



**GODBE RESEARCH**  
Gain Insight

## **CITY OF CAMPBELL**

2018 Campbell Facility Measure Survey

Topline Report

n=531

20-minutes

Likely November 2018 Voters

April 2, 2018

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## METHODOLOGY

**Sample Universe:**

- 14,875 Likely November 2018 Voters

**Sample Size:**

n=531 Likely November 2018 Voters

**Data Collection Methodology:**

n=30 Landline

n=43 Cell Phone

n=51 Online from email invitation

n=407 Online from text invitation

**Margin of Error:**

- Likely November 2018 Voters  $\pm$  4.18%

**Interview Dates:** March 9 to March 29, 2018

## UNINFORMED BALLOT TESTS

		Likely November 2018 Voter		
		Column N %	Count	$\Sigma$ or Mean
1. To provide an earthquake-safe, modern library and new police station, including: • improved access for senior and disabled residents; • new technology center, free high-speed internet, and public computers; and • police emergency operations and 911 dispatch center that would remain fully operational during a disaster; shall the measure authorizing City of Campbell to levy \$149 per parcel, providing an average of \$3.5 million dollars annually, for 30 years, requiring annual financial audits, independent citizen oversight, and funds be spent locally, be adopted?	Definitely Yes	26.6%	72	
	Probably Yes	36.1%	98	
	Probably No	16.5%	45	
	Definitely No	16.4%	45	
	DK/NA	4.4%	12	
	Total Yes	62.7%	170	
	Total No	32.9%	89	
2. To provide an earthquake-safe, modern library and new police station, including: • improved access for senior and disabled residents; • new technology center, free high-speed internet, and public computers; and • police emergency operations and 911 dispatch center that would remain fully operational during disasters; shall the measure authorizing City of Campbell to issue \$50 million dollars in bonds at legal rates, providing approximately \$3 million dollars annually, for 30 years, assessing \$19 dollars per \$100,000 requiring independent citizen oversight and funds spent locally, be adopted?	Definitely Yes	30.1%	78	
	Probably Yes	36.4%	94	
	Probably No	10.3%	27	
	Definitely No	11.8%	31	
	DK/NA	11.4%	30	
	Total Yes	66.4%	172	
	Total No	22.1%	57	

## FEATURES OF THE MEASURE

		Likely November 2018 Voter		
		Column N %	Count	$\Sigma$ or Mean
3A. Improve access for senior and disabled residents	Much more likely	37.5%	199	66.3%
	Somewhat more likely	28.8%	153	
	No effect	23.3%	124	
	Somewhat less likely	3.9%	21	
	Much less likely	5.1%	27	
	DK/NA	1.3%	7	
3B. Provide a new technology center, free high-speed internet, and public computers	Much more likely	29.0%	154	61.1%
	Somewhat more likely	32.2%	171	
	No effect	21.0%	111	
	Somewhat less likely	6.7%	36	
	Much less likely	9.9%	52	
	DK/NA	1.3%	7	
3C. Provide a police emergency operations and 911 dispatch center that would remain fully operational during a disaster	Much more likely	52.6%	279	80.5%
	Somewhat more likely	27.9%	148	
	No effect	11.7%	62	
	Somewhat less likely	2.5%	13	
	Much less likely	4.5%	24	
	DK/NA	0.8%	4	
3D. Provide modern space in the police operations center for state-of-the-art evidence processing	Much more likely	30.0%	160	64.9%
	Somewhat more likely	34.8%	185	
	No effect	22.2%	118	
	Somewhat less likely	4.8%	25	
	Much less likely	6.9%	36	
	DK/NA	1.2%	7	
3E. Provide a modern police operations center that includes up-to-date crime fighting technology and is flexible to adapt to new technology and operational necessities	Much more likely	39.9%	212	69.8%
	Somewhat more likely	30.0%	159	
	No effect	19.0%	101	
	Somewhat less likely	3.7%	20	
	Much less likely	7.1%	38	
	DK/NA	0.3%	2	
3F. Provide library space for up-to-date reference materials, books, audio-visual materials, and periodicals	Much more likely	31.1%	165	62.6%
	Somewhat more likely	31.5%	167	
	No effect	23.3%	123	
	Somewhat less likely	4.8%	25	
	Much less likely	7.9%	42	
	DK/NA	1.5%	8	
3G. Provide library space for new advanced connectivity and emerging technology	Much more likely	28.4%	151	61.4%
	Somewhat more likely	33.1%	176	
	No effect	22.9%	122	
	Somewhat less likely	5.6%	30	
	Much less likely	8.6%	46	
	DK/NA	1.5%	8	

		Likely November 2018 Voter		
		Column N %	Count	$\Sigma$ or Mean
<b>3H. Replace the aging Library with a safe, energy-efficient library that meets current safety codes for earthquake, fire and offers ADA accessibility</b>	Much more likely	40.1%	97	70.4%
	Somewhat more likely	30.3%	73	
	No effect	15.1%	37	
	Somewhat less likely	5.4%	13	
	Much less likely	8.5%	21	
	DK/NA	0.6%	1	
<b>3I. Provide a seismically safe police operations center</b>	Much more likely	37.8%	91	69.1%
	Somewhat more likely	31.3%	76	
	No effect	22.1%	53	
	Somewhat less likely	2.9%	7	
	Much less likely	5.9%	14	
	DK/NA	0.0%	0	
<b>3J. Create library space for free family programs, activities, and classes</b>	Much more likely	33.5%	81	62.5%
	Somewhat more likely	29.0%	70	
	No effect	22.1%	53	
	Somewhat less likely	5.2%	13	
	Much less likely	9.8%	24	
	DK/NA	0.4%	1	
<b>3K. Provide a separate teen area in the Library</b>	Much more likely	18.8%	46	40.6%
	Somewhat more likely	21.8%	53	
	No effect	37.3%	90	
	Somewhat less likely	10.6%	26	
	Much less likely	10.9%	26	
	DK/NA	0.6%	1	
<b>3L. Provide a safe, energy-efficient library that meets earthquake and fire codes</b>	Much more likely	39.3%	95	68.7%
	Somewhat more likely	29.4%	71	
	No effect	19.5%	47	
	Somewhat less likely	2.4%	6	
	Much less likely	8.4%	20	
	DK/NA	0.9%	2	
<b>3M. Provide makers space in the Library for 3-D printing and other technology</b>	Much more likely	20.9%	51	46.1%
	Somewhat more likely	25.2%	61	
	No effect	24.1%	58	
	Somewhat less likely	11.9%	29	
	Much less likely	15.8%	38	
	DK/NA	2.1%	5	
<b>3N. Provide a safe, energy-efficient library with space for senior reading; after-school homework programs; children's story times and collection; and, public access computers and computer lab</b>	Much more likely	41.6%	120	67.7%
	Somewhat more likely	26.0%	75	
	No effect	19.0%	55	
	Somewhat less likely	6.7%	19	
	Much less likely	6.0%	17	
	DK/NA	0.6%	2	

		Likely November 2018 Voter		
		Column N %	Count	$\Sigma$ or Mean
<b>3O. Provide a seismically safe police station</b>	<b>Much more likely</b>	35.9%	104	68.0%
	<b>Somewhat more likely</b>	32.1%	93	
	<b>No effect</b>	20.8%	60	
	<b>Somewhat less likely</b>	3.4%	10	
	<b>Much less likely</b>	7.2%	21	
	<b>DK/NA</b>	0.6%	2	
<b>3P. Provide space for adult and student literacy and tutoring programs</b>	<b>Much more likely</b>	32.8%	95	61.1%
	<b>Somewhat more likely</b>	28.3%	82	
	<b>No effect</b>	23.3%	67	
	<b>Somewhat less likely</b>	7.0%	20	
	<b>Much less likely</b>	8.1%	23	
	<b>DK/NA</b>	0.5%	2	
<b>3Q. Provide library space for community meeting rooms and education classrooms</b>	<b>Much more likely</b>	28.0%	81	58.0%
	<b>Somewhat more likely</b>	30.0%	87	
	<b>No effect</b>	23.3%	67	
	<b>Somewhat less likely</b>	6.2%	18	
	<b>Much less likely</b>	10.9%	31	
	<b>DK/NA</b>	1.6%	5	
<b>3R. Include updated wiring to accommodate computers and technology in the Library</b>	<b>Much more likely</b>	31.5%	91	64.4%
	<b>Somewhat more likely</b>	32.9%	95	
	<b>No effect</b>	21.3%	62	
	<b>Somewhat less likely</b>	5.8%	17	
	<b>Much less likely</b>	7.4%	22	
	<b>DK/NA</b>	1.0%	3	
<b>3S. Provide library space for summer reading programs for school age children</b>	<b>Much more likely</b>	36.2%	105	66.6%
	<b>Somewhat more likely</b>	30.4%	88	
	<b>No effect</b>	19.7%	57	
	<b>Somewhat less likely</b>	5.7%	16	
	<b>Much less likely</b>	6.6%	19	
	<b>DK/NA</b>	1.4%	4	

## FEATURES OF THE MEASURE – RANKED BY MEAN SCORE

	Likely November 2018 Voter		
	Column N %	Count	$\Sigma$ or Mean
<b>3C. Provide a police emergency operations and 911 dispatch center that would remain fully operational during a disaster</b>			1.23
<b>3I. Provide a seismically safe police operations center</b>			0.92
<b>3E. Provide a modern police operations center that includes up-to-date crime fighting technology and is flexible to adapt to new technology and operational necessities</b>			0.92
<b>3N. Provide a safe, energy-efficient library with space for senior reading; after-school homework programs; children's story times and collection; and, public access computers and computer lab</b>			0.91
<b>3A. Improve access for senior and disabled residents</b>			0.91
<b>3L. Provide a safe, energy-efficient library that meets earthquake and fire codes</b>			0.90
<b>3H. Replace the aging Library with a safe, energy-efficient library that meets current safety codes for earthquake, fire and offers ADA accessibility</b>			0.89
<b>3O. Provide a seismically safe police station</b>			0.87
<b>3S. Provide library space for summer reading programs for school age children</b>			0.85
<b>3D. Provide modern space in the police operations center for state-of-the-art evidence processing</b>			0.77
<b>3R. Include updated wiring to accommodate computers and technology in the Library</b>			0.76
<b>3F. Provide library space for up-to-date reference materials, books, audio-visual materials, and periodicals</b>			0.74
<b>3J. Create library space for free family programs, activities, and classes</b>			0.71
<b>3P. Provide space for adult and student literacy and tutoring programs</b>			0.71
<b>3G. Provide library space for new advanced connectivity and emerging technology</b>			0.68
<b>3B. Provide a new technology center, free high-speed internet, and public computers</b>			0.65
<b>3Q. Provide library space for community meeting rooms and education classrooms</b>			0.59
<b>3K. Provide a separate teen area in the Library</b>			0.27
<b>3M. Provide makers space in the Library for 3-D printing and other technology</b>			0.24

## INFORMATIONAL STATEMENTS

		Likely November 2018 Voter		
		Column N %	Count	Σ or Mean
4A. The measure will provide a state-of-the-art library that meets the educational and development needs of families and life-long learners from early literacy, K-12, college, career and personal growth	Much more likely to vote yes	34.1%	181	64.7%
	Somewhat more likely to vote yes	30.6%	163	
	No effect	32.8%	174	
	DK/NA	2.6%	14	
4B. The measure will provide a modern library that is designed for community programming, meeting and collaboration areas and dedicated quiet study and reading areas	Much more likely to vote yes	31.3%	166	62.2%
	Somewhat more likely to vote yes	31.0%	164	
	No effect	33.5%	178	
	DK/NA	4.2%	22	
4C. The measure will provide a safe, accessible library space to provide free community classes and programs for all ages and interests	Much more likely to vote yes	34.9%	185	63.6%
	Somewhat more likely to vote yes	28.7%	153	
	No effect	33.7%	179	
	DK/NA	2.7%	14	
4D. The measure will provide space for a robust collection of printed and digital materials, resources and services for all ages, reflecting the many interests of Campbell residents	Much more likely to vote yes	28.0%	148	57.1%
	Somewhat more likely to vote yes	29.2%	155	
	No effect	40.3%	214	
	DK/NA	2.6%	14	
4E. The measure will give Campbell local control over local funds for local needs. The money cannot be taken by Sacramento	Much more likely to vote yes	49.5%	263	73.5%
	Somewhat more likely to vote yes	24.0%	127	
	No effect	24.0%	128	
	DK/NA	2.5%	13	
4F. The measure requires independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised	Much more likely to vote yes	42.3%	224	70.6%
	Somewhat more likely to vote yes	28.4%	151	
	No effect	27.1%	144	
	DK/NA	2.3%	12	
4G. None of the money raised by the measure would be used for City administrator salaries	Much more likely to vote yes	51.1%	271	69.1%
	Somewhat more likely to vote yes	17.9%	95	
	No effect	28.1%	149	
	DK/NA	2.8%	15	
4H. The Police Department is working in a facility that does not meet modern seismic and operational standards necessary for public safety; and, as a result, we are at risk for being unable to provide a full-range of emergency services	Much more likely to vote yes	47.8%	254	78.1%
	Somewhat more likely to vote yes	30.2%	160	
	No effect	20.3%	108	
	DK/NA	1.7%	9	
4I. The Campbell Police Department's crime prevention efforts will be more effective and efficient with the advanced technology available in an up-to-date police operations center	Much more likely to vote yes	36.3%	193	69.7%
	Somewhat more likely to vote yes	33.4%	177	
	No effect	27.6%	147	
	DK/NA	2.6%	14	

		Likely November 2018 Voter		
		Column N %	Count	Σ or Mean
4J. Our current Police Operations facility lacks the adequate space for many essential functions including evidence processing and storage, suspect interview rooms, arrest processing, victim assistance, and emergency equipment storage	Much more likely to vote yes	39.2%	208	73.0%
	Somewhat more likely to vote yes	33.8%	180	
	No effect	24.0%	128	
	DK/NA	3.0%	16	
4K. Campbell's library is the oldest in the County Library District. Improvements are needed to address dilapidated conditions, poor lighting, and lack of space for seating, book collections, computer stations, and group study or meetings	Much more likely to vote yes	43.3%	230	72.4%
	Somewhat more likely to vote yes	29.1%	154	
	No effect	25.6%	136	
	DK/NA	2.0%	11	
4L. The Campbell Library was built in 1974 and would likely be unusable following a major earthquake or disaster. This measure would provide a seismically safe library for residents to use for years to come	Much more likely to vote yes	39.2%	208	68.8%
	Somewhat more likely to vote yes	29.6%	157	
	No effect	28.5%	151	
	DK/NA	2.7%	14	
4M. Police officers have been working out of a portable building that is overcrowded and does not provide modern policing technology	Much more likely to vote yes	46.5%	113	77.1%
	Somewhat more likely to vote yes	30.5%	74	
	No effect	21.5%	52	
	DK/NA	1.5%	4	
4N. The Campbell Library helps support the economic vitality of the community by helping residents of all ages and backgrounds learn to read, prepare for jobs, use computers, and succeed in school	Much more likely to vote yes	33.6%	81	64.8%
	Somewhat more likely to vote yes	31.2%	76	
	No effect	32.2%	78	
	DK/NA	3.0%	7	
4O. The updated library will offer after-school and summer programs for youth and teens to keep them off the streets, out of trouble, and away from drugs and gangs	Much more likely to vote yes	36.7%	89	68.4%
	Somewhat more likely to vote yes	31.7%	77	
	No effect	28.8%	70	
	DK/NA	2.8%	7	
4P. An updated library and police station will create a safer and more educated and engaged community	Much more likely to vote yes	35.8%	87	64.7%
	Somewhat more likely to vote yes	28.8%	70	
	No effect	32.1%	78	
	DK/NA	3.3%	8	
4Q. Our Patrol and Traffic Officers have been working out of a 'temporary' modular building for approximately 10 years that does not even have a restroom	Much more likely to vote yes	48.8%	141	74.7%
	Somewhat more likely to vote yes	25.9%	75	
	No effect	23.4%	68	
	DK/NA	1.9%	6	
4R. Built in 1974, the Campbell Library is outdated. Space is limited for books, programs, and people - these constraints bring the library to a standstill when youth use the library after school	Much more likely to vote yes	36.5%	105	67.1%
	Somewhat more likely to vote yes	30.6%	88	
	No effect	31.3%	90	
	DK/NA	1.6%	5	



		Likely November 2018 Voter		
		Column N %	Count	$\Sigma$ or Mean
<b>4S. Library programs for children and teens, including homework help and reading resources, are critical to providing our students with the resources they need</b>	<b>Much more likely to vote yes</b>	35.3%	102	63.7%
	<b>Somewhat more likely to vote yes</b>	28.4%	82	
	<b>No effect</b>	33.8%	98	
	<b>DK/NA</b>	2.5%	7	
<b>4T. An updated library and police station will improve property values throughout the City</b>	<b>Much more likely to vote yes</b>	25.8%	75	50.9%
	<b>Somewhat more likely to vote yes</b>	25.2%	73	
	<b>No effect</b>	42.8%	124	
	<b>DK/NA</b>	6.2%	18	
<b>4U. Senior citizens can be exempted from the measure</b>	<b>Much more likely to vote yes</b>	36.8%	100	54.9%
	<b>Somewhat more likely to vote yes</b>	18.1%	49	
	<b>No effect</b>	38.7%	105	
	<b>DK/NA</b>	6.3%	17	

## INFORMATIONAL STATEMENTS – RANKED BY MEAN SCORE

	Likely November 2018 Voter		
	Column N %	Count	Σ or Mean
4H. The Police Department is working in a facility that does not meet modern seismic and operational standards necessary for public safety; and, as a result, we are at risk for being unable to provide a full-range of emergency services			1.28
4E. The measure will give Campbell local control over local funds for local needs. The money cannot be taken by Sacramento			1.26
4Q. Our Patrol and Traffic Officers have been working out of a 'temporary' modular building for approximately 10 years that does not even have a restroom			1.26
4M. Police officers have been working out of a portable building that is overcrowded and does not provide modern policing technology			1.25
4G. None of the money raised by the measure would be used for City administrator salaries			1.24
4K. Campbell's library is the oldest in the County Library District. Improvements are needed to address dilapidated conditions, poor lighting, and lack of space for seating, book collections, computer stations, and group study or meetings			1.18
4J. Our current Police Operations facility lacks the adequate space for many essential functions including evidence processing and storage, suspect interview rooms, arrest processing, victim assistance, and emergency equipment storage			1.16
4F. The measure requires independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised			1.16
4L. The Campbell Library was built in 1974 and would likely be unusable following a major earthquake or disaster. This measure would provide a seismically safe library for residents to use for years to come			1.11
4I. The Campbell Police Department's crime prevention efforts will be more effective and efficient with the advanced technology available in an up-to-date police operations center			1.09
4O. The updated library will offer after-school and summer programs for youth and teens to keep them off the streets, out of trouble, and away from drugs and gangs			1.08
4R. Built in 1974, the Campbell Library is outdated. Space is limited for books, programs, and people - these constraints bring the library to a standstill when youth use the library after school			1.05
4P. An updated library and police station will create a safer and more educated and engaged community			1.04
4S. Library programs for children and teens, including homework help and reading resources, are critical to providing our students with the resources they need			1.02
4N. The Campbell Library helps support the economic vitality of the community by helping residents of all ages and backgrounds learn to read, prepare for jobs, use computers, and succeed in school			1.01
4A. The measure will provide a state-of-the-art library that meets the educational and development needs of families and life-long learners from early literacy, K-12, college, career and personal growth			1.01
4C. The measure will provide a safe, accessible library space to provide free community classes and programs for all ages and interests			1.01

	Likely November 2018 Voter		
	Column N %	Count	$\Sigma$ or Mean
<b>4U. Senior citizens can be exempted from the measure</b>			0.98
<b>4B. The measure will provide a modern library that is designed for community programming, meeting and collaboration areas and dedicated quiet study and reading areas</b>			0.98
<b>4D. The measure will provide space for a robust collection of printed and digital materials, resources and services for all ages, reflecting the many interests of Campbell residents</b>			0.87
<b>4T. An updated library and police station will improve property values throughout the City</b>			0.82

## CRITICAL STATEMENTS

		Likely November 2018 Voter		
		Column N %	Count	Σ or Mean
<b>5A. The City wouldn't need this measure if they hadn't wasted our tax dollars</b>	<b>Much more likely to vote no</b>	18.6%	99	32.4%
	<b>Somewhat more likely to vote no</b>	13.8%	73	
	<b>No effect</b>	58.0%	308	
	<b>DK/NA</b>	9.6%	51	
<b>5B. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes</b>	<b>Much more likely to vote no</b>	22.2%	118	39.6%
	<b>Somewhat more likely to vote no</b>	17.4%	92	
	<b>No effect</b>	52.5%	279	
	<b>DK/NA</b>	7.9%	42	
<b>5C. Voters have already passed millions of dollars in school property taxes, State income taxes and County sales tax increases in the last few years. Enough is enough, taxes are already too high</b>	<b>Much more likely to vote no</b>	26.0%	138	47.4%
	<b>Somewhat more likely to vote no</b>	21.4%	114	
	<b>No effect</b>	45.4%	241	
	<b>DK/NA</b>	7.1%	38	
<b>5D. This measure hurts seniors and those on fixed incomes, who can't afford higher property tax bills</b>	<b>Much more likely to vote no</b>	23.0%	122	49.8%
	<b>Somewhat more likely to vote no</b>	26.8%	142	
	<b>No effect</b>	43.5%	231	
	<b>DK/NA</b>	6.7%	36	
<b>5E. With the educational and research resources available on the internet, we don't need an updated library building in the 21st century</b>	<b>Much more likely to vote no</b>	14.9%	79	31.3%
	<b>Somewhat more likely to vote no</b>	16.4%	87	
	<b>No effect</b>	61.0%	324	
	<b>DK/NA</b>	7.6%	40	
<b>5F. The State has increased gas taxes and vehicle registration fees, and the Bay Area regional government wants to increase bridge tolls. Instead of asking for more taxes, the State and local governments need to cut waste and do a better job</b>	<b>Much more likely to vote no</b>	31.6%	168	54.2%
	<b>Somewhat more likely to vote no</b>	22.6%	120	
	<b>No effect</b>	41.3%	219	
	<b>DK/NA</b>	4.4%	24	
<b>5G. With high State and local taxes no longer all being deductible, we can't afford another local tax</b>	<b>Much more likely to vote no</b>	26.4%	140	50.2%
	<b>Somewhat more likely to vote no</b>	23.8%	126	
	<b>No effect</b>	41.8%	222	
	<b>DK/NA</b>	8.1%	43	

## CRITICAL STATEMENTS – RANKED BY MEAN SCORE

	Likely November 2018 Voter		
	Column N %	Count	$\Sigma$ or Mean
5F. The State has increased gas taxes and vehicle registration fees, and the Bay Area regional government wants to increase bridge tolls. Instead of asking for more taxes, the State and local governments need to cut waste and do a better job			0.90
5G. With high State and local taxes no longer all being deductible, we can't afford another local tax			0.83
5C. Voters have already passed millions of dollars in school property taxes, State income taxes and County sales tax increases in the last few years. Enough is enough, taxes are already too high			0.79
5D. This measure hurts seniors and those on fixed incomes, who can't afford higher property tax bills			0.78
5B. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes			0.67
5A. The City wouldn't need this measure if they hadn't wasted our tax dollars			0.56
5E. With the educational and research resources available on the internet, we don't need an updated library building in the 21st century			0.50

## INFORMED BALLOT TEST & TAX THRESHOLD -- PARCEL TAX

		Likely November 2018 Voter		
		Column N %	Count	Σ or Mean
<b>6. To provide an earthquake-safe, modern library and new police station, including:</b> • improved access for senior and disabled residents; • new technology center, free high-speed internet, and public computers; and • police emergency operations and 911 dispatch center that would remain fully operational during a disaster; shall the measure authorizing City of Campbell to levy \$149 per parcel, providing an average of \$3.5 million dollars annually, for 30 years, requiring annual financial audits, independent citizen oversight, and funds be spent locally, be adopted?	Definitely Yes	29.0%	79	
	Probably Yes	32.6%	89	
	Probably No	15.7%	43	
	Definitely No	17.5%	48	
	DK/NA	5.3%	14	
	<b>Total Yes</b>	<b>61.6%</b>	<b>168</b>	
	<b>Total No</b>	<b>33.1%</b>	<b>90</b>	
<b>7A. \$149 dollars per year</b>	Definitely Yes	27.4%	74	
	Probably Yes	33.0%	90	
	Probably No	15.6%	43	
	Definitely No	19.8%	54	
	DK/NA	4.2%	12	
	<b>Total Yes</b>	<b>60.3%</b>	<b>164</b>	
	<b>Total No</b>	<b>35.4%</b>	<b>96</b>	
<b>7B. \$129 dollars per year</b>	Definitely Yes	31.2%	85	
	Probably Yes	29.8%	81	
	Probably No	14.9%	41	
	Definitely No	18.8%	51	
	DK/NA	5.3%	14	
	<b>Total Yes</b>	<b>61.0%</b>	<b>166</b>	
	<b>Total No</b>	<b>33.7%</b>	<b>92</b>	
<b>7C. \$99 dollars per year</b>	Definitely Yes	42.8%	116	
	Probably Yes	25.9%	71	
	Probably No	8.6%	23	
	Definitely No	18.0%	49	
	DK/NA	4.7%	13	
	<b>Total Yes</b>	<b>68.7%</b>	<b>187</b>	
	<b>Total No</b>	<b>26.5%</b>	<b>72</b>	

## INFORMED BALLOT TEST & TAX THRESHOLD -- BOND MEASURE

		Likely November 2018 Voter		
		Column N %	Count	Σ or Mean
<b>8. To provide an earthquake-safe, modern library and new police station, including:</b> • improved access for senior and disabled residents; • new technology center, free high-speed internet, and public computers; and • police emergency operations and 911 dispatch center that would remain fully operational during disasters; shall the measure authorizing City of Campbell to issue \$50 million dollars in bonds at legal rates, providing approximately \$3 million dollars annually, for 30 years, assessing \$19 dollars per \$100,000 requiring independent citizen oversight and funds spent locally, be adopted?	Definitely Yes	32.4%	84	
	Probably Yes	38.6%	100	
	Probably No	11.0%	28	
	Definitely No	12.4%	32	
	DK/NA	5.7%	15	
	<b>Total Yes</b>	<b>71.0%</b>	<b>184</b>	
	<b>Total No</b>	<b>23.3%</b>	<b>60</b>	
<b>9A. \$19 dollars per \$100,000 dollars of assessed valuation per year</b>	Definitely Yes	33.6%	87	
	Probably Yes	32.4%	84	
	Probably No	10.3%	27	
	Definitely No	16.3%	42	
	DK/NA	7.5%	19	
	<b>Total Yes</b>	<b>66.0%</b>	<b>171</b>	
	<b>Total No</b>	<b>26.5%</b>	<b>69</b>	
<b>9B. \$15 dollars per \$100,000 dollars of assessed valuation per year</b>	Definitely Yes	37.6%	97	
	Probably Yes	30.7%	80	
	Probably No	8.6%	22	
	Definitely No	16.4%	42	
	DK/NA	6.7%	17	
	<b>Total Yes</b>	<b>68.4%</b>	<b>177</b>	
	<b>Total No</b>	<b>24.9%</b>	<b>65</b>	
<b>9C. \$11 dollars per \$100,000 dollars of assessed valuation per year</b>	Definitely Yes	42.1%	109	
	Probably Yes	27.7%	72	
	Probably No	9.8%	25	
	Definitely No	15.4%	40	
	DK/NA	5.0%	13	
	<b>Total Yes</b>	<b>69.8%</b>	<b>181</b>	
	<b>Total No</b>	<b>25.2%</b>	<b>65</b>	

## DEMOGRAPHICS

		Likely November 2018 Voter		
		Column N %	Count	Σ or Mean
<b>A. Do any children under the age of 18 live in your household?</b>	Yes	26.8%	142	
	No	71.9%	382	
	Not sure/DK/NA	1.3%	7	
<b>B. Respondent's Gender</b>	Male	46.3%	246	
	Female	51.6%	274	
	Other	2.1%	11	
<b>C. Age</b>	18-29	8.3%	44	
	30-39	14.0%	74	
	40-49	16.8%	89	
	50-64	34.5%	183	
	65+	25.8%	137	
	Not coded	0.6%	3	
<b>D. Ethnic Surname</b>	Japanese	1.7%	9	
	Chinese	2.5%	13	
	Hispanic	7.1%	37	
	Jewish	2.1%	11	
	Armenian	0.2%	1	
	Vietnamese	0.6%	3	
	Italian	3.6%	19	
	Korean	0.4%	2	
	African American	0.3%	1	
	Not Coded	81.6%	433	
<b>E. Homeownership Status</b>	Owner	61.3%	326	
	Renter	38.7%	205	
<b>F. Party</b>	Democrat	50.3%	267	
	Republican	23.0%	122	
	Other	3.8%	20	
	DTS	22.8%	121	
<b>G. Household Party Type</b>	Dem 1	26.3%	140	
	Dem 2+	14.6%	77	
	Rep 1	9.9%	53	
	Rep 2+	6.8%	36	
	Other 1	16.3%	87	
	Other 2+	3.5%	18	
	Dem & Rep	6.0%	32	
	Dem & Other	10.6%	56	
	Rep & Other	4.7%	25	
	Dem, Rep & Other	1.3%	7	



		Likely November 2018 Voter		
		Column N %	Count	Σ or Mean
<b>H. Registration Date</b>	2017 to 2018	0.0%	0	
	2013 to 2016	29.2%	155	
	2009 to 2012	9.7%	51	
	2005 to 2008	12.4%	66	
	2001 to 2004	10.4%	55	
	1997 to 2000	5.5%	29	
	1993 to 1996	4.2%	22	
	1981 to 1992	10.6%	56	
	1980 or before	18.0%	95	
	Not Coded	0.0%	0	
<b>J. Times Voted in Last Elections</b>	1	8.8%	47	
	2	5.2%	28	
	3	8.1%	43	
	4	5.6%	30	
	5	8.8%	47	
	6	8.0%	43	
	7	7.3%	39	
	8	6.0%	32	
	9	5.7%	30	
	10	5.1%	27	
	11	6.2%	33	
	12	5.7%	30	
	13	9.0%	48	
	14	9.6%	51	
	15	0.8%	4	
	16	0.1%	0	
<b>K. Absentee Voter</b>	0	16.8%	89	
	1	13.4%	71	
	2	7.5%	40	
	3	4.5%	24	
	4	5.7%	30	
	5	7.9%	42	
	6	4.1%	22	
	7	3.5%	19	
	8	4.3%	23	
	9	5.6%	30	
	10	5.5%	29	
	11	4.8%	25	
	12	5.2%	28	
	13	4.3%	23	
	14	6.4%	34	
	15	0.4%	2	
16	0.1%	0		

		Likely November 2018 Voter		
		Column N %	Count	Σ or Mean
<b>L. Likely November 2018 Voter</b>	<b>Yes</b>	100.0%	531	
	<b>No</b>	0.0%	0	
<b>M. Permanent Absentee Voter</b>	<b>Yes</b>	77.4%	411	
	<b>No</b>	22.6%	120	
<b>N. Likely Absentee Voter</b>	<b>Yes</b>	79.0%	419	
	<b>No</b>	21.0%	112	
<b>O. Interview Type</b>	<b>Landline</b>	6.2%	33	
	<b>Cell phone</b>	8.5%	45	
	<b>Email invite</b>	9.1%	48	
	<b>Text invite</b>	76.2%	405	