



Memo

To: Allan Hancock Joint Community College District
From: Ruth Bernstein
Date: September 13, 2005
Re: Survey of likely June 2006 voters in AHJCCD

The Evans McDonough Company (EMC) recently completed a telephone survey of 500 randomly selected likely June 2006 voters in the Allan Hancock Joint Community College District (AHJCCD). This random sample was representative of the entire community college district, both demographically and geographically. The sample of 500 likely voters was drawn from a list of registered voters within the district. In this survey, we measured voter attitudes regarding the programs and management of the Allan Hancock Joint Community College District, as well as their opinions regarding a general obligation bond and the programs it could fund.

A detailed analysis of the results indicates the following key findings:

- More than two-thirds of voters are willing to approve a measure allowing the AHJCCD to issue general obligation bonds;
- Voters have exceptionally positive opinions of Allan Hancock College;
- The vast majority of voters trust the AHJCCD to properly manage their tax dollars; there is concern among a small number of voters over the size of the bond and about tax increases in general;
- Preparing students to transfer to 4-year universities and providing affordable higher education are rated highly important by voters;
- Replacing leaky roofs, building new classrooms, and adding facilities for public safety training are important projects to voters.

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Votes

Respondents were asked three times whether or not they would support a general obligation bond offering by the Allan Hancock Joint Community College District. The first vote was before any information was given about the college or the projects that could be funded by the bond. The second vote came after respondents heard supportive arguments about Allan Hancock College and information regarding specific projects that could be funded if the measure passed. The final vote followed arguments in favor of the measure. The measure needs 55% support to pass on Election Day. The results were as follows:

- Vote 1 – 64% Yes; 8% Lean Yes → **72% support**
- Vote 2 – 66% Yes; 5% Lean Yes → **71% support**
- Vote 3 – 69% Yes; 5% Lean Yes → **74% support**

Opinions of AHJCCD

Respondents were asked their opinions of Allan Hancock College. Some of the results are highlighted below:

- **95%** gave the College a “Favorable” rating
- **88%** rate the Overall Quality of Education as “Excellent” or “Good”
- **80%** say they trust AHJCCD to make good decisions with tax dollars

College Role/Bond Projects

Respondents were asked to rate the importance of certain roles for the College to fill within the community and of specific projects that could be funded if the bond measure was successful. Respondents were asked to use a 7-point scale, where 7 means “Very Important” and 1 means “Not at All Important.” Some of those results are highlighted below:

- **70%** rate preparing students for 4-year universities as a “7”
- **68%** rate providing affordable local higher education as a “7”
- **89%** rate replacing leaky roofs on campus buildings as “important” (5 or higher)
- **87%** rate adding classrooms and labs for science, nursing, and dental programs as “important” (5 or higher)
- **85%** rate improving public safety training facilities for police, fire, and EMT workers as “important” (5 or higher)

Taxes

Some respondents do express reluctance toward a tax increase. Forty-six percent say they generally oppose increases in property taxes, regardless of their use. However, this is to be expected in a traditionally conservative area such as the AHJCCD. Furthermore, among those who say they generally oppose property tax increases, 65% vote in favor of the bond measure at the end of the survey.

Recommendations

We recommend that the Allan Hancock Joint Community College District move forward with plans to place the general obligation bond on the June 2006 ballot.