Baseline Voter Opinion Survey
Summary Report

Prepared for the
Madera County Transportation Authority (MCTA)

True North
R E S E A R C H

T ABLE OF C ONTENTS

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INTRODUCTION

Prior to 1990, Madera County was largely dependent on state and federal funding to implement transportation improvements in the region, and these funding sources were not keeping pace with the increased demand and inflationary trends in construction, operation, and maintenance costs. In 1990, Madera County voters approved Measure A, a half-cent sales tax increase dedicated to addressing some of the region's most pressing transportation needs. In addition to the estimated $250 million raised locally by Measure A over its initial authorization and when renewed by voters as Measure T in 2006, the measures have enabled Madera County to leverage hundreds of millions of dollars in additional state and federal matching funds for transportation projects that otherwise would have been directed to other counties. Put simply, Measures A and T have enabled the Madera County Transportation Authority (MCTA), Madera County Transportation Commission (MCTC), the County of Madera, and local jurisdictions to deliver a variety of transportation improvements that would not have otherwise been possible—including improvements to regional highways, interchanges and bridges, highway and road safety projects, local street maintenance and infrastructure repairs, and expanded transit services. Unless renewed by voters, Measure T will expire in 2027.

MOTIVATION FOR RESEARCH   The primary purpose of this study was to produce an unbiased, *statistically reliable* evaluation of voters' interest in renewing the existing Measure T half-cent transportation sales tax. Additionally, should MCTA decide to move forward with placing a renewal measure on the ballot, the data provide guidance on how to structure the measure so it is consistent with voters' priorities and expressed needs. Specifically, the study was designed to:

· Gauge current, *baseline* support for renewing the existing half-cent transportation sales tax (Measure T) for transportation projects and improvements;

· Identify the types of projects and improvements that voters are most interested in funding, should the measure be renewed;

· Expose voters to arguments in favor of, and against, the proposed tax measure to assess how information affects support for the measure; and

· Estimate support for the measure once voters are presented with the types of information they would likely be exposed to during an election cycle.

It is important to note at the outset that voters' opinions about tax measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure during the election cycle. Accordingly, to accurately assess the feasibility of renewing the existing half-cent transportation sales tax, it was important that in addition to measuring *current* opinions about the measure (Question 5), the survey expose respondents to the types of information voters are likely to encounter during an election cycle, including arguments in favor of (Question 9) and opposed to (Question 11) the measure, and gauge how this type of information ultimately impacts their voting decision (Questions 10 & 12).

OVERVIEW OF METHODOLOGY   For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 33. In brief, the survey was administered to a random sample of 563 voters in Madera County who are likely to participate in the November 2022 election either on the natural or as a result of get-out-the-vote efforts. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and phone) and multiple data collection methods (phone and online). Administered in English and Spanish between July 30 and August 16, 2021, the average interview was 18 minutes.

ORGANIZATION OF REPORT   This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 35) and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGMENTS   True North thanks MCTA for the opportunity to assist in this important effort. The collective expertise, local knowledge, and insight provided by MCTA staff and representatives improved the overall quality of the research presented here. A special thanks also to Charles Heath and Alex Wara-Macapinlac (TBWBH Props & Measures) for assisting in the design of the survey.

DISCLAIMER   The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of MCTA. Any errors or omissions are the responsibility of the authors.

ABOUT TRUE NORTH   True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 1,000 survey research studies for public agencies, including more than 400 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney's recommendation, 95% have been successful. In total, the research that Dr. McLarney has conducted has led to over $33 billion in successful local revenue measures.

JUST THE FACTS

The following section is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE & LOCAL ISSUES

· Just over half of voters shared favorable opinions of the quality of life in Madera County, with 8% reporting it is excellent and 49% stating it is good. Approximately 35% of voters surveyed said the quality of life in the County is fair, whereas about 8% used poor or very poor to describe the quality of life in Madera County.

· When asked to indicate one thing that local governments could *change* to make Madera County a better place to live, now and in the future, improving, repairing and/or widening roads including those in rural mountain areas was the most frequently cited improvement (30%), followed by providing more high-end/more diverse restaurants and shops (9%), addressing water issues (8%), improving public safety/more police (6%), and addressing homelessness (6%).

· When asked to rate the importance of eight issues, improving the maintenance of local streets and roads received the highest percentage of respondents indicating that the issue was either extremely or very important (88%), followed by maintaining local infrastructure (83%), improving the local economy (82%), and improving public safety (82%).

· Given the purpose of this study, it is instructive to note that preventing local tax increases (68%) was rated much lower in importance than the issues of improving the maintenance of local streets and roads (88%) and maintaining local infrastructure (83%), but slightly higher than reducing traffic congestion (60%).

INITIAL BALLOT TEST

· With only the information provided in the ballot language, 76% of likely November 2022 voters surveyed indicated that they would support continuing the half-cent sales tax for transportation projects and services, whereas 17% stated that they would oppose the measure and 7% were unsure or unwilling to share their vote choice.

· Among the minority of voters who initially opposed the measure (or were unsure), the most frequently mentioned specific reasons for their position were concerns that money has been/will be mismanaged or misspent, the perception that taxes are already too high, and a desire for additional information about the measure.

PROJECTS & SERVICES

Presented with a list of 20 projects and services that could be funded by the measure, voters expressed the most interest in using the money to:

· Fix potholes.

· Complete a variety of projects in your area, including reducing traffic congestion, maintenance and safety improvements along Avenues 7, 9 and 12 and State Route 41, and improvements to bike paths and local transit services [presented to Supervisorial District 1 voters].

- Pave and maintain local streets and roads.

- Improve traffic flow and safety on highways including the 99, 41, and 152.

- Complete a variety of projects in your area, including reducing traffic congestion, maintenance and safety improvements along State Routes 41 and 49 and other local roads, improving emergency access, and improving local transit services and bike paths [presented to Supervisorial District 5 voters].

POSITIVE ARGUMENTS

When presented with arguments in favor of the measure, voters found the following arguments to be the most persuasive overall:

- *Madera County's population has nearly doubled during the past 30 years, and experts forecast that it will continue to grow at a fast rate. We need to continue improving our local highways, interchanges, and major streets to keep up with this growth, avoid traffic gridlock, and protect our quality of life.*

- *This measure is essential for our public safety. By keeping our roads and highways in good condition and reducing traffic congestion, it allows police, firefighters, and ambulances to respond quickly to emergencies. In emergencies like the Creek Fire, we can't afford to have first responders stuck in traffic or slowed-down by failing infrastructure.*

- *If voters approve this measure, we will qualify for about 600 million dollars in State and Federal matching funds to make priority repairs and transportation improvements in Madera County. Without a local measure, we will not get our fair share of State and Federal funding.*

- *This measure will provide the local matching money that is required for Madera County to receive about 600 million dollars in State and Federal transportation funds. Without this measure, we will not get our fair share of transportation funds.*

- *By law, all of the money raised by this measure must stay in Madera County to maintain and improve our transportation system. It can't be taken away by the State or used for other purposes.*

INTERIM BALLOT TEST

- After presenting respondents with the wording of the proposed measure, projects and services that could be funded, as well as exposing them to positive arguments they may encounter about the measure, overall support among likely November 2022 voters increased to 79%, with 45% of voters indicating that they would *definitely* vote yes on the measure. Approximately 15% of respondents opposed the measure at this point in the survey, and an additional 7% were unsure or unwilling to state their vote choice.

NEGATIVE ARGUMENTS

Of the arguments in opposition to the measure, voters found the following to be the most persuasive:

- *California just raised the gas tax. It will generate an extra 5 billion dollars each year for transportation projects. We don't need to have a local tax too.*

- *There are no promises for how the money will be spent. Some communities will get more than their fair share, while others will get less.*

· *We shouldn't reward government for being wasteful by voting to increase our taxes. They already have all of the money they need-they just need to be more efficient in how they spend it.*

FINAL BALLOT TEST

· After providing respondents with the wording of the proposed sales tax measure, projects and services that could be funded, and arguments in favor of and against the proposal, support for the measure was found among 72% of likely November 2022 voters surveyed, with 41% indicating they would *definitely* support the measure. Approximately 18% of respondents opposed the measure at the Final Ballot Test, and 10% were unsure or unwilling to state their vote choice.

Conclusions

The bulk of this report is devoted to conveying the details of the study findings. In this section, however, we attempt to 'see the forest through the trees' and note how the collective results of the survey answer the key questions that motivated the research. The following conclusions are based on True North's and TBWBH Props & Measures' interpretations of the survey results and the firms' collective experience conducting revenue measure studies for public agencies throughout the State.

Is it feasible to renew the Measure T transportation sales tax measure in 2022?

Yes. Madera County voters consider improving the maintenance of local streets and roads and maintaining local infrastructure to be the *most* important issues facing the County—more important than improving the local economy, addressing homelessness, preventing local tax increases, and other benchmark issues. These sentiments translate into solid *natural* support (76%) for renewing the existing Measure T half-cent sales tax to keep local streets, highways, and infrastructure in good repair, fix potholes, reduce traffic congestion, improve highway safety and 911 vehicle access, and provide safe routes to schools.

The results of this study suggest that, if structured appropriately and combined with an effective public outreach/education effort *and* a solid independent campaign, the proposed sales tax renewal measure has a very good chance of passage if placed on the November 2022 ballot.

Having stated that a sales tax renewal measure is feasible, it is important to note that the measure's prospects will be shaped by external factors and that a recommendation to place the measure on the November 2022 ballot comes with several qualifications and conditions. Indeed, although the results are promising, all revenue measures must overcome challenges prior to being successful. The proposed measure is no exception. The following paragraphs discuss some of the challenges and the next steps that True North and TBWBH Props & Measures recommend.

What projects do voters identify as priorities for a future measure?

One of the goals of this study was to identify voters' preferences with respect to how the proceeds of a successful renewal measure should be spent. This information can be used to ensure that the measure's expenditure plan is consistent with voters' priorities.

Madera County voters clearly see a need for the projects, services and improvements that could be funded by the proposed measure. Indeed, of the 20 specific projects tested in the survey, 18 were favored by at least two-thirds of voters surveyed. That said, voters throughout the County expressed the *greatest* interest in using sales tax proceeds to fix potholes, pave and maintain local streets and roads, improve traffic flow and safety on highways including the 99, 41, and 152, add passing lanes and improve highway interchanges to improve safety and reduce head-on collisions, and retrofit or replace older bridges and overpasses that

have structural problems. Collections of *local* projects also appealed to voters in select areas of the County, such as reducing traffic congestion, maintenance and safety improvements along Avenues 7, 9 and 12 and State Route 41, and improvements to bike paths and local transit services (Supervisorial District 1), and reducing traffic congestion, maintenance and safety improvements along State Routes 41 and 49 and other local roads, improving emergency access, and improving local transit services and bike paths (Supervisorial District 5).

Does the duration of the measure strongly shape voter support?

To assess how support for the measure may vary based on the *duration* of the measure, the survey employed a split-sample approach to test two options: *until ended by voters* and *for 20 years.* The overall sample of voters was split into two representative subsamples, with half receiving one version and half receiving the alternative. Consistent with the findings of other similar studies, this survey found that voters tend not to assign much weight to the duration of a measure in their decision calculus. At the Initial Ballot Test, overall support for the renewal measure was the same for a measure that would last 20 years (76%) as it was for a measure that would last until ended by voters (76%). Although a small gap emerged in support for the respective measures by the end of the survey, it was not statistically significant, nor likely the product of the difference in duration.[1]

How might a public information campaign affect support for the proposed measure?

As noted in the body of this report, individuals' opinions about revenue measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. Thus, in addition to measuring current support for the measure, one of the goals of this study was to explore how the introduction of additional information about the measure may affect voters' opinions about the proposal.

It is clear from the survey results that voters' opinions about the proposed revenue measure are somewhat sensitive to the nature, and amount, of information they have about the measure. Information about the specific transportation projects and services that could be funded by the measure, as well as arguments in favor of the measure, were found by many voters to be compelling reasons to support the proposed sales tax—effectively increasing support for the measure to 79% at the Interim Ballot Test. However, voters were also sensitive to opposition arguments designed to reduce support for the measure. Accordingly, one of the keys to building and *sustaining* support for the proposed measure will be the presence of an effective, well-organized public outreach effort

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1. With two independently selected random samples, a difference of 4% in support for the proposed measure at the end of the survey is not large enough to achieve statistical significance. It could also have been caused by differences in how respondents' reacted to projects and arguments (pro/con) conveyed during the survey, rather than by the difference in duration.

and a separate, independent campaign that focuses on the need for the measure as well as the many benefits that it will bring.

How might changes to the economic or political climate alter support for the measure?

A survey is a snapshot in time—which means the results of this study and the conclusions noted above must be viewed in light of the *current* economic and political climates. On the one hand, this should provide some reassurances to MCTA that a renewal of Measure T is feasible. Even with the present high levels of uncertainty and concern regarding the pandemic and the trajectory of the economy, voters were supportive of the proposed renewal measure.

On the other hand, the months leading up to the November 2022 election are likely to be punctuated with dramatic events on the public health, economic, and political fronts. Exactly how these events unfold and may shape voters' opinions remains to be seen. Should the economy and/or political climate improve, support for the measure could increase. Conversely, negative economic and/or political developments (including devolving into a hyper-partisan environment), could dampen support for the measure below what was recorded in this study.

QUALITY OF LIFE & LOCAL ISSUES

The opening section of the survey was designed to gauge voters' opinions regarding the quality of life in Madera County, explore what local leaders could do to improve the quality of life in the region, and rank the importance of local issues.

QUALITY OF LIFE   At the outset of the interview, voters were asked to rate the quality of life in the Madera County using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, just over half of voters shared favorable opinions of the quality of life in Madera County, with 8% reporting it is excellent and 49% stating it is good. Approximately 35% of voters surveyed said the quality of life in the County is fair, whereas about 8% used poor or very poor to describe the quality of life in Madera County.

Question 2   *How would you rate the overall quality of life in Madera County? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1   QUALITY OF LIFE
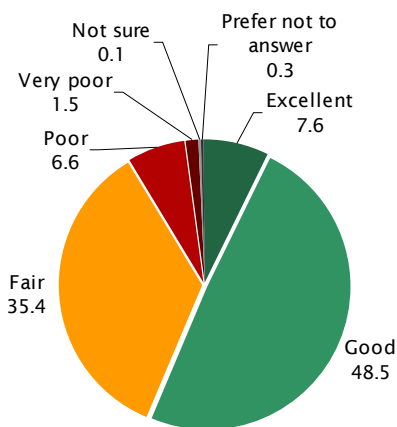
Figures 2 and 3 show how ratings of the quality of life in Madera County varied according to length of residence, whether respondents commute outside of the County for their job, presence of a child in the home, partisan affiliation, age, Supervisorial District, and gender. When compared with their respective counterparts, those who had lived in the County less than five years, Republicans and Other/DTS partisans, voters 50 years of age or older, residents of Supervisorial District 1, and males were the most apt to describe the quality of life in Madera County as excellent or good.

FIGURE 2   QUALITY OF LIFE BY YEARS IN MADERA COUNTY, COMMUTE OUTSIDE MADERA COUNTY, CHILD IN HSLD & PARTY
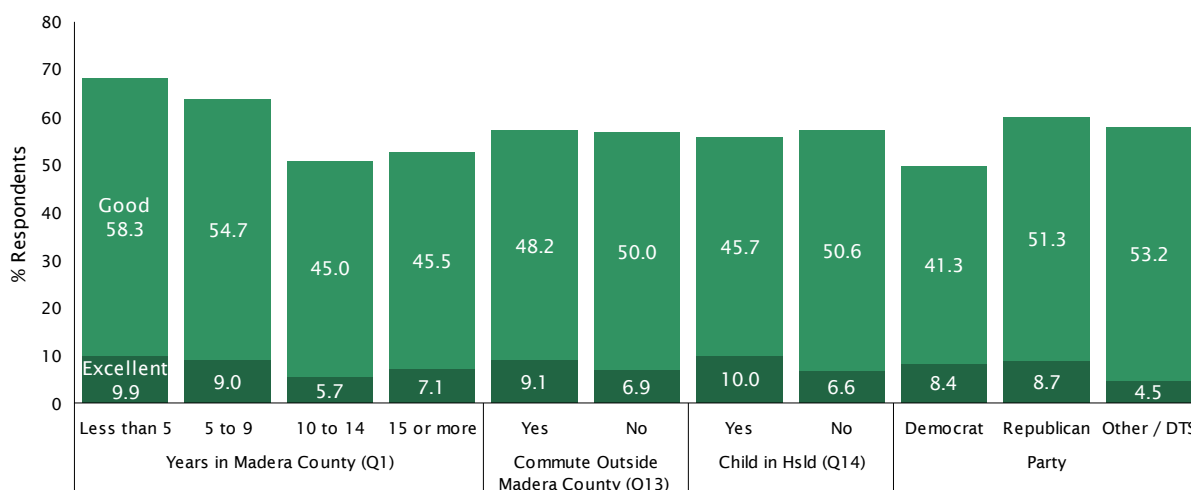
FIGURE 3 QUALITY OF LIFE BY AGE, SUPERVISORIAL DISTRICT & GENDER
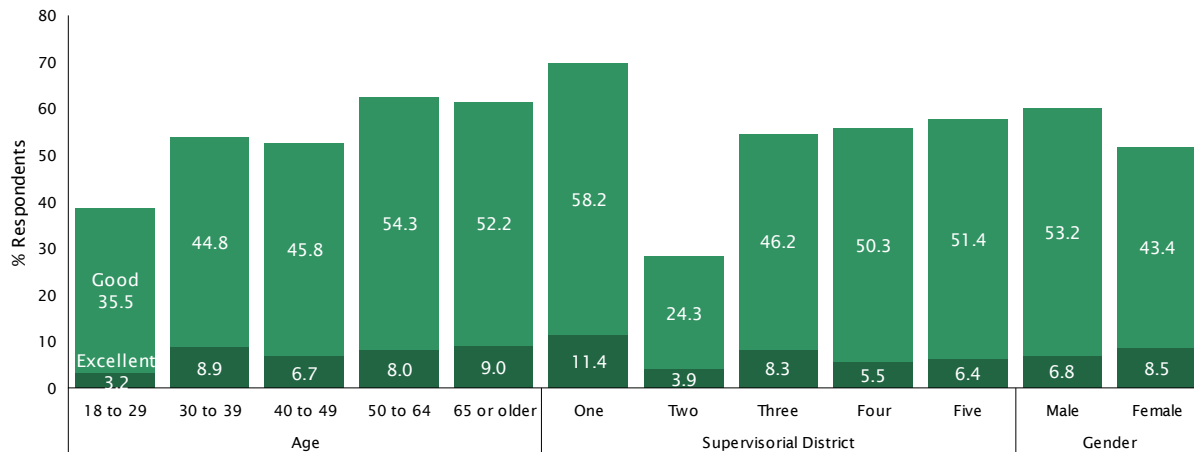
CHANGES TO IMPROVE MADERA COUNTY   The next question in this series asked voters to indicate the one thing that local governments could *change* to make Madera County a better place to live, now and in the future. Question 3 was posed in an open-ended manner, allowing residents to mention any change that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 4.

Question 3   *If local governments could change one thing to make Madera County a better place to live now and in the future, what change would you like to see?*

FIGURE 4 CHANGES TO IMPROVE MADERA COUNTY
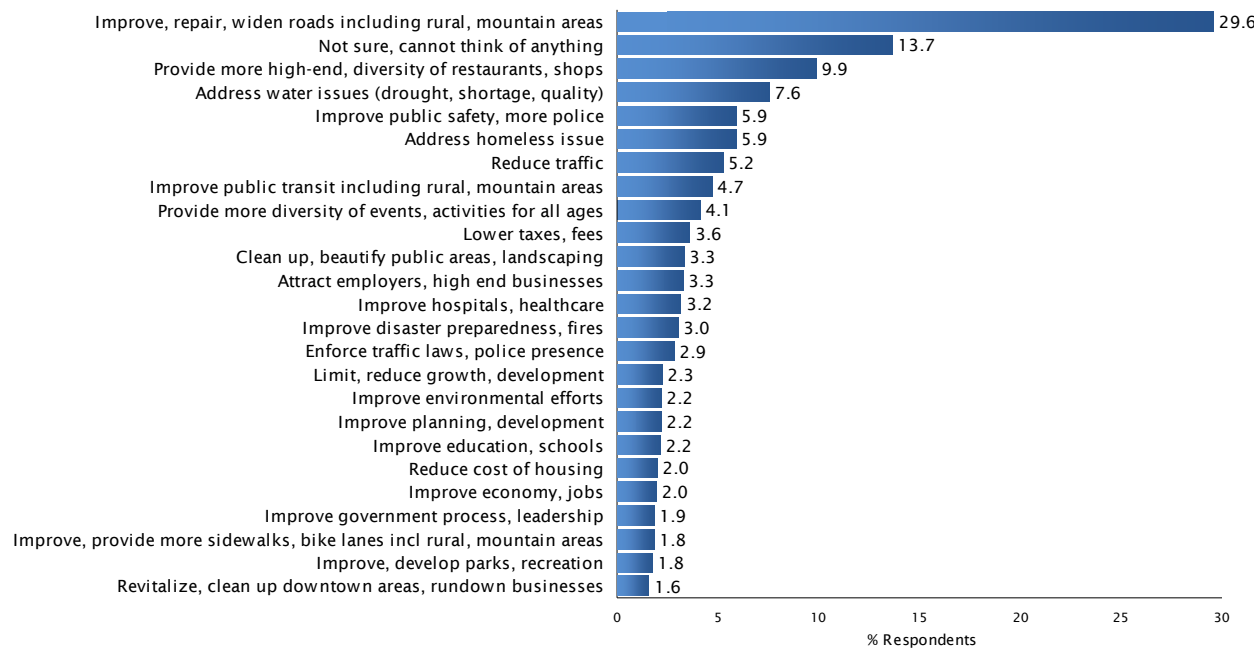
Improving, repairing and/or widening roads including those in rural mountain areas was the most frequently cited improvement (30%) in response to Question 3, followed by providing more high-end/more diverse restaurants and shops (9%), addressing water issues (8%), improving public safety/more police (6%), and addressing homelessness (6%). Summing across all issues, it is striking that 41% of respondents mentioned a transportation-related issue as being the one thing they would change to improve the quality of life in Madera County.

IMPORTANCE OF ISSUES   The survey next presented respondents with several issues facing residents in the County and asked them to rate the importance of each issue. Because the same response scale was used for each issue, the results provide insight into how important each issue is on a scale of importance *as well as* how each issue ranks in importance relative to the other issues tested. To avoid a systematic position bias, the order in which the issues were presented was randomized for each respondent.

Figure 5 presents the issues tested, as well as the importance assigned to each by survey participants, sorted by order of importance.[2] Overall, improving the maintenance of local streets and roads received the highest percentage of respondents indicating that the issue was either extremely or very important (88%), followed by maintaining local infrastructure (83%), improving the local economy (82%), and improving public safety (82%). Given the purpose of this study, it is instructive to note that preventing local tax increases (68%) was rated much lower in importance than the issues of improving the maintenance of local streets and roads (88%) and maintaining local infrastructure (83%), but slightly higher than reducing traffic congestion (60%).

Question 4   *Next, I'm going to read a list of issues facing Madera County and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.*

FIGURE 5 IMPORTANCE OF ISSUES
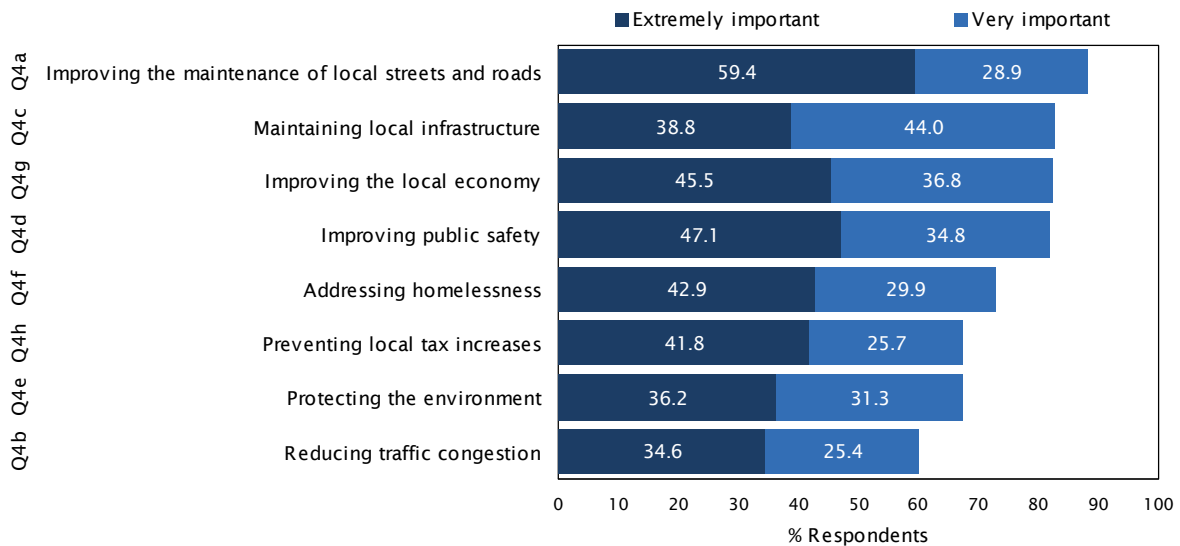
2. Issues were sorted by the percentage of respondents who indicated that the issue was either *extremely* important or *very* important.

INITIAL BALLOT TEST

The primary research objective of this survey was to estimate voters' support for a measure that would continue Madera County's voter-approved half-cent sales tax to keep local streets, highways, and infrastructure in good repair, fix potholes, reduce traffic congestion, improve highway safety and 911 vehicle access, and provide safe routes to schools. To this end, Question 5 was designed to take an early assessment of voters' support for the proposed measure.

The motivation for placing Question 5 near the front of the survey is twofold. First, voter support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measure beyond what is presented in the ballot language. This situation is analogous to a voter casting a ballot with limited knowledge about the measure, such as what might occur in the absence of an effective education campaign. Question 5, also known as the Initial Ballot Test, is thus a good measure of voter support for the proposed measure *as it is today*, on the natural. Because the Initial Ballot Test provides a gauge of 'natural' support for the measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on voter support for the measure.

Question 5   *Next year, voters in Madera County may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to keep local streets, highways, and infrastructure in good repair; fix potholes; reduce traffic congestion; improve highway safety and 911 vehicle access; provide safe routes to schools, and qualify for 600 million dollars in State and Federal matching funds. Shall an ordinance be adopted to continue Madera County's voter-approved half cent sales tax without increasing the tax rate, providing approximately 20 million dollars annually <until ended by voters | for 20 years>, with citizen oversight, independent audits, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 6 INITIAL BALLOT TEST
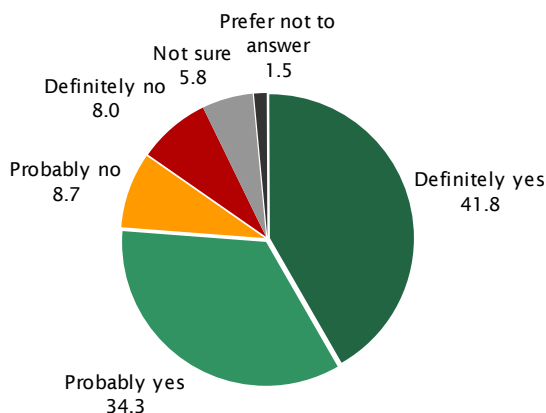
As shown in Figure 6, 76% of likely November 2022 voters surveyed indicated that they would support continuing the half-cent sales tax for transportation, whereas 17% stated that they would oppose the measure and 7% were unsure or unwilling to share their vote choice. The support level recorded at the Initial Ballot Test to renew the sales tax measure was approximately 10 percentage points above the two-thirds super-majority required for passage of a special tax under California law.

DURATION   To assess how support for the measure may vary based on the *duration* of the measure, the survey used a split-sample approach to test two options: *until ended by voters* and *for 20 years*. The overall sample of voters was split into two representative subsamples, with half receiving one version and the other half receiving the alternative. Figure 7 displays support for the renewal measure by these two different durations, and shows that overall support did not vary based on the length of the measure as both versions found 76% support among likely November 2022 voters.

FIGURE 7 INITIAL BALLOT TEST BY DURATION
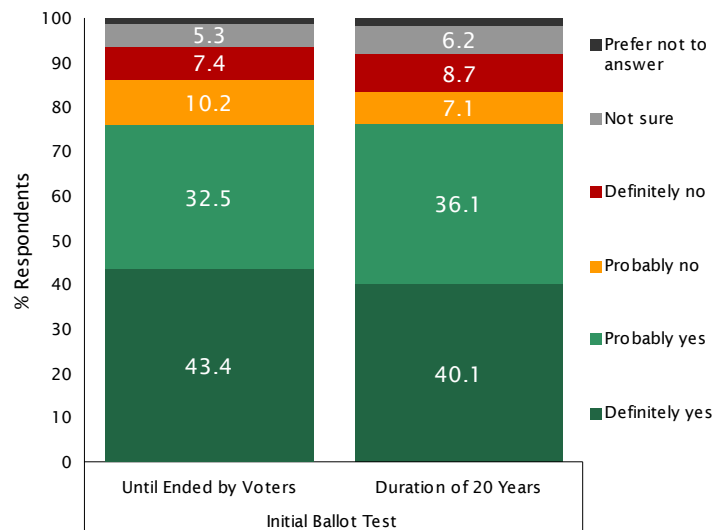
INITIAL SUPPORT BY SUBGROUPS   For the interested reader, Table 1 on the next page shows how support for the measure at the Initial Ballot Test varied by key voter subgroups. The blue column (Approximate % of Voter Universe) indicates the percentage of the likely November 2022 electorate that each subgroup category comprises, whereas the green column (% Probably or Definitely Yes) conveys the level of support for the measure. The most striking pattern in the tables is that support for the measure was widespread at the Initial Ballot Test, exceeding two-thirds in nearly all identified subgroups.

TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100.0	76.0	5.8
Years in Madera County (Q1)	Less than 5	18.2	85.0	4.5
	5 to 9	11.4	79.6	2.1
	10 to 14	10.9	65.8	11.2
	15 or more	59.6	75.5	5.5
Commute Outside Madera County (Q13)	Yes	36.0	76.1	9.4
	No	64.1	77.6	3.6
Child in Hsld (Q14)	Yes	31.4	70.8	7.1
	No	68.6	80.2	5.0
Household Party Type	Single dem	16.0	77.1	7.7
	Dual dem	10.4	95.4	1.0
	Single rep	15.5	68.6	5.1
	Dual rep	20.5	66.4	8.2
	Other	14.0	81.6	4.9
	Mixed	23.7	76.7	5.4
Age	18 to 29	13.5	75.4	8.2
	30 to 39	14.4	72.3	6.6
	40 to 49	14.4	68.7	2.3
	50 to 64	26.0	79.6	7.8
	65 or older	31.6	78.4	4.3
Registration Year	Since Nov '18	11.4	73.9	8.4
	Jun '12 to <Nov '18	22.4	71.1	6.0
	Jun '06 to <Jun '12	9.9	77.6	5.6
	Before Jun '06	56.3	78.2	5.2
Party	Democrat	32.4	84.5	6.4
	Republican	44.0	69.3	6.3
	Other / DTS	23.6	77.0	3.9
Voting Propensity	Highest	54.0	76.4	4.3
	Medium	36.0	76.9	6.3
	Low/New reg	10.0	70.9	11.9
Homeowner on Voter File	Yes	67.0	75.2	5.5
	No	33.0	77.7	6.3
Gender	Male	51.9	76.2	3.1
	Female	48.1	75.9	8.7
Likely to Vote by Mail	Yes	79.5	76.4	6.3
	No	20.5	74.7	3.8
Likely Nov 2022 Voter	Yes, natural	90.0	76.6	5.1
	Yes, GOTV	10.0	70.9	11.9
Survey Language	English	92.7	75.9	5.7
	Spanish	7.3	77.7	7.2
Ballot Test Version	Until ended by voters	50.0	75.9	5.3
	Duration of 20 years	50.0	76.2	6.2
Supervisorial District	One	24.4	80.0	4.3
	Two	12.8	74.4	10.6
	Three	19.2	74.8	5.5
	Four	6.6	78.3	4.1
	Five	37.0	74.2	5.5

REASONS FOR NOT SUPPORTING MEASURE   Respondents who did not support the measure at Question 5 (or were unsure) were asked if there was a particular reason for their position. Question 6 was asked in an open-ended manner, allowing respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 8.

Among specific reasons offered for not supporting the measure, concerns that money has been/will be mismanaged or misspent were the most common (36%), followed by the perception that taxes are already too high (26%). An additional 15% indicated that they need more information before they may support the measure.

Question 6   *Is there a particular reason why you do not support or are unsure about the measure I just described?*

FIGURE 8 REASONS FOR NOT SUPPORTING MEASURE
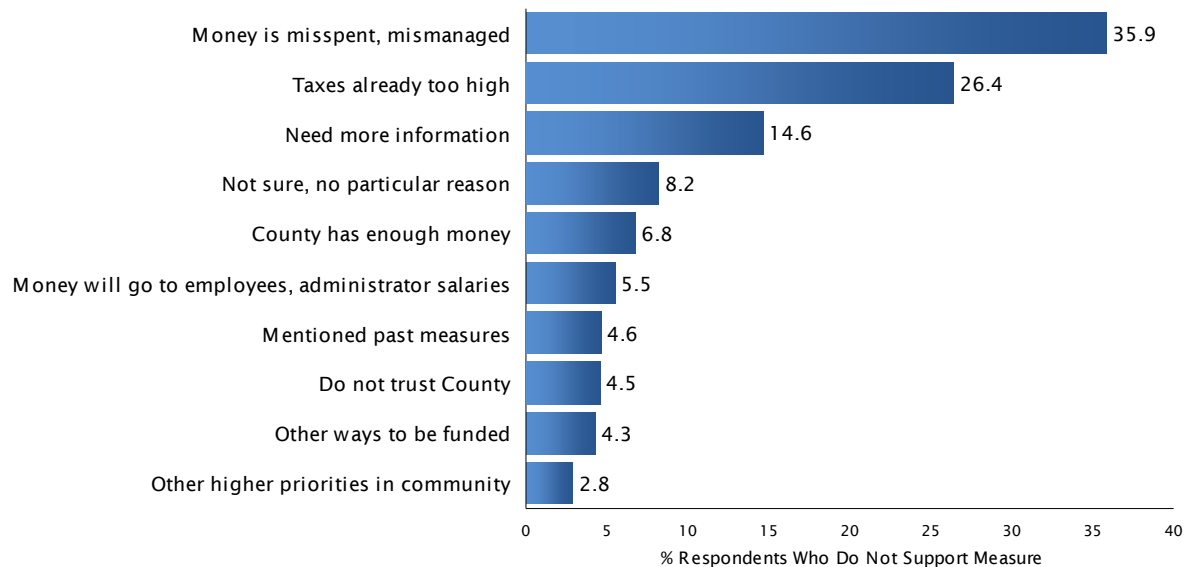
PROJECTS & SERVICES

The ballot language presented in Question 5 indicated that the proposed sales tax measure would be used to keep local streets, highways, and infrastructure in good repair, fix potholes, reduce traffic congestion, improve highway safety and 911 vehicle access, and provide safe routes to schools. The purpose of Question 7 was to provide respondents with a full range of projects and services that may be funded by the measure, and to identify which of these projects voters most favored funding with sales tax proceeds.

After reading each project that may be funded by the measure, respondents were asked if they would favor or oppose spending some of the money on that particular project assuming that the measure passes. Figures 9 and 10 present descriptions of the 20 projects tested[3], sorted into two tiers according to the percentage of respondents that indicated they would strongly or somewhat favor spending money on each. As noted in the descriptions, some projects were pre-sented only to a subset of voters in Supervisorial Districts where specific proposed infrastructure and service improvements may occur.

Question 7 *The measure we've been discussing will provide funding for a variety of transporta-tion projects and improvements. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion?*

FIGURE 9 PROJECTS & SERVICES TIER 1

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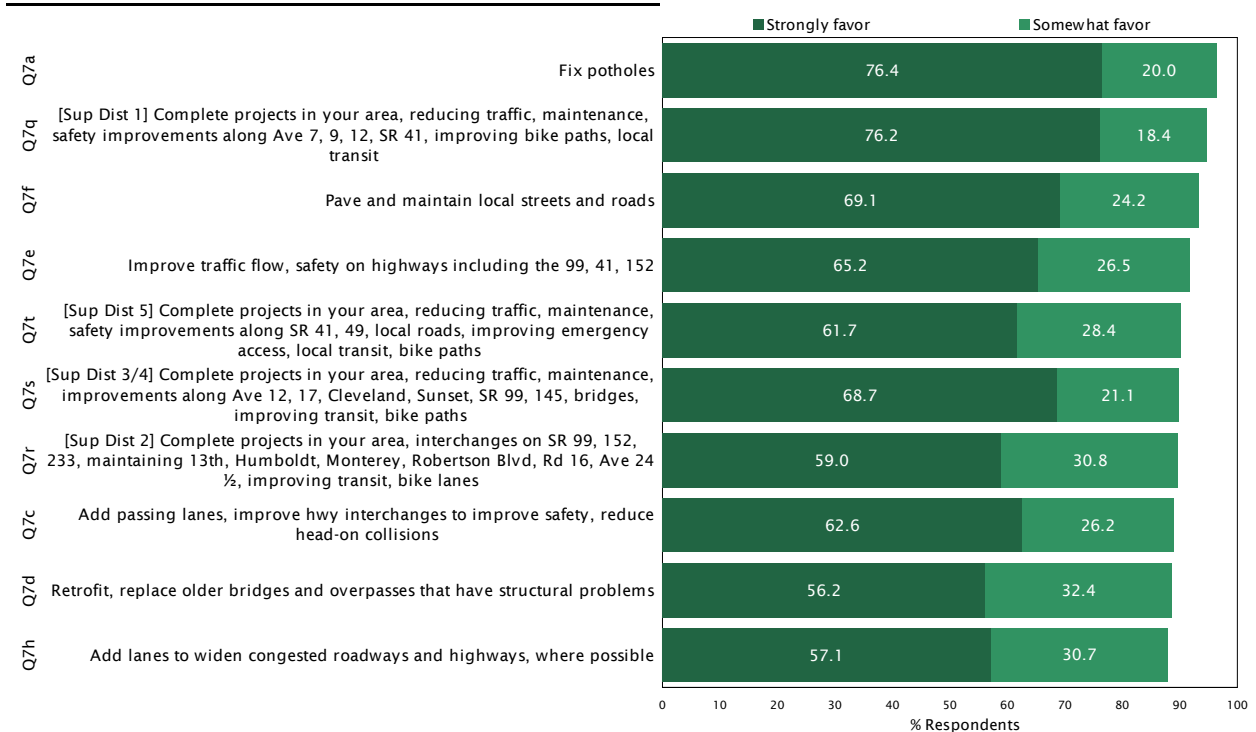
3. For the full text of the projects tested, turn to Question 7 in *Questionnaire & Toplines* on page 35.

As shown in the two figures, 18 of 20 projects tested were favored by more than two-thirds of voters surveyed. With that said, voters prioritized using funding from the measure to: fix pot-holes (96% strongly or somewhat favor), complete a variety of projects in your area [Supervisorial District 1], including reducing traffic congestion, maintenance and safety improvements along Avenues 7, 9 and 12 and State Route 41, and improvements to bike paths and local transit ser-vices (95%), pave and maintain local streets and roads (93%), improve traffic flow and safety on highways including the 99, 41, and 152 (92%), and complete a variety of projects in your area [Supervisorial District 5], including reducing traffic congestion, maintenance and safety improve-ments along State Routes 41 and 49 and other local roads, improving emergency access, and improving local transit services and bike paths (90%). At the other end of the spectrum, a smaller portion of voters favored spending money to increase programs that encourage carpooling, van-pooling, and ridesharing (56%) and expand the network of dedicated bike lanes (60%).

FIGURE 10 PROJECTS & SERVICES TIER 2
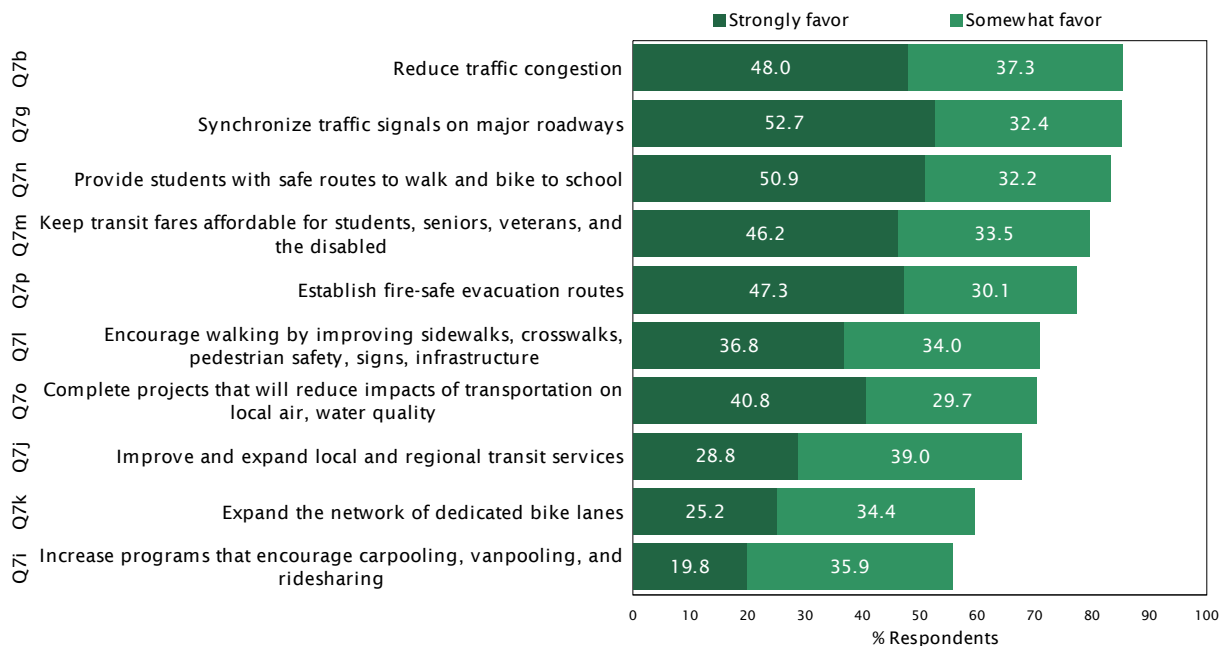
PROJECTS RATINGS BY INITIAL SUPPORT   Table 2 on the next page presents the top five projects (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test. Not surprisingly, individuals who initially opposed the measure were generally less likely to favor spending money on a given service when compared with supporters. Never-theless, initial supporters, opponents, and the undecided did agree on two of the top five priori-ties for funding.

TABLE 2 TOP PROJECTS & SERVICES BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q5)	Item	Project or Services Summary	% Strongly Favor
Probably or Definitely Yes (*n* = 428)	Q7o	Complete projects that will reduce negative impacts of transportation on local air quality, water quality	79
	Q7a	Fix potholes	78
	Q7k	Expand the network of dedicated bike lanes	74
	Q7s	[Sup Dist 3/4] Complete projects in your area, reducing traffic, maintenance, improvements along Ave 12, 17, Cleveland, Sunset, SR 99, 145, bridges, improving transit, bike paths	72
	Q7t	[Sup Dist 5] Complete projects in your area, reducing traffic, maintenance, safety improvements along SR 41, 49, local roads, improving emergency access, local transit, bike paths	71
Probably or Definitely No (*n* = 94)	Q7q	Complete a variety of projects in area, incl reducing traffic congestion, maintenance, safety improv along Ave 7, 9,12, State Route 41, improvements to bike paths, local transit services	69
	Q7a	Fix potholes	68
	Q7f	Pave and maintain local streets and roads	54
	Q7t	[Sup Dist 5] Complete projects in your area, reducing traffic, maintenance, safety improvements along SR 41, 49, local roads, improving emergency access, local transit, bike paths	53
	Q7s	[Sup Dist 3/4] Complete projects in your area, reducing traffic, maintenance, improvements along Ave 12, 17, Cleveland, Sunset, SR 99, 145, bridges, improving transit, bike paths	51
Not Sure (*n* = 32)	Q7a	Fix potholes	82
	Q7f	Pave and maintain local streets and roads	73
	Q7s	[Sup Dist 3/4] Complete projects in your area, reducing traffic, maintenance, improvements along Ave 12, 17, Cleveland, Sunset, SR 99, 145, bridges, improving transit, bike paths	69
	Q7c	Add passing lanes, improve highway interchanges to improve safety, reduce head-on collisions	63
	Q7r	[Sup Dist 2] Complete projects in your area, interchanges on SR 99, 152, 233, maintaining 13th, Humboldt, Monterey, Robertson Blvd, Rd 16, Ave 24 ½, improving transit, bike lanes	61

ADDITIONAL HIGH PRIORITY PROJECTS All respondents were also asked if there were any transportation projects or improvements not mentioned that they think should be a high priority for funding. Question 8 was asked in an open-ended manner, allowing respondents to mention any project that came to mind. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 11. Approximately six-in-ten (59% of) voters said there were no additional high priorities or that none come to mind. Among specific projects mentioned, requests for fixing, paving, and widening roads, particularly those in rural and mountain areas of the County were the most common (9%), followed by references to projects that had been presented in the prior question series (see *Question 7* on page 16), such as improving Highway 41 (5%), Avenue 12 (4%), and Highway 99 (3%), improving public transportation (3%) and improving bike paths, trails, and sidewalks (2%).

Question 8 *Is there a transportation project or improvement that I haven't mentioned that you think should be a high priority for funding?*

FIGURE 11 OTHER HIGH PRIORITY TRANSPORTATION PROJECTS & IMPROVEMENTS
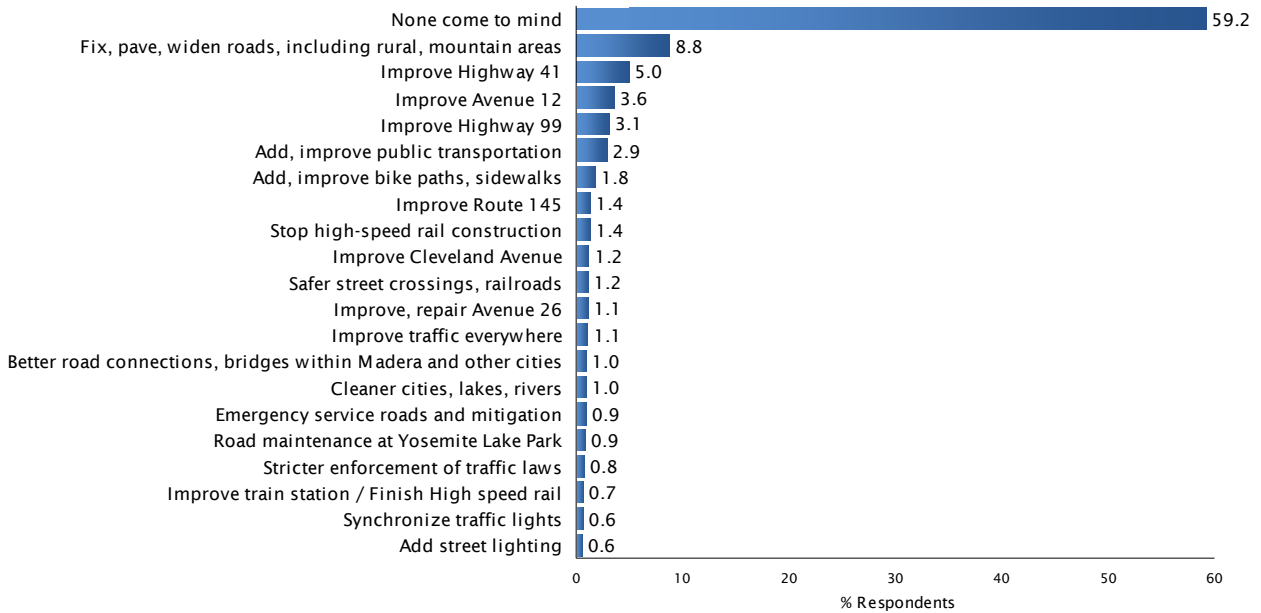
P O S I T I V E A R G U M E N T S

If MCTA chooses to place the sales tax renewal measure on an upcoming ballot, voters will be exposed to various arguments about the measure in the ensuing months. Proponents of the measure will present arguments to try to persuade voters to support the measure, just as opponents may present arguments to achieve the opposite goal. For this study to be a reliable gauge of voter support for the proposed measure, it is important that the survey simulate the type of discussion and debate that will occur prior to the vote taking place and identify how this information ultimately shapes voters' opinions about the measure.

The objective of Question 9 was thus to present respondents with arguments in favor of the proposed measure and identify whether they felt the arguments were convincing reasons to support the measure. Arguments in opposition to the measure were also presented and are discussed later in this report (see *Negative Arguments* on page 26). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

Question 9   *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

FIGURE 12 POSITIVE ARGUMENTS TIER 1
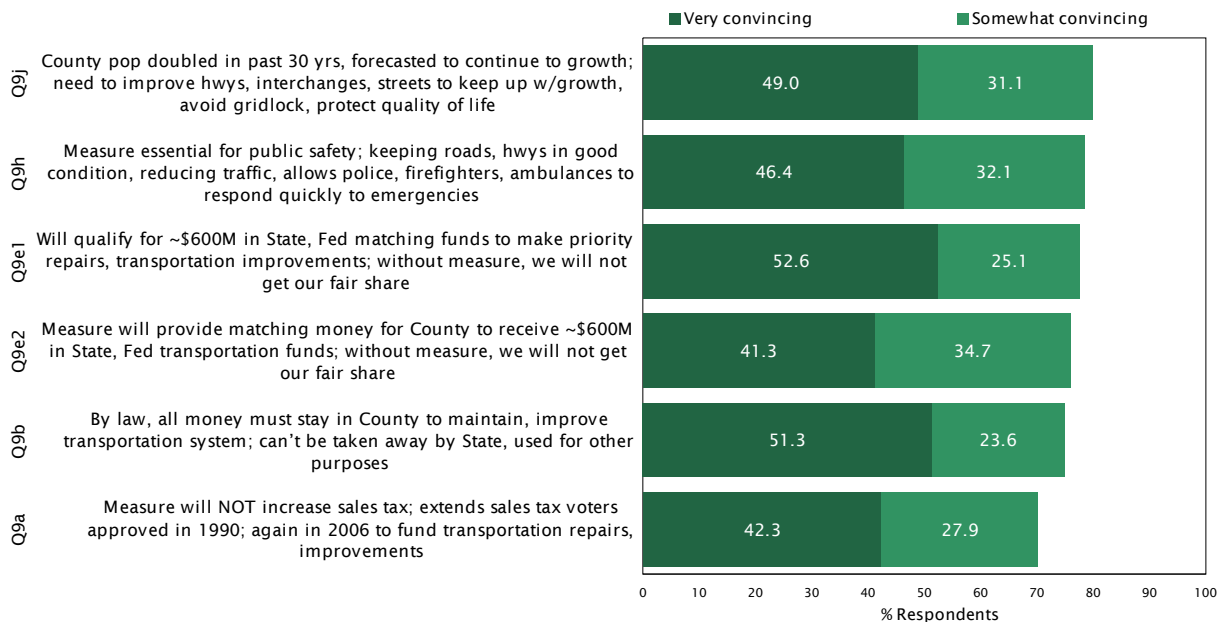
Figures 12 and 13 present the truncated positive arguments tested, as well as voters' reactions to the arguments. The arguments are sorted into two tiers from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Using this methodology, the most compelling positive arguments were: *Madera County's population has nearly doubled during the past 30 years, and experts forecast that it will continue to grow at a fast rate. We need to continue improving our local highways, interchanges, and major streets to keep up with this growth, avoid traffic gridlock, and protect our quality of life* (80% very or somewhat

convincing), *This measure is essential for our public safety. By keeping our roads and highways in good condition and reducing traffic congestion, it allows police, firefighters, and ambulances to respond quickly to emergencies. In emergencies like the Creek Fire, we can't afford to have first responders stuck in traffic or slowed-down by failing infrastructure* (79%), *If voters approve this measure, we will qualify for about 600 million dollars in State and Federal matching funds to make priority repairs and transportation improvements in Madera County. Without a local measure, we will not get our fair share of State and Federal funding* (78%), *This measure will provide the local matching money that is required for Madera County to receive about 600 million dollars in State and Federal transportation funds. Without this measure, we will not get our fair share of transportation funds* (76%), and *By law, all of the money raised by this measure must stay in Madera County to maintain and improve our transportation system. It can't be taken away by the State or used for other purposes* (75%).

FIGURE 13 POSITIVE ARGUMENTS TIER 2
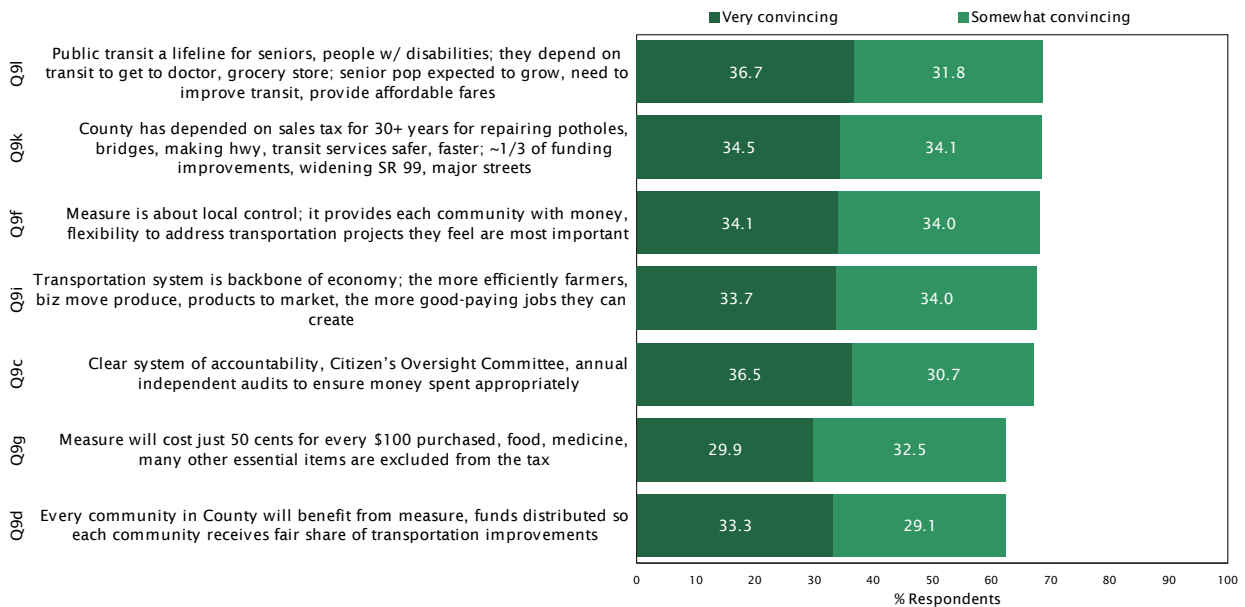
TOP POSITIVE ARGUMENTS BY INITIAL SUPPORT   Table 3 on the next page lists the top five most convincing positive arguments (showing the percentage of respondents who cited it as *very* convincing) according to respondents' vote choice at the Initial Ballot Test. The most striking pattern in the table is that the positive arguments resonated with a much higher percentage of voters who were initially inclined to support the measure when compared to voters who initially opposed the measure or were unsure. Nevertheless, two specific arguments were ranked among the top five most compelling by supporters, opponents, and the undecided.

TABLE 3 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

| Position at Initial Ballot Test (Q5)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 428)	Q9e1	Will qualify for ~$600M in State, Fed matching funds to make priority repairs, transportation improvements; without measure, we will not get our fair share	65
	Q9b	By law, all money must stay in County to maintain, improve transportation system; can't be taken away by State, used for other purposes	62
	Q9j	County pop doubled in past 30 yrs, forecasted to continue to growth; need to improve hwys, interchanges, streets to keep up w/growth, avoid gridlock, protect quality of life	59
	Q9h	Measure essential for public safety; keeping roads, hwys in good condition, reducing traffic, allows police, firefighters, ambulances to respond quickly to emergencies	57
	Q9e2	Measure will provide matching money for County to receive ~$600M in State, Fed transportation funds; without measure, we will not get our fair share	52
Probably or Definitely **No** (*n* = 94)	Q9l	Public transit a lifeline for seniors, people w/ disabilities; they depend on transit to get to doctor, grocery store; senior pop expected to grow, need to improve transit, provide affordable fares	14
	Q9i	Transportation system is backbone of economy; the more efficiently farmers, biz move produce, products to market, the more good-paying jobs they can create	14
	Q9e1	Will qualify for ~$600M in State, Fed matching funds to make priority repairs, transportation improvements; without measure, we will not get our fair share	14
	Q9j	County pop doubled in past 30 yrs, forecasted to continue to growth; need to improve hwys, interchanges, streets to keep up w/growth, avoid gridlock, protect quality of life	13
	Q9b	By law, all money must stay in County to maintain, improve transportation system; can't be taken away by State, used for other purposes	13
Not Sure (*n* = 32)	Q9j	County pop doubled in past 30 yrs, forecasted to continue to growth; need to improve hwys, interchanges, streets to keep up w/growth, avoid gridlock, protect quality of life	31
	Q9b	By law, all money must stay in County to maintain, improve transportation system; can't be taken away by State, used for other purposes	28
	Q9h	Measure essential for public safety; keeping roads, hwys in good condition, reducing traffic, allows police, firefighters, ambulances to respond quickly to emergencies	21
	Q9c	Clear system of accountability, Citizen's Oversight Committee, annual independent audits to ensure money spent appropriately	19
	Q9f	Measure is about local control; it provides each community with money, flexibility to address transportation projects they feel are most important	17

INTERIM BALLOT TEST

After informing respondents about projects and services that could be funded, as well as exposing them to positive arguments they may encounter about the measure, the survey again presented voters with the ballot language used previously to gauge how their support for the proposed measure may have changed. As shown in Figure 14, overall support for the measure among likely November 2022 voters increased to 79%, with 45% of voters indicating that they would *definitely* vote yes on the measure. Approximately 15% of respondents opposed the measure at this point in the survey, and an additional 7% were unsure or unwilling to state their vote choice.

Question 10   *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to keep local streets, highways, and infrastructure in good repair; fix potholes; reduce traffic congestion; improve highway safety and 911 vehicle access; provide safe routes to schools, and qualify for 600 million dollars in State and Federal matching funds. Shall an ordinance be adopted to continue Madera County's voter-approved half cent sales tax without increasing the tax rate, providing approximately 20 million dollars annually <until ended by voters | for 20 years>, with citizen oversight, independent audits, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 14 INTERIM BALLOT TEST
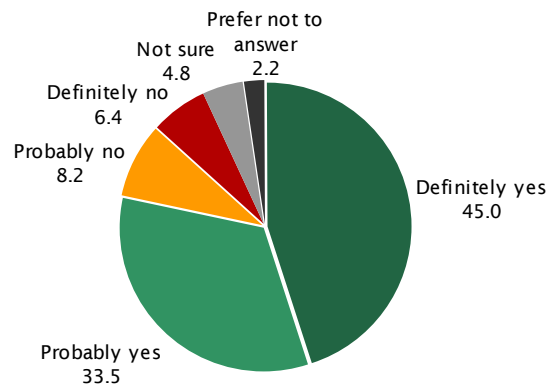
Figure 15 on the next page displays support for the measure at the Interim Ballot Test by the two durations tested. Similar to the findings at the Initial Ballot Test, support was virtually identical between the two versions, with 80% of respondents who received the *Until Ended by Voters* version saying they would support the measure, compared with 77% of those who received the *Duration of 20 Years* version.

FIGURE 15 INTERIM BALLOT TEST BY DURATION
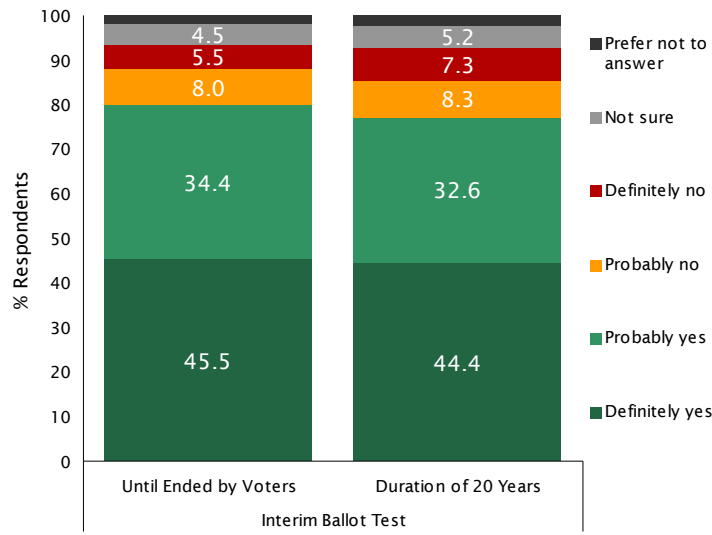
INTERIM SUPPORT BY SUBGROUPS Table 4 on the next page shows how support for the measure at this point in the survey varied by key demographic subgroups, as well as the percentage change in subgroup support when compared with the Initial Ballot Test. Positive differences appear in green, whereas negative differences appear in red. As shown in the table, support for the sales tax increased by modest amounts (5 percentage points or less) between the Initial and Interim Ballot Test for most voter subgroups. The largest net gains in support were exhibited by lower propensity voters (+12%), those who had registered in the County since November 2018 (+8%), voters under the age of 30 (+7%), and those in Dual-Republican households (+6%).

TABLE 4 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q5)
Overall		100.0	78.5	+2.4
Years in Madera County (Q1)	Less than 5	18.2	89.2	+4.2
	5 to 9	11.4	81.8	+2.3
	10 to 14	10.9	66.5	+0.7
	15 or more	59.6	77.7	+2.3
Commute Outside Madera County (Q13)	Yes	36.0	77.7	+1.6
	No	64.1	80.8	+3.1
Child in Hsld (Q14)	Yes	31.4	74.1	+3.3
	No	68.6	82.3	+2.1
Household Party Type	Single dem	16.0	81.8	+4.7
	Dual dem	10.4	92.2	-3.1
	Single rep	15.5	69.9	+1.3
	Dual rep	20.5	72.5	+6.1
	Other	14.0	81.8	+0.2
	Mixed	23.7	78.9	+2.1
Age	18 to 29	13.5	82.1	+6.6
	30 to 39	14.4	74.0	+1.7
	40 to 49	14.4	71.3	+2.6
	50 to 64	26.0	78.6	-1.0
	65 or older	31.6	82.1	+3.7
Registration Year	Since Nov '18	11.4	82.0	+8.1
	Jun '12 to <Nov '18	22.4	75.6	+4.5
	Jun '06 to <Jun '12	9.9	78.8	+1.1
	Before Jun '06	56.3	78.8	+0.7
Party	Democrat	32.4	86.6	+2.1
	Republican	44.0	72.8	+3.4
	Other / DTS	23.6	77.9	+0.9
Voting Propensity	Highest	54.0	77.3	+0.9
	Medium	36.0	78.9	+2.0
	Low/New reg	10.0	82.9	+12.0
Homeowner on Voter File	Yes	67.0	77.7	+2.5
	No	33.0	80.0	+2.3
Gender	Male	51.9	77.6	+1.5
	Female	48.1	79.4	+3.4
Likely to Vote by Mail	Yes	79.5	79.4	+3.1
	No	20.5	74.7	-0.1
Likely Nov 2022 Voter	Yes, natural	90.0	78.0	+1.3
	Yes, GOTV	10.0	82.9	+12.0
Survey Language	English	92.7	78.7	+2.8
	Spanish	7.3	75.4	-2.3
Ballot Test Version	Until ended by voters	50.0	79.9	+3.9
	Duration of 20 years	50.0	77.1	+0.9
Supervisorial District	One	24.4	82.1	+2.0
	Two	12.8	71.5	-2.9
	Three	19.2	76.5	+1.7
	Four	6.6	82.6	+4.3
	Five	37.0	78.8	+4.5

Negative Arguments

Whereas Question 9 presented respondents with arguments in favor of the measure, Question 11 presented respondents with arguments designed to elicit opposition to the measure. In the case of Question 9, however, respondents were asked if they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters' opinions about the arguments, are presented in Figure 16.

Question 11 *Next, let me tell you what opponents of the measure are saying. Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?*

FIGURE 16 NEGATIVE ARGUMENTS
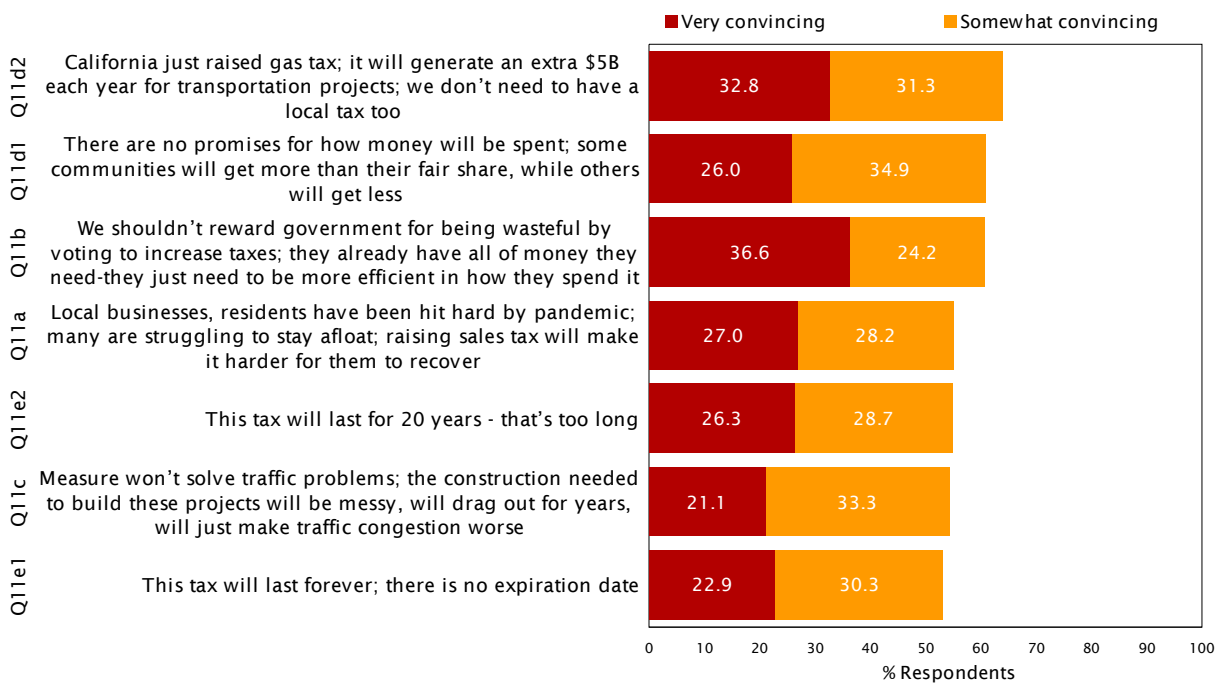
Among the negative arguments tested, the most compelling was: *California just raised the gas tax. It will generate an extra 5 billion dollars each year for transportation projects. We don't need to have a local tax too* (64% very or somewhat convincing), followed by *There are no promises for how the money will be spent. Some communities will get more than their fair share, while others will get less* (61%), and *We shouldn't reward government for being wasteful by voting to increase our taxes. They already have all of the money they need—they just need to be more efficient in how they spend it* (61%).

TOP NEGATIVE ARGUMENTS BY INITIAL SUPPORT   Table 5 lists the negative arguments (showing the percentage of respondents who cited each as *very* convincing) according to respondents' vote choice at the Initial Ballot Test.

TABLE 5 TOP NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q5)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely **Yes** (*n* = 428)	Q11b	We shouldn't reward government for being wasteful by voting to increase taxes; they already have all of money they need-they just need to be more efficient in how they spend it	29
	Q11d2	California just raised gas tax; it will generate an extra $5B each year for transportation projects; we don't need to have a local tax too	26
	Q11a	Local businesses, residents have been hit hard by pandemic; many are struggling to stay afloat; raising sales tax will make it harder for them to recover	21
	Q11d1	There are no promises for how money will be spent; some communities will get more than their fair share, while others will get less	19
	Q11e1	This tax will last forever; there is no expiration date	18
Probably or Definitely **No** (*n* = 94)	Q11b	We shouldn't reward government for being wasteful by voting to increase taxes; they already have all of money they need-they just need to be more efficient in how they spend it	72
	Q11e2	This tax will last for 20 years - that's too long	67
	Q11d2	California just raised gas tax; it will generate an extra $5B each year for transportation projects; we don't need to have a local tax too	67
	Q11d1	There are no promises for how money will be spent; some communities will get more than their fair share, while others will get less	56
	Q11a	Local businesses, residents have been hit hard by pandemic; many are struggling to stay afloat; raising sales tax will make it harder for them to recover	55
Not Sure (*n* = 32)	Q11b	We shouldn't reward government for being wasteful by voting to increase taxes; they already have all of money they need-they just need to be more efficient in how they spend it	42
	Q11d1	There are no promises for how money will be spent; some communities will get more than their fair share, while others will get less	37
	Q11e2	This tax will last for 20 years - that's too long	21
	Q11a	Local businesses, residents have been hit hard by pandemic; many are struggling to stay afloat; raising sales tax will make it harder for them to recover	20
	Q11e1	This tax will last forever; there is no expiration date	16

FINAL BALLOT TEST

Voters' opinions about ballot measures are often not rigid, especially when the amount of infor-mation presented to the public on a measure has been limited. An important goal of the survey was thus to gauge how voters' opinions about the proposed measure may be affected by the information they could encounter during the course of an election cycle. After providing respon-dents with the wording of the proposed measure, projects and services that could be funded, and arguments in favor of and against the proposal, the survey again asked voters whether they would vote 'yes' or 'no' on the proposed sales tax measure.

Question 12 *Now that you have heard a bit more about the measure, let me read you a sum-mary of it one more time. In order to keep local streets, highways, and infrastructure in good repair; fix potholes; reduce traffic congestion; improve highway safety and 911 vehicle access; provide safe routes to schools, and qualify for 600 million dollars in State and Federal matching funds. Shall an ordinance be adopted to continue Madera County's voter-approved half cent sales tax without increasing the tax rate, providing approximately 20 million dollars annually <until ended by voters | for 20 years>, with citizen oversight, independent audits, and all money stay-ing local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 17 FINAL BALLOT TEST
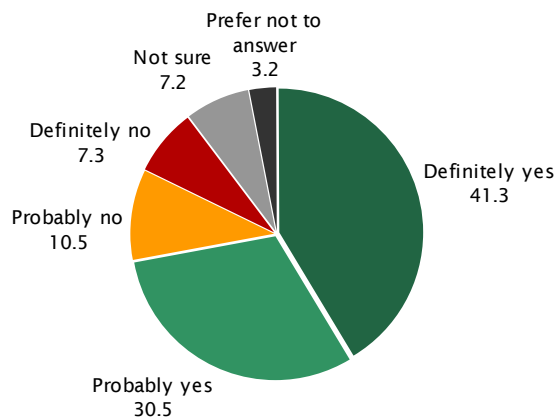
At this point in the survey, support for the measure was found among 72% of likely November 2022 voters surveyed, with 41% indicating they would *definitely* support the measure. Approxi-mately 18% of respondents opposed the measure at the Final Ballot Test, and 10% were unsure or unwilling to state their vote choice.

Figure 18 on the next page displays support for the measure at the Final Ballot Test by the two durations tested. Similar to the findings at the prior two ballot tests, support was similar between the two versions, with 74% of respondents who received the *Until Ended by Voters* ver-sion saying they would support the measure, compared with 70% of those who received the *Duration of 20 Years* version.

FIGURE 18 FINAL BALLOT TEST BY DURATION
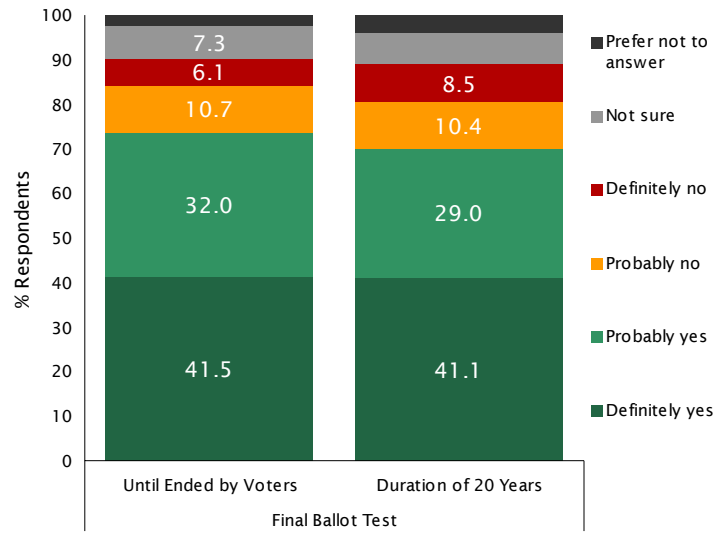
CHANGE IN SUPPORT

Table 6 provides a closer look at how support for the proposed measure changed over the course of the survey by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within subgroups of voters. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, and negative differences appear in red.

TABLE 6 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q5)	Change From Interim Ballot Test (Q10)
Overall		100.0	71.8	-4.2	-6.7
Years in Madera County (Q1)	Less than 5	18.2	83.0	-2.0	-6.2
	5 to 9	11.4	71.9	-7.7	-10.0
	10 to 14	10.9	58.5	-7.3	-8.0
	15 or more	59.6	71.7	-3.8	-6.0
Commute Outside Madera County (Q13)	Yes	36.0	72.6	-3.5	-5.1
	No	64.1	73.9	-3.7	-6.9
Child in Hsld (Q14)	Yes	31.4	67.9	-2.9	-6.3
	No	68.6	75.7	-4.5	-6.6
Household Party Type	Single dem	16.0	78.4	+1.2	-3.5
	Dual dem	10.4	88.3	-7.1	-4.0
	Single rep	15.5	58.8	-9.8	-11.1
	Dual rep	20.5	63.3	-3.1	-9.2
	Other	14.0	75.9	-5.7	-5.9
	Mixed	23.7	73.6	-3.2	-5.3
Age	18 to 29	13.5	71.7	-3.7	-10.3
	30 to 39	14.4	66.2	-6.1	-7.8
	40 to 49	14.4	65.1	-3.6	-6.2
	50 to 64	26.0	72.3	-7.3	-6.3
	65 or older	31.6	77.0	-1.4	-5.1
Registration Year	Since Nov '18	11.4	73.7	-0.2	-8.2
	Jun '12 to <Nov '18	22.4	67.7	-3.4	-7.9
	Jun '06 to <Jun '12	9.9	69.7	-7.9	-9.1
	Before Jun '06	56.3	73.4	-4.8	-5.4
Party	Democrat	32.4	83.0	-1.5	-3.6
	Republican	44.0	64.2	-5.1	-8.6
	Other / DTS	23.6	70.7	-6.4	-7.3
Voting Propensity	Highest	54.0	72.5	-3.9	-4.9
	Medium	36.0	70.9	-6.1	-8.0
	Low/New reg	10.0	71.5	+0.6	-11.4
Homeowner on Voter File	Yes	67.0	73.2	-2.1	-4.5
	No	33.0	69.1	-8.6	-10.9
Gender	Male	51.9	70.0	-6.2	-7.7
	Female	48.1	73.8	-2.1	-5.6
Likely to Vote by Mail	Yes	79.5	72.9	-3.5	-6.6
	No	20.5	67.7	-7.0	-7.0
Likely Nov 2022 Voter	Yes, natural	90.0	71.8	-4.8	-6.1
	Yes, GOTV	10.0	71.5	+0.6	-11.4
Survey Language	English	92.7	72.3	-3.6	-6.4
	Spanish	7.3	65.8	-11.8	-9.5
Ballot Test Version	Until ended by voters	50.0	73.5	-2.4	-6.4
	Duration of 20 years	50.0	70.1	-6.1	-6.9
Supervisorial District	One	24.4	75.6	-4.4	-6.5
	Two	12.8	62.2	-12.2	-9.3
	Three	19.2	71.0	-3.8	-5.5
	Four	6.6	63.1	-15.2	-19.5
	Five	37.0	74.6	+0.4	-4.2

As expected, voters generally responded to the negative arguments with a reduction in their support for the measure when compared with levels recorded at the Interim Ballot Test. The trend over the course of the entire survey (Initial to Final Ballot Test) was also one of declining support for most voter subgroups, averaging -4 percentage points overall. With that said, support for the sales tax at the Final Ballot Test remained above the two-thirds threshold required for passage.

Whereas Table 6 displays change in support for the measure over the course of the interview at the group level, Table 7 presents individual-level changes that occurred between the Initial and Final Ballot Tests for the measure. On the left side of the table is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the table depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final Ballot Test. For example, in the first row we see that of the 41.8% of respondents who indicated they would definitely support the measure at the Initial Ballot Test, 32.6% indicated they would definitely support the measure at the Final Ballot Test. An additional 6.7% moved to the probably support group, 1.0% moved to the probably oppose group, 0% moved to the definitely oppose group, and 1.5% stated they were now unsure of their vote choice.

To ease interpretation of the table, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in the vote: from yes to no, no to yes, or not sure to either yes or no.

TABLE 7 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TEST

Initial Ballot Test (Q5)		Final Ballot Test (Q12)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	41.8%	32.6%	6.7%	1.0%	0.0%	1.5%
Probably support	34.3%	8.2%	21.1%	1.7%	0.4%	2.9%
Probably oppose	8.7%	0.2%	1.1%	5.7%	0.7%	1.0%
Definitely oppose	8.0%	0.0%	0.2%	1.0%	5.9%	0.9%
Not sure	7.2%	0.3%	1.4%	1.1%	0.3%	4.1%

As one might expect, the information conveyed in the survey generally had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably yes or probably no). Moreover, Table 7 makes clear that although the information presented in the survey did impact some voters, it did not do so in a consistent way for all respondents. Some respondents found the information provided during the course of the interview to be a reason to become more supportive of the measure, while a slightly larger percentage found the same information reason to be less supportive. Although 14% of respondents made a *fundamental*[4] shift in their opinion regarding the measure over the course of the interview, the net impact is that support for the measure at the Final Ballot Test (72%) was four points lower than support at the Initial Ballot Test (76%).

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4. This is, they changed from a position of support, opposition, or undecided at the Initial Ballot Test to a different position at the Final Ballot Test.

BACKGROUND & DEMOGRAPHICS

TABLE 8 DEMOGRAPHICS OF SAMPLE

Total Respondents	563
Child in Hsld (Q14)	
Yes	30.7
No	66.9
Prefer not to answer	2.4
Years in Madera County (Q1)	
Less than 5	18.1
5 to 9	11.3
10 to 14	10.8
15 or more	59.1
Prefer not to answer	0.8
Gender	
Male	51.9
Female	48.1
Party	
Democrat	32.4
Republican	44.0
Other / DTS	23.6
Age	
18 to 29	13.5
30 to 39	14.4
40 to 49	14.4
50 to 64	26.0
65 or older	31.6
Registration Year	
Since Nov '18	11.4
Jun '12 to <Nov '18	22.4
Jun '06 to <Jun '12	9.9
Before Jun '06	56.3
Household Party Type	
Single dem	16.0
Dual dem	10.4
Single rep	15.5
Dual rep	20.5
Other	14.0
Mixed	23.7
Homeowner on Voter File	
Yes	67.0
No	33.0
Likely to Vote by Mail	
Yes	79.5
No	20.5
Likely Nov 2022 Voter	
Yes, natural	90.0
Yes, GOTV	10.0
Survey Language	
English	92.7
Spanish	7.3
Supervisorial District	
One	24.4
Two	12.8
Three	19.2
Four	6.6
Five	37.0
Voting Propensity	
Highest	54.0
Medium	36.0
Low/New reg	10.0

In addition to questions directly related to the proposed measure, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the survey, although much of it was collected from the voter file. The profile of the likely November 2022 voter sample used for this study is shown in Table 8.

METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT   Dr. McLarney of True North Research worked closely with MCTA to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only individuals who did not support the sales tax renewal or were unsure at the Initial Ballot Test (Question 5) were asked an open-ended question (Question 6) regarding their reasons for not supporting the measure. The questionnaire included with this report (see *Questionnaire & Toplines* on page 35) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING, PRE-TEST & TRANSLATION   Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the phone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the County prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish.

SAMPLE   The survey was administered to a random sample of 563 registered voters in Madera County who are likely to participate in the November 2022 election either on the natural or as a result of get-out-the-vote efforts. Consistent with the profile of this universe, the sample was stratified into clusters, each representing a combination of age, gender, and household party-type. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile.

STATISTICAL MARGIN OF ERROR   By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the County who are likely to participate in the November 2022 election. The results of the sample can thus be used to estimate the opinions of *all* voters likely to participate in this election. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 563 voters for a particular question and what would have been found if all 46,581 likely November 2022 voters identified in the County had been surveyed for the study.

Figure 19 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is ± 4.1%.

FIGURE 19 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING
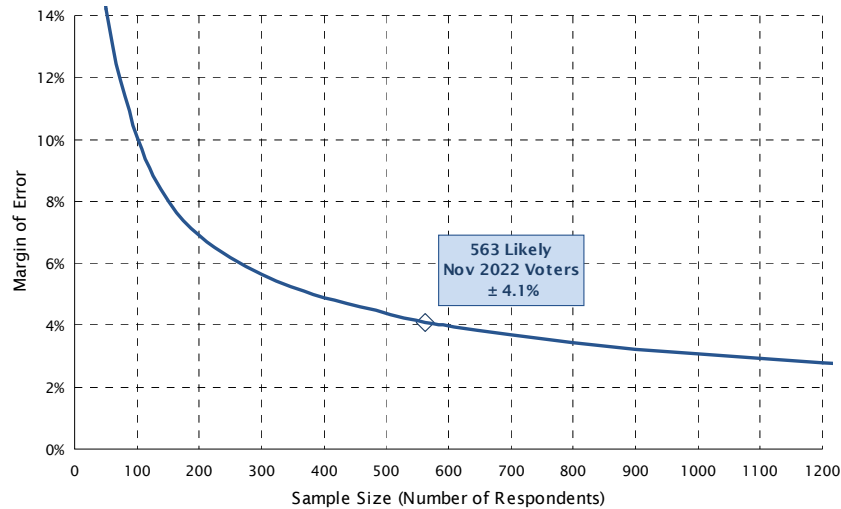
Within this report, figures and tables show how responses to certain questions varied by subgroups such as age, gender, and partisan affiliation. Figure 19 is useful for understanding how the maximum margin of error for a percentage estimate grows as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

RECRUITING & DATA COLLECTION   The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and phone) and multiple data collection methods (telephone and online). Telephone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would likely bias the sample. Voters recruited via email or text were assigned a unique passcode to ensure that only voters who received an invitation could access the survey website, and that each voter could complete the survey only once. A total of 563 surveys were completed by phone and online between July 30 and August 16, 2021.

DATA PROCESSING   Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, weighting, and preparing frequency analyses and cross-tabulations.

ROUNDING   Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question.

TRUE NORTH
R E S E A R C H

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in Madera (Muh-DARE-uh) County and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.
If needed: The survey should take about 12 minutes to complete.
If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Quality of Life & Local Issues			

I'd like to begin by asking you a few questions about what it is like to live in Madera (Muh-DARE-uh) County.

Q1	How long have you lived in Madera County?		
	1	Less than 1 year	3%
	2	1 to 4 years	15%
	3	5 to 9 years	11%
	4	10 to 14 years	11%
	5	15 years or longer	59%
	99	Prefer not to answer	1%
Q2	How would you rate the overall quality of life in Madera County? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	8%
	2	Good	48%
	3	Fair	35%
	4	Poor	7%
	5	Very poor	1%
	98	Not sure	0%
	99	Prefer not to answer	0%

Q3	If local governments could change one thing to make Madera County a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Improve, repair, widen roads including rural, mountain areas	30%
	Not sure, cannot think of anything	14%
	Provide more high-end, diversity of restaurants, shops	10%
	Address water issues (drought, shortage, quality)	8%
	Improve public safety, more police	6%
	Address homeless issue	6%
	Reduce traffic	5%
	Improve public transit including rural, mountain areas	5%
	Lower taxes, fees	4%
	Provide more diversity of events, activities for all ages	4%
	Clean up, beautify public areas, landscaping	3%
	Attract employers, high end businesses	3%
	Improve hospitals, healthcare	3%
	Enforce traffic laws, police presence	3%
	Improve disaster preparedness, fires	3%
	Limit, reduce growth, development	2%
	Improve education, schools	2%
	Improve, develop parks, recreation	2%
	Improve government process, leadership	2%
	Reduce cost of housing	2%
	Improve planning, development	2%
	Improve, provide more sidewalks, bike lanes including rural, mountain areas	2%
	Revitalize, clean up downtown areas, rundown businesses	2%
	Improve economy, jobs	2%
	Improve environmental efforts	2%

| Q4 | Next, I'm going to read a list of issues facing Madera County and for each one, please tell me how important you feel the issue is to <u>you</u>, using a scale of extremely important, very important, somewhat important or not at all important. Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important? |

	Randomize	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Improving the maintenance of local streets and roads	59%	29%	11%	0%	0%	0%
B	Reducing traffic congestion	35%	25%	30%	10%	0%	0%
C	Maintaining local infrastructure	39%	44%	14%	2%	1%	0%
D	Improving public safety	47%	35%	15%	2%	1%	1%
E	Protecting the environment	36%	31%	26%	6%	0%	0%
F	Addressing homelessness	43%	30%	24%	2%	0%	1%
G	Improving the local economy	45%	37%	17%	1%	0%	0%
H	Preventing local tax increases	42%	26%	23%	8%	1%	1%

Section 3: Initial Ballot Test

Next year, voters in Madera County may be asked to vote on a local ballot measure. Let me read you a summary of the measure.

Split Sample. Sample A receives 'until ended by voters', Sample B receives 'for 20 years'.

| Q5 | In order to:

    Keep local streets, highways, and infrastructure in good repair
    Fix potholes
    Reduce traffic congestion
    Improve highway safety and 911 vehicle access
    Provide safe routes to schools
    And qualify for 600 million dollars in State and Federal matching funds

Shall an ordinance be adopted to continue Madera County's voter-approved half cent sales tax without increasing the tax rate, providing approximately **20** million dollars annually <<until ended by voters \| for 20 years>>, with citizen oversight, independent audits, and all money staying local? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)? |

			Until Ended by Voters	For 20 Years	
	1	Definitely yes	43%	40%	*Skip to Q7*
	2	Probably yes	32%	36%	*Skip to Q7*
	3	Probably no	10%	7%	*Ask Q6*
	4	Definitely no	7%	9%	*Ask Q6*
	98	Not sure	5%	6%	*Ask Q6*
	99	Prefer not to answer	1%	2%	*Skip to Q7*

Q6	Is there a particular reason why you do not support or are unsure about the measure I just described? *If yes, ask:* Please briefly describe your reason. Verbatim responses recorded and later grouped into categories shown below.	
	Money is misspent, mismanaged	36%
	Taxes already too high	26%
	Need more information	15%
	Not sure, no particular reason	8%
	County has enough money	7%
	Money will go to employees, administrator's salaries	6%
	Do not trust County	5%
	Mentioned past measures	5%
	Other ways to be funded	4%
	Other higher priorities in community	3%

Section 4: Projects & Services

Q7	The measure we've been discussing will provide funding for a variety of transportation projects and improvements. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? *Get answer, if favor or oppose, then ask:* Would that be strongly (favor/oppose) or somewhat (favor/oppose)?						
	Randomize	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Not sure	Prefer not to answer
A	Fix potholes	76%	20%	1%	1%	1%	1%
B	Reduce traffic congestion	48%	37%	5%	4%	5%	1%
C	Add passing lanes and improve highway interchanges to improve safety and reduce head-on collisions	63%	26%	5%	2%	2%	1%
D	Retrofit or replace older bridges and overpasses that have structural problems	56%	32%	5%	3%	3%	1%
E	Improve traffic flow and safety on highways including the 99, 41, and 152	65%	26%	3%	2%	2%	1%
F	Pave and maintain local streets and roads	69%	24%	3%	1%	2%	1%
G	Synchronize traffic signals on major roadways	53%	32%	6%	3%	5%	1%
H	Add lanes to widen congested roadways and highways, where possible	57%	31%	6%	2%	3%	1%
I	Increase programs that encourage carpooling, vanpooling, and ridesharing	20%	36%	22%	12%	8%	2%

J	Improve and expand local and regional transit services	29%	39%	18%	9%	4%	1%
K	Expand the network of dedicated bike lanes	25%	34%	23%	10%	6%	1%
L	Encourage more walking by improving sidewalks, crosswalks, pedestrian safety, signs, and infrastructure	37%	34%	15%	6%	6%	2%
M	Keep transit fares affordable for students, seniors, veterans, and the disabled	46%	34%	9%	5%	5%	1%
N	Provide students with safe routes to walk and bike to school	51%	32%	9%	3%	3%	2%
O	Complete projects that will reduce the negative impacts of transportation on local air quality and water quality	41%	30%	12%	9%	6%	2%
P	Establish fire-safe evacuation routes	47%	30%	12%	4%	5%	2%
Only Ask if in Supervisorial District 1.							
Q	Complete a variety of projects in your area, including reducing traffic congestion, maintenance and safety improvements along Avenues 7, 9 and 12 and State Route 41, and improvements to bike paths and local transit services	76%	18%	2%	1%	2%	0%
Only Ask if in Supervisorial District 2.							
R	Complete a variety of projects in your area, including improving interchanges on State Routes 99, 152 and 233, maintaining 13th, Humboldt, Monterey, Robertson Boulevard, Road 16, and Avenue 24 ½, and improving local transit services and bike lanes	59%	31%	5%	1%	1%	3%
Only Ask if in Supervisorial District 3 or District 4.							
S	Complete a variety of projects in your area, including reducing traffic congestion, maintenance and improvements along Avenues 12 and 17, Cleveland, Sunset, and State Routes 99 and 145, bridge improvements, local maintenance and safety improvements, and improving local transit services and bike paths	69%	21%	2%	1%	5%	2%
Only Ask if in Supervisorial District 5.							
T	Complete a variety of projects in your area, including reducing traffic congestion, maintenance and safety improvements along State Routes 41 and 49 and other local roads, improving emergency access, and improving local transit services and bike paths	62%	28%	2%	3%	4%	1%

Q8	Is there a transportation project or improvement that I *haven't* mentioned that you think should be a high priority for funding? *If yes, ask:* Please briefly describe the project. Verbatim responses recorded and later grouped into categories shown below.	
	None come to mind	59%
	Fix, widen, roads including rural, mountain areas	8%
	Improve Highway 41	5%
	Improve Avenue 12	4%
	Improve Highway 99	3%
	Add, improve public transportation	3%
	Add, improve bike paths, sidewalks	2%
	Add, improve bike lanes (Bass Lake, Yosemite, Oakhurst)	1%
	Better road connections, bridges within Madera and other cities	1%
	Cleaner cities, lakes, rivers	1%
	Improve traffic everywhere	1%
	Emergency service roads and mitigation	1%
	Improve Avenue 26	1%
	Stricter enforcement of traffic laws	1%
	Safer street crossings, railroads	1%
	Stop high-speed rail construction	1%
	Improve Cleveland Avenue	1%
	Improve Route 145	1%
	Add street lighting	1%
	Synchronize traffic lights	1%
	Improve train station / Finish High speed rail	1%
	Road maintenance at Yosemite Lake Park	1%

Questionnaire & Toplines

| Section 5: Positive Arguments |

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

| Q9 | Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to **SUPPORT** the measure? |

	Randomize. Split Sample E1/E2 using odd/even clusters.	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Prefer not to answer
A	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.	42%	28%	12%	10%	4%	3%
B	By law, all of the money raised by this measure must stay in Madera County to maintain and improve our transportation system. It can't be taken away by the State or used for other purposes.	51%	24%	12%	8%	3%	2%
C	There will be a clear system of accountability including a Citizen's Oversight Committee and annual independent audits to ensure that the money is spent appropriately.	36%	31%	14%	12%	3%	3%
D	Every community in Madera County will benefit from this measure, and the funds will be distributed so each community receives its fair share of transportation improvements.	33%	29%	18%	13%	4%	3%
E1	If voters approve this measure, we will qualify for about **600** million dollars in State and Federal matching funds to make priority repairs and transportation improvements in Madera County. Without a local measure, we will not get our fair share of State and Federal funding.	53%	25%	8%	8%	3%	3%
E2	This measure will provide the local matching money that is required for Madera County to receive about **600** million dollars in State and Federal transportation funds. Without this measure, we will not get our fair share of transportation funds.	41%	35%	11%	6%	4%	2%
F	This measure is about local control. It provides each community with the money and flexibility needed to address the transportation projects that they feel are most important.	34%	34%	18%	8%	3%	2%
G	This measure will cost just 50 cents for every 100 dollars purchased – and food, medicine and many other essential items are excluded from the tax.	30%	33%	20%	10%	4%	4%

H	This measure is essential for our public safety. By keeping our roads and highways in good condition and reducing traffic congestion, it allows police, firefighters, and ambulances to respond quickly to emergencies. In emergencies like the Creek Fire, we can't afford to have first responders stuck in traffic or slowed-down by failing infrastructure.	46%	32%	10%	6%	2%	2%
I	The transportation system is the backbone of our regional economy – and we need to keep it in good health. The more efficiently local farmers and businesses can move produce and products to market, the more good-paying jobs they can create for local residents.	34%	34%	17%	8%	4%	3%
J	Madera County's population has nearly doubled during the past 30 years, and experts forecast that it will continue to grow at a fast rate. We need to continue improving our local highways, interchanges, and major streets to keep up with this growth, avoid traffic gridlock, and protect our quality of life.	49%	31%	10%	4%	3%	3%
K	For more than 30 years, Madera County has depended on this sales tax for everything from repairing potholes and bridges to making our highways and transit services safer and faster. It has provided about one-third of the funding required for transportation improvements such as widening State Route 99 and major streets, creating passing lanes on State Route 41, improving interchanges, and making repairs to local streets and roads.	34%	34%	17%	8%	4%	2%
L	Public transit is a lifeline for senior citizens and people with disabilities. They depend on transit to get to doctor's appointments, the grocery store, and other places of necessity. With the senior population in Madera County expected to grow, we need to improve the capacity of our local transit system and provide affordable fares.	37%	32%	17%	8%	4%	3%

Section 6: Interim Ballot Test

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again.

Split Sample. Sample A receives 'until ended by voters', Sample B receives 'for 20 years'.

Q10	In order to:	

In order to:

> Keep local streets, highways, and infrastructure in good repair
> Fix potholes
> Reduce traffic congestion
> Improve highway safety and 911 vehicle access
> Provide safe routes to schools
> And qualify for 600 million dollars in State and Federal matching funds

Shall an ordinance be adopted to continue Madera County's voter-approved half cent sales tax without increasing the tax rate, providing approximately **20** million dollars annually <<until ended by voters | for 20 years>>, with citizen oversight, independent audits, and all money staying local? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

		Until Ended by Voters	For 20 Years
1	Definitely yes	45%	44%
2	Probably yes	34%	33%
3	Probably no	8%	8%
4	Definitely no	6%	7%
98	Not sure	4%	5%
99	Prefer not to answer	2%	2%

Section 7: Negative Arguments

Next, let me tell you what opponents of the measure are saying.

Q11	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	Randomize. Split Sample -- Sample A receives D1 & E1, Sample B receives D2 & E2	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Prefer not to answer
A	Local businesses and residents have been hit hard by the pandemic. Many are struggling to stay afloat. Raising the sales tax will make it harder for them to recover.	27%	28%	27%	12%	4%	2%
B	We shouldn't reward government for being wasteful by voting to increase our taxes. They already have all of the money they need—they just need to be more efficient in how they spend it.	37%	24%	24%	9%	3%	3%

C	This measure won't solve our traffic problems. The construction needed to build these projects will be messy, will drag out for years, and will just make traffic congestion worse.	21%	33%	29%	11%	3%	3%
D1	There are no promises for how the money will be spent. Some communities will get more than their fair share, while others will get less.	26%	35%	19%	11%	6%	3%
D2	California just raised the gas tax. It will generate an extra 5 billion dollars each year for transportation projects. We don't need to have a local tax too.	33%	31%	20%	10%	3%	3%
E1	This tax will last forever. There is no expiration date.	23%	30%	25%	13%	5%	4%
E2	This tax will last for 20 years – that's too long.	26%	29%	32%	8%	2%	2%

Section 8: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time.

Split Sample. Sample A receives 'until ended by voters', Sample B receives 'for 20 years'.

Q12	In order to: Keep local streets, highways, and infrastructure in good repair Fix potholes Reduce traffic congestion Improve highway safety and 911 vehicle access Provide safe routes to schools And qualify for 600 million dollars in State and Federal matching funds Shall an ordinance be adopted to continue Madera County's voter-approved half cent sales tax without increasing the tax rate, providing approximately **20** million dollars annually <<until ended by voters | for 20 years>>, with citizen oversight, independent audits, and all money staying local? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

		Until Ended by Voters	For 20 Years
1	Definitely yes	41%	41%
2	Probably yes	32%	29%
3	Probably no	11%	10%
4	Definitely no	6%	9%
98	Not sure	7%	7%
99	Prefer not to answer	2%	4%

Section 9: Background & Demographics			
Thank you so much for your participation. I have just two background questions for statistical purposes.			
Q13	Do you commute to a destination *outside* of Madera County for your job?		
	1	Yes	35%
	2	No	62%
	99	Prefer not to answer	3%
Q14	Do you have children under the age of 18 living in your household?		
	1	Yes	31%
	2	No	67%
	99	Prefer not to answer	2%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.			

Post-Interview & Sample Items			
S1	Gender		
	1	Male	52%
	2	Female	48%
S2	Party		
	1	Democrat	32%
	2	Republican	44%
	3	Other	8%
	4	DTS	16%
S3	Age on Voter File		
	1	18 to 29	14%
	2	30 to 39	14%
	3	40 to 49	14%
	4	50 to 64	26%
	5	65 or older	32%

S4	Registration Date		
	1	Since Nov 2018	11%
	2	Jun 2012 to before Nov 2018	22%
	3	Jun 2006 to before June 2012	10%
	4	Before Jun 2006	56%
S5	Household Party Type		
	1	Single Dem	16%
	2	Dual Dem	10%
	3	Single Rep	15%
	4	Dual Rep	20%
	5	Single Other	11%
	6	Dual Other	3%
	7	Dem & Rep	4%
	8	Dem & Other	7%
	9	Rep & Other	11%
	0	Mixed (Dem + Rep + Other)	2%
S6	Homeowner on Voter File		
	1	Yes	67%
	2	No	33%
S7	Likely to Vote by Mail		
	1	Yes	79%
	2	No	21%
S8	Likely November 2022 Voter		
	1	Yes, natural	90%
	2	Yes, GOTV	10%
S9	Likely November 2024 Voter		
	1	Yes	100%
	2	No	0%

S10	Voting Propensity		
	1	Highest	54%
	2	Medium	36%
	3	Low/New reg	10%
S11	Survey Language		
	1	English	93%
	2	Spanish	7%
S12	Ballot Test Version		
	1	Sample A: Until ended by voters	50%
	2	Sample B: Duration of 20 years	50%