



FOR IMMEDIATE RELEASE

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Research Shows Voters' High Awareness of Proposition #1

Stage is set for valuable dialogue about public safety facilities in Salt Lake City

SALT LAKE CITY, UTAH – In its efforts to know how best to educate Salt Lake City residents about a proposal to bond for public safety buildings, the City commissioned a research poll; the findings were released today. Research commissioned by Fairbank, Maslin, Maullin & Associates (an opinion research and analysis firm) was aimed at finding out what the voting public understood about Proposition #1, the City's proposed bond to fund public safety buildings, and what kind of additional information would be valuable to help voters be well informed.

The most encouraging findings from the research showed a high level of early awareness of Proposition #1 among likely voters. When asked if voters had seen or heard anything about a bond proposition to build a new public safety building and emergency operations center, 52% said a great deal; 38% said a little (combined at a 90% awareness level); and 9% said none. Policy analysts traditionally view 90% voter awareness of a bond issue in August as a positive signal that voters are engaged and are seeking further education.

The research also examined why poll respondents would consider voting for or against the bond. The most frequent response in favor of Proposition #1 is the need for the new public safety facilities; the most frequent reason people gave for not supporting the bond was a hesitation to raise taxes they feel are already too high.

When asked how they would vote if the election were held today, 69% either lean or definitely plan to vote yes and 29% either lean or definitely plan to vote no.

After additional facts about the current state of public safety facilities in Salt Lake City were shared, 73% of poll respondents either lean or definitely plan to vote yes and 24% either lean or definitely plan to vote no.

"I recommended this bond go before the voters this year and the City Council unanimously put it on the ballot because the need to secure our public safety facilities is so great," said Mayor Ralph Becker. "Even though economic times are tough, I think this research reflects the community overwhelmingly agrees that a streamlined and cost effective proposal to strengthen Salt Lake City's emergency preparedness is something worth considering. We are confident that if we make the effort to distribute the facts and get

the details of Proposition #1 out into the community, the public will have the information they need to make an informed decision.”

What is Proposition #1?

Proposition #1 is a proposed general obligation bond of \$125 million dollars, which amounts to \$6.25 monthly/\$75 yearly to the average Salt Lake City household. The money will be used to build an underground parking structure, Public Safety Building and Emergency Operations Center. The new buildings will be energy-efficient, have sufficient space, be earthquake-safe, and include current technology.

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