



KITSAP COUNTY
Board of Commissioners
CITIZEN OPINIONS ON
PROPOSED NASCAR TRACK
September 2006



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KITSAP COUNTY Board of Commissioners

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INTRODUCTION

The Kitsap County Board of Commissioners commissioned this survey to better understand county citizens' thinking about the proposal to build a NASCAR track in Kitsap County.

This survey was designed to assess benefits and costs of having a NASCAR track in Kitsap County as those benefits and costs are perceived and evaluated by the citizens.

Specifically, the survey sought to assess citizen thinking about the proposal track's impact on the county's:

- Economy
- Culture
- Existing infrastructure
- Tax base
- Quality of life
- Property and other taxes

This report begins with a demographic profile and key findings, followed by a written description of findings and analysis. At the end, all results are summarized in charts, and a full set of cross-tabulations is appended.

The survey was designed, conducted and analyzed by Elway Research, Inc., with extensive collaboration with Kitsap County officials.

METHODS

- SAMPLE:** 600 adult heads of households in Kitsap County, in proportion to the number of registered voters in each Commission District:
221 in Commission District 1
194 in Commission District 2
185 in Commission District 3
- TECHNIQUE:** Telephone Survey
- FIELD DATES:** September 6-9, 2006
- MARGIN OF ERROR:** $\pm 4\%$ at the 95% confidence interval for the overall sample. That is, in theory, had the entire population been interviewed, there is a 95% chance the results would be within $\pm 4\%$ of the results in this survey.
- The margin of error is larger for segments within the 600 sample. For example, the margin of error within each Commission District is $\pm 7.1\%$
- DATA COLLECTION:** Calls were made on weekday evenings and weekend days by professional interviewers under supervision. Up to four attempts were made to contact a head of household at each number in the sample before a substitute number was called. Questionnaires were edited for completeness, and a percentage of each interviewer's calls were re-called for verification.
- OPEN-ENDED ITEMS** A number of the questions were open-ended, allowing the respondent to express answers in his/her own words. Responses to open-ended questions were recorded as close to verbatim as possible, then categorized and coded for analysis.

It must be kept in mind that survey research cannot predict the future. Although great care was employed in the design, execution and analysis of this survey, these results can be interpreted only as representing the answers given by these respondents to these questions at the time they were interviewed.

RESPONDENT PROFILE

In interpreting these findings, it is important to keep in mind the characteristics of the people interviewed. Presented here is a demographic profile of the 600 respondents in the survey.

Note: Here and throughout this report, percentages may not add to 100%, due to rounding.

COMMISSION DISTRICT:	37%	District 1
	32%	District 2
	31%	District 3
GENDER:	50%	Male
	50%	Female
AGE:	10%	18-35
	25%	36-50
	32%	51-64
	29%	65+
NASCAR FAN:	16%	Have Attended In Person
	10%	Watch Frequently on TV
	31%	Watch Occasionally on TV
	44%	Never Watch NASCAR Races
EDUCATION:	19%	High School
	5%	Business / Vocational School
	31%	Some College
	30%	College Degree
	14%	Graduate / Professional School
	1%	No Answer
RENT/OWN HOME:	80%	Own
	11%	Rent
	9%	No Answer
INCOME:	9%	\$25,000 or Less
	19%	\$25 - 50,000
	23%	\$50 - 75,000
	25%	Over \$75,000
	24%	No Answer

KEY FINDINGS

- ◆ **County citizens evenly divided on NASCAR track proposal**
 - 46% were in favor of the proposal and 46% were opposed at the beginning of the interview.
 - After the arguments pro and con had been presented and respondents asked to consider the potential impact of a race track on various aspects of the county and their own lives, 45% favored the proposal and 49% opposed it.
- ◆ **Economic Impacts Were Generally Seen as a Positive**
 - Nearly 7 in 10 thought that the track would do more good than harm to the county economy
 - 5 in 10 thought it would benefit the local government tax base
 - Nearly half (46%) anticipated a rise in their property values and most of those (56%) saw that as a “good thing.”
- ◆ **Divisions Over Impact on Quality of Life**
 - Respondents were equally divided over the potential impact on the “long-term quality of life” in Kitsap County
 - They were also equally divided over the anticipated impact on their own quality of life.
- ◆ **6 in 10 opposed using public money to build a race track**
- ◆ **2 in 3 Believe County Taxpayers will End up Paying**
 - 2 in 3 believed that county taxpayers will end up paying higher taxes for the track “No matter what they say now.”
 - Fewer than 3 in 10 believed that the track will pay for itself.
- ◆ **Hidden Costs Are a Key Concern**
 - Beyond the cost of the track itself, 6 in 10 thought that the presence of the track would increase the cost of other things that would result in higher taxes for locals
 - 6 in 10 thought that there would be harm to existing roads and bridges if the track were built
 - Only 3 in 10 believed that the track will generate enough money to keep local taxes lower than they would be without the track.

SUMMARY

SUMMARY

MOST CITIZENS PAYING ATTENTION

Seven in 10 Kitsap County citizens interviewed for this survey (71%) said they were paying attention to the issue of the NASCAR proposal to build a race track in the county, including 3 in 10 (29%) who said they were following it “Very Closely.”

Not surprisingly, those most likely to be paying close attention to this issue were NASCAR fans – those who watch NASCAR races at least occasionally – as well as those with strong opinions of either side of the question.

Most Likely to be...

Following “Very Closely”

- NASCAR Fans (44%)
- Strong Opponents (41%)
- Strong Supporters (38%)
- Over age 65 (35%)
- District 2 (33%)
- Income under \$25,000 (33%)

Paying Little or No Attention

- Never Watch NASCAR (38%)
- District 1 (34%)

COUNTY EVENLY DIVIDED OVER PROPOSAL

Support and opposition to the proposal could not be more evenly divided. Asked their leaning “as things stand today”:

46% were in favor of the proposal, including

28% “strongly” and
18% “inclined to favor”

46% were opposed, including

31% “strongly” and
15% “inclined to oppose.”

Most Likely to...

Oppose The Track

- Never watch NASCAR (66%)
- District 1 (54%)
- Over age 65 (56%)
- College Graduates (55%)

Favor The Track

- Watch NASCAR on TV frequently- but have not attended (78%)
- Under age 35 (74%)
- Income under \$25,000 (65%)
- Renters (60%)

POTENTIAL COSTS & BENEFITS WEIGHED

Respondents were asked to weigh potential costs and benefits to the proposal. They were read a list of factors and asked if they thought “a NASCAR track here would do Significant Harm, Some Harm, Some Good, or Significant Good” to each factor. Seven factors were included in the list.

Overall, most respondents anticipated economic and reputational benefits to the county, but worried about adverse effects on existing infrastructure like roads and bridges. Respondents were evenly divided over the impact on the quality of life and the culture of Kitsap County.

Benefit to County Economy

By a margin of nearly 3:1, respondents thought that the proposed race track would do more good than harm to the Kitsap County Economy.

69% said there would be more economic good than harm, including 31% who said there would be “significant” good; while

25% said there would be more harm than good, including 11% who said the harm to the local economy would be “significant.”

A majority in every demographic category said the track would do more good than harm to the county economy. Only among those “strongly” opposed to the track were more people likely to say that it would do more harm than good.

The Reputation of Kitsap County

By a margin of 2:1, more respondents thought that the track would help rather than hurt the reputation of the county.

57% said there would be more good than harm to, including 25% who said the help would be “significant”, while

28% said the track would hurt the county’s reputation.

The only respondent categories in which more people said that more harm than good would be done to the county’s reputation were those with graduate or professional degrees (43% said harm; 37% said good).

The Tax Base for Local Government

Half of these respondents thought that a race track would be good for the local government tax base, while one-third thought it would hurt.

49% said a track would be good for the tax base, including 20% who said the track would do “significant” good; while

33% said the local government tax base would be harmed, including 15% who thought the harm would be “significant.”

District 1 respondents were less convinced that those living in Districts 2 or 3 that the race track would be good for local government revenue”

- In District 1, 43% said it would be good for the tax base, while 38% thought it would be harmful;
- In District 2, 54% said “good” and 28% said “harm”;
- In District 3, 52% said “good” and 32% said “harm.”

Long-term Quality of Life in Kitsap County

Respondents were evenly divided over the anticipated impact of a race track on the long-term quality of life in the county:

43% said the track would be good for the quality of life, including 15% who thought it would do “significant” good; while

41% said that there would be long term harm, including 20% who thought the harm would be “significant.”

The county was divided geographically on this question. District 1 was almost a mirror image of Districts 2 and 3:

- In District 1, more said “harm” than “good” by a margin of 52% to 33%
- In District 2, more said “good” than “harm” by a margin of 49% to 36%
- In District 3, more said “good” than “harm” by a margin of 46% to 34%.

Anticipation of a reduced quality of life resulting from the presence of the race track went up with respondent age and education:

- Among those under age 35, 65% said the quality of life would be helped by the track and 24% said it would be harmed;
- Among those over 65, 49% thought the track would harm the quality of life and 32% thought it would help.
- Among those with a high school education, 49% thought the quality of life would be helped and 37% thought it would be hurt;
- Among those with a graduate or professional degree, 59% said the quality of life would be hurt and 25% said it would be helped.

Homeowners were split (42% said “harm”; 41% “help”) but renters were more than twice as likely to say “help” as “harm” (63% to 25%).

“Your Own Quality of Life”

Respondents were equally as divided over the prospects for their “own quality of life” as they were for the “long-term quality of like in the county”:

36% said the track would be good for their own quality of life, including 14% who said the track would do “significant good”, while

35% said the track would harm their quality of life, including 20% who expected “significant” harm.

Results varied significantly by area of the county:

45% in District 1 thought their quality of life would be harmed (29% said improved), compared to

34% in District 2 (where 40% said improved) and

29% in District 3 (where 38% said improved).

The Culture of Kitsap County

As with the long-term quality of life, county residents were divided over the potential impact of a race track on the culture of Kitsap County.

42% thought the track would do the culture good, including 14% who said “significant good”;

39% thought the track would harm the culture of the county, including 17% who thought it would do “significant harm.”

Expectation of effect on the culture of the county was related to respondent education level:

58% of those with a graduate degree thought the culture would be harmed, whereas

52% of those with a high school education thought the culture would be helped by the presence of a race track.

Other significant differences:

- Those under 35 were twice as likely as those over age 65 to say that a race track would be good for the culture of the county (66% vs. 33%);
- Renters were more likely than home owners to say that a track would be good for the culture (61% vs. 41%);
- Women were more likely than men to anticipate cultural harm from a race track (44% vs. 35%).

Local Roads, Bridges & Other Public Works

By a margin of 2:1 respondents said that the existence of a race track would hurt rather than help local roads, bridges and other public works:

60% said that local infrastructure would be hurt by the track, including 32% who thought the harm would be significant.

31% said that the track would result in more good than harm.

Interestingly, respondents who had attended a NASCAR race were more likely than those who had only watched races on television to say that the track would result in harm to the local roads and bridges (57% vs. 48%).

4 IN 10 ANTICIPATE HIGHER PROPERTY VALUES

Nearly half of these respondents (46%) thought that having a NASCAR track in the county would increase their own property values, including 1 in 10 who thought their values would be “much higher.” About 1 in 7 (15%) thought their property values would be lower.

A majority of respondents in Districts 2 and 3 thought their property values would be higher, compared to only 1/3 in District 1.

Of those who thought their property values would be higher:

56% said that was a “good thing” and
30% said it was a “bad thing.”

Of those who thought their property values would go down as a result of having a racetrack in the county:

18% said that was a “good thing; and
66% said it was a “bad thing.”

Most Likely to Say Their Property Taxes Would be...

Lower

- Supporters (63%)
- Strong Opponents (30%)

Higher

- Under age 50 (57%)
- District 2 (54%)
- High School Education (53%)
- District 3 (52%)

6 IN 10 SAID NASCAR SHOULD PAY THE FULL COST

Six in 10 respondents said that public money should not pay for building a race track and that NASCAR should pay for it themselves.

Survey respondents were read a brief description of the funding proposal and then asked which of two statements came closest to their opinion. The full text of the description and choices were as follows:

Construction of the track will cost \$345 million dollars total. The proposal is that about one-half of the construction costs of the track – \$179 million dollars – would be paid for with public bonds, which would be issued by a new Public Speedway Authority. The bonds would be paid off in 20 to 25 years by sales and admission taxes paid by people who come into the county to attend the races. This is the same way that other facilities in the state have been financed.

Which of these statements comes closest to your opinion?

60% If International Speedway Corporation wants a NASCAR track, they should pay for all of it themselves. Public money should not pay for building a race track

33% This is a good deal for Kitsap County. The track will generate substantial revenue for local businesses and local governments, and will be paid for by visitors to the track

Most Likely to Say

“Good Deal” for County

- Strong Supporters (66%)
- Watch NASCAR frequently on TV, but have not attended (56%)
- Under age 35 (58%)

NASCAR Should Pay All

- Majorities in every demographic category, except the three on the left.

2/3 SAID “WE WILL END UP PAYING”

Despite the strong opposition to the use of public money to finance the track, 2/3 of these respondents believed that taxpayers would end up paying.

Asked “which of the following is more likely to happen:

64% said, “No matter what they say now, Kitsap taxpayers will end up paying higher taxes for this track”; while only

28% said “the bonds will be paid off entirely by sales and admissions taxes paid by people who come into the county to attend the races.”

Most Likely to Say

We Will End Up Paying

- Strong Opponents (90%)
- Never Watch NASCAR (75%)
- Over Age 65 (73%)
- Graduate/Professional Degrees (72%)

Bonds Will be Paid Off by Visitors

- Strong Supporters (59%)

WE WILL PAY IN OTHER WAYS, TOO

A solid majority of these respondents also believe that they will end up paying for indirect additional costs resulting from the track as well as subsidizing it directly. Again asked which of two scenarios was likely to happen:

58% said that “Having a track here will raise the cost of other things such as roads and extra police – which will result in higher taxes”; while

31% agreed that, “Having a track here will generate enough tax money for local government to keep future taxes lower than they would be if the track were not here.”

Most Likely to Say the Track Will...

Generate Revenue:

- Strong Supporters (67%)
- Watch NASCAR Frequently, but Have Not Attended (56%)

Increase Costs/Taxes:

- Strong Opponents (86%)
- Graduate/Professional Degree (77%)
- Never Watch NASCAR (72%)
- Over Age 65 (63%)
- Women (62%)

ARGUMENTS ABOUT TRACK USE NOT PERSUASIVE

A pair of arguments about the use of the proposed track proved to be less than persuasive to survey respondents.

Available for Other Uses

The first argument was that “NASCAR is currently proposing two major races a year at this new track if it is built. This means that it would be available for 50 weeks out of the year for other purposes.” Asked if they considered that to be more or an argument for or against the track:

- 49% said it was an argument *for* the track, including 23% who said it was a “strong argument” for; while 43% said it was an argument *against* the track, including 32% who said it was a “strong argument” against.

Most Likely to Say This is a Better Argument...

AGAINST the Track

- Strong Opponents (81%)
- Never Watch NASCAR(59%)
- Graduate Degree (58%)
- District 1 (51%)

FOR the Track

- Strong Supporters (79%)
- Under Age 35 (74%)
- Watch NASCAR on TV Frequently, But Have Not Attended (71%)
- Income Under \$25,000 (67%)
- High School Education (58%)
- District 2 (55%)
- District 3 (55%)

Heavy Traffic Only a Few Days a Year

The other argument tested was, “If there are only two major races a year, that means the traffic will be heavy only 4 to 6 days a year.” Asked if they considered that to be an argument for or against the track:

- 50% said it was an argument *in favor* of the track, including 25% who said it was a “strong argument” in favor; while 45% said it was an argument *against* the track, including 30% who said it was a “strong” negative argument.

Most Likely to Say This is a Better Argument

AGAINST the Track

- Strong Opponents (81%)
- Never Watch NASCAR (58%)
- Graduate Degree (56%)
- Over Age 50 (52%)

FOR the Track

- Strong Supporters (81%)
- Watch NASCAR Frequently on TV by Have Not Attended (76%)
- Under age 50 (64%)
- High School / Some College (53%)

EVEN SPLIT AT END OF “DEBATE”

This survey was designed to replicate the discussion going on in the county about the race track proposal. By raising issues being put forward by the sides in this debate, the survey can deepen the understanding of public thinking about the NASCAR proposal by exploring the reasons behind the opinions.

At the end of the interview, after respondents had been asked to think about the NASCAR proposal and to consider pro and con arguments, they were asked again about whether they were “inclined to support or oppose building a NASCAR track in Kitsap County”...“given all the things we have been talking about.”

The overall results were nearly identical to the results at the beginning of the interview. There was a slight – statistically non-significant - shift toward opposition:

49% were opposed at the end of the interview, compared to 46% at the beginning.

46% were supportive at the end of the interviews, as were 46% at the beginning.

More of a shift took place in the *intensity* of support and opposition:

35% were “strongly opposed” at the end of the interview, compared to 31% at the beginning.

And

26% were “strongly” in favor at the end, compared to 28% at the beginning.

“Given All The Things We Have Been Talking About,” Most Likely to...

STRONGLY Oppose

- Never Watch NASCAR (52%)
- Graduate Degree (48%)
- Over Age 65 (47%)
- District 1 (42%)
- Following the Issue “Very Closely” (44%)
- Home Owners (38%)

STRONGLY Support

- Watch NASCAR Frequently on TV But Have Not Attended (68%)
- Under Age 35 (39%)
- District 2 (31%)
- Income Under \$25,000 (37%)
- High School /Some College (31%)

These overall results mask the finding that respondent thinking about the track proposal did in fact shift somewhat during the course of the

interview. Overall, 29% of respondents shifted their position from the beginning to the end of the interview.

Among those “strongly” supportive at the beginning of the interview:

79% were still “strongly” in favor at the end, while
12% were only “inclined to favor” and
6% were opposed.

Among those “inclined to favor” at the beginning:

19% were “strongly” in favor at the end, while
66% were still “inclined to favor” and
9% were opposed.

Among those “inclined to oppose” at the beginning:

31% were “strongly” opposed at the end
48% were still “inclined to oppose”
7% were in favor at the end of the interview.

Among those “strongly opposed” at the beginning:

90% were still “strongly opposed” at the end
6% were only “inclined to oppose” while
3% were in favor at the end of the interview.

Finally, among those “undecided” at the beginning of the interview:

36% were in favor of the track at the end (16% “strongly”) and
36% were opposed (23% “strongly”).

DISCUSSION

Kitsap County residents could not be more evenly divided over the proposal to build a NASCAR race track in their county. Of the 600 citizens interviewed for this survey, 271 were in favor of the track and 273 were opposed. This included 165 who said they were “strongly” in favor and 185 who were “strongly” opposed.

Despite the finding that 42% of these respondents were not “strongly” committed to a position, and thus, presumably, open to persuasion on the issue, the evidence indicated little room for movement in public opinion about the proposed track. At the end of the interview, after respondents had been asked to consider the potential impacts of a track, there was very little change in their position on the proposal. Overall, 3 on 10 respondents shifted their position after considering the impacts of the track. Most of those stayed on the same side of the question, but changed the intensity of their opinion. The net result was a gain of 3 percentage points for the opposition. Support weakened slightly and opposition solidified slightly, but none of these shifts are statistically significant.

Further, there were relatively few “no opinion” or “undecided” answers to any of the questions or issues posed in this survey.

All of this – plus the fact that 7 in 10 county residents are following the issue – indicates that most have worked their way through the arguments and are arriving at a considered judgment. They know the issues, at least as well as they want to, and most have made up their minds. New “information” seems unlikely to make much of a difference.

The factors which showed up here as most consequential were not persuasive. Opponents generally acknowledge the positive economic potential of the track, but oppose it never the less. Supporters acknowledge the potential toll on existing county infrastructure and the possibility that local taxpayers will end up paying despite promises to the contrary, but they support the track anyway.

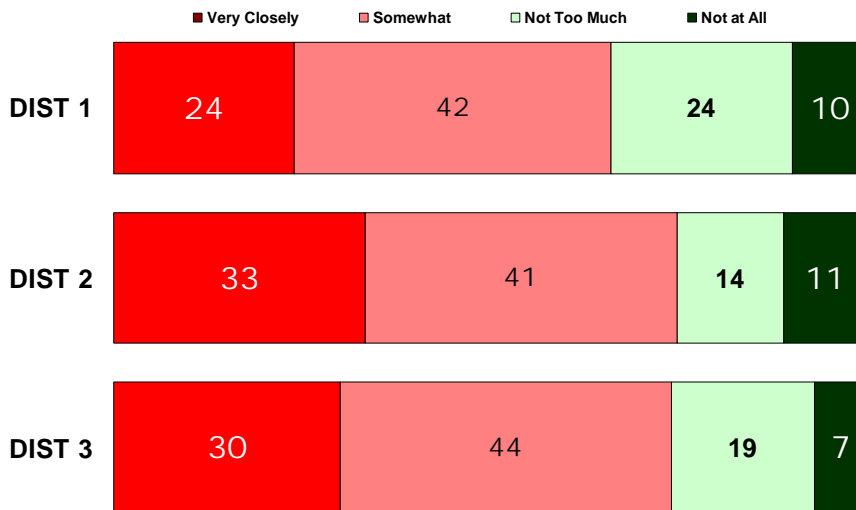
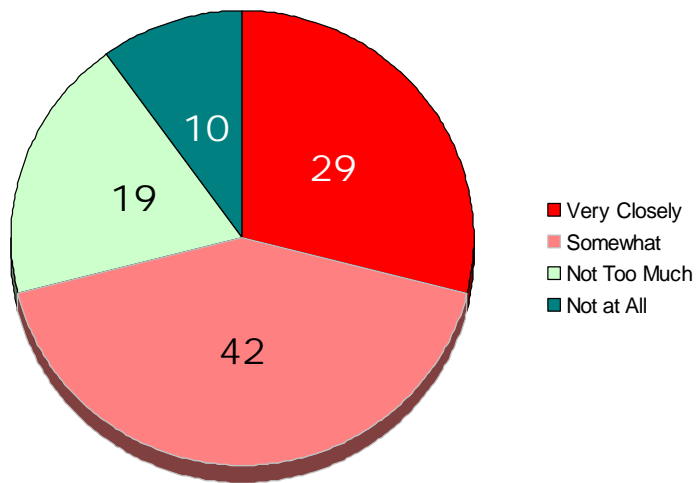
These findings indicate that county citizens are likely to stay evenly divided. Even if a majority were to emerge, it is likely to be slim. There is almost no possibility for any consensus on this proposal.



FINDINGS

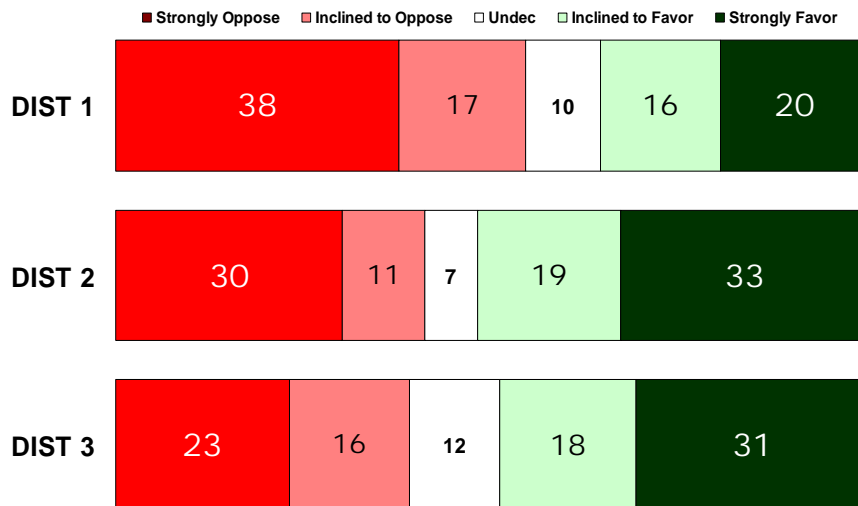
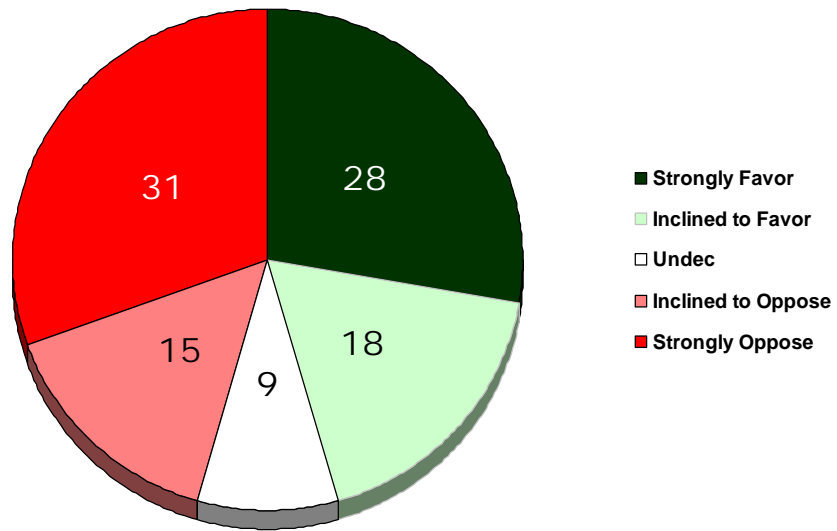
7 in 10 Paying Attention to Track Debate

Q1 As you may know, there has been discussion of building a NASCAR racetrack in Kitsap County. How much attention – if any – have you been paying to that issue? Would you say you have been following the issue...



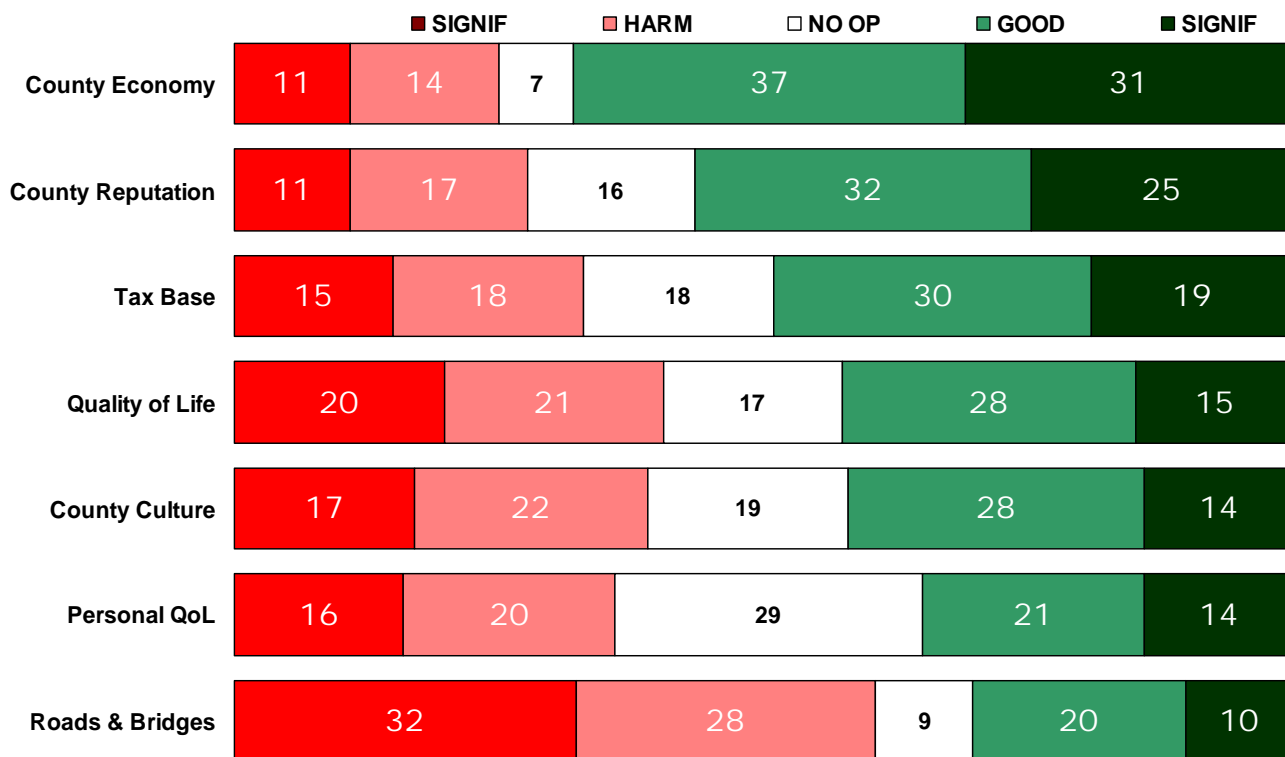
County Evenly Divided Over Track Proposal

Q2 As things stand today, are you inclined to favor or oppose building a NASCAR track in Kitsap County? Would you say you are



Economic Development Seen as Positive; Concern Over Hidden Costs

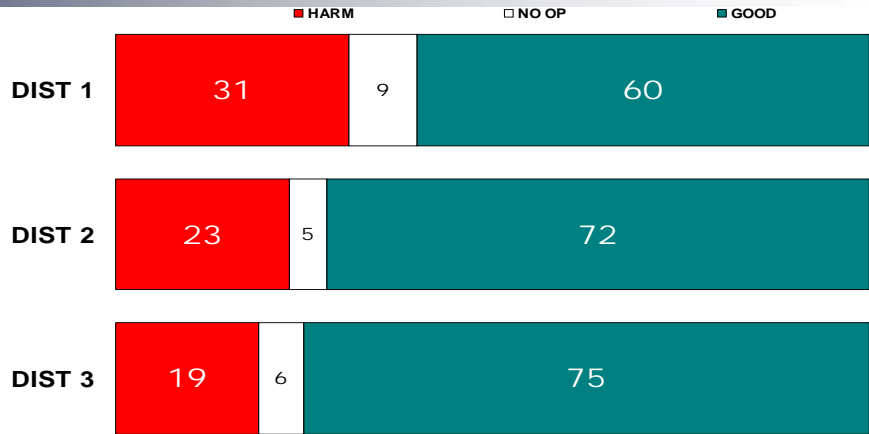
Q4 For each of the following, tell me whether you personally think having a track here would do more harm or more good. For each item I read, tell me whether you think a NASCAR track here would do Significant Harm, Some Harm, Some Good or Significant Good. The first one is...



The results of these questions are displayed by Commission District on the following pages

Anticipated Track Impacts by Commission District (1 of 3)

The Economy of Kitsap County



The Reputation of Kitsap County



The Tax Base for Local Government

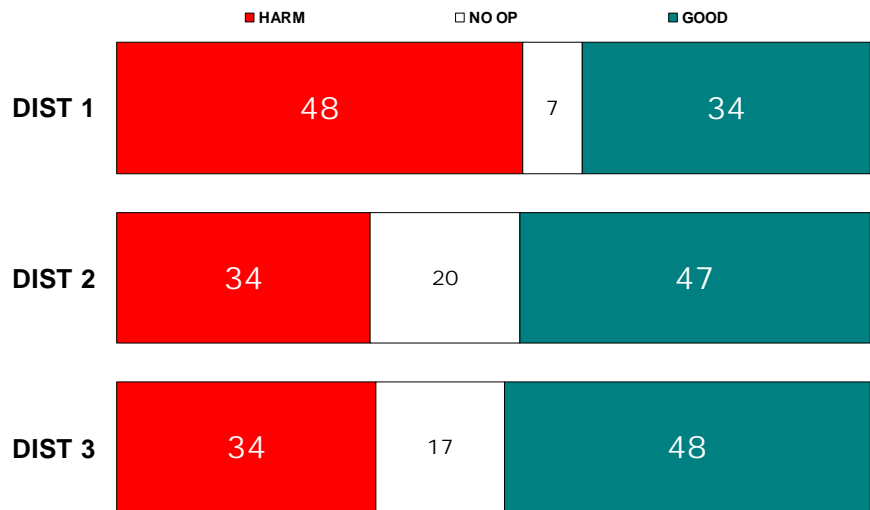


Anticipated Track Impacts by Commission District (2 of 3)

The Long-term Quality of Life in Kitsap County



The Culture of Kitsap County



Anticipated Track Impacts by Commission District (3 of 3)

Your Own Quality of Life

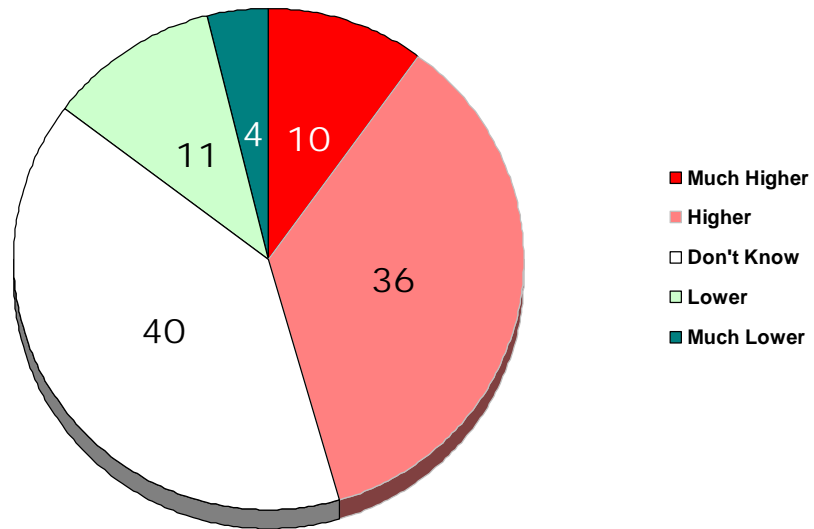


Local Roads, Bridges, & Other Public Works



4 in 10 Anticipate Increased Property Values

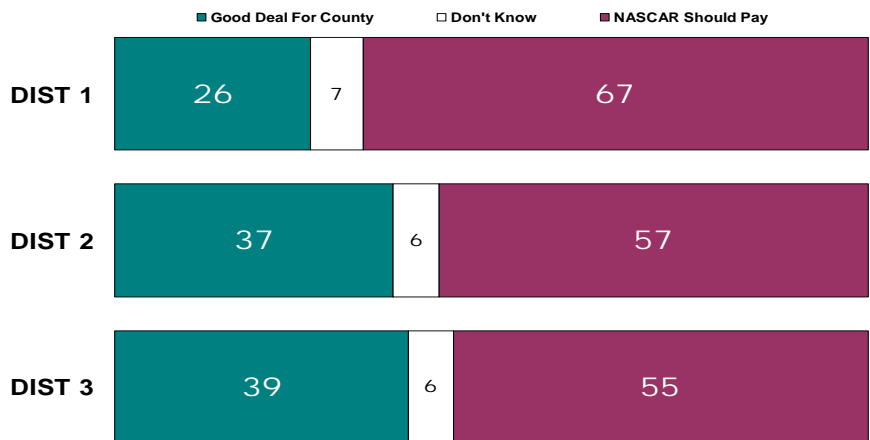
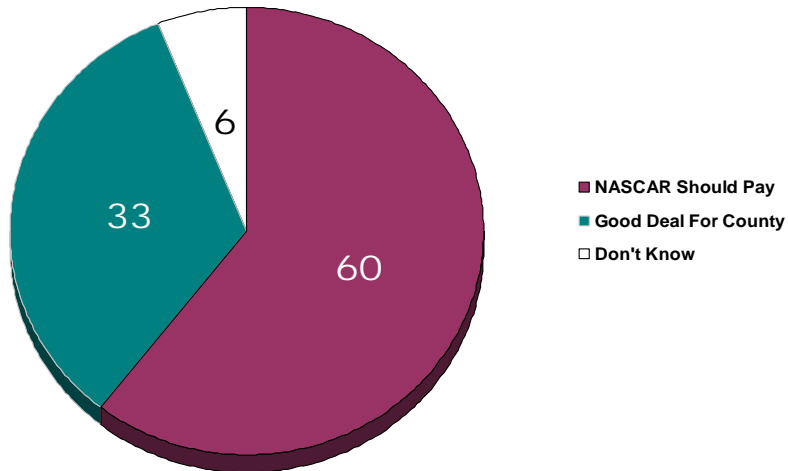
Q5 Do you think that a having a NASCAR track in the County would cause *your own* property value to be...



6 in 10 Say NASCAR Should Pay for the Track

Construction of the track will cost \$345 million dollars total. The proposal is that about one-half of the construction costs of the track – \$179 million dollars – (\$166 million) would be paid for with public bonds, which would be issued by a new Public Speedway Authority. The bonds would be paid off in 20 to 25 years by sales and admission taxes paid by people who come into the county to attend the races. This is the same way that other large facilities in the state have been financed, such as the professional sports stadiums. Which of these statements comes closest to your opinion:

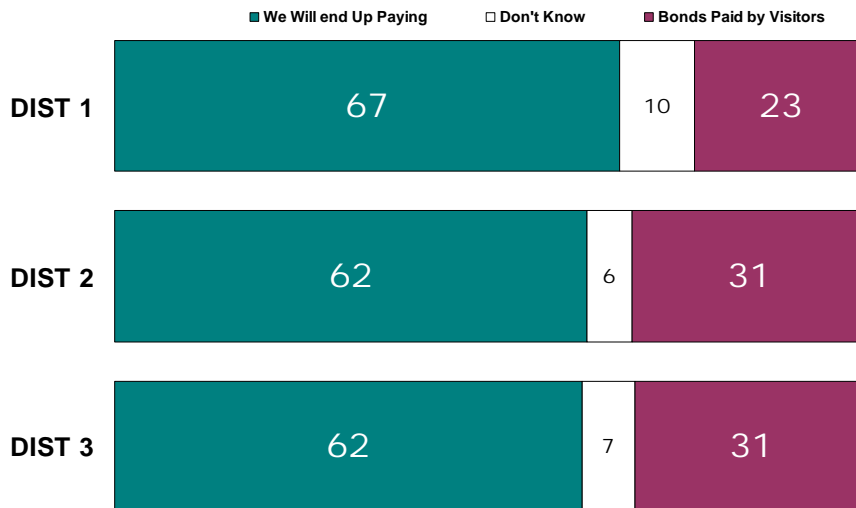
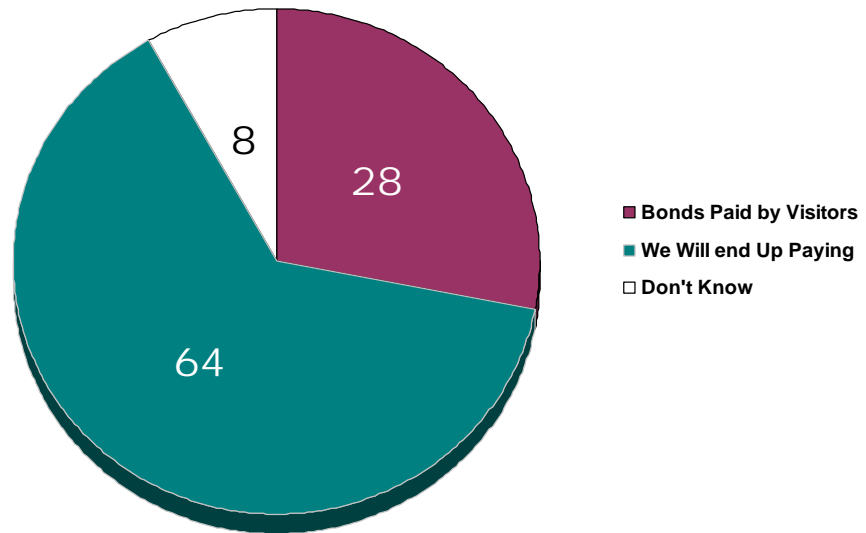
- A) If International Speedway Corporation wants a NASCAR track, they should pay for all of it themselves. Public money should not pay for building a race track.
- B) This is a good deal for Kitsap County sales and admission for local government. It The track will generate substantial revenue for local businesses and local governments, and will be paid for by visitors to the track



2/3 Say "We Will End Up Paying"

Q8 Which of the following do you think is more likely to happen:

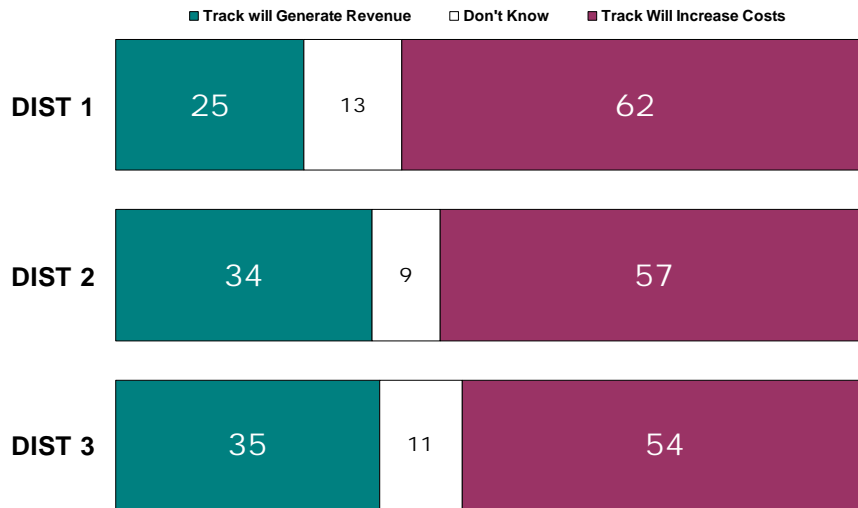
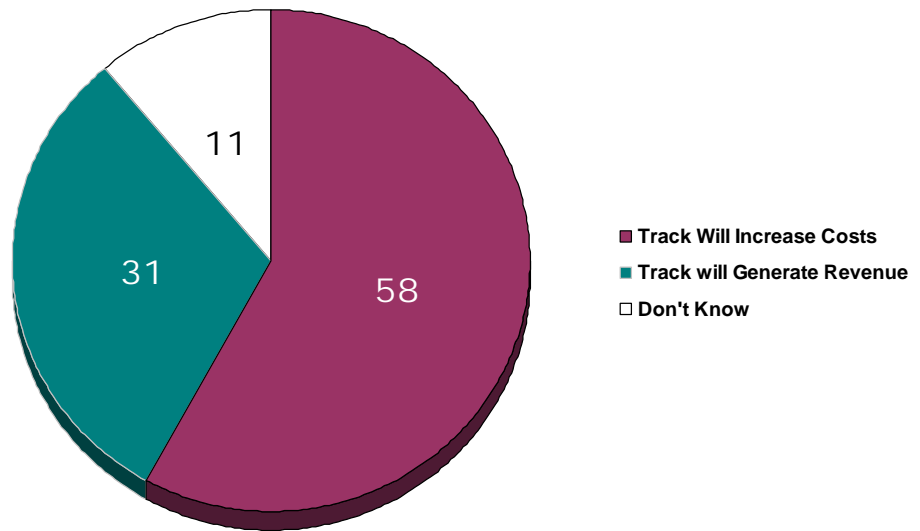
- A) The bonds will be paid off entirely by sales and admission taxes paid by people who come into the county to attend the races
- B) No matter what they say now, Kitsap taxpayers will end up paying higher taxes for this track



2:1 Say Track Will Increase Other Costs in County

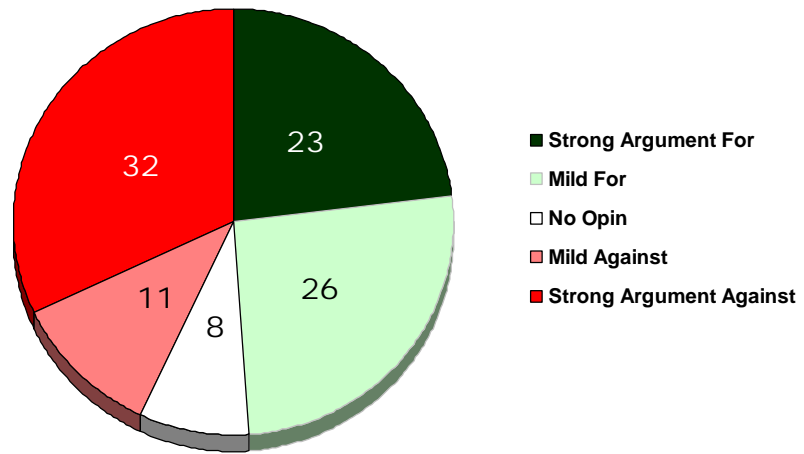
Q9 Here is another set of conflicting predictions. Which of these things do you think is more likely to happen:

- A) Having a track here will raise the cost of other things such as roads and extra police – which will result in higher taxes
- B) Having a track here will generate enough tax money for local government to keep future taxes lower than they would be if the track were not here



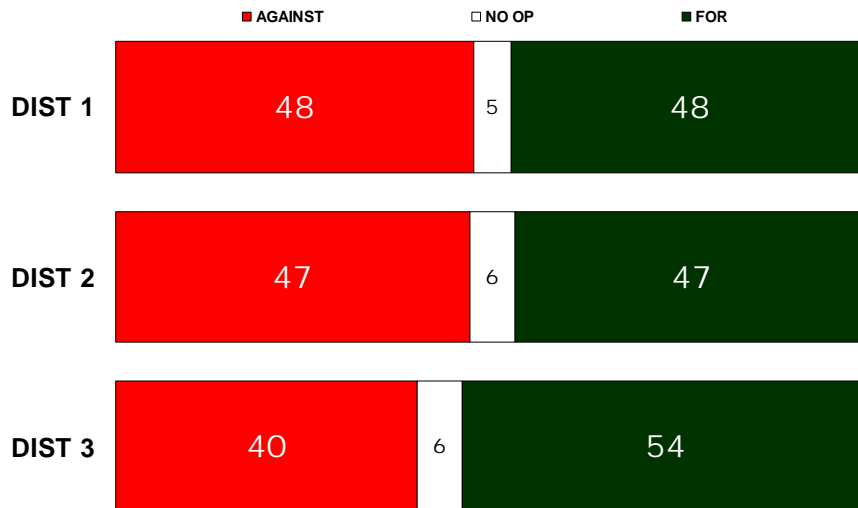
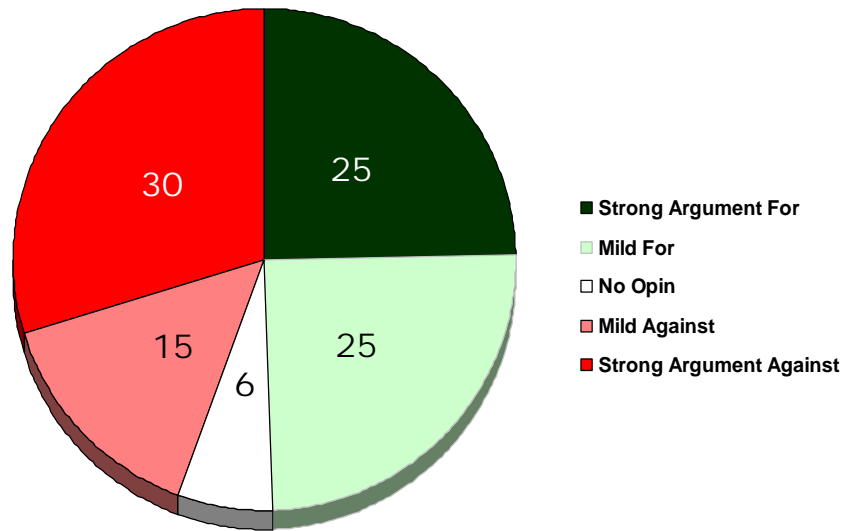
Availability of Track For Other Purposes Not Persuasive

Q10) NASCAR is currently proposing two major races a year at this new track if it is built. That means that it would be available for 50 weeks out of the year for other purposes. In your opinion, is that more of a ...



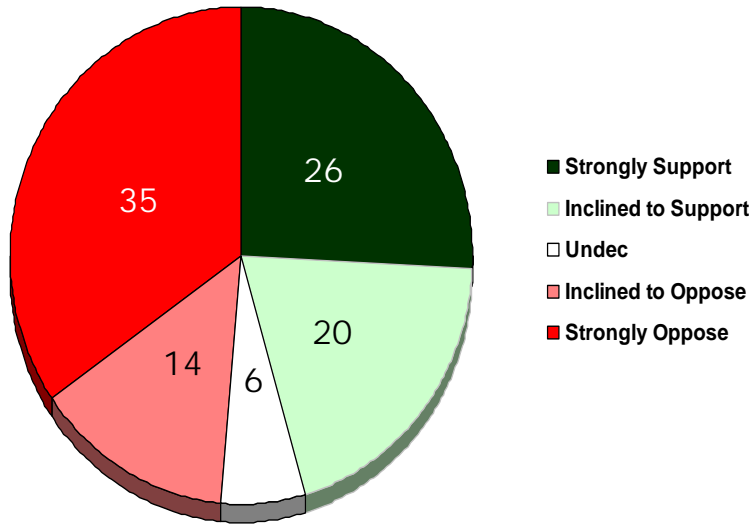
Heavy Traffic Only Few Days a Year - Not Persuasive

Q11) If there are only two major races a year, that means the traffic will be heavy only 4 to 6 days a year. In your opinion, is that more of a ...



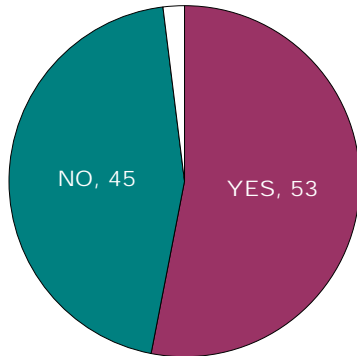
Even Split Remains After the Debate

Q12) Given all the things we have been talking about, are you inclined to support or oppose building a NASCAR track in Kitsap County, as things stand today? Would you say you ...



Half of Supporters Could Think of Reason to Oppose

Q12.1: Can you think of any circumstances in which you would OPPOSE the NASCAR track?



I might oppose it if...

26% LOCAL TAXPAYERS HAVE TO PAY

- 11 Total Cost Paid By Taxpayers
- 10 Taxes Increase (General)
- 3 50% Or More Paid By Taxpayers
- 1 Property Owners End Up Paying For It

18% COMMUNITY IMPACT NEGATIVE

- 5 Traffic Increases Excessively
- 3 Road Improvement Not Supported/Done
- 3 Located Near My Home
- 2 Environment Impacted Negatively
- 1 Infrastructure Can't Support It
- 1 Noise Pollution Results
- 1 Undesirable Elements Are Attracted
- 1 Eminent Domain Used To Acquire Property

5% COST / FUNDING

- 1 Bond Funding Method
- 1 County Pays For It / Drains Local Economy
- 1 Revenue Doesn't Offset Cost
- 1 Cost Runs Over Projections

2% CONTROL / MANAGEMENT

- 1 NASCAR Has Too Much Control/Too Many Conditions
- 1 Dishonest Management

4% OTHER

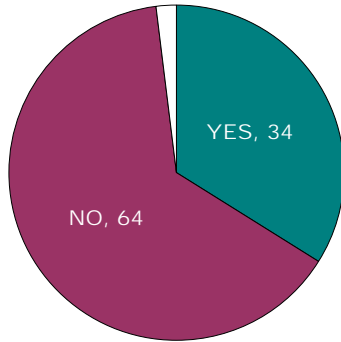
- 2 Not Enough Races/Events
- 1 Personally Don't Attend Races/Events

45% NONE / SUPPORT IT

- 2 Don't Know

1/3 of Opponents Could Think of a Reason to Support

Q12.1: Can you think of any circumstances in which you would SUPPORT the NASCAR track?



I might support it if...

19% COST / FUNDING

- 12 NASCAR/NASCAR Sponsors Pay For It
- 3 NASCAR Pays For ICommunity Impact Costs
- 1 Revenue Supports Costs
- 1 Tax Decrease Results
- 5 Taxes Don't Increase / No Taxpayer Liability

11% COMMUNITY IMPACT POSITIVE

- 1 Economic Development Other Than NASCAR Results
- 4 Economic Benefits / Increased Local Revenue
- 3 Job Availability/Wages Increase
- 2 Road Improvement/Expansion Results
- 1 Traffic Control Improvements
- 1 Area / Community Benefits Overall

4% EVENTS

- 1 Entertainment Value Exists
- 2 Events Other Than NASCAR Can Use It
- 1 Formula One Races Guaranteed
- 1 More Races Planned

2% OTHER

- 1 Personally Attend Races/Events
- 1 Information Availability / If I Knew More About It

59% NONE / WON'T SUPPORT IT

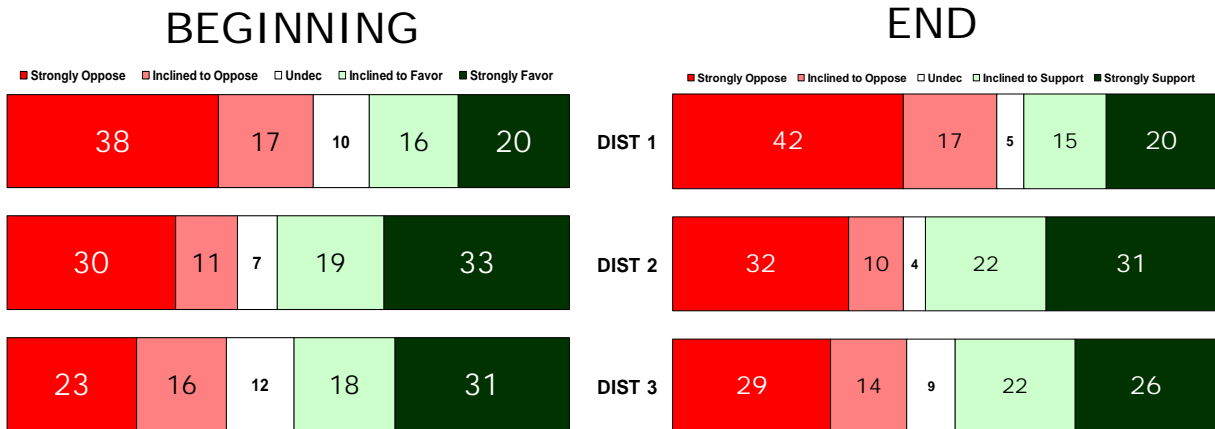
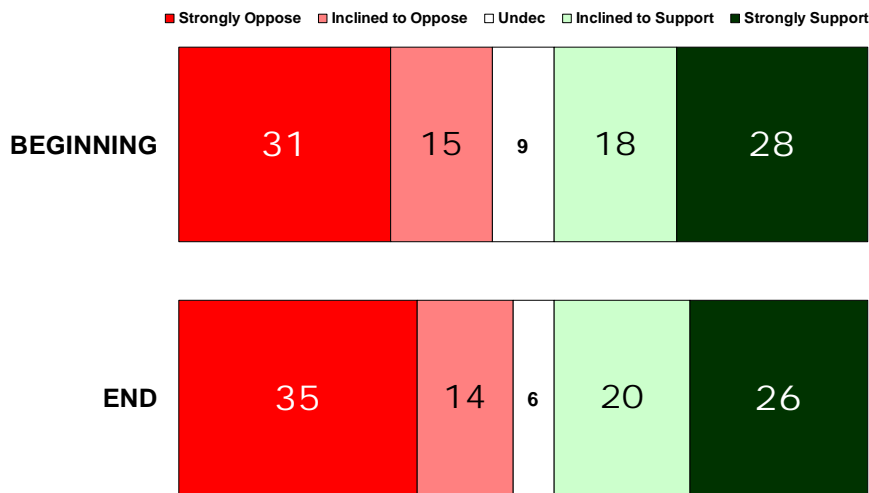
5% IF LOCATED ELSEWHERE

- 1 Another Location Is Used (Unspecified)
- 1 Eastern Washington Location
- 3 Located Outside of Currently Proposed Area / County

- 2 Don't Know

Almost No Movement in Opinion About Track Proposal

Comparison of Support & Opposition to Proposal at Beginning & End of Interview



QUESTIONNAIRE

WITH DATA



TOPLINE DATA

This summary presents response frequency distributions for the survey of Kitsap County heads of household on behalf of the Kitsap County Commission

Telephone interviews were completed with 600 voters between Sept 6-9, 2006. The overall margin of sampling error is ±4%. That means, in theory, there is a 95% probability that the results of this survey are within ±4% of the results that would have been obtained by interviewing all adult heads of households in the county.

The data are presented here in the same order the questions were asked in the interview.
 The figures in bold type are percentages of respondents who gave each answer.
 Percentages may not add to 100% due to rounding.

COUNTY COMMISSION DISTRICT: [1] 221 / **37%**.....[2] 194 / **32%**.....[3] 185 / **31%**

1. As you may know, there has been discussion of building a NASCAR racetrack in Kitsap County. How much attention – if any – have you been paying to that issue? Would you say you have been following the issue...

Very Closely...**29**
 Somewhat...**42**
 Not Too Much...**19**
 Not At All...**10**
 DK/NA...*

2. As things stand today, are you inclined to favor or oppose building a NASCAR track in Kitsap County? Would you say you are...

Strongly in Favor...**28**
 Inclined to Favor...**18**
 Inclined to Oppose...**15**
 Strongly Opposed...**31**
 SKIP TO Q4 ←DK/NA...**9**

3. What is the main reason you tend to [Favor / Oppose] the track?
 _____ [SEE DATA AT END] _____

4. For each of the following, tell me whether you personally think having a track here would do more harm or more good. For each item I read, tell me whether you think a NASCAR track here would do Significant Harm, Some Harm, Some Good or Significant Good. The first one is...

ROTATE	SIGNIF HARM	SOME HARM	SOME GOOD	SIGNIF GOOD	DK NA
1. The economy of Kitsap County.....	11	14	37	31	7
2. The reputation of Kitsap County	11	17	32	25	16
3. Local roads, bridges and other public works	32	28	20	10	9
4. The long term quality of life in Kitsap County	20	21	28	15	17
5. The culture of Kitsap County	17	22	28	14	19
6. The tax base for local government.	15	18	30	19	18
7. Your own quality of life	16	20	21	14	29

5. Do you think that having a NASCAR track in the County would cause *your own* property value to be...

ROTATE TOP/BOTTOM

- Much Higher Than It Otherwise Would Be...**10**
- Somewhat Higher...**36**
- Somewhat Lower...**11**
- Much Lower Than It Otherwise Would Be ...**4**
- SKIP TO Q7 ← DK/NA...40**

6. **IF [1 THRU 4]:** Do you see (Higher / Lower (Q5) property values is more of a good thing or a bad thing?

- “HIGHER” [n=273] > GOOD...**56** BAD...**30** DK/NA...**14**
- “LOWER” [n=88] > GOOD...**18** BAD...**66** DK/NA...**16**

7. The next few questions are about the funding of the proposed track. Construction of the track will cost \$345 million dollars total. The proposal is that about one-half of the construction costs of the track – \$179 million dollars – would be paid for with public bonds, which would be issued by a new Public Speedway Authority. The bonds would be paid off in 20 to 25 years by sales and admission taxes paid by people who come into the county to attend the races. This is the same way that other facilities in the state have been financed.

Which of these statements comes closed to your opinion?

- 1. If International Speedway Corporation wants a NASCAR track, they should pay for all of it themselves. Public money should not pay for building a race track..... **60**
- 2. This is a good deal for Kitsap County. The track will generate substantial revenue for local businesses and local governments, and will be paid for by visitors to the track..**33**
DK/NA...**6**

8. Which of the following do you think is more likely to happen:

- 1. The bonds will be paid off entirely by sales and admission taxes paid by people who come into the county to attend the races..... **28**
- 2. No matter what they say now, Kitsap taxpayers will end up paying higher taxes for this track..... **64**
DK/NA...**8**

9. Here is another set of conflicting predictions. Which of these things do you think is more likely to happen?

- 1. Having a track here will raise the cost of other things such as roads and extra police – which will result in higher taxes **58**
- 2. Having a track here will generate enough tax money for local government to keep future taxes lower than they would be if the track were not here..... **31**
DK/NA...**11**

10. NASCAR is currently proposing two major races a year at this new track if it is built. That means that it would be available for 50 weeks out of the year for other purposes. In your opinion, is that more of a ...

ROTATE TOP/BOTTOM

- Strong Argument in Favor of the Track...**23**
- a Mild Argument in Favor...**26**
- a Mild Argument Against...**12**
- a Strong Argument Against the Track...**32**
- DK/NA...**8**

11. If there are only two major races a year, that means the traffic will be heavy only 4 to 6 days a year. In your opinion, is that more of a ...

ROTATE TOP/BOTTOM

- Strong Argument in Favor of the Track...**25**
- a Mild Argument in Favor...**25**
- a Mild Argument Against...**15**
- a Strong Argument Against the Track...**30**
- DK/NA...**6**

12. Given all the things we have been talking about, are you inclined to support or oppose building a NASCAR track in Kitsap County, as things stand today? Would you say you ...

- ASK 12.1 ← Strongly Support...26**
- ASK 12.1 ← Are Inclined to Support...20**
- SKIP TO 12.2 ← Are Inclined to Oppose...14**
- SKIP TO 12.2 ← Strongly Opposed...35**
- ASK 12.1 AND 15.2 ← DK/NA...6**

12.1. IF 1,2,9: Can you think of any circumstances in which you would *oppose* the NASCAR track?

_____ [SEE DATA AT END] _____

12.2. IF 3,4,9: Can you think of any circumstances in which you would *support* the NASCAR track?

_____ [SEE DATA AT END] _____

13. Is there anything else you would like to know about the NASCAR proposal?

_____ [SEE DATA AT END] _____

14. I have just a few last questions for our statistical analysis. How old are you? 18-35...**10**
 36-50...**25**
 51-64...**32**
 65+...**29**
 [NO ANSWER]....**4**

15. Have you ever attended a NASCAR race in person? YES...**16**

16. Do you watch NASCAR races on television... Frequently...**14**
 Once in a While...**38**
 Never...**46**
 DK/NA...**2**

17. What is the last year of? schooling you completed HIGH SCHOOL...**19**
 BUSINESS/VOCATIONAL SCHOOL...**5**
 SOME COLLEGE...**31**
 COLLEGE DEGREE...**30**
 GRADUATE/PROFESSIONAL SCHOOL...**14**
 NA...**1**

18. Do you own or rent the place in which you live? OWN...**80** RENT...**11** NA...**9**

19. Finally, which of these categories best describes your approximate household income - before taxes - for last year: \$25,000 OR LESS...**9**
 \$25 TO 50,000...**19**
 \$50 TO 75,000...**23**
 OVER \$75,000...**25**
 [NO ANSWER]...**24**

SEX: MALE...50 FEMALE...50

Thank you very much. You have been very helpful.

Q3: What is the main reason you tend to [FAVOR/OPPOSE] the track?**FAVOR** (n=307)

- 36 Economic Benefits / Local Revenue Increase
- 14 Favor NASCAR Industry / Fan / Like Cars/Races
- 13 Business/Commercial Development Locally
- 11 Employment Availability / Good Paying Jobs
- 8 Entertainment Value (General) / Additional Place For People To Go
- 6 Community Benefits / Good For County/Local Area (General)
- 3 Family Entertainment Venue
- 2 Taxpayer Liability Won't Increase / Increased Tax Base Through Track
- 2 Tourism Increase / More People Will Come To The Area
- 1 Image
- 1 Good Location
- 3 DK

OPPOSE (n=328)

- 26 Traffic Congestion Increase
- 14 Taxpayer Liability/ Local Residents, Government Will End Up Paying
- 10 Environmental Impact / Air Pollution
- 10 Infrastructure Is Inadequate / Not Enough Roads/Parking Areas
- 9 Oppose NASCAR Industry / Not A Fan / Dislike Sporting Events
- 5 Community Detriment / Bad For County/Local Area (General)
- 5 Land Would Be Better Used For Something Else / Waste Of Resources
- 5 Noise Pollution
- 4 Tourism Increase / Too Many People Will Come To The Area
- 2 Cost / Expensive Project
- 2 Sponsors Of The Project/NASCAR Should Pay For It
- 1 Business/Commercial Development Won't Be Diverse Enough
- 1 Economic Detriment / Won't Bring In Enough Local Revenue
- 1 Entertainment Value Is Limited / Not Much Local Interest
- 1 Not Enough Races Scheduled
- 1 Loss Of Rural Atmosphere
- 2 DK

Q12.1: Can you think of any circumstances in which you would OPPOSE the NASCAR track? [Asked of 307 respondents inclined to Support the track]**26% LOCAL TAXPAYERS HAVE TO PAY**

- 11 Total Cost Paid By Taxpayers
- 10 Taxes Increase (General)
- 3 50% Or More Paid By Taxpayers
- 1 Property Taxes Increase / Property Owners End Up Paying For It

18% COMMUNITY IMPACT NEGATIVE

- 5 Traffic Increases Excessively
- 3 Road Improvement Not Supported/Done
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5% COST / FUNDING

- 1 Bond Funding Method
- 1 County Pays For It / Drains Local Economy
- 1 Revenue Doesn't Offset Cost
- 1 Cost Runs Over Projections

2% CONTROL / MANAGEMENT

- 1 NASCAR Has Too Much Control/Too Many Conditions
- 1 Dishonest Management

4% OTHER

- 2 Not Enough Races/Events
- 1 Personally Don't Attend Races/Events

45 NONE / SUPPORT IT

- 2 Don't Know

Q12.2: Can you think of any circumstances in which you would SUPPORT the NASCAR track? [Asked of 328 respondents inclined to Oppose the track]**19% COST / FUNDING**

- 12 NASCAR/NASCAR Sponsors Pay For It
- 3 NASCAR Pays For Infrastructure/Community Impact Costs
- 1 Revenue Supports Costs
- 1 Tax Decrease Results
- 5 Taxes Don't Increase / No Taxpayer Liability

11% COMMUNITY IMPACT POSITIVE

- 1 Business/Industry Development Other Than NASCAR Results
- 4 Economic Benefits / Increased Local Revenue
- 3 Job Availability/Wages Increase
- 2 Road Improvement/Expansion Results
- 1 Traffic Control Improvements
- 1 Area / Community Benefits Overall

5% LOCATED ELSEWHERE

- 1 Another Location Is Used (Unspecified)
- 1 Eastern Washington Location
- 3 Located Outside Of Currently Proposed Area / County

4% EVENTS

- 1 Entertainment Value Exists
- 2 Events Other Than NASCAR Can Use It
- 1 Formula One Races Guaranteed
- 1 More Races Planned

2% OTHER

- 1 Personally Attend Races/Events
- 1 Information Availability / If I Knew More About It

59 NONE / WON'T SUPPORT IT

- 2 Don't Know

Q13: Is there anything else you would like to know about the NASCAR proposal?

- 76 Nothing
- 9 Don't Know
- 3 Time Frame Information
- 2 Funding Information / Details On Who Will Pay For It
- 1 Current Status Of Project
- 1 Environmental Impact Details
- 1 Event Information / What It Will Be Used For Other Than NASCAR
- 1 Road Improvement Information
- 1 Sponsor Information / Who's Behind This?
- 1 Tax Information / Will Taxes Increase?
- 1 Decision-Making Process Details
- Revenue / Profit Distribution For The County
- Will Anything Else Be Built?
- How Will Infrastructure Be Provided?
- Why Build For Only Two Races Per Year?
- Will It Be Put On A Ballot For Public Voting?
- Will Revenue Offset Cost?
- Why Can't NASCAR/NASCAR Sponsors Pay For It?
- What Will They Name It?
- When Are They Going To Leave?
- Everything / General Information / Full Disclosure Of Details
- Location Choice Reasoning
- Location Information