

VOTER SURVEY RESULTS FOR THE PEKIN PARK DISTRICT

JULY 2026

aQity Research & Insights

Evanston, IL

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- **This report is based on a survey of n=468 voters within the Pekin Park District (PPD) who are likely to vote in the November 2026 general election.**
 - Only those who voted in at least one of the two most recent mid-term general elections (2022, 2018) and/or in the March 2024 primary election were randomly sampled from the most recent county databases. Only respondents who report that they are very or somewhat likely to vote in the upcoming November election were included.
 - Dates of data collection were May 22nd through June 21st, 2026. The final sample size far exceeded our original target of at least n=300 respondents.
- **The respondent sample of n=468 voters was compared to the Tazewell County voter database for PPD voting precincts and was weighted to align with regional (precinct) distributions, voter age, gender, and partisan voting behavior (those selecting Republican or Democratic ballots in recent elections).**
 - Note that meaningful differences among partisan voting groups (Republican vs. Democratic primary voters) and/or initial supporters or opponents of the proposed PPD referendum are highlighted throughout the report.
- **Assuming no sample bias, the maximum margin of error for a sample of n=468 respondents is +/- 4.5% (at the 95% confidence level)¹.**
 - Roughly half of the sample (n=228) was randomly asked about their support/opposition for a 0.083% limiting rate increase (OPTION 1) that PPD was considering, and the other half (n=240) were asked about a 0.149% increase (OPTION 2). The maximum margin of error for respondents on each rate increase subsample is +/- 6.4% (at the 95% confidence level).

NOTE: Some percentages in the report may not total 100% due to rounding. Also, highlighted findings in this report indicate meaningful differences among referendum supporters or opponents on key arguments, priorities, or segments.

Length of residence	
Less than 15 yrs.	22%
15-29 yrs.	25%
30-49 yrs.	34%
50+ yrs.	18%
Age*	
Under age 45	22%
45-54	16%
55-64	18%
65-74	25%
75+	19%
Gender*	
Male	43%
Female	57%
Political Alignment (self-reported)	
1 – Lean left/Democrat	11%
2	12%
3	17%
4	23%
5	19%
6 – Lean right/Republican	17%

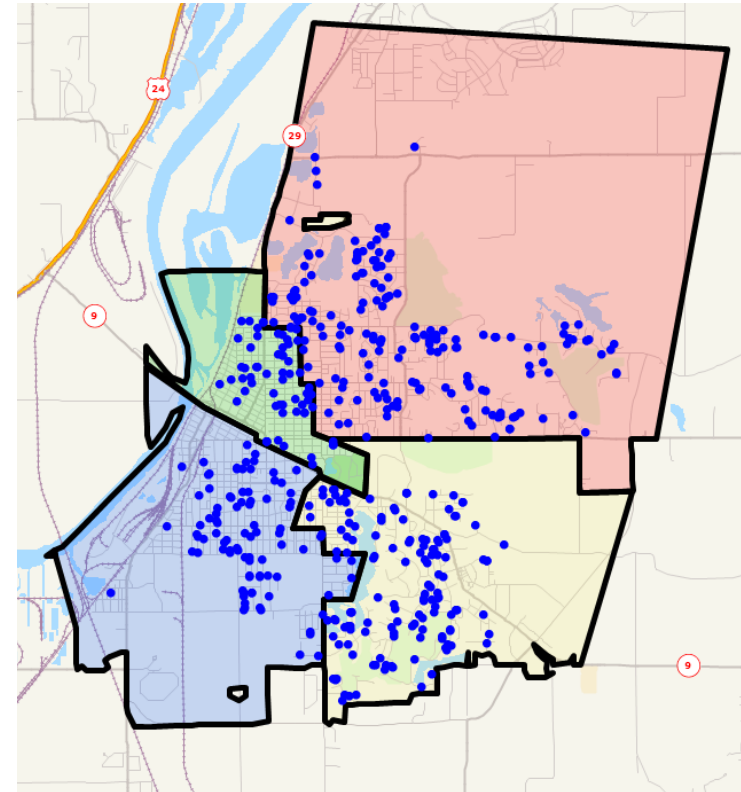
**Geographic Distribution of Survey Respondents
by Region*, with Weighted %s**

NW Region (17%)
Pekin precincts 1,6,16

NE Region (38%)
Greenland precinct 8 and
Pekin precincts 2,3,4,8,11

SW Region (22.5%)
Cincinnati precincts 3,4 and
Pekin precincts 7,9,10,13

SE Region (24.5%)
Cincinnati precincts 2,5, Elm
Grove precinct 2, and Pekin
precincts 5,12



Executive Summary: Key Findings

At the time of the survey:

- Likely voters who are familiar with the Pekin Park District (98% of the electorate) hold it in favorable regard overall. Three-quarters (77%) have a positive opinion of the District (giving scores of 6+ on a 0-10 scale), vs. 10% who have negative views (scores of 0-4). It's average rating is a strong 7.4. [< pg. 10 >](#)
- All voter segments have a favorable opinion overall, with the highest average ratings coming from older voters ages 65+, women, long-term local residents and recent PPD users/visitors. No subgroup rates the District unfavorably, with all segments giving average ratings of 6.1 or higher (including non-users).
- Only 7% report having heard or read something about a potential PPD referendum prior to the survey. On local issues, they are most likely to get their park-related information from the District's social media posts – more so than its website or newsletters/emails. Many also stay up to date on local issues via word of mouth from friends and neighbors, City of Pekin (website, newsletters, etc.), and local news outlets (usually television news). [< pp. 13-15 >](#)

When testing a sample ballot question for a limiting rate increase, one of two options was randomly shown to each respondent. Each garners just under half of overall support (45% to 46%) initially. These levels of support remain essentially unchanged after hearing reasons for both sides of this issue.

- Note that most initial opposition is “strong”, while much of the support is “not strong”.

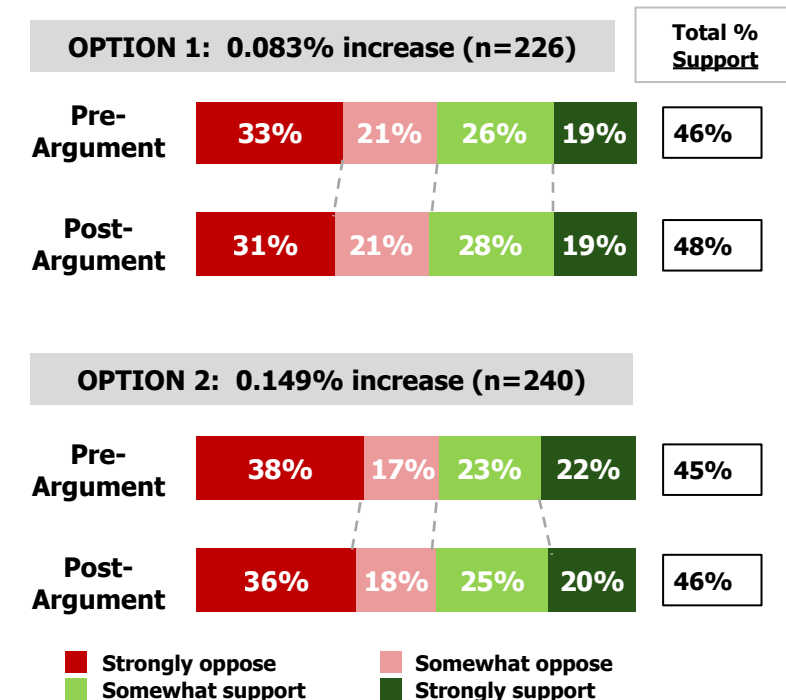
Shall the limiting rate under the Property Tax Extension Limitation Law of the Pekin Park District, Tazewell and Peoria Counties, Illinois, be increased by an additional amount equal to **[OPTION 1: 0.083% ; OPTION 2: 0.149%]** above the limiting rate for levy year 2025 for the purposes of improving and repairing parks and recreational amenities, including better and safer roads and access to several major facilities, replacing broken plumbing and infrastructure at the Sunken Garden Fountain, repairing the foundation and other structural improvements at the Pavilion, improving drainage at sports fields at Pekin Park Sports Complex, and other park purposes, and be equal to **[OPTION 1: 0.440% ; OPTION 2: 0.506%]** of the equalized assessed value of the taxable property therein for levy year 2026?

1. The approximate amount of the taxes extendable at the most recently extended limiting rate is \$2,161,564 , and the approximate amount of taxes extendable if the proposition is approved is **[OPTION 1: \$2,661,554; OPTION 2: \$3,061,564]**.
2. For the 2025 levy year, the approximate amount of the additional tax extendable against property containing a single-family residence and having a fair market value at the time of the referendum of \$100,000 is estimated to be **[OPTION 1: \$27.54; OPTION 2: \$49.56]**.
3. If the proposition is approved, the aggregate extension for 2026 will be determined by the limiting rate set forth in the proposition, rather than the otherwise applicable limiting rate calculation under the provisions of the Property Tax Extension Limitation Law (commonly known as the Property Tax Cap Law).

If the November election were tomorrow and this question were on the ballot, would you oppose or support this referendum?

Pre- and Post-Argument Referendum Vote, by Tax Rate Option

[< pp. 17-18, 49-51 >](#)



Support tends to increase with age with a slight majority (52%+) of voters aged 65+ expressing support. Democratic primary voters also tend to be in favor, and there is a slight gender difference with women voicing higher support than men.

[< pp. 18,50 >](#)

➤ Those with children under 18 at home are supportive of the smaller increase option, but more opposed to the higher option.

The strongest pro-referendum arguments are:

[< pp. 32-36 >](#)

➤ **Having excellent parks and recreational facilities make Pekin a more desirable place to live and improves property values.**

- This echoes open-ended reasons given by supporters in a separate question. It also identifies a benefit to voters less engaged/less likely to use the parks.

[< pp. 19-21 >](#)

➤ **The last PPD referendum was in 1980, and since then the District has stretched its limited finances to cover needs and repairs but can no longer keep up without added funding.**

- Supporters tend to align with this statement, but it has less impact among opponents.

The remaining pro- reasons are relatively strong, but less impactful than the first two by comparison:

[< pp. 26-31 >](#)

➤ **Without added funding, the District may need to limit access or close some of its properties.**

- Recent park users tend to agree with this argument.

➤ **A successful referendum will allow full repair to roads/parking lots/sidewalks around key facilities such as Miller Center, Mineral Springs Park, and Pekin Park Sports Complex.**

- More convincing among older and the most long-term residents, and households without children under 18.

It is important to note that nearly half (44% to 47%) of referendum opponents found none of the pro- reasons to be effective.

[< pg. 34 >](#)

By comparison, many of the anti- referendum reasons are much more convincing both overall, as well as among many initial supporters of the two limiting rate options.

➤ Supporters had far less trouble identifying a strongest anti- argument, as only 13% to 15% said none were convincing.

[< pp. 38-47 >](#)

The strongest anti- reasons all center around anti-tax sentiments and an unwillingness to pay any property tax increase.

➤ **Illinois has some of the highest property taxes in the country, and they need to be cut/not increased further.**

- This receives very similar levels of agreement among supporters and opponents. Current park users also tend to agree with this argument. In addition, a majority of “not strong” supporters” and a third of “strong” supporters feel this is an excellent/good reason to be opposed.

➤ **Property taxes are too high already and I oppose any further increase.**

- Most often cited by opponents (far more than supporters), along with the oldest and most long-term Pekin residents.

➤ **Given current inflation, high interest rates, and economic uncertainty, this is not a good time to raise taxes.**

- Again, similar levels of agreement among supporters and opponents, but this also resonates most with younger/newer residents.

➤ **Adding \$27.54 (for OPTION 1) or \$49.56 (OPTION 2) in annually property taxes per \$100K in home value is too much to afford.**

- Supporters are especially likely to say this is the most effective anti- reason (more so than opponents).

I. Opinions of Pekin Park District and Referenda Awareness

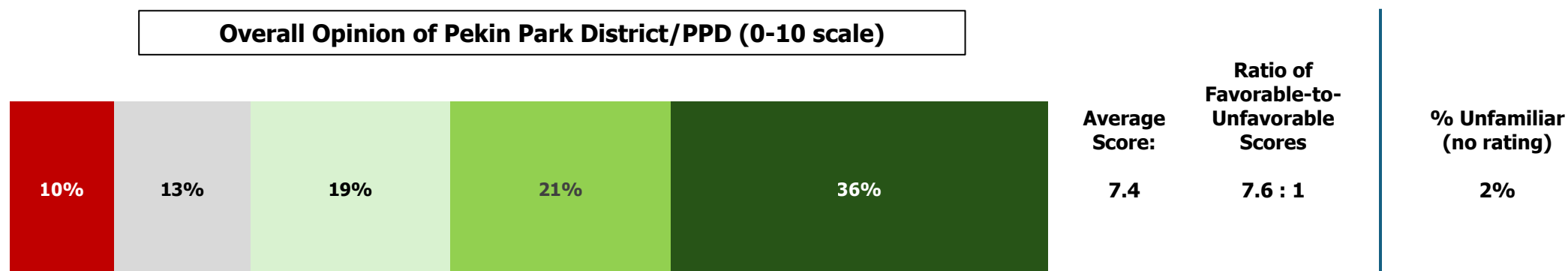
Most voters (77%) hold favorable overall opinions about the Pekin Park District (PPD), giving scores of 6+ on a 0-10 esteem scale. This includes over a third (36%) who hold the District in the highest regard (scores of 9+).

By comparison, ten percent have a negative overall opinion (scores of 4 or lower). The ratio of favorable-to-unfavorable ratings shows that for every voter with a negative opinion, there are nearly eight who are favorable.

The remaining 13% give neutral ratings (familiar but no strong opinions either way).

The District's average esteem rating is a favorable 7.4.

- These average ratings tend to increase with age, with voters 65-74 (7.6 average score) and 75+ (7.8) giving the highest marks. More favorable responses also tend to come from women (7.6), PPD residents of 50+ years (8.0), and recent Park District users/visitors (7.7).
- Lower than average ratings tend to come from men (7.1), voters under age 55 (7.0) and who have lived in the area under 50 years (7.1), and non-PPD users (6.1). However, these lower scores are still favorable overall (no one has a negative opinion of the District).
- The overall positive average is consistent across self-reported political affiliations (Democratic, more Independent, or Republican – no significant differences).



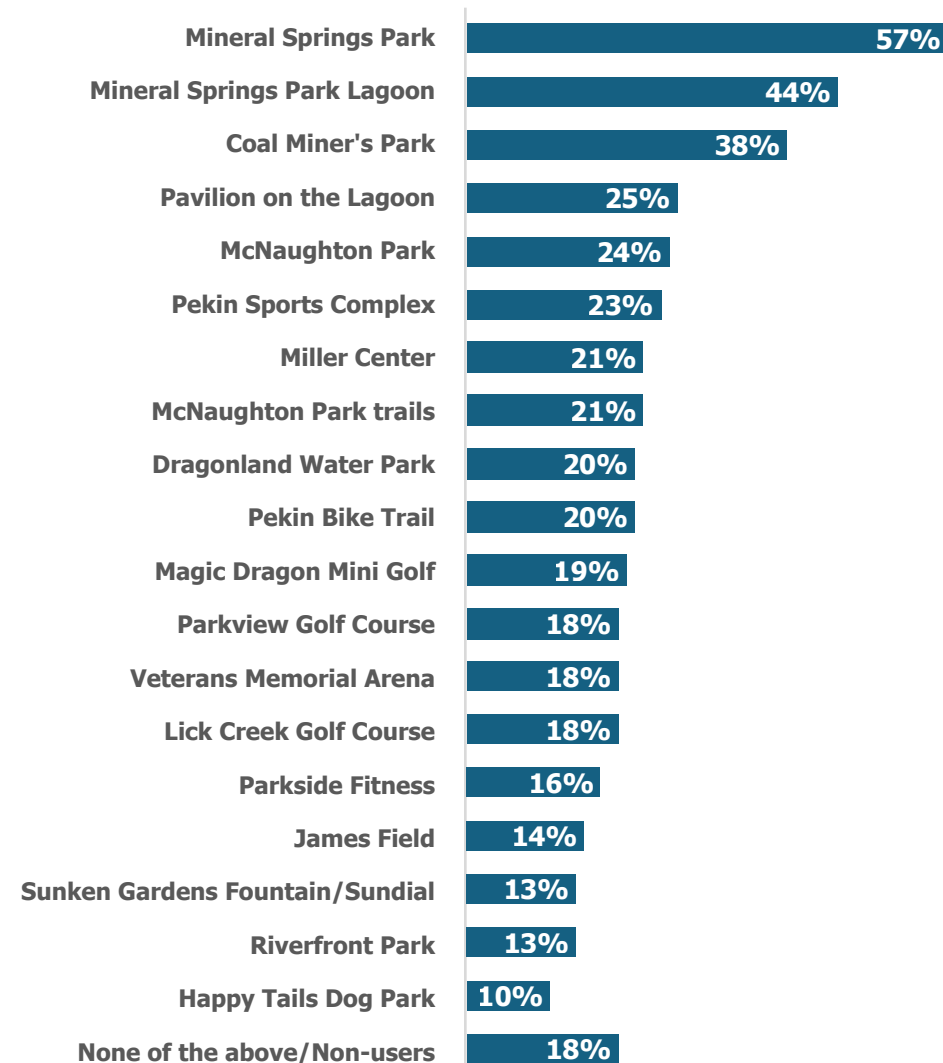
Overall, 82% of respondents report someone from their household using or visiting a Pekin Park District park or facility in the past year.

By far, Mineral Springs Park and the Lagoon are the top destinations, followed closely by Coal Miners' Park. One out of four report using the Pavilion on the Lagoon as well.

Nearly as many (23%) report going to the Pekin Sports Complex in the past year, and about half as many (13%) visited the Sunken Gardens Fountain.

The 18% who report no visits or usage in the past year (non-PPD users) tend to be:

- Ages 75+ (25% of whom are non-users)
- No children in household (21%, vs. 6% of those with children)
- Very likely voters (19%, vs. 2% of somewhat likely voters).

**Top Responses: PDP Parks/Facilities
Visited in Past 12 Months**


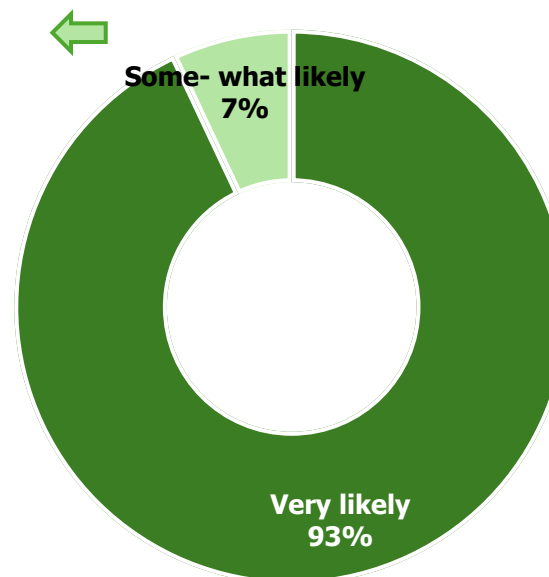
A vast majority of respondents (93%) report that they are very likely to vote in the November general election, including virtually all men, the oldest and most long-term local residents, those in the SE region, non-PPD users, and Republican primary voters.

Those most likely to say they are “somewhat” likely to vote include nearly one in five of the youngest voters under age 45, newer area residents, and those with children at home.

**Likelihood to Vote in
November 2026
General Election**

Especially:

- Women (10%)
- Under age 45 (19%)
- Lived in PPD <15 yrs. (16%)
- NW region (14%)
- Recent PPD users (9%)
- Children in household (16%)



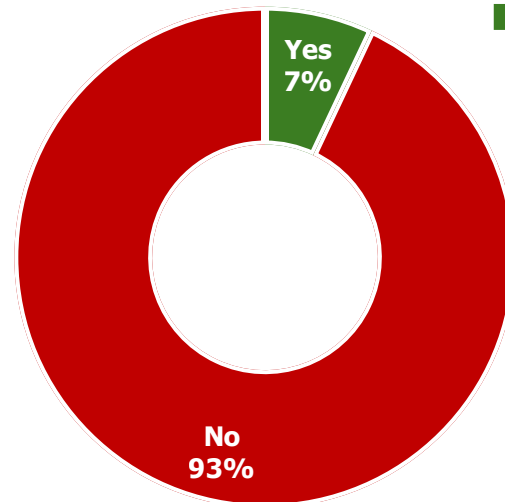
Especially:

- Men (96%)
- Ages 75+ (99%)
- Lived in PPD 50+ yrs. (97%)
- SE region (99%)
- No children in household (95%)
- Non-PPD users (99%)
- Republican primary voters (96%)

Overall, 7% report seeing or hearing about a potential Park District referendum prior to the survey. These relatively few respondents (n=25) mostly recall the scattered sources of this information, usually word of mouth from friends and neighbors.

Relatively few mentioned any of the specific projects or proposed improvements driving the consideration/need for a limiting rate referendum.

**Seen/Heard Prior Information About
Potential PPD Referendum?**



What have you seen/heard? (top multiple open-ended responses, base n=25)

Top Sources:

- Word of mouth, around town (n=7)
- Facebook pages/posts (n=3)
- Local News 25 (n=2)
- PD itself/staff (n=2)
- Internet/Pekin Online (n=2)
- Mailings, general (n=2)
- Local paper (n=1)

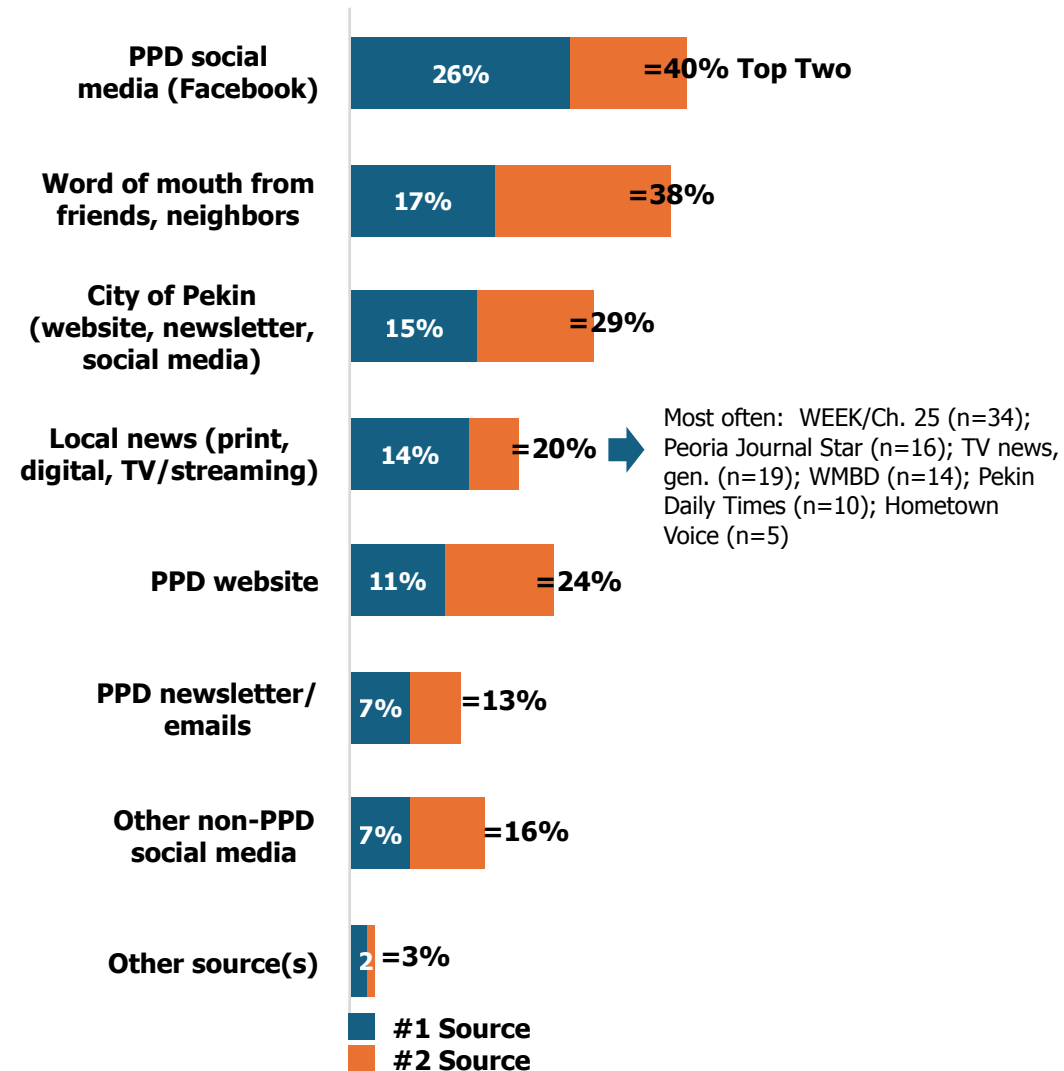
Top Content

- For park/facility improvements, general (n=3)
- PPD needs funds, financial challenges (n=3)

For general information about the PPD and local issues, the District's social media posts are by far cited most often, closely followed (again) by word of mouth from others in the community.

Two other non-PPD sources round out the top four responses – City of Pekin communications, and local news media (usually two local television states and the Journal Star).

One in four (24%) include the PPD website among their top two preferred sources, but only 11% say it is their #1 source for this information (well beyond the District's social media updates).

Top Sources for Local and Park District Information


Q16.A. Below are some sources of information for local or Park District issues. Please indicate the two sources you rely on the most for this information.

Q16B. Which **one** of these do you rely on the most. NOTE: Responses of 3% or less are not shown.

Significant Differences: Top Two Sources for Local/Park Information

	Overall Response	Most Likely to Cite as Top 2 Sources
PPD social media	40%	- Women (46%, vs. 31% of men) - Under age 45 (49%), 45-54 (44%), 55-64 (48%) - Somewhat likely voters (61%, vs. 38% of very likely voters) - PPD users (44%, vs. 17% of non-users) - Households with children (64%, vs. 34% of those without children)
Word of mouth	38%	- NE and SE regions (43% each) - Very likely voters (39%, vs. 17% of somewhat likely voters) - Those without children (42%, vs. 19% of those with children)
City of Pekin	29%	- Women (34%, vs. 23% of men) - SW region (37%) - Non-primary voters (33%)
Local news	20%	- Lived in PPD 50+ yrs. (25%) - NE region (25%) - Ages 65-74 (28%), 75+ (36%) - Non-PPD users (29%, vs. 18% of users) - No children in household (23%, vs. 9% of those with children)
PPD website	24%	- Under age 45 (32%) - PPD users (27%, vs. 8% of non-users)
PPD newsletter/emails	13%	- NW region (21%) - Ages 45-54 (31%)
Other (non-PPD social media	16%	- Men (20%, vs. 14% of women) - Lived in PPD <15 yrs. (23%) - Non-primary voters (20%)

II. Pre-Argument Referenda Vote

Survey respondents were shown the sample wording below (with roughly half seeing each limiting rate increase/option at random) and asked how they would vote on the proposal if the November election were tomorrow.

For both options, support falls just short of a majority (45% to 46% overall). Note that most of the opposition is “strong” – nearly 2:1 over the percent who are “strong” supporters.

➤ As shown on the next page, support tends to increase with age, recent PPD usage, and past voting in Democratic primaries. Note also that voters with children under 18 tend to support the smaller rate increase but are much more opposed to the higher option.

Pre-Argument Vote Question

Q. The Pekin Park District is considering a voter referendum on the November ballot for a property tax increase to fund needed repairs and improvements to its parks, access routes, and recreational facilities. The proposed referendum question is expected to read as follows:

Shall the limiting rate under the Property Tax Extension Limitation Law of the Pekin Park District, Tazewell and Peoria Counties, Illinois, be increased by an additional amount equal to **[OPTION 1: 0.083% ; OPTION 2: 0.149%]** above the limiting rate for levy year 2025 for the purposes of improving and repairing parks and recreational amenities, including better and safer roads and access to several major facilities, replacing broken plumbing and infrastructure at the Sunken Garden Fountain, repairing the foundation and other structural improvements at the Pavilion, improving drainage at sports fields at Pekin Park Sports Complex, and other park purposes, and be equal to **[OPTION 1: 0.440% ; OPTION 2: 0.506%]** of the equalized assessed value of the taxable property therein for levy year 2026?

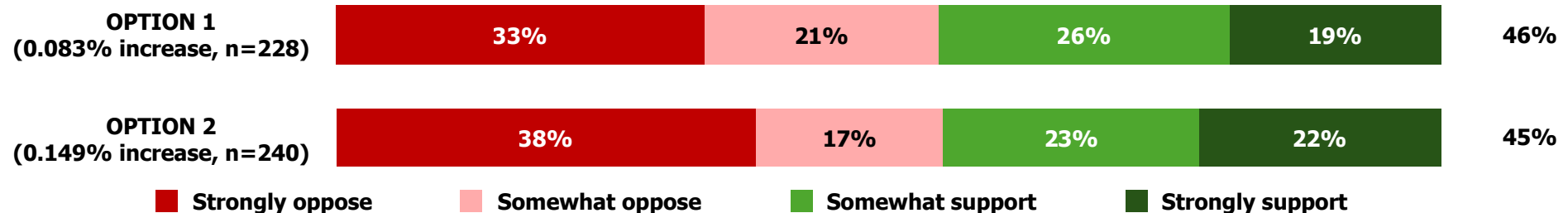
1. The approximate amount of the taxes extendable at the most recently extended limiting rate is \$2,161,564 , and the approximate amount of taxes extendable if the proposition is approved is **[OPTION 1: \$2,661,554; OPTION 2: \$3,061,564]**.

2. For the 2025 levy year, the approximate amount of the additional tax extendable against property containing a single-family residence and having a fair market value at the time of the referendum of \$100,000 is estimated to be **[OPTION 1: \$27.54; OPTION 2: \$49.56]**.

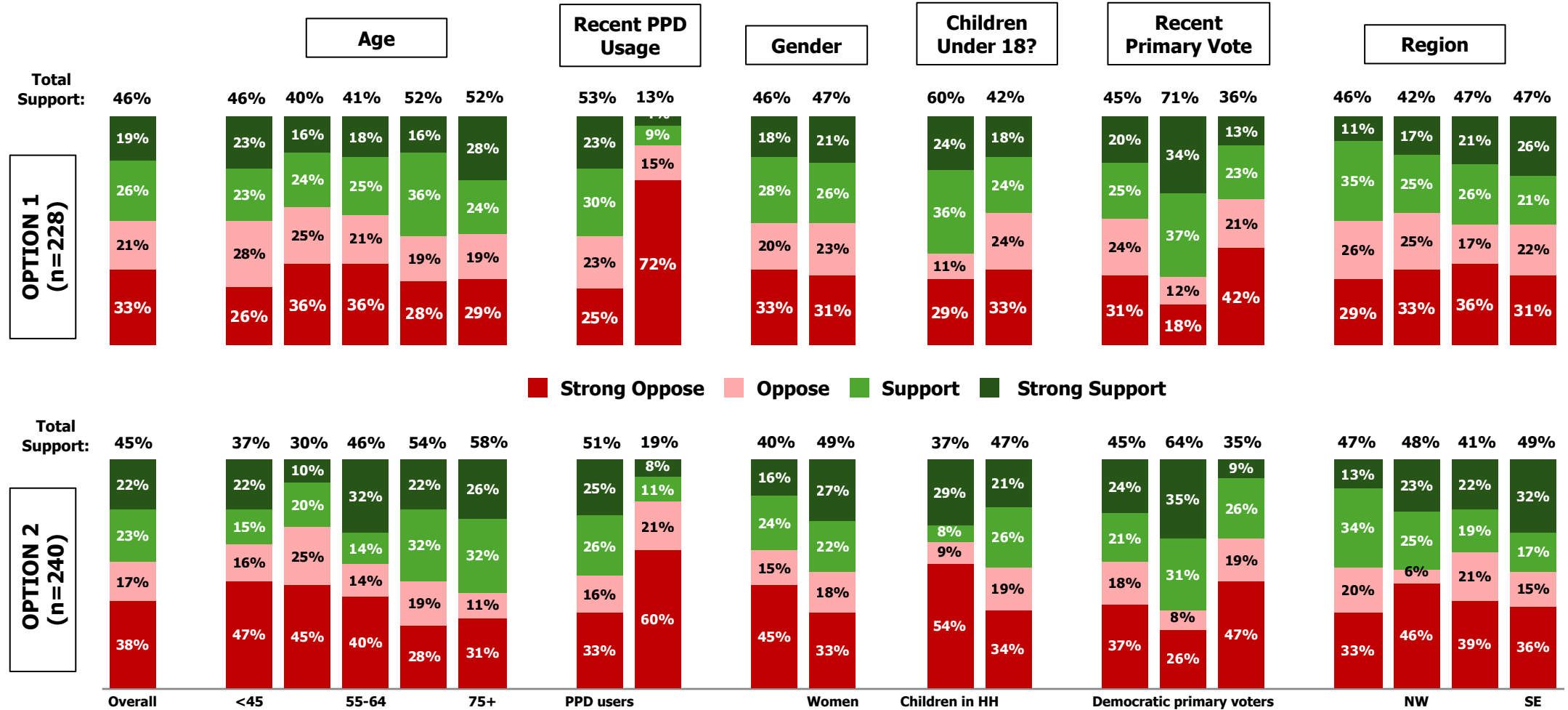
3. If the proposition is approved, the aggregate extension for 2026 will be determined by the limiting rate set forth in the proposition, rather than the otherwise applicable limiting rate calculation under the provisions of the Property Tax Extension Limitation Law (commonly known as the Property Tax Cap Law).

If the November election were tomorrow and this question were on the ballot, would you oppose or support this referendum?

Overall Support



Pre-Argument Vote by Key Segments



Supporters of the referenda options tested were asked (in an open-ended format) why they would vote that way.

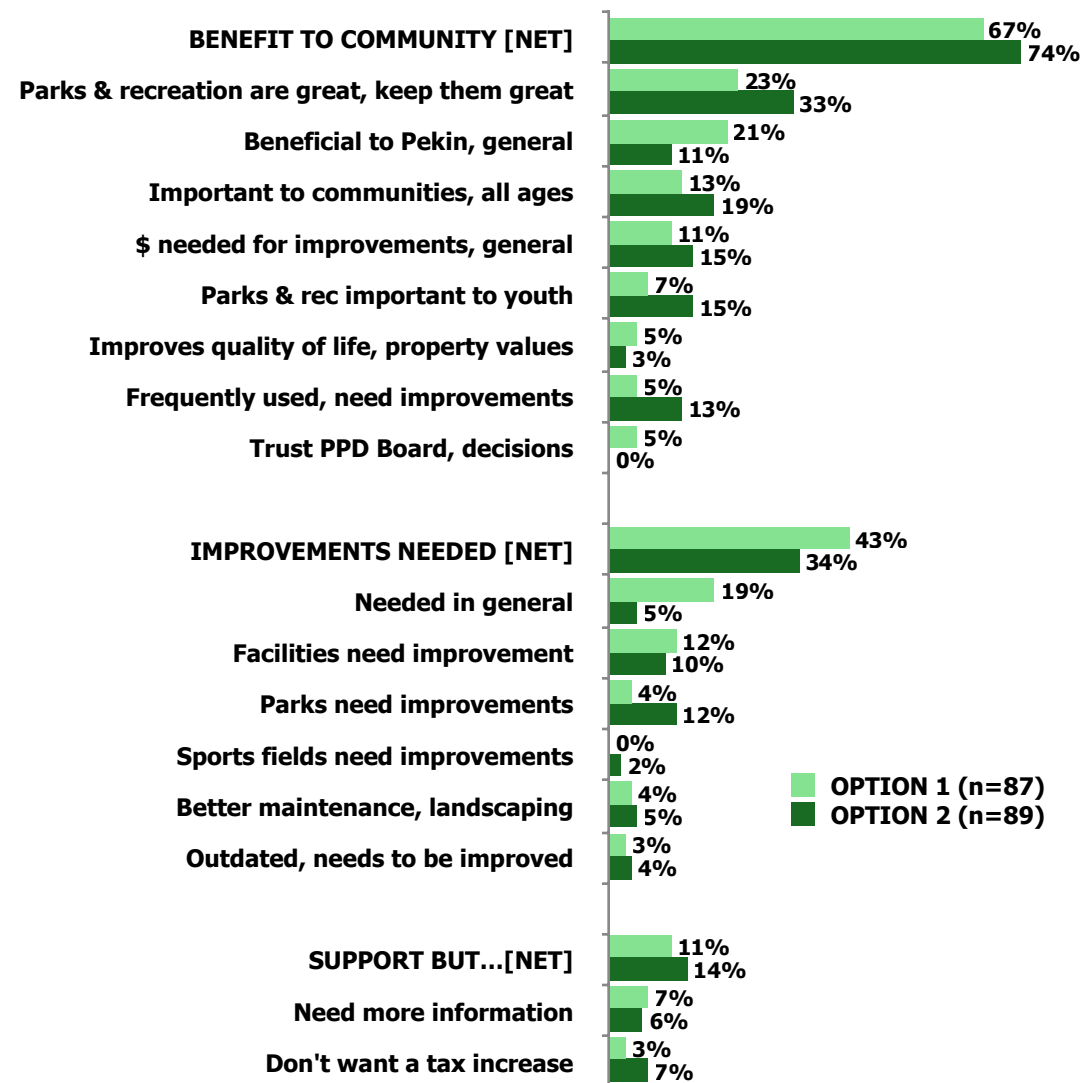
Most often they cite the importance or value of the Pekin Park District, or that having a strong parks and rec system is beneficial to the community overall.

At least a third (34% to 43%) recognize that capital improvements are needed (mostly general responses, with relatively few calling out specific parks or facilities in need of upgrades).

Note that 11% to 14% indicate that their support is conditional based on needing more information/details about the improvements and the cost, or general reluctance for a tax increase.

Examples of these verbatim responses are on the next few pages.

Top Reasons for Supporting Referenda Options (multiple open-ended responses)



"Our park system is beautiful and needs to be kept up."

"Let's keep the town growing positively. Parks are an introduction to a town and help present a glimpse of town life and health. I'd just as soon give you a check for \$50 bucks and move on...."

"Pekin has beautiful parks. We need to keep up the parks to attract people to Pekin. I feel that our parks are one of our strong points."

"Pekin has quite a few parks that are nice. If repairs need to be done, then we should give the money needed."

"Kids need places to play, and safe equipment should be a top priority."

"I want a park district that myself and grandchildren can enjoy. I like for the grounds (flower beds, etc.) to be maintained."

"I appreciate our parks and don't mind a slight increase for improvements. That said, my property taxes already feel high, so I don't want things to get out of hand."

"The Park District is the crown jewel of Pekin, and our parks and their buildings and infrastructure should be maintained. The Sunken Gardens in particular is beautiful and should be kept that way for residents and visitors to enjoy."

"If the parks need improvement, then everyone in Pekin needs to step up and support the referendum."

"Pekin has some of the finest parks in Illinois. I hear this from people who have moved here recently and I wholeheartedly agree. I've enjoyed the parks since I was a child."

"A Park District in any city is a very important source in relation to physical activities, the beautiful part of a city, the public events held in parks, and a great place for a walk and be surrounded by nature."

"I believe parks are important to the community. Roads, bathrooms etc. need to be kept up, not torn down or out. I do not support buying more land for new parks. For our size of city, we have enough parks."

"Park systems benefit the entire community by providing safe, friendly facilities for everyone to enjoy. The Pekin parks are well used and maintained but are needing some additional maintenance and repairs."

"Our park is a major part of the community. The more we can keep the youth engaged the better for our community."

"The Park District is an extremely important entity for this community. The effort to keep it in its best possible condition should be a priority for all who reside in this community."

"We need to keep up with the repairs and infrastructure before they reach a place of no return."

"Things need repair... like the bridge in Coal Miner's Park that had been closed since last fall! It's frustrating we cannot use it!"

"Park roads need improvement, the Pavilion was redone some years ago and I don't want it fall into disrepair."

"There are a lot of things in the park that need fixed, remodeled, and improved. For example - the balls at James Field have disappeared. The grass turns brown when the rain stops in places that have sprinkler systems and like many places, more employees are needed to keep up with all the parks around town."

"To keep our parks beautiful and appealing for kids and adults. For safety, for needed repairs and possible new activities."

"I have great-grandchildren that I take to the park when they come to visit. There is a lot for them to do over there!!!"

"I think the Pekin Park District is one of the best things that the city has to offer, and it needs to be taken care of and properly maintained. It brings a significant amount of value to the city."

"We love the Pekin Park District; we use resources there often. Given the mayhem that's been going on with that whole data center debacle - I'd rather support keeping upgrading, etc. our Park District."

"The Pekin Park District has always been much appreciated by myself and my family. Over the years our family took part in many park programs with many benefits. Keeping the parks well maintained and beautiful is a goal that should be appropriately funded."

"There are a lot of repairs that are needed."

"It seems like we let things get in such bad repair that we either demolish or keep making costly temporary repairs. I would rather fix problems when they are manageable and ultimately cost less."

"For repairs before neglected repairs cause more costly problems."

"I believe the park facilities listed need repairs."

"Our facilities and park used to be the best in the area. Not so much anymore. So much improvement is needed."

"Because some of our parks need repair and improvement. Our youth need a safe place to play sports or just have fun on the playgrounds. I just want to make sure IF there is a tax increase it all goes to the parks, not something else."

"I understand that you have to keep up your properties and equipment or it'll get away from you."

"People who groan about taxes going up fail to realize how expensive it is for a government to do business. I support paying \$50-100 more a year for the Park District. It supports the community's youth which are our future. And these kids need all the help they can get."

"I know that improvements are needed but do not know exactly what they are or what the individual proposed costs are."

"Repairs need to be done, but rate of hike is too high."

"Support a small increase. I pay a lot in taxes as does everyone; look at our roads."

"We have a wonderful Park District that is used by a lot of residents. We have regular festivals and activities associated with the Park District that bring outsiders to Pekin. My only concern is if this is intended to be a permanent raise of the Park District's rate or a one time for 2027. I'm OK with one time, less inclined for a permanent increase. In this case, specific projects are called out, and I can make a determination on. An open raise tends to lead to wasteful spending."

Similarly, those opposed to the sample ballot options were asked in an open-ended format why they would vote “no”.

By far, these voters feel property taxes are already very high and are unwilling to support another tax increase.

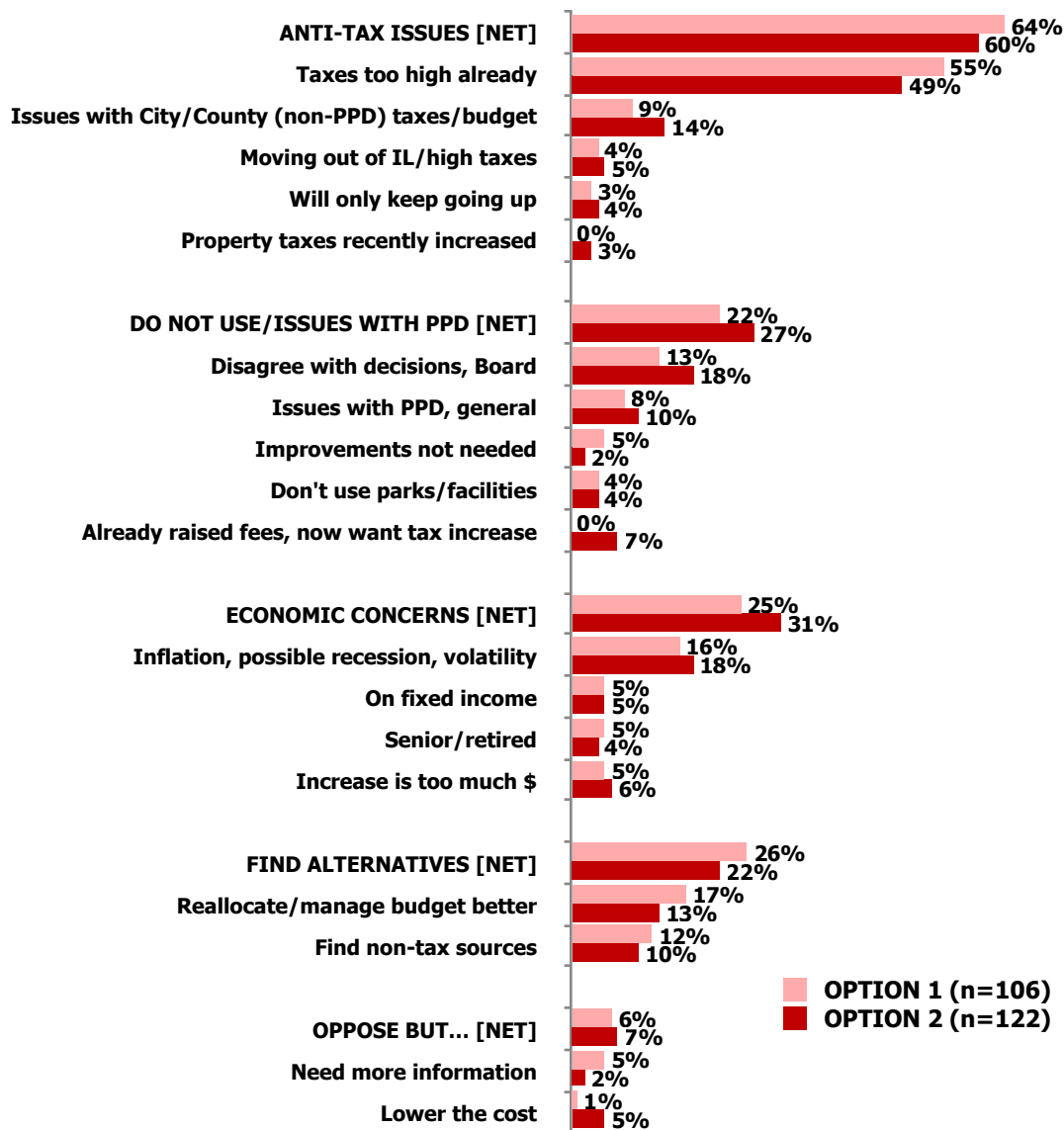
- This is clearly the top sentiment for both options, especially among those responding to the lower rate in OPTION 1.
- A few are opposed at least in part due to tax or budget issues with other non-PPD agencies locally (9% to 14%).

Roughly one in five are opposed because of issues or disagreements with the Park District (e.g., with recent decisions), or they feel that the improvements are not needed.

About as many (25% to 31%) are opposed to higher taxes given the current economic climate with high inflation and general uncertainty. A few report being on a fixed income and unable to afford a rate hike.

Similarly, 22% to 26% want the PPD to find the funds elsewhere either within the existing budget or from non-tax sources.

Sample verbatims are on the next few pages.

**Top Reasons for Opposing Referenda Options
(multiple open-ended responses)**


"My property taxes are too high already. They have been raised several times in the past couple of years. My property taxes have now exceeded the principal of my mortgage. It's outrageous!"

"My taxes never go down at all since I have lived here, we pay enough as it is now, that's why."

"My property taxes are already too high. I am single and ready to retire with one income. Why would I support an increase? You should think of other ways to pay for these projects. Donations, fund raising, etc."

"Our taxes went up over \$300 dollars this year already. We're not getting raises on our social security to cover the raises in food, gas, insurance, etc. Illinois is the highest taxed state already. Why more & more??"

"Our taxes are too high now and it seems every taxing body is asking for 'modest increases' that adds up to a lot of money per taxpayer household. Fix the pension issue for city/park district employees then we can talk raising property taxes. All of Pekin taxes has made us seriously look into moving out of Pekin."

"Our property taxes have skyrocketed for years, and we have not made any improvements to our house, because we are retired and can't afford to. The City of Pekin still has terrible streets, litter everywhere, disregards the growing number of homeless in town as well. We have used Coal Miner's trail to walk our dog for years; again, litter everywhere and homeless people camping there with their dogs that are not restrained; and the number of motorized e-bikes is growing tremendously. Some of those young boys have tried to run people off the trail. When our fellow walkers call the city to report this, they get excuses and a lot of 'We just don't have the resources to do anything about it.' We do not use any other part of the park, so I do not want you to take any more of my retirement money to fund it."

"Our taxes are so high now, I am thinking about moving out of Pekin. Can barely afford the gas taxes, property taxes and car license. I lived in Florida for 39 years, moved back 3 years ago to help take care of my elderly mother, what a mistake I made, crappy roads and some of the highest taxes in Illinois."

"The City of Pekin cannot or will not control spending. They raise taxes every year and citizens cannot afford it."

"I pay this city enough taxes that do not provide any services to my entire family."

"Pekin already raised taxes on electric and water and sewer and garbage. We don't need anymore."

"Our property taxes are already at \$11,000+, so I really don't want to increase them any further. We are both retired and living on our pensions and social security (fixed income) so we really cannot afford any extra."

"Taxes in this state/city are close to making us relocate."

"Because Illinois is already making me poor. It would be cheaper and better to live in another state. Chicago gets the biggest part of Illinois taxes, and you already know that."

"Pekin already maintains more parks than similar towns nearby. Close some of the parks and maintain the remaining ones better. I also can't believe that the Pekin municipal golf courses receives no funding from the Park District."

"The driveway and parking lot at Lick Creek Golf Course desperately needs repaved, not patched, completely ground down and resurfaced. For the price we pay for the annual pass and the amount charged for a round of golf and cart rental, the PPD should take more pride in visitors and regular patrons of the facility."

"The park is too large for this size town, and I have no confidence in the handling of taxpayer dollars."

"The Park District does not use their funds well. I play golf at Parkview. They have no course ranger to enforce the rules. Multiple groups drive on the greens and the fringe causing damage. There is no pace of play enforcement. I walked into the club house last week and both staff members were sitting and playing on their phones. Why have 2 staff in the clubhouse? Send one out to enforce the rules of the course. The Koch Street sports complex looks terrible. Fields aren't well maintained. I stepped on a sharp metal landscape spike that punctured my shoe and foot requiring antibiotics. It's as if the district doesn't care of the current facilities. Why give more money to neglect facilities further? Why pay for staff to play on their phones while groups drive up to greens and tees causing tens of thousands of dollars in damage? "

"From what I am able to see of the Pekin Park District, I am not aware of any great need to update any of the parks. Also, at a time when increases in grocery and tax prices, along with increases in general prices as a result of tariffs, increasing taxes makes me think the park district administration is not actively considering the impact this tax increase will have on the citizens of Pekin."

"Why is it needed? The park receives a substantial amount of money from taxpayers."

"Sunken Garden Fountain is a nice feature but not immediately necessary if other items are more important . The Pavilion is nice, but couldn't rental fees cover this expense? Not many regular citizens seem to use this facility. Drainage at sports fields at the Pekin Park Sports Complex is another expense that doesn't seem top priority to me when so many more expenses are on my tax bill."

"I don't use the parks and don't have any offspring that do. Also, the state taxes us at will, property tax is already too high, it raises every year."

"Have you even realized people are struggling to maintain their own dwelling? Do you feel if I (or we) put out to the public to help improve our dwelling that it would be supported? Come up with other ways of raising funds through donations, fundraisers, volunteers. Quit expecting also that golfers will pay for all your needs by constantly raising season passes."

"It's bad timing to ask taxpayers for more money when the cost of everything from groceries, gas, utilities, etc. has increased lately because of very bad decisions being made."

"People have a hard enough time trying to afford groceries, gas and rent. Making them pay more in taxes won't help, as much as I'd love these things to be fixed at the Park District."

"People are so strapped for cash right now we do not, repeat, do not need a tax increase and I'm a renter so it doesn't affect me. I don't own the place, but I feel for others who own there home. Thanks."

"Bad time financially to add another tax."

"I live on a very fixed income and would find it difficult to pay any additional taxes. I don't use the park very often."

"People cannot afford any additional tax. Times are tough and we are tax poor. Many are leaving the state of Illinois because of taxes. We have to tighten our belts & the Park District should also."

"Live within your means! Our taxes have been squandered at every level of government. Neglecting maintenance to the point of utter disrepair and need for full replacement is not a model I would support."

"The proposed referendum increases budget by 30%, but capital planning should be budgeted for as an ongoing expense. I would need more information supporting the reason for deferred maintenance and a more comprehensive plan for the spending of funds for a referendum of this magnitude."

"The park should have more balanced budget consideration that they installed solar panels in the park."

"Too many projects to do at once. People don't mind a small increase, but what is being proposed is not small!"

"Focus spending on necessities rather than wants."

"Can't keep trying to tax your way out of debt!"

III. Pro-Referenda Arguments

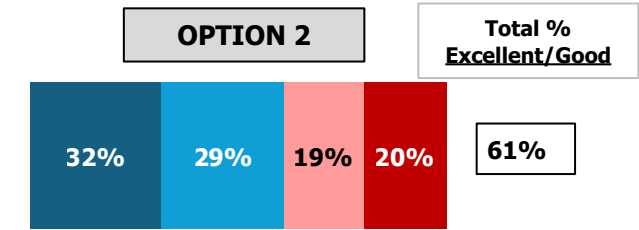
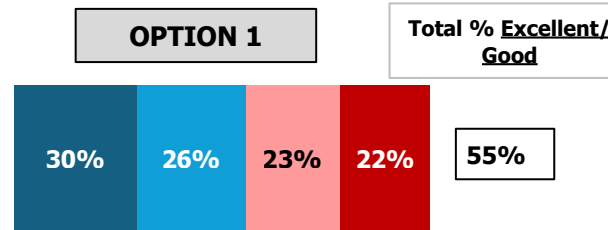
Respondents were shown eight reasons to support a proposed PPD referendum and asked to evaluate the effectiveness of each as a reason to support.

As shown on the next few pages, four of these statements garner “excellent/good” ratings from at least half (49% to 61%) of all voters. The strongest pro-reasons are:

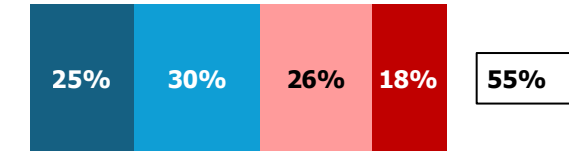
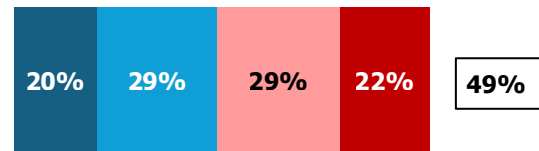
- **Having excellent parks and recreational facilities makes Pekin a more desirable place to live and protects/improves property values.**
 - Slightly more effective among OPTION 2 voters (61% “excellent/good” reason, vs 55% for OPTION 1).
 - Strongest agreement from recent PPD users and Democratic primary voters (consistent among all of the pro- reasons tested).
 - For OPTION 1 voters, higher response also comes from newer local residents and the SE region. Among OPTION 2 voters, women and those in the SW tend to align with this statement.
- **A successful referendum will allow the PPD to fully report and improve roads/parking/sidewalks accessing the Miller Center, Mineral Springs Park, Pekin Sports Complex, and other locations for easier access, better safety, and reduced expenditures for ongoing repairs.**
 - Again, a slightly higher response for OPTION 2 (55%, vs. 49% for OPTION 1). Highest response from younger voters and those with children (OPTION 1) or from women and those in the SW precincts (OPTION 2).
- **The last PPD referendum was in 1980 and since then the District has done its best to stretch limited finances to cover maintenance and upkeep costs but can no longer keep up without additional funds.**
 - Higher support among women and the oldest voters who responded to OPTION 2.
- **The Pavilion requires major repairs to its foundation, porch masonry and interior walls, and addressing this will ensure more safety.**
 - Likewise, strongest support from the oldest voters (especially ages 75+), as well as women responding to OPTION 2.

Effectiveness of Individual Pro-Referendum Arguments, by Referendum Option

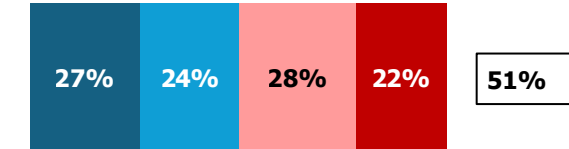
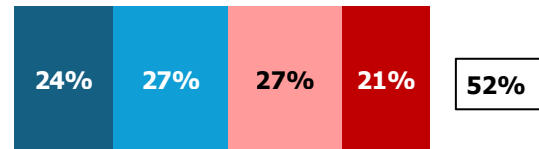
Having excellent parks and recreational facilities and features helps make Pekin a more desirable place to live, which protects and improves our property values.



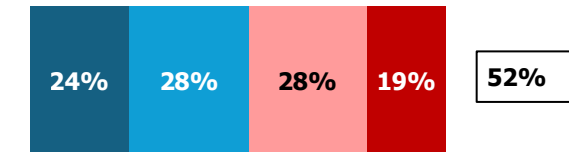
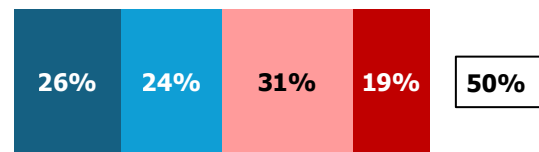
A successful referendum will allow the District to fully repair and improve roads, parking areas, and sidewalks in and around key facilities (Miller Center, Mineral Springs Park, Pekin Park Sports Complex, and others) for easier access and greater safety for all users and will lower expensive repair costs for several years. Much of the District's limited resources are currently being spent on ongoing repairs to these roads, parking lots, and sidewalks.



The last tax referendum sought by the Park District was over 45 years ago in 1980 (which was passed mostly to pay for road repairs). Since then, the District has done its best to stretch its limited finances to cover the most needed repairs and upkeep but can no longer keep up with these costs without additional funds.



The current Pavilion needs major repairs to its foundation, porch, masonry, and interior walls. A successful referendum will provide the funds to address these structural needs and ensure that the Pavilion is safe and more usable for years to come.



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor

■ Excellent
 ■ Good
 ■ Fair
 ■ Poor

Significant Differences: Individual Pro-Referendum Arguments

	OPTION 1	OPTION 2
Having excellent parks and recreational facilities and features helps make Pekin a more desirable place to live, which protects and improves our property values.	(55% Excellent/Good Reason) - Lived in PPD <15 yrs. (66%) - SE region (65%) - PPD users (63%, vs. 19% of non-users) - Democratic primary voters (72%)	(61% Excellent/Good Reason) - Women (69%, vs. 51% of men) - SW region (73%) - PPD users (69%, vs. 23% of non-users) - Democratic primary voters (77%)
A successful referendum will allow the District to fully repair and improve roads, parking areas, and sidewalks in and around key facilities (Miller Center, Mineral Springs Park, Pekin Park Sports Complex, and others) for easier access and greater safety for all users and will lower expensive repair costs for several years. Much of the District's limited resources are currently being spent on ongoing repairs to these roads, parking lots, and sidewalks.	(49% Excellent/Good Reason) - Under age 45 (70%) - Somewhat likely to vote (76%, vs. 47% of very likely voters) - PPD users (57%, vs. 14% of non-users) - Children in household (72%, vs. 44% of those without children) - Democratic primary voters (68%)	(55% Excellent/Good Reason) - Women (62%, vs. 47% of men) - SW region (68%) - Democratic primary voters (68%)
The last tax referendum sought by the Park District was over 45 years ago in 1980 (which was passed mostly to pay for road repairs). Since then, the District has done its best to stretch its limited finances to cover the most needed repairs and upkeep but can no longer keep up with these costs without additional funds.	(52% Excellent/Good Reason) - PPD users (60%, vs. 14% of non-users) - Democratic primary voters (64%)	(51% Excellent/Good Reason) - Women (59%, vs. 41% of men) - Lived in PPD 50+ yrs. (61%) - Ages 65-74 (59%), 75+ (64%) - PPD users (57%, vs. 25% of non-users) - Democratic primary voters (67%)
The current Pavilion needs major repairs to its foundation, porch, masonry, and interior walls. A successful referendum will provide the funds to address these structural needs and ensure that the Pavilion is safe and more usable for years to come.	(50% Excellent/Good Reason) - Ages 75+ (61%) - PPD users (57%, vs. 16% of non-users) - Democratic primary voters (70%)	(52% Excellent/Good Reason) - Women (63% vs. 38% of men) - Lived in PPD 50+ yrs. (62%) - Ages 65-74 (58%), 75+ (71%) - PPD users (57%, vs. 28% of non-users) - Democratic primary voters (76%)

Nearly half (48% to 49%) also agree that the following statement is an excellent/good reason to support the referendum.

➤ **Without additional funds, the District may need to limit access or close some of these parks/facilities.**

- In addition to PPD users and Democratic primary voters, women and SW residents tend to align with this statement for OPTION 2. Strong response also tends to come from non-primary voters.

The three remaining pro- reasons are considered less effective.

➤ **The Sunken Garden Fountain has not been fully functional for years and requires major repairs and maintenance.**

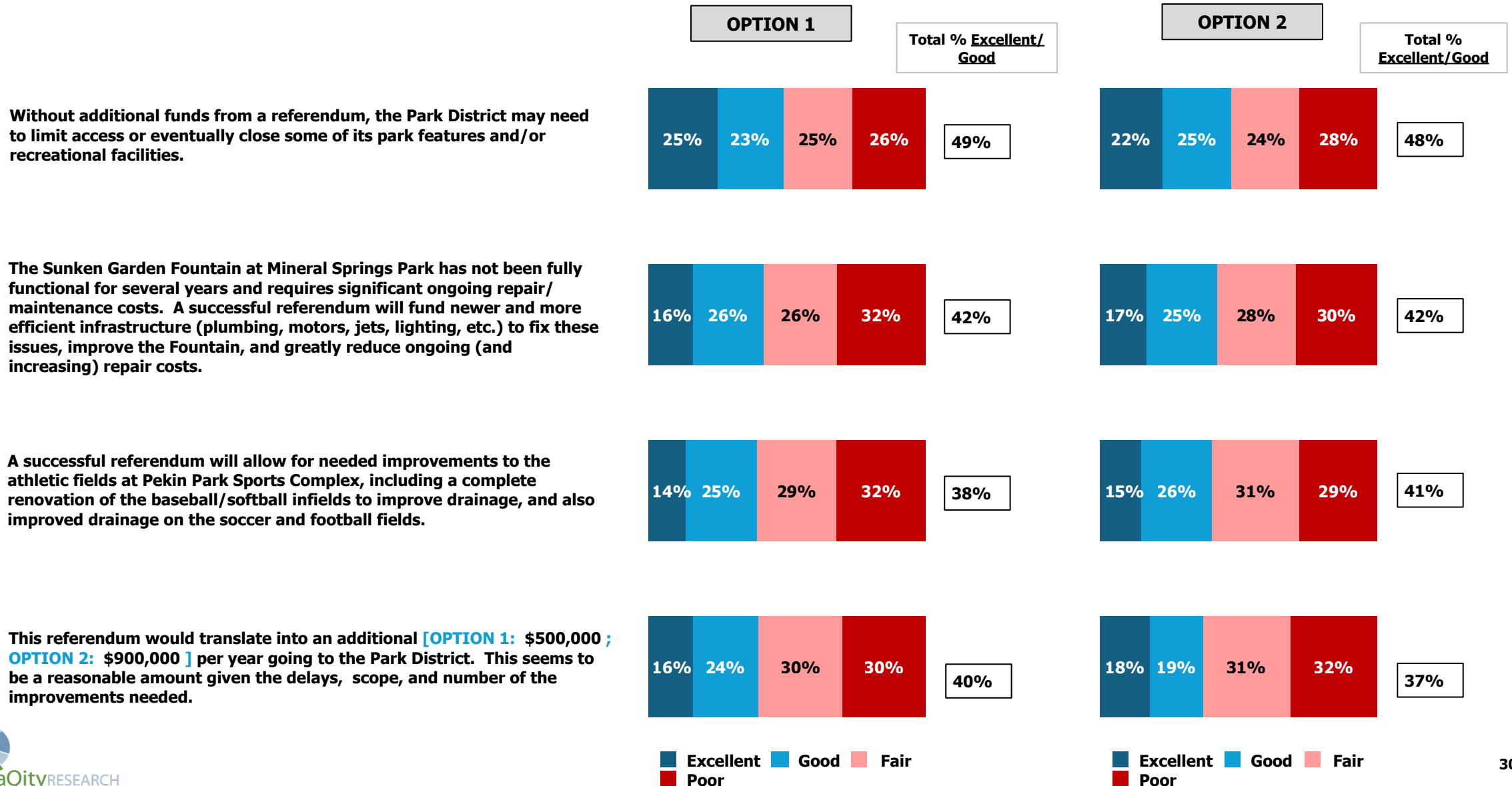
- This resonates slightly more with both the youngest and oldest voters responding to OPTION 1, and also the newest and most long-term PPD residents for OPTION 2.
- Women and those in the SW again tend to agree with this statement for OPTION 2.
- Note that only 13% of respondents reporting using/visiting the Fountain in the past year (see page 11).

➤ **A successful referendum will allow for a complete renovation of the fields and drainage systems at Pekin Park Sports Complex.**

- Again, more effective among OPTION 2 supporters who are women, include both the newest and long-term local residents, and those with children.
- One in four respondents overall (23%) reporting going to the Sports Complex in the past year.

➤ **The referendum will translate into \$500K/\$900K in additional revenues to the District to address these improvements without continued delays.**

- More effective among the oldest voters (OPTION 1) and/or longest-term residents (OPTION 2).

Effectiveness of Individual Pro-Referendum Arguments, by Referendum Option (cont'd)


Significant Differences: Individual Pro-Referendum Arguments (cont'd)

	OPTION 1	OPTION 2
Without additional funds from a referendum, the Park District may need to limit access or eventually close some of its park features and/or recreational facilities.	(49% Excellent/Good Reason) - PPD users (55% vs. 17% of non-users) - Democratic primary voters (67%)	(48% Excellent/Good Reason) - Women (60%, vs. 33% of men) - SW region (59%) - PPD users (54%, vs. 18% of non-users) - Democratic primary voters (66%) and non-primary voters (51%)
The Sunken Garden Fountain at Mineral Springs Park has not been fully functional for several years and requires significant ongoing repair/maintenance costs. A successful referendum will fund newer and more efficient infrastructure (plumbing, motors, jets, lighting, etc.) to fix these issues, improve the Fountain, and greatly reduce ongoing (and increasing) repair costs.	(42% Excellent/Good Reason) - Under age 45 (52%), 65-74 (47%), 75+ (50%) - PPD users (48% vs. 14%) - Democratic primary voters (68%)	(42% Excellent/Good Reason) - Women (54%, vs. 29% of men) - Lived in PPD <15 yrs. (54%), 50+ yrs. (55%) - SW region (61%) - Ages 55-64 (49%), 75+ (51%) - PPD users (49%, vs. 14% of non-users) - Democratic primary voters (63%) and non-primary voters (44%), vs. 27% of Republican primary voters
A successful referendum will allow for needed improvements to the athletic fields at Pekin Park Sports Complex, including a complete renovation of the baseball/softball infields to improve drainage, and also improved drainage on the soccer and football fields.	(38% Excellent/Good Reason) - Lived in PPD 30-49 yrs. (44%) - PPD users (44%, vs. 13% of non-users) - Democratic primary voters (55%)	(41% Excellent/Good Reason) - Women (52%, vs. 27% of men) - Lived in PPD <15 yrs. (58%), 50+ yrs. (47%) - PPD users (46%, vs. 19% of non-users) - Children in household (57%, vs. 37% of those without children) - Democratic primary voters (65%)
This referendum would translate into an additional [OPTION 1: \$500,000 ; OPTION 2: \$900,000] per year going to the Park District. This seems to be a reasonable amount given the delays, scope, and number of the improvements needed.	(40% Excellent/Good Reason) - Ages 65+ (50%) - PPD users (45%, vs. 14% of non-users) - Democratic primary voters (57%)	(37% Excellent/Good Reason) - Lived in PPD 50+ yrs. (51%) - PPD users (42%, vs. 16% of non-users)

When asked which statement represents the strongest pro-referendum argument, the top responses (mostly among supporters) are:

➤ **Having excellent parks and recreational facilities makes Pekin a more desirable place to live and protects/improves property values.**

- The top reason for OPTION 1 voters (23%), especially among women, younger and newer residents, those in the east regions, and households with children.
- This is a close second top reason among OPTION 2 voters (15% top reason), with higher response coming from the NE region and recent PPD users.
- Note that these and the other top pro- reasons resonate mostly with referenda supporters. Relatively few opponents (14% or less) select a single top pro-statement.

➤ **The last PPD referendum was in 1980 and since then the District has done its best to stretch limited finances to cover maintenance and upkeep costs but can no longer keep up without additional funds.**

- Selected by 16% of OPTION 1 respondents, with the highest response coming from the oldest voters (ages 65+) and recent PPD users.
- Similarly, the OPTION 2 voters selecting this (21% as the strongest pro- statement) tend to be PPD users.

➤ **Without additional funds, the District may need to limit access or close some of these parks/facilities.**

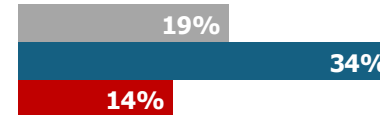
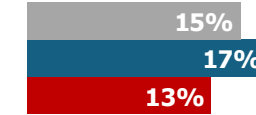
- Men responding to OPTION 1 tend to agree most with this statement, as do voters ages 55-64.
- OPTION 2 voters selecting this as the top argument tend to be younger, live in the NW region and are PPD users. Note that 23% of “not strong” opponents identify this as the most effective pro- reason.

➤ **A successful referendum will allow the PPD to fully repair and improve roads/parking/sidewalks accessing the Miller Center, Mineral Springs Park, Pekin Sports Complex, and other locations for easier access, better safety, and reduced expenditures for ongoing repairs.**

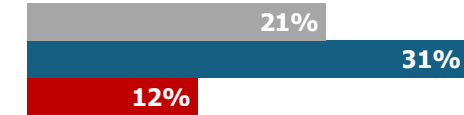
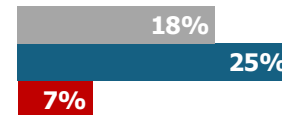
- Most effective among the most long-term OPTION 1 voters (lived in PPD 50+ years), and the oldest OPTION 2 voters (ages 75+).

Most Effective Pro-Referendum Argument, by Option

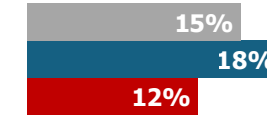
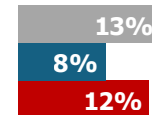
Having excellent parks and recreational facilities and features helps make Pekin a more desirable place to live, which protects and improves our property values.

OPTION 1

OPTION 2


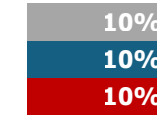
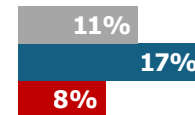
The last tax referendum sought by the Park District was over 45 years ago in 1980 (which was passed mostly to pay for road repairs). Since then, the District has done its best to stretch its limited finances to cover the most needed repairs and upkeep but can no longer keep up with these costs without additional funds.



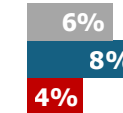
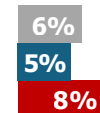
Without additional funds from a referendum, the Park District may need to limit access or eventually close some of its park features and/or recreational facilities.



A successful referendum will allow the District to fully repair and improve roads, parking areas, and sidewalks in and around key facilities (Miller Center, Mineral Springs Park, Pekin Park Sports Complex, and others) for easier access and greater safety for all users and will lower expensive repair costs for several years. Much of the District's limited resources are currently being spent on ongoing repairs to these roads, parking lots, and sidewalks.



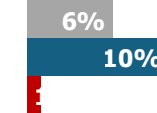
The current Pavilion needs major repairs to its foundation, porch, masonry, and interior walls. A successful referendum will provide the funds to address these structural needs and ensure that the Pavilion is safe and more usable for years to come.



This referendum would translate into an additional **[OPTION 1: \$500,000 ; OPTION 2: \$900,000]** per year going to the Park District. This seems to be a reasonable amount given the delays, scope, and number of the improvements needed.



■ All (n=225)
 ■ Initial Supporters (n=104)
 ■ Initial Opponents (n=118)



■ All (n=234)
 ■ Initial Supporters (n=108)
 ■ Initial Opponents (n=126)

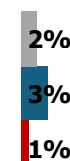
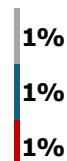
Most Effective Pro-Referendum Argument, by Option (cont'd)

The Sunken Garden Fountain at Mineral Springs Park has not been fully functional for several years and requires significant ongoing repair/maintenance costs. A successful referendum will fund newer and more efficient infrastructure (plumbing, motors, jets, lighting, etc.) to fix these issues, improve the Fountain, and greatly reduce ongoing (and increasing) repair costs.

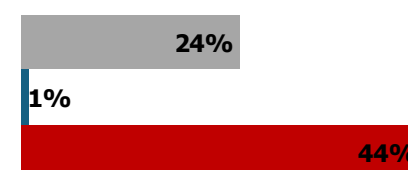
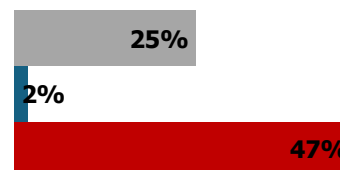
OPTION 1

OPTION 2


A successful referendum will allow for needed improvements to the athletic fields at Pekin Park Sports Complex, including a complete renovation of the baseball/softball infields to improve drainage, and also improved drainage on the soccer and football fields.



No answer/None



All (n=225)
 Initial Supporters (n=104)
 Initial Opponents (n=118)

All (n=xx)
 Initial Supporters (n=108)
 Initial Opponents (n=126)

The statistically meaningful differences described on page 32 when identifying the strongest pro-referendum statement are outlined below and on the following pages.

Significant Differences: Most Effective Pro-Referendum Arguments

	OPTION 1	OPTION 2
Having excellent parks and recreational facilities and features helps make Pekin a more desirable place to live, which protects and improves our property values.	(23% Overall) - Women (29%, vs. 15% of men) - Lived in PPD <15 yrs. (50%) - NE (26%) and SE regions (32%) - Under age 45 (43%) - Somewhat likely to vote (54%, vs. 20% of very likely voters) - PPD users (26%, vs. 8% of non-users) - Children in household (49%, vs. 17% of those without children)	(15% Overall) - NE region (20%) - PPD users (16%, vs. 7% of non-users)
The last tax referendum sought by the Park District was over 45 years ago in 1980 (which was passed mostly to pay for road repairs). Since then, the District has done its best to stretch its limited finances to cover the most needed repairs and upkeep but can no longer keep up with these costs without additional funds.	(16% Overall) - Ages 65+ (22%) - PPD users (19%, vs. 2% of non-users)	(21% Overall) PPD users (23%, vs. 11% of non-users)
Without additional funds from a referendum, the Park District may need to limit access or eventually close some of its park features and/or recreational facilities.	(10% Overall) - Men (18%, vs. 5% of women) - Lived in PPD 15-29 yrs. (22%) - Ages 55-64 (14%)	(15% Overall) - Lived in PPD 15-29 yrs. (24%) - NW region (21%) - Under age 45 (28%) - PPD users (17%, vs. 6% of non-users) - Initial "not strong" opponents (23%)`
A successful referendum will allow the District to fully repair and improve roads, parking areas, and sidewalks in and around key facilities (Miller Center, Mineral Springs Park, Pekin Park Sports Complex, and others) for easier access and greater safety for all users and will lower expensive repair costs for several years. Much of the District's limited resources are currently being spent on ongoing repairs to these roads, parking lots, and sidewalks.	(12% Overall) - Lived in PPD 50+ yrs. (15%) - No children in household under age 5 (18%, vs. 4% of those with children under age 5)	(10% Overall) - Lived in PPD 15-29 yrs. (22%) - Ages 75+ (16%)

The remaining statements below are considered weaker pro-referendum reasons by comparison. Not surprisingly, referendum opponents tend to report that “none” of the pro- statements are effective reasons (along with non-PPD users – along with men responding to OPTION 2).

Significant Differences: Most Effective Pro-Referendum Arguments (cont’d)

	OPTION 1	OPTION 2
The current Pavilion needs major repairs to its foundation, porch, masonry, and interior walls. A successful referendum will provide the funds to address these structural needs and ensure that the Pavilion is safe and more usable for years to come.	(7% Overall) Lived in PPD 50+ yrs. (12%)	(6% Overall) SW region (123%)
This referendum would translate into an additional [OPTION 1: \$500,000 ; OPTION 2: \$900,000] per year going to the Park District. This seems to be a reasonable amount given the delays, scope, and number of the improvements needed.	(3% Overall) Ages 65-74 (9%)	(6% Overall) Lived in PPD 50+ yrs. (12%)
The Sunken Garden Fountain at Mineral Springs Park has not been fully functional for several years and requires significant ongoing repair/ maintenance costs. A successful referendum will fund newer and more efficient infrastructure (plumbing, motors, jets, lighting, etc.) to fix these issues, improve the Fountain, and greatly reduce ongoing (and increasing) repair costs.	(3% Overall) No statistically meaningful differences	(2% Overall) No statistically meaningful differences
A successful referendum will allow for needed improvements to the athletic fields at Pekin Park Sports Complex, including a complete renovation of the baseball/softball infields to improve drainage, and also improved drainage on the soccer and football fields.	(1% Overall) No statistically meaningful differences	(2% Overall) No statistically meaningful differences
None/NA	(26% Overall) - Lived in PPD 30-49 yrs. (35%) - Ages 45-54 (40%) - Non-PPD users (67%, vs. 18% of users) - Republican primary voters (35%) - All initial opponents (47%), especially initial “strong” opponents (63%)	(24% Overall) - Men (34%, vs. 16% of women) - Non-PPD users (52%, vs. 18% of users) - All initial opponents (44%), especially initial “strong” opponents (51%)

IV. Anti-Referenda Arguments

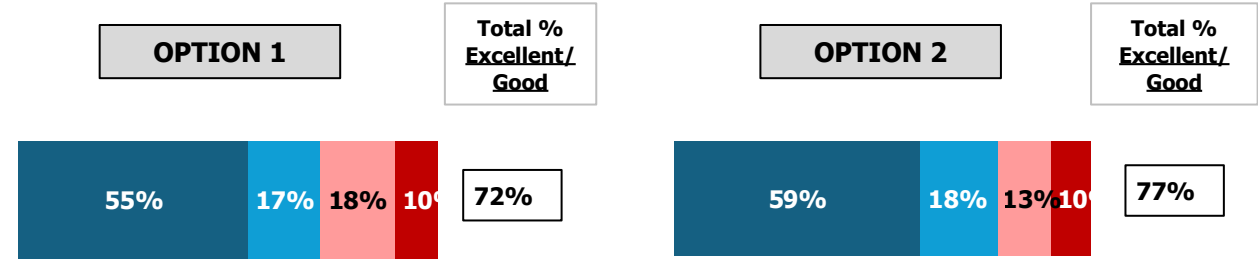
Respondents also evaluated nine anti-referendum arguments and rated the effectiveness of each as a reason to be opposed.

While no more than 61% of respondents rated any of the pro- referendum arguments “excellent/good” reasons to support, roughly two-thirds (or more) rated five of the anti- statements as strong opposition reasons. By far the strongest are:

- **Illinois has some of the highest property taxes in the country and should be cut or kept from increasing further.**
 - Strongest among relatively newer residents, and non-PPD voters. In addition to receiving stronger response from Republican primary voters, a majority of Democratic primary voters and “not strong” referendum supporters concede this is an “excellent/good” reason to be opposed.
- **Adding \$27.54 to \$49.56 per \$100K of a home’s value will be difficult to many (e.g., those on fixed incomes) who cannot afford this.**
 - The actual dollar impact ranks second among the strongest anti- reasons. It resonates among all groups, including at least 62% of “not strong” referendum supporters (both options) and also most Democratic primary voters (OPTION 2) as an “excellent/good” reason.
- **The November ballot may also include a 1% Tazewell County sales tax request to help fund county schools, and I cannot afford two tax increases.**
 - This is especially effective among voters ages 45-54, non-PPD users, and (among OPTION 2 voters) those in the SW. Likewise, many Democratic primary voters and initial “not strong” referendum supporters agree that this is an effective argument.
- **Given current inflation high interest rates, along with overall economic uncertainty, now is not the time to ask for higher taxes.**
 - Among OPTION 1 voters, those without children tend to align with this statement. Among OPTION 2 voters, agreement tends to come from those under age 65, and non-PPD users. Nearly half of Democratic primary voters also agree with this statement.
- **Property taxes are too high already, and I oppose any property tax increase.**
 - This resonates most among those aged 45-54 and non-PPD users (both options). Nearly half of “not strong” supporters also agree.

Effectiveness of Individual Anti-Referendum Arguments, by Option

Illinois has some of the highest property taxes in the country. We need to start finding ways to cut them or keep them from increasing further.



While adding [OPTION 1: \$27.54 ; OPTION 2: \$49.56] per \$100,000 of a home's value may seem reasonable to some, there are many in this area who are retired or on fixed incomes that cannot afford this.



On the November ballot, there may also be a referendum to raise the Tazewell County sales tax by 1% in order to help fund county schools. If both end up on the ballot, I cannot afford or do not want to pay for two tax increases.



Property taxes are too high already, and I oppose any property tax increase.



With the current rate of inflation, high interest rates, and overall economic uncertainty, now is not the time to ask for a tax referendum or borrow money.



Excellent
Good
Fair
Poor

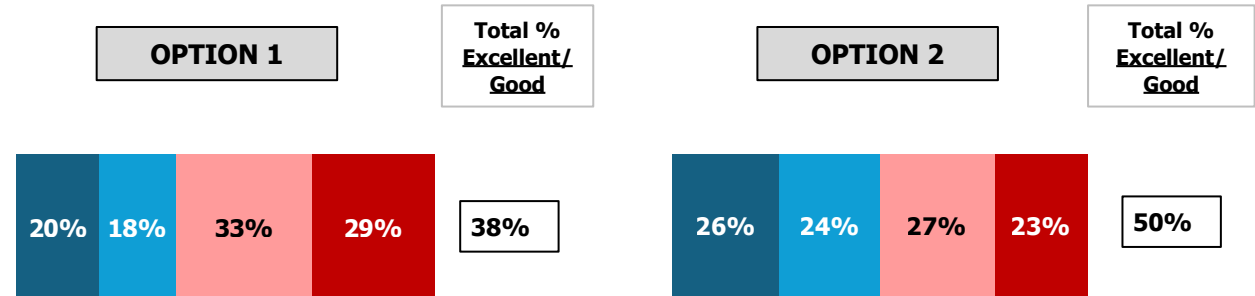
Excellent
Good
Fair
Poor

The four remaining anti-referendum reasons are deemed less effective (see next page).

- For OPTION 2, The \$900K increase per year in PPD operational funds is seen as a slightly stronger anti- reason (50% “excellent/good” reason to be opposed), vs. the \$500K increase that OPTION 1 represents (38%).
- Only about two in five (40% to 44%) feel that waste or unnecessary PPD spending is an “excellent/good” reason to be opposed. This reflects the strong overall esteem ratings that voters have for the District.
- About a third would rather see higher user fees instead of a tax increase.
- Personal non-usage of the District parks and facilities is by far considered the weakest reason to be opposed.

Effectiveness of Individual Anti-Referendum Arguments, by Option (cont'd)

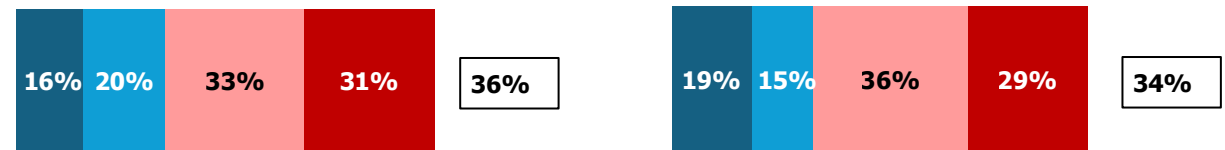
This referendum would translate into an additional [OPTION 1: \$500,000 ; OPTION 2: \$900,000] per year going to the Park District. This seems to be too much money, and the Park District should scale back its plans to focus only on the most needed improvements, and then come back with a lower, more affordable amount.



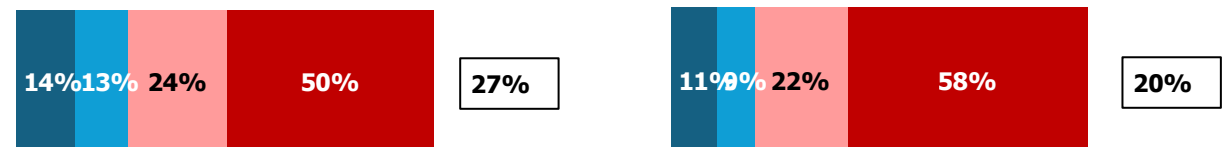
I feel that there is waste and unnecessary spending at the Park District. It should first cut spending and waste before asking for a tax increase.



If the Park District needs more money, it should add or increase fees instead of asking for more tax dollars.



My household does not use the Pekin Park District parks or facilities and would not benefit from any proposed improvements.



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor

■ Excellent
 ■ Good
 ■ Fair
 ■ Poor

Significant Differences: Individual Anti-Referendum Arguments

	OPTION 1	OPTION 2
Illinois has some of the highest property taxes in the country. We need to start finding ways to cut them or keep them from increasing further.	(72% Excellent/Good Reason) - Lived in PPD <15 yrs. (82%) - Non-PPD users (90%, vs. 68% of users) - Republican primary voters (89%), as well as majorities of Democratic primary voters (59%) and non-primary voters (69%) - A majority of initial "not strong" supporters (57%), and a third of initial "strong" supporters (33%)	(77% Excellent/Good Reason) - Lived in PPD 15-29 yrs. (87%) - Non-PPD users (87%, vs. 75% of users) - Republican primary voters (86%), plus majorities of Democratic primary voters (56%) and non-primary voters (78%) - A majority of initial "not strong" supporters (72%) and over a third of initial "strong" supporters (38%)
While adding [OPTION 1: \$27.54 ; OPTION 2: \$49.56] per \$100,000 of a home's value may seem reasonable to some, there are many in this area who are retired or on fixed incomes that cannot afford this.	(72% Excellent/Good Reason) - Lived in PPD <15 yrs. (83%) - SW region (84%) - PPD non-users (83%, vs. 69% of users) - Two thirds of initial "not strong" supporters (66%)	(74% Excellent/Good Reason) - Ages 55-64 (87%) - Non-PPD users (86%, vs. 72% of users) - Republican primary voters (86%), as well as majorities of Democratic primary voters (60%) and 74% of non-primary voters - A majority of initial "not strong" supporters (62%)
On the November ballot, there may also be a referendum to raise the Tazewell County sales tax by 1% in order to help fund county schools. If both end up on the ballot, I cannot afford or do not want to pay for two tax increases.	(65% Excellent/Good Reason) - Lived in PPD <15 yrs. (80%), 15-29 yrs. (71%) - Ages 45-54 (72%), 55-64 (76%) - Non-PPD users (82%, vs. 62% of users) - Republican primary voters (76%), and also a majority of Democratic primary voters (53%) and non-primary voters (65%) - Over half (53%) of initial "not strong" supporters	(71% Excellent/Good Reason) - Lived in PPD 15-49 yrs. (79%) - SW region (81%) - Ages 45-54 (84%) - PPD non-users (81%, vs. 68% of users) - Republican primary voters (85%), plus at least half of Democratic primary (51%) and non-primary voters (69%) - Two-thirds of initial "not strong" supporters (65%) and a third of initial "strong" supporters (33%)
With the current rate of inflation, high interest rates, and overall economic uncertainty, now is not the time to ask for a tax referendum or borrow money.	(58% Excellent/Good Reason) - Non-PPD users (79%, vs. 54% of users) - No children in household (62%, vs. 42% of those with children) - Republican primary voters (66%), as well as nearly half of Democratic primary voters (47%) and most non-primary voters (59%)	(67% Excellent/Good Reason) - Lived in PPD 15-29 yrs. (83%), - Under age 55 (78%), 55-64 (73%) - Non-PPD users (79%, vs. 64% of users) - Republican primary voters (79%), as well as half of Democratic primary voters (51%) and most non-primary voters (66%) - Nearly half of "not strong" supporters (46%)

Significant Differences: Individual Anti-Referendum Arguments (cont'd)

	OPTION 1	OPTION 2
Property taxes are too high already, and I oppose any property tax increase.	(63% Excellent/Good Reason) - Ages 45-54 (70%), 55-64 (81%) - Non-PPD users (90%, vs. 57% of users) - Republican primary voters (76%), as well as a majority of Democratic primary voters (56%) and non-primary voters (58%) - Nearly half of "not strong" supporters (46%)	(66% Excellent/Good Reason) - Lived in PPD 15-29 yrs. (79%) - Ages 45-54 (84%) - Non-PPD users (86%, vs. 62% of users) - Nearly half of "not strong" supporters (43%)
This referendum would translate into an additional [OPTION 1: \$500,000 ; OPTION 2: \$900,000] per year going to the Park District. This seems to be too much money, and the Park District should scale back its plans to focus only on the most needed improvements, and then come back with a lower, more affordable amount.	(38% Excellent/Good Reason) - Ages 55-64 (45%), 65-74 (48%) - Non-PPD users (70%, vs. 31% of users) - No children in household (42%, vs. 20% of those with children)	(50% Excellent/Good Reason) < consistent among all subgroups, no statistically meaningful differences >
I feel that there is waste and unnecessary spending at the Park District. It should first cut spending and waste before asking for a tax increase.	(44% Excellent/Good Reason) - Ages 55-64 (55%) - Non-PPD users (72%, vs. 38% of users) - Republican primary voters (54%)	(40% Excellent/Good Reason) - Men (50%, vs. 33% of women) - Very likely to vote (42%, vs. 14% of those somewhat likely to vote) - Non-PPD users (61%, vs. 35% of users)
If the Park District needs more money, it should add or increase fees instead of asking for more tax dollars.	(36% Excellent/Good Reason) Non-PPD users (66%, vs. 30% of users)	(34% Excellent/Good Reason) - Women (40%, vs. 28% of men) - Ages 55-64 (50%) - Non-PPD users (53%, vs. 30% of users)
My household does not use the Pekin Park District parks or facilities and would not benefit from any proposed improvements.	(27% Excellent/Good Reason) - SW region (36%) - Ages 45-54 (42%) - Non-PPD users (65%, vs. 19% of users) - No children in household (32%, vs. 4% of those with children)	(20% Excellent/Good Reason) - NE region (27%) - Ages 45-64 (30%) - Non-PPD users (58%, vs. 11% of users) - No children in household (23%, vs. 9% of those with children)

By far, the two strongest anti-referendum arguments are (see next few pages):

➤ **Illinois has some of the highest property taxes in the country and need to be cut or kept from further increases.**

- Equally effective among both supporters and opponents to either PPD referendum option (strong agreement), and especially among Republican primary voters.
- Stronger response for OPTION 1 voters in the NW, and from OPTION 2 voters aged 45-54.

➤ **Property taxes are too high as it is, and I oppose any additional increase.**

- Likewise, strongest among Republican voters, as well as either the most long-term local residents (OPTION 1) or the oldest voters ages 75+ (OPTION 2).

At least one in ten voters also identify the next two anti-referendum statements as most effective.

➤ **With the current rate of inflation and high interest rates, now is not the time to ask for a tax referendum or borrow money.**

- Current economic conditions – especially inflation – are seen as an effective reason to be opposed (both options).
- Women who responded to OPTION 1 tend to select this reason, as did SW voters for OPTION 2.

➤ **The additional \$27.54/\$49.56 annually per \$100K in a home's value will be difficult for many to afford.**

- The actual financial impact resonates most with the oldest residents, those in the SW region, and Democratic primary voters for OPTION 1.
- Women responding to OPTION 2 tend to select this reason as most effective.

The remaining opposition arguments – while generally strong individually – are mentioned far less often as the #1 anti-referendum argument (see pages 45 to 47).

➤ Note that all but 6% to 9% of all respondents were able to identify at least one statement that is a strong reason to be opposed (far fewer than the 24% to 25% who found none of the pro-referendum arguments convincing).

Most Effective Anti-Referendum Argument, by Option
OPTION 1
OPTION 2

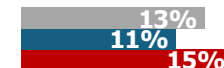
Illinois has some of the highest property taxes in the country. We need to start finding ways to cut them or keep them from increasing further.



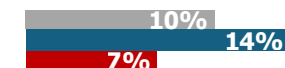
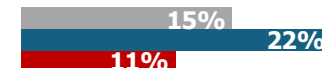
Property taxes are too high already, and I oppose any property tax increase.



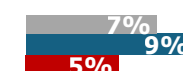
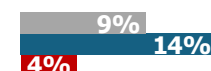
With the current rate of inflation, high interest rates, and overall economic uncertainty, now is not the time to ask for a tax referendum or borrow money.



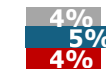
While adding [OPTION 1: \$27.54 ; OPTION 2: \$49.56] per \$100,000 of a home's value may seem reasonable to some, there are many in this area who are retired or on fixed incomes that cannot afford this.



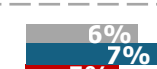
On the November ballot, there may also be a referendum to raise the Tazewell County sales tax by 1% in order to help fund county schools. If both end up on the ballot, I cannot afford or do not want to pay for two tax increases.



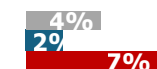
If the Park District needs more money, it should add or increase fees instead of asking for more tax dollars.



This referendum would translate into an additional [OPTION 1: \$500,000 ; OPTION 2: \$900,000] per year going to the Park District. This seems to be too much money, and the Park District should scale back its plans to focus only on the most needed improvements, and then come back with a lower, more affordable amount.



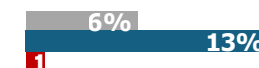
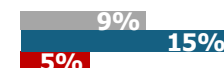
I feel that there is waste and unnecessary spending at the Park District. It should first cut spending and waste before asking for a tax increase.



My household does not use the Pekin Park District parks or facilities and would not benefit from any proposed improvements.



No answer/None



Significant Differences: Most Effective Anti-Referendum Arguments

	OPTION 1	OPTION 2
Illinois has some of the highest property taxes in the country. We need to start finding ways to cut them or keep them from increasing further.	(21% Overall) - NW region (36%) - Republican primary voters (25%)	(23% Overall) - Ages 45-54 (42%) - Republican primary voters (29%)
Property taxes are too high already, and I oppose any property tax increase.	(22% Overall) - Lived in PPD 50+ yrs. (26%) - Republican primary voters (32%)	(21% Overall) Ages 75+ (29%)
With the current rate of inflation, high interest rates, and overall economic uncertainty, now is not the time to ask for a tax referendum or borrow money.	(13% Overall) - Women (16%, vs. 8% of men) - Lived in PPD <15 yrs. (28%) - Under age 45 (21%), 45-54 (24%) - Non-primary voters (19%)	(19% Overall) - Lived in PPD <15 yrs. (27%) - SW region (27%) - Under age 45 (32%)
While adding [OPTION 1: \$27.54 ; OPTION 2: \$49.56] per \$100,000 of a home's value may seem reasonable to some, there are many in this area who are retired or on fixed incomes that cannot afford this.	(15% Overall) - Lived in PPD 15-29 yrs. (24%) - SW region (26%) - Ages 75+ (24%) - Democratic primary voters (36%)	(10% Overall) Women (14%, vs. 6% of men)
On the November ballot, there may also be a referendum to raise the Tazewell County sales tax by 1% in order to help fund county schools. If both end up on the ballot, I cannot afford or do not want to pay for two tax increases.	(9% Overall) - Women (12%, vs. 4% of men) - Lived in PPD 30-49 yrs. (15%) - Ages 55-64 (19%) - PPD users (10%, vs. 2% of non-users)	(7% Overall) - Men (10%, vs. 4% of women) - Children in household (19%, vs. 4% of those without children)

Significant Differences: Most Effective Anti-Referendum Arguments (cont'd)

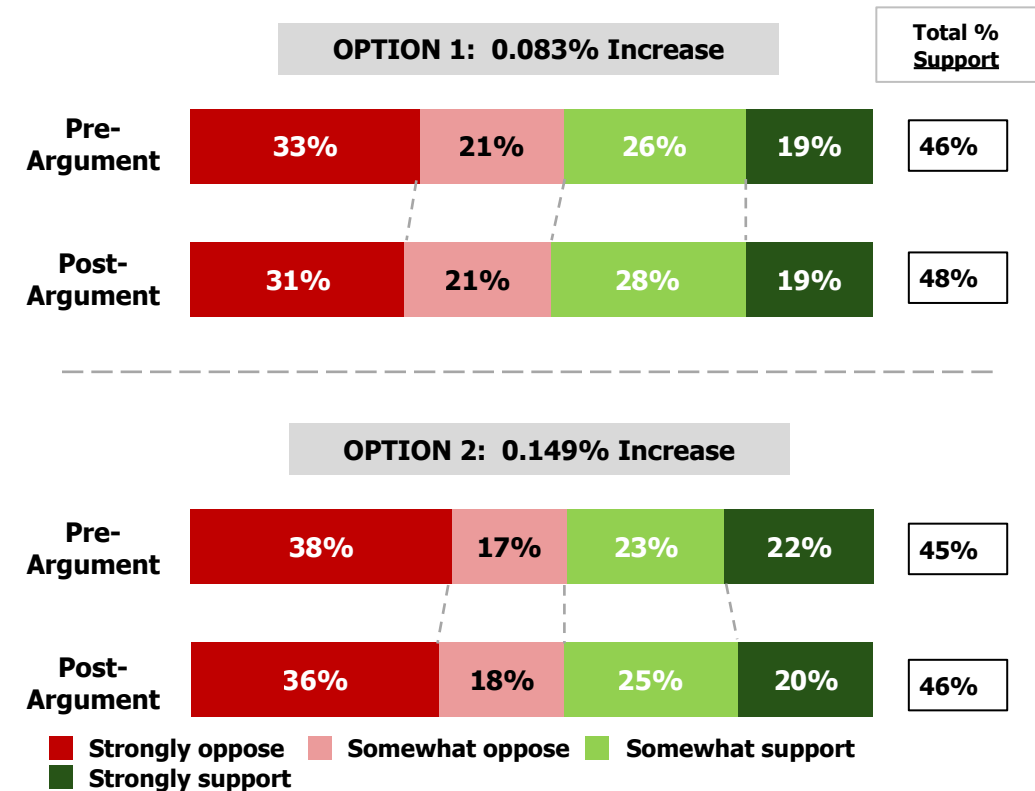
	OPTION 1	OPTION 2
If the Park District needs more money, it should add or increase fees instead of asking for more tax dollars.	(4% Overall) No statistically meaningful differences	(4% Overall) - Ages 65-74 (11%) - Democratic primary voters (16%) - Initial "not strong" supporters (10%)
This referendum would translate into an additional [OPTION 1: \$500,000 ; OPTION 2: \$900,000] per year going to the Park District. This seems to be too much money, and the Park District should scale back its plans to focus only on the most needed improvements, and then come back with a lower, more affordable amount.	(1% Overall) No statistically meaningful differences	(6% Overall) Initial "not strong" supporters (13%)
I feel that there is waste and unnecessary spending at the Park District. It should first cut spending and waste before asking for a tax increase.	(3% Overall) No statistically meaningful differences	(4% Overall) Men (8%, vs. 2% of women)
My household does not use the Pekin Park District parks or facilities and would not benefit from any proposed improvements.	(3% Overall) No statistically meaningful differences	(1% Overall) No statistically meaningful differences
None are best/No answer	(9% Overall) NW region (18%)	(6% Overall) - Lived in PPD 50+ yrs. (12%) - Initial "strong" supporters (23%)

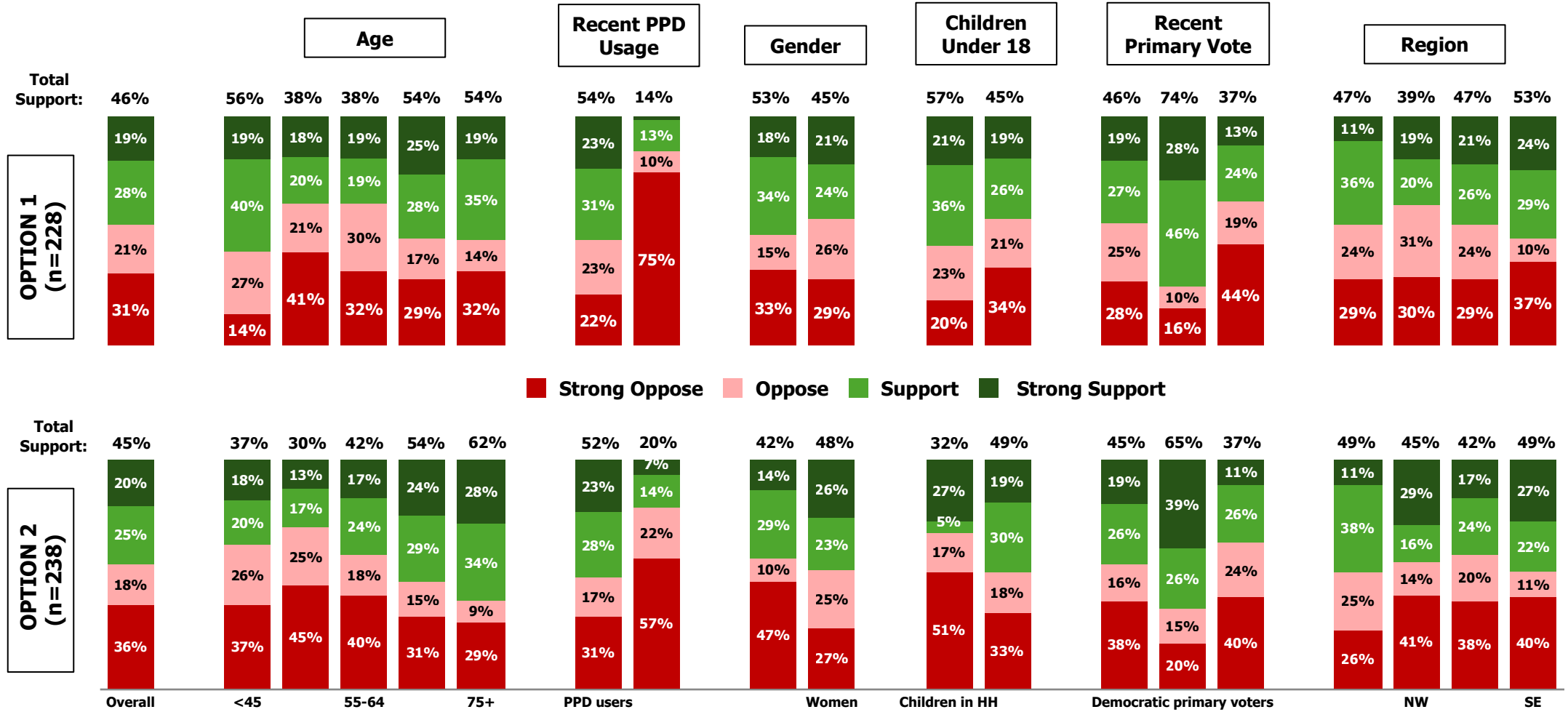
V. Post-Argument Referenda Vote and Top Priorities

After considering both sets of arguments, overall levels of support and opposition remain virtually unchanged. Post-argument support for both options increased by 1% to 2% -- still well within the margins of error.

Most of this shift to support is “not strong”, and the level of “strong” support either held the same or decreased slightly. As before, supporters tend to be older, recent PPD users, Democratic primary voters, and (for OPTION 1 only) those with children – see next page.

Q13. Thinking about the previous ballot wording and the arguments that you read both for and against the referendum, if the November election were tomorrow and this question were on the ballot, would you oppose or support this referendum?

Post-Argument Referendum Vote, by Referendum Option


Pre-Argument Vote by Key Segments


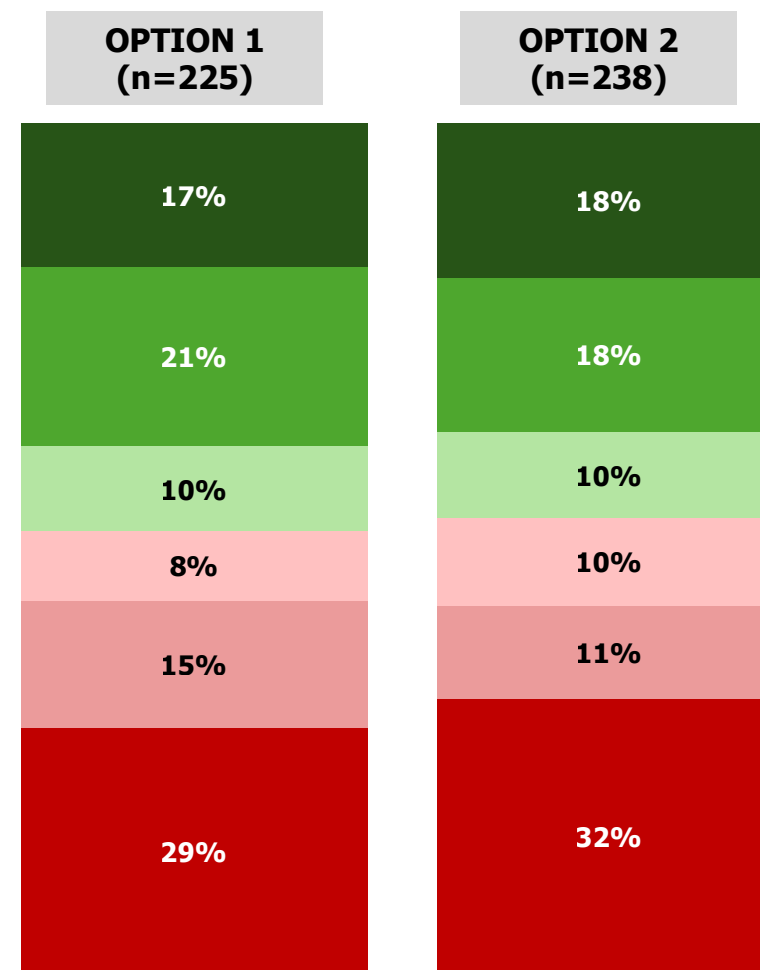
As reported, relatively few change their opinions after hearing the arguments both for and against, and the gains in support are offset by similar attrition to the opposition.

Among the few who shift more “toward” support after the arguments (n=47), the top “best pro-referendum” reasons are:

- **A successful referendum will allow full repairs to streets/parking/sidewalks near Miller Center, Mineral Springs Park, Pekin Park Sports Complex, etc. (21%).**
- **The last PPD referendum was in 1980, and the District cannot stretch its finances further without an increase (19%).**
- **Without the referendum, PPD may need to limit access to/close some parks and facilities (17%).**
- **Having excellent parks and rec facilities make Pekin a more desirable place to live and improves home values (16%).**

Those shifting more toward opposition (n=43) tend to agree most with the following:

- **Property taxes are too high already/oppose further increases (26%).**
- **Given inflation and economic uncertainty, now is not a good time (23%).**
- **Illinois already has some of the highest property taxes in the US (19%).**
- **\$27.54/\$49.56 more per \$100K in home value is too much (12%).**

Shifts in Pre- vs. Post-Argument Vote Questions


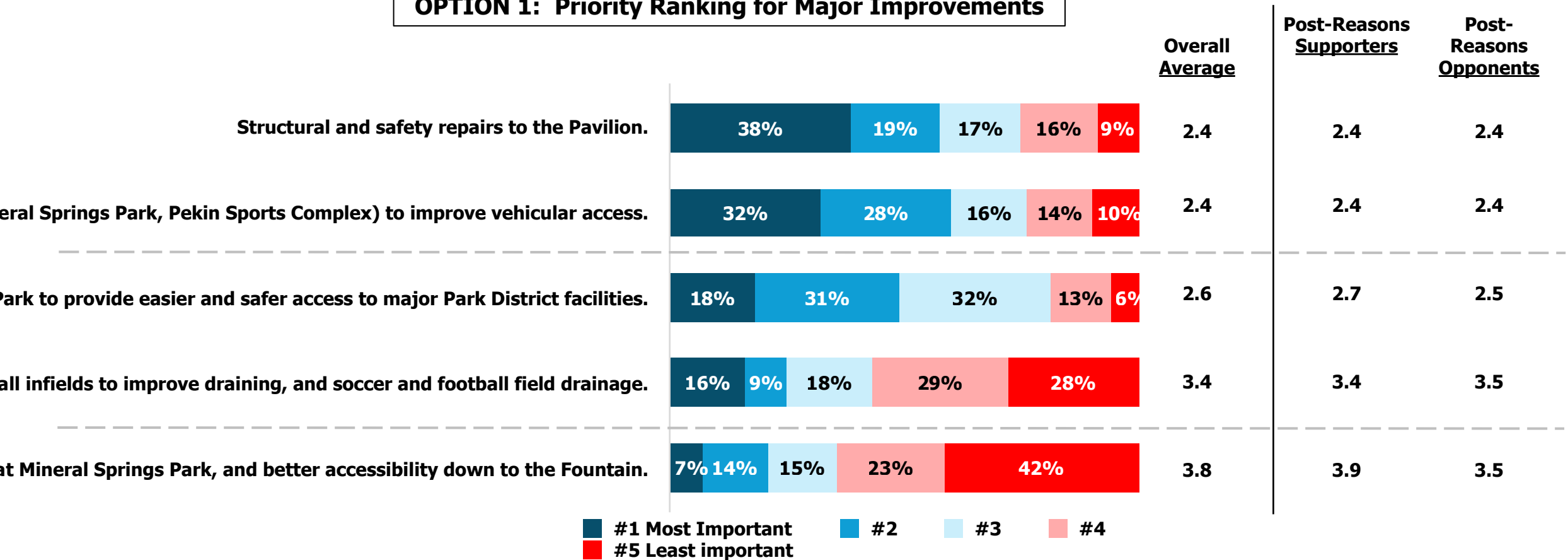
If either referendum option were to pass, voters clearly place the top priority on needed improvements at the Pavilion and road repairs at and around major facilities including the Miller Center, Mineral Springs Park, and Pekin Sports Complex (see next two pages). These priorities are consistent for both tax referenda options tested.

Voters are least interested in improvements at less-visited/less-used locations such as improved fields and drainage at the Pekin Park Sports Complex, and at the Sunken Garden Fountain (lowest average priority ratings).

- Note that among OPTION 2 voters, opponents place a slightly higher importance on improving the Sports Complex fields (more so than supporters).
- Conversely, OPTION 2 supporters tend to place a higher-than-average (though still lower) priority on improving the infrastructure and accessibility at the Sunken Garden Fountain. OPTION 2 opponents are by far least interested in this option.

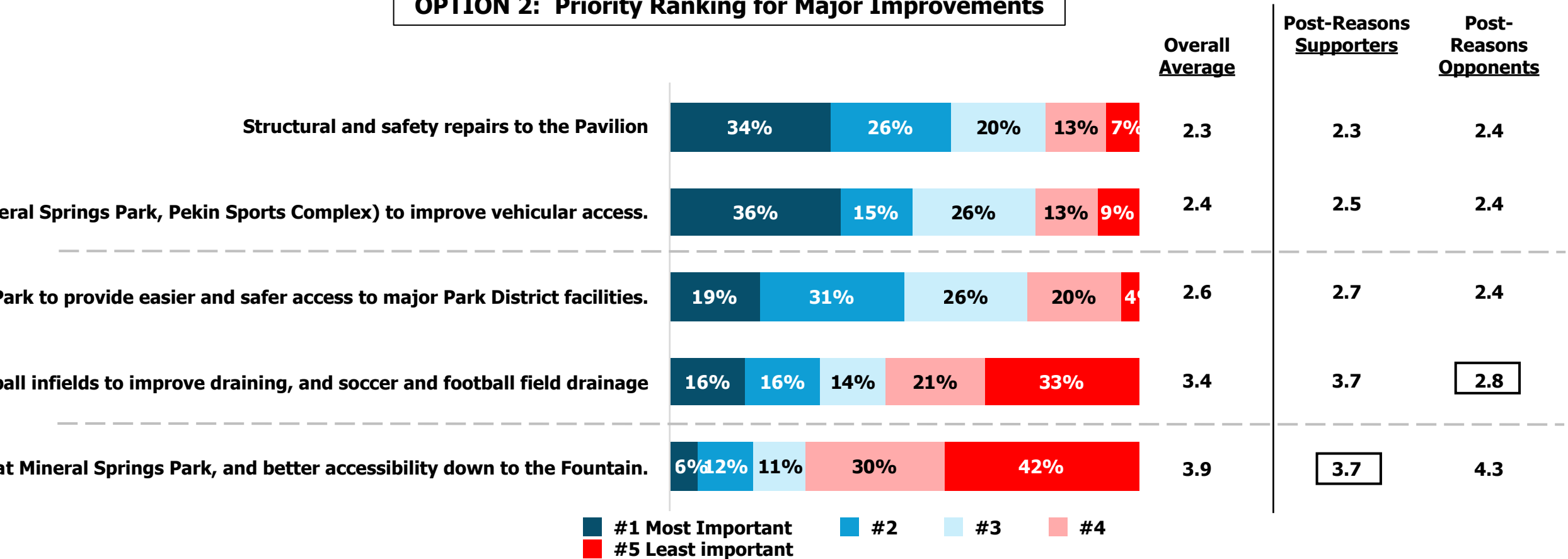
OPTION 1: Priority Ranking for Major Improvements

Average Priority Rankings *



OPTION 2: Priority Ranking for Major Improvements

Average Priority Rankings *



* Lower average rankings = higher priority (as #1=most important, #6=least important). = statistically significant (more important)

Appendix: Questionnaire

Topline Survey Results for the Pekin Park District (6/24/2026)
(n=468 registered likely voters; dates of interviewing May 22-June 21, 2026)

Q1. How long have you lived in Pekin?

Total	Total 468
Unweighted Total	467
Less than 5 years	5%
5-9 years	6%
10-19 years	13%
20-29 years	11%
30+ years	64%
Mean	38.44
Median	39.00

Q2. Are you registered to vote at your current address?

Total	Total 468
Unweighted Total	462
Yes	100%
No	-

Q3. How likely is it that you will vote in the upcoming general election in November?

Total	Total 468
Unweighted Total	467
Very likely	93%
Somewhat likely	7%
Not very likely	-
Not at all likely	-

Q4. Rate your overall opinion of the Pekin Park District.

Total	Total 468
Unweighted Total	467
Highest regard (9-10)	36%
Great (8)	21%
Good (6-7)	19%
Neutral (5)	13%
Poor (0-4)	10%
0	1%
1	1%
2	3%
3	3%
4	3%
5	13%
6	5%
7	14%
8	21%
9	11%
10	24%
Mean	7.40
Median	8.00
Unfamiliar	2%

Q5. Prior to this survey, have you heard or read anything about a potential referendum for the Pekin Park District?

Total	Total 468
Unweighted Total	468
Yes	7%
No/Do not recall	93%

Q7. Do you support or oppose the referendum?

7. The Pekin Park District is considering a voter referendum on the November ballot for a property tax increase to fund needed repairs and improvements to its parks, access routes, and recreational facilities. The proposed referendum question is expected to read as follows:

Shall the limiting rate under the Property Tax Extension Limitation Law of the Pekin Park District, Tazewell and Peoria Counties, Illinois, be increased by an additional amount equal to [OPTION 1: 0.083% ; OPTION 2: 0.149%] above the limiting rate for levy year 2025 for the purposes of improving and repairing parks and recreational amenities, including better and safer roads and access to several major facilities, replacing broken plumbing and infrastructure at the Sunken Garden Fountain, repairing the foundation and other structural improvements at the Pavilion, improving drainage at sports fields at Pekin Park Sports Complex, and other park purposes, and be equal to [OPTION 1: 0.440% ; OPTION 2: 0.506%] of the equalized assessed value of the taxable property therein for levy year 2026?

1. The approximate amount of the taxes extendable at the most recently extended limiting rate is \$2,161,564, and the approximate amount of taxes extendable if the proposition is approved is [OPTION 1: \$2,661,554; OPTION 2: \$3,061,564].
2. For the 2025 levy year, the approximate amount of the additional tax extendable against property containing a single-family residence and having a fair market value at the time of the referendum of \$100,000 is estimated to be [OPTION 1: \$27.54; OPTION 2: \$49.56].
3. If the proposition is approved, the aggregate extension for 2026 will be determined by the limiting rate set forth in the proposition, rather than the otherwise applicable limiting rate calculation under the provisions of the Property Tax Extension Limitation Law (commonly known as the Property Tax Cap Law).

	Total	OPTION 1 0.083%	OPTION 2 0.149%
Total	468	228	240
Unweighted Total	466	226	240
SUPPORT	45%	46%	45%
OPPOSE	55%	54%	55%
Strongly support	21%	19%	22%
Somewhat support	25%	26%	23%
Somewhat oppose	19%	21%	17%
Strongly oppose	36%	33%	38%

Q8A. Why would you support the referendum?

	Total	OPTION 1 0.083%	OPTION 2 0.149%
Total	468	228	240
Unweighted Total	176	87	89
BENEFIT TO COMMUNITY NET	70%	67%	74%
Would improve property value/bring people to Pekin	4%	5%	3%
Parks/REC are important to communities, people of all ages	16%	13%	19%
Understandable that money is needed for upgrades	13%	11%	15%
Support due to frequent use (parks, pavilions, etc.)	9%	5%	13%
Use current budget well, trust the board	2%	5%	-
Parks/Facilities are already great, continue as is	28%	23%	33%
The Park District is beneficial to Pekin	16%	21%	11%
Parks are beneficial to children/future	11%	7%	15%
PHYSICAL IMPROVEMENTS NET	39%	43%	34%
Improvements/upgrades are needed, general	12%	19%	5%
Needs updating/modernization, outdated	4%	3%	4%
Be more appealing, better landscaping/maintenance	5%	4%	5%
Sports fields/courts need improvements	1%	1%	2%
Facilities need improvements, general	11%	12%	10%
Better accessibility	2%	2%	3%
Sunken Garden Fountain improvements	2%	1%	3%
Pekin Park Sports Complex	2%	1%	2%
The Pavillion	2%	2%	2%
Coal Miners Park	2%	-	4%
Improvements to parks specifically	8%	4%	12%
Other facilities	2%	1%	3%
Other parks	1%	1%	1%
SUPPORT WITH CONCERNS NET	13%	11%	14%
Support but do not want a tax increase	5%	3%	7%
Support but asking for too much	1%	1%	1%
Support but need more information	6%	7%	6%
Other support with concern	1%	1%	*%
OTHER NET	9%	10%	7%
General negative comment	2%	4%	1%
Other	6%	6%	6%
Nothing/No reason	1%	1%	1%

Q8B. Why would you oppose the referendum?

Total	Total	OPTION 1	OPTION 2
468	228	240	
<i>Unweighted Total</i>	228	106	122
TAX RELATED NET	62%	64%	60%
Taxes are too high	52%	55%	49%
Taxes will continue to increase	4%	3%	4%
Considering relocation due to taxes/cost of living (leaving Pekin, Illinois, etc.)	5%	4%	5%
Oppose referendum due to previous tax increase (school, fire, etc.)	2%	1%	3%
Other City (non-PD) tax or budget reasons	12%	9%	14%
DISLIKE/TRUST ISSUES NET	25%	22%	27%
General complaints about the Parks and Rec	9%	8%	10%
This referendum is unnecessary (parks/buildings are fine, needs are met)	3%	5%	2%
I do not use parks/buildings personally	4%	4%	4%
Disagree with board decisions/do not trust board	16%	13%	18%
Already charging higher user fees, no need to raise taxes	4%	-	7%
ECONOMIC CONCERNS NET	29%	25%	31%
Economic concerns (cost of living, inflation, recession indicators, not the time)	17%	16%	18%
Unrealistic request, asking too much, large amount	2%	1%	4%
The increase would be too much for me	6%	5%	6%
On a fixed income	5%	5%	5%
Senior/retired	5%	5%	4%
ALTERNATIVES NET	24%	26%	22%
Find alternative sources (general, grants, higher user fees, etc.)	11%	12%	10%
Reallocate resources (i.e., unused buildings/programs, use current budget better)	15%	17%	13%
Other buildings/programs already provide these services	-	-	-
CONDITIONAL SUPPORT NET	7%	6%	7%
Conditional support (reduce scope, etc.)	3%	1%	5%
More information needed	3%	5%	2%
OTHER NET	2%	2%	2%
Not Parks and Rec related	-	-	-
Other	*%	*%	*%
Not sure, nothing, don't know	1%	1%	1%

Q9A. A successful referendum will allow the District to fully repair and improve roads, parking areas, and sidewalks near key facilities for better access/safety and lower repair costs - Rate how effective this argument in support of the referendum is.

Total	Total	OPTION 1	OPTION 2
468	228	240	
<i>Unweighted Total</i>	459	226	233
TOP 2 BOX	52%	49%	55%
Excellent reason	23%	20%	25%
Good reason	30%	29%	30%
Fair reason	27%	29%	26%
Poor reason	20%	22%	18%

Q9B. The last tax referendum sought by the Park District was over 45 years ago in 1980 (which was passed mostly to pay for road repairs) - Rate how effective this argument in support of the referendum is.

Total	Total	OPTION 1	OPTION 2
468	228	240	
<i>Unweighted Total</i>	454	222	232
TOP 2 BOX	51%	52%	51%
Excellent reason	26%	24%	27%
Good reason	26%	27%	24%
Fair reason	27%	27%	28%
Poor reason	21%	21%	22%

Q9C. Having excellent parks and recreational facilities and features helps make Pekin a more desirable place to live, which protects and improves our property values - Rate how effective this argument in support of the referendum is.

Total	Total	OPTION 1	OPTION 2
468	228	240	
<i>Unweighted Total</i>	459	226	233
TOP 2 BOX	58%	55%	61%
Excellent reason	31%	30%	32%
Good reason	27%	26%	29%
Fair reason	21%	23%	19%
Poor reason	21%	22%	20%

Q9D. A successful referendum will fund newer and more efficient infrastructure for Sunken Garden Fountain at Mineral Springs Park to fix issues, make improvements, and reduce ongoing/increasing repair costs - Rate how effective this argument in support of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	457	224	233
TOP 2 BOX	42%	42%	42%
Excellent reason	17%	16%	17%
Good reason	26%	26%	25%
Fair reason	27%	26%	28%
Poor reason	31%	32%	30%

Q9E. A successful referendum will provide the Pavilion with funds to address major structural repair needs and ensure that the Pavilion is safe and more usable for years to come - Rate how effective this argument in support of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	455	225	230
TOP 2 BOX	51%	50%	52%
Excellent reason	25%	26%	24%
Good reason	26%	24%	28%
Fair reason	30%	31%	28%
Poor reason	19%	19%	19%

Q9F. A successful referendum will allow for needed improvements to the athletic fields at Pekin Park Sports Complex, especially improved drainage - Rate how effective this argument in support of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	454	224	230
TOP 2 BOX	40%	38%	41%
Excellent reason	14%	14%	15%
Good reason	25%	25%	26%
Fair reason	30%	29%	31%
Poor reason	30%	32%	29%

Q9G. Without additional funds from a referendum, the Park District may need to limit access or eventually close some of its park features and /or recreational facilities - Rate how effective this argument in support of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	455	224	230
TOP 2 BOX	48%	49%	48%
Excellent reason	24%	25%	22%
Good reason	24%	23%	25%
Fair reason	25%	25%	24%
Poor reason	27%	26%	28%

Q9H. This referendum would translate into an additional \$500k/\$900k per year going to the Park District. This seems to be a reasonable amount given the delays, scope, and number of the improvements needed. - Rate how effective this argument in support of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	454	225	229
TOP 2 BOX	38%	40%	37%
Excellent reason	17%	16%	18%
Good reason	21%	24%	19%
Fair reason	31%	30%	31%
Poor reason	31%	30%	32%

Q10. Please indicate the ONE statement that you feel represents the best reason to support the referendum.

	Total	OPTION 1	OPTION 2
Total	468	228	240
<i>Unweighted Total</i>	461	225	236
Having excellent parks and recreational facilities and features helps make Pekin a more desirable place to live	19%	23%	15%
The last tax referendum sought by the Park District was over 45 years ago in 1980	18%	16%	21%
Otherwise, the Park District may need to limit access or eventually close some of its park features	13%	10%	15%
A successful referendum will allow the District to fully repair and improve roads, parking areas, and sidewalks	11%	12%	10%
A successful referendum will provide the Pavilion with funds to address major structural repair needs...	6%	7%	6%
This referendum would translate into an additional \$500k/\$900k per year, which seems to be a reasonable...	4%	3%	6%
A successful referendum will fund newer and more efficient infrastructure for Sunken Garden Fountain at Mineral Springs	2%	3%	2%
A successful referendum will allow for needed improvements to the athletic fields at Pekin Park Sports Complex...	1%	1%	2%
None of the above	25%	26%	24%

Q11A. Property taxes are too high already, and I oppose any property tax increase - Rate how effective this argument in opposition of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
<i>Unweighted Total</i>	461	223	237
TOP 2 BOX	65%	63%	66%
Excellent reason	50%	48%	51%
Good reason	15%	14%	16%
Fair reason	22%	26%	18%
Poor reason	13%	11%	15%

Q11B. My household does not use the Pekin Park District parks or facilities and would not benefit from any proposed improvements - Rate how effective this argument in opposition of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
<i>Unweighted Total</i>	458	224	234
TOP 2 BOX	23%	27%	20%
Excellent reason	12%	14%	11%
Good reason	11%	13%	9%
Fair reason	23%	24%	22%
Poor reason	54%	50%	58%

Q11C. With the current rate of inflation, high interest rates, and overall economic uncertainty, now is not the time to ask for a tax referendum or borrow money - Rate how effective this argument in opposition of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
<i>Unweighted Total</i>	462	224	238
TOP 2 BOX	63%	58%	67%
Excellent reason	45%	44%	45%
Good reason	18%	14%	21%
Fair reason	25%	27%	24%
Poor reason	12%	15%	10%

Q11D. I feel that there is waste and unnecessary spending at the Park District. It should first cut spending and waste before asking for a tax increase - Rate how effective this argument in opposition of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	462	224	238
TOP 2 BOX	42%	44%	40%
Excellent reason	27%	29%	24%
Good reason	15%	14%	16%
Fair reason	26%	27%	26%
Poor reason	32%	29%	34%

Q11G. The additional \$500k/\$900k per year is too much. Scale back its plans to focus only on the most needed improvements - Rate how effective this argument in opposition of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	456	223	232
TOP 2 BOX	44%	38%	50%
Excellent reason	23%	20%	26%
Good reason	21%	18%	24%
Fair reason	30%	33%	27%
Poor reason	26%	29%	23%

Q11E. If the Park District needs more money, it should add or increase fees instead of asking for more tax dollars - Rate how effective this argument in opposition of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	459	224	235
TOP 2 BOX	35%	36%	34%
Excellent reason	18%	16%	19%
Good reason	17%	20%	15%
Fair reason	35%	33%	36%
Poor reason	30%	31%	29%

Q11H. Illinois has some of the highest property taxes in the country. We need to start finding ways to cut them or keep them from increasing further - Rate how effective this argument in opposition of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	463	225	238
TOP 2 BOX	74%	72%	77%
Excellent reason	57%	55%	59%
Good reason	17%	17%	18%
Fair reason	15%	18%	13%
Poor reason	10%	10%	10%

Q11F. While adding \$27.54/\$49.56 per \$100k of a home's value may seem reasonable to some, there are many in this area who are retired or on fixed incomes that cannot afford this - Rate how effective this argument in opposition of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	462	225	237
TOP 2 BOX	73%	72%	74%
Excellent reason	48%	46%	50%
Good reason	25%	26%	24%
Fair reason	20%	20%	19%
Poor reason	7%	8%	7%

Q11I. There may also be a referendum to raise the Tazewell Co. sales tax by 1% in order to help fund county schools and I cannot/don't want to pay for two tax increases - Rate how effective this argument in opposition of the referendum is.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	461	223	238
TOP 2 BOX	68%	65%	71%
Excellent reason	48%	47%	49%
Good reason	20%	18%	21%
Fair reason	21%	24%	17%
Poor reason	11%	10%	12%

Q12. Please indicate the ONE statement that you feel represents the best reason to oppose the referendum.

Total	OPTION 1	OPTION 2
468	228	240
<i>Unweighted Total</i>	<i>225</i>	<i>237</i>
Illinois has some of the highest property taxes in the country...find ways to cut them or keep them from increasing further	22%	23%
Property taxes are too high already, and I oppose any property tax increase	21%	21%
With the current rate of inflation, interest rates, and economic uncertainty, now is not the time...	15%	18%
While adding \$27.54/\$49.56 per \$100k of a home's value may seem reasonable to some...	13%	10%
There may also be a referendum to raise the Tazewell Co. sales tax by 1%... I cannot/don't want to pay for two tax increases	8%	7%
If the Park District needs more money, it should add or increase fees instead of asking for more tax dollars	4%	4%
The additional \$500k/\$900k per year is too much. Scale back its plans to focus only on the most needed improvements	4%	6%
I feel that there is waste and unnecessary spending at the Park District... cut spending and waste before asking	4%	4%
My household does not use the Pekin Park District parks or facilities and would not benefit from any proposed improvements	2%	1%
None of the above	8%	6%

Q13. After reading the arguments for and against the referendum, do you support or oppose it?

Total	OPTION 1	OPTION 2
468	228	240
<i>Unweighted Total</i>	<i>228</i>	<i>238</i>
SUPPORT	47%	46%
OPPOSE	53%	54%
Strongly support	20%	20%
Somewhat support	27%	25%
Somewhat oppose	20%	18%
Strongly oppose	34%	36%

Q14. TOP CHOICE - Rank the importance of the potential improvements.

Total	OPTION 1	OPTION 2
468	228	240
<i>Unweighted Total</i>	<i>156</i>	<i>168</i>
Road repairs at and around major District facilities including Miller Center, Mineral Springs Park, and Pekin Sports Complex to improve vehicular access	30%	33%
Constructing new sidewalks at the Miller Center, and within Mineral Springs Park to provide easier and safer access to major Park District facilities	16%	17%
Infrastructure improvements for a fully functional Sunken Garden Fountain at Mineral Springs Park, and better accessibility down to the fountain	5%	5%
Structural and safety repairs to the Pavilion	33%	31%
Improved athletic fields at Pekin Park Sports Complex, including a complete renovation of the baseball/softball infields to improve drainage and soccer and football field drainage	15%	15%

Q14. TOP 3 - Rank the importance of the potential improvements.

Total	OPTION 1	OPTION 2
468	228	240
<i>Unweighted Total</i>	<i>156</i>	<i>168</i>
Road repairs at and around major District facilities including Miller Center, Mineral Springs Park, and Pekin Sports Complex to improve vehicular access	69%	70%
Constructing new sidewalks at the Miller Center, and within Mineral Springs Park to provide easier and safer access to major Park District facilities	69%	68%
Infrastructure improvements for a fully functional Sunken Garden Fountain at Mineral Springs Park, and better accessibility down to the fountain	28%	25%
Structural and safety repairs to the Pavilion	71%	73%
Improved athletic fields at Pekin Park Sports Complex, including a complete renovation of the baseball/softball infields to improve drainage and soccer and football field drainage	41%	42%

Q14A. Road repairs at and around major District facilities including Miller Center, Mineral Springs Park, and Pekin Sports Complex to improve vehicular access - Rank the importance of the potential improvements.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	290	139	152
1 (most important)	34%	32%	36%
2	22%	28%	15%
3	21%	16%	26%
4	14%	14%	13%
5	9%	10%	9%
Mean	2.43	2.42	2.43

Q14B. Constructing new sidewalks at the Miller Center, and within Mineral Springs Park to provide easier and safer access to major Park District facilities - Rank the importance of the potential improvements.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	285	136	150
1 (most important)	18%	18%	19%
2	31%	31%	31%
3	29%	32%	26%
4	17%	13%	20%
5	5%	6%	4%
Mean	2.59	2.58	2.59

Q14C. Infrastructure improvements for a fully functional Sunken Garden Fountain at Mineral Springs Park, and better accessibility down to the fountain - Rank the importance of the potential improvements.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	284	133	151
1 (most important)	6%	7%	6%
2	13%	14%	12%
3	12%	15%	11%
4	27%	23%	30%
5	42%	42%	42%
Mean	3.85	3.78	3.91

Q14D. Structural and safety repairs to the Pavilion - Rank the importance of the potential improvements.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	296	145	151
1 (most important)	36%	38%	34%
2	23%	19%	26%
3	19%	17%	20%
4	14%	16%	13%
5	8%	9%	7%
Mean	2.35	2.38	2.31

Q14E. Improved athletic fields at Pekin Park Sports Complex, including a complete renovation of the baseball/softball infields to improve drainage and soccer and football field drainage - Rank the importance of the potential improvements.

	Total	OPTION 1	OPTION 2
Total	468	228	240
Unweighted Total	295	143	152
1 (most important)	16%	16%	16%
2	12%	9%	16%
3	16%	18%	14%
4	25%	29%	21%
5	30%	28%	33%
Mean	3.41	3.44	3.37

Q15. Which of the following Pekin Park District locations have you used in the past 12 months?

Total	
Total	468
<i>Unweighted Total</i>	462
Mineral Springs Park	57%
Mineral Springs Park Lagoon	44%
Coal Miners' Park	38%
Pavilion on the Lagoon	25%
McNaughton Park	24%
Pekin Sports Complex	23%
Miller Center	21%
McNaughton Park trails	21%
DragonLand Water Park	20%
Pekin Bike Trail	20%
Magic Dragon Mini Golf	19%
Parkview Golf Course	18%
Veterans Memorial Arena	18%
Lick Creek Golf Course	18%
Parkside Fitness	16%
James Field	14%
Sunken Gardens Fountain/Sundial (Mineral Springs Park)	13%
Riverfront Park	13%
Happy Tails Dog Park	10%
Rotary Park	9%
Dirksen Park trails	9%
Disc Golf Course (McNaughton Park)	8%
Splash Pad (Riverfront Park)	8%
Blenkiron Park	8%
Dirksen Park	6%
Skate Park (Mineral Springs Park)	6%
Independence Park trails	6%
Miller Park	4%
IRVSRA Recreational Center	4%
Railsplitters' Park	4%
Archery Range (Dirksen Park)	4%
Tante Park	3%

Willow Park	3%
Kiwanis Park North	3%
Independence Park	2%
Horse Stables	2%
Kiwanis Park South	2%
Southside Business Association Park	1%
Remote Control Airfield (Dirksen Park)	1%
None of the above	18%

Q16A. Which two sources do you rely on most for information about local or Park District issues?

Total	
Total	468
<i>Unweighted Total</i>	436
The City of Pekin (website, newsletter, social media)	29%
Other website(s)	1%
Pekin Park District social media/Facebook	40%
Local news (print, digital, streaming/TV)	20%
Pekin Park District website	24%
Pekin Park District newsletter or emails	13%
Other non-Pekin Park District social media (e.g., local groups/agencies)	16%
Word of mouth from friends, neighbors, etc.	38%
Other sources	3%

Q16B. Which one of those sources do you rely on the most?

Total	
Total	468
<i>Unweighted Total</i>	399
The City of Pekin (website, newsletter, social media)	15%
Other non-Pekin Park District social media (e.g., local groups/agencies)	7%
Word of mouth from friends, neighbors, etc.	17%
Other sources: Which one(s)?	2%
Local news (print, digital, streaming/TV): Which papers/stations/sources?	14%
Pekin Park District website	11%
Pekin Park District newsletter or emails	7%
Pekin Park District social media/Facebook	26%
Other website(s): Which website(s)?	0%

Q17. In what year were you born? (SHOWN AS AGE BELOW)

	Total
Total	468
Unweighted Total	447
<35	7%
35-44	15%
45-54	16%
55-64	17%
65-74	26%
75+	18%
Mean	59.12
Median	62.00

Q18. Please note your gender.

	Total
Total	468
Unweighted Total	461
Male	43%
Female	57%
Prefer to self-describe:	-

Q19A. Under age 5 - Including yourself, how many people in your household are...

	Total
Total	468
Unweighted Total	238
None	86%
One	9%
Two	2%
Three	1%
Four	-
Five or more	1%

Q19B. Ages 5 to 11 - Including yourself, how many people in your household are...

	Total
Total	468
Unweighted Total	244
None	75%
One	20%
Two	5%
Three	1%
Four	-
Five or more	-

Q19C. Ages 12 to 17 - Including yourself, how many people in your household are...

	Total
Total	468
Unweighted Total	244
None	71%
One	16%
Two	11%
Three	2%
Four	-
Five or more	-

Q19D. Ages 18 to 64 - Including yourself, how many people in your household are...

	Total
Total	468
Unweighted Total	341
None	20%
One	19%
Two	44%
Three	14%
Four	3%
Five or more	2%

Q19E. Ages 65 or older - Including yourself, how many people in your household are...

	Total
Total	468
Unweighted Total	314
None	36%
One	34%
Two	29%
Three	*%
Four	-
Five or more	1%

Q20. Please indicate where you fall on the political spectrum.

	Total
Total	468
Unweighted Total	468
Lean left/Democrat	24%
Independent/Neutral	41%
Lean right/Republican	36%