

## Post Election Poll For Measure J

Poll would be conducted **only** if Measure J fails on November 2.

Poll needs to be done the first weekend following the election – November 6 & 7

Poll must be prepared in advance – \$2,500 for planning and preparation if RTC cancels and poll is not conducted

Sample size of 600 voters (120 each supervisorial district) – cost between \$15,000 - \$18,000

Smaller sample of 400 voters – cost between \$12,000 - \$15,000

Need to decide:

- weighted or random sample
- number of questions
- sample size

Potential questions could include:

- Ask if they voted on Measure J
- How did you vote
- Ask open-ended “why you voted the way you did” question
- Give a half dozen reasons (main ones) and how important these reasons were in your decision to vote the way you did
- Was some other reason more important in your decision and what was it
- Ask the people who voted yes, some no reasons and how important in decision...
- Ask the people who voted no, some yes reasons and how important in decision...
- Ask the people who voted no, an open ended question like: “what other reasons, had you heard them, might have made you vote for the measure”
- Demographic info

Poll would take between 8-11 minutes depending on the variables.