

Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in Contra Costa County and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person asks who is sponsoring the survey, explain: For statistical purposes, I can't reveal the sponsor of the survey at the beginning of this interview, but I will tell you at the end.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Importance of Issues

Q1 To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.

Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?

	<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused
A	Ensuring prompt response times to 9-1-1 calls for fires and medical emergencies	44%	45%	9%	1%	1%	0%
B	Maintaining local fire protection and prevention services	34%	51%	14%	1%	0%	0%
C	Maintaining the quality of education in our local public schools	46%	43%	8%	2%	0%	0%
D	Maintaining local streets and roads	14%	49%	35%	2%	0%	0%
E	Preventing local tax increases	20%	29%	37%	13%	1%	0%
F	Maintaining local property values	21%	45%	29%	5%	1%	0%
G	Maintaining public safety	36%	50%	13%	1%	0%	0%
H	Improving the local economy	31%	53%	15%	1%	0%	0%

Section 3: Initial Ballot Test

Your household is within the Contra Costa County Fire Protection District. Next year, voters in the District may be asked to vote on a local ballot measure. Let me read you a summary of the measure:

Q2	In order to:
	<ul style="list-style-type: none">◇ Maintain high quality local fire protection and prevention services◇ Ensure prompt response times to 9-1-1 medical emergencies◇ Make needed repairs and upgrades to fire and emergency equipment and facilities◇ Attract and retain professional firefighters and paramedics◇ And avoid closing additional fire stations and making deep cuts to life-saving emergency services
	Shall the Contra Costa County Fire Protection District establish a parcel tax of up to \$72 per parcel for five years only, with an exemption for seniors, citizen oversight, and all money staying local? If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?

		November 2012	November 2011	
1	Definitely yes	39%	38%	Skip to Q4
2	Probably yes	30%	26%	Skip to Q4
3	Probably no	9%	11%	Ask Q3
4	Definitely no	14%	20%	Ask Q3
98	Not sure	6%	4%	Ask Q3
99	Refused	0%	1%	Skip to Q4

Q3 Is there a particular reason why you do not support the fire protection measure I just described? *Verbatim responses recorded and later grouped into the categories shown below.*

	Taxes already too high	28%
	Need more information	14%
	Money will be misspent, wasted	14%
	Firefighter salaries, benefits too high	12%
	No particular reason	11%
	Government must live within its means	8%
	Economic recession	6%
	Current fire services, staff is sufficient	6%
	Too expensive	5%
	Other higher community priorities exist	4%
	Unhappy with fire services in general	4%
	Not sure / Refused	3%
	Better alternatives exist than raising taxes	2%
	Concern about union	1%

Section 4: Tax Threshold								
Q4	The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the district. However, the amount to be charged to each parcel has not been determined yet.							
	If you heard that your household would pay _____ per year for each property that you own in the district, would you vote yes or no on the measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>							
<i>Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts.</i>								
	Ask in order		Definitely yes	Probably yes	Probably no	Definitely no	Not sure	Refused
November 2012	A	72 dollars	38%	26%	11%	18%	7%	0%
	B	60 dollars	46%	21%	9%	19%	5%	0%
	C	48 dollars	56%	16%	6%	18%	4%	0%
November 2011	A	72 dollars	35%	24%	12%	23%	5%	1%
	B	60 dollars	42%	21%	9%	23%	5%	1%
	C	48 dollars	48%	18%	6%	23%	4%	1%

Section 5: Programs & Projects							
Q5	The measure we've been discussing would provide funding for a variety of fire protection programs and services.						
	If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? <i>Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?</i>						
	<i>Randomize</i>	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
A	Maintain high quality local fire protection and prevention services	52%	29%	3%	5%	10%	1%
B	Ensure prompt response times to 9-1-1 medical emergencies	67%	20%	2%	3%	6%	1%
C	Make needed repairs and upgrades to emergency rescue equipment and facilities	49%	32%	5%	6%	7%	1%
D	Attract and retain professional firefighters and paramedics	50%	28%	5%	7%	9%	1%
E	Avoid closing fire stations due to the budget crisis	53%	20%	6%	11%	9%	0%
F	Avoid making deep cuts to life-saving emergency response services due to the budget crisis	53%	22%	6%	10%	8%	1%
G	Ensure that each fire engine has a paramedic onboard 24 hours a day to treat medical emergencies on site	47%	25%	10%	7%	10%	0%

H	Continue fire prevention services such as defensible space inspections and evacuation planning	36%	36%	8%	7%	12%	1%
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Section 6: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q6	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	There will be a clear system of accountability, including a Citizen's Oversight Committee and annual independent audits to ensure that the money is spent properly	43%	33%	22%	0%	1%	0%
B	All money raised by this measure will be spent locally to provide fire protection and emergency response services. The money cannot be taken away by the State or used for other purposes	56%	29%	13%	1%	1%	0%
C	When you need emergency care, you need it fast. Minutes count in these situations. This measure will ensure that the District can provide prompt response times to emergencies	50%	36%	13%	0%	1%	0%
D	This measure will ensure that firefighters and paramedics have the facilities and equipment they need to do their jobs	43%	42%	14%	1%	1%	0%
E	The District has already taken a number of cost-cutting actions, including laying-off firefighters, cutting administration, reducing salaries, reducing spending, and deferring the maintenance of equipment and facilities	30%	44%	22%	1%	3%	0%
F	Declining property tax revenues have created a budget crisis for the District. If this measure does NOT pass, the District will be forced to close fire stations, lay-off additional firefighters, and make deep cuts to emergency services that will put all of us at greater risk	47%	30%	20%	1%	1%	0%
G	In a medical emergency, brain damage occurs in 4 to 6 minutes, and brain death occurs in 8 minutes without oxygen. This measure will ensure that the District has the staff and resources it needs to provide adequate response times to emergencies	51%	28%	18%	1%	2%	0%

H	The District currently has only half the number of firefighters that experts agree is needed to serve our population, and response times to emergencies are already much longer than the recommended standard. Further cuts will mean even fewer firefighters and longer response times. We need to pass this measure to protect our community	47%	36%	15%	1%	2%	0%
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Section 7: Interim Ballot Test

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again:

Q7	In order to:						
	<ul style="list-style-type: none"> ◇ Maintain high quality local fire protection and prevention services ◇ Ensure prompt response times to 9-1-1 medical emergencies ◇ Make needed repairs and upgrades to fire and emergency equipment and facilities ◇ Attract and retain professional firefighters and paramedics ◇ And avoid closing additional fire stations and making deep cuts to life-saving emergency services 						
	Shall the Contra Costa County Fire Protection District establish a parcel tax of up to \$72 per parcel for five years only, with an exemption for seniors, citizen oversight, and all money staying local?						
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?						
				November 2012	November 2011		
	1	Definitely yes		46%	42%		
	2	Probably yes		23%	21%		
	3	Probably no		7%	8%		
	4	Definitely no		18%	21%		
	98	Not sure		6%	6%		
	99	Refused		0%	1%		

Section 8: Negative Arguments

Next, let me tell you what opponents of the measure are saying.

Q8	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	People are having a hard time making ends meet with the housing crisis, high unemployment, and the economy in recession. Now is NOT the time to be raising taxes	34%	32%	32%	0%	1%	0%
B	The District can't be trusted with this tax. They will mismanage the money	20%	31%	45%	1%	2%	0%
C	Taxes are already too high, we don't need additional property taxes	27%	29%	43%	0%	1%	0%
D	Firefighters are paid too much in salary and pensions. If they took a modest pay cut, there would be no need for this tax	19%	33%	42%	1%	5%	0%

Section 9: Final Ballot Tests

Now that you have heard a bit more about the measure, let me read you a summary of it one more time:

Q9	<p>In order to:</p> <ul style="list-style-type: none"> ◆ Maintain high quality local fire protection and prevention services ◆ Ensure prompt response times to 9-1-1 medical emergencies ◆ Make needed repairs and upgrades to fire and emergency equipment and facilities ◆ Attract and retain professional firefighters and paramedics ◆ And avoid closing additional fire stations and making deep cuts to life-saving emergency services <p>Shall the Contra Costa County Fire Protection District establish a parcel tax of up to \$72 per parcel for five years only, with an exemption for seniors, citizen oversight, and all money staying local? If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?</p>				
			November 2012	November 2011	
	1	Definitely yes	43%	40%	Skip to Q11
	2	Probably yes	24%	21%	Skip to Q11
	3	Probably no	7%	9%	Ask Q10
	4	Definitely no	19%	24%	Ask Q10
	98	Not sure	6%	5%	Ask Q10
	99	Refused	0%	0%	Ask Q10

Q10	How about if instead of \$72 per household, the tax were \$48 per household. Would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?			
			November 2012	November 2011
		Supported at \$72 (Q9)	67%	61%
	1	Definitely yes	1%	2%
	2	Probably yes	5%	5%
	3	Probably no	4%	7%
	4	Definitely no	18%	21%
	98	Not sure	4%	4%
	99	Refused	0%	1%

Section 10: Messengers

Q11	During the next few months, you may hear statements from individuals and groups who take a position on the measures we've been discussing. As I read the following list of individuals and groups, I'd like to know how much their opinions about the measures will matter to you. Here is the (first/next) one: _____. Will their opinion about the measures matter to you a lot, somewhat, a little, or not at all?						
	<i>Randomize</i>	A Lot	Somewhat	A Little	Not At All	Not sure	Refused
A	The Chamber of Commerce	8%	31%	18%	40%	3%	0%
B	Contra Costa Taxpayer's Association	12%	34%	14%	35%	5%	0%
C	The League of Women Voters	17%	31%	11%	39%	3%	0%
D	The Contra Costa Times newspaper	8%	29%	14%	46%	3%	0%
E	Local firefighters	35%	36%	9%	19%	0%	0%
F	The County Board of Supervisors	10%	37%	15%	35%	3%	0%
G	Local refineries like Chevron and Shell	6%	18%	14%	60%	3%	0%
H	Local police	26%	39%	10%	24%	1%	0%
I	Your local City Council	14%	37%	15%	32%	2%	0%

Section 11: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	How long have you lived in Contra Costa County?		
	1	Less than 1 year	0%
	2	1 year to less than 5 years	5%
	3	5 years to less than 10 years	9%
	4	10 years to less than 15	12%
	5	15 years or more	74%
	99	Refused	1%
D2	Which of the following best describes your current home?		
	1	Single family detached home	83%
	2	Apartment	5%
	3	Condominium	7%
	4	Townhome	4%
	5	Mobile home	1%
	99	Refused	1%
D3	Do you have children in your household?		
	1	Yes	39%
	2	No	60%
	99	Refused	1%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey. This survey was conducted for the Contra Costa County Fire Protection District.			

Post-Interview & Sample Items

S1	Gender		
	1	Male	44%
	2	Female	56%

S2	Party		
	1	Democrat	51%
	2	Republican	26%
	3	Other	9%
	4	DTS	14%
S3	Age on Voter File		
	1	18 to 29	8%
	2	30 to 39	11%
	3	40 to 49	20%
	4	50 to 64	37%
	5	65 or older	24%
	99	Not Coded	0%
S4	Registration Date		
	1	2010 to 2005	29%
	2	2004 to 2001	22%
	3	2000 to 1997	14%
	4	1996 to 1990	14%
	5	Before 1990	20%
S5	Household Party Type		
	1	Single Dem	22%
	2	Dual Dem	19%
	3	Single Rep	7%
	4	Dual Rep	11%
	5	Single Other	9%
	6	Dual Other	5%
	7	Dem & Rep	8%
	8	Dem & Other	11%
	9	Rep & Other	7%
	0	Mixed (Dem + Rep + Other)	3%

S6	Homeowner on Voter File		
	1	Yes	84%
	2	No	16%
S7	Likely to Vote by Mail		
	1	Yes	51%
	2	No	49%
S8	Likely November 2012 Voter		
	1	Yes	100%
	2	No	0%
S9	Likely June 2011 Voter		
	1	Yes	44%
	2	No	56%
S10	Likely November 2011 Voter		
	1	Yes	38%
	2	No	62%
S11	Zone		
	1	Zone 1	24%
	2	Zone 2	13%
	3	Zone 3	28%
	4	Zone 4	28%
	5	Zone 5	7%