

Methodology

- Research performed by known, reputable firms
 - Eden, a State Public Policy Group affiliate
 - Phone interviews conducted by Communications Center Inc., the firm used by the Iowa Poll
- Who was interviewed?
 - 700 random interviews from July 6 through 8
 - Voters who voted in either or both of the 2000 and 2002 General Election
 - Margin of error on total sample is $\pm 3.8\%$
 - 95% confidence level
- Constructed two sub-samples:
 - SPECIAL and General election voters
 - General election only voters
 - 350 per sub-samples; margin of error $\pm 5.5\%$, confidence interval the same
 - Weighted due to over-sampling

If the election were held today,..?

“Now let me turn to a different issue facing the county: the proposed county jail. It would have 1,500 beds, including 192 treatment beds. The 324,000 square foot complex would be located north and east of Des Moines in a light manufacturing area; a considerable distance from any residence. The total cost of the facility would be approximately \$66 million, for which the county would need to bond.”

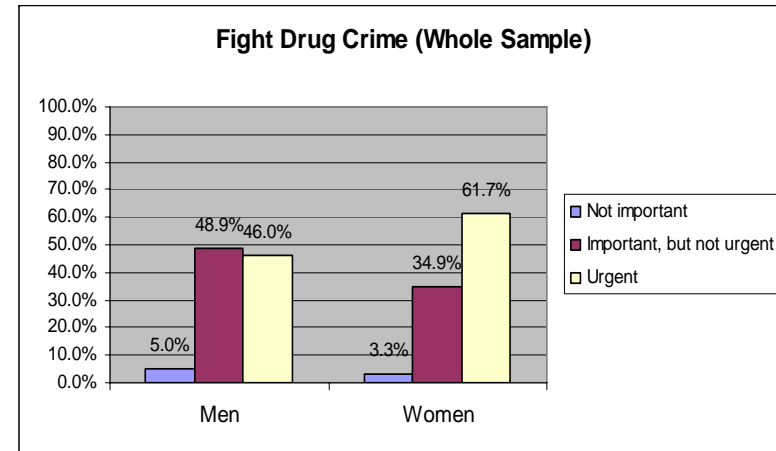
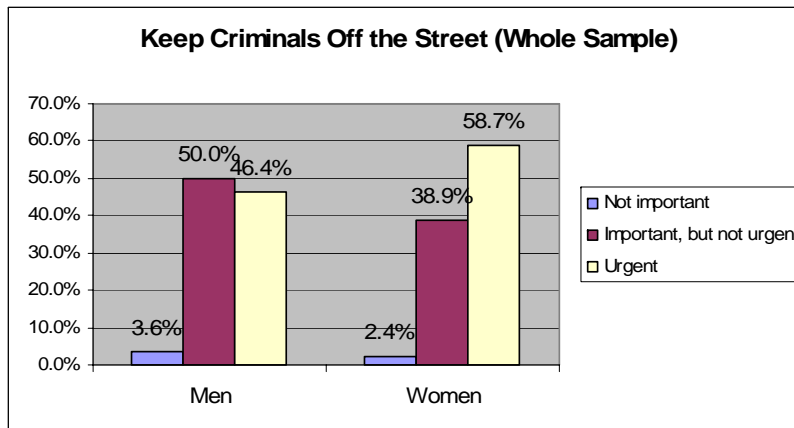
A bond issue would not pass the 60% threshold, but it is within striking distance.

| | Pre-test | Post- Informed Test |
|--------------------|----------|---------------------|
| For | 51.4% | 56.5% |
| Against | 39.4% | 32.6% |
| DK/NA - Not voting | 9.1% | 10.9% |

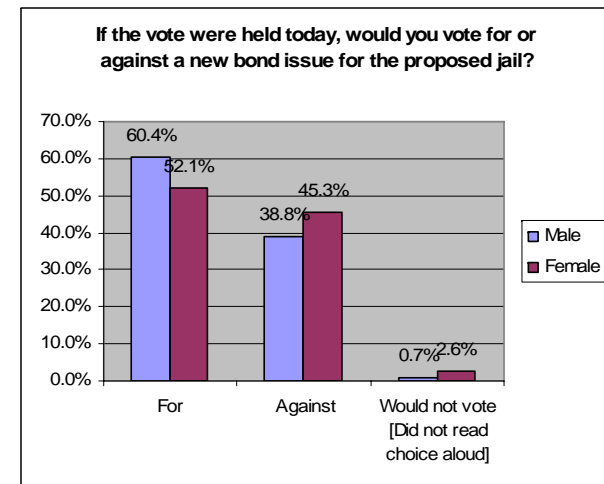
oNo statistically significant difference between the sub-samples

Irony Strikes

- Given the research, one would expect women to support the proposed jail more than men, they do not.



- The difference is even greater among Special election voters.



Timing is everything

- Special election women could be a boost
 - Women generally support public safety
 - Supporting at a lower than expected rate, so a prime group to reach out to
 - Their opposition is rooted in financial considerations
 - Arguments about treatment and long term savings changed opinions and appealed to this group
- Special election men are already above the 60% threshold
- Education takes time and money
 - 17 weeks is a short window to change attitudes
 - Clearly the public is generally unaware of some basic facts:
 - Extent to which alternatives have been tried
 - Jail space is being taken up by serious offenders not just misdemeanants.