



Lancaster

EVENT CENTER

let the good times grow

Telephone Survey

November 7-9, 2017

ABOUT THE SURVEY

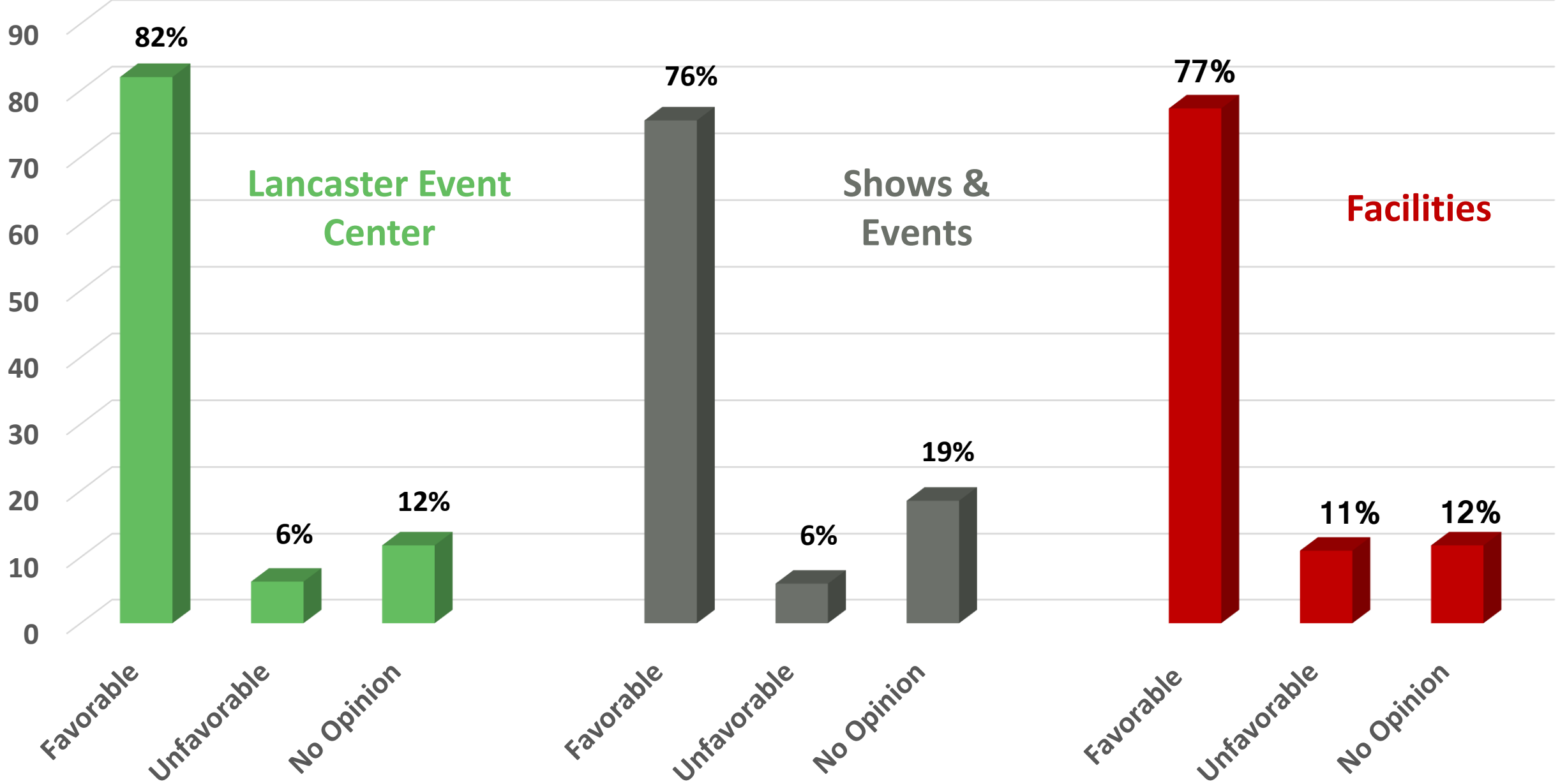
- **A survey of 400 likely voters from Lancaster County, Nebraska for the May 2018 Primary Election was conducted from November 7-9, 2017.**
- **Interviewees were randomly selected from the likely voter universe and stratified according to Age, Party, Gender and landline / cell phone usage.**
- **Survey results have a Margin of Error (MoE) of +/- 4.9% at the 95% Confidence Level.**
- **Research design and methodology was conducted by Rushmore Company, LLC.**

KEY FINDINGS

- **Lancaster Event Center (LEC) has a Strong Brand/Image Within the Community**
- **Two-thirds of Respondents have Visited LEC at Least Once in the Last Year.**
- **Aversion to Property Tax Solution: Specifically as the Sole or Primary Funding Source**
- **Funding Solutions Other Than Property Tax More Widely Accepted**
- **Existing and Projected Economic Benefits, Additional and Expanded Shows and Events, Pride of Hosting National High School Rodeo, and Growing Lancaster County Super Fair Spur a Majority of Likely Voters**
- **Likely Voters Support Trended Favorably as More Information About Benefits and Potential Additional Financing Solutions were Shared**

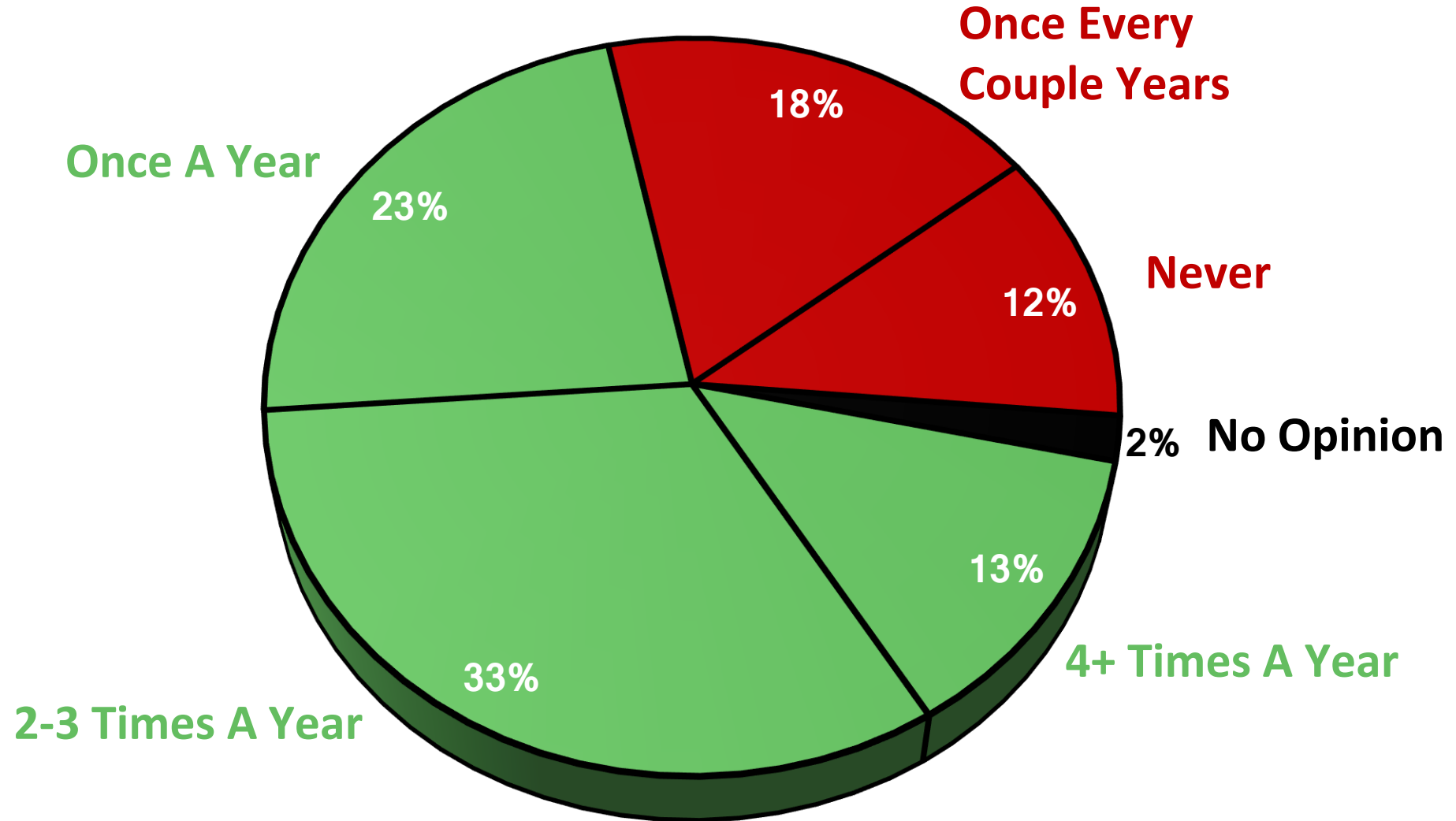
BRAND/IMAGE STRENGTH

Do you have a favorable or unfavorable view of.....



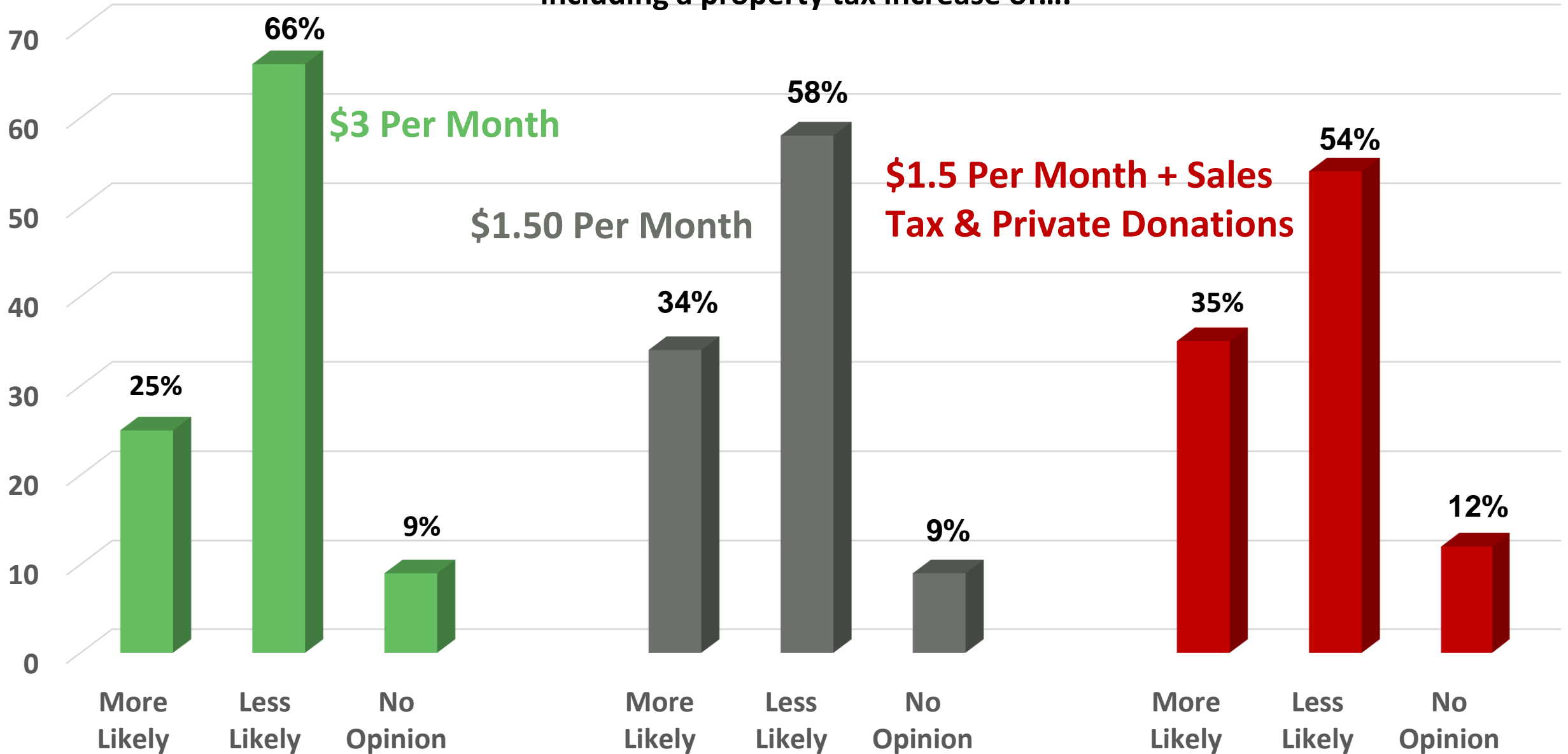
VISIT FREQUENCY

How often do you visit the Lancaster Event Center?



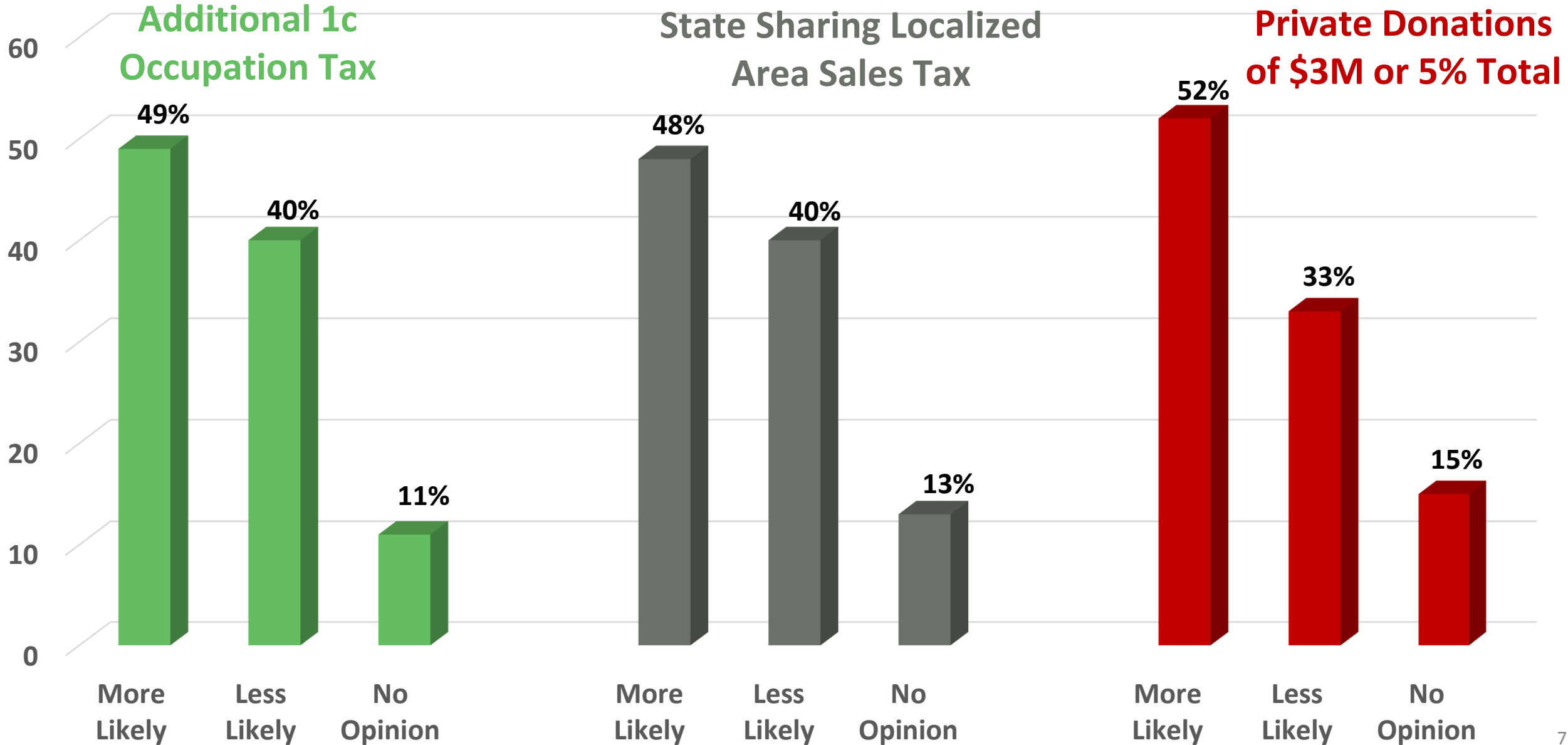
PROPERTY TAX AVERSION

After hearing this background information are you more or less likely to vote for a funding plan including a property tax increase of...

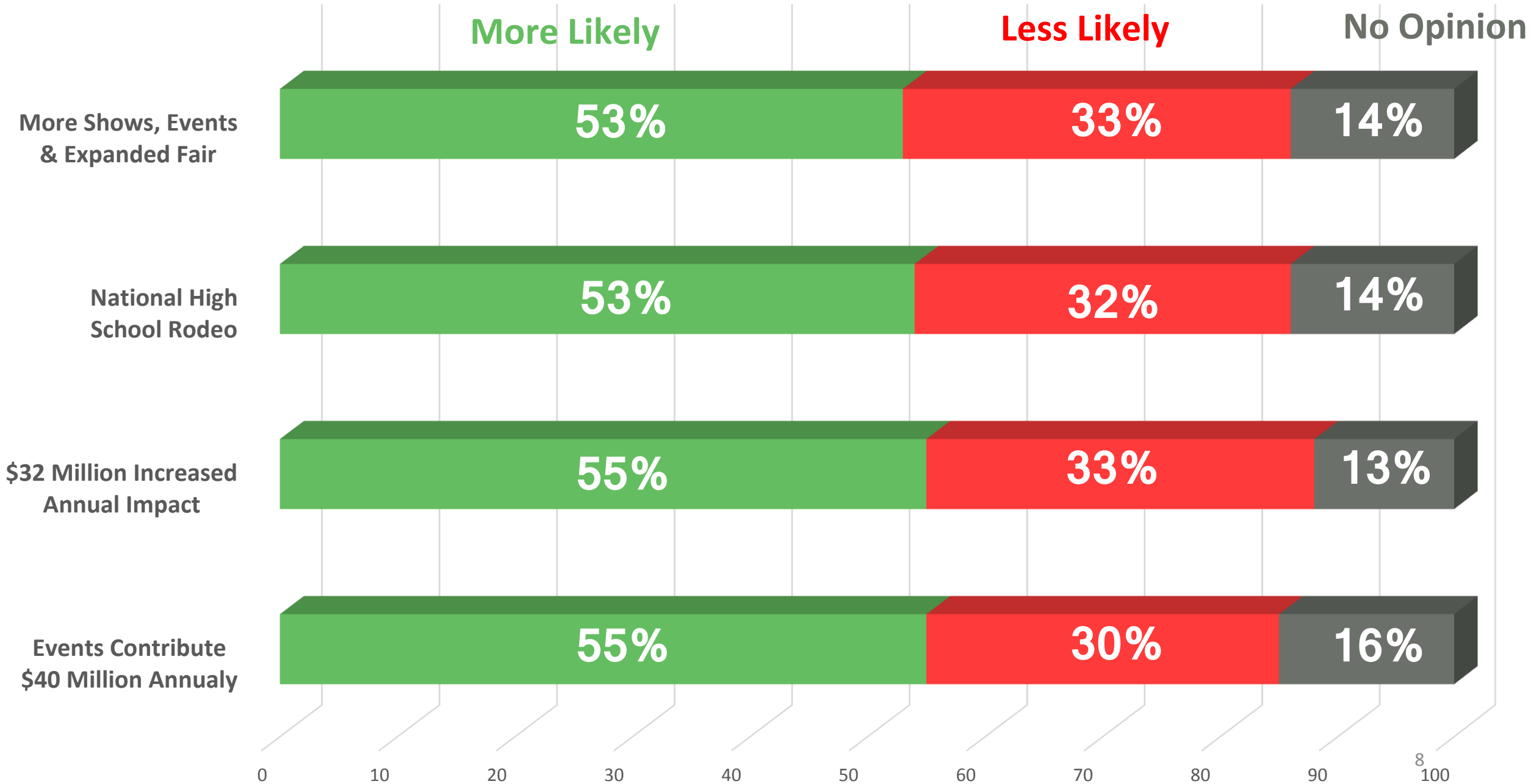


SALES TAX/PRIVATE DONATIONS

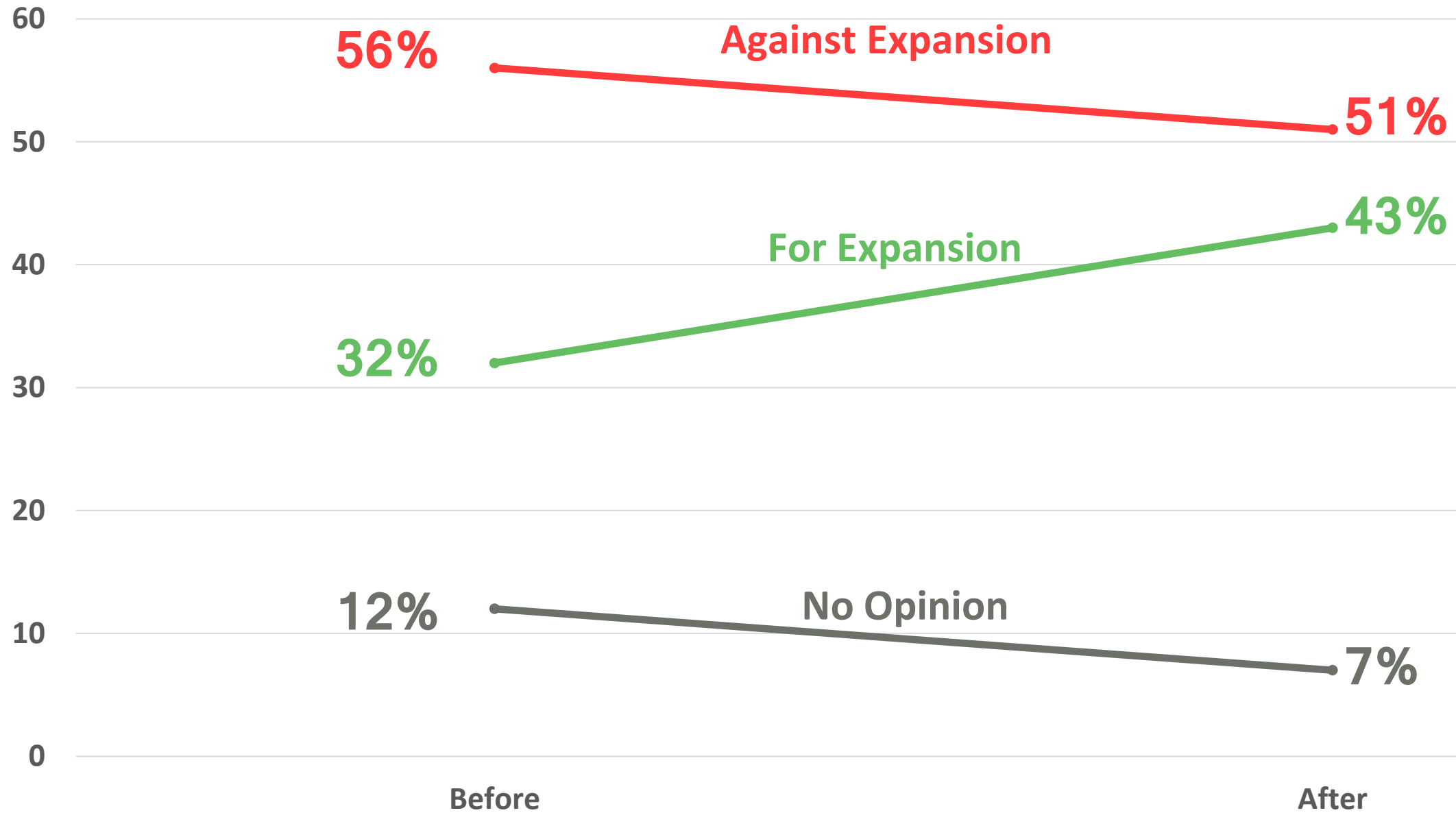
Approximately half of the expansion cost could be paid for with....



POSITIVE RESPONSE TO ECONOMIC BENEFITS, MORE SHOWS & EXPANDED FAIR



IF AN ELECTION WERE HELD TODAY



CONCLUSIONS

- **Public Perception of LEC, its' Shows and Facilities is Strong.**
- **Property Tax as the Sole or Dominant Funding Source is a Losing Proposition.**
- **A Plurality of Voters Favor the Alternative Funding Sources of an Occupation Tax and Sales Tax Sharing with the State while a Majority Support the use of Private Donations.**
- **A Majority of Voters are Positively Disposed Towards Funding the LEC Expansion After Learning the Benefits to the Local Community and Economy.**
- **Net Support among Likely Voters for the LEC Expansion Improved from -24% to -8% after Learning of the Benefits and Additional Financing Sources.**



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Questions?