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# Napa Valley College Highlights of 2017 Community Survey

September 2017

- Data Collection Landline, cell phone, online interviewing from email invitation, and online from a text invitation
- Universe 54,434 likely November 2018 voters in the Napa Valley Community College District
- Fielding Dates August 3 through August 14, 2017
- Interview Length 20 minutes
- Sample Size 771
- Margin of Error  $\pm 3.50\%$  for full sample

The data have been weighted to reflect the actual population characteristics of likely voters in the Napa Valley Community College District in terms of their gender, age, and political party type.

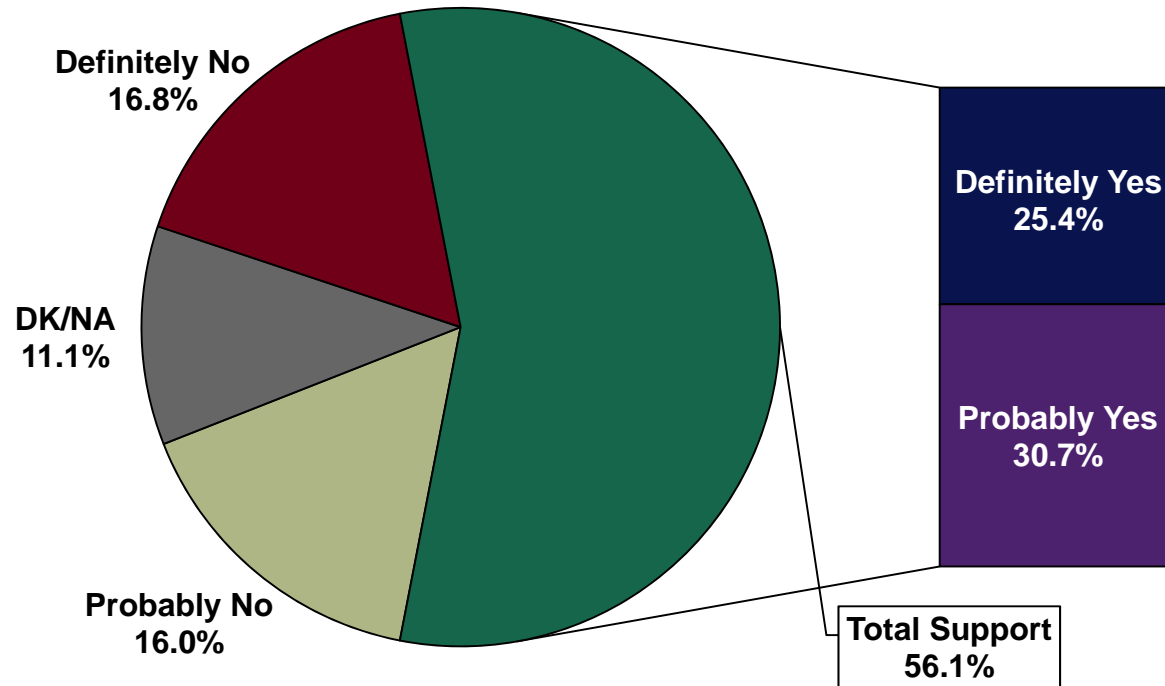


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## Key Findings

# Uninformed Support for Hypothetical Education Bond



**NAPA VALLEY COLLEGE AFFORDABLE EDUCATION/ JOB TRAINING MEASURE.** To upgrade educational facilities, prepare students for careers and university transfers, by

- providing updated science, technology, engineering classrooms and labs;
- improving veterans' services;
- upgrading technology for 21st Century job training;
- expanding career training classrooms in healthcare, welding and other trades; and
- acquiring, constructing, and repairing classrooms, facilities, sites and equipment,

shall Napa Valley Community College District issue \$280 million dollars\* in bonds at legal rates with citizens' oversight, audits, and no money for administrators' salaries?

\* \$280 million was used for testing purposes only and does not reflect the (not yet completed) construction estimates.

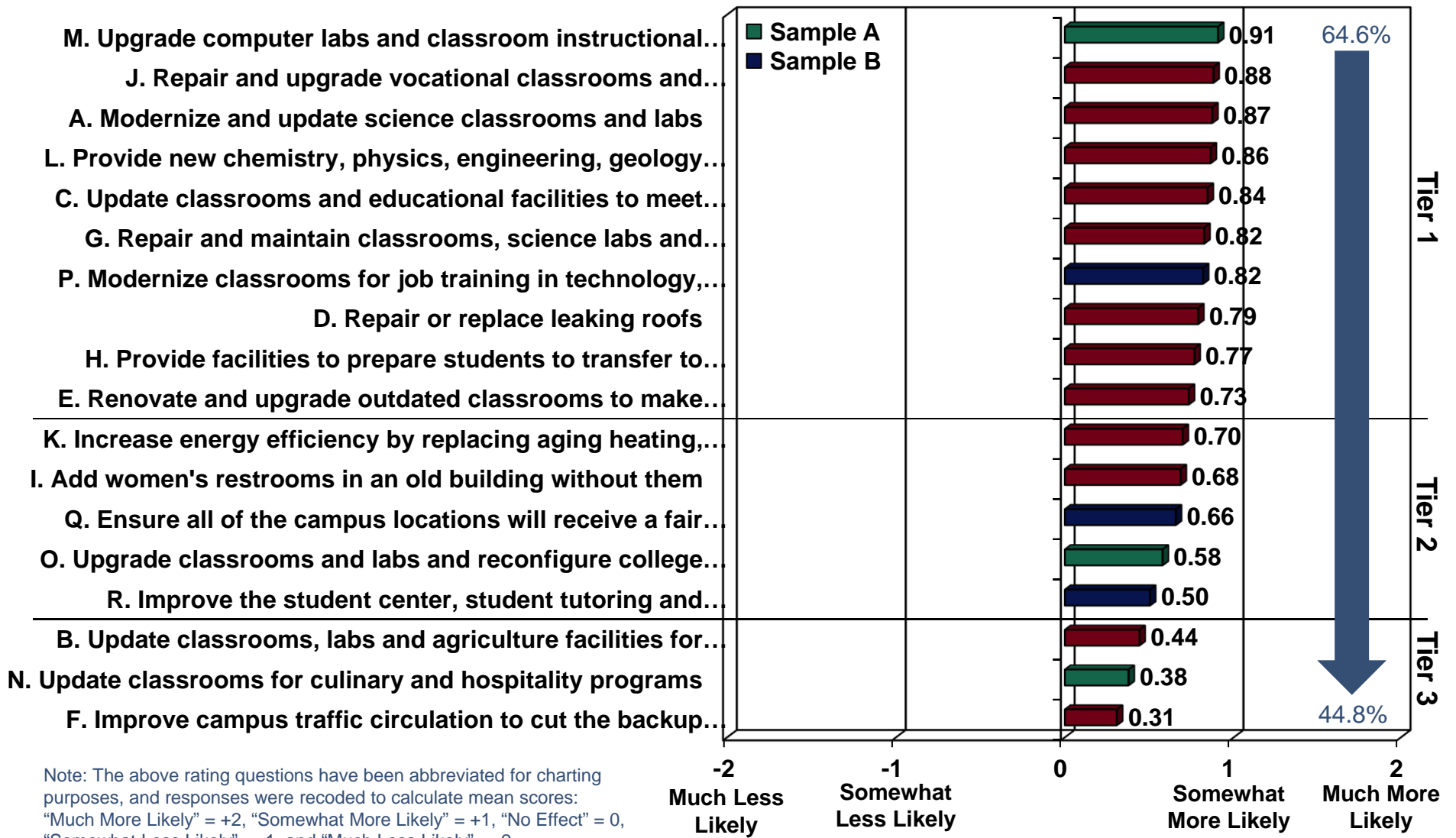
# Uninformed Support for Hypothetical Measure - by Gender

	Respondent's Gender			
	Total	Male	Female	Other
<b>Total</b>	771	358	405	8
<b>Definitely Yes</b>	196 25.4%	105 29.3%	87 21.3%	4 57.6%
<b>Probably Yes</b>	237 30.7%	107 29.9%	130 32.0%	0 .0%
<b>Probably No</b>	123 16.0%	47 13.2%	75 18.5%	1 8.9%
<b>Definitely No</b>	130 16.8%	70 19.5%	58 14.2%	3 33.6%
<b>DK/NA</b>	85 11.1%	29 8.1%	56 13.9%	0 .0%

# Uninformed Support for Hypothetical Measure - by Age

	Age					
	Total	18-29	30-39	40-49	50-64	65+
<b>Total</b>	771	69	83	101	234	285
<b>Definitely Yes</b>	196 25.4%	19 27.1%	22 26.7%	26 25.6%	51 21.7%	79 27.6%
<b>Probably Yes</b>	237 30.7%	22 31.6%	21 25.5%	41 40.4%	59 25.2%	94 33.1%
<b>Probably No</b>	123 16.0%	16 23.1%	6 6.8%	13 12.8%	60 25.6%	29 10.2%
<b>Definitely No</b>	130 16.8%	3 4.7%	24 29.5%	10 9.6%	43 18.4%	49 17.3%
<b>DK/NA</b>	85 11.1%	9 13.5%	10 11.5%	12 11.6%	21 9.2%	33 11.8%

# Top Priorities Favored by Respondents



# Top Priorities Favored by Respondents

## Tier 1, by Gender

	Respondent's Gender			
	Total	Male	Female	Other
<b>2M. Upgrade computer labs and classroom instructional technology</b>	.91	.98	.82	1.71
<b>2J. Repair and upgrade vocational classrooms and training centers for 21st century jobs</b>	.88	.87	.89	.73
<b>2A. Modernize and update science classrooms and labs</b>	.87	.84	.91	.73
<b>2L. Provide new chemistry, physics, engineering, geology and astronomy labs</b>	.86	.82	.91	.53
<b>2C. Update classrooms and educational facilities to meet current earthquake, fire and safety codes</b>	.84	.67	1.00	.53
<b>2G. Repair and maintain classrooms, science labs and vocational education facilities</b>	.82	.75	.91	.17
<b>2P. Modernize classrooms for job training in technology, computers and engineering</b>	.82	.83	.83	-.69
<b>2D. Repair or replace leaking roofs</b>	.79	.66	.90	.64
<b>2H. Provide facilities to prepare students to transfer to four-year colleges and universities</b>	.77	.65	.88	.33
<b>2E. Renovate and upgrade outdated classrooms to make them meet current instructional needs and make them more flexible</b>	.73	.60	.86	.53

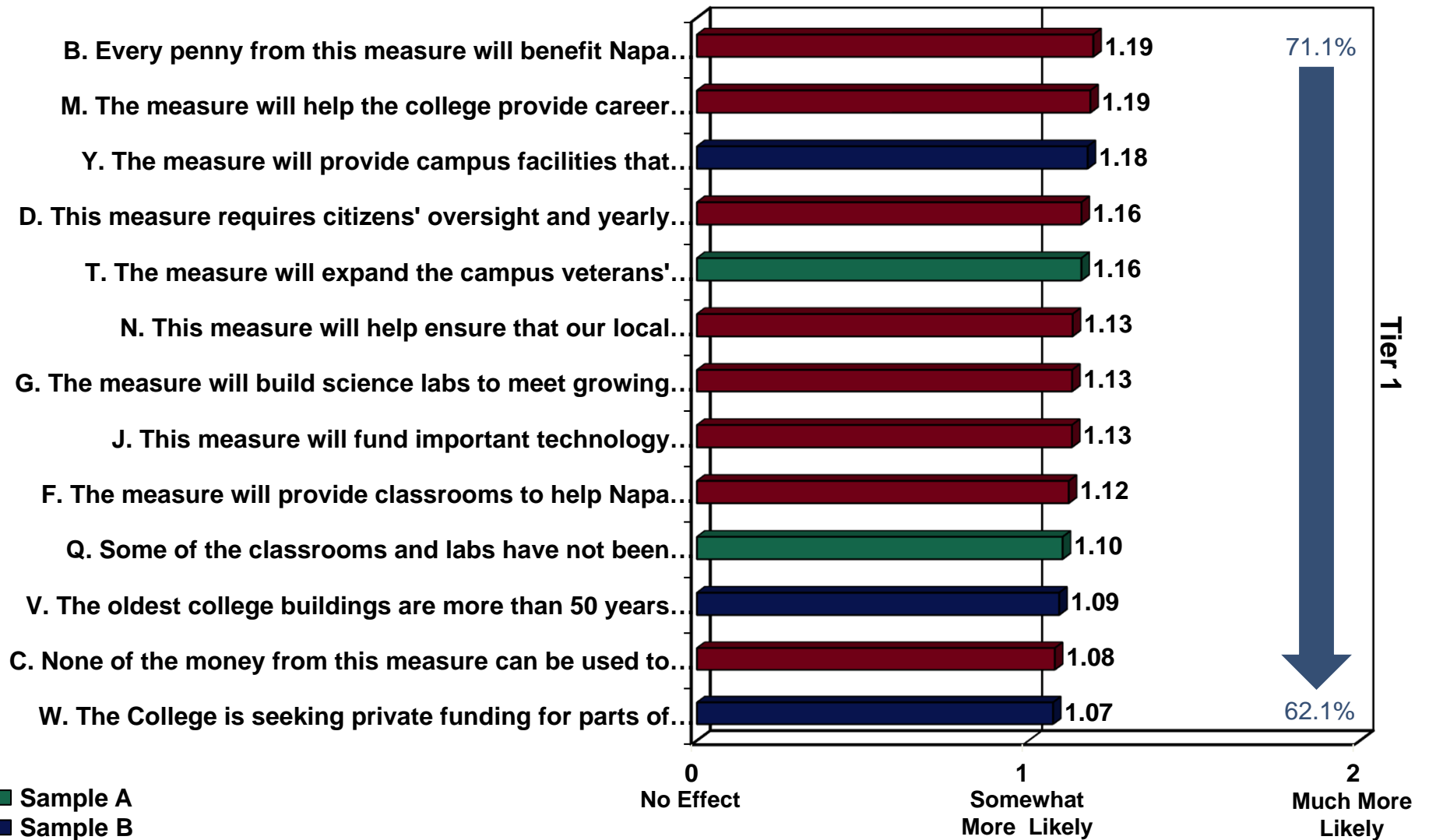


# Top Priorities Favored by Respondents

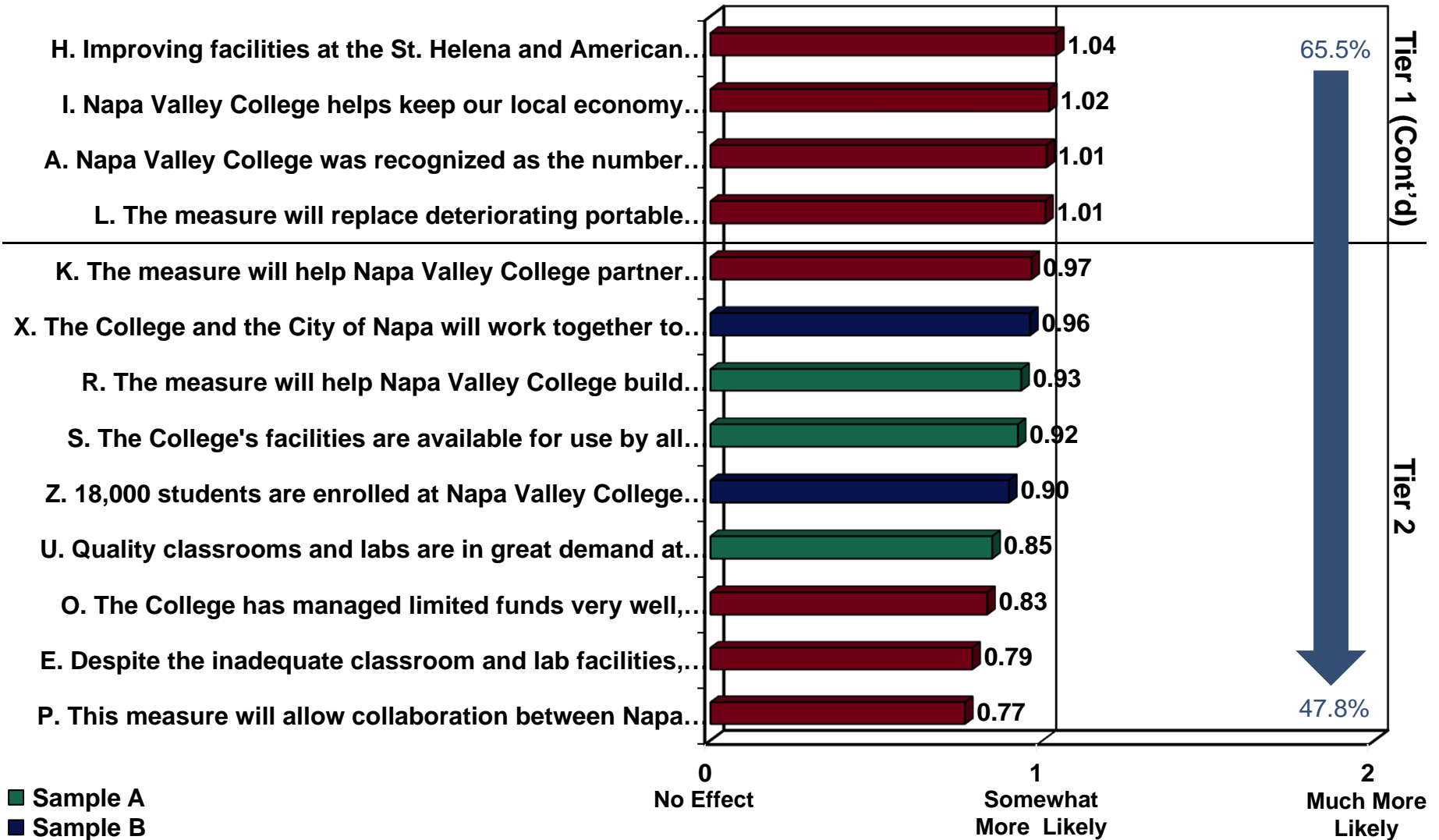
## Tier 1, by Age

	Age					
	Total	18-29	30-39	40-49	50-64	65+
<b>2M. Upgrade computer labs and classroom instructional technology</b>	.91	1.07	.85	1.14	.81	.88
<b>2J. Repair and upgrade vocational classrooms and training centers for 21st century jobs</b>	.88	.84	.79	1.01	.73	1.00
<b>2A. Modernize and update science classrooms and labs</b>	.87	1.06	.72	1.01	.89	.80
<b>2L. Provide new chemistry, physics, engineering, geology and astronomy labs</b>	.86	.97	.78	1.15	.84	.78
<b>2C. Update classrooms and educational facilities to meet current earthquake, fire and safety codes</b>	.84	.88	.72	.79	.89	.85
<b>2G. Repair and maintain classrooms, science labs and vocational education facilities</b>	.82	.80	.67	1.03	.79	.83
<b>2P. Modernize classrooms for job training in technology, computers and engineering</b>	.82	1.11	.69	1.08	.60	.88
<b>2D. Repair or replace leaking roofs</b>	.79	.83	.65	.68	.84	.82
<b>2H. Provide facilities to prepare students to transfer to four-year colleges and universities</b>	.77	.80	.47	.68	.90	.77
<b>2E. Renovate and upgrade outdated classrooms to make them meet current instructional needs and make them more flexible</b>	.73	.98	.53	.79	.77	.68

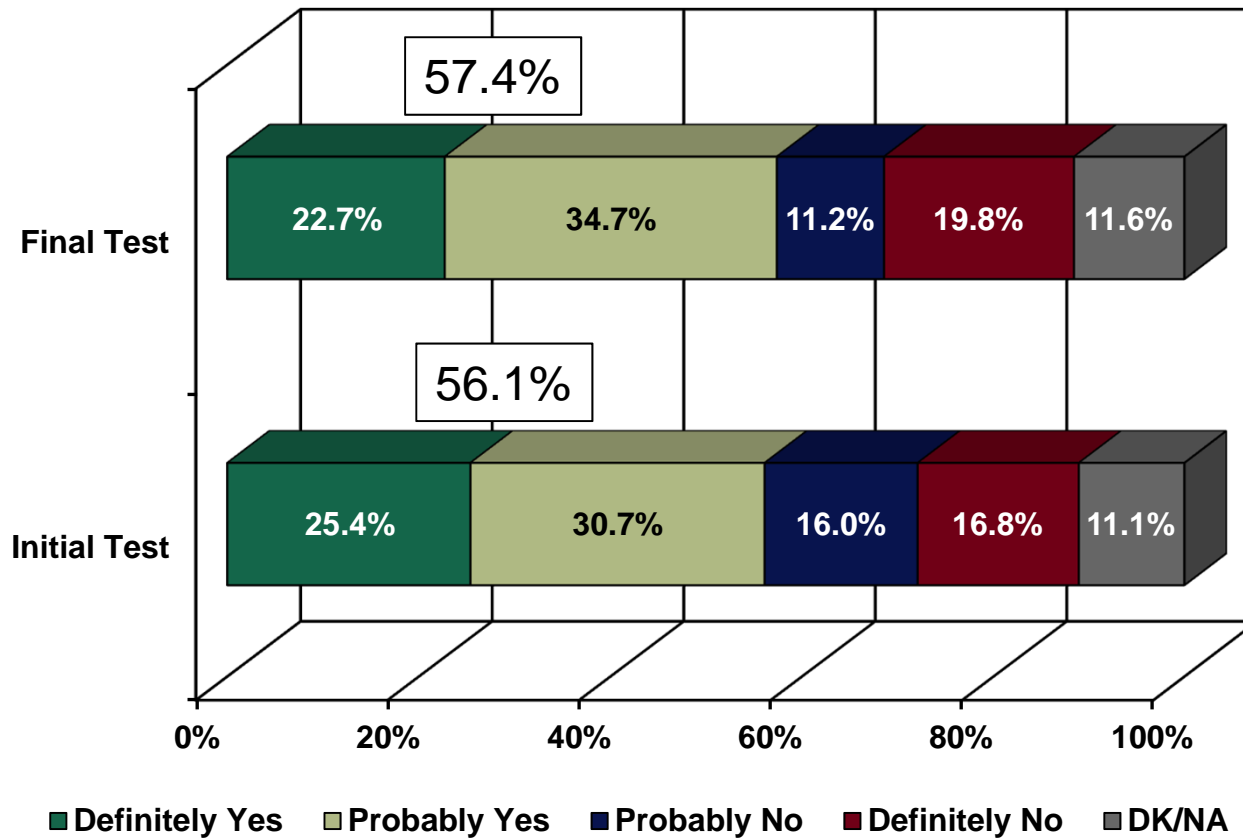
# Information of Greatest Interest to Respondents I



# Information of Greatest Interest to Respondents II



# Vote Progression for Hypothetical Education Bond



**NAPA VALLEY COLLEGE AFFORDABLE EDUCATION/ JOB TRAINING MEASURE.** To upgrade educational facilities, prepare students for careers and university transfers, by

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shall Napa Valley Community College District issue \$280 million dollars in bonds at legal rates with citizens' oversight, audits, and no money for administrators' salaries?

# Informed Support for Hypothetical Measure by Gender

	Respondent's Gender			
	Total	Male	Female	Other
<b>Total</b>	771	358	405	8
<b>Definitely Yes</b>	175 22.7%	79 22.1%	91 22.6%	4 57.6%
<b>Probably Yes</b>	267 34.7%	116 32.4%	151 37.3%	0 .0%
<b>Probably No</b>	86 11.2%	54 15.1%	32 7.9%	0 .0%
<b>Definitely No</b>	153 19.8%	81 22.7%	69 16.9%	3 42.4%
<b>DK/NA</b>	89 11.6%	27 7.7%	62 15.3%	0 .0%

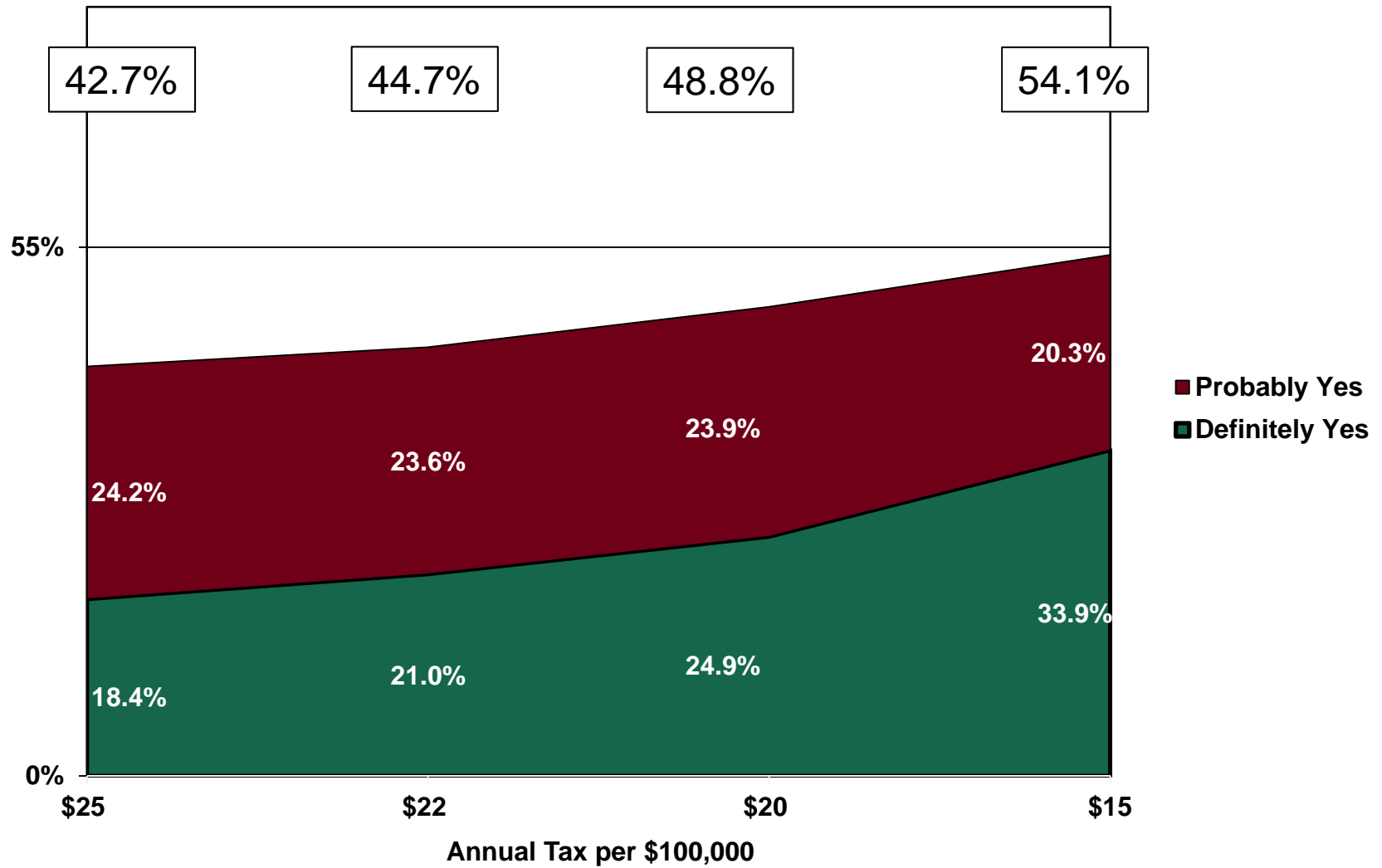
# Informed Support for Hypothetical Measure by Age

	Age					
	Total	18-29	30-39	40-49	50-64	65+
<b>Total</b>	771	69	83	101	234	285
<b>Definitely Yes</b>	175 22.7%	16 23.5%	14 17.0%	18 17.5%	49 20.8%	78 27.5%
<b>Probably Yes</b>	267 34.7%	41 60.0%	24 28.7%	41 40.5%	77 33.1%	84 29.5%
<b>Probably No</b>	86 11.2%	4 5.5%	12 14.1%	20 19.8%	29 12.4%	22 7.7%
<b>Definitely No</b>	153 19.8%	3 4.8%	22 27.0%	12 11.6%	58 24.9%	58 20.2%
<b>DK/NA</b>	89 11.6%	4 6.2%	11 13.2%	11 10.5%	20 8.8%	43 15.1%

# Informed Support for Hypothetical Measure by City

	City						
	Total	American Canyon	Calistoga	Napa	St. Helena	Yountville	Unincorporated
<b>Total</b>	771	85	34	440	32	20	161
<b>Definitely Yes</b>	175	20	4	90	7	7	48
	22.7%	23.0%	11.0%	20.5%	23.6%	32.3%	29.8%
<b>Probably Yes</b>	267	38	25	138	13	9	44
	34.7%	44.4%	75.2%	31.3%	42.3%	43.9%	27.5%
<b>Probably No</b>	86	0	1	68	4	0	13
	11.2%	.0%	2.3%	15.5%	12.3%	2.3%	8.3%
<b>Definitely No</b>	153	15	0	95	6	3	35
	19.8%	17.6%	.0%	21.5%	19.3%	13.4%	21.5%
<b>DK/NA</b>	89	13	4	49	1	2	21
	11.6%	15.1%	11.5%	11.2%	2.4%	8.2%	12.9%

# Reactions to Different Rates





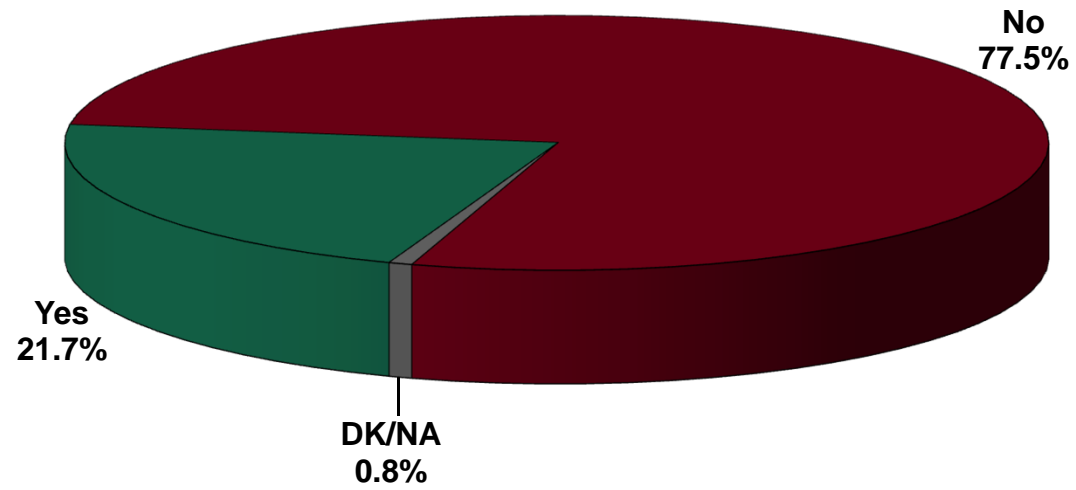


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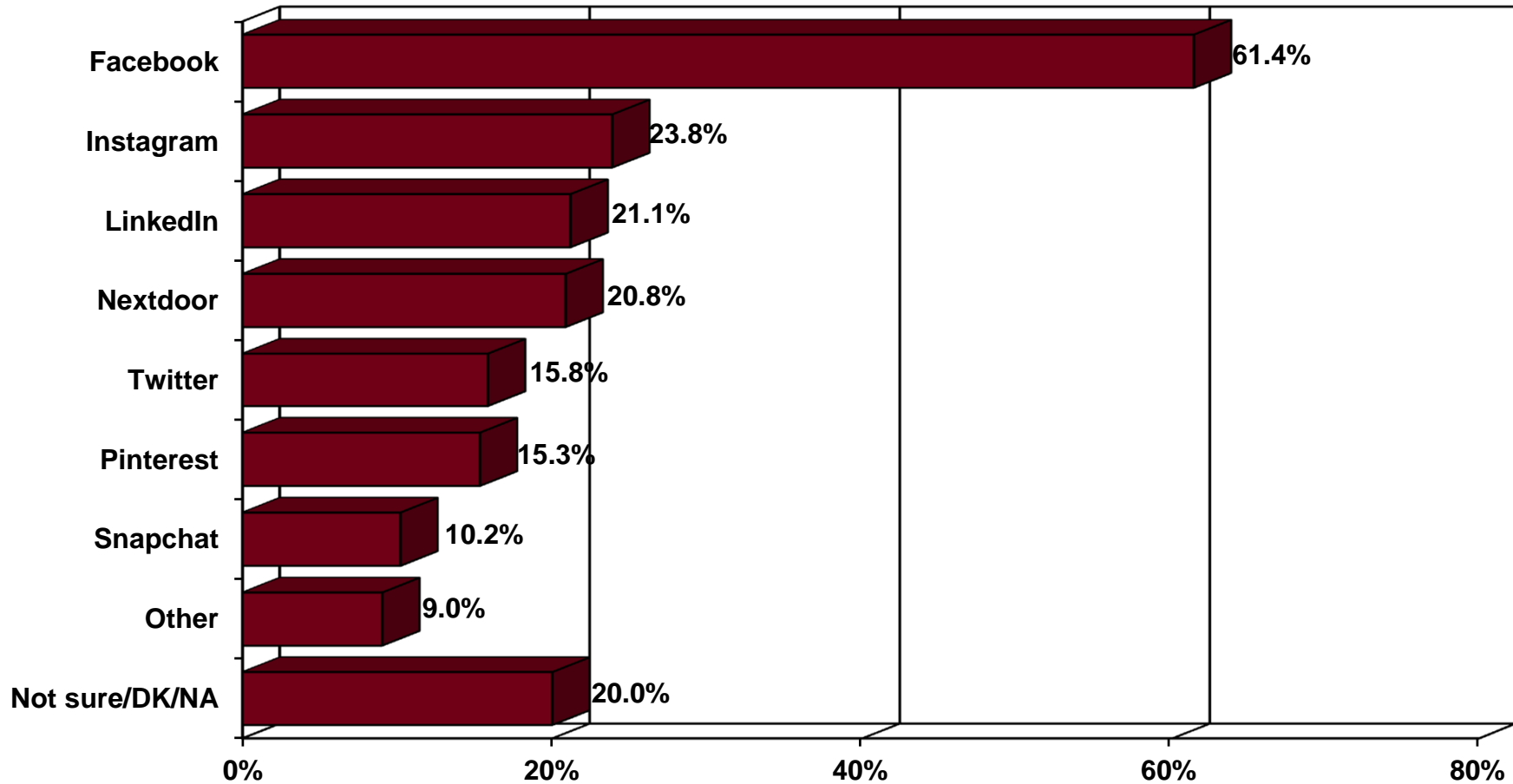


## Appendix A: Demographics of Respondents

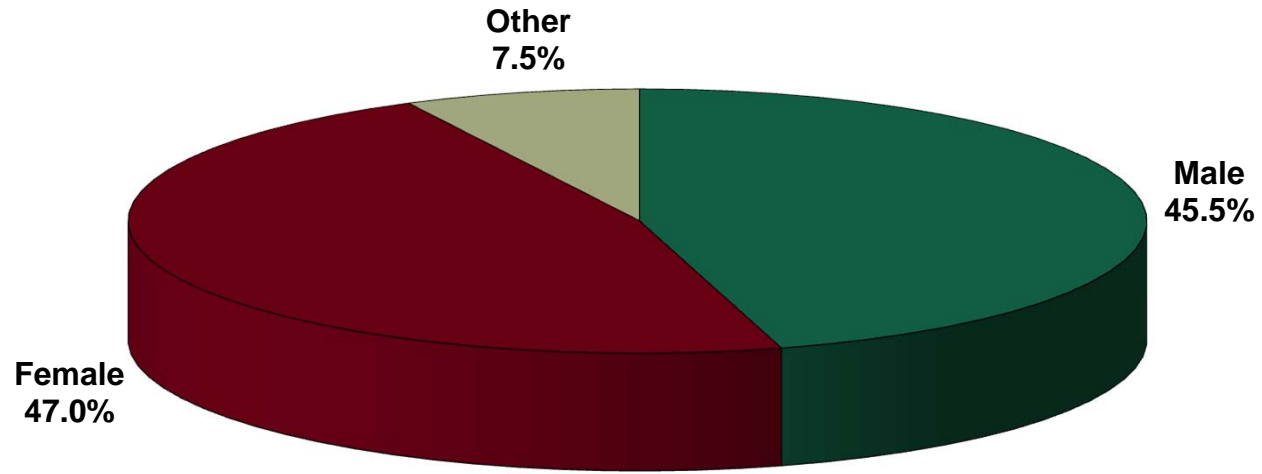
# QA. Children in Household

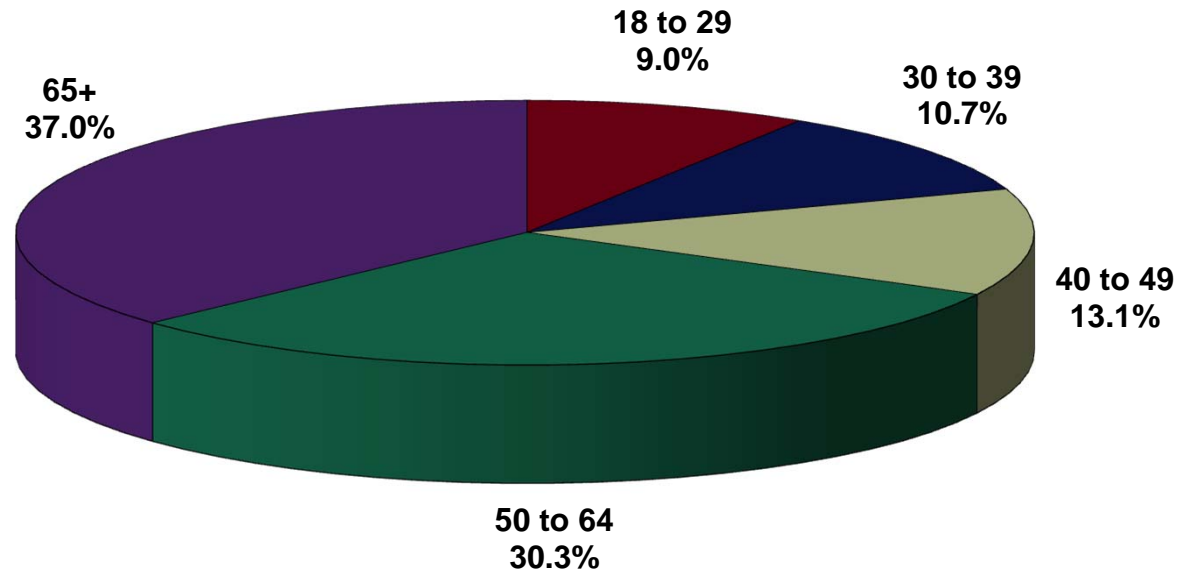


# QB. Regularly Used Social Media

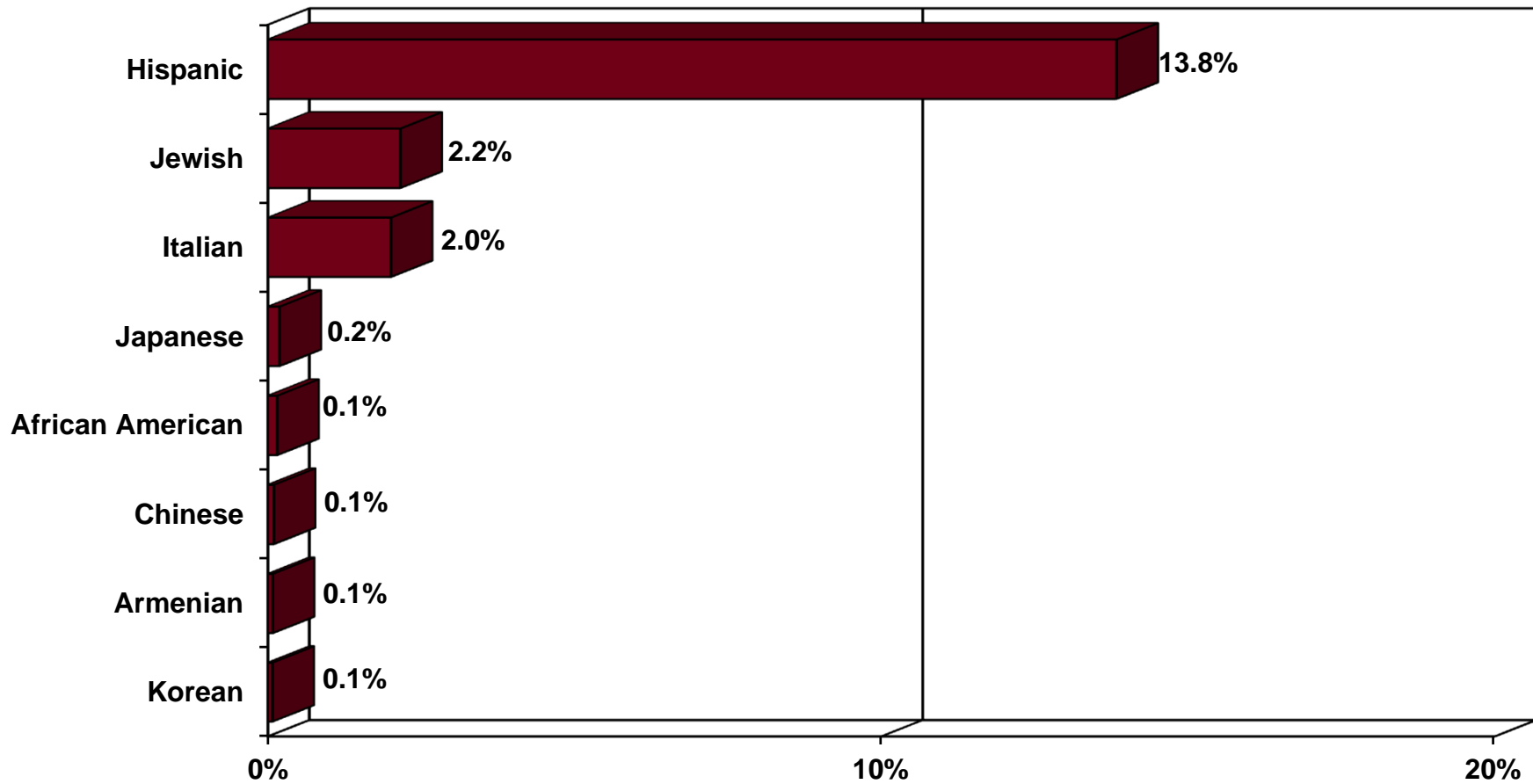


# QC. Gender

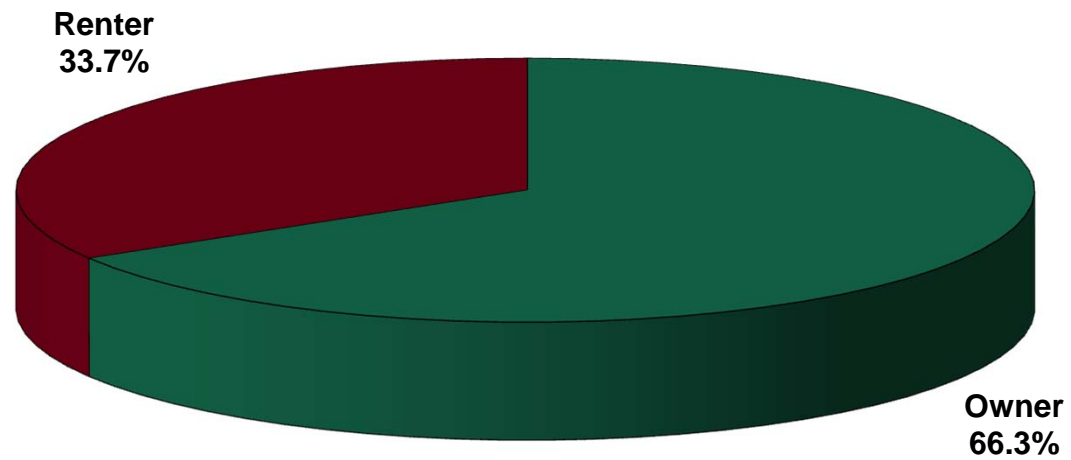




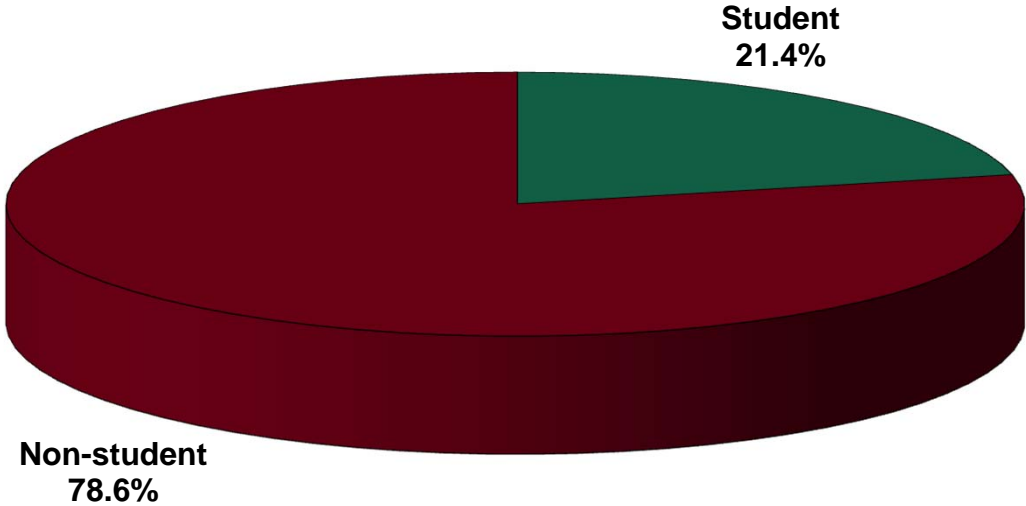
# QE. Ethnic Surname



# QF. Home Ownership

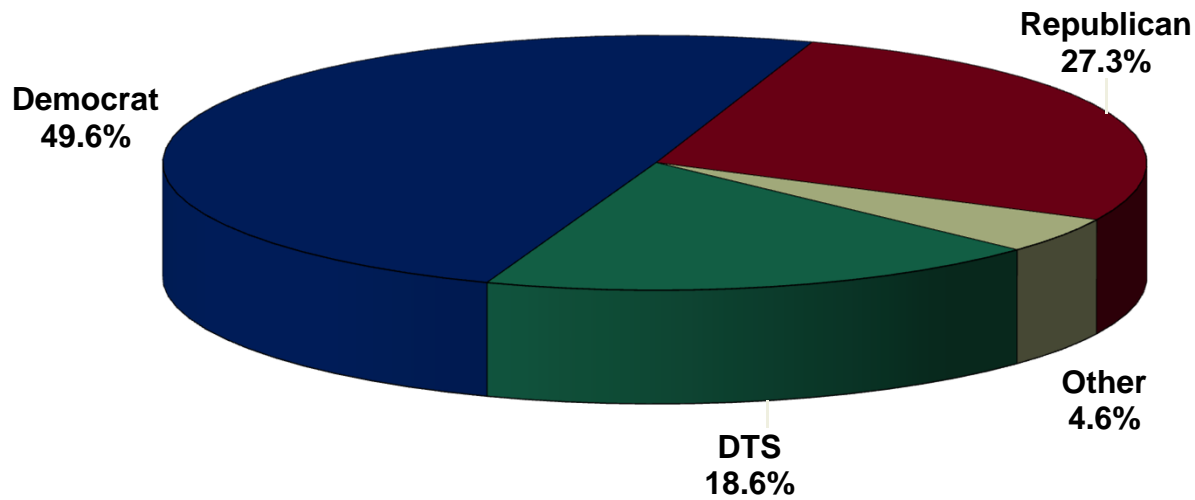


# QG. Student Status

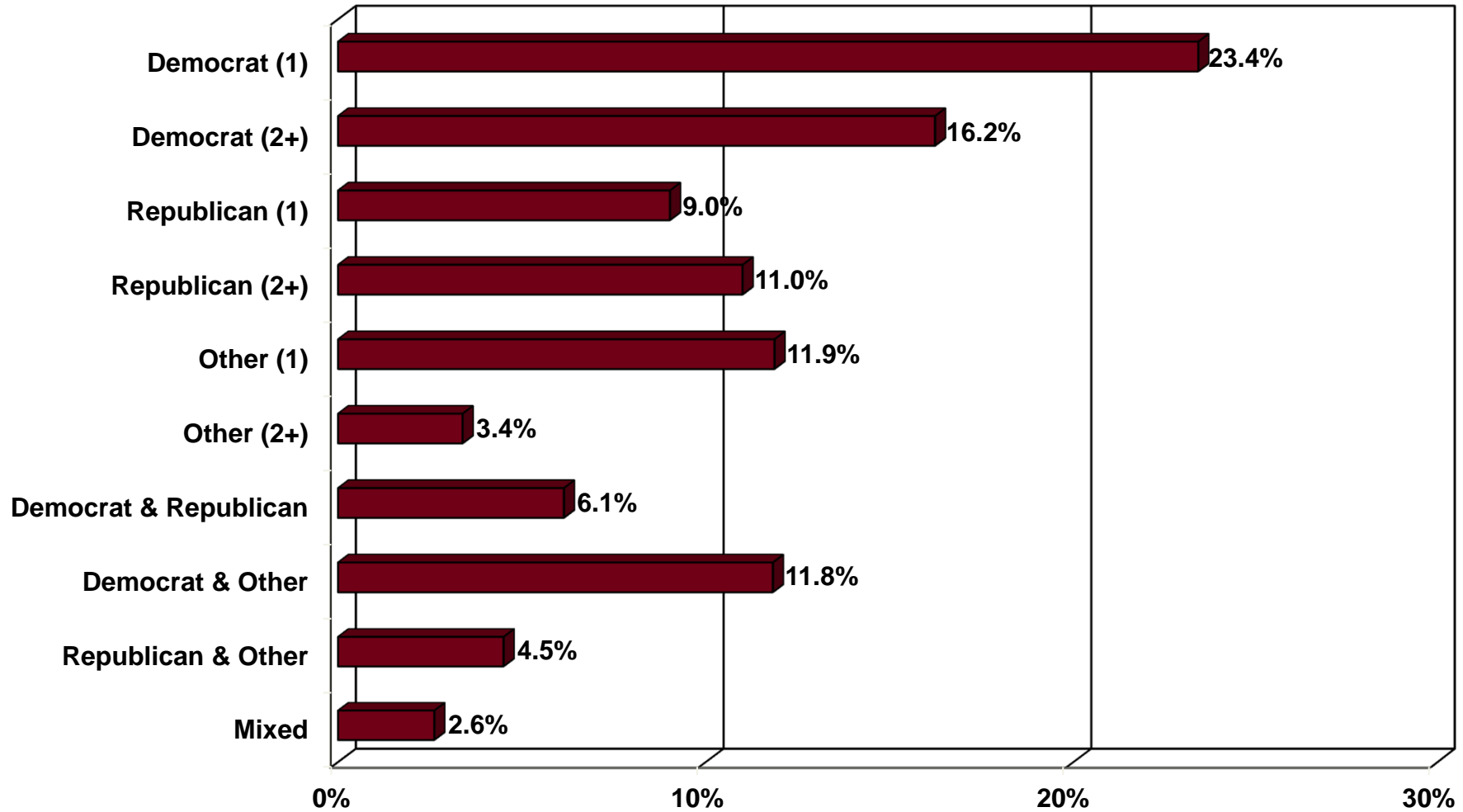




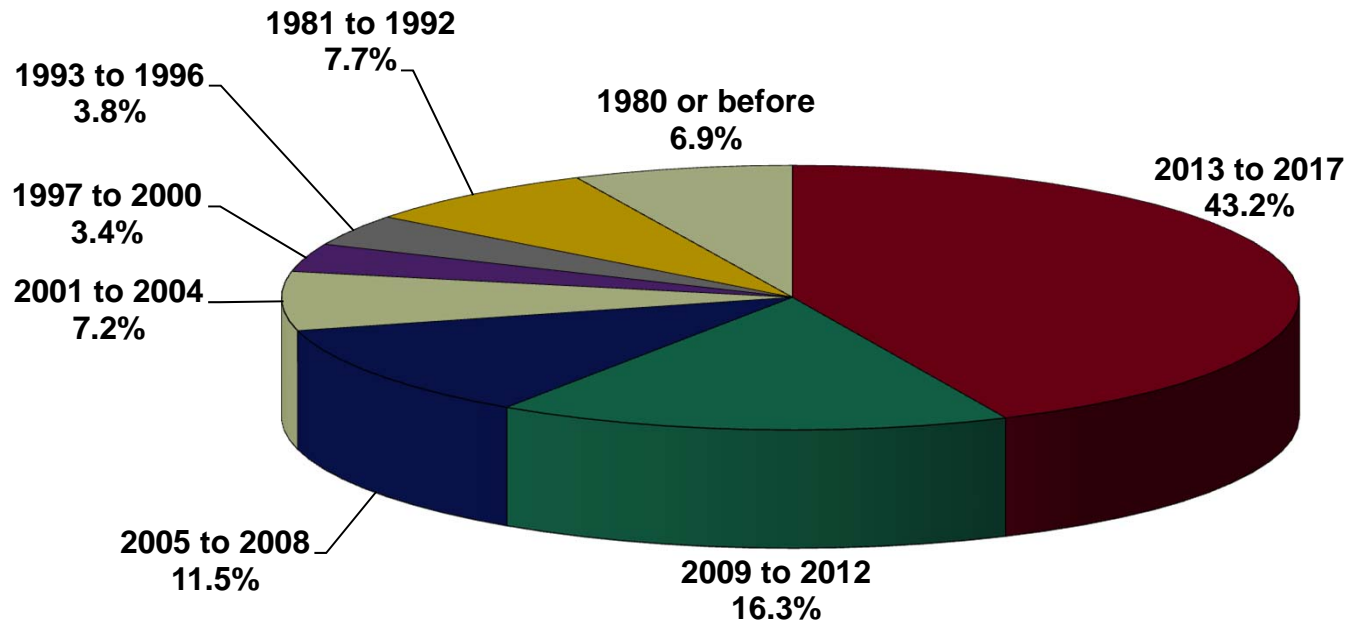
# QH. Individual Party



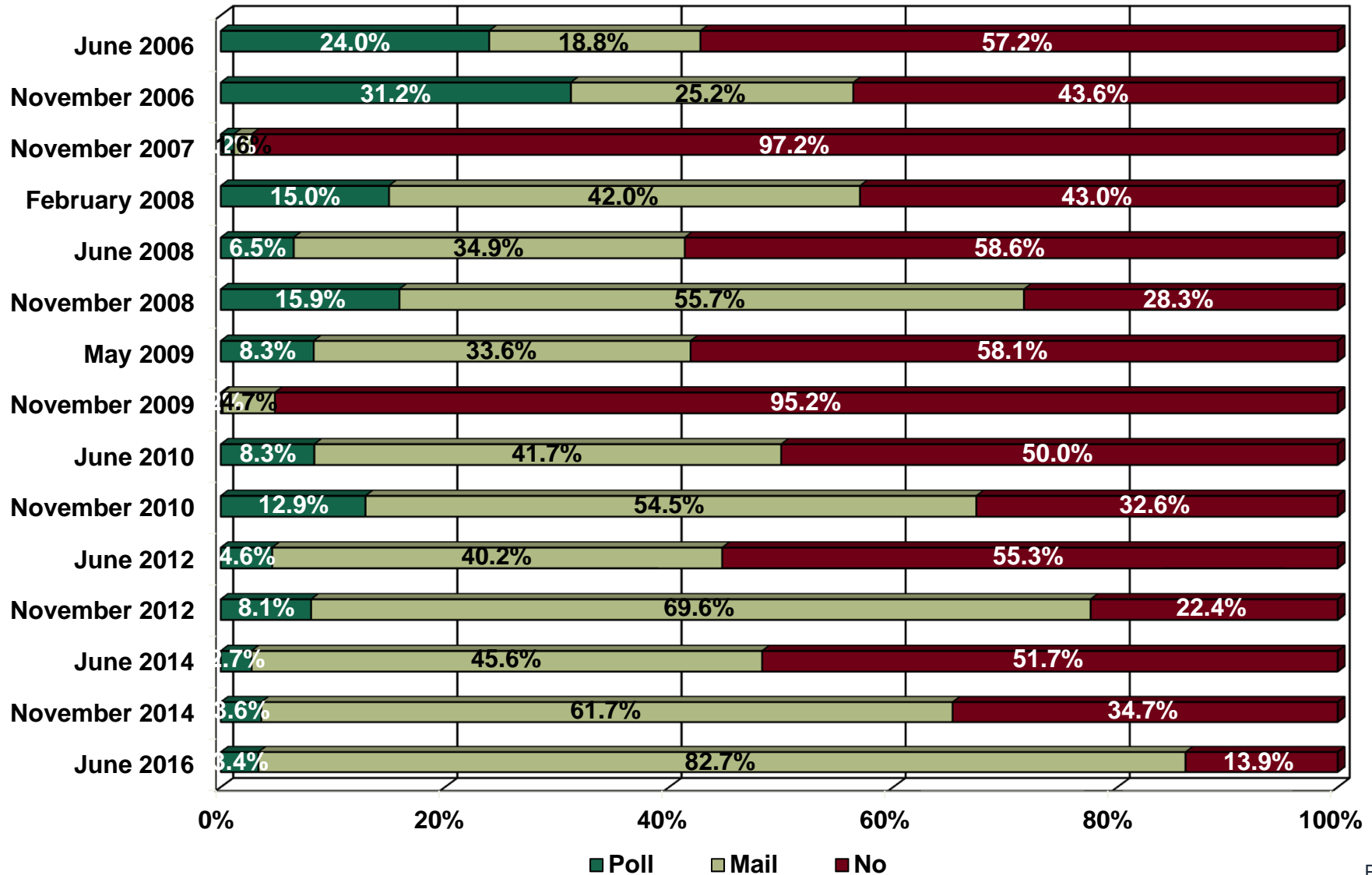
# Q1. Household Party Type



# QJ. Registration Date



# QK. Voting History



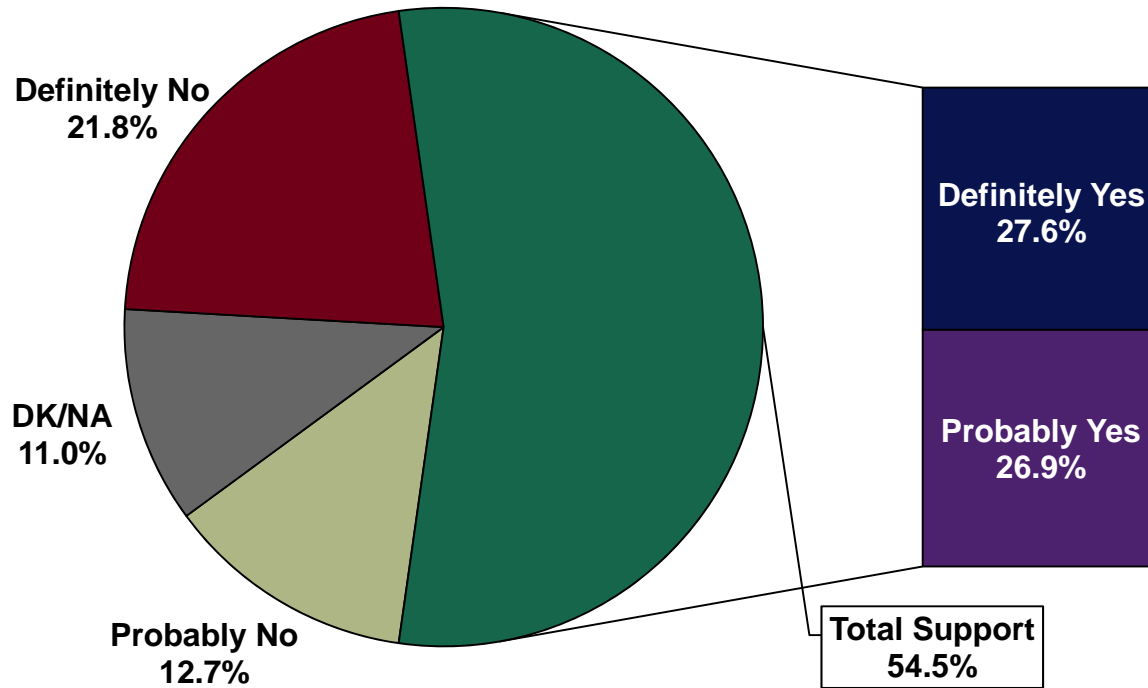


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## Appendix B: June Subsample

# Uninformed Support for Hypothetical Measure, June subsample



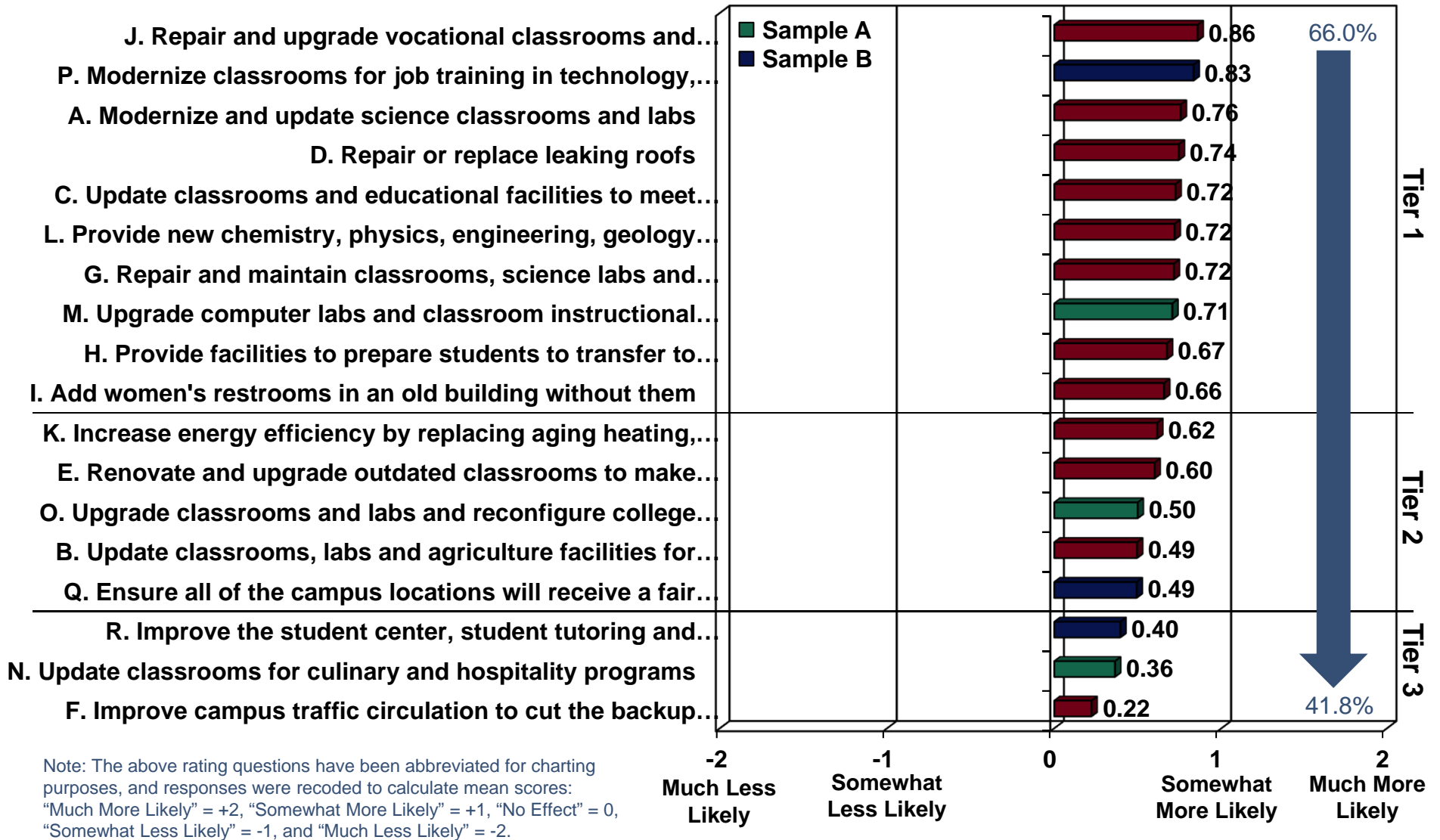
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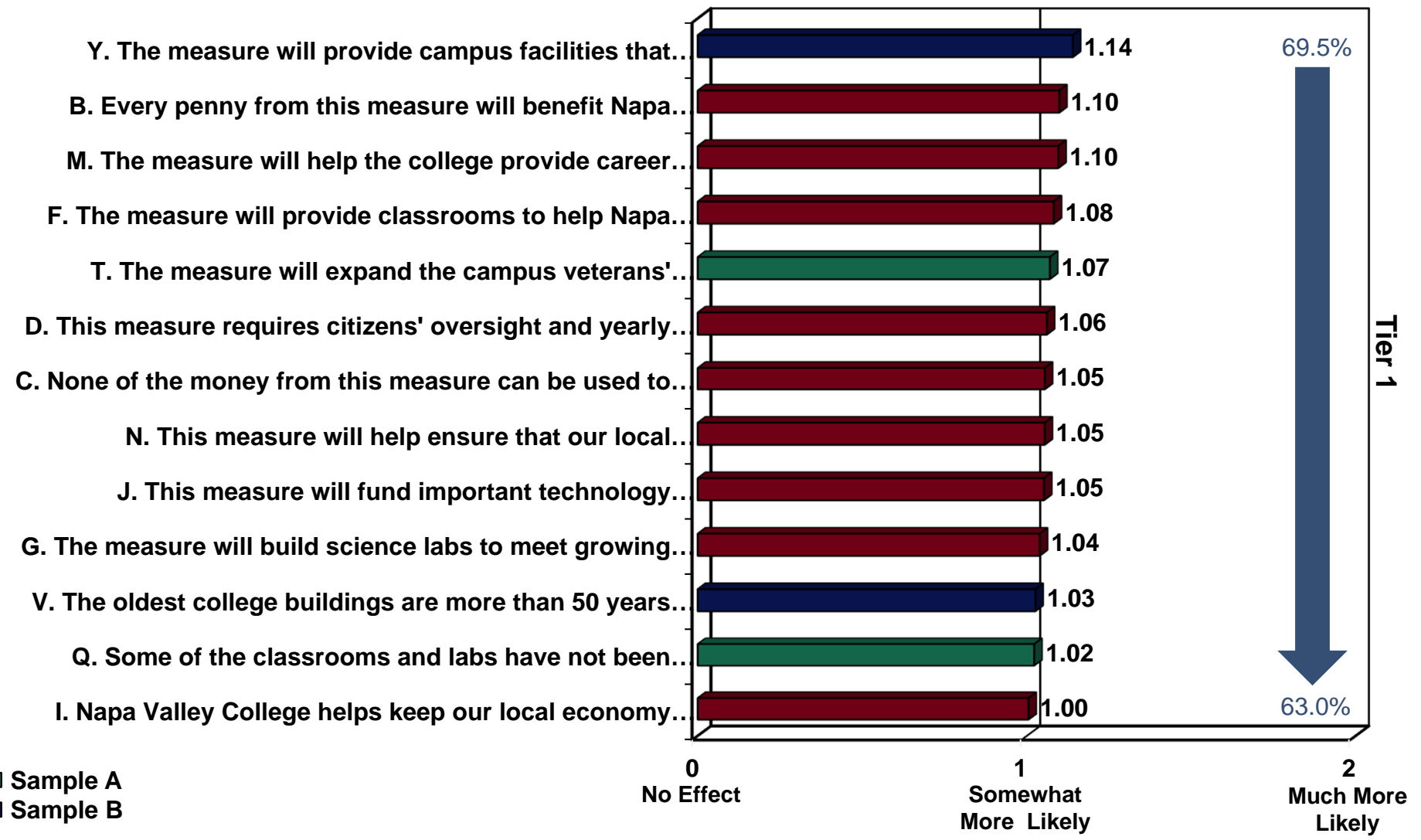
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# Top Priorities Favored by Respondents

## June Subsample

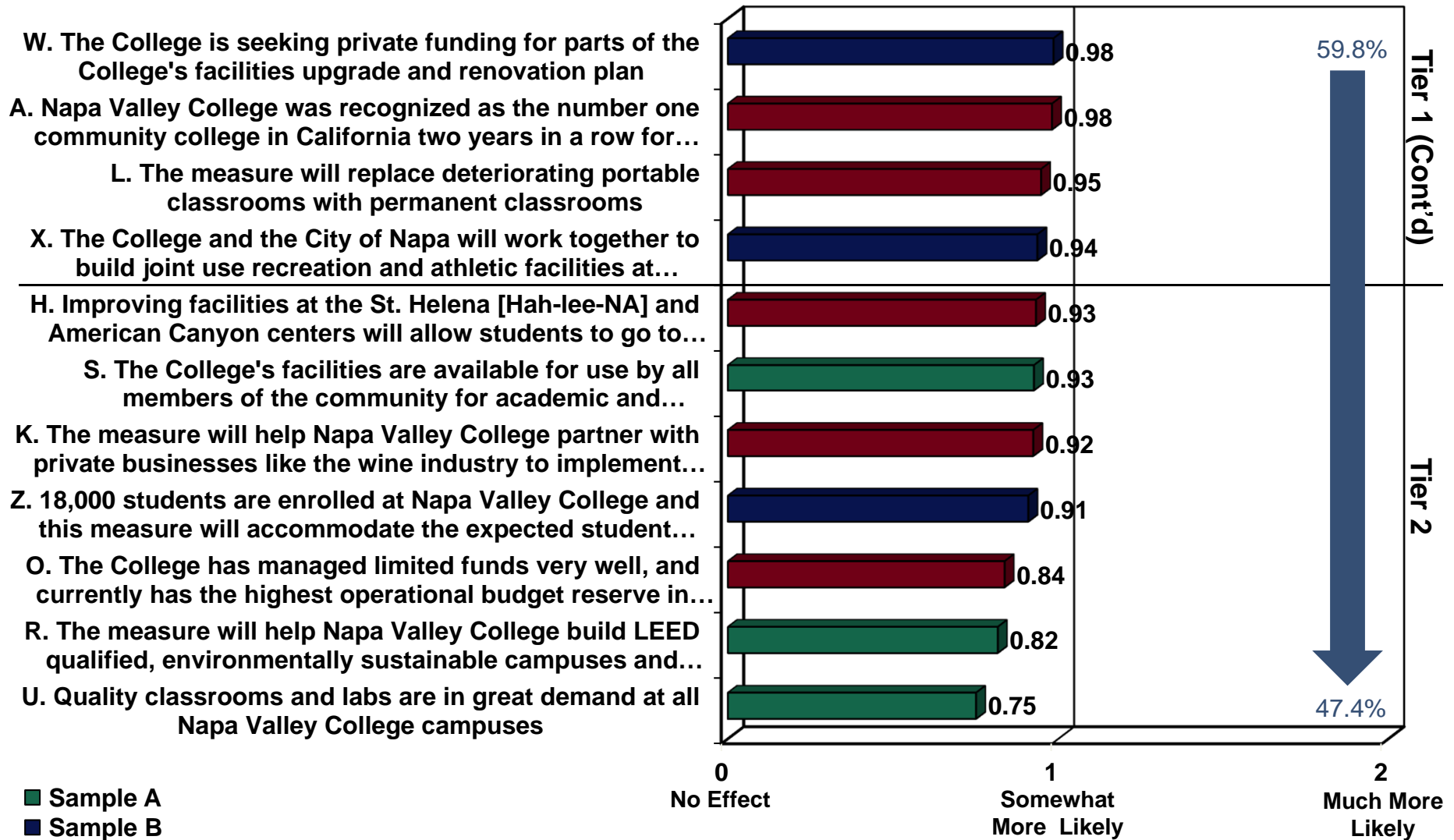


# Information of Greatest Interest to Respondents, June subsample

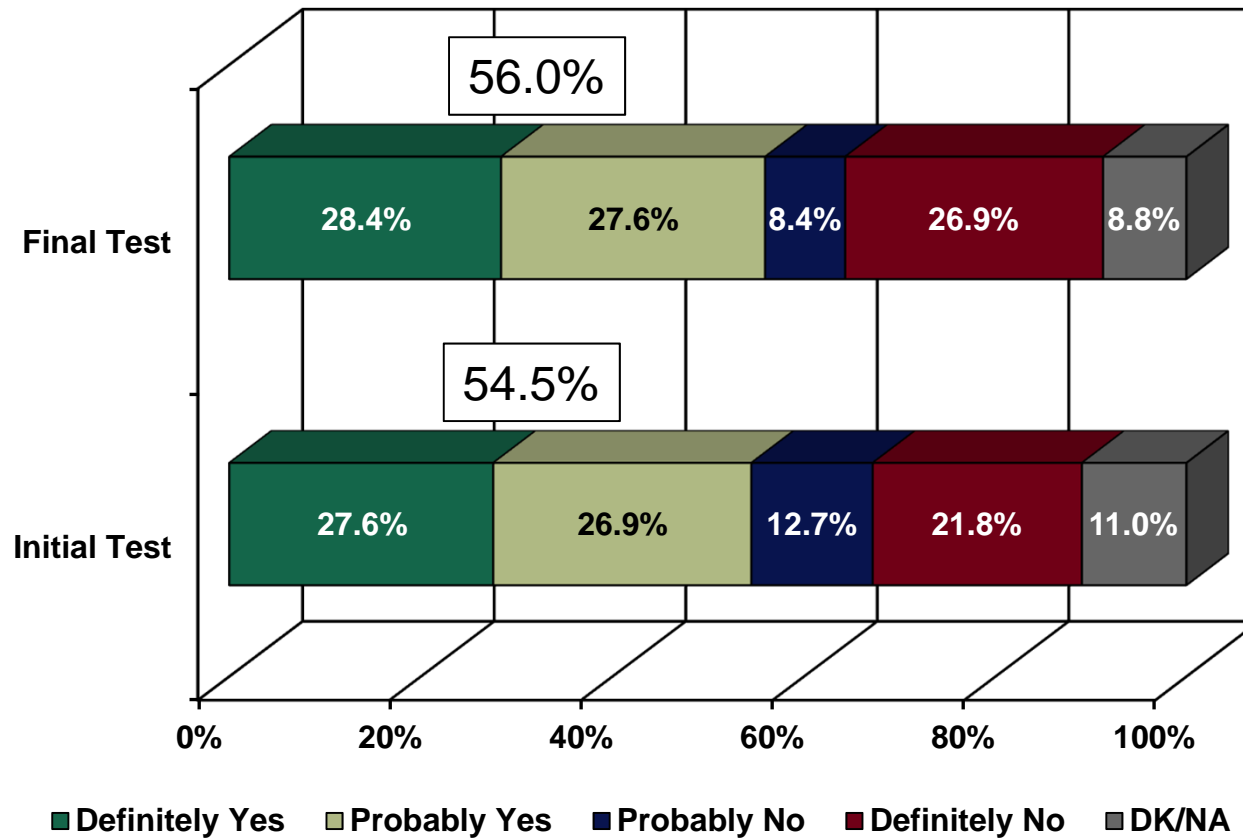




# Information of Greatest Interest to Respondents II, June subsample



# Vote Progression for Hypothetical Ballot Measure, June subsample



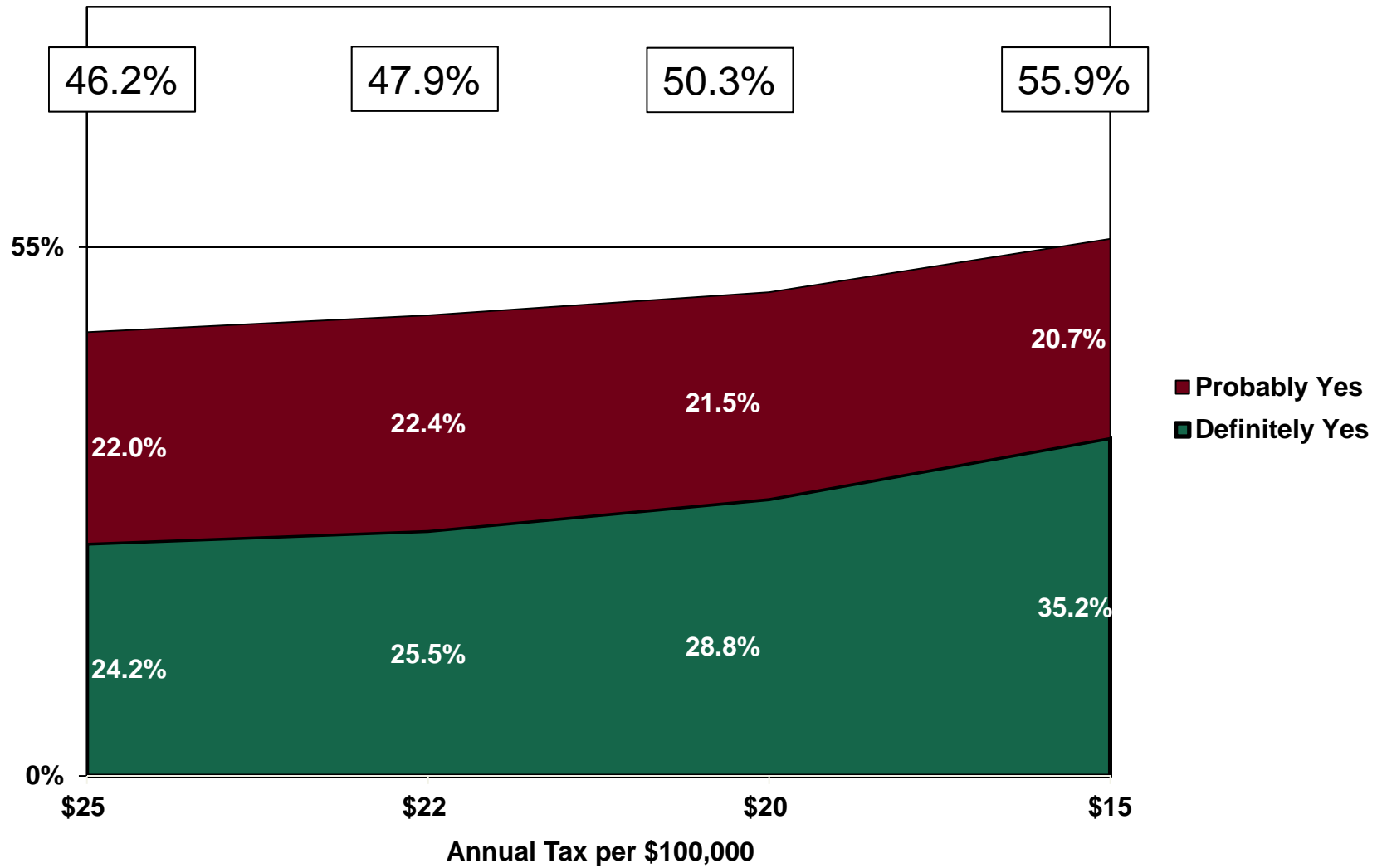
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# Reaction to Different Rates

## June subsample





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