

City of McMinnville: Culture, Parks, & Recreation Bond Survey

November 2024



**PATINKIN
RESEARCH
STRATEGIES**

Methodology:



- **A survey of 400 likely voters in the City of McMinnville was conducted by telephone using professional interviewers.**
- **A voter file sample was used and the poll universe was diminished to reflect a May 2025 electorate.**
- **Interviews were conducted November 12-14, 2024.**
- **The margin of error for the sample as a whole is plus or minus 4.9 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.**
- **Throughout this report we refer to “younger” and “older” voters. Younger voters are under age 50 and older voters are age 50 and up.**

Demographics:

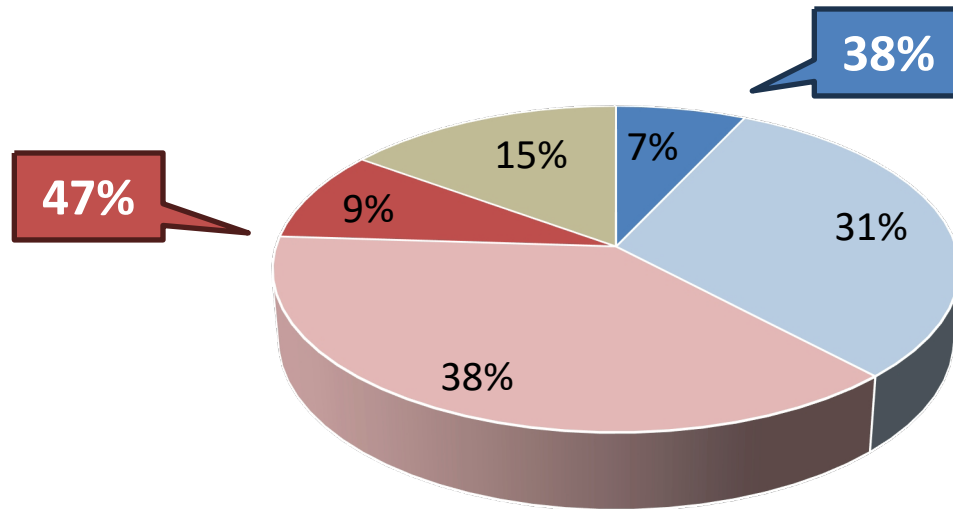


	Registered Voters	Likely May 2025 Voters
Men	48%	47%
Women	52%	53%
Under age 50	51%	22%
Over age 50	49%	77%
Over age 70	22%	43%
Democrats (reg.)	31%	45%
NAV/independents (reg.)	45%	22%
Republicans (reg.)	24%	33%



The Lay of the Land

Satisfaction with how the city spends taxpayer dollars leans negative, though the intensity of feeling is also very weak



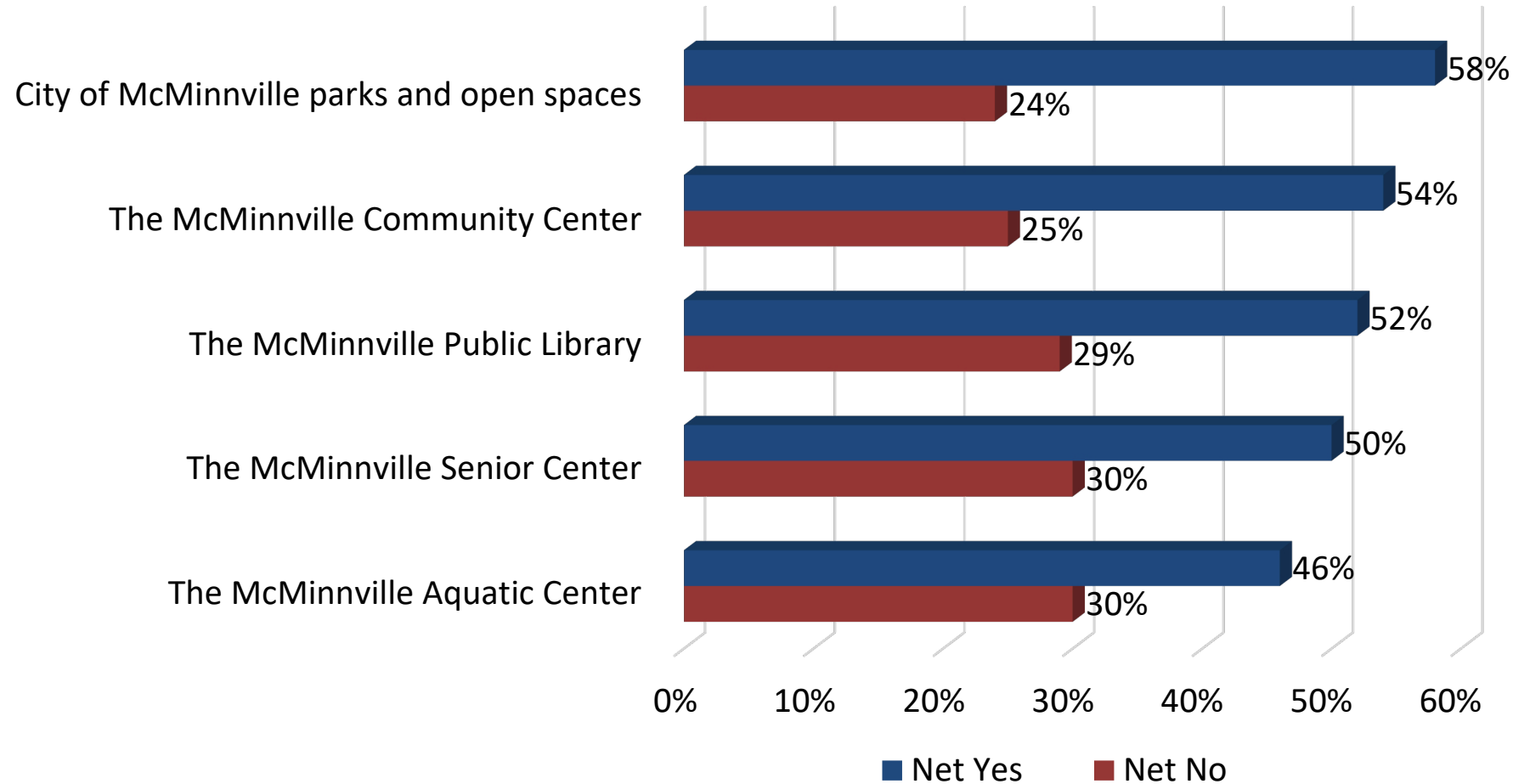
- Very satisfied
- Somewhat satisfied
- Not too satisfied
- Not satisfied at all
- DK/NA

How satisfied are you with how the City of McMinnville spends taxpayer dollars — are you very satisfied, somewhat satisfied, not too satisfied or not satisfied at all?

Voters tend to believe that existing city facilities are meeting the needs of the community



The perception that facilities are not meeting community needs doesn't correlate strongly with support for the bond.



Next is a list of existing public facilities and community resources in McMinnville. After each one, please indicate if you think it meets the community's needs.

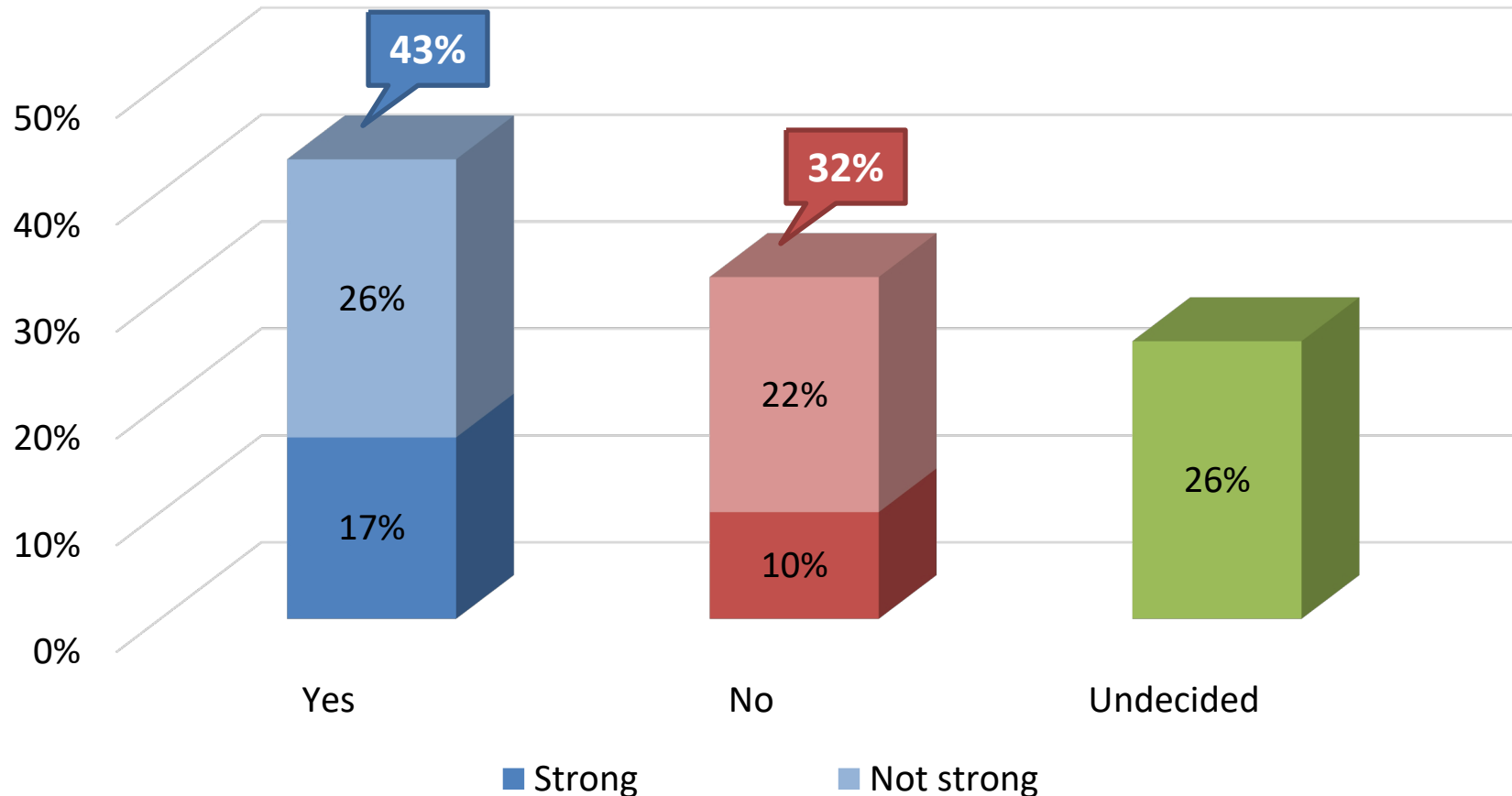


Perceptions of the Bond

The bond starts out with a slim plurality voting “yes” – though well below the majority mark



While both strong support and opposition is muted, the intensity leans narrowly in favor of the bond.



I'm going to read you ballot language for a general obligation bond measure that may be on the ballot for the City of McMinnville in May 2025. The proposed bond measure reads: "Bonds to build Recreation Center; update parks, senior center, library. Shall McMinnville update public recreation facilities and pool; enhance library, senior center; issue bonds not exceeding \$153,000,000; audits required?" If the election were held today, would you vote yes, or no?

There are major demographic breaks based on age and parental status



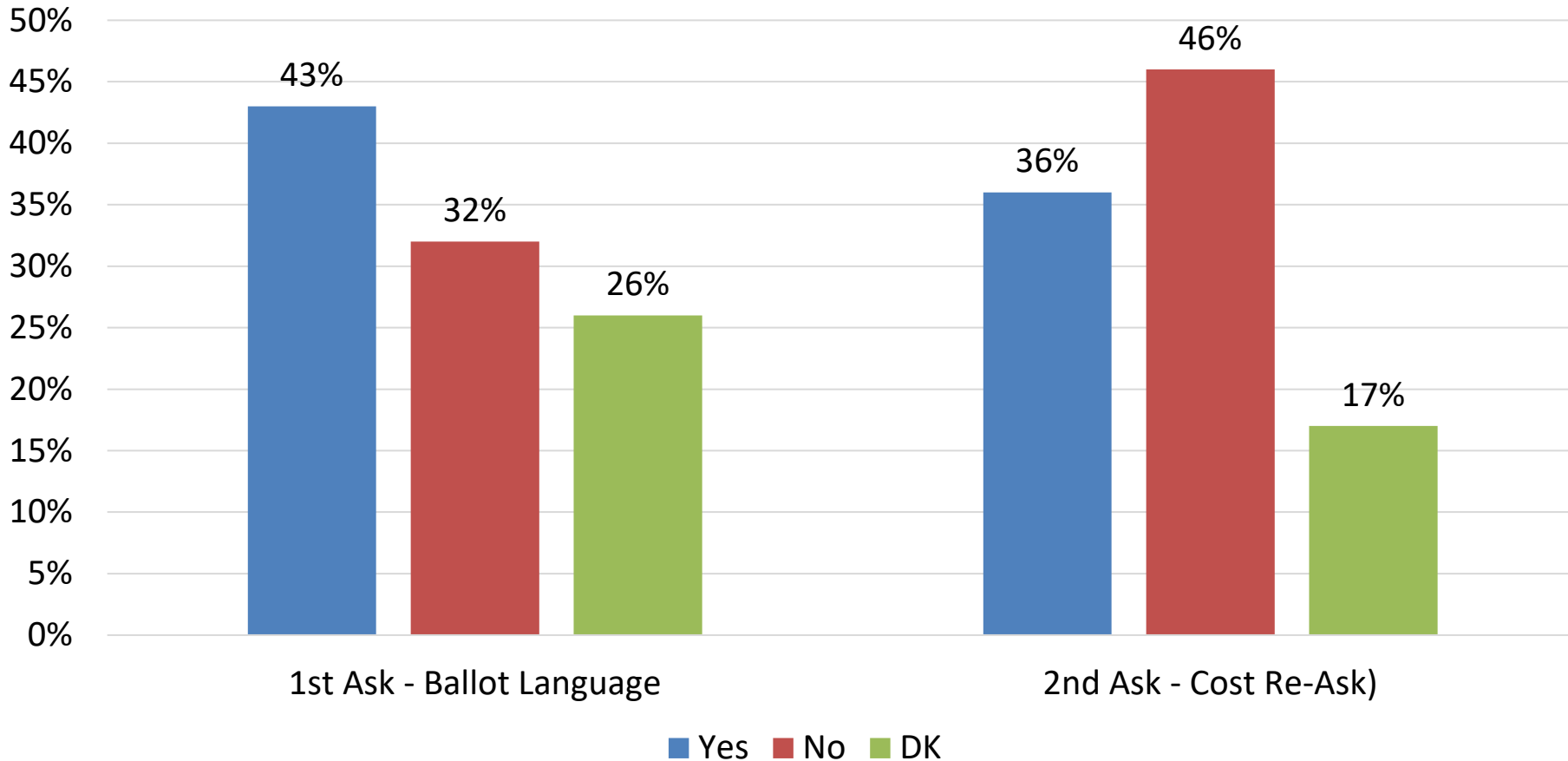
	Yes	No	Don't Know	Yes Margin
Under age 50	64%	23%	14%	+41
Over age 50	36%	35%	29%	+1
Over age 70	33%	37%	30%	-4
Kids @ home	67%	19%	15%	+48
No kids @ home	37%	37%	27%	-0-
TOTAL	43%	32%	26%	+11

Projected demographics of a likely 2025 electorate

Under age 50	22%
Over age 50	78%
Over age 70	43%

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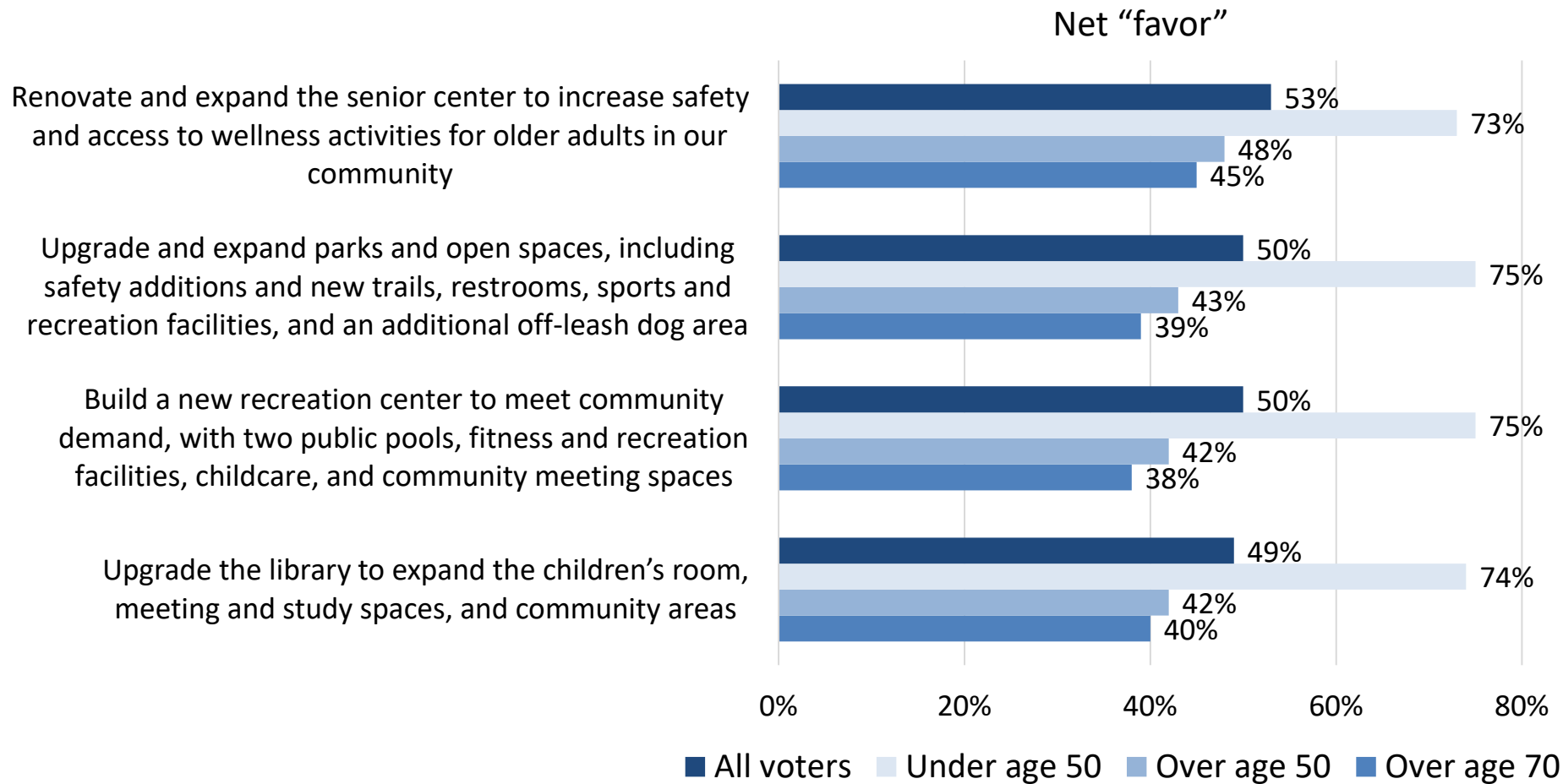
Once voters learn the projected monthly cost for the median homeowner, support declines and opposition increases



Change 1 st to 2 nd Ask:	
Yes	-7
No	+14
DK	-9

The culture, parks, and recreation bond we just discussed would increase property taxes by two dollars and 52 cents per thousand dollars of assessed value – which is not the same as market value. It is estimated to cost about \$54 dollars per month for the average homeowner in the City of McMinnville. Having heard this, if the election were held today, would you vote yes, or no?

All four projects test fairly similarly, though higher levels of support amongst older voters brings the senior center improvements to the top of the list



I'm going to read you some possible items that could be funded by the culture, parks, and recreation bond measure. After each, please tell me whether you favor or oppose funding that particular item. If you aren't sure, you can tell me that, too and we will move on.



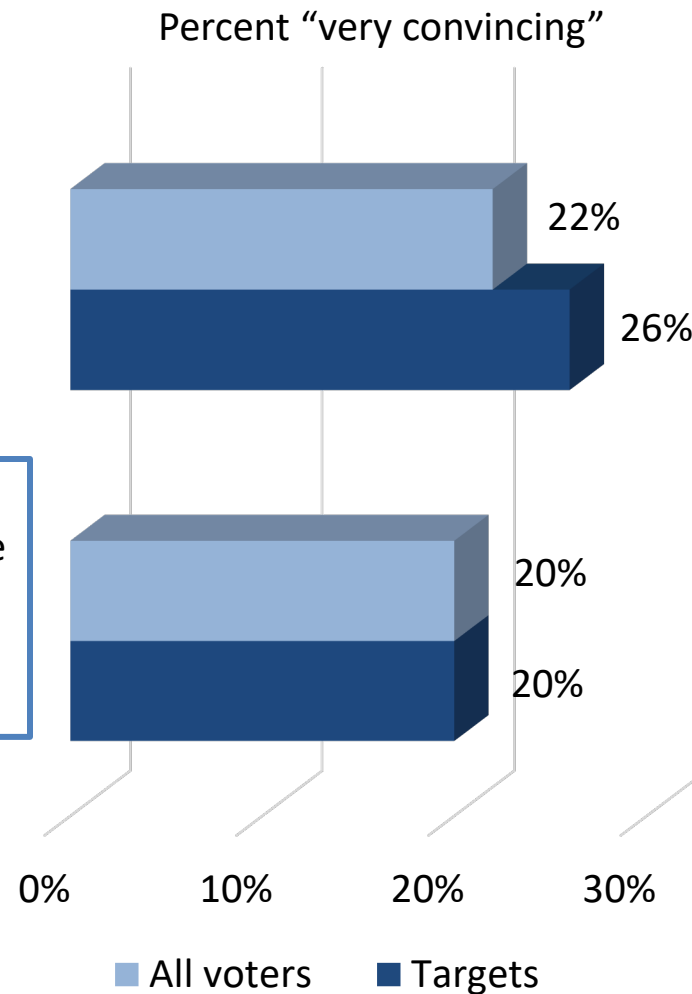
The Impact of Messaging

Top overarching messages focus on lifestyle improvements and increased accessibility for the community as a whole



[SUPPORT] Updating our parks, library, and recreation facilities will reduce barriers to physical activity and promote healthier lifestyles for all residents

[ACCESS] Our parks, aquatic center, library, and senior center are community resources and everyone should have equal access to them. This bond increases accessibility to ensure people with disabilities and seniors can have equal access to public recreation in our community



	Net convincing	
	All voters	Targets
[SUPPORT]	58%	71%
[ACCESS]	56%	64%

Note: Messages outlined in blue are drivers of support for the bond.

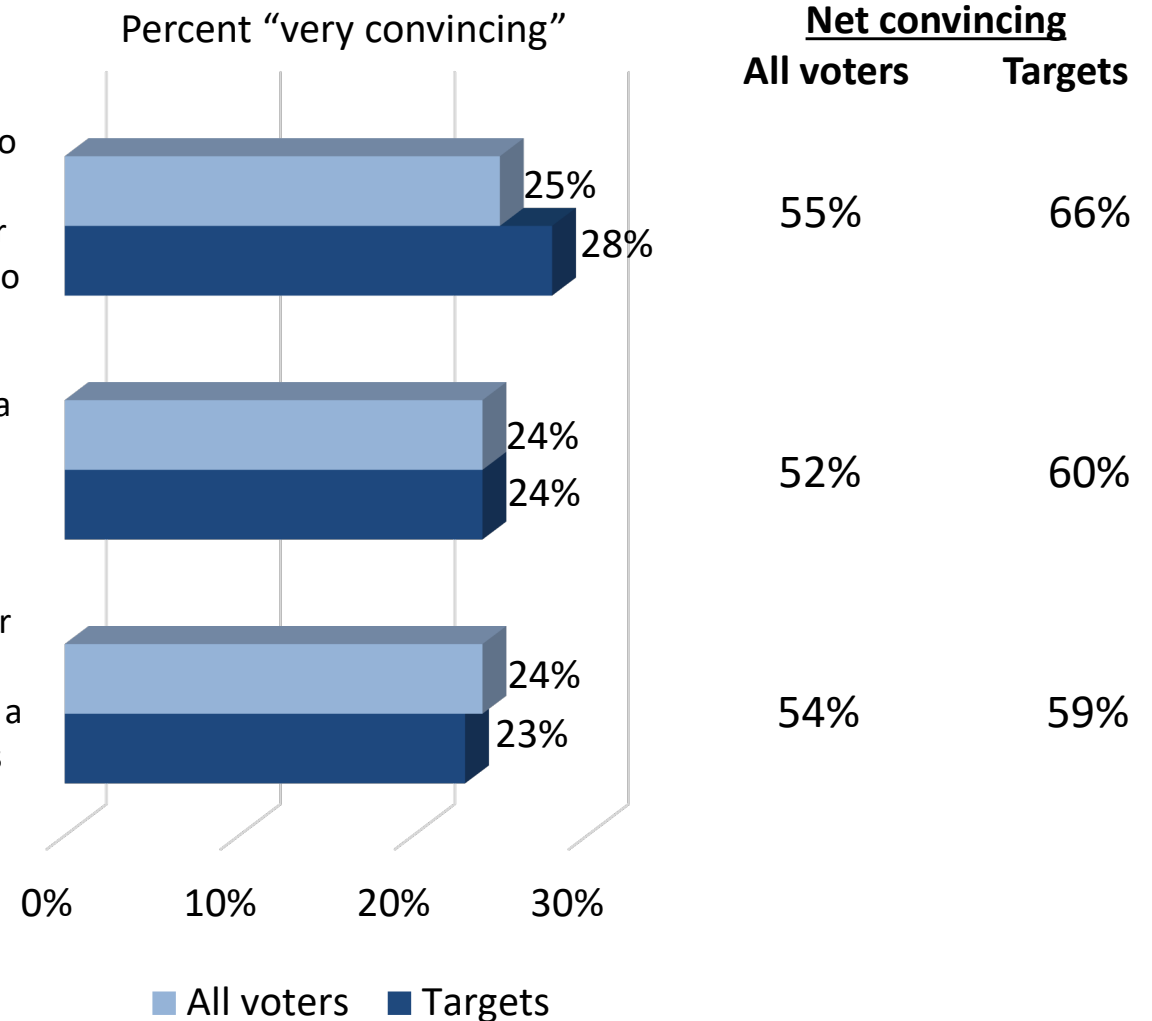
The lack of space in the library/senior center are also top-testing selling points



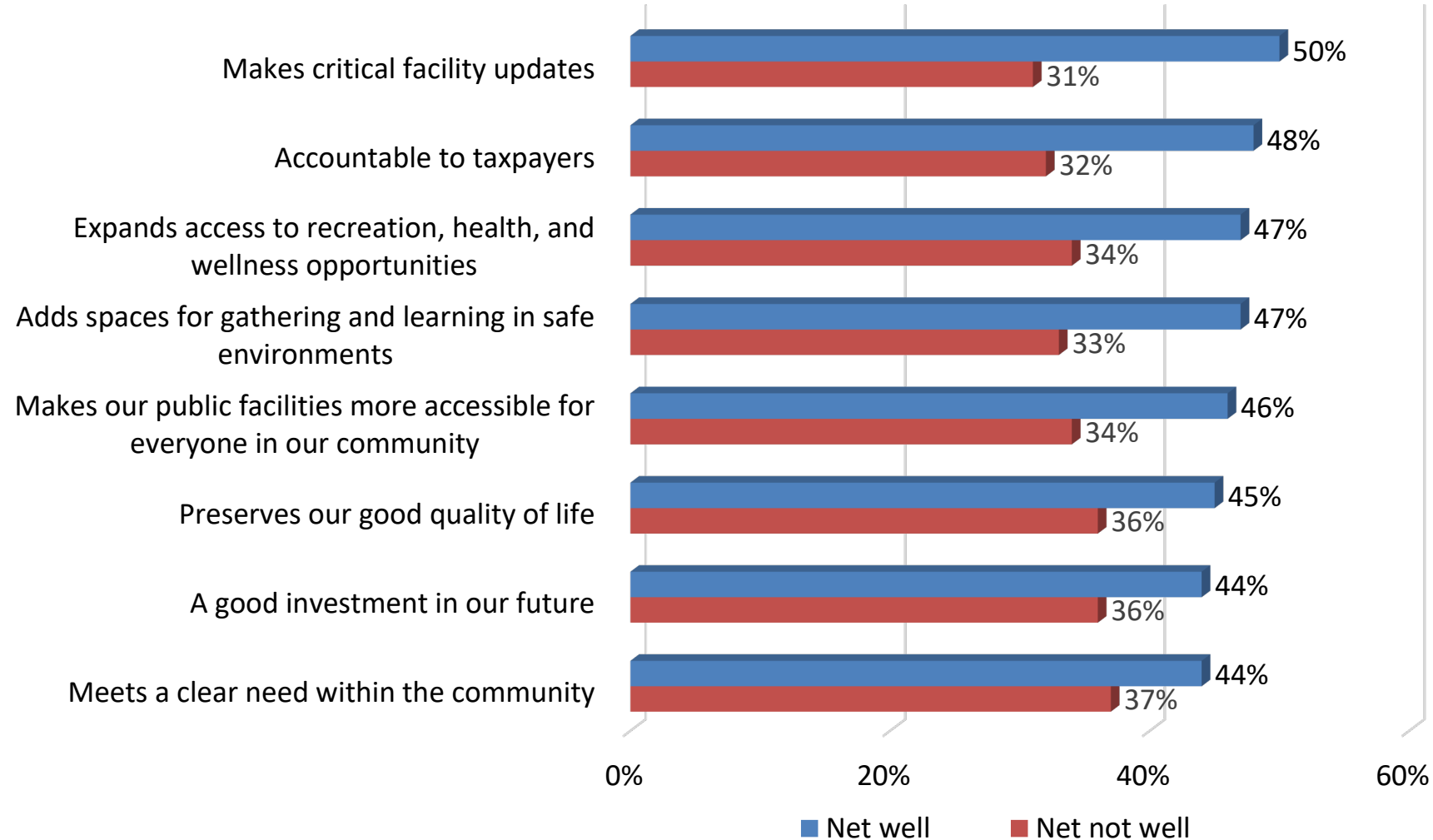
[SPACE] There is not enough space at our library. The children’s area is too small, lacking space for children and caregivers to gather for reading, learning, and interacting with others. There are no group study spaces or small meeting rooms for community use. We need to expand the library to give community members of all ages a place to gather, study, and learn

[SENIOR CENTER – COVID] Since COVID, we know that social isolation is a real concern for older adults. Each piece of this bond will add space and programming for seniors and older adults to connect with others and improve their quality of life

[SENIOR CENTER - IMPROVEMENTS] This bond will allow the city’s senior center to offer year-round activities and continuing education opportunities. It increases building safety, enhances accessibility, creates a covered outdoor area for classes and gatherings, and modernizes fitness and activity rooms specifically geared towards older adults

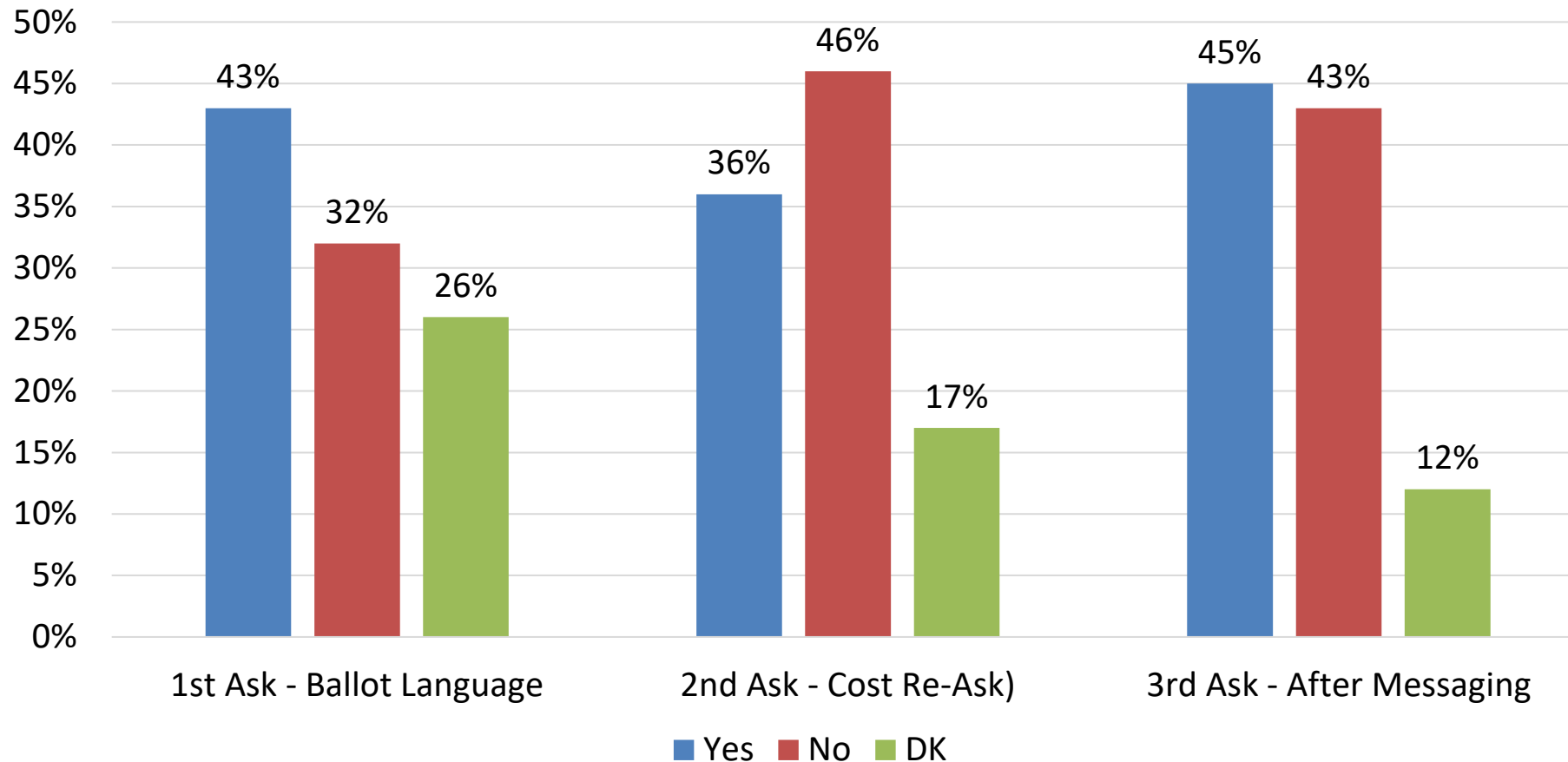


While positive descriptors are seen as more apropos than not, they also fail to surpass the 50+1 mark, further illustrating the difficult path ahead



I'm going to read you a list of words and phrases that people use to describe general obligation bond measures. After each, please tell me whether you think it describes the culture, parks, and recreation bond measure very well, pretty well, not too well, or not well at all. If you don't know how well a word or phrase describes this measure, please tell me that, too, and we will move on.

After the message exercise, the bond ends within margin-of-error with similar numbers voting “yes” and “no”



Change 2 nd to 3 rd Ask:	
Yes	+9
No	-3
DK	-5

Sometimes over the course of a survey people change their minds. Let me ask you again: the City of McMinnville may place a culture, parks, and recreation bond measure on the ballot in May 2025. The proposed bond measure reads: “Bonds to build Recreation Center; update parks, senior center, library. Shall McMinnville update public recreation facilities and pool; enhance library, senior center; issue bonds not exceeding \$153,000,000; audits required?” If the election were held today, would you vote yes, or no?