



Survey of City of Davis Voters

Conducted for the City of Davis
May, 2019

Methodology

- ▶ Mixed-mode survey of City of Davis voters
 - Voters were contacted for phone interviews via landline and cell phone, and to complete a web version of the survey via email and text invitation
- ▶ Conducted May 23-31, 2019
- ▶ 500 completed interviews; overall margin of error ± 4.38 percentage points
- ▶ Where applicable, results compared with:

| Conducted by | Methodology | Dates | Target Universe | Sample Size | Margin of Error |
|----------------|------------------|------------------|----------------------|-------------|-------------------|
| Godbe Research | Telephone Survey | June 11-16, 2014 | City of Davis Voters | n=504 | ± 4.3 percent |
| Godbe Research | Telephone Survey | June 2-4, 2007 | City of Davis Voters | n=600 | ± 4.0 percent |

Please note that due to rounding, some percentages may not add up to exactly 100%.

Project Purpose

- ▶ Understand satisfaction with City of Davis services, features, and quality of life
- ▶ Determine the likelihood of success of a measure to renew the City's one percent sales tax
- ▶ Explore the preferred methods of communication about Davis news and events

Key Findings

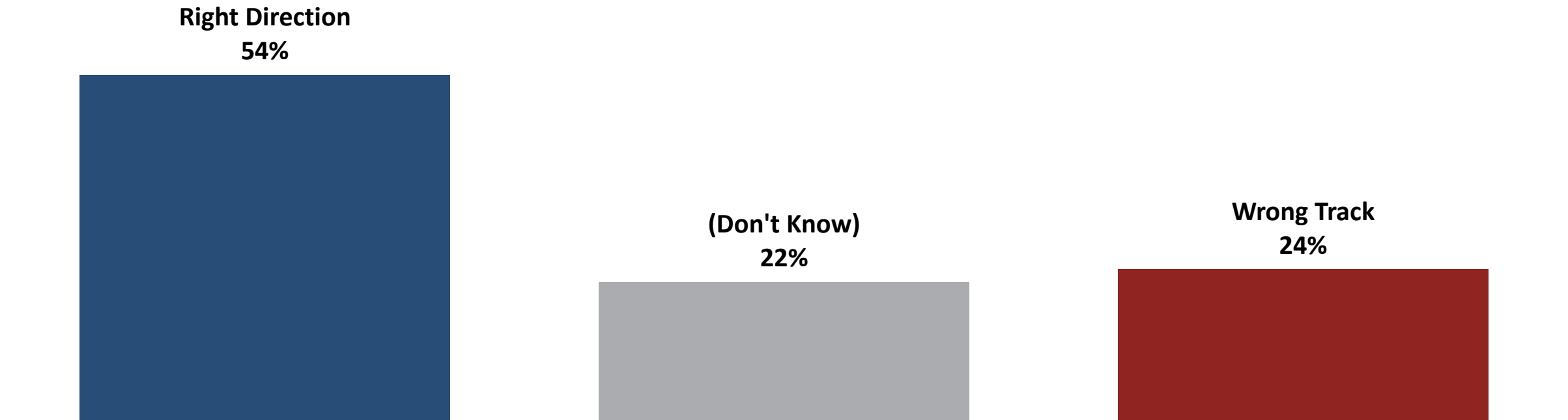
- ▶ Voters are overwhelmingly satisfied with the local quality of life in Davis, as well as safety, the City's image and reputation and many services provided by the City.
- ▶ Most voters trust the City's leaders to solve difficult problems and have confidence in the management of tax dollars.
- ▶ There is significant concern about housing affordability.
- ▶ The vast majority of voters would support a measure to renew the City's one percent sales tax.
- ▶ Maintaining emergency response times and maintaining City roads, sidewalks and bike paths are particularly high priorities.
- ▶ The Davis Enterprise stands out as a useful source of news and events about things happening in Davis. Social media and the City's website are also viewed as useful by many.



Issue Environment

Right Direction/Wrong Track

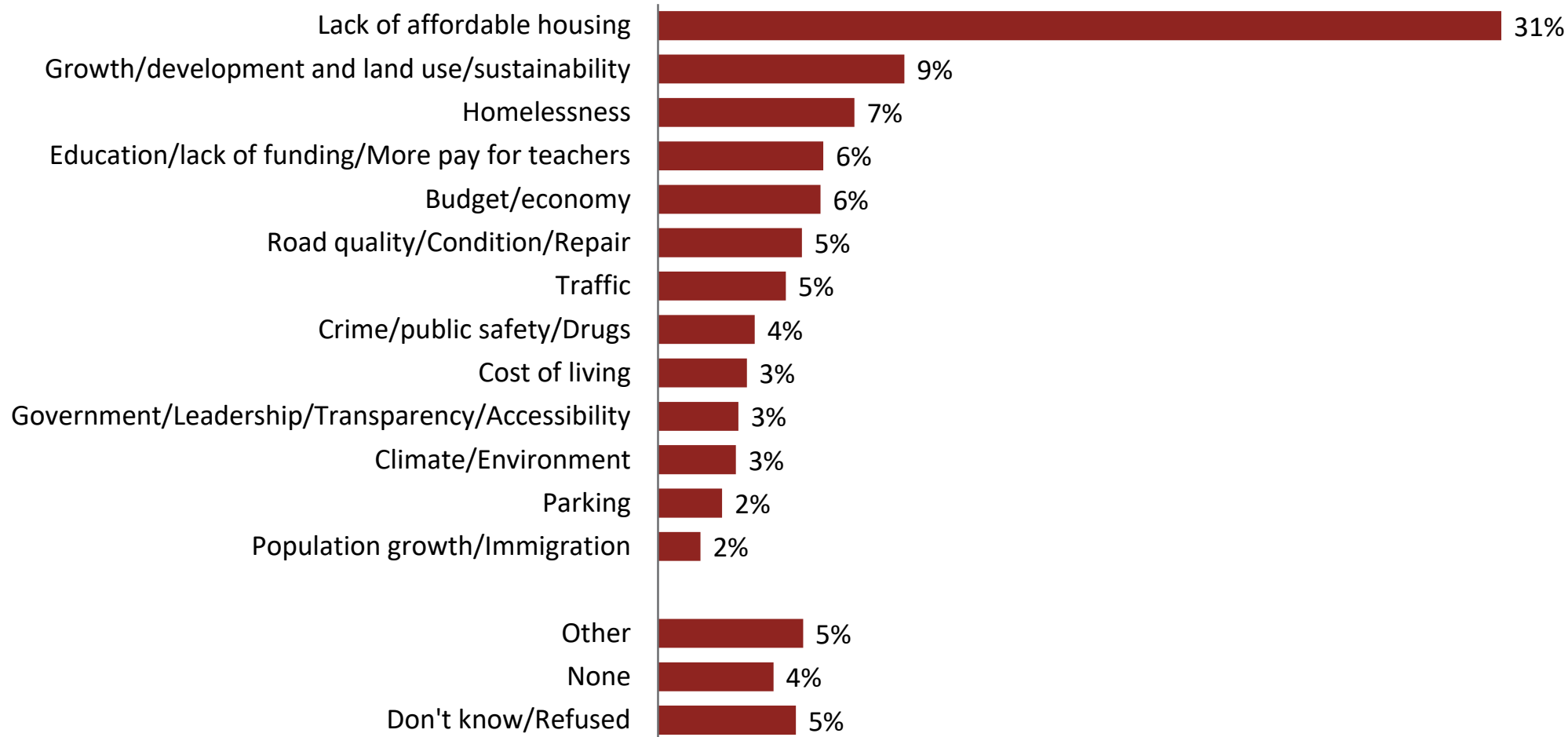
Over half of Davis voters are optimistic about the direction of the City.



Q3. Do you feel that things in the City of Davis are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

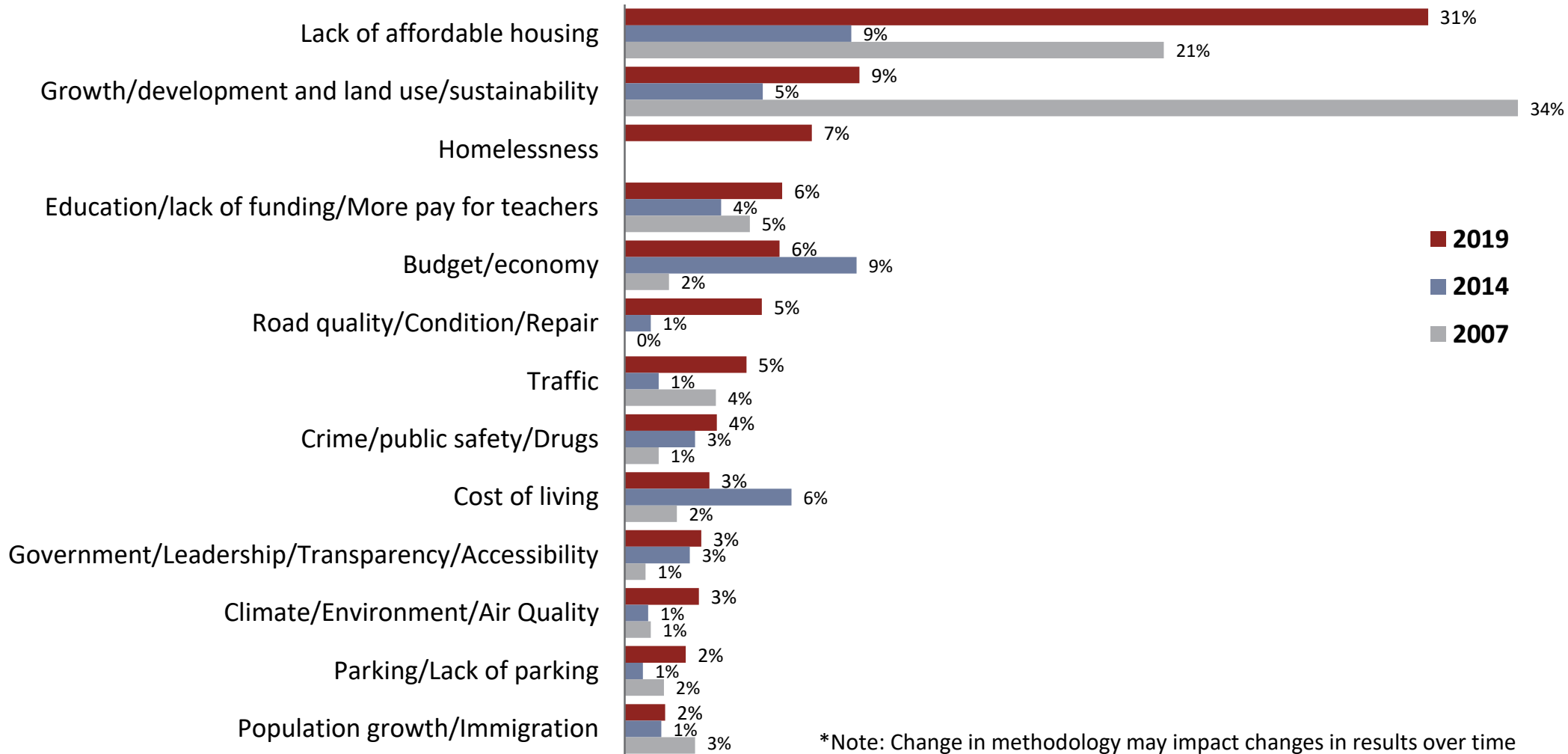
City of Davis Most Important Problem

Voters cite concerns about the lack of affordable housing, growth, homelessness and a variety of other local issues.



Most Important Problem Over Time*

Housing affordability remains a top concern, and homelessness has emerged as a prominent concern this year.

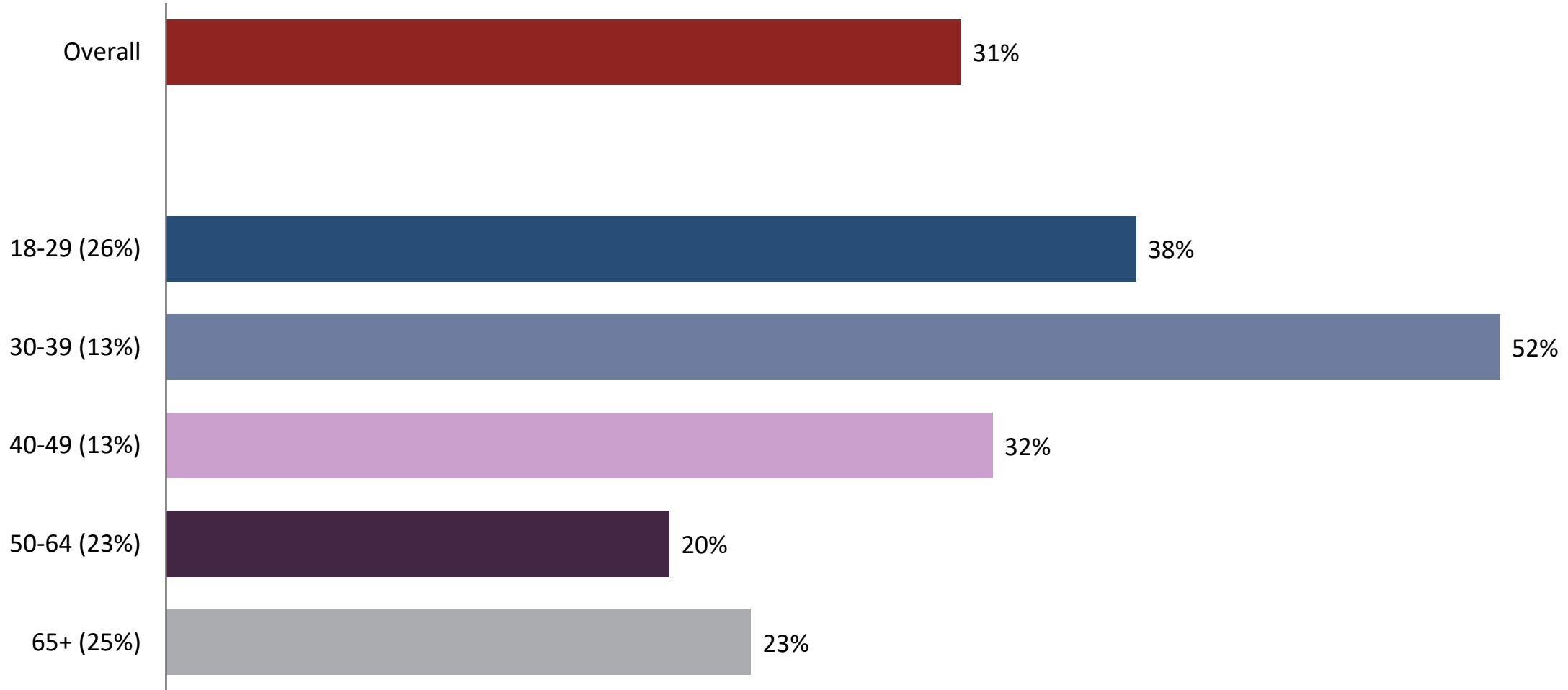


*Note: Change in methodology may impact changes in results over time

Q4. What do you think is the most important issue facing the City of Davis today? (Previous wording “What do you feel is the most important issue facing residents of Davis?”)

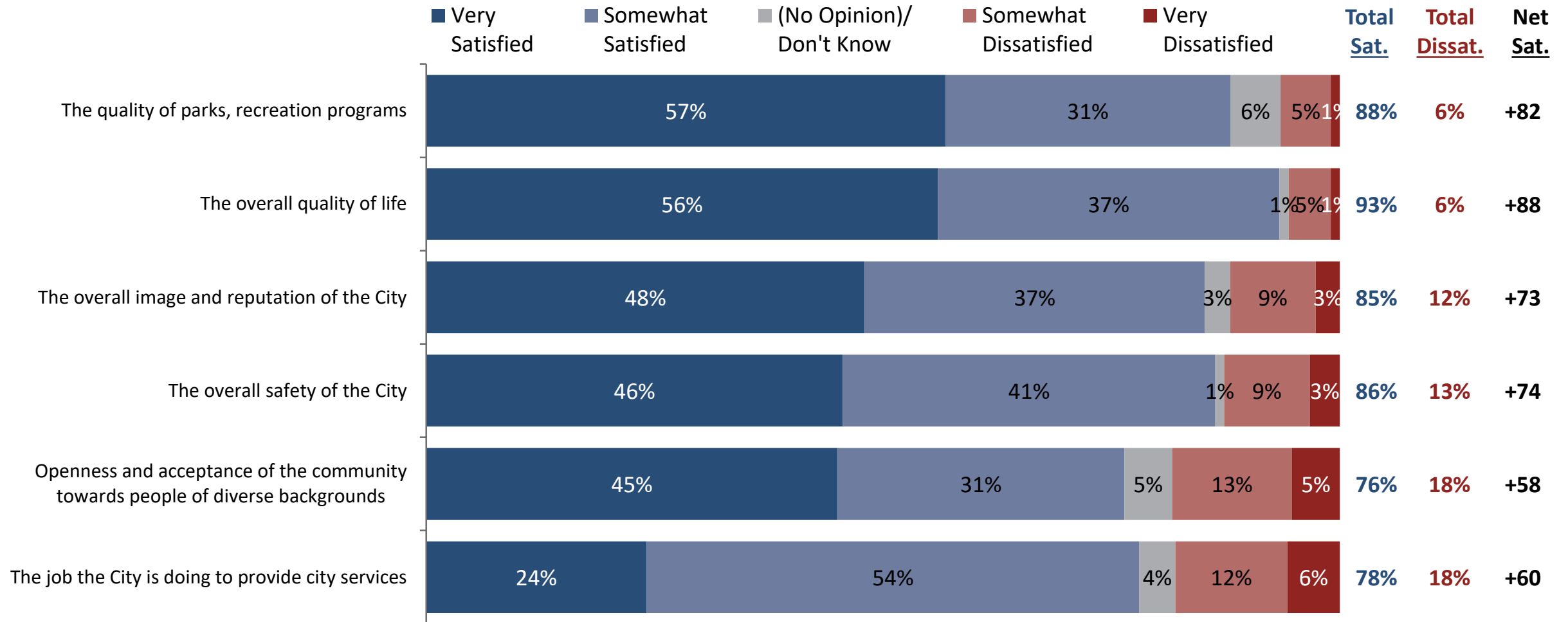
Lack of Affordable Housing By Age

Half of voters in their 30s mention housing affordability as the City's most important issue.



City Satisfaction Ratings

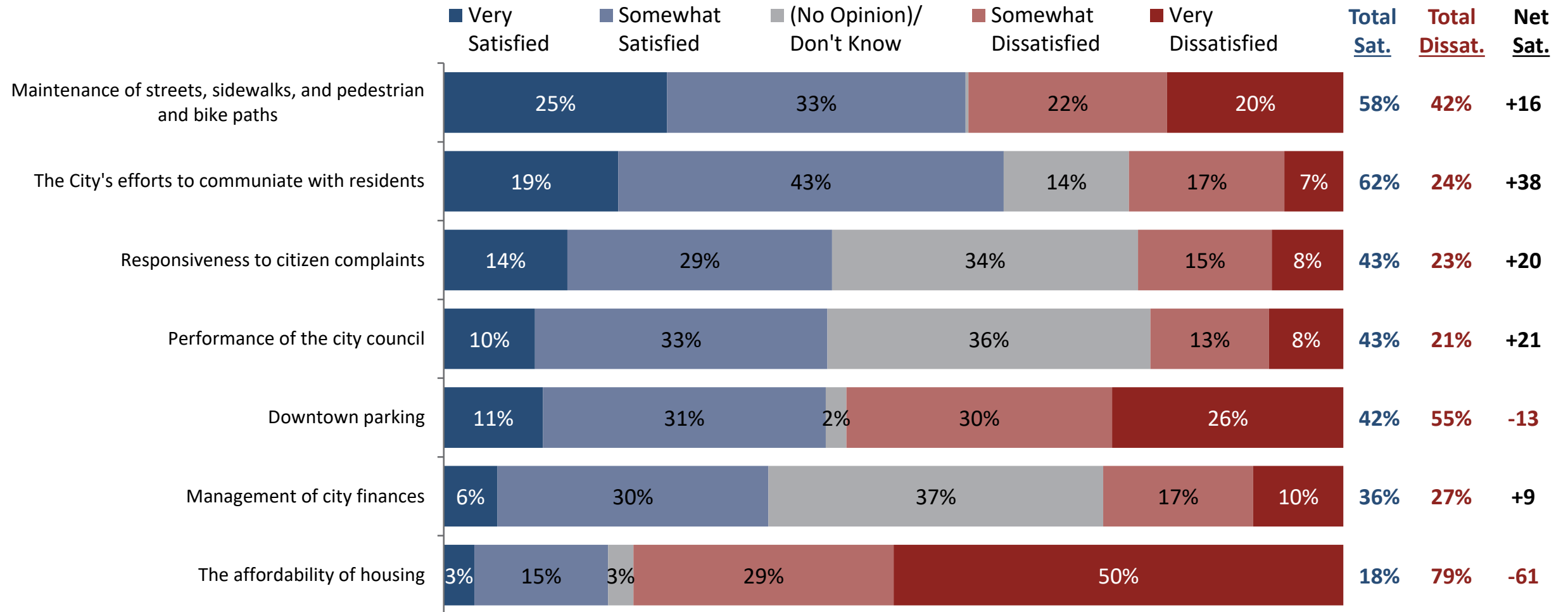
Voters are very satisfied with the quality of parks and recreation and the overall quality of life in Davis. The City also receives high ratings for image and reputation, safety, and acceptance of people of diverse backgrounds.



Q7-18. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with each of the following in Davis?

City Satisfaction Ratings

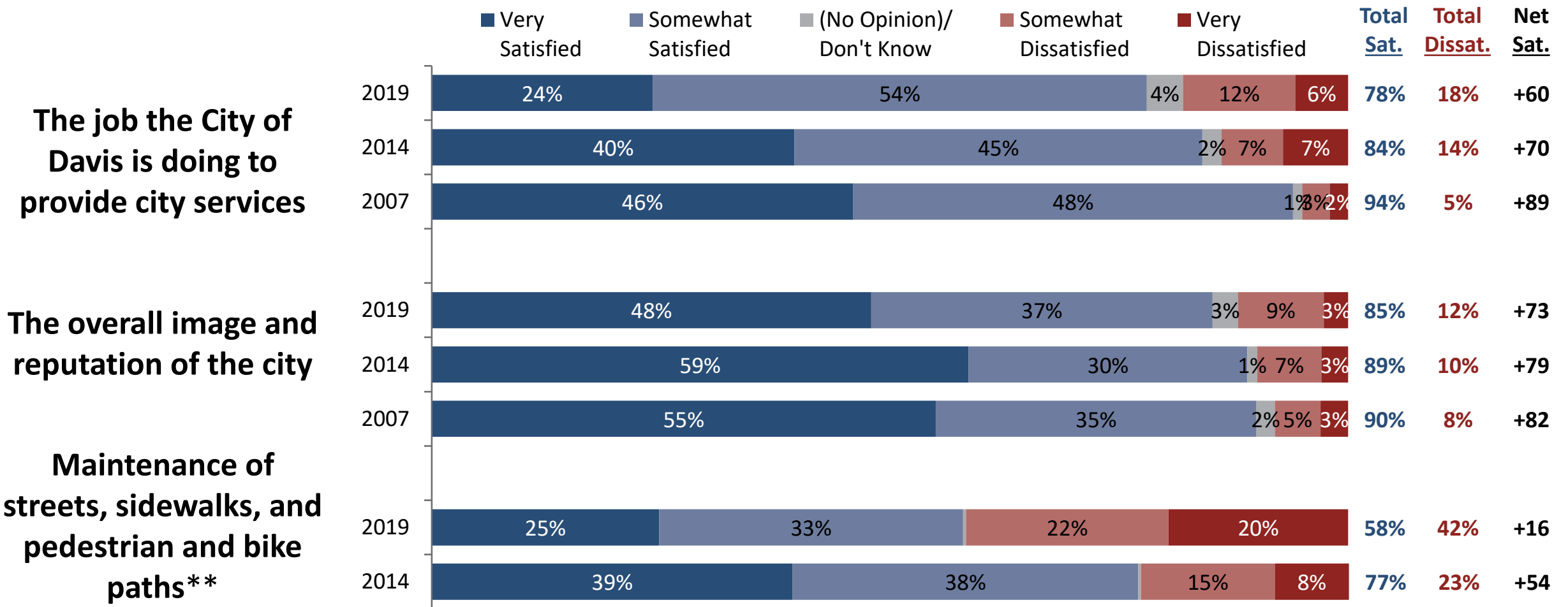
Housing affordability is an area of significant concern, with half indicating they are very dissatisfied.



Q7-18. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with each of the following in Davis?

City Satisfaction Ratings Over Time*

Satisfaction with the image and reputation of the City has remained fairly consistent over time. Overall satisfaction with providing services is similar to prior years, but intensity has decreased.



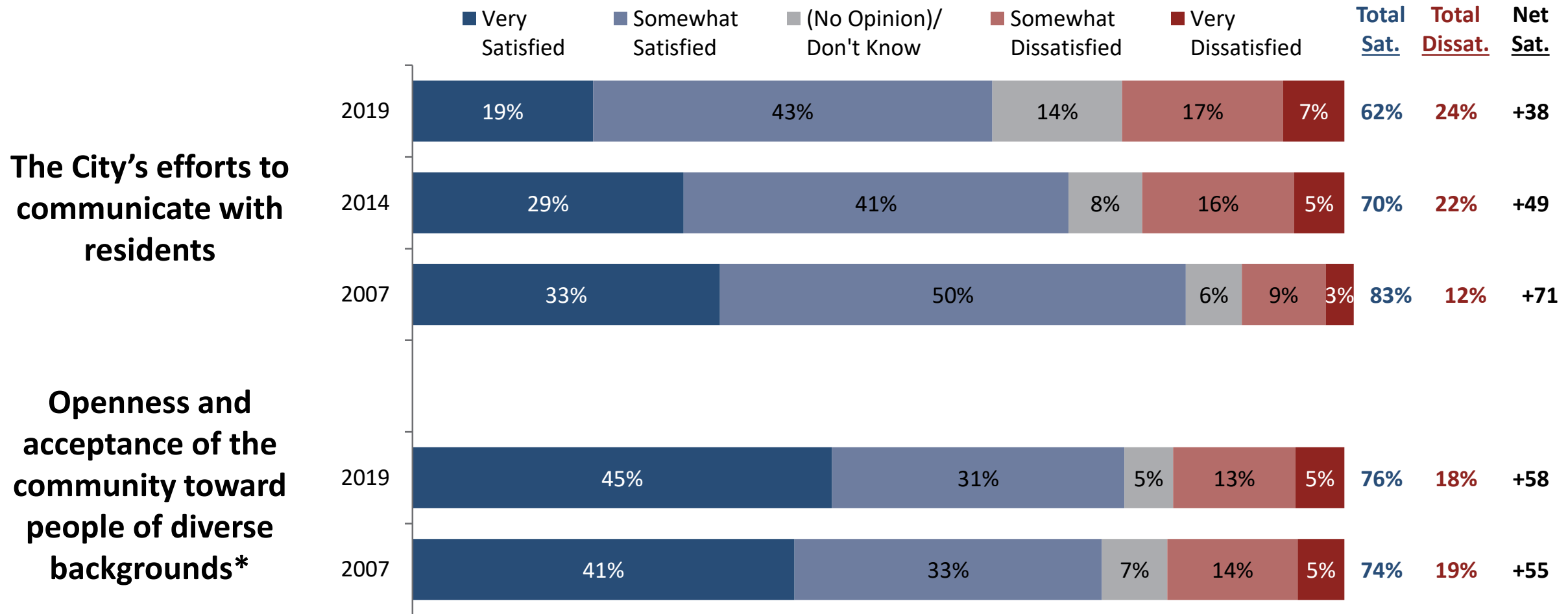
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*Note: Change in methodology may impact changes in results over time

**Not asked in 2007

City Satisfaction Ratings Over Time* (cont.)

Satisfaction ratings on openness and acceptance toward people of diverse backgrounds remain high.



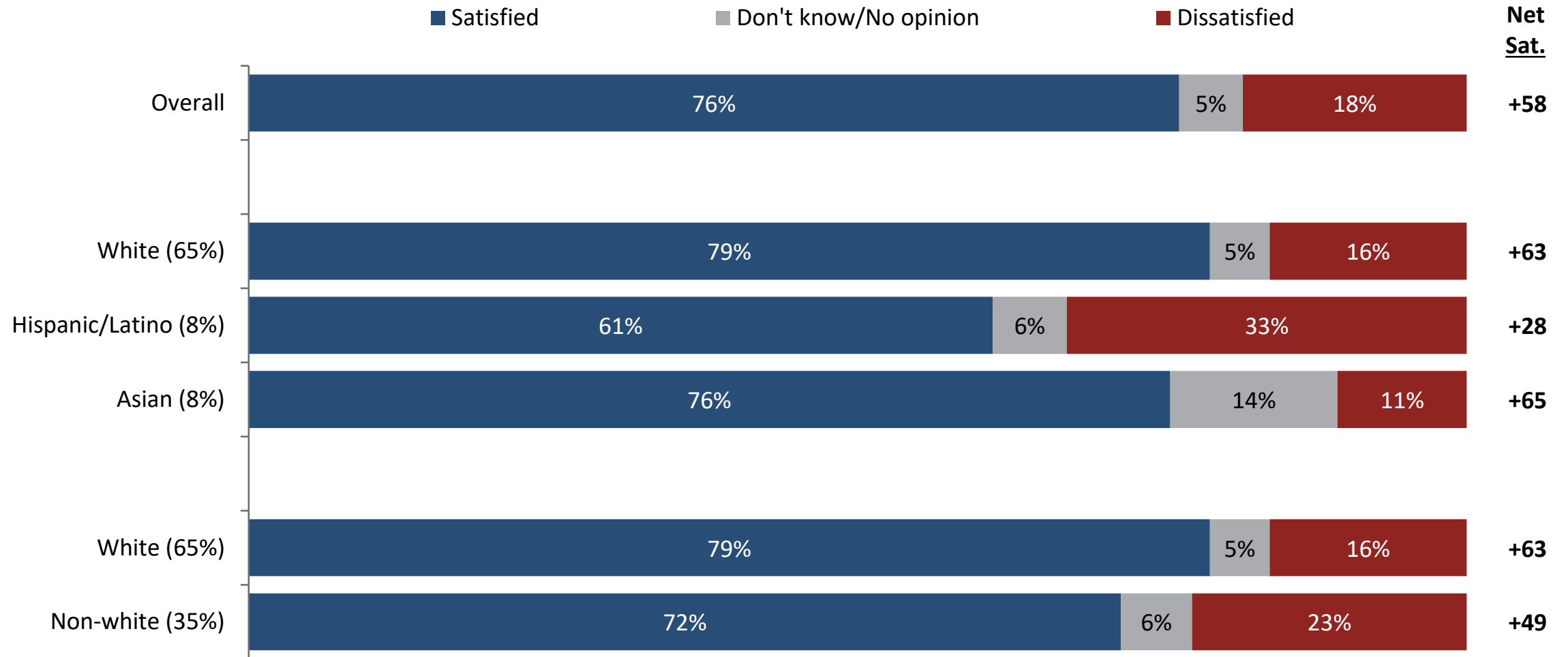
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*Not asked in 2014

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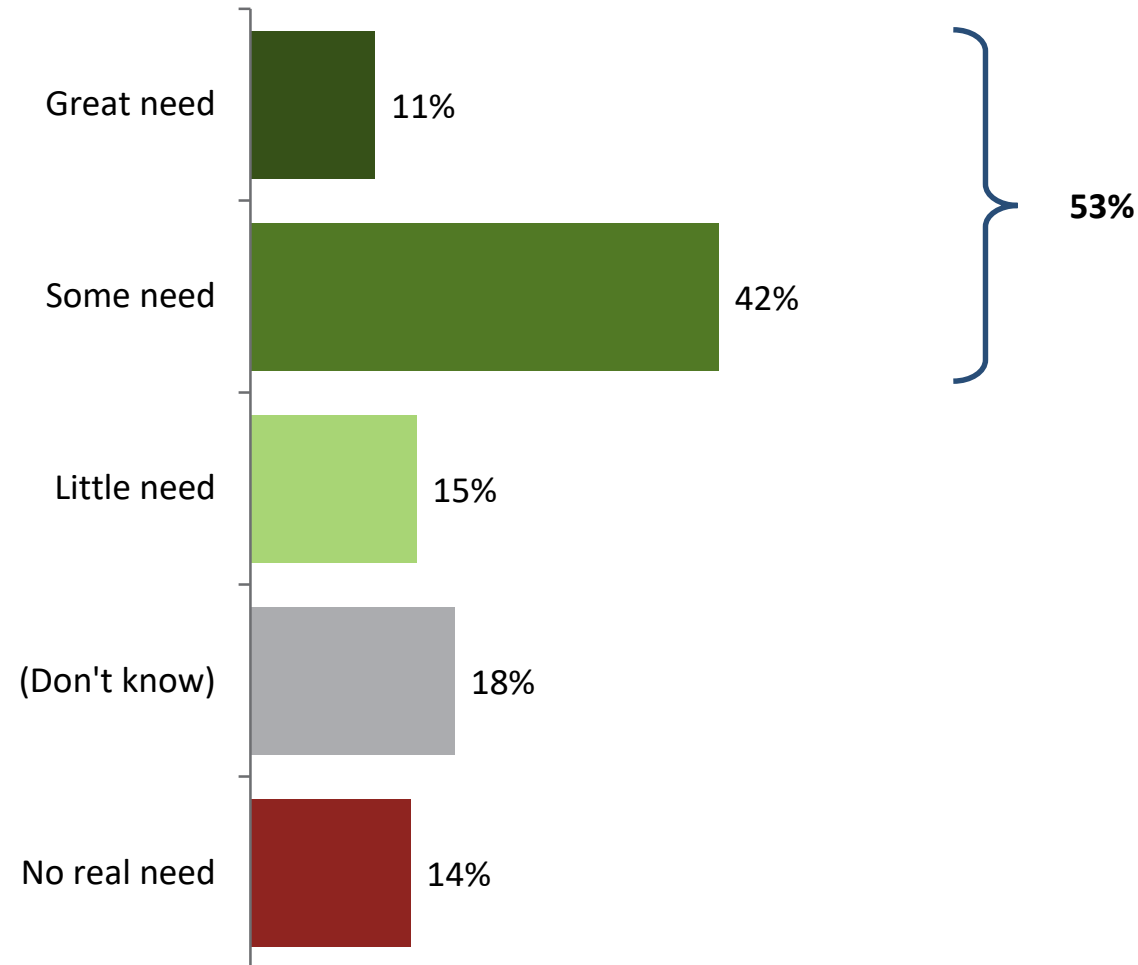
Openness and Acceptance by Ethnicity

Respondents who identify as white or Asian are more satisfied with the community's openness and acceptance toward people of diverse backgrounds than those who identify as Hispanic/Latino.



Perceived Need for Additional Funding

Just over half of voters believe that the City of Davis has at least some need for additional funding.

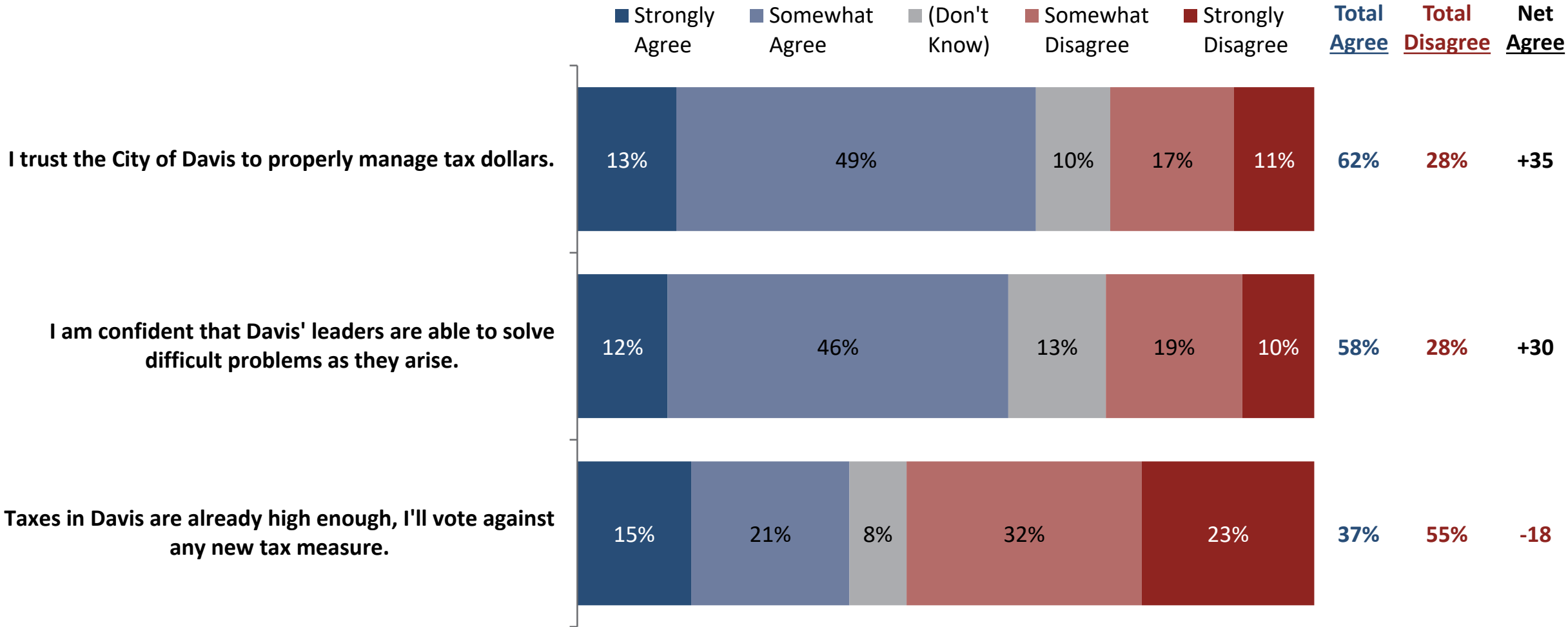


Q5. Would you say that the City of Davis has a great need for more money, some need for more money, only a little need for more money, or no real need for more money for city services?

Attitudes towards Government & Taxes



Six in ten Davis voters trust the City to manage tax dollars properly, and a majority have confidence in the City's leaders to solve difficult problems.



Q22-24. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

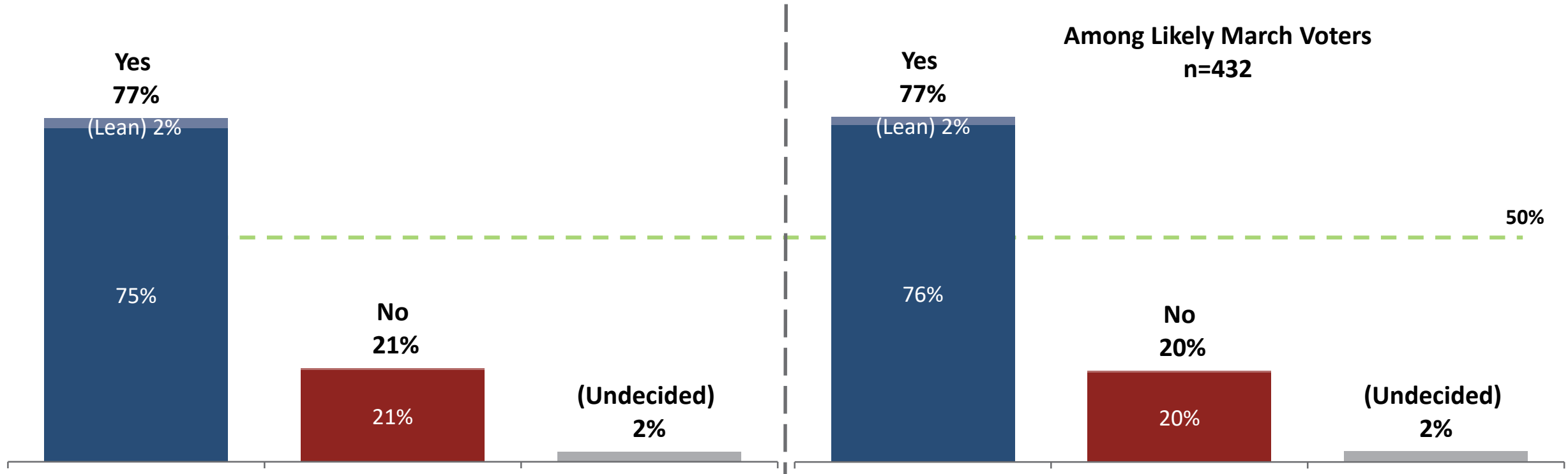


Sales Tax Measure

Sales Tax: Initial Support

The sales tax extension begins in a strong position, with over three in four voters supporting it.

Shall the Ordinance extending the existing one percent sales tax with no increase to the current rate, providing approximately \$8,500,000 annually until repealed by the voters, subject to annual review, with all funds staying local, and continuing existing funding for city services such as police, fire, recreation programs, city roads, sidewalks, bike path maintenance and other city services, be adopted?



Q19. If the election were held today, would you vote yes to approve or no to reject this measure?
(IF UNDECIDED) Well which way do you lean -- towards voting yes or no on the measure?

Reasons for Support/Opposition

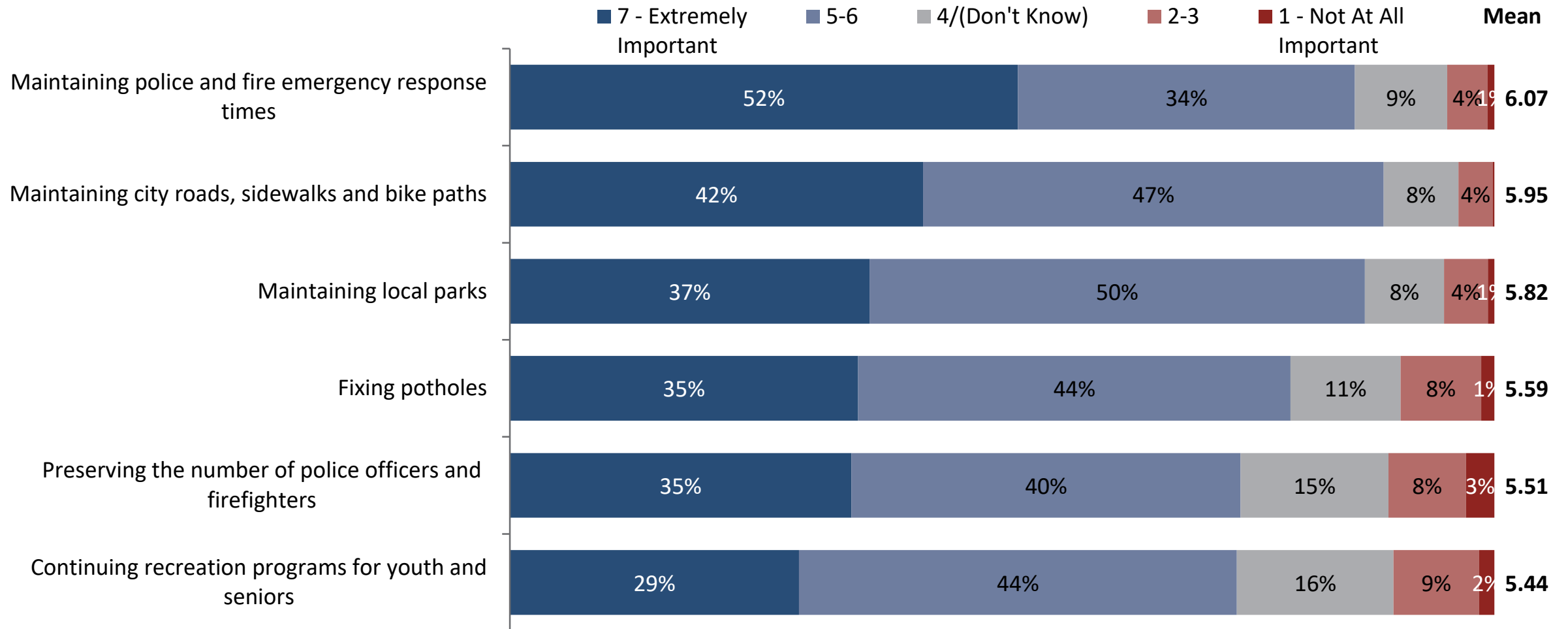
What is the main reason you would [vote Yes/vote No] on this measure?

| Reasons to Support | % of all Respondents |
|---|----------------------|
| Need to maintain/it's already in place | 14% |
| City Maintenance/Services are important/Safety | 11% |
| City needs more money/funding | 11% |
| It's good/needed/reasonable for services | 10% |
| Roads/Safety/Repair/Infrastructure/Funding | 8% |
| Services need to be funded/Funding is important | 7% |
| Support/Right direction/affordable | 3% |
| Good for Davis/Quality of life | 3% |
| Allocation/Funds stay local | 3% |
| Other/None/Don't know/Refused | 6% |

| Reasons to Oppose | % of all Respondents |
|--|----------------------|
| Too many taxes/Too High | 7% |
| The City should budget/allocate more responsibly | 5% |
| The City has enough money/doesn't need more | 4% |
| Money should be used on more important issues/problems | 2% |
| Other/None/Don't know/Refused | 3% |

Importance of City Services

Maintaining fire and police emergency response times is an important priority; maintaining roads, sidewalks, bike paths, and parks is also very important.



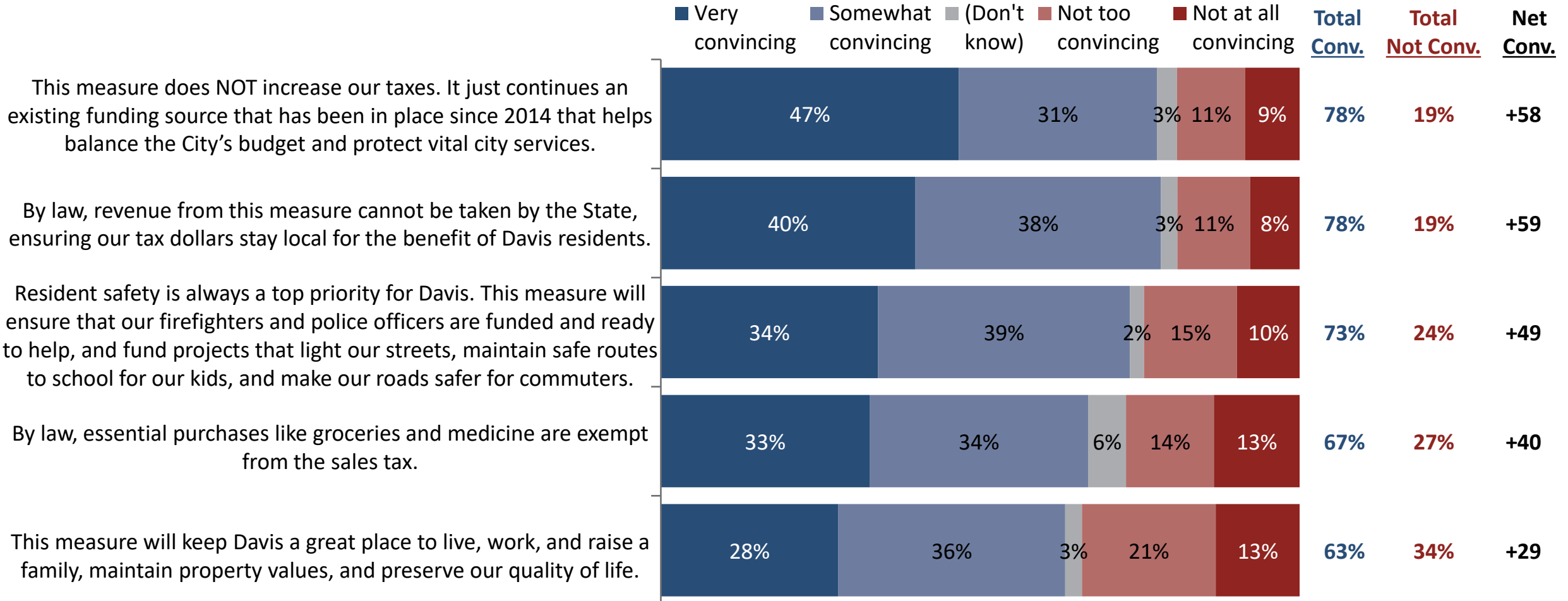
Q25-30. Below is a list of issues the City of Davis could focus on. Please rate how important that issue is to you, using a scale of 1 to 7, where 1 means not at all important and 7 means extremely important.



Additional Information

Sales Tax Support Statements

The fact that this measure would not increase taxes and that all funds benefit Davis are convincing reasons to support it.

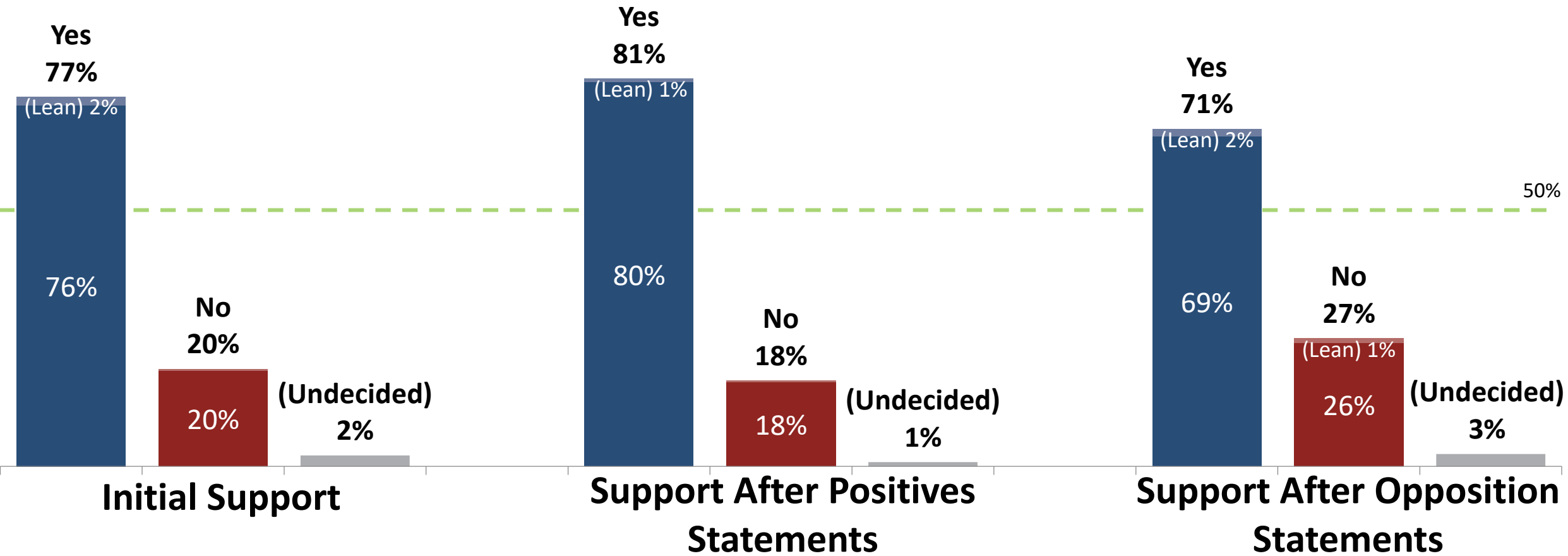


Q31-35. These are statements from people who SUPPORT the revenue renewal measure for Davis. After each one, please tell me how convincing that statement is as a reason to vote FOR the measure.

Support Progression – Likely March Voters

Among Likely March voters; n=432

Opponents say that renewal of this tax will keep the cost of living high, and disproportionately affect the residents of Davis who can least afford it, including low-income families and seniors living on fixed-incomes. Additionally, there are no guarantees on how these funds will be spent, as the money goes into the City’s general fund where the City Council can use it for whatever they want, and there is no sunset clause, so we’ll continue getting taxed, even if this source of funding is no longer needed. There are better ways for Davis to balance its budget, like tightening its belt and cutting employee salaries and benefits



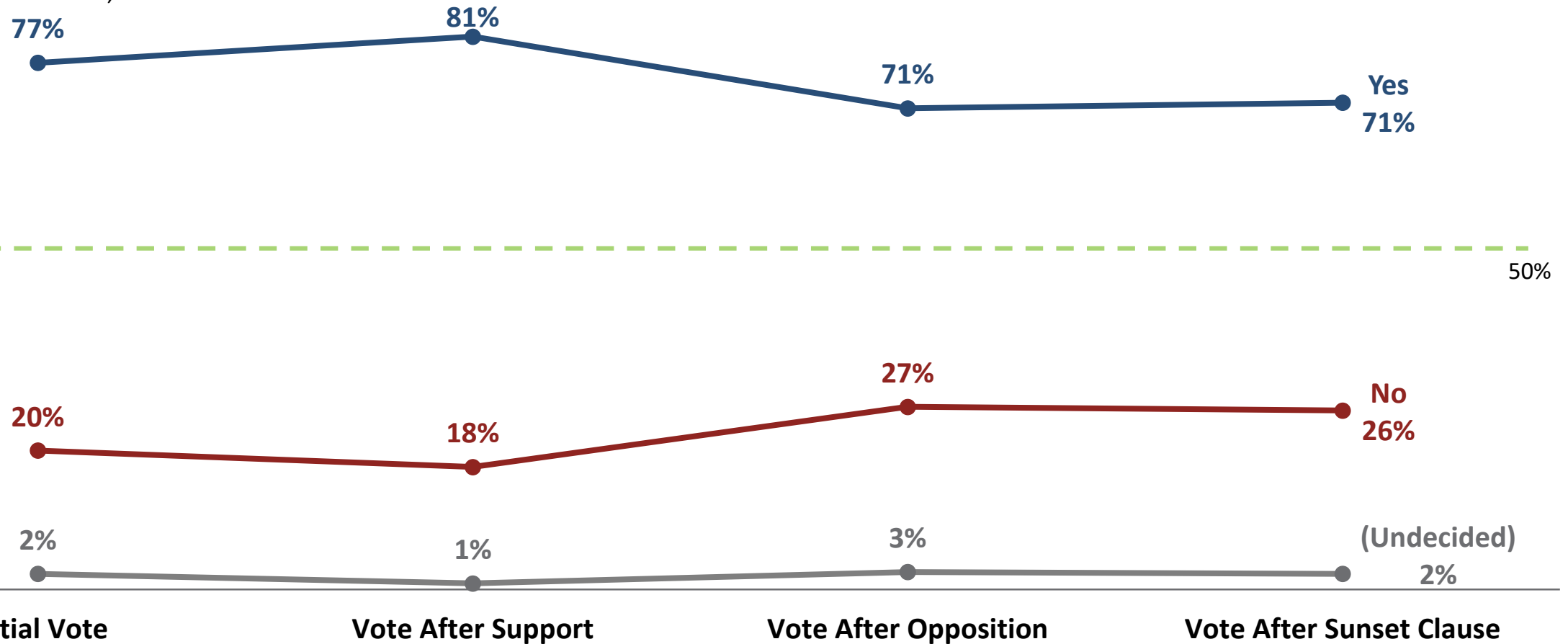
Q37/38. Now given everything you’ve heard, if the election were held today would you vote yes to approve or no to reject the renewal of the existing one percent sales tax measure for Davis?

Support Progression – Likely March Voters

A potential sunset clause has little impact on support.

And what if the proposed sales tax were set to expire after 8 years, would you vote yes to approve or no to reject the renewal of the existing one percent sales tax measure for Davis?

Among Likely March voters; n=432



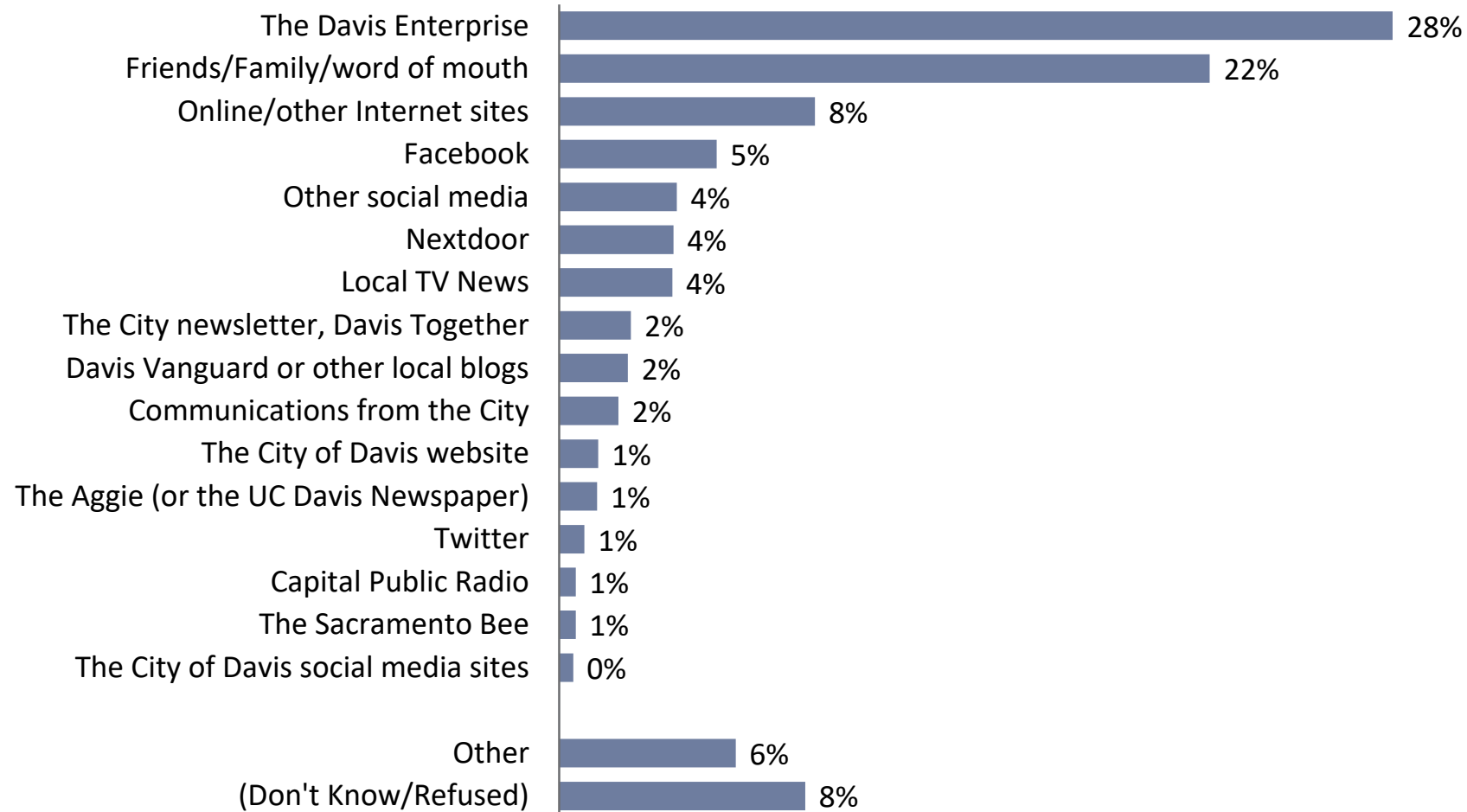
Q39. And what if the proposed sales tax were set to expire after 8 years, would you vote yes to approve or no to reject the renewal of the existing one percent sales tax measure for Davis?



City Communications

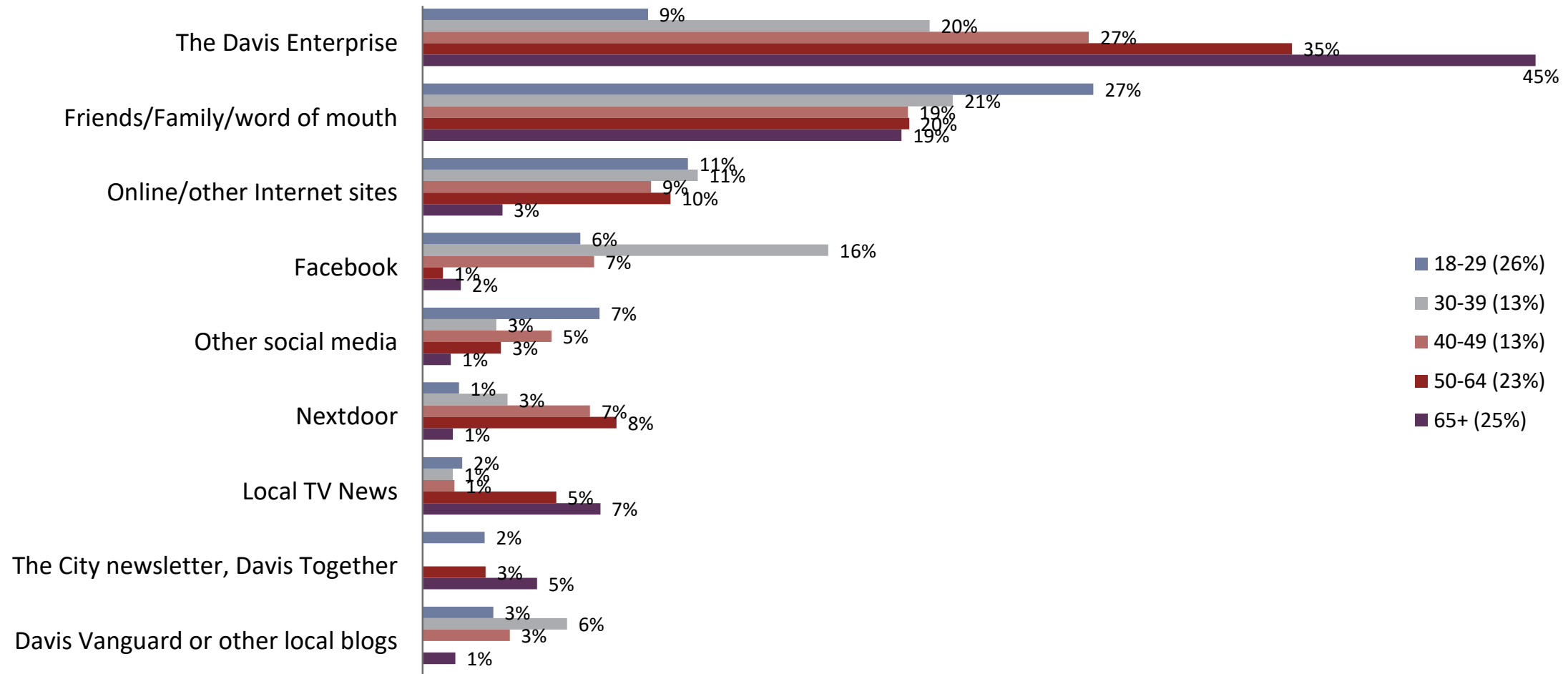
Most Important Source for Local News

The Davis Enterprise and word-of-mouth are the foremost top-of-mind sources for local news and events.



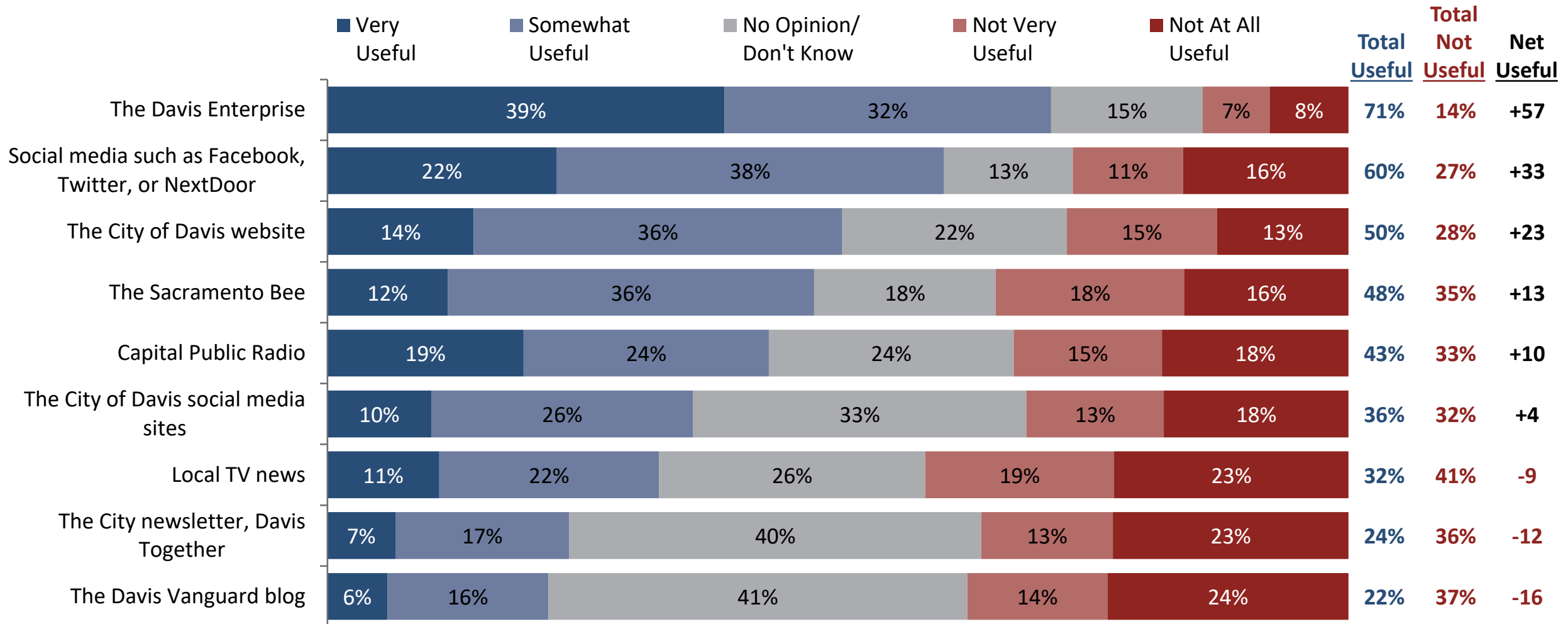
Most Important Source for Local News by Age

News sources vary widely by age.



Usefulness of Local News Sources

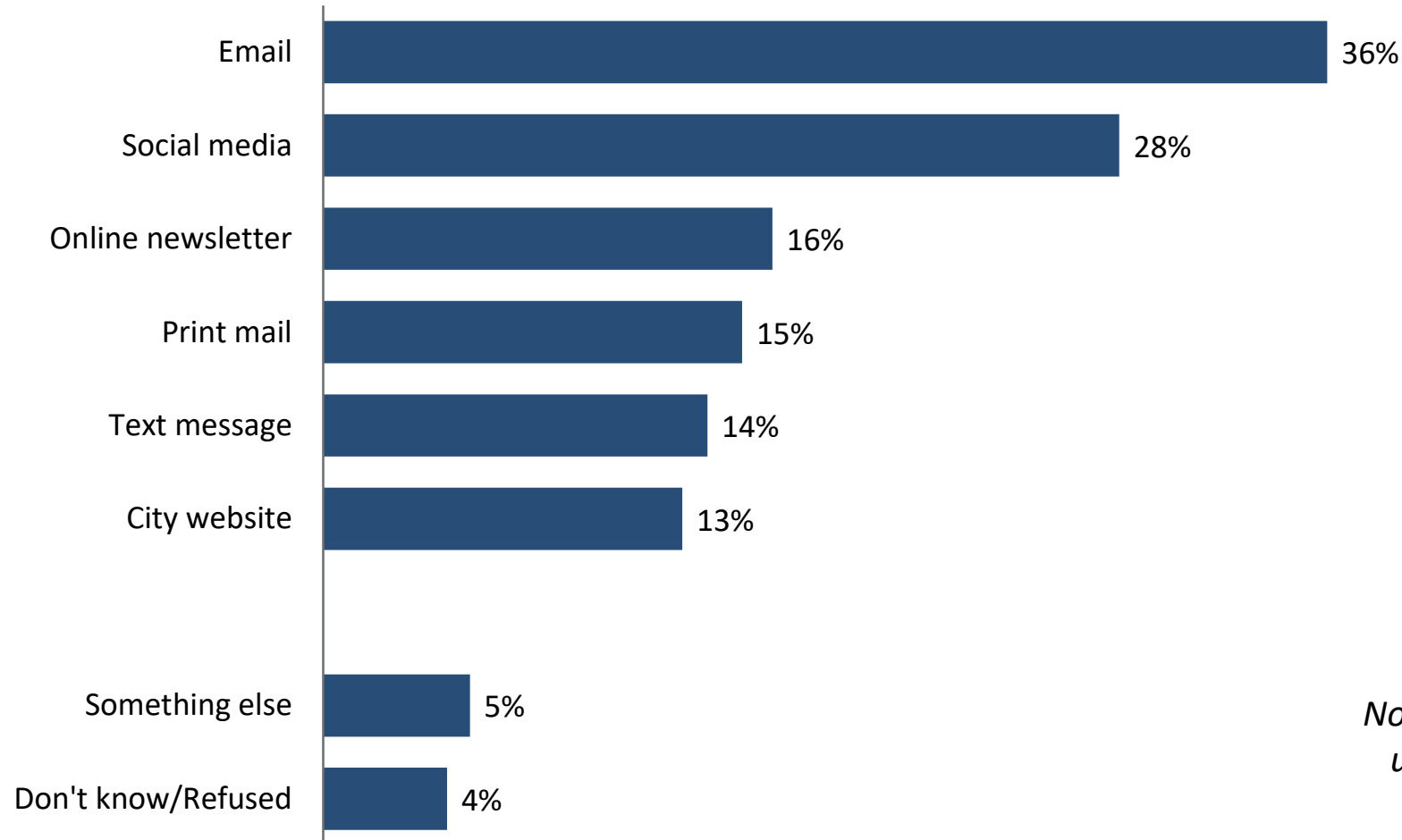
Many say the Davis Enterprise and social media are useful sources of information about local news and events.



Q41-49. Please rate the usefulness of each of the following for sources of information about local news and events in Davis.

Best Way to Receive Communications

Over a third of voters prefer to hear from the City via email, but many also want to receive information in other ways such as social media, online newsletters or the City website, and print mail or text.



Note: Respondents were able to offer up to two options, thus responses total more than 100%.



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