






# Fresno County Transportation Issues Post-Election Survey



OPINION  
RESEARCH  
& STRATEGY

# Survey Specifics and Methodology

<b>Dates</b>	January 19-26, 2023
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	Fresno County Voters who Voted in the November 2022 General Election
<b>Total Interviews</b>	654
<b>Margin of Sampling Error</b>	(Full sample) $\pm 4.4\%$ 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>	February 11-March 16, 2021 & March 15-April 18, 2022
<b>Languages</b>	English and Spanish

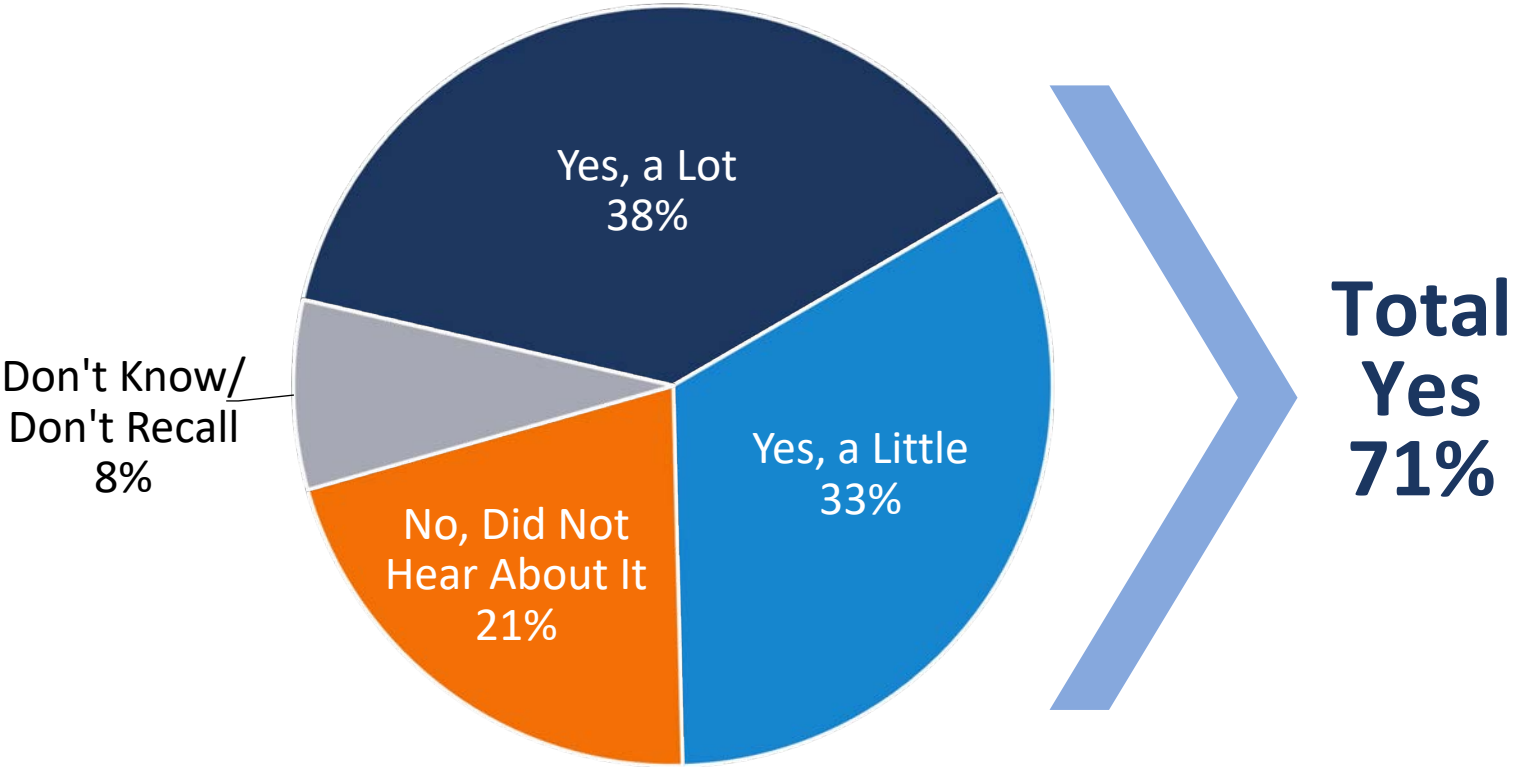
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



# **Unaided Recall on the General Election Measure C**

# About 7-in-10 recall something about the Fresno County Transportation Measure, with almost 4-in-10 recalling reading, hearing and/or seeing “a lot”.

*Do you recall reading, hearing or seeing anything about Measure C, Fresno County Transportation ballot measure that was on your ballot this recent November election?*





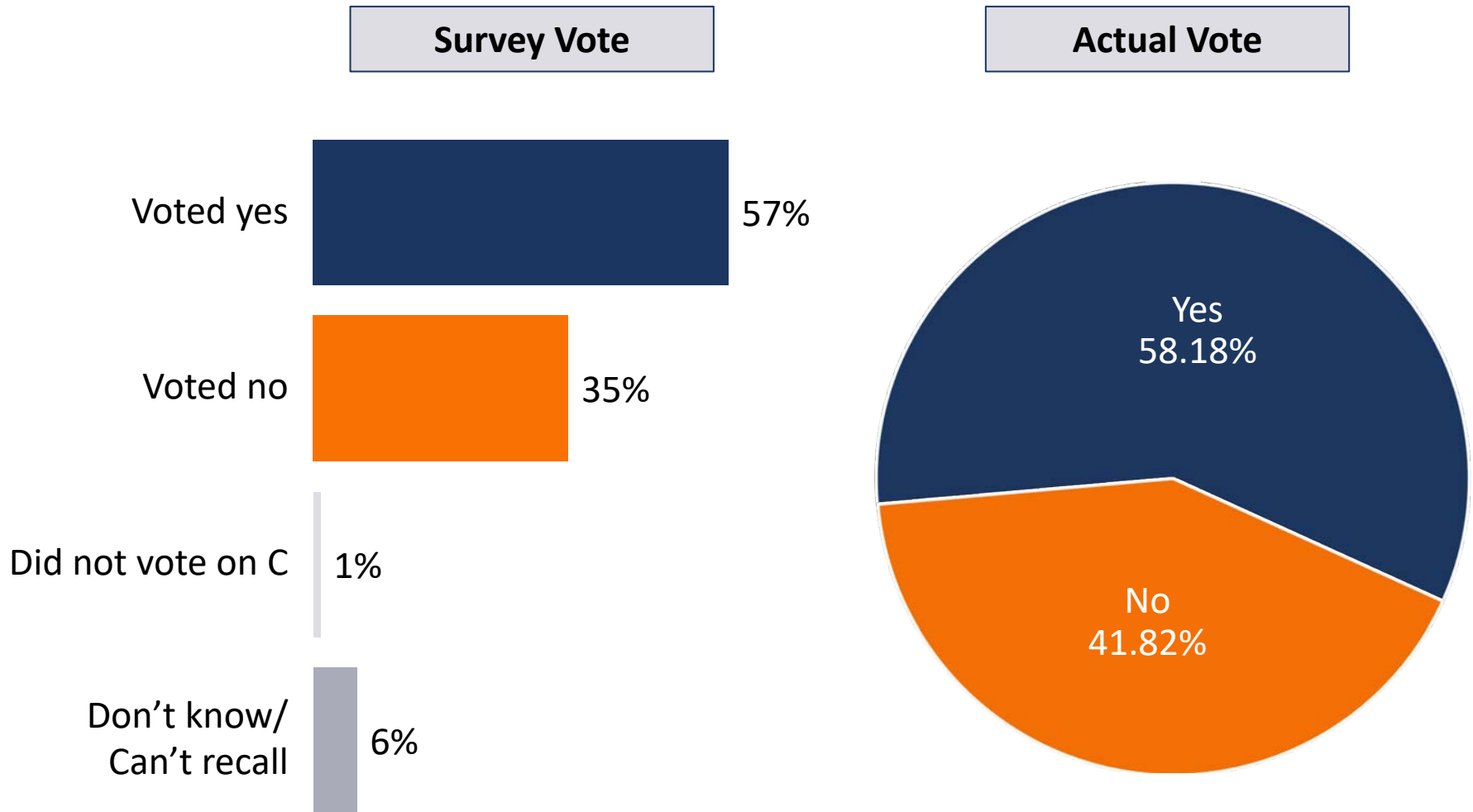
# Aided Vote

# Ballot Title and Summary

## Fresno County Road Repair/Transportation Improvement Measure

Without raising tax rates, shall an ordinance to repair potholes, keep local roads in good condition; upgrade structurally declining bridges/overpasses; improve highway safety, 911 emergency vehicle access, air quality, public transit services; protect low-cost senior transportation options and create local jobs; be adopted, continuing the voter-approved transportation ½¢ sales tax (established 1986), providing approximately \$228,000,000 annually for 30 years; requiring audits, public spending disclosure, local control?

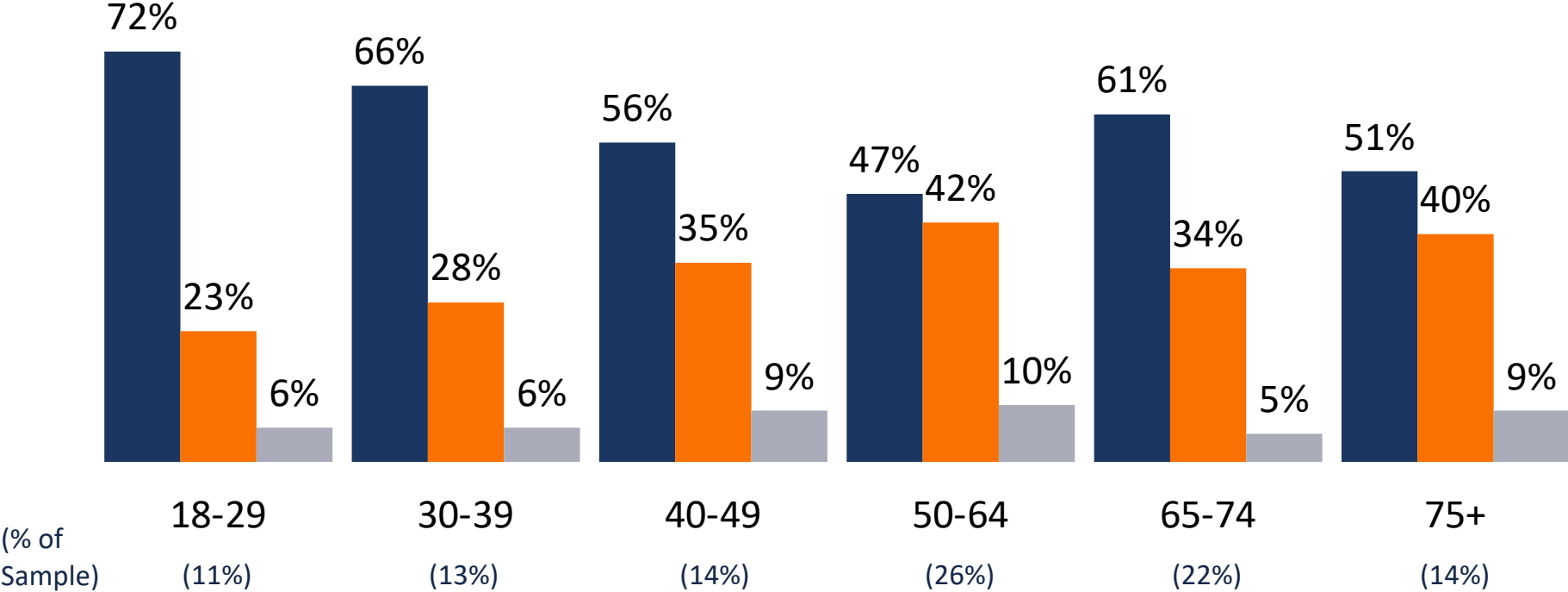
# When reminded of the ballot question, 57% recall voting yes and 35% recall voting no.



# About two-thirds or more of voters under 40 recall voting yes, with other age groupings less supportive.

*Informed Vote by Age*

■ Voted Yes ■ Voted No ■ Did Not Vote on C/Don't Know/Can't Recall

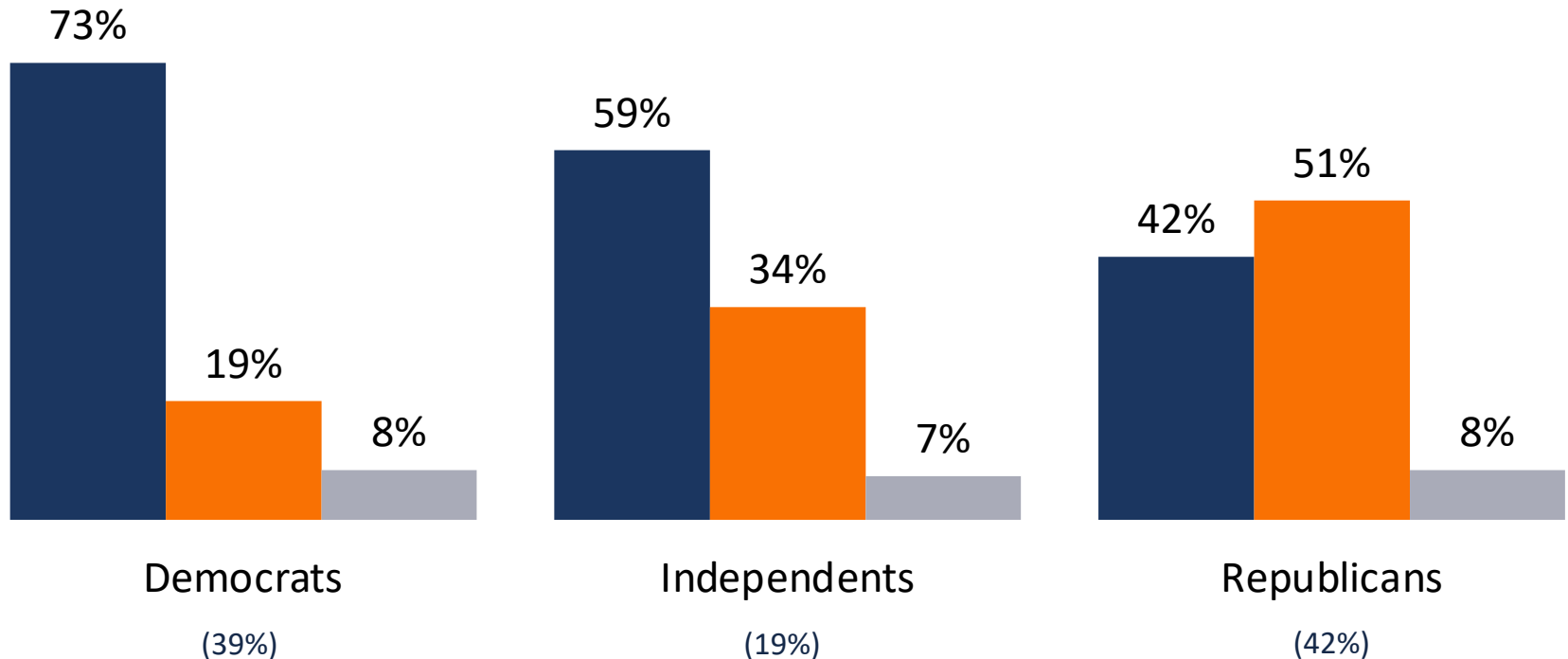




# More than two-thirds of Democrats voted in favor of the measure, while less than 50 percent of Republicans reported doing so.

*Informed Vote by Party*

■ Voted Yes ■ Voted No ■ Did Not Vote on C/Don't Know/Can't Recall

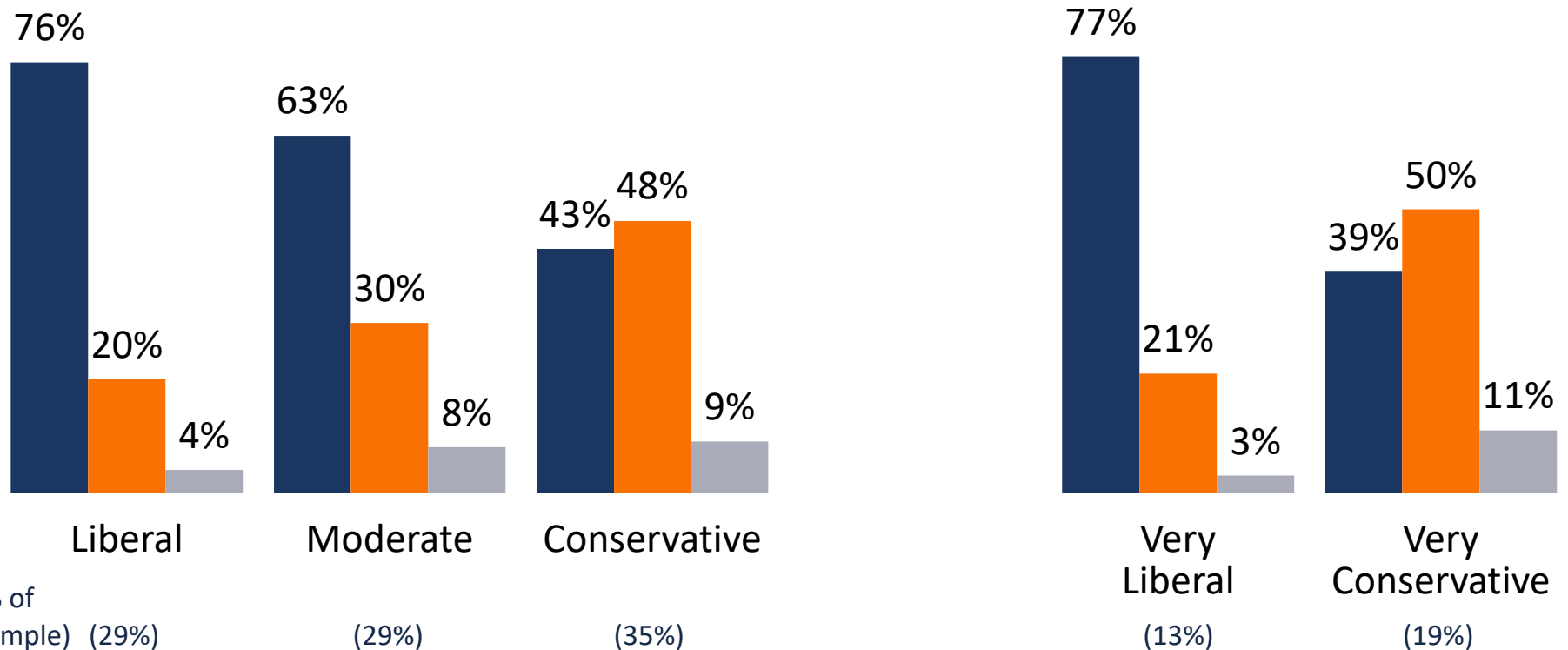


(% of Sample)

# By political ideology, high percentages of those who identify as liberal voted yes on the measure, with low percentages of self-described conservatives voting yes.

*Informed Vote by Ideology*

■ Voted Yes    ■ Voted No    ■ Did Not Vote on C/Don't Know/Can't Recall

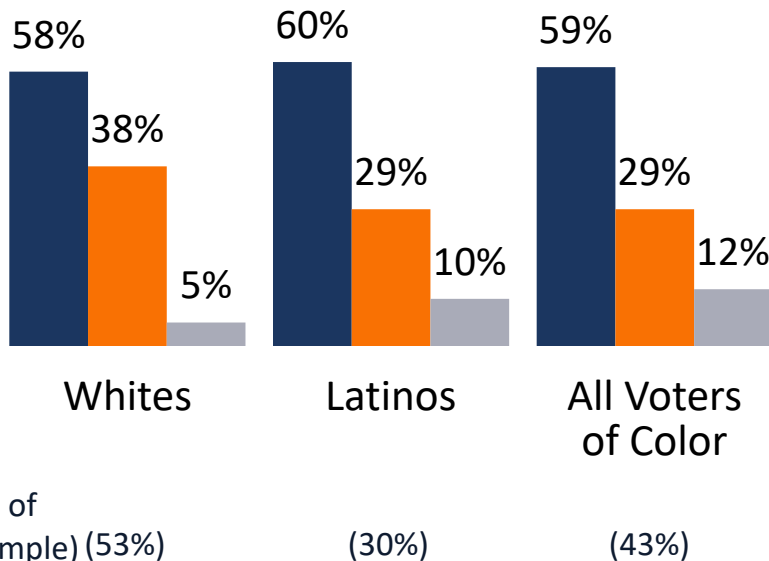


# Race/ethnicity had little bearing on support for the measure; however, Latinos who completed the survey in Spanish reported voting yes in higher percentages than Latinos who completed the survey in English.

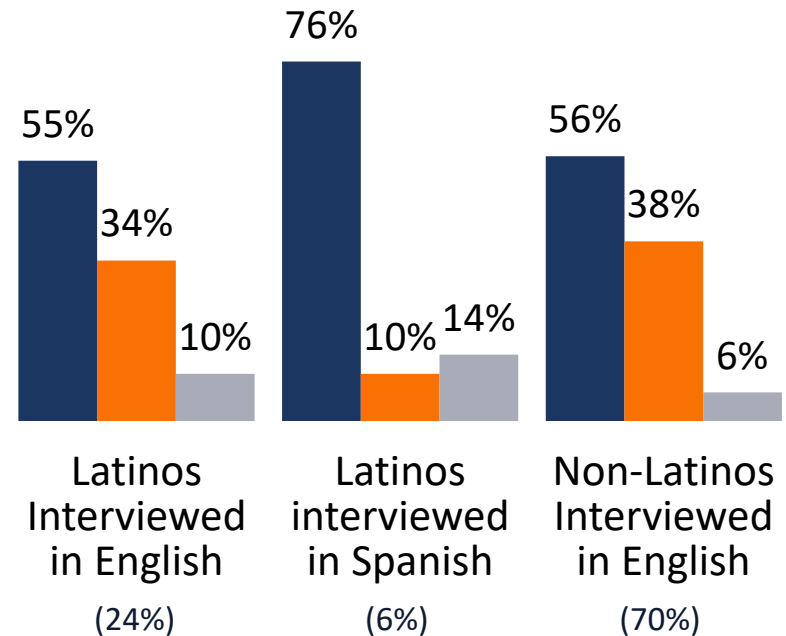
*Informed Vote by Race/Ethnicity & Language by Race/Ethnicity*

■ Voted Yes ■ Voted No ■ Did Not Vote on C/Don't Know/Can't Recall

## Race/Ethnicity



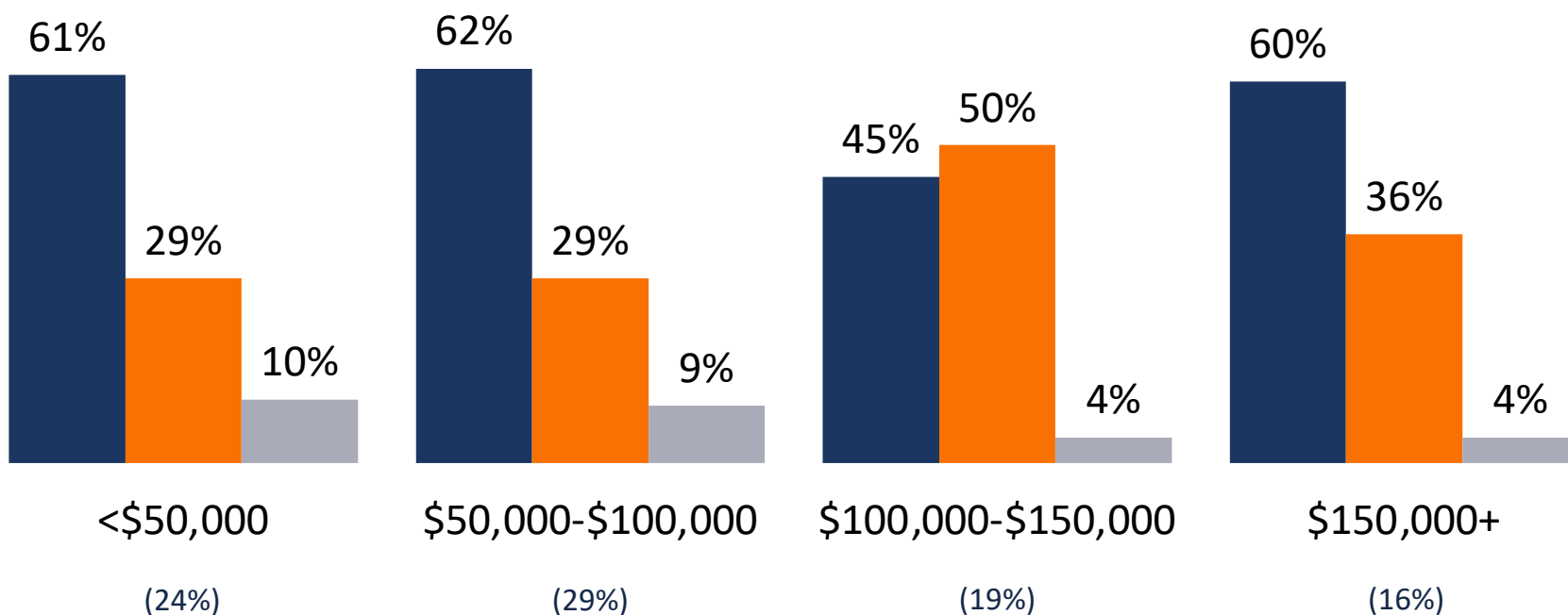
## Language by Race/Ethnicity



# One-in-two voters living in households with incomes between \$100K-\$150K voted no.

*Informed Vote by Household Income in 2022*

■ Voted Yes ■ Voted No ■ Did Not Vote on C/Don't Know/Can't Recall

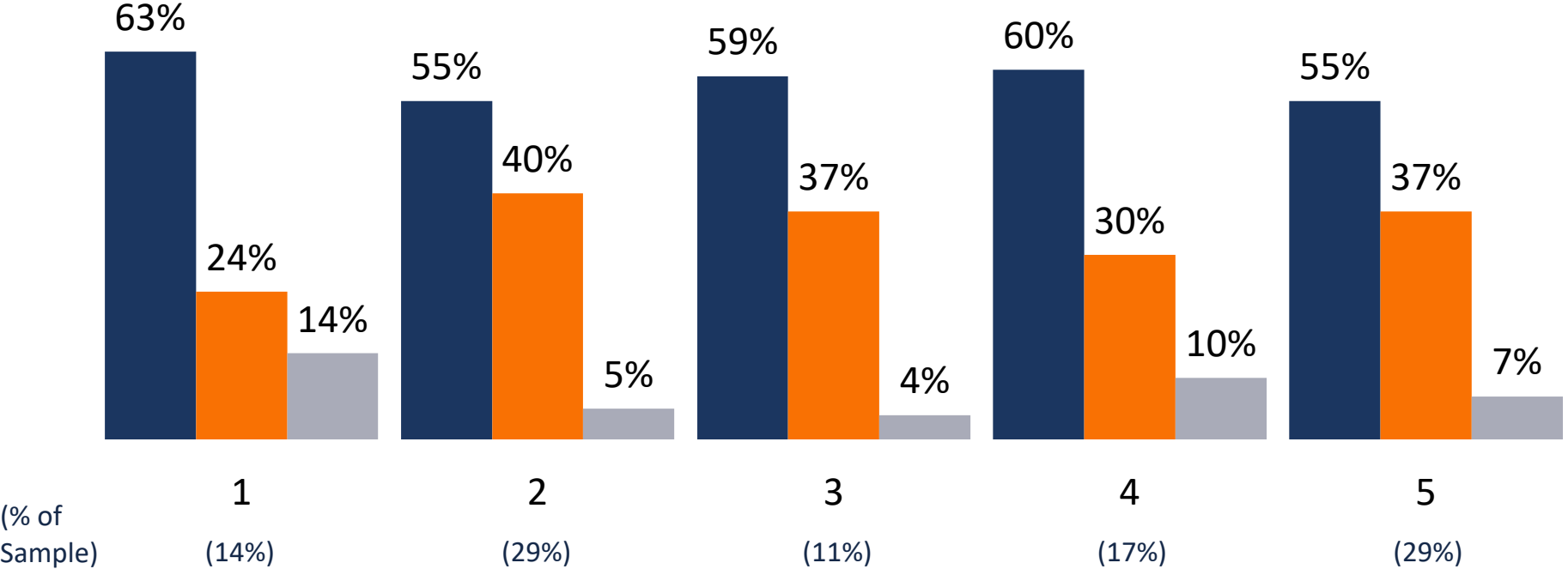


(% of Sample)

# Voters living in District 1 voted yes in slightly higher percentages than at least voters in Districts 2 and 5.

*Informed Vote by Supervisorial District*

■ Voted Yes ■ Voted No ■ Did Not Vote on C/Don't Know/Can't Recall

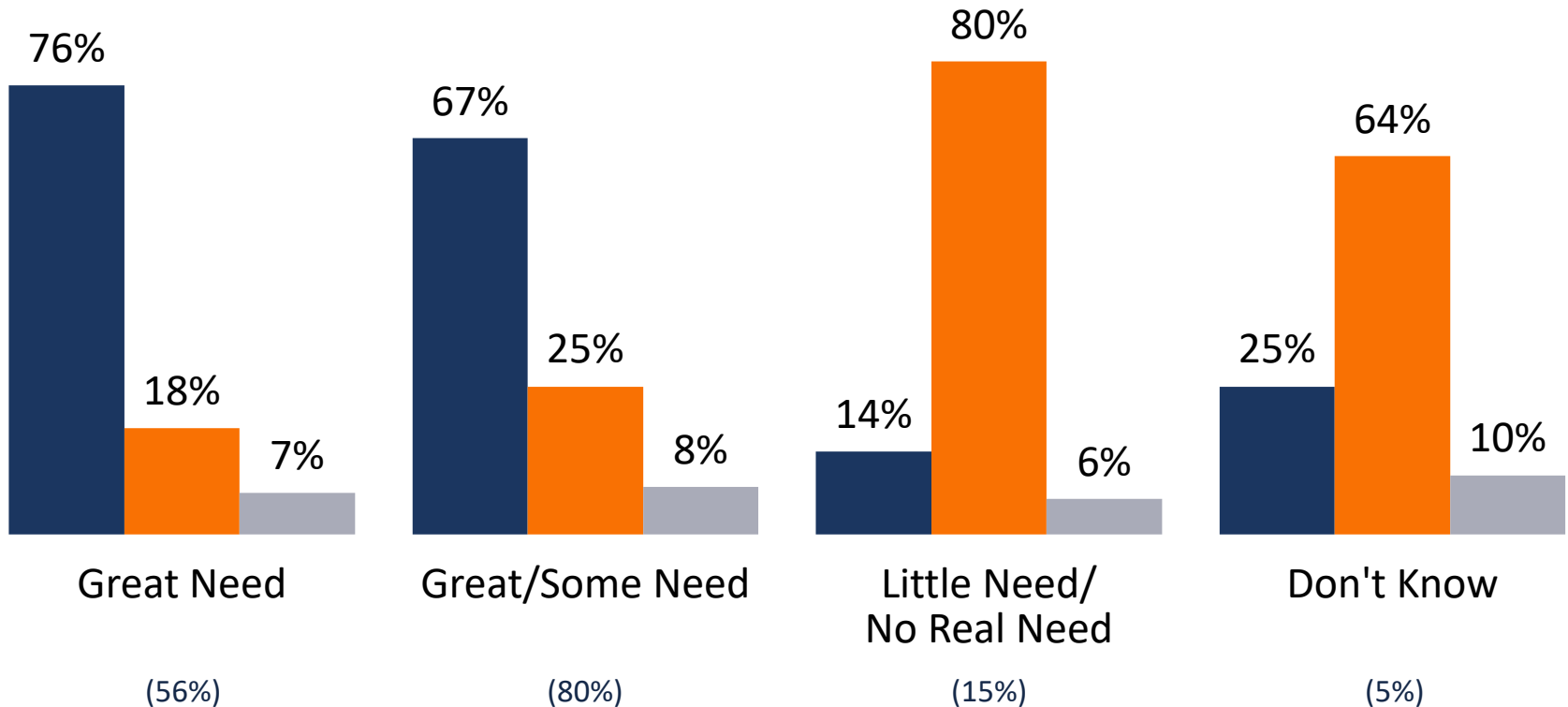


(% of Sample)

# Those who perceive there is a great or at least some need for additional funding were more likely to vote yes on the measure.

*Informed Vote by Funding Need*

■ Voted Yes ■ Voted No ■ Did Not Vote on C/Don't Know/Can't Recall



(% of Sample)

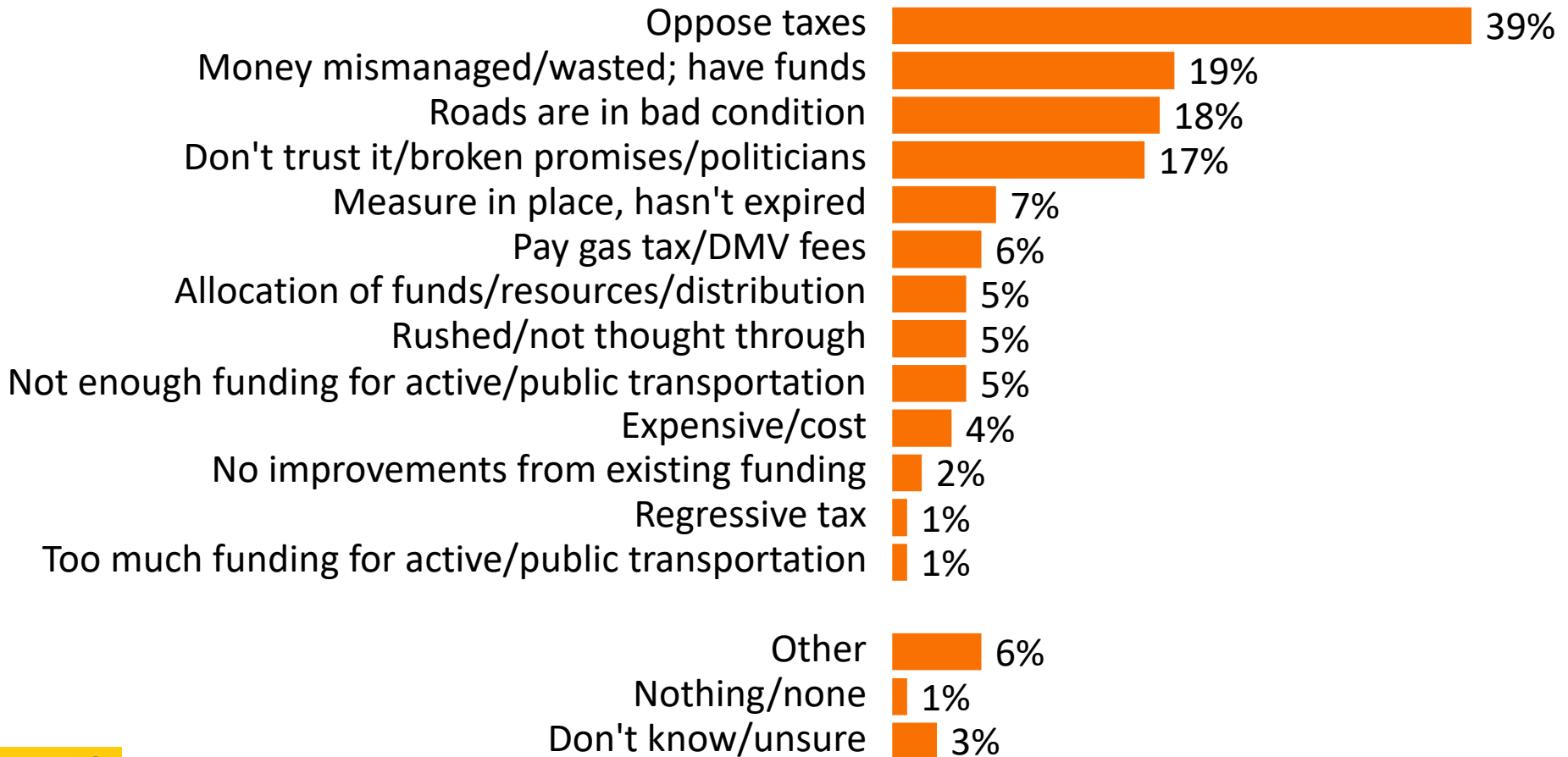


# **Understanding Why Voters Voted the Way They Did: Volunteered and Aided Reasons**

# General opposition to taxes, concerns about waste and mismanagement, perceptions of roads being in poor condition, and a belief that past promises had been broken were the main volunteered reasons why voters voted No on the measure.

*In a few of your own words, why did you vote No on Measure C?*

*(Open-ended Grouped Responses; Multiple Responses Accepted; Asked of No Voters Only, n=229)*



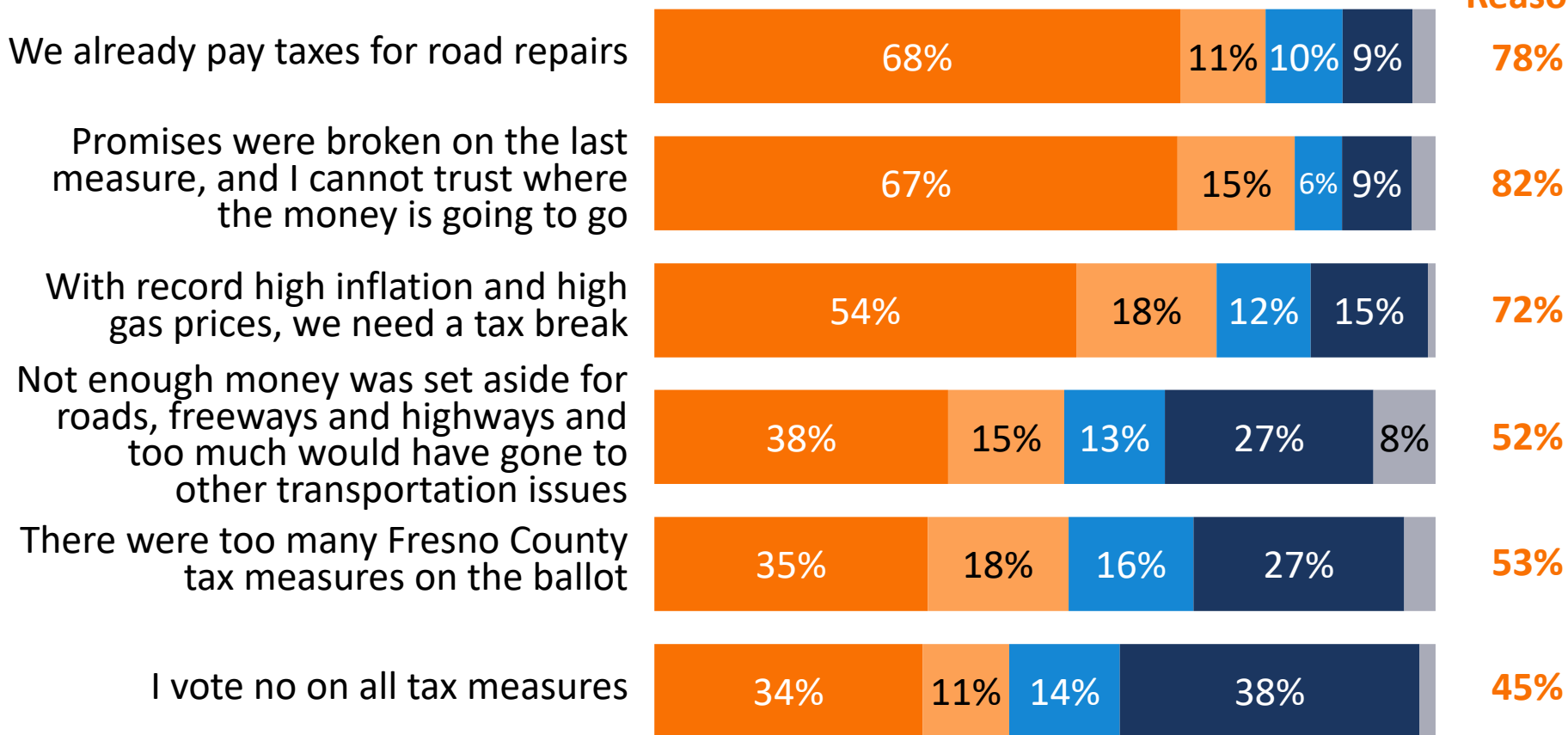


# To this end, the fact they are already paying taxes for road repairs, perception that past promises were broken, and belief that there is a need for a tax break were selected as primary reasons why voters opposed the measure.

(Ranked by Major Reason to Have Voted No; n=229)

■ Major Reason 
 ■ Minor Reason 
 ■ Not Much of a Reason 
 ■ Not at All a Reason 
 ■ Don't Know

**Major/  
Minor  
Reason**



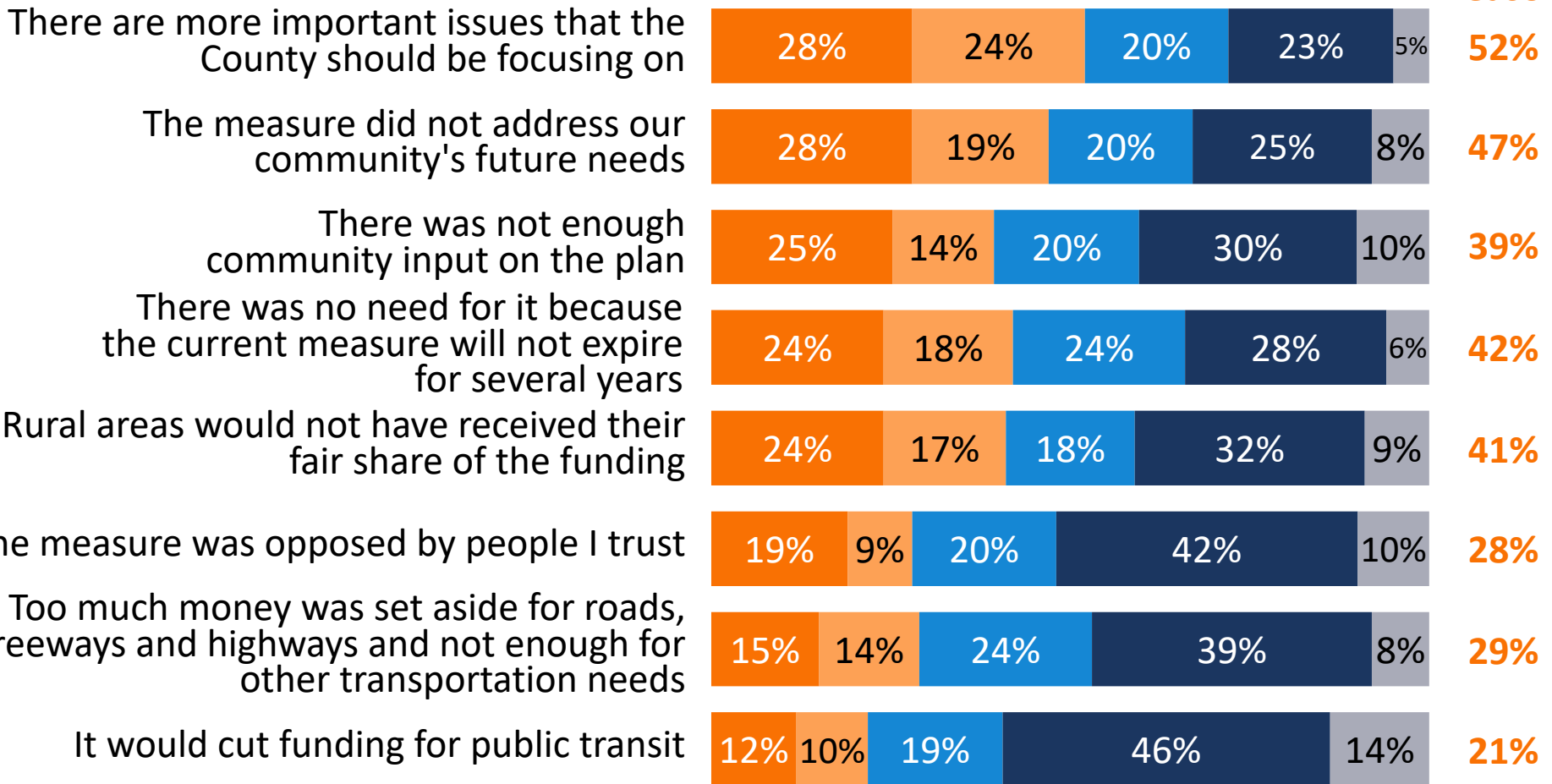
Q14. I want to return to Measure C, the transportation measure, that was on this past Novembers County ballot. I am going to read you some things people have said as to why they voted no on the Fresno County Transportation Measure. Please tell me if you think it is a major reason, minor reason, not much of a reason, or not at all for why you voted no on the measure.

# Continued

(Ranked by Major Reason to Have Voted No; n=229)

■ Major Reason 
 ■ Minor Reason 
 ■ Not Much of a Reason 
 ■ Not at All a Reason 
 ■ Don't Know

**Major/  
Minor  
Reason**

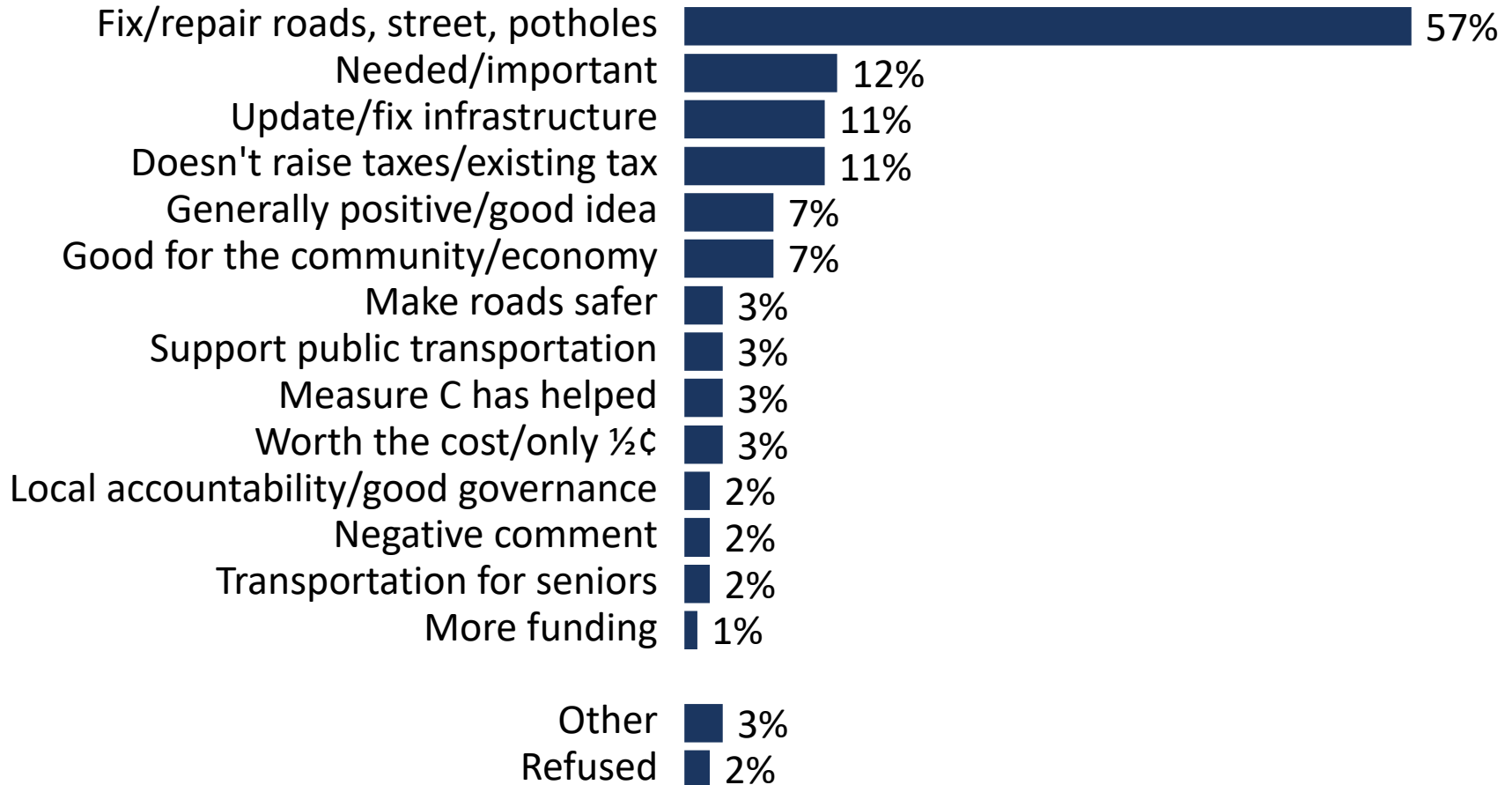


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# Fixing the roads is the primary volunteered reason to have voted yes.

*In a few of your own words, why did you vote Yes on Measure C?*

*(Open-ended Grouped Responses; Multiple Responses Accepted; Asked of Yes Voters Only, n=375)*

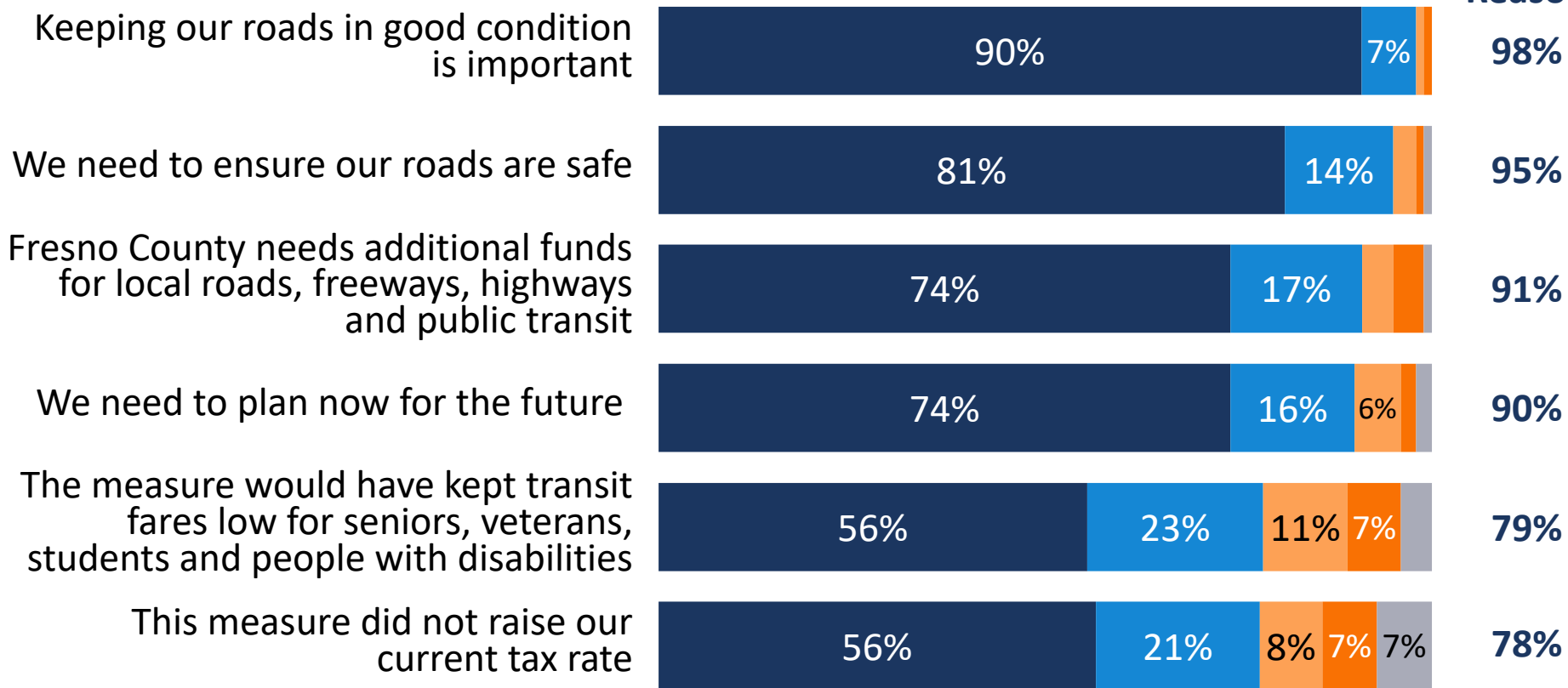


# Keeping roads in good condition/safe, and the need for additional funding and a plan for the future were the top reasons for voters to vote *Yes* on the measure.

(Ranked by Major Reason to Have Voted Yes; n=375)

■ Major Reason ■ Minor Reason ■ Not Much of a Reason ■ Not at All a Reason ■ Don't Know

**Major/  
Minor  
Reason**



Q13. I want to return to Measure C, the transportation measure, that was on the ballot this November in Fresno County. I am going to read you some things people have said as to why they voted yes on this measure. Please tell me if it was a major reason, minor reason, not much of a reason, or not at all a reason for why you voted yes on the measure.

# Continued

(Ranked by Major Reason to Have Voted Yes; n=375)

■ Major Reason ■ Minor Reason ■ Not Much of a Reason ■ Not at All a Reason ■ Don't Know

**Major/  
Minor  
Reason**

This measure was simply a continuation of a voter approved transportation funding that has helped maintain and improve Fresno County's transportation system for decades



**78%**

The measure funded efforts to improve our area's air quality



**75%**

The measure would have created local jobs



**77%**

The measure provided us with local control over our transportation funding



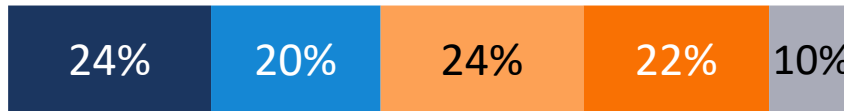
**72%**

The measure provided funds for public transit



**75%**

The measure was supported by people I trust



**44%**

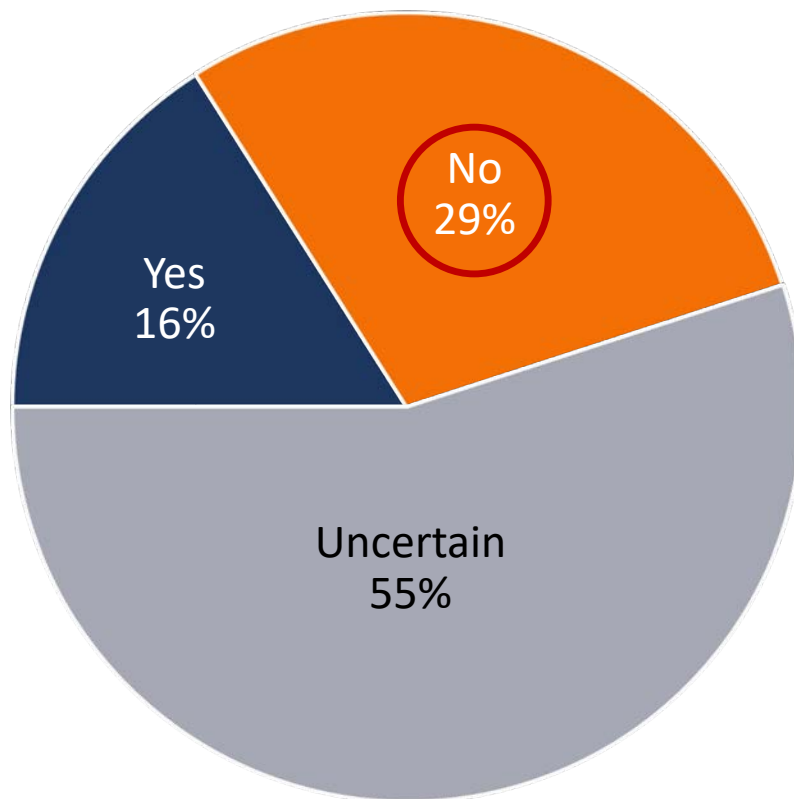
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# **Awareness of the Final Election Result**

# Almost 7-in-10 are uncertain or incorrect as to whether the Fresno County transportation measure passed.

*Sometimes people are busy and it is difficult to keep up with all the news, but to the best of your knowledge, did Measure C, the Fresno County transportation measure pass this November?*

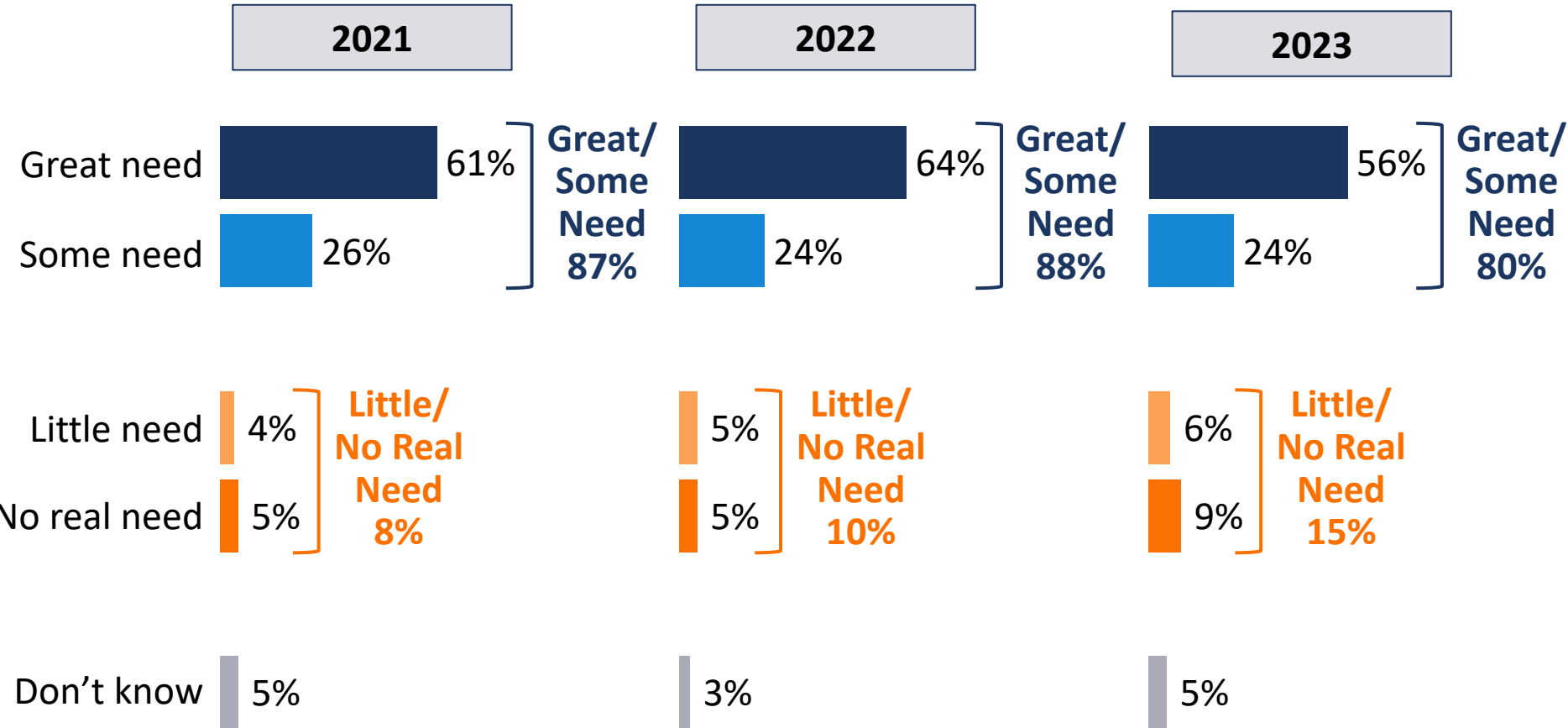




# Looking to The Future



# Eight-in-ten perceive a great or some need for additional funds for Fresno County's transportation system in the current study, down from prior surveys conducted before the measure was placed on the ballot.



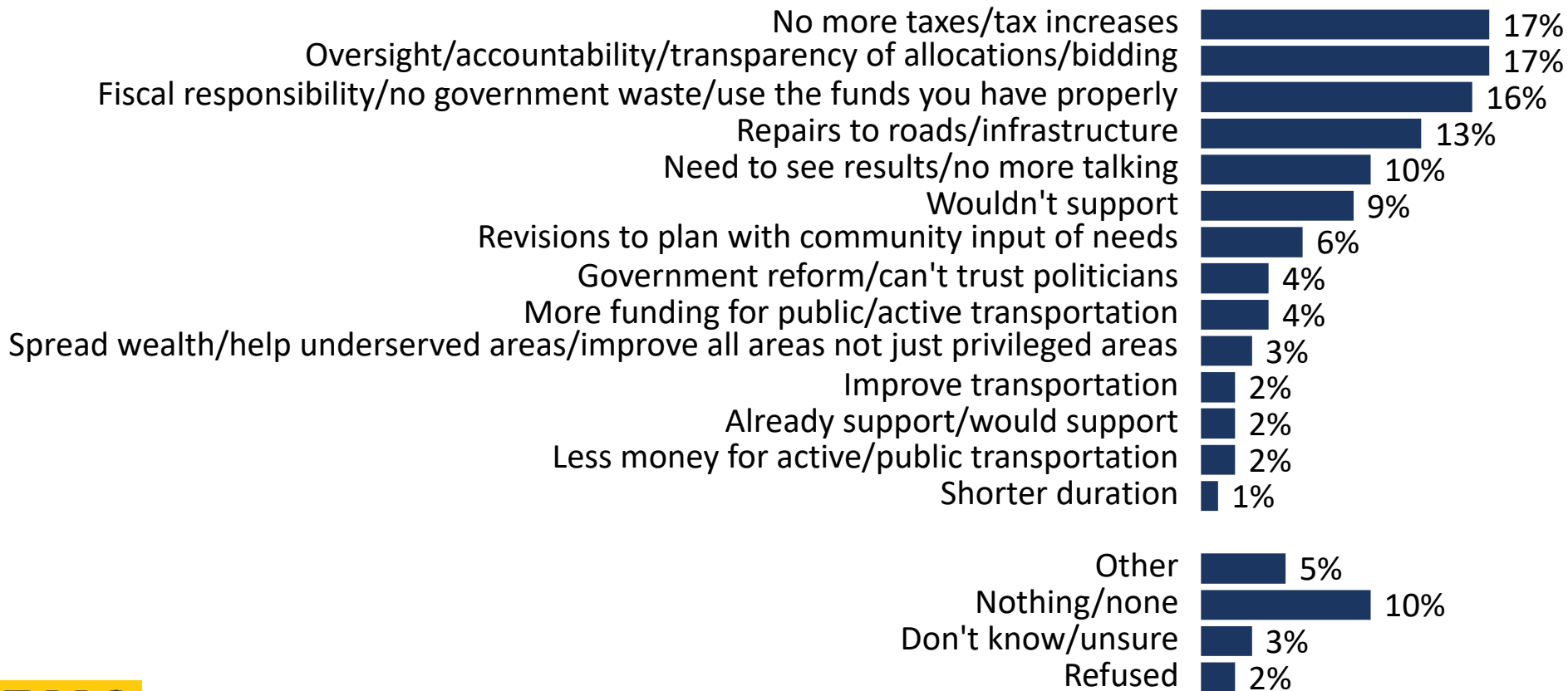
Q11. Now knowing that Measure C did not pass, generally speaking, would you say that Fresno County has a great need, some need, a little need or no real need for additional funding for the County's transportation system, including freeways, highways, local streets and public transit?

Wording is Slightly Different from Previous Surveys

# Voters who either voted no, did not vote, or did not volunteer how they voted said they would vote yes in the future if the measure does not raise taxes, features oversight/transparency and would lead to roads/infrastructure actually being fixed.

*As you may know, there is currently a voter-approved funding measure in place to pay for transportation maintenance and improvements in Fresno County that will expire. Measure C would have continued this funding for 30 more years.*

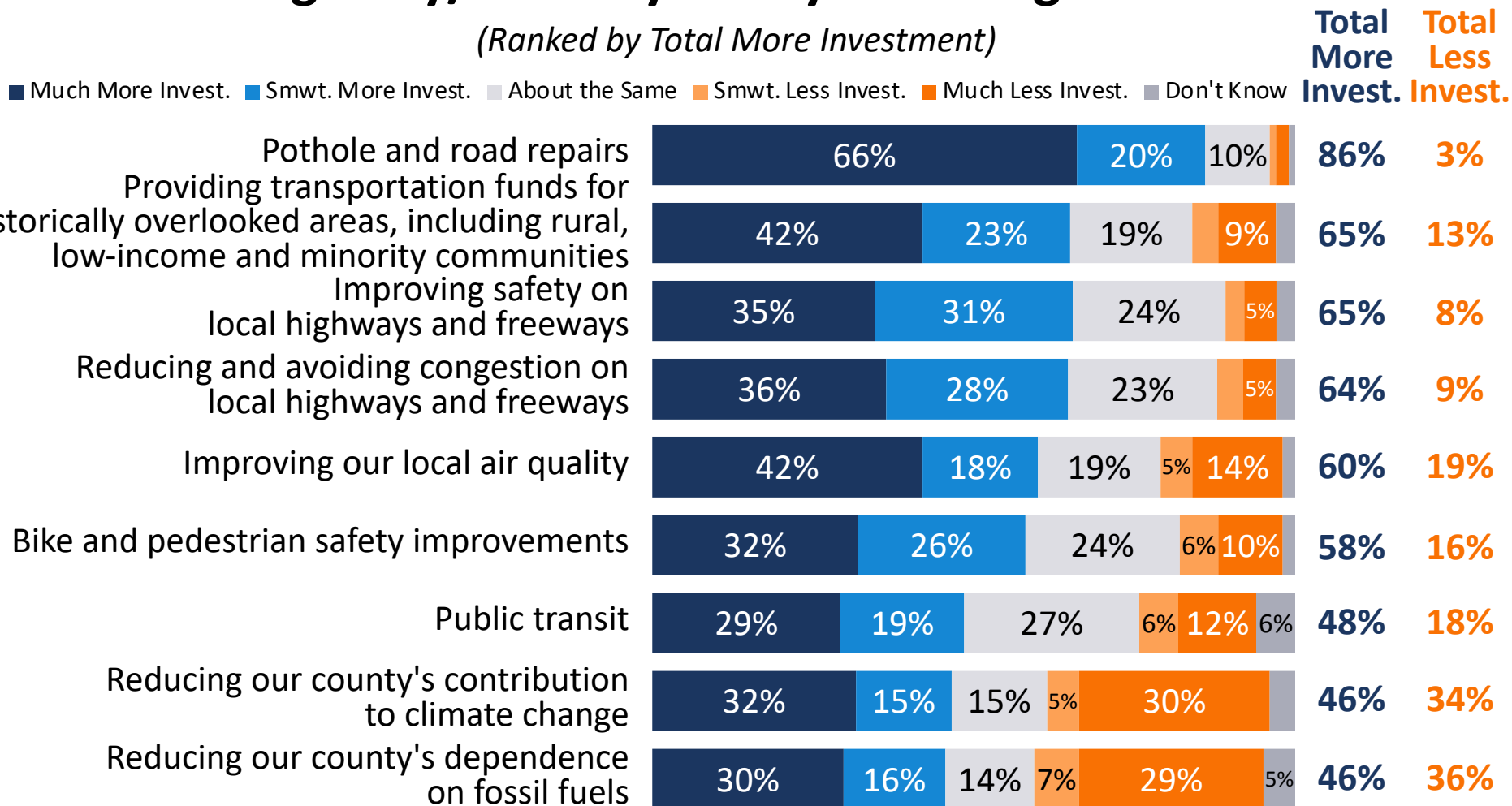
*(Open-ended Grouped Responses; Asked of Voters: Voted No, Did Not Vote, or Did Not Say How Voted, n=279)*



Q6. What would you need to hear, if anything, for you to support continuing this funding measure in the future?

# Pothole and road repairs is the top investment priority, with high percentages also wanting investment in addressing historically disadvantaged areas and groups and improving highway/freeway safety and congestion.

(Ranked by Total More Investment)



Q12. Now taking a step back from Measure C, I am going to mention some ways transportation funding could be used in Fresno County as part of a countywide transportation plan. Please tell me if you would like to see much more investment, somewhat more investment, about the same investment, somewhat less investment or much less investment on that item than what is currently provided.



# Conclusions

# Conclusions

Why they voted the way they did:

- When presented with the November 2022 Fresno County transportation sales tax ballot title and summary, roughly seven-in-ten recall how they voted.
- Those who voted no volunteered a number of reasons for doing so, with a plurality mentioning their opposition to taxes in general, waste and mismanagement, and that they do not trust how the money will be spent.
- When presented with reasons why some people voted no, around two-thirds also said major reasons included the fact they already pay to fix the roads and that with current high inflation and gas taxes, they felt they needed some tax relief.
- Among those who voted yes, a majority volunteered that they did so to fix the roads, but when presented with a list of reasons, they also said in high percentages that they wanted safe roads, that there is a need for funding and that the County has to plan for the future.

# Conclusions; Continued

## Future:

- Eight-in-ten continue to perceive Fresno County needs additional funds for the County's transportation system.
- Among those who either voted no, did not vote on the measure or did not share how they voted, between 10 and 17 percent said they would consider voting yes if there was transparency/accountability, and roads were repaired.
- About two-thirds or more want a countywide transportation plan that invests in:
  - pothole and road repair,
  - historically disadvantaged demographic and geographic communities,
  - improving safety on local highways and freeways and,
  - improving traffic congestion relief on local highways and freeways.

## Awareness of Final Results:

- Only roughly three-in-ten are aware that the measure did not pass.

# Fresno County Transportation Issues Post-Election Survey



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