

# EL CAMINO COLLEGE

***N=400 Likely Voters  
February 19-21, 2012***

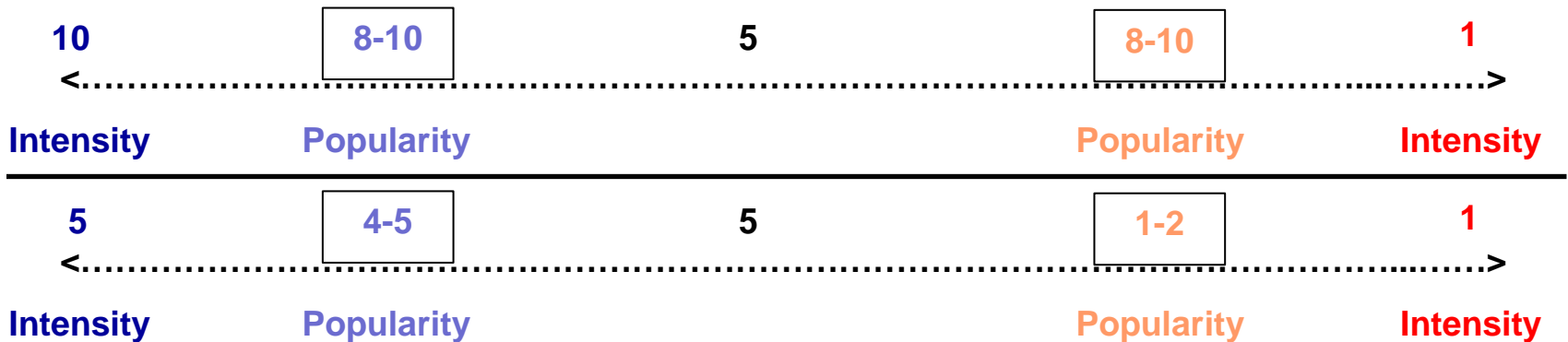
**Stephen M. Kinney • Partner**



**PUBLIC OPINION STRATEGIES**

# POLLING TERMINOLOGY

## Popularity versus Intensity



*When trying to bring movement on an issue, it is intensity that matters the most. The intensity level needs to be at least 40% on either end of the spectrum to know that voters feel strongly about an issue or questions and what will move them.*

### Top Groups

*Outside the margin of error stronger than the average  
(in this case at least 5% more than the overall average)*

### Demographics

*Men/Women, working women, retired, young, Republican/Democratic/Independent,  
Caucasian//African American/Hispanic-Latino, Direct College Experience, etc.*

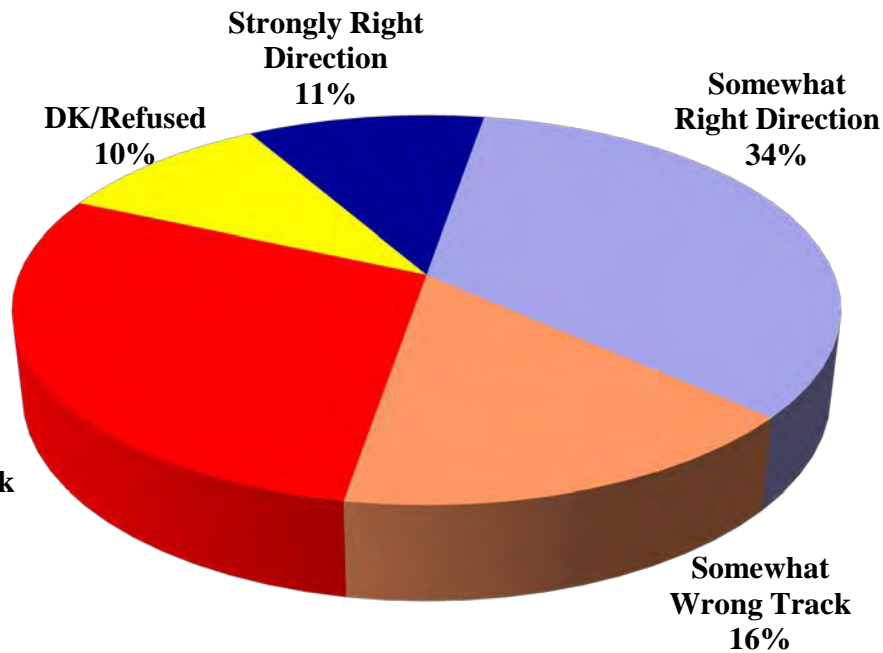
# Mood & Economic Environment

Voters in the El Camino College District are very divided in their opinions about the direction the area is headed (45% right direction and 45% wrong track), and there is a lot more negative intensity (29% strongly wrong track) than positive intensity (11% strongly right direction).

These kind of negative intensity numbers are not likely to turn positive anytime soon.

*First, generally speaking, would you please tell me if you believe your area of California is headed in the RIGHT DIRECTION, or do you think your area of California is off on the WRONG TRACK?*

**Right Direction 45%**  
**Wrong Track 45%**

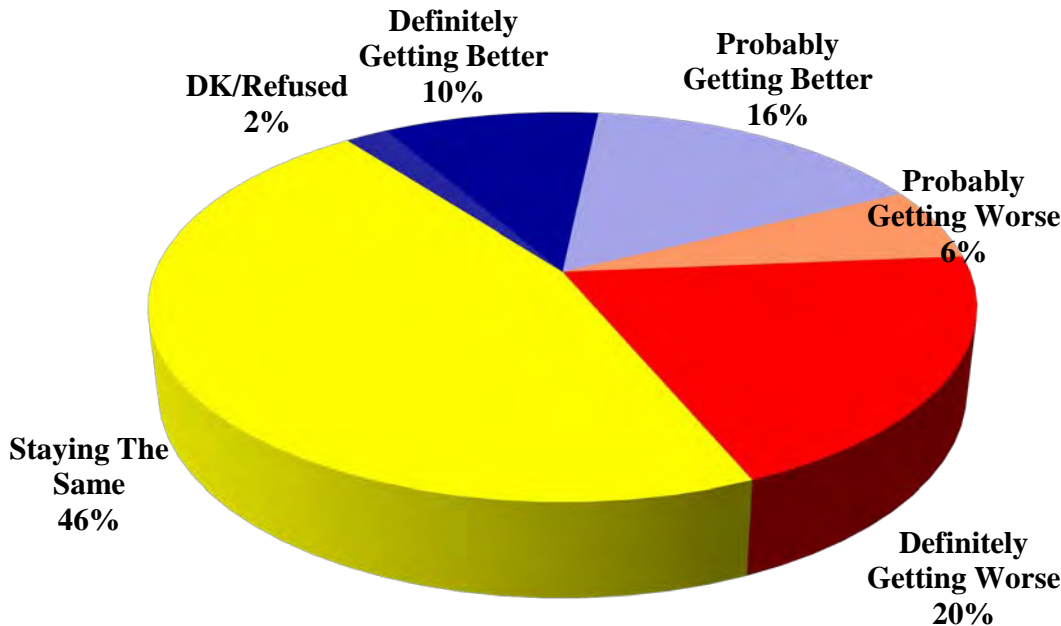


MEN	43%/43%
WOMEN	44%/46%
WORKING WOMEN	44%/47%
AGES 18-34	55%/38%
AGES 35-49	39%/52%
AGES 50-64	43%/46%
AGES 65+	44%/41%
BEACH CITIES/EL SEGUNDO	44%/44%
HAWTHORNE/LAWNDALE	43%/49%
INGLEWOOD/LA	51%/40%
TORRANCE	40%/48%
REP	32%/59%
DEM	54%/34%
IND	37%/50%
CAUCASIAN	38%/50%
BLACK	53%/33%

The voters in the district show the same kind of division when it comes to their outlook about the local economy (26% getting better and 26% getting worse), and the negative intensity (20%) again outweighs the positive intensity (10%).

*And, would you say the economy in your area of California is GETTING BETTER, GETTING WORSE, or STAYING ABOUT THE SAME?*

**Getting Better 26%**  
**Getting Worse 26%**

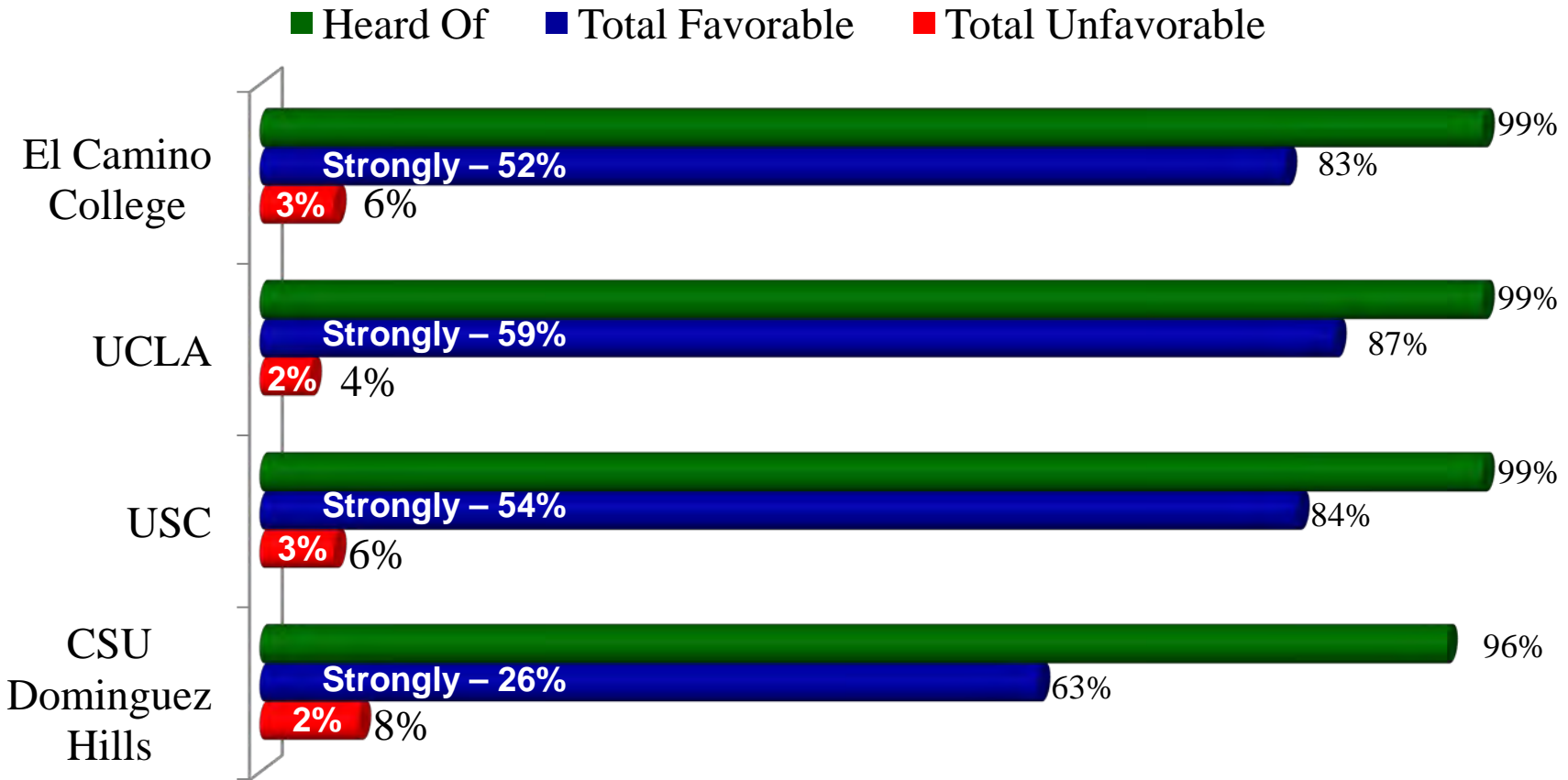


MEN	32%/23%
WOMEN	20%/30%
WORKING WOMEN	26%/28%
AGES 18-34	20%/21%
AGES 35-49	25%/27%
AGES 50-64	30%/31%
AGES 65+	26%/24%
BEACH CITIES/EL SEGUNDO	31%/21%
HAWTHORNE/LAWNDALE	14%/32%
INGLEWOOD/LA	28%/34%
TORRANCE	26%/22%
REP	15%/35%
DEM	31%/23%
IND	29%/23%
CAUCASIAN	25%/24%
BLACK	19%/36%

# Area Educational Confidence

**In terms of local educational institutions, El Camino College receives ratings (83% favorable and 6% unfavorable) on par with the likes of UCLA (87%/4%) and USC (84%/6%) and far better than CSU Dominguez Hills (63%/8%).**

*I would like to read you the names of some institutions and have you tell me whether or not you are aware of each. If you have never heard of an institution, just tell me and we will move to the next one. And, do you have a favorable or unfavorable impression of this institution?*

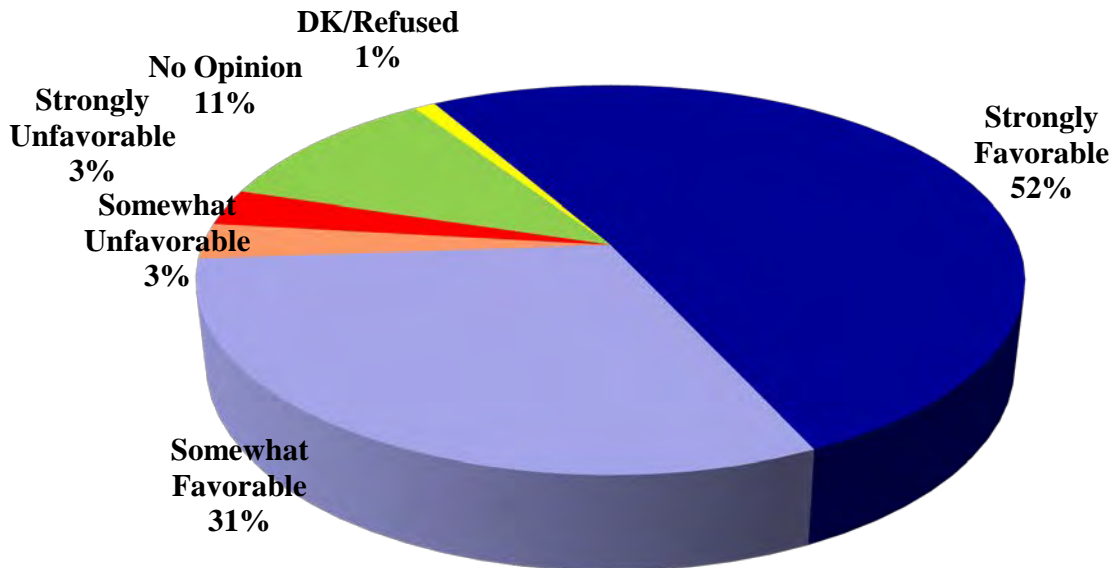


# EL CAMINO COLLEGE IMAGE

*The 83% to 6% overall image is quite positive, but even more significant is the 52% Strongly Favorable to only 3% Strongly Unfavorable.*

## EL CAMINO COLLEGE

**Total Favorable 83%**  
**Total Unfavorable 6%**



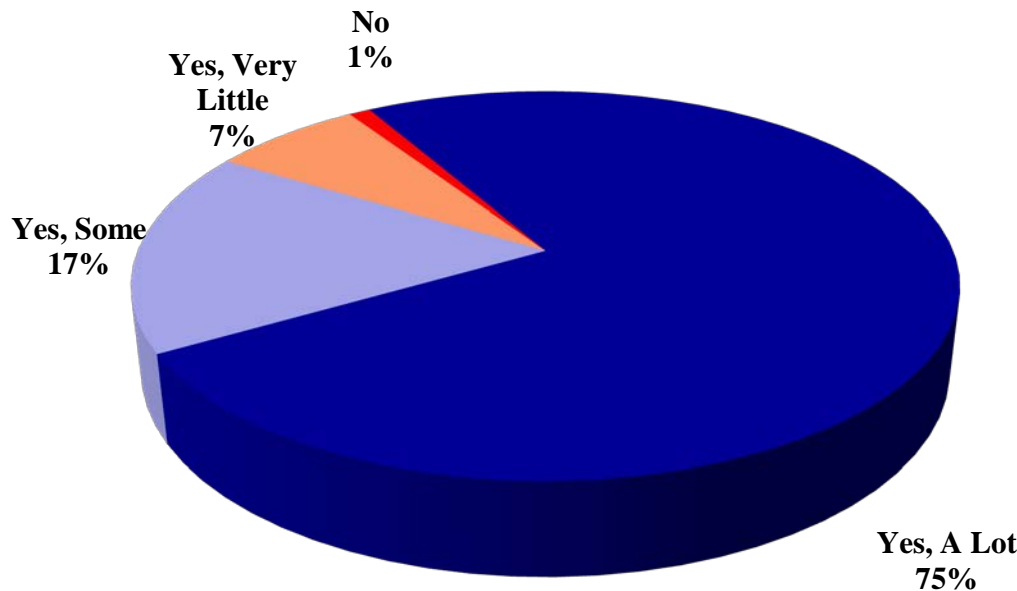
MEN	83%/ 4%
WOMEN	83%/ 8%
WORKING WOMEN	81%/ 9%
AGES 18-34	71%/15%
AGES 35-49	80%/ 9%
AGES 50-64	89%/ 2%
AGES 65+	90%/ 1%
BEACH CITIES/EL SEGUNDO	79%/ 5%
HAWTHORNE/LAWNDALE	78%/11%
INGLEWOOD/LA	87%/ 5%
TORRANCE	85%/ 6%
REP	82%/ 8%
DEM	83%/ 7%
IND	83%/ 3%
CAUCASIAN	81%/ 6%
HISPANIC/LATINO	86%/ 7%
AFRICAN-AMERICAN	86%/ 6%



**Almost every voter interviewed (99%) said they had at least heard of El Camino College before taking the survey, and three quarters of them (75%) said they had heard a lot about the college.**

*One of the colleges I just mentioned was El Camino College. Had you ever heard of El Camino College before I read the name to you today on this survey? (IF YES, ASK:) Would you say you had heard A LOT, SOME, or VERY LITTLE about the college before this survey?*

**Total Yes 99%**  
**No 1%**

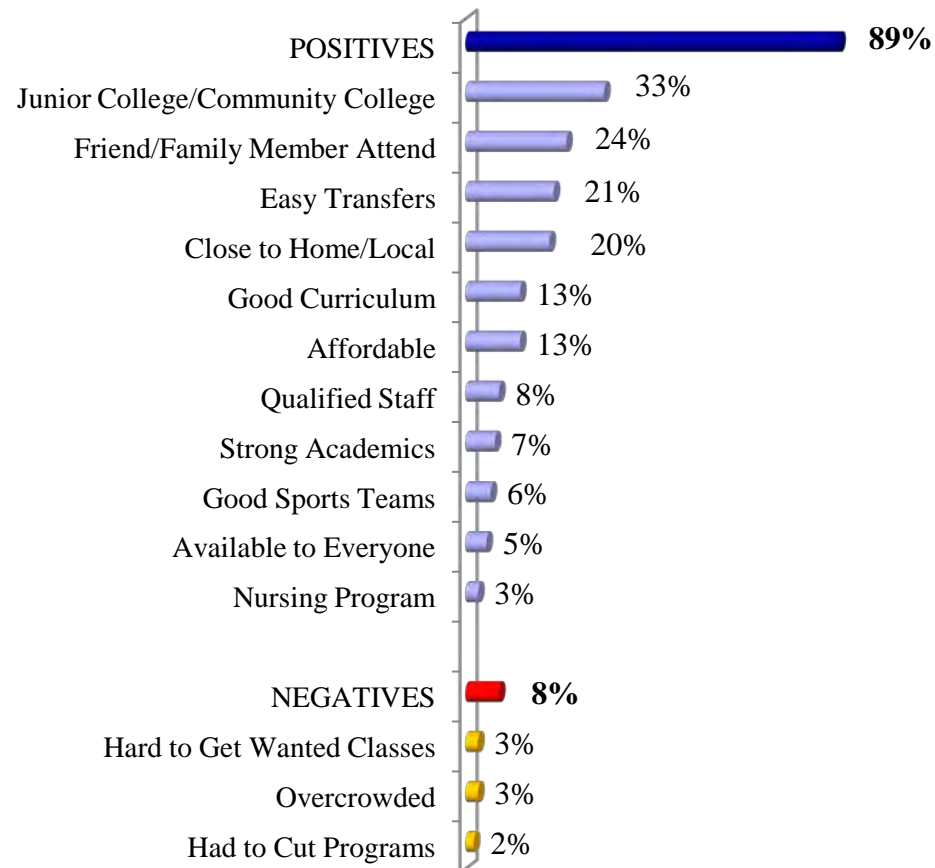


**HEARD A LOT TOP GROUPS**

REPUBLICANS AGES 18-49	85%
SOME COLLEGE/TECH SCHOOL	85%
REPUBLICAN WOMEN	84%
SWING VOTER WOMEN	84%
VOTED 1/4 ELECTIONS	84%
HISPANIC/LATINO	83%
\$40K-\$80K INCOME	83%
REPUBLICANS	82%
AGES 35-49	81%
HAWTHORNE/LAWNDALE	81%
PURE REPUBLICAN HOMES	81%
NON-CAUCASIAN WOMEN	81%
WORKING WOMEN	80%
WOMEN AGES 18-49	80%
REPUBLICANS AGES 50+	80%
MIXED PARTY HOMES	80%
UNION HOMES	80%

# When asked what they knew or had heard about El Camino College, the responses of voters were overwhelmingly positive.

*What do you know about El Camino College? That is, what stands out most to you about the college?*  
**PROBE AND CLARIFY** *What else do you know about El Camino College or associate with El Camino College?*



# Sampling of Verbatim Responses

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Female/Not in Labor Force PARTY REGISTRATION: Dem CITY: Hawthorne AGE: 45 ETHNICITY: Black EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: Mostly Dems HOUSEHOLD INCOME: < \$20,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, Myself EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: Def Favor

**I attended there, it's easier to get into a university from El Camino. They get you ready for a university academically, they council you and work with you.**

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Male/Employed PARTY REGISTRATION: Dem CITY: Redondo Beach AGE: 47 ETHNICITY: White EDUCATION LEVEL: Grad/Prof CHILDREN AT HOME?: Yes HOME STATUS: Own PARTY LOYALTY: Mostly Dems HOUSEHOLD INCOME: >\$100,000 UNION HOME: Teacher COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, A Family or Friend EL CAMINO COLLEGE IMAGE: Smwt Fav INITIAL BALLOT: Prob Opp

**It's a good stepping stone to apply for a four year.**

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Male/Employed PARTY REGISTRATION: GOP CITY: Torrance AGE: 26 ETHNICITY: Asian, Other EDUCATION LEVEL: Coll Grad CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: More GOP HOUSEHOLD INCOME: \$40,000 - \$60,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, Myself EL CAMINO COLLEGE IMAGE: Smwt Fav INITIAL BALLOT: DK

**The ease of getting classes and the high transfer rate. I like the classes there, they accommodated my time schedule when I went there a couple semesters.**

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Male/Employed PARTY REGISTRATION: GOP CITY: Lawndale AGE: 40 ETHNICITY: Latino, from Mexico EDUCATION LEVEL: Grad/Prof CHILDREN AT HOME?: Yes HOME STATUS: Own PARTY LOYALTY: Mostly GOP HOUSEHOLD INCOME: >\$100,000 UNION HOME: Public Employee COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, Myself, Yes, A Family or Friend EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: DK

**It's an affordable school to get your classes before going to a four year college. It serves the community and allows students to complete their general education classes. You can get an associate degree, you can become a nurse.**

# Sampling of Verbatim Responses

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Male/Employed PARTY REGISTRATION: GOP CITY: Redondo Beach AGE: 23 ETHNICITY: Black EDUCATION LEVEL: Coll Grad CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: Indep, Person HOUSEHOLD INCOME: \$40,000 - \$60,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, Myself EL CAMINO COLLEGE IMAGE: Smwt Fav INITIAL BALLOT: Prob Opp

**A lot of people transferred to universities from there. It's a junior college.**

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Male/Employed PARTY REGISTRATION: GOP CITY: Torrance AGE: 21 ETHNICITY: White EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: More GOP HOUSEHOLD INCOME: >\$100,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, A Family or Friend EL CAMINO COLLEGE IMAGE: Smwt Fav INITIAL BALLOT: Def Favor

**It's a good institution for people who can't pay for college yet and have to go somewhere else to make that jump. It has a good nursing and firefighting school, I've had friends; they've gone there.**

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Male/Employed PARTY REGISTRATION: Dem CITY: El Segundo AGE: 31 ETHNICITY: White EDUCATION LEVEL: Coll Grad CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: Mostly Dems HOUSEHOLD INCOME: \$80,000 \$100,000 UNION HOME: Labor, Teacher COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, Myself EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: Def Favor

**Ease of access, reasonable amount they charge for the units you have to get. The lower division stuff, what you would charge at SC or Dominguez, you'd end up paying a lot more for a class you'd have to take at both places. It was easy to access, quality education and at a fairer price than I think I would get at most four year universities.**

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Female/Employed PARTY REGISTRATION: GOP CITY: Hawthorne AGE: 20 ETHNICITY: Latino, from Mexico EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: Yes HOME STATUS: DK/Ref PARTY LOYALTY: Mostly Dems HOUSEHOLD INCOME: Ref UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, Myself, Yes, A Family or Friend EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: Prob Opp

**That it's a really good transferrable school. Really good professors.**

# Sampling of Verbatim Responses

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Female/Employed PARTY REGISTRATION: Dem CITY: Hawthorne AGE: 41  
ETHNICITY: Black EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: Mostly Dems  
HOUSEHOLD INCOME: \$20,000 \$40,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: No,  
At Another Community College EL CAMINO COLLEGE IMAGE: Str Unfav INITIAL BALLOT: DK

**The lousy parking, I wanted to check in but there was lousy parking. I was thinking wow, why would I go here if they can't even accommodate me. They have a lousy nursing program and their books are too high.**

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Female/Employed PARTY REGISTRATION: GOP CITY: Torrance AGE: 38  
ETHNICITY: White EDUCATION LEVEL: Grad/Prof CHILDREN AT HOME?: Yes HOME STATUS: Own PARTY LOYALTY: More GOP  
HOUSEHOLD INCOME: >\$100,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes,  
Myself, Yes, A Family or Friend EL CAMINO COLLEGE IMAGE: Smwt Unfav INITIAL BALLOT: DK

**It's difficult to get classes, I'm assuming lack of funding.**

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Female/Ret PARTY REGISTRATION: DTS CITY: Hawthorne AGE: 65 ETHNICITY:  
White EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: No HOME STATUS: Own PARTY LOYALTY: Indep, Person HOUSEHOLD  
INCOME: Ref UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, Myself EL CAMINO  
COLLEGE IMAGE: Smwt Fav INITIAL BALLOT: DK

**Long lines, overcrowded classes and teachers not really interested in the people they're teaching. I don't know what else. It's just a community college. A lot of high school drop outs go there.**

S/R/H EL CAMINO COLLEGE: Yes, A Lot GENDER: Female/Ret PARTY REGISTRATION: DTS CITY: Redondo Beach AGE: 80  
ETHNICITY: White EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: Indep, Person  
HOUSEHOLD INCOME: Ref UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: No, At Another  
Community College EL CAMINO COLLEGE IMAGE: Smwt Fav INITIAL BALLOT: Def Favor

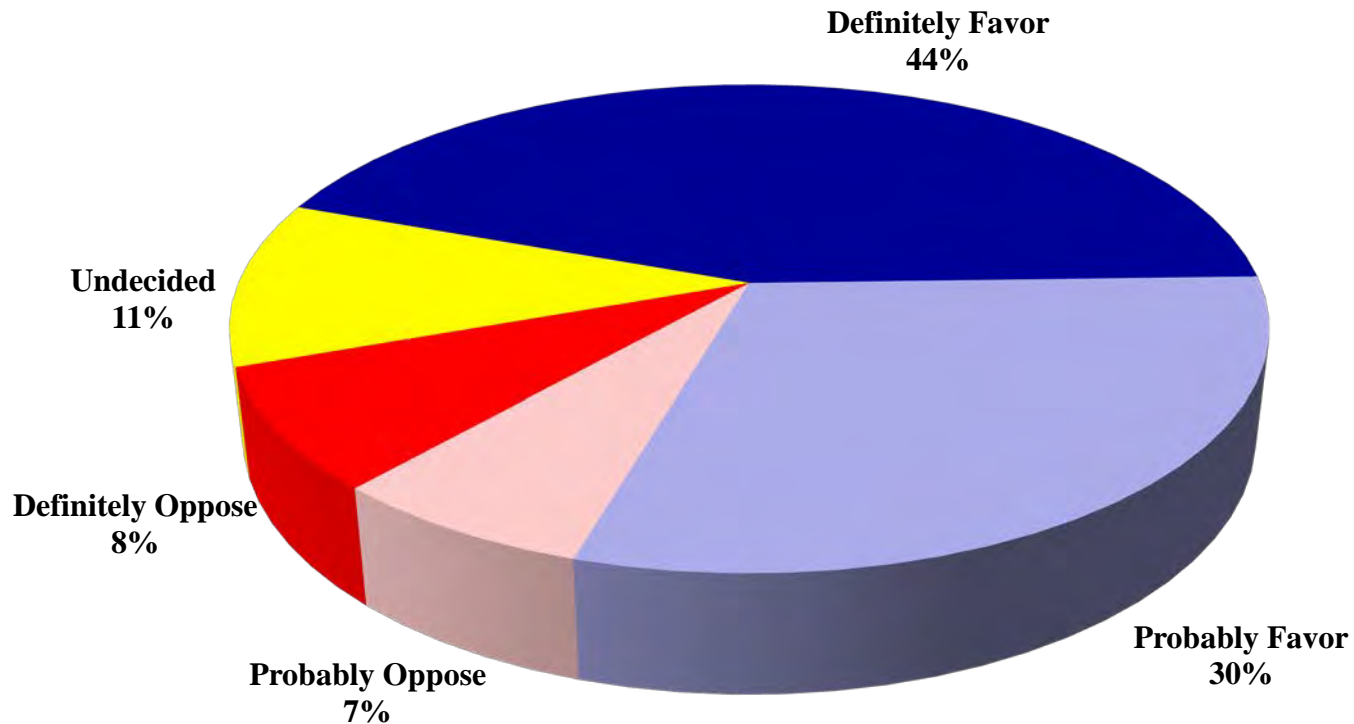
**It could have more teachers and more classes. I don't know much except that my daughters gone back there to get some credits. So she's doing fine except that they don't seem to have enough teachers.**

# **Initial Bond Extension Ballot**

Voters in the district have an overwhelmingly positive opinion when first asked about the bond extension measure for El Camino College (74% favor and 15% oppose). Further, the forty-four percent (44%) definite support level means that the measure has a solid base of supporters who will not be easily moved by any negative advertising produced by the measure's opponents.

**Total Favor 74%**  
**Total Oppose 15%**

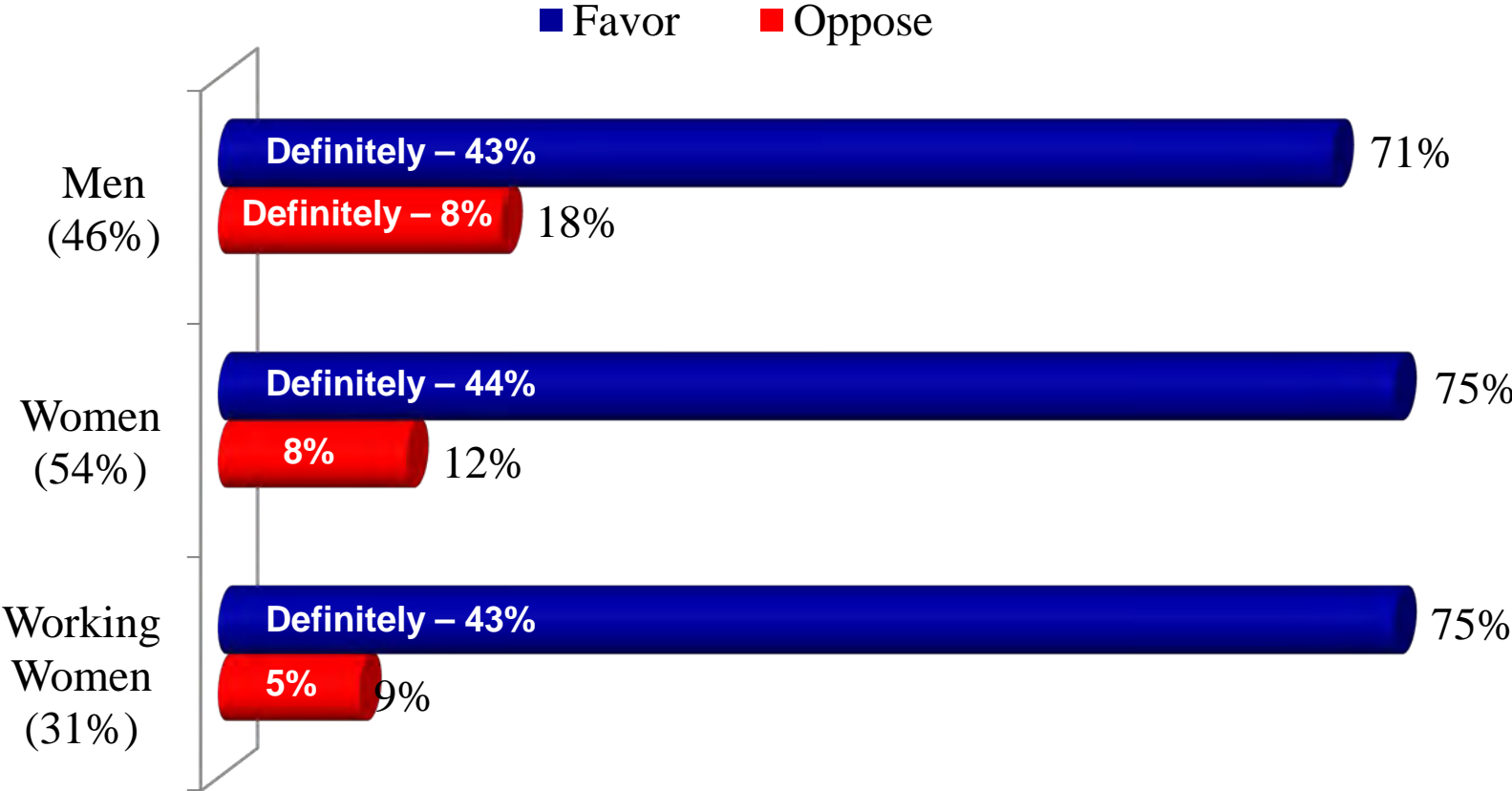
*As you may or may not know, the El Camino College District is considering the possibility of extending a bond measure to continue to provide modern and safe facilities for the education of its students. Would you FAVOR or OPPOSE extending the existing bond measure for El Camino College?*



# Initial Bond Extension Ballot

## Gender Breakdown

There is slightly more opposition to the extension measure among male voters. However, 8% definitely oppose is really not that significant.

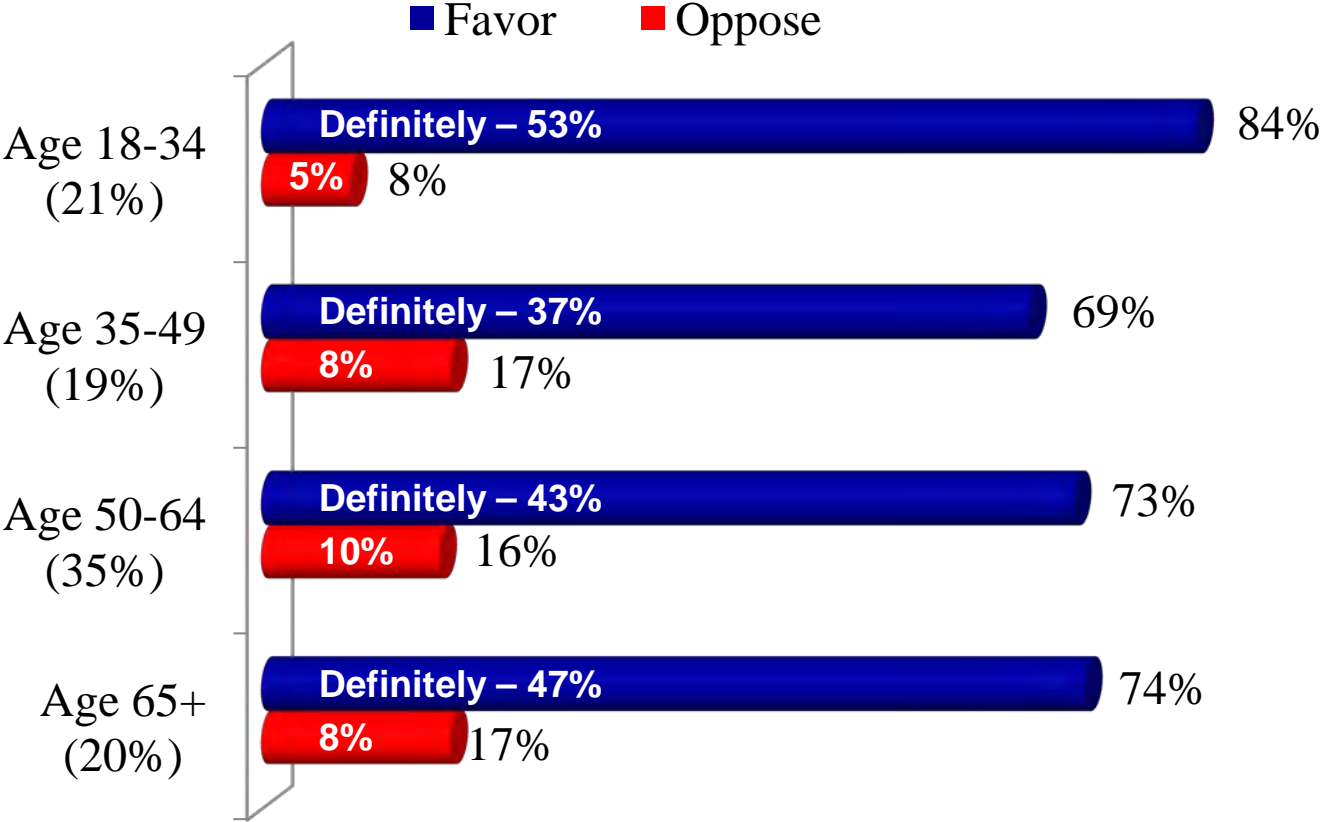




# Initial Bond Extension Ballot

## Age Breakdown

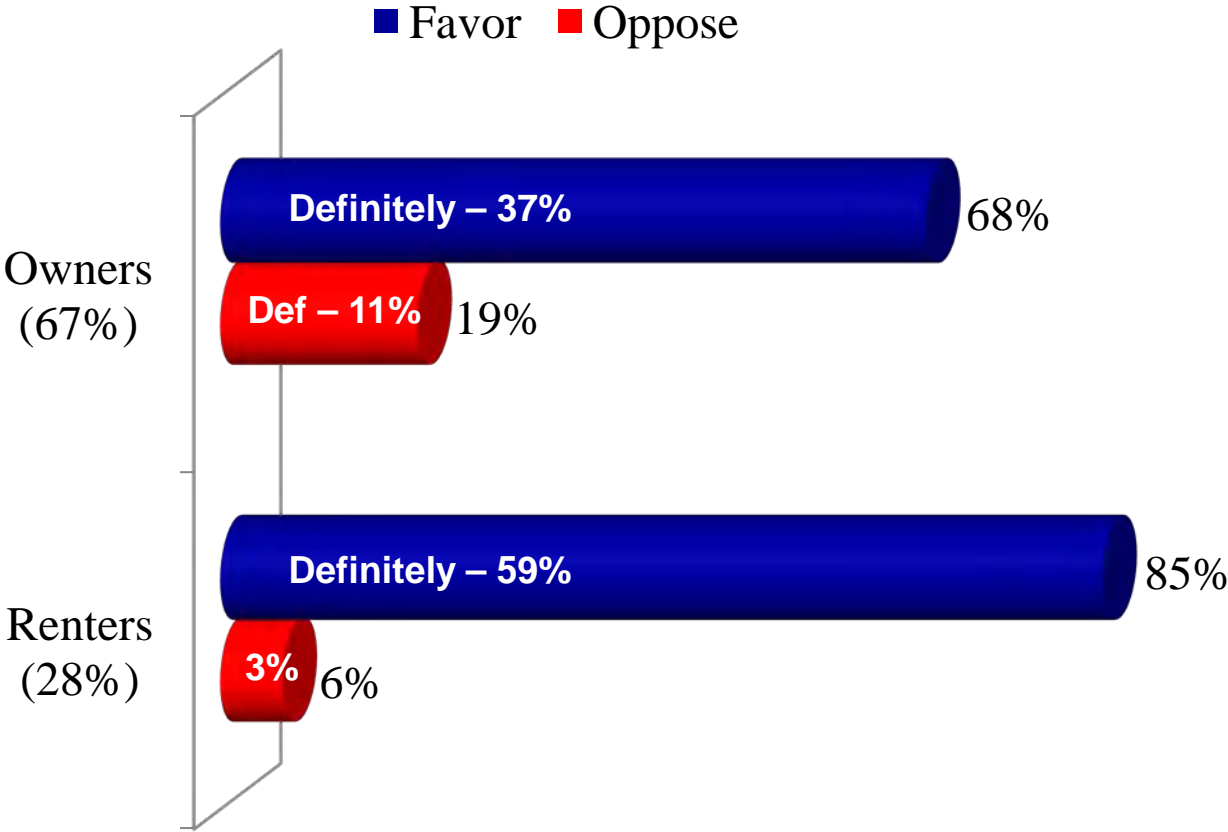
The youngest and oldest voters in the district show the most intensity in favor of the bond extension measure. The only problem with this is that the young are also the “least likely” to vote. However, having 47% Definitely in favor among the 65 plus age group is a plus because they traditionally always vote.



# Initial Bond Extension Ballot

## Home Status Breakdown

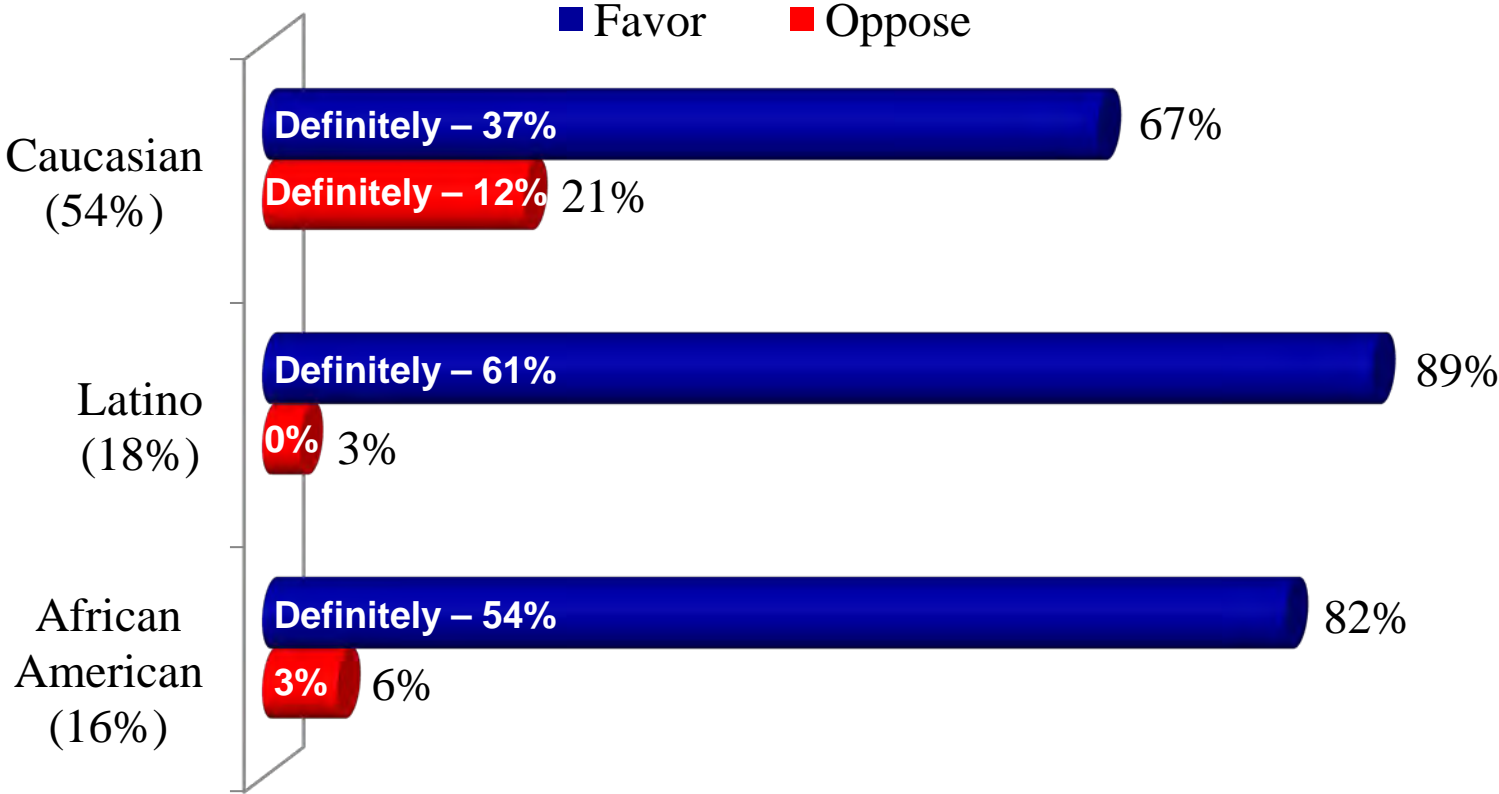
It is also not surprising to see homeowners showing a lesser support level for the measure than renters, but sixty-eight percent (68%) of homeowners supporting the measure would again mean a large victory for the measure.



# Initial Bond Extension Ballot

## Ethnicity Breakdown

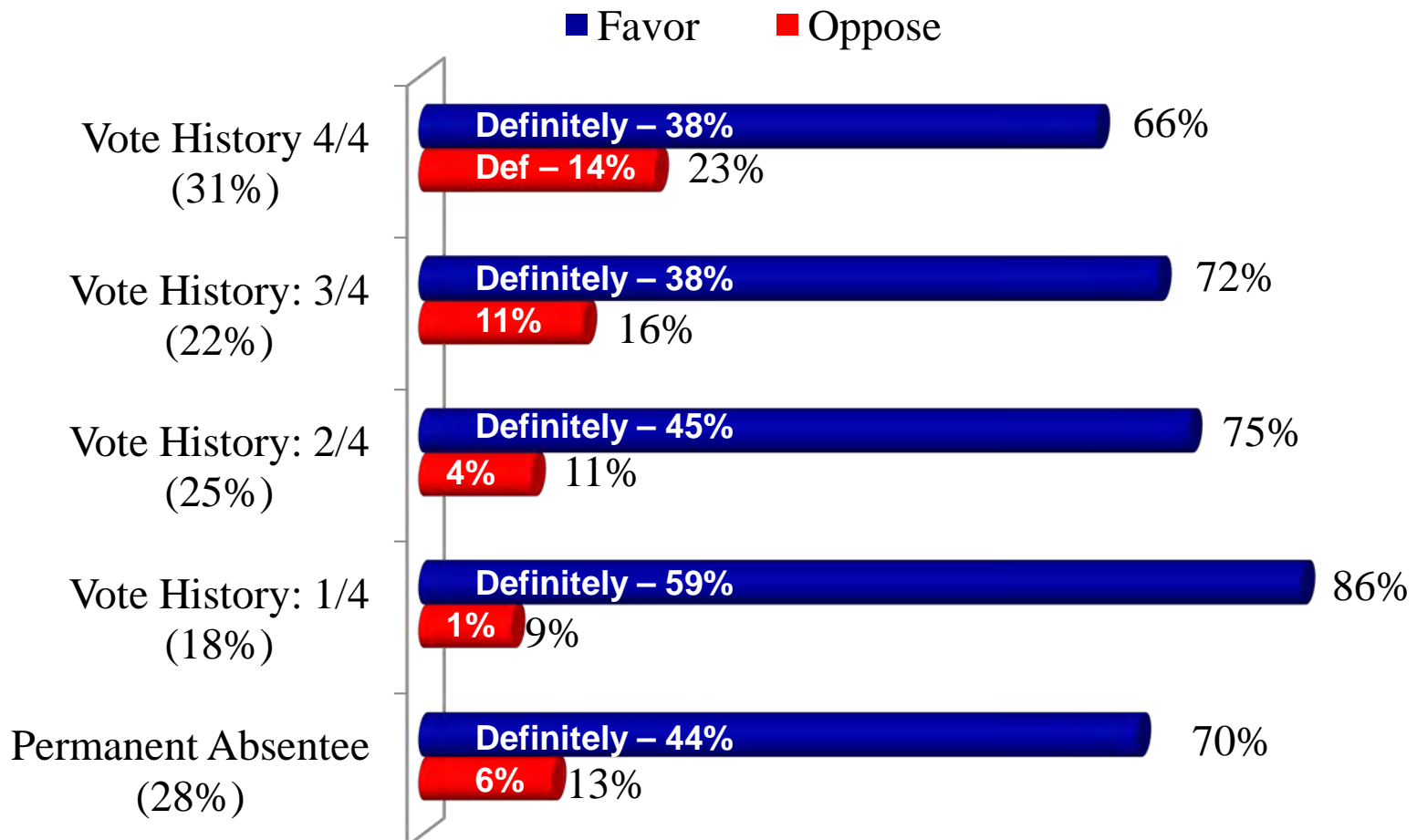
Support for the bond extension measure is much stronger among Hispanic and African American voters.



# Initial Bond Extension Ballot

## Vote Likelihood Breakdown

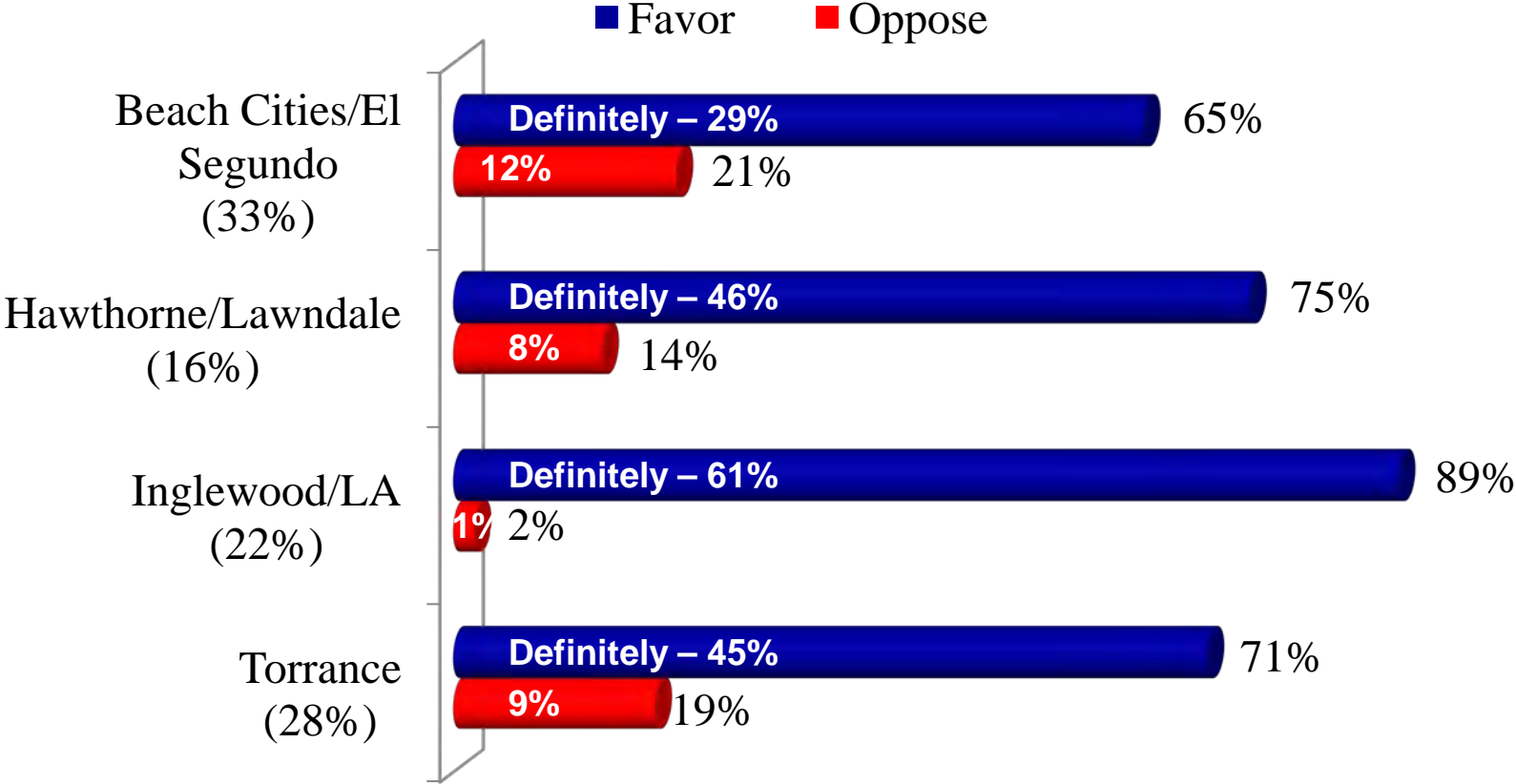
Support levels for the bond extension measure are highest with the most infrequent voters, but support among those most likely to vote is still around 2/3<sup>rd</sup>s positive (66%), and the definite support among these highest probability voters is at a solid thirty-eight percent (38%).



# Initial Bond Extension Ballot

## Geographic Region Breakdown

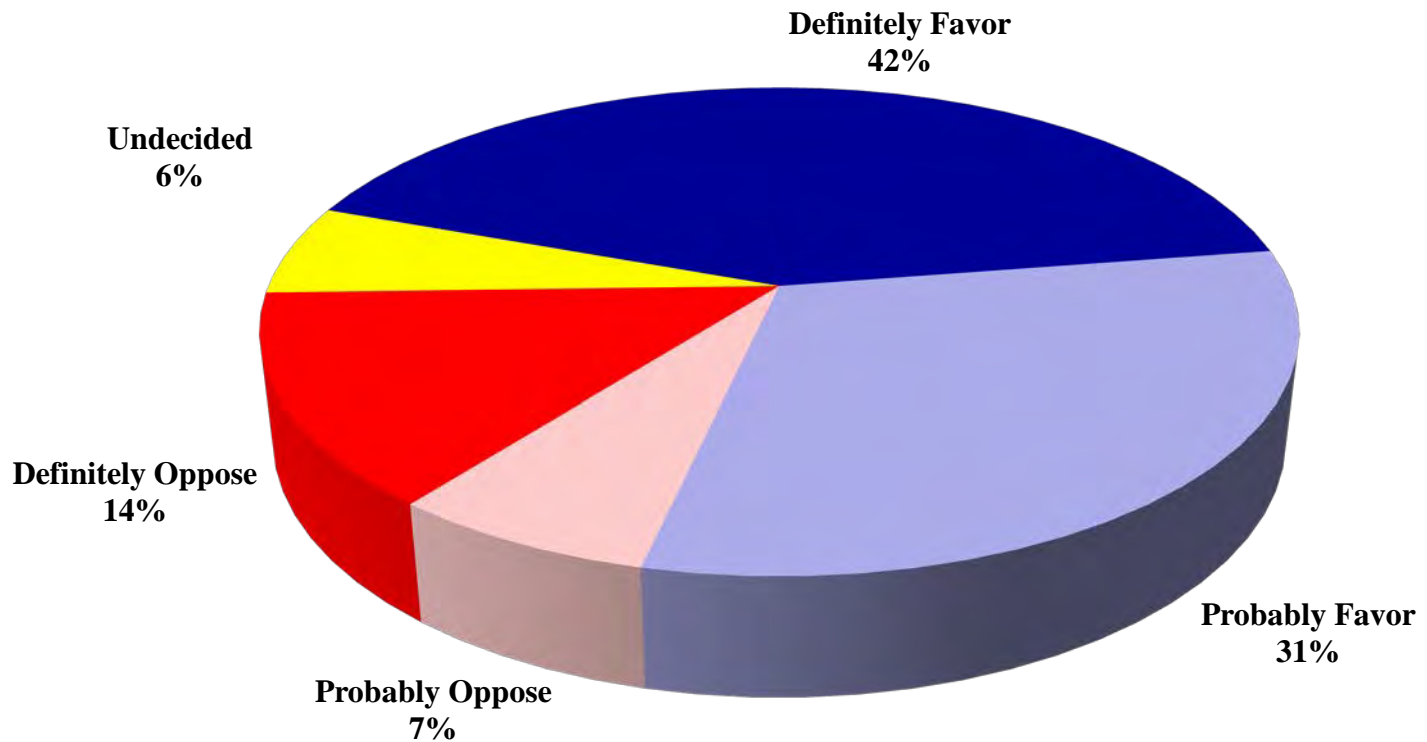
Support for the measure is strongest in the Inglewood/LA region of the district.



When the voters were given more details and told that they would not have to pay any more than the \$60-\$80 per year, they are already paying, in their property taxes if this extension measure is passed, they were slightly less supportive of the measure (73% favor and 15% oppose), but there was still a solid core of forty-two percent (42%) who said they were definitely in favor of the measure. Even though this meant no increase, this question reminded them that they were paying a tax from an earlier year.

<b>Total Favor</b>	<b>73%</b>
<b>Total Oppose</b>	<b>21%</b>

*If you knew that the bond measure extension would result in NO yearly increase beyond the 60 to 80 dollars per year currently being paid in property taxes based on the assessed value of your home, would you FAVOR or OPPOSE the bond measure?*



# **Bond Extension Attribute Testing**

***I would now like to read you some more details about the proposed El Camino College bond extension measure. After hearing each statement regarding how the money would be spent and the amount for each project, please tell me if you would FAVOR or OPPOSE the passage of the bond extension measure based on the statement.***

***The (first/next) statement is... RANDOMIZE Would you FAVOR or OPPOSE the passage of the bond measure based on this statement?***

***(IF CHOICE, ASK:) And, would you say that you STRONGLY (favor/oppose) the bond extension measure based on this statement or just SOMEWHAT (favor/oppose) the bond extension measure based on this statement?***



**There are four specific items to be funded by this bond extension measure which arouse positive intensity above the fifty percent (50%) level, and two of them test above the sixty percent (60%) level. Messages which elicit this kind of intense reaction from voters are usually impossible for opponents to overcome.**

The bond measure would continue to add additional space and training for future nurses and fire-fighters, providing these care gives the latest in high tech equipment and an environmentally sound learning facility.



The buildings that the bond measure extension is paying for are the oldest and least energy efficient with the least amount of useful technology on the campus. With completion of the new buildings, the campus will be far more "GREEN" energy efficient, and this will save the college thousands of dollars annually in energy costs.



With the vacating and modernizing of many of the older and run-down buildings and the downsizing of the Administration building, there will be additional space on the El Camino College campus for additional career and technical education, including training with robotics, machine tool technology, construction technology, administration of justice, and welding.



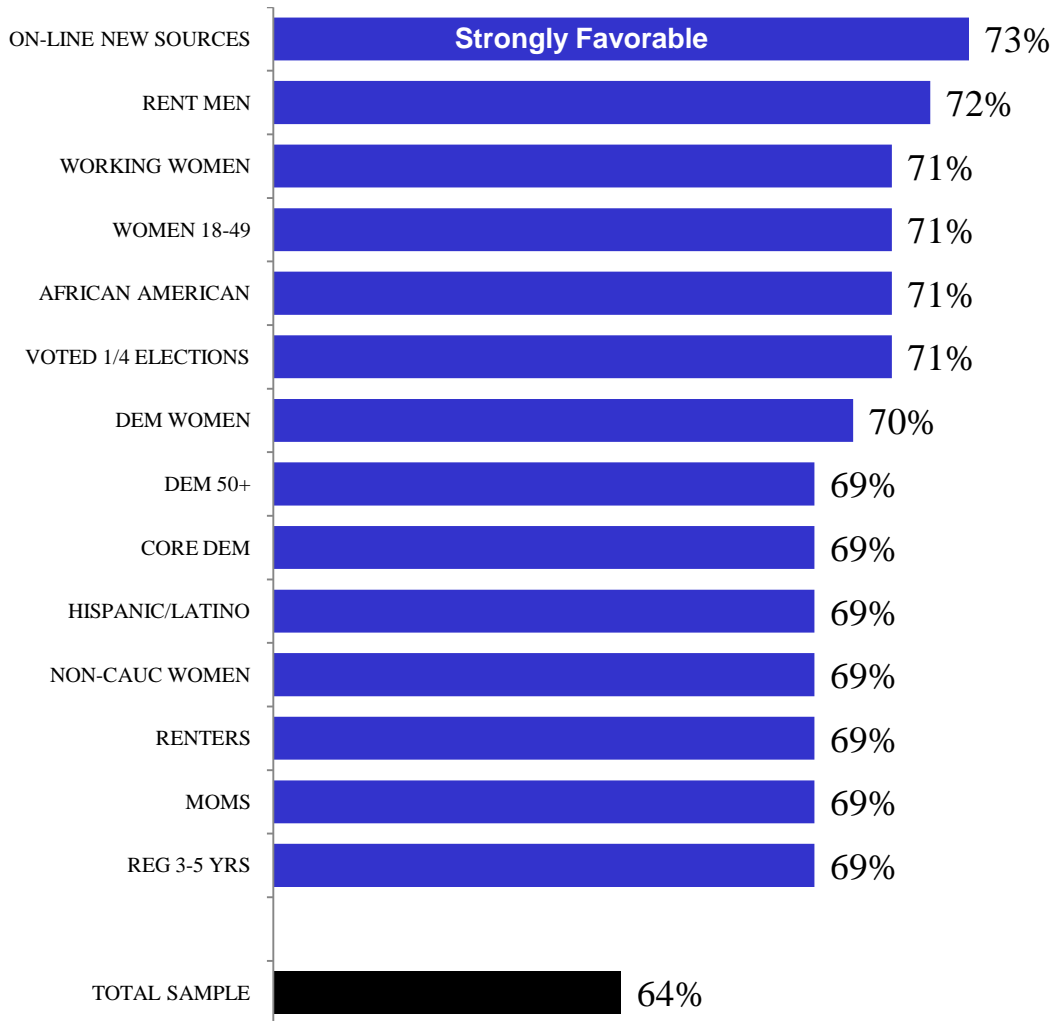
Some of the money would be used for the replacement of the old Art and Behavioral Sciences Building with a new and modern \$65 million dollar building which would include classrooms and laboratories for instruction of the behavioral science students. This includes those studying child development, economics, preparation for becoming a teacher, as well as well equipped rooms for those studying for a future in psychology and sociology.



<b>%Total Favor</b>	<b>88%</b>
	<b>86%</b>
	<b>86%</b>
	<b>82%</b>

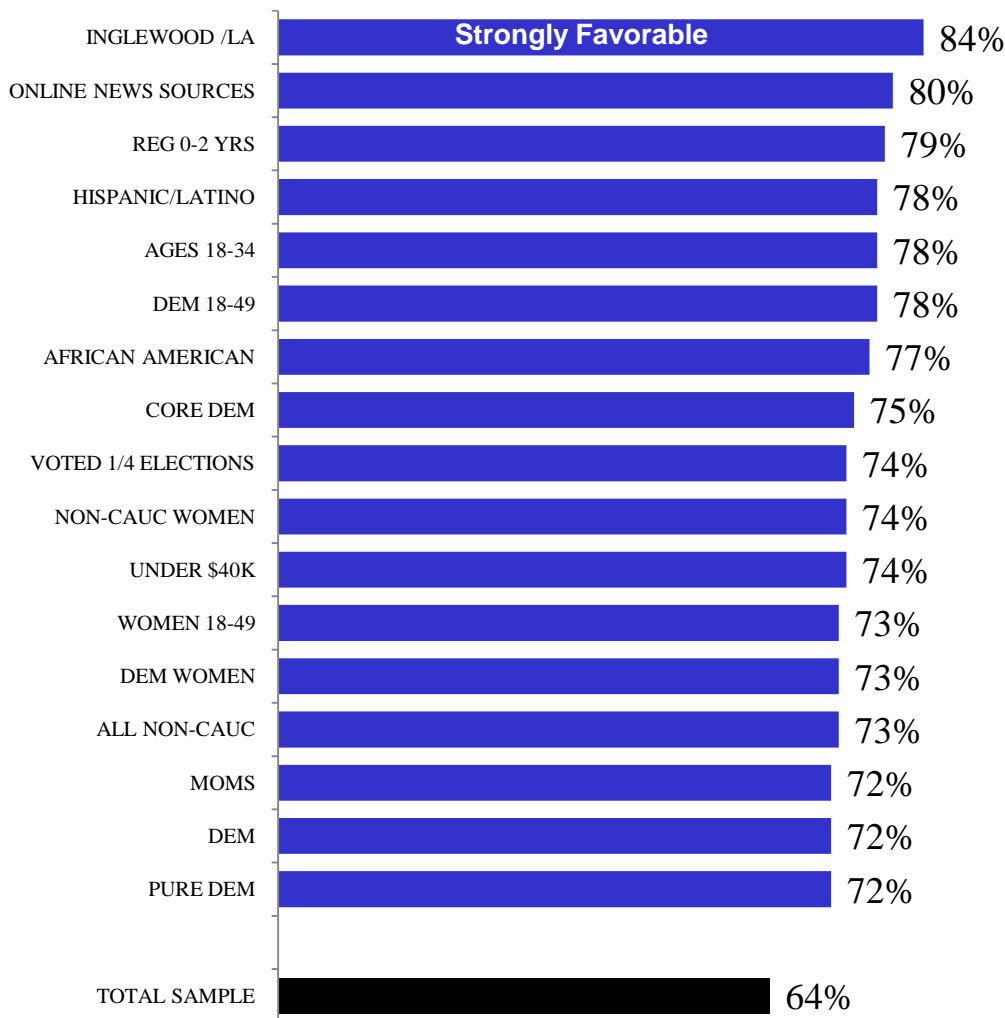
# Nurse & Firefighter Tracking Top Groups

*The bond measure would continue to add additional space and training for future nurses and fire-fighters, providing these care givers the latest in high tech equipment and an environmentally sound learning facility.*



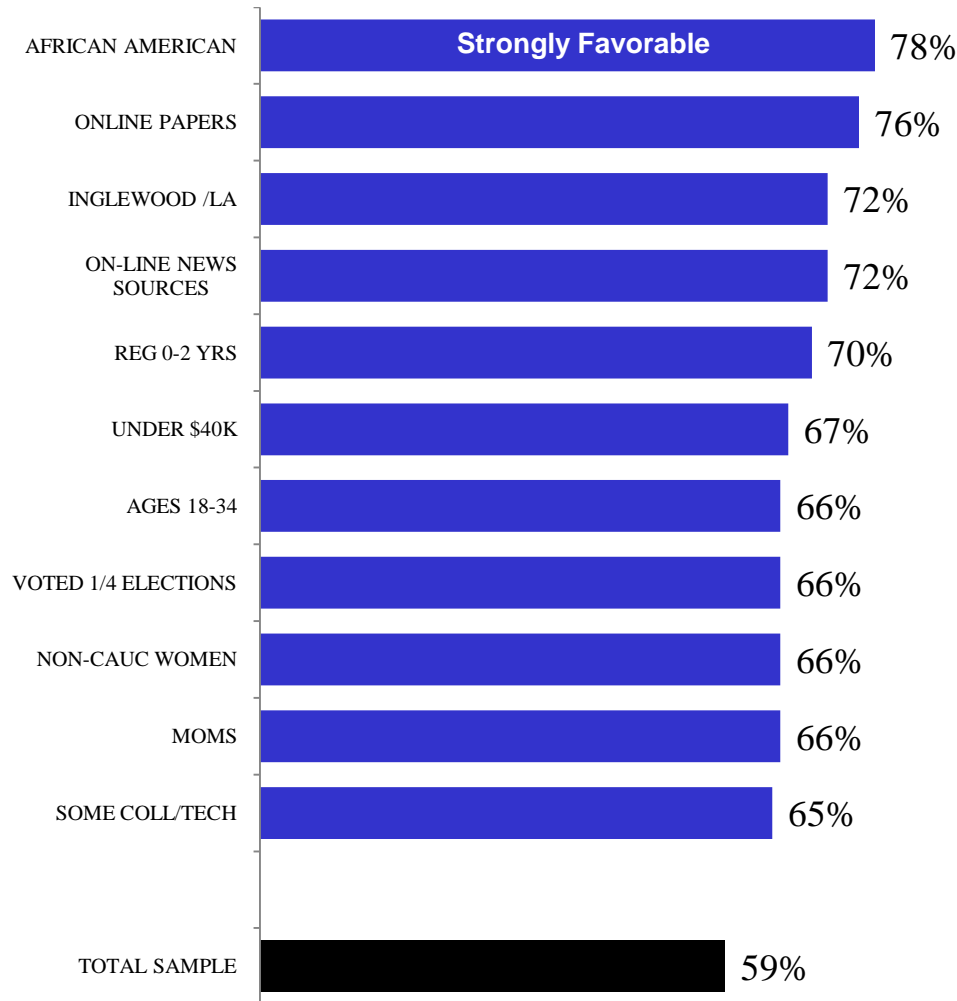
# Replacement of Non-Energy Efficient Buildings Top Groups

The buildings that the bond measure extension is paying for are the oldest and least energy efficient with the least amount of useful technology on the campus. With completion of the new buildings, the campus will be far more “GREEN” energy efficient, and this will save the college thousands of dollars annually in energy costs.



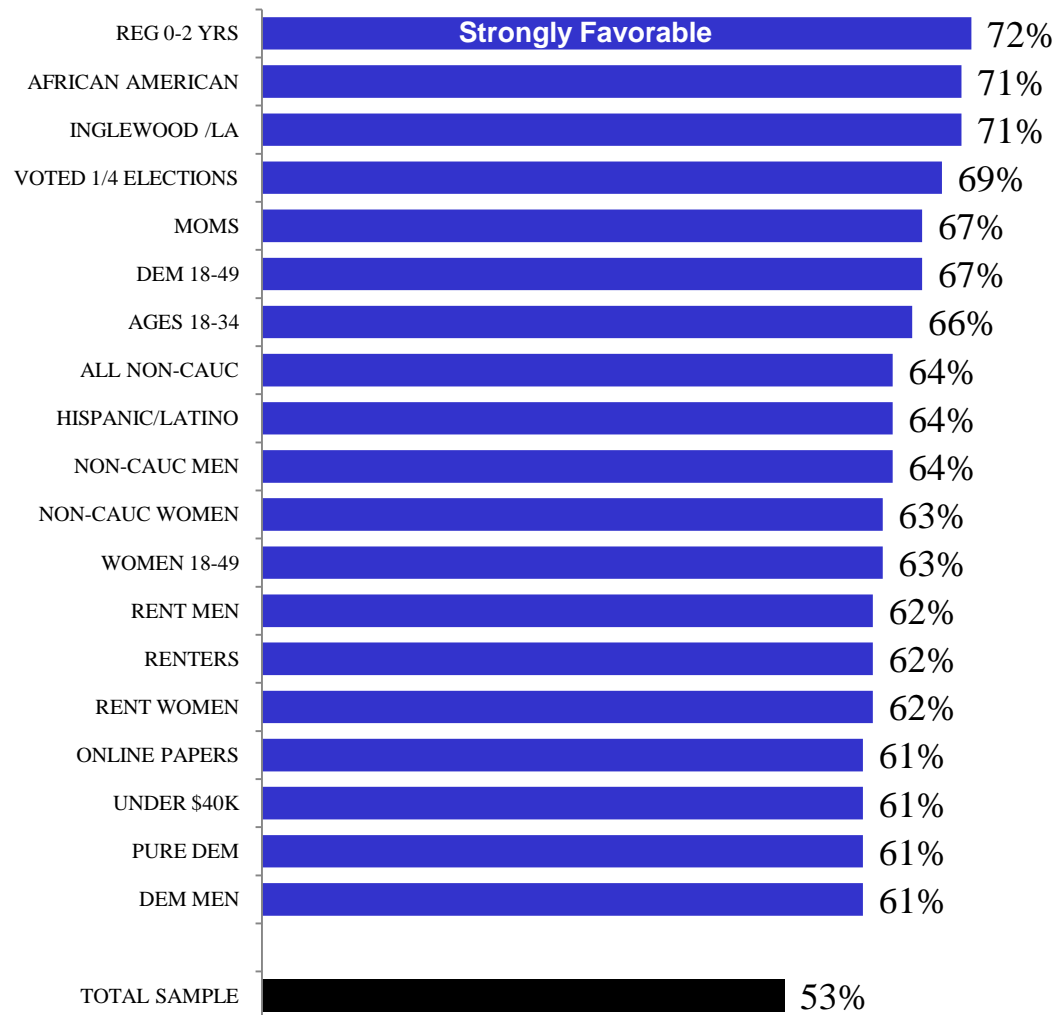
# More Space for Career and Technical Education Facilities Top Groups

With the vacating and modernizing of many of the older and run-down buildings and the downsizing of the Administration building, there will be additional space on the El Camino College campus for additional career and technical education, including training with robotics, machine tool technology, construction technology, administration of justice, and welding.



# Replacement of Arts & Behavioral Sciences Building Top Groups

Some of the money would be used for the replacement of the old Art and Behavioral Sciences Building with a new and modern \$65 million dollar building which would include classrooms and laboratories for instruction of the behavioral science students. This includes those studying child development, economics, preparation for becoming a teacher, as well as well equipped rooms for those studying for a future in psychology and sociology.

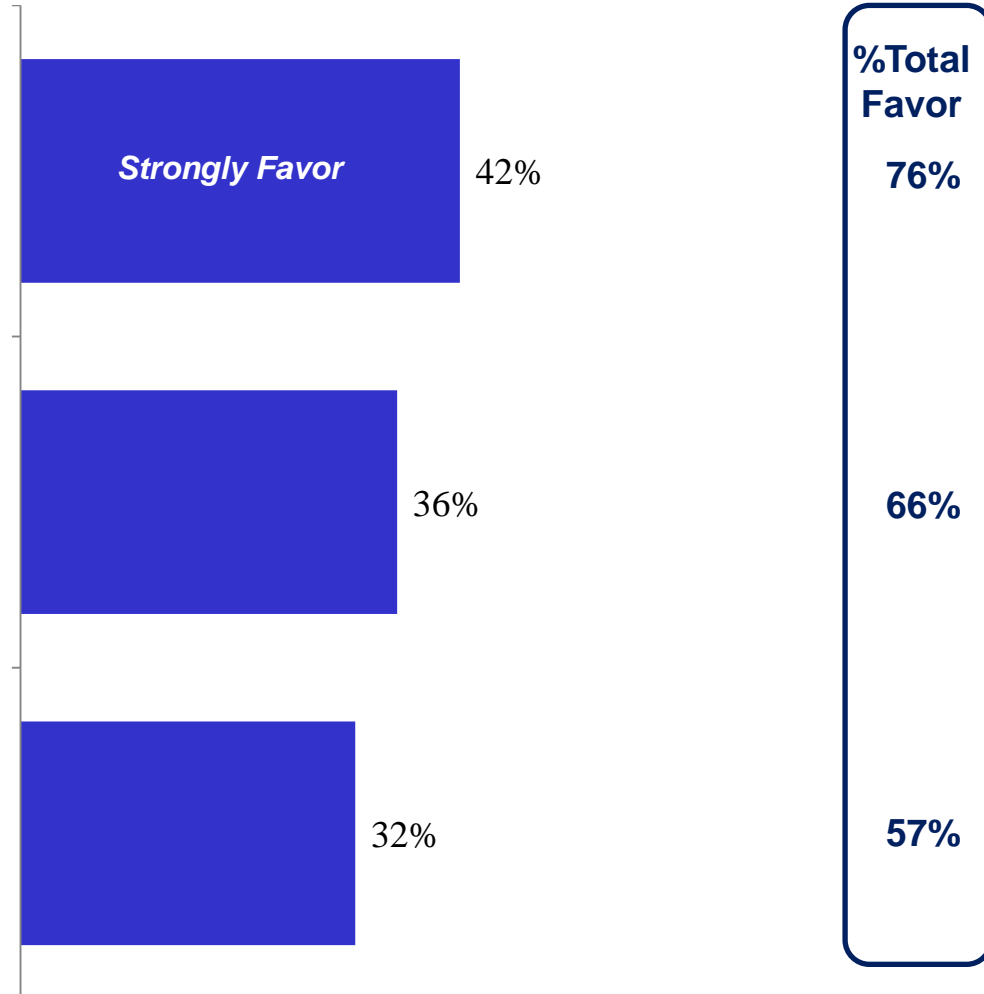


**While none of these other items to be funded by the bond extension measure hurt the cause of El Camino College, they simply do not arouse positive intensity on the same level as others. A focus on the other four items should be enough to push the measure over the top without even mentioning these.**

The bond measure would include the money to build a new **SMALLER** College Administration building. By doing this, additional land will be freed up on the campus for other classrooms and athletic facilities for the students.

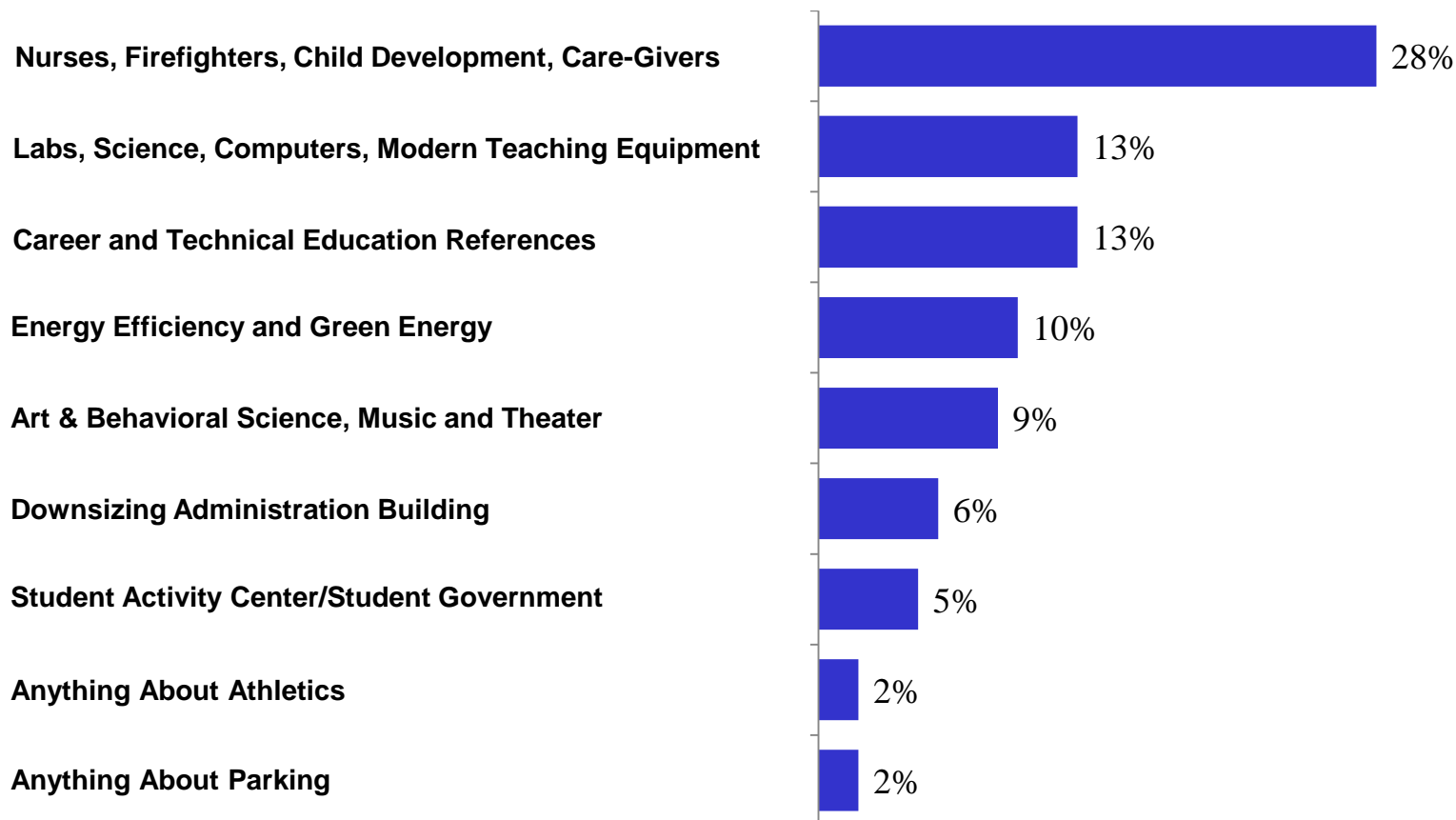
Included in the bond measure is a new \$40 million dollar Student Activities Center which will provide a new well equipped study hall for students as well as have offices and meeting rooms for the El Camino College Student Government.

A new \$121 million dollar athletic stadium and gymnasium, Olympic size swimming pool, class rooms for athletic education, and a full fitness complex will be built with money from the extension of the bond measure.



# Not surprisingly, the nurses and firefighters were remembered the most by the voters after hearing the long list of items to be funded by the measure.

*Of all the potential bond measure uses I have just read you, which ONE area of need at El Camino College would YOU be most willing to help improve? (DO NOT READ CHOICES)*



# Attribute Bond Extension Ballot



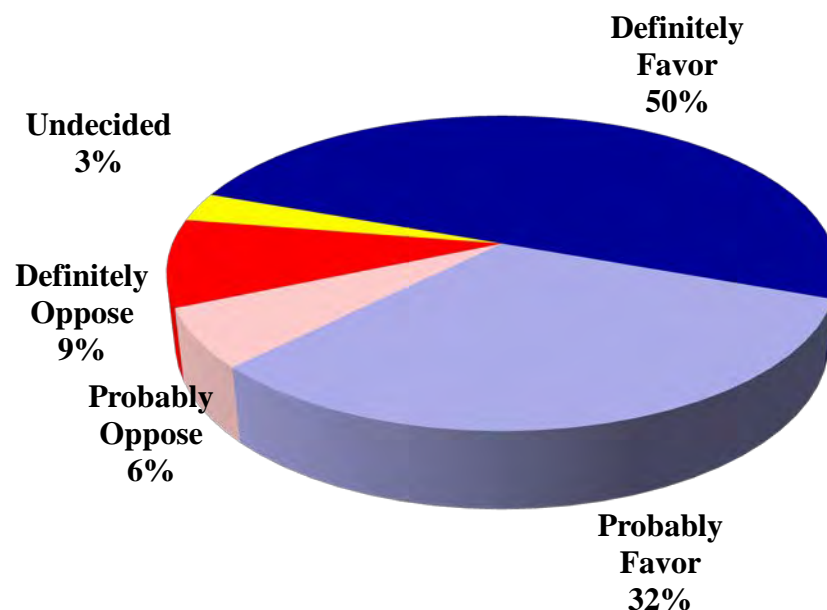
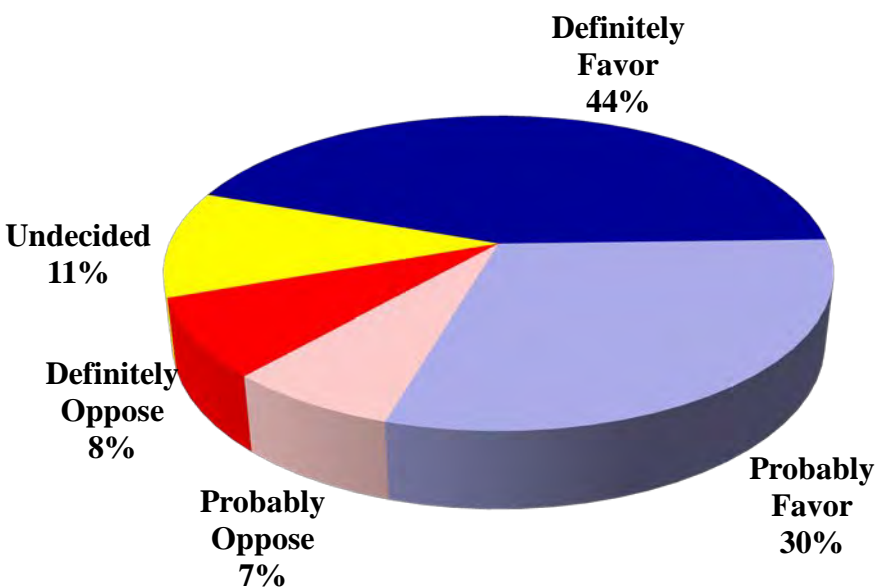
After hearing about the various items to be included within the bond extension measure, support within the district increases to over eighty percent (82%), and definite support increases to fifty percent (50%). This could very well be how the final numbers look on election day if opponents to the measure are unable to mount a serious campaign.

*As you may or may not know, the El Camino College District is considering the possibility of extending a bond measure to continue to provide modern and safe facilities for the education of its students. Would you FAVOR or OPPOSE extending the existing bond measure for El Camino College?*

**INITIAL BALLOT**



**ATTRIBUTE BALLOT**



**Bond Extension  
Measure Campaign  
Message Testing**

***Now I would like to read you some statements being made by both supporters and opponents of this new El Camino College bond extension measure. After hearing each statement, please tell me how strongly you AGREE or DISAGREE with the statement. We will use a scale of one to five, where five means you STRONGLY AGREE with the statement and one means that you STRONGLY DISAGREE with the statement. You can choose any number between one and five.***

***The (first/next/last) statement is... RANDOMIZE On a scale of one to five, where five means you STRONGLY AGREE with this statement and one means that you STRONGLY DISAGREE with this statement, how would rate this one?***

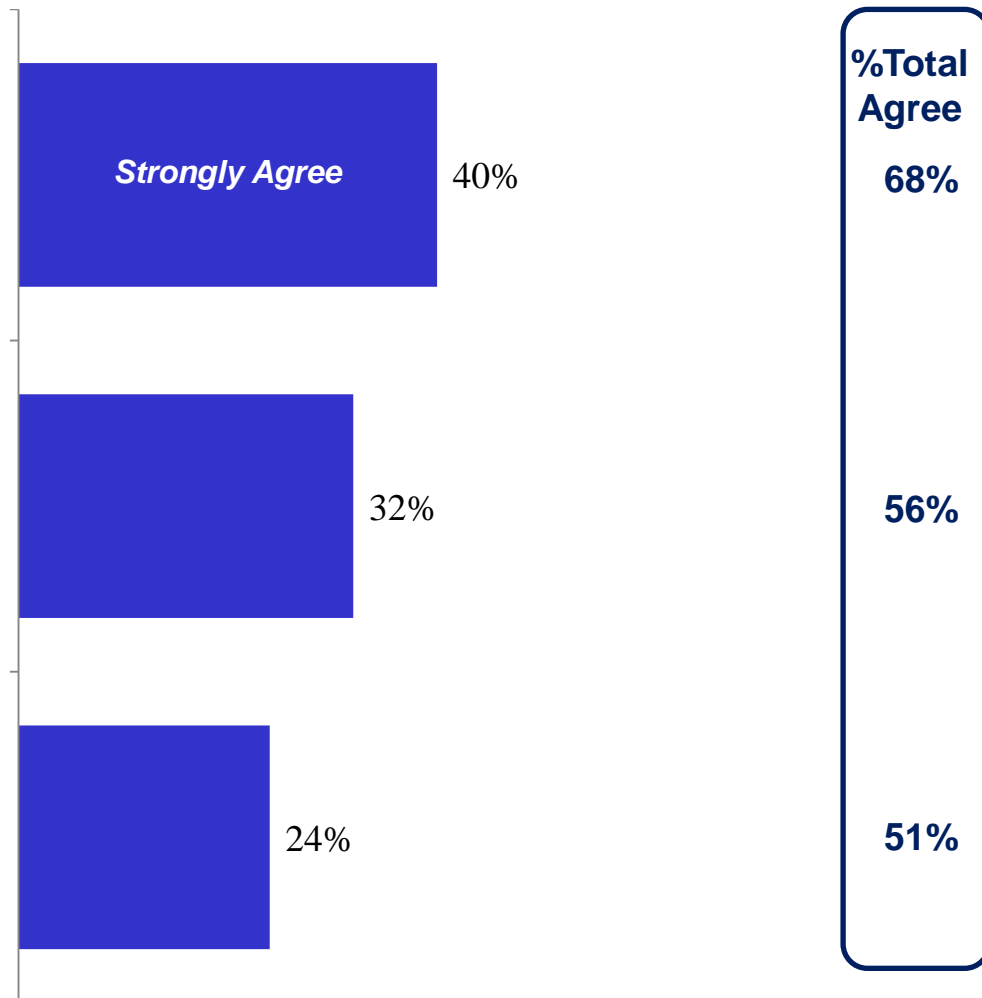
# POSITIVES

**A simple focus on the value of El Camino College to the community and on the importance of it being kept modern and ready to meet the needs of the next generation works quite well as a campaign message for the extension measure (40% strongly agree). Neither of the other tested messages reached the crucial 40% intensity level.**

Supporters of the bond extension measure say El Camino College is a valuable part of the community and that taxpayers should continue to support the college fully as it continues to modernize its facilities to meet the needs of the next generation.

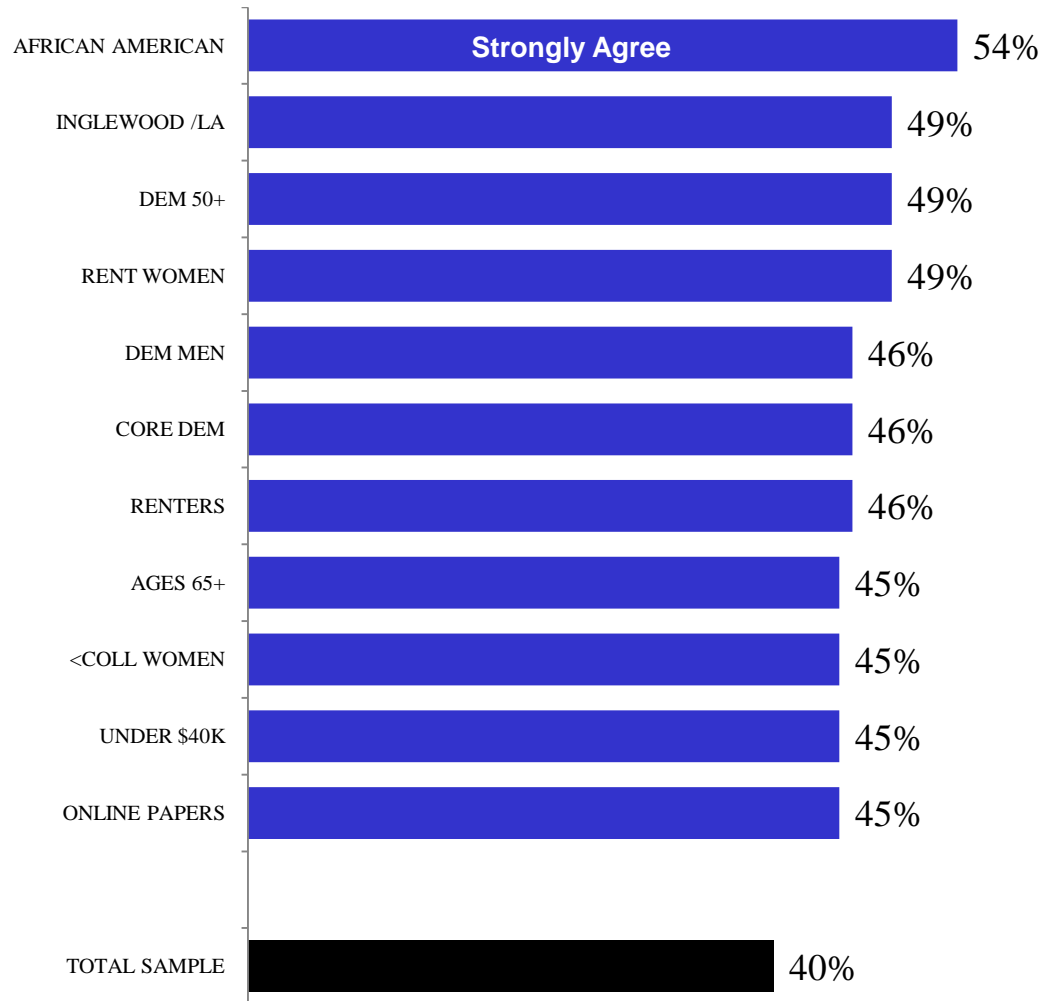
Bond extension measure supporters point to all the newly modernized buildings on the campus of El Camino College, and they say that it only makes sense to continue and modernize the other buildings as well so that the entire campus is as up to date and prepared for the future as possible..

Those supporting the bond extension measure say that El Camino College has managed its bond money very wisely and is on track to complete almost every project which the bond was intended to pay for. These supporters say local voters should not have a problem continuing to pay this small extra tax so that the campus can be finalized and stay up to date rather than beginning to deteriorate again as it had before the original bond measure was passed.



# El Camino College Value to the Community Top Groups

*Supporters of the bond extension measure say El Camino College is a valuable part of the community and that taxpayers should continue to support the college fully as it continues to modernize its facilities to meet the needs of the next generation.*



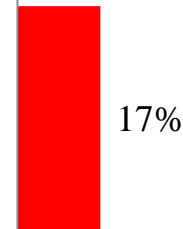
# NEGATIVES

**The messages tested in opposition to the bond extension measure do not generate any intensity at all (the highest being only 19% strongly agree). Unless opponents come up with something new and unique which tests a whole lot better, it will be very hard for them to mount any sort of real campaign.**

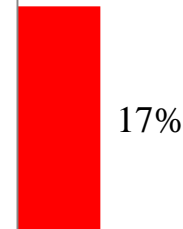
Those opposed to the bond extension measure say El Camino College passed this bond measure with a promise that its campus renovations would be completed before the money was gone, and the opponents say it is unfair for the college to ask voters to continue to pay this extra tax for more years just because the college did not use the money as wisely as it should have.



Opponents of the bond extension measure point out that El Camino College already has one of the newest and most modern campuses of any community college in the area. They say that, in these tough financial times, it is more important to let the bond expire and put more money back into the pockets of taxpayers than it is to make the campus even more modern.



Those opposing the bond extension measure say that El Camino College is saying this bond extension measure will fund many of the same items which they said the original bond measure would pay for. These opponents say the college has not used the money they have been given in a wise enough manner and that voters should not give them any more money to waste.





# Informed Bond Extension Ballot

After hearing about the items to be funded by the measure and then hearing the arguments both for and against the bond extension measure, fully three quarters (75%) of the voters in the El Camino College District still say they favor the measure, and a strong forty-three percent (43%) say they definitely favor the measure. Given the lack of any convincing arguments against the measure, this puts the measure in a very solid position for passage in November.

*As you may or may not know, the El Camino College District is considering the possibility of extending a bond measure to continue to provide modern and safe facilities for the education of its students. Would you FAVOR or OPPOSE extending the existing bond measure for El Camino College?*

**INITIAL BALLOT**

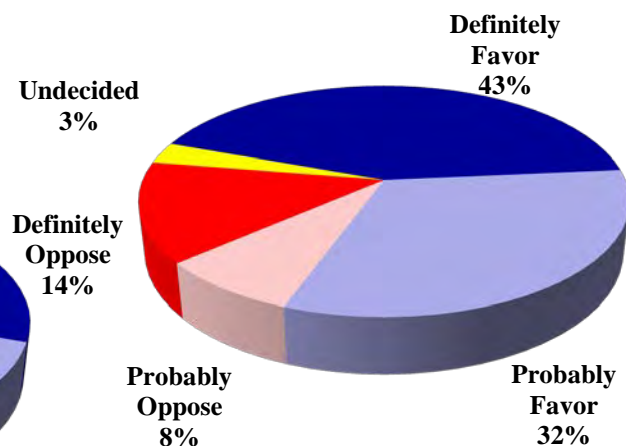
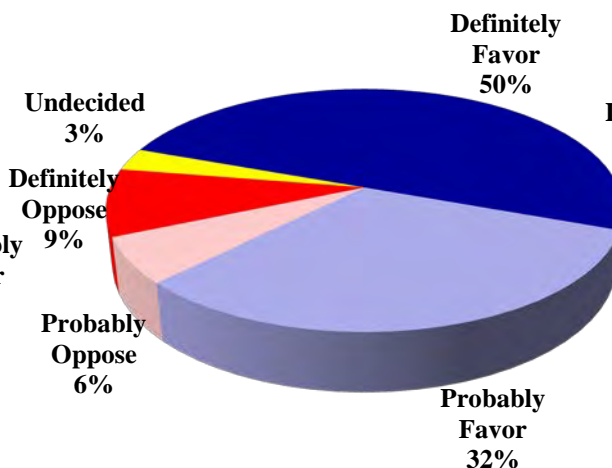
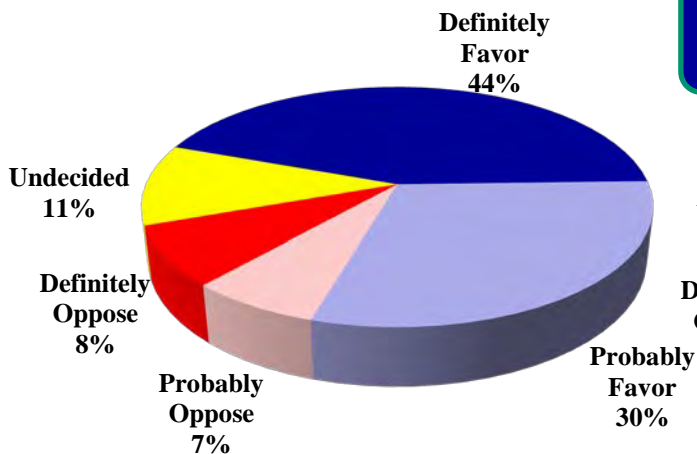
**Total Favor 74%**  
**Total Oppose 15%**

**INFORMED BALLOT**

**Total Favor 75%**  
**Total Oppose 22%**

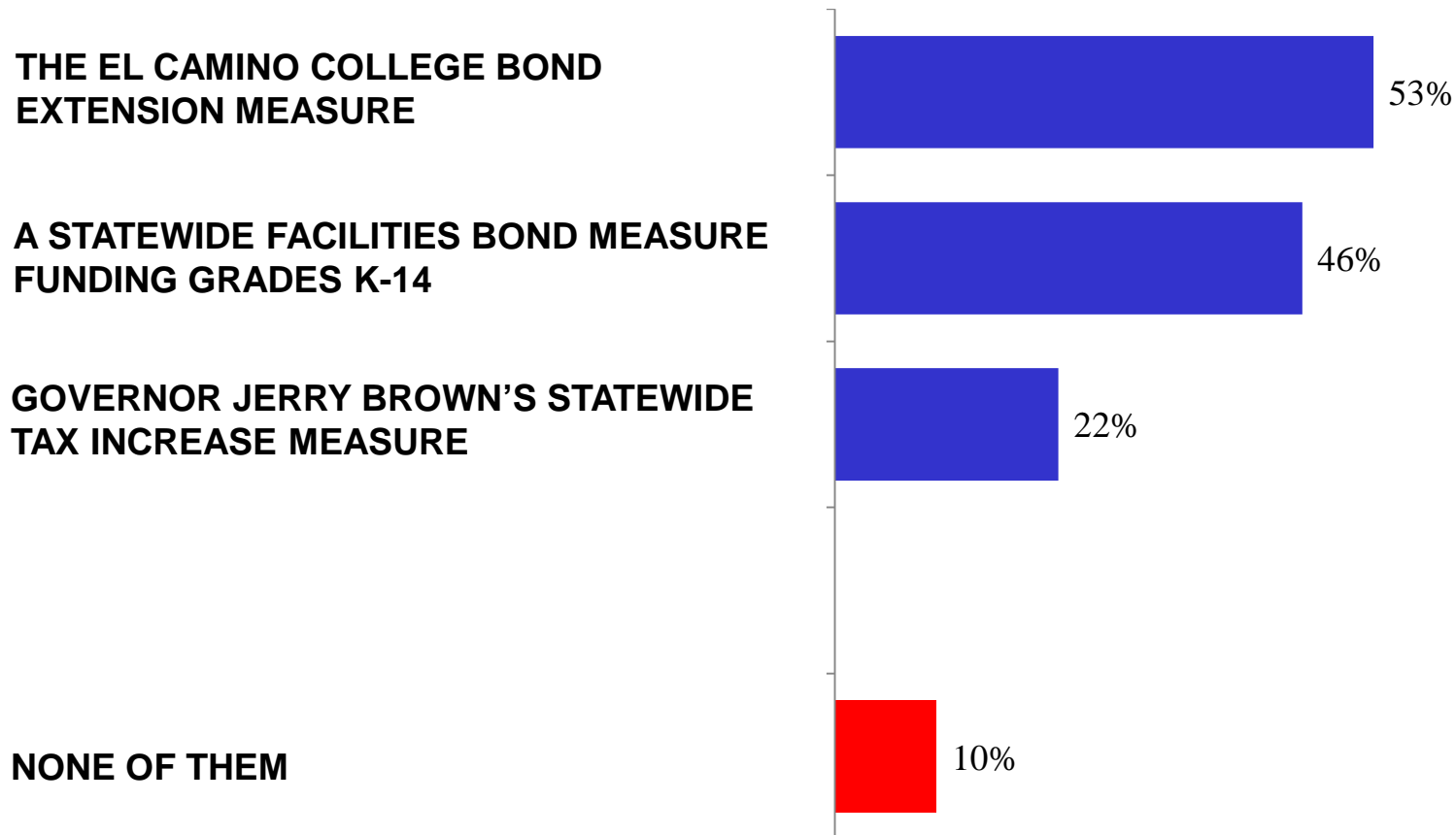
**ATTRIBUTE BALLOT**

**Total Favor 82%**  
**Total Oppose 15%**



**When faced with the prospect of multiple taxation issues on their ballot in November, more voters in the district said they would vote for the college measure (53%) than said they would vote for the statewide K-14 bond measure (46%) or Governor Brown's statewide tax increase measure (22%).**

*As you are probably aware, there are likely to be several different measures on the ballot at the same time in any given election. If you went into the voting booth and found out these three measures were on the same ballot plus very likely others, which ones would you vote in favor of?*

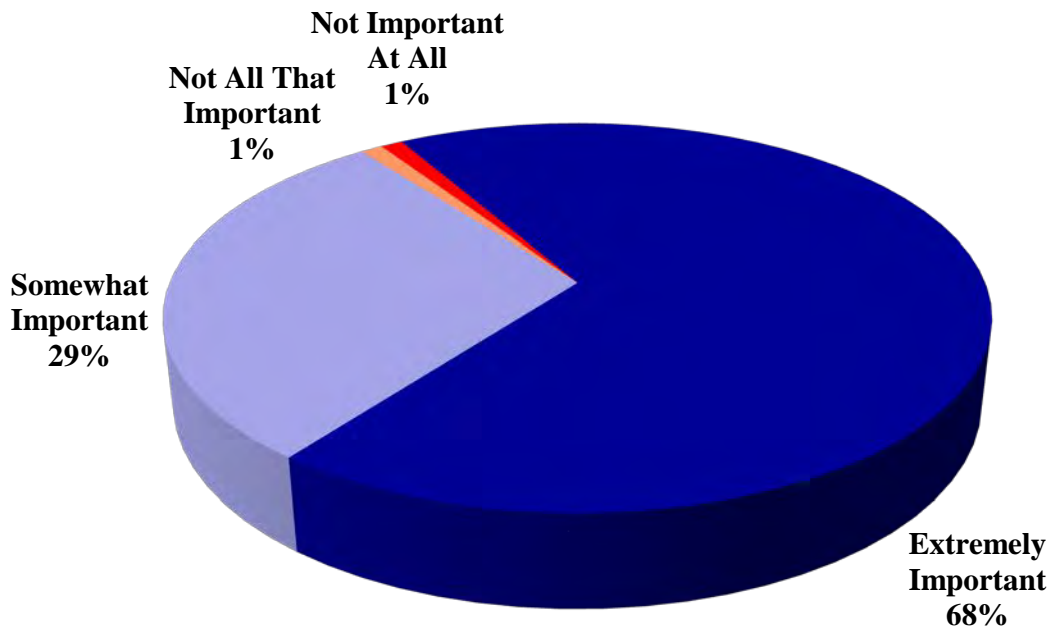


# Final El Camino College Opinion

**Regardless of what their opinions were about the bond extension measure, nearly every voter in the district (97%) said at the end of the survey that they considered El Camino College to be at least somewhat important to the area, and sixty-eight percent (68%) of them said they felt that way strongly.**

*We have been discussing quite a bit about El Camino College, and I would now like to take a moment and ask you just how important you feel El Camino College is to this area of Los Angeles County. Would you say it is (ROTATE TOP TO BOTTOM, BOTTOM TO TOP) extremely important, somewhat important, not all that important, or not important at all?*

**Total Important 97%**  
**Total Not Important 2%**

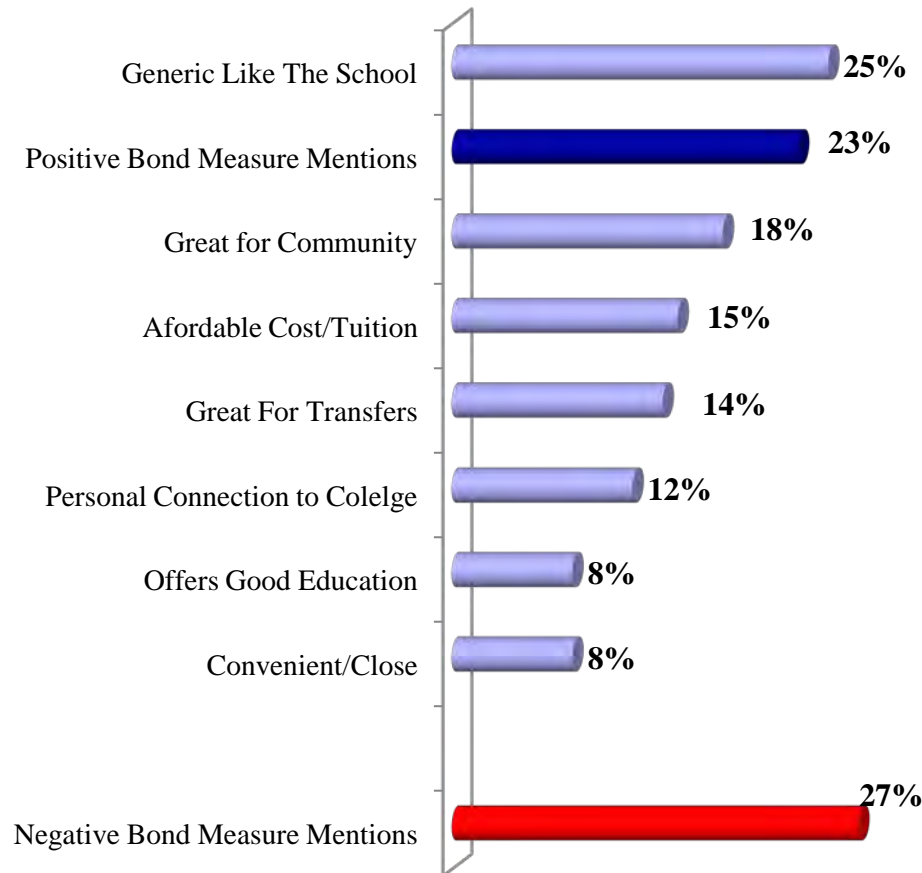


EXTREMELY IMPORTANT TOP GROUPS

VOTED 1/4 ELECTIONS	79%
HISPANIC/LATINO	78%
UNION HOMES	78%
WOMEN AGES 50+	76%
MOMS	76%
AFRICAN AMERICAN	75%
INGLEWOOD/LA	74%
NON-CAUCASIAN WOMEN	74%
HAWTHORNE/LAWNDALE	73%
CORE DEMOCRATS	73%
ALL NON-CAUCASIAN	73%
RENTER WOMEN	73%
LESS THAN COLLEGE WOMEN	73%
UNDER \$40K INCOME	73%

**While there were slightly more specific negative mentions of the bond measure at the end of the survey (27%) than positive mentions (25%), the overwhelming majority of the overall discussions at the end of the survey painted El Camino College in a very positive light.**

*Now I want to give you a chance to talk once again. Now that we have been talking a great deal about El Camino College, please tell me what additional thoughts you have about El Camino College? PROBE AND CLARIFY What other thoughts do you have about the bond extension measure? PROBE AND CLARIFY What else would you like to say about El Camino College?*



# Sampling of Positive Verbatim Responses

INFORMED BALLOT: Def Favor GENDER: Female/Ret PARTY REGISTRATION: Dem CITY: Inglewood AGE: 59 ETHNICITY: Black EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: No HOME STATUS: Own PARTY LOYALTY: Mostly Dems HOUSEHOLD INCOME: \$20,000 \$40,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, A Family or Friend EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: Def Favor

**Education is very important in the area of California in which I live. Children don't have a chance to attend higher learning institutions because they can't afford it. By being able to attend El Camino, you'd be able to school higher education. It's very important, I'd definitely go for it.**

INFORMED BALLOT: Def Favor GENDER: Female/Employed PARTY REGISTRATION: Dem CITY: Redondo Beach AGE: 52 ETHNICITY: Black EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: No HOME STATUS: Own PARTY LOYALTY: Mostly Dems HOUSEHOLD INCOME: \$60,000 \$80,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, A Family or Friend EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: Def Favor

**I think it's a great college. They should continue the bond extension measure. As long as they do the right thing and continue to improve the facility, I think it will be a great help to the community.**

INFORMED BALLOT: Def Favor GENDER: Male/Employed PARTY REGISTRATION: GOP CITY: Torrance AGE: 21 ETHNICITY: White EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: More GOP HOUSEHOLD INCOME: >\$100,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, A Family or Friend EL CAMINO COLLEGE IMAGE: Smwt Fav INITIAL BALLOT: Def Favor

**I think it's one of the premiere community colleges around and I've only heard good things about it, talking to it's athletes and it's students. I really would see no reason why the bond wouldn't pass.**

INFORMED BALLOT: Def Favor GENDER: Male/Employed PARTY REGISTRATION: Dem CITY: Hawthorne AGE: 20 ETHNICITY: Black EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: Indep, Person HOUSEHOLD INCOME: Ref UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, A Family or Friend EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: Def Favor

**To me, it's a great school for the kids who want to start out slow, and are still thinking about what they want to do with their decision in life. Going from a transition period from a two year, to a four year school. To some people that's easier on them. To me, it's a great measure.**

# Sampling of Positive Verbatim Responses

INFORMED BALLOT: Def Favor GENDER: Female/Employed PARTY REGISTRATION: DTS CITY: Hawthorne AGE: 24 ETHNICITY: Latino, from Mexico EDUCATION LEVEL: Coll Grad CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: Mostly GOP HOUSEHOLD INCOME: \$20,000 \$40,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, Myself EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: Def Favor

**I think it's extremely important for Latinos. The year that I graduated, many didn't go directly to USC, or a bigger college, but they went to a smaller college to get their prerequisites. I think El Camino is a great school to start off. I think it's good that they're trying to make it more modernized and make it a better place for the students to work.**

INFORMED BALLOT: Def Favor GENDER: Male/Ret PARTY REGISTRATION: Dem CITY: Inglewood AGE: 79 ETHNICITY: Black EDUCATION LEVEL: HS Grad CHILDREN AT HOME?: No HOME STATUS: Own PARTY LOYALTY: Mostly Dems HOUSEHOLD INCOME: \$60,000 \$80,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: No, At Another Community College EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: Def Favor

**I think it's a reasonably nice facility, it's good for the community. I feel the more educational areas that we have, the better it is for the community. I feel like we all should pay for the opportunity for people to have an education, it makes a better community.**

INFORMED BALLOT: Def Favor GENDER: Female/Employed PARTY REGISTRATION: Dem CITY: Inglewood AGE: 51 ETHNICITY: Black EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: Yes HOME STATUS: Own PARTY LOYALTY: Mostly Dems HOUSEHOLD INCOME: \$80,000 \$100,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, Myself, Yes, A Family or Friend EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: Def Favor

**I think it's valuable for the community. There's not another college that's local. They provide a lot of variety of classes or curriculum for those in the area. The bond extension measure, I think it probably should be extended in order to keep up with technology and the times to keep the college competitive with other colleges.**



# Sampling of Negative Verbatim Responses

INFORMED BALLOT: Def Opp GENDER: Male/Employed PARTY REGISTRATION: Dem CITY: Unincorporated Lennox AGE: 26  
ETHNICITY: Latino, from Central/South America EDUCATION LEVEL: Some Coll CHILDREN AT HOME?: No HOME STATUS: Own PARTY  
LOYALTY: Mostly Dems HOUSEHOLD INCOME: \$20,000 \$40,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL  
CAMINO EXPERIENCE?: Yes, Myself EL CAMINO COLLEGE IMAGE: Str Fav INITIAL BALLOT: Def Favor

**They should invest more in classes, providing more sections for students to take classes. The physical appearance of the school, it's important, but the students are there to learn and get an education. How are they supposed to have all these buildings when they don't have sections for students to attend. They should focus on reinstating those class sections that they removed for students. They have twenty six thousand students and yet they have cut over a hundred classes. What choice do students have besides being in school. It doesn't make any sense to remodel all these buildings when there's nothing going into the educational part as in adding more sections. That's what I think. It's too much money. Too much money going into the activities, thing, behavioral arts, the stadium. That's too much money.**

INFORMED BALLOT: Def Opp GENDER: Male/Employed PARTY REGISTRATION: GOP CITY: Redondo Beach AGE: 23 ETHNICITY:  
Black EDUCATION LEVEL: Coll Grad CHILDREN AT HOME?: No HOME STATUS: Rent PARTY LOYALTY: Indep, Person HOUSEHOLD  
INCOME: \$40,000 \$60,000 UNION HOME: No COMMUNITY COLLEGE EXPERIENCE?: Yes EL CAMINO EXPERIENCE?: Yes, Myself EL  
CAMINO COLLEGE IMAGE: Smwt Fav INITIAL BALLOT: Prob Opp

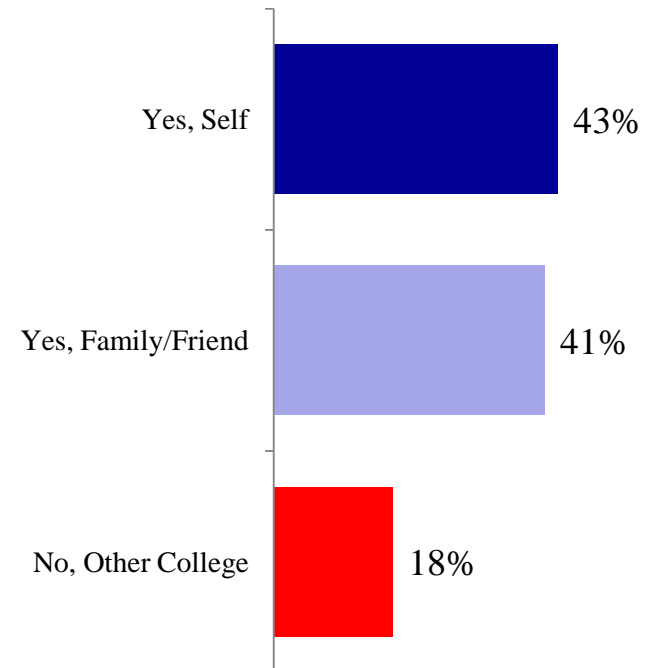
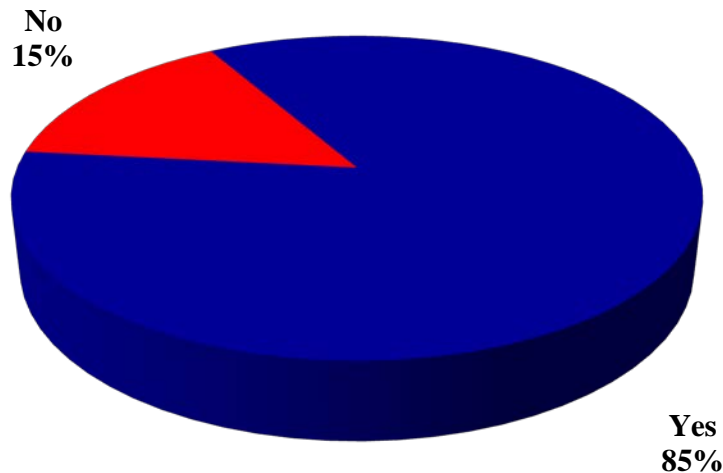
**My main thought is I like it but the fact that they're spending tons of money that they already spent, I don't know how many millions on those new buildings. I don't think they need to spend any more.**

# Fully eighty-five percent (85%) of the voters interviewed said they had direct experience with the California Community College System, and forty-three percent (43%) of them said they themselves had direct experience at El Camino College.

*Have you personally ever had any direct experience with any college in the California Community college system? Direct experience could be attending classes at a Community College or having a family member or close friend attend a community college. This can be for only a few classes or for a full two year program.*

*Was your direct experience at El Camino College specifically? (IF YES, ASK:) Was the direct experience you yourself, or was it a family member or close friend?*

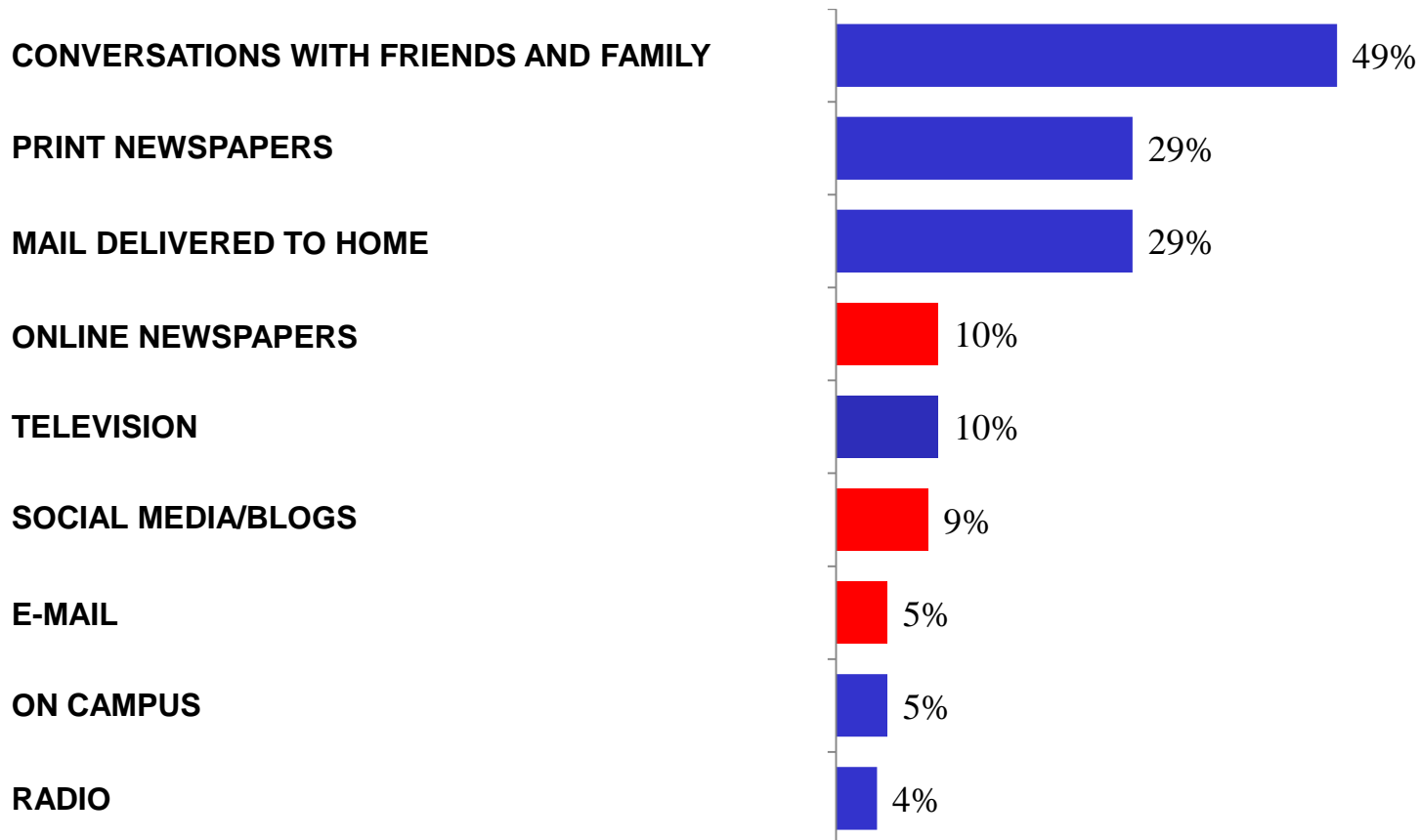
Yes	85%
No	15%



# Communications

**Information about El Camino College is most commonly heard in conversations with friends and family (49%), and traditional methods of communication such as print newspapers and mail to voter homes (29% each) still rate very highly. However, online newspapers (10%) and social media or blogs (9%) are definitely becoming more common news sources.**

*Please tell me where specifically you have seen, read, or heard anything about El Camino College in the last year?*



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# Questions & Answers

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It has been a pleasure to prepare and present this material. Please feel free to contact us if you have any other comments or questions.

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**SMKSURVEY@gmail.com**



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