



MARKET
& OPINION
RESEARCH
SERVICES.

811 First Avenue
Suite 451
Seattle, WA 98104
(206) 652-2454 TEL
(206) 652-5022 FAX

436 14th Street
Suite 820
Oakland, CA 94612
(510) 844-0680 TEL
(510) 844-0690 FAX

3857 N. High Street
Suite 302
Columbus, OH 43214
(614) 268-1660 TEL
EMCresearch.com

Telephone Survey of Butte County Voters

August 4-8, 2009

n=400, Margin of Error \pm 4.9%

EMC 09-4127

*All figures are listed as percentages unless otherwise indicated.
Numbers may not add to 100% due to rounding.*

Hello, my name is _____, may I speak with **(NAME ON LIST)**.

Hello, my name is _____, and I'm conducting a survey for EMC Research to find out how people in your area feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

SPLIT SAMPLE:

	A	50%
	B	50%
1.	Gender (Record from observation)	
	Male	47
	Female	53
2.	Are you registered to vote in Butte County?	
	Yes \rightarrow CONTINUE	100
	No \rightarrow TERMINATE	-
3.	In June of 2010, there will be a primary election for Congress, Governor, the State Legislature, and other offices and ballot measures. I know it's a long way off, but what would you say are the chances that you will vote in the June, 2010 primary election? Are you almost certain to vote, will you probably vote, are the chances 50/50, or do you think that you will not vote?	
	Almost certain \rightarrow CONTINUE	87
	Probably \rightarrow CONTINUE	13
	50/50 chance \rightarrow TERMINATE	-
	Will not vote/ (Don't know) \rightarrow TERMINATE	-
4.	Do you feel that things in Butte County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?	
	Right direction	31
	Wrong track	45
	(Don't know)	25

I'm going to read you a list of people and organizations. For each one, please tell me if you have a favorable or unfavorable opinion of that person or organization. If you have never heard of one please just say so.

BEFORE EACH QUESTION: Do you have a favorable or unfavorable opinion of <ITEM>?
(IF Favorable/Unfavorable: Is that strongly (favorable/unfavorable), or somewhat (favorable/unfavorable)?) (IF Don't know: Would you say that you have heard of <ITEM> but cannot rate <ITEM>, or have you never heard of <ITEM>?)

SCALE:	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly Unfavorable	Can't Rate	(Never heard)
--------	--------------------	--------------------	----------------------	----------------------	------------	---------------

(RANDOMIZE)

5.	Butte County libraries;	58	26	1	3	11	1
6.	The Butte County Board of Supervisors;	4	39	19	11	24	2
7.	Local classroom teachers;	40	27	3	4	24	2
8.	Butte County Farm Bureau;	21	24	2	2	41	10
9.	Your local Chamber of Commerce;	17	38	11	5	26	2
10.	The League of Women Voters;	21	29	5	4	36	6
11.	Friends of the Library;	48	19	1	2	18	12

(END RANDOMIZE)

Now I'd like to read you a list of public services in Butte County. For each one, please tell me if you think that service has a great need, some need, little need, or no need for more money?

BEFORE EACH QUESTION: Would you say there is a great need, some need, little need, or no need for more money for <ITEM> in Butte County?

SCALE: Great need Some Need Little need No need (Don't know)

(RANDOMIZE)

12.	Public schools;	59	23	8	8	3
13.	Public libraries;	44	40	9	5	3
14.	Public safety;	40	40	9	7	3

(END RANDOMIZE)

15. Now, I'm going to read you a measure that may be on your ballot in June 2010. It reads:

To keep Butte County libraries open and accessible to all residents; protect libraries from the effects of deep budget cuts; preserve educational programs for children; support technology training and assistance for seniors; and keep library collections current, shall Butte County be authorized to assess a parcel tax in the amount of **forty dollars** per parcel per year, with a citizens' oversight committee, an exemption for seniors, and all funds benefiting Butte County libraries?

If the election were held today, would you vote Yes to approve or No to reject this measure?
(IF Yes/No: Would you definitely vote (Yes/No), or just probably?) (IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

Definitely yes, approve	31
Probably yes, approve	22
(Undecided, lean yes)	3→57
(Undecided, lean no)	1
Probably no, reject	13
Definitely no, reject	24→38
(Don't know/ Refused)	5

This measure has several components. I'd like to read you each one individually, as there may be some that are important to you and some that are not important to you. After each one, please tell me, on a scale from 1 to 7, how important that component is to you, where 1 is not important at all, and 7 is very important. **(Code 1=7; 8=Don't know)**

**BEFORE EACH QUESTION: On a scale from 1 to 7, how important to you is <ITEM>?
(RANDOMIZE)**

SCALE:	1	2	3	4	5	6	7	Don't know	Mean
	Not important at all						Very Important		
16.	Protecting Butte County libraries from the effects of deep budget cuts;								
	7	2	7	9	15	15	43	1	5.43
17.	Keeping libraries open and accessible to all residents;								
	3	1	3	6	10	10	67	0	6.18
18.	Preserving educational programs for children;								
	4	1	4	7	11	10	62	1	5.99
19.	Supporting technology training and assistance for seniors;								
	6	5	10	16	27	13	23	0	4.86
20.	Retaining qualified and experienced library staff;								
	4	2	5	9	20	16	44	1	5.65
21.	Establishing a citizens' oversight committee;								
	17	4	8	13	22	9	20	7	4.35
22.	Providing an exemption for seniors;								
	8	3	6	10	18	9	41	4	5.28
23.	Requiring that all funds benefit Butte County libraries;								
	9	2	4	6	14	9	49	8	5.58
24.	Ensuring library users have access to computers and the Internet;								
	7	4	7	9	19	15	38	1	5.27
25.	Making sure libraries can buy new books to keep their collections current;								
	4	2	4	8	19	17	45	1	5.71
26.	(SAMPLE A) Making the parcel tax expire after four years;								
	11	4	7	10	14	7	38	9	5.04
27.	(SAMPLE B) Making the parcel tax expire after six years;								
	12	3	7	11	16	10	35	6	4.99

(END RANDOMIZE)

28. Butte County libraries may consider a parcel tax of a different amount. If the amount were instead **ninety-two dollars** per parcel per year, would you vote Yes to approve or No to reject the measure?

(IF Yes/No: Would you definitely vote (Yes/No), or just probably?) (IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

Definitely yes, approve	11
Probably yes, approve	13
(Undecided, lean yes)	3→27
(Undecided, lean no)	1
Probably no, reject	23
Definitely no, reject	43→67
(Don't know/ Refused)	5

I'm going to read you a series of statements. For each one, please tell me if you agree or disagree with that statement. If you do not have an opinion one way or the other, please just say so.

BEFORE EACH QUESTION: Do you agree or disagree with the following statement: <ITEM>?

(IF Agree/Disagree: Would you say you strongly (agree/disagree), or only somewhat?)

SCALE:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion	(Don't know)
---------------	----------------	----------------	-------------------	-------------------	------------	--------------

(RANDOMIZE)

29.	Taxes are already too high in this area. I'll vote against any new taxes.	35	12	24	23	4	2
30.	With the current economy, we should be lowering taxes any way we can, even if it means cutting public services.	20	14	24	37	4	1
31.	Butte County libraries already have enough money; it is just mismanaged.	9	10	25	34	14	8
32.	I trust the Butte County libraries to properly manage tax dollars.	37	36	9	5	10	2
33.	It is crucial to have libraries in Butte County, even if it means raising taxes.	41	29	10	15	4	1

(END RANDOMIZE)

34. Because the state cut six million dollars from the Butte County budget, the budget for the County libraries will be cut by 20% this year — library hours will be drastically reduced and money for new books will be reduced by half. Knowing what you know now, would you vote Yes to approve or No to reject a forty dollar parcel tax for Butte County Libraries?

(IF Yes/No: Would you definitely vote (Yes/No), or just probably?) (IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

Definitely yes, approve	35
Probably yes, approve	22
(Undecided, lean yes)	2→59
(Undecided, lean no)	1
Probably no, reject	8
Definitely no, reject	28→37
(Don't know/ Refused)	4

35. The libraries in Chico, Paradise and Oroville are now closed on Mondays, and hours have been cut in half at Durham and Gridley. If it weren't for the current generosity of the cities and library volunteers, the libraries in Chico and Paradise would both be closed an additional two days each week. Knowing what you know now, would you vote Yes to approve or No to reject forty dollar parcel tax for Butte County Libraries?

(IF Yes/No: Would you definitely vote (Yes/No), or just probably?) (IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

Definitely yes, approve	36
Probably yes, approve	19
(Undecided, lean yes)	1→56
(Undecided, lean no)	1
Probably no, reject	12
Definitely no, reject	28→41
(Don't know/ Refused)	3

Now I'd like to read you some things that people have said about a possible library parcel tax. First I'll read you some statements from supporters of the measure. After each piece of information, please tell me if it makes you more likely or less likely to support the measure, or if it makes no difference.

AFTER EACH QUESTION: Does that make you more likely or less likely to support the measure, or does it make no difference?

(IF More/Less likely: Is that much (more/less) likely, or somewhat (more/less) likely?)

SCALE:	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	(Don't know)
--------	------------------	----------------------	----------------------	------------------	---------------	--------------

(RANDOMIZE)

- | | | | | | | |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---|---|----|---|
| 36. | The Butte County Library offers free computers and Internet access for all residents. This parcel tax will allow the libraries to continue to provide that crucial resource. | | | | | |
| | 26 | 20 | 2 | 4 | 46 | 1 |
| 37. | This parcel tax would help support library staff, programs and facilities for all residents of Butte County — in Chico, Durham, Gridley, Oroville, and Paradise. | | | | | |
| | 23 | 20 | 2 | 4 | 48 | 2 |
| 38. | Our libraries provide school children with a safe, quiet place to read and study. This parcel tax will help ensure that our children stay out of trouble after school ends and during school vacations, especially as budget cuts have limited summer school. | | | | | |
| | 32 | 19 | 3 | 5 | 40 | 2 |
| 39. | Many Butte County seniors depend on the libraries as a gathering place and to learn about and access computers and the Internet. Without this parcel tax, the library may be forced to cut back on these important services. | | | | | |
| | 24 | 21 | 5 | 3 | 46 | 1 |
| 40. | Our libraries are critical sources of services for the less fortunate, but this year they had to cut the Book-Mobile program, an important tool in improving adult and family literacy in Butte County. This parcel tax will allow libraries to preserve these kinds of programs to strengthen the foundations of our communities. | | | | | |
| | 27 | 24 | 2 | 5 | 40 | 3 |
| 41. | With the state of the national economy and the constant State budget mess, Butte County libraries need a reliable, local source of funding to ensure residents have access to important educational resources. The money from this parcel tax can't be taken away by the State. | | | | | |
| | 34 | 20 | 3 | 3 | 36 | 3 |
| 42. | Our local schools do a great job with the resources they have, but the libraries are often needed to provide additional educational services. This parcel tax will help libraries continue to offer classes, programs and tutoring for children and teens. | | | | | |
| | 26 | 26 | 3 | 4 | 38 | 2 |
| 43. | The economy has forced the Butte County Board of Supervisors to make serious cutbacks. Without this parcel tax, our libraries will be forced to close some branches, reduce staff, limit hours, and eliminate key resources and programs. | | | | | |
| | 29 | 20 | 4 | 4 | 42 | 2 |

SCALE:	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No difference	(Don't know)
--------	------------------	----------------------	----------------------	------------------	---------------	--------------

44. We should have pride in the libraries in Butte County. Even with other serious funding needs, we should stand up and insist that our libraries stay open and accessible.

31	17	3	6	42	2
----	----	---	---	----	---

45. The generosity of library supporters and volunteers has helped significantly, but it is not enough to keep our libraries from having to make drastic cutbacks. We need this parcel tax to supplement the strong support the community has already shown for our libraries.

24	23	3	4	45	1
----	----	---	---	----	---

(END RANDOMIZE)

46. Given what you've just heard, I'd like to read you the measure again. It reads:

To keep Butte County libraries open and accessible to all residents; protect libraries from the effects of deep budget cuts; preserve educational programs for children; support technology training and assistance for seniors; and keep library collections current, shall Butte County be authorized to assess a parcel tax in the amount of **forty dollars** per parcel per year, with a citizens' oversight committee, an exemption for seniors, and all funds benefiting Butte County libraries?

If the election were held today, would you vote Yes to approve or No to reject this measure? (IF Yes/No: Would you definitely vote (Yes/No), or just probably?) (IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

Definitely yes	39
Probably yes	20
(Undecided, lean yes)	2→61
(Undecided, lean no)	0
Probably no	7
Definitely no	28→35
(Don't know/Refused)	4

47. And if the amount were instead **ninety-two dollars** per parcel per year, would you vote Yes to approve or No to reject the measure?

(IF Yes/No: Would you definitely vote (Yes/No), or just probably?) (IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

Definitely yes, approve	13
Probably yes, approve	13
(Undecided, lean yes)	2→28
(Undecided, lean no)	2
Probably no, reject	19
Definitely no, reject	47→68
(Don't know/ Refused)	4

48. Other people say now is just not the right time to raise taxes. Instead of new taxes for libraries, we should use the money we have on things that will benefit all Butte County residents — like schools, police and fire departments, and roads. Butte County libraries are not going to close. This measure is just another attempt to scare us into raising taxes.

Given all that you've heard, if the election were held today, would you vote Yes to approve or No to reject this measure? **(IF Yes/No: Would you definitely vote (Yes/No), or just probably?)**
(IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

Definitely yes	31
Probably yes	19
(Undecided, lean yes)	2→53
(Undecided, lean no)	1
Probably no	11
Definitely no	31→43
(Don't know/Refused)	4

Now I'd like to ask you a few questions for statistical purposes only.

49. About how often do visit the library? Would you say you visit about once a week or more, once or twice a month, a few times a year, once a year or less, or would you say you rarely visit the library?

Once a week or more	12
Once or twice a month	22
A few times a year	20
Once a year or less	6
Rarely	36
(Don't know/ Refused)	3

50. Do you have any children age 18 or younger living in your household?

Yes	24
No	74
(Don't know/ Refused)	2

51. Do you own or rent your home or apartment?

Own/ buying	80
Rent	17
(Don't know/ Refused)	4

52. In terms of your job status, are you employed, unemployed but looking for work, retired, a homemaker, or a student?

Employed	39
Unemployed	5
Retired	44
Homemaker	5
Student	4
(Other)	2
(Don't know)	2

53. What is the last grade you completed in school? (Read choices if necessary)

Some grade school	1
Some high school	1
Graduated high school	19
Technical or Vocational school	3
Some college	33
Graduated college	27
Graduate or Professional school	14
(Don't know/ Refused)	2

54. Do you consider yourself to be Black or African-American, white or Caucasian, Hispanic or Latino, Asian, bi-racial, multi-racial, or something else?

Black/ African-American	1
White/ Caucasian	83
Hispanic/Latino	2
Asian	1
Bi-racial/multi-racial	2
Something else	5
(Refused)	6

55. In what year were you born? (Do not read categories, code as appropriate)

1933 or earlier (75+)	18
1934-1938 (70-74)	8
1939-1943 (65-69)	10
1944-1948 (60-64)	10
1949-1953 (55-59)	14
1954-1958 (50-54)	9
1959-1963 (45-49)	7
1964-1968 (40-44)	6
1969-1973 (35-39)	5
1974-1978 (30-34)	3
1979-1983 (25-29)	3
1984-1991 (18-24)	6
(Refused)	2

THANK YOU

Supervisorial District

1	20
2	13
3	24
4	17
5	25

City

Chico	32
Gridley	2
Oroville	5
Paradise	15
Unincorporated	46