

**Cape Elizabeth SBAC Voter Survey 2023**  
**Comparison of Web vs. Paper Responses**

<b>Vote in November 2022 Referendum (Q1)</b>			
	<b><u>Web</u></b> <i>(n=1,102)</i>		<b><u>Paper</u></b> <i>(n=550)</i>
Voted in Favor	43%	s	19%
Voted Against	50%	s	70%
Did not Vote	3%		5%
Not Aware	2%		2%
Prefer not to Answer	2%		4%

s – Notes significant differences between columns at the 95% level of confidence

<b>Respondent Age (Q19)</b>			
	<b><u>Web</u></b> <i>(n=1,102)</i>		<b><u>Paper</u></b> <i>(n=550)</i>
18 to 24	<1%		<1%
25 to 34	2%		1%
35 to 44	21%	s	5%
45 to 54	25%	s	10%
55 to 64	18%		20%
65 to 74	20%	s	30%
75 to 84	8%	s	23%
85 or older	<1%		5%
Prefer not to Answer	6%		6%

s – Notes significant differences between columns at the 95% level of confidence

Most of the differences in the results produced by those who completed a web survey versus those who completed a paper survey has to do with the age of the two pools of respondents.

- Each aspect in Q3 was rated positive by a significantly higher percentage of web than paper responders.

- In terms of changes that would increase support of a building proposal in Q4, paper responders were far more focused on reducing cost and scale than those who took the web survey.
- In Q5, a significantly higher percentage of web (51%) than paper (29%) responders were concerned about the physical structure of the school buildings. Similarly, web survey respondents (48%) were significantly more likely than paper survey respondents (26%) to be concerned about the functionality of the school buildings.
- In terms of the importance of features in the elementary and middle schools, web survey respondents were significantly more likely than paper survey respondents to consider each of the features important with the exception of attractive exterior design – web survey respondents still had a higher percentage of important ratings than paper survey respondents but the difference is not significant. (Q7)
- While paper survey respondents are significantly more likely than web survey respondents to read *The Cape Courier*, the paper is still read by strong majorities of each and is the most widely used source of information for both pools of respondents (Articles: 90% paper vs. 87% web; Letters to the Editor: 66% paper vs. 60% paper). Web respondents were significantly more likely than paper respondents to visit the building project website (42% vs. 23%), go on a school tour (24% vs. 10%) and use social media (33% vs. 16%). (Q9)
- A significantly higher percentage of web (45%) than paper (29%) respondents identified email as the way they would prefer to receive information. (Q10)

<b>Perceptions of the Size of the School Buildings Proposed (Q12)</b>			
	<u>Web</u> (n=1,102)		<u>Paper</u> (n=498)
Too big	41%	s	59%
About the right size	38%	s	20%
Too small	2%		1%
No opinion	20%		21%

s – Notes significant differences between columns at the 95% level of confidence

### Focus of School Building Proposal (Q13)

	<u>Web</u> (n=1,102)		<u>Paper</u> (n=511)
Renovation and New Construction	50%	s	56%
New Construction only	27%	s	11%
Renovation only	16%	s	28%
No opinion	7%		5%

s – Notes significant differences between columns at the 95% level of confidence

- A significantly higher percentage of paper (63%) than web (40%) survey respondents indicated the property tax revaluation had a negative impact on their opinion of the school building project. (Q14)

### Percent Property Tax Increase Supported for School Buildings (Q16)

	<u>Web</u> (n=1,102)		<u>Paper</u> (n=550)
0%	10%	s	19%
Less than 5%	16%	s	23%
5% to less than 10%	21%		24%
10% to less than 15%	12%	s	8%
15% to less than 20%	5%	s	3%
20% or more	2%	s	1%
Whatever is needed	16%	s	6%
Not sure at this time	16%	s	10%
Prefer not to answer	2%	s	8%

s – Notes significant differences between columns at the 95% level of confidence