



**MARIPOSA COUNTY ISSUES SURVEY**  
**220-5107-WT**  
**N=464**  
**MARGIN OF SAMPLING ERROR ±4.9% (95% CONFIDENCE INTERVAL)**  
**CONSULTANT EXECUTION DRAFT**  
**CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION. CA GOVT CODE 6254.**

Hello, I'm from \_\_\_\_\_, a public opinion research firm. We are not telemarketers trying to sell you anything nor will we ask for a donation. We are conducting a public opinion survey about issues that concern people in Mariposa County. May I please speak with \_\_\_\_\_? **(MUST SPEAK WITH 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?

Yes, cell and can talk safely ----- 36%  
 Yes, cell and cannot talk safely----- **TERMINATE**  
 No ----- 64%  
**(DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. **(READ FIRST TIME ONLY FOR 1a: "Okay, let's begin.") (FOR 1b, READ:)** Would you say that things in **(READ EACH RECORD)** \_\_\_\_\_ are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track?

	<u>RIGHT DIRECTION</u>	<u>WRONG TRACK</u>	<u>(MIXED/ DK/NA)</u>
<b>(DO NOT ROTATE)</b>			
a. Mariposa County -----	47%	28%	25%
b. Your community-----	52%	30%	18%

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)**

	<u>VERY FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>VERY UNFAV</u>	<u>HRD OF/ CAN'T RATE</u>	<u>NEVER HRD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[ ]a. Mariposa County government -----	12%	50%	22%	7%	6%	2%	63%	30%
<b>(SPLIT SAMPLE A ONLY)</b>								
[ ]b. The Mariposa County Board of Supervisors-----	12%	46%	22%	12%	7%	0%	58%	34%
[ ]c. The Mariposa County Fire Department -----	59%	29%	5%	2%	4%	0%	88%	7%

	<u>VERY FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>VERY UNFAV</u>	<u>HRD OF/ CAN'T RATE</u>	<u>NEVER HRD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
<b>(SPLIT SAMPLE B ONLY)</b>								
[ ]d. The Mariposa County Tourism Bureau-----	18%	39%	14%	6%	19%	3%	57%	20%
[ ]e. The Mariposa County Sheriff's Office -----	52%	33%	10%	5%	1%	0%	85%	14%

**(RESUME ASKING ALL RESPONDENTS)**

3. Next, in your personal opinion, do you think Mariposa County has a great need, some need, a little need, or no real need for additional funds to provide the level of services that local residents need and want?

**GREAT/SOME -----78%**  
 Great need-----45%  
 Some need-----33%

**LITTLE/NO REAL -----15%**  
 Little need-----8%  
 No real need -----8%

**(DON'T READ) DK/NA -----7%**

**NOW LET ME ASK YOU SOME QUESTIONS ABOUT A BALLOT MEASURE THAT MIGHT APPEAR ON A FUTURE MARIPOSA COUNTY BALLOT.**

- 4. The ballot measure may be titled the **Mariposa County Public Safety and Vital Services Protection Measure** and read as follows:

Shall an ordinance be adopted to maintain/upgrade law enforcement/fire protection, 911 emergency response, emergency communications systems; reduce the threat of wildfires/floods; increase affordable housing; repair damaged streets/roads; retain/attract jobs and businesses; improve parks; unrestricted general revenue purposes by establishing a 5% transient occupancy tax paid only by hotel/short-term rental guests, providing \$7,500,000 annually until ended by voters, requiring independent audits, all funds used locally?

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

<b>TOTAL YES</b> -----	<b>68%</b>
Definitely yes-----	41%
Probably yes-----	22%
Undecided, lean yes-----	5%
 <b>TOTAL NO</b> -----	 <b>28%</b>
Undecided, lean no-----	1%
Probably no-----	7%
Definitely no-----	19%
 <b>(DON'T READ) DK/NA</b> -----	 4%

- 5. What if instead of a five percent transient occupancy tax providing seven point five million dollars, the ballot measure established a three percent transient occupancy tax providing four point five million dollars? If that were the case, would you vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

<b>TOTAL YES</b> -----	<b>63%</b>
Definitely yes-----	39%
Probably yes-----	19%
Undecided, lean yes-----	6%
 <b>TOTAL NO</b> -----	 <b>30%</b>
Undecided, lean no-----	3%
Probably no-----	7%
Definitely no-----	19%
 <b>(DON'T READ) DK/NA</b> -----	 8%

6. And what if instead the measure established a one percent transient occupancy tax providing one point five million dollars? If that were the case, would you vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

<b>TOTAL YES</b> -----	<b>54%</b>
Definitely yes-----	35%
Probably yes-----	14%
Undecided, lean yes-----	5%
 <b>TOTAL NO</b> -----	 <b>40%</b>
Undecided, lean no-----	3%
Probably no-----	10%
Definitely no-----	27%
 <b>(DON'T READ) DK/NA</b> -----	 <b>6%</b>

7. Shifting gears a bit, now I am going to read you a series of issues some people say are problems in Mariposa County. After I mention each one, please tell me whether you personally consider it to be an extremely serious problem, very serious problem, somewhat serious problem or not really a problem at all in Mariposa County. If you don’t know or don’t have an opinion, you can tell me that also. **(RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>NO OPIN/ DK/NA</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]a. Too many tourists-----	3%	2%	10%	84%	1%	5%
[ ]b. The condition of local streets and roads-----	32%	30%	30%	7%	1%	62%
[ ]c. The cost of housing-----	19%	18%	29%	29%	5%	37%
[ ]d. The County’s readiness for natural disasters-----	11%	17%	37%	21%	14%	28%
[ ]e. 9-1-1 emergency response times-----	3%	10%	20%	41%	25%	13%
[ ]f. A lack of recreation facilities-----	9%	17%	29%	40%	5%	26%
[ ]g. Crime and public safety-----	3%	11%	37%	43%	6%	14%
[ ]h. The amount of recent growth and development-----	7%	10%	19%	54%	11%	16%
[ ]i. The amount we pay in local taxes-----	5%	8%	31%	51%	5%	13%

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>NO OPIN/ DK/NA</u>	<u>EXT/ VERY</u>
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]j. The impact of tourists on the local community-----	4%	9%	18%	64%	6%	12%
[ ]k. Traffic congestion on local streets and roads-----	7%	8%	27%	57%	1%	15%
[ ]l. A lack of housing working people can afford-----	33%	28%	20%	13%	6%	61%
[ ]m. The risk of wildfire-----	66%	25%	8%	1%	1%	91%
[ ]n. A lack of public parks-----	5%	10%	28%	52%	5%	15%
[ ]o. The number of homeless people-----	15%	23%	39%	12%	10%	39%
[ ]p. Illegal marijuana farming-----	27%	26%	18%	19%	10%	52%
[ ]q. The increase in the local population-----	3%	6%	21%	60%	9%	9%
[ ]r. Waste and inefficiency in local government-----	15%	16%	37%	13%	18%	31%

**(RESUME ASKING ALL RESPONDENTS)**

8. Now I would like to share with you some statements about Mariposa County. Please tell me if you think each of the following statements is accurate or inaccurate. **(IF ACCURATE/INACCURATE, ASK: “Is that very ACCURATE/INACCURATE or only somewhat?”)**

	<u>VERY ACC</u>	<u>SMWT ACC</u>	<u>SMWT INACC</u>	<u>VERY INACC</u>	<u>(DK/NA)</u>	<u>TOTAL ACC</u>	<u>TOTAL INACC</u>
[ ]a. Mariposa County finances are generally well-managed-----	6%	30%	17%	13%	33%	36%	31%
[ ]b. Mariposa County’s population has grown substantially in the past few years-----	9%	22%	25%	18%	26%	31%	43%
[ ]c. The Mariposa County budget has been significantly impacted by the cost of providing services to visitors-----	8%	15%	21%	15%	41%	23%	36%
[ ]d. The Mariposa County budget has been significantly impacted by the cost of recovering from recent natural disasters-----	41%	28%	6%	3%	22%	69%	9%

**(SPLIT SAMPLE A ONLY)**

[ ]e. Hotel taxes in Mariposa County are roughly the same as other tourist communities-----	8%	22%	10%	5%	54%	31%	15%
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**(SPLIT SAMPLE B ONLY)**

[ ]f. Hotel taxes in Mariposa County are roughly the same as other nearby counties-----	9%	19%	11%	6%	56%	28%	17%
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**(RESUME ASKING ALL RESPONDENTS)**

**NOW I WOULD LIKE TO RETURN TO THE LOCAL BALLOT MEASURES WE DISCUSSED EARLIER.**

9. I am going to read you a list of ways in which the funds generated by this ballot measure could be spent and provisions that could be included. Regardless of your opinion of the measures overall, after I mention each one, please tell me how important that provision or use of funds is to you personally: Is it extremely important, very important, somewhat important, or not too important? **(RANDOMIZE)**

	<u>EXT</u> <u>IMP</u>	<u>VERY</u> <u>IMP</u>	<u>SMWT</u> <u>IMP</u>	<u>NOT</u> <u>TOO</u> <u>IMP</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u>
<b>(ASK SPLIT SAMPLE A ONLY)</b>						
[ ]a. Maintaining and upgrading law enforcement -----	27%	35%	25%	12%	2%	62%
[ ]b. Maintaining and upgrading fire protection-----	50%	31%	14%	5%	1%	81%
[ ]c. Maintaining and upgrading 9-1-1 emergency response-----	33%	34%	23%	4%	6%	67%
[ ]d. Reducing the threat of wildfires -----	65%	27%	6%	2%	1%	91%
[ ]e. Increasing affordable housing -----	28%	25%	32%	15%	1%	53%
[ ]f. Retaining and attracting jobs and businesses-----	45%	30%	19%	4%	2%	75%
[ ]g. Expanding local parks -----	12%	20%	35%	30%	3%	32%
[ ]h. Maintaining programs for seniors -----	28%	35%	29%	6%	2%	63%
[ ]i. Protecting water quality -----	45%	34%	11%	7%	3%	79%
[ ]j. Continuing to preserve open space and agricultural land -----	38%	26%	26%	7%	2%	65%
[ ]k. Preventing and investigating property crimes, like thefts and burglaries-----	26%	44%	21%	8%	1%	70%
[ ]l. Supplementing volunteer-only fire protection by hiring professional, full-time firefighters-----	29%	32%	20%	13%	6%	61%
[ ]m. Addressing homelessness -----	26%	33%	26%	15%	1%	58%
[ ]n. Requiring independent audits-----	28%	29%	25%	7%	10%	58%
[ ]o. Requiring citizens oversight-----	25%	31%	24%	9%	12%	56%
[ ]p. The measure would be in effect until ended by voters-----	36%	28%	18%	5%	13%	64%

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>(DON'T</u>	<u>EXT/</u>
	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>TOO</u>	<u>READ)</u>	<u>VERY</u>
				<u>IMP</u>	<u>DK/NA</u>	
<b>(ASK SPLIT SAMPLE B ONLY)</b>						
[ ]q. Maintaining law enforcement	41%	32%	20%	5%	0%	74%
[ ]r. Maintaining fire protection	55%	31%	10%	3%	1%	86%
[ ]s. Reducing the threat of floods	21%	31%	28%	16%	3%	52%
[ ]t. Maintaining and upgrading emergency communications systems	33%	41%	17%	5%	3%	75%
[ ]u. Assist with the development of housing for people who work in Mariposa County	29%	28%	25%	13%	5%	57%
[ ]v. Repairing damaged streets/roads	47%	36%	15%	2%	0%	83%
[ ]w. Improving parks	11%	21%	40%	24%	4%	32%
[ ]x. Increasing the number of on-duty firefighters	28%	31%	23%	11%	6%	59%
[ ]y. Supporting local arts programs	14%	22%	31%	32%	0%	37%
[ ]z. Upgrading search-and-rescue services	20%	29%	33%	10%	8%	48%
[ ]aa. Improving preparation for natural disasters	35%	38%	17%	8%	2%	73%
[ ]bb. Expanding water conservation	26%	32%	24%	15%	4%	57%
[ ]cc. Expanding anti-drug law enforcement units	16%	23%	28%	29%	3%	40%
[ ]dd. Maintaining youth and after-school programs	30%	35%	25%	7%	3%	65%
[ ]ee. Keeping public areas safe and clean	34%	41%	19%	5%	1%	75%
[ ]ff. Requiring all funds are used locally	58%	27%	7%	4%	3%	86%
[ ]gg. The measure would only be paid by hotel and short-term rental guests	25%	24%	26%	15%	10%	49%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, I am going to read you some statements from people who support the **Mariposa County Public Safety and Vital Services Protection Measure**, the hotel and tourist tax ballot measure we have been discussing. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
[ ]a. <b>(WON'T PAY)</b> This measure will <u>not</u> increase any taxes on local Mariposa County residents and businesses. The transient occupancy tax is only paid by tourists and hotel guests in the County. -----	41%	32%	17%	8%	3%	73%
[ ]b. <b>(LAW ENFORCEMENT)</b> This measure is necessary to maintain our strong local law enforcement. With the State releasing parolees to alleviate overcrowding, illegal marijuana and meth production increasing in Mariposa County, and a large number of gangs active in nearby counties, we need to make sure that Mariposa County Sheriff's deputies have the resources necessary to keep our community safe.-----	36%	32%	19%	11%	3%	68%
[ ]c. <b>(FIRE/FLOOD)</b> Our area has been severely impacted by wildfires and floods this year. This measure is necessary to ensure Mariposa County can provide firefighters and other first responders, and give them the training and support they need to save lives and protect our community in the event of a natural disaster. -----	45%	33%	14%	6%	2%	79%



	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]d. <b>(ACCOUNTABILITY)</b> This measure contains tough fiscal accountability by requiring annual independent financial audits, public review of expenditures and ensures that all funds remain in Mariposa County and cannot be taken by Sacramento. These fiscal safeguards will ensure funds will be used efficiently, effectively and as promised. -----	35%	43%	11%	6%	5%	78%
[ ]e. <b>(HOUSING COSTS)</b> Mariposa County is suffering from a housing shortage; many people who work here, including teachers, nurses and restaurant and hotel workers, can no longer afford to buy a home or rent an apartment. This measure will assist with development of homes that are affordable for the people who work in Mariposa County. -----	32%	34%	22%	10%	2%	66%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]f. <b>(TOURISM)</b> Every year, hundreds of thousands of tourists come to our area, straining public safety services, causing roads to deteriorate, impacting local natural habitats, and affecting our quality of life. This measure will ensure these tourists pay their fair share for the services they use when they spend the night at local hotels and short-term rental housing like Airbnb. -----	33%	35%	17%	13%	2%	68%
[ ]g. <b>(ROADS)</b> Mariposa County's streets, roads and highways are in desperate need of repair and repaving. Independent pavement management engineers rated Mariposa County's roads as "poor," giving them a score of 44 out of 100. For comparison, of the 58 counties in California, only three had worse ratings than ours. We need to address this infrastructure need now, rather than letting it worsen which will cost all of us more in the long run. -----	54%	30%	10%	6%	0%	84%

**(RESUME ASKING ALL RESPONDENTS)**

11. Now that you have heard more about it, let me ask you again about the **Mariposa County Public Safety and Vital Services Protection Measure** which may read as follows:

Shall an ordinance be adopted to maintain/upgrade law enforcement/fire protection, 911 emergency response, emergency communications systems; reduce the threat of wildfires/floods; increase affordable housing; repair damaged streets/roads; retain/attract jobs and businesses; improve parks; unrestricted general revenue purposes by establishing a 5% transient occupancy tax paid only by hotel/short-term rental guests, providing \$7,500,000 annually until ended by voters, requiring independent audits, all funds used locally?

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

<b>TOTAL YES</b> -----	<b>68%</b>
Definitely yes-----	49%
Probably yes-----	15%
Undecided, lean yes-----	3%
 <b>TOTAL NO</b> -----	 <b>27%</b>
Undecided, lean no-----	2%
Probably no-----	6%
Definitely no-----	19%
 <b>(DON'T READ) DK/NA</b> -----	 <b>5%</b>

12. Next, opponents of this measure say that we should not vote for anything that will increase our taxes now that the gas tax and other taxes have gone up. They say the measure will hurt our local tourism economy by raising our hotel tax higher than any other nearby county. This will drive away business and cost us local jobs. And there is nothing in this ballot measure that requires any of the money to be used for public safety services, road repairs, or any of the other programs mentioned in the ballot description so County politicians could use this tax money for wasteful, pet projects.

Now, please tell me: do you find that statement to be very convincing, somewhat convincing, or not convincing as a reason to oppose this measure? If you do not believe the statement, please tell me that too.

<b>TOTAL CONVINCING</b> -----	<b>52%</b>
Very convincing-----	20%
Somewhat convincing -----	31%
 <b>NOT CONV/DON'T BELIEVE</b> -----	<b>43%</b>
Not convincing -----	26%
Don't believe -----	17%
 <b>(DON'T READ) DK/NA</b> -----	<b>5%</b>

13. Sometimes, over the course of a survey people change their minds so let me ask you one final time about the **Mariposa County Public Safety and Vital Services Protection Measure** which may read as follows:

Shall an ordinance be adopted to maintain/upgrade law enforcement/fire protection, 911 emergency response, emergency communications systems; reduce the threat of wildfires/floods; increase affordable housing; repair damaged streets/roads; retain/attract jobs and businesses; improve parks; unrestricted general revenue purposes by establishing a 5% transient occupancy tax paid only by hotel/short-term rental guests, providing \$7,500,000 annually until ended by voters, requiring independent audits, all funds used locally?

<b>TOTAL YES</b> -----	<b>62%</b>
Definitely yes-----	43%
Probably yes-----	16%
Undecided, lean yes -----	4%
 <b>TOTAL NO</b> -----	<b>30%</b>
Undecided, lean no -----	1%
Probably no -----	9%
Definitely no-----	20%
 <b>(DON'T READ) DK/NA</b> -----	<b>7%</b>

**THESE ARE MY FINAL QUESTIONS, AND THEY ARE JUST FOR CLASSIFICATION PURPOSES.**

14. How long have you lived in Mariposa County? **(READ LIST)**

- Less than one year ----- 1%
- One to five years ----- 12%
- Six to 10 years ----- 14%
- 11 to 20 years ----- 27%
- 21 to 30 years ----- 20%
- More than 30 years ----- 25%
- (DON'T READ) Don't know/Refused - 0%**

15. Have you ever used a short-term rental website to rent out a home you own?

- Yes ----- 6%
- No ----- 91%
- (DON'T READ) Don't know/NA ----- 2%**

16. Do you ... **(READ LIST)?**

- Own a single family home ----- 82%
- Own a condominium ----- 0%
- Rent an apartment, home or mobile home ----- 12%
- (DON'T READ) Don't know/Refused --- 6%**

**THANK AND TERMINATE**

**SEX (BY OBSERVATION):**

Male-----	49%
Female-----	51%
Prefer not to answer-----	0%

**REGISTRATION:**

Democrat-----	31%
Republican-----	48%
No Party Preference-----	15%
Other-----	6%

**FLAGS**

P08-----	44%
G08-----	72%
P10-----	57%
G10-----	75%
P12-----	58%
G12-----	85%
P14-----	57%
G14-----	76%
P16-----	84%
G16-----	96%

**BOARD OF SUPERVISORS**

1-----	17%
2-----	19%
3-----	21%
4-----	19%
5-----	24%

**AGE**

18-29-----	3%
30-39-----	8%
40-49-----	9%
50-54-----	5%
55-59-----	11%
60-64-----	18%
65-74-----	29%
75+-----	17%

**VOTE BY MAIL**

1-----	6%
2-----	13%
3+-----	63%
BLANK-----	18%

**PERMANENT ABSENTEE**

Yes-----	71%
No-----	29%

**HOUSEHOLD PARTY TYPE**

D1-----	16%
D2+-----	10%
R1-----	18%
R2+-----	24%
I1+-----	11%
Mixed-----	21%

**SPLIT SAMPLE**

Split A-----	50%
Split B-----	50%