

RESEARCH RESULTS MEMO

To: City of Sebastopol
From: Adam Probolsky
Probolsky Research
Date: July 9, 2024
Subject: City Services Measure Voter Poll

The City contracted with Probolsky Research to conduct a City Services Measure Voter Poll June 27 – July 7, 2024, with live-interviewer telephone and online responses among City voters.

A total of 300 voters were surveyed – 33% by phone and 67% online. A survey of this size yields a margin of error of +/-5.8%, with a confidence level of 95%. Interviews were conducted with respondents on both landline (28%) and mobile phones (72%) and were offered in English (97%) and Spanish (3%) languages. We invited participation via email (50%) and text message (50%) for the online survey phase. Security measures precluded individuals from completing the survey more than once and allowed only the designated voter to complete the survey. Online respondents were able to use their computer, tablet, or smartphone to participate.

The sample was compiled from data provided by the Sonoma County Registrar of Voters. Probolsky Research applies a stratified random sampling methodology to ensure that the demographic proportions of survey respondents match the demographic composition of City of Sebastopol voters.

Key Findings

A key focus of the survey was the Sebastopol Public Safety, Roads, and City Services Measure, which proposes a 1/2 cent sales tax to raise \$1,500,000 annually until ended by voters, requiring audits, public spending disclosure, and all funds used locally. 70% initially would vote yes on the measure – after informing voters of various messages related to the measure – this support remained constant (70%).

The option of a 1/4 cent sales tax receives a similar amount of support at 72%.

Additionally, 71% are more likely to vote yes on the measure after learning the funds could help improve the City's streets and roads, 68% are more likely to vote yes on the measure after hearing that funding from the measure could help address property crime and maintain emergency response times, and 68% are more likely to vote yes on the measure after hearing that visitors and tourists also pay a portion of the sales taxes generated in the City.

Probolsky Research is a non-partisan, Latina and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.



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