



**MADERA COUNTY TRANSPORTATION MEASURE
TRACKING SURVEY
220-7161-WT
N=642
MARGIN OF SAMPLING ERROR $\pm 4.0\%$ (95% CONFIDENCE LEVEL)**

Hello, I'm _____ from _____, a public opinion research company. We are not telemarketers trying to sell anything or ask for a donation of any type. We are conducting an opinion survey on issues that interest people living in Madera County and would like to include your opinions. May I speak to _____? **(MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED—OTHERWISE TERMINATE.) (IF NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL AGAIN.) (IF RESPONDENT WISHES TO RESPOND IN SPANISH, PLEASE HAND OFF TO A SPANISH-SPEAKING INTERVIEWER.)**

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?

- Yes, cell and can talk safely-----68%
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell-----32%
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. **(T)** First, do you feel things in Madera County are generally going in the right direction or are they off on the wrong track?

- Right direction-----35%
- Wrong track -----36%
- (DON'T READ) DK/NA -----28%**

NOW I'D LIKE TO ASK YOU ABOUT A MEASURE THAT MAY BE ON THE MADERA COUNTY BALLOT IN NOVEMBER.

2. The measure would read as follows:

“To keep local streets, highways, infrastructure in good repair; fix potholes, pave local streets; improve highway safety, evacuation routes/emergency vehicle access; retrofit older bridges/overpasses; qualify for \$600,000,000 in matching funds; require 75% of funds for local roads, shall an ordinance be adopted continuing Madera County’s voter-approved half-cent sales tax without increasing the tax rate, renewing \$20,000,000 annually for 30 years, with citizen oversight, audits, public spending disclosure and all money staying local?”

Do you think you would vote yes or no on this measure? (IF YES/NO, ASK: “Is that definitely YES/NO or just probably?”) (IF UNDECIDED, ASK: “Do you lean toward voting yes or no?”)

TOTAL YES -----	67%
Definitely yes-----	34%
Probably yes-----	29%
Undecided, lean yes-----	3%
 TOTAL NO -----	 28%
Undecided, lean no-----	2%
Probably no-----	7%
Definitely no-----	18%
 (DON'T READ) DK/NA -----	 5%

(ASK IF CODES 1-6 IN Q2)

3. (T) In a few words of your own, why would you vote **YES/NO** on this measure? (**OPEN-ENDED, RECORD AND CODE RESPONSE**)

a. Yes: (n=430)

Infrastructure and roads need improvement -----	74 %
Taxes won't increase -----	10 %
General positive/good -----	9 %
Keep up with growth and development-----	5 %
Support transportation and traffic -----	5 %
Other-----	7 %
N/A/Refused -----	1 %

a. No: (n=177)

Oppose tax increase/forever tax/high taxes-----	43 %
Ineffective/mismanagement-----	26 %
Have not seen improvement in roads -----	20 %
Accountability/corruption-----	15 %
Budget better/spending -----	14 %
Government's responsibility-----	7 %
Cost of living/inflation -----	5 %
30 years too long -----	2 %
Other-----	9 %
Don't know/unsure-----	1 %
N/A/Refused/no comment -----	0 %

(RESUME ASKING ALL RESPONDENTS)

4. Next, here is a list of more specific projects and provisions that could be included in the measure. As I read each one, please tell me how important it is to you that each project be funded: extremely important, very important, somewhat important, or not too important? **(RANDOMIZE)**

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>(DON'T</u>	<u>EXT/</u>
	<u>IMPT</u>	<u>IMPT</u>	<u>IMPT</u>	<u>TOO</u>	<u>READ)</u>	<u>VERY</u>
				<u>IMPT</u>	<u>DK/NA</u>	<u>IMPT</u>
[] a. (T) Fix potholes -----	49%	37%	9%	4%	1%	85%
[] b. (T) Retrofit or replace older bridges and overpasses that have structural problems-----	43%	33%	17%	6%	1%	76%
[] c. (T*) Improve traffic flow and safety on highways-----	41%	33%	17%	8%	1%	74%
[] d. (T) Pave and maintain local streets and roads-----	46%	38%	9%	6%	1%	84%
[] e. (T) Implementing new fire evacuation plans-----	24%	27%	27%	20%	3%	51%
[] f. Qualifying for \$600,000 in state and federal matching funds-----	36%	28%	20%	9%	7%	64%
[] g. Keeping local streets, highways, and infrastructure in good repair-----	48%	39%	9%	3%	1%	87%
[] h. Requiring that 75% of funds raised go to local roads-----	47%	26%	14%	7%	5%	74%

5. Now let me ask you about another aspect of this measure. As the measure currently works, funding raised by the measure is distributed to cities, and the remainder of the county outside cities, based on their population. Some people have suggested changing the measure, so that funding would be distributed based instead on the amount of sales tax revenue each jurisdiction generates. Which of the following comes closest to your opinion: **(ROTATE)**

[] The distribution of funding should be kept the same,
based on population;----- 44%

OR

[] The distribution of funding should be changed, to be
based on where sales tax revenue is generated;----- 28%

Or do you not have a preference?----- 28%

(DON'T READ) DK/NA ----- 1%

6. Next, I am going to read you a statement by supporters of this measure.

This measure will support fixes to major potholes and other local road repairs and safety improvements in every part of the County. Continuing this funding would allow repairs like repaving; repairing curbs and sidewalks; and maintaining medians, lighting, and signage for local streets and roads. These improvements are essential for our public safety. Madera County is at high risk of wildfires. We need to prepare before it's too late. By keeping our roads and highways in good condition and reducing traffic congestion, it allows police, firefighters, and ambulances to respond quickly to emergencies and to have safe evacuation routes.

And this measure will NOT increase the sales tax you pay. It simply extends the sales tax voters approved in 1990 and again in 2006 to fund transportation repairs and improvements for 30 years. By law, all of the money raised by this measure must stay in Madera County and 75% of the funds raised will be required to be spent specifically on fixing local roads and streets. This funding cannot be taken away by the State or used for other purposes.

Now that you have heard more about it, do you think you would vote yes or no on the measure to renew Madera County's existing half-cent transportation sales tax? (IF YES/NO, ASK: "Is that definitely YES/NO or just probably?") (IF UNDECIDED, ASK: "Do you lean toward voting yes or no?")

TOTAL YES -----	72%
Definitely yes-----	44%
Probably yes-----	25%
Undecided, lean yes-----	3%
 TOTAL NO -----	 22%
Undecided, lean no-----	2%
Probably no-----	4%
Definitely no-----	16%
 (DON'T READ) DK/NA -----	 6%

7. Next, I am going to read you a list of statements made by opponents of this measure.

Now is not the time to raise taxes. Local businesses and residents have been hit hard by the pandemic, inflation, and high gas prices. California just raised the gas tax and the Federal Government passed a trillion-dollar infrastructure bill, which will make billions available for transportation projects in California. We don't need to have a local tax too. Not to mention that we just voted on this tax in the last election, and local voters overwhelmingly rejected it. Madera County Supervisors need to listen to voters when we say no to more taxes. They already have all of the money they need, they just need to be more efficient in how they spend it.

Now that you have heard more about it, let me ask you one last time: do you think you would vote yes or no on the measure to renew Madera County's existing half-cent transportation sales tax? **(IF YES/NO, ASK: "Is that definitely YES/NO or just probably?") (IF UNDECIDED, ASK: "Do you lean toward voting yes or no?")**

TOTAL YES -----	57%
Definitely yes-----	36%
Probably yes-----	17%
Undecided, lean yes-----	5%

TOTAL NO -----	36%
Undecided, lean no-----	3%
Probably no-----	10%
Definitely no-----	23%

(DON'T READ) DK/NA -----	7%
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HERE ARE MY FINAL QUESTIONS; THEY ARE JUST FOR CLASSIFICATION PURPOSES.

8. How would you describe your political outlook? Would you say that you are very conservative, somewhat conservative, a moderate, somewhat liberal, or very liberal?

Very conservative-----	19%
Somewhat conservative-----	22%
Moderate-----	26%
Somewhat liberal-----	15%
Very liberal-----	8%
(DON'T READ) Refused/DK/NA -----	10%

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

First to 11 th grade-----	1 %
High school graduate-----	14 %
Vocational/technical school-----	4 %
Some college, but no degree-----	25 %
Associates degree-----	13 %
Four-year college or bachelor's degree	24 %
Graduate school or advanced degree ---	14 %
(DON'T READ) DK/NA -----	4 %

10. With which racial or ethnic group do you identify yourself? **(READ LIST)**

Hispanic or Latino-----	38 %
African American or Black-----	3 %
White-----	42 %
Asian or Pacific Islander-----	1 %
Something else-----	5 %
(DON'T READ) Refused/NA -----	11 %

11. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2023: **(READ LIST)**

\$30,000 and under-----	14 %
\$30,001 - \$60,000-----	16 %
\$60,001 - \$75,000-----	9 %
\$75,001 - \$100,000-----	14 %
\$100,001 - \$150,000-----	17 %
More than \$150,000-----	13 %
(DON'T READ) Refused/NA -----	18 %

THANK YOU FOR PARTICIPATING IN THIS SURVEY.

GENDER: Male-----48 %
 Female -----52 %
 Non-binary----- 0 %

LANGUAGE OF INTERVIEW: English-----92 %
 Spanish ----- 8 %

PARTY REGISTRATION: Democrat-----33 %
 Republican -----41 %
 No Party Preference-----18 %
 Other----- 8 %

FLAGS
 P18----- 39 %
 G18 ----- 54 %
 P20-----48 %
 G20 -----77 %
 P22-----47 %
 G22 -----62 %
 P24-----57 %
 BLANK -----14 %

AGE
 18-24----- 13 %
 25-29----- 6 %
 30-34----- 7 %
 35-39-----9 %
 40-44-----7 %
 45-49-----7 %
 50-54-----6 %
 55-59-----9 %
 60-64-----7 %
 65-74-----20 %
 75 + -----8 %

SUPERVISORIAL DISTRICT
 SD 1-----22 %
 SD 2-----18 %
 SD 3-----19 %
 SD 4-----10 %
 SD 5-----31 %

HOUSEHOLD PARTY TYPE
 Dem 1 -----18 %
 Dem 2 + -----10 %
 Rep 1-----19 %
 Rep 2 + -----14 %
 Ind 1 + -----17 %
 Mix-----22 %

CITY
 Madera -----8 %
 Chowchilla-----32 %
 Unincorporated-----60 %

CONTACT MODE
 Phone -----46 %
 Email-----23 %
 Text -----31 %