



EL CAMINO COLLEGE

***N=471 Likely Voters
May 20-22, 2012***

Stephen M. Kinney • Partner

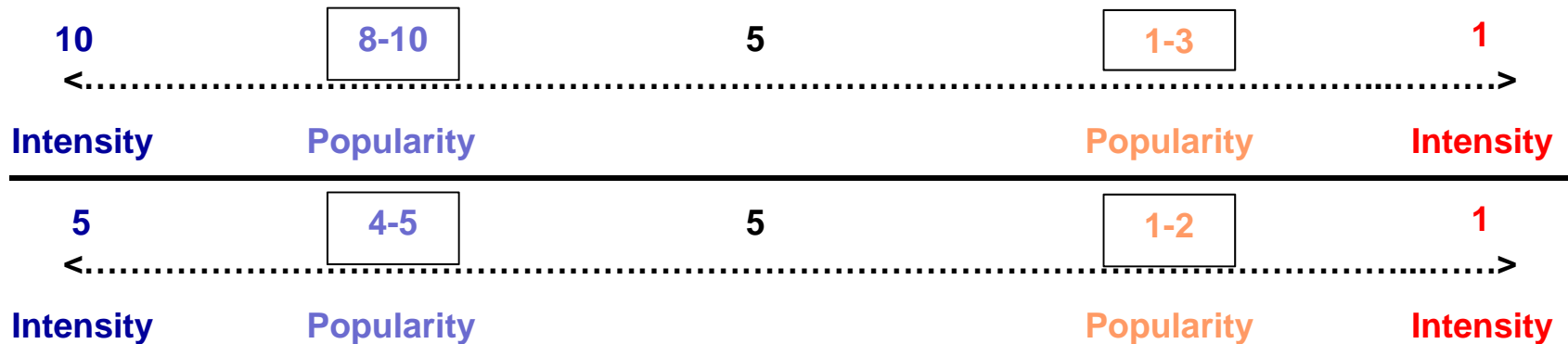
Matthew Jason • Director of West Coast Operations



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)*

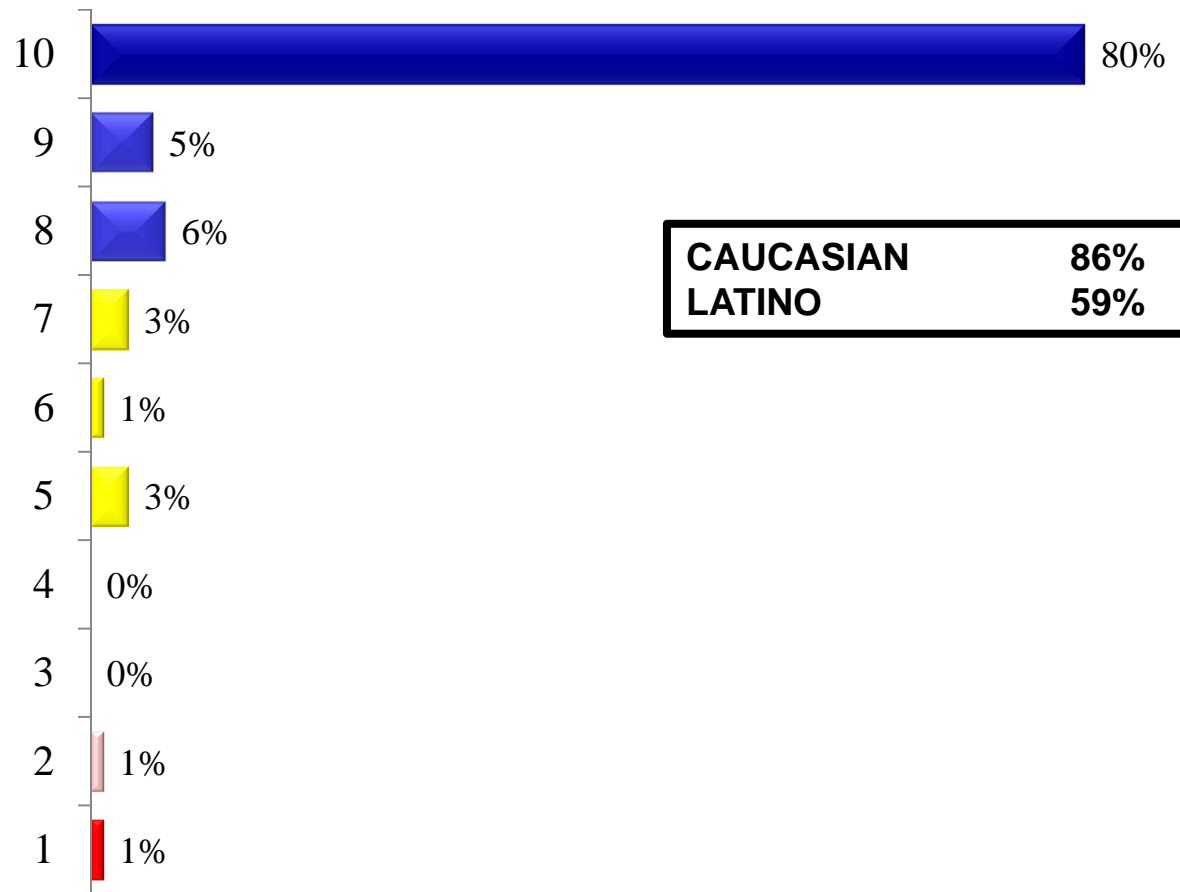
Demographics

*Men/Women, working women, retired, homemakers, Republican/Democratic/Independent,
Caucasian//African American/Hispanic-Latino, etc.*

NOVEMBER TURNOUT PROJECTION

About eighty percent (80%) of the likely voters for the November general election in the college district say it is very likely that they will vote. This translates to a likely turnout of approximately 68%-72%.

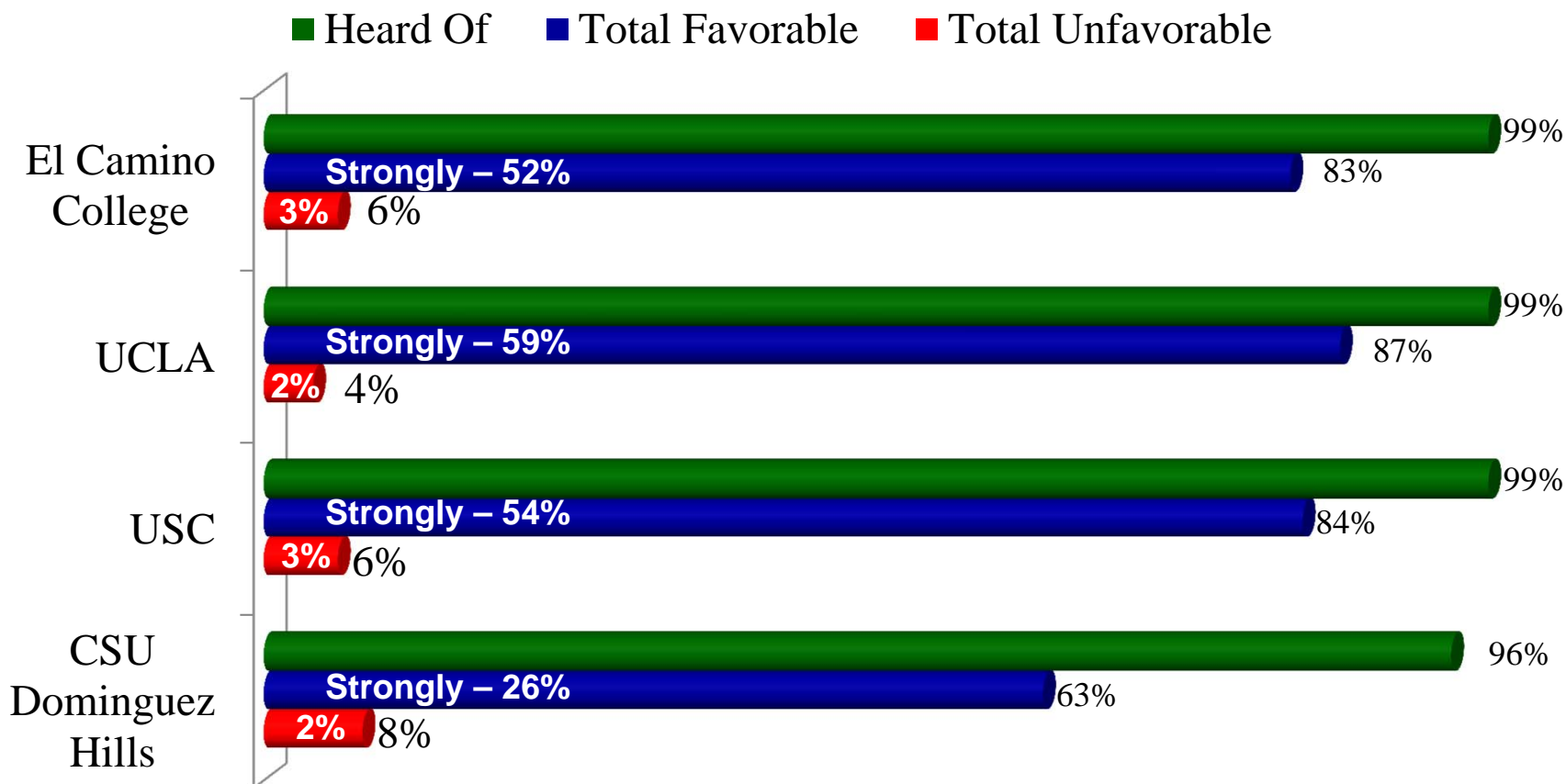
Now thinking for a moment about this year's November election... I understand that the election is still several months away, and I also understand that all of us are busy. Sometimes we have time to vote and sometimes we do not. For the sake of this survey, please rate for me on a scale of one to ten with ten being VERY LIKELY and one being NOT LIKELY AT ALL, how likely it is that you will vote in this year's November elections?



**El Camino
College District
Mood**

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?



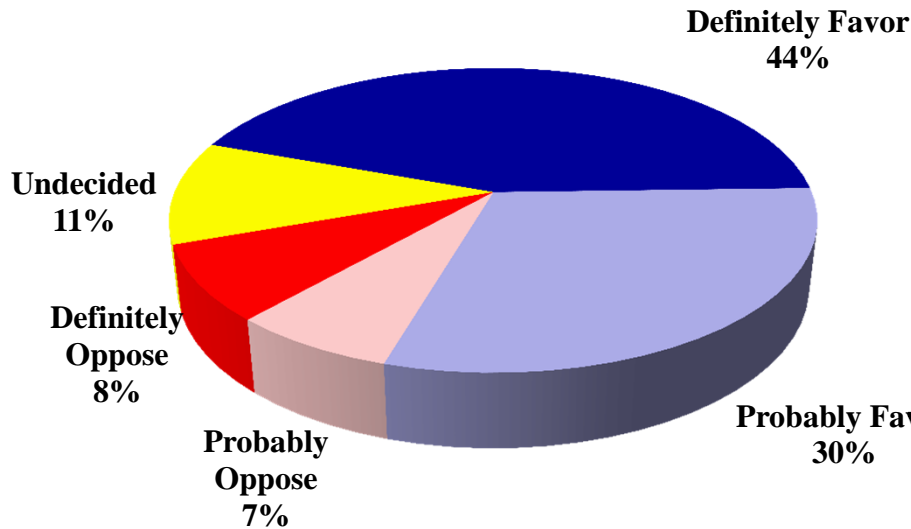
Initial Bond Extension Ballot

Voters in the district have an overwhelmingly positive opinion when first asked about the bond extension measure for El Camino College (68% favor and 16% oppose), but the opinion is not as positive as it was in February (74%/15%). The forty-two percent (42%) definite support level now, which is within the margin of error of the February survey (44%), means that the measure has a solid base of supporters.

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?

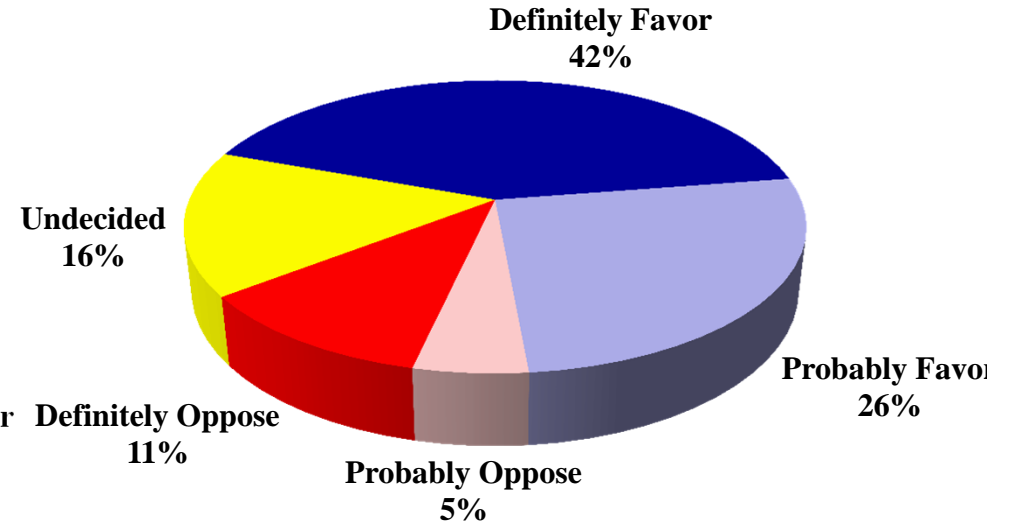
FEBRUARY SURVEY

Total Favor	74%
Total Oppose	15%



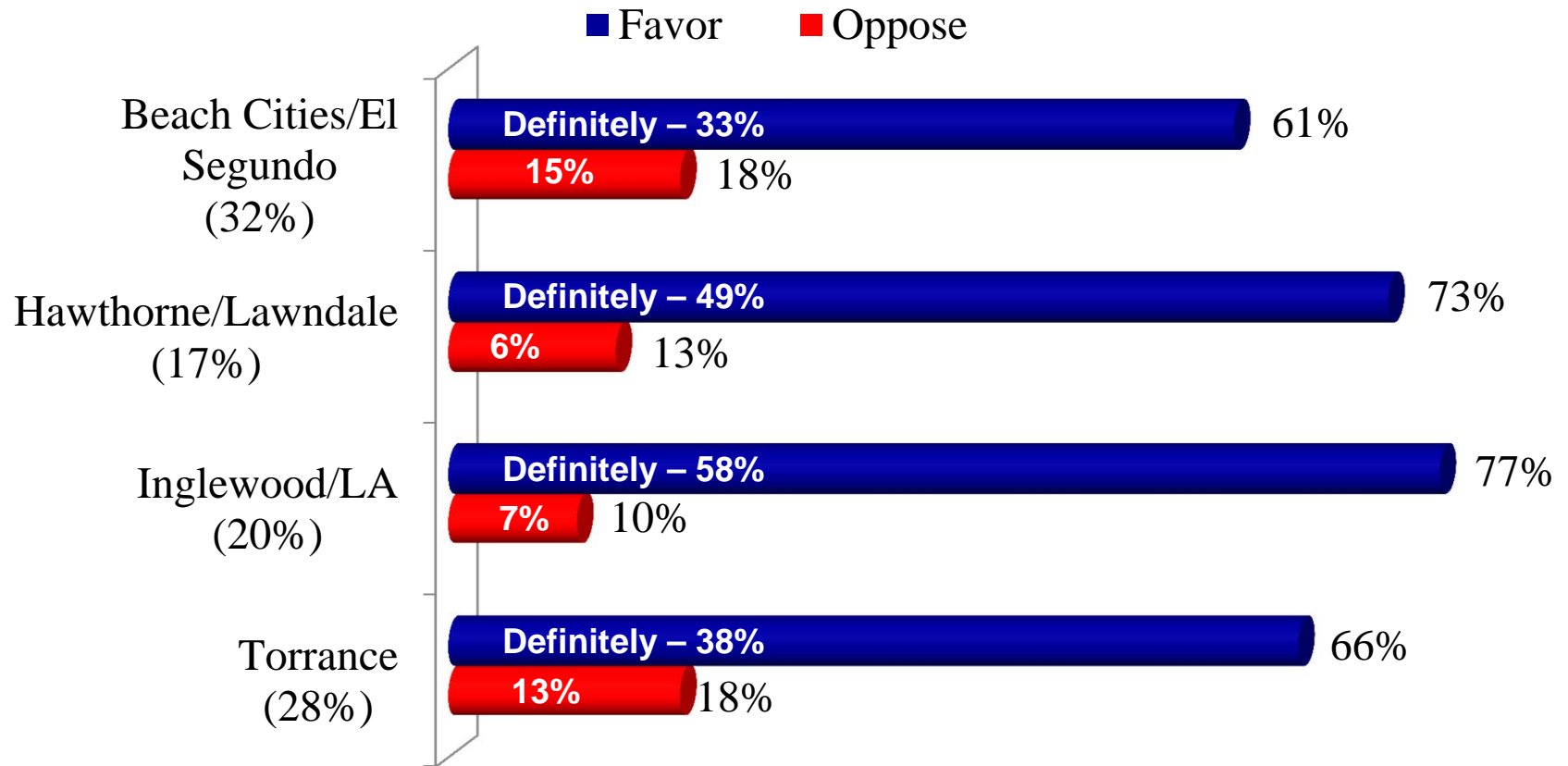
MAY SURVEY

Total Favor	68%
Total Oppose	16%



Initial Bond Extension Ballot

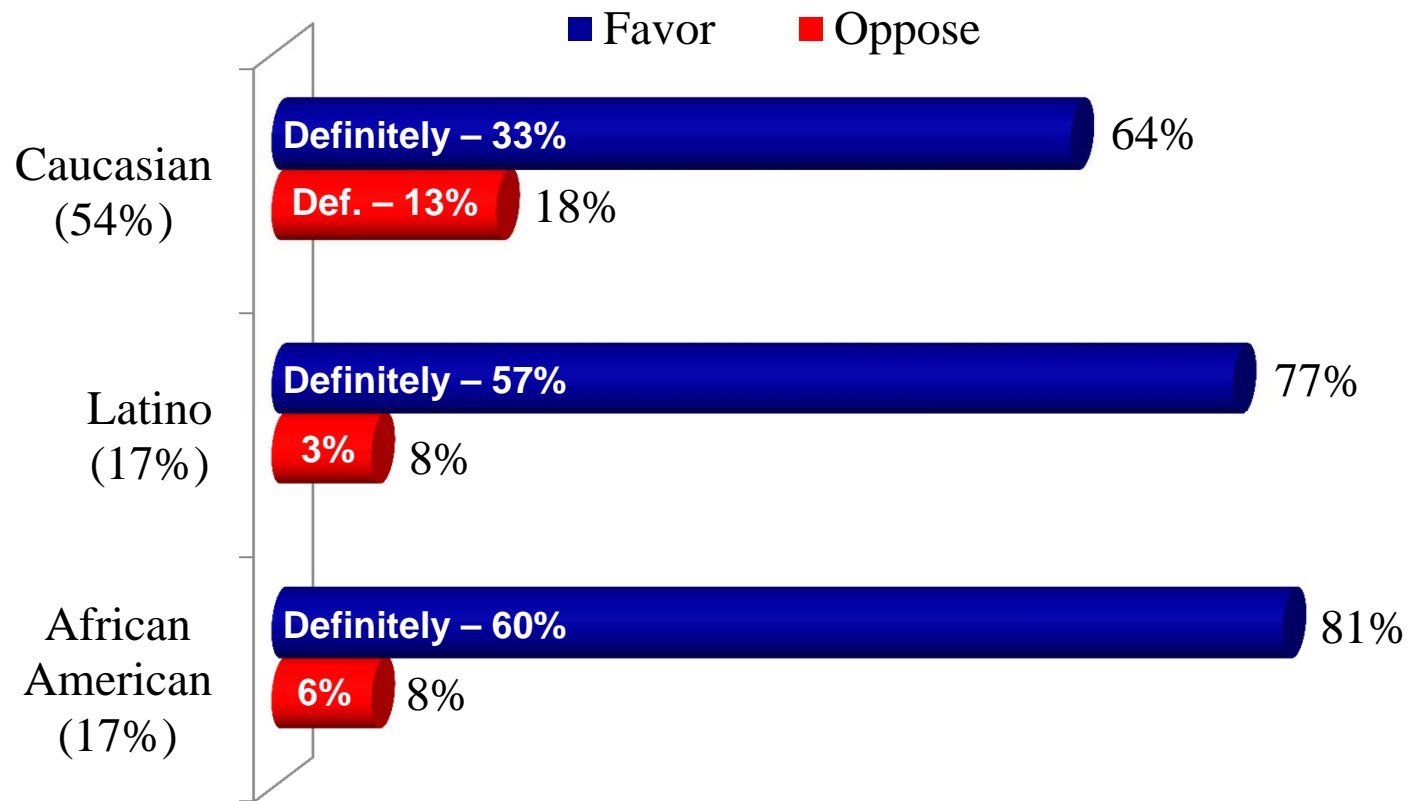
Geographic Region Breakdown



Initial Bond Extension Ballot

Ethnicity Breakdown

Support for the bond extension measure is much stronger among Hispanic and African American voters (77% and 81% respectively) which could be a concern if Hispanic voters do not show up in November. However, Caucasian voters do begin at a solid sixty-four percent (64%) favoring the proposal.

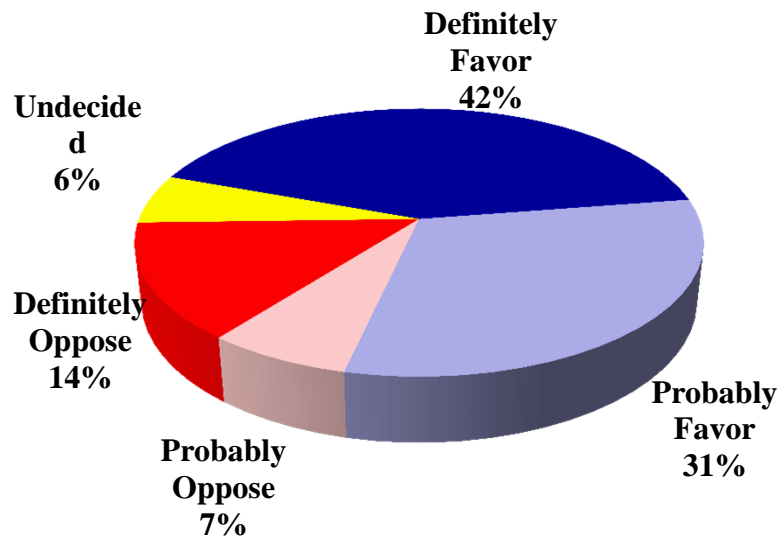


Monetary Measure Ramifications

Overall support is definitely lower now (with real monetary ramifications) than it was back in February when we told voters there would be no additional tax increase associated with the measure.

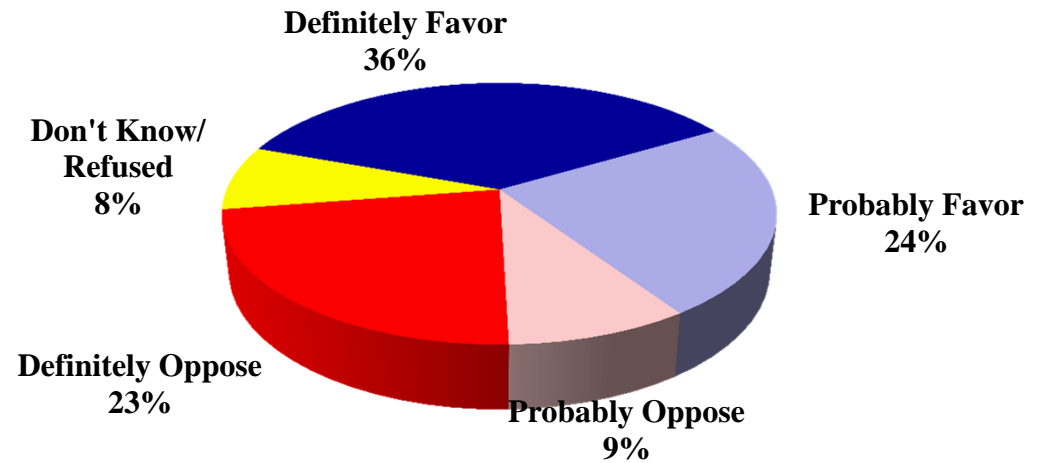
FEBRUARY SURVEY

Total Favor	73%
Total Oppose	21%



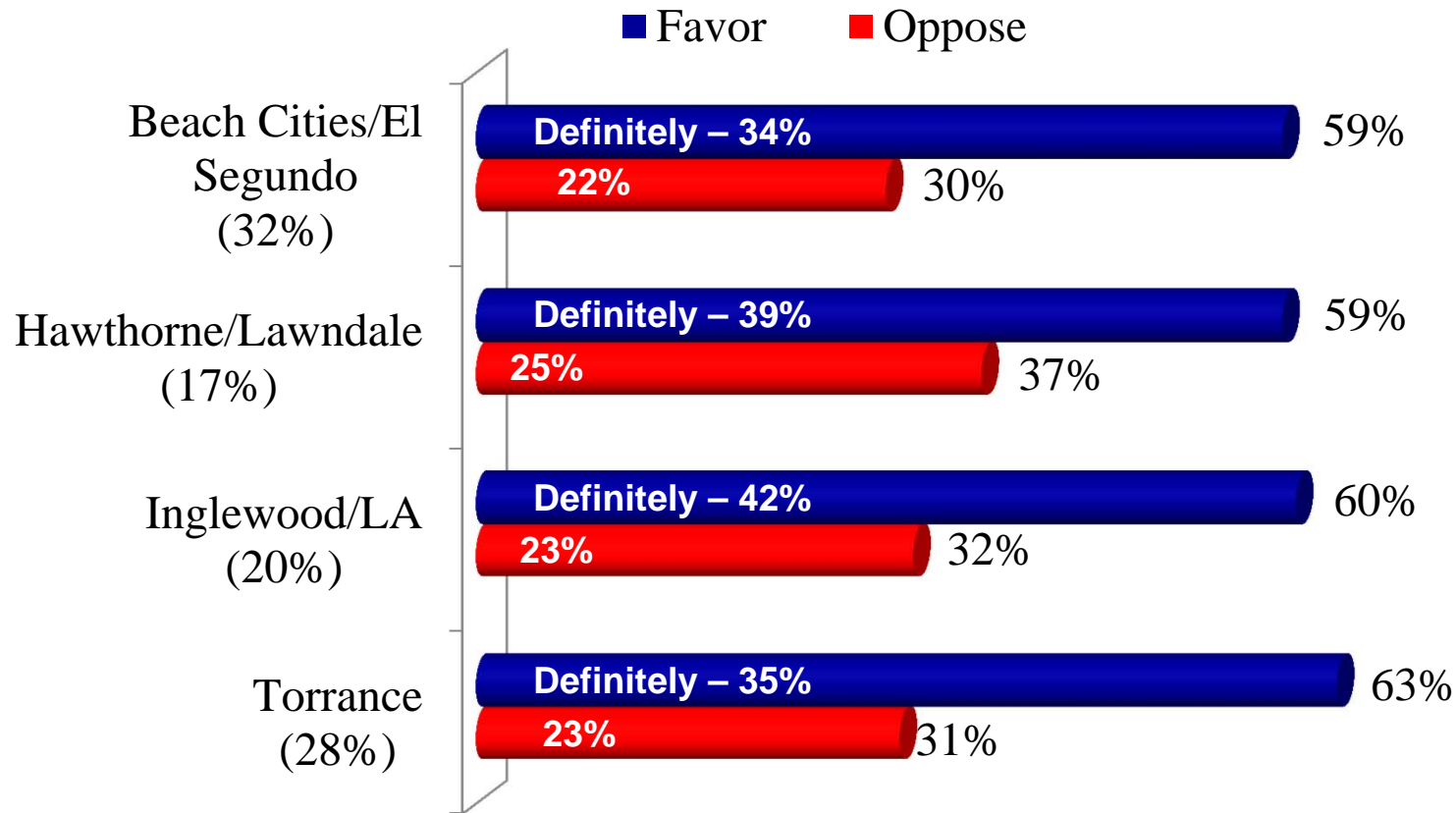
MAY SURVEY

Total Favor	60%
Total Oppose	32%



Monetary Combined Bond Extension Ballot

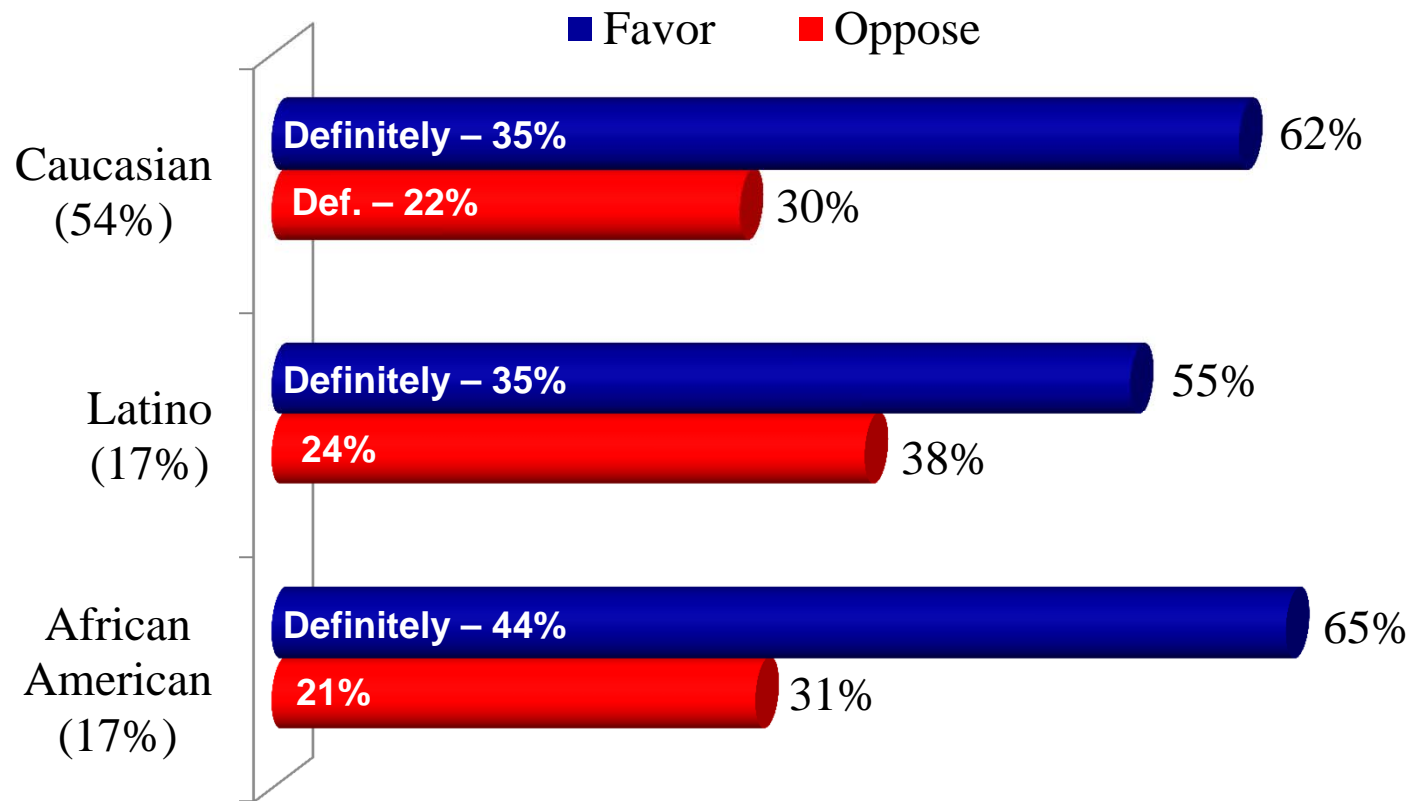
Geographic Region Breakdown



Monetary Combined Bond Extension Ballot

Ethnicity Breakdown

It is interesting to note that Latino support drops to fifty-five percent (55%) when they hear about the extra tax which means their potentially lower turnout may not have as much of an impact as it could have.



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, please tell me if you would FAVOR or OPPOSE the passage of the bond extension measure based on the statement.

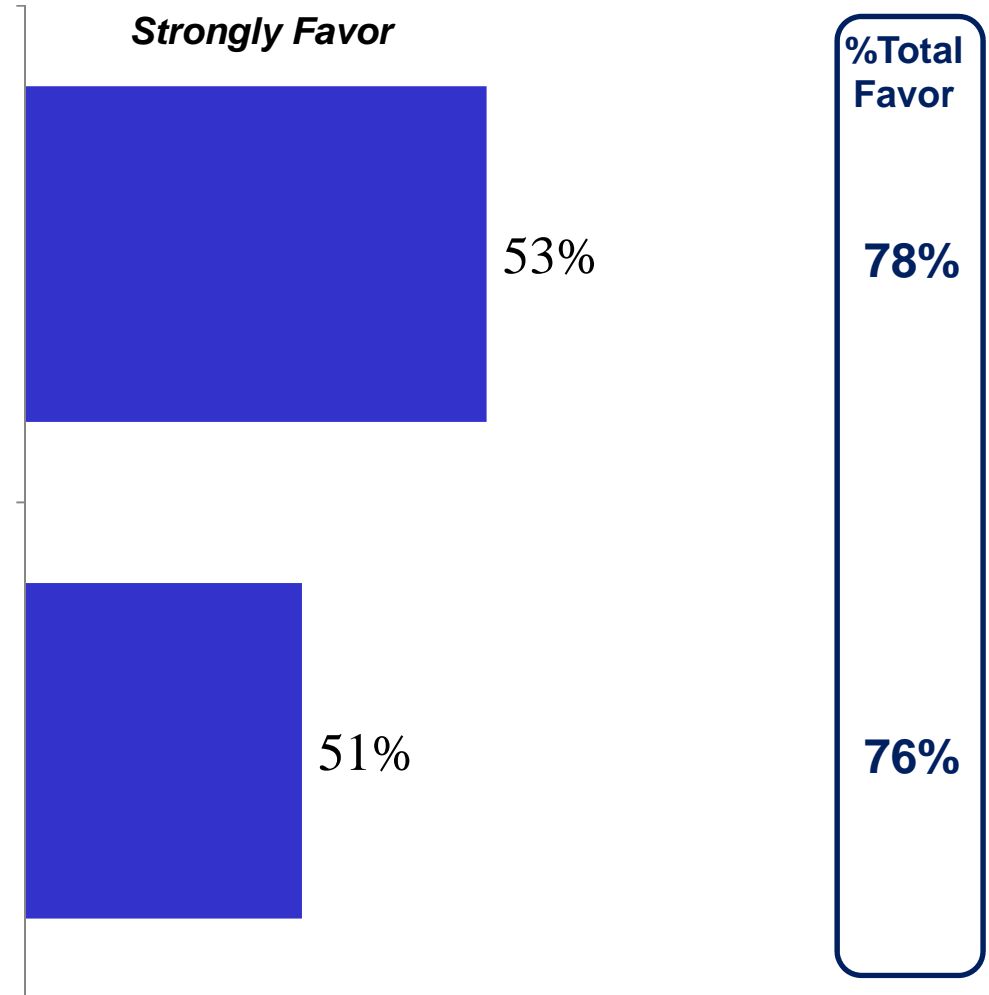
The (first/next) statement is... RANDOMIZE Would you FAVOR or OPPOSE the passage of the bond measure based on this statement?

(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?

Both the fact that the measure would continue to add space for training nurses and firefighters (53% strongly favor) and the fact that the new buildings would be energy efficient and save the college on their energy costs (51%) are perceived as very positive attributes of the bond extension.

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.

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.



**Bond Extension
Measure Campaign
Message Testing**

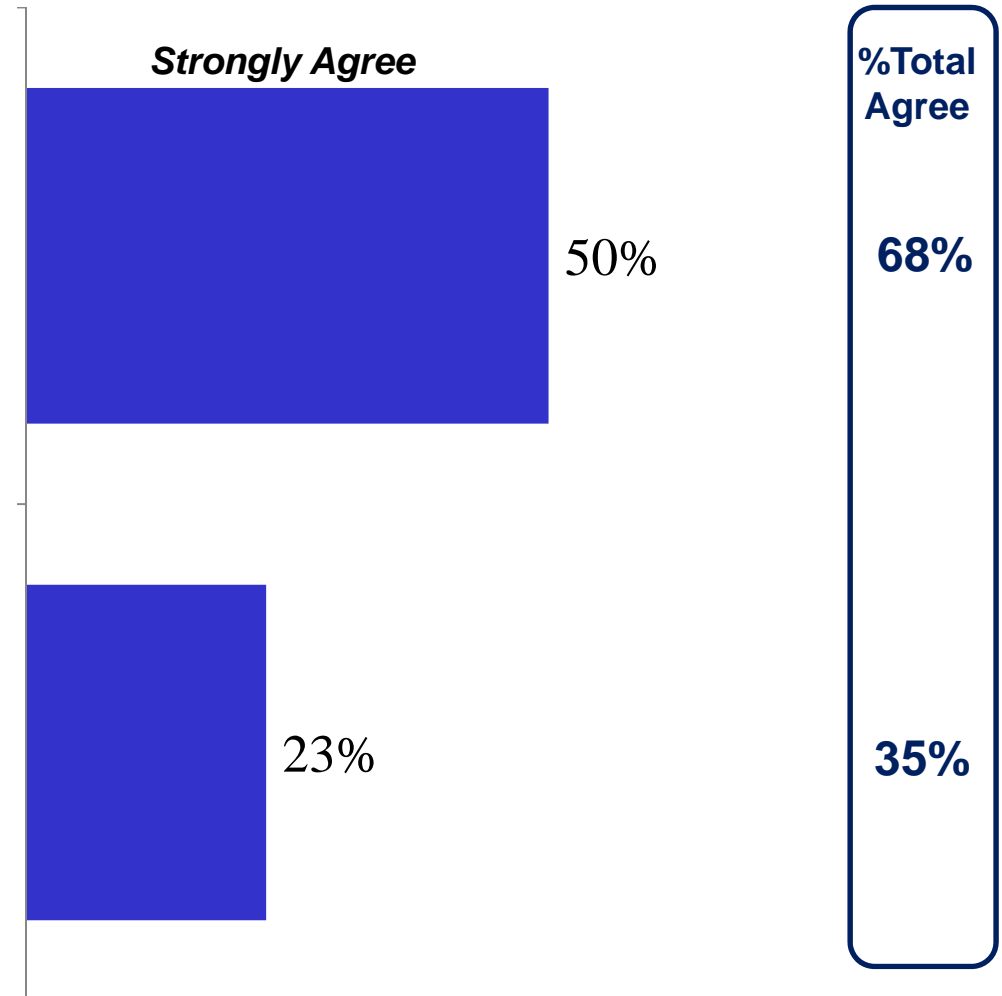
Now I would like to read you some statements being made by both supporters and opponents of this new El Camino College bond extension measure. After hearing each statement, please tell me how strongly you AGREE or DISAGREE with the statement. We will use a scale of one to five, where five means you STRONGLY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

The measure supporters have much stronger arguments (50% strongly agree) on their side than the opponents (23% strongly agree). This would make it very positive for the campaign in favor of the measure.

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.

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, plus even an additional amount, for more years just because the college did not use the money as wisely as it should have.

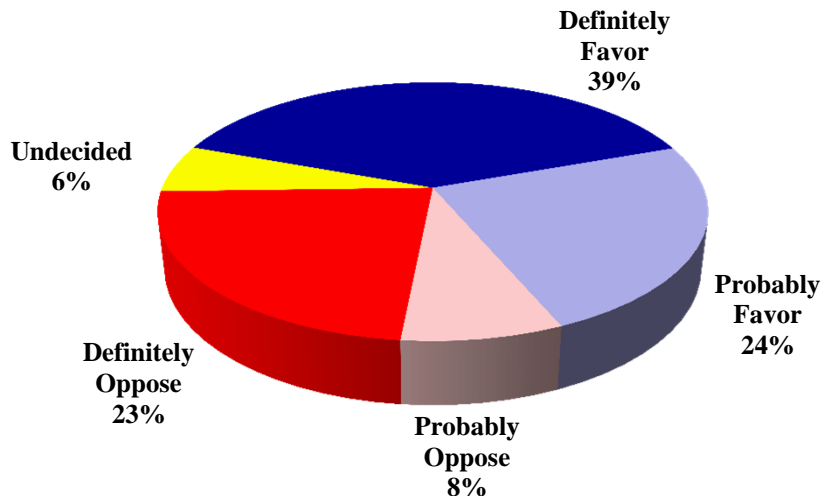


Informed Bond Extension Ballot

Combined support from first monetary ballot to the second monetary ballot takes a nice upturn (from 60% support to 66% support), and the intensity ticks up from thirty-nine percent (39%) definite support to forty-one percent (41%).

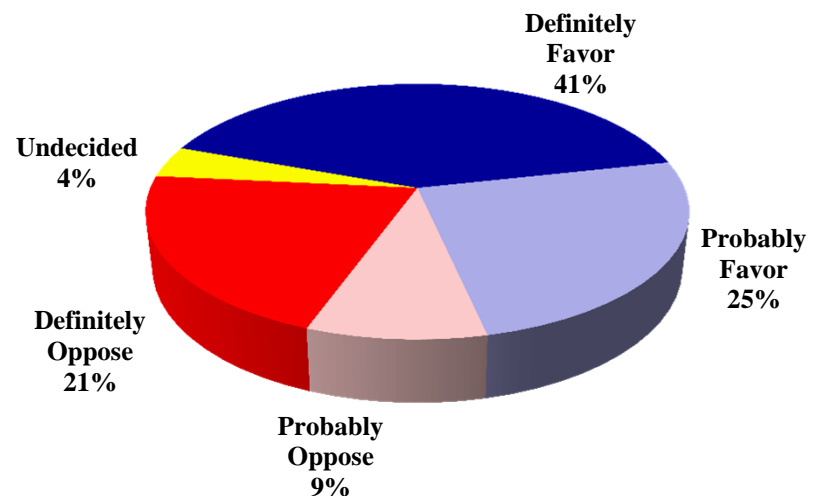
INITIAL BALLOT

Total Favor 60%
Total Oppose 32%



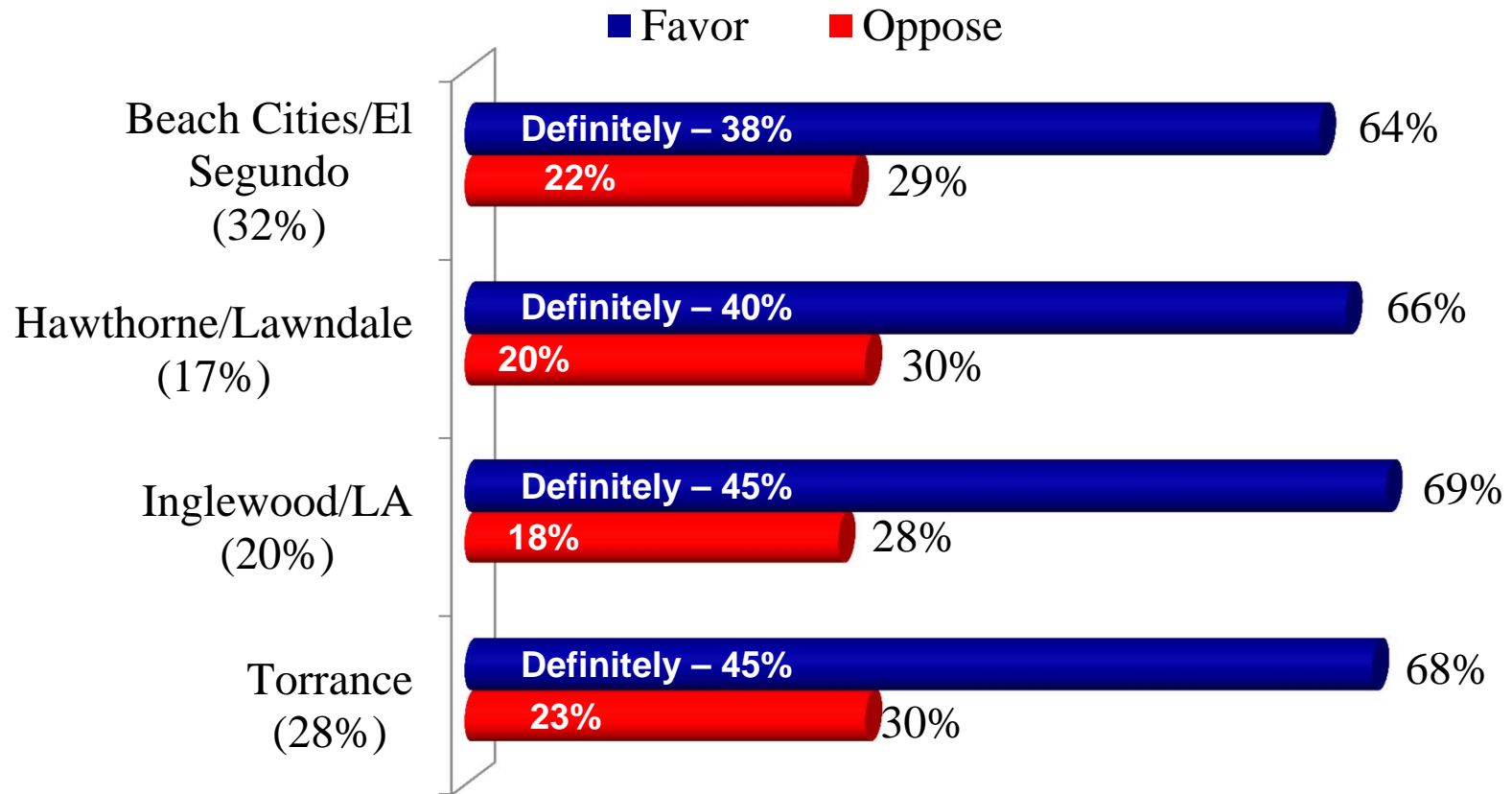
INFORMED BALLOT

Total Favor 66%
Total Oppose 30%



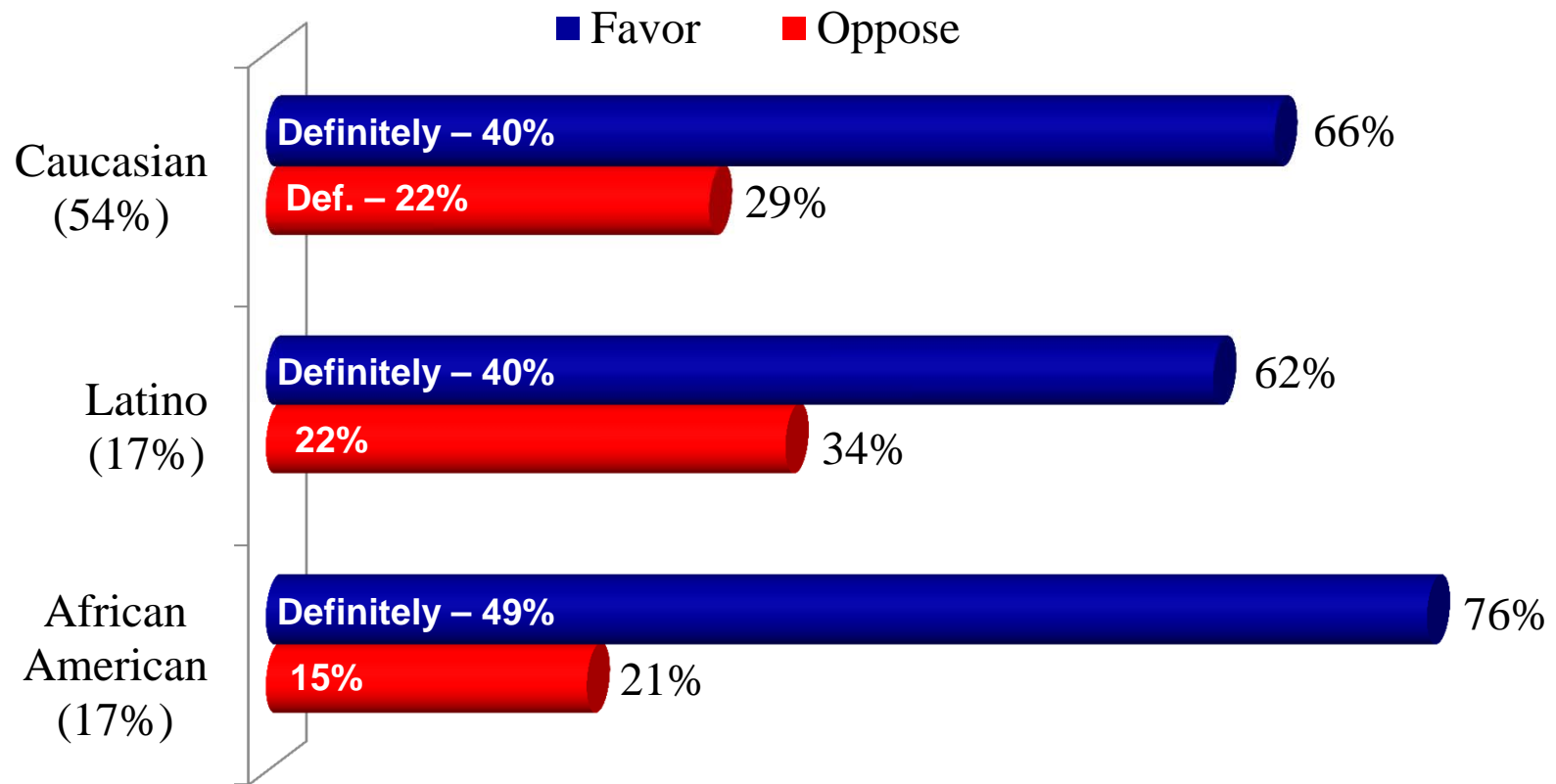
Informed Monetary Combined Bond Extension Ballot

Geographic Region Breakdown



Informed Monetary Combined Bond Extension Ballot

Ethnicity Breakdown



Questions & Answers

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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PUBLIC OPINION STRATEGIES

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