

Polling Objectives and Methodology
By NBS and Gene Bregman and Associates

Voter poll will achieve the following objectives:

- Explore the current image of the Town of Los Gatos, voters' attitudes towards the Town, and their assessments of the strengths and weaknesses of local government
- Determine voter perceptions of the needs of the Town and the priorities that voters set for those needs
- Determine voter attitudes towards revenue measures for the Town, and the optimum amount to place before the voters
- Evaluate voters' top priorities for money raised in order to design a measure that best addresses the desires of the community
- Determine the most effective and important reasons for your voters to support a ballot measure

Polling Methodology:

Telephone interviews are conducted by a regularly employed staff of full-time professional interviewers who specialize in conducting interviews for public opinion surveys. Gene Bregman and Associates (GBA) supervises the interviewing process and verifies that interviews are conducted according to specifications. Supervisory procedures include continuous on-site and telephone monitoring of interviews. GBA follows established industry standards for call backs of busy or "not-at-home" numbers designed specifically to maintain the randomness of interviewee selection and the validity of the survey. A regularly employed staff of full-time professional interviewers conducts interviews. Nowadays, it is also important to contact voters via text or email so they can complete the interview on-line.

Voters will be asked if they would vote for a proposed funding measure early in the survey, without providing background information, mirroring some voters' experience when voting. Then respondents will be provided with a series of statements that provide additional information about the Town's revenue needs and asked a second time, knowing more, how they would vote on a proposed measure. Respondents will also be asked about a series of Town programs and services to understand their priorities for how funds are spent.

The survey will use up-to-date voter registration files to survey a representative sample of likely voters based upon voter history. This will provide statistically reliable data to understand the community's priorities and level of support for a local funding measure.