We are not



Hello, I'm

# CONTRA COSTA COUNTY FINANCE MEASURE SURVEY 220-5866 WT

N = 666

MARGIN OF SAMPLING ERROR  $\pm 4.0\%$  (95% CONFIDENCE INTERVAL) A/B & C/D SPLIT

, a public opinion research company.

telema	rketers trying to sell you anyth	ing, ar	d we wil	l not ask	for a dor	ation of a	iny type.	We're c	onducting
a nee	eds assessment survey about	-					-	•	speak to
							IFY THA	T THE	<b>VOTER</b>
LIVE	S AT THE ADDRESS LISTE	ED; OT	HERWI	SE, TER	MINAT	E.)			
A.	Before we begin, I need to kr where you can talk safely wit			•		-	nd if so, a	re you ir	a place
	Yes, cell and c	an talk	safely					83%	
	Yes, cell but c								
	No, not on cell, <b>(DON'T READ)</b> DK/NA/REFUSED <b>TERMI</b>								
1.	First, do you think things in wrong track?	Contra	Costa Co	unty are l	headed in	the right	direction	or are th	ney on the
			R	ight direc	ction			43%	
				•					
			(1	DON'T R	<b>EAD</b> ) D	K/NA		31%	
2.	Next, I'm going to read you a you to tell me if you have a unfavorable opinion. If you l	very f nave ne	avorable ver heard	, somewh	nat favora please jus	able, som	ewhat unt (RANDC	favorable <b>)MIZE)</b>	e, or very
		VERY FAV	SMWT FAV	SMWT UNFAV	VERY UNFAV	(CR/DK)	NEVER HRD OF	TOTAL <u>FAV</u>	TOTAL UNFAV
[ ]a.	The Sheriff's union	12%	18%	10%	10% -	35%	15%	29%	20%
(SPLI	T SAMPLE A ONLY)								
[ ]b.	(T) The Contra Costa County							•	4004
	District Attorney		21%	11%	9% -	38%	13%	29%	19%
[ ]c.	(T) The Contra Costa County		269	100	0.00	2467	2.07	<b>53</b> 07	210
r 1.i	Sheriff	21%	26%	12%	9% -	24%	3%	52%	21%
[ ]d.	(T) Contra Costa County first responders	550%	2607	20%	20%	1107	20%	81%	6%
[ ]e.	(T) Your city government							58%	26%
լ յշ.	(1) Tour city government	10 /0	<b>42</b> /0 -	10 /0	/ /// -	14 /0	2 70	3070	2070
(SPLI	T SAMPLE B ONLY)								
Ì]f.	( <b>T*</b> ) The Contra Costa								
	County Public Defender	7%	19% -	8%	5% -	47%	14%	26%	13%

from

FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES			2	220-5866 V	VT	PAGE 2			
	VERY FAV	SMWT FAV	SMWT UNFAV	VERY UNFAV	(CR/DK)	NEVER HRD OF	TOTAL <u>FAV</u>	TOTAL UNFAV	
(SPLIT SAMPLE B ONLY; CON	<b>T.</b> )								
[ ]g. (T*) Contra Costa's regional	l								
hospital	18%	28%	5%	3%	32%	14%	46%	8%	
[]h. (T) Contra Costa County									
Social Services	13%	31%	9%	5%	34%	9%	43%	<i>14</i> %	
[ ]i. <b>(T)</b> The Contra Costa Count	У								
Board of Supervisors	-	29% -	12%	10%	32%	9%	37%	22%	

MY NEXT QUESTIONS ARE ABOUT SOME STATE AND LOCAL BALLOT MEASURES THAT COULD APPEAR ON THE CONTRA COSTA COUNTY BALLOT IN NOVEMBER.

3. **(T- PPIC)** First, I would like to ask you about a statewide measure that will appear on the ballot in November. As you may know, under Proposition 13 passed by the California voters in 1978, residential and commercial property taxes are both strictly limited. This measure would have commercial properties taxed according to their current market value and direct some of this new tax revenue to state funding for K-through-12 public schools.

If the election were held today, would you vote yes in favor of this measure, or no to oppose it? (IF YES/NO, ASK:) Will you definitely vote (YES/NO) or just probably? (IF UNDECIDED, ASK: Are you leaning toward voting yes or no?)

TOTAL YES 57%         Definitely yes 33%         Probably yes 22%         Undecided, lean yes
TOTAL NO
(DON'T KNOW/NA)7%

4. My next question is about a Contra Costa County measure that may read as follows:

"To keep Contra Costa's regional hospital open and staffed; fund community health centers; provide timely fire and emergency response; support crucial safety-net services; invest in early childhood services; protect vulnerable populations; and for other essential county services, shall the Contra Costa County measure levying a ½ cent sales tax, exempting food sales, providing an estimated \$81,000,000 annually for (SPLIT SAMPLE C ONLY: 35) (SPLIT SAMPLE D ONLY: 20) years that the State cannot take, requiring fiscal accountability, with funds benefiting County residents, be adopted?

Based on this description, would you vote yes in favor of this measure, or no to oppose it? (IF YES/NO, ASK:) Will you definitely vote (YES/NO) or just probably? (IF UNDECIDED, ASK: Are you leaning toward voting yes or no?)

	SPLIT C	SPLIT D	
	35 YEARS	20 YEARS	<b>TOTAL</b>
TOTAL YES	59%	66%	62%
Definitely yes	28%	34%	31%
Probably yes	27 %	29%	28%
Undecided, lean yes	4%	3%	3%
TOTAL NO	34%	28%	31%
Undecided, lean no	1%	1%	1%
Probably no	8%	8%	8%
Definitely no	25 %	19%	22%
(DON'T READ) DK/NA	7 <i>%</i>	6%	7%

5. Next, suppose that multiple tax measures, including a (IF NOT IN UNINCORPORATED AREA: city) (IF IN UNINCORPORATED AREA: local) tax measure also appeared on the same ballot alongside the Contra Costa one-half cent sales tax measure that we have been discussing. In that case, would you be more or less likely to support the Contra Costa County sales tax measure? If it would make no difference, you can indicate that as well.

<b>TOTAL MORE LIKELY 12%</b>
Much more likely6%
Somewhat more likely7%
·
No difference 48%
TOTAL LESS LIKELY 30%
Somewhat less likely 12%
Much less likely 18%
-
( <b>DON'T READ</b> ) DK/NA 10%

### NEXT, I AM GOING TO ASK YOU SOME MORE GENERAL QUESTIONS.

6. How concerned are you personally about the coronavirus pandemic and its impact on the economy in your area? Are you extremely concerned, very concerned, somewhat concerned, or not too concerned?

EXT/VERY CONCERNED 74	%
Extremely concerned 37	%
Very concerned 36	%
SMWT/NOT TOO CONCERNED 26°	%
Somewhat concerned 18	
Not too concerned8	%
( <b>DON'T READ</b> ) DK/NA0	%

7. And, thinking about your personal financial situation over the next few months, do you feel confident or uneasy you will be able to meet your living expenses? (IF CONFIDENT/UNEASY, ASK "Is that very CONFIDENT/UNEASY or just somewhat?")

<b>TOTAL CONFIDENT 68%</b>
Very confident 43%
Somewhat confident 25%
TOTAL UNEASY 30%
Somewhat uneasy 17%
Very uneasy 13%
( <b>DON'T READ</b> ) DK/NA 2%

8. **(T)** Next, some people have proposed that your county government spend more on "community reinvestment," which includes emphasizing access to healthcare services including mental health; increased access to early education and after-school programs; and employment opportunities for the most vulnerable, including communities of color, foster youth, low-income families, and the formerly incarcerated. Funding for these investments could come from reduced spending on law enforcement, jails, and the Sheriff's Department. Does this approach sound like something you would support or oppose? **(IF SUPPORT/OPPOSE, ASK:** Is that strongly **SUPPORT/OPPOSE** or just somewhat?)

TOTAL SUPPORT	61%	
Strongly support 3	37%	
Somewhat support 2	24%	
TOTAL OPPOSE		
Somewhat oppose	11%	
Strongly oppose2	22%	
(DON'T READ) DK/NA	-6%	

MY NEXT QUESTIONS ARE ABOUT THE HALF-CENT SALES TAX TO KEEP CONTRA COSTA'S REGIONAL HOSPITAL OPEN AND STAFFED; FUND COMMUNITY HEALTH CENTERS; PROVIDE TIMELY FIRE AND EMERGENCY RESPONSE; SUPPORT CRUCIAL SAFETY-NET SERVICES; INVEST IN EARLY CHILDHOOD SERVICES; PROTECT VULNERABLE POPULATIONS AND PROVIDE ESSENTIAL COUNTY SERVICES.

9. I'm going to read you a series of more specific priorities this measure <u>could</u> fund. For each, please tell me if it sounds like something you would support or oppose. (**IF SUPPORT/ OPPOSE ASK:**) Is that strongly **SUPPORT/OPPOSE** or just somewhat? (**RANDOMIZE**)

		STR	SMWT	SMWT	STR	(DIZ/NA)	TOTAL SUPP	TOTAL
(SPL)	T SAMPLE A ONLY)	<u>SUPP</u>	<u>SUPP</u>	<u>OPP</u>	<u>OPP</u>	(DK/NA)	SUFF	<u>OPP</u>
[]a.	(T*) Increasing support for							
[ ]4.	after-school programs, boys'							
	and girls' clubs and other							
	programs that try to help young							
	people stay in school and on a							
	positive path	- 62%	25%	4 %	6%	3%	87%	11%
[ ]b.	( <b>T</b> ) Expanding safety-net	0270	<b></b> , ,	. , .	0 70	• , ,	<b>37</b> 70	11,0
[ ]0.	programs, including access to							
	food and shelter	- 56%	28%	7%	6%	4%	84%	13%
[ ]c.	(T) Preventing elder abuse						88%	9%
[ ]d.	(T) Expanding services							
	provided by local community-							
	based nonprofits	- 42%	33%	9%	8%	8%	<i>75</i> %	17%
[ ]e.	(T) Providing services for							
	seniors	- 59%	31%	4 %	5%	2%	89%	8%
[ ]f.	(T) Maintaining firefighting and							
	emergency preparedness							
	services	- 72%	20%	3 %	4%	1%	92%	7%
[ ]g.	(T) Increasing access to							
	substance abuse treatment							
	programs in communities	- 53%	28%	8%	7%	3%	82%	15%
[ ]h.	(T) Offering more job training							
	programs for low-income							
	residents	53%	29%	9%	5%	3%	82%	14%
[ ]i.	Maintaining sheriff patrols and							
	services	41%	32%	13%	- 10%	4%	73%	23%
(CDI )								
· .	T SAMPLE B ONLY)							
[ ]j.	Supporting Contra Costa	4501	2501	<b>7</b> 01	7 07	COL	000	1 407
г 11-	County's economic recovery	- 45%	33%	/%	/%	0%	80%	14%
[ ]k.	(T) Hiring additional staff for							
	programs accessing state and							
	federal funds to help serve low-							
	income families and people experiencing homelessness	100%	<b>31</b> %	<b>Q</b> 0%	10%	20%	79%	18%
	experiencing nomeressness	- <del>1</del> 7 /0	31 /0	0 /0	- 10 /0	2 /0	19 /0	10 /0

FAIR	BANK, MASLIN, MAULLIN, METZ &	ASSOCI	ATES	220	0-5866 V	VT	PAG	E 6
		STR SUPP	SMWT SUPP	SMWT OPP	STR OPP	(DK/NA)	TOTAL SUPP	TOTAL OPP
(SPLI	T SAMPLE B ONLY; CONT.)							
[]1.	( <b>T*</b> ) Providing funding for							
	Contra Costa's regional hospital							
	and clinics to remain open to							
	the public	57%	29%	7%	5%	2%	86%	12%
[ ]m.	<b>(T)</b> Maintaining 911 emergency							
	response services	74%	18%	5%	3 %	1 %	91%	7%
[ ]n.	(T) Offering substance abuse							
	prevention programs	48%	36%	6%	9%	2%	84%	15%
[ ]o.	(T) Offering more job training							
	programs for the formerly							
	incarcerated	49%	34%	5 %	8%	4%	83%	13%
[ ]p.	(T) Expanding access to mental							
	health care	64%	23%	7%	5%	1%	87%	12%
[ ]q.	(T) Preventing child abuse	77%	12%	4%	3 %	3%	90%	7%
[ ]r.	Increasing accountability and							
	transparency in the Sheriff's							
	Department	64%	18%	8%	7%	3%	82%	15%
						l		

# NEXT I AM GOING TO READ YOU SOME STATEMENTS FROM SUPPORTERS AND OPPONENTS OF THE MEASURE.

10. First, I am going to read you a series of statements from supporters of the measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the measure. If you do not believe the statement, please tell me that too. (RANDOMIZE)

		VERY	SMWT	NOT	DON'T	(DON'T READ)	VERY/
		CONV	CONV	CONV	BEL	DK/NA	<u>SMWT</u>
[ ]a.	(COVID-19) Now more than ever, residents are relying on emergency preparedness and response services provided by Contra Costa's regional hospital, healthcare workers, first responders and social safety net. This measure will help Contra Costa get through this pandemic and prepare for						
[ ]b.	future public health emergencies (SAFETY FUNDING) This measure is going to improve community safety by investing in after-school programs for youth, homeless services, mental and physical healthcare, early childhood learning, and senior services to make our						74%
	community a better, safer place to live	- 35%	39%	- 14%	10%	2 %	74%

(CDI I	T SAMDLE A ONLY)	VERY CONV	SMWT CONV	NOT CONV	DON'T BEL	(DON'T READ) <u>DK/NA</u>	VERY/ SMWT
[]c.	T SAMPLE A ONLY)  (T*) (SOCIAL SAFETY NET) Social safety net and community-based programs connect Contra Costa residents who need help with food, housing, and resources to get their lives on track. In the midst of an economic crisis, these services are more important than ever. This measure will ensure that Contra Costa County has the						
[ ]d.	resources it needs to support its residents in need	36%	39%	- 16%	6%	2%	75%
[ ]e.	affordable housing, we can save lives, improve the health of our county, and save taxpayer dollars in the long run(T) (EMERGENCY RESPONSE)  Paramedics and firefighters are often the first on the scene when someone is experiencing a mental health crisis, a drug	37%	31%	- 18%	- 10%	3%	69%
[ ]f.	overdose, or a health emergency like a heart attack or stroke. By investing in emergency response services, this measure would give our first responders more resources to save lives	51%	33%	- 11%	5%	1%	84%
[ ]g.	This measure will ensure the hospital can continue to offer medical care to all residents of Contra Costa County, regardless of their income	38%	33%	- 14%	- 11%	4%	71%
	money we need to keep our communities healthy and safe.	30%	35%	- 21%	- 11%	3%	65%

(CDI 1	IT CAMDLE D ONLY)	VERY CONV	SMWT CONV	NOT CONV	DON'T BEL	(DON'T READ) <u>DK/NA</u>	VERY/ SMWT
[]h.	(T*) (HOUSING CRISIS) The housing crisis was already making Contra Costa County unaffordable for working people and now we're facing an economic crisis caused by the coronavirus pandemic. This measure will invest money into protecting long-term residents, preventing displacement, and constructing affordable housing, addressing the affordability crisis head-on.————————————————————————————————————	28%	32%	24%	14%	2 %	60%
[ ]j.	streets and out of trouble. Investing in youth means a more qualified workforce, safer communities, and a healthier community with more opportunities to thrive. Our dollars will go further if we spend them on prevention and not just short-term fixes. ————————————————————————————————————						78%
[ ]k.	(SALES TAX) Sales taxes are not charged on food, medicine, or other essential items; and even if this measure passes, Contra Costa County will still have a lower sales tax rate than Alameda County and most other counties in the Bay Area.						78% 64%
[]1.	(T) (OPPORTUNITY) Ensuring everyone in our community has the chance to succeed in life and earn a living wage is what really keeps us safe and prevents crime. This measure will make our community safer and healthier by investing in employment opportunities for everyone in Contra Costa County, regardless of their background						65%

11. Now that you've heard more about the Contra Costa County half-cent sales tax measure to keep Contra Costa's regional hospital open and staffed; fund community health centers; provide timely fire and emergency response; support crucial safety-net services; invest in early childhood services; protect vulnerable populations; and provide essential county services, would you vote yes in favor of this measure, or no to oppose it? (IF YES/NO, ASK:) Will you definitely vote (YES/NO) or just probably? (IF UNDECIDED, ASK: Are you leaning toward voting yes or no?)

	21210	SPLIT D	
	35 YEARS	20 YEARS	<b>TOTAL</b>
TOTAL YES	69%	70%	70%
Definitely yes	37 %	36%	37%
Probably yes	29%	29%	29%
Undecided, lean yes	3 %	5%	4%
TOTAL NO	25%	24%	25%
Undecided, lean no	1%	1%	1%
Probably no	6%	4%	5%
Definitely no	18%	18%	18%
(DON'T READ) DK/NA	6%	6%	6%

12. Next, I am going to read you a series of statements from opponents of the measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose the measure. If you do not believe the statement, please tell me that too. (RANDOMIZE)

	(24.27.2-0.7.22.2)	VERY CONV	SMWT CONV	NOT CONV	DON'T BEL	(DON'T READ) DK/NA	VERY/ SMWT
[ ]a.	(AFFORDABILITY) The Bay Area is one of the most expensive places to live in the entire country, with skyrocketing prices for housing, gas, healthcare, and food – and now we're in an economic crisis caused by coronavirus with all-time high levels of unemployment. We should not approve any measure that will increase the cost of living here.						67%
(SPL)	T SAMPLE A ONLY)						
[ ]b.	(HURTS BUSINESSES) With the weak economy and high cost of doing business it's getting more challenging to run a local business of any kind. This sales tax will only make it even harder for local businesses to stay open, eventually driving						
	many of them out-of-town	_ 28%	25%	_ 25%	16%	7 <i>%</i>	52%

		VERY CONV	SMWT CONV	NOT CONV	DON'T BEL	(DON'T READ) DK/NA	VERY/ SMWT
(SPLI	T SAMPLE A ONLY; CONT.)						
[]c.	(OTHER PRIORITIES) We have too						
	many urgent priorities in our community,						
	including public safety, traffic congestion,						
	deteriorating roads, and a lack of funding						
	for K-12 education, to waste our money		• • • • •				4004
	this way	19%	29%	- 32%	- 15%	6%	48%
[ ]d.	(SHERIFF FUNDING) Our Sheriff and						
	deputies put their lives on the line to keep						
	us safe, but this measure does not provide						
	them with enough support to do their jobs	1.4.07	20 M	2107	20.07	<b>5</b> 07	1207
[ ]a	Well	14%	29%	- 31%	- 20%	5 %	43%
[ ]e.	(PENSIONS) Instead of pushing more taxes on us, the County should just cut						
	unnecessary spending, like excessive						
	public employee pensions and overtime	- 26%	25%	- 28%	- 16%	5%	51%
	public employee pensions and overtime.	20 /0	25 /0	20 /0	- 10 /0	3 70	31 /0
(SPLI	T SAMPLE B ONLY)						
[ ]f.	(TAXES) Contra Costa County residents						
	cannot afford more taxes, especially with						
	so many other state and city taxes on the						
	ballot too. Bureaucrats should be						
	tightening their belts and taking pay cuts						
	before asking for more of voters' money	35%	30%	- 22%	8%	5 %	65%
[ ]g.	(LABOR) This measure is being pushed						
	by local labor unions that want to expand						
	their membership on the taxpayer's dime.						
	It will just go to hiring more caseworkers						
	who bloat our bureaucracy	14%	26%	- 25%	- 24%	11%	39%
[ ]h.	(BLANK CHECK) The funds from this						
	measure aren't dedicated to any specific						
	purpose. This is just a ploy to pass more						
	taxes and give politicians a blank check	2.4%	21.64	22.64	168	6.04	
r 1:	from the taxpayers.	- 24%	31%	- 22%	- 16%	6%	55%
[ ]i.	(REGRESSIVE) Sales taxes are						
	regressive, meaning they hurt the low-						
	and middle-income families more by						
	making everyday items more expensive.						
	This tax will not help our affordability problem	- 26% -	36% _	_ 21% _	_ 12% _	5 %	62%
	prootein	20 /0	JU /0	<b>41</b> /0	12/0	3 /0	02 /0

13. Now that you've heard more about the Contra Costa County half-cent sales tax measure to keep Contra Costa's regional hospital open and staffed; fund community health centers; provide timely fire emergency response; support crucial safety-net services; invest in early childhood services; protect vulnerable populations and provide essential county services, would you vote yes in favor of this measure, or no to oppose it? (IF YES/NO, ASK:) Will you definitely vote (YES/NO) or just probably? (IF UNDECIDED, ASK: Are you leaning toward voting yes or no?)

	SPLIT C	SPLIT D	
	35 YEARS	20 YEARS	<b>TOTAL</b>
TOTAL YES	59%	63%	61%
Definitely yes	29%	33%	31%
Probably yes	26%	25%	26%
Undecided, lean yes	4 %	5%	5%
TOTAL NO	33%	29%	31%
Undecided, lean no	4 %	2%	3%
Probably no	10%	8%	9%
Definitely no	19%	19%	19%
(DON'T READ) DK/NA	8 %	8%	8%

## WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.

14. Do you own or rent the house or apartment where you live?

Own	66%
Rent	24%
(DON'T READ) Don't know/Refused	-9%

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

Grades 1-80%
Grades 9-111%
High school graduate (12)9%
Some college/Business/Vocational school 33%
College graduate (4) 27%
Post-graduate work/Professional school 26%
( <b>DON'T READ</b> ) Refused4%

16. Are you or is anyone in your immediate family a member of a labor union or employee association?

( <b>DON'T READ</b> ) DK/NA6%
No 65%
Yes, both self and family member4%
Yes, family member only 15%
Yes, self only9%

17.	To make sure we are	interviewing a	representative	group of	of participants,	with which	ı racial	or ethn	ic
	group do you identify	yourself? (REA	AD CHOICES	BELO	W)				

Hispanic or Latino	14%
African American or Black	4 %
Caucasian or White	57%
Asian	9%
Native Hawaiian or other Pacific Islander	2%
Native American or American Indian	0%
Other	1 %
(MIXED/MULTIRACIAL)	5%
(DON'T KNOW/REFUSED)	9%

18. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2019?

\$30,000 and under	7%
\$30,001 - \$60,000	8%
\$60,001 - \$75,000	9%
\$75,001 - \$100,000 1	2%
\$100,001 - \$150,000 1	6%
More than \$150,0002	6%
(DON'T READ) Refused 2	2%

19. What is your gender?

Male 45%	0
Female 49%	6
Non-binary09	6
( <b>DON'T READ</b> ) Refused59	6

## THANK AND TERMINATE

SEX (BY OBSERVATION):	Male	48%
,	Female	52%
	Non-binary	0%
PARTY REGISTRATION:	Democrat	53 %
	Republican	21%
	No Party Preference	
	Other	
CITY	AGE	
Antioch7%	18-24	6%
Brentwood 6%	25-29	4%
Concord9%	30-34	6%
El Cerrito 4%	35-39	7 %
Lafayette3%	40-44	9%
Martinez 5%	45-49	7%
Oakley 3 %	50-54	10%
Pittsburg 4%	55-59	11%
Pleasant Hill 5%	60-64	11%
Richmond8%	65-74	17%
San Ramon 6%	75+	13 %
Walnut Creek9%	BLANK	0%
Danville6%		
Unincorporated Cities16%	HOUSEHOLD PARTY TYPE	
Other Cities9%	D1	30%
	D2+	15%
FLAGS	R1	7 %
P1430%	R2+	8%
G1448%	I1+	16%
P1652 %	Mixed	23 %
G1679%		
P1852%	SUPERVISORIAL	DISTRICT
G1884%	1	
P2073 %	2	26%
BLANK 0%	3	19%
	4	22%
PERMANENT ABSENTEE	5	17%
Yes87%		
No13 %	MODE OF INTER	
	Phone	
	Online	54 %