# City of Visalia Finance Measure Survey

**Survey Conducted November 13-18, 2015**

*Fairbank, Maslin, Maullin, Metz & Associates – FM3*

PUBLIC OPINION RESEARCH & STRATEGY

220-4169

# Key Findings

➢ Two thirds of voters perceive that the City is headed in the right direction.

➢ Slightly more than two-thirds think the City has a great or some need for additional funds.

➢ There appears to be support for the ½-cent sales tax measure above the 50% +1 vote threshold, which increases after education.

➢ Even after critical statements about ½-cent sales tax measure are presented support remains above the vote threshold.

# Key Findings; continued

➢ The 6% UUT measure does not appear viable at this time.

➢ A sunset clause of 20 or 12 years does not appear to improve the chances of either measure passing.

➢ Maintaining 911 emergency and fire response and increasing gang prevention programs are considered to be among the most important features of the measure.
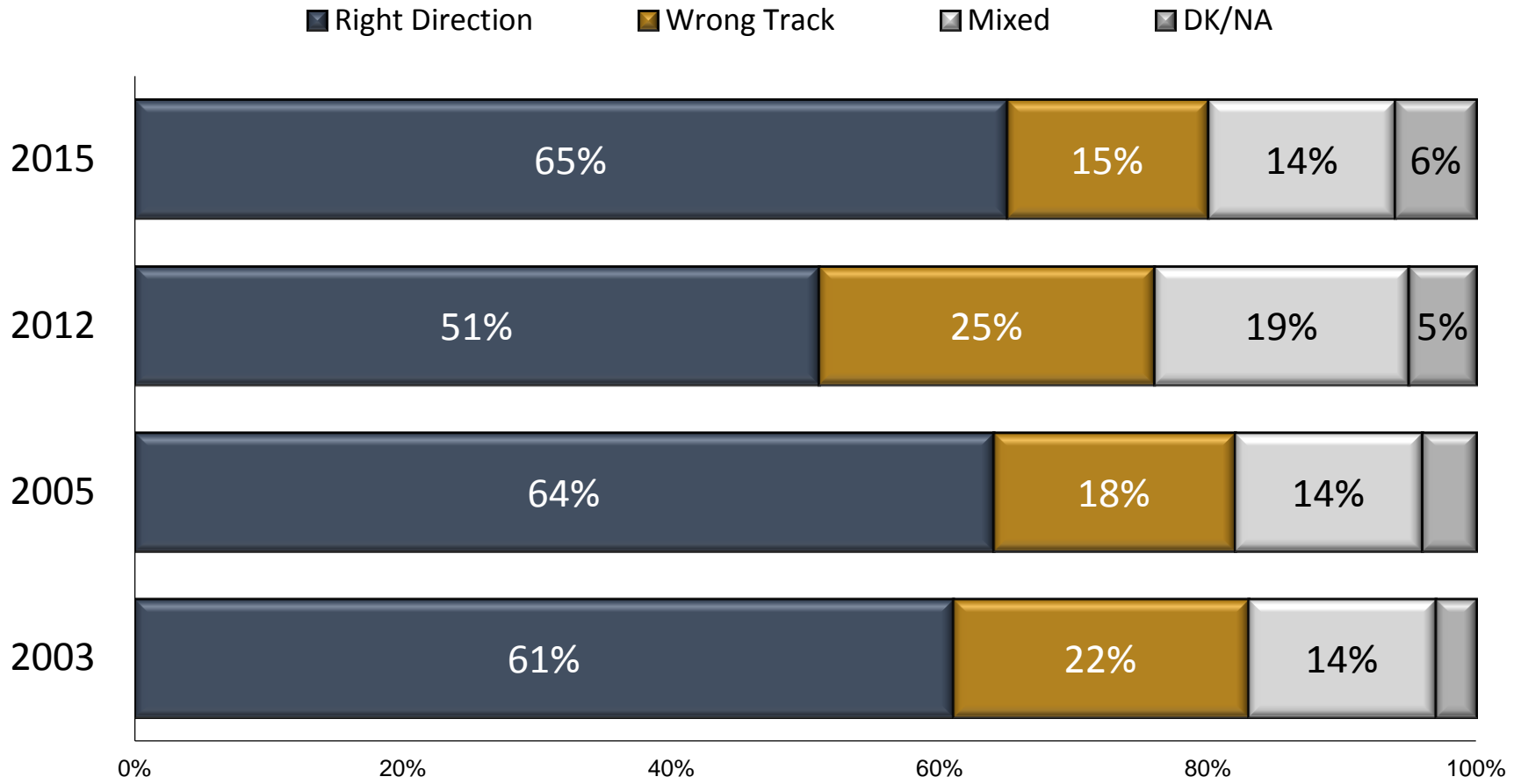
# Key Findings; continued

➢ Local control and ensuring that the police have the resources needed to address returning parolees and visiting gang and drug dealers from neighboring communities lead the list of convincing reasons to vote yes on the measure.

➢ Voters in higher percentages rate maintaining essential city services higher in importance than improving essential city services.

➢ However, voters do rate some specific service improvements as extremely/very important, such as increasing gang prevention programs and  local drinking water supplies.

# Methodology

- Conducted a Random Digit Dial Survey by telephone, (landlines and cell phones) between November 13th and November 18th, 2015

- Interviews with a random sample of 500 City of Visalia registered voters likely to vote in the November 2016 General Election

- Survey was available in English and Spanish

- Overall margin of error: +/- 4.4% full sample; +/- 6.2% half sample

- Margin of error for the sales tax votes and the UUT votes is +/-6.2%, respectively

- Some questions are tracked from previous City of Visalia Surveys conducted March 2003, June 2005 and August 2012 among 400 registered voters

- Margin of error of past surveys for the full sample is +/- 4.0%; for half the sample is +/- 5.7%

- Some percentages may not sum to 100% due to rounding

# Current voters are again as optimistic about the direction of the City as they were in the mid to early 2000s.

Legend: ■ Right Direction  ■ Wrong Track  ■ Mixed  ■ DK/NA

| Year | Right Direction | Wrong Track | Mixed | DK/NA |
|------|-----------------|-------------|-------|-------|
| 2015 | 65% | 15% | 14% | 6% |
| 2012 | 51% | 25% | 19% | 5% |
| 2005 | 64% | 18% | 14% | |
| 2003 | 61% | 22% | 14% | |

0%   20%   40%   60%   80%   100%

Q1. Would you say that things in Visalia are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track?

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# At least six in ten perceive there is a great or some need for additional funds; a decline from 2012.

**2015**

| | |
|---|---|
| Great need | 25% |
| Some need | 36% |

Great/Some Need 61%

| | |
|---|---|
| Little need | 16% |
| No real need | 17% |

Little/No Real Need 32%

| | |
|---|---|
| Don't know | 6% |

0% 10% 20% 30% 40% 50% 60%

**2012**

| | |
|---|---|
| | 25% |
| | 44% |

Great/Some Need 69%

| | |
|---|---|
| | 10% |
| | 17% |

Little/No Real Need 27%

| | |
|---|---|
| | 4% |

0% 10% 20% 30% 40% 50% 60%

*Q2. In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that Visalia residents need and want?*
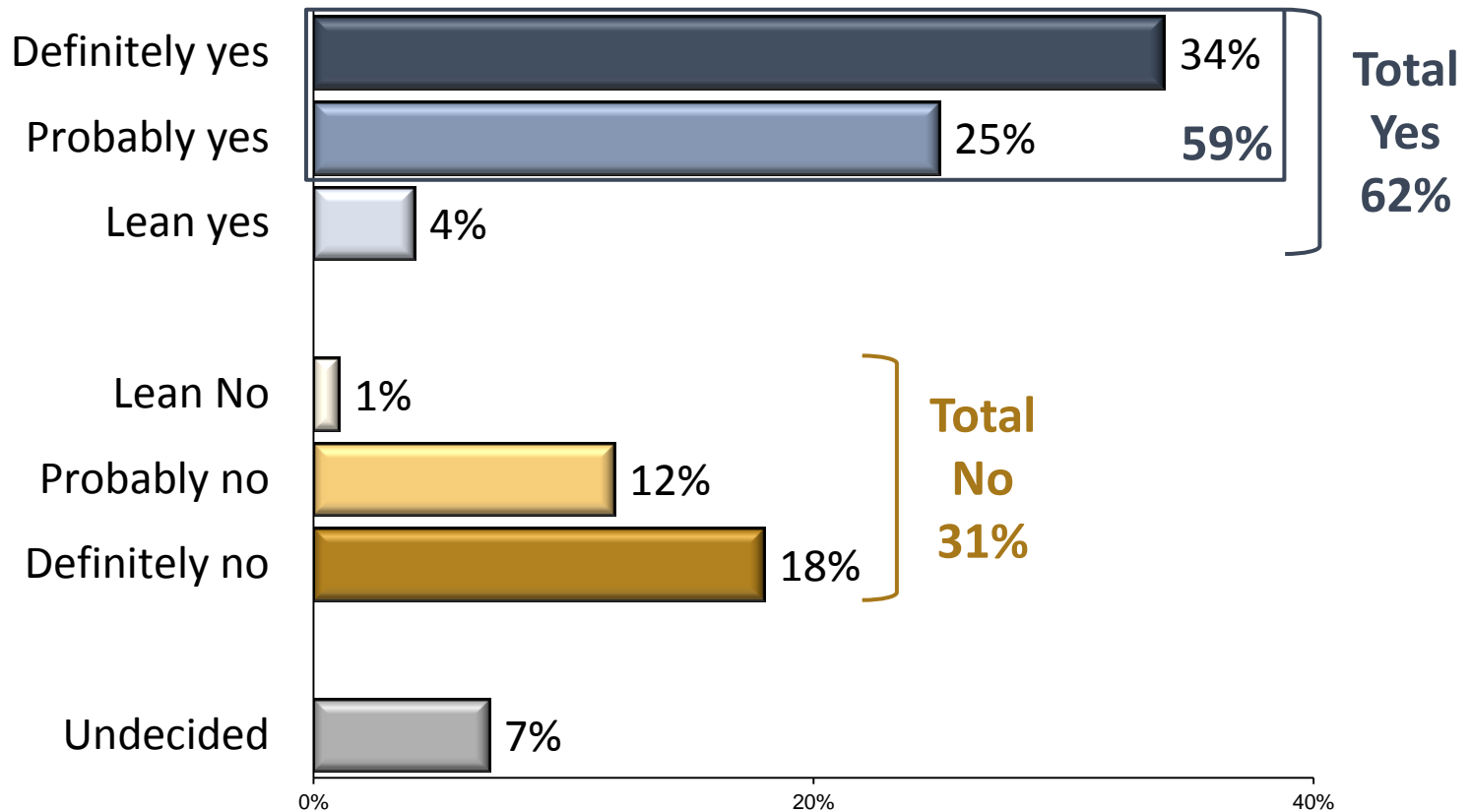
# Ballot Title and Summary of ½-cent Sales Tax Measure

**Essential City Services Protection Ballot Measure.**

To address state takeaways of local funds; maintain and improve police, fire and 911 emergency response; increase the number of police officers; and gang prevention programs; enforce laws to ensure safe and clean public areas; increase local drinking water supplies; maintain streets; improve youth and senior programs, and other services, shall the City of Visalia increase the sales tax by <u>½-cent</u>, providing approximately $10.8 million annually, until voters decide to end it; requiring audits, and all funds used locally?

*Fairbank,*
*Maslin,*
*Maullin,*
*Metz &*
*Associates*
FM3

*Q3. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it?*

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# Initially, roughly 6 in 10 voters would vote in favor of the ½-cent sales tax measure, while about 3 in 10 would oppose it.



Definitely yes — 34%
Probably yes — 25%
Lean yes — 4%
**Total Yes 62%** (59%)

Lean No — 1%
Probably no — 12%
Definitely no — 18%
**Total No 31%**

Undecided — 7%

# Support for the ½-cent measure scores well with voters of all ages; however, voters between 18-49 are more supportive than those 50+.

*Initial Vote on ½-cent Sales Tax by Age*

Legend: ■ Total Yes ■ Total No ■ Undecided

**18-49**
- 69%
- 26%
- 4%

**50+**
- 57%
- 34%
- 9%

(% of Sample)

(42%) — 18-49

(58%) — 50+

Q3. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it?
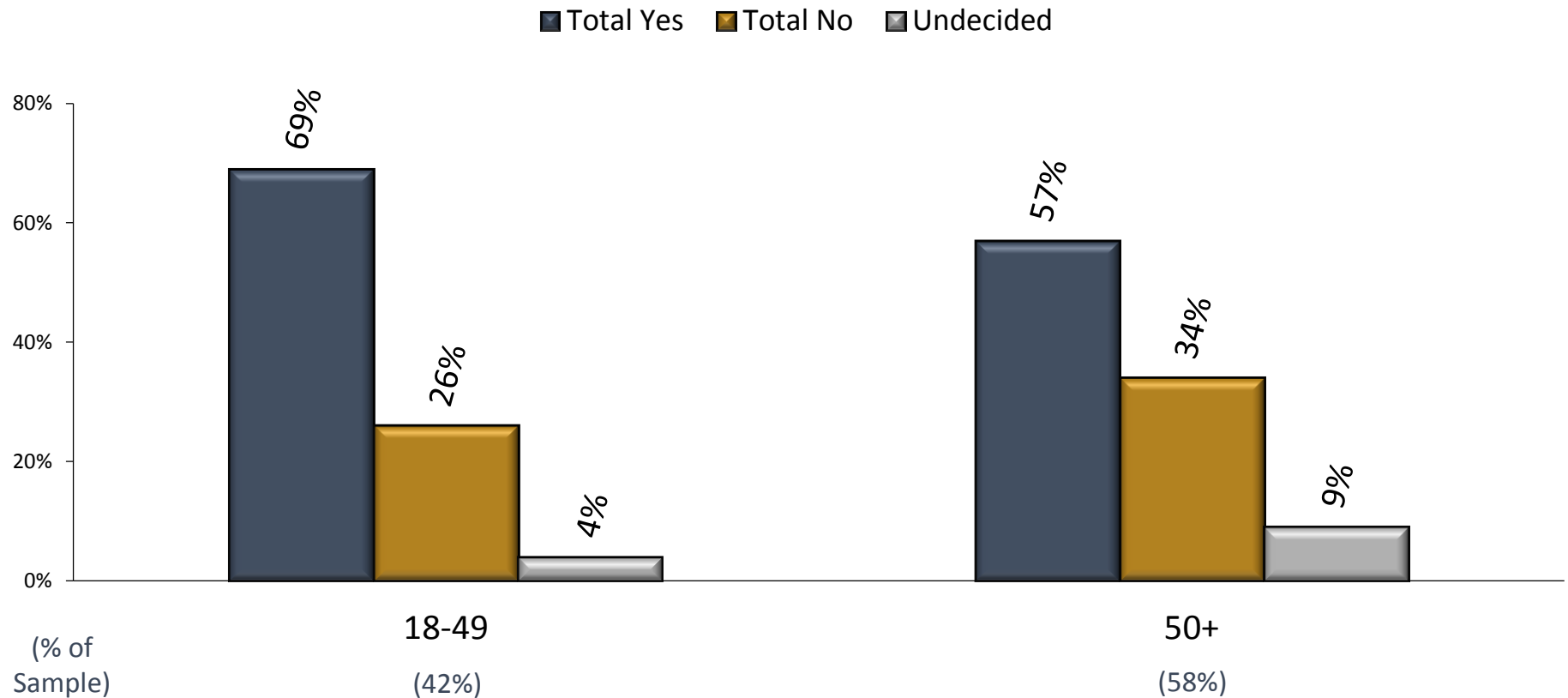
# The ½-cent measure enjoys wide support across all ethnic/racial groups by at least 61%; however, Latinos specifically, and voters of color in general, are more likely to say they will definitely vote yes on the measure than whites.

*Initial Vote on ½-cent Sales Tax by Ethnicity*



Legend: ■ Definitely Yes  ■ Probably/Lean Yes  ■ Total No  ■ Undecided

Latinos: 68% (Definitely Yes 47%, Probably/Lean Yes 22%, Total No 26%, Undecided 6%)
Whites: 61% (Definitely Yes 29%, Probably/Lean Yes 32%, Total No 33%, Undecided 7%)
Voters of Color: 65% (Definitely Yes 44%, Probably/Lean Yes 21%, Total No 29%, Undecided 6%)

(% of Sample): Latinos (25%), Whites (61%), Voters of Color (35%)

*Q3. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it?*
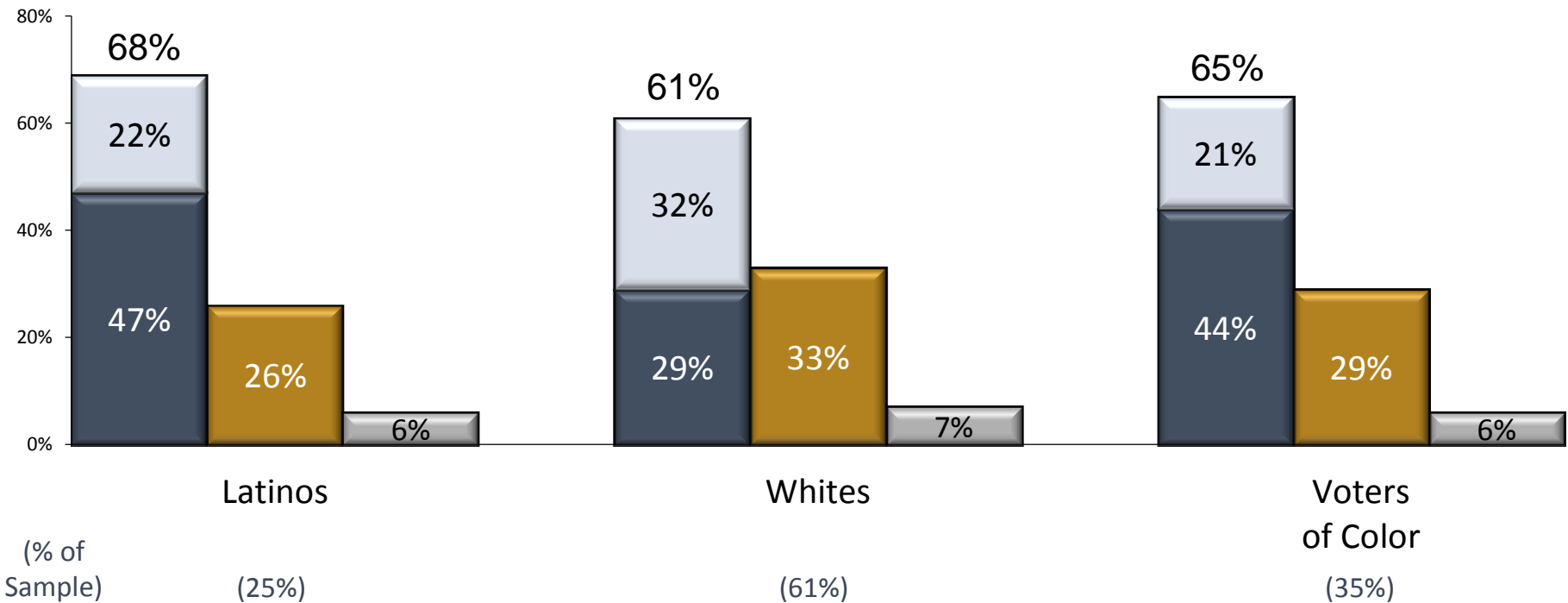
# Support for the ½-cent measure is above the 50% + 1 threshold for both registered Democrats, Independents and Republicans, with the greatest percentage of Democrats likely to vote yes on the measure.

*Initial Vote on ½-cent Sales Tax by Party*

■ Total Yes   ■ Total No   ■ Undecided



| (% of Sample) | Democrats (30%) | Independents (19%) | Republicans (51%) |

Q3. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it?

11
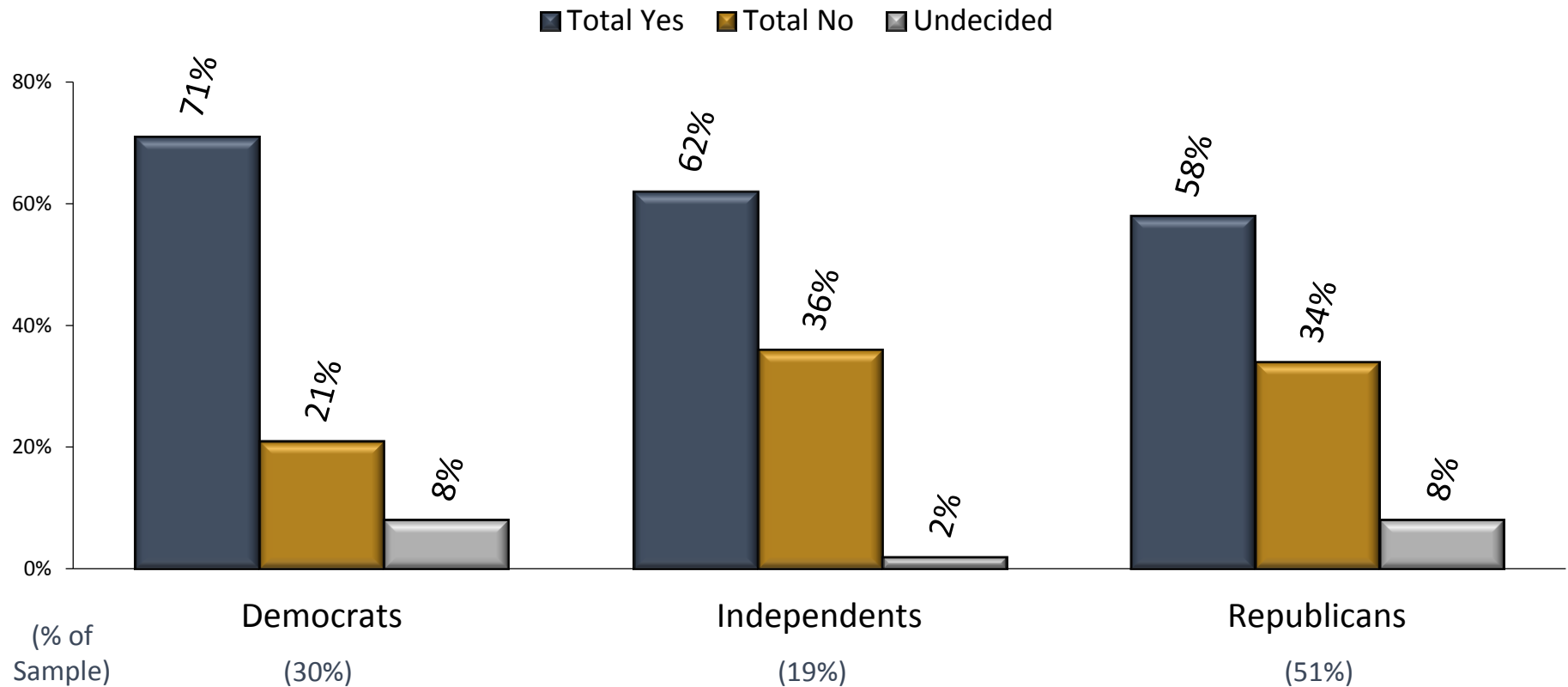
# Both renters and homeowners support the ½-cent measure above the threshold of 50% + 1, but renters are more likely to support the measure than homeowners.

*Initial Vote on ½-cent Sales Tax by Residence*

■ Total Yes   ■ Total No   ■ Undecided

**Homeowners**
- 58%
- 34%
- 7%

**Renters**
- 70%
- 24%
- 6%

(% of Sample)

Homeowners (65%)

Renters (35%)

Q3. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it?
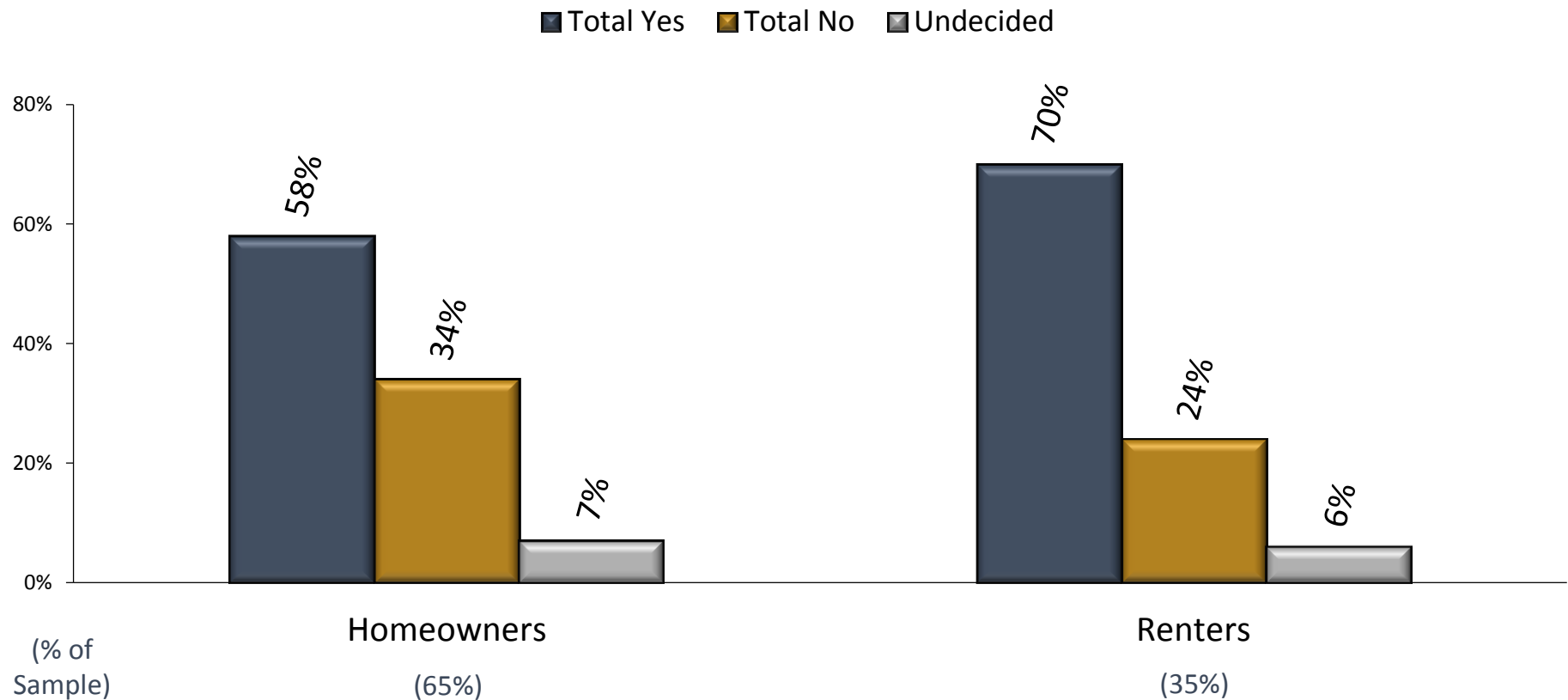
# In general, those living in less affluent households are more supportive of the ½-cent measure than those in more affluent households.

*Initial Vote on ½-cent Sales Tax by Household Income*

■ Total Yes  ■ Total No  ■ Undecided



| | <$90,000 | $90,000+ |
|---|---|---|
| Total Yes | 67% | 59% |
| Total No | 29% | 40% |
| Undecided | 5% | 1% |

(% of Sample)  (60%)  (23%)

Q3. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it?

13
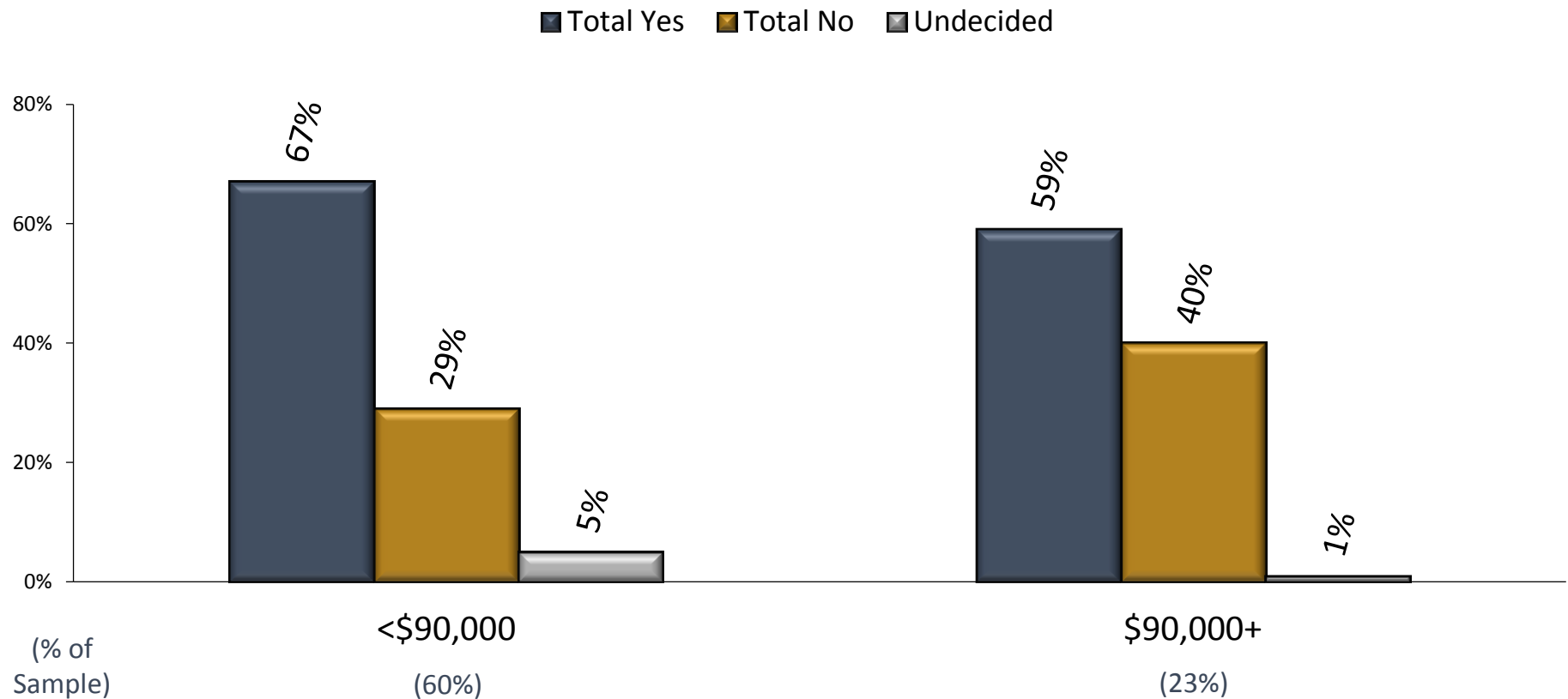
# Support for the ½-cent measure is above the 50%+1 vote threshold in all the newly created City Council Districts, with the greatest percentage of support found in District 2.

*Initial Vote on ½-cent Sales Tax by City Council District*

Legend: ■ Total Yes ■ Total No ▨ Undecided

| | District 1 | District 2 | District 3 | District 4 | District 5 |
|---|---|---|---|---|---|
| Total Yes | 58% | 71% | 63% | 59% | 60% |
| Total No | 35% | 24% | 33% | 34% | 30% |
| Undecided | 8% | 6% | 5% | 7% | 10% |
| (% of Sample) | (24%) | (24%) | (24%) | (9%) | (19%) |

*Q3. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it?*
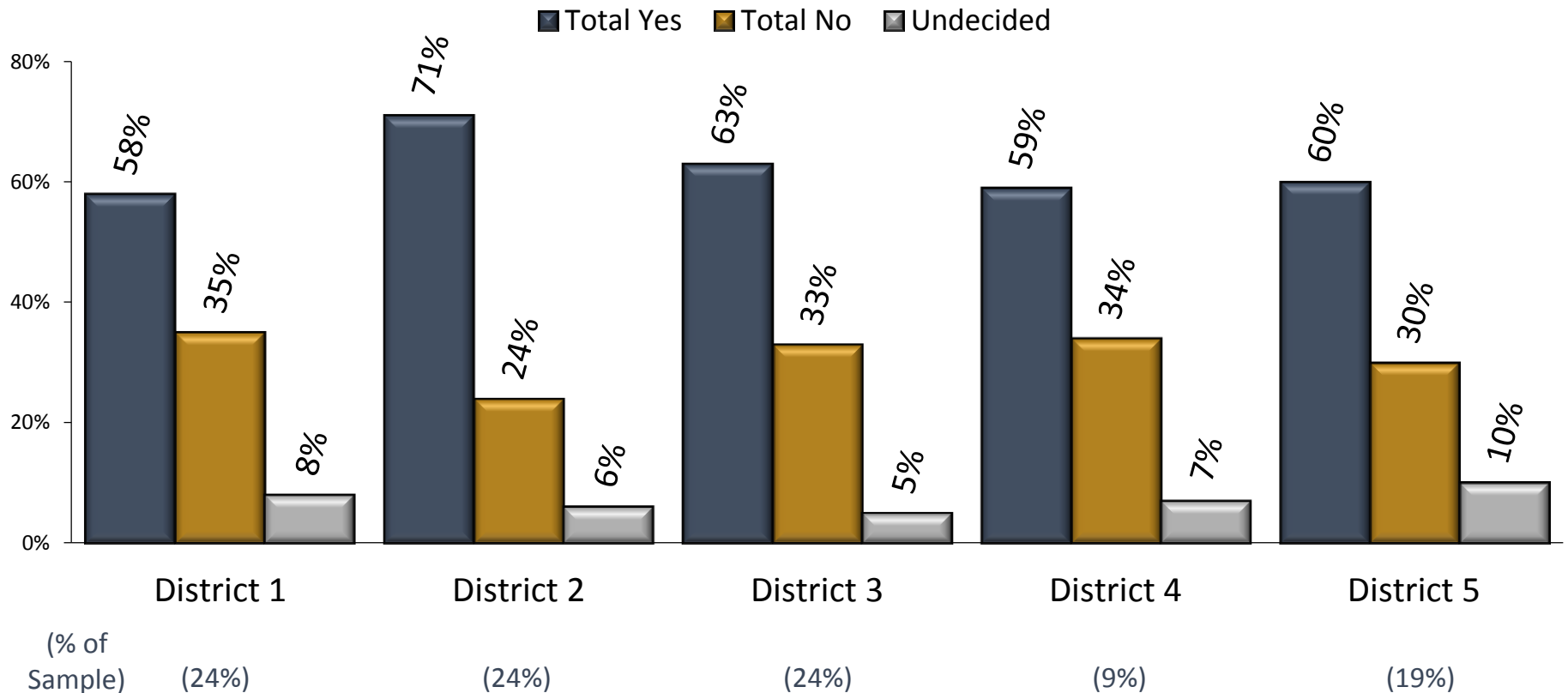
# Support for the sales tax measure remains the same when reduced to ¼-cent sales tax, though those having said "definitely yes" increase by 7 percentage points.



**½-cent Sales Tax**

| Response | Value |
|----------|-------|
| Definitely yes | 34% |
| Probably yes | 25% — 59% |
| Lean yes | 4% |

Total Yes **62%**

| Response | Value |
|----------|-------|
| Lean No | 1% |
| Probably no | 12% |
| Definitely no | 18% |

Total No **31%**

| Response | Value |
|----------|-------|
| Undecided | 7% |

**¼-cent Sales Tax**

| Response | Value |
|----------|-------|
| Definitely yes | 41% |
| Probably yes | 19% — 60% |
| Lean yes | 2% |

Total Yes **62%**

| Response | Value |
|----------|-------|
| Lean No | 3% |
| Probably no | 9% |
| Definitely no | 20% |

Total No **32%**

| Response | Value |
|----------|-------|
| Undecided | 5% |

# Ballot Title and Summary of
# 6% Utility Users' Tax Measure

**Essential City Services Protection Measure.**

To address state takeaways of local funds; maintain and improve police, fire and 911 emergency response; increase the number of police officers; and gang prevention programs; enforce laws to ensure safe and clean public areas; increase local drinking water supplies; maintain streets; improve youth and senior programs, and other services, shall the City of Visalia establish a <u>6%</u> utility users' tax, providing approximately $10.5 million, annually, until voters decide to end it; requiring audits, and all funds used locally?

# Roughly half would vote no on the 6% Utility Users' Tax Measure, while fewer than half would vote yes.



**Total Yes 45%**

- Definitely yes: 26%
- Probably yes: 16%
- Lean yes: 4%
- **42%**

**Total No 49%**

- Lean No: 3%
- Probably no: 15%
- Definitely no: 32%

- Undecided: 6%

*Q4. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it? Split Sample*
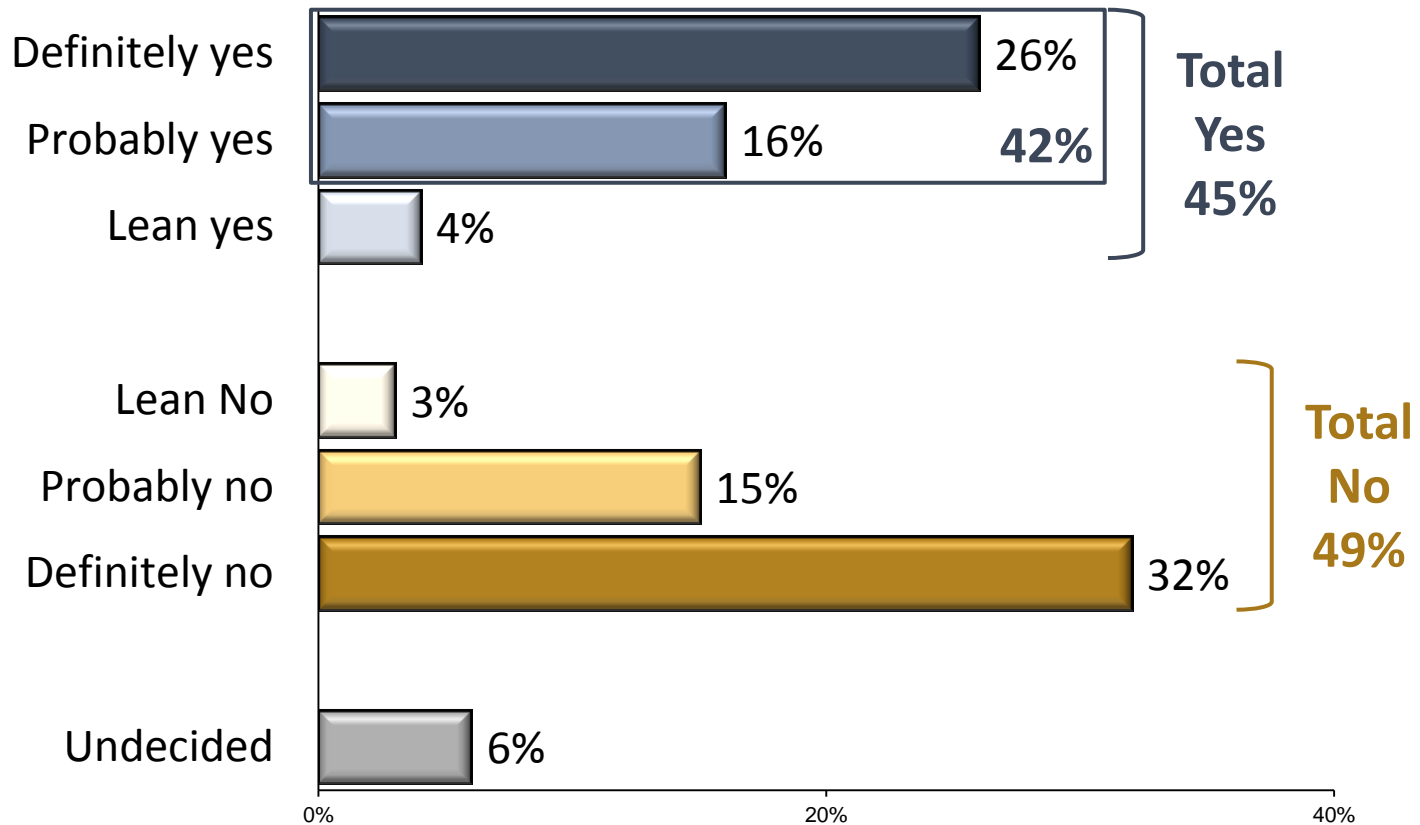
# Respondents would be somewhat more likely to support the UUT measure if it were reduced to 3%, resulting in half having said they would vote "yes," but roughly only one-quarter saying "definitely yes."
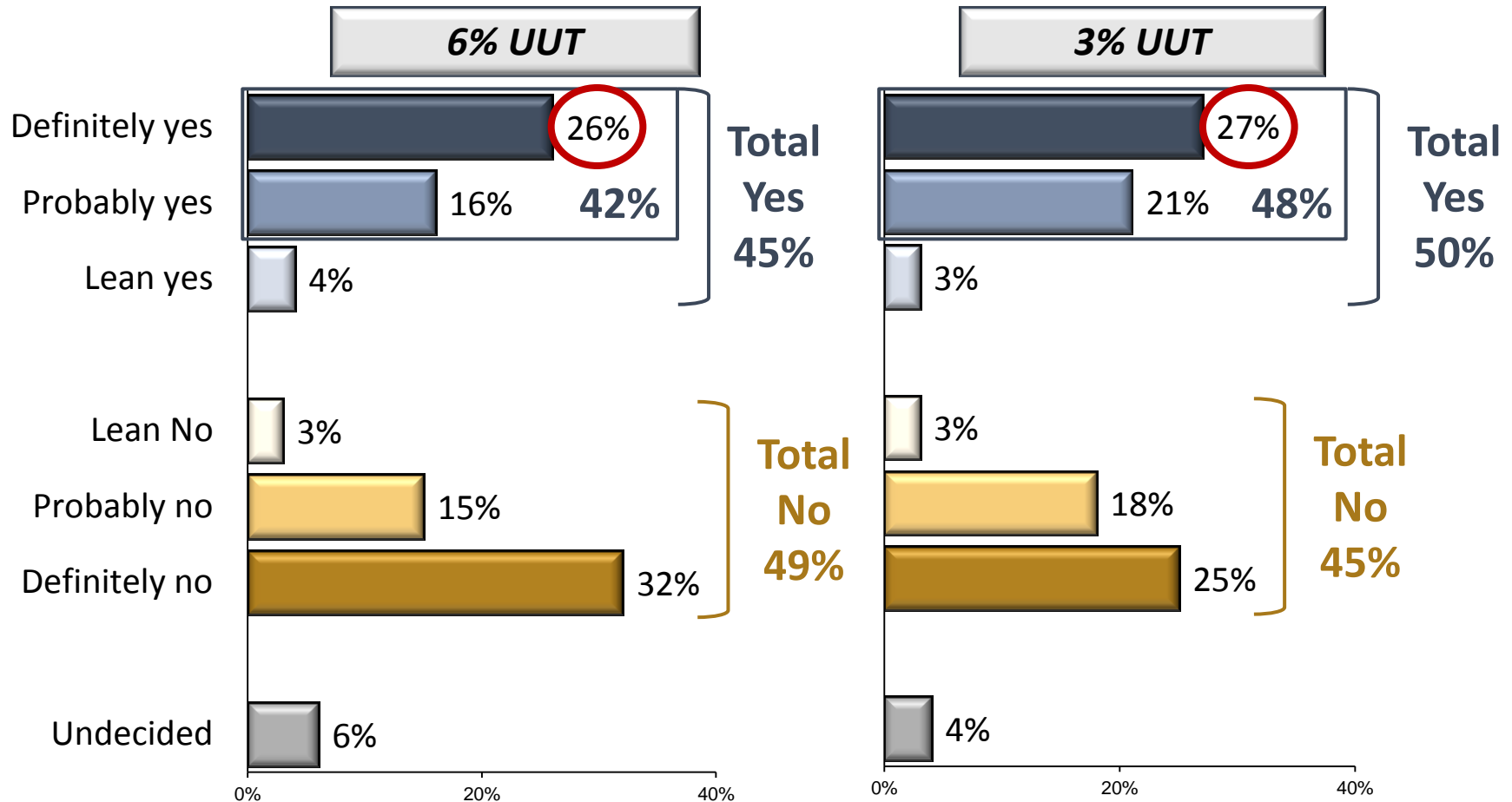


**6% UUT**

| | |
|---|---|
| Definitely yes | 26% |
| Probably yes | 16% |
| Lean yes | 4% |

Total Yes 45%

42%

| | |
|---|---|
| Lean No | 3% |
| Probably no | 15% |
| Definitely no | 32% |

Total No 49%

Undecided 6%

**3% UUT**

| | |
|---|---|
| Definitely yes | 27% |
| Probably yes | 21% |
| Lean yes | 3% |

Total Yes 50%

48%

| | |
|---|---|
| Lean No | 3% |
| Probably no | 18% |
| Definitely no | 25% |

Total No 45%

Undecided 4%

*Q4. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it? Split Sample*

*Q6. What if, instead of establishing a six percent utility users' tax as part of the Essential City Services Protection Measure that I just described, the City established a 3% utility users' tax, providing approximately $5.25 million – would you vote yes in favor of this measure, or no to oppose it? Split Sample*

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# A sunset clause of 20 or 12 years does not appear to help either measure.



½-cent Sales Tax | 6% UUT

**20 Year Sunset** (½-cent Sales Tax)
- Definitely yes: 36%
- Probably yes: 15% — 51%
- Lean yes: 4%
- Total Yes 55%
- Lean no: 1%
- Probably no: 8%
- Definitely no: 25%
- Total No 35%
- Undecided: 10%

**12 Year Sunset** (½-cent Sales Tax)
- Definitely yes: 41%
- Probably yes: 13% — 54%
- Lean yes: 2%
- Total Yes 56%
- Lean no: 3%
- Probably no: 14%
- Definitely no: 23%
- Total No 39%
- Undecided: 5%

**20 Year Sunset** (6% UUT)
- Definitely yes: 26%
- Probably yes: 14% — 40%
- Lean yes: 0%
- Total Yes 41%
- Lean no: 3%
- Probably no: 12%
- Definitely no: 41%
- Total No 55%
- Undecided: 4%

**12 Year Sunset** (6% UUT)
- Definitely yes: 17%
- Probably yes: 15% — 32%
- Lean yes: 2%
- Total Yes 34%
- Lean no: 3%
- Probably no: 22%
- Definitely no: 32%
- Total No 57%
- Undecided: 9%

Q7/Q8. This measure could be written so that it would be in effect for 20 years/12 years and then be legally required to expire at that time. If that were the case, would you vote YES in favor of this measure or NO to oppose it? Split Sample

# Maintaining 911 emergency response, improving firefighter response times, and increasing gang prevention programs top the list of important features and provisions to be included in the measure.

*(Ranked by Extremely/Very Important)*

■ Ext. Impt.  ■ Very Impt.  ■ Smwt. Impt.  ■ Not Too Impt./DK/NA

**Ext./Very Impt.**

**\*Maintaining 911 emergency, police and fire response**

2015 — 44% | 45% | 9% — **88%**

2012 — 41% | 42% | 12% — **83%**
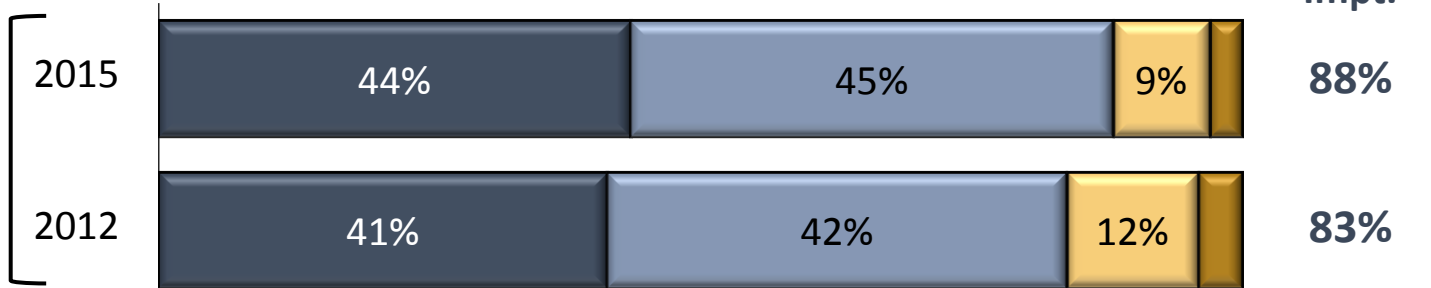
**Improving firefighter response times to save lives**
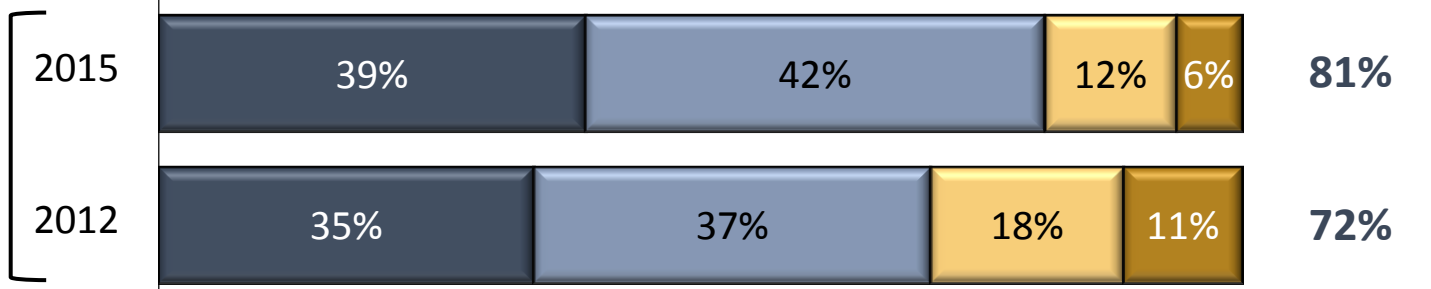
2015 — 39% | 42% | 12% | 6% — **81%**

2012 — 35% | 37% | 18% | 11% — **72%**

0%  20%  40%  60%  80%  100%

Q9. The proposed ballot measure has not been written yet. However, I am now going to read you a list of features and provisions that may be included in the measure. Regardless of how you voted earlier, after each one you hear, please tell me how important that feature or provision is to you personally: Is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample *2012 Survey Worded as "Maintaining effective 911 emergency response, firefighters, and police officers"

# Continued

*(Ranked by Extremely/Very Important)*



Legend: ■ Ext. Impt.  ■ Very Impt.  ■ Smwt. Impt.  ■ Not Too Impt./DK/NA

| Item | Ext. Impt. | Very Impt. | Smwt. Impt. | Not Too Impt./DK/NA | Ext./Very Impt. |
|---|---|---|---|---|---|
| Increasing gang prevention programs | 30% | 49% | 16% | 5% | 79% |
| Maintaining and improving police, fire and 911 emergency response | 41% | 36% | 17% | 6% | 77% |
| Maintaining essential city services | 23% | 52% | 19% | 7% | 75% |
| Increasing local drinking water supplies | 38% | 36% | 14% | 13% | 73% |
| Helping attract businesses and jobs — 2015 | 31% | 42% | 18% | 9% | 73% |
| Helping attract businesses and jobs — 2012 | 40% | 37% | 14% | 9% | 77% |

Q9. The proposed ballot measure has not been written yet. However, I am now going to read you a list of features and provisions that may be included in the measure. Regardless of how you voted earlier, after each one you hear, please tell me how important that feature or provision is to you personally: Is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample

# Continued

*(Ranked by Extremely/Very Important)*

Legend: ■ Ext. Impt.  ■ Very Impt.  ■ Smwt. Impt.  ■ Not Too Impt./DK/NA

**Ext./Very Impt.**

| Item | Ext. Impt. | Very Impt. | Smwt. Impt. | Not Too Impt./DK/NA | Ext./Very Impt. |
|---|---|---|---|---|---|
| Improving police neighborhood patrols | 32% | 40% | 17% | 11% | 72% |
| Enforcing laws to ensure safe and clean public areas | 27% | 44% | 22% | 7% | 71% |
| Improving water conservation programs | 35% | 34% | 19% | 11% | 70% |
| Maintaining streets and bridges | 25% | 45% | 25% | | 70% |
| Maintaining streets | 24% | 45% | 24% | 7% | 70% |
| Increasing the number of police officers | 27% | 41% | 22% | 10% | 68% |
| Expanding programs to help address homelessness | 26% | 39% | 21% | 15% | 65% |
| Improving youth programs | 25% | 38% | 25% | 12% | 64% |
| Purchasing and maintaining body cameras for police officers | 21% | 43% | 25% | 12% | 64% |

0%   20%   40%   60%   80%   100%

# Continued

## *(Ranked by Extremely/Very Important)*



Legend: ■ Ext. Impt.  ■ Very Impt.  ■ Smwt. Impt.  ■ Not Too Impt./DK/NA

| | Ext. Impt. | Very Impt. | Smwt. Impt. | Not Too Impt./DK/NA | Ext./Very Impt. |
|---|---|---|---|---|---|
| Increasing police presence at local neighborhood schools | 26% | 37% | 24% | 13% | 63% |
| ^Requiring that the City Council revisit the need for this measure every 8 years and vote on whether to end it | 24% | 39% | 20% | 18% | 63% |
| Including an exemption for low-income seniors | 23% | 40% | 21% | 17% | 63% |
| *Maintaining parks and recreation areas — 2015 | 22% | 41% | 24% | 13% | 63% |
| *Maintaining parks and recreation areas — 2012 | 13% | 32% | 36% | 18% | 45% |
| Addressing state takeaways of local funding | 27% | 33% | 21% | 20% | 60% |
| Maintaining existing community centers | 20% | 40% | 29% | 11% | 60% |

Q9. The proposed ballot measure has not been written yet. However, I am now going to read you a list of features and provisions that may be included in the measure. Regardless of how you voted earlier, after each one you hear, please tell me how important that feature or provision is to you personally: Is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample *2012 Survey Worded as "Continue recreation and parks programs"

# Continued

## (Ranked by Extremely/Very Important)

Legend: ■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./DK/NA

**Ext./Very Impt.**

| Item | | Ext. Impt. | Very Impt. | Smwt. Impt. | Not Too Impt./DK/NA | Ext./Very Impt. |
|------|---|---|---|---|---|---|
| Improving senior programs | | 20% | 39% | 29% | 13% | 59% |
| Improving essential city services | | 14% | 43% | 32% | 11% | 57% |
| *Maintaining and improving park and recreation programs | 2015 | 17% | 37% | 33% | 13% | 55% |
| | 2012 | 13% | 32% | 36% | 18% | 45% |
| Building and staffing a new fire station | | 17% | 32% | 29% | 23% | 49% |
| Building a new public safety center for police and fire | | 13% | 31% | 27% | 28% | 44% |
| Opening a multi-use youth, family, and senior community center | | 14% | 28% | 29% | 29% | 42% |
| Opening a new year-round city pool | 2015 | 9% | 18% | 30% | 43% | 27% |
| | 2012 | 9% | 12% | 32% | 47% | 21% |

(x-axis: 0% 20% 40% 60% 80% 100%)

Q9. The proposed ballot measure has not been written yet.  However, I am now going to read you a list of features and provisions that may be included in the measure.  Regardless of how you voted earlier, after each one you hear, please tell me how important that feature or provision is to you personally: Is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample *2012 Survey Worded as "Continue recreation and parks programs"

# Local control, more police officers to address new parolees in the County, and keeping out gangs are most persuasive arguments in favor of measure.

*(Ranked by Very/Somewhat Convinced to Vote Yes)*

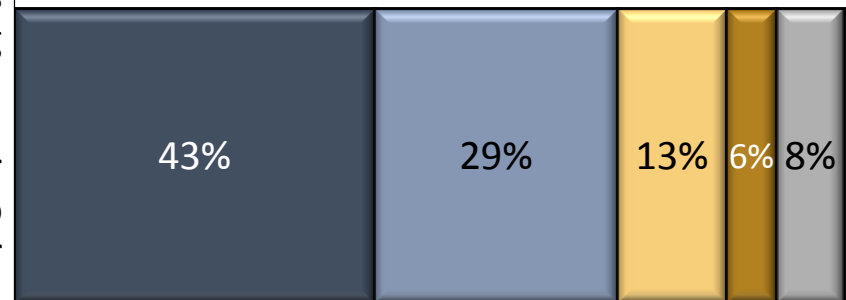■ Very Conv.　■ Smwt. Conv.　■ Not Conv.　■ Don't Bel.　■ No Eff./No Opin./DK/NA

**Very/ Smwt. Conv.**

**(LOCAL CONTROL)** Increasingly, the state of California has shifted responsibility for many programs back to local cities, like Visalia, without the funds necessary to provide the services that local residents need.  In fact, over the last 5 years, the state has taken back more than $40 million.  That is why it is important that all funds from this measure are required to remain in Visalia.

| 43% | 29% | 15% | 5% | 7% |
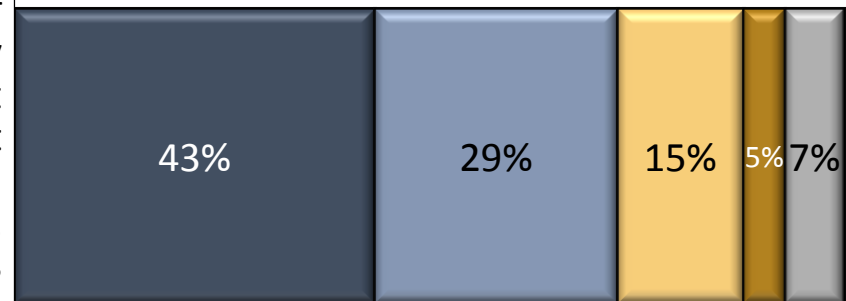
**73%**

**(PUBLIC SAFETY)** Because of Sacramento's efforts to reduce the State's prison overcrowding problem, it has released almost fourteen hundred new parolees into Tulare County, with 460 in Visalia alone.  This measure will provide our police department with the resources needed to add more officers on the streets, ensuring our local neighborhoods and city remain safe.
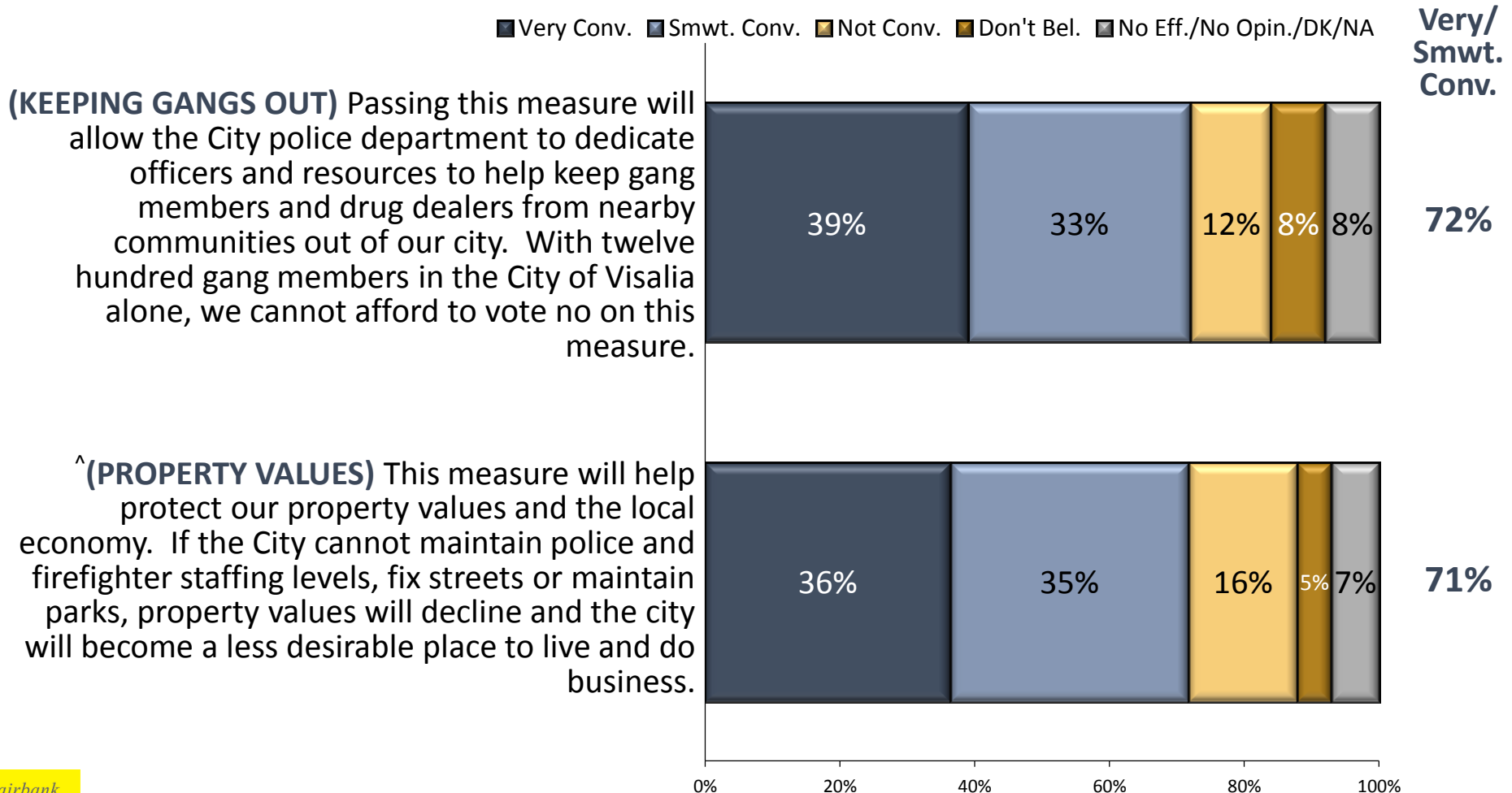
| 43% | 29% | 13% | 6% | 8% |

**72%**

0%　20%　40%　60%　80%　100%

*Q10. I am going to read you some statements made by <u>supporters</u> of the **Essential City Services Protection Measure**.  After hearing each statement, please tell me if you find it a very convincing, somewhat convincing, or not too convincing reason to vote <u>yes</u> on this measure. ^Not Part of Split Sample*

# Continued

*(Ranked by Very/Somewhat Convinced to Vote Yes)*

■ Very Conv.  ■ Smwt. Conv.  ■ Not Conv.  ■ Don't Bel.  ■ No Eff./No Opin./DK/NA

**Very/ Smwt. Conv.**

**(KEEPING GANGS OUT)** Passing this measure will allow the City police department to dedicate officers and resources to help keep gang members and drug dealers from nearby communities out of our city.  With twelve hundred gang members in the City of Visalia alone, we cannot afford to vote no on this measure.

| 39% | 33% | 12% | 8% | 8% |

**72%**

^**(PROPERTY VALUES)** This measure will help protect our property values and the local economy.  If the City cannot maintain police and firefighter staffing levels, fix streets or maintain parks, property values will decline and the city will become a less desirable place to live and do business.

| 36% | 35% | 16% | 5% | 7% |

**71%**

0%    20%    40%    60%    80%    100%

*Q10. I am going to read you some statements made by supporters of the **Essential City Services Protection Measure**.  After hearing each statement, please tell me if you find it a very convincing, somewhat convincing, or not too convincing reason to vote yes on this measure. ^Not Part of Split Sample*
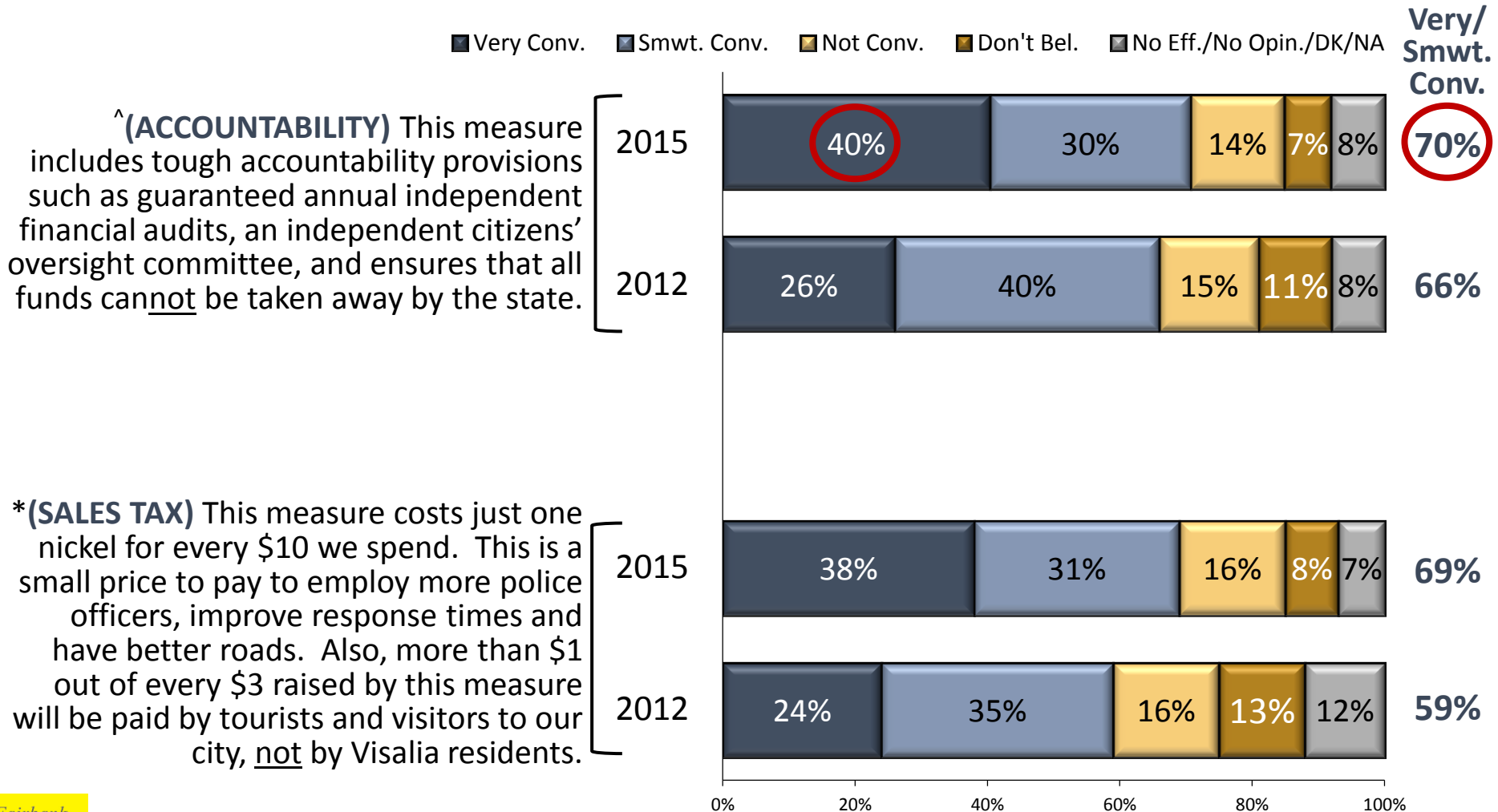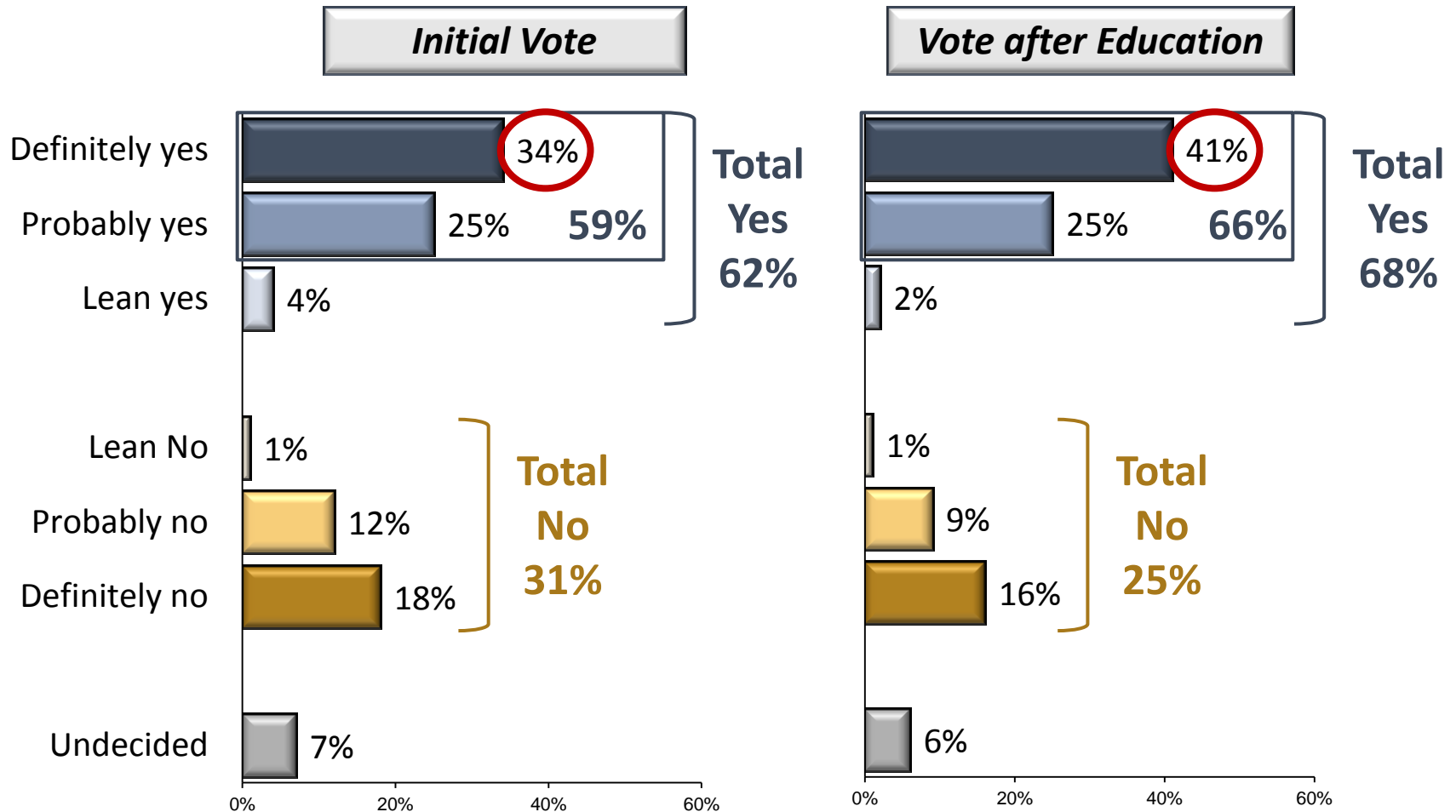
# Continued

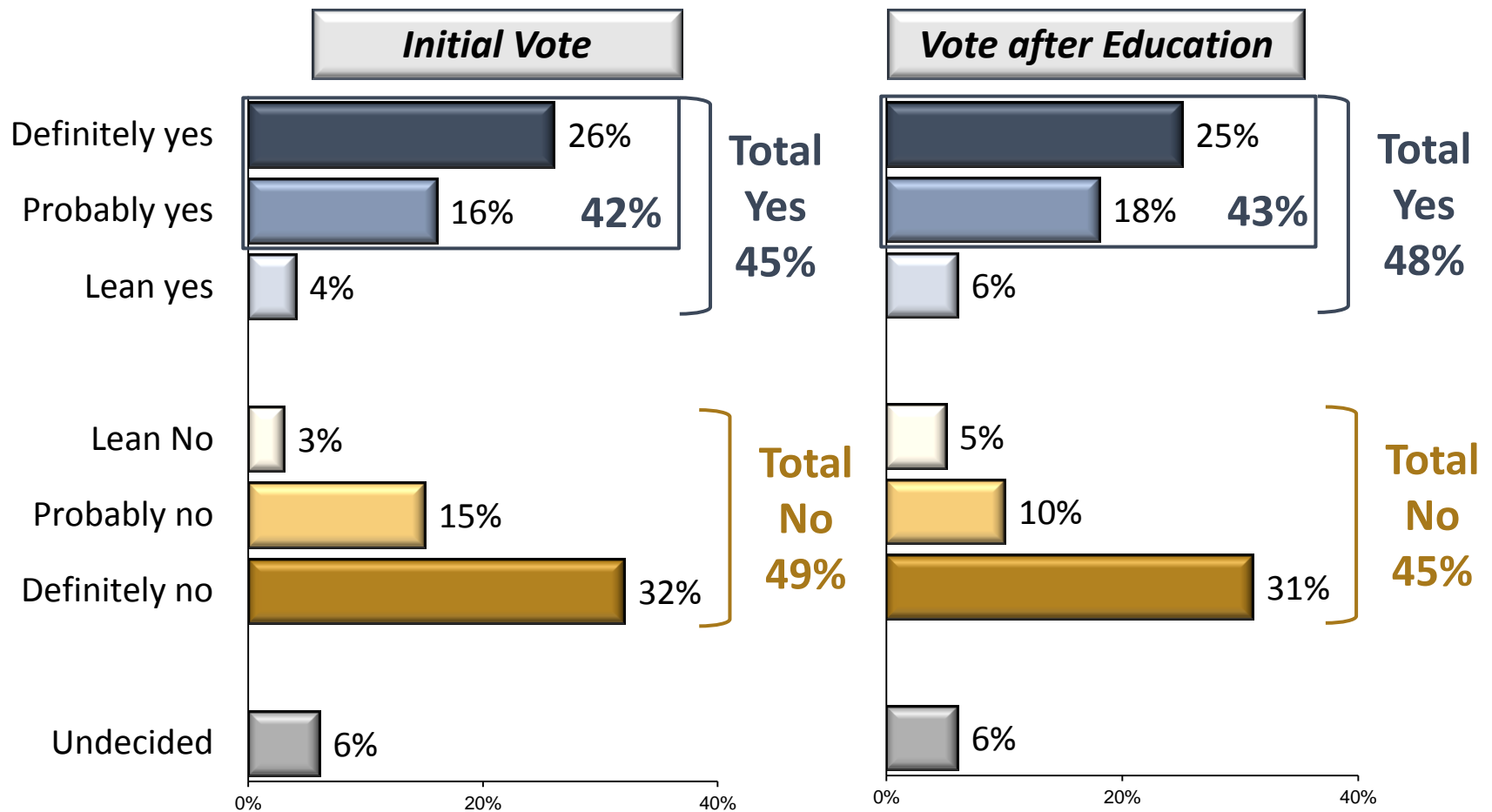*(Ranked by Very/Somewhat Convinced to Vote Yes)*



Legend: ■ Very Conv. ■ Smwt. Conv. ■ Not Conv. ■ Don't Bel. ■ No Eff./No Opin./DK/NA

**Very/Smwt. Conv.**

**^(ACCOUNTABILITY)** This measure includes tough accountability provisions such as guaranteed annual independent financial audits, an independent citizens' oversight committee, and ensures that all funds can<u>not</u> be taken away by the state.

2015: 40% | 30% | 14% | 7% | 8% — **70%**
2012: 26% | 40% | 15% | 11% | 8% — **66%**

**\*(SALES TAX)** This measure costs just one nickel for every $10 we spend. This is a small price to pay to employ more police officers, improve response times and have better roads. Also, more than $1 out of every $3 raised by this measure will be paid by tourists and visitors to our city, <u>not</u> by Visalia residents.

2015: 38% | 31% | 16% | 8% | 7% — **69%**
2012: 24% | 35% | 16% | 13% | 12% — **59%**

Q10. I am going to read you some statements made by <u>supporters</u> of the **Essential City Services Protection Measure**. After hearing each statement, please tell me if you find it a very convincing, somewhat convincing, or not too convincing reason to vote <u>yes</u> on this measure. ^Not Part of Split Sample *2012 Survey Worded as "**(SALES TAX)** This measure costs just one nickel for every $10 we spend. This is a small price to pay to bring back police officers and first-responders. Also, sales taxes are not applied to food and medicine, and more than $1 out of every $3 raised by this measure will be paid by tourists and visitors to our city, not by Visalia residents."

# Educational statements about the ½-cent sales tax increase support to over 2/3, with slightly more than 4 in 10 having said they would vote "definitely yes."



**Initial Vote**

| | |
|---|---|
| Definitely yes | 34% |
| Probably yes | 25% **59%** |
| Lean yes | 4% |

Total Yes 62%

| | |
|---|---|
| Lean No | 1% |
| Probably no | 12% |
| Definitely no | 18% |

Total No 31%

Undecided 7%

**Vote after Education**

| | |
|---|---|
| Definitely yes | 41% |
| Probably yes | 25% **66%** |
| Lean yes | 2% |

Total Yes 68%

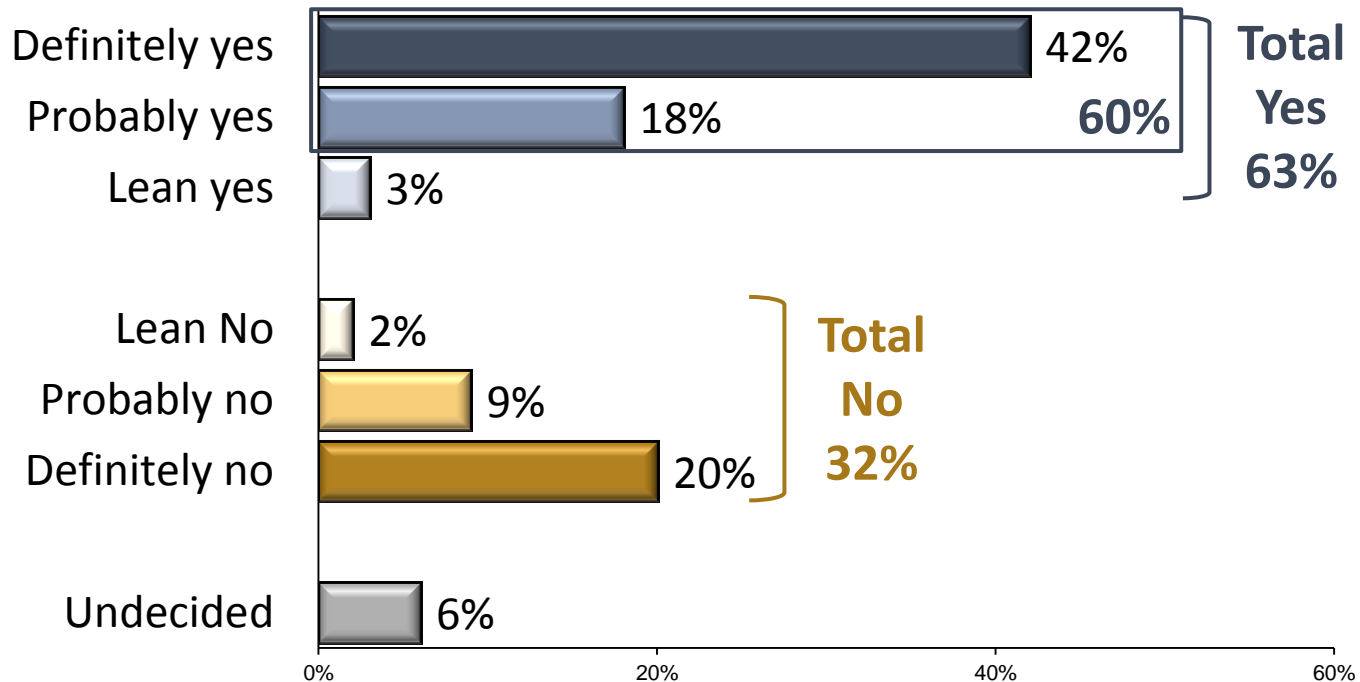| | |
|---|---|
| Lean No | 1% |
| Probably no | 9% |
| Definitely no | 16% |

Total No 25%

Undecided 6%

# Educational statements about the 6% UUT results in a slight increase in support, but it still remains below the 50% +1 vote threshold.

*Q4/Q12. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it? Split Sample*
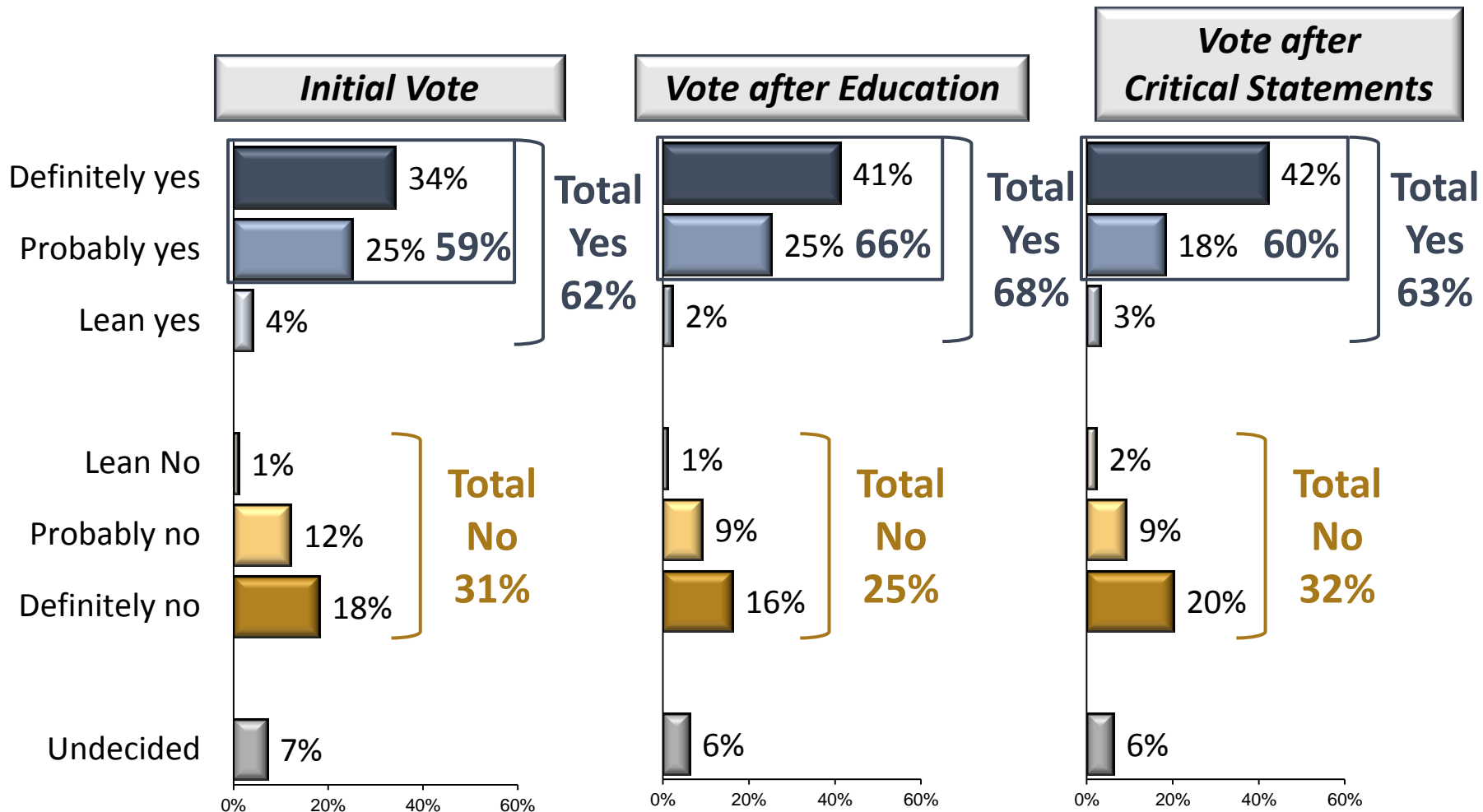
# Support of sales tax measure remains above the threshold of 50% + 1 with slightly more than 6 in 10 supporting the measure and roughly 4 in 10 having said "definitely yes," after hearing opposition statement.

**(ECONOMY/TAXES)** Opponents of the measure say our region's economy is experiencing a sluggish recovery, with unemployment still too high and the cost of living continuing to rise. They also say a ½-cent sales tax increase will hurt our local businesses because it means our City's sales tax will be tied for the highest in the County and people will go elsewhere to eat and shop.

| Response | Percent |
|---|---|
| Definitely yes | 42% |
| Probably yes | 18% |
| Lean yes | 3% |
| Lean No | 2% |
| Probably no | 9% |
| Definitely no | 20% |
| Undecided | 6% |

**Total Yes 63%** (Definitely yes + Probably yes = 60%)

**Total No 32%**

*Q13. Now that you know more, let me ask you one last time about the Essential City Services Protection Measure, which is a ½-cent sales tax increase to address state takeaways of funds and maintain and improve city services such as police, fire and 911 emergency response; streets maintenance, youth and senior programs with audits, and all funds used locally. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it? Split Sample*
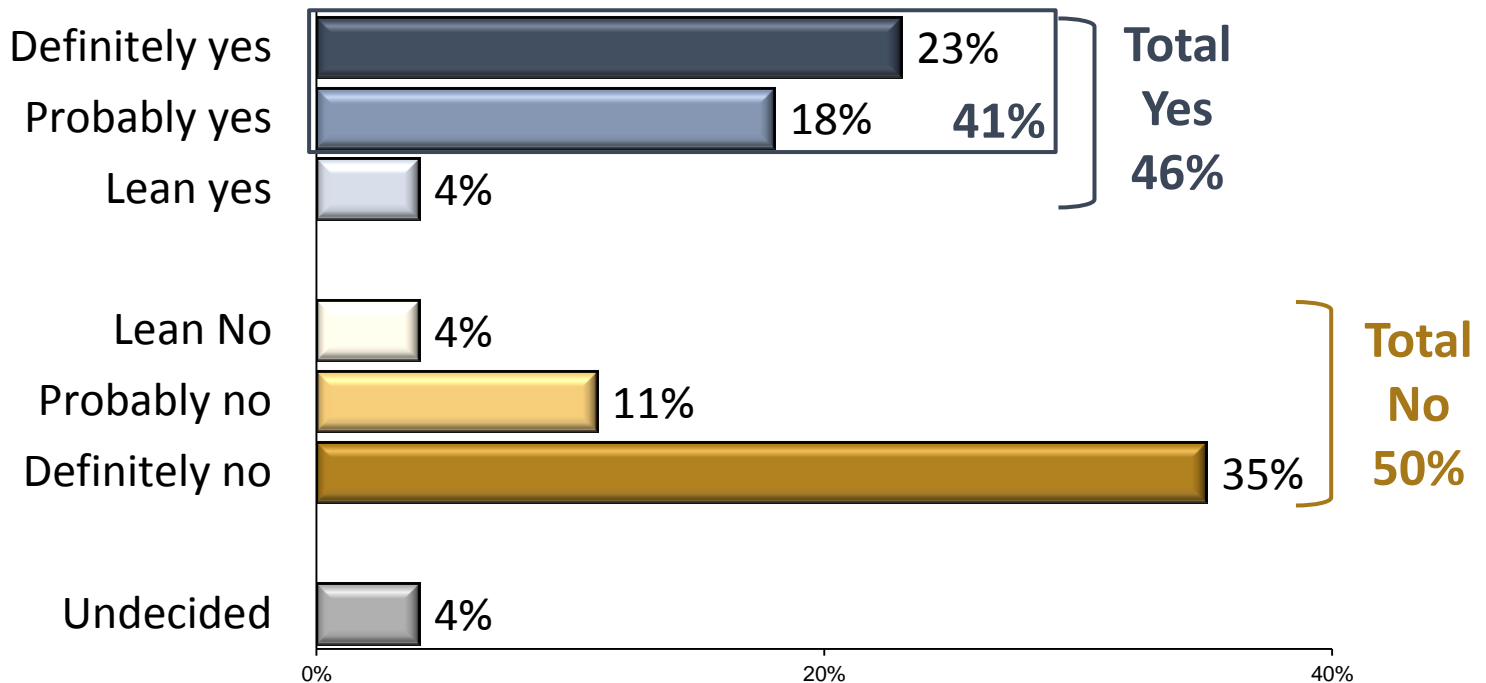
# Support for the ½-cent sales tax remains at or above 62% throughout the survey, with education increasing support; the measure appears to be able to sustain a modest attack.



**Initial Vote**

| | |
|---|---|
| Definitely yes | 34% |
| Probably yes | 25% **59%** |
| Lean yes | 4% |

**Total Yes 62%**

| | |
|---|---|
| Lean No | 1% |
| Probably no | 12% |
| Definitely no | 18% |

**Total No 31%**

| | |
|---|---|
| Undecided | 7% |

**Vote after Education**

| | |
|---|---|
| Definitely yes | 41% |
| Probably yes | 25% **66%** |
| Lean yes | 2% |

**Total Yes 68%**

| | |
|---|---|
| Lean No | 1% |
| Probably no | 9% |
| Definitely no | 16% |

**Total No 25%**

| | |
|---|---|
| Undecided | 6% |

**Vote after Critical Statements**

| | |
|---|---|
| Definitely yes | 42% |
| Probably yes | 18% **60%** |
| Lean yes | 3% |

**Total Yes 63%**

| | |
|---|---|
| Lean No | 2% |
| Probably no | 9% |
| Definitely no | 20% |

**Total No 32%**

| | |
|---|---|
| Undecided | 6% |

*Q3/Q11/13. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it? Split Sample*
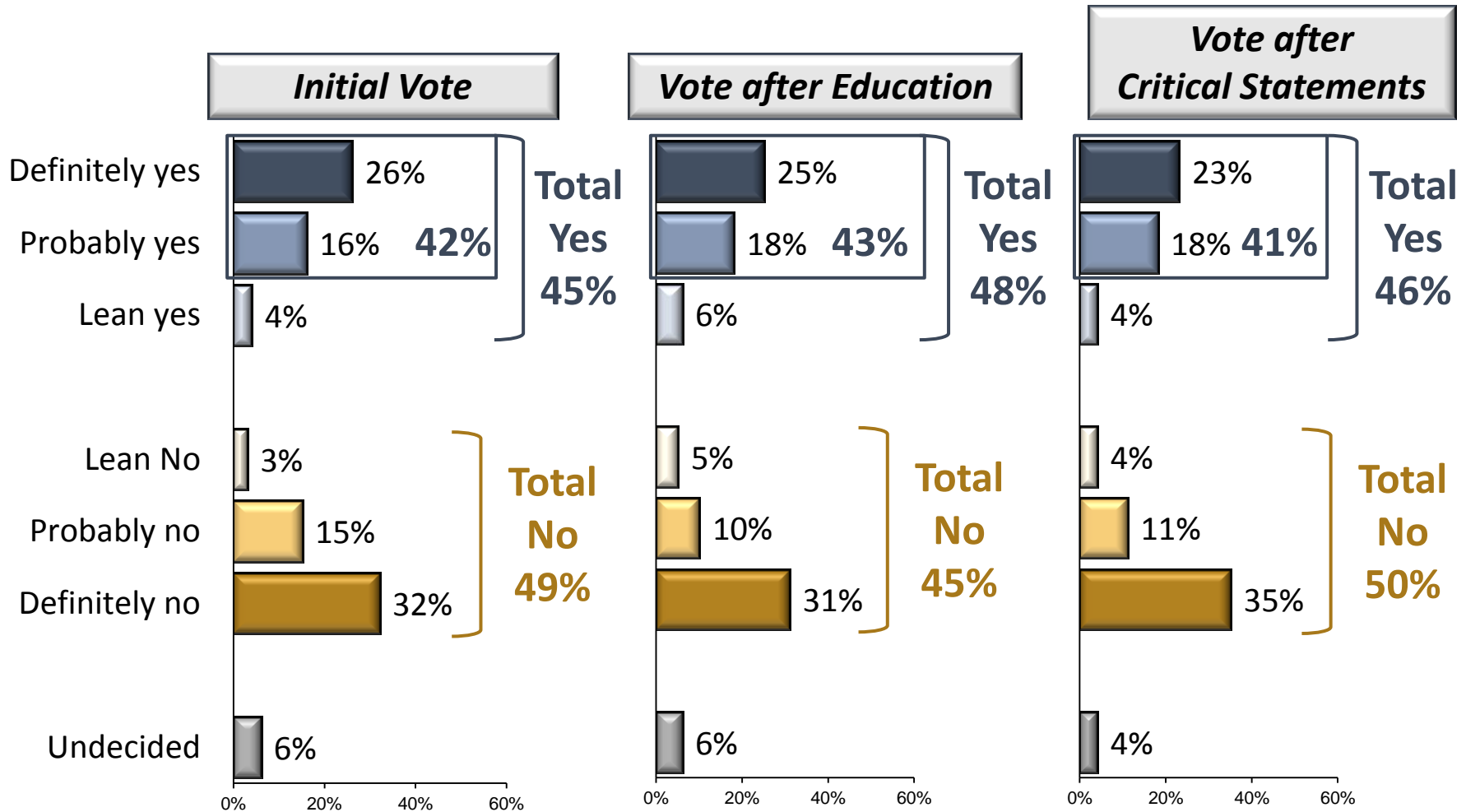
# Critical statement about the 6% UUT keeps support below the 50% +1 threshold.

**(ECONOMY/BENEFITS)** Opponents of the measure say our region's economy is experiencing a sluggish recovery, with unemployment still too high and the cost of living continuing to rise. This is not the time for more taxes. They also say that in reality, the City has enough funds to improve current services, if elected politicians would just reduce City bureaucrats' bloated salaries and overly generous pensions.
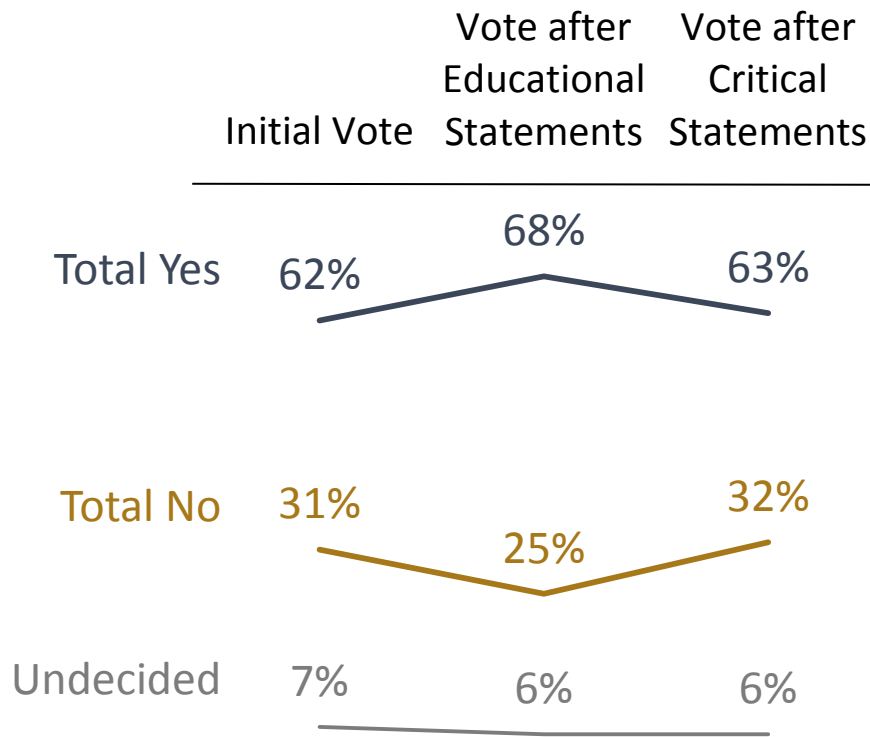


- Definitely yes — 23%
- Probably yes — 18% **41%**
- Lean yes — 4%

**Total Yes 46%**

- Lean No — 4%
- Probably no — 11%
- Definitely no — 35%

**Total No 50%**

- Undecided — 4%

Fairbank,
Maslin,
Maullin,
Metz &
Associates
FM3

# While the 6% UUT measure comes close it never reaches the required 50% +1 vote threshold and definitely yes never exceeds about one quarter of voters.
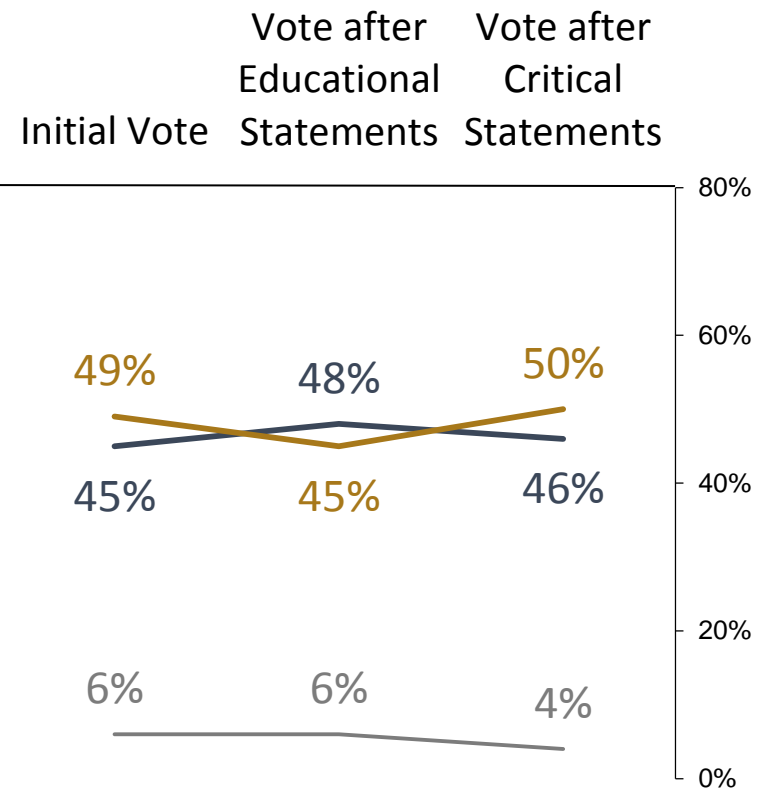
**Initial Vote**

| | |
|---|---|
| Definitely yes | 26% |
| Probably yes | 16% **42%** |
| Lean yes | 4% |

**Total Yes 45%**

| | |
|---|---|
| Lean No | 3% |
| Probably no | 15% |
| Definitely no | 32% |

**Total No 49%**

| | |
|---|---|
| Undecided | 6% |

0% 20% 40% 60%

**Vote after Education**

| | |
|---|---|
| Definitely yes | 25% |
| Probably yes | 18% **43%** |
| Lean yes | 6% |

**Total Yes 48%**

| | |
|---|---|
| Lean No | 5% |
| Probably no | 10% |
| Definitely no | 31% |

**Total No 45%**

| | |
|---|---|
| Undecided | 6% |

0% 20% 40% 60%

**Vote after Critical Statements**

| | |
|---|---|
| Definitely yes | 23% |
| Probably yes | 18% **41%** |
| Lean yes | 4% |

**Total Yes 46%**

| | |
|---|---|
| Lean No | 4% |
| Probably no | 11% |
| Definitely no | 35% |

**Total No 50%**

| | |
|---|---|
| Undecided | 4% |

0% 20% 40% 60%

*Q4/Q12/Q14. If the election were held today, do you think you would vote "Yes" in favor of this measure or "No" to oppose it? Split Sample*

# Vote Progression for Measures – ½-cent Sales Tax vs. 6% UUT

## ½-cent Sales Tax

|  | Initial Vote | Vote after Educational Statements | Vote after Critical Statements |
|---|---|---|---|
| Total Yes | 62% | 68% | 63% |
| Total No | 31% | 25% | 32% |
| Undecided | 7% | 6% | 6% |

## 6% UUT

|  | Initial Vote | Vote after Educational Statements | Vote after Critical Statements |
|---|---|---|---|
| Total Yes | 49% | 48% | 50% |
| Total No | 45% | 45% | 46% |
| Undecided | 6% | 6% | 4% |

# Segmenting the Electorate by Consistency of Support for ½-cent Sales Tax

❖ **Consistent Yes:** Voters who consistently indicated they would vote yes on the measure.

❖ **Consistent No:** Voters who consistently indicated they would vote no on the measure.

❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions.

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

Consistent Yes 54%

Consistent No 22%

Swing 24%
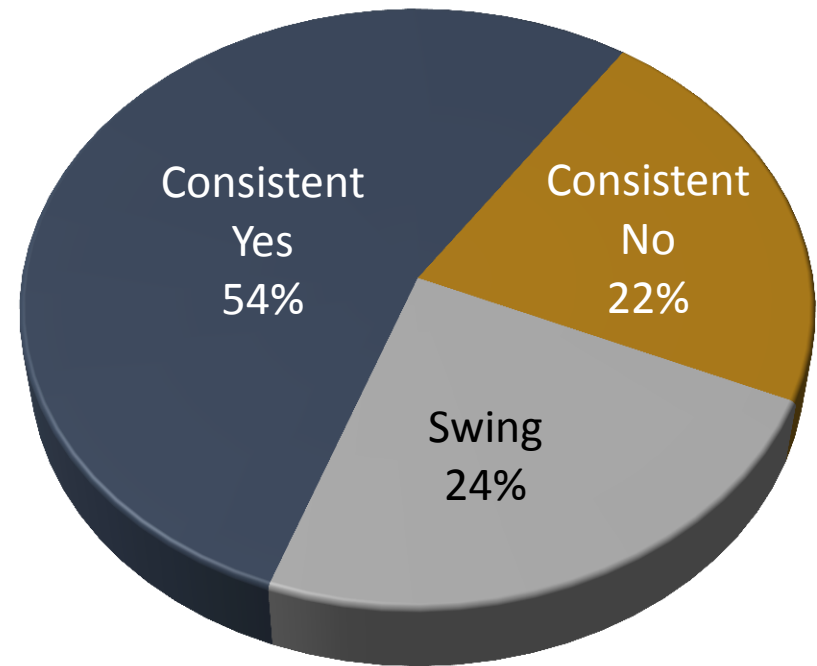
# Consistent Yes – ½-cent Sales Tax

| Demographic Group | Consistent Yes | % of Sample |
|---|---|---|
| **All Voters** | **54%** | **100%** |
| Democrats Ages 18-49 | **78%** | 14% |
| Single Democratic Households | **69%** | 18% |
| City Council District 2 | **65%** | 24% |
| Democrats | **64%** | 30% |
| Ages 18-49 | **63%** | 42% |
| Latinos | **60%** | 25% |
| Tulare Supervisorial District 1 | **60%** | 24% |
| Republicans Ages 18-49 | **59%** | 16% |
| Renters | **58%** | 35% |

# Swing (Persuadable) Voters – ½-cent Sales Tax

| Demographic Group | Swing | % of Sample |
|---|---|---|
| **All Voters** | **24%** | **100%** |
| Ages 65+ | **39%** | 28% |
| Women Ages 50+ | **35%** | 32% |
| Single Republican Households | **35%** | 22% |
| Republicans Ages 50+ | **33%** | 35% |
| City Council District 1 | **33%** | 24% |
| Republican Men Ages 50+ | **33%** | 15% |
| Ages 50+ | **32%** | 58% |
| Whites Ages 50+ | **32%** | 38% |
| Republican Women Ages 50+ | **32%** | 21% |
| Democrats Ages 50+ | **32%** | 16% |
| Republican Men | **31%** | 21% |
| City Council District 3 | **29%** | 24% |
| Permanent Absentee Voters | **28%** | 53% |
| Democratic Women | **28%** | 15% |

*Swing*

# Consistent No – ½-cent Sales Tax

| Demographic Group | Consistent No | % of Sample |
|---|---|---|
| **All Voters** | **22%** | **100%** |
| 2+ Republican Households | **38%** | 23% |
| Republican Men Ages 50+ | **32%** | 15% |
| Whites Ages 18-49 | **28%** | 23% |
| City Council District 5 | **27%** | 19% |
| White Men | **26%** | 29% |
| Men Ages 50+ | **26%** | 26% |
| Republican Men | **26%** | 21% |
| South of 198 Freeway | **25%** | 62% |
| Republicans | **25%** | 51% |
| Republican Women | **25%** | 30% |

*Consistent No*

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