## CONTRA COSTA COUNTY FINANCE MEASURE SURVEY 220-5866 WT <br> $\mathrm{N}=666$

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

Hello, I'm $\qquad$ from $\qquad$ , a public opinion research company. We are not telemarketers trying to sell you anything, and we will not ask for a donation of any type. We're conducting a needs assessment survey about important issues in Contra Costa County. May I speak to ? (MUST SPEAK TO VOTER LISTED. VERIFY THAT THE 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?


1. First, do you think things in Contra Costa County are headed in the right direction or are they on the wrong track?

2. Next, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion. If you have never heard of one, please just say so. (RANDOMIZE)

(SPLIT SAMPLE A ONLY)
[ ]b. (T) The Contra Costa County District Attorney------------------

| VERY | SMWT | SMWT | VERY | NEVER |  |
| :--- | :---: | :--- | :--- | :--- | :--- |
| $\underline{\text { FAV }}$ | $\underline{\text { FAV }}$ | $\underline{\text { UNFAV }}$ | $\underline{\text { UNFAV }}$ | (CR/DK) | $\underline{\text { HRD OF }}$ |

total total
FAV UNFAV
[ ]c. (T) The Contra Costa County

[ ]d. (T) Contra Costa County first responders---------------- 55\% ---- 26\% ------ $3 \%$------ $2 \% ~----11 \% ~-----3 \% ~$

81\%
[ ]e. (T) Your city government ---- $16 \%$---- $42 \%$---- $18 \%-----7 \% ~----14 \% ~-----2 \% ~ 58 \% ~ 26 \%$
(SPLIT SAMPLE B ONLY)
[ ]f. (T*) The Contra Costa County Public Defender

7\% ---- 19\% $\qquad$ $8 \%$ $\qquad$ 5\% $\qquad$ $47 \%$ ---$14 \%$


## (RESUME ASKING ALL RESPONDENTS)

## 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 ..... 2\%
TOTAL NO ..... 36\%
Undecided, lean no ..... 2\%
Probably no ..... 9\%
Definitely no ..... 26\%
(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 $1 / 2$ 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?)

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.
TOTAL MORE LIKELY ..... 12\%
Much more likely ..... 6\%
Somewhat more likely ..... 7\%
No difference ..... $48 \%$
TOTAL LESS LIKELY ..... 30\%
Somewhat less likely ..... 12\%
Much less likely ..... 18\%
(DON'T READ) 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?

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?")
TOTAL CONFIDENT ..... 68\%
Very confident ..... 43\%
Somewhat confident ..... $25 \%$
TOTAL UNEASY ..... 30\%
Somewhat uneasy ..... 17\%
Very uneasy ..... $13 \%$
(DON'T READ) 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 ..... 37\%
Somewhat support ..... 24\%
TOTAL OPPOSE ..... 33\%
Somewhat oppose ..... 11\%
Strongly oppose ..... $22 \%$
(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 could 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)



## (RESUME ASKING ALL RESPONDENTS)

## 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)
[ ]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 future public health emergencies. $38 \%---36 \%--$ VERY (DON'T VERY SMWT NOT DON'T READ) CONV CONV CONV BEL DK/NA
[ ]b. (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 community a better, safer place to live. $\qquad$ $14 \%$ --$-10 \%$ \% ---$-2 \%$


## (SPLIT SAMPLE B ONLY)

| VERY | SMWT | NOT | DON'T | (DON'T |
| :--- | :--- | :--- | :---: | :---: |
| READ) |  |  |  |  |
| CONV | $\underline{\text { CONV }}$ | $\underline{\text { CONV }}$ | $\underline{B E L}$ | $\underline{\text { DK/NA }}$ |

[ ]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. ----------------------------------communities safe, we must keep our young people on track and in school. That means investing in education and afterschool programs that keep kids off the 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. -----------------------------
(SAFE AND HEALTHY) This measure
will keep Contra Costa’s regional hospital
 short-term fixes. -----------------------------
(SAFE AND HEALTHY) This measure
will keep Contra Costa's regional hospital open, provide preventative care, and invest in firefighting and emergency response, keeping our county healthy and safe. ----------------------------------
(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. ------------------------------------------------------------------3\%
[ ]l. (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,


VERY/
SMWT
[ ]i. (T) (YOUTH) If we want to keep our - $48 \%$---- $30 \% ~----11 \% ~------8 \% ~------3 \%$
[ ]k. (SALES TAX) Sales taxes are not

## (RESUME ASKING ALL RESPONDENTS)

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?)

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)
[ ]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. ------------------- $40 \% ~----26 \% ~----20 \% ~-----9 \% ~------4 \%$

## (SPLIT 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\%

## (SPLIT 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 this way. --------------------------------------1
[ ]d. $\begin{aligned} & \text { (SHERIFF FUNDING) Our Sheriff and } \\ & \\ & \text { deputies put their lives on the line to keep }\end{aligned}$ us safe, but this measure does not provide them with enough support to do their jobs well. -------------------------------------------

| VERY | SMWT | NOT | DON'T | (DON'T |
| :--- | :--- | :--- | :---: | :---: |
| READ |  |  |  |  |
| $\underline{\text { CONV }}$ | $\underline{\text { CONV }}$ | $\underline{\text { CONV }}$ | $\underline{B E L}$ | $\underline{\text { DK/NA }}$ | taxes on us, the County should just cut unnecessary spending, like excessive public employee pensions and overtime

$$
\text { . --------- } 26 \% ~----25 \% ~----28 \% ~----16 \% ~------~ 5 \% ~
$$

## (SPLIT 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\% ---- $30 \% ~----22 \% ~------8 \% ~------5 \%$
[ ]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. ------------------------ $14 \% ~----26 \% ~----~ 25 \% ~----~ 24 \% ~-----11 \% ~$
[ ]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 from the taxpayers.
$24 \% ~----31 \% ~----22 \% ~----16 \% ~------6 \%$
[ ]i. (REGRESSIVE) Sales taxes are regressive, meaning they hurt the lowand middle-income families more by making everyday items more expensive. This tax will not help our affordability problem. $26 \%$ 36\% -- $21 \%$ $12 \%$

## (RESUME ASKING ALL RESPONDENTS)

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?)


## 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?

15. What was the last level of school you completed?
Grades 1-8 ..... $0 \%$
Grades 9-11 ..... 1\%
High school graduate (12) ..... 9\%
Some college/Business/Vocational school ..... 33\%
College graduate (4) ..... 27\%
Post-graduate work/Professional school ..... 26\%
(DON'T READ) Refused ..... 4\%
16. Are you or is anyone in your immediate family a member of a labor union or employee association?
Yes, self only ..... 9\%
Yes, family member only ..... 15\%
Yes, both self and family member ..... 4\%
No ..... 65\%
(DON'T READ) DK/NA ..... 6\%
17. To make sure we are interviewing a representative group of participants, with which racial or ethnic group do you identify yourself? (READ CHOICES BELOW)
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?

19. What is your gender?
Male ..... 45\%
Female ..... 49\%
Non-binary ..... 0\%
(DON'T READ) Refused ..... 5\%

## THANK AND TERMINATE

SEX (BY OBSERVATION):
PARTY REGISTRATION:
CITY
Antioch ..... $7 \%$
Brentwood ..... 6\%
Concord ..... 9\%
El Cerrito ..... 4\%
Lafayette ..... $3 \%$
Martinez ..... 5\%
Oakley ..... $3 \%$
Pittsburg ..... 4\%
Pleasant Hill ..... 5\%
Richmond ..... 8\%
San Ramon ..... 6\%
Walnut Creek ..... 9\%
Danville ..... 6\%
Unincorporated Cities ..... $16 \%$
Other Cities ..... 9\%
FLAGS
P14 ..... $30 \%$
G14 ..... 48\%
P16 ..... 52\%
G16 ..... $79 \%$
P18 ..... 52\%
G18 ..... 84\%
P20 ..... 73\%
BLANK ..... $0 \%$
Male ..... 48\%
Female ..... 52\%
Non-binary ..... 0\%
Democrat ..... 53\%
Republican ..... 21\%
No Party Preference ..... 20\%
Other ..... 6\%
PERMANENT ABSENTEE
Yes ..... 87\%
No ..... $13 \%$
AGE
18-24 ..... 6\%
25-29 ..... 4\%
30-34 ..... 6\%
35-39 ..... 7\%
40-44 ..... 9\%
45-49 ..... $7 \%$
50-54 ..... $10 \%$
55-59 ..... $11 \%$
60-64 ..... $11 \%$
65-74 ..... 17\%
75 + ..... $13 \%$
BLANK ..... 0\%
HOUSEHOLD PARTY TYPE
D1 ..... 30\%
D2+ ..... 15\%
R1 ..... 7\%
R2+ ..... 8\%
I1+ ..... $16 \%$
Mixed ..... 23\%
SUPERVISORIAL DISTRICT
1--------------------------------------16\%
2 ..... 26\%
3 ..... 19\%
4 ..... $22 \%$
5 ..... 17\%
MODE OF INTERVIEW
Phone ..... 46\%
Online ..... 54\%

