

Preliminary Results Summary

Calibrating Survey Using the Colorado Springs Stormwater Question 2A

November 7, 2017 Election

Survey Objective

Given Springs Insight Exchange's (SIE) purpose to "Assess public sentiment for community and economic development" a fundamental question is the degree to which the SIE survey approach is accurate in representing a cross-section of the community. To help answer this question SIE decided to push a survey out to the community asking respondents if they would vote for City Question 2A. The answer comes from comparing survey results to polling results from a professionally administered phone survey conducted in August 2017 and actual election results from the November 7, 2017 election. In pursuing this objective, the outcome addresses engaged or active voters and does not seek to consider the SIE survey approach compared to non-voters.

Survey Results

The results of the SIE survey range from 56% to 63% "Yes" on City Question 2A. The average is 58% and one scenario shows a 90% chance that 50% of voters would support the initiative and would vote Yes (assuming a random survey which this is not). The election results will be known the night of November 7th. The August telephone poll found 56% of likely voters supported the initiative. The range of support noted above includes rational adjustments made by SIE based upon historical voter patterns by age and party affiliation and likely participation in this sort of assessment survey.

Methodology & Segmented Results

Multiple approaches were used to collect survey responses.

1. Fifty dollars were spent to advertise the survey through Facebook along with a survey link on SIE's Facebook page. The Facebook link to the survey was viewed 2,613 times and 70 people responded to the survey from October 21st through November 3rd. Sixty percent of the respondents said they had or would vote Yes. Given the small "sample" size from Facebook, it had a +/- 10% confidence interval at a 90% confidence level meaning the Facebook results, assuming randomness, gives less than a 10% chance of the initiative failing.
2. Over the last two years 200 people signed up as a member of SIE. They shared some basic political and demographic information as part of their membership. An email was sent to members resulting in 60 survey responses. Even though the SIE Membership and their survey responses most closely mirrors historical active voters by party affiliation (45% Republican, 24% Democrat, 31% Unaffiliated), their support for the initiative was so high (85% in favor) as to be deemed a poor measure of public sentiment given the current calibrating effort and initiative. This appears to reflect network bias among the Membership; in this case in support of the stormwater question.

3. Two other approaches were used including peer-to-peer emailing to friends and family with diverse views and community organizational networking where organizations deemed to have a more diverse membership were requested to send a survey link to their members. These two approaches were unsuccessful and only generated 14 responses.

Four assessment questions and four demographic questions were asked. See the full survey in Attachment A.

Other Interesting Results

- It appears voters had made up their minds before they received ballots. Only 5% responded that they were undecided and the Facebook Yes/No ratio did not vary much during the survey period (October 21st through November 3rd).
- Overall the Facebook ratio bounced between 56% Yes and 59% Yes before reaching to its ending point at 60% Yes. Democrat respondents were the most supportive of Question 2A and Unaffiliated/Independents were least supportive. Republicans were substantially underrepresented in the Facebook respondents (29% versus a historical active voter ratio closer to 47%) and given the support for the Question among Republicans who did respond, we assume respondents who would vote No were underrepresented.
- Contrary to general assumptions, respondents living further away from a creek or stream were more likely to support Question 2A. The oldest respondents (over 75) and youngest (under 35) were far more likely to support the Question while respondents between the age of 35 and 54 were least likely. The oldest and youngest cohorts only represented 14.5% of the respondents.
- Respondents living in the region less than 10 years were more supportive than those living in the region for more than 10 years.

More interpreted results and full survey data will be published on the SIE website in the coming weeks. Full survey results can be found at: <https://www.surveymonkey.com/results/SM-DQHD2RQ28/>

About SIE

We gather and disseminate grassroots-sourced data to gauge public sentiment in matters of community and economic development. Our data-gathering process is, by design, informal and fully transparent. SIE was formed in 2015 by several concerned citizens after meeting with numerous community leaders and researching citizen engagement nationally. Given the dramatic reduction in engagement costs through online surveys and other means, the founders felt greater effort should be made by policy makers and special interests groups to assess public sentiment as part of deliberation process.

For questions about Springs Insight Exchange, this survey, or if interested in serving on our Advisory Committee, contact Tom Binnings, Executive Committee at (719) 471-0000 or tbinnings@comcast.net. If interested in joining our Membership Panel for future surveys please sign-up at <http://springsinsightexchange.com/join-the-survey-team/>



ATTACHMENT A

Springs Insight Exchange is a non-partisan, non-profit group. Our mission is assess public sentiment for community and economic development. This survey should take 1 to 2 minutes. Your feedback is important and will be used to gain insight into public sentiment. Survey results are public and will be published on our website after the election. ALL RESPONSES ARE ANONYMOUS.

1. Do you intend to vote in the upcoming November 7th election?

- I have already mailed in my ballot
- Yes
- No
- Not Sure

[Yes response skipped the next page](#)



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2. What prohibits you from voting in the current election?

- Not a registered voter in Colorado Springs
- My vote doesn't matter
- I only vote in national elections
- It's too difficult to get to the polls
- I am not familiar with the issues and candidates
- I'm not interested
- I'm too busy
- Other (please specify)



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3. How did you, will you, or would you vote on City question 2A to establish a stormwater enterprise in the City of Colorado Springs for 20 years to fund investment in and maintenance of stormwater infrastructure

- Yes
- No
- Undecided

[Yes and No responses skipped the next page](#)



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4. What would you like to know to make your final voting decision on the stormwater enterprise?



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5. What is your political party affiliation?

- Republican
- Democrat
- Independent
- Other (please specify)

6. What is your age cohort?

- 18 to 34
- 35 to 54
- 55 to 74
- 75+

7. How far do you live from a creek or stream?

- I can see it from my residence
- Within 300 feet
- 300 feet to 1/4th a mile
- 1/4th mile to 1/2 mile
- Over 1/2 mile
- Don't know

8. How long have you lived in the Pikes Peak Region?

- Less than 1 year
- 1 year to 5 years
- 5 years to 10 years
- 10 years to 20 years
- Over 20 years