



Compton Community College District Bond Measure Issues Survey






*Summary of Findings from a Survey of Compton CCD Voters
Likely to Cast a Ballot in the November 2024 Presidential Election
Conducted March 11-20, 2024*

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FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Survey Methodology

Dates	March 11-20, 2024
Survey Type	Dual-mode Voter Survey
Research Population	Compton CCD Likely November 2024 Voters
Total Interviews	500
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	June 2014
Languages	English & Spanish

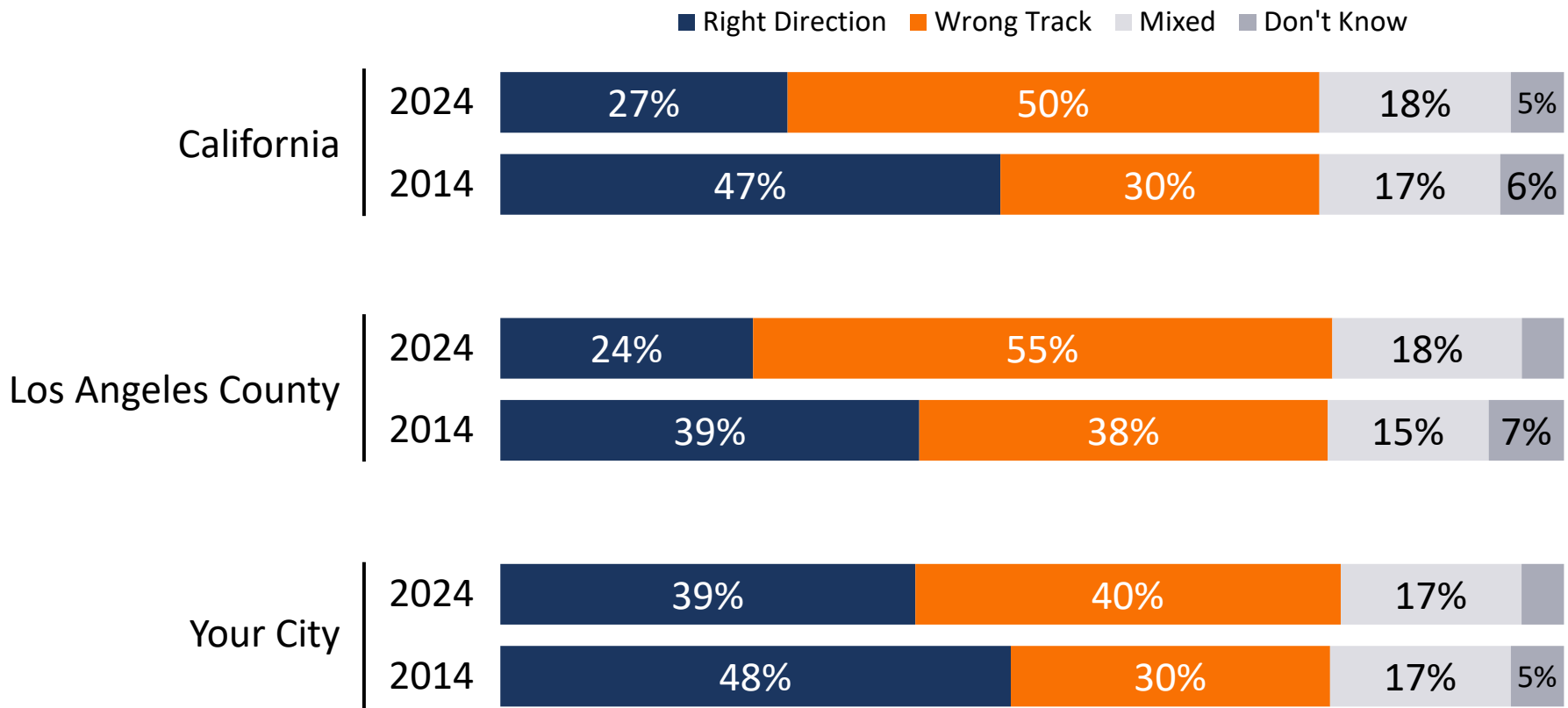
(Note: Not All Results Will Sum to 100% Due to Rounding)



Voter Mood & Awareness of Compton CCD

Compared to ten years ago, Compton CCD voters have a much more pessimistic view of the state, LA County and their own communities.

Thinking about _____ in general, would you say things are going in the right direction or would you say they are off on the wrong track?

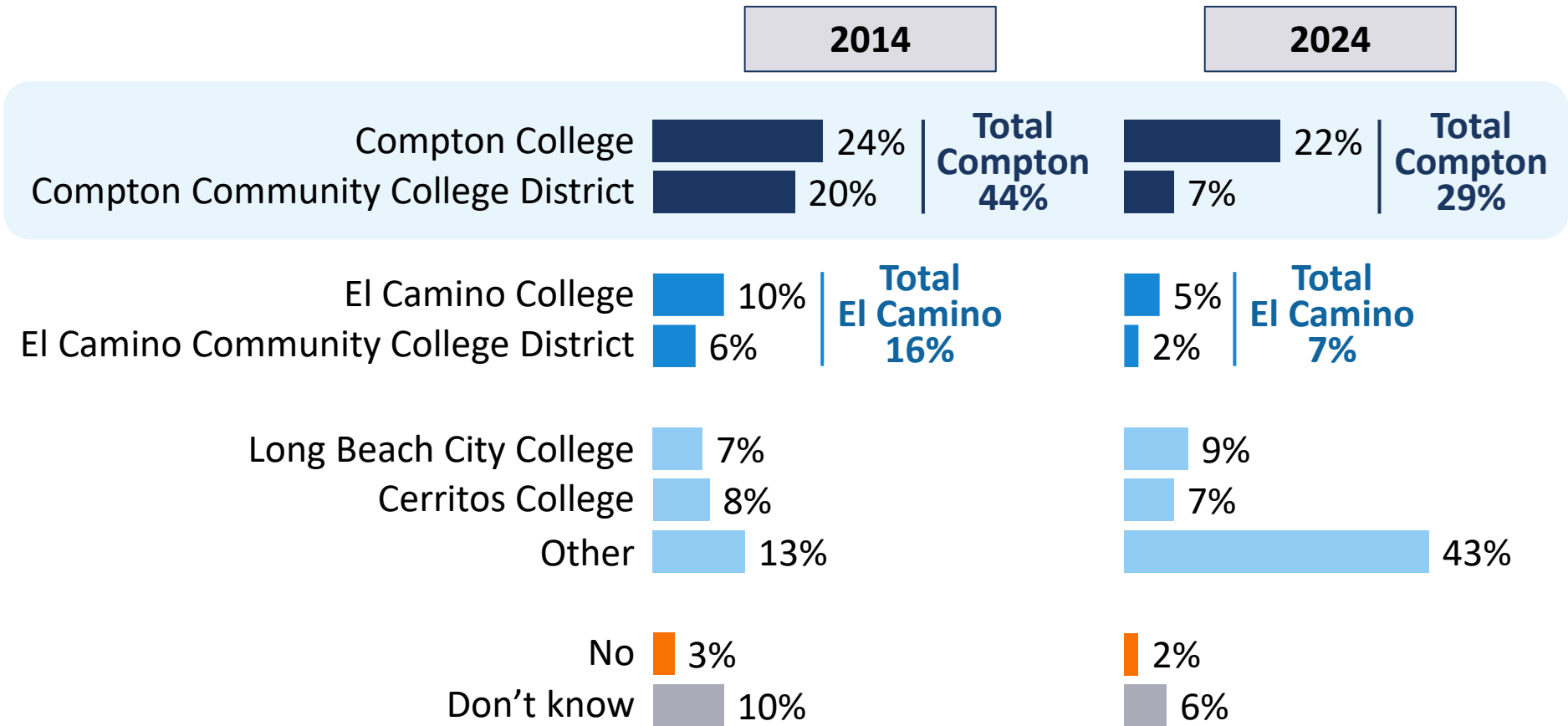


All voters share this negative outlook, but it is consistently higher among those ages 18-49 and Latinos.

Demographic Group	California			Los Angeles County			Your City		
	Right Dir.	Wrong Track	Mixed/Don't Know	Right Dir.	Wrong Track	Mixed/Don't Know	Right Dir.	Wrong Track	Mixed/Don't Know
All Voters	27%	50%	23%	24%	55%	21%	39%	40%	21%
Gender									
Men	29%	50%	21%	27%	56%	17%	45%	37%	19%
Women	25%	50%	25%	22%	53%	25%	35%	43%	22%
Party									
Democrats	32%	44%	23%	28%	48%	25%	41%	38%	21%
Independents	22%	51%	27%	23%	59%	18%	40%	38%	22%
Republicans	1%	87%	11%	0%	91%	9%	23%	59%	19%
Age									
18-49	24%	54%	22%	25%	59%	16%	39%	44%	17%
50+	31%	44%	25%	23%	48%	29%	39%	34%	27%
Race/Ethnicity									
Whites	30%	48%	21%	26%	51%	23%	45%	35%	20%
Latinos	23%	54%	23%	22%	59%	19%	39%	41%	20%
African Americans	35%	40%	25%	29%	47%	24%	39%	39%	22%

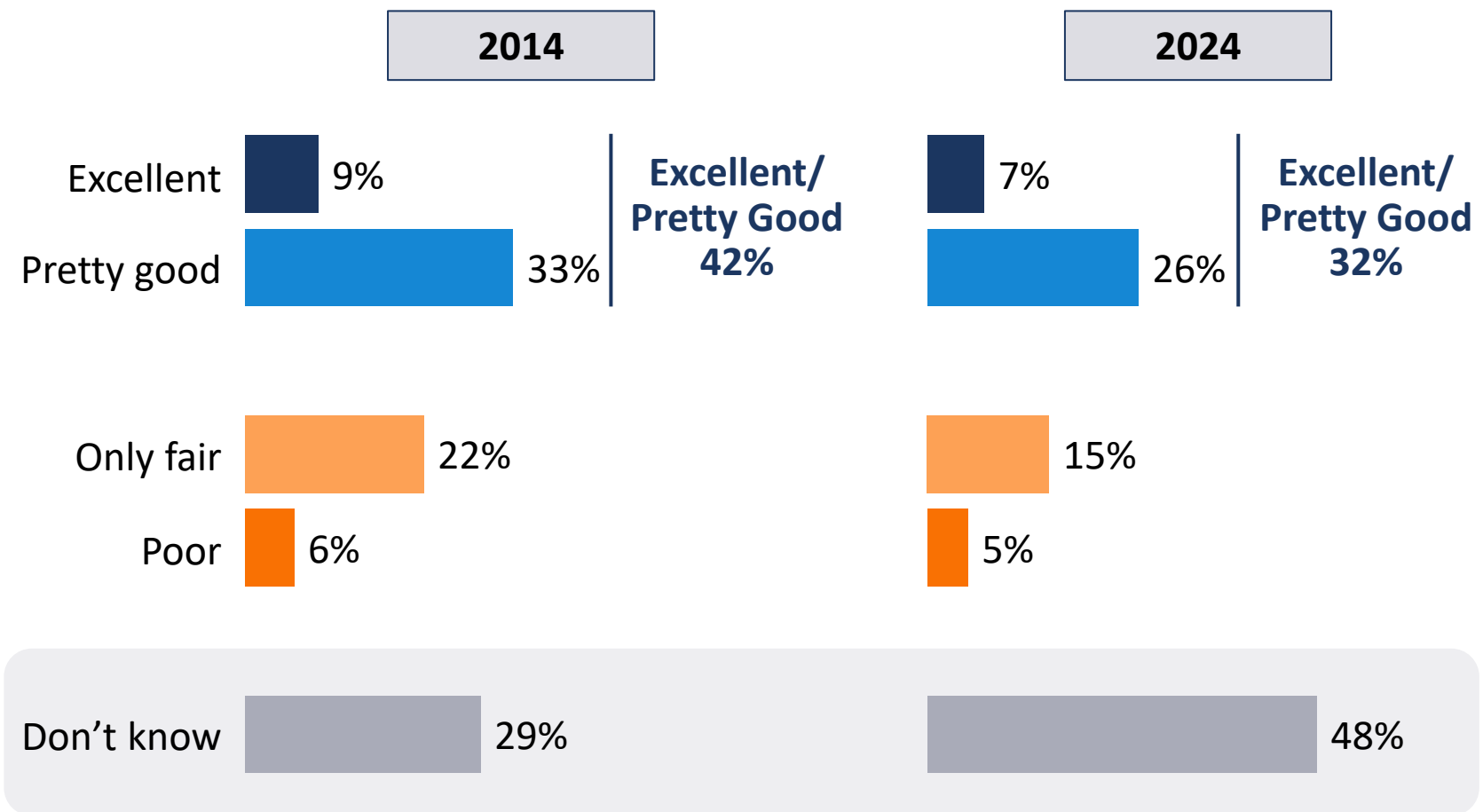
Today, three in ten voters identify Compton College or Compton CCD as their local community college...

*From what you know, is there a local community college district that serves your area?
(Open-ended)*



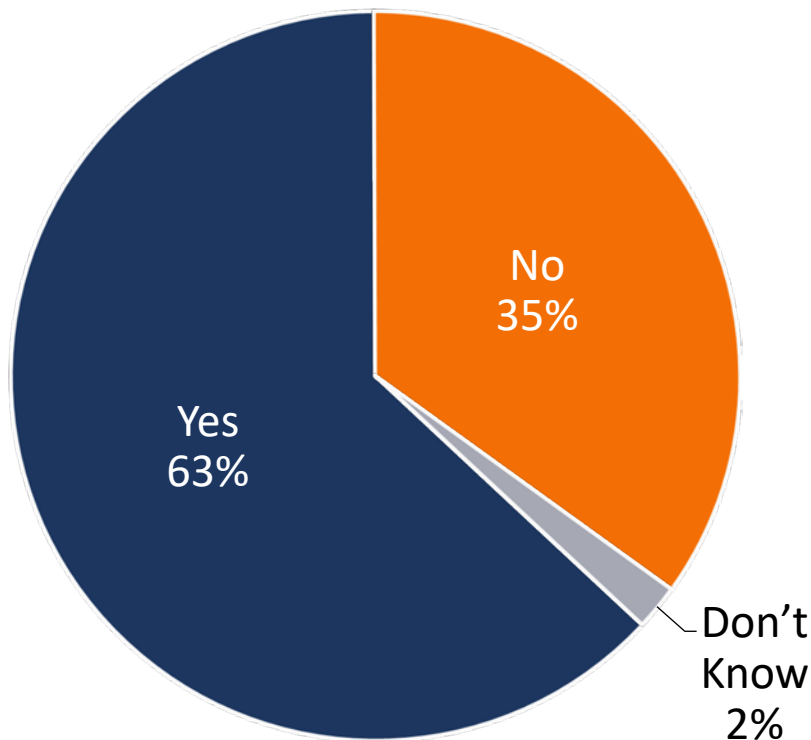
...and compared to ten years ago, a larger share of voters cannot rate Compton College's job performance.

How would you rate the job being done by Compton College? Please tell me if you think Compton College is doing an excellent job, a pretty good job, only a fair job, or a poor job.



Despite less familiarity, more than six in ten say they or someone in their family has taken a course at the college.

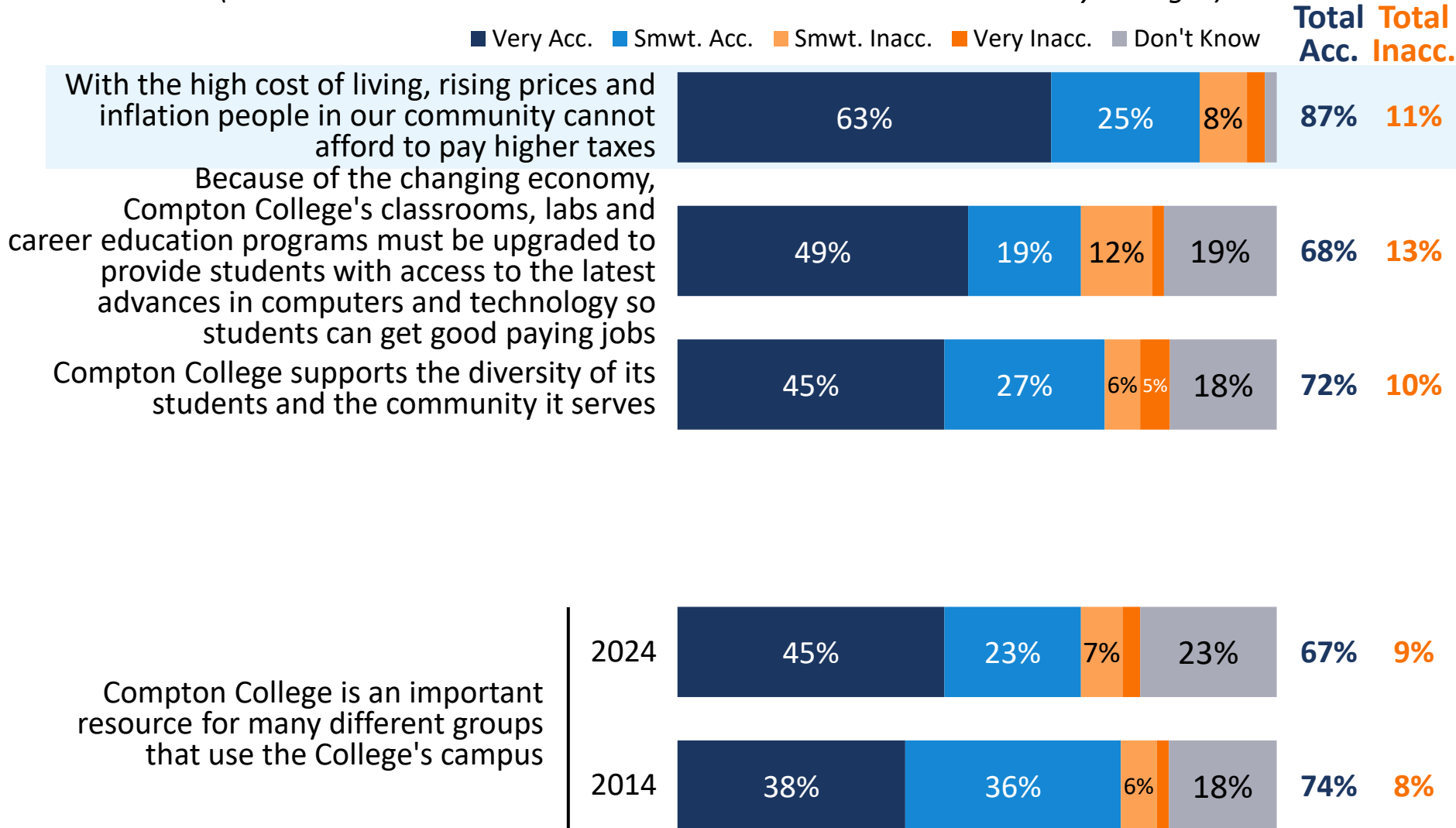
Have you or someone in your immediate family ever attended or taken a course at the former Compton Community College, El Camino College Compton Center, or Compton College?



Demographic Group	Yes	No	Don't Know
Gender			
Men	63%	34%	2%
Women	63%	36%	1%
Party			
Democrats	67%	32%	1%
Independents	58%	39%	3%
Republicans	51%	45%	4%
Age			
18-49	62%	36%	2%
50+	65%	33%	2%
Race/Ethnicity			
Whites	43%	54%	3%
Latinos	62%	36%	2%
African Americans	79%	21%	0%

Voters are reluctant to pay higher taxes as the cost of living, prices and inflation have surged.

(2014 Results Based on Statements About "Your Local Community College")



Q8. I would like to mention some general statements about Compton College. Please tell me if you think it is accurate or inaccurate. Split Sample

Voters recognize the need to invest in Compton College and the benefits of doing so.

(2014 Results Based on Statements About "Your Local Community College")

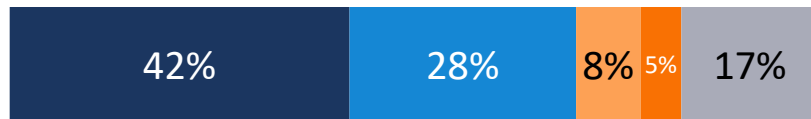
■ Very Acc. ■ Smwt. Acc. ■ Smwt. Inacc. ■ Very Inacc. ■ Don't Know

Total Acc. **Total Inacc.**

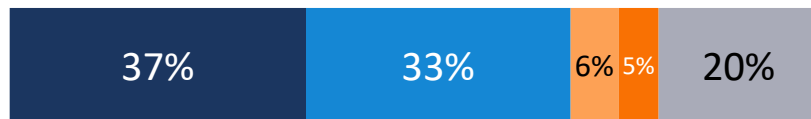
Compton College needs additional classrooms and labs to meet local students' demand for critical college-level courses and career education programs



Investing in Compton College will create good jobs for local residents and the well-trained workforce we need for economic growth

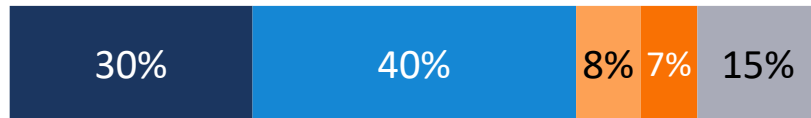


^Compton College provides local students, workers and residents access to a cost-effective college and career education programs

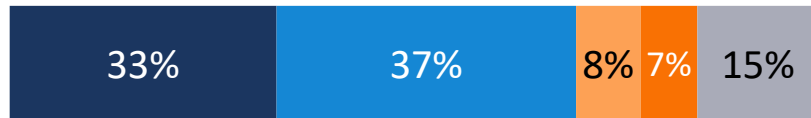


Compton College serves the needs of my community

2024



2014



Most continue to think the college prepares students to transfer and provides a safe learning environment.

(2014 Results Based on Statements About "Your Local Community College")

■ Very Acc. ■ Smwt. Acc. ■ Smwt. Inacc. ■ Very Inacc. ■ Don't Know

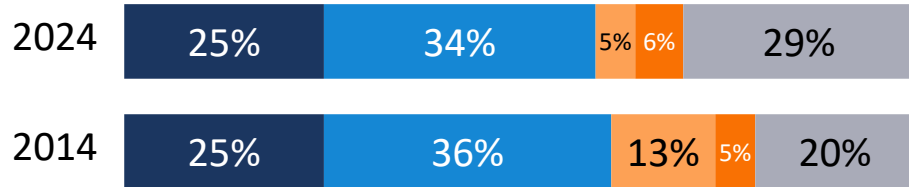
Total Acc. **Total Inacc.**

Compton College is a leading institution of student learning and success in higher education



57% **20%**

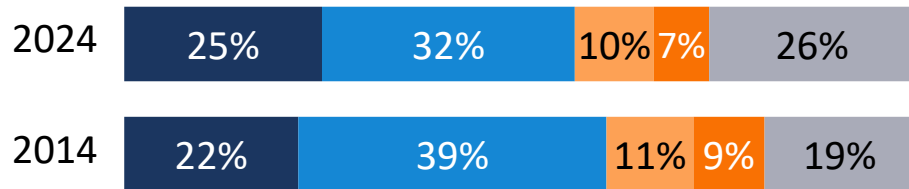
Compton College does a good job of preparing students to transfer to a four-year college or university



60% **11%**

61% **18%**

Students are safe when they are on the Compton College campus



57% **17%**

61% **20%**

The quality of education at Compton College has improved in recent years



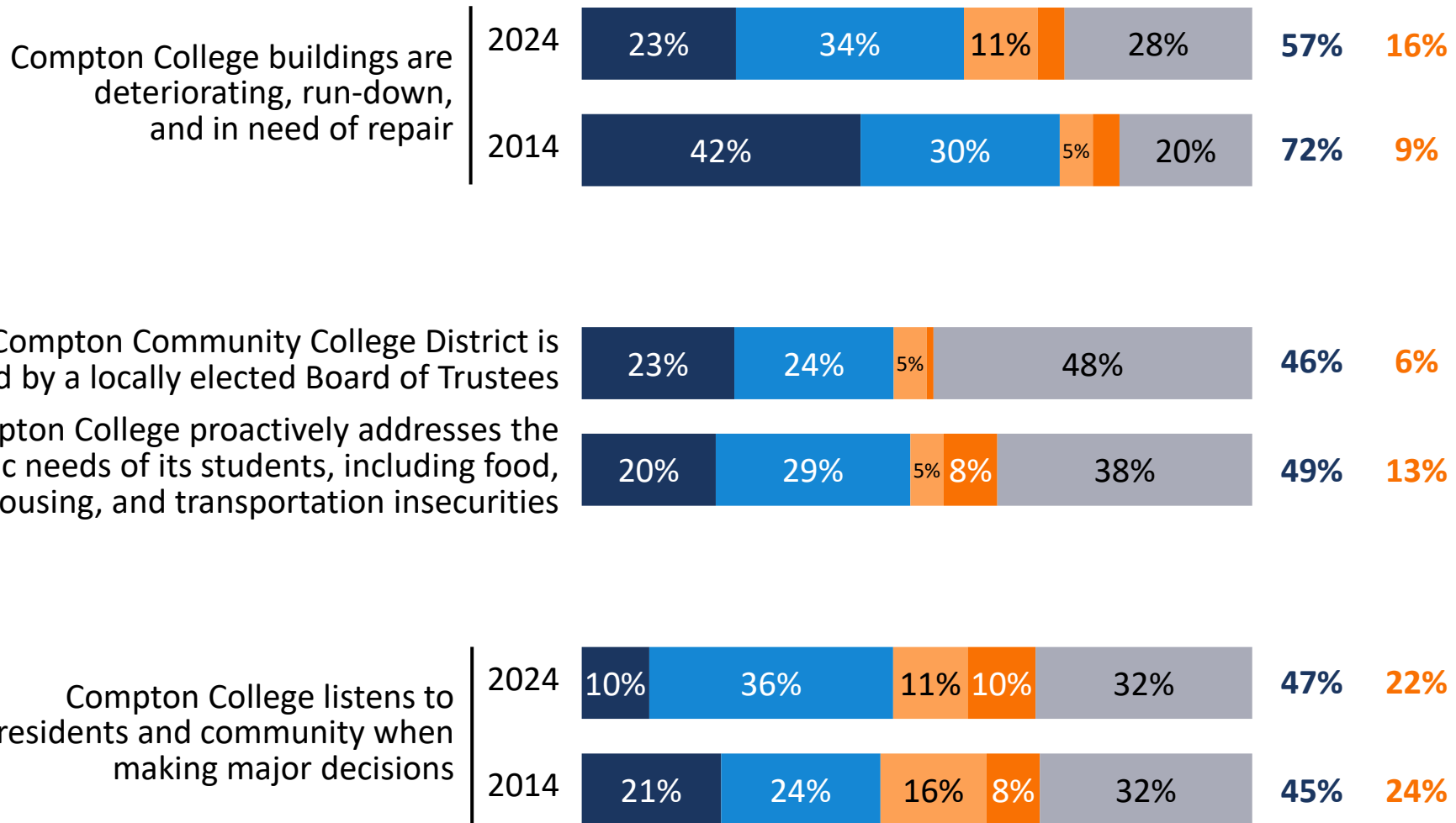
52% **17%**

Today, fewer voters believe there is a need to upgrade Compton College's buildings and facilities.

(2014 Results Based on Statements About "Your Local Community College")

■ Very Acc. ■ Smwt. Acc. ■ Smwt. Inacc. ■ Very Inacc. ■ Don't Know

Total Acc. **Total Inacc.**





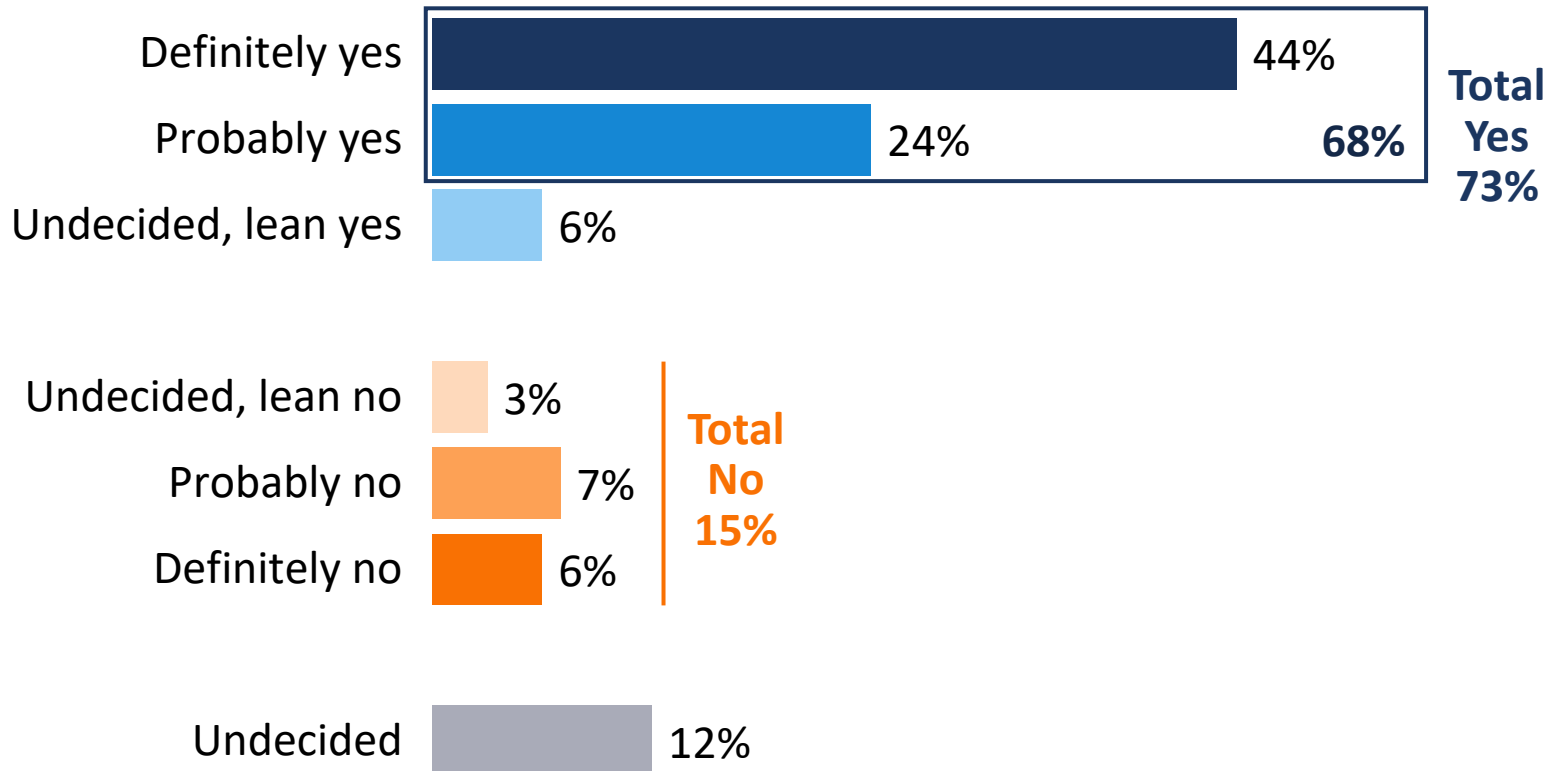
Voter Reaction to a Compton College Bond Measure & Funding Priorities

Simulated 75-Word Compton CCD Bond Measure Title & Summary

COMPTON COLLEGE REPAIR, JOB TRAINING AND EDUCATION IMPROVEMENT MEASURE.

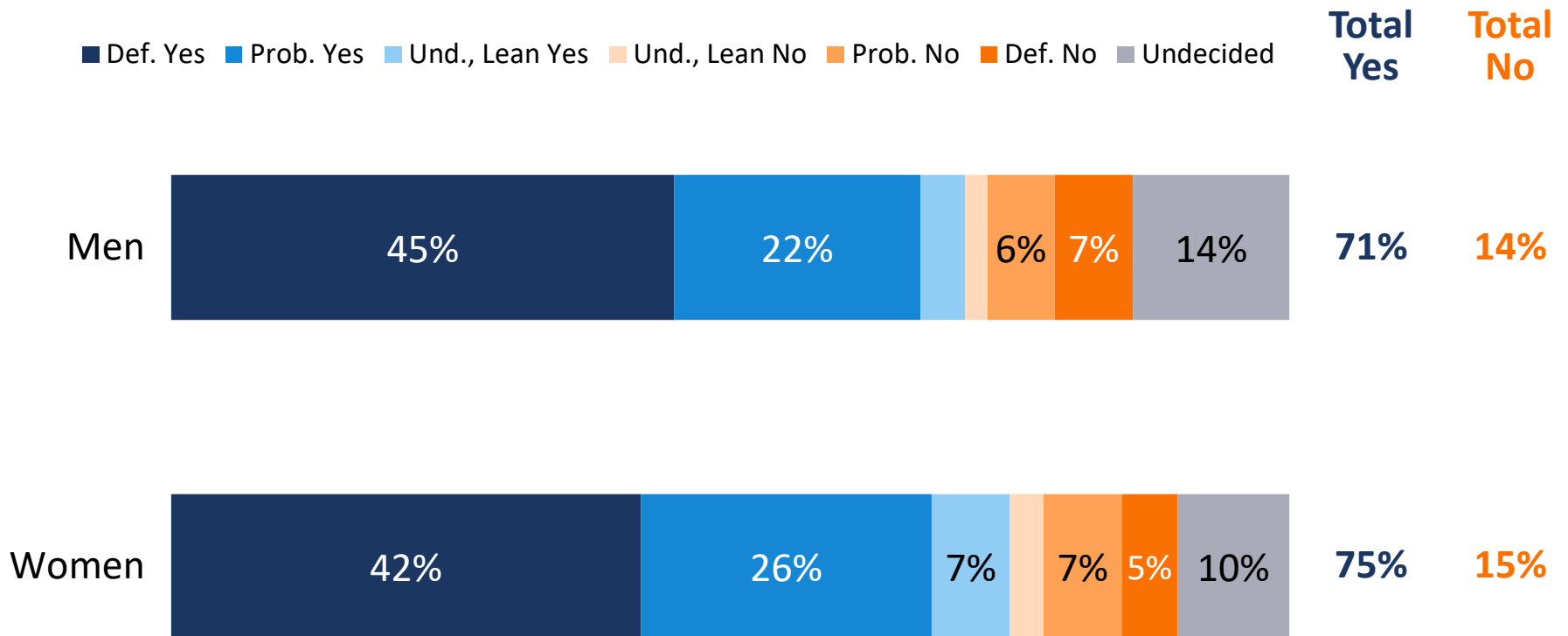
To repair, construct, acquire educational facilities, sites, equipment; support career education for students/workers/veterans, firefighter/police training; remove asbestos; upgrade science labs, computer technology, campus/earthquake safety, handicap accessibility; provide community healthcare services/training; shall Compton Community College District authorize \$150,000,000 in bonds at legal rates, levying \$20 per \$100,000 of assessed valuation, generating \$11,000,000 annually while bonds are outstanding be adopted, requiring audits, oversight, all funds used locally?

The bond measure starts with strong support as three in four vote in favor, including more than four in ten who would vote “definitely yes” if the election were today.



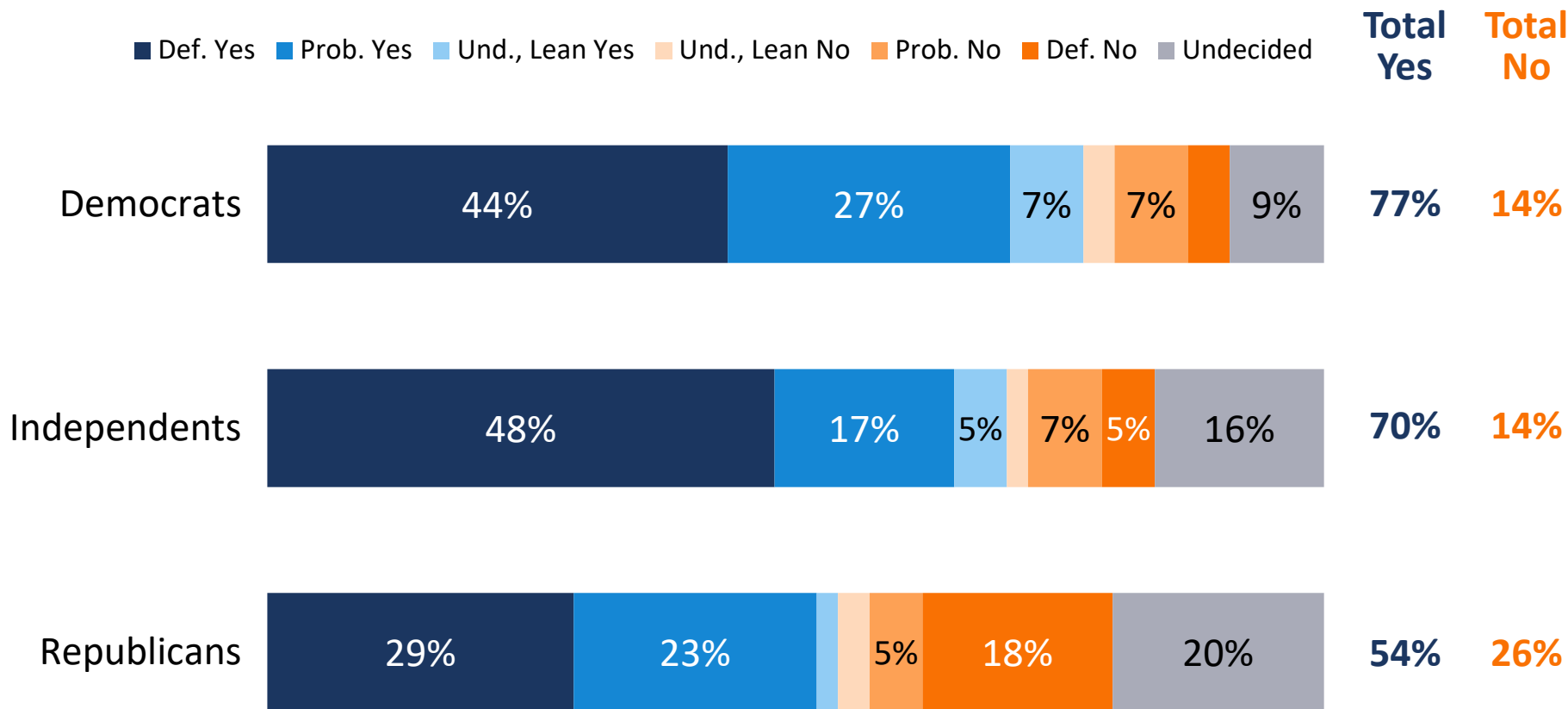
Men and women support the bond at equally high rates.

Vote After Information by Gender



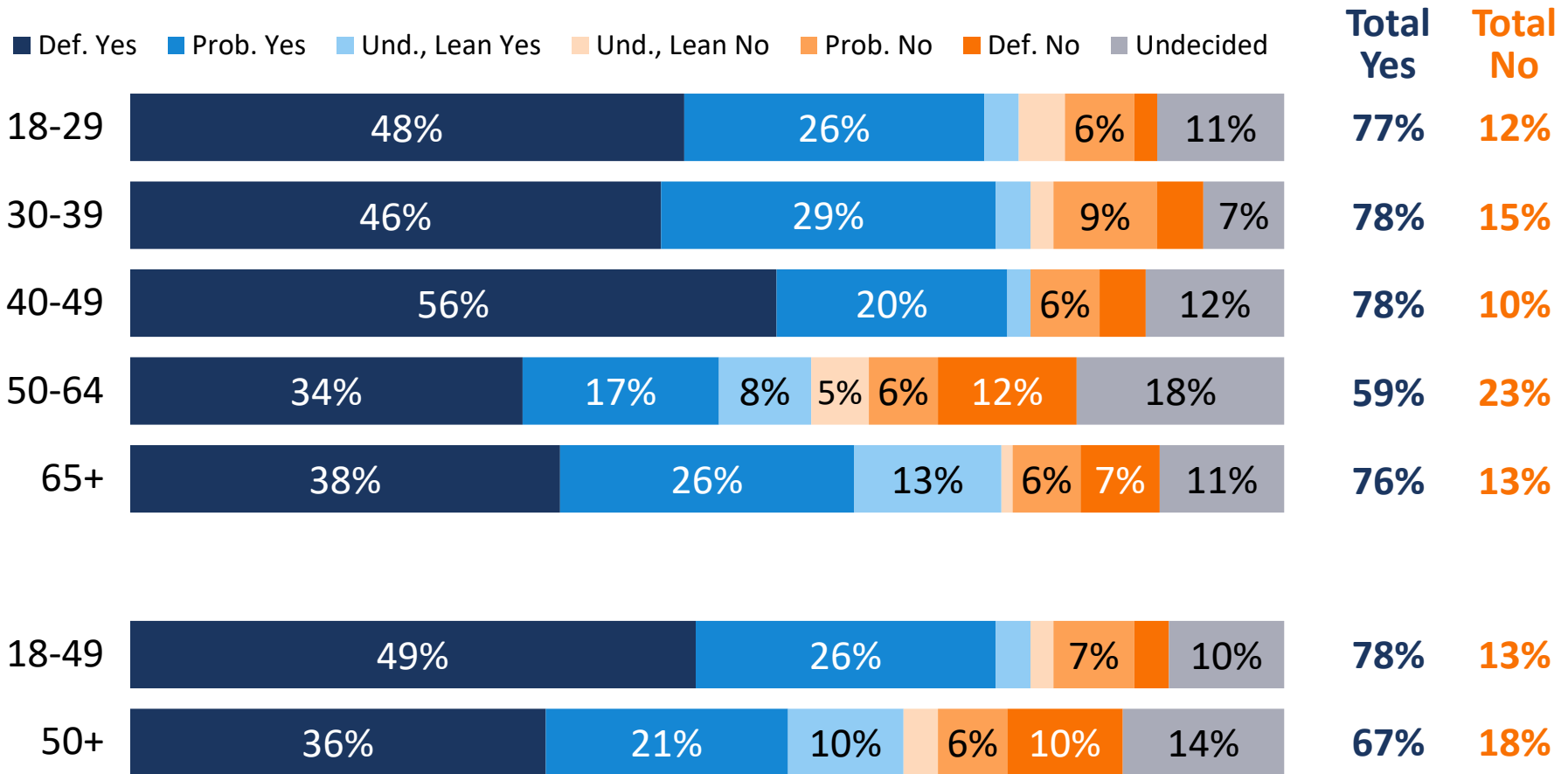
Three-quarters of Democrats, seven in ten nonpartisans and a majority of Republicans vote in favor.

Vote After Information by Party



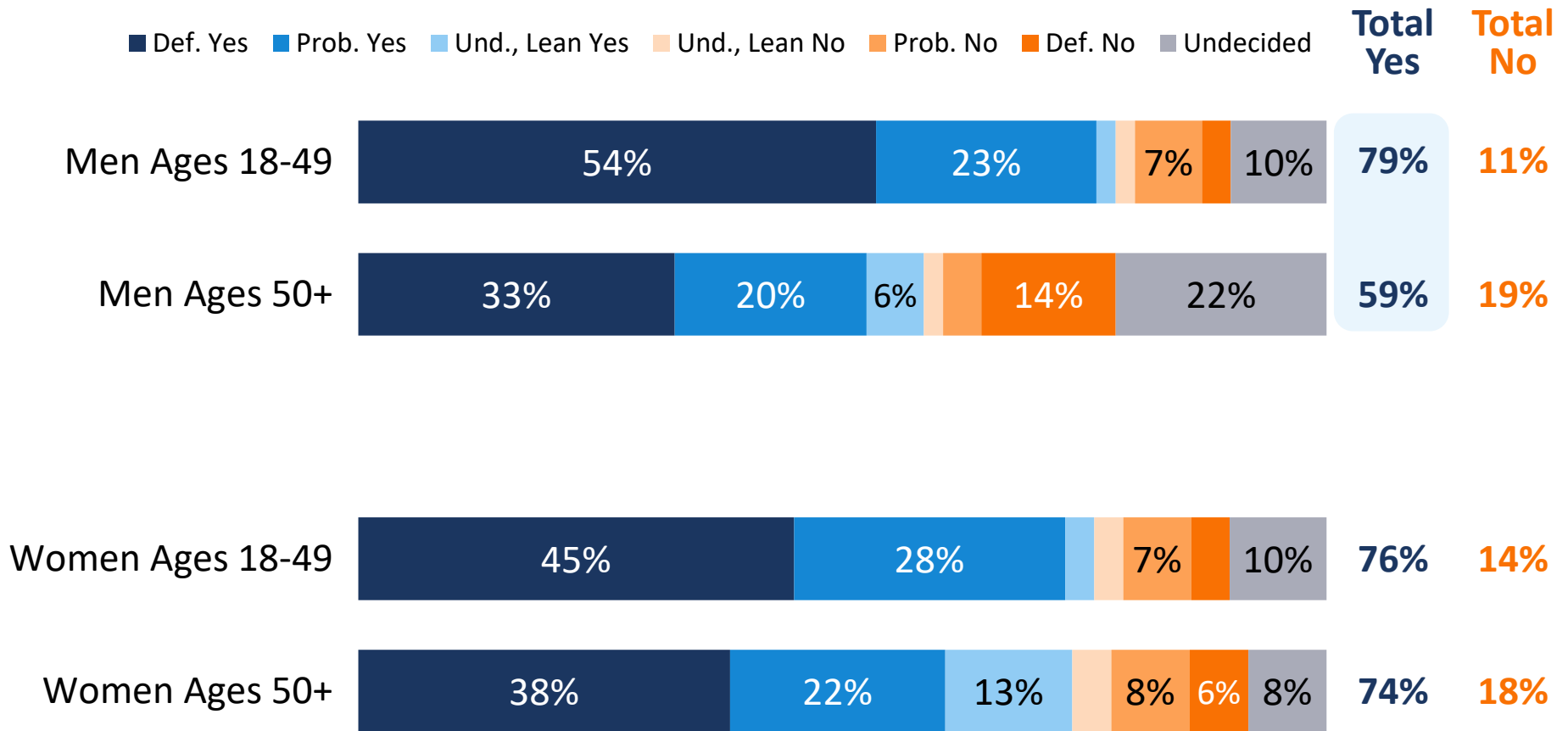
There is robust support among ages 18-49, dips to six in ten among middle age voters and is higher with seniors.

Vote After Information by Age



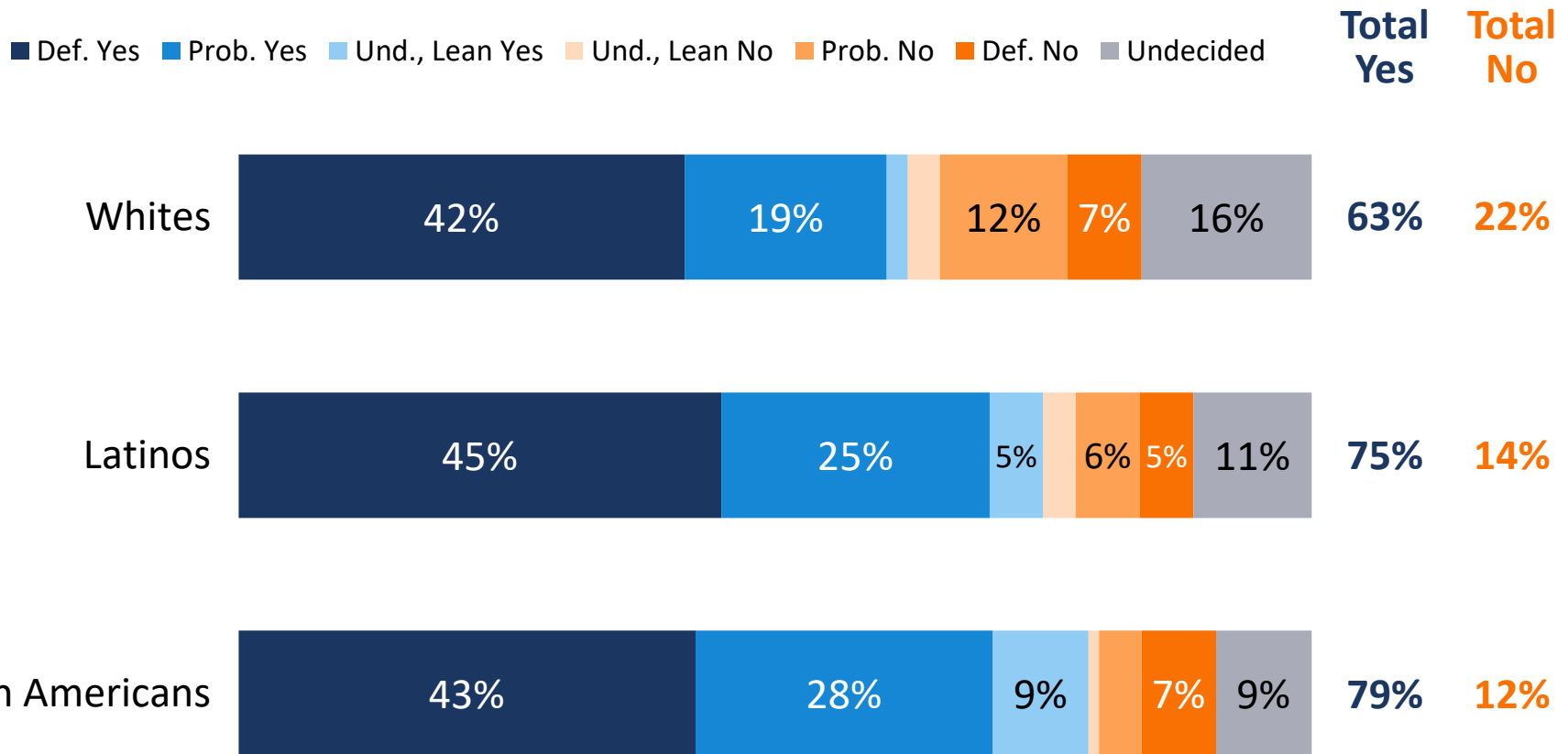
There is a 20-point difference in support between younger and older men whereas three in four women vote in favor regardless of age.

Vote After Information by Gender by Age



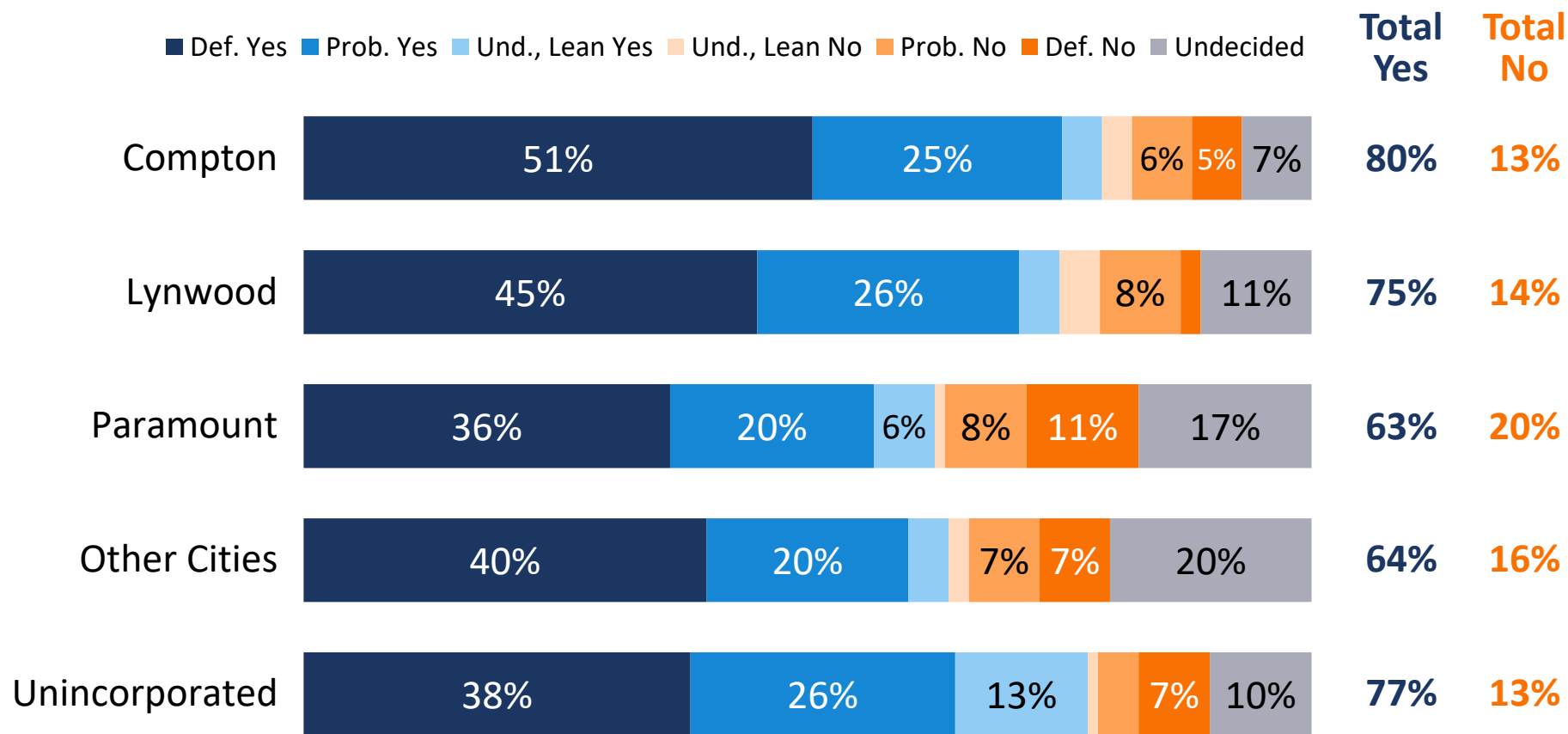
Voters of all races and ethnicities vote in favor but support for the bond measure is higher among African Americans and Latinos.

Vote After Information by Race/Ethnicity



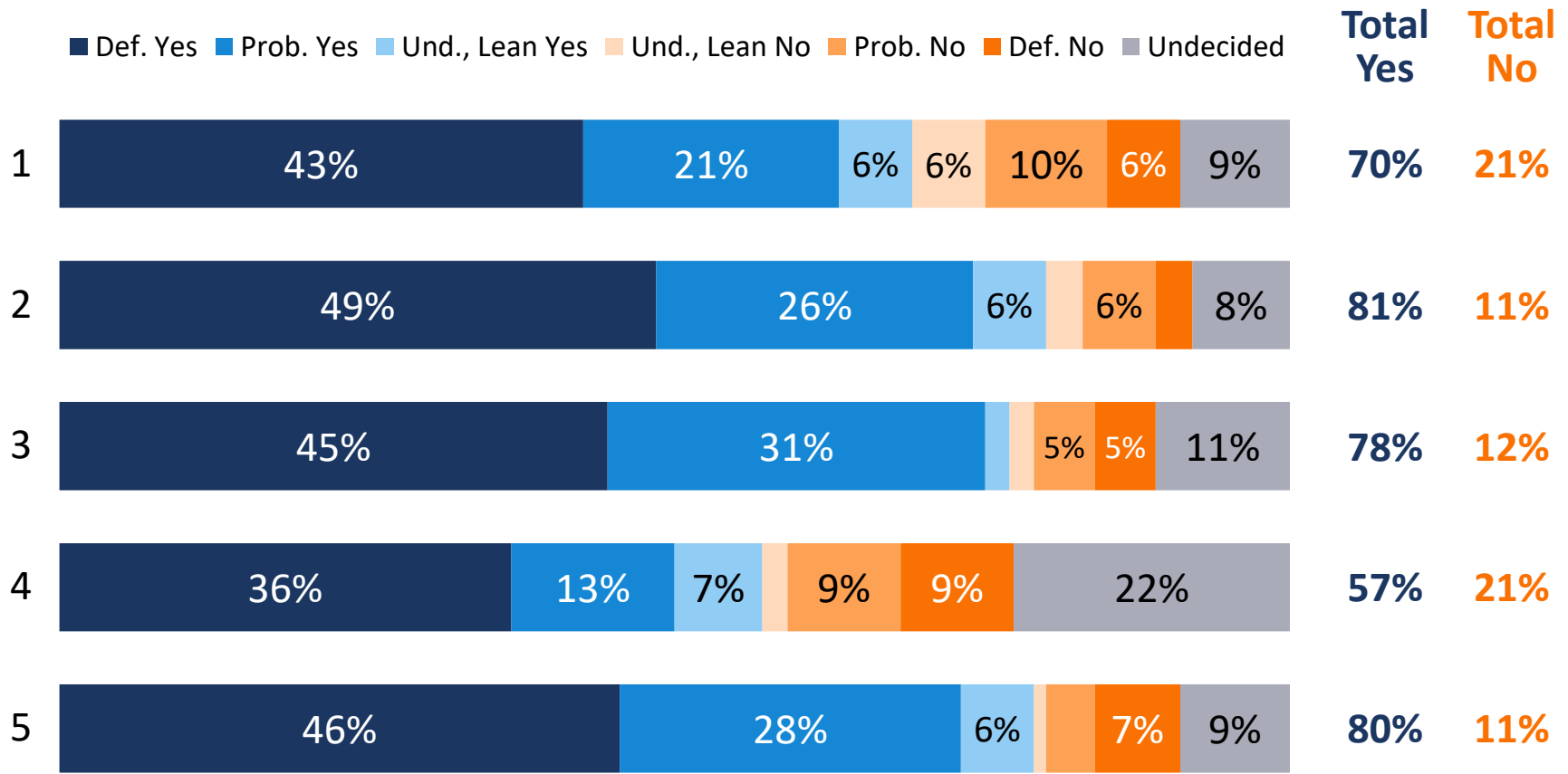
Voters across the district back the Compton College bond measure – support is especially strong among residents of Compton, Lynwood and unincorporated communities.

Vote After Information by City



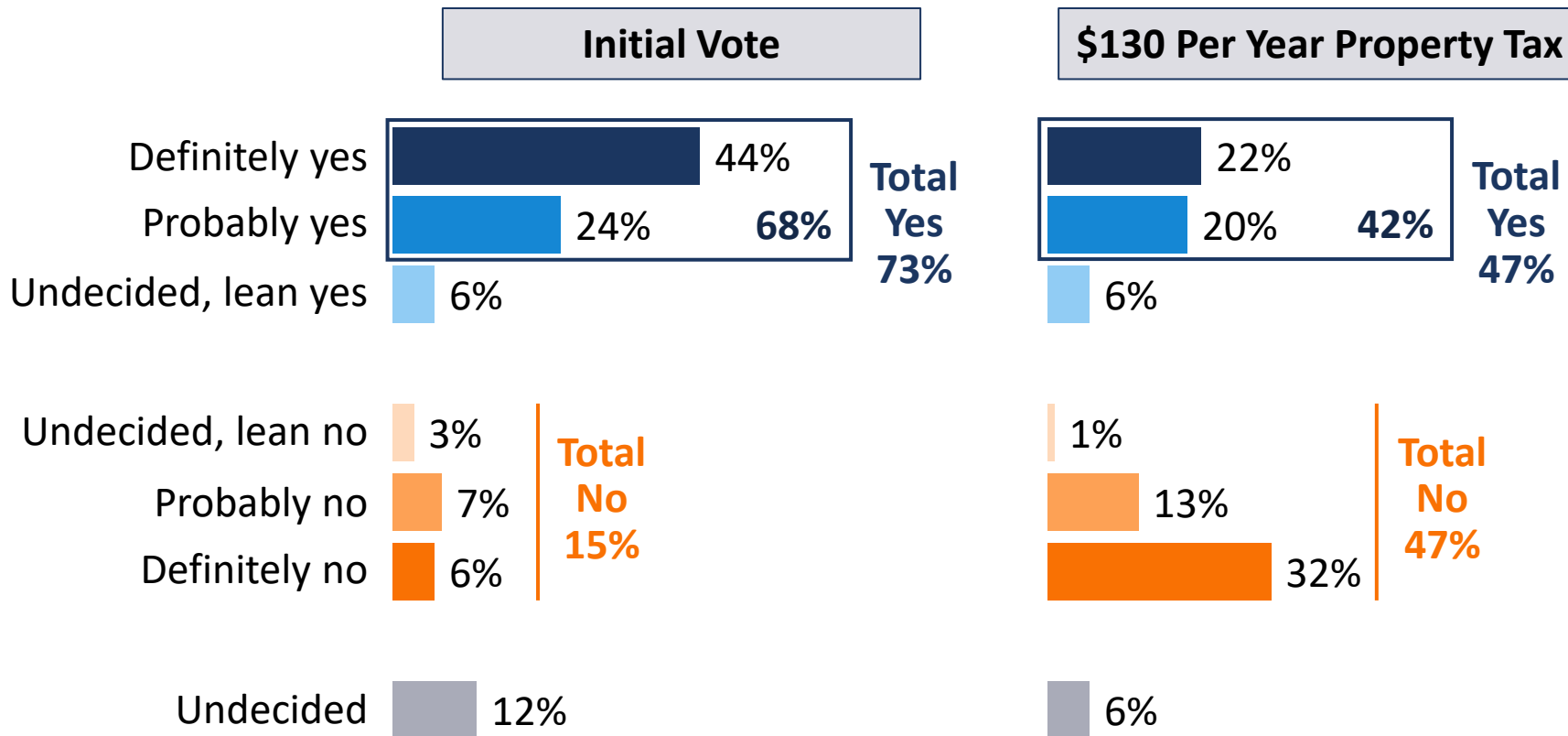
The measure also has broad support across the Compton CCD Trustee Districts.

Vote After Information by Trustee District

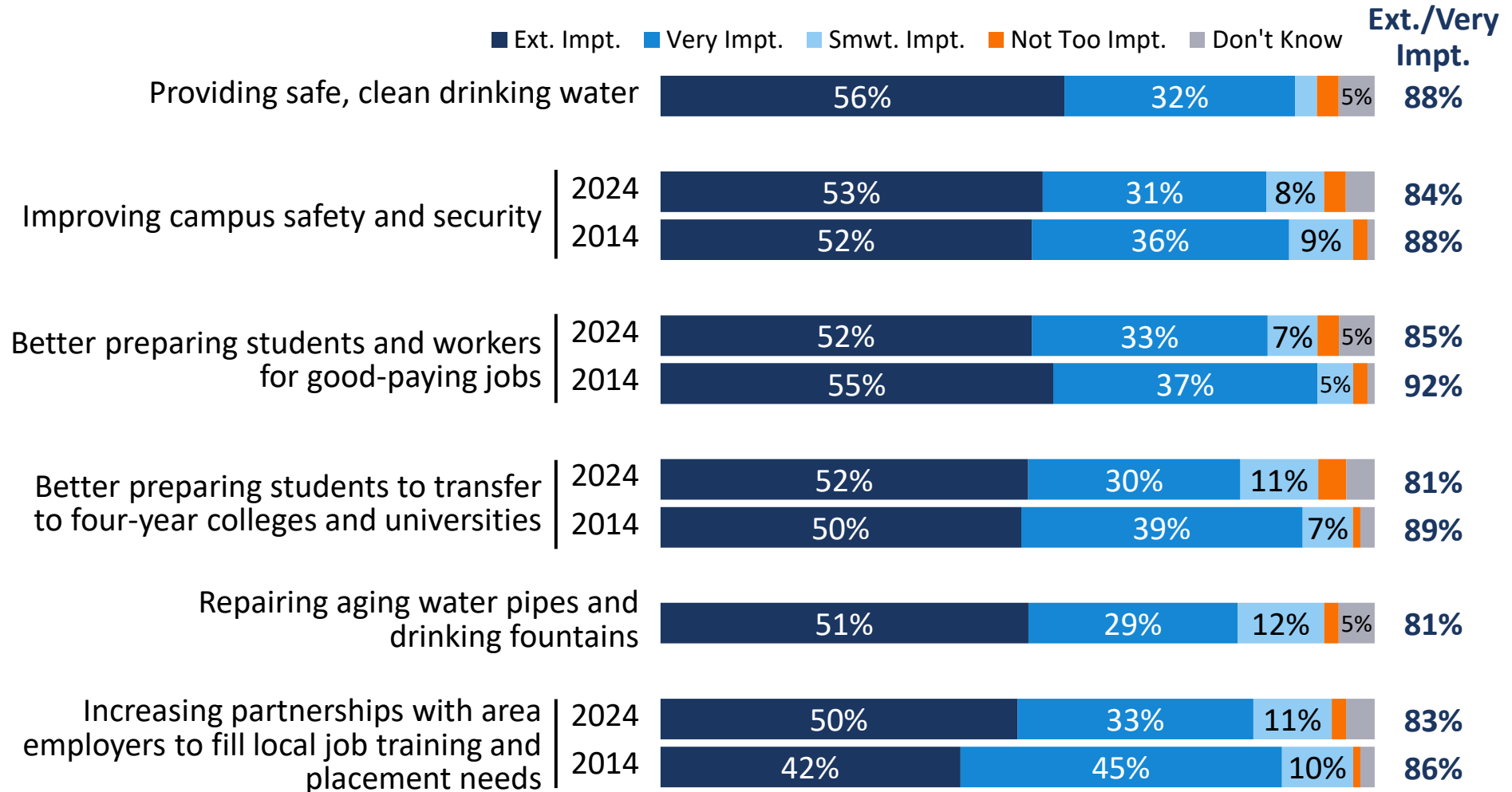


However, support falls when the property tax implications of the measure are highlighted.

If the **COMPTON COLLEGE REPAIR, JOB TRAINING AND EDUCATION IMPROVEMENT MEASURE** resulted in the typical homeowner in your area paying an additional \$130 per year in property taxes, would you vote yes in favor or no to oppose this bond measure?



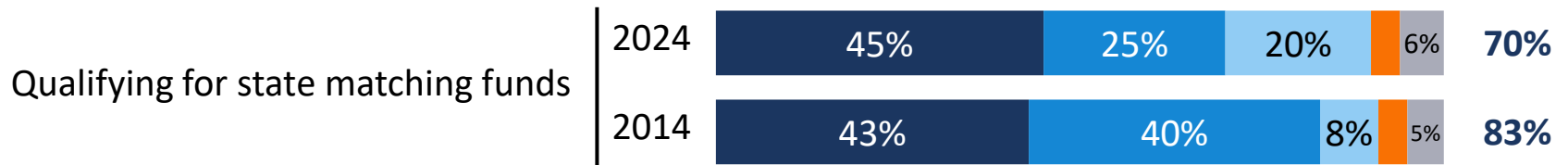
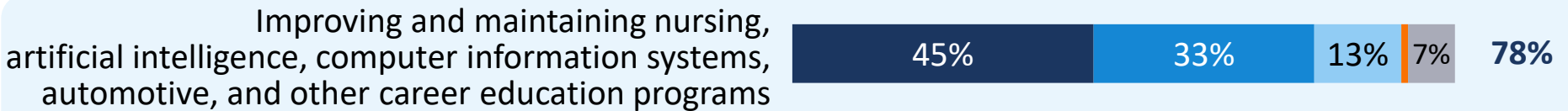
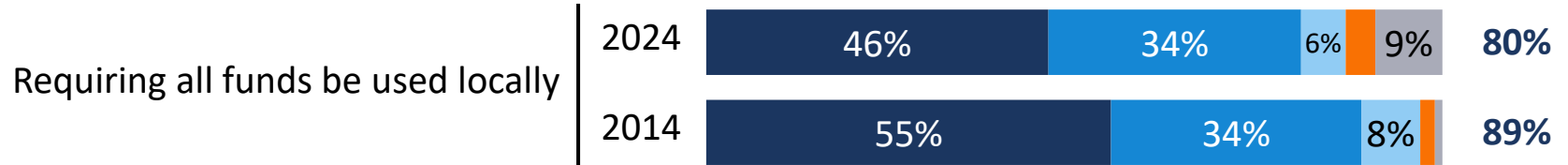
Voters prioritize using bond funds for drinking water safety, campus security, job programs and preparing students for 4-year colleges and universities.



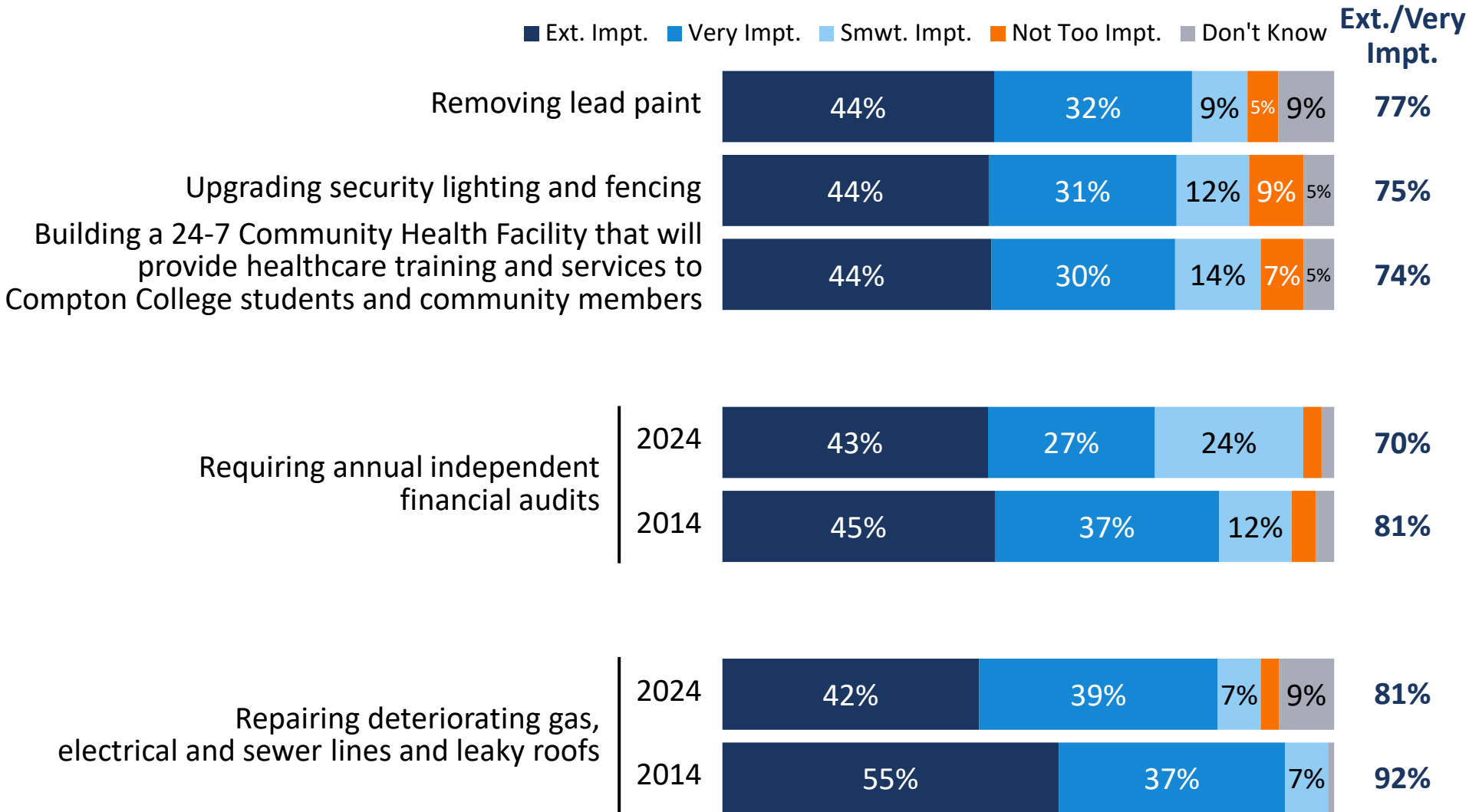
FM3 RESEARCH Q9. I am going to read you a list of types of projects that could be funded or provisions that could be included in this measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not too important. Split Sample

Upgrading job training technology and specific types of career education programs are highly important.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



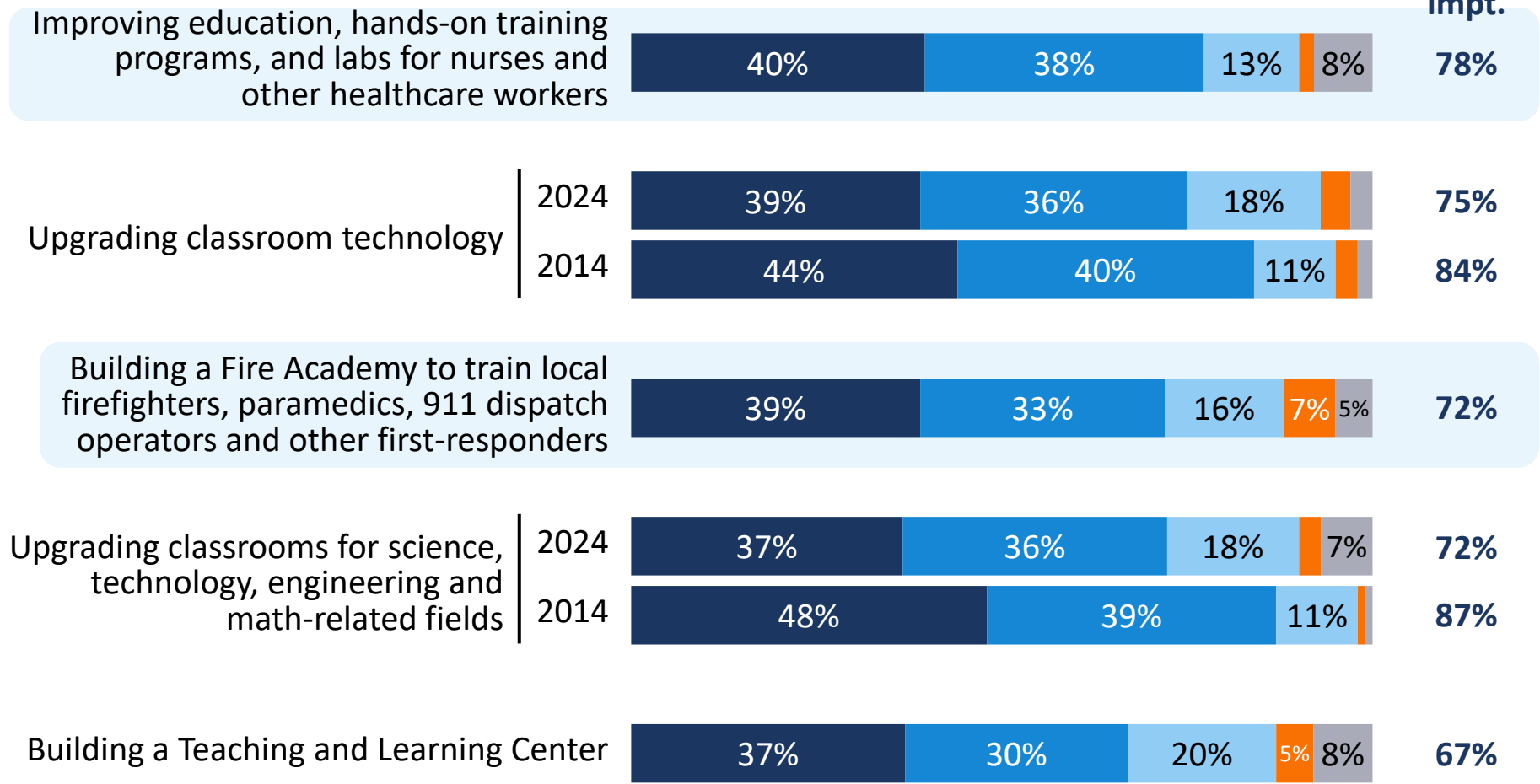
Three in four strongly support using bond funds to remove lead paint and provide healthcare services to the community.



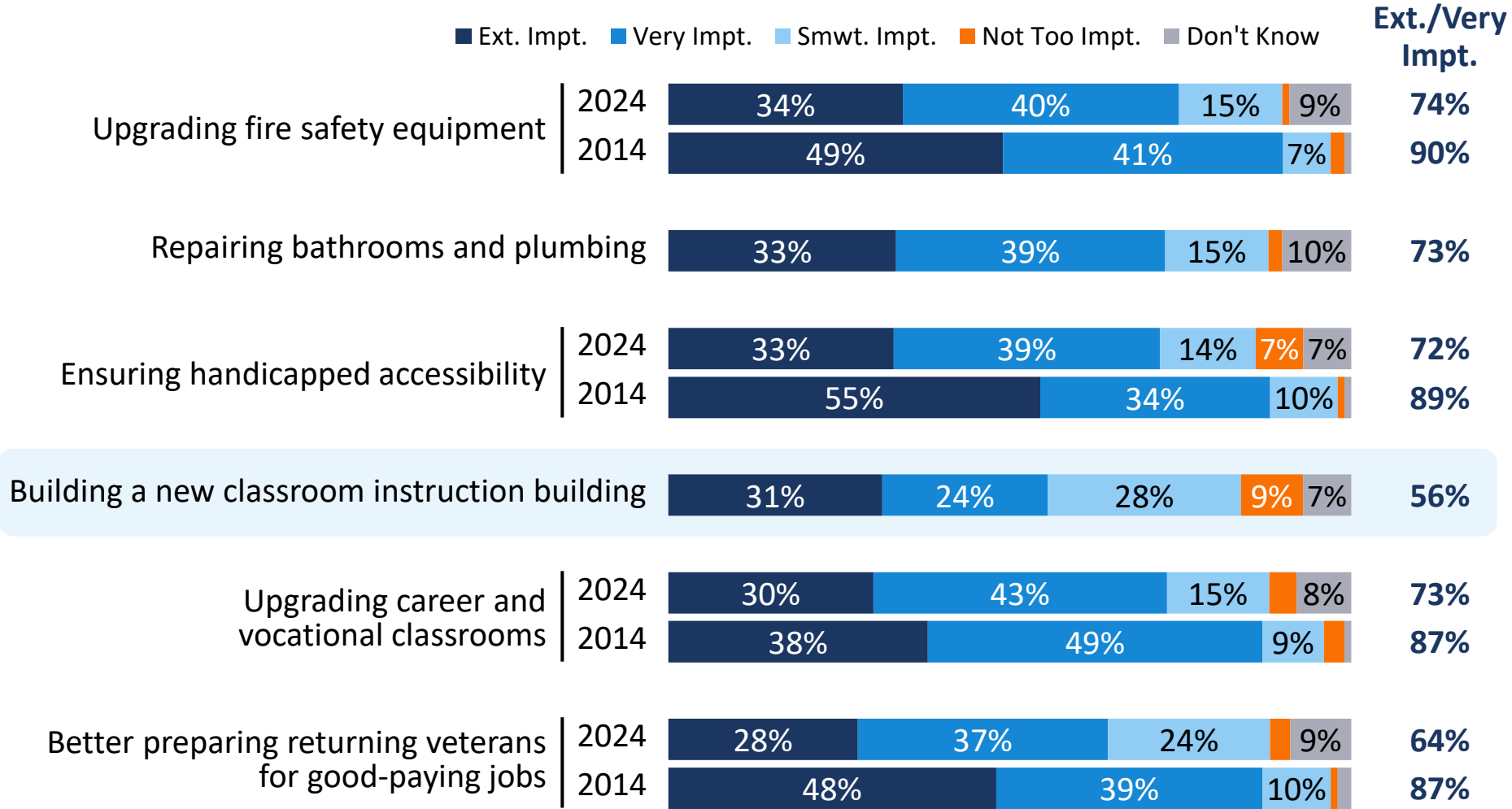
Q9. I am going to read you a list of types of projects that could be funded or provisions that could be included in this measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not too important. Split Sample

Most identify healthcare career education and building a Fire Academy to train first-responders as highly important uses of bond funds.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



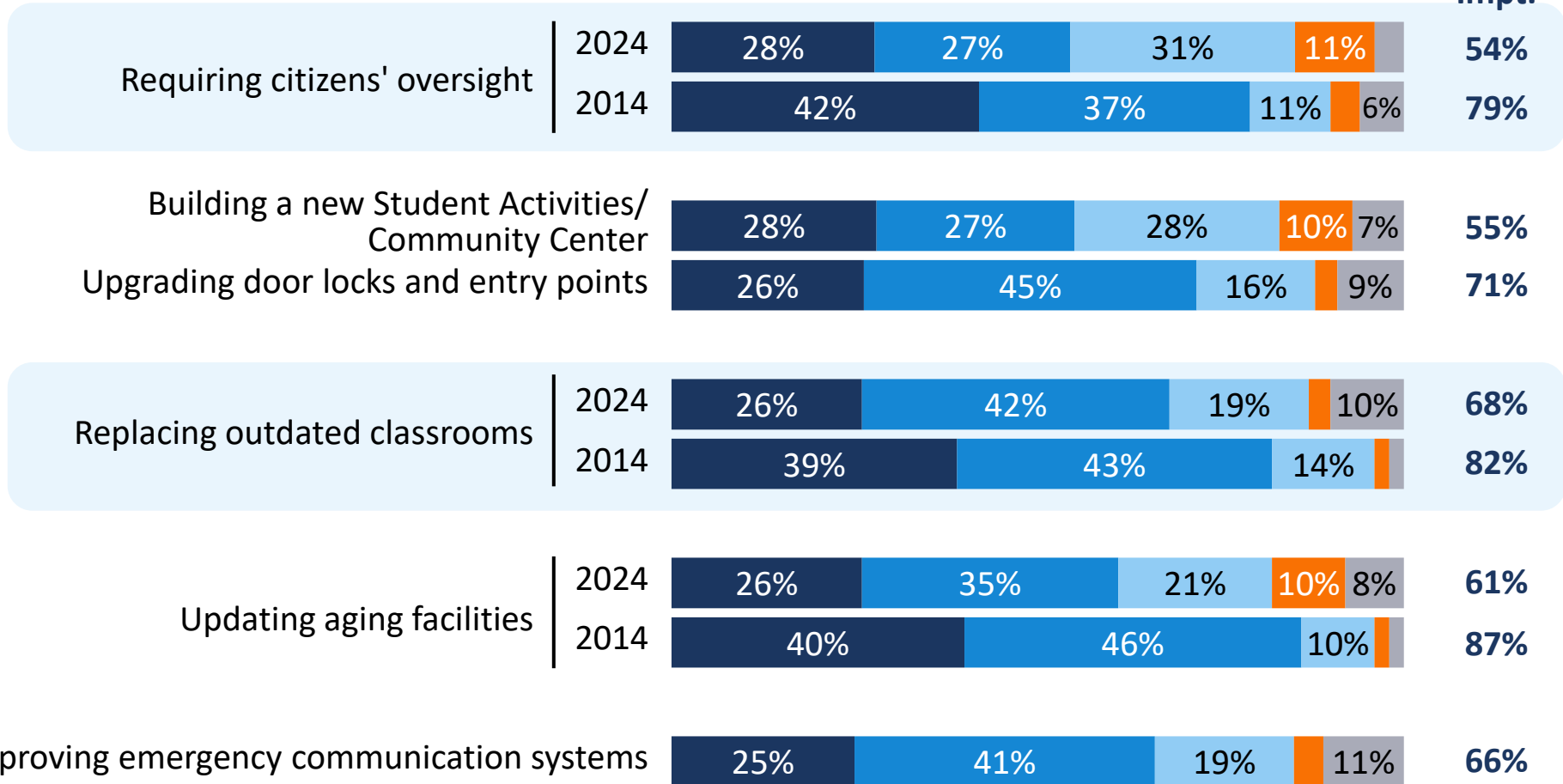
Notably, voters are less inclined to express a strong preference for using bond funds for a non-specific new classroom building.



Q9. I am going to read you a list of types of projects that could be funded or provisions that could be included in this measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not too important. Split Sample

Today, there is less intense emphasis on citizens' oversight and replacing outdated classrooms.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**

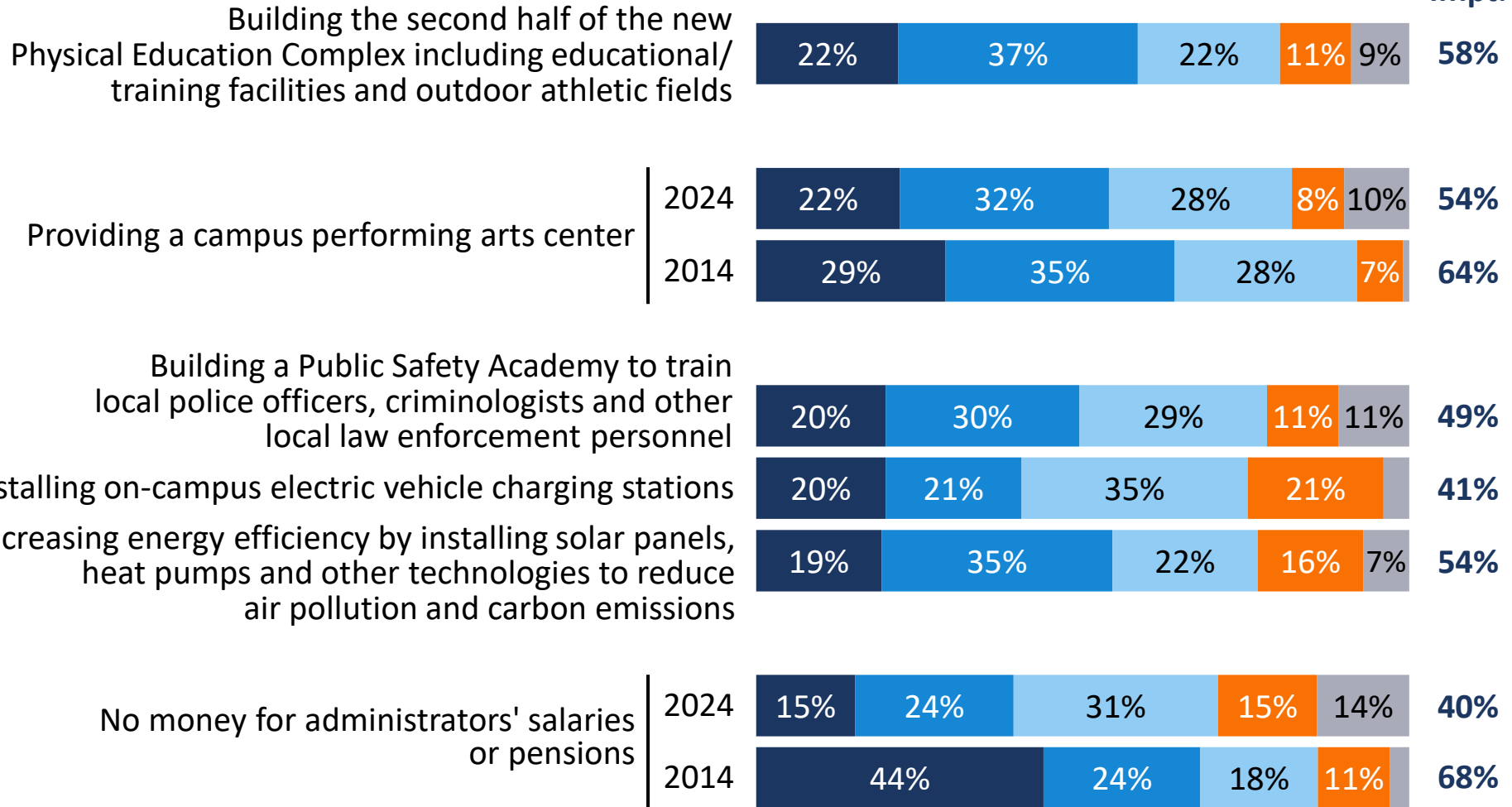


Q9. I am going to read you a list of types of projects that could be funded or provisions that could be included in this measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not too important. Split Sample

Fewer voters regard completing the PhysEd Complex, a new performance arts center and public safety academy as top building priorities.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.





The Impact of Educational Statements

Educational Statements

Ranked by Percentage Saying Statement is a VERY Convincing Reason to Vote Yes

50%

(BETTER LIFE) Most Compton College students qualify for financial aid, and many are the first in their family to go to college. This measure ensures that our community college can continue to help local residents by setting them on a path for a high-demand, good-paying career to give themselves and their families a better life.

49%

(BASIC REPAIRS) Much of the Compton College campus was built over 60 years ago in the 1950s, and many buildings, classrooms, science labs and job training equipment are deteriorating and outdated. This measure will address urgent and basic repairs such as upgrading electrical systems, gas and sewer lines, fixing leaky roofs, repairing bathrooms and replacing outdated plumbing and wiring to provide safe, clean drinking water and remove mold, lead and asbestos.

49%

***(LOCAL ECONOMY)** Passing this measure will be an economic engine that will support good-paying, local construction jobs for years to come and generate new opportunities for small business and entrepreneurs. By upgrading vital education and job training programs, it ensures our community has a highly skilled workforce to retain and attract businesses and companies to support a healthy economy and strong and thriving middle-class families.

48%

(CAMPUS SAFETY) The health and safety of Compton College students, educators and staff must be a top priority, including addressing the threat of school shootings and gun violence. This includes installing up-to-date fire safety doors, smoke alarms and sprinkler systems, and making campuses more secure by adding cameras, perimeter fencing, emergency door locks and other life safety notifications in classrooms that can help to protect schools and improve police 911 response times.

Q10. I'm going to read some statements made by people who may support the potential **COMPTON COLLEGE REPAIR, JOB TRAINING AND EDUCATION IMPROVEMENT MEASURE** we have been discussing. After you hear each statement, please tell me whether you find it a very convincing, somewhat convincing, or not too convincing reason to vote "Yes" on the measure. *Split Sample

Educational Statements, Continued

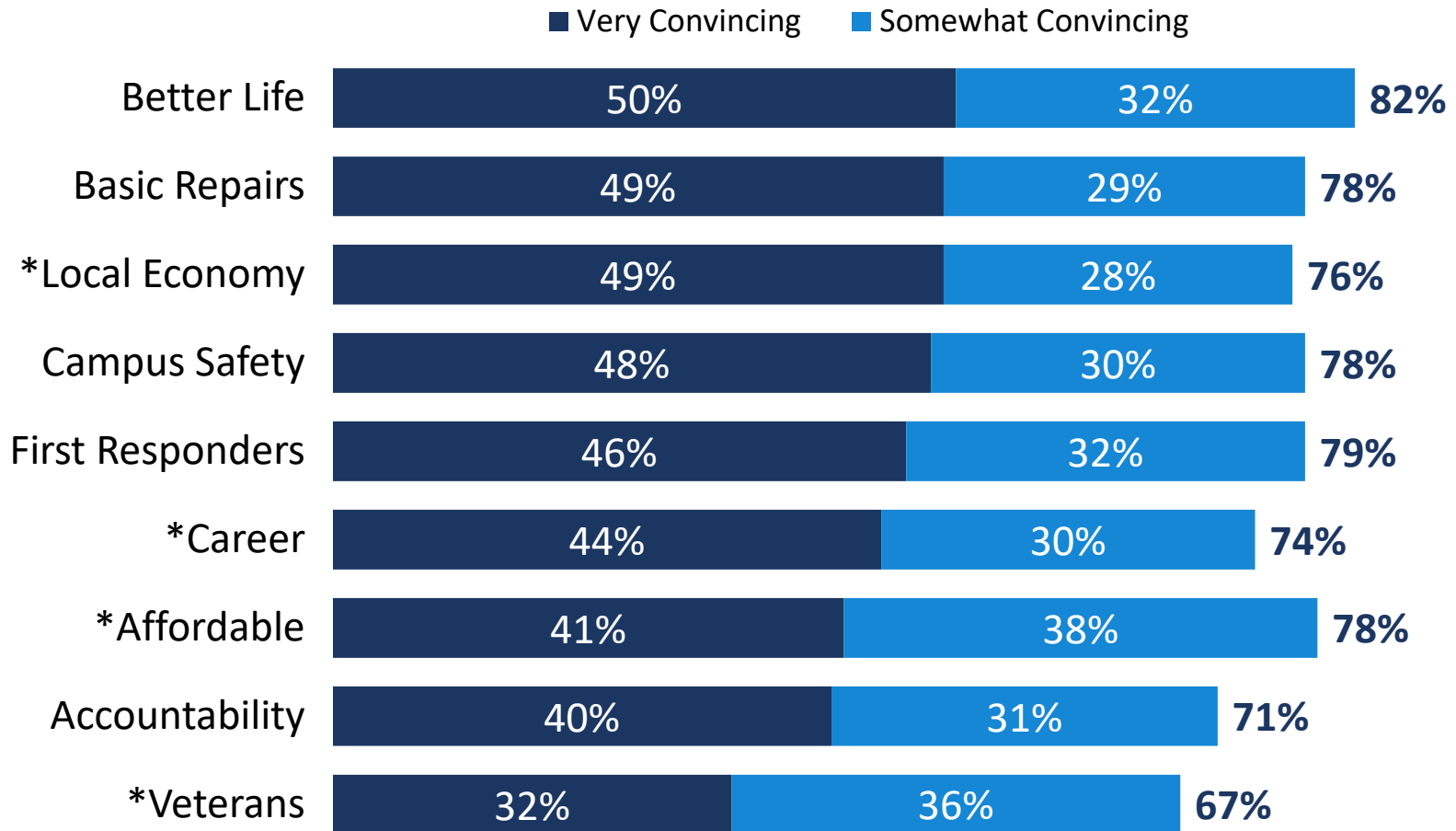
Ranked by Percentage Saying Statement is a VERY Convincing Reason to Vote Yes

46%	(FIRST RESPONDERS) Our community needs highly skilled and well-trained nurses, police officers, firefighters and paramedics to provide local residents access to fast and effective 911 emergency response services. This measure will make it possible for Compton College to upgrade classrooms and labs that essential healthcare workers and first-responders need to train for careers that are vital to public safety.
44%	*(CAREER) Good-paying jobs in today's competitive, global economy demand specialized training and education. To ensure local students and workers have the education and training to compete and succeed in our local workforce, this measure will upgrade Compton College classrooms, labs and equipment for career education programs in automotive technology, aerospace, nursing, welding, early childhood education and other in-demand careers that require specific skills.
41%	*(AFFORDABLE) In the worst economy in years, Compton College saves local students and families thousands of dollars by offering an affordable alternative to the skyrocketing cost of four-year universities. This measure will increase opportunities for local students to earn college credits, certifications, and job skills at a reasonable price and then transfer to a four-year university.
40%	(ACCOUNTABILITY) This bond measure includes strict accountability requirements including public disclosure reports and independent annual financial and performance audits to make sure all funds are used effectively, efficiently and as promised. Furthermore, <u>no</u> money from this measure will go towards administrators' salaries or pensions and all funds will be used locally.
32%	*(VETERANS) Compton College is one of the few places that provides local veterans access to vital services and specialized programs to address their needs. The College serves our local veterans and their family members by providing counseling, tutoring, career education programs and other vital services to help them complete their education and enter the civilian workforce.

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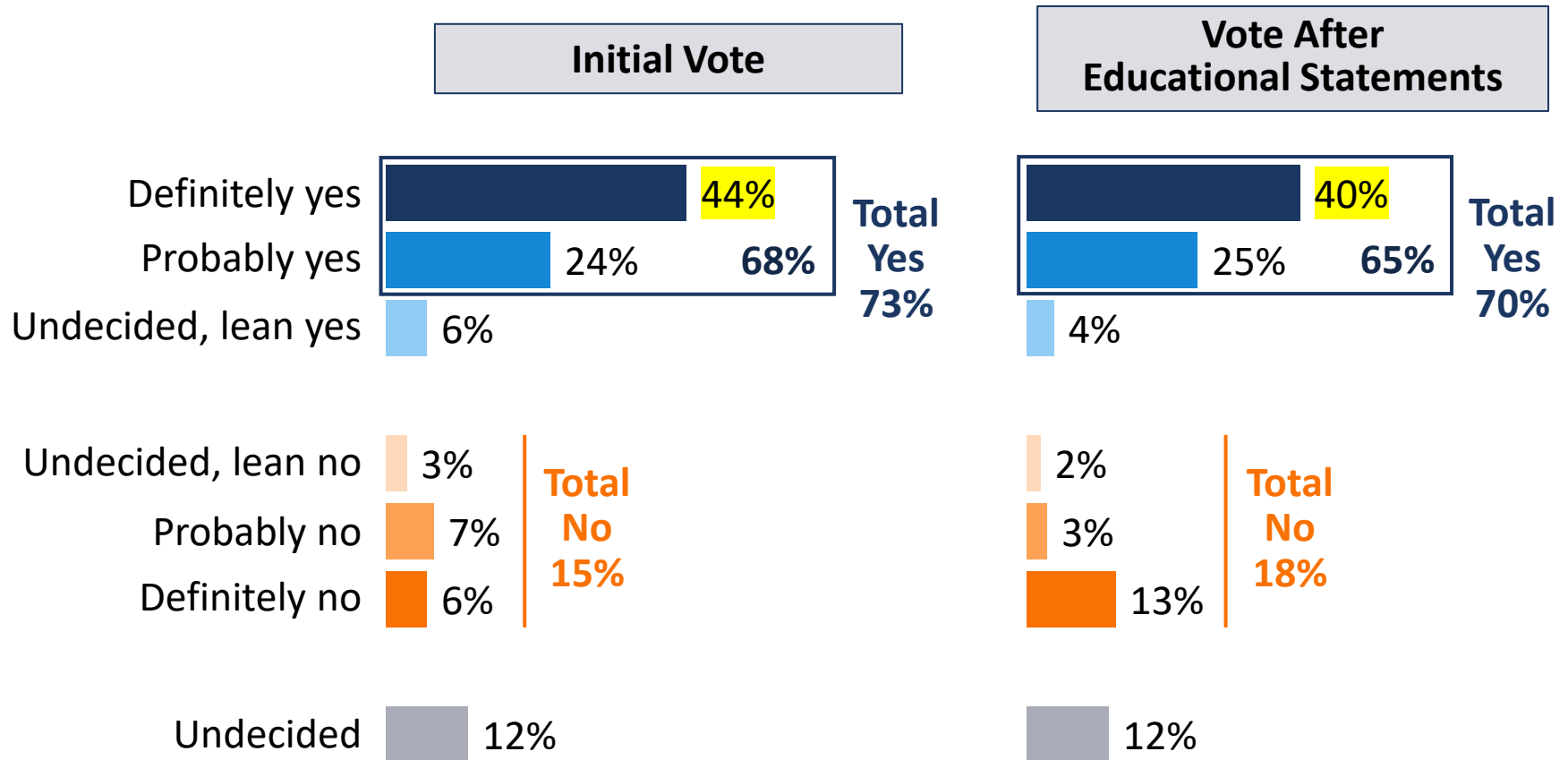
These themes resonate strongly with voters and provide compelling reasons to support a Compton College bond measure.

(Ranked by Percentage Saying Statement is a VERY Convincing Reason to Vote Yes)



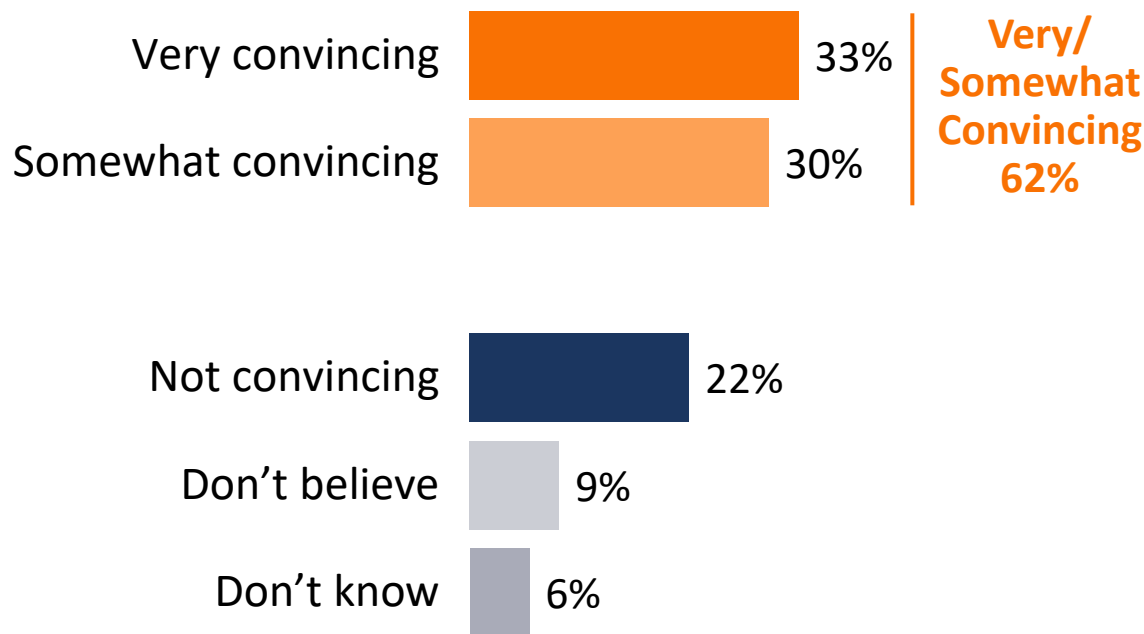
Q10. I'm going to read some statements made by people who may support the potential **COMPTON COLLEGE REPAIR, JOB TRAINING AND EDUCATION IMPROVEMENT MEASURE** we have been discussing. After you hear each statement, please tell me whether you find it a very convincing, somewhat convincing, or not too convincing reason to vote "Yes" on the measure. *Split Sample

The educational statements mitigate voter concern about the bond's tax implications as seven in ten vote yes, including four in ten who intensely back the bond.



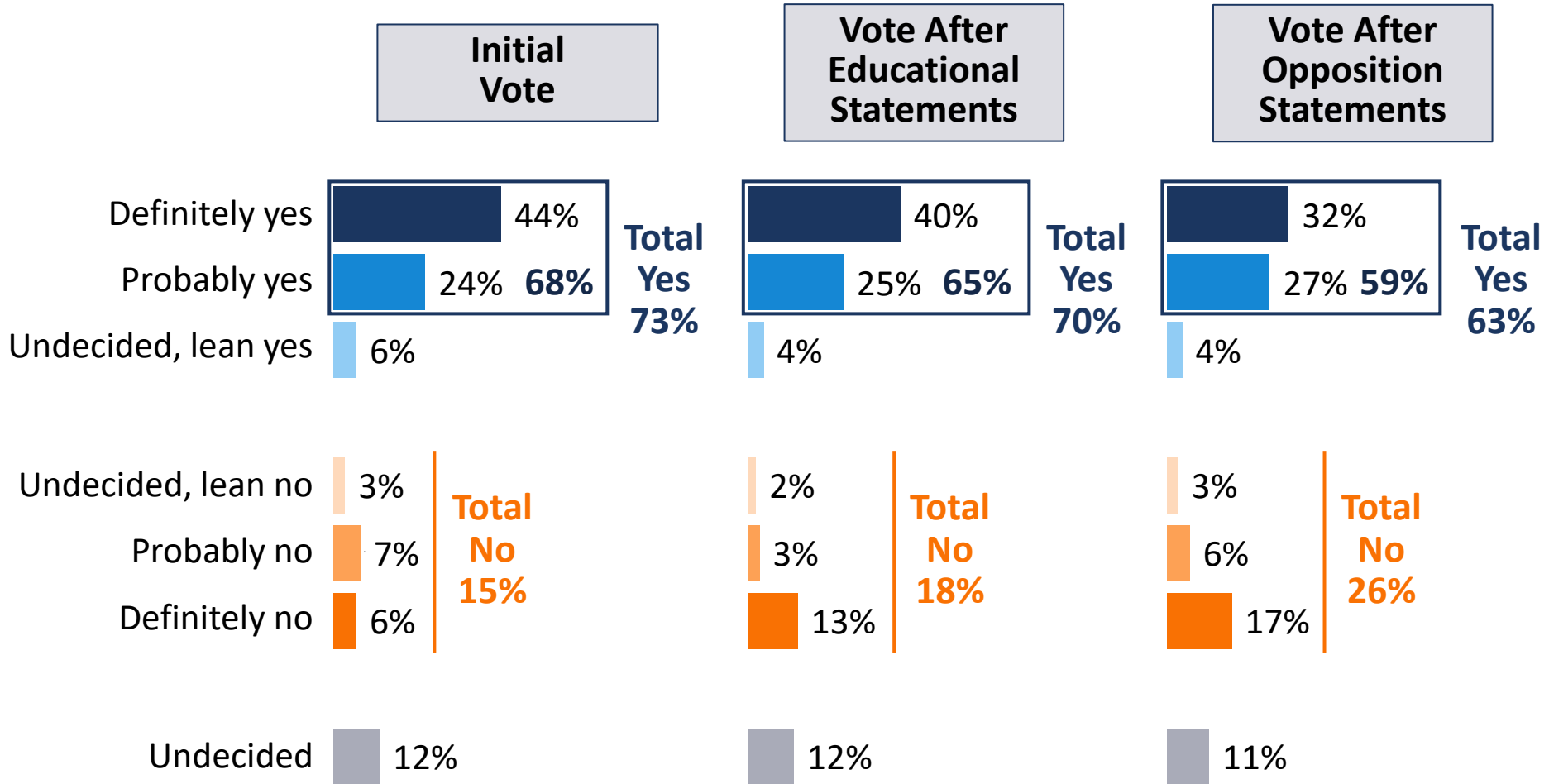
The survey also tested an argument against the bond measure to simulate potential opposition:

Compton College board members and bureaucrats want to raise local property taxes with inflation skyrocketing and record high prices for gas, food and housing. Too many working families, small businesses and seniors on fixed incomes are barely able to make ends meet as it is. Instead of trying to burden us with higher taxes, Compton College must cut wasteful spending, reduce six-figure salaries for administrators and enact pension reform to save taxpayer money.



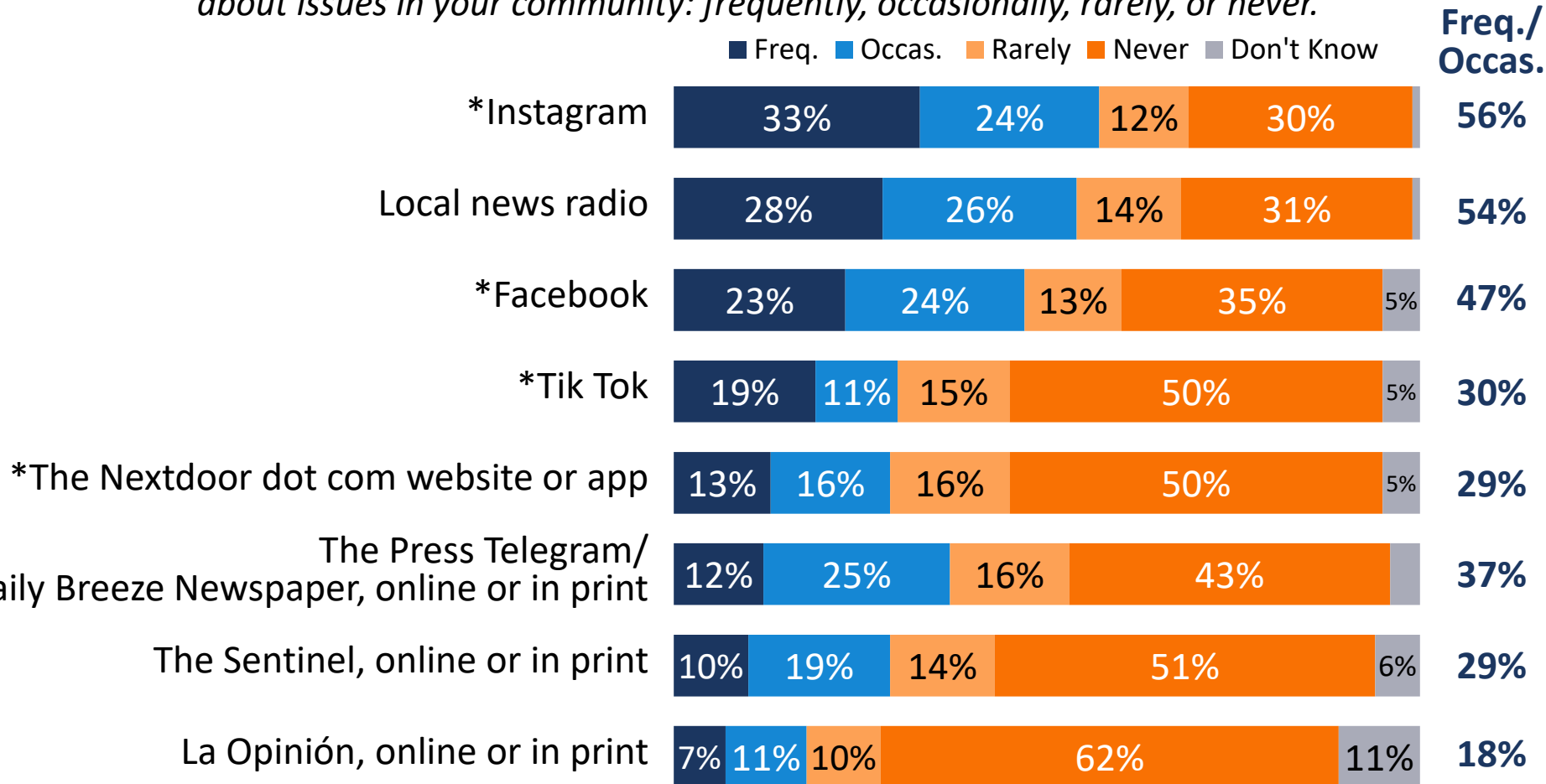
Q12. For you personally, is this statement a very convincing, somewhat convincing or not convincing reason to vote NO to oppose this bond measure?

Support declines following this statement but remains above the 55% threshold needed to pass a Compton College bond measure.



When seeking information about their own community, Compton CCD voters most frequently rely on social media sites and local news radio.

I am going to read you a list of resources you may use to find out about a range of issues in your community. Please tell me how often you use each resource to obtain information about issues in your community: frequently, occasionally, rarely, or never.



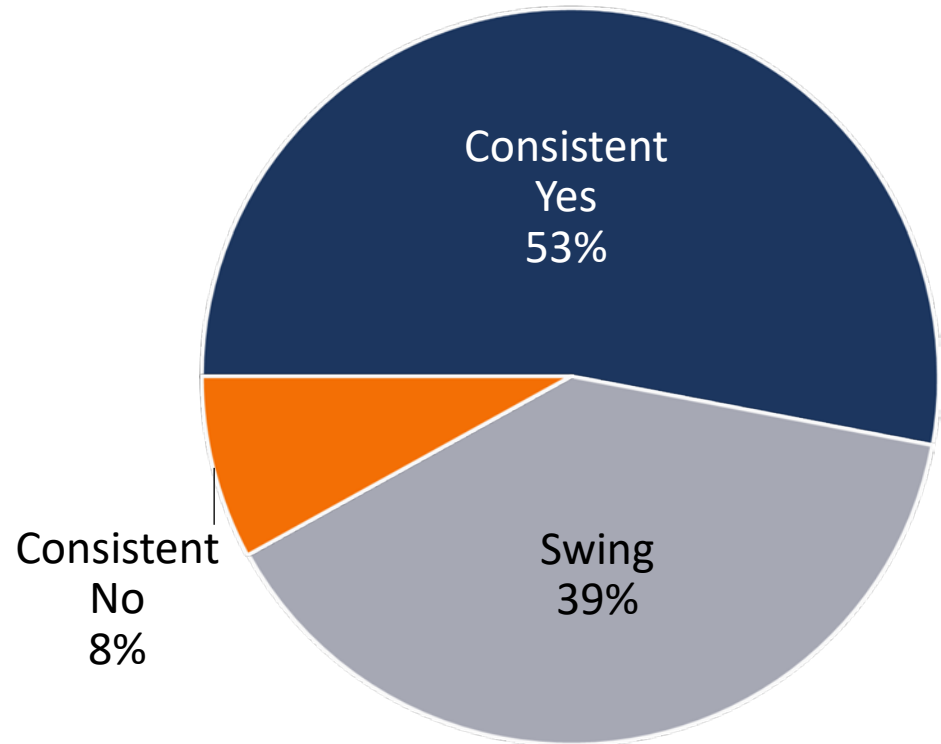


Segmentation Analysis & Educating the Compton College Community

Segmenting the Electorate

- ❖ **Consistent Yes:** Voters who consistently indicated they would vote “yes” on the measure
- ❖ **Consistent No:** Voters who consistently indicated they would vote “no” on the measure
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions

The following slide shows demographic groups that *disproportionately* fall into one category or the other.



Demographic Profile of the Segments

Consistent Yes	Swing	Consistent No
53% of the Electorate	39% of the Electorate	8% of the Electorate
Democratic Men Ages 18-49	1+ Republican Households	Republicans Ages 50+
Men Ages 18-49	Republican Men	Republicans
Democratic Men	Republicans Ages 18-49	Republican Men
Trustee Area 5	Republicans	Republican Women
African Americans Ages 18-49	Republicans Ages 50+	College-Educated Women
Ages 18-29	Trustee Area 4	Post-Graduate Educated
Democrats Ages 18-49	Men Ages 50+	1+ Republican Households
2+ Democrat Households	Whites	Four-year College or More
Latino Men	Independents Ages 50+	Ages 50-64
Latinos Ages 18-49	Ages 50-64	Four-year College Graduates
Ages 65-74	County Supervisor District 4	Republicans Ages 18-49
Renters/Don't Know/Refused	Senate District 33	Trustee Area 4
Congressional District 43	Lynwood	African Americans Ages 50+
Compton	Mixed Partisan Households	Ages 50+
African American Men	Other City	Mixed Partisan Households
Democrats	Democratic Men Ages 50+	Paramount
Ages 18-49	Congressional District 44	Men Ages 50+
County Supervisor District 2	Homeowners	African American Women
Senate District 35	Assembly District 62	Ages 75+
Trustee Area 2	Democratic Women Ages 18-49	African Americans
Trustee Area 3	Latinos Ages 50+	Trustee Area 5

Educational Statements by Segment Group, Gender & Party

Statement	Very Convincing							
	All Voters	Cons. Yes	Swing	Gender		Party		
				Men	Women	Dems.	Inds.	Reps.
Better Life	50%	71%	31%	51%	50%	51%	55%	31%
Basic Repairs	49%	71%	27%	50%	49%	52%	51%	26%
*Local Economy	49%	66%	36%	53%	45%	49%	51%	38%
Campus Safety	48%	67%	27%	51%	45%	49%	51%	25%
First Responders	46%	63%	28%	46%	46%	46%	51%	29%
*Career	44%	62%	22%	42%	46%	48%	43%	23%
*Affordable	41%	58%	22%	39%	42%	44%	41%	19%
Accountability	40%	59%	20%	42%	39%	41%	41%	31%
*Veterans	32%	44%	19%	35%	29%	31%	31%	39%

Q10. I'm going to read some statements made by people who may support the potential **COMPTON COLLEGE REPAIR, JOB TRAINING AND EDUCATION IMPROVEMENT MEASURE** we have been discussing. After you hear each statement, please tell me whether you find it a very convincing, somewhat convincing, or not too convincing reason to vote "Yes" on the measure. *Split Sample

Educational Statements by Age & Race/Ethnicity

Statement	Very Convincing					
	All Voters	Age		Race/Ethnicity		
		18-49	50+	Whites	Latinos	African Americans
Better Life	50%	56%	42%	41%	54%	48%
Basic Repairs	49%	56%	40%	43%	52%	49%
*Local Economy	49%	54%	41%	37%	55%	45%
Campus Safety	48%	52%	42%	41%	50%	49%
First Responders	46%	49%	42%	32%	48%	45%
*Career	44%	46%	42%	30%	41%	51%
*Affordable	41%	44%	36%	31%	39%	42%
Accountability	40%	46%	32%	37%	44%	37%
*Veterans	32%	33%	30%	36%	34%	27%

Q10. I'm going to read some statements made by people who may support the potential **COMPTON COLLEGE REPAIR, JOB TRAINING AND EDUCATION IMPROVEMENT MEASURE** we have been discussing. After you hear each statement, please tell me whether you find it a very convincing, somewhat convincing, or not too convincing reason to vote "Yes" on the measure. *Split Sample

Educational Statements by City

Statement	Very Convincing					
	All Voters	City				
		Compton	Lynwood	Paramount	Other Cities	Unincorporated Communities
Better Life	50%	52%	52%	50%	41%	51%
Basic Repairs	49%	53%	51%	47%	45%	47%
*Local Economy	49%	47%	60%	39%	37%	58%
Campus Safety	48%	51%	46%	53%	41%	43%
First Responders	46%	53%	50%	43%	28%	45%
*Career	44%	47%	55%	41%	30%	39%
*Affordable	41%	49%	42%	41%	31%	30%
Accountability	40%	40%	42%	43%	28%	45%
*Veterans	32%	31%	30%	31%	27%	40%

Q10. I'm going to read some statements made by people who may support the potential **COMPTON COLLEGE REPAIR, JOB TRAINING AND EDUCATION IMPROVEMENT MEASURE** we have been discussing. After you hear each statement, please tell me whether you find it a very convincing, somewhat convincing, or not too convincing reason to vote "Yes" on the measure. *Split Sample

Educational Statements by Trustee District

Statement	Very Convincing					
	All Voters	Trustee District				
		1	2	3	4	5
Better Life	50%	45%	57%	59%	36%	53%
Basic Repairs	49%	38%	51%	61%	35%	60%
*Local Economy	49%	43%	61%	53%	36%	49%
Campus Safety	48%	41%	47%	50%	47%	53%
First Responders	46%	45%	53%	53%	34%	46%
*Career	44%	48%	49%	55%	29%	41%
*Affordable	41%	46%	42%	39%	33%	44%
Accountability	40%	33%	46%	55%	30%	38%
*Veterans	32%	23%	44%	33%	30%	29%

Q10. I'm going to read some statements made by people who may support the potential **COMPTON COLLEGE REPAIR, JOB TRAINING AND EDUCATION IMPROVEMENT MEASURE** we have been discussing. After you hear each statement, please tell me whether you find it a very convincing, somewhat convincing, or not too convincing reason to vote "Yes" on the measure. *Split Sample



Conclusions

Conclusions

- Compton CCD voters hold a pessimistic outlook as they are more likely to believe the state, LA County and their own communities are “on the wrong track”.
- This mindset is consistent with voter research across California as the public expresses a high degree concern about the cost of living and rising prices, homelessness and access to affordable housing, crime and a lack of confidence in public officials.
- The survey also finds that voter familiarity with Compton College is lower today than it was in a 2014 survey – fewer voters identify Compton College as their local community college and nearly half cannot rate the quality of the college.
- Despite these factors, voters are highly receptive to a potential bond measure for the college as more than seven in ten vote in favor based on a simulated 75-word ballot title and summary, which includes more than four in ten who vote “definitely yes” to approve.
- Top priorities include protecting drinking water, career education and job training, campus security, preparing students to transfer to 4-year schools and making healthcare more accessible.
- Statements that simulate a public education and community outreach program resonate strongly – this includes the themes of putting students and workers on a path to success, making essential health and safety repairs and investing to strengthen the local economy.
- The survey shows voters to be very concerned about the tax implications of passing a local community college bond measure and support declines when highlighted.
- Nevertheless, this survey finds broad support for a Compton College bond measure and suggests the district is well-positioned provided the public understands its needs and funding priorities.

**For more information,
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