








Highlights of a Sutter County Ballot Measure Tracking Survey

*Key Findings of a Survey of Sutter County Voters
Conducted July 13-21, 2022*



OPINION
RESEARCH
& STRATEGY

Survey Methodology

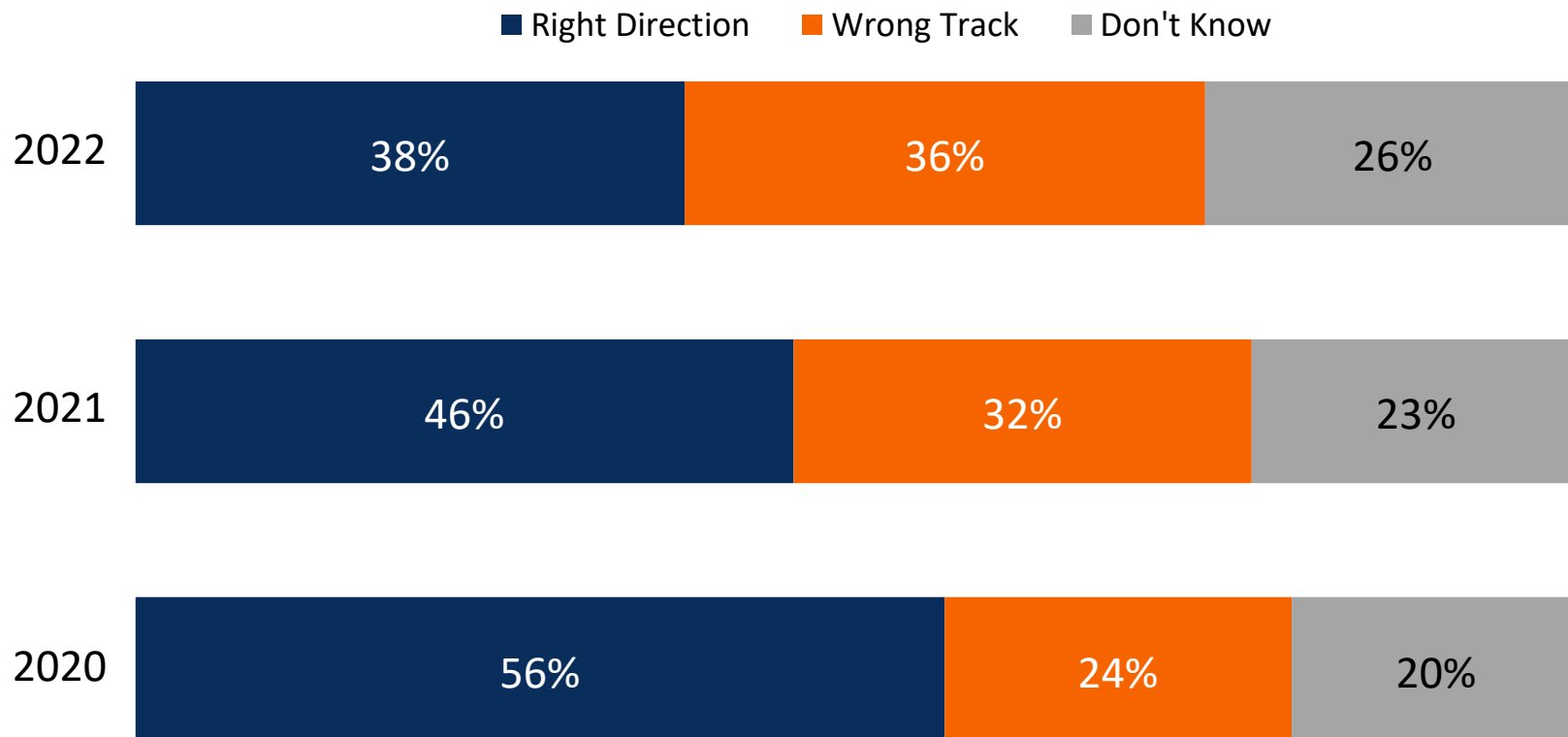
Dates	July 13-21, 2022
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2022 Voters in Sutter County (64% Yuba City; 9% Live Oak; 28% Unincorporated)
Total Interviews	619
Margin of Sampling Error	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level (Half Sample) $\pm 5.7\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Language	English and Spanish



Life in Sutter County

As in many other jurisdictions, voters are increasingly less optimistic about the direction of life in Sutter County.

When you think about Sutter County, would you say things are heading in the right direction, or off on the wrong track?



They have broadly favorable views of the County Fire and Sheriff's Departments.

I'm going to mention a few organizations that are active in public life. Please tell me whether you have an overall favorable or unfavorable opinion. If you have never heard of them, or do not know enough about them to have an opinion, you can tell me that too.

■ Very Fav.
■ Smwt. Fav.
■ NHO
■ Can't Rate
■ Smwt. Unfav.
■ Very Unfav.
Total Fav.
Total Unfav.



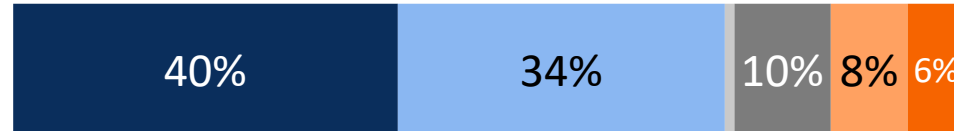
The Sutter County Fire Department



87% **6%**



The Sutter County Sheriff's Department



74% **14%**



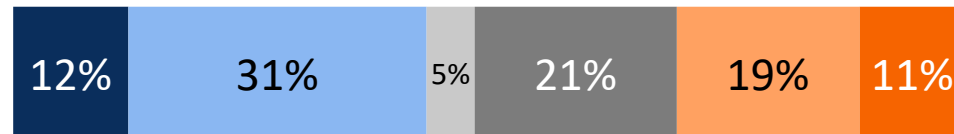
Sutter County government overall



53% **30%**



The Sutter County Board of Supervisors



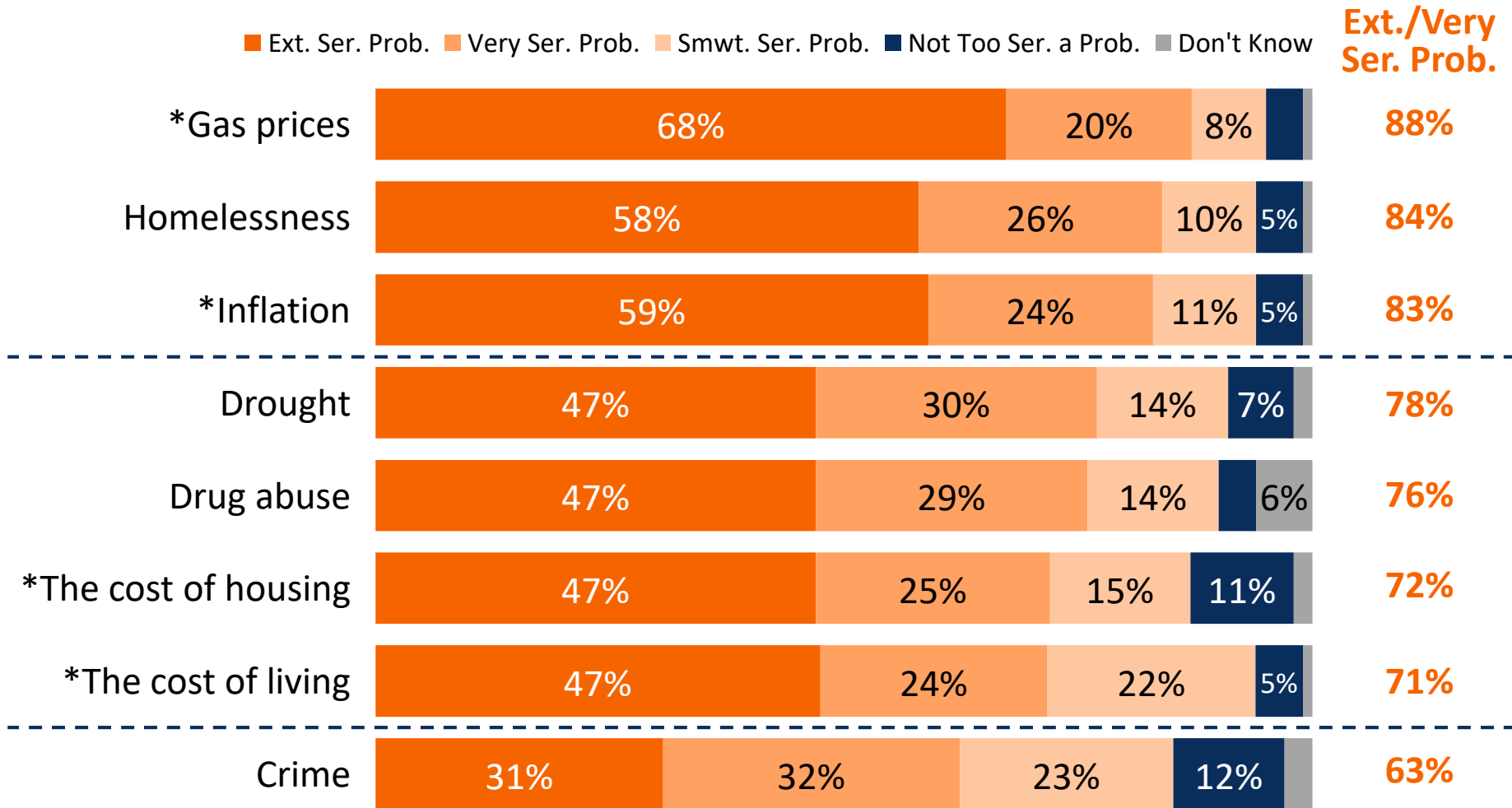
43% **31%**

These views are very consistent with prior polling.

(Total Favorable)

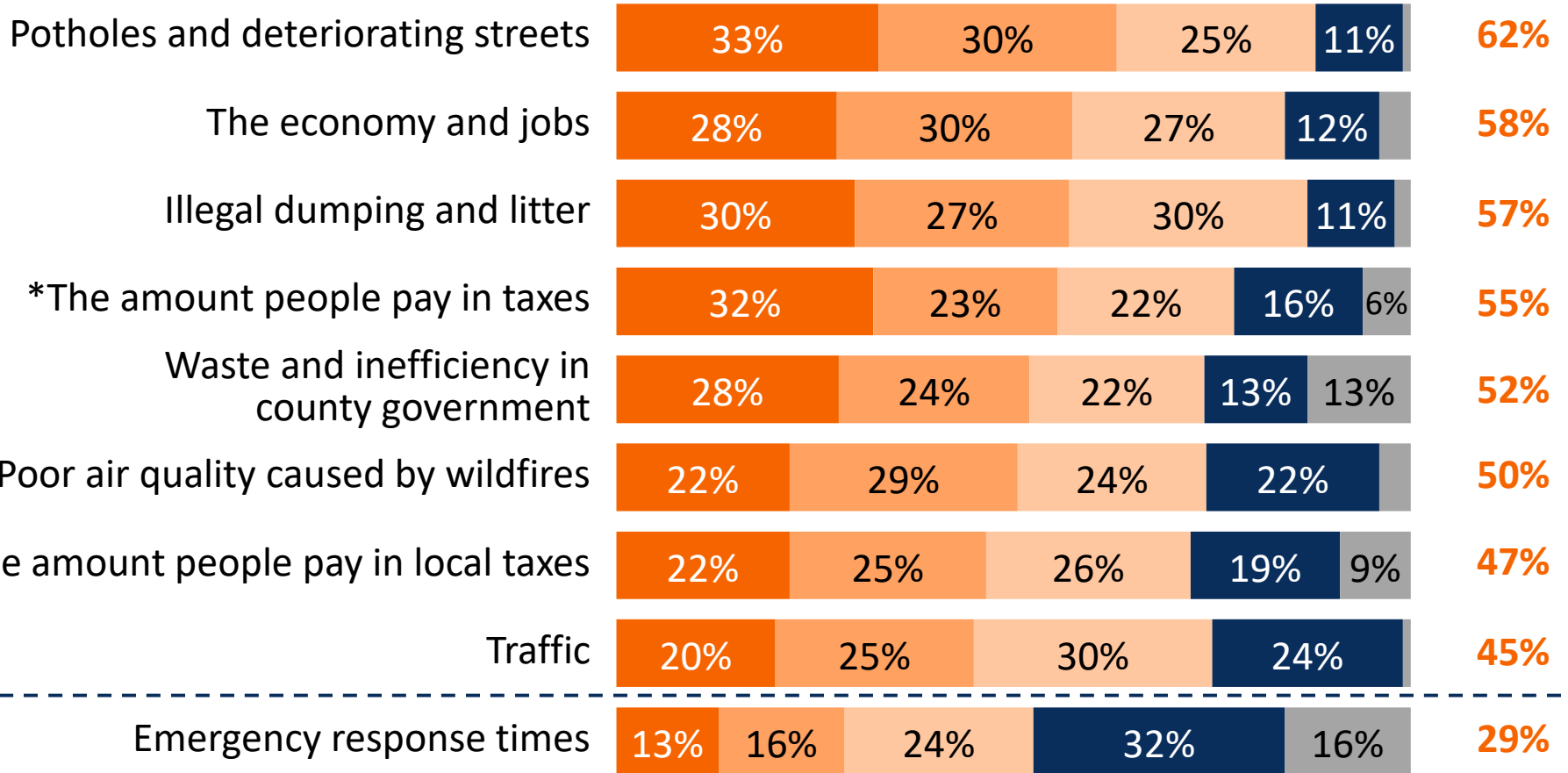
Organization	2020	2021	2022	Difference (2022-2021)
The Sutter County Fire Department	88%	86%	87%	+1%
Sutter County government overall	54%	53%	53%	0%
The Sutter County Sheriff's Department	81%	75%	74%	-1%
The Sutter County Board of Supervisors	50%	44%	43%	-1%

Gas prices, inflation, and homelessness now ranking as the most critical concerns.



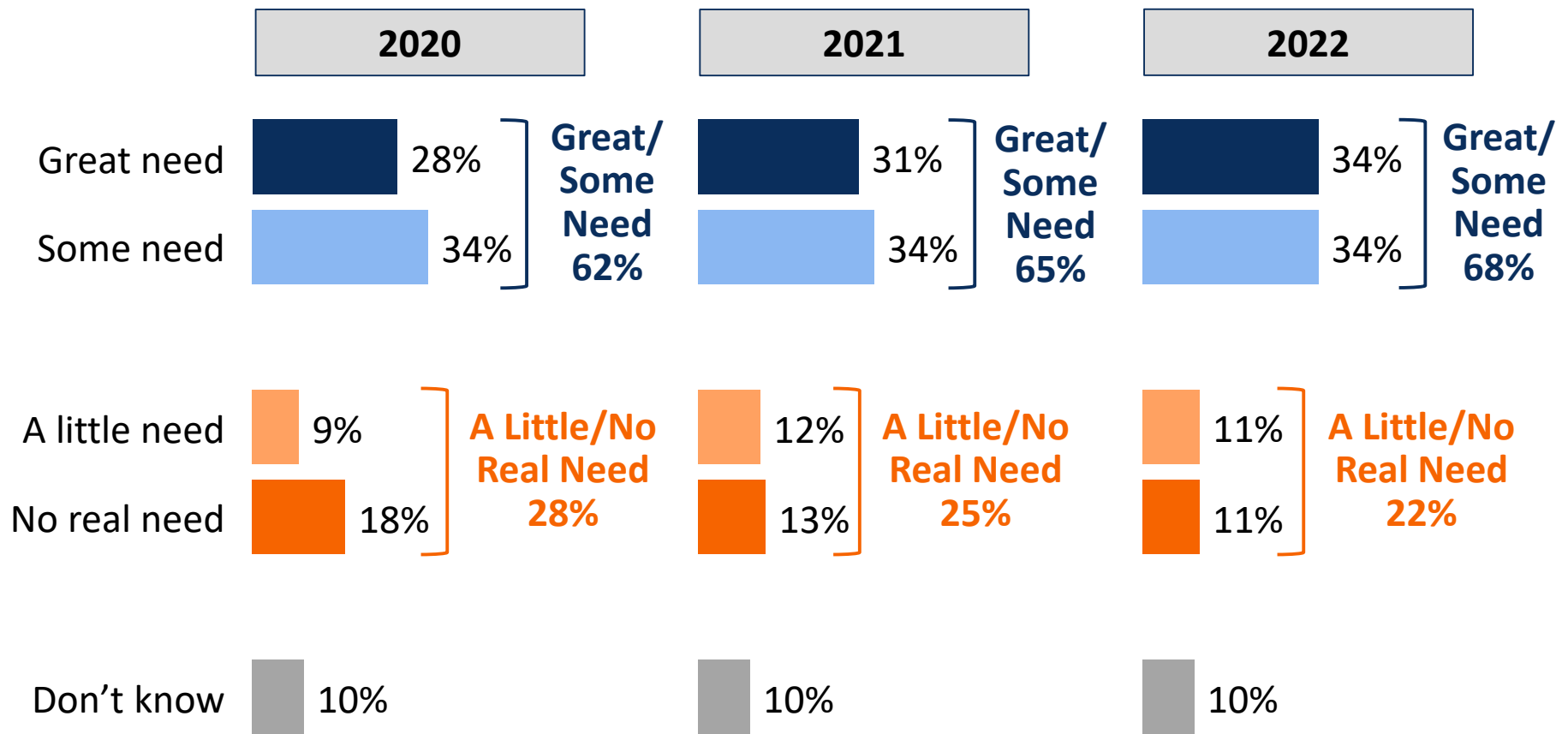
Emergency response times, traffic and the amount people pay in local taxes rank lower on the list.

■ Ext. Ser. Prob.
 ■ Very Ser. Prob.
 ■ Smwvt. Ser. Prob.
 ■ Not Too Ser. a Prob.
 ■ Don't Know
 ■ Ext./Very Ser. Prob.



Nearly seven in ten see at least “some need” for additional funding for resident services.

Generally speaking, would you say that Sutter County has a great need for additional funding for resident services, some need, a little need, or no real need for additional funding?





Views of a Potential Measure

Conceptual Local Revenue Measure

Simple Majority Vote Threshold

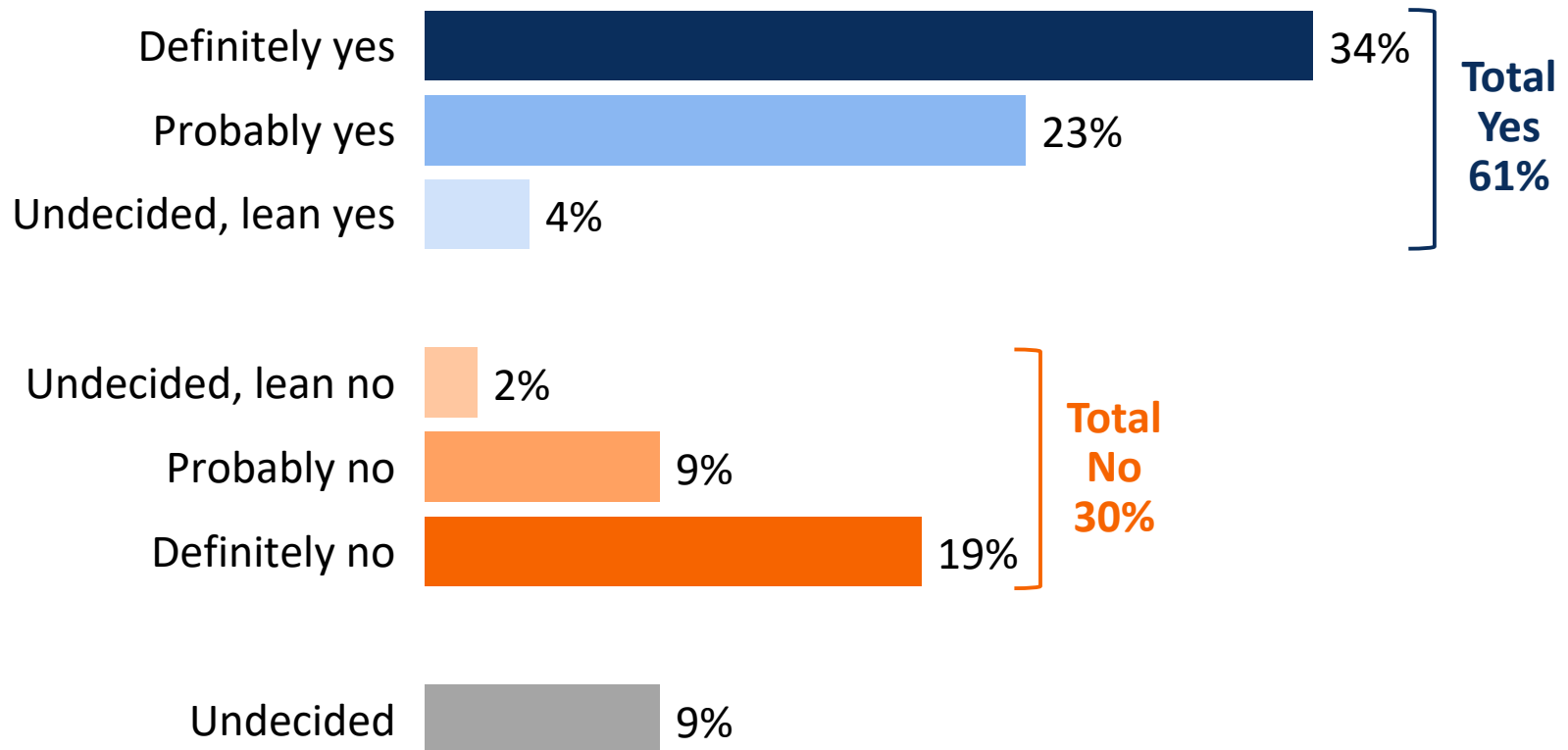
(As Approved by Legal Counsel)

Sutter County Essential Services Measure.

Shall an ordinance generating locally controlled revenue for Sutter County's general purposes, such as maintaining fire and emergency response times, sheriff's patrols, wildfire response, veterans services; providing firefighting equipment/training; repairing roads; addressing homelessness; preventing County fire station closure; ensuring fiscal stability, by levying a 1-cent sales tax for 9 years, raising approximately \$19,600,000 annually that cannot be taken by Sacramento, requiring audits, citizens' oversight, public review/disclosure of spending, be adopted?

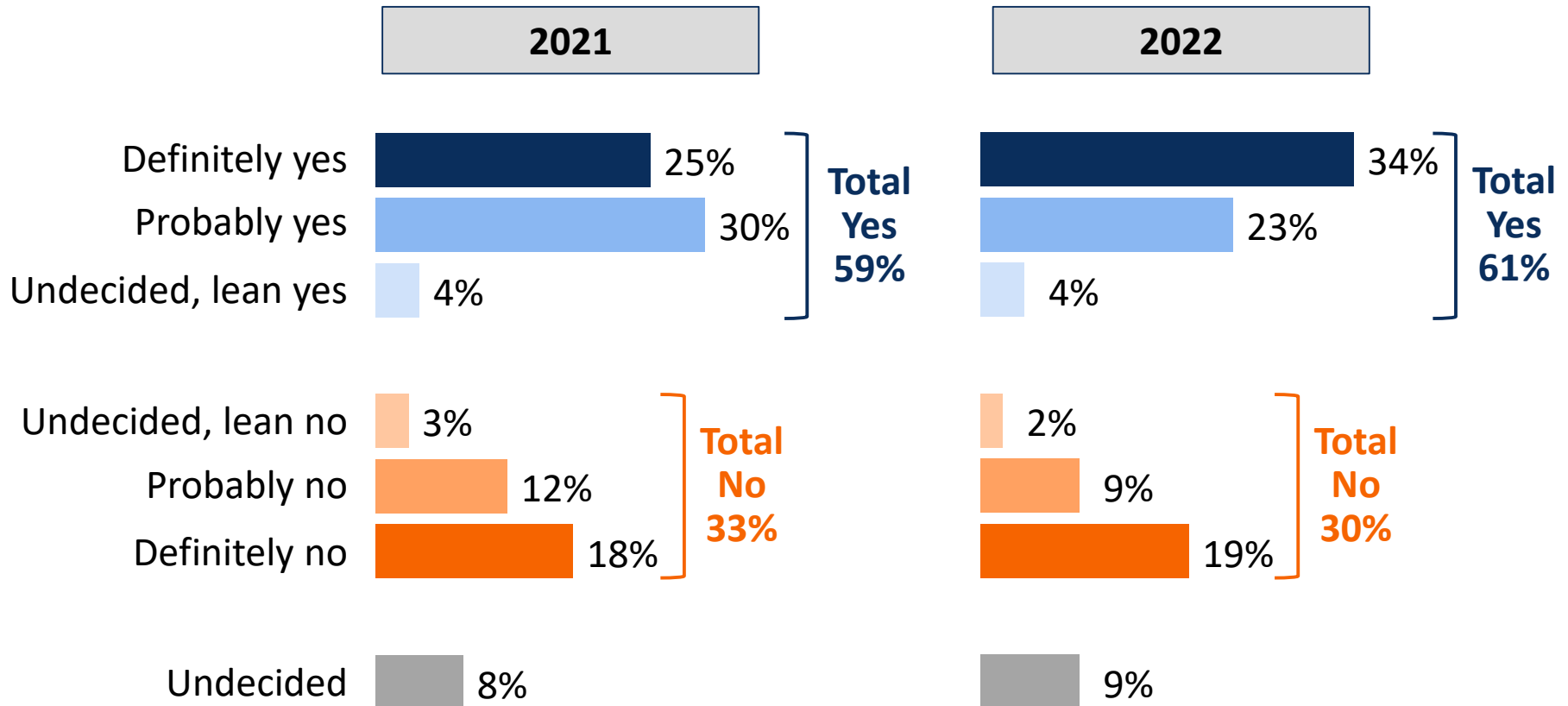
Three in five express support the for measure based on ballot language alone.

Do you think you would vote “yes” or “no” on this measure?



This level of initial support is consistent with polling from last year and somewhat more intense.

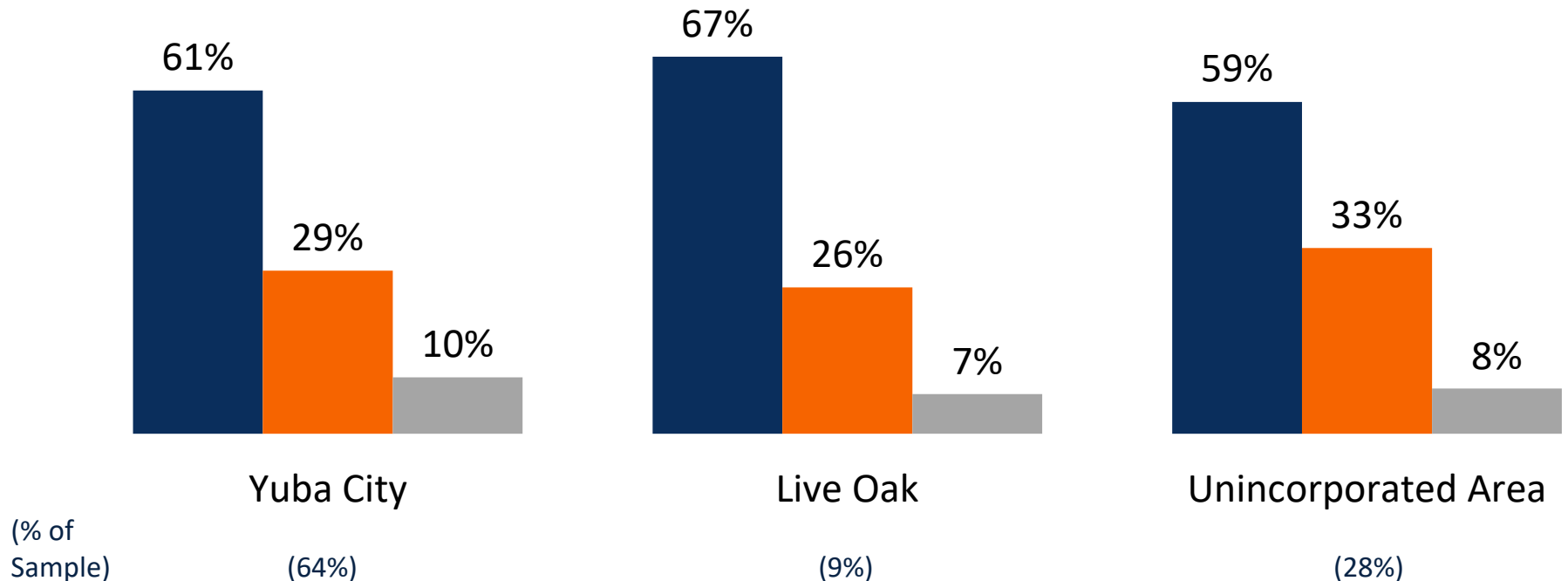
One-Cent Sales Tax



Three in five Yuba City voters support the measure based on ballot language – majorities do outside it as well.

Initial Vote by City

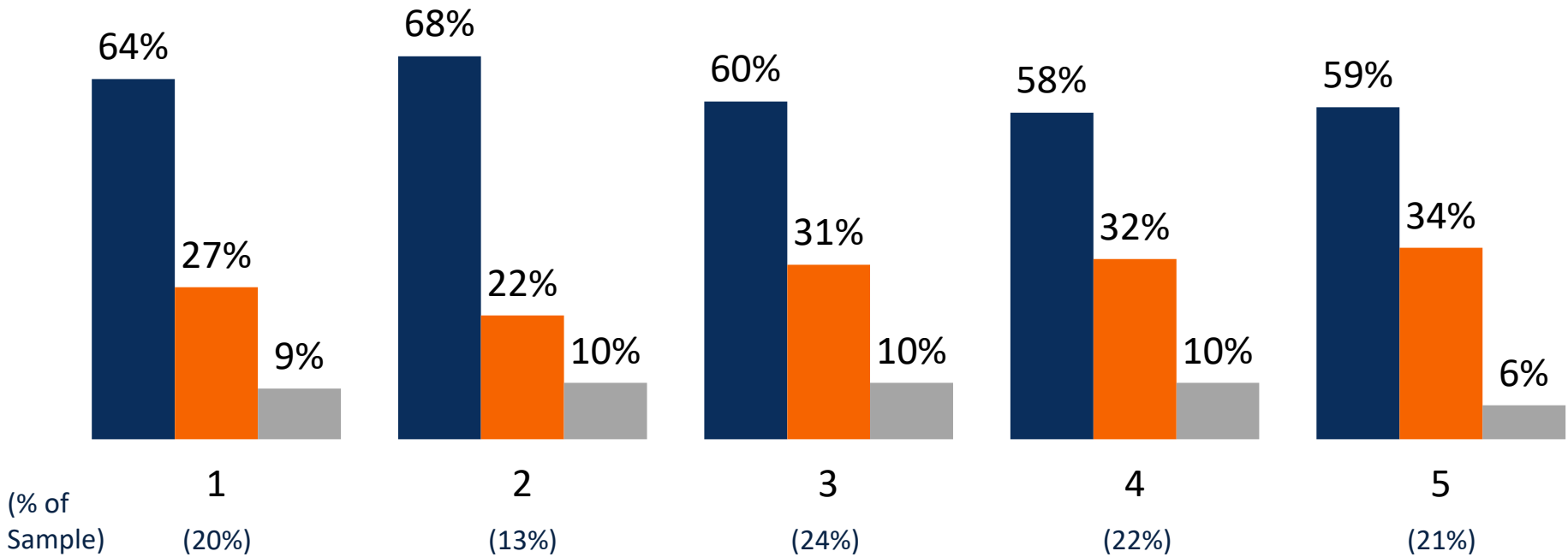
■ Total Yes ■ Total No ■ Undecided



Majorities support the measure in every supervisorial district based on the ballot language.

Initial Vote by Supervisorial District

■ Total Yes ■ Total No ■ Undecided





The Impact of Information

Voters heard hypothetical information and statements in support of and critical of a measure in rotated order.

Supporters say a recent special grand jury report recently found that Sutter County is facing serious problems with fire protection, including outdated equipment, firefighter staffing shortages, and a lack of funding. Without locally controlled funding, the County may need to close a county fire station, resulting in longer response times and a reduced ability to respond to disasters. Funding will also be used to maintain county sheriff's deputies; help get people who are homeless off local county streets; repair county roads; and maintain county services for children, veterans and seniors. All communities in the County will receive their fair share of funds. It also requires annual, independent financial audits and public disclosure of expenditures, requiring all funds remain in Sutter County. One cent per dollar is a small price to pay for these services.

Opponents, including partners in local Sutter County communities, say that the cost of living is out of control and we simply cannot afford any additional taxes. The last thing we need to do is drive up prices with a sales tax, hurting small businesses just as they start to recover. Plus, can we really trust the County and elected officials to spend the funds wisely? And, while the County wants you to think this measure pays for things like county fire and sheriff protection, it's actually a blank check for county politicians that they can spend any way they please.

In this recent survey, support dropped to 50% after informative and critical statements were shared.

Total Yes Vote	December 2021	July 2022	Difference
Initial	59%	61%	+2%
After Supportive Statements Only	69%	67%	-2%
Final after Supportive and Critical Statements	61%	50%	-11%

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