

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	20	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
- 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

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