GODBE RESEARCH
Gain Insight

NORTH COUNTY LIBRARY AUTHORITY

2018 Revenue Measure Survey

Topline Report
   n=486
   20-minutes
   Likely November 2018, Spring 2019, November 2019 and
   March 2020

July 9, 2018

METHODOLOGY

Sample Universe:

  - 19,685 Likely November 2018 Voters

  - 17,800 Likely March 2020 Voters

  - 14,414 Likely Mail Ballot 2019 Voters

  - 9,400 Likely Special Election 2019 Voters

  - 7,964 Likely November 2019 Voters

Sample Size:

  - 486 Likely November 2018 Voters

  - 454 Likely March 2020 Voters

  - 396 Likely Mail Ballot 2019 Voters

  - 316 Likely Special Election 2019 Voters

  - 278 Likely November 2019 Voters

Marin of Error:

  - Likely November 2018 Voters +4.39%

  - Likely March 2020 Voters +4.54%

  - Likely Mail Ballot 2019 Voters +4.86%

  - Likely Special Election 2019 Voters +5.42%

  - Likely November 2019 Voters +5.77%

Data Collection Mode: Landline (52), Cell (47), Email to Online (52), Text to Online (335)

Data Collection Dates: June 25 to July 7, 2018

INITIAL BALLOT TEST

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
1. To provide an earthquake-safe, energy-efficient library including: •**dedicated space for children and teen programs;** •**accessible space for book and resource collections;** •**free wifi, public computers, active learning center, and charging stations;** •**added collaborative space and meeting rooms;** •**increased seating and quiet reading areas; and** •**improved senior and disabled access;** shall the measure authorizing the North County Library Authority to levy $265 per parcel, providing an average of $3.7 million dollars annually, for 30 years, requiring independent citizen oversight and annual audits, be adopted?	**Definitely Yes**	19.2%	47		20.0%	44		20.5%	35		24.9%	28		21.3%	21	
	Probably Yes	29.5%	72		29.0%	64		33.0%	56		30.0%	34		32.2%	31	
	Probably No	18.0%	44		18.5%	41		16.3%	28		18.0%	20		18.2%	18	
	Definitely No	22.3%	54		21.2%	47		18.3%	31		21.1%	24		21.2%	21	
	DK/NA	11.1%	27		11.3%	25		11.8%	20		6.0%	7		7.0%	7	
	Total Yes	48.7%	119		49.0%	109		53.5%	91		54.9%	63		53.5%	52	
	Total No	40.2%	98		39.7%	88		34.7%	59		39.1%	45		39.5%	38	
2. To provide an earthquake-safe, energy-efficient library including: •**dedicated space for children and teen programs;** •**accessible space for book and resource collections;** •**free wifi, public computers, active learning center, and charging stations;** •**added collaborative space and meeting rooms;** •**increased seating and quiet reading areas; and** •**improved senior and disabled access;** shall the measure authorizing North County Library Authority to issue $55 million dollars in bonds at legal rates, providing approximately $3.7 million dollars annually, for 30 years, assessing $17 dollars per $100,000 requiring independent oversight, be adopted?	**Definitely Yes**	28.0%	68		30.8%	67		27.0%	50		28.5%	34		26.3%	26	
	Probably Yes	32.6%	79		28.2%	61		33.4%	61		29.8%	35		31.4%	31	
	Probably No	19.1%	46		20.1%	44		17.3%	32		16.5%	19		16.4%	16	
	Definitely No	13.9%	34		13.8%	30		14.5%	27		14.9%	18		15.4%	15	
	DK/NA	6.4%	16		7.1%	16		7.8%	14		10.5%	12		10.5%	10	
	Total Yes	60.5%	146		59.0%	129		60.4%	111		58.4%	69		57.8%	56	
	Total No	33.0%	80		33.9%	74		31.8%	59		31.4%	37		31.8%	31	

FEATURES OF THE MEASURE

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
3A. Provide dedicated space for children and teen programs	**Much more likely**	26.5%	129	58.6%	26.2%	115	58.0%	28.3%	100	59.5%	25.7%	60	53.9%	25.4%	49	53.2%
	Somewhat more likely	32.1%	156		31.8%	140		31.2%	110		28.2%	65		27.8%	54	
	No effect	28.3%	138		27.5%	121		24.6%	87		27.5%	64		27.5%	53	
	Somewhat less likely	3.7%	18		4.1%	18		4.8%	17		5.6%	13		5.0%	10	
	Much less likely	7.7%	37		8.5%	37		8.7%	31		10.2%	24		11.1%	22	
	DK/NA	1.7%	8		1.9%	8		2.3%	8		3.1%	7		3.2%	6	
3B. Provide improved accessibility to book and resource collections for seniors and disabled residents	**Much more likely**	21.8%	106	53.0%	23.1%	102	54.7%	20.9%	74	55.9%	24.2%	56	59.1%	24.6%	48	59.8%
	Somewhat more likely	31.2%	152		31.6%	139		35.0%	124		34.9%	81		35.1%	68	
	No effect	34.1%	166		31.0%	136		30.6%	108		27.4%	64		25.5%	50	
	Somewhat less likely	4.3%	21		4.8%	21		3.0%	11		2.5%	6		3.0%	6	
	Much less likely	7.4%	36		8.2%	36		8.9%	32		9.4%	22		9.6%	19	
	DK/NA	1.2%	6		1.3%	6		1.6%	6		1.8%	4		2.1%	4	
3C. Provide a technology center with free wifi, public computers, and charging stations	**Much more likely**	21.7%	105	55.9%	23.2%	102	55.2%	21.4%	76	56.1%	22.5%	52	52.2%	21.1%	41	53.2%
	Somewhat more likely	34.3%	166		32.1%	141		34.7%	123		29.7%	69		32.1%	62	
	No effect	28.4%	138		28.9%	127		27.3%	97		28.3%	66		26.9%	52	
	Somewhat less likely	7.5%	36		6.9%	30		6.7%	24		7.6%	18		6.8%	13	
	Much less likely	6.8%	33		7.4%	33		8.0%	28		10.1%	23		10.7%	21	
	DK/NA	1.4%	7		1.5%	7		1.9%	7		2.0%	5		2.3%	5	
3D. Add collaborative space and meeting rooms	**Much more likely**	18.8%	91	45.6%	16.9%	74	43.6%	18.1%	64	46.4%	17.9%	41	44.2%	16.7%	32	43.3%
	Somewhat more likely	26.8%	130		26.8%	118		28.3%	100		26.3%	61		26.7%	52	
	No effect	32.4%	157		33.0%	145		30.8%	109		32.3%	75		31.7%	61	
	Somewhat less likely	9.2%	45		9.9%	43		10.0%	35		10.1%	23		11.6%	23	
	Much less likely	10.9%	53		11.6%	51		11.0%	39		11.9%	28		11.4%	22	
	DK/NA	1.9%	9		1.9%	8		1.9%	7		1.7%	4		2.0%	4	
3E. Increase seating and quiet reading areas	**Much more likely**	20.7%	100	53.2%	22.3%	98	52.6%	21.4%	76	53.5%	23.1%	54	51.6%	24.0%	47	51.1%
	Somewhat more likely	32.5%	158		30.2%	133		32.1%	114		28.5%	66		27.1%	53	
	No effect	33.1%	161		33.5%	147		31.9%	113		32.0%	74		31.7%	61	
	Somewhat less likely	5.1%	25		4.9%	21		5.7%	20		5.6%	13		6.2%	12	
	Much less likely	7.4%	36		7.6%	34		7.2%	25		9.5%	22		9.8%	19	
	DK/NA	1.3%	6		1.4%	6		1.8%	6		1.5%	3		1.2%	2	
3F. Improve senior and disabled access	**Much more likely**	22.0%	107	52.1%	22.9%	101	55.5%	23.5%	83	53.7%	26.4%	61	59.3%	26.7%	52	58.8%
	Somewhat more likely	30.1%	146		32.6%	143		30.2%	107		32.8%	76		32.1%	62	
	No effect	35.8%	174		31.7%	139		32.9%	117		25.7%	60		25.8%	50	
	Somewhat less likely	5.0%	24		5.0%	22		5.0%	18		5.4%	13		5.8%	11	
	Much less likely	5.8%	28		6.4%	28		6.7%	24		7.6%	18		8.0%	16	
	DK/NA	1.2%	6		1.4%	6		1.7%	6		2.2%	5		1.5%	3	
3G. Provide flexible library space for new advanced and emerging technology	**Much more likely**	22.9%	111	51.1%	20.7%	91	48.5%	21.4%	76	53.7%	20.9%	48	50.6%	18.3%	36	49.7%
	Somewhat more likely	28.2%	137		27.7%	122		32.3%	115		29.8%	69		31.4%	61	
	No effect	30.3%	147		32.0%	141		26.5%	94		27.8%	65		28.2%	55	
	Somewhat less likely	8.5%	41		8.2%	36		7.8%	28		7.2%	17		7.5%	14	
	Much less likely	7.8%	38		8.6%	38		8.8%	31		10.6%	24		10.3%	20	
	DK/NA	2.4%	12		2.7%	12		3.3%	12		4.0%	9		4.3%	8	
3H. Provide space for science, technology, engineering and math programs for youth and teens	**Much more likely**	26.9%	131	58.5%	25.3%	111	56.7%	27.4%	97	60.4%	23.0%	53	54.2%	20.5%	40	53.1%
	Somewhat more likely	31.6%	154		31.5%	138		33.0%	117		31.2%	72		32.5%	63	
	No effect	24.8%	120		26.1%	115		22.4%	79		25.8%	60		25.2%	49	
	Somewhat less likely	7.0%	34		6.6%	29		7.2%	26		9.2%	21		10.1%	20	
	Much less likely	8.9%	43		9.8%	43		8.9%	32		10.0%	23		10.3%	20	
	DK/NA	0.7%	4		0.8%	4		1.0%	4		1.1%	3		1.3%	3	

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
3I. Replace the aging Library with a safe, energy-efficient library that meets current safety codes for earthquake, fire and offers ADA accessibility	Much more likely	28.4%	62	61.6%	28.8%	58	61.7%	29.9%	48	63.2%	31.4%	33	59.1%	31.7%	27	60.6%
	Somewhat more likely	33.2%	72		32.9%	66		33.3%	53		27.7%	29		28.9%	25	
	No effect	21.2%	46		20.0%	40		19.1%	31		18.9%	20		18.0%	16	
	Somewhat less likely	6.9%	15		7.2%	15		5.5%	9		8.0%	8		7.0%	6	
	Much less likely	8.6%	19		9.1%	18		9.9%	16		10.6%	11		9.9%	8	
	DK/NA	1.8%	4		1.9%	4		2.4%	4		3.7%	4		4.5%	4	
3J. Create library space for free family programs, activities, and classes	Much more likely	21.7%	47	51.5%	22.7%	46	52.9%	20.9%	33	52.7%	20.4%	21	52.3%	18.5%	16	49.9%
	Somewhat more likely	29.8%	65		30.2%	61		31.9%	51		31.9%	33		31.4%	27	
	No effect	28.9%	63		26.9%	54		26.5%	42		25.0%	26		26.1%	22	
	Somewhat less likely	6.7%	15		7.1%	14		7.0%	11		6.4%	7		7.8%	7	
	Much less likely	11.8%	26		12.0%	24		12.3%	20		14.2%	15		14.8%	13	
	DK/NA	1.1%	2		1.2%	2		1.5%	2		2.2%	2		1.5%	1	
3K. Provide a separate teen area in the Library	Much more likely	16.5%	36	45.5%	17.1%	34	44.2%	15.2%	24	47.5%	13.5%	14	44.3%	13.4%	12	43.8%
	Somewhat more likely	29.0%	63		27.1%	55		32.3%	52		30.8%	32		30.4%	26	
	No effect	35.0%	76		34.9%	70		31.7%	51		32.9%	34		30.9%	27	
	Somewhat less likely	8.0%	17		8.5%	17		7.9%	13		7.0%	7		7.5%	6	
	Much less likely	10.7%	23		11.6%	23		11.9%	19		15.3%	16		17.0%	15	
	DK/NA	0.8%	2		0.8%	2		1.0%	2		0.6%	1		0.8%	1	
3L. Provide a safe, energy-efficient library that meets earthquake and fire codes	Much more likely	27.0%	59	59.8%	28.3%	57	59.9%	28.2%	45	62.0%	33.7%	35	64.3%	33.1%	28	64.4%
	Somewhat more likely	32.8%	72		31.7%	64		33.8%	54		30.6%	32		31.3%	27	
	No effect	26.6%	58		26.8%	54		25.1%	40		21.8%	23		21.3%	18	
	Somewhat less likely	5.5%	12		5.9%	12		6.4%	10		6.1%	6		6.1%	5	
	Much less likely	6.9%	15		7.0%	14		6.1%	10		7.3%	8		7.4%	6	
	DK/NA	1.2%	3		0.3%	1		0.4%	1		0.6%	1		0.8%	1	
3M. Provide flexible space for active learning	Much more likely	15.8%	35	49.3%	16.3%	33	49.3%	14.8%	24	51.0%	17.5%	18	52.1%	16.3%	14	50.2%
	Somewhat more likely	33.5%	73		33.0%	66		36.2%	58		34.6%	36		33.8%	29	
	No effect	30.8%	67		30.0%	60		27.3%	44		23.4%	24		25.6%	22	
	Somewhat less likely	7.6%	17		7.5%	15		8.9%	14		8.1%	8		8.3%	7	
	Much less likely	9.6%	21		10.4%	21		9.2%	15		13.5%	14		13.4%	11	
	DK/NA	2.6%	6		2.9%	6		3.6%	6		3.1%	3		2.6%	2	
3N. Provide a safe, energy-efficient library with space for senior reading; after-school homework programs; children's story times and collection; and, public access computers and active learning center	Much more likely	28.1%	75	64.0%	27.5%	65	65.7%	31.3%	61	66.8%	28.8%	37	62.4%	28.2%	30	62.0%
	Somewhat more likely	35.9%	96		38.2%	91		35.5%	69		33.6%	43		33.8%	37	
	No effect	21.5%	58		20.3%	48		19.0%	37		21.8%	28		21.5%	23	
	Somewhat less likely	7.0%	19		5.6%	13		3.8%	7		4.1%	5		4.2%	4	
	Much less likely	5.7%	15		6.5%	15		7.9%	15		9.6%	12		9.6%	10	
	DK/NA	1.8%	5		2.0%	5		2.4%	5		2.2%	3		2.7%	3	
3O. Provide space for adult and student literacy and tutoring programs	Much more likely	18.1%	49	52.4%	18.2%	43	53.4%	17.5%	34	50.8%	20.0%	26	50.5%	20.6%	22	51.2%
	Somewhat more likely	34.3%	92		35.1%	84		33.3%	65		30.6%	39		30.6%	33	
	No effect	36.1%	97		33.7%	80		35.7%	69		34.5%	44		33.9%	37	
	Somewhat less likely	3.0%	8		3.3%	8		2.9%	6		3.2%	4		3.8%	4	
	Much less likely	7.0%	19		7.8%	19		8.5%	17		9.9%	13		8.7%	9	
	DK/NA	1.5%	4		1.7%	4		2.1%	4		2.0%	3		2.4%	3	
3P. Provide library space for large and small community meetings and education classrooms	Much more likely	18.9%	51	51.5%	19.2%	46	49.8%	18.2%	35	51.7%	19.5%	25	48.0%	17.4%	19	46.5%
	Somewhat more likely	32.6%	87		30.6%	73		33.5%	65		28.5%	36		29.1%	31	
	No effect	27.9%	75		28.5%	68		28.9%	56		31.2%	40		31.1%	34	
	Somewhat less likely	9.9%	27		9.7%	23		7.9%	15		9.2%	12		10.1%	11	
	Much less likely	7.9%	21		8.9%	21		7.6%	15		10.3%	13		10.4%	11	
	DK/NA	2.8%	7		3.1%	7		3.8%	7		1.5%	2		1.8%	2	

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
3Q. Include updated wiring to accommodate personal computers and other personal electronic devices in the Library	Much more likely	23.9%	64	54.5%	21.9%	52	54.2%	23.6%	46	55.1%	19.7%	25	46.2%	18.7%	20	46.8%
	Somewhat more likely	30.6%	82		32.3%	77		31.5%	61		26.5%	34		28.1%	30	
	No effect	25.8%	69		25.9%	62		24.6%	48		28.5%	36		27.1%	29	
	Somewhat less likely	7.2%	19		8.1%	19		6.9%	13		10.5%	13		12.4%	13	
	Much less likely	11.2%	30		10.3%	25		11.6%	22		12.2%	16		10.4%	11	
	DK/NA	1.3%	4		1.5%	4		1.8%	4		2.8%	4		3.3%	4	
3R. Provide library space for summer reading programs for school age children	Much more likely	21.6%	58	56.7%	23.6%	56	58.7%	23.2%	45	55.9%	25.1%	32	53.4%	24.4%	26	52.1%
	Somewhat more likely	35.1%	94		35.1%	83		32.7%	64		28.3%	36		27.7%	30	
	No effect	31.1%	83		28.9%	69		31.1%	61		32.9%	42		34.4%	37	
	Somewhat less likely	6.1%	16		5.5%	13		4.6%	9		4.8%	6		4.5%	5	
	Much less likely	4.8%	13		5.4%	13		6.6%	13		7.5%	10		7.1%	8	
	DK/NA	1.3%	3		1.4%	3		1.8%	3		1.6%	2		1.9%	2	

FEATURES OF THE MEASURE – RANKED BY INTENSITY MEAN SCORE

	Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
3N. Provide a safe, energy-efficient library with space for senior reading; after-school homework programs; children's story times and collection; and, public access computers and active learning center			0.75			0.76			0.80			0.69			0.69
3L. Provide a safe, energy-efficient library that meets earthquake and fire codes			0.68			0.69			0.72			0.78			0.77
3I. Replace the aging Library with a safe, energy-efficient library that meets current safety codes for earthquake, fire and offers ADA accessibility			0.67			0.66			0.69			0.65			0.69
3A. Provide dedicated space for children and teen programs			0.67			0.64			0.67			0.55			0.53
3R. Provide library space for summer reading programs for school age children			0.63			0.67			0.62			0.59			0.59
3H. Provide space for science, technology, engineering and math programs for youth and teens			0.61			0.56			0.63			0.48			0.43
3F. Improve senior and disabled access			0.58			0.61			0.60			0.66			0.65
3C. Provide a technology center with free wifi, public computers, and charging stations			0.57			0.58			0.56			0.48			0.47
3B. Provide improved accessibility to book and resource collections for seniors and disabled residents			0.56			0.57			0.57			0.63			0.63
3E. Increase seating and quiet reading areas			0.55			0.56			0.56			0.51			0.50
3O. Provide space for adult and student literacy and tutoring programs			0.54			0.54			0.49			0.48			0.52
3G. Provide flexible library space for new advanced and emerging technology			0.51			0.45			0.51			0.45			0.42
3Q. Include updated wiring to accommodate personal computers and other personal electronic devices in the Library			0.50			0.48			0.50			0.32			0.33
3P. Provide library space for large and small community meetings and education classrooms			0.46			0.43			0.49			0.38			0.34
3J. Create library space for free family programs, activities, and classes			0.43			0.45			0.43			0.39			0.32
3M. Provide flexible space for active learning			0.39			0.39			0.40			0.36			0.32
3D. Add collaborative space and meeting rooms			0.34			0.28			0.33			0.29			0.26
3K. Provide a separate teen area in the Library			0.33			0.30			0.31			0.21			0.16

INFORMATIONAL STATEMENTS

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
4A. The North County Library Authority oversees two libraries located in Los Altos on behalf of residents in Los Altos and Los Altos Hills.	**Much more likely to vote yes**	16.8%	81	29.5%	15.6%	69	29.1%	17.2%	61	29.7%	18.7%	43	29.7%	18.2%	35	28.2%
	Somewhat more likely to vote yes	12.7%	62		13.5%	59		12.5%	44		11.0%	25		10.0%	19	
	No effect	65.4%	318		65.8%	289		64.5%	229		64.2%	149		66.4%	129	
	DK/NA	5.2%	25		5.1%	22		5.9%	21		6.3%	15		5.4%	11	
4B. The measure will provide a state-of-the-art library that meets the educational and development needs of families and life-long learners from early literacy, K-12, college, career and personal growth.	**Much more likely to vote yes**	28.7%	139	57.2%	29.6%	130	56.7%	30.5%	108	60.6%	28.8%	67	56.1%	27.8%	54	56.8%
	Somewhat more likely to vote yes	28.5%	138		27.1%	119		30.1%	107		27.3%	63		29.0%	56	
	No effect	39.6%	192		40.4%	177		35.8%	127		41.0%	95		41.0%	80	
	DK/NA	3.2%	16		2.9%	13		3.6%	13		3.1%	7		2.2%	4	
4C. The measure will provide a modern library that is designed for community programming, meeting and collaboration areas and dedicated quiet study and reading areas.	**Much more likely to vote yes**	27.0%	131	54.4%	26.5%	116	53.0%	28.0%	99	56.4%	28.6%	66	53.8%	27.2%	53	54.1%
	Somewhat more likely to vote yes	27.3%	133		26.5%	116		28.5%	101		25.2%	58		26.9%	52	
	No effect	42.3%	206		43.7%	192		40.5%	144		43.1%	100		43.6%	85	
	DK/NA	3.3%	16		3.3%	15		3.1%	11		3.2%	7		2.3%	5	
4D. The measure will provide a safe, accessible library space to provide free community classes and programs for all ages and interests.	**Much more likely to vote yes**	26.8%	130	55.4%	25.4%	112	55.5%	26.8%	95	56.4%	24.1%	56	51.7%	22.7%	44	50.9%
	Somewhat more likely to vote yes	28.6%	139		30.1%	132		29.7%	105		27.6%	64		28.2%	55	
	No effect	41.1%	200		40.9%	180		39.6%	141		44.6%	104		45.5%	88	
	DK/NA	3.5%	17		3.6%	16		3.9%	14		3.9%	9		3.7%	7	
4E. The measure will provide space for a robust collection of printed and digital materials, resources and services for all ages, reflecting the many interests of the community.	**Much more likely to vote yes**	24.8%	120	54.7%	26.0%	114	54.7%	27.0%	96	54.5%	26.6%	62	52.9%	25.0%	49	51.6%
	Somewhat more likely to vote yes	30.0%	146		28.7%	126		27.5%	98		26.2%	61		26.6%	52	
	No effect	42.2%	205		42.2%	185		42.0%	149		43.1%	100		45.5%	88	
	DK/NA	3.1%	15		3.1%	14		3.5%	13		4.2%	10		2.9%	6	
4F. The measure will give the North County Library Authority local control over local funds for local needs. The money cannot be taken by the State or either City.	**Much more likely to vote yes**	34.8%	169	61.7%	34.9%	153	62.0%	36.6%	130	63.1%	38.1%	88	63.1%	38.2%	74	63.3%
	Somewhat more likely to vote yes	26.8%	130		27.1%	119		26.5%	94		25.0%	58		25.0%	49	
	No effect	34.8%	169		35.1%	154		33.7%	119		35.2%	82		36.1%	70	
	DK/NA	3.6%	17		2.9%	13		3.2%	12		1.9%	4		0.6%	1	
4G. The measure requires independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised	**Much more likely to vote yes**	32.3%	157	62.5%	32.0%	141	62.1%	34.6%	123	64.2%	36.5%	85	62.6%	36.4%	71	63.6%
	Somewhat more likely to vote yes	30.2%	147		30.1%	132		29.6%	105		26.1%	60		27.2%	53	
	No effect	34.5%	168		34.8%	153		32.0%	114		33.9%	79		33.1%	64	
	DK/NA	3.0%	15		3.1%	13		3.8%	13		3.7%	9		3.3%	6	
4H. All of the funds will be used for the library and none of the money raised by the measure would be used for City or Town administrator salaries.	**Much more likely to vote yes**	44.2%	215	69.2%	45.1%	198	68.3%	47.1%	167	69.9%	45.8%	106	65.2%	45.9%	89	65.6%
	Somewhat more likely to vote yes	25.0%	121		23.2%	102		22.8%	81		19.4%	45		19.7%	38	
	No effect	28.6%	139		29.6%	130		27.4%	97		31.8%	74		31.7%	61	
	DK/NA	2.2%	11		2.2%	9		2.7%	9		3.2%	7		2.7%	5	
4I. The Main Library in Los Altos was built in 1964, remodeled in 1993, and is the oldest library in the County Library District. Improvements are needed to address outdated conditions, poor lighting, and lack of space for seating, book collections	**Much more likely to vote yes**	33.0%	160	60.8%	33.1%	145	60.4%	35.2%	125	62.8%	35.2%	82	59.6%	34.6%	67	58.0%
	Somewhat more likely to vote yes	27.8%	135		27.3%	120		27.6%	98		24.4%	57		23.4%	45	
	No effect	35.8%	174		36.3%	160		33.5%	119		37.1%	86		38.4%	75	
	DK/NA	3.3%	16		3.3%	15		3.7%	13		3.5%	8		3.6%	7	
4J. The Main Library was built in 1964 and may be unusable following a major earthquake or disaster. This measure would provide a seismically safe library for residents to use for years to come.	**Much more likely to vote yes**	34.0%	165	62.3%	36.0%	158	61.2%	36.2%	128	65.8%	35.7%	83	59.5%	34.7%	67	59.8%
	Somewhat more likely to vote yes	28.2%	137		25.2%	111		29.6%	105		23.8%	55		25.2%	49	
	No effect	34.1%	166		35.1%	154		30.5%	108		36.4%	84		36.8%	71	
	DK/NA	3.6%	18		3.7%	16		3.8%	13		4.3%	10		3.4%	7	
4K. Library programs for children and teens, including homework help, reading resources, and science, technology, engineering, and math programs are critical to providing our students with the resources they need.	**Much more likely to vote yes**	27.8%	135	56.1%	27.2%	120	54.9%	29.2%	104	59.3%	26.1%	61	52.2%	23.3%	45	51.4%
	Somewhat more likely to vote yes	28.4%	138		27.7%	122		30.0%	106		26.1%	61		28.1%	55	
	No effect	40.4%	196		41.2%	181		36.5%	130		44.5%	103		45.5%	88	
	DK/NA	3.5%	17		3.8%	17		4.2%	15		3.4%	8		3.1%	6	

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
4L. Senior citizens can be exempted from the measure	Much more likely to vote yes	24.8%	61	44.1%	25.2%	56	43.0%	25.7%	44	47.3%	31.0%	35	50.7%	34.0%	33	53.8%
	Somewhat more likely to vote yes	19.3%	47		17.8%	39		21.5%	37		19.7%	22		19.9%	19	
	No effect	47.0%	115		47.8%	106		43.5%	74		44.5%	51		41.6%	40	
	DK/NA	8.9%	22		9.3%	21		9.2%	16		4.8%	5		4.5%	4	

INFORMATIONAL STATEMENTS – RANKED BY INTENSITY MEAN SCORE

	Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
4H. All of the funds will be used for the library and none of the money raised by the measure would be used for City or Town administrator salaries.			1.16			1.16			1.20			1.14			1.15
4F. The measure will give the North County Library Authority local control over local funds for local needs. The money cannot be taken by the State or either City.			1.00			1.00			1.03			1.03			1.02
4J. The Main Library was built in 1964 and may be unusable following a major earthquake or disaster. This measure would provide a seismically safe library for residents to use for years to come.			1.00			1.01			1.06			0.99			0.98
4G. The measure requires independent citizen oversight, mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised			0.98			0.97			1.03			1.03			1.03
4I. The Main Library in Los Altos was built in 1964, remodeled in 1993, and is the oldest library in the County Library District. Improvements are needed to address outdated conditions, poor lighting, and lack of space for seating, book collections			0.97			0.97			1.02			0.98			0.96
4B. The measure will provide a state-of-the-art library that meets the educational and development needs of families and life-long learners from early literacy, K-12, college, career and personal growth.			0.89			0.89			0.94			0.87			0.86
4K. Library programs for children and teens, including homework help, reading resources, and science, technology, engineering, and math programs are critical to providing our students with the resources they need.			0.87			0.85			0.92			0.81			0.77
4D. The measure will provide a safe, accessible library space to provide free community classes and programs for all ages and interests.			0.85			0.84			0.87			0.79			0.76
4C. The measure will provide a modern library that is designed for community programming, meeting and collaboration areas and dedicated quiet study and reading areas.			0.84			0.82			0.87			0.85			0.83
4E. The measure will provide space for a robust collection of printed and digital materials, resources and services for all ages, reflecting the many interests of the community.			0.82			0.83			0.84			0.83			0.79
4L. Senior citizens can be exempted from the measure			0.76			0.75			0.80			0.86			0.92
4A. The North County Library Authority oversees two libraries located in Los Altos on behalf of residents in Los Altos and Los Altos Hills.			0.49			0.47			0.50			0.52			0.49

CRITICAL STATEMENTS

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
5A. The City of Los Altos and Town of Los Altos Hills wouldn't need this measure if they hadn't wasted our tax dollars, and this measure just gives the two cities a blank check.	Much more likely to vote no	15.7%	76	32.8%	16.5%	73	29.6%	15.5%	55	32.6%	17.3%	40	30.8%	17.3%	34	33.4%
	Somewhat more likely to vote no	17.1%	83		13.1%	57		17.1%	61		13.5%	31		16.1%	31	
	No effect	58.6%	285		62.0%	272		57.3%	203		59.5%	138		55.9%	109	
	DK/NA	8.6%	42		8.4%	37		10.1%	36		9.8%	23		10.6%	21	
5B. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes.	Much more likely to vote no	18.3%	89	34.8%	17.2%	76	34.8%	19.5%	69	36.5%	20.8%	48	37.1%	21.1%	41	38.7%
	Somewhat more likely to vote no	16.5%	80		17.5%	77		17.0%	60		16.3%	38		17.6%	34	
	No effect	57.1%	278		56.6%	249		54.3%	193		56.0%	130		53.4%	104	
	DK/NA	8.0%	39		8.6%	38		9.2%	33		7.1%	16		7.9%	15	
5C. The current libraries are well maintained, and we don't need a new library.	Much more likely to vote no	16.7%	81	39.5%	18.4%	81	40.5%	16.9%	60	37.9%	19.6%	45	39.0%	18.7%	36	38.4%
	Somewhat more likely to vote no	22.7%	110		22.1%	97		21.0%	75		19.5%	45		19.7%	38	
	No effect	52.3%	254		52.2%	229		52.7%	187		53.1%	123		54.2%	105	
	DK/NA	8.2%	40		7.4%	32		9.4%	33		8.1%	19		7.5%	14	
5D. Voters have already passed millions of dollars in school property taxes, State income taxes and County sales tax increases in the last few years. Enough is enough, taxes are already too high.	Much more likely to vote no	25.4%	124	48.1%	25.2%	111	46.9%	25.2%	89	46.9%	24.4%	57	45.3%	24.5%	48	46.6%
	Somewhat more likely to vote no	22.7%	110		21.7%	95		21.7%	77		20.8%	48		22.1%	43	
	No effect	46.0%	224		47.3%	208		46.8%	166		48.7%	113		47.1%	92	
	DK/NA	5.9%	28		5.8%	26		6.3%	22		6.2%	14		6.3%	12	
5E. With the educational and research resources available on the internet, we don't need an updated library building in the 21st century.	Much more likely to vote no	11.9%	58	27.5%	12.9%	57	27.9%	11.9%	42	27.2%	16.0%	37	29.6%	16.2%	31	31.5%
	Somewhat more likely to vote no	15.6%	76		15.0%	66		15.3%	54		13.6%	31		15.3%	30	
	No effect	65.2%	317		64.3%	283		65.1%	231		63.6%	148		60.7%	118	
	DK/NA	7.3%	36		7.8%	34		7.7%	27		7.0%	16		7.8%	15	
5F. A new library changes the rural character of the Los Altos Civic Center.	Much more likely to vote no	11.0%	54	19.4%	11.1%	49	18.0%	9.0%	32	18.2%	9.9%	23	17.9%	9.5%	18	17.6%
	Somewhat more likely to vote no	8.4%	41		6.9%	30		9.3%	33		8.0%	19		8.1%	16	
	No effect	73.4%	357		74.8%	328		74.5%	264		75.0%	174		75.5%	147	
	DK/NA	7.2%	35		7.2%	32		7.3%	26		7.3%	17		6.9%	13	
5G. The State has increased gas taxes and vehicle registration fees, and the Bay Area regional government increased bridge tolls. Instead of asking for more taxes, the State and local governments need to cut waste and do a better job with taxpayer money	Much more likely to vote no	25.6%	124	46.1%	24.9%	109	44.3%	24.2%	86	46.0%	22.7%	53	42.8%	21.7%	42	43.0%
	Somewhat more likely to vote no	20.5%	99		19.5%	86		21.8%	77		20.1%	47		21.3%	41	
	No effect	49.5%	240		51.0%	224		49.7%	176		53.4%	124		52.9%	103	
	DK/NA	4.5%	22		4.7%	21		4.3%	15		3.9%	9		4.1%	8	
5H. With high State and local taxes no longer all being deductible, we can't afford another local tax.	Much more likely to vote no	23.0%	112	47.7%	22.4%	98	46.2%	21.3%	75	48.0%	20.2%	47	42.5%	19.3%	38	43.3%
	Somewhat more likely to vote no	24.6%	120		23.8%	105		26.7%	95		22.3%	52		24.0%	47	
	No effect	44.4%	216		45.2%	199		43.2%	153		49.2%	114		48.1%	93	
	DK/NA	8.0%	39		8.6%	38		8.9%	31		8.5%	20		8.6%	17	

CRITICAL STATEMENTS — RANKED BY INTENSITY MEAN SCORE

	Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
5D. Voters have already passed millions of dollars in school property taxes, State income taxes and County sales tax increases in the last few years. Enough is enough, taxes are already too high.			0.78			0.77			0.77			0.74			0.76
5H. With high State and local taxes no longer all being deductible, we can't afford another local tax.			0.77			0.75			0.76			0.68			0.69
5G. The State has increased gas taxes and vehicle registration fees, and the Bay Area regional government increased bridge tolls. Instead of asking for more taxes, the State and local governments need to cut waste and do a better job with taxpayer money			0.75			0.73			0.73			0.68			0.67
5C. The current libraries are well maintained, and we don't need a new library.			0.61			0.63			0.61			0.64			0.62
5B. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we look at increasing taxes.			0.58			0.57			0.62			0.62			0.65
5A. The City of Los Altos and Town of Los Altos Hills wouldn't need this measure if they hadn't wasted our tax dollars, and this measure just gives the two cities a blank check.			0.53			0.50			0.54			0.53			0.57
5E. With the educational and research resources available on the internet, we don't need an updated library building in the 21st century.			0.43			0.44			0.42			0.49			0.52
5F. A new library changes the rural character of the Los Altos Civic Center.			0.33			0.31			0.29			0.30			0.29

INFORMED BALLOT TEST & TAX THRESHOLDS — PARCEL TAX

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
6. To provide an earthquake-safe, energy-efficient library including: •dedicated space for children and teen programs; •accessible space for book and resource collections; •free wifi, public computers, active learning center, and charging stations; •added collaborative space and meeting rooms; •increased seating and quiet reading areas; and •improved senior and disabled access; shall the measure authorizing the North County Library Authority to levy $265 per parcel, providing an average of $3.7 million dollars annually, for 30 years, requiring independent citizen oversight and annual audits, be adopted?	Definitely Yes	22.2%	54		23.5%	52		25.2%	43		26.8%	31		24.1%	23	
	Probably Yes	28.7%	70		28.0%	62		32.5%	55		29.1%	33		30.6%	30	
	Probably No	17.7%	43		18.8%	42		16.8%	29		17.6%	20		17.9%	17	
	Definitely No	22.7%	56		21.7%	48		19.7%	33		21.9%	25		22.2%	22	
	DK/NA	8.7%	21		8.1%	18		5.8%	10		4.5%	5		5.3%	5	
	Total Yes	50.9%	124		51.5%	114		57.7%	98		55.9%	64		54.7%	53	
	Total No	40.4%	99		40.5%	90		36.5%	62		39.6%	45		40.0%	39	
7A. $365 dollars per year	Definitely Yes	15.1%	37		15.6%	35		16.2%	28		17.7%	20		15.5%	15	
	Probably Yes	20.1%	49		21.3%	47		23.2%	40		23.3%	27		23.3%	23	
	Probably No	19.6%	48		19.7%	44		19.7%	34		17.0%	19		16.0%	16	
	Definitely No	33.6%	82		33.8%	75		32.1%	55		34.2%	39		36.6%	36	
	DK/NA	11.7%	29		9.5%	21		8.9%	15		7.7%	9		8.5%	8	
	Total Yes	35.1%	86		37.0%	82		39.4%	67		41.0%	47		38.8%	38	
	Total No	53.2%	130		53.5%	118		51.7%	88		51.2%	58		52.6%	51	
7B. $265 dollars per year	Definitely Yes	24.2%	59		24.6%	55		27.3%	46		29.2%	33		26.9%	26	
	Probably Yes	20.1%	49		22.0%	49		24.7%	42		22.1%	25		24.4%	24	
	Probably No	17.4%	43		19.1%	42		16.5%	28		14.3%	16		13.9%	14	
	Definitely No	24.2%	59		23.0%	51		21.4%	36		26.5%	30		26.8%	26	
	DK/NA	14.1%	34		11.2%	25		10.2%	17		7.8%	9		8.0%	8	
	Total Yes	44.3%	108		46.7%	103		52.0%	89		51.3%	59		51.3%	50	
	Total No	41.6%	102		42.1%	93		37.9%	64		40.8%	47		40.7%	39	
7C. $165 dollars per year	Definitely Yes	33.6%	82		35.0%	77		39.3%	67		43.4%	50		41.2%	40	
	Probably Yes	23.4%	57		24.6%	54		26.1%	44		21.1%	24		22.7%	22	
	Probably No	12.7%	31		13.3%	29		9.6%	16		7.8%	9		7.4%	7	
	Definitely No	21.0%	51		19.5%	43		20.2%	34		24.8%	28		25.5%	25	
	DK/NA	9.2%	23		7.6%	17		4.9%	8		2.8%	3		3.3%	3	
	Total Yes	57.1%	140		59.6%	132		65.4%	111		64.5%	74		63.8%	62	
	Total No	33.7%	82		32.8%	73		29.8%	51		32.6%	37		32.9%	32	

INFORMED BALLOT TEST & TAX THRESHOLDS – BOND MEASURE

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
8. To provide an earthquake-safe, energy-efficient library including: •dedicated space for children and teen programs; •accessible space for book and resource collections; •free wifi, public computers, active learning center, and charging stations; •added collaborative space and meeting rooms; •increased seating and quiet reading areas; and •improved senior and disabled access; shall the measure authorizing North County Library Authority to issue $55 million dollars in bonds at legal rates, providing approximately $3.7 million dollars annually, for 30 years, assessing $17 dollars per $100,000 requiring independent oversight, be adopted?	Definitely Yes	31.2%	75		31.9%	69		29.7%	55		29.7%	35		28.3%	27	
	Probably Yes	31.5%	76		29.0%	63		33.0%	61		29.7%	35		29.3%	29	
	Probably No	15.4%	37		16.2%	35		14.1%	26		14.4%	17		15.6%	15	
	Definitely No	15.6%	38		15.8%	34		16.1%	30		18.2%	22		19.0%	19	
	DK/NA	6.4%	15		7.1%	15		7.0%	13		8.4%	10		7.8%	8	
	Total Yes	62.6%	151		60.9%	133		62.8%	116		59.3%	70		57.6%	56	
	Total No	31.0%	75		32.0%	70		30.2%	56		32.6%	39		34.6%	34	
9A. $23 dollars per $100,000 dollars of assessed valuation per year	Definitely Yes	20.6%	50		22.2%	48		21.3%	39		19.7%	23		19.1%	19	
	Probably Yes	24.1%	58		24.3%	53		24.0%	44		26.4%	31		24.7%	24	
	Probably No	22.7%	55		21.0%	46		21.2%	39		17.2%	20		16.8%	16	
	Definitely No	21.9%	53		22.8%	50		22.8%	42		25.3%	30		26.2%	25	
	DK/NA	10.6%	26		9.6%	21		10.7%	20		11.7%	14		13.2%	13	
	Total Yes	44.7%	108		46.5%	101		45.4%	84		46.2%	54		43.8%	43	
	Total No	44.6%	108		43.8%	95		43.9%	81		42.5%	50		43.1%	42	
9B. $17 dollars per $100,000 dollars of assessed valuation per year	Definitely Yes	28.8%	70		31.2%	68		29.7%	55		29.2%	34		28.5%	28	
	Probably Yes	24.8%	60		22.4%	49		25.2%	46		26.8%	32		25.1%	24	
	Probably No	19.7%	48		18.5%	40		17.6%	32		12.7%	15		13.6%	13	
	Definitely No	19.4%	47		20.1%	44		20.3%	37		22.8%	27		22.1%	21	
	DK/NA	7.2%	17		7.9%	17		7.2%	13		8.9%	10		10.8%	10	
	Total Yes	53.7%	130		53.6%	117		54.9%	101		56.0%	66		53.6%	52	
	Total No	39.1%	94		38.6%	84		37.9%	70		35.5%	42		35.7%	35	
9C. $11 dollars per $100,000 dollars of assessed valuation per year	Definitely Yes	40.0%	97		41.3%	90		40.2%	74		37.9%	45		36.3%	35	
	Probably Yes	22.6%	55		22.2%	48		21.0%	39		24.0%	28		24.4%	24	
	Probably No	17.0%	41		15.5%	34		18.1%	33		12.8%	15		12.7%	12	
	Definitely No	14.4%	35		14.5%	32		14.5%	27		17.3%	20		17.4%	17	
	DK/NA	6.0%	14		6.5%	14		6.2%	11		8.4%	10		9.1%	9	
	Total Yes	62.7%	151		63.5%	138		61.2%	113		61.9%	73		60.8%	59	
	Total No	31.3%	76		30.0%	65		32.6%	60		30.1%	35		30.1%	29	

DEMOGRAPHICS

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
A. Do any children under the age of 18 live in your household?	Yes	32.2%	157		30.1%	132		27.8%	99		21.1%	49		15.9%	31	
	No	66.3%	322		68.6%	301		71.1%	252		77.7%	180		82.5%	160	
	DK/NA	1.5%	7		1.4%	6		1.1%	4		1.3%	3		1.5%	3	
B. Respondent's Gender	Male	47.4%	230		46.7%	205		47.3%	168		50.3%	117		50.4%	98	
	Female	50.6%	246		51.3%	225		51.2%	181		49.3%	114		49.0%	95	
	Other	2.1%	10		2.0%	9		1.5%	5		0.5%	1		0.6%	1	
C. Age	18-29	7.1%	35		7.4%	33		5.8%	21		2.2%	5		2.6%	5	
	30-39	5.8%	28		5.5%	24		4.4%	16		2.9%	7		2.4%	5	
	40-49	14.1%	69		12.3%	54		12.7%	45		6.0%	14		4.3%	8	
	50-64	34.9%	170		34.2%	150		30.9%	110		31.1%	72		28.7%	56	
	65+	36.1%	176		38.5%	169		43.6%	154		54.1%	126		57.3%	111	
	Not coded	1.9%	9		2.1%	9		2.5%	9		3.9%	9		4.7%	9	
D. Ethnic Surname	Japanese	0.5%	3		0.3%	2		0.4%	2		0.0%	0		0.0%	0	
	Chinese	5.3%	26		4.5%	20		4.7%	17		3.5%	8		3.7%	7	
	Hispanic	2.6%	13		2.8%	12		2.7%	10		2.8%	6		1.9%	4	
	Jewish	6.3%	30		6.9%	30		7.1%	25		8.2%	19		8.4%	16	
	Armenian	0.0%	0		0.0%	0		0.0%	0		0.0%	0		0.0%	0	
	Vietnamese	1.2%	6		0.9%	4		1.2%	4		0.8%	2		1.0%	2	
	Italian	1.4%	7		1.5%	7		1.2%	4		1.8%	4		2.2%	4	
	Korean	0.9%	4		1.0%	4		1.2%	4		0.3%	1		0.4%	1	
	African American	0.2%	1		0.2%	1		0.2%	1		0.4%	1		0.4%	1	
	Not Coded	81.7%	397		81.8%	359		81.3%	288		82.5%	191		82.0%	159	
E. Homeownership Status	Owner	85.0%	413		85.6%	376		87.3%	309		93.6%	217		93.4%	181	
	Renter	15.0%	73		14.4%	63		12.7%	45		6.5%	15		6.6%	13	
F. Party	Democrat	44.3%	215		46.5%	204		45.3%	160		44.9%	104		42.3%	82	
	Republican	28.1%	137		28.5%	125		33.1%	117		33.9%	79		38.7%	75	
	Other	2.3%	11		2.1%	9		2.6%	9		4.0%	9		4.8%	9	
	DTS	25.3%	123		22.9%	101		19.0%	68		17.4%	40		14.2%	28	
G. Household Party Type	Dem 1	16.3%	79		17.2%	76		16.9%	60		17.4%	40		16.5%	32	
	Dem 2+	16.1%	78		17.2%	75		17.2%	61		17.0%	39		16.8%	33	
	Rep 1	7.9%	38		8.0%	35		9.2%	33		8.9%	21		10.0%	19	
	Rep 2+	10.8%	53		11.1%	49		13.2%	47		13.8%	32		15.2%	30	
	Other 1	12.9%	63		11.2%	49		9.2%	33		7.1%	17		6.6%	13	
	Other 2+	4.7%	23		4.7%	20		4.1%	15		6.5%	15		4.5%	9	
	Dem & Rep	8.1%	40		8.2%	36		8.5%	30		10.2%	24		11.2%	22	
	Dem & Other	12.6%	61		12.6%	55		11.1%	40		9.3%	22		9.2%	18	
	Rep & Other	8.5%	42		7.8%	34		7.8%	28		7.5%	17		8.3%	16	
	Dem, Rep & Other	1.9%	9		2.1%	9		2.6%	9		2.4%	6		1.7%	3	
H. Registration Date	2017 to 2018	0.0%	0		0.0%	0		0.0%	0		0.0%	0		0.0%	0	
	2013 to 2016	20.9%	101		22.0%	97		19.1%	68		10.0%	23		10.6%	21	
	2009 to 2012	9.2%	45		7.7%	34		8.9%	32		7.3%	17		7.3%	14	
	2005 to 2008	12.2%	59		11.9%	52		11.1%	39		12.3%	29		11.6%	22	
	2001 to 2004	11.6%	57		10.8%	47		11.1%	39		11.0%	26		10.2%	20	
	1997 to 2000	8.4%	41		9.0%	40		9.0%	32		7.9%	18		6.0%	12	
	1993 to 1996	8.3%	40		8.6%	38		8.8%	31		12.0%	28		12.1%	23	
	1981 to 1992	12.8%	62		14.0%	62		14.3%	51		18.9%	44		18.7%	36	
	1980 or before	16.7%	81		15.9%	70		17.8%	63		20.8%	48		23.5%	46	
	Not Coded	0.0%	0		0.0%	0		0.0%	0		0.0%	0		0.0%	0	

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
I. Voting History							see detailed crosstabs									
J. Times Voted in Last Elections	2	6.3%	31		6.2%	27		5.7%	20		0.0%	0		0.0%	0	
	3	4.2%	20		2.4%	11		2.5%	9		0.0%	0		0.0%	0	
	4	5.8%	28		3.3%	15		4.9%	17		0.5%	1		0.6%	1	
	5	5.7%	27		4.9%	22		1.9%	7		1.3%	3		1.0%	2	
	6	4.4%	21		3.5%	16		2.4%	8		0.5%	1		0.6%	1	
	7	6.3%	31		5.2%	23		5.1%	18		1.9%	4		1.5%	3	
	8	7.2%	35		7.8%	34		4.4%	16		2.1%	5		1.4%	3	
	9	8.6%	42		9.5%	42		6.8%	24		3.5%	8		2.0%	4	
	10	5.7%	27		6.3%	27		5.2%	18		3.2%	8		1.6%	3	
	11	8.4%	41		9.3%	41		10.5%	37		12.1%	28		9.8%	19	
	12	4.3%	21		4.7%	21		5.2%	18		6.4%	15		5.8%	11	
	13	6.2%	30		6.9%	30		8.5%	30		11.9%	28		10.8%	21	
	14	7.6%	37		8.4%	37		10.4%	37		15.9%	37		17.3%	34	
	15	9.4%	46		10.4%	46		12.6%	45		19.7%	46		22.4%	44	
	16	10.1%	49		11.1%	49		13.8%	49		21.1%	49		25.2%	49	
K. Absentee Voter	0	10.2%	50		9.6%	42		2.7%	9		5.1%	12		5.1%	10	
	1	7.6%	37		7.3%	32		1.4%	5		3.8%	9		2.9%	6	
	2	8.9%	43		8.1%	36		7.3%	26		1.8%	4		2.2%	4	
	3	4.5%	22		3.8%	17		4.2%	15		0.6%	1		0.7%	1	
	4	5.6%	27		2.7%	12		5.5%	20		1.2%	3		1.0%	2	
	5	3.5%	17		3.3%	15		2.0%	7		1.4%	3		1.6%	3	
	6	5.5%	26		6.0%	26		4.8%	17		2.1%	5		1.6%	3	
	7	5.7%	28		5.5%	24		6.3%	22		2.3%	5		1.2%	2	
	8	3.6%	18		4.0%	17		4.1%	15		3.2%	7		1.5%	3	
	9	4.9%	24		5.5%	24		6.8%	24		3.5%	8		3.3%	6	
	10	6.1%	29		6.7%	29		8.3%	29		7.6%	18		6.7%	13	
	11	4.3%	21		4.8%	21		6.0%	21		7.3%	17		6.4%	12	
	12	5.0%	24		5.5%	24		6.8%	24		9.0%	21		8.7%	17	
	13	8.3%	40		9.2%	40		11.4%	40		16.9%	39		17.3%	34	
	14	6.9%	33		7.6%	33		9.4%	33		14.4%	33		16.7%	33	
	15	4.2%	21		4.7%	21		5.8%	21		8.9%	21		9.9%	19	
	16	5.3%	26		5.8%	26		7.2%	26		11.1%	26		13.2%	26	
L. Likely November 2018 Voter	Yes	100.0%	486		100.0%	439		100.0%	355		100.2%	232		100.0%	194	
	No	0.0%	0		0.0%	0		0.0%	0		0.0%	0		0.0%	0	
M. Likely November 2019 Voter	Yes	39.9%	194		44.2%	194		54.0%	192		83.7%	194		100.0%	194	
	No	60.1%	292		55.8%	245		46.0%	163		16.5%	38		0.0%	0	
N. Likely March 2020 Voter	Yes	90.4%	439		100.0%	439		94.8%	336		100.2%	232		100.0%	194	
	No	9.6%	47		0.0%	0		5.2%	18		0.0%	0		0.0%	0	
O. Likely June 2020 Voter	Yes	79.7%	387		86.7%	381		91.8%	325		100.2%	232		100.0%	194	
	No	20.3%	99		13.3%	58		8.2%	29		0.0%	0		0.0%	0	
P. Likely November 2020 Voter	Yes	100.0%	486		100.0%	439		100.0%	355		100.2%	232		100.0%	194	
	No	0.0%	0		0.0%	0		0.0%	0		0.0%	0		0.0%	0	
Q. Permanent Absentee Voter	Yes	80.8%	393		81.8%	359		94.1%	334		87.5%	203		88.0%	171	
	No	19.2%	93		18.2%	80		5.9%	21		12.7%	29		12.0%	23	
R. Likely Absentee Voter	Yes	79.7%	387		80.5%	354		94.8%	336		88.4%	205		89.1%	173	
	No	20.3%	99		19.5%	86		5.2%	19		11.7%	27		10.9%	21	

		Likely November 2018 Voter			Likely March 2020 Voter			Likely Mail Ballot 2019			Likely Special Election 2019			Likely November 2019 Voter		
		Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean	Column N %	Count	∑ or Mean
S. City	Los Altos	76.3%	371		78.0%	343		74.3%	263		79.2%	184		79.1%	154	
	Los Altos Hills	23.7%	115		22.0%	96		25.7%	91		20.9%	49		20.9%	40	
T. Interview Type	Cell phone	8.0%	39		8.0%	35		8.7%	31		14.2%	33		12.5%	24	
	Landline	10.3%	50		10.2%	45		11.1%	39		15.6%	36		15.8%	31	
	Email invite	12.1%	59		10.8%	47		13.3%	47		10.3%	24		11.0%	21	
	Text invite	69.6%	338		71.0%	312		66.9%	237		60.0%	139		60.7%	118	