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## SURVEY OF VOTERS

Conducted for the Fresno County Public Library

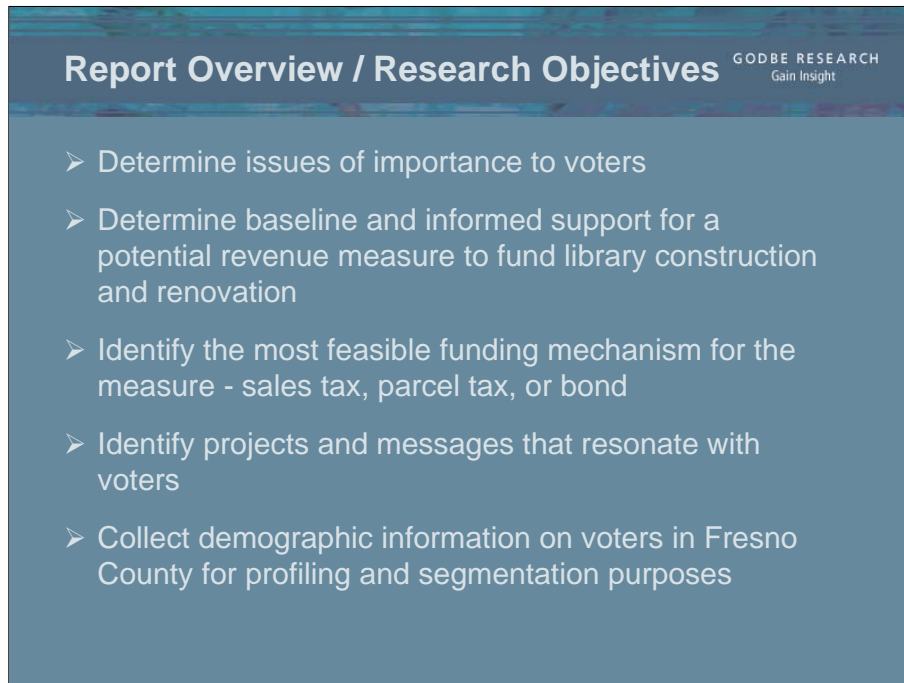
May 2006

# Fresno County Public Library Survey Report

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## Table of Contents

Report Overview / Research Objectives	2
Methodology Overview	3
Key Findings	
➤ Importance of Community Issues	4
➤ First Ballot Test Question Options	6
➤ First Ballot Test	7
➤ First Ballot Test by Demographics	8
➤ Support for Sales Tax and Parcel Tax Different by Duration	9
➤ Support for Parcel Tax and G.O. Bond at Different Tax Amounts	10
➤ Influence of Spending Projects	11
➤ Positive Arguments	13
➤ Negative Arguments	14
➤ Second Ballot Test	15
➤ Second Ballot Test by Demographics	16
➤ Local Library Usage	18
➤ Support for Different Parking Fees	19
Conclusions	20
Appendix A – Detailed Methodology	23
Appendix B – Questionnaire	29
Appendix C – Crosstabulation Tables	30



The slide features a dark blue background with a lighter blue header. The header contains the text 'Report Overview / Research Objectives' in white, followed by the Godbe Research logo 'GODBE RESEARCH Gain Insight' in smaller white text. Below the header, five bullet points are listed in white text, each preceded by a right-pointing chevron symbol.

**Report Overview / Research Objectives** GODBE RESEARCH  
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- Determine issues of importance to voters
- Determine baseline and informed support for a potential revenue measure to fund library construction and renovation
- Identify the most feasible funding mechanism for the measure - sales tax, parcel tax, or bond
- Identify projects and messages that resonate with voters
- Collect demographic information on voters in Fresno County for profiling and segmentation purposes

Godbe Research is pleased to present the results of a voter survey conducted for the Fresno County Public Library to determine the feasibility of passing a revenue measure to renovate and construct public library facilities in Fresno County. The primary *Research Objectives* for this study were to:

- Determine issues of importance to voters in Fresno County;
- Determine baseline and informed support for three new revenue measures (sales tax, parcel tax, and/or general obligation bond) to fund library construction/renovation by various voter demographic profiles;
- Assess support for a New Central Library to replace the current building, for building libraries in communities within Fresno County that have no current libraries, and for constructing new buildings to upgrade existing library facilities;
- Determine the maximum tax amount (and potentially total bond amount) palatable to voters for the revenue measure;
- Identify the projects and messages that resonate with voters; *and*
- Collect demographic information on voters in Fresno County for profiling and segmentation purposes.

This report begins with the *Methodology Overview* section, which details the sampling and data collection techniques used in this study. The following section details the *Key Findings* and offers a question-by-question analysis of the survey. The *Conclusions* section summarizes the results of the study and offers recommendations.

*Appendix A* explains the *Detailed Methodology* used in the study.

*Appendix B* provides the *Questionnaire* with overall topline results.

*Appendix C* presents the complete *Crosstabulation Tables*.

# Fresno County Public Library Survey Report

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The graphic is a dark blue rectangular box with a white border. At the top left, the title 'Methodology Overview' is written in white. At the top right, the logo 'GODBE RESEARCH' is displayed in white, with the tagline 'Gain Insight' underneath it. The main content of the graphic is a list of six survey parameters, each preceded by a white right-pointing chevron symbol. The text for each parameter and its value is in white.

➤ Data Collection	Telephone Interviewing
➤ Universe	Likely Nov. 2008 Voters
➤ Interview Dates	March 28 – April 6, 2006
➤ Interview Length	18 minutes
➤ Sample Size	1,000
➤ Margin of Error	+/- 3.09% overall +/- 5.4% within each sample

## Survey Methodology

A total of 1,000 voters completed the survey, representing a total universe of approximately 246,352 likely November 2008 voters in Fresno County, producing a +/-3.09% margin of error. Interviews were conducted from March 28 to April 6, 2006, and each interview typically lasted 18 minutes.

## Sample & Weighting

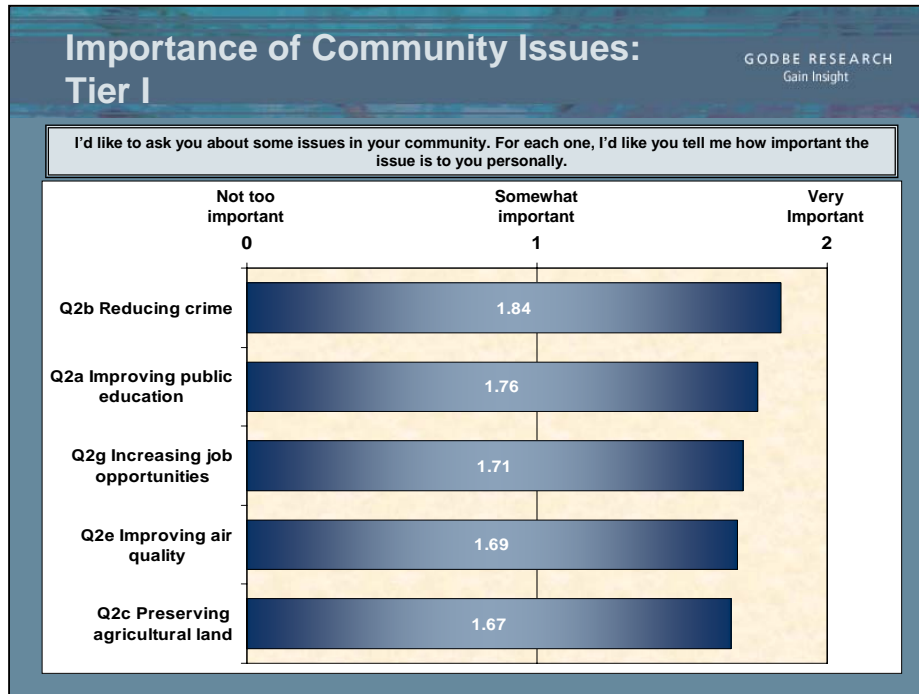
Choosing the appropriate sampling design for a study is a careful process that involves detailed consideration of the research objectives. In this study, the primary goal was to assess the feasibility of passing a revenue measure to build public library facilities in Fresno County.

As three funding mechanisms were considered for this study (a sales tax, a parcel tax, and a general obligation bond), the overall sample was split into three groups, and each group was interviewed about one of the measures. Of the total sample of 1,000 voters, 332 were asked about the proposed sales tax (Sample A), 334 were interviewed about the proposed parcel tax (Sample B), and 334 about the proposed general obligation bond (Sample C). Sample A included voters drawn from the population of Fresno County. Voters in Samples B and C were drawn from the Fresno County population, excluding those living in Coalinga and Huron zip code areas which fall outside of the Fresno County Library District area.

Once the universes were defined, each sample was stratified by household party type, age, gender, and geography.

## Margin of Error

Because a survey typically interviews a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some differences between a sample and the population from which it was drawn. Since the sample of 1,000 voters was drawn from the estimated population of approximately 246,352 likely November 2008 voters in Fresno County, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained if the interviews had been conducted with all persons in the universe sampled (see Appendix A for further details).

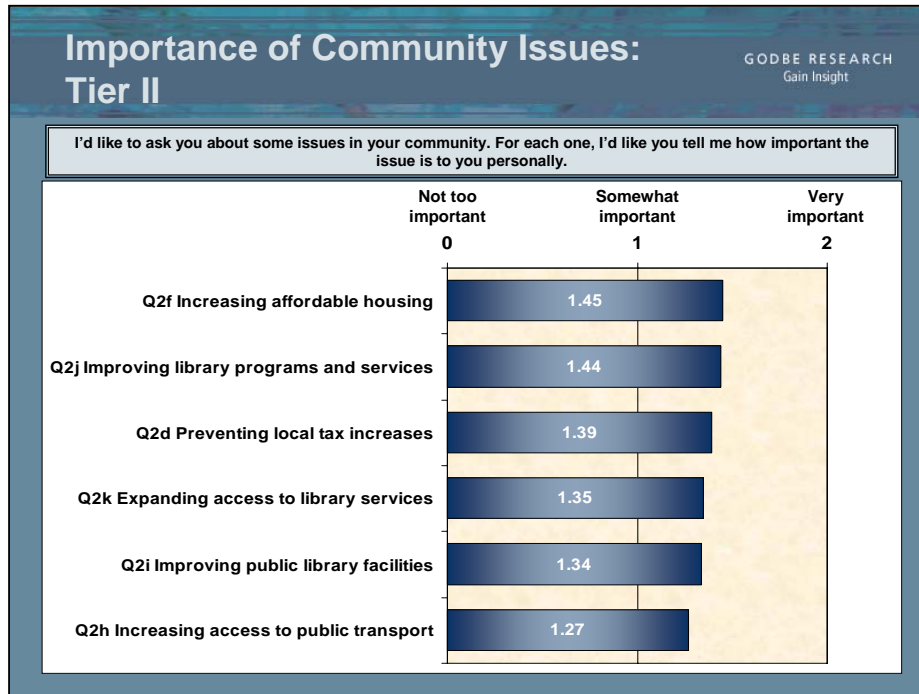


The first substantive question of the survey presented respondents with a number of important issues within the community and asked respondents how important each item was to them personally.

By taking the overall average of the responses to each question for the entire sample, the level of importance for each item can be presented in the form of a mean. Responses were recoded according to the following scale so that means could be calculated: +2 = "Very important," +1 = "Somewhat important," and 0 = "Not too important." A mean score of +1, for example, indicates that, overall, respondents felt that the issue was "Somewhat important" to them personally. The order in which each issue was read to respondents was randomized to avoid a position order bias.

The top rated issue of importance was "Reducing crime" (1.84), followed by "Improving the quality of public education" (1.76), "Increasing local job opportunities" (1.71), "Improving air quality in the region" (1.69), and "Preserving agricultural land" (1.67).

# Fresno County Public Library Survey Report



The community issues in Tier 2 were viewed as less important when compared to those in Tier 1 (previous slide/page). Of the items tested, the lowest rated community issue of importance was “Increasing access to public transportation” (1.27).

To put the overall mean scores into perspective, 86 percent of voters reported that “Reducing crime” was “Very important.” Conversely, only 44 percent of voters replied that “Increasing access to public transportation” was “Very important.”

Of the three library issues tested, respondents rated “Improving and maintaining public library programs and services” as the most important overall (1.44 mean, 54% “Very important”), followed by “Expanding access to public library services for all residents in the County” (1.35 mean, 49% “Very important”), and “Improving the quality of public library facilities” (1.34 mean, 47% “Very important”).

Respondents who had visited a local public library within the past year, female respondents, those in “Democrat” or “Other” households, renters, and those aged 18 to 29 years or 65 years or over, assigned a higher level of importance to the three library issues than their subgroup counterparts.

Voters living in the ‘Metro Southwest’ and ‘Fowler, Easton, and Ivy’ regions rated “Improving and maintaining public library programs and services,” “Expanding access to public library services for all residents in the County,” and “Improving the quality of public library facilities” higher in importance than respondents living in Clovis.

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### First Ballot Test Question Options

**In the future, voters in Fresno County may be voting on several local ballot measures. Let me read you a summary of one of the proposals:**

**SAMPLE A (SALES TAX):** In order to maintain and enhance the quality of library services in Fresno County as well as renovate and construct new library facilities, shall the County of Fresno levy a sales tax of one-quarter of one percent?

**SAMPLE B (PARCEL TAX):** In order to build a new Central Library, renovate many branch libraries, build many new libraries, and expand access to public library services, shall Fresno County levy an annual parcel tax up to \$140 per year?

**SAMPLE C (GENERAL OBLIGATION BOND):** To build a new Central Library, renovate many branch libraries, build many new libraries, and expand access to public library services for all residents by:

- Providing space for an increased collection of books, CDs, and DVDs;
- Constructing separate children's and teen areas; *and*
- Increasing the number of publicly available computers;

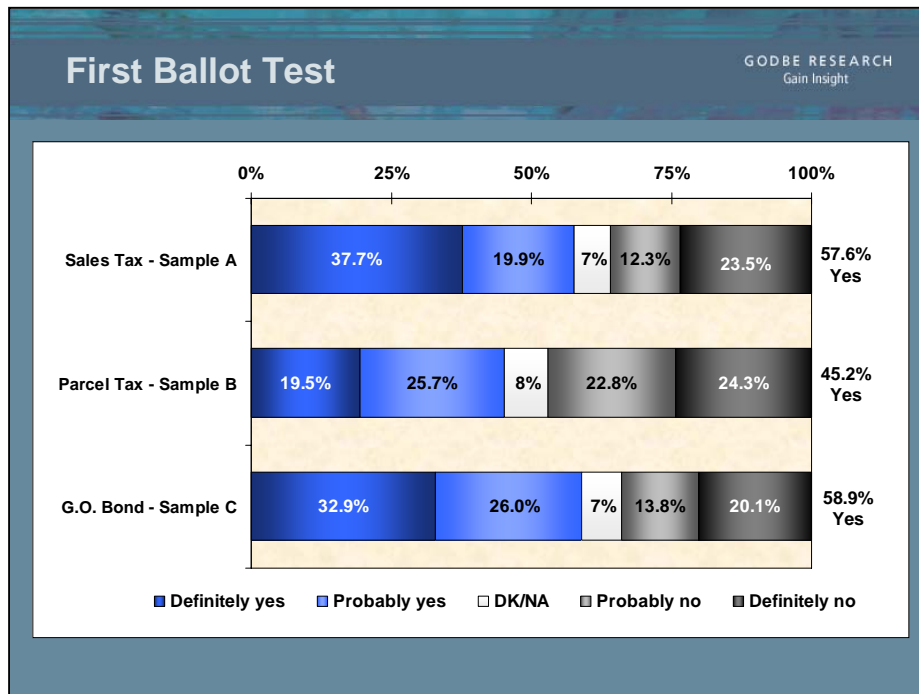
Shall Fresno County be authorized to issue \$500 million in general obligation bonds?

**If the election were held today, would you vote yes or no on this measure?  
Would that be definitely (yes/no) or probably (yes/no)?**

Early in the survey, respondents were presented with the ballot language for one of three proposals, according to their sample group. Sample A respondents were presented with the ballot language for a sales tax measure, Sample B respondents were presented with the ballot language for a parcel tax measure, and Sample C respondents were presented with the ballot language for a general obligation bond measure. Voters in each sample group were then asked to indicate whether they would support or oppose the measure if the election were held today.

Known as the *first ballot test*, this question assesses support for the three different measures without first priming the respondent with information beyond what is presented in the ballot language itself. As such, it represents a reliable measure of support for the proposed measure among an "Uninformed" electorate - i.e., an electorate that has not been exposed to a public information campaign regarding the proposed measure.

# Fresno County Public Library Survey Report



Of the three proposed measures, overall support at the first ballot test was highest for the general obligation bond measure, although strong support, indicated by a “Definitely yes” response, was highest for the sales tax measure. The highest proportion of voters (59%) indicated they would either “Definitely” (33%) or “Probably” (26%) vote yes on the proposed general obligation bond measure at the first ballot test. A similar proportion of voters (58%) indicated they would either “Definitely” (38%) or “Probably” (20%) vote yes on the proposed sales tax measure. By comparison, the lowest proportion of voters (45%) indicated that they would vote yes for the proposed parcel tax measure at the first ballot test (“Definitely”: 20%; “Probably”: 26%).

The voters in Sample A were next provided with further information about the proposed sales tax measure and were again asked how they would vote on this measure. The question was worded as follows:

*Q4. In fact, the sales tax we are discussing has two parts. First, an existing one-eighth cent sales tax for library projects and services will be extended by this measure. Second, an additional one-eighth cent sales tax will be raised to ensure Fresno County has adequate funds to maintain library services as well as renovate and construct new library facilities.*

*Knowing this, would you vote yes or no on the proposed measure? Would that be definitely (yes/no) or probably (yes/no)?*

Overall support for the sales tax measure increased after respondents were informed that the proposed measure had two parts. Sixty-four percent of respondents indicated they would either “Definitely” (40%) or “Probably” (24%) vote yes on the proposed sales tax measure with this additional knowledge, compared to 58 percent at the first ballot test.

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First Ballot Test by Demographics						
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First Ballot Test by Gender for Sales Tax, Parcel Tax, and G.O. Bond Sample						
	Sales Tax		Parcel Tax		G.O. Bond	
	Male	Female	Male	Female	Male	Female
Definitely yes	51 33.8%	74 40.9%	28 18.9%	37 19.9%	44 29.1%	66 36.1%
Probably yes	30 19.9%	36 19.9%	37 25.0%	49 26.3%	34 22.5%	53 29.0%
Probably no	17 11.3%	24 13.3%	31 20.9%	45 24.2%	23 15.2%	23 12.6%
Definitely no	49 32.5% C	29 16.0% B	43 29.1%	38 20.4%	39 25.8% C	28 15.3% B
DK/NA	4 2.6% C	18 9.9% B	9 6.1%	17 9.1%	11 7.3%	13 7.1%

An analysis of the first ballot test results by gender showed that male respondents were more likely to vote “Definitely no” on both the sales tax and the general obligation bond than their female counterparts (sales tax: 33% vs. 16%; general obligation bond: 26% vs. 15%). By comparison, a higher proportion of female voters either did not know or failed to give a response to the sales tax first ballot test than their male counterparts (10% vs. 3%).

Further analysis showed that overall support (“Definitely yes” or “Probably yes”) for the sales tax was higher among:

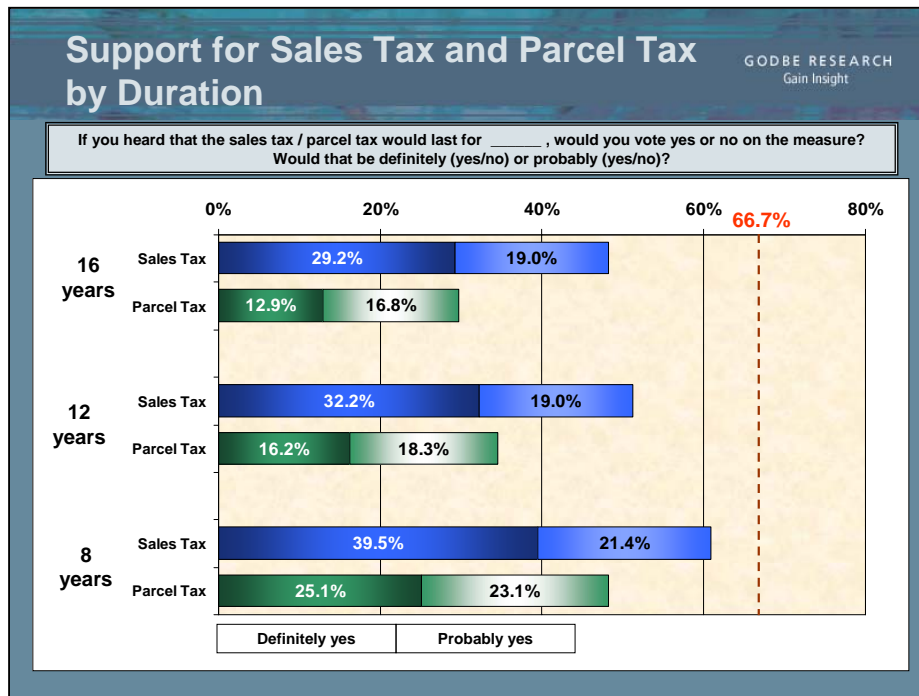
- Residents who had lived in the County for up to five years (66%), or more than 15 years (59%), compared to residents who had lived in the County for six to ten years (35%);
- Residents who had visited the library in the last 12 months (62%) compared to those who had not (49%);
- “Democrat” voters (65%) compared to “Republican voters” (50%); *and*
- Voters from “Democrat” (61%), “Other” (67%), and “Mixed” (67%) households compared to those from “Republican” households (47%).

Overall support for the parcel tax was higher among:

- Residents who had visited the library in the last 12 months (52%) compared to those who had not (31%);
- “Democrat” voters (61%) compared to “Republican” voters (32%);
- Voters from “Democrat” households (67%) compared to “Mixed” (44%), “Other” (41%), and “Republican” households (30%); *and*
- Respondents who rented their home (53%) compared to those that owned their home (42%).

Overall support for the general obligation bond was higher among:

- Residents who had visited the library in the last 12 months (64%) compared to those who had not (50%);
- Residents aged 18 to 29 years (74%) compared to those aged 50 to 64 years (53%) and those aged 65 or over (52%);
- Female voters (65%) compared to male voters (52%);
- “Democrat” voters (74%) compared to “Other/DTS” voters (57%) and “Republican” voters (47%); *and*
- Voters from “Democrat” households (73%) compared to “Other” (55%), and “Republican” households (44%).



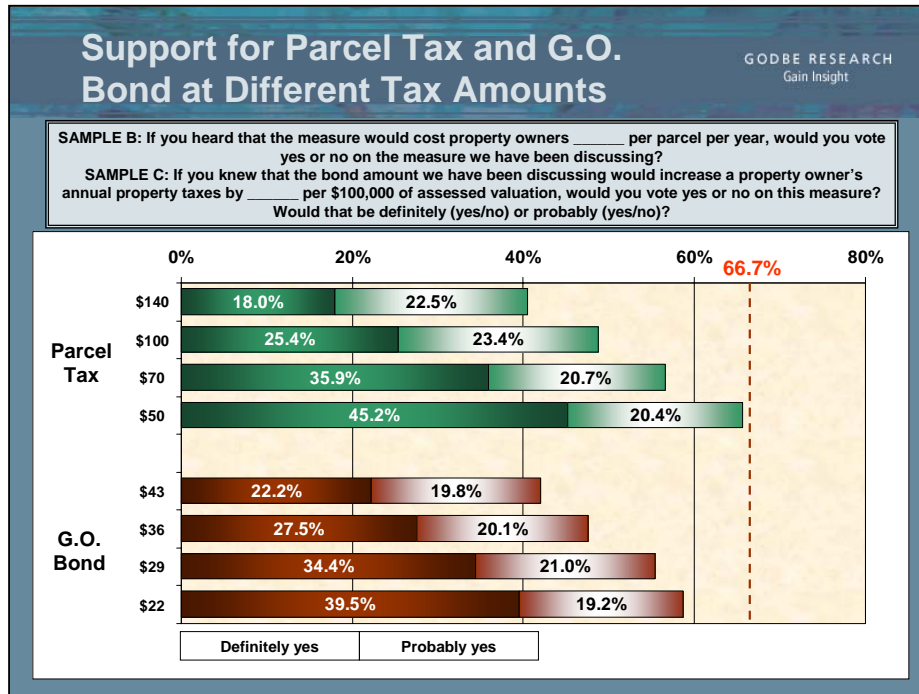
One of the aims of the study was to estimate the maximum duration at which a necessary percentage of voters would be willing to support the sales tax and parcel tax measures. To achieve this objective, Godbe Research has developed a “Dutch Auction” technique, which has been successful in predicting the appropriate tax duration and rate for passing a measure. Only the voters in Sample A and Sample B were asked this question.

Although the results are presented together, it is important to note that throughout the study, voters were only asked about questions for either the sales tax, parcel tax, or bond scenarios.

As the duration in years *decreased*, support for the both measures *increased*, although overall support was highest for the sales tax for each of the three duration lengths tested. At a duration of 16 years, support for the sales tax was 48 percent (29% “Definitely yes” and 19% “Probably yes”), while support for the parcel tax was lower at 30 percent (13% “Definitely yes” and 17% “Probably yes”).

Support for the sales tax increased to 51 percent at a duration of 12 years (32% “Definitely yes” and 19% “Probably yes”), while support for the parcel tax increased to 35 percent at this duration (16% “Definitely yes” and 18% “Probably yes”). At eight years’ duration, support for the sales tax increased to 61 percent (40% “Definitely yes” and 21% “Probably yes”), while support for the parcel tax increased to 48 percent (25% “Definitely yes” and 23% “Probably yes”).

Overall support was highest among voters who placed a high importance value on library issues and those who had visited a local library at least four times in the last 12 months.



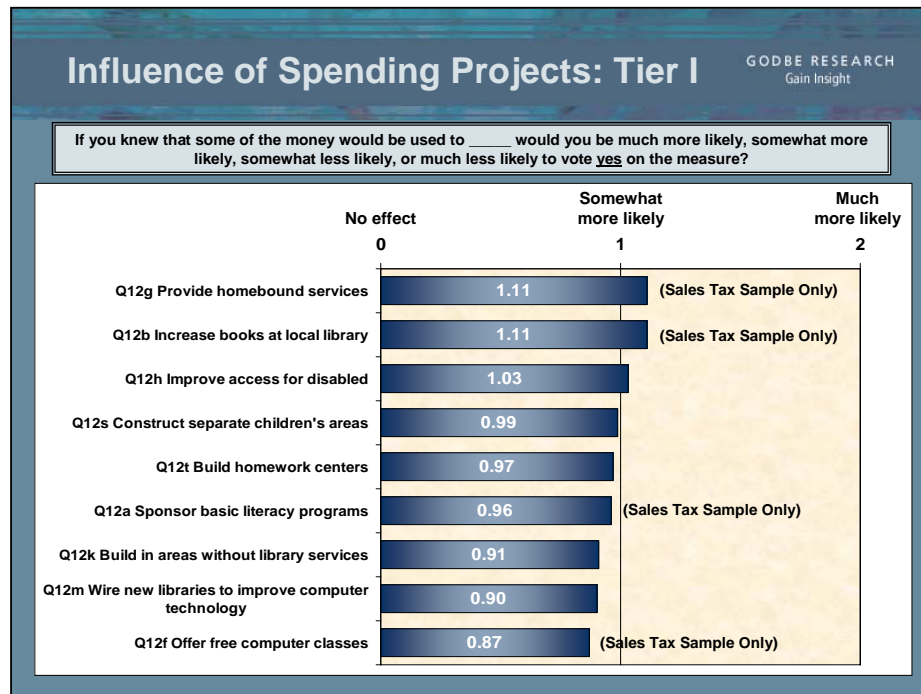
Another central objective of the study was to estimate the maximum rate at which a necessary percentage of voters would be willing to support the parcel tax and general obligation bond measures. The “Dutch Auction” technique was again used to help predict the appropriate tax rate for passing the measures.

As the dollar amount *decreased*, support for the parcel tax measure *increased*. At a rate of \$140 per parcel per year, support was 41 percent (18% “Definitely yes” and 23% “Probably yes”). Support increased to 49 percent at the \$100 amount, 57 percent at the \$70 level, and 66 percent at the \$50 amount (45% “Definitely yes” and 20% “Probably yes”).

Likewise, for the general obligation bond measure, as the dollar amount per \$100,000 of assessed valuation *decreased*, support for the measure *increased*. At a rate of \$43 per \$100,000 of assessed valuation, support was 42 percent (22% “Definitely yes” and 20% “Probably yes”). Support increased to 48 percent at the \$36 rate, 55 percent at the \$29 rate, and 59 percent at the \$22 amount (40% “Definitely yes” and 19% “Probably yes”).

Voters in Sample B were next asked how they would vote on the proposed parcel tax measure if they heard that the annual rate would increase by three percent per year. Overall support for the parcel tax measure fell by 16 percentage points when respondents heard that the rate would be adjusted up by three percent per year. With this additional information, 29 percent of respondents indicated they would either “Definitely” (11%) or “Probably” (18%) vote yes on the proposed parcel tax measure, compared to 45 percent at the initial first ballot test. Knowing that the parcel tax measure would increase each year, 63 percent indicated they would either “Definitely” (43%) or “Probably” (19%) vote no, and eight percent were undecided or did not provide a response to this question.

# Fresno County Public Library Survey Report



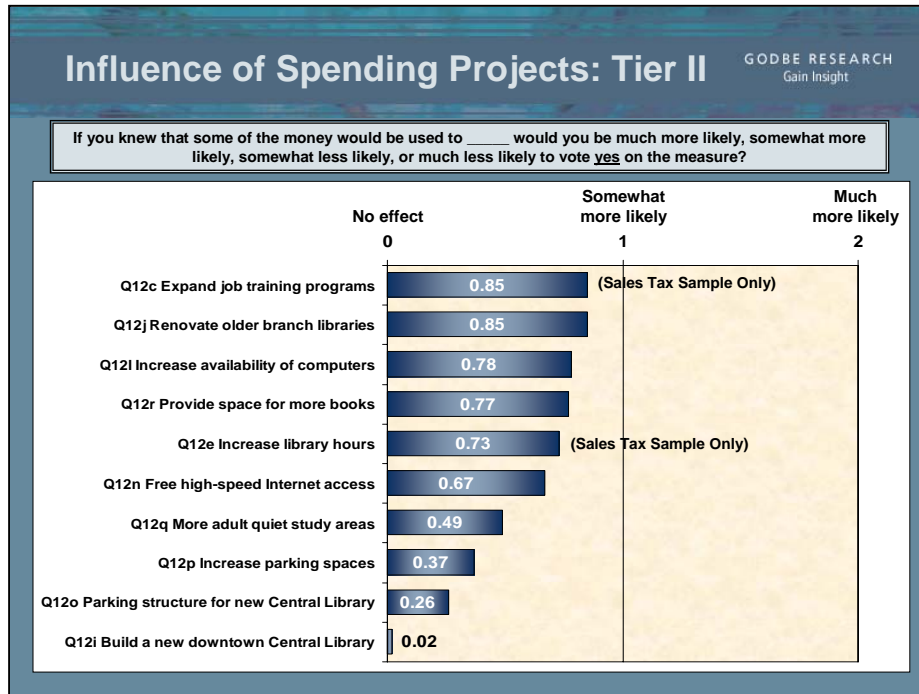
Respondents were next presented with specific information about the types of projects that may be funded by the measure to gauge the impact of this information upon voters' likelihood of supporting the measure. All respondents were asked about 13 different spending projects, while respondents in Sample A, who were asked about the sales tax measure, were presented with an additional six spending projects in which the sales tax could fund (noted on the figure). The responses were recoded so that mean scores could be calculated: +2 = "Much more likely," +1 = "Somewhat more likely," 0 = "No effect," -1 = "Somewhat less likely," and -2 = "Much less likely."

For analyses of this nature, Godbe Research looks for a mean score of 1.00 or above, which indicates that respondents, as a group, would be at least "Somewhat more likely" to support the measure given that it would fund the project.

Overall, the most influential spending projects were:

- "Provide homebound services for the disabled and those unable to leave their home" (1.11 mean; 79% "More likely" – Sample A respondents only);
- "Increase the number of books and materials at your local library" (1.11 mean; 79% "More likely" – Sample A respondents only);
- "Improve library access for people with disabilities" (1.03 mean; 76% "More likely" – all respondents);
- "Construct separate children's areas in libraries for books, materials, and story times" (0.99 mean; 76% "More likely" – all respondents);
- "Build homework centers in libraries where children can study after school" (0.97 mean; 76% "More likely" – all respondents); *and*
- "Sponsor more programs on basic literacy in your community" (0.96 mean; 74% "More likely" – Sample A respondents only).

# Fresno County Public Library Survey Report



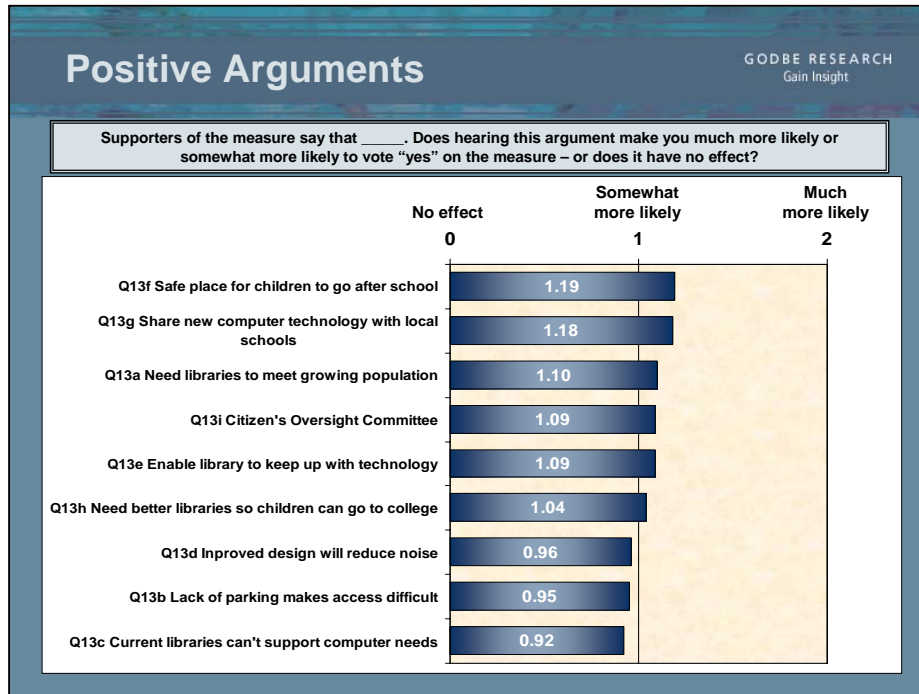
Comparatively, the spending projects in Tier 2 were not as influential in increasing support for the measure as the projects in Tier 1 (previous slide/page). Of the items tested, the ones that were least influential in terms of increasing support for the measure were:

- “Build a new downtown Central Library” (0.02 mean, 45% “More likely”);
- “Build a new parking structure for the new downtown library” (0.26 mean, 53% “More likely”); *and*
- “Increase the number of parking spaces available at branch libraries” (0.37 mean, 55% “More likely”).

Overall, the following voter subgroups were more influenced by the spending projects than their subgroup counterparts:

- Respondents who placed a high importance on library issues;
- Respondents who had visited the library at least four times in the last year;
- Respondents living in “Democrat” and “Other” households;
- Female voters;
- Those aged 18 to 29 years; *and*
- Renters.

# Fresno County Public Library Survey Report



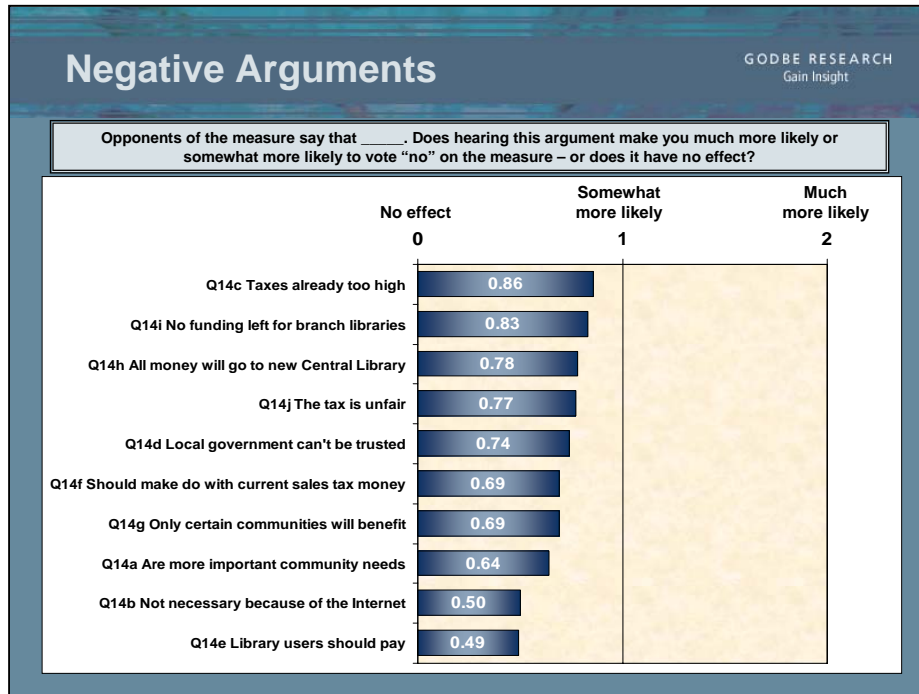
Ballot measures do not succeed or fail in a political vacuum. Proponents of a measure will present arguments to try to persuade voters to support the measure, just as opponents will present arguments to achieve the opposite effect. To simulate a campaign environment and to gauge the persuasive power of various arguments, the survey presented respondents with strong arguments both in favor of, and in opposition to, the proposed measure.

To ease interpretation of the results, responses were recoded and averaged. Individual responses of "Much more likely" to vote "Yes" on the measure were recoded as +2, responses of "Somewhat more likely" were recoded as +1, and responses of "No effect" were assigned a value of 0.

The top positive arguments for voters were:

- "Libraries are a safe place for children and teenagers to go after school" (1.19 mean, 71% "More likely" to vote yes);
- "New computer technologies at the libraries can be shared with local schools throughout the County" (1.18 mean, 72% "More likely");
- "New libraries are needed to meet the needs of our growing population" (1.10 mean, 69% "More likely");
- "A Citizen's Oversight Committee will be created to ensure the funds are spent properly" (1.09 mean, 67% "More likely"); *and*
- "This measure will enable the library to keep up with the Internet and technological developments of the 21st Century" (1.09 mean, 69% "More likely").

# Fresno County Public Library Survey Report



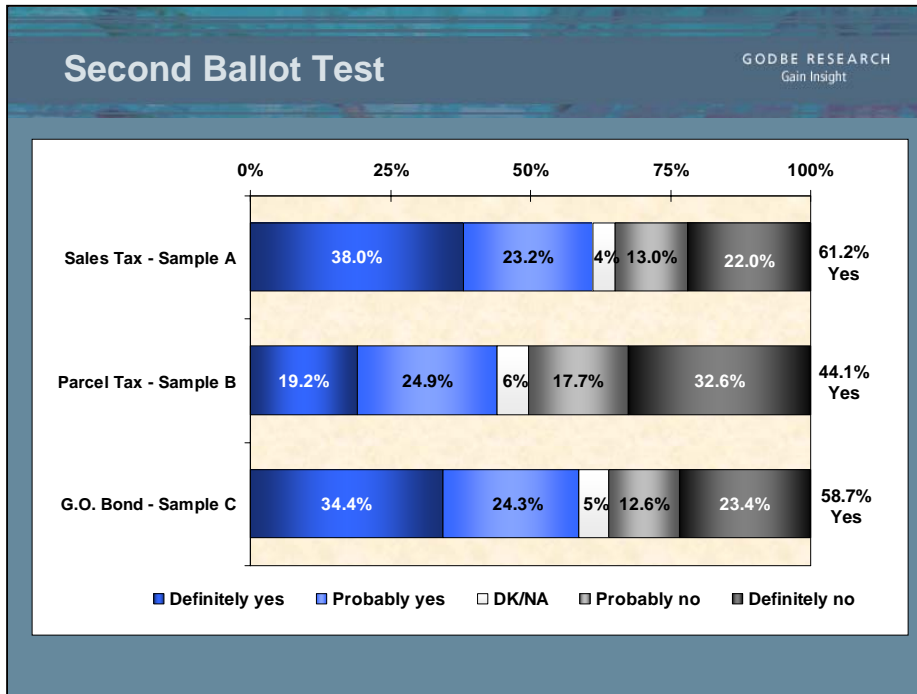
Voters were also presented a list of arguments *against* the proposed measure. Similarly, responses were coded as to their level of likelihood of voting “No” on the proposed measure: “Much more likely” = +2; “Somewhat more likely” = +1; and “No effect” = 0.

Amongst the negative arguments, the strongest potential opposition messages were:

- “Taxes are already too high” (0.86 mean, 51% “More likely” to vote no);
- “There won’t be any money left for branch libraries after the new Central Library is built” (0.83 mean, 53% “More likely”); *and*
- “All of the money from this measure will end up going to the new Central Library” (0.78 mean, 50% “More likely”).

Only respondents in either Sample B (parcel tax) or Sample C (general obligation bond) were asked the following negative argument: “This tax is unfair because property owners with a lot of agricultural or commercial land will have to pay for most of the tax.” This argument was the fourth strongest opposition message overall (0.77 mean, 48% “More likely”).

# Fresno County Public Library Survey Report



After providing respondents with the wording of the proposed measure, the possible tax amounts and duration, a list of projects that may be funded by the measure, as well as arguments both in favor and against the measure, respondents were once again presented with the same proposal that they were read in the first ballot test and were asked whether they would vote yes or no on the measure.

At the second ballot test, overall support was highest for the sales tax measure, with 61 percent of voters indicating they would either “Definitely” (38%) or “Probably” (23%) vote yes on the proposed measure, compared to 58 percent at the first ballot test. Overall support for the general obligation bond measure remained consistent from the first ballot test, with 59 percent of voters indicating they would either “Definitely” (34%) or “Probably” (24%) vote yes on the proposed measure. Overall support for the parcel tax measure fell by one percentage point, with 44 percent of voters indicating that they would vote yes for this measure at the second ballot test (“Definitely”: 19%; “Probably”: 25%).

# Fresno County Public Library Survey Report

## Second Ballot Test by Demographics I

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Second Ballot Test by Visited Library in Last 12 Months and Gender for Sales Tax Sample

	A. Overall	Visited Library in Last 12 Months		Gender	
		B. No	C. Yes	D. Male	E. Female
		Base	332	117	211
Yes	203 61.1%	59 50.4% C	141 66.8% B	79 52.3% E	124 68.5% D
No	116 34.9%	52 44.4% C	64 30.3% B	67 44.4% E	49 27.1% D
DK/NA	13 3.9%	6 5.1%	6 2.8%	5 3.3%	8 4.4%

An analysis of the findings at the second ballot test for the sales tax showed that support was higher among:

- Residents who had lived in the County for up to five years (72%), 11 to 15 years (59%), or more than 15 years (63%), compared to residents who had lived in the County for six to ten years (26%);
- Residents who had visited the library in the last 12 months (69%) compared to those who had not (52%);
- Female voters (69%) compared to male voters (52%);
- Voters aged 18 to 29 years (74%) compared to those aged 30 to 39 years (49%) and those aged 50 to 64 years (57%).
- “Democrat” voters (69%) compared to “Republican voters” (53%); *and*
- Voters from “Democrat” (66%), “Other” (70%), and “Mixed” (70%) households compared to those from “Republican” households (50%).

Overall support for the parcel tax was higher among:

- Residents who had visited the library in the last 12 months (52%) compared to those who had not (27%);
- Voters aged 18 to 29 years (54%) compared to those aged 50 to 64 years (33%).
- “Democrat” voters (58%) compared to “Republican” voters (33%);
- Voters from “Democrat” households (62%) compared to “Mixed” (38%) and “Republican” households (32%); *and*
- Respondents who rented their home (55%) compared to those that owned their home (39%).

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## Second Ballot Test by Demographics II

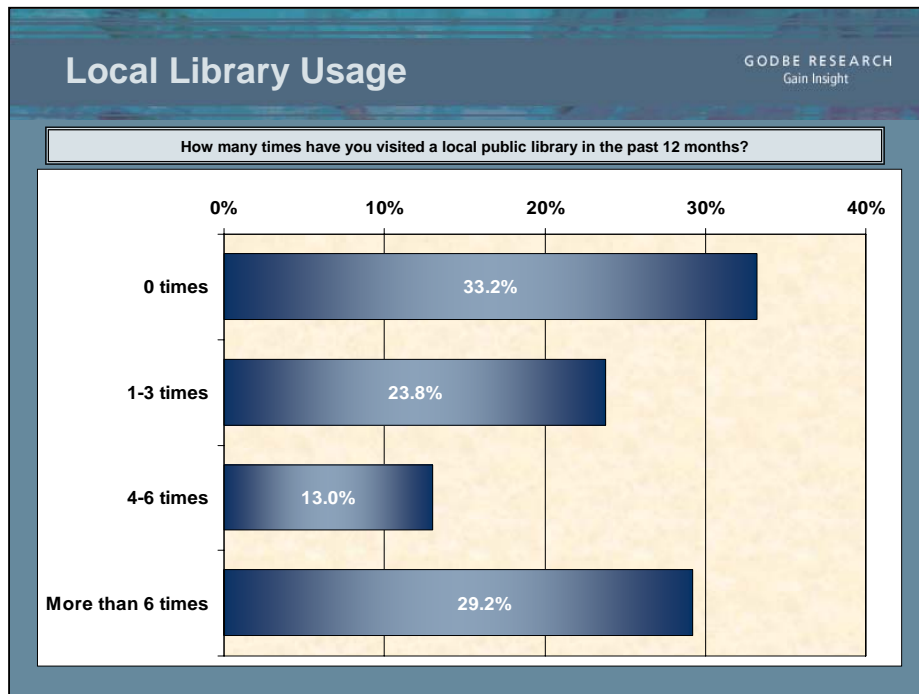
Second Ballot Test by Visited Library in Last 12 Months and Party Type for General Obligation Bond Sample

	A. Overall	Visited Library in Last 12 Months		Party		
		B. No	C. Yes	D. Democrat	E. Republican	F. Other/DTS
Base	334	114	218	136	156	42
Yes	196 58.7%	47 41.2% C	149 68.3% B	100 73.5% E	71 45.5% D	25 59.5%
No	120 35.9%	62 54.4% C	58 26.6% B	32 23.5% E	75 48.1% DF	13 31.0% E
DK/NA	18 5.4%	5 4.4%	11 5.0%	4 2.9%	10 6.4%	4 9.5%

Overall support for the general obligation bond at the second ballot test was higher among:

- Residents who had visited the library in the last 12 months (68%) compared to those who had not (41%);
- Residents aged 18 to 29 years (72%) compared to those aged 50 to 64 years (55%);
- “Democrat” voters (74%) compared to “Republican” voters (46%); and
- Voters from “Democrat” (70%) and “Mixed” households (70%) compared to “Republican” households (43%).

# Fresno County Public Library Survey Report



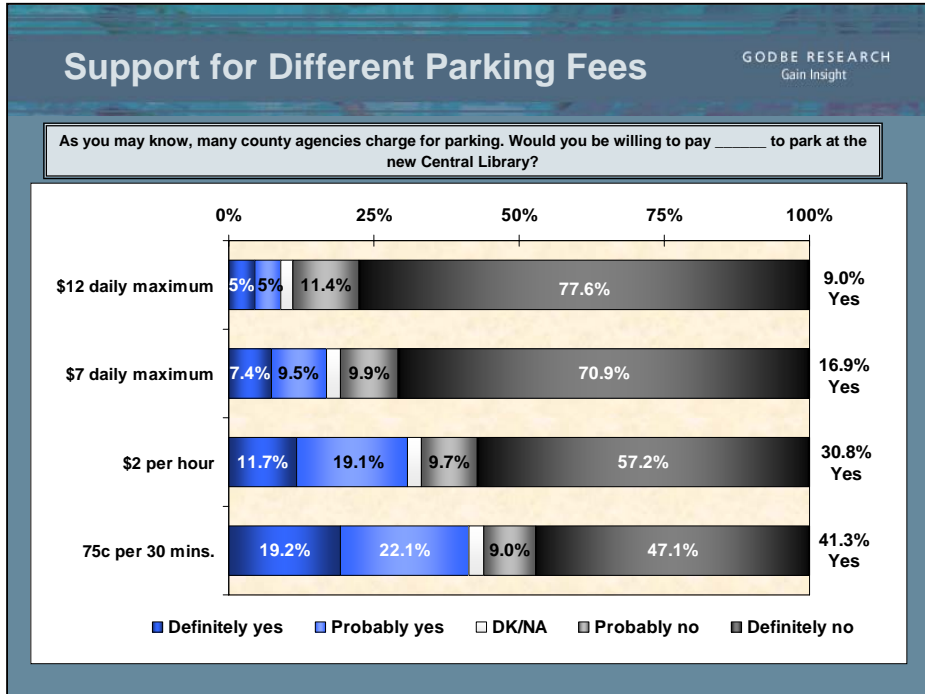
Sixty six percent of respondents indicated that they had visited a local public library in the past 12 months.

The libraries which had been visited the most frequently by respondents were:

- Clovis (on 5<sup>th</sup> St) – 17%
- Fresno Central (on Mariposa St) – 15%
- Woodward (on Perrin at Champlain) – 9%
- Fig Garden (on Bullard Ave at Marks) – 9%
- Sunnyside (on E Kings Canyon Rd at Clovis) – 7%
- Cedar-Clinton (on Clinton at Cedar) – 7%

Local library use was higher among respondents with children under 19 years of age at home compared to those without children (74% vs. 62%).

# Fresno County Public Library Survey Report



Overall support for parking rates at the new Central Library was strongest for the “75 cents for each 30 minutes” option, with 41 percent of respondents indicating that they would be willing to pay this charge (19% “Definitely yes” and 22% “Probably yes”). However, a majority of voters were not willing to pay.

**Conclusions I**

GODBE RESEARCH  
Gain Insight

- Issues of importance question revealed sensitivity to tax increases in the community
- Results show that the most viable option for the Library is a sales tax or general obligation bond measure
- Effective communications run by *independent* campaign committee is critical to maximize success

### Issues of Importance

Early in the survey, likely voters were asked to reveal the importance of various issues facing the community. One of the more critical comparisons of perceived importance is with “Preventing local tax increases” and those issues that are funded or related to the measure. The results from this initial battery of questions revealed that only one item related to the measure, “Improving and maintaining public library programs and services,” was perceived as more important than “Preventing local tax increases.” “Expanding access to public library services for all residents in the County” and “Improving the quality of public library facilities” were each rated lower in importance than “Preventing local tax increases.”

Although the rating differences between “Preventing local tax increases” and the three library related items were not statistically different, the findings from this question suggest that there is sensitivity within the community related to tax increases, which could present a challenge for a library measure. Overall, this finding increases the importance of an extensive public information campaign to communicate the features of the measure that resonated strongest among voters.

### Type of Revenue Measure

The overall results of the survey reveal that either a sales tax or general obligation bond measure are the most viable options for funding the renovation and construction of new library facilities in Fresno County. However, support at the second ballot test was below the required two-thirds threshold for each measure (61% sales tax and 59% bond). Another consideration for the Library in deciding the type of measure is the total amount of money each option would generate for the Library. Estimates for the additional one-eighth cent sales tax for a period of eight years (61% support for eight years), results in approximately 110 million dollars (estimated based on information provided by the Library). A general obligation bond of 22 dollars per \$100,000 of assessed valuation (59% for \$22 rate), would yield the Library an estimated 250 million dollars. If the Library moves forward with either of these revenue measures, a substantial effort will need to be put forward by both the Library and eventually a well-funded independent campaign committee to give the measure a reasonable chance of success.

Given the large scope of the current project (i.e., testing three separate funding mechanisms), Godbe Research suggests that the Library conduct a tracking survey closer to when the measure will be placed on the ballot. The tracking survey will allow the Library to test a more refined ballot question, duration and/or tax rate, list of features, and arguments for the measure.

### Conclusions II

GODBE RESEARCH  
Gain Insight

- Once the funding mechanism is decided, the project parameters and ballot question should be crafted to reflect the survey results
- Top projects for sales tax:
  - Improve library access for people with disabilities
  - Provide homebound services
  - Increase the number of books and materials at your local library
  - Construct separate children's areas in libraries
- Top projects for general obligation bond:
  - Improve library access for people with disabilities
  - Build libraries in areas that do not currently have library services
  - Build homework centers in libraries
  - Construct separate children's areas in libraries

Voters' opinions about revenue measures are often not well informed, especially when the amount of information presented to the public on a measure is limited. Without additional information about the measure, the projects that may be funded by the measure, or compelling reasons to support the measure, a significant percentage of voters would be reluctant to support the measure. Even after being presented with a substantial amount of information throughout the survey process, many respondents were still hesitant to support the measure. A well-funded, effective public information campaign is critical to providing voters with the information that many require before they are willing to support a revenue measure.

Godbe Research suggests utilizing community outreach strategies, press efforts, several direct mail pieces to likely voters, and other person-to-person campaign tactics prior to the election.

Below are some of the issues to focus on in an information campaign.

➤ Communicate those spending projects that resonated most with voters. Since a sales tax can fund programs and services, whereas a bond cannot, the sales tax sample included items that were not tested in the bond sample.

➤ The top projects to communicate for a sales tax measure would be:

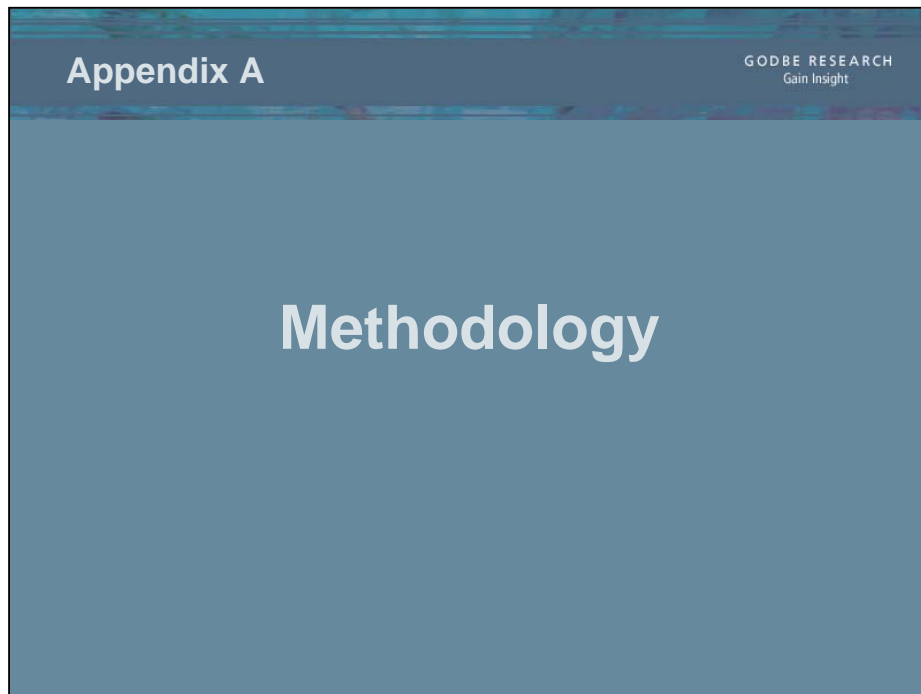
- Improve library access for people with disabilities
- Provide homebound services for the disabled and those unable to leave their home
- Increase the number of books and materials at your local library
- Construct separate children's areas in libraries for books, materials, and story times.

➤ In addition, to the spending projects, the survey also found that support for the sales tax increased once voters were told that the sales tax has two parts – an extension and increase. Communicating this information will be an important component of a sales tax measure.

**Conclusions III** GODBE RESEARCH  
Gain Insight

- Top positive arguments overall:
  - Libraries are a safe place for children and teenagers to go after school
  - New computer technology at the libraries can be shared with local schools throughout the County
  - New libraries are needed to meet the needs of our growing population
  - This measure will enable the library to keep up with the developments of the 21st Century
  - A Citizen's Oversight Committee will be created to ensure the funds are spent properly

- The top projects to communicate for a general obligation bond measure would be:
  - Improve library access for people with disabilities
  - Build libraries in areas that do not currently have library services
  - Build homework centers in libraries where children can study after school
  - Construct separate children's areas in libraries for books, materials, and story times.
  
- The top positive arguments for voters that should be communicated during the campaign include:
  - Libraries are a safe place for children and teenagers to go after school
  - New computer technology at the libraries can be shared with local schools throughout the County
  - New libraries are needed to meet the needs of our growing population
  - This measure will enable the library to keep up with the developments of the 21st Century
  - A Citizen's Oversight Committee will be created to ensure the funds are spent properly.



The following appendix provides further detail on the project's methodology.

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### Appendix A Methodology: Margin of Error

n	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1,200	1.69%	2.26%	2.59%	2.77%	2.82%
1,100	1.77%	2.36%	2.70%	2.89%	2.95%
1,000	1.86%	2.47%	2.83%	3.03%	3.09%
750	2.14%	2.86%	3.27%	3.50%	3.57%
500	2.63%	3.50%	4.01%	4.29%	4.38%
400	2.94%	3.92%	4.49%	4.80%	4.90%
334	3.22%	4.29%	4.91%	5.25%	5.36%
332	3.22%	4.30%	4.93%	5.27%	5.37%
300	3.39%	4.52%	5.18%	5.54%	5.65%
200	4.16%	5.54%	6.35%	6.79%	6.93%
100	5.88%	7.84%	8.98%	9.60%	9.80%
50	8.31%	11.09%	12.70%	13.58%	13.86%

Because a survey typically interviews a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some differences between a sample and the population from which it was drawn. These differences are known as “sampling error” and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to calculate the sampling error. Sampling error is determined by four factors: the population size, the sample size, a confidence level, and the dispersion of responses.

The table shows the possible sampling variation that applies to a percentage result reported from a probability type sample. Since a sample of 1,000 voters was drawn from the estimated population of approximately 246,352 residents in Fresno County, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained if the interviews had been conducted with all persons in the universe.

As the table indicates, the maximum margin of error for all aggregate responses is between 1.86 and 3.09 percent for the survey. This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by all 1,000 respondents, one can be 95 percent confident that the difference between the percentage breakdowns of the sample population and those of the total population is no greater than 3.09 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said yes, one can be 95 percent confident that the actual percent of the population that would say yes is between 46.91 (50 minus 3.09) percent and 53.09 (50 plus 3.09) percent. The table also highlights the corresponding margins of error for the sub-sample groups (Sample A: n = 332; Sample B and C: n = 334), which ranges from +/- 3.2% to 5.4%.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The 3.09 percent refers to dichotomous questions where opinions are evenly split in the sample with 50 percent of respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of respondents say yes and 90 percent say no, then the margin of error would be no greater than 1.86 percent. As the number of respondents in a particular subgroup (e.g., age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup’s response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.

**Appendix A Methodology:**  
Crosstabulation Tables

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Importance of Improving the Quality of Public Library Facilities by Gender

	Gender		
	A. Overall	B. Male	C. Female
Base	1000	450	550
Very important	466 46.6%	181 40.2% C	285 51.8% B
Somewhat important	387 38.7%	179 39.8%	208 37.8%
Not too important	135 13.5%	88 19.6% C	47 8.5% B
DK/NA	12 1.2%	2 0.4% C	10 1.8% B

How to Read Crosstabulation Tables

The questions discussed and analyzed in this report comprise a subset of the various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate particular insights are included in the discussion. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix C. These crosstabulation tables provide detailed information on the responses to each question by all demographic groups that were assessed in the survey. A typical crosstabulation table is pictured above.

A short description of the item appears at the top of the table. The sample size (in this case n = 1,000) is presented in the first column of data under "Overall." The results to each possible answer choice of all respondents are also presented in the first column of data under "Overall." The aggregate number of respondents in each answer category is presented as a whole number, and the percentage of the entire sample that this number represents is just below the whole number. For example, among overall respondents, 466 people thought the issue was "Very important," which is equal to 47 percent of the total sample size of 1,000. Next to the "Overall" column are other columns representing responses from males and females. The data from these columns are read in exactly the same fashion as the data in the "Overall" column, although each group makes up a smaller percentage of the entire sample.

To present the data in the most accurate fashion, we display the results to the first decimal point in the tables and figures. For the purposes of discussion, however, conventional rounding rules are applied, with numbers that include .5 or higher rounded to the next highest whole number and numbers that include .4 or lower rounded to the next lowest whole number. Because of this rounding, the reader may notice that percentages in the discussion may not sum to 100 percent. Moreover, the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due to software requirements that pie charts sum to exactly 100 percent. These disparities are confined to the first decimal place.

**Appendix A Methodology:**  
Subgroup Comparisons

GODBE RESEARCH  
Gain Insight

Importance of Improving the Quality of Public Library Facilities by Gender

	Gender		
	A. Overall	B. Male	C. Female
Base	1000	450	550
Very important	466 46.6%	181 40.2% C	285 51.8% B
Somewhat important	387 38.7%	179 39.8%	208 37.8%
Not too important	135 13.5%	88 19.6% C	47 8.5% B
DK/NA	12 1.2%	2 0.4% C	10 1.8% B

Subgroup Comparisons

To test whether or not the differences found in percentage results among subgroups are likely due to actual differences in opinions or behaviors – rather than the results of chance due to the random nature of the sampling design – a “z-test” was performed. In the headings of each column are labels, “A,” “B,” “C,” etc. along with a description of the variable. The “z-test” is performed by comparing the percentage in each cell with all other cells in the same row within a given variable (within gender in the pictured table, for example).

If the percentage in one cell is statistically different than the percentage in another, the column label will be displayed under the percentage. The letters in the table indicate for which differences one can be 95 percent confident that the results are due to actual differences in opinions or behaviors reported by subgroups of respondents.

For example, the percentage of respondents who reported “Very important” and were “Male” (40%) is significantly different (lower) than the percentage of respondents who responded “Very important” and “Female” (52%). This is denoted by a “C” being placed under the percentage of male respondents stating “Very important” and a “B” under the percentage of female respondents indicating “Very important.”

It is important to note that the percentage difference among subgroups is just one piece in the equation to determine whether or not two percentages are significantly different from one another. The variance associated with each data point is integral to determining significance. Therefore, two calculations may be different from one another according to the percentage reported, yet the difference may not be statistically significant according to the “z” statistic.

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### Appendix A Methodology: Means

Question	Measure	Scale	Values
2	Importance Ratings	0 to +2	+2 = Very important +1 = Somewhat important 0 = Not too important
12	Influence of spending projects	-2 to +2	+2 = Much more likely to vote yes +1 = Somewhat more likely to vote yes 0 = No effect -1 = Somewhat less likely to vote yes -2 = Much less likely to vote yes
13, 14	Influence of arguments	0 to +2	+2 = Much more likely to vote yes / no +1 = Somewhat more likely to vote yes / no 0 = No effect

Understanding a “Mean”

In addition to analysis of response percentages, many results will be discussed with respect to a descriptive “mean.” “Means” are effectively “averages.” To derive a mean that represents the importance rating of a number of issues (Q2), for example, a number value is first assigned to each response category (e.g., “Very important” = +2, “Somewhat important” = +1, and “Not too important” = 0). The answer of each respondent is then assigned the corresponding number (from +2 to 0 in this example). Finally, all respondents’ answers are averaged to produce a final number that reflects average importance. The resulting mean makes interpretation of the data considerably easier.

How to Read a “Means” Table

In tables and charts for Questions 2, 12, 13, and 14 of the survey, the reader will find mean scores that represent answers given by respondents. The mean score represents the average response of each group. The table above shows the scales for each corresponding question. Responses of “DK/NA” were not included in calculating the means for any question.

**Appendix A Methodology:**  
Means Tables

GODBE RESEARCH  
Gain Insight

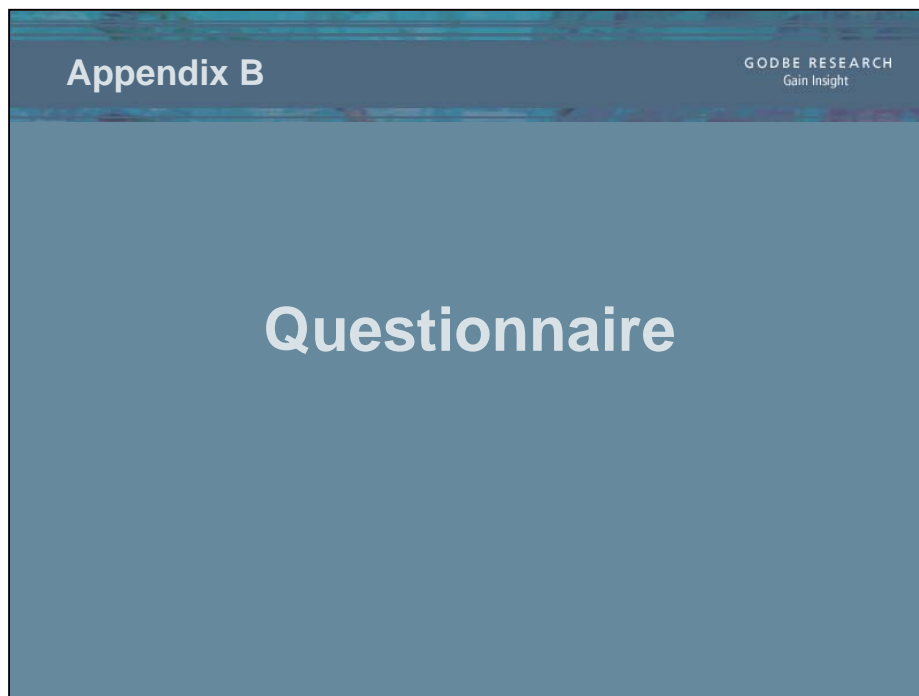
Community Issues of Importance by Gender

	Gender		
	Overall	Male	Female
Base	1.66	1.58	1.73
Q2b Reducing crime	1.83	1.77	1.89
Q2a Improving the quality of public education	1.73	1.66	1.79
Q2e Improving air quality in the region	1.69	1.56	1.79
Q2c Preserving agricultural land	1.65	1.61	1.67
Q2f Increasing the amount of affordable housing	1.42	1.30	1.51

Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion within the report with regard to mean scores. A typical crosstabulation table displaying mean scores is shown in the pictured table.

The items in the table are arranged in descending order, from highest mean score to lowest. The aggregate mean score for each item in the question series is presented in the first column of data under "Overall." For example, among all survey respondents, "Reducing crime" was assigned a mean score of 1.83. The relative ranking of the item reveals that respondents attributed the highest importance to this item. In addition, the +2 to 0 scale used for Question 2 on the survey indicates that, on average, respondents reported that this issue was between "Somewhat important" (+1 = "Somewhat important") and "Very important" (+2 = "Very important") to them personally.

Next to the "Overall" column are other columns representing the mean scores assigned by respondents grouped by gender. The data from these columns are read in the same fashion as the data in the "Overall" column. In addition, the first row in the table, labeled "Base," displays the mean score across all the items presented in the table for each subgroup. For example, the "Overall" mean score across the items displayed in the pictured Table is 1.66. Without examining the specific mean for each item, the "Base" score gives the reader an idea of a subgroup's average rating across all items in the table. Thus, looking across "Base" scores we see that male respondents had an overall mean score of 1.58 for the issues in the table, and female respondents had an overall mean score of 1.73. This means that, overall, female respondents reported that the issues were more important to them personally compared to the male respondents.



The following appendix displays the actual questions asked to each respondent. Also included are the possible answers that could be given by each respondent. The percentage next to each response shows the proportion of the 1,000 respondents that reported that item (unless a skip pattern is indicated). For example, if 50 percent is next to the "Yes" response option for a question, then 500 of the 1,000 respondents indicated a "Yes" answer to that question.

**FRESNO COUNTY LIBRARY SURVEY OF VOTERS (n=1,000)**

Hello, may I speak with \_\_\_\_\_? Hello, my name is \_\_\_\_\_ and I'm calling on behalf of Mountain West Research, a public opinion research firm. We're conducting a survey concerning issues that are important to voters in your area and I'd like to ask you a few questions. We really appreciate your time. First, I need to tell you that this call may be monitored for training or quality control purposes.

(IF NEEDED:) It is a survey only and we are not trying to sell you anything.

(IF NEEDS MORE INFORMATION:) This is a survey about issues of importance in your community only.

(IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE, OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY: I'm sorry, but for statistical purposes this survey must only be completed by this particular individual.)

(IF THE INDIVIDUAL INDICATES THAT THEY ARE AN ELECTED OFFICIAL OR A CITY COUNCIL MEMBER, THANK THEM FOR THEIR TIME, POLITELY EXPLAIN THAT THE FOCUS OF THIS SURVEY IS ON THE PUBLIC'S PERCEPTION OF COMMUNITY ISSUES, AND TERMINATE THE INTERVIEW.)

(IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND BASED ON THE GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. FOR EXAMPLE, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH: "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!")

CONVENTIONAL ROUNDING RULES (.5 OR ABOVE IS ROUNDED UP TO THE NEXT WHOLE NUMBER, AND .4 OR BELOW IS ROUNDED DOWN TO THE PREVIOUS NUMBER) APPLY TO THE PERCENTAGES ON THE FOLLOWING PAGES. AS A RESULT, THE PERCENTAGES BELOW MAY NOT ADD UP TO 100 PERCENT.
---

-----  
1. To begin, how many years have you lived in Fresno County?

Less than one year-----	1%
One to five years -----	8%
Six to ten years -----	7%
Eleven to fifteen years -----	7%
More than fifteen years -----	77%
(DON'T READ) DK/NA-----	0%

2. Next, I'd like to ask you about a number of issues facing your community. For each one, I'd like you to tell me how important the issue is to you personally.

Here's the (first/next) one \_\_\_\_\_. Is this issue very important, somewhat important, or not too important?

RANDOMIZE		Very important	Somewhat important	Not too important	(DON'T READ) DK/NA
A.	Improving the quality of public education	80%	14%	5%	1%
B.	Reducing crime	86%	12%	2%	0%
C.	Preserving agricultural land	71%	24%	4%	1%
D.	Preventing local tax increases	52%	34%	13%	1%
E.	Improving air quality in the region	74%	21%	5%	0%
F.	Increasing the amount of affordable housing	57%	30%	12%	1%
G.	Increasing job opportunities	75%	19%	5%	1%
H.	Increasing access to public transportation	44%	37%	18%	2%
I.	Improving the quality of public library facilities	47%	39%	14%	1%
J.	Improving and maintaining public library programs and services	54%	35%	10%	1%
K.	Expanding access to public library services for all residents in the County	49%	36%	14%	1%

**ASK Q3 TO Q5 TO SAMPLE A ONLY, SALES TAX SAMPLE (n=332)**

3. In the future, voters in Fresno County may be voting on several local ballot measures. Let me read you a summary of one of the proposals:

In order to maintain and enhance the quality of library services in Fresno County as well as renovate and construct new library facilities, shall the County of Fresno levy a sales tax of one-quarter of one percent?

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)?

Definitely yes	38%
Probably yes	20%
Probably no	12%
Definitely no	24%
(DON'T READ) DK/NA	7%

4. In fact, the sales tax we are discussing has two parts. First, an existing one-eighth cent sales tax for library projects and services will be extended by this measure. Second, an additional one-eighth cent sales tax will be raised to ensure Fresno County has adequate funds to maintain library services as well as renovate and construct new library facilities.

Knowing this, would you vote yes or no on the proposed measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

Definitely yes	40%
Probably yes	24%
Probably no	12%
Definitely no	21%
(DON'T READ) DK/NA	4%

5. The duration of the sales tax to maintain library services as well as renovate and construct new library facilities in the County has not yet been decided. As I read the following information, please tell me whether you would vote yes or no on the measure given the information.

If you heard that the sales tax would last for \_\_\_\_\_ (READ ITEM A FIRST), would you vote yes or no on the measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

(IF RESPONDENT SAYS 'DEFINITELY YES' TO ANY AMOUNT, RECORD 'DEFINITELY YES' TO ALL LOWER AMOUNTS AND SKIP TO NEXT QUESTION)

DO <u>NOT</u> RANDOMIZE	Definitely <u>yes</u>	Probably <u>yes</u>	Probably <u>no</u>	Definitely <u>no</u>	(DON'T READ) <u>DK/NA</u>
A. 16 years -----	29%	19%	16%	33%	3%
B. 12 years -----	32%	19%	16%	30%	3%
C. 8 years -----	40%	21%	12%	24%	3%

**ASK Q6 TO Q9 TO SAMPLE B ONLY, PARCEL TAX SAMPLE (n=334)**

6. In the future, voters in Fresno County may be voting on several local ballot measures. Let me read you a summary of one of the proposals:

In order to build a new Central Library, renovate many branch libraries, build many new libraries, and expand access to public library services for all residents, shall Fresno County levy an annual parcel tax up to 140 dollars per year?

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)?

Definitely yes -----	20%
Probably yes -----	26%
Probably no -----	23%
Definitely no -----	24%
(DON'T READ) DK/NA -----	8%

7. The exact amount of the parcel tax needed to renovate and construct new library facilities has not been determined yet. However, several rates are being considered.

If you heard that the measure would cost property owners \_\_\_\_\_ per parcel per year (READ ITEM A FIRST), would you vote yes or no on the measure we have been discussing? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

(IF RESPONDENT SAYS 'DEFINITELY YES' TO ANY AMOUNT, RECORD 'DEFINITELY YES' TO ALL LOWER AMOUNTS AND SKIP TO NEXT QUESTION)

DO <u>NOT</u> RANDOMIZE	Definitely <u>yes</u>	Probably <u>yes</u>	Probably <u>no</u>	Definitely <u>no</u>	(DON'T READ) <u>DK/NA</u>
A. 140 dollars -----	18%	23%	20%	33%	6%
B. 100 dollars -----	25%	23%	19%	28%	5%
C. 70 dollars -----	36%	21%	13%	27%	4%
D. 50 dollars -----	45%	20%	8%	23%	3%

8. If you heard that the measure would be adjusted to increase three percent per year, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

Definitely yes ----- 11%  
 Probably yes ----- 18%  
 Probably no ----- 19%  
 Definitely no ----- 43%  
 (DON'T READ) DK/NA ----- 8%

9. The duration of the parcel tax has also not yet been decided. As I read the following information, please tell me whether you would vote yes or no on the measure given the information.

If you heard that the parcel tax would last for \_\_\_\_\_ (READ ITEM A FIRST), would you vote yes or no on the measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

(IF RESPONDENT SAYS 'DEFINITELY YES' TO ANY AMOUNT, RECORD 'DEFINITELY YES' TO ALL LOWER AMOUNTS AND SKIP TO NEXT QUESTION)

<b>DO NOT RANDOMIZE</b>	<b>Definitely yes</b>	<b>Probably yes</b>	<b>Probably no</b>	<b>Definitely no</b>	<b>(DON'T READ) DK/NA</b>
A. 16 years -----	13%	17%	19%	45%	7%
B. 12 years -----	16%	18%	19%	42%	5%
C. 8 years -----	25%	23%	14%	33%	5%

**ASK Q10 AND Q11 TO SAMPLE C ONLY, GO BOND SAMPLE (n=334)**

10. In the future, voters in Fresno County may be voting on several local ballot measures. Let me read you a summary of one of the proposals:

To build a new Central Library, renovate many branch libraries, build many new libraries, and expand access to public library services for all residents by:

- Providing space for an increased collection of books, CDs, and DVDs;
- Constructing separate children's and teen areas; and
- Increasing the number of publicly available computers;

Shall Fresno County be authorized to issue 500 million dollars in general obligation bonds?

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)?

Definitely yes ----- 33%  
 Probably yes ----- 26%  
 Probably no ----- 14%  
 Definitely no ----- 20%  
 (DON'T READ) DK/NA ----- 7%

11. If you knew that the bond we have been discussing would increase a property owner's annual property taxes by \_\_\_\_\_ per \$100,000 of assessed valuation, would you vote yes or no on this measure?

(IF NEEDED, READ ONCE:) The assessed valuation of your home is not necessarily the current market value. It is the figure that appears on your property tax bill.

(GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

(IF RESPONDENT SAYS 'DEFINITELY YES' TO ANY AMOUNT, RECORD 'DEFINITELY YES' TO ALL LOWER AMOUNTS AND SKIP TO NEXT QUESTION)

DO <u>NOT</u> RANDOMIZE	Definitely <u>yes</u>	Probably <u>yes</u>	Probably <u>no</u>	Definitely <u>no</u>	(DON'T READ) <u>DK/NA</u>
A. 43 dollars-----	22%	20%	18%	33%	8%
B. 36 dollars-----	28%	20%	15%	30%	7%
C. 29 dollars-----	34%	21%	10%	29%	6%
D. 22 dollars-----	40%	19%	10%	25%	6%

12. Now, I'd like to talk more specifically about how the money from this measure might be spent by the library. As I read the following projects, please tell me if you would be more or less likely to vote for the measure after hearing this information.

[Wording for the first three items] If you knew that some of the money would be used to \_\_\_\_\_ (INSERT RANDOMLY SELECTED ITEM), would you be more or less likely to vote yes on the measure? (GET ANSWER THEN ASK:) Would that be much (more/less) likely or somewhat (more/less) likely to vote yes on the measure?

[Wording once respondent is familiar with the scale] If you knew that some of the money would be used to \_\_\_\_\_ would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to vote yes on the measure?

RANDOMIZE	Much More <u>Likely</u>	Swt. More <u>Likely</u>	(DON'T READ) <u>No Effect</u>	Swt. Less <u>Likely</u>	Much Less <u>Likely</u>	(DON'T READ) <u>DK/NA</u>
<b>ASK ITEMS A TO G TO SAMPLE A ONLY (SALES TAX)</b>						
A. Sponsor more programs on basic literacy in your community -----	48%	26%	6%	8%	10%	2%
B. Increase the number of books and materials at your local library--	54%	25%	5%	7%	8%	1%
C. Expand the number of job training programs in your community --	47%	24%	5%	9%	13%	2%
D. Fund programs to bring Bookmobiles to Senior citizens -----	45%	29%	6%	10%	8%	2%
E. Increase library hours in your community -----	39%	28%	9%	12%	11%	2%
F. Offer free computer classes at your local library -----	41%	31%	7%	8%	10%	2%
G. Provide homebound services for the disabled and those unable to leave their home -----	51%	28%	6%	6%	7%	2%

	<u>Much More Likely</u>	<u>Swt. More Likely</u>	<u>(DON'T READ) No Effect</u>	<u>Swt. Less Likely</u>	<u>Much Less Likely</u>	<u>(DON'T READ) DK/NA</u>
<b>ASK ITEMS H TO T TO ALL SAMPLES</b>						
H. Improve library access for people with disabilities -----	48%	28%	7%	6%	9%	2%
I. Build a new downtown Central Library -----	25%	20%	8%	22%	23%	4%
J. Renovate older branch libraries throughout the County -----	41%	32%	5%	9%	11%	2%
K. Build libraries in areas that do not currently have library services -----	44%	29%	5%	8%	11%	3%

**INTRO FOR ITEMS L TO T (ALL SAMPLES)**

As you may know, the Fresno County Library system has a Central Library downtown and branches throughout the County. Money from this measure could be used to re-build the Central Library, renovate many existing branch libraries, and build many new libraries throughout the County.

The next set of items is related to how the money might be spent for those new and renovated libraries.

If you knew that some of the money would be used to \_\_\_\_\_ would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to vote yes on the measure?

	<u>Much More Likely</u>	<u>Swt. More Likely</u>	<u>(DON'T READ) No Effect</u>	<u>Swt. Less Likely</u>	<u>Much Less Likely</u>	<u>(DON'T READ) DK/NA</u>
L. Increase the number of publicly available computers -----	38%	33%	6%	10%	11%	2%
M. Wire new libraries to improve computer technology -----	42%	32%	5%	8%	10%	2%
N. Wire new libraries to provide free high speed and wireless Internet access -----	36%	31%	7%	12%	13%	2%
O. Build a parking structure for the new downtown Central Library -----	29%	24%	7%	17%	20%	3%
P. Increase the number of parking spaces available at branch libraries ---	29%	25%	9%	19%	15%	3%
Q. Provide more quiet study areas for adults -----	29%	32%	9%	15%	14%	2%
R. Provide more space for an increased collection of books, CDs, and DVDs -----	38%	33%	6%	10%	11%	2%
S. Construct separate children's areas in libraries for books, materials, and story times -----	47%	29%	5%	8%	9%	2%
T. Build homework centers in libraries where children can study after school -----	48%	28%	5%	7%	11%	1%

**[RANDOMIZE Q13 AND Q14]**

13. During the months before the election, voters will hear arguments from supporters *in favor* of the proposed measure we have been discussing. As I read each of the arguments *for* the measure, please tell me if you would be more likely to vote **yes** on the measure given that argument.

Supporters of the measure say that \_\_\_\_\_ (INSERT RANDOMLY SELECTED ITEM). Does hearing this argument make you much more likely or somewhat more likely to vote **yes** on the measure--or does it have no effect?

RANDOMIZE	<u>Much More Likely</u>	<u>Swt. More Likely</u>	<u>No Effect</u>	<u>DON'T READ) DK/NA</u>
A. New libraries are needed to meet the needs of our growing population	----40%	----29%	----30%	----2%
B. The lack of parking at many libraries makes access difficult for everyone—especially the elderly and those with disabilities	-----32%	----28%	----37%	----3%
C. Current libraries cannot support the number of computers needed by the community	-----30%	----29%	----37%	----5%
D. The improved design of the new libraries will reduce noise by having separate children's areas	-----34%	----26%	----38%	----2%
E. This measure will enable the library to keep up with the Internet and technological developments of the 21st Century	-----38%	----31%	----29%	----2%
F. Libraries are a safe place for children and teenagers to go after school	-----46%	----25%	----27%	----2%
G. New computer technology at the libraries can be shared with local schools throughout the County	-----43%	----29%	----26%	----2%
H. We need better libraries so our children can go to college and get better jobs	-----38%	----26%	----34%	----2%
I. A Citizen's Oversight Committee will be created to ensure the funds are spent properly	-----41%	----26%	----31%	----2%

14. During the months before the election, voters will hear arguments from opponents *against* the proposed measure we have been discussing. As I read each of the arguments *against* the measure, please tell me if you would be more likely to vote **no** on the measure given that argument.

Opponents of the measure say that \_\_\_\_\_ (INSERT RANDOMLY SELECTED ITEM). Does hearing this argument make you much more likely or somewhat more likely to vote **no** on the measure--or does it have no effect?

RANDOMIZE	<u>Much More Likely</u>	<u>Swt. More Likely</u>	<u>No Effect</u>	<u>(DON'T READ) DK/NA</u>
A. We should not be spending money on building new libraries because there are too many other more important needs in the community -----	22%	19%	56%	3%
B. Libraries are no longer necessary because the same information can be found on the Internet -----	17%	14%	66%	3%
C. Taxes are already too high -----	33%	19%	46%	3%
D. Local government can't be trusted to spend the money the way the voters intend -----	25%	22%	50%	3%
E. Library users should be the ones to pay for the measure -----	15%	17%	65%	3%
F. The library should make do with the money they already receive from the one-eighth cent sales tax voters extended in 2004--	23%	21%	52%	4%
G. Because this project will occur in phases, only certain communities will benefit before the money runs out -----	21%	25%	50%	4%
H. All of the money from this measure will end up going to the new Central Library -----	25%	25%	46%	4%
I. There won't be any money left for branch libraries after the new Central Library is built -----	26%	27%	41%	6%
<b>ASK ITEM J TO SAMPLES B AND C ONLY (PARCEL TAX AND BOND)</b>				
J. This tax is unfair because property owners with a lot of agricultural or commercial land will have to pay for most of the tax -----	27%	21%	49%	4%

Now that you know more about the proposed measure, let me read you a summary of it again.

**ASK Q15 TO SAMPLE A ONLY**

15. In order to maintain and enhance the quality of library services in Fresno County as well as renovate and construct new library facilities, shall the County of Fresno levy a sales tax of one-quarter of one percent?

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)?

Definitely yes -----38%  
Probably yes -----23%  
Probably no -----13%  
Definitely no-----22%  
(DON'T READ) DK/NA----- 4%

**ASK Q16 TO SAMPLE B ONLY**

16. In order to build a new Central Library, renovate many branch libraries, build many new libraries, and expand access to public library services for all residents, shall Fresno County levy an annual parcel tax up to 140 dollars per year?

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)?

Definitely yes -----19%  
Probably yes -----25%  
Probably no -----18%  
Definitely no-----33%  
(DON'T READ) DK/NA----- 6%

**ASK Q17 TO SAMPLE C ONLY**

17. To build a new Central Library, renovate many branch libraries, build many new libraries, and expand access to public library services for all residents by:

- Providing space for an increased collection of books, CDs, and DVDs;
- Constructing separate children's and teen areas; and
- Increasing the number of publicly available computers;

Shall Fresno County be authorized to issue 500 million dollars in general obligation bonds?

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)?

Definitely yes -----34%  
Probably yes -----24%  
Probably no -----13%  
Definitely no-----23%  
(DON'T READ) DK/NA----- 5%

ASK ALL

18. How many times have you visited a local public library in the past 12 months?

0 times -----	33%	(SKIP TO Q20)
1-3 times -----	24%	(CONTINUE)
4-6 times -----	13%	(CONTINUE)
More than 6 times -----	29%	(CONTINUE)
(DON'T READ) DK/NA -----	1%	(SKIP TO Q20)

19. Which libraries do you visit most frequently? (DON'T READ - RECORD ALL LIBRARIES, BUT ALSO PROMPT FOR PRIMARY LIBRARY AND RECORD FOR SEPARATE ANALYSIS. IF RESPONDENT IS UNSURE OF LIBRARY, PROMPT FOR STREET WHERE LIBRARY IS LOCATED)

Aprendo Van/Literacy	0%	Literacy Services Center (on Dakota at Fruit)	1%
Auberry (on Auberry Rd)	4%	Mendota (on Quince St)	0%
Bear Mountain (in Squaw Valley)	1%	Mosqueda Center (on Butler Ave at Maple)	1%
Big Creek (on Point Rd)	0%	Orange Cove (on Park Blvd)	1%
Caruthers (on S Henderson Rd)	1%	Piedra (on E Trimmer Springs Rd)	1%
Cedar-Clinton (on Clinton at Cedar)	7%	Pinedale (on N San Pablo Ave)	1%
Clovis (on 5th St)	17%	Politi or Leo Politi (on 1st and Bullard)	6%
Coalinga	0%	Reedley (on E St)	4%
Community Bookmobile	0%	Parlier (on E Parlier Ave)	0%
Day Care Center Bookmobile	-	Riverdale (on Malsbary)	1%
Easton (on E Fantz Ave)	1%	Sanger (on 7th St)	3%
Fig Garden (on Bullard Ave at Marks)	9%	San Joaquin (on Main St)	1%
Firebaugh (on O St)	1%	Selma (on Selma St)	4%
Fowler (on East Merced St)	1%	Senior Resource (on Dakota at Blackstone)	-
Fresno Central (on Mariposa St)	15%	Shaver Lake (on Tollhouse Rd)	0%
Gillis (on Dakota at Fruit )	4%	Sunnyside (on E Kings Canyon Rd at Clovis)	7%
Huron	1%	Talking Book Library for the Blind (N. San Pablo)	-
Ivy Center (on E Annadale Ave at Elm)	0%	Tranquillity (on S Juanche Ave.)	1%
Kerman (on W Kearney Blvd)	2%	Woodward (on Perrin at Champlain)	9%
Kingsburg (on Draper St)	2%	Other (SPECIFY: _____)	10%
Laton (on DeWoody)	0%	(DON'T READ) DK/NA	10%

a) Primary Library

Auberry (on Auberry Rd) -----	3.5%
Bear Mountain (in Squaw Valley) -----	0.7%
Big Creek (on Point Rd) -----	0.2%
Caruthers (on S Henderson Rd)-----	0.5%
Cedar-Clinton (on Clinton at Cedar) -----	5.4%
Clovis (on 5th St) -----	15.7%
Coalinga -----	0.3%
Community Bookmobile -----	0.3%
Easton (on E Fantz Ave) -----	0.3%
Fig Garden (on Bullard Ave at Marks) -----	7.5%
Firebaugh (on O St)-----	0.8%
Fowler (on East Merced St)-----	0.3%
Fresno Central (on Mariposa St) -----	13.4%
Gillis (on Dakota at Fruit ) -----	3.9%
Huron -----	0.3%
Kerman (on W Kearney Blvd) -----	2.2%
Kingsburg (on Draper St)-----	2.2%
Laton (on DeWoody) -----	0.3%
Literacy Services Center (on Dakota at Fruit)--	0.3%
Mosqueda Center (on Butler Ave at Maple) ----	0.2%
Piedra (on E Trimmer Springs Rd)-----	0.5%
Pinedale (on N San Pablo Ave)-----	0.3%
Politi or Leo Politi (on 1st and Bullard)-----	3.9%
Reedley (on E St) -----	4.0%
Parlier (on E Parlier Ave)-----	0.2%
Riverdale (on Malsbary) -----	0.5%
Sanger (on 7th St)-----	2.7%
San Joaquin (on Main St) -----	0.3%
Selma (on Selma St) -----	3.0%
Shaver Lake (on Tollhouse Rd)-----	0.2%
Sunnyside (on E Kings Canyon Rd at Clovis)--	6.5%
Tranquillity (on S Juanche Ave.)-----	0.3%
Woodward (on Perrin at Champlain) -----	8.9%
Other-----	10.2%

20. As you may know, many county agencies charge for parking. Would you be willing to pay \_\_\_\_\_ to park at the new Central Library?

(IF RESPONDENT SAYS 'DEFINITELY YES' TO Q20A, RECORD 'DEFINITELY YES' TO Q20B AND SKIP TO Q20C. IF 'DEFINITELY YES' TO Q20C, RECORD 'DEFINITELY YES' TO Q20D AND SKIP TO NEXT QUESTION)

DO NOT RANDOMIZE	Definitely <u>yes</u>	Probably <u>yes</u>	Probably <u>no</u>	Definitely <u>no</u>	(DON'T READ) <u>DK/NA</u>
A. A 12 dollar daily maximum -----	5%	5%	11%	78%	2%
B. A 7 dollar daily maximum -----	7%	10%	10%	71%	2%
C. 2 dollars an hour-----	12%	19%	10%	57%	2%
D. 75 cents for each 30 minutes-----	19%	22%	9%	47%	3%

**Now, I just have one more question for comparison purposes.**

A. How many children under the age of 19 do you currently have living at home?

One -----17%  
Two -----14%  
Three -----7%  
Four or more-----3%  
None -----58%  
(DON'T READ) Refused-----1%

**Those are all of the questions I have for you.  
Thank you very much for participating!**

B. Gender (Recorded from voice):

Male-----45%  
Female -----55%

**INFORMATION FROM VOTER SAMPLE SHEET (NOT ASKED)**

C. Voting History:

	<u>Poll</u>	<u>Mail</u>	<u>No</u>
Voted 11/98-----	30%	16%	55%
Voted 3/00-----	32%	15%	54%
Voted 11/00-----	35%	20%	45%
Voted 3/02-----	29%	18%	53%
Voted 11/02-----	37%	21%	42%
Voted Recall 10/03-----	44%	26%	30%
Voted 3/04-----	39%	24%	38%
Voted 11/04-----	57%	37%	7%

D. Times Voted in Last Eight Elections:

0 of 8-----4%  
1 of 8-----15%  
2 of 8-----9%  
3 of 8-----10%  
4 of 8-----6%  
5 of 8-----10%  
6 of 8-----7%  
7 of 8-----12%  
8 of 8-----27%

E. Voted Absentee in One of the Last Eight Elections:

Yes -----49%  
No -----51%

F. Permanent Absentee Voter:

Yes -----37%  
No -----63%

G. Likely Absentee Voter (VBM):

Yes -----41%  
No -----59%

H. Registration Date:

1999-2005 -----57%  
1995-1998 -----12%  
1991-1994 -----9%  
1990 and before -----22%

I. Party:

Democrat -----40%  
Republican -----47%  
Other -----4%  
DTS -----9%

J. Age:

18-29 years -----14%  
30-39 years -----14%  
40-49 years -----20%  
50-64 years -----29%  
65+ years -----21%  
Not coded -----2%

K. Household Party Type:

Democrat (1) -----17%  
Democrat (2+) -----14%  
Republican (1) -----16%  
Republican (2+) -----23%  
Other (1) -----7%  
Other (2+) -----3%  
Democrat & Republican -----10%  
Democrat & Other -----5%  
Republican & Other -----5%

L. Homeownership Status :

Owner -----71%  
Renter -----29%

M. PRECINCT NUMBER (REQUIRED) \_\_\_\_\_

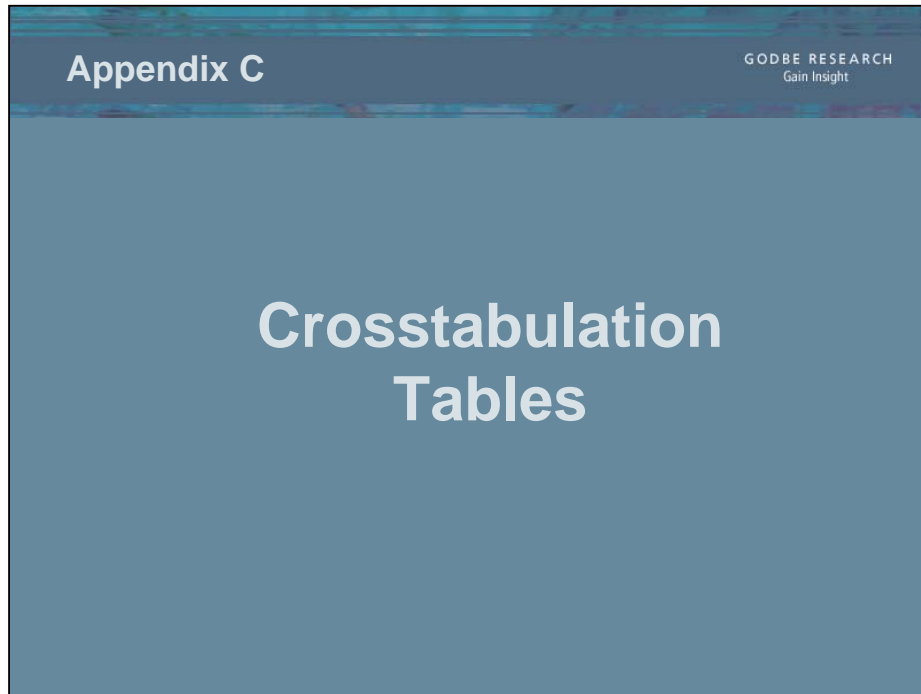
N. RESPONDENT'S ZIP CODE OF RESIDENCE (REQUIRED) \_\_\_\_\_

O. RESPONDENT'S CITY OF RESIDENCE (REQUIRED) \_\_\_\_\_

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

DATE OF INTERVIEW \_\_\_\_\_ VALIDATED BY \_\_\_\_\_



The following appendix displays the crosstabulation tables should readers wish to conduct a closer analysis of subgroups for a given question. These crosstabulation tables provide detailed information on the responses to each question by all demographic groups that were assessed in the survey.



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