



# El Camino Community College District Community Survey on Higher Educational Priorities

*Highlights of a Survey of Local Voters*



FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES

220-7592

# Survey Methodology

<b>Dates</b>	September 11-24, 2025
<b>Research Population</b>	Likely November 2026 Voters in the El Camino Community College District
<b>Total Interviews</b>	1,174
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 3.1\%$ at the 95% Confidence Level (Half Sample) $\pm 4.4\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Survey Tracking</b>	June 2002, February 2012 & May 2023
<b>Languages</b>	English & Spanish

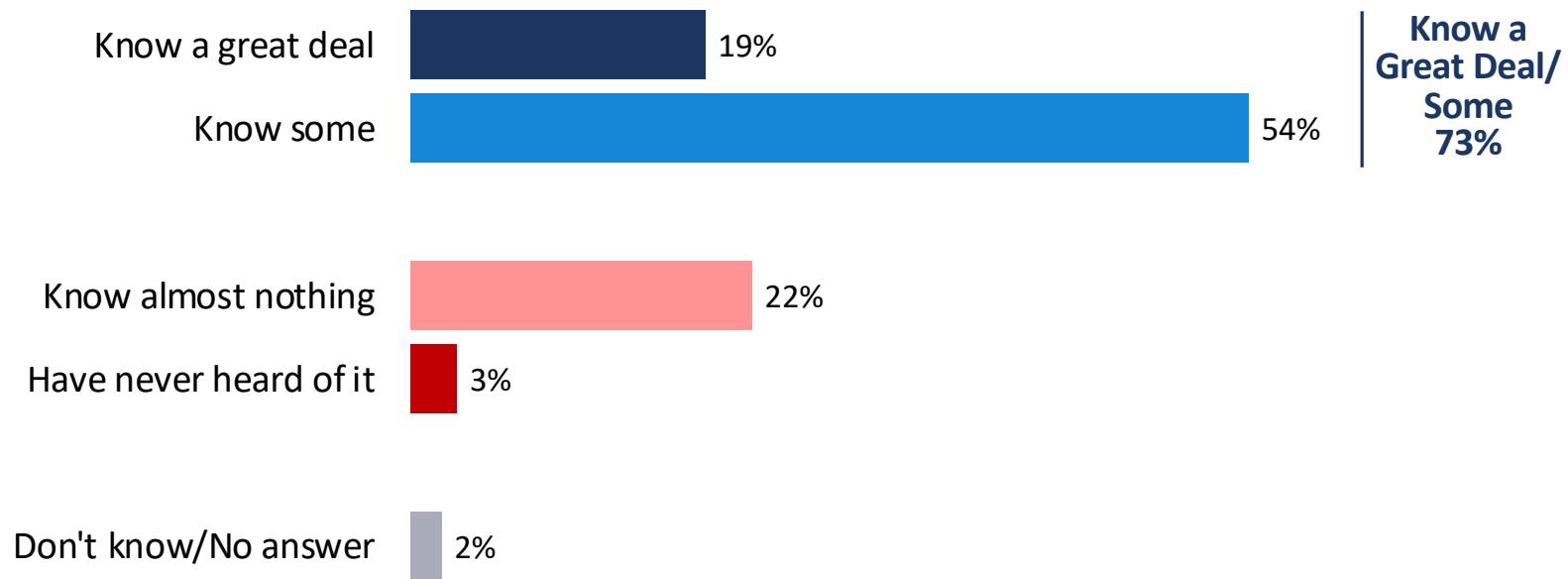
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



# General Community Attitudes

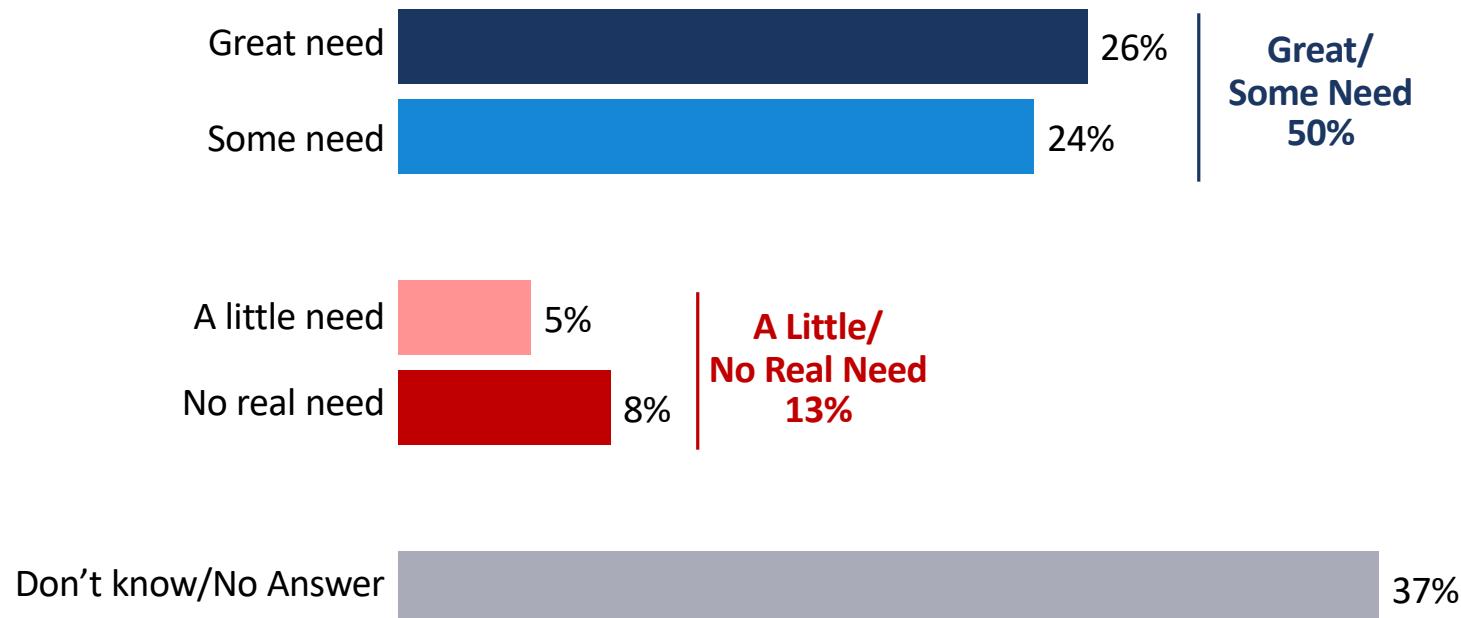
## A plurality are familiar with their local community college.

*As you may know, you live in the area served by El Camino College.  
How much do you know about your local community college?*



## About half of voters think the college needs additional funding.

*Generally speaking, would you say that El Camino College has a great need for additional funding, some need, a little need, or no real need for additional funding?*





# **Opinions on Local Funding for Higher Education**

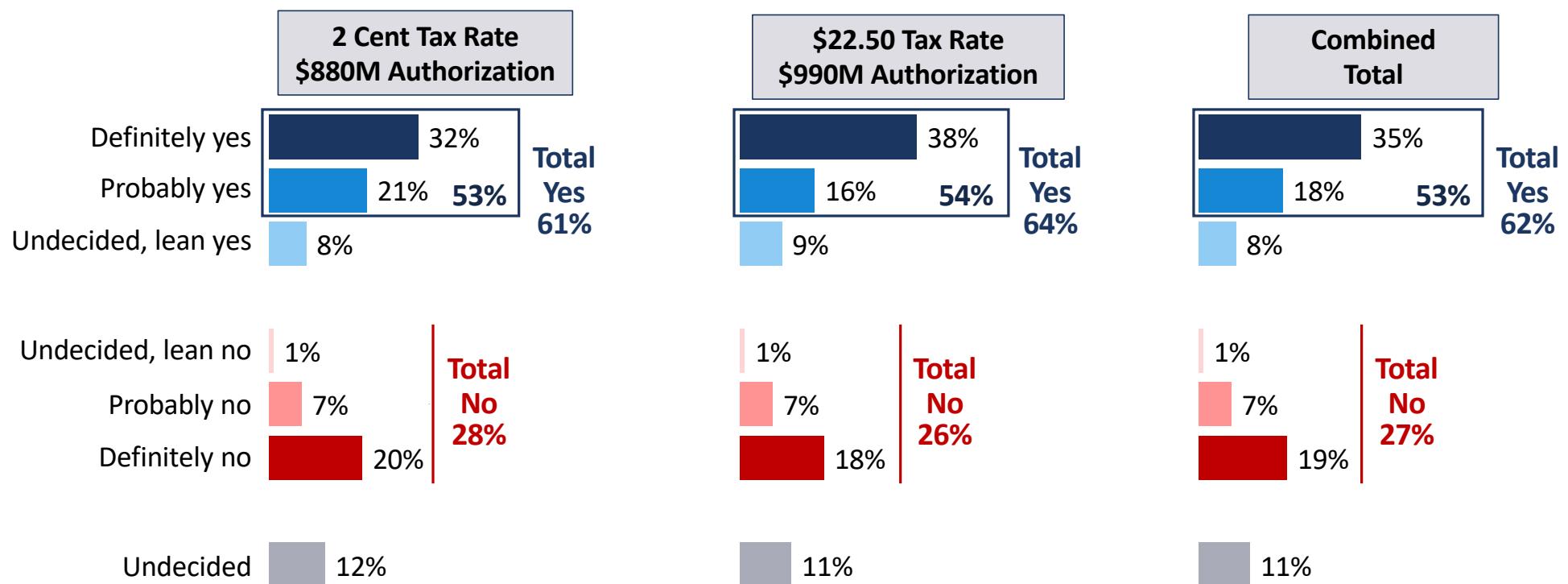
# Draft Ballot Question Tested in Survey

*(Approved by Bond Counsel)*

## **EL CAMINO COLLEGE JOB TRAINING, AFFORDABLE HIGHER EDUCATION MEASURE.**

To repair/upgrade deteriorating classrooms/labs; maintain affordable higher education, university transfer, career training for students/veterans; remove asbestos, lead paint; provide safe drinking water; repair/upgrade sewer, gas lines; acquire, construct, repair classrooms, facilities, sites/equipment; shall El Camino Community College District's measure authorizing **(SPLIT SAMPLE C: \$880,000,000 in bonds at legal rates, levying 2¢ per \$100 assessed valuation, generating approximately \$59,800,000)(SPLIT SAMPLE D: \$990,000,000 in bonds at legal rates, levying \$22.50 per \$100,000 assessed valuation, generating \$67,300,000)** annually while bonds are outstanding be adopted, requiring spending disclosure, oversight?

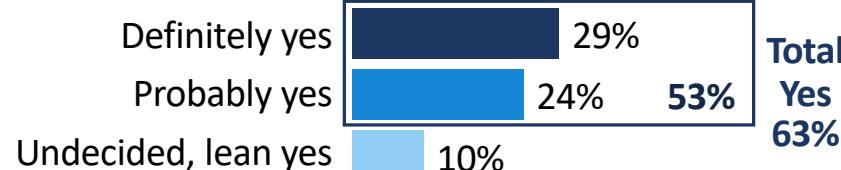
**More than six-in-ten voters initially support a bond measure which has a 55% threshold for passage; there are slightly higher levels of support with the tax rate described as \$22.50 per \$100,000 of assessed value as opposed to 2¢ per \$100.**



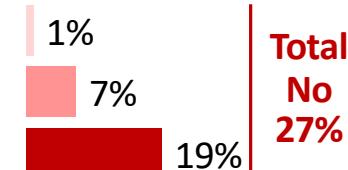
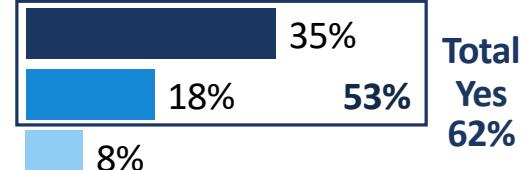
*Q. Do you think you would vote yes in favor of this measure or no to oppose it?*

# A bond measure receives nearly the same level of support found in the 2023 survey.

May 2023



September 2025  
(Combined Tax Rates)



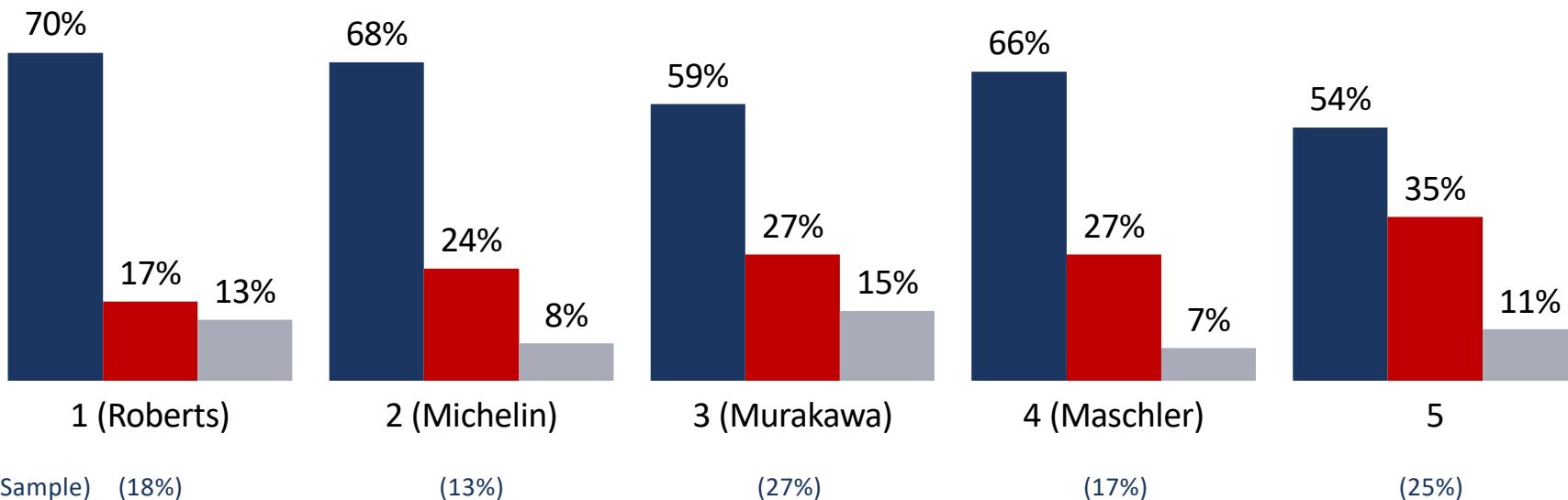
Undecided 11%

11%

# There is majority support for the measure in each Trustee Area.

*Initial Vote by Trustee Area*

■ Total Yes ■ Total No ■ Undecided

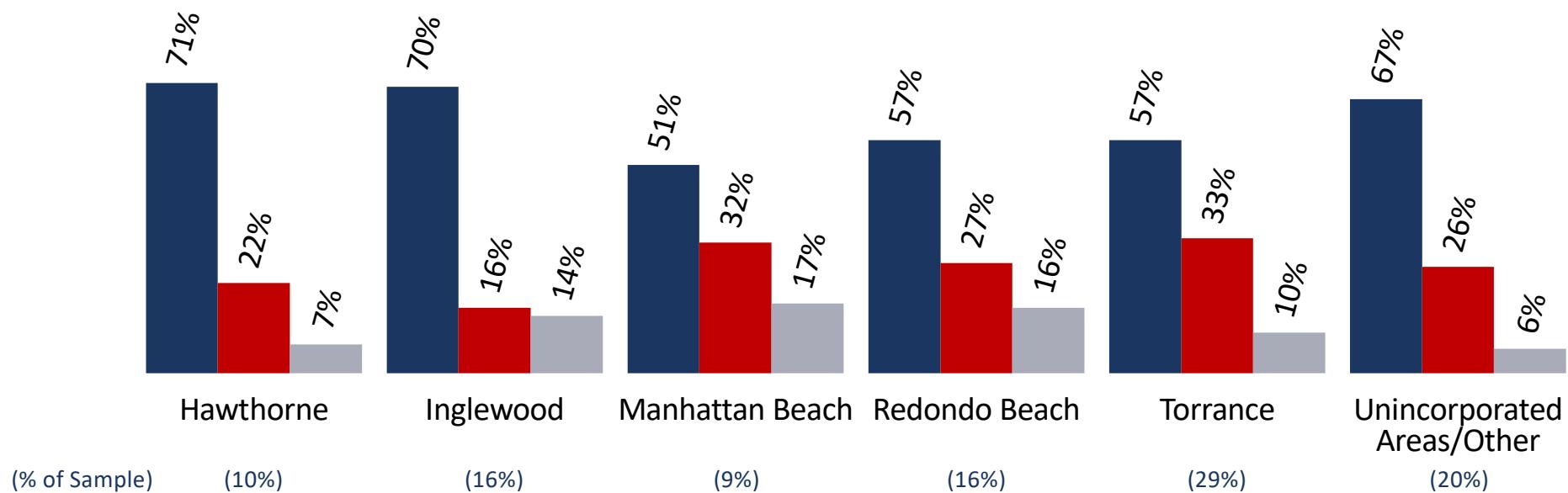


*Q. Do you think you would vote yes in favor of this measure or no to oppose it?*

There is majority support in each of the cities with large enough populations to analyze individually with Hawthorne and Inglewood voters the most likely to be supportive.

*Initial Vote by City*

■ Total Yes ■ Total No ■ Undecided

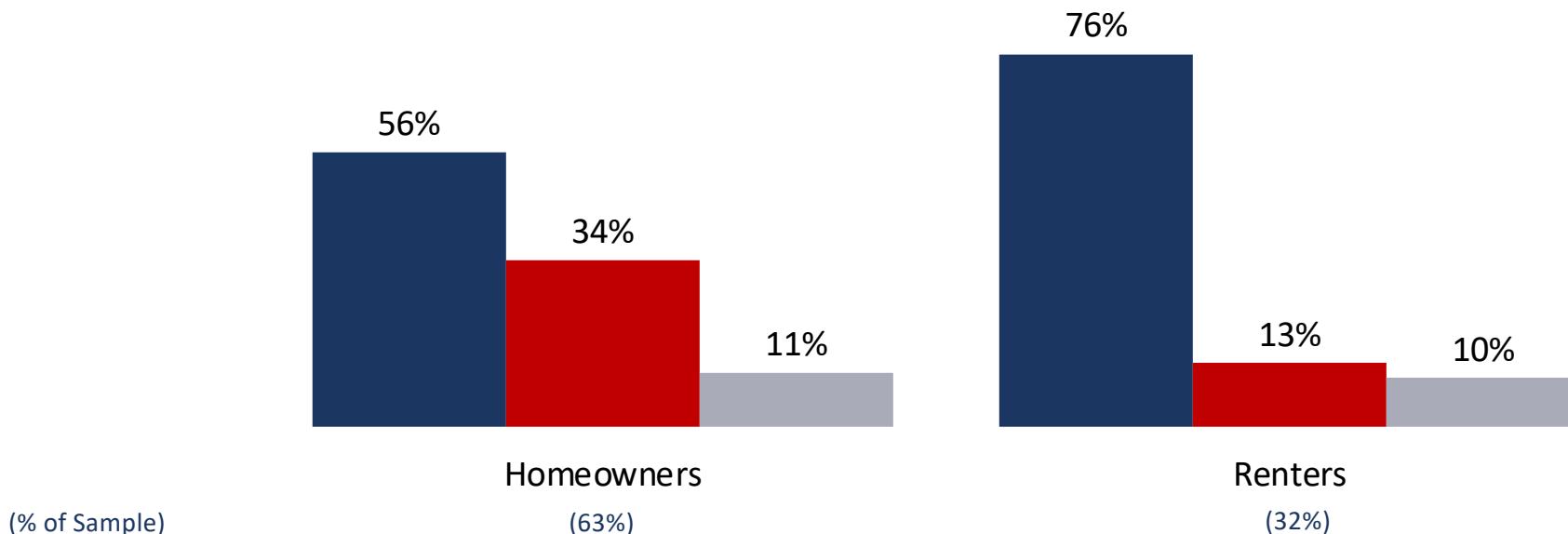


*Q. Do you think you would vote yes in favor of this measure or no to oppose it?*

# Majorities of homeowners and renters favor the measure.

*Initial Vote by Residence by Age*

■ Total Yes ■ Total No ■ Undecided

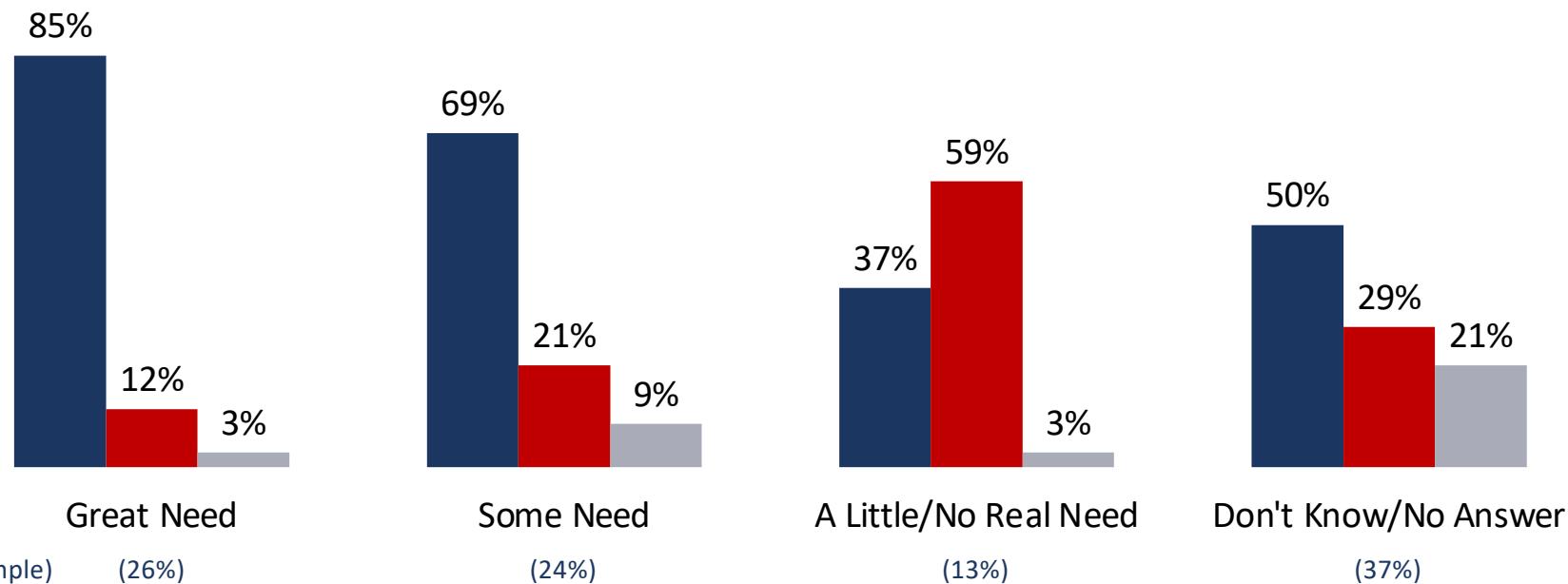


*Q. Do you think you would vote yes in favor of this measure or no to oppose it?*

# There is an extremely strong connection between perceptions of funding need and opinions on the measure.

*Initial Vote by El Camino Need for Funding*

■ Total Yes ■ Total No ■ Undecided

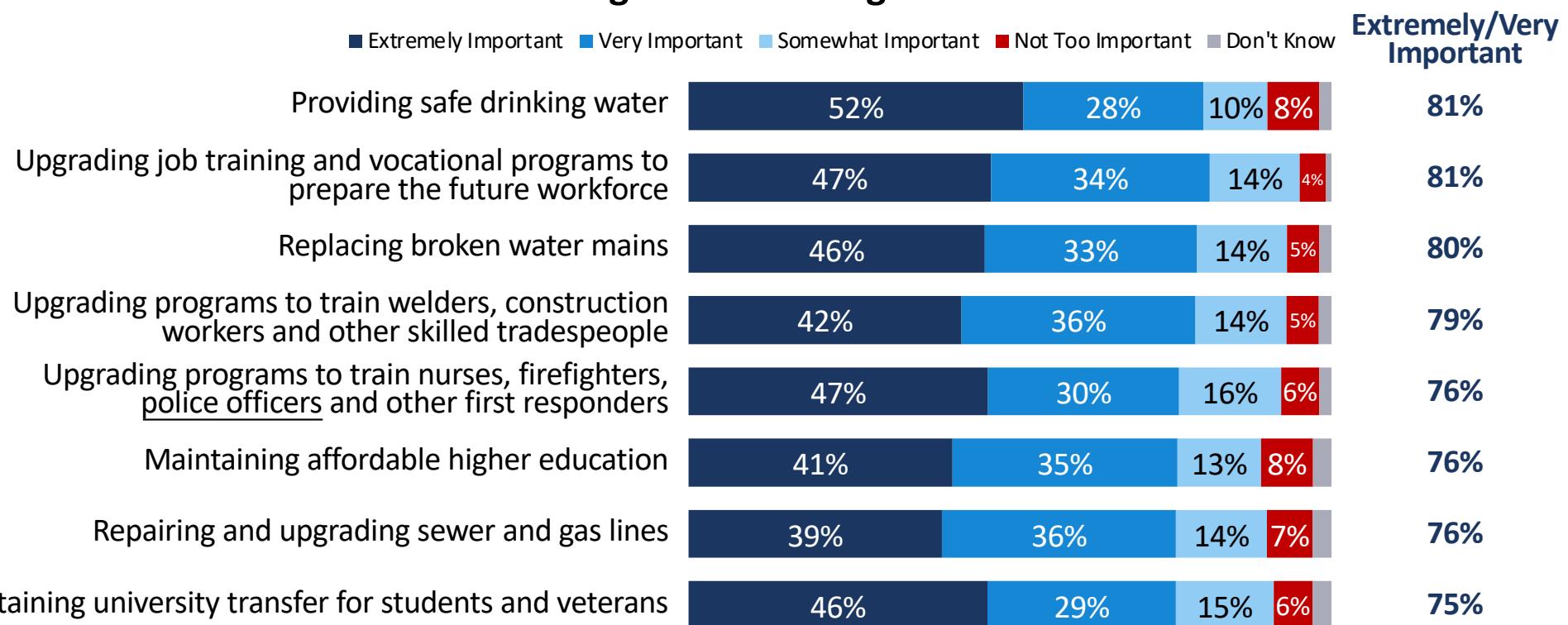


*Q. Do you think you would vote yes in favor of this measure or no to oppose it?*



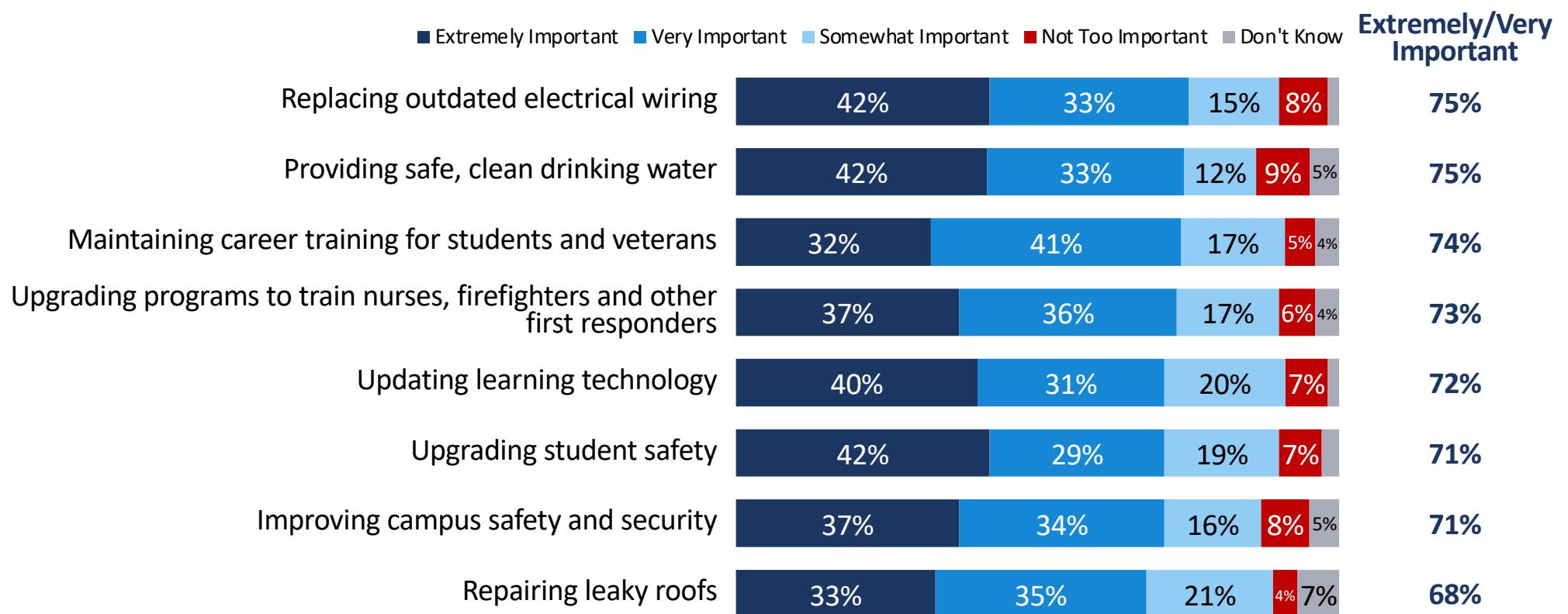
# Community Higher Educational Priorities

**Top priorities for the measure include repairs and upgrades such as providing clean drinking water, fixing broken water mains and sewer and gas lines, job training/vocational programs including in skilled trades and public safety, and maintaining affordable higher education.**



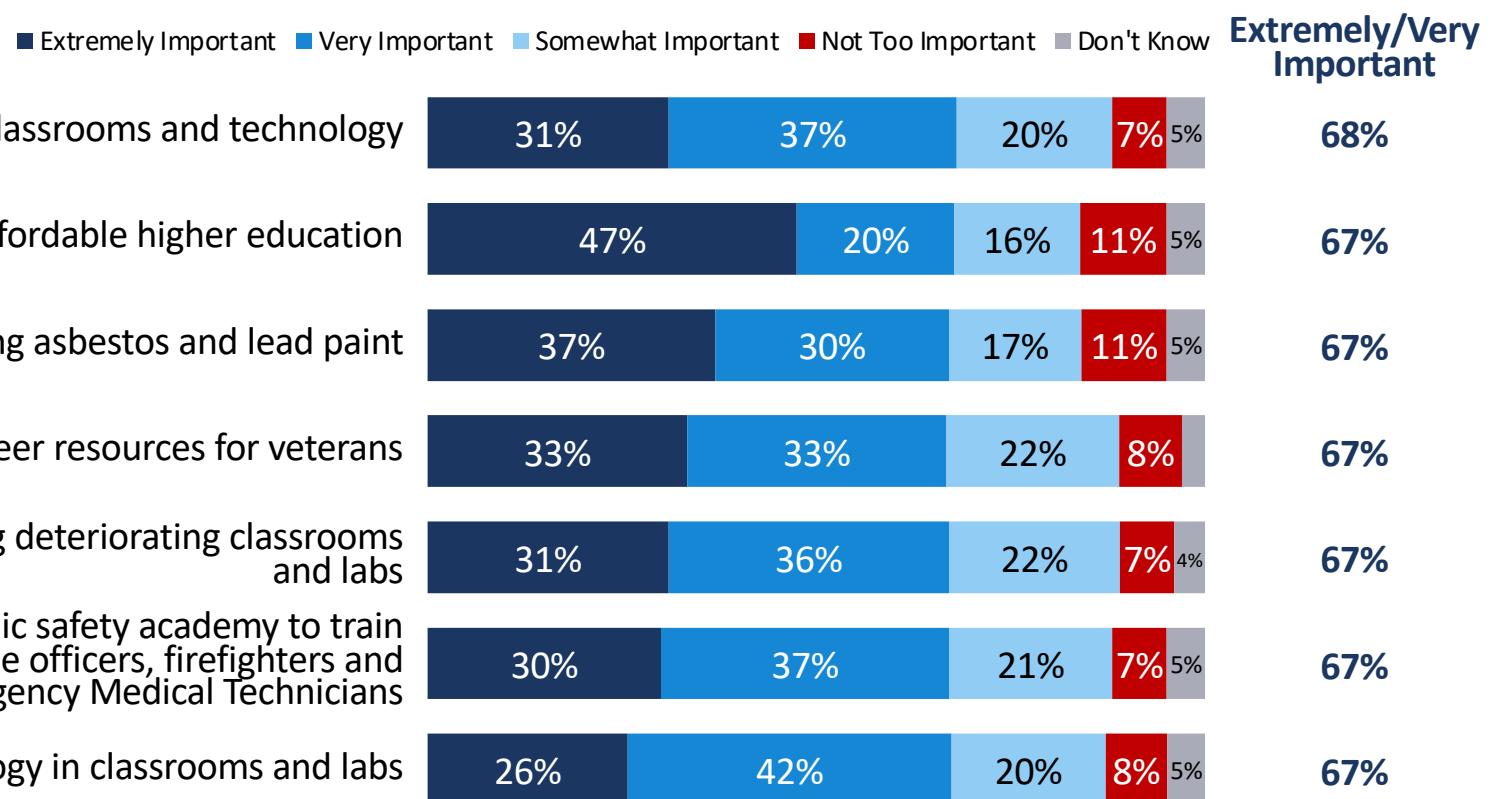
*Q. Please think of some potential elements of the **EL CAMINO COLLEGE JOB TRAINING, AFFORDABLE HIGHER EDUCATION MEASURE** you just considered, including ways in which the funds it generates could be spent and provisions that could be included. Regardless of your opinion of the measure, please indicate how important that potential element is to you personally: either extremely important, very important, somewhat important, or not too important. Split Sample*

# Continued



*Q. Please think of some potential elements of the **EL CAMINO COLLEGE JOB TRAINING, AFFORDABLE HIGHER EDUCATION MEASURE** you just considered, including ways in which the funds it generates could be spent and provisions that could be included. Regardless of your opinion of the measure, please indicate how important that potential element is to you personally: either extremely important, very important, somewhat important, or not too important. Split Sample*

# Continued



*Q. Please think of some potential elements of the **EL CAMINO COLLEGE JOB TRAINING, AFFORDABLE HIGHER EDUCATION MEASURE** you just considered, including ways in which the funds it generates could be spent and provisions that could be included. Regardless of your opinion of the measure, please indicate how important that potential element is to you personally: either extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample*

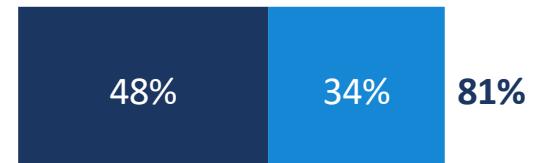


# Impact of Information

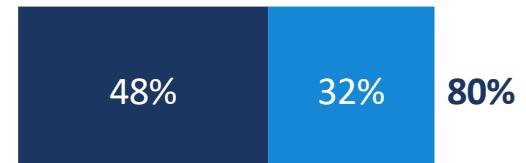
## The most impactful themes about the measure referenced transfer opportunities, protecting affordability, and adding a center in Inglewood or Hawthorne (when asked in those communities only).

■ Very Convincing ■ Somewhat Convincing

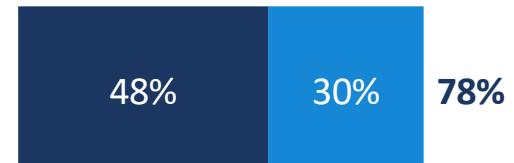
②~°(TRANSFER) El Camino College provides excellent training that prepares students to transfer to UC and Cal State schools to complete their Bachelor's degrees. El Camino also allows access to early college so high school students can get a jump start on earning college credit by taking college courses before they even graduate. This measure will ensure that our local community college can continue to offer this caliber of education while saving families money on the first few years of tuition.



(AFFORDABLE) The cost to attend California's public universities has risen to at least six times that of attending a community college. Passing this measure increases opportunities for local students to earn college credits and certifications, learn job skills at El Camino College at a reasonable price, and transfer to four-year colleges and universities without generating crushing debt.



~(CENTER) This measure could increase opportunities for local students by creating a campus location in the Inglewood or Hawthorne area so that distance, traffic and access to transportation no longer hinder students from receiving an affordable local college education.



*Q. Please consider the following statements from people who may support the potential EL CAMINO COLLEGE JOB TRAINING, AFFORDABLE HIGHER EDUCATION MEASURE you considered earlier. Please indicate if you find it very convincing, somewhat convincing or not convincing as a reason to support this potential ballot measure. ②Asked in Central Only; ~Asked in North Only; °Asked in South Only*

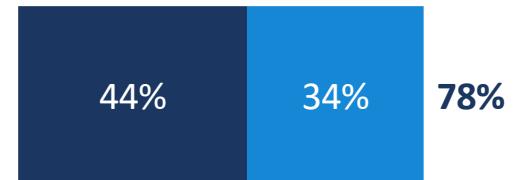
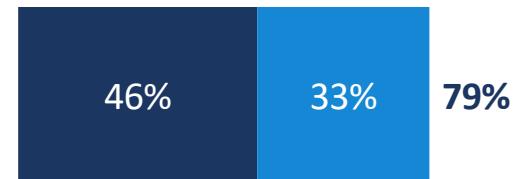
# Basic repairs and the importance of El Camino College in the community were also very strong themes.

**(REPAIRS)** The oldest buildings and classrooms at El Camino College are nearly 80 years old and need urgent, basic repairs just to keep them open and serving students. This measure will help address these challenges including removing asbestos and lead paint; providing safe, clean drinking water; replacing breaking water mains; upgrading outdated electrical wiring and gas and sewer lines; and fixing leaky roofs so our local community college is clean and safe for learning. It will be cheaper to make these needed repairs now instead of letting buildings deteriorate and become more expensive to fix.

**\*(COMMUNITY)** El Camino College is a valuable part of our community that needs our continued support. As unemployment has reached the highest rate in the country in California, job training is more important than ever. The college provides low-cost, high-quality education, job training and community learning options. We need to continue to invest in El Camino College so future generations have the same opportunities.

**(PREVENT CUTS)** The federal government is dismantling the US Department of Education and the State's budget is in crisis. El Camino College could face millions of dollars in federal and state cuts over the next several years, which hurts the college's ability to keep up with the needs of the young people starting in college and adults in need of job programs in our community. This measure will help make El Camino College self-reliant and able to serve our local students in well-maintained, up-to-date classrooms.

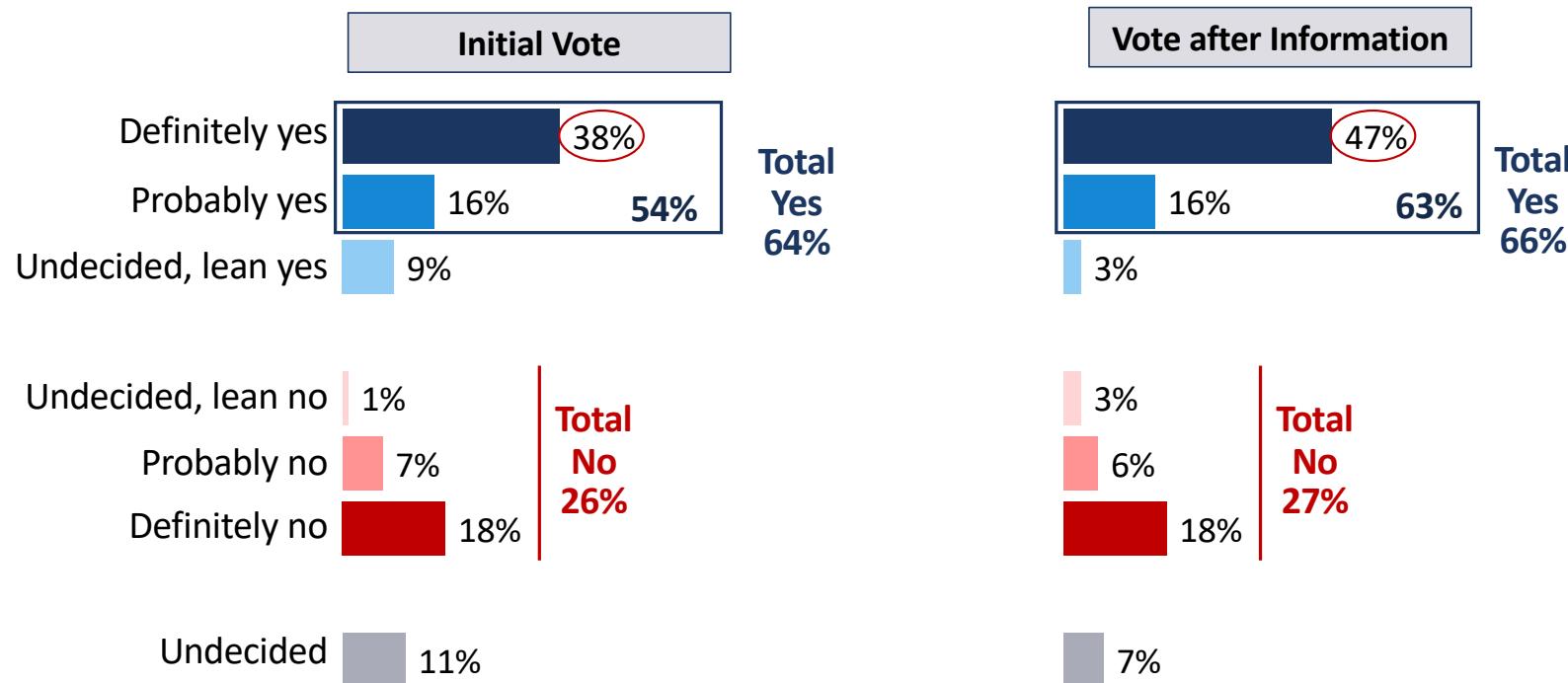
■ Very Convincing ■ Somewhat Convincing



*Q. Please consider the following statements from people who may support the potential EL CAMINO COLLEGE JOB TRAINING, AFFORDABLE HIGHER EDUCATION MEASURE you considered earlier. Please indicate if you find it very convincing, somewhat convincing or not convincing as a reason to support this potential ballot measure. \*Split Sample*

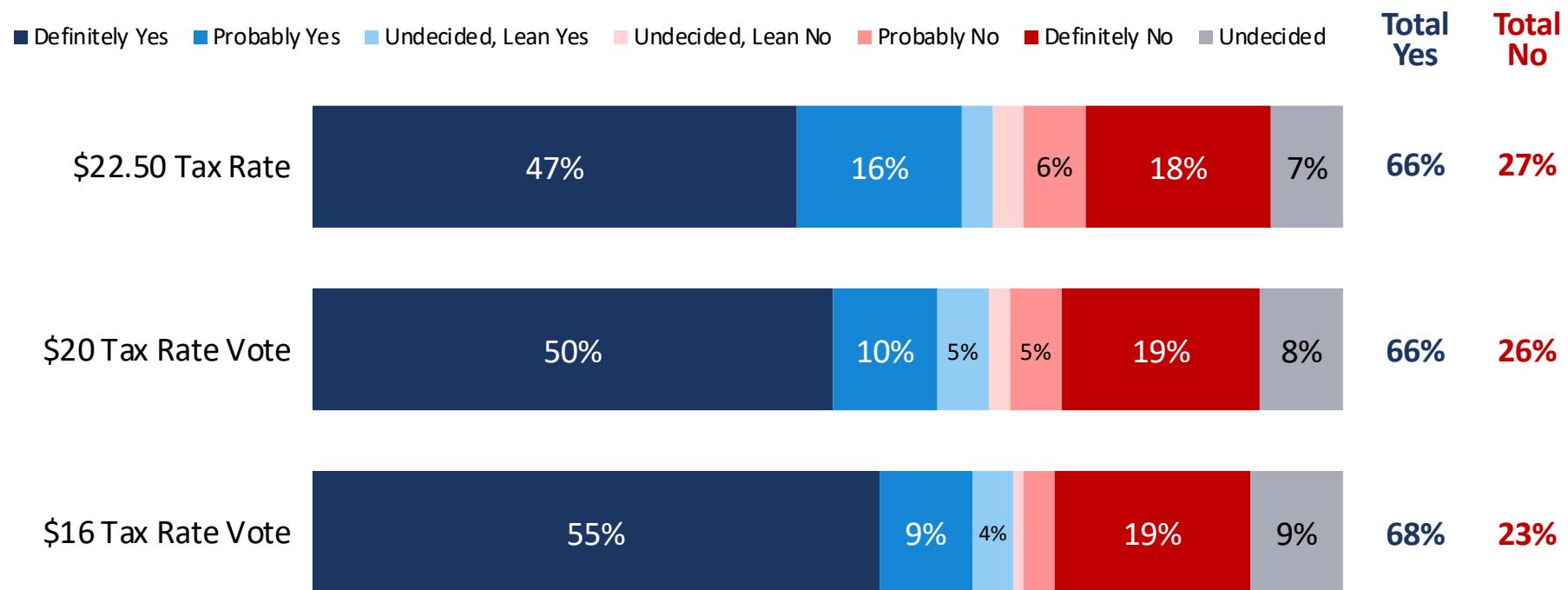
## Support for a local educational funding measure increases after information.

*\$22.50 Tax Rate; \$990M Authorization*



*Q. Do you think you would vote yes in favor of this measure or no to oppose it?*

## Opinions on the measure did not change sizably when voters were offered lower tax rates than \$22.50/\$100,000.



*Q. Do you think you would vote yes in favor of this measure or no to oppose it?*



# Conclusions

## Conclusions

- A \$990 million bond measure for El Camino Community College District is viable for further planning for the November 2026 ballot.
- Support exceeds the 55% threshold on the initial vote and solidifies as voters hear more information from the District.
- More needs to be done to establish the District's need for additional funding, which is a crucial concept for attitudes on the measure.
- There are many high priorities for bond funding, including
  - Preparing the future workforce with career and vocational training in the areas of skilled trades and public safety
  - Basic repairs including providing safe drinking water, repairing water mains and sewer and gas lines
  - Maintaining affordable higher education
- In addition, voters also respond to themes regarding the importance of El Camino within their community and preventing cuts.



**John Fairbank**

[John@FM3research.com](mailto:John@FM3research.com)

**Adam Sonenshein**

[Adam@FM3research.com](mailto:Adam@FM3research.com)