



**Telephone Survey of UNINCORPORATED Madera County likely November 2016 voters**  
**March 21-27, 2016**  
**Unincorporated n=279, MoE ± 5.87 percentage points**  
**EMC Research 16-5948**  
**DRAFT**

*All numbers in this document represent percentage (%) values, unless otherwise noted.  
Please note that due to rounding, percentages may not add up to exactly 100%.*

Hello, my name is \_\_\_\_\_, may I speak with **(NAME ON LIST)**.

Hello, my name is \_\_\_\_\_, and I'm conducting a survey for (INSERT FIELD SERVICE NAME) to find out how people in Madera County feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

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1.	LANGUAGE OF INTERVIEW	
	English	95
	Spanish	5
2.	SAMPLE <b>(assign half to each)</b>	
	Sample A (n=140)	50
	Sample B (n=140)	50
3.	Gender <b>(RECORD FROM OBSERVATION)</b>	
	Male	48
	Female	52
4.	Are you registered to vote in Madera County?	
	Yes → CONTINUE	100
	No → TERMINATE	-
5.	Do you feel that things in Madera County are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?	
	Right Direction	55
	Wrong Track	29
	(Don't Know)	16

6. What do you think is the most important problem facing Madera County today? **(ONE RESPONSE – PROBE FOR SPECIFICS)**

Water/drought	37
Crime	10
Transportation/roads	9
Jobs/unemployment	8
Education	4
Overdevelopment/overpopulation	3
Government	3
Taxes	2
Budget/finances	2
Environmental	2
Other	7
Nothing/no issues	2
Don't know	12

I'm going to read you a list of organizations. For each one, please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

**PROMPT IF NECESSARY:** Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable opinion of [QX]. If you have never heard of [QX] please say so.

**(RANDOMIZE)**

SCALE:	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	(Heard of, Can't rate)	Never Heard
7. The Madera County Board of Supervisors	11	37	21	13	13	6
8. The Madera County Fire Department	56	28	3	1	9	3
9. The Madera County Sheriff's Office	49	35	5	5	4	3
10. Cal Fire	56	24	3	1	7	9

**(END RANDOMIZE)**

11. Generally speaking, would you say Madera County has a great need for additional funding, some need, a little need, or no real need for additional funding to maintain fire and emergency response services?

Great need	53
Some need	25
A little need	4
No real need	8
(No Opinion/Don't know)	10

12. How much have you read, seen or heard about a public safety sales tax measure that Madera County is considering, to help raise funds for the Madera County Fire Department and Sheriff’s Department? Have you heard a lot, some, not too much, or nothing at all??

A lot	2
Some	14
Not too much	25
Nothing at all	58
(No Opinion/Don’t know)	1

13. I’d like to read you a measure that could be on the ballot this November in Madera County. If the election were held today, would you vote “yes” to approve or “no” to reject a measure that reads:

Shall Madera County enact a **(SAMPLE A: half cent/SAMPLE B: one-cent)** countywide public safety sales tax to:

- Improve firefighting services throughout the county;
  - Increase the number of paid and volunteer firefighters in the county;
  - Improve instructional and training services for volunteer firefighters; and,
  - Increase the number of sheriff’s deputies in the county;
- with annual public audits and citizen’s oversight?

	<u>Half Cent</u>		<u>One Cent</u>	
Yes, approve	75	→ 76	69	→ 72
Lean yes	1		3	
No, reject	20	→ 22	28	→ 28
Lean no	2		0	
(No Opinion/Don’t know)	2		0	

**[RESUME ASKING EVERYONE]**

For each of the following statements, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. **(IF NEEDED)** Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement?

SCALE:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	(No opinion/ Don't know)
<b>(RANDOMIZE LIST)</b>					
14.	I'll vote against any tax increase on the ballot regardless of its purpose.				
	20	15	24	38	2
15.	It is crucial to have more public safety staff available in the county, even if it means raising taxes.				
	28	34	15	20	3
16.	I trust that if there is a fire or other emergency at my home and I dial 9-1-1, emergency responders will arrive in a timely manner to help me.				
	46	29	12	9	4
17.	The Madera County Fire Department currently has enough firefighters to adequately protect our communities.				
	11	26	23	24	16
18.	I trust the Madera County Board of Supervisors to properly manage our county finances.				
	12	37	19	23	8
<b>(END RANDOMIZE)</b>					

Now I'm going to read you some of the specific elements of the Madera County public safety sales tax measure. After each please tell me if you support or oppose that particular element. **(AFTER EACH ELEMENT, AS NEEDED: Do you support or oppose this element of the ballot measure?) (IF SUPPORT/OPOSE: Would you say you strongly support/oppose that element, or somewhat support/oppose that element?)**

SCALE:	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	(Don't know)
<b>(RANDOMIZE)</b>					
19.	Increasing the number of full-time firefighters in the county				
	53	29	9	6	3
20.	Increasing the number of volunteer firefighters in the county				
	65	26	4	4	1
21.	Providing necessary personal protective equipment for new firefighters				
	71	22	3	3	1
22.	Increasing the number of sheriff's deputies in the county				
	52	28	10	7	3
23.	Adding to and upgrading the existing fleet of fire engines and other emergency vehicles, some of which are more than twenty years old				
	51	36	6	5	1
24.	Building additional fire stations and updating existing stations that are over eighty years old or in temporary buildings				
	51	35	6	6	2
25.	Providing instructional and training services for volunteer firefighters as a recruiting incentive				
	62	30	3	3	1
26.	Making the tax end after ten years				
	38	30	10	16	6
27.	Making the tax end after twenty years				
	30	29	11	24	6
28.	Making the tax end after thirty years				
	28	22	13	29	8
29.	Establishing a citizens' oversight committee and requiring annual public audits to monitor the money raised by the tax and how it is spent				
	64	23	6	5	2
30.	Reducing fire insurance rates for homeowners and businesses in Madera County				
	50	24	9	10	6

**(END RANDOMIZE)**

Now I'd like to read you some things people might say about the proposed measure, starting with what supporters might say. After each statement, please tell me how convincing it is as a reason to vote yes. Please use a scale from one to seven, where one means not at all convincing and seven means a very convincing reason to vote yes on the measure. **(IF NEEDED) How convincing is that as a reason to vote yes on the measure? One is not at all convincing and seven is very convincing.**

SCALE:	1	2	3	4	5	6	7	(Don't know)	Mean
	Not at all convincing			Very convincing					
<b>(RANDOMIZE)</b>									
31.	Response times are slower for all volunteer firefighting forces compared to full-time firefighters. This measure will make our communities safer by building and staffing new fire stations with full-time firefighters in communities that currently have to rely only on volunteer firefighters.								
	11	4	5	10	21	15	34	1	<b>5.09</b>
32.	Madera County has the same number of full-time firefighters today as we did in the 1920s. This measure will raise funds to increase staffing of fire engines and stations, which will reduce response times, increase the effectiveness of firefighting, and improve firefighter and resident safety.								
	9	2	5	7	21	16	39	0	<b>5.35</b>
33.	All money raised by this measure will be spent locally to provide fire protection, sheriff, and emergency response services in Madera County. The money cannot be taken by the state or used for any other purpose, and there will be strict accountability with a Citizen's Oversight Committee and annual public audits to ensure all money is spent properly								
	10	2	3	7	10	13	54	2	<b>5.64</b>
34.	In medical emergencies, every second counts. Permanent brain damage can occur in as little as four minutes and brain death in as little as eight minutes. This measure will improve emergency response times and save lives.								
	7	4	3	13	17	10	47	-	<b>5.47</b>
35.	This measure will make our county safer by putting more staff in the Sheriff's Office and putting more deputies on the street, patrolling our county and helping keep our communities safe.								
	8	3	6	10	18	15	40	-	<b>5.30</b>

**(END RANDOMIZE)**

36. Sometimes people change their minds in a survey like this. Given everything you’ve heard, if the election were held today, would you vote “yes” to approve or “no” to reject a measure that reads:

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- Improve firefighting services throughout the county;
  - Increase the number of paid and volunteer firefighters in the county;
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  - Increase the number of sheriff’s deputies in the county;
- with annual public audits and citizen’s oversight?

	<u>Half Cent</u>		<u>One Cent</u>	
Yes, approve	80	→ 81	69	→ 70
Lean yes	1		1	
No, reject	18	→ 19	28	→ 29
Lean no	1		1	
(No Opinion/Don’t know)	0		1	

37. Some people say we should not be increasing our sales tax when the cost of living continues to rise and working families in Madera County are struggling to make ends meet. The county already has enough money, and we simply cannot trust that this money will be used as promised. It could be wasted on huge pensions or other benefits for public employees.

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- with annual public audits and citizen’s oversight?

	<u>Half Cent</u>		<u>One Cent</u>	
Yes, approve	65	→ 65	51	→ 51
Lean yes	0		1	
No, reject	31	→ 34	47	→ 47
Lean no	4		1	
(No Opinion/Don’t know)	0		1	

**(RESUME ASKING EVERYONE)**

I'd like to ask you a few more questions for statistical purposes only.

38.	Have you or a member of your family ever had the fire department come to your home to respond to a fire?	
	Yes	28
	No	72
	(Don't Know)	0
39.	Have your or a member of your family ever had an ambulance or emergency response team come to your home due to a medical emergency?	
	Yes	52
	No	48
	(Don't Know)	-
40.	Do you have children in your household?	
	Yes	32
	No	68
	(Don't Know)	-
41.	In terms of your job status, are you employed, unemployed but looking for work, retired, a student, or a homemaker?	
	Employed	42
	Unemployed	5
	Retired	40
	Student	5
	Homemaker	5
	(Other)	3
	(Don't Know)	-
42.	Where do you get information about local news and events in your area? Television, newspapers, radio, the internet, social media like Facebook or Twitter, or somewhere else?	
	Television	66
	Newspapers – online	25
	Newspapers – physical newspaper	45
	Radio	30
	Internet	38
	Social media like Facebook or Twitter	26
	Billboards	10
	Somewhere else (Please specify <b>(ACCEPT MULTIPLE RESPONSES)</b> _____) <sup>1</sup>	
	(Don't know)	1

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<sup>1</sup> Responses not yet coded.

43. Which websites do you visit most often for information about local news and events? **(OPEN-ENDED QUESTION)**

Facebook/social media	10
Channel 30 (Local ABC)	8
Google	7
Sierra Newspaper	5
National news site (ABC, CBS, NBC, Fox)	5
Other local radio/news site	4
Yahoo	4
Fresno Bee	3
CNN	2
The Madera Tribune	2
County website	1
Other	8
None/Don't use websites/computer	43
Don't know	4

44. And how frequently do you follow discussions or learn about local news or events using social media like Facebook and Twitter? Would you say it is frequently, occasionally, rarely or not at all?

Frequently	27
Occasionally	19
Rarely	12
Not at all	41
(Don't Know)	1

45. How long have you lived in Madera County?

(0-3 yrs)	9
(4-6 yrs)	8
(7-10 yrs)	9
(11-14 yrs)	7
(15-20 yrs)	12
(20+ yrs)	48
(Born here)	7
(Don't Know/Refused)	-

46. What year were you born? **(Do not read categories; code as appropriate)**

1940 or earlier (75+)	13
1941-1945 (70-74)	11
1946-1950 (65-69)	14
1951-1955 (60-64)	15
1956-1960 (55-59)	13
1961-1965 (50-54)	8
1966-1970 (45-49)	4
1971-1975 (40-44)	8
1976-1980 (35-39)	5
1981-1985 (30-34)	4
1986-1990 (25-29)	4
1991-1997 (18-24)	3
(Refused)	-

## 47. What do you consider to be your racial or ethnic background?

Black/African-American	3
White/Caucasian	63
Hispanic/Latino	18
Asian	1
Bi-racial/Multi-racial	6
Other (specify)	5
(Refused)	3

**THANK YOU!**