

**BOND MEASURE FEASIBILITY SURVEY**  
SUMMARY REPORT

PREPARED FOR THE  
**SAN BERNARDINO CCD**



OCTOBER 16, 2017



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## INTRODUCTION

San Bernardino Community College District's (District) mission is to transform lives through the education of its students for the benefit of the diverse communities it serves. By providing career and technical education programs, undergraduate degrees, university transfer courses, and certificate programs, the District helps students and returning military veterans receive the education, counseling, and skills training they need to succeed and help strengthen our local economy.

In 2002 and 2008, the District asked voters for assistance in funding the repair, renovation and upgrade of college classrooms and facilities by passing general obligation bonds: Measure P and Measure M. In addition to the \$690 million raised by the measures, the District has been able to leverage additional state matching funds and make use of other resources to construct new classrooms and make priority repairs and improvements. Despite these substantial investments, however, facility and technology needs remain at San Bernardino Valley College and Crafton Hills College for which the District does not have a funding source. In addition to basic facility repairs at both campuses, there is a clear need to upgrade classrooms, labs, career training facilities, and instructional technology to improve career training in science, healthcare, technology, skilled trades and other growing industries, as well as improve job training and support facilities for students and military veterans. However, to adequately fund its ongoing facility needs and access additional state matching funds, the District will need the financial support of the communities it serves through the passage of a local bond measure.

**MOTIVATION FOR RESEARCH** The primary purpose of this study was to produce an unbiased, statistically reliable evaluation of voters' interest in supporting a local bond measure to partially fund the facility and technology improvements noted above. Additionally, should the District decide to move forward with a bond measure, the survey data provides guidance as to how to structure a measure so that it is consistent with the community's priorities and expressed needs. Specifically, the survey was designed to:

- Gauge current levels of support for a local bond measure to fund the improvement of college facilities and classroom technology
- Identify the types of projects that voters are most interested in funding, should the measure pass
- Expose voters to arguments in favor of—and against—the proposed bond measure to gauge how information affects support for the measure, *and*
- Estimate support for the measure once voters are presented with the types of information they will likely be exposed to during the election cycle.

It is important to note that voters' opinions about tax measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure during the election cycle. Accordingly, to accurately assess the feasibility of passing a bond measure, it was important that in addition to measuring *current* opinions about the measure (Question 2), the survey expose respondents to the types of information voters are likely to encounter during an election cycle—



including arguments in favor (Question 11) and opposed (Question 13) to the measure—and gauge how this information ultimately impacts their voting decision (Questions 12 & 14).

**OVERVIEW OF METHODOLOGY** For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 32. In brief, the survey was administered to a random sample of 683 registered voters in the San Bernardino Community College District who are likely to participate in the November 2018 election, with a subset who are also likely to participate in the lower-turnout June 2018 primary. The survey followed a mixed-method design that employed multiple recruiting methods (telephone and email) and multiple data collection methods (telephone and online). Administered in English and Spanish between September 26 and October 8, 2017, the average interview lasted 17 minutes.

**ORGANIZATION OF REPORT** This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 35) and a complete set of crosstabulations for the survey results is contained in Appendix A.

**ACKNOWLEDGMENTS** True North thanks the San Bernardino Community College District for the opportunity to assist the District in this important effort. The collective expertise, local knowledge, and insight provided by District staff and representatives improved the overall quality of the research presented here. A special thanks also to Jared Boigon (TBWB Strategies) for assisting in the design of the study.

**DISCLAIMER** The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the San Bernardino Community College District. Any errors and omissions are the responsibility of the authors.

**ABOUT TRUE NORTH** True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 1,000 survey research studies for public agencies, including more than 350 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney’s recommendation,



more than 94% have been successful. In total, the research that Dr. McLarney has conducted has led to over \$29 billion in voter-approved revenue measures.



## JUST THE FACTS

The following section is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

### IMPORTANCE OF ISSUES

- When asked to rate the importance of eight issues, reducing crime and improving public safety received the highest percentage of respondents indicating that the issue was either extremely or very important (92%), followed by creating jobs and improving the local economy (90%), protecting the quality of education (90%), and ensuring local access to an affordable college education and career training (80%).
- Given the purpose of this study, it is instructive to note that preventing local tax increases (68%) was rated as less important than protecting the quality of education and ensuring local access to an affordable college education and career training, but more important than the narrow facility-based issue of maintaining and upgrading classrooms and facilities at our local community colleges (61%).

### INITIAL BALLOT TEST

- With only the information provided in the ballot language, two-thirds (67%) of respondents indicated that they would support the proposed \$398 million bond measure, whereas 23% stated that they would oppose the measure and 10% were unsure or unwilling to share their vote choice.
- Among the minority of voters who initially opposed the bond measure (or were unsure), the most frequently mentioned specific reasons for their position were a belief that taxes are already too high, a need for more information about the measure, concerns that District money is/will be mismanaged or misspent, and a general philosophy of not supporting bonds/increasing debt.

### TAX THRESHOLD

- At the highest tax rate tested (\$25 per \$100,000 of assessed valuation), 50% of voters overall indicated that they would support the bond. Incremental reductions in the tax rate resulted in incremental increases in support for the measure, with 61% of voters indicating that they would support the bond at the lowest tax rate tested (\$12 per \$100,000 of assessed valuation).
- When the highest tax rate (\$25 per \$100,000 of assessed valuation) was translated to an annual cost for the median home owner (approximately \$44 per year), 59% of those surveyed indicated that they would support the bond.
- Support was also higher when the tax rate of \$12 per \$100,000 AV was translated to an annualized total of \$21 for the median home owner (65%).

## RELATED ATTITUDES

- More than one-third (38%) of likely voters responded ‘not sure’ when asked to rate the quality of education provided at San Bernardino Valley College, indicating a lack of familiarity with the College. Among those with an opinion, however, assessments of the quality of education provided at the College were mostly positive, with 11% rating it excellent, 29% good, 15% fair, and approximately 5% indicating it is poor or very poor.
- When asked to rate the quality of education provided at Crafton Hills College, nearly half (46%) of likely voters responded ‘not sure’, again indicating a lack of familiarity with the College. Among those with an opinion, assessments of the quality of education provided at Crafton Hills College were largely positive, with 12% rating it excellent, 25% good, 10% fair, and just 3% indicating it is poor or very poor.
- When asked to rate the District’s performance in managing its finances, 38% of voters surveyed were unsure or declined to provide their opinion on this topic. Opinions among remaining respondents were mixed, with one-in-five voters rating the District’s management of its finances as excellent (4%) or good (17%), 18% saying it is fair, and one-in-five describing it as poor (11%) or very poor (11%).

## PROJECTS & PROGRAMS

When presented with a list of 12 projects and improvements that could be funded by the bond, voters were most interested in using the money to:

- Improve the Veterans Centers to provide job training, job placement, counseling, and support services to military veterans and their families
- Repair or replace leaky roofs, old rusty plumbing, and faulty electrical systems where needed
- Upgrade classrooms and career training facilities for engineering, industrial technology, manufacturing, automotive technology, and logistics
- Upgrade classrooms, labs and career training facilities for biology, physical sciences, and information technology

## POSITIVE ARGUMENTS

When presented with arguments in favor of the measure, voters found the following arguments to be the most persuasive:

- *Our local community colleges are a vital resource for our community. They educate the healthcare professionals that serve our medical needs, the police and firefighters that keep us safe, and the skilled workers who fuel our economy.*
- *We have thousands of military veterans returning from service who need job training, job placement, counseling and support services. Improving the Student and Veterans Centers will ensure that our veterans receive the support they need.*
- *Many of our local high school graduates rely on San Bernardino Valley College and Crafton Hills College for higher education and to prepare for careers.*

## INTERIM BALLOT TEST

- After presenting respondents with the wording of the proposed measure, potential tax rates associated with the bond, projects and improvements that could be funded, as well as positive arguments voters may encounter, overall support for the measure among likely November 2018 voters increased slightly to 68%, with 36% of voters indicating that they would *definitely* vote yes. Approximately 24% of respondents opposed the measure at this point in the survey, and an additional 8% were unsure or unwilling to state their vote choice.

## NEGATIVE ARGUMENTS

Of the arguments in opposition to the measure, voters found the following to be the most persuasive:

- *Don't be fooled. Including interest, this bond will cost taxpayers about 800 million dollars and will take property owners 30 years to pay off.*
- *People are having a hard time making ends meet with the high cost of living. Now is NOT the time to be raising taxes.*
- *The College just sold a radio channel for 157 million dollars, and they still have 200 million dollars left over from the bond they passed in 2008. They don't need this bond.*

## FINAL BALLOT TEST

- After presenting the wording of the proposed measure, potential tax rates, projects that could be funded, as well as arguments in favor of and against the proposal, support for the bond measure was found among 61% of likely November 2018 voters, with 27% indicating that they would *definitely* support the measure. Approximately 31% of respondents opposed the measure at the Final Ballot Test, and 8% were unsure or unwilling to state their vote choice.



## C O N C L U S I O N S

The bulk of this report is devoted to conveying the details of the study findings. In this section, however, we attempt to ‘see the forest through the trees’ and note how the collective results of the survey answer the key questions that motivated the research. The following conclusions are based on True North’s and TBWB’s interpretations of the survey results and the firms’ collective experience conducting revenue measure studies for public agencies throughout the State.

*Is a bond measure feasible for 2018?*

Yes. Voters consider protecting the quality of education and ensuring local access to *affordable* higher education and career training to be among the most important issues facing the community. These sentiments translate into strong natural support (67%) for a \$398 million bond measure to upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries, improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment, and improve the Student and Veterans Centers to provide career counseling and job training.

The results of this study suggest that, if structured appropriately and combined with a broad-based and effective public education effort and independent campaign, the proposed bond measure has a very good chance of passage in 2018.

Having stated that a measure is feasible, it is important to note that a recommendation to take the next steps toward placing a measure on the ballot comes with several qualifications and conditions. Indeed, although the results are promising, all revenue measures must overcome challenges prior to being successful. The proposed measure is no exception. The following paragraphs discuss some of the challenges and the next steps that True North and TBWB recommend.

*What projects do voters identify as priorities for a future bond?*

One of the goals of this study was to identify voters’ preferences with respect to how the proceeds of a successful bond should be spent. This information can be used to ensure that the resulting bond project list and the measure are consistent with voters’ priorities.

Voters in the San Bernardino Community College District clearly see a need for the proposed projects and improvements that could be funded by the bond. In fact, all of the projects tested were favored by at least two-thirds of voters surveyed. That said, voters expressed the *greatest* interest in using bond proceeds to improve the Veterans Centers to provide job training, job placement, counseling, and support services to military veterans and their families, repair or replace leaky roofs, old rusty plumbing, and faulty electrical systems where needed, upgrade classrooms and career training facilities for engineering, industrial technol-

ogy, manufacturing, automotive technology, and logistics, and upgrade classrooms, labs and career training facilities for biology, physical sciences, and information technology.

*How will the tax rate affect support for the measure?*

Naturally, the willingness of voters to support a specific revenue measure is contingent, in part, on the tax rate associated with a measure. The higher the rate, all other things being equal, the lower the level of aggregate support that can be expected. It is important that the rate be set at a level that the necessary proportion of voters view as affordable.

One of the clear patterns in the survey data is that some voters are price sensitive with respect to the proposed bond. A significant percentage of voters who were initially supportive of the \$398 million bond, for example, later hesitated when presented with the individual tax rates that could be associated with the bond. Although voter sensitivity regarding the “price” of the measure was partially overcome when the tax rates were converted to an annual total tax for the average home owner, as well as once voters were exposed to additional information about what the measure would accomplish and why it is needed, it will nevertheless be important to keep the tax rate within voters’ comfort zone.

True North and TBWB will work closely with the District and the District’s financial advisor in the coming months to select the appropriate tax rate and corresponding bond amount. The findings of this survey indicate that a tax rate in the range of \$20 per \$100,000 of assessed valuation would be well within voters’ comfort zone once voters understand that it would result in a total tax increase of approximately \$35 per year for the typical home owner in the District. With additional education and outreach, the District could consider a rate upwards of \$25 per \$100,000 of assessed valuation.

*How might a public information campaign affect support for the proposed measure?*

As noted in the body of this report, individuals’ opinions about revenue measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. Thus, in addition to measuring current support for the measure, one of the goals of this study was to explore how the introduction of additional information about the measure may affect voters’ opinions about the bond.

It is clear from the survey results that voters’ opinions about the proposed bond measure are somewhat sensitive to the nature—and amount—of information that they have about the measure. Information about the specific improvements that could be funded by the bond, as well as arguments in favor of the measure, were found by many voters to be compelling reasons to support the measure. Moreover, this information played an important role in limiting the erosion of support for the measure once respondents were exposed to the types of opposition arguments they will likely encounter during an election cycle.

Accordingly, one of the keys to building and *sustaining* support for the bond measure will be the presence of an effective, well-organized public outreach effort and a separate independent campaign that focuses on the need for the measure as well as the many benefits that it will bring.

*How might the economic or political climate alter support for the measure?*

A survey is a snapshot in time—which means the results of this study and the conclusions noted above must be viewed in light of the current economic and political climates. Despite concerns about the high cost of living, voter support for the proposed bond measure was strong, which speaks volumes about the value that voters place on having a high quality, affordable college education available locally. Nevertheless, should the economy and/or political climate improve, support for the measure could increase. Conversely, negative economic and/or political developments and competing ballot measures, especially at the local level, could dampen support for the measure below what was recorded in this study.



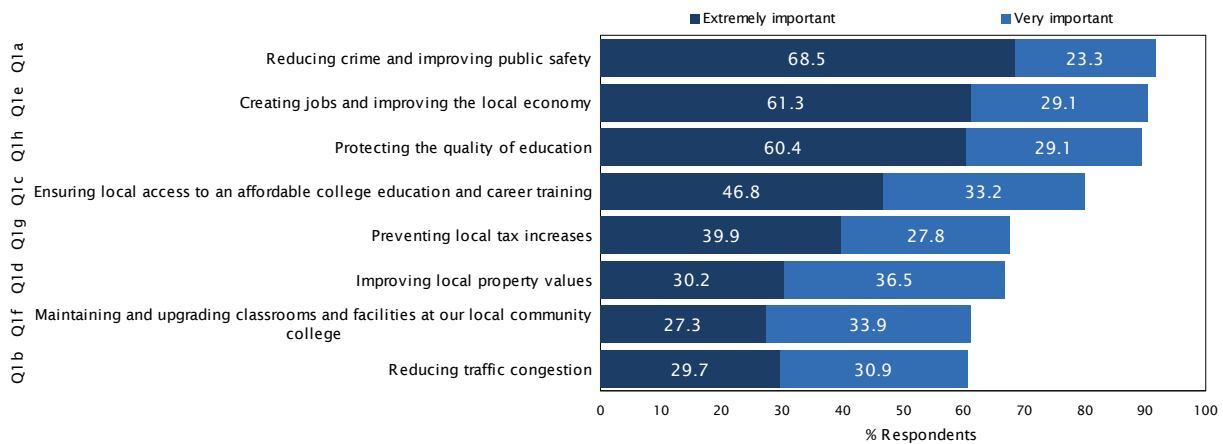
## IMPORTANCE OF ISSUES

The first substantive question of the survey presented respondents with several issues facing residents in the District and asked them to rate the importance of each issue. Because the same response scale was used for each issue, the results provide an insight into how important each issue is on a scale of importance *as well as* how each issue ranks in importance relative to the other issues tested. To avoid a systematic position bias, the order in which the issues were presented was randomized for each respondent.

Figure 1 presents the issues tested, as well as the importance assigned to each by survey participants, sorted by order of importance.<sup>1</sup> Overall, reducing crime and improving public safety received the highest percentage of respondents indicating that the issue was either extremely or very important (92%), followed by creating jobs and improving the local economy (90%), protecting the quality of education (90%), and ensuring local access to an affordable college education and career training (80%). Given the purpose of this study, it is instructive to note that preventing local tax increases (68%) was rated as less important than protecting the quality of education and ensuring local access to an affordable college education and career training, but more important than the narrow facility-based issue of maintaining and upgrading classrooms and facilities at our local community colleges (61%).

**Question 1** *To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.*

**FIGURE 1 IMPORTANCE OF ISSUES**



1. Issues were ranked based on the percentage of respondents who indicated that the issue was either *extremely* important or *very* important.

## INITIAL BALLOT TEST

The primary research objective of this survey was to estimate voters' support for a bond measure that would raise \$398 million to upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries, improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment, and improve the Student and Veterans Centers to provide career counseling and job training. To this end, Question 2 was designed to take an early assessment of support for the proposed measure.

The motivation for placing Question 2 up-front in the survey is twofold. First, voter support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measure beyond what is presented in the ballot language. This situation is analogous to a voter casting a ballot with limited knowledge about the measure, such as what might occur in the absence of an effective education campaign. Question 2—also known as the Initial Ballot Test—is thus a good measure of voter support for the proposed measure *as it is today*, on the natural. Because the Initial Ballot Test provides a gauge of 'uninformed' support for the measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on voter support for the measure.

**Question 2** *Your household is within the San Bernardino Community College District. Next year, voters in the District may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries; improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment; and improving Student and Veterans Centers to provide career counseling and job training; shall San Bernardino Community College District issue 398 million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 2 INITIAL BALLOT TEST

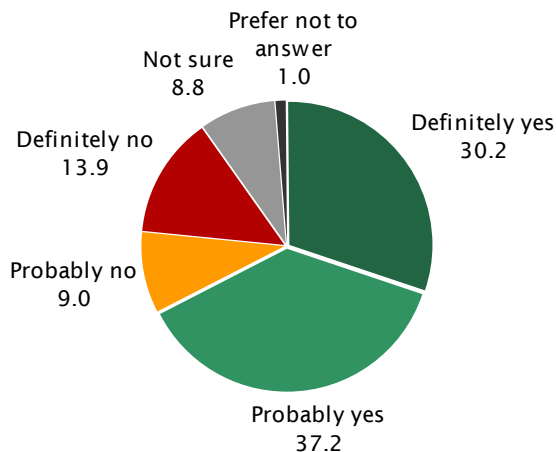


Figure 2 presents the results of the Initial Ballot Test among all likely November 2018 voters surveyed. Overall, 67% of respondents indicated that they would definitely or probably support the measure at this stage in the survey, whereas 23% stated that they would oppose the measure and 10% were unsure or unwilling to share their vote choice. For Proposition 39 bonds in California, support at the Initial Ballot Test was approximately 12 percentage points above the 55% support level required for the measure to pass.

**SUPPORT BY SUBGROUPS** For the interested reader, Table 1 shows how support for the measure at the Initial Ballot Test varied by key demographic traits. The blue column (Approximate % of Likely Voter Universe) indicates the percentage of the electorate that each subgroup category comprises. Initial support for the proposed bond was widespread, exceeding the 55% threshold in all subgroups with the exception of Republicans (53%), single Republican households (53%), and dual Republican households (42%).

**TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST**

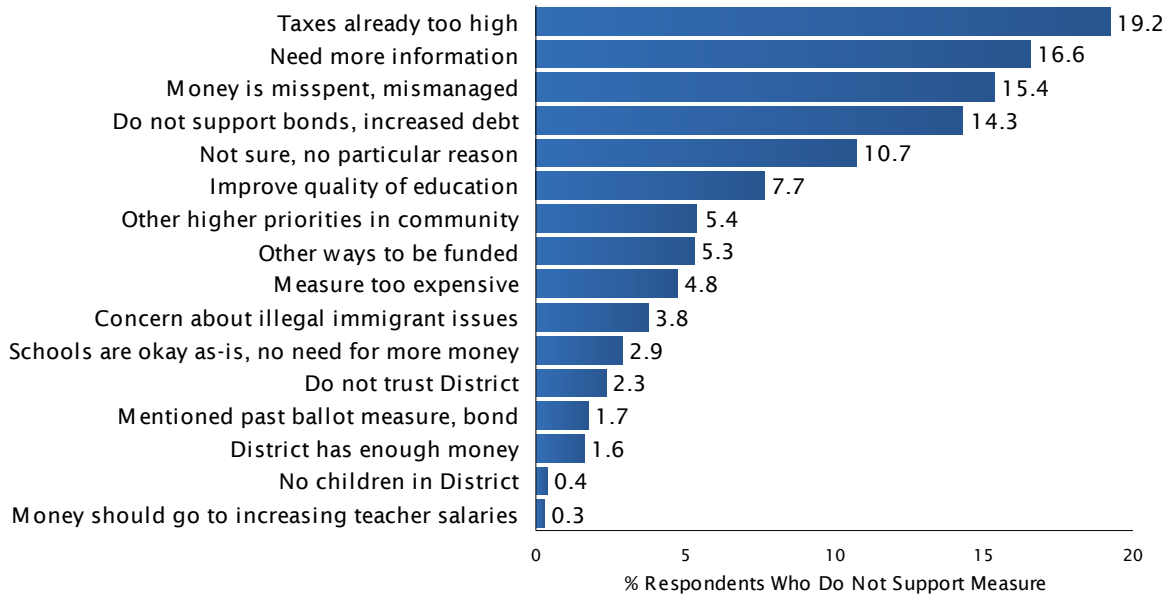
		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	67.3	8.8
Hsld Member Taken Class at San Bernardino Valley College (QD1)	Yes	56	66.1	9.0
	No	44	72.7	7.0
Hsld Member Taken Class at Crafton Hills College (QD2)	Yes	36	68.6	6.0
	No	64	68.8	9.2
Child in Hsld Attends Local Public School (QD3)	Yes	30	72.3	11.2
	No	70	67.6	7.5
Child in Hsld Future Attendance at Local CC (QD4)	Yes	22	82.2	5.8
	No	78	67.2	7.8
Party	Democrat	45	81.0	6.4
	Republican	39	53.1	10.3
	Other / DTS	16	63.2	12.0
Household Party Type	Single dem	21	82.5	7.1
	Dual dem	14	80.2	4.1
	Single rep	13	52.6	11.9
	Dual rep	15	42.7	12.4
	Other	11	68.2	10.9
	Mixed	25	69.7	8.2
Age	18 to 29	10	79.7	14.8
	30 to 39	11	72.2	12.4
	40 to 49	11	64.4	7.4
	50 to 64	33	65.5	8.5
	65 or older	34	64.8	6.6
Homeowner on Voter File	Yes	68	63.8	8.3
	No	32	74.9	9.8
Likely to Vote by Mail	Yes	67	66.5	8.5
	No	33	68.9	9.4
Likely June 2018 Voter	Yes	44	63.1	7.4
	No	56	70.6	9.9
Likely November 2018 Voter	Yes, natural	95	67.2	8.8
	Yes, GOTV	5	69.9	8.3
Registration Year	2017 to 2009	62	70.3	10.3
	Before 2009	38	62.5	6.4
Gender	Male	47	59.8	9.4
	Female	53	75.3	7.1

**REASONS FOR OPPOSING MEASURE** Respondents who did not support the measure at Question 2 were subsequently asked if there was a particular reason for their position. Question 3 was asked in an open-ended manner, allowing respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 3 on the next page.

Among the specific reasons offered for not supporting the bond at the Initial Ballot Test, a belief that taxes are already too high (19%), a need for more information (17%), concerns that District money is/will be mismanaged or misspent (15%), and a general philosophy of not supporting bonds/increasing debt (14%) were the most common.

**Question 3** *Is there a particular reason why you do not support the measure I just described?*

**FIGURE 3 REASONS FOR NOT SUPPORTING MEASURE**



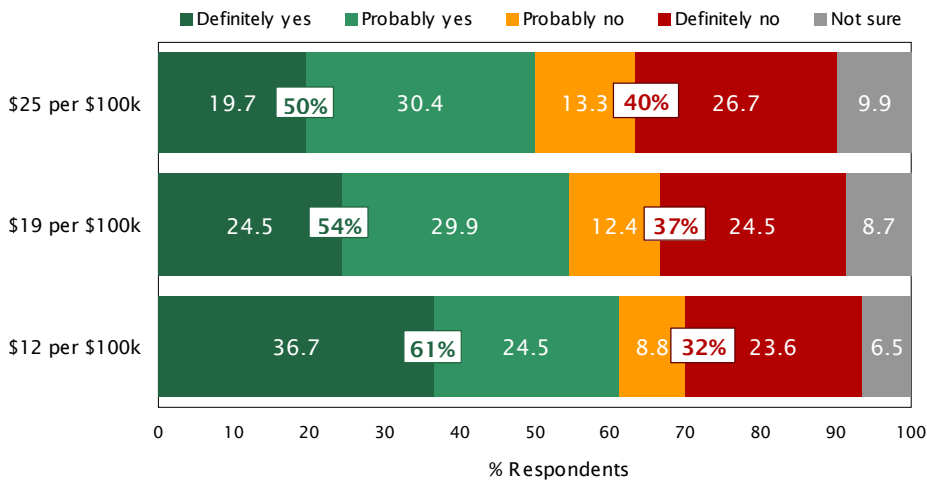
## TAX THRESHOLD

Naturally, voter support for a revenue measure is often contingent on the cost of the measure. The higher the tax rate, all other things being equal, the less likely a voter is to support the measure. One of the goals of this study was thus to gauge the impact that changes in the tax rate can be expected to have on voter support for the proposed bond measure.

Questions 4, 5, and 6 were designed to do just that. Respondents were first instructed that the amount each home owner will pay if the measure passes depends on the *assessed* value of their home—not the market value. Voters were then presented with the highest tax rate (\$25 per \$100,000 assessed valuation) and asked if they would support the proposed measure at that rate. If a respondent did not answer ‘definitely yes’, they were asked whether they would support the measure at the next lowest tax rate. The three tax rates tested using this methodology and the percentage of respondents who indicated they would vote in favor of the measure at each rate are shown in Figure 4.

**Question 4** *The amount each home owner will pay if the community college bond passes depends on the assessed value of their home - not the current market value of the home. If you heard that the annual property taxes on your home would increase: \_\_\_\_\_ per 100,000 dollars of assessed valuation, would you vote yes or no on the bond measure?*

FIGURE 4 TAX THRESHOLD



The most obvious pattern revealed in Figure 4 is that some voters are price sensitive when it comes to their support for the proposed bond measure. As the cost of the measure to their household increases, support for the bond decreases. At the highest tax rate tested (\$25 per \$100,000 of assessed valuation), 50% of voters overall indicated that they would support the bond. Incremental reductions in the tax rate resulted in incremental increases in support for the measure, with 61% of voters indicating that they would support the bond at the lowest tax rate tested (\$12 per \$100,000 of assessed valuation).

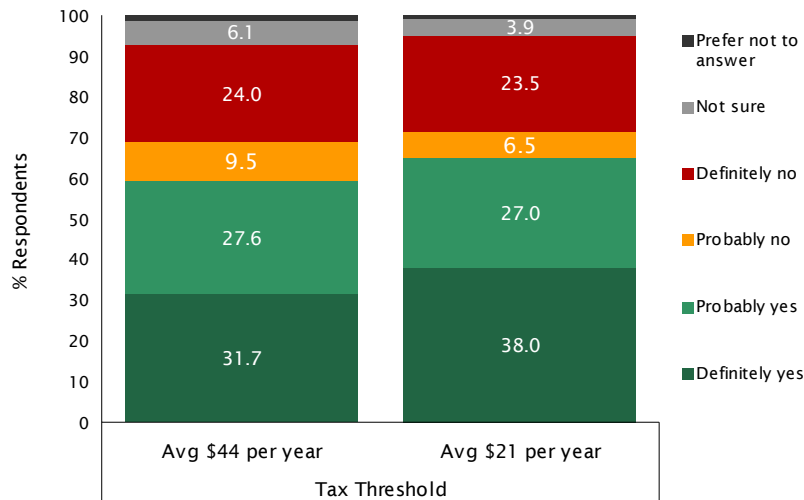
**ANNUALIZED IMPACT FOR MEDIAN HOME OWNER** Because voters occasionally overestimate their current assessed valuation and/or have difficulty translating the tax rate into an annualized total, the survey also tested a different approach for conveying the tax rate information. In addition to presenting rates as described above, voters were also provided with the total annual cost of the bond for the median homeowner in the district (see Questions 5 and 6) based on the \$25 and \$12 tax rates tested in Question 4. The results are presented below in Figure 5.

Voters generally respond more positively when the cost of the measure is expressed as an annual total for the median home owner when compared with a rate per \$100,000 of assessed valuation. At the highest tax rate tested (\$25 per \$100,000 of assessed valuation), 50% of voters indicated that they would support the proposed bond measure. When that rate was translated to an annual cost for the median home owner (approximately \$44 per year), 59% of those surveyed indicated that they would support the bond. Support was also higher when the tax rate of \$12 per \$100,000 AV (61%) was translated to an annualized total of \$21 for the median home owner (65%).

**Question 5** *Let me put it another way: If you knew that this measure would cost the typical home owner about \$44 per year, would you vote yes or no on the bond measure?*

**Question 6** *Let me put it another way: If you knew that this measure would cost the typical home owner about \$21 per year, would you vote yes or no on the bond measure?*

**FIGURE 5 SUPPORT MEASURE AT AVERAGE OF \$44 & 21 PER YEAR**



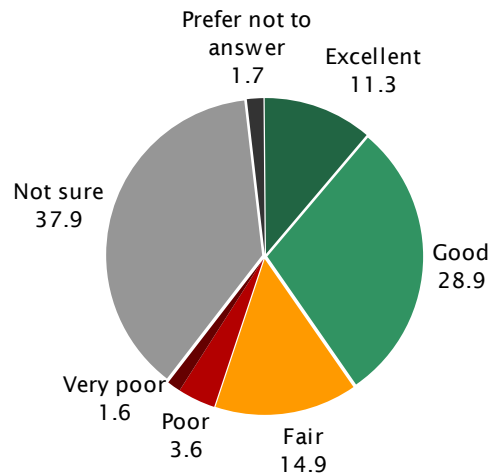
## RELATED ATTITUDES

To understand *why* voters take the positions that they do with respect to a revenue measure, it is often instructive to look beyond the specifics of the measure itself. With respect to the proposed measure, how do residents perceive the quality of education being provided by the San Bernardino Community College District? And has the District has done a good job managing its finances?

**QUALITY OF EDUCATION** The first questions in this series asked voters to rate the overall quality of education provided at San Bernardino Valley College and Crafton Hills College, respectively. As shown in Figure 6, more than one-third (38%) of likely voters responded ‘not sure’ when asked to rate the quality of education provided at San Bernardino Valley College, indicating a lack of familiarity with the College. Among those with an opinion, however, assessments of the quality of education provided at the College were mostly positive, with 11% rating it excellent, 29% good, 15% fair, and approximately 5% indicating it is poor or very poor.

**Question 7** *In general, how would you rate the quality of education provided by San Bernardino Valley College? Would you say it is excellent, good, fair, poor, or very poor?*

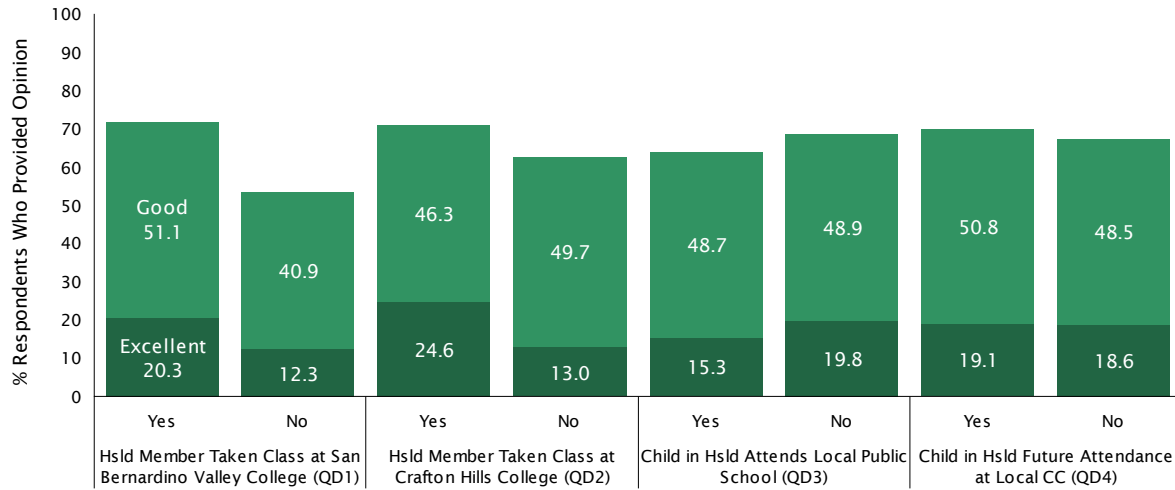
**FIGURE 6 QUALITY OF EDUCATION PROVIDED AT SAN BERNARDINO VALLEY COLLEGE**



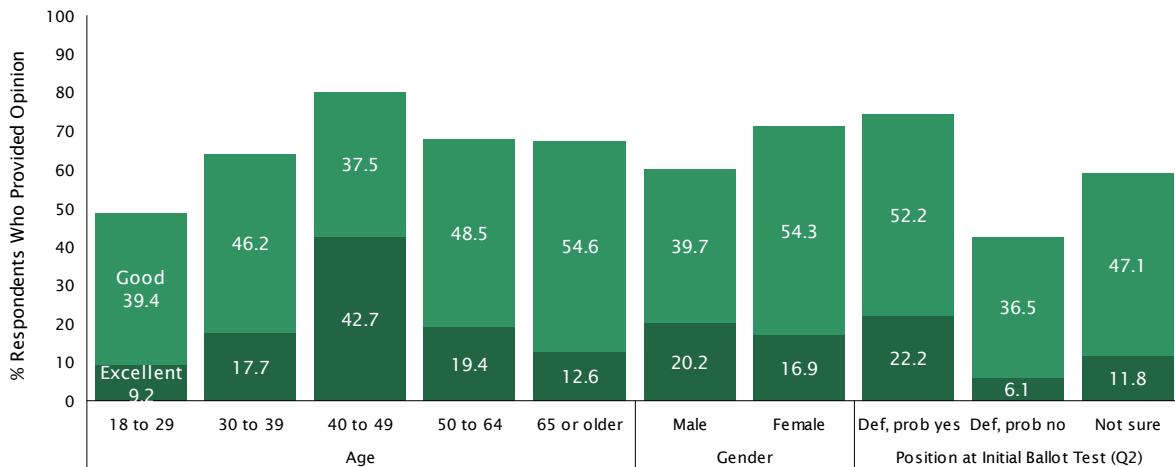
For the interested reader, figures 7 and 8 on the next page show how perceptions of the quality of education provided at San Bernardino Valley College varied (among those with an opinion) across key voter subgroups.



**FIGURE 7 QUALITY OF EDUCATION PROVIDED AT SAN BERNARDINO VALLEY COLLEGE BY HSLD MEMBER TAKEN CLASS AT SAN BERNARDINO VALLEY COLLEGE, HSLD MEMBER TAKEN CLASS AT CRAFTON HILLS COLLEGE, CHILD IN HSLD ATTENDS LOCAL PUBLIC SCHOOL & CHILD IN HSLD FUTURE ATTENDANCE AT LOCAL CC**



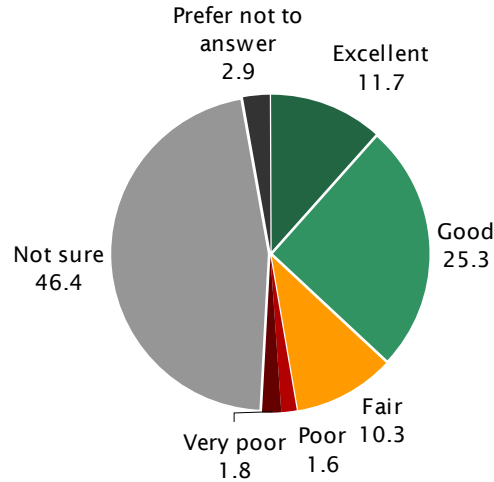
**FIGURE 8 QUALITY OF EDUCATION PROVIDED AT SAN BERNARDINO VALLEY COLLEGE BY AGE, GENDER & POSITION AT INITIAL BALLOT TEST**



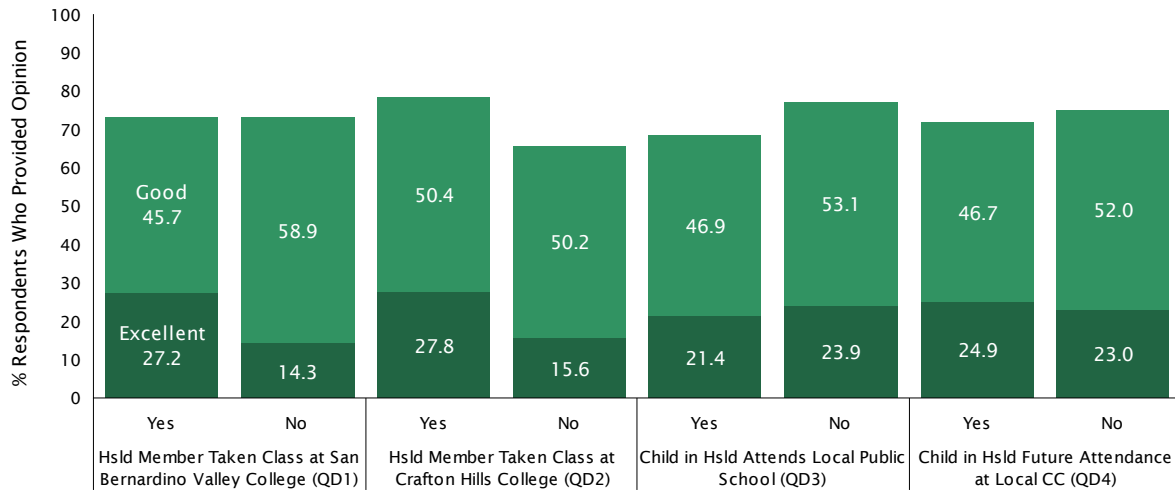
When asked to rate the quality of education provided at Crafton Hills College, nearly half (46%) of likely voters responded ‘not sure’, again indicating a lack of familiarity with the College. Among those with an opinion, assessments of the quality of education provided at Crafton Hills College were largely positive, with 12% rating it excellent, 25% good, 10% fair, and just 3% indicating it is poor or very poor. Figures 10 and 11 show how perceptions of the quality of education provided at Crafton Hills College varied (among those with an opinion) across key voter subgroups.

**Question 8** *In general, how would you rate the quality of education provided by Crafton Hills College? Would you say it is excellent, good, fair, poor, or very poor?*

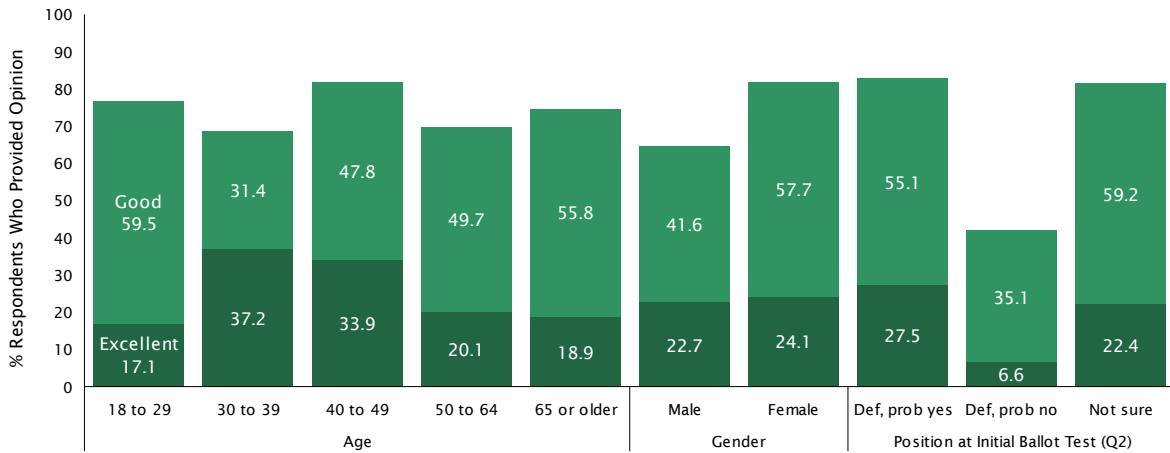
**FIGURE 9 QUALITY OF EDUCATION PROVIDED AT CRAFTON HILLS COLLEGE**



**FIGURE 10 QUALITY OF EDUCATION PROVIDED AT CRAFTON HILLS COLLEGE BY HSLD MEMBER TAKEN CLASS AT SAN BERNARDINO VALLEY COLLEGE, HSLD MEMBER TAKEN CLASS AT CRAFTON HILLS COLLEGE, CHILD IN HSLD ATTENDS LOCAL PUBLIC SCHOOL & CHILD IN HSLD FUTURE ATTENDANCE AT LOCAL CC**



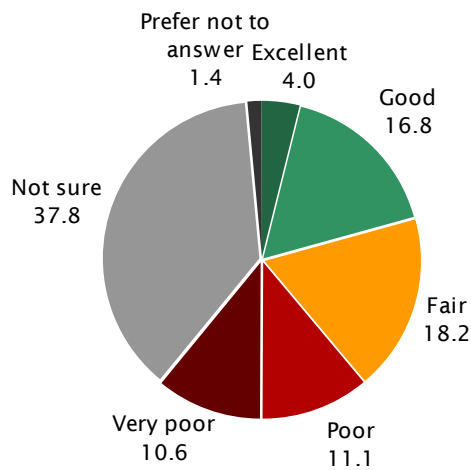
**FIGURE 11 QUALITY OF EDUCATION PROVIDED AT CRAFTON HILLS COLLEGE BY AGE, GENDER & POSITION AT INITIAL BALLOT TEST**



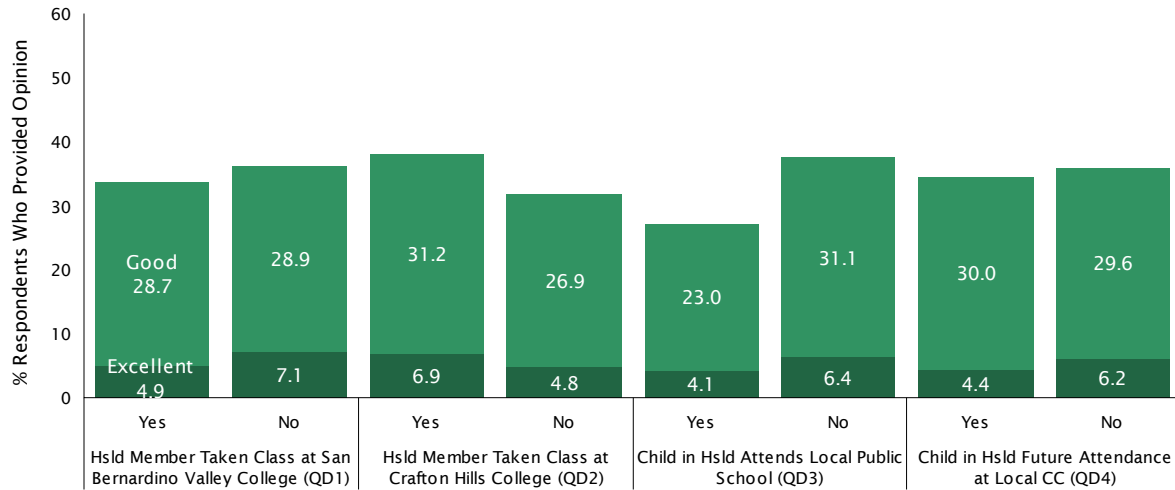
**FISCAL MANAGEMENT** The final question in this series asked voters to rate the District’s performance in managing its finances, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 12, 38% of voters surveyed were unsure or declined to provide their opinion on this topic. Opinions among remaining respondents were mixed, with one-in-five voters rating the District’s management of its finances as excellent (4%) or good (17%), 18% saying it is fair, and one-in-five describing it as poor (11%) or very poor (11%). Figures 13 and 14 on the next page show how perceptions of the District’s performance in managing its finances varied by subgroup.

**Question 9** *In general, how would you rate the job the District has done in managing its finances? Would you say it has done an excellent, good, fair, poor, or very poor job?*

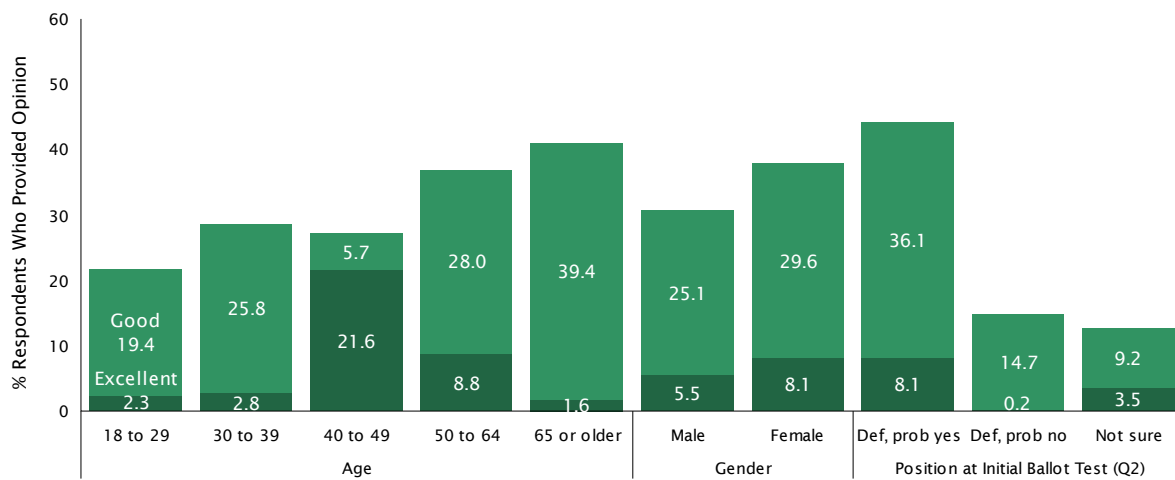
**FIGURE 12 DISTRICT MANAGING FINANCES**



**FIGURE 13 DISTRICT MANAGING FINANCES BY HSLD MEMBER TAKEN CLASS AT SAN BERNARDINO VALLEY COLLEGE, HSLD MEMBER TAKEN CLASS AT CRAFTON HILLS COLLEGE, CHILD IN HSLD ATTENDS LOCAL PUBLIC SCHOOL & CHILD IN HSLD FUTURE ATTENDANCE AT LOCAL CC**



**FIGURE 14 DISTRICT MANAGING FINANCES BY AGE, GENDER & POSITION AT INITIAL BALLOT TEST**



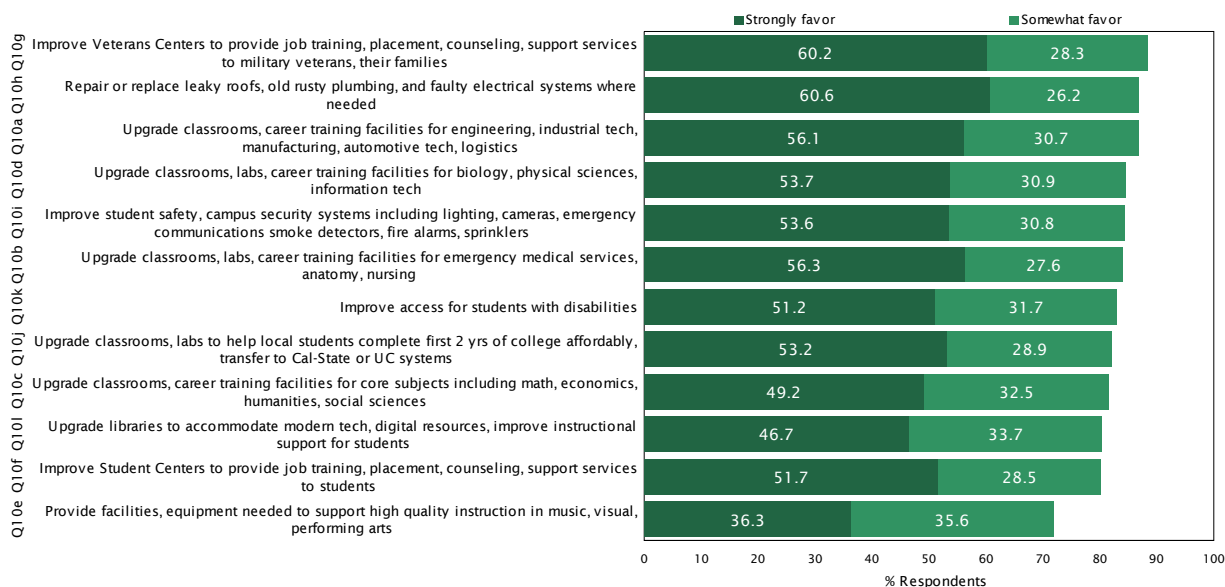
## PROJECTS & PROGRAMS

The ballot language presented in Question 2 indicated that the proposed bond measure would be used to upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries, improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment, and improve the Student and Veterans Centers to provide career counseling and job training. The purpose of Question 10 was to provide respondents with the full range of projects and improvements that may be funded by the proposed measure, as well as identify which of these improvements voters most favored funding with bond proceeds.

After reading each improvement that may be funded by the measure, respondents were asked if they would favor or oppose spending some of the money on that particular improvement assuming that the measure passes. Truncated descriptions of the improvements tested, as well as voters' responses, are shown in Figure 15 below.<sup>2</sup>

**Question 10** *The measure we've been discussing would provide funding for a variety of projects and improvements. If the measure passes, would you favor or oppose using some of the money to: -----, or do you not have an opinion?*

**FIGURE 15 PROJECTS & PROGRAMS**



Overall, the improvements that resonated with the largest percentage of respondents were improving the Veterans Centers to provide job training, job placement, counseling, and support services to military veterans and their families (89% strongly or somewhat favor), repairing or replacing leaky roofs, old rusty plumbing, and faulty electrical systems where needed (87%), upgrading classrooms and career training facilities for engineering, industrial technology, manu-

2. For the full text of the improvements tested, turn to Question 10 in *Questionnaire & Toplines* on page 35.

facturing, automotive technology, and logistics (87%), and upgrading classrooms, labs and career training facilities for biology, physical sciences, and information technology (85%).

**PROJECT RATINGS BY SUBGROUP** Table 2 presents the top five projects (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test. Not surprisingly, individuals who initially opposed the measure were generally less likely to favor spending money on a given project or service when compared with supporters. Nevertheless, initial supporters, opponents, and the undecided did agree on one of the top five priorities for funding.

**TABLE 2 TOP PROJECTS & PROGRAMS BY POSITION AT INITIAL BALLOT TEST**

Position at Initial Ballot Test (Q2)	Item	Program or Project Summary	% Strongly Favor
Probably or Definitely Yes (n = 460)	Q10h	Repair or replace leaky roofs, old rusty plumbing, and faulty electrical systems where needed	71
	Q10d	Upgrade classrooms, labs, career training facilities for biology, physical sciences, information tech	70
	Q10b	Upgrade classrooms, labs, career training facilities for emergency medical services, anatomy, nursing	70
	Q10a	Upgrade classrooms, career training facilities for engineering, industrial tech, manufacturing, automotive tech, logistics	70
	Q10j	Upgrade classrooms, labs to help local students complete first 2 yrs of college affordably, transfer to Cal-State or UC systems	68
Probably or Definitely No (n = 156)	Q10g	Improve Veterans Centers to provide job training, placement, counseling, support services to military veterans, their families	50
	Q10h	Repair or replace leaky roofs, old rusty plumbing, and faulty electrical systems where needed	35
	Q10a	Upgrade classrooms, career training facilities for engineering, industrial tech, manufacturing, automotive tech, logistics	27
	Q10i	Improve student safety, campus security systems including lighting, cameras, emergency communications smoke detectors, fire alarms, sprinklers	26
	Q10b	Upgrade classrooms, labs, career training facilities for emergency medical services, anatomy, nursing	25
Not Sure (n = 60)	Q10g	Improve Veterans Centers to provide job training, placement, counseling, support services to military veterans, their families	63
	Q10h	Repair or replace leaky roofs, old rusty plumbing, and faulty electrical systems where needed	52
	Q10i	Improve student safety, campus security systems including lighting, cameras, emergency communications smoke detectors, fire alarms, sprinklers	49
	Q10f	Improve Student Centers to provide job training, placement, counseling, support services to students	47
	Q10k	Improve access for students with disabilities	46

## POSITIVE ARGUMENTS

If the Board chooses to place a bond measure on an upcoming ballot, voters will be exposed to various arguments about the bond in the ensuing months. Proponents of the measure will present arguments to try to persuade voters to support a measure, just as opponents may present arguments to achieve the opposite goal. For this study to be a reliable gauge of voter support for the proposed bond measure, it is important that the survey simulate the type of discussion and debate that will occur prior to the vote taking place and identify how this information ultimately shapes voters' opinions about the bond.

The objective of Question 11 was thus to present respondents with arguments in favor of the proposed measure and identify whether they felt the arguments were convincing reasons to support it. Arguments in opposition to the measure were also presented and are discussed later in this report (see *Negative Arguments* on page 27). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

**Question 11** *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. Supporters of the measure say: \_\_\_\_\_. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

**FIGURE 16 POSITIVE ARGUMENTS**

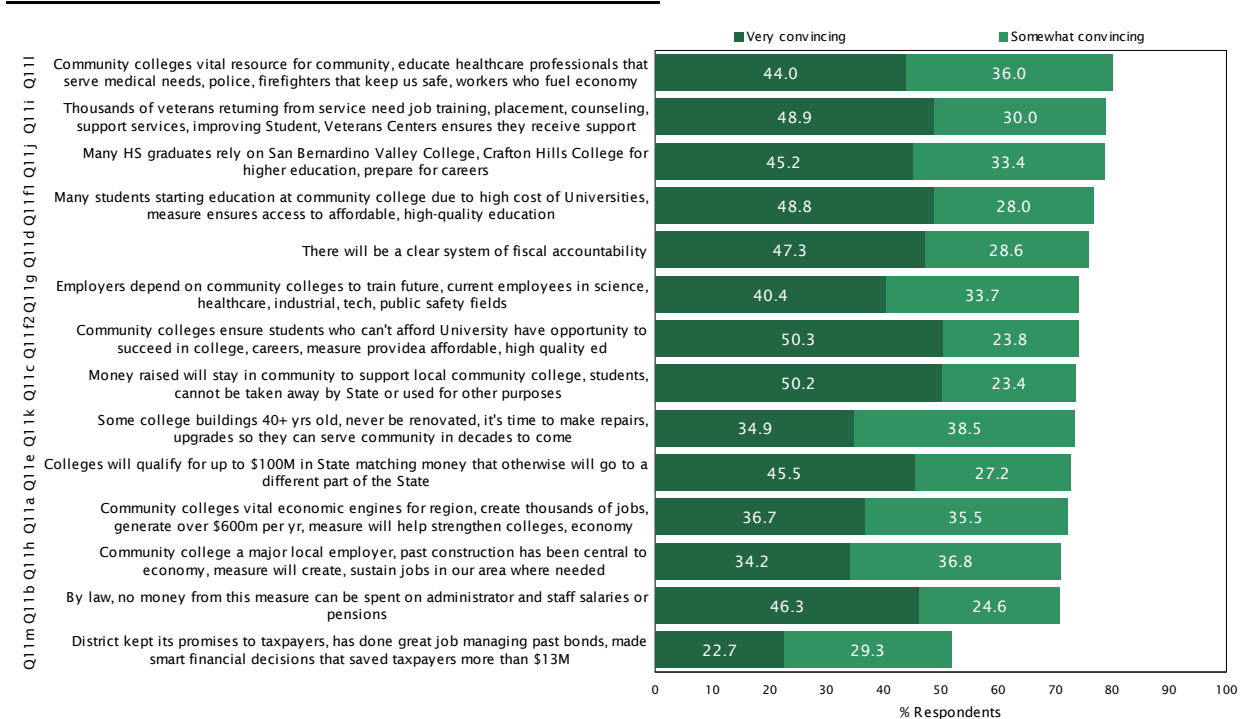


Figure 16 presents the truncated positive arguments tested, as well as voters' reactions to the arguments. The arguments are sorted from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Using this methodology, the most compelling positive arguments were: *Our local community colleges are a vital resource for our community. They educate the healthcare professionals that serve our medical needs, the police and*



*firefighters that keep us safe, and the skilled workers who fuel our economy (80% very or somewhat convincing), We have thousands of military veterans returning from service who need job training, job placement, counseling and support services. Improving the Student and Veterans Centers will ensure that our veterans receive the support they need (79%), and Many of our local high school graduates rely on San Bernardino Valley College and Crafton Hills College for higher education and to prepare for careers (79%).*

**POSITIVE ARGUMENTS BY INITIAL SUPPORT** Table 3 lists the top five most convincing positive arguments (showing the percentage of respondents who cited it as *very convincing*) according to respondents' vote choice at the Initial Ballot Test. The most striking pattern in the table is that the positive arguments resonated with a higher percentage of voters who were initially inclined to support the measure when compared with voters who initially opposed the measure or were unsure. Nevertheless, one of the arguments was ranked among the top five most compelling by all three groups.

**TABLE 3 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST**

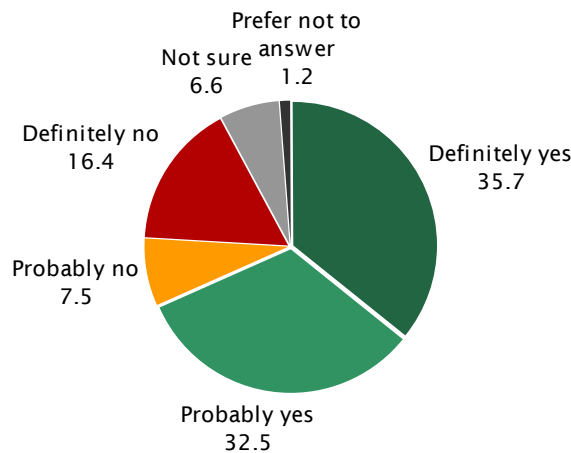
Position at Initial Ballot Test (Q2)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 5460)	Q11f2	Community colleges ensure students who can't afford University have opportunity to succeed in college, careers, measure provide affordable, high quality ed	67
	Q11c	Money raised will stay in community to support local community college, students, cannot be taken away by State or used for other purposes	65
	Q11f1	Many students starting education at community college due to high cost of Universities, measure ensures access to affordable, high-quality education	64
	Q11e	Colleges will qualify for up to \$100M in State matching money that otherwise will go to a different part of the State	59
	Q11d	There will be a clear system of fiscal accountability	58
Probably or Definitely No (n = 156)	Q11i	Thousands of veterans returning from service need job training, placement, counseling, support services, improving Student, Veterans Centers ensures they receive support	28
	Q11b	By law, no money from this measure can be spent on administrator and staff salaries or pensions	20
	Q11d	There will be a clear system of fiscal accountability	18
	Q11f2	Community colleges ensure students who can't afford University have opportunity to succeed in college, careers, measure provide affordable, high quality ed	15
	Q11e	Colleges will qualify for up to \$100M in State matching money that otherwise will go to a different part of the State	15
Not Sure (n = 60)	Q11d	There will be a clear system of fiscal accountability	45
	Q11i	Thousands of veterans returning from service need job training, placement, counseling, support services, improving Student, Veterans Centers ensures they receive support	39
	Q11b	By law, no money from this measure can be spent on administrator and staff salaries or pensions	38
	Q11c	Money raised will stay in community to support local community college, students, cannot be taken away by State or used for other purposes	37
	Q11j	Many HS graduates rely on San Bernardino Valley College, Crafton Hills College for higher education, prepare for careers	34

## INTERIM BALLOT TEST

After informing respondents about the potential tax rates associated with the bond, projects and improvements that could be funded, as well as exposing them to positive arguments they may encounter about the bond, the survey again presented voters with the ballot language used previously to gauge how their support for the proposed bond measure may have changed. As shown in Figure 17, overall support for the measure among likely November 2018 voters increased slightly to 68%, with 36% of voters indicating that they would *definitely* vote yes. Approximately 24% of respondents opposed the measure at this point in the survey, and an additional 8% were unsure or unwilling to state their vote choice.

**Question 12** *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries; improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment; and improving Student and Veterans Centers to provide career counseling and job training; shall San Bernardino Community College District issue 398 million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 17 INTERIM BALLOT TEST



**SUPPORT BY SUBGROUPS** Table 4 on the next page shows how support for the measure at this point in the survey varied by key voter subgroups, as well as the percentage change in subgroup support when compared with the Initial Ballot Test. Positive differences appear in green, whereas negative differences appear in red. Despite modest fluctuations, support for the proposed bond remained broad-based at the Interim Ballot Test, exceeding 55% in all but two subgroups.

TABLE 4 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST

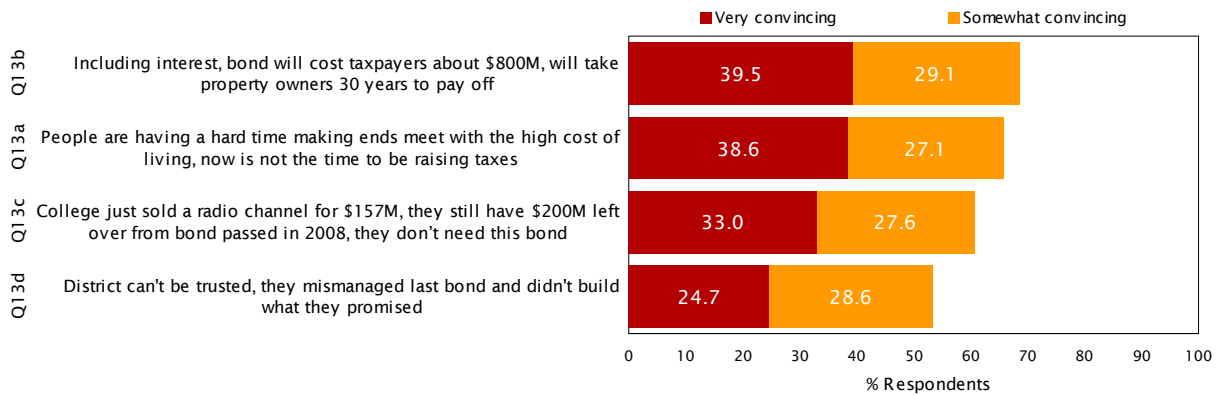
		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)
Overall		100	68.2	+0.9
Hsld Member Taken Class at San Bernardino Valley College (QD1)	Yes	56	68.2	+2.1
	No	44	72.3	-0.4
Hsld Member Taken Class at Crafton Hills College (QD2)	Yes	36	67.1	-1.5
	No	64	71.2	+2.4
Child in Hsld Attends Local Public School (QD3)	Yes	30	71.7	-0.6
	No	70	69.8	+2.1
Child in Hsld Future Attendance at Local CC (QD4)	Yes	22	76.3	-5.9
	No	78	69.3	+2.1
Party	Democrat	45	85.4	+4.3
	Republican	39	51.5	-1.6
	Other / DTS	16	60.6	-2.5
Household Party Type	Single dem	21	85.1	+2.6
	Dual dem	14	89.2	+9.0
	Single rep	13	55.1	+2.5
	Dual rep	15	41.0	-1.6
	Other	11	64.2	-4.0
	Mixed	25	67.5	-2.2
Age	18 to 29	10	85.5	+5.8
	30 to 39	11	71.6	-0.6
	40 to 49	11	59.1	-5.3
	50 to 64	33	64.2	-1.3
	65 or older	34	69.0	+4.2
Homeowner on Voter File	Yes	68	65.5	+1.8
	No	32	74.0	-0.9
Likely to Vote by Mail	Yes	67	66.9	+0.4
	No	33	71.0	+2.1
Likely June 2018 Voter	Yes	44	63.7	+0.6
	No	56	71.8	+1.1
Likely November 2018 Voter	Yes, natural	95	68.0	+0.8
	Yes, GOTV	5	72.9	+3.0
Registration Year	2017 to 2009	62	69.0	-1.3
	Before 2009	38	67.1	+4.6
Gender	Male	47	59.3	-0.4
	Female	53	76.8	+1.4

# NEGATIVE ARGUMENTS

Whereas Question 11 presented respondents with arguments in favor of the measure, Question 13 presented respondents with arguments designed to elicit opposition to the measure. In the case of Question 13, however, respondents were asked if they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters' opinions about the arguments, are presented in Figure 18.

**Question 13** *Next, let me tell you what opponents of the measure are saying. Opponents of the measure say: \_\_\_\_\_. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?*

**FIGURE 18 NEGATIVE ARGUMENTS**



The most compelling negative arguments tested were: *Don't be fooled. Including interest, this bond will cost taxpayers about 800 million dollars and will take property owners 30 years to pay off* (69% very or somewhat convincing), *People are having a hard time making ends meet with the high cost of living. Now is NOT the time to be raising taxes* (66%), *The College just sold a radio channel for 157 million dollars, and they still have 200 million dollars left over from the bond they passed in 2008. They don't need this bond* (61%).

**NEGATIVE ARGUMENTS BY INITIAL SUPPORT** Table 5 below ranks the negative arguments (showing the percentage of respondents who cited each as very convincing) according to respondents' vote choice at the Initial Ballot Test.

**TABLE 5 NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST**

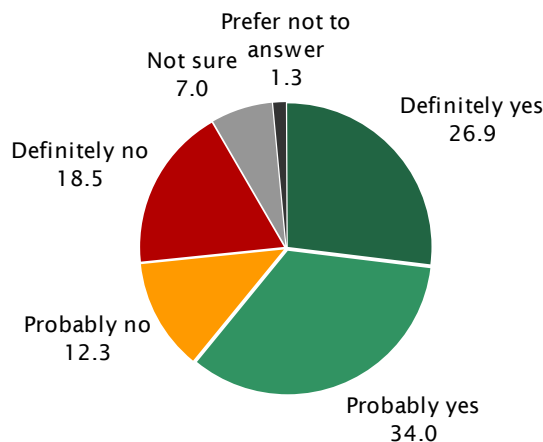
Position at Initial Ballot Test (Q2)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely Yes (n= 460)	Q13b	Including interest, bond will cost taxpayers about \$800M, will take property owners 30 years to pay off	28
	Q13a	People are having a hard time making ends meet with the high cost of living, now is not the time to be raising taxes	26
	Q13c	College just sold a radio channel for \$157M, they still have \$200M left over from bond passed in 2008, they don't need this bond	22
	Q13d	District can't be trusted, they mismanaged last bond and didn't build what they promised	15
Probably or Definitely No (n= 156)	Q13b	Including interest, bond will cost taxpayers about \$800M, will take property owners 30 years to pay off	72
	Q13a	People are having a hard time making ends meet with the high cost of living, now is not the time to be raising taxes	71
	Q13c	College just sold a radio channel for \$157M, they still have \$200M left over from bond passed in 2008, they don't need this bond	64
	Q13d	District can't be trusted, they mismanaged last bond and didn't build what they promised	49
Not Sure (n=60)	Q13a	People are having a hard time making ends meet with the high cost of living, now is not the time to be raising taxes	54
	Q13b	Including interest, bond will cost taxpayers about \$800M, will take property owners 30 years to pay off	50
	Q13c	College just sold a radio channel for \$157M, they still have \$200M left over from bond passed in 2008, they don't need this bond	42
	Q13d	District can't be trusted, they mismanaged last bond and didn't build what they promised	38

## FINAL BALLOT TEST

Voters' opinions about ballot measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. An important goal of the survey was thus to gauge how voters' opinions about the proposed measure may be affected by the information they could encounter during the course of an election cycle. After providing respondents with the wording of the proposed measure, potential tax rates, projects that could be funded, and arguments in favor of and against the proposal, the survey again asked voters whether they would vote 'yes' or 'no' on the proposed bond measure.

**Question 14** *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries; improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment; and improving Student and Veterans Centers to provide career counseling and job training; shall San Bernardino Community College District issue 398 million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 19 FINAL BALLOT TEST



At this point in the survey, support for the bond measure was found among 61% of likely November 2018 voters, with 27% indicating that they would *definitely* support the measure. Approximately 31% of respondents opposed the measure at the Final Ballot Test, and 8% were unsure or unwilling to state their vote choice.



## CHANGE IN SUPPORT

Table 6 provides a closer look at how support for the proposed bond measure changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within various subgroups of voters. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, and negative differences appear in red.

**TABLE 6 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST**

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)	Change From Interim Ballot Test (Q12)
Overall		100	60.9	-6.4	-7.3
Hsld Member Taken Class at San Bernardino Valley College (QD1)	Yes	56	60.4	-5.7	-7.8
	No	44	65.3	-7.4	-6.9
Hsld Member Taken Class at Crafton Hills College (QD2)	Yes	36	56.6	-12.0	-10.5
	No	64	65.7	-3.1	-5.5
Child in Hsld Attends Local Public School (QD3)	Yes	30	62.3	-9.9	-9.3
	No	70	63.4	-4.2	-6.3
Child in Hsld Future Attendance at Local CC (QD4)	Yes	22	66.5	-15.7	-9.7
	No	78	63.3	-3.9	-6.0
Party	Democrat	45	80.8	-0.2	-4.6
	Republican	39	39.9	-13.2	-11.6
	Other / DTS	16	55.8	-7.4	-4.8
Household Party Type	Single dem	21	81.4	-1.1	-3.7
	Dual dem	14	86.4	+6.2	-2.8
	Single rep	13	43.3	-9.3	-11.9
	Dual rep	15	31.1	-11.6	-10.0
	Other	11	58.2	-10.0	-6.0
	Mixed	25	58.1	-11.7	-9.5
Age	18 to 29	10	75.2	-4.4	-10.2
	30 to 39	11	56.3	-15.9	-15.4
	40 to 49	11	56.8	-7.6	-2.3
	50 to 64	33	59.0	-6.5	-5.2
	65 or older	34	61.4	-3.4	-7.6
Homeowner on Voter File	Yes	68	58.1	-5.7	-7.4
	No	32	66.9	-8.0	-7.1
Likely to Vote by Mail	Yes	67	60.8	-5.7	-6.0
	No	33	61.0	-7.9	-10.0
Likely June 2018 Voter	Yes	44	55.9	-7.1	-7.8
	No	56	64.8	-5.9	-7.0
Likely November 2018 Voter	Yes, natural	95	60.6	-6.6	-7.4
	Yes, GOTV	5	67.7	-2.3	-5.3
Registration Year	2017 to 2009	62	61.2	-9.1	-7.8
	Before 2009	38	60.5	-2.0	-6.6
Gender	Male	47	51.8	-7.9	-7.5
	Female	53	69.6	-5.7	-7.1

Voter subgroups generally responded to the negative arguments with a reduction in their support for the measure when compared with levels recorded at the Interim Ballot Test. The general trend over the course of the entire survey (Initial to Final Ballot Test) was also one of declining support for most voter subgroups, averaging -6% overall. Even with this decline, however, support at the Final Ballot Test remained six percentage points above the 55% threshold for passage of a Prop 39 bond.

Whereas Table 6 displays change in support for the measure over the course of the interview at the group level, Table 7 on the next page presents individual-level changes that occurred between the Initial and Final Ballot Tests for the measure. On the left side of the table is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the table depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final

Ballot Test. For example, in the first row we see that of the 30.2% of respondents who indicated they would definitely support the measure at the Initial Ballot Test, 19.1% indicated they would definitely support the measure at the Final Ballot Test. Approximately 8.9% moved to the probably support group, 0.9% moved to the probably oppose group, 0.5% moved to the definitely oppose group, and 0.7% percent stated they were now unsure of their vote choice.

To ease interpretation of the table, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in the vote: from yes to no, no to yes, or not sure to either yes or no.

**TABLE 7 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TEST**

Initial Ballot Test (Q2)		Final Ballot Test (Q14)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	30.2%	19.1%	8.9%	0.9%	0.5%	0.7%
Probably support	37.2%	6.1%	21.8%	4.8%	1.2%	3.3%
Probably oppose	9.0%	0.3%	1.3%	3.9%	3.0%	0.4%
Definitely oppose	13.9%	0.0%	0.6%	0.5%	12.4%	0.4%
Not sure	9.8%	1.3%	1.4%	2.2%	1.3%	3.5%

As one might expect, the information conveyed in the survey generally had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably yes or probably no). Moreover, Table 7 makes clear that although the information presented in the survey did impact some voters, it did not do so in a consistent way for all respondents. Some respondents found the information provided during the course of the interview to be a reason to become more supportive of the measure, while a larger percentage found the same information reason to be less supportive. Although 21% of respondents made a *fundamental*<sup>3</sup> shift in their opinion regarding the measure over the course of the interview, the net impact is that support for the measure at the Final Ballot Test (61%) was approximately six percentage points lower than support at the Initial Ballot Test (67%).

3. This is, they changed from a position of support, opposition, or undecided at the Initial Ballot Test to a different position at the Final Ballot Test.



# BACKGROUND & DEMOGRAPHICS

**TABLE 8 DEMOGRAPHICS OF SAMPLE**

<b>Total Respondents</b>	<b>683</b>
<b>Hsld Member Taken Class at San Bernardino Valley College (QD1)</b>	
Yes	52.6
No	41.6
Prefer not to answer	5.7
<b>Hsld Member Taken Class at Crafton Hills College (QD2)</b>	
Yes	34.3
No	59.7
Prefer not to answer	6.0
<b>Child in Hsld Attends Local Public School (QD3)</b>	
Yes	28.1
No	67.1
Prefer not to answer	4.8
<b>Child in Hsld Future Attendance at Local CC (QD4)</b>	
Yes	19.6
No	70.5
Prefer not to answer	9.8
<b>Homeowner on Voter File</b>	
Yes	68.0
No	32.0
<b>Age</b>	
18 to 29	10.1
30 to 39	11.4
40 to 49	11.3
50 to 64	33.4
65 or older	33.9
<b>Registration Year</b>	
2017 to 2009	61.9
Before 2009	38.1
<b>Party</b>	
Democrat	45.2
Republican	39.0
Other / DTS	15.9
<b>Household Party Type</b>	
Single dem	20.9
Dual dem	14.2
Single rep	13.3
Dual rep	15.2
Other	11.0
Mixed	25.4
<b>Likely to Vote by Mail</b>	
Yes	67.2
No	32.8
<b>Likely Jun 2018 Voter</b>	
Yes	43.7
No	56.3
<b>Likely November 2018 Voter</b>	
Yes, natural	95.0
Yes, GOTV	5.0
<b>Gender</b>	
Male	45.4
Female	50.7
Prefer not to answer	4.0

In addition to questions directly related to the proposed measure, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the likely November 2018 voter sample used for this study is shown in Table 8.





## M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

**QUESTIONNAIRE DEVELOPMENT** Dr. McLarney of True North Research worked closely with the San Bernardino Community College District to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only individuals who did not support the bond at the Initial Ballot Test (Question 2) were asked the follow-up open-ended Question 3 regarding their reasons for not supporting the measure. The questionnaire included with this report (see *Questionnaire & Toplines* on page 35) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

**PROGRAMMING, PRE-TEST & TRANSLATION** Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled voters. The integrity of the questionnaire was pre-tested internally by True North and by dialing into voter households in the district prior to formally beginning the survey. Once finalized, the questionnaire was also professionally translated into Spanish to allow for data collection in English or Spanish according to respondent preference.

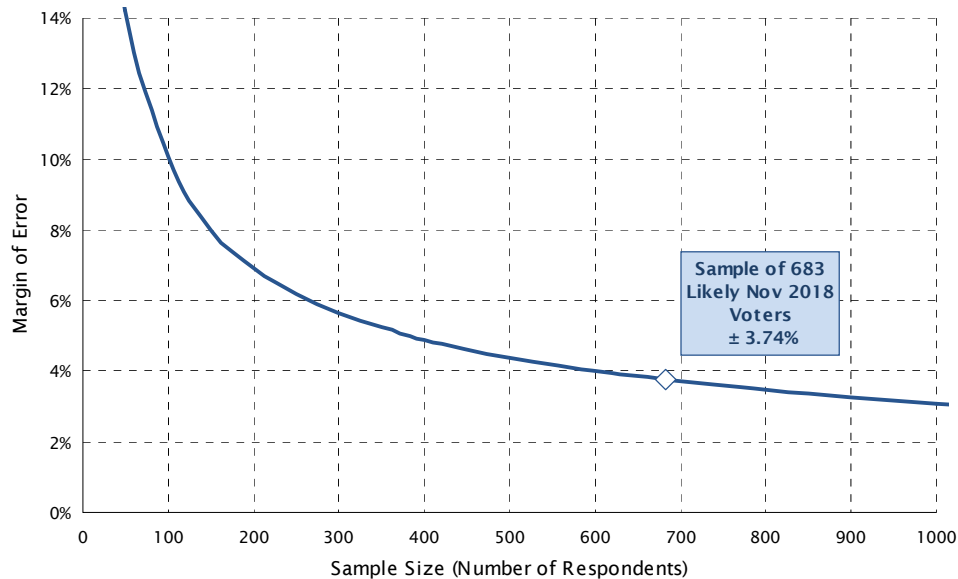
**SAMPLE** The survey was administered to a stratified and clustered random sample of registered voters in the District who are likely to participate in the November 2018 election on the natural or through targeted get-out-the-vote efforts, with a subset who are also likely to participate in the lower-turnout June 2018 primary election. Consistent with the profile of this universe, the sample was stratified into clusters, each representing a combination of age, gender, and household party-type. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile.

**STATISTICAL MARGIN OF ERROR** By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the District who are likely to participate in the November 2018 election. The results of the sample can thus be used to estimate the opinions of *all* voters likely to participate in the November 2018 election. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 683 voters for a particular question and what

would have been found if all 173,049 likely November 2018 voters identified in the District had been surveyed for the study.

Figure 20 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is  $\pm 3.74\%$ .

**FIGURE 20 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING**



Within this report, figures and tables show how responses to certain questions varied by subgroups such as age, gender, and partisan affiliation. Figure 20 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

**RECRUITING & DATA COLLECTION** The survey followed a mixed-method design that employed multiple recruiting methods (telephone and email) and multiple data collection methods (telephone and online). Telephone interviews averaged 17 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would likely bias the sample.

Voters recruited via email were assigned a unique passcode to ensure that only voters who received an invitation could access the online survey site, and that each voter could complete the survey only one time. During the data collection period, an email reminder notice was also sent to encourage participation among those who had yet to take the survey. A total of 683 surveys were completed between September 26 and October 8, 2017.

**DATA PROCESSING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, and preparing frequency analyses and crosstabulations.

**ROUNDING** Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

# QUESTIONNAIRE & TOPLINES



San Bernardino Community College District  
 Baseline Bond Survey Version  
 Final Toplines (683 Respondents)  
 October 2017

## Section 1: Introduction to Study

Hi, may I please speak to \_\_\_\_\_. My name is \_\_\_\_\_, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in San Bernardino (BER-nar-DEE-no) County and I'd like to get your opinions.

*If needed:* This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

*If needed:* The survey should take about 12 minutes to complete.

*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

*If the person asks why you need to speak to the listed person or if they ask to participate instead, explain:* For statistical purposes, at this time the survey must only be completed by this particular individual.

*If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.*

## Section 2: Importance of Issues

To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.

Here is the (first/next) issue: \_\_\_\_\_. Do you think this issue is extremely important, very important, somewhat important, or not at all important?

		Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
	<i>Randomize.</i>						
A	Reducing crime and improving public safety	69%	23%	7%	1%	0%	0%
B	Reducing traffic congestion	30%	31%	32%	6%	1%	1%
C	Ensuring local access to an affordable college education and career training	47%	33%	13%	6%	1%	1%
D	Improving local property values	30%	37%	25%	6%	1%	1%
E	Creating jobs and improving the local economy	61%	29%	7%	2%	0%	1%
F	Maintaining and upgrading classrooms and facilities at our local community college	27%	34%	27%	8%	3%	1%
G	Preventing local tax increases	40%	28%	23%	8%	1%	0%
H	Protecting the quality of education	60%	29%	8%	2%	0%	0%

**Section 3: Initial Ballot Test**

Your household is within the San Bernardino Community College District. Next year, voters in the District may be asked to vote on a local ballot measure. Let me read you a summary of the measure.

**Q2** In order to:

- ◊ Upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries
- ◊ Improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment
- ◊ And improving Student and Veterans Centers to provide career counseling and job training

Shall San Bernardino Community College District issue **398** million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local?  
 If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?

1	Definitely yes	30%	Skip to Q4
2	Probably yes	37%	Skip to Q4
3	Probably no	9%	Ask Q3
4	Definitely no	14%	Ask Q3
98	Not sure	9%	Ask Q3
99	Prefer not to answer	1%	Skip to Q4

**Q3** Is there a particular reason why you do not support the measure I just described? If yes, ask: Please briefly describe your reason. Verbatim responses recorder and later grouped into categories shown below.

Taxes already too high	19%
Need more information	17%
Money is misspent, mismanaged	15%
Do not support bonds, increased debt	14%
Not sure, no particular reason	11%
Improve quality of education	8%
Other higher priorities in community	5%
Other ways to be funded	5%
Measure too expensive	5%
Concern about illegal immigrant issues	4%
Schools are okay as-is, no need for more money	3%
Mentioned past ballot measure, bond	2%
Do not trust District	2%
District has enough money	2%

Section 4: Tax Threshold								
Q4	The amount each home owner will pay if the community college bond passes depends on the assessed value of their home - <u>not</u> the current market value of the home.							
	If you heard that the annual property taxes on your home would increase: _____ per 100,000 (one hundred thousand) dollars of assessed valuation, would you vote yes or no on the bond measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>							
<i>If needed: The assessed value of your home is listed on your property tax bill.</i>								
<i>Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next question.</i>								
	<i>Ask in Order</i>	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Prefer not to answer	
A	\$25	20%	30%	13%	27%	9%	1%	
B	\$19	25%	30%	12%	24%	8%	1%	
C	\$12	37%	25%	9%	24%	5%	1%	
Q5	Let me put it another way: If you knew that this measure would cost the <u>typical</u> home owner about \$44 per year, would you vote yes or no on the bond measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>							
	1	Definitely yes						32%
	2	Probably yes						28%
	3	Probably no						10%
	4	Definitely no						24%
	98	Not sure						6%
	99	Prefer not to answer						1%
Q6	Let me put it another way: If you knew that this measure would cost the <u>typical</u> home owner about \$21 per year, would you vote yes or no on the bond measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>							
	1	Definitely yes						38%
	2	Probably yes						27%
	3	Probably no						7%
	4	Definitely no						24%
	98	Not sure						4%
	99	Prefer not to answer						1%

**Section 5: Quality of Education***Rotate Order of Q7 & Q8.*

Q7	In general, how would you rate the quality of education provided by San Bernardino Valley College? Would you say it is excellent, good, fair, poor, or very poor?		
	1	Excellent	11%
	2	Good	29%
	3	Fair	15%
	4	Poor	4%
	5	Very Poor	2%
	98	Not sure	38%
	99	Prefer not to answer	2%
Q8	In general, how would you rate the quality of education provided by Crafton Hills College? Would you say it is excellent, good, fair, poor, or very poor?		
	1	Excellent	12%
	2	Good	25%
	3	Fair	10%
	4	Poor	2%
	5	Very Poor	2%
	98	Not sure	46%
	99	Prefer not to answer	3%
Q9	In general, how would you rate the job the District has done in managing its finances? Would you say it has done an excellent, good, fair, poor, or very poor job?		
	1	Excellent	4%
	2	Good	17%
	3	Fair	18%
	4	Poor	11%
	5	Very Poor	11%
	98	Not sure	38%
	99	Refused	1%

Section 6: Projects & Programs							
Q10	The measure we've been discussing would provide funding for a variety of projects and improvements.						
	If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? <i>Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?</i>						
	<i>Randomize.</i>	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Not sure	Prefer not to answer
A	Upgrade classrooms and career training facilities for <b>engineering, industrial technology, manufacturing, automotive technology, and logistics.</b>	56%	31%	4%	5%	3%	2%
B	Upgrade classrooms, labs and career training facilities for <b>emergency medical services, anatomy, and nursing.</b>	56%	28%	6%	4%	4%	2%
C	Upgrade classrooms and career training facilities for core subjects including <b>math, economics, humanities, and social sciences.</b>	49%	32%	7%	5%	5%	2%
D	Upgrade classrooms, labs and career training facilities for <b>biology, physical sciences, and information technology.</b>	54%	31%	4%	6%	4%	2%
E	Provide the facilities and equipment needed to support high quality instruction in <b>music, visual, and performing arts</b>	36%	36%	14%	8%	4%	2%
F	Improve the Student Centers to provide job training, job placement, counseling, and support services to students	52%	29%	7%	7%	5%	2%
G	Improve the Veterans Centers to provide job training, job placement, counseling, and support services to military veterans and their families	60%	28%	4%	5%	2%	1%
H	Repair or replace leaky roofs, old rusty plumbing, and faulty electrical systems where needed	61%	26%	4%	5%	2%	2%
I	Improve student safety and campus security systems including security lighting, security cameras, emergency communications systems, smoke detectors, fire alarms, and sprinklers	54%	31%	5%	6%	3%	2%
J	Upgrade classrooms and labs to help local students complete the first two years of college affordably, and transfer to the Cal-State or UC (You-See) systems.	53%	29%	6%	7%	3%	2%
K	Improve access for students with disabilities	51%	32%	5%	6%	4%	3%
L	Upgrade libraries to accommodate modern technology, digital resources, and improve instructional support for students	47%	34%	8%	6%	3%	2%



Section 7: Positive Arguments							
What I'd like to do now is tell you what some people are saying about the measure we've been discussing.							
Q11	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to <b>SUPPORT</b> the measure?						
	<i>Randomize. Split Sample F1/F2 using odd/even clusters.</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Prefer not to answer
A	Our community colleges are vital economic engines for our region. They create thousands of jobs and generate over 600 million dollars per year for our economy. This measure will help strengthen our colleges and our economy.	37%	35%	13%	9%	3%	3%
B	By law, no money from this measure can be spent on administrator and staff salaries or pensions.	46%	25%	13%	12%	2%	3%
C	All money raised by the measure will stay in our community to support our local community college and students. It cannot be taken away by the State or used for other purposes.	50%	23%	11%	11%	1%	3%
D	This measure requires a clear system of accountability, including a project list detailing exactly how the money will be used, a Citizens' Oversight Committee, and independent audits to ensure the money is spent properly	47%	29%	10%	9%	2%	3%
E	If voters approve this measure, our local colleges will qualify for up to 100 million dollars in State matching money that otherwise will go to a different part of the State.	46%	27%	12%	9%	4%	3%
F1	Because the cost of attending the University of California and State University systems has become so expensive, many more students are starting their education at community colleges. This measure will ensure local students have access to an affordable, high-quality education here in San Bernardino County.	49%	28%	11%	7%	3%	2%
F2	Our local community colleges ensure that lower and middle-income students who can't afford the high price of a university still have an opportunity to succeed in college and careers. This measure will provide the affordable, high quality education that all students deserve.	50%	24%	13%	6%	3%	4%

G	Local employers depend on San Bernardino Valley College and Crafton Hills College to train future and current employees in fields like science, healthcare, industrial technology, and public safety. We need to upgrade our classrooms, labs and career-training facilities so they meet today's industry standards.	40%	34%	14%	7%	3%	3%
H	Our local community college is a major local employer and past construction has been central to our local economy. This measure will create and sustain local jobs right here in our area where they are greatly needed.	34%	37%	15%	8%	3%	3%
I	We have thousands of military veterans returning from service who need job training, job placement, counseling and support services. Improving the Student and Veterans Centers will ensure that our veterans receive the support they need.	49%	30%	10%	7%	2%	3%
J	Many of our local high school graduates rely on San Bernardino Valley College and Crafton Hills College for higher education and to prepare for careers.	45%	33%	10%	5%	3%	3%
K	Some college buildings are more than 40 years old and have never be renovated. It's time to make essential repairs and upgrades so these buildings can continue to serve our community well in the decades to come.	35%	38%	14%	6%	3%	3%
L	Our local community colleges are a vital resource for our community. They educate the healthcare professionals that serve our medical needs, the police and firefighters that keep us safe, and the skilled workers who fuel our economy.	44%	36%	10%	5%	2%	3%
M	The District has kept its promises to taxpayers. It has done a great job managing past bonds and has made smart financial decisions that have saved taxpayers more than 13 million dollars.	23%	29%	21%	13%	12%	3%

**Section 8: Interim Ballot Test**

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again.

Q12	In order to:	
	<ul style="list-style-type: none"> <li>◊ Upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries</li> <li>◊ Improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment</li> <li>◊ And improving Student and Veterans Centers to provide career counseling and job training</li> </ul>	
	Shall San Bernardino Community College District issue <b>398</b> million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local?	
	If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?	
	1	Definitely yes <span style="float: right;">36%</span>
	2	Probably yes <span style="float: right;">33%</span>
	3	Probably no <span style="float: right;">8%</span>
4	Definitely no <span style="float: right;">16%</span>	
98	Not sure <span style="float: right;">7%</span>	
99	Prefer not to answer <span style="float: right;">1%</span>	

**Section 9: Negative Arguments**

Next, let me tell you what opponents of the measure are saying.

Q13	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Prefer not to answer
A	People are having a hard time making ends meet with the high cost of living. Now is NOT the time to be raising taxes.	39%	27%	24%	5%	3%	1%
B	Don't be fooled. Including interest, this bond will cost taxpayers about 800 million dollars and will take property owners 30 years to pay off.	39%	29%	19%	4%	7%	1%

C	The College just sold a radio channel for 157 million dollars, and they still have 200 million dollars left over from the bond they passed in 2008. They don't need this bond.	33%	28%	22%	6%	10%	2%
D	We can't trust the District with this measure. They will mismanage the money and won't build what they promise.	25%	29%	29%	9%	7%	1%

#### Section 10: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time.

Q14	In order to:	
	<ul style="list-style-type: none"> <li>◊ Upgrade classrooms, labs and career training facilities at San Bernardino Valley College and Crafton Hills College for science, healthcare, technology, public safety, skilled trades, and other growing industries</li> <li>◊ Improve local access to affordable, high quality education by repairing, constructing and acquiring classrooms, facilities, sites and equipment</li> <li>◊ And improving Student and Veterans Centers to provide career counseling and job training</li> </ul>	
	Shall San Bernardino Community College District issue <b>398</b> million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrators, and all money staying local?	
	If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?	
	1	Definitely yes 27%
	2	Probably yes 34%
	3	Probably no 12%
4	Definitely no 18%	
98	Not sure 7%	
99	Prefer not to answer 1%	

#### Section 11: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	Have you or a member of your household ever taken a class at San Bernardino Valley College?	
1	Yes	53%
2	No	42%
98	Not sure	2%
99	Prefer not to answer	4%

D2	Have you or a member of your household ever taken a class at Crafton Hills College?		
	1	Yes	34%
	2	No	60%
	98	Not sure	3%
	99	Prefer not to answer	3%
D3	Do you have any children in your home who attend a local public school?		
	1	Yes	28% Ask D4
	2	No	67% Skip to End
	99	Prefer not to answer	5% Skip to End
D4	Looking to the future, do you expect any of your children to attend a local community college for a portion of their higher education?		
	1	Yes	70%
	2	No	12%
	98	Not sure	18%
	99	Prefer not to answer	0%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.			

#### Post-Interview & Sample Items

S1	Gender		
	1	Male	45%
	2	Female	51%
	3	Prefer not to answer	4%
S2	Party		
	1	Democrat	45%
	2	Republican	39%
	3	Other	5%
	4	DTS	11%

S3 Age on Voter File		
1	18 to 29	10%
2	30 to 39	11%
3	40 to 49	11%
4	50 to 64	33%
5	65 or older	34%
99	Not Coded	0%
S4 Registration Date		
1	2017 to 2009	62%
2	2008 to 2002	11%
3	2001 to 1990	9%
5	Before 1990	18%
S5 Household Party Type		
1	Single Dem	21%
2	Dual Dem	14%
3	Single Rep	13%
4	Dual Rep	15%
5	Single Other	8%
6	Dual Other	3%
7	Dem & Rep	7%
8	Dem & Other	8%
9	Rep & Other	7%
0	Mixed (Dem + Rep + Other)	3%
S6 Homeowner on Voter File		
1	Yes	68%
2	No	32%
S7 Likely to Vote by Mail		
1	Yes	67%
2	No	33%

S8	Likely June 2018 Voter		
	1	Yes	44%
	2	No	56%
S9	Likely November 2018 Voter		
	1	Yes, natural	95%
	2	Yes, GOTV	5%