City of Pacifica: 
2012 Library Bond Measure Feasibility Survey 

January 2012
Overview and Research Objectives
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Godbe Research was commissioned to conduct a survey of local voters with the following research objectives:

- Assess potential voter support for a library bond measure within the City of Pacifica;
- Identify the tax amount at which voters will support the measure;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support;
- Assess the importance of a variety of City services; and,
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.
Methodology Overview
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- **Data Collection**
  - Telephone Interviewing

- **Universe**
  - 10,766 registered likely June 2014 voters in the City of Pacifica, with sub-samples of those likely to vote by mail and in the November 2013 election.

- **Fielding Dates**
  - November 26 through December 2, 2012

- **Interview Length**
  - 20 minutes

- **Sample Size**
  - 406 likely June 2014 voters
  - 296 likely vote by mail voters
  - 238 likely June or November 2013 voters

- **Margin of Error**
  - ± 4.8% likely June 2014 voters
  - ± 5.6% likely vote by mail voters
  - ± 6.2% likely June or November 2013 voters

Note: The data have been weighted to reflect the actual population characteristics of likely voters in the City of Pacifica in terms of their gender, age, and political party type.
Summary and Recommendations
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- The survey revealed a base of voter support for a bond measure, although Godbe Research recommends that the Pacifica Library Foundation and the City of Pacifica consider a potential election after additional voter outreach is conducted.
  - While support for the bond measure reaches a high of 60 percent among likely mail ballot election voters on the informed test, the measure falls short of the 2/3 supermajority required.
  - Should the effort to reduce the supermajority for library bonds to 55 percent be successful (proposed for the Nov. 2014 election), the current level of support would be more positive.

- The survey showed substantial support among the following groups:
  - Voters 18-49 years old
  - Renters
  - Democrats
  - Not Permanent Absentee Voters

- Contrastingly, support needs to be enhanced among several key demographic groups including:
  - Men
  - Voters 50 years or older
  - Homeowners
  - Republicans, Others, and DTS
  - Permanent Absentee Voters
Because the demographic groups that are less supportive make up a significant portion of the voters, outreach to these groups is critical to the viability of a library bond measure and should be the primary targets of any effort.

This is particularly true of the “50 years or older group” who are typically much more supportive of library measures than we observed in Pacifica.

The survey suggests that messaging to the 50-64 year olds could be successful and include:

- The funds stay in Pacifica and can’t be taken by the State.
- The new building will be energy efficient and cost less to operate.
- Expanding space for current books, movies, music and other materials.

The data is less clear cut for the 65 years or older group, although the best messages include:

- The funds stay in Pacifica and can’t be taken by the State.
- Programs for children and teens.
- Independent citizen oversight and financial audits.