



CITY OF TURLOCK COMMUNITY ISSUES SURVEY
220-5685-WT
N=525
MARGIN OF SAMPLING ERROR ±4.9% (95% CONFIDENCE LEVEL)

Hello, I'm ___ calling from _____, a public opinion research company. **(IF RESPONDENT REPLIES IN SPANISH, HAND OFF TO AN INTERVIEWER WHO SPEAKS SPANISH.)** I am not trying to sell you anything or ask for a donation of any kind. We are conducting a public opinion survey about issues that may concern City of Turlock residents. May I speak with _____? **(MUST SPEAK WITH VOTER LISTED. VERIFY VOTER LIVES AT THE ADDRESS LISTED -- OTHERWISE TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others? **(IF NOT ON A CELL PHONE, ASK: Do you own a cell phone?)**

Yes, cell and can talk safely ----- 65%
 Yes, cell but cannot talk safely ----- **TERMINATE**
 No, not on cell ----- 35%
(DON'T READ) DK/NA/REFUSED----- TERMINATE

1. OK, let's begin. Would you say that things in _____ **(READ EACH, RECORD)** are generally headed in the right direction or do you feel that things are off on the wrong track?

| | <u>RIGHT DIRECTION</u> | <u>WRONG TRACK</u> | <u>(DON'T READ) DK/NA</u> |
|---------------------------------|----------------------------|------------------------|-------------------------------|
| (DO NOT ROTATE) | | | |
| a. The City of Turlock----- | 32 % | 44 % | 24 % |
| b. Your local neighborhood----- | 53 % | 36 % | 11 % |

2. Now, I am going to read you the names of some organizations involved in public life in Turlock. After I mention each one, please tell me if you have a favorable or unfavorable opinion of that organization. If you have never heard of the organization I mention, or don't have enough information to have an opinion, you can tell me that instead. **(IF FAVORABLE/ UNFAVORABLE, ASK: "Is that very or just somewhat FAVORABLE/UNFAVORABLE?") (RANDOMIZE)**

| | <u>VERY FAV</u> | <u>SMWT FAV</u> | <u>SMWT UNFAV</u> | <u>VERY UNFAV</u> | <u>NHO</u> | <u>CAN'T RATE</u> | <u>TOTAL FAV</u> | <u>TOTAL UNFAV</u> |
|----------------------------------------------|---------------------|---------------------|-----------------------|-----------------------|------------|-----------------------|----------------------|------------------------|
| (SPLIT SAMPLE A ONLY) | | | | | | | | |
| []a. Turlock City government ----- | 7% | 28% | 25% | 21% | 1% | 18% | 35% | 46% |
| []b. The Turlock Fire Department ----- | 59% | 25% | 3% | 1% | 0% | 12% | 84% | 4% |
| (SPLIT SAMPLE B ONLY) | | | | | | | | |
| []c. The Turlock City Council----- | 3% | 24% | 28% | 17% | 2% | 26% | 27% | 44% |
| []d. The Turlock Police Department ----- | 40% | 40% | 9% | 3% | 0% | 9% | 80% | 11% |

(RESUME ASKING ALL RESPONDENTS)

3. Next, in your personal opinion, do you think the City of Turlock has a great need for additional funding, some need, a little need or no real need for additional funds to provide the level of City services that Turlock residents need and want?

| | |
|---------------------------------|------------|
| GREAT/SOME NEED ----- | 74% |
| Great need----- | 43 % |
| Some need----- | 31 % |
| LITTLE/NO REAL NEED----- | 19% |
| A little need----- | 9 % |
| No real need ----- | 10 % |
| (DON'T READ) DK/NA ----- | 7% |

4. I'd now like to ask you about a potential local measure that may appear on the ballot in an upcoming election. This measure may read as follows: **(READ SLOWLY AND CAREFULLY)**

“TURLOCK PUBLIC SAFETY AND COMMUNITY SERVICES MEASURE. Shall the measure to maintain police/fire protection, emergency medical response, anti-gang/drug programs; keep parks/public areas safe/clean; address homelessness/vagrancy; repair streets, potholes, sidewalks; retain/attract local businesses; maintain youth/after-school and senior programs, other general services, by establishing a 1¢ sales tax providing approximately \$15,000,000 annually until ended by voters, requiring audits, citizens oversight, public disclosure of spending, all funds used locally, be adopted?”

If the election were held today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DK/NA, ASK: “Do you lean toward voting yes or no?”)**

| | |
|---------------------------------|------------|
| TOTAL YES----- | 68% |
| Definitely yes----- | 42 % |
| Probably yes----- | 23 % |
| Undecided, lean yes----- | 4 % |
| TOTAL NO ----- | 28% |
| Undecided, lean no----- | 1 % |
| Probably no----- | 7 % |
| Definitely no----- | 19 % |
| (DON'T READ) DK/NA ----- | 4% |

(SPLIT SAMPLE C ONLY)

5. What if instead of a one cent sales tax that generates 15 million dollars, this City of Turlock ballot measure established a three-quarters of a cent sales tax, which generates approximately 11 million dollars annually? If that were the case, would you vote yes in favor of it or no to oppose it? **(IF YES/NO, ASK: “Is that definitely (YES/NO) or probably (YES/NO)?”) (IF UNDECIDED/DK/NA, ASK: “Well, do you lean towards voting yes or no?”)**

| | |
|--------------------------|------------|
| TOTAL YES ----- | 61% |
| Definitely yes----- | 32% |
| Probably yes----- | 23% |
| Undecided, lean yes----- | 5% |

| | |
|-------------------------|------------|
| TOTAL NO ----- | 34% |
| Undecided, lean no----- | 3% |
| Probably no----- | 8% |
| Definitely no----- | 23% |

| | |
|---------------------------------|-----------|
| (DON'T READ) DK/NA ----- | 5% |
|---------------------------------|-----------|

(SPLIT SAMPLE D ONLY)

6. What if instead of a one-cent sales tax that generates 15 million dollars, this City of Turlock ballot measure established a one-half cent sales tax, which generates approximately seven point five million dollars annually? If that were the case, would you vote yes in favor of it or no to oppose it? **(IF YES/NO, ASK: “Is that definitely (YES/NO) or probably (YES/NO)?”) (IF UNDECIDED/DK/NA, ASK: “Well, do you lean towards voting yes or no?”)**

| | |
|--------------------------|------------|
| TOTAL YES ----- | 63% |
| Definitely yes----- | 39% |
| Probably yes----- | 17% |
| Undecided, lean yes----- | 7% |

| | |
|-------------------------|------------|
| TOTAL NO ----- | 30% |
| Undecided, lean no----- | 2% |
| Probably no----- | 7% |
| Definitely no----- | 21% |

| | |
|---------------------------------|-----------|
| (DON'T READ) DK/NA ----- | 7% |
|---------------------------------|-----------|

(RESUME ASKING ALL RESPONDENTS)

7. Next, I am going to read you some statements about the City of Turlock. Please tell me if you think each statement is accurate or inaccurate. **(IF ACCURATE/INACCURATE, ASK: “Is that very or only somewhat (ACCURATE/INACCURATE)?”)** **(RANDOMIZE)**

| | <u>VERY ACC</u> | <u>SMWT ACC</u> | <u>SMWT INACC</u> | <u>VERY INACC</u> | <u>(DK/NA)</u> | <u>TOTAL ACC</u> | <u>TOTAL INACC</u> |
|-----------------------------------------------------------------------|---------------------|---------------------|-----------------------|-----------------------|----------------|----------------------|------------------------|
| []a. The City of Turlock’s finances are generally well-managed ----- | 3% | 18% | 24% | 37% | 17% | 22% | 61% |

(ASK SPLIT SAMPLE A ONLY)

| | | | | | | | |
|------------------------------------------------------------------------------|-----|-----|----|----|----|-----|----|
| []b. The population of Turlock has grown substantially in recent years----- | 55% | 29% | 6% | 2% | 8% | 84% | 8% |
|------------------------------------------------------------------------------|-----|-----|----|----|----|-----|----|

(ASK SPLIT SAMPLE B ONLY)

| | | | | | | | |
|--------------------------------------------------------------------------------------|-----|-----|-----|----|----|-----|-----|
| []c. The population of Turlock will grow substantially over the next few years----- | 35% | 44% | 11% | 4% | 7% | 79% | 14% |
|--------------------------------------------------------------------------------------|-----|-----|-----|----|----|-----|-----|

(RESUME ASKING ALL RESPONDENTS)

8. Next, I’m going to mention a series of issues some people say might be problems for residents of Turlock. After you hear each issue, please tell me whether you personally consider it to be an extremely serious, very serious, somewhat serious or not too serious problem. **(RANDOMIZE)**

| | <u>EXT SER PROB</u> | <u>VERY SER PROB</u> | <u>SMWT SER PROB</u> | <u>NT TOO SER PROB</u> | <u>(DK/NA)</u> | <u>EXT/ VERY</u> |
|-----------------------------------------------------|-----------------------------|------------------------------|------------------------------|--------------------------------|----------------|----------------------|
| []a. The amount you have to pay in City fees ----- | 12% | 22% | 31% | 25% | 11% | 34% |

(ASK SPLIT SAMPLE A ONLY)

| | | | | | | |
|----------------------------------------------------------|-----|-----|-----|-----|----|-----|
| []b. Crime, gangs and drugs----- | 30% | 32% | 27% | 7% | 4% | 61% |
| []c. The number of homeless residents in the city ----- | 53% | 25% | 14% | 5% | 3% | 79% |
| []d. The condition of <u>neighborhood streets</u> ----- | 45% | 28% | 21% | 5% | 1% | 73% |
| []e. Traffic congestion ----- | 14% | 20% | 33% | 33% | 1% | 34% |
| []f. Not enough street lighting ----- | 13% | 21% | 31% | 30% | 6% | 34% |
| []g. Not enough local parks----- | 2% | 5% | 19% | 68% | 6% | 7% |
| []h. Not enough new housing being built----- | 12% | 14% | 23% | 45% | 6% | 26% |

(ASK SPLIT SAMPLE B ONLY)

| | | | | | | |
|--------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|-----|-----|
| []i. Not enough police officers on city streets----- | 24% | 24% | 25% | 21% | 5% | 48% |
| []j. Homelessness ----- | 54% | 30% | 14% | 1% | 0% | 85% |
| []k. The condition of <u>major roads and thoroughfares</u> ----- | 41% | 30% | 22% | 7% | 0% | 70% |
| []l. The time it takes for firefighters and emergency medical technicians to respond to a 911 emergency call----- | 15% | 11% | 16% | 33% | 26% | 25% |

| | | | | | |
|-------------|-------------|-------------|---------------|----------------|-------------|
| <u>EXT</u> | <u>VERY</u> | <u>SMWT</u> | <u>NT TOO</u> | | <u>EXT/</u> |
| <u>SER</u> | <u>SER</u> | <u>SER</u> | <u>SER</u> | | <u>VERY</u> |
| <u>PROB</u> | <u>PROB</u> | <u>PROB</u> | <u>PROB</u> | <u>(DK/NA)</u> | |

(ASK SPLIT SAMPLE B CONT.)

| | | | | | | | |
|-------|-------------------------------------------------|-----|-----|-----|-----|-----|-----|
| []m. | Waste and inefficiency in city government ----- | 23% | 24% | 29% | 11% | 14% | 47% |
| []n. | The condition of local parks----- | 13% | 20% | 31% | 31% | 4% | 34% |
| []o. | The cost of housing ----- | 26% | 23% | 33% | 12% | 5% | 50% |

(RESUME ASKING ALL RESPONDENTS)

9. Let’s return to the **CITY OF TURLOCK PUBLIC SAFETY AND COMMUNITY SERVICES MEASURE** you considered earlier. I am now going to read you a list of possible projects, features, and provisions that might be included in this City of Turlock ballot measure. Regardless of how you feel about this measure, please tell me how important it is to you personally that each provision or use of funds is included in the measure: extremely important, very important, somewhat important, or not too important. **(RANDOMIZE)**

| | | | | | |
|------------|-------------|-------------|------------|----------------|-------------|
| <u>EXT</u> | <u>VERY</u> | <u>SMWT</u> | <u>NOT</u> | | <u>EXT/</u> |
| <u>IMP</u> | <u>IMP</u> | <u>IMP</u> | <u>TOO</u> | | <u>VERY</u> |
| | | | <u>IMP</u> | <u>(DK/NA)</u> | |

(ASK SPLIT SAMPLE A ONLY)

| | | | | | | | |
|-------|----------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|----|-----|
| []a. | <u>Maintaining</u> police protection ----- | 52% | 31% | 14% | 3% | 1% | 83% |
| []b. | <u>Maintaining</u> fire protection ----- | 45% | 37% | 12% | 6% | 0% | 81% |
| []c. | <u>Maintaining</u> emergency medical technicians ----- | 41% | 38% | 16% | 3% | 2% | 79% |
| []d. | <u>Improving</u> 911 emergency response ----- | 41% | 32% | 16% | 4% | 6% | 73% |
| []e. | Maintaining anti-gang and anti-drug programs ----- | 38% | 42% | 16% | 4% | 1% | 79% |
| []f. | Addressing homelessness and vagrancy ----- | 56% | 29% | 10% | 4% | 1% | 85% |
| []g. | Repairing sidewalks ----- | 23% | 26% | 39% | 10% | 3% | 49% |
| []h. | Maintaining youth and after-school programs ----- | 31% | 34% | 25% | 9% | 1% | 65% |
| []i. | Upgrading police officer equipment, including body cameras, vehicles and bullet proof vests ----- | 37% | 37% | 18% | 5% | 3% | 74% |
| []j. | Recruiting and retaining experienced police officers ----- | 41% | 43% | 13% | 3% | 1% | 83% |
| []k. | Increasing enforcement of local codes to protect property and make our community safer and cleaner ----- | 36% | 31% | 22% | 9% | 3% | 67% |
| []l. | Maintaining school safety officers ----- | 37% | 37% | 19% | 6% | 1% | 74% |
| []m. | Preventing fire station closures ----- | 47% | 32% | 16% | 4% | 2% | 78% |
| []n. | Improving traffic flow ----- | 25% | 24% | 30% | 20% | 1% | 49% |
| []o. | Replacing outdated streetlights ----- | 20% | 30% | 36% | 13% | 1% | 50% |
| []p. | Upgrading emergency communications systems ----- | 35% | 33% | 21% | 6% | 4% | 68% |
| []q. | Increasing the supply of affordable housing ----- | 31% | 23% | 24% | 18% | 4% | 53% |
| []r. | Requiring public disclosure of spending ----- | 61% | 28% | 9% | 2% | 0% | 89% |
| []s. | Requiring audits ----- | 38% | 30% | 22% | 3% | 7% | 68% |

| | <u>EXT</u> <u>IMP</u> | <u>VERY</u> <u>IMP</u> | <u>SMWT</u> <u>IMP</u> | <u>NOT</u> <u>TOO</u> <u>IMP</u> | <u>(DK/NA)</u> | <u>EXT/</u> <u>VERY</u> |
|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------|---------------------------|----------------------------------------|----------------|----------------------------|
| (ASK SPLIT SAMPLE B ONLY) | | | | | | |
| []t. <u>Improving</u> police protection ----- | 39% | 31% | 21% | 7% | 3% | 69% |
| []u. <u>Improving</u> fire protection ----- | 26% | 40% | 21% | 11% | 2% | 66% |
| []v. <u>Maintaining</u> 911 emergency medical response services ----- | 46% | 41% | 10% | 2% | 1% | 87% |
| []w. Keeping public areas safe and clean ----- | 39% | 40% | 19% | 1% | 1% | 79% |
| []x. Repairing deteriorating streets and potholes ----- | 55% | 30% | 14% | 1% | 0% | 85% |
| []y. Retaining and attracting local businesses----- | 29% | 40% | 24% | 6% | 0% | 69% |
| []z. Maintaining City parks----- | 19% | 38% | 38% | 5% | 1% | 56% |
| []aa. Investigating and preventing property crimes ----- | 35% | 41% | 18% | 4% | 2% | 76% |
| []bb. Increasing police patrols of neighborhoods, parks and recreation areas ----- | 32% | 34% | 26% | 7% | 1% | 66% |
| []cc. Maintaining senior services----- | 26% | 43% | 24% | 5% | 1% | 70% |
| []dd. Increasing cleanup of homeless encampments ----- | 51% | 27% | 17% | 3% | 2% | 78% |
| []ee. Upgrading outdated emergency response vehicles and equipment such as cardiac monitors, defibrillators and jaws of life----- | 31% | 40% | 18% | 9% | 3% | 71% |
| []ff. Upgrading first responder training for dealing with emergencies such as active shooter situations ----- | 32% | 32% | 24% | 10% | 2% | 64% |
| []gg. Repairing sidewalks and other local infrastructure ----- | 33% | 35% | 27% | 5% | 0% | 68% |
| []hh. Improving traffic safety ----- | 24% | 40% | 27% | 7% | 3% | 63% |
| []ii. Increasing walking and biking trails ----- | 13% | 28% | 30% | 28% | 1% | 41% |
| []jj. Repairing and upgrading parks, playgrounds and sports fields ----- | 14% | 25% | 44% | 15% | 2% | 39% |
| []kk. Requiring citizens' oversight----- | 22% | 36% | 24% | 8% | 10% | 58% |
| []ll. Requiring all funds used locally ----- | 61% | 25% | 10% | 1% | 3% | 86% |

(RESUME ASKING ALL RESPONDENTS)

10. Now, I am going to read you some statements from people who may support the **CITY OF TURLOCK PUBLIC SAFETY AND COMMUNITY SERVICES MEASURE** you have been considering. After each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes to support the measure. If you do not believe the statement, please tell me that instead. **(RANDOMIZE)**

| | | | | |
|-------------|-------------|-------------|----------------|--------------|
| <u>VERY</u> | <u>SMWT</u> | <u>NOT</u> | <u>DON'T</u> | <u>VERY/</u> |
| <u>CONV</u> | <u>CONV</u> | <u>CONV</u> | <u>BELIEVE</u> | <u>SMWT</u> |
| | | | <u>(DK/NA)</u> | |

[]a. **(ACCOUNTABILITY)** This measure contains tough fiscal accountability by requiring annual independent financial audits, citizen oversight, and public disclosure of spending and ensures that all funds remain in Turlock and cannot be taken by the County or State government. These fiscal safeguards will make sure funds are used efficiently, effectively and as promised. -----42% ----- 37% ---- 13% ----- 7%-----1% 78%

[]b. **(FIRE PROTECTION)** In 2019, Turlock Firefighters responded to more than 7,000 calls for service, an all-time high for the city. However as emergency calls increased, Fire Department staffing actually decreased. Looking ahead, without this measure the City will have to cut additional firefighting positions which would force the closure of one of its four fire stations. This will drastically increase fire and emergency medical response times in that area of the city. In some instances, these times could double. This measure helps maintain effective fire and emergency medical response services to ensure residents receive the timely help they need in an emergency. -----47% ----- 32% ---- 14% ----- 4%-----3% 79%

VERY CONV SMWT CONV NOT CONV DON'T BELIEVE (DK/NA) VERY/ SMWT

[]c. **(PUBLIC SAFETY)** Due to population growth in Turlock, we are now 34 police officers below accepted standards for a city our size and crime was up 4 percent last year because the City did not have the resources to fully fund officer overtime payments, crime prevention and response programs that had led to reduced crime for three straight years. This measure will improve local public safety by allowing for proactive crime prevention, increasing traffic safety, and improving the 911 emergency response center so it can continue handling calls from our community during times of crisis. -----45%----- 34% ---- 14% ----- 5%-----2% 79%

[]d. **(STREETS)** Independent engineers gave the condition of Turlock’s streets and roads a rating of 57 out of 100, which is nearly 10 points worse than five years ago. This measure will provide the funding needed to properly maintain our streets, which will make them safer for drivers, pedestrians and bicyclists and will help reduce the need of drivers to make costly pothole-related car repairs. We need to address this infrastructure need now, rather than letting it worsen which will cost all of us more in the long run. -----43%----- 33% ---- 16% ----- 7%-----1% 76%

(ASK SPLIT SAMPLE A ONLY)

[]e. **(CUTS)** As a result of reduced federal, state and county funding, increased demand for City services and increased costs to provide services to residents, the City of Turlock faces a multi-million dollar funding shortfall over the next few years. If this measure is not approved, the City may be forced to cut police and fire protection, emergency medical technicians, 911 emergency response, street and pothole repairs, afterschool programs, and other vital services. -----36%----- 38% ---- 14% ----- 10%-----3% 73%

VERY CONV SMWT CONV NOT CONV DON'T BELIEVE (DK/NA) VERY/ SMWT

(ASK SPLIT SAMPLE A CONT.)

[]f. **(GANGS)** Gang-related crimes have expanded into our city including violent crimes, weapons, drug sales and human trafficking as the City has not had the resources to keep up with changes in state law that reduced jail time and led to the early release of career criminals. This measure allows the Turlock Police Department to restore its anti-gang, street crime and Special Investigations units that crack down on gangs and gang-related crime in our community to make it even safer. -----40% ----- 38% ---- 13% ----- 8%-----2% 78%

(ASK SPLIT SAMPLE B ONLY)

[]g. **(QUALITY OF LIFE)** People choose to live in Turlock because it offers a better quality of life than other nearby communities. This measure will provide the local services that strengthen our community, improve property values and keep Turlock a more desirable, safe place to live, do business and raise a family. -----33% ----- 34% ---- 26% ----- 8%-----0% 66%

[]h. **(YOUTH)** Passing this measure will maintain City-funded after-school and summer recreational programs that serve thousands of local youth each year. Providing safe and supervised activities with access to tutoring and mentoring keeps children and at-risk youth off the streets, away from gangs and drugs, and out of trouble. -----36% ----- 31% ---- 23% ----- 8%-----1% 67%

(RESUME ASKING ALL RESPONDENTS)

11. Now that you have heard more about it, let me ask you again about this measure which may read as follows:

“TURLOCK PUBLIC SAFETY AND COMMUNITY SERVICES MEASURE. Shall the measure to maintain police/fire protection, emergency medical response, anti-gang/drug programs; keep parks/public areas safe/clean; address homelessness/vagrancy; repair streets, potholes, sidewalks; retain/attract local businesses; maintain youth/after-school and senior programs, other general services, by establishing a 1¢ sales tax providing approximately \$15,000,000 annually until ended by voters, requiring audits, citizens oversight, public disclosure of spending, all funds used locally, be adopted?”

If the election were held today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DK/NA, ASK: “Do you lean toward voting yes or no?”)**

| | |
|-------------------------------------|----------------|
| TOTAL YES ----- | 69% |
| Definitely yes----- | 47% |
| Probably yes----- | 18% |
| Undecided, lean yes----- | 4% |
| TOTAL NO ----- | 23% |
| Undecided, lean no----- | 0% |
| Probably no----- | 7% |
| Definitely no----- | 16% |
| (DON'T READ) DK/NA ----- | 7% |

12. I am now going to read you some statements that could be made by people who oppose the possible local ballot measure you have been considering. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote no to oppose the measure. If you do not believe the statement, please tell me that instead. **(RANDOMIZE)**

| | | | | |
|-------------|-------------|-------------|----------------|--------------|
| <u>VERY</u> | <u>SMWT</u> | <u>NOT</u> | <u>DON'T</u> | <u>VERY/</u> |
| <u>CONV</u> | <u>CONV</u> | <u>CONV</u> | <u>BELIEVE</u> | <u>SMWT</u> |
| | | | <u>(DK/NA)</u> | |

[]a. **(TAXES)** California homeowners were hit hard by the new federal tax law, the state’s gas tax went up 12 cents and other state and local taxes are going up. We simply cannot afford to pay higher taxes right now, especially a sales tax that will hurt working families and seniors living on fixed incomes who are dealing with rising prices for housing, healthcare, gas and food. -----36%-----27% ---- 28% ----- 5%-----4% 63%

VERY CONV SMWT CONV NOT CONV DON'T BELIEVE (DK/NA) VERY/ SMWT

(ASK SPLIT SAMPLE A ONLY)

- []b. **(ENOUGH FUNDS)** The City is sitting on a seven million-dollar reserve fund. The City should focus on using these funds first before asking residents for more money. -----27%----- 33% ---- 24% ----- 11%-----4% 60%
- []c. **(WASTE & PENSIONS)** The City is in this budget mess because it wastes taxpayer money and provides overly generous salaries and pensions to City employees. Voting no will force the City to do a better job of managing its money, be more fiscally responsible and implement a pension reform plan. -----37%----- 28% ---- 18% ----- 11%-----6% 64%

(ASK SPLIT SAMPLE B ONLY)

- []d. **(BAD FOR GROWTH)** Instead of raising taxes, the City should be working to bring in jobs and new economic activity to improve our community and make the City stronger. This measure does the opposite – it will drive away businesses and hurt our local economy. -----17%----- 28% ---- 29% ----- 22%-----5% 45%
- []e. **(BLANK CHECK)** There is nothing in this ballot measure that requires any of the money to be used for public safety services or any of the other programs mentioned in the description. In reality, the City can just use it to fund pet projects. We need to vote no on this blank check for City Hall. -----28%----- 26% ---- 24% ----- 16%-----5% 54%

(RESUME ASKING ALL RESPONDENTS)

13. Sometimes over the course of a survey like this one people change their minds and sometimes they do not. Let me ask you again about this measure that may read as follows:

“TURLOCK PUBLIC SAFETY AND COMMUNITY SERVICES MEASURE. Shall the measure to maintain police/fire protection, emergency medical response, anti-gang/drug programs; keep parks/public areas safe/clean; address homelessness/vagrancy; repair streets, potholes, sidewalks; retain/attract local businesses; maintain youth/after-school and senior programs, other general services, by establishing a 1¢ sales tax providing approximately \$15,000,000 annually until ended by voters, requiring audits, citizens oversight, public disclosure of spending, all funds used locally, be adopted?”

If there were an election today, do you think you would vote “Yes” in favor of it or “No” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED/DK/NA, ASK: “What are you leaning towards, voting YES, or voting NO?”)**

| | |
|-------------------------------------|----------------|
| TOTAL YES ----- | 64% |
| Definitely yes----- | 42% |
| Probably yes----- | 19% |
| Undecided, lean yes----- | 4% |
| TOTAL NO ----- | 26% |
| Undecided, lean no----- | 1% |
| Probably no----- | 7% |
| Definitely no----- | 19% |
| (DON'T READ) DK/NA ----- | 9% |

(SPLIT SAMPLE C ONLY)

14. And rethinking about a question you answered earlier, what if instead of a one cent sales tax that generates 15 million dollars, this City of Turlock ballot measure established a three-quarters of a cent sales tax, which generates approximately 11 million dollars annually? If that were the case, would you vote yes in favor of it or no to oppose it? **(IF YES/NO, ASK: “Is that definitely (YES/NO) or probably (YES/NO)?”)** **(IF UNDECIDED/DK/NA, ASK: “Well, do you lean towards voting yes or no?”)**

| | |
|-------------------------------------|----------------|
| TOTAL YES ----- | 57% |
| Definitely yes----- | 34% |
| Probably yes----- | 21% |
| Undecided, lean yes----- | 2% |
| TOTAL NO ----- | 36% |
| Undecided, lean no----- | 0% |
| Probably no----- | 9% |
| Definitely no----- | 27% |
| (DON'T READ) DK/NA ----- | 7% |

(SPLIT SAMPLE D ONLY)

15. And rethinking about a question you answered earlier, what if instead of a one cent sales tax that generates 15 million dollars, this City of Turlock ballot measure established a one-half cent sales tax, which generates approximately seven point five million dollars annually? If that were the case, would you vote yes in favor of it or no to oppose it? **(IF YES/NO, ASK: “Is that definitely (YES/NO) or probably (YES/NO)?”)** **(IF UNDECIDED/DK/NA, ASK: “Well, do you lean towards voting yes or no?”)**

| | |
|-------------------------------------|----------------|
| TOTAL YES ----- | 60% |
| Definitely yes ----- | 35% |
| Probably yes ----- | 23% |
| Undecided, lean yes ----- | 1% |
| TOTAL NO ----- | 32% |
| Undecided, lean no ----- | 1% |
| Probably no ----- | 13% |
| Definitely no ----- | 18% |
| (DON'T READ) DK/NA ----- | 8% |

(RESUME ASKING ALL RESPONDENTS)

THE FOLLOWING ARE THE FINAL QUESTIONS, WHICH ARE JUST FOR CLASSIFICATION PURPOSES.

(RESUME ASKING ALL RESPONDENTS)

16. What was the last level of school you completed?

| | |
|--------------------------------------------------|-----------|
| Grades 1-8 ----- | 0% |
| Grades 9-11 ----- | 1% |
| High school graduate (12)----- | 12% |
| Some college----- | 34% |
| Business/Vocational school ----- | 9% |
| College graduate (4)----- | 30% |
| Post-graduate work/ Professional school ----- | 12% |
| (DON'T READ) DK/Refused ----- | 2% |

17. Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it...? **(READ RESPONSE CHOICES)**

| | |
|-----------------------------------------|-----------|
| Hispanic or Latino----- | 22% |
| African American----- | 1% |
| Asian or Pacific Islander ----- | 4% |
| Caucasian/white----- | 59% |
| Assyrian ----- | 3% |
| Another group, or mixed ----- | 4% |
| (DON'T READ) DK/NA/Refused ----- | 7% |

THANK AND TERMINATE

GENDER: Male-----48%
 Female-----51%
 Non-binary-----1%

PARTY REGISTRATION: Democrat-----36%
 Republican-----41%
 No Party Preference-----17%
 Other-----6%

FLAGS
 P10-----33%
 G10-----47%
 P12-----32%
 G12-----59%
 P14-----32%
 G14-----49%
 P16-----51%
 G16-----78%
 P18-----54%
 G18-----81%
 BLANK-----9%

AGE
 18-24-----7%
 25-29-----6%
 30-34-----7%
 35-39-----8%
 40-44-----8%
 45-49-----7%
 50-54-----8%
 55-59-----6%
 60-64-----13%
 65-74-----19%
 75+-----11%

VOTE BY MAIL
 1-----12%
 2-----8%
 3+-----50%
 BLANK-----29%

HOUSEHOLD PARTY TYPE
 D1-----19%
 D2+-----10%
 R1-----16%
 R2+-----16%
 I1+-----14%
 Mixed-----24%

PERMANENT ABSENTEE
 Yes-----84%
 No-----16%

A/B SPLIT SAMPLE
 Split A-----50%
 Split B-----50%

COUNCIL DISTRICT
 1 (Larson)-----30%
 2 (Esquer)-----16%
 3 (Nosrati)-----28%
 4 (Arellano)-----26%

C/D SPLIT SAMPLE
 Split C-----50%
 Split D-----50%

MODE OF INTERVIEW
 Online-----58%
 Phone-----42%