% | 46% | 37% | 32% | 30% | 40% | 30% | 33% | 35% | 42% | 33% | 32% | 38% | 33% | 38% |
| SOMEWHAT OPPOSE      | 71      | 3  | 4  | 6  | 5  | 5  | 1  | 5  | 5  | 2  | 1  | 2  | 4  | 2  | 3  | 5  | 5  | 2  | 5  | 1  | 3  | 2  | 1  |
| 9%                   | 7%      | 12% | 15% | 11% | 18% | 4%  | 13% | 11% | 6%  | 5%  | 6%  | 13% | 5%  | 7%  | 13% | 16% | 7%  | 14% | 3%  | 7%  | 4%  | 2%  |
| STRONGLY OPPOSE      | 61      | 2  | 1  | 2  | 4  | 3  | 4  | 2  | 1  | 2  | 3  | -  | 4  | 2  | 4  | 4  | 2  | 3  | 3  | 4  | 6  | 4  | 1  |
| 8%                   | 6%      | 3%  | 6%  | 8%  | 9%  | 13% | 6%  | 2%  | 8%  | 13% | -  | 11% | 3%  | 9%  | 10% | 5%  | 12% | 11% | 15% | 9%  | 3%  |
| DON'T KNOW           | 10      | -   | 1  | -   | 2  | 2  | -   | -   | 2  | 1  | 1  | 1  | 4  | -  | 1  | 1  | -  | 1  | 1  | -  | 1  | -  | -  |
| 2%                   | -3%     | 5%  | -   | -   | -4% | 5%  | -   | -6% | 2%  | 1%  | 2%  | 9%  | -  | 3%  | 4%  | -  | 2%  | 2%  | -  | 1%  | -  | -  |
| REFUSED              | 1       | -   | -  | -   | -  | -  | -   | -   | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |
|                      | -       | -   | -  | -   | -  | -  | -   | -   | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |
QUESTION 60:
And, would you support or oppose the use of Johnson County tax dollars to help support economic development projects that will create jobs in the area?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td><strong>TOTAL SUPPORT</strong></td>
<td><strong>TOTAL OPPOSE</strong></td>
<td><strong>STRONGLY SUPPORT</strong></td>
<td><strong>SOMEWHAT SUPPORT</strong></td>
<td><strong>SOMEWHAT OPPOSE</strong></td>
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</tr>
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<td><strong>8</strong></td>
<td><strong>9</strong></td>
<td><strong>10</strong></td>
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PUBLIC OPINION STRATEGIES
Table 71-8

QUESTION 60: And, would you support or oppose the use of Johnson County tax dollars to help support economic development projects that will create jobs in the area?

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALE TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
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<td>-</td>
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</tbody>
</table>

**BASE=TOTAL SAMPLE**

**D/S (SUPPORT - OPPOSE**

**TOTAL SUPPORT**

**TOTAL OPPOSE**

**STRONGLY SUPPORT**

**SOMEWHAT SUPPORT**

**STRONGLY OPPOSE**

**SOMEWHAT OPPOSE**

**DON'T KNOW**

**REFUSED**
Table 72-1

QUESTION 61: Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

K-12 Education

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<tr>
<th>BANNER 1</th>
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<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tbody>
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<td>TOTAL</td>
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<td>WOMEN</td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
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<td></td>
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<td>55-64</td>
<td>65+</td>
<td>18-54</td>
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<td></td>
<td></td>
<td>55+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| BASE=TOTAL SAMPLE | 800 | 384 | 416 | 131 | 253 | 134 | 157 | 120 | 243 | 139 | 274 | 138 | 215 | 161 | 376 | 199 | 184 | 82 | 102 | 175 | 315 | 311 | 145 |}

| **D/S (INCREASED - DECREASED)** | 380 | 143 | 236 | 80 | 155 | 49 | 58 | 37 | 108 | 37 | 177 | 58 | 51 | 73 | 124 | 113 | 131 | 61 | 70 | 17 | 72 | 196 | 100 |}

| INCREASED | 435 | 182 | 253 | 87 | 168 | 64 | 69 | 45 | 131 | 51 | 188 | 63 | 61 | 87 | 168 | 118 | 132 | 61 | 72 | 55 | 116 | 202 | 102 |}

| DECREASED | 55 | 39 | 16 | 7 | 12 | 15 | 11 | 8 | 23 | 15 | 12 | 5 | 29 | 14 | 44 | 5 | 2 | - | 2 | 37 | 44 | 5 | 2 |}

| STAY THE SAME | 298 | 157 | 140 | 35 | 71 | 52 | 75 | 61 | 89 | 68 | 70 | 69 | 103 | 57 | 160 | 72 | 45 | 20 | 24 | 80 | 151 | 99 | 39 |}

| DON'T KNOW | 12 | 5 | 7 | 1 | 2 | 2 | 1 | 6 | 1 | 4 | 4 | 3 | 2 | 3 | 5 | 2 | 5 | 1 | 4 | 3 | 4 | 4 | 2 |}

| REFUSED | 1 | 1 | - | - | - | - | - | 1 | - | - | 1 | - | - | - | - | 1 | - | - | - | - | 1 | - |
Table 72-2

QUESTION 61: Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

K-12 education

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>TEC/</td>
<td>GOP/</td>
<td>GOP/</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>GOP</td>
<td>IND/</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MEN</td>
<td>MEN/</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>WOMEN</td>
<td>WOMEN/</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MEN</td>
<td>18-54</td>
</tr>
<tr>
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<td></td>
<td></td>
<td>WOMEN</td>
<td>55+</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>55+</td>
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<td>COLL+</td>
<td>LESS</td>
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<td>COLLEGE</td>
<td>GOP/</td>
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<td>COLLEGE</td>
<td>COLLEGE</td>
<td>IND/</td>
</tr>
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<td></td>
<td>COLLEGE</td>
<td>COLLEGE</td>
<td>DEM/</td>
</tr>
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<td>BASE=TOTAL</td>
<td>SAMPLE</td>
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<td></td>
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<tr>
<td></td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
</tr>
<tr>
<td>**D/S (INCREASED -</td>
<td>380</td>
<td>24</td>
<td>70</td>
<td>284</td>
</tr>
<tr>
<td>DECREASED)</td>
<td>47%</td>
<td>31%</td>
<td>39%</td>
<td>52%</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
</tr>
<tr>
<td>INCREASED</td>
<td>435</td>
<td>28</td>
<td>83</td>
<td>322</td>
</tr>
<tr>
<td></td>
<td>54%</td>
<td>37%</td>
<td>47%</td>
<td>59%</td>
</tr>
<tr>
<td>DECREASED</td>
<td>55</td>
<td>4</td>
<td>13</td>
<td>37</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>298</td>
<td>41</td>
<td>81</td>
<td>175</td>
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<tr>
<td></td>
<td>37%</td>
<td>54%</td>
<td>45%</td>
<td>32%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>12</td>
<td>3</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>4%</td>
<td>1%</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
TABLE 72-3

QUESTION 61: Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

K-12 education

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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</thead>
<tbody>
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<td>IND/</td>
<td>DEM/</td>
<td>PROT-</td>
<td>CATH-</td>
<td>MEN</td>
</tr>
<tr>
<td>UNDER $60K</td>
<td>$80K</td>
<td>$100K</td>
<td>UNDER GOP</td>
<td>$80K</td>
<td>$80K</td>
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<tr>
<td>UNDER $60K</td>
<td>$80K</td>
<td>$100K</td>
<td>$100K+</td>
<td>$80K</td>
<td>$80K+</td>
</tr>
<tr>
<td>------</td>
<td>------</td>
<td>------</td>
<td>-------</td>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>36%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**D/S (INCREASED - DECREASED)**

| BASE=TOTAL SAMPLE | 380 | 82 | 62 | 75 | 136 | 43 | 80 | 56 | 50 | 46 | 78 | 62 | 235 | 206 | 88 | 129 | 217 | 346 | 29 | 117 | 95 | 165 |
| 100% | 47% | 48% | 51% | 54% | 47% | 35% | 36% | 63% | 52% | 62% | 79% | 20% | 69% | 48% | 62% | 48% | 91% | 6% | 25% | 25% | 50% |

INCANCREASED

| BASE=TOTAL SAMPLE | 435 | 90 | 72 | 80 | 161 | 57 | 104 | 54 | 53 | 47 | 79 | 108 | 241 | 233 | 107 | 164 | 232 | 396 | 30 | 127 | 108 | 196 |
| 100% | 54% | 53% | 59% | 58% | 55% | 47% | 47% | 65% | 55% | 63% | 80% | 34% | 71% | 55% | 51% | 47% | 61% | 54% | 59% | 64% | 55% | 49% |

DECREASED

| BASE=TOTAL SAMPLE | 55 | 8 | 10 | 5 | 25 | 14 | 24 | 2 | 3 | 1 | 1 | 46 | 6 | 27 | 19 | 36 | 15 | 51 | 1 | 11 | 13 | 31 |
| 100% | 7% | 5% | 9% | 4% | 9% | 12% | 11% | 2% | 4% | 1% | 1% | 15% | 2% | 6% | 9% | 10% | 4% | 7% | 2% | 5% | 7% | 8% |

STAY THE SAME

| BASE=TOTAL SAMPLE | 298 | 68 | 37 | 52 | 104 | 48 | 94 | 26 | 38 | 23 | 17 | 157 | 88 | 160 | 81 | 143 | 128 | 271 | 19 | 56 | 74 | 166 |
| 100% | 37% | 40% | 30% | 37% | 36% | 39% | 42% | 31% | 40% | 31% | 18% | 50% | 26% | 38% | 38% | 41% | 34% | 37% | 29% | 30% | 41% |

DON'T KNOW

| BASE=TOTAL SAMPLE | 12 | 5 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 4 | 4 | 5 | 4 | 3 | 7 | 10 | 1 | 3 | 1 | 8 |
| 100% | 1% | 3% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% |

REFUSED

| BASE=TOTAL SAMPLE | 1 | - | 1 | - | - | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - | 1 | - | - | - |
| 100% | - | - | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
Table 72-4
QUESTION 61: Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

**K-12 education**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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</thead>
<tbody>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>800</td>
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<td>356</td>
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<td>69</td>
<td>353</td>
<td>384</td>
<td>365</td>
<td>433</td>
<td>215</td>
</tr>
<tr>
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<td>9%</td>
<td>44%</td>
<td>48%</td>
<td>46%</td>
<td>54%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>D/S (INCREASED – DECREASED)</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>380</td>
<td>212</td>
<td>166</td>
<td>352</td>
<td>31</td>
<td>174</td>
<td>174</td>
<td>218</td>
<td>163</td>
<td>146</td>
</tr>
<tr>
<td>47%</td>
<td>48%</td>
<td>47%</td>
<td>49%</td>
<td>45%</td>
<td>49%</td>
<td>45%</td>
<td>60%</td>
<td>37%</td>
<td>68%</td>
</tr>
<tr>
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<td>435</td>
<td>243</td>
<td>190</td>
<td>400</td>
<td>34</td>
<td>195</td>
<td>205</td>
<td>243</td>
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<td>55%</td>
<td>53%</td>
<td>55%</td>
<td>50%</td>
<td>55%</td>
<td>66%</td>
<td>44%</td>
<td>72%</td>
<td>58%</td>
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<td>22</td>
<td>31</td>
<td>24</td>
<td>29</td>
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<tr>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>298</td>
<td>165</td>
<td>132</td>
<td>263</td>
<td>29</td>
<td>129</td>
<td>145</td>
<td>96</td>
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<td>36%</td>
<td>42%</td>
<td>36%</td>
<td>36%</td>
<td>26%</td>
<td>47%</td>
<td>22%</td>
<td>32%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>12</td>
<td>4</td>
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<td>9</td>
<td>3</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>–</td>
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<td>–</td>
<td>–</td>
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<td>–</td>
</tr>
</tbody>
</table>

PUBLICATION STRATEGIES
Table 72-5

QUESTION 61:
Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

K-12 education

<table>
<thead>
<tr>
<th>BANNER</th>
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</tr>
</thead>
<tbody>
<tr>
<td>SHAW-</td>
<td>GARD-</td>
</tr>
<tr>
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<td>2</td>
</tr>
<tr>
<td>TOTAL</td>
<td>BASE=TOTAL SAMPLE</td>
</tr>
<tr>
<td>800</td>
<td>44%</td>
</tr>
<tr>
<td>100%</td>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
</tr>
<tr>
<td>380</td>
<td>180</td>
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<tr>
<td>435</td>
<td>201</td>
</tr>
<tr>
<td>54%</td>
<td>57%</td>
</tr>
<tr>
<td><strong>STAY THE SAME</strong></td>
<td>37%</td>
</tr>
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<td>298</td>
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<td>37%</td>
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<tr>
<td><strong>DON'T KNOW</strong></td>
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</tr>
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<td>12</td>
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</tr>
<tr>
<td>1%</td>
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<tr>
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<tr>
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<td>1</td>
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</tr>
</tbody>
</table>
Table 72-6

QUESTION 61: Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

K-12 education

### Banner 6

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<th>BASE=TOTAL SAMPLE</th>
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<th>DON'T KNOW</th>
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<td>298</td>
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<tr>
<td><strong>%</strong></td>
<td>100%</td>
<td>47%</td>
<td>54%</td>
<td>7%</td>
<td>37%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>BASE</td>
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<td>22</td>
<td>3</td>
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<tr>
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<tr>
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<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>26</td>
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<td>28</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>29</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>38</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>39</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>43</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>-</td>
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</tr>
<tr>
<td></td>
<td>48</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>-</td>
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<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 72-7

QUESTION 61: Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for K-12 education.

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>124</td>
<td>118</td>
</tr>
<tr>
<td>-</td>
<td>100%</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>380</td>
<td>63</td>
<td>59</td>
<td>43</td>
<td>53</td>
<td>38</td>
</tr>
<tr>
<td>-</td>
<td>47%</td>
<td>59%</td>
<td>52%</td>
<td>39%</td>
<td>46%</td>
<td>35%</td>
</tr>
<tr>
<td>INCREASED</td>
<td>435</td>
<td>66</td>
<td>65</td>
<td>53</td>
<td>64</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>54%</td>
<td>62%</td>
<td>57%</td>
<td>55%</td>
<td>45%</td>
<td>60%</td>
</tr>
<tr>
<td>DECREASED</td>
<td>55</td>
<td>3</td>
<td>6</td>
<td>10</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>3%</td>
<td>5%</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>298</td>
<td>33</td>
<td>42</td>
<td>47</td>
<td>41</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>37%</td>
<td>31%</td>
<td>42%</td>
<td>35%</td>
<td>44%</td>
<td>31%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>12</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>-</td>
<td>1%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Table 72-8

PLEASE TELL ME WHETHER YOU BELIEVE GOVERNMENT FUNDING SHOULD BE INCREASED, DECREASED OR IF IT SHOULD STAY ABOUT THE SAME FOR EACH.

K-12 Education

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX FOR ONLINE</th>
<th>LEAST FAV TAX PROBLEM</th>
<th>ENFORCE IMMIGRATION IMMIGRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>LOCAL STRG</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCREASED</td>
<td>800 354 649 132</td>
<td>571 213 466 321</td>
<td>167 613 449 369</td>
<td>420 536 233 300</td>
<td>447 292 147</td>
<td>331 404 358 432</td>
<td>331</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>100% 44% 81% 17%</td>
<td>71% 27% 58% 40%</td>
<td>21% 77% 56% 46%</td>
<td>52% 67% 29% 37%</td>
<td>56% 37% 18% 41%</td>
<td>50% 45% 54% 41%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECREASED</td>
<td>380 217 367 7</td>
<td>392 -16 295 79</td>
<td>109 258 162 220</td>
<td>153 309 61 160</td>
<td>203 121 79 164</td>
<td>131 232 260 106</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>47% 61% 57% 5%</td>
<td>69% -8% 63% 25%</td>
<td>65% 42% 36% 60%</td>
<td>36% 58% 26% 53%</td>
<td>46% 42% 54% 49%</td>
<td>32% 65% 60% 32%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>55 6 18 36</td>
<td>7 47 11 44</td>
<td>4 51 47 8 47</td>
<td>19 32 13 36</td>
<td>25 9 19 47</td>
<td>6 16 36</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7% 2% 3% 27%</td>
<td>1% 22% 2% 14%</td>
<td>3% 8% 10% 2%</td>
<td>11% 4% 14% 4%</td>
<td>8% 8% 6% 6%</td>
<td>12% 2% 4% 11%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>298 117 236 51</td>
<td>156 132 142 150</td>
<td>46 246 189 125</td>
<td>169 183 104 108</td>
<td>166 118 47 127</td>
<td>172 107 132 149</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>37% 36% 36% 39%</td>
<td>27% 62% 31% 47%</td>
<td>28% 40% 42% 36%</td>
<td>40% 34% 45% 36%</td>
<td>37% 41% 32% 36%</td>
<td>43% 30% 31% 45%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>12 6 9 3</td>
<td>10 1 7 3</td>
<td>4 8 5 6 5 5 4 5 5</td>
<td>3 3 7 5 6 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 2% 1% 2%</td>
<td>2% 2% 1% 2%</td>
<td>1% 1% 2% 1%</td>
<td>2% 2% 1% 1%</td>
<td>1% 1% 1% 1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
**Table 73-1**

**QUESTION 62:** Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

|                      | Gender | Age          | Gender/AGE | Party | Ideology |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |                |
|----------------------|--------|--------------|------------|-------|----------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                      |        |              |            |        |          | TOTAL        | BASE=TOTAL SAMPLE | **D/S (INCREASED - DECREASED)** | **INCREASED** | **DECREASED** | **STAY THE SAME** | **DON'T KNOW** | **REFUSED** |
|                      |        |              |            |        |          | MEN          | 800 | 384 | 416 | 131 | 253 | 134 | 157 | 120 | 243 | 139 | 274 | 18 | 376 | 199 | 184 | 82 | 102 | 175 | 315 | 311 | 145 |
|                      |        |              |            |        |          | WOMEN        | 384 | 416 | 131 | 134 | 157 | 120 | 243 | 139 | 274 | 18 | 376 | 199 | 184 | 82 | 102 | 175 | 315 | 311 | 145 |
|                      |        |              |            |        |          | 18-34        | 282 | 123 | 159 | 59 | 95 | 37 | 50 | 39 | 85 | 38 | 107 | 51 | 48 | 52 | 100 | 63 | 109 | 41 | 68 | 34 | 65 | 132 | 79 |
|                      |        |              |            |        |          | 35-44        | 194 | 61 | 133 | 49 | 70 | 16 | 33 | 26 | 49 | 14 | 86 | 45 | 51 | 32 | 43 | 45 | 106 | 39 | 66 | -17 | 1 | 119 | 76 |
|                      |        |              |            |        |          | 45-54        | 282 | 123 | 159 | 59 | 95 | 37 | 50 | 39 | 85 | 38 | 107 | 51 | 48 | 52 | 100 | 63 | 109 | 41 | 68 | 34 | 65 | 132 | 79 |
|                      |        |              |            |        |          | 55-64        | 100 | 48 | 52 | 16 | 32 | 17 | 20 | 15 | 30 | 17 | 34 | 17 | 27 | 20 | 47 | 25 | 23 | 10 | 13 | 22 | 39 | 39 | 18 |
|                      |        |              |            |        |          | 65+          | 24 | 16 | 32 | 28 | 28 | 20 | 10 | 31 | 33 | 5 | 20 | 11 | 22 | 57 | 48 | 65 | -10 | - | 38 | 53 |
|                      |        |              |            |        |          | TOTAL SOFT   | 282 | 123 | 159 | 59 | 95 | 37 | 50 | 39 | 85 | 38 | 107 | 51 | 48 | 52 | 100 | 63 | 109 | 41 | 68 | 34 | 65 | 132 | 79 |

**Public Opinion Strategies**
Table 73-2

QUESTION 62: Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

Higher education

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOVT</td>
<td>GOP</td>
<td>IND</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MEN</td>
<td>MEN</td>
<td>MEN</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>194</td>
<td>13</td>
<td>41</td>
<td>139</td>
</tr>
<tr>
<td>24%</td>
<td>17%</td>
<td>26%</td>
<td>2%</td>
<td>21%</td>
</tr>
<tr>
<td>INCREASED</td>
<td>282</td>
<td>20</td>
<td>61</td>
<td>199</td>
</tr>
<tr>
<td>35%</td>
<td>26%</td>
<td>34%</td>
<td>37%</td>
<td>23%</td>
</tr>
<tr>
<td>DECREASED</td>
<td>88</td>
<td>7</td>
<td>21</td>
<td>61</td>
</tr>
<tr>
<td>11%</td>
<td>9%</td>
<td>12%</td>
<td>11%</td>
<td>21%</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>413</td>
<td>47</td>
<td>92</td>
<td>273</td>
</tr>
<tr>
<td>52%</td>
<td>62%</td>
<td>52%</td>
<td>50%</td>
<td>56%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>15</td>
<td>2</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 73-3

QUESTION 62: Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

Higher education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K</td>
<td>$80K- $100K</td>
<td>$100K+</td>
<td>UNDER GOP</td>
<td>UNDER DEM</td>
</tr>
<tr>
<td>Base=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>194</td>
<td>44</td>
<td>33</td>
<td>41</td>
<td>70</td>
</tr>
<tr>
<td>24%</td>
<td>26%</td>
<td>27%</td>
<td>30%</td>
<td>24%</td>
<td>12%</td>
</tr>
<tr>
<td>INCREASED</td>
<td>282</td>
<td>61</td>
<td>46</td>
<td>52</td>
<td>102</td>
</tr>
<tr>
<td>35%</td>
<td>36%</td>
<td>38%</td>
<td>37%</td>
<td>35%</td>
<td>29%</td>
</tr>
<tr>
<td>DECREASED</td>
<td>88</td>
<td>17</td>
<td>13</td>
<td>10</td>
<td>32</td>
</tr>
<tr>
<td>11%</td>
<td>10%</td>
<td>11%</td>
<td>7%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>413</td>
<td>85</td>
<td>59</td>
<td>75</td>
<td>156</td>
</tr>
<tr>
<td>52%</td>
<td>50%</td>
<td>49%</td>
<td>54%</td>
<td>54%</td>
<td>52%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>15</td>
<td>7</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>-</td>
<td>3%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
**Table 73-4**

**QUESTION 62:** Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

**Higher education**

**BANNER 4**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>YES</td>
<td>NO</td>
<td>FAMILY SIDE</td>
<td>OTHER SIDE</td>
<td>YES</td>
<td>NO</td>
<td>MOMS</td>
</tr>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>353</td>
<td>384</td>
<td>365</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>100%</td>
<td>55%</td>
<td>44%</td>
<td>90%</td>
<td>9%</td>
<td>44%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>194</td>
<td>99</td>
<td>93</td>
<td>174</td>
<td>23</td>
<td>82</td>
<td>98</td>
<td>97</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>24%</td>
<td>22%</td>
<td>26%</td>
<td>24%</td>
<td>34%</td>
<td>23%</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>INCREASED</strong></td>
<td>282</td>
<td>152</td>
<td>128</td>
<td>253</td>
<td>29</td>
<td>120</td>
<td>141</td>
<td>139</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>35%</td>
<td>34%</td>
<td>36%</td>
<td>35%</td>
<td>42%</td>
<td>34%</td>
<td>37%</td>
<td>38%</td>
</tr>
<tr>
<td><strong>DECREASED</strong></td>
<td>88</td>
<td>53</td>
<td>35</td>
<td>78</td>
<td>5</td>
<td>38</td>
<td>42</td>
<td>41</td>
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<td><strong>%</strong></td>
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<td>10%</td>
<td>11%</td>
<td>8%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>STAY THE SAME</strong></td>
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</table>

**BASE=TOTAL SAMPLE**

|         |         |         |         |         |
|---------|---------|---------|---------|
| TOTAL   | 800     | 352     | 167     | 28      |
| 100%    | 44%     | 21%     | 17%     | 13%     |
| **D/S (INCREASED - DECREASED)**
|         |         |         |         |         |
| INCORPORATED | 194     | 89      | 37      | 7       |
| 24%     | 25%     | 24%     | 25%     |
| DECREASED | 282     | 126     | 55      | 11      |
| 35%     | 36%     | 35%     | 39%     |
| STAY THE SAME | 413     | 177     | 93      | 13      |
| 52%     | 50%     | 53%     | 45%     |
| DON'T KNOW | 15      | 10      | 2       | 1       |
| 2%      | 3%      | 1%      | 1%      |
| REFUSED | 1       | 1       | -       | -       |
| 1%      | -       | -       | -       |

PUBLIC OPINION STRATEGIES
**PUBLIC OPINION STRATEGIES**

### Table 73-6

**QUESTION 62:** Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

#### Higher education

**BANNER 6**

<table>
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</table>

| **INCREASED**     | 194               |
| **24%**           | **23%**           |
| **19%**           | **18%**           |
| **18%**           | **17%**           |
| **17%**           | **16%**           |
| **16%**           | **15%**           |
| **15%**           | **14%**           |
| **14%**           | **13%**           |
| **13%**           | **12%**           |
| **12%**           | **11%**           |
| **11%**           | **10%**           |

| **DECREASED**     | 88                |
| **11%**           | **16%**           |
| **15%**           | **14%**           |
| **14%**           | **13%**           |
| **13%**           | **12%**           |
| **12%**           | **11%**           |
| **11%**           | **10%**           |

| **STAY THE SAME** | 413               |
| **52%**           | **45%**           |
| **45%**           | **44%**           |
| **44%**           | **43%**           |
| **43%**           | **42%**           |
| **42%**           | **41%**           |
| **41%**           | **40%**           |
| **40%**           | **39%**           |
| **39%**           | **38%**           |
| **38%**           | **37%**           |
| **37%**           | **36%**           |
| **36%**           | **35%**           |
| **35%**           | **34%**           |

| **DON'T KNOW**    | 15                |
| **2%**            | **1%**            |
| **1%**            | **0%**            |

| **REFUSED**       | 1                 |
| **1**             | **1**             |

---

**STATE HOUSE DISTRICTS**

The table above shows the distribution of responses to the question regarding government funding for higher education across different state house districts. The data includes the base sample size and the percentage for each category (increased, decreased, stay the same, and don't know) for each district.
Table 73-7

**QUESTION 62:** Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

**Higher education**

**BANNER 7**

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<tr>
<th>State Senate Districts</th>
<th>JOHNSON Co ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>Control OVER PUBLIC EDU</th>
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<th>JCCC/ECON DEVELOP</th>
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## QUESTION 62:
Please tell me whether you believe government funding should be increased, decreased or if it should stay about the same for each.

### Higher education

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<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
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**PUBLIC OPINION STRATEGIES**
### Table 74-1: Summary of Johnson County Public Schools Issues: % Extremely Important

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<th>Party</th>
<th>Ideology</th>
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**Gender Distribution:**
- Men: 384
- Women: 416

**Age Distribution:**
- 18-34: 253
- 35-44: 134
- 45-54: 157
- 55-64: 120
- 65+: 243

**Party Distribution:**
- Democrat: 139
- Republican: 274

**Ideology Distribution:**
- Liberal: 138
- Moderate: 215
- Conservative: 161

**Number of Respondents:**
- Total: 800
- Men: 384
- Women: 416

**Summary of Issues:**
- Teacher Salaries: 26% very important
- Smaller Class Sizes: 26% very important
- Maintaining Government Funding Levels: 25% very important
- Updated Technology in Classrooms: 24% very important
- Early Childhood Education Programs: 24% very important
- Arts, Music, and Athletics Programs: 20% very important
- All Day Kindergarten Programs: 17% very important

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**Public Opinion Strategies**
## Table 74-2
### Summary of Johnson County Public Schools Issues: % Extremely Important

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PUBLIC OPINION STRATEGIES
### Summary of Johnson County Public Schools Issues: % Extremely Important

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#### ARTS, MUSIC, AND ATHLETICS PROGRAMS

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## Summary of Johnson County Public Schools Issues: % Extremely Important

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### Table 74-6

Summary of Johnson County Public Schools Issues: % Extremely Important

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PUBLIC OPINION STRATEGIES
## Summary of Johnson County Public Schools Issues: % Extremely Important

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### Table 74-7

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### Table 74-8

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### Table 74-9

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### Table 74-10

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### Table 74-11

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### Table 74-12

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### Table 74-13

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PUBLICATION STRATEGIES
Table 74-8
Summary of Johnson County Public Schools Issues: % Extremely Important

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<th>FAV</th>
<th>STRG</th>
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<th>OPP</th>
<th>FAV</th>
<th>OPP</th>
<th>INCOME</th>
<th>SALES</th>
<th>PROP</th>
<th>YES</th>
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<th>GOVT</th>
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</tr>
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PUBLIC OPINION STRATEGIES
### Table 75-1: Summary of Johnson County Public Schools Issues: % Extremely/Very Important

<table>
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<tr>
<th>Issue</th>
<th>GENDER</th>
<th>AGE</th>
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<th>IDEOLOGY</th>
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<td>35-44</td>
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<td>32%</td>
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</tbody>
</table>

**Notes:**
- Base: TOTAL SAMPLE
- Party ideology: GOP, Lean GOP, DEM, Lean DEM, CONS, Lean CONS, MOD, LIB
- Total sample size: 800
- Percentages may not sum to 100 due to rounding.
Table 75-2
Summary of Johnson County Public Schools Issues: % Extremely/Very Important

<table>
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<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
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<td>TOTAL</td>
<td>LESS</td>
<td>COLL+</td>
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</tr>
<tr>
<td></td>
<td>GOP/</td>
<td>MEN</td>
<td>WOMEN</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IND/</td>
<td>MEN</td>
<td>WOMEN</td>
<td></td>
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<tr>
<td></td>
<td>DEM/</td>
<td>MEN</td>
<td>WOMEN</td>
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<td>GOP/</td>
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<td>DEM/</td>
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<tr>
<td></td>
<td>GOP/</td>
<td>LESS</td>
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<td>LESS</td>
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<td>DEM/</td>
<td>LESS</td>
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**BASE=TOTAL SAMPLE**

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### Summary of Johnson County Public Schools Issues: % Extremely/Very Important

**Table 75-4**

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**PUBLIC OPINION STRATEGIES**
### Table 75-5: Summary of Johnson County Public Schools Issues: % Extremely/Very Important

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**Public Opinion Strategies**
# Table 75-6
Summary of Johnson County Public Schools Issues: % Extremely/Very Important

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### Summary of Johnson County Public Schools Issues: % Extremely/Very Important

#### Table 75-7

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</table>

**Public Opinion Strategies**

### Table 75-8: Summary of Johnson County Public Schools Issues: % Extremely/Very Important

<table>
<thead>
<tr>
<th>Issue Description</th>
<th>Teacher Salaries</th>
<th>Maintain Funding Levels</th>
<th>Updated Technology in Classrooms</th>
<th>Smaller Class Sizes</th>
<th>Early Childhood Education Programs</th>
<th>Arts, Music, and Athletics Programs</th>
<th>All Day Kindergarten Programs</th>
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<tbody>
<tr>
<td>Total Support</td>
<td>269 (1)</td>
<td>250 (2)</td>
<td>243 (2)</td>
<td>235 (2)</td>
<td>236 (5)</td>
<td>209 (6)</td>
<td>156 (7)</td>
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<tr>
<td>Base Sample</td>
<td>800 (100%)</td>
<td>800 (100%)</td>
<td>800 (100%)</td>
<td>800 (100%)</td>
<td>800 (100%)</td>
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</table>

**Public Opinion Strategies**
Table 76-1

QUESTION 63: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

<table>
<thead>
<tr>
<th>BANNER</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
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<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
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<td>44%</td>
<td>56%</td>
<td>16%</td>
<td>34%</td>
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<tr>
<td><strong>D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</strong></td>
<td>109</td>
<td>21</td>
<td>88</td>
<td>28</td>
<td>53</td>
</tr>
<tr>
<td></td>
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<td>44%</td>
<td>39%</td>
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<tr>
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<td>154</td>
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<td>55%</td>
<td>69%</td>
<td>72%</td>
<td>68%</td>
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<tr>
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<td>75</td>
<td>66</td>
<td>18</td>
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</table>
Table 76-2

QUESTION 63: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Maintaining government funding levels

### BANNER 2

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<tr>
<th>TEC/</th>
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<td>COLL</td>
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<td>WOMEN</td>
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<td>WOMEN</td>
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<td>IND</td>
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</tr>
<tr>
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</tr>
<tr>
<td>27%</td>
<td>25%</td>
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<td>31%</td>
</tr>
<tr>
<td><strong>TOTAL SOMEWHAT/NOT VERY</strong></td>
<td>141</td>
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<td>37</td>
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<td>25%</td>
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<td>16%</td>
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</tbody>
</table>
Table 76-3

**QUESTION 63:** Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Maintaining government funding levels**

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<th>BASE=SAMPLE A</th>
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<th>UNDER GOP/IND/DEM</th>
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<th>ETHNICITY</th>
<th>RELIGION</th>
<th>TEA PARTY</th>
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<th>LENGTH OF RESIDENCY</th>
<th>OTHER YEARS</th>
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Table 76-4

QUESTION 63:
Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Maintaining government funding levels

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PUBLIC OPINION STRATEGIES
Table 76-5

QUESTION 63: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Maintaining government funding levels

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<th>TOTAL SOMEWHAT/NOT VERY IMPORTANT</th>
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PUBLIC OPINION STRATEGIES
Table 76-6

**QUESTION 63:**

Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Maintaining government funding levels**

**STATE HOUSE DISTRICTS**

|                | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **BASE=SAMPLE A** |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)** | 109 | 8  | 9  | 2  | 6  | 4  | -1 | 1  | 8  | 9  | 7  | -1 | -1 | 14  | 6  | 7  | 5  | 5  | 1  | -1 | 8  | 8  | 3  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **TOTAL EXTREMELY/VERY IMPORTANT** | 250 | 12 | 13 | 11 | 16 | 10 | 4  | 8  | 15 | 13 | 10 | 6  | 5  | 21  | 20 | 11 | 8  | 11 | 7  | 5  | 16 | 17 | 11 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **TOTAL SOMEWHAT/NOT VERY IMPORTANT** | 141 | 3  | 1  | 9  | 1  | 0  | 5  | 5  | 7  | 7  | 3  | 2  | 7  | 6  | 7  | 14 | 4  | 4  | 6  | 7  | 7  | 8  | 8  | 8  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |

**PUBLIC OPINION STRATEGIES**
Table 76-7

**QUESTION 63:** Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

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**PUBLIC OPINION STRATEGIES**
Table 76-8

**QUESTION 63:** Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Maintaining government funding levels**

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**PUBLIC OPINION STRATEGIES**
Table 77-1

**QUESTION 64:**
Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Teacher salaries**

**BANNER 1**

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**PUBLIC OPINION STRATEGIES**
Table 77-2

QUESTION 64:
Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Teacher salaries

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<td>94</td>
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<tr>
<td>TOTAL EXTREMELY/VERY IMPORTANT</td>
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<td>59</td>
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<tr>
<td>VERY IMPORTANT</td>
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</tbody>
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PUBLIC OPINION STRATEGIES
Table 77-3

QUESTION 64:
Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Teacher salaries

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<td>UNDER GOP/IND/DEM</td>
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<td>37%</td>
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<td>50%</td>
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<td>TOTAL EXTREMELY/VERY IMPORTANT</td>
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<td>98</td>
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<td>75%</td>
<td>67%</td>
</tr>
<tr>
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<td>25%</td>
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<td>37</td>
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</table>
Table 77-4

**QUESTION 64:** Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Teacher salaries**

<table>
<thead>
<tr>
<th>Work in Johnson County</th>
<th>Type of Home</th>
<th>Inside/Outside 435</th>
<th>Kids</th>
<th>Schools of Country</th>
<th>Mood of Johnson County</th>
<th>Sample</th>
<th>Phone Type</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Single</td>
<td>Inside</td>
<td>Yes</td>
<td>Moms</td>
<td>Dads</td>
<td>PUBLIC</td>
<td>LAND-</td>
<td>UNWGT</td>
</tr>
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<td>175</td>
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<td>36</td>
<td>185</td>
<td>186</td>
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<td>89%</td>
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**D/S (Extremely/Very - Some)\(\)**

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<th>Schools of Country</th>
<th>Mood of Johnson County</th>
<th>Sample</th>
<th>Phone Type</th>
<th>Data</th>
</tr>
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<tbody>
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<td>Inside</td>
<td>Yes</td>
<td>Moms</td>
<td>Dads</td>
<td>PUBLIC</td>
<td>LAND-</td>
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**Total Extremely/Very Important**

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<th>Mood of Johnson County</th>
<th>Sample</th>
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<tbody>
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**Total Somewhat/Not Very Important**

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<th>Kids</th>
<th>Schools of Country</th>
<th>Mood of Johnson County</th>
<th>Sample</th>
<th>Phone Type</th>
<th>Data</th>
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</thead>
<tbody>
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<td>Dads</td>
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**Extremely Important**

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<th>Schools of Country</th>
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<td>Dads</td>
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<td>LAND-</td>
<td>UNWGT</td>
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<td>214</td>
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<td>95</td>
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**Very Important**

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<tr>
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<td>Dads</td>
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<td>LAND-</td>
<td>UNWGT</td>
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<td>26%</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
<td>26%</td>
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**Somewhat Important**

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<th>Schools of Country</th>
<th>Mood of Johnson County</th>
<th>Sample</th>
<th>Phone Type</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Inside</td>
<td>Yes</td>
<td>Moms</td>
<td>Dads</td>
<td>PUBLIC</td>
<td>LAND-</td>
<td>UNWGT</td>
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<td>6%</td>
<td>4%</td>
<td>8%</td>
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</tbody>
</table>

**Not Very Important**

<table>
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<th>Type of Home</th>
<th>Inside/Outside 435</th>
<th>Kids</th>
<th>Schools of Country</th>
<th>Mood of Johnson County</th>
<th>Sample</th>
<th>Phone Type</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Inside</td>
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<td>Moms</td>
<td>Dads</td>
<td>PUBLIC</td>
<td>LAND-</td>
<td>UNWGT</td>
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<td>1</td>
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</table>
Table 77-5

QUESTION 64: Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Teacher salaries

<table>
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<th>BANNER 5</th>
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<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<td></td>
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<td>MISS-</td>
<td></td>
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</tr>
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<td></td>
<td>NEE-</td>
<td>BLUE-</td>
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<td>VALLEY</td>
<td>OLATHE</td>
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<td>OHER/</td>
<td>ERON-</td>
<td></td>
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</tr>
<tr>
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<td>SPRING</td>
<td>HILL-</td>
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</tr>
<tr>
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<td>DE-</td>
<td>SOTO</td>
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<td>402</td>
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<td>45%</td>
<td>23%</td>
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<td>179</td>
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<td>**D/S (SOMETHING/NOT VERY)</td>
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<td></td>
<td>TOTAL EXTREMELY/VERY IMPORTANT</td>
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<td>58</td>
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<td>45%</td>
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<td>23%</td>
</tr>
<tr>
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<td>42</td>
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<td>26%</td>
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<td>41%</td>
<td>42%</td>
<td>39%</td>
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<tr>
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<td>26%</td>
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<tr>
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<td>1%</td>
<td>1%</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 77-6

QUESTION 64:
Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Teacher salaries

<table>
<thead>
<tr>
<th>BANNER 6</th>
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<tbody>
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<td>14</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
</tr>
<tr>
<td><strong>D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</strong></td>
<td>138</td>
</tr>
<tr>
<td>TOTAL EXTREMELY/VERY IMPORTANT</td>
<td>269</td>
</tr>
<tr>
<td>TOTAL SOMEWHAT/NOT VERY IMPORTANT</td>
<td>131</td>
</tr>
<tr>
<td>EXTREMELY IMPORTANT</td>
<td>104</td>
</tr>
<tr>
<td>VERY IMPORTANT</td>
<td>165</td>
</tr>
<tr>
<td>SOMEWHAT IMPORTANT</td>
<td>104</td>
</tr>
<tr>
<td>NOT VERY IMPORTANT</td>
<td>27</td>
</tr>
<tr>
<td>DON'T KNOW</td>
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</tbody>
</table>

PUBLICATION STRATEGIES
**Table 77-7**

| QUESTION 64: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education. |

**Teacher salaries**

BANNER 7

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>CO ECON Vs. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE DEVELOP</th>
<th>JCCC/ECON PREPARE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOO ABOUT INCR-</td>
<td>HIGH RIGHT</td>
<td>EASED SAME</td>
<td>ERS ERS FAV FAV</td>
<td>AGREE DIS-</td>
<td>AGREE DIS-</td>
</tr>
<tr>
<td></td>
<td>DECR-</td>
<td>EASED SAME</td>
<td></td>
<td></td>
<td>EASED SAME</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LEAD-</td>
<td>SAME</td>
<td></td>
<td></td>
<td>EASED SAME</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SAME</td>
<td></td>
<td></td>
<td></td>
<td>SAME</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>402</td>
<td>60</td>
<td>55</td>
<td>69</td>
<td>59</td>
<td>51</td>
</tr>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td>100%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</strong></td>
<td>138 25 15 16 17 16 28 21 98 38 27 100 62 -12 79 10 121 103 132 120 5 131 -</td>
<td>34% 42% 26% 29% 34% 23% 48% 41% 33% 41% 22% 39% 70% -22% 32% 38% 33% 39% 36% 37% 9% 39% 1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL EXTREMELY/VERY IMPORTANT</strong></td>
<td>269 42 36 35 34 42 44 36 200 64 74 189 76 21 161 18 240 184 250 224 30 235 11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BASE=SAMPLE B</strong></td>
<td>131</td>
<td>17</td>
<td>21</td>
<td>19</td>
<td>17</td>
<td>26</td>
</tr>
<tr>
<td><strong>TOTAL SOMEWHAT/NOT VERY IMPORTANT</strong></td>
<td>133 29% 36% 34% 33% 38% 26% 29% 34% 28% 39% 30% 15% 61% 33% 29% 35% 32% 31% 44% 31% 49%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EXTREMELY IMPORTANT</strong></td>
<td>104</td>
<td>19</td>
<td>14</td>
<td>12</td>
<td>8</td>
<td>13</td>
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<tr>
<td><strong>VERY IMPORTANT</strong></td>
<td>165</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td>30</td>
<td>22</td>
</tr>
<tr>
<td><strong>SOMewhat IMPORTANT</strong></td>
<td>104</td>
<td>16</td>
<td>17</td>
<td>14</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td><strong>NOT VERY IMPORTANT</strong></td>
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<td>2</td>
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<td>5</td>
<td>5</td>
<td>3</td>
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**PUBLIC OPINION STRATEGIES**
### Table 77-8

**QUESTION 64:** Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Teacher salaries**

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOPMENT</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDUCATION</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSPORTATION</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
</tr>
</thead>
<tbody>
<tr>
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<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>STRG</td>
<td>OPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
</tr>
<tr>
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<td>176</td>
<td>320</td>
<td>75</td>
<td>284</td>
<td>175</td>
<td>220</td>
<td>96</td>
<td>297</td>
</tr>
<tr>
<td>100%</td>
<td>44%</td>
<td>80%</td>
<td>27%</td>
<td>44%</td>
<td>24%</td>
<td>74%</td>
<td>53%</td>
<td>48%</td>
<td>51%</td>
</tr>
<tr>
<td><strong>D/S (EXREMELY/VERY)</strong></td>
<td>138</td>
<td>110</td>
<td>157</td>
<td>-18</td>
<td>166</td>
<td>-32</td>
<td>114</td>
<td>41</td>
<td>79</td>
</tr>
<tr>
<td><strong>D/S (SOMEWHAT/NOT VERY)</strong></td>
<td>34%</td>
<td>63%</td>
<td>49%</td>
<td>-25%</td>
<td>58%</td>
<td>-29%</td>
<td>52%</td>
<td>13%</td>
<td>55%</td>
</tr>
<tr>
<td>TOTAL EXTREMELY/VERY IMPORTANT</td>
<td>269</td>
<td>143</td>
<td>237</td>
<td>28</td>
<td>225</td>
<td>38</td>
<td>167</td>
<td>98</td>
<td>74</td>
</tr>
<tr>
<td>67%</td>
<td>81%</td>
<td>74%</td>
<td>38%</td>
<td>79%</td>
<td>35%</td>
<td>76%</td>
<td>56%</td>
<td>63%</td>
<td>59%</td>
</tr>
<tr>
<td>TOTAL SOMEWHAT/NOT VERY IMPORTANT</td>
<td>131</td>
<td>33</td>
<td>81</td>
<td>46</td>
<td>59</td>
<td>70</td>
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<td>109</td>
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<tr>
<td>33%</td>
<td>19%</td>
<td>25%</td>
<td>62%</td>
<td>21%</td>
<td>64%</td>
<td>24%</td>
<td>43%</td>
<td>22%</td>
<td>37%</td>
</tr>
<tr>
<td>EXTREMELY IMPORTANT</td>
<td>104</td>
<td>68</td>
<td>95</td>
<td>9</td>
<td>92</td>
<td>11</td>
<td>70</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>26%</td>
<td>38%</td>
<td>30%</td>
<td>11%</td>
<td>32%</td>
<td>10%</td>
<td>32%</td>
<td>19%</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td>VERY IMPORTANT</td>
<td>165</td>
<td>76</td>
<td>142</td>
<td>20</td>
<td>133</td>
<td>27</td>
<td>97</td>
<td>65</td>
<td>46</td>
</tr>
<tr>
<td>41%</td>
<td>43%</td>
<td>44%</td>
<td>27%</td>
<td>47%</td>
<td>25%</td>
<td>44%</td>
<td>37%</td>
<td>48%</td>
<td>39%</td>
</tr>
<tr>
<td>SOMewhat IMPORTANT</td>
<td>104</td>
<td>30</td>
<td>72</td>
<td>28</td>
<td>55</td>
<td>49</td>
<td>47</td>
<td>55</td>
<td>20</td>
</tr>
<tr>
<td>26%</td>
<td>17%</td>
<td>23%</td>
<td>38%</td>
<td>19%</td>
<td>44%</td>
<td>21%</td>
<td>21%</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td>NOT VERY IMPORTANT</td>
<td>27</td>
<td>3</td>
<td>8</td>
<td>18</td>
<td>4</td>
<td>22</td>
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<td>21</td>
<td>2</td>
</tr>
<tr>
<td>7%</td>
<td>2%</td>
<td>3%</td>
<td>24%</td>
<td>1%</td>
<td>20%</td>
<td>2%</td>
<td>12%</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>
| 1% | - | 1% | - | 1% | - | 1% | - | - | 1% | 1% | 1% | - | 1% | - | 1% | - | 1% | - | 1% | - | - | 1% | 1% | 1% | 1%
Table 78-1

**QUESTION 65:** Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Smaller class sizes**

**BANNER 1**

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>56%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>D/S</strong> (EXTREMELY/VERY - SOMETHAT/NOT VERY)</td>
<td>76</td>
<td>5</td>
<td>71</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>3%</td>
<td>32%</td>
<td>39%</td>
</tr>
<tr>
<td>TOTAL EXTREMELY/VERY IMPORTANT</td>
<td>235</td>
<td>89</td>
<td>146</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>59%</td>
<td>51%</td>
<td>65%</td>
<td>70%</td>
</tr>
<tr>
<td>TOTAL SOMEWHAT/NOT VERY IMPORTANT</td>
<td>159</td>
<td>85</td>
<td>75</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>40%</td>
<td>48%</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>EXTREMELY IMPORTANT</td>
<td>103</td>
<td>38</td>
<td>64</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>23%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>VERY IMPORTANT</td>
<td>132</td>
<td>51</td>
<td>81</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>29%</td>
<td>37%</td>
<td>38%</td>
</tr>
<tr>
<td>SOMEWHAT IMPORTANT</td>
<td>118</td>
<td>60</td>
<td>58</td>
<td>16</td>
</tr>
<tr>
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<td>30%</td>
<td>34%</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>NOT VERY IMPORTANT</td>
<td>42</td>
<td>25</td>
<td>17</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>14%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>-</td>
</tr>
</tbody>
</table>
|        | 1% | 1% | 1% | - | - | 2% | 1% | 4% | 1% | 2% | - | 1% | 1% | 1% | 1% | 1% | -

**PUBLIC OPINION STRATEGIES**
Table 78-2

QUESTION 65: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Smaller class sizes

BANNER 2

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/HS OR SOME</td>
<td>GOP/MEN</td>
<td>GOP/WOMEN</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>35</td>
<td>88</td>
</tr>
<tr>
<td>**D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</td>
<td>76</td>
<td>-11</td>
<td>19</td>
</tr>
<tr>
<td>TOTAL EXTREMELY/VERY</td>
<td>235</td>
<td>11</td>
<td>53</td>
</tr>
<tr>
<td>IMPORTANT</td>
<td>59%</td>
<td>9%</td>
<td>22%</td>
</tr>
<tr>
<td>TOTAL SOMEWHAT/NOT VERY IMPORTANT</td>
<td>159</td>
<td>22</td>
<td>34</td>
</tr>
<tr>
<td>EXTREMELY IMPORTANT</td>
<td>103</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>VERY IMPORTANT</td>
<td>132</td>
<td>6</td>
<td>33</td>
</tr>
<tr>
<td>SOMEWHAT IMPORTANT</td>
<td>118</td>
<td>16</td>
<td>24</td>
</tr>
<tr>
<td>NOT VERY IMPORTANT</td>
<td>42</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>4</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 78-3

QUESTION 65:
Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Smaller class sizes

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BASE SAMPLE A</th>
<th>**D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</th>
<th>TOTAL EXTREMELY/VERY IMPORTANT</th>
<th>TOTAL SOMEWHAT/NOT VERY IMPORTANT</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCOME</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNDER $60K- $80K</td>
<td>398</td>
<td>70</td>
<td>235</td>
<td>159</td>
<td>42</td>
</tr>
<tr>
<td>$80K+ $100K- $100K+</td>
<td>82</td>
<td>70</td>
<td>44</td>
<td>37</td>
<td>9</td>
</tr>
<tr>
<td>INCOME</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNDER GOP/ UNDER DEM/</td>
<td>61</td>
<td>35</td>
<td>45</td>
<td>37</td>
<td>2</td>
</tr>
<tr>
<td>IND/ DEM/</td>
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<td>15</td>
<td>45</td>
<td>37</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNDER GOP/ UNDER IND/</td>
<td>71</td>
<td>35</td>
<td>15</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>UNDER DEM/</td>
<td>47</td>
<td>15</td>
<td>5</td>
<td>8</td>
<td>1</td>
</tr>
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<td>RELIGION</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PROT- SPFFRT</td>
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<td>15</td>
<td>37</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>SUPPORT OPPOSE ESTANT</td>
<td>37</td>
<td>15</td>
<td>37</td>
<td>6</td>
<td>1</td>
</tr>
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<td>RELIGION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CATH-SPFFRT</td>
<td>156</td>
<td>35</td>
<td>156</td>
<td>156</td>
<td>18</td>
</tr>
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<td></td>
<td></td>
</tr>
<tr>
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<td>101</td>
<td>35</td>
<td>101</td>
<td>101</td>
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</tr>
<tr>
<td>OTHERWHITE</td>
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<td>159</td>
<td>159</td>
<td>18</td>
</tr>
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</tr>
<tr>
<td>WHITE</td>
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<td>35</td>
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<td>206</td>
<td>18</td>
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<tr>
<td>OTHERWHITE</td>
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<td>35</td>
<td>364</td>
<td>364</td>
<td>18</td>
</tr>
<tr>
<td>LENGTH OF RESIDENCY</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>UNDER &lt;10 YEARS</td>
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<td>35</td>
<td>28</td>
<td>28</td>
<td>31</td>
</tr>
<tr>
<td>11-20 YEARS</td>
<td>106</td>
<td>35</td>
<td>106</td>
<td>106</td>
<td>31</td>
</tr>
<tr>
<td>20+ YEARS</td>
<td>93</td>
<td>35</td>
<td>93</td>
<td>93</td>
<td>31</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 78-4

QUESTION 65: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Smaller class sizes

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
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Table 78-5: Question 65: Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Smaller class sizes

BANNER 5

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P U B L I C O P I N I O N S T R A T E G I E S
Table 78-6

QUESTION 65:

Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Smaller class sizes

| BASE=SAMPLE A | 100% | 4% | 4% | 5% | 7% | 4% | 2% | 4% | 5% | 4% | 3% | 3% | 3% | 7% | 9% | 4% | 3% | 4% | 4% | 3% | 6% | 6% | 5% |
|entes | 398 | 16 | 18 | 19 | 27 | 15 | 10 | 16 | 22 | 16 | 12 | 13 | 11 | 28 | 34 | 15 | 13 | 17 | 16 | 13 | 24 | 25 | 20 |
| **D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY) | 76 | -2 | 1 | - | 15 | 1 | 4 | -2 | 4 | 9 | -1 | -2 | 4 | 11 | 1 | 10 | 5 | 1 | 4 | -1 | 10 | 5 | - |
| TOTAL EXTREMELY/VERY IMPORTANT | 235 | 7 | 9 | 10 | 21 | 8 | 7 | 6 | 13 | 12 | 5 | 6 | 7 | 20 | 17 | 13 | 8 | 9 | 10 | 5 | 17 | 15 | 9 |
| **D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY) | 59% | 44% | 52% | 50% | 79% | 58% | 63% | 46% | 57% | 61% | 49% | 46% | 51% | 70% | 51% | 70% | 51% | 84% | 52% | 62% | 43% | 69% | 59% | 48% |
| TOTAL SOMEWHAT/NOT VERY IMPORTANT | 159 | 9 | 9 | 10 | 6 | 7 | 3 | 8 | 9 | 4 | 7 | 8 | 3 | 8 | 17 | 2 | 4 | 8 | 6 | 7 | 7 | 10 | 9 |
| EXTREMELY IMPORTANT | 103 | 1 | 4 | 5 | 6 | 2 | 10 | 5 | 3 | 4 | 3 | 7 | 6 | 7 | 3 | 3 | 6 | 3 | 7 | 7 | 7 |
| VERY IMPORTANT | 132 | 6 | 15 | 4 | 6 | 2 | 8 | 2 | 2 | 4 | 13 | 11 | 5 | 6 | 6 | 4 | 2 | 10 | 8 | 2 |
| SOMEWHAT IMPORTANT | 118 | 7 | 4 | 8 | 4 | 5 | 2 | 8 | 5 | 4 | 6 | 6 | 2 | 6 | 13 | 2 | 3 | 6 | 4 | 4 | 5 | 8 | 7 |
| NOT VERY IMPORTANT | 42 | 3 | 4 | 2 | 2 | 1 | 1 | 4 | - | 1 | 2 | 1 | 3 | 4 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| DON'T KNOW | 4 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | - | 6 | 4 | - |

STATE HOUSE DISTRICTS

PUBLIC OPINION STRATEGIES
QUESTION 65: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Smaller class sizes

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<th>GOV'T SPENDING</th>
<th>CONTROL</th>
<th>PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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| TOTAL SOMEWHAT/NOT VERY IMPORTANT |                         |          |                |         |            |             |                     |                        |
| DON'T KNOW          | 4 | - | 1 | - | 1 | 2 | 1 | - | 4 | - | - | 3 | - | 4 | 2 | 2 | 3 | 1 | 2 | - |
| 1% | - | 2% | - | 1% | - | 1% | 2% | 1% | 1% | - | 1% | - | 1% | 1% | 1% | 1% | 1% | 2% | 1% | - |

PUBLIC OPINION STRATEGIES
Table 78-8

QUESTION 65: Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Smaller class sizes

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<td>27%</td>
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Table 79-1

QUESTION 66: Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Updated technology in classrooms

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<tr>
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PUBLIC OPINION STRATEGIES
Table 79-2

QUESTION 66: Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Updated technology in classrooms

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<td>26%</td>
</tr>
<tr>
<td>TOTAL EXTREMELY/VERY</td>
<td>243</td>
<td>17</td>
<td>55</td>
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<td>63%</td>
</tr>
<tr>
<td>TOTAL SOMEWHAT/NOT VERY IMPORTANT</td>
<td>159</td>
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<tr>
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P U B L I C   O P I N I O N   S T R A T E G I E S
**Table 79-3**

**QUESTION 66:** Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Updated technology in classrooms**

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<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<td>$100K+</td>
<td>UNDER GOP/</td>
<td>UNDER IND/</td>
<td>UNDER DEM/</td>
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<td>$80K</td>
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<td>147</td>
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<td>100%</td>
<td>22%</td>
<td>14%</td>
<td>17%</td>
<td>37%</td>
</tr>
<tr>
<td><strong>D/S</strong> (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</td>
<td>85</td>
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**PUBLIC OPINION STRATEGIES**
## Table 79-4

**QUESTION 66:**
Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

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<th>Work in Johnson County</th>
<th>Type of Home</th>
<th>INSIDE/OUTSIDE 435</th>
<th>Kids</th>
<th>Schools of Country</th>
<th>Mood of State</th>
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<td>OTHER</td>
<td>SIDE</td>
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<td>NO</td>
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<td>DADS</td>
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**PUBLIC OPINION STRATEGIES**
Table 79-5

QUESTION 66: Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Updated technology in classrooms

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<tr>
<td></td>
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<td>8 18 10 -3 23 28</td>
<td>- 24 13 47</td>
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<tr>
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<tr>
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<td>27 11 7 5 23 17 8</td>
<td>35 32 31</td>
</tr>
<tr>
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<td>36 25 17 28 20 19 47 19 15</td>
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<td>9 21 17 21 26</td>
<td>18 16 50 11 8</td>
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PUBLIC OPINION STRATEGIES
**Table 79-6**

**QUESTION 66:**

Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Updated technology in classrooms

**BANNER 6**

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<td>50%</td>
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**P U B L I C   O P I N I O N   S T R A T E G I E S**
Table 79-7

**QUESTION 66:** Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Updated technology in classrooms

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<th></th>
<th>JOHNSON CO ECON</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
**Table 79-8**

**QUESTION 66:** Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Updated technology in classrooms**

**BANNER 8**

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- **Public Opinion Strategies:**
  - Banners
  - Strategies
  - Topics
  - Issues
  - Surveys
  - Research
Table 80-1

QUESTION 67: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

All day Kindergarten programs

BANNER 1

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PUB L I C   O P I N I O N   S T R A T E G I E S
Table 80-2

QUESTION 67: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

All day Kindergarten programs

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<td>**D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</td>
<td>-80</td>
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<td>-22</td>
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<tr>
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<td>109</td>
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<tr>
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<td>40%</td>
<td>37%</td>
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<td>23%</td>
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<tr>
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<td>43</td>
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<td>19%</td>
<td>20%</td>
<td>24%</td>
<td>16%</td>
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<td>127</td>
<td>13</td>
<td>31</td>
<td>83</td>
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<tr>
<td>32%</td>
<td>36%</td>
<td>35%</td>
<td>30%</td>
<td>40%</td>
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P U B L I C   O P I N I O N   S T R A T E G I E S
Table 80-3

QUESTION 67: Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

All day Kindergarten programs

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<td>-80</td>
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<td>-10</td>
<td>-29</td>
<td>-14</td>
</tr>
<tr>
<td>TOTAL EXTREMELY/VERY IMPORTANT</td>
<td>156</td>
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<td>30</td>
<td>58</td>
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</tr>
<tr>
<td>TOTAL SOMEWHAT/NOT VERY IMPORTANT</td>
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<td>16</td>
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<td>32</td>
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QUESTION 67: Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

All day Kindergarten programs

Table 80-4

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<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
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<tr>
<td><strong>D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</strong></td>
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<td>TOTAL EXTREMELY/VERY</td>
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<td>TOTAL SOMEWHAT/NOT VERY</td>
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PUBLIC OPINION STRATEGIES
Table 80-5

QUESTION 67: Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

All day Kindergarten programs

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PUBLIC OPINION STRATEGIES
Table 80-6
QUESTION 67: Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

All day Kindergarten programs

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**Table 80-7**

**QUESTION 67:** Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

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**PUBLIC OPINION STRATEGIES**
Table 80-8

QUESTION 67: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

All day Kindergarten programs

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PUBLIC OPINION STRATEGIES
TABLE 81-1

QUESTION 68:
Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Early childhood education programs

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
<td>55-64</td>
<td>65+</td>
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<tr>
<td></td>
<td>18-54</td>
<td>55+</td>
<td>18-54</td>
<td>55+</td>
<td></td>
</tr>
<tr>
<td></td>
<td>STRG</td>
<td>SOFT</td>
<td>TOTAL IND/</td>
<td>TOTAL SOFT</td>
<td>STRG</td>
</tr>
<tr>
<td></td>
<td>GOP</td>
<td>GOP</td>
<td>DEM</td>
<td>DEM</td>
<td>DEM</td>
</tr>
<tr>
<td></td>
<td>CON</td>
<td>CON</td>
<td>MOD</td>
<td>LIB</td>
<td></td>
</tr>
</tbody>
</table>

BASE=SAMPLE B

100% 52% 48% 17% 29% 16% 18% 32% 20% 30% 18% 26% 21% 48% 25% 21% 8% 12% 22% 41% 37% 18%

**D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)

18% 8% 28% 21% 25% 1% 30% 9% 7% 14% 29% 26% 3% 18% 10% 11% 55% 45% 62% -25% -13% 36% 55%

TOTAL EXTREMELY/VERY

59% 54% 64% 60% 63% 50% 53% 53% 56% 65% 63% 51% 59% 55% 56% 77% 73% 80% 38% 44% 68% 77%

TOTAL SOMEWHAT/NOT VERY

41% 45% 40% 37% 50% 35% 44% 47% 42% 35% 37% 48% 41% 45% 44% 22% 27% 18% 62% 56% 32% 22%

EXTREMELY IMPORTANT

12% 11% 24% 22% 28% 22% 15% 20% 13% 20% 11% 17% 21% 32% 22% 34% 14% 20% 13% 28% 48% 20%

VERY IMPORTANT

13% 12% 18% 18% 20% 15% 17% 15% 30% 28% 14% 37% 30% 67% 30% 53% 40% 20% 19% 44% 53% 34%

SOMETHING IMPORTANT

12% 11% 24% 22% 27% 27% 27% 41% 25% 32% 28% 27% 22% 29% 26% 28% 37% 18% 22% 16% 35% 37% 27% 17%

NOT VERY IMPORTANT

12% 11% 13% 12% 13% 11% 8% 10% 12% 16% 5% 20% 22% 8% 3% 5% 2% 27% 20% 5% 4%

DON'T KNOW

2 2 2 8 3 4 2 2 1 2 1 1 2 2 2 1 2 2 2 2 1 1 1 1 1 1 1
QUESTION 68:
Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Early childhood education programs

<table>
<thead>
<tr>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base=Sample B</td>
<td><strong>D/S (Extremely/Very - Somewhat/Not Very)</strong></td>
<td>TEC/</td>
</tr>
<tr>
<td><strong>EXTREMELY IMPORTANT</strong></td>
<td>98</td>
<td>7</td>
</tr>
<tr>
<td><strong>VERY IMPORTANT</strong></td>
<td>137</td>
<td>13</td>
</tr>
<tr>
<td><strong>SOMewhat IMPORTANT</strong></td>
<td>120</td>
<td>20</td>
</tr>
<tr>
<td><strong>NOT VERY IMPORTANT</strong></td>
<td>44</td>
<td>1</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>2</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIc OPINION STRATEGIES
**Table 81-3**

**QUESTION 68:**

Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Early childhood education programs

<table>
<thead>
<tr>
<th>Income</th>
<th>Party/Income</th>
<th>Tea Party</th>
<th>Religion</th>
<th>Ethnicity</th>
<th>Length of Residency</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER $60K</td>
<td>$60K</td>
<td>$80K</td>
<td>$100K</td>
<td>$100K+</td>
<td>UNDER GOP</td>
</tr>
<tr>
<td>TOTAL</td>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
</tr>
<tr>
<td><strong>D/S (EXTREMELY/VERY)</strong></td>
<td>71</td>
<td>13</td>
<td>7</td>
<td>13</td>
<td>36</td>
</tr>
<tr>
<td>TOTAL EXTREMELY/VERY IMPORTANT</td>
<td>236</td>
<td>51</td>
<td>31</td>
<td>40</td>
<td>91</td>
</tr>
<tr>
<td><strong>D/S (EXTREMELY/VERY)</strong></td>
<td>71</td>
<td>13</td>
<td>7</td>
<td>13</td>
<td>36</td>
</tr>
<tr>
<td>TOTAL EXTREMELY/VERY IMPORTANT</td>
<td>236</td>
<td>51</td>
<td>31</td>
<td>40</td>
<td>91</td>
</tr>
<tr>
<td>IMPORTANT</td>
<td>164</td>
<td>38</td>
<td>24</td>
<td>27</td>
<td>56</td>
</tr>
<tr>
<td>IMPORTANT</td>
<td>164</td>
<td>38</td>
<td>24</td>
<td>27</td>
<td>56</td>
</tr>
</tbody>
</table>

| EXTEMELY IMPORTANT | 98 | 26 | 13 | 15 | 37 | 16 | 20 | 11 | 10 | 12 | 25 | 55 | 57 | 23 | 40 | 48 | 88 | 7 | 20 | 30 | 47 |
| VERY IMPORTANT | 137 | 25 | 18 | 24 | 54 | 17 | 44 | 11 | 17 | 14 | 15 | 41 | 74 | 69 | 47 | 63 | 65 | 128 | 5 | 32 | 37 | 68 |
| SOMEWHAT IMPORTANT | 120 | 31 | 17 | 20 | 36 | 19 | 30 | 12 | 20 | 9 | 5 | 56 | 42 | 66 | 27 | 61 | 45 | 106 | 9 | 25 | 28 | 66 |
| NOT VERY IMPORTANT | 44 | 7 | 7 | 7 | 20 | 10 | 20 | 2 | 5 | 2 | 1 | 34 | 2 | 24 | 11 | 22 | 19 | 40 | 1 | 14 | 8 | 22 |
| DON'T KNOW | 2 | - | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | - | - | - | - | 2 |
### Table 81-4

**QUESTION 68:** Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

#### Early childhood education programs

**Banner 4**

<table>
<thead>
<tr>
<th>Work in Johnson County</th>
<th>Type of Home</th>
<th>INSIDE/OUTSIDE</th>
<th>Kids</th>
<th>Schools of Country</th>
<th>Mood of Country</th>
<th>Mood of State</th>
<th>Mood of Johnson County</th>
<th>Sample</th>
<th>Phone Type</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SINGLE IN-</td>
<td>OUT-</td>
<td>YES</td>
<td>NO</td>
<td>MOMS</td>
<td>DADS</td>
<td>PUBLIC</td>
<td>OTHER</td>
<td>RD</td>
<td>WT</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>225</td>
<td>175</td>
<td>36</td>
<td>185</td>
<td>186</td>
<td>164</td>
<td>237</td>
<td>97</td>
<td>66</td>
</tr>
<tr>
<td><strong>D/S (EXTREMELY/VERY)</strong></td>
<td>71</td>
<td>50</td>
<td>20</td>
<td>70</td>
<td>7</td>
<td>53</td>
<td>21</td>
<td>29</td>
<td>43</td>
<td>25</td>
</tr>
<tr>
<td><strong>TOTAL EXTREMELY/VERY</strong></td>
<td>236</td>
<td>138</td>
<td>96</td>
<td>213</td>
<td>22</td>
<td>119</td>
<td>102</td>
<td>96</td>
<td>139</td>
<td>61</td>
</tr>
<tr>
<td><strong>IMPORTANT</strong></td>
<td>59%</td>
<td>61%</td>
<td>55%</td>
<td>59%</td>
<td>59%</td>
<td>64%</td>
<td>55%</td>
<td>59%</td>
<td>59%</td>
<td>63%</td>
</tr>
<tr>
<td><strong>TOTAL SOMEWHAT/NOT VERY</strong></td>
<td>164</td>
<td>88</td>
<td>77</td>
<td>144</td>
<td>15</td>
<td>66</td>
<td>67</td>
<td>96</td>
<td>36</td>
<td>31</td>
</tr>
<tr>
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<td>39%</td>
<td>44%</td>
<td>40%</td>
<td>41%</td>
<td>36%</td>
<td>44%</td>
<td>41%</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td><strong>EXTREMELY IMPORTANT</strong></td>
<td>98</td>
<td>57</td>
<td>41</td>
<td>88</td>
<td>9</td>
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<td>45</td>
<td>53</td>
<td>27</td>
</tr>
<tr>
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<td>56</td>
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<td>70</td>
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<td>52</td>
<td>105</td>
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<td>49</td>
<td>59</td>
<td>49</td>
<td>71</td>
<td>21</td>
</tr>
<tr>
<td><strong>NOT VERY IMPORTANT</strong></td>
<td>44</td>
<td>20</td>
<td>25</td>
<td>39</td>
<td>2</td>
<td>17</td>
<td>22</td>
<td>18</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
</tbody>
</table>

**Public Opinion Strategies**
Table 81-5

QUESTION 68:
Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Early childhood education programs

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MISSION</td>
<td>BLUE VALLEY</td>
<td>OLATHE</td>
<td>EDG-</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>179</td>
<td>87</td>
<td>91</td>
</tr>
<tr>
<td>**D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</td>
<td>71</td>
<td>40</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
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<td>236</td>
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<td>50</td>
<td>51</td>
</tr>
<tr>
<td>IMPORTANT</td>
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<td>61%</td>
<td>58%</td>
<td>56%</td>
</tr>
<tr>
<td>TOTAL SOMEWHAT/NOT VERY IMPORTANT</td>
<td>164</td>
<td>69</td>
<td>35</td>
<td>40</td>
</tr>
<tr>
<td>IMPORTANT</td>
<td>41%</td>
<td>38%</td>
<td>44%</td>
<td>33%</td>
</tr>
<tr>
<td>EXTREMELY IMPORTANT</td>
<td>98</td>
<td>45</td>
<td>18</td>
<td>21</td>
</tr>
<tr>
<td>VERY IMPORTANT</td>
<td>137</td>
<td>65</td>
<td>32</td>
<td>30</td>
</tr>
<tr>
<td>SOMEWHAT IMPORTANT</td>
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<td>49</td>
<td>25</td>
<td>32</td>
</tr>
<tr>
<td>NOT VERY IMPORTANT</td>
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<td>20</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
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<td>1</td>
<td>1</td>
<td>-</td>
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</table>

PUBLIC OPINION STRATEGIES
Early childhood education programs

<table>
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<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
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</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402 23 13 24 20 14 18 21 20 14 13 18 22 27 13 27 17 11 16 13 21 22 16</td>
</tr>
<tr>
<td><strong>D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</strong></td>
<td>100% 6% 3% 6% 5% 3% 3% 4% 3% 5% 5% 7% 3% 7% 4% 3% 4% 3% 5% 6% 6% 4%</td>
</tr>
<tr>
<td><strong>TOTAL EXTREMELY/VERY IMPORTANT</strong></td>
<td>236 14 9 16 10 5 11 13 15 8 8 12 14 13 10 14 8 6 5 7 14 14 9</td>
</tr>
<tr>
<td><strong>TOTAL SOMEWHAT/NOT VERY IMPORTANT</strong></td>
<td>164 8 4 8 10 7 7 7 4 6 5 7 8 14 3 13 9 5 11 6 7 7 6</td>
</tr>
<tr>
<td><strong>EXTREMELY IMPORTANT</strong></td>
<td>98 6 3 5 4 2 4 2 3 7 7 1 7 1 7 2 3 3 3 3 3 2 8 7 4</td>
</tr>
<tr>
<td><strong>VERY IMPORTANT</strong></td>
<td>137 8 6 11 6 4 7 11 9 5 5 5 7 6 2 12 5 2 1 5 6 7 6</td>
</tr>
<tr>
<td><strong>SOMewhat IMPORTANT</strong></td>
<td>120 6 2 7 8 2 6 6 3 4 5 5 5 11 3 9 5 4 9 4 5 5 5</td>
</tr>
<tr>
<td><strong>NOT VERY IMPORTANT</strong></td>
<td>44 2 1 2 2 5 1 1 2 2 - 1 2 3 - 5 5 1 2 2 3 2 1</td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
<td>2 - - - - 1 - - - - - - - - - - - - - - - 1 -</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 81-7

QUESTION 68: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Early childhood education programs

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>GOV'T SPENDING</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE</th>
<th>STATE LOCAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
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<td><strong>8</strong></td>
<td><strong>9</strong></td>
<td><strong>11</strong></td>
<td><strong>23</strong></td>
<td><strong>37</strong></td>
<td><strong>BEETR SAME</strong></td>
<td><strong>TOO ABOUT INCR- DECR- EASED EASED SAME ERS ERS FAV FAV AGREE AGREE AGREE AGREE</strong></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
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<td>59</td>
<td>55</td>
<td>51</td>
<td>302</td>
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</tr>
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<td>15%</td>
<td>14%</td>
<td>13%</td>
<td>17%</td>
<td>15%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>TOTAL EXTREMELY/VERY IMPORTANT</strong></td>
<td>236</td>
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<td>36</td>
<td>29</td>
<td>25</td>
<td>36</td>
<td>35</td>
<td>32</td>
</tr>
<tr>
<td><strong>TOTAL SOMEWHAT/NOT VERY IMPORTANT</strong></td>
<td>164</td>
<td>18</td>
<td>22</td>
<td>25</td>
<td>24</td>
<td>33</td>
<td>24</td>
<td>18</td>
</tr>
<tr>
<td><strong>EXTREMELY IMPORTANT</strong></td>
<td>98</td>
<td>21</td>
<td>11</td>
<td>16</td>
<td>9</td>
<td>20</td>
<td>12</td>
<td>68</td>
</tr>
<tr>
<td>24%</td>
<td>35%</td>
<td>20%</td>
<td>18%</td>
<td>13%</td>
<td>34%</td>
<td>23%</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>VERY IMPORTANT</strong></td>
<td>137</td>
<td>21</td>
<td>25</td>
<td>14</td>
<td>16</td>
<td>27</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
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<td>43%</td>
<td>25%</td>
<td>32%</td>
<td>24%</td>
<td>40%</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>SOMewhat IMPORTANT</strong></td>
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<td>15</td>
<td>15</td>
<td>19</td>
<td>16</td>
<td>23</td>
<td>17</td>
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</tr>
<tr>
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<td>36%</td>
<td>31%</td>
<td>33%</td>
<td>29%</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>NOT VERY IMPORTANT</strong></td>
<td>44</td>
<td>3</td>
<td>7</td>
<td>6</td>
<td>9</td>
<td>10</td>
<td>7</td>
<td>3</td>
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<tr>
<td>11%</td>
<td>5%</td>
<td>12%</td>
<td>10%</td>
<td>17%</td>
<td>15%</td>
<td>12%</td>
<td>6%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
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<td>-</td>
<td>-</td>
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<td>-</td>
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<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 81-8

QUESTION 68:
Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Early childhood education programs

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>TAXES FOR STRG</th>
<th>TAXES FOR FED OFFICs</th>
<th>TAXES FOR LOCAL STRG</th>
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<tr>
<td>STRG</td>
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<td>SUPP OPP FAV OPP FAV</td>
<td>SUPP OPP FAV OPP FAV</td>
<td>SUPP OPP FAV OPP FAV</td>
<td>SUPP OPP FAV OPP</td>
<td>SUPP OPP FAV OPP</td>
<td>SUPP OPP FAV OPP</td>
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<td>SUPP OPP FAV OPP</td>
<td>SUPP OPP FAV OPP</td>
<td>SUPP OPP FAV OPP</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402 176 320 75 284 110 220 175 96 297 211 194 204 266 124 142 229 155 65 168 209 173 212 170</td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>**D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY)</td>
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| EXTREMELY IMPORTANT | 98 60 88 9 90 6 72 25 23 72 47 52 45 67 26 36 56 32 20 44 45 49 57 38 |
| VERY IMPORTANT | 137 70 116 18 107 27 81 54 40 93 58 74 60 99 36 53 71 58 22 50 62 65 87 47 |
| SOMEWHAT IMPORTANT | 120 39 96 23 72 47 54 64 27 92 70 56 64 74 43 42 70 48 17 51 71 44 56 56 |
| NOT VERY IMPORTANT | 44 6 19 24 15 28 11 33 5 39 34 11 33 23 19 10 30 17 5 21 28 15 12 29 |
| DON'T KNOW | 2 1 1 1 1 1 1 2 - - 2 2 - - 2 2 - - 1 - 1 1 2 - - 1 |

PUBLIC OPINION STRATEGIES
Table 82-1
QUESTION 69: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Arts, music, and athletics programs

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PUBLIC OPINION STRATEGIES
Table 82-2

**QUESTION 69:** Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Arts, music, and athletics programs**

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<td>IND/</td>
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**PUBLIC OPINION STRATEGIES**
Table 82-3

QUESTION 69:
Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Arts, music, and athletics programs

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PUBLIC OPINION STRATEGIES
Table 82-4

QUESTION 69:
Now, I’d like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Arts, music, and athletics programs

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QUESTION 69: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

### Arts, music, and athletics programs

#### BANNER 5

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**BASE=SAMPLE A**

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**TOTAL EXTREMELY/VERY IMPORTANT**

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</table>

PUBLIC OPINION STRATEGIES
Table 82-6
QUESTION 69:
Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Arts, music, and athletics programs

<table>
<thead>
<tr>
<th>BASE=SAMPLE A</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td>TOTAL 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49</td>
</tr>
<tr>
<td>398 16 18 19 27 15 10 16 22 16 12 13 11 28 34 15 13 17 16 13 24 25 20 100% 4% 4% 5% 7% 4% 2% 4% 5% 4% 3% 3% 3% 7% 9% 4% 3% 4% 4% 3% 6% 6% 5%</td>
<td></td>
</tr>
<tr>
<td>21 -1 -1 - - 3 - - - 2 -5 -2 4 -6 10 5 3 2 4 2 -5 1 1 3 **D/S (EXTREMELY/VERY - SOMEWHAT/NOT VERY) 5% -4% -5% 1% 10% 2% 2% 2% 10% -32% -18% 31% -58% 35% 15% 17% 18% 25% 11% -38% 3% 6% 18% TOTAL EXTREMELY/VERY IMPORTANT 53% 48% 47% 51% 49% 49% 51% 49% 55% 54% 41% 66% 21% 67% 57% 59% 59% 62% 56% 56% 51% 51% 53% 59% EXTREMELY IMPORTANT 81 5 1 5 4 1 2 - 8 3 5 6 1 8 7 9 4 2 3 3 1 6 4 2 20% 32% 6% 28% 15% 6% 19% - 38% 19% 41% 44% 7% 27% 19% 27% 19% 15% 17% 9% 27% 16% 9% VERY IMPORTANT 129 3 7 4 11 7 3 9 4 2 - 3 1 11 13 5 5 8 6 3 6 9 10 32% 16% 41% 22% 40% 45% 32% 49% 17% 15% - 22% 14% 40% 38% 32% 41% 47% 38% 22% 25% 37% 50% SOMEWHAT IMPORTANT 143 8 6 6 11 5 2 3 7 11 4 2 7 8 12 5 4 5 6 6 9 10 5 36% 47% 34% 33% 42% 32% 21% 19% 32% 66% 33% 19% 64% 28% 35% 33% 29% 31% 40% 50% 38% 40% 27% NOT VERY IMPORTANT 46 1 3 3 1 3 3 5 3 - 3 2 2 1 3 1 1 1 1 2 3 2 3 12% 5% 19% 17% 3% 17% 28% 32% 13% - 26% 16% 16% 4% 7% 8% 12% 7% 5% 19% 11% 7% 15%</td>
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</tbody>
</table>
Table 82-7
QUESTION 69: Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

Arts, music, and athletics programs

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC/IMAGE DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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PUBLIC OPINION STRATEGIES
Now, I'd like to read you a list of issues facing Johnson County public schools, and please tell me how important you believe each one is for students to receive a quality education.

**Arts, music, and athletics programs**

<table>
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<tr>
<th><strong>TAXES FOR ECON DEVELOP</strong></th>
<th><strong>TAXES FOR EDUCATION</strong></th>
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<th><strong>TAXES FOR NEW TERMINAL</strong></th>
<th><strong>TAXES FOR TRANSIT</strong></th>
<th><strong>TAXES FOR ROADS</strong></th>
<th><strong>SALES TAX</strong></th>
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**PUBLI OPINION STRATEGIES**
Table 83-1

**QUESTION 70:** And, who should have more control over public education decisions, state leaders in Topeka or local leaders here in Johnson County?

**BANNER 1**

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<th>416</th>
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<td>20%</td>
<td>34%</td>
<td>25%</td>
<td>23%</td>
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| STATE LEADERS IN TOPEKA | 52 | 25 | 27 | 9 | 19 | 9 | 8 | 7 | 19 | 6 | 18 | 9 | 16 | 7 | 23 | 8 | 21 | 9 | 11 | 11 | 17 | 21 | 13 |
| 6% | 7% | 6% | 7% | 7% | 5% | 6% | 8% | 5% | 7% | 6% | 8% | 4% | 6% | 4% | 4% | 11% | 11% | 7% | 11% | 7% | 5% | 7% |

| LOCAL LEADERS IN JOHNSON COUNTY | 721 | 345 | 376 | 117 | 226 | 119 | 146 | 108 | 215 | 128 | 247 | 126 | 196 | 150 | 346 | 181 | 157 | 69 | 88 | 159 | 292 | 278 | 127 |
| 90% | 90% | 90% | 89% | 90% | 89% | 93% | 90% | 88% | 92% | 90% | 91% | 91% | 93% | 92% | 91% | 85% | 84% | 86% | 91% | 93% | 89% | 88% |

| DEPENDS/DON'T KNOW | 25 | 11 | 13 | 5 | 6 | 6 | 2 | 5 | 8 | 4 | 9 | 4 | 2 | 4 | 7 | 9 | 6 | 4 | 2 | 5 | 7 | 10 | 5 |
| 3% | 3% | 3% | 4% | 3% | 4% | 2% | 4% | 3% | 3% | 3% | 1% | 3% | 2% | 5% | 3% | 5% | 2% | 5% | 2% | 3% | 3% |

| REFUSED | 2 | 2 | - | - | 2 | - | 1 | - | 2 | 1 | - | - | - | - | - | - | - | - | - | 1 | - | 2 |
| - | 1% | - | - | - | 1% | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1% | - | 1% |

PUBLIC OPINION STRATEGIES
And, who should have more control over public education decisions, state leaders in Topeka or local leaders here in Johnson County?

<table>
<thead>
<tr>
<th>BANNER 2</th>
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<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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</table>
|          | TEC/HS OR SOME | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DEM | GOP | GOP | IND | IND | DEM | DE
Table 83-3

QUESTION 70: And, who should have more control over public education decisions, state leaders in Topeka or local leaders here in Johnson County?

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER $60K</td>
<td>$60K-80K</td>
<td>$80K-100K</td>
<td>$100K+</td>
<td>DEM/IND/REP</td>
<td>PROT-</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>36%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**D/S (TOPEKA - JOHNSON COUNTY)**

<table>
<thead>
<tr>
<th>STATE LEADERS IN TOPEKA</th>
<th>LOCAL LEADERS IN JOHNSON COUNTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>148</td>
</tr>
<tr>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEPENDS/DON'T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>7</td>
</tr>
<tr>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

| 2 | - | - | - | 1% | - | - | - | 2 | 2 | 2 | 2 | - | - | - | 1% | - | - | - | 1% | - |
Table 83-4

QUESTION 70: And, who should have more control over public education decisions, state leaders in Topeka or local leaders here in Johnson County?

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL YES NO FAMILY OTHER SIDE SIDE YES NO MOMS DADS PUBLIC OTHER RD WT RD WT RD WT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 443 356 721 69 353 384 365 433 215 151 247 83 191 547 294 411 520 195 398 402</td>
<td>80 720 800</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>**D/S (TOPEKA - JOHNSON COUNTY)</td>
<td>-669 -363 -306 -615 -48 -301 -308 -306 -362 -182 -124 -200 -76 -148 -473 -252 -337 -438 -161 -334 -335 -56 -613 -668</td>
<td>-84% -82% -85% -80% -84% -86% -86% -86% -86% -86% -86% -86% -86% -86% -86% -86% -86% -86% -86% -86% -70% -85% -85%</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STATE LEADERS IN TOPEKA</td>
<td>52 34 18 43 7 22 29 24 28 14 11 2 17 31 18 28 33 14 26 26 9 43 53</td>
<td>6% 8% 5% 6% 11% 6% 8% 7% 6% 6% 7% 8% 2% 9% 6% 6% 7% 6% 7% 7% 6% 12% 6% 7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOCAL LEADERS IN JOHNSON COUNTY</td>
<td>721 397 324 657 55 323 337 330 390 196 134 219 78 165 505 270 365 470 175 360 361 65 656 721</td>
<td>90% 90% 91% 91% 80% 91% 88% 90% 90% 91% 89% 89% 95% 86% 92% 92% 89% 90% 90% 90% 90% 82% 91% 90%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>25 10 13 19 6 8 15 9 16 5 4 7 2 7 11 7 16 15 6 10 15 4 21 24</td>
<td>3% 2% 4% 3% 9% 2% 4% 3% 4% 2% 3% 3% 3% 4% 2% 2% 4% 3% 3% 2% 4% 5% 3% 3%</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
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<td></td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 83-5

**QUESTION 70:** And, who should have more control over public education decisions, state leaders in Topeka or local leaders here in Johnson County?

**BANNER 5**

<table>
<thead>
<tr>
<th>BANNER</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<td></td>
<td>TOTAL</td>
<td>JOHNSON</td>
<td>MISSISSIPPI VALLEY</td>
<td>OLATHE</td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>352</td>
<td>167</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>STATE LEADERS IN TOPEKA</td>
<td>52</td>
<td>14</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>LOCAL LEADERS IN JOHNSON COUNTY</td>
<td>721</td>
<td>326</td>
<td>151</td>
<td>170</td>
</tr>
<tr>
<td><strong>DEPENDS/DON'T KNOW</strong></td>
<td>25</td>
<td>11</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
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<td>2</td>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 83-6

And, who should have more control over public education decisions, state leaders in Topeka or local leaders here in Johnson County?

<table>
<thead>
<tr>
<th></th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49</td>
</tr>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td>800 39 31 43 47 29 28 36 41 30 25 32 32 55 47 42 30 28 32 26 45 47 35 100% 5% 4% 5% 6% 4% 3% 5% 5% 4% 4% 7% 6% 5% 4% 3% 4% 3% 6% 6% 4%</td>
</tr>
<tr>
<td><strong>D/S (TOPEKA - JOHNSON COUNTY)</strong></td>
<td>-669 -33 -22 -40 -26 -31 -38 -27 -21 -28 -30 -44 -43 -36 -23 -25 -28 -11 -39 -41 -25 -84% -85% -71% -92% -84% -90% -75% -85% -91% -90% -83% -87% -92% -80% -91% -87% -77% -89% -87% -41% -85% -86% -72%</td>
</tr>
<tr>
<td>STATE LEADERS IN TOPEKA</td>
<td>52 2 4 1 2 1 3 3 1 1 2 1 5 2 3 3 1 1 6 2 2 4 6% 5% 14% 3% 5% 5% 12% 7% 4% 3% 5% 7% 3% 8% 4% 7% 10% 4% 4% 24% 4% 5% 11%</td>
</tr>
<tr>
<td>LOCAL LEADERS IN JOHNSON COUNTY</td>
<td>721 35 26 41 42 27 24 34 39 28 22 30 31 49 44 39 26 26 29 17 40 43 29 90% 90% 86% 95% 95% 88% 93% 95% 93% 95% 93% 89% 95% 93% 87% 93% 91% 65% 89% 91% 82%</td>
</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>25 2 - 1 3 - - - - 1 1 2 - - - - 1 1 3 2 2 2 3% 5% - 3% 6% - - - - 2% 5% 7% - 3% 3% - - 3% 3% 5% 10% 4% 4% 7%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>2 - - - - - - - - - - - - - - - - 1 - - - - 1% - - - - 3% - -</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 83-7

**Question 70:** And, who should have more control over public education decisions, state leaders in Topeka or local leaders here in Johnson County?

**Banner 7**

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>7</strong></td>
<td><strong>8</strong></td>
<td><strong>9</strong></td>
<td><strong>10</strong></td>
<td><strong>11</strong></td>
<td><strong>23</strong></td>
<td><strong>37</strong></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>110</td>
<td>124</td>
<td>118</td>
</tr>
<tr>
<td><strong>STATE LEADERS IN TOPEKA</strong></td>
<td>52</td>
<td>4</td>
<td>5</td>
<td>11</td>
<td>10</td>
<td>9</td>
<td>8</td>
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<tr>
<td><strong>LOCAL LEADERS IN JOHNSON COUNTY</strong></td>
<td>721</td>
<td>99</td>
<td>109</td>
<td>101</td>
<td>99</td>
<td>99</td>
<td>110</td>
</tr>
<tr>
<td><strong>DEPENDS/DON'T KNOW</strong></td>
<td>25</td>
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<td>3</td>
<td>4</td>
<td>5</td>
<td>1</td>
<td>4</td>
</tr>
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</table>

**Public Opinion Strategies**
Table 83-8

QUESTION 70: And, who should have more control over public education decisions, state leaders in Topeka or local leaders here in Johnson County?

BANNER 8

<table>
<thead>
<tr>
<th></th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>ENFORCE</th>
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<td><strong>D/S (TOPEKA - JOHNSON COUNTY)</strong></td>
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<td>TOTAL SUPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
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<tr>
<td>LOCAL</td>
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<td>354</td>
<td>649</td>
<td>132</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
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<td>100%</td>
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<td>81%</td>
<td>17%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
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<td>-83%</td>
<td>-85%</td>
<td>-82%</td>
<td>-86%</td>
<td>-83%</td>
<td>-85%</td>
<td>-80%</td>
<td>-85%</td>
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<tr>
<td>LOCAL LEADERS IN JOHNSON COUNTY</td>
<td>52</td>
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<td>13</td>
<td>31</td>
<td>20</td>
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<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
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<td>6%</td>
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</tr>
<tr>
<td>DEPENDS/DON'T KNOW</td>
<td>721</td>
<td>310</td>
<td>585</td>
<td>120</td>
<td>508</td>
<td>197</td>
<td>418</td>
<td>292</td>
<td>148</td>
<td>557</td>
</tr>
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<td>90%</td>
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<td>90%</td>
<td>91%</td>
<td>89%</td>
<td>93%</td>
<td>90%</td>
<td>91%</td>
<td>88%</td>
<td>91%</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>2</td>
<td>2</td>
<td>-</td>
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<td>4%</td>
</tr>
</tbody>
</table>
Table 84-1

**QUESTION 71**: And, would you favor or oppose a proposal to raise taxes in order to provide funding for classroom enhancements such as smaller class sizes, increased technology in classrooms, all day kindergarten, and higher salaries for teachers in Johnson County's public schools?

**BANNER 1**

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td>WOMEN</td>
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</tr>
<tr>
<td>MEN</td>
<td>800</td>
<td>384</td>
<td>416</td>
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</tr>
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<td>WOMEN</td>
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<td>45%</td>
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<td>79%</td>
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<td>41%</td>
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<tr>
<td>SOMEWHAT FAVOR</td>
<td>23%</td>
<td>24%</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>12%</td>
<td>15%</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
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<td>19%</td>
<td>11%</td>
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PUBLIC OPINION STRATEGIES
Table 84-2
QUESTION 71: And, would you favor or oppose a proposal to raise taxes in order to provide funding for classroom enhancements such as smaller class sizes, increased technology in classrooms, all day kindergarten, and higher salaries for teachers in Johnson County's public schools?

<table>
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<th>PARTY/EDUCATION</th>
<th>PARTY/AGE</th>
<th>PARTY/GENDER</th>
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</thead>
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<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>**D/S (FAVOR - OPPOSE)</td>
<td>TOTAL FAVOR</td>
</tr>
<tr>
<td></td>
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<td>100%</td>
<td>358</td>
</tr>
<tr>
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<td>76</td>
<td>9%</td>
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<tr>
<td></td>
<td>178</td>
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<td>56</td>
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<td>188</td>
<td>23%</td>
<td>76</td>
</tr>
<tr>
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<td>95</td>
<td>12%</td>
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</tr>
<tr>
<td></td>
<td>104</td>
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<td>57</td>
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<td>79</td>
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<td>225</td>
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<td>128</td>
<td>16%</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 84-3

QUESTION 71: And, would you favor or oppose a proposal to raise taxes in order to provide funding for classroom enhancements such as smaller class sizes, increased technology in classrooms, all day kindergarten, and higher salaries for teachers in Johnson County's public schools?

**BANNER 3**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH</th>
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<tr>
<td>UNDER $60K-$80K</td>
<td>UNDER GOP/ IND/ DEM/</td>
<td>PROT-ESTANT OLIC</td>
<td>WHITE</td>
<td>WHITE TOTAL</td>
<td>OF RESIDENCY</td>
</tr>
<tr>
<td>UNDER $80K</td>
<td>UNDER $80K+</td>
<td>SPPT OPPOSE</td>
<td>MEN</td>
<td>WOMEN</td>
<td>WHITE OTHER</td>
</tr>
<tr>
<td>TOTAL $60K</td>
<td>$80K</td>
<td>$100K</td>
<td>$100K+</td>
<td>$80K</td>
<td>$80K+</td>
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<tr>
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<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
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<td><strong>D/S (FAVOR - OPPOSE)</strong></td>
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<td>137</td>
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<td>571</td>
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<td>84</td>
<td>111</td>
<td>212</td>
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<td>TOTAL OPPOSE</td>
<td>213</td>
<td>48</td>
<td>38</td>
<td>24</td>
<td>21</td>
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<td>386</td>
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<td>58</td>
<td>75</td>
<td>145</td>
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<td>41</td>
<td>26</td>
<td>36</td>
<td>67</td>
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<td>19</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
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<td>19</td>
<td>14</td>
<td>28</td>
</tr>
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PUBLIC OPINION STRATEGIES
And, would you favor or oppose a proposal to raise taxes in order to provide funding for classroom enhancements such as smaller class sizes, increased technology in classrooms, all day kindergarten, and higher salaries for teachers in Johnson County's public schools?

**Table 84-4**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435 KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF COUNTY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<tr>
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<tr>
<td>FAMILY</td>
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<tr>
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</tr>
<tr>
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<td>TOTAL</td>
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<td>STRONGLY FAVOR</td>
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<td>SOMEWHAT FAVOR</td>
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<tr>
<td>SOMEWHAT OPPOSE</td>
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<tr>
<td>STRONGLY OPPOSE</td>
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<td>DON'T KNOW</td>
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</tr>
<tr>
<td><strong>D/S (FAVOR - OPPOSE)</strong></td>
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</table>

PUBLIC OPINION STRATEGIES
Table 84-5

QUESTION 71: And, would you favor or oppose a proposal to raise taxes in order to provide funding for classroom enhancements such as smaller class sizes, increased technology in classrooms, all day kindergarten, and higher salaries for teachers in Johnson County's public schools?

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<td>BASE=TOTAL SAMPLE</td>
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</tr>
<tr>
<td><strong>D/S (FAVOR - OPPOSE)</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL FAVOR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STRONGLY FAVOR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOMEWHAT FAVOR</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW</td>
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<tr>
<td>REFUSED</td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 84-6

QUESTION 71: And, would you favor or oppose a proposal to raise taxes in order to provide funding for classroom enhancements such as smaller class sizes, increased technology in classrooms, all day kindergarten, and higher salaries for teachers in Johnson County's public schools?

| BASE=TOTAL SAMPLE | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| TOTAL             | 800 | 39  | 31  | 43  | 47  | 29  | 28  | 36  | 41  | 30  | 25  | 32  | 32  | 55  | 47  | 42  | 30  | 28  | 32  | 26  | 45  | 47  | 35  |
| **D/S (FAVOR - OPPOSE)** | 358 | 14  | 16  | 17  | 26  | 13  | 7   | 19  | 25  | 20  | 13  | 13  | 16  | 35  | 20  | 11  | 6   | 6   | 13  | 2   | 18  | 27  | 20  |
| TOTAL FAVOR       | 571 | 26  | 23  | 28  | 37  | 21  | 17  | 27  | 33  | 25  | 19  | 22  | 24  | 44  | 34  | 25  | 17  | 17  | 22  | 14  | 31  | 36  | 27  |
| TOTAL OPPOSE      | 213 | 12  | 7   | 11  | 10  | 7   | 11  | 8   | 7   | 5   | 6   | 9   | 8   | 9   | 13  | 14  | 11  | 10  | 12  | 13  | 9   | 7   |
| STRONGLY FAVOR    | 386 | 19  | 19  | 21  | 30  | 18  | 9   | 15  | 24  | 11  | 11  | 14  | 17  | 31  | 25  | 16  | 12  | 11  | 15  | 9   | 23  | 24  | 13  |
| SOMEWHAT FAVOR    | 185 | 7   | 4   | 7   | 7   | 3   | 8   | 12  | 9   | 14  | 8   | 8   | 7   | 14  | 9   | 9   | 6   | 6   | 7   | 5   | 9   | 13  | 14  |
| STRONGLY OPPOSE   | 118 | 3   | 2   | 6   | 5   | 4   | 5   | 6   | 2   | 2   | 2   | 4   | 3   | 6   | 10  | 9   | 10  | 7   | 3   | 11  | 9   | 4   | 4   |
| SOMEWHAT OPPOSE   | 15  | 1   | -   | 4   | -   | 1   | -   | 1   | -   | -   | -   | -   | -   | 3   | 1   | -   | -   | -   | 1   | 2   | 1   |
| DON'T KNOW         | 2%  | 2%  | -   | 8%  | -   | 3%  | -   | 3%  | -   | -   | -   | -   | 7%  | 3%  | -   | -   | -   | 2%  | 3%  | 2%  |
| REFUSED            | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |

PUBLIC OPINION STRATEGIES
Table 84-7
Question 71: And, would you favor or oppose a proposal to raise taxes in order to provide funding for classroom enhancements such as smaller class sizes, increased technology in classrooms, all day kindergarten, and higher salaries for teachers in Johnson County's public schools?

Banner 7

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON</th>
<th>VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER</th>
<th>PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEPLOY</th>
<th>JCCC PREPARE</th>
<th>WORKFORCE</th>
</tr>
</thead>
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<tr>
<td></td>
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</tr>
<tr>
<td>TOTAL</td>
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<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
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<td>TOO HIGH</td>
<td>ABOUT</td>
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</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>110</td>
<td>124</td>
<td>118</td>
<td>602</td>
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<td>225</td>
</tr>
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<td>100%</td>
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<td>14%</td>
<td>14%</td>
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<td>15%</td>
<td>15%</td>
<td>75%</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>**/S (FAVOR - OPPOSE)</td>
<td>358</td>
<td>57</td>
<td>52</td>
<td>36</td>
<td>51</td>
<td>34</td>
<td>67</td>
<td>62</td>
<td>270</td>
<td>81</td>
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<td>32%</td>
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<td>31%</td>
<td>54%</td>
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<td>45%</td>
<td>43%</td>
</tr>
<tr>
<td>TOTAL FAVOR</td>
<td>571</td>
<td>81</td>
<td>81</td>
<td>74</td>
<td>83</td>
<td>70</td>
<td>94</td>
<td>89</td>
<td>430</td>
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</tr>
<tr>
<td></td>
<td>71%</td>
<td>76%</td>
<td>71%</td>
<td>66%</td>
<td>72%</td>
<td>64%</td>
<td>76%</td>
<td>75%</td>
<td>71%</td>
<td>70%</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
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<td>23</td>
<td>29</td>
<td>38</td>
<td>32</td>
<td>36</td>
<td>27</td>
<td>27</td>
<td>160</td>
<td>52</td>
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<td>27%</td>
<td>22%</td>
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<td>33%</td>
<td>22%</td>
<td>23%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>STRONGLY FAVOR</td>
<td>386</td>
<td>55</td>
<td>50</td>
<td>53</td>
<td>64</td>
<td>43</td>
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<td>58</td>
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<td>52%</td>
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<td>39%</td>
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<td>49%</td>
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<td>46%</td>
</tr>
<tr>
<td>SOMETHING FAVOR</td>
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<td>26</td>
<td>32</td>
<td>21</td>
<td>19</td>
<td>27</td>
<td>30</td>
<td>31</td>
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<td>13%</td>
<td>16%</td>
<td>25%</td>
<td>24%</td>
<td>26%</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
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<tr>
<td>STRONGLY OPPOSE</td>
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<td>27</td>
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Public Opinion Strategies
Table 84-8

QUESTION 71: And, would you favor or oppose a proposal to raise taxes in order to provide funding for classroom enhancements such as smaller class sizes, increased technology in classrooms, all day kindergarten, and higher salaries for teachers in Johnson County’s public schools?

<table>
<thead>
<tr>
<th>Survey</th>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRONGLY FAVOR</td>
<td>118</td>
<td>56</td>
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<tr>
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<td>11</td>
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<tr>
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<td>9</td>
<td>4</td>
</tr>
<tr>
<td>TOTAL FAVOR</td>
<td>571</td>
<td>213</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
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<td>132</td>
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<tr>
<td>STRONGLY OPPOSE</td>
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<td>60</td>
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<tr>
<td>NEITHER</td>
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</tr>
<tr>
<td>TOTAL BASE</td>
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<td>354</td>
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</table>

**D/S (FAVOR - OPPOSE)**

- **FAVOR**
  - **BASE**
  - 800
  - 354
  - 649
  - 132
- **OPPOSE**
  - 571
  - 213
  - 466
  - 321

**LOCAL STRATEGIES**

- **TOTAL SUPP**
  - 800
  - 71% 84% 100% 88% 100% 100% 88% 100% 100% 100% 100% 100% 88% 100% 100% 100% 88% 100% 100% 100% 100% 100% 100% 100%
- **TOTAL FAVOR**
  - 354
  - 94% 95% 100% 95% 100% 100% 95% 100% 100% 100% 100% 100% 95% 100% 100% 100% 95% 100% 100% 100% 100% 100% 100% 100%
- **TOTAL OPPOSE**
  - 354
  - 4% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%

**PUBLICATION STRATEGIES**

- **DON’T KNOW**
  - 1
  - 1
  - 1
  - 1
  - 1

- **REFUSED**
  - 1
  - 1
  - 1
  - 1
  - 1
### Table 85-1

**QUESTION 72:** Do you have a favorable or unfavorable impression of Johnson County Community College?

<table>
<thead>
<tr>
<th>Banner 1</th>
<th>Gender</th>
<th>Age</th>
<th>Gender/Age</th>
<th>Party</th>
<th>Ideology</th>
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<td>90%</td>
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<td>62%</td>
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**Public Opinion Strategies**
Table 85-2

**QUESTION 72:** Do you have a favorable or unfavorable impression of Johnson County Community College?

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<th></th>
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<td>COL+</td>
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<tr>
<td>HS OR SOME</td>
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<td></td>
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PUBLIC OPINION STRATEGIES
Table 85-3

**QUESTION 72:** Do you have a favorable or unfavorable impression of Johnson County Community College?

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<tr>
<th>BASE=TOTAL SAMPLE</th>
<th>UNDER $60K</th>
<th>$60K-80K</th>
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<th>PROT/OPPOSE</th>
<th>ESTANT/OLIC</th>
<th>MEN/WOMEN</th>
<th>WHITE OTHER</th>
<th>YEARS</th>
<th>YEARS</th>
</tr>
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<tr>
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**VERY FAVORABLE**

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<th>PROT/OPPOSE</th>
<th>ESTANT/OLIC</th>
<th>MEN/WOMEN</th>
<th>WHITE OTHER</th>
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<tbody>
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**SOMewhat FAVORABLE**

<table>
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<th>ESTANT/OLIC</th>
<th>MEN/WOMEN</th>
<th>WHITE OTHER</th>
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**SOMewhat UNFAVORABLE**

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<th>PROT/OPPOSE</th>
<th>ESTANT/OLIC</th>
<th>MEN/WOMEN</th>
<th>WHITE OTHER</th>
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</thead>
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**DON'T KNOW**

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<th>PROT/OPPOSE</th>
<th>ESTANT/OLIC</th>
<th>MEN/WOMEN</th>
<th>WHITE OTHER</th>
<th>YEARS</th>
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<th>GOP/IND/DEM/SPRPT</th>
<th>PROT/OPPOSE</th>
<th>ESTANT/OLIC</th>
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<th>WHITE OTHER</th>
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**PUBLIC OPINION STRATEGIES**
Table 85-4

**QUESTION 72:** Do you have a favorable or unfavorable impression of Johnson County Community College?

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
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<td>353</td>
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<td><strong>D/S (FAVORABLE - UNFAVORABLE)</strong></td>
<td>718</td>
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<td>304</td>
<td>655</td>
<td>55</td>
<td>316</td>
<td>347</td>
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<td>422</td>
<td>319</td>
<td>674</td>
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<td>10</td>
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<td>4</td>
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PUBLIC OPINION STRATEGIES
Table 85-5

QUESTION 72: Do you have a favorable or unfavorable impression of Johnson County Community College?

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<tr>
<td></td>
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<td>-------</td>
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<tr>
<td></td>
<td>TOTAL</td>
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<td>800 352 167 192 28 14 47</td>
<td>135 122 143 134 117</td>
<td>261 89 56 72 166 104 52 345 234 220</td>
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<td>718</td>
<td>314</td>
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<tr>
<td></td>
<td>UNFAVORABLE)</td>
<td>90%</td>
<td>89%</td>
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<tr>
<td></td>
<td>TOTAL FAVORABLE</td>
<td>742</td>
<td>329</td>
</tr>
<tr>
<td></td>
<td>TOTAL UNFAVORABLE</td>
<td>24</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>VERY FAVORABLE</td>
<td>545</td>
<td>237</td>
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<td>SOMEWHAT FAVORABLE</td>
<td>197</td>
<td>92</td>
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<td></td>
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<td>11</td>
</tr>
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<td>VERY UNFAVORABLE</td>
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<td>4</td>
</tr>
<tr>
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<td>DON'T KNOW</td>
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**PUBLICATION STRATEGIES**
Table 85-6

QUESTION 72: Do you have a favorable or unfavorable impression of Johnson County Community College?

<table>
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<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
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<tbody>
<tr>
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<td>STATE HOUSE DISTRICTS</td>
</tr>
<tr>
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<td>800</td>
</tr>
<tr>
<td><strong>D/S (FAVORABLE - UNFAVORABLE)</strong></td>
<td>718</td>
</tr>
<tr>
<td>TOTAL FAVORABLE</td>
<td>742</td>
</tr>
<tr>
<td>TOTAL UNFAVORABLE</td>
<td>24</td>
</tr>
</tbody>
</table>

| VERY FAVORABLE | 545 | 30 | 20 | 32 | 39 | 16 | 18 | 24 | 28 | 19 | 17 | 21 | 21 | 39 | 34 | 25 | 24 | 19 | 19 | 14 | 27 | 34 | 26 |
| SOMEWHAT FAVORABLE | 197 | 4 | 7 | 10 | 10 | 9 | 12 | 8 | 8 | 9 | 11 | 9 | 6 | 15 | 6 | 7 | 13 | 4 | 17 | 13 | 6 |
| VERY UNFAVORABLE | 6 | 1 | 1 | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | 1 |
| SOMEWHAT UNFAVORABLE | 18 | 1 | 2 | 1 | - | 2 | 2 | 2 | 2 | 1 | 1 | - | - | - | - | 2 | - | - | 1 | - | 1 | - | 1 |

| REFUSED | 2 | 1 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

PUBLICATION STRATEGIES
Table 85 - 7

QUESTION 72: Do you have a favorable or unfavorable impression of Johnson County Community College?

<table>
<thead>
<tr>
<th>BANNER 7</th>
<th>STATE SENATE DISTRICTS vs. COUNTRY</th>
<th>JOHNSON CO ECON SERVICES FOR TAXES IN COUNTY</th>
<th>GOV’T SPENDING</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>7 8 9 10 11 23 37 BETTER SAME TOO HIGH RIGHT INCR- EASED DECR- EASED SAME STATE LOCAL LEAD- LEAD- VERY EAS ERS FAV FAV AGREE AGREE AGREE</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 106 115 112 115 110 124 118 602 189 225 564 172 114 483 52 721 545 742 661 112 683 40</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>**D/S (FAVORABLE - UNFAVORABLE)</td>
<td>718 98 102 101 96 103 108 109 554 156 177 532 158 93 444 44 651 545 742 610 87 643 25</td>
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<td></td>
<td></td>
<td></td>
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</tbody>
</table>

TOTAL FAVORABLE | 742 100 107 104 101 106 111 112 570 164 192 541 162 100 455 47 672 545 742 626 96 655 31

TOTAL UNFAVORABLE | 24 2 5 3 5 3 3 3 15 8 14 9 4 6 11 3 20 - - 15 9 13 6

VERY FAVORABLE | 545 66 79 79 76 78 84 83 418 122 131 406 121 64 340 42 484 545 545 490 46 515 7

SOMewhat FAVORABLE | 197 34 29 25 25 28 27 29 152 42 61 135 41 36 115 6 188 - 197 136 50 140 24

SOMewhat UNFAVORABLE | 18 1 5 2 4 1 2 2 12 5 9 8 4 3 8 2 16 - - 13 5 12 4

VERY UNFAVORABLE | 6 1 - 1 1 2 1 1 3 3 5 1 - 3 3 1 4 - - 2 4 1 2

DON’T KNOW | 32 4 3 3 8 2 10 2 17 15 18 13 5 7 16 2 28 - - 19 7 15 1

REFUSED | 2 - - 1 - - - 1 - 2 1 1 - 1 1 - 1 - - 1 - 1 -
Table A5-8
QUESTION 72: Do you have a favorable or unfavorable impression of Johnson County Community College?

<table>
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<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>IMMIGRATION</th>
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<td>800</td>
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<td>132</td>
<td>571</td>
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<td>167</td>
<td>613</td>
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<td>455</td>
<td>82</td>
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<td>LOCAL STRG</td>
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<td>**D/S (FAVORABLE -</td>
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<td>LOCAL STRG</td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
### Table 86-1: Summary of Johnson County Community College Ratings: % Excellent

| BASE=TOTAL SAMPLE | 100% | 48% | 52% | 16% | 32% | 17% | 20% | 15% | 30% | 17% | 34% | 17% | 27% | 20% | 47% | 25% | 23% | 10% | 13% | 22% | 39% | 39% | 18% |
|-------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| HAVING FACILITIES THAT ARE SAFE AND WELL-MAINTAINED | 434 | 214 | 220 | 68  | 116 | 76  | 100 | 72  | 127 | 86  | 132 | 85  | 111 | 85  | 196 | 116 | 102 | 43  | 59  | 85  | 162 | 159 | 77  |
| PROVIDING HIGH STANDARDS OF ACADEMIC QUALITY | 382 | 172 | 210 | 54  | 106 | 62  | 90  | 68  | 97  | 73  | 125 | 84  | 96  | 72  | 167 | 97  | 99  | 40  | 59  | 67  | 126 | 164 | 77  |
| BEING AFFORDABLE | 351 | 165 | 186 | 52  | 87  | 70  | 86  | 54  | 97  | 67  | 112 | 72  | 95  | 72  | 167 | 87  | 80  | 32  | 48  | 64  | 123 | 144 | 71  |
| OPERATING EFFICIENTLY | 241 | 112 | 129 | 32  | 68  | 47  | 58  | 33  | 65  | 46  | 81  | 46  | 62  | 42  | 103 | 66  | 60  | 23  | 37  | 48  | 88  | 89  | 55  |

### Public Opinion Strategies
<p>| | | | | | | | | | | | | | | | |</p>
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<tbody>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
<td>188</td>
<td>104</td>
<td>79</td>
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<td>122</td>
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<tr>
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<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
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<td>13%</td>
<td>13%</td>
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<td>19%</td>
<td>19%</td>
<td>6%</td>
<td>15%</td>
<td>8%</td>
<td>15%</td>
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<tr>
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<td>101</td>
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<tr>
<td>SAFE AND WELL-MAINTAINED</td>
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<td>57%</td>
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PUBLIC OPINION STRATEGIES
### Table 86-3: Summary of Johnson County Community College Ratings: % Excellent

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**PUBLIC OPINION STRATEGIES**
Table 86-4: Summary of Johnson County Community College Ratings: % Excellent

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<th>MOOD OF COUNTRY</th>
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PUBLI OPINION STRATEGIES
Table 86-5
Summary of Johnson County Community College Ratings: % Excellent

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PUBLIC OPINION STRATEGIES
### Table 86-6

#### Summary of Johnson County Community College Ratings: % Excellent

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**PUBLIC OPINION STRATEGIES**
Table 86-7
Summary of Johnson County Community College Ratings: % Excellent

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<th>BANNER 7</th>
<th>JOHNSON COUNTY VS. COUNTRY</th>
<th>SERVICES IN COUNTY</th>
<th>GOV'T SPENDING IN COUNTY</th>
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<th>JCCC IMAGE</th>
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PUBLIC OPINION STRATEGIES
### Table 86-8

**Summary of Johnson County Community College Ratings: % Excellent**

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<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
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**PUBLIC OPINION STRATEGIES**
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Summary of Johnson County Community College Ratings: % Excellent/Good

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**PUBLIC OPINION STRATEGIES**
### Summary of Johnson County Community College Ratings: % Excellent/Good

#### BANNER 2

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#### Public Opinion Strategies
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## Table 87-4
Summary of Johnson County Community College Ratings: % Excellent/Good

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**PUBLIC OPINION STRATEGIES**
Table 87-5
Summary of Johnson County Community College Ratings: % Excellent/Good

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PUBLIC OPINION STRATEGIES
### Table 87-6
Summary of Johnson County Community College Ratings: % Excellent/Good

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PUBLIC OPINION STRATEGIES
## Summary of Johnson County Community College Ratings: % Excellent/Good

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<th>SERVICES</th>
<th>GOV'T SPENDING</th>
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<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<td>87%</td>
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<td>78%</td>
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<td>85%</td>
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### Public Opinion Strategies
### Table 87-8

#### Summary of Johnson County Community College Ratings: % Excellent/Good

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<th>TAXES FOR EDUCATION</th>
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<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
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<td>77%</td>
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**PUBLIC OPINION STRATEGIES**
Table 88-1

QUESTION 73: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Providing high standards of academic quality

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<tr>
<th>BANNER 1</th>
<th>GENDER</th>
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<th>GENDER/AGE</th>
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<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
<td>WOMEN</td>
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<td>TOTAL SOFT</td>
<td>STRG</td>
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<td></td>
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<td>TOTAL SOFT</td>
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<td>339</td>
<td>92</td>
<td>191</td>
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PUBLIc OPINION STRATEGIES
Table 88-2

QUESTION 73:
Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Providing high standards of academic quality

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<tr>
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<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td>HS OR SOME</td>
<td>TEC/</td>
<td>GOP/</td>
<td>LESS/</td>
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<td>COLLEGE</td>
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<td>LESS</td>
<td>18-54</td>
<td>WOMEN</td>
<td>55+</td>
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<td>55+</td>
<td>18-54</td>
<td>55+</td>
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<td>76</td>
<td>178</td>
<td>543</td>
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<td>145</td>
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<td>86</td>
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<td>3</td>
<td>9</td>
<td>37</td>
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<td>86</td>
<td>257</td>
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<td>DON'T KNOW</td>
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<td>3</td>
<td>16</td>
<td>56</td>
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</table>

100% 9% 22% 68% 23% 24% 12% 13% 10% 13% 28% 19% 19% 6% 15% 8% 15% 32% 8% 16% 7% 16%
Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Providing high standards of academic quality

<table>
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**Table 88-3**

**INCOME**

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<td>DEM/</td>
<td>SPRT-</td>
</tr>
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<td>REP/</td>
<td>IND/</td>
<td>DEM/</td>
<td>REP/</td>
<td>OPPOSE</td>
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<td>REP/</td>
<td>DEM/</td>
<td>DEM/</td>
<td>REP/</td>
<td>ESTANT</td>
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<td>DEM/</td>
<td>DEM/</td>
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</table>

**PUBLIC OPINION STRATEGIES**
**Table 88-4**

**QUESTION 73:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

- Providing high standards of academic quality

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<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
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<th>SAMPLE</th>
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<td>9%</td>
<td>44%</td>
<td>48%</td>
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<td>27%</td>
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<td>81%</td>
<td>76%</td>
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<td>74%</td>
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<td>83%</td>
<td>85%</td>
<td>73%</td>
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<td>87%</td>
<td>81%</td>
<td>82%</td>
<td>80%</td>
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<tr>
<td><strong>TOTAL FAIR/POOR</strong></td>
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</tbody>
</table>
Table 88-5

**QUESTION 73:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following:

- Providing high standards of academic quality
- 

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
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<tbody>
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</tbody>
</table>

<table>
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<tr>
<th>BASE=TOTAL SAMPLE</th>
<th><strong>D/S (EXCELLENT/GOOD - FAIR/POOR)</strong></th>
<th>TOTAL EXCELLENT/GOOD</th>
<th>TOTAL FAIR/POOR</th>
<th>EXCELLENT</th>
<th>GOOD</th>
<th>FAIR</th>
<th>POOR</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>800</td>
<td>675</td>
<td>675</td>
<td>48</td>
<td>382</td>
<td>293</td>
<td>44</td>
<td>5</td>
<td>76</td>
</tr>
<tr>
<td>100%</td>
<td><strong>D/S (EXCELLENT/GOOD - FAIR/POOR)</strong></td>
<td>84%</td>
<td>48%</td>
<td>48%</td>
<td>52%</td>
<td>38%</td>
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<td>10%</td>
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<tr>
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<td><strong>D/S (EXCELLENT/GOOD - FAIR/POOR)</strong></td>
<td>84%</td>
<td>48%</td>
<td>48%</td>
<td>52%</td>
<td>38%</td>
<td>5%</td>
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<tr>
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<td><strong>D/S (EXCELLENT/GOOD - FAIR/POOR)</strong></td>
<td>84%</td>
<td>48%</td>
<td>48%</td>
<td>52%</td>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 88-6

**Question 73:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Providing high standards of academic quality

<table>
<thead>
<tr>
<th>BANNER 6</th>
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<tbody>
<tr>
<td><strong>TOTAL</strong></td>
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<tr>
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</tr>
<tr>
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<td>800</td>
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<tr>
<td><strong>D/S (EXCELLENT/GOOD - FAIR/POOR)</strong></td>
<td>627</td>
</tr>
<tr>
<td>TOTAL FAIR/POOR</td>
<td>48</td>
</tr>
<tr>
<td>EXCELLENT</td>
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<tr>
<td>POOR</td>
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<tr>
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**Public Opinion Strategies**
Table 88-7
QUESTION 73: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Providing high standards of academic quality

<table>
<thead>
<tr>
<th>BANNER 7</th>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CD ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC PREPARE WORKFORCE</th>
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Table 88-8

**QUESTION 73:**
Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Providing high standards of academic quality

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<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
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<td>14%</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 89-1
QUESTION 74: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

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<thead>
<tr>
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<th>GENDER/AGE</th>
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</table>

PUBLIOPINIONSTRATEGIES
Table 89-2

QUESTION 74:
Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Being affordable

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
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<td>IND/</td>
<td>DEM/</td>
</tr>
<tr>
<td></td>
<td>HS OR</td>
<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
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<td>WOMEN</td>
<td>Men/</td>
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<tr>
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<td>452</td>
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<td>73</td>
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<td>57</td>
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PUBLIC OPINION STRATEGIES
Table 89-3

**QUESTION 74:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

**BANNER 3**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<tr>
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<td>-------------</td>
</tr>
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<td>17%</td>
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<td>15%</td>
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<tr>
<td><strong>D/S (EXCELLENT/GOOD - FAIR/POOR)</strong></td>
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<tr>
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<td>5</td>
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<td>5%</td>
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PUBLICATION STRATEGIES
Table 89-4: QUESTION 74: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Being affordable

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE PHONE TYPE DATA</th>
<th>MOOD OF STATE</th>
<th>LAND-</th>
<th>UNWGT</th>
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</tr>
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<td>384</td>
<td>365</td>
<td>433</td>
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</tr>
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<td>9%</td>
<td>44%</td>
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<td>46%</td>
<td>54%</td>
<td>27%</td>
<td>19%</td>
</tr>
<tr>
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<td>560</td>
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<td>264</td>
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<td>78%</td>
<td>72%</td>
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<td>84%</td>
<td>81%</td>
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<td>6%</td>
<td>8%</td>
<td>7%</td>
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<td>7%</td>
</tr>
<tr>
<td>351</td>
<td>211</td>
<td>140</td>
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<td>4</td>
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</tr>
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<td>1%</td>
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<td>1%</td>
<td>5%</td>
<td>2%</td>
<td>1%</td>
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<td>-</td>
<td>1%</td>
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</tr>
<tr>
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<td>35</td>
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<td>11%</td>
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<td>13%</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 89-5

**Question 74:**
Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

### Being affordable

<table>
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<tr>
<th>Banner 5</th>
<th>School District</th>
<th>County Commission District</th>
<th>Cities</th>
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</thead>
<tbody>
<tr>
<td><strong>Base=Total Sample</strong></td>
<td>800</td>
<td>352</td>
<td>167</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>100%</td>
<td>44%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>D/S (Excellent/Good - Fair/Poor)</strong></td>
<td>597</td>
<td>261</td>
<td>131</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>75%</td>
<td>74%</td>
<td>78%</td>
</tr>
<tr>
<td><strong>Total Excellent/Good</strong></td>
<td>662</td>
<td>291</td>
<td>141</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>83%</td>
<td>83%</td>
<td>84%</td>
</tr>
<tr>
<td><strong>Total Fair/Poor</strong></td>
<td>65</td>
<td>29</td>
<td>10</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>8%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Excellent</strong></td>
<td>351</td>
<td>146</td>
<td>90</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>44%</td>
<td>42%</td>
<td>54%</td>
</tr>
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<td><strong>Good</strong></td>
<td>311</td>
<td>145</td>
<td>51</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>39%</td>
<td>41%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Fair</strong></td>
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<td>25</td>
<td>8</td>
</tr>
<tr>
<td><strong>%</strong></td>
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<td>7%</td>
<td>5%</td>
</tr>
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<td>3</td>
</tr>
<tr>
<td><strong>%</strong></td>
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<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Don't Know</strong></td>
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<td>31</td>
<td>16</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Table 89-6

QUESTION 74:
Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Being affordable

<table>
<thead>
<tr>
<th>BASE=TOTAL SAMPLE</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
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<th>43</th>
<th>48</th>
<th>49</th>
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</thead>
<tbody>
<tr>
<td>TOTAL EXCELLENT/GOOD</td>
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<td>75%</td>
<td>84%</td>
<td>86%</td>
<td>87%</td>
<td>81%</td>
<td>84%</td>
<td>77%</td>
<td>79%</td>
<td>97%</td>
<td>80%</td>
<td>82%</td>
<td>86%</td>
<td>71%</td>
<td>83%</td>
<td>90%</td>
<td>82%</td>
<td>68%</td>
<td>89%</td>
<td>85%</td>
<td>71%</td>
</tr>
<tr>
<td>TOTAL FAIR/POOR</td>
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<td>23%</td>
<td>37%</td>
<td>28%</td>
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<td>26%</td>
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<td>22</td>
<td>23</td>
</tr>
<tr>
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<td>13</td>
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<td>7</td>
<td>15</td>
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<td>4</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 89-7
QUESTION 74:
Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

**Being affordable**

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>ABOVE</td>
<td>SAME</td>
<td>BETTER</td>
<td>HIGH</td>
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<td><strong>D/S (EXCELLENT/GOOD - FAIR/POOR)</strong></td>
<td><strong>TOTAL EXCELLENT/GOOD</strong></td>
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<td>102</td>
<td>89</td>
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<td><strong>TOTAL FAIR/POOR</strong></td>
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**PUBLI OCIPION STRATEGIES**
Table 89-8

**QUESTION 74:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

**BANNER 8**

<table>
<thead>
<tr>
<th>TAKES FOR ECON DEVELOP</th>
<th>TAKES FOR EDUCATION</th>
<th>TAKES FOR HIGHER EDU</th>
<th>TAKES FOR NEW TERMINAL</th>
<th>TAKES FOR TRANSIT</th>
<th>TAKES FOR ROADS</th>
<th>TAKES FOR ONLINE</th>
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<td>321</td>
<td>167</td>
<td>613</td>
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<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
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<td>21%</td>
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</table>
Table 90-1

QUESTION 75: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Operating efficiently

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td></td>
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<td>18-34</td>
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<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
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<tr>
<td>100%</td>
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<td>52%</td>
<td>32%</td>
<td>17%</td>
</tr>
<tr>
<td>**D/S (EXCELLENT/GOOD - FAIR/POOR)</td>
<td>496</td>
<td>220</td>
<td>276</td>
<td>86</td>
</tr>
<tr>
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<td>270</td>
<td>304</td>
<td>101</td>
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<tr>
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<td>29</td>
<td>15</td>
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<tr>
<td>10%</td>
<td>13%</td>
<td>7%</td>
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<td>129</td>
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<td>27%</td>
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<td>176</td>
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<td>42%</td>
<td>53%</td>
<td>41%</td>
</tr>
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<td>FAIR</td>
<td>68</td>
<td>44</td>
<td>24</td>
<td>14</td>
</tr>
<tr>
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<td>11%</td>
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<td>10%</td>
<td>9%</td>
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</table>
Table 90-2
QUESTION 75: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

**Operating efficiently**

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<th>BANNER 2</th>
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<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td>GOP</td>
<td>IND</td>
<td>DEM</td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOP</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>TOTAL EXCELLENT/GOOD</strong></td>
<td>496</td>
<td>52</td>
<td>116</td>
<td>326</td>
</tr>
<tr>
<td>62%</td>
<td>68%</td>
<td>65%</td>
<td>60%</td>
<td>57%</td>
</tr>
<tr>
<td><strong>TOTAL FAIR/POOR</strong></td>
<td>78</td>
<td>7</td>
<td>16</td>
<td>56</td>
</tr>
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<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
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<tr>
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<td>83</td>
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<td>46%</td>
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<td>7%</td>
<td>12%</td>
<td>8%</td>
</tr>
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<td>2%</td>
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<td>106</td>
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</table>
Table 90-3

**QUESTION 75:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

**Operating efficiently**

**Banner 3**

<table>
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<th>PARTY/INCOME</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<tr>
<td>$60K-$80K</td>
<td>$80K-$100K</td>
<td>DEM/</td>
<td>MEN</td>
<td>UNDER TOTAL SAMPLE</td>
</tr>
<tr>
<td>$100K+$</td>
<td>TOTAL</td>
<td>DEM/</td>
<td>WOMEN</td>
<td>UNDER TOTAL YEARS</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>IND/</td>
<td>WHITE</td>
<td>UNDER TOTAL YEARS</td>
</tr>
<tr>
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<td></td>
<td>PARTY/</td>
<td>OTHER</td>
<td>UNDER TOTAL YEARS</td>
</tr>
<tr>
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<td></td>
<td>INCOME</td>
<td>YEARS</td>
<td>UNDER TOTAL YEARS</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>UNDER TOTAL YEARS</td>
</tr>
</tbody>
</table>

**BASE=TOTAL SAMPLE**

- **$60K-$80K**: 800
- **$80K-$100K**: 170
- **$100K+$**: 122
- **TOTAL**: 215

**D/S (EXCELLENT/GOOD - FAIR/POOR)**

- **EXCELLENT**: 574
- **FAIR**: 100
- **TOTAL**: 674

**TOTAL EXCELLENT/GOOD**

- **EXCELLENT**: 72
- **FAIR**: 11
- **TOTAL**: 83

**TOTAL FAIR/POOR**

- **EXCELLENT**: 68
- **FAIR**: 19
- **TOTAL**: 87

**EXCELLENT**

- **TOTAL**: 241
- **GOOD**: 334
- **FAIR**: 68
- **POOR**: 11
- **DON'T KNOW**: 147

**GOOD**

- **TOTAL**: 233
- **GOOD**: 334
- **FAIR**: 68
- **POOR**: 11
- **DON'T KNOW**: 147

**FAIR**

- **TOTAL**: 233
- **GOOD**: 334
- **FAIR**: 68
- **POOR**: 11
- **DON'T KNOW**: 147

**POOR**

- **TOTAL**: 233
- **GOOD**: 334
- **FAIR**: 68
- **POOR**: 11
- **DON'T KNOW**: 147

**DON'T KNOW**

- **TOTAL**: 233
- **GOOD**: 334
- **FAIR**: 68
- **POOR**: 11
- **DON'T KNOW**: 147

---

**PUBLIC OPINION STRATEGIES**
Table 90-4

**QUESTION 75:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Operating efficiently

<table>
<thead>
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<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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</thead>
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100%  55%  44%  90%  9%  44%  48%  46%  54%  27%  19%  31%  10%  24%  68%  37%  51%  65%  24%  50%  50%  10%  90%  100%
Table 90-5

**QUESTION 75:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

**Operating efficiently**

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<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<td>GARD-</td>
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<td>MISSON</td>
<td>VALLEY</td>
<td>OLATHE</td>
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**PUBLIC OPINION STRATEGIES**
Table 90-6

QUESTION 75: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Operating efficiently

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P U B L I C   O P I N I O N   S T R A T E G I E S
Table 90-7

**QUESTION 75:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Operating efficiently

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<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC PREPARE WORKFORCE</th>
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<td>DON'T KNOW</td>
<td>147 15 17 17 30 23 20 25 108 38 45 99 28 25 82 8 132 69 122 101 32 82 8</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>18% 14% 15% 16% 26% 21% 16% 18% 20% 20% 18% 17% 22% 17% 15% 16% 15% 16% 15% 29% 12% 20%</td>
<td></td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
TABLE 90-8

**QUESTION 75:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

**Operating efficiently**

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM ENFORCE</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
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<tbody>
<tr>
<td></td>
<td>LOCAL STRG BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>TOTAL SUPP</td>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>613</td>
<td>449</td>
</tr>
<tr>
<td></td>
<td>FAVOR</td>
<td>496</td>
<td>252</td>
<td>428</td>
<td>59</td>
<td>396</td>
<td>89</td>
<td>353</td>
<td>136</td>
<td>120</td>
<td>367</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (EXCELLENT/GOOD - FAIR/POOR)</strong></td>
<td>62%</td>
<td>71%</td>
<td>66%</td>
<td>45%</td>
<td>69%</td>
<td>42%</td>
<td>76%</td>
<td>42%</td>
<td>72%</td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>TOTAL EXCELLENT/GOOD</td>
<td>574</td>
<td>279</td>
<td>483</td>
<td>81</td>
<td>434</td>
<td>129</td>
<td>377</td>
<td>189</td>
<td>130</td>
<td>433</td>
</tr>
<tr>
<td></td>
<td>TOTAL FAIR/POOR</td>
<td>78</td>
<td>27</td>
<td>55</td>
<td>22</td>
<td>39</td>
<td>40</td>
<td>25</td>
<td>54</td>
<td>9</td>
<td>67</td>
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<td>EXCELLENT</td>
<td>241</td>
<td>131</td>
<td>207</td>
<td>31</td>
<td>185</td>
<td>52</td>
<td>174</td>
<td>64</td>
<td>60</td>
<td>172</td>
</tr>
<tr>
<td></td>
<td>GOOD</td>
<td>334</td>
<td>148</td>
<td>276</td>
<td>50</td>
<td>249</td>
<td>77</td>
<td>203</td>
<td>126</td>
<td>69</td>
<td>261</td>
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<td>FAIR</td>
<td>68</td>
<td>24</td>
<td>49</td>
<td>17</td>
<td>35</td>
<td>33</td>
<td>20</td>
<td>47</td>
<td>7</td>
<td>60</td>
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<td></td>
<td>POOR</td>
<td>11</td>
<td>3</td>
<td>6</td>
<td>5</td>
<td>3</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW</td>
<td>147</td>
<td>48</td>
<td>111</td>
<td>29</td>
<td>98</td>
<td>44</td>
<td>65</td>
<td>77</td>
<td>28</td>
<td>114</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 91-1

QUESTION 76: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

| Having facilities that are safe and well-maintained |
|----------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| **BASE=TOTAL SAMPLE**                  | 800            | 384            | 416            | 131            | 253            | 134            | 157            | 120            | 243            | 139            |
|                                       | 100%           | 48%            | 52%            | 16%            | 32%            | 17%            | 20%            | 15%            | 30%            | 17%            |
| **D/S (EXCELLENT/GOOD - FAIR/POOR)**   | 674            | 324            | 350            | 99             | 203            | 118            | 148            | 101            | 202            | 120            |
|                                       | 84%            | 84%            | 84%            | 75%            | 80%            | 88%            | 94%            | 84%            | 83%            | 87%            |
| TOTAL EXCELLENT/GOOD                  | 707            | 344            | 363            | 150            | 215            | 121            | 150            | 107            | 216            | 126            |
|                                       | 88%            | 87%            | 87%            | 84%            | 85%            | 85%            | 82%            | 82%            | 85%            | 83%            |
| TOTAL FAIR/POOR                       | 33             | 19             | 20             | 11             | 6              | 11             | 3              | 2              | 6              | 14             |
|                                       | 4%             | 5%             | 5%             | 3%             | 4%             | 2%             | 2%             | 2%             | 5%             | 6%             |
| EXCELLENT                             | 434            | 214            | 220            | 68             | 116            | 76             | 100            | 72             | 127            | 86             |
|                                       | 54%            | 53%            | 52%            | 46%            | 57%            | 64%            | 60%            | 52%            | 62%            | 48%            |
| GOOD                                  | 273            | 130            | 144            | 42             | 99             | 45             | 50             | 35             | 89             | 40             |
|                                       | 34%            | 34%            | 32%            | 39%            | 34%            | 32%            | 29%            | 36%            | 32%            | 35%            |
| FAIR                                  | 29             | 19             | 10             | 11             | 9              | 2              | 1              | 6              | 14             | 5              |
|                                       | 4%             | 5%             | 2%             | 8%             | 4%             | 2%             | 2%             | 5%             | 6%             | 4%             |
| POOR                                  | 4              | 1              | 3              | -              | 2              | 1              | 1              | -              | 1              | 3              |
|                                       | 1%             | 1%             | 1%             | 1%             | 1%             | 1%             | 1%             | 1%             | 1%             | 1%             |
| DON'T KNOW                            | 58             | 20             | 38             | 10              | 26             | 10             | 5              | 7              | 14             | 6              |
|                                       | 7%             | 5%             | 9%             | 8%             | 10%            | 7%             | 3%             | 6%             | 6%             | 4%             |
| REFUSED                               | 1              | 1              | 1              | -              | 1              | -              | -              | 1              | -              | -              |
|                                       | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              |
|                                       | -              | 1              | 1              | -              | -              | -              | -              | -              | -              | 1              |

PUBLIC OPINION STRATEGIES
Table 91-2

**Question 76:**
Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

<table>
<thead>
<tr>
<th>having facilities that are safe and well-maintained</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/</td>
<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>LESS</td>
<td>COLL+</td>
<td>TOTAL LESS</td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>D/S (EXCELLENT/GOOD - FAIR/POOR)</strong></td>
<td></td>
<td>674</td>
<td>67</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>84%</td>
<td>89%</td>
<td>83%</td>
<td>84%</td>
</tr>
<tr>
<td><strong>TOTAL EXCELLENT/GOOD</strong></td>
<td></td>
<td>707</td>
<td>68</td>
<td>156</td>
</tr>
<tr>
<td></td>
<td>88%</td>
<td>90%</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td><strong>TOTAL FAIR/POOR</strong></td>
<td></td>
<td>33</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>1%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>EXCELLENT</strong></td>
<td></td>
<td>434</td>
<td>39</td>
<td>101</td>
</tr>
<tr>
<td></td>
<td>54%</td>
<td>51%</td>
<td>57%</td>
<td>54%</td>
</tr>
<tr>
<td><strong>GOOD</strong></td>
<td></td>
<td>273</td>
<td>30</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>39%</td>
<td>55%</td>
<td>35%</td>
</tr>
<tr>
<td><strong>FAIR</strong></td>
<td></td>
<td>29</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>1%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>POOR</strong></td>
<td></td>
<td>4</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td></td>
<td>58</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
<td>5%</td>
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<td>-</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Table 91-3

Question 76: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Having facilities that are safe and well-maintained

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K-</td>
<td>$60K-</td>
<td>UNDER $80K-</td>
<td>$80K-</td>
<td>UNDER $100K-</td>
<td>$100K+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
<td>123</td>
</tr>
<tr>
<td>**D/S (EXCELLENT/GOOD - FAIR/POOR)</td>
<td>674</td>
<td>141</td>
<td>98</td>
<td>118</td>
<td>250</td>
<td>96</td>
</tr>
<tr>
<td>TOTAL EXCELLENT/GOOD</td>
<td>707</td>
<td>149</td>
<td>107</td>
<td>132</td>
<td>259</td>
<td>104</td>
</tr>
<tr>
<td>TOTAL FAIR/POOR</td>
<td>33</td>
<td>7</td>
<td>9</td>
<td>5</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>EXCELLENT</td>
<td>434</td>
<td>94</td>
<td>63</td>
<td>79</td>
<td>155</td>
<td>59</td>
</tr>
<tr>
<td>GOOD</td>
<td>273</td>
<td>55</td>
<td>45</td>
<td>44</td>
<td>105</td>
<td>45</td>
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<td>FAIR</td>
<td>29</td>
<td>6</td>
<td>9</td>
<td>5</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>POOR</td>
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<td>1</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>58</td>
<td>14</td>
<td>5</td>
<td>10</td>
<td>22</td>
<td>11</td>
</tr>
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</tbody>
</table>

**Public Opinion Strategies**
Table 91-4

**QUESTION 76:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Having facilities that are safe and well-maintained

<p>| BANNER 4 |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|</p>
<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td><strong>EXCELLENT/GOOD</strong></td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>353</td>
<td>384</td>
</tr>
<tr>
<td><strong>FAIR/POOR</strong></td>
<td>674</td>
<td>389</td>
<td>283</td>
<td>616</td>
<td>51</td>
<td>299</td>
<td>329</td>
<td>298</td>
</tr>
<tr>
<td><strong>TOTAL EXCELLENT/GOOD</strong></td>
<td>707</td>
<td>403</td>
<td>303</td>
<td>643</td>
<td>57</td>
<td>313</td>
<td>342</td>
<td>315</td>
</tr>
<tr>
<td><strong>TOTAL FAIR/POOR</strong></td>
<td>33</td>
<td>14</td>
<td>20</td>
<td>27</td>
<td>6</td>
<td>14</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
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<td>434</td>
<td>249</td>
<td>185</td>
<td>398</td>
<td>31</td>
<td>187</td>
<td>213</td>
<td>178</td>
</tr>
<tr>
<td>GOOD</td>
<td>273</td>
<td>154</td>
<td>118</td>
<td>244</td>
<td>26</td>
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<td>13</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>POOR</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>58</td>
<td>25</td>
<td>33</td>
<td>51</td>
<td>6</td>
<td>26</td>
<td>30</td>
<td>32</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
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</tr>
</tbody>
</table>

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**Public Opinion Strategies**
Table 91-5

**QUESTION 76:**

Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

- **Having facilities that are safe and well-maintained**

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAILEY</td>
<td>---------------</td>
<td>--------------------------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>LEE</td>
<td>---------------</td>
<td>--------------------------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>LENEXA</td>
<td>---------------</td>
<td>--------------------------</td>
<td>------</td>
<td>-----</td>
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<tr>
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<td>--------------------------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>LAWTER</td>
<td>---------------</td>
<td>--------------------------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>OATHE</td>
<td>---------------</td>
<td>--------------------------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>OTOE</td>
<td>---------------</td>
<td>--------------------------</td>
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<tr>
<td>SAINT</td>
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<td>--------------------------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>SHAW</td>
<td>---------------</td>
<td>--------------------------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>TREAT</td>
<td>---------------</td>
<td>--------------------------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>TOTAL</td>
<td>---------------</td>
<td>--------------------------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 352 167 192 28 14 47 149 135 122 143 134 117</td>
<td>261 89 56 72 166 104 52 345 234 220</td>
<td></td>
<td></td>
</tr>
<tr>
<td>**D/S (EXCELLENT/GOOD - FAIR/POOR)</td>
<td>674 297 140 164 25 12 35 126 108 101 119 124 97</td>
<td>223 66 45 67 141 87 46 301 190 183</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL EXCELLENT/GOOD</td>
<td>707 313 147 172 26 12 38 132 115 106 125 127 102</td>
<td>233 73 47 68 147 92 48 309 203 196</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL FAIR/POOR</td>
<td>33 15 7 8 1 - 2 6 8 5 7 2 5 10 6 2 1 7 5 2 9 12 13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXCELLENT</td>
<td>434 190 100 105 13 8 18 81 68 73 76 76 60</td>
<td>148 38 30 49 87 54 28 184 125 125</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOOD</td>
<td>273 123 47 67 13 5 20 52 47 33 49 51 42 84 34 17 20 61 38 20 125 78 71</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAIR</td>
<td>29 12 7 7 1 - 2 5 6 5 7 2 4 10 4 2 1 6 4 2 7 10 12</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>POOR</td>
<td>4 3 - 1 - - - 1 2 - - 1 - 2 - - 1 1 - 1 2 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>58 22 14 12 1 1 7 10 11 11 15 5 10 19 9 7 2 12 7 2 28 19 11</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>REFUSED</td>
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</tbody>
</table>
Table 91-6

QUESTION 76: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Having facilities that are safe and well-maintained

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
<th>TOTAL EXCELLENT/GOOD</th>
<th>TOTAL FAIR/POOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 39 31 43 47 29 28 36 41 30 25 32 32 55 47 42 30 28 32 26 45 47 35</td>
<td>707 37 24 39 45 24 27 32 37 25 22 27 29 49 43 33 27 26 28 20 42 41 30</td>
<td>33 1 2 2 - 4 - 1 1 1 2 2 2 1 1 2 2 - 4 - 2 2 1</td>
</tr>
<tr>
<td>**D/S (EXCELLENT/GOOD - FAIR/POOR)</td>
<td>674 36 22 38 45 20 27 31 36 24 20 25 27 48 42 30 26 26 24 20 40 39 29</td>
<td>84% 92% 71% 87% 96% 70% 96% 86% 88% 80% 79% 78% 82% 87% 90% 73% 86% 95% 75% 76% 89% 82% 82%</td>
<td>88% 95% 78% 91% 96% 84% 96% 89% 90% 84% 88% 86% 88% 89% 92% 78% 91% 95% 86% 76% 93% 86% 86%</td>
</tr>
<tr>
<td>TOTAL EXCELLENT/GOOD</td>
<td>707 37 24 39 45 24 27 32 37 25 22 27 29 49 43 33 27 26 28 20 42 41 30</td>
<td>707 37 24 39 45 24 27 32 37 25 22 27 29 49 43 33 27 26 28 20 42 41 30</td>
<td>33 1 2 2 - 4 - 1 1 1 2 2 2 1 1 2 2 - 4 - 2 2 1</td>
</tr>
<tr>
<td>TOTAL FAIR/POOR</td>
<td>33 1 2 2 - 4 - 1 1 1 2 2 2 1 1 2 2 - 4 - 2 2 1</td>
<td>33 1 2 2 - 4 - 1 1 1 2 2 2 1 1 2 2 - 4 - 2 2 1</td>
<td>33 1 2 2 - 4 - 1 1 1 2 2 2 1 1 2 2 - 4 - 2 2 1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>800 39 31 43 47 29 28 36 41 30 25 32 32 55 47 42 30 28 32 26 45 47 35</td>
<td>707 37 24 39 45 24 27 32 37 25 22 27 29 49 43 33 27 26 28 20 42 41 30</td>
<td>33 1 2 2 - 4 - 1 1 1 2 2 2 1 1 2 2 - 4 - 2 2 1</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 91-7

QUESTION 76: Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Having facilities that are safe and well-maintained

<table>
<thead>
<tr>
<th></th>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOVT' SPENDING IN COUNTY</th>
<th>CONTROL OF PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>BACK-TO-SCHOOL PREPARE</th>
<th>WORKFORCE DEVELOPMENT</th>
<th>JCCC WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
<td>BETTER</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>115</td>
<td>110</td>
<td>124</td>
<td>118</td>
<td>602</td>
</tr>
<tr>
<td>**D/S (EXCELLENT/GOOD - FAIR/POOR)</td>
<td>674</td>
<td>90</td>
<td>98</td>
<td>93</td>
<td>91</td>
<td>87</td>
<td>87</td>
<td>112</td>
<td>103</td>
</tr>
<tr>
<td>TOTAL EXCELLENT/GOOD</td>
<td>707</td>
<td>95</td>
<td>102</td>
<td>99</td>
<td>98</td>
<td>114</td>
<td>106</td>
<td>543</td>
<td>156</td>
</tr>
<tr>
<td>TOTAL FAIR/POOR</td>
<td>33</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td>3</td>
<td>21</td>
<td>11</td>
</tr>
</tbody>
</table>

**EXCELLENT**

|            | TOTAL                  | 7                           | 8                  | 9                         | 10                        | 11                        | 23                      | BETTER          |
| BASE=TOTAL SAMPLE | 434                  | 55                            | 60                | 63                         | 63                        | 68                       | 67                      | 343             | 88              |
| **D/S (EXCELLENT/GOOD - FAIR/POOR) | 273                  | 40                            | 42                | 37                         | 40                        | 30                       | 46                      | 200             | 68              |
| TOTAL EXCELLENT/GOOD | 434                  | 55                            | 60                | 63                         | 63                        | 68                       | 67                      | 343             | 88              |

**GOOD**

|            | TOTAL                  | 7                           | 8                  | 9                         | 10                        | 11                        | 23                      | BETTER          |
| BASE=TOTAL SAMPLE | 434                  | 55                            | 60                | 63                         | 63                        | 68                       | 67                      | 343             | 88              |
| **D/S (EXCELLENT/GOOD - FAIR/POOR) | 273                  | 40                            | 42                | 37                         | 40                        | 30                       | 46                      | 200             | 68              |
| TOTAL EXCELLENT/GOOD | 434                  | 55                            | 60                | 63                         | 63                        | 68                       | 67                      | 343             | 88              |

**FAIR**

|            | TOTAL                  | 7                           | 8                  | 9                         | 10                        | 11                        | 23                      | BETTER          |
| BASE=TOTAL SAMPLE | 434                  | 55                            | 60                | 63                         | 63                        | 68                       | 67                      | 343             | 88              |
| **D/S (EXCELLENT/GOOD - FAIR/POOR) | 273                  | 40                            | 42                | 37                         | 40                        | 30                       | 46                      | 200             | 68              |
| TOTAL EXCELLENT/GOOD | 434                  | 55                            | 60                | 63                         | 63                        | 68                       | 67                      | 343             | 88              |

**POOR**

|            | TOTAL                  | 7                           | 8                  | 9                         | 10                        | 11                        | 23                      | BETTER          |
| BASE=TOTAL SAMPLE | 434                  | 55                            | 60                | 63                         | 63                        | 68                       | 67                      | 343             | 88              |
| **D/S (EXCELLENT/GOOD - FAIR/POOR) | 273                  | 40                            | 42                | 37                         | 40                        | 30                       | 46                      | 200             | 68              |
| TOTAL EXCELLENT/GOOD | 434                  | 55                            | 60                | 63                         | 63                        | 68                       | 67                      | 343             | 88              |

**DON'T KNOW**

|            | TOTAL                  | 7                           | 8                  | 9                         | 10                        | 11                        | 23                      | BETTER          |
| BASE=TOTAL SAMPLE | 58                   | 6                             | 9                 | 6                          | 10                        | 11                        | 7                       | 37               | 20              |
| **D/S (EXCELLENT/GOOD - FAIR/POOR) | 1                    | 1                             | 2                 | 2                          | 2                          | 2                        | 2                      | 2                | 2               |
| TOTAL EXCELLENT/GOOD | 58                   | 6                             | 9                 | 6                          | 10                        | 11                        | 7                       | 37               | 20              |

**REFUSED**

|            | TOTAL                  | 7                           | 8                  | 9                         | 10                        | 11                        | 23                      | BETTER          |
| BASE=TOTAL SAMPLE | 1                    | -                             | -                 | -                          | -                          | -                        | -                      | -                | -               |
| **D/S (EXCELLENT/GOOD - FAIR/POOR) | -                    | -                             | -                 | -                          | -                          | -                        | -                      | -                | -               |
| TOTAL EXCELLENT/GOOD | 1                    | -                             | -                 | -                          | -                          | -                        | -                      | -                | -               |

PUBLICATION STRATEGIES
Table 91-8

**QUESTION 76:** Now, please tell me whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following.

Having facilities that are safe and well-maintained

<table>
<thead>
<tr>
<th></th>
<th>TAXES FOR ECON DEVELOPMENT</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDUCATION</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>IMMIGRATION</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
</tr>
<tr>
<td><strong>EXCELLENT/GOOD</strong></td>
<td>674</td>
<td>305</td>
<td>554</td>
<td>111</td>
<td>491</td>
<td>169</td>
<td>414</td>
<td>252</td>
<td>142</td>
<td>520</td>
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<td></td>
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<td>86%</td>
<td>85%</td>
<td>84%</td>
<td>86%</td>
<td>80%</td>
<td>89%</td>
<td>79%</td>
<td>85%</td>
<td>85%</td>
</tr>
<tr>
<td><strong>FAIR/POOR</strong></td>
<td>707</td>
<td>319</td>
<td>578</td>
<td>118</td>
<td>511</td>
<td>149</td>
<td>427</td>
<td>271</td>
<td>149</td>
<td>544</td>
</tr>
<tr>
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<td>90%</td>
<td>89%</td>
<td>89%</td>
<td>89%</td>
<td>86%</td>
<td>89%</td>
<td>89%</td>
<td>90%</td>
<td>88%</td>
</tr>
<tr>
<td><strong>TOTAL EXCELLENT/GOOD</strong></td>
<td>770</td>
<td>319</td>
<td>578</td>
<td>118</td>
<td>511</td>
<td>149</td>
<td>427</td>
<td>271</td>
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<td>544</td>
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<td></td>
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<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
</tr>
<tr>
<td><strong>TOTAL FAIR/POOR</strong></td>
<td>33</td>
<td>14</td>
<td>24</td>
<td>8</td>
<td>20</td>
<td>13</td>
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<td>6%</td>
<td>4%</td>
<td>4%</td>
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<tr>
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<td>434</td>
<td>205</td>
<td>353</td>
<td>74</td>
<td>313</td>
<td>114</td>
<td>271</td>
<td>158</td>
<td>87</td>
<td>337</td>
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<td>58%</td>
<td>54%</td>
<td>56%</td>
<td>55%</td>
<td>53%</td>
<td>58%</td>
<td>49%</td>
<td>52%</td>
<td>55%</td>
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<tr>
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<td>114</td>
<td>225</td>
<td>45</td>
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<td>156</td>
<td>113</td>
<td>62</td>
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<td>35%</td>
<td>34%</td>
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<td>35%</td>
<td>37%</td>
<td>34%</td>
<td>34%</td>
</tr>
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<td><strong>FAIR</strong></td>
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<td>22</td>
<td>6</td>
<td>19</td>
<td>11</td>
<td>12</td>
<td>15</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
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<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>8%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>POOR</strong></td>
<td>4</td>
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<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
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<td>-</td>
<td>-</td>
<td>2%</td>
<td>-</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
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<td><strong>DON'T KNOW</strong></td>
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<td>6</td>
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<td>25</td>
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<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
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<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
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</tbody>
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PUBLIC OPINION STRATEGIES
Table 92-1

QUESTION 77: And, do you agree or disagree with the following statement:

Higher education at Johnson County Community College is critical for economic development.

<table>
<thead>
<tr>
<th>Gender</th>
<th>18-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>800</td>
<td>253</td>
<td>134</td>
<td>157</td>
<td>120</td>
<td>800</td>
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<tr>
<td>Women</td>
<td>384</td>
<td>131</td>
<td>253</td>
<td>134</td>
<td>157</td>
<td>384</td>
</tr>
</tbody>
</table>

**D/S (AGREE - DISAGREE)**

<table>
<thead>
<tr>
<th>Gender</th>
<th>18-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>550</td>
<td>166</td>
<td>294</td>
<td>80</td>
<td>253</td>
<td>550</td>
</tr>
<tr>
<td>Women</td>
<td>255</td>
<td>96</td>
<td>117</td>
<td>154</td>
<td>131</td>
<td>255</td>
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</table>

TOTAL AGREE

<table>
<thead>
<tr>
<th>Gender</th>
<th>18-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>400</td>
<td>45</td>
<td>117</td>
<td>76</td>
<td>94</td>
<td>400</td>
</tr>
<tr>
<td>Women</td>
<td>261</td>
<td>64</td>
<td>114</td>
<td>59</td>
<td>84</td>
<td>261</td>
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TOTAL DISAGREE

<table>
<thead>
<tr>
<th>Gender</th>
<th>18-34</th>
<th>35-44</th>
<th>45-44</th>
<th>55-64</th>
<th>65+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>385</td>
<td>20</td>
<td>25</td>
<td>13</td>
<td>13</td>
<td>385</td>
</tr>
<tr>
<td>Women</td>
<td>85</td>
<td>39</td>
<td>20</td>
<td>25</td>
<td>13</td>
<td>85</td>
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</tbody>
</table>

DON'T KNOW

<table>
<thead>
<tr>
<th>Gender</th>
<th>18-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>27</td>
<td>3</td>
<td>5</td>
<td>11</td>
<td>3</td>
<td>27</td>
</tr>
<tr>
<td>Women</td>
<td>27</td>
<td>9</td>
<td>18</td>
<td>1</td>
<td>15</td>
<td>27</td>
</tr>
</tbody>
</table>
Table 92-2

QUESTION 77: And, do you agree or disagree with the following statement:

Higher education at Johnson County Community College is critical for economic development.

<table>
<thead>
<tr>
<th></th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/HS OR SOME</td>
<td>GOP MEN</td>
<td>GOP WOMEN</td>
<td>IND MEN</td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>760</td>
<td>178</td>
</tr>
<tr>
<td></td>
<td>**D/S (AGREE - DISAGREE)</td>
<td>550</td>
<td>580</td>
<td>127</td>
</tr>
<tr>
<td></td>
<td>TOTAL AGREE</td>
<td>661</td>
<td>660</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>TOTAL DISAGREE</td>
<td>112</td>
<td>111</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>STRONGLY AGREE</td>
<td>400</td>
<td>400</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>SOMEWHAT AGREE</td>
<td>261</td>
<td>261</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>SOMEWHAT DISAGREE</td>
<td>85</td>
<td>85</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>STRONGLY DISAGREE</td>
<td>27</td>
<td>27</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW</td>
<td>27</td>
<td>27</td>
<td>2</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
**Table 92-3**

**QUESTION 77:** And, do you agree or disagree with the following statement: Higher education at Johnson County Community College is critical for economic development.

<table>
<thead>
<tr>
<th></th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>UNDER $60K-</td>
<td>UNDER GOP/</td>
<td>DEM/</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$80K- $100K</td>
<td></td>
<td>DEM/</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100K+</td>
<td>UNDER $60K-</td>
<td>$80K+</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$80K</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$80K+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>D/S (AGREE - DISAGREE)</strong></td>
<td>550</td>
<td>130</td>
<td>94</td>
<td>96</td>
<td>176</td>
<td>50</td>
</tr>
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<td></td>
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<tr>
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<td>112</td>
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<td>9%</td>
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<td>89</td>
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<td>8%</td>
<td>12%</td>
<td>13%</td>
<td>8%</td>
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Table 92-4

QUESTION 77: And, do you agree or disagree with the following statement:

Higher education at Johnson County Community College is critical for economic development.

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<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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Table 92-5

QUESTION 77: And, do you agree or disagree with the following statement: Higher education at Johnson County Community College is critical for economic development.

**BANNER 5**

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shawnee</td>
<td>Overland Park</td>
<td>Lea</td>
<td>June</td>
</tr>
<tr>
<td>Missoula Valley</td>
<td>Park</td>
<td>Wood</td>
<td>22</td>
</tr>
<tr>
<td>Lecompton</td>
<td>Soto</td>
<td>Lenexa</td>
<td>23</td>
</tr>
<tr>
<td>Tinton</td>
<td></td>
<td>Olathe</td>
<td>24</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>BASE=TOTAL SAMPLE</th>
<th><strong>D/S (AGREE - DISAGREE)</strong></th>
<th>TOTAL AGREE</th>
<th>TOTAL DISAGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>800</td>
<td>550</td>
<td>661</td>
<td>112</td>
</tr>
<tr>
<td>100%</td>
<td>69%</td>
<td>83%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>STRONGLY AGREE</strong></td>
<td>400</td>
<td>261</td>
<td>85</td>
</tr>
<tr>
<td>50%</td>
<td>50%</td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>SOMEWHAT AGREE</strong></td>
<td>261</td>
<td>112</td>
<td>33%</td>
</tr>
<tr>
<td>33%</td>
<td>33%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>STRONGLY DISAGREE</strong></td>
<td>27</td>
<td>8</td>
<td>3%</td>
</tr>
<tr>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
<td>27</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 92-6

**QUESTION 77:** And, do you agree or disagree with the following statement:

Higher education at Johnson County Community College is critical for economic development.

<table>
<thead>
<tr>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL 14 15 16 17 18 20 21 22 23 24 25 26 27 28 29 30 38 39 43 48 49</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE 800 39 31 43 47 29 28 36 41 30 25 32 32 55 47 42 30 28 32 26 45 47 35</td>
</tr>
<tr>
<td>**D/S (AGREE - DISAGREE) 550 25 24 34 27 19 19 27 25 18 19 24 24 37 36 24 23 14 18 12 40 37 22</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE 83% 82% 89% 89% 89% 82% 84% 87% 79% 76% 85% 83% 88% 79% 77% 75% 68% 78% 57% 77% 56% 47% 88% 79% 63%</td>
</tr>
<tr>
<td>TOTAL AGREE 661 32 27 39 37 23 23 31 33 22 26 28 43 41 32 26 20 25 18 43 40 28</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE 83% 82% 87% 89% 79% 82% 84% 87% 79% 76% 85% 83% 88% 79% 77% 75% 68% 78% 57% 77% 56% 47% 88% 79% 63%</td>
</tr>
<tr>
<td>TOTAL DISAGREE 112 7 2 5 10 5 4 4 7 5 3 2 4 6 4 8 3 6 7 6 3 3 6</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE 14% 18% 11% 21% 18% 16% 11% 18% 16% 12% 7% 12% 12% 9% 20% 10% 22% 20% 24% 6% 7% 16%</td>
</tr>
<tr>
<td>STRONGLY AGREE 400 16 18 23 23 14 11 12 21 20 13 16 16 28 27 17 20 12 15 13 16 31 18</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE 50% 42% 59% 52% 50% 47% 41% 32% 52% 67% 49% 51% 48% 51% 50% 41% 68% 44% 46% 50% 36% 66% 51%</td>
</tr>
<tr>
<td>TOTAL DISAGREE 85 3 2 3 10 3 4 4 4 3 1 4 5 3 5 2 4 7 6 2 2 3</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE 11% 8% 8% 7% 21% 11% 13% 11% 9% 13% 12% 4% 12% 10% 7% 11% 8% 16% 20% 24% 4% 48% 8%</td>
</tr>
<tr>
<td>STRONGLY DISAGREE 27 4 - 2 - 2 1 - 4 1 - 1 - 1 4 1 2 - - 1 1 3</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE 3% 10% - 3% - 7% 3% - 9% 3% - 3% - 2% 1% 9% 3% 6% - - 2% 3% 8%</td>
</tr>
<tr>
<td>DON'T KNOW 27 - 2 - - - - - 1 1 2 1 3 - 5 2 1 1 1 1 - 4 2</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE 3% 5% - - - - - 2% 3% 8% 3% 10% - 9% 5% 3% 3% 4% 4% 5% - 8% 4%</td>
</tr>
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</table>
Question 77:

Higher education at Johnson County Community College is critical for economic development.

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>CONTROL OVER PUBLIC ED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>TOO HIGH</td>
<td>INCREAS-</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>106</td>
<td>115</td>
</tr>
<tr>
<td><strong>D/S (AGREE - DISAGREE)</strong></td>
<td>550</td>
<td>69</td>
<td>81</td>
</tr>
</tbody>
</table>

| TOTAL AGREE            | 661 | 86 | 96 | 87 | 93 | 106 | 100 | 154 | 170 | 482 | 157 | 77 | 77 | 77 | 401 | 41 | 603 | 490 | 626 | 661 | 599 | 20  |
| **D/S (AGREE - DISAGREE)** | 112 | 18 | 15 | 20 | 21 | 14 | 12 | 24 | 47 | 63 | 10 | 32 | 65 | 11 | 95 | 46 | 96 | 112 | 72 | 18  |

| STRONGLY AGREE         | 400 | 51 | 61 | 50 | 57 | 54 | 61 | 65 | 292 | 103 | 99 | 25 | 99 | 108 | 43 | 230 | 27 | 361 | 341 | 385 | 400 | 377 | 9  |
| **SOMETHING AGREE**    | 261 | 35 | 35 | 37 | 36 | 39 | 45 | 34 | 208 | 51 | 70 | 187 | 48 | 34 | 172 | 13 | 242 | 149 | 240 | 261 | 222 | 11  |

| STRONGLY DISAGREE      | 85 | 12 | 14 | 17 | 18 | 9 | 8 | 7 | 63 | 19 | 35 | 48 | 7 | 22 | 50 | 9 | 71 | 36 | 76 | 85 | 59 | 9  |
| **SOMETHING DISAGREE** | 27 | 5 | 2 | 3 | 3 | 5 | 3 | 5 | 22 | 5 | 12 | 15 | 2 | 10 | 14 | 2 | 24 | 10 | 20 | 27 | 12 | 9  |

| DON'T KNOW             | 27 | 2 | 4 | 4 | 2 | 3 | 6 | 6 | 17 | 10 | 8 | 19 | 5 | 4 | 17 | 24 | 10 | 20 | 27 | 12 | 1  |

---

Public Opinion Strategies
And, do you agree or disagree with the following statement:

Higher education at Johnson County Community College is critical for economic development.

<table>
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<tr>
<th>TAXES FOR</th>
<th>TAXES FOR</th>
<th>TAXES FOR</th>
<th>TAXES FOR</th>
<th>TAXES FOR</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
</tr>
</thead>
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<tr>
<td>ECON DEVELOP</td>
<td>EDUCATION</td>
<td>HIGHER EDU</td>
<td>FOR NEW TERMINAL</td>
<td>FOR TRANSIT</td>
<td>FOR ROADS</td>
<td>FOR ONLINE</td>
<td>FOR TAXES</td>
<td>SALES TAX</td>
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<tr>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
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<td>------</td>
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<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
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<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
</tr>
<tr>
<td>%</td>
<td>100</td>
<td>44</td>
<td>81</td>
<td>17</td>
<td>71</td>
<td>27</td>
<td>58</td>
<td>40</td>
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<td>87</td>
<td>85</td>
<td>74</td>
<td>87</td>
<td>72</td>
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<td>68</td>
</tr>
<tr>
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<td>551</td>
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<td>495</td>
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<td>87</td>
<td>85</td>
<td>74</td>
<td>87</td>
<td>72</td>
<td>93</td>
<td>68</td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
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<td>37</td>
<td>75</td>
<td>56</td>
<td>55</td>
<td>23</td>
<td>87</td>
<td>11</td>
</tr>
<tr>
<td>%</td>
<td>14</td>
<td>10</td>
<td>11</td>
<td>24</td>
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<tr>
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<td>346</td>
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</tr>
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<td>53</td>
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<td>118</td>
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<td>58</td>
<td>23</td>
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<td>21</td>
<td>63</td>
</tr>
<tr>
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<td>8</td>
<td>9</td>
<td>17</td>
<td>8</td>
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<td>20</td>
</tr>
<tr>
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<td>17</td>
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<td>8</td>
<td>19</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 93-1

**QUESTION 78:** And, do you agree or disagree with the following statement:

Johnson County Community College is preparing a workforce that is ready for the jobs and careers of today and in the future.

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<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tr>
<td></td>
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<td>WOMEN</td>
<td>18-34</td>
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<td>45-54</td>
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<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
<td>253</td>
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<td><strong>D/S (AGREE - DISAGREE)</strong></td>
<td>643</td>
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<td>344</td>
<td>94</td>
<td>203</td>
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<td>324</td>
<td>359</td>
<td>106</td>
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<td>3</td>
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<td>STRONGLY AGREE</td>
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<td>-</td>
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Public Opinion Strategies
And, do you agree or disagree with the following statement:

Johnson County Community College is preparing a workforce that is ready for the jobs and careers of today and in the future.

<table>
<thead>
<tr>
<th></th>
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P U B L I C   O P I N I O N   S T R A T E G I E S
Table 93-3

And, do you agree or disagree with the following statement:

Johnson County Community College is preparing a workforce that is ready for the jobs and careers of today and in the future.

**BANNER 3**

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PUBLIC OPINION STRATEGIES
Table 93-4

QUESTION 78: And, do you agree or disagree with the following statement: Johnson County Community College is preparing a workforce that is ready for the jobs and careers of today and in the future.

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P U B L I C   O P I N I O N   S T R A T E G I E S
And, do you agree or disagree with the following statement:

Johnson County Community College is preparing a workforce that is ready for the jobs and careers of today and in the future.

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<td><strong>SOMETHAT AGREE</strong></td>
<td></td>
<td>334</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td><strong>SOMETHAT DISAGREE</strong></td>
<td></td>
<td>30</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td><strong>STRONGLY DISAGREE</strong></td>
<td></td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><strong>DON'T KNOW</strong></td>
<td></td>
<td>75</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>**TOTAL **</td>
<td></td>
<td>800</td>
<td>352</td>
</tr>
<tr>
<td></td>
<td><strong>SOMEWHAT DISAGREE</strong></td>
<td></td>
<td>30</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>**TOTAL **</td>
<td></td>
<td>800</td>
<td>352</td>
</tr>
<tr>
<td></td>
<td><strong>SOMEWHAT AGREE</strong></td>
<td></td>
<td>334</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td><strong>STRONGLY AGREE</strong></td>
<td></td>
<td>349</td>
<td>159</td>
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<tr>
<td></td>
<td><strong>STRONGLY DISAGREE</strong></td>
<td></td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><strong>DON'T KNOW</strong></td>
<td></td>
<td>75</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>**TOTAL **</td>
<td></td>
<td>800</td>
<td>352</td>
</tr>
<tr>
<td></td>
<td><strong>SOMEWHAT AGREE</strong></td>
<td></td>
<td>334</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td><strong>STRONGLY AGREE</strong></td>
<td></td>
<td>349</td>
<td>159</td>
</tr>
<tr>
<td></td>
<td><strong>STRONGLY DISAGREE</strong></td>
<td></td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><strong>DON'T KNOW</strong></td>
<td></td>
<td>75</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>**TOTAL **</td>
<td></td>
<td>800</td>
<td>352</td>
</tr>
<tr>
<td></td>
<td><strong>SOMEWHAT AGREE</strong></td>
<td></td>
<td>334</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td><strong>STRONGLY AGREE</strong></td>
<td></td>
<td>349</td>
<td>159</td>
</tr>
<tr>
<td></td>
<td><strong>STRONGLY DISAGREE</strong></td>
<td></td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><strong>DON'T KNOW</strong></td>
<td></td>
<td>75</td>
<td>32</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 93-6

QUESTION 78: And, do you agree or disagree with the following statement: Johnson County Community College is preparing a workforce that is ready for the jobs and careers of today and in the future.

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 38 39 43 48 49</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 39 31 43 47 29 28 36 41 30 25 32 32 55 47 42 30 28 32 26 45 47 35</td>
</tr>
<tr>
<td>100%</td>
<td>5% 4% 5% 6% 4% 3% 5% 5% 4% 3% 4% 3% 7% 6% 5% 4% 3% 4% 3% 6% 6% 4%</td>
</tr>
<tr>
<td>80%</td>
<td>84% 89% 90% 79% 67% 75% 69% 86% 79% 92% 77% 75% 85% 79% 72% 81% 87% 100% 76% 82% 78% 67%</td>
</tr>
<tr>
<td>TOTAL AGREE</td>
<td>683 34 27 39 40 22 24 28 37 26 23 26 27 48 39 33 26 25 32 19 41 39 27</td>
</tr>
<tr>
<td>85%</td>
<td>89% 89% 90% 86% 77% 88% 77% 90% 86% 92% 82% 83% 87% 84% 79% 86% 90% 100% 76% 89% 82% 77%</td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
<td>40 2 - - 3 3 3 3 2 2 - - 2 3 1 2 3 2 1 - - 3 2 4</td>
</tr>
<tr>
<td>5%</td>
<td>4% - - - 6% 11% 12% 8% 4% 7% - 5% 8% 2% 5% 6% 5% 4% - - 7% 5% 10%</td>
</tr>
<tr>
<td>STRONGLY AGREE</td>
<td>349 12 16 25 22 9 15 10 21 11 11 15 17 27 21 8 17 17 12 11 22 16 15</td>
</tr>
<tr>
<td>44%</td>
<td>32% 51% 57% 46% 52% 27% 52% 36% 62% 49% 46% 18% 18% 57% 60% 37% 43% 48% 34% 43%</td>
</tr>
<tr>
<td>SOMEWHAT AGREE</td>
<td>334 22 12 14 19 13 10 18 16 15 13 11 10 21 18 25 9 8 20 8 19 23 12</td>
</tr>
<tr>
<td>42%</td>
<td>57% 38% 32% 40% 45% 35% 50% 38% 50% 50% 34% 31% 38% 38% 60% 29% 30% 63% 32% 41% 48% 34%</td>
</tr>
<tr>
<td>SOMEWHAT DISAGREE</td>
<td>30 - - - 3 2 2 3 1 1 - 2 3 - 2 3 2 - - - 2 2 4</td>
</tr>
<tr>
<td>4%</td>
<td>- - - 6% 7% 8% 8% 2% 3% - 5% 8% - 5% 6% 5% - - - 5% 5% 10%</td>
</tr>
<tr>
<td>STRONGLY DISAGREE</td>
<td>9 2 - - - 1 1 - 1 1 - - 1 - - 1 - - 1 - - 1 - -</td>
</tr>
<tr>
<td>1%</td>
<td>4% - - 3% 4% - 3% 4% - 2% - - 4% - - 2% - -</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>75 3 3 4 3 3 - 5 2 2 2 3 3 6 6 6 3 2 - 6 2 6 4</td>
</tr>
<tr>
<td>9%</td>
<td>7% 11% 10% 6% 12% - 14% 5% 7% 8% 10% 9% 11% 12% 14% 9% 6% - 24% 4% 13% 12%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>2 - - - 1 - - - 1 - - 1 - - - - - - - - - -</td>
</tr>
<tr>
<td>- - - 2% - - - - - 3% - - - 2% - - - - - -</td>
<td></td>
</tr>
</tbody>
</table>
Table 93-7

QUESTION 78: And, do you agree or disagree with the following statement: Johnson County Community College is preparing a workforce that is ready for the jobs and careers of today and in the future.

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE DEVELOP</th>
<th>JCCC/ECON PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>110</td>
</tr>
<tr>
<td><strong>D/S (AGREE - DISAGREE)</strong></td>
<td>643</td>
<td>85</td>
<td>92</td>
<td>103</td>
<td>86</td>
</tr>
<tr>
<td>TOTAL AGREE</td>
<td>683</td>
<td>92</td>
<td>98</td>
<td>105</td>
<td>93</td>
</tr>
<tr>
<td>TOTAL DISAGREE</td>
<td>40</td>
<td>7</td>
<td>6</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>STRONGLY AGREE</td>
<td>349</td>
<td>49</td>
<td>56</td>
<td>53</td>
<td>47</td>
</tr>
<tr>
<td>SOMewhat AGREE</td>
<td>334</td>
<td>43</td>
<td>42</td>
<td>52</td>
<td>46</td>
</tr>
<tr>
<td>SOMewhat DISAGREE</td>
<td>30</td>
<td>6</td>
<td>3</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>STRONGLY DISAGREE</td>
<td>9</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>75</td>
<td>6</td>
<td>12</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td>REFUSED</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
And, do you agree or disagree with the following statement:

Johnson County Community College is preparing a workforce that is ready for the jobs and careers of today and in the future.

**Table 93-8**

**QUESTION 78:** And, do you agree or disagree with the following statement: Johnson County Community College is preparing a workforce that is ready for the jobs and careers of today and in the future.

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
<th>IMMIGRATION</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>LOCAL STRG</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL SUPP</strong></td>
<td>800</td>
<td><strong>STRG</strong></td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>613</td>
<td>449</td>
<td>369</td>
<td>420</td>
</tr>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
<td>56%</td>
</tr>
<tr>
<td><strong>D/S (AGREE - DISAGREE)</strong></td>
<td>643</td>
<td>295</td>
<td>541</td>
<td>94</td>
<td>484</td>
<td>150</td>
<td>412</td>
<td>221</td>
<td>143</td>
<td>488</td>
<td>356</td>
</tr>
<tr>
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<td>683</td>
<td>313</td>
<td>570</td>
<td>104</td>
<td>507</td>
<td>165</td>
<td>427</td>
<td>246</td>
<td>150</td>
<td>519</td>
<td>380</td>
</tr>
<tr>
<td><strong>TOTAL DISAGREE</strong></td>
<td>40</td>
<td>18</td>
<td>28</td>
<td>11</td>
<td>24</td>
<td>15</td>
<td>15</td>
<td>25</td>
<td>8</td>
<td>31</td>
<td>24</td>
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</table>

**STRONGLY AGREE**

<table>
<thead>
<tr>
<th>BASE=TOTAL SAMPLE</th>
<th>STRONGLY AGREE</th>
<th>SOMEWHAT AGREE</th>
<th>SOMEWHAT DISAGREE</th>
<th>STRONGLY DISAGREE</th>
<th>DON'T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>349</td>
<td>186</td>
<td>295</td>
<td>48</td>
<td>263</td>
<td>81</td>
<td>244</td>
</tr>
<tr>
<td>44%</td>
<td>53%</td>
<td>46%</td>
<td>36%</td>
<td>46%</td>
<td>38%</td>
<td>52%</td>
</tr>
<tr>
<td>334</td>
<td>127</td>
<td>274</td>
<td>56</td>
<td>244</td>
<td>84</td>
<td>183</td>
</tr>
<tr>
<td>42%</td>
<td>36%</td>
<td>42%</td>
<td>43%</td>
<td>43%</td>
<td>40%</td>
<td>39%</td>
</tr>
<tr>
<td>30</td>
<td>16</td>
<td>23</td>
<td>8</td>
<td>20</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>9</td>
<td>2</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>75</td>
<td>21</td>
<td>50</td>
<td>16</td>
<td>39</td>
<td>32</td>
<td>23</td>
</tr>
<tr>
<td>9%</td>
<td>6%</td>
<td>8%</td>
<td>12%</td>
<td>7%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
Table 94-1

**QUESTION 79:** And, would you support or oppose raising taxes in order to expand higher education offerings in Johnson County to provide more certification, bachelor’s, master’s and PhD programs?

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td>--------</td>
<td>-----</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td>800</td>
<td>384</td>
<td>416</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td></td>
<td>146</td>
<td>29</td>
<td>117</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td></td>
<td>466</td>
<td>204</td>
<td>263</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td></td>
<td>321</td>
<td>175</td>
<td>146</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
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<td>231</td>
<td>100</td>
<td>131</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
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<td>236</td>
<td>104</td>
<td>132</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td></td>
<td>158</td>
<td>78</td>
<td>81</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td></td>
<td>162</td>
<td>97</td>
<td>65</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td></td>
<td>13</td>
<td>5</td>
<td>8</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 94-2

QUESTION 79: And, would you support or oppose raising taxes in order to expand higher education offerings in Johnson County to provide more certification, bachelor's, master's and PhD programs?

<table>
<thead>
<tr>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANNER 2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>HS OR SOME</th>
<th>TEC/</th>
<th>TOTAL</th>
<th>LESS</th>
<th>COLLEGE</th>
<th>TOTAL</th>
<th>LESS</th>
<th>COLLEGE</th>
<th>TOTAL</th>
<th>LESS</th>
<th>COLLEGE</th>
<th>TOTAL</th>
<th>LESS</th>
<th>COLLEGE</th>
<th>TOTAL</th>
<th>LESS</th>
<th>COLLEGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOP</td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-54</td>
<td>55+</td>
<td>18-54</td>
<td>55+</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>IND</td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-54</td>
<td>55+</td>
<td>18-54</td>
<td>55+</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>DEM</td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-54</td>
<td>55+</td>
<td>18-54</td>
<td>55+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BASE=TOTAL SAMPLE**

| | 800 | 76 | 178 | 543 | 188 | 104 | 79 | 105 | 225 | 150 | 151 | 48 | 122 | 62 | 117 | 259 | 67 | 129 | 55 | 128 |
| 100% | 9% | 22% | 68% | 23% | 24% | 12% | 13% | 10% | 13% | 28% | 19% | 19% | 6% | 15% | 8% | 15% | 32% | 8% | 16% | 7% | 16% |

**D/S (SUPPORT - OPPOSE)**

| | 146 | 25 | 26 | 93 | -9 | 9 | 5 | 44 | 30 | 63 | -5 | 3 | 31 | 18 | 64 | 29 | 14 | -14 | 19 | 29 | 18 | 74 |
| 18% | 32% | 15% | 17% | -5% | 5% | 5% | 42% | 38% | 60% | -2% | 2% | 21% | 37% | 52% | 46% | 12% | -6% | 28% | 22% | 32% | 58% |

**TOTAL SUPPORT**

| | 466 | 49 | 100 | 315 | 88 | 188 | 104 | 105 | 225 | 150 | 151 | 48 | 122 | 62 | 117 | 259 | 67 | 129 | 55 | 128 |
| 58% | 65% | 56% | 58% | 47% | 51% | 52% | 71% | 68% | 79% | 48% | 51% | 60% | 67% | 76% | 72% | 55% | 46% | 64% | 61% | 65% | 78% |

**TOTAL OPPOSE**

| | 321 | 25 | 74 | 221 | 97 | 88 | 44 | 29 | 24 | 21 | 112 | 72 | 91 | 32 | 92 | 44 | 14 | 18 | 19 | 18 | 40 |
| 40% | 33% | 42% | 41% | 52% | 46% | 47% | 28% | 30% | 20% | 50% | 48% | 39% | 30% | 23% | 25% | 43% | 52% | 36% | 38% | 32% | 21% |

**STRONGLY SUPPORT**

| | 231 | 17 | 48 | 165 | 47 | 38 | 18 | 36 | 28 | 51 | 48 | 35 | 40 | 14 | 53 | 26 | 27 | 57 | 17 | 37 | 20 | 59 |
| 29% | 23% | 27% | 30% | 25% | 20% | 19% | 35% | 36% | 49% | 21% | 23% | 27% | 30% | 44% | 43% | 23% | 22% | 26% | 29% | 36% | 46% |

**SOMewhat SUPPORT**

| | 236 | 32 | 53 | 150 | 42 | 59 | 31 | 37 | 25 | 32 | 59 | 41 | 50 | 18 | 39 | 18 | 38 | 63 | 26 | 41 | 16 | 41 |
| 29% | 42% | 30% | 28% | 22% | 31% | 33% | 36% | 32% | 31% | 26% | 27% | 33% | 37% | 32% | 29% | 32% | 24% | 38% | 32% | 29% | 32% |

**SOMewhat OPPOSE**

| | 158 | 10 | 39 | 110 | 33 | 44 | 28 | 16 | 15 | 14 | 43 | 35 | 33 | 10 | 19 | 10 | 23 | 54 | 13 | 31 | 9 | 20 |
| 20% | 13% | 22% | 20% | 18% | 23% | 30% | 15% | 19% | 13% | 19% | 23% | 22% | 22% | 16% | 16% | 20% | 21% | 19% | 24% | 17% | 16% |

**STRONGLY OPPOSE**

| | 162 | 15 | 36 | 112 | 64 | 44 | 16 | 14 | 9 | 6 | 70 | 38 | 26 | 4 | 9 | 6 | 27 | 80 | 11 | 18 | 9 | 6 |
| 20% | 19% | 20% | 21% | 34% | 23% | 17% | 13% | 11% | 6% | 31% | 25% | 17% | 8% | 8% | 9% | 23% | 31% | 17% | 14% | 16% | 5% |

**DON'T KNOW**

| | 13 | 2 | 3 | 7 | 2 | 4 | 1 | 1 | 1 | 2 | 1 | 5 | 2 | 1 | 1 | 1 | 2 | 2 | 4 | - | 1 | 2 | 1 |
| | 2% | 3% | 2% | 1% | 1% | 1% | 1% | 1% | 3% | 1% | 2% | 1% | 1% | 3% | 1% | 3% | 2% | 2% | - | 1% | 3% | 1% |
Table 94-3

QUESTION 79: And, would you support or oppose raising taxes in order to expand higher education offerings in Johnson County to provide more certification, bachelor's, master's and PhD programs?

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER $60K- UNDER GOP/ UNDER IND/ UNDER DEM/ SPRT OPPOSE</td>
<td>PROT-ESTANT OLIC MEN WOMEN WHITE WHITE TOTAL</td>
<td>UNDER $60K- UNDER $80K- UNDER $100K+ TOTAL</td>
<td>UNDER $80K- UNDER $80K+ UNDER $80K+ $80K+</td>
<td>$80K $80K+ $80K+ $80K+</td>
<td>&lt;10 11-20 20+ YEARS</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
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<td>0% 21% 15% 17% 36% 15% 28% 10% 12% 9% 12% 39% 43% 53% 26% 43% 48% 91% 6% 25% 25% 50%</td>
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<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
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<td>0% 21% 15% 17% 36% 15% 28% 10% 12% 9% 12% 39% 43% 53% 26% 43% 48% 91% 6% 25% 25% 50%</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
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<td>0% 21% 15% 17% 36% 15% 28% 10% 12% 9% 12% 39% 43% 53% 26% 43% 48% 91% 6% 25% 25% 50%</td>
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<tr>
<td>TOTAL OPPOSE</td>
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<td>0% 21% 15% 17% 36% 15% 28% 10% 12% 9% 12% 39% 43% 53% 26% 43% 48% 91% 6% 25% 25% 50%</td>
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<tr>
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</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
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<td>0% 21% 15% 17% 36% 15% 28% 10% 12% 9% 12% 39% 43% 53% 26% 43% 48% 91% 6% 25% 25% 50%</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td></td>
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<td></td>
<td>0% 21% 15% 17% 36% 15% 28% 10% 12% 9% 12% 39% 43% 53% 26% 43% 48% 91% 6% 25% 25% 50%</td>
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<tr>
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</tr>
<tr>
<td>DON'T KNOW</td>
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PUBLIC OPINION STRATEGIES
Table 94-4

<table>
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<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
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<td>BASE=TOTAL SAMPLE</td>
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<td>226</td>
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</tbody>
</table>

PUBLICATION STRATEGIES
Table 94-5

QUESTION 79: And, would you support or oppose raising taxes in order to expand higher education offerings in Johnson County to provide more certification, bachelor’s, master’s and PhD programs?

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<tr>
<td>MISS-NEE</td>
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<td>WOOD</td>
<td>24-</td>
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<td>REGION</td>
<td>LENEXA</td>
<td>JAN</td>
</tr>
<tr>
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<td></td>
<td>OLATHE</td>
<td>JAN</td>
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</tbody>
</table>

<table>
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<tr>
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<th>BASE=TOTAL SAMPLE</th>
<th>**D/S (SUPPORT - OPPOSE)</th>
<th>TOTAL SUPPORT</th>
<th>TOTAL OPPOSE</th>
<th>STRONGLY SUPPORT</th>
<th>SOMEWHAT SUPPORT</th>
<th>SOMEWHAT OPPOSE</th>
<th>STRONGLY OPPOSE</th>
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<tbody>
<tr>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 94-6

QUESTION 79: And, would you support or oppose raising taxes in order to expand higher education offerings in Johnson County to provide more certification, bachelor's, master's and PhD programs?

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
</tr>
<tr>
<td>**D/S (SUPPORT - OPPOSE)</td>
<td>146</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>466</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>321</td>
</tr>
</tbody>
</table>

| STRONGLY SUPPORT | 231 | 13 | 7 | 11 | 16 | 7 | 8 | 7 | 13 | 12 | 9 | 11 | 10 | 13 | 18 | 9 | 9 | 5 | 8 | 6 | 14 | 15 | 9 |
| SOMEWHAT SUPPORT | 236 | 8 | 8 | 18 | 13 | 10 | 9 | 9 | 12 | 6 | 8 | 7 | 10 | 20 | 12 | 11 | 11 | 7 | 11 | 7 | 14 | 12 | 13 |
| SOMEWHAT OPPOSE | 158 | 8 | 10 | 10 | 10 | 6 | 5 | 13 | 10 | 5 | 3 | 6 | 6 | 12 | 5 | 5 | 6 | 4 | 7 | 1 | 10 | 8 | 7 |
| STRONGLY OPPOSE | 162 | 9 | 6 | 4 | 8 | 6 | 6 | 6 | 6 | 6 | 4 | 5 | 5 | 9 | 11 | 16 | 4 | 9 | 5 | 11 | 8 | 10 | 7 |
| DON'T KNOW | 13 | - | - | 1 | - | - | 1 | - | 1 | 1 | 2 | 1 | - | 1 | 1 | - | 2 | 1 | - | - | 2 | - |

PUBLIC OPINION STRATEGIES
Table 94-7

QUESTION 79: And, would you support or oppose raising taxes in order to expand higher education offerings in Johnson County to provide more certification, bachelor’s, master’s and PhD programs?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON SERVICES VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
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<td>BASE=TOTAL SAMPLE</td>
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<td>112</td>
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<td>34</td>
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<td>20</td>
<td>11</td>
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<tr>
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<td>34</td>
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<td>31</td>
<td>37</td>
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<td>34</td>
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<td>20</td>
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</table>

**PUBLI C OPINION STRATEGIES**
Table 94-8

QUESTION 79: And, would you support or oppose raising taxes in order to expand higher education offerings in Johnson County to provide more certification, bachelor’s, master’s and PhD programs?

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
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<td>262</td>
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<td>466</td>
<td>-321</td>
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<td>392</td>
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<td>466</td>
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<td>262</td>
<td>-118</td>
<td>466</td>
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<td>103</td>
<td>43</td>
<td>-21</td>
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<tr>
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<td>212</td>
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<td>194</td>
<td>36</td>
<td>236</td>
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<td>59</td>
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<tr>
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PUBLIC OPINION STRATEGIES
**Table 95-1**

**QUESTION 80:** Do you support or oppose the Patient Protection and Affordable Care Act of 2010, commonly referred to as President Obama's health care reform plan or Obamacare?

<table>
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**PUBLIC OPINION STRATEGIES**
Table 95-2

QUESTION 80: Do you support or oppose the Patient Protection and Affordable Care Act of 2010, commonly referred to as President Obama's health care reform plan or Obamacare?

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**BASE=Sample A**

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<th><strong>TOTAL OPPOSE</strong></th>
<th><strong>STRONGLY SUPPORT</strong></th>
<th><strong>SOMETHAT SUPPORT</strong></th>
<th><strong>SOMETHAT OPPOSE</strong></th>
<th><strong>STRONGLY OPPOSE</strong></th>
<th><strong>DON'T KNOW</strong></th>
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<td><strong>5%</strong></td>
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<table>
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<th><strong>TOTAL OPPOSE</strong></th>
<th><strong>STRONGLY SUPPORT</strong></th>
<th><strong>SOMETHAT SUPPORT</strong></th>
<th><strong>SOMETHAT OPPOSE</strong></th>
<th><strong>STRONGLY OPPOSE</strong></th>
<th><strong>DON'T KNOW</strong></th>
<th><strong>REFUSED</strong></th>
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PUBL UC OPINION STRATEGIES
Table 95-3
QUESTION 80: Do you support or oppose the Patient Protection and Affordable Care Act of 2010, commonly referred to as President Obama’s health care reform plan or Obamacare?

<table>
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<th>BANNER 3</th>
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<td>398 82 66 71 145 61 107 47 45 37 156 167 210 101 159 206 364 28 106 93 197</td>
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<tr>
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</tr>
<tr>
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<td>159 31 30 22 65 11 18 21 19 27 48 17 117 75 40 59 79 139 18 48 38 72</td>
</tr>
<tr>
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</tr>
<tr>
<td>217 44 34 43 76 49 86 19 24 7 3 136 37 127 54 98 109 207 6 53 48 116</td>
</tr>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 95-4

**Question 80:** Do you support or oppose the Patient Protection and Affordable Care Act of 2010, commonly referred to as President Obama's health care reform plan or Obamacare?

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<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE PHONE TYPE DATA</th>
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<td>38</td>
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<tr>
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<td>6</td>
<td>39</td>
<td>25</td>
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- **Public Opinion Strategies**
Table 95-5

**QUESTION 80:** Do you support or oppose the Patient Protection and Affordable Care Act of 2010, commonly referred to as President Obama's health care reform plan or Obamacare?

<table>
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<th>COUNTY COMMISSION DISTRICT</th>
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<th>DATES</th>
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<td>NE</td>
<td></td>
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<tr>
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<td>BLUE VALLEY</td>
<td>OLATHE</td>
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<td>GARD-</td>
<td>EOG-</td>
<td>SPRING</td>
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<tr>
<td>NEE/ERTON</td>
<td>DE-</td>
<td>SOTO</td>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 95-6

**QUESTION 80:** Do you support or oppose the Patient Protection and Affordable Care Act of 2010, commonly referred to as President Obama's health care reform plan or Obamacare?

**BANNER 6**

<table>
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<th>18</th>
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**P U B L I C   O P I N I O N   S T R A T E G I E S**
Table 95-7

QUESTION 80: Do you support or oppose the Patient Protection and Affordable Care Act of 2010, commonly referred to as President Obama's health care reform plan or Obamacare?

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<tr>
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<th>SERVICES FOR TAXES</th>
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<th>CONTROL</th>
<th>OVER PUBLIC EDU</th>
<th>STATE LOCAL</th>
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PUBLICATION STRATEGIES
**Table 95-8**

**QUESTION 80:** Do you support or oppose the Patient Protection and Affordable Care Act of 2010, commonly referred to as President Obama's health care reform plan or Obamacare?

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<th>TAXES FOR HIGHER EDU</th>
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<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
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**P U B L I C   O P I N I O N   S T R A T E G I E S**
Table 96-1

**QUESTION 81:** Would you favor or oppose Johnson County joining a regional effort to raise taxes to support the maintenance of regional assets such as Liberty Memorial, Union Station, area sports stadiums and the arts?

**BANNER 1**

| BASE=SAMPLE B | 402 | 208 | 193 | 67 | 116 | 65 | 77 | 73 | 127 | 80 | 121 | 71 | 106 | 86 | 192 | 100 | 83 | 34 | 50 | 89 | 163 | 149 | 70 |
|---------------|-----|-----|-----|----|-----|----|----|----|-----|----|-----|----|-----|----|-----|-----|----|----|----|----|----|-----|-----|----|
| **D/S (FAVOR - OPPOSE)** |        | -49 | -25 | -23 | -9 | -20 | -14 | 4 | -9 | -19 | -6 | -24 | 1 | -49 | -6 | -55 | -1 | 18 | 4 | 14 | -53 | -86 | 38 | 5 |
| **TOTAL FAVOR** | 172 | 91 | 81 | 27 | 47 | 24 | 40 | 32 | 54 | 37 | 45 | 35 | 28 | 39 | 67 | 48 | 50 | 18 | 32 | 17 | 37 | 92 | 37 |
| **TOTAL OPPOSE** | 221 | 117 | 104 | 37 | 67 | 38 | 36 | 41 | 73 | 43 | 69 | 35 | 77 | 45 | 122 | 48 | 32 | 14 | 18 | 71 | 123 | 54 | 32 |
| **STRONGLY FAVOR** | 65 | 33 | 32 | 8 | 19 | 7 | 16 | 15 | 19 | 15 | 15 | 16 | 10 | 17 | 27 | 12 | 22 | 8 | 14 | 4 | 8 | 38 | 19 |
| **SOMewhat FAVOR** | 107 | 58 | 49 | 19 | 28 | 17 | 24 | 17 | 35 | 22 | 30 | 19 | 18 | 22 | 40 | 36 | 28 | 10 | 18 | 13 | 30 | 54 | 18 |
| **STRONGLY OPPOSE** | 141 | 82 | 60 | 23 | 37 | 26 | 22 | 31 | 49 | 32 | 37 | 21 | 55 | 26 | 80 | 25 | 21 | 8 | 13 | 51 | 88 | 30 | 17 |
| **DON'T KNOW** | 8 | - | 3 | 2 | 1 | - | - | - | 7 | 1 | 1 | 1 | 1 | 2 | 5 | 1 | 1 | - | 1 | 2 | 3 | 2 |
| **REFUSED** | 1 | - | 1 | - | - | - | - | - | 1 | - | 1 | 1 | - | - | - | - | - | 1 | - | - | - | - | - | - |
Table 96-2

QUESTION 81:
Would you favor or oppose Johnson County joining a regional effort to raise taxes to support the maintenance of regional assets such as Liberty Memorial, Union Station, area sports stadiums and the arts?

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<td>GOP</td>
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<tr>
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<td>41</td>
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<td>269</td>
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<tr>
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<tr>
<td>**D/S (FAVOR - OPPOSE)</td>
<td>-49</td>
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<td>-22</td>
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<td>-27%</td>
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<td>18</td>
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<td>221</td>
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<td>56</td>
<td>143</td>
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<td>14</td>
<td>43</td>
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<td>17%</td>
<td>16%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
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<td>107</td>
<td>12</td>
<td>18</td>
<td>78</td>
</tr>
<tr>
<td>27%</td>
<td>29%</td>
<td>20%</td>
<td>29%</td>
<td>18%</td>
</tr>
<tr>
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<td>80</td>
<td>6</td>
<td>18</td>
<td>56</td>
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<td>15%</td>
<td>20%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
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<td>38</td>
<td>87</td>
</tr>
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<td>35%</td>
<td>39%</td>
<td>42%</td>
<td>32%</td>
<td>52%</td>
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<td>3%</td>
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Table 96-3

**QUESTION 81:** Would you favor or oppose Johnson County joining a regional effort to raise taxes to support the maintenance of regional assets such as Liberty Memorial, Union Station, area sports stadiums and the arts?

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<tr>
<th>BANNER 3</th>
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<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<td>$100K+</td>
<td>UNDER GOP/IND/DEM</td>
<td>UNDER DEM/IND/GOP</td>
<td>SPPT OPPOSE</td>
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<tr>
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<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
<td>147</td>
<td>62</td>
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<tr>
<td><strong>D/S (FAVOR - OPPOSE)</strong></td>
<td>-49</td>
<td>-2</td>
<td>-10</td>
<td>-7</td>
<td>-16</td>
<td>-17</td>
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<td>172</td>
<td>43</td>
<td>21</td>
<td>29</td>
<td>68</td>
<td>147</td>
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<td>45</td>
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<td>36</td>
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<td>89</td>
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<td>57</td>
<td>53</td>
<td>55</td>
<td>56</td>
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<td>17</td>
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<td>15</td>
<td>21</td>
<td>21</td>
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<td>9</td>
<td>22</td>
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<td>22</td>
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<td>14</td>
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<td>15</td>
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<td>17</td>
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<td>12</td>
<td>19</td>
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<td>15</td>
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<td>14</td>
<td>21</td>
<td>28</td>
<td>19</td>
<td>24</td>
</tr>
<tr>
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<td>32</td>
<td>20</td>
<td>17</td>
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<td>25</td>
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<td>25</td>
<td>36</td>
<td>40</td>
<td>41</td>
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<tr>
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<td>2</td>
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<td>2</td>
</tr>
<tr>
<td><strong>D/S (FAVOR - OPPOSE)</strong></td>
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<td>1</td>
<td>4</td>
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<td>-</td>
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</table>

**PUBLIC OPINION STRATEGIES**
**Table 96-4**

**QUESTION 81:** Would you favor or oppose Johnson County joining a regional effort to raise taxes to support the maintenance of regional assets such as Liberty Memorial, Union Station, area sports stadiums and the arts?

**BANNER 4**

<table>
<thead>
<tr>
<th>WORK</th>
<th>IN JOHNSON COUNTY</th>
<th>TYPE</th>
<th>OF HOME</th>
<th>INSIDE/OUTSIDE 435 KIDS</th>
<th>SCHOOLS</th>
<th>MOOD</th>
<th>MOOD</th>
<th>MOOD</th>
<th>MOOD</th>
<th>MONDAY</th>
<th>OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<th>WT</th>
<th>RD</th>
<th>RD</th>
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<th>A</th>
<th>B</th>
<th>CELL</th>
<th>LINE</th>
<th>UNWGT</th>
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<td>101</td>
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<td>402</td>
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<td>149</td>
<td>19</td>
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<td>101</td>
<td>202</td>
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<td>22</td>
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<td>31</td>
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<td>-</td>
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<td>7</td>
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<td>107</td>
<td>65</td>
<td>41</td>
<td>91</td>
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<td>11</td>
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<td>-</td>
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<td>-</td>
<td>1</td>
<td>-</td>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 96-5

QUESTION 81: Would you favor or oppose Johnson County joining a regional effort to raise taxes to support the maintenance of regional assets such as Liberty Memorial, Union Station, area sports stadiums and the arts?

<table>
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<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
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<td></td>
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<td>GARDEN/EDGERTON SPRING</td>
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<tr>
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<td>DE-NEE LEE/NEER/PARK</td>
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<td>BALLARD/NEEDS LENEXA</td>
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<td>OLATHE REGION RURAL</td>
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<th>BANNER 5</th>
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<th>OPPOSE</th>
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<th>OPPOSE</th>
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<td>JAN-23</td>
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<td>JAN-24</td>
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<td>43</td>
<td>34</td>
<td>65</td>
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</tbody>
</table>

Public Opinion Strategies
**Table 96-6**

**QUESTION 81:** Would you favor or oppose Johnson County joining a regional effort to raise taxes to support the maintenance of regional assets such as Liberty Memorial, Union Station, area sports stadiums and the arts?

### BANNER 6

#### STATE HOUSE DISTRICTS

|        | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|--------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **BASE=SAMPLE B** |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **TOTAL FAVOR** | 172 | 6 | 7 | 12 | 12 | 3 | 7 | 10 | 15 | 6 | 7 | 12 | 13 | 7 | 5 | 11 | 7 | 2 | 7 | 2 | 6 | 10 | 6 |
| **TOTAL OPPOSE** | 221 | 17 | 8 | 11 | 11 | 10 | 4 | 9 | 6 | 6 | 9 | 17 | 8 | 14 | 10 | 9 | 9 | 10 | 14 | 12 | 9 |
| **STRONGLY FAVOR** | 65 | 3 | 4 | 1 | 5 | 4 | 5 | 2 | 7 | 6 | 1 | 2 | 4 | 4 | 1 | 4 | 1 | 3 | 2 | 3 |
| **SOMewhat FAVOR** | 107 | 3 | 6 | 9 | 8 | 2 | 2 | 5 | 9 | 4 | 7 | 5 | 7 | 6 | 3 | 7 | 3 | 2 | 3 | 1 | 3 | 8 | 3 |
| **STRONGLY OPPOSE** | 141 | 11 | 5 | 6 | 4 | 8 | 5 | 6 | 2 | 6 | 4 | 5 | 5 | 9 | 5 | 10 | 8 | 5 | 4 | 8 | 9 | 7 | 8 |
| **DON'T KNOW** | 8 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| **REFUSED** | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

**P U B L I C   O P I N I O N   S T R A T E G I E S**
Table 96-7

**QUESTION 81:** Would you favor or oppose Johnson County joining a regional effort to raise taxes to support the maintenance of regional assets such as Liberty Memorial, Union Station, area sports stadiums and the arts?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
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PUBLIC OPINION STRATEGIES
Table 96-8

QUESTION 81: Would you favor or oppose Johnson County joining a regional effort to raise taxes to support the maintenance of regional assets such as Liberty Memorial, Union Station, area sports stadiums and the arts?

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<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
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<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
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<th>LEAST FAV TAX</th>
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P U B L I C   O P I N I O N   S T R A T E G I E S
Table 97-1

QUESTION 82:
Would you favor or oppose Johnson County joining a regional effort to raise taxes to support a new terminal at the Kansas City airport?

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<th>MEN</th>
<th>WOMEN</th>
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PUBLIC OPINION STRATEGIES
Table 97-2

**QUESTION 82:** Would you favor or oppose Johnson County joining a regional effort to raise taxes to support a new terminal at the Kansas City airport?

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**P U B L I C O P I N I O N S T R A T E G I E S**
Table 97-3

*QUESTION 82: Would you favor or oppose Johnson County joining a regional effort to raise taxes to support a new terminal at the Kansas City airport?*

**BANNER 3**

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</table>

**PUBLIC OPINION STRATEGIES**
Table 97-4

QUESTION 82: Would you favor or oppose Johnson County joining a regional effort to raise taxes to support a new terminal at the Kansas City airport?

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE PHONE TYPE DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>SINGLE</td>
<td>IN- SIDE</td>
<td>OTHER</td>
<td>YES</td>
<td>NO</td>
<td>LAND-</td>
</tr>
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<td>800</td>
<td>443</td>
<td>356</td>
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<td>90</td>
<td>77</td>
<td>154</td>
<td>11</td>
<td>75</td>
<td>82</td>
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<tr>
<td>TOTAL OPPOSE</td>
<td>613</td>
<td>343</td>
<td>269</td>
<td>547</td>
<td>57</td>
<td>266</td>
<td>295</td>
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<tr>
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<td>20</td>
<td>21</td>
<td>39</td>
<td>2</td>
<td>19</td>
<td>21</td>
</tr>
<tr>
<td>SOMEWHAT FAVOR</td>
<td>127</td>
<td>71</td>
<td>56</td>
<td>116</td>
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<td>56</td>
<td>61</td>
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<td>200</td>
<td>397</td>
<td>45</td>
<td>193</td>
<td>221</td>
</tr>
<tr>
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<td>10</td>
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<td>19</td>
<td>-</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 97-5
QUESTION 82:
Would you favor or oppose Johnson County joining a regional effort to raise taxes to support a new terminal at the Kansas City airport?

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>MISS-</td>
<td>BLUE</td>
<td>VALLEY</td>
</tr>
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<td>800</td>
<td>352</td>
<td>167</td>
<td>192</td>
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<tr>
<td>**TOTAL FAVOR</td>
<td>167</td>
<td>74</td>
<td>41</td>
<td>38</td>
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<tr>
<td>**TOTAL OPPOSE</td>
<td>613</td>
<td>266</td>
<td>150</td>
<td>24</td>
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<td>40</td>
<td>16</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>SOMEWHAT FAVOR</td>
<td>127</td>
<td>58</td>
<td>33</td>
<td>27</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>449</td>
<td>193</td>
<td>91</td>
<td>113</td>
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<tr>
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<td>19</td>
<td>11</td>
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PUBLICATION STRATEGIES
Table 97-6

Would you favor or oppose Johnson County joining a regional effort to raise taxes to support a new terminal at the Kansas City airport?

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td>800 39 31 43 47 29 28 36 41 30 25 32 32 55 47 42 30 28 32 26 45 47 35</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>100% 5% 4% 5% 6% 4% 3% 5% 5% 4% 3% 4% 7% 6% 5% 4% 3% 4% 3% 6% 6% 4%</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>-56% -55% -86% -55% -53% -74% -39% -59% -44% -53% -51% -64% -34% -66% -45% -63% -46% -52% -63% -68% -51% -42%</td>
</tr>
<tr>
<td><strong>TOTAL FAVOR</strong></td>
<td>167 8 1 9 10 4 8 6 11 7 6 5 11 8 13 7 8 6 6 5 7 11 10</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>21% 22% 4% 21% 21% 13% 29% 18% 26% 23% 25% 17% 33% 15% 27% 17% 27% 22% 19% 19% 15% 23% 29%</td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
<td>613 30 27 33 35 25 19 28 29 23 19 26 22 44 34 33 22 21 26 21 30 35 25</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>77% 77% 89% 76% 74% 87% 68% 77% 74% 75% 81% 67% 81% 73% 80% 73% 75% 81% 81% 83% 74% 71%</td>
</tr>
<tr>
<td><strong>STRONGLY FAVOR</strong></td>
<td>40 1 - 2 2 2 1 1 3 - 1 3 2 2 2 3 2 2 3 1 1 1 6</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>5% 3% - 5% 5% 7% 4% 3% 7% - 4% 8% 4% 4% 6% 9% 6% 6% 12% 1% 2% 17%</td>
</tr>
<tr>
<td><strong>SOMewhat FAVOR</strong></td>
<td>127 7 1 7 8 2 7 5 8 7 6 4 8 6 11 5 5 4 4 2 6 10 4</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>16% 18% 4% 16% 16% 6% 25% 15% 18% 23% 25% 13% 25% 11% 23% 11% 18% 16% 12% 6% 13% 21% 12%</td>
</tr>
<tr>
<td><strong>SOMewhat OPPOSE</strong></td>
<td>164 5 7 9 7 2 6 7 12 9 6 4 6 13 10 8 5 6 8 6 8 13 5</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>21% 14% 22% 20% 16% 8% 22% 19% 29% 30% 25% 13% 19% 24% 22% 18% 18% 22% 25% 18% 28% 20% 15%</td>
</tr>
<tr>
<td><strong>STRONGLY OPPOSE</strong></td>
<td>449 24 21 24 27 23 13 21 17 14 13 22 16 31 24 26 16 15 18 15 29 22 20</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>56% 63% 67% 55% 58% 79% 46% 58% 41% 46% 50% 68% 48% 57% 51% 62% 55% 53% 57% 58% 64% 47% 56%</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>19 1 2 2 3 - 1 2 2 - 1 - 2 - 2 - 1 - - 1 1 - 2% 2% 7% 3% 6% - 3% 5% 5% - - 2% - 4% - 4% - 3% - - 2% 2% -</td>
</tr>
</tbody>
</table>
Table 97-7

QUESTION 82:
Would you favor or oppose Johnson County joining a regional effort to raise taxes to support a new terminal at the Kansas City airport?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON SERVICES VS. COUNTRY</th>
<th>GOV’T SPENDING FOR TAXES</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>**D/S (FAVOR - OPPOSE)</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>STRONGLY FAVOR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SOMEWHAT FAVOR</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>SOMEWHAT OPPOSE</td>
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<td>STRONGLY OPPOSE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DON’T KNOW</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| TOTAL | 7 | 8 | 9 | 10 | 11 | 23 | 37 | BETTER SAME | TOO HIGH | ABOUT INC- | EASED DEC- | EaSEd SAME | STATE LOCAL | LEAD- LEAD- | LEAD- | LEAD- | VERY | FAV | FAV | AGREE | AGREE | AGREE | AGREE |
|-------|---|---|---|----|----|----|----|-------------|----------|----------|-----------|------------|-------------|-------------|---------|--------|------|------|------|------|------|-------|-------|-------|-------|
| BASE=TOTAL SAMPLE | 800 | 106 | 115 | 112 | 115 | 110 | 124 | 118 | 602 | 189 | 225 | 564 | 172 | 114 | 483 | 52 | 721 | 545 | 742 | 661 | 112 | 683 | 40 |
| TOTAL FAVOR | 167 | 31 | 19 | 13 | 24 | 27 | 23 | 30 | 126 | 40 | 30 | 135 | 58 | 8 | 92 | 14 | 148 | 118 | 155 | 150 | 11 | 150 | 8 |
| TOTAL OPPOSE | 613 | 73 | 91 | 86 | 89 | 82 | 97 | 86 | 462 | 144 | 194 | 411 | 108 | 104 | 379 | 36 | 557 | 413 | 569 | 497 | 96 | 519 | 31 |
| STRONGLY FAVOR | 40 | 7 | 3 | 4 | 8 | 6 | 6 | 7 | 29 | 10 | 8 | 31 | 14 | 1 | 21 | 5 | 34 | 26 | 37 | 34 | 6 | 38 | - |
| SOMEWHAT FAVOR | 127 | 24 | 16 | 9 | 16 | 21 | 17 | 24 | 97 | 29 | 22 | 104 | 45 | 7 | 70 | 9 | 114 | 92 | 118 | 115 | 4 | 112 | 8 |
| SOMEWHAT OPPOSE | 164 | 24 | 30 | 22 | 18 | 20 | 28 | 22 | 132 | 31 | 33 | 126 | 36 | 14 | 108 | 9 | 148 | 110 | 154 | 138 | 20 | 139 | 7 |
| STRONGLY OPPOSE | 449 | 50 | 61 | 73 | 70 | 62 | 70 | 63 | 330 | 113 | 160 | 285 | 73 | 90 | 272 | 26 | 409 | 303 | 415 | 359 | 76 | 380 | 24 |
| DON’T KNOW | 19 | 2 | 5 | 3 | 3 | 2 | 3 | 2 | 14 | 5 | 2 | 18 | 5 | 2 | 12 | 2 | 16 | 14 | 18 | 14 | 5 | 13 | 1 |

PUBLI C O PINION STRATEGIES
Table 97-8

QUESTION 82: Would you favor or oppose Johnson County joining a regional effort to raise taxes to support a new terminal at the Kansas City airport?

<table>
<thead>
<tr>
<th>BANNER</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSPORT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LOCAL</td>
<td>STRG</td>
<td>STRG</td>
<td>TOTAL SUPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>SUPP</td>
<td>OPP</td>
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<tr>
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<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
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<td>132</td>
<td>571</td>
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<td>369</td>
<td>420</td>
<td>536</td>
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<td>**D/S (FAVOR - OPPOSE)</td>
<td>-446</td>
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<td>-150</td>
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<td>88</td>
<td>154</td>
<td>115</td>
<td>150</td>
<td>134</td>
<td>117</td>
<td>143</td>
<td>23</td>
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<tr>
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<td>TOTAL OPPOSE</td>
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<td>257</td>
<td>480</td>
<td>118</td>
<td>403</td>
<td>196</td>
<td>243</td>
<td>365</td>
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<td>33</td>
<td>6</td>
<td>38</td>
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<tr>
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<td>SOMEWHAT FAVOR</td>
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<td>118</td>
<td>7</td>
<td>112</td>
<td>13</td>
<td>84</td>
<td>105</td>
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<tr>
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<td>186</td>
<td>331</td>
<td>106</td>
<td>268</td>
<td>170</td>
<td>449</td>
<td>449</td>
<td>232</td>
</tr>
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<td>3</td>
<td>17</td>
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</table>

**banner 8**

<table>
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<tr>
<th>BANNER</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSPORT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
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<tbody>
<tr>
<td></td>
<td>LOCAL</td>
<td>STRG</td>
<td>STRG</td>
<td>TOTAL SUPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>SUPP</td>
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<td>243</td>
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<td>27</td>
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<td>186</td>
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<td>17</td>
<td>2</td>
<td>9</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>

**Public Opinion Strategies**
And, would you favor or oppose Johnson County raising taxes to support metropolitan public transit such as a light rail or bus rapid transit?

**BASE=TOTAL SAMPLE**

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>MEN</th>
<th>WOMEN</th>
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<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
<th>18-54</th>
<th>55+</th>
<th>TOTAL SOFT</th>
<th>STRG</th>
<th>TOTAL IND/LEAN</th>
<th>TOTAL SOFT</th>
<th>STRG</th>
<th>VERY</th>
<th>GOP</th>
<th>GOP</th>
<th>GOP LEAN</th>
<th>CONS</th>
<th>CONS</th>
<th>MOD</th>
<th>LIB</th>
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<tbody>
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<td><strong>TOTAL FAVOR</strong></td>
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<td>198</td>
<td>55</td>
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<td>212</td>
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Table 98-2

QUESTION 83: And, would you favor or oppose Johnson County raising taxes to support metropolitan public transit such as a light rail or bus rapid transit?

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<th>PARTY/AGE</th>
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Table 98-3

**QUESTION 83:** And, would you favor or oppose Johnson County raising taxes to support metropolitan public transit such as a light rail or bus rapid transit?

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<td>IND/</td>
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| **P U B L I C   O P I N I O N   S T R A T E G I E S** |
Table 98-4

**QUESTION 83:** And, would you favor or oppose Johnson County raising taxes to support metropolitan public transit such as a light rail or bus rapid transit?

**BANNER 4**

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<th>WORK IN JOHNSON COUNTY</th>
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<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTY</th>
<th>MOOD OF COUNTRY</th>
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PUBLIC OPINION STRATEGIES
Table 98-5

QUESTION 83:
And, would you favor or oppose Johnson County raising taxes to support metropolitan public transit such as a light rail or bus rapid transit?

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<th>BANNER 5</th>
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<td>TOTAL OPPOSE</td>
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<td>STRONGLY FAVOR</td>
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<tr>
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PUBLICATION STRATEGIES
Table 98-6: And, would you favor or oppose Johnson County raising taxes to support metropolitan public transit such as a light rail or bus rapid transit?

BANNER 6

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<tr>
<td>SOMEWHAT OPPOSE</td>
<td>149</td>
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<tr>
<td>19%</td>
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<td>26%</td>
<td>8%</td>
<td>12%</td>
<td>31%</td>
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<td>22%</td>
<td>21%</td>
<td>11%</td>
<td>30%</td>
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</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>271</td>
<td>17</td>
<td>13</td>
<td>14</td>
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<td>34%</td>
<td>43%</td>
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<td>48%</td>
<td>39%</td>
<td>30%</td>
<td>46%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>12</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>-</td>
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<td>1</td>
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<td>1%</td>
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<td>4%</td>
<td>2%</td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 98-7

**QUESTION 83:** And, would you favor or oppose Johnson County raising taxes to support metropolitan public transit such as a light rail or bus rapid transit?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>110</td>
<td>124</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>10%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>D/S (FAVOR - OPPOSE)</strong></td>
<td>-51</td>
<td>-6%</td>
<td>11%</td>
<td>13%</td>
<td>20%</td>
<td>12%</td>
<td>-7%</td>
</tr>
<tr>
<td>TOTAL FAVOR</td>
<td>369</td>
<td>50%</td>
<td>61%</td>
<td>49%</td>
<td>47%</td>
<td>48%</td>
<td>57%</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>420</td>
<td>52%</td>
<td>43%</td>
<td>55%</td>
<td>59%</td>
<td>54%</td>
<td>52%</td>
</tr>
<tr>
<td>STRONGLY FAVOR</td>
<td>156</td>
<td>20%</td>
<td>24%</td>
<td>19%</td>
<td>16%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>SOMEWHAT FAVOR</td>
<td>212</td>
<td>27%</td>
<td>30%</td>
<td>25%</td>
<td>27%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>149</td>
<td>19%</td>
<td>20%</td>
<td>13%</td>
<td>16%</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
<td>271</td>
<td>34%</td>
<td>32%</td>
<td>30%</td>
<td>39%</td>
<td>36%</td>
<td>36%</td>
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<tr>
<td>DON'T KNOW</td>
<td>12</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
**Table 98-8**

**QUESTION 83:** And, would you favor or oppose Johnson County raising taxes to support metropolitan public transit such as a light rail or bus rapid transit?

**BANNER 8**

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STRG</strong></td>
<td><strong>SUPP</strong></td>
<td><strong>OPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>OPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>OPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>OPP</strong></td>
<td><strong>SUPP</strong></td>
<td><strong>FED</strong></td>
</tr>
<tr>
<td>Local StrG</td>
<td>800</td>
<td>354</td>
<td>132</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
<td>449</td>
<td>369</td>
</tr>
<tr>
<td>Base=Total Sample</td>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
</tr>
</tbody>
</table>

**D/S (FAVOR - OPPOSE)**

-6% 8% 2% -41% 8% -42% 14% -37% 42% -20% -32% 100% -100% 7% -36% 4% -11% -13% 9% -7% -15% 6% 8% -24%

**TOTAL FAVOR**

369 189 326 37 302 61 263 98 117 243 149 369 -283 73 154 196 126 79 153 167 188 230 124

**TOTAL OPPOSE**

420 161 315 91 258 151 198 216 47 365 295 420 247 150 141 246 164 66 174 229 168 196 202

**STRONGLY FAVOR**

156 99 139 17 135 18 112 40 51 101 69 156 124 27 66 86 54 37 60 64 88 101 48

**SOMewhat FAVOR**

212 89 187 19 168 42 151 58 66 142 80 212 158 46 88 110 72 41 93 102 100 129 76

**STRONGLY OPPOSE**

271 93 185 74 144 119 106 162 16 254 228 -271 145 115 80 168 107 40 115 156 98 118 135

**DON'T KNOW**

12 4 7 4 10 1 5 6 3 5 5 - 6 3 5 4 3 3 4 9 2 6 5

**P U B L I C   O P I N I O N   S T R A T E G I E S**
**Table 99-1**

**QUESTION 84:** Now, as you may know, some Johnson County cities fund street projects and road maintenance with a dedicated sales tax. First, do you support or oppose a renewal of this sales tax?

<table>
<thead>
<tr>
<th>BANNER</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
<td>253</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>303</td>
<td>140</td>
<td>163</td>
<td>43</td>
<td>101</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>536</td>
<td>256</td>
<td>280</td>
<td>84</td>
<td>174</td>
</tr>
<tr>
<td>STRONGLY SUPPORT</td>
<td>176</td>
<td>90</td>
<td>86</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>SOMEWHAT SUPPORT</td>
<td>360</td>
<td>166</td>
<td>194</td>
<td>59</td>
<td>123</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
<td>117</td>
<td>65</td>
<td>52</td>
<td>17</td>
<td>33</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>31</td>
<td>11</td>
<td>19</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Now, as you may know, some Johnson County cities fund street projects and road maintenance with a dedicated sales tax. First, do you support or oppose a renewal of this sales tax?

### Table 99-2

**Question 84:**

<table>
<thead>
<tr>
<th>Base=Total Sample</th>
<th>Education</th>
<th>Party/Gender</th>
<th>Party/Age</th>
<th>Party/Education</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/HS OR SOME</td>
<td>GOP MEN</td>
<td>GOP WOMEN</td>
<td>IND MEN</td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>D/S (Support - Oppose)</strong></td>
<td>303</td>
<td>10</td>
<td>65</td>
<td>224</td>
</tr>
<tr>
<td></td>
<td>38%</td>
<td>13%</td>
<td>37%</td>
<td>41%</td>
</tr>
<tr>
<td><strong>Total Support</strong></td>
<td>536</td>
<td>42</td>
<td>117</td>
<td>374</td>
</tr>
<tr>
<td><strong>Total Oppose</strong></td>
<td>233</td>
<td>32</td>
<td>52</td>
<td>150</td>
</tr>
<tr>
<td><strong>Strongly Support</strong></td>
<td>29%</td>
<td>42%</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Somewhat Support</strong></td>
<td>45%</td>
<td>34%</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>Somewhat Oppose</strong></td>
<td>15%</td>
<td>10%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Strongly Oppose</strong></td>
<td>15%</td>
<td>32%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Don't Know</strong></td>
<td>31</td>
<td>2</td>
<td>9</td>
<td>19</td>
</tr>
</tbody>
</table>
Table 99-3

**QUESTION 84:** Now, as you may know, some Johnson County cities fund street projects and road maintenance with a dedicated sales tax. First, do you support or oppose a renewal of this sales tax?

**HANDEL 3**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<tr>
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<td>TOTAL $60K-$80K-</td>
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<td>170</td>
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</tr>
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<td></td>
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<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>303</td>
<td>61</td>
<td>48</td>
<td>56</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td>38%</td>
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<td>40%</td>
<td>40%</td>
<td>45%</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td>536</td>
<td>111</td>
<td>83</td>
<td>94</td>
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<td>68%</td>
<td>67%</td>
<td>71%</td>
</tr>
<tr>
<td>TOTAL OPPOSE</td>
<td>233</td>
<td>51</td>
<td>35</td>
<td>38</td>
<td>76</td>
</tr>
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<td>28%</td>
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<td>31%</td>
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<tr>
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<td>22%</td>
<td>27%</td>
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<td>22%</td>
</tr>
<tr>
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<td>360</td>
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<td>62</td>
<td>64</td>
<td>142</td>
</tr>
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<td>51%</td>
<td>46%</td>
<td>49%</td>
</tr>
<tr>
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<td>117</td>
<td>22</td>
<td>18</td>
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<td>15%</td>
<td>15%</td>
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<tr>
<td>STRONGLY OPPOSE</td>
<td>117</td>
<td>28</td>
<td>17</td>
<td>17</td>
<td>36</td>
</tr>
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<td>15%</td>
<td>17%</td>
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<td>12%</td>
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<tr>
<td>DON’T KNOW</td>
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<td>9</td>
</tr>
<tr>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 99-4

**QUESTION 84:** Now, as you may know, some Johnson County cities fund street projects and road maintenance with a dedicated sales tax. First, do you support or oppose a renewal of this sales tax?

**HANNOVER 4**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>SINGLE</td>
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<td>OUT-</td>
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</tr>
<tr>
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<td>160</td>
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</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td></td>
<td></td>
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<td></td>
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<tr>
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<td></td>
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<td>67%</td>
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<td></td>
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<td>117</td>
<td>73</td>
<td>44</td>
<td>104</td>
<td>11</td>
<td>50</td>
<td>54</td>
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</table>

**PUBLIC OPINION STRATEGIES**
Now, as you may know, some Johnson County cities fund street projects and road maintenance with a dedicated sales tax. First, do you support or oppose a renewal of this sales tax?

### Table 99-5

**QUESTION 84:**

Now, as you may know, some Johnson County cities fund street projects and road maintenance with a dedicated sales tax. First, do you support or oppose a renewal of this sales tax?

<table>
<thead>
<tr>
<th>Banner 5</th>
<th>School District</th>
<th>County Commission District</th>
<th>Cities</th>
<th>Dates</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Shanker Valley</td>
<td>Gardner Overland</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Neenah Eberton</td>
<td>Shawnee Soto</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Park Lenexa</td>
<td>Neewoood Spring Park</td>
<td></td>
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<tr>
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<td></td>
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<td><strong>Base=Total Sample</strong></td>
<td>800</td>
<td>252</td>
<td>167</td>
<td>2012-2013</td>
</tr>
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<td>137</td>
<td>97</td>
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<td><strong>Total Oppose</strong></td>
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<tr>
<td><strong>Strongly Support</strong></td>
<td>176</td>
<td>91</td>
<td>31</td>
<td></td>
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<td>35</td>
<td>40</td>
<td></td>
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<tr>
<td><strong>Somewhat Oppose</strong></td>
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<tr>
<td><strong>Strongly Oppose</strong></td>
<td>117</td>
<td>35</td>
<td>20</td>
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<td>16</td>
<td>5</td>
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</tr>
</tbody>
</table>

| **% Support**             | 67%             | 72%                        | 58%    |             |
| **% Oppose**              | 29%             | 24%                        | 39%    |             |
| **Strongly Support**      | 22%             | 26%                        | 18%    |             |
| **Somewhat Support**      | 45%             | 46%                        | 41%    |             |
| **Somewhat Oppose**       | 15%             | 11%                        | 21%    |             |
| **Strongly Oppose**       | 15%             | 12%                        | 16%    |             |
| **Don't Know**            | 4%              | 4%                         | 7%     |             |

**PUBLIC OPINION STRATEGIES**
Table 99-6
QUESTION 84: Now, as you may know, some Johnson County cities fund street projects and road maintenance with a dedicated sales tax. First, do you support or oppose a renewal of this sales tax?

| STATE HOUSE DISTRICTS | TOTAL | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|-----------------------|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=TOTAL SAMPLE     | 800   | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |
| **D/S (SUPPORT – OPPOSE) | 303   | 14 | 15 | 29 | 25 | 10 | 10 | 18 | 20 | 6  | 7  | 18 | 22 | 28 | 16 | 6  | 4  | 16 | 14 | -  | 4  | 8  | 14 |
| TOTAL SUPPORT         | 536   | 25 | 21 | 35 | 33 | 19 | 19 | 26 | 30 | 18 | 16 | 25 | 26 | 40 | 30 | 23 | 16 | 21 | 23 | 13 | 24 | 26 | 24 |
| TOTAL OPPOSE          | 233   | 11 | 7  | 7  | 8  | 9  | 9  | 10 | 12 | 9  | 7  | 4  | 12 | 14 | 12 | 5  | 9  | 13 | 20 | 19 | 10 |
| STRONGLY SUPPORT      | 176   | 13 | 3  | 13 | 10 | 4  | 7  | 8  | 8  | 8  | 11 | 8  | 9  | 13 | 5  | 8  | 10 | 3  | 6  | 6  | 9  | 7  |
| SOMEWHAT SUPPORT      | 360   | 13 | 19 | 22 | 24 | 15 | 11 | 18 | 21 | 10 | 8  | 14 | 19 | 31 | 17 | 18 | 8  | 11 | 20 | 7  | 18 | 17 |
| SOMEWHAT OPPOSE       | 117   | 4  | 1  | 2  | 4  | 4  | 4  | 5  | 6  | 7  | 5  | 1  | 1  | 8  | 6  | 13 | 7  | 4  | 5  | 6  | 11 | 11 | 3  |
| STRONGLY OPPOSE       | 117   | 7  | 6  | 4  | 5  | 4  | 4  | 4  | 5  | 6  | 3  | 4  | 9  | 5  | 5  | 2  | 4  | 6  | 8  | 8  | 7  |
| DON'T KNOW             | 31    | 2  | 2  | 1  | 5  | 1  | 1  | 1  | 2  | -  | -  | -  | -  | 2  | 2  | -  | -  | 1  | 1  | -  | -  | 2  | 2  |

PUBLIC OPINION STRATEGIES
Table 99-7

QUESTION 84: Now, as you may know, some Johnson County cities fund street projects and road maintenance with a dedicated sales tax. First, do you support or oppose a renewal of this sales tax?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES IN COUNTY</th>
<th>GOV'T SPENDING OVER</th>
<th>CONTROL PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tbody>
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<td><strong>STATE LOCAL</strong></td>
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<td>ABOUT INCR-</td>
<td>DECR-</td>
<td>LEAD-</td>
<td>LEAD-</td>
<td>VERY FAV</td>
<td>AGREE</td>
</tr>
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<td><strong>8</strong></td>
<td><strong>9</strong></td>
<td><strong>10</strong></td>
<td><strong>11</strong></td>
<td><strong>23</strong></td>
<td><strong>37</strong></td>
</tr>
<tr>
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<td>800</td>
<td>115</td>
<td>112</td>
<td>115</td>
<td>110</td>
<td>124</td>
<td>118</td>
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<tr>
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<td><strong>13%</strong></td>
<td><strong>14%</strong></td>
<td><strong>14%</strong></td>
<td><strong>14%</strong></td>
<td><strong>15%</strong></td>
<td><strong>15%</strong></td>
<td><strong>15%</strong></td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
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<td>106</td>
<td>112</td>
<td>115</td>
<td>110</td>
<td>124</td>
<td>602</td>
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<td><strong>56</strong></td>
<td><strong>46</strong></td>
<td><strong>45</strong></td>
<td><strong>29</strong></td>
<td><strong>21</strong></td>
<td><strong>49</strong></td>
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<td>28</td>
<td>31</td>
<td>32</td>
<td>44</td>
<td>37</td>
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PUBLIC OPINION STRATEGIES
Table 99-8

QUESTION 84: Now, as you may know, some Johnson County cities fund street projects and road maintenance with a dedicated sales tax. First, do you support or oppose a renewal of this sales tax?

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
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<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
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<tr>
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<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
</tr>
<tr>
<td>%</td>
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<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
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<td>58%</td>
<td>40%</td>
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<td>77%</td>
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<td>120</td>
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<td>57%</td>
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<td>19%</td>
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PUBLI C OPINION STRATEGIES
Table 100-1

And, would you support the renewal of the sales tax for 10 years, 15 years or 20 years?

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<th>TOTAL</th>
<th>IND/TOTAL</th>
<th>SOFT/STRG</th>
<th>VERY</th>
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</tr>
<tr>
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10 YEARS

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<td>3</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>18-54</td>
<td>3</td>
<td>10</td>
<td>3</td>
<td>4</td>
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<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
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<td>4</td>
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<td>4</td>
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<td>1</td>
</tr>
<tr>
<td>100%</td>
<td>13</td>
<td>-</td>
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<td>4</td>
<td>1</td>
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</tbody>
</table>
Table 100-3

QUESTION 85: And, would you support the renewal of the sales tax for 10 years, 15 years or 20 years?

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K- $80K- $100K+</td>
<td>GOP/ UNDER GOP/ IND/ UNDER IND/ DEM/ UNDER DEM/</td>
<td>PROT- CATH- WHITE WHITE TOTAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL $60K $80K $100K+</td>
<td>UNDER GOP/ UNDER IND/ UNDER DEM/</td>
<td>SUPPORT OPPOSE ESTANT OLIC</td>
<td>MEN</td>
<td>WOMEN</td>
<td>WHITE OTHER</td>
</tr>
<tr>
<td>BASE=SUPPORT IN Q.84</td>
<td>536</td>
<td>111</td>
<td>83</td>
<td>94</td>
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<td>81</td>
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<tr>
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<td>15%</td>
<td>18%</td>
<td>38%</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>10 YEARS</td>
<td>396</td>
<td>79</td>
<td>68</td>
<td>69</td>
<td>149</td>
<td>62</td>
</tr>
<tr>
<td>74%</td>
<td>71%</td>
<td>82%</td>
<td>74%</td>
<td>72%</td>
<td>76%</td>
<td>77%</td>
</tr>
<tr>
<td>15 YEARS</td>
<td>51</td>
<td>14</td>
<td>3</td>
<td>9</td>
<td>22</td>
<td>7</td>
</tr>
<tr>
<td>10%</td>
<td>12%</td>
<td>4%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>20 YEARS</td>
<td>76</td>
<td>18</td>
<td>10</td>
<td>14</td>
<td>30</td>
<td>9</td>
</tr>
<tr>
<td>14%</td>
<td>16%</td>
<td>12%</td>
<td>15%</td>
<td>14%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>13</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>3%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>
**Table 100-4**

**QUESTION 85:** And, would you support the renewal of the sales tax for 10 years, 15 years or 20 years?

**BANNER 4**

<table>
<thead>
<tr>
<th></th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL YES NO FAMILY OTHER SIDE SIDE YES NO MOMS DADS PUBLIC OTHER RD WT RD WT RD WT RD WT A B CELL LINE UNWGT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SUPPORT IN Q.84</td>
<td>536 292 444 493 39 249 255 247 287 149 99 177 45 138 358 205 276 371 116 270 266 45 491 540</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100% 54% 46% 92% 7% 46% 48% 46% 54% 28% 18% 33% 8% 26% 67% 38% 52% 69% 22% 50% 50% 8% 92% 100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 YEARS</td>
<td>396 216 179 364 28 188 182 184 210 115 69 130 35 95 271 152 200 278 80 201 194 34 362 398</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>74% 74% 73% 74% 71% 75% 71% 74% 73% 78% 70% 74% 78% 69% 76% 74% 72% 75% 68% 74% 73% 75% 74% 74%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 YEARS</td>
<td>51 28 23 44 7 23 26 26 25 11 16 19 5 15 35 19 29 34 13 24 27 4 47 52</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10% 10% 10% 9% 18% 9% 10% 11% 9% 7% 16% 11% 12% 10% 9% 10% 9% 11% 9% 10% 10% 9% 10% 10%</td>
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<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 YEARS</td>
<td>76 41 35 72 4 32 42 32 44 18 14 24 3 26 44 30 41 50 19 36 40 6 70 75</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14% 14% 14% 15% 11% 13% 17% 13% 15% 12% 14% 14% 6% 19% 12% 15% 15% 14% 17% 13% 15% 13% 14% 14%</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>13 7 7 13 - 6 6 5 9 4 1 3 2 2 8 4 6 9 4 9 4 1 12 15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3% 2% 3% 3% - 2% 2% 2% 3% 3% 1% 2% 4% 2% 2% 2% 2% 2% 4% 3% 2% 2% 3% 3% 3%</td>
<td></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 10-5

QUESTION 85: And, would you support the renewal of the sales tax for 10 years, 15 years or 20 years?

<table>
<thead>
<tr>
<th></th>
<th>SCHOOL DISTRICT</th>
<th>COUNTRY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BASE=SUPPORT IN Q.84</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 YEARS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>15 YEARS</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>20 YEARS</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>DON'T KNOW</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>SHAW-</th>
<th>GARD-</th>
<th>NEE/</th>
<th>SPRING</th>
<th>DE-</th>
<th>SOTO</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>OVER-</th>
<th>SHAW-</th>
<th>LEA-</th>
<th>WOOD</th>
<th>LENEXA</th>
<th>OLATHE</th>
<th>NE</th>
<th>REGION</th>
<th>RURAL</th>
<th>JAN</th>
<th>JAN</th>
<th>JAN</th>
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<tbody>
<tr>
<td></td>
<td>100%</td>
<td>47%</td>
<td>18%</td>
<td>26%</td>
<td>3%</td>
<td>1%</td>
<td>5%</td>
<td>20%</td>
<td>17%</td>
<td>13%</td>
<td>19%</td>
<td>18%</td>
<td>15%</td>
<td>32%</td>
<td>10%</td>
<td>6%</td>
<td>10%</td>
<td>21%</td>
<td>15%</td>
<td>6%</td>
<td>44%</td>
<td>30%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 YEARS</td>
<td>396</td>
<td>189</td>
<td>70</td>
<td>102</td>
<td>13</td>
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<td>17</td>
<td>75</td>
<td>70</td>
<td>54</td>
<td>71</td>
<td>62</td>
<td>64</td>
<td>126</td>
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<td>26</td>
<td>41</td>
<td>86</td>
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<td>15 YEARS</td>
<td>51</td>
<td>23</td>
<td>10</td>
<td>14</td>
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<td>7</td>
<td>13</td>
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<td>-</td>
<td>24</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>20 YEARS</td>
<td>76</td>
<td>34</td>
<td>16</td>
<td>19</td>
<td>3</td>
<td>-</td>
<td>4</td>
<td>17</td>
<td>8</td>
<td>11</td>
<td>13</td>
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<td>4</td>
<td>13</td>
<td>14</td>
<td>4</td>
<td>34</td>
<td>16</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>DON'T KNOW</td>
<td>13</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>-</td>
<td>3</td>
<td>4</td>
<td>2</td>
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<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

PUBLIOPINIONSTRATEGIES
Table 100-6

**Question 85:** And, would you support the renewal of the sales tax for 10 years, 15 years or 20 years?

|               | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **TOTAL**     | 536| 25 | 21 | 35 | 33 | 19 | 19 | 26 | 30 | 18 | 16 | 25 | 26 | 40 | 30 | 23 | 16 | 21 | 23 | 13 | 24 | 26 | 24 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **BASE=SUPPORT IN Q.84** | 100% | 5% | 4% | 7% | 6% | 4% | 3% | 5% | 6% | 3% | 3% | 5% | 5% | 7% | 6% | 4% | 3% | 4% | 4% | 2% | 4% | 5% | 5% |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **10 YEARS**  | 396| 15 | 17 | 25 | 26 | 17 | 9  | 21 | 21 | 14 | 10 | 17 | 18 | 31 | 24 | 19 | 11 | 16 | 16 | 9  | 21 | 23 | 16 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **15 YEARS**  | 51 | 6  | 2  | 3  | 4  | 1  | 5  | 3  | 2  | 4  | 1  | 1  | 1  | 4  | 1  | 2  | 2  | 2  | 4  | 1  | 1  | 4  | 2  | 2  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |
| **20 YEARS**  | 76 | 5  | 1  | 7  | 2  | 2  | 5  | 1  | 4  | 3  | 3  | 4  | 4  | 5  | 2  | 1  | 3  | 2  | 2  | 3  | 2  | 3  | 6  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **DON'T KNOW**| 13 | -  | 1  | 1  | -  | 1  | 1  | -  | -  | -  | 1  | 2  | -  | -  | 1  | 1  | -  | -  | 3  | 1  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |

**Public Opinion Strategies**
Table 100-7

**QUESTION 85:** And, would you support the renewal of the sales tax for 10 years, 15 years or 20 years?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON</th>
<th>SERVICES VS. COUNTRY</th>
<th>GOV'T SPENDING OVER JCCC</th>
<th>CONTROL PUBLIC EDUCATION</th>
<th>JCCC IMAGE DEVELOPMENT WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>BASE=SUPPORT IN Q.84</td>
<td>536</td>
<td>80</td>
<td>82</td>
<td>77</td>
<td>64</td>
</tr>
<tr>
<td>10 YEARS</td>
<td>396</td>
<td>53</td>
<td>62</td>
<td>58</td>
<td>46</td>
</tr>
<tr>
<td>BASE=SUPPORT IN Q.84</td>
<td>100%</td>
<td>15%</td>
<td>15%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>15 YEARS</td>
<td>51</td>
<td>9</td>
<td>5</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>BASE=SUPPORT IN Q.84</td>
<td>100%</td>
<td>11%</td>
<td>6%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>20 YEARS</td>
<td>76</td>
<td>15</td>
<td>12</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>BASE=SUPPORT IN Q.84</td>
<td>100%</td>
<td>14%</td>
<td>14%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>13</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>BASE=SUPPORT IN Q.84</td>
<td>100%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 100-8

**QUESTION 85:** And, would you support the renewal of the sales tax for 10 years, 15 years or 20 years?

<table>
<thead>
<tr>
<th></th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LOCAL STRG</td>
<td>LOCAL STRG</td>
<td>LOCAL STRG</td>
<td>LOCAL STRG</td>
<td>LOCAL STRG</td>
<td>LOCAL STRG</td>
<td>LOCAL STRG</td>
<td>LOCAL STRG</td>
<td>LOCAL STRG</td>
<td>LOCAL STRG</td>
<td>LOCAL STRG</td>
</tr>
<tr>
<td>BASE=SUPPORT IN Q.84</td>
<td>536 254 465 60 435 91 352 174 143 380 256 281 247 536</td>
<td>- 226 277 209 89 216 258 258 311 208</td>
<td>100% 47% 87% 11% 81% 17% 66% 32% 27% 71% 48% 53% 46% 100%</td>
<td>- 42% 52% 39% 17% 40% 48% 48% 58% 39%</td>
<td>10 YEARS</td>
<td>396 178 338 47 312 76 254 133 92 292 195 194 196 396</td>
<td>- 163 208 147 68 166 205 175 229 156</td>
<td>74% 70% 73% 80% 72% 84% 72% 76% 64% 77% 76% 69% 79% 74%</td>
<td>- 72% 75% 70% 76% 77% 79% 68% 74% 75%</td>
<td>15 YEARS</td>
<td>51 25 45 6 45 5 37 14 18 32 24 28 23 51</td>
</tr>
</tbody>
</table>

PUBLICATION STRATEGIES
Table 101-1

QUESTION 86:

Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state’s Income Taxes

<table>
<thead>
<tr>
<th>BASE=TOTAL SAMPLE</th>
<th>800</th>
<th>384</th>
<th>416</th>
<th>131</th>
<th>253</th>
<th>134</th>
<th>157</th>
<th>120</th>
<th>243</th>
<th>139</th>
<th>274</th>
<th>138</th>
<th>215</th>
<th>161</th>
<th>376</th>
<th>199</th>
<th>184</th>
<th>243</th>
<th>102</th>
<th>175</th>
<th>315</th>
<th>311</th>
<th>145</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D/S (INCREASED)</strong></td>
<td>82</td>
<td>44</td>
<td>38</td>
<td>16</td>
<td>27</td>
<td>12</td>
<td>14</td>
<td>14</td>
<td>27</td>
<td>17</td>
<td>27</td>
<td>11</td>
<td>8</td>
<td>24</td>
<td>32</td>
<td>12</td>
<td>32</td>
<td>8</td>
<td>25</td>
<td>7</td>
<td>13</td>
<td>38</td>
<td>27</td>
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<tr>
<td><strong>D/S (DECREASED)</strong></td>
<td>213</td>
<td>108</td>
<td>105</td>
<td>34</td>
<td>62</td>
<td>39</td>
<td>40</td>
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<td>67</td>
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<td>69</td>
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<td>81</td>
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<td>12</td>
<td>75</td>
<td>125</td>
<td>50</td>
<td>26</td>
</tr>
<tr>
<td><strong>STAY THE SAME</strong></td>
<td>495</td>
<td>232</td>
<td>263</td>
<td>79</td>
<td>159</td>
<td>81</td>
<td>102</td>
<td>70</td>
<td>150</td>
<td>82</td>
<td>169</td>
<td>90</td>
<td>122</td>
<td>98</td>
<td>220</td>
<td>136</td>
<td>122</td>
<td>58</td>
<td>65</td>
<td>89</td>
<td>173</td>
<td>219</td>
<td>88</td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
<td>10</td>
<td>-</td>
<td>10</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td>-</td>
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<td>-</td>
<td>8</td>
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<td>4</td>
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<td>-</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
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<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>P U B L I C O P I N I O N S T R A T E G I E S</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1%</td>
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</tr>
</tbody>
</table>
Table 101-2

Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state's income tax, sales tax and property tax. Thinking about the state's budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state's Income Taxes

| QUESTION 86: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state's income tax, sales tax and property tax. Thinking about the state's budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same. |
|---------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------|

| Education | Party/Gender | Party/Age | Party/Education |
|-----------|--------------|-----------|-----------------|-----------------|
| TEC/      | GOP/         | IND/      | DEM/            | GOP/            | IND/      | DEM/      |
| HS OR SOME| MEN          | WOMEN     | MEN             | WOMEN           | 18-54     | 55+       | 18-54     | 55+       | 18-54     | 55+       | TOTAL LESS COLLEGE+ | COLLEGE |
| BASE=TOTAL SAMPLE | 100% | 9% | 22% | 68% | 23% | 24% | 12% | 13% | 10% | 13% | 28% | 19% | 19% | 6% | 15% | 8% | 15% | 32% | 8% | 16% | 7% | 16% |
| INCREASED | 82 | 5 | 16 | 62 | 20 | 11 | 4 | 8 | 16 | 16 | 18 | 13 | 11 | 1 | 21 | 11 | 10 | 22 | 4 | 8 | 5 | 27 |
| 10% | 6% | 9% | 11% | 11% | 6% | 4% | 8% | 20% | 16% | 8% | 9% | 7% | 3% | 17% | 18% | 8% | 9% | 6% | 6% | 10% | 21% |
| DECREASED | 213 | 26 | 45 | 142 | 62 | 58 | 25 | 24 | 8 | 18 | 76 | 44 | 39 | 9 | 13 | 12 | 31 | 89 | 14 | 35 | 17 | 8 |
| 27% | 35% | 25% | 26% | 33% | 31% | 26% | 23% | 10% | 17% | 34% | 29% | 26% | 20% | 11% | 20% | 27% | 34% | 20% | 27% | 31% | 6% |
| STAY THE SAME | 495 | 44 | 115 | 333 | 106 | 114 | 66 | 70 | 55 | 67 | 127 | 91 | 99 | 37 | 85 | 38 | 73 | 146 | 50 | 84 | 32 | 90 |
| 62% | 58% | 64% | 61% | 56% | 61% | 70% | 67% | 70% | 64% | 57% | 61% | 66% | 78% | 69% | 61% | 63% | 57% | 74% | 65% | 57% | 70% |
| DON'T KNOW | 10 | 1 | 3 | 6 | - | 4 | - | 2 | - | 3 | 3 | 1 | 2 | - | 2 | 1 | 3 | 1 | - | 2 | 1 | 2 |
| 1% | 1% | 2% | 4% | - | 2% | - | 2% | - | 3% | 2% | 1% | 2% | - | 2% | 1% | 3% | 1% | - | 2% | 2% | 2% |
| REFUSED | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1% |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1% |

PUBLIOPINION STRATEGIES
Table 101-3

QUESTION 86: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same. The state's Income Taxes

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>UNDER $60K-</td>
<td>UNDER GOP/</td>
<td>UNDER IND/</td>
<td>UNDER DEM/</td>
<td>SPPRT</td>
</tr>
<tr>
<td></td>
<td>$60K-$80K-</td>
<td>$80K-$100K+</td>
<td>$80K-$100K+</td>
<td>$80K-$80K+</td>
<td>$80K-$80K+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>36%</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>-160</td>
<td>-39</td>
<td>-20</td>
<td>-11</td>
<td>-34</td>
</tr>
<tr>
<td></td>
<td>-16%</td>
<td>-23%</td>
<td>-16%</td>
<td>-8%</td>
<td>-12%</td>
</tr>
<tr>
<td>INCREASED</td>
<td>82</td>
<td>15</td>
<td>9</td>
<td>13</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>9%</td>
<td>7%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>DECREASED</td>
<td>213</td>
<td>55</td>
<td>28</td>
<td>24</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>32%</td>
<td>23%</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>495</td>
<td>97</td>
<td>84</td>
<td>97</td>
<td>178</td>
</tr>
<tr>
<td></td>
<td>62%</td>
<td>57%</td>
<td>69%</td>
<td>70%</td>
<td>61%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>10</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state's income tax, sales tax and property tax. Thinking about the state's budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same. The state's Income Taxes

**Table 10.1-4**

<table>
<thead>
<tr>
<th>IN JOHNSON COUNTY</th>
<th>OF HOME</th>
<th>OUTSIDE OF JOHNSON COUNTY</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL YES NO FAMILY OTHER SIDE SIDE YES NO MOMS DADS PUBLIC OTHER RD WT RD WT RD WT A B CELL LINE UNWGT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 443 356 721 69 353 384 365 433 215 151 247 83 191 547 294 411 520 195 398 402 80 720 800</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DECREASED</strong></td>
<td>-16% -16% -17% -16% -17% -16% -15% -13% -13% -12% -25% -1% -22% -23% -9% -15% -21% -14% -19% -17% -16% -16%</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCORRECTED</td>
<td>82 43 39 74 9 37 40 37 45 20 17 25 11 29 48 24 56 53 19 45 38 7 75 83</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>10% 10% 11% 10% 13% 10% 10% 10% 9% 11% 10% 13% 15% 9% 8% 14% 10% 10% 11% 9% 9% 10% 10%</td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>CORRECTED</td>
<td>213 113 99 187 20 95 102 93 120 48 45 54 31 31 168 91 92 130 61 99 114 20 192 211</td>
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<tr>
<td>27% 25% 28% 26% 30% 27% 27% 25% 25% 22% 22% 22% 22% 16% 31% 31% 22% 25% 25% 28% 25% 27% 26%</td>
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</tr>
<tr>
<td>STAY THE SAME</td>
<td>495 282 212 451 38 215 237 229 264 141 88 163 38 130 326 177 257 334 112 249 245 50 445 496</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>62% 64% 60% 63% 55% 61% 62% 63% 61% 66% 59% 66% 46% 68% 60% 60% 63% 64% 63% 61% 62% 62% 62%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>1 4 5 9 1 1 5 5 6 4 6 - 4 3 1 5 2 5 3 3 5 5 3 7 9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1% 1% 2% 1% 1% 1% 1% 2% 1% 3% - 1% 3% 1% 1% 1% 1% 1% 1% 1% 4% 1% 1%</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>1 1 - 1 1 - 1 - - 1 - - 1 - - 1 1 - 1 - - 1 - - 1 - -</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>- - - - 1% - - - - - - - - - - - - - - - -</td>
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</tr>
</tbody>
</table>
**Table 101-5**

**QUESTION 86:** Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

<table>
<thead>
<tr>
<th></th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>S</td>
<td>N</td>
<td>V</td>
</tr>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td>800</td>
<td>352</td>
<td>167</td>
</tr>
<tr>
<td><strong>INCREASED</strong></td>
<td>82</td>
<td>35</td>
<td>18</td>
</tr>
<tr>
<td><strong>DECREASED</strong></td>
<td>213</td>
<td>99</td>
<td>47</td>
</tr>
<tr>
<td><strong>STAY THE SAME</strong></td>
<td>495</td>
<td>212</td>
<td>100</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>10</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**The state's Income Taxes**

**BANNER 5**

<table>
<thead>
<tr>
<th></th>
<th>22-2011</th>
<th>23-2011</th>
<th>24-2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PERCENTAGE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INC</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DECREASED</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>STAY THE SAME</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
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</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 101-6
QUESTION 86: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state's income tax, sales tax and property tax. Thinking about the state's budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same. The state's Income Taxes

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>14</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>-130</td>
</tr>
<tr>
<td>INCREASED</td>
<td>82</td>
</tr>
<tr>
<td>DECREASED</td>
<td>213</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>495</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>10</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
</tr>
<tr>
<td>P U B L I C   O P I N I O N   S T R A T E G I E S</td>
<td></td>
</tr>
</tbody>
</table>
Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state’s Income Taxes

### QUESTION 86

Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

### Table 101-7

**Question:** The state’s Income Taxes

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON SERVICES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL 7 8 9 10 11 23 37</td>
<td>BETTER SAME</td>
<td>TOO ABOUT HIGH</td>
<td>EASLED SAME</td>
<td>EASED SAME</td>
<td>DIS- LEAD- DIS- LEAD-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>INCR- DECR-</td>
<td></td>
<td></td>
<td>SAME    FAV    FAV    EASED EASED SAME</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>BETTER SAME</td>
</tr>
<tr>
<td></td>
<td>800 106 115 112 115 110 124 118 602 189 225 564 172 114 483 52 721 545 742 661 112 683 40</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>100% 13% 14% 14% 14% 14% 15% 15% 75% 24% 28% 70% 21% 14% 60% 6% 90% 68% 93% 83% 14% 85% 5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-16% -6% -19% -27% -20% -16% -5% -21% -15% -22% -46% -4% 9% -60% -16% -11% -17% -11% -16% -13% -37% -14% -32%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCREASED</td>
<td>82 13 14 11 9 15 12 9 67 13 10 71 34 1 40 7 71 65 76 73 8 76 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10% 12% 12% 10% 7% 14% 10% 8% 11% 7% 4% 13% 20% 1% 8% 13% 10% 12% 10% 11% 7% 11% 11%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECREASED</td>
<td>213 19 36 40 32 33 18 34 157 54 114 96 19 70 119 13 192 124 193 161 49 171 17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>27% 17% 32% 36% 28% 30% 15% 29% 26% 29% 51% 17% 11% 62% 25% 24% 27% 23% 26% 24% 44% 25% 43%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>495 74 64 60 71 61 91 74 371 118 100 388 116 42 319 30 451 347 463 418 53 427 19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>62% 69% 55% 53% 61% 56% 74% 63% 62% 63% 44% 69% 68% 37% 66% 57% 63% 64% 62% 63% 48% 62% 46%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>10 1 1 1 1 4 1 1 1 7 2 1 9 1 - 5 2 7 9 9 9 1 9 -</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1% 1% 1% 1% 3% 1% 1% 1% 1% 1% 1% 1% 2% 1% - 1% 4% 1% 1% 2% 1% 1% 1% 1% -</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>1 - - - - - 1 - - 1 - 1 1 - - 1 - 1 1 1 - 1 - - 1 - - - - - 1 - - - - -</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** The table presents the distribution of responses among different groups, with columns indicating different states and districts, and rows showing the percentage of respondents who believe each tax should be increased, decreased, or remain the same. The totals are calculated based on the sample size provided.
Table 101-8

QUESTION 86:
Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state's Income Taxes

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSLIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>IMMIGRATION ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td>STRG</td>
<td></td>
<td>STRG</td>
<td>STRG</td>
</tr>
<tr>
<td>TOTAL SUPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>167</td>
<td>613</td>
<td>449</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>-130</td>
<td>-35</td>
<td>-78</td>
<td>-45</td>
<td>-112</td>
<td>7</td>
<td>-139</td>
<td>-122</td>
<td>-10</td>
</tr>
<tr>
<td></td>
<td>-16%</td>
<td>-10%</td>
<td>-12%</td>
<td>-34%</td>
<td>-4%</td>
<td>-48%</td>
<td>-2%</td>
<td>-3%</td>
<td>-37%</td>
</tr>
<tr>
<td>INCREASED</td>
<td>82</td>
<td>41</td>
<td>73</td>
<td>10</td>
<td>77</td>
<td>5</td>
<td>68</td>
<td>13</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
<td>7%</td>
<td>14%</td>
<td>2%</td>
<td>15%</td>
<td>4%</td>
<td>18%</td>
</tr>
<tr>
<td>DECREASED</td>
<td>213</td>
<td>75</td>
<td>151</td>
<td>54</td>
<td>102</td>
<td>107</td>
<td>80</td>
<td>132</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>27%</td>
<td>21%</td>
<td>23%</td>
<td>41%</td>
<td>18%</td>
<td>50%</td>
<td>17%</td>
<td>41%</td>
<td>14%</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>495</td>
<td>235</td>
<td>415</td>
<td>68</td>
<td>384</td>
<td>99</td>
<td>310</td>
<td>174</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td>62%</td>
<td>66%</td>
<td>64%</td>
<td>52%</td>
<td>67%</td>
<td>47%</td>
<td>66%</td>
<td>54%</td>
<td>66%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>10</td>
<td>3</td>
<td>10</td>
<td>-</td>
<td>8</td>
<td>1</td>
<td>8</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>-</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIOPINONSTRATEGIES
QUESTION 87: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same. The state’s Sales Taxes

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>48%</td>
<td>52%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>-97</td>
<td>-48</td>
<td>-49</td>
<td>-21</td>
</tr>
<tr>
<td></td>
<td>-12%</td>
<td>-12%</td>
<td>-12%</td>
<td>-12%</td>
</tr>
<tr>
<td>INCREASED</td>
<td>94</td>
<td>48</td>
<td>46</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>DECREASED</td>
<td>191</td>
<td>95</td>
<td>95</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>24%</td>
<td>25%</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>513</td>
<td>241</td>
<td>272</td>
<td>83</td>
</tr>
<tr>
<td></td>
<td>64%</td>
<td>63%</td>
<td>65%</td>
<td>64%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Public Opinion Strategies**
Table 102-2

QUESTION 87: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state’s Sales Taxes

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEC/HS OR SOME</td>
<td>GOP/MEN</td>
<td>GOP/WOMEN</td>
<td>IND/MEN</td>
</tr>
<tr>
<td>TOTAL</td>
<td>LESS</td>
<td>COL</td>
<td>COL+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
</tr>
<tr>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>INCREASED</strong></td>
<td>94</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>12%</td>
<td>9%</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>DECREASED</strong></td>
<td>191</td>
<td>20</td>
<td>53</td>
</tr>
<tr>
<td>24%</td>
<td>26%</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>513</td>
<td>49</td>
<td>110</td>
</tr>
<tr>
<td>64%</td>
<td>65%</td>
<td>62%</td>
<td>65%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>3</td>
<td>-2</td>
<td>1</td>
</tr>
<tr>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 102-3

**Question 87:** Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

**The state’s Sales Taxes**

**Banner 3**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER $60K-</td>
<td>GOP/IND/DEM/</td>
<td>TEA PARTY</td>
<td>OF RESIDENCY</td>
<td>BASE=TOTAL SAMPLE</td>
</tr>
<tr>
<td>$60K $80K</td>
<td>UNDER IND/</td>
<td>PROT-</td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>$80K $100K</td>
<td>DEM/</td>
<td>ESTANT</td>
<td></td>
<td>21%</td>
</tr>
<tr>
<td>$100K+</td>
<td></td>
<td>OLIC</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MEN</td>
<td></td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WOMEN</td>
<td></td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WHITE</td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OTHER</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>YEARS</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>YEARS</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 170 122 139 291 123 222 83 96 74 99 314 341 425 210 347 382 729 50 198 196 401</td>
<td>100% 21% 15% 17% 36% 15% 28% 10% 12% 9% 12% 39% 43% 53% 26% 43% 40% 91% 6% 25% 25% 50%</td>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>-97 -29 -12 -17 -16 -19 -13 -11 -9 -1 -53 -25 -49 -31 -40 -37 -76 -14 -18 -18 -60</td>
</tr>
</tbody>
</table>
Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state's income tax, sales tax and property tax. Thinking about the state's budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same. The state's Sales Taxes

### Table 102-4

<table>
<thead>
<tr>
<th>TAX</th>
<th>INCREASED</th>
<th>DECREASED</th>
<th>STAY THE SAME</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCOME</td>
<td>12%</td>
<td>13%</td>
<td>64%</td>
<td>6%</td>
</tr>
<tr>
<td>SALES</td>
<td>12%</td>
<td>13%</td>
<td>64%</td>
<td>6%</td>
</tr>
<tr>
<td>PROPERTY</td>
<td>12%</td>
<td>13%</td>
<td>64%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Work in Johnson County

<table>
<thead>
<tr>
<th>TYPE</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>IN-</td>
<td>OUT-</td>
<td>YES</td>
<td>NO</td>
<td>FAMILY</td>
<td>OTHER</td>
<td>SIDE</td>
<td>SIDE</td>
</tr>
<tr>
<td>SINGLE</td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>353</td>
<td>384</td>
<td>365</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>55%</td>
<td>44%</td>
<td>9%</td>
<td>44%</td>
<td>48%</td>
<td>46%</td>
<td>54%</td>
<td>27%</td>
</tr>
</tbody>
</table>

**D/S (INCREASED - DECREASED)**

|        | INCREASED | DECREASED | STAY THE SAME | DON'T KNOW |
|        | 12%       | 13%       | 64%           | 6%         |

Public Opinion Strategies
Table 102-5

Question 87: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state’s Sales Taxes

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MISS-</td>
<td>BLUE</td>
<td>OLATHE</td>
</tr>
<tr>
<td></td>
<td>GAR-</td>
<td>ERTON</td>
<td>HILL</td>
</tr>
<tr>
<td></td>
<td>SPRING</td>
<td>DE-</td>
<td>SOTO</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 352 167 28 14 47 149 135 122 143 134 117 261 89 56 72 166 104 52 345 234 220</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>-97  -38  -21 -6 -3 -17 -6 -36 -13 -16 -4 -22 -24 -33 -5 -13 -12 -10 -43 -26 -28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCREASED</td>
<td>94 44 20 25 3  - 3 22 10 14 19 21 8 33 5 9 6 21 15 5 36 34 25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECREASED</td>
<td>191 82 41 36 8  3 20 28 45 26 35 25 31 56 38 14 19 34 15 15 78 59 53</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>513 224 106 131 17 10 24 98 80 82 87 88 78 169 46 33 47 111 75 31 230 141 141</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>3 2 1 - - - - 1 2 - - 3 - - - - - - - - 1 - 2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 102-6

QUESTION 87: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same. The state's Sales Taxes

| **STATE HOUSE DISTRICTS** | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 |
|---------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **TOTAL BASE=TOTAL SAMPLE** | 800| 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |
| 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 5% | 4% | 3% | 4% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |
| **D/S (INCREASED - DECREASED)** | -97 | 2 | -11 | -2 | -11 | -7 | -4 | -2 | -9 | 1 | 1 | -6 | -3 | -7 | -3 | -1 | -8 | -9 | -3 | 1 | -2 | -5 | -12% | 6% |
| **INCREASED** | -12% | 6% | -3% | -4% | -23% | -24% | -15% | -7% | 7% | -26% | -34% | 3% | 2% | -11% | -7% | -17% | -11% | -5% | -25% | -37% | -19% | -5% | 2% |
| **DECREASED** | 94 | 9 | 1 | 6 | 3 | 4 | 5 | 7 | 3 | 1 | 8 | 4 | 4 | 5 | 6 | 2 | 6 | 1 | 2 | 3 | 7 | 5 |
| 12% | 23% | 4% | 13% | 6% | 10% | 14% | 17% | 10% | 4% | 24% | 12% | 7% | 10% | 13% | 8% | 21% | 4% | 8% | 7% | 15% | 15% |
| **STAY THE SAME** | 513 | 23 | 17 | 30 | 31 | 16 | 16 | 22 | 30 | 16 | 15 | 18 | 25 | 41 | 34 | 23 | 22 | 15 | 21 | 12 | 30 | 30 | 26 |
| 64% | 59% | 56% | 70% | 65% | 57% | 56% | 61% | 73% | 53% | 58% | 56% | 77% | 75% | 72% | 56% | 73% | 53% | 66% | 48% | 67% | 63% | 73% |
| **DON’T KNOW** | 3 | - | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | - | - | 1 | - | - | 1% | - |
Table 102-7

QUESTION 87: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state’s Sales Taxes

<table>
<thead>
<tr>
<th>BANNER 7</th>
<th>JOHNSON COUNTY SERVICES</th>
<th>CONTROL JCCC</th>
<th>CO ECON</th>
<th>STATE LOCAL</th>
<th>LEAD- LEAD- VERY</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE SENATE DISTRICTS VS. COUNTRY FOR TAXES IN COUNTY</td>
<td>PUBLIC EDU JCCC IMAGE</td>
<td>STATE LOCAL</td>
<td>LEAD- LEAD- VERY</td>
<td>JCCC/ECON DEVELOP</td>
<td>JCCC PREPARE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>115</td>
<td>110</td>
<td>124</td>
</tr>
<tr>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td>-97</td>
<td>1</td>
<td>-15</td>
<td>-20</td>
<td>-30</td>
<td>-14</td>
<td>-16</td>
</tr>
<tr>
<td>INCREASED</td>
<td>94</td>
<td>17</td>
<td>15</td>
<td>12</td>
<td>10</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>DECREASED</td>
<td>191</td>
<td>16</td>
<td>30</td>
<td>31</td>
<td>39</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>513</td>
<td>74</td>
<td>69</td>
<td>69</td>
<td>66</td>
<td>70</td>
<td>86</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>3</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

<table>
<thead>
<tr>
<th>TAKES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
</tr>
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<tbody>
<tr>
<td><strong>STD</strong></td>
<td><strong>FED</strong></td>
<td><strong>TOTAL SUPP</strong></td>
<td><strong>OFF</strong></td>
<td><strong>OPP</strong></td>
<td><strong>FAV</strong></td>
<td><strong>OPP</strong></td>
<td><strong>SUPP</strong></td>
<td><strong>OPP</strong></td>
<td><strong>SUPP</strong></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
</tr>
<tr>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
</tr>
<tr>
<td><strong>D/S (INCREASED -</strong></td>
<td>-97</td>
<td>-19</td>
<td>-44</td>
<td>-20</td>
<td>-76</td>
<td>-13</td>
<td>-81</td>
<td>-114</td>
<td>-103</td>
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<tr>
<td>DECREASED**</td>
<td>-12%</td>
<td>-5%</td>
<td>-7%</td>
<td>-33%</td>
<td>-4%</td>
<td>-3%</td>
<td>-25%</td>
<td>-13%</td>
<td>-23%</td>
</tr>
<tr>
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<td>94</td>
<td>48</td>
<td>85</td>
<td>9</td>
<td>81</td>
<td>11</td>
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<td>14%</td>
<td>5%</td>
<td>15%</td>
<td>7%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>DECREASED</td>
<td>191</td>
<td>67</td>
<td>132</td>
<td>53</td>
<td>101</td>
<td>87</td>
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<td>20%</td>
<td>40%</td>
<td>18%</td>
<td>41%</td>
<td>18%</td>
<td>32%</td>
<td>9%</td>
<td>28%</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>513</td>
<td>238</td>
<td>429</td>
<td>70</td>
<td>387</td>
<td>115</td>
<td>311</td>
<td>192</td>
<td>118</td>
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<td>64%</td>
<td>67%</td>
<td>66%</td>
<td>53%</td>
<td>68%</td>
<td>54%</td>
<td>67%</td>
<td>60%</td>
<td>71%</td>
<td>62%</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>3</td>
<td>-3</td>
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<td>3</td>
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<td>1</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>

PUBLICATION STRATEGIES
Table 103-1

QUESTION 88:

Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state's income tax, sales tax and property tax. Thinking about the state's budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state's Property Taxes

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Gender/Age</th>
<th>Party</th>
<th>Ideology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
<td>55-64</td>
</tr>
<tr>
<td></td>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>48%</td>
<td>52%</td>
<td>16%</td>
</tr>
</tbody>
</table>

**D/S (INCREASED - DECREASED)**

- 23%   -24%   -22%  -15%  -24%   -26%  -24%  -26%  -22%  -27%  -22%  -40%  -22%  -32%  -20%  -3%  -6%  -1%  -44%  -42%  -12%  -5%

INCREASED

60   33   28   16   20   8   7   9   25   8   19   9   1   5   6   23   30   13   17   2   4   28   25
8%   8%   7%  12%  8%   6%   5%  8%  10%  6%   7%   6%  -3%  2%  12%  16%  16%  17%  1%  1%  9%  17%

DECREASED

243  123  120  36   80   42   44   40   77   45   81   39   86   41   127  64   36   18   18   79   136  67  32
30%  32%  29%  27%  32%  32%  28%  33%  32%  32%  29%  28%  40%  25%  34%  32%  19%  22%  17%  45%  43%  21%  22%

STAY THE SAME

485  227  258  78   145  81   105  71   140  86   165  90   127  112  239  107  115  50   66   91   171  211  86
61%  59%  62%  60%  57%  61%  67%  59%  57%  62%  60%  65%  59%  69%  63%  54%  63%  61%  64%  52%  54%  68%  60%

DON'T KNOW

12   1   11   1   7   3   1   -1   -10   1   1   3   4   5   3   1   2   3   4   5   2
2%   -3%  1%  3%  2%  - -  1%   4%  1%  1%  2%  1%  2%  1%  2%  1%  1%  1%  1%
Table 103-2

QUESTION 88: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state's income tax, sales tax and property tax. Thinking about the state's budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state's Property Taxes

| BANNER 2 | PARTY/EDUCATION | PARTY/AGE | PARTY/GENDER | TEC/ | TOTAL LESS | HS OR SOME | MEN | WOMEN | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 | MEN | WOMEN | 18-54 |
|----------|----------------|-----------|-------------|------|------------|----------|-----|-------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|--------|-----|-------|-------- | "PUBLIC OPINION STRATEGIES"
Table 103-3

**QUESTION 88:** Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state's income tax, sales tax and property tax. Thinking about the state's budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state's Property Taxes

<table>
<thead>
<tr>
<th>BASE=TOTAL SAMPLE</th>
<th><strong>INCOME</strong></th>
<th><strong>PARTY/INCOME</strong></th>
<th><strong>TEA PARTY</strong></th>
<th><strong>RELIGION</strong></th>
<th><strong>ETHNICITY</strong></th>
<th><strong>LENGTH OF RESIDENCY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K-</td>
<td>UNDER GOP/IND/DEMN</td>
<td>PROT-ESTANT</td>
<td>WHITE TOTAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$80K-$100K</td>
<td>UNDER $80K</td>
<td>CATH-OCIC</td>
<td>MEN</td>
<td>WOMEN</td>
<td>WHITE OTHER</td>
</tr>
<tr>
<td></td>
<td>$100K+$100K</td>
<td>$80K+$80K+</td>
<td>OPPOSE</td>
<td>10-20</td>
<td>11-20</td>
<td>20+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
<td>123</td>
</tr>
<tr>
<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>36%</td>
<td>15%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>INCREASED</strong></td>
<td>60</td>
<td>14</td>
<td>8</td>
<td>12</td>
<td>22</td>
<td>1</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>9%</td>
<td>8%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>DECREASED</strong></td>
<td>243</td>
<td>68</td>
<td>40</td>
<td>36</td>
<td>73</td>
<td>45</td>
</tr>
<tr>
<td>30%</td>
<td>40%</td>
<td>33%</td>
<td>26%</td>
<td>35%</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>STAY THE SAME</strong></td>
<td>485</td>
<td>84</td>
<td>71</td>
<td>90</td>
<td>191</td>
<td>75</td>
</tr>
<tr>
<td>61%</td>
<td>50%</td>
<td>58%</td>
<td>65%</td>
<td>66%</td>
<td>61%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>12</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Table 103-4
QUESTION 88: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state’s Property Taxes

<table>
<thead>
<tr>
<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>353</td>
<td>384</td>
<td>365</td>
<td>433</td>
<td>215</td>
<td>151</td>
</tr>
<tr>
<td>INCREASED</td>
<td>60</td>
<td>33</td>
<td>27</td>
<td>49</td>
<td>11</td>
<td>31</td>
<td>24</td>
<td>23</td>
<td>37</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>DECREASED</td>
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<td>137</td>
<td>105</td>
<td>220</td>
<td>19</td>
<td>100</td>
<td>126</td>
<td>112</td>
<td>131</td>
<td>63</td>
<td>49</td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>485</td>
<td>268</td>
<td>216</td>
<td>443</td>
<td>36</td>
<td>219</td>
<td>228</td>
<td>221</td>
<td>262</td>
<td>130</td>
<td>92</td>
</tr>
<tr>
<td>DON’T KNOW</td>
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<td>5</td>
<td>7</td>
<td>10</td>
<td>2</td>
<td>4</td>
<td>7</td>
<td>9</td>
<td>3</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 103-5

**QUESTION 88:** Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state’s Property Taxes

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td><strong>D/S (INCREASED - DECREASED)</strong></td>
<td><strong>STAY THE SAME</strong></td>
<td><strong>DON’T KNOW</strong></td>
</tr>
<tr>
<td>TOTAL</td>
<td>MISS-ION</td>
<td>VALLEY</td>
<td>OLATHE</td>
</tr>
<tr>
<td>-------</td>
<td>---------</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td>800</td>
<td>352</td>
<td>167</td>
<td>192</td>
</tr>
<tr>
<td>100%</td>
<td>44%</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>-23%</td>
<td>-17%</td>
<td>-26%</td>
<td>-24%</td>
</tr>
<tr>
<td>60</td>
<td>35</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>8%</td>
<td>10%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>243</td>
<td>95</td>
<td>55</td>
<td>57</td>
</tr>
<tr>
<td>30%</td>
<td>27%</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>485</td>
<td>217</td>
<td>96</td>
<td>123</td>
</tr>
<tr>
<td>61%</td>
<td>62%</td>
<td>57%</td>
<td>64%</td>
</tr>
<tr>
<td>12</td>
<td>5</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 103-6

QUESTION 88: Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state’s Property Taxes

| TOTAL | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 |
|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=TOTAL SAMPLE | 800 | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |
| **D/S (INCREASED - DECREASED)** | **-183** | -10 | -6 | -13 | -7 | -4 | -6 | -12 | -5 | -7 | -2 | -15 | -9 | -14 | -5 | -4 | -16 | -10 | -13 | -13 | -6 |
| **-23%** | -27% | -21% | -13% | -27% | -24% | -14% | -17% | -38% | -19% | -21% | -6% | -27% | -20% | -32% | -18% | -16% | -50% | -39% | -29% | -28% | -17% |
| INCREASED | 60 | 1 | 1 | 4 | 4 | 1 | 3 | 4 | 4 | 2 | 4 | 2 | 2 | 5 | 1 | 2 | 5 | 1 | 3 | - | 2 | 3 |
| 8% | 4% | 9% | 9% | 4% | 12% | 10% | 10% | 7% | 15% | 13% | 8% | 3% | 11% | 3% | 5% | 17% | 2% | 10% | - | 5% | 8% |
| DECREASED | 243 | 12 | 9 | 10 | 17 | 9 | 7 | 10 | 4 | 14 | 9 | 11 | 4 | 17 | 14 | 15 | 7 | 9 | 17 | 12 | 13 | 16 | 9 |
| 30% | 30% | 30% | 22% | 36% | 27% | 26% | 27% | 11% | 46% | 34% | 33% | 14% | 31% | 31% | 36% | 24% | 33% | 52% | 48% | 29% | 34% | 25% |
| 61% | 66% | 62% | 69% | 55% | 69% | 59% | 63% | 77% | 47% | 45% | 50% | 78% | 66% | 58% | 61% | 71% | 46% | 46% | 42% | 69% | 50% | 68% |
| DON'T KNOW | 12 | - | - | - | - | 1 | - | 1 | 1 | - | - | - | - | - | - | - | 1 | - | - | 1 | 5 | - |
| 2% | - | - | - | - | - | 3% | - | 2% | - | 6% | 4% | - | - | - | - | 4% | - | - | 2% | 11% | - |
Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state’s income tax, sales tax and property tax. Thinking about the state’s budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same.

The state’s Property Taxes

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER</th>
<th>JCCC image DEVELOP</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>115</td>
<td>110</td>
<td>124</td>
</tr>
<tr>
<td>INCREASED</td>
<td>60</td>
<td>12</td>
<td>11</td>
<td>6</td>
<td>10</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>12%</td>
<td>9%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
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<td>39</td>
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</tr>
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<td>41%</td>
<td>34%</td>
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<tr>
<td>STAY THE SAME</td>
<td>485</td>
<td>69</td>
<td>70</td>
<td>58</td>
<td>66</td>
<td>69</td>
<td>81</td>
</tr>
<tr>
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<td>61%</td>
<td>52%</td>
<td>57%</td>
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<tr>
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<td>12</td>
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</tr>
</tbody>
</table>

P U B L I C   O P I N I O N   S T R A T E G I E S
Table 103-8

Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state's income tax, sales tax and property tax. Thinking about the state's budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same. The state's Property Taxes

<table>
<thead>
<tr>
<th>BANNER 8</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>ENFORCE</th>
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<td>BASE=TOTAL</td>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
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<td>81%</td>
<td>17%</td>
<td>71%</td>
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<tr>
<td>**D/S (INCREASED - DECREASED)</td>
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<td>10%</td>
<td>4%</td>
<td>14%</td>
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</tr>
<tr>
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<td>243</td>
<td>94</td>
<td>180</td>
<td>55</td>
<td>126</td>
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<td>113</td>
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</tr>
<tr>
<td></td>
<td>30%</td>
<td>27%</td>
<td>28%</td>
<td>42%</td>
<td>22%</td>
<td>52%</td>
<td>24%</td>
<td>40%</td>
<td>18%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAY THE SAME</td>
<td>485</td>
<td>218</td>
<td>403</td>
<td>71</td>
<td>377</td>
<td>98</td>
<td>301</td>
<td>175</td>
<td>112</td>
</tr>
<tr>
<td></td>
<td>61%</td>
<td>62%</td>
<td>62%</td>
<td>54%</td>
<td>66%</td>
<td>46%</td>
<td>65%</td>
<td>55%</td>
<td>67%</td>
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<tr>
<td>DON'T KNOW</td>
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<td>6</td>
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<td>8</td>
<td>4</td>
<td>7</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>2%</td>
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<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 104-1

And, of these three taxes which fund state government - income taxes, sales taxes and property taxes, which of the following do you like paying the least?

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tbody>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
<td>253</td>
</tr>
<tr>
<td>INCOME TAX</td>
<td>292</td>
<td>146</td>
<td>147</td>
<td>54</td>
<td>55</td>
</tr>
<tr>
<td>SALES TAX</td>
<td>147</td>
<td>69</td>
<td>78</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td>PROPERTY TAX</td>
<td>331</td>
<td>157</td>
<td>174</td>
<td>53</td>
<td>104</td>
</tr>
<tr>
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<td>25</td>
<td>10</td>
<td>15</td>
<td>-</td>
<td>10</td>
</tr>
<tr>
<td>REFUSED</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>-</td>
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</table>

PUBLIC OPINION STRATEGIES
### Table 104-2

**QUESTION 89:** And, of these three taxes which fund state government - income taxes, sales taxes and property taxes, which of the following do you like paying the least?

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<tr>
<td></td>
<td>TEC/</td>
<td>HS OR SOM</td>
<td>GOP</td>
<td>GDP</td>
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<tr>
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<td>WOMEN</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td></td>
<td>HS OR SOM</td>
<td></td>
<td>18-54</td>
<td>55+</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>LESS</td>
<td>COLL+</td>
<td></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
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<td>292</td>
<td>29</td>
<td>70</td>
<td>193</td>
</tr>
<tr>
<td>SALES TAX</td>
<td>147</td>
<td>10</td>
<td>33</td>
<td>104</td>
</tr>
<tr>
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<td>331</td>
<td>36</td>
<td>72</td>
<td>223</td>
</tr>
<tr>
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<td>25</td>
<td>-</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>REFUSED</td>
<td>5</td>
<td>1</td>
<td>2</td>
<td>2</td>
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</tbody>
</table>

### PUBLIC OPINION STRATEGIES
Table 104-3

QUESTION 89: And, of these three taxes which fund state government - income taxes, sales taxes and property taxes, which of the following do you like paying the least?

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>$60K-</td>
<td>$80K-</td>
<td>$100K+</td>
<td>$80K-</td>
<td>$80K+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td>INCOME TAX</td>
<td>292</td>
<td>55</td>
<td>42</td>
<td>47</td>
<td>116</td>
</tr>
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<td>147</td>
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<td>21</td>
<td>33</td>
<td>54</td>
</tr>
<tr>
<td>PROPERTY TAX</td>
<td>331</td>
<td>80</td>
<td>55</td>
<td>51</td>
<td>112</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>25</td>
<td>4</td>
<td>1</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>2</td>
<td>1</td>
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</tr>
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</table>

PUBLIC OPINION STRATEGIES
Table 104-4

QUESTION 89: And, of these three taxes which fund state government - income taxes, sales taxes and property taxes, which of the following do you like paying the least?

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<tr>
<td></td>
<td>TOTAL</td>
<td>YES</td>
<td>NO</td>
<td>FAMILY SIDE</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>55%</td>
<td>44%</td>
<td>69</td>
<td>353</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL</td>
<td>100%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCOME TAX</td>
<td>IN-</td>
<td>292</td>
<td>171</td>
<td>120</td>
<td>356</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>OUT-</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>37%</td>
<td>39%</td>
<td>46%</td>
<td>38%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
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<td>90</td>
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<td>132</td>
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<td></td>
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</tr>
<tr>
<td></td>
<td>OUT-</td>
<td>100%</td>
<td></td>
<td></td>
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<td>16%</td>
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<td>BASE=TOTAL</td>
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<td></td>
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<tr>
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<td>168</td>
<td>163</td>
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<td>OUT-</td>
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<tr>
<td></td>
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<td>100%</td>
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<td>3%</td>
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<td>BASE=TOTAL</td>
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<td>1%</td>
<td>1%</td>
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<td></td>
<td>BASE=TOTAL</td>
<td>100%</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 104-5

**QUESTION 89:** And, of these three taxes which fund state government - income taxes, sales taxes and property taxes, which of the following do you like paying the least?

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
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<tbody>
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<td>Barnett</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>GARD-</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>EOG-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEP/</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHAW-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MISS-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>ION</td>
<td></td>
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<td></td>
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<tr>
<td>VALLEY</td>
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</tr>
<tr>
<td>Olathe</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>De-</td>
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<td></td>
<td></td>
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<tr>
<td>Soto</td>
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<td></td>
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<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
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<td></td>
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<td>6</td>
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<td></td>
</tr>
<tr>
<td>Shew-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nea-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wood-</td>
<td></td>
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<tr>
<td>Lenexa</td>
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<td>Region</td>
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<td>Rural</td>
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<td>23-</td>
<td></td>
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<td></td>
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<td>24-</td>
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<td></td>
</tr>
<tr>
<td>TOTAL BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>352</td>
<td>167</td>
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<td>INCOME TAX</td>
<td>292</td>
<td>130</td>
<td>73</td>
</tr>
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<td>68</td>
<td>29</td>
</tr>
<tr>
<td>PROPERTY TAX</td>
<td>331</td>
<td>138</td>
<td>61</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>25</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>4</td>
<td>-</td>
</tr>
</tbody>
</table>

**Public Opinion Strategies**
Table 104-6

QUESTION 89:
And, of these three taxes which fund state government - income taxes, sales taxes and property taxes, which of the following do you like paying the least?

| BASE=TOTAL SAMPLE | TOTAL | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|-------------------|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=TOTAL SAMPLE | 800   | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 | 100% | 5%  | 4%  | 5%  | 6%  | 4%  | 3%  | 5%  | 5%  | 4%  | 3%  | 4%  | 7%  | 6%  | 5%  | 4%  | 3%  | 4%  | 3%  | 6%  | 6%  | 4%  |
| INCOME TAX        | 292   | 14 | 12 | 18 | 15 | 9  | 14 | 16 | 17 | 11 | 10 | 8  | 11 | 16 | 16 | 24 | 10 | 9  | 10 | 16 | 19 | 10 | 100% | 4%  | 3%  | 5%  | 4%  | 4%  | 3%  | 5%  | 4%  | 3%  | 4%  | 3%  | 6%  | 6%  | 4%  | 3%  | 4%  | 3%  | 6%  | 6%  | 4%  |
| SALES TAX         | 147   | 7  | 7  | 5  | 11 | 6  | 6  | 4  | 7  | 7  | 8  | 5  | 7  | 5  | 7  | 5  | 9  | 8  | 7  | 5  | 100% | 2%  | 2%  | 4%  | 3%  | 3%  | 2%  | 3%  | 2%  | 2%  | 2%  | 2%  | 2%  | 3%  | 2%  | 2%  | 2%  | 2%  | 2%  | 2%  | 2%  | 2%  |
| PROPERTY TAX      | 331   | 18 | 11 | 16 | 19 | 13 | 7  | 12 | 14 | 15 | 8  | 16 | 14 | 14 | 11 | 10 | 11 | 10 | 18 | 7  | 19 | 21 | 19 | 100% | 5%  | 4%  | 6%  | 5%  | 6%  | 5%  | 6%  | 5%  | 6%  | 5%  | 6%  | 5%  | 6%  | 5%  | 6%  | 5%  | 6%  | 5%  | 6%  | 5%  | 6%  |
| DON'T KNOW        | 25    | -  | -  | 4  | 1  | -  | -  | 4  | -  | -  | 1  | -  | -  | 3  | -  | -  | 1  | -  | -  | -  | -  | 2  | 2  | 100% | 3%  | -  | 4%  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |
| REFUSED           | 5     | -  | -  | 2  | -  | -  | -  | 1  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | 100% | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |

PUBLIC OPINION STRATEGIES
Table 104-7

**QUESTION 89:** And, of these three taxes which fund state government - income taxes, sales taxes and property taxes, which of the following do you like paying the least?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>TOTAL 7 8 9 10 11 23 37  BETTER SAME  TOO ABOUT INCR- DECR- LEAD- LEAD-VERY FAV FAV AGREE AGREE AGREE AGREE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>800 106 115 112 115 110 124 118 602 189 225 564 172 114 483 52 721 545 742 661 112 683 40</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>100% 13% 14% 14% 14% 14% 15% 15% 75% 24% 28% 70% 21% 14% 60% 6% 90% 68% 93% 83% 14% 85% 5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCOME TAX</td>
<td>292 41 47 30 41 48 38 49 229 60 84 207 60 41 185 21 265 187 272 241 43 249 17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>37% 39% 40% 27% 35% 43% 30% 41% 38% 32% 37% 37% 35% 36% 38% 40% 37% 34% 37% 36% 38% 37% 42%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SALES TAX</td>
<td>147 19 19 26 30 19 14 20 118 27 32 111 41 17 79 8 131 106 138 124 21 129 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18% 18% 17% 24% 26% 17% 11% 17% 20% 14% 14% 20% 24% 15% 16% 15% 18% 19% 19% 19% 19% 19% 15%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PROPERTY TAX</td>
<td>331 41 44 52 42 40 64 48 232 97 104 221 65 51 203 20 302 232 304 274 41 283 16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>41% 38% 38% 47% 37% 36% 52% 40% 39% 51% 46% 39% 38% 45% 42% 38% 42% 43% 41% 41% 37% 41% 40%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>25 5 4 1 1 4 7 2 22 3 4 21 7 3 13 3 20 18 24 20 5 20 1</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>3% 5% 3% 1% 1% 4% 6% 1% 4% 2% 2% 4% 4% 3% 3% 5% 3% 3% 3% 3% 5% 3% 3%</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>5 - 1 2 1 - 1 - 1 3 1 4 - 1 2 1 4 3 4 3 2 3 -</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1% 1% 2% 1% - 1% 1% 1% 1% 2% 1% - - - - 2% - - 2% - -</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 104-8

QUESTION 89:
And, of these three taxes which fund state government - income taxes, sales taxes and property taxes, which of the following do you like paying the least?

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES</th>
<th>TAXES FOR</th>
<th>TAXES FOR</th>
<th>TAXES</th>
<th>TAXES</th>
<th>SALES TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FOR ECON DEVELOP</td>
<td>EDUCATION</td>
<td>HIGHER EDU</td>
<td>FOR NEW TERMINAL</td>
<td>FOR TRANSIT</td>
<td>FOR ROADS</td>
<td>FOR ONLINE</td>
<td>LEAST FAV TAX</td>
</tr>
<tr>
<td>STRG</td>
<td>TOTAL</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
</tr>
<tr>
<td>---------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
<td>-----</td>
<td>-----</td>
<td>-------</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>59%</td>
<td>40%</td>
</tr>
<tr>
<td>INCOME TAX</td>
<td>292</td>
<td>135</td>
<td>245</td>
<td>41</td>
<td>201</td>
<td>83</td>
<td>155</td>
<td>134</td>
</tr>
<tr>
<td></td>
<td>37%</td>
<td>36%</td>
<td>36%</td>
<td>31%</td>
<td>35%</td>
<td>35%</td>
<td>39%</td>
<td>33%</td>
</tr>
<tr>
<td>SALES TAX</td>
<td>147</td>
<td>64</td>
<td>116</td>
<td>26</td>
<td>116</td>
<td>31</td>
<td>99</td>
<td>42</td>
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<tr>
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<td>18%</td>
<td>18%</td>
<td>20%</td>
<td>20%</td>
<td>14%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>PROPERTY TAX</td>
<td>331</td>
<td>145</td>
<td>265</td>
<td>59</td>
<td>230</td>
<td>93</td>
<td>196</td>
<td>133</td>
</tr>
<tr>
<td></td>
<td>41%</td>
<td>41%</td>
<td>45%</td>
<td>40%</td>
<td>44%</td>
<td>42%</td>
<td>41%</td>
<td>39%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>25</td>
<td>7</td>
<td>20</td>
<td>4</td>
<td>19</td>
<td>5</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>-</td>
</tr>
</tbody>
</table>
And, would you be willing to pay a higher sales tax on items you purchase in order to reduce your income tax rate?

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th></th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-24</td>
<td>35-44</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>176</td>
<td>223</td>
<td>64</td>
<td>137</td>
<td>69</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>-2</td>
<td>26</td>
<td>-28</td>
<td>13</td>
<td>-4</td>
<td>-7</td>
</tr>
<tr>
<td>TOTAL YES</td>
<td>193</td>
<td>99</td>
<td>94</td>
<td>39</td>
<td>68</td>
<td>32</td>
</tr>
<tr>
<td>TOTAL NO</td>
<td>195</td>
<td>73</td>
<td>122</td>
<td>25</td>
<td>65</td>
<td>36</td>
</tr>
<tr>
<td>DEFINITELY YES</td>
<td>78</td>
<td>40</td>
<td>38</td>
<td>11</td>
<td>31</td>
<td>12</td>
</tr>
<tr>
<td>PROBABLY YES</td>
<td>115</td>
<td>59</td>
<td>56</td>
<td>27</td>
<td>37</td>
<td>20</td>
</tr>
<tr>
<td>PROBABLY NO</td>
<td>74</td>
<td>24</td>
<td>50</td>
<td>18</td>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>DEFINITELY NO</td>
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<td>49</td>
<td>72</td>
<td>7</td>
<td>44</td>
<td>24</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>11</td>
<td>4</td>
<td>7</td>
<td>-</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>-</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Table 105-2

QUESTION 90: And, would you be willing to pay a higher sales tax on items you purchase in order to reduce your income tax rate?

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>LESS</td>
<td>COLLEGE+</td>
<td>TOTAL</td>
</tr>
<tr>
<td></td>
<td>HS OR</td>
<td>MEN</td>
<td>WOMEN</td>
<td>GOP/LESS</td>
</tr>
<tr>
<td></td>
<td>SOME</td>
<td>MEN</td>
<td>WOMEN</td>
<td>COLLEGE+</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>COLLEGE+</td>
</tr>
<tr>
<td>ROW 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TEK/</td>
<td>91</td>
<td>93</td>
<td>39</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>115</td>
<td>68</td>
<td>77</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>61</td>
<td>15</td>
<td>71</td>
<td>29</td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>35</td>
<td>88</td>
<td>274</td>
</tr>
<tr>
<td>**D/S (YES - NO)</td>
<td>-2</td>
<td>9</td>
<td>-17</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL YES</td>
<td>193</td>
<td>22</td>
<td>33</td>
<td>137</td>
</tr>
<tr>
<td>TOTAL NO</td>
<td>195</td>
<td>13</td>
<td>49</td>
<td>132</td>
</tr>
<tr>
<td>DEFINITELY YES</td>
<td>78</td>
<td>114</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>PROBABLY YES</td>
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<td>84</td>
<td>31</td>
<td>10</td>
</tr>
<tr>
<td>PROBABLY NO</td>
<td>74</td>
<td>14</td>
<td>55</td>
<td>8</td>
</tr>
<tr>
<td>DEFINITELY NO</td>
<td>121</td>
<td>35</td>
<td>77</td>
<td>26</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>11</td>
<td>1</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 105-3

**QUESTION 90:** And, would you be willing to pay a higher sales tax on items you purchase in order to reduce your income tax rate?

**BANNER 3**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER $60K</td>
<td>$80K-</td>
<td>$100K-</td>
<td>$100K+</td>
<td>$80K+</td>
<td>$80K+</td>
</tr>
<tr>
<td>---------</td>
<td>-----------</td>
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<td>--------</td>
<td>--------</td>
<td>--------</td>
</tr>
<tr>
<td>$60K</td>
<td>$80K</td>
<td>$80K-</td>
<td>$100K-</td>
<td>$100K+</td>
<td>$80K+</td>
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<tr>
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<td>-----------</td>
<td>--------</td>
<td>--------</td>
<td>--------</td>
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</tr>
<tr>
<td>BASE=SAMPLE A</td>
<td>398</td>
<td>82</td>
<td>66</td>
<td>71</td>
<td>145</td>
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<tr>
<td><strong>D/S (YES - NO)</strong></td>
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<td>-21</td>
<td>-5</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
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<td>30</td>
<td>30</td>
<td>40</td>
<td>73</td>
</tr>
<tr>
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<td>195</td>
<td>50</td>
<td>36</td>
<td>27</td>
<td>69</td>
</tr>
<tr>
<td>DEFINITELY YES</td>
<td>78</td>
<td>20</td>
<td>13</td>
<td>11</td>
<td>28</td>
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<tr>
<td>PROBABLY YES</td>
<td>115</td>
<td>10</td>
<td>18</td>
<td>29</td>
<td>45</td>
</tr>
<tr>
<td>PROBABLY NO</td>
<td>74</td>
<td>18</td>
<td>19</td>
<td>12</td>
<td>22</td>
</tr>
<tr>
<td>DEFINITELY NO</td>
<td>121</td>
<td>32</td>
<td>17</td>
<td>16</td>
<td>47</td>
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<tr>
<td>DON'T KNOW</td>
<td>11</td>
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<td>3</td>
</tr>
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</table>

**PUBLIC OPINION STRATEGIES**
**Table 105-4**

**QUESTION 90:** And, would you be willing to pay a higher sales tax on items you purchase in order to reduce your income tax rate?

**BANNER 4**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE A</td>
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<td></td>
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</tr>
<tr>
<td>SINGLE IN-</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL YES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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**Don't Know:**

**Public Opinion Strategies**
Table 105-5

QUESTION 90: And, would you be willing to pay a higher sales tax on items you purchase in order to reduce your income tax rate?

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PUBLI C OPINION STRATEGIES
Table 105-6

QUESTION 90: And, would you be willing to pay a higher sales tax on items you purchase in order to reduce your income tax rate?

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Table 105-7
QUESTION 90: And, would you be willing to pay a higher sales tax on items you purchase in order to reduce your income tax rate?

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PUBLICATION STRATEGIES
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**QUESTION 90:** And, would you be willing to pay a higher sales tax on items you purchase in order to reduce your income tax rate?

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<td>10</td>
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<td>18</td>
<td>46</td>
<td>26</td>
<td>8</td>
<td>64</td>
<td>39</td>
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<td>50</td>
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<td>31</td>
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<td>1</td>
<td>9</td>
<td>4</td>
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<td>1</td>
<td>9</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>7</td>
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</tbody>
</table>

PUBLI COPINION STRATEGIES
Table 106-1

QUESTION 91: And, would you be willing to pay higher property taxes in order to reduce your income tax rate?

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
<td></td>
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<td>402</td>
<td>208</td>
<td>193</td>
<td>67</td>
</tr>
<tr>
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<td>117</td>
<td>62</td>
<td>55</td>
<td>21</td>
<td>43</td>
</tr>
<tr>
<td>TOTAL NO</td>
<td>251</td>
<td>135</td>
<td>117</td>
<td>38</td>
<td>63</td>
</tr>
<tr>
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<td>30</td>
<td>21</td>
<td>10</td>
<td>1</td>
<td>12</td>
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<td>PROBABLY YES</td>
<td>86</td>
<td>42</td>
<td>45</td>
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<td>31</td>
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<td>77</td>
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<td>41</td>
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PUBLIC OPINION STRATEGIES
Table 106-2

And, would you be willing to pay higher property taxes in order to reduce your income tax rate?

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<tr>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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</thead>
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<td>TEC/HS OR SOME</td>
<td>GOP</td>
<td>MEN</td>
<td>TEC/18-54</td>
</tr>
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<td>LESS</td>
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<td>56</td>
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<td>10%</td>
<td>67%</td>
<td>24%</td>
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<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>-135</td>
<td>-34%</td>
<td>-74%</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>97</td>
<td>95</td>
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<td>100%</td>
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<td>11%</td>
</tr>
<tr>
<td>TOTAL YES</td>
<td>117</td>
<td>26</td>
<td>18</td>
</tr>
<tr>
<td>29%</td>
<td>8%</td>
<td>28%</td>
<td>11%</td>
</tr>
<tr>
<td>TOTAL NO</td>
<td>251</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>63%</td>
<td>18%</td>
<td>19%</td>
<td>18%</td>
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**DEFINITELY YES**

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<tr>
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<th>DEM/LESS</th>
<th>GOP/LESS</th>
<th>IND/LESS</th>
<th>DEM/LESS</th>
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<td>10%</td>
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<td>-32%</td>
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<td>4%</td>
<td>10%</td>
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<tr>
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<td>4</td>
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**PROBABLY YES**

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<th>GOP/LESS</th>
<th>IND/LESS</th>
<th>DEM/LESS</th>
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<td>-22%</td>
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<td>4%</td>
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<td>25</td>
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<tr>
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<td>4</td>
<td>25</td>
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<td>18%</td>
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**PROBABLY NO**

<table>
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<th>GOP/LESS</th>
<th>IND/LESS</th>
<th>DEM/LESS</th>
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<td>14</td>
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<td>4%</td>
<td>10%</td>
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<td>4%</td>
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<td>10%</td>
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<tr>
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<td>4</td>
<td>4</td>
<td>14</td>
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<td>4%</td>
<td>10%</td>
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<td>14</td>
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**DEFINITELY NO**

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<th>GOP/LESS</th>
<th>IND/LESS</th>
<th>DEM/LESS</th>
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<td>10%</td>
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<td>-71%</td>
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</tr>
<tr>
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<td>4</td>
<td>21</td>
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<td>10%</td>
<td>4%</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>TOTAL YES</td>
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<td>4</td>
<td>4</td>
<td>21</td>
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<td>10%</td>
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<tr>
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**DON'T KNOW**

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<th>IND/LESS</th>
<th>DEM/LESS</th>
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<td>4%</td>
<td>10%</td>
<td>10%</td>
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<td>-42%</td>
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<td>4</td>
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<td>100%</td>
<td>10%</td>
<td>4%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>TOTAL YES</td>
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<td>4</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>23%</td>
<td>7%</td>
<td>4%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>TOTAL NO</td>
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<td>17</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
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<td>18%</td>
<td>4%</td>
<td>10%</td>
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</table>

**PUBLIC OPINION STRATEGIES**
Table 106-3

**QUESTION 91:** And, would you be willing to pay higher property taxes in order to reduce your income tax rate?

**BANNER 3**

<table>
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<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH</th>
</tr>
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<tbody>
<tr>
<td>UNDER $60K</td>
<td>UNDER $80K</td>
<td>UNDER $100K</td>
<td>UNDER $100K+</td>
<td>UNDER $80K</td>
<td>UNDER $80K+</td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402</td>
<td>88</td>
<td>56</td>
<td>68</td>
<td>147</td>
</tr>
<tr>
<td><strong>Total Yes</strong></td>
<td>117</td>
<td>19</td>
<td>16</td>
<td>21</td>
<td>54</td>
</tr>
<tr>
<td><strong>Total No</strong></td>
<td>251</td>
<td>63</td>
<td>38</td>
<td>39</td>
<td>80</td>
</tr>
</tbody>
</table>
| **

**DEFINITELY YES** | 30 | 4 | 3 | 7 | 12 | 3 | 7 | 1 | 5 | 3 | 6 | 10 | 18 | 16 | 9 | 19 | 10 | 29 | 2 | 7 | 7 | 16 |
| **Probably YES** | 86 | 14 | 13 | 14 | 41 | 8 | 30 | 12 | 14 | 6 | 11 | 32 | 36 | 42 | 28 | 38 | 43 | 82 | 3 | 27 | 21 | 37 |
| **PROBABLY NO** | 76 | 19 | 13 | 14 | 24 | 18 | 17 | 5 | 10 | 10 | 10 | 26 | 41 | 48 | 15 | 34 | 35 | 68 | 5 | 17 | 17 | 37 |
| **DEFINITELY NO** | 176 | 44 | 24 | 26 | 56 | 30 | 51 | 16 | 18 | 16 | 9 | 80 | 65 | 92 | 45 | 85 | 68 | 154 | 11 | 33 | 41 | 100 |
| **DON'T KNOW** | 34 | 6 | 2 | 8 | 13 | 3 | 10 | 2 | 4 | 2 | 5 | 10 | 13 | 17 | 12 | 12 | 21 | 32 | 2 | 8 | 12 | 14 |

**PUBLIC OPINION STRATEGIES**
### Table 106-4

**QUESTION 91:** And, would you be willing to pay higher property taxes in order to reduce your income tax rate?

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<td>BASE=SAMPLE B</td>
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<td>175</td>
<td>36</td>
<td>185</td>
<td>186</td>
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<td>237</td>
<td>97</td>
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<tr>
<td>100%</td>
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<td>9%</td>
<td>46%</td>
<td>46%</td>
<td>41%</td>
<td>59%</td>
<td>24%</td>
<td>16%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>-135</td>
<td>-78</td>
<td>-57</td>
<td>-113</td>
<td>-17</td>
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<td>-61</td>
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<td>-27%</td>
<td>-5%</td>
</tr>
<tr>
<td>TOTAL YES</td>
<td>402</td>
<td>225</td>
<td>175</td>
<td>369</td>
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<td>185</td>
<td>186</td>
<td>164</td>
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<td>41%</td>
<td>59%</td>
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<td>23%</td>
<td>19%</td>
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</tr>
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<td>100</td>
<td>76</td>
<td>155</td>
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<td>78</td>
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<td>12</td>
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<td>12</td>
</tr>
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**Public Opinion Strategies**
### Table 106-5

**Question 91:** And, would you be willing to pay higher property taxes in order to reduce your income tax rate? **

<table>
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<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
<th><strong>BASE=SAMPLE B</strong></th>
<th><strong>D/S (YES - NO)</strong></th>
<th><strong>TOTAL YES</strong></th>
<th><strong>TOTAL NO</strong></th>
<th><strong>DEFINITELY YES</strong></th>
<th><strong>PROBABLY YES</strong></th>
<th><strong>PROBABLY NO</strong></th>
<th><strong>DEFINITELY NO</strong></th>
<th><strong>DON'T KNOW</strong></th>
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<td>63%</td>
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**PUBLI C OPINION STRATEGIES**
And, would you be willing to pay higher property taxes in order to reduce your income tax rate?

### TABLE 106-6

#### QUESTION 91:

<table>
<thead>
<tr>
<th>Total YES</th>
<th>Total NO</th>
</tr>
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<tbody>
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<td>251</td>
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<tr>
<td>29%</td>
<td>63%</td>
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</tbody>
</table>

#### BASE=SAMPLE B

| Total 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 38 | 39 | 43 | 48 | 49 |
|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 402       | 23 | 13 | 24 | 20 | 14 | 18 | 21 | 20 | 14 | 13 | 18 | 22 | 27 | 13 | 27 | 17 | 11 | 16 | 13 | 21 | 22 | 16 |
| 100%      | 6% | 3% | 6% | 5% | 3% | 4% | 5% | 5% | 4% | 3% | 5% | 5% | 7% | 3% | 7% | 4% | 3% | 4% | 3% | 5% | 6% | 4% |

#### **D/S (YES - NO)**

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#### DEFINITELY YES

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<td>4%</td>
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<td>20%</td>
<td>13%</td>
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<td>13%</td>
<td>19%</td>
<td>-</td>
<td>-</td>
<td>7%</td>
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</table>

#### PROBABLY YES

| Total YES | 86 | 2 | 4 | 9 | 7 | 4 | 5 | 7 | 6 | 2 | 1 | 4 | 5 | 4 | 2 | 6 | 4 | - | 3 | 2 | 4 | 7 | 1 |
|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 21%       | 10% | 28% | 36% | 34% | 26% | 26% | 34% | 30% | 13% | 10% | 20% | 23% | 14% | 15% | 21% | 23% | - | 19% | 19% | 17% | 32% | 5% |

#### DEFINITELY NO

| Total YES | 76 | 8 | 4 | 2 | 3 | 2 | 3 | 4 | 4 | 1 | 3 | 5 | 5 | 8 | 1 | 4 | 3 | 1 | 5 | 1 | 6 | 3 | 2 |
|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 19%       | 34% | 30% | 8% | 13% | 11% | 19% | 21% | 21% | 5% | 23% | 25% | 22% | 29% | 14% | 17% | 16% | 29% | 8% | 28% | 15% | 13% |

#### DON'T KNOW

| Total YES | 34 | 2 | - | 2 | 3 | 1 | 2 | 2 | 2 | - | 2 | 1 | - | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 3 |
|-----------|----|----|---|----|----|----|----|----|----|---|----|----|---|----|----|----|----|----|----|----|----|----|
| 8%        | 9% | - 8% | 17% | 6% | 9% | 9% | 9% | - | 14% | 5% | - | 12% | 16% | 6% | 9% | 8% | 9% | 9% | 9% | 6% | 17% |

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PUBLIC OPINION STRATEGIES
Table 106-7

QUESTION 91: And, would you be willing to pay higher property taxes in order to reduce your income tax rate?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON SERVICES VS. COUNTRY</th>
<th>GOV’T SPENDING FOR TAXES</th>
<th>STATE OVER LOCAL LEAD - LEAD - VERY FAV FAV AGREE AGREE</th>
<th>JCCC/ECON DEVELOP JCCC IMAGE</th>
<th>JCCC PREPARE WORKFORCE</th>
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</thead>
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<tr>
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<td>TOTAL 7 8 9 10 11 23 37 BETTER SAME</td>
<td>TOO HIGH RIGHT INCREASED DECREASED SAME</td>
<td>STATE LOCAL LEAD - LEAD - ERS ERS FAV</td>
<td>FAV AGREE AGREE</td>
<td></td>
</tr>
<tr>
<td>BASE=SAMPLE B</td>
<td>402 60 59 55 51 69 59 51 302 92 122 274 89 53 245 26 361 266 370 328 56 339 22</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>100% 15% 15% 14% 13% 17% 15% 13% 75% 23% 30% 68% 22% 13% 61% 6% 90% 66% 92% 82% 14% 84% 6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>-34% -40% -18% -45% -21% -27% -50% -32% -34% -34% -58% -23% -7% -47% -40% 4% -35% -35% -32% -32% -26% -32% -34%</td>
<td></td>
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<td></td>
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PUBLICATION STRATEGIES
### Table 106-8

**QUESTION 91:** And, would you be willing to pay higher property taxes in order to reduce your income tax rate?

|                                | TAXES FOR ECON DEVELOP | TAXES FOR EDUCATION | TAXES FOR HIGHER EDUCATION | TAXES FOR NEW TERMINAL | TAXES FOR TRANSIT | TAXES FOR ROADS | TAXES FOR SALES TAX | LEAST FAV TAX | IMMIGRATION FOR ECON DEVELOP | IMMIGRATION FOR EDUCATION | IMMIGRATION FOR HIGHER EDUCATION | IMMIGRATION FOR NEW TERMINAL | IMMIGRATION FOR TRANSIT | IMMIGRATION FOR ROADS | IMMIGRATION FOR SALES TAX | IMMIGRATION FOR LEAST FAV TAX | IMMIGRATION FOR IMMIGRATION |
|--------------------------------|------------------------|---------------------|----------------------------|------------------------|------------------|------------------|---------------------|-----------------|--------------------------|-----------------------------|-----------------------------|----------------------------|--------------------------|------------------|------------------|-------------------|---------------------|------------------|------------------|
| **BANNER 8**                  |                        |                     |                            |                        |                  |                  |                     |                 |                          |                             |                            |                            |                          |                  |                  |                    |                     |                  |                  |
| **STRG**                      |                        |                     |                            |                        |                  |                  |                     |                 |                          |                             |                            |                            |                          |                  |                  |                    |                     |                  |                  |
| **BASE=SAMPLE B**             | 402                    | 176                 | 320                        | 75                     | 284              | 110              | 220                 | 175             | 297                      | 211                         | 194                      | 204                      | 266                     | 124              | 142              | 229               | 155                | 65               | 168              |
| **100%**                      | 44%                    | 80%                 | 19%                        | 71%                    | 27%              | 55%              | 44%                 | 24%             | 74%                      | 53%                         | 48%                      | 51%                      | 66%                     | 31%              | 35%              | 57%               | 38%                | 16%              | 42%              |
| **-34%**                      | -21%                   | -28%                | -52%                       | -27%                   | -54%             | -23%             | -46%                 | -18%            | -38%                      | -42%                         | -26%                     | -43%                      | -26%                     | -51%             | -29%             | -34%              | -8%                | -25%             | -60%             |
| **TOTAL YES**                 | 117                    | 60                  | 102                        | 15                    | 91               | 23               | 73                  | 43              | 81                       | 54                           | 63                       | 51                       | 90                       | 23               | 47               | 66                | 64                 | 22               | 28               |
| **29%**                       | 34%                    | 32%                 | 20%                        | 32%                    | 21%              | 33%              | 24%                 | 37%             | 27%                      | 25%                         | 33%                      | 25%                      | 34%                     | 18%              | 33%             | 22%               | 41%                | 33%             | 17%              |
| **TOTAL NO**                  | 251                    | 97                  | 192                        | 54                    | 167              | 82               | 125                 | 123             | 52                       | 144                         | 110                      | 139                      | 159                     | 87               | 87               | 144               | 76                 | 38               | 129              |
| **63%**                       | 55%                    | 60%                 | 72%                        | 59%                    | 75%              | 57%              | 70%                 | 54%             | 64%                      | 68%                         | 60%                      | 70%                      | 62%                     | 63%              | 60%             | 72%               | 49%                | 58%             | 77%              |
| **DEFINITELY YES**            | 30                     | 21                  | 28                         | 2                     | 26               | 3                | 25                  | 6               | 11                       | 19                           | 12                       | 18                       | 11                      | 25               | 6                | 14                | 16                 | 7                | 16                |
| **8%**                        | 12%                    | 9%                  | 3%                         | 9%                    | 3%               | 11%              | 3%                  | 11%             | 7%                       | 5%                           | 9%                       | 6%                       | 9%                      | 5%               | 10%             | 7%                | 11%                | 9%               | 4%                |
| **PROBABLY YES**              | 86                     | 39                  | 74                         | 13                    | 65               | 20               | 49                  | 37              | 24                       | 61                           | 42                       | 45                       | 40                      | 65               | 17               | 33                | 49                 | 46               | 16               |
| **21%**                       | 22%                    | 23%                 | 17%                        | 23%                   | 18%              | 22%              | 21%                 | 25%             | 21%                      | 20%                         | 23%                      | 19%                      | 24%                     | 14%              | 23%             | 22%               | 30%                | 24%             | 12%              |
| **PROBABLY NO**               | 76                     | 34                  | 68                         | 8                     | 59               | 17               | 43                  | 32              | 21                       | 53                           | 31                       | 38                       | 35                      | 38               | 55               | 31                | 38                 | 31               | 35               |
| **19%**                       | 19%                    | 21%                 | 10%                        | 21%                   | 15%              | 20%              | 18%                 | 22%             | 18%                      | 15%                         | 20%                      | 18%                      | 21%                     | 15%              | 25%             | 17%               | 20%                | 10%             | 21%              |
| **DEFINITELY NO**             | 176                    | 63                  | 124                        | 46                    | 108              | 65               | 81                  | 91              | 31                       | 141                          | 112                      | 72                       | 101                     | 104              | 68               | 52                | 106                | 45               | 32               |
| **44%**                       | 36%                    | 39%                 | 62%                        | 38%                   | 59%              | 37%              | 52%                 | 32%             | 47%                      | 53%                         | 37%                      | 50%                      | 39%                     | 55%              | 37%             | 46%               | 29%                | 48%             | 56%              |
| **DON’T KNOW**                | 34                     | 19                  | 26                         | 6                     | 27               | 5                | 22                  | 10              | 9                        | 22                           | 10                       | 14                       | 17                      | 15               | 8                | 20                | 15                 | 6                | 11               |
| **8%**                        | 11%                    | 8%                  | 8%                         | 9%                    | 4%               | 10%              | 6%                  | 9%              | 8%                       | 7%                           | 10%                      | 7%                       | 6%                      | 12%              | 5%              | 9%                | 10%                | 9%               | 7%               |

**PUBLICATION STRATEGIES**
**Table 107-1**

**Question 92:** And, would you support or oppose eliminating corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

**Banner 1**

<table>
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<th>GENDER/AGE</th>
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Table 107-2

QUESTION 92: And, would you support or oppose eliminating corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

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Table 107-3

And, would you support or oppose eliminating corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

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Table 107-4

QUESTION 92: And, would you support or oppose eliminating corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

HANNON 4

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PUBLIC OPINION STRATEGIES
Table 107-5

QUESTION 92: And, would you support or oppose eliminating corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

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PUBLIC OPINION STRATEGIES
**Table 107-6**

**QUESTION 92:** And, would you support or oppose eliminating corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

**BANNER 6**

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<tr>
<td><strong>TOTAL OPPOSE</strong></td>
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<td>5</td>
<td>20</td>
<td>16</td>
<td>12</td>
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</table>

**STATE HOUSE DISTRICTS**

| TOTAL | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **BASE=SAMPLE A** | 398 | 16 | 18 | 19 | 27 | 15 | 10 | 16 | 22 | 16 | 12 | 13 | 11 | 28 | 34 | 15 | 13 | 17 | 16 | 13 | 24 | 25 | 20 |
| **D/S (SUPPORT - OPPOSE)** | -146 | -1 | -6 | -5 | -15 | -7 | -8 | -2 | -8 | -5 | 3 | -9 | -4 | -8 | -9 | -13 | 2 | -10 | -7 | 1 | -18 | -11 | -7 |
| **TOTAL SUPPORT** | 114 | 8 | 5 | 6 | 5 | 4 | 1 | 7 | 7 | 5 | 8 | 2 | 3 | 9 | 12 | 1 | 7 | 2 | 5 | 6 | 3 | 5 |
| **TOTAL OPPOSE** | 260 | 9 | 11 | 12 | 20 | 10 | 9 | 9 | 14 | 10 | 5 | 11 | 7 | 18 | 21 | 14 | 5 | 12 | 11 | 5 | 20 | 16 | 12 |

**PUBLIC OPINION STRATEGIES**
Table 107-7: QUESTION 92: And, would you support or oppose eliminating corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

**HANNER 7**

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tbody>
<tr>
<td>BASE=SAMPLE A</td>
<td><strong>TOTAL 7 8 9 10 11 23 37 BETTER SAME TOO HIGH ABOUT RIGHT INCR- DECR- DECREASED SAME</strong></td>
<td><strong>STATE LOCAL TOO ABOUT INCR- DECR- LEAD- LEAD- VERY FAIR FAIR AGREE AGREE AGREE</strong></td>
<td><strong>DIS- EASED EASED SAME ERS ERS ERS</strong></td>
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<td><strong>TOTAL OPPOSE</strong></td>
<td><strong>STRONGLY SUPPORT</strong></td>
<td><strong>SOMEWHAT SUPPORT</strong></td>
</tr>
<tr>
<td><strong>BASE=TOTAL</strong></td>
<td>398 47 57 57 65 41 65 67 300 97 103 289 82 60 238 26 360 279 372 333 55 344 18</td>
<td>100% 12% 14% 14% 16% 10% 16% 17% 75% 24% 26% 73% 21% 15% 60% 7% 90% 70% 93% 84% 14% 86% 4%</td>
<td>-146 -14 -21 -27 -21 -15 -26 -22 -124 -20 -3 -142 -48 9 -101 -14 -125 -98 -138 -120 -21 -136 2</td>
<td>-37% -30% -36% -48% -32% -37% -40% -32% -41% -21% -2% -49% -59% 15% -42% -55% -35% -37% -36% -38% -40% 12%</td>
<td>114 16 17 13 19 19 78 36 46 67 16 33 62 5 108 82 106 98 15 96 10</td>
<td>260 30 47 40 40 28 44 40 202 56 48 209 65 24 162 19 233 180 244 218 36 232 8</td>
<td>43 4 5 5 7 6 9 6 29 13 23 20 2 17 23 3 38 32 39 36 5 37 2</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
<td>349 47 57 57 65 41 65 67 300 97 103 289 82 60 238 26 360 279 372 333 55 344 18</td>
<td>100% 12% 14% 14% 16% 10% 16% 17% 75% 24% 26% 73% 21% 15% 60% 7% 90% 70% 93% 84% 14% 86% 4%</td>
<td>-146 -14 -21 -27 -21 -15 -26 -22 -124 -20 -3 -142 -48 9 -101 -14 -125 -98 -138 -120 -21 -136 2</td>
<td>-37% -30% -36% -48% -32% -37% -40% -32% -41% -21% -2% -49% -59% 15% -42% -55% -35% -37% -36% -38% -40% 12%</td>
<td>114 16 17 13 19 19 78 36 46 67 16 33 62 5 108 82 106 98 15 96 10</td>
<td>260 30 47 40 40 28 44 40 202 56 48 209 65 24 162 19 233 180 244 218 36 232 8</td>
<td>43 4 5 5 7 6 9 6 29 13 23 20 2 17 23 3 38 32 39 36 5 37 2</td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
<td>259 30 47 40 40 28 44 40 202 56 48 209 65 24 162 19 233 180 244 218 36 232 8</td>
<td>100% 12% 14% 14% 16% 10% 16% 17% 75% 24% 26% 73% 21% 15% 60% 7% 90% 70% 93% 84% 14% 86% 4%</td>
<td>-146 -14 -21 -27 -21 -15 -26 -22 -124 -20 -3 -142 -48 9 -101 -14 -125 -98 -138 -120 -21 -136 2</td>
<td>-37% -30% -36% -48% -32% -37% -40% -32% -41% -21% -2% -49% -59% 15% -42% -55% -35% -37% -36% -38% -40% 12%</td>
<td>114 16 17 13 19 19 78 36 46 67 16 33 62 5 108 82 106 98 15 96 10</td>
<td>260 30 47 40 40 28 44 40 202 56 48 209 65 24 162 19 233 180 244 218 36 232 8</td>
<td>43 4 5 5 7 6 9 6 29 13 23 20 2 17 23 3 38 32 39 36 5 37 2</td>
</tr>
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</table>

**P U B L I C  O P I N I O N  S T R A T E G I E S**
Table 107-8

QUESTION 92:
And, would you support or oppose eliminating corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

**BANNER 8**

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<th></th>
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<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
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<td>(14%)</td>
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<td>(62%)</td>
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PUB L I C O P I N I O N S T R A T E G I E S
Table 108-1
QUESTION 93: And, would you support or oppose reducing corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

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<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td>WOMEN</td>
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<td>35-45</td>
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<td></td>
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<td>18</td>
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<td>50</td>
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<td>28</td>
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PUBLIC OPINION STRATEGIES
Table 108-2

QUESTION 93: And, would you support or oppose reducing corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

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<td>LESS  COLL COL+</td>
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PUBLIC OPINION STRATEGIES
And, would you support or oppose reducing corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

### Table 108-3

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<th>Ethnicity of Residence</th>
<th>Length of Residence</th>
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<td>Under GOP/IND/DEM/SPRT</td>
<td>Oppose</td>
<td>Protestant-Catholic-White-Other</td>
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<td>47</td>
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<td>18</td>
<td>20</td>
<td>33</td>
</tr>
<tr>
<td>Total Oppose</td>
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<td>46</td>
<td>102</td>
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<td>18</td>
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PUBLIC OPINION STRATEGIES
Table 108-4

QUESTION 93: And, would you support or oppose reducing corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

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<tr>
<td>BASE=SAMPLE B</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
</tr>
<tr>
<td><strong>STRONGLY OPPOSE</strong></td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
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<tr>
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</tr>
</tbody>
</table>

* PUBLICATION STRATEGIES
Table 108-5

**QUESTION 93:** And, would you support or oppose reducing corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

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<th>DATES</th>
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<td>GARD-</td>
<td>ERTON SPRING DE-</td>
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<td>SHAW-</td>
<td>SOTO</td>
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Table 108-6

QUESTION 93: And, would you support or oppose reducing corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

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PUBLIC OPINION STRATEGIES
Question 93: And, would you support or oppose reducing corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

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Public Opinion Strategies
Table 108-8
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PUBLICATION STRATEGIES
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**QUESTION 94:** And, keeping in mind the three primary sources of Kansas state revenue: sales tax, property tax and income tax, would you be willing to pay more sales tax on purchases in order to reduce your property tax rate?

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Table 109-2
QUESTION 94: And, keeping in mind the three primary sources of Kansas state revenue: sales tax, property tax and income tax, would you be willing to pay more sales tax on purchases in order to reduce your property tax rate?

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Table 109-3

**QUESTION 94:** And, keeping in mind the three primary sources of Kansas state revenue: sales tax, property tax and income tax, would you be willing to pay more sales tax on purchases in order to reduce your property tax rate?

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Table 109-4

QUESTION 94: And, keeping in mind the three primary sources of Kansas state revenue: sales tax, property tax and income tax, would you be willing to pay more sales tax on purchases in order to reduce your property tax rate?

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<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
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Table 109-5

QUESTION 94: And, keeping in mind the three primary sources of Kansas state revenue: sales tax, property tax and income tax, would you be willing to pay more sales tax on purchases in order to reduce your property tax rate?

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<th>DATES</th>
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<td>75</td>
<td>95</td>
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<td>95</td>
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<tr>
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PUBLIC OPINION STRATEGIES
**Table 109-6**

**QUESTION 94:** And, keeping in mind the three primary sources of Kansas state revenue: sales tax, property tax and income tax, would you be willing to pay more sales tax on purchases in order to reduce your property tax rate?

**HANNE 6**

|               | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 |
|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **BASE=TOTAL SAMPLE** |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|               | 800|  39|  31|  43|  47|  29|  28|  36|  41|  30|  25|  32|  32|  55|  47|  42|  30|  28|  32|  26|  45|  47|  35|    |    |    |    |    |    |    |    |
| ****D/S (YES - NO)** |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **TOTAL YES** | 354|  20|  10|  13|  21|  15|  14|  16|  16|  10|  14|  16|  28|  16|  20|  8 |  15|  17|  6 |  22|  30|  20|    |    |    |    |    |    |    |    |
| **TOTAL NO**  | 422|  18|  21|  27|  25|  14|  13|  20|  25|  22|  15|  15|  16|  26|  30|  18|  21|  11|  15|  19|  22|  15|  15|    |    |    |    |    |    |    |    |
| **DEFINITELY YES** | 158|   9|   3|   5|   6|   8|   7|   6|   7|   5|   7|   6|  13|   4|   1|   0|   5|   5|   9|   4|  12|  10|  15|    |    |    |    |    |    |    |    |
| **PROBABLY YES**  | 197|  11|   7|   9|  15|   7|   7|   1|  11|   9|   2|   5|   7|  10|  15|  12|  10|  3 |  11|  9 |  2 |  10|  19|  4 |    |    |    |    |    |    |    |    |
| **PROBABLY NO**   | 147|   5|   9|  14|  10|   5|   4|   6|   6|   4|   4|   6|  14|   5|   1|  10|   7|   6|   7|   6|  5 |   4|    |    |    |    |    |    |    |    |
| **DEFINITELY NO** | 275|  14|  12|  13|  15|   9|   9|  13|  19|  18|  12|  9 |  10|  12|  24|  18|  11|  3 |  9 |  11|  16|  10|  11|    |    |    |    |    |    |    |    |
| **DON'T KNOW**    | 21 |   1|   -|   3|   1|   -|   -|   -|   1|   2|   -|   3|   1|   -|  1 |   2|   -|   1 |   -|  1 |   2|  2 |   1|    |    |    |    |    |    |    |    |
| **REFUSED**       |  3 |   -|   -|   -|   -|   -|   -|   -|   -|   -|   -|   -|   -|   -|  1 |   1|   1 |   -|   -|   -|   -|   -|  2 |  3 |  3 |   -|    |    |    |    |    |    |

**PUBLIC OPINION STRATEGIES**
And, keeping in mind the three primary sources of Kansas state revenue: sales tax, property tax and income tax, would you be willing to pay more sales tax on purchases in order to reduce your property tax rate?

**Table 109-7**

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<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE DEVELOP</th>
<th>JCCC/ECON PREPARE</th>
<th>JCCC WORKFORCE</th>
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<td><strong>STATE LOCAL</strong></td>
<td><strong>TOO HIGH ABOUT INCRED DECREASED SAME BETTER SAME</strong></td>
<td><strong>LEAD LEAD- ERS ERS- SAME EARS EARS- FAV FAV AGREED AGREE AGREE AGREE</strong></td>
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<td>14%</td>
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<td>32</td>
<td>28</td>
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| **PUBLIC OPINION STRATEGIES**
Table 109-8

QUESTION 94: And, keeping in mind the three primary sources of Kansas state revenue: sales tax, property tax and income tax, would you be willing to pay more sales tax on purchases in order to reduce your property tax rate?

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<th>QUESTION</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>FOR IMMIGRATION</th>
<th>LEAST FAV TAX</th>
<th>IMPLICATIONS FOR ECON DEVELOP</th>
<th>IMPLICATIONS FOR EDUCATION</th>
<th>IMPLICATIONS FOR HIGHER EDU</th>
<th>IMPLICATIONS FOR NEW TERMINAL</th>
<th>IMPLICATIONS FOR TRANSIT</th>
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<th>IMPLICATIONS FOR ONLINE</th>
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PUBLIC OPINION STRATEGIES
Table 110-1

Do you support or oppose paying sales tax for purchases you make online?

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<th>IDEOLOGY</th>
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**Table 110-2**  
**QUESTION 95**: Do you support or oppose paying sales tax for purchases you make online?

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<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td>IND MEN</td>
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<td>447</td>
<td>37</td>
<td>100</td>
<td>308</td>
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PUBLIC OPINION STRATEGIES
Table 110-3

QUESTION 95: Do you support or oppose paying sales tax for purchases you make online?

| BASE=TOTAL SAMPLE | 800 170 122 139 | 291 123 222 83 | 96 74 99 | 314 341 | 425 210 | 347 729 | 382 750 | 198 196 401 |
| TOTAL SUPPORT | 300 67 42 57 | 109 43 74 36 | 42 29 | 47 106 137 | 168 79 124 155 | 280 16 79 63 156 |
| TOTAL OPPOSE | 447 89 68 77 | 170 66 138 46 | 53 38 | 48 187 184 | 223 121 201 200 | 400 30 112 124 208 |
| STRONGLY SUPPORT | 123 28 19 22 | 43 20 33 16 | 12 11 | 17 40 60 | 75 31 59 54 | 114 7 30 22 70 |
| SOMEWHAT SUPPORT | 177 39 23 35 | 66 23 41 20 | 30 18 | 30 66 77 | 93 48 65 101 | 166 8 50 42 85 |
| SOMEWHAT OPPOSE | 132 22 24 29 | 44 22 34 10 | 17 13 | 20 44 60 | 63 43 48 74 | 122 5 28 41 62 |
| STRONGLY OPPOSE | 315 67 45 48 | 126 45 104 36 | 35 25 | 28 142 125 | 160 78 153 126 | 279 24 84 83 146 |
| DON'T KNOW | 47 12 9 5 | 11 12 9 1 | 2 7 | 4 19 17 | 32 9 18 26 | 44 3 5 7 34 |
| REFUSED | 6 3 2 - | 1 1 1 - | - | - | 2 2 2 2 3 2 5 2 2 2 3 | 1% 1% 1% - - 1% - - 1% 1% - 1% 1% 1% 1% 1% 1% |
Table 11-4

**QUESTION 95:** Do you support or oppose paying sales tax for purchases you make online?

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<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
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**PUBLIC OPINION STRATEGIES**
Table 110-5
QUESTION 95: Do you support or oppose paying sales tax for purchases you make online?

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PUBLIC OPINION STRATEGIES
**Table 110-6**

**QUESTION 95:** Do you support or oppose paying sales tax for purchases you make online?

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Table 110-7

| QUESTION 95: Do you support or oppose paying sales tax for purchases you make online? |

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PUBLI C OPINION STRATEGIES
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**QUESTION 95:** Do you support or oppose paying sales tax for purchases you make online?

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**PUBLIC OPINION STRATEGIES**
Table 111-1

**QUESTION 96:** Do you believe illegal immigration is a problem here in Johnson County?

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**D/S (YES - NO)**

|                   | 46     | 1   | 46    | -31   | -14   | 37    | 13    | 40  | -22   | 22   | 13    | 31   | 79    | 16   | 94    | -20  | -32   | 22  | 134   | 95  | 130   | -49 | -36   |    |        |    |
|                   | 6%     | -   | 11%   | -24%  | -6%   | 28%   | 8%    | -9% | 16%   | 5%   | 22%   | 37%  | 10%   | 25%  | -10%  | -18% | 7%    | -37%| 54%   | 41% | -16%  | -25%|        |    |

**YES**

|                   | 404    | 188 | 216   | 47    | 114   | 80    | 78    | 107 | 80    | 80   | 78    | 80   | 63    | 85   | 24    | 125  | 31    | 86  | 128   | 123 | 54    |    |        |    |
|                   | 50%    | 49% | 52%   | 36%   | 45%   | 60%   | 52%   | 65% | 44%   | 57%  | 49%   | 58%  | 64%   | 53%  | 34%   | 30% | 74%   | 67% | 40%   | 37%|        |    |

**NO**

|                   | 358    | 187 | 171   | 79    | 128   | 43    | 68    | 38  | 129   | 58   | 121   | 49   | 59    | 69   | 129   | 106 | 106   | 37  | 69    | 34  | 82    | 172 | 90    |    |        |    |
|                   | 45%    | 49% | 41%   | 60%   | 51%   | 32%   | 44%   | 32% | 53%   | 41%  | 44%   | 35%  | 28%   | 43%  | 34%   | 30% | 53%   | 58% | 45%   | 68% | 19%   | 26% | 55%   | 62%|        |    |

**DON'T KNOW**

|                   | 39     | 9   | 29    | 5     | 11    | 11    | 7     | 4   | 8     | 2    | 19    | 10   | 18    | 6    | 24    | 7   | 4     | 2   | 2     | 2   | 13    | 22  | 15    | 1  |        |    |
|                   | 5%     | 2%  | 7%    | 4%    | 4%    | 8%    | 5%    | 3%  | 3%    | 1%   | 7%    | 7%   | 8%    | 4%   | 6%    | 4%  | 2%    | 2% | 2%    | 2% | 7%    | 7% | 5%    | 1%|        |    |
Table 111-2

QUESTION 96: Do you believe illegal immigration is a problem here in Johnson County?

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/</td>
<td>HS OR SOME</td>
<td>MEN</td>
<td>GOP/IND/DEM/</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>LESS</td>
<td>MEN</td>
<td>GOP/IIND/DEM/</td>
</tr>
<tr>
<td></td>
<td></td>
<td>COLL</td>
<td>WOMEN</td>
<td>18-54/55+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td>**D/S (YES - NO)</td>
<td>46</td>
<td>15</td>
<td>49</td>
<td>-20</td>
</tr>
<tr>
<td>YES</td>
<td>404</td>
<td>43</td>
<td>108</td>
<td>250</td>
</tr>
<tr>
<td>NO</td>
<td>358</td>
<td>28</td>
<td>59</td>
<td>270</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>39</td>
<td>4</td>
<td>11</td>
<td>24</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 1

**Question 96:** Do you believe illegal immigration is a problem here in Johnson County?

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K- $80K- $100K+</td>
<td>GOP/IND/DEM/</td>
<td>Prot-Cath-</td>
<td>White White Total</td>
<td>&lt;10 11-20 20+</td>
</tr>
<tr>
<td></td>
<td>$60K $80K $100K+</td>
<td>UNDER GOP/ IND/ DEM/</td>
<td>SUPPORT</td>
<td>ESTANT OLIC</td>
<td>MEN WOMEN WHITE OTHER YEARS</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 170 122 139 291 123 222 83 96 74 99 314 341 425 210 347 382 729 50 198 196 401</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>100% 21% 15% 17% 36% 15% 28% 10% 12% 9% 12% 39% 43% 53% 26% 43% 48% 91% 6% 25% 25% 50%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>46 37 27 6 -33 54 33 1 -24 5 -37 126 -94 62 12 12 48 59 -11 -13 -8 67</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>YES</strong></td>
<td>6% 21% 23% 4% -11% 44% 15% 1% -25% 7% -38% 40% -28% 15% 6% 3% 12% 8% -21% -7% -4% 17%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NO</strong></td>
<td>50% 60% 59% 49% 42% 70% 54% 50% 36% 52% 30% 67% 35% 56% 48% 51% 53% 52% 37% 44% 45% 57%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>39 2 6 9 12 4 15 2 3 2 2 19 10 14 19 8 27 35 3 11 14 14</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>5% 1% 5% 6% 4% 4% 7% 2% 3% 3% 2% 6% 3% 3% 9% 2% 7% 5% 6% 5% 7% 3%</td>
<td></td>
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</table>
### Table 111-4

**QUESTION 96:** Do you believe illegal immigration is a problem here in Johnson County?

**BANNER 4**

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435 KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF STATE</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>433</td>
<td>215</td>
<td>151</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>55%</td>
<td>44%</td>
<td>90%</td>
<td>9%</td>
<td>44%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>46</td>
<td>22</td>
<td>25</td>
<td>50</td>
<td>-4</td>
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<td>45</td>
<td>-6</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>7%</td>
<td>-6%</td>
<td>4%</td>
<td>12%</td>
<td>-2%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>404</td>
<td>224</td>
<td>180</td>
<td>368</td>
<td>31</td>
<td>176</td>
<td>204</td>
<td>171</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>50%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>45%</td>
<td>50%</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>50%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>45%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>50%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>45%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>50%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>45%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>50%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>45%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>50%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>45%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>50%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>45%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>50%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>45%</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>50%</td>
<td>51%</td>
<td>51%</td>
<td>51%</td>
<td>45%</td>
<td>44%</td>
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</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 111-5

QUESTION 96: Do you believe illegal immigration is a problem here in Johnson County?

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAWNEE MISSOURI</td>
<td>BLUE VALLEY</td>
<td>OLATHE</td>
<td>GARDNERS</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>352</td>
<td>167</td>
<td>192</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>46</td>
<td>7</td>
<td>-11</td>
<td>37</td>
</tr>
<tr>
<td>YES</td>
<td>404</td>
<td>172</td>
<td>74</td>
<td>110</td>
</tr>
<tr>
<td>NO</td>
<td>358</td>
<td>165</td>
<td>84</td>
<td>73</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>39</td>
<td>14</td>
<td>9</td>
<td>9</td>
</tr>
</tbody>
</table>

**Public Opinion Strategies**
Table 111-6

**QUESTION 96:** Do you believe illegal immigration is a problem here in Johnson County?

**BANNER 6**

| TOTAL | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 |
|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=TOTAL SAMPLE | 800 | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |
| **D/S (YES - NO)** | 46 | 11 | 10 | -  | 6  | 11 | 1  | -10| -18| 8  | 6  | 3  | -12| 14 | 1  | -5 | -5 | 10 | 7  | -1 | 12 | -6 | 4  |
| YES   | 404 | 23 | 20 | 21 | 26 | 19 | 14 | 12 | 11 | 18 | 9  | 34 | 22 | 16 | 12 | 18 | 19 | 9  | 29 | 20 | 19 |
| NO    | 358 | 12 | 10 | 21 | 20 | 8  | 14 | 22 | 29 | 10 | 14 | 21 | 20 | 21 | 22 | 17 | 8  | 12 | 10 | 17 | 26 | 14 |
| DON'T KNOW | 39 | 4  | 2  | 2  | 2  | 3  | 1  | 2  | 2  | 2  | 4  | 4  | 4  | 1  | 1  | 1  | 6  | 1  | 2  |

| **PUBLICATION STRATEGIES** |

<table>
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<tr>
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<th>4%</th>
<th>4%</th>
<th>6%</th>
<th>7%</th>
<th>2%</th>
<th>6%</th>
<th>-</th>
<th>7%</th>
<th>3%</th>
<th>8%</th>
<th>9%</th>
<th>3%</th>
<th>4%</th>
<th>4%</th>
<th>25%</th>
<th>-</th>
<th>2%</th>
<th>7%</th>
</tr>
</thead>
</table>
Table 111-7

QUESTION 96: Do you believe illegal immigration is a problem here in Johnson County?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>GOV'T SPENDING FOR TAXES IN COUNTY</th>
<th>CONTROL</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>STATE LOCAL</td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>115</td>
<td>110</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>100%</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>**D/S (YES - NO)</td>
<td>46 -21</td>
<td>-1</td>
<td>32</td>
<td>14</td>
<td>-7</td>
<td>36</td>
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<tr>
<td>YES</td>
<td>404</td>
<td>41</td>
<td>55</td>
<td>68</td>
<td>50</td>
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</tr>
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<td>62%</td>
<td>52%</td>
<td>64%</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>NO</td>
<td>358</td>
<td>62</td>
<td>55</td>
<td>66</td>
<td>49</td>
<td>56</td>
</tr>
<tr>
<td>45%</td>
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<td>43%</td>
<td>40%</td>
<td>51%</td>
<td>34%</td>
<td>50%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
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<td>3</td>
<td>5</td>
<td>5</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>5%</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
**Table 111-8**

**QUESTION 96:** Do you believe illegal immigration is a problem here in Johnson County?

**BANNER 8**

<table>
<thead>
<tr>
<th>STRG</th>
<th>TOTAL SUPP</th>
<th>SUPP</th>
<th>OPP</th>
<th>FAV</th>
<th>OPP</th>
<th>SUPP</th>
<th>OPP</th>
<th>FAV</th>
<th>OPP</th>
<th>SUPP</th>
<th>OPP</th>
<th>FAV</th>
<th>OPP</th>
<th>SUPP</th>
<th>OPP</th>
<th>INCOME SALES PROP</th>
<th>YES</th>
<th>NO</th>
<th>GOVT CIALS</th>
<th>LOCAL STRG</th>
<th>STRG</th>
<th>FED OFFI-</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
<td>449</td>
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<td>233</td>
<td>300</td>
<td>447</td>
<td>292</td>
<td>147</td>
<td>331</td>
<td>404</td>
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<td>17%</td>
<td>71%</td>
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<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
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<td>56%</td>
<td>37%</td>
<td>18%</td>
<td>41%</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>46</td>
<td>-5</td>
<td>21</td>
<td>23</td>
<td>-38</td>
<td>81</td>
<td>-28</td>
<td>74</td>
<td>-26</td>
<td>74</td>
<td>-21</td>
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<td>45</td>
<td>25</td>
<td>-28</td>
<td>53</td>
<td>404</td>
<td>-358</td>
<td>-87</td>
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<td>-2%</td>
<td>3%</td>
<td>17%</td>
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<td>38%</td>
<td>-6%</td>
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<td>-16%</td>
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<td>75</td>
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<td>184</td>
<td>404</td>
<td>-</td>
</tr>
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<td>46%</td>
<td>49%</td>
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<td>44%</td>
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<td>170</td>
<td>298</td>
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<td>-</td>
<td>100%</td>
<td>58%</td>
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<td>5</td>
<td>26</td>
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<td>15</td>
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<td>17</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 112-1

And, do you believe illegal immigration is an issue that should be handled by the federal government or by state and local elected officials?

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN 18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
<td>253</td>
</tr>
<tr>
<td><strong>D/S (FEDERAL GOVERNMENT - STATE AND LOCAL ELECTED OFFICIALS)</strong></td>
<td>101</td>
<td>52</td>
<td>49</td>
<td>29</td>
<td>67</td>
</tr>
<tr>
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<td>432</td>
<td>209</td>
<td>223</td>
<td>77</td>
<td>154</td>
</tr>
<tr>
<td>STATE AND LOCAL ELECTED OFFICIALS</td>
<td>331</td>
<td>156</td>
<td>174</td>
<td>48</td>
<td>87</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>29</td>
<td>13</td>
<td>9</td>
<td>3</td>
<td>4</td>
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<td>6</td>
<td>2</td>
<td>2</td>
<td>3</td>
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</tbody>
</table>

PUBLICATION STRATEGIES
Table 112-2: And, do you believe illegal immigration is an issue that should be handled by the federal government or by state and local elected officials?

<table>
<thead>
<tr>
<th></th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
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<tr>
<td></td>
<td>TEC/HS OR SOME MEN</td>
<td>GOP/18-54 MEN</td>
<td>IND/18-54 MEN</td>
<td>DEM/18-54 MEN</td>
</tr>
<tr>
<td></td>
<td>TOTAL LESS</td>
<td>LESS</td>
<td>LESS</td>
<td>LESS</td>
</tr>
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<td>178</td>
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<td>22%</td>
<td>68%</td>
</tr>
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<td>-10</td>
<td>-1</td>
<td>111</td>
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<td>-1%</td>
<td>20%</td>
</tr>
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<td>432</td>
<td>30</td>
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<td>315</td>
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<td>40%</td>
<td>47%</td>
<td>58%</td>
</tr>
<tr>
<td>STATE AND LOCAL ELECTED OFFICIALS</td>
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<td>40</td>
<td>86</td>
<td>205</td>
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<td>41%</td>
<td>52%</td>
<td>48%</td>
<td>38%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>29</td>
<td>3</td>
<td>8</td>
<td>19</td>
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</tr>
<tr>
<td>REFUSED</td>
<td>8</td>
<td>3</td>
<td>-</td>
<td>4</td>
</tr>
</tbody>
</table>
|                      | 1%        | 4%  | -   | 1%  | 1%  | 4%  | -   | 1%   | 1%  | 1%   | -   | 1%  | 5%  | -   | -    | 2%  | 1%   | -   | 1%  | -   | 1%  | -
Table 112-3

QUESTION 97: And, do you believe illegal immigration is an issue that should be handled by the federal government or by state and local elected officials?

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>TOTAL &lt;10 11-20 20+</td>
</tr>
<tr>
<td>UNDER $60K</td>
<td>$80K</td>
<td>$100K</td>
<td>$100K+</td>
<td>$80K</td>
<td>$80K+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td><strong>D/S (FEDERAL GOVERNMENT - STATE AND LOCAL ELECTED OFFICIALS)</strong></td>
<td>101</td>
<td>-9</td>
<td>8</td>
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<td>FEDERAL GOVERNMENT</td>
<td>432</td>
<td>74</td>
<td>62</td>
<td>87</td>
<td>171</td>
</tr>
<tr>
<td>STATE AND LOCAL ELECTED OFFICIALS</td>
<td>331</td>
<td>83</td>
<td>54</td>
<td>49</td>
<td>111</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>29</td>
<td>8</td>
<td>4</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>REFUSED</td>
<td>8</td>
<td>5</td>
<td>1</td>
<td>-</td>
<td>-</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 112-4

**QUESTION 97:** And, do you believe illegal immigration is an issue that should be handled by the federal government or by state and local elected officials?

**BANNER 4**

<table>
<thead>
<tr>
<th>WORK</th>
<th>IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-----</td>
</tr>
<tr>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>353</td>
<td>384</td>
<td>365</td>
<td>433</td>
<td>215</td>
<td>151</td>
<td>247</td>
</tr>
<tr>
<td>100%</td>
<td>55%</td>
<td>44%</td>
<td>90%</td>
<td>9%</td>
<td>44%</td>
<td>48%</td>
<td>46%</td>
<td>54%</td>
<td>27%</td>
<td>19%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>D/S (FEDERAL GOVERNMENT - STATE AND LOCAL ELECTED OFFICIALS)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>100%</td>
<td>76%</td>
<td>24%</td>
<td>96%</td>
<td>5%</td>
<td>4%</td>
<td>46%</td>
<td>39%</td>
<td>45%</td>
<td>4%</td>
<td>10%</td>
<td>31%</td>
</tr>
<tr>
<td>STATE AND LOCAL ELECTED OFFICIALS</td>
<td></td>
<td></td>
<td></td>
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</tr>
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<td>331</td>
<td>175</td>
<td>155</td>
<td>297</td>
<td>30</td>
<td>148</td>
<td>160</td>
<td>133</td>
<td>197</td>
<td>83</td>
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<td>154</td>
</tr>
<tr>
<td>41%</td>
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<td>43%</td>
<td>42%</td>
<td>42%</td>
<td>36%</td>
<td>45%</td>
<td>39%</td>
<td>33%</td>
<td>38%</td>
</tr>
<tr>
<td>29</td>
<td>12</td>
<td>17</td>
<td>25</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>8</td>
<td>4</td>
<td>4</td>
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</tr>
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<td>1%</td>
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<td>1%</td>
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<td>1%</td>
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</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**

**JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012**
Table 112-5

QUESTION 97: And, do you believe illegal immigration is an issue that should be handled by the federal government or by state and local elected officials?

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAW-NEE</td>
<td>GARDNER/NEE</td>
<td>SPRING EDE-</td>
<td>NEER/</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>MISS-ION</td>
<td>VALLEY</td>
<td>ERLON</td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>352</td>
<td>167</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (FEDERAL GOVERNMENT - STATE AND LOCAL ELECTED OFFICIALS)</strong></td>
<td>101</td>
<td>47</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>FEDERAL GOVERNMENT</td>
<td>432</td>
<td>192</td>
<td>94</td>
</tr>
<tr>
<td></td>
<td>STATE AND LOCAL ELECTED OFFICIALS</td>
<td>331</td>
<td>146</td>
<td>64</td>
</tr>
<tr>
<td></td>
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<td>6</td>
</tr>
<tr>
<td></td>
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</tbody>
</table>

Public Opinion Strategies
Table 112-6

QUESTION 97: And, do you believe illegal immigration is an issue that should be handled by the federal government or by state and local elected officials?

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
</tr>
</thead>
<tbody>
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<td><strong>D/S (FEDERAL GOVERNMENT - STATE AND LOCAL ELECTED OFFICIALS)</strong></td>
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</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
</tr>
<tr>
<td>100%</td>
<td>5%</td>
</tr>
<tr>
<td>FEDERAL GOVERNMENT</td>
<td>13%</td>
</tr>
<tr>
<td>STATE AND LOCAL ELECTED OFFICIALS</td>
<td>331</td>
</tr>
<tr>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>29</td>
</tr>
<tr>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>8</td>
</tr>
<tr>
<td>1%</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
### Table 112-7

**QUESTION 97:** And, do you believe illegal immigration is an issue that should be handled by the federal government or by state and local elected officials?

<table>
<thead>
<tr>
<th>BANNER</th>
<th>JOHNSON COUNTY</th>
<th>STATE SENATE DISTRICTS</th>
<th>CO ECON</th>
<th>VS. COUNTRY</th>
<th>SERVICES</th>
<th>GOV'T SPENDING</th>
<th>CONTROL</th>
<th>OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>115</td>
<td>110</td>
<td>124</td>
<td>118</td>
<td>602</td>
<td>189</td>
<td>225</td>
</tr>
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<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>75%</td>
<td>24%</td>
<td>28%</td>
<td>70%</td>
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<td><strong>STATE AND LOCAL Elected Officials</strong></td>
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<td>23</td>
<td>17</td>
<td>12</td>
<td>26</td>
<td>-6</td>
<td>30</td>
<td>83</td>
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<td>-8</td>
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<td>22%</td>
<td>15%</td>
<td>10%</td>
<td>23%</td>
<td>-5</td>
<td>26%</td>
<td>14%</td>
<td>8%</td>
<td>-4</td>
<td>19%</td>
</tr>
<tr>
<td><strong>FEDERAL GOVERNMENT</strong></td>
<td>432</td>
<td>64</td>
<td>54</td>
<td>61</td>
<td>59</td>
<td>64</td>
<td>57</td>
<td>72</td>
<td>332</td>
<td>93</td>
<td>101</td>
</tr>
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<td>64%</td>
<td>57%</td>
<td>61%</td>
<td>59%</td>
<td>64%</td>
<td>57%</td>
<td>72</td>
<td>332</td>
<td>93</td>
<td>101</td>
</tr>
<tr>
<td><strong>STATE AND LOCAL Elected Officials</strong></td>
<td>331</td>
<td>41</td>
<td>54</td>
<td>44</td>
<td>47</td>
<td>39</td>
<td>63</td>
<td>42</td>
<td>249</td>
<td>78</td>
<td>109</td>
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<td>39%</td>
<td>47%</td>
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<td>41%</td>
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<td>51%</td>
<td>35%</td>
<td>41%</td>
<td>42%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
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<td>4</td>
<td>6</td>
<td>9</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>16</td>
<td>14</td>
<td>10</td>
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<td>3%</td>
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<td>7%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>7%</td>
<td>4%</td>
</tr>
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<td><strong>REFUSED</strong></td>
<td>8</td>
<td>-</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>4</td>
<td>1</td>
<td>-</td>
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<td>4</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>-</td>
<td>-</td>
<td>2%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 112-8

Table 112-8: Question 97: And, do you believe illegal immigration is an issue that should be handled by the federal government or by state and local elected officials?

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>STRG</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>FAV</td>
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<td>SUPP</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>321</td>
<td>167</td>
<td>613</td>
<td>449</td>
<td>369</td>
<td>420</td>
<td>536</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
<td>56%</td>
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PUBLIC OPINION STRATEGIES
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**QUESTION 98:** Age.

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**JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012**

**PUBLIC OPINION STRATEGIES**
### Table 113-2

**QUESTION 98: Age.**

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**PUBLICATION STRATEGIES**
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**P U B L I C   O P I N I O N   S T R A T E G I E S**


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**PUBLIC OPINION STRATEGIES**
Table 113-5

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PUBLIC OPINION STRATEGIES
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**Table 113-6**

**Question 98: Age.**

**BANNER 6**

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**STATE HOUSE DISTRICTS**

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**PUBLIC OPINION STRATEGIES**
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<th>STATE SENATE Districts</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE DEVELOP</th>
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<td>STATE LOCAL LEAD- LEAD- VERY DIS-</td>
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<td>DIS- AGREE</td>
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**Public Opinion Strategies**
Table 114-1

**QUESTION 99:** And what was the last grade you completed in school?

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PUBLIC OPINION STRATEGIES
**Table 114-2**

**QUESTION 99:** And what was the last grade you completed in school?

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<td>1% 7% - - 1% 1% 1% - - 1% 1% - 1% - 1% - 1% - 2% - 2% -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRADUATED HIGH SCHOOL</td>
<td>70 70 - - 14 15 10 8 6 13 14 15 12 6 9 10 29 - 18 - 19 -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9% 9% - - 8% 8% 10% 8% 7% 12% 6% 10% 8% 13% 7% 16% 25% - 27% - 34% -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TECHNICAL OR VOCATIONAL</td>
<td>19 - - 6 5 1 2 2 - 7 4 3 - 1 1 11 - 3 - 2 -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2% - 11% - 3% 3% 1% 1% 1% - 3% 3% 2% - 1% 2% 10% - 4% - 4% -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCHOOL</td>
<td>159 - - 37 38 21 24 16 17 40 36 33 12 18 15 75 - 45 - 33 -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20% - 89% - 20% 20% 22% 20% 16% 18% 24% 22% 25% 15% 24% 64% - 67% - 60% -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRADUATED COLLEGE</td>
<td>355 - - 355 81 80 43 51 30 52 112 50 73 21 59 23 - 161 - 94 - 81</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>44% - - 65% 43% 43% 45% 49% 38% 49% 50% 33% 48% 44% 48% 36% - 62% - 73% - 64% -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRADUATE/PROFESSIONAL</td>
<td>188 - - 188 49 48 18 17 23 23 52 43 28 7 35 12 - 97 - 35 - 47</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>24% - - 35% 26% 26% 19% 17% 30% 22% 23% 29% 18% 28% 19% - 38% - 27% - 36% -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>3 - - - - 2 - 1 - - 1 1 - 1 - - - - - -</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 114-3

**QUESTION 99:** And what was the last grade you completed in school?

<table>
<thead>
<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER $60K</td>
<td>$80K- $100K</td>
<td>$100K+</td>
<td>UNDER GOP</td>
<td>UNDER IND</td>
<td>UNDER DEM</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td>TOTAL $60K</td>
<td>$80K</td>
<td>$100K</td>
<td>$100K+</td>
<td>$80K+</td>
<td>$80K+</td>
</tr>
<tr>
<td>HIGH SCHOOL OR LESS</td>
<td>76</td>
<td>41</td>
<td>13</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>SOME COLLEGE</td>
<td>178</td>
<td>54</td>
<td>34</td>
<td>24</td>
<td>44</td>
</tr>
<tr>
<td>COLLEGE+</td>
<td>543</td>
<td>75</td>
<td>75</td>
<td>105</td>
<td>241</td>
</tr>
<tr>
<td>SOME HIGH SCHOOL</td>
<td>6%</td>
<td>44%</td>
<td>61%</td>
<td>76%</td>
<td>83%</td>
</tr>
<tr>
<td>GRADUATED HIGH SCHOOL</td>
<td>70</td>
<td>38</td>
<td>12</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>TECHNICAL OR VOCATIONAL</td>
<td>19</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>SOME COLLEGE</td>
<td>159</td>
<td>49</td>
<td>31</td>
<td>21</td>
<td>36</td>
</tr>
<tr>
<td>GRADUATED COLLEGE</td>
<td>355</td>
<td>51</td>
<td>50</td>
<td>69</td>
<td>151</td>
</tr>
<tr>
<td>GRADUATE/PROFESSIONAL SCHOOL</td>
<td>188</td>
<td>25</td>
<td>25</td>
<td>37</td>
<td>91</td>
</tr>
<tr>
<td>REFUSED</td>
<td>3</td>
<td>-</td>
<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 114-4

QUESTION 99: And what was the last grade you completed in school?

BANNER 4

<table>
<thead>
<tr>
<th>Work in Johnson County</th>
<th>Type of Home</th>
<th>Inside/Outside 435</th>
<th>Kids</th>
<th>Schools of Moody</th>
<th>Mood of Country</th>
<th>Mood of State</th>
<th>Mood of Johnson County</th>
<th>Sample</th>
<th>Phone Type</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Yes</td>
<td>No</td>
<td>Moms</td>
<td>Dads</td>
<td>Public</td>
<td>Other</td>
<td>RD</td>
<td>WT</td>
<td>RD</td>
<td>WT</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>353</td>
<td>384</td>
<td>365</td>
<td>433</td>
<td>215</td>
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<tr>
<td>High School or Less</td>
<td>76</td>
<td>42</td>
<td>34</td>
<td>64</td>
<td>10</td>
<td>35</td>
<td>26</td>
<td>15</td>
<td>61</td>
<td>5</td>
</tr>
<tr>
<td>Some College</td>
<td>178</td>
<td>97</td>
<td>81</td>
<td>156</td>
<td>19</td>
<td>72</td>
<td>94</td>
<td>63</td>
<td>114</td>
<td>35</td>
</tr>
<tr>
<td>College+</td>
<td>543</td>
<td>303</td>
<td>238</td>
<td>500</td>
<td>39</td>
<td>246</td>
<td>263</td>
<td>287</td>
<td>256</td>
<td>175</td>
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<tr>
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<td>3</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Graduated High School</td>
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<td>38</td>
<td>32</td>
<td>60</td>
<td>9</td>
<td>32</td>
<td>25</td>
<td>14</td>
<td>56</td>
<td>5</td>
</tr>
<tr>
<td>Technical or Vocational School</td>
<td>19</td>
<td>9</td>
<td>10</td>
<td>18</td>
<td>1</td>
<td>8</td>
<td>11</td>
<td>8</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>Some College</td>
<td>159</td>
<td>88</td>
<td>71</td>
<td>138</td>
<td>19</td>
<td>64</td>
<td>83</td>
<td>55</td>
<td>103</td>
<td>31</td>
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<tr>
<td>Graduated College</td>
<td>355</td>
<td>194</td>
<td>159</td>
<td>330</td>
<td>21</td>
<td>167</td>
<td>165</td>
<td>190</td>
<td>165</td>
<td>116</td>
</tr>
<tr>
<td>Graduate/Professional School</td>
<td>188</td>
<td>109</td>
<td>79</td>
<td>171</td>
<td>18</td>
<td>79</td>
<td>99</td>
<td>97</td>
<td>91</td>
<td>59</td>
</tr>
<tr>
<td>Refused</td>
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<td>1</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 114-5

QUESTION 99: And what was the last grade you completed in school?

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAW-</td>
<td>GARD-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MISS-</td>
<td>EGG-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>VALLEY</td>
<td>SPRING</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OLATHE</td>
<td>DE-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>NEER/</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>NEE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NER/</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SPRING</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>DE-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>352</td>
</tr>
<tr>
<td></td>
<td>HIGH SCHOOL OR LESS</td>
<td>76</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>SOME COLLEGE</td>
<td>178</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>COLLEGE+</td>
<td>543</td>
<td>240</td>
</tr>
<tr>
<td></td>
<td>SOME HIGH SCHOOL</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>GRADUATED HIGH SCHOOL</td>
<td>70</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>TECHNICAL OR VOCATIONAL</td>
<td>19</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>SOME COLLEGE</td>
<td>159</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>GRADUATED COLLEGE</td>
<td>355</td>
<td>165</td>
</tr>
<tr>
<td></td>
<td>GRADUATE/PROFESSIONAL</td>
<td>188</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>REFUSED</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

| BASE=TOTAL SAMPLE | 800 | 352 | 167 | 28 | 14 | 47 | 149 | 135 | 122 | 143 | 134 | 117 | 261 | 89 | 56 | 72 | 166 | 104 | 52 | 345 | 234 | 220 |
| HIGH SCHOOL OR LESS | 76  | 36  | 25  | 3  | 3  | 4  | 14  | 11  | 8   | 12  | 15  | 15  | 18  | 10 | 1  | 7  | 24  | 10  | 6  | 33  | 22  | 20  |
| SOME COLLEGE | 178 | 75  | 33  | 10 | 3  | 13 | 23  | 31  | 27  | 34  | 31  | 32  | 67  | 15 | 5  | 19 | 37  | 17  | 17 | 72  | 48  | 57  |
| COLLEGE+ | 543 | 240 | 128 | 15 | 8  | 29 | 110 | 92  | 87  | 88  | 69  | 176 | 63 | 48 | 45 | 104 | 77  | 29 | 239 | 162 | 142 |
| SOME HIGH SCHOOL | 5  | 2   | 1   | 1  | -  | -  | -   | -   | -   | -   | -   | -   | -   | -  | -  | -  | -   | 1   | -  | -   | -   | 3   |
| GRADUATED HIGH SCHOOL | 70 | 34  | 4   | 24 | 3  | 1  | 4   | 14  | 11  | 11  | 15  | 14  | 15  | 10 | 1  | 7  | 22  | 10  | 6  | 32  | 21  | 18  |
| TECHNICAL OR VOCATIONAL | 19 | 10  | 1   | 2  | 1  | 2  | 4   | 5   | 6   | 1   | 4   | 1   | 2   | 7  | 3  | -  | 3   | 1   | 3  | 4   | 7   | 8   |
| SOME COLLEGE | 159 | 65  | 32  | 9   | 2  | 9   | 25  | 26  | 30  | 30  | 30  | 60  | 12  | 5  | 17  | 36  | 15  | 15  | 68  | 42  | 49  |
| GRADUATED COLLEGE | 355 | 165 | 73  | 10  | 6  | 17  | 68  | 65  | 49  | 64  | 64  | 46  | 108 | 43 | 27 | 35 | 75  | 49  | 18 | 159 | 108 | 87  |
| GRADUATE/PROFESSIONAL | 188 | 76  | 55  | 38  | 6  | 12  | 43  | 27  | 38  | 33  | 24  | 23  | 69  | 20  | 22  | 10 | 29  | 28  | 10  | 80  | 54  | 54  |
| REFUSED | 3   | 1   | 1   | 1   | -  | -  | -   | -   | -   | -   | -   | -   | 1   | 1   | -  | -  | 1   | 1   | 1   |

PUBLIC OPINION STRATEGIES
Table 114-6

| TOTAL  | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|--------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=TOTAL SAMPLE | 800 | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |

### HIGH SCHOOL OR LESS

| TOTAL  | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 |
|--------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=TOTAL SAMPLE | 178 | 9 | 6 | 6 | 10 | 6 | 5 | 15 | 7 | 10 | 2 | 12 | 16 | 5 | 5 | 7 | 9 | 5 | 16 | 12 | 6 | 5 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |

### SOME COLLEGE

| TOTAL  | 178 | 9 | 6 | 6 | 10 | 6 | 5 | 15 | 7 | 10 | 2 | 12 | 16 | 5 | 5 | 7 | 9 | 5 | 16 | 12 | 6 | 5 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |

### COLLEGE+

| TOTAL  | 178 | 9 | 6 | 6 | 10 | 6 | 5 | 15 | 7 | 10 | 2 | 12 | 16 | 5 | 5 | 7 | 9 | 5 | 16 | 12 | 6 | 5 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |

### SOME HIGH SCHOOL

| TOTAL  | 178 | 9 | 6 | 6 | 10 | 6 | 5 | 15 | 7 | 10 | 2 | 12 | 16 | 5 | 5 | 7 | 9 | 5 | 16 | 12 | 6 | 5 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |

### GRADUATED HIGH SCHOOL

| TOTAL  | 178 | 9 | 6 | 6 | 10 | 6 | 5 | 15 | 7 | 10 | 2 | 12 | 16 | 5 | 5 | 7 | 9 | 5 | 16 | 12 | 6 | 5 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |

### TECHNICAL OR VOCATIONAL SCHOOL

| TOTAL  | 178 | 9 | 6 | 6 | 10 | 6 | 5 | 15 | 7 | 10 | 2 | 12 | 16 | 5 | 5 | 7 | 9 | 5 | 16 | 12 | 6 | 5 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |

### GRADUATED COLLEGE

| TOTAL  | 178 | 9 | 6 | 6 | 10 | 6 | 5 | 15 | 7 | 10 | 2 | 12 | 16 | 5 | 5 | 7 | 9 | 5 | 16 | 12 | 6 | 5 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |

### GRADUATE/PROFESSIONAL SCHOOL

| TOTAL  | 178 | 9 | 6 | 6 | 10 | 6 | 5 | 15 | 7 | 10 | 2 | 12 | 16 | 5 | 5 | 7 | 9 | 5 | 16 | 12 | 6 | 5 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |

### REFUSED

| TOTAL  | 178 | 9 | 6 | 6 | 10 | 6 | 5 | 15 | 7 | 10 | 2 | 12 | 16 | 5 | 5 | 7 | 9 | 5 | 16 | 12 | 6 | 5 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 4% | 3% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |

---

**Public Opinion Strategies**
Table 114-7

And what was the last grade you completed in school?

### BANNER 7

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
<td>37</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>BASE</strong></td>
<td><strong>STATE LOCAL</strong></td>
<td><strong>TOO ABOUT INCR- DECR-</strong></td>
<td><strong>LEAD-</strong></td>
<td><strong>LEAD-</strong></td>
<td><strong>TODAY</strong></td>
</tr>
<tr>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>110</td>
<td>124</td>
<td>118</td>
</tr>
<tr>
<td><strong>76</strong></td>
<td><strong>12</strong></td>
<td><strong>11</strong></td>
<td><strong>18</strong></td>
<td><strong>10</strong></td>
<td><strong>4</strong></td>
<td><strong>14</strong></td>
</tr>
<tr>
<td><strong>100%</strong></td>
<td><strong>13%</strong></td>
<td><strong>14%</strong></td>
<td><strong>14%</strong></td>
<td><strong>15%</strong></td>
<td><strong>15%</strong></td>
<td><strong>15%</strong></td>
</tr>
<tr>
<td><strong>9%</strong></td>
<td><strong>11%</strong></td>
<td><strong>10%</strong></td>
<td><strong>9%</strong></td>
<td><strong>8%</strong></td>
<td><strong>7%</strong></td>
<td><strong>5%</strong></td>
</tr>
<tr>
<td><strong>178</strong></td>
<td><strong>15</strong></td>
<td><strong>34</strong></td>
<td><strong>26</strong></td>
<td><strong>24</strong></td>
<td><strong>15</strong></td>
<td><strong>34</strong></td>
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<tr>
<td><strong>22%</strong></td>
<td><strong>14%</strong></td>
<td><strong>30%</strong></td>
<td><strong>23%</strong></td>
<td><strong>14%</strong></td>
<td><strong>28%</strong></td>
<td><strong>25%</strong></td>
</tr>
<tr>
<td><strong>543</strong></td>
<td><strong>79</strong></td>
<td><strong>70</strong></td>
<td><strong>68</strong></td>
<td><strong>80</strong></td>
<td><strong>89</strong></td>
<td><strong>75</strong></td>
</tr>
<tr>
<td><strong>68%</strong></td>
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**PUBLIC OPINION STRATEGIES**
Table 114-8

QUESTION 99: And what was the last grade you completed in school?

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<th>STRG 52%</th>
<th>STRG 21%</th>
<th>STRG 29%</th>
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<th>STRG 37%</th>
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<td>466 56%</td>
<td>321 46%</td>
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<td>300 56%</td>
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<td>292 18%</td>
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<td>432 45%</td>
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<td>76 9%</td>
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<td>66 10%</td>
<td>48 8%</td>
<td>26 12%</td>
<td>49 11%</td>
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<td>140 8%</td>
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<td>31 4%</td>
<td>126 4%</td>
<td>94 3%</td>
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<td>147 22%</td>
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PUBLIC OPINION STRATEGIES
### Table 115-1

**Question 100: Income**

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<th>MEN</th>
<th>WOMEN</th>
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<th>55-64</th>
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**Question 100: Income**

**Table 115-2**

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**Notes:**
- Base = Total sample
- **D/S** (Under $60K - Over $60K)
- Public Opinion Strategies
### Table 115-3

**QUESTION 100: Income. BANNER 3**

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<th>ETHNICITY</th>
<th>OF RESIDENCY</th>
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<td>122</td>
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**PUBLIC OPINION STRATEGIES**
**Table 115-4**

**QUESTION 100: Income.**

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<th>OLSON COUNTY</th>
<th>OF STATE</th>
<th>COUNTRY</th>
<th>SAMPLE</th>
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**PUBLIC OPINION STRATEGIES**
## Table 115-5

**QUESTION 100: Income.**

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<th>DATES</th>
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<td></td>
<td>SHAW-</td>
<td>MISS-</td>
<td>GARD-</td>
<td>BLUE</td>
</tr>
<tr>
<td></td>
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<td>MSON</td>
<td>VALLEY</td>
<td>OLATHE</td>
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<tr>
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<td>352</td>
<td>167</td>
<td>192</td>
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<td>94</td>
<td>20</td>
<td>37</td>
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<tr>
<td>OVER $60K</td>
<td>552</td>
<td>226</td>
<td>123</td>
<td>142</td>
</tr>
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<td>8</td>
<td>3</td>
<td>-</td>
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<td>78</td>
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<td>8</td>
<td>19</td>
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<td>122</td>
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<td>139</td>
<td>59</td>
<td>24</td>
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**PUBLIC OPINION STRATEGIES**
## Table 115-6

### QUESTION 100: Income

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<th>STATE HOUSE DISTRICTS</th>
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<td></td>
<td>TOTAL</td>
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</tr>
<tr>
<td>100%</td>
<td>5%</td>
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<tr>
<td>**D/S (UNDER $60K - OVER $60K)</td>
<td>-382</td>
</tr>
<tr>
<td>-48%</td>
<td>-40%</td>
</tr>
<tr>
<td>UNDER $60K</td>
<td>170</td>
</tr>
<tr>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>OVER $60K</td>
<td>552</td>
</tr>
<tr>
<td>69%</td>
<td>66%</td>
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<tr>
<td>UNDER $20,000</td>
<td>19</td>
</tr>
<tr>
<td>2%</td>
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<td>$20,000 - $40,000</td>
<td>73</td>
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<td>9%</td>
<td>2%</td>
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<tr>
<td>$40,000 - $60,000</td>
<td>78</td>
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<tr>
<td>10%</td>
<td>17%</td>
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<td>15%</td>
<td>10%</td>
</tr>
<tr>
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<td>139</td>
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<tr>
<td>17%</td>
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<td>OVER $100,000</td>
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</tr>
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<td>36%</td>
<td>35%</td>
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<td>8%</td>
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<td>Column 2</td>
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<td><strong>STATE LOCAL</strong></td>
<td><strong>TOO ABOUT INCR- DECR- LEAD- LEAD- VERY DIS- DIS-</strong></td>
</tr>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td>800</td>
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<tr>
<td><strong>UNDER $60K</strong></td>
<td><strong>TOO ABOUT INCR- DECR- LEAD- LEAD- VERY DIS- DIS-</strong></td>
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<tr>
<td><strong>OVER $60K</strong></td>
<td><strong>TOO ABOUT INCR- DECR- LEAD- LEAD- VERY DIS- DIS-</strong></td>
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**PUBLICATION STRATEGIES**
### Table 115-8

**Question 100:** Income

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<th>OVER $60K</th>
<th>UNDER $20,000</th>
<th>$20,000 - $40,000</th>
<th>$40,000 - $60,000</th>
<th>$60,000 - $80,000</th>
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<th>OVER $100,000</th>
<th>REFUSED</th>
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<tbody>
<tr>
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<td>170</td>
<td>69%</td>
<td>552</td>
<td>78</td>
<td>122</td>
<td>10%</td>
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<tr>
<td>STRG</td>
<td></td>
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<td>68%</td>
<td>407</td>
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<td>48</td>
<td>9%</td>
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<td>81%</td>
<td>-308</td>
<td>-50%</td>
<td>145</td>
<td>70%</td>
<td>325</td>
<td>59</td>
<td>72</td>
<td>101</td>
<td>15%</td>
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<td>TAXES</td>
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<td>71%</td>
<td>217</td>
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<td>18</td>
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<td>FOR ECON DEVELOP</td>
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<td>-90</td>
<td>-47%</td>
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<td>68%</td>
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<td>11</td>
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<td>1%</td>
<td>4</td>
<td>11</td>
<td>11</td>
<td>11%</td>
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<td>11</td>
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Table 116-1

**QUESTION 101:** And, are you registered to vote as a Republican, a Democrat, or something else?

**BANNER 1**

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<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<td>416</td>
<td>131</td>
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<td>109</td>
<td>83</td>
<td>13</td>
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<td>188</td>
<td>188</td>
<td>49</td>
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<td>110</td>
<td>105</td>
<td>26</td>
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<tr>
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<td>161</td>
<td>78</td>
<td>83</td>
<td>23</td>
</tr>
<tr>
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<td>66</td>
<td>38</td>
<td>27</td>
<td>13</td>
</tr>
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<td>LEAN DEMOCRAT</td>
<td>58</td>
<td>32</td>
<td>26</td>
<td>9</td>
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<td>74</td>
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<td>40</td>
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<td>47</td>
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<td>58</td>
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<tr>
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<td>19</td>
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**PUBLIC OPINION STRATEGIES**
Table 116-2

And, are you registered to vote as a Republican, a Democrat, or something else?

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<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<tr>
<td>TEC/</td>
<td>GOP</td>
<td>GOP</td>
</tr>
<tr>
<td>HS OR SOME</td>
<td>MEN</td>
<td>WOMEN</td>
</tr>
<tr>
<td>TOTAL LESS</td>
<td>Coll</td>
<td>Coll+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
</tr>
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<td>**D/S (REPUBLICAN - DEMOCRAT)</td>
<td>192</td>
<td>11</td>
</tr>
<tr>
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<td>31</td>
</tr>
<tr>
<td>TOTAL DEMOCRAT</td>
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<td>20</td>
</tr>
<tr>
<td>TOTAL LEAN/INDEPENDENT</td>
<td>199</td>
<td>19</td>
</tr>
<tr>
<td>STRONG REPUBLICAN</td>
<td>215</td>
<td>17</td>
</tr>
<tr>
<td>NOT-SO-STRONG REPUBLICAN</td>
<td>161</td>
<td>14</td>
</tr>
<tr>
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<td>66</td>
<td>9</td>
</tr>
<tr>
<td>SOMEthing ELSE/INDEPENDENT/UNDECLARED</td>
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<td>4</td>
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<td>6</td>
</tr>
<tr>
<td>NOT-SO-STRONG DEMOCRAT</td>
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<td>8</td>
</tr>
<tr>
<td>STRONG DEMOCRAT</td>
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<td>11</td>
</tr>
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<td>6</td>
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P U B L I C   O P I N I O N   S T R A T E G I E S
Table 116-3

**QUESTION 101:** And, are you registered to vote as a Republican, a Democrat, or something else?

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<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>OF RESIDENCY</th>
<th>LENGTH</th>
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<tr>
<td></td>
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<td>$80K</td>
<td>$100K</td>
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Table 116-4

**QUESTION 101:** And, are you registered to vote as a Republican, a Democrat, or something else?

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PUBLIC OPINION STRATEGIES
**QUESTION 101:** And, are you registered to vote as a Republican, a Democrat, or something else?

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Table 116-6

**Question 101:** And, are you registered to vote as a Republican, a Democrat, or something else?

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Table 116-7

And, are you registered to vote as a Republican, a Democrat, or something else?

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<th>GOV'T SPENDING CONTROL</th>
<th>PUBLIC EDU JCCC IMAGE</th>
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Public Opinion Strategies
### Table 116-8

**Question 101:** And, are you registered to vote as a Republican, a Democrat, or something else?

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**Public Opinion Strategies**
Table 117-1

QUESTION 102: And, thinking a little about your political attitudes, do you consider yourself to be conservative, moderate, or liberal on most issues?

BANNER 1

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<tr>
<th>GENDER/AGE</th>
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<th>IDEOLOGY</th>
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PUBLIC OPINION STRATEGIES
Table 117-2

And, thinking a little about your political attitudes, do you consider yourself to be conservative, moderate, or liberal on most issues?

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<td>TOTAL LIBERAL</td>
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<td>TOTAL LIBERAL</td>
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<td>BASE=TOTAL SAMPLE</td>
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<td>TOTAL LIBERAL</td>
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<td>BASE=TOTAL SAMPLE</td>
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<td>TOTAL LIBERAL</td>
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<td>BASE=TOTAL SAMPLE</td>
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<td>BASE=TOTAL SAMPLE</td>
<td><strong>D/S (CONSERVATIVE - LIBERAL)</strong></td>
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<td>BASE=TOTAL SAMPLE</td>
<td><strong>D/S (CONSERVATIVE - LIBERAL)</strong></td>
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<td>TOTAL LIBERAL</td>
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<td>BASE=TOTAL SAMPLE</td>
<td><strong>D/S (CONSERVATIVE - LIBERAL)</strong></td>
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<td>BASE=TOTAL SAMPLE</td>
<td><strong>D/S (CONSERVATIVE - LIBERAL)</strong></td>
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<td>BASE=TOTAL SAMPLE</td>
<td><strong>D/S (CONSERVATIVE - LIBERAL)</strong></td>
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<td>BASE=TOTAL SAMPLE</td>
<td><strong>D/S (CONSERVATIVE - LIBERAL)</strong></td>
<td>TOTAL CONSERVATIVE</td>
<td>TOTAL LIBERAL</td>
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</table>
Table 117-3

And, thinking a little about your political attitudes, do you consider yourself to be conservative, moderate, or liberal on most issues?

**Table 117-3**

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<th>INCOME</th>
<th>PARTY/INCOME</th>
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<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<td>$100K+</td>
<td>GOP/ IND/ DEM/</td>
<td>PROT- CATH-</td>
<td>WHITE</td>
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<tr>
<td>TOTAL</td>
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</tr>
<tr>
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<td>139</td>
<td>291</td>
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<td>15%</td>
<td>17%</td>
<td>36%</td>
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<td>47</td>
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<td>40%</td>
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<tr>
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<td>29</td>
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<td>22%</td>
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<td>23%</td>
<td>21%</td>
<td>38%</td>
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<tr>
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<td>24</td>
<td>20</td>
<td>56</td>
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<td>14%</td>
<td>19%</td>
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<td>18</td>
<td>16</td>
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<td>13%</td>
<td>15%</td>
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<td>45</td>
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<td>122</td>
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<td>37%</td>
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<tr>
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<td>16</td>
<td>5</td>
<td>2</td>
<td>1</td>
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<td>3%</td>
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<td>-</td>
<td>2</td>
<td>4</td>
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<td>1%</td>
<td>1%</td>
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</table>
Table 117-4

**QUESTION 102:** And, thinking a little about your political attitudes, do you consider yourself to be conservative, moderate, or liberal on most issues?

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<th>BANNER 4</th>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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<tbody>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>353</td>
<td>384</td>
<td>365</td>
<td>433</td>
<td>215</td>
</tr>
<tr>
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<td>100%</td>
<td>55%</td>
<td>44%</td>
<td>90%</td>
<td>9%</td>
<td>44%</td>
<td>48%</td>
<td>46%</td>
<td>54%</td>
<td>27%</td>
</tr>
<tr>
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<td>97</td>
<td>71</td>
<td>165</td>
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<td>51</td>
<td>105</td>
<td>89</td>
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</tr>
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<td><strong>TOTAL CONSERVATIVE</strong></td>
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<td>135</td>
<td>289</td>
<td>23</td>
<td>129</td>
<td>163</td>
<td>146</td>
<td>168</td>
<td>72</td>
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<tr>
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<td>145</td>
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<td>64</td>
<td>124</td>
<td>21</td>
<td>78</td>
<td>50</td>
<td>57</td>
<td>88</td>
<td>44</td>
</tr>
<tr>
<td><strong>VERY CONSERVATIVE</strong></td>
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<td>77</td>
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<td>67</td>
<td>95</td>
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<td>94</td>
<td>45</td>
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<tr>
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<td>58</td>
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**PUBLIC OPINION STRATEGIES**
Table 117-5

QUESTION 102: And, thinking a little about your political attitudes, do you consider yourself to be conservative, moderate, or liberal on most issues?

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
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<tbody>
<tr>
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<tr>
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<td>TOTAL</td>
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</tr>
<tr>
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<td>800</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (CONSERVATIVE - LIBERAL)</strong></td>
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</tr>
<tr>
<td></td>
<td>TOTAL CONSERVATIVE</td>
<td>315</td>
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<td>800</td>
</tr>
<tr>
<td></td>
<td><strong>D/S (CONSERVATIVE - LIBERAL)</strong></td>
<td>170</td>
</tr>
<tr>
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<td>TOTAL CONSERVATIVE</td>
<td>315</td>
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**PUBLIC OPINION STRATEGIES**
Table 117-6

QUESTION 102: And, thinking a little about your political attitudes, do you consider yourself to be conservative, moderate, or liberal on most issues?

<table>
<thead>
<tr>
<th>BANNER 6</th>
<th>STATE HOUSE DISTRICTS</th>
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</thead>
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<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 39 31 43 47 29 28 36 41 30 25 32 32 55 47 42 30 28 32 26 45 47 35</td>
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<tr>
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<td>5% 4% 5% 6% 4% 3% 5% 5% 4% 3% 4% 7% 6% 5% 4% 3% 4% 3% 6% 6% 4%</td>
</tr>
<tr>
<td>**D/S (CONSERVATIVE - LIBERAL)</td>
<td>170 9 9 15 7 3 6 3 3 5 8 2 4 15 14 12 8 7 13 13 6 10 -1</td>
</tr>
<tr>
<td>21% 24% 31% 34% 14% 10% 20% 8% 9% 18% 30% 7% 12% 28% 31% 28% 28% 26% 39% 49% 13% 22% -2%</td>
<td></td>
</tr>
<tr>
<td>TOTAL CONSERVATIVE</td>
<td>315 15 15 19 17 11 10 12 10 12 11 9 13 23 19 17 13 12 16 15 19 16 13</td>
</tr>
<tr>
<td>39% 38% 48% 44% 36% 37% 35% 32% 24% 40% 44% 27% 40% 42% 41% 40% 44% 42% 51% 58% 42% 34% 36%</td>
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</tr>
<tr>
<td>TOTAL LIBERAL</td>
<td>145 6 5 4 10 8 4 9 7 7 4 7 9 8 5 5 5 4 4 4 2 13 6 14</td>
</tr>
<tr>
<td>18% 24% 31% 34% 14% 10% 22% 27% 15% 15% 23% 15% 21% 28% 15% 10% 12% 16% 16% 12% 9% 29% 12% 39%</td>
<td></td>
</tr>
<tr>
<td>VERY CONSERVATIVE</td>
<td>175 11 7 10 9 6 5 4 4 6 7 4 6 13 11 11 7 4 6 11 13 10 9</td>
</tr>
<tr>
<td>22% 28% 22% 24% 18% 20% 18% 10% 9% 21% 29% 14% 19% 25% 23% 25% 25% 16% 19% 43% 29% 22% 27%</td>
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<tr>
<td>SOMEWHAT CONSERVATIVE</td>
<td>140 4 8 8 8 5 5 8 6 6 4 4 7 10 9 6 6 7 10 4 6 6 6 3</td>
</tr>
<tr>
<td>18% 11% 27% 19% 17% 16% 17% 22% 15% 20% 16% 13% 21% 18% 18% 15% 19% 26% 32% 15% 13% 12% 10%</td>
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</tr>
<tr>
<td>SOMEWHAT LIBERAL</td>
<td>91 3 4 3 6 6 2 5 5 5 4 2 3 4 3 4 2 2 3 2 9 6 8</td>
</tr>
<tr>
<td>11% 7% 14% 7% 13% 20% 7% 15% 13% 15% 15% 5% 9% 8% 6% 10% 6% 10% 9% 19% 12% 23%</td>
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</tr>
<tr>
<td>VERY LIBERAL</td>
<td>54 3 1 1 4 2 2 3 1 2 - 5 6 4 2 1 3 3 1 - 5 - 6</td>
</tr>
<tr>
<td>7% 7% 3% 2% 8% 7% 8% 9% 4% 7% - 16% 19% 7% 4% 2% 11% 9% 2% - 10% - 16%</td>
<td></td>
</tr>
<tr>
<td>MODERATE</td>
<td>311 15 10 20 19 8 13 15 24 9 9 16 10 20 22 18 10 9 11 7 12 24 9</td>
</tr>
<tr>
<td>39% 38% 32% 47% 39% 26% 46% 42% 59% 31% 35% 50% 32% 37% 47% 44% 35% 33% 34% 27% 27% 50% 25%</td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>16 2 1 - - 1 - 1 - 1 - 1 - 3 1 2 - 3 1 - - 1 -</td>
</tr>
<tr>
<td>2% 5% 3% - - 3% - 2% - 3% - 2% - 6% 2% 4% - 10% 4% - - 2% -</td>
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</tr>
<tr>
<td>REFUSED</td>
<td>13 2 - - 1 2 1 - - 1 2 - - 2 - - 1 1 1 -</td>
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<tr>
<td>2% 4% - - 3% 7% 3% - - 3% 6% - - - - - 6% - - 6% 2% 2% -</td>
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**Table 117-7**

**QUESTION 102:** And, thinking a little about your political attitudes, do you consider yourself to be conservative, moderate, or liberal on most issues?

**BANNER 7**

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
</tr>
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<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>115</td>
<td>110</td>
<td>124</td>
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<tr>
<td><strong>TOTAL CONSERVATIVE</strong></td>
<td>170</td>
<td>14</td>
<td>23</td>
<td>37</td>
<td>25</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td><strong>TOTAL LIBERAL</strong></td>
<td>315</td>
<td>34</td>
<td>47</td>
<td>52</td>
<td>47</td>
<td>47</td>
<td>54</td>
</tr>
<tr>
<td><strong>TOTAL MODERATE</strong></td>
<td>311</td>
<td>51</td>
<td>44</td>
<td>39</td>
<td>39</td>
<td>47</td>
<td>40</td>
</tr>
<tr>
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<td>311</td>
<td>51</td>
<td>44</td>
<td>39</td>
<td>39</td>
<td>47</td>
<td>40</td>
</tr>
<tr>
<td><strong>TOTAL DON’T KNOW</strong></td>
<td>16</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>3</td>
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<td><strong>TOTAL REFUSED</strong></td>
<td>13</td>
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<td>1</td>
<td>-</td>
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<td>1</td>
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<tr>
<td><strong>TOTAL ALL</strong></td>
<td>112</td>
<td>16</td>
<td>24</td>
<td>37</td>
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**PUBLIC OPINION STRATEGIES**
Table 117-8

QUESTION 102: And, thinking a little about your political attitudes, do you consider yourself to be conservative, moderate, or liberal on most issues?

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>IMMIGRATION</th>
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<tr>
<td>STRG</td>
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</tr>
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<td>TOTAL</td>
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<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>OPP</td>
<td>OPP</td>
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<td>649</td>
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<td>571</td>
<td>213</td>
<td>466</td>
<td>321</td>
<td>167</td>
<td>613</td>
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<td>98</td>
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<td>137</td>
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<td>38</td>
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<td>95</td>
<td>81</td>
<td>223</td>
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<td>6</td>
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PUBLIC OPINION STRATEGIES
Table 118-1

And, do you support or oppose the goals and objectives of the Tea Party movement?

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<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tr>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td></td>
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<tr>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
<td>120</td>
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<tr>
<td>100%</td>
<td>48%</td>
<td>52%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-27</td>
<td>38</td>
<td>-64</td>
<td>-7</td>
<td>-23</td>
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<tr>
<td>-3%</td>
<td>10%</td>
<td>-16%</td>
<td>-5%</td>
<td>-9%</td>
</tr>
<tr>
<td>TOTAL SUPPORT</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>314</td>
<td>185</td>
<td>129</td>
<td>48</td>
<td>91</td>
</tr>
<tr>
<td>43%</td>
<td>38%</td>
<td>47%</td>
<td>24%</td>
<td>29%</td>
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<tr>
<td>STRONGLY SUPPORT</td>
<td></td>
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<td></td>
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<td>118</td>
<td>72</td>
<td>46</td>
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<tr>
<td>15%</td>
<td>19%</td>
<td>11%</td>
<td>10%</td>
<td>22%</td>
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<tr>
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<td></td>
<td></td>
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<td></td>
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<tr>
<td>196</td>
<td>113</td>
<td>83</td>
<td>35</td>
<td>66</td>
</tr>
<tr>
<td>24%</td>
<td>29%</td>
<td>20%</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>STRONGLY OPPOSE</td>
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<td></td>
<td></td>
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</tr>
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<td>37</td>
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<tr>
<td>28%</td>
<td>31%</td>
<td>28%</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>132</td>
<td>46</td>
<td>86</td>
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<td>46</td>
</tr>
<tr>
<td>16%</td>
<td>12%</td>
<td>21%</td>
<td>18%</td>
<td>16%</td>
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<tr>
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<td>3</td>
</tr>
<tr>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
</tr>
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</table>

PUBLIC OPINION STRATEGIES
And, do you support or oppose the goals and objectives of the Tea Party movement?

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<tr>
<th></th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
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<td></td>
<td>TEC/</td>
<td>HS OR SOME</td>
<td>GOP</td>
<td>GOP</td>
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<tr>
<td>TOTAL</td>
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<td></td>
<td>Men</td>
<td>Men</td>
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<tr>
<td>BASE=TOTAL SAMPLE</td>
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<td>178</td>
<td>543</td>
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<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
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<td>-46</td>
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<tr>
<td>TOTAL SUPPORT</td>
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<td>31</td>
<td>79</td>
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</tr>
<tr>
<td>TOTAL OPPOSE</td>
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<td>28</td>
<td>62</td>
<td>250</td>
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<tr>
<td>STRONGLY SUPPORT</td>
<td>118</td>
<td>10</td>
<td>31</td>
<td>77</td>
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<tr>
<td>SOMEWHAT SUPPORT</td>
<td>196</td>
<td>21</td>
<td>48</td>
<td>127</td>
</tr>
<tr>
<td>SOMEWHAT OPPOSE</td>
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<td>23</td>
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<tr>
<td>STRONGLY OPPOSE</td>
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<td>81</td>
</tr>
<tr>
<td>REFUSED</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 118-3

**QUESTION 103:** And, do you support or oppose the goals and objectives of the Tea Party movement?

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<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER $60K</td>
<td>$60K-$80K</td>
<td>$80K-$100K+</td>
<td>GOP/IND/DEM</td>
<td>PROT/CATH</td>
<td>ESTANT OLIC</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
</tr>
<tr>
<td><strong>D/S (SUPPORT - OPPOSE)</strong></td>
<td>-27</td>
<td>-5</td>
<td>1</td>
<td>-18</td>
<td>-1</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT</strong></td>
<td>314</td>
<td>65</td>
<td>50</td>
<td>51</td>
<td>123</td>
</tr>
<tr>
<td><strong>TOTAL OPPOSE</strong></td>
<td>341</td>
<td>71</td>
<td>49</td>
<td>50</td>
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</tr>
<tr>
<td><strong>STRONGLY SUPPORT</strong></td>
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<td>28</td>
<td>14</td>
<td>16</td>
<td>48</td>
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**PUBLIC OPINION STRATEGIES**
### Table 118-4

**Question 103:** And, do you support or oppose the goals and objectives of the Tea Party movement?

**Banner 4**

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<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
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<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF COUNTRY</th>
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| **D/S (SUPPORT - OPPOSE)** | -27  | -16  | -9   | -21  | -13  | -52  | 23   | -7   | -21  | -24  | 17   | -19  | 9    | -131 | 129   | 51    | -90   | -27  | -1   | -11  | -16  | -20  | -6  | -31   | -3%   | -4%   | -3%  | -3%  | -19% | -15%  | 6%   | -2%  | -5%  | -11% | -8%  | -11% | -69%  | 24%   | -17%  | -22% | -5%  | -1%  | -3%  | -4%  | -25%  | -1%  | -4%   |       |

| **TOTAL SUPPORT**       | 314  | 174  | 140  | 286  | 21   | 125  | 166  | 166  | 91    | 37    | 17    | 288  | 143   | 133   | 205   | 80    | 156   | 158  | 22   | 291  | 315  |       |

| **TOTAL OPPOSE**        | 341  | 190  | 151  | 178  | 14   | 103  | 166  | 146  | 97    | 37    | 17    | 288  | 143   | 133   | 205   | 80    | 156   | 158  | 22   | 291  | 315  |       |

| **STRONGLY SUPPORT**    | 118  | 64   | 54   | 108  | 7    | 49   | 61   | 45   | 72    | 21    | 24    | 26   | 15    | 5     | 112   | 54    | 48    | 66    | 36   | 57    | 61    | 7     | 111   | 126   |       |

| **SOMEWHAT SUPPORT**    | 196  | 110  | 86   | 178  | 14   | 76   | 105  | 102  | 94    | 49    | 53    | 65   | 22    | 12    | 175   | 89    | 85    | 139   | 44   | 99    | 97    | 16    | 180   | 189   |       |

| **SOMEWHAT OPPOSE**     | 121  | 74   | 47   | 105  | 16   | 59   | 54   | 61   | 60    | 35    | 25    | 48   | 4     | 32    | 76    | 42    | 62    | 91    | 25   | 58    | 62    | 23    | 98    | 118   |       |

| **STRONGLY OPPOSE**     | 220  | 116  | 102  | 202  | 18   | 119  | 90   | 93   | 127   | 58    | 35    | 62   | 23    | 116   | 83    | 50    | 160   | 141   | 56   | 109   | 111   | 20    | 200   | 228   |       |

| **DON'T KNOW**          | 132  | 73   | 59   | 118  | 12   | 46   | 69   | 59   | 73    | 47    | 13    | 40   | 16    | 23    | 93    | 55    | 50    | 77    | 32   | 66    | 66    | 15    | 117   | 125   |       |

| **REFUSED**             | 14   | 6    | 8    | 10   | 1    | 4    | 5    | 6    | 8    | 5    | 1    | 5    | 1     | 3     | 8     | 3     | 6     | 6    | 3    | 9    | 4     |         | -     | 14    | 14    |       |

**Public Opinion Strategies**
### Table 118-5

**QUESTION 103:** And, do you support or oppose the goals and objectives of the Tea Party movement?

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**BASE=TOTAL SAMPLE**

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****D/S (SUPPORT - OPPOSE)**

|                  | -27 | -28 | -15 | -1  | 1   | 2   | 14 | -12 | -2  | -6  | -14 | 8   | -20 | -1  | -5  | -1  | 6   | -11 | 5   | 2   | 5   | 30  | 24  | 25  |
|------------------|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

**TOTAL SUPPORT**

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**TOTAL OPPOSE**

|                  | 341 | 161 | 76  | 78  | 11  | 4   | 11 | 68  | 55  | 52  | 68  | 51  | 47  | 118 | 35  | 25  | 30  | 64  | 51  | 18  | 144 | 92  | 104 |      |
|------------------|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

**STRONGLY SUPPORT**

|                  | 118 | 49  | 24  | 25  | 5   | 1   | 14 | 21  | 21  | 18  | 16  | 24  | 18  | 32  | 20  | 9   | 8   | 23  | 16  | 11  | 52  | 44  | 23  |      |
|------------------|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

**SOMewhat SUPPORT**

|                  | 196 | 84  | 37  | 52  | 6   | 6   | 11 | 34  | 32  | 29  | 37  | 36  | 28  | 65  | 15  | 12  | 21  | 46  | 24  | 12  | 90  | 54  | 51  |      |
|------------------|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

**SOMewhat OPPOSE**

|                  | 121 | 53  | 28  | 29  | 4   | 2   | 5   | 17  | 26  | 21  | 22  | 17  | 18  | 39  | 16  | 8   | 13  | 24  | 14  | 6   | 56  | 23  | 41  |      |
|------------------|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

**STRONGLY OPPOSE**

|                  | 220 | 108 | 47  | 50  | 7   | 2   | 6   | 50  | 29  | 31  | 46  | 35  | 29  | 79  | 19  | 17  | 17  | 39  | 37  | 12  | 88  | 69  | 63  |      |
|------------------|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

**DON’T KNOW**

|                  | 132 | 53  | 26  | 34  | 6   | 3   | 9   | 23  | 25  | 20  | 19  | 22  | 23  | 39  | 16  | 9   | 13  | 31  | 13  | 10  | 55  | 41  | 36  |      |
|------------------|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

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</table>

**PUBLIC OPINION STRATEGIES**
Table 118-6

And, do you support or oppose the goals and objectives of the Tea Party movement?

| BASE=TOTAL SAMPLE | 14   | 15   | 16   | 17   | 18   | 19   | 20   | 21   | 22   | 23   | 24   | 25   | 26   | 27   | 28   | 29   | 30   | 31   | 32   | 33   | 34   | 35   | 36   | 37   | 38   | 39   | 40   | 41   | 42   | 43   | 44   | 45   | 46   | 47   | 48   | 49   |
|-------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| **D/S (SUPPORT - OPPOSE)** | -27  | 10   | -8   | -12  | -1   | -8   | -7   | -1   | -2   | -2   | -8   | -1   | -4   | 10   | 8    | 4    | -10  | -3
| **TOTAL SUPPORT** | 314  | 23   | 8    | 21   | 13   | 12   | 10   | 9    | 12   | 11   | 18   | 18   | 12   | 13   | 19   | 13   | 21   | 14   | 14
| **TOTAL OPPOSE**  | 341  | 13   | 16   | 20   | 25   | 12   | 13   | 20   | 12   | 14   | 18   | 19   | 12   | 21   | 13   | 13   | 14   | 17   | 24   | 17
| STRONGLY SUPPORT  | 118  | 9    | 2    | 8    | 5    | 4    | 2    | 3    | 5    | 3    | 9    | 5    | 7    | 8    | 7    | 3    |
| SOMEWHAT SUPPORT  | 196  | 14   | 6    | 13   | 8    | 7    | 10   | 9    | 8    | 5    | 6    | 5    | 13   | 12   | 10   | 10   | 7    | 7    | 11   | 14   | 11   | 7
| SOMEWHAT OPPOSE   | 121  | 4    | 9    | 4    | 9    | 5    | 7    | 6    | 6    | 7    | 1    | 4    | 7    | 5    | 2    | 3    | 4    | 4    | 4    | 10   | 6    |
| STRONGLY OPPOSE   | 220  | 9    | 7    | 15   | 16   | 7    | 6    | 14   | 14   | 15   | 11   | 12   | 10   | 6    | 5    | 1    | 11   | 14   | 10
| DON'T KNOW         | 132  | 3    | 7    | 3    | 9    | 5    | 3    | 4    | 8    | 7    | 5    | 6    | 2    | 16   | 10   | 5    | 5    | 6    | 3    | 7    | 8    | 5    | 5
| REFUSED            | 14   | -    | -    | -    | 1    | -    | -    | 1    | 2    | 1    | 1    | 2    | -    | 1    | 1    | -    | 3    | -    | 2    | -    | -    | -    | 5    | -    | -    | 3    | 6    | -    | 6    | -    |
Table 118-7

QUESTION 103: And, do you support or oppose the goals and objectives of the Tea Party movement?

BANNER 7

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<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
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PUBLIC OPINION STRATEGIES
Table 118-8

**QUESTION 103:** And, do you support or oppose the goals and objectives of the Tea Party movement?

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PUBLIC OPINION STRATEGIES
Table 119-1
And what is your religion?

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PUBLIC OPINION STRATEGIES
**Table 119-2**

**QUESTION 104:** And what is your religion?

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<td>HS OR SOME</td>
<td>MEN</td>
<td>WOMEN</td>
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|          | TOTAL | LESS | COLL | COLL+ | GOP | LESS | GOP | LESS | IND | LESS | IND | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DEM | LESS | DE
Table 119-3

QUESTION 104: And what is your religion?

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PUBLIC OPINION STRATEGIES
Table 119-4

**QUESTION 104:** And what is your religion?

**BANNER 4**

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<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF STATE</th>
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<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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**WORK IN JOHNSON COUNTY:**
- SINGLE (71)
- IN (58)
- OUT (36)

**TYPE OF HOME:**
- TOTAL (800)
- YES (443) 44%
- NO (356) 44%

**INSIDE/OUTSIDE:**
- TOTAL (356)
- INSIDE (215) 60%
- OUTSIDE (141) 40%

**KIDS:**
- TOTAL (356)
- YES (247) 70%
- NO (109) 30%

**SCHOOLS:**
- TOTAL (215)
- PUBLIC (191) 90%
- PRIVATE (24) 10%

**MOOD OF COUNTRY:**
- TOTAL (384)
- MOMS (191) 49%
- DADS (191) 49%

**MOOD OF STATE:**
- TOTAL (365)
- PUBLIC (304) 83%
- PRIVATE (61) 17%

**MOOD OF JOHNSON COUNTY:**
- TOTAL (151)
- PUBLIC (123) 82%
- PRIVATE (28) 18%

**SAMPLE:**
- TOTAL (411)
- PUBLIC (347) 85%
- PRIVATE (64) 15%

**PHONE TYPE:**
- TOTAL (520)
- CELL (246) 48%
- LINE (274) 52%

**DATA:**
- TOTAL (402)
- UNWGT (800) 100%

PUBLIC OPINION STRATEGIES
Table 119-5

QUESTION 104:
And what is your religion?

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**PUBLIC OPINION STRATEGIES**
Table 119-6

QUESTION 104: And what is your religion?

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STATE HOUSE DISTRICTS

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Table 119-7

QUESTION 104: And what is your religion?

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<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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PUBLIC OPINION STRATEGIES
Table 119-8
QUESTION 104: And what is your religion?

BANNER 8

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<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>TAXES FOR ONLINE</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
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<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>SUPP</td>
<td>OPP</td>
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<td>SUPP</td>
<td>OPP</td>
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PUBLIC OPINION STRATEGIES
Table 120-1

And, other than being an American, what is your main racial or ethnic heritage?

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<th>Gender</th>
<th>Age</th>
<th>Party</th>
<th>Ideology</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Men</td>
<td>Women</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18-34</td>
<td>35-44</td>
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<td>384</td>
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<td>48%</td>
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<td>16%</td>
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<td>Caucasian or White</td>
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<td>347</td>
<td>382</td>
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<td>91%</td>
<td>90%</td>
<td>92%</td>
<td>88%</td>
</tr>
<tr>
<td>African-American or Black</td>
<td>18</td>
<td>7</td>
<td>11</td>
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<td>2%</td>
<td>3%</td>
<td>4%</td>
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<td>Hispanic or of Spanish-Speaking Descent</td>
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<td>7</td>
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<tr>
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<td>3%</td>
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<tr>
<td>Asian American</td>
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<td>4</td>
<td>3</td>
</tr>
<tr>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<td>Other</td>
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<td>7</td>
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<td>1%</td>
<td>1%</td>
</tr>
<tr>
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<td>12</td>
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<tr>
<td>3%</td>
<td>3%</td>
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</tr>
</tbody>
</table>
Table 120-2

And, other than being an American, what is your main racial or ethnic heritage?

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<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
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<tr>
<td></td>
<td>TEC/</td>
<td>HS OR SOME</td>
<td>GOP</td>
<td>MEN WOMEN MEN WOMEN 18-54 55+ 18-54 55+</td>
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<td></td>
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<td>COLL COLL+</td>
<td>GOP/ IND</td>
<td>IND MEN WOMEN MEN WOMEN</td>
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<td>DEM DEM</td>
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<tr>
<td>800</td>
<td>76 178</td>
<td>543 188 188 95 104 79 105 225 150 151 48 122 62 117 259 67 129 55 128</td>
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<tr>
<td>729</td>
<td>66 166</td>
<td>494 177 182 88 98 67 87 215 143 140 47 100 54 114 245 65 119 44 109</td>
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<tr>
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<td>- - 2 1 5 10 - - 3 1 10 4 - - 1 2 7 7</td>
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<td></td>
</tr>
<tr>
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<td></td>
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<td>1% 1%</td>
<td>1% 1% 1% 2% 2% - 3% 1% 2% 1% 1% - 2% 1% 1% 2% - 1% 4% 1%</td>
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<td>2% 1%</td>
<td>3% 2% 1% 1% 1% 2% 2% 1% 2% 2% - 1% 3% - 2% - 2% 1% 3%</td>
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PUBLIC OPINION STRATEGIES
Table 120-3
QUESTION 106: And, other than being an American, what is your main racial or ethnic heritage?

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<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
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<tr>
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<td>GOP/IND/DEM/</td>
<td>PROT-CATH-</td>
<td>OF RESIDENCY</td>
<td>BASE=TOTAL SAMPLE</td>
<td>PARTY/INCOME</td>
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<tr>
<td>TOTAL</td>
<td>$60K-$80K-$80K+-$80K+-$80K+-$80K+</td>
<td>SPRT OPPOSE</td>
<td>ESTANT OLIC</td>
<td>MEN</td>
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<td>------</td>
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</tr>
<tr>
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<tr>
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<td>94%</td>
<td>95%</td>
<td>95%</td>
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<tr>
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<td>5</td>
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<td>6</td>
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<td>1%</td>
<td>2%</td>
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<td>1%</td>
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<td>1</td>
<td>2</td>
</tr>
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<td>2%</td>
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<td>-</td>
<td>1%</td>
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</tr>
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<td>3</td>
<td>1</td>
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<td>7</td>
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</table>

PUBLIC OPINION STRATEGIES
Table 120-4

**QUESTION 106:** And, other than being an American, what is your main racial or ethnic heritage?

**BANNER 4**

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<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
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<th>SAMPLE</th>
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PUBLIC OPINION STRATEGIES
Table 120-6
**Question 106:** And, other than being an American, what is your main racial or ethnic heritage?

**Banner 6**

|                      | 14  | 15  | 16  | 17  | 18  | 19  | 20  | 21  | 22  | 23  | 24  | 25  | 26  | 27  | 28  | 29  | 30  | 31  | 32  | 33  | 34  | 35  | 36  | 37  | 38  | 39  | 40  | 41  | 42  | 43  | 44  | 45  | 46  | 47  | 48  | 49  |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| **Base=Total Sample** | 800 | 39  | 31  | 43  | 47  | 29  | 28  | 36  | 41  | 30  | 25  | 32  | 32  | 55  | 47  | 42  | 30  | 28  | 32  | 26  | 45  | 47  | 35  | 100%| 5%  | 4%  | 5%  | 4%  | 3%  | 5%  | 4%  | 3%  | 4%  | 4%  | 7%  | 6%  | 5%  | 4%  | 3%  | 4%  | 3%  | 6%  | 6%  | 4%  |
| **Caucasian or White** | 729 | 32  | 28  | 39  | 45  | 25  | 24  | 32  | 41  | 27  | 23  | 29  | 32  | 51  | 46  | 39  | 24  | 24  | 30  | 24  | 43  | 41  | 28  | 91% | 82% | 92% | 90% | 95% | 87% | 87% | 94% | 90% | 91% | 92% | 100%| 92% | 99% | 94% | 81% | 86% | 94% | 94% | 95% | 88% | 80% |
| **African-American or Black** | 18  | 1   | 1   | 3   | -   | 1   | -   | 1   | -   | 3   | -   | 1   | -   | 1   | -   | 2   | 2   | 1   | -   | 1   | -   | 1   | -   | 1   | 2%  | 3%  | 4%  | 6%  | -   | 2%  | -   | 8%  | 4%  | 2%  | -   | 5%  | 7%  | 3%  | -   | -   | 2%  | -   |
| **Hispanic or of Spanish-Speaking Descent** | 14  | 4   | -   | -   | 1   | -   | 2   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | 1   | 3%  | 6%  | 6%  | 6%  | -   | -   | -   | 5%  | 2%  | 2%  | 2%  | 2%  | 2%  | 3%  | 3%  | -   | -   | -   | -   | -   |
| **Asian American** | 7   | 1   | -   | -   | 1   | -   | 2   | -   | -   | -   | -   | -   | 1   | -   | 2   | 1   | -   | -   | -   | -   | -   | -   | -   | -   | 1%  | 3%  | -   | -   | -   | 4%  | 4%  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| **Other** | 11  | -   | 1   | -   | -   | -   | 1   | -   | -   | 1   | 2   | 1   | -   | -   | 1   | -   | 1   | -   | -   | -   | -   | -   | -   | -   | 1%  | 4%  | -   | -   | -   | 3%  | -   | -   | 3%  | -   | -   | -   | -   | -   | -   | 3%  | 5%  | -   | -   |
| **Refused** | 21  | 1   | -   | 2   | 1   | 1   | 1   | 2   | 1   | -   | -   | -   | -   | 1   | 1   | 1   | 1   | 2   | -   | 1   | 1   | 3   | 2   | -   | 3%  | 2%  | -   | 4%  | 4%  | 5%  | 2%  | -   | -   | -   | -   | -   | 2%  | 1%  | 2%  | 3%  | 6%  | -   | 6%  | 6%  | 6%  | 6%  |
Table 120-7

**QUESTION 106:** And, other than being an American, what is your main racial or ethnic heritage?

**BANNER 7**

| STATE SENATE DISTRICTS | JOHNSON CO ECON SERVICES GOV'T SPENDING | CONTROL OVER PUBLIC EDUCJ CCC IMAGE JCCC/ECON DEVELOPJ CCC PREPARE WORKFORCE |
|------------------------|----------------------------------------|-------------------------------------------------|---------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
|                        | TOTAL | 7 | 8 | 9 | 10 | 11 | 23 | 37 | BETTER SAME | TOO HIGH | ABOUT | INCR- | DECR- | EASED SAME | STATE LOCAL | LEAD- | LEAD- | VERY | FAV | FAV | AGREE | AGREE | DIS- | DIS- |
| STATE LOCAL            | BASE=TOTAL SAMPLE                       | 800 | 106 | 115 | 112 | 115 | 110 | 124 | 118 | 602 | 189 | 225 | 564 | 172 | 114 | 483 | 52 | 721 | 545 | 742 | 661 | 112 | 683 | 40 |
| CAUCASIAN OR WHITE     | 729 | 101 | 105 | 100 | 107 | 95 | 115 | 106 | 553 | 166 | 197 | 522 | 158 | 104 | 440 | 47 | 657 | 506 | 681 | 599 | 103 | 621 | 36 |
| AFRICAN-AMERICAN OR BLACK | 18 | 1 | 4 | 4 | 3 | 4 | 1 | - | 12 | 7 | 6 | 11 | 4 | 1 | 12 | 1 | 17 | 13 | 16 | 17 | 1 | 18 | - |
| HISPANIC OR OF SPANISH-SPEAKING DESCENT | 14 | - | 1 | 4 | - | 3 | 3 | 9 | 5 | 5 | 9 | 4 | 2 | 5 | - | 14 | 8 | 13 | 13 | 1 | 11 | 2 |
| ASIAN AMERICAN         | 7 | - | - | 1 | 4 | 1 | 1 | 7 | - | 3 | 4 | 1 | - | 5 | 2 | 5 | 3 | 6 | 6 | 1 | 6 | - |
| OTHER                  | 11 | 3 | 2 | 1 | - | 1 | 1 | 3 | 6 | 5 | 4 | 7 | - | 1 | 10 | 2 | 8 | 5 | 10 | 8 | 3 | 9 | - |
| REFUSED                | 21 | 1 | 3 | 2 | 4 | 3 | 3 | 5 | 15 | 6 | 10 | 11 | 5 | 6 | 10 | - | 20 | 12 | 18 | 19 | 2 | 17 | 1 |
|                        | 3% | 1% | 2% | 2% | 4% | 3% | 2% | 4% | 2% | 3% | 4% | 2% | 3% | 5% | 2% | - | 3% | 2% | 2% | 3% | 2% | 3% | 3% |
Table 120-8

QUESTION 106: And, other than being an American, what is your main racial or ethnic heritage?

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**QUESTION 107:** About how long have you lived in Johnson County?

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**PUBLIC OPINION STRATEGIES**
Table 121-2

Question 107: About how long have you lived in Johnson County?

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PUBLIC OPINION STRATEGIES
TABLE 121-3

QUESTION 107: About how long have you lived in Johnson County?

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<td>1% 1% 1% 1% 2% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%</td>
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PUBLIC OPINION STRATEGIES
QUESTION 107: About how long have you lived in Johnson County?

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PUBLICATION STRATEGIES
Table 121-5
QUESTION 107: About how long have you lived in Johnson County?
BANNER 5

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PUBLIC OPINION STRATEGIES
Table 121-6

**QUESTION 107:** About how long have you lived in Johnson County?

**BANNER 6**

|                  | 14 | 15 | 16 | 17 | 18 | 20 | 22 | 23 | 24 | 26 | 28 | 30 | 32 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 | 49 |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **BASE=TOTAL SAMPLE** | 800| 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 |
| **100%**         |    | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 5% | 4% | 3% | 4% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% |
| **LESSTHANAYEAR** |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|                  | 3  | -  | -  | 1  | 1  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |
| **ONE TO FIVE YEARS** | 58 | 3  | 4  | 1  | 2  | 1  | 4  | 1  | 2  | 3  | 1  | 4  | 2  | 3  | 5  | 1  | 5  | 3  | 2  | 4  | 4  | 4  |
|                  | 7% | 18%| 11%| 10%| 2% | -  | 8% | 2% | 9% | 4% | 7% | 9% | 3% | 7% | 5% | 7% | 14%| 4% | 14%| 13%| -  | 5% |
| **SIX TO TEN YEARS** | 137| 8  | 7  | 7  | 5  | 4  | 8  | 6  | 6  | 2  | 7  | 5  | 7  | 6  | 3  | 8  | 5  | 4  | 11 | 13 | 1  |
|                  | 17%| 21%| 23%| 15%| 14%| 16%| 13%| 21%| 15%| 20%| 8% | 21%| 16%| 13%| 13%| 16%| 30%| 17%| 15%| 25%| 28%| 3% |
| **ELEVEN TO TWENTY YEARS** | 196| 8  | 3  | 9  | 10 | 3  | 10 | 11 | 5  | 5  | 4  | 5  | 21 | 15 | 9  | 9  | 7  | 8  | 11 | 15 | 17 | 12 |
|                  | 25%| 22%| 10%| 20%| 20%| 11%| 3% | 29%| 26%| 18%| 19%| 13%| 15%| 38%| 32%| 21%| 31%| 24%| 23%| 44%| 32%| 35%| 34%|
| **MORE THAN TWENTY YEARS** | 401| 16 | 17 | 24 | 29 | 21 | 20 | 16 | 20 | 18 | 17 | 18 | 21 | 23 | 22 | 22 | 12 | 12 | 14 | 7  | 19 | 13 |
|                  | 50%| 40%| 57%| 55%| 61%| 73%| 72%| 44%| 47%| 59%| 58%| 66%| 58%| 66%| 43%| 50%| 54%| 40%| 42%| 42%| 28%| 42%| 28%|
| **REFUSED**      | 5  | -  | -  | -  | -  | -  | 1  | -  | -  | -  | -  | -  | 1  | -  | 1  | -  | -  | 2  | -  | -  | -  | -  | -  |
|                  | 1% | -  | -  | -  | -  | -  | 3% | -  | -  | -  | -  | -  | 3% | -  | 3% | -  | 3% | -  |

**STATE HOUSE DISTRICTS**

**PUBLIC OPINION STRATEGIES**
Table 121-7

QUESTION 107: About how long have you lived in Johnson County?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON vs. COUNTRY</th>
<th>SERVICES TO OVER</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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</thead>
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<tr>
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<td>7</td>
<td>8</td>
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<td>10</td>
<td>23</td>
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<td>BASE=TOTAL SAMPLE</td>
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</tr>
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<td>800</td>
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<td>115</td>
<td>112</td>
<td>110</td>
<td>124</td>
<td>118</td>
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<td>-</td>
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<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>ONE TO FIVE YEARS</td>
<td>58</td>
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<td>7</td>
<td>15</td>
<td>4</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>SIX TO TEN YEARS</td>
<td>137</td>
<td>16</td>
<td>21</td>
<td>27</td>
<td>16</td>
<td>16</td>
<td>21</td>
</tr>
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<td>ELEVEN TO TWENTY YEARS</td>
<td>196</td>
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<td>21</td>
<td>22</td>
<td>27</td>
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<td>42</td>
</tr>
<tr>
<td>MORE THAN TWENTY YEARS</td>
<td>401</td>
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<td>65</td>
<td>48</td>
<td>66</td>
<td>55</td>
<td>57</td>
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Public Opinion Strategies
Table 121-8
QUESTION 107: About how long have you lived in Johnson County?

BANNER 8

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<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
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<th>IMMIGRATION</th>
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<tr>
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<td>FAV</td>
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<td>FAV</td>
<td>OPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>OPP</td>
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<tr>
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<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
<td>213</td>
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<td>321</td>
<td>167</td>
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<td>81%</td>
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<td>40%</td>
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<td>-</td>
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<td>7%</td>
<td>8%</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
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<td>107</td>
<td>26</td>
<td>98</td>
<td>37</td>
<td>68</td>
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<td>17%</td>
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<td>21%</td>
<td>13%</td>
<td>18%</td>
<td>18%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>ELEVEN TO TWENTY YEARS</td>
<td>196</td>
<td>91</td>
<td>167</td>
<td>26</td>
<td>142</td>
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<td>123</td>
<td>68</td>
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<td>25%</td>
<td>23%</td>
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<td>21%</td>
<td>31%</td>
</tr>
<tr>
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<td>401</td>
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<td>320</td>
<td>72</td>
<td>283</td>
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<td>240</td>
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<td>52%</td>
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<td>45%</td>
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<td>1%</td>
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</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 122-1

And, do you happen to work in Johnson County?

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<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
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<td>384</td>
<td>416</td>
<td>131</td>
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<td>100%</td>
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<td>52%</td>
<td>16%</td>
<td>32%</td>
</tr>
<tr>
<td>**D/S (YES - NO)</td>
<td>87</td>
<td>69</td>
<td>17</td>
<td>36</td>
<td>46</td>
</tr>
<tr>
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<td>11%</td>
<td>10%</td>
<td>5%</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>YES</td>
<td>443</td>
<td>226</td>
<td>217</td>
<td>83</td>
<td>150</td>
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<tr>
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<td>59%</td>
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<td>63%</td>
<td>59%</td>
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<tr>
<td>NO</td>
<td>356</td>
<td>157</td>
<td>199</td>
<td>47</td>
<td>103</td>
</tr>
<tr>
<td></td>
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<td>41%</td>
<td>48%</td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
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<td>-</td>
<td>1</td>
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**Table 122-2**

**QUESTION 108:** And, do you happen to work in Johnson County?

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<td><strong>PARTY/GENDER</strong></td>
<td><strong>PARTY/AGE</strong></td>
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<td>[0.18]</td>
<td>[0.18]</td>
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<tr>
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<td>GOP</td>
<td>GOP</td>
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<td>HS OR SOME</td>
<td>TOTAL</td>
<td>LESS</td>
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<td>[0.18]</td>
<td>[0.18]</td>
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<tr>
<td>100%</td>
<td>9%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>87</td>
<td>8</td>
</tr>
<tr>
<td>11%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>YES</td>
<td>443</td>
<td>42</td>
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<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>NO</td>
<td>356</td>
<td>34</td>
</tr>
<tr>
<td>44%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
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<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**PUBLIC OPINION STRATEGIES**
Table 122-3

| BASE=TOTAL SAMPLE | 800 | 170 | 122 | 139 | 291 | 123 | 222 | 83 | 96 | 74 | 99 | 314 | 341 | 425 | 210 | 347 | 382 | 729 | 50 | 198 | 196 | 401 |
| **D/S (YES - NO)** | 87 | 3 | 25 | 40 | 31 | 18 | 22 | 4 | 1 | 23 | 35 | 41 | 34 | 27 | 59 | 14 | 73 | 17 | 4 | 49 | 35 |
| **YES** | 443 | 86 | 73 | 89 | 161 | 66 | 120 | 52 | 60 | 37 | 89 | 174 | 190 | 229 | 119 | 202 | 184 | 400 | 33 | 101 | 122 | 218 |
| **NO** | 356 | 83 | 48 | 50 | 130 | 57 | 102 | 30 | 36 | 37 | 38 | 140 | 149 | 195 | 92 | 143 | 184 | 327 | 17 | 97 | 73 | 183 |
| DON'T KNOW | 1 | 1 | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | 1 | - |

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<th>$60K- $80K</th>
<th>$80K- $100K</th>
<th>$100K+</th>
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<td>17%</td>
</tr>
<tr>
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<td>27%</td>
</tr>
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<td>DEM/IND</td>
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<td>7%</td>
<td>8%</td>
<td>27%</td>
</tr>
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<td>DEM/IND</td>
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<td>23%</td>
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<td>12%</td>
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<td>DEM/IND</td>
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<th>GOP/IND</th>
<th>DEM/IND</th>
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<td>MEN</td>
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<td>11-20 YEARS</td>
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<td>122</td>
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<td>25</td>
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<tr>
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<td>73</td>
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<td>356</td>
<td>83</td>
<td>48</td>
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| **PUBLIC OPINION STRATEGIES** |
Table 122-4: Question 108: And, do you happen to work in Johnson County?

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<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
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Public Opinion Strategies
Table 122-5

**QUESTION 108:** And, do you happen to work in Johnson County?

| BASE=TOTAL SAMPLE | 800 | 352 | 167 | 28 | 14 | 47 | 149 | 135 | 122 | 143 | 134 | 117 | 261 | 89 | 56 | 149 | 104 | 52 | 345 | 234 | 220 |
| **D/S (YES - NO)** | 87 | 15 | 4 | 40 | 14 | 5 | 9 | -10 | 2 | 17 | 14 | 41 | 24 | 45 | 9 | -17 | 2 | 29 | -6 | 29 | 78 | -20 | 30 |
| **YES** | 443 | 183 | 85 | 116 | 21 | 9 | 70 | 69 | 70 | 78 | 87 | 70 | 153 | 48 | 19 | 35 | 97 | 49 | 41 | 212 | 106 | 125 |
| **NO** | 356 | 168 | 82 | 76 | 7 | 4 | 18 | 79 | 66 | 53 | 46 | 46 | 108 | 39 | 37 | 37 | 69 | 55 | 11 | 134 | 127 | 95 |
| **DON'T KNOW** | 1 | - | - | - | - | 1 | - | - | - | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - | - |
Table 122-6

And, do you happen to work in Johnson County?

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STATE HOUSE DISTRICTS

PUBLIC OPINION STRATEGIES
**Table 122-7**

**QUESTION 108:** And, do you happen to work in Johnson County?

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Table 122-8

QUESTION 108: And, do you happen to work in Johnson County?

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PUBLIC OPINION STRATEGIES
Table 123-1
QUESTION 109: What type of home do you live in?

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PUBLIC OPINION STRATEGIES
Table 123-2

QUESTION 109: What type of home do you live in?

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Table 123-3

QUESTION 109: What type of home do you live in?

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PUBLIC OPINION STRATEGIES
Table 123-4

QUESTION 109: What type of home do you live in?

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Table 123-5
QUESTION 109: What type of home do you live in?

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Table 123-6

QUESTION 109: What type of home do you live in?

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STATE HOUSE DISTRICTS

PUBLIC OPINION STRATEGIES
Table 123-7

QUESTION 109: What type of home do you live in?

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<tr>
<td>STATE SENATE DISTRICTS</td>
<td>JOHNSON CO ECON</td>
</tr>
<tr>
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<td>------------------</td>
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<tr>
<td>TOTAL</td>
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<td>TOTAL</td>
<td>112</td>
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</tr>
<tr>
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<td>721</td>
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<tr>
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</tr>
<tr>
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</tr>
<tr>
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<tr>
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<td>TOWNHOME</td>
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<tr>
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<td></td>
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<td>1%</td>
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<tr>
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</tr>
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<td>CONDO</td>
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<tr>
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<td></td>
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<tr>
<td>DON'T KNOW</td>
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</tr>
<tr>
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<td>1%</td>
</tr>
<tr>
<td></td>
<td></td>
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<tr>
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</table>

PUBLIC OPINION STRATEGIES
Table 123-8

QUESTION 109: What type of home do you live in?

<table>
<thead>
<tr>
<th>BANNER 8</th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>IMMIGRATION</th>
<th>PROBLEM</th>
<th>ENFORCE</th>
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<td>STRG</td>
<td>FED OFFICIALS</td>
<td>TOTAL SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
<td>SUPP</td>
<td>OPP</td>
<td>SUPP</td>
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<tr>
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<td>BASE=TOTAL SAMPLE</td>
<td>90%</td>
<td>89%</td>
<td>88%</td>
<td>87%</td>
<td>86%</td>
<td>85%</td>
<td>84%</td>
<td>83%</td>
<td>82%</td>
</tr>
<tr>
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<td>100%</td>
<td>44%</td>
<td>43%</td>
<td>42%</td>
<td>41%</td>
<td>40%</td>
<td>39%</td>
<td>38%</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>SINGLE FAMILY HOME</td>
<td>721</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>99%</td>
<td>98%</td>
<td>97%</td>
<td>96%</td>
<td>95%</td>
<td>94%</td>
</tr>
<tr>
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<td>4%</td>
<td>4%</td>
<td>4%</td>
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</tr>
<tr>
<td>TOWNHOME</td>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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</tr>
<tr>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>CONDO</td>
<td>4</td>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>6</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 124-1

**QUESTION 110:** And, do you happen to live inside of 435 or outside of 435?

**BANNER 1**

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN 18-34</td>
<td>55-64</td>
<td>STRG</td>
</tr>
<tr>
<td></td>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
<td>416</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>48%</td>
<td>52%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>D/S (INSIDE 435 - OUTSIDE 435)</strong></td>
<td>-31</td>
<td>-34</td>
<td>4</td>
<td>-3</td>
</tr>
<tr>
<td><strong>INSIDE 435</strong></td>
<td>353</td>
<td>162</td>
<td>192</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>44%</td>
<td>42%</td>
<td>46%</td>
<td>38%</td>
</tr>
<tr>
<td><strong>OUTSIDE 435</strong></td>
<td>384</td>
<td>196</td>
<td>188</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>51%</td>
<td>45%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>DON’T KNOW</strong></td>
<td>54</td>
<td>20</td>
<td>34</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>5%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>REFUSED</strong></td>
<td>9</td>
<td>6</td>
<td>2</td>
<td>2</td>
</tr>
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<td></td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Table 124-2

QUESTION 110: And, do you happen to live inside of 435 or outside of 435?

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/</td>
<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>MEN</td>
<td>WOMEN</td>
<td>MEN</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
<td>188</td>
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<tr>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>D/S (INSIDE 435 - OUTSIDE 435)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-31</td>
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<td>-21</td>
<td>-18</td>
<td>-43</td>
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<td>-23%</td>
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<td>72</td>
<td>246</td>
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<td>41%</td>
<td>45%</td>
<td>36%</td>
</tr>
<tr>
<td>OUTSIDE 435</td>
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<td></td>
<td></td>
<td></td>
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<td>384</td>
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<td>94</td>
<td>263</td>
<td>112</td>
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<td>53%</td>
<td>49%</td>
<td>60%</td>
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<td></td>
<td></td>
</tr>
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<td>54</td>
<td>15</td>
<td>9</td>
<td>30</td>
<td>6</td>
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<td>20%</td>
<td>5%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
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<td>1%</td>
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<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 124-3
QUESTION 110: And, do you happen to live inside of 435 or outside of 435?

BANNER 3

| BASE=TOTAL SAMPLE | 800 | 170 | 122 | 139 | 291 | 123 | 222 | 83 | 96 | 74 | 99 | 314 | 341 | 425 | 210 | 347 | 382 | 729 | 50 | 198 | 196 | 401 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|----|----|----|
| 100%              | 21% | 15% | 17% | 36% | 15% | 28% | 10% | 12%| 9% | 12%| 39%| 43% | 53% | 26% | 43% | 48% | 91% | 6% | 25% | 25% | 50% |}

**D/S (INSIDE 435 - OUTSIDE 435)**

| BASE=TOTAL SAMPLE | 800 | 170 | 122 | 139 | 291 | 123 | 222 | 83 | 96 | 74 | 99 | 314 | 341 | 425 | 210 | 347 | 382 | 729 | 50 | 198 | 196 | 401 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|----|----|----|
| 100%              | 21% | 15% | 17% | 36% | 15% | 28% | 10% | 12%| 9% | 12%| 39%| 43% | 53% | 26% | 43% | 48% | 91% | 6% | 25% | 25% | 50% |

| INSIDE 435 | 353 | 91 | 60 | 61 | 116 | 72 | 81 | 31 | 42 | 39 | 50 | 125 | 177 | 191 | 98 | 150 | 178 | 328 | 20 | 74 | 74 | 205 |
| OUTSIDE 435 | 384 | 62 | 52 | 66 | 163 | 43 | 131 | 44 | 46 | 44 | 166 | 144 | 205 | 101 | 177 | 174 | 351 | 22 | 98 | 115 | 171 |

| DON'T KNOW | 54 | 17 | 10 | 12 | 9 | 7 | 9 | 8 | 7 | 9 | 4 | 18 | 19 | 29 | 9 | 14 | 28 | 41 | 9 | 25 | 7 | 22 |
| REFUSED | 9 | - | - | - | 4 | - | 1 | - | 1 | - | 4 | 1 | - | - | 1 | - | - | 1 | 2 | - | - | 1 |

PUBLIC OPINION STRATEGIES
Table 124-4

QUESTION 110: And, do you happen to live inside of 435 or outside of 435?

BANNER 4

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF STATE COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>353</td>
<td>384</td>
<td>365</td>
<td>433</td>
<td>215</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>55%</td>
<td>44%</td>
<td>90%</td>
<td>9%</td>
<td>44%</td>
<td>48%</td>
<td>46%</td>
<td>54%</td>
<td>27%</td>
</tr>
<tr>
<td>INSIDE 435</td>
<td>353</td>
<td>192</td>
<td>161</td>
<td>318</td>
<td>36</td>
<td>353</td>
<td>-</td>
<td>-</td>
<td>150</td>
<td>204</td>
</tr>
<tr>
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<td>44%</td>
<td>43%</td>
<td>45%</td>
<td>52%</td>
<td>100%</td>
<td>-</td>
<td>-</td>
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<td>-100%</td>
<td>-100%</td>
</tr>
<tr>
<td>OUTSIDE 435</td>
<td>384</td>
<td>217</td>
<td>166</td>
<td>358</td>
<td>24</td>
<td>-</td>
<td>384</td>
<td>191</td>
<td>193</td>
<td>111</td>
</tr>
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<td>49%</td>
<td>50%</td>
<td>35%</td>
<td>100%</td>
<td>52%</td>
<td>52%</td>
<td>53%</td>
<td>57%</td>
<td>41%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>54</td>
<td>29</td>
<td>25</td>
<td>42</td>
<td>9</td>
<td>-</td>
<td>21</td>
<td>34</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
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<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>13%</td>
<td>-</td>
<td>-</td>
<td>6%</td>
<td>8%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>5</td>
<td>4</td>
<td>4</td>
<td>1%</td>
<td>-</td>
<td>-</td>
<td>-1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 124-5
QUESTION 110: And, do you happen to live inside of 435 or outside of 435?

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAW-</td>
<td>MISS-</td>
<td>GARD-</td>
<td>EOG-</td>
</tr>
<tr>
<td></td>
<td>VALLEY</td>
<td>OLATHE</td>
<td>ERTON</td>
<td>HILL</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>352</td>
<td>167</td>
<td>192</td>
</tr>
<tr>
<td>100%</td>
<td>44%</td>
<td>21%</td>
<td>24%</td>
<td>4%</td>
</tr>
<tr>
<td>**D/S (INSIDE 435 - OUTSIDE 435)</td>
<td>-31</td>
<td>274</td>
<td>-120</td>
<td>-108</td>
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<td>INSIDE 435</td>
<td>353</td>
<td>298</td>
<td>16</td>
<td>35</td>
</tr>
<tr>
<td>OUTSIDE 435</td>
<td>384</td>
<td>24</td>
<td>137</td>
<td>143</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>54</td>
<td>26</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>4</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 124-6

Question 110: And, do you happen to live inside of 435 or outside of 435?

Banner 6

| Total | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Base=Total Sample | 800 | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 | 100% | 5% | 4% | 5% | 6% | 4% | 3% | 5% | 5% | 4% | 3% | 4% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |
| **D/S (Inside 435 - Outside 435)** | -31 | -27 | -11 | 29 | 35 | 25 | 1 | 20 | 34 | 13 | 17 | 23 | 32 | -31 | -38 | -23 | -17 | 19 | -27 | -25 | -38 | -27 | -16 | -4% | -70% | -35% | 68% | 86% | 5% | 57% | 82% | 42% | 60% | 71% | 100% | -56% | -81% | -55% | -57% | 67% | -84% | -95% | -83% | -58% | -46% |
| Inside 435 | 353 | 4 | 9 | 34 | 40 | 26 | 14 | 26 | 36 | 20 | 21 | 25 | 32 | 8 | 3 | 3 | 8 | 5 | 22 | 2 | - | 3 | 7 | 9 | 44% | 11% | 31% | 78% | 85% | 89% | 51% | 72% | 86% | 66% | 84% | 78% | 100% | 15% | 6% | 18% | 15% | 78% | 6% | - | 6% | 16% | 26% |
| Outside 435 | 384 | 31 | 20 | 5 | 5 | 13 | 6 | 2 | 7 | 4 | 2 | - | 39 | 40 | 31 | 22 | 3 | 29 | 25 | 40 | 35 | 25 | 48% | 81% | 66% | 11% | 10% | 3% | 46% | 16% | 4% | 23% | 16% | 7% | - | 71% | 86% | 73% | 72% | 10% | 89% | 95% | 89% | 74% | 72% |
| Don’t Know | 54 | 3 | 1 | 3 | 2 | 2 | 1 | 3 | 4 | 2 | - | 5 | - | 6 | 4 | 2 | 4 | 3 | 1 | 1 | 2 | 4 | 1 | 1% | 8% | 4% | 8% | 4% | 8% | 3% | 8% | 10% | 8% | - | 15% | - | 11% | 8% | 5% | 12% | 12% | 2% | 5% | 5% | 8% | 3% |
| Refused | 9 | - | 1 | - | - | - | 2 | - | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | - | 2 | - | 1% | - | - | 3% | - | - | 4% | - | 3% | - | - | 2% | - | 3% | - | - | 3% | - |
Table 124-7

**QUESTION 110:** And, do you happen to live inside of 435 or outside of 435?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON</th>
<th>SERVICES</th>
<th>GOV'T SPENDING</th>
<th>CONTROL</th>
<th>JCCC/ECON</th>
<th>JCCC IMAGE</th>
<th>JCCC PREPARE</th>
<th>JCCC DEVELOP</th>
<th>WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>23</td>
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<td></td>
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<tr>
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<td>800</td>
<td>106</td>
<td>115</td>
<td>112</td>
<td>110</td>
<td>124</td>
<td>118</td>
<td>602</td>
<td>189</td>
</tr>
<tr>
<td></td>
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<td>13%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>75%</td>
<td>24%</td>
</tr>
</tbody>
</table>
| **D/S (INSIDE 435 - OUTSIDE 435)** | -31 91 81 -43 37 -43 -74 -81 -26 -9 1 28 17 -11 -32 -7 14 -30 -24 -33 12 -29 | -4% 85% 70% -38% 32% -39% -60% -68% -4% -5% -1% -5% -10% -9% -7% -14% -2% -5% -3% 11% 1% 14% 5%%
| INSIDE 435             | 353             | 97       | 90             | 31      | 73        | 29         | 19           | 15           | 265       |
|                        | 44%             | 91%      | 78%            | 28%     | 63%       | 26%        | 15%          | 13%          | 44%       |
| OUTSIDE 435            | 384             | 6        | 9              | 74      | 36        | 72         | 93           | 96           | 291       |
|                        | 48%             | 6        | 8              | 66%     | 31%       | 65%        | 75%          | 81%          | 48%       |
| DON'T KNOW             | 54              | 4        | 13             | 7       | 6         | 8          | 11           | 6            | 41        |
|                        | 7%              | 3%       | 11%            | 6%      | 5%        | 7%         | 9%           | 5%           | 7%        |
| REFUSED                | 9               | -4       | -1             | 1       | 1         | 2          | 5            | 3            | 3         |
|                        | 1%              | -3%      | -1%            | 1%      | 1%        | 1%         | 1%           | 1%           | 1%        |

PUBLIC OPINION STRATEGIES
Table 124-8

And, do you happen to live inside of 435 or outside of 435?

<table>
<thead>
<tr>
<th>BASE=TOTAL SAMPLE</th>
<th>800</th>
<th>354</th>
<th>649</th>
<th>132</th>
<th>571</th>
<th>213</th>
<th>466</th>
<th>321</th>
<th>167</th>
<th>613</th>
<th>449</th>
<th>369</th>
<th>420</th>
<th>536</th>
<th>233</th>
<th>300</th>
<th>447</th>
<th>292</th>
<th>147</th>
<th>331</th>
<th>404</th>
<th>358</th>
<th>432</th>
<th>331</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
<td>58%</td>
<td>40%</td>
<td>21%</td>
<td>77%</td>
<td>56%</td>
<td>46%</td>
<td>52%</td>
<td>67%</td>
<td>29%</td>
<td>37%</td>
<td>56%</td>
<td>37%</td>
<td>18%</td>
<td>41%</td>
<td>50%</td>
<td>45%</td>
<td>54%</td>
<td>41%</td>
</tr>
<tr>
<td>INSIDE 435</td>
<td>353</td>
<td>149</td>
<td>285</td>
<td>62</td>
<td>255</td>
<td>89</td>
<td>204</td>
<td>142</td>
<td>75</td>
<td>266</td>
<td>193</td>
<td>171</td>
<td>178</td>
<td>249</td>
<td>92</td>
<td>144</td>
<td>182</td>
<td>130</td>
<td>68</td>
<td>142</td>
<td>176</td>
<td>161</td>
<td>191</td>
<td>148</td>
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<tr>
<td>OUTSIDE 435</td>
<td>384</td>
<td>171</td>
<td>315</td>
<td>60</td>
<td>267</td>
<td>110</td>
<td>226</td>
<td>155</td>
<td>82</td>
<td>295</td>
<td>221</td>
<td>172</td>
<td>205</td>
<td>255</td>
<td>115</td>
<td>136</td>
<td>231</td>
<td>135</td>
<td>69</td>
<td>167</td>
<td>204</td>
<td>159</td>
<td>207</td>
<td>160</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>54</td>
<td>29</td>
<td>41</td>
<td>9</td>
<td>41</td>
<td>12</td>
<td>32</td>
<td>20</td>
<td>8</td>
<td>46</td>
<td>32</td>
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<td>18</td>
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<td>8</td>
<td>20</td>
<td>21</td>
<td>32</td>
<td>28</td>
<td>21</td>
</tr>
<tr>
<td>REFUSED</td>
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<td>5</td>
<td>7</td>
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<td>7</td>
<td>1</td>
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<td>3</td>
<td>5</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 125-1

Do you have children under the age of 18?

<table>
<thead>
<tr>
<th>BANNER 1</th>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL</td>
<td>MEN</td>
<td>WOMEN</td>
<td>18-34</td>
<td>35-44</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
<td>253</td>
</tr>
<tr>
<td>**D/S (YES - NO)</td>
<td>-68</td>
<td>-81</td>
<td>13</td>
<td>18</td>
<td>-130</td>
</tr>
<tr>
<td>YES</td>
<td>365</td>
<td>151</td>
<td>215</td>
<td>75</td>
<td>215</td>
</tr>
<tr>
<td>NO</td>
<td>433</td>
<td>232</td>
<td>201</td>
<td>56</td>
<td>37</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 125-2

QUESTION 111: Do you have children under the age of 18?

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>GOP/LESS</td>
<td>DEM/LESS</td>
<td>TEC/LESS</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>GOP/LESS</td>
<td>IND/LESS</td>
<td>GOP/LESS</td>
</tr>
<tr>
<td></td>
<td>MEN</td>
<td>MEN</td>
<td>MEN</td>
<td>MEN</td>
</tr>
<tr>
<td></td>
<td>WOMEN</td>
<td>WOMEN</td>
<td>WOMEN</td>
<td>WOMEN</td>
</tr>
<tr>
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<td>18-54</td>
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<td>18-54</td>
<td>18-54</td>
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<tr>
<td></td>
<td>55+</td>
<td>55+</td>
<td>55+</td>
<td>55+</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>76</td>
<td>178</td>
<td>543</td>
</tr>
<tr>
<td>100%</td>
<td>9%</td>
<td>22%</td>
<td>68%</td>
<td>23%</td>
</tr>
<tr>
<td>**D/S (YES - NO)</td>
<td>-68</td>
<td>-45</td>
<td>-50</td>
<td>30</td>
</tr>
<tr>
<td>-9%</td>
<td>-60%</td>
<td>-28%</td>
<td>6%</td>
<td>-15%</td>
</tr>
<tr>
<td>YES</td>
<td>365</td>
<td>15</td>
<td>63</td>
<td>287</td>
</tr>
<tr>
<td>46%</td>
<td>20%</td>
<td>36%</td>
<td>53%</td>
<td>42%</td>
</tr>
<tr>
<td>NO</td>
<td>433</td>
<td>61</td>
<td>114</td>
<td>256</td>
</tr>
<tr>
<td>54%</td>
<td>80%</td>
<td>64%</td>
<td>47%</td>
<td>57%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>-</td>
<td>1%</td>
<td>-</td>
<td>1%</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 125-3

QUESTION 111: Do you have children under the age of 18?

<table>
<thead>
<tr>
<th></th>
<th>INCOME</th>
<th></th>
<th>PARTY/INCOME</th>
<th></th>
<th>TEA PARTY</th>
<th></th>
<th>RELIGION</th>
<th></th>
<th>ETHNICITY</th>
<th></th>
<th>OF RESIDENCY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K- $80K- $100K+ $80K $80K+ $80K+ $80K $80K+ $80K+</td>
<td>$60K $80K $100K+ $80K $80K+ $80K+ $80K $80K+ $80K+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>170</td>
<td>122</td>
<td>139</td>
<td>291</td>
<td>123</td>
<td>222</td>
<td>83</td>
<td>96</td>
<td>74</td>
<td>99</td>
<td>314</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>36%</td>
<td>15%</td>
<td>28%</td>
<td>10%</td>
<td>12%</td>
<td>9%</td>
<td>12%</td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td>-9%</td>
<td>-48%</td>
<td>-3%</td>
<td>21%</td>
<td>12%</td>
<td>-26%</td>
<td>12%</td>
<td>-26%</td>
<td>9%</td>
<td>-34%</td>
<td>25%</td>
<td>-6%</td>
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<tr>
<td>YES</td>
<td>365</td>
<td>44</td>
<td>59</td>
<td>84</td>
<td>163</td>
<td>31</td>
<td>52</td>
<td>24</td>
<td>62</td>
<td>146</td>
<td>154</td>
<td>207</td>
</tr>
<tr>
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<td>26%</td>
<td>49%</td>
<td>60%</td>
<td>56%</td>
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<td>56%</td>
<td>37%</td>
<td>55%</td>
<td>33%</td>
<td>63%</td>
<td>47%</td>
</tr>
<tr>
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<td>433</td>
<td>126</td>
<td>63</td>
<td>55</td>
<td>128</td>
<td>78</td>
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<td>37</td>
<td>166</td>
</tr>
<tr>
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<td>54%</td>
<td>74%</td>
<td>51%</td>
<td>40%</td>
<td>44%</td>
<td>63%</td>
<td>63%</td>
<td>45%</td>
<td>67%</td>
<td>37%</td>
<td>53%</td>
<td>55%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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</tr>
</tbody>
</table>
Table 125-4

**QUESTION 111:** Do you have children under the age of 18?

<table>
<thead>
<tr>
<th>WORK IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS OF COUNTRY</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>IN - OUT -</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SINGLE</td>
<td>IN - OUT -</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>BASE=TOTAL SAMPLE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>800</td>
<td>443</td>
<td>356</td>
<td>721</td>
<td>69</td>
<td>69</td>
<td>353</td>
<td>384</td>
</tr>
<tr>
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<td>100%</td>
<td>55%</td>
<td>44%</td>
<td>90%</td>
<td>9%</td>
<td>9%</td>
<td>44%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td>-68</td>
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<td>-66</td>
<td>-2</td>
<td>-37</td>
<td>-2</td>
<td>433</td>
<td>215</td>
</tr>
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<td>-9%</td>
<td>-18%</td>
<td>-18%</td>
<td>-4%</td>
<td>-55%</td>
<td>-4%</td>
<td>215</td>
<td>151</td>
</tr>
<tr>
<td>YES</td>
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<td>220</td>
<td>145</td>
<td>721</td>
<td>347</td>
<td>347</td>
<td>150</td>
<td>191</td>
</tr>
<tr>
<td></td>
<td>46%</td>
<td>50%</td>
<td>41%</td>
<td>48%</td>
<td>42%</td>
<td>42%</td>
<td>48%</td>
<td>50%</td>
</tr>
<tr>
<td>NO</td>
<td>433</td>
<td>221</td>
<td>211</td>
<td>374</td>
<td>53</td>
<td>53</td>
<td>204</td>
<td>193</td>
</tr>
<tr>
<td></td>
<td>54%</td>
<td>50%</td>
<td>59%</td>
<td>52%</td>
<td>77%</td>
<td>77%</td>
<td>58%</td>
<td>50%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 125-5

**QUESTION 111:** Do you have children under the age of 18?

<table>
<thead>
<tr>
<th>BANNER 5</th>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SHAW-</td>
<td>GARD-</td>
<td>Neer/</td>
<td>Nee/</td>
</tr>
<tr>
<td></td>
<td>Valley</td>
<td>Olathe</td>
<td>Eron/</td>
<td>Soto</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>De-</td>
<td>Park</td>
<td>Nee</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>100%</td>
<td>44%</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>D/S (YES - NO)</strong></td>
<td><strong>-68</strong></td>
<td><strong>-69</strong></td>
<td><strong>-21</strong></td>
<td><strong>8</strong></td>
</tr>
<tr>
<td>YES</td>
<td>365</td>
<td>141</td>
<td>73</td>
<td>99</td>
</tr>
<tr>
<td>NO</td>
<td>433</td>
<td>210</td>
<td>94</td>
<td>91</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>1</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 125-6

**QUESTION 111:** Do you have children under the age of 18?

**BANNER 6**

| STATE HOUSE DISTRICTS | TOTAL | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|-----------------------|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=TOTAL SAMPLE     |       | 800| 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |
| **D/S (YES - NO)**    |       | 100%| 5% | 4% | 5% | 6% | 4% | 3% | 5% | 5% | 4% | 3% | 4% | 4% | 7% | 6% | 5% | 4% | 3% | 4% | 3% | 6% | 6% | 4% |
| **YES**              |       | -68 | -4 | 10 | -12| -7 | -7 | -4 | -1 | -2 | -10| -14| -8 | 8  | 6  | -17| -11| -6 | -10| 3  | 10 | -6 |
| **NO**               |       | -9% | 32%| -27%| -15%| -24%| -26%| -12%| -2%| -6%| -40%| -44%| -26%| 15%| 13%| -40%| -36%| -22%| 1%| 38%| 6%| 22%| -16%|
| **DON'T KNOW**       |       | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 1  |

**PUBLIC OPINION STRATEGIES**
Table 125-7

QUESTION 111: Do you have children under the age of 18?

BANNER 7

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSEN CO ECON SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE DEVELOP</th>
<th>JCCC/ECON PREPARE WORKFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOO ABOUT BETTER SAME INCR- DECR- LEAD- LEAD- VERY HIGH EASED EASED SAME ERS ERS FAV FAV AGREE AGREE AGREE AGREE DIS- DIS- DIS-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800 106 115 112 115 110 124 118 602 189 225 564 172 114 483 52 721 545 742 661 112 683 40</td>
<td>100% 13% 14% 14% 15% 15% 75% 24% 28% 70% 21% 14% 60% 6% 90% 68% 93% 83% 14% 85% 5%</td>
<td><strong>D/S (YES - NO)</strong></td>
<td>-68 -24 -25 -11 -5 -30 18 10 -25 -40 -35 -33 -2 -24 -41 -3 -60 -88 -64 -73 1 -58 4</td>
<td>-9% -23% -22% -10% -4% -28% 14% 9% -4% -21% -16% -6% -1% -21% -8% -6% -8% -16% -9% -11% 1% -8% 9%</td>
</tr>
<tr>
<td>STRG</td>
<td>TOTAL</td>
<td>SUPP</td>
<td>OPP</td>
<td>FAV</td>
<td>OPP</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
<td>------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>BASE=TOTAL SAMPLE</td>
<td>800</td>
<td>354</td>
<td>649</td>
<td>132</td>
<td>571</td>
</tr>
<tr>
<td>100%</td>
<td>44%</td>
<td>81%</td>
<td>17%</td>
<td>71%</td>
<td>27%</td>
</tr>
<tr>
<td>-%</td>
<td>-6%</td>
<td>-5%</td>
<td>-22%</td>
<td>-3%</td>
<td>-19%</td>
</tr>
<tr>
<td><strong>YES</strong></td>
<td>365</td>
<td>166</td>
<td>307</td>
<td>51</td>
<td>277</td>
</tr>
<tr>
<td>46%</td>
<td>47%</td>
<td>47%</td>
<td>39%</td>
<td>48%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>NO</strong></td>
<td>433</td>
<td>342</td>
<td>80</td>
<td>294</td>
<td>126</td>
</tr>
<tr>
<td>54%</td>
<td>53%</td>
<td>60%</td>
<td>52%</td>
<td>52%</td>
<td>59%</td>
</tr>
<tr>
<td><strong>DON'T KNOW</strong></td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 126-1

**QUESTION 112:** Do your children attend public school, charter school, or a private or religiously-affiliated school?

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18-34</td>
<td>35-44</td>
<td>45-54</td>
</tr>
<tr>
<td>MEN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOMEN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-54</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STRG</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOFT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IND/</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEAN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIB</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| BASE=YES IN Q.111 | 365 | 151 | 215 | 75 | 215 | 62 | 14 | - | 141 | 9 | 210 | 4 | 98 | 78 | 175 | 88 | 89 | 44 | 44 | 80 | 146 | 151 | 57 |
| BASE=NO IN Q.111 |  60 |  24 |  36 |  9 |  36 |  9 |  2 |  - |   9 |  1 |  8 |  - |   5 |  4 |  9 |  2 |  3 |  1 |  8 |  13 |  14 |  7 |

| PUBLIC SCHOOL    | 247 |  94 | 152 | 35 | 155 | 47 | 10 | - |  87 |  7 | 149 |  3 | 57 | 53 | 110 |  61 |  65 | 34 | 30 | 49 |  86 | 112 | 42 |
| PRIVATE/RELIGIOUS SCHOOL |  70 |  31 |  39 | 12 |  42 | 13 |  2 | - |  29 |  2 |  38 |  1 | 28 | 14 |  42 |  15 |  12 |  3 |  8 | 19 |  35 |  23 |  9 |
| HOME SCHOOLED    | 12  |  8  |  4  |  8 |  4  |  1 | - | - |  8  |  4 |  3  |  3 |  1  |  1 | - | - | - | - | - | - | - | - | - | - | - |
| CHARTER SCHOOL   |  1  |  -  |  -  |  - |  -  |  - | 1 | - |  -  | - | -  | - | -  | - | - | - | - | - | - | - | - | - | - | - |
| DON'T KNOW       | 22  |  9  | 13  | 17 |  6  | - | - | - |  9  |  13 | - |  5  |  6 |  11 |  4 |  7 |  3 |  4 |  4 |  9  | 10  |  4 |
| REFUSED          | 14  |  8  |  6  |  4 |  2  |  1 | - | - |  7  |  1 |  6  | - |  3 |  1 |  4 |  5 |  3 |  2 |  1 |  3 |  7 |  4 |  2 |

| 100% | 41% | 59% | 20% | 59% | 17% | 4% | - | 39% | 3% | 58% | 1% | 27% | 21% | 48% | 24% | 24% | 12% | 12% | 22% | 40% | 41% | 16% |
| 68% | 63% | 71% | 46% | 72% | 75% | 73% | - | 62% | 75% | 71% | 68% | 59% | 68% | 63% | 69% | 73% | 78% | 68% | 62% | 59% | 74% | 73% |

| 19% | 20% | 18% | 20% | 20% | 17% | - | - | 20% | 17% | 18% | 16% | 29% | 19% | 24% | 17% | 13% | 7% | 19% | 24% | 24% | 15% | 16% |
| 3% | 6% | 2% | 5% | 4% | 1% | - | - | 6% | 2% | 5% | 4% | 5% | 3% | 1% | 3% | - | 6% | 6% | 1% | - |

| 1% | 1% | - | - | 1% | - | - | - | 1% | - | - | - | 1% | 2% | - | - | - | - | - | - | - | - |
| 6% | 6% | 6% | 22% | 3% | - | - | - | 7% | 6% | 6% | 5% | 8% | 6% | 5% | 8% | 9% | 4% | 6% | 7% | 6% | - | - | - |
| 4% | 5% | 3% | 10% | 2% | 3% | 5% | - | 5% | 8% | 3% | - | 3% | 1% | 2% | 5% | 4% | 5% | 2% | 4% | 5% | 3% | 4% |

**PUBLIC OPINION STRATEGIES**
Table 126-2

QUESTION 112: Do your children attend public school, charter school, or a private or religiously-affiliated school?

<table>
<thead>
<tr>
<th>BANNER 2</th>
<th>EDUCATION</th>
<th>PARTY/GENDER</th>
<th>PARTY/AGE</th>
<th>PARTY/EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TEC/</td>
<td>GOP/</td>
<td>IND/</td>
<td>DEM/</td>
</tr>
<tr>
<td></td>
<td>HS OR SOME</td>
<td>MEN/</td>
<td>WOMEN/</td>
<td>MEN/</td>
</tr>
<tr>
<td>BASE=YES IN Q.111</td>
<td>365 15 63 287 79 96 32 57 32 57 166 9 88 1 86 3</td>
<td>35 141 24 65 17 71</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PUBLIC SCHOOL</td>
<td>247 10 44 193 43 67 23 39 23 42 104 6 61 1 63 2</td>
<td>23 87 15 46 14 50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRIVATE/RELIGIOUS SCHOOL</td>
<td>70 4 7 59 25 17 3 11 1 11 40 2 15 12</td>
<td>6 36 3 12 2 9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOME SCHOOLED</td>
<td>12 1 - 11 4 4 3 - 1 - 8 - 3 - 1 - 8 1 2</td>
<td>- 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHARTER SCHOOL</td>
<td>1 - - 1 - - - - 1 - 1 - - - 1</td>
<td>- - - - - 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>22 - 9 14 4 7 1 3 4 3 11 - 4 - 1</td>
<td>5 6 3 2 1 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>14 - 4 10 3 1 1 3 2 1 3 1 5 - 3</td>
<td>1 3 1 4 - 3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 126-3

QUESTION 112: Do your children attend public school, charter school, or a private or religiously-affiliated school?

<table>
<thead>
<tr>
<th>BANNER 3</th>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>LENGTH OF RESIDENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNDER $60K- $80K- $100K+ $80K- $80K-</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$60K</td>
<td>$80K</td>
<td>$100K</td>
<td>$80K</td>
<td>$80K</td>
<td>$100K</td>
</tr>
<tr>
<td>BASE=YES IN Q.111</td>
<td>365</td>
<td>44</td>
<td>59</td>
<td>84</td>
<td>163</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>12%</td>
<td>16%</td>
<td>23%</td>
<td>45%</td>
<td>12%</td>
</tr>
<tr>
<td>PUBLIC SCHOOL</td>
<td>247</td>
<td>27</td>
<td>41</td>
<td>61</td>
<td>111</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>66%</td>
<td>61%</td>
<td>69%</td>
<td>72%</td>
<td>68%</td>
<td>57%</td>
</tr>
<tr>
<td>PRIVATE/RELIGIOUS SCHOOL</td>
<td>70</td>
<td>9</td>
<td>8</td>
<td>14</td>
<td>32</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>20%</td>
<td>14%</td>
<td>16%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>HOME SCHOOLED</td>
<td>12</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>8%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>CHARTER SCHOOL</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>22</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>9%</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>14</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>2%</td>
<td>8%</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
<table>
<thead>
<tr>
<th>IN JOHNSON COUNTY</th>
<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
<th>PHONE TYPE</th>
<th>DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>SINGLE</td>
<td>IN-OUT</td>
<td>YES NO MOMS DADS PUBLIC OTHER RD WT RD WT RD WT A B CELL LINE UNWGT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=YES IN Q.111</td>
<td>365</td>
<td>220</td>
<td>145</td>
<td>165</td>
<td>150</td>
<td>191</td>
<td>365</td>
<td>-</td>
<td>215</td>
</tr>
<tr>
<td>PUBLIC SCHOOL</td>
<td>247</td>
<td>154</td>
<td>93</td>
<td>235</td>
<td>12</td>
<td>89</td>
<td>142</td>
<td>247</td>
<td>-</td>
</tr>
<tr>
<td>PRIVATE/RELIGIOUS SCHOOL</td>
<td>70</td>
<td>52</td>
<td>37</td>
<td>67</td>
<td>3</td>
<td>37</td>
<td>31</td>
<td>70</td>
<td>-</td>
</tr>
<tr>
<td>HOME SCHOOLED</td>
<td>12</td>
<td>9</td>
<td>3</td>
<td>11</td>
<td>8</td>
<td>3</td>
<td>12</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>CHARTER SCHOOL</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>22</td>
<td>15</td>
<td>7</td>
<td>21</td>
<td>1</td>
<td>11</td>
<td>10</td>
<td>22</td>
<td>-</td>
</tr>
<tr>
<td>REFUSED</td>
<td>14</td>
<td>10</td>
<td>4</td>
<td>12</td>
<td>-</td>
<td>5</td>
<td>5</td>
<td>14</td>
<td>-</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 126-5

Do your children attend public school, charter school, or a private or religiously-affiliated school?

<table>
<thead>
<tr>
<th>SCHOOL DISTRICT</th>
<th>COUNTY COMMISSION DISTRICT</th>
<th>CITIES</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISS-</td>
<td>BLUE</td>
<td>OLATHE</td>
<td>ERTON</td>
</tr>
<tr>
<td>TOTAL</td>
<td>365</td>
<td>141</td>
<td>73</td>
</tr>
<tr>
<td>BASE=YES IN Q.111</td>
<td>100%</td>
<td>39%</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>PUBLIC SCHOOL</td>
<td>48%</td>
<td>73%</td>
</tr>
<tr>
<td></td>
<td>PRIVATE/RELIGIOUS SCHOOL</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>HOME SCHOOLED</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>CHARTER SCHOOL</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>DON'T KNOW</td>
<td>22%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>14%</td>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

PUBLIC OPINION STRATEGIES
Table 126-6

QUESTION 112: Do your children attend public school, charter school, or a private or religiously-affiliated school?

BANNER 6

|                      | TOTAL  14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 38 | 39 | 43 | 48 | 49 |
|----------------------|----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BASE=YES IN Q.111    | 365       | 17 | 20 | 16 | 20 | 11 | 10 | 16 | 20 | 14 | 8  | 9  | 12 | 31 | 26 | 13 | 10 | 11 | 16 | 18 | 24 | 29 | 15 |
| 100%                 | 100%      | 5% | 6% | 4% | 5% | 3% | 3% | 4% | 6% | 4% | 2% | 2% | 3% | 8% | 7% | 3% | 3% | 3% | 4% | 5% | 7% | 8% | 4% |
| PUBLIC SCHOOL        | 247       | 12 | 14 | 10 | 17 | 7  | 5  | 6  | 12 | 9  | 5  | 7  | 5  | 22 | 20 | 7  | 5  | 3  | 12 | 13 | 19 | 25 | 13 |
| 68%                  | 68%       | 70%| 71%| 62%| 60%| 53%| 37%| 60%| 65%| 81%| 45%| 69%| 74%| 52%| 47%| 31%| 74%| 73%| 77%| 77%| 87%| 84%|
| PRIVATE/RELIGIOUS SCHOOL | 70     | 3  | 2  | 4  | 3  | 2  | 5  | 6  | 3  | 2  | 2  | 5  | 4  | 5  | 6  | 4  | 3  | 3  | 3  | 4  | -  | 1  | 2  |
| 19%                  | 19%       | 20%| 7% | 25%| 17%| 20%| 47%| 39%| 16%| 11%| 19%| 44%| 15%| 17%| 48%| 45%| 26%| 19%| 20%| 4% | 16%|
| HOME SCHOOLED        | 12        | -  | 2  | 1  | -  | 1  | -  | 1  | -  | 1  | -  | -  | -  | 1  | 1  | -  | 1  | -  | -  | -  | -  | -  | -  | -  |
| 3%                   | 3%        | -  | 8% | 5% | -  | 11%| -  | 6% | 9% | 19%| -  | -  | 4% | -  | -  | 11%| 7% | 6% | -  | -  | -  | -  | -  | -  |
| CHARTER SCHOOL       | 1         | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  | 1  | -  | -  | -  | -  | -  | -  | -  | -  | -  | -  |
| DON'T KNOW           | 22        | -  | 2  | 1  | -  | 1  | -  | 2  | 2  | 1  | -  | -  | 3  | 2  | -  | 3  | -  | 1  | 3  | 1  | -  | -  | 7% | -  | -  | -  |
| 6%                   | 6%        | -  | 7% | 8% | -  | 10%| -  | 15%| 11%| 9% | -  | -  | 8% | 8% | -  | 24%| -  | 7% | 12%| 4% | -  | -  | -  | -  | -  |
| REFUSED              | 14        | 2  | 1  | -  | -  | -  | -  | 2  | 1  | 1  | -  | 1  | 1  | -  | -  | 1  | 1  | -  | -  | -  | -  | -  | -  | 4% | 4% | -  |
Table 126-7

QUESTION 112: Do your children attend public school, charter school, or a private or religiously-affiliated school?

<table>
<thead>
<tr>
<th>STATE SENATE DISTRICTS</th>
<th>JOHNSON CO ECON</th>
<th>SERVICES FOR TAXES</th>
<th>GOV'T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDU</th>
<th>JCCC IMAGE</th>
<th>JCCC/ECON DEVELOP</th>
<th>JCCC PREPARE WORKFORCE</th>
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<tbody>
<tr>
<td></td>
<td>VS. COUNTRY</td>
<td>FOR TAXES</td>
<td>IN COUNTY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASE=YES IN Q.111</td>
<td>TOO ABOUT</td>
<td>INCR- DECR-</td>
<td>BETTER SAME</td>
<td>HIGH RIGHT</td>
<td>LEAD-</td>
<td>LEAD-</td>
<td>VERY FAV DIS- AGREE DIS-</td>
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<td>7 8 9 10 11 23 37</td>
<td>14 15 18 21 34 55</td>
<td>14 15 18 21 34 55</td>
<td>14 15 18 21 34 55</td>
<td>14 15 18 21 34 55</td>
<td>14 15 18 21 34 55</td>
<td>14 15 18 21 34 55</td>
</tr>
<tr>
<td>TOTAL</td>
<td>365 41 45 50 55 40 70 64</td>
<td>288 74 95 264 85 44 221 24 330 228 338 293 56 312 22</td>
<td>100% 11% 12% 14% 15% 11% 19% 18% 79% 20% 26% 72% 23% 12% 61% 7% 90% 62% 93% 80% 15% 85% 6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PUBLIC SCHOOL</td>
<td>247 24 26 31 41 21 54 50 195 48 56 185 60 28 148 19 219 153 229 197 36 210 15</td>
<td>68% 59% 57% 62% 74% 53% 77% 77% 68% 65% 59% 70% 71% 63% 67% 79% 66% 67% 68% 67% 64% 67% 66%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRIVATE/RELIGIOUS SCHOOL</td>
<td>70 10 9 8 9 18 4 11 55 15 21 48 12 13 42 2 65 47 64 54 15 56 6</td>
<td>19% 25% 20% 16% 17% 44% 6% 16% 19% 20% 22% 18% 14% 28% 19% 8% 20% 20% 19% 19% 23% 18% 28%</td>
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</tr>
<tr>
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<td>12 1 3 4 1 - 3 - 8 4 7 5 2 3 7 - 12 6 10 10 2 10 1</td>
<td>3% 4% 7% 8% 2% - 4% - 3% 5% 7% 2% 3% 7% 3% - 4% 3% 3% 3% 4% 3% 5%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHARTER SCHOOL</td>
<td>1 - - - - - - - - - - 1 1 - - 1 1 - - 1 - 1 1 - 1 - 1 - 1 -</td>
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<td></td>
<td></td>
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</tr>
<tr>
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<td>22 2 5 4 2 1 7 1 19 3 7 15 6 1 16 2 20 12 21 20 3 22 -</td>
<td>6% 6% 11% 8% 4% 3% 9% 2% 7% 5% 8% 6% 7% 2% 7% 8% 6% 5% 6% 7% 5% 7% -</td>
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<td></td>
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</tr>
<tr>
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<td>14 3 2 3 1 - 2 2 10 4 4 10 4 - 9 1 13 10 14 11 2 13 -</td>
<td>4% 7% 5% 6% 2% - 3% 3% 3% 5% 4% 4% 5% - 4% 5% 4% 4% 4% 4% 4% 4% -</td>
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Table 126-8

**QUESTION 112:** Do your children attend public school, charter school, or a private or religiously-affiliated school?

**BANNER 8**

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<thead>
<tr>
<th></th>
<th>TAXES FOR ECON DEVELOP</th>
<th>TAXES FOR EDUCATION</th>
<th>TAXES FOR HIGHER EDU</th>
<th>TAXES FOR NEW TERMINAL</th>
<th>TAXES FOR TRANSIT</th>
<th>TAXES FOR ROADS</th>
<th>SALES TAX</th>
<th>LEAST FAV TAX</th>
<th>IMMIGRATION PROBLEM</th>
<th>IMMIGRATION ENFORCE</th>
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<td>STRG</td>
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<td>BASE=YES IN Q.111</td>
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<td>166</td>
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<td>45%</td>
<td>84%</td>
<td>14%</td>
<td>76%</td>
<td>23%</td>
<td>60%</td>
<td>38%</td>
<td>23%</td>
<td>75%</td>
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<td>85</td>
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<td>71%</td>
<td>57%</td>
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<td>61%</td>
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<td>66%</td>
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<td>19%</td>
<td>12%</td>
<td>24%</td>
<td>15%</td>
<td>34%</td>
<td>15%</td>
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<tr>
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<td>8</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>7</td>
<td>1</td>
<td>11</td>
<td>9</td>
</tr>
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<td>2%</td>
<td>9%</td>
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<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
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<tr>
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<td>1</td>
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<td>-1</td>
<td>-1</td>
<td>-1</td>
<td>-1</td>
<td>-1</td>
<td>-1</td>
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<td>7%</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
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<td>10</td>
<td>19</td>
<td>3</td>
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<td>3</td>
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<td>9</td>
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<td>6%</td>
<td>4%</td>
<td>7%</td>
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</tr>
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<td>5</td>
<td>12</td>
<td>2</td>
<td>13</td>
<td>1</td>
<td>11</td>
<td>3</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
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<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>1%</td>
<td>5%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
</tr>
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**PUBLIC OPINION STRATEGIES**
### Table 127-1

**QUESTION 113: Gender.**

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<tr>
<th>GENDER</th>
<th>AGE</th>
<th>GENDER/AGE</th>
<th>PARTY</th>
<th>IDEOLOGY</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>800</td>
<td>384</td>
<td>416</td>
<td>131</td>
</tr>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
<td>100%</td>
<td>48%</td>
<td>52%</td>
<td>16%</td>
</tr>
<tr>
<td>****D/S (MALE - FEMALE)</td>
<td>-32%</td>
<td>384</td>
<td>-416</td>
<td>14%</td>
</tr>
<tr>
<td><strong>TOTAL MALE</strong></td>
<td>384</td>
<td>-73</td>
<td>101</td>
<td>70</td>
</tr>
<tr>
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<td>304</td>
<td>-66</td>
<td>97</td>
<td>65</td>
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<tr>
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<td>6</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>RETIRED</strong></td>
<td>60</td>
<td>2</td>
<td>12</td>
<td>46</td>
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<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL FEMALE</strong></td>
<td>416</td>
<td>-416</td>
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<td>152</td>
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<td>251</td>
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<td>91</td>
<td>51</td>
</tr>
<tr>
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<td>-</td>
<td>14</td>
<td>57</td>
</tr>
<tr>
<td><strong>RETIRED</strong></td>
<td>65</td>
<td>-</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
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<td>-</td>
<td>-</td>
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**PUBLIC OPINION STRATEGIES**
<table>
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<th></th>
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<th>Party/Gender</th>
<th>Party/Age</th>
<th>Party/Education</th>
</tr>
</thead>
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<tr>
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<td>TEC/S</td>
<td>GOP/Gender</td>
<td>GOP/Age</td>
<td>GOP/Education</td>
</tr>
<tr>
<td>Total</td>
<td>HS/Some</td>
<td>Men/Men</td>
<td>Men/women</td>
<td>Men/women/18-54</td>
</tr>
<tr>
<td></td>
<td>Less/Coll</td>
<td>18-54/55+</td>
<td>18-54/55+</td>
<td>18-54+18-54+</td>
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<td></td>
<td>MEN/IND/DEM</td>
<td>MEN/IND/DEM</td>
<td>MEN/IND/DEM</td>
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<tr>
<td></td>
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<td>800</td>
<td>76</td>
<td>178</td>
</tr>
<tr>
<td></td>
<td>**D/S (MALE - FEMALE)</td>
<td>-32</td>
<td>-9</td>
<td>-1</td>
</tr>
<tr>
<td></td>
<td>TOTAL MALE</td>
<td>384</td>
<td>34</td>
<td>88</td>
</tr>
<tr>
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<td>254</td>
<td>18</td>
<td>46</td>
</tr>
<tr>
<td></td>
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<td>92</td>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>RETIRED</td>
<td>65</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>NOT IN LABOR FORCE</td>
<td>8</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

|                | TOTAL FEMALE | 416 | 42 | 90 | 284 | -108 | -104 | 105 | 118 | 69 | 79 | 24 | 70 | 36 | 60 | 128 | 35 | 68 | 30 | 75 |
|                | EMPLOYED | 251 | 18 | 46 | 187 | -109 | -64 | 67 | 74 | 34 | 52 | 11 | 51 | 16 | 25 | 84 | 24 | 40 | 12 | 55 |
|                | HOMEMAKER | 92 | 3 | 23 | 65 | -45 | 28 | -20 | 40 | 4 | 25 | 3 | 17 | 3 | 14 | 30 | 5 | 23 | 7 | 12 |
|                | RETIRED | 65 | 19 | 18 | 28 | 32 | 10 | 15 | 3 | 28 | 2 | 8 | -15 | 18 | 15 | 6 | 4 | 10 | 5 |
|                | NOT IN LABOR FORCE | 8 | 2 | 2 | 4 | -2 | -3 | -3 | -2 | 1 | 1 | 1 | -2 | -1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 |
**Table 127-3**

**QUESTION 113: Gender.**

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<th>PARTY/INCOME</th>
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<th>RELIGION</th>
<th>ETHNICITY</th>
<th>OF RESIDENCY</th>
</tr>
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<td>$80K- $100K</td>
<td>UNDER GOP</td>
<td>IND/</td>
<td>DEM/</td>
<td>SPRT</td>
</tr>
<tr>
<td></td>
<td>$100K+</td>
<td>$80K+</td>
<td>$80K+</td>
<td>UNDER IND/</td>
<td>DEM/</td>
<td>OPPOSE</td>
</tr>
<tr>
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<td>$80K+</td>
<td>$80K+</td>
<td>$80K+</td>
<td>UNDER DEM/</td>
<td></td>
<td>ESTATANT</td>
</tr>
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<td>$80K+</td>
<td>$80K+</td>
<td>$80K+</td>
<td></td>
<td></td>
<td>OLIC</td>
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<td>$80K+</td>
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<td>$80K+</td>
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<td>$80K+</td>
<td>$80K+</td>
<td>$80K+</td>
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<td></td>
</tr>
<tr>
<td><strong>BASE=TOTAL SAMPLE</strong></td>
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<td>122</td>
<td>139</td>
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<td>123</td>
</tr>
<tr>
<td><strong>%</strong></td>
<td>100%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
<td>36%</td>
<td>15%</td>
</tr>
<tr>
<td>**<strong>D/S (MALE - FEMALE)</strong></td>
<td>-32</td>
<td>-30</td>
<td>-8</td>
<td>-22</td>
<td>30</td>
<td>-18</td>
</tr>
<tr>
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<td>57</td>
<td>59</td>
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<td>52</td>
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<td>14</td>
<td>6</td>
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<td>13</td>
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<tr>
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<td>1</td>
<td>-</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
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<td>65</td>
<td>81</td>
<td>131</td>
<td>71</td>
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<td>47</td>
<td>45</td>
<td>59</td>
<td>84</td>
<td>40</td>
</tr>
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<td>16</td>
<td>10</td>
<td>14</td>
<td>41</td>
<td>11</td>
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<td>33</td>
<td>9</td>
<td>7</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td><strong>NOT IN LABOR FORCE</strong></td>
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<td>-</td>
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<td>106</td>
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<td>4</td>
<td>10</td>
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**Table 127-4**

**QUESTION 113: Gender.**

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<th>WORK IN JOHNSON COUNTY</th>
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<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
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PUBLIC OPINION STRATEGIES
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**PUBLIC OPINION STRATEGIES**
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### PUBLIC OPINION STRATEGIES
### Table 127-7

**QUESTION 113:** Gender.

| STATE SENATE DISTRICTS | JOHNSON CO ECON SERVICES GOV’T SPENDING OVER STATE LOCAL | SERVICES TO STATE SENATE DISTRICTS | CONTROL FOR TAXES IN COUNTY PUBLIC EDUCATION JCCC IMAGE DEVELOP WORKFORCE |
|------------------------|---------------------------------|----------------------------------|----------------------------------------|----------------------------------------|
|                        | TOO ABOUT INCR- DECR- LEAD- LEAD-VERY EASED SAME ERS ERS FAV FAV AGREE AGREE AGREE AGREE |
| BASE=TOTAL SAMPLE      | 800 106 115 112 115 110 124 118 602 189 225 564 172 114 483 52 721 545 742 661 112 683 124 |
| **TOTAL MALE**         | 384 54 50 61 51 59 57 53 300 78 116 262 72 66 237 25 345 239 351 315 60 324 61 |
| **TOTAL FEMALE**       | 416 53 65 64 51 67 64 302 111 109 301 100 47 246 27 376 307 391 346 52 359 16 |
| EMPLOYED               | 6 1 4 - 1 - - - 3 3 2 3 - 3 3 - 6 2 5 4 1 3 2 |
| HOMEMAKER              | 6 1 4 - 1 - - - 1 1 1 1 - 2 1 - 1 - 1 1 1 1 1 1 6 |
| RETIRED                | 60 8 7 11 6 14 9 7 47 13 17 43 8 11 40 2 58 39 54 51 7 49 4 |
| NOT IN LABOR FORCE      | 13 - 3 5 1 2 - 2 5 8 4 8 1 4 7 1 12 11 12 10 3 13 - |
| **TOTAL FEMALE**       | 416 53 65 64 51 67 64 302 111 109 301 100 47 246 27 376 307 391 346 52 359 16 |
| EMPLOYED               | 251 30 41 27 35 33 34 37 192 58 64 183 59 29 150 17 229 181 241 216 25 222 10 |
| HOMEMAKER              | 92 12 8 14 15 10 11 23 64 28 24 67 25 13 48 4 84 66 81 70 16 75 5 |
| RETIRED                | 65 10 15 10 10 8 7 4 43 21 20 45 14 4 45 5 57 53 61 53 11 55 1 |
| NOT IN LABOR FORCE      | 8 2 1 1 3 - 1 - 2 4 2 6 2 1 4 1 6 6 8 7 - 8 - |

**PUBLIC OPINION STRATEGIES**
Table 127-8

QUESTION 113: Gender. BANNER 8

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PUBLIC OPINION STRATEGIES
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PUBLIC OPINION STRATEGIES

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| **DE SOTO**                         | 6       | -              | -      | -       | -        | 1           | 6    | -  | -  | -  | - | - | - | - | - | - | - | - | - | - | - | - | 6      | 5   | 1   | 1   |
| **EDGERTON**                        | 2       | -              | -      | -       | -        | -           | -    | -  | -  | -  | - | - | - | - | - | - | - | - | - | - | - | - | - | 2      | -   | -   | 2   |
| **GARDNER**                         | 23      | -              | -      | -       | -        | 23          | -    | 23 | -  | -  | - | - | - | - | - | - | - | - | - | - | - | 23     | 8   | 8   | 7   |
| **GARDNER TOWNSHIP**                | 3       | -              | -      | -       | -        | 3           | -    | -  | -  | -  | - | - | - | - | - | - | - | - | - | - | - | 3      | 1   | 1   | 1   |
| **LEXINGTON TOWNSHIP**             | 2       | -              | -      | -       | -        | 2           | -    | 2  | -  | -  | - | - | - | - | - | - | - | - | - | - | - | 2      | 1   | 1   | -   |
| **MCCAMISH TOWNSHIP**               | 2       | -              | -      | -       | -        | 2           | -    | -  | -  | -  | - | - | - | - | - | - | - | - | - | - | - | 2      | -   | -   | 2   |

**PUBLIC OPINION STRATEGIES**
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PUBLIC OPINION STRATEGIES
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| BASE=TOTAL SAMPLE | 800 | 39 | 31 | 43 | 47 | 29 | 28 | 36 | 41 | 30 | 25 | 32 | 32 | 55 | 47 | 42 | 30 | 28 | 32 | 26 | 45 | 47 | 35 |
| NE REGION | 104 | 3 | 2 | - | - | 2 | 1 | - | - | 27 | 2 | 16 | 15 | 32 | 1 | 1 | - | - | - | - | - | - | 2 |
| FAIRWAY | 7 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| LAKE QUIVIRA | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| MERRIAM | 16 | - | - | - | - | - | - | - | - | - | 16 | - | - | - | - | - | - | - | - | - | - | - | - |
| MISSION | 14 | - | - | - | - | - | - | - | - | - | - | - | - | - | 14 | - | - | - | - | - | - | - | - |
| MISSION HILLS | 5 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 |
| OATHE TOWNSHIP | 10 | 3 | 2 | - | - | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | - | 2 | - | - | - |
| FRAIRIE VILLAGE | 37 | 5 | - | - | - | - | - | 26 | 1 | - | - | 10 | - | - | - | - | - | - | - | - | - | - | - |
| ROELAND PARK | 11 | 1 | - | - | - | - | - | 1 | 10 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| WESTWOOD | 2 | - | - | - | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | - | - | - | - | - |
| WESTWOOD HILLS | 1 | - | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | - | - | - | - |
| RURAL | 52 | - | - | - | - | - | - | - | - | - | 8 | - | - | 7 | - | - | - | - | 36 | - | - | - |
| AUBRY TOWNSHIP | 5 | - | - | - | - | - | - | - | - | - | - | - | - | - | 17 | - | - | - | - | - | - | 80 | - |
| DE SOTO | 6 | 1 | - | - | - | - | - | 26 | 1 | - | - | 10 | - | - | - | - | - | - | - | - | - | - | - |
| EDGERTON | 2 | 1 | - | - | - | - | - | - | - | - | - | - | - | 6 | 1 | - | - | - | - | - | - | - | - |
| GARDNER | 23 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| GARDNER TOWNSHIP | 3 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| LEXINGTON TOWNSHIP | 2 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| MCCAMISH TOWNSHIP | 2 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| OXFORD TOWNSHIP | 3 | - | - | - | - | - | - | - | - | - | - | - | - | 3 | - | - | - | - | - | - | - | - | - | - |

Continued
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**PUBLIC OPINION STRATEGIES**
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**Continued**
### JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012

**BANNER 7**

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**GLOATHE**

|                      | 11                               | -1          | 1                      | 2                      | 17        | 4               |
|                      | 1%                               | 1%          | 4%                     | 2%                     | 4%        | 3%              |

**OVERTLAND PARK**

|                      | 261                              | 2           | 65                      | 79                     | 214       | 157             |
|                      | 1%                               | 1%          | 4%                     | 2%                     | 4%        | 3%              |

**OVERTLAND PARK CITY**

|                      | 21                              | 2           | 7                      | 2                      | 6         | 11              |
|                      | 3%                               | 1%          | 4%                     | 3%                     | 4%        | 3%              |

**LEANWOOD**

|                      | 56                              | -           | 2                      | 50                     | 6         | 15              |
|                      | 7%                               | 10%         | 4%                     | 3%                     | 8%        | 7%              |

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*PUBLIC OPINION STRATEGIES*

Continued
### Table 128-7 Region./Cities.

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**Public Opinion Strategies**
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PUBLIC OPINION STRATEGIES
Table 129-1
School District.

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PUBLIC OPINION STRATEGIES
## Table 129-3

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<td>112 69 74 36</td>
<td>45 36 46 133</td>
<td>161 187 87 150</td>
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**PUBLIC OPINION STRATEGIES**
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**PUBLIC OPINION STRATEGIES**
Table 129-5

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<td>BANNER 5</td>
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| SHAWNEE MISSION | BLUE VALLEY | Olathe | SPRING HILL | SOTO | 1 | 2 | 3 | 4 | 5 | 6 | OVER- | SHAW- | LEA- | WOOD | LENEXA | Olathe | NE | REGION | RURAL | JAN | JAN | JAN |
|----------------|-------------|--------|-------------|------|---|---|---|---|---|---|---------|-------|----|-------|-------|-----|------|-----|-----|-----|-----|
| BASE=TOTAL SAMPLE | 800 | 352 | 167 | 28 | 14 | 47 | 149 | 135 | 122 | 143 | 134 | 117 | 261 | 89 | 56 | 72 | 166 | 104 | 52 | 345 | 234 | 220 |
| 100% | 44% | 21% | 24% | 4% | 2% | 6% | 19% | 17% | 15% | 18% | 17% | 15% | 33% | 11% | 7% | 9% | 21% | 13% | 6% | 43% | 29% | 28% |
| SHAWNEE MISSION | 352 | - | - | - | - | - | 124 | 89 | - | 109 | 29 | - | 127 | 53 | 17 | 57 | 3 | 96 | - | 144 | 101 | 106 |
| 44% | 100% | - | - | - | - | - | 83% | 66% | - | 76% | 22% | - | 49% | 59% | 31% | 79% | 2% | 92% | - | 42% | 43% | 48% |
| BLUE VALLEY | 167 | - | 167 | - | - | - | 25 | - | 106 | 30 | 7 | - | 114 | - | 37 | - | 9 | 1 | 7 | 72 | 48 | 47 |
| 21% | - | 100% | - | - | - | 17% | - | 87% | 21% | 5% | - | 44% | - | 66% | - | 5% | 1% | 14% | 21% | 21% | 21% |
| OLATHE | 192 | - | - | 192 | - | - | - | 8 | 7 | 4 | 97 | 75 | 20 | - | 2 | 11 | 150 | 8 | 1 | 87 | 59 | 46 |
| 24% | - | - | 100% | - | - | - | 6% | 6% | 3% | 73% | 64% | 8% | - | 4% | 15% | 90% | 7% | 2% | 25% | 25% | 21% |
| GARDNER/EDGERTON | 28 | - | - | 28 | - | - | - | - | - | - | - | 28 | - | 1 | - | - | - | - | - | 27 | 12 | 9 | 7 |
| 4% | - | - | - | 100% | - | - | - | - | - | - | - | 24% | - | 1% | - | - | - | - | - | 52% | 3% | 4% | 3% |
| SPRING HILL | 14 | - | - | - | 14 | - | - | - | - | - | - | 4 | - | - | - | 14 | - | 1 | 9 | 7 | 3 | 4 |
| 2% | - | - | - | - | 100% | - | - | - | - | - | - | 4% | - | - | - | 1% | 2% | - | 18% | 2% | 1% | 2% |
| DESOTO | 47 | - | - | - | - | 47 | - | 38 | - | - | - | 10 | - | 35 | - | 4 | 1 | - | 7 | 23 | 14 | 10 |
| 6% | - | - | - | - | - | 100% | - | 28% | - | - | - | 8% | - | 39% | - | 6% | - | - | 14% | 7% | 6% | 5% |

PUBLIC OPINION STRATEGIES
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PUBLIC OPINION STRATEGIES
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PUBLIC OPINION STRATEGIES
### Table 130-5

**County Commission Districts.**

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**PUBLIC OPINION STRATEGIES**
## Table 130-6
### County Commission Districts

| BASE=TOTAL SAMPLE | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 |
|-------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|...
### Table 130-7: County Commission Districts

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**Public Opinion Strategies**
Table 131-1
State House Districts.

| BASE=TOTAL SAMPLE | 800 | 384 | 416 | 131 | 253 | 134 | 157 | 120 | 243 | 139 | 274 | 138 | 215 | 161 | 376 | 199 | 184 | 199 | 184 | 202 | 175 | 315 | 311 | 145 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 14                | 39  | 19  | 19  | 6   | 12  | 5   | 12  | 3   | 11  | 8   | 12  | 7   | 9   | 5   | 14  | 13  | 8   | 5   | 4   | 4   | 11  | 15  | 15  | 6   |     |
| 15                | 51  | 5  | 5  | 4  | 4  | 8  | 3  | 4  | 6  | 5  | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |     |
| 16                | 31  | 11  | 19  | 7   | 12  | 2   | 5   | 4  | 9  | 3  | 13  | 6   | 8   | 3   | 11  | 12  | 8   | 3   | 5   | 7   | 15  | 10  | 5   |     |
| 17                | 43  | 17  | 26  | 2   | 13  | 9   | 8   | 12  | 11  | 6   | 13  | 13  | 12  | 8   | 20  | 12  | 10  | 4   | 6   | 10  | 19  | 20  | 4   |     |
| 18                | 47  | 21  | 26  | 10  | 12  | 10  | 10  | 5   | 15  | 6   | 17  | 9   | 13  | 6   | 19  | 12  | 12  | 8   | 4   | 9   | 17  | 19  | 10  |     |
| 19                | 29  | 12  | 17  | 7   | 5   | 5   | 9   | 3   | 6   | 6   | 11   | 6   | 6   | 7   | 13   | 6   | 7   | 4   | 3   | 6   | 11  | 9   | 8   |     |
| 20                | 28  | 16  | 12  | 3   | 8   | 3   | 5   | 8   | 8   | 8   | 7   | 4   | 5   | 8   | 13   | 5   | 9   | 3   | 6   | 5   | 10  | 13  | 4   |     |
| 21                | 36  | 19  | 17  | 8   | 11  | 3   | 7   | 7   | 13  | 6   | 9   | 8   | 8   | 13   | 20   | 3   | 8   | 4   | 4   | 4   | 12  | 15  | 9   |     |
| 22                | 41  | 19  | 22  | 5   | 17  | 6   | 9   | 5   | 14  | 5   | 14  | 9   | 6   | 12   | 17   | 11  | 13  | 8   | 4   | 4   | 10  | 24  | 7   |     |
| 23                | 30  | 14  | 16  | 4   | 8   | 6   | 7   | 4   | 7   | 7   | 11   | 5   | 8   | 3   | 10   | 9   | 6   | 2   | 4   | 6   | 12  | 9   | 7   |     |
| 24                | 25  | 12  | 13  | 3   | 6   | 3   | 5   | 7   | 5   | 11  | 2   | 9   | 4   | 13   | 8   | 3   | 1   | 2   | 7   | 11  | 9   | 4   |     |
| 25                | 32  | 15  | 17  | 7   | 6   | 7   | 6   | 5   | 13   | 3   | 7   | 10   | 6   | 4   | 11   | 8   | 13   | 8   | 5   | 4   | 9   | 16  | 7   |     |
| 26                | 32  | 17  | 16  | 4   | 6   | 3   | 8   | 12   | 7   | 10   | 6   | 10   | 9   | 11   | 20   | 6   | 5   | 1   | 4   | 6   | 13  | 10  | 9   |     |
| 27                | 55  | 22  | 33  | 13  | 21  | 5   | 10   | 5   | 14   | 7   | 25   | 8   | 21   | 13   | 33   | 8   | 12   | 3   | 9   | 13   | 23  | 20  | 8   |     |
| 28                | 42  | 22  | 20  | 4   | 6   | 3   | 8   | 13   | 8   | 14   | 12   | 8   | 13   | 11   | 24   | 11   | 5   | 2   | 3   | 11   | 17  | 18  | 5   |     |
| 29                | 30  | 18  | 12  | 7   | 3   | 9   | 9   | 3   | 12   | 7   | 7   | 5   | 8   | 5   | 13   | 8   | 7   | 2   | 5   | 7   | 13  | 10  | 5   |     |
| 30                | 28  | 16  | 12  | 8   | 7   | 1   | 3   | 9   | 3   | 12   | 7   | 7   | 5   | 8   | 5   | 13   | 8   | 7   | 2   | 5   | 7   | 13  | 10  | 5   |     |
| 31                | 32  | 21  | 11  | 5   | 16   | 4   | 4   | 3   | 17   | 4   | 8   | 3   | 11   | 6   | 17   | 10   | 5   | 3   | 2   | 6   | 16  | 11  | 4   |     |
| 32                | 26  | 11  | 14  | 2   | 15   | 4   | 3   | 1   | 11   | 1   | 11   | 4   | 12   | 4   | 16   | 5   | 1   | 1   | -   | 11   | 15  | 7   | 2   |     |

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PUBLIC OPINION STRATEGIES
Table 131-2

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### Table 131-3: State House Districts

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<th>ETHNICITY</th>
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<td>GOP/</td>
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**JOHNSON COUNTY, KANSAS STUDY / 12068 / JANUARY 22-24, 2012**

**PUBLIC OPINION STRATEGIES**

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Continued
### Table 131-3: State House Districts

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- **43**: 21% 17% 27% 13% 20% 43% 11% 15% 19%
- **48**: 14% 17% 28% 6% 18% 3% 6% 16% 17% 13%
- **49**: 14% 17% 28% 5% 15% 13% 28% 5% 12% 19%

PUBLIC OPINION STRATEGIES
Table 131-4
State House Districts.

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Table 131-5
State House Districts.

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PUBLIC OPINION STRATEGIES

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**Public Opinion Strategies**
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State House Districts.

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### Table 131-7: State House Districts

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**PUBLIC OPINION STRATEGIES**

Continued
| TOTAL | 7 | 8 | 9 | 10 | 11 | 23 | 37 | BETTER | SAME | TOO HIGH | ABOUT | INCR | DECR | EASED | SAME | LEAD- | LEAD- | VERY | FAV | FAV | DIS- | DIS- | AGREE | AGREE | AGREE | AGREE |
|-------|---|---|---|----|----|----|----|--------|------|----------|------|------|-----|-----|------|------|-------|-------|------|-----|----|-----|-----|-----|-----|
| 39    | 26| - | - | - | 26| - | - | 19 | 7 | 12 | 14 | 4 | 3 | 16 | 6 | 17 | 14 | 19 | 18 | 6 | 19 | -   |
| 3%   | - | - | - | 22%| - | - | - | 3% | 4%| 5% | 3% | 2%| 3%| 3% | 12%| 2%| 3% | 3% | 3% | 3% | 6%| 3% | -   |
| 45   | - | - | 6 | - | - | 39| - | 31 | 13 | 16 | 28 | 8 | 11| 24 | 2 | 40 | 27 | 44 | 43 | 3 | 41 | 3   |
| 6%   | - | - | 5%| - | - | 32%| - | 5% | 7% | 7% | 5% | 4%| 9% | 5% | 3% | 6% | 5% | 6% | 6% | 2%| 6%| 8% | -   |
| 48   | - | - | - | 7 | - | 40| 38 | 9 | 12 | 35 | 13 | 6 | 28 | 2 | 43 | 34 | 47 | 40 | 3 | 39 | 2   |
| 6%   | - | - | - | 6%| - | 34%| 6% | 5% | 5% | 6% | 8% | 5%| 6% | 4% | 6% | 6% | 6% | 6% | 3%| 6%| 5% | -   |
| 49   | 35| - | - | - | 10| 25| 23 | 12 | 13 | 22 | 7 | 4 | 21 | 4 | 29 | 26 | 32 | 28 | 6 | 27 | 4   |
| 4%   | - | - | - | - | 8% | 22%| 4% | 6% | 6% | 4% | 4% | 4% | 4% | 7% | 4% | 5% | 4% | 4%| 5%| 0% | -   |
### Table 131-8

#### State House Districts.

**Banner 8**

| TAXES FOR ECON DEVELOP | TAXES FOR EDUCATION | TAXES FOR HIGHER EDUC | TAXES FOR NEW TERMINAL | TAXES FOR TRANSPORT | TAXES FOR ROADS | TAXES FOR ONLINE | LEAST FAV TAX | PROBLEM | ENFORCE | FED OFFICIALS | LOCAL OFFICIALS |
|------------------------|---------------------|-----------------------|------------------------|---------------------|----------------|----------------|----------------|----------|---------|----------|----------------|----------------|
| **STRG**               | **TOTAL**           | **SPP**               | **SUPP**               | **OPP**             | **FAV**        | **OPP**        | **FAV**        | **SUPP** | **OPP** | **FAV** | **SUPP** | **OPP**        |
| **BASE=TOTAL SAMPLE**  | 800                 | 354                   | 649                    | 132                 | 571            | 213            | 613            | 449      | 369     | 420      | 536            | 233            |
| **100%**               | 100%                | 44%                   | 81%                    | 17%                 | 71%            | 27%            | 58%            | 40%      | 21%     | 77%      | 56%            | 46%            |
| **5%**                 | 5%                  | 5%                    | 5%                     | 5%                  | 5%             | 5%             | 5%             | 5%       | 5%      | 5%       | 5%             | 5%             |
| **15%**                | 15%                 | 15%                   | 15%                    | 15%                 | 15%            | 15%            | 15%            | 15%      | 15%     | 15%      | 15%            | 15%            |
| **4%**                 | 4%                  | 4%                    | 4%                     | 4%                  | 4%             | 4%             | 4%             | 4%       | 4%      | 4%       | 4%             | 4%             |
| **26%**                | 26%                 | 26%                   | 26%                    | 26%                 | 26%            | 26%            | 26%            | 26%      | 26%     | 26%      | 26%            | 26%            |
| **4%**                 | 4%                  | 4%                    | 4%                     | 4%                  | 4%             | 4%             | 4%             | 4%       | 4%      | 4%       | 4%             | 4%             |
| **39%**                | 39%                 | 39%                   | 39%                    | 39%                 | 39%            | 39%            | 39%            | 39%      | 39%     | 39%      | 39%            | 39%            |
| **30%**                | 30%                 | 30%                   | 30%                    | 30%                 | 30%            | 30%            | 30%            | 30%      | 30%     | 30%      | 30%            | 30%            |
| **3%**                 | 3%                  | 3%                    | 3%                     | 3%                  | 3%             | 3%             | 3%             | 3%       | 3%      | 3%       | 3%             | 3%             |
| **2%**                 | 2%                  | 2%                    | 2%                     | 2%                  | 2%             | 2%             | 2%             | 2%       | 2%      | 2%       | 2%             | 2%             |
| **5%**                 | 5%                  | 5%                    | 5%                     | 5%                  | 5%             | 5%             | 5%             | 5%       | 5%      | 5%       | 5%             | 5%             |
| **13%**                | 13%                 | 13%                   | 13%                    | 13%                 | 13%            | 13%            | 13%            | 13%      | 13%     | 13%      | 13%            | 13%            |
| **5%**                 | 5%                  | 5%                    | 5%                     | 5%                  | 5%             | 5%             | 5%             | 5%       | 5%      | 5%       | 5%             | 5%             |
| **20%**                | 20%                 | 20%                   | 20%                    | 20%                 | 20%            | 20%            | 20%            | 20%      | 20%     | 20%      | 20%            | 20%            |
| **5%**                 | 5%                  | 5%                    | 5%                     | 5%                  | 5%             | 5%             | 5%             | 5%       | 5%      | 5%       | 5%             | 5%             |
| **10%**                | 10%                 | 10%                   | 10%                    | 10%                 | 10%            | 10%            | 10%            | 10%      | 10%     | 10%      | 10%            | 10%            |
| **5%**                 | 5%                  | 5%                    | 5%                     | 5%                  | 5%             | 5%             | 5%             | 5%       | 5%      | 5%       | 5%             | 5%             |
| **15%**                | 15%                 | 15%                   | 15%                    | 15%                 | 15%            | 15%            | 15%            | 15%      | 15%     | 15%      | 15%            | 15%            |
| **4%**                 | 4%                  | 4%                    | 4%                     | 4%                  | 4%             | 4%             | 4%             | 4%       | 4%      | 4%       | 4%             | 4%             |
| **25%**                | 25%                 | 25%                   | 25%                    | 25%                 | 25%            | 25%            | 25%            | 25%      | 25%     | 25%      | 25%            | 25%            |
| **3%**                 | 3%                  | 3%                    | 3%                     | 3%                  | 3%             | 3%             | 3%             | 3%       | 3%      | 3%       | 3%             | 3%             |
| **4%**                 | 4%                  | 4%                    | 4%                     | 4%                  | 4%             | 4%             | 4%             | 4%       | 4%      | 4%       | 4%             | 4%             |
| **29%**                | 29%                 | 29%                   | 29%                    | 29%                 | 29%            | 29%            | 29%            | 29%      | 29%     | 29%      | 29%            | 29%            |
| **4%**                 | 4%                  | 4%                    | 4%                     | 4%                  | 4%             | 4%             | 4%             | 4%       | 4%      | 4%       | 4%             | 4%             |
| **23%**                | 23%                 | 23%                   | 23%                    | 23%                 | 23%            | 23%            | 23%            | 23%      | 23%     | 23%      | 23%            | 23%            |
| **6%**                 | 6%                  | 6%                    | 6%                     | 6%                  | 6%             | 6%             | 6%             | 6%       | 6%      | 6%       | 6%             | 6%             |

**Continued**
### Table 131-8: State House Districts

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**Note:** Public Opinion Strategies
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State Senate Districts.

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PUBLIC OPINION STRATEGIES
Table 132-2
State Senate Districts.

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PUBLIC OPINION STRATEGIES
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### Table 132-4: State Senate Districts

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**Public Opinion Strategies**
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PUBLIC OPINION STRATEGIES
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**Table 132-6**

**Public Opinion Strategies.**
## Table 132-7: State Senate Districts

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**PUBLIC OPINION STRATEGIES**
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| TUE, JAN 24 | 220 | 115 | 106 | 42 | 65 | 36 | 43 | 33 | 72 | 43 | 71 | 33 | 56 | 46 | 101 | 43 | 61 | 31 | 29 | 43 | 82 | 85 | 46 |

**SAMPLE**

| SAMPLE A | 398 | 176 | 223 | 64 | 137 | 69 | 80 | 47 | 117 | 59 | 153 | 68 | 109 | 74 | 184 | 98 | 101 | 48 | 52 | 86 | 152 | 161 | 74 |

| SAMPLE B | 402 | 208 | 193 | 67 | 116 | 65 | 77 | 73 | 127 | 80 | 121 | 71 | 106 | 86 | 192 | 100 | 83 | 34 | 50 | 89 | 163 | 149 | 70 |

**PHONE TYPE**

| LANDLINE | 720 | 332 | 388 | 94 | 235 | 117 | 150 | 118 | 197 | 133 | 249 | 135 | 207 | 146 | 353 | 173 | 155 | 64 | 91 | 168 | 288 | 281 | 123 |

| CELL | 80 | 52 | 28 | 37 | 18 | 16 | 7 | 2 | 46 | 6 | 25 | 3 | 8 | 15 | 23 | 26 | 29 | 17 | 12 | 7 | 27 | 30 | 21 |

PUBLIC OPINION STRATEGIES
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**PUBLIC OPINION STRATEGIES**
Table 133-3

<table>
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<tr>
<th>INCOME</th>
<th>PARTY/INCOME</th>
<th>TEA PARTY</th>
<th>RELIGION</th>
<th>ETHNICITY</th>
<th>OF RESIDENCY</th>
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<tr>
<td></td>
<td>TOTAL $60K- $80K- $100K+ $100K+</td>
<td>GOP/ IND/ DEM/</td>
<td>UNDER $60K- $80K- $100K+</td>
<td>UNDER GOP/ UNDER IND/ UNDER DEM/</td>
<td>SPRT OPPOSE PROTEST OLIC WHITE WHITE TOTAL</td>
</tr>
<tr>
<td>Base=Total Sample</td>
<td>800 170 122 139</td>
<td>291 123 222 83</td>
<td>96 74 99 314 341</td>
<td>425 210 347 382 729</td>
<td>50 198 196 401</td>
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<td>100% 21% 15% 17%</td>
<td>36% 15% 28% 12% 9% 12%</td>
<td>39% 43% 53% 26% 43%</td>
<td>48% 91% 6% 25% 25% 50%</td>
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</tr>
<tr>
<td>Sun, Jan 22</td>
<td>345 72 66 57</td>
<td>129 60 94 44</td>
<td>50 32 37 142 144</td>
<td>170 109 155 152 306</td>
<td>31 91 86 165</td>
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<td>43% 42% 54% 41%</td>
<td>44% 49% 42% 52% 52%</td>
<td>43% 38% 45% 42% 42%</td>
<td>40% 52% 45% 40% 42%</td>
<td>61% 46% 44% 41%</td>
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<td>Mon, Jan 23</td>
<td>234 53 22 39</td>
<td>88 31 72 23</td>
<td>24 17 29 98 92</td>
<td>127 59 83 132 216</td>
<td>11 56 53 124</td>
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<td>29% 31% 18% 28%</td>
<td>30% 26% 32% 28% 25%</td>
<td>23% 29% 31% 27% 30%</td>
<td>28% 24% 35% 30% 22%</td>
<td>29% 27% 31%</td>
</tr>
<tr>
<td>Tue, Jan 24</td>
<td>220 46 34 43</td>
<td>74 32 57 17</td>
<td>22 25 33 74 104</td>
<td>128 43 109 98 207</td>
<td>9 50 57 112</td>
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<tr>
<td></td>
<td>28% 27% 28% 31%</td>
<td>25% 26% 26% 20% 23%</td>
<td>34% 33% 24% 30% 30%</td>
<td>20% 31% 26% 28% 17%</td>
<td>25% 29% 28%</td>
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</table>

Sample

<table>
<thead>
<tr>
<th>Sample A</th>
<th>Sample B</th>
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<tbody>
<tr>
<td>398 82 66 71</td>
<td>402 88 56 68</td>
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<td>50% 48% 54% 51%</td>
<td>50% 52% 46% 49%</td>
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<tr>
<td>50% 49% 48% 56%</td>
<td>50% 51% 36% 42%</td>
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<td>47% 51% 58% 50%</td>
<td>42% 49% 48% 46%</td>
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<td>47% 51% 58% 50%</td>
<td>44% 49% 48% 46%</td>
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<td>50% 49% 48% 46%</td>
<td>54% 50% 56% 54%</td>
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<td>47% 49% 48% 46%</td>
<td>53% 51% 54% 51%</td>
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Phone Type

<table>
<thead>
<tr>
<th>Landline</th>
<th>Cell</th>
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<tr>
<td>720 144 110 123</td>
<td>80 26 12 16</td>
</tr>
<tr>
<td>90% 85% 90% 89%</td>
<td>10% 15% 10% 11%</td>
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<tr>
<td>93% 92% 96% 78%</td>
<td>7% 8% 4% 22%</td>
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<tr>
<td>83% 87% 81% 93%</td>
<td>7% 13% 19% 7%</td>
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<td>87% 91% 87% 94%</td>
<td>9% 9% 13% 6%</td>
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<td>87% 91% 87% 94%</td>
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## Table 133-4

**Data:** Sample / Phone Type

### BANNER 4

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<th>TYPE OF HOME</th>
<th>INSIDE/OUTSIDE 435</th>
<th>KIDS</th>
<th>SCHOOLS</th>
<th>MOOD OF COUNTRY</th>
<th>MOOD OF STATE</th>
<th>MOOD OF JOHNSON COUNTY</th>
<th>SAMPLE</th>
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<th>DATA</th>
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<td>BASE=TOTAL SAMPLE</td>
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</tbody>
</table>

### BASE=TOTAL SAMPLE

| Date         | SUN, JAN 22 | 100% | 55% | 44% | 90% | 9% | 44% | 48% | 46% | 54% | 27% | 19% | 31% | 10% | 24% | 68% | 37% | 51% | 65% | 24% | 50% | 50% | 10% | 90% | 100% |
|--------------|-------------|------|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|              | 345         | 212  | 134 | 308 | 31  | 148 | 175 | 179 | 166 | 98  | 81  | 115 | 39  | 75  | 245 | 137 | 188 | 230 | 87  | 181 | 165 | 25  | 321 | 338 |      |
|              | 43%         | 48%  | 38% | 43% | 45% | 42% | 45% | 49% | 38% | 46% | 54% | 46% | 47% | 40% | 45% | 46% | 46% | 44% | 45% | 45% | 41% | 31% | 45% | 42% |      |
|              | 234         | 106  | 127 | 216 | 15  | 103 | 113 | 97  | 136 | 66  | 31  | 74  | 21  | 60  | 154 | 77  | 122 | 151 | 54  | 113 | 121 | 13  | 221 | 242 |      |
|              | 29%         | 24%  | 36% | 30% | 21% | 29% | 29% | 31% | 31% | 21% | 30% | 25% | 32% | 28% | 26% | 30% | 29% | 28% | 28% | 30% | 16% | 31% | 30% |      |
|             | 220         | 125  | 95  | 196 | 23  | 102 | 96  | 89  | 132 | 50  | 38  | 58  | 23  | 55  | 148 | 81  | 102 | 140 | 54  | 104 | 116 | 42  | 178 | 220 |      |
|             | 28%         | 28%  | 27% | 27% | 34% | 29% | 25% | 24% | 30% | 23% | 25% | 23% | 28% | 29% | 27% | 28% | 25% | 27% | 28% | 26% | 29% | 53% | 25% | 28% |      |

### SAMPLE

| Date       | SAMPLE A | 100% | 55% | 44% | 90% | 9% | 44% | 48% | 46% | 54% | 27% | 19% | 31% | 10% | 24% | 68% | 37% | 51% | 65% | 24% | 50% | 50% | 10% | 90% | 100% |
|------------|----------|------|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| SUN, JAN 22| 398      | 218  | 180 | 362 | 32  | 168 | 198 | 202 | 197 | 117 | 84  | 134 | 46  | 92  | 274 | 145 | 205 | 265 | 94  | 398 | -   | 37  | 361 | 400 |      |
| MON, JAN 23| 402      | 225  | 175 | 359 | 36  | 185 | 186 | 164 | 237 | 97  | 66  | 113 | 37  | 98  | 273 | 149 | 206 | 255 | 101 | -   | 402 | 43  | 359 | 400 |      |
| TUE, JAN 24| 402      | 225  | 175 | 359 | 36  | 185 | 186 | 164 | 237 | 97  | 66  | 113 | 37  | 98  | 273 | 149 | 206 | 255 | 101 | -   | 402 | 43  | 359 | 400 |      |

### PHONE TYPE

|                  | LANDLINE | 100% | 87% | 94% | 92% | 66% | 91% | 89% | 91% | 89% | 95% | 86% | 91% | 98% | 87% | 92% | 89% | 91% | 91% | 89% | 89% | 91% | 91% | 100% | 91% |
|------------------|----------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                  | 720      | 384  | 336 | 664 | 45  | 321 | 343 | 333 | 386 | 203 | 130 | 224 | 81  | 166 | 501 | 262 | 376 | 463 | 178 | 361 | 359 | -   | 720 | 724 |      |
|                  | 90%      | 87%  | 94% | 92% | 66% | 91% | 89% | 91% | 89% | 95% | 86% | 91% | 98% | 87% | 92% | 89% | 91% | 91% | 89% | 89% | 91% | 91% | 100% | 91% |
|                  | 80       | 59   | 20  | 57  | 23  | 32  | 41  | 32  | 48  | 11  | 21  | 23  | 2   | 25  | 46  | 32  | 35  | 57  | 17  | 37  | 43  | 80  | -   | 76  |      |
|                  | 10%      | 13%  | 6%  | 8%  | 34% | 9%  | 11% | 9%  | 11% | 5%  | 14% | 9%  | 2%  | 13% | 9%  | 11% | 9%  | 11% | 9%  | 9%  | 11% | 100% | -   | 10% |      |
Table 133-5

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<th>Phone Type</th>
<th>School District</th>
<th>County Commission District</th>
<th>Cities</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>SUN, JAN 22</td>
<td>BASE=TOTAL SAMPLE</td>
<td>LANDLINE</td>
<td>SHAW-NEE VALLEY Olathe</td>
<td>100%</td>
<td>80%</td>
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<tr>
<td>MON, JAN 23</td>
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**Table 133-5 continued...**

**Public Opinion Strategies**
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<th>MON, JAN 23</th>
<th>TUE, JAN 24</th>
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</thead>
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<tr>
<td>BASE</td>
<td>SUN 43%</td>
<td>MON 29%</td>
<td>TUE 28%</td>
</tr>
<tr>
<td>TOTAL</td>
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<td>100%</td>
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**Sample A**

<table>
<thead>
<tr>
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<th>SUN, JAN 22</th>
<th>MON, JAN 23</th>
<th>TUE, JAN 24</th>
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</thead>
<tbody>
<tr>
<td>BASE</td>
<td>SUN 50%</td>
<td>MON 50%</td>
<td>TUE 50%</td>
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<tr>
<td>TOTAL</td>
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<td>100%</td>
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**Sample B**

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<th>MON, JAN 23</th>
<th>TUE, JAN 24</th>
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</thead>
<tbody>
<tr>
<td>BASE</td>
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<td>MON 50%</td>
<td>TUE 50%</td>
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**Phone Type**

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<td>TOTAL</td>
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**Public Opinion Strategies**
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<th>JOHNSON CO ECON VS. COUNTRY</th>
<th>SERVICES FOR TAXES</th>
<th>GOV’T SPENDING IN COUNTY</th>
<th>CONTROL OVER PUBLIC EDUCATION</th>
<th>JCCC IMAGE OF STATE LOCAL LEADERS’ VIEW</th>
<th>JCCC/ECON DEVELOPMENT OF WORKFORCE</th>
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</thead>
<tbody>
<tr>
<td>TOTAL 7 8 9 10 11 12 23 37 BETTER SAME TO HIGH ABOUT INCREASE DECREASE SAME DISAGREE EASED EASED SAME ERS ERS FAV FAV AGREE AGREE AGREE</td>
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<td>800 106 115 112 115 110 124 118 602 189 225 564 172 114 483 52 721 545 742 661 113 683 40</td>
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**DATE**

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<th>SUN, JAN 22</th>
<th>MON, JAN 23</th>
<th>TUE, JAN 24</th>
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**PHONE TYPE**

<table>
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<tr>
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**PUBLIC OPINION STRATEGIES**
Table 133-8

<table>
<thead>
<tr>
<th>Date</th>
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PUBLIC OPINION STRATEGIES