



GODBE RESEARCH
Gain Insight



Los Altos Community Center Campus 2012 Bond Measure Feasibility Survey

April 2012

Overview and Research Objectives

The City of Los Altos commissioned TBWB Strategies and Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for a bond measure to replace the deteriorating and inadequate Hillview Recreation Center; build an earthquake safe police station and emergency operation center; and complete related infrastructure improvements;
- Identify the optimum tax amount at which voters will support the measure;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.



Methodology Overview

- Data Collection Telephone Interviewing
- Universe 12,212 likely August 2012 mail ballot voters voters in the City of Los Altos, with a supplemental sample slightly lower propensity voters.
- Fielding Dates March 22 through March 27, 2012
- Interview Length 18 minutes
- Sample Size 404 likely August 2012 mail ballot voters and supplemental sample voters
288 likely August 2012 mail ballot voters
- Margin of Error $\pm 4.8\%$ likely August 2012 mail ballot voters and supplemental sample voters
 $\pm 5.7\%$ likely August 2012 mail ballot voters

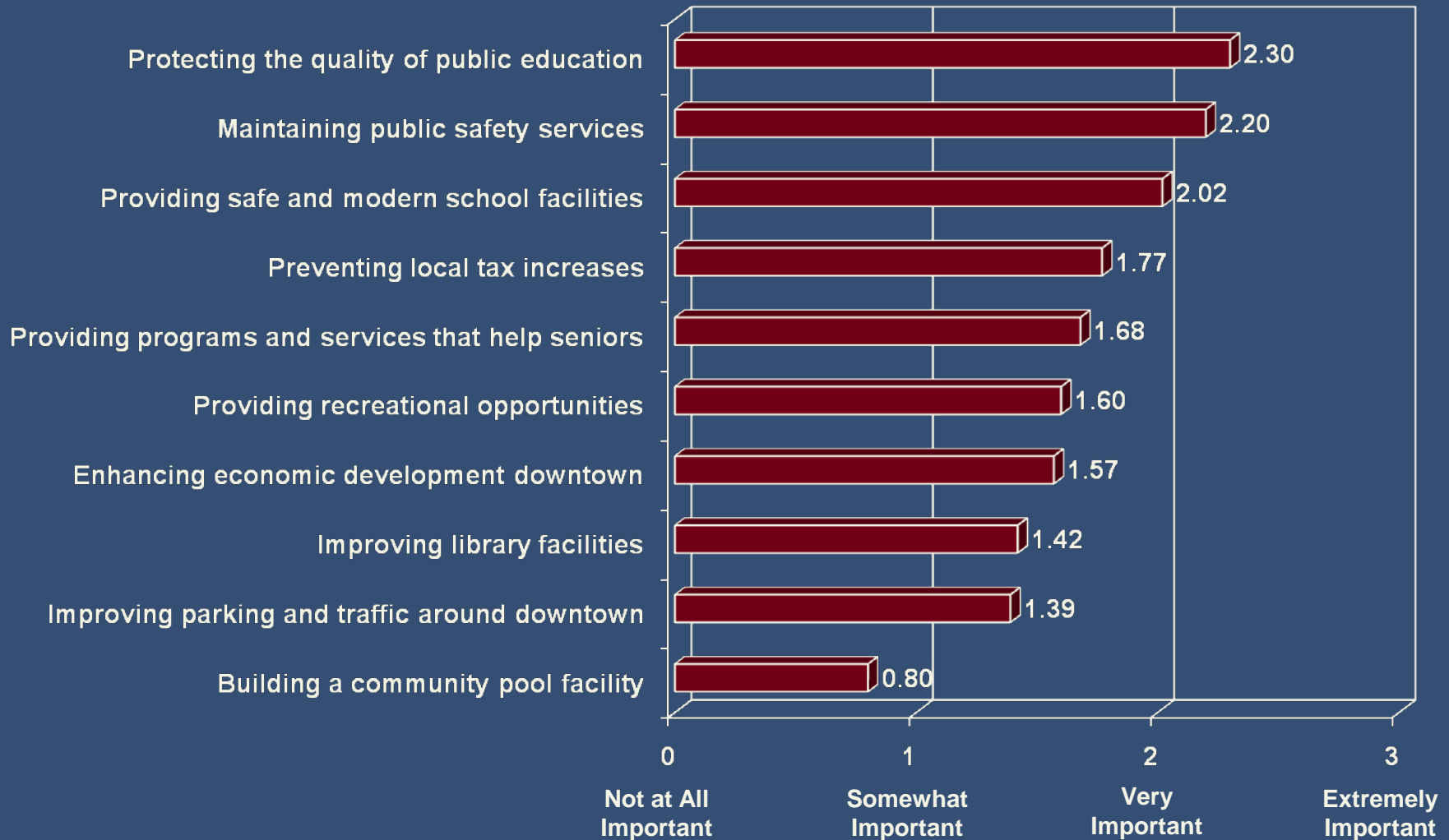


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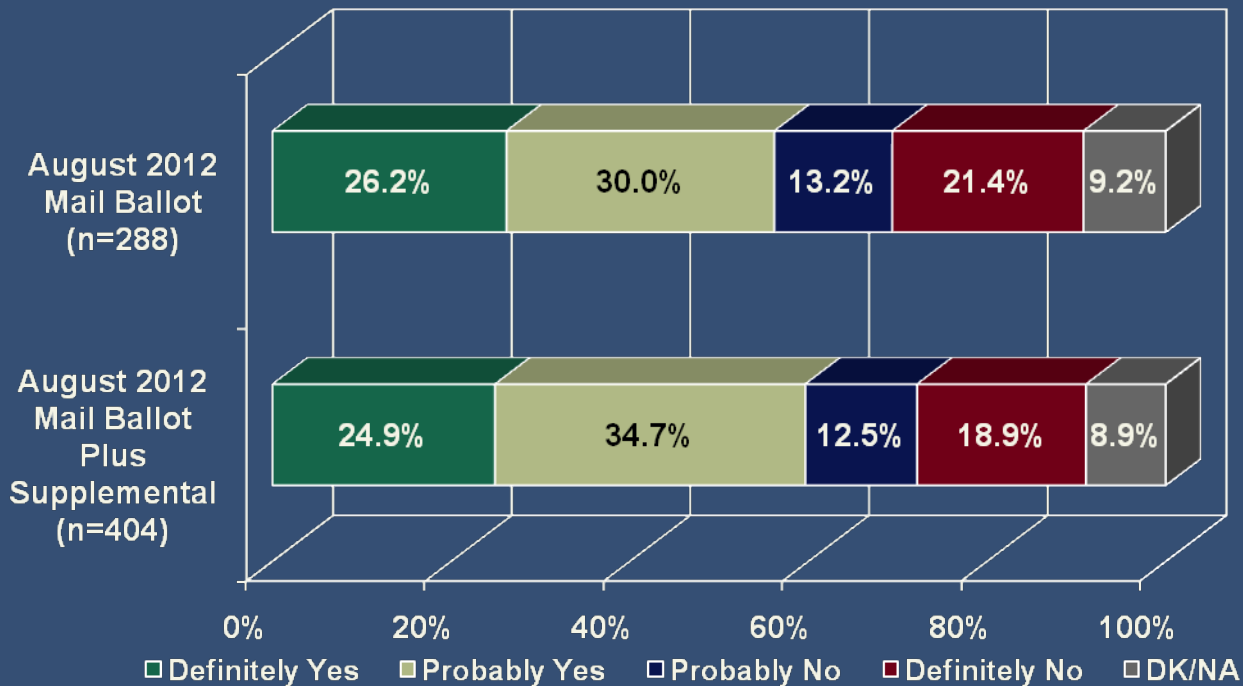
Key Findings

Importance of Local Issues (n=404)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0

Uninformed Support



To keep Los Altos neighborhoods safe, provide programs for children, teens and families and help seniors remain active and independent, shall the City of Los Altos secure funds that cannot be taken by the State to:

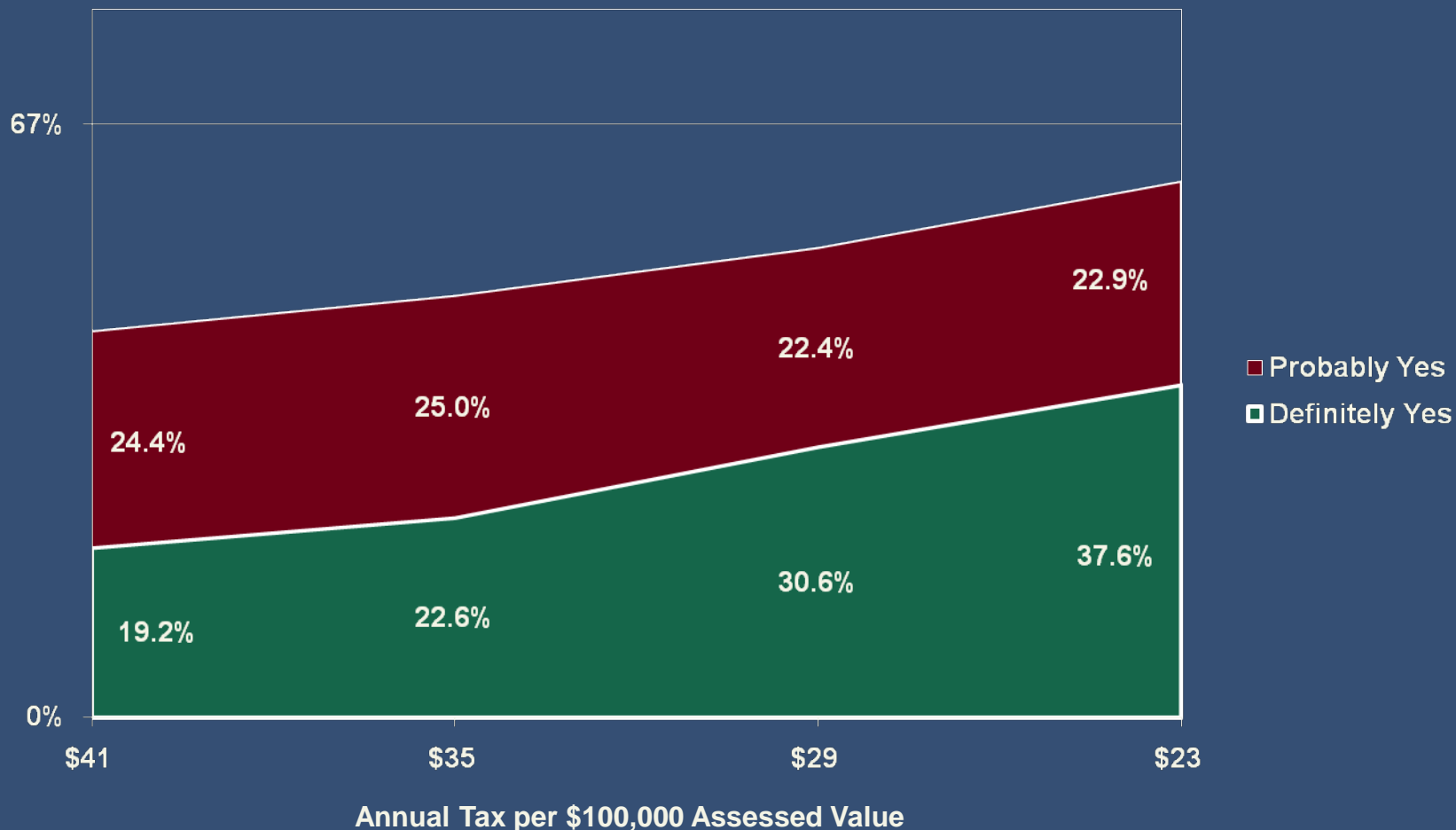
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by issuing \$65 million dollars in bonds at legal rates, with independent oversight, no money for administrators and all funds staying in Los Altos?



Support for Different Rates

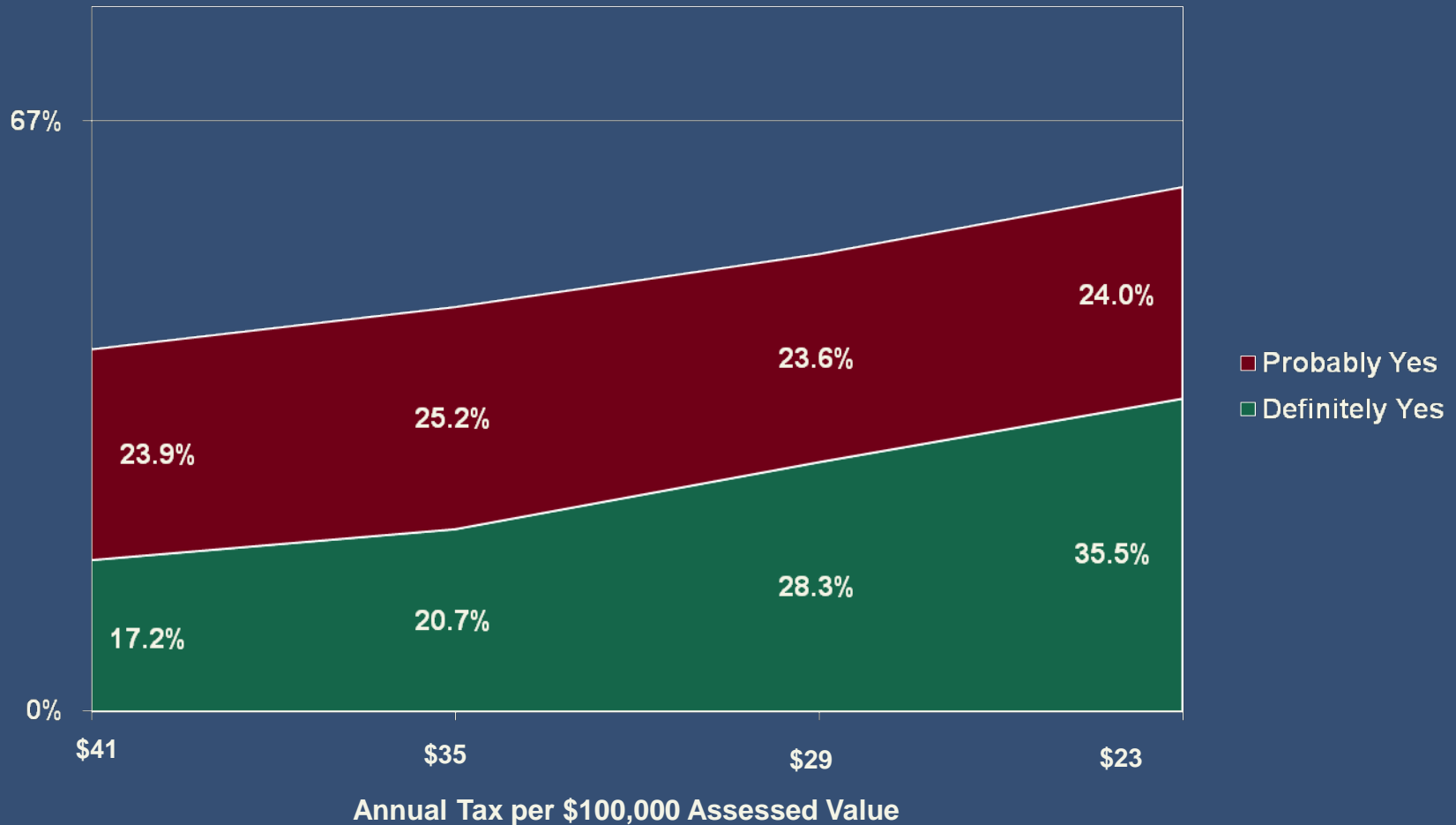
August 2012 Mail Ballot (n=288)



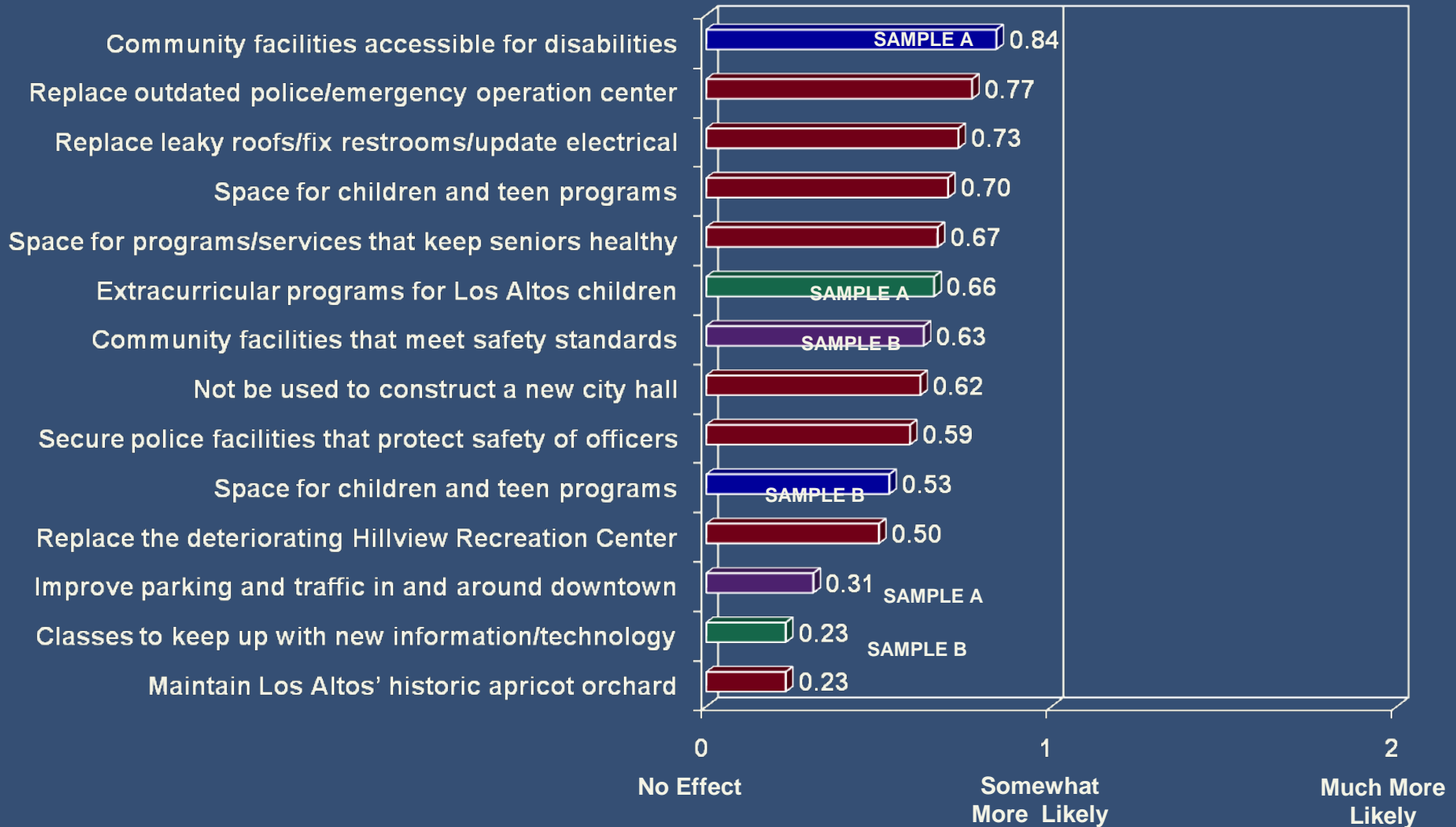


Support for Different Rates

August 2012 Mail Ballot Plus Supplemental (n=404)

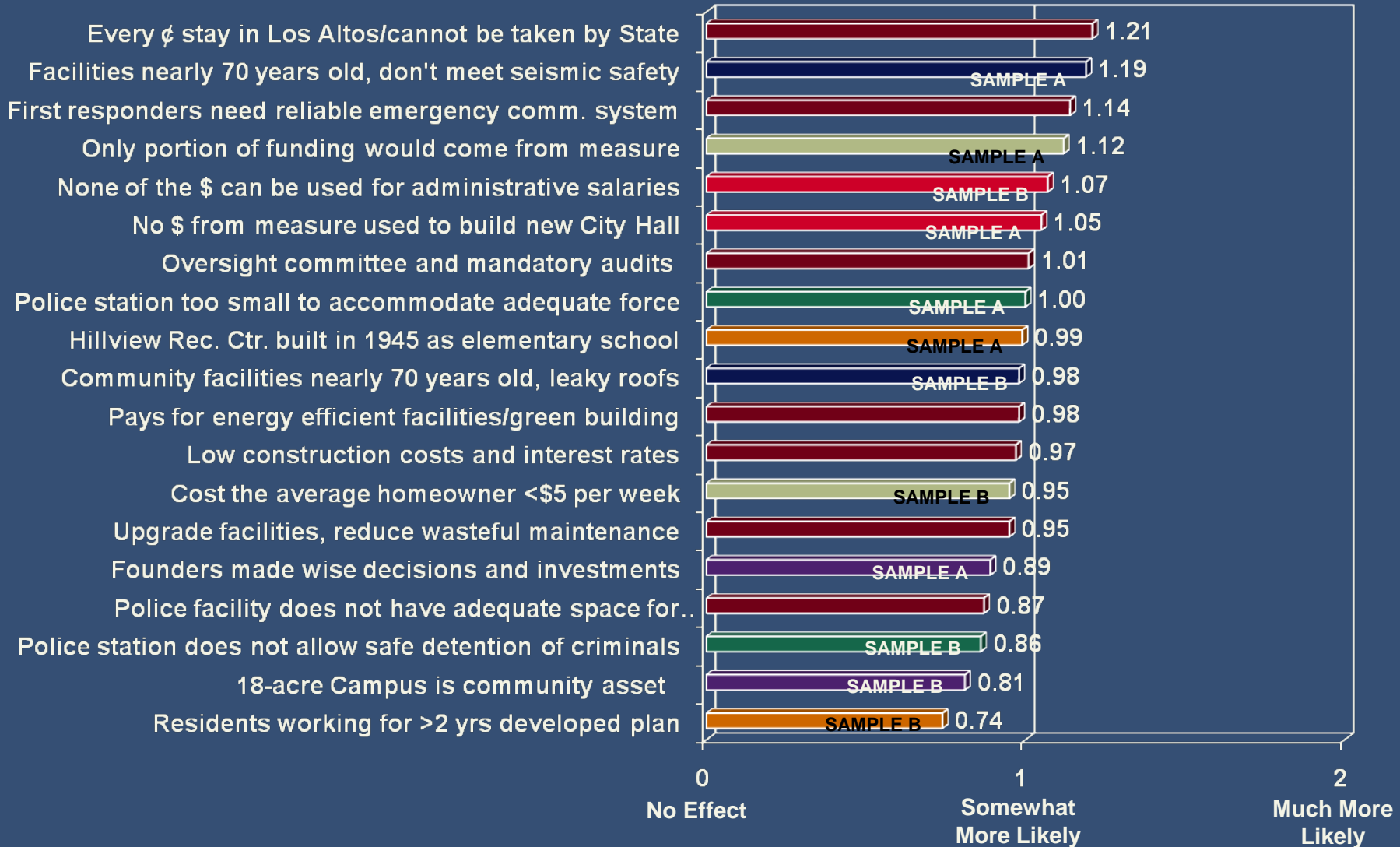


Features of the Measure (n=404)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

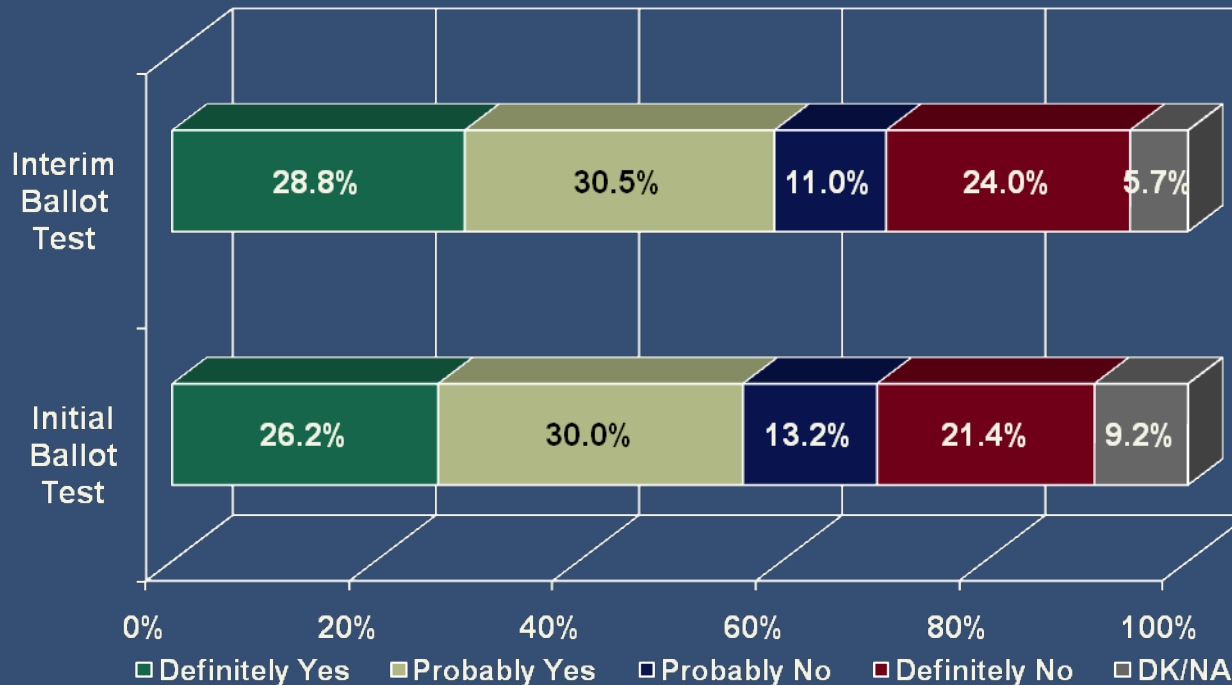
Influence of Supporting Statements (n=404)



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Interim and Uninformed Support

August 2012 Mail Ballot (n=288)



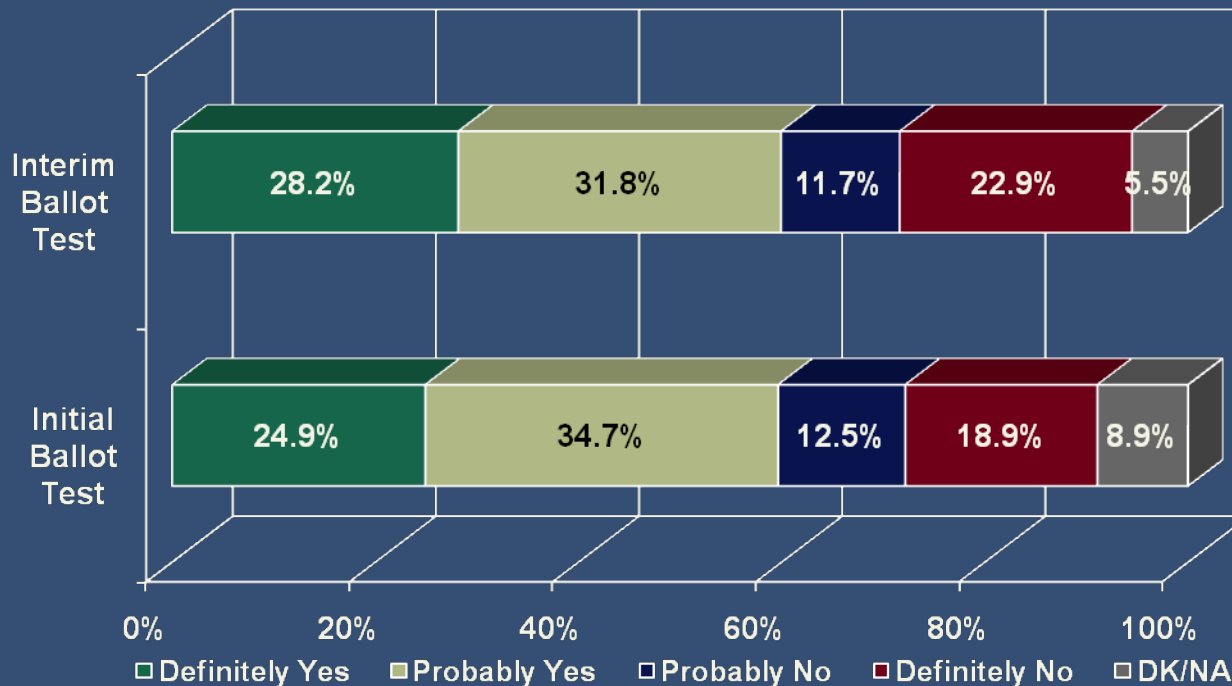
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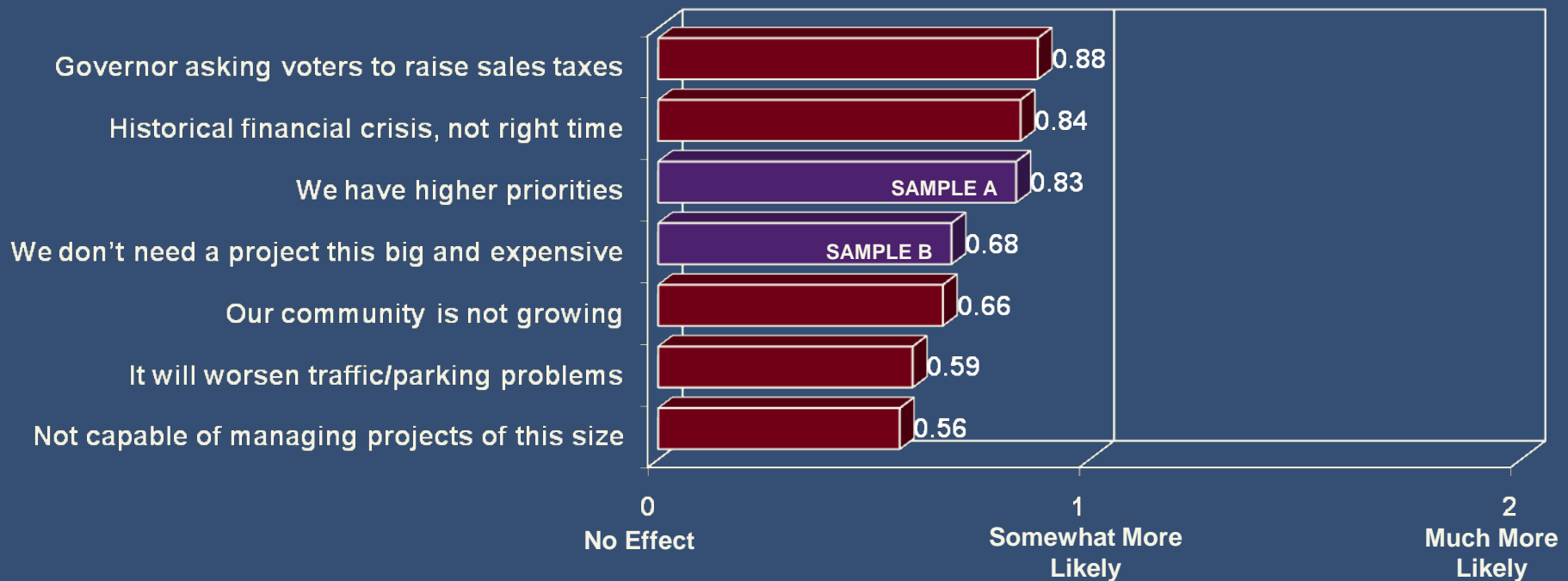


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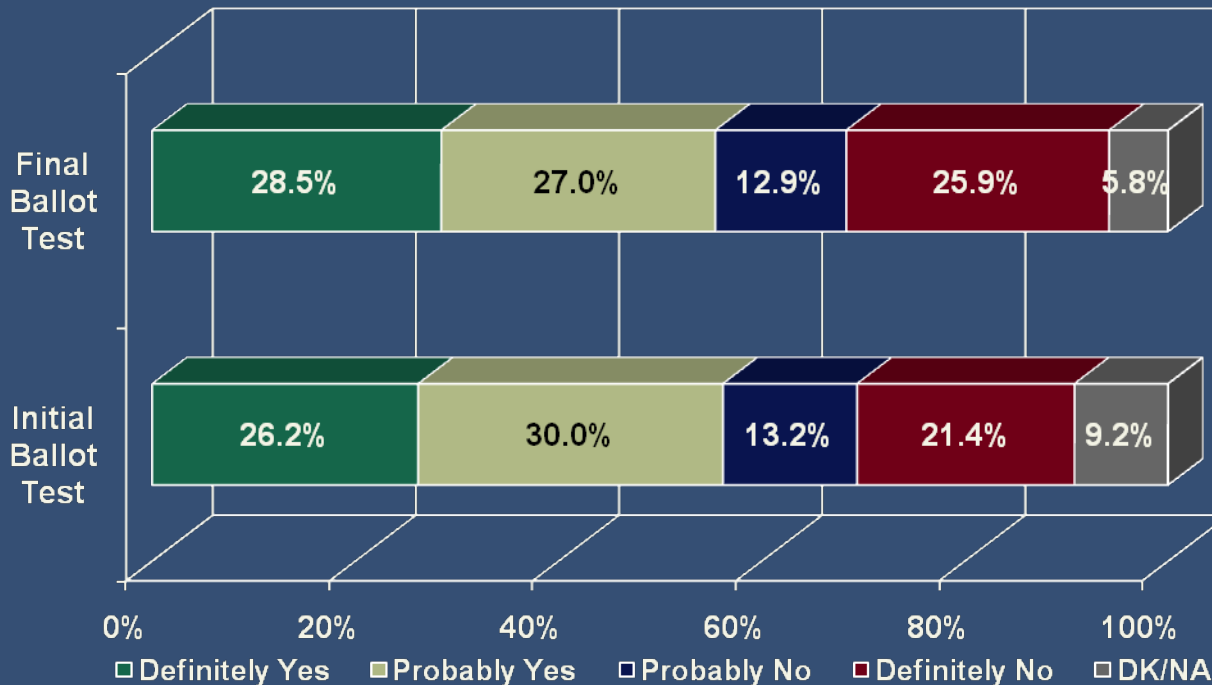
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Potential Opposition Statements (n=404)



Informed and Uninformed Support

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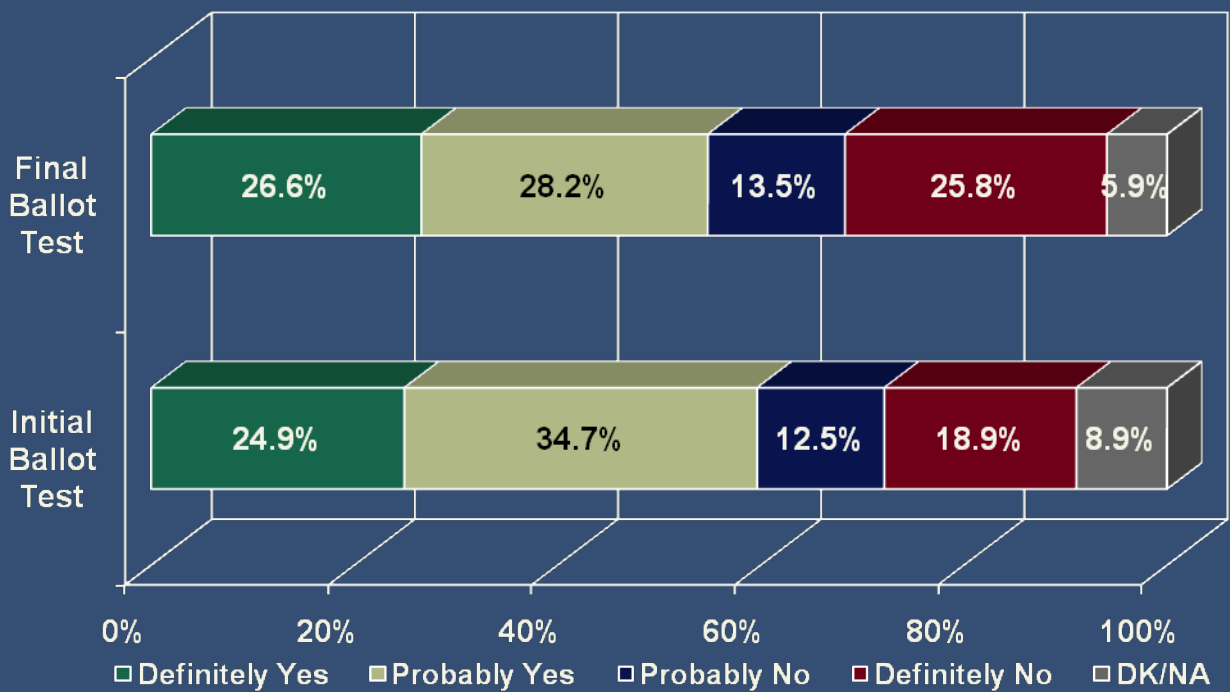
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