

WHAT DID THE OPEN SPACE SURVEY SAY?

About the survey

The Midway Open Space and Bond survey was offered during the month of May 2018, either online via the Midway City web site, or on paper questionnaires available at the city office building. It sought respondent's opinions about open space, bonding for open space, and demographics information to evaluate voter representation and to determine the bond size that would meet a respondent's tolerance for additional tax. City staff and others felt the response was reasonably demographically and geographically representative (subjective opinions in absence of hard data on Midway demographics).

To encourage participation, the survey asked for no personally identifying information – name, address, email, etc. To limit redundant polling, it did (first question) ask for a yes/no commitment to submit only one survey. An IP address analysis showed only 12 repeats, easily attributed to 2 respondents from the same household. None of these repeats had all the same responses. We believe there was no significant redundant polling.

375 surveys were completed (well over 400 were started but not completed). Of those completed, 26 declared themselves not to be Midway registered voters, thus leaving 349 able to vote on a Midway bond issue. While all responses have been retained for possible future analysis, only the 349 "voting" respondents were used in the survey analysis and conclusions.

Survey Summary

There were several key takeaways from the survey.

1. This survey reached a large number of new respondents / demographics for the first time.
 - 54% (191) of respondents had not taken an open space survey before.
 - 46% (158) had previously taken the Pure Midway survey in 2017.
2. As compared to "Pure Midway respondents", demographics of the "new respondents" tipped toward:
 - "Long timers"(>20years) and "Newbies"(<2years) – both increased by 50+%
 - Age shifted moderately from "post-retirement" to "pre-retirement"
 - Income shifted significantly from >150K\$ to <100K\$
3. Predisposition of ALL respondents to bonding:
 - 33% yes
 - 15% no
 - 52% depends on types of open space for which bond would be used
4. The "new respondents" had a significantly different predisposition to bonding than the "Pure Midway respondents", although in aggregate the bottom line result wasn't changed. The "new respondents" differed by:
 - 30% decrease on "yes"
 - 100% increase on "no" (number of opposed doubled)
 - minor increase on "depends on open space type(s)"

Further details are available in the "Complete Survey Download" on this web site.

How was \$5 million bond amount derived from the survey?

A maximum bond size was calculated for each respondent, based on stated home value and tolerance to tax increase. The number of respondents was tallied according to their maximum calculated bond size with the following result. (Note that inaccuracies in stated home value may impact this analysis, in either direction.)

Bond size:	0\$	1M\$	2M\$	3M\$	4M\$	5M\$	6M\$	7M\$	8M\$	9M\$	10M\$	>10M\$
# Respondents:	60	24	42	20	34	53	5	25	0	17	0	69

There are 180 responses at 4M\$ or below, and 169 at 5M\$ or above. Thus 5M\$, being closest to the median value, was selected.

Another similar analysis was done assuming the Wasatch County bond passed, but that individual tolerance to tax increase did not change. Here, the Wasatch County tax increase was first deducted from the respondent's tolerance to tax increase, and the remainder was used to calculate the maximum size of a Midway bond. In this case the maximum bond (median) fell between 1 and 2 million.