



PLACER COUNTY GRAND JURY

Closing Our Libraries

A Look at Recent Library Decisions

June 23, 2016

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A Look at Recent Library Decisions

Summary

Placer County Library Services covers a large portion of Placer County and operates 11 branch libraries. Loomis and Meadow Vista libraries are slated to close on June 16, 2016. Common sense would dictate that this should save money. However, Placer County Library Services has indicated that the majority of the funds and resources are being redirected to other libraries.

The decision to close two smaller libraries, Loomis and Meadow Vista, has been questioned by the residents of these communities. The criteria used to make this decision failed to consider all of the internal and external benefits that a library brings to a small town.

Both communities showed overwhelming support in keeping their libraries open. Each has conducted meetings, explored alternatives and asked for more time to evaluate their options. Nevertheless, the Placer County Library Services and the Board of Supervisors voted to close the two libraries.

The Grand Jury recommends that Placer County Library Services seek viable options prior to solidifying plans to close a library. They have a duty to seek community input as to proposed direction and impact.

Background

The Placer County Library System operates 11 branch libraries, one Bookmobile and oversees the Placer County Law Library. Their jurisdiction ranges from Granite Bay in South Placer to the shores of North Lake Tahoe. Each of the 11 libraries is meant to serve a specific community in its particular locale. Historically, libraries are utilized for more than just checking out materials. They continue to be used for meetings, community events, children's programs, educational forums and social events.

The Placer County Library Strategic Plan states residents "consistently check out more than 1.3 million items each year, and see more than 600,000 people visit annually."¹

¹ Placer County Library Strategic Plan, dated December 10, 2013, *A Message from the Director of Library Services*, p.2, <http://www.placer.ca.gov/~media/lib/documents/library-strategic-plan-2013.pdf?la=en>

In December 2015 the Board of Supervisors, upon recommendation of the Placer County Library Services, voted to close the Loomis and Meadow Vista libraries. The Grand Jury investigated whether the Board of Supervisors and Placer County Library Services are listening and responding to the needs of the communities they serve.

The Grand Jury looked into the following factors regarding library closures:

- How does this action meet and/or impact the needs of the communities?
- Was there a fiscal impact to the county?
- What is the driving force in closing these two libraries?
- What criteria were used to determine closing these two libraries?

Investigation Methods

- Interviews
- Attending Board of Supervisor meetings
- Data collection

Facts

- On December 10, 2013 a new Placer County Library Strategic Plan was approved by the Board of Supervisors. The appendix titled *Highlights from Placer County Library Community Conversation and Staff Workshop*² states consultants were hired to discuss the future of Placer County libraries. The consultants held “community conversations” at the libraries in Kings Beach, Applegate, Foresthill and Rocklin.
- “Community conversations” were *not* held in Loomis or Meadow Vista.
- Over the past nine years, property taxes comprised between 66.2% and 73.1% of total library revenue sources. This is the single largest source of funding for the library system. Lower collection of property taxes and reductions in other revenue sources necessitated the use of reserves for operating costs.³

² Placer County Library Strategic Plan, appendix *Highlights from Placer County Library Community Conversation and Staff Workshop*, p. 18, <http://www.placer.ca.gov/~media/lib/documents/library-strategic-plan-2013.pdf?la=en>

³ Memorandum Placer County Library, December 10, 2013, p.63, <http://www.placer.ca.gov/~media/lib/documents/library-strategic-plan-2013.pdf?la=en>

- Property taxes, the county's largest discretionary revenue source, continue to increase due to the recovery in property values.⁴ Property taxes to the County are projected to increase by 8.3 million dollars in the 2015-2016 Final Budget.⁵
- In December 2014, Meadow Vista and Loomis libraries were advised of their pending closure by the Library Services Director. Resources (books, computers and other materials) and staff were to be shifted to other libraries.
- On January 6, 2015 the Board of Supervisors approved Placer County Library Services' request for a temporary reduction of service hours at Rocklin, Auburn and Loomis libraries. Meadow Vista library was already at 20 hours of operation per week.
- In February and March 2015 the possible closure of these two libraries was publicized in local newspapers.
- On December 8, 2015 the Board of Supervisors was scheduled to vote on the proposed closure of the Loomis and Meadow Vista libraries effective December 31, 2015. After community input at the Board of Supervisors meeting, the Board of Supervisors voted to keep libraries open until June 2016.
- Loomis city officials sought to explore the financial impact on the city budget for a ballot measure. They received conflicting operating cost data from Placer County Library Services.
- Meadow Vista Library pays rent of \$3,000 per month to a private party.
- Loomis Library is located in a county-owned building on county property.
- Meadow Vista conducted a community survey in which 85.5% of respondents stated they would like to maintain their library, even with fewer days and shorter hours. Also, 72.2% indicated they would support a partial tax to keep the library open (See Attachment A).

⁴ Comprehensive Annual Financial Report, Fiscal Year ended June 30, 2015, *Letter of Transmittal*, Placer County Economy, p.iii, <http://www.placer.ca.gov/departments/auditor/financial%20reports>

⁵ Placer County Final Budget 2015-2016, Schedule 6, page 52, <http://www.placer.ca.gov/departments/ceo/programs%20and%20policies/latestbudgetinformation/fy2015-16%20budget%20information>

- Fallon Research⁶ was contracted by the Town of Loomis to conduct a survey⁷ of residents regarding library services. Of those surveyed, 58.5% indicated they were favorable towards a sales tax increase to save their library. Also, 74% of respondents feel their closest option, the Rocklin Library, is too far away and will reduce the ability of town residents to use the library (See Attachment B).

Findings

- F1. Other than rent for the Meadow Vista facility, no substantial money will be saved by closing these two libraries.
- F2. County property tax revenue is increasing as the County recovers from the recent recession.
- F3. Decreased hours at the Loomis Library have restricted citizen usage.
- F4. Loomis and Meadow Vista citizens are actively exploring options in order to retain their libraries and accompanying services.
- F5. Residents of the Town of Loomis value their library services to the extent they have proposed a ballot measure to increase local sales tax to keep their library.
- F6. Loomis and Meadow Vista residents' needs regarding library services were not addressed. These communities were not included in the community conversations as conducted by the Placer County Library Services consultants.
- F7. Both communities conducted their own surveys to address their needs and concerns. The majority of survey participants in each community indicated support to keep libraries open (See Attachments A and B).

⁶ Fallon Research & Communications, Inc. is a full-service public opinion research and polling firm that services a variety of clients, from major political, corporate and public affairs campaigns to local governments and community initiatives.

⁷ http://loomis.ca.gov/wp-content/uploads/2016/01/1_Library_Presentation.pdf

Conclusion

Every community has specific library requirements which should be taken into consideration before a library is considered for closure. This was not done. The Grand Jury investigation found the needs of the citizens in Meadow Vista and Loomis were *not* taken into consideration before determining the closure of the libraries. The Grand Jury could find no significant financial savings by closing these libraries.

Recommendations

Since the closure date for these libraries is June 2016, no Grand Jury recommendation will have a bearing on these closures. However, going forward, prior to closing any additional libraries, the Grand Jury recommends:

- R1. Placer County Library Services make the wants and needs of each community a major priority.
- R2. Placer County Library Services revise the strategic plan to reflect those wants and needs of the affected communities rather than, “moving beyond an interconnected system of small ‘town’ libraries to a fully independent network of County library service outlets.”⁸
- R3. At least six months prior to proposing a library closure the Placer County Library Services must hold local public forums and perform input surveys in *every* affected community.
- R4. The Supervisor of the impacted district should solicit input from their constituents prior to making library decisions.

⁸ Placer County Library Strategic Plan, dated December 10, 2013, page 14.

Request for Responses

	<u>Recommendations Requiring Response</u>	<u>September Due Date</u>
Ms. Mary George Director of Library Services 350 Nevada Street Auburn CA 95603	R1, R2, R3	August 31, 2016
Placer County Board of Supervisors 175 Fulweiler Avenue Auburn CA 95603	R4	September 30, 2016

Attachment A

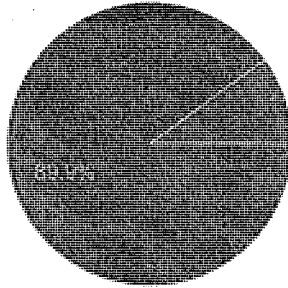
Meadow Vista Community Survey – Local Library Use

120 responses

[View all responses](#)

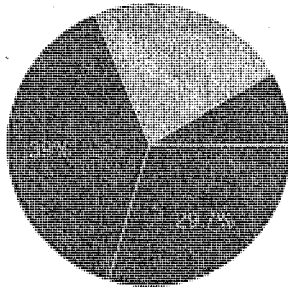
Summary

Do you, or members of your household use the MV library?



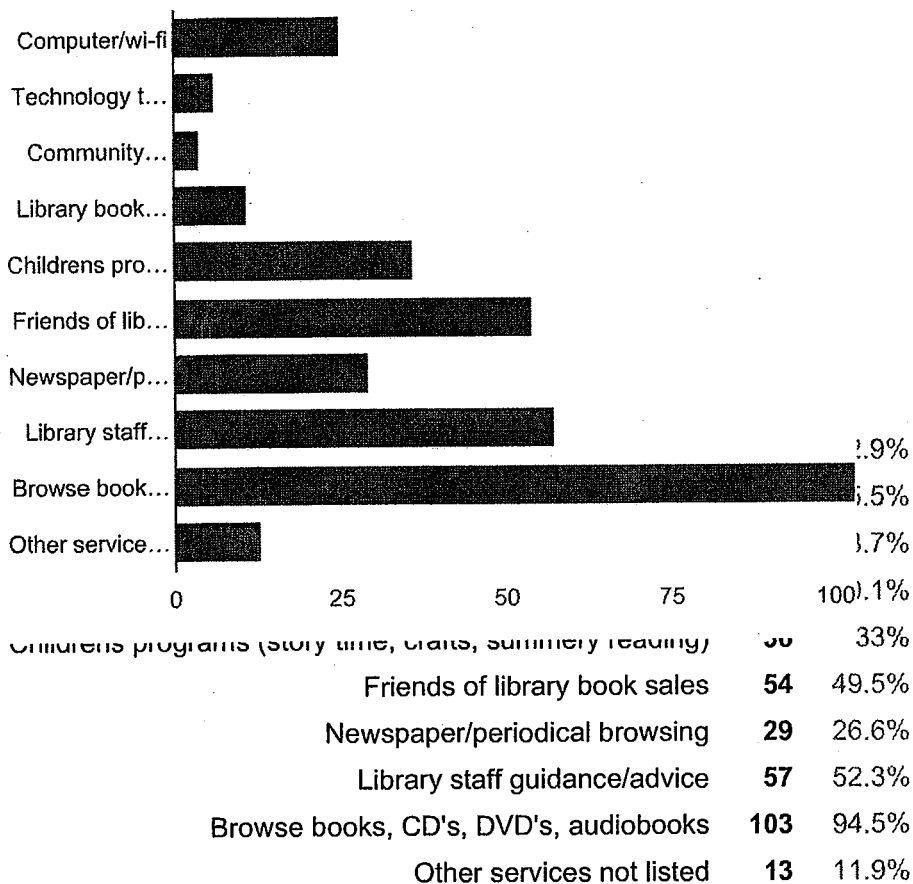
Yes	107	89.9%
No	12	10.1%

How often?



Weekly	35	29.7%
Monthly	46	39%
A few times a year	27	22.9%
Not at all	10	8.5%

Please check off which services you currently use at the MV library:



If you indicated "other services not listed" please explain.

Check out books and pick up books on hold.

We check out both books and DVDs.

Ability to pick up and drop off books borrowed from other locations

we use the online catalogue, place holds, and pick up our materials.

school research projects

I wanted to borrow a book but the selection was pretty sparse.

pick up reserved books and DVDs

All reserved items are picked up at MV. I go twice weekly at least.

I routinely search the library catalog online, place books I want on hold, then pick them up from the Meadow Vista branch after receiving an email that they are there on the hold shelf for me.

<http://www.placer.ca.gov/departments/library/downloadbooksandaudiobooks>

References

I frequently drop off books in the bins since I can quickly and easily do it any day of the week, and I don't have to park, take my child out of the car, and walk into the branch. I love being able to drive through and drop my books, CDs, and DVDs into the box. I wish

Auburn Library had a drive-thru drop box, too!

My daughter likes to do her homework in the library after school.

ordering books from County Library and picking them up in Meadow Vista

If local library services were reduced, which 3 of the above services would you rate most important?

I cannot drive because of failing eye site and do not have a computer at home. I use the library computer to connect with friends and do some research. The staff helps me if I cannot read something and they can open up sites if I cannot. It is my lifeline to friends and family. So, computers, staff guidance and DVDs and audiobooks are top priorities for me.

Children's programs, library guidance, browse books

The ability to browse books, get advice and look at periodicals etc.

access to books!

Computer/wifi Children's programs Browse books

Books Staff Computers

Selection of audio books,computer access,children's programs

Checking out books

Children's programs, browsing, and staff guidance and advice.

Books, children's programs, computers

MBrowse books, CD s, DVD's, audiobooks. Computer wifi Library staff guidance/advice

Book club, kids activities, and staff

Children's programs

staff guidance browsing new items hours and days open now. would love open Sundays

Book and DVD check out, computer use,,

Browsing , book sales

Computer access to the library Community meeting space children programs

Children's programs Browsing -- with help from library staff Computer access

Books CD's DVD's audiobooks. Children's programs. Library staff guidance.

Children's programs; browsing books, DVDs, Etc.; computer/wi-fi.

Browse books, childrens programs, tech. tutoring

Children's programs, book browsing, sales

Location to stay in Meadow Vista

children's programs (even though I don't use them) Browse books, CD's, DVD's, audiobooks computer/wifi (for those who do not have access at home)

Children's programs, computer wi/fi, library staff

Children's programs Computer/WiFi Newspapers/Periodicals

Browse and check out books, CD's, DVD's and audiobooks

Hours open, use of computers and programs

Books Staff Childrens programs Wifi

Library book club Browse books,CD's,DVD's, audiobooks Technology tutoring (computer e/audiobooks

picking up reserved (hold) books and browse books

Children and community programs, library staff guidance and books/audiobooks.

Children's Programs Library Staff guidance/advice Library Book Club

Computer/wifi Browse books, etc. Childrens programs

Books, CDs, DVDs

Books Audiobooks Children's programs

1- browsing books, CDs, DVDs, audiobooks 2- children's programs 3- computer/wi-fi

Books, CD, DVD's and audio books

Being able to browse new books. Talking with the library staff and getting recommendations of books.

Technology tutoring (computer, e/audiobooks), Browse books, CD's, DVD's, audiobooks,Library staff guidance/advice

wi-fi, audio books, computer access

computer/wi-fi, library guidance, DVD's and audiobooks

ordering books and ability to browse and get loaned DVDs and audiobooks. Also getting advice on good reads from the librarian

online catalogue & pick-up service browsing & "hanging out"/reading on the premises staff & kids programs

DO NOT close the MV library.

Computer services

I listed three, so all three.

Children's programs, tutoring,

Staff guidance/advice checking out books browse periodicals

I would hate to lose access to books/DVDs and magazines that I currently get from the library. The librarian is awesome at recommending books for me and for my kids.

Browsing and checking out books and audio books.

Browse Books Children's Programs Computer wi-fi

For me: Library book club Browse books, cd's, etc Pick up books placed on hold I also want the library to remain open so other people can have their priorities met.

Children's programs. Let's keep this community family friendly!

Library staff guidance, browse books, library book sales

Computers, tech tutors. Many children in foothills don't have access at home for school

work, references, tutoring, etc.

Browsing/renting books, CDs, DVDs and audiobooks

Computer wifi access library staff guidance Books, CDs, audiobooks

Browse books

Books, Periodicals, Computer access

books, DVDs

Browse papers/periodicals Children's programs Computer

Children's programs Browse Books, CD's, DVD's, audiobooks Computer/wi-fi

Books to browse, children's programs, staff help.

The ones most used by the public.

Computer/Wifi Children's programs Library staff

browse books, dvd's, cd's, audiobooks computer/wifi newspaper/periodical browsing

Browsing books and other materials Guidance from library staff Children's programs

Library staff guidance (Sue Siefert and Erika Holm are the backbone of my reading experience) Browse books, etc. Friends of the Library Book sales

community meeting space my children are older now but loved the kids programs when they were younger library guidance/advice

Computer/wi-fi, Children's programs, Book/periodical browsing

Being able to check out books/cds/dvds and use the catalog system. Children's programs A meeting/gathering space for the community

Browse books, etc. Library staff guidance/advice Computer/wi-fi

Children programs, computer use, browse books etc.

Lib. Staff guidance, Computer/wifi,, Browse materials

Check out books

Library staff guidance/advice; browsing books, CDs, DVDs, audiobooks; and technology tutoring.

Being able to check out and return books here in MV

Browse books, CD's, DVD's, audiobooks Children's programs (story time, crafts, summery reading) Library staff guidance/advice

librarian, wifi, book sale

Children's programs, especially during summer, are most necessary. Browsing books, cd's, dvd's are important too. Although I do not use the computer services, I think it should be considered for locals that don't have their own computers at home.

Wifi, Children's programs, Books

Children's program Browse books, CD's, DVD's, audiobooks newspaper, periodicals

If local library services were reduced, which 3 of the above services would you rate least important?

Library book club, book sales, meeting space

For my family it would be computer and WiFi but I always see people using those features when we visit so I think they are important to the community.

no comment

Periodicals, newspapers.

Book sales, book club, library staff guidance

community meeting space computer/wi-fi library book club

Meeting place, Friends of the literary book sales. Book club.

Community meeting space, library book club,

Those least used by the public.

technology tutoring friends of library book sales

Computer and wifi, book club, newspapers

Newspaper and periodical browsing. All of these others are important.

Computer, newspaper browsing, friends of library book sales

Newspapers Tutoring Book sales

I think they are all important for our community.

Community meeting space Technology tutoring

Meeting space, book club, book sales

All are important

Comm mtg space, tech tutoring, book sales

Community Meeting Space Computer/ wi-fi Technology Tutoring

Needpapers

Newspaper/periodical browsing Library book club Friends of the Library Book sales
computers

I believe ALL the services provided are important

Least important would be the "browsing."

Community meeting space

Library book club

Newspaper browsing Friends of Library book sale Computer/wifi

Community meeting space, book club, technology training

Book club Meeting place Technology tutorialsp l.

Technology tutoring

Staff guidance

Newspaper/periodical browsing Library book club Community meeting space (4-H, adult literacy, field trips)

Meeting space, newspaper browsing, tech tutoring

Technology tutoring

Programs

Community meeting space, library book club, and newspaper browsing.

newspaper/periodical

Library book club Community meeting space

newspaper browsing

Libraries function best when they become the center for community activities and loan out more than just books such as sewing machine and tools. This is our county government's only contact point in our community and should be enhanced not reduced.

computer, tech tutoring, meeting space

not sure

Community meeting space (could be moved to another location in MV) FOL book sales (could be moved to another location in MV) Library book club (could be moved to another location in MV)

Keep them all with reduced hours!!!

Meeting space, technology classes and book club

Community meeting space (4-H, adult literacy, field trips) Computer/wi-fi Technology tutoring (computer, e/audiobooks)

I think all of the above services are important, even if I'm not using them, but if I have to choose: Friends of Library book sales, community meeting space (since we'll have a community center), and library book club.

Book club

book club tutoring community meeting space

library book club Book sales technology tutoring

childrens programs, book club, community meeting space (there is a school near which has library for children and we have an almost finished community center, which should be used for meeting space)

book sales

tough one- I know many folks who rely on the computers at the library in addition to the books/magazines/movies/DVDs so it's hard to say any are not important

For mw it would be the: computer/wifi library book club

meeting space, but that is useful & important too.

community meeting space, technology tutoring, computer/wifi

meeting space tutoring book club

Computer WiFi Community meeting space Newspapers, periodicals.

community meeting space book sale book club

all are important for other community members so I would not be able to answer just for myself.

paper/periodical browsing community meeting space

Community meeting space Technology tutoring Friends of library book sales

newspaper browsing, staff guidance, book sales

Community meeting space (4-H, adult literacy, field trips), Newspaper/periodical browsing, Computer/wi-fi

book club

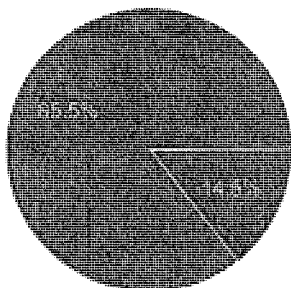
book clubs meeting space newspapers/ periodicals

Books, periodicals and dvd's

Book club Meeting space CDs

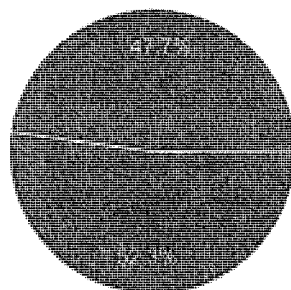
computer, technology, book sales

Given the limited County budget, would you prefer allocating funds for:



Enhanced, full-service regional libraries with more open days and longer hours.	16	14.5%
Maintaining local branch libraries with fewer open days and shorter hours.	94	85.5%

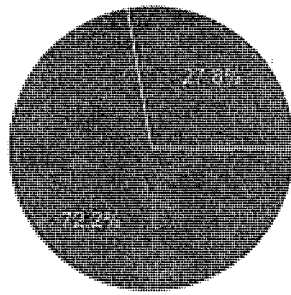
Would you use the library more frequently if it was located at the MV Community Center?



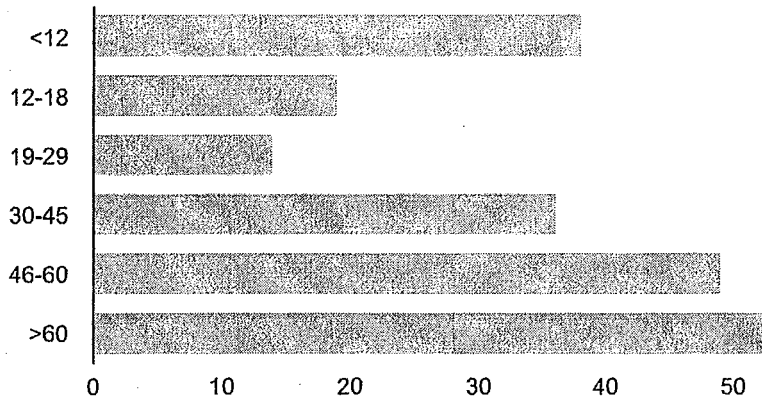
Yes	56	52.3%
No	51	47.7%

Would you support a parcel tax for keeping the MV library (for example \$20/yr x 12 yr)

Yes	83	72.2%
No	32	27.8%



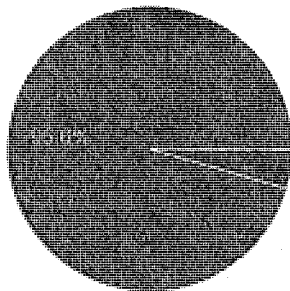
ur household?



<12	38	31.9%
12-18	19	16%
19-29	14	11.8%
30-45	36	30.3%
46-60	49	41.2%
>60	53	44.5%

Are there Special Needs persons in your home that use the local library?

Yes	5	4.4%
No	108	95.6%



Please provide any comments you would like the MV MAC and County Supervisors to consider re. this issue.

With a young growing family, this is a very important place to us. I know our kids will use it for many years to come!!!

I am a life-long public library user and believe free libraries are vital to a strong

democracy. I also believe that we all benefit from a good public library system, whether we personally use the services or not. In addition, MV branch personnel are always friendly and helpful, and I love it that I can access books from anywhere within the Placer County library system. My household would absolutely pay more in taxes if it meant that we could keep our library as a functional branch. I also like the location because I can walk to it. However, I would support a move of the branch to the community center because that would likely be a much more attractive and visually prominent location -- which would probably lead to more patronage. Please do not close this important community resource. Thank you for your consideration.

It is incredibly important that our small community have a resource and space like the library. We need it for our growing children to use and feel they have a space that belongs to them. We need it for the elders in the community and those with special needs. It should be a place where we can all find resources and use the materials that our tax dollars pay for, as well as a space where we feel a sense of community and gathering. I don't want my children to grow up thinking that our town isn't important enough to have a library but it's ok to have a pizza place and hardware store. Our priorities need to be kept in check.

I will be very sad if we close the Meadow Vista Library. Since retirement I am happy to do my share to save the earth by limiting my driving time. If I have to go to Auburn every time I want a book I am much less likely to use the library at all. I love the idea of using the community center to house the library!

It is important to have a Library in our community. Let's look at the current Placer County Library management practices before proposing higher taxes as a solution.

Driving into another library wastes gas and pollutes the air - as we age we don't want to go far to services - nice to have near the grocery store - one stop shopping.

Please keep this library open. It is an important resource for the families in our community

Not enough money in the pot always leaves libraries and schools trying to make every dollar count. Our library system is no exception. Since taxpayers seem so reluctant to increase taxes to pay for these things the Placer County library system is between a rock and a hard place. Those who suffer from the closing of small, local library branches are those who do not drive, and/ or do not have access to a computer (youth, low- income folks, the old or infirm, shut-ins, etc.).

The library makes Meadow Vista feel more like a community and is one of the factors we looked at when decided where we wanted to raise our children.

The librarians are always so friendly and I like having a library so close and convenient.

My wife and I just moved to Colfax 6 months ago. We didn't books to the library during our move. Sadly, I'm afraid with the advent of the internet and e-books, the days of the local library are numbered. Having said that, I don't know how much use the library is getting.

I feel lucky to have MV and Applegate libraries, but reality is we don't really need both since they are located fairly close together -- I would like to see them combined into one. Applegate is too small to accommodate space for community use (e.g. 4h small group meeting), love having MV library in town close to other errands -gas, PO, bank, grocery. It would be nice for library to stay in MV -- I'm a resident of Colfax/Eden Valley and prefer the MV library because of proximity to other businesses.

Though I don't use the children's programs anymore, I did a lot when my children were still home. We were there multiple times a week. I consider the children's programs very important, even though I didn't include them in my three choices. I wanted to choose all the services as important! I would like to see even more services offered. I've heard of libraries that have items like sewing machines that can be checked out. Our local branch is very important in bringing us together as a community.

Reduced hours are better than NO hours! My 2 kids love our little library. We would not go to Auburn for our library needs. I would probably just use the Internet more at home and buy books from Amazon.

A library is an important part of any community. It helps to promote literacy.

Perhaps we could also increase the access and availability of the Book Mobile.

The library is an integral part of the community. Children need to be exposed to books at an early age and throughout their lives. Reading is key to becoming a successful person. And close access makes the experience more meaningful and plentiful.

Please keep our library OPEN!!

The library is one of the only community enhancing services in our little village. It is a spot to see and get acquainted with local residents as well as a spot to access printed and other media. For the low income residents it provides a place to gain computer access. For some it is a place to get together to discuss good books. For families the reading programs and summer programs offer enrichment for their children. If it disappears our village will lose one of the last places where we can get together and be "a real community".

There are some county employees who earn over \$100,000 a year in OVERTIME alone. If you stop these abuses and cut the high administrative over head in the CEO's office, there will be more than enough money to keep the libraries open and serve the public.

It would be a shame to loose this Wonderful Library and Staff!

I think our local library is part of what makes our community so wonderful. It's just another added draw for families looking to mover into our community.

extended hours would be nice but we wouldn't get to the regional (bigger) library as often. The closest library is MV and we appreciate the convenience.

When my two children were young we used the library weekly, the applegate and the auburn libraries were what was available.

i think you need to allocate funds to both....develop a couple good large regional libraries

and close a few of the little libraries based on #s to keep a few of the outskirt branches available to those rural citizens.

Meadow Vista library is the heart of our community and has played a critical role in my children's education and love of books.

I realize that having a MV community library is of significant importance to many in Meadow Vista. A location change to the Community Center makes good sense and my cause an increase in visits by school children to the library. The library in our community is a lovely asset. I'd hate to lose it and would be happy to support its continuance via a special tax.

Like many in our community, my support for maintaining the MV library is not just about my particular needs, but about the needs of our community as a whole--especially children!

Meadow vista is an aging community. There will be more demand for local services.

✓ Thank you for letting us give our opinions - a local library DEFINES a community!

Our community is strengthened by having a local public facility like our Meadow Vista Library. Some people, especially elderly or special needs, count on having the library close by, in order to have computer access, or access to free books, movies, and music. It is a wonderful place to take your children for fun programs or homework help, and the staff are familiar with most people who come in regularly, so they make appropriate recommendations and are helpful in all ways.

✓ Definitely removing the library from the basement would help in motivating more to go.

Having a nice place to go and read where the moms of the book clubs don't change their babies diapers on the tables wouldn't hurt, either.

The Meadow Vista Library is a staple to the community. It makes the town complete and rounded. Taking away such a valuable asset to a community with it's diversity and potential would not be a good decision for Placer County and it's future plans.

This is just another example of cutting services important to FAMILY and COMMUNITY
✓ in favor of over paying administrative employees and other misguided spending.

Although you can see from my survey I don't use the local library any more these days I raised three daughters in Foresthill and spent a lot of time and effort adding to and extending the hrs at that branch and my FAMILY used it daily. I see the closing of these branch libraries as another assault on our lifestyle by our short sighted political leaders.

This library provides much needed computer and research access for students and the general public. I think it's important to keep our local libraries open and available to encourage literacy and community involvement.

As people move to a more online presence, things go away that are not considered important. Our Library's are important, not only for literacy but for community. Please do not take our Library's.

I very much want to Meadow Vista library to remain open. Libraries are extremely important community resources, promoting literacy and education so needed in today's

world. It is short-sighted to consider closing the Meadow Vista branch and putting more cars on our roads to travel to the Auburn library. I will also miss the sense of community that comes from hosting a local book discussion group.

Please keep this library open. The staff is fantastic

Placer County needs to prioritize funding for county libraries over some of the other programs and things it supports.

Just finish the community center and move it there.

The most important purpose of any library is to provide access to books free of charge for all community residents. If the local branch is closed, some residents may not be able to easily reach a regional branch, effectively cutting off access. Access for children will be particularly limited since they may need to rely on others for transportation to a library outside their community. Local services, even if limited would better serve the local community.

Sue and Erica at MV branch are wonderful.

We rely on the Meadow Vista library to provide books that are not always available at local schools. My children are avid readers and we value the location of the Meadow Vista library because it would be a burden to drive to Auburn every time we want to check out materials. We visit the library weekly.

I know of home schoolers who make use of the local library. Also, it serves the senior community. Both groups would find getting to a regional library more difficult, and less accessible.

As a local elementary school teacher I borrow more books from the library than most people do. To go along with my social studies and science curriculum, I check out books each week to use in the classroom. My program would not be what it is without the resources my local library provides me. The location is very convenient. I make at least 1 trip a week to Holiday market anyway. I love our local library. If my closest library were located in auburn I would only go once a month. I love the feel of a small, cozy library. Because of its small size, the staff know the patrons on a personal level. It enhances small town atmosphere that most of us moved to this area to find. I sincerely hope our Meadow Vista library remains.

A library is the mark of a real community. This place is very very popular, and offers connectivity for many without other options.

Keep it open! Kids use this library! The childrens programs are so important to the community

Looking at the Rocklin, Granite Bay and now Auburn the county should be funding local libraries and not redoing carpet, painting, etc.

Children need close access to library resources which will only increase as they grow older (our kids are the age of 7). It is important for MV to have a community library and a safe place for kids to go to study and check out books.

I am an infrequent user due to my affluence (download books via kindle) and access to on-line materials. There is a demand for local services. I would tailor the local library services to satisfy those using them. Provide meeting space for children/senior programs, provide a limited library catering to those looking for local browsing, provide computers for those who can't afford in-home computer solutions. MV Community Center is the perfect solution for this.

Local community libraries are integral to the life of a healthy community and informed citizenry. Regional full-service libraries are also critical and the county needs to prioritize both and allocate the necessary funds.

Please DO NOT close the MV library.

Please stop taking away things in M.V. We are a small town. With a lot of retirees and mature adults (meaning elder). For some, leaving MV to shop else where can really be a challenge.. Why should we have to keep supporting the other communities when we should be taking care of our own. Don't make the people of this great town have to go elsewhere.

It is important to have local access for young students who cannot drive to centralized facilities. removing this effectively eliminates books from their lives.

A local branch is very important to the community.

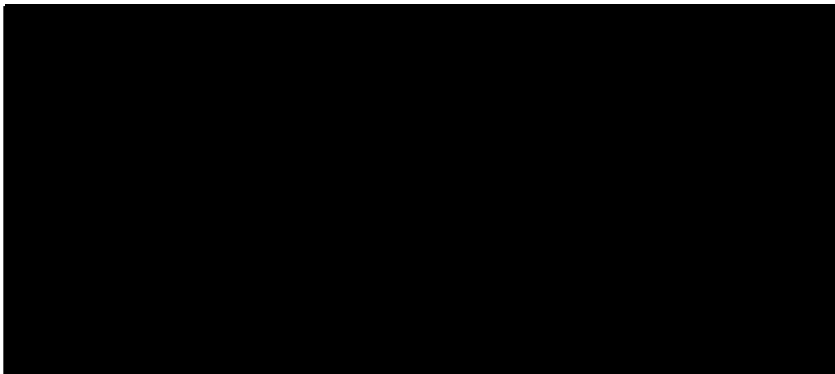
We need more hours in bigger libraries such as Auburn and Colfax, where we use the library. Small libraries are expensive conveniences and I do not want to pay taxes for that. Our family priorities are improved roads, public safety and emergency services. I can use the library when I go to town.

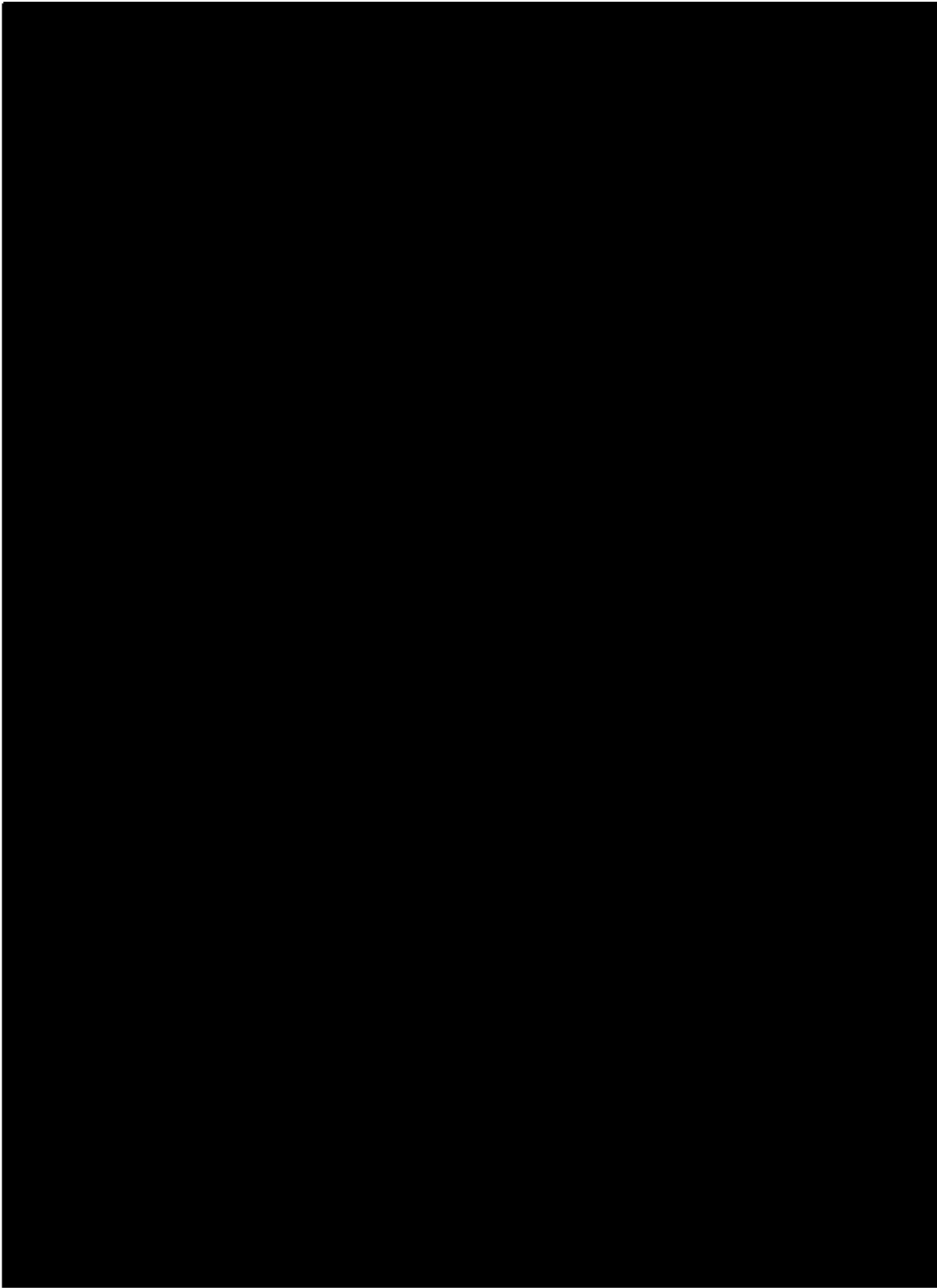
When my children were young, we used the library ALL the time! It was wonderful to have! Now they are grown and moved, but I would still love to keep the MV library open. I think it is a wonderful asset for the community and it would be a shame if it closed. I urge the MV MAC and County Supervisors to do everything in their power to keep it open!

It is nice to have the library in our local area

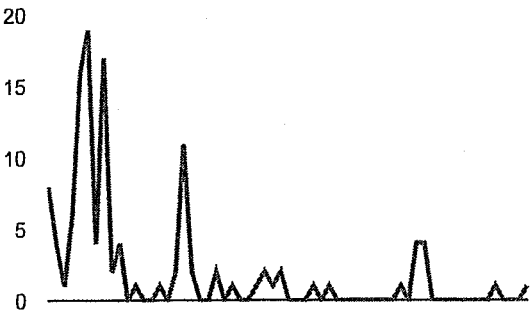
Your limited budget question is biased. I would prefer local branches with more open days and longer hours or at least the current days and hours.

Please provide your name, phone # and email if you would like to be contacted for future discussion on this issue. List of Names Redacted





Number of daily responses



Attachment B

Library Survey, Town of Loomis

This survey research data was gathered through telephone interviews that specially-trained interviewers conducted with 250 randomly-selected adults 18 years of age or older residing within the Town of Loomis, California who had valid residential, VOIP or cellular telephone numbers. The interviews were performed during the period of November 16, 2015 through November 22, 2015. The overall estimated margin of sampling error is +/- 6.19%, based on a confidence level of 95%, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 6.19% of those provided herein. Adjustments were made to weight the results toward demographic and geographic characteristics of the town's population, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this opinion survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias.



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LIBRARY SURVEY
Town of Loomis, California
11/16/2015 – 11/22/2015

N=250, +/- 6.19%

Adult Town Residents 18 or Older

(Percentages may not add up to 100% due to rounding)



www.FallonResearch.com

Q. 1. Generally speaking, would you say that California is going in the right direction, or has it gotten off onto the wrong track?

25.3% Right direction
57.7 Wrong track
2 Mixed/both (volunteered)
15 Unsure/no answer

Q. 2. Would you say that Placer County is going in the right direction, or has it gotten off onto the wrong track?

53.7% Right direction
21.8 Wrong track
4.1 Mixed/both (volunteered)
20.4 Unsure/no answer

Q. 3. Would you say that the Town of Loomis is moving in the right direction or has it gotten off onto the wrong track?

64% Right direction
20.3 Wrong track
3.1 Mixed/both (volunteered)
12.6 Unsure/no answer

Q. 4. Generally speaking would you say sales taxes in the area where you live are too high, mostly pretty fair or too low?

29.3% Too high
68.8 Pretty fair
0 Too low
1.9 Unsure/no answer

Looking at the county library branch that is located in Loomis...

Q. 5. How often do you personally go to the library in Loomis? Would you say that you go there very frequently, somewhat frequently, not very frequently, not at all or only on special occasions?

9.5% Very

24.2 Somewhat
 14.4 Not very
 34.9 Not at all
 16.2 Only on special occasions
 .7% Unsure/no answer

Q. 6. How much news and information have you heard, read or seen about the possible closure of the county library branch that is located in Loomis? Have you heard or read a lot of information, some, not very much or nothing at all?

41.5% A lot
 35.2 Some
 8.6 Not much
 14.7 Nothing
 0 Unsure/no answer

Q. 7. Generally speaking, do you agree or disagree that the next closest library, which is in Rocklin, is too far way and will reduce the ability of town residents to use library services when they need them?

74% Agree
 22.4 Disagree
 3.6 Unsure/no answer

One idea being considered to keep the library open is a local tax in Loomis...

Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue being used to fund the operations and maintenance of the public library in Loomis?

58.5% Yes – skipped next question
 32.9 No
 8.6 Unsure/no answer – skipped next question

Q. 9. What is the biggest reason that you would vote no, against it?

n=82

26.1% No guarantee the funds will be used on the library/wont' be spent properly
 20.8 The library isn't used anymore/do not use
 16.4 Taxes are too high/do not want taxes to increase
 10.3 The money should come from other sources
 9.9 The Rocklin library is better
 6.6 Existing funds should be used/use money from other parts of the budget
 2.7 Amount is too high/asking for too much/more than needed
 7.2 Other

(RANDOMLY ROTATED NEXT 3 QUESTIONS)

Q. 10. If you learned that groceries and medicine would be exempt from the tax, would you be more or less likely to favor that form of funding for the library or would it make no difference in your view?

33.3% More likely
1.9 Less likely
62.4 No difference
2.4 Unsure/no answer

Q. 11. If you learned that, by law, funds from it could only be used to support the operation of the library and could not be spent in any other way, would you be more or less likely to favor that form of funding for the library or would it make no difference in your view?

61.2% More likely
3.7 Less likely
32.8 No difference
2.2 Unsure/no answer

Q. 12. If you learned that, the Town Council would appoint a five member committee of citizens to oversee the spending of funds and an independent auditor to review the use of the funds on an annual basis, would you be more or less likely to favor that form of funding for the library or would it make no difference in your view?

39.2% More likely
11.7 Less likely
43.7 No difference
5.4 Unsure/no answer

Now I would like to read you some of the ways that the money will be used, if the Transaction and Use Tax is approved by voters in Loomis. After each one, please tell me whether you think it should be a high, medium or low priority for use of the tax dollars. Here's the first one...

(RANDOMLY ROTATED NEXT 5 QUESTIONS)

Q. 13. How much of a priority should it be to...Expand the operating hours, so the library is open more days and later in the evenings?

39.5% High
29.7 Medium
28.2 Low (or not a priority - volunteered)
2.6 Unsure/no answer

Q. 14. How much of a priority should it be to...Ensure there is adequate staffing to help students, senior citizens and others who rely on the services that the library provides?

60.8% High
28.2 Medium
9.1 Low (or not a priority - volunteered)
1.9 Unsure/no answer

Q. 15. How much of a priority should it be to...Continue to offer enrichment programs and seminars on special topics?

29.3% High
38.2 Medium
27.4 Low (or not a priority - volunteered)
5.1 Unsure/no answer

Q. 16. How much of a priority should it be to...Be able to offer Internet access for people who cannot get it at home or afford the service?

57.3% High
26.5 Medium
14.3 Low (or not a priority - volunteered)
1.9 Unsure/no answer

Q. 17. How much of a priority should it be to...Provide services and programs for children and teens, who could not easily get to other libraries in the county?

70.2% High
19.5 Medium
10 Low (or not a priority - volunteered)
.3 Unsure/no answer

Q. 18. How much of a priority should it be to...Allow the library to continue to have enough funding to operate, so it does not have to be closed?

75% High
14.9 Medium
9.5 Low (or not a priority - volunteered)
1.6 Unsure/no answer

Now, reflecting on everything we have discussed about the tax, and the uses of the funds...

Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?

66.4% Yes
28.9 No
4.7 Unsure/no answer

Finally, I have a few short questions for statistical purposes...

Q. 20. I would like to read you a list of age groups. Please stop me when I get to the one you are in.

27.6% 18 to 44
40.9 45 to 64
31.1 65 and older
.4 Unsure/no answer

Q. 21. Do you have any children under 18 years of age within your household?

36.7% Yes
62.4 No
.9 Unsure/no answer

Q. 22. Do you currently have a library card, so that you can borrow books, music, DVDs and other items from the library in Loomis?

51.4% Yes
47.9 No
.7 Unsure/no answer

Gender:

49.3% Men
50.7 Women



VERBATIM RESPONSES

Q. 9. What is the biggest reason that you would vote no, against it?

I do not believe the library gets enough use to be worthy of a sales tax.

Primarily, it's because my wife takes my son to the Rocklin library, even though we live in Loomis.

Given current transportation opportunities to Rocklin library, it could service Loomis very well. The current Loomis library is only convenient to the small percentage of Loomis residents who live in town.

Lived here for 20 years and it cost \$378 per household per year to keep the fire department open. The mayor, Dave Wheeler, since he became fire chief, the fire trucks will not come down rural roads where there are bridges that are not engineered.

I'm against it because I am again any tax that is not being used 100% to fund the library. It has to all go to the library.

I think people are using digital readers instead of physical books and that's where it should be.

Since I don't use it I probably wouldn't want to pay an extra tax no matter how small it is.

Because there is too much technology and you can get too much information online when accessed. I would never go for any sales tax increase to go for any specific fund.

Not all of the money goes to it. If you are going to have a tax to save the library, then all of the money needs to go to the library. That's it.

I don't use the library services.

I don't think libraries are needed and we have another one not too far.

Because it's like the lotto funding was supposed to go the school and it went elsewhere, and I'm just wondering if it will be the same thing.

No new taxes. I don't want to pay any more tax then I already am.

As I have already stated, I think were being taxed too much. I think there needs be a line drawn in the sand and no more taxes period for any circumstance.

I live closer to Rocklin one and it's bigger and better.

The Town of Loomis has turned down revenue opportunity that would have brought in revenue, so taxing the people is not something I would be in favor of.

I don't vote for taxes. We don't need any more taxes. They have to learn to deal with what they have.

I don't use the library.

I don't vote for new taxes, or further comment.

Because I've seen too much corruption on the approved taxes, so I'm against any taxes. Any increase, even temporarily, I'm against it.

I don't believe what they say. They put it on for ten years, but it goes on forever. The county should have enough money to operate the library. Why should they put on another tax?

I don't think we need a library.

I think the cost should be shared through the whole county, not just the town of Loomis.

When you put tax money in a general fund, you can't be sure where it's going to go. It could be spent on anything, so you could be told its going to the library, but in the end it may not.

2

I just feel that Loomis isn't as nice of a town as it used to be. It's all about money and people are building everywhere and I believe that there is all kinds of money in Loomis, and I don't feel they should raise the taxes.

It's just too much money. I am a business owner and we buy a lot of expensive equipment and that would be a lot of money for me.

I am retired on fixed income and can't afford anything.

No matter what the politicians say, the money never goes where it's supposed to. I feel like the Rocklin library is much better stocked and serves my purposes.

Because the money is not explicitly for the library.

The inability to assure that the levy would be directed towards the library, because the funds are going into the general fund.

I would not want the money to go into the general fund itself. I'd want all the money to go to the library, all of it, not most of it, because the more money they have in the general fund, the more corrupt the town gets.

Because I feel bad. I don't think they are using the money wisely or it wouldn't be asking for extra sales tax.

Because I don't feel like the money would go towards keeping the library open.

There's no such thing as a temporary tax. My property taxes have been going up for the last five years.

The county of Placer receives \$36 million federal dollars to raise for I-80 interstate bridges, and the town of Loomis has received a portion of those funds for improvement, but the bridges were not finished.

Because the money would go into the general fund and get stolen. The money would get misappropriated and never get to the library.

The taxes. If they can get the money from what is already paid, that's fine, but I'm not going to pay more. No additional taxes.

I don't want increased sales taxes.

The Rocklin library can handle the overflow from Loomis, and most information is available online anyway.

Because I think there should be grants and other money available to save the library. I think before they jump to raise taxes, they should try and find other money for it.

There are already county funds allocated to the county library.

I think taxes are high enough as they are, and there should be funds in the budget. I think the efficiency of the budget is the problem, and they should tighten up. The money can be found.

We pay enough taxes and we're on a fixed income, and I don't use the library anymore.

I just think we could do better than that.

I don't think the sales tax is the right way to go on that. I don't know the cost and I need more information. Without complete information I'd vote no.

It's not definite to all go to library services.

The lack of use. I don't use the library.

Because money often doesn't go for what it says it's going to go to when they increase taxes like that.

If there is going to be a tax increase, it should go towards other resources we need to utilize in the town of Loomis. The Rocklin location is too far and inconvenient. Every time I went there I was never able to fully utilize it. There was not much offer.

We're over taxed now. That's basically it.

Because any mention of taxes, my reaction is always no, period. Because most of the time the money is spent incorrectly in my opinion.

I think there is already too much tax on the people. They can do a fundraiser like the fire fighters do, instead of taxing the public.

Basically, the increase in taxes. I'm not for it.

I think we are taking in every direction in the state of California; The bureaucracy has already proven that they cannot manger funds.

There's no guarantee where the money's going to go, not a good thing. You can vote on things, but there's no guarantee because there's a lot of crookedness in politics and you don't know where the money's going to go.

We have enough taxes now. They can get the money somewhere else.

It's not used very much, although people say it is.

Libraries, unfortunately, are dying because of electronic media. We can find everything online and the younger generation well never goes to a library.

We don't use it. Our grandkids are in school and most of their work is done on the computer and they download their books, and we don't see the need for it.

I do not want to pay any extra out of my own pocket for it. As much as I enjoy their library being close, there are other ones that I could go to. I would rather not pay an additional tax for it.

I would say a lack of necessity. I think libraries are becoming obsolete.

I believe that the library should be funded by the general fund of the town for the general good of the town. I don't believe the people should be taxed on something that they never use. It doesn't seem like a fair use of the funds.

I believe we can get what we need from Rocklin.

That it is just cost too much.

The Rocklin library is not that far away and they have a lot of amenities there and it would be fine going there and not put an extra tax on us.

I think the money might be used for things other than the library and I want it just for the library, and even then, I think, is going to be a difficult one to pass. I don't want city hall having to fund it on their own I wouldn't want that.

I would not want to pay additional taxes to fund a library in Loomis.

I think that the town of Loomis and the county of Placer can find different ways to cut spending in other areas to keep library open.

I think that Rocklin is the way to go. They are a bigger area than we are and have more room than we do.

I believe taxes are fair. A raise in taxes would affect town exponentially

Our taxes should already be paying for it. Somebody's taking the taxes somewhere else.

I think it's kind of older, it's not forward thinking. We need to come up with something more than a library, more of an internet type program.

I don't use the library and I don't think Loomis uses their money accurately.

The number of people using it has diminished such that I don't think it is a huge service anymore.

I do not believe I should be paying one quarter of a percent. I think that is something that needs to be discussed. Different options of revenue should be discussed.

We're taxed too much in the state of California and they usually don't use the money for what the tax was for.

Well, this town of Loomis lets everything go, the sidewalks and the streets. Then they brag about all the money they have in the bank, the cash reserves.

Personally, I don't use it enough. Nobody really uses it and it's not that necessary.

I would vote no on any tax increase because I disagree that the revenue stream that city and states that they have in California is not enough.

The tax revenue from starting point A to point C, which is the ending. The money would get lost in transition.

We are taxed enough. The County should find an alternate way than to raise taxes.

Q. 1. Generally speaking, would you say that California is going in the right direction, or has it gotten off onto the wrong track?		Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...		Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?		OPINION DYNAMICS:						Table Total				
		No, against		Yes, for		No, against		Yes, for it in both in ballot simulations (Qs. 8 &19)		Switches to Yes, for it by end of survey			No, against it in both in ballot simulations (Qs. 8 &19)		Other	
		Yes, for Col %	DK/NA Col %	Yes, for Col %	DK/NA Col %	Yes, for Col %	DK/NA Col %	Yes, for Col %	DK/NA Col %	Yes, for Col %	DK/NA Col %		Yes, for Col %	DK/NA Col %	Yes, for Col %	DK/NA Col %
Right direction		30.4%	16.9%	29.2%	33.8%	30.4%	21.5%	15.3%	28.7%	25.3%						
Wrong track		51.1%	69.5%	51.3%	56.3%	50.8%	54.3%	71.8%	62.9%	57.7%						
Mixed/Both		2.0%	1.3%	2.4%	.0%	2.0%	4.6%	1.5%	.0%	2.0%						
DK/NA		16.5%	12.4%	17.1%	9.9%	16.8%	19.5%	11.4%	8.4%	15.0%						
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						

		GENDER:		AGE GROUP:						HOUSEHOLD WITH CHILDREN:				Table Total
		Male Col %	Female Col %	18 to 44 Col %	45 to 64 Col %	65 and over Col %	DK/NA Col %	Yes		No		DK/NA Col %		
								Col %	Col %	Col %	Col %			
Q. 1. Generally speaking, would you say that California is going in the right direction, or has it gotten off onto the wrong track?	Right direction	24.2%	26.3%	25.0%	25.5%	24.2%	100.0%		22.3%	26.7%	46.3%	25.3%		
	Wrong track	61.3%	54.2%	56.7%	60.2%	56.0%	.0%		61.6%	55.5%	53.7%	57.7%		
	Mixed/Both	2.5%	1.5%	.0%	4.1%	1.1%	.0%		.9%	2.7%	.0%	2.0%		
	DK/NA	12.0%	18.0%	18.3%	10.2%	18.7%	.0%		15.2%	15.2%	.0%	15.0%		
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%		

		LIBRARY CARD HOLDER:		DISTANCE FROM LIBRARY:				VOTING STATUS:		Table Total
		Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Q. 1. Generally speaking, would you say that California is going in the right direction, or has it gotten off onto the wrong track?	Right direction	27.1%	22.8%	53.8%	23.2%	28.0%	19.5%	24.6%	27.7%	25.3%
	Wrong track	56.9%	58.7%	46.2%	58.1%	53.9%	69.3%	56.8%	61.4%	57.7%
	Mixed/Both	2.3%	1.7%	.0%	.0%	2.8%	1.8%	2.5%	.0%	2.0%
	DK/NA	13.7%	16.7%	.0%	18.7%	15.3%	9.4%	16.1%	10.8%	15.0%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat	Republican	Unaffiliated/other	Not registered	High propensity general election voters	High propensity primary election voters	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 1. Generally speaking, would you say that California is going in the right direction, or has it gotten off onto the wrong track?	Right direction	38.7%	13.8%	32.1%	27.7%	25.4%	31.1%	25.3%
	Wrong track	38.7%	69.3%	50.8%	61.4%	59.1%	59.9%	57.7%
	Mixed/Both	1.5%	4.1%	.0%	.0%	1.3%	.0%	2.0%
	DK/NA	21.1%	12.8%	17.2%	10.8%	14.2%	9.1%	15.0%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	GENDER:		AGE GROUP:				HOUSEHOLD WITH CHILDREN:				Table Total
	Male	Female	18 to 44	45 to 64	65 and over	DK/NA	Yes	No	DK/NA	Col %	Col %
Q. 2. Would you say that Placer County is going in the right direction, or has it gotten off onto the wrong track?	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
	54.4%	53.0%	60.0%	53.1%	48.4%	100.0%	62.4%	48.7%	46.3%	53.7%	53.7%
	24.2%	19.4%	16.7%	24.5%	23.1%	.0%	17.3%	24.8%	.0%	21.8%	21.8%
	3.7%	4.6%	6.7%	3.1%	3.3%	.0%	4.9%	3.7%	.0%	4.1%	4.1%
Table Total	17.7%	23.0%	16.7%	19.4%	25.3%	.0%	15.4%	22.9%	53.7%	20.4%	20.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	LIBRARY CARD HOLDER:		DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
	Yes	No	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	Col %
Q. 2. Would you say that Placer County is going in the right direction, or has it gotten off onto the wrong track?	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
	48.6%	59.2%	52.6%	57.7%	46.9%	52.1%	59.9%	53.7%
	23.9%	19.9%	22.0%	20.2%	27.8%	21.7%	22.0%	21.8%
	6.5%	1.7%	5.2%	3.6%	5.0%	5.2%	.0%	4.1%
Table Total	21.1%	19.2%	20.1%	18.5%	20.2%	21.0%	18.0%	20.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
Q. 2. Would you say that Placer County is going in the right direction, or has it gotten off onto the wrong track?	Democrat		República	Unaffiliated/other	Not registered	High propensity general election voters	High propensity primary election voters	
	Col %		Col %	Col %	Col %	Col %	Col %	Col %
		50.2%	57.2%	41.9%	59.9%	45.2%	42.7%	53.7%
		16.2%	24.2%	23.3%	22.0%	25.5%	31.3%	21.8%
		6.2%	1.0%	14.3%	.0%	5.4%	3.8%	4.1%
		27.4%	17.5%	20.5%	18.0%	23.9%	22.2%	20.4%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

LIBRARY SURVEY
Town of Loomis, California
11/16/2015 – 11/22/2015
N=250, +/- 6.19%
Adult Town Residents 18 or Older

www.FallonResearch.com

		GENDER:		AGE GROUP:						HOUSEHOLD WITH CHILDREN:				Table Total			
				18 to 44		45 to 64		65 and over		DK/NA		Yes			No		
Male		Female												DK/NA			
Col %		Col %		Col %		Col %		Col %		Col %		Col %		Col %		Col %	
61.3%		66.8%		68.3%		60.2%		64.8%		100.0%		67.7%		62.1%		46.3%	
21.4%		19.2%		21.7%		22.4%		16.5%		.0%		22.8%		18.3%		53.7%	
3.8%		2.4%		1.7%		3.1%		4.4%		.0%		1.3%		4.2%		.0%	
13.6%		11.6%		8.3%		14.3%		14.3%		.0%		8.2%		15.3%		.0%	
100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	
Q. 3. Would you say that the Town of Loomis is moving in the right direction or has it gotten off onto the wrong track?		Right direction															
		Wrong track															
		Mixed/Both															
		DK/NA															
Table Total		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	

		LIBRARY CARD HOLDER:				DISTANCE FROM LIBRARY:				VOTING STATUS:		Table Total						
		Yes		No		DK/NA		Less than one-half mile		One-half mile to 1 mile			More than 1 mile		Registered voter		Not registered to vote	
															Col %		Col %	
															Col %		Col %	
Q. 3. Would you say that the Town of Loomis is moving in the right direction or has it gotten off onto the wrong track?		64.6%		62.9%		100.0%		46.7%		67.8%		67.6%		65.2%		59.6%		64.0%
		23.6%		17.1%		.0%		37.9%		15.4%		21.2%		20.3%		20.2%		20.3%
		2.5%		3.7%		.0%		1.9%		3.5%		3.3%		2.8%		4.4%		3.1%
		9.3%		16.3%		.0%		13.5%		13.4%		8.0%		11.8%		15.9%		12.6%
Table Total		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%

		PARTISAN REGISTRATION:								PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total		
						Unaffiliate d/other		Not registered						
		Democrat	Republica n	Col %	Col %	Col %	Col %	Col %	Col %					
Q. 3. Would you say that the Town of Loomis is moving in the right direction or has it gotten off onto the wrong track?	Right direction	62.6%		66.5%		65.5%		59.8%		66.5%		70.3%		64.0%
	Wrong track	18.9%		19.8%		23.9%		20.2%		21.2%		20.0%		20.3%
	Mixed/Both	1.5%		4.5%		.0%		4.4%		2.4%		.0%		3.1%
	DK/NA	17.1%		9.2%		10.6%		15.9%		9.9%		9.7%		12.6%
Table Total		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%

LIBRARY SURVEY
Town of Loomis, California
11/16/2015 – 11/22/2015
N=250, +/- 6.19%
Adult Town Residents 18 or Older

www.FallonResearch.com

Q. 4. Generally speaking would you say sales taxes in the area where you live are too high, mostly pretty fair or too low?	Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...		Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?				OPINION DYNAMICS:				Table Total		
	No, against		Yes, for		No, against		Yes, for it in both in ballot simulations (Qs. 8 &19)		Switches to Yes, for it by end of survey			No, against it in both in ballot simulations (Qs. 8 &19)	
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %		Col %	Col %
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %		Col %	Col %
Q. 4. Generally speaking would you say sales taxes in the area where you live are too high, mostly pretty fair or too low?	Too high	21.9%	43.0%	27.3%	23.6%	14.7%	35.5%	43.2%	27.7%	29.3%			
	Pretty fair	76.3%	55.7%	67.4%	74.2%	75.4%	59.9%	56.8%	63.9%	68.8%			
	DK/NA	1.8%	1.3%	5.3%	2.2%	9.9%	4.6%	.0%	8.4%	1.9%			
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			

		GENDER:		AGE GROUP:						HOUSEHOLD WITH CHILDREN:				Table Total
				18 to 44		45 to 64		65 and over		DK/NA		Yes		
		Male Col %	Female Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 4. Generally speaking would you say sales taxes in the area where you live are too high, mostly pretty fair or too low?	Too high	29.5%	29.2%	25.0%	30.6%	31.9%	.0%	28.1%	30.5%	.0%	29.3%			
	Pretty fair	69.7%	67.9%	73.3%	68.4%	64.8%	100.0%	70.1%	67.6%	100.0%	68.8%			
	DK/NA	.8%	2.9%	1.7%	1.0%	3.3%	.0%	1.9%	2.0%	.0%	1.9%			
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			

		LIBRARY CARD HOLDER:		DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
		Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	Registered voter	Not registered to vote	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 4. Generally speaking would you say sales taxes in the area where you live are too high, mostly pretty fair or too low?	Too high	26.8%	32.5%	.0%	27.8%	32.6%	21.8%	37.7%	29.3%
	Pretty fair	71.0%	65.8%	100.0%	70.3%	65.4%	78.2%	62.3%	68.8%
	DK/NA	2.1%	1.7%	.0%	1.9%	1.9%	.0%	.0%	1.9%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:			PAST TURNOUT HISTORY:		PAST TURNOUT HISTORY:		Table Total
		Democrat	Republican	Unaffiliated/other	Not registered	High propensity general election voters	High propensity primary election voters		
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 4. Generally speaking would you say sales taxes in the area where you live are too high, mostly pretty fair or too low?	Too high	12.4%	39.0%	18.5%	37.7%	26.8%	38.0%	29.3%	
	Pretty fair	80.8%	61.0%	79.3%	62.3%	70.4%	62.0%	68.8%	
	DK/NA	6.7%	.0%	2.2%	.0%	2.8%	.0%	1.9%	
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q. 5. How often do you personally go to the library in Loomis?	Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...			Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?			OPINION DYNAMICS:				Table Total
	Yes, for	No, against	DK/NA	Yes, for	No, against	DK/NA	Yes, for it in both in ballot simulations (Qs. 8 &19)	Switches to Yes, for it by end of survey	No, against it in both in ballot simulations (Qs. 8 &19)	Other	
Very	12.1%	3.8%	13.6%	11.7%	5.8%	.0%	12.3%	8.4%	4.5%	7.6%	9.5%
Somewhat	31.5%	12.0%	22.1%	30.2%	10.9%	22.0%	31.4%	22.5%	11.2%	18.7%	24.2%
Not very	13.7%	15.7%	14.5%	14.6%	13.5%	17.9%	14.0%	18.6%	12.4%	22.8%	14.4%
Not at all	28.8%	45.6%	35.5%	31.0%	48.1%	9.9%	29.4%	41.2%	49.5%	8.4%	34.9%
Only on special occasions	13.3%	22.9%	9.7%	12.0%	21.7%	41.6%	12.4%	9.3%	22.3%	35.3%	16.2%
DK/NA	.6%	.0%	4.6%	.5%	.0%	8.5%	.6%	.0%	.0%	7.2%	.7%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q. 5. How often do you personally go to the library in Loomis?	GENDER:		AGE GROUP:				HOUSEHOLD WITH CHILDREN:			Table Total
	Male Col %	Female Col %	18 to 44 Col %	45 to 64 Col %	65 and over Col %	DK/NA Col %	Yes Col %	No Col %	DK/NA Col %	
Very	7.5%	11.4%	11.7%	6.1%	12.1%	.0%	9.4%	9.7%	.0%	9.5%
Somewhat	18.9%	29.5%	25.0%	26.5%	20.9%	.0%	24.8%	23.5%	53.7%	24.2%
Not very	13.5%	15.4%	8.3%	16.3%	17.6%	.0%	13.3%	15.3%	.0%	14.4%
Not at all	39.6%	30.4%	35.0%	36.7%	33.0%	.0%	37.9%	33.7%	.0%	34.9%
Only on special occasions	19.0%	13.4%	20.0%	14.3%	15.4%	.0%	14.6%	17.3%	.0%	16.2%
DK/NA	1.5%	.0%	.0%	.0%	1.1%	100.0%	.0%	.5%	46.3%	.7%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		LIBRARY CARD HOLDER:				DISTANCE FROM LIBRARY:				VOTING STATUS:		Table Total
		Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote			
Q. 5. How often do you personally go to the library in Loomis?	Very	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
	Somewhat	16.5%	2.1%	.0%	13.2%	11.5%	2.9%	10.6%	5.1%	9.5%		
	Not very	40.4%	7.3%	.0%	18.5%	24.5%	26.8%	24.8%	22.1%	24.2%		
	Not at all	18.6%	10.2%	.0%	19.6%	12.8%	16.3%	15.5%	10.2%	14.4%		
		11.0%	60.5%	46.2%	37.1%	31.5%	40.1%	34.7%	35.8%	34.9%		
Only on special occasions	13.6%	19.2%	.0%	11.7%	18.5%	13.9%	13.5%	26.8%	16.2%			
DK/NA	.0%	.7%	53.8%	.0%	1.3%	.0%	.9%	.0%	.7%			
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

		PARTISAN REGISTRATION:						PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat	Republican	Unaffiliated/other	Not registered	High propensity general election voters	High propensity primary election voters			
Q. 5. How often do you personally go to the library in Loomis?	Very	10.0%	11.7%	8.5%	5.1%	4.6%	.0%	9.5%		
	Somewhat	30.0%	19.3%	31.5%	22.1%	21.3%	33.5%	24.2%		
	Not very	16.8%	19.6%	2.9%	10.2%	14.8%	9.1%	14.4%		
	Not at all	25.6%	42.4%	28.2%	35.8%	41.6%	36.7%	34.9%		
	Only on special occasions	14.4%	7.0%	28.9%	26.8%	17.7%	20.7%	16.2%		
Table Total	DK/NA	3.2%	.0%	.0%	.0%	.0%	.0%	.7%		
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

LIBRARY SURVEY
Town of Loomis, California
11/16/2015 – 11/22/2015
N=250, +/- 6.19%
Adult Town Residents 18 or Older

www.FallonResearch.com

Q. 6. How much news and information have you heard, read or seen about the possible closure of the county library branch that is located in Loomis?	Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...		Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?		OPINION DYNAMICS:				Table Total		
	No, against		Yes, for		No, against		Switches to Yes, for it by end of survey				
	Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for it in both ballot simulations (Qs. 8 &19) Col %	Switches to Yes, for it by end of survey Col %		No, against it in both ballot simulations (Qs. 8 &19) Col %	
A lot	46.0%	35.4%	34.3%	46.3%	32.3%	31.0%	46.2%	46.5%	31.7%	33.9%	41.5%
Some	29.1%	40.7%	55.0%	31.5%	42.0%	44.4%	29.6%	43.7%	41.7%	45.3%	35.2%
Not much	10.2%	8.0%	.0%	9.0%	9.1%	.0%	10.4%	.0%	9.3%	.0%	8.6%
Nothing	14.6%	16.0%	10.7%	13.2%	16.7%	24.6%	13.7%	9.8%	17.2%	20.9%	14.7%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		GENDER:		AGE GROUP:					HOUSEHOLD WITH CHILDREN:			Table Total		
				18 to 44		45 to 64		65 and over		DK/NA			Yes	
		Male Col %	Female Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %		Col %	Col %
Q. 6. How much news and information have you heard, read or seen about the possible closure of the county library branch that is located in Loomis?	A lot	28.9%	53.8%	36.7%	40.8%	47.3%	.0%	38.3%	43.2%	53.7%	41.5%			
	Some	41.9%	28.6%	28.3%	40.8%	33.0%	100.0%	37.6%	33.5%	46.3%	35.2%			
	Not much	11.3%	6.0%	6.7%	8.2%	11.0%	.0%	8.2%	9.0%	.0%	8.6%			
	Nothing	17.9%	11.7%	28.3%	10.2%	8.8%	.0%	15.8%	14.3%	.0%	14.7%			
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			

		LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
		Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 6. How much news and information have you heard, read or seen about the possible closure of the county library branch that is located in Loomis?	A lot	54.9%	27.1%	46.2%	43.6%	41.8%	40.4%	42.6%	37.3%	41.5%
	Some	32.3%	38.0%	53.8%	32.5%	39.9%	25.9%	35.9%	32.3%	35.2%
	Not much	5.2%	12.4%	.0%	8.9%	6.1%	13.5%	8.8%	7.8%	8.6%
	Nothing	7.7%	22.6%	.0%	15.1%	12.3%	20.1%	12.8%	22.6%	14.7%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat	Republican	Unaffiliated/other	Not registered	High propensity general election voters	High propensity primary election voters	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 6. How much news and information have you heard, read or seen about the possible closure of the county library branch that is located in Loomis?	A lot	41.4%	43.5%	41.7%	37.3%	36.5%	32.9%	41.5%
	Some	40.0%	34.3%	33.9%	32.3%	35.0%	46.4%	35.2%
	Not much	6.2%	9.8%	10.1%	7.8%	8.9%	7.2%	8.6%
	Nothing	12.4%	12.4%	14.3%	22.6%	19.6%	13.5%	14.7%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...		Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?		OPINION DYNAMICS:				Table Total			
								No, against it in both ballot simulations (Qs. 8 &19)					
		Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for it in both ballot simulations (Qs. 8 &19) Col %	Switches to Yes, for it by end of survey Col %		Other Col %		
Q. 7. Generally speaking, do you agree or disagree that the next closest library, which is in Rocklin, is too far way and will reduce the ability of town residents to use library services when they need them?		Agree	86.6%	51.1%	75.5%	45.8%	84.1%	87.0%	76.3%	45.7%	78.9%	74.0%	
		Disagree	11.9%	41.8%	19.6%	13.1%	44.6%	15.9%	11.5%	23.7%	46.0%	13.5%	22.4%
		DK/NA	1.5%	7.1%	4.8%	1.3%	9.6%	.0%	1.5%	.0%	8.4%	7.6%	3.6%
Table Total			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		GENDER:		AGE GROUP:				HOUSEHOLD WITH CHILDREN:			Table Total
		Male	Female	18 to 44	45 to 64	65 and over	DK/NA	Yes	No	DK/NA	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 7. Generally speaking, do you agree or disagree that the next closest library, which is in Rocklin, is too far way and will reduce the ability of town residents to use library services when they need them?	Agree	68.4%	79.4%	70.0%	73.5%	79.1%	.0%	71.4%	76.5%	.0%	74.0%
	Disagree	26.5%	18.3%	28.3%	20.4%	18.7%	100.0%	27.5%	18.3%	100.0%	22.4%
	DK/NA	5.0%	2.3%	1.7%	6.1%	2.2%	.0%	1.1%	5.2%	.0%	3.6%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

			LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:				VOTING STATUS:		Table Total
						Less than one-half mile		One-half mile to 1 mile		More than 1 mile		
			Yes Col %	No Col %	DK/NA Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Q. 7. Generally speaking, do you agree or disagree that the next closest library, which is in Rocklin, is too far way and will reduce the ability of town residents to use library services when they need them?	82.7%	65.0%	46.2%	72.8%	79.6%	59.9%	74.7%	71.1%	74.0%			
	16.5%	28.2%	53.8%	27.2%	16.1%	35.1%	22.3%	22.6%	22.4%			
	.8%	6.7%	.0%	.0%	4.4%	5.0%	3.0%	6.2%	3.6%			
Table Total			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat Col %	Republican Col %	Unaffiliated/other Col %	Not registered Col %	High propensity general election voters	High propensity primary election voters	
						Col %	Col %	Col %
Q. 7. Generally speaking, do you agree or disagree that the next closest library, which is in Rocklin, is too far way and will reduce the ability of town residents to use library services when they need them?	Agree	77.1%	75.9%	67.9%	71.1%	62.5%	71.8%	74.0%
	Disagree	18.1%	22.0%	29.2%	22.6%	31.3%	21.4%	22.4%
	DK/NA	4.7%	2.0%	2.9%	6.2%	6.2%	6.9%	3.6%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...		Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...				Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?				OPINION DYNAMICS:				Table Total								
		Yes, for		No, against		DK/NA		Yes, for		No, against		DK/NA			Yes, for it in both ballot simulations (Qs. 8 &19)		Switches to Yes, for it by end of survey		No, against it in both ballot simulations (Qs. 8 &19)		Other	
		Col %		Col %		Col %		Col %		Col %		Col %			Col %		Col %		Col %		Col %	
Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...	100.0%		.0%		.0%		86.5%		.0%		22.0%		100.0%		.0%		.0%		18.7%		58.5%	
	.0%		100.0%		.0%		5.5%		97.1%		25.3%		.0%		40.6%		100.0%		21.4%		32.9%	
	.0%		.0%		100.0%		8.0%		2.9%		52.7%		.0%		59.4%		.0%		59.9%		8.6%	
Table Total		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%

		GENDER:		AGE GROUP:					HOUSEHOLD WITH CHILDREN:			Table Total
		Male Col %	Female Col %	18 to 44 Col %	45 to 64 Col %	65 and over Col %	DK/NA Col %	Yes Col %	No Col %	DK/NA Col %		
Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...	Yes, for	47.9%	68.7%	61.7%	52.0%	64.8%	.0%	57.6%	59.8%	.0%	58.5%	
	No, against	41.4%	24.6%	28.3%	38.8%	29.7%	.0%	31.8%	33.3%	53.7%	32.9%	
	DK/NA	10.6%	6.7%	10.0%	9.2%	5.5%	100.0%	10.6%	6.9%	46.3%	8.6%	
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

	LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
	Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...	Yes, for	66.1%	50.4%	46.2%	59.3%	53.0%	58.5%	58.2%	58.5%
	No, against	25.2%	41.7%	.0%	31.6%	41.4%	34.9%	24.9%	32.9%
	DK/NA	8.7%	7.9%	53.8%	9.1%	5.6%	6.5%	16.9%	8.6%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
	Democrat	Republican	Unaffiliated/other	Not registered			
	Col %	Col %	Col %	Col %			
Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...	Yes, for	69.1%	50.6%	63.6%	58.2%	63.7%	58.5%
	No, against	25.4%	40.8%	33.7%	24.9%	36.3%	32.9%
	DK/NA	5.5%	8.6%	2.6%	16.9%	.0%	8.6%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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LIBRARY SURVEY
Town of Loomis, California
11/16/2015 – 11/22/2015
N=250, +/- 6.19%
Adult Town Residents 18 or Older

		Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...		Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?		OPINION DYNAMICS:				Table Total			
		Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for it in both ballot simulations (Qs. 8 &19) Col %	Switches to Yes, for it by end of survey Col %	No, against it in both ballot simulations (Qs. 8 &19) Col %	Other Col %	Col %	
Q. 9. What is the biggest reason that you would vote no, against it?		.0%	26.1%	.0%	65.7%	17.9%	100.0%	.0%	65.7%	17.9%	100.0%	26.1%	
		.0%	20.8%	.0%	22.9%	21.4%	.0%	.0%	.0%	22.9%	21.4%	.0%	20.8%
		.0%	16.4%	.0%	.0%	19.2%	.0%	.0%	.0%	.0%	19.2%	.0%	16.4%
		.0%	10.3%	.0%	.0%	12.1%	.0%	.0%	.0%	.0%	12.1%	.0%	10.3%
		.0%	9.9%	.0%	.0%	11.7%	.0%	.0%	.0%	.0%	11.7%	.0%	9.9%
		.0%	6.6%	.0%	.0%	7.7%	.0%	.0%	.0%	.0%	7.7%	.0%	6.6%
		.0%	2.7%	.0%	.0%	3.1%	.0%	.0%	.0%	.0%	3.1%	.0%	2.7%
		.0%	7.2%	.0%	11.4%	6.9%	.0%	.0%	.0%	11.4%	6.9%	.0%	7.2%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Table Total													

Q. 9. What is the biggest reason that you would vote no, against it?	GENDER:		AGE GROUP:				HOUSEHOLD WITH CHILDREN:			Table Total
	Male	Female	18 to 44	45 to 64	65 and over	DK/NA	Yes	No	DK/NA	Col %
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
No guarantee the funds will be used on the library/Won't be spent properly	27.0%	24.7%	23.5%	21.1%	37.0%	.0%	22.3%	28.9%	.0%	26.1%
The library isn't used anymore/Do not use it	23.8%	15.8%	17.6%	23.7%	18.5%	.0%	26.1%	18.3%	.0%	20.8%
Taxes are too high/Do not want taxes to increase	18.6%	12.8%	.0%	21.1%	22.2%	.0%	3.6%	23.9%	.0%	16.4%
The money should come from other sources	4.3%	20.1%	17.6%	10.5%	3.7%	.0%	19.0%	5.7%	.0%	10.3%
The Rocklin library is better	8.0%	13.1%	11.8%	10.5%	7.4%	.0%	14.0%	7.9%	.0%	9.9%
Existing funds should be used/Use money from other parts of budget	6.3%	7.0%	11.8%	7.9%	.0%	.0%	7.5%	6.2%	.0%	6.6%
Amount is too high/Asking for too much/More than needed	4.3%	.0%	5.9%	2.6%	.0%	.0%	3.6%	.0%	100.0%	2.7%
Other	7.6%	6.4%	11.8%	2.6%	11.1%	.0%	3.9%	9.2%	.0%	7.2%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q. 9. What is the biggest reason that you would vote no, against it?	LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
				Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	
	Yes	No	DK/NA	Col %	Col %	Col %	Col %	Col %	
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
No guarantee the funds will be used on the library/Won't be spent properly	39.0%	17.7%	.0%	7.5%	25.2%	29.9%	24.9%	32.8%	26.1%
The library isn't used anymore/Do not use it	6.8%	29.9%	.0%	46.2%	8.5%	33.4%	21.8%	15.2%	20.8%
Taxes are too high/Do not want taxes to increase	12.9%	18.6%	.0%	18.4%	21.7%	7.1%	16.3%	16.7%	16.4%
The money should come from other sources	10.7%	10.1%	.0%	10.2%	14.5%	3.5%	9.2%	16.7%	10.3%
The Rocklin library is better	10.0%	9.9%	.0%	.0%	11.1%	13.4%	10.1%	9.2%	9.9%
Existing funds should be used/Use money from other parts of budget	3.6%	8.6%	.0%	.0%	9.6%	4.8%	7.8%	.0%	6.6%
Amount is too high/Asking for too much/More than needed	6.8%	.0%	.0%	10.2%	.0%	4.3%	1.5%	9.2%	2.7%
Other	10.3%	5.1%	.0%	7.5%	9.4%	3.5%	8.5%	.0%	7.2%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat Col %	República Col %	Unaffiliate d/other Col %	Not registered Col %	High propensity general election voters Col %	High propensity primary election voters Col %	
Q. 9. What is the biggest reason that you would vote no, against it?	No guarantee the funds will be used on the library/Won't be spent properly	25.2%	24.1%	27.0%	32.8%	15.6%	18.9%	26.1%
	The library isn't used anymore/Do not use it	17.4%	17.7%	39.3%	15.2%	11.0%	9.5%	20.8%
	Taxes are too high/Do not want taxes to increase	11.6%	23.2%	.0%	16.7%	10.2%	25.0%	16.4%
	The money should come from other sources	12.9%	8.0%	8.6%	16.7%	14.1%	10.5%	10.3%
	The Rocklin library is better	18.7%	7.8%	7.8%	9.2%	18.9%	.0%	9.9%
	Existing funds should be used/Use money from other parts of budget	7.1%	7.8%	8.6%	.0%	11.5%	28.4%	6.6%
	Amount is too high/Asking for too much/More than needed	.0%	2.5%	.0%	9.2%	2.8%	.0%	2.7%
	Other	7.1%	8.9%	8.6%	.0%	15.9%	7.8%	7.2%
	Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

LIBRARY SURVEY
Town of Loomis, California
11/16/2015 – 11/22/2015
N=250, +/- 6.19%
Adult Town Residents 18 or Older

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	Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...				Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?				OPINION DYNAMICS:				Table Total							
	Yes, for		No, against		DK/NA		Yes, for		No, against		DK/NA		Yes, for it in both in ballot simulations (Qs. 8 &19)		Switches to Yes, for it by end of survey		No, against it in both in ballot simulations (Qs. 8 &19)		Other	
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 10. If you learned that groceries and medicine would be exempt from the tax, would you be more or less likely to favor that form of funding for the library or would it make no difference in your view?	More likely	40.2%	23.4%	24.8%	41.3%	18.1%	14.7%	39.7%	51.3%	18.6%	12.5%	33.3%								
	Less likely	1.3%	2.3%	4.0%	1.7%	2.6%	.0%	1.3%	3.8%	2.7%	.0%	1.9%								
	No difference	57.2%	72.0%	61.8%	55.3%	78.1%	67.8%	57.6%	40.2%	77.5%	72.7%	62.4%								
	DK/NA	1.4%	2.3%	9.4%	1.8%	1.2%	17.5%	1.4%	4.6%	1.2%	14.8%	2.4%								
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%								

		GENDER:		AGE GROUP:						HOUSEHOLD WITH CHILDREN:			Table Total
				18 to 44		45 to 64		65 and over		DK/NA		Yes	
		Male Col %	Female Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 10. If you learned that groceries and medicine would be exempt from the tax, would you be more or less likely to favor that form of funding for the library or would it make no difference in your view?	More likely	27.3%	39.2%	38.3%	25.5%	39.6%	.0%	36.7%	31.1%	53.7%	33.3%		
	Less likely	1.5%	2.2%	.0%	2.0%	3.3%	.0%	.0%	3.0%	.0%	1.9%		
	No difference	67.9%	57.2%	60.0%	70.4%	54.9%	.0%	62.1%	63.5%	.0%	62.4%		
	DK/NA	3.3%	1.5%	1.7%	2.0%	2.2%	100.0%	1.3%	2.4%	46.3%	2.4%		
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

		LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
		Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Q. 10. If you learned that groceries and medicine would be exempt from the tax, would you be more or less likely to favor that form of funding for the library or would it make no difference in your view?		36.9%	29.2%	46.2%	28.0%	35.7%	31.2%	33.2%	33.9%	33.3%
More likely										
Less likely		1.3%	2.5%	.0%	3.9%	2.1%	.0%	1.9%	1.7%	1.9%
No difference		60.0%	66.0%	.0%	65.7%	59.3%	67.3%	63.4%	58.5%	62.4%
DK/NA		1.7%	2.3%	53.8%	2.4%	2.9%	1.5%	1.5%	5.9%	2.4%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:						PAST TURNOUT HISTORY:		PAST TURNOUT HISTORY:		Table Total			
		Democrat		Republican		Unaffiliated/other		Not registered		High propensity general election voters		High propensity primary election voters			
		Col %		Col %		Col %		Col %		Col %		Col %			
Q. 10. If you learned that groceries and medicine would be exempt from the tax, would you be more or less likely to favor that form of funding for the library or would it make no difference in your view?		22.6%		34.5%		45.3%		33.9%		28.4%		24.5%		33.3%	
		1.8%		2.7%		.0%		1.7%		3.8%		6.9%		1.9%	
		73.9%		62.0%		51.8%		58.5%		65.2%		62.0%		62.4%	
		1.7%		.8%		2.9%		5.9%		2.6%		6.6%		2.4%	
Table Total		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	

		Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...			Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?			OPINION DYNAMICS:				Table Total	
		Yes, for	No, against	DK/NA	Yes, for	No, against	DK/NA	Yes, for it in both in ballot simulations (Qs. 8 &19)	Switches to Yes, for it by end of survey	No, against it in both in ballot simulations (Qs. 8 &19)	Other		
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 11. If you learned that, by law, funds from it could only be used to support the operation of the library and could not be spent in any other way, would you be more or less likely to favor that form of funding for the library or would it make...	More likely	78.7%	33.2%	49.5%	77.0%	24.0%	67.8%	79.0%	64.4%	24.7%	57.5%	61.2%	
	Less likely	.6%	8.0%	8.8%	2.3%	7.6%	.0%	.6%	13.1%	7.8%	.0%	3.7%	
	No difference	18.9%	55.1%	41.7%	19.2%	64.2%	32.2%	18.7%	22.5%	63.1%	42.5%	32.8%	
	DK/NA	1.8%	3.7%	.0%	1.5%	4.2%	.0%	1.8%	.0%	4.3%	.0%	2.2%	
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		GENDER:		AGE GROUP:						HOUSEHOLD WITH CHILDREN:				Table Total
				18 to 44		45 to 64		65 and over		DK/NA		Yes		
		Male Col %	Female Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Q. 11. If you learned that, by law, funds from it could only be used to support the operation of the library and could not be spent in any other way, would you be more or less likely to favor that form of funding for the library or would it make...	More likely	55.0%	67.3%	63.3%	60.2%	61.5%	.0%	61.5%	61.2%	53.7%	61.2%	61.2%		
	Less likely	2.9%	4.5%	.0%	4.1%	6.6%	.0%	1.1%	5.3%	.0%	3.7%			
	No difference	40.3%	25.5%	35.0%	34.7%	27.5%	100.0%	36.1%	30.7%	46.3%	32.8%			
	DK/NA	1.8%	2.7%	1.7%	1.0%	4.4%	.0%	1.3%	2.9%	.0%	2.2%			
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

		LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
		Yes Col %	No Col %	DK/NA Col %	Less than one-half mile Col %	One-half mile to 1 mile Col %	More than 1 mile Col %	Registered voter Col %	Not registered to vote Col %	
Q. 11. If you learned that, by law, funds from it could only be used to support the operation of the library and could not be spent in any other way, would you be more or less likely to favor that form of funding for the library or would it make...	More likely	71.3%	50.7%	46.2%	69.7%	60.4%	56.6%	61.3%	61.0%	61.2%
	Less likely	3.1%	4.4%	.0%	.0%	4.6%	4.7%	3.7%	3.8%	3.7%
	No difference	22.7%	43.3%	53.8%	28.4%	33.6%	34.0%	32.2%	35.2%	32.8%
	DK/NA	2.9%	1.6%	.0%	1.9%	1.4%	4.7%	2.8%	.0%	2.2%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:						PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat Col %		Republica n Col %	Unaffiliat e d/other Col %	Not registered Col %	High propensity general election voters Col %	High propensity primary election voters Col %		
Q. 11. If you learned that, by law, funds from it could only be used to support the operation of the library and could not be spent in any other way, would you be more or less likely to favor that form of funding for the library or would it make...	More likely	68.0%	56.1%	65.0%	61.0%	54.2%	63.3%	61.2%		
	Less likely	6.2%	2.9%	2.2%	3.8%	5.1%	.0%	3.7%		
	No difference	22.9%	37.3%	32.8%	35.2%	38.5%	36.7%	32.8%		
	DK/NA	2.9%	3.8%	.0%	.0%	2.2%	.0%	2.2%		
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...				Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?				OPINION DYNAMICS:				Table Total									
		No, against		Yes, for		No, against		Yes, for it in both in ballot simulations (Qs. 8 &19)		Switches to Yes, for it by end of survey		No, against it in both in ballot simulations (Qs. 8 &19)									
Yes, for		Col %		Col %		Col %		Col %		Col %		Col %		Col %							
Q. 12. If you learned that, the Town Council would appoint a five member committee of citizens to oversee the spending of funds and an independent auditor to review the use of the funds on an annual basis, would you be more or less likely to favor that...	47.7%	19.4%		57.6%		50.1%		16.5%		26.2%		48.5%		59.9%		16.9%		22.2%		39.2%	
	7.1%	20.3%		9.7%		6.9%		19.3%		32.6%		6.7%		8.4%		18.4%		35.3%		11.7%	
	38.8%	57.7%		24.0%		36.2%		62.8%		32.2%		38.3%		23.2%		64.6%		27.3%		43.7%	
	6.4%	2.5%		8.8%		6.8%		1.4%		9.0%		6.5%		8.4%		.0%		15.2%		5.4%	
100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	
Table Total																					

		GENDER:		AGE GROUP:						HOUSEHOLD WITH CHILDREN:				Table Total
				18 to 44		45 to 64		65 and over		DK/NA		Yes		
		Male Col %	Female Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 12. If you learned that, the Town Council would appoint a five member committee of citizens to oversee the spending of funds and an independent auditor to review the use of the funds on an annual basis, would you be more or less likely to favor that...	35.3%	43.0%	46.7%	32.7%	41.8%	.0%	45.8%	35.9%	.0%					39.2%
	14.7%	8.8%	6.7%	13.3%	14.3%	.0%	11.6%	11.9%	.0%					11.7%
	45.8%	41.7%	45.0%	48.0%	36.3%	100.0%	41.3%	44.4%	100.0%					43.7%
	4.2%	6.5%	1.7%	6.1%	7.7%	.0%	1.3%	7.8%	.0%					5.4%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:				VOTING STATUS:		Table Total	
					Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote			
		Yes Col %	No Col %	DK/NA Col %	Col %	Col %	Col %	Col %	Col %			
Q. 12. If you learned that, the Town Council would appoint a five member committee of citizens to oversee the spending of funds and an independent auditor to review the use of the funds on an annual basis, would you be more or less likely to favor that...		More likely		47.0%	31.5%	.0%	37.3%	40.9%	33.1%	40.1%	35.7%	39.2%
		Less likely		10.1%	12.9%	46.2%	10.2%	11.2%	13.5%	10.1%	18.0%	11.7%
		No difference		36.1%	51.7%	53.8%	46.2%	41.1%	51.6%	43.6%	44.1%	43.7%
		DK/NA		6.8%	3.9%	.0%	6.3%	6.8%	1.8%	6.2%	2.1%	5.4%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	PARTISAN REGISTRATION:								PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
	Democrat	Republican	Unaffiliated/other	Not registered							
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %			
Q. 12. If you learned that, the Town Council would appoint a five member committee of citizens to oversee the spending of funds and an independent auditor to review the use of the funds on an annual basis, would you be more or less likely to favor that...	More likely	42.3%	38.9%	40.0%	35.7%	33.2%	44.9%	39.2%			
	Less likely	11.6%	7.5%	14.7%	18.0%	16.1%	13.1%	11.7%			
	No difference	41.4%	46.1%	40.5%	44.1%	48.5%	39.1%	43.7%			
	DK/NA	4.7%	7.5%	4.8%	2.1%	2.2%	2.8%	5.4%			
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

	Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...				Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?				OPINION DYNAMICS:				Table Total		
									Yes, for it in both ballot simulations (Qs. 8 &19)		Switches to Yes, for it by end of survey			No, against it in both ballot simulations (Qs. 8 &19)	
	Yes, for Col %	No, against Col %	DK/NA Col %		Yes, for Col %	No, against Col %	DK/NA Col %		Col %	Col %	Col %	Col %		Col %	Col %
Q. 13. Expand the operating hours, so the library is open more days and later in the evenings?	High	46.3%	26.0%	44.7%	45.4%	25.6%	41.6%	46.5%	38.2%	24.8%	42.9%	39.5%			
	Medium	35.1%	23.1%	19.0%	34.0%	22.3%	14.7%	34.5%	30.9%	21.5%	20.1%	29.7%			
	Low (or not a priority)	17.5%	47.5%	27.0%	19.0%	48.3%	33.8%	17.8%	27.0%	49.7%	28.7%	28.2%			
	DK/NA	1.2%	3.3%	9.3%	1.5%	3.8%	9.9%	1.2%	3.8%	3.9%	8.4%	2.6%			
	Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

	GENDER:		AGE GROUP:					HOUSEHOLD WITH CHILDREN:			Table Total
	Male	Female	18 to 44	45 to 64	65 and over	DK/NA	Yes	No	DK/NA		
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Q. 13. Expand the operating hours, so the library is open more days and later in the evenings?	High	31.4%	47.4%	36.7%	36.7%	46.2%	.0%	42.3%	38.4%	.0%	39.5%
	Medium	28.7%	30.7%	33.3%	32.7%	23.1%	.0%	28.5%	30.9%	.0%	29.7%
	Low (or not a priority)	37.1%	19.5%	28.3%	29.6%	25.3%	100.0%	27.4%	27.7%	100.0%	28.2%
	DK/NA	2.8%	2.4%	1.7%	1.0%	5.5%	.0%	1.9%	3.0%	.0%	2.6%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
		Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 13. Expand the operating hours, so the library is open more days and later in the evenings?	High	42.8%	35.8%	46.2%	41.7%	40.8%	37.1%	37.3%	48.1%	39.5%
	Medium	31.5%	28.3%	.0%	26.8%	32.9%	24.1%	30.4%	27.2%	29.7%
	Low (or not a priority)	24.3%	31.9%	53.8%	29.6%	23.7%	37.3%	29.5%	23.0%	28.2%
	DK/NA	1.3%	4.0%	.0%	1.9%	2.6%	1.5%	2.8%	1.7%	2.6%
	Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat	Republican	Unaffiliated/other	Not registered	High propensity general election voters	High propensity primary election voters	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 13. Expand the operating hours, so the library is open more days and later in the evenings?	High	38.9%	40.7%	26.3%	48.1%	40.3%	44.9%	39.5%
	Medium	39.0%	21.6%	40.5%	27.2%	31.3%	30.3%	29.7%
	Low (or not a priority)	20.1%	34.2%	31.0%	23.0%	23.4%	19.1%	28.2%
	DK/NA	2.0%	3.5%	2.2%	1.7%	5.0%	5.6%	2.6%
	Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...				Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?				OPINION DYNAMICS:				Table Total			
										Yes, for it in both ballot simulations (Qs. 8 & 19)		Switches to Yes, for it by end of survey		No, against it in both ballot simulations (Qs. 8 & 19)			
		Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for Col %	No, against Col %	DK/NA Col %	Yes, for Col %
Q. 14. Ensure there is adequate staffing to help students, senior citizens and others who rely on the services that the library provides?	High	73.1%	36.9%	68.5%	74.0%	30.8%	57.9%	79.3%	30.2%	56.7%	60.8%						
	Medium	24.5%	37.7%	17.4%	23.8%	40.2%	15.9%	20.7%	39.9%	21.1%	28.2%						
	Low (or not a priority)	1.9%	22.1%	8.8%	1.7%	25.2%	16.3%	.0%	25.9%	13.8%	9.1%						
	DK/NA	.6%	3.3%	5.3%	.5%	3.8%	9.9%	.0%	3.9%	8.4%	1.9%						
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						

		GENDER:		AGE GROUP:						HOUSEHOLD WITH CHILDREN:				Table Total
				18 to 44		45 to 64		65 and over		DK/NA		Yes		
		Male Col %	Female Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
Q. 14. Ensure there is adequate staffing to help students, senior citizens and others who rely on the services that the library provides?	High	50.8%	70.4%	58.3%	63.3%	60.4%	.0%	58.8%	62.8%	.0%				60.8%
	Medium	33.0%	23.5%	31.7%	26.5%	26.4%	100.0%	31.8%	25.8%	46.3%				28.2%
	Low (or not a priority)	14.6%	3.8%	8.3%	9.2%	9.9%	.0%	9.4%	8.4%	53.7%				9.1%
	DK/NA	1.5%	2.3%	1.7%	1.0%	3.3%	.0%	.0%	3.0%	.0%				1.9%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%				100.0%

		LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
		Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	
Q. 14. Ensure there is adequate staffing to help students, senior citizens and others who rely on the services that the library provides?	Col %				Col %	Col %	Col %	Col %	Col %	Col %
	71.1%	49.9%	46.2%	55.0%	64.0%	58.4%	59.2%	67.1%	60.8%	
	21.1%	35.5%	53.8%	25.6%	28.1%	30.1%	29.6%	22.4%	28.2%	
	5.7%	12.9%	.0%	16.9%	6.7%	10.1%	8.8%	10.5%	9.1%	
	2.1%	1.7%	.0%	2.4%	1.2%	1.5%	2.4%	.0%	1.9%	
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat	República	Unaffiliated/other	Not registered			
Q. 14. Ensure there is adequate staffing to help students, senior citizens and others who rely on the services that the library provides?		Col %	Col %	Col %	Col %	Col %	Col %	Col %
	High	69.9%	56.8%	49.6%	67.1%	59.8%	63.6%	60.8%
	Medium	25.2%	25.8%	46.1%	22.4%	29.9%	26.4%	28.2%
	Low (or not a priority)	1.5%	15.5%	2.2%	10.5%	6.6%	7.2%	9.1%
	DK/NA	3.5%	1.9%	2.2%	.0%	3.7%	2.8%	1.9%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q. 15. Continue to offer enrichment programs and seminars on special topics?	High Medium Low (or not a priority) DK/NA	Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...										Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?										Table Total	
		Yes, for		No, against		DK/NA		Yes, for		No, against		DK/NA		Yes, for it in both in ballot simulations (Qs. 8 &19)		Switches to Yes, for it by end of survey		No, against it in both in ballot simulations (Qs. 8 &19)		Other			
		Col %		Col %		Col %		Col %		Col %		Col %		Col %		Col %		Col %		Col %			
		39.8%		9.1%		35.9%		39.6%		9.0%		9.9%		40.5%		33.6%		7.8%		16.0%			29.3%
		42.8%		28.8%		42.6%		43.4%		25.5%		42.8%		43.0%		45.7%		26.3%		36.3%			38.2%
Table Total		14.8%		53.6%		12.8%		14.7%		55.8%		32.6%		14.5%		16.0%		57.4%		27.7%		27.4%	
		2.5%		8.5%		8.8%		2.3%		9.7%		14.7%		2.0%		4.6%		8.5%		20.1%		5.1%	
		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	

GENDER:		AGE GROUP:						HOUSEHOLD WITH CHILDREN:				Table Total		
		18 to 44		45 to 64		65 and over		DK/NA		Yes			No	
Male		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
24.7%		33.8%	38.3%	22.4%	30.8%	.0%	32.4%	27.9%	.0%					29.3%
38.6%		37.8%	35.0%	42.9%	34.1%	100.0%	40.1%	36.9%	46.3%					38.2%
31.1%		23.8%	23.3%	29.6%	28.6%	.0%	23.8%	29.2%	53.7%					27.4%
5.6%		4.6%	3.3%	5.1%	6.6%	.0%	3.6%	6.0%	.0%					5.1%
100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%					100.0%
Q. 15. Continue to offer enrichment programs and seminars on special topics?		High												
		Medium												
		Low (or not a priority)												
		DK/NA												
Table Total														

LIBRARY CARD HOLDER:				DISTANCE FROM LIBRARY:				VOTING STATUS:		Table Total
Yes		No		DK/NA		Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote
Col %		Col %		Col %		Col %	Col %	Col %	Col %	Col %
Q. 15. Continue to offer enrichment programs and seminars on special topics?	High	31.9%	27.1%	.0%		26.5%	30.5%	28.1%	27.6%	36.3%
	Medium	40.5%	34.8%	100.0%		43.4%	38.5%	34.4%	37.6%	40.7%
	Low (or not a priority)	24.5%	31.0%	.0%		23.2%	24.9%	36.1%	29.6%	18.8%
	DK/NA	3.2%	7.1%	.0%		6.9%	6.2%	1.5%	5.3%	4.2%
	Table Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
						High propensity general election voters	High propensity primary election voters	
		Democrat	República	Unaffiliated/other	Not registered			
Q. 15. Continue to offer enrichment programs and seminars on special topics?		Col %	Col %	Col %	Col %	Col %	Col %	
		34.7%	18.3%	41.1%	36.3%	27.0%	26.0%	29.3%
		39.0%	38.8%	32.3%	40.7%	34.2%	40.4%	38.2%
		24.7%	34.3%	24.5%	18.8%	32.4%	20.7%	27.4%
		1.5%	8.6%	2.2%	4.2%	6.4%	12.9%	5.1%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...				Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?				OPINION DYNAMICS:				Table Total			
		No, against		DK/NA		Yes, for		No, against		Switches to Yes, for it by end of survey		No, against it in both ballot simulations (Qs. 8 & 19)			
Yes, for		Col %		Col %		Col %		Col %		Col %		Col %		Col %	
64.3%		45.4%		55.4%		66.3%		37.8%		64.9%		75.5%		37.5%	
30.7%		21.5%		17.6%		27.5%		24.5%		30.6%		7.6%		25.2%	
4.4%		28.5%		27.0%		5.7%		32.5%		3.9%		16.9%		31.9%	
.6%		4.6%		.0%		.5%		5.2%		.6%		.0%		5.4%	
100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	
Q. 16. Be able to offer Internet access for people who cannot get it at home or afford the service?															
High															
Medium															
Low (or not a priority)															
DK/NA															
Table Total															

Q. 16. Be able to offer Internet access for people who cannot get it at home or afford the service?				Table Total
High	64.3%	45.4%	55.4%	49.9%
Medium	30.7%	21.5%	17.6%	25.3%
Low (or not a priority)	4.4%	28.5%	27.0%	24.9%
DK/NA	.6%	4.6%	.0%	.0%
Table Total	100.0%	100.0%	100.0%	100.0%

		GENDER:		AGE GROUP:					HOUSEHOLD WITH CHILDREN:			Table Total
		Male	Female	18 to 44	45 to 64	65 and over	DK/NA	Yes	No	DK/NA		
Q. 16. Be able to offer Internet access for people who cannot get it at home or afford the service?	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
	51.1%	63.3%	66.7%	59.2%	47.3%	.0%	60.0%	56.5%	.0%	57.3%		
	24.8%	28.2%	26.7%	23.5%	30.8%	.0%	29.4%	24.5%	53.7%	26.5%		
	21.0%	7.8%	6.7%	15.3%	18.7%	100.0%	9.4%	16.7%	46.3%	14.3%		
	3.1%	.7%	.0%	2.0%	3.3%	.0%	1.1%	2.3%	.0%	1.9%		
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

		LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
			No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	
Q. 16. Be able to offer Internet access for people who cannot get it at home or afford the service?	Yes	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
		62.9%	52.2%	.0%	48.7%	59.8%	55.0%	57.7%	55.6%	57.3%
		26.0%	26.7%	46.2%	33.2%	25.4%	25.3%	26.1%	28.1%	26.5%
		10.4%	17.9%	53.8%	13.8%	14.2%	16.5%	14.3%	14.2%	14.3%
		.7%	3.2%	.0%	4.3%	.6%	3.3%	1.8%	2.1%	1.9%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:						PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat Col %	Republica n Col %	Unaffiliate d/other Col %	Not registered Col %	High propensity general election voters Col %	High propensity primary election voters Col %			
Q. 16. Be able to offer Internet access for people who cannot get it at home or afford the service?	High	60.8%	53.1%	65.2%	55.6%	57.0%	53.6%	57.3%		
	Medium	28.7%	26.0%	22.7%	28.1%	32.9%	36.7%	26.5%		
	Low (or not a priority)	10.5%	17.3%	12.0%	14.2%	9.0%	6.9%	14.3%		
	DK/NA	.0%	3.5%	.0%	2.1%	1.1%	2.8%	1.9%		
	Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

LIBRARY SURVEY
Town of Loomis, California
11/16/2015 – 11/22/2015
N=250, +/- 6.19%
Adult Town Residents 18 or Older

www.FallonResearch.com

			Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...			Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?			OPINION DYNAMICS:					Table Total	
			Yes, for	No, against	DK/NA	Yes, for	No, against	DK/NA	Yes, for it in both in ballot simulations (Qs. 8 &19)	Switches to Yes, for it by end of survey	No, against it in both in ballot simulations (Qs. 8 &19)	Other			
Q. 17. Provide services and programs for children and teens, who could not easily get to other libraries in the county?			Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %		
			83.1%	44.2%	81.8%	83.2%	40.5%	67.8%	83.4%	82.3%	38.8%	72.7%	70.2%		
			15.7%	27.6%	13.6%	15.1%	28.8%	23.7%	15.4%	13.1%	29.7%	20.1%	19.5%		
			.6%	28.2%	4.6%	1.1%	30.7%	8.5%	.6%	4.6%	31.6%	7.2%	10.0%		
			.6%	.0%	.0%	.5%	.0%	.0%	.6%	.0%	.0%	.0%	.3%		
Table Total			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			

		GENDER:		AGE GROUP:					HOUSEHOLD WITH CHILDREN:				Table Total
				18 to 44		45 to 64		65 and over	DK/NA		Yes		
Male		Female		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 17. Provide services and programs for children and teens, who could not easily get to other libraries in the county?	61.6%	78.5%	76.7%	66.3%	70.3%	.0%	75.5%	68.0%	.0%	70.2%			
	23.7%	15.4%	15.0%	22.4%	19.8%	.0%	17.3%	21.0%	.0%	19.5%			
	14.7%	5.5%	8.3%	11.2%	8.8%	100.0%	7.2%	10.5%	100.0%	10.0%			
	.0%	.7%	.0%	.0%	1.1%	.0%	.0%	.5%	.0%	.3%			
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			
Table Total													

		LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
		Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 17. Provide services and programs for children and teens, who could not easily get to other libraries in the county?	High	78.2%	61.9%	46.2%	67.5%	72.0%	64.3%	69.6%	72.3%	70.2%
	Medium	14.6%	25.0%	.0%	21.3%	16.8%	26.9%	21.0%	13.4%	19.5%
	Low (or not a priority)	7.2%	12.4%	53.8%	9.3%	11.2%	8.8%	9.0%	14.2%	10.0%
	DK/NA	.0%	.7%	.0%	1.9%	.0%	.0%	.4%	.0%	.3%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

LIBRARY SURVEY
Town of Loomis, California
11/16/2015 – 11/22/2015
N=250, +/- 6.19%
Adult Town Residents 18 or Older

www.FallonResearch.com

		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat	Republican	Unaffiliated/other	Not registered	High propensity general election voters	High propensity primary election voters	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 17. Provide services and programs for children and teens, who could not easily get to other libraries in the county?		82.3%	65.0%	63.2%	72.3%	72.8%	72.4%	70.2%
High		14.6%	22.3%	27.0%	13.4%	19.1%	20.7%	19.5%
Medium		3.2%	12.7%	7.7%	14.2%	8.1%	6.9%	10.0%
Low (or not a priority)		.0%	.0%	2.2%	.0%	.0%	.0%	.3%
DK/NA		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Table Total								

		Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...				Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?				OPINION DYNAMICS:						Table Total			
		Yes, for Col %		No, against Col %		DK/NA Col %		Yes, for Col %		No, against Col %		Yes, for it in both ballot simulations (Qs. 8 &19) Col %		Switches to Yes, for it by end of survey Col %		No, against it in both ballot simulations (Qs. 8 &19) Col %		Other Col %	
Q. 18. Allow the library to continue to have enough funding to operate, so it does not have to be closed?		95.3%	35.4%	76.7%	DK/NA	93.4%	29.1%	76.3%	DK/NA	95.8%	77.6%	28.4%	72.3%	74.0%					
		4.7%	32.2%	18.5%		6.6%	34.0%	14.7%		4.2%	22.4%	33.5%	20.1%	14.9%					
		.0%	28.9%	.0%		.0%	32.9%	.0%		.0%	.0%	33.8%	.0%	9.5%					
		.0%	3.6%	4.8%		.0%	4.1%	9.0%		.0%	.0%	4.2%	7.6%	1.6%					
		100.0%	100.0%	100.0%		100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%					
Table Total																			

		GENDER:		AGE GROUP:					HOUSEHOLD WITH CHILDREN:			Table Total
				18 to 44		45 to 64		65 and over		DK/NA		
		Male Col %	Female Col %	Col %	Col %	Col %	Col %	Col %	Col %	Yes Col %	No Col %	
Q. 18. Allow the library to continue to have enough funding to operate, so it does not have to be closed?	High	63.7%	84.0%	78.3%	69.4%	75.8%	100.0%	74.3%	74.2%	46.3%	74.0%	
	Medium	20.2%	9.8%	15.0%	16.3%	13.2%	.0%	17.7%	13.5%	.0%	14.9%	
	Low (or not a priority)	13.8%	5.3%	6.7%	11.2%	9.9%	.0%	8.0%	9.8%	53.7%	9.5%	
	DK/NA	2.4%	.8%	.0%	3.1%	1.1%	.0%	.0%	2.6%	.0%	1.6%	
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

	LIBRARY CARD HOLDER:		DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total
			Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	
	Yes	No	Col %	Col %	Col %	Col %	Col %	Col %
Q. 18. Allow the library to continue to have enough funding to operate, so it does not have to be closed?	86.6%	60.1%	100.0%	71.8%	79.2%	73.6%	75.4%	74.0%
	7.6%	23.0%	.0%	12.2%	13.2%	15.6%	12.1%	14.9%
	5.8%	13.6%	.0%	13.6%	6.9%	9.8%	8.4%	9.5%
	.0%	3.3%	.0%	2.4%	.7%	.9%	4.2%	1.6%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
					High propensity general voters	High propensity primary election voters	High propensity primary election voters	
	Democrat	Republican	Unaffiliated/other	Not registered	Col %	Col %	Col %	
Q. 18. Allow the library to continue to have enough funding to operate, so it does not have to be closed?	85.4%	68.9%	68.7%	75.4%	70.0%	88.1%	74.0%	
	8.4%	16.6%	23.6%	12.1%	14.9%	2.8%	14.9%	
	6.2%	12.6%	7.7%	8.4%	12.7%	6.3%	9.5%	
	.0%	1.9%	.0%	4.2%	2.4%	2.8%	1.6%	
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Q. 8. Supposing that today were Election Day, and you were voting, would you vote for or against a tax on sales transactions of one-quarter of one percent for 10 years that would go to the General Fund of the Town, with the majority of the revenue...		Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?				OPINION DYNAMICS:				Table Total							
		No, against		DK/NA		Yes, for		No, against		DK/NA		Yes, for it in both ballot simulations (Qs. 8 & 19)		Switches to Yes, for it by end of survey		No, against it in both ballot simulations (Qs. 8 & 19)		Other	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?		Yes, for	98.2%		11.1%		61.9%		100.0%		.0%		100.0%		100.0%		.0%		66.4%
		No, against	.0%		85.3%		9.7%		.0%		100.0%		.0%		.0%		100.0%		28.9%
		DK/NA	1.8%		3.6%		28.4%		.0%		.0%		100.0%		.0%		.0%		84.8%
Table Total			100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%

		GENDER:		AGE GROUP:						HOUSEHOLD WITH CHILDREN:				Table Total					
						18 to 44		45 to 64		65 and over		DK/NA			Yes		No		
Male		Female		Col %		Col %		Col %		Col %		Col %		Col %		Col %			
Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?	Yes, for	57.3%		75.3%		71.7%		62.2%		68.1%		.0%		69.4%		65.6%		.0%	66.4%
	No, against	37.3%		20.8%		26.7%		32.7%		26.4%		.0%		28.5%		28.8%		53.7%	28.9%
	DK/NA	5.4%		3.9%		1.7%		5.1%		5.5%		100.0%		2.1%		5.6%		46.3%	4.7%
Table Total		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	100.0%

		LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		Table Total		
		Yes Col %	No Col %	DK/NA Col %	Less than one-half mile Col %	One-half mile to 1 mile Col %	More than 1 mile Col %	Registered voter Col %	Not registered to vote Col %			
Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?		Yes, for		78.0%	54.3%	46.2%	67.1%	68.0%	62.2%	65.7%	69.3%	66.4%
		No, against		18.9%	40.1%	.0%	23.9%	28.9%	36.1%	29.9%	24.9%	28.9%
		DK/NA		3.1%	5.6%	53.8%	9.1%	3.1%	1.8%	4.3%	5.9%	4.7%
		Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		PARTISAN REGISTRATION:					PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
				República	Unaffiliated/other	Not registered	High propensity general election voters	High propensity primary election voters	
		Democrat Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Q. 19. Once again, supposing that today were Election Day, and you were voting, would you vote yes, for the tax, or no, against it?	Yes, for	69.5%	61.5%	71.1%	69.3%	54.5%	67.1%	66.4%	
	No, against	20.6%	36.6%	26.3%	24.9%	42.7%	29.4%	28.9%	
	DK/NA	9.9%	1.9%	2.6%	5.9%	2.8%	3.4%	4.7%	
	Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

OPINION DYNAMICS:	GENDER:		AGE GROUP:				HOUSEHOLD WITH CHILDREN:				Table Total
	Male Col %	Female Col %	18 to 44 Col %	45 to 64 Col %	65 and over Col %	DK/NA Col %	Yes Col %	No Col %	DK/NA Col %		Col %
Yes, for it in both ballot simulations (Qs. 8 & 19)	47.3%	67.4%	61.7%	52.0%	61.5%	.0%	57.6%	58.2%	.0%		57.4%
Switches to Yes, for it by end of survey	10.0%	7.9%	10.0%	10.2%	6.6%	.0%	11.9%	7.4%	.0%		9.0%
No, against it in both ballot simulations (Qs. 8 & 19)	35.6%	20.8%	26.7%	30.6%	26.4%	.0%	28.5%	27.5%	53.7%		28.1%
Other	7.1%	3.9%	1.7%	7.1%	5.5%	100.0%	2.1%	6.9%	46.3%		5.5%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%

OPINION DYNAMICS:	LIBRARY CARD HOLDER:				DISTANCE FROM LIBRARY:			VOTING STATUS:			Table Total
	Yes Col %	No Col %	DK/NA Col %		Less than one-half mile Col %	One-half mile to 1 mile Col %	More than 1 mile Col %	Registered voter Col %	Not registered to vote Col %		Col %
Yes, for it in both ballot simulations (Qs. 8 & 19)	66.1%	48.3%	46.2%		64.4%	57.5%	53.0%	57.7%	56.5%		57.4%
Switches to Yes, for it by end of survey	11.8%	6.1%	.0%		2.6%	10.5%	9.1%	8.0%	12.8%		9.0%
No, against it in both ballot simulations (Qs. 8 & 19)	18.1%	39.2%	.0%		23.9%	27.4%	36.1%	29.4%	22.8%		28.1%
Other	3.9%	6.4%	53.8%		9.1%	4.6%	1.8%	4.9%	7.9%		5.5%
Table Total	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%		100.0%

		PARTISAN REGISTRATION:						PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Democrat		República	Unaffiliated/other	Not registered				
		Col %		Col %	Col %	Col %	Col %	Col %		
OPINION DYNAMICS:	Yes, for it in both ballot simulations (Qs. 8 & 19)	66.2%		50.6%		63.6%		56.5%	63.7%	57.4%
	Switches to Yes, for it by end of survey	3.3%		11.0%		7.4%		12.8%	3.4%	9.0%
	No, against it in both ballot simulations (Qs. 8 & 19)	20.6%		35.6%		26.3%		22.8%	29.4%	28.1%
	Other	9.9%		2.9%		2.6%		7.9%	3.4%	5.5%
Table Total		100.0%		100.0%		100.0%		100.0%	100.0%	100.0%

		AGE GROUP:						HOUSEHOLD WITH CHILDREN:						LIBRARY CARD HOLDER:						Table Total				
		18 to 44		45 to 64		65 and over		DK/NA		Yes		No		DK/NA		Yes		No						
		Col %		Col %		Col %		Col %		Col %		Col %		Col %		Col %		Col %						
GENDER:	Male	55.0%		49.0%		44.0%		100.0%		54.2%		45.7%		100.0%		36.0%		63.5%		DK/NA		Col %		Col %
	Female	45.0%		51.0%		56.0%		.0%		45.8%		54.3%		.0%		64.0%		36.5%					49.3%	
	Table Total	100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%					50.7%	100.0%

		DISTANCE FROM LIBRARY:		VOTING STATUS:		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total	
		Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	Democrat	Republica n	Unaffiliate d/other	Not registered	High propensity general election voters	High propensity primary election voters	
GENDER:	Male	51.8%	46.3%	52.8%	49.1%	49.9%	34.3%	51.4%	65.1%	49.9%	43.1%	45.4%	49.3%
	Female	48.2%	53.7%	47.2%	50.9%	50.1%	65.7%	48.6%	34.9%	50.1%	56.9%	54.6%	50.7%
	Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		GENDER:		HOUSEHOLD WITH CHILDREN:				LIBRARY CARD HOLDER:				Table Total
		Male Col %	Female Col %	Yes	No	DK/NA	Yes	No	DK/NA			
				Col %	Col %	Col %	Col %	Col %	Col %	Col %		
AGE GROUP:	18 to 44	30.9%	24.5%	57.7%	9.6%	53.7%	31.4%	24.1%	.0%	.0%	27.6%	
	45 to 64	40.6%	41.1%	33.0%	46.1%	.0%	41.4%	41.0%	.0%	40.9%		
	65 and over	27.7%	34.4%	9.3%	44.3%	.0%	27.2%	35.0%	46.2%	31.1%		
	DK/NA	.8%	.0%	.0%	.0%	46.3%	.0%	.0%	53.8%	.4%		
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

		DISTANCE FROM LIBRARY:		VOTING STATUS:		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total	
						Democrat	Republica n	Unaffiliate d/other	Not registered				
AGE GROUP:	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	Col %	Col %	Col %	Col %	High propensity general election voters	High propensity primary election voters		
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	
	18 to 44	36.7%	25.3%	21.7%	24.8%	39.1%	13.9%	23.6%	43.7%	39.1%	29.6%	19.0%	27.6%
	45 to 64	38.0%	38.4%	51.9%	42.3%	35.4%	43.2%	43.8%	36.9%	35.4%	42.9%	58.5%	40.9%
	65 and over	25.3%	35.7%	26.4%	32.5%	25.6%	41.2%	32.5%	19.4%	25.6%	27.5%	22.5%	31.1%
DK/NA		.0%	.7%	.5%	.0%	1.7%	.0%	.0%	.0%	.0%	.0%	.4%	
	Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

		GENDER:		AGE GROUP:					LIBRARY CARD HOLDER:				Table Total		
				18 to 44		45 to 64		65 and over		DK/NA		Yes		No	
Male		Female		Col %		Col %		Col %		Col %		Col %		Col %	
40.4%		33.2%		76.7%		29.6%		11.0%		.0%		41.4%		32.2%	
57.9%		66.8%		21.7%		70.4%		89.0%		.0%		57.7%		67.8%	
1.7%		.0%		1.7%		.0%		.0%		100.0%		.9%		.0%	
100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	
HOUSEHOLD WITH CHILDREN:		Yes		33.2%		76.7%		11.0%		.0%		41.4%		32.2%	
		No		57.9%		21.7%		89.0%		.0%		57.7%		67.8%	
DK/NA		1.7%		.0%		1.7%		.0%		100.0%		.9%		.0%	
Table Total		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	

HOUSEHOLD WITH CHILDREN:	DISTANCE FROM LIBRARY:		VOTING STATUS:		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	Democrat	Republican	Unaffiliated/other	High propensity general election voters	High propensity primary election voters	
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Yes	47.2%	34.2%	35.0%	34.4%	46.0%	25.0%	35.6%	44.9%	30.7%	28.3%	36.7%
No	50.2%	65.1%	65.0%	65.1%	51.7%	73.3%	64.4%	55.1%	69.3%	71.7%	62.4%
DK/NA	2.6%	.7%	.0%	.5%	2.3%	1.7%	.0%	.0%	.0%	.0%	.9%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

LIBRARY CARD HOLDER:	GENDER:		AGE GROUP:				HOUSEHOLD WITH CHILDREN:				Table Total
	Male	Female	18 to 44	45 to 64	65 and over		Yes	No	DK/NA		
	Col %	Col %	Col %	Col %	Col %		Col %	Col %	Col %	Col %	Col %
Yes	37.6%	64.8%	58.3%	52.0%	45.1%	.0%	58.0%	47.5%	53.7%	51.4%	
No	61.6%	34.5%	41.7%	48.0%	53.8%	.0%	42.0%	52.0%	.0%	47.9%	
DK/NA	.8%	.7%	.0%	.0%	1.1%	100.0%	.0%	.5%	46.3%	.7%	
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

LIBRARY CARD HOLDER:	DISTANCE FROM LIBRARY:		VOTING STATUS:		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	Democrat	Republican	Unaffiliated/other	High propensity general election voters	High propensity primary election voters	
	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Yes	54.0%	50.1%	50.6%	52.7%	46.2%	51.1%	50.0%	61.9%	46.0%	47.4%	51.4%
No	46.0%	48.6%	49.4%	46.4%	53.8%	47.2%	49.1%	38.1%	52.9%	52.6%	47.9%
DK/NA	.0%	1.3%	.0%	.9%	.0%	1.7%	.8%	.0%	1.1%	.0%	.7%
Table Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

			GENDER:		AGE GROUP:				HOUSEHOLD WITH CHILDREN:			Table Total
			Male	Female	18 to 44	45 to 64	65 and over	DK/NA	Yes	No	DK/NA	
DISTANCE FROM LIBRARY:			Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
			19.1%	17.0%	25.0%	16.5%	14.4%	.0%	23.2%	14.5%	53.7%	18.0%
			55.0%	60.9%	55.4%	53.6%	65.6%	100.0%	54.0%	60.6%	46.3%	58.0%
Table Total			25.9%	22.1%	19.6%	29.9%	20.0%	.0%	22.8%	24.9%	.0%	23.9%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

			LIBRARY CARD HOLDER:		VOTING STATUS:		PARTISAN REGISTRATION:				PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
			Yes	No	DK/NA	Registered voter	Not registered to vote	Democrat	Republican	Unaffiliated/other	Not registered	High propensity general election voters	High propensity primary election voters
DISTANCE FROM LIBRARY:			Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
			19.1%	17.2%	.0%	17.3%	20.9%	12.2%	18.9%	20.5%	20.9%	19.9%	18.6%
			57.1%	58.3%	100.0%	57.0%	61.9%	64.5%	58.5%	42.2%	61.9%	53.4%	56.7%
Table Total			23.8%	24.5%	.0%	25.7%	17.1%	23.2%	22.6%	37.3%	17.1%	26.7%	24.6%
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		GENDER:		AGE GROUP:					HOUSEHOLD WITH CHILDREN:			Table Total	
				18 to 44			45 to 64		65 and over	DK/NA	Yes		No
		Male	Female	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %		Col %
VOTING STATUS:		Registered voter		79.7%	80.2%	71.7%	82.7%	83.5%	100.0%	74.9%	83.4%	46.3%	80.0%
		Not registered to vote		20.3%	19.8%	28.3%	17.3%	16.5%	.0%	25.1%	16.6%	53.7%	20.0%
		Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:				PARTISAN REGISTRATION:					PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
		Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Democrat	Republican	Unaffiliated/other	Not registered	Col %	Col %	Col %	Col %	Col %
VOTING STATUS:		Registered voter	82.0%	77.5%	100.0%	76.1%	78.0%	85.3%	100.0%	100.0%	100.0%	Col %	Col %	Col %	100.0%	80.0%
		Not registered to vote	18.0%	22.5%	.0%	23.9%	22.0%	14.7%	.0%	.0%	.0%	100.0%	Col %	Col %	Col %	.0%
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

LIBRARY SURVEY
Town of Loomis, California
11/16/2015 – 11/22/2015
N=250, +/- 6.19%
Adult Town Residents 18 or Older

www.FallonResearch.com

		GENDER:		AGE GROUP:					HOUSEHOLD WITH CHILDREN:				Table Total	
				18 to 44		45 to 64		65 and over		DK/NA		Yes		No
		Male	Female	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
PARTISAN REGISTRATION:	Democrat	16.1%	30.1%	11.7%	24.5%	30.8%	100.0%	15.8%	27.2%	46.3%	23.2%			
	Republican	42.7%	39.2%	35.0%	43.9%	42.9%	.0%	39.7%	42.2%	.0%	40.9%			
	Unaffiliated/other	20.9%	10.9%	25.0%	14.3%	9.9%	.0%	19.4%	14.0%	.0%	15.8%			
	Not registered	20.3%	19.8%	28.3%	17.3%	16.5%	.0%	25.1%	16.6%	53.7%	20.0%			
Table Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			

PARTISAN REGISTRATION:	LIBRARY CARD HOLDER:			DISTANCE FROM LIBRARY:			VOTING STATUS:		PAST TURNOUT HISTORY:	PAST TURNOUT HISTORY:	Table Total
	Yes	No	DK/NA	Less than one-half mile	One-half mile to 1 mile	More than 1 mile	Registered voter	Not registered to vote	High propensity general election voters	High propensity primary election voters	
Democrat	Col % 23.1%	Col % 22.9%	Col % 53.8%	Col % 15.8%	Col % 26.0%	Col % 22.7%	Col % 29.0%	Col % .0%	Col % 29.5%	Col % 33.1%	Col % 23.2%
Republican	Col % 39.8%	Col % 42.0%	Col % 46.2%	Col % 42.3%	Col % 40.6%	Col % 38.0%	Col % 51.2%	Col % .0%	Col % 52.8%	Col % 56.2%	Col % 40.9%
Unaffiliated/other	Col % 19.1%	Col % 12.6%	Col % .0%	Col % 18.0%	Col % 11.5%	Col % 24.6%	Col % 19.8%	Col % .0%	Col % 17.7%	Col % 10.7%	Col % 15.8%
Not registered	Col % 18.0%	Col % 22.5%	Col % .0%	Col % 23.9%	Col % 22.0%	Col % 14.7%	Col % .0%	Col % 100.0%	Col % .0%	Col % .0%	Col % 20.0%
Table Total	Col % 100.0%	Col % 100.0%	Col % 100.0%	Col % 100.0%	Col % 100.0%	Col % 100.0%	Col % 100.0%	Col % 100.0%	Col % 100.0%	Col % 100.0%	Col % 100.0%