



GODBE RESEARCH
Gain Insight

CITY OF SANTA ROSA

2022 Santa Rosa Revenue Measure Tracking Survey

Topline Report

n=668

24 minutes

Hybrid Online & Phone Interviewing

Sample: Likely November 2022 Voters

Languages: English Only

Data Collection: June 9 to 19, 2022

June 23, 2022

www.godberesearch.com

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METHODOLOGY

Sample Universe:

- 56,678 Likely November 2022 Voters

Sample Size:

n=668 Likely November 2022 Voters

Data Collection Methodology:

n=61 Landline

n=75 Cell

n=492 Online from text invitation

n=40 Online from email invitation

Margin of Error:

- Likely November 2022 Voter \pm 3.77%

Interview Dates: June 9 to 14, 2022

Survey Length: 24 minutes

OVERALL CLIMATE & SATISFACTION

		Total		
		Column N %	Count	Σ or Mean
1. In general, are you satisfied or dissatisfied with the job the City of Santa Rosa is doing to provide City services?	Very satisfied	9.9%	66	
	Somewhat satisfied	45.5%	304	
	Somewhat dissatisfied	24.4%	163	
	Very dissatisfied	15.5%	104	
	DK/NA	4.7%	31	
	Total Satisfied	55.4%		
	Total Dissatisfied	39.9%		
	Ratio Sat to Dissat	1.39		
2. In general, are you satisfied or dissatisfied with the job the City of Santa Rosa is doing to effectively manage and spend taxpayer dollars and public funds?	Very satisfied	7.2%	48	
	Somewhat satisfied	33.5%	224	
	Somewhat dissatisfied	25.4%	169	
	Very dissatisfied	23.0%	154	
	DK/NA	10.9%	73	
	Total Satisfied	40.7%		
	Total Dissatisfied	48.4%		
	Ratio Sat to Dissat	0.84		
3. Looking ahead 6 months from now, do you think the economy will be better than today, be about the same as today, or will it be worse than today?	Better	12.8%	86	
	About the same	25.5%	170	
	Worse	54.1%	361	
	DK/NA	7.6%	51	
4. Do you have a favorable or unfavorable opinion of the job the City of Santa Rosa has done to address the COVID-19 situation in Santa Rosa?	Very favorable	27.2%	182	
	Somewhat favorable	48.4%	324	
	Somewhat unfavorable	10.9%	73	
	Very unfavorable	8.8%	59	
	DK/NA	4.6%	31	
	Total Favorable	75.6%		
	Total Unfavorable	19.8%		
	Ratio Fav to Unfav	3.83		

Note: The complete survey included a total of n=798 completed interviews, broken down as follows:

Likely Nov 2022 Voters	n=668
Likely Nov 2024 Voters, Not Nov 2022 Voters	n=53
Adult Residents 18+, Not Registered Voters	n=77
Total	n=798

This report focuses on the Likely November 2022 universe as it relates to the immediate deadlines for placing a measure on the November ballot this year. The supplemental universes will be provided in a subsequent report.

INITIAL BALLOT TEST

		Total		
		Column N %	Count	Σ or Mean
<p>5. To renew locally controlled funding to protect public safety in Santa Rosa by:</p> <ul style="list-style-type: none"> •reducing wildfire risk; •preventing closure of fire stations; •maintaining rapid 9–1–1 emergency response; •maintaining youth violence prevention programs; and •preventing reductions of firefighters, paramedics and law enforcement officers; <p>shall the City of Santa Rosa’s measure be adopted extending the expiring public safety sales tax without increasing the current ¼¢ rate, raising approximately \$10 million dollars annually, until ended by voters, with annual audits and citizen oversight?</p>	Definitely Yes	40.4%	270	
	Probably Yes	29.8%	199	
	Probably No	10.2%	68	
	Definitely No	12.5%	84	
	DK/NA	7.2%	48	
	Total Yes	70.2%		
	Total No	22.7%		
<p>6. If you heard that this measure extends Measure O, without increasing the current rate, that has provided locally-controlled funding for Santa Rosa’s fire protection, paramedics, rapid 9-1-1 emergency response, disaster preparedness, crime prevention and police services since it was approved 18 years ago in 2004, and this funding will expire requiring deep cuts to public safety services if not renewed, if the election were held today, would you vote yes or no on this renewal measure?</p>	Definitely Yes	45.3%	303	
	Probably Yes	29.4%	196	
	Probably No	8.6%	57	
	Definitely No	9.9%	66	
	DK/NA	6.9%	46	
	Total Yes	74.7%		
	Total No	18.4%		

FEATURES OF THE MEASURE

		Total		
		Column N %	Count	Σ or Mean
7A. Reducing the risk of wildfires	Much more likely	57.2%	382	81.3%
	Somewhat more likely	24.1%	161	
	No effect	11.2%	75	
	Somewhat less likely	2.2%	15	
	Much less likely	3.6%	24	
	DK/NA	1.7%	11	
7B. Preventing the closure of fire stations	Much more likely	51.8%	346	78.5%
	Somewhat more likely	26.7%	178	
	No effect	14.6%	98	
	Somewhat less likely	2.1%	14	
	Much less likely	2.9%	20	
	DK/NA	1.8%	12	
7C. Maintaining rapid 9-1-1 emergency response	Much more likely	53.0%	354	77.9%
	Somewhat more likely	24.9%	167	
	No effect	15.6%	104	
	Somewhat less likely	1.9%	13	
	Much less likely	3.1%	21	
	DK/NA	1.5%	10	
7D. Providing youth violence prevention programs to help at-risk youth	Much more likely	42.0%	281	71.5%
	Somewhat more likely	29.5%	197	
	No effect	16.6%	111	
	Somewhat less likely	3.5%	23	
	Much less likely	5.9%	40	
	DK/NA	2.4%	16	
7E. Preventing reductions of firefighters, paramedics and law enforcement officers	Much more likely	47.7%	318	72.7%
	Somewhat more likely	25.1%	167	
	No effect	14.7%	98	
	Somewhat less likely	4.8%	32	
	Much less likely	5.0%	33	
	DK/NA	2.8%	19	
7F. Improving wildfire prevention and preparedness including early fire alert systems, rapid response and evacuation planning	Much more likely	55.1%	368	79.9%
	Somewhat more likely	24.8%	166	
	No effect	12.8%	86	
	Somewhat less likely	2.1%	14	
	Much less likely	3.5%	24	
	DK/NA	1.6%	11	
7G. Providing mental health counseling, wraparound services and programs to help at-risk youth and their families	Much more likely	49.5%	331	76.3%
	Somewhat more likely	26.7%	179	
	No effect	11.8%	79	
	Somewhat less likely	4.4%	29	
	Much less likely	6.0%	40	
	DK/NA	1.6%	10	
7H. Maintaining after-school and summer programs serving at-risk youth	Much more likely	44.2%	295	71.1%
	Somewhat more likely	27.0%	180	
	No effect	16.6%	111	
	Somewhat less likely	3.9%	26	
	Much less likely	5.9%	40	
	DK/NA	2.4%	16	

		Total		
		Column N %	Count	Σ or Mean
7I. Preventing future fires	Much more likely	56.1%	375	78.2%
	Somewhat more likely	22.1%	148	
	No effect	13.8%	92	
	Somewhat less likely	2.5%	17	
	Much less likely	3.4%	23	
	DK/NA	2.0%	13	
7J. Providing resources for youth programs and violence prevention efforts along with grants to community-based organizations	Much more likely	40.0%	267	69.2%
	Somewhat more likely	29.2%	195	
	No effect	16.6%	111	
	Somewhat less likely	4.7%	31	
	Much less likely	7.0%	47	
	DK/NA	2.6%	17	
7K. Rebuilding firefighting infrastructure and improving fire prevention services	Much more likely	52.4%	350	76.4%
	Somewhat more likely	24.0%	160	
	No effect	15.6%	104	
	Somewhat less likely	2.7%	18	
	Much less likely	3.3%	22	
	DK/NA	2.0%	13	
7L. Maintaining emergency and disaster preparedness programs, including for a public health crisis	Much more likely	50.1%	335	74.7%
	Somewhat more likely	24.6%	165	
	No effect	16.1%	107	
	Somewhat less likely	2.3%	15	
	Much less likely	5.5%	37	
	DK/NA	1.3%	9	
7M. Maintaining youth violence prevention, and drug and gang intervention programs to maintain school safety	Much more likely	45.9%	306	72.6%
	Somewhat more likely	26.8%	179	
	No effect	14.7%	98	
	Somewhat less likely	4.0%	27	
	Much less likely	5.7%	38	
	DK/NA	3.0%	20	
7N. Reducing the risk of fires starting and spreading from homeless encampments	Much more likely	48.8%	326	71.1%
	Somewhat more likely	22.3%	149	
	No effect	14.6%	97	
	Somewhat less likely	3.6%	24	
	Much less likely	8.2%	55	
	DK/NA	2.5%	17	
7O. Improving wildfire prevention, preparedness, rapid 9-1-1 response and early fire alert systems to control fires quickly	Much more likely	57.7%	385	80.8%
	Somewhat more likely	23.2%	155	
	No effect	12.8%	85	
	Somewhat less likely	1.8%	12	
	Much less likely	3.7%	25	
	DK/NA	0.9%	6	
7P. Preventing significant reductions in the number of firefighters, paramedics and law enforcement officers including 16 police and 10 firefighters/paramedics funded by the expiring sales tax measure	Much more likely	47.1%	156	72.9%
	Somewhat more likely	25.8%	85	
	No effect	14.7%	49	
	Somewhat less likely	4.2%	14	
	Much less likely	5.1%	17	
	DK/NA	3.1%	10	

		Total		
		Column N %	Count	Σ or Mean
7Q. Preventing cuts to Advanced Life Support paramedic teams	Much more likely	46.0%	152	72.5%
	Somewhat more likely	26.5%	88	
	No effect	18.1%	60	
	Somewhat less likely	2.4%	8	
	Much less likely	4.1%	14	
	DK/NA	3.0%	10	
7R. Preventing cuts to 400,000 hours each year of youth and family mental health, public health, gang prevention, and social services programs that help keep Santa Rosa safe	Much more likely	47.2%	159	73.9%
	Somewhat more likely	26.7%	90	
	No effect	12.5%	42	
	Somewhat less likely	3.1%	11	
	Much less likely	8.3%	28	
	DK/NA	2.3%	8	
7S. Reducing the impact of homelessness on the safety and quality of life in our community	Much more likely	46.6%	157	70.9%
	Somewhat more likely	24.3%	82	
	No effect	13.3%	45	
	Somewhat less likely	3.5%	12	
	Much less likely	10.9%	37	
	DK/NA	1.4%	5	

FEATURES OF THE MEASURE -- RANKED BY INTENSITY

	Total		
	Column N %	Count	Σ or Mean
7A. Reducing the risk of wildfires			1.31
7O. Improving wildfire prevention, preparedness, rapid 9-1-1 response and early fire alert systems to control fires quickly			1.30
7F. Improving wildfire prevention and preparedness including early fire alert systems, rapid response and evacuation planning			1.28
7I. Preventing future fires			1.28
7C. Maintaining rapid 9-1-1 emergency response			1.25
7B. Preventing the closure of fire stations			1.25
7K. Rebuilding firefighting infrastructure and improving fire prevention services			1.22
7L. Maintaining emergency and disaster preparedness programs, including for a public health crisis			1.13
7Q. Preventing cuts to Advanced Life Support paramedic teams			1.11
7G. Providing mental health counseling, wraparound services and programs to help at-risk youth and their families			1.11
7P. Preventing significant reductions in the number of firefighters, paramedics and law enforcement officers including 16 police and 10 firefighters/paramedics funded by the expiring sales tax measure			1.09
7E. Preventing reductions of firefighters, paramedics and law enforcement officers			1.09
7M. Maintaining youth violence prevention, and drug and gang intervention programs to maintain school safety			1.06
7R. Preventing cuts to 400,000 hours each year of youth and family mental health, public health, gang prevention, and social services programs that help keep Santa Rosa safe			1.04
7N. Reducing the risk of fires starting and spreading from homeless encampments			1.02
7H. Maintaining after-school and summer programs serving at-risk youth			1.02
7D. Providing youth violence prevention programs to help at-risk youth			1.01
7S. Reducing the impact of homelessness on the safety and quality of life in our community			0.94
7J. Providing resources for youth programs and violence prevention efforts along with grants to community-based organizations			0.93

INFORMATIONAL STATEMENTS – RANKED BY INTENSITY

		Total		
		Column N %	Count	Σ or Mean
8A. If the measure fails and current funding expires, cuts to fire, paramedic and police services in Santa Rosa could be necessary	Much more likely to vote yes	47.2%	315	69.3%
	Somewhat more likely to vote yes	22.1%	148	
	No effect	24.8%	165	
	DK/NA	6.0%	40	
8B. The measure will give Santa Rosa local control over local funds for local needs. The money cannot be taken by Sacramento	Much more likely to vote yes	56.7%	378	79.0%
	Somewhat more likely to vote yes	22.3%	149	
	No effect	19.2%	128	
	DK/NA	1.8%	12	
8C. In the event of a heart attack, stroke, accident or emergency, seconds can be the difference between life and death. This measure ensures rapid 9-1-1 emergency response is ready to respond when you need them the most	Much more likely to vote yes	52.1%	348	78.8%
	Somewhat more likely to vote yes	26.7%	179	
	No effect	19.0%	127	
	DK/NA	2.2%	15	
8D. None of the money raised by the measure would be used for City administrator salaries	Much more likely to vote yes	62.6%	418	78.9%
	Somewhat more likely to vote yes	16.3%	109	
	No effect	19.4%	129	
	DK/NA	1.8%	12	
8E. The measure simply renews the current sales tax rate and does not increase the rate	Much more likely to vote yes	52.4%	350	71.6%
	Somewhat more likely to vote yes	19.1%	128	
	No effect	25.0%	167	
	DK/NA	3.5%	23	
8F. The measure will require independent citizen oversight, mandatory financial audits, and public disclosure of all spending	Much more likely to vote yes	55.0%	367	79.2%
	Somewhat more likely to vote yes	24.3%	162	
	No effect	18.5%	124	
	DK/NA	2.3%	15	
8G. This funding will help upgrade aging emergency communication systems to help firefighters, paramedics and police officers respond quickly in an earthquake, fire or other emergency	Much more likely to vote yes	55.2%	369	78.3%
	Somewhat more likely to vote yes	23.1%	154	
	No effect	19.3%	129	
	DK/NA	2.4%	16	
8H. The measure will maintain the funding allocations for fire prevention and protection; police services; at-risk youth, gang and violence prevention; and neighborhood safety programs that have been in place since Measure O was approved by voters in 2004	Much more likely to vote yes	45.6%	305	73.5%
	Somewhat more likely to vote yes	27.8%	186	
	No effect	22.7%	152	
	DK/NA	3.8%	26	
8I. The measure will help keep the City's fire stations open and staffed with on-duty firefighters and paramedics ready to respond when needed	Much more likely to vote yes	58.2%	388	81.4%
	Somewhat more likely to vote yes	23.3%	155	
	No effect	17.8%	119	
	DK/NA	0.8%	5	
8J. The measure is critical for helping Santa Rosa prepare for hotter and drier fire seasons and potential public safety power shutoffs	Much more likely to vote yes	54.0%	361	78.8%
	Somewhat more likely to vote yes	24.8%	165	
	No effect	19.2%	128	
	DK/NA	2.0%	13	
8K. Visitors and shoppers from outside of Santa Rosa will pay their fair share for local public safety services so the burden does not fall entirely on homeowners	Much more likely to vote yes	47.9%	320	72.5%
	Somewhat more likely to vote yes	24.6%	164	
	No effect	23.4%	156	
	DK/NA	4.1%	27	

		Total		
		Column N %	Count	Σ or Mean
8L. Essential purchases like groceries and medicine are exempt from this sales tax to ensure it is not a burden to those on fixed or limited incomes	Much more likely to vote yes	59.8%	400	77.0%
	Somewhat more likely to vote yes	17.2%	115	
	No effect	20.7%	138	
	DK/NA	2.3%	15	
8M. This measure will maintain fire protection throughout Santa Rosa and better protect lives and property	Much more likely to vote yes	54.3%	362	78.9%
	Somewhat more likely to vote yes	24.6%	164	
	No effect	19.5%	130	
	DK/NA	1.6%	11	
8N. Unless renewed by voters, approximately \$10 million dollars in annual public safety funding will expire in 2025 and cuts could be necessary	Much more likely to vote yes	48.0%	159	68.7%
	Somewhat more likely to vote yes	20.7%	68	
	No effect	27.9%	92	
	DK/NA	3.4%	11	
8O. If current public safety funding expires, over twenty-five firefighter, paramedic and law enforcement officer positions could be cut and over 400,000 hours each year in services for youth and family mental health, public health, gang prevention	Much more likely to vote yes	52.6%	174	74.0%
	Somewhat more likely to vote yes	21.4%	71	
	No effect	21.5%	71	
	DK/NA	4.5%	15	
8P. If the measure is approved, neighborhood police patrols, gang prevention services, and park and recreation programs will be maintained	Much more likely to vote yes	45.3%	153	75.2%
	Somewhat more likely to vote yes	29.9%	101	
	No effect	23.0%	78	
	DK/NA	1.8%	6	
8Q. With fire seasons getting hotter, drier and more destructive each year, it is critical that we fund wildfire prevention and make sure our firefighters are ready and equipped to respond quickly when a fire starts	Much more likely to vote yes	60.5%	204	82.2%
	Somewhat more likely to vote yes	21.7%	73	
	No effect	16.5%	56	
	DK/NA	1.3%	4	

INFORMATIONAL STATEMENTS – RANKED BY INTENSITY

	Total		
	Column N %	Count	Σ or Mean
8Q. With fire seasons getting hotter, drier and more destructive each year, it is critical that we fund wildfire prevention and make sure our firefighters are ready and equipped to respond quickly when a fire starts			1.45
8D. None of the money raised by the measure would be used for City administrator salaries			1.44
8I. The measure will help keep the City's fire stations open and staffed with on-duty firefighters and paramedics ready to respond when needed			1.41
8L. Essential purchases like groceries and medicine are exempt from this sales tax to ensure it is not a burden to those on fixed or limited incomes			1.40
8B. The measure will give Santa Rosa local control over local funds for local needs. The money cannot be taken by Sacramento			1.38
8F. The measure will require independent citizen oversight, mandatory financial audits, and public disclosure of all spending			1.37
8G. This funding will help upgrade aging emergency communication systems to help firefighters, paramedics and police officers respond quickly in an earthquake, fire or other emergency			1.37
8J. The measure is critical for helping Santa Rosa prepare for hotter and drier fire seasons and potential public safety power shutoffs			1.36
8M. This measure will maintain fire protection throughout Santa Rosa and better protect lives and property			1.35
8C. In the event of a heart attack, stroke, accident or emergency, seconds can be the difference between life and death. This measure ensures rapid 9-1-1 emergency response is ready to respond when you need them the most			1.34
8O. If current public safety funding expires, over twenty-five firefighter, paramedic and law enforcement officer positions could be cut and over 400,000 hours each year in services for youth and family mental health, public health, gang prevention			1.33
8E. The measure simply renews the current sales tax rate and does not increase the rate			1.28
8K. Visitors and shoppers from outside of Santa Rosa will pay their fair share for local public safety services so the burden does not fall entirely on homeowners			1.26
8H. The measure will maintain the funding allocations for fire prevention and protection; police services; at-risk youth, gang and violence prevention; and neighborhood safety programs that have been in place since Measure O was approved by voters in 2004			1.24
8A. If the measure fails and current funding expires, cuts to fire, paramedic and police services in Santa Rosa could be necessary			1.24
8P. If the measure is approved, neighborhood police patrols, gang prevention services, and park and recreation programs will be maintained			1.23
8N. Unless renewed by voters, approximately \$10 million dollars in annual public safety funding will expire in 2025 and cuts could be necessary			1.21

INTERIM BALLOT TEST

		Total		
		Column N %	Count	Σ or Mean
9. To renew locally controlled funding to protect public safety in Santa Rosa by: •reducing wildfire risk; •preventing closure of fire stations; •maintaining rapid 9–1–1 emergency response; •maintaining youth violence prevention programs; and •preventing reductions of firefighters, paramedics and law enforcement officers; shall the City of Santa Rosa’s measure be adopted extending the expiring public safety sales tax without increasing the current ¼¢ rate, raising approximately \$10 million dollars annually, until ended by voters, with annual audits and citizen oversight?	Definitely Yes	49.5%	330	
	Probably Yes	26.9%	180	
	Probably No	8.1%	54	
	Definitely No	10.1%	68	
	DK/NA	5.4%	36	
	Total Yes	76.4%		
	Total No	18.2%		

CRITICAL STATEMENTS

		Total		
		Column N %	Count	Σ or Mean
10A. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we approve more taxes	Much more likely to vote no	25.0%	167	42.6%
	Somewhat more likely to vote no	17.7%	118	
	No effect	47.8%	320	
	DK/NA	9.5%	64	
10B. City government needs to cut waste and do a better job with taxpayer money than they currently do	Much more likely to vote no	30.5%	204	50.2%
	Somewhat more likely to vote no	19.8%	132	
	No effect	42.8%	286	
	DK/NA	7.0%	47	
10C. There will be a County measure for preschool and early childhood development on the same ballot. We can't afford all these taxes	Much more likely to vote no	18.7%	125	33.5%
	Somewhat more likely to vote no	14.8%	99	
	No effect	57.6%	385	
	DK/NA	9.0%	60	
10D. Increasing the sales tax again will hurt local businesses and drive jobs out of the City	Much more likely to vote no	20.5%	137	35.8%
	Somewhat more likely to vote no	15.4%	103	
	No effect	54.9%	367	
	DK/NA	9.3%	62	
10E. We just voted two years ago to extend our sales tax for the City for 10 years. Now they want to increase and extend it forever. Enough is enough.	Much more likely to vote no	23.9%	160	40.1%
	Somewhat more likely to vote no	16.2%	109	
	No effect	52.2%	348	
	DK/NA	7.7%	51	
10F. With increasing inflation, grocery and gas prices, and the ongoing COVID-19 crisis, now is the wrong time to increase taxes	Much more likely to vote no	24.8%	166	43.9%
	Somewhat more likely to vote no	19.1%	128	
	No effect	49.9%	333	
	DK/NA	6.2%	41	
10G. Voters rejected the SMART Sales Tax and the County Fire Tax. When will they get the message that we can't afford all these new taxes	Much more likely to vote no	18.0%	59	32.4%
	Somewhat more likely to vote no	14.4%	48	
	No effect	60.2%	199	
	DK/NA	7.4%	24	
10H. The measure provides too much money for police when we should be shifting resources to programs and services that help prevent crime and violence in the first place	Much more likely to vote no	23.8%	79	40.3%
	Somewhat more likely to vote no	16.5%	55	
	No effect	51.0%	169	
	DK/NA	8.6%	29	
10I. We already have an extra three-quarters of a percent sales tax imposed by the City. Adding another quarter percent would chase businesses out of Santa Rosa	Much more likely to vote no	18.9%	64	37.8%
	Somewhat more likely to vote no	18.9%	64	
	No effect	53.1%	179	
	DK/NA	9.1%	31	
10J. The measure locks 20-year old funding priorities in place and should be updated before the measure is placed on the ballot again	Much more likely to vote no	22.1%	75	47.6%
	Somewhat more likely to vote no	25.4%	86	
	No effect	40.3%	136	
	DK/NA	12.1%	41	

CRITICAL STATEMENTS -- RANKED BY INTENSITY

	Total		
	Column N %	Count	Σ or Mean
10B. City government needs to cut waste and do a better job with taxpayer money than they currently do			0.87
10J. The measure locks 20-year old funding priorities in place and should be updated before the measure is placed on the ballot again			0.79
10A. Public employee salaries, benefits and pensions are out of control. We need to contain these costs before we approve more taxes			0.75
10F. With increasing inflation, grocery and gas prices, and the ongoing COVID-19 crisis, now is the wrong time to increase taxes			0.73
10H. The measure provides too much money for police when we should be shifting resources to programs and services that help prevent crime and violence in the first place			0.70
10E. We just voted two years ago to extend our sales tax for the City for 10 years. Now they want to increase and extend it forever. Enough is enough.			0.69
10I. We already have an extra three-quarters of a percent sales tax imposed by the City. Adding another quarter percent would chase businesses out of Santa Rosa			0.62
10D. Increasing the sales tax again will hurt local businesses and drive jobs out of the City			0.62
10C. There will be a County measure for preschool and early childhood development on the same ballot. We can't afford all these taxes			0.57
10G. Voters rejected the SMART Sales Tax and the County Fire Tax. When will they get the message that we can't afford all these new taxes			0.54

INFORMED BALLOT TEST

		Total		
		Column N %	Count	Σ or Mean
11. To renew locally controlled funding to protect public safety in Santa Rosa by: •reducing wildfire risk; •preventing closure of fire stations; •maintaining rapid 9–1–1 emergency response; •maintaining youth violence prevention programs; and •preventing reductions of firefighters, paramedics and law enforcement officers; shall the City of Santa Rosa’s measure be adopted extending the expiring public safety sales tax without increasing the current ¼¢ rate, raising approximately \$10 million dollars annually, until ended by voters, with annual audits and citizen oversight?	Definitely Yes	41.5%	277	
	Probably Yes	29.3%	195	
	Probably No	9.2%	62	
	Definitely No	10.9%	73	
	DK/NA	9.1%	61	
	Total Yes	70.7%		
	Total No	20.2%		
12. Ballot Test - 20 Years	Definitely Yes	46.3%	309	
	Probably Yes	19.0%	127	
	Probably No	10.7%	71	
	Definitely No	10.1%	67	
	DK/NA	13.9%	93	
	Total Yes	65.3%		
	Total No	20.8%		
13. Ballot Test - 9 Years	Definitely Yes	49.3%	330	
	Probably Yes	19.5%	130	
	Probably No	10.4%	69	
	Definitely No	9.2%	62	
	DK/NA	11.5%	77	
	Total Yes	68.9%		
	Total No	19.6%		

DEMOGRAPHICS

		Total		
		Column N %	Count	Σ or Mean
A. What gender do you identify with?	Male			
	Female			
	Non-binary			
	DK/NA			
B. What ethnic group or groups do you consider yourself a part of?	African-American or Black			
	American Indian or Alaska Native			
	Asian			
	Caucasian or White			
	Hispanic or Latino			
	Native Hawaiian or other Pacific Islander			
	Two or more races			
	Other (specify)			
	DK/NA			
C. What is your age?	18-29 years			
	30-39 years			
	40-49 years			
	50-64 years			
	65+ years			
	DK/NA			
D. Do you own or rent your home?	Own			
	Rent			
	DK/NA			
E. Do any children under the age of 18 live in your household?	Yes	20.5%	137	
	No	77.7%	519	
	DK/NA	1.8%	12	
F. Gender	Male	43.3%	289	
	Female	56.7%	379	
	Unknown	0.0%	0	
G. Age	18-29	5.2%	35	
	30-39	11.4%	76	
	40-49	13.0%	87	
	50-64	26.6%	178	
	65+	43.7%	292	
	Not coded	0.0%	0	
H. Broad Ethnic Groupings	East and South Asian	2.7%	18	
	European	73.3%	490	
	Hispanic and Portuguese	12.5%	84	
	Likely African-American	0.5%	3	
	Other	1.9%	13	
	Unknown	9.0%	60	
I. Marital Status	Single or Unknown	50.0%	334	
	Married	34.0%	227	
	Non-Traditional	16.0%	107	
J. Homeownership Status	Owner	56.2%	375	
	Renter	20.7%	138	
	Unknown	23.1%	154	

		Total		
		Column N %	Count	Σ or Mean
K. Estimated Income Range	\$1,000-\$14,999	1.5%	10	
	\$15,000-\$24,999	1.5%	10	
	\$25,000-\$34,999	2.0%	13	
	\$35,000-\$49,999	3.2%	21	
	\$50,000-\$74,999	11.5%	77	
	\$75,000-\$99,999	28.5%	190	
	\$100,000-\$124,999	14.1%	94	
	\$125,000-\$149,999	9.9%	66	
	\$150,000-\$174,999	11.4%	76	
	\$175,000-\$199,999	6.6%	44	
	\$200,000-\$249,999	5.9%	39	
	\$250,000 and up	3.0%	20	
	Unknown	0.8%	6	
L. Estimated Home Value Range	\$0K to \$19K	0.4%	2	
	\$20K to \$49K	0.0%	0	
	\$50K to \$99K	0.3%	2	
	\$100K to \$149K	0.0%	0	
	\$150K to \$174K	0.8%	5	
	\$175K to \$199K	0.2%	1	
	\$200K to \$249K	1.5%	10	
	\$250K to \$299K	3.9%	26	
	\$300K to \$399K	8.9%	60	
	\$400K to \$499K	13.3%	89	
	\$500K to \$749K	40.4%	270	
	\$750K to \$999K	18.8%	126	
	\$1000K to 1M and over	10.6%	71	
Unknown	1.0%	7		
M. Social Economic Ladder	0	1.7%	11	
	1	6.9%	46	
	2	9.8%	66	
	3	11.9%	80	
	4	16.5%	110	
	5	9.1%	61	
	6	12.8%	86	
	7	10.0%	67	
	8	17.4%	116	
	9	1.9%	13	
Unknown	1.9%	12		
N. Individual Party	American Independent	2.5%	17	
	Democratic	64.7%	432	
	Green	0.3%	2	
	Libertarian	1.0%	7	
	Natural Law	0.0%	0	
	Non-Partisan	13.6%	91	
	Other	0.4%	3	
	Peace and Freedom	0.0%	0	
	Reform	0.0%	0	
	Republican	17.2%	115	
	Unknown	0.2%	1	
	No data	0.0%	0	

		Total		
		Column N %	Count	Σ or Mean
O. Household Party Type	Dem	51.9%	347	
	Dem&Ind	15.6%	104	
	Dem&Rep	6.1%	41	
	Dem&Rep&Ind	1.2%	8	
	Ind	9.4%	63	
	Rep	11.0%	74	
	Rep&Ind	4.6%	31	
	No data	0.0%	0	
P. Household Gender Composition	Mixed Gender Household	60.7%	406	
	Female Only Household	25.3%	169	
	Male Only Household	12.9%	86	
	Cannot Determine	1.0%	7	
	No data	0.0%	0	
Q. Registration Date	2021-2022	24.5%	164	
	2017-2020	45.9%	307	
	2013-2016	8.6%	57	
	2009-2012	3.4%	22	
	2005-2008	4.2%	28	
	2001-2004	3.3%	22	
	1997-2000	2.8%	19	
	1993-1996	3.3%	22	
	1981-1992	3.3%	22	
	1980 or before	0.7%	5	
	Not coded	0.0%	0	
R. Voting Frequency	3	9.1%	61	
	4	9.3%	62	
	5	15.2%	101	
	6	12.9%	86	
	7	18.6%	124	
	8	34.9%	233	
S. Voting History	see detailed crosstabs			
T. Household Voter Count	1	27.6%	184	
	2	51.7%	345	
	3	15.8%	105	
	4	4.7%	31	
	5	0.3%	2	
	No data	0.0%	0	
U. Sample Segment	Likely November 2022	100.0%	668	
	Likely November 2024	0.0%	0	
	Non-voters	0.0%	0	
City Council District	Council District 1	6.3%	42	
	Council District 2	18.4%	123	
	Council District 3	22.3%	149	
	Council District 4	18.4%	123	
	Council District 5	9.6%	64	
	Council District 6	12.6%	84	
	Council District 7	12.5%	83	

	Unknown	0.2%	1	
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