

IT Audit

From: Kathleen King
Sent: Tuesday, December 06, 2011 5:04 PM
To: 'Cindy Chavez'; 'Ben Field'; 'Anna Schlotz'; 'ed.mcGovern'; 'Bob Brownstein'
Subject: Children's Health Poll
Attachments: 4558qst (2).pdf; 220-2848WT.doc; Yes on Measure A Presentation - DM&SM Additions.ppt

I have attached the new poll and the old poll so that we can look at them if we want during tomorrow's meeting. I have also attached the presentation we gave last year about the results of Measure A.
Kathleen

Could we talk more internally about this poll? I have done very few polls myself so I am not sure I am knowledgeable enough to add enough to the decision but I will put my thoughts forward about this poll versus the last poll.

The last poll surveyed 600 for about 20-25 minutes with all questions about parcel tax amounts asked to each person surveyed. There were split polls for positive statements and negative statements. I think this poll is 15 minutes, 900 polled, 300 per parcel tax amount of \$9, \$19, and \$29.

In this poll, there are very few questions to move someone positively or negatively. I know we did not feel that the questions in the last survey moved the person surveyed much but the positive questions in the last poll moved definitely yes 4% points after all questions were asked.

This poll has a question about elected officials and whether supporting the program or not supporting the program is important to the voter and whether they voted for Measure A and the last poll did not.

We have only enough funding for one poll and my worry is this poll will not give us enough support for another initiative/not give us enough data to sell the supervisors or both.

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