



**GODBE RESEARCH**  
Gain Insight

## **CITY OF CAMPBELL**

2015 Resident Satisfaction Survey

Topline Report

n=523

21 minutes

Likely November 2016 Voters

January 27, 2016

**[www.godberesearch.com](http://www.godberesearch.com)**

California and Corporate Offices  
1575 Old Bayshore Highway, Suite 102  
Burlingame, CA 94010

Nevada  
59 Damonte Ranch Parkway, Suite B309  
Reno, NV 89521

Pacific Northwest  
601 108<sup>th</sup> Avenue NE, Suite 1900  
Bellevue, WA 98004

## METHODOLOGY

### Sample Universe:

- 31,925 Adults 18+ Likely November 2016 voters
- 18,061 Likely November 2016 voters

### Sample Size:

- Adults 18+ n=523
- Likely November 2016 n=460

### Data Collection: Online & Phone Interviewing

- Online, n=229
- Phone, n=294

### Margin of Error:

- Adults 18+ =  $\pm 4.25\%$
- Likely November 2016 =  $\pm 4.51\%$

Interview Dates: December 10 to December 20, 2015

Phone Interview Length: 21 minutes

## OVERALL SATISFACTION

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
1. Generally speaking are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the quality of life in Campbell?	Very satisfied	68.6%		67.1%	
	Somewhat satisfied	25.9%		27.7%	
	Somewhat dissatisfied	3.4%		4.3%	
	Very dissatisfied	2.0%		0.9%	
	Not sure [DK/NA]	0.0%		0.0%	

## IMPORTANCE OF SERVICES & FACILITIES

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
2A. Emergency Medical Services	Very Impt	79.4%		87.5%	
	Somewhat Impt	12.0%		10.5%	
	Not too Impt	3.3%		1.6%	
	Not at all Impt	0.7%		0.0%	
	Not sure [DK/NA]	4.5%		0.4%	
2B. Fire Protection Services	Very Impt	83.2%		91.3%	
	Somewhat Impt	11.6%		7.8%	
	Not too Impt	1.8%		0.7%	
	Not at all Impt	0.1%		0.1%	
	Not sure [DK/NA]	3.4%		0.1%	
2C. Police Services	Very Impt	85.0%		87.8%	
	Somewhat Impt	10.5%		11.9%	
	Not too Impt	1.1%		0.3%	
	Not at all Impt	0.0%		0.0%	
	Not sure [DK/NA]	3.3%		0.0%	
2D. City Recreation Programs	Very Impt	47.9%		42.6%	
	Somewhat Impt	42.8%		41.1%	
	Not too Impt	5.4%		9.6%	
	Not at all Impt	2.5%		4.3%	
	Not sure [DK/NA]	1.4%		2.4%	

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
2E. City Parks and Picnic Areas	Very Impt	61.3%		57.9%	
	Somewhat Impt	32.2%		34.1%	
	Not too Impt	5.4%		5.9%	
	Not at all Impt	1.1%		1.9%	
	Not sure [DK/NA]	0.1%		0.2%	
2F. Campbell Community Center	Very Impt	61.8%		56.6%	
	Somewhat Impt	31.4%		31.3%	
	Not too Impt	3.3%		5.9%	
	Not at all Impt	1.9%		3.3%	
	Not sure [DK/NA]	1.6%		2.8%	
2G. Garbage Collection	Very Impt	63.4%		73.7%	
	Somewhat Impt	27.3%		23.2%	
	Not too Impt	4.1%		2.4%	
	Not at all Impt	0.4%		0.7%	
	Not sure [DK/NA]	4.9%		0.0%	
2H. Recycling Program	Very Impt	56.4%		59.8%	
	Somewhat Impt	33.8%		32.2%	
	Not too Impt	6.3%		6.4%	
	Not at all Impt	0.9%		1.6%	
	Not sure [DK/NA]	2.6%		0.0%	
2I. Street Maintenance	Very Impt	68.0%		67.0%	
	Somewhat Impt	29.1%		31.1%	
	Not too Impt	1.3%		1.8%	
	Not at all Impt	0.0%		0.0%	
	Not sure [DK/NA]	1.7%		0.2%	
2J. Park and Playground Maintenance	Very Impt	60.2%		57.6%	
	Somewhat Impt	31.7%		32.2%	
	Not too Impt	6.6%		7.5%	
	Not at all Impt	1.2%		2.1%	
	Not sure [DK/NA]	0.3%		0.5%	
2K. Sewer and Storm Drain Services	Very Impt	60.7%		73.1%	
	Somewhat Impt	30.5%		23.2%	
	Not too Impt	2.6%		3.3%	
	Not at all Impt	1.0%		0.1%	
	Not sure [DK/NA]	5.1%		0.2%	
2L. Street Tree Maintenance	Very Impt	41.0%		51.6%	
	Somewhat Impt	37.6%		38.4%	
	Not too Impt	17.0%		8.2%	
	Not at all Impt	0.9%		1.5%	
	Not sure [DK/NA]	3.5%		0.3%	
2M. Sidewalk Maintenance	Very Impt	48.9%		55.5%	
	Somewhat Impt	43.1%		37.2%	
	Not too Impt	7.7%		6.6%	
	Not at all Impt	0.3%		0.6%	
	Not sure [DK/NA]	0.1%		0.1%	
2N. Availability of Athletic Fields	Very Impt	36.9%		34.3%	
	Somewhat Impt	31.4%		38.2%	
	Not too Impt	21.3%		17.1%	
	Not at all Impt	5.7%		8.1%	
	Not sure [DK/NA]	4.7%		2.3%	

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
<b>2O. Traffic Signal Operations</b>	Very Impt	61.1%		68.0%	
	Somewhat Impt	34.9%		28.0%	
	Not too Impt	3.9%		3.9%	
	Not at all Impt	0.0%		0.0%	
	Not sure [DK/NA]	0.1%		0.2%	
<b>2P. Graffiti Removal Services</b>	Very Impt	45.6%		50.8%	
	Somewhat Impt	34.5%		34.6%	
	Not too Impt	13.9%		10.5%	
	Not at all Impt	2.5%		3.7%	
	Not sure [DK/NA]	3.6%		0.4%	
<b>2Q. Neighborhood Traffic Management</b>	Very Impt	53.8%		57.4%	
	Somewhat Impt	41.4%		36.4%	
	Not too Impt	3.2%		5.0%	
	Not at all Impt	0.3%		0.6%	
	Not sure [DK/NA]	1.4%		0.6%	
<b>2R. Campbell Public Library</b>	Very Impt	50.2%		61.5%	
	Somewhat Impt	43.4%		28.6%	
	Not too Impt	4.0%		5.9%	
	Not at all Impt	1.8%		3.1%	
	Not sure [DK/NA]	0.5%		0.9%	
<b>2S. Campbell Historical Museum and Ainsley House</b>	Very Impt	19.7%		24.6%	
	Somewhat Impt	35.6%		39.8%	
	Not too Impt	28.1%		21.0%	
	Not at all Impt	12.0%		9.9%	
	Not sure [DK/NA]	4.6%		4.6%	
<b>2T. Campbell [Heritage Theatre]</b>	Very Impt	18.1%		24.0%	
	Somewhat Impt	40.7%		41.5%	
	Not too Impt	25.2%		19.9%	
	Not at all Impt	12.6%		9.2%	
	Not sure [DK/NA]	3.4%		5.4%	
<b>2U. Senior Adult Center</b>	Very Impt	31.5%		42.7%	
	Somewhat Impt	31.0%		32.8%	
	Not too Impt	22.7%		14.5%	
	Not at all Impt	9.5%		7.2%	
	Not sure [DK/NA]	5.3%		2.8%	
<b>2V. Building Permit and Planning Services</b>	Very Impt	33.3%		37.2%	
	Somewhat Impt	39.7%		37.6%	
	Not too Impt	15.7%		11.2%	
	Not at all Impt	3.9%		6.9%	
	Not sure [DK/NA]	7.4%		7.1%	
<b>2W. Street Lighting</b>	Very Impt	54.2%		69.0%	
	Somewhat Impt	40.6%		26.8%	
	Not too Impt	3.0%		3.2%	
	Not at all Impt	0.4%		0.8%	
	Not sure [DK/NA]	1.7%		0.3%	

## IMPORTANCE OF SERVICES & FACILITIES – RANKED BY MEAN

	All Residents		Nov 2016 Voters	
	Column N %	Mean	Column N %	Mean
2C. Police Services		2.87		2.88
2B. Fire Protection Services		2.84		2.90
2A. Emergency Medical Services		2.78		2.86
2I. Street Maintenance		2.68		2.65
2G. Garbage Collection		2.62		2.70
2K. Sewer and Storm Drain Services		2.59		2.70
2O. Traffic Signal Operations		2.57		2.64
2F. Campbell Community Center		2.56		2.45
2E. City Parks and Picnic Areas		2.54		2.48
2J. Park and Playground Maintenance		2.51		2.46
2W. Street Lighting		2.51		2.64
2Q. Neighborhood Traffic Management		2.51		2.52
2H. Recycling Program		2.49		2.50
2R. Campbell Public Library		2.43		2.50
2M. Sidewalk Maintenance		2.41		2.48
2D. City Recreation Programs		2.38		2.25
2P. Graffiti Removal Services		2.28		2.33
2L. Street Tree Maintenance		2.23		2.40
2V. Building Permit and Planning Services		2.11		2.13
2N. Availability of Athletic Fields		2.04		2.01
2U. Senior Adult Center		1.89		2.14
2T. Campbell [Heritage Theatre		1.67		1.85
2S. Campbell Historical Museum and Ainsley House		1.66		1.83

## SATISFACTION WITH SERVICES & FACILITIES

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
<b>3. Generally speaking, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job the City of Campbell is doing to provide City services?</b>	Very satisfied	56.5%		62.1%	
	Somewhat satisfied	35.6%		30.5%	
	Somewhat dissatisfied	7.0%		5.8%	
	Very dissatisfied	0.6%		1.1%	
	Not sure [DK/NA]	0.2%		0.4%	
<b>4A. Emergency Medical Services</b>	Very satisfied	49.8%		64.5%	
	Somewhat satisfied	17.5%		17.4%	
	Somewhat dissatisfied	0.6%		1.1%	
	Very dissatisfied	0.0%		0.0%	
	Not sure [DK/NA]	32.0%		17.0%	
<b>4B. Fire Protection Services</b>	Very satisfied	61.6%		68.1%	
	Somewhat satisfied	16.8%		17.9%	
	Somewhat dissatisfied	1.0%		1.8%	
	Very dissatisfied	0.1%		0.1%	
	Not sure [DK/NA]	20.5%		12.0%	
<b>4C. Police Services</b>	Very satisfied	58.6%		66.4%	
	Somewhat satisfied	22.8%		26.2%	
	Somewhat dissatisfied	6.0%		2.3%	
	Very dissatisfied	0.9%		1.7%	
	Not sure [DK/NA]	11.7%		3.3%	
<b>4D. City Recreation Programs</b>	Very satisfied	43.0%		39.9%	
	Somewhat satisfied	35.4%		39.4%	
	Somewhat dissatisfied	9.8%		3.7%	
	Very dissatisfied	0.4%		0.0%	
	Not sure [DK/NA]	11.5%		16.9%	
<b>4E. City Parks and Picnic Areas</b>	Very satisfied	46.6%		53.2%	
	Somewhat satisfied	41.0%		37.0%	
	Somewhat dissatisfied	8.8%		6.3%	
	Very dissatisfied	0.2%		0.3%	
	Not sure [DK/NA]	3.4%		3.3%	
<b>4F. Campbell Community Center</b>	Very satisfied	52.1%		56.1%	
	Somewhat satisfied	35.1%		33.1%	
	Somewhat dissatisfied	4.5%		2.0%	
	Very dissatisfied	0.1%		0.1%	
	Not sure [DK/NA]	8.2%		8.8%	
<b>4G. Garbage Collection</b>	Very satisfied	52.1%		64.5%	
	Somewhat satisfied	36.2%		28.6%	
	Somewhat dissatisfied	2.7%		4.2%	
	Very dissatisfied	0.1%		0.2%	
	Not sure [DK/NA]	8.9%		2.6%	
<b>4H. Recycling Program</b>	Very satisfied	43.3%		50.9%	
	Somewhat satisfied	38.2%		35.2%	
	Somewhat dissatisfied	4.6%		5.2%	
	Very dissatisfied	0.8%		1.4%	
	Not sure [DK/NA]	13.1%		7.2%	
<b>4I. Street Maintenance</b>	Very satisfied	30.9%		43.1%	
	Somewhat satisfied	49.6%		40.9%	
	Somewhat dissatisfied	11.8%		12.5%	
	Very dissatisfied	4.3%		2.6%	
	Not sure [DK/NA]	3.5%		1.0%	

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
4J. Park and Playground Maintenance	Very satisfied	44.9%		49.5%	
	Somewhat satisfied	31.0%		36.4%	
	Somewhat dissatisfied	11.0%		4.1%	
	Very dissatisfied	3.8%		0.8%	
	Not sure [DK/NA]	9.3%		9.2%	
4K. Sewer and Storm Drain Services	Very satisfied	36.6%		45.2%	
	Somewhat satisfied	37.1%		38.4%	
	Somewhat dissatisfied	4.0%		4.7%	
	Very dissatisfied	0.8%		1.4%	
	Not sure [DK/NA]	21.5%		10.3%	
4L. Street Tree Maintenance	Very satisfied	36.9%		42.0%	
	Somewhat satisfied	40.1%		42.5%	
	Somewhat dissatisfied	9.5%		7.7%	
	Very dissatisfied	1.2%		2.2%	
	Not sure [DK/NA]	12.2%		5.6%	
4M. Sidewalk Maintenance	Very satisfied	25.5%		33.0%	
	Somewhat satisfied	48.8%		48.6%	
	Somewhat dissatisfied	13.8%		11.1%	
	Very dissatisfied	5.0%		4.0%	
	Not sure [DK/NA]	6.9%		3.3%	
4N. Availability of Athletic Fields	Very satisfied	27.6%		39.7%	
	Somewhat satisfied	34.5%		33.1%	
	Somewhat dissatisfied	7.4%		6.0%	
	Very dissatisfied	1.0%		1.7%	
	Not sure [DK/NA]	29.5%		19.5%	
4O. Traffic Signal Operations	Very satisfied	48.1%		45.8%	
	Somewhat satisfied	32.4%		40.4%	
	Somewhat dissatisfied	13.4%		10.3%	
	Very dissatisfied	1.8%		1.1%	
	Not sure [DK/NA]	4.3%		2.3%	
4P. Graffiti Removal Services	Very satisfied	29.0%		31.7%	
	Somewhat satisfied	35.0%		41.9%	
	Somewhat dissatisfied	6.8%		7.5%	
	Very dissatisfied	1.8%		3.2%	
	Not sure [DK/NA]	27.5%		15.7%	
4Q. Neighborhood Traffic Management	Very satisfied	22.7%		27.3%	
	Somewhat satisfied	46.8%		48.6%	
	Somewhat dissatisfied	16.0%		14.3%	
	Very dissatisfied	6.9%		6.9%	
	Not sure [DK/NA]	7.6%		3.0%	
4R. Campbell Public Library	Very satisfied	46.0%		53.5%	
	Somewhat satisfied	24.2%		27.2%	
	Somewhat dissatisfied	11.4%		6.1%	
	Very dissatisfied	3.8%		0.6%	
	Not sure [DK/NA]	14.5%		12.6%	
4S. Campbell Historical Museum and Ainsley House	Very satisfied	34.3%		36.5%	
	Somewhat satisfied	28.5%		29.1%	
	Somewhat dissatisfied	1.7%		2.5%	
	Very dissatisfied	0.2%		0.4%	
	Not sure [DK/NA]	35%		32%	

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
4T. Campbell Heritage Theatre	Very satisfied	35.6%		39.3%	
	Somewhat satisfied	32.4%		33.4%	
	Somewhat dissatisfied	2.1%		2.9%	
	Very dissatisfied	0.0%		0.0%	
	Not sure [DK/NA]	29.9%		24.3%	
4U. Senior Adult Center	Very satisfied	27.6%		36.5%	
	Somewhat satisfied	16.7%		21.0%	
	Somewhat dissatisfied	1.0%		1.7%	
	Very dissatisfied	0.0%		0.0%	
	Not sure [DK/NA]	54.7%		40.7%	
4V. Building Permit and Planning Services	Very satisfied	20.1%		23.7%	
	Somewhat satisfied	25.1%		28.3%	
	Somewhat dissatisfied	10.2%		8.0%	
	Very dissatisfied	7.2%		8.8%	
	Not sure [DK/NA]	37.5%		31.2%	
4W. Street Lighting	Very satisfied	41.8%		48.5%	
	Somewhat satisfied	42.6%		37.5%	
	Somewhat dissatisfied	4.9%		8.7%	
	Very dissatisfied	3.0%		4.6%	
	Not sure [DK/NA]	7.7%		0.7%	

### SATISFACTION WITH SERVICES & FACILITIES – RANKED BY MEAN

	All Residents		Nov 2016 Voters	
	Column N %	Mean	Column N %	Mean
4B. Fire Protection Services		1.75		1.73
4A. Emergency Medical Services		1.71		1.75
4U. Senior Adult Center		1.57		1.56
4G. Garbage Collection		1.51		1.57
4C. Police Services		1.50		1.59
4S. Campbell Historical Museum and Ainsley House		1.47		1.44
4F. Campbell Community Center		1.47		1.57
4T. Campbell Heritage Theatre		1.45		1.44
4H. Recycling Program		1.36		1.39
4K. Sewer and Storm Drain Services		1.33		1.35
4E. City Parks and Picnic Areas		1.30		1.41
4D. City Recreation Programs		1.25		1.39
4W. Street Lighting		1.25		1.17
4O. Traffic Signal Operations		1.17		1.22
4L. Street Tree Maintenance		1.16		1.21
4N. Availability of Athletic Fields		1.14		1.28
4P. Graffiti Removal Services		1.14		1.09
4R. Campbell Public Library		1.14		1.45
4J. Park and Playground Maintenance		1.13		1.43
4I. Street Maintenance		0.94		1.10
4M. Sidewalk Maintenance		0.82		0.99
4Q. Neighborhood Traffic Management		0.68		0.77
4V. Building Permit and Planning Services		0.65		0.73

## ASSESSMENT OF SAFETY/CRIME

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
5A. Walking alone in your neighborhood during the day	Very Safe	86.4%		81.3%	
	Somewhat Safe	12.0%		15.9%	
	Somewhat Unsafe	1.2%		2.2%	
	Very Unsafe	0.0%		0.0%	
	Not sure [DK/NA]	0.3%		0.6%	
5B. Walking alone in your neighborhood at night	Very Safe	33.3%		43.9%	
	Somewhat Safe	43.5%		41.0%	
	Somewhat Unsafe	17.0%		11.8%	
	Very Unsafe	5.2%		2.3%	
	Not sure [DK/NA]	0.9%		1.0%	
5C. Walking alone in the downtown area during the day	Very Safe	90.2%		88.2%	
	Somewhat Safe	8.9%		10.1%	
	Somewhat Unsafe	0.4%		0.7%	
	Very Unsafe	0.0%		0.0%	
	Not sure [DK/NA]	0.5%		0.9%	
5D. Walking alone in the downtown area at night	Very Safe	40.7%		45.3%	
	Somewhat Safe	48.5%		40.3%	
	Somewhat Unsafe	6.2%		8.7%	
	Very Unsafe	2.0%		3.0%	
	Not sure [DK/NA]	2.6%		2.7%	
5C. Walking alone in the downtown area during the day			1.90		1.88
5A. Walking alone in your neighborhood during the day			1.84		1.77
5D. Walking alone in the downtown area at night			1.23		1.19
5B. Walking alone in your neighborhood at night			0.83		1.14
6. In general, do you feel crime in the City of Campbell has increased, decreased, or stayed about the same in the past five years?	Increased	35.2%		33.6%	
	Decreased	3.1%		3.6%	
	Stayed about same	41.3%		49.9%	
	Not sure [DK/NA]	20.4%		12.9%	

## CITY DEPARTMENTS & ACTIVITIES

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
7. Moving on to another topic, have you or anyone in your household used the facilities or participated in the recreation programs at the Campbell Community Center in the past year?	Yes	60.1%		40.1%	
	No	38.1%		56.8%	
	Not sure [DK/NA]	1.8%		3.1%	
8. What activities do you participate in most at the Campbell Community Center?	Fitness Classes and Programs	29.6%		27.1%	
	Special Events	16.0%		23.9%	
	Aquatics	21.5%		23.5%	
	Youth Sports Programs	28.0%		22.1%	
	Special Interest Classes	14.9%		20.5%	
	Day Camps	14.8%		12.3%	
	Adult Sports Programs	26.6%		11.7%	
	Non-City Sponsored Events	4.2%		9.5%	
	Senior Center Programs and Services	5.3%		8.9%	
	Pre-School Classes	12.9%		6.4%	
	Trips and Tours	1.4%		3.6%	
	Other	7.6%		5.7%	
	Not sure [DK/NA]	0.1%		0.3%	
9. What City sponsored downtown events do you or does anyone in your household attend?	Farmers Market	81.5%		73.3%	
	Oktoberfest	47.8%		42.4%	
	Summer concerts	38.7%		33.5%	
	Boogie on the Avenue	41.8%		31.8%	
	Carol of Lights / Christmas Event	38.7%		27.1%	
	Trick or Treat / Halloween Event	29.6%		14.9%	
	Bunnies and Bonnets / Easter Event	29.3%		13.9%	
	Other	3.9%		4.3%	
	Not sure [DK/NA]	7.9%		13.9%	
10. You may know the City of Campbell has a local library. How often do you or any member of your household use the Campbell Library?	A few times a week or more	7.1%		7.3%	
	Once a week	6.1%		7.5%	
	A few times a month	16.7%		16.1%	
	Once a month	9.4%		11.1%	
	A few times a year or less	43.9%		36.7%	
	Have never used library	15.5%		19.0%	
Not sure [DK/NA]	1.2%		2.2%		

## BALLOT TEST

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
<p>11. In the future, voters in Campbell may be asked to vote on a local ballot measure. Here is the description of one potential measure:</p> <p>To maintain essential Campbell city services including</p> <ul style="list-style-type: none"> <li>• police patrols, 911 response times, neighborhood watch and crime prevention programs;</li> <li>• maintaining streets and pothole repair;</li> <li>• maintaining parks and playgrounds;</li> <li>• providing a library with a safe space for senior and after-school homework programs;</li> <li>• providing a seismically safe police operations center; and</li> <li>• other critical city services;</li> </ul> <p>shall the City of Campbell enact an ongoing 1/4 cent sales tax, providing \$2.7 million dollars annually, with independent citizens' oversight, audits and no money for the State?</p>	Definitely Yes			41.3%	
	Probably Yes			32.5%	
	Probably No			9.1%	
	Definitely No			11.8%	
	Not sure [DK/NA]			5.2%	
	Total Yes			73.8%	
	Total No			21.0%	

## FEATURES OF THE MEASURE

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
12A. Provide police patrols, neighborhood watch and crime prevention programs	Much More Likely			54.5%	
	Somewhat More Likely			24.3%	
	No Effect			13.7%	
	Somewhat Less Likely			2.6%	
	Much Less Likely			3.8%	
	Not sure [DK/NA]			1.1%	
12B. Replace the aging library with a 21st century facility including safe space for after-school homework programs	Much More Likely			37.3%	
	Somewhat More Likely			26.6%	
	No Effect			18.7%	
	Somewhat Less Likely			6.4%	
	Much Less Likely			8.7%	
	Not sure [DK/NA]			2.2%	
12C. Repair potholes and streets	Much More Likely			44.1%	
	Somewhat More Likely			31.6%	
	No Effect			14.7%	
	Somewhat Less Likely			3.2%	
	Much Less Likely			5.6%	
	Not sure [DK/NA]			0.8%	
12D. Provide a seismically safe police operations center	Much More Likely			34.8%	
	Somewhat More Likely			29.6%	
	No Effect			17.8%	
	Somewhat Less Likely			4.3%	
	Much Less Likely			10.5%	
	Not sure [DK/NA]			3.0%	
12E. Provide an historical museum at the Civic Center	Much More Likely			16.3%	
	Somewhat More Likely			16.7%	
	No Effect			25.7%	
	Somewhat Less Likely			20.5%	
	Much Less Likely			19.3%	
	Not sure [DK/NA]			1.6%	
12F. Maintain 9-1-1 response times	Much More Likely			60.8%	
	Somewhat More Likely			20.6%	
	No Effect			11.0%	
	Somewhat Less Likely			3.2%	
	Much Less Likely			3.5%	
	Not sure [DK/NA]			0.8%	
12G. Maintain fire prevention and protection services	Much More Likely			52.4%	
	Somewhat More Likely			24.9%	
	No Effect			14.9%	
	Somewhat Less Likely			1.9%	
	Much Less Likely			4.5%	
	Not sure [DK/NA]			1.4%	
12H. Maintain city parks, play fields and picnic areas	Much More Likely			38.1%	
	Somewhat More Likely			33.9%	
	No Effect			13.7%	
	Somewhat Less Likely			7.5%	
	Much Less Likely			5.8%	
	Not sure [DK/NA]			1.0%	

## FEATURES OF THE MEASURE – RANKED BY MEAN

	All Residents		Nov 2016 Voters	
	Column N %	Mean	Column N %	Mean
12F. Maintain 9-1-1 response times				1.30
12A. Provide police patrols, neighborhood watch and crime prevention programs				1.20
12G. Maintain fire prevention and protection services				1.18
12C. Repair potholes and streets				1.05
12H. Maintain city parks, play fields and picnic areas				0.87
12D. Provide a seismically safe police operations center				0.84
12B. Replace the aging library with a 21st century facility including safe space for after-school homework programs				0.78
12E. Provide an historical museum at the Civic Center				-0.22

## ALTERNATIVE BALLOT TEST – BOND MEASURE

	All Residents		Nov 2016 Voters	
	Column N %	Mean	Column N %	Mean
To provide and improve essential Campbell city facilities, including <ul style="list-style-type: none"> <li>• improving streets;</li> <li>• providing a library with safe spaces for senior and after-school homework programs;</li> <li>• providing a seismically safe police operations center;</li> <li>• improving parks and playgrounds; and</li> <li>• other local infrastructure,</li> </ul> shall the City of Campbell issue \$50 million dollars in bonds at legal rates, providing an average of \$2.7 million dollars annually, for 30 years, by assessing \$23 per \$100,000, requiring financial audits, independent citizen oversight and all funds for the City of Campbell?	Definitely Yes		21.3%	
	Probably Yes		34.3%	
	Probably No		13.8%	
	Definitely No		17.4%	
	Not sure [DK/NA]		13.2%	
			55.6%	
			31.2%	

## DEMOGRAPHICS

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
<b>A. What is your gender?</b>	Male	46.8%		46.6%	
	Female	53.2%		53.4%	
	Not sure [DK/NA]	0.0%		0.0%	
<b>B. How many children under the age of 19 do you currently have living at home?</b>	One	14.8%		12.1%	
	Two	18.0%		15.0%	
	Three	5.8%		3.2%	
	Four	2.3%		0.6%	
	Five	0.0%		0.0%	
	More than five	0.0%		0.0%	
	None	57.7%		66.6%	
	Not sure [DK/NA]	1.4%		2.5%	
<b>C. What was the total income of your household before taxes in 2014?</b>	Under \$25,000	6.1%		3.4%	
	\$25,000 to less than \$50,000	4.7%		8.3%	
	\$50,000 to less than \$75,000	9.6%		15.6%	
	\$75,000 to less than \$100,000	12.4%		11.8%	
	\$100,000 to less than \$150,000	27.1%		19.7%	
	\$150,000 or more	27.5%		19.5%	
	Not sure [DK/NA]	12.6%		21.7%	
<b>D. What is your current age? (ASKED OF NON-VOTERS)</b>	18-29 years	32.1%			
	30-39 years	24.9%			
	40-49 years	22.5%			
	50-64 years	14.3%			
	65+ years	6.2%			
	Not sure	0.0%			
	Not sure [DK/NA]	0.0%			
<b>E. What ethnic group do you consider yourself a part of or feel closest to? (ASKED OF NON-VOTERS)</b>	African-American or Black	3.9%			
	American Indian or Alaska Native	0.0%			
	Asian	12.3%			
	Caucasian or White	57.0%			
	Hispanic or Latino	14.7%			
	Native Hawaiian or other Pacific Islander	0.0%			
	Two or more races	12.1%			
	Some other race	0.0%			
	Not sure [DK/NA]	0.0%			
<b>D/F. Age (DERIVED FROM QD + QF)</b>	18-29	20.2%		11.0%	
	30-39	19.6%		15.6%	
	40-49	20.8%		19.6%	
	50-64	24.6%		32.5%	
	65+	13.9%		19.9%	
	No age	0.8%		1.4%	
<b>E/G. Ethnic Group (DERIVED FROM QD + QF)</b>	African-American	1.7%		0.0%	
	Asian	15.9%		18.7%	
	Caucasian	58.0%		58.7%	
	Hispanic/Latino	19.2%		22.6%	
	Other	5.3%		0.0%	
	Not Sure	0.0%		0.0%	

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
F. Age (FROM VOTER FILE)	18-29			11.0%	
	30-39			15.6%	
	40-49			19.6%	
	50-64			32.5%	
	65+			19.9%	
	No age			1.4%	
G. Ethnic Surname (FROM VOTER FILE)	Japanese			5.6%	
	Chinese			9.3%	
	Hispanic			22.6%	
	Jewish			0.5%	
	Armenian			0.0%	
	Vietnamese			3.8%	
	Italian			2.2%	
	Korean			0.0%	
	African American			0.0%	
	Not Coded			56.0%	
H. Homeownership Status (FROM VOTER FILE)	Owner			59.1%	
	Renter			40.9%	
I. Party (FROM VOTER FILE)	Democrat			46.5%	
	Republican			24.4%	
	Other party			4.8%	
	Decline to state/no party preference			24.4%	
J. Household Party Type (FROM VOTER FILE)	Dem 1			25.1%	
	Dem 2+			12.5%	
	Rep 1			10.5%	
	Rep 2+			6.9%	
	Other 1			22.6%	
	Other 2+			6.6%	
	Dem & Rep			15.8%	
	Dem & Other			0.0%	
	Rep & Other			0.0%	
	Dem, Rep & Other			0.0%	
K. Registration Date (FROM VOTER FILE)	2013 to 2015			14.8%	
	2009 to 2012			20.2%	
	2005 to 2008			22.4%	
	2001 to 2004			8.6%	
	1997 to 2000			8.3%	
	1993 to 1996			4.1%	
	1981 to 1992			7.9%	
	1980 or before			13.7%	
Not coded			0.0%		
L. Voting History (FROM VOTER FILE)	see detailed crosstabs				

		All Residents		Nov 2016 Voters	
		Column N %	Mean	Column N %	Mean
<b>M. Times Voted in Last Elections (FROM VOTER FILE)</b>	1			7.1%	
	2			10.8%	
	3			5.7%	
	4			8.0%	
	5			11.8%	
	6			7.2%	
	7			2.7%	
	8			5.3%	
	9			7.0%	
	10			8.1%	
	11			6.5%	
	12			11.6%	
	13			7.8%	
	15			0.3%	
	<b>N. Absentee Voter (FROM VOTER FILE)</b>	0			17.9%
1				11.4%	
2				8.9%	
3				9.2%	
4				8.5%	
5				7.7%	
6				2.5%	
7				4.3%	
8				4.5%	
9				8.2%	
10				4.7%	
11				4.2%	
12				2.9%	
13				4.9%	
15				0.1%	
<b>O. Likely June 2016 Voter (FROM VOTER FILE)</b>	Yes			59.5%	
	No			40.5%	
<b>P. Likely November 2016 Voter (FROM VOTER FILE)</b>	Yes			100.0%	
	No			0.0%	
<b>Q. Permanent Absentee Voter (FROM VOTER FILE)</b>	Yes			72.2%	
	No			27.8%	
<b>R. Likely Absentee Voter (FROM VOTER FILE)</b>	Yes			76.1%	
	No			23.9%	