



# City of Clovis Community Survey






*Highlights of a Survey of Likely Voters –  
Summer 2024*



FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES



# Survey Specifics and Methodology

<b>Dates</b>	July 13-18, 2024
<b>Research Population</b>	Likely November 2024 Voters in the City of Clovis
<b>Total Interviews</b>	547
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.0\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Survey Tracking</b>	September 2008, December 2008 and August 2023
<b>Languages</b>	English and Spanish

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



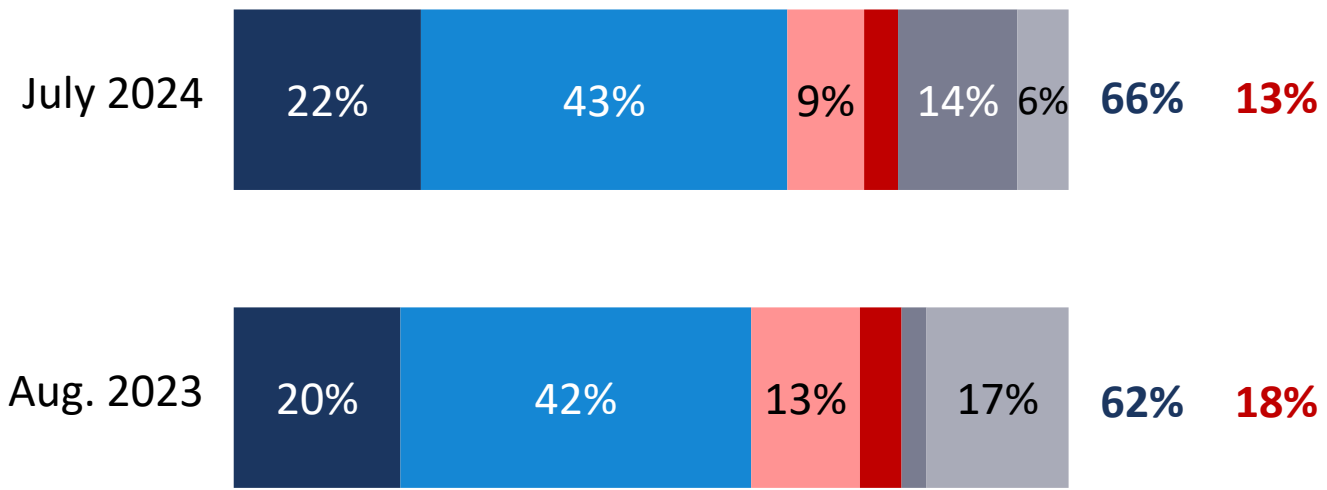
# **General Community Attitudes**

# Favorability of Clovis City government is up from last year and is far higher than the State government.

Very Fav. Smwt. Fav. Smwt. Unfav. Very Unfav. No Opin. Don't Know
**Total Fav.** **Total Unfav.**



Clovis City Government

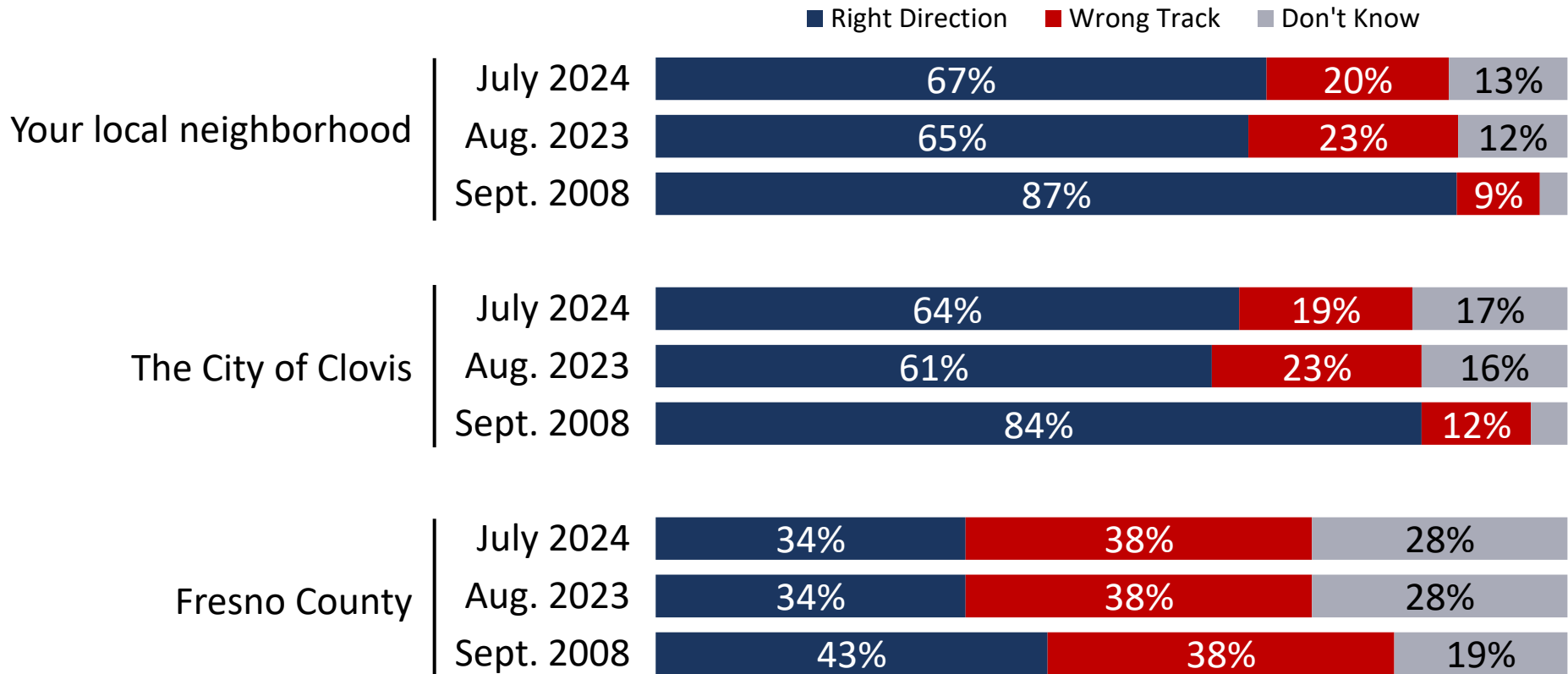


\*California State Government



# Local ratings are all positive and consistent with last year's ratings.

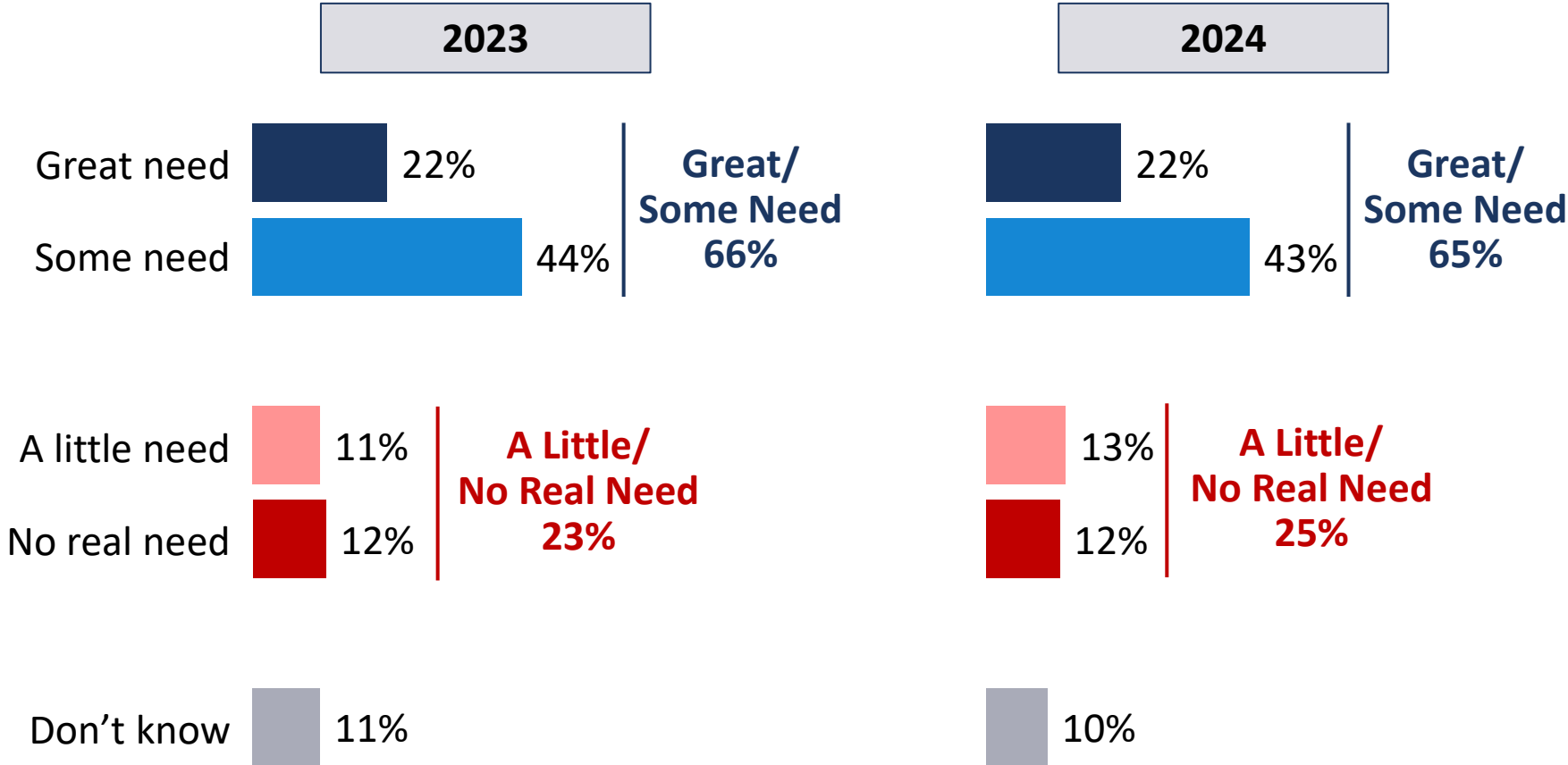
*Would you say that things in \_\_\_\_\_ are generally headed in the right direction or do you feel that things are off on the wrong track?*



# Men, seniors and Republicans are more likely to see things headed in the right direction.

Demographic Group	The City of Clovis		
	Right Direction	Wrong Track	Don't Know
<b>All Voters</b>	<b>64%</b>	<b>19%</b>	<b>17%</b>
<b>Gender</b>			
Men	71%	17%	12%
Women	58%	22%	21%
<b>Age</b>			
18-39	55%	25%	20%
40-64	66%	20%	14%
65+	73%	11%	16%
<b>Party</b>			
Democrats	56%	21%	23%
Independents	64%	18%	18%
Republicans	69%	19%	12%
<b>Race/Ethnicity</b>			
Whites	66%	20%	15%
Latinos	66%	14%	20%

# Two-thirds of residents continue to perceive there is a need for additional funding for City services.





# **Initial Attitudes on Clovis Public Safety and City Services Measure**



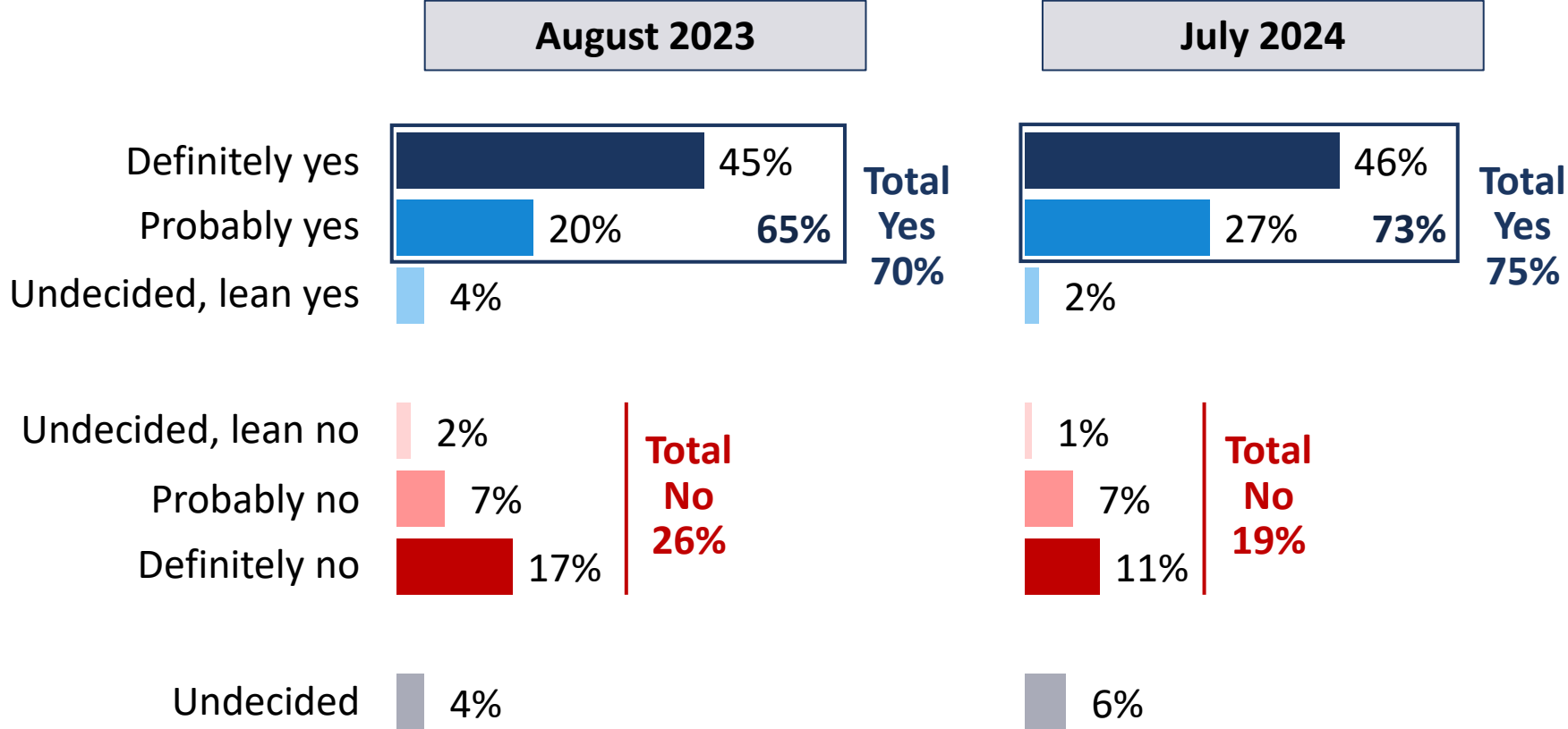
# Conceptual Ballot Measure Tested in Survey

*(Approved by City Attorney)*

## **CLOVIS PUBLIC SAFETY, CITY SERVICES MEASURE.**

Shall the measure maintaining 911 emergency medical/police/fire/paramedic response, fire protection, police patrols; keeping public areas safe/clean; retaining local small businesses/jobs; protecting local drinking water sources; accelerating repairs to streets/roads; addressing homelessness; maintaining youth, parks programs; and other City services, by establishing a 1¢ sales tax providing approximately \$28,000,000 annually until ended by voters; requiring public spending disclosure, all funds spent locally, be adopted?

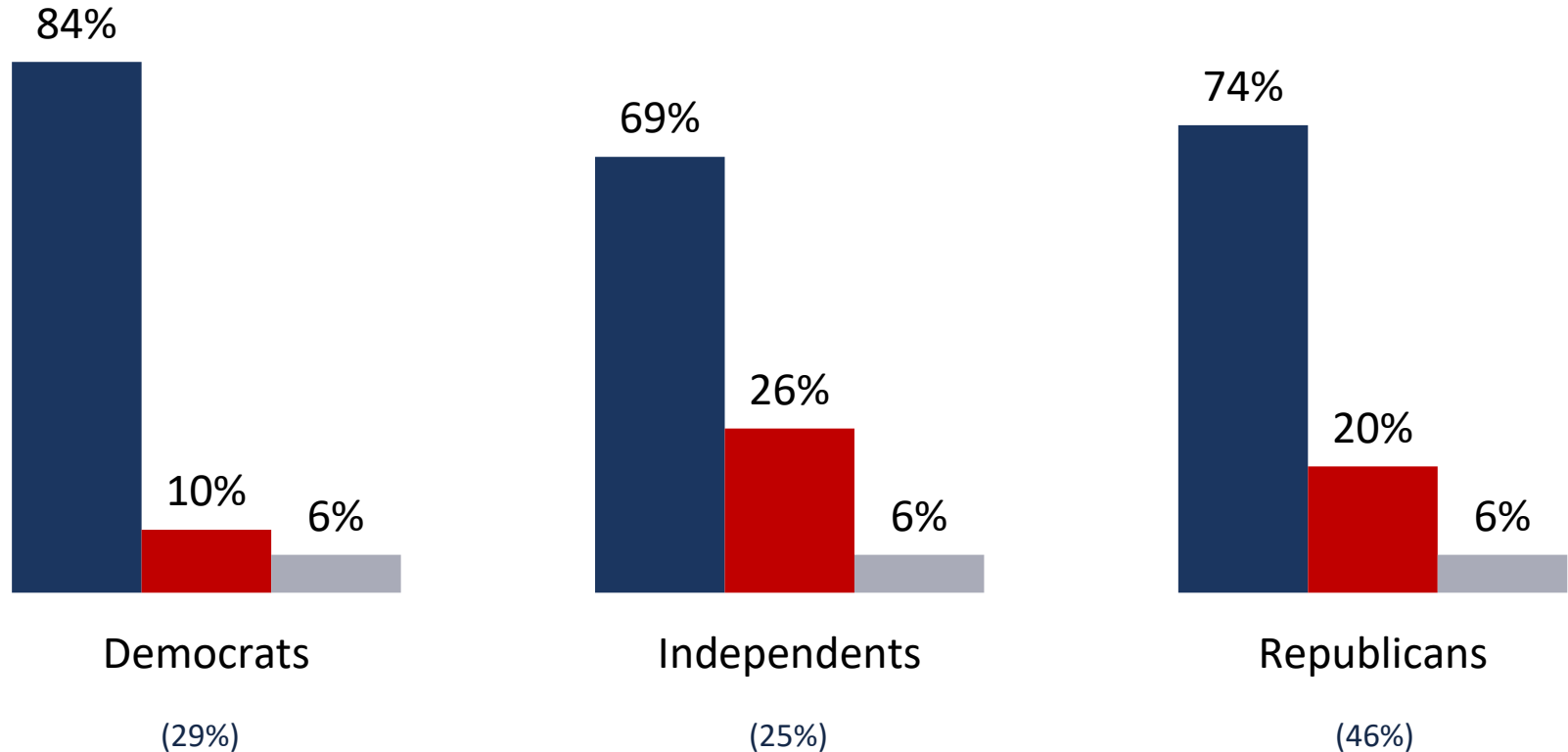
# Three-quarters of Clovis voters support the one-cent measure, a substantial increase from last year and well above the majority vote threshold needed for passage.



# There is strong bipartisan support for the measure, including nearly three-quarters of Republican voters.

*Initial Vote by Party*

■ Total Yes ■ Total No ■ Undecided

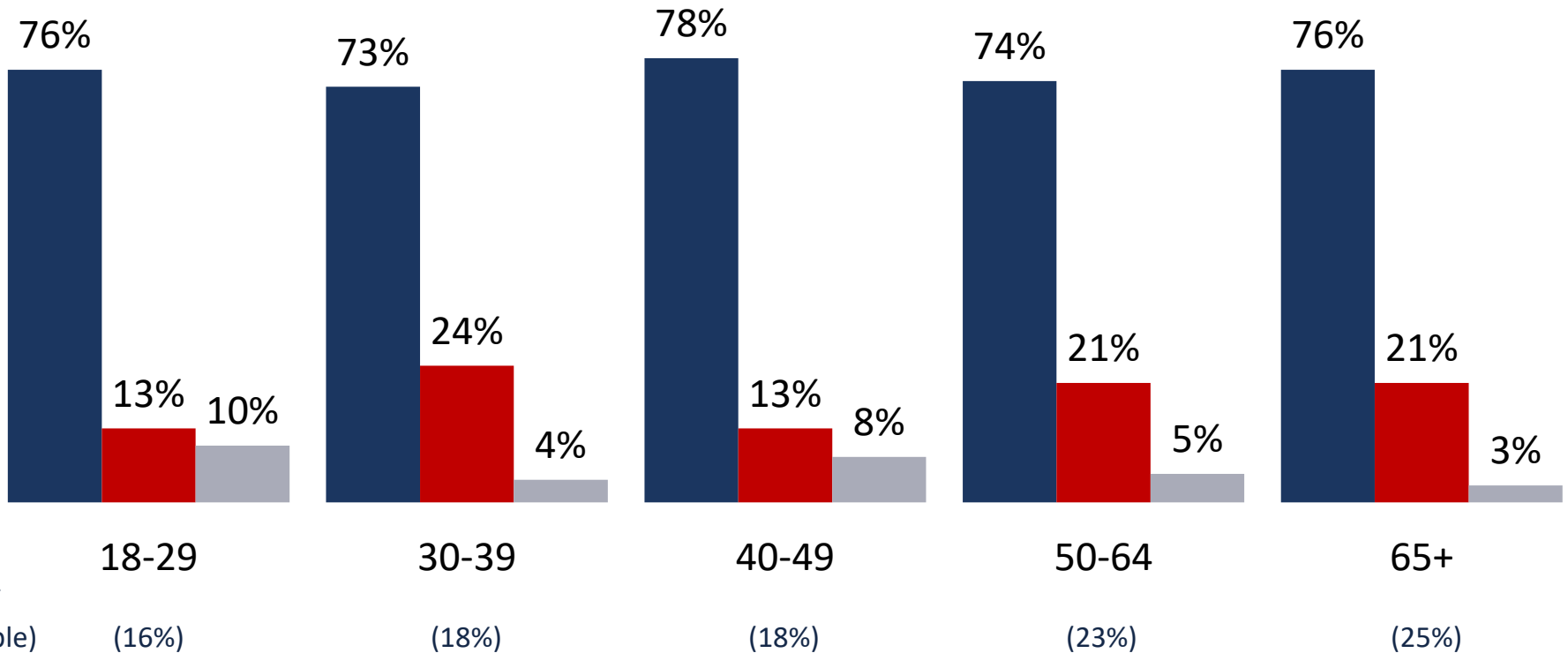


(% of Sample)

# There is high and consistent support for the measure across age groups.

Initial Vote by Age

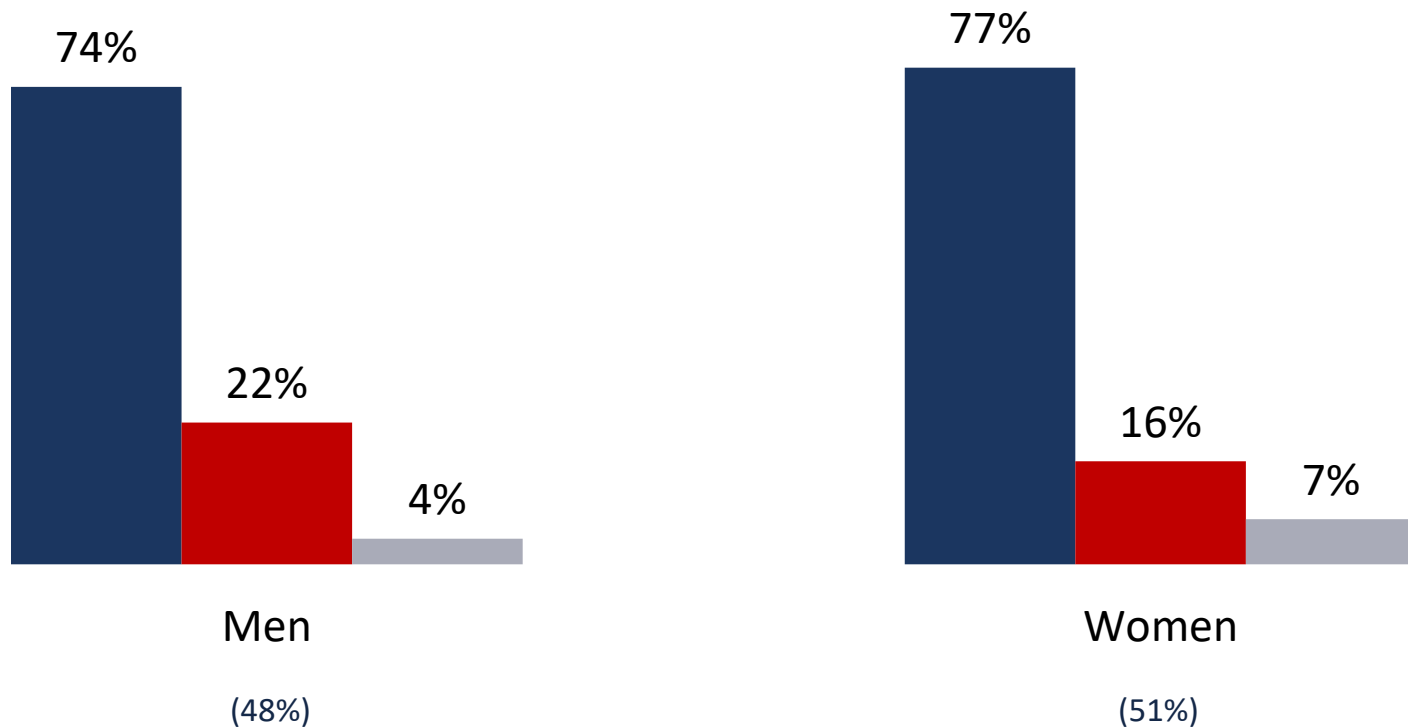
■ Total Yes ■ Total No ■ Undecided



# Both men and women very strongly favor the measure.

*Initial Vote by Gender*

■ Total Yes ■ Total No ■ Undecided

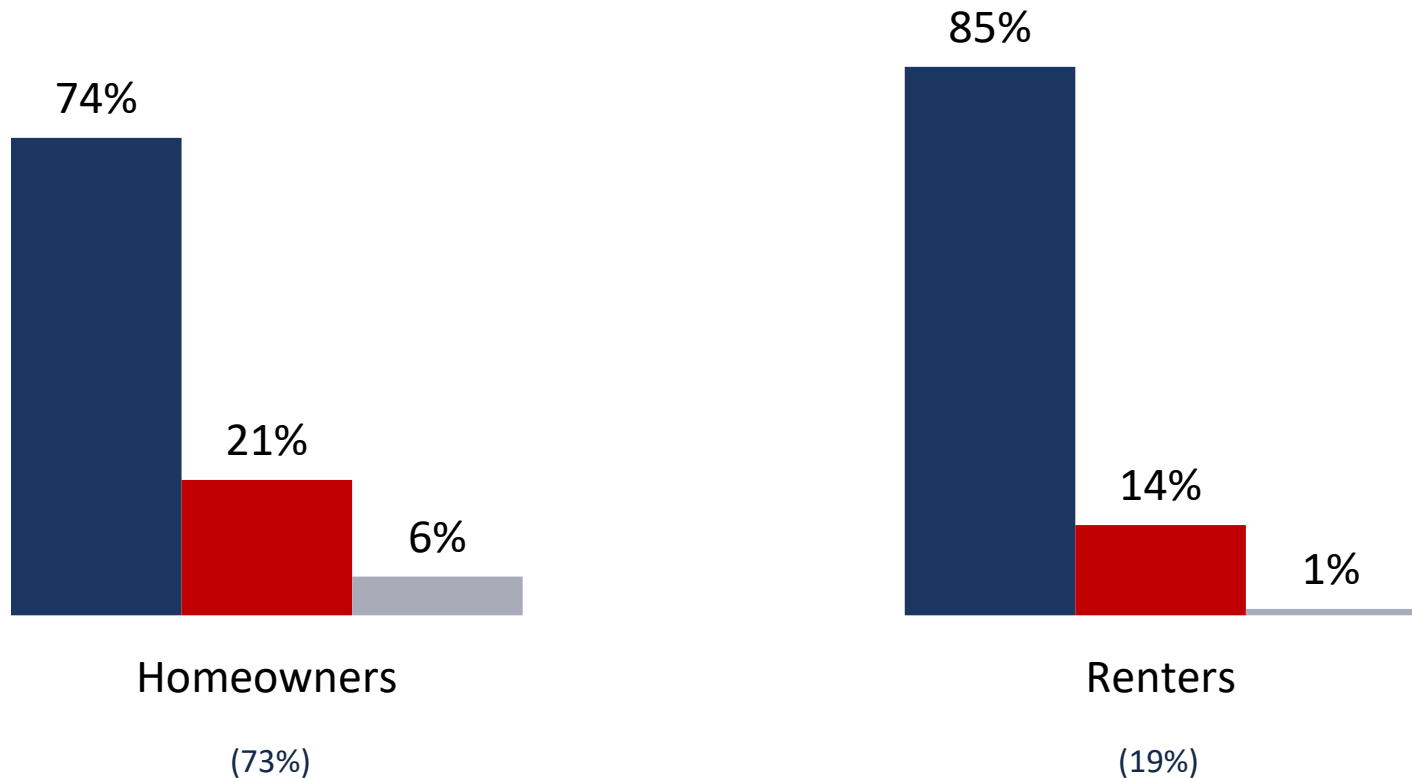


(% of Sample)

# The measure has very strong support from both homeowners and renters.

*Initial Vote by Residence*

■ Total Yes ■ Total No ■ Undecided

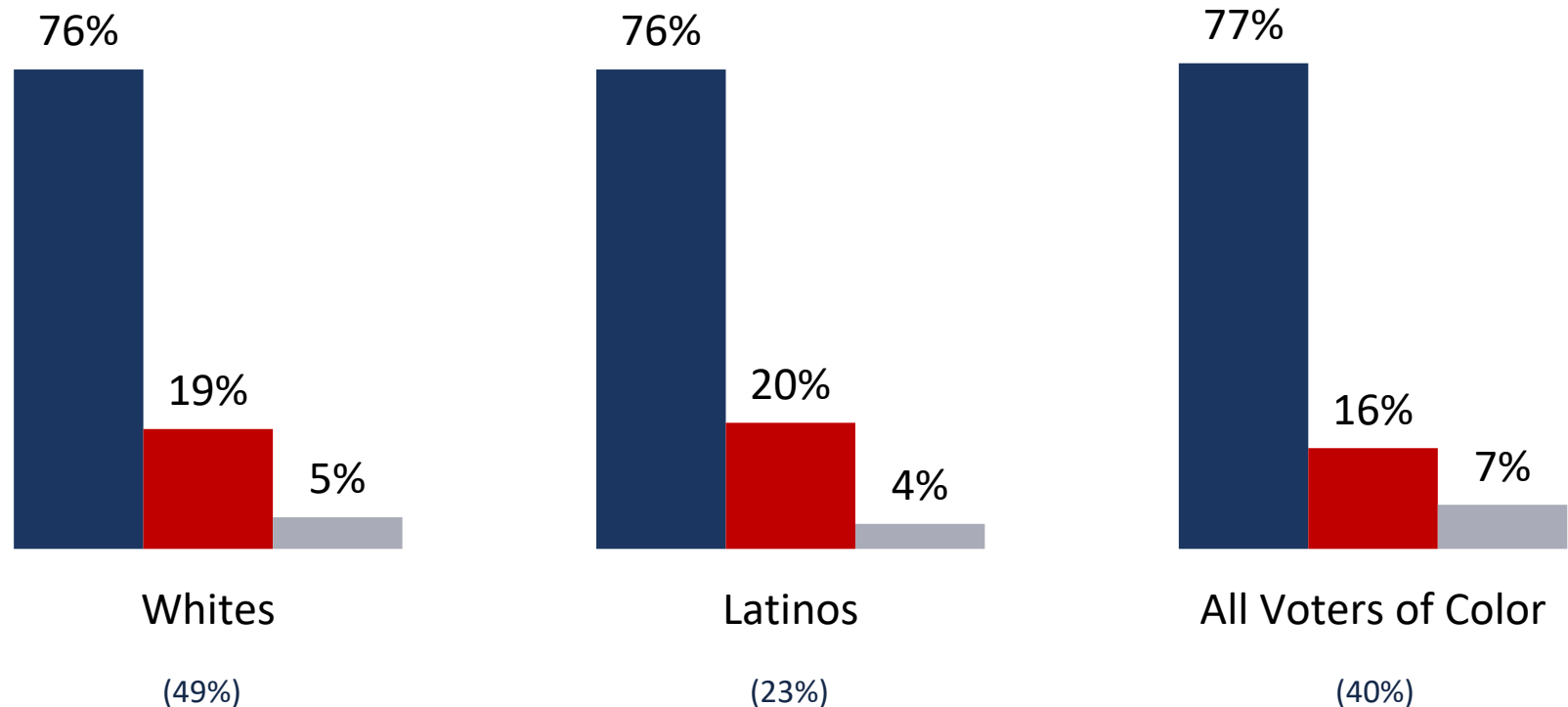


(% of Sample)

# Opinions on the measure are nearly equally favorable across racial/ethnic groups.

*Initial Vote by Race/Ethnicity*

■ Total Yes ■ Total No ■ Undecided

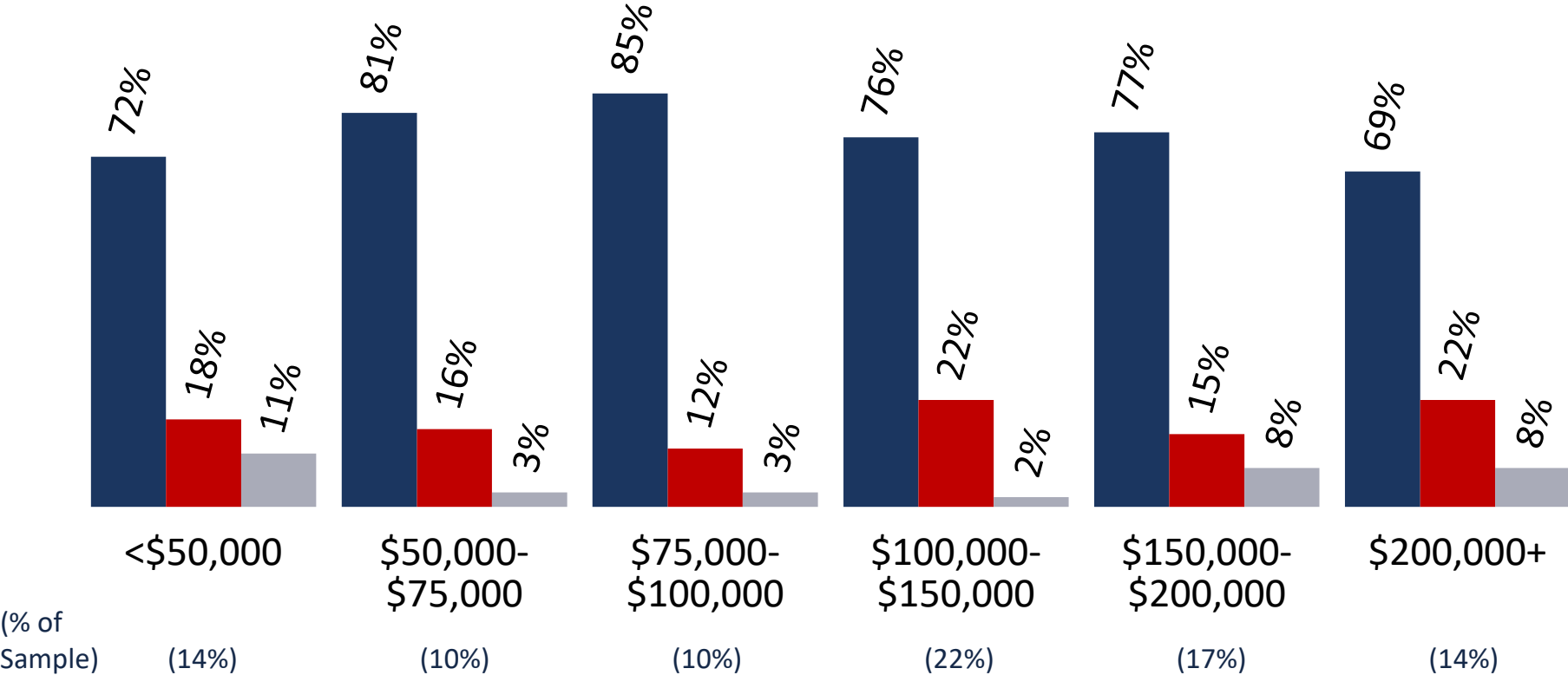


(% of Sample)

# There are high levels of support for the measure across income categories.

Initial Vote by Household Income

■ Total Yes ■ Total No ■ Undecided

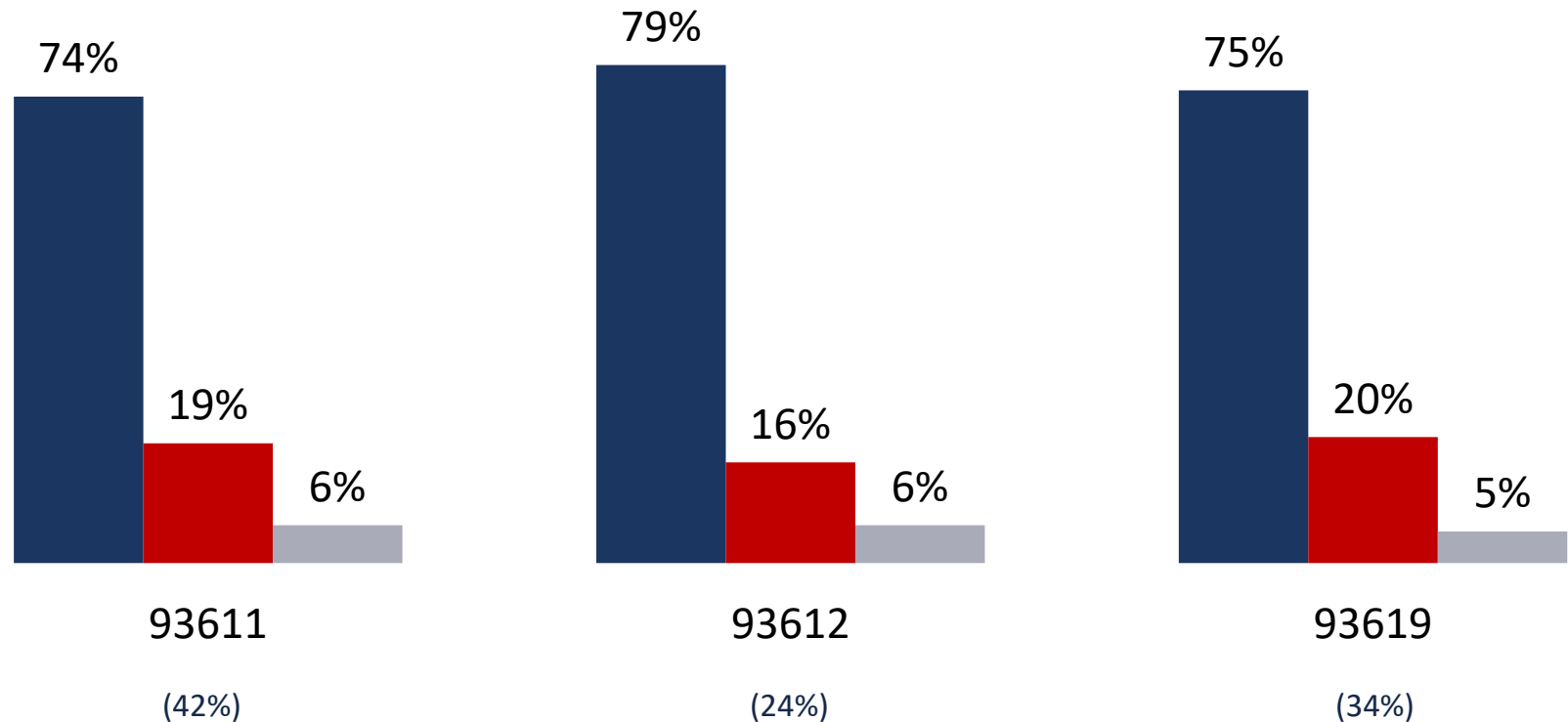




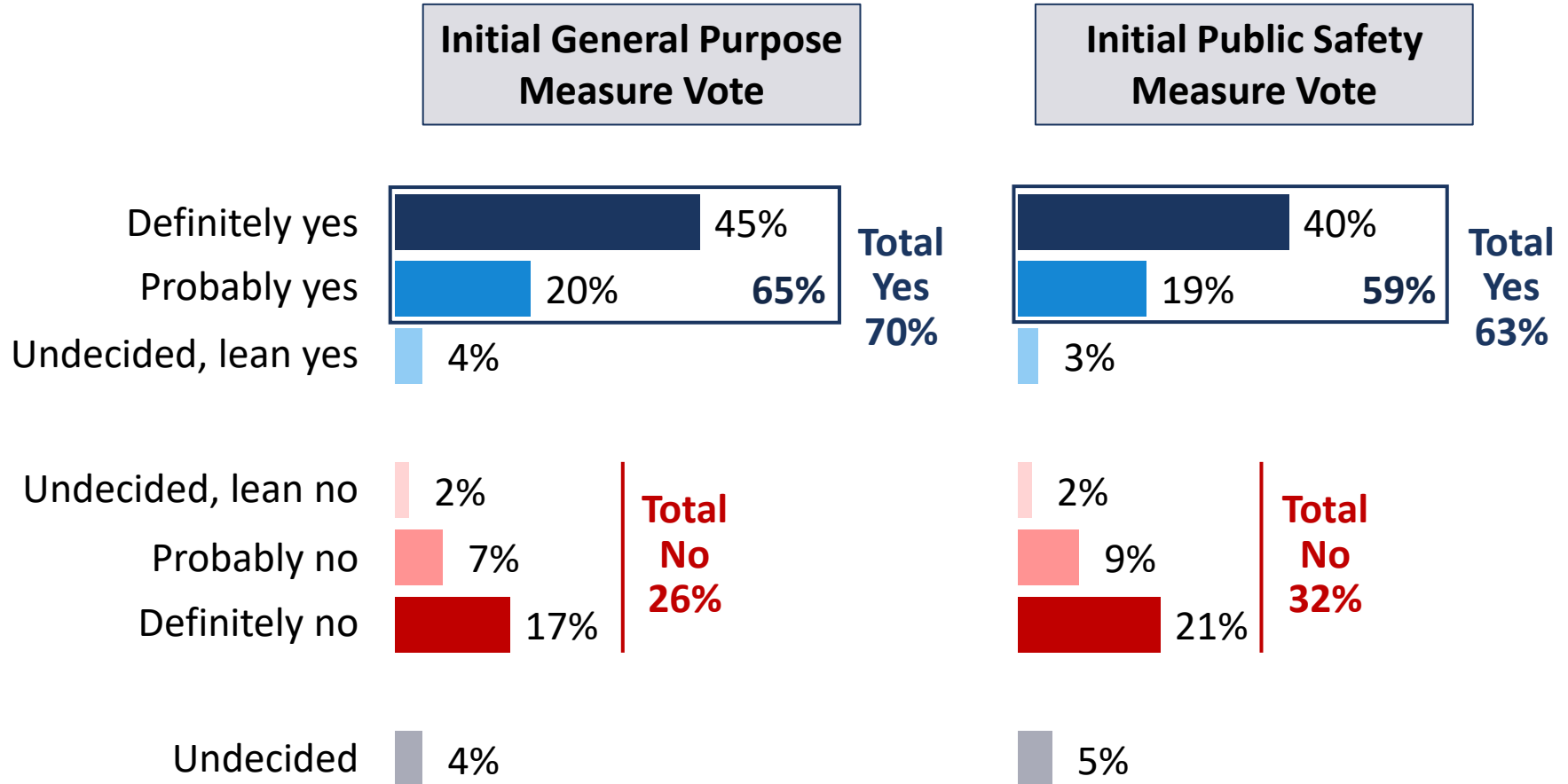
# There is very strong support for the measure in all ZIP codes within the city.

Initial Vote by ZIP Code

■ Total Yes ■ Total No ■ Undecided



# In the August 2023 survey, there was more support for a general purpose measure than a dedicated public safety measure.





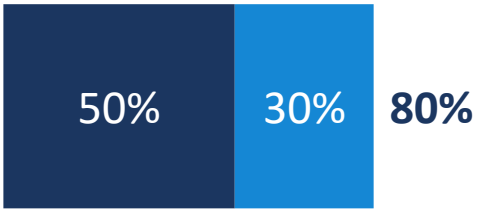
# **Impact of Information**

# The strongest themes about the measure relate to staffing of public safety agencies, medical response times and providing the range of services that protect the City's way of life.

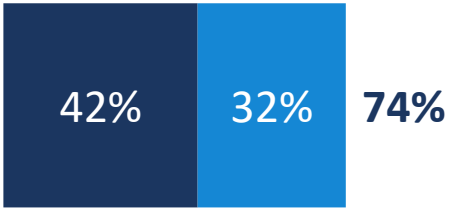
*(Ranked by Much More Inclined to Vote Yes)*

■ Much More Incl. ■ Smwt. More Incl.

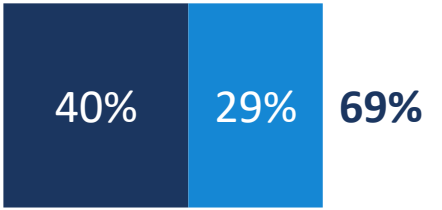
**(SAFETY STAFFING)** The City of Clovis has the same number of firefighters and police officers as we had over 15 years ago, while our population has increased nearly 40%. This has increased 911 response times for police and fire, making us all less safe. This measure will help Clovis improve 911 response times and save lives.



**(RESPONSE TIMES – MEDICAL)** When you have an emergency, seconds count. Approximately two-thirds of all calls to the Clovis Fire Department are related to medical emergencies. This measure will help improve response times from 11 minutes to the standard of 6 and a half minutes in all areas of the city, and ensure our City has the needed firefighters and paramedics, while increasing the number of certified EMT firefighters and lifesaving equipment to respond to emergencies and save lives.



**(WAY OF LIFE)** Clovis is the safest city in the Valley and a great place to live, work and raise a family. But our community is facing new and growing challenges from crime and homelessness coming from neighboring communities, increasing potholes on local streets and roads, and increasing costs of providing basic services. This measure is needed to maintain our Clovis way of life.

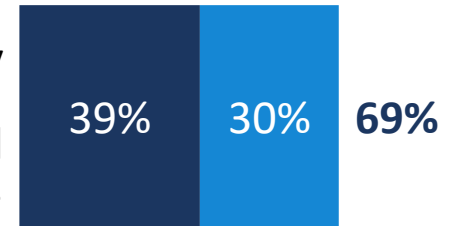


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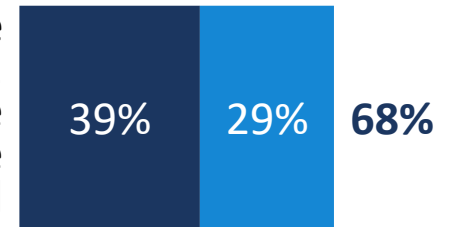
(Ranked by Much More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

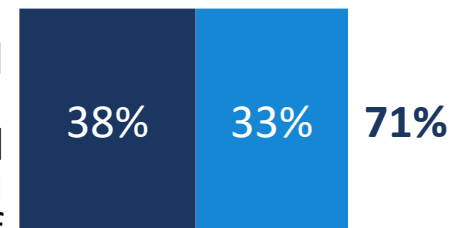
**^(ACCOUNTABILITY)** This measure includes tough accountability provisions such as requiring public disclosure of all spending and guaranteed annual independent audits. These fiscal safeguards will ensure funds are used efficiently, effectively and as promised.



**(CRIME)** All across our region, crime – including violent crime and property crime – have been increasing. Last year alone, there were nearly 900 robberies and burglaries and nearly 230 car thefts. This measure will help maintain and improve 911 emergency response times, increase the number of police officers in the City, and ensure there are additional neighborhood police patrols to keep residents and their property safe.



**(YOUTH/PARKS/SENIORS)** Passing this measure will help make sure Clovis is providing the level of services that residents want and need. It will help the City maintain local parks, recreational facilities and trails so they are clean and safe for families and people of all ages. Additionally, it will maintain senior programs, as well as after-school and other programs for children and youth that provide safe and supervised activities for thousands of local kids to help keep them off the streets and out of trouble.

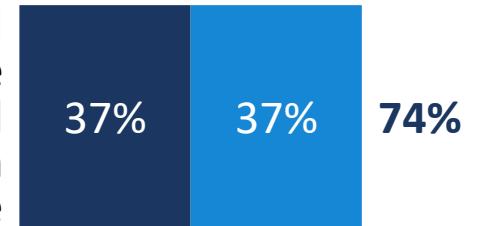


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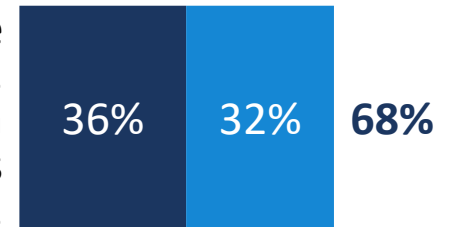
*(Ranked by Much More Inclined to Vote Yes)*

■ Much More Incl. ■ Smwt. More Incl.

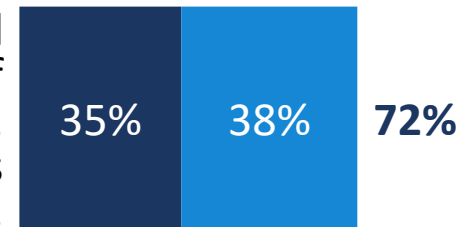
**(STREETS)** Clovis is known for having better local streets and roads than other nearby areas, but last year's rain and windstorms damaged streets and created more potholes. This measure will help accelerate road repairs and get our local streets and roads up to their normal high standards. It will cost less to make the repairs now, rather than letting the problem get worse and costing all of us more in the long run.



**(LOCAL CONTROL)** All funds raised by a City of Clovis finance measure are legally required to be spent in our City to benefit Clovis residents. The measure guarantees local control of our local funding and a source of funding for public safety and other essential City services that cannot be taken by the county, state or federal government.



**(RESPONSE TIMES – STRUCTURES)** Most structure fires start small and within eight minutes are out of control; resulting in the spreading of fire to neighboring structures and/or the starting of wildfires. This measure is needed to maintain the Clovis Fire Department's ability to respond quickly to fires to protect homes and save lives.

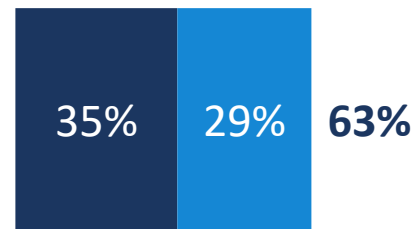


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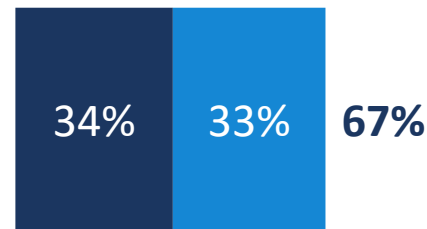
(Ranked by Much More Inclined to Vote Yes)

■ Much More Incl. ■ Smwt. More Incl.

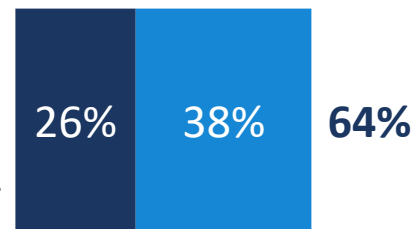
**^(RETAIN BUSINESSES)** Our local small businesses are an essential part of the Clovis way of life. But state regulations and the cost of living are making it harder for our local small businesses to survive. This measure helps support Clovis' small business owners with economic development programs and keeping our city clean, safe and a great place for residents to shop locally.



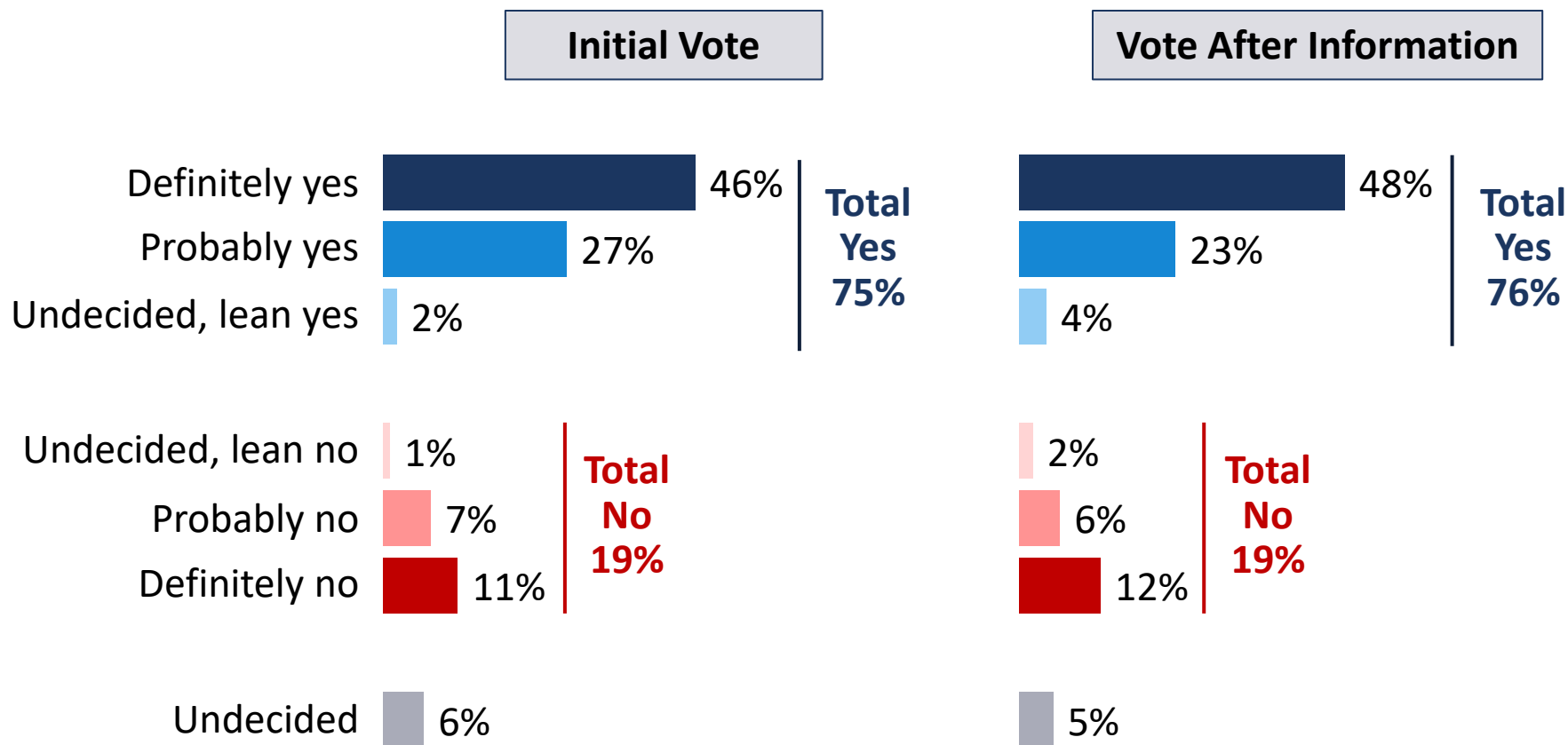
**(STATE DEFICIT – A)** Like many cities in California, Clovis has been affected by the increasing costs of the State's programs and regulations, and funding cuts to local communities like ours. As the State has done in the past, the reported \$28 billion budget deficit is being balanced with cuts to local funding available to Clovis and its residents. To protect our residents, the City must increase local control over our own funding. Every penny raised by this measure is legally required to stay in the City of Clovis, ensuring local control and sufficient funds to address the needs of our local residents.



**(STATE DEFICIT – B)** The state's reported \$28 billion deficit this year resulted in massive funding cuts for local communities that will severely impact Clovis' ability to provide local services. All funds raised by this measure are legally required to stay in the City of Clovis, ensuring local control and sufficient funds to address the needs of our residents – regardless of the state's ongoing budget problems.

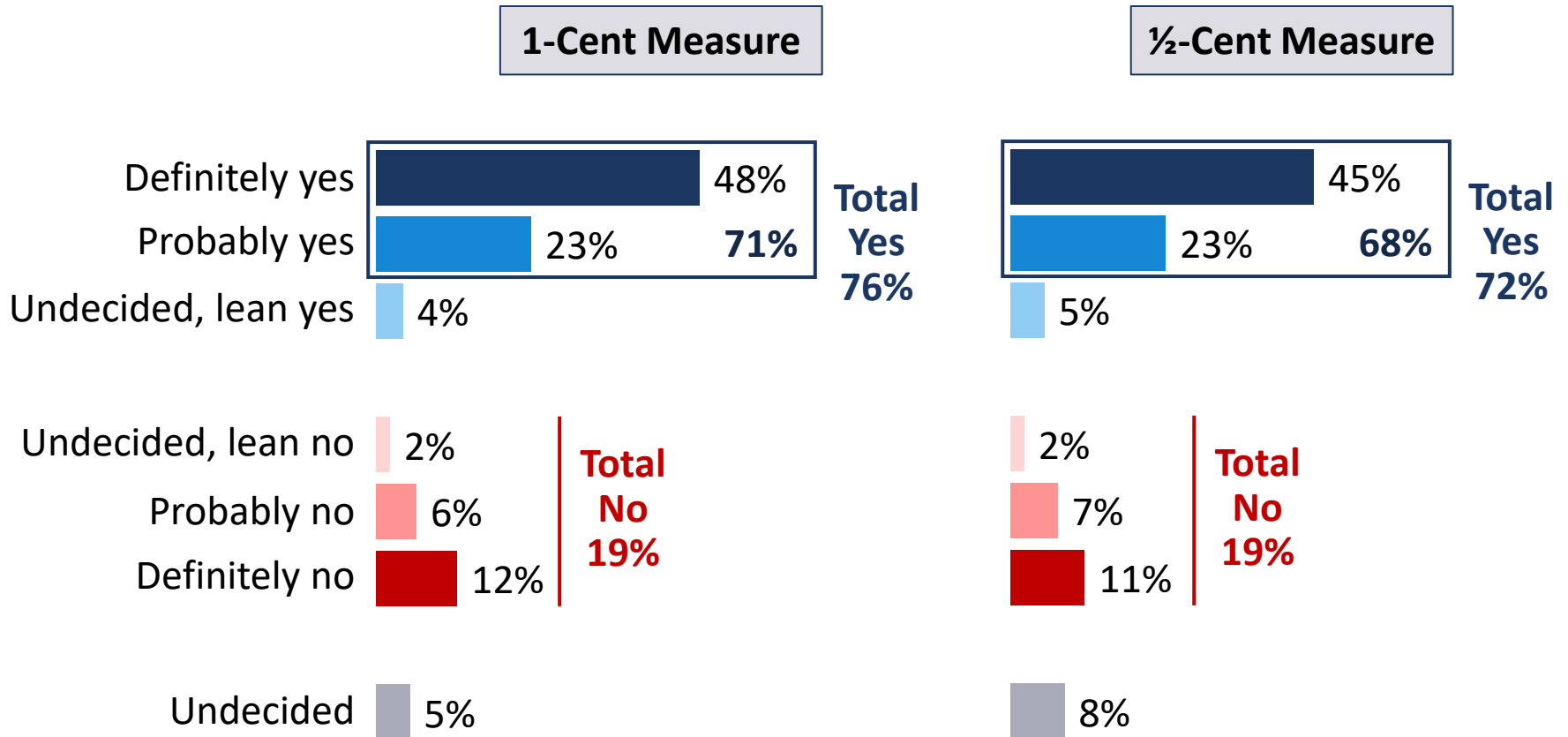


# Support for the measure remains very strong after information.





# There is less support for a ½-cent measure than the 1-cent option.



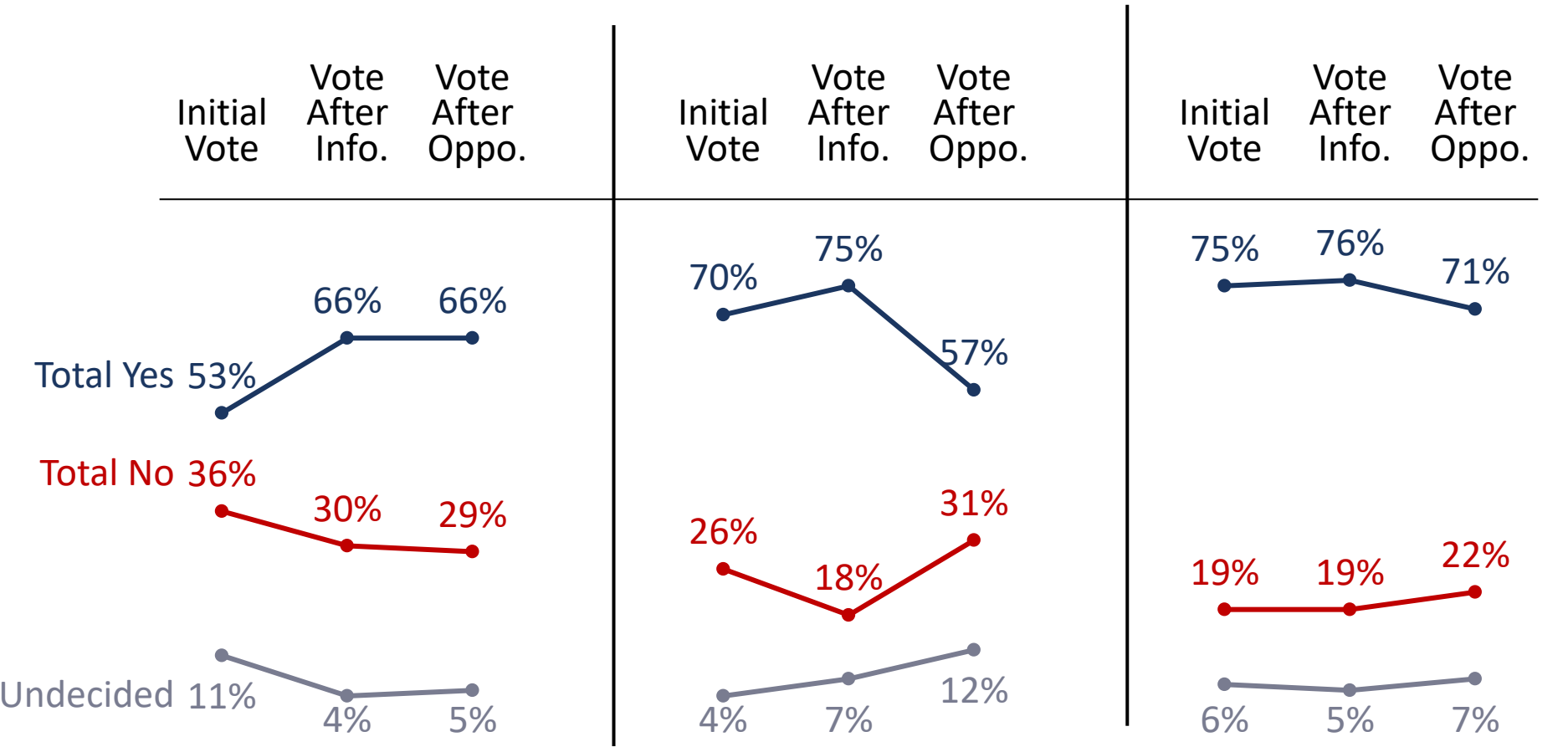
Based on this description, would you vote yes in favor of the measure or no to oppose it? As you have heard, this ballot measure would provide approximately \$28 million for local fire, police, emergency medical, paramedic response and other essential City services by establishing a one-cent sales tax. What if instead the measure was a one-half of a cent sales tax which would provide half as much money – \$14 million – for public safety and other essential City services? If that were the case, would you vote yes in favor of the measure or no to oppose it?

# Support for the measure remains strong after a full back-and forth of information opposition messaging does not affect viability for a simple majority requirement measure.

September 2008

August 2023

July 2024





# Conclusions

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- Voters continue to have very positive feelings about the direction of the City of Clovis and also perceive that the City needs additional funding.
- A 1-cent general purpose sales tax measure is viable for the November 2024 ballot with initial support reaching 75% for a simple majority-vote measure.
- The measure has broad support including majorities of voters in virtually every demographic and geographic subgroup.