

Johnson County, Kansas Online Business Survey

Interview Schedule



January 23-February 3, 2012

Project: 12068

N=693 Johnson County Businesses

Margin of Error: $\pm 3.72\%$

1. First, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

25% RIGHT DIRECTION

69% WRONG TRACK

6% DON'T KNOW

2. Would you say that things in Kansas are going in the right direction, or have they pretty seriously gotten off on the wrong track?

33% RIGHT DIRECTION

50% WRONG TRACK

17% DON'T KNOW

3. And, would you say that things in Johnson County are going in the right direction, or have they pretty seriously gotten off on the wrong track?

65% RIGHT DIRECTION

19% WRONG TRACK

16% DON'T KNOW

Now, please read the following list of priorities that some people have suggested setting for Johnson County's elected officials. Now, given the need to prioritize limited taxpayer resources, please indicate whether you believe each one of these should be a top priority, very high priority, somewhat high priority, or not that high of a priority for Johnson County's elected officials...

	TOP PRIOR	HIGH PRIOR	NOT HIGH PRIOR	TOP PRIOR	VERY HIGH PRIOR	SMWT HIGH PRIOR	NOT HIGH PRIOR	DK	
Ranked by % Top Priority									
4.	Economic development and job growth	57%	41%	2%	57%	34%	7%	2%	*
7.	Pre-K to 12th grade schools	51%	44%	4%	51%	32%	12%	4%	*
6.	Crime and public safety	40%	58%	2%	40%	41%	17%	2%	*
9.	Access to and quality of health care	25%	64%	11%	25%	39%	25%	11%	1%
8.	Higher education	24%	65%	11%	24%	38%	27%	11%	*
11.	City roads, county roads and highways	22%	74%	4%	22%	45%	29%	4%	*
15.	Poverty in Johnson County	13%	65%	20%	13%	29%	36%	20%	1%
14.	Illegal immigration	12%	40%	46%	12%	16%	24%	46%	1%
10.	Public transportation systems	8%	55%	36%	8%	21%	34%	36%	1%
13.	Libraries	6%	64%	30%	6%	24%	40%	30%	1%
12.	Parks and green spaces	5%	71%	24%	5%	27%	44%	24%	*
5.	Arts and cultural amenities	3%	55%	41%	3%	17%	38%	41%	1%

(ASKED SAMPLE A ONLY, N=358)

Now, please read the following list of things that some people say make Johnson County a good place to live, and please indicate whether each one is a very positive, somewhat positive, somewhat negative or very negative thing about Johnson County...

	TOTAL POS	TOTAL NEG	VERY POS	SMWT POS	SMWT NEG	VERY NEG	DK	
Ranked by % Very Positive								
26.	The quality of Pre-K to 12th grade schools	93%	4%	66%	27%	3%	1%	3%
20.	The Midwestern values of the people living here	92%	6%	54%	38%	4%	1%	3%
25.	The quality of higher education	93%	4%	47%	46%	4%	*	3%
19.	The ability to get around the area easily by car	91%	8%	46%	45%	8%	1%	1%
22.	Johnson County's programs and facilities for youth sports	89%	3%	43%	46%	3%	*	8%
23.	Access to metropolitan amenities such as pro sports teams, the arts, and the zoo	91%	8%	42%	49%	6%	3%	1%
21.	The area's crime rate	87%	11%	39%	47%	10%	1%	3%
17.	The quality of the area's parks	95%	3%	36%	59%	2%	1%	2%
27.	The leadership of the area's business community	86%	9%	28%	58%	7%	2%	5%
16.	The quality of the area's arts and cultural amenities	84%	11%	20%	64%	10%	1%	4%
18.	The quality of the region's political leadership	66%	23%	13%	54%	18%	4%	11%
29.	The amount of poverty in the county	47%	43%	10%	37%	35%	8%	9%

(Continued...)

	TOTAL POS	TOTAL NEG	VERY POS	SMWT POS	SMWT NEG	VERY NEG	DK
24. The level of cooperation among political leaders	55%	29%	9%	46%	22%	7%	16%
28. The level of competition between communities across the state line	36%	56%	8%	28%	40%	16%	8%

(ASKED SAMPLE B ONLY, N=335)

And, do you feel that each of the following has gotten better, gotten worse, or stayed about the same in Johnson County over the past few years...

	BETTER	WORSE	SAME	DK
Ranked by % Better				
36.	Johnson County's programs and facilities for youth sports			
	54%	2%	27%	17%
31.	The quality of the area's parks			
	32%	2%	61%	5%
33.	The ability to get around the area easily by car			
	32%	19%	48%	1%
30.	The quality of the area's arts and cultural amenities			
	31%	4%	55%	10%
37.	Access to metropolitan amenities such as pro sports teams, the arts, and the zoo			
	30%	5%	62%	3%
39.	The quality of higher education			
	30%	12%	50%	8%
41.	The leadership of the area's business community			
	20%	12%	60%	7%
40.	The quality of Pre-K to 12th grade schools			
	19%	26%	46%	9%
42.	The level of competition between communities across the state line			
	12%	43%	37%	8%
35.	The area's crime rate			
	10%	34%	49%	7%
32.	The quality of the region's political leadership			
	10%	31%	50%	9%
34.	The Midwestern values of the people living here			
	9%	24%	63%	4%
38.	The level of cooperation among political leaders			
	6%	44%	35%	15%
43.	The amount of poverty in the county			
	2%	65%	21%	12%

And, changing topics...

(ASKED SAMPLE A ONLY, N=358)

44. How important do you believe the economic health of Johnson County is to the economic health of the Kansas City metropolitan area? Do you believe it is very important, somewhat important, not very important, or not at all important?

80%	VERY IMPORTANT
17%	SOMEWHAT IMPORTANT
3%	NOT VERY IMPORTANT
--	NOT AT ALL IMPORTANT
*	DEPENDS/DON'T KNOW
97%	TOTAL IMPORTANT
3%	TOTAL NOT IMPORTANT

(ASKED SAMPLE B ONLY, N=335)

45. How important do you believe the economic health of the Kansas City metropolitan area is to the economic health of Johnson County? Do you believe it is very important, somewhat important, not very important, or not at all important?

61%	VERY IMPORTANT
34%	SOMEWHAT IMPORTANT
3%	NOT VERY IMPORTANT
1%	NOT AT ALL IMPORTANT
1%	DEPENDS/DON'T KNOW
95%	TOTAL IMPORTANT
4%	TOTAL NOT IMPORTANT

Slightly switching topics...

46. Compared to the rest of the country, do you believe Johnson County's economy is...

80%	Better
1%	Worse
	...or...
16%	About the same as the national economy?
3%	DEPENDS/DON'T KNOW

47. And, do you believe that for the services you receive from your local city, school district, community college and Johnson County, are the taxes you pay too high or are they about right?

26% TOO HIGH

64% ABOUT RIGHT

10% DEPENDS/DON'T KNOW

-- REFUSED

Now, please indicate whether you'd support or oppose a tax increase if you knew the revenue generated would be used on the following...

	TOTAL SPPRT	TOTAL OPPOSE	STRG SPPRT	SMWT SPPRT	SMWT OPPOSE	STRG OPPOSE	DK
48. (Sample A) K-12 education	81%	18%	51%	30%	9%	9%	1%
51. (Sample B) Roads and highways	75%	23%	27%	47%	13%	10%	3%
49. (Sample B) Higher education	66%	30%	27%	39%	17%	13%	4%
53. (Sample B) Aging sewer and storm water infrastructure	79%	18%	25%	53%	11%	7%	3%
50. (Sample A) Social services, such as Senior Citizen and disability services	70%	28%	20%	50%	19%	8%	2%
52. (Sample A) Public transportation	47%	50%	15%	32%	25%	25%	3%
55. (Sample B) The area's parks	47%	46%	11%	36%	28%	18%	7%
57. (Sample B) Libraries in the area	44%	50%	10%	33%	29%	21%	6%
58. (Sample A) Youth sports programs	45%	52%	8%	37%	32%	20%	3%
54. (Sample A) The area's arts and cultural amenities	46%	52%	7%	39%	30%	22%	3%
56. (Sample A) A new Johnson County Courthouse	25%	69%	2%	24%	37%	32%	6%

59. And, do you believe that local government spending in Johnson County should be increased, decreased, or should it remain about the same to help fund those priorities?

14% INCREASED
20% DECREASED
...or...
52% REMAIN ABOUT THE SAME
14% DEPENDS/DON'T KNOW

60. And, would you support or oppose the use of Johnson County tax dollars to help support economic development projects that will create jobs in the area?

42% STRONGLY SUPPORT
43% SOMEWHAT SUPPORT
7% SOMEWHAT OPPOSE
5% STRONGLY OPPOSE

4% DON'T KNOW

85% TOTAL SUPPORT
11% TOTAL OPPOSE

Switching topics and thinking about education...

Please indicate whether you believe government funding should be increased, decreased or if it should stay about the same for each...

INCREASED DECREASED STAY SAME DK

Ranked by % Increased

61.	K-12 education				
	56%	6%	33%	4%	
62.	Higher education				
	32%	11%	52%	5%	

Thinking about K-12 education specifically...

Now, please read the following list of issues facing Johnson County public schools, and indicate how important you believe each one is for students to receive a quality education... Do you think it is extremely important, very important, somewhat important or not very important?

	TOTAL	TOTAL	EXTRE	VERY	SMWT	NOT	
	IMPORT	IMPORT	IMPORT	IMPORT	IMPORT	VERY	DK
	IMPORT	IMPORT	IMPORT	IMPORT	IMPORT	IMPORT	DK

Ranked by % Extremely Important
 (SAMPLE A, N=358; SAMPLE B, N=335)

68.	(Sample B) Early childhood education programs	64%	34%	35%	29%	25%	10%	2%
63.	(Sample A) Maintaining government funding levels	69%	26%	34%	35%	22%	4%	4%
64.	(Sample B) Teacher salaries	68%	30%	33%	35%	24%	6%	1%
66.	(Sample B) Updated technology in classrooms	70%	28%	30%	40%	23%	5%	1%
65.	(Sample A) Smaller class sizes	58%	39%	22%	36%	30%	9%	3%
69.	(Sample A) Arts, music, and athletics programs	61%	37%	21%	40%	27%	10%	1%
67.	(Sample A) All day Kindergarten programs	39%	57%	15%	24%	35%	23%	4%

70. And, who should have more control over public education decisions... state leaders in Topeka or local leaders here in Johnson County?

5% STATE LEADERS IN TOPEKA
83% LOCAL LEADERS IN JOHNSON COUNTY
12% DEPENDS/DON'T KNOW

71. And, would you favor or oppose a proposal to raise taxes in order to provide funding for classroom enhancements such as smaller class sizes, increased technology in classrooms, all day kindergarten, and higher salaries for teachers in Johnson County's public schools?

35% STRONGLY FAVOR
35% SOMEWHAT FAVOR
13% SOMEWHAT OPPOSE
12% STRONGLY OPPOSE

3% DON'T KNOW

71% TOTAL FAVOR
26% TOTAL OPPOSE

Now, thinking about higher education...

72. Do you have a favorable or unfavorable impression of Johnson County Community College?

60% VERY FAVORABLE
33% SOMEWHAT FAVORABLE
3% SOMEWHAT UNFAVORABLE
1% VERY UNFAVORABLE

3% DON'T KNOW

93% TOTAL FAVORABLE
4% TOTAL UNFAVORABLE

Now, please indicate whether you would rate Johnson County Community College as doing an excellent, good, just fair or poor job on each of the following...

	EXCEL/ GOOD	FAIR/ POOR	EXCEL	GOOD	FAIR	POOR	DK
Ranked by % Excellent							
76.	Having facilities that are safe and well-maintained						
	85%	2%	51%	35%	2%	–	13%
73.	Providing high standards of academic quality						
	79%	6%	41%	38%	5%	1%	15%
74.	Being affordable						
	77%	6%	39%	38%	5%	*	17%
75.	Operating efficiently						
	59%	11%	24%	35%	8%	2%	31%

77. And, do you agree or disagree with the following statement:

Higher education at Johnson County Community College is critical for economic development.

43% STRONGLY AGREE
40% SOMEWHAT AGREE
9% SOMEWHAT DISAGREE
2% STRONGLY DISAGREE

6% DON'T KNOW

84% TOTAL AGREE
11% TOTAL DISAGREE

78. And, do you agree or disagree with the following statement:

Johnson County Community College is preparing a workforce that is ready for the jobs and careers of today and in the future.

31% STRONGLY AGREE
45% SOMEWHAT AGREE
5% SOMEWHAT DISAGREE
1% STRONGLY DISAGREE

18% DON'T KNOW

76% TOTAL AGREE
6% TOTAL DISAGREE

79. And, would you support or oppose raising taxes in order to expand higher education offerings in Johnson County to provide more certification, bachelor's, master's and PhD programs?

21% STRONGLY SUPPORT
40% SOMEWHAT SUPPORT
19% SOMEWHAT OPPOSE
13% STRONGLY OPPOSE

7% DON'T KNOW

61% TOTAL SUPPORT
32% TOTAL OPPOSE

(ASKED SAMPLE A ONLY, N=358)

Now, turning to health care...

80. Do you support or oppose the Patient Protection and Affordable Care Act of 2010, commonly referred to as President Obama's health care reform plan or "Obamacare"?

16% STRONGLY SUPPORT
16% SOMEWHAT SUPPORT
17% SOMEWHAT OPPOSE
44% STRONGLY OPPOSE

6% DON'T KNOW

32% TOTAL SUPPORT

62% TOTAL OPPOSE

(ASKED SAMPLE A ONLY, N=335)

And, on a different topic...

81. Would you favor or oppose Johnson County joining a regional effort to raise taxes to support the maintenance of regional assets such as Liberty Memorial, Union Station, area sports stadiums and the arts?

12% STRONGLY FAVOR
36% SOMEWHAT FAVOR
22% SOMEWHAT OPPOSE
25% STRONGLY OPPOSE

5% DON'T KNOW

48% TOTAL FAVOR

47% TOTAL OPPOSE

Now, thinking about taxes...

82. Would you favor or oppose Johnson County joining a regional effort to raise taxes to support a new terminal at the Kansas City airport?

8% STRONGLY FAVOR
23% SOMEWHAT FAVOR
26% SOMEWHAT OPPOSE
37% STRONGLY OPPOSE

6% DON'T KNOW

31% TOTAL FAVOR
62% TOTAL OPPOSE

83. And, would you favor or oppose Johnson County raising taxes to support metropolitan public transit such as a light rail or bus rapid transit?

18% STRONGLY FAVOR
34% SOMEWHAT FAVOR
17% SOMEWHAT OPPOSE
26% STRONGLY OPPOSE

5% DON'T KNOW

52% TOTAL FAVOR
43% TOTAL OPPOSE

84. Now, as you may know, some Johnson County cities fund street projects and road maintenance with a dedicated sales tax. First, do you support or oppose a renewal of this sales tax?

29% STRONGLY SUPPORT
47% SOMEWHAT SUPPORT
10% SOMEWHAT OPPOSE
7% STRONGLY OPPOSE

6% DON'T KNOW

76% TOTAL SUPPORT
17% TOTAL OPPOSE

(ASKED AMONG THOSE WHO SUPPORT THE SALES TAX, N=529)

85. And, would you support the renewal of the sales tax for 10 years, 15 years or 20 years?

53% 10 YEARS
14% 15 YEARS
22% 20 YEARS

11% DON'T KNOW

Now, as you may know, the Kansas state government is funded by three primary revenue sources: the state's income tax, sales tax and property tax.

Thinking about the state's budget, do you believe that each of the following taxes should be increased, decreased, or remain about the same...

INCREASED DECREASED STAY SAME DK

Ranked by % Increased

87.	The state's Sales Taxes				
	22%	19%	54%	6%	
88.	The state's Property Taxes				
	10%	27%	57%	6%	
86.	The state's Income Taxes				
	8%	33%	54%	5%	

89. And, of these three taxes which fund state government – income taxes, sales taxes and property taxes, which of the following do you like paying the least?

43% INCOME TAX
14% SALES TAX
33% PROPERTY TAX

10% DON'T KNOW

(ASKED SAMPLE A ONLY, N=358)

90. And, would you be willing to pay a higher sales tax on items you purchase in order to reduce your income tax rate?

16% DEFINITELY YES
41% PROBABLY YES
23% PROBABLY NO
11% DEFINITELY NO

9% DON'T KNOW

57% TOTAL YES
34% TOTAL NO

(ASKED SAMPLE B ONLY, N=335)

91. And, would you be willing to pay higher property taxes in order to reduce your income tax rate?

5% DEFINITELY YES
27% PROBABLY YES
32% PROBABLY NO
25% DEFINITELY NO

10% DON'T KNOW

32% TOTAL YES
57% TOTAL NO

(ASKED SAMPLE A ONLY, N=358)

92. And, would you support or oppose eliminating corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

6% STRONGLY SUPPORT
17% SOMEWHAT SUPPORT
20% SOMEWHAT OPPOSE
44% STRONGLY OPPOSE

12% DON'T KNOW

23% TOTAL SUPPORT
65% TOTAL OPPOSE

(ASKED SAMPLE B ONLY, N=335)

93. And, would you support or oppose reducing corporate or personal income taxes if it would result in reductions to core state services such as education, public safety, transportation and social services?

10% STRONGLY SUPPORT
14% SOMEWHAT SUPPORT
27% SOMEWHAT OPPOSE
37% STRONGLY OPPOSE

11% DON'T KNOW

24% TOTAL SUPPORT

65% TOTAL OPPOSE

94. And, keeping in mind the three primary sources of Kansas state revenue: sales tax, property tax and income tax, would you be willing to pay more sales tax on purchases in order to reduce your property tax rate?

12% DEFINITELY YES
38% PROBABLY YES
25% PROBABLY NO
15% DEFINITELY NO

10% DON'T KNOW

50% TOTAL YES

40% TOTAL NO

On another topic...

95. Do you support or oppose paying sales tax for purchases you make online?

15% STRONGLY SUPPORT
31% SOMEWHAT SUPPORT
21% SOMEWHAT OPPOSE
27% STRONGLY OPPOSE

6% DON'T KNOW

46% TOTAL SUPPORT

48% TOTAL OPPOSE

Finally, thinking about immigration...

96. Do you believe illegal immigration is a problem here in Johnson County?

37% YES

45% NO

18% DON'T KNOW

-- REFUSED

97. And, do you believe illegal immigration is an issue that should be handled by the federal government or by state and local elected officials?

56% FEDERAL GOVERNMENT

34% STATE AND LOCAL ELECTED OFFICIALS

10% DON'T KNOW

Now, I have just a few questions for statistical purposes only...

98. First, in what year were you born?

2%	18 - 24
14%	25 - 34
21%	35 - 44
29%	45 - 54
26%	55 - 64
5%	65 AND ABOVE
3%	REFUSED

99. And what was the last grade you completed in school?

--	SOME GRADE SCHOOL (1-8)
--	SOME HIGH SCHOOL (9-11)
3%	GRADUATED HIGH SCHOOL (9-12)
1%	TECHNICAL OR VOCATIONAL SCHOOL (12)
12%	SOME COLLEGE (13-15)
43%	GRADUATED COLLEGE (16)
41%	GRADUATE/PROFESSIONAL SCHOOL (16+)
3%	HIGH SCHOOL OR LESS
13%	SOME COLLEGE
84%	COLLEGE+

100. Is your total annual household income greater or less than \$60,000 dollars?

--	UNDER \$20,000
5%	BETWEEN \$20,000 - \$40,000
7%	OVER \$40,000
9%	UNDER \$80,000
19%	BETWEEN \$80,000 - \$100,000
61%	OVER \$100,000
11%	UNDER \$60K
89%	OVER \$60K

101. And, are you registered to vote as....

a Republican,
a Democrat,
or something else?

27%	STRONG REPUBLICAN
35%	NOT-SO-STRONG REPUBLICAN
7%	LEAN REPUBLICAN
10%	SOMETHING ELSE/INDEPENDENT/UNDECLARED
4%	LEAN DEMOCRAT
8%	NOT-SO-STRONG DEMOCRAT
9%	STRONG DEMOCRAT
61%	TOTAL REPUBLICAN
17%	TOTAL DEMOCRAT
21%	TOTAL LEAN/INDEPENDENT

102. And, thinking a little about your political attitudes... Do you consider yourself to be...

Conservative,
Moderate,
...OR...
Liberal

... on most issues?

11%	VERY CONSERVATIVE
30%	SOMEWHAT CONSERVATIVE
41%	MODERATE
12%	SOMEWHAT LIBERAL
3%	VERY LIBERAL
3%	DON'T KNOW
41%	TOTAL CONSERVATIVE
15%	TOTAL LIBERAL

103. And, do you support or oppose the goals and objectives of the Tea Party movement?

10% STRONGLY SUPPORT
30% SOMEWHAT SUPPORT
15% SOMEWHAT OPPOSE
26% STRONGLY OPPOSE

19% DON'T KNOW

40% TOTAL SUPPORT

41% TOTAL OPPOSE

104. And what is your religion?

55% PROTESTANT
26% CATHOLIC
2% JEWISH
-- MUSLIM
* OTHER

16% NONE

106. And, other than being an American, what is your main racial or ethnic heritage?

95% CAUCASIAN OR WHITE
2% HISPANIC OR OF SPANISH-SPEAKING DESCENT
1% AFRICAN-AMERICAN OR BLACK
* ASIAN AMERICAN
2% OTHER

107. About how long have you lived in Johnson County? Have you lived here...

3% LESS THAN A YEAR
12% ONE (1) TO FIVE (5) YEARS
11% SIX (6) TO TEN (10) YEARS
22% ELEVEN (11) TO TWENTY (20) YEARS
49% MORE THAN TWENTY (20+) YEARS

4% DON'T KNOW

108. And, do you happen to work in Johnson County?

87% YES

13% NO

1% DON'T KNOW

109. What type of home do you live in?

87% Single family home

5% Apartment

3% Condo

3% Townhome

1% Duplex

* Mobile home

-- Other

1% DON'T KNOW

110. And, do you happen to live inside of 435 or outside of 435?

37% INSIDE 435

61% OUTSIDE 435

3% DON'T KNOW

111. Do you have children under the age of 18?

42% YES

58% NO

* DON'T KNOW

(ASKED AMONG THOSE WHO HAVE CHILDREN UNDER 18, N=291)

112. Do your children attend public school, charter school, or a private or religiously-affiliated school?

78% PUBLIC SCHOOL

17% PRIVATE/RELIGIOUS SCHOOL

1% HOME SCHOOLED

* CHARTER SCHOOL

4% DON'T KNOW

113. Gender. Are you employed outside of the home, are you a homemaker, or are you retired?

57% MALE/EMPLOYED

* MALE/HOMEMAKER

1% MALE/RETIRED

* MALE/NOT IN LABOR FORCE

40% FEMALE/EMPLOYED

* FEMALE/HOMEMAKER

1% FEMALE/RETIRED

* FEMALE/NOT IN LABOR FORCE

59% TOTAL MALE

41% TOTAL FEMALE

114. And how many people are employed by the company you work for?

18%	1-10
16%	11-50
11%	50-100
25%	101-1000
28%	OVER 1000
2%	DON'T KNOW

115. Which of the following best describes the industry or sector in which your business operates?

17%	Finance
9%	Health Care
7%	Education
6%	Engineering
5%	Attorney
5%	Construction
5%	Insurance
4%	Real Estate
4%	Non-profit
4%	Utility
4%	Hospitality
4%	Retail
3%	Transportation
3%	Professional
3%	Architect
3%	Government
2%	Distribution
2%	Food Service
2%	Software
2%	Manufacturing
1%	Printing and Publishing
1%	Sports
*	Biotech
*	Chemicals
*	Fabricated Products
3%	OTHER
