



**TO** Contra Costa County Board of Supervisors

**FROM** Dave Metz and Lucia Del Puppo  
FM3 Research

**RE:** Countywide Survey Outline

**DATE** June 12, 2020

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This memo provides an outline for the questionnaire design for a 15-minute dual-mode survey (interviews conducted online and via telephone on landline and wireless phones) of 600 Contra Costa County voters likely to cast a ballot in November 2020. The margin of sampling error for the survey will be +/-4.0% at the 95% confidence level.

Please note that in many cases the items listed are shorthand summaries of the questions that would be asked and are not intended to represent the full question wording.

**1. Issue Context/Introducing the Potential Measure**

- Views on direction of the County (*right direction/wrong track*)
- Favorability of public organizations and institutions (*very favorable, somewhat favorable, somewhat unfavorable, very unfavorable*)
- Schools and Communities First Summary
  - Would you vote yes or no on this measure?
- 75-word ballot question for the potential Contra Costa County sales tax measure
  - Would you vote yes or no on this measure?
- Impact of other local measures on the ballot on the likelihood of supporting a countywide measure (*much more likely, somewhat more likely, no difference, somewhat less likely, much less likely*)

**2. Coronavirus Context**

- Concern about the pandemic's impact on the local economy (*extremely concerned, very concerned, somewhat concerned, not concerned*)
- Confidence/uneasiness about their own personal financial situation (*very confident, somewhat confident, somewhat uneasy, very uneasy*)

### 3. Additional Questions on the Measure

- Support for a series of potential spending priorities of the measure; spending buckets being tested (*strongly support, somewhat support, somewhat oppose, strongly oppose*):
  - *Contra Costa Regional Hospital*
  - *After-school programming and youth services*
  - *Early childhood services*
  - *Fire and emergency response services*
  - *Sheriff services*
  - *Abuse prevention*
  - *Homelessness services*
  - *Social safety net programs and staffing*
  - *Senior services*
  - *Job training*
  - *Mental health and substance abuse programs*
  
- Potential educational information on the measure (*very convincing, somewhat convincing, not too convincing, don't believe*):
  - *COVID-19 preparedness*
  - *Social safety net*
  - *Prevention*
  - *Emergency response services*
  - *Contra Costa Regional Hospital*
  - *Housing crisis*
  - *Youth investment*
  - *Not a tax on homeowners*
  - *Sheriff funding limited*
  - *Health and safety of the community*
  - *Sales tax does not apply to food and medicine*
  - *Opportunity for all*
  
- Having heard this information, would you vote yes or no on the proposed sales tax?
  
- Potential criticisms of the measure (*very convincing, somewhat convincing, not too convincing, don't believe*):
  - *Hurts businesses*
  - *Other priorities are more important*
  - *Lack of sheriff funding*
  - *Affordability/cost of living*
  - *Pensions*
  - *Taxes*
  - *Labor involvement*
  - *Blank check to government*
  - *Regressive*
  
- Having heard this information, would you vote yes or no on the proposed sales tax?

**4. Demographic questions**

- Own/rent
- Education
- Union membership
- Ethnicity
- Income
- Gender

**5. Voter File Information**

- Party
- Age
- Supervisorial District
- City
- Turnout history