



City of Clovis Community Survey






Highlights of a Survey of Likely Voters



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& ASSOCIATES



Survey Specifics and Methodology

Dates	August 20-27, 2023
Research Population	Likely November 2024 Voters in the City of Clovis
Total Interviews	537
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.0\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	September 2008 and November 2008
Languages	English and Spanish

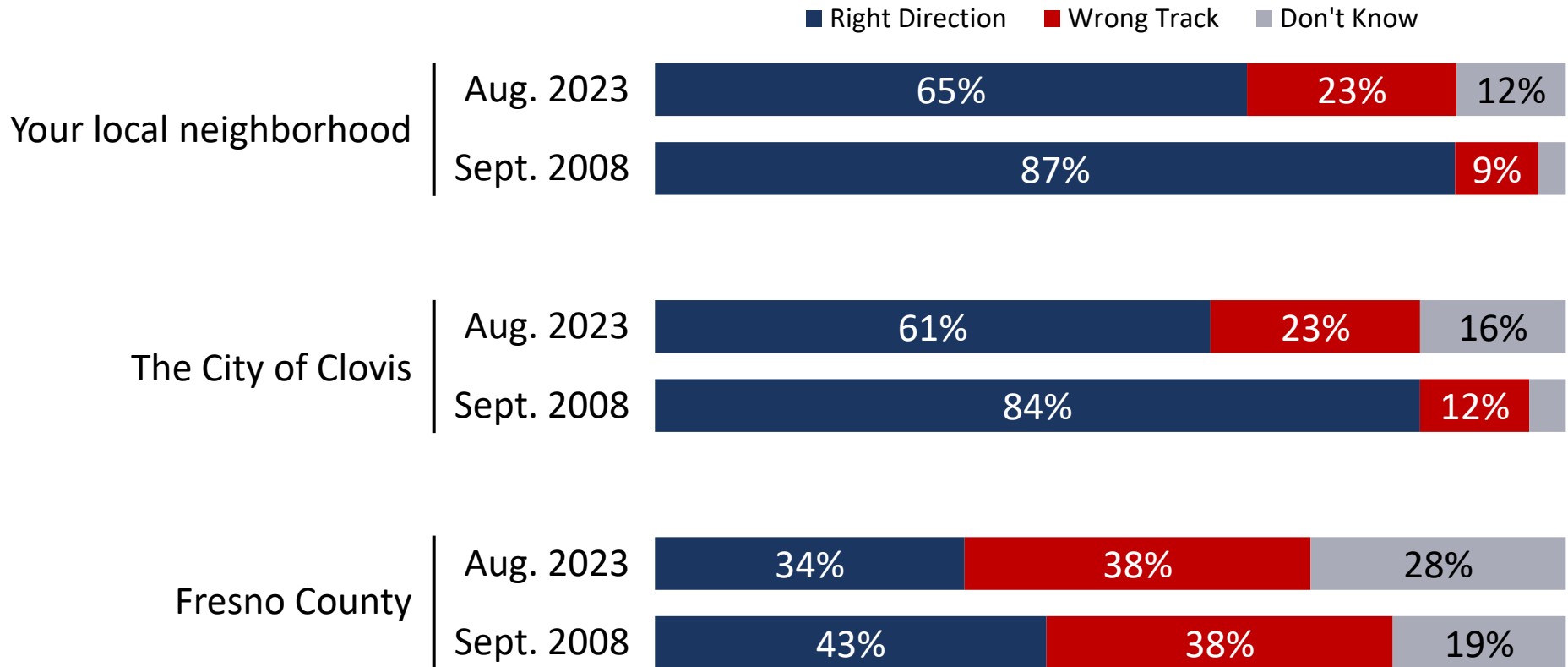
(Note: Not All Results Will Sum to 100% Due to Rounding)



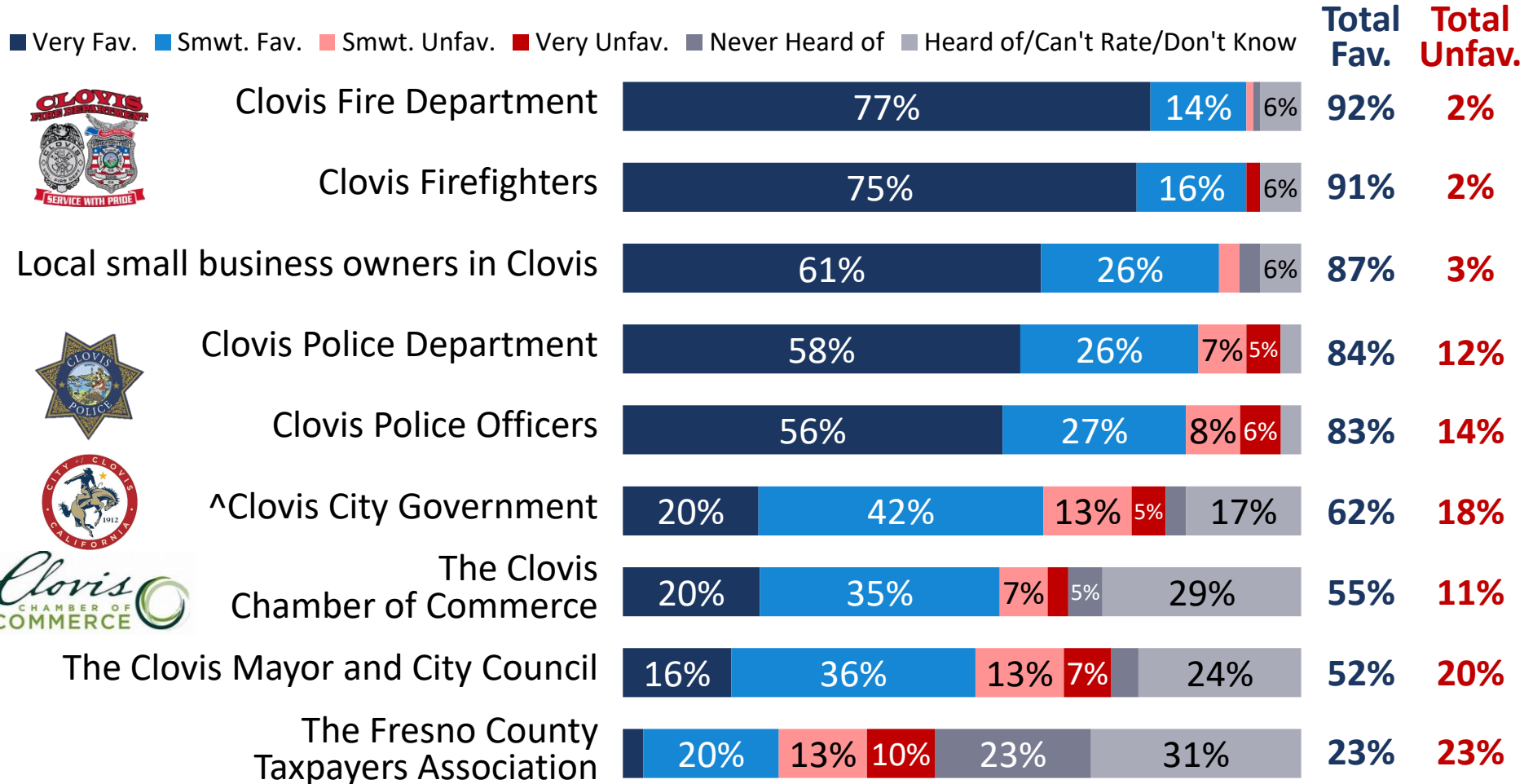
General Community Attitudes

Three in five Clovis residents think the city is headed in the right direction which is strong in today's environment.

Would you say that things in _____ are generally headed in the right direction or do you feel that things are off on the wrong track?



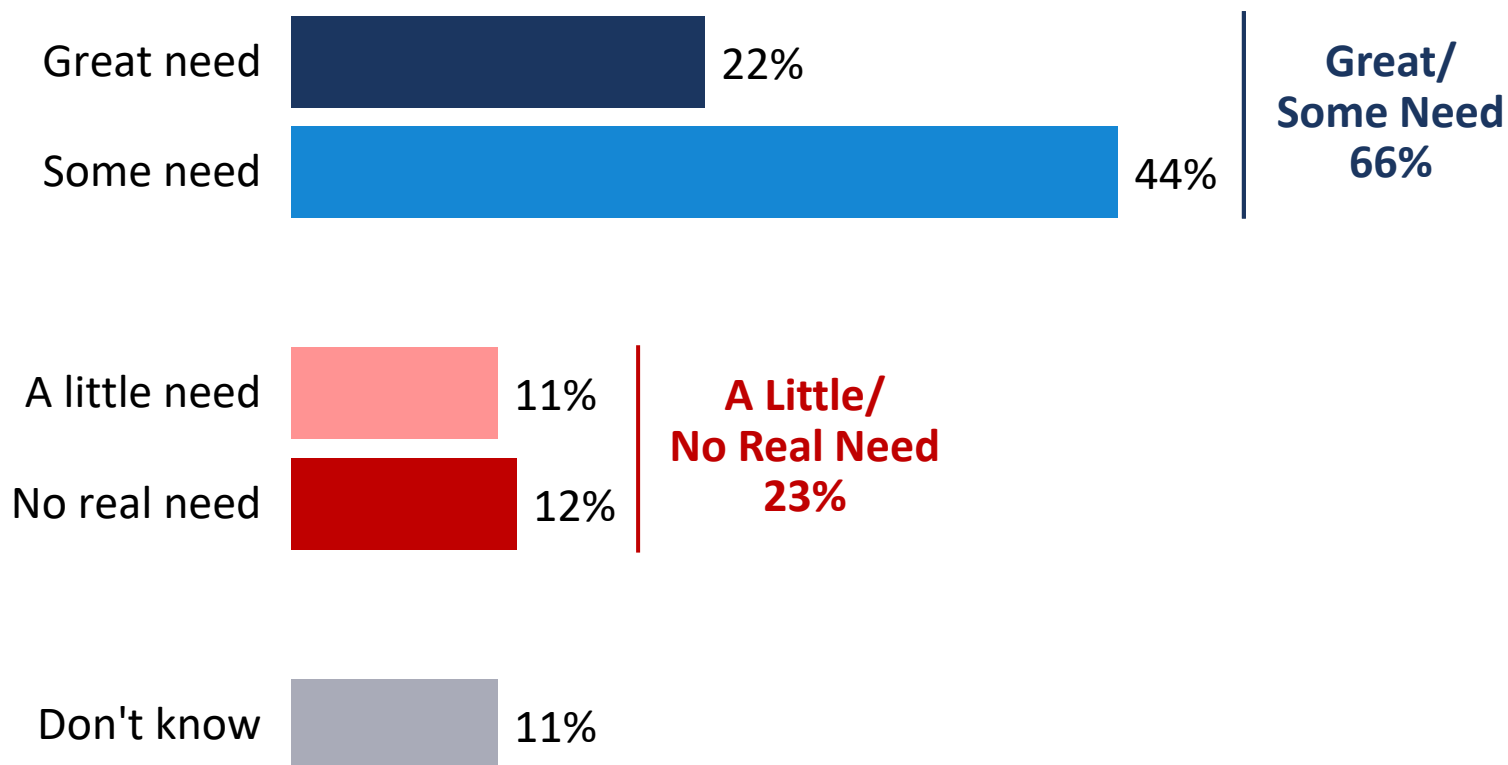
Local firefighters, local small business owners, and local police are among the most favored organizations and groups surveyed; City government also enjoys highly positive ratings.



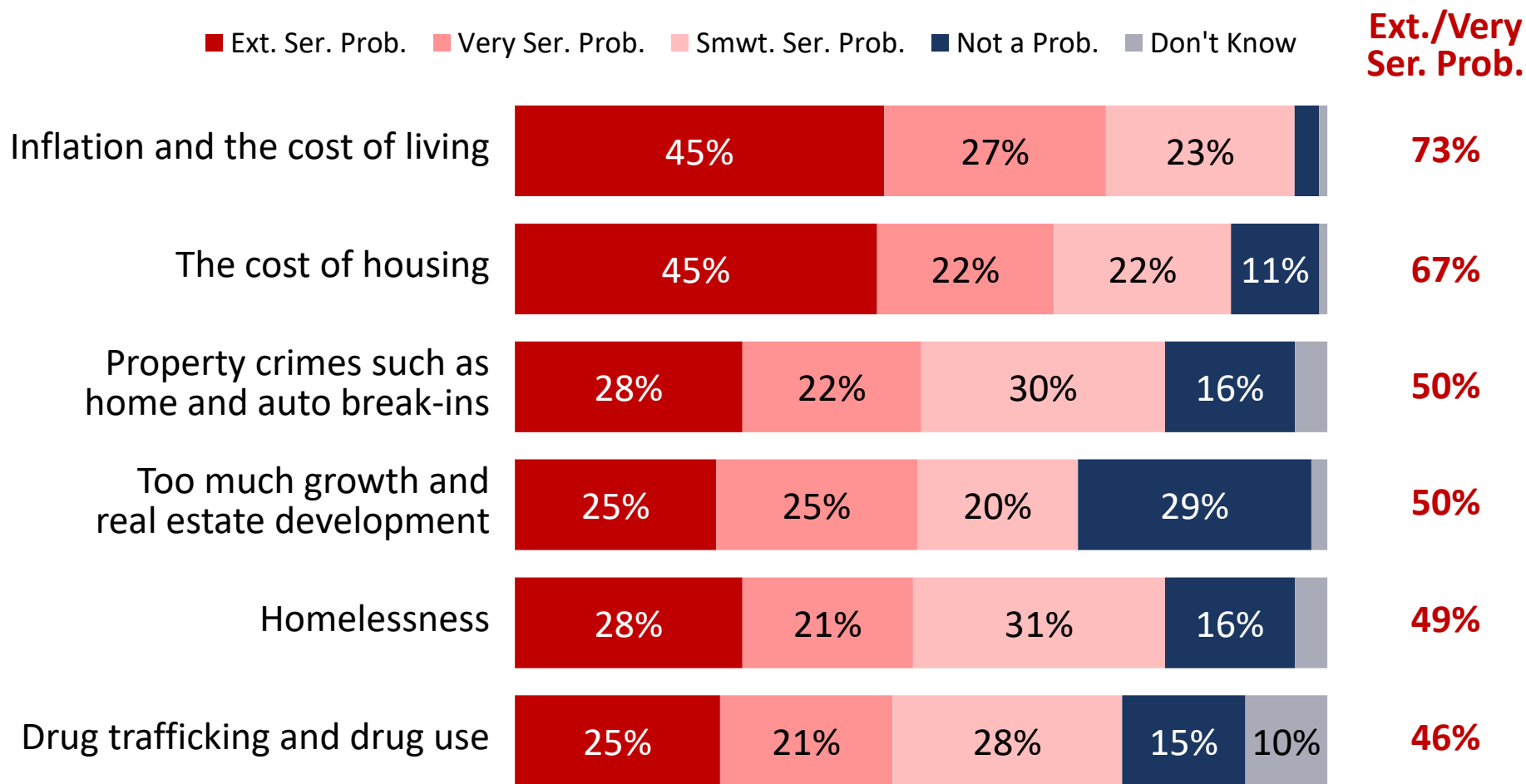
I'm going to read a list of organizations and individuals in Clovis. I would like you to tell me if you have a generally favorable or generally unfavorable opinion of each one. ^Not Part of Split Sample

Two-thirds of residents perceive additional funding is needed for City services.

In your personal opinion, do you think the City of Clovis has a great need for additional funding, some need, a little need or no real need for additional funds to provide the level of City services that Clovis residents need and want?

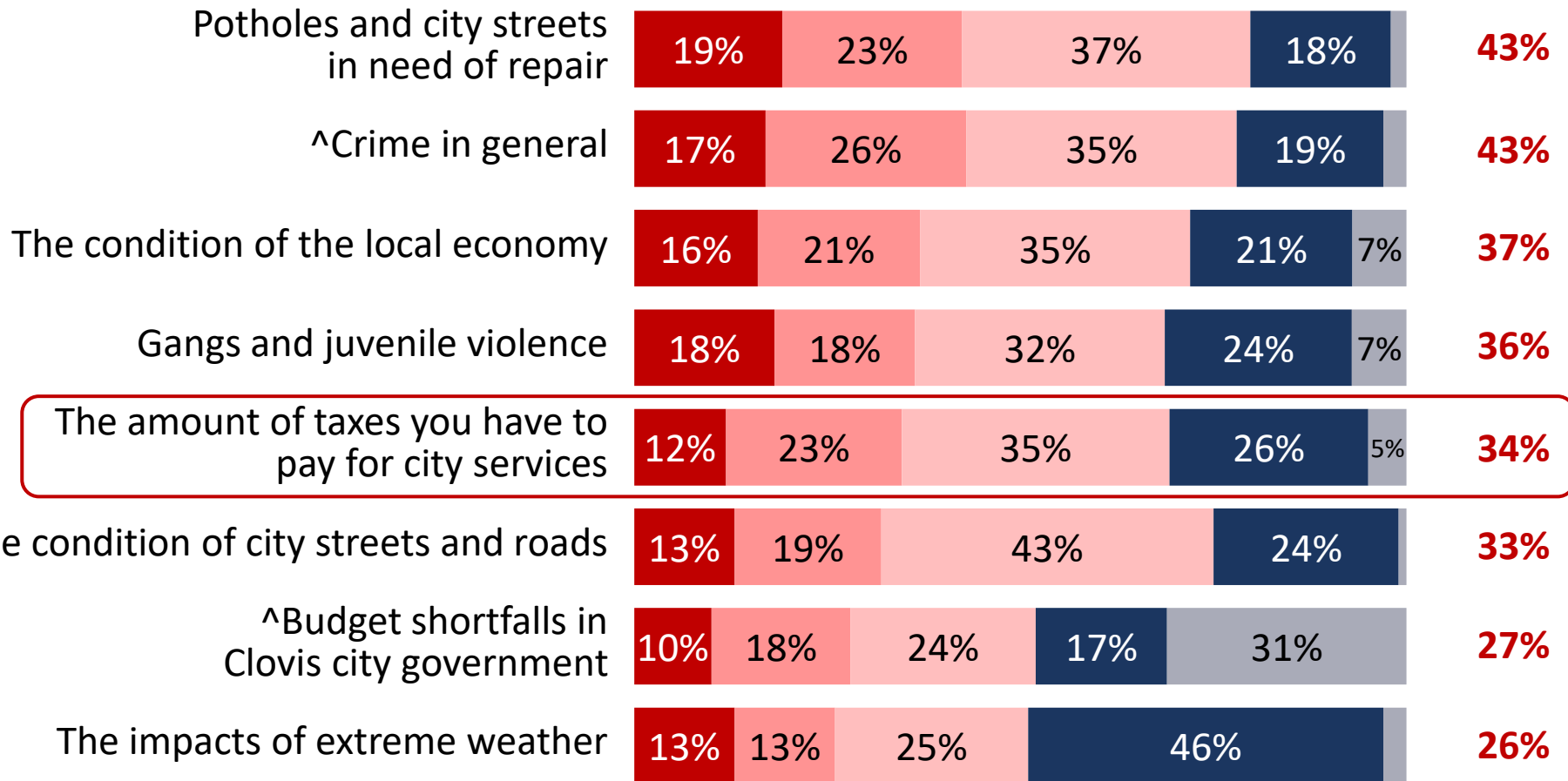


Nearly three-quarters perceive inflation, the cost of living and cost of housing are very serious problems in Clovis.



Just a third are concerned about the amount of taxes they pay for city services.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not a Prob. ■ Don't Know **Ext./Very Ser. Prob.**



Let me mention a few things some people might consider a problem for Clovis residents. Please tell me whether you personally consider it to be an extremely serious problem, very serious problem, somewhat serious problem or really not much of a problem at all for people living in Clovis.

^Not Part of Split Sample



Initial Attitudes on Ballot Measures

Hypothetical General Purpose Ballot Measure Tested in Survey

(Approved by City Attorney)

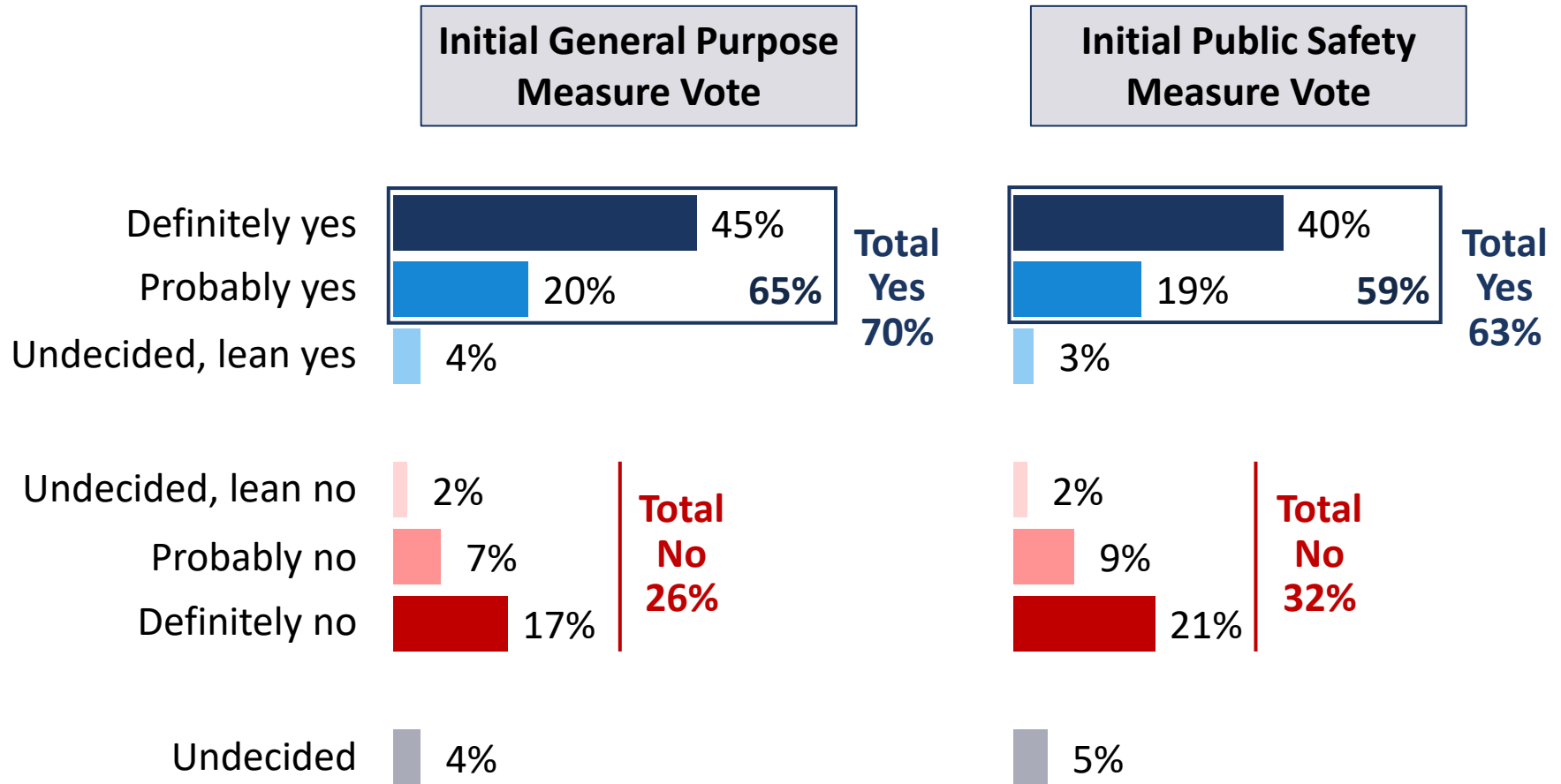
CLOVIS PUBLIC SAFETY, STREETS/ROADS, CITY SERVICES MEASURE. Shall the measure maintaining/restoring 911 emergency medical/ police/fire/paramedic response, crime/gang prevention programs; keeping public areas safe/clean; maintaining streets/roads; protecting local drinking water sources; addressing homelessness; maintaining youth, senior, parks, recreation programs; and for general government use, by establishing a 1¢ sales tax providing approximately \$30,000,000 annually until ended by voters; requiring public spending disclosure, audits, all funds controlled locally, be adopted?

Hypothetical Special Purpose Public Safety Ballot Measure Tested in Survey

(Approved by City Attorney)

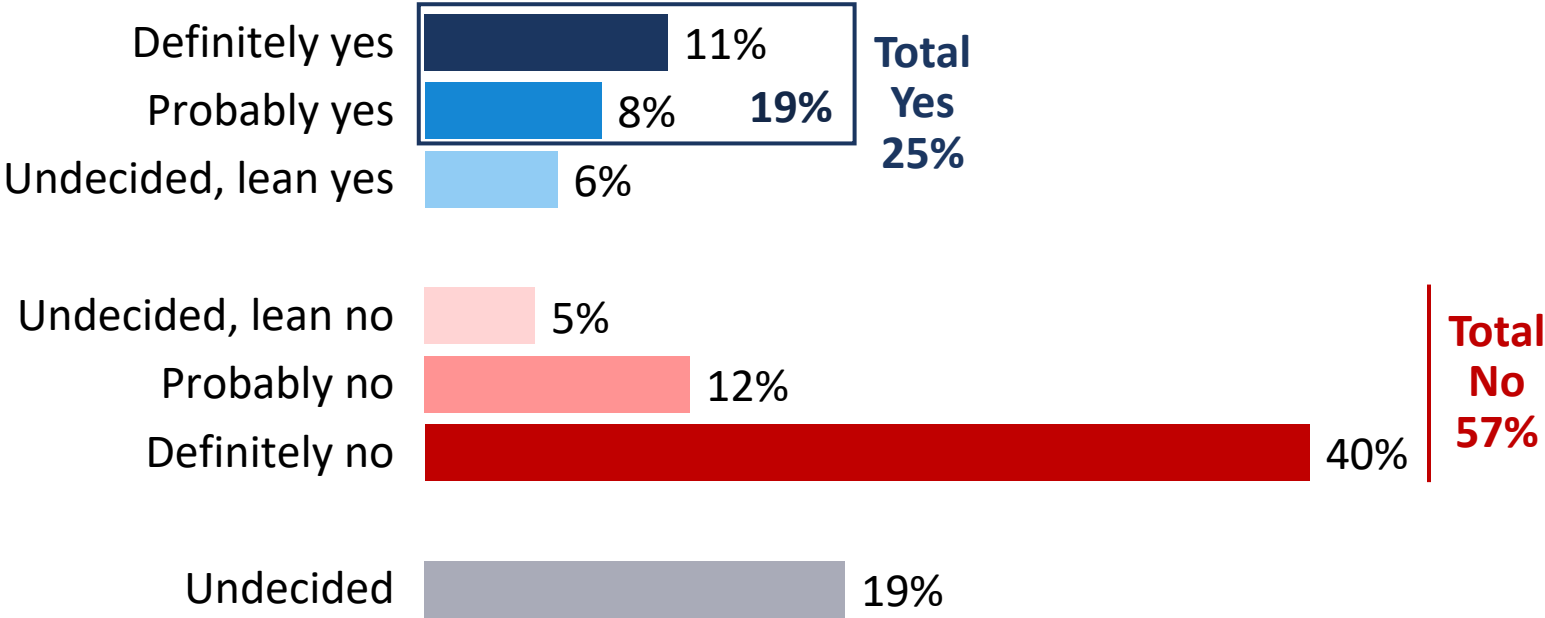
CLOVIS PUBLIC SAFETY PROTECTION MEASURE. Shall the measure maintaining/restoring 911 emergency medical/police/fire/paramedic services, response times, neighborhood policing, fire protection, crime/gang/drug prevention programs; keeping public areas safe/clean; addressing homelessness; maintaining/upgrading fire stations, public safety facilities/equipment, wildfire/disaster preparation; shall the measure establishing a $\frac{3}{4}\text{¢}$ sales tax providing approximately \$22,500,000 annually until ended by voters; requiring public spending disclosure, audits, all funds for Clovis public safety, be adopted?

Seven-in-ten voters support the general-purpose measure, well above the majority vote threshold; support for the special purpose public safety measure is below the two-thirds threshold needed for passage.



A parcel tax is not viable.

I would like to ask you about a different measure that could be on the ballot instead of the measure you have been considering. Only one measure, if any, would be on the ballot at the same time. It would fund the same kinds of services as the measure you have been considering by levying \$395 per parcel annually providing \$15 million annually until ended by voters.

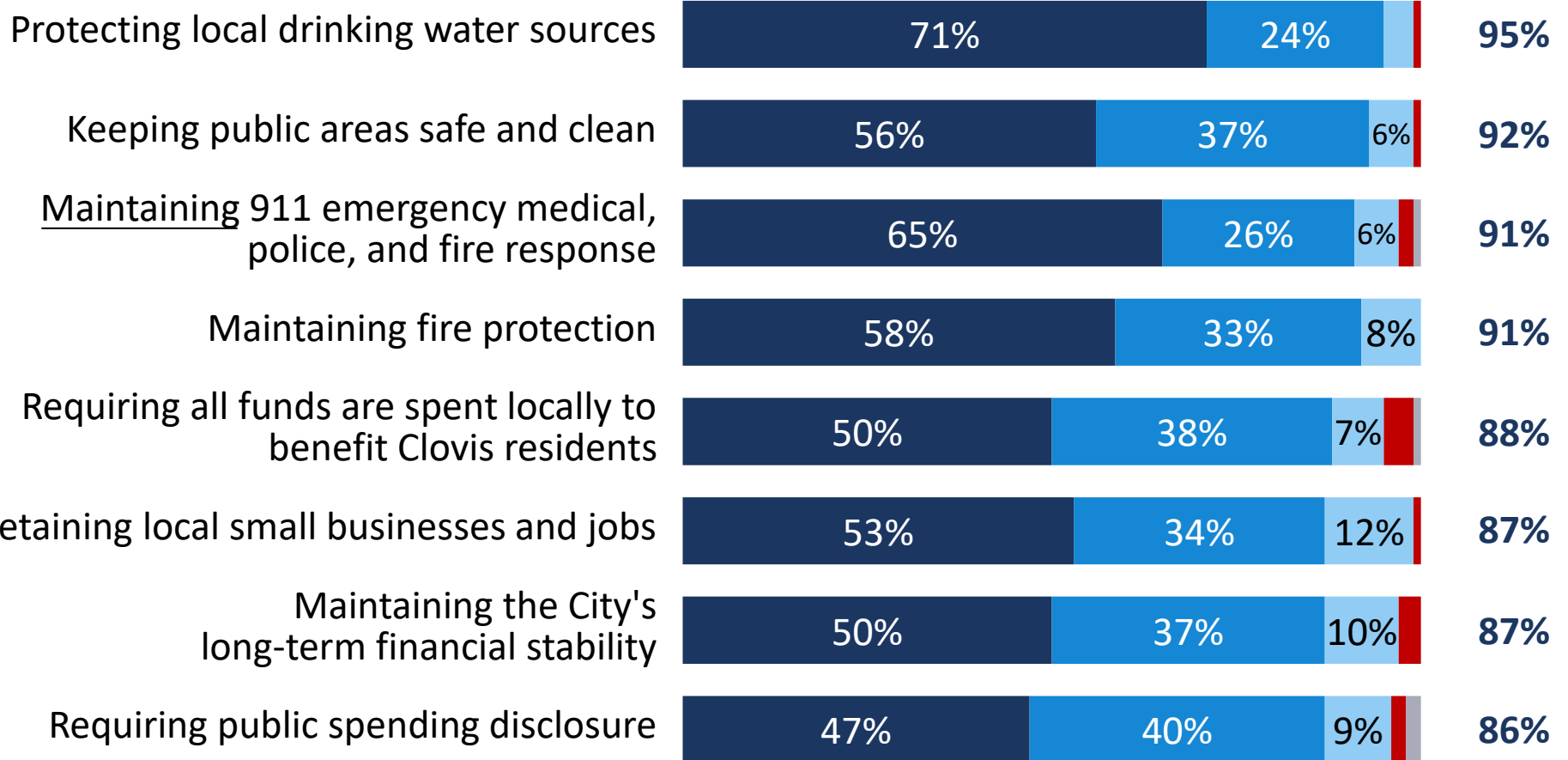




Community Priorities

Protecting local drinking water sources; keeping public areas safe and clean; maintaining 911 emergency response; maintaining fire protection; retaining local small businesses/jobs and fiscal accountability are among voters' leading priorities.

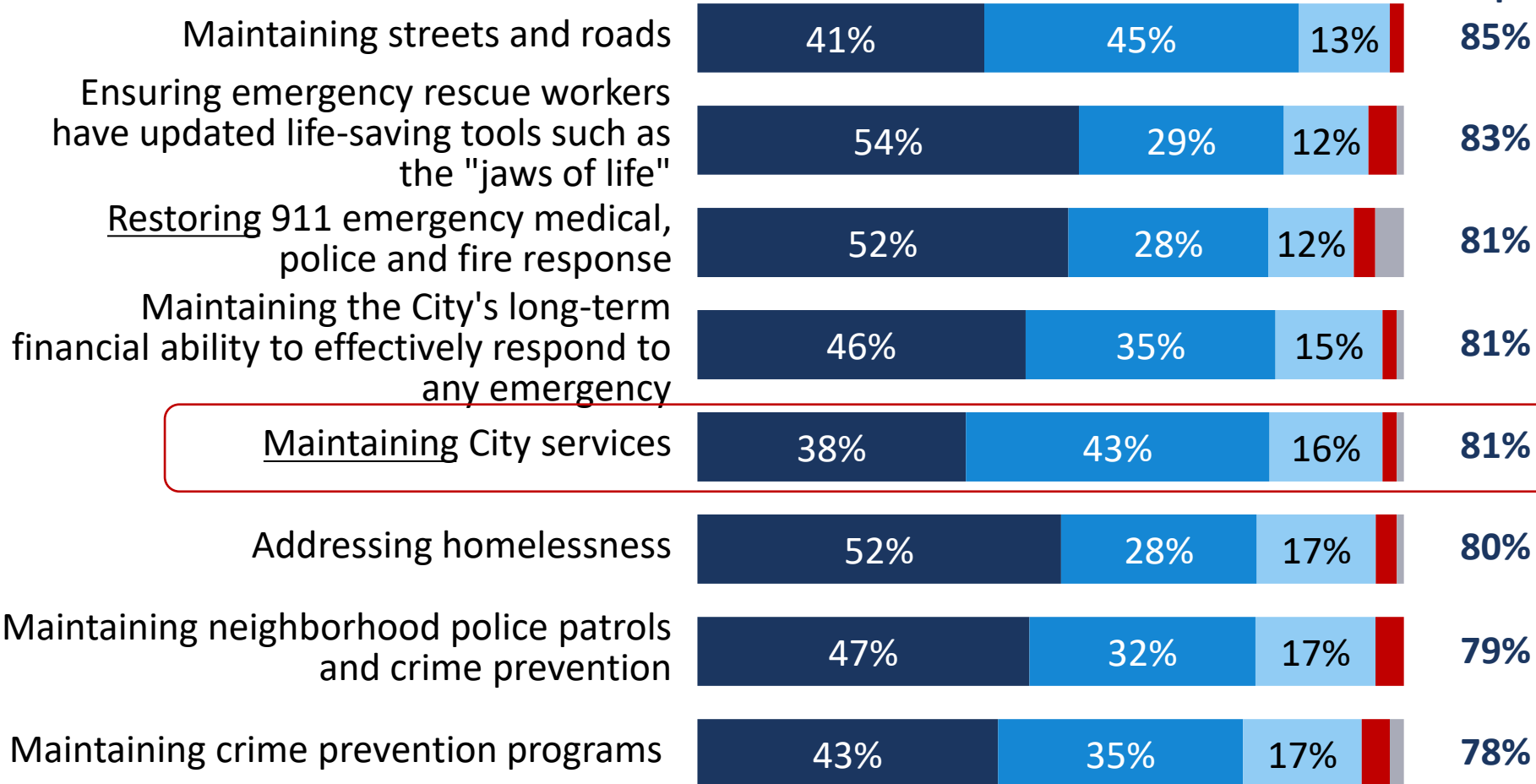
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not at All Impt. ■ Don't Know **Ext./Very Impt.**



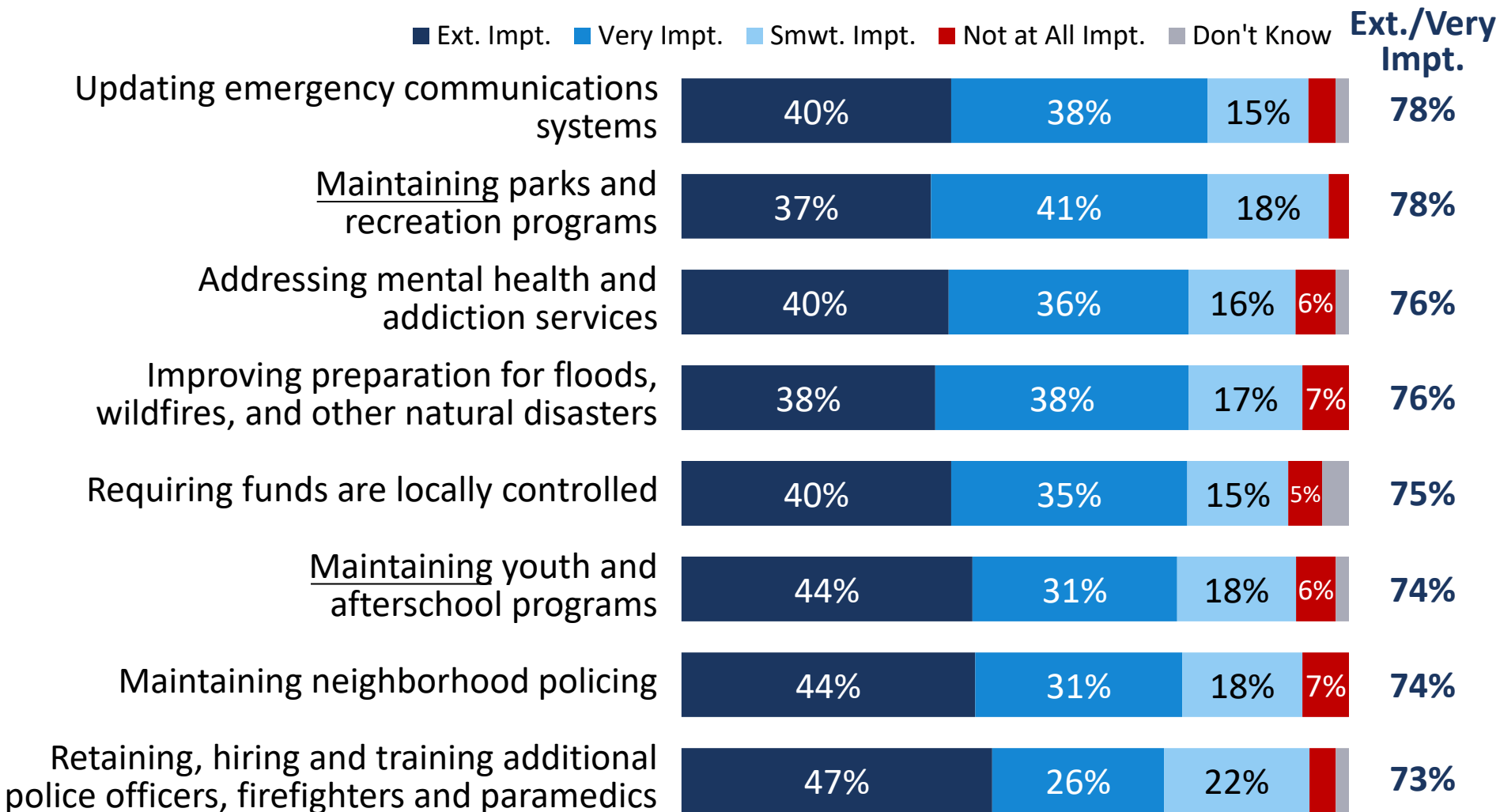
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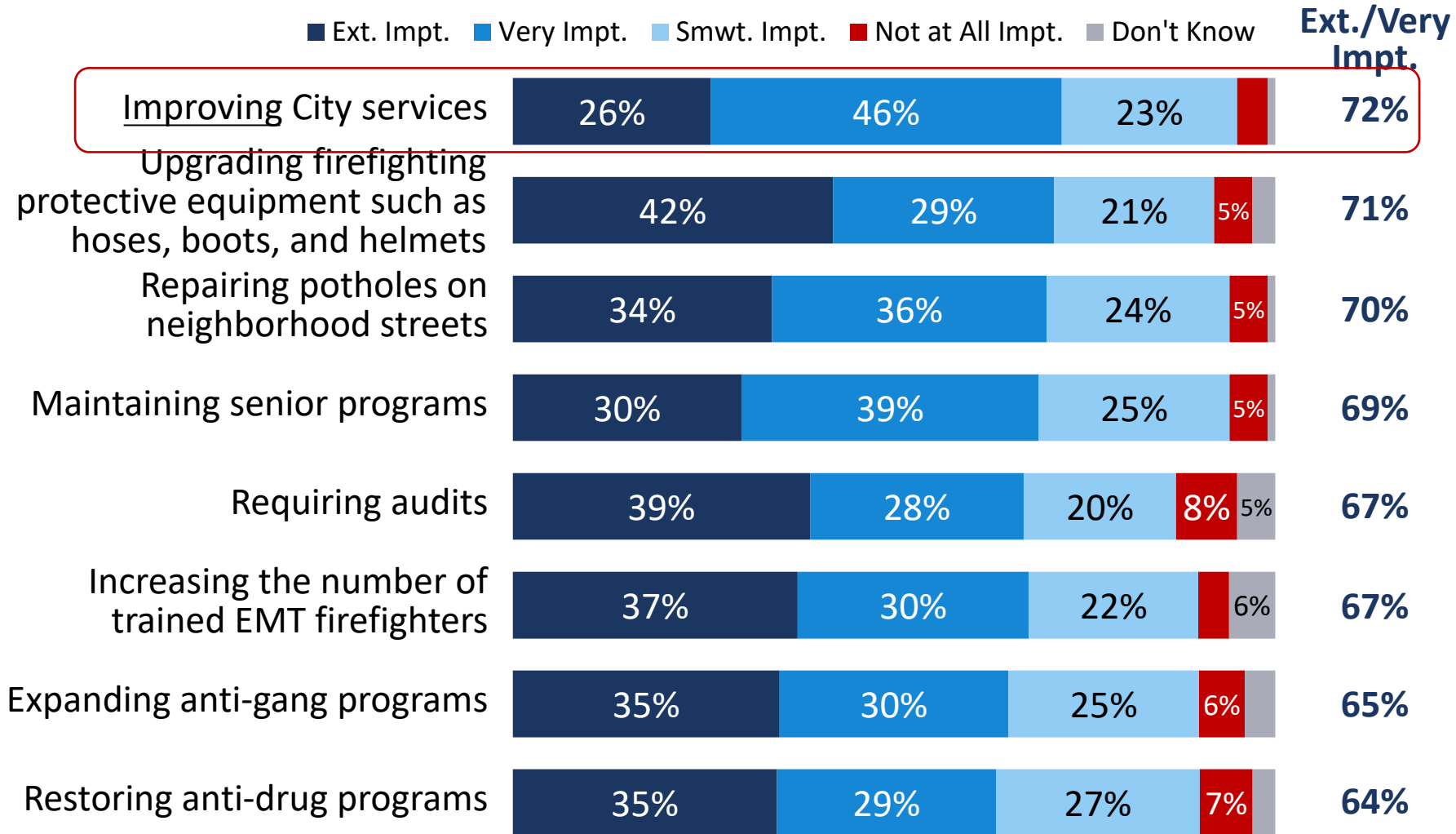
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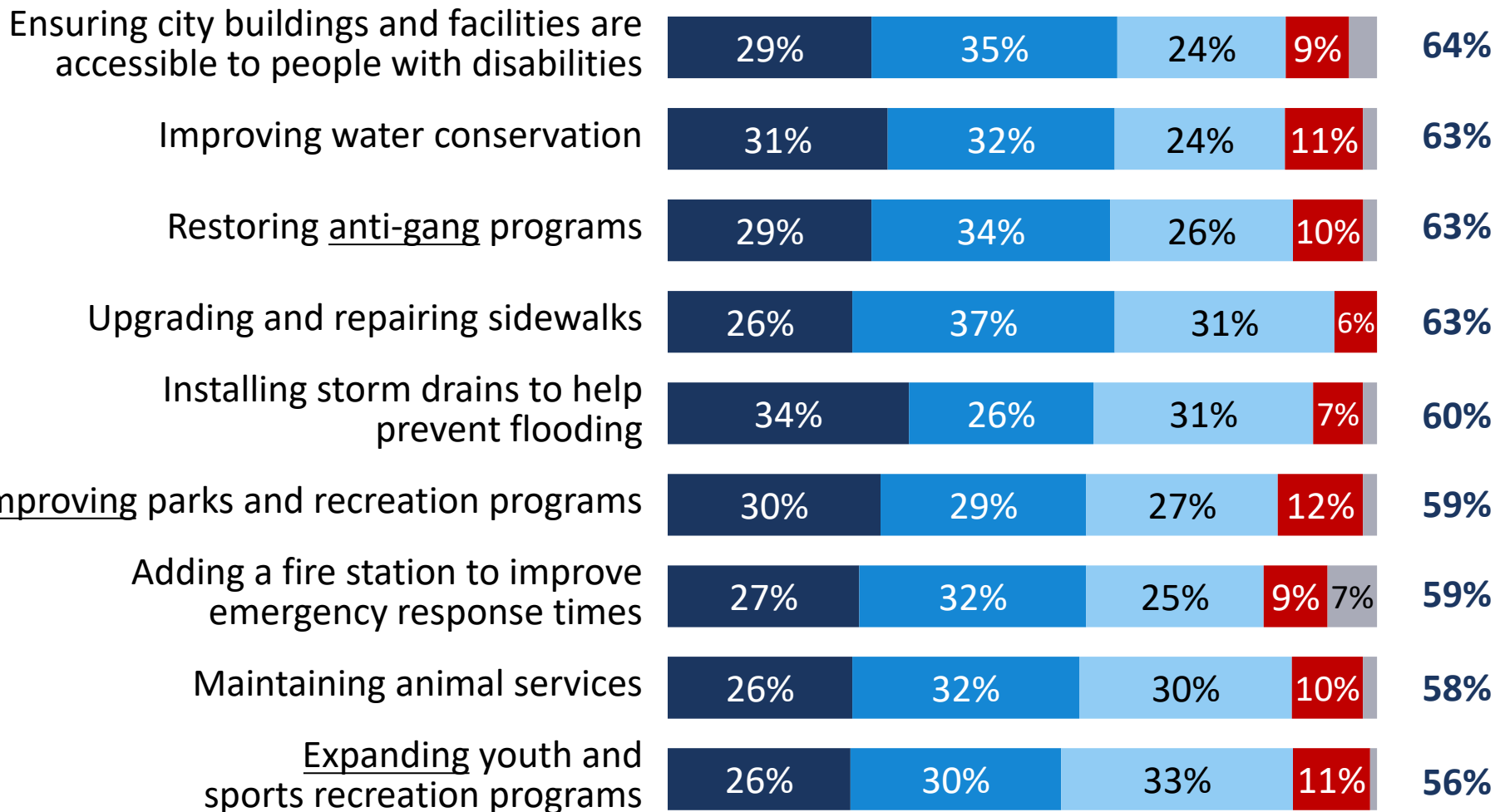
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■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not at All Impt. ■ Don't Know

Ext./Very Impt.



Summary of Results

- 61% of residents continue to believe Clovis is headed in the right direction, a strong finding in today's challenging state and regional environment.
- Over two-thirds of voters are extremely/very concerned about inflation/the cost of living and the cost of housing.
- More than/close to 90% of Clovis voters consider the following to be extremely/very important:
 - Protecting local drinking water sources
 - Keeping public areas safe and clean
 - Maintaining 911 emergency response
 - Maintaining fire protection
 - Retaining local small businesses/jobs
 - Fiscal accountability

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