BOND FEASIBILITY SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF GLENDORA

MAY 2024

T A B L E   O F   C O N T E N T S

LIST OF TABLES

L IST OF F IGURES

INTRODUCTION

Known as the "Pride of the Foothills", the City of Glendora was founded in 1887 and incorporated in 1911. Since then, Glendora has evolved from a small agricultural city to a thriving city of approximately 51,209 residents[1] who are focused on supporting a charming, vibrant, and inclusive community. As the city has aged, so too have the many facilities the City relies on to provide residents and local businesses the high quality services they have come to expect. Most community facilities in Glendora were build more than 60 years ago, and many now have structural problems, earthquake safety issues, outdated electrical and plumbing, and/or roof leaks that can cause water damage and mold. Originally built to serve a much smaller community, many facilities are also too small and lack the flexibility needed to serve the needs of the community now and in the future.

MOTIVATION FOR RESEARCH　The primary purpose of this study was to produce an unbiased, statistically reliable evaluation of voters' interest in supporting a local bond measure to fund the repair, expansion, and improvement of community facilities. Additionally, should the City decide to move forward with a revenue measure, the survey data can guide how best to structure a measure so that it is consistent with the community's priorities and expressed needs. Specifically, the study was designed to:

· Gauge current, baseline support for a local bond measure to fund the repair and improvement of community facilities

· Identify the tax rate that the community is willing to support

· Identify the types of facility improvements that voters are most interested in funding, should the measure pass

· Expose voters to arguments in favor of, and against, the proposed bond measure to gauge how information affects support for the measure, *and*

· Estimate support for the measure once voters are presented with the types of information they will likely be exposed to during the election cycle.

It is important to note at the outset that voters' opinions about tax measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure during the election cycle. Accordingly, to accurately assess the feasibility of establishing a bond measure to fund community facility improvements, it was important that in addition to measuring *current* opinions about the proposed measure, the survey expose respondents to the types of information voters are likely to encounter during an election cycle—including arguments in favor and opposed to the measure—and gauge how this information ultimately impacts their voting decision.

OVERVIEW OF METHODOLOGY　For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 41. In brief, the survey was administered to a random sample of 600 voters in the City of Glendora who are likely to participate in the November 2024 election. The survey followed a mixed-method design that employed multiple

---

1. Source: California Department of Finance Estimate, January 2024.

recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered between May 5 and May 14, 2024, the average interview lasted 16 minutes.

SPLIT-SAMPLE TO TEST TWO MEASURES   One of the objectives of the study was to determine how support for a bond measure may vary depending on the types of facilities to be funded. Would voters prefer a measure that focused exclusively on the City Library, or a broader measure that funded additional community facilities? To reliably estimate support for both measures, a split-sample methodology was employed such that 300 voters were administered a survey that focused on a Library bond, whereas a separate 300 voters were asked questions regarding a bond that would fund a wider array of community facilities. All 600 respondents received common questions that applied to both types of measures.

ORGANIZATION OF REPORT   This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaires used for the interviews are contained at the back of this report (see *Questionnaires & Toplines* on page 44), and a complete set of crosstabulations for the survey results is contained in Appendices A and B.

ACKNOWLEDGEMENTS   True North thanks the City of Glendora for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city staff improved the overall quality of the research presented here.

DISCLAIMER   The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research and not necessarily those of the City of Glendora. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH   True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 1,300 survey research studies for public agencies, including more than 500 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney's recommendation, 95% have been successful. In total, the research that True North has conducted has led to over $35 billion in successful local revenue measures.

K EY F INDINGS

As noted in the *Introduction*, this study was designed to provide the City of Glendora with a statistically reliable understanding of voters' interest in funding the repair and improvement of community facilities through a local bond measure. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research. The following conclusions are based on True North's interpretations of the survey results and the firm's collective experience conducting revenue measure studies for public agencies throughout the State.

Is a bond measure feasible for 2024?

Voters in the City of Glendora have a high opinion of the quality of life in the community and the City's performance in providing municipal services, but also recognize the need to address certain issues including improving/maintaining city roads and infrastructure and fixing aging community facilities. When it comes to *funding* the repair and improvement of community facilities, however, voters' current interest in these improvements is in direct tension with their sensitivity to raising local taxes.

The survey results indicate that although many voters are interested in improving community facilities and see the value in all of the repairs, upgrades, and improvements that would be accomplished with a bond, support for a bond measure in the current environment falls well short of the two-thirds supermajority required for passage, whether structured as a bond to fund multiple community facilities (53%) or narrowed to focus on the Glendora Library (45%). Over the course of the survey, support also waned as voters were exposed to additional information about potential tax rates and bond-related arguments. There are a number of conditions that appear to factor into these results, including concerns about some of the higher tax rates being considered for a bond, sensitivity to opposition arguments, and particularly low levels of support for a measure among key subgroups based on age and party affiliation. Of course, concerns about the economy, inflation, high interest rates, and high gas prices are also baked into the survey results, all of which create an environment that is more challenging than it would be otherwise.

Given the above, True North does not recommend that the City pursue a bond measure for the immediate opportunity of the November 2024 ballot—there are simply too many challenges to address effectively in a short period of time. If the City is intent on pursuing a measure, a longer and more deliberate path of community/stakeholder engagement and communication to build awareness, understanding, and ultimately consensus around the City's goals and their connection to community services/benefits is advised.

How might ACA1 impact the feasibility of a measure?

Passed by both legislative chambers and signed by Governor Newsom, Assembly Constitutional Amendment 1 (ACA1) will appear on the November 2024 ballot for voters' consideration. If adopted, ACA1 will lower the required threshold for bonds that fund affordable housing, transportation, infrastructure, and essential facilities from two-thirds (67.7%) to 55%. The passage of ACA1 would naturally make passing the proposed facilities bond much more feasible in the current environment. If ACA1 is adopted by voters, the new 55% threshold for passage would apply to all applicable measures on the same ballot (November 2024) and future ballots.

How does the tax rate affect support for the measure?

Naturally, the willingness of voters to support a specific revenue measure is contingent, in part, on the tax rate associated with a measure. The higher the rate, all other things being equal, the lower the level of aggregate support that can be expected. It is important that the rate be set at a level that the necessary proportion of voters view as affordable.

One of the clear patterns in the survey data is that some voters are price sensitive with respect to the proposed bonds. A significant percentage of voters who were initially supportive of the $150 million facilities bond or $70 million library bond later hesitated when presented with the individual tax rates that could be associated with the bond. Although voter sensitivity regarding the "price" of the measures was partially overcome when the tax rates were converted to an annual total tax for the typical homeowner, as well as once voters were exposed to additional information about what the measure would accomplish and why it is needed, it will nevertheless be important to keep the overall bond amount and tax rate within voters' comfort zone. For more on this topic, see *Tax Threshold* on page 16.

What projects do voters identify as priorities for a future bond?

One of the goals of this study was to identify voters' preferences with respect to how the proceeds of a successful bond should be spent. This information can be used to ensure that the resulting bond project list and the measure are consistent with voters' priorities.

Voters clearly see a need for the improvements that could be funded by the **facilities bond**, as all items tested were favored by a majority of voters surveyed. That said, the improvements that resonated with the *largest* percentage of voters were ensuring that all community facilities meet current building codes, safety codes, and proper access for seniors and those with disabilities (72% strongly or somewhat favor), fixing leaky roofs, faulty electrical, heating, and ventilation systems, and aging infrastructure, where needed (70%), and removing hazardous materials like asbestos and lead pipes from older facilities, where encountered (70%).

A majority of voters also favored each of the items tested for the **library bond**, although here again certain improvements garnered a stronger response from voters. Among the items tested, the library improvements that resonated with the *largest* percentage of voters were ensuring that the Library meets current building codes, safety codes, and proper access for seniors and those with disabilities (73%), fixing leaky roofs, faulty electrical, heating, and ventilation systems, and aging infrastructure (73%), and providing dedicated spaces for children's programming, reading skills, and story time (68%).

How might changes to the economic or political climate alter support for the measure?

A survey is a snapshot in time—which means the results of this study and the conclusions noted above must be viewed in light of the current economic and political climates. This should provide some reassurances to the City that a measure *may* be feasible in the future. Although support for a bond in the current environment falls short of the required two-thirds threshold, the current environment is also a particularly challenging one with inflation, high interest rates, high gas prices, economic uncertainty, and hyper-partisanship. As these conditions improve or fade, the prospects for a successful local measure will likely improve as well.

QUALITY OF LIFE & SERVICES

The opening section of the survey was designed to gauge voters' opinions regarding the quality of life in Glendora, their ideas for how it can be improved, as well as their assessment of the City's performance in providing municipal services.

QUALITY OF LIFE   At the outset of the interview, voters were asked to rate the quality of life in the City of Glendora using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, nearly nine-in-ten voters shared favorable opinions of the quality of life in Glendora, with 29% reporting it is excellent and 57% stating it is good. Approximately 12% of voters surveyed rated the quality of life in the City as fair, whereas less than 2% used poor or very poor to describe the quality of life in Glendora.

Question 2   *How would you rate the overall quality of life in Glendora? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 OVERALL QUALITY OF LIFE
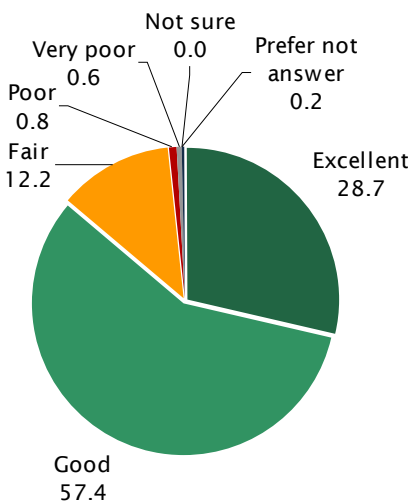
Figures 2 and 3 show how ratings of the quality of life in the City of Glendora varied by length of residence, age of the respondent, home ownership, voting propensity, and gender. Although certain groups (e.g., newer residents) were somewhat more likely than their counterparts to rate the quality of life in Glendora as excellent or good, the most striking pattern in the figures is the *consistency*. At least 8-in-10 respondents in every subgroup used excellent or good to describe the quality of life in Glendora.

FIGURE 2 OVERALL QUALITY OF LIFE BY YEARS IN GLENDORA & AGE
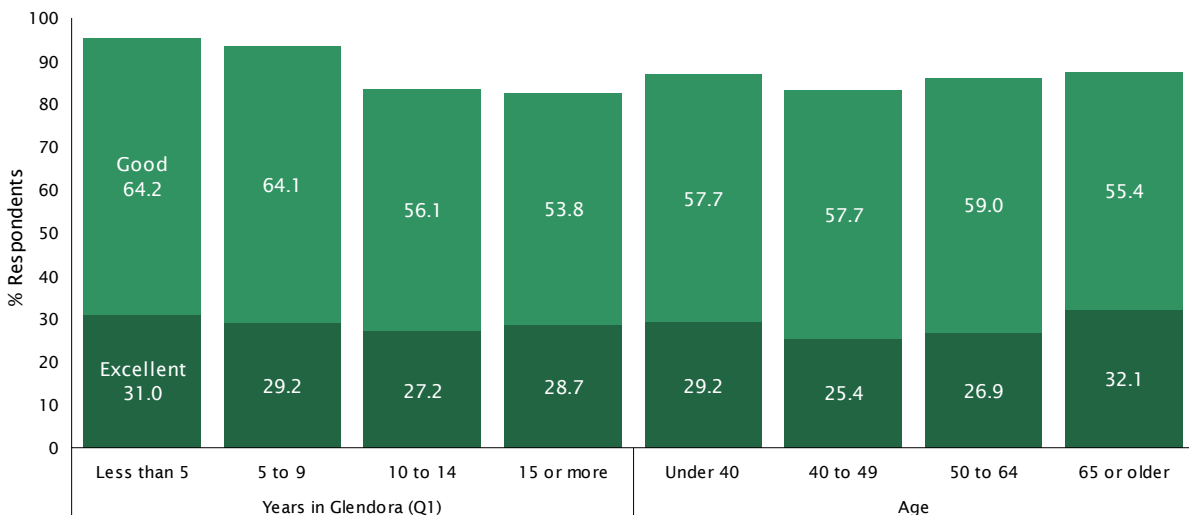
FIGURE 3 OVERALL QUALITY OF LIFE BY HOMEOWNER VOTER PROPENSITY & GENDER
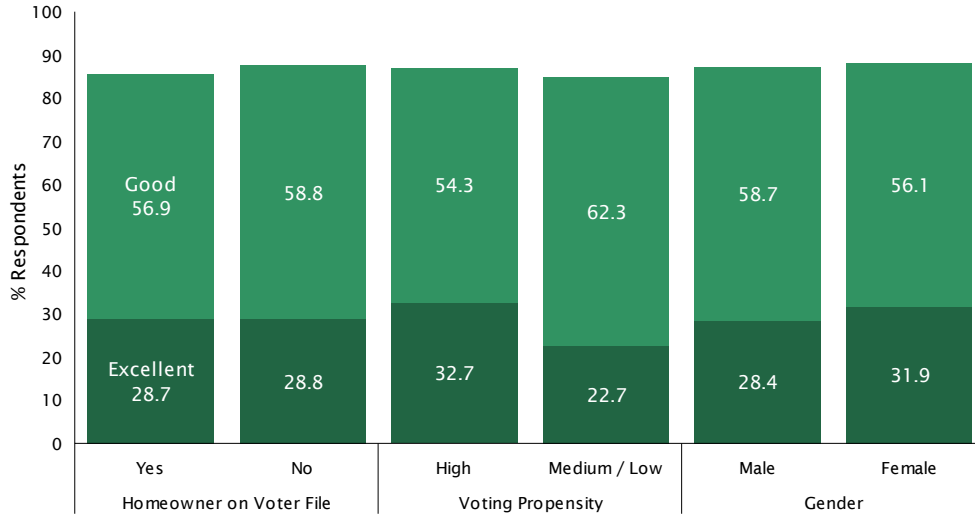
CHANGES TO IMPROVE GLENDORA The next question in this series asked voters to indicate the one thing that city government could *change* to make Glendora a better place to live, now and in the future. Question 3 was posed in an open-ended manner, allowing respondents to mention any aspect or attribute that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 4.

Question 3 *If the city government could change one thing to make Glendora a better place to live now and in the future, what change would you like to see?*

FIGURE 4 CHANGES TO IMPROVE CITY
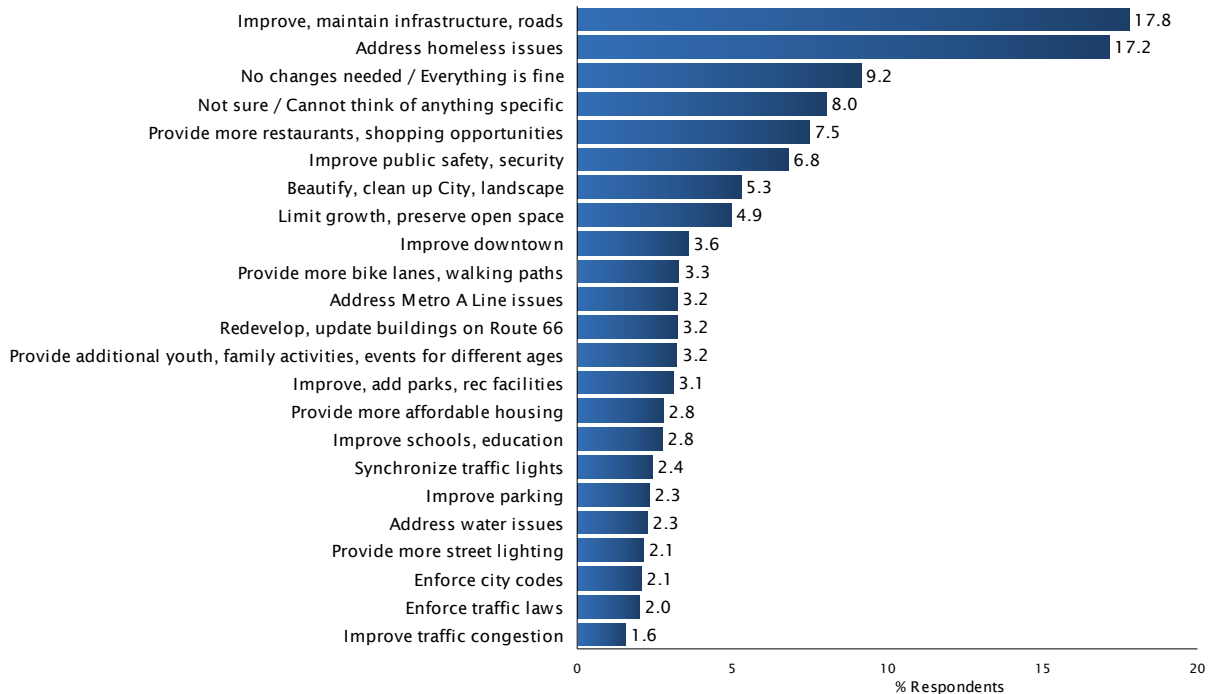
Among specific changes desired, improving/maintaining infrastructure and roads (18%) and addressing homelessness (17%) were the most common, followed by providing more restaurants and shopping opportunities (8%) and improving public safety (7%). Nearly one-in-five respondents could not think of a change to Glendora that they desired (8%) or stated flatly that no changes are needed/everything is fine (9%).

OVERALL PERFORMANCE RATING The final question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Glendora is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 5, more than eight-in-ten voters surveyed indicated that they were satisfied with the City of Glendora's efforts to provide municipal services, with 32% saying they were very satisfied and 50% somewhat satisfied. Approximately 14% reported that they were dissatisfied with the City's overall performance, whereas 4% were unsure or unwilling to state their opinion. For the interested reader, figures 6 and 7 display how the percentage of respondents satisfied with the City's overall performance varied across demographic subgroups. Of note is that satisfaction with the City's performance tends to decrease with length of residence.

Question 4 *Generally speaking, are you satisfied or dissatisfied with the job the City of Glendora is doing to provide city services?*

FIGURE 5 OVERALL SATISFACTION
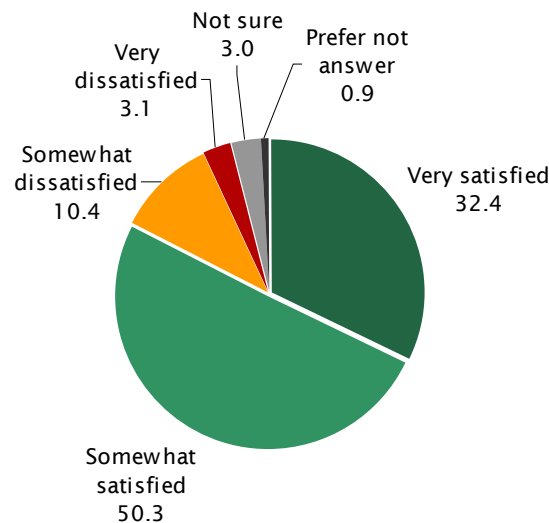
FIGURE 6 OVERALL SATISFACTION BY YEARS IN GLENDORA & AGE
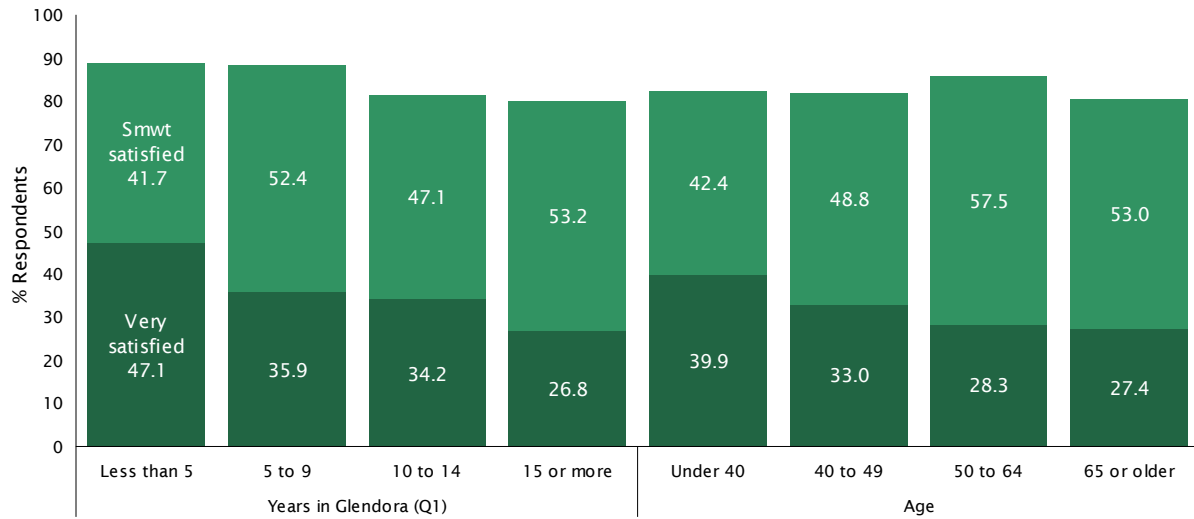
FIGURE 7 OVERALL SATISFACTION BY HOMEOWNER ON VOTER FILE, VOTING PROPENSITY, HSLD VISITED CITY FACILITY IN PAST 12 MONTHS & HSLD LIBRARY INTERACTION IN PAST 12 MONTHS
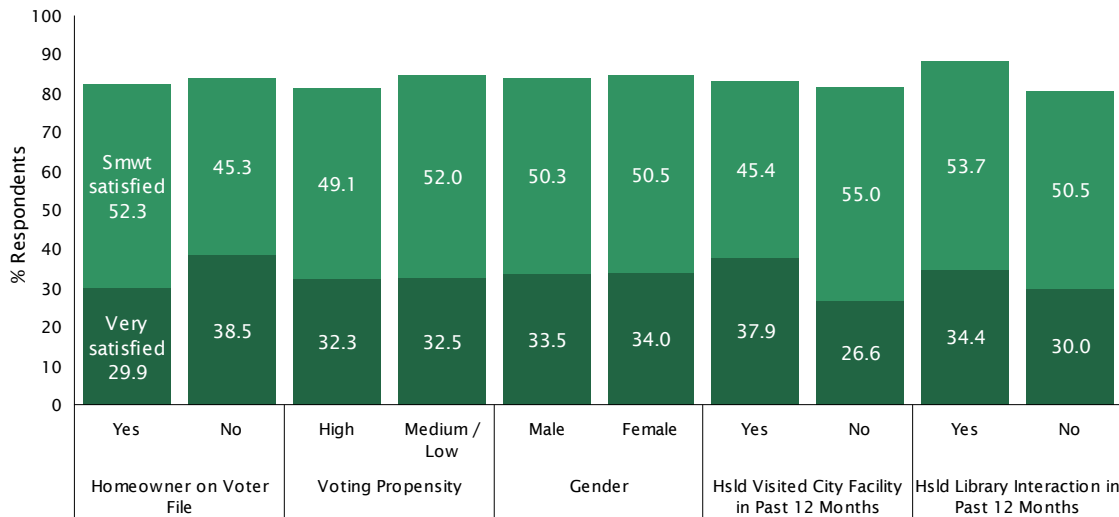
INITIAL BALLOT TEST

As noted in the *Introduction*, the primary objective of this study was to estimate voter support for two potential ballot measures—a $150 million **facilities bond** to repair, expand, and upgrade aging community facilities including the Glendora Library, Senior Center, Teen Center, City Hall, and Recreation, Police and Public Works facilities; fix faulty roofs, plumbing, electrical, and ventilation; and improve safety and access for seniors/disabled residents, *and* a narrower $70 million **library bond** to repair, modernize, and expand the Glendora Library with improved spaces for collaboration, community programs and events, computers/technology learning center, studying, training, and expanded book/resource collections to serve residents of all ages; fix faulty roofs, electrical, ventilation; and improve access for seniors/disabled. To this end, Question 5 was designed to take an early assessment of support for the proposed measures.

The motivation for placing Question 5 up-front in the survey is twofold. First, voter support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measure beyond what is presented in the ballot language. This situation is analogous to a voter casting a ballot with limited knowledge about the measure, such as what might occur in the absence of an effective education campaign. Question 5, also known as the Initial Ballot Test, is thus a good estimate of voter support for the proposed measure *as it is today*, on the natural. Because the Initial Ballot Test provides a gauge of natural support for a measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on voter support for a measure.

SUPPORT BY MEASURE TYPE Figure 8 on the next page presents the results of the Initial Ballot Test for both the facilities bond and library bond measures. Overall, 53% of likely November 2024 voters indicated they would support the proposed $150 million **facilities bond**, whereas 37% of voters indicated they would oppose the bond and 11% were unsure or unwilling to share their opinion. For general obligation bonds in California, support at the Initial Ballot Test for the facilities bond was approximately 14 percentage points below the two-thirds supermajority level required for the bond measure to pass under current law.

Initial support for the proposed $70 million **library bond** was somewhat lower, with 45% indicating they would support the measure, 43% opposed, and 12% unsure or unwilling to share their opinion. Support for the library bond at the Initial Ballot Test was approximately 22% below the two-thirds supermajority required for the measure to pass under current law.

Question 5 *Later this year, voters in Glendora may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to repair, expand, and upgrade aging community facilities including the Glendora Library, Senior Center, Teen Center, City Hall, and Recreation, Police and Public Works facilities; fix faulty roofs, plumbing, electrical, and ventilation; and improve safety and access for seniors/disabled residents; shall the City of Glendora's measure authorizing $150 million in bonds at legal rates be adopted, levying 48 dollars per 100 thousand dollars assessed value (9 million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure?*

Question 5 *Later this year, voters in Glendora may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to repair, modernize, and expand the Glendora Library with improved spaces for collaboration, community programs and events, computers/technology learning center, studying, training, and expanded book/resource collections to serve residents of all ages; fix faulty roofs, electrical, ventilation; and improve access for seniors/disabled; shall the City of Glendora's measure authorizing $70 million in bonds at legal rates be adopted, levying 25 dollars per 100 thousand dollars assessed value (4 million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure?*

FIGURE 8 INITIAL BALLOT TEST: FACILITIES
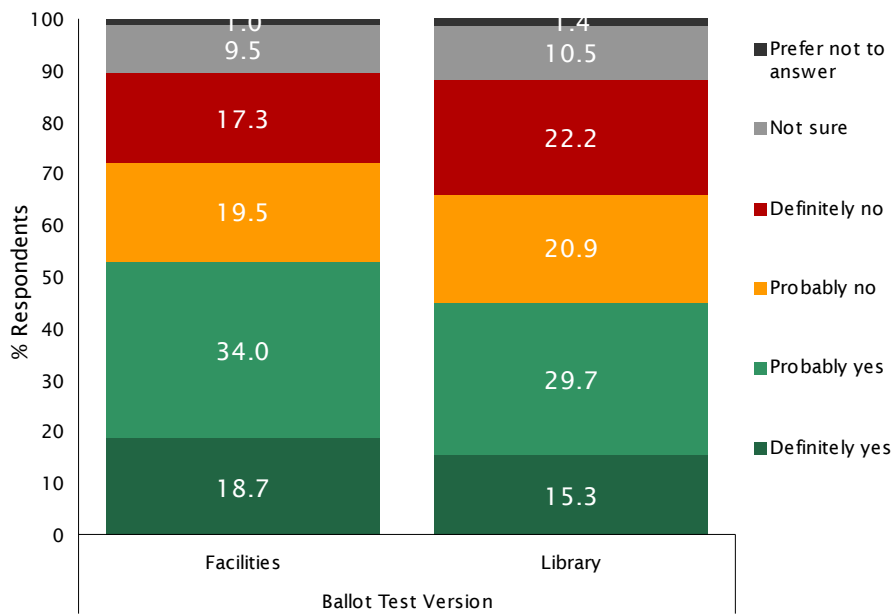
SUPPORT BY SUBGROUPS For the interested reader, tables 1 and 2 on the following pages show how support at the Initial Ballot Test for the facility and library bond measures, respectively, varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the likely November 2024 voter universe that each subgroup category comprises. When compared with their respective counterparts, Democrats, individuals who registered to vote in Glendora since June 2012, voters under the age of 40, females, and medium/low propensity voters were consistently the most likely to support a measure.

TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST: FACILITIES

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	52.7	9.5
Years in Glendora (Q1)	Less than 5	16	65.4	16.5
	5 to 9	15	56.8	8.7
	10 to 14	14	56.5	14.1
	15 or more	55	47.8	6.7
Overall Satisfaction (Q4)	Satisfied	86	57.7	8.3
	Dissatisfied	14	25.5	14.4
Child in Hsld (Q15)	Yes	38	56.3	4.4
	No	62	52.8	11.7
Party	Democrat	35	67.8	10.4
	Republican	38	39.3	9.4
	Other / DTS	27	51.6	8.5
Household Party Type	Single dem	14	66.6	14.9
	Dual dem	10	75.4	7.9
	Single rep	13	39.8	16.0
	Dual rep	14	35.5	9.4
	Other	15	54.2	10.1
	Mixed	34	50.9	4.8
Age	Under 40	30	73.7	5.5
	40 to 49	17	41.1	16.7
	50 to 64	26	48.9	10.9
	65 or older	27	40.5	8.1
Registration Year	Since June 2012	35	63.7	10.1
	Before June 2012	65	46.4	9.1
Homeowner on Voter File	Yes	71	49.9	7.9
	No	29	59.6	13.5
Likely to Vote by Mail	Yes	62	56.9	8.5
	No	38	46.5	11.0
Voting Propensity	High	61	48.6	9.2
	Medium / Low	39	59.1	10.0
Gender	Male	51	49.6	7.6
	Female	49	57.1	11.5
Hsld Visited City Facility in Past 12 Months (Q16)	Yes	69	56.2	7.0
	No	31	46.9	14.5

TABLE 2 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST: LIBRARY

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	45.0	10.5
Years in Glendora (Q1)	Less than 5	16	61.7	6.3
	5 to 9	15	45.9	7.7
	10 to 14	14	39.1	22.4
	15 or more	55	40.7	10.0
Overall Satisfaction (Q4)	Satisfied	86	49.6	8.3
	Dissatisfied	14	14.2	26.6
Child in Hsld (Q15)	Yes	38	45.6	16.3
	No	62	46.3	7.3
Party	Democrat	35	63.5	6.7
	Republican	38	27.4	8.6
	Other / DTS	27	46.2	18.4
Household Party Type	Single dem	14	70.1	0.0
	Dual dem	10	51.7	11.5
	Single rep	13	31.2	14.8
	Dual rep	14	30.4	7.4
	Other	15	51.6	12.6
	Mixed	34	40.8	13.5
Age	Under 40	30	66.4	14.2
	40 to 49	17	30.3	17.4
	50 to 64	26	35.1	6.5
	65 or older	27	39.6	6.2
Registration Year	Since June 2012	35	57.2	8.8
	Before June 2012	65	38.7	11.4
Homeowner on Voter File	Yes	71	44.1	11.0
	No	29	47.3	9.2
Likely to Vote by Mail	Yes	62	50.7	11.2
	No	38	35.2	9.2
Voting Propensity	High	61	42.0	10.7
	Medium / Low	39	49.7	10.2
Gender	Male	51	43.2	7.4
	Female	49	50.9	13.5
Hsld Library Interaction in Past 12 Months (Q16)	Yes	44	61.2	14.2
	No	56	33.8	8.1

REASONS FOR NOT SUPPORTING MEASURE   Respondents who did not support the measure at the Initial Ballot Test or were unsure were asked if there was a particular reason for their position. Question 6 was asked in an open-ended manner, allowing respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 9 for the facilities bond, Figure 10 for the library bond.

Among the specific reasons offered for not supporting the facilities bond (Figure 9), a perception that taxes are already too high was the most common (31%), followed by a desire for more information (27%), concerns that money is or will be mismanaged/misspent (13%), and a belief that there are other higher priorities in the community that should be addressed first (13%).

Question 6   *Is there a particular reason why you do not support or are unsure about the measure I just described?*

FIGURE 9 REASONS FOR NOT SUPPORTING MEASURE: FACILITIES
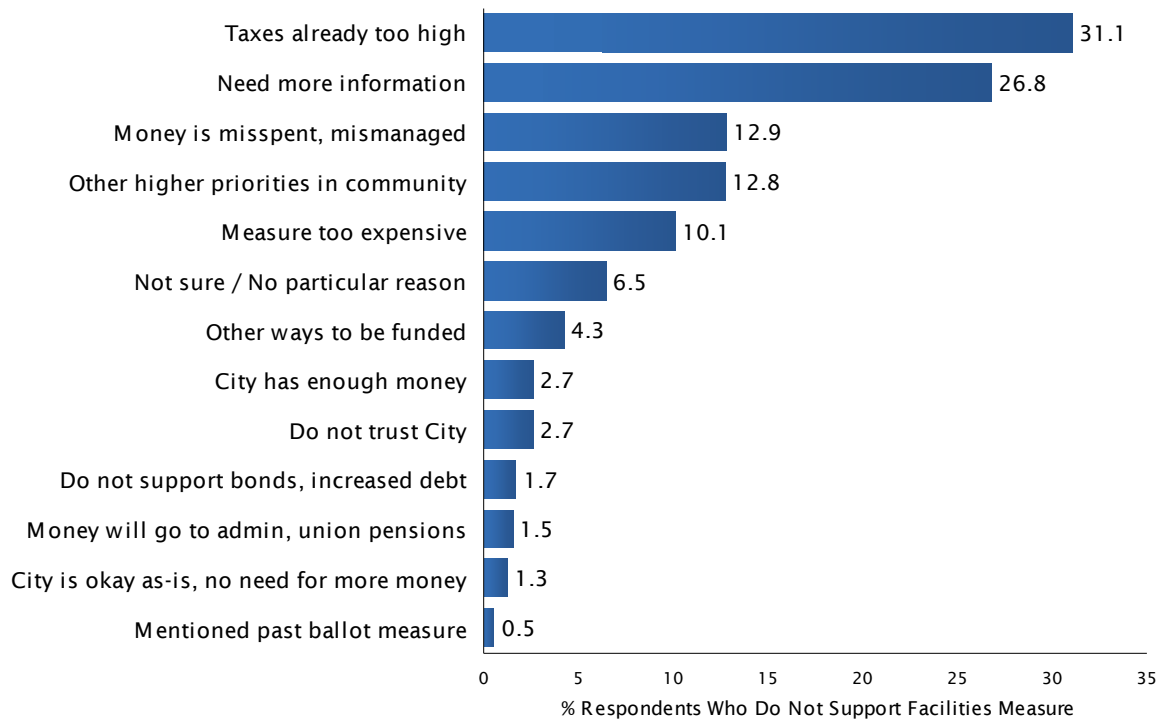
The mix of reasons offered for not supporting the library bond was a bit different (see Figure 10), with a perception that taxes are already too high being the most common (34%), followed by a belief that there are other higher priorities in the community that should be addressed first (14%), no particular reason (14%), and a need for additional information (13%).

Figure 10 Reasons for not Supporting Measure: Library
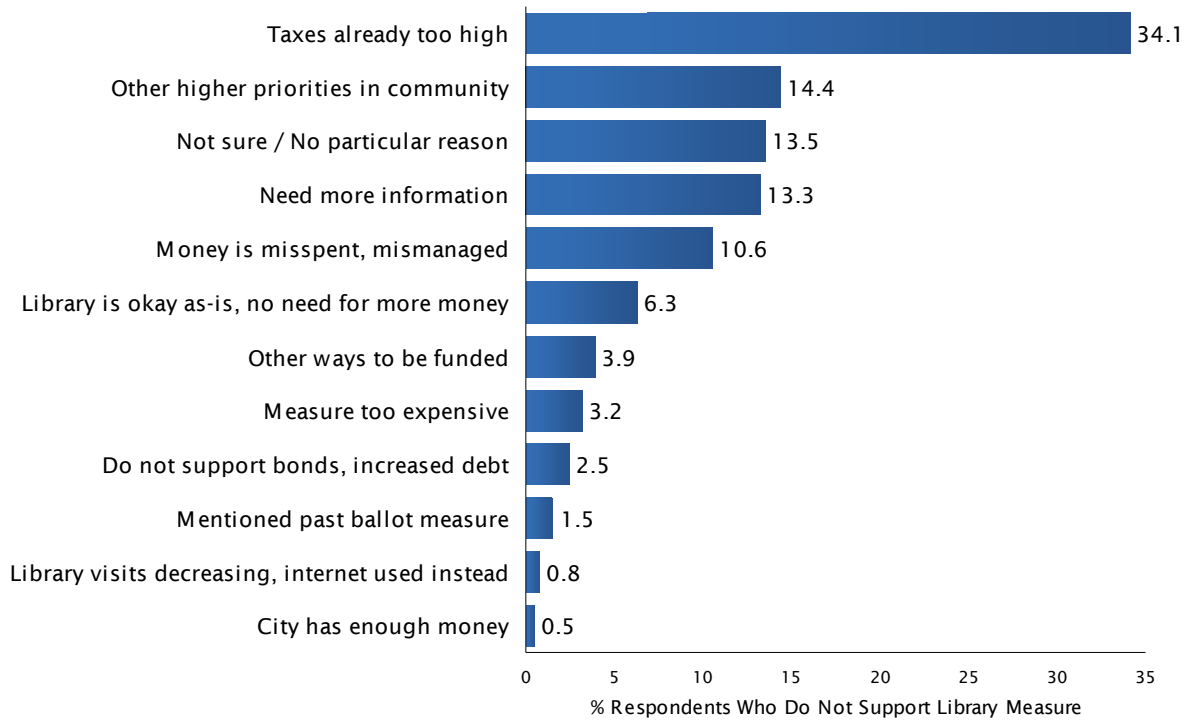
TAX THRESHOLD

Naturally, voter support for a revenue measure is often contingent on the cost of the measure. The higher the tax rate, all other things being equal, the less likely a voter is to support the measure. One of the goals of this study was thus to gauge the impact that changes in the tax rate can be expected to have on voter support for the proposed bond measures.

BOND TAX RATE Questions 7, 8 and 9 were designed to do just that. Respondents were first instructed that the amount each home owner will pay if the measure passes depends on the *assessed* value of their home—not the market value. Voters were then presented with the highest tax rate considered for their respective measure ($48 per $100,000 assessed valuation for the facilities bond; $25 per $100,000 assessed valuation for the library bond) and asked if they would support the proposed measure at that rate. If a respondent did not answer 'definitely yes', they were asked whether they would support the measure at the lower tax rates. The three tax rates tested using this methodology and the percentage of respondents who indicated they would vote in favor of the measure at each rate are shown in Figure 11 for the facilities bond, Figure 12 for the library bond.

Question 7 *The amount each home owner will pay if the measure passes depends on the assessed value of their home - not the current market value of the home. If you heard that the annual property taxes on your home would increase: _____ per 100,000 dollars of assessed valuation, would you vote yes or no on the bond measure?*

FIGURE 11 TAX THRESHOLD: FACILITIES
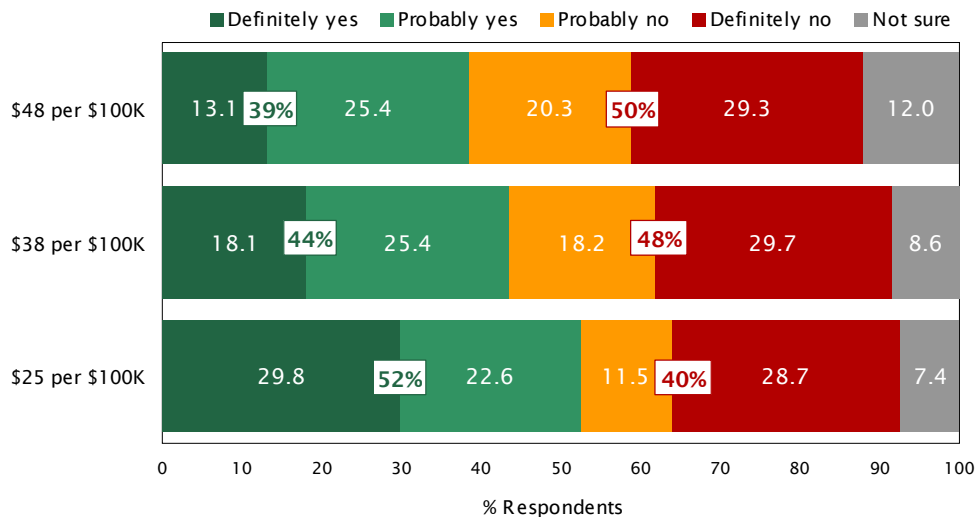
The most obvious pattern revealed in Figure 11 is that some voters are price sensitive when it comes to their support for the proposed facilities bond measure. As the cost of the measure to their household increases, support for the bond decreases. At the highest tax rate tested ($48 per $100,000 of assessed valuation), 39% of voters indicated that they would support the bond. Incremental reductions in the tax rate resulted in incremental increases in support for the measure, with 52% of voters indicating that they would support the bond at $25 per $100,000 assessed valuation.

Although the tax rates tested for the library bond were lower than for the facilities bond, voters were also less supportive of the library bond when compared to the facilities bond (see *Initial Ballot Test* on page 10). As shown in Figure 12, this translated to lower support at each tax threshold tested for the library measure despite testing lower rates. At the highest tax rate tested ($25 per $100,000 of assessed valuation), 30% of voters indicated that they would support the library bond. Incremental reductions in the tax rate resulted in incremental increases in support for the measure, with 39% of voters indicating that they would support the bond at $14 per $100,000 assessed valuation.

FIGURE 12 TAX THRESHOLD: LIBRARY
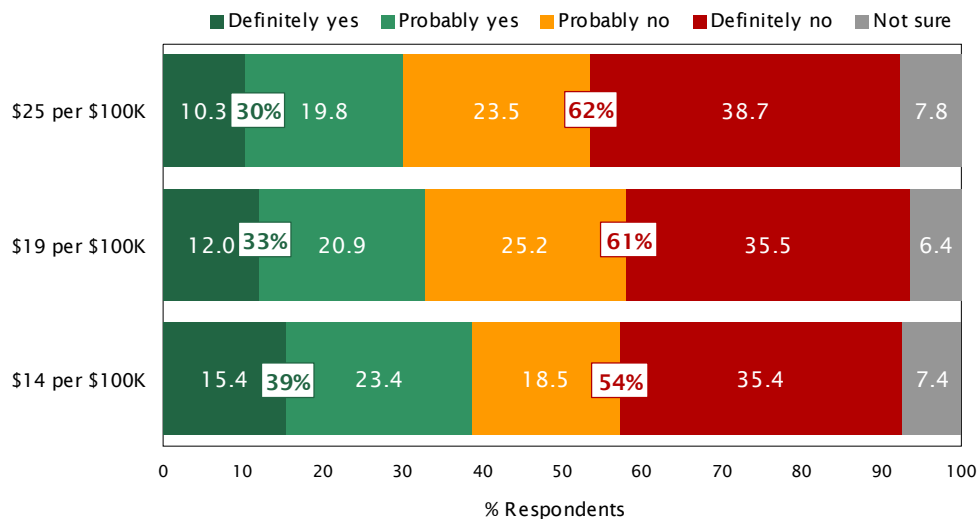
ANNUALIZED IMPACT FOR MEDIAN HOMEOWNER Because voters occasionally overestimate their current assessed valuation and/or have difficulty translating the tax rate into an annualized total, the survey also tested a different approach for conveying the tax rate information. In addition to presenting rates as described above, voters were also provided with the total annual cost of the bond for the median homeowner (see questions 8 and 9) based on the tax rates tested in Question 7. The results are presented in Figure 13 for the facilities bond, Figure 14 for the library bond.

Voters responded more positively when the cost of the measure was expressed as an annual total for the median homeowner when compared with a rate per $100,000 of assessed valuation. At the highest tax rate tested for the facilities bond ($48 per $100,000 of assessed valuation), 39% of voters indicated that they would support the proposed bond measure. When that rate was translated to an annual cost for the median homeowner (approximately $227 per year), 48% of those surveyed indicated that they would support the bond. Support was also slightly higher when the tax rate of $25 per $100,000 AV (52%) was translated to an annualized total of $118 for the median homeowner (54%) in the context of the facilities bond.

The pattern was similar for the library bond, although overall support at each threshold was lower. When the $25 per $100,000 AV rate was translated to $188 per year, support climbed from 30% to 41%. Support was also higher when the $14 per $100,000 rate (39%) was converted to an annual cost to the typical home owner of $66 per year (47%).

Question 8 *Let me put it another way: If you knew that this measure would cost the typical home owner about $227 per year, would you vote yes or no on the measure?*

Question 9 *If you knew that this measure would cost the typical home owner about $118 per year, would you vote yes or no on the measure?*

FIGURE 13 ANNUAL COST FOR TYPICAL HOMEOWNER: FACILITIES
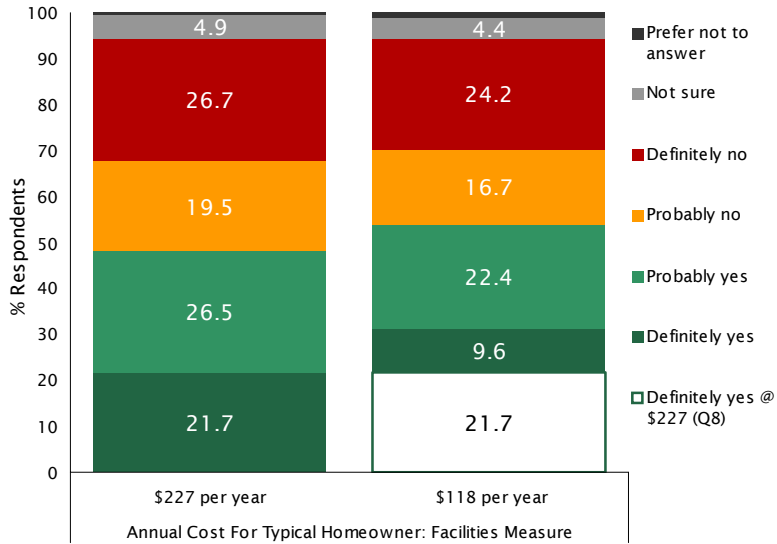
Question 8 *Let me put it another way: If you knew that this measure would cost the typical home owner about $118 per year, would you vote yes or no on the measure?*

Question 9 *If you knew that this measure would cost the typical home owner about $66 per year, would you vote yes or no on the measure?*

FIGURE 14 ANNUAL COST FOR TYPICAL HOMEOWNER: LIBRARY
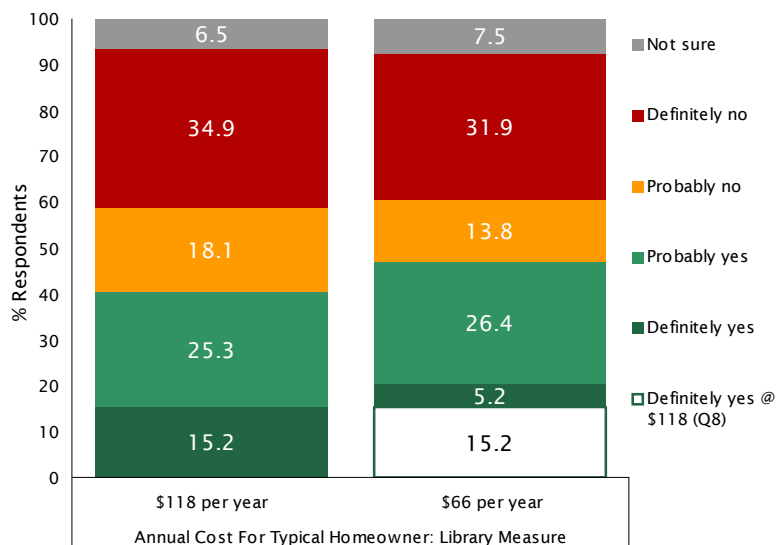
PROJECTS & IMPROVEMENTS

The ballot language presented in Question 5 indicated that the **facilities bond** measure would repair, expand, and upgrade aging community facilities including the Glendora Library, Senior Center, Teen Center, City Hall, and Recreation, Police and Public Works facilities; fix faulty roofs, plumbing, electrical, and ventilation; and improve safety and access for seniors/disabled residents. The ballot language for the **library bond** was similarly succinct, stating that the measure would repair, modernize, and expand the Glendora Library with improved spaces for collaboration, community programs and events, computers/technology learning center, studying, training, and expanded book/resource collections to serve residents of all ages; fix faulty roofs, electrical, ventilation; and improve access for seniors/disabled. The purpose of Question 10 was to provide respondents with the full range of facility improvements and services that may be funded by the proposed measures, as well as identify which of these improvements voters most favored funding with measure proceeds.

After reading each project or service that may be funded by the measure, respondents were asked if they would favor or oppose spending some of the money on that particular item assuming that the measure passes. Truncated descriptions of the improvements tested, as well as voters' responses, are shown in Figure 15 for the facilities bond, Figure 16 for the library bond.[2]

Voters clearly see a need for the improvements that could be funded by the **facilities bond**, as all items tested were favored by a majority of voters surveyed. That said, the improvements that resonated with the *largest* percentage of voters were ensuring that all community facilities meet current building codes, safety codes, and proper access for seniors and those with disabilities (72% strongly or somewhat favor), fixing leaky roofs, faulty electrical, heating, and ventilation systems, and aging infrastructure, where needed (70%), and removing hazardous materials like asbestos and lead pipes from older facilities, where encountered (70%).

A majority of voters also favored each of the items tested for the **library bond** (see Figure 16), although here again certain improvements garnered a stronger response from voters. Among the items tested, the library improvements that resonated with the *largest* percentage of voters were ensuring that the Library meets current building codes, safety codes, and proper access for seniors and those with disabilities (73%), fixing leaky roofs, faulty electrical, heating, and ventilation systems, and aging infrastructure (73%), and providing dedicated spaces for children's programming, reading skills, and story time (68%).

---

2. For the full text of the items tested, turn to Question 10 in *Questionnaires & Toplines* on page 44.

Question 10 *The measure we've been discussing would provide funding for a variety of projects and improvements. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion?*

FIGURE 15 PROJECTS & IMPROVEMENTS: FACILITIES
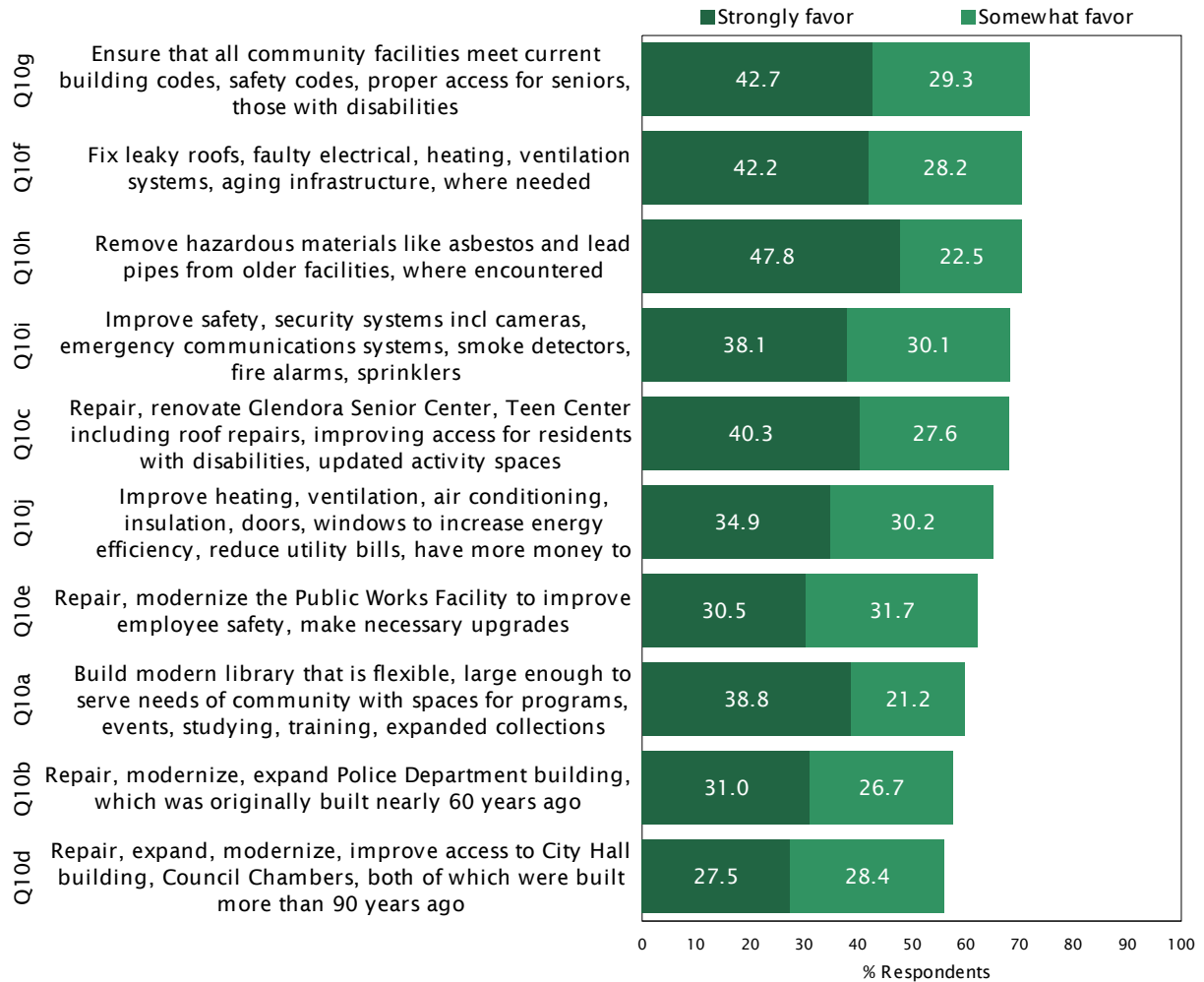
FIGURE 16 PROJECTS & IMPROVEMENTS: LIBRARY
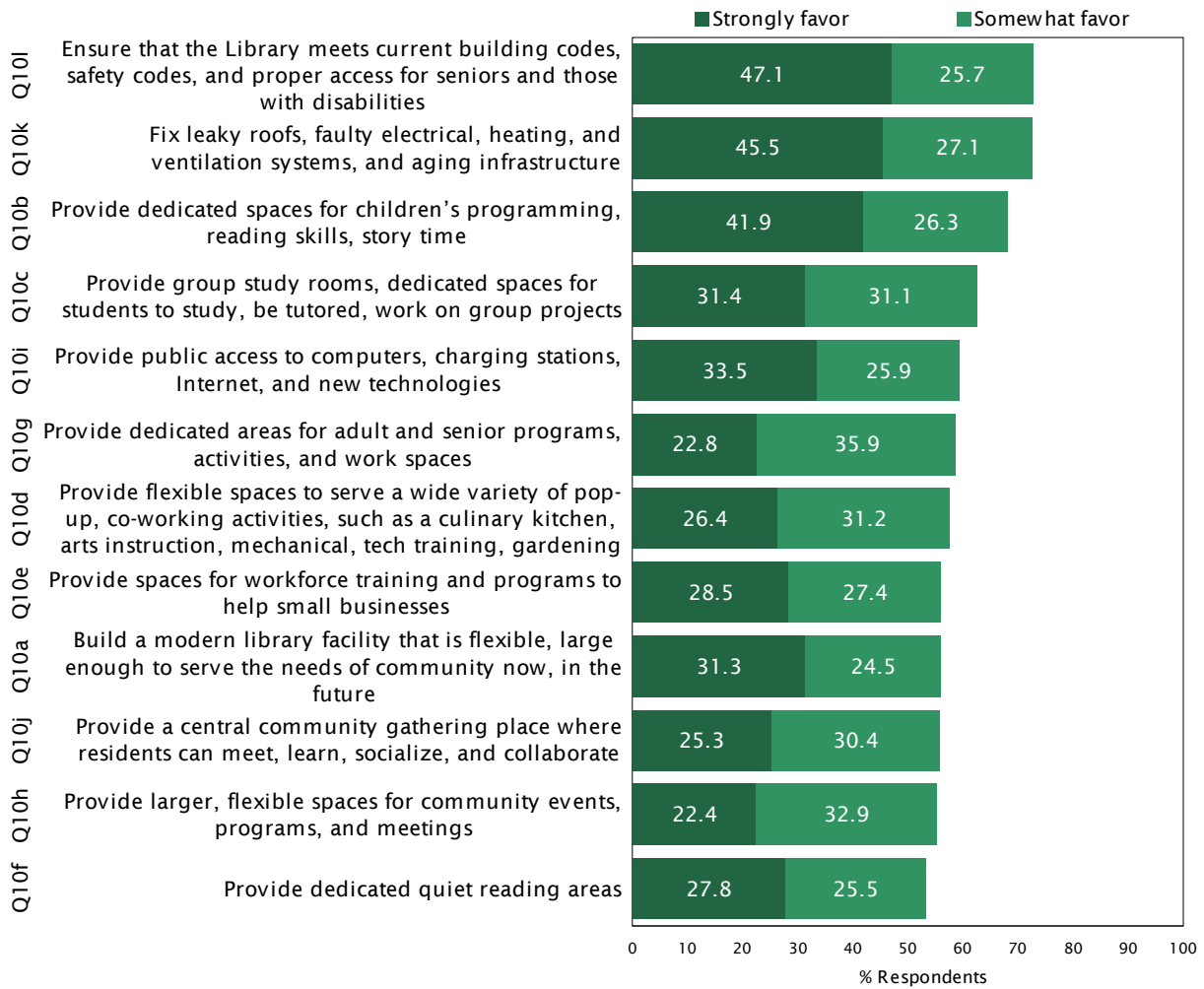
PROJECT RATINGS BY INITIAL SUPPORT   Table 3 on the next page presents the top five projects (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test for the facilities bond. Table 4 provides the same information for the library bond. Not surprisingly, individuals who initially opposed the measures were generally less likely to favor spending money on a given project or improvement when compared with supporters. Nevertheless, initial supporters, opponents, and the undecided were in agreement on three of the top five priorities for funding with the facilities bond, and three of the top five priorities for funding with the library bond.

TABLE 3 TOP PROJECTS & IMPROVEMENTS BY POSITION AT INITIAL BALLOT TEST: FACILITIES

Position at Initial Ballot Test (Q5)	Item	Program/Improvement Summary	% Strongly Favor
Probably or Definitely **Yes** (*n* = 158)	Q10h	Remove hazardous materials like asbestos and lead pipes from older facilities, where encountered	69
	Q10g	Ensure that all community facilities meet current building codes, safety codes, proper access for seniors, those with disabilities	60
	Q10c	Repair, renovate Glendora Senior Center, Teen Center including roof repairs, improving access for residents with disabilities, updated activity spaces	58
	Q10a	Build modern library that is flexible, large enough to serve needs of community with spaces for programs, events, studying, training, expanded collections	57
	Q10f	Fix leaky roofs, faulty electrical, heating, ventilation systems, aging infrastructure, where needed	56
Probably or Definitely **No** (*n* = 110)	Q10f	Fix leaky roofs, faulty electrical, heating, ventilation systems, aging infrastructure, where needed	27
	Q10g	Ensure that all community facilities meet current building codes, safety codes, proper access for seniors, those with disabilities	24
	Q10h	Remove hazardous materials like asbestos and lead pipes from older facilities, where encountered	23
	Q10b	Repair, modernize, expand Police Department building, which was originally built nearly 60 years ago	20
	Q10i	Improve safety, security systems incl cameras, emergency communications systems, smoke detectors, fire alarms, sprinklers	19
Not Sure (*n* = 28)	Q10h	Remove hazardous materials like asbestos and lead pipes from older facilities, where encountered	33
	Q10c	Repair, renovate Glendora Senior Center, Teen Center including roof repairs, improving access for residents with disabilities, updated activity spaces	27
	Q10a	Build modern library that is flexible, large enough to serve needs of community with spaces for programs, events, studying, training, expanded collections	25
	Q10f	Fix leaky roofs, faulty electrical, heating, ventilation systems, aging infrastructure, where needed	25
	Q10g	Ensure that all community facilities meet current building codes, safety codes, proper access for seniors, those with disabilities	23

TABLE 4 TOP PROJECTS & IMPROVEMENTS BY POSITION AT INITIAL BALLOT TEST: LIBRARY

Position at Initial Ballot Test (Q5)	Item	Program/Improvement Summary	% Strongly Favor
Probably or Definitely **Yes** (*n* = 135)	Q10l	Ensure that the Library meets current building codes, safety codes, and proper access for seniors and those with disabilities	76
	Q10b	Provide dedicated spaces for children's programming, reading skills, story time	71
	Q10k	Fix leaky roofs, faulty electrical, heating, and ventilation systems, and aging infrastructure	70
	Q10i	Provide public access to computers, charging stations, Internet, and new technologies	59
	Q10a	Build a modern library facility that is flexible, large enough to serve the needs of community now, in the future	58
Probably or Definitely **No** (*n* = 129)	Q10k	Fix leaky roofs, faulty electrical, heating, and ventilation systems, and aging infrastructure	20
	Q10l	Ensure that the Library meets current building codes, safety codes, and proper access for seniors and those with disabilities	17
	Q10b	Provide dedicated spaces for children's programming, reading skills, story time	8
	Q10e	Provide spaces for workforce training and programs to help small businesses	5
	Q10c	Provide group study rooms, dedicated spaces for students to study, be tutored, work on group projects	5
Not Sure (*n* = 32)	Q10l	Ensure that the Library meets current building codes, safety codes, and proper access for seniors and those with disabilities	56
	Q10b	Provide dedicated spaces for children's programming, reading skills, story time	53
	Q10k	Fix leaky roofs, faulty electrical, heating, and ventilation systems, and aging infrastructure	53
	Q10i	Provide public access to computers, charging stations, Internet, and new technologies	52
	Q10c	Provide group study rooms, dedicated spaces for students to study, be tutored, work on group projects	44

P OSITIVE   A RGUMENTS

If the City chooses to place a measure on an upcoming ballot, voters will be exposed to various arguments about the proposal in the ensuing months. Proponents of the measure will present arguments to try to persuade voters to support the measure, just as opponents may present arguments to achieve the opposite goal. For this study to be a reliable gauge of voter support for the respective bond measures, it is important that the survey simulate the type of discussion and debate that will occur prior to the vote taking place and identify how this information ultimately shapes voters' opinions about the measures.

The objective of Question 11 was thus to present respondents with arguments in favor of the proposed measure and identify whether they felt the arguments were convincing reasons to support it. Arguments in opposition to the measure were also presented and are discussed later in this report (see *Negative Arguments* on page 31). Within each series, specific arguments were administered in random order to avoid a systematic position bias. For the reader's convenience, we show the results of arguments presented for the facilities bond in Figure 17, and those for the library bond in Figure 6.

Question 11 *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

FIGURE 17   POSITIVE ARGUMENTS: FACILITIES
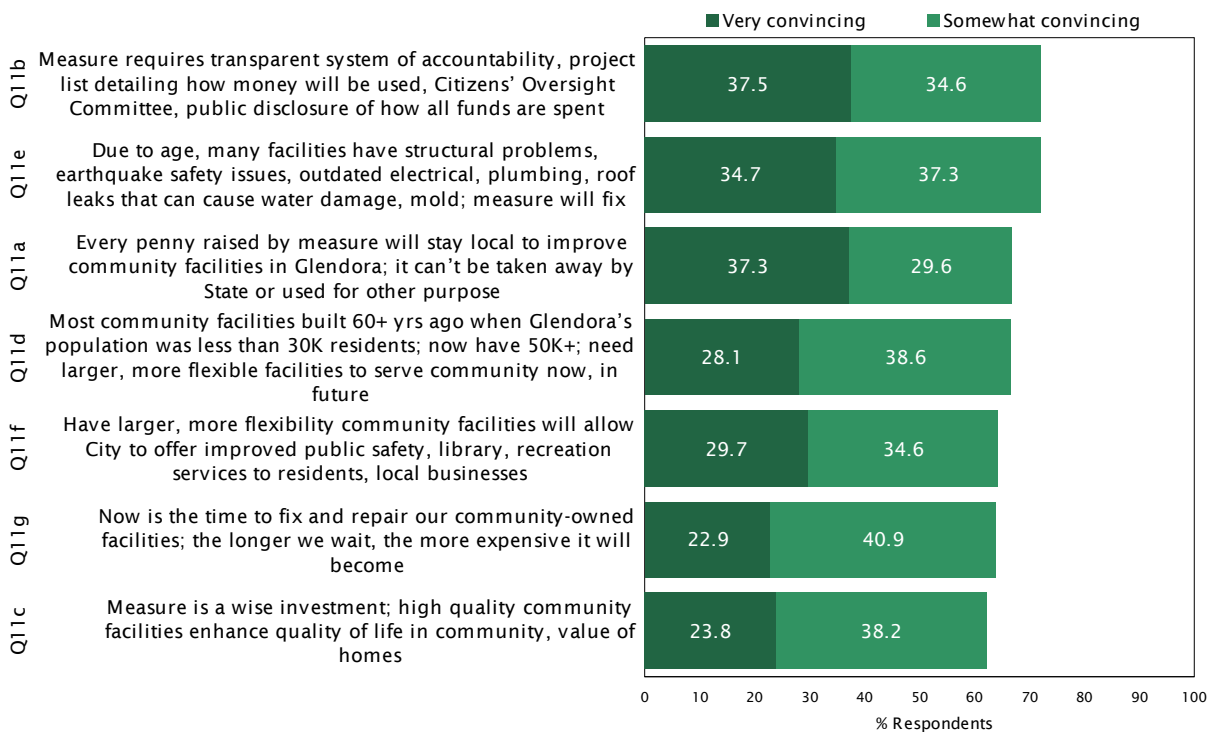
Figure 17 presents the truncated positive arguments tested for the facilities bond, as well as voters' reactions to the arguments. The arguments are sorted from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Using this methodol-

ogy, the most compelling positive arguments were: *This measure requires a transparent system of accountability, including a project list detailing exactly how the money will be used, a Citizens' Oversight Committee, and public disclosure of how all funds are spent* (72% very or somewhat convincing), *Due to their age, many of Glendora's community facilities have structural problems, earthquake safety issues, outdated electrical and plumbing, and roof leaks that can cause water damage and mold. This measure will fix these problems* (72%), and *Every penny raised by the measure will stay local to improve community facilities in Glendora. It can't be taken away by the State or used for other purpose* (67%).

Figure 18 presents the truncated positive arguments tested for the library bond, as well as voters' reactions to the arguments. Here again, the arguments are sorted from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Using this methodology, the most compelling positive arguments were: *Due to its age, the current Library building has structural problems and many roof leaks which can cause water damage and mold. This measure will fix these problems* (69%), *This measure requires a transparent system of accountability, including a project list detailing exactly how the money will be used, a Citizens' Oversight Committee, and public disclosure of how all funds are spent* (62%), and *Every penny raised by the measure will stay local to improve the Glendora Library. It can't be taken away by the State or used for other purpose* (71%).

FIGURE 18 POSITIVE ARGUMENTS: LIBRARY
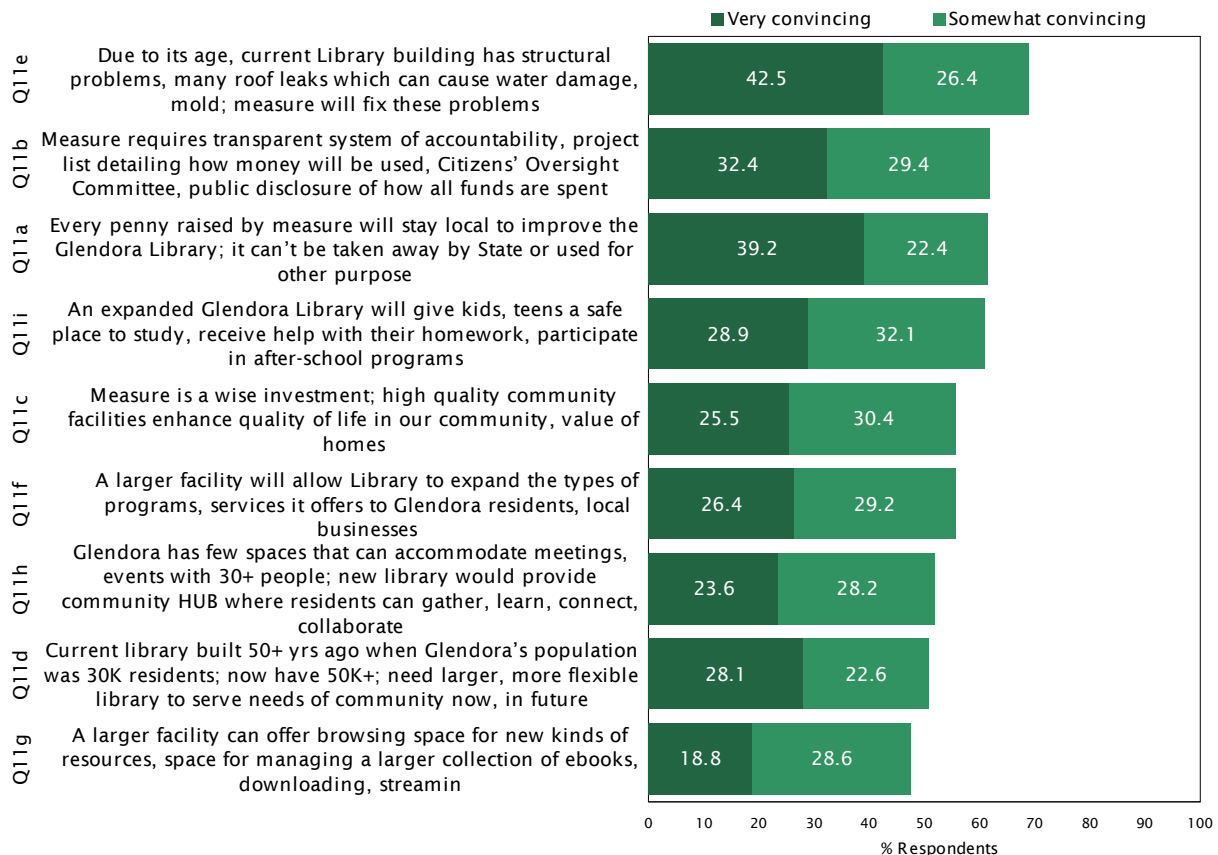
POSITIVE ARGUMENTS BY INITIAL SUPPORT Table 5 lists the top five most convincing positive arguments (showing the percentage of respondents who cited it as *very* convincing) according to respondents' vote choice at the Initial Ballot Test for the facilities bond, whereas Table 6 provides the same information for the library bond. The most striking pattern in the tables is that the positive arguments resonated with a higher percentage of voters who were initially inclined to support a measure when compared with voters who initially opposed a measure or were unsure. Nevertheless, four of the arguments for the facilities bond and three for the library bond were ranked among the top five most compelling by all three groups.

TABLE 5 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST: FACILITIES

Position at Initial Ballot Test (Q5)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 158)	Q11a	Every penny raised by measure will stay local to improve community facilities in Glendora; it can't be taken away by State or used for other purpose	56
	Q11b	Measure requires transparent system of accountability, project list detailing how money will be used, Citizens' Oversight Committee, public disclosure of how all funds are spent	52
	Q11e	Due to age, many facilities have structural problems, earthquake safety issues, outdated electrical, plumbing, roof leaks that can cause water damage, mold; measure will fix	51
	Q11f	Have larger, more flexibility community facilities will allow City to offer improved public safety, library, recreation services to residents, local businesses	45
	Q11d	Most community facilities built 60+ yrs ago when Glendora's population was less than 30K residents; now have 50K+; need larger, more flexible facilities to serve community now, in future	44
Probably or Definitely **No** (*n* = 110)	Q11b	Measure requires transparent system of accountability, project list detailing how money will be used, Citizens' Oversight Committee, public disclosure of how all funds are spent	18
	Q11e	Due to age, many facilities have structural problems, earthquake safety issues, outdated electrical, plumbing, roof leaks that can cause water damage, mold; measure will fix	15
	Q11a	Every penny raised by measure will stay local to improve community facilities in Glendora; it can't be taken away by State or used for other purpose	13
	Q11f	Have larger, more flexibility community facilities will allow City to offer improved public safety, library, recreation services to residents, local businesses	12
	Q11d	Most community facilities built 60+ yrs ago when Glendora's population was less than 30K residents; now have 50K+; need larger, more flexible facilities to serve community now, in future	10
Not Sure (*n* = 28)	Q11a	Every penny raised by measure will stay local to improve community facilities in Glendora; it can't be taken away by State or used for other purpose	32
	Q11b	Measure requires transparent system of accountability, project list detailing how money will be used, Citizens' Oversight Committee, public disclosure of how all funds are spent	32
	Q11e	Due to age, many facilities have structural problems, earthquake safety issues, outdated electrical, plumbing, roof leaks that can cause water damage, mold; measure will fix	22
	Q11c	Measure is a wise investment; high quality community facilities enhance quality of life in community, value of homes	16
	Q11f	Have larger, more flexibility community facilities will allow City to offer improved public safety, library, recreation services to residents, local businesses	13

TABLE 6 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST: LIBRARY

Position at Initial Ballot Test (Q5)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 135)	Q11e	Due to its age, current Library building has structural problems, many roof leaks which can cause water damage, mold; measure will fix these problems	62
	Q11a	Every penny raised by measure will stay local to improve the Glendora Library; it can't be taken away by State or used for other purpose	62
	Q11i	An expanded Glendora Library will give kids, teens a safe place to study, receive help with their homework, participate in after-school programs	51
	Q11b	Measure requires transparent system of accountability, project list detailing how money will be used, Citizens' Oversight Committee, public disclosure of how all funds are spent	50
	Q11f	A larger facility will allow Library to expand the types of programs, services it offers to Glendora residents, local businesses	50
Probably or Definitely **No** (*n* = 129)	Q11e	Due to its age, current Library building has structural problems, many roof leaks which can cause water damage, mold; measure will fix these problems	17
	Q11b	Measure requires transparent system of accountability, project list detailing how money will be used, Citizens' Oversight Committee, public disclosure of how all funds are spent	12
	Q11a	Every penny raised by measure will stay local to improve the Glendora Library; it can't be taken away by State or used for other purpose	12
	Q11h	Glendora has few spaces that can accommodate meetings, events with 30+ people; new library would provide community HUB where residents can gather, learn, connect, collaborate	4
	Q11d	Current library built 50+ yrs ago when Glendora's population was 30K residents; now have 50K+; need larger, more flexible library to serve needs of community now, in future	4
Not Sure (*n* = 32)	Q11e	Due to its age, current Library building has structural problems, many roof leaks which can cause water damage, mold; measure will fix these problems	60
	Q11a	Every penny raised by measure will stay local to improve the Glendora Library; it can't be taken away by State or used for other purpose	51
	Q11b	Measure requires transparent system of accountability, project list detailing how money will be used, Citizens' Oversight Committee, public disclosure of how all funds are spent	38
	Q11i	An expanded Glendora Library will give kids, teens a safe place to study, receive help with their homework, participate in after-school programs	35
	Q11d	Current library built 50+ yrs ago when Glendora's population was 30K residents; now have 50K+; need larger, more flexible library to serve needs of community now, in future	33

INTERIM BALLOT TEST

After informing respondents about the potential tax rates associated with the bond measures, projects and improvements that could be funded, as well as exposing them to positive arguments they may encounter during the election cycle, the survey again presented voters with the ballot language used previously to gauge how their support for the proposed facilities bond and library bond measures may have changed.

Question 12   *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to repair, expand, and upgrade aging community facilities including the Glendora Library, Senior Center, Teen Center, City Hall, and Recreation, Police and Public Works facilities; fix faulty roofs, plumbing, electrical, and ventilation; and improve safety and access for seniors/disabled residents; shall the City of Glendora's measure authorizing $150 million in bonds at legal rates be adopted, levying 48 dollars per 100 thousand dollars assessed value (9 million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure?*

Question 12   *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to repair, modernize, and expand the Glendora Library with improved spaces for collaboration, community programs and events, computers/technology learning center, studying, training, and expanded book/resource collections to serve residents of all ages; fix faulty roofs, electrical, ventilation; and improve access for seniors/disabled; shall the City of Glendora's measure authorizing $70 million in bonds at legal rates be adopted, levying 25 dollars per 100 thousand dollars assessed value (4 million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure?*

FIGURE 19 INTERIM BALLOT TEST

As shown in Figure 19, overall support for the facilities bond among likely November 2024 voters declined to 51%, with 42% of respondents opposed to the measure at this point in the survey, and an additional 7% being unsure or unwilling to state their vote choice. Support for the library bond declined by a similar amount to 43%, with 50% opposed and 8% unsure or unwilling to share their opinion.

SUPPORT BY SUBGROUPS   For the interested reader, tables 7 and 8 display how support for the facility bond and library bond measures at this point in the survey varied by key demographic subgroups, as well as the percentage change in subgroup support when compared to the Initial Ballot Test. Positive differences appear in green, whereas negative differences appear in red.

TABLE 7 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST: FACILITIES

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q5)
Overall		100	51.1	-1.6
Years in Glendora (Q1)	Less than 5	16	53.6	-11.8
	5 to 9	15	57.5	+0.7
	10 to 14	14	61.2	+4.7
	15 or more	55	46.1	-1.7
Overall Satisfaction (Q4)	Satisfied	86	57.0	-0.7
	Dissatisfied	14	17.6	-7.9
Child in Hsld (Q15)	Yes	38	51.7	-4.6
	No	62	52.8	+0.0
Party	Democrat	35	67.8	+0.0
	Republican	38	34.9	-4.4
	Other / DTS	27	51.5	-0.1
Household Party Type	Single dem	14	68.1	+1.5
	Dual dem	10	63.7	-11.8
	Single rep	13	41.4	+1.6
	Dual rep	14	27.0	-8.5
	Other	15	54.1	-0.2
	Mixed	34	52.2	+1.4
Age	Under 40	30	70.2	-3.5
	40 to 49	17	49.2	+8.1
	50 to 64	26	41.9	-6.9
	65 or older	27	39.9	-0.6
Registration Year	Since June 2012	35	67.8	+4.1
	Before June 2012	65	41.4	-4.9
Homeowner on Voter File	Yes	71	46.5	-3.4
	No	29	62.4	+2.7
Likely to Vote by Mail	Yes	62	54.2	-2.7
	No	38	46.4	-0.1
Voting Propensity	High	61	48.1	-0.5
	Medium / Low	39	55.6	-3.5
Gender	Male	51	50.3	+0.7
	Female	49	52.8	-4.2
Hsld Visited City Facility in Past 12 Months (Q16)	Yes	69	55.3	-0.9
	No	31	43.5	-3.3

TABLE 8 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST: LIBRARY

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q5)
Overall		100	43.1	-1.9
Years in Glendora (Q1)	Less than 5	16	57.9	-3.8
	5 to 9	15	42.8	-3.1
	10 to 14	14	50.7	+11.6
	15 or more	55	36.8	-4.0
Overall Satisfaction (Q4)	Satisfied	86	46.8	-2.8
	Dissatisfied	14	17.4	+3.2
Child in Hsld (Q15)	Yes	38	46.4	+0.8
	No	62	43.0	-3.4
Party	Democrat	35	50.9	-12.6
	Republican	38	30.0	+2.6
	Other / DTS	27	52.0	+5.8
Household Party Type	Single dem	14	58.7	-11.4
	Dual dem	10	44.8	-6.9
	Single rep	13	32.8	+1.6
	Dual rep	14	32.9	+2.5
	Other	15	50.5	-1.0
	Mixed	34	40.7	-0.1
Age	Under 40	30	72.2	+5.8
	40 to 49	17	25.6	-4.7
	50 to 64	26	29.5	-5.6
	65 or older	27	34.4	-5.3
Registration Year	Since June 2012	35	55.0	-2.2
	Before June 2012	65	36.9	-1.8
Homeowner on Voter File	Yes	71	39.0	-5.1
	No	29	53.3	+6.1
Likely to Vote by Mail	Yes	62	47.3	-3.4
	No	38	35.8	+0.6
Voting Propensity	High	61	39.6	-2.4
	Medium / Low	39	48.5	-1.1
Gender	Male	51	40.1	-3.2
	Female	49	52.1	+1.3
Hsld Library Interaction in Past 12 Months (Q16)	Yes	44	62.2	+0.9
	No	56	30.0	-3.8

NEGATIVE ARGUMENTS

Whereas Question 11 presented respondents with arguments in favor of the measures, Question 13 presented respondents with arguments designed to elicit opposition to the measures. In the case of Question 13, however, respondents were asked whether they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters' opinions about the arguments, are presented in Figure 20 for the facilities bond, Figure 21 for the library bond.

Question 13   *Next, let me tell you what opponents of the measure are saying. Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?*

FIGURE 20 NEGATIVE ARGUMENTS: FACILITIES
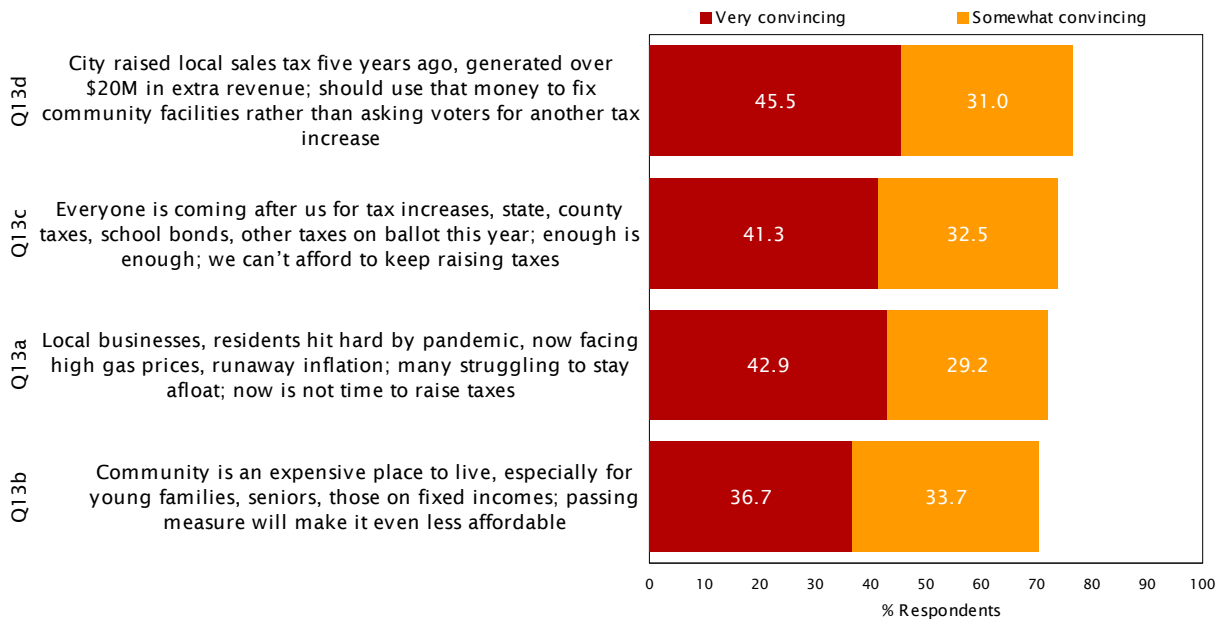
The most compelling negative arguments tested for the facilities bond were: *The City raised the local sales tax five years ago, which has generated over 20 million dollars so far in extra revenue. They should use that money to fix community facilities rather than asking voters for another tax increase* (77% very or somewhat convincing), *Everyone is coming after us for tax increases - including state and county taxes, school bonds, and other taxes that will be on the ballot this year. Enough is enough. We can't afford to keep raising our taxes* (74%), and *Local businesses and residents were hit hard by the pandemic and are now facing high gas prices and runaway inflation. Many are struggling to stay afloat. Now is not the time to raise taxes* (72%).

The most compelling negative arguments tested for the library bond were: *Everyone is coming after us for tax increases - including state and county taxes, school bonds, and other taxes that will be on the ballot this year. Enough is enough. We can't afford to keep raising our taxes* (75%), *Local businesses and residents were hit hard by the pandemic and are now facing high gas prices and runaway inflation. Many are struggling to stay afloat. Now is not the time to raise taxes* (73%), and *Our community is an expensive place to live, especially for young families,*

seniors, and those on fixed incomes. Passing this measure will make it even less affordable (69%).

FIGURE 21 NEGATIVE ARGUMENTS: LIBRARY
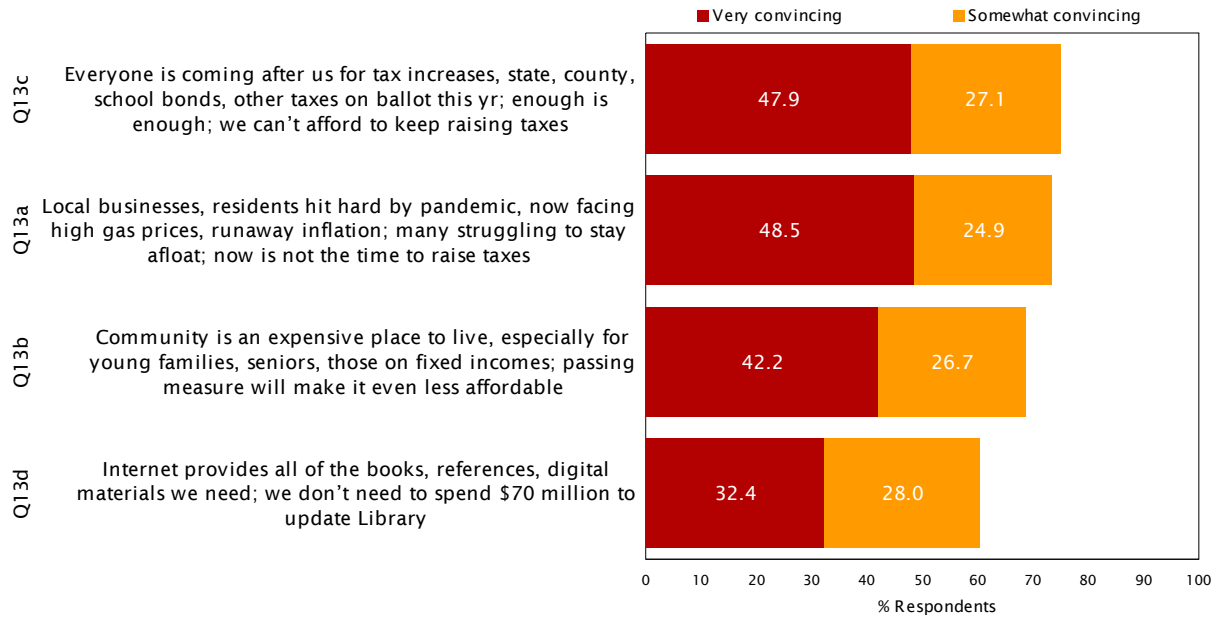
NEGATIVE ARGUMENTS BY INITIAL SUPPORT Table 9 on the next page lists the negative arguments (showing the percentage of respondents who cited each as *very* convincing) according to respondents' vote choice at the Initial Ballot Test for the facilities bond, whereas Table 10 provides the same information for the library bond. As one might expect, the negative arguments resonated with a higher percentage of voters who were initially inclined to oppose a measure when compared with voters who initially supported a measure or were unsure.

TABLE 9 NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST: FACILITIES

Position at Initial Ballot Test (Q5)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 158)	Q13d	City raised local sales tax five years ago, generated over $20M in extra revenue; should use that money to fix community facilities rather than asking voters for another tax increase	33
	Q13a	Local businesses, residents hit hard by pandemic, now facing high gas prices, runaway inflation; many struggling to stay afloat; now is not time to raise taxes	31
	Q13b	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	30
	Q13c	Everyone is coming after us for tax increases, state, county taxes, school bonds, other taxes on ballot this year; enough is enough; we can't afford to keep raising taxes	24
Probably or Definitely **No** (*n* = 110)	Q13c	Everyone is coming after us for tax increases, state, county taxes, school bonds, other taxes on ballot this year; enough is enough; we can't afford to keep raising taxes	62
	Q13d	City raised local sales tax five years ago, generated over $20M in extra revenue; should use that money to fix community facilities rather than asking voters for another tax increase	62
	Q13a	Local businesses, residents hit hard by pandemic, now facing high gas prices, runaway inflation; many struggling to stay afloat; now is not time to raise taxes	59
	Q13b	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	46
Not Sure (*n* = 28)	Q13c	Everyone is coming after us for tax increases, state, county taxes, school bonds, other taxes on ballot this year; enough is enough; we can't afford to keep raising taxes	54
	Q13d	City raised local sales tax five years ago, generated over $20M in extra revenue; should use that money to fix community facilities rather than asking voters for another tax increase	49
	Q13a	Local businesses, residents hit hard by pandemic, now facing high gas prices, runaway inflation; many struggling to stay afloat; now is not time to raise taxes	45
	Q13b	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	35

TABLE 10 NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST: LIBRARY

Position at Initial Ballot Test (Q5)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 135)	Q13a	Local businesses, residents hit hard by pandemic, now facing high gas prices, runaway inflation; many struggling to stay afloat; now is not the time to raise taxes	31
	Q13c	Everyone is coming after us for tax increases, state, county, school bonds, other taxes on ballot this yr; enough is enough; we can't afford to keep raising taxes	30
	Q13b	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	29
	Q13d	Internet provides all of the books, references, digital materials we need; we don't need to spend $70 million to update Library	23
Probably or Definitely **No** (*n* = 129)	Q13c	Everyone is coming after us for tax increases, state, county, school bonds, other taxes on ballot this yr; enough is enough; we can't afford to keep raising taxes	65
	Q13a	Local businesses, residents hit hard by pandemic, now facing high gas prices, runaway inflation; many struggling to stay afloat; now is not the time to raise taxes	65
	Q13b	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	53
	Q13d	Internet provides all of the books, references, digital materials we need; we don't need to spend $70 million to update Library	45
Not Sure (*n* = 32)	Q13a	Local businesses, residents hit hard by pandemic, now facing high gas prices, runaway inflation; many struggling to stay afloat; now is not the time to raise taxes	55
	Q13c	Everyone is coming after us for tax increases, state, county, school bonds, other taxes on ballot this yr; enough is enough; we can't afford to keep raising taxes	50
	Q13b	Community is an expensive place to live, especially for young families, seniors, those on fixed incomes; passing measure will make it even less affordable	46
	Q13d	Internet provides all of the books, references, digital materials we need; we don't need to spend $70 million to update Library	19

FINAL BALLOT TEST

Voters' opinions about ballot measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. A key goal of the survey was thus to gauge how voters' opinions about the proposed measures may be affected by the information they could encounter during the course of an election cycle. After providing respondents with the wording of the proposed measures, potential tax rates, projects that could be funded, and arguments in favor of and against the proposals, the survey again asked voters whether they would vote 'yes' or 'no' on the proposed bond measures.

Question 14   *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to repair, expand, and upgrade aging community facilities including the Glendora Library, Senior Center, Teen Center, City Hall, and Recreation, Police and Public Works facilities; fix faulty roofs, plumbing, electrical, and ventilation; and improve safety and access for seniors/disabled residents; shall the City of Glendora's measure authorizing $150 million in bonds at legal rates be adopted, levying 48 dollars per 100 thousand dollars assessed value (9 million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure?*

Question 14   *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to repair, modernize, and expand the Glendora Library with improved spaces for collaboration, community programs and events, computers/technology learning center, studying, training, and expanded book/resource collections to serve residents of all ages; fix faulty roofs, electrical, ventilation; and improve access for seniors/disabled; shall the City of Glendora's measure authorizing $70 million in bonds at legal rates be adopted, levying 25 dollars per 100 thousand dollars assessed value (4 million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure?*

FIGURE 22 FINAL BALLOT TEST
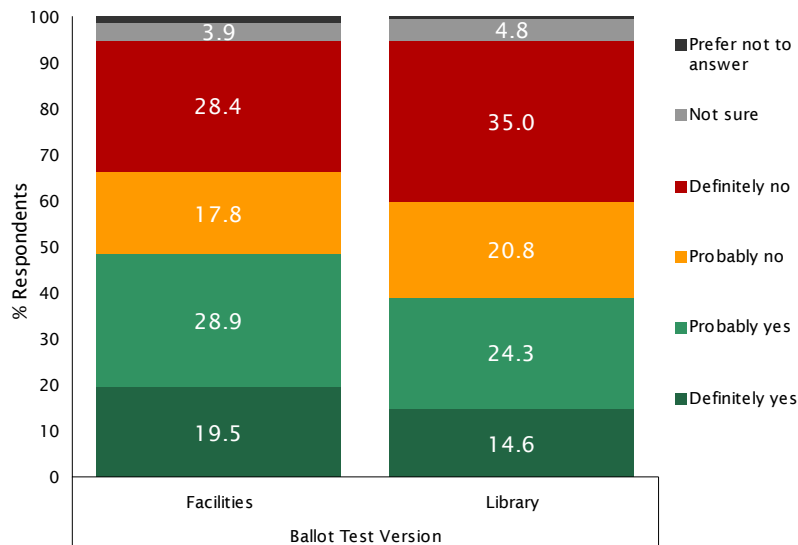
At this point in the survey, support for the **facilities bond** measure was found among 48% of likely November 2024 voters, with 46% opposed to the measure and 12% unsure or unwilling to state their vote choice. Support for the **library bond** was found among 39% of voters, with 56% opposed to the measure and 5% unsure or unwilling to state their vote choice.

CHANGE IN SUPPORT

Tables 11 (facilities bond) and 12 (library bond) provide a closer look at how support for the proposed bond measures changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within various subgroups of voters. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, negative differences in red.

TABLE 11 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST: FACILITIES

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q5)	Change From Interim Ballot Test (Q12)
Overall		100	48.4	-4.3	-2.6
Years in Glendora (Q1)	Less than 5	16	52.4	-13.0	-1.2
	5 to 9	15	58.6	+1.8	+1.1
	10 to 14	14	52.1	-4.4	-9.1
	15 or more	55	44.0	-3.8	-2.1
Overall Satisfaction (Q4)	Satisfied	86	55.3	-2.5	-1.7
	Dissatisfied	14	10.9	-14.6	-6.7
Child in Hsld (Q15)	Yes	38	44.0	-12.3	-7.7
	No	62	53.0	+0.3	+0.2
Party	Democrat	35	66.5	-1.3	-1.3
	Republican	38	34.4	-4.9	-0.5
	Other / DTS	27	44.6	-7.0	-6.9
Household Party Type	Single dem	14	67.4	+0.8	-0.6
	Dual dem	10	67.0	-8.4	+3.3
	Single rep	13	43.0	+3.2	+1.6
	Dual rep	14	23.9	-11.5	-3.0
	Other	15	48.2	-6.0	-5.8
	Mixed	34	46.7	-4.2	-5.6
Age	Under 40	30	64.8	-8.9	-5.4
	40 to 49	17	46.5	+5.5	-2.7
	50 to 64	26	38.6	-10.2	-3.3
	65 or older	27	41.0	+0.5	+1.1
Registration Year	Since June 2012	35	61.8	-1.9	-5.9
	Before June 2012	65	40.7	-5.7	-0.7
Homeowner on Voter File	Yes	71	45.8	-4.1	-0.7
	No	29	54.9	-4.7	-7.5
Likely to Vote by Mail	Yes	62	49.8	-7.1	-4.4
	No	38	46.4	-0.1	No change
Voting Propensity	High	61	46.1	-2.5	-2.0
	Medium / Low	39	52.0	-7.1	-3.6
Gender	Male	51	49.7	+0.1	-0.6
	Female	49	47.9	-9.2	-4.9
Hsld Visited City Facility in Past 12 Months (Q16)	Yes	69	51.6	-4.6	-3.7
	No	31	44.1	-2.7	+0.6

As expected, most groups responded to the negative arguments with a reduction in their support for the bonds when compared with the levels recorded at the Interim Ballot Test. For the facilities bond, the general trend over the course of the entire survey (Initial to Final Ballot Test) was negative, averaging -4%. With this decline, support for the facilities bond at the Final Ballot Test was approximately 19% below the two-thirds threshold required for passage. Support for the library bond was less resilient, declining 6% over the course of the interview. At the Final Ballot Test, support for the library bond was 28% below the required two-thirds threshold.

TABLE 12 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST: LIBRARY

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q5)	Change From Interim Ballot Test (Q12)
Overall		100	38.9	-6.1	-4.2
Years in Glendora (Q1)	Less than 5	16	55.1	-6.7	-2.9
	5 to 9	15	34.7	-11.3	-8.1
	10 to 14	14	48.6	+9.5	-2.1
	15 or more	55	32.8	-7.9	-4.0
Overall Satisfaction (Q4)	Satisfied	86	42.4	-7.2	-4.4
	Dissatisfied	14	13.5	-0.7	-3.9
Child in Hsld (Q15)	Yes	38	39.5	-6.1	-6.9
	No	62	40.7	-5.6	-2.2
Party	Democrat	35	48.1	-15.4	-2.7
	Republican	38	27.7	+0.3	-2.3
	Other / DTS	27	43.2	-3.0	-8.8
Household Party Type	Single dem	14	55.3	-14.9	-3.4
	Dual dem	10	48.3	-3.4	+3.5
	Single rep	13	29.5	-1.6	-3.3
	Dual rep	14	29.5	-0.9	-3.4
	Other	15	48.8	-2.8	-1.7
	Mixed	34	32.7	-8.1	-8.0
Age	Under 40	30	60.3	-6.1	-11.8
	40 to 49	17	23.9	-6.4	-1.7
	50 to 64	26	29.1	-6.0	-0.4
	65 or older	27	33.6	-6.0	-0.7
Registration Year	Since June 2012	35	45.3	-11.9	-9.7
	Before June 2012	65	35.6	-3.1	-1.3
Homeowner on Voter File	Yes	71	35.2	-8.9	-3.7
	No	29	48.1	+0.9	-5.2
Likely to Vote by Mail	Yes	62	43.3	-7.4	-4.0
	No	38	31.3	-3.8	-4.4
Voting Propensity	High	61	36.7	-5.3	-2.9
	Medium / Low	39	42.4	-7.3	-6.2
Gender	Male	51	37.8	-5.4	-2.3
	Female	49	45.7	-5.1	-6.4
Hsld Library Interaction in Past 12 Months (Q16)	Yes	44	54.2	-7.0	-8.0
	No	56	28.6	-5.1	-1.3

Whereas tables 11 and 12 display change in support for the measures over the course of the interview at the subgroup level, tables 13 and 14 display the individual-level changes that occurred between the Initial and Final Ballot Tests for the respective measures. On the left side of the tables is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the tables depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final Ballot Test. For example, in the first row of Table 13 we see that of the 18.7% of respondents who indicated that they would definitely support the facilities bond measure at the Initial Ballot Test, 12.7% also indicated that they would definitely support the measure at the Final Ballot Test. Approximately 4.0% moved to the probably support group, 1.0% moved to the probably oppose group, 1.1% moved to the definitely oppose group, and 0.0% percent stated they were now unsure of their vote choice.

To ease interpretation of the tables, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in the vote: from yes to no, no to yes, or not sure to either yes or no.

TABLE 13 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TEST: FACILITIES

Initial Ballot Test (Q5)		Final Ballot Test (Q14)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	18.7%	12.7%	4.0%	1.0%	1.1%	0.0%
Probably support	34.0%	6.1%	19.2%	4.1%	2.2%	2.5%
Probably oppose	19.5%	0.7%	1.0%	9.2%	8.5%	0.0%
Definitely oppose	17.3%	0.0%	2.4%	1.0%	14.0%	0.0%
Not sure	10.5%	0.0%	2.4%	2.5%	2.7%	2.8%

TABLE 14 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TEST: LIBRARY

Initial Ballot Test (Q5)		Final Ballot Test (Q14)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	15.3%	9.6%	3.1%	1.0%	0.6%	1.0%
Probably support	29.7%	3.9%	17.4%	6.2%	2.1%	0.2%
Probably oppose	20.9%	0.2%	0.6%	9.7%	9.4%	1.1%
Definitely oppose	22.2%	0.0%	0.5%	0.6%	20.7%	0.4%
Not sure	11.9%	0.9%	2.8%	3.3%	2.2%	2.6%

As one might expect, the information conveyed in the survey had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably yes or probably no). Moreover, tables 13 and 14 make clear that although the information did impact some voters, it did not do so in a consistent way for all respondents. Some respondents found the information conveyed during the course of the interview to be a reason to become more supportive of the measure, whereas a somewhat larger percentage found the same information to be a reason to be less supportive.

Despite 23% of respondents making a *fundamental*[3] shift in their opinion about the facilities bond measure over the course of the interview, the net impact is that support for the bond measure at the Final Ballot Test was approximately 4% lower than support at the Initial Ballot Test. For the library bond, 23% of voters also made a fundamental shift in their opinion about the measure over the course of the interview, the net impact being a decline of 6% between the Initial Ballot Test and Final Ballot Test.

3. That is, they changed from a position of support, opposition or undecided at the Initial Ballot Test to a different position at the Final Ballot Test.

BACKGROUND & DEMOGRAPHICS

TABLE 15 DEMOGRAPHICS OF SAMPLE

Total Respondents	*600*
Years in Glendora (Q1)	
Less than 5	15.5
5 to 9	14.8
10 to 14	14.2
15 or more	55.3
Prefer not to answer	0.2
Child in Hsld (Q15)	
Yes	37.1
No	59.6
Prefer not to answer	3.3
Hsld Visited City Facility in Past 12 Mos (Q16 Facilities)	
Yes	67.2
No	30.6
Prefer not to answer	2.3
Hsld Library Interaction in Past 12 Mos (Q16 Library)	
Yes	43.2
No	54.3
Prefer not to answer	2.5
Gender	
Male	48.2
Female	46.2
Non-binary	0.6
Prefer not to answer	5.0
Party	
Democrat	35.0
Republican	37.7
Other / DTS	27.4
Age	
Under 40	30.1
40 to 49	16.7
50 to 64	26.4
65 or older	26.9
Registration Year	
Since June 2012	35.4
Before June 2012	64.6
Household Party Type	
Single dem	14.2
Dual dem	10.0
Single rep	12.8
Dual rep	14.0
Other	15.4
Mixed	33.7
Homeowner on Voter File	
Yes	71.2
No	28.8
Likely to Vote by Mail	
Yes	61.7
No	38.3
Voting Propensity	
High	60.6
Medium / Low	39.4

In addition to questions directly related to the proposed measures, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the likely November 2024 voter sample represented in this report is shown in Table 15.

METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT   Dr. McLarney of True North Research worked closely with the City of Glendora to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only individuals who did not support the bond at the Initial Ballot Test (Questions 5) were asked the follow-up open-ended question (Question 6) regarding their reasons for not supporting the measure. As noted in the *Introduction* (see *Split-Sample to Test Two Measures* on page 2), respondents were also assigned to one of two versions of the bond measure for the duration of the interview. The questionnaires included with this report (see *Questionnaires & Toplines* on page 44) identifies the skip patterns used during the survey to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST   Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting telephone interviews. The CATI program automatically navigates skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they occur. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled voters. The integrity of the questionnaire was pre-tested internally by True North and by dialing into voter households in the city prior to formally beginning the survey.

SAMPLE   The survey was administered to a random sample of 600 likely voters in the City of Glendora who are likely to participate in the November 2024 election. Consistent with the profile of this universe, the sample was stratified into clusters, each representing a combination of age, gender, household party-type, and geographic subarea. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile. Respondents were further assigned to one of two subsamples corresponding to the Library Bond or Facilities Bond version of the survey.

STATISTICAL MARGIN OF ERROR   By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the City of Glendora who are likely to participate in the November 2024 election. The results of the sample can thus be used to estimate the opinions of *all* voters likely to participate in this election. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 600 voters for a particular question and what would have been found if all 31,481 likely voters identified had been surveyed for the study.

Figure 23 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is ± 4% for questions answered by all 600 respondents, and approximately ± 5.6% for each of the respective ballot measures tested in a split-sample format.

FIGURE 23 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING
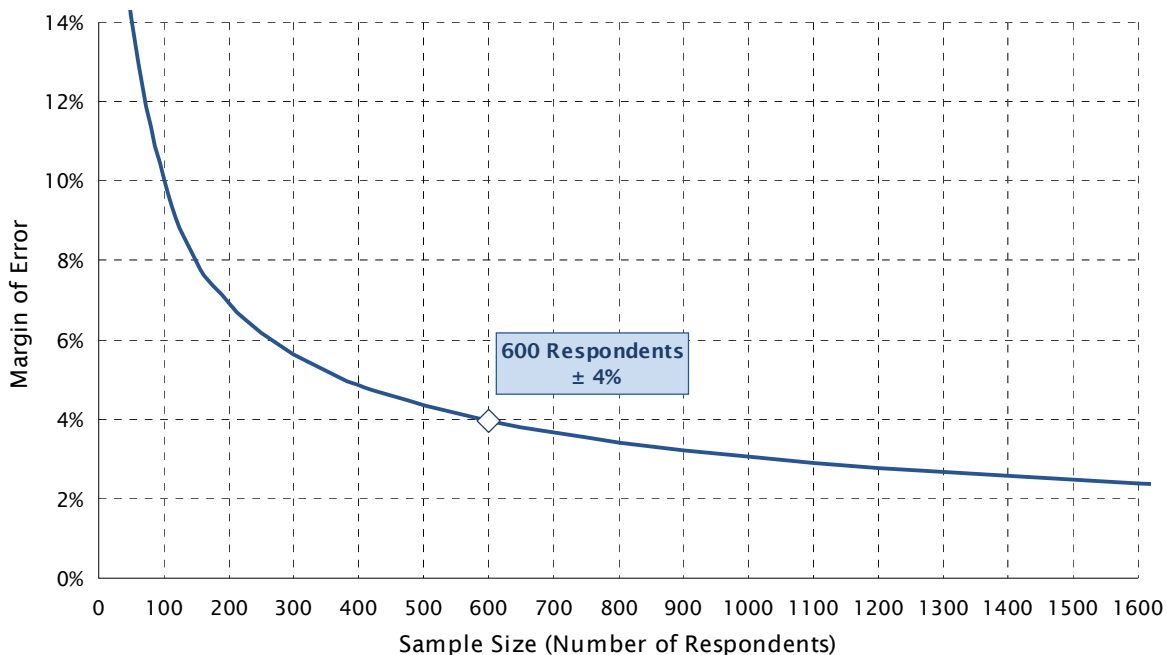
Within this report, figures and tables show how responses to certain questions varied by age, gender, party affiliation, and other subgroup categories. Figure 23 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

RECRUITING & DATA COLLECTION The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Telephone interviews averaged 16 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between May 5 and May 14, 2024. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would likely bias the sample.

Voters recruited via email and text were assigned a unique passcode to ensure that only voters who received an invitation could access the online survey site, and that each voter could complete the survey only one time. During the data collection period, an email reminder notice was also sent to encourage participation among those who had yet to take the survey.

DATA PROCESSING   Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, weighting, and preparing frequency analyses and cross-tabulations.

ROUNDING   Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question.

T R U E N O R T H
R E S E A R C H

City of Glendora
Facilities Bond Feasibility Survey
Final Toplines (n=300)
May 2024

Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling from TNR on behalf of the City of Glendora. We're conducting a confidential survey of voters about important issues in Glendora and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 10 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

Section 2: Quality of Life & Services

I'd like to begin by asking you a few questions about what it is like to live in Glendora.

Q1		How long have you lived in Glendora?	
	1	Less than 1 year	2%
	2	1 to 4 years	11%
	3	5 to 9 years	15%
	4	10 to 14 years	16%
	5	15 years or longer	55%
	99	Prefer not to answer	0%
Q2		How would you rate the overall quality of life in Glendora? Would you say it is excellent, good, fair, poor or very poor?	
	1	Excellent	30%
	2	Good	56%
	3	Fair	13%
	4	Poor	0%
	5	Very poor	1%
	98	Not sure	0%
	99	Prefer not to answer	0%

Q3	If the city government could change one thing to make Glendora a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Improve, maintain infrastructure, roads	19%
	Address homeless issues	13%
	Not sure / Cannot think of anything specific	11%
	Provide more restaurants, shopping opportunities	7%
	Limit growth, preserve open space	6%
	Improve public safety, security	6%
	Beautify, clean up City, landscape	6%
	No changes needed / Everything is fine	6%
	Provide additional youth, family activities, events for different ages	5%
	Provide more street lighting	4%
	Provide more bike lanes, walking paths	4%
	Improve, add parks, rec facilities	4%
	Enforce city codes	3%
	Address Metro A Line issues	3%
	Provide more affordable housing	2%
	Improve parking	2%
	Improve traffic congestion	2%
	Enforce traffic laws	2%
	Address water issues	2%
	Synchronize traffic lights	2%
	Provide, support more diversity in general	2%
	Support small businesses	2%
	Improve city planning, zoning	2%
	Friendlier police department	2%
	Improve downtown	2%

Q4	Generally speaking, are you satisfied or dissatisfied with the job the City of Glendora is doing to provide city services? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	34%
	2	Somewhat satisfied	49%
	3	Somewhat dissatisfied	12%
	4	Very dissatisfied	2%
	98	Not sure	2%
	99	Prefer not to answer	2%

Section 3: Initial Ballot Test

Later this year, voters in Glendora may be asked to vote on a local ballot measure. Let me read you a summary of the measure.

Q5	In order to: ◇ Repair, expand, and upgrade aging community facilities including the Glendora Library, Senior Center, Teen Center, City Hall, and Recreation, Police and Public Works facilities ◇ Fix faulty roofs, plumbing, electrical, and ventilation ◇ And improve safety and access for seniors/disabled residents Shall the City of Glendora's measure authorizing **$150** million in bonds at legal rates be adopted, levying **48** dollars per 100 thousand dollars assessed value (**9** million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely yes	19%	*Skip to Q7*
	2	Probably yes	34%	*Skip to Q7*
	3	Probably no	19%	*Ask Q6*
	4	Definitely no	17%	*Ask Q6*
	98	Not sure	9%	*Ask Q6*
	99	Prefer not to answer	1%	*Skip to Q7*

Q6	Is there a particular reason why you do not support or are unsure about the measure I just described? *If yes, ask:* Please briefly describe your reason. Verbatim responses recorded and later grouped into categories shown below.	
	Taxes already too high	31%
	Need more information	27%
	Money is misspent, mismanaged	13%
	Other higher priorities in community	13%
	Measure too expensive	10%
	Not sure / No particular reason	6%
	Other ways to be funded	4%
	City has enough money	3%
	Do not trust City	3%
	Do not support bonds, increased debt	2%
	Money will go to admin, union pensions	2%
	City is okay as-is, no need for more money	1%
	Mentioned past ballot measure	1%

Section 4: Tax Threshold								

Q7	The amount each home owner will pay if the measure passes depends on the assessed value of their home – <u>not</u> the current market value of the home. If you heard that the annual property taxes on your home would increase: _____ per 100,000 (one hundred thousand) dollars of assessed valuation, would you vote yes or no on the bond measure? *Get answer, then ask:* Is that definitely (yes/no) or probably (yes/no)? *If needed:* The assessed value of your home is listed on your property tax bill.

Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next question.

	Ask in Order	Definitely yes	Probably yes	Probably no	Definitely no	Not sure	Prefer not to answer
A	$48	13%	25%	20%	29%	10%	2%
B	$38	18%	25%	18%	30%	7%	1%
C	$25	30%	23%	11%	29%	6%	1%

Q8	Let me put it another way: If you knew that this measure would cost the <u>typical</u> home owner about **$227** per year, would you vote yes or no on the measure? *Get answer, then ask:* Is that definitely (yes/no) or probably (yes/no)?		
	1	Definitely yes	22%	Skip to Q10
	2	Probably yes	27%	Ask Q9
	3	Probably no	19%	Ask Q9
	4	Definitely no	27%	Ask Q9
	98	Not sure	5%	Ask Q9
	99	Prefer not to answer	1%	Skip to Q10

Q9	If you knew that this measure would cost the <u>typical</u> home owner about **$118** per year, would you vote yes or no on the measure? *Get answer, then ask:* Is that definitely (yes/no) or probably (yes/no)?	
		Definitely yes @ $227 (Q8)	22%
	1	Definitely yes	10%
	2	Probably yes	22%
	3	Probably no	17%
	4	Definitely no	24%
	98	Not sure	4%
	99	Prefer not to answer	1%

	Section 5: Projects & Improvements						
Q10	The measure we've been discussing would provide funding for a variety of projects and improvements. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? *Get answer, if favor or oppose, then ask:* Would that be strongly (favor/oppose) or somewhat (favor/oppose)?						
	Randomize	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Not sure	Prefer not to answer
A	Build a **modern library** facility that is flexible and large enough to serve the needs of the community with improved spaces for programs, events, studying, training, and expanded collections	39%	21%	14%	16%	7%	3%
B	Repair, modernize and expand the **Police Department** building, which was originally built nearly 60 years ago	31%	27%	13%	16%	8%	5%
C	Repair and renovate the Glendora **Senior Center** and **Teen Center** including roof repairs, improving access for residents with disabilities, and updated activity spaces	40%	28%	11%	11%	6%	5%
D	Repair, expand, modernize, and improve access to the **City Hall** building and **Council Chambers**, both of which were built more than 90 years ago	27%	28%	13%	19%	8%	5%
E	Repair and modernize the **Public Works Facility** to improve employee safety and make necessary upgrades	31%	32%	12%	14%	8%	3%
F	**Fix** leaky roofs, faulty electrical, heating, and ventilation systems, and aging infrastructure, where needed	42%	28%	9%	11%	6%	4%
G	Ensure that all community facilities meet current **building codes**, **safety codes**, and proper **access** for seniors and those with disabilities	43%	29%	10%	11%	3%	4%
H	Remove **hazardous materials** like asbestos and lead pipes from older facilities, where encountered	48%	23%	8%	11%	7%	3%
I	Improve **safety** and security systems including security cameras, emergency communications systems, smoke detectors, fire alarms, and sprinklers	38%	30%	7%	14%	6%	4%
J	Improve heating, ventilation, air conditioning, insulation, doors, windows, and infrastructure to increase **energy efficiency**, reduce utility bills, and have more money to spend providing services to residents	35%	30%	11%	14%	6%	3%

Section 6: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q11	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to **SUPPORT** the measure?

	Randomize	Very convincing	Somewhat convincing	Not at all convincing	Don't believe	Not sure	Prefer not to answer
A	Every penny raised by the measure will stay local to improve community facilities in Glendora. It can't be taken away by the State or used for other purpose.	37%	30%	18%	9%	3%	3%
B	This measure requires a transparent system of accountability, including a project list detailing exactly how the money will be used, a Citizens' Oversight Committee, and public disclosure of how all funds are spent.	37%	35%	16%	7%	2%	3%
C	This measure is a wise investment. High quality community facilities enhance the quality of life in our community and the value of our homes.	24%	38%	22%	11%	2%	3%
D	Most of our community facilities were built more than 60 years ago when Glendora's population was less than 30 thousand residents. We now have more than 50 thousand residents. We need larger and more flexible facilities to serve the needs of our community now and in the future.	28%	39%	21%	8%	2%	3%
E	Due to their age, many of Glendora's community facilities have structural problems, earthquake safety issues, outdated electrical and plumbing, and roof leaks that can cause water damage and mold. This measure will fix these problems.	35%	37%	14%	8%	2%	4%
F	Have larger, more flexibility community facilities will allow the City to offer improved public safety, library, and recreation services to residents and local businesses.	30%	35%	22%	8%	3%	3%
G	Now is the time to fix and repair our community-owned facilities. The longer we wait, the more expensive it will become.	23%	41%	24%	7%	2%	3%

Section 7: Interim Ballot Test		
Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again.		

Q12	In order to:
	
	    ◇ Repair, expand, and upgrade aging community facilities including the Glendora Library, Senior Center, Teen Center, City Hall, and Recreation, Police and Public Works facilities
	    ◇ Fix faulty roofs, plumbing, electrical, and ventilation
	    ◇ And improve safety and access for seniors/disabled residents
	
	Shall the City of Glendora's measure authorizing **$150** million in bonds at legal rates be adopted, levying **48** dollars per 100 thousand dollars assessed value (**9 million dollars annually**) while bonds are outstanding, with citizen oversight and all money locally controlled?
	
	If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?	

1	Definitely yes	20%
2	Probably yes	31%
3	Probably no	17%
4	Definitely no	25%
98	Not sure	5%
99	Prefer not to answer	2%

Section 8: Negative Arguments							
Next, let me tell you what opponents of the measure are saying.							
Q13	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						

	Randomize	Very convincing	Somewhat convincing	Not At All convincing	Don't believe	Not sure	Prefer not to answer
A	Local businesses and residents were hit hard by the pandemic and are now facing high gas prices and runaway inflation. Many are struggling to stay afloat. Now is not the time to raise taxes.	43%	29%	20%	5%	1%	3%
B	Our community is an expensive place to live, especially for young families, seniors, and those on fixed incomes. Passing this measure will make it even less affordable.	37%	34%	18%	7%	2%	2%

C	Everyone is coming after us for tax increases – including state and county taxes, school bonds, and other taxes that will be on the ballot this year. Enough is enough. We can't afford to keep raising our taxes.	41%	32%	20%	3%	2%	2%
D	The City raised the local sales tax five years ago, which has generated over 20 million dollars so far in extra revenue. They should use that money to fix community facilities rather than asking voters for another tax increase.	45%	31%	16%	3%	2%	3%

Section 9: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time.

Q14	In order to: ◇ Repair, expand, and upgrade aging community facilities including the Glendora Library, Senior Center, Teen Center, City Hall, and Recreation, Police and Public Works facilities ◇ Fix faulty roofs, plumbing, electrical, and ventilation ◇ And improve safety and access for seniors/disabled residents Shall the City of Glendora's measure authorizing **$150** million in bonds at legal rates be adopted, levying **48** dollars per 100 thousand dollars assessed value (**9 million dollars annually**) while bonds are outstanding, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?	
	1	Definitely yes	19%
	2	Probably yes	29%
	3	Probably no	18%
	4	Definitely no	28%
	98	Not sure	4%
	99	Prefer not to answer	1%

Section 10: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

Q15	Do you have children under the age of 18 living in your household?	
	1	Yes	36%
	2	No	61%
	99	Prefer not to answer	3%

Q16	In the past 12 months, have you or another member of your household visited a city facility – such as City Hall, Senior Center, Teen Center, or the Library?	
1	Yes	67%
2	No	31%
99	Prefer not to answer	2%

Those are all of the questions that I have for you. Thanks so much for participating in this important survey.

Post-Interview & Sample Items		
S1	Gender	
1	Male	50%
2	Female	47%
3	Non-binary	1%
4	Prefer not to answer	2%
S2	Party	
1	Democrat	35%
2	Republican	37%
3	Other	10%
4	DTS	18%
S3	Age on Voter File	
1	18 to 29	16%
2	30 to 39	14%
3	40 to 49	17%
4	50 to 64	26%
5	65 or older	27%
S4	Registration Date	
1	Since Nov 2018	24%
2	Jun 2012 to before Nov 2018	12%
3	Jun 2006 to before Jun 2012	10%
4	Before June 2006	54%

S5	Household Party Type		
	1	Single Dem	14%
	2	Dual Dem	11%
	3	Single Rep	13%
	4	Dual Rep	14%
	5	Single Other	11%
	6	Dual Other	5%
	7	Dem & Rep	6%
	8	Dem & Other	11%
	9	Rep & Other	11%
	0	Mixed (Dem + Rep + Other)	3%
S6	Homeowner on Voter File		
	1	Yes	71%
	2	No	29%
S7	Likely to Vote by Mail		
	1	Yes	60%
	2	No	40%
S8	Likely November 2024 Voter		
	1	Yes	100%
	2	No	0%
S9	Voting Propensity		
	1	High	61%
	2	Medium / Low	39%

Questionnaires & Toplines

T R U E N O R T H
R E S E A R C H

Section 1: Introduction to Study
Hi, may I please speak to _____. My name is _____, and I'm calling from TNR on behalf of the City of Glendora. We're conducting a confidential survey of voters about important issues in Glendora and I'd like to get your opinions.
If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.
If needed: The survey should take about 10 minutes to complete.
If needed: If now is not a convenient time, can you let me know a better time so I can call back?
If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

Section 2: Quality of Life & Services
I'd like to begin by asking you a few questions about what it is like to live in Glendora.

Q1		How long have you lived in Glendora?	
	1	Less than 1 year	1%
	2	1 to 4 years	16%
	3	5 to 9 years	15%
	4	10 to 14 years	12%
	5	15 years or longer	55%
	99	Prefer not to answer	0%
Q2		How would you rate the overall quality of life in Glendora? Would you say it is excellent, good, fair, poor or very poor?	
	1	Excellent	28%
	2	Good	58%
	3	Fair	12%
	4	Poor	1%
	5	Very poor	0%
	98	Not sure	0%
	99	Prefer not to answer	0%

Q3	If the city government could change one thing to make Glendora a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Address homeless issues	21%
	Improve, maintain infrastructure, roads	17%
	Not sure / Cannot think of anything specific	15%
	Improve public safety, security	8%
	Provide more restaurants, shopping opportunities	8%
	No changes needed / Everything is fine	7%
	Improve downtown	5%
	Limit growth, preserve open space	4%
	Provide more affordable housing	4%
	Beautify, clean up City, landscape	4%
	Improve schools, education	4%
	Address Metro A Line issues	4%
	Address water issues	3%
	Synchronize traffic lights	3%
	Improve parking	2%
	Provide more bike lanes, walking paths	2%
	Enforce traffic laws	2%
	Bring back Farmers Market	2%
	Improve, add parks, rec facilities	2%
	Redevelop, update buildings on Route 66	2%
Q4	Generally speaking, are you satisfied or dissatisfied with the job the City of Glendora is doing to provide city services? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?	
	1	Very satisfied	31%
	2	Somewhat satisfied	52%
	3	Somewhat dissatisfied	9%
	4	Very dissatisfied	4%
	98	Not sure	4%
	99	Prefer not to answer	0%

Questionnaires & Toplines

Section 3: Initial Ballot Test			
Later this year, voters in Glendora may be asked to vote on a local ballot measure. Let me read you a summary of the measure.			

Q5	In order to: ◇ Repair, modernize, and expand the Glendora Library with improved spaces for collaboration, community programs and events, computers/technology learning center, studying, training, and expanded book/resource collections to serve residents of all ages ◇ Fix faulty roofs, electrical, ventilation ◇ And improve access for seniors/disabled Shall the City of Glendora's measure authorizing **$70** million in bonds at legal rates be adopted, levying **25** dollars per 100 thousand dollars assessed value (**4** million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?			
	1	Definitely yes	15%	*Skip to Q7*
	2	Probably yes	30%	*Skip to Q7*
	3	Probably no	21%	*Ask Q6*
	4	Definitely no	22%	*Ask Q6*
	98	Not sure	11%	*Ask Q6*
	99	Prefer not to answer	1%	*Skip to Q7*

Q6	Is there a particular reason why you do not support or are unsure about the measure I just described? *If yes, ask:* Please briefly describe your reason. Verbatim responses recorded and later grouped into categories shown below.	
	Taxes already too high	34%
	Other higher priorities in community	14%
	Not sure / No particular reason	14%
	Need more information	13%
	Money is misspent, mismanaged	11%
	Library is okay as-is, no need for more money	6%
	Other ways to be funded	4%
	Measure too expensive	3%
	Do not support bonds, increased debt	2%
	City has enough money	1%
	Mentioned past ballot measure	1%
	Attendance to Library is decreasing, internet used instead	1%

Section 4: Tax Threshold							
Q7	The amount each home owner will pay if the measure passes depends on the assessed value of their home – <u>not</u> the current market value of the home. If you heard that the annual property taxes on your home would increase: _____ per 100,000 (one hundred thousand) dollars of assessed valuation, would you vote yes or no on the bond measure? *Get answer, then ask:* Is that definitely (yes/no) or probably (yes/no)? *If needed:* The assessed value of your home is listed on your property tax bill.						

Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next question.

	Ask in Order	Definitely yes	Probably yes	Probably no	Definitely no	Not sure	Prefer not to answer
A	$25	10%	20%	23%	39%	8%	0%
B	$19	12%	21%	25%	35%	6%	0%
C	$14	15%	23%	18%	35%	7%	0%

Q8	Let me put it another way: If you knew that this measure would cost the <u>typical</u> home owner about **$118** per year, would you vote yes or no on the measure? *Get answer, then ask:* Is that definitely (yes/no) or probably (yes/no)?		
	1	Definitely yes	15%	*Skip to Q10*
	2	Probably yes	25%	*Ask Q9*
	3	Probably no	18%	*Ask Q9*
	4	Definitely no	35%	*Ask Q9*
	98	Not sure	6%	*Ask Q9*
	99	Prefer not to answer	0%	*Skip to Q10*

Q9	If you knew that this measure would cost the <u>typical</u> home owner about **$66** per year, would you vote yes or no on the measure? *Get answer, then ask:* Is that definitely (yes/no) or probably (yes/no)?	
		Definitely yes @ $118 (Q8)	15%
	1	Definitely yes	5%
	2	Probably yes	26%
	3	Probably no	14%
	4	Definitely no	32%
	98	Not sure	7%
	99	Prefer not to answer	0%

Questionnaires & Toplines

Section 5: Projects & Improvements

Q10 The measure we've been discussing would provide funding for a variety of projects and improvements.

If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? *Get answer, if favor or oppose, then ask:* Would that be strongly (favor/oppose) or somewhat (favor/oppose)?

	Read item A first, then Randomize	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Not sure	Prefer not to answer
A	Build a **modern library** facility that is flexible and large enough to serve the needs of the community now and in the future	31%	25%	13%	22%	5%	4%
B	Provide dedicated spaces for **children's** programming, reading skills, and story time	42%	26%	7%	18%	2%	5%
C	Provide group study rooms and dedicated spaces for **students** to study, be tutored, and work on group projects	31%	31%	9%	20%	4%	4%
D	Provide **flexible spaces** to serve a wide variety of pop-up and co-working activities, such as a culinary kitchen, arts instruction, mechanical and technical training, and gardening	26%	31%	12%	24%	3%	4%
E	Provide spaces for **workforce** training and programs to help small businesses	28%	27%	15%	20%	5%	5%
F	Provide dedicated **quiet reading** areas	28%	25%	13%	22%	6%	6%
G	Provide dedicated areas for **adult** and **senior** programs, activities, and work spaces	23%	36%	13%	18%	4%	6%
H	Provide larger, flexible spaces for **community** events, programs, and meetings	22%	33%	15%	19%	5%	6%
I	Provide public access to **computers**, **charging stations**, **Internet**, and **new technologies**	33%	26%	8%	23%	5%	4%
J	Provide a central **community gathering place** where residents can meet, learn, socialize, and collaborate	25%	30%	14%	21%	4%	6%
K	**Fix** leaky roofs, faulty electrical, heating, and ventilation systems, and aging infrastructure	46%	27%	9%	12%	2%	4%
L	Ensure that the Library meets current **building codes**, **safety codes**, and proper **access** for seniors and those with disabilities	47%	26%	5%	14%	3%	6%

Questionnaires & Toplines

Section 6: Positive Arguments						
What I'd like to do now is tell you what some people are saying about the measure we've been discussing.						

Q11	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to **SUPPORT** the measure?					
	Randomize	Very convincing	Somewhat convincing	Not At All convincing	Don' t believe	Not sure	Prefer not to answer
A	Every penny raised by the measure will stay local to improve the Glendora Library. It can't be taken away by the State or used for other purpose.	39%	22%	16%	14%	4%	4%
B	This measure requires a transparent system of accountability, including a project list detailing exactly how the money will be used, a Citizens' Oversight Committee, and public disclosure of how all funds are spent.	32%	29%	18%	13%	4%	4%
C	This measure is a wise investment. High quality community facilities enhance the quality of life in our community and the value of our homes.	26%	30%	22%	14%	4%	4%
D	The current library was built more than 50 years ago when Glendora's population was just 30 thousand residents. We now have more than 50 thousand residents. We need a larger and more flexible library to serve the needs of our community now and in the future.	28%	23%	27%	11%	7%	4%
E	Due to its age, the current Library building has structural problems and many roof leaks which can cause water damage and mold. This measure will fix these problems.	43%	26%	15%	8%	5%	4%
F	A larger facility will allow the Library to expand the types of programs and services it offers to Glendora residents and local businesses.	26%	29%	24%	12%	4%	4%
G	A larger facility can offer browsing space for new kinds of resources, and space for managing a larger collection of ebooks, downloading, and streaming	19%	29%	30%	15%	5%	4%
H	Glendora has very few spaces that can accommodate meetings and events with more than 30 people. A new library would provide a much-needed community HUB where residents can gather, learn, connect, and collaborate.	24%	28%	26%	12%	6%	4%

| I | An expanded Glendora Library will give kids and teens a safe place to study, receive help with their homework, and participate in after-school programs. | 29% | 32% | 19% | 13% | 3% | 4% |

Section 7: Interim Ballot Test

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again.

Q12 In order to:

- ◇ Repair, modernize, and expand the Glendora Library with improved spaces for collaboration, community programs and events, computers/technology learning center, studying, training, and expanded book/resource collections to serve residents of all ages
- ◇ Fix faulty roofs, electrical, ventilation
- ◇ And improve access for seniors/disabled

Shall the City of Glendora's measure authorizing **$70** million in bonds at legal rates be adopted, levying **25** dollars per 100 thousand dollars assessed value (**4** million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled?

If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

1	Definitely yes	16%
2	Probably yes	27%
3	Probably no	19%
4	Definitely no	30%
98	Not sure	7%
99	Prefer not to answer	1%

Section 8: Negative Arguments

Next, let me tell you what opponents of the measure are saying.

Q13 Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?

Randomize	Very convincing	Somewhat convincing	Not At All convincing	Don't believe	Not sure	Prefer not to answer
A	Local businesses and residents were hit hard by the pandemic and are now facing high gas prices and runaway inflation. Many are struggling to stay afloat. Now is not the time to raise taxes.	49%	25%	17%	7%	1%	2%

B	Our community is an expensive place to live, especially for young families, seniors, and those on fixed incomes. Passing this measure will make it even less affordable.	42%	27%	20%	8%	2%	2%
C	Everyone is coming after us for tax increases – including state and county taxes, school bonds, and other taxes that will be on the ballot this year. Enough is enough. We can't afford to keep raising our taxes.	48%	27%	15%	7%	1%	2%
D	The Internet provides all of the books, references, and digital materials we need. We don't need to spend $70 million to update the Library.	32%	28%	24%	12%	1%	3%

Section 9: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time.

Q14	In order to: ◇ Repair, modernize, and expand the Glendora Library with improved spaces for collaboration, community programs and events, computers/technology learning center, studying, training, and expanded book/resource collections to serve residents of all ages ◇ Fix faulty roofs, electrical, ventilation ◇ And improve access for seniors/disabled Shall the City of Glendora's measure authorizing **$70** million in bonds at legal rates be adopted, levying **25** dollars per 100 thousand dollars assessed value (**4** million dollars annually) while bonds are outstanding, with citizen oversight and all money locally controlled? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

1	Definitely yes	15%
2	Probably yes	24%
3	Probably no	21%
4	Definitely no	35%
98	Not sure	5%
99	Prefer not to answer	0%

Section 10: Background & Demographics			
Thank you so much for your participation. I have just a few background questions for statistical purposes.			
Q15	Do you have children under the age of 18 living in your household?		
	1	Yes	38%
	2	No	59%
	99	Prefer not to answer	3%
Q16	In the past 12 months, have you or another member of your household participated in Library events in the community, downloaded or streamed through the Library, or visited the Glendora Library building?		
	1	Yes	43%	*Ask Q17*
	2	No	54%	*Skip to end*
	99	Prefer not to answer	2%	*Skip to end*
Q17	How often does a member of your household attend a Library event, download or stream Library resources, or visit the Glendora Library building – at least once per week, two to three times per month, once per month, or less often than once per month?		
	1	At least once per week	9%
	2	Two to three times per month	18%
	3	Once per month	27%
	4	Less often than once per month	46%
	99	Prefer not to answer	0%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.			

Post-Interview & Sample Items			
S1	Gender		
	1	Male	46%
	2	Female	45%
	3	Non-binary	0%
	4	Prefer not to answer	8%
S2	Party		
	1	Democrat	35%
	2	Republican	39%
	3	Other	7%
	4	DTS	19%

S3	Age on Voter File	
1	18 to 29	14%
2	30 to 39	16%
3	40 to 49	16%
4	50 to 64	26%
5	65 or older	27%
S4	**Registration Date**	
1	Since Nov 2018	21%
2	Jun 2012 to before Nov 2018	13%
3	Jun 2006 to before Jun 2012	7%
4	Before June 2006	59%
S5	**Household Party Type**	
1	Single Dem	15%
2	Dual Dem	9%
3	Single Rep	12%
4	Dual Rep	14%
5	Single Other	10%
6	Dual Other	5%
7	Dem & Rep	9%
8	Dem & Other	11%
9	Rep & Other	11%
0	Mixed (Dem + Rep + Other)	4%
S6	**Homeowner on Voter File**	
1	Yes	71%
2	No	29%
S7	**Likely to Vote by Mail**	
1	Yes	63%
2	No	37%

Questionnaires & Toplines

S8	Likely November 2024 Voter	
	1	Yes	100%
	2	No	0%
S9	Voting Propensity	
	1	High	61%
	2	Medium / Low	39%

Questionnaires & Toplines