

City of Coachella - Voter Survey - Report on Results -

July 14, 2014

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City of Coachella - Voter Survey

Interview Schedule

Field Dates: Tuesday, July 8 through Sunday, July 13, 2014
 Universe: Among likely November, 2014 General Election voters
 Language: English, Spanish
 N = 250
 Margin of Error = +/-6.3%

Hello, may I speak with _____? [IF NOT AVAILABLE—SCHEDULE CALLBACK]
 This is _____ with the Western States Policy Research Center a regional opinion research organization. We are conducting a survey about issues facing your community. Your opinion is important.

1. What is the most important issue facing your community today?

| | |
|--|--------------|
| Public Safety | 34.4% |
| Jobs and the Economy | 21.2% |
| Education/Schools/Higher Education | 11.6% |
| Government | 6.0% |
| Environmental Issues | 5.6% |
| Transportation | 4.8% |
| Poverty | 1.6% |
| Overpopulation/Controlling growth/development | 1.2% |
| Healthcare | 0.8% |
| Affordable Housing | 0.4% |
| None/nothing | 6.4% |
| Other | 1.2% |
| Don't know/refused | 20.0% |

2. Do you think that the City of Coachella is on the right track or on the wrong track?

| | |
|-----------------------|--------------|
| Right track | 69.2% |
| Wrong track | 18.0% |
| Unsure [DO NOT READ] | 12.8% |
| Refused [DO NOT READ] | 0.0% |

3. What are your top two sources for news and information about local government and other issues related to the City of Coachella? Pick two.
 [RANDOMIZE]

| | |
|-------------------------|--------------|
| Local television | 72.4% |
| <i>Univision</i> | <i>24.0%</i> |
| <i>Telemundo</i> | <i>16.0%</i> |
| <i>Channel 3/KESQ</i> | <i>14.0%</i> |
| <i>Channel 12</i> | <i>10.4%</i> |
| <i>Channel 15</i> | <i>5.6%</i> |
| <i>Channel 6/KMIR</i> | <i>4.8%</i> |
| <i>Channel 42</i> | <i>3.2%</i> |
| <i>Channel 2</i> | <i>2.4%</i> |
| <i>Unimas/Channel 5</i> | <i>1.6%</i> |
| <i>Channel 4</i> | <i>1.6%</i> |
| <i>NBC</i> | <i>1.2%</i> |



| | | |
|--|--------------|--------------|
| CBS | 0.8% | |
| ABC | 0.8% | |
| KSQ | 0.8% | |
| Channel 11 | 0.8% | |
| Channel 25 | 0.8% | |
| Channel 17 | 0.8% | |
| Channel 9 | 0.8% | |
| FOX | 0.8% | |
| Other | 2.8% | |
| Don't know | 3.6% | |
| Local radio | 30.8% | |
| KUNA/La Poderosa 96.7 FM | 16.4% | |
| KLOB 94.7 | 4.8% | |
| KPST 103.5 | 1.6% | |
| Other | 4.0% | |
| Don't know/can't remember | 4.8% | |
| Newspaper | | 28.0% |
| The Desert Sun | 16.0% | |
| El Informador | 2.4% | |
| La Opinion | 2.4% | |
| La Prensa Hispana | 1.2% | |
| Other | 3.2% | |
| Don't know/can't remember | 3.2% | |
| Direct communication from the city | | 18.8% |
| Social media platforms such as facebook and twitter | | 14.8% |
| Facebook | 13.6% | |
| Twitter | 1.2% | |
| Other | 0.4% | |
| A website or blog | | 11.2% |
| KESQ.com | 2.8% | |
| Google.com | 1.6% | |
| Mydesert.com | 1.2% | |
| Coachella website | 1.2% | |
| Internet news television | 0.8% | |
| Other | 1.6% | |
| Don't know | 2.0% | |
| Something else | | 3.6% |
| Word of Mouth | 0.8% | |
| People in the community | 0.8% | |
| Nothing | 0.8% | |
| Other | 0.8% | |
| Don't know | 0.4% | |
| Magazines | | 0.8% |
| Other | 0.4% | |
| Don't know/refused | 0.4% | |
| Nothing [DO NOT READ] | | 4.4% |
| Unsure [DO NOT READ] | | 3.6% |
| Refused [DO NOT READ] | | 1.6% |

4. In general, do you feel that the City of Coachella is a safe place or an unsafe place to live? [RECORD] [IF SAFE OR UNSAFE>>>] And would you say that it is a very or somewhat (safe/unsafe)?

| | | |
|---------------------|-------|--------------|
| Safe (NET) | | 73.2% |
| Very safe | 23.6% | |
| Somewhat safe | 49.6% | |
| Unsafe (NET) | | 18.4% |

| | | | |
|----|--|-------|--------------|
| | <i>Very unsafe</i> | 4.0% | |
| | <i>Somewhat unsafe</i> | 14.4% | |
| | Unsure [DO NOT READ] | | 8.4% |
| | Refused [DO NOT READ] | | 0.0% |
| 5. | Do you approve or disapprove of the job that the Coachella Mayor and City Council are doing? [RECORD] [IF APPROVE OR DISAPPROVE>>>] And would you say that you strongly or somewhat (approve/disapprove)? | | |
| | Approve (NET) | | 68.4% |
| | <i>Strongly approve</i> | 27.6% | |
| | <i>Somewhat approve</i> | 40.8% | |
| | Disapprove (NET) | | 11.6% |
| | <i>Strongly disapprove</i> | 4.0% | |
| | <i>Somewhat disapprove</i> | 7.6% | |
| | Unsure [DO NOT READ] | | 19.6% |
| | Refused [DO NOT READ] | | 0.4% |
| 6. | Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council? Choose three. [RANDOMIZE] | | |
| | Crime, gangs, drugs, graffiti | | 65.2% |
| | Bringing jobs to the city | | 46.8% |
| | City streets and sidewalk maintenance and repair | | 35.6% |
| | Parks and recreation | | 22.4% |
| | Affordable housing | | 21.2% |
| | Homelessness | | 17.2% |
| | City taxes or fees | | 14.8% |
| | City budget and finances | | 12.4% |
| | Protecting the environment | | 11.2% |
| | Attract development of hotels and an entertainment district | | 9.2% |
| | Traffic congestion | | 8.4% |
| | Government worker pension reform | | 8.0% |
| | Library services | | 7.6% |
| | Develop a transit center | | 2.0% |
| | Other | | 6.8% |
| | <i>Education</i> | 2.0% | |
| | <i>Nothing</i> | 0.4% | |
| | Unsure [DO NOT READ] | | 2.0% |
| | Refused [DO NOT READ] | | 1.6% |
| 7. | In general, are you satisfied or dissatisfied with the job the City is doing to provide City services? [IF SATISFIED/DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? | | |
| | Satisfied (NET) | | 77.6% |
| | <i>Very satisfied</i> | 30.4% | |
| | <i>Somewhat satisfied</i> | 47.2% | |
| | Dissatisfied (NET) | | 15.2% |
| | <i>Very dissatisfied</i> | 4.8% | |
| | <i>Somewhat dissatisfied</i> | 10.4% | |
| | Unsure [DO NOT READ] | | 6.8% |
| | Refused [DO NOT READ] | | 0.4% |

[IF ANSWER "DISSATISFIED" TO Q7]

8. Why would you say that you are dissatisfied with the job the City is doing providing City services?

| | |
|--|--------------|
| Nothing gets done/they're not doing what they're suppose to | 26.3% |
| Cost of living (e.g. Water bills, prices of goods, etc.) | 23.7% |
| High tax | 23.7% |
| Lack of security/safety | 13.2% |
| Infrastructure/Maintenance for roads/street | 13.2% |
| Lack of city services | 7.9% |
| Other | 10.5% |

9. Do you think that it is extremely important, somewhat important, not very important or not at all important to find additional funding for City services in Coachella?

| | | |
|-----------------------------|-------|--------------|
| Important (NET) | | 94.0% |
| <i>Extremely important</i> | 69.2% | |
| <i>Somewhat important</i> | 24.8% | |
| Unimportant (NET) | | 4.0% |
| <i>Not at all important</i> | 2.4% | |
| <i>Not very important</i> | 1.6% | |
| Unsure [DO NOT READ] | | 1.6% |
| Refused [DO NOT READ] | | 0.4% |

While this year's City budget is balanced, it is projected that next fiscal year the City will face a severe shortfall of one to one-point-two million dollars. If the City is unable to raise new revenue, large cuts may need to be made from city services such as police, fire protection, parks and recreation and street maintenance. The City is considering some options to help close this budget gap without massive cuts in service levels.

10. The City of Coachella is considering increasing sales tax in the City by one cent to raise funds to maintain city services such as police, fire protection, the paramedic squad that was established last year, parks and recreation and street maintenance. A one cent sales tax increase would generate about two-point-eight million dollars, which would allow the City to maintain City services, as well as allow it to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. If an election were held today, would you vote yes, in favor of increasing sales tax in the City of Coachella by one cent, or no against it? Pick one. [RECORD] And would you say that you would definitely vote (for/against) a one cent local sales tax increase or probably vote (for/against) a one cent local sales tax increase? [IF UNSURE >>>] Would you say that you lean one way or another? [RANDOMIZE]

| | | |
|---|-------|--------------|
| YES, Vote for a one cent local sales tax increase [NET] | | 65.2% |
| <i>Definitely vote yes</i> | 42.8% | |
| <i>Probably vote yes</i> | 22.0% | |
| <i>Lean vote yes</i> | 0.4% | |
| NO, Vote against a one cent local sales tax increase [NET] | | 28.8% |
| <i>Definitely vote no</i> | 17.2% | |
| <i>Probably vote no</i> | 11.2% | |
| <i>Lean vote no</i> | 0.4% | |
| Firm Unsure [DO NOT READ] | | 4.8% |
| Refused [DO NOT READ] | | 1.2% |

[IF ANSWERED YES TO Q10]

11. Why would you say that you would vote yes in favor of a one cent sales tax increase?

| | |
|--|-------|
| Its for fire protection/police/paramedics | 32.5% |
| It will provide City services/projects (unspecified) | 30.7% |

| | |
|--|-------------|
| It will improved/benefit the community/city | 27.0% |
| It's cheap/not much | 12.3% |
| It will support infrastructures (roads, parks, etc.) | 11.0% |
| More funds/it can help the community financially | 10.4% |
| The people/residents will benefit from it | 8.0% |
| To improve/expand the library | 4.3% |
| For maintenance of the community | 3.7% |
| It would create more jobs | 1.8% |
| Other | 3.1% |

[IF ANSWERED NO TO Q10]

12. Why would you say that you vote no against a one cent sales tax increase?

| | |
|---|--------------|
| There are enough taxes already/keep on raising the taxes/we can't afford to pay more | 58.3% |
| Prices have gone up/Cost of living increases | 19.4% |
| They won't do what they said/keeps on lying | 9.7% |
| Wasteful spending/corruption of the government | 8.3% |
| The project where the funds will be placed is not needed/there are other things that should be prioritized | 8.3% |
| They should look different way for its funding/it's government responsibility to find solution | 6.9% |
| The city has enough money already | 5.6% |
| Need more information | 5.6% |
| Other | 2.8% |
| Don't know/refused | 4.2% |

Now I am going to read to you some general background information about the proposed one cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote for a one cent sales tax increase to maintain city services such as police, fire protection, paramedics, parks and recreation and street maintenance, and to make City improvements. If it makes no difference to you, just say so.

[RANDOMIZE Q13 – Q25]

13. The City already reduced staffing by 20% in 2009, and has also renegotiated better terms for bond payments. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

| | |
|---|--------------|
| More likely to vote for [NET] | 59.6% |
| <i>Much more likely to vote for</i> | 34.8% |
| <i>Somewhat more likely to vote for</i> | 24.8% |
| Makes no difference to me [DO NOT READ] | 9.2% |
| Less likely to vote for [NET] | 26.8% |
| <i>Much less likely to vote for</i> | 13.6% |
| <i>Somewhat likely to vote for</i> | 13.2% |
| Unsure [DO NOT READ] | 4.0% |
| Refused [DO NOT READ] | 0.4% |

14. The City of Coachella is known for its fiscal prudence and pays its employees less than the average of other California cities. The Desert Sun newspaper has noted that the City is “consistently the desert’s lowest paying city.” Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

| | |
|--------------------------------------|--------------|
| More likely to vote for [NET] | 48.4% |
| <i>Much more likely to vote for</i> | 28.8% |



| | | | |
|-----|--|-------|--------------|
| | <i>Somewhat more likely to vote for</i> | 19.6% | |
| | Makes no difference to me [DO NOT READ] | | 11.2% |
| | Less likely to vote for [NET] | | 35.2% |
| | <i>Much less likely to vote for</i> | 17.2% | |
| | <i>Somewhat likely to vote for</i> | 18.0% | |
| | Unsure [DO NOT READ] | | 5.2% |
| | Refused [DO NOT READ] | | 0.0% |
| 15. | When the State of California dissolved local Redevelopment Agencies, the City lost about 7 million dollars per year. These funds were previously used for projects such as Sixth Street Scape improvements, expansion of Bagdouma Park and road improvements. Does knowing this make you more likely or less likely to vote for a one-cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely? | | |
| | More likely to vote for [NET] | | 68.0% |
| | <i>Much more likely to vote for</i> | 39.6% | |
| | <i>Somewhat more likely to vote for</i> | 28.4% | |
| | Makes no difference to me [DO NOT READ] | | 6.8% |
| | Less likely to vote for [NET] | | 22.8% |
| | <i>Much less likely to vote for</i> | 11.2% | |
| | <i>Somewhat likely to vote for</i> | 11.6% | |
| | Unsure [DO NOT READ] | | 2.4% |
| | Refused [DO NOT READ] | | 0.0% |
| 16. | If new revenue is not raised by the City, Coachella may lose as many as six sworn police officers, resulting in a significantly reduced police presence, longer response times and less attention given to traffic, fighting drugs and graffiti, gang suppression and other community services. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely? | | |
| | More likely to vote for [NET] | | 77.2% |
| | <i>Much more likely</i> | 61.6% | |
| | <i>Somewhat more likely</i> | 15.6% | |
| | Makes no difference to me [DO NOT READ] | | 4.4% |
| | Less likely to vote for [NET] | | 15.2% |
| | <i>Much less likely</i> | 9.6% | |
| | <i>Somewhat less likely</i> | 5.6% | |
| | Unsure [DO NOT READ] | | 3.2% |
| | Refused [DO NOT READ] | | 0.0% |
| 17. | If new revenue is not raised by the City, Coachella may lose one of its two fire engines, which could mean waiting for a fire engine to come from Indio or La Quinta in an emergency. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely? | | |
| | More likely to vote for [NET] | | 74.8% |
| | <i>Much more likely</i> | 56.0% | |
| | <i>Somewhat more likely</i> | 18.8% | |
| | Makes no difference to me [DO NOT READ] | | 3.2% |
| | Less likely to vote for [NET] | | 18.8% |
| | <i>Much less likely</i> | 9.6% | |
| | <i>Somewhat less likely</i> | 9.2% | |
| | Unsure [DO NOT READ] | | 2.8% |
| | Refused [DO NOT READ] | | 0.4% |

18. If new revenue is not raised by the City, Coachella may lose two of its four paramedics, which could mean waiting for life-saving paramedic support to drive from Indio or La Quinta in an emergency. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

| | | |
|---|-------|--------------|
| More likely to vote for [NET] | | 77.2% |
| <i>Much more likely</i> | 57.6% | |
| <i>Somewhat more likely</i> | 19.6% | |
| Makes no difference to me [DO NOT READ] | | 6.0% |
| Less likely to vote for [NET] | | 13.2% |
| <i>Much less likely</i> | 7.6% | |
| <i>Somewhat less likely</i> | 5.6% | |
| Unsure [DO NOT READ] | | 3.6% |
| Refused [DO NOT READ] | | 0.0% |

19. If a new tax is not passed, City maintenance will suffer. The City's appearance may deteriorate, as public works staff is less able to respond to graffiti, weed and illegal dumping abatement calls. Potholes in streets will take longer to fill and asphalt repairs will be made on a less timely basis. The condition of the City's parks may deteriorate and some may even be closed, including the twenty-seven acres of park that recently opened for City residents. Does this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

| | | |
|---|-------|--------------|
| More likely to vote for [NET] | | 72.4% |
| <i>Much more likely</i> | 51.6% | |
| <i>Somewhat more likely</i> | 20.8% | |
| Makes no difference to me [DO NOT READ] | | 6.8% |
| Less likely to vote for [NET] | | 16.0% |
| <i>Much less likely</i> | 9.6% | |
| <i>Somewhat less likely</i> | 6.4% | |
| Unsure [DO NOT READ] | | 4.4% |
| Refused [DO NOT READ] | | 0.4% |

20. If you knew that the one cent sales tax applies only to sales of non-grocery goods within Coachella, such as bars, restaurants, gasoline, and retail stores like clothing stores, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

| | | |
|---|-------|--------------|
| More likely to vote for [NET] | | 63.6% |
| <i>Much more likely to vote for</i> | 41.2% | |
| <i>Somewhat more likely to vote for</i> | 22.4% | |
| Makes no difference to me [DO NOT READ] | | 7.2% |
| Less likely to vote for [NET] | | 25.6% |
| <i>Much less likely to vote for</i> | 12.4% | |
| <i>Somewhat likely to vote for</i> | 13.2% | |
| Unsure [DO NOT READ] | | 3.2% |
| Refused [DO NOT READ] | | 0.4% |

21. If you knew that the one cent local sales tax does not apply to services, such as hairdressers or the services of a doctor, dentist or attorney, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

| | | |
|---|-------|--------------|
| More likely to vote for [NET] | | 57.2% |
| <i>Much more likely to vote for</i> | 34.0% | |
| <i>Somewhat more likely to vote for</i> | 23.2% | |
| Makes no difference to me [DO NOT READ] | | 10.0% |
| Less likely to vote for [NET] | | 28.4% |
| <i>Much less likely to vote for</i> | 16.4% | |
| <i>Somewhat likely to vote for</i> | 12.0% | |
| Unsure [DO NOT READ] | | 4.4% |
| Refused [DO NOT READ] | | 0.0% |

22. Coachella receives most of its sales tax revenues from gasoline sales primarily along the I-10 freeway. That means Coachella residents will benefit from taxes paid by people who come to visit and do business here. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

| | | |
|---|-------|--------------|
| More likely to vote for [NET] | | 72.0% |
| <i>Much more likely to vote for</i> | 44.8% | |
| <i>Somewhat more likely to vote for</i> | 27.2% | |
| Makes no difference to me [DO NOT READ] | | 6.4% |
| Less likely to vote for [NET] | | 17.2% |
| <i>Much less likely to vote for</i> | 7.6% | |
| <i>Somewhat likely to vote for</i> | 9.6% | |
| Unsure [DO NOT READ] | | 3.6% |
| Refused [DO NOT READ] | | 0.8% |

23. The sales tax increase would cost the average Coachella resident approximately seven dollars per month. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

| | | |
|---|-------|--------------|
| More likely to vote for [NET] | | 52.4% |
| <i>Much more likely to vote for</i> | 28.4% | |
| <i>Somewhat more likely to vote for</i> | 24.0% | |
| Makes no difference to me [DO NOT READ] | | 6.8% |
| Less likely to vote for [NET] | | 36.8% |
| <i>Much less likely to vote for</i> | 16.0% | |
| <i>Somewhat likely to vote for</i> | 20.8% | |
| Unsure [DO NOT READ] | | 3.2% |
| Refused [DO NOT READ] | | 0.8% |

24. The sales tax increase would allow the City to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

| | | |
|---|-------|--------------|
| More likely to vote for [NET] | | 72.4% |
| <i>Much more likely to vote for</i> | 51.6% | |
| <i>Somewhat more likely to vote for</i> | 20.8% | |
| Makes no difference to me [DO NOT READ] | | 5.6% |
| Less likely to vote for [NET] | | 18.4% |
| <i>Much less likely to vote for</i> | 10.0% | |
| <i>Somewhat likely to vote for</i> | 8.4% | |
| Unsure [DO NOT READ] | | 3.2% |

| | |
|---|--------------|
| Refused [DO NOT READ] | 0.4% |
| 25. If you knew that the sales tax would expire in 10 years, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely? | |
| More likely to vote for [NET] | 59.6% |
| <i>Much more likely to vote for</i> | 36.0% |
| <i>Somewhat more likely to vote for</i> | 23.6% |
| Makes no difference to me [DO NOT READ] | 8.8% |
| Less likely to vote for [NET] | 26.4% |
| <i>Much less likely to vote for</i> | 13.6% |
| <i>Somewhat likely to vote for</i> | 12.8% |
| Unsure [DO NOT READ] | 4.4% |
| Refused [DO NOT READ] | 0.8% |

26. Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?
[RANDOMIZE]

| | |
|---|--------------|
| New programs for seniors | 28.8% |
| New library facility | 28.4% |
| Childcare facilities | 24.4% |
| Street lighting | 19.6% |
| Paving streets | 18.0% |
| Repairing sidewalks | 11.2% |
| Open space such as trails and fields at City parks | 10.8% |
| Speed bumps on streets | 9.6% |
| Sports fields at City parks | 9.2% |
| Creating additional bicycle and pedestrian paths | 9.2% |
| Restore the historic façade of the downtown Post Office and other downtown historic structures | 9.2% |
| Picnic facilities at City parks | 6.4% |
| Other | 2.0% |
| <i>Wage increase/high paying job</i> | 0.8% |
| <i>Nothing</i> | 0.4% |
| Unsure [DO NOT READ] | 4.8% |
| Refused [DO NOT READ] | 1.6% |

Now I am going to read to you some statements of two Coachella residents. Please listen to each statement and tell me with whom you agree more.

| | |
|--|--------------|
| 27. LOPEZ says: "We need to pass the sales tax increase to avoid dramatic cuts in funding and the loss of critical city services." DURAN says: "We don't need to raise taxes – the City needs to make hard decisions on how to cut non-essential spending." With whom do you agree more, LOPEZ or DURAN? [ROTATE WITH QUESTION AND ANSWERS] | |
| LOPEZ who says pass the sales tax increase | 52.0% |
| DURAN who says don't pass the tax increase | 36.0% |
| Unsure | 11.2% |
| Refused | 0.8% |

28. Knowing what you do now, if an election were held today, would you vote yes, in favor of increasing the sales tax in the City of Coachella by one cent, or no against it? Pick one.

[RECORD] And would you say that you would definitely vote (for/against) a one cent sales tax increase or probably vote (for/against) a one cent local sales tax increase? [IF UNSURE >>>] Would you say that you lean one way or another? [RANDOMIZE]

| | | |
|---|-------|--------------|
| YES, Vote for a one cent sales tax increase [NET] | | 64.4% |
| <i>Definitely vote yes</i> | 39.2% | |
| <i>Probably vote yes</i> | 23.6% | |
| <i>Lean vote yes</i> | 1.6% | |
| NO, Vote against a one cent sales tax increase [NET] | | 27.6% |
| <i>Definitely vote no</i> | 15.2% | |
| <i>Probably vote no</i> | 11.2% | |
| <i>Lean vote no</i> | 1.2% | |
| Firm Unsure [DO NOT READ] | | 6.8% |
| Refused [DO NOT READ] | | 1.2% |

29. If the City increased the sales tax increase to one-half cent rather than one cent, it would generate one-point-four million dollars per year rather than two point eight million dollars per year. While the one-half sales tax increase will be enough to save most City services, the City will still have to **make some painful cuts. It will not be enough to save the City's paramedic squad that was** established last year, nor will it allow the City to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. If an election were held today, would you vote yes, in favor of increasing the sales tax in the City of Coachella by one-half cent, or no against it? Pick one. [RECORD] And would you say that you would definitely vote (for/against) a one-half cent sales tax increase or probably vote (for/against) a one-half cent local sales tax increase? [IF UNSURE >>>] Would you say that you lean one way or another?

[RANDOMIZE]

| | | |
|--|-------|--------------|
| YES, Vote for a one-half cent sales tax increase [NET] | | 66.4% |
| <i>Definitely vote yes</i> | 36.4% | |
| <i>Probably vote yes</i> | 29.6% | |
| <i>Lean vote yes</i> | 0.4% | |
| NO, Vote against a one-half cent sales tax increase [NET] | | 29.2% |
| <i>Definitely vote no</i> | 21.6% | |
| <i>Probably vote no</i> | 6.8% | |
| <i>Lean vote no</i> | 0.8% | |
| Firm Unsure [DO NOT READ] | | 2.8% |
| Refused [DO NOT READ] | | 1.6% |

30. And finally, for demographic purposes only, which of the following best describes your ethnic background?

| | |
|-------------------------------|--------------|
| Latino/Hispanic | 94.0% |
| White/Caucasian | 2.0% |
| Black/African American | 0.8% |
| Asian | 0.0% |
| Other | 0.8% |
| Refused [DO NOT READ] | 2.4% |

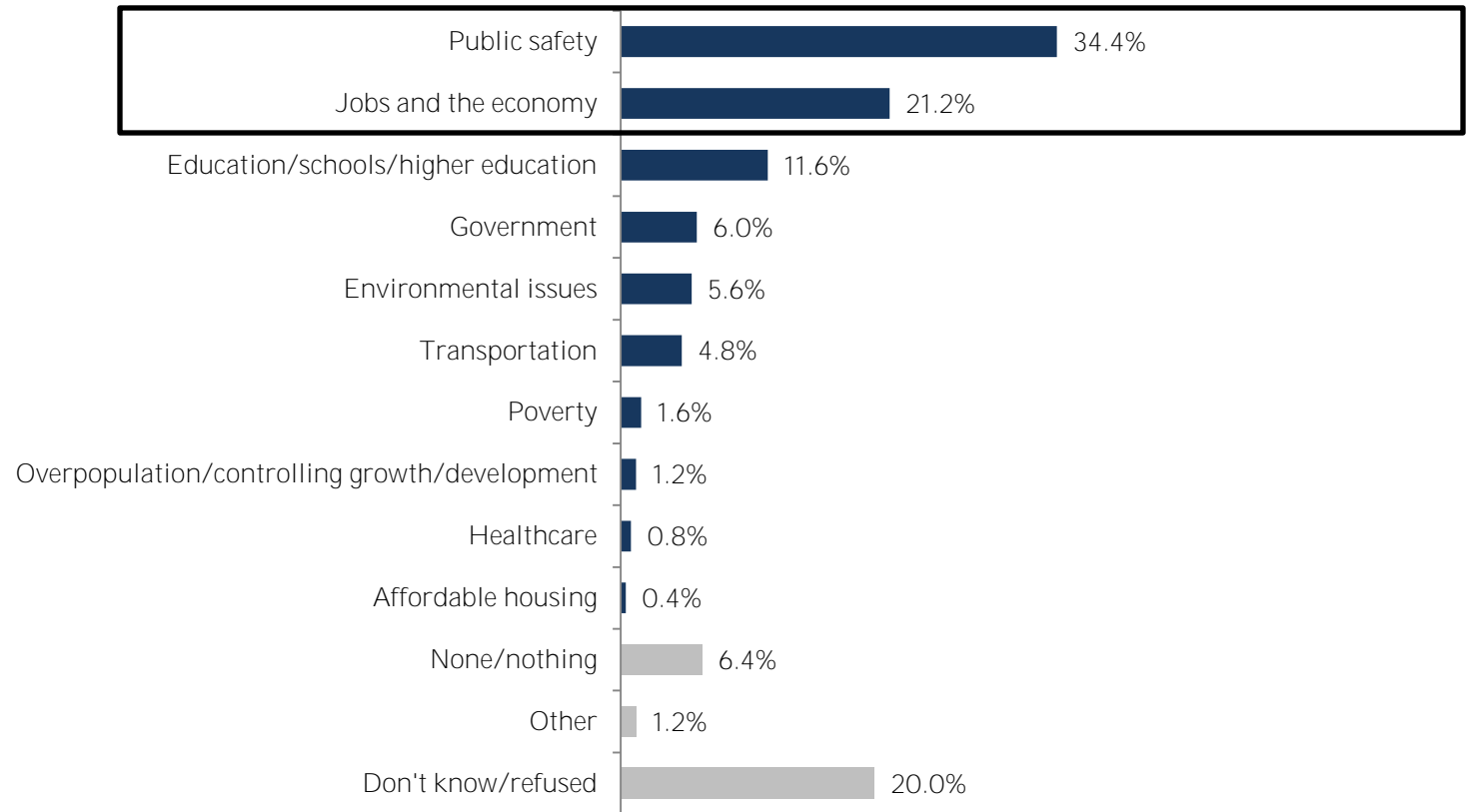
Thank you for your time. Have a great (day/evening).

Graphic Analysis/ Presentation

Public safety is the most important issue

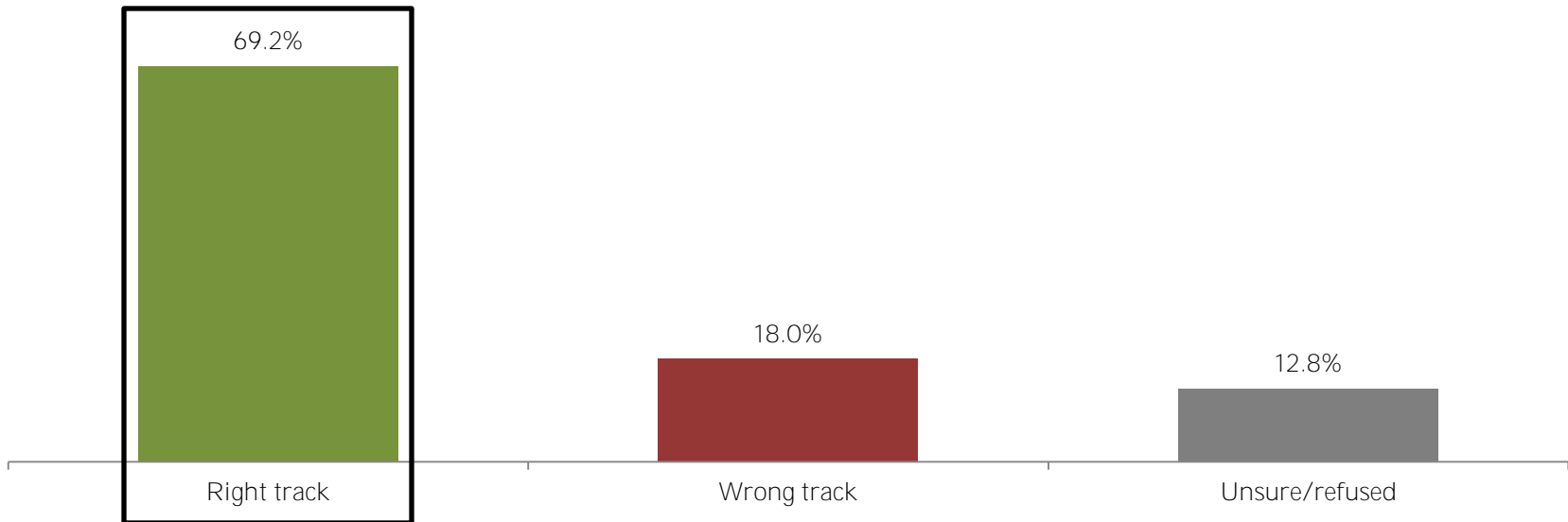
To Coachella likely voters, followed by jobs and the economy

Question: What is the most important issue facing your community today?



Over a supermajority (69.2%) think that Coachella Is on the right track

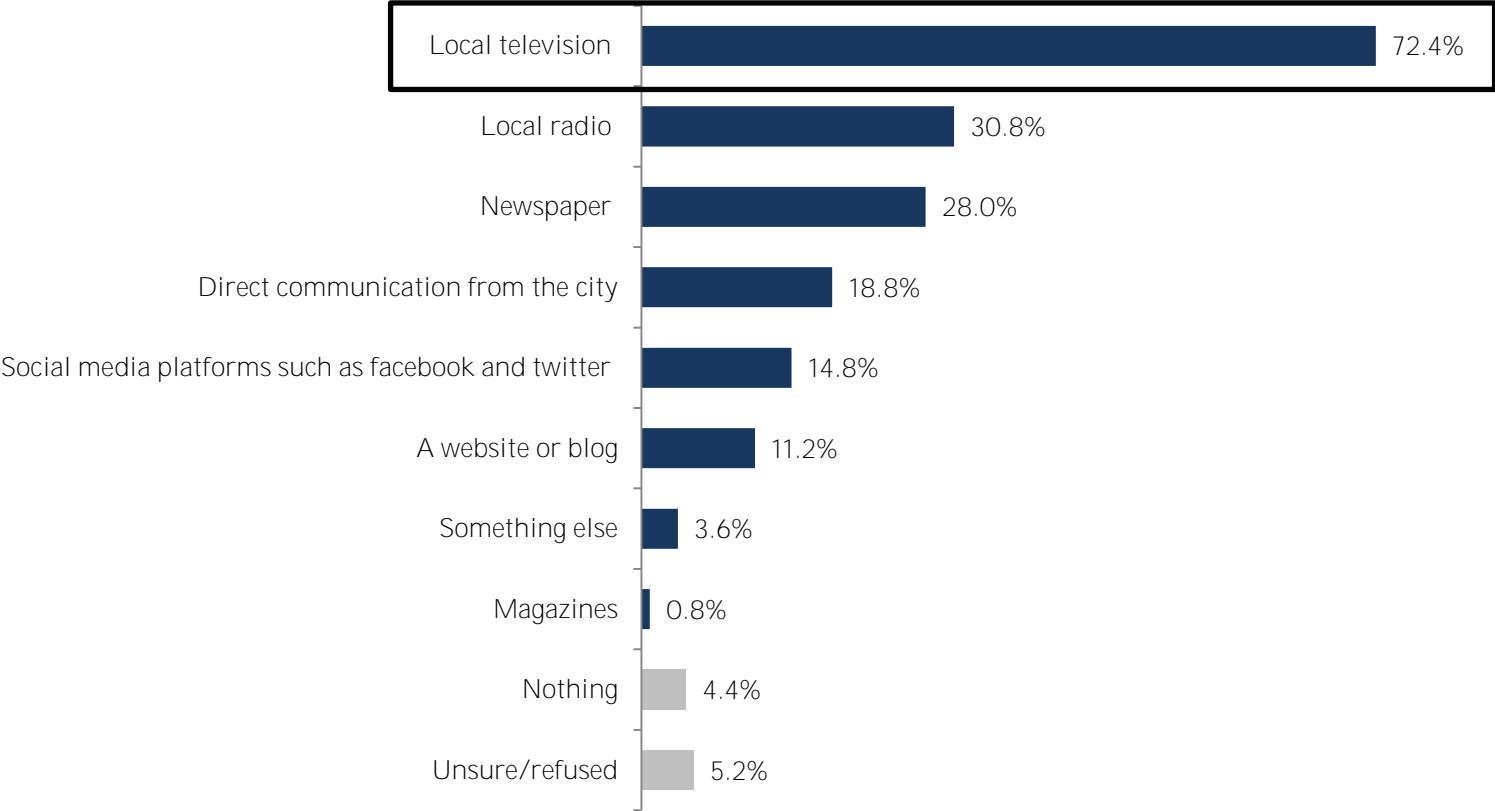
Question: Do you think that the City of Coachella is on the right track or on the wrong track?



Local television is the top source for news and information

About local government and other issues related to the City

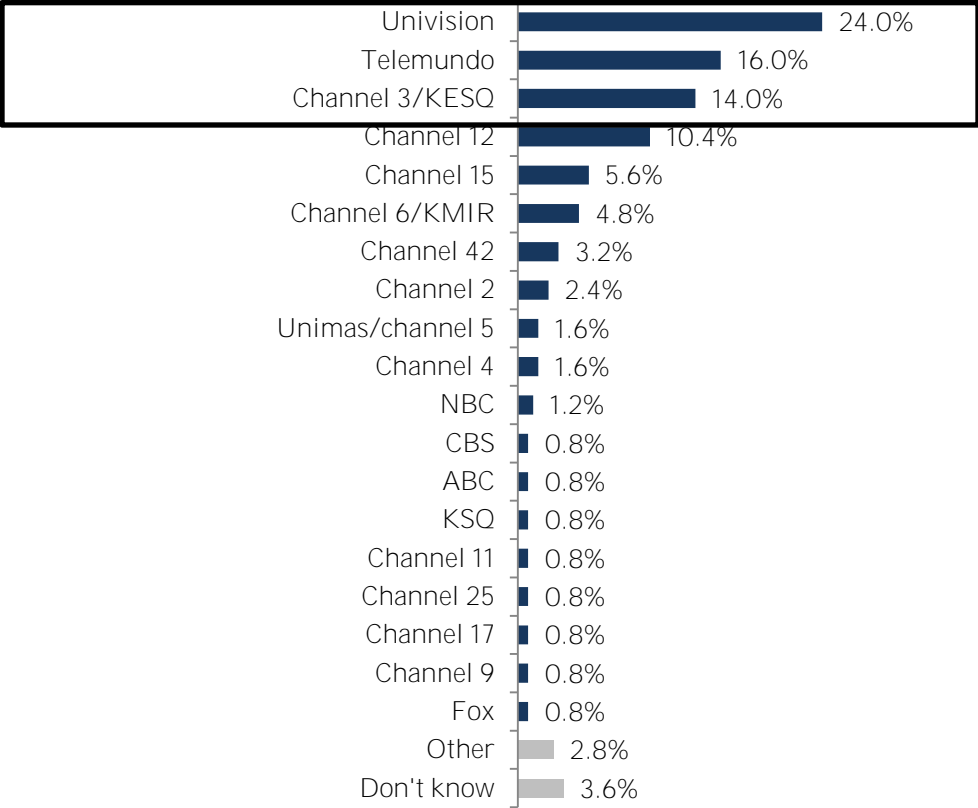
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?



Univision is the most popular television channel

Followed by Telemundo and Channel 3/KESQ

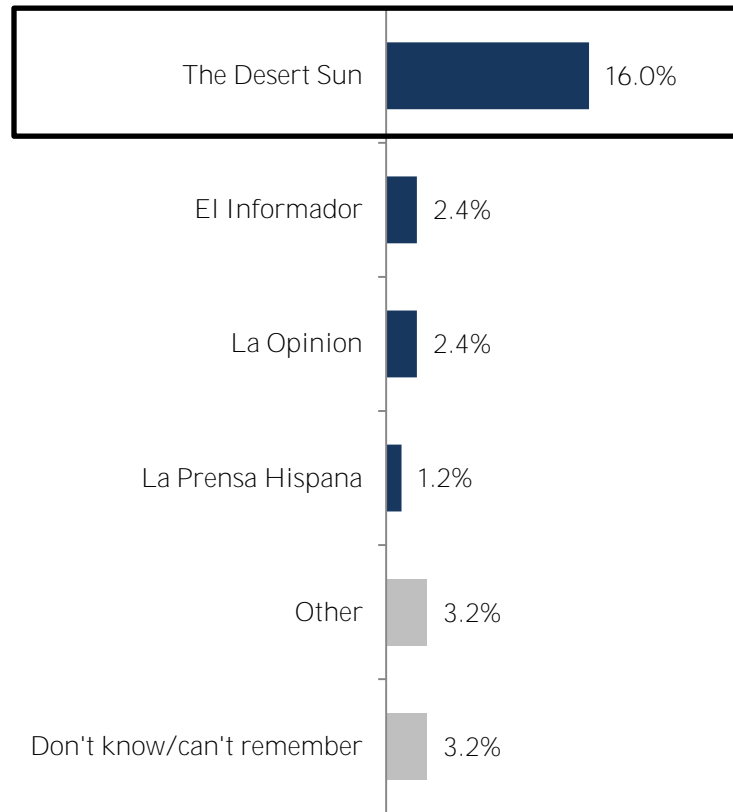
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?



The Desert Sun

Is the most popular newspaper

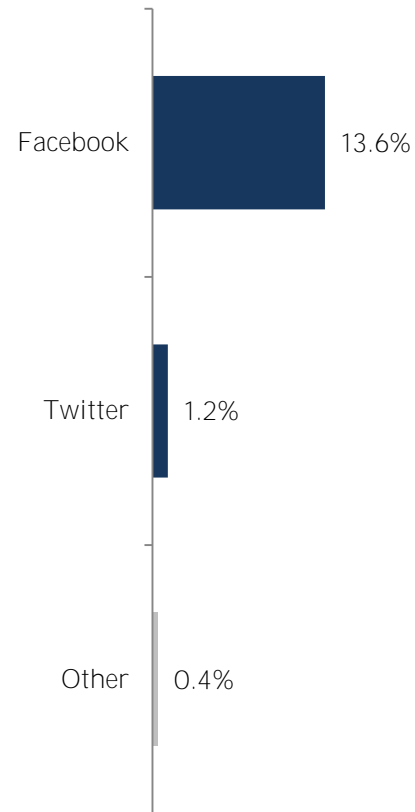
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?



Facebook

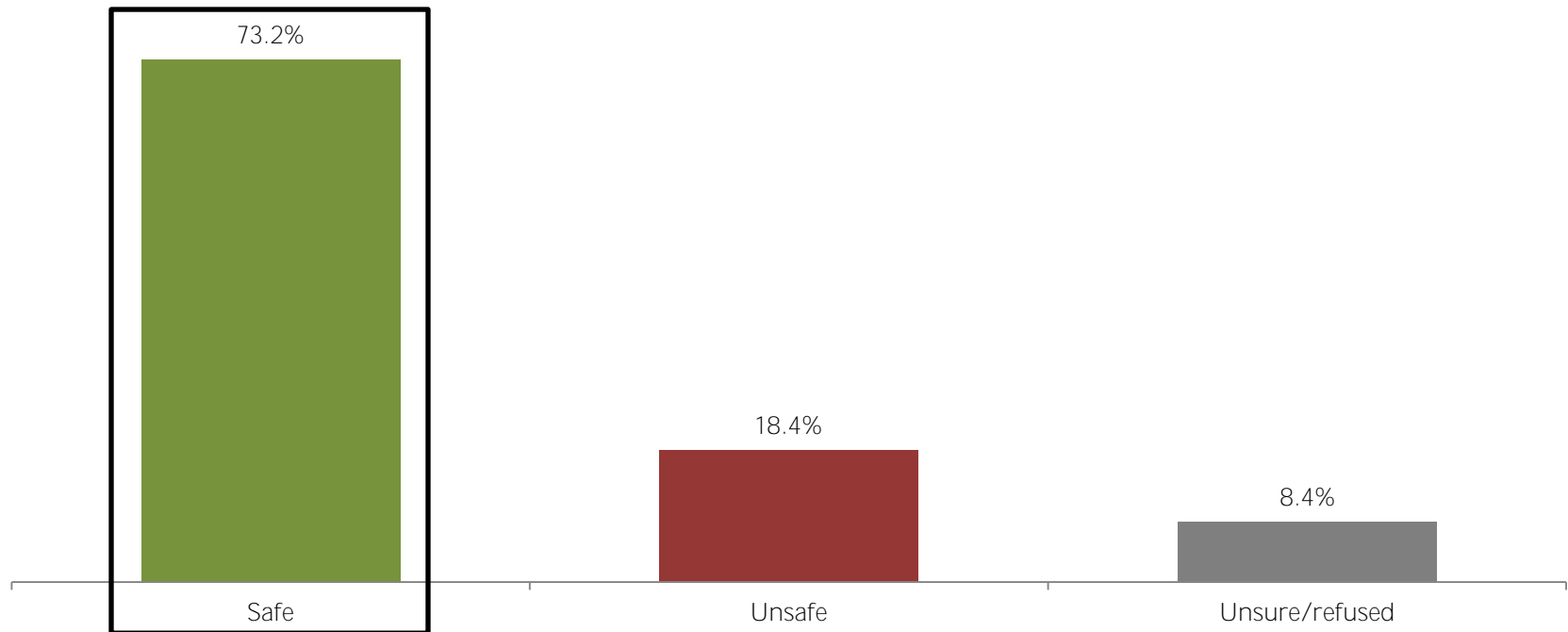
Is the most popular Social media site

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?



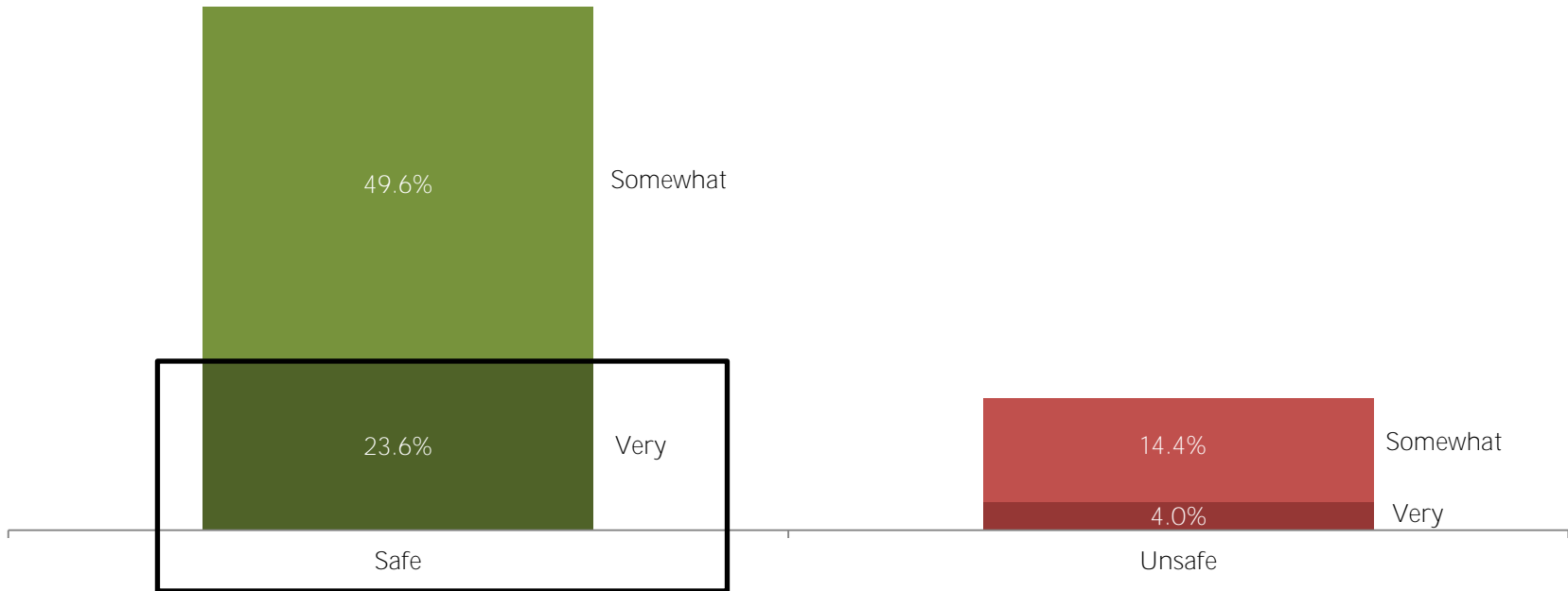
A majority (73.2%) feel Coachella is a safe place to live

Question: In general, do you feel that the City of Coachella is a safe place or an unsafe place to live?



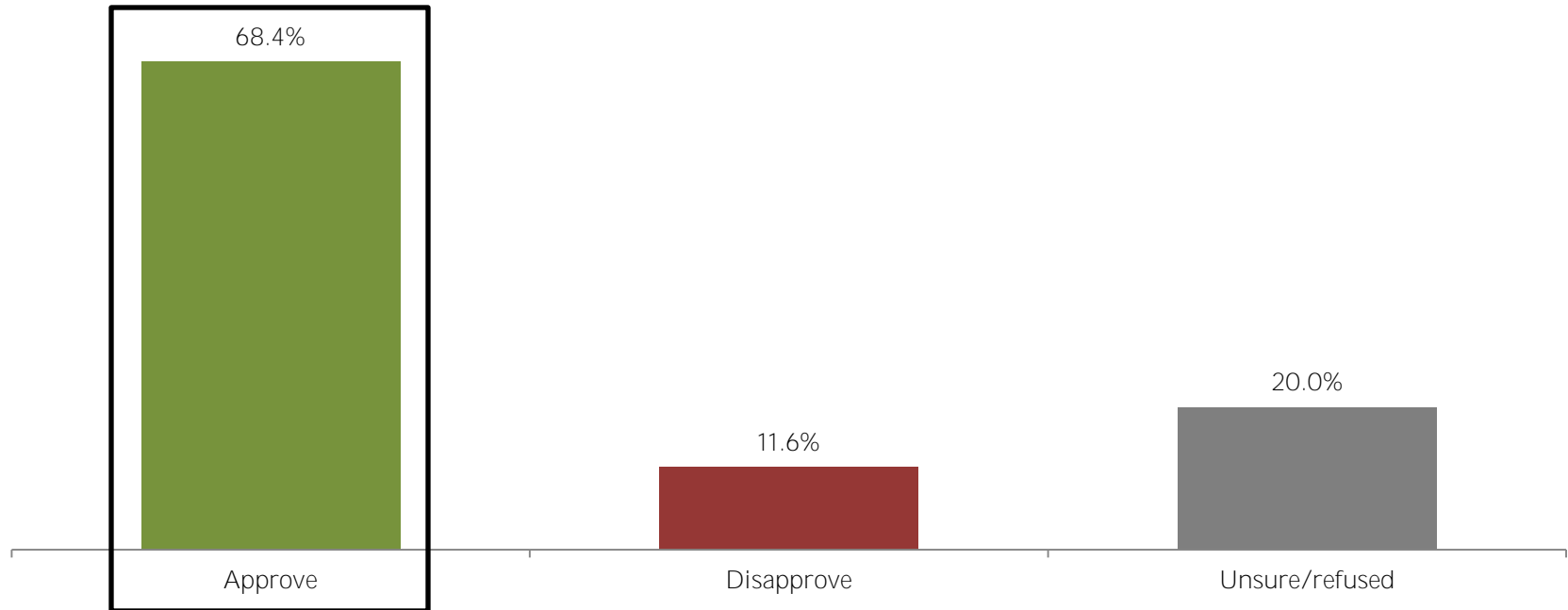
23.6% say that Coachella Is *very* safe

Question: And would you say that it is very or somewhat (safe/unsafe)?



Over a supermajority (68.4%) approves Of the Mayor and City Council's job performance

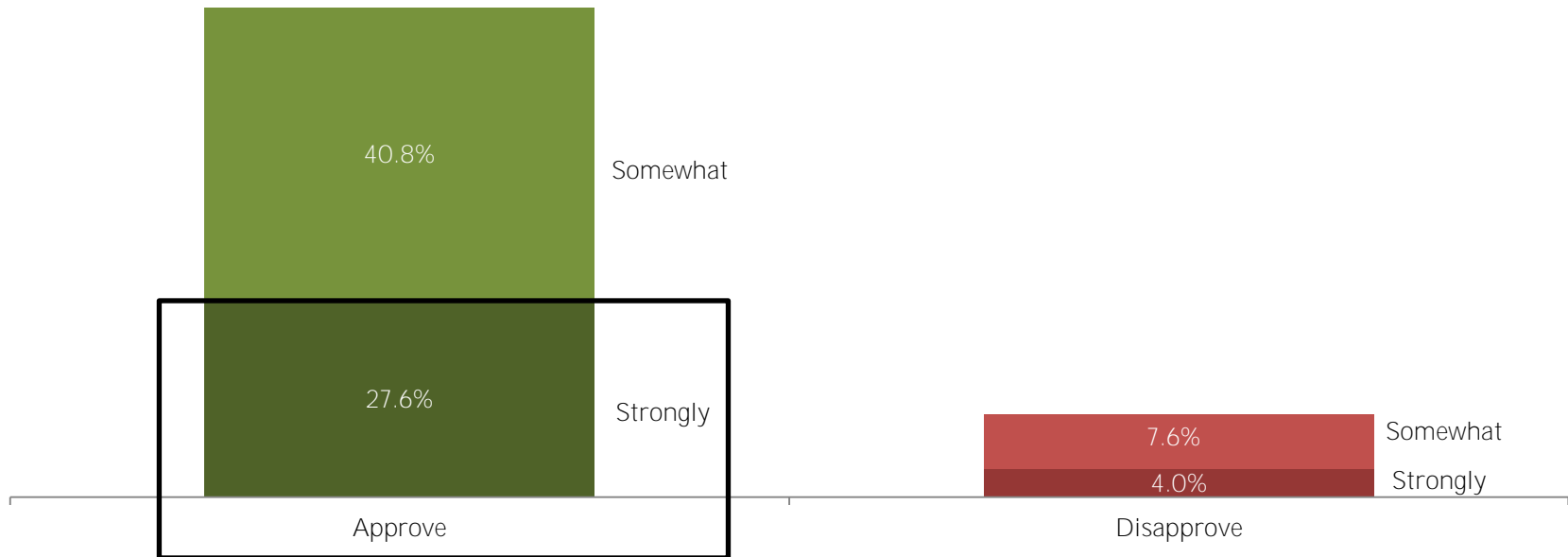
Question: Do you approve or disapprove of the job that the Coachella Mayor and City Council are doing?



The intensity of approval is relatively soft

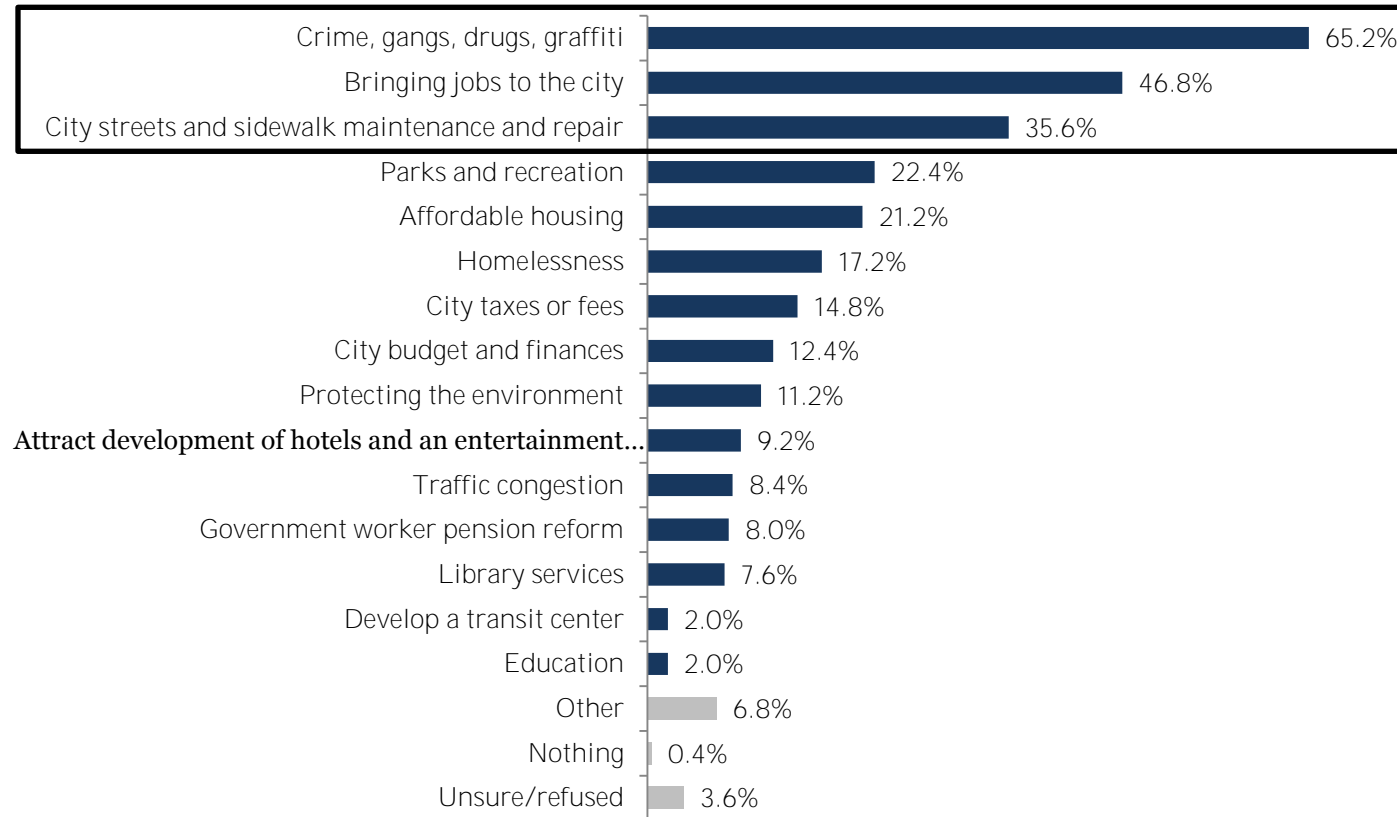
As 40.8% “somewhat approve” while 27.6% “strongly approve”

Question: And would you say that you strongly or somewhat (approve/disapprove)?



Voters most want their elected leadership to prioritize Crime/gangs/drugs/graffiti

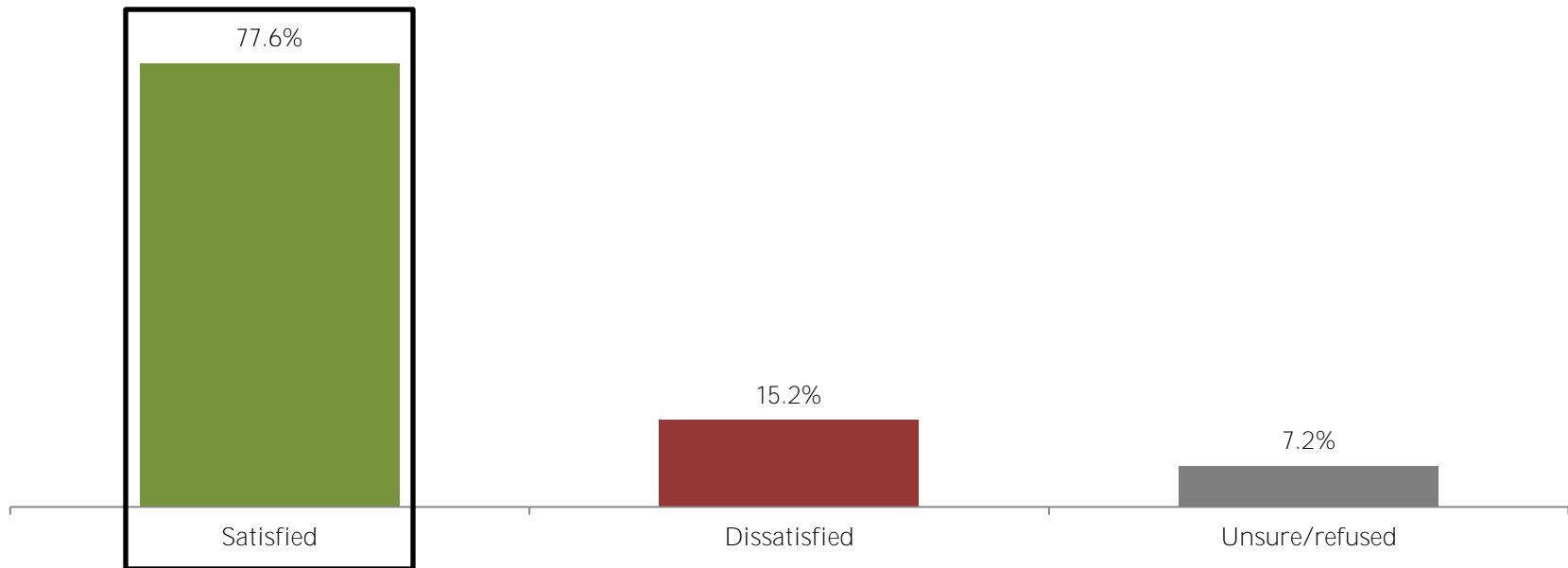
Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?



77.6% are satisfied

With the job the City is doing to provide City services

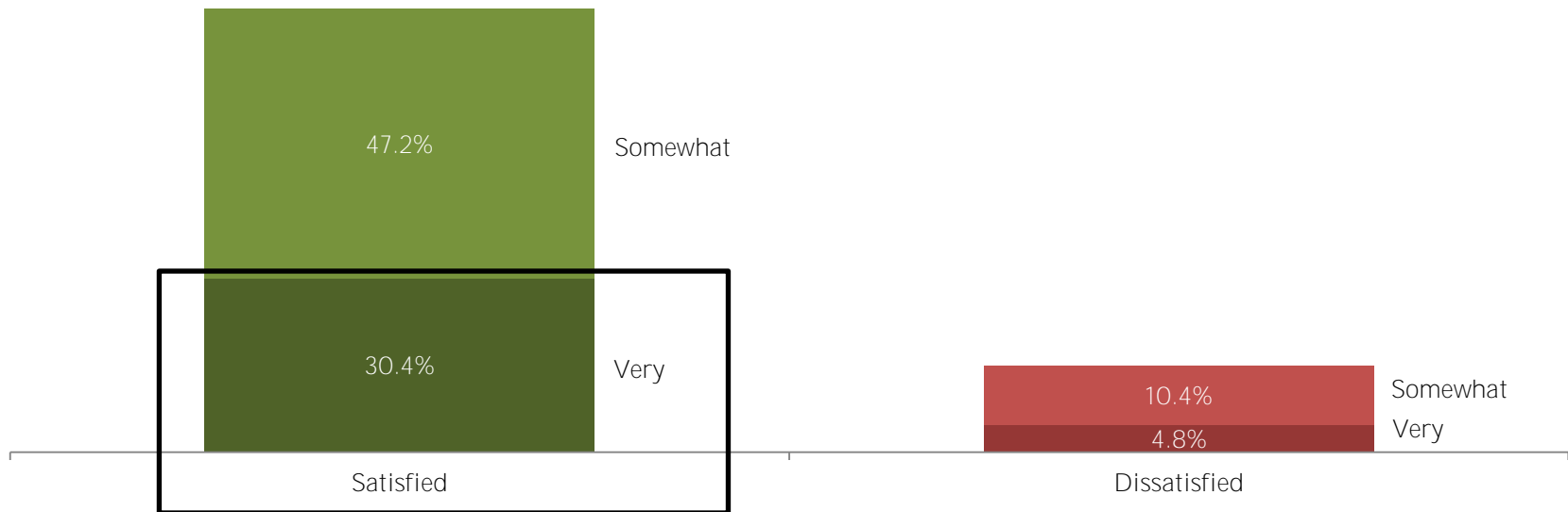
Question: In general, are you satisfied or dissatisfied with the job the City is doing to provide City services?



30.4%

Say they are *very* satisfied

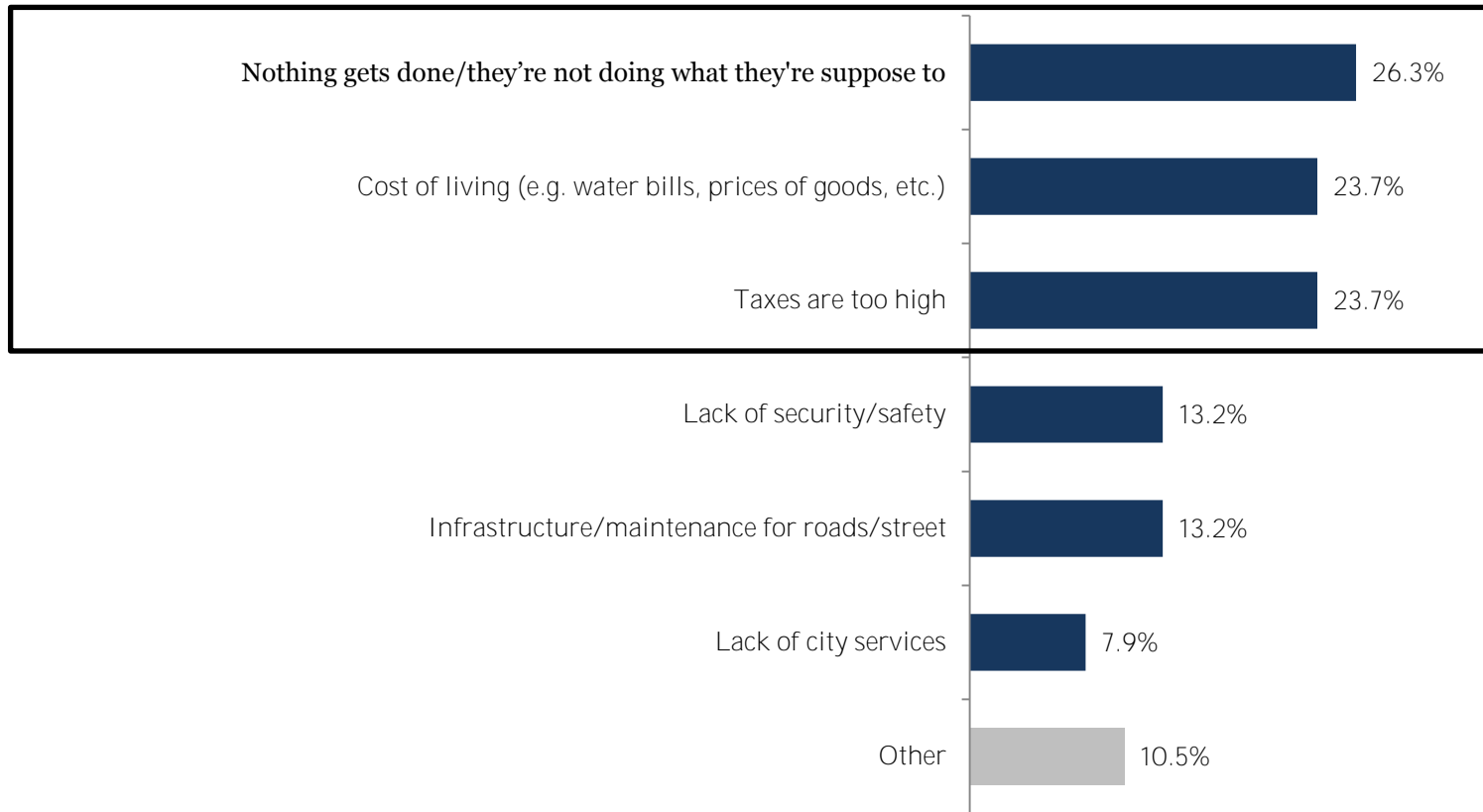
Question: And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



Why are 15.2% of likely voters

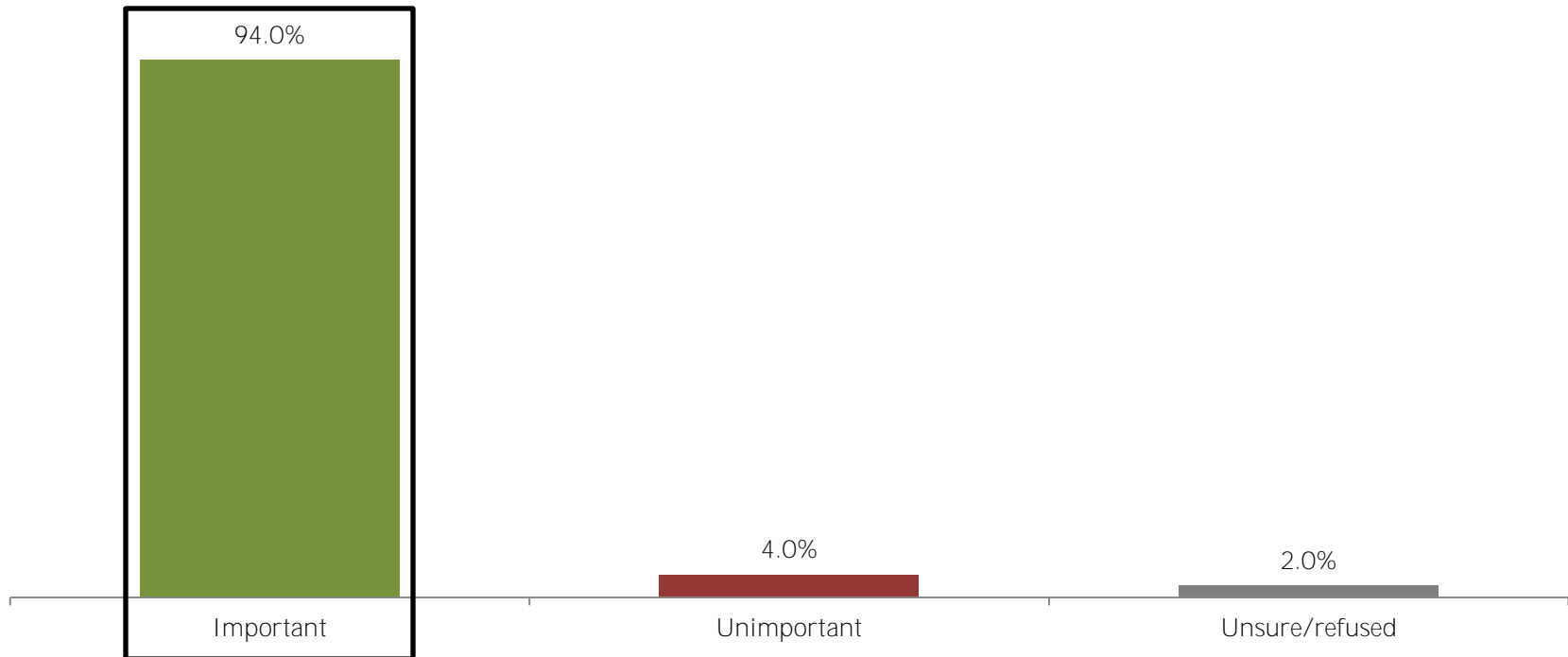
Dissatisfied with the job the City is doing providing City services?

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?



94.0% feel that it is important to find additional funding For City services

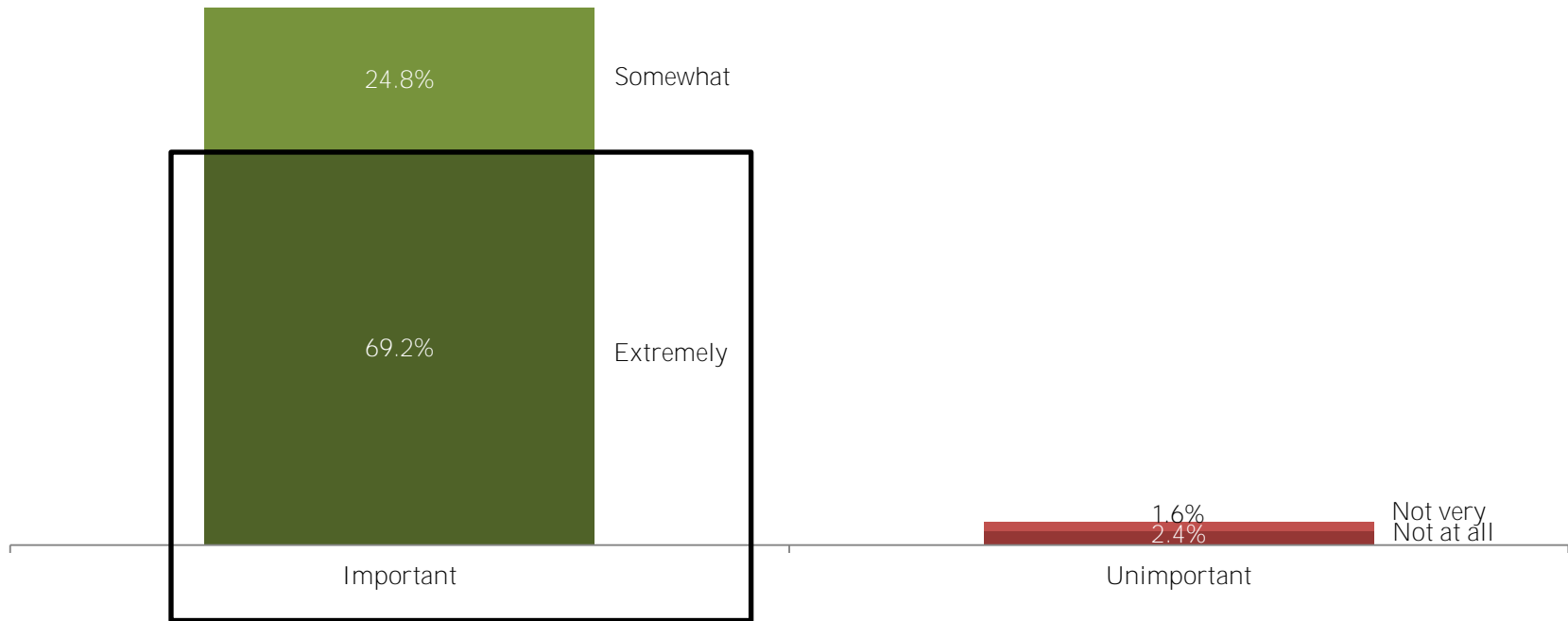
Question: Do you think that it is extremely important, somewhat important, not very important or not at all important to find additional funding for City services in Coachella?



69.2% say that it is

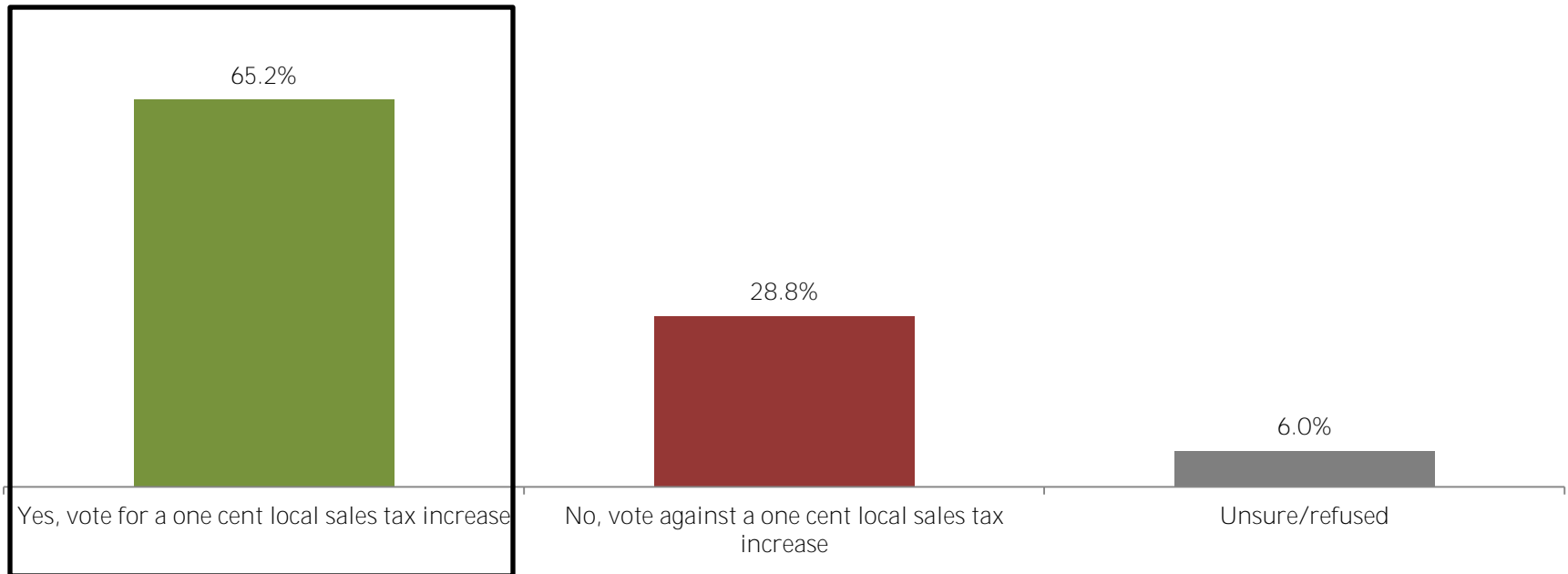
Extremely important to find additional funding for City services

Question: Do you think that it is extremely important, somewhat important, not very important or not at all important to find additional funding for City services in Coachella?



65.2% would votes yes, in favor of A one cent local sales tax increase

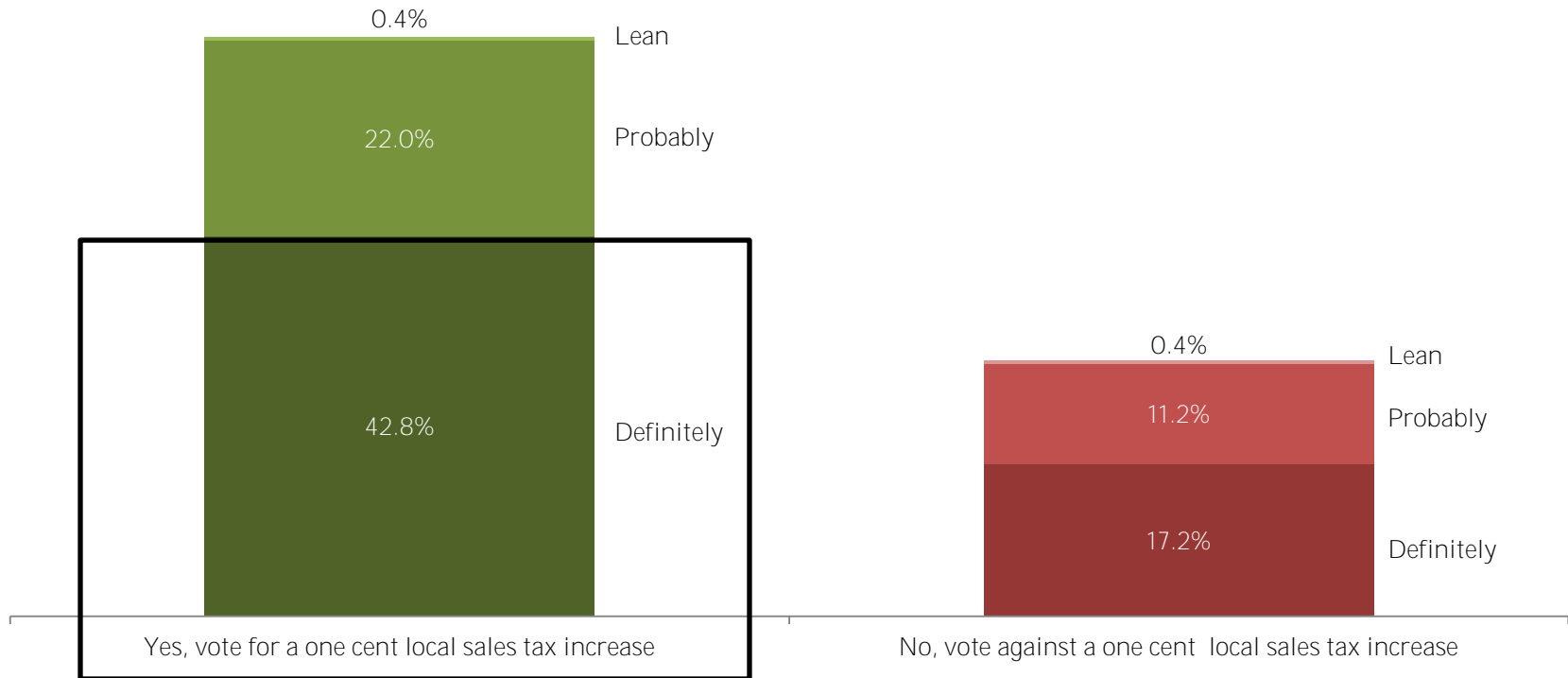
Question: The City of Coachella is considering increasing sales tax in the City by one cent to raise funds to maintain city services such as police, fire protection, the paramedic squad that was established last year, parks and recreation and street maintenance. A one cent sales tax increase would generate about two-point-eight million dollars, which would allow the City to maintain City services, as well as allow it to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. If an election were held today, would you vote yes, in favor of increasing sales tax in the City of Coachella by one cent, or no against it?



The intensity of support is high:

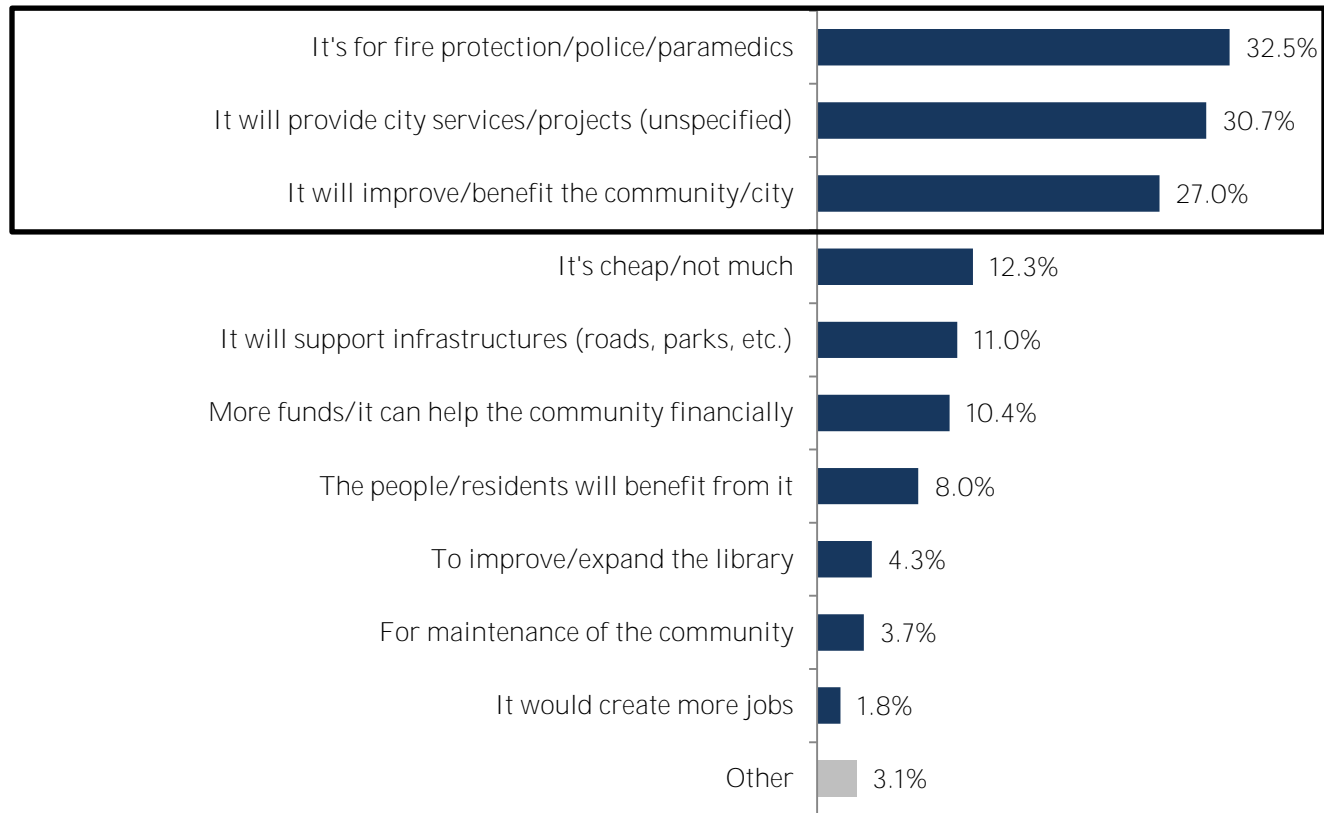
42.8% say they would *definitely* vote yes

Question: And would you say that you would definitely vote (for/against) a one cent local sales tax increase or probably vote (for/against) a one cent local sales tax increase? Would you say that you lean one way or another?



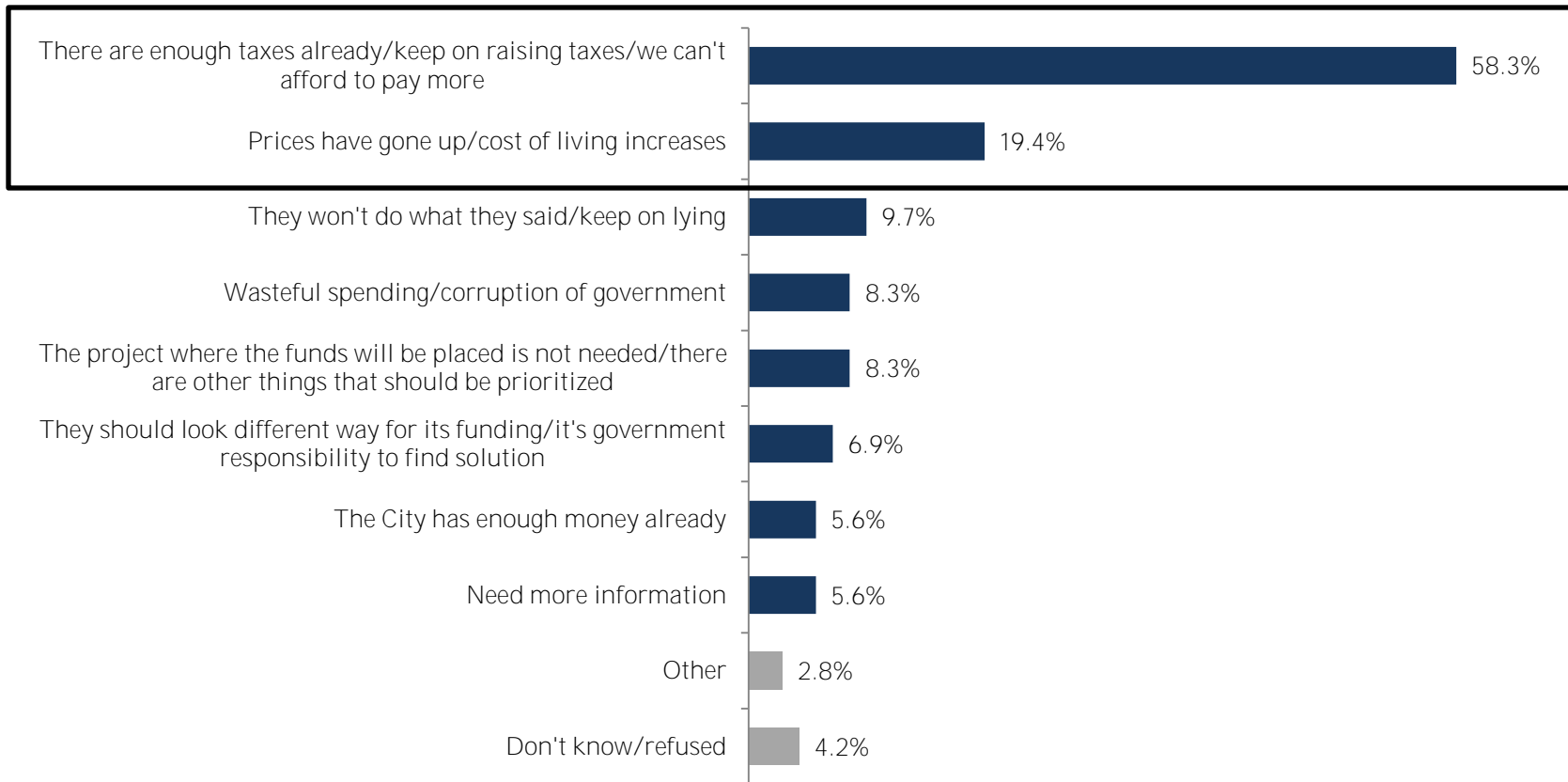
Why do voters say they would vote yes In favor of a one cent sales tax increase?

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?



Why do voters say they would vote no Against a one cent sales tax increase?

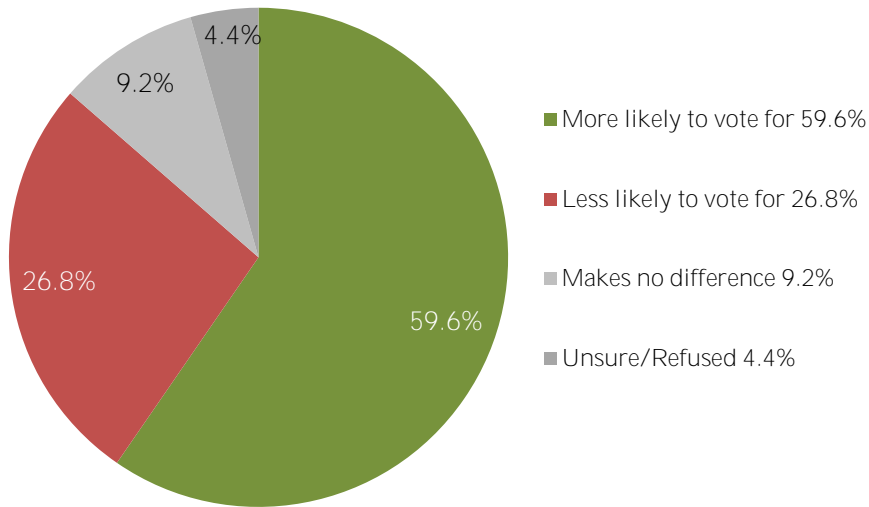
Question: Why would you say that you vote no against a one cent sales tax increase?



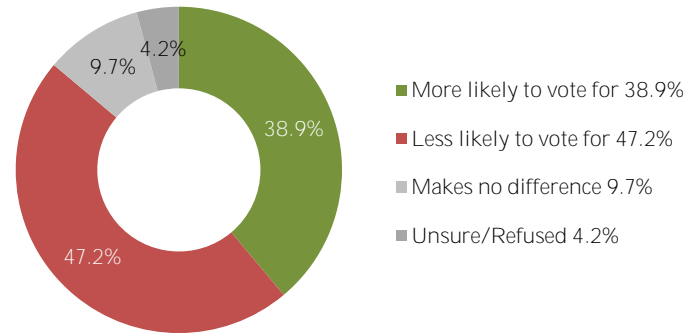
59.6% become more likely to vote for the tax increase

Knowing of the City's actions to date to fix the financial crisis

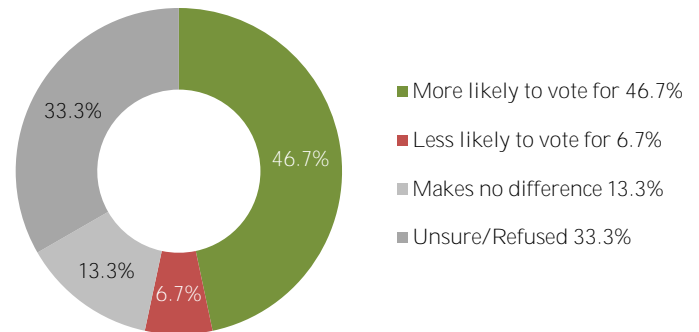
Question: The City already reduced staffing by 20% in 2009, and has also renegotiated better terms for bond payments. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella?



Among those who Voted No



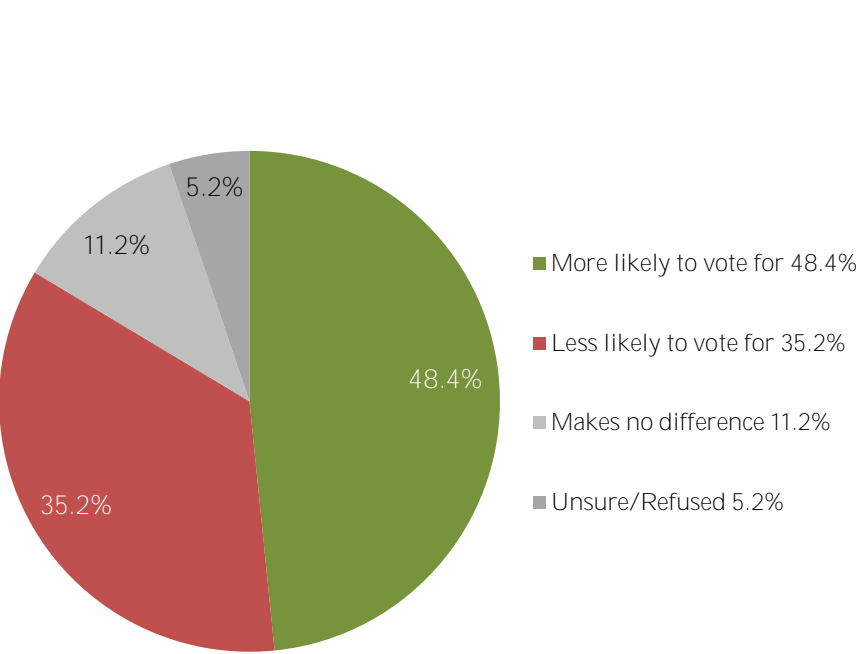
Among those who were Unsure



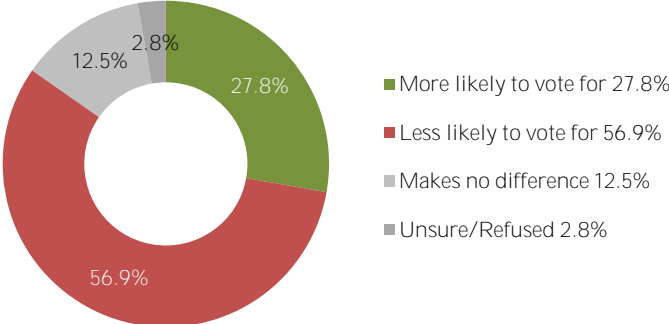
48.4% become more likely to vote for the tax increase

Knowing of the City's reputation for fiscal prudence

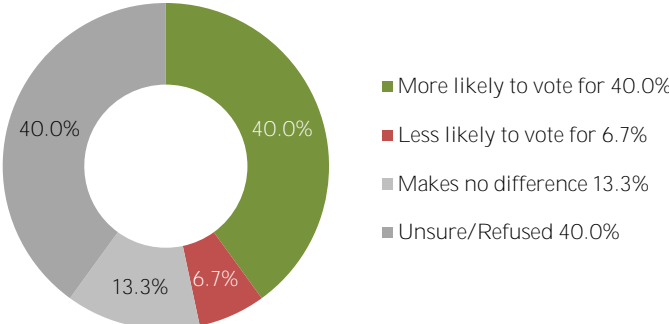
Question: The City of Coachella is known for its fiscal prudence and pays its employees less than the average of other California cities. The Desert Sun newspaper has noted that the City is "consistently the desert's lowest paying city." Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella?



Among those who Voted No



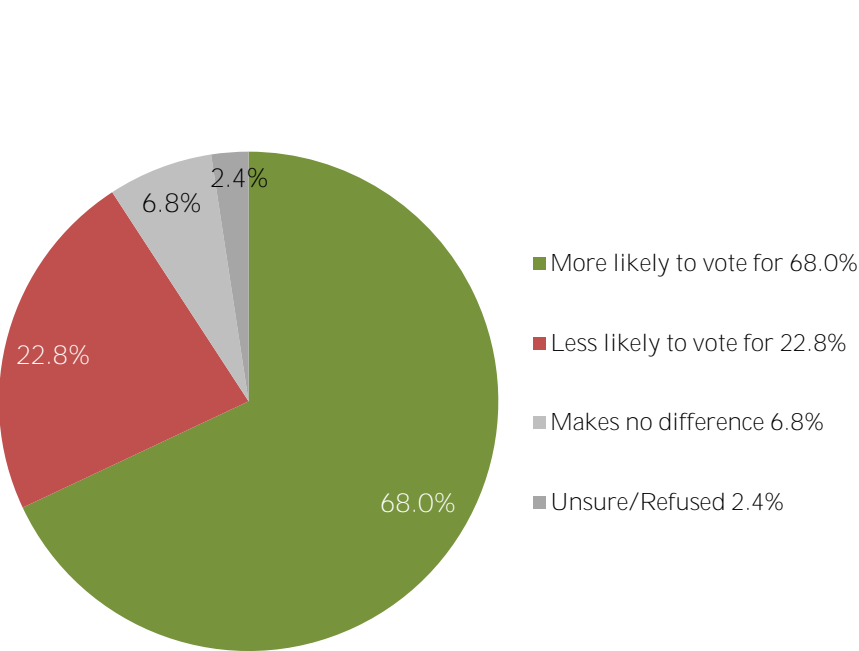
Among those who were Unsure



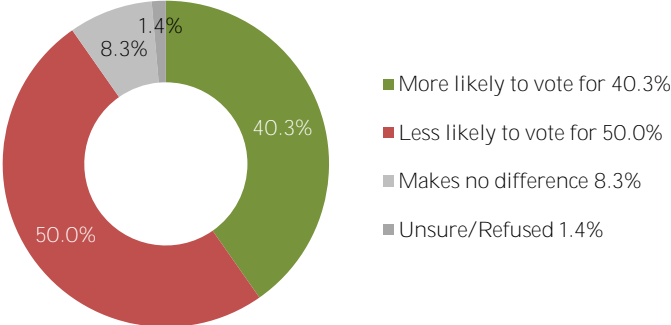
68.0% become more likely to vote for the tax increase

Knowing the money the City lost to the dissolution of Redevelopment

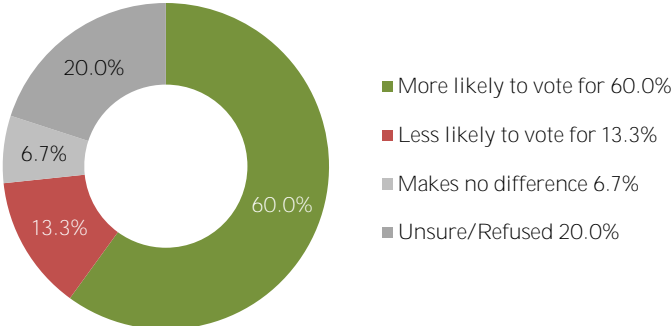
Question: When the State of California dissolved local Redevelopment Agencies, the City lost about 7 million dollars per year. These funds were previously used for projects such as Sixth Street Scape improvements, expansion of Bagdouma Park and road improvements. Does knowing this make you more likely or less likely to vote for a one-cent sales tax increase in Coachella?



Among those who Voted No



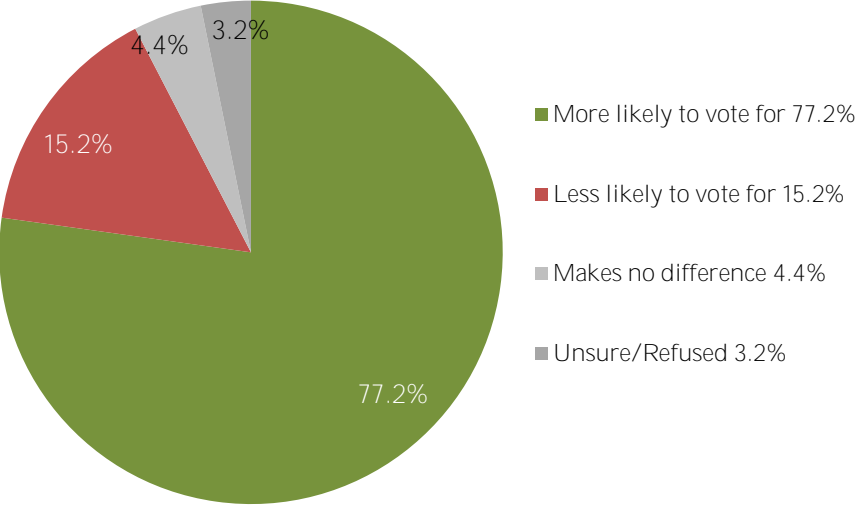
Among those who were Unsure



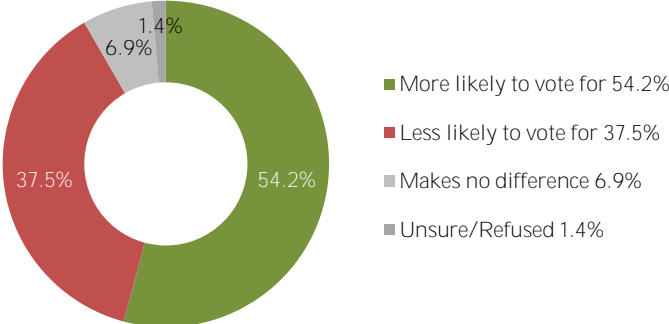
77.2% become more likely to vote for the tax increase

Knowing that without it, the City may lose as many as six police officers

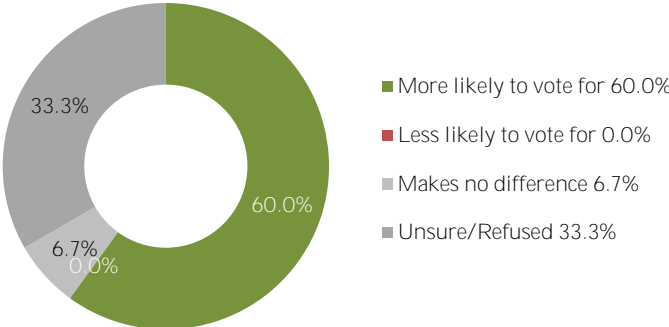
Question: If new revenue is not raised by the City, Coachella may lose as many as many as six sworn police officers, resulting in a significantly reduced police presence, longer response times and less attention given to traffic, fighting drugs and graffiti, gang suppression and other community services. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella?



Among those who Voted No



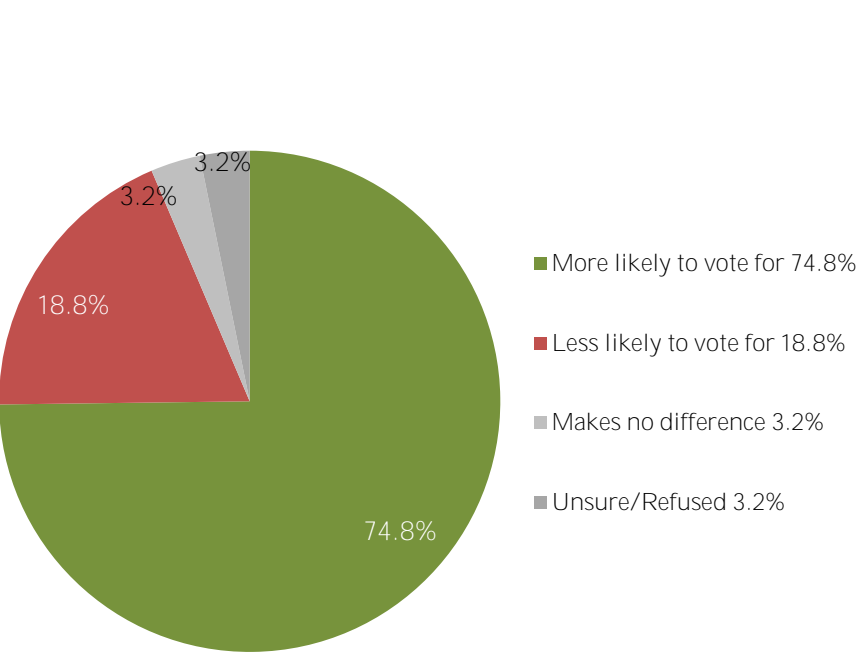
Among those who were Unsure



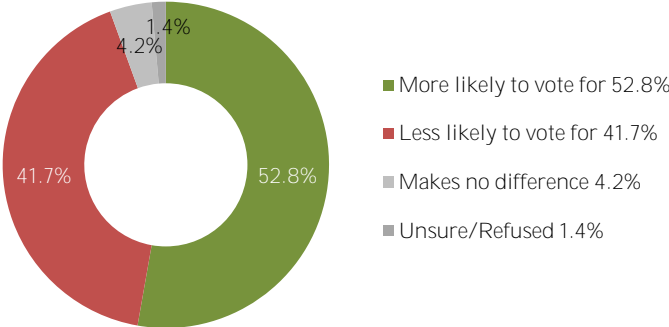
74.8% become more likely to vote for the tax increase

Knowing that without it, the City may lose one of its two fire engines

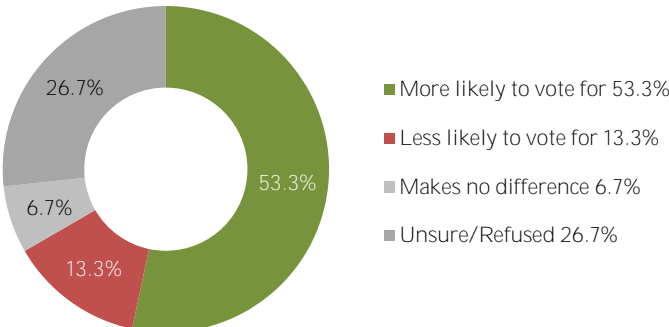
Question: If new revenue is not raised by the City, Coachella may lose one of its two fire engines, which could mean waiting for a fire engine to come from Indio or La Quinta in an emergency. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella?



Among those who Voted No



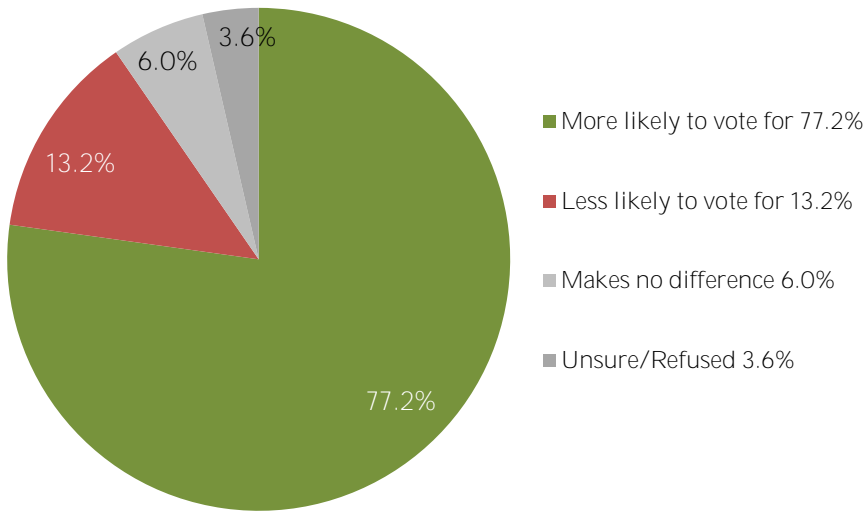
Among those who were Unsure



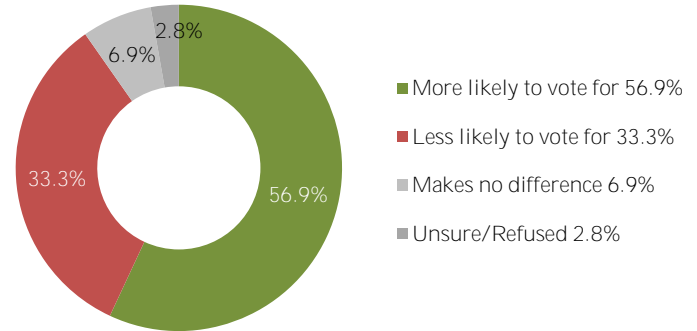
77.2% become more likely to vote for the tax increase

Knowing that without it, the City may lose two of its four paramedics

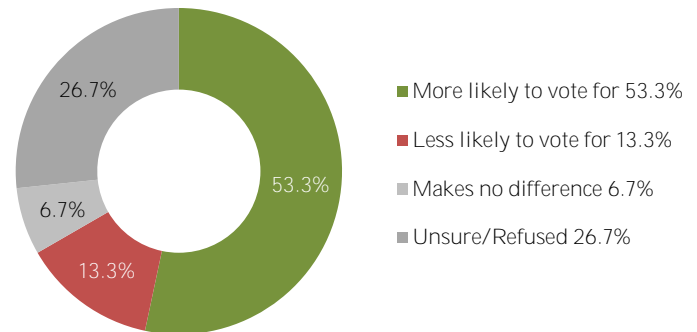
Question: If new revenue is not raised by the City, Coachella may lose two of its four paramedics, which could mean waiting for life-saving paramedic support to drive from Indio or La Quinta in an emergency. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella?



Among those who Voted No



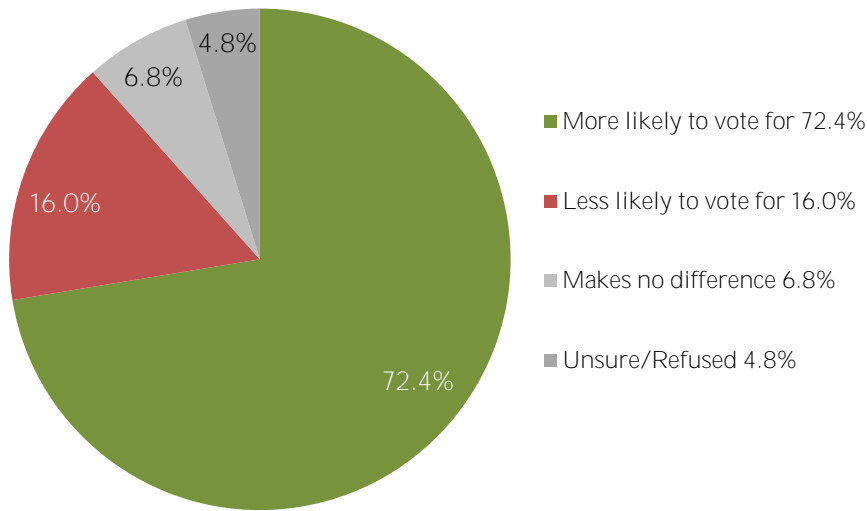
Among those who were Unsure



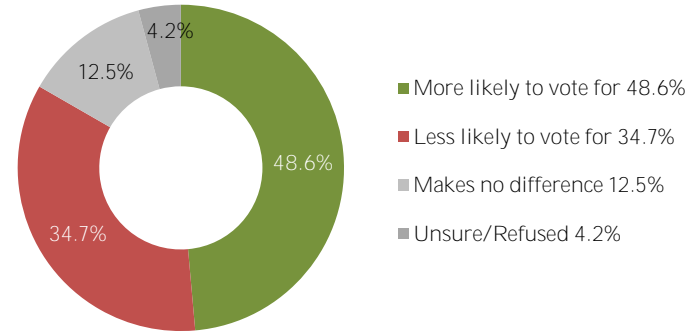
72.4% become more likely to vote for the tax increase

Knowing that without it, City maintenance will suffer

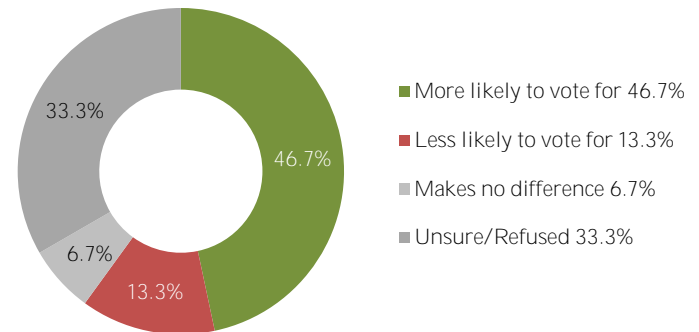
Question: If a new tax is not passed, City maintenance will suffer. The City's appearance may deteriorate, as public works staff is less able to respond to graffiti, weed and illegal dumping abatement calls. Potholes in streets will take longer to fill and asphalt repairs will be made on a less timely basis. The condition of the City's parks may deteriorate and some may even be closed, including the twenty-seven acres of park that recently opened for City residents. Does this make you more likely or less likely to vote for a one cent sales tax increase in Coachella?



Among those who Voted No



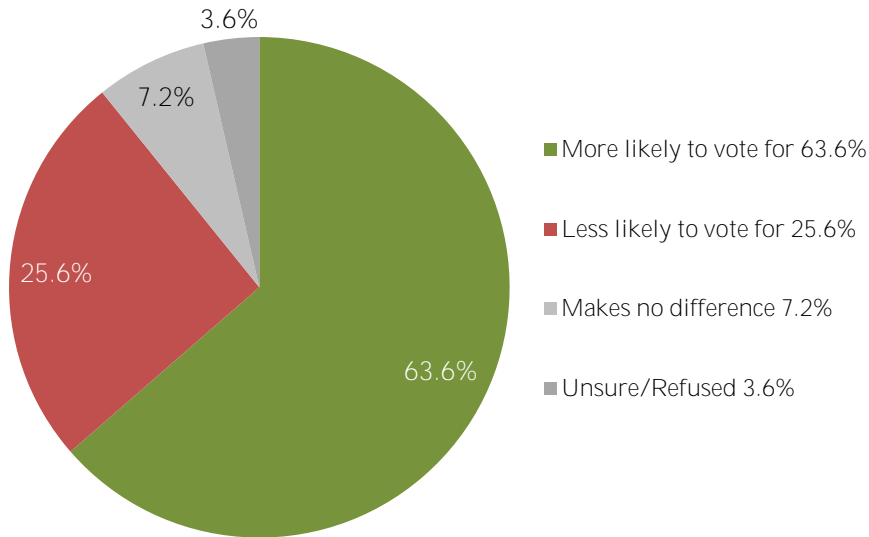
Among those who were Unsure



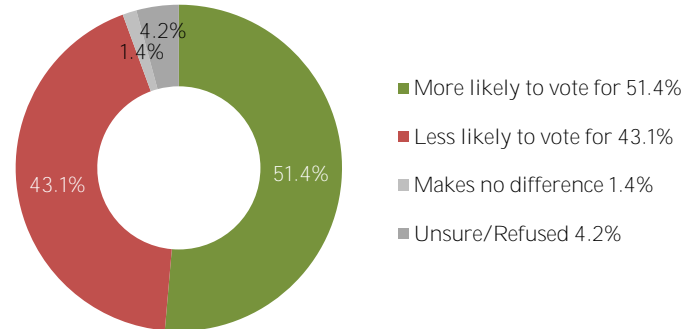
63.6% become more likely to vote for the tax increase

Knowing that it applies only to sales of non-grocery goods

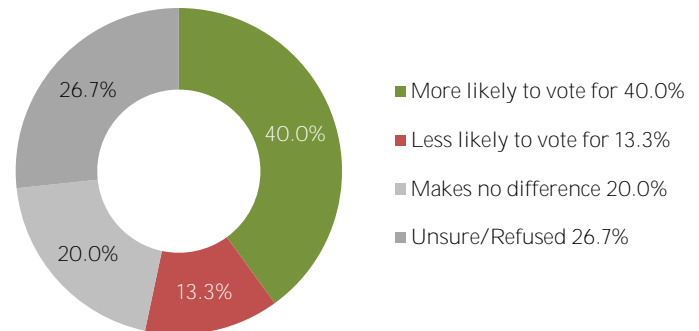
Question: If you knew that the one cent sales tax applies only to sales of non-grocery goods within Coachella, such as bars, restaurants, gasoline, and retail stores like clothing stores, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella?



Among those who Voted No



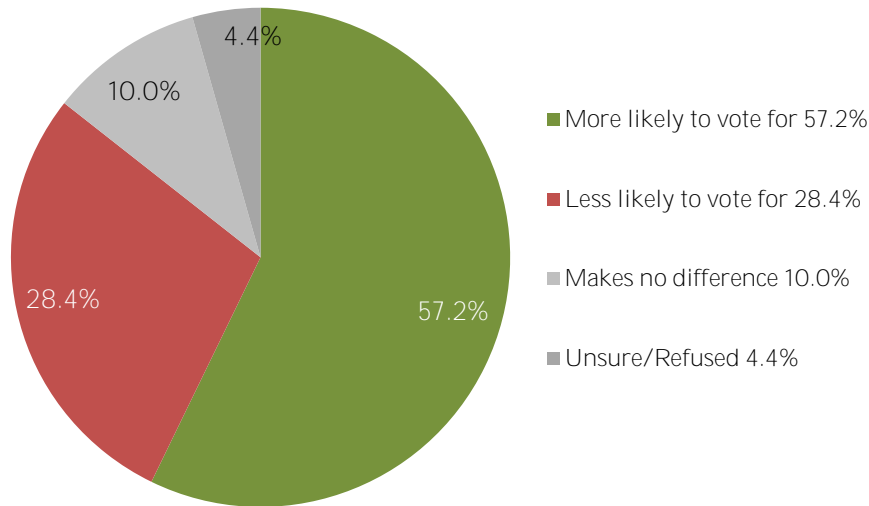
Among those who were Unsure



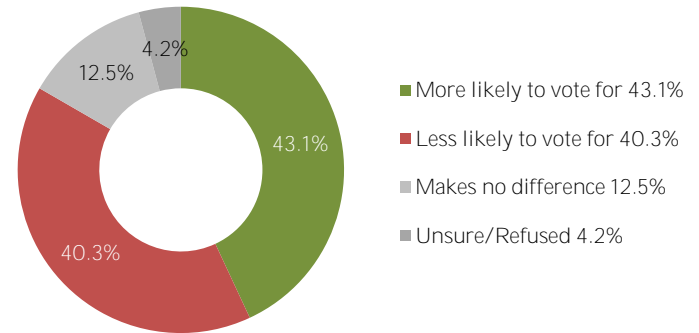
57.2% become more likely to vote for the tax increase

Knowing it would not apply to services

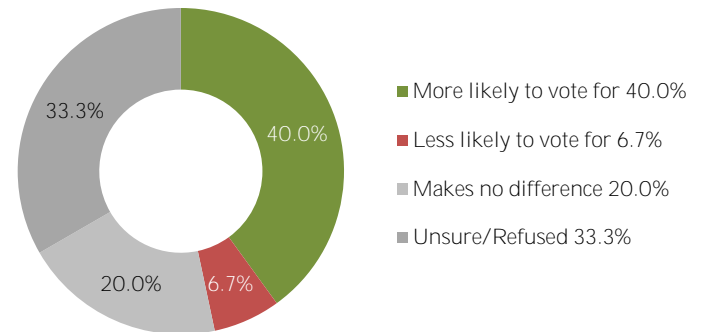
Question: If you knew that the one cent local sales tax does not apply to services, such as hairdressers or the services of a doctor, dentist or attorney, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella?



Among those who Voted No



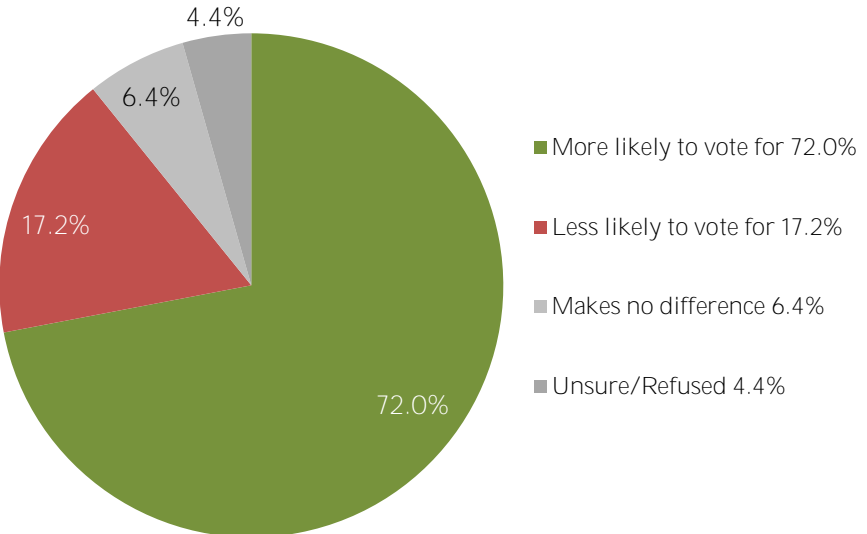
Among those who were Unsure



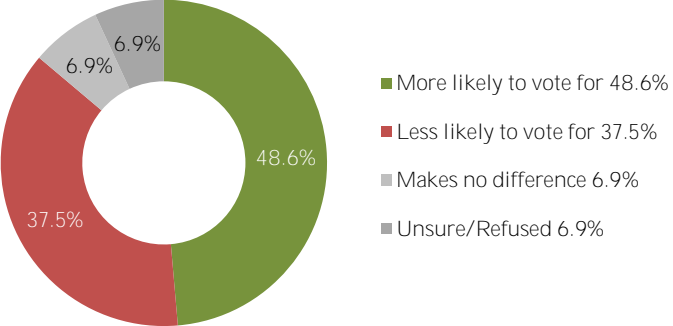
72.0% become more likely to vote for the tax increase

Knowing residents will benefit from taxes paid by people who visit the City

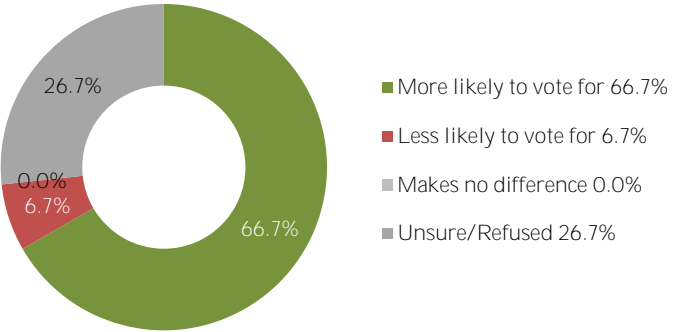
Question: Coachella receives most of its sales tax revenues from gasoline sales primarily along the I-10 freeway. That means Coachella residents will benefit from taxes paid by people who come to visit and do business here. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella?



Among those who Voted No



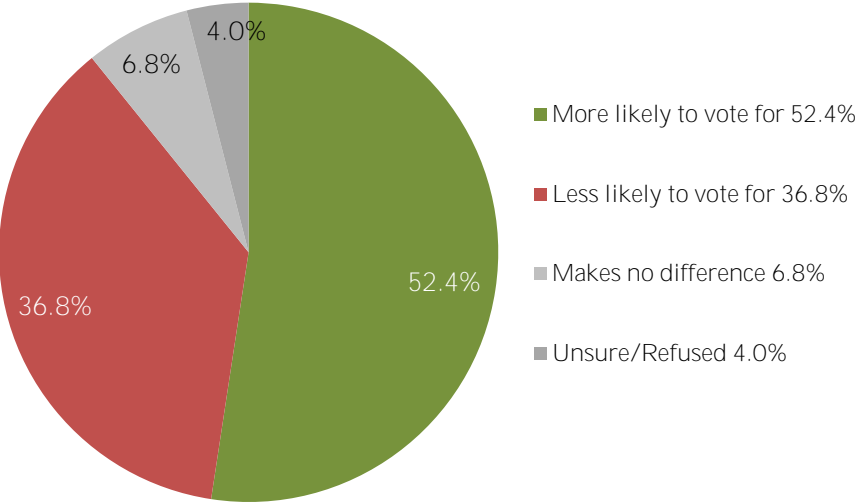
Among those who were Unsure



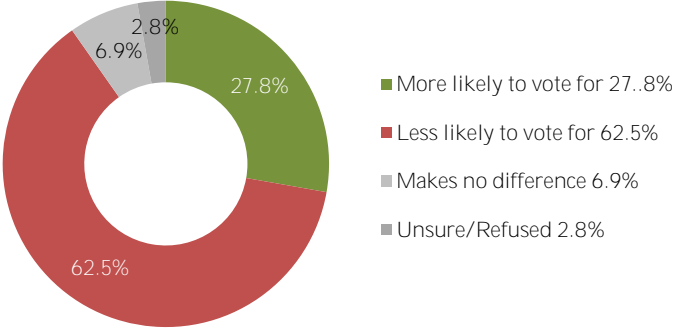
52.4% become more likely to vote for the tax increase

Knowing it would cost the average resident about \$7/month

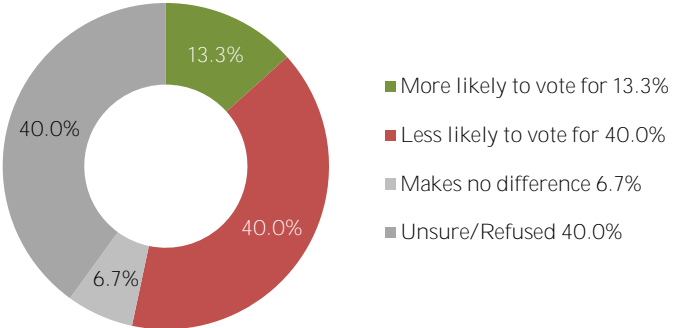
Question: The sales tax increase would cost the average Coachella resident approximately seven dollars per month. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella?



Among those who Voted No



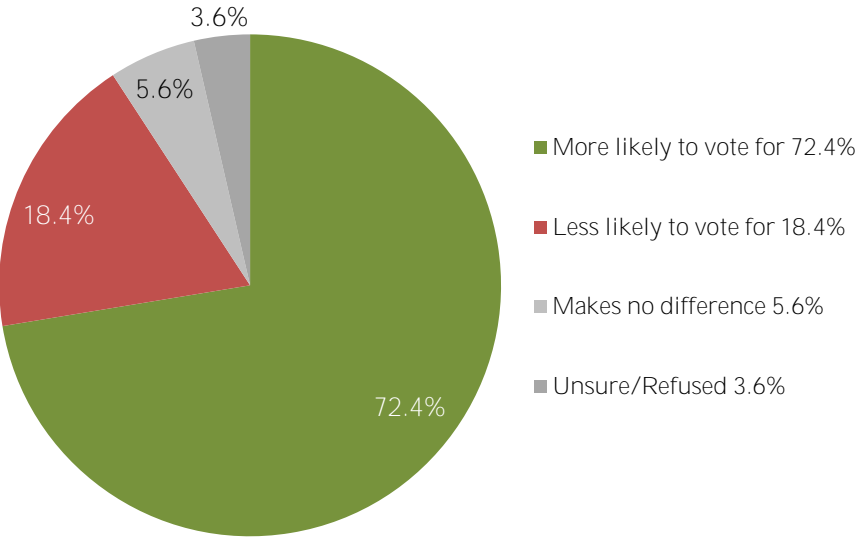
Among those who were Unsure



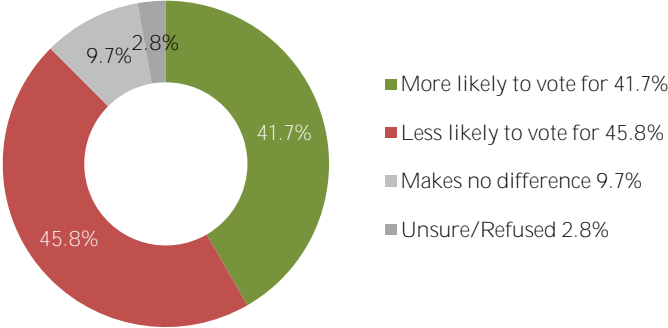
72.4% become more likely to vote for the tax increase

Knowing it would allow the City to invest in improvement projects

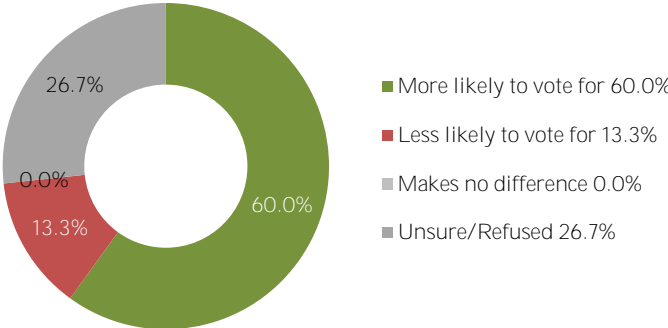
Question: The sales tax increase would allow the City to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella?



Among those who Voted No



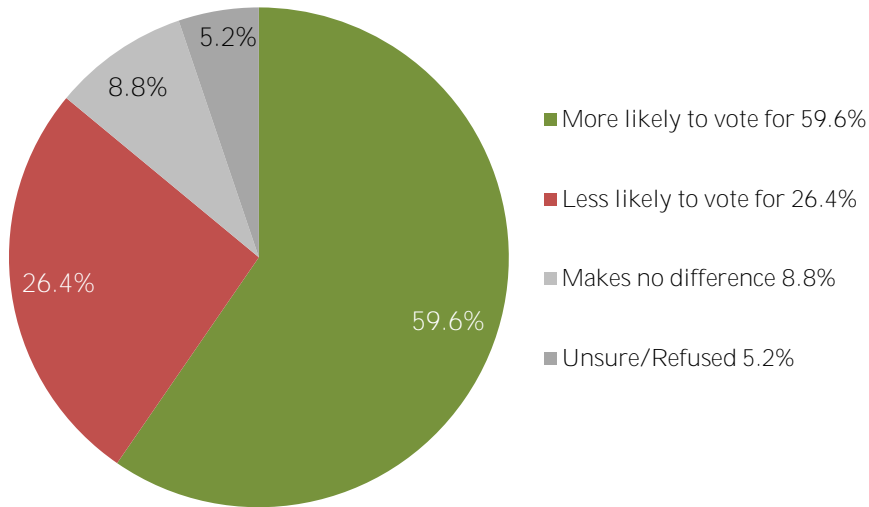
Among those who were Unsure



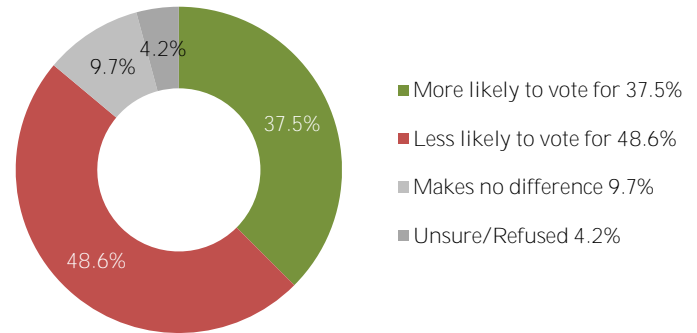
59.6% become more likely to vote for the tax increase

Knowing it would expire in ten years

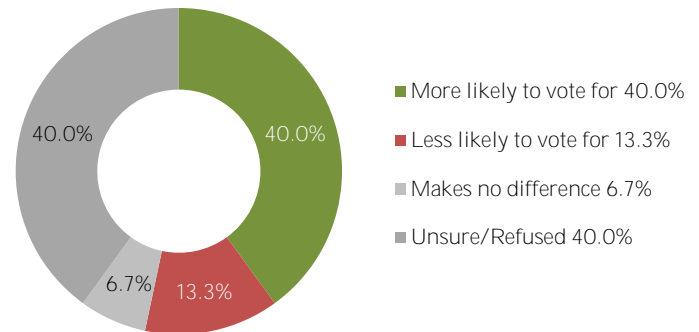
Question: If you knew that the sales tax would expire in 10 years, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella?



Among those who Voted No



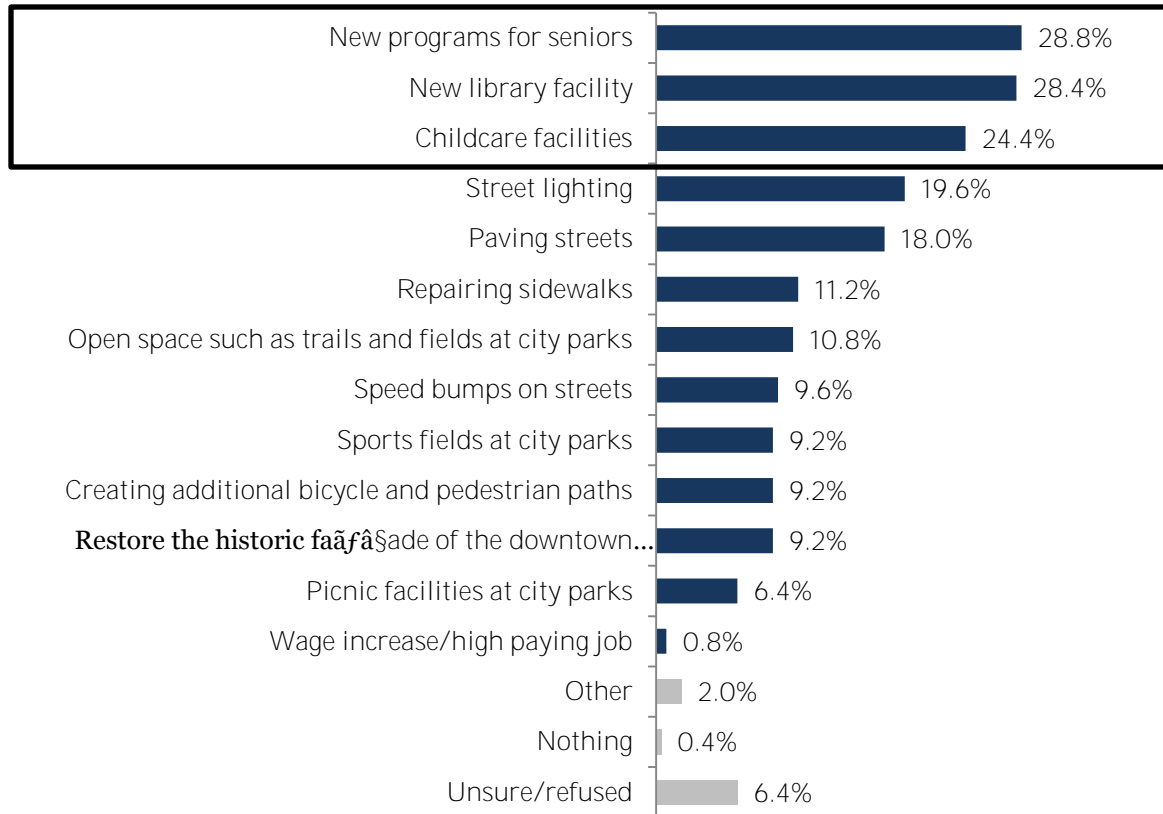
Among those who were Unsure



What projects would voters most like

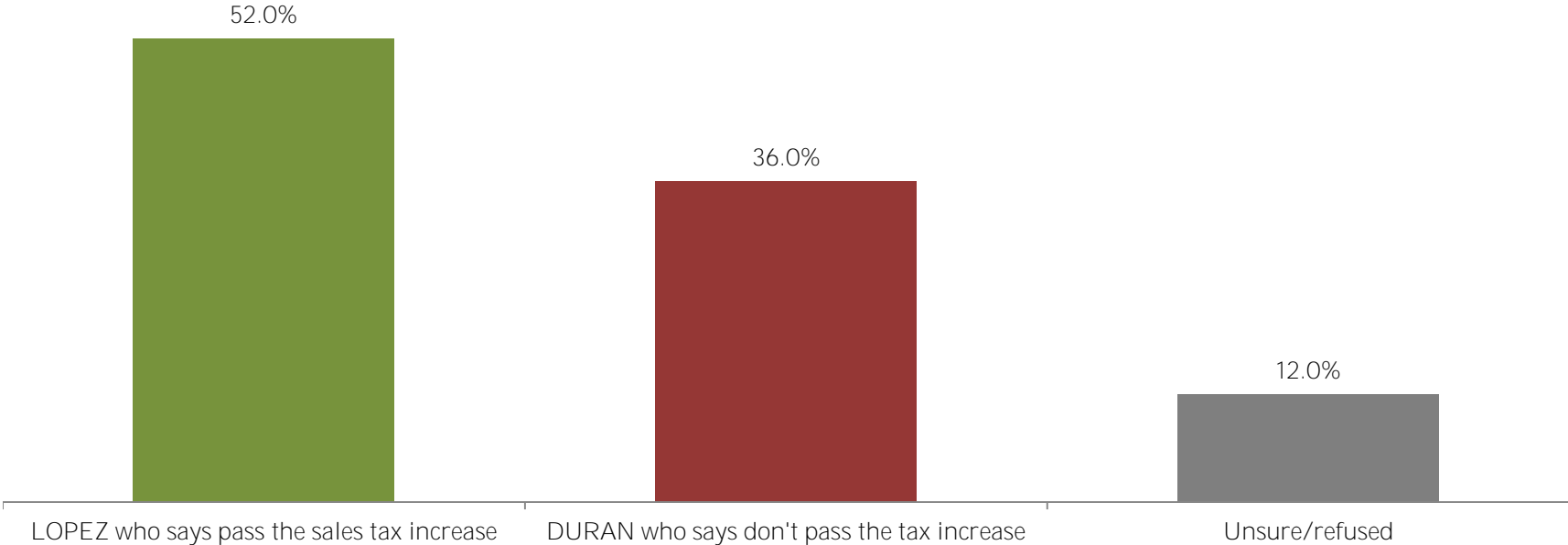
To see the City prioritize with funds from a sales tax increase?

Question: Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?



Lopez wins the debate, saying we need to pass the tax “To avoid dramatic cuts and the loss of critical City services”

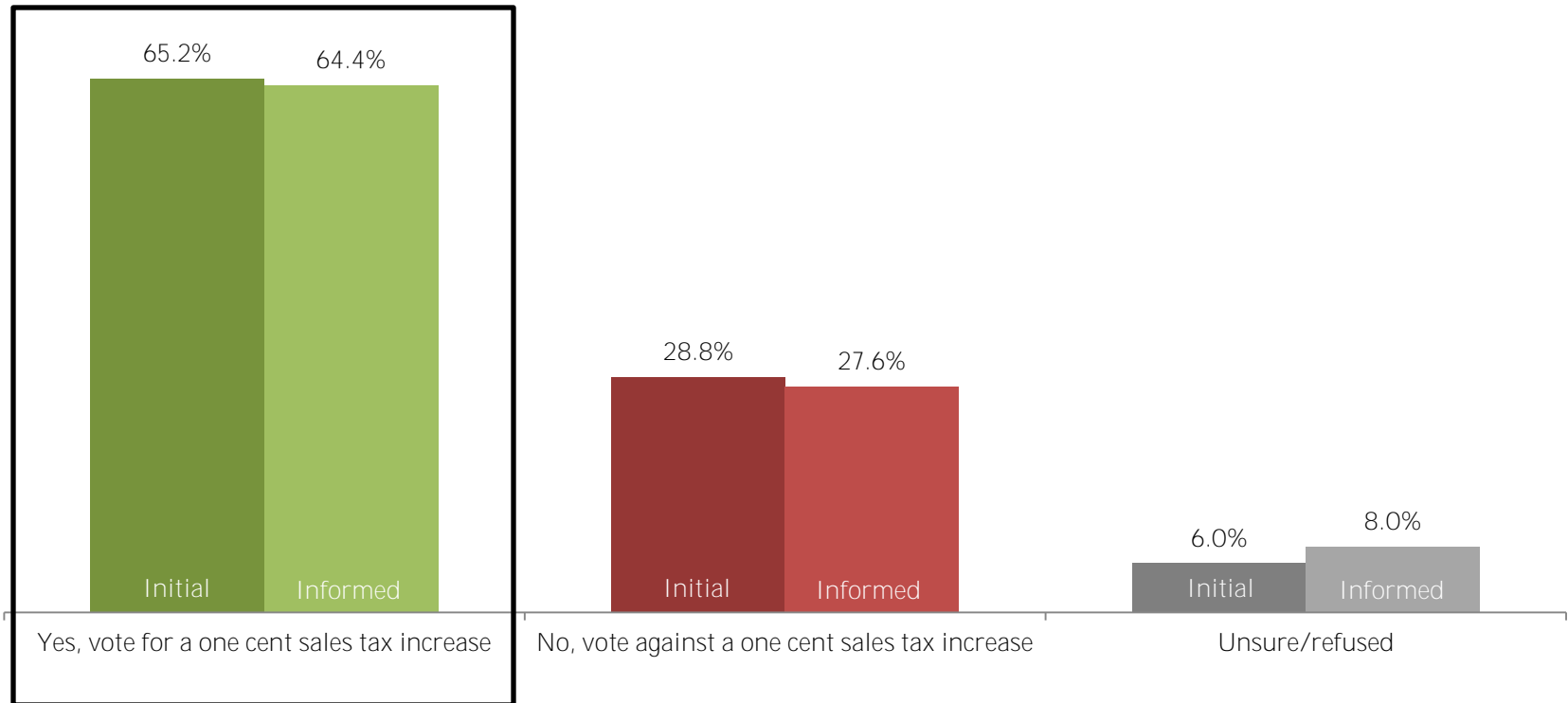
Question: LOPEZ says: "We need to pass the sales tax increase to avoid dramatic cuts in funding and the loss of critical city services." DURAN says: "We don't need to raise taxes – the City needs to make hard decisions on how to cut non-essential spending." With whom do you agree more, LOPEZ or DURAN?



Support for the sales tax

Remains stable

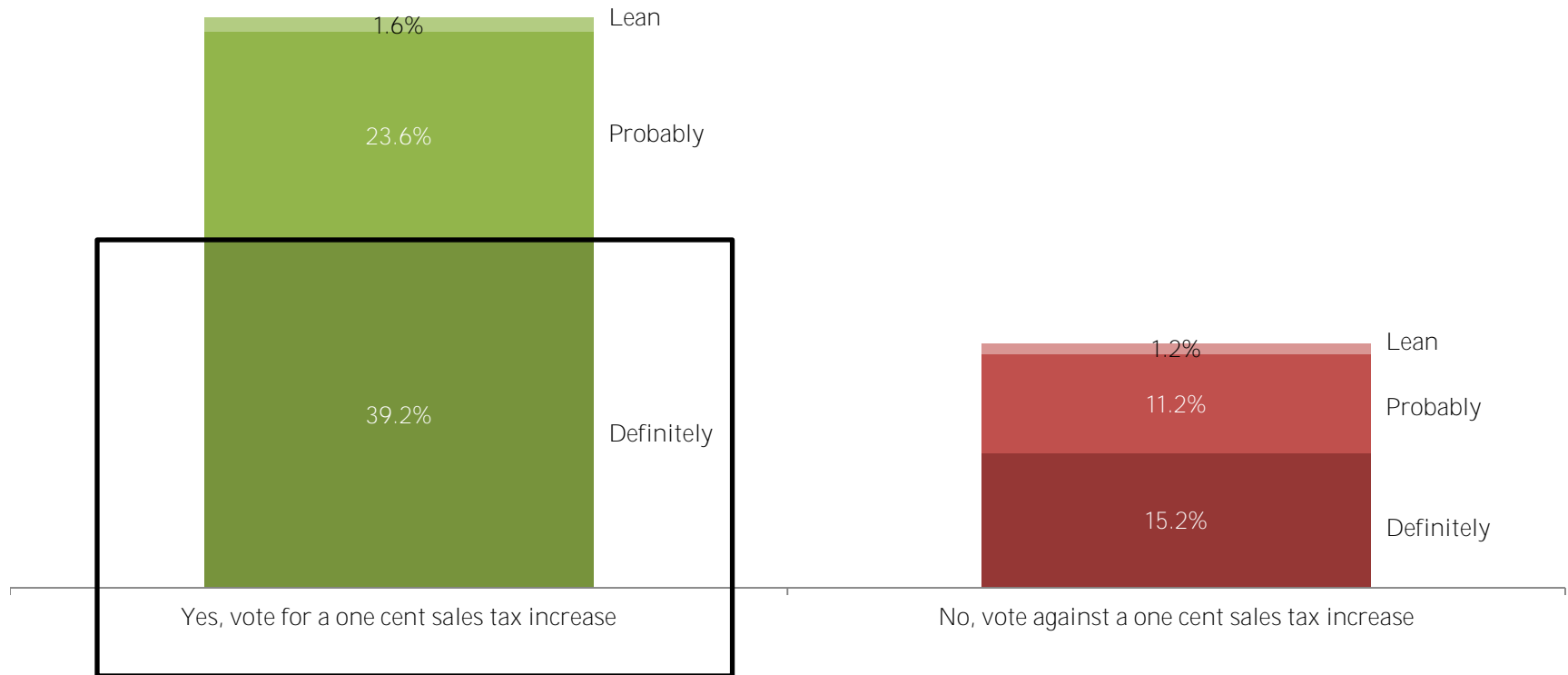
Question: Knowing what you do now, if an election were held today, would you vote yes, in favor of increasing the sales tax in the City of Coachella by one cent, or no against it?



The intensity of support remains high:

39.2% say they would *definitely* vote yes

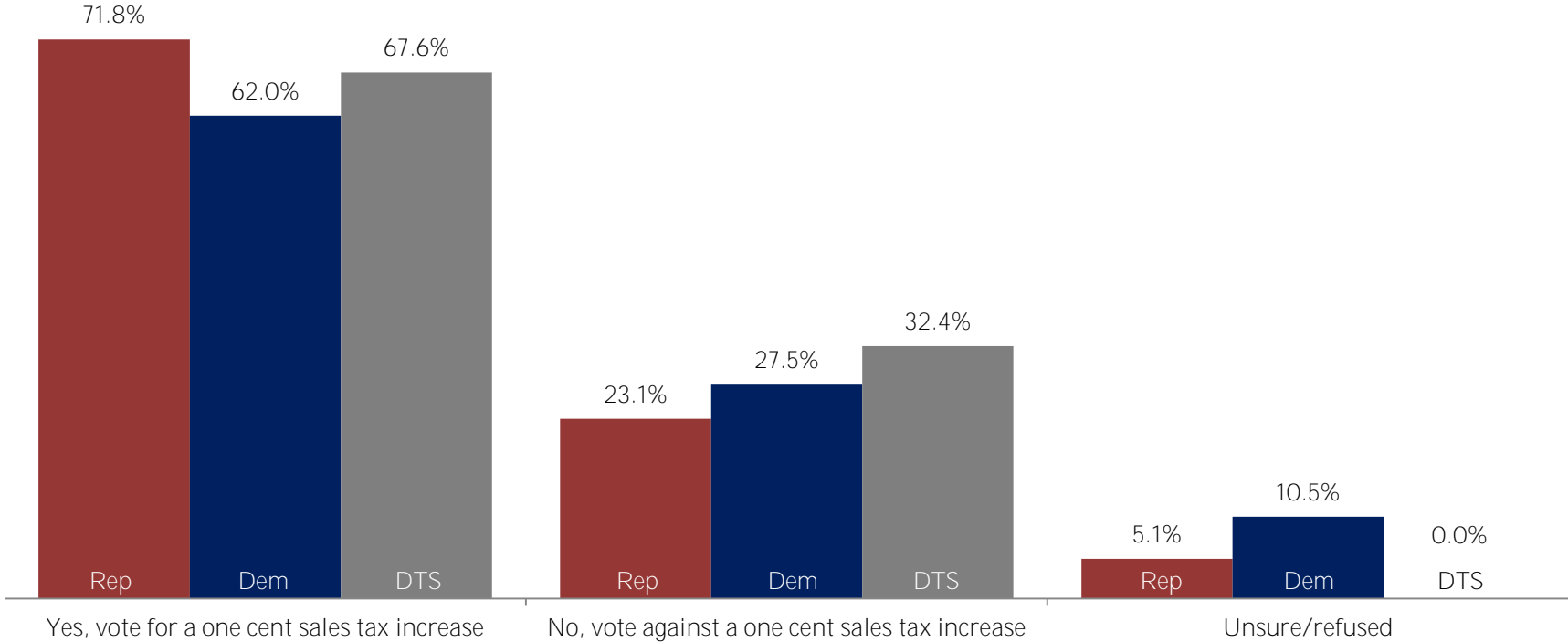
Question: And would you say that you would definitely vote (for/against) a one cent sales tax increase or probably vote (for/against) a one cent local sales tax increase? Would you say that you lean one way or another?



How does support/opposition look

By political party?

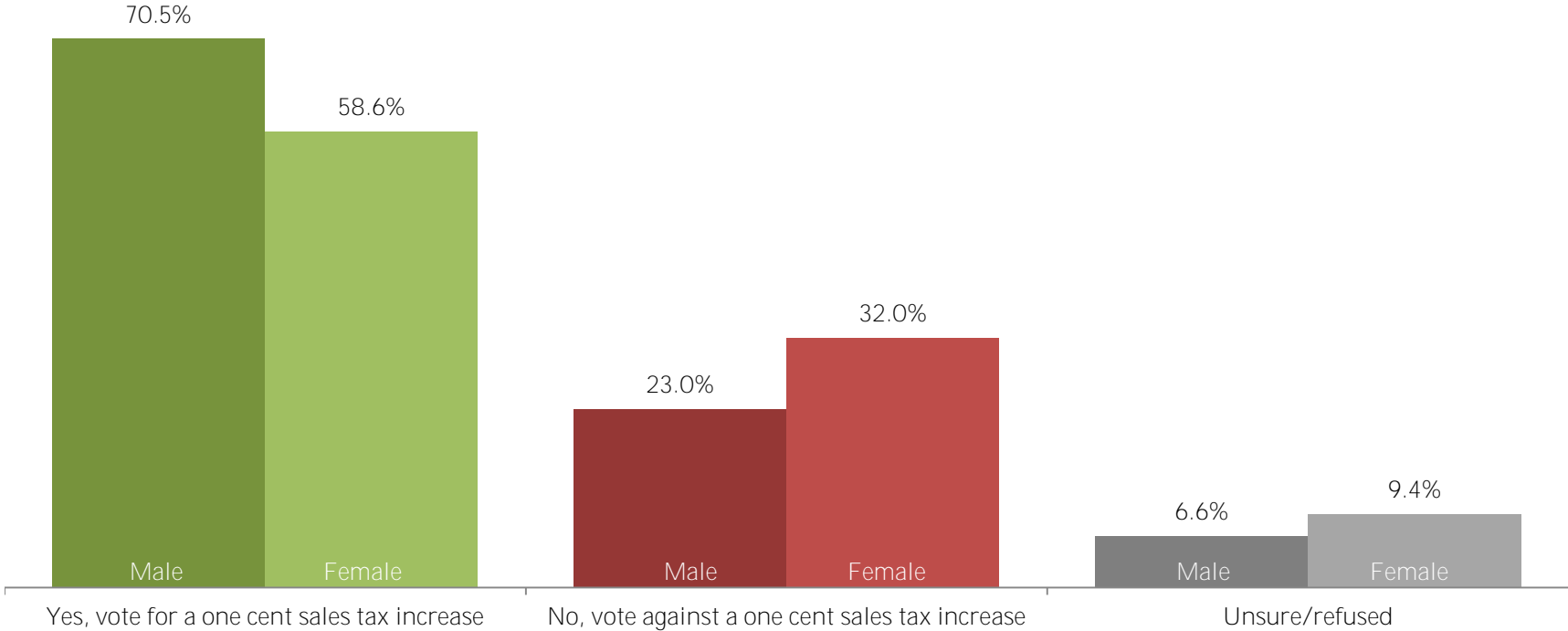
Question: Knowing what you do now, if an election were held today, would you vote yes, in favor of increasing the sales tax in the City of Coachella by one cent, or no against it?



How does support/opposition look

By Gender?

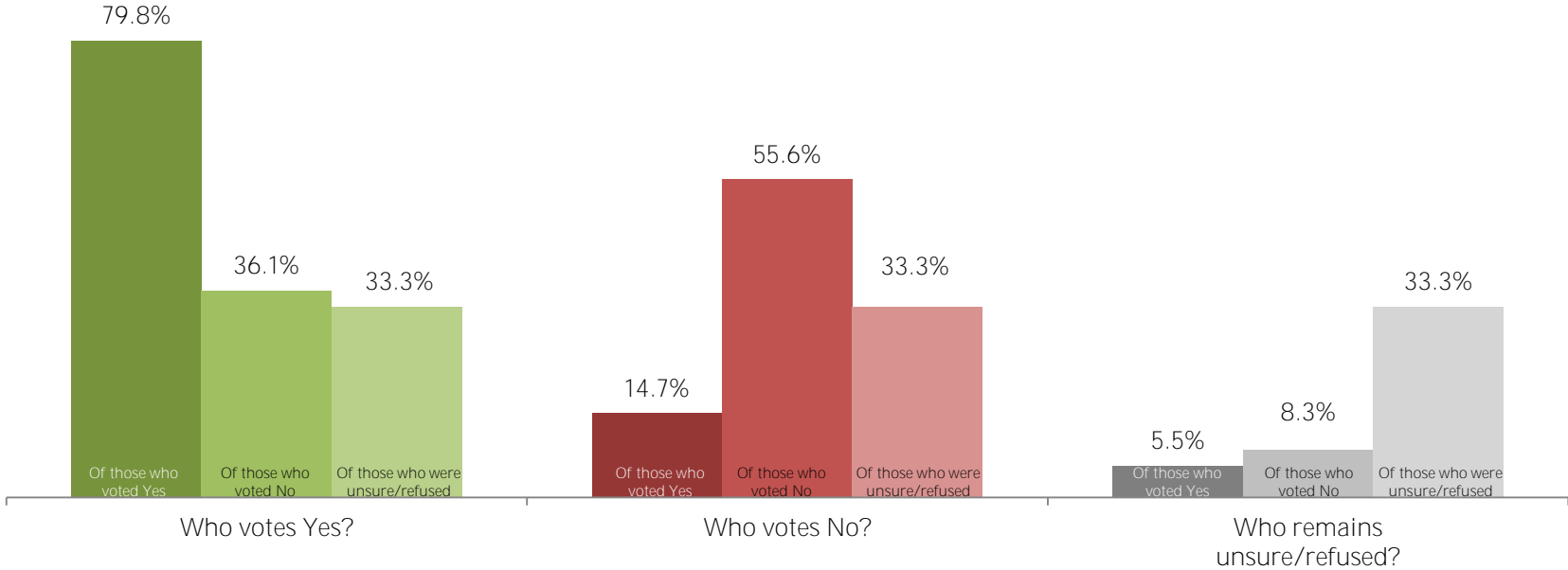
Question: Knowing what you do now, if an election were held today, would you vote yes, in favor of increasing the sales tax in the City of Coachella by one cent, or no against it?



How do people change their votes

From the initial ballot test?

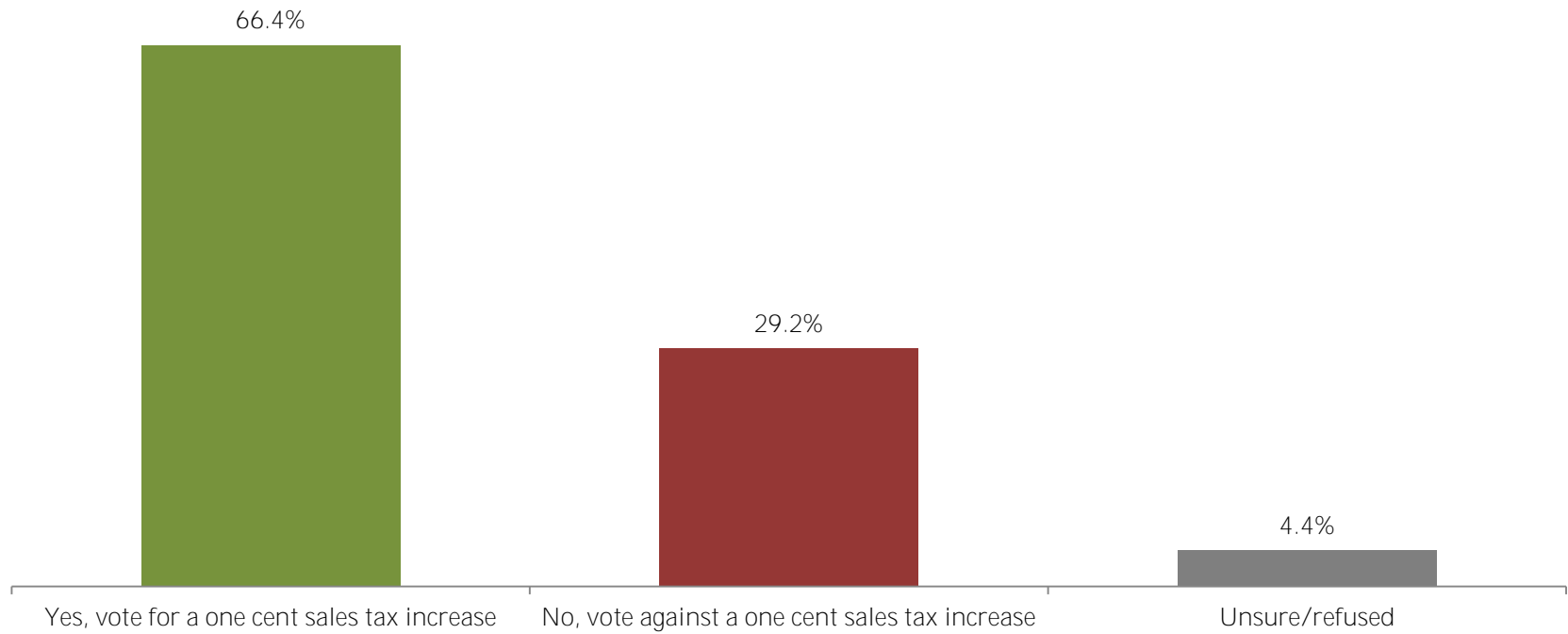
Question: Knowing what you do now, if an election were held today, would you vote yes, in favor of increasing the sales tax in the City of Coachella by one cent, or no against it?



66.4% would vote yes, in favor of a smaller sales tax increase

Of one-half cent that would require cuts to services

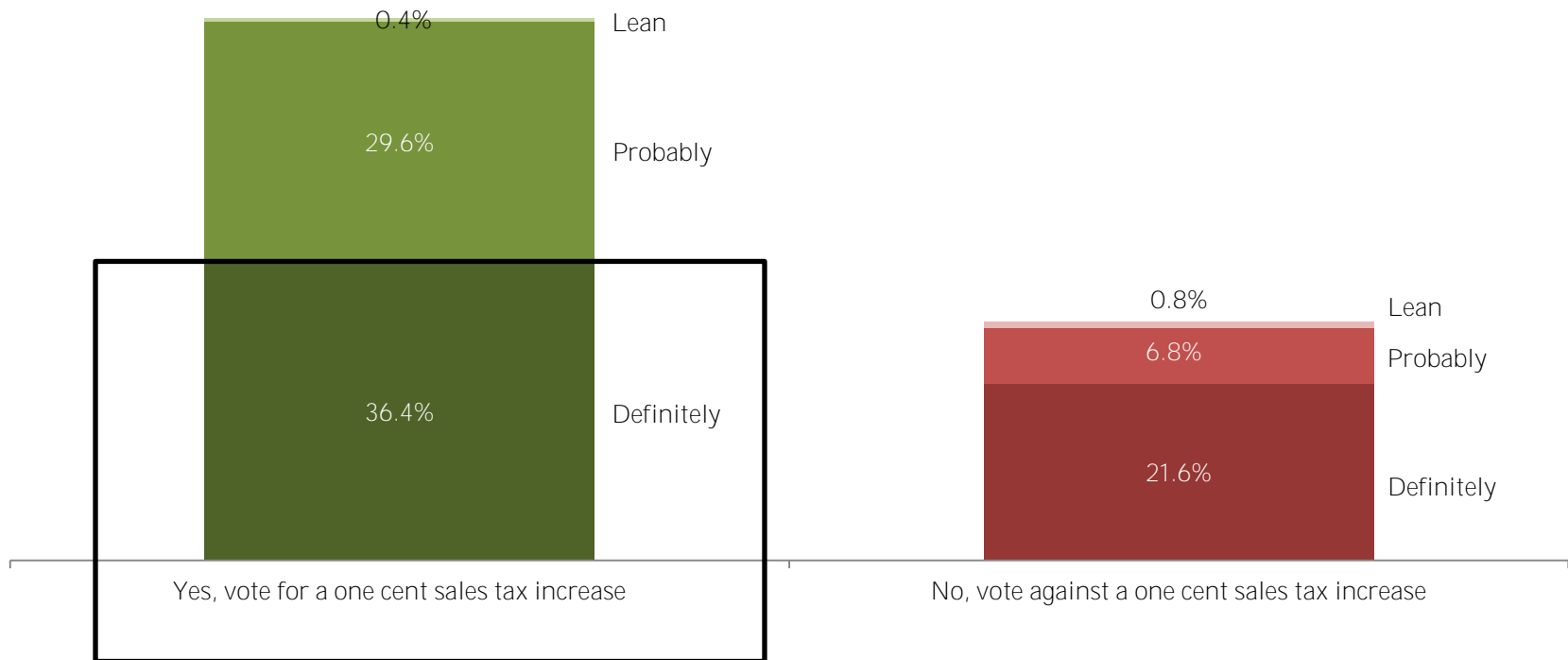
Question: If the City increased the sales tax increase to one-half cent rather than one cent, it would generate one-point-four million dollars per year rather than two point eight million dollars per year. While the one-half sales tax increase will be enough to save most City services, the City will still have to make some painful cuts. It will not be enough to save the City's paramedic squad that was established last year, nor will it allow the City to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. If an election were held today, would you vote yes, in favor of increasing the sales tax in the City of Coachella by one-half cent, or no against it?



The intensity of support for a smaller tax increase

Is high: 36.4% say they would *definitely* vote yes

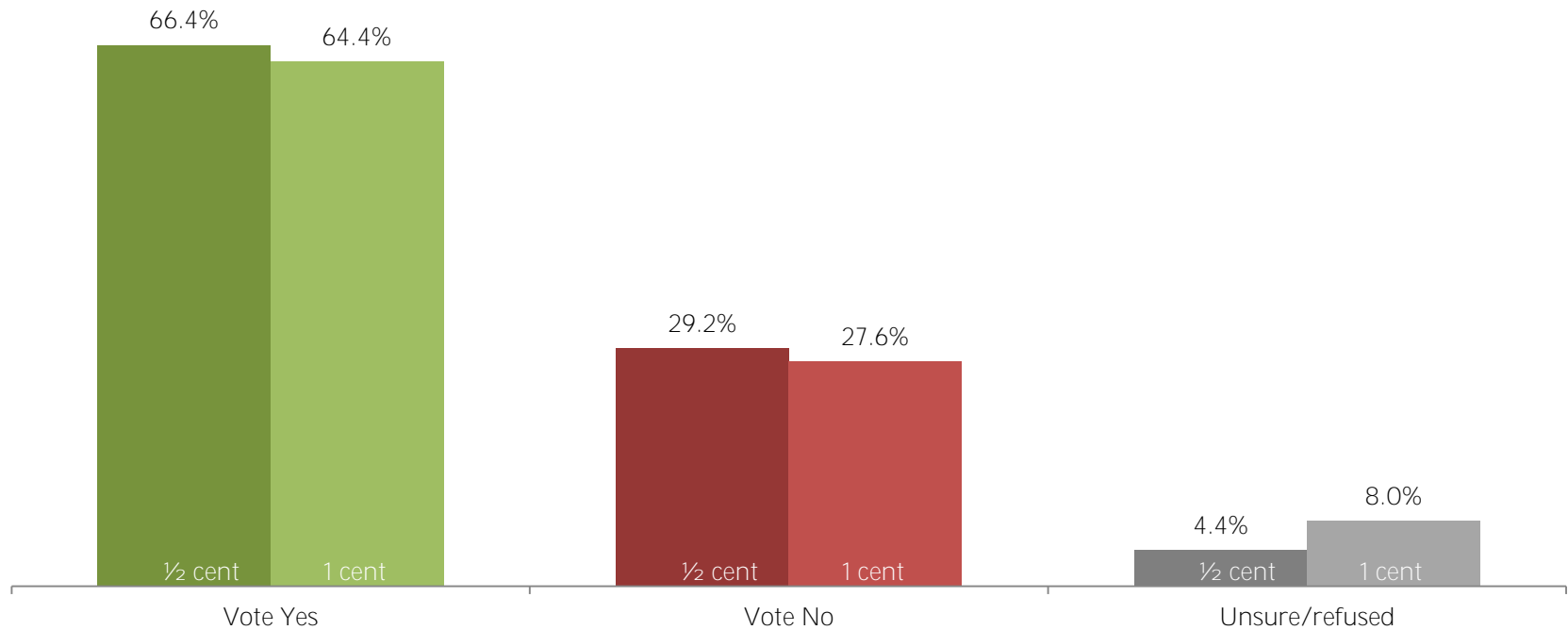
Question: And would you say that you would definitely vote (for/against) a one-half cent sales tax increase or probably vote (for/against) a one-half cent local sales tax increase? Would you say that you lean one way or another?



The level of support for a ½ cent sales tax increase

Are statistically equal to that for a one-cent sales tax increase

Question: If the City increased the sales tax increase to one-half cent rather than one cent, it would generate one-point-four million dollars per year rather than two point eight million dollars per year. While the one-half sales tax increase will be enough to save most City services, the City will still have to make some painful cuts. It will not be enough to save the City's paramedic squad that was established last year, nor will it allow the City to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. If an election were held today, would you vote yes, in favor of increasing the sales tax in the City of Coachella by one-half cent, or no against it?



Cross-tabulations

City of Coachella Voter Survey
July 2014

Q1. What is the most important issue facing your community today?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|---|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| PUBLIC SAFETY | 86 34.4 | 40 32.8 | 46 35.9 | 15 38.5 | 58 33.9 | 12 32.4 | 43 37.1 | 42 32.1 | 1 33.3 | 30 33.7 | 28 40.6 | 17 37.0 | 11 23.9 | 56 40.3 | 4 23.5 | 26 27.7 | 13 30.2 | 46 37.1 | 17 33.3 | 8 27.6 | 2 66.7 |
| JOBS AND THE ECONOMY | 53 21.2 | 25 20.5 | 28 21.9 | 6 15.4 | 40 23.4 | 7 18.9 | 19 16.4 | 33 25.2 | 1 33.3 | 12 13.5 | 23 33.3 | 11 23.9 | 7 15.2 | 27 19.4 | 6 35.3 | 20 21.3 | 10 23.3 | 23 18.5 | 12 23.5 | 7 24.1 | 1 33.3 |
| EDUCATION/SCHOOLS/HIGHER EDUCATION | 29 11.6 | 9 7.4 | 20 15.6 | 7 17.9 | 16 9.4 | 4 10.8 | 18 15.5 | 11 8.4 | 0 | 19 21.3 | 6 8.7 | 3 6.5 | 1 2.2 | 17 12.2 | 2 11.8 | 10 10.6 | 9 20.9 | 15 12.1 | 3 5.9 | 2 6.9 | 0 |
| GOVERNMENT | 15 6.0 | 7 5.7 | 8 6.3 | 0 | 13 7.6 | 1 2.7 | 6 5.2 | 9 6.9 | 0 | 4 4.5 | 4 5.8 | 6 13.0 | 1 2.2 | 6 4.3 | 1 5.9 | 8 8.5 | 1 2.3 | 9 7.3 | 4 7.8 | 1 3.4 | 0 |
| ENVIRONMENTAL ISSUES | 14 5.6 | 11 9.0 | 3 2.3 | 2 5.1 | 10 5.8 | 2 5.4 | 6 5.2 | 7 5.3 | 1 33.3 | 3 3.4 | 4 5.8 | 2 4.3 | 5 10.9 | 10 7.2 | 0 | 4 4.3 | 1 2.3 | 6 4.8 | 4 7.8 | 2 6.9 | 1 33.3 |
| TRANSPORTATION | 12 4.8 | 5 4.1 | 7 5.5 | 2 5.1 | 7 4.1 | 3 8.1 | 7 6.0 | 5 3.8 | 0 | 6 6.7 | 2 2.9 | 3 6.5 | 1 2.2 | 5 3.6 | 0 | 7 7.4 | 6 14.0 | 3 2.4 | 0 | 3 10.3 | 0 |
| POVERTY | 4 1.6 | 3 2.5 | 1 0.8 | 1 2.6 | 2 1.2 | 1 2.7 | 2 1.7 | 2 1.5 | 0 | 2 2.2 | 1 1.4 | 1 2.2 | 0 | 2 1.4 | 0 | 2 2.1 | 2 4.7 | 0 | 1 2.0 | 1 3.4 | 0 |
| OVERPOPULATION/CONTROLLING GROWTH/DEVELOPMENT | 3 1.2 | 1 0.8 | 2 1.6 | 0 | 2 1.2 | 1 2.7 | 2 1.7 | 1 0.8 | 0 | 1 1.1 | 0 | 1 2.2 | 1 2.2 | 3 2.2 | 0 | 0 | 2 4.7 | 0 | 1 2.0 | 0 | 0 |
| HEALTHCARE | 2 0.8 | 1 0.8 | 1 0.8 | 0 | 2 1.2 | 0 | 0 | 2 1.5 | 0 | 0 | 0 | 1 2.2 | 1 2.2 | 2 1.4 | 0 | 0 | 0 | 1.6 | 0 | 0 | 0 |
| AFFORDABLE HOUSING | 1 0.4 | 0 | 1 0.8 | 0 | 1 0.6 | 0 | 1 0.9 | 0 | 0 | 0 | 1 1.4 | 0 | 0 | 1 0.7 | 0 | 0 | 0 | 0 | 1 2.0 | 0 | 0 |
| NONE/NOTHING | 16 6.4 | 10 8.2 | 6 4.7 | 2 5.1 | 12 7.0 | 2 5.4 | 5 4.3 | 11 8.4 | 0 | 4 4.5 | 3 4.3 | 3 6.5 | 6 13.0 | 9 6.5 | 1 5.9 | 6 6.4 | 1 2.3 | 9 7.3 | 4 7.8 | 2 6.9 | 0 |
| OTHER | 3 1.2 | 2 1.6 | 1 0.8 | 0 | 3 1.8 | 0 | 2 1.7 | 1 0.8 | 0 | 0 | 2 2.9 | 0 | 1 2.2 | 2 1.4 | 1 5.9 | 0 | 0 | 2 1.6 | 1 2.0 | 0 | 0 |
| DON'T KNOW/REFUSED | 50 20.0 | 23 18.9 | 27 21.1 | 7 17.9 | 34 19.9 | 9 24.3 | 22 19.0 | 28 21.4 | 0 | 19 21.3 | 9 13.0 | 6 13.0 | 16 34.8 | 22 15.8 | 4 23.5 | 24 25.5 | 9 20.9 | 20 16.1 | 14 27.5 | 7 24.1 | 0 |

City of Coachella Voter Survey
July 2014

Q1. What is the most important issue facing your community today?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|--|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| PUBLIC SAFETY | 86 34.4 | 45 31.0 | 41 39.0 | 60 36.8 | 22 30.6 | 4 26.7 |
| JOBS AND THE ECONOMY | 53 21.2 | 35 24.1 | 18 17.1 | 31 19.0 | 21 29.2 | 1 6.7 |
| EDUCATION/SCHOOLS/HIGHER EDUCATION | 29 11.6 | 15 10.3 | 14 13.3 | 19 11.7 | 9 12.5 | 1 6.7 |
| GOVERNMENT | 15 6.0 | 9 6.2 | 6 5.7 | 10 6.1 | 4 5.6 | 1 6.7 |
| ENVIRONMENTAL ISSUES | 14 5.6 | 8 5.5 | 6 5.7 | 9 5.5 | 3 4.2 | 2 13.3 |
| TRANSPORTATION | 12 4.8 | 4 2.8 | 8 7.6 | 6 3.7 | 5 6.9 | 1 6.7 |
| POVERTY | 4 1.6 | 1 0.7 | 3 2.9 | 3 1.8 | 1 1.4 | 0 |
| OVERPOPULATION/CONTROLLING GROWTH/DEVELOPMENT | 3 1.2 | 1 0.7 | 2 1.9 | 2 1.2 | 0 | 1 6.7 |
| HEALTHCARE | 2 0.8 | 2 1.4 | 0 | 2 1.2 | 0 | 0 |
| AFFORDABLE HOUSING | 1 0.4 | 0 | 1 1.0 | 0 | 1 1.4 | 0 |
| NONE/NOTHING | 16 6.4 | 12 8.3 | 4 3.8 | 11 6.7 | 4 5.6 | 1 6.7 |
| OTHER | 3 1.2 | 1 0.7 | 2 1.9 | 1 0.6 | 2 2.8 | 0 |
| DON'T KNOW/REFUSED | 50 20.0 | 35 24.1 | 15 14.3 | 30 18.4 | 13 18.1 | 7 46.7 |

City of Coachella Voter Survey
July 2014

Q2. Do you think that the City of Coachella is on the right track or on the wrong track?

Base: Total sample

| | GENDER | | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|-------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| RIGHT TRACK | 173 69.2 | 88 72.1 | 85 66.4 | 25 64.1 | 119 69.6 | 28 75.7 | 79 68.1 | 93 71.0 | 1 33.3 | 69 77.5 | 50 72.5 | 28 60.9 | 26 56.5 | 93 66.9 | 10 58.8 | 70 74.5 | 32 74.4 | 88 71.0 | 31 60.8 | 19 65.5 | 3 100.0 |
| WRONG TRACK | 45 18.0 | 20 16.4 | 25 19.5 | 8 20.5 | 32 18.7 | 3 8.1 | 21 18.1 | 23 17.6 | 1 33.3 | 12 13.5 | 11 15.9 | 12 26.1 | 10 21.7 | 24 17.3 | 5 29.4 | 16 17.0 | 3 7.0 | 25 20.2 | 11 21.6 | 6 20.7 | 0 |
| UNSURE | 32 12.8 | 14 11.5 | 18 14.1 | 6 15.4 | 20 11.7 | 6 16.2 | 16 13.8 | 15 11.5 | 1 33.3 | 8 9.0 | 8 11.6 | 6 13.0 | 10 21.7 | 22 15.8 | 2 11.8 | 8 8.5 | 8 18.6 | 11 8.9 | 9 17.6 | 4 13.8 | 0 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q2. Do you think that the City of Coachella is on the right track or on the wrong track?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|-------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| RIGHT TRACK | 173 69.2 | 100 69.0 | 73 69.5 | 126 77.3 | 43 59.7 | 4 26.7 |
| WRONG TRACK | 45 18.0 | 26 17.9 | 19 18.1 | 23 14.1 | 19 26.4 | 3 20.0 |
| UNSURE | 32 12.8 | 19 13.1 | 13 12.4 | 14 8.6 | 10 13.9 | 8 53.3 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q3. What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | BIRTH- PLACE UN- KNOWN | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-----------------|---------------------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|----------------|-----------------|-----------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| LOCAL TELEVISION | 181 72.4 | 86 70.5 | 95 74.2 | 29 74.4 | 125 73.1 | 27 73.0 | 77 66.4 | 103 78.6 | 1 33.3 | 62 69.7 | 55 79.7 | 36 78.3 | 28 60.9 | 97 69.8 | 13 76.5 | 71 75.5 | 27 62.8 | 93 75.0 | 40 78.4 | 19 65.5 | 2 66.7 |
| UNIVISION | 60 24.0 | 24 19.7 | 36 28.1 | 6 15.4 | 44 25.7 | 10 27.0 | 13 11.2 | 46 35.1 | 1 33.3 | 15 16.9 | 23 33.3 | 12 26.1 | 10 21.7 | 35 25.2 | 4 23.5 | 21 22.3 | 7 16.3 | 34 27.4 | 9 17.6 | 10 34.5 | 0 |
| TELEMUNDO | 40 16.0 | 22 18.0 | 18 14.1 | 2 5.1 | 30 17.5 | 8 21.6 | 11 9.5 | 29 22.1 | 0 | 12 13.5 | 11 15.9 | 6 13.0 | 11 23.9 | 21 15.1 | 3 17.6 | 16 17.0 | 8 18.6 | 24 19.4 | 7 13.7 | 1 3.4 | 0 |
| CHANNEL 3/KESQ | 35 14.0 | 18 14.8 | 17 13.3 | 7 17.9 | 28 16.4 | 0 | 19 16.4 | 16 12.2 | 0 | 14 15.7 | 10 14.5 | 8 17.4 | 3 6.5 | 17 12.2 | 4 23.5 | 14 14.9 | 4 9.3 | 18 14.5 | 12 23.5 | 1 3.4 | 0 |
| CHANNEL 12 | 26 10.4 | 10 8.2 | 16 12.5 | 2 5.1 | 19 11.1 | 5 13.5 | 11 9.5 | 15 11.5 | 0 | 8 9.0 | 7 10.1 | 4 8.7 | 7 15.2 | 12 8.6 | 4 23.5 | 10 10.6 | 3 7.0 | 13 10.5 | 7 13.7 | 3 10.3 | 0 |
| CHANNEL 15 | 14 5.6 | 9 7.4 | 5 3.9 | 3 7.7 | 11 6.4 | 0 | 5 4.3 | 8 6.1 | 1 33.3 | 4 4.5 | 3 4.3 | 4 8.7 | 3 6.5 | 5 3.6 | 0 | 9 9.6 | 0 | 6 4.8 | 5 9.8 | 3 10.3 | 0 |
| CHANNEL 6/KMIR | 12 4.8 | 5 4.1 | 7 5.5 | 4 10.3 | 4 2.3 | 4 10.8 | 8 6.9 | 4 3.1 | 0 | 7 7.9 | 3 4.3 | 1 2.2 | 1 2.2 | 5 3.6 | 1 5.9 | 6 6.4 | 3 7.0 | 4 3.2 | 5 9.8 | 0 | 0 |
| CHANNEL 42 | 8 3.2 | 4 3.3 | 4 3.1 | 2 5.1 | 5 2.9 | 1 2.7 | 7 6.0 | 1 0.8 | 0 | 2 2.2 | 3 4.3 | 3 6.5 | 0 | 5 3.6 | 2 11.8 | 1 1.1 | 2 4.7 | 4 3.2 | 1 2.0 | 0 | 1 33.3 |
| CHANNEL 2 | 6 2.4 | 3 2.5 | 3 2.3 | 1 2.6 | 5 2.9 | 0 | 4 3.4 | 2 1.5 | 0 | 1 1.1 | 0 | 2 4.3 | 3 6.5 | 3 2.2 | 0 | 3 3.2 | 0 | 2 1.6 | 3 5.9 | 1 3.4 | 0 |
| UNIMAS/CHANNEL 5 | 4 1.6 | 1 0.8 | 3 2.3 | 2 5.1 | 1 0.6 | 1 2.7 | 4 3.4 | 0 | 0 | 4 4.5 | 0 | 0 | 0 | 2 1.4 | 1 5.9 | 1 1.1 | 2 4.7 | 2 1.6 | 0 | 0 | 0 |
| CHANNEL 4 | 4 1.6 | 2 1.6 | 2 1.6 | 1 2.6 | 3 1.8 | 0 | 1 0.9 | 3 2.3 | 0 | 1 1.1 | 1 1.4 | 2 4.3 | 0 | 4 2.9 | 0 | 0 | 0 | 1 0.8 | 2 3.9 | 1 3.4 | 0 |
| NBC | 3 1.2 | 2 1.6 | 1 0.8 | 1 2.6 | 2 1.2 | 0 | 2 1.7 | 1 0.8 | 0 | 1 1.1 | 1 1.4 | 1 2.2 | 0 | 1 0.7 | 0 | 2 2.1 | 0 | 0 | 2 3.9 | 1 3.4 | 0 |
| CBS | 2 0.8 | 2 1.6 | 0 | 0 | 2 1.2 | 0 | 2 1.7 | 0 | 0 | 0 | 1 1.4 | 0 | 1 2.2 | 1 0.7 | 0 | 1 1.1 | 0 | 2 1.6 | 0 | 0 | 0 |
| ABC | 2 0.8 | 1 0.8 | 1 0.8 | 1 2.6 | 1 0.6 | 0 | 2 1.7 | 0 | 0 | 1 1.1 | 1 1.4 | 0 | 0 | 2 1.4 | 0 | 0 | 1 2.3 | 1 0.8 | 0 | 0 | 0 |
| KSQ | 2 0.8 | 2 1.6 | 0 | 1 2.6 | 1 0.6 | 0 | 1 0.9 | 1 0.8 | 0 | 1 1.1 | 1 1.4 | 0 | 0 | 1 0.7 | 0 | 1 1.1 | 0 | 2 1.6 | 0 | 0 | 0 |

Continued



City of Coachella Voter Survey
July 2014

Q3. What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | BIRTH- PLACE UN- KNOWN | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|---------------------------|------------|------------|------------|------------|------------|------------|------------|--------------|---------------------------------|------------|------------|------------|------------|---------------|-----------|------------|-------------------|-------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| CHANNEL 11 | 2 0.8 | 1 0.8 | 1 0.8 | 1 2.6 | 1 0.6 | 0 | 1 0.9 | 1 0.8 | 0 | 1 1.1 | 1 1.4 | 0 | 0 | 2 1.4 | 0 | 0 | 0 | 2 1.6 | 0 | 0 | 0 |
| CHANNEL 25 | 2 0.8 | 0 | 2 1.6 | 0 | 1 0.6 | 1 2.7 | 0 | 2 1.5 | 0 | 1 1.1 | 0 | 0 | 1 2.2 | 1 0.7 | 0 | 1 1.1 | 0 | 2 1.6 | 0 | 0 | 0 |
| CHANNEL 17 | 2 0.8 | 1 0.8 | 1 0.8 | 1 2.6 | 1 0.6 | 0 | 0 | 2 1.5 | 0 | 0 | 2 2.9 | 0 | 0 | 0 | 0 | 2 2.1 | 0 | 0 | 0 | 2 6.9 | 0 |
| CHANNEL 9 | 2 0.8 | 1 0.8 | 1 0.8 | 0 | 2 1.2 | 0 | 0 | 2 1.5 | 0 | 0 | 2 2.9 | 0 | 0 | 1 0.7 | 0 | 1 1.1 | 0 | 1 0.8 | 0 | 1 3.4 | 0 |
| FOX | 2 0.8 | 1 0.8 | 1 0.8 | 2 5.1 | 0 | 0 | 1 0.9 | 1 0.8 | 0 | 2 2.2 | 0 | 0 | 0 | 2 1.4 | 0 | 0 | 2 4.7 | 0 | 0 | 0 | 0 |
| OTHER | 7 2.8 | 4 3.3 | 3 2.3 | 1 2.6 | 5 2.9 | 1 2.7 | 3 2.6 | 4 3.1 | 0 | 3 3.4 | 2 2.9 | 2 4.3 | 0 | 4 2.9 | 0 | 3 3.2 | 3 7.0 | 3 2.4 | 1 2.0 | 0 | 0 |
| DON'T KNOW | 9 3.6 | 7 5.7 | 2 1.6 | 2 5.1 | 6 3.5 | 1 2.7 | 6 5.2 | 3 2.3 | 0 | 4 4.5 | 2 2.9 | 1 2.2 | 2 4.3 | 6 4.3 | 0 | 3 3.2 | 1 2.3 | 5 4.0 | 2 3.9 | 0 | 1 33.3 |
| LOCAL RADIO ----- | 77 30.8 | 40 32.8 | 37 28.9 | 9 23.1 | 55 32.2 | 12 32.4 | 28 24.1 | 48 36.6 | 1 33.3 | 28 31.5 | 26 37.7 | 11 23.9 | 12 26.1 | 43 30.9 | 5 29.4 | 29 30.9 | 12 27.9 | 39 31.5 | 18 35.3 | 8 27.6 | 0 |
| KUNA/LA PODEROSA 96.7 FM | 41 16.4 | 21 17.2 | 20 15.6 | 3 7.7 | 32 18.7 | 6 16.2 | 14 12.1 | 27 20.6 | 0 | 17 19.1 | 13 18.8 | 6 13.0 | 5 10.9 | 21 15.1 | 2 11.8 | 18 19.1 | 9 20.9 | 18 14.5 | 9 17.6 | 5 17.2 | 0 |
| KLOB 94.7 | 12 4.8 | 7 5.7 | 5 3.9 | 0 | 9 5.3 | 3 8.1 | 4 3.4 | 8 6.1 | 0 | 4 4.5 | 4 5.8 | 2 4.3 | 2 4.3 | 6 4.3 | 1 5.9 | 5 5.3 | 1 2.3 | 7 5.6 | 2 3.9 | 2 6.9 | 0 |
| KPST 103.5 | 4 1.6 | 1 0.8 | 3 2.3 | 1 2.6 | 1 0.6 | 2 5.4 | 2 1.7 | 2 1.5 | 0 | 2 2.2 | 2 2.9 | 0 | 0 | 2 1.4 | 1 5.9 | 1 1.1 | 2 4.7 | 1 0.8 | 1 2.0 | 0 | 0 |
| OTHER | 10 4.0 | 7 5.7 | 3 2.3 | 4 10.3 | 6 3.5 | 0 | 4 3.4 | 5 3.8 | 1 33.3 | 4 4.5 | 4 5.8 | 1 2.2 | 1 2.2 | 8 5.8 | 0 | 2 2.1 | 1 2.3 | 6 4.8 | 3 5.9 | 0 | 0 |
| DON'T KNOW/CAN'T REMEMBER | 12 4.8 | 6 4.9 | 6 4.7 | 1 2.6 | 9 5.3 | 1 2.7 | 4 3.4 | 8 6.1 | 0 | 1 1.1 | 4 5.8 | 2 4.3 | 5 10.9 | 6 4.3 | 1 5.9 | 5 5.3 | 0 | 7 5.6 | 3 5.9 | 2 6.9 | 0 |
| NEWSPAPER ----- | 70 28.0 | 32 26.2 | 38 29.7 | 14 35.9 | 49 28.7 | 6 16.2 | 35 30.2 | 33 25.2 | 66.7 | 18 20.2 | 25 36.2 | 13 28.3 | 14 30.4 | 40 28.8 | 4 23.5 | 26 27.7 | 14 32.6 | 30 24.2 | 15 29.4 | 8 27.6 | 3 100.0 |
| THE DESERT SUN | 40 16.0 | 18 14.8 | 22 17.2 | 10 25.6 | 26 15.2 | 3 8.1 | 29 25.0 | 11 8.4 | 0 | 15 16.9 | 15 21.7 | 7 15.2 | 3 6.5 | 22 15.8 | 3 17.6 | 15 16.0 | 7 16.3 | 18 14.5 | 10 19.6 | 2 6.9 | 3 100.0 |
| EL INFORMADOR | 6 2.4 | 3 2.5 | 3 2.3 | 2 5.1 | 4 2.3 | 0 | 0 | 5 3.8 | 1 33.3 | 0 | 2 2.9 | 1 2.2 | 3 6.5 | 3 2.2 | 1 5.9 | 2 2.1 | 1 2.3 | 2 1.6 | 0 | 3 10.3 | 0 |

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City of Coachella Voter Survey
July 2014

Q3. What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Base: Total sample

| | GENDER | | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|---|------------|------------|------------|------------|------------|-----------|------------|--------------|----------------------|------------|------------|------------|------------|---------------|-----------|------------|-------------------|-------------|--------------|--------------|-----------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| LA OPINION | 6 2.4 | 2 1.6 | 4 3.1 | 0 | 6 3.5 | 0 | 1 0.9 | 5 3.8 | 0 | 1 1.1 | 2 2.9 | 1 2.2 | 2 4.3 | 3 2.2 | 0 | 3 3.2 | 2 4.7 | 2 1.6 | 2 3.9 | 0 | 0 |
| LA PRENSA HISPANA | 3 1.2 | 2 1.6 | 1 0.8 | 0 | 1 0.6 | 2 5.4 | 0 | 3 2.3 | 0 | 0 | 2 2.9 | 1 2.2 | 0 | 3 2.2 | 0 | 0 | 2 4.7 | 1 0.8 | 0 | 0 | 0 |
| OTHER | 8 3.2 | 5 4.1 | 3 2.3 | 1 2.6 | 7 4.1 | 0 | 4 3.4 | 3 2.3 | 1 33.3 | 2 2.2 | 2 2.9 | 1 2.2 | 3 6.5 | 6 4.3 | 0 | 2 2.1 | 1 2.3 | 4 3.2 | 2 3.9 | 1 3.4 | 0 |
| DON'T KNOW/CAN'T REMEMBER | 8 3.2 | 3 2.5 | 5 3.9 | 1 2.6 | 6 3.5 | 1 2.7 | 1 0.9 | 7 5.3 | 0 | 0 | 2 2.9 | 2 4.3 | 4 8.7 | 3 2.2 | 0 | 5 5.3 | 1 2.3 | 3 2.4 | 2 3.9 | 2 6.9 | 0 |
| DIRECT COMMUNICATION FROM THE CITY | 47 18.8 | 26 21.3 | 21 16.4 | 6 15.4 | 33 19.3 | 7 18.9 | 20 17.2 | 27 20.6 | 0 | 11 12.4 | 10 14.5 | 13 28.3 | 13 28.3 | 26 18.7 | 4 23.5 | 17 18.1 | 7 16.3 | 25 20.2 | 10 19.6 | 5 17.2 | 0 |
| SOCIAL MEDIA PLATFORMS SUCH AS FACEBOOK AND TWITTER | 37 14.8 | 14 11.5 | 23 18.0 | 10 25.6 | 17 9.9 | 9 24.3 | 30 25.9 | 7 5.3 | 0 | 30 33.7 | 5 7.2 | 1 2.2 | 1 2.2 | 25 18.0 | 2 11.8 | 10 10.6 | 15 34.9 | 14 11.3 | 6 11.8 | 1 3.4 | 1 33.3 |
| FACEBOOK | 34 13.6 | 12 9.8 | 22 17.2 | 9 23.1 | 17 9.9 | 8 21.6 | 27 23.3 | 7 5.3 | 0 | 27 30.3 | 5 7.2 | 1 2.2 | 1 2.2 | 23 16.5 | 2 11.8 | 9 9.6 | 14 32.6 | 13 10.5 | 5 9.8 | 1 3.4 | 1 33.3 |
| TWITTER | 3 1.2 | 1 0.8 | 2 1.6 | 1 2.6 | 0 | 1 2.7 | 3 2.6 | 0 | 0 | 3 3.4 | 0 | 0 | 0 | 3 2.2 | 0 | 0 | 2 4.7 | 0 | 1 2.0 | 0 | 0 |
| OTHER | 1 0.4 | 1 0.8 | 0 | 0 | 0 | 1 2.7 | 1 0.9 | 0 | 0 | 1 1.1 | 0 | 0 | 0 | 0 | 0 | 1 1.1 | 0 | 1 0.8 | 0 | 0 | 0 |
| A WEBSITE OR BLOG | 28 11.2 | 17 13.9 | 11 8.6 | 7 17.9 | 14 8.2 | 5 13.5 | 21 18.1 | 7 5.3 | 0 | 19 21.3 | 7 10.1 | 1 2.2 | 1 2.2 | 17 12.2 | 2 11.8 | 9 9.6 | 7 16.3 | 12 9.7 | 6 11.8 | 3 10.3 | 0 |
| KESQ.COM | 7 2.8 | 5 4.1 | 2 1.6 | 2 5.1 | 4 2.3 | 1 2.7 | 7 6.0 | 0 | 0 | 6 6.7 | 1 1.4 | 0 | 0 | 5 3.6 | 0 | 2 2.1 | 1 2.3 | 4 3.2 | 2 3.9 | 0 | 0 |
| GOOGLE.COM | 4 1.6 | 2 1.6 | 2 1.6 | 0 | 3 1.8 | 1 2.7 | 2 1.7 | 2 1.5 | 0 | 3 3.4 | 1 1.4 | 0 | 0 | 2 1.4 | 1 5.9 | 1 1.1 | 1 2.3 | 2 1.6 | 1 2.0 | 0 | 0 |
| MYDESERT.COM | 3 1.2 | 2 1.6 | 1 0.8 | 2 5.1 | 0 | 1 2.7 | 2 1.7 | 1 0.8 | 0 | 3 3.4 | 0 | 0 | 0 | 2 1.4 | 0 | 1 1.1 | 2 4.7 | 0 | 1 2.0 | 0 | 0 |
| COACHELLA WEBSITE | 3 1.2 | 3 2.5 | 0 | 1 2.6 | 0 | 2 5.4 | 2 1.7 | 1 0.8 | 0 | 3 3.4 | 0 | 0 | 0 | 2 1.4 | 0 | 1 1.1 | 1 2.3 | 2 1.6 | 0 | 0 | 0 |
| INTERNET NEWS TELEVISION | 2 0.8 | 2 1.6 | 0 | 2 5.1 | 0 | 0 | 2 1.7 | 0 | 0 | 1 1.1 | 0 | 0 | 1 2.2 | 1 0.7 | 0 | 1 1.1 | 0 | 0 | 1 2.0 | 1 3.4 | 0 |
| OTHER | 4 1.6 | 1 0.8 | 3 2.3 | 0 | 3 1.8 | 0 | 3 2.6 | 1 0.8 | 0 | 2 2.2 | 2 2.9 | 0 | 0 | 1 0.7 | 1 5.9 | 2 2.1 | 1 2.3 | 2 1.6 | 0 | 1 3.4 | 0 |

Continued



City of Coachella Voter Survey
July 2014

Q3. What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | BIRTH- PLACE UN- KNOWN | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|-------------------------|-----------|----------|----------|----------|----------|------------|------------|-----------------|---------------------------------|-----------|----------|----------|----------|---------------|-----------|----------|-------------------|----------------|-----------------|-----------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| DON'T KNOW | 5 2.0 | 2 1.6 | 3 2.3 | 0 | 4 2.3 | 0 | 3 2.6 | 2 1.5 | 0 | 1 1.1 | 3 4.3 | 1 2.2 | 0 | 4 2.9 | 0 | 1 1.1 | 1 2.3 | 2 1.6 | 1 2.0 | 1 3.4 | 0 |
| SOMETHING ELSE ----- | 9 3.6 | 4 3.3 | 5 3.9 | 1 2.6 | 6 3.5 | 2 5.4 | 6 5.2 | 3 2.3 | 0 | 3 3.4 | 1 1.4 | 3 6.5 | 2 4.3 | 6 4.3 | 0 | 3 3.2 | 0 | 4 3.2 | 3 5.9 | 2 6.9 | 0 |
| WORD OF MOUTH | 2 0.8 | 1 0.8 | 1 0.8 | 0 | 2 1.2 | 0 | 2 1.7 | 0 | 0 | 0 | 1 1.4 | 1 2.2 | 0 | 2 1.4 | 0 | 0 | 0 | 0 | 1 2.0 | 1 3.4 | 0 |
| PEOPLE IN THE COMMUNITY | 2 0.8 | 2 1.6 | 0 | 1 2.6 | 1 0.6 | 0 | 1 0.9 | 1 0.8 | 0 | 1 1.1 | 0 | 0 | 1 2.2 | 1 0.7 | 0 | 1 1.1 | 0 | 1 0.8 | 1 2.0 | 0 | 0 |
| NOTHING | 2 0.8 | 1 0.8 | 1 0.8 | 0 | 1 0.6 | 1 2.7 | 1 0.9 | 1 0.8 | 0 | 1 1.1 | 0 | 1 2.2 | 0 | 2 1.4 | 0 | 0 | 0 | 2 1.6 | 0 | 0 | 0 |
| OTHER | 2 0.8 | 0 | 2 1.6 | 0 | 1 0.6 | 1 2.7 | 2 1.7 | 0 | 0 | 1 1.1 | 0 | 1 2.2 | 0 | 1 0.7 | 0 | 1 1.1 | 0 | 1 0.8 | 1 2.0 | 0 | 0 |
| DON'T KNOW | 1 0.4 | 0 | 1 0.8 | 0 | 1 0.6 | 0 | 0 | 1 0.8 | 0 | 0 | 0 | 0 | 1 2.2 | 0 | 0 | 1 1.1 | 0 | 0 | 0 | 1 3.4 | 0 |
| MAGAZINES ----- | 2 0.8 | 2 1.6 | 0 | 0 | 2 1.2 | 0 | 0 | 2 1.5 | 0 | 0 | 1 1.4 | 0 | 1 2.2 | 0 | 0 | 2 2.1 | 0 | 1 0.8 | 1 2.0 | 0 | 0 |
| OTHER | 1 0.4 | 1 0.8 | 0 | 0 | 1 0.6 | 0 | 0 | 1 0.8 | 0 | 0 | 1 1.4 | 0 | 0 | 0 | 0 | 1 1.1 | 0 | 1 0.8 | 0 | 0 | 0 |
| DON'T KNOW/REFUSED | 1 0.4 | 1 0.8 | 0 | 0 | 1 0.6 | 0 | 0 | 1 0.8 | 0 | 0 | 0 | 0 | 1 2.2 | 0 | 0 | 1 1.1 | 0 | 0 | 1 2.0 | 0 | 0 |
| NOTHING | 11 4.4 | 4 3.3 | 7 5.5 | 1 2.6 | 9 5.3 | 1 2.7 | 3 2.6 | 7 5.3 | 1 33.3 | 1 1.1 | 3 4.3 | 3 6.5 | 4 8.7 | 4 2.9 | 0 | 7 7.4 | 1 2.3 | 7 5.6 | 1 2.0 | 2 6.9 | 0 |
| UNSURE | 9 3.6 | 6 4.9 | 3 2.3 | 0 | 8 4.7 | 1 2.7 | 3 2.6 | 6 4.6 | 0 | 2 2.2 | 0 | 3 6.5 | 4 8.7 | 7 5.0 | 0 | 2 2.1 | 1 2.3 | 6 4.8 | 0 | 2 6.9 | 0 |
| REFUSED | 4 1.6 | 1 0.8 | 3 2.3 | 0 | 3 1.8 | 1 2.7 | 1 0.9 | 3 2.3 | 0 | 0 | 1 1.4 | 1 2.2 | 2 4.3 | 1 0.7 | 2 11.8 | 1 1.1 | 0 | 2 1.6 | 0 | 2 6.9 | 0 |

City of Coachella Voter Survey
July 2014

Q3. What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|---------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| LOCAL TELEVISION ----- | 181 72.4 | 114 78.6 | 67 63.8 | 124 76.1 | 48 66.7 | 9 60.0 |
| UNIVISION | 60 24.0 | 54 37.2 | 6 5.7 | 48 29.4 | 9 12.5 | 3 20.0 |
| TELEMUNDO | 40 16.0 | 32 22.1 | 8 7.6 | 30 18.4 | 9 12.5 | 1 6.7 |
| CHANNEL 3/KESQ | 35 14.0 | 9 6.2 | 26 24.8 | 23 14.1 | 10 13.9 | 2 13.3 |
| CHANNEL 12 | 26 10.4 | 20 13.8 | 6 5.7 | 17 10.4 | 7 9.7 | 2 13.3 |
| CHANNEL 15 | 14 5.6 | 13 9.0 | 1 1.0 | 9 5.5 | 4 5.6 | 1 6.7 |
| CHANNEL 6/KMIR | 12 4.8 | 3 2.1 | 9 8.6 | 5 3.1 | 7 9.7 | 0 |
| CHANNEL 42 | 8 3.2 | 0 | 8 7.6 | 5 3.1 | 2 2.8 | 1 6.7 |
| CHANNEL 2 | 6 2.4 | 2 1.4 | 4 3.8 | 4 2.5 | 1 1.4 | 1 6.7 |
| UNIMAS/CHANNEL 5 | 4 1.6 | 1 0.7 | 3 2.9 | 4 2.5 | 0 | 0 |
| CHANNEL 4 | 4 1.6 | 4 2.8 | 0 | 0 | 4 5.6 | 0 |
| NBC | 3 1.2 | 1 0.7 | 2 1.9 | 2 1.2 | 1 1.4 | 0 |
| CBS | 2 0.8 | 0 | 2 1.9 | 1 0.6 | 1 1.4 | 0 |
| ABC | 2 0.8 | 0 | 2 1.9 | 0 | 2 2.8 | 0 |
| KSQ | 2 0.8 | 1 0.7 | 1 1.0 | 2 1.2 | 0 | 0 |
| CHANNEL 11 | 2 0.8 | 1 0.7 | 1 1.0 | 0 | 2 2.8 | 0 |

Continued



City of Coachella Voter Survey
July 2014

Q3. What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|---------------------------|------------|------------|---------------------------------|-------------|------------|-----------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | |
| CHANNEL 25 | 2 0.8 | 1 0.7 | 1 1.0 | 2 1.2 | 0 | 0 |
| CHANNEL 17 | 2 0.8 | 1 0.7 | 1 1.0 | 0 | 2 2.8 | 0 |
| CHANNEL 9 | 2 0.8 | 2 1.4 | 0 | 1 0.6 | 1 1.4 | 0 |
| FOX | 2 0.8 | 1 0.7 | 1 1.0 | 2 1.2 | 0 | 0 |
| OTHER | 7 2.8 | 6 4.1 | 1 1.0 | 5 3.1 | 1 1.4 | 1 6.7 |
| DON'T KNOW | 9 3.6 | 3 2.1 | 6 5.7 | 7 4.3 | 1 1.4 | 1 6.7 |
| LOCAL RADIO | 77 30.8 | 60 41.4 | 17 16.2 | 58 35.6 | 16 22.2 | 3 20.0 |
| ----- | | | | | | |
| KUNA/LA PODEROSA 96.7 FM | 41 16.4 | 33 22.8 | 8 7.6 | 29 17.8 | 9 12.5 | 3 20.0 |
| KLOB 94.7 | 12 4.8 | 11 7.6 | 1 1.0 | 9 5.5 | 3 4.2 | 0 |
| KPST 103.5 | 4 1.6 | 2 1.4 | 2 1.9 | 3 1.8 | 1 1.4 | 0 |
| OTHER | 10 4.0 | 6 4.1 | 4 3.8 | 8 4.9 | 2 2.8 | 0 |
| DON'T KNOW/CAN'T REMEMBER | 12 4.8 | 10 6.9 | 2 1.9 | 10 6.1 | 2 2.8 | 0 |
| NEWSPAPER | 70 28.0 | 38 26.2 | 32 30.5 | 50 30.7 | 17 23.6 | 3 20.0 |
| ----- | | | | | | |
| THE DESERT SUN | 40 16.0 | 13 9.0 | 27 25.7 | 31 19.0 | 9 12.5 | 0 |
| EL INFORMADOR | 6 2.4 | 6 4.1 | 0 | 3 1.8 | 1 1.4 | 2 13.3 |
| LA OPINION | 6 2.4 | 5 3.4 | 1 1.0 | 4 2.5 | 2 2.8 | 0 |
| LA PRENSA HISPANA | 3 1.2 | 3 2.1 | 0 | 2 1.2 | 1 1.4 | 0 |

Continued



City of Coachella Voter Survey
July 2014

Q3. What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Base: Total sample

| | TOTAL | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | |
|--|------------|------------|------------|---------------------------------|------------|--------------------|
| | | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| OTHER | 8 3.2 | 4 2.8 | 4 3.8 | 5 3.1 | 3 4.2 | 0 |
| DON'T KNOW/CAN'T REMEMBER | 8 3.2 | 8 5.5 | 0 | 6 3.7 | 1 1.4 | 1 6.7 |
| DIRECT COMMUNICATION FROM THE CITY | 47 18.8 | 25 17.2 | 22 21.0 | 25 15.3 | 19 26.4 | 3 20.0 |
| SOCIAL MEDIA PLATFORMS SUCH AS FACEBOOK AND TWITTER | 37 14.8 | 6 4.1 | 31 29.5 | 22 13.5 | 12 16.7 | 3 20.0 |
| ----- | | | | | | |
| FACEBOOK | 34 13.6 | 6 4.1 | 28 26.7 | 20 12.3 | 11 15.3 | 3 20.0 |
| TWITTER | 3 1.2 | 0 | 3 2.9 | 1 0.6 | 2 2.8 | 0 |
| OTHER | 1 0.4 | 0 | 1 1.0 | 1 0.6 | 0 | 0 |
| A WEBSITE OR BLOG | 28 11.2 | 3 2.1 | 25 23.8 | 17 10.4 | 11 15.3 | 0 |
| ----- | | | | | | |
| KESQ.COM | 7 2.8 | 0 | 7 6.7 | 4 2.5 | 3 4.2 | 0 |
| GOOGLE.COM | 4 1.6 | 0 | 4 3.8 | 2 1.2 | 2 2.8 | 0 |
| MYDESERT.COM | 3 1.2 | 0 | 3 2.9 | 2 1.2 | 1 1.4 | 0 |
| COACHELLA WEBSITE | 3 1.2 | 1 0.7 | 2 1.9 | 2 1.2 | 1 1.4 | 0 |
| INTERNET NEWS TELEVISION | 2 0.8 | 0 | 2 1.9 | 2 1.2 | 0 | 0 |
| OTHER | 4 1.6 | 0 | 4 3.8 | 3 1.8 | 1 1.4 | 0 |
| DON'T KNOW | 5 2.0 | 2 1.4 | 3 2.9 | 2 1.2 | 3 4.2 | 0 |
| SOMETHING ELSE | 9 3.6 | 3 2.1 | 6 5.7 | 3 1.8 | 5 6.9 | 1 6.7 |
| ----- | | | | | | |

Continued



City of Coachella Voter Survey
July 2014

Q3. What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Base: Total sample

| | TOTAL | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | |
|-------------------------|-----------|-----------|----------|---------------------------------|------------|--------------------|
| | | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| WORD OF MOUTH | 2 0.8 | 0 | 2 1.9 | 0 | 2 2.8 | 0 |
| PEOPLE IN THE COMMUNITY | 2 0.8 | 1 0.7 | 1 1.0 | 2 1.2 | 0 | 0 |
| NOTHING | 2 0.8 | 1 0.7 | 1 1.0 | 0 | 2 2.8 | 0 |
| OTHER | 2 0.8 | 0 | 2 1.9 | 1 0.6 | 1 1.4 | 0 |
| DON'T KNOW | 1 0.4 | 1 0.7 | 0 | 0 | 0 | 1 6.7 |
| MAGAZINES | 2 0.8 | 2 1.4 | 0 | 1 0.6 | 0 | 1 6.7 |
| OTHER | 1 0.4 | 1 0.7 | 0 | 1 0.6 | 0 | 0 |
| DON'T KNOW/REFUSED | 1 0.4 | 1 0.7 | 0 | 0 | 0 | 1 6.7 |
| NOTHING | 11 4.4 | 10 6.9 | 1 1.0 | 7 4.3 | 3 4.2 | 1 6.7 |
| UNSURE | 9 3.6 | 6 4.1 | 3 2.9 | 4 2.5 | 4 5.6 | 1 6.7 |
| REFUSED | 4 1.6 | 3 2.1 | 1 1.0 | 2 1.2 | 1 1.4 | 1 6.7 |

City of Coachella Voter Survey
July 2014

Q4. In general, do you feel that the City of Coachella is a safe place or an unsafe place to live? And would you say that it is very or somewhat (safe/unsafe)?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | BIRTH- PLACE UN- KNOWN | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|-----------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-----------------|---------------------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|----------------|-----------------|-----------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| SAFE [NET] ----- | 183 73.2 | 88 72.1 | 95 74.2 | 30 76.9 | 127 74.3 | 24 64.9 | 90 77.6 | 90 68.7 | 3 100.0 | 72 80.9 | 52 75.4 | 28 60.9 | 31 67.4 | 107 77.0 | 10 58.8 | 66 70.2 | 31 72.1 | 94 75.8 | 36 70.6 | 20 69.0 | 2 66.7 |
| VERY SAFE | 59 23.6 | 31 25.4 | 28 21.9 | 12 30.8 | 41 24.0 | 6 16.2 | 29 25.0 | 30 22.9 | 0 | 22 24.7 | 13 18.8 | 9 19.6 | 15 32.6 | 31 22.3 | 5 29.4 | 23 24.5 | 10 23.3 | 30 24.2 | 11 21.6 | 7 24.1 | 1 33.3 |
| SOMEWHAT SAFE | 124 49.6 | 57 46.7 | 67 52.3 | 18 46.2 | 86 50.3 | 18 48.6 | 61 52.6 | 60 45.8 | 3 100.0 | 50 56.2 | 39 56.5 | 19 41.3 | 16 34.8 | 76 54.7 | 5 29.4 | 43 45.7 | 21 48.8 | 64 51.6 | 25 49.0 | 13 44.8 | 1 33.3 |
| UNSAFE [NET] ----- | 46 18.4 | 21 17.2 | 25 19.5 | 6 15.4 | 29 17.0 | 10 27.0 | 19 16.4 | 27 20.6 | 0 | 13 14.6 | 10 14.5 | 12 26.1 | 11 23.9 | 25 18.0 | 5 29.4 | 16 17.0 | 8 18.6 | 20 16.1 | 11 21.6 | 6 20.7 | 1 33.3 |
| VERY UNSAFE | 10 4.0 | 7 5.7 | 3 2.3 | 1 2.6 | 9 5.3 | 0 | 5 4.3 | 5 3.8 | 0 | 2 2.2 | 1 1.4 | 1 2.2 | 6 13.0 | 6 4.3 | 1 5.9 | 3 3.2 | 1 2.3 | 6 4.8 | 1 2.0 | 2 6.9 | 0 |
| SOMEWHAT UNSAFE | 36 14.4 | 14 11.5 | 22 17.2 | 5 12.8 | 20 11.7 | 10 27.0 | 14 12.1 | 22 16.8 | 0 | 11 12.4 | 9 13.0 | 11 23.9 | 5 10.9 | 19 13.7 | 4 23.5 | 13 13.8 | 7 16.3 | 14 11.3 | 10 19.6 | 4 13.8 | 1 33.3 |
| UNSURE | 21 8.4 | 13 10.7 | 8 6.3 | 3 7.7 | 15 8.8 | 3 8.1 | 7 6.0 | 14 10.7 | 0 | 4 4.5 | 7 10.1 | 6 13.0 | 4 8.7 | 7 5.0 | 2 11.8 | 12 12.8 | 4 9.3 | 10 8.1 | 4 7.8 | 3 10.3 | 0 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |



City of Coachella Voter Survey
July 2014

Q4. In general, do you feel that the City of Coachella is a safe place or an unsafe place to live? And would you say that it is very or somewhat (safe/unsafe)?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|-----------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| SAFE [NET] ----- | 183 73.2 | 104 71.7 | 79 75.2 | 126 77.3 | 48 66.7 | 9 60.0 |
| VERY SAFE | 59 23.6 | 33 22.8 | 26 24.8 | 36 22.1 | 18 25.0 | 5 33.3 |
| SOMEWHAT SAFE | 124 49.6 | 71 49.0 | 53 50.5 | 90 55.2 | 30 41.7 | 4 26.7 |
| UNSAFE [NET] ----- | 46 18.4 | 28 19.3 | 18 17.1 | 26 16.0 | 18 25.0 | 2 13.3 |
| VERY UNSAFE | 10 4.0 | 7 4.8 | 3 2.9 | 7 4.3 | 3 4.2 | 0 |
| SOMEWHAT UNSAFE | 36 14.4 | 21 14.5 | 15 14.3 | 19 11.7 | 15 20.8 | 2 13.3 |
| UNSURE | 21 8.4 | 13 9.0 | 8 7.6 | 11 6.7 | 6 8.3 | 4 26.7 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q5. Do you approve or disapprove of the job that the Coachella Mayor and City Council are doing? And would you say that you strongly or somewhat (approve/disapprove)?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | BIRTH- PLACE UN- KNOWN | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|---------------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-----------------|---------------------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|----------------|-----------------|-----------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| APPROVE [NET] ----- | 171 68.4 | 82 67.2 | 89 69.5 | 26 66.7 | 117 68.4 | 27 73.0 | 73 62.9 | 95 72.5 | 3 100.0 | 61 68.5 | 49 71.0 | 28 60.9 | 33 71.7 | 99 71.2 | 12 70.6 | 60 63.8 | 30 69.8 | 85 68.5 | 36 70.6 | 18 62.1 | 2 66.7 |
| STRONGLY APPROVE | 69 27.6 | 37 30.3 | 32 25.0 | 9 23.1 | 53 31.0 | 7 18.9 | 30 25.9 | 39 29.8 | 0 | 22 24.7 | 19 27.5 | 9 19.6 | 19 41.3 | 42 30.2 | 5 29.4 | 22 23.4 | 10 23.3 | 30 24.2 | 18 35.3 | 9 31.0 | 2 66.7 |
| SOMEWHAT APPROVE | 102 40.8 | 45 36.9 | 57 44.5 | 17 43.6 | 64 37.4 | 20 54.1 | 43 37.1 | 56 42.7 | 3 100.0 | 39 43.8 | 30 43.5 | 19 41.3 | 14 30.4 | 57 41.0 | 7 41.2 | 38 40.4 | 20 46.5 | 55 44.4 | 18 35.3 | 9 31.0 | 0 |
| DISAPPROVE [NET] ----- | 29 11.6 | 15 12.3 | 14 10.9 | 5 12.8 | 20 11.7 | 3 8.1 | 18 15.5 | 11 8.4 | 0 | 9 10.1 | 9 13.0 | 7 15.2 | 4 8.7 | 17 12.2 | 2 11.8 | 10 10.6 | 4 9.3 | 14 11.3 | 6 11.8 | 5 17.2 | 0 |
| STRONGLY DISAPPROVE | 10 4.0 | 7 5.7 | 3 2.3 | 1 2.6 | 7 4.1 | 1 2.7 | 8 6.9 | 2 1.5 | 0 | 4 4.5 | 4 5.8 | 1 2.2 | 1 2.2 | 5 3.6 | 1 5.9 | 4 4.3 | 1 2.3 | 5 4.0 | 3 5.9 | 1 3.4 | 0 |
| SOMEWHAT DISAPPROVE | 19 7.6 | 8 6.6 | 11 8.6 | 4 10.3 | 13 7.6 | 2 5.4 | 10 8.6 | 9 6.9 | 0 | 5 5.6 | 5 7.2 | 6 13.0 | 3 6.5 | 12 8.6 | 1 5.9 | 6 6.4 | 3 7.0 | 9 7.3 | 3 5.9 | 4 13.8 | 0 |
| UNSURE | 49 19.6 | 25 20.5 | 24 18.8 | 8 20.5 | 33 19.3 | 7 18.9 | 25 21.6 | 24 18.3 | 0 | 19 21.3 | 11 15.9 | 11 23.9 | 8 17.4 | 23 16.5 | 3 17.6 | 23 24.5 | 9 20.9 | 25 20.2 | 9 17.6 | 5 17.2 | 1 33.3 |
| REFUSED | 1 0.4 | 0 | 1 0.8 | 0 | 1 0.6 | 0 | 0 | 1 0.8 | 0 | 0 | 0 | 0 | 1 2.2 | 0 | 0 | 1 1.1 | 0 | 0 | 0 | 1 3.4 | 0 |

City of Coachella Voter Survey
July 2014

Q5. Do you approve or disapprove of the job that the Coachella Mayor and City Council are doing? And would you say that you strongly or somewhat (approve/disapprove)?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|---------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| APPROVE [NET] ----- | 171 68.4 | 103 71.0 | 68 64.8 | 121 74.2 | 44 61.1 | 6 40.0 |
| STRONGLY APPROVE | 69 27.6 | 43 29.7 | 26 24.8 | 52 31.9 | 14 19.4 | 3 20.0 |
| SOMEWHAT APPROVE | 102 40.8 | 60 41.4 | 42 40.0 | 69 42.3 | 30 41.7 | 3 20.0 |
| DISAPPROVE [NET] ----- | 29 11.6 | 13 9.0 | 16 15.2 | 10 6.1 | 19 26.4 | 0 |
| STRONGLY DISAPPROVE | 10 4.0 | 3 2.1 | 7 6.7 | 1 0.6 | 9 12.5 | 0 |
| SOMEWHAT DISAPPROVE | 19 7.6 | 10 6.9 | 9 8.6 | 9 5.5 | 10 13.9 | 0 |
| UNSURE | 49 19.6 | 28 19.3 | 21 20.0 | 32 19.6 | 8 11.1 | 9 60.0 |
| REFUSED | 1 0.4 | 1 0.7 | 0 | 0 | 1 1.4 | 0 |

City of Coachella Voter Survey
July 2014

Q6. Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|---|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| | | | | | | | | | | | | | | | | | | | | | |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| CRIME, GANGS, DRUGS, GRAFFITI | 163 65.2 | 78 63.9 | 85 66.4 | 29 74.4 | 109 63.7 | 24 64.9 | 78 67.2 | 83 63.4 | 2 66.7 | 58 65.2 | 52 75.4 | 30 65.2 | 23 50.0 | 92 66.2 | 12 70.6 | 59 62.8 | 28 65.1 | 80 64.5 | 37 72.5 | 16 55.2 | 2 66.7 |
| BRINGING JOBS TO THE CITY | 117 46.8 | 62 50.8 | 55 43.0 | 19 48.7 | 77 45.0 | 21 56.8 | 56 48.3 | 60 45.8 | 1 33.3 | 48 53.9 | 32 46.4 | 20 43.5 | 17 37.0 | 61 43.9 | 7 41.2 | 49 52.1 | 24 55.8 | 58 46.8 | 19 37.3 | 16 55.2 | 0 |
| CITY STREETS AND SIDEWALK MAINTENANCE AND REPAIR | 89 35.6 | 48 39.3 | 41 32.0 | 11 28.2 | 66 38.6 | 11 29.7 | 39 33.6 | 48 36.6 | 2 66.7 | 25 28.1 | 29 42.0 | 15 32.6 | 20 43.5 | 52 37.4 | 7 41.2 | 30 31.9 | 10 23.3 | 43 34.7 | 19 37.3 | 14 48.3 | 3 100.0 |
| PARKS AND RECREATION | 56 22.4 | 29 23.8 | 27 21.1 | 9 23.1 | 41 24.0 | 6 16.2 | 25 21.6 | 30 22.9 | 1 33.3 | 20 22.5 | 12 17.4 | 14 30.4 | 10 21.7 | 26 18.7 | 2 11.8 | 28 29.8 | 7 16.3 | 28 22.6 | 14 27.5 | 7 24.1 | 0 |
| AFFORDABLE HOUSING | 53 21.2 | 22 18.0 | 31 24.2 | 11 28.2 | 32 18.7 | 10 27.0 | 32 27.6 | 20 15.3 | 1 33.3 | 26 29.2 | 13 18.8 | 8 17.4 | 6 13.0 | 35 25.2 | 2 11.8 | 16 17.0 | 10 23.3 | 32 25.8 | 9 17.6 | 2 6.9 | 0 |
| HOMELESSNESS | 43 17.2 | 17 13.9 | 26 20.3 | 10 25.6 | 22 12.9 | 9 24.3 | 30 25.9 | 13 9.9 | 0 | 25 28.1 | 5 7.2 | 8 17.4 | 5 10.9 | 29 20.9 | 3 17.6 | 11 11.7 | 14 32.6 | 18 14.5 | 6 11.8 | 4 13.8 | 1 33.3 |
| CITY TAXES OR FEES | 37 14.8 | 13 10.7 | 24 18.8 | 4 10.3 | 25 14.6 | 7 18.9 | 19 16.4 | 18 13.7 | 0 | 14 15.7 | 12 17.4 | 6 13.0 | 5 10.9 | 19 13.7 | 4 23.5 | 14 14.9 | 5 11.6 | 20 16.1 | 10 19.6 | 2 6.9 | 0 |
| CITY BUDGET AND FINANCES | 31 12.4 | 15 12.3 | 16 12.5 | 4 10.3 | 24 14.0 | 3 8.1 | 18 15.5 | 13 9.9 | 0 | 10 11.2 | 7 10.1 | 6 13.0 | 8 17.4 | 15 10.8 | 3 17.6 | 13 13.8 | 4 9.3 | 18 14.5 | 4 7.8 | 5 17.2 | 0 |
| PROTECTING THE ENVIRONMENT | 28 11.2 | 17 13.9 | 11 8.6 | 4 10.3 | 20 11.7 | 3 8.1 | 7 6.0 | 21 16.0 | 0 | 12 13.5 | 3 4.3 | 8 17.4 | 5 10.9 | 16 11.5 | 2 11.8 | 10 10.6 | 6 14.0 | 13 10.5 | 7 13.7 | 2 6.9 | 0 |
| ATTRACT DEVELOPMENT OF HOTELS AND AN ENTERTAINMENT DISTRICT | 23 9.2 | 15 12.3 | 8 6.3 | 2 5.1 | 16 9.4 | 4 10.8 | 8 6.9 | 15 11.5 | 0 | 6 6.7 | 4 5.8 | 6 13.0 | 7 15.2 | 11 7.9 | 1 5.9 | 11 11.7 | 3 7.0 | 10 8.1 | 5 9.8 | 4 13.8 | 1 33.3 |
| TRAFFIC CONGESTION | 21 8.4 | 9 7.4 | 12 9.4 | 2 5.1 | 15 8.8 | 4 10.8 | 13 11.2 | 8 6.1 | 0 | 7 7.9 | 10 14.5 | 3 6.5 | 1 2.2 | 10 7.2 | 4 23.5 | 7 7.4 | 3 7.0 | 11 8.9 | 6 11.8 | 0 | 1 33.3 |
| GOVERNMENT WORKER PENSION REFORM | 20 8.0 | 11 9.0 | 9 7.0 | 3 7.7 | 16 9.4 | 1 2.7 | 3 2.6 | 15 11.5 | 2 66.7 | 2 2.2 | 5 7.2 | 5 10.9 | 8 17.4 | 11 7.9 | 1 5.9 | 8 8.5 | 2 4.7 | 10 8.1 | 3 5.9 | 5 17.2 | 0 |
| LIBRARY SERVICES | 19 7.6 | 9 7.4 | 10 7.8 | 5 12.8 | 11 6.4 | 2 5.4 | 9 7.8 | 10 7.6 | 0 | 6 6.7 | 8 11.6 | 1 2.2 | 4 8.7 | 11 7.9 | 1 5.9 | 7 7.4 | 6 14.0 | 9 7.3 | 2 3.9 | 2 6.9 | 0 |
| DEVELOP A TRANSIT CENTER | 5 2.0 | 2 1.6 | 3 2.3 | 0 | 4 2.3 | 0 | 3 2.6 | 2 1.5 | 0 | 2 2.2 | 2 2.9 | 1 2.2 | 0 | 1 0.7 | 1 5.9 | 3 3.2 | 1 2.3 | 1 0.8 | 0 | 2 6.9 | 1 33.3 |
| OTHER | 17 6.8 | 4 3.3 | 13 10.2 | 4 10.3 | 10 5.8 | 3 8.1 | 4 3.4 | 13 9.9 | 0 | 5 5.6 | 4 5.8 | 4 8.7 | 4 8.7 | 10 7.2 | 1 5.9 | 6 6.4 | 3 7.0 | 8 6.5 | 3 5.9 | 3 10.3 | 0 |

Continued



City of Coachella Voter Survey
July 2014

Q6. Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-----------|----------|----------|----------|----------|----------|------------|----------|--------------|----------------------|----------|----------|----------|---------------|----------|------|-------------------|----------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| EDUCATION | 5 2.0 | 0 | 5 3.9 | 2 5.1 | 3 1.8 | 0 | 2 1.7 | 3 2.3 | 0 | 2 2.2 | 1 1.4 | 1 2.2 | 1 2.2 | 4 2.9 | 0 | 1 1.1 | 1 2.3 | 2 1.6 | 2 3.9 | 0 | 0 |
| NOTHING | 1 0.4 | 0 | 1 0.8 | 0 | 0 | 1 2.7 | 0 | 1 0.8 | 0 | 0 | 1 1.4 | 0 | 0 | 0 | 0 | 1 1.1 | 0 | 0 | 0 | 1 3.4 | 0 |
| UNSURE | 5 2.0 | 1 0.8 | 4 3.1 | 0 | 5 2.9 | 0 | 1 0.9 | 4 3.1 | 0 | 0 | 0 | 0 | 5 10.9 | 4 2.9 | 0 | 1 1.1 | 0 | 3 2.4 | 2 3.9 | 0 | 0 |
| REFUSED | 4 1.6 | 4 3.3 | 0 | 0 | 3 1.8 | 1 2.7 | 0 | 4 3.1 | 0 | 0 | 3 4.3 | 1 2.2 | 0 | 2 1.4 | 0 | 2 2.1 | 1 2.3 | 1 0.8 | 1 2.0 | 1 3.4 | 0 |



City of Coachella Voter Survey
July 2014

Q6. Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Base: Total sample

| | TOTAL | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | |
|---|--------------|--------------|--------------|---------------------------------|-------------|--------------------|
| | | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| CRIME, GANGS, DRUGS, GRAFFITI | 163 65.2 | 89 61.4 | 74 70.5 | 106 65.0 | 49 68.1 | 8 53.3 |
| BRINGING JOBS TO THE CITY | 117 46.8 | 62 42.8 | 55 52.4 | 78 47.9 | 33 45.8 | 6 40.0 |
| CITY STREETS AND SIDEWALK MAINTENANCE AND REPAIR | 89 35.6 | 63 43.4 | 26 24.8 | 55 33.7 | 33 45.8 | 1 6.7 |
| PARKS AND RECREATION | 56 22.4 | 36 24.8 | 20 19.0 | 39 23.9 | 14 19.4 | 3 20.0 |
| AFFORDABLE HOUSING | 53 21.2 | 22 15.2 | 31 29.5 | 36 22.1 | 15 20.8 | 2 13.3 |
| HOMELESSNESS | 43 17.2 | 13 9.0 | 30 28.6 | 32 19.6 | 10 13.9 | 1 6.7 |
| CITY TAXES OR FEES | 37 14.8 | 21 14.5 | 16 15.2 | 20 12.3 | 15 20.8 | 2 13.3 |
| CITY BUDGET AND FINANCES | 31 12.4 | 16 11.0 | 15 14.3 | 20 12.3 | 10 13.9 | 1 6.7 |
| PROTECTING THE ENVIRONMENT | 28 11.2 | 20 13.8 | 8 7.6 | 18 11.0 | 8 11.1 | 2 13.3 |
| ATTRACT DEVELOPMENT OF HOTELS AND AN ENTERTAINMENT DISTRICT | 23 9.2 | 15 10.3 | 8 7.6 | 21 12.9 | 2 2.8 | 0 |
| TRAFFIC CONGESTION | 21 8.4 | 7 4.8 | 14 13.3 | 11 6.7 | 9 12.5 | 1 6.7 |
| GOVERNMENT WORKER PENSION REFORM | 20 8.0 | 18 12.4 | 2 1.9 | 11 6.7 | 6 8.3 | 3 20.0 |
| LIBRARY SERVICES | 19 7.6 | 12 8.3 | 7 6.7 | 16 9.8 | 3 4.2 | 0 |
| DEVELOP A TRANSIT CENTER | 5 2.0 | 2 1.4 | 3 2.9 | 2 1.2 | 2 2.8 | 1 6.7 |
| OTHER ----- | 17 6.8 | 12 8.3 | 5 4.8 | 9 5.5 | 7 9.7 | 1 6.7 |

Continued



City of Coachella Voter Survey
July 2014

Q6. Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|-----------|----------|----------|---------------------------------|-------------|------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| EDUCATION | 5 2.0 | 3 2.1 | 2 1.9 | 3 1.8 | 2 2.8 | 0 |
| NOTHING | 1 0.4 | 1 0.7 | 0 | 1 0.6 | 0 | 0 |
| UNSURE | 5 2.0 | 5 3.4 | 0 | 2 1.2 | 0 | 3 20.0 |
| REFUSED | 4 1.6 | 4 2.8 | 0 | 3 1.8 | 0 | 1 6.7 |

City of Coachella Voter Survey
July 2014

Q7. In general, are you satisfied or dissatisfied with the job the City is doing to provide City services? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-----------------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| | | | | | | | | | | | | | | | | | | | | | |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| SATISFIED [NET] ----- | 194 77.6 | 92 75.4 | 102 79.7 | 31 79.5 | 132 77.2 | 30 81.1 | 85 73.3 | 106 80.9 | 3 100.0 | 73 82.0 | 51 73.9 | 33 71.7 | 37 80.4 | 116 83.5 | 11 64.7 | 67 71.3 | 33 76.7 | 100 80.6 | 37 72.5 | 22 75.9 | 2 66.7 |
| VERY SATISFIED | 76 30.4 | 35 28.7 | 41 32.0 | 11 28.2 | 54 31.6 | 11 29.7 | 33 28.4 | 42 32.1 | 1 33.3 | 23 25.8 | 24 34.8 | 8 17.4 | 21 45.7 | 45 32.4 | 4 23.5 | 27 28.7 | 10 23.3 | 40 32.3 | 15 29.4 | 11 37.9 | 0 |
| SOMEWHAT SATISFIED | 118 47.2 | 57 46.7 | 61 47.7 | 20 51.3 | 78 45.6 | 19 51.4 | 52 44.8 | 64 48.9 | 2 66.7 | 50 56.2 | 27 39.1 | 25 54.3 | 16 34.8 | 71 51.1 | 7 41.2 | 40 42.6 | 23 53.5 | 60 48.4 | 22 43.1 | 11 37.9 | 2 66.7 |
| DISSATISFIED [NET] ----- | 38 15.2 | 22 18.0 | 16 12.5 | 6 15.4 | 26 15.2 | 4 10.8 | 19 16.4 | 19 14.5 | 0 | 9 10.1 | 14 20.3 | 8 17.4 | 7 15.2 | 19 13.7 | 5 29.4 | 14 14.9 | 6 14.0 | 17 13.7 | 10 19.6 | 5 17.2 | 0 |
| VERY DISSATISFIED | 12 4.8 | 10 8.2 | 2 1.6 | 2 5.1 | 8 4.7 | 1 2.7 | 6 5.2 | 6 4.6 | 0 | 3 3.4 | 8 11.6 | 0 | 1 2.2 | 6 4.3 | 1 5.9 | 5 5.3 | 2 4.7 | 7 5.6 | 2 3.9 | 1 3.4 | 0 |
| SOMEWHAT DISSATISFIED | 26 10.4 | 12 9.8 | 14 10.9 | 4 10.3 | 18 10.5 | 3 8.1 | 13 11.2 | 13 9.9 | 0 | 6 6.7 | 6 8.7 | 8 17.4 | 6 13.0 | 13 9.4 | 4 23.5 | 9 9.6 | 4 9.3 | 10 8.1 | 8 15.7 | 4 13.8 | 0 |
| UNSURE | 17 6.8 | 7 5.7 | 10 7.8 | 2 5.1 | 12 7.0 | 3 8.1 | 11 9.5 | 6 4.6 | 0 | 6 6.7 | 4 5.8 | 5 10.9 | 2 4.3 | 4 2.9 | 1 5.9 | 12 12.8 | 4 9.3 | 7 5.6 | 3 5.9 | 2 6.9 | 1 33.3 |
| REFUSED | 1 0.4 | 1 0.8 | 0 | 0 | 1 0.6 | 0 | 1 0.9 | 0 | 0 | 1 1.1 | 0 | 0 | 0 | 0 | 0 | 1 1.1 | 0 | 0 | 1 2.0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q7. In general, are you satisfied or dissatisfied with the job the City is doing to provide City services? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Base: Total sample

| | LANGUAGE | | | BALLOT TEST 1 (TAX INCREASE) | | |
|-----------------------------|--------------|--------------|--------------|---------------------------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| SATISFIED [NET] ----- | 194 77.6 | 117 80.7 | 77 73.3 | 136 83.4 | 51 70.8 | 7 46.7 |
| VERY SATISFIED | 76 30.4 | 49 33.8 | 27 25.7 | 56 34.4 | 16 22.2 | 4 26.7 |
| SOMEWHAT SATISFIED | 118 47.2 | 68 46.9 | 50 47.6 | 80 49.1 | 35 48.6 | 3 20.0 |
| DISSATISFIED [NET] ----- | 38 15.2 | 19 13.1 | 19 18.1 | 20 12.3 | 15 20.8 | 3 20.0 |
| VERY DISSATISFIED | 12 4.8 | 6 4.1 | 6 5.7 | 4 2.5 | 7 9.7 | 1 6.7 |
| SOMEWHAT DISSATISFIED | 26 10.4 | 13 9.0 | 13 12.4 | 16 9.8 | 8 11.1 | 2 13.3 |
| UNSURE | 17 6.8 | 8 5.5 | 9 8.6 | 7 4.3 | 5 6.9 | 5 33.3 |
| REFUSED | 1 0.4 | 1 0.7 | 0 | 0 | 1 1.4 | 0 |

City of Coachella Voter Survey
July 2014

Q8. Why would you say that you are dissatisfied with the job the City is doing providing City services?

Base: Dissatisfied the job the City is doing

| | GENDER | | PARTY | | | BORN IN US | | | BIRTH- PLACE UN- KNOWN | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|---|-------------|-------------|-------------|------------|-------------|------------|-------------|-----------------|---------------------------------|------------|-------------|------------|------------|---------------|------------|-------------|-------------------|----------------|-----------------|-----------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 38 100.0 | 22 100.0 | 16 100.0 | 6 100.0 | 26 100.0 | 4 100.0 | 19 100.0 | 19 100.0 | 0 | 9 100.0 | 14 100.0 | 8 100.0 | 7 100.0 | 19 100.0 | 5 100.0 | 14 100.0 | 6 100.0 | 17 100.0 | 10 100.0 | 5 100.0 | 0 |
| NOTHING GETS DONE/THEY'RE NOT DOING WHAT THEY'RE SUPPOSE TO | 10 26.3 | 6 27.3 | 4 25.0 | 3 50.0 | 7 26.9 | 0 | 6 31.6 | 4 21.1 | 0 | 4 44.4 | 4 28.6 | 2 25.0 | 0 | 6 31.6 | 0 | 4 28.6 | 1 16.7 | 5 29.4 | 3 30.0 | 1 20.0 | 0 |
| COST OF LIVING (E.G. WATER BILLS, PRICES OF GOODS, ETC.) | 9 23.7 | 5 22.7 | 4 25.0 | 2 33.3 | 6 23.1 | 0 | 3 15.8 | 6 31.6 | 0 | 0 | 2 14.3 | 3 37.5 | 4 57.1 | 5 26.3 | 0 | 4 28.6 | 1 16.7 | 5 29.4 | 1 10.0 | 2 40.0 | 0 |
| HIGH TAX | 9 23.7 | 5 22.7 | 4 25.0 | 1 16.7 | 7 26.9 | 0 | 2 10.5 | 7 36.8 | 0 | 2 22.2 | 3 21.4 | 3 37.5 | 1 14.3 | 2 10.5 | 3 60.0 | 4 28.6 | 1 16.7 | 3 17.6 | 3 30.0 | 2 40.0 | 0 |
| LACK OF SECURITY/SAFETY | 5 13.2 | 3 13.6 | 2 12.5 | 0 | 3 11.5 | 2 50.0 | 4 21.1 | 1 5.3 | 0 | 1 11.1 | 2 14.3 | 1 12.5 | 1 14.3 | 2 10.5 | 1 20.0 | 2 14.3 | 0 | 2 11.8 | 2 20.0 | 1 20.0 | 0 |
| INFRASTRUCTURE/MAINTENANCE FOR ROADS/STREET | 5 13.2 | 3 13.6 | 2 12.5 | 1 16.7 | 3 11.5 | 1 25.0 | 3 15.8 | 2 10.5 | 0 | 1 11.1 | 2 14.3 | 0 | 2 28.6 | 2 10.5 | 2 40.0 | 1 7.1 | 2 33.3 | 2 11.8 | 0 | 1 20.0 | 0 |
| LACK OF CITY SERVICES | 3 7.9 | 1 4.5 | 2 12.5 | 0 | 2 7.7 | 0 | 2 10.5 | 1 5.3 | 0 | 1 11.1 | 1 7.1 | 0 | 1 14.3 | 1 5.3 | 2 40.0 | 0 | 0 | 1 5.9 | 2 20.0 | 0 | 0 |
| OTHER | 4 10.5 | 2 9.1 | 2 12.5 | 0 | 2 7.7 | 2 50.0 | 2 10.5 | 2 10.5 | 0 | 1 11.1 | 2 14.3 | 1 12.5 | 0 | 3 15.8 | 0 | 1 7.1 | 2 33.3 | 1 5.9 | 1 10.0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q8. Why would you say that you are dissatisfied with the job the City is doing providing City services?

Base: Dissatisfied the job the City is doing

| | TOTAL | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | |
|---|-------------|-------------|-------------|---------------------------------|-------------|--------------------|
| | | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 38 100.0 | 19 100.0 | 19 100.0 | 20 100.0 | 15 100.0 | 3 100.0 |
| NOTHING GETS DONE/THEY'RE NOT DOING WHAT THEY'RE SUPPOSE TO | 10 26.3 | 4 21.1 | 6 31.6 | 6 30.0 | 4 26.7 | 0 |
| COST OF LIVING (E.G. WATER BILLS, PRICES OF GOODS, ETC.) | 9 23.7 | 6 31.6 | 3 15.8 | 4 20.0 | 5 33.3 | 0 |
| HIGH TAX | 9 23.7 | 7 36.8 | 2 10.5 | 4 20.0 | 4 26.7 | 1 33.3 |
| LACK OF SECURITY/SAFETY | 5 13.2 | 1 5.3 | 4 21.1 | 4 20.0 | 1 6.7 | 0 |
| INFRASTRUCTURE/MAINTENANCE FOR ROADS/STREET | 5 13.2 | 2 10.5 | 3 15.8 | 2 10.0 | 3 20.0 | 0 |
| LACK OF CITY SERVICES | 3 7.9 | 0 | 3 15.8 | 1 5.0 | 1 6.7 | 1 33.3 |
| OTHER | 4 10.5 | 2 10.5 | 2 10.5 | 1 5.0 | 2 13.3 | 1 33.3 |

City of Coachella Voter Survey
July 2014

Q9. Do you think that it is extremely important, somewhat important, not very important or not at all important to find additional funding for City services in Coachella?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | BIRTH- PLACE UN- KNOWN | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|----------------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-----------------|---------------------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|----------------|-----------------|-----------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| IMPORTANT [NET] ----- | 235 94.0 | 116 95.1 | 119 93.0 | 37 94.9 | 159 93.0 | 36 97.3 | 108 93.1 | 124 94.7 | 3 100.0 | 85 95.5 | 63 91.3 | 44 95.7 | 43 93.5 | 132 95.0 | 17 100.0 | 86 91.5 | 39 90.7 | 121 97.6 | 47 92.2 | 26 89.7 | 2 66.7 |
| EXTREMELY IMPORTANT | 173 69.2 | 83 68.0 | 90 70.3 | 28 71.8 | 113 66.1 | 29 78.4 | 79 68.1 | 93 71.0 | 1 33.3 | 61 68.5 | 49 71.0 | 33 71.7 | 30 65.2 | 105 75.5 | 8 47.1 | 60 63.8 | 33 76.7 | 88 71.0 | 31 60.8 | 20 69.0 | 1 33.3 |
| SOMEWHAT IMPORTANT | 62 24.8 | 33 27.0 | 29 22.7 | 9 23.1 | 46 26.9 | 7 18.9 | 29 25.0 | 31 23.7 | 2 66.7 | 24 27.0 | 14 20.3 | 11 23.9 | 13 28.3 | 27 19.4 | 9 52.9 | 26 27.7 | 6 14.0 | 33 26.6 | 16 31.4 | 6 20.7 | 1 33.3 |
| UNIMPORTANT [NET] ----- | 10 4.0 | 5 4.1 | 5 3.9 | 2 5.1 | 8 4.7 | 0 | 8 6.9 | 2 1.5 | 0 | 4 4.5 | 5 7.2 | 1 2.2 | 0 | 4 2.9 | 0 | 6 6.4 | 3 7.0 | 1 0.8 | 4 7.8 | 1 3.4 | 1 33.3 |
| NOT AT ALL IMPORTANT | 6 2.4 | 4 3.3 | 2 1.6 | 2 5.1 | 4 2.3 | 0 | 4 3.4 | 2 1.5 | 0 | 2 2.2 | 3 4.3 | 1 2.2 | 0 | 2 1.4 | 0 | 4 4.3 | 2 4.7 | 0 | 3 5.9 | 0 | 1 33.3 |
| NOT VERY IMPORTANT | 4 1.6 | 1 0.8 | 3 2.3 | 0 | 4 2.3 | 0 | 4 3.4 | 0 | 0 | 2 2.2 | 2 2.9 | 0 | 0 | 2 1.4 | 0 | 2 2.1 | 1 2.3 | 1 0.8 | 1 2.0 | 1 3.4 | 0 |
| UNSURE | 4 1.6 | 0 | 4 3.1 | 0 | 3 1.8 | 1 2.7 | 0 | 4 3.1 | 0 | 0 | 0 | 1 2.2 | 3 6.5 | 3 2.2 | 0 | 1 1.1 | 1 2.3 | 2 1.6 | 0 | 1 3.4 | 0 |
| REFUSED | 1 0.4 | 1 0.8 | 0 | 0 | 1 0.6 | 0 | 0 | 1 0.8 | 0 | 0 | 1 1.4 | 0 | 0 | 0 | 0 | 1 1.1 | 0 | 0 | 0 | 1 3.4 | 0 |

City of Coachella Voter Survey
July 2014

Q9. Do you think that it is extremely important, somewhat important, not very important or not at all important to find additional funding for City services in Coachella?

Base: Total sample

| | TOTAL | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | |
|----------------------------|--------------|--------------|--------------|---------------------------------|-------------|--------------------|
| | | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| IMPORTANT [NET] ----- | 235 94.0 | 137 94.5 | 98 93.3 | 158 96.9 | 65 90.3 | 12 80.0 |
| EXTREMELY IMPORTANT | 173 69.2 | 103 71.0 | 70 66.7 | 120 73.6 | 46 63.9 | 7 46.7 |
| SOMEWHAT IMPORTANT | 62 24.8 | 34 23.4 | 28 26.7 | 38 23.3 | 19 26.4 | 5 33.3 |
| UNIMPORTANT [NET] ----- | 10 4.0 | 3 2.1 | 7 6.7 | 4 2.5 | 6 8.3 | 0 |
| NOT AT ALL IMPORTANT | 6 2.4 | 2 1.4 | 4 3.8 | 2 1.2 | 4 5.6 | 0 |
| NOT VERY IMPORTANT | 4 1.6 | 1 0.7 | 3 2.9 | 2 1.2 | 2 2.8 | 0 |
| UNSURE | 4 1.6 | 4 2.8 | 0 | 1 0.6 | 1 1.4 | 2 13.3 |
| REFUSED | 1 0.4 | 1 0.7 | 0 | 0 | 0 | 1 6.7 |

City of Coachella Voter Survey
July 2014

While this year's City budget is balanced, it is projected that next fiscal year the City will face a severe shortfall of one to one-point-two million dollars. If the City is unable to raise new revenue, large cuts may need to be made from city services such as police, fire protection, parks and recreation and street maintenance. The City is considering some options to help close this budget gap without massive cuts in service levels.

Q10. The City of Coachella is considering increasing sales tax in the City by one cent to raise funds to maintain city services such as police, fire protection, the paramedic squad that was established last year, parks and recreation and street maintenance. A one cent sales tax increase would generate about two-point-eight million dollars, which would allow the City to maintain City services, as well as allow it to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. If an election were held today, would you vote yes, in favor of increasing sales tax in the City of Coachella by one cent, or no against it? And would you say that you would definitely vote (for/against) a one cent local sales tax increase or probably vote (for/against) a one cent local sales tax increase? Would you say that you lean one way or another?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|--|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| YES, VOTE FOR A ONE CENT LOCAL SALES TAX INCREASE [NET] | 163 65.2 | 86 70.5 | 77 60.2 | 24 61.5 | 114 66.7 | 23 62.2 | 73 62.9 | 87 66.4 | 3 100.0 | 59 66.3 | 47 68.1 | 28 60.9 | 29 63.0 | 88 63.3 | 11 64.7 | 64 68.1 | 29 67.4 | 88 71.0 | 31 60.8 | 13 44.8 | 2 66.7 |
| DEFINITELY VOTE YES | 107 42.8 | 61 50.0 | 46 35.9 | 16 41.0 | 79 46.2 | 11 29.7 | 48 41.4 | 57 43.5 | 2 66.7 | 40 44.9 | 31 44.9 | 17 37.0 | 19 41.3 | 57 41.0 | 8 47.1 | 42 44.7 | 21 48.8 | 54 43.5 | 21 41.2 | 10 34.5 | 1 33.3 |
| PROBABLY VOTE YES | 55 22.0 | 25 20.5 | 30 23.4 | 8 20.5 | 34 19.9 | 12 32.4 | 25 21.6 | 29 22.1 | 1 33.3 | 19 21.3 | 16 23.2 | 11 23.9 | 9 19.6 | 30 21.6 | 3 17.6 | 22 23.4 | 8 18.6 | 33 26.6 | 10 19.6 | 3 10.3 | 1 33.3 |
| LEAN VOTE YES | 1 0.4 | 0 0.8 | 1 0.8 | 0 0.6 | 1 0.6 | 0 0.6 | 0 0.6 | 1 0.8 | 0 0.6 | 0 0.6 | 0 0.6 | 0 0.6 | 1 2.2 | 1 0.7 | 0 0.7 | 0 0.7 | 0 0.7 | 1 0.8 | 0 0.8 | 0 0.8 | 0 0.8 |
| NO, VOTE AGAINST A ONE CENT LOCAL SALES TAX INCREASE [NET] | 72 28.8 | 30 24.6 | 42 32.8 | 14 35.9 | 45 26.3 | 12 32.4 | 36 31.0 | 36 27.5 | 0 0.0 | 25 28.1 | 20 29.0 | 17 37.0 | 10 21.7 | 44 31.7 | 5 29.4 | 23 24.5 | 10 23.3 | 32 25.8 | 16 31.4 | 13 44.8 | 1 33.3 |
| DEFINITELY VOTE NO | 43 17.2 | 21 17.2 | 22 17.2 | 9 23.1 | 27 15.8 | 6 16.2 | 19 16.4 | 24 18.3 | 0 0.0 | 11 12.4 | 14 20.3 | 10 21.7 | 8 17.4 | 24 17.3 | 5 29.4 | 14 14.9 | 4 9.3 | 19 15.3 | 9 17.6 | 10 34.5 | 1 33.3 |
| PROBABLY VOTE NO | 28 11.2 | 8 6.6 | 20 15.6 | 5 12.8 | 17 9.9 | 6 16.2 | 16 13.8 | 12 9.2 | 0 0.0 | 13 14.6 | 6 8.7 | 7 15.2 | 2 4.3 | 20 14.4 | 0 8.5 | 8 14.0 | 6 10.5 | 13 10.5 | 6 11.8 | 3 10.3 | 0 0.0 |
| LEAN VOTE NO | 1 0.4 | 1 0.8 | 0 0.8 | 0 0.6 | 1 0.6 | 0 0.6 | 1 0.9 | 0 0.6 | 0 0.6 | 1 1.1 | 0 0.6 | 0 0.6 | 0 0.6 | 0 0.6 | 0 1.1 | 1 1.1 | 0 1.1 | 0 1.1 | 1 2.0 | 0 2.0 | 0 2.0 |
| FIRM UNSURE | 12 4.8 | 4 3.3 | 8 6.3 | 1 2.6 | 9 5.3 | 2 5.4 | 6 5.2 | 6 4.6 | 0 0.0 | 5 5.6 | 1 1.4 | 1 2.2 | 5 10.9 | 6 4.3 | 1 5.9 | 5 5.3 | 4 9.3 | 4 3.2 | 2 3.9 | 2 6.9 | 0 0.0 |
| REFUSED | 3 1.2 | 2 1.6 | 1 0.8 | 0 0.0 | 3 1.8 | 0 0.0 | 1 0.9 | 2 1.5 | 0 0.0 | 0 0.0 | 1 1.4 | 0 0.0 | 2 4.3 | 1 0.7 | 0 0.7 | 2 2.1 | 0 0.7 | 0 0.7 | 2 3.9 | 1 3.4 | 0 0.0 |



City of Coachella Voter Survey
July 2014

While this year's City budget is balanced, it is projected that next fiscal year the City will face a severe shortfall of one to one-point-two million dollars. If the City is unable to raise new revenue, large cuts may need to be made from city services such as police, fire protection, parks and recreation and street maintenance. The City is considering some options to help close this budget gap without massive cuts in service levels.

Q10. The City of Coachella is considering increasing sales tax in the City by one cent to raise funds to maintain city services such as police, fire protection, the paramedic squad that was established last year, parks and recreation and street maintenance. A one cent sales tax increase would generate about two-point-eight million dollars, which would allow the City to maintain City services, as well as allow it to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. If an election were held today, would you vote yes, in favor of increasing sales tax in the City of Coachella by one cent, or no against it? And would you say that you would definitely vote (for/against) a one cent local sales tax increase or probably vote (for/against) a one cent local sales tax increase? Would you say that you lean one way or another?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|--|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| YES, VOTE FOR A ONE CENT LOCAL SALES TAX INCREASE [NET] | 163 65.2 | 97 66.9 | 66 62.9 | 163 100.0 | 0 | 0 |
| ----- | | | | | | |
| DEFINITELY VOTE YES | 107 42.8 | 62 42.8 | 45 42.9 | 107 65.6 | 0 | 0 |
| PROBABLY VOTE YES | 55 22.0 | 34 23.4 | 21 20.0 | 55 33.7 | 0 | 0 |
| LEAN VOTE YES | 1 0.4 | 1 0.7 | 0 | 1 0.6 | 0 | 0 |
| NO, VOTE AGAINST A ONE CENT LOCAL SALES TAX INCREASE [NET] | 72 28.8 | 36 24.8 | 36 34.3 | 0 | 72 100.0 | 0 |
| ----- | | | | | | |
| DEFINITELY VOTE NO | 43 17.2 | 20 13.8 | 23 21.9 | 0 | 43 59.7 | 0 |
| PROBABLY VOTE NO | 28 11.2 | 15 10.3 | 13 12.4 | 0 | 28 38.9 | 0 |
| LEAN VOTE NO | 1 0.4 | 1 0.7 | 0 | 0 | 1 1.4 | 0 |
| FIRM UNSURE | 12 4.8 | 9 6.2 | 3 2.9 | 0 | 0 | 12 80.0 |
| REFUSED | 3 1.2 | 3 2.1 | 0 | 0 | 0 | 3 20.0 |

City of Coachella Voter Survey
July 2014

Q11. Why would you say that you would vote yes in favor of a one cent sales tax increase?

Base: Vote for a one cent local sales tax INCREASE

| | GENDER | | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|--|--------|------|--------|-------|-----|-----|------------|--------------|----------------------|-----------|-------|-------|-----|---------------|------|-------|-------------------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 163 | 86 | 77 | 24 | 114 | 23 | 73 | 87 | 3 | 59 | 47 | 28 | 29 | 88 | 11 | 64 | 29 | 88 | 31 | 13 | 2 |
| ITS FOR FIRE PROTECTION/ POLICE/PARAMEDICS | 53 | 27 | 26 | 10 | 36 | 7 | 26 | 26 | 1 | 16 | 20 | 9 | 8 | 27 | 3 | 23 | 7 | 30 | 11 | 3 | 2 |
| IT WILL PROVIDE CITY SERVICES/PROJECTS (UNSPECIFIED) | 50 | 27 | 23 | 3 | 40 | 6 | 16 | 33 | 1 | 13 | 14 | 11 | 12 | 25 | 4 | 21 | 8 | 23 | 15 | 4 | 0 |
| IT WILL IMPROVED/BENEFIT THE COMMUNITY/CITY | 44 | 24 | 20 | 9 | 30 | 4 | 24 | 20 | 0 | 20 | 10 | 7 | 7 | 25 | 4 | 15 | 10 | 25 | 5 | 4 | 0 |
| IT'S CHEAP/NOT MUCH | 20 | 9 | 11 | 2 | 13 | 5 | 7 | 12 | 1 | 10 | 4 | 2 | 4 | 11 | 1 | 8 | 7 | 8 | 4 | 1 | 0 |
| IT WILL SUPPORT INFRASTRUCTURES (ROADS, PARKS, ETC.) | 18 | 8 | 10 | 1 | 14 | 3 | 6 | 12 | 0 | 5 | 6 | 3 | 4 | 9 | 1 | 8 | 1 | 11 | 6 | 0 | 0 |
| MORE FUNDS/IT CAN HELP THE COMMUNITY FINANCIALLY | 17 | 9 | 8 | 1 | 12 | 4 | 6 | 11 | 0 | 7 | 4 | 4 | 2 | 8 | 3 | 6 | 0 | 13 | 3 | 1 | 0 |
| THE PEOPLE/RESIDENTS WILL BENEFIT FROM IT | 13 | 7 | 6 | 1 | 10 | 2 | 3 | 10 | 0 | 3 | 2 | 4 | 4 | 6 | 1 | 6 | 2 | 6 | 4 | 1 | 0 |
| TO IMPROVE/EXPAND THE LIBRARY | 7 | 2 | 5 | 2 | 4 | 1 | 4 | 3 | 0 | 3 | 3 | 1 | 0 | 4 | 0 | 3 | 4 | 0 | 1 | 2 | 0 |
| FOR MAINTENANCE OF THE COMMUNITY | 6 | 4 | 2 | 0 | 5 | 1 | 2 | 4 | 0 | 1 | 3 | 1 | 1 | 2 | 0 | 4 | 0 | 5 | 1 | 0 | 0 |
| IT WOULD CREATE MORE JOBS | 3 | 0 | 3 | 0 | 2 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 0 | 3 | 0 | 0 | 2 | 1 | 0 | 0 | 0 |
| OTHER | 5 | 3 | 2 | 2 | 3 | 0 | 4 | 0 | 1 | 4 | 1 | 0 | 0 | 4 | 0 | 1 | 2 | 2 | 0 | 1 | 0 |



City of Coachella Voter Survey
July 2014

Q11. Why would you say that you would vote yes in favor of a one cent sales tax increase?

Base: Vote for a one cent local sales tax INCREASE

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|--|--------------|-------------|---------------------------------|--------------|---------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 163 100.0 | 97 100.0 | 66 100.0 | 163 100.0 | 0 | 0 |
| ITS FOR FIRE PROTECTION/ POLICE/PARAMEDICS | 53 32.5 | 35 36.1 | 18 27.3 | 53 32.5 | 0 | 0 |
| IT WILL PROVIDE CITY SERVICES/PROJECTS (UNSPECIFIED) | 50 30.7 | 36 37.1 | 14 21.2 | 50 30.7 | 0 | 0 |
| IT WILL IMPROVED/BENEFIT THE COMMUNITY/CITY | 44 27.0 | 23 23.7 | 21 31.8 | 44 27.0 | 0 | 0 |
| IT'S CHEAP/NOT MUCH | 20 12.3 | 12 12.4 | 8 12.1 | 20 12.3 | 0 | 0 |
| IT WILL SUPPORT INFRASTRUCTURES (ROADS, PARKS, ETC.) | 18 11.0 | 12 12.4 | 6 9.1 | 18 11.0 | 0 | 0 |
| MORE FUNDS/IT CAN HELP THE COMMUNITY FINANCIALLY | 17 10.4 | 9 9.3 | 8 12.1 | 17 10.4 | 0 | 0 |
| THE PEOPLE/RESIDENTS WILL BENEFIT FROM IT | 13 8.0 | 9 9.3 | 4 6.1 | 13 8.0 | 0 | 0 |
| TO IMPROVE/EXPAND THE LIBRARY | 7 4.3 | 2 2.1 | 5 7.6 | 7 4.3 | 0 | 0 |
| FOR MAINTENANCE OF THE COMMUNITY | 6 3.7 | 6 6.2 | 0 | 6 3.7 | 0 | 0 |
| IT WOULD CREATE MORE JOBS | 3 1.8 | 2 2.1 | 1 1.5 | 3 1.8 | 0 | 0 |
| OTHER | 5 3.1 | 1 1.0 | 4 6.1 | 5 3.1 | 0 | 0 |



City of Coachella Voter Survey
July 2014

Q12. Why would you say that you vote no against a one cent sales tax increase?

Base: Vote against a one cent local sales tax increase

| | GENDER | | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------|-------------|-------------|-------------|-------------|---------------|------------|-------------|-------------------|-------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 72 100.0 | 30 100.0 | 42 100.0 | 14 100.0 | 45 100.0 | 12 100.0 | 36 100.0 | 36 100.0 | 0 | 25 100.0 | 20 100.0 | 17 100.0 | 10 100.0 | 44 100.0 | 5 100.0 | 23 100.0 | 10 100.0 | 32 100.0 | 16 100.0 | 13 100.0 | 1 100.0 |
| THERE ARE ENOUGH TAXES ALREADY/KEEP ON RAISING THE TAXES/WE CAN'T AFFORD TO PAY MORE | 42 58.3 | 17 56.7 | 25 59.5 | 8 57.1 | 28 62.2 | 6 50.0 | 17 47.2 | 25 69.4 | 0 | 9 36.0 | 12 60.0 | 11 64.7 | 10 100.0 | 24 54.5 | 3 60.0 | 15 65.2 | 6 60.0 | 15 46.9 | 10 62.5 | 10 76.9 | 1 100.0 |
| PRICES HAVE GONE UP/COST OF LIVING INCREASES | 14 19.4 | 7 23.3 | 7 16.7 | 3 21.4 | 9 20.0 | 2 16.7 | 5 13.9 | 9 25.0 | 0 | 3 12.0 | 4 20.0 | 5 29.4 | 2 20.0 | 7 15.9 | 1 20.0 | 6 26.1 | 0 | 8 25.0 | 2 12.5 | 4 30.8 | 0 |
| THEY WON'T DO WHAT THEY SAID/KEEPS ON LYING | 7 9.7 | 3 10.0 | 4 9.5 | 1 7.1 | 5 11.1 | 0 | 3 8.3 | 4 11.1 | 0 | 1 4.0 | 4 20.0 | 2 11.8 | 0 | 4 9.1 | 1 20.0 | 2 8.7 | 0 | 3 9.4 | 2 12.5 | 2 15.4 | 0 |
| WASTEFUL SPENDING/CORRUPTION OF THE GOVERNMENT | 6 8.3 | 4 13.3 | 2 4.8 | 1 7.1 | 4 8.9 | 1 8.3 | 3 8.3 | 3 8.3 | 0 | 4 16.0 | 1 5.0 | 1 5.9 | 0 | 3 6.8 | 1 20.0 | 2 8.7 | 1 10.0 | 4 12.5 | 1 6.3 | 0 | 0 |
| THE PROJECT WHERE THE FUNDS WILL BE PLACED IS NOT NEEDED/THERE ARE OTHER THINGS THAT SHOULD BE PRIORITIZED | 6 8.3 | 2 6.7 | 4 9.5 | 1 7.1 | 2 4.4 | 3 25.0 | 6 16.7 | 0 | 0 | 4 16.0 | 1 5.0 | 0 | 1 10.0 | 3 6.8 | 1 20.0 | 2 8.7 | 0 | 5 15.6 | 0 | 1 7.7 | 0 |
| THEY SHOULD LOOK DIFFERENT WAY FOR ITS FUNDING/IT'S GOVERNMENT RESPONSIBILITY TO FIND SOLUTION | 5 6.9 | 3 10.0 | 2 4.8 | 1 7.1 | 3 6.7 | 1 8.3 | 3 8.3 | 2 5.6 | 0 | 2 8.0 | 2 10.0 | 0 | 1 10.0 | 4 9.1 | 0 | 1 4.3 | 1 10.0 | 2 6.3 | 1 6.3 | 1 7.7 | 0 |
| THE CITY HAS ENOUGH MONEY ALREADY | 4 5.6 | 3 10.0 | 1 2.4 | 1 7.1 | 2 4.4 | 1 8.3 | 2 5.6 | 2 5.6 | 0 | 2 8.0 | 0 | 1 5.9 | 1 10.0 | 2 4.5 | 0 | 2 8.7 | 2 20.0 | 1 3.1 | 1 6.3 | 0 | 0 |
| NEED MORE INFORMATION | 4 5.6 | 1 3.3 | 3 7.1 | 1 7.1 | 3 6.7 | 0 | 1 2.8 | 3 8.3 | 0 | 2 8.0 | 2 10.0 | 0 | 0 | 3 6.8 | 0 | 1 4.3 | 1 10.0 | 1 3.1 | 0 | 2 15.4 | 0 |
| OTHER | 2 2.8 | 2 6.7 | 0 | 1 7.1 | 1 2.2 | 0 | 2 5.6 | 0 | 0 | 0 | 1 5.0 | 1 5.9 | 0 | 2 4.5 | 0 | 0 | 0 | 1 3.1 | 0 | 1 7.7 | 0 |
| DON'T KNOW/REFUSED | 3 4.2 | 0 | 3 7.1 | 1 7.1 | 0 | 2 16.7 | 2 5.6 | 1 2.8 | 0 | 2 8.0 | 0 | 1 5.9 | 0 | 3 6.8 | 0 | 0 | 2 20.0 | 0 | 1 6.3 | 0 | 0 |



City of Coachella Voter Survey
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Q12. Why would you say that you vote no against a one cent sales tax increase?

Base: Vote against a one cent local sales tax increase

| | LANGUAGE | | | BALLOT TEST 1 (TAX INCREASE) | | |
|--|-------------|-------------|-------------|---------------------------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 72 100.0 | 36 100.0 | 36 100.0 | 0 | 72 100.0 | 0 |
| THERE ARE ENOUGH TAXES ALREADY/KEEP ON RAISING THE TAXES/WE CAN'T AFFORD TO PAY MORE | 42 58.3 | 22 61.1 | 20 55.6 | 0 | 42 58.3 | 0 |
| PRICES HAVE GONE UP/COST OF LIVING INCREASES | 14 19.4 | 11 30.6 | 3 8.3 | 0 | 14 19.4 | 0 |
| THEY WON'T DO WHAT THEY SAID/KEEPS ON LYING | 7 9.7 | 3 8.3 | 4 11.1 | 0 | 7 9.7 | 0 |
| WASTEFUL SPENDING/ CORRUPTION OF THE GOVERNMENT | 6 8.3 | 3 8.3 | 3 8.3 | 0 | 6 8.3 | 0 |
| THE PROJECT WHERE THE FUNDS WILL BE PLACED IS NOT NEEDED/THERE ARE OTHER THINGS THAT SHOULD BE PRIORITIZED | 6 8.3 | 1 2.8 | 5 13.9 | 0 | 6 8.3 | 0 |
| THEY SHOULD LOOK DIFFERENT WAY FOR ITS FUNDING/IT'S GOVERNMENT RESPONSIBILITY TO FIND SOLUTION | 5 6.9 | 2 5.6 | 3 8.3 | 0 | 5 6.9 | 0 |
| THE CITY HAS ENOUGH MONEY ALREADY | 4 5.6 | 2 5.6 | 2 5.6 | 0 | 4 5.6 | 0 |
| NEED MORE INFORMATION | 4 5.6 | 3 8.3 | 1 2.8 | 0 | 4 5.6 | 0 |
| OTHER | 2 2.8 | 0 | 2 5.6 | 0 | 2 2.8 | 0 |
| DON'T KNOW/REFUSED | 3 4.2 | 1 2.8 | 2 5.6 | 0 | 3 4.2 | 0 |

City of Coachella Voter Survey
July 2014

Now I am going to read to you some general background information about the proposed one cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote for a one cent sales tax increase to maintain city services such as police, fire protection, paramedics, parks and recreation and street maintenance, and to make City improvements. If it makes no difference to you, just say so.

Q13. The City already reduced staffing by 20% in 2009, and has also renegotiated better terms for bond payments. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|----------------------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 149 59.6 | 70 57.4 | 79 61.7 | 24 61.5 | 100 58.5 | 24 64.9 | 70 60.3 | 76 58.0 | 3 100.0 | 62 69.7 | 35 50.7 | 27 58.7 | 25 54.3 | 90 64.7 | 7 41.2 | 52 55.3 | 31 72.1 | 79 63.7 | 25 49.0 | 12 41.4 | 2 66.7 |
| MUCH MORE LIKELY TO VOTE FOR | 87 34.8 | 42 34.4 | 45 35.2 | 7 17.9 | 64 37.4 | 16 43.2 | 38 32.8 | 49 37.4 | 0 | 33 37.1 | 19 27.5 | 15 32.6 | 20 43.5 | 51 36.7 | 2 11.8 | 34 36.2 | 19 44.2 | 45 36.3 | 15 29.4 | 6 20.7 | 2 66.7 |
| SOMEWHAT MORE LIKELY TO VOTE FOR | 62 24.8 | 28 23.0 | 34 26.6 | 17 43.6 | 36 21.1 | 8 21.6 | 32 27.6 | 27 20.6 | 3 100.0 | 29 32.6 | 16 23.2 | 12 26.1 | 5 10.9 | 39 28.1 | 5 29.4 | 18 19.1 | 12 27.9 | 34 27.4 | 10 19.6 | 6 20.7 | 0 |
| MAKES NO DIFFERENCE TO ME | 23 9.2 | 12 9.8 | 11 8.6 | 4 10.3 | 15 8.8 | 4 10.8 | 11 9.5 | 12 9.2 | 0 | 7 7.9 | 7 10.1 | 6 13.0 | 3 6.5 | 11 7.9 | 2 11.8 | 10 10.6 | 4 9.3 | 8 6.5 | 6 11.8 | 5 17.2 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 67 26.8 | 34 27.9 | 33 25.8 | 11 28.2 | 46 26.9 | 8 21.6 | 32 27.6 | 35 26.7 | 0 | 20 22.5 | 25 36.2 | 11 23.9 | 11 23.9 | 33 23.7 | 8 47.1 | 26 27.7 | 7 16.3 | 32 25.8 | 16 31.4 | 11 37.9 | 1 33.3 |
| MUCH LESS LIKELY TO VOTE FOR | 34 13.6 | 21 17.2 | 13 10.2 | 4 10.3 | 24 14.0 | 4 10.8 | 16 13.8 | 18 13.7 | 0 | 8 9.0 | 15 21.7 | 5 10.9 | 6 13.0 | 13 9.4 | 5 29.4 | 16 17.0 | 3 7.0 | 12 9.7 | 7 13.7 | 11 37.9 | 1 33.3 |
| SOMEWHAT LESS LIKELY TO VOTE FOR | 33 13.2 | 13 10.7 | 20 15.6 | 7 17.9 | 22 12.9 | 4 10.8 | 16 13.8 | 17 13.0 | 0 | 12 13.5 | 10 14.5 | 6 13.0 | 5 10.9 | 20 14.4 | 3 17.6 | 10 10.6 | 4 9.3 | 20 16.1 | 9 17.6 | 0 | 0 |
| UNSURE | 10 4.0 | 5 4.1 | 5 3.9 | 0 | 9 5.3 | 1 2.7 | 3 2.6 | 7 5.3 | 0 | 0 | 1 1.4 | 2 4.3 | 7 15.2 | 5 3.6 | 0 | 5 5.3 | 1 2.3 | 5 4.0 | 4 7.8 | 0 | 0 |
| REFUSED | 1 0.4 | 1 0.8 | 0 | 0 | 1 0.6 | 0 | 0 | 1 0.8 | 0 | 0 | 1 1.4 | 0 | 0 | 0 | 0 | 1 1.1 | 0 | 0 | 0 | 1 3.4 | 0 |



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July 2014

Now I am going to read to you some general background information about the proposed one cent sales tax increase. Please listen to each item and then tell me if it makes you more likely or less likely to vote for a one cent sales tax increase to maintain city services such as police, fire protection, paramedics, parks and recreation and street maintenance, and to make City improvements. If it makes no difference to you, just say so.

Q13. The City already reduced staffing by 20% in 2009, and has also renegotiated better terms for bond payments. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | TOTAL | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | |
|---|--------------|--------------|--------------|---------------------------------|-------------|--------------------|
| | | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] ----- | 149 59.6 | 90 62.1 | 59 56.2 | 114 69.9 | 28 38.9 | 7 46.7 |
| MUCH MORE LIKELY TO VOTE FOR | 87 34.8 | 54 37.2 | 33 31.4 | 70 42.9 | 12 16.7 | 5 33.3 |
| SOMEWHAT MORE LIKELY TO VOTE FOR | 62 24.8 | 36 24.8 | 26 24.8 | 44 27.0 | 16 22.2 | 2 13.3 |
| MAKES NO DIFFERENCE TO ME | 23 9.2 | 11 7.6 | 12 11.4 | 14 8.6 | 7 9.7 | 2 13.3 |
| LESS LIKELY TO VOTE FOR [NET] ----- | 67 26.8 | 34 23.4 | 33 31.4 | 32 19.6 | 34 47.2 | 1 6.7 |
| MUCH LESS LIKELY TO VOTE FOR | 34 13.6 | 19 13.1 | 15 14.3 | 15 9.2 | 19 26.4 | 0 |
| SOMEWHAT LESS LIKELY TO VOTE FOR | 33 13.2 | 15 10.3 | 18 17.1 | 17 10.4 | 15 20.8 | 1 6.7 |
| UNSURE | 10 4.0 | 9 6.2 | 1 1.0 | 3 1.8 | 3 4.2 | 4 26.7 |
| REFUSED | 1 0.4 | 1 0.7 | 0 | 0 | 0 | 1 6.7 |

City of Coachella Voter Survey
July 2014

Q14. The City of Coachella is known for its fiscal prudence and pays its employees less than the average of other California cities. The Desert Sun newspaper has noted that the City is "consistently the desert's lowest paying city." Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|----------------------------------|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 121 | 56 | 65 | 20 | 80 | 19 | 54 | 64 | 3 | 42 | 35 | 20 | 24 | 70 | 6 | 45 | 26 | 59 | 23 | 12 | 1 |
| | 48.4 | 45.9 | 50.8 | 51.3 | 46.8 | 51.4 | 46.6 | 48.9 | 100.0 | 47.2 | 50.7 | 43.5 | 52.2 | 50.4 | 35.3 | 47.9 | 60.5 | 47.6 | 45.1 | 41.4 | 33.3 |
| MUCH MORE LIKELY TO VOTE FOR | 72 | 37 | 35 | 8 | 53 | 11 | 32 | 39 | 1 | 19 | 22 | 12 | 19 | 40 | 4 | 28 | 13 | 33 | 17 | 8 | 1 |
| | 28.8 | 30.3 | 27.3 | 20.5 | 31.0 | 29.7 | 27.6 | 29.8 | 33.3 | 21.3 | 31.9 | 26.1 | 41.3 | 28.8 | 23.5 | 29.8 | 30.2 | 26.6 | 33.3 | 27.6 | 33.3 |
| SOMEWHAT MORE LIKELY TO VOTE FOR | 49 | 19 | 30 | 12 | 27 | 8 | 22 | 25 | 2 | 23 | 13 | 8 | 5 | 30 | 2 | 17 | 13 | 26 | 6 | 4 | 0 |
| | 19.6 | 15.6 | 23.4 | 30.8 | 15.8 | 21.6 | 19.0 | 19.1 | 66.7 | 25.8 | 18.8 | 17.4 | 10.9 | 21.6 | 11.8 | 18.1 | 30.2 | 21.0 | 11.8 | 13.8 | 0 |
| MAKES NO DIFFERENCE TO ME | 28 | 18 | 10 | 4 | 19 | 5 | 13 | 15 | 0 | 10 | 7 | 8 | 3 | 18 | 2 | 8 | 6 | 13 | 5 | 4 | 0 |
| | 11.2 | 14.8 | 7.8 | 10.3 | 11.1 | 13.5 | 11.2 | 11.5 | 0 | 11.2 | 10.1 | 17.4 | 6.5 | 12.9 | 11.8 | 8.5 | 14.0 | 10.5 | 9.8 | 13.8 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 88 | 43 | 45 | 13 | 62 | 12 | 45 | 43 | 0 | 36 | 25 | 14 | 13 | 44 | 9 | 35 | 10 | 47 | 19 | 10 | 2 |
| | 35.2 | 35.2 | 35.2 | 33.3 | 36.3 | 32.4 | 38.8 | 32.8 | 0 | 40.4 | 36.2 | 30.4 | 28.3 | 31.7 | 52.9 | 37.2 | 23.3 | 37.9 | 37.3 | 34.5 | 66.7 |
| MUCH LESS LIKELY TO VOTE FOR | 43 | 24 | 19 | 7 | 32 | 3 | 22 | 21 | 0 | 14 | 15 | 5 | 9 | 23 | 5 | 15 | 4 | 19 | 10 | 8 | 2 |
| | 17.2 | 19.7 | 14.8 | 17.9 | 18.7 | 8.1 | 19.0 | 16.0 | 0 | 15.7 | 21.7 | 10.9 | 19.6 | 16.5 | 29.4 | 16.0 | 9.3 | 15.3 | 19.6 | 27.6 | 66.7 |
| SOMEWHAT LESS LIKELY TO VOTE FOR | 45 | 19 | 26 | 6 | 30 | 9 | 23 | 22 | 0 | 22 | 10 | 9 | 4 | 21 | 4 | 20 | 6 | 28 | 9 | 2 | 0 |
| | 18.0 | 15.6 | 20.3 | 15.4 | 17.5 | 24.3 | 19.8 | 16.8 | 0 | 24.7 | 14.5 | 19.6 | 8.7 | 15.1 | 23.5 | 21.3 | 14.0 | 22.6 | 17.6 | 6.9 | 0 |
| UNSURE | 13 | 5 | 8 | 2 | 10 | 1 | 4 | 9 | 0 | 1 | 2 | 4 | 6 | 7 | 0 | 6 | 1 | 5 | 4 | 3 | 0 |
| | 5.2 | 4.1 | 6.3 | 5.1 | 5.8 | 2.7 | 3.4 | 6.9 | 0 | 1.1 | 2.9 | 8.7 | 13.0 | 5.0 | 0 | 6.4 | 2.3 | 4.0 | 7.8 | 10.3 | 0 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q14. The City of Coachella is known for its fiscal prudence and pays its employees less than the average of other California cities. The Desert Sun newspaper has noted that the City is "consistently the desert's lowest paying city." Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|-------------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 121 48.4 | 75 51.7 | 46 43.8 | 95 58.3 | 20 27.8 | 6 40.0 |
| ----- | | | | | | |
| MUCH MORE LIKELY TO VOTE FOR | 72 28.8 | 44 30.3 | 28 26.7 | 57 35.0 | 12 16.7 | 3 20.0 |
| SOMEWHAT MORE LIKELY TO VOTE FOR | 49 19.6 | 31 21.4 | 18 17.1 | 38 23.3 | 8 11.1 | 3 20.0 |
| MAKES NO DIFFERENCE TO ME | 28 11.2 | 15 10.3 | 13 12.4 | 17 10.4 | 9 12.5 | 2 13.3 |
| LESS LIKELY TO VOTE FOR [NET] | 88 35.2 | 45 31.0 | 43 41.0 | 46 28.2 | 41 56.9 | 1 6.7 |
| ----- | | | | | | |
| MUCH LESS LIKELY TO VOTE FOR | 43 17.2 | 19 13.1 | 24 22.9 | 22 13.5 | 21 29.2 | 0 |
| SOMEWHAT LESS LIKELY TO VOTE FOR | 45 18.0 | 26 17.9 | 19 18.1 | 24 14.7 | 20 27.8 | 1 6.7 |
| UNSURE | 13 5.2 | 10 6.9 | 3 2.9 | 5 3.1 | 2 2.8 | 6 40.0 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q15. When the State of California dissolved local Redevelopment Agencies, the City lost about 7 million dollars per year. These funds were previously used for projects such as Sixth Street Scape improvements, expansion of Bagdouma Park and road improvements. Does knowing this make you more likely or less likely to vote for a one-cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|----------------------------------|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 170 | 78 | 92 | 25 | 119 | 24 | 78 | 89 | 3 | 63 | 48 | 28 | 31 | 95 | 13 | 62 | 31 | 89 | 32 | 17 | 1 |
| | 68.0 | 63.9 | 71.9 | 64.1 | 69.6 | 64.9 | 67.2 | 67.9 | 100.0 | 70.8 | 69.6 | 60.9 | 67.4 | 68.3 | 76.5 | 66.0 | 72.1 | 71.8 | 62.7 | 58.6 | 33.3 |
| MUCH MORE LIKELY TO VOTE FOR | 99 | 45 | 54 | 12 | 68 | 18 | 44 | 53 | 2 | 36 | 31 | 14 | 18 | 52 | 9 | 38 | 18 | 53 | 18 | 10 | 0 |
| | 39.6 | 36.9 | 42.2 | 30.8 | 39.8 | 48.6 | 37.9 | 40.5 | 66.7 | 40.4 | 44.9 | 30.4 | 39.1 | 37.4 | 52.9 | 40.4 | 41.9 | 42.7 | 35.3 | 34.5 | |
| SOMEWHAT MORE LIKELY TO VOTE FOR | 71 | 33 | 38 | 13 | 51 | 6 | 34 | 36 | 1 | 27 | 17 | 14 | 13 | 43 | 4 | 24 | 13 | 36 | 14 | 7 | 1 |
| | 28.4 | 27.0 | 29.7 | 33.3 | 29.8 | 16.2 | 29.3 | 27.5 | 33.3 | 30.3 | 24.6 | 30.4 | 28.3 | 30.9 | 23.5 | 25.5 | 30.2 | 29.0 | 27.5 | 24.1 | 33.3 |
| MAKES NO DIFFERENCE TO ME | 17 | 9 | 8 | 2 | 10 | 4 | 7 | 10 | 0 | 5 | 6 | 4 | 2 | 10 | 0 | 7 | 4 | 6 | 4 | 2 | 1 |
| | 6.8 | 7.4 | 6.3 | 5.1 | 5.8 | 10.8 | 6.0 | 7.6 | | 5.6 | 8.7 | 8.7 | 4.3 | 7.2 | | 7.4 | 9.3 | 4.8 | 7.8 | 6.9 | 33.3 |
| LESS LIKELY TO VOTE FOR [NET] | 57 | 32 | 25 | 12 | 36 | 9 | 29 | 28 | 0 | 21 | 14 | 12 | 10 | 30 | 4 | 23 | 7 | 27 | 13 | 9 | 1 |
| | 22.8 | 26.2 | 19.5 | 30.8 | 21.1 | 24.3 | 25.0 | 21.4 | | 23.6 | 20.3 | 26.1 | 21.7 | 21.6 | 23.5 | 24.5 | 16.3 | 21.8 | 25.5 | 31.0 | 33.3 |
| MUCH LESS LIKELY TO VOTE FOR | 28 | 16 | 12 | 3 | 21 | 4 | 14 | 14 | 0 | 8 | 9 | 5 | 6 | 14 | 2 | 12 | 3 | 12 | 5 | 7 | 1 |
| | 11.2 | 13.1 | 9.4 | 7.7 | 12.3 | 10.8 | 12.1 | 10.7 | | 9.0 | 13.0 | 10.9 | 13.0 | 10.1 | 11.8 | 12.8 | 7.0 | 9.7 | 9.8 | 24.1 | 33.3 |
| SOMEWHAT LESS LIKELY TO VOTE FOR | 29 | 16 | 13 | 9 | 15 | 5 | 15 | 14 | 0 | 13 | 5 | 7 | 4 | 16 | 2 | 11 | 4 | 15 | 8 | 2 | 0 |
| | 11.6 | 13.1 | 10.2 | 23.1 | 8.8 | 13.5 | 12.9 | 10.7 | | 14.6 | 7.2 | 15.2 | 8.7 | 11.5 | 11.8 | 11.7 | 9.3 | 12.1 | 15.7 | 6.9 | |
| UNSURE | 6 | 3 | 3 | 0 | 6 | 0 | 2 | 4 | 0 | 0 | 1 | 2 | 3 | 4 | 0 | 2 | 1 | 2 | 2 | 1 | 0 |
| | 2.4 | 2.5 | 2.3 | | 3.5 | | 1.7 | 3.1 | | | 1.4 | 4.3 | 6.5 | 2.9 | | 2.1 | 2.3 | 1.6 | 3.9 | 3.4 | |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

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Q15. When the State of California dissolved local Redevelopment Agencies, the City lost about 7 million dollars per year. These funds were previously used for projects such as Sixth Street Scape improvements, expansion of Bagdouma Park and road improvements. Does knowing this make you more likely or less likely to vote for a one-cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|-------------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 170 68.0 | 102 70.3 | 68 64.8 | 132 81.0 | 29 40.3 | 9 60.0 |
| ----- | | | | | | |
| MUCH MORE LIKELY TO VOTE FOR | 99 39.6 | 62 42.8 | 37 35.2 | 83 50.9 | 11 15.3 | 5 33.3 |
| SOMEWHAT MORE LIKELY TO VOTE FOR | 71 28.4 | 40 27.6 | 31 29.5 | 49 30.1 | 18 25.0 | 4 26.7 |
| MAKES NO DIFFERENCE TO ME | 17 6.8 | 9 6.2 | 8 7.6 | 10 6.1 | 6 8.3 | 1 6.7 |
| LESS LIKELY TO VOTE FOR [NET] | 57 22.8 | 29 20.0 | 28 26.7 | 19 11.7 | 36 50.0 | 2 13.3 |
| ----- | | | | | | |
| MUCH LESS LIKELY TO VOTE FOR | 28 11.2 | 14 9.7 | 14 13.3 | 6 3.7 | 21 29.2 | 1 6.7 |
| SOMEWHAT LESS LIKELY TO VOTE FOR | 29 11.6 | 15 10.3 | 14 13.3 | 13 8.0 | 15 20.8 | 1 6.7 |
| UNSURE | 6 2.4 | 5 3.4 | 1 1.0 | 2 1.2 | 1 1.4 | 3 20.0 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q16. If new revenue is not raised by the City, Coachella may lose as many as six sworn police officers, resulting in a significantly reduced police presence, longer response times and less attention given to traffic, fighting drugs and graffiti, gang suppression and other community services. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-------------------------------|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 193 | 90 | 103 | 32 | 131 | 27 | 86 | 104 | 3 | 68 | 57 | 34 | 34 | 109 | 13 | 71 | 36 | 94 | 41 | 20 | 2 |
| | 77.2 | 73.8 | 80.5 | 82.1 | 76.6 | 73.0 | 74.1 | 79.4 | 100.0 | 76.4 | 82.6 | 73.9 | 73.9 | 78.4 | 76.5 | 75.5 | 83.7 | 75.8 | 80.4 | 69.0 | 66.7 |
| MUCH MORE LIKELY | 154 | 76 | 78 | 21 | 109 | 22 | 71 | 80 | 3 | 53 | 46 | 26 | 29 | 87 | 8 | 59 | 26 | 75 | 35 | 16 | 2 |
| | 61.6 | 62.3 | 60.9 | 53.8 | 63.7 | 59.5 | 61.2 | 61.1 | 100.0 | 59.6 | 66.7 | 56.5 | 63.0 | 62.6 | 47.1 | 62.8 | 60.5 | 60.5 | 68.6 | 55.2 | 66.7 |
| SOMEWHAT MORE LIKELY | 39 | 14 | 25 | 11 | 22 | 5 | 15 | 24 | 0 | 15 | 11 | 8 | 5 | 22 | 5 | 12 | 10 | 19 | 6 | 4 | 0 |
| | 15.6 | 11.5 | 19.5 | 28.2 | 12.9 | 13.5 | 12.9 | 18.3 | 0 | 16.9 | 15.9 | 17.4 | 10.9 | 15.8 | 29.4 | 12.8 | 23.3 | 15.3 | 11.8 | 13.8 | 0 |
| MAKES NO DIFFERENCE TO ME | 11 | 7 | 4 | 1 | 7 | 3 | 4 | 7 | 0 | 3 | 3 | 3 | 2 | 7 | 0 | 4 | 2 | 6 | 1 | 2 | 0 |
| | 4.4 | 5.7 | 3.1 | 2.6 | 4.1 | 8.1 | 3.4 | 5.3 | 0 | 3.4 | 4.3 | 6.5 | 4.3 | 5.0 | 0 | 4.3 | 4.7 | 4.8 | 2.0 | 6.9 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 38 | 20 | 18 | 6 | 25 | 7 | 24 | 14 | 0 | 17 | 8 | 8 | 5 | 20 | 4 | 14 | 4 | 21 | 6 | 6 | 1 |
| | 15.2 | 16.4 | 14.1 | 15.4 | 14.6 | 18.9 | 20.7 | 10.7 | 0 | 19.1 | 11.6 | 17.4 | 10.9 | 14.4 | 23.5 | 14.9 | 9.3 | 16.9 | 11.8 | 20.7 | 33.3 |
| MUCH LESS LIKELY | 24 | 14 | 10 | 3 | 17 | 4 | 16 | 8 | 0 | 10 | 6 | 5 | 3 | 11 | 3 | 10 | 2 | 12 | 4 | 5 | 1 |
| | 9.6 | 11.5 | 7.8 | 7.7 | 9.9 | 10.8 | 13.8 | 6.1 | 0 | 11.2 | 8.7 | 10.9 | 6.5 | 7.9 | 17.6 | 10.6 | 4.7 | 9.7 | 7.8 | 17.2 | 33.3 |
| SOMEWHAT LESS LIKELY | 14 | 6 | 8 | 3 | 8 | 3 | 8 | 6 | 0 | 7 | 2 | 3 | 2 | 9 | 1 | 4 | 2 | 9 | 2 | 1 | 0 |
| | 5.6 | 4.9 | 6.3 | 7.7 | 4.7 | 8.1 | 6.9 | 4.6 | 0 | 7.9 | 2.9 | 6.5 | 4.3 | 6.5 | 5.9 | 4.3 | 4.7 | 7.3 | 3.9 | 3.4 | 0 |
| UNSURE | 8 | 5 | 3 | 0 | 8 | 0 | 2 | 6 | 0 | 1 | 1 | 1 | 5 | 3 | 0 | 5 | 1 | 3 | 3 | 1 | 0 |
| | 3.2 | 4.1 | 2.3 | 0 | 4.7 | 0 | 1.7 | 4.6 | 0 | 1.1 | 1.4 | 2.2 | 10.9 | 2.2 | 0 | 5.3 | 2.3 | 2.4 | 5.9 | 3.4 | 0 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q16. If new revenue is not raised by the City, Coachella may lose as many as six sworn police officers, resulting in a significantly reduced police presence, longer response times and less attention given to traffic, fighting drugs and graffiti, gang suppression and other community services. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|----------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 193 77.2 | 117 80.7 | 76 72.4 | 145 89.0 | 39 54.2 | 9 60.0 |
| ----- | | | | | | |
| MUCH MORE LIKELY | 154 61.6 | 91 62.8 | 63 60.0 | 121 74.2 | 27 37.5 | 6 40.0 |
| SOMEWHAT MORE LIKELY | 39 15.6 | 26 17.9 | 13 12.4 | 24 14.7 | 12 16.7 | 3 20.0 |
| MAKES NO DIFFERENCE TO ME | 11 4.4 | 6 4.1 | 5 4.8 | 5 3.1 | 5 6.9 | 1 6.7 |
| LESS LIKELY TO VOTE FOR [NET] | 38 15.2 | 14 9.7 | 24 22.9 | 11 6.7 | 27 37.5 | 0 |
| ----- | | | | | | |
| MUCH LESS LIKELY | 24 9.6 | 10 6.9 | 14 13.3 | 6 3.7 | 18 25.0 | 0 |
| SOMEWHAT LESS LIKELY | 14 5.6 | 4 2.8 | 10 9.5 | 5 3.1 | 9 12.5 | 0 |
| UNSURE | 8 3.2 | 8 5.5 | 0 | 2 1.2 | 1 1.4 | 5 33.3 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q17. If new revenue is not raised by the City, Coachella may lose one of its two fire engines, which could mean waiting for a fire engine to come from Indio or La Quinta in an emergency. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-------------------------------|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 187 | 87 | 100 | 26 | 132 | 27 | 81 | 103 | 3 | 63 | 51 | 38 | 35 | 106 | 12 | 69 | 34 | 98 | 36 | 17 | 2 |
| | 74.8 | 71.3 | 78.1 | 66.7 | 77.2 | 73.0 | 69.8 | 78.6 | 100.0 | 70.8 | 73.9 | 82.6 | 76.1 | 76.3 | 70.6 | 73.4 | 79.1 | 79.0 | 70.6 | 58.6 | 66.7 |
| MUCH MORE LIKELY | 140 | 67 | 73 | 19 | 98 | 22 | 63 | 76 | 1 | 47 | 41 | 26 | 26 | 79 | 7 | 54 | 28 | 70 | 27 | 13 | 2 |
| | 56.0 | 54.9 | 57.0 | 48.7 | 57.3 | 59.5 | 54.3 | 58.0 | 33.3 | 52.8 | 59.4 | 56.5 | 56.5 | 56.8 | 41.2 | 57.4 | 65.1 | 56.5 | 52.9 | 44.8 | 66.7 |
| SOMEWHAT MORE LIKELY | 47 | 20 | 27 | 7 | 34 | 5 | 18 | 27 | 2 | 16 | 10 | 12 | 9 | 27 | 5 | 15 | 6 | 28 | 9 | 4 | 0 |
| | 18.8 | 16.4 | 21.1 | 17.9 | 19.9 | 13.5 | 15.5 | 20.6 | 66.7 | 18.0 | 14.5 | 26.1 | 19.6 | 19.4 | 29.4 | 16.0 | 14.0 | 22.6 | 17.6 | 13.8 | 0 |
| MAKES NO DIFFERENCE TO ME | 8 | 4 | 4 | 1 | 6 | 1 | 4 | 4 | 0 | 4 | 2 | 1 | 1 | 6 | 0 | 2 | 1 | 5 | 1 | 1 | 0 |
| | 3.2 | 3.3 | 3.1 | 2.6 | 3.5 | 2.7 | 3.4 | 3.1 | 0 | 4.5 | 2.9 | 2.2 | 2.2 | 4.3 | 0 | 2.1 | 2.3 | 4.0 | 2.0 | 3.4 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 47 | 26 | 21 | 11 | 26 | 9 | 28 | 19 | 0 | 22 | 14 | 5 | 6 | 22 | 5 | 20 | 8 | 17 | 13 | 8 | 1 |
| | 18.8 | 21.3 | 16.4 | 28.2 | 15.2 | 24.3 | 24.1 | 14.5 | 0 | 24.7 | 20.3 | 10.9 | 13.0 | 15.8 | 29.4 | 21.3 | 18.6 | 13.7 | 25.5 | 27.6 | 33.3 |
| MUCH LESS LIKELY | 24 | 14 | 10 | 3 | 18 | 3 | 14 | 10 | 0 | 10 | 8 | 4 | 2 | 12 | 1 | 11 | 3 | 9 | 5 | 6 | 1 |
| | 9.6 | 11.5 | 7.8 | 7.7 | 10.5 | 8.1 | 12.1 | 7.6 | 0 | 11.2 | 11.6 | 8.7 | 4.3 | 8.6 | 5.9 | 11.7 | 7.0 | 7.3 | 9.8 | 20.7 | 33.3 |
| SOMEWHAT LESS LIKELY | 23 | 12 | 11 | 8 | 8 | 6 | 14 | 9 | 0 | 12 | 6 | 1 | 4 | 10 | 4 | 9 | 5 | 8 | 8 | 2 | 0 |
| | 9.2 | 9.8 | 8.6 | 20.5 | 4.7 | 16.2 | 12.1 | 6.9 | 0 | 13.5 | 8.7 | 2.2 | 8.7 | 7.2 | 23.5 | 9.6 | 11.6 | 6.5 | 15.7 | 6.9 | 0 |
| UNSURE | 7 | 4 | 3 | 1 | 6 | 0 | 3 | 4 | 0 | 0 | 1 | 2 | 4 | 5 | 0 | 2 | 0 | 4 | 1 | 2 | 0 |
| | 2.8 | 3.3 | 2.3 | 2.6 | 3.5 | 0 | 2.6 | 3.1 | 0 | 0 | 1.4 | 4.3 | 8.7 | 3.6 | 0 | 2.1 | 0 | 3.2 | 2.0 | 6.9 | 0 |
| REFUSED | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| | 0.4 | 0.8 | 0 | 0 | 0.6 | 0 | 0 | 0.8 | 0 | 0 | 1.4 | 0 | 0 | 0 | 0 | 1.1 | 0 | 0 | 0 | 3.4 | 0 |

City of Coachella Voter Survey
July 2014

Q17. If new revenue is not raised by the City, Coachella may lose one of its two fire engines, which could mean waiting for a fire engine to come from Indio or La Quinta in an emergency. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|----------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 187 74.8 | 117 80.7 | 70 66.7 | 141 86.5 | 38 52.8 | 8 53.3 |
| ----- | | | | | | |
| MUCH MORE LIKELY | 140 56.0 | 83 57.2 | 57 54.3 | 111 68.1 | 23 31.9 | 6 40.0 |
| SOMEWHAT MORE LIKELY | 47 18.8 | 34 23.4 | 13 12.4 | 30 18.4 | 15 20.8 | 2 13.3 |
| MAKES NO DIFFERENCE TO ME | 8 3.2 | 3 2.1 | 5 4.8 | 4 2.5 | 3 4.2 | 1 6.7 |
| LESS LIKELY TO VOTE FOR [NET] | 47 18.8 | 19 13.1 | 28 26.7 | 15 9.2 | 30 41.7 | 2 13.3 |
| ----- | | | | | | |
| MUCH LESS LIKELY | 24 9.6 | 10 6.9 | 14 13.3 | 8 4.9 | 16 22.2 | 0 |
| SOMEWHAT LESS LIKELY | 23 9.2 | 9 6.2 | 14 13.3 | 7 4.3 | 14 19.4 | 2 13.3 |
| UNSURE | 7 2.8 | 5 3.4 | 2 1.9 | 3 1.8 | 1 1.4 | 3 20.0 |
| REFUSED | 1 0.4 | 1 0.7 | 0 | 0 | 0 | 1 6.7 |

City of Coachella Voter Survey
July 2014

Q18. If new revenue is not raised by the City, Coachella may lose two of its four paramedics, which could mean waiting for life-saving paramedic support to drive from Indio or La Quinta in an emergency. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-------------------------------|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 193 | 96 | 97 | 29 | 133 | 29 | 85 | 105 | 3 | 65 | 54 | 38 | 36 | 114 | 9 | 70 | 36 | 99 | 39 | 17 | 2 |
| | 77.2 | 78.7 | 75.8 | 74.4 | 77.8 | 78.4 | 73.3 | 80.2 | 100.0 | 73.0 | 78.3 | 82.6 | 78.3 | 82.0 | 52.9 | 74.5 | 83.7 | 79.8 | 76.5 | 58.6 | 66.7 |
| MUCH MORE LIKELY | 144 | 74 | 70 | 19 | 103 | 21 | 60 | 82 | 2 | 46 | 43 | 27 | 28 | 87 | 7 | 50 | 28 | 72 | 29 | 13 | 2 |
| | 57.6 | 60.7 | 54.7 | 48.7 | 60.2 | 56.8 | 51.7 | 62.6 | 66.7 | 51.7 | 62.3 | 58.7 | 60.9 | 62.6 | 41.2 | 53.2 | 65.1 | 58.1 | 56.9 | 44.8 | 66.7 |
| SOMEWHAT MORE LIKELY | 49 | 22 | 27 | 10 | 30 | 8 | 25 | 23 | 1 | 19 | 11 | 11 | 8 | 27 | 2 | 20 | 8 | 27 | 10 | 4 | 0 |
| | 19.6 | 18.0 | 21.1 | 25.6 | 17.5 | 21.6 | 21.6 | 17.6 | 33.3 | 21.3 | 15.9 | 23.9 | 17.4 | 19.4 | 11.8 | 21.3 | 18.6 | 21.8 | 19.6 | 13.8 | 0 |
| MAKES NO DIFFERENCE TO ME | 15 | 8 | 7 | 2 | 11 | 2 | 9 | 6 | 0 | 7 | 3 | 3 | 2 | 8 | 1 | 6 | 3 | 6 | 2 | 4 | 0 |
| | 6.0 | 6.6 | 5.5 | 5.1 | 6.4 | 5.4 | 7.8 | 4.6 | 0 | 7.9 | 4.3 | 6.5 | 4.3 | 5.8 | 5.9 | 6.4 | 7.0 | 4.8 | 3.9 | 13.8 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 33 | 14 | 19 | 7 | 20 | 5 | 21 | 12 | 0 | 15 | 10 | 4 | 4 | 14 | 5 | 14 | 4 | 15 | 7 | 6 | 1 |
| | 13.2 | 11.5 | 14.8 | 17.9 | 11.7 | 13.5 | 18.1 | 9.2 | 0 | 16.9 | 14.5 | 8.7 | 8.7 | 10.1 | 29.4 | 14.9 | 9.3 | 12.1 | 13.7 | 20.7 | 33.3 |
| MUCH LESS LIKELY | 19 | 9 | 10 | 2 | 13 | 3 | 14 | 5 | 0 | 8 | 8 | 1 | 2 | 8 | 3 | 8 | 1 | 8 | 5 | 4 | 1 |
| | 7.6 | 7.4 | 7.8 | 5.1 | 7.6 | 8.1 | 12.1 | 3.8 | 0 | 9.0 | 11.6 | 2.2 | 4.3 | 5.8 | 17.6 | 8.5 | 2.3 | 6.5 | 9.8 | 13.8 | 33.3 |
| SOMEWHAT LESS LIKELY | 14 | 5 | 9 | 5 | 7 | 2 | 7 | 7 | 0 | 7 | 2 | 3 | 2 | 6 | 2 | 6 | 3 | 7 | 2 | 2 | 0 |
| | 5.6 | 4.1 | 7.0 | 12.8 | 4.1 | 5.4 | 6.0 | 5.3 | 0 | 7.9 | 2.9 | 6.5 | 4.3 | 4.3 | 11.8 | 6.4 | 7.0 | 5.6 | 3.9 | 6.9 | 0 |
| UNSURE | 9 | 4 | 5 | 1 | 7 | 1 | 1 | 8 | 0 | 2 | 2 | 1 | 4 | 3 | 2 | 4 | 0 | 4 | 3 | 2 | 0 |
| | 3.6 | 3.3 | 3.9 | 2.6 | 4.1 | 2.7 | 0.9 | 6.1 | 0 | 2.2 | 2.9 | 2.2 | 8.7 | 2.2 | 11.8 | 4.3 | 0 | 3.2 | 5.9 | 6.9 | 0 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q18. If new revenue is not raised by the City, Coachella may lose two of its four paramedics, which could mean waiting for life-saving paramedic support to drive from Indio or La Quinta in an emergency. Does knowing this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|----------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 193 77.2 | 119 82.1 | 74 70.5 | 144 88.3 | 41 56.9 | 8 53.3 |
| ----- | | | | | | |
| MUCH MORE LIKELY | 144 57.6 | 90 62.1 | 54 51.4 | 114 69.9 | 25 34.7 | 5 33.3 |
| SOMEWHAT MORE LIKELY | 49 19.6 | 29 20.0 | 20 19.0 | 30 18.4 | 16 22.2 | 3 20.0 |
| MAKES NO DIFFERENCE TO ME | 15 6.0 | 6 4.1 | 9 8.6 | 9 5.5 | 5 6.9 | 1 6.7 |
| LESS LIKELY TO VOTE FOR [NET] | 33 13.2 | 14 9.7 | 19 18.1 | 7 4.3 | 24 33.3 | 2 13.3 |
| ----- | | | | | | |
| MUCH LESS LIKELY | 19 7.6 | 6 4.1 | 13 12.4 | 4 2.5 | 14 19.4 | 1 6.7 |
| SOMEWHAT LESS LIKELY | 14 5.6 | 8 5.5 | 6 5.7 | 3 1.8 | 10 13.9 | 1 6.7 |
| UNSURE | 9 3.6 | 6 4.1 | 3 2.9 | 3 1.8 | 2 2.8 | 4 26.7 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q19. If a new tax is not passed, City maintenance will suffer. The City's appearance may deteriorate, as public works staff is less able to respond to graffiti, weed and illegal dumping abatement calls. Potholes in streets will take longer to fill and asphalt repairs will be made on a less timely basis. The condition of the City's parks may deteriorate and some may even be closed, including the twenty-seven acres of park that recently opened for City residents. Does this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-------------------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 181 72.4 | 90 73.8 | 91 71.1 | 26 66.7 | 125 73.1 | 28 75.7 | 85 73.3 | 93 71.0 | 3 100.0 | 68 76.4 | 53 76.8 | 32 69.6 | 28 60.9 | 105 75.5 | 10 58.8 | 66 70.2 | 32 74.4 | 94 75.8 | 38 74.5 | 15 51.7 | 2 66.7 |
| MUCH MORE LIKELY | 129 51.6 | 64 52.5 | 65 50.8 | 16 41.0 | 90 52.6 | 22 59.5 | 56 48.3 | 71 54.2 | 2 66.7 | 43 48.3 | 39 56.5 | 22 47.8 | 25 54.3 | 71 51.1 | 7 41.2 | 51 54.3 | 22 51.2 | 68 54.8 | 25 49.0 | 12 41.4 | 2 66.7 |
| SOMEWHAT MORE LIKELY | 52 20.8 | 26 21.3 | 26 20.3 | 10 25.6 | 35 20.5 | 6 16.2 | 29 25.0 | 22 16.8 | 1 33.3 | 25 28.1 | 14 20.3 | 10 21.7 | 3 6.5 | 34 24.5 | 3 17.6 | 15 16.0 | 10 23.3 | 26 21.0 | 13 25.5 | 3 10.3 | 0 |
| MAKES NO DIFFERENCE TO ME | 17 6.8 | 10 8.2 | 7 5.5 | 2 5.1 | 10 5.8 | 4 10.8 | 8 6.9 | 9 6.9 | 0 | 5 5.6 | 4 5.8 | 5 10.9 | 3 6.5 | 9 6.5 | 3 17.6 | 5 5.3 | 2 4.7 | 9 7.3 | 2 3.9 | 4 13.8 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 40 16.0 | 16 13.1 | 24 18.8 | 9 23.1 | 26 15.2 | 5 13.5 | 20 17.2 | 20 15.3 | 0 | 14 15.7 | 9 13.0 | 6 13.0 | 11 23.9 | 20 14.4 | 3 17.6 | 17 18.1 | 8 18.6 | 14 11.3 | 9 17.6 | 8 27.6 | 1 33.3 |
| MUCH LESS LIKELY | 24 9.6 | 11 9.0 | 13 10.2 | 5 12.8 | 16 9.4 | 3 8.1 | 14 12.1 | 10 7.6 | 0 | 9 10.1 | 6 8.7 | 3 6.5 | 6 13.0 | 12 8.6 | 2 11.8 | 10 10.6 | 5 11.6 | 7 5.6 | 6 11.8 | 5 17.2 | 1 33.3 |
| SOMEWHAT LESS LIKELY | 16 6.4 | 5 4.1 | 11 8.6 | 4 10.3 | 10 5.8 | 2 5.4 | 6 5.2 | 10 7.6 | 0 | 5 5.6 | 3 4.3 | 3 6.5 | 5 10.9 | 8 5.8 | 1 5.9 | 7 7.4 | 3 7.0 | 7 5.6 | 3 5.9 | 3 10.3 | 0 |
| UNSURE | 11 4.4 | 6 4.9 | 5 3.9 | 2 5.1 | 9 5.3 | 0 | 3 2.6 | 8 6.1 | 0 | 2 2.2 | 3 4.3 | 2 4.3 | 4 8.7 | 5 3.6 | 1 5.9 | 5 5.3 | 1 2.3 | 6 4.8 | 2 3.9 | 2 6.9 | 0 |
| REFUSED | 1 0.4 | 0 | 1 0.8 | 0 | 1 0.6 | 0 | 0 | 1 0.8 | 0 | 0 | 0 | 1 2.2 | 0 | 0 | 0 | 1 1.1 | 0 | 1 0.8 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q19. If a new tax is not passed, City maintenance will suffer. The City's appearance may deteriorate, as public works staff is less able to respond to graffiti, weed and illegal dumping abatement calls. Potholes in streets will take longer to fill and asphalt repairs will be made on a less timely basis. The condition of the City's parks may deteriorate and some may even be closed, including the twenty-seven acres of park that recently opened for City residents. Does this make you more likely or less likely to vote for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|----------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 181 72.4 | 109 75.2 | 72 68.6 | 139 85.3 | 35 48.6 | 7 46.7 |
| ----- | | | | | | |
| MUCH MORE LIKELY | 129 51.6 | 80 55.2 | 49 46.7 | 106 65.0 | 20 27.8 | 3 20.0 |
| SOMEWHAT MORE LIKELY | 52 20.8 | 29 20.0 | 23 21.9 | 33 20.2 | 15 20.8 | 4 26.7 |
| MAKES NO DIFFERENCE TO ME | 17 6.8 | 9 6.2 | 8 7.6 | 7 4.3 | 9 12.5 | 1 6.7 |
| LESS LIKELY TO VOTE FOR [NET] | 40 16.0 | 18 12.4 | 22 21.0 | 13 8.0 | 25 34.7 | 2 13.3 |
| ----- | | | | | | |
| MUCH LESS LIKELY | 24 9.6 | 9 6.2 | 15 14.3 | 6 3.7 | 17 23.6 | 1 6.7 |
| SOMEWHAT LESS LIKELY | 16 6.4 | 9 6.2 | 7 6.7 | 7 4.3 | 8 11.1 | 1 6.7 |
| UNSURE | 11 4.4 | 8 5.5 | 3 2.9 | 4 2.5 | 2 2.8 | 5 33.3 |
| REFUSED | 1 0.4 | 1 0.7 | 0 | 0 | 1 1.4 | 0 |

City of Coachella Voter Survey
July 2014

Q20. If you knew that the one cent sales tax applies only to sales of non-grocery goods within Coachella, such as bars, restaurants, gasoline, and retail stores like clothing stores, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-------------------------------|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 159 | 81 | 78 | 26 | 109 | 22 | 68 | 88 | 3 | 56 | 41 | 31 | 31 | 91 | 8 | 60 | 28 | 80 | 34 | 15 | 2 |
| | 63.6 | 66.4 | 60.9 | 66.7 | 63.7 | 59.5 | 58.6 | 67.2 | 100.0 | 62.9 | 59.4 | 67.4 | 67.4 | 65.5 | 47.1 | 63.8 | 65.1 | 64.5 | 66.7 | 51.7 | 66.7 |
| MUCH MORE LIKELY | 103 | 56 | 47 | 10 | 79 | 13 | 37 | 64 | 2 | 32 | 27 | 17 | 27 | 56 | 8 | 39 | 15 | 55 | 25 | 7 | 1 |
| | 41.2 | 45.9 | 36.7 | 25.6 | 46.2 | 35.1 | 31.9 | 48.9 | 66.7 | 36.0 | 39.1 | 37.0 | 58.7 | 40.3 | 47.1 | 41.5 | 34.9 | 44.4 | 49.0 | 24.1 | 33.3 |
| SOMEWHAT MORE LIKELY | 56 | 25 | 31 | 16 | 30 | 9 | 31 | 24 | 1 | 24 | 14 | 14 | 4 | 35 | 0 | 21 | 13 | 25 | 9 | 8 | 1 |
| | 22.4 | 20.5 | 24.2 | 41.0 | 17.5 | 24.3 | 26.7 | 18.3 | 33.3 | 27.0 | 20.3 | 30.4 | 8.7 | 25.2 | | 22.3 | 30.2 | 20.2 | 17.6 | 27.6 | 33.3 |
| MAKES NO DIFFERENCE TO ME | 18 | 9 | 9 | 2 | 13 | 3 | 11 | 7 | 0 | 6 | 6 | 3 | 3 | 10 | 0 | 8 | 3 | 11 | 2 | 2 | 0 |
| | 7.2 | 7.4 | 7.0 | 5.1 | 7.6 | 8.1 | 9.5 | 5.3 | | 6.7 | 8.7 | 6.5 | 6.5 | 7.2 | | 8.5 | 7.0 | 8.9 | 3.9 | 6.9 | |
| LESS LIKELY TO VOTE FOR [NET] | 64 | 28 | 36 | 11 | 40 | 12 | 35 | 29 | 0 | 27 | 20 | 8 | 9 | 35 | 9 | 20 | 12 | 29 | 13 | 9 | 1 |
| | 25.6 | 23.0 | 28.1 | 28.2 | 23.4 | 32.4 | 30.2 | 22.1 | | 30.3 | 29.0 | 17.4 | 19.6 | 25.2 | 52.9 | 21.3 | 27.9 | 23.4 | 25.5 | 31.0 | 33.3 |
| MUCH LESS LIKELY | 31 | 18 | 13 | 5 | 20 | 5 | 18 | 13 | 0 | 12 | 11 | 3 | 5 | 16 | 5 | 10 | 4 | 12 | 7 | 7 | 1 |
| | 12.4 | 14.8 | 10.2 | 12.8 | 11.7 | 13.5 | 15.5 | 9.9 | | 13.5 | 15.9 | 6.5 | 10.9 | 11.5 | 29.4 | 10.6 | 9.3 | 9.7 | 13.7 | 24.1 | 33.3 |
| SOMEWHAT LESS LIKELY | 33 | 10 | 23 | 6 | 20 | 7 | 17 | 16 | 0 | 15 | 9 | 5 | 4 | 19 | 4 | 10 | 8 | 17 | 6 | 2 | 0 |
| | 13.2 | 8.2 | 18.0 | 15.4 | 11.7 | 18.9 | 14.7 | 12.2 | | 16.9 | 13.0 | 10.9 | 8.7 | 13.7 | 23.5 | 10.6 | 18.6 | 13.7 | 11.8 | 6.9 | |
| UNSURE | 8 | 4 | 4 | 0 | 8 | 0 | 2 | 6 | 0 | 0 | 2 | 3 | 3 | 3 | 0 | 5 | 0 | 3 | 2 | 3 | 0 |
| | 3.2 | 3.3 | 3.1 | | 4.7 | | 1.7 | 4.6 | | | 2.9 | 6.5 | 6.5 | 2.2 | | 5.3 | | 2.4 | 3.9 | 10.3 | |
| REFUSED | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| | 0.4 | | 0.8 | | 0.6 | | | 0.8 | | | | 2.2 | | | | 1.1 | | 0.8 | | | |

City of Coachella Voter Survey
July 2014

Q20. If you knew that the one cent sales tax applies only to sales of non-grocery goods within Coachella, such as bars, restaurants, gasoline, and retail stores like clothing stores, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|----------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 159 63.6 | 103 71.0 | 56 53.3 | 116 71.2 | 37 51.4 | 6 40.0 |
| ----- | | | | | | |
| MUCH MORE LIKELY | 103 41.2 | 71 49.0 | 32 30.5 | 84 51.5 | 15 20.8 | 4 26.7 |
| SOMEWHAT MORE LIKELY | 56 22.4 | 32 22.1 | 24 22.9 | 32 19.6 | 22 30.6 | 2 13.3 |
| MAKES NO DIFFERENCE TO ME | 18 7.2 | 7 4.8 | 11 10.5 | 14 8.6 | 1 1.4 | 3 20.0 |
| LESS LIKELY TO VOTE FOR [NET] | 64 25.6 | 28 19.3 | 36 34.3 | 31 19.0 | 31 43.1 | 2 13.3 |
| ----- | | | | | | |
| MUCH LESS LIKELY | 31 12.4 | 13 9.0 | 18 17.1 | 11 6.7 | 20 27.8 | 0 |
| SOMEWHAT LESS LIKELY | 33 13.2 | 15 10.3 | 18 17.1 | 20 12.3 | 11 15.3 | 2 13.3 |
| UNSURE | 8 3.2 | 6 4.1 | 2 1.9 | 2 1.2 | 2 2.8 | 4 26.7 |
| REFUSED | 1 0.4 | 1 0.7 | 0 | 0 | 1 1.4 | 0 |

City of Coachella Voter Survey
July 2014

Q21. If you knew that the one cent local sales tax does not apply to services, such as hairdressers or the services of a doctor, dentist or attorney, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-------------------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 143 57.2 | 73 59.8 | 70 54.7 | 18 46.2 | 102 59.6 | 23 62.2 | 66 56.9 | 75 57.3 | 2 66.7 | 60 67.4 | 32 46.4 | 23 50.0 | 28 60.9 | 87 62.6 | 7 41.2 | 49 52.1 | 26 60.5 | 81 65.3 | 25 49.0 | 9 31.0 | 2 66.7 |
| MUCH MORE LIKELY | 85 34.0 | 45 36.9 | 40 31.3 | 9 23.1 | 61 35.7 | 15 40.5 | 39 33.6 | 44 33.6 | 2 66.7 | 35 39.3 | 17 24.6 | 9 19.6 | 24 52.2 | 54 38.8 | 4 23.5 | 27 28.7 | 15 34.9 | 51 41.1 | 14 27.5 | 4 13.8 | 1 33.3 |
| SOMEWHAT MORE LIKELY | 58 23.2 | 28 23.0 | 30 23.4 | 9 23.1 | 41 24.0 | 8 21.6 | 27 23.3 | 31 23.7 | 0 | 25 28.1 | 15 21.7 | 14 30.4 | 4 8.7 | 33 23.7 | 3 17.6 | 22 23.4 | 11 25.6 | 30 24.2 | 11 21.6 | 5 17.2 | 1 33.3 |
| MAKES NO DIFFERENCE TO ME | 25 10.0 | 14 11.5 | 11 8.6 | 4 10.3 | 16 9.4 | 4 10.8 | 11 9.5 | 14 10.7 | 0 | 7 7.9 | 5 7.2 | 7 15.2 | 6 13.0 | 12 8.6 | 2 11.8 | 11 11.7 | 3 7.0 | 10 8.1 | 5 9.8 | 7 24.1 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 71 28.4 | 30 24.6 | 41 32.0 | 16 41.0 | 45 26.3 | 8 21.6 | 36 31.0 | 34 26.0 | 1 33.3 | 20 22.5 | 31 44.9 | 12 26.1 | 8 17.4 | 34 24.5 | 7 41.2 | 30 31.9 | 12 27.9 | 30 24.2 | 16 31.4 | 12 41.4 | 1 33.3 |
| MUCH LESS LIKELY | 41 16.4 | 20 16.4 | 21 16.4 | 8 20.5 | 29 17.0 | 2 5.4 | 21 18.1 | 19 14.5 | 1 33.3 | 11 12.4 | 18 26.1 | 7 15.2 | 5 10.9 | 17 12.2 | 5 29.4 | 19 20.2 | 5 11.6 | 18 14.5 | 7 13.7 | 10 34.5 | 1 33.3 |
| SOMEWHAT LESS LIKELY | 30 12.0 | 10 8.2 | 20 15.6 | 8 20.5 | 16 9.4 | 6 16.2 | 15 12.9 | 15 11.5 | 0 | 9 10.1 | 13 18.8 | 5 10.9 | 3 6.5 | 17 12.2 | 2 11.8 | 11 11.7 | 7 16.3 | 12 9.7 | 9 17.6 | 2 6.9 | 0 |
| UNSURE | 11 4.4 | 5 4.1 | 6 4.7 | 1 2.6 | 8 4.7 | 2 5.4 | 3 2.6 | 8 6.1 | 0 | 2 2.2 | 1 1.4 | 4 8.7 | 4 8.7 | 6 4.3 | 1 5.9 | 4 4.3 | 2 4.7 | 3 2.4 | 5 9.8 | 1 3.4 | 0 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q21. If you knew that the one cent local sales tax does not apply to services, such as hairdressers or the services of a doctor, dentist or attorney, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|----------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 143 57.2 | 88 60.7 | 55 52.4 | 106 65.0 | 31 43.1 | 6 40.0 |
| ----- | | | | | | |
| MUCH MORE LIKELY | 85 34.0 | 55 37.9 | 30 28.6 | 67 41.1 | 15 20.8 | 3 20.0 |
| SOMEWHAT MORE LIKELY | 58 23.2 | 33 22.8 | 25 23.8 | 39 23.9 | 16 22.2 | 3 20.0 |
| MAKES NO DIFFERENCE TO ME | 25 10.0 | 16 11.0 | 9 8.6 | 13 8.0 | 9 12.5 | 3 20.0 |
| LESS LIKELY TO VOTE FOR [NET] | 71 28.4 | 33 22.8 | 38 36.2 | 41 25.2 | 29 40.3 | 1 6.7 |
| ----- | | | | | | |
| MUCH LESS LIKELY | 41 16.4 | 18 12.4 | 23 21.9 | 26 16.0 | 15 20.8 | 0 |
| SOMEWHAT LESS LIKELY | 30 12.0 | 15 10.3 | 15 14.3 | 15 9.2 | 14 19.4 | 1 6.7 |
| UNSURE | 11 4.4 | 8 5.5 | 3 2.9 | 3 1.8 | 3 4.2 | 5 33.3 |
| REFUSED | 0 | 0 | 0 | 0 | 0 | 0 |

City of Coachella Voter Survey
July 2014

Q22. Coachella receives most of its sales tax revenues from gasoline sales primarily along the I-10 freeway. That means Coachella residents will benefit from taxes paid by people who come to visit and do business here. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-------------------------------|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 180 | 85 | 95 | 29 | 123 | 25 | 78 | 99 | 3 | 65 | 47 | 33 | 35 | 99 | 12 | 69 | 32 | 90 | 37 | 20 | 1 |
| | 72.0 | 69.7 | 74.2 | 74.4 | 71.9 | 67.6 | 67.2 | 75.6 | 100.0 | 73.0 | 68.1 | 71.7 | 76.1 | 71.2 | 70.6 | 73.4 | 74.4 | 72.6 | 72.5 | 69.0 | 33.3 |
| MUCH MORE LIKELY | 112 | 54 | 58 | 13 | 81 | 17 | 44 | 66 | 2 | 38 | 35 | 15 | 24 | 60 | 7 | 45 | 18 | 56 | 25 | 12 | 1 |
| | 44.8 | 44.3 | 45.3 | 33.3 | 47.4 | 45.9 | 37.9 | 50.4 | 66.7 | 42.7 | 50.7 | 32.6 | 52.2 | 43.2 | 41.2 | 47.9 | 41.9 | 45.2 | 49.0 | 41.4 | 33.3 |
| SOMEWHAT MORE LIKELY | 68 | 31 | 37 | 16 | 42 | 8 | 34 | 33 | 1 | 27 | 12 | 18 | 11 | 39 | 5 | 24 | 14 | 34 | 12 | 8 | 0 |
| | 27.2 | 25.4 | 28.9 | 41.0 | 24.6 | 21.6 | 29.3 | 25.2 | 33.3 | 30.3 | 17.4 | 39.1 | 23.9 | 28.1 | 29.4 | 25.5 | 32.6 | 27.4 | 23.5 | 27.6 | 0 |
| MAKES NO DIFFERENCE TO ME | 16 | 9 | 7 | 0 | 13 | 3 | 9 | 7 | 0 | 4 | 8 | 4 | 0 | 10 | 1 | 5 | 3 | 6 | 4 | 3 | 0 |
| | 6.4 | 7.4 | 5.5 | 0 | 7.6 | 8.1 | 7.8 | 5.3 | 0 | 4.5 | 11.6 | 8.7 | 0 | 7.2 | 5.9 | 5.3 | 7.0 | 4.8 | 7.8 | 10.3 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 43 | 20 | 23 | 9 | 25 | 9 | 26 | 17 | 0 | 17 | 12 | 7 | 7 | 24 | 4 | 15 | 7 | 22 | 8 | 4 | 2 |
| | 17.2 | 16.4 | 18.0 | 23.1 | 14.6 | 24.3 | 22.4 | 13.0 | 0 | 19.1 | 17.4 | 15.2 | 15.2 | 17.3 | 23.5 | 16.0 | 16.3 | 17.7 | 15.7 | 13.8 | 66.7 |
| MUCH LESS LIKELY | 19 | 9 | 10 | 3 | 12 | 4 | 11 | 8 | 0 | 5 | 6 | 3 | 5 | 8 | 2 | 9 | 3 | 7 | 3 | 4 | 2 |
| | 7.6 | 7.4 | 7.8 | 7.7 | 7.0 | 10.8 | 9.5 | 6.1 | 0 | 5.6 | 8.7 | 6.5 | 10.9 | 5.8 | 11.8 | 9.6 | 7.0 | 5.6 | 5.9 | 13.8 | 66.7 |
| SOMEWHAT LESS LIKELY | 24 | 11 | 13 | 6 | 13 | 5 | 15 | 9 | 0 | 12 | 6 | 4 | 2 | 16 | 2 | 6 | 4 | 15 | 5 | 0 | 0 |
| | 9.6 | 9.0 | 10.2 | 15.4 | 7.6 | 13.5 | 12.9 | 6.9 | 0 | 13.5 | 8.7 | 8.7 | 4.3 | 11.5 | 11.8 | 6.4 | 9.3 | 12.1 | 9.8 | 0 | 0 |
| UNSURE | 9 | 6 | 3 | 1 | 8 | 0 | 2 | 7 | 0 | 2 | 1 | 2 | 4 | 6 | 0 | 3 | 1 | 6 | 1 | 1 | 0 |
| | 3.6 | 4.9 | 2.3 | 2.6 | 4.7 | 0 | 1.7 | 5.3 | 0 | 2.2 | 1.4 | 4.3 | 8.7 | 4.3 | 0 | 3.2 | 2.3 | 4.8 | 2.0 | 3.4 | 0 |
| REFUSED | 2 | 2 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 0 |
| | 0.8 | 1.6 | 0 | 0 | 1.2 | 0 | 0.9 | 0.8 | 0 | 1.1 | 1.4 | 0 | 0 | 0 | 0 | 2.1 | 0 | 0 | 2.0 | 3.4 | 0 |

City of Coachella Voter Survey
July 2014

Q22. Coachella receives most of its sales tax revenues from gasoline sales primarily along the I-10 freeway. That means Coachella residents will benefit from taxes paid by people who come to visit and do business here. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|----------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 180 72.0 | 110 75.9 | 70 66.7 | 135 82.8 | 35 48.6 | 10 66.7 |
| ----- | | | | | | |
| MUCH MORE LIKELY | 112 44.8 | 71 49.0 | 41 39.0 | 90 55.2 | 18 25.0 | 4 26.7 |
| SOMEWHAT MORE LIKELY | 68 27.2 | 39 26.9 | 29 27.6 | 45 27.6 | 17 23.6 | 6 40.0 |
| MAKES NO DIFFERENCE TO ME | 16 6.4 | 8 5.5 | 8 7.6 | 11 6.7 | 5 6.9 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 43 17.2 | 19 13.1 | 24 22.9 | 15 9.2 | 27 37.5 | 1 6.7 |
| ----- | | | | | | |
| MUCH LESS LIKELY | 19 7.6 | 11 7.6 | 8 7.6 | 5 3.1 | 13 18.1 | 1 6.7 |
| SOMEWHAT LESS LIKELY | 24 9.6 | 8 5.5 | 16 15.2 | 10 6.1 | 14 19.4 | 0 |
| UNSURE | 9 3.6 | 6 4.1 | 3 2.9 | 2 1.2 | 4 5.6 | 3 20.0 |
| REFUSED | 2 0.8 | 2 1.4 | 0 | 0 | 1 1.4 | 1 6.7 |

City of Coachella Voter Survey
July 2014

Q23. The sales tax increase would cost the average Coachella resident approximately seven dollars per month. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-------------------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| | | | | | | | | | | | | | | | | | | | | | |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 131 52.4 | 70 57.4 | 61 47.7 | 22 56.4 | 92 53.8 | 16 43.2 | 61 52.6 | 67 51.1 | 3 100.0 | 50 56.2 | 35 50.7 | 21 45.7 | 25 54.3 | 71 51.1 | 6 35.3 | 54 57.4 | 21 48.8 | 67 54.0 | 27 52.9 | 14 48.3 | 2 66.7 |
| MUCH MORE LIKELY | 71 28.4 | 40 32.8 | 31 24.2 | 5 12.8 | 53 31.0 | 13 35.1 | 30 25.9 | 41 31.3 | 0 | 24 27.0 | 21 30.4 | 9 19.6 | 17 37.0 | 40 28.8 | 3 17.6 | 28 29.8 | 11 25.6 | 41 33.1 | 13 25.5 | 4 13.8 | 2 66.7 |
| SOMEWHAT MORE LIKELY | 60 24.0 | 30 24.6 | 30 23.4 | 17 43.6 | 39 22.8 | 3 8.1 | 31 26.7 | 26 19.8 | 3 100.0 | 26 29.2 | 14 20.3 | 12 26.1 | 8 17.4 | 31 22.3 | 3 17.6 | 26 27.7 | 10 23.3 | 26 21.0 | 14 27.5 | 10 34.5 | 0 |
| MAKES NO DIFFERENCE TO ME | 17 6.8 | 8 6.6 | 9 7.0 | 3 7.7 | 11 6.4 | 3 8.1 | 10 8.6 | 7 5.3 | 0 | 5 5.6 | 6 8.7 | 4 8.7 | 2 4.3 | 10 7.2 | 1 5.9 | 6 6.4 | 2 4.7 | 9 7.3 | 3 5.9 | 3 10.3 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 92 36.8 | 39 32.0 | 53 41.4 | 13 33.3 | 59 34.5 | 18 48.6 | 42 36.2 | 50 38.2 | 0 | 33 37.1 | 26 37.7 | 18 39.1 | 15 32.6 | 52 37.4 | 10 58.8 | 30 31.9 | 18 41.9 | 45 36.3 | 18 35.3 | 10 34.5 | 1 33.3 |
| MUCH LESS LIKELY | 40 16.0 | 21 17.2 | 19 14.8 | 5 12.8 | 27 15.8 | 7 18.9 | 18 15.5 | 22 16.8 | 0 | 12 13.5 | 14 20.3 | 5 10.9 | 9 19.6 | 22 15.8 | 5 29.4 | 13 13.8 | 6 14.0 | 17 13.7 | 7 13.7 | 9 31.0 | 1 33.3 |
| SOMEWHAT LESS LIKELY | 52 20.8 | 18 14.8 | 34 26.6 | 8 20.5 | 32 18.7 | 11 29.7 | 24 20.7 | 28 21.4 | 0 | 21 23.6 | 12 17.4 | 13 28.3 | 6 13.0 | 30 21.6 | 5 29.4 | 17 18.1 | 12 27.9 | 28 22.6 | 11 21.6 | 1 3.4 | 0 |
| UNSURE | 8 3.2 | 3 2.5 | 5 3.9 | 1 2.6 | 7 4.1 | 0 | 2 1.7 | 6 4.6 | 0 | 0 | 1 1.4 | 3 6.5 | 4 8.7 | 6 4.3 | 0 | 2 2.1 | 2 4.7 | 3 2.4 | 2 3.9 | 1 3.4 | 0 |
| REFUSED | 2 0.8 | 2 1.6 | 0 | 0 | 2 1.2 | 0 | 1 0.9 | 1 0.8 | 0 | 1 1.1 | 1 1.4 | 0 | 0 | 0 | 0 | 2 2.1 | 0 | 0 | 1 2.0 | 1 3.4 | 0 |

City of Coachella Voter Survey
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Q23. The sales tax increase would cost the average Coachella resident approximately seven dollars per month. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|----------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 131 52.4 | 79 54.5 | 52 49.5 | 109 66.9 | 20 27.8 | 2 13.3 |
| ----- | | | | | | |
| MUCH MORE LIKELY | 71 28.4 | 46 31.7 | 25 23.8 | 65 39.9 | 6 8.3 | 0 |
| SOMEWHAT MORE LIKELY | 60 24.0 | 33 22.8 | 27 25.7 | 44 27.0 | 14 19.4 | 2 13.3 |
| MAKES NO DIFFERENCE TO ME | 17 6.8 | 7 4.8 | 10 9.5 | 11 6.7 | 5 6.9 | 1 6.7 |
| LESS LIKELY TO VOTE FOR [NET] | 92 36.8 | 51 35.2 | 41 39.0 | 41 25.2 | 45 62.5 | 6 40.0 |
| ----- | | | | | | |
| MUCH LESS LIKELY | 40 16.0 | 21 14.5 | 19 18.1 | 12 7.4 | 25 34.7 | 3 20.0 |
| SOMEWHAT LESS LIKELY | 52 20.8 | 30 20.7 | 22 21.0 | 29 17.8 | 20 27.8 | 3 20.0 |
| UNSURE | 8 3.2 | 6 4.1 | 2 1.9 | 2 1.2 | 1 1.4 | 5 33.3 |
| REFUSED | 2 0.8 | 2 1.4 | 0 | 0 | 1 1.4 | 1 6.7 |

City of Coachella Voter Survey
July 2014

Q24. The sales tax increase would allow the City to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-------------------------------|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 181 | 89 | 92 | 29 | 120 | 30 | 83 | 95 | 3 | 71 | 48 | 33 | 29 | 102 | 12 | 67 | 35 | 94 | 36 | 15 | 1 |
| | 72.4 | 73.0 | 71.9 | 74.4 | 70.2 | 81.1 | 71.6 | 72.5 | 100.0 | 79.8 | 69.6 | 71.7 | 63.0 | 73.4 | 70.6 | 71.3 | 81.4 | 75.8 | 70.6 | 51.7 | 33.3 |
| MUCH MORE LIKELY | 129 | 65 | 64 | 21 | 88 | 19 | 58 | 69 | 2 | 47 | 37 | 21 | 24 | 73 | 7 | 49 | 23 | 68 | 26 | 11 | 1 |
| | 51.6 | 53.3 | 50.0 | 53.8 | 51.5 | 51.4 | 50.0 | 52.7 | 66.7 | 52.8 | 53.6 | 45.7 | 52.2 | 52.5 | 41.2 | 52.1 | 53.5 | 54.8 | 51.0 | 37.9 | 33.3 |
| SOMEWHAT MORE LIKELY | 52 | 24 | 28 | 8 | 32 | 11 | 25 | 26 | 1 | 24 | 11 | 12 | 5 | 29 | 5 | 18 | 12 | 26 | 10 | 4 | 0 |
| | 20.8 | 19.7 | 21.9 | 20.5 | 18.7 | 29.7 | 21.6 | 19.8 | 33.3 | 27.0 | 15.9 | 26.1 | 10.9 | 20.9 | 29.4 | 19.1 | 27.9 | 21.0 | 19.6 | 13.8 | 0 |
| MAKES NO DIFFERENCE TO ME | 14 | 9 | 5 | 2 | 10 | 1 | 7 | 7 | 0 | 4 | 5 | 4 | 1 | 10 | 1 | 3 | 2 | 7 | 3 | 2 | 0 |
| | 5.6 | 7.4 | 3.9 | 5.1 | 5.8 | 2.7 | 6.0 | 5.3 | 0 | 4.5 | 7.2 | 8.7 | 2.2 | 7.2 | 5.9 | 3.2 | 4.7 | 5.6 | 5.9 | 6.9 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 46 | 19 | 27 | 8 | 32 | 6 | 24 | 22 | 0 | 13 | 15 | 6 | 12 | 22 | 4 | 20 | 5 | 19 | 10 | 10 | 2 |
| | 18.4 | 15.6 | 21.1 | 20.5 | 18.7 | 16.2 | 20.7 | 16.8 | 0 | 14.6 | 21.7 | 13.0 | 26.1 | 15.8 | 23.5 | 21.3 | 11.6 | 15.3 | 19.6 | 34.5 | 66.7 |
| MUCH LESS LIKELY | 25 | 13 | 12 | 4 | 18 | 3 | 16 | 9 | 0 | 7 | 8 | 2 | 8 | 13 | 3 | 9 | 2 | 10 | 5 | 7 | 1 |
| | 10.0 | 10.7 | 9.4 | 10.3 | 10.5 | 8.1 | 13.8 | 6.9 | 0 | 7.9 | 11.6 | 4.3 | 17.4 | 9.4 | 17.6 | 9.6 | 4.7 | 8.1 | 9.8 | 24.1 | 33.3 |
| SOMEWHAT LESS LIKELY | 21 | 6 | 15 | 4 | 14 | 3 | 8 | 13 | 0 | 6 | 7 | 4 | 4 | 9 | 1 | 11 | 3 | 9 | 5 | 3 | 1 |
| | 8.4 | 4.9 | 11.7 | 10.3 | 8.2 | 8.1 | 6.9 | 9.9 | 0 | 6.7 | 10.1 | 8.7 | 8.7 | 6.5 | 5.9 | 11.7 | 7.0 | 7.3 | 9.8 | 10.3 | 33.3 |
| UNSURE | 8 | 4 | 4 | 0 | 8 | 0 | 2 | 6 | 0 | 1 | 0 | 3 | 4 | 5 | 0 | 3 | 1 | 4 | 2 | 1 | 0 |
| | 3.2 | 3.3 | 3.1 | 0 | 4.7 | 0 | 1.7 | 4.6 | 0 | 1.1 | 0 | 6.5 | 8.7 | 3.6 | 0 | 3.2 | 2.3 | 3.2 | 3.9 | 3.4 | 0 |
| REFUSED | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| | 0.4 | 0.8 | 0 | 0 | 0.6 | 0 | 0 | 0.8 | 0 | 0 | 1.4 | 0 | 0 | 0 | 0 | 1.1 | 0 | 0 | 0 | 3.4 | 0 |

City of Coachella Voter Survey
July 2014

Q24. The sales tax increase would allow the City to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. Does knowing this make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|----------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 181 72.4 | 110 75.9 | 71 67.6 | 142 87.1 | 30 41.7 | 9 60.0 |
| ----- | | | | | | |
| MUCH MORE LIKELY | 129 51.6 | 76 52.4 | 53 50.5 | 106 65.0 | 17 23.6 | 6 40.0 |
| SOMEWHAT MORE LIKELY | 52 20.8 | 34 23.4 | 18 17.1 | 36 22.1 | 13 18.1 | 3 20.0 |
| MAKES NO DIFFERENCE TO ME | 14 5.6 | 8 5.5 | 6 5.7 | 7 4.3 | 7 9.7 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 46 18.4 | 20 13.8 | 26 24.8 | 11 6.7 | 33 45.8 | 2 13.3 |
| ----- | | | | | | |
| MUCH LESS LIKELY | 25 10.0 | 9 6.2 | 16 15.2 | 4 2.5 | 19 26.4 | 2 13.3 |
| SOMEWHAT LESS LIKELY | 21 8.4 | 11 7.6 | 10 9.5 | 7 4.3 | 14 19.4 | 0 |
| UNSURE | 8 3.2 | 6 4.1 | 2 1.9 | 3 1.8 | 2 2.8 | 3 20.0 |
| REFUSED | 1 0.4 | 1 0.7 | 0 | 0 | 0 | 1 6.7 |

City of Coachella Voter Survey
July 2014

Q25. If you knew that the sales tax would expire in 10 years, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|-------------------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| | | | | | | | | | | | | | | | | | | | | | |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 149 59.6 | 76 62.3 | 73 57.0 | 26 66.7 | 99 57.9 | 22 59.5 | 64 55.2 | 82 62.6 | 3 100.0 | 53 59.6 | 42 60.9 | 25 54.3 | 29 63.0 | 86 61.9 | 9 52.9 | 54 57.4 | 29 67.4 | 76 61.3 | 31 60.8 | 11 37.9 | 2 66.7 |
| MUCH MORE LIKELY | 90 36.0 | 48 39.3 | 42 32.8 | 12 30.8 | 63 36.8 | 15 40.5 | 37 31.9 | 51 38.9 | 2 66.7 | 31 34.8 | 28 40.6 | 13 28.3 | 18 39.1 | 52 37.4 | 5 29.4 | 33 35.1 | 18 41.9 | 46 37.1 | 18 35.3 | 6 20.7 | 2 66.7 |
| SOMEWHAT MORE LIKELY | 59 23.6 | 28 23.0 | 31 24.2 | 14 35.9 | 36 21.1 | 7 18.9 | 27 23.3 | 31 23.7 | 1 33.3 | 22 24.7 | 14 20.3 | 12 26.1 | 11 23.9 | 34 24.5 | 4 23.5 | 21 22.3 | 11 25.6 | 30 24.2 | 13 25.5 | 5 17.2 | 0 |
| MAKES NO DIFFERENCE TO ME | 22 8.8 | 8 6.6 | 14 10.9 | 3 7.7 | 14 8.2 | 5 13.5 | 15 12.9 | 7 5.3 | 0 | 9 10.1 | 6 8.7 | 6 13.0 | 1 2.2 | 12 8.6 | 2 11.8 | 8 8.5 | 4 9.3 | 8 6.5 | 6 11.8 | 4 13.8 | 0 |
| LESS LIKELY TO VOTE FOR [NET] | 66 26.4 | 31 25.4 | 35 27.3 | 10 25.6 | 45 26.3 | 10 27.0 | 34 29.3 | 32 24.4 | 0 | 26 29.2 | 20 29.0 | 11 23.9 | 9 19.6 | 33 23.7 | 6 35.3 | 27 28.7 | 9 20.9 | 33 26.6 | 10 19.6 | 13 44.8 | 1 33.3 |
| MUCH LESS LIKELY | 34 13.6 | 18 14.8 | 16 12.5 | 2 5.1 | 28 16.4 | 3 8.1 | 18 15.5 | 16 12.2 | 0 | 10 11.2 | 14 20.3 | 4 8.7 | 6 13.0 | 13 9.4 | 6 35.3 | 15 16.0 | 0 | 17 13.7 | 6 11.8 | 10 34.5 | 1 33.3 |
| SOMEWHAT LESS LIKELY | 32 12.8 | 13 10.7 | 19 14.8 | 8 20.5 | 17 9.9 | 7 18.9 | 16 13.8 | 16 12.2 | 0 | 16 18.0 | 6 8.7 | 7 15.2 | 3 6.5 | 20 14.4 | 0 | 12 12.8 | 9 20.9 | 16 12.9 | 4 7.8 | 3 10.3 | 0 |
| UNSURE | 11 4.4 | 6 4.9 | 5 3.9 | 0 | 11 6.4 | 0 | 3 2.6 | 8 6.1 | 0 | 1 1.1 | 0 | 3 6.5 | 7 15.2 | 8 5.8 | 0 | 3 3.2 | 1 2.3 | 6 4.8 | 4 7.8 | 0 | 0 |
| REFUSED | 2 0.8 | 1 0.8 | 1 0.8 | 0 | 2 1.2 | 0 | 0 | 2 1.5 | 0 | 0 | 1 1.4 | 1 2.2 | 0 | 0 | 0 | 2 2.1 | 0 | 1 0.8 | 0 | 1 3.4 | 0 |



City of Coachella Voter Survey
July 2014

Q25. If you knew that the sales tax would expire in 10 years, would that make you more likely or less likely to vote yes, for a one cent sales tax increase in Coachella? And would you say that you are much (more/less) likely or somewhat (more/less) likely?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|----------------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MORE LIKELY TO VOTE FOR [NET] | 149 59.6 | 95 65.5 | 54 51.4 | 116 71.2 | 27 37.5 | 6 40.0 |
| ----- | | | | | | |
| MUCH MORE LIKELY | 90 36.0 | 59 40.7 | 31 29.5 | 75 46.0 | 11 15.3 | 4 26.7 |
| SOMEWHAT MORE LIKELY | 59 23.6 | 36 24.8 | 23 21.9 | 41 25.2 | 16 22.2 | 2 13.3 |
| MAKES NO DIFFERENCE TO ME | 22 8.8 | 6 4.1 | 16 15.2 | 14 8.6 | 7 9.7 | 1 6.7 |
| LESS LIKELY TO VOTE FOR [NET] | 66 26.4 | 33 22.8 | 33 31.4 | 29 17.8 | 35 48.6 | 2 13.3 |
| ----- | | | | | | |
| MUCH LESS LIKELY | 34 13.6 | 16 11.0 | 18 17.1 | 10 6.1 | 23 31.9 | 1 6.7 |
| SOMEWHAT LESS LIKELY | 32 12.8 | 17 11.7 | 15 14.3 | 19 11.7 | 12 16.7 | 1 6.7 |
| UNSURE | 11 4.4 | 9 6.2 | 2 1.9 | 4 2.5 | 2 2.8 | 5 33.3 |
| REFUSED | 2 0.8 | 2 1.4 | 0 | 0 | 1 1.4 | 1 6.7 |

City of Coachella Voter Survey
July 2014

Q26. Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|--|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| | | | | | | | | | | | | | | | | | | | | | |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| NEW PROGRAMS FOR SENIORS | 72 28.8 | 33 27.0 | 39 30.5 | 13 33.3 | 47 27.5 | 11 29.7 | 29 25.0 | 42 32.1 | 1 33.3 | 16 18.0 | 22 31.9 | 17 37.0 | 17 37.0 | 37 26.6 | 5 29.4 | 30 31.9 | 12 27.9 | 32 25.8 | 13 25.5 | 13 44.8 | 2 66.7 |
| NEW LIBRARY FACILITY | 71 28.4 | 36 29.5 | 35 27.3 | 8 20.5 | 50 29.2 | 11 29.7 | 35 30.2 | 35 26.7 | 1 33.3 | 30 33.7 | 17 24.6 | 11 23.9 | 13 28.3 | 39 28.1 | 3 17.6 | 29 30.9 | 18 41.9 | 37 29.8 | 12 23.5 | 4 13.8 | 0 |
| CHILDCARE FACILITIES | 61 24.4 | 17 13.9 | 44 34.4 | 13 33.3 | 38 22.2 | 10 27.0 | 36 31.0 | 25 19.1 | 0 | 30 33.7 | 10 14.5 | 11 23.9 | 10 21.7 | 38 27.3 | 4 23.5 | 19 20.2 | 18 41.9 | 27 21.8 | 10 19.6 | 6 20.7 | 0 |
| STREET LIGHTING | 49 19.6 | 25 20.5 | 24 18.8 | 7 17.9 | 37 21.6 | 5 13.5 | 19 16.4 | 30 22.9 | 0 | 16 18.0 | 17 24.6 | 9 19.6 | 7 15.2 | 27 19.4 | 3 17.6 | 19 20.2 | 6 14.0 | 22 17.7 | 12 23.5 | 9 31.0 | 0 |
| PAVING STREETS | 45 18.0 | 20 16.4 | 25 19.5 | 6 15.4 | 36 21.1 | 3 8.1 | 24 20.7 | 19 14.5 | 2 66.7 | 15 16.9 | 16 23.2 | 7 15.2 | 7 15.2 | 24 17.3 | 5 29.4 | 16 17.0 | 4 9.3 | 24 19.4 | 10 19.6 | 7 24.1 | 0 |
| REPAIRING SIDEWALKS | 28 11.2 | 16 13.1 | 12 9.4 | 10 25.6 | 16 9.4 | 2 5.4 | 13 11.2 | 15 11.5 | 0 | 15 16.9 | 6 8.7 | 3 6.5 | 4 8.7 | 17 12.2 | 1 5.9 | 10 10.6 | 6 14.0 | 15 12.1 | 6 11.8 | 1 3.4 | 0 |
| OPEN SPACE SUCH AS TRAILS AND FIELDS AT CITY PARKS | 27 10.8 | 12 9.8 | 15 11.7 | 1 2.6 | 19 11.1 | 7 18.9 | 3 2.6 | 24 18.3 | 0 | 8 9.0 | 6 8.7 | 8 17.4 | 5 10.9 | 12 8.6 | 2 11.8 | 13 13.8 | 2 4.7 | 18 14.5 | 4 7.8 | 3 10.3 | 0 |
| SPEED BUMPS ON STREETS | 24 9.6 | 8 6.6 | 16 12.5 | 3 7.7 | 17 9.9 | 3 8.1 | 15 12.9 | 9 6.9 | 0 | 7 7.9 | 11 15.9 | 3 6.5 | 3 6.5 | 12 8.6 | 4 23.5 | 8 8.5 | 3 7.0 | 15 12.1 | 3 5.9 | 1 3.4 | 2 66.7 |
| SPORTS FIELDS AT CITY PARKS | 23 9.2 | 13 10.7 | 10 7.8 | 2 5.1 | 15 8.8 | 6 16.2 | 9 7.8 | 14 10.7 | 0 | 8 9.0 | 4 5.8 | 9 19.6 | 2 4.3 | 19 13.7 | 0 | 4 4.3 | 6 14.0 | 12 9.7 | 4 7.8 | 1 3.4 | 0 |
| CREATING ADDITIONAL BICYCLE AND PEDESTRIAN PATHS | 23 9.2 | 14 11.5 | 9 7.0 | 3 7.7 | 13 7.6 | 7 18.9 | 16 13.8 | 7 5.3 | 0 | 13 14.6 | 5 7.2 | 3 6.5 | 2 4.3 | 14 10.1 | 0 | 9 9.6 | 3 7.0 | 15 12.1 | 4 7.8 | 1 3.4 | 0 |
| RESTORE THE HISTORIC FAÇADE OF THE DOWNTOWN POST OFFICE AND OTHER DOWNTOWN HISTORIC STRUCTURES | 23 9.2 | 15 12.3 | 8 6.3 | 4 10.3 | 15 8.8 | 4 10.8 | 10 8.6 | 12 9.2 | 1 33.3 | 6 6.7 | 8 11.6 | 5 10.9 | 4 8.7 | 15 10.8 | 0 | 8 8.5 | 6 14.0 | 10 8.1 | 5 9.8 | 1 3.4 | 1 33.3 |
| PICNIC FACILITIES AT CITY PARKS | 16 6.4 | 9 7.4 | 7 5.5 | 4 10.3 | 10 5.8 | 2 5.4 | 7 6.0 | 8 6.1 | 1 33.3 | 4 4.5 | 6 8.7 | 2 4.3 | 4 8.7 | 11 7.9 | 1 5.9 | 4 4.3 | 2 4.7 | 10 8.1 | 0 | 3 10.3 | 1 33.3 |
| OTHER | 5 2.0 | 1 0.8 | 4 3.1 | 0 | 4 2.3 | 1 2.7 | 4 3.4 | 1 0.8 | 0 | 2 2.2 | 2 2.9 | 0 | 1 2.2 | 1 0.7 | 1 5.9 | 3 3.2 | 0 | 3 2.4 | 0 | 2 6.9 | 0 |
| WAGE INCREASE/HIGH PAYING JOB | 2 0.8 | 1 0.8 | 1 0.8 | 0 | 2 1.2 | 0 | 2 1.7 | 0 | 0 | 1 1.1 | 1 1.4 | 0 | 0 | 1 0.7 | 0 | 1 1.1 | 0 | 1 0.8 | 0 | 1 3.4 | 0 |

Continued



City of Coachella Voter Survey
July 2014

Q26. Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|---------|-----------|----------|----------|----------|----------|------------|----------|--------------|----------------------|----------|----------|----------|---------------|----------|-----------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| NOTHING | 1 0.4 | 0 | 1 0.8 | 0 | 1 0.6 | 0 | 0 | 1 0.8 | 0 | 0 | 1 1.4 | 0 | 0 | 0 | 0 | 1 1.1 | 0 | 1 0.8 | 0 | 0 | 0 |
| UNSURE | 12 4.8 | 9 7.4 | 3 2.3 | 1 2.6 | 9 5.3 | 1 2.7 | 3 2.6 | 9 6.9 | 0 | 2 2.2 | 3 4.3 | 2 4.3 | 5 10.9 | 4 2.9 | 2 11.8 | 6 6.4 | 0 | 4 3.2 | 6 11.8 | 2 6.9 | 0 |
| REFUSED | 4 1.6 | 3 2.5 | 1 0.8 | 1 2.6 | 3 1.8 | 0 | 3 2.6 | 1 0.8 | 0 | 2 2.2 | 1 1.4 | 0 | 1 2.2 | 2 1.4 | 0 | 2 2.1 | 0 | 0 | 3 5.9 | 1 3.4 | 0 |



BALLOT TEST 1
City of Coachella Voter Survey
July 2014

Q26. Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?

Base: Total sample

| | LANGUAGE | | | BALLOT TEST 1 (TAX INCREASE) | | |
|--|--------------|--------------|--------------|---------------------------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| NEW PROGRAMS FOR SENIORS | 72 28.8 | 45 31.0 | 27 25.7 | 40 24.5 | 28 38.9 | 4 26.7 |
| NEW LIBRARY FACILITY | 71 28.4 | 40 27.6 | 31 29.5 | 53 32.5 | 14 19.4 | 4 26.7 |
| CHILDCARE FACILITIES | 61 24.4 | 32 22.1 | 29 27.6 | 37 22.7 | 20 27.8 | 4 26.7 |
| STREET LIGHTING | 49 19.6 | 28 19.3 | 21 20.0 | 31 19.0 | 16 22.2 | 2 13.3 |
| PAVING STREETS | 45 18.0 | 28 19.3 | 17 16.2 | 35 21.5 | 8 11.1 | 2 13.3 |
| REPAIRING SIDEWALKS | 28 11.2 | 10 6.9 | 18 17.1 | 21 12.9 | 6 8.3 | 1 6.7 |
| OPEN SPACE SUCH AS TRAILS AND FIELDS AT CITY PARKS | 27 10.8 | 23 15.9 | 4 3.8 | 21 12.9 | 5 6.9 | 1 6.7 |
| SPEED BUMPS ON STREETS | 24 9.6 | 10 6.9 | 14 13.3 | 10 6.1 | 14 19.4 | 0 |
| SPORTS FIELDS AT CITY PARKS | 23 9.2 | 15 10.3 | 8 7.6 | 16 9.8 | 5 6.9 | 2 13.3 |
| CREATING ADDITIONAL BICYCLE AND PEDESTRIAN PATHS | 23 9.2 | 12 8.3 | 11 10.5 | 17 10.4 | 6 8.3 | 0 |
| RESTORE THE HISTORIC FAÇADE OF THE DOWNTOWN POST OFFICE AND OTHER DOWNTOWN HISTORIC STRUCTURES | 23 9.2 | 15 10.3 | 8 7.6 | 18 11.0 | 4 5.6 | 1 6.7 |
| PICNIC FACILITIES AT CITY PARKS | 16 6.4 | 9 6.2 | 7 6.7 | 11 6.7 | 5 6.9 | 0 |
| OTHER ----- | 5 2.0 | 2 1.4 | 3 2.9 | 1 0.6 | 3 4.2 | 1 6.7 |
| WAGE INCREASE/HIGH PAYING JOB | 2 0.8 | 0 | 2 1.9 | 0 | 1 1.4 | 1 6.7 |

Continued



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Q26. Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|---------|-----------|----------|---------------------------------|-------------|------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| NOTHING | 1 0.4 | 1 0.7 | 0 | 0 | 1 1.4 | 0 |
| UNSURE | 12 4.8 | 8 5.5 | 4 3.8 | 7 4.3 | 3 4.2 | 2 13.3 |
| REFUSED | 4 1.6 | 2 1.4 | 2 1.9 | 0 | 2 2.8 | 2 13.3 |

City of Coachella Voter Survey
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Now I am going to read to you some statements of two Coachella residents. Please listen to each statement and tell me with whom you agree more.

Q27. LOPEZ says: "We need to pass the sales tax increase to avoid dramatic cuts in funding and the loss of critical city services." DURAN says: "We don't need to raise taxes - the City needs to make hard decisions on how to cut non-essential spending." With whom do you agree more, LOPEZ or DURAN?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|--|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| LOPEZ WHO SAYS PASS THE SALES TAX INCREASE | 130 52.0 | 70 57.4 | 60 46.9 | 23 59.0 | 88 51.5 | 18 48.6 | 60 51.7 | 67 51.1 | 3 100.0 | 53 59.6 | 35 50.7 | 19 41.3 | 23 50.0 | 74 53.2 | 7 41.2 | 49 52.1 | 28 65.1 | 62 50.0 | 27 52.9 | 12 41.4 | 1 33.3 |
| DURAN WHO SAYS DON'T PASS THE TAX INCREASE | 90 36.0 | 40 32.8 | 50 39.1 | 10 25.6 | 62 36.3 | 16 43.2 | 47 40.5 | 43 32.8 | 0 | 31 34.8 | 30 43.5 | 16 34.8 | 13 28.3 | 51 36.7 | 7 41.2 | 32 34.0 | 14 32.6 | 45 36.3 | 18 35.3 | 11 37.9 | 2 66.7 |
| UNSURE | 28 11.2 | 12 9.8 | 16 12.5 | 5 12.8 | 20 11.7 | 3 8.1 | 9 7.8 | 19 14.5 | 0 | 5 5.6 | 3 4.3 | 10 21.7 | 10 21.7 | 14 10.1 | 3 17.6 | 11 11.7 | 1 2.3 | 16 12.9 | 6 11.8 | 5 17.2 | 0 |
| REFUSED | 2 0.8 | 0 | 2 1.6 | 1 2.6 | 1 0.6 | 0 | 0 | 2 1.5 | 0 | 0 | 1 1.4 | 1 2.2 | 0 | 0 | 0 | 2 2.1 | 0 | 1 0.8 | 0 | 1 3.4 | 0 |



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Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|---|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| LOPEZ WHO SAYS PASS THE SALES TAX INCREASE | 130 52.0 | 77 53.1 | 53 50.5 | 103 63.2 | 21 29.2 | 6 40.0 |
| DURAN WHO SAYS DON'T PASS THE TAX INCREASE | 90 36.0 | 49 33.8 | 41 39.0 | 47 28.8 | 42 58.3 | 1 6.7 |
| UNSURE | 28 11.2 | 18 12.4 | 10 9.5 | 13 8.0 | 7 9.7 | 8 53.3 |
| REFUSED | 2 0.8 | 1 0.7 | 1 1.0 | 0 | 2 2.8 | 0 |

City of Coachella Voter Survey
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Q28. Knowing what you do now, if an election were held today, would you vote yes, in favor of increasing the sales tax in the City of Coachella by one cent, or no against it? And would you say that you would definitely vote (for/against) a one cent sales tax increase or probably vote (for/against) a one cent local sales tax increase? Would you say that you lean one way or another?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|--|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| YES, VOTE FOR A ONE CENT SALES TAX INCREASE [NET] | 161 | 86 | 75 | 28 | 106 | 25 | 75 | 83 | 3 | 63 | 41 | 29 | 28 | 92 | 6 | 63 | 33 | 78 | 32 | 16 | 2 |
| | 64.4 | 70.5 | 58.6 | 71.8 | 62.0 | 67.6 | 64.7 | 63.4 | 100.0 | 70.8 | 59.4 | 63.0 | 60.9 | 66.2 | 35.3 | 67.0 | 76.7 | 62.9 | 62.7 | 55.2 | 66.7 |
| DEFINITELY VOTE YES | 98 | 53 | 45 | 15 | 65 | 17 | 47 | 49 | 2 | 38 | 26 | 16 | 18 | 57 | 4 | 37 | 22 | 46 | 21 | 8 | 1 |
| | 39.2 | 43.4 | 35.2 | 38.5 | 38.0 | 45.9 | 40.5 | 37.4 | 66.7 | 42.7 | 37.7 | 34.8 | 39.1 | 41.0 | 23.5 | 39.4 | 51.2 | 37.1 | 41.2 | 27.6 | 33.3 |
| PROBABLY VOTE YES | 59 | 32 | 27 | 12 | 38 | 8 | 27 | 31 | 1 | 24 | 14 | 12 | 9 | 33 | 2 | 24 | 11 | 29 | 11 | 7 | 1 |
| | 23.6 | 26.2 | 21.1 | 30.8 | 22.2 | 21.6 | 23.3 | 23.7 | 33.3 | 27.0 | 20.3 | 26.1 | 19.6 | 23.7 | 11.8 | 25.5 | 25.6 | 23.4 | 21.6 | 24.1 | 33.3 |
| LEAN VOTE YES | 4 | 1 | 3 | 1 | 3 | 0 | 1 | 3 | 0 | 1 | 1 | 1 | 1 | 2 | 0 | 2 | 0 | 3 | 0 | 1 | 0 |
| | 1.6 | 0.8 | 2.3 | 2.6 | 1.8 | 0 | 0.9 | 2.3 | 0 | 1.1 | 1.4 | 2.2 | 2.2 | 1.4 | 0 | 2.1 | 0 | 2.4 | 0 | 3.4 | 0 |
| NO, VOTE AGAINST A ONE CENT SALES TAX INCREASE [NET] | 69 | 28 | 41 | 9 | 47 | 12 | 34 | 35 | 0 | 22 | 23 | 11 | 13 | 38 | 9 | 22 | 10 | 35 | 14 | 9 | 1 |
| | 27.6 | 23.0 | 32.0 | 23.1 | 27.5 | 32.4 | 29.3 | 26.7 | 0 | 24.7 | 33.3 | 23.9 | 28.3 | 27.3 | 52.9 | 23.4 | 23.3 | 28.2 | 27.5 | 31.0 | 33.3 |
| DEFINITELY VOTE NO | 38 | 14 | 24 | 6 | 26 | 5 | 20 | 18 | 0 | 12 | 13 | 7 | 6 | 20 | 6 | 12 | 3 | 19 | 8 | 7 | 1 |
| | 15.2 | 11.5 | 18.8 | 15.4 | 15.2 | 13.5 | 17.2 | 13.7 | 0 | 13.5 | 18.8 | 15.2 | 13.0 | 14.4 | 35.3 | 12.8 | 7.0 | 15.3 | 15.7 | 24.1 | 33.3 |
| PROBABLY VOTE NO | 28 | 13 | 15 | 3 | 18 | 7 | 12 | 16 | 0 | 9 | 10 | 3 | 6 | 16 | 3 | 9 | 7 | 15 | 4 | 2 | 0 |
| | 11.2 | 10.7 | 11.7 | 7.7 | 10.5 | 18.9 | 10.3 | 12.2 | 0 | 10.1 | 14.5 | 6.5 | 13.0 | 11.5 | 17.6 | 9.6 | 16.3 | 12.1 | 7.8 | 6.9 | 0 |
| LEAN VOTE NO | 3 | 1 | 2 | 0 | 3 | 0 | 2 | 1 | 0 | 1 | 0 | 1 | 1 | 2 | 0 | 1 | 0 | 1 | 2 | 0 | 0 |
| | 1.2 | 0.8 | 1.6 | 0 | 1.8 | 0 | 1.7 | 0.8 | 0 | 1.1 | 0 | 2.2 | 2.2 | 1.4 | 0 | 1.1 | 0 | 0.8 | 3.9 | 0 | 0 |
| FIRM UNSURE | 17 | 7 | 10 | 1 | 16 | 0 | 7 | 10 | 0 | 4 | 3 | 5 | 5 | 9 | 2 | 6 | 0 | 10 | 5 | 2 | 0 |
| | 6.8 | 5.7 | 7.8 | 2.6 | 9.4 | 0 | 6.0 | 7.6 | 0 | 4.5 | 4.3 | 10.9 | 10.9 | 6.5 | 11.8 | 6.4 | 0 | 8.1 | 9.8 | 6.9 | 0 |
| REFUSED | 3 | 1 | 2 | 1 | 2 | 0 | 0 | 3 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 2 | 0 |
| | 1.2 | 0.8 | 1.6 | 2.6 | 1.2 | 0 | 0 | 2.3 | 0 | 0 | 2.9 | 2.2 | 0 | 0 | 0 | 3.2 | 0 | 0.8 | 0 | 6.9 | 0 |

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Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|---|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| YES, VOTE FOR A ONE CENT SALES TAX INCREASE [NET] | 161 64.4 | 95 65.5 | 66 62.9 | 130 79.8 | 26 36.1 | 5 33.3 |
| DEFINITELY VOTE YES | 98 39.2 | 55 37.9 | 43 41.0 | 83 50.9 | 12 16.7 | 3 20.0 |
| PROBABLY VOTE YES | 59 23.6 | 36 24.8 | 23 21.9 | 44 27.0 | 13 18.1 | 2 13.3 |
| LEAN VOTE YES | 4 1.6 | 4 2.8 | 0 | 3 1.8 | 1 1.4 | 0 |
| NO, VOTE AGAINST A ONE CENT SALES TAX INCREASE [NET] | 69 27.6 | 36 24.8 | 33 31.4 | 24 14.7 | 40 55.6 | 5 33.3 |
| DEFINITELY VOTE NO | 38 15.2 | 17 11.7 | 21 20.0 | 6 3.7 | 29 40.3 | 3 20.0 |
| PROBABLY VOTE NO | 28 11.2 | 18 12.4 | 10 9.5 | 17 10.4 | 9 12.5 | 2 13.3 |
| LEAN VOTE NO | 3 1.2 | 1 0.7 | 2 1.9 | 1 0.6 | 2 2.8 | 0 |
| FIRM UNSURE | 17 6.8 | 12 8.3 | 5 4.8 | 9 5.5 | 4 5.6 | 4 26.7 |
| REFUSED | 3 1.2 | 2 1.4 | 1 1.0 | 0 | 2 2.8 | 1 6.7 |

City of Coachella Voter Survey
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Q29. If the City increased the sales tax increase to one-half cent rather than one cent, it would generate one-point-four million dollars per year rather than two point eight million dollars per year. While the one-half sales tax increase will be enough to save most City services, the City will still have to make some painful cuts. It will not be enough to save the City's paramedic squad that was established last year, nor will it allow the City to invest in projects that improve the community, such as a new library that would be triple the size of the current library, additional parks and recreation facilities and redevelopment of downtown Coachella. If an election were held today, would you vote yes, in favor of increasing the sales tax in the City of Coachella by one-half cent, or no against it? And would you say that you would definitely vote (for/against) a one-half cent sales tax increase or probably vote (for/against) a one-half cent local sales tax increase? Would you say that you lean one way or another?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|---|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| YES, VOTE FOR A ONE-HALF CENT SALES TAX INCREASE [NET] | 166 | 86 | 80 | 28 | 106 | 30 | 75 | 88 | 3 | 60 | 44 | 34 | 28 | 93 | 9 | 64 | 31 | 83 | 33 | 18 | 1 |
| | 66.4 | 70.5 | 62.5 | 71.8 | 62.0 | 81.1 | 64.7 | 67.2 | 100.0 | 67.4 | 63.8 | 73.9 | 60.9 | 66.9 | 52.9 | 68.1 | 72.1 | 66.9 | 64.7 | 62.1 | 33.3 |
| DEFINITELY VOTE YES | 91 | 56 | 35 | 16 | 60 | 15 | 41 | 48 | 2 | 31 | 25 | 19 | 16 | 51 | 4 | 36 | 20 | 41 | 19 | 10 | 1 |
| | 36.4 | 45.9 | 27.3 | 41.0 | 35.1 | 40.5 | 35.3 | 36.6 | 66.7 | 34.8 | 36.2 | 41.3 | 34.8 | 36.7 | 23.5 | 38.3 | 46.5 | 33.1 | 37.3 | 34.5 | 33.3 |
| PROBABLY VOTE YES | 74 | 30 | 44 | 12 | 45 | 15 | 33 | 40 | 1 | 28 | 19 | 15 | 12 | 42 | 4 | 28 | 11 | 41 | 14 | 8 | 0 |
| | 29.6 | 24.6 | 34.4 | 30.8 | 26.3 | 40.5 | 28.4 | 30.5 | 33.3 | 31.5 | 27.5 | 32.6 | 26.1 | 30.2 | 23.5 | 29.8 | 25.6 | 33.1 | 27.5 | 27.6 | 0 |
| LEAN VOTE YES | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| | 0.4 | 0.0 | 0.8 | 0.0 | 0.6 | 0.0 | 0.9 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 5.9 | 0.0 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| NO, VOTE AGAINST A ONE-HALF CENT SALES TAX INCREASE [NET] | 73 | 29 | 44 | 9 | 56 | 7 | 37 | 36 | 0 | 27 | 22 | 11 | 13 | 39 | 7 | 27 | 11 | 36 | 15 | 9 | 2 |
| | 29.2 | 23.8 | 34.4 | 23.1 | 32.7 | 18.9 | 31.9 | 27.5 | 0 | 30.3 | 31.9 | 23.9 | 28.3 | 28.1 | 41.2 | 28.7 | 25.6 | 29.0 | 29.4 | 31.0 | 66.7 |
| DEFINITELY VOTE NO | 54 | 22 | 32 | 7 | 43 | 3 | 27 | 27 | 0 | 19 | 18 | 9 | 8 | 27 | 7 | 20 | 6 | 25 | 13 | 8 | 2 |
| | 21.6 | 18.0 | 25.0 | 17.9 | 25.1 | 8.1 | 23.3 | 20.6 | 0 | 21.3 | 26.1 | 19.6 | 17.4 | 19.4 | 41.2 | 21.3 | 14.0 | 20.2 | 25.5 | 27.6 | 66.7 |
| PROBABLY VOTE NO | 17 | 6 | 11 | 2 | 11 | 4 | 10 | 7 | 0 | 8 | 4 | 2 | 3 | 11 | 0 | 6 | 5 | 10 | 1 | 1 | 0 |
| | 6.8 | 4.9 | 8.6 | 5.1 | 6.4 | 10.8 | 8.6 | 5.3 | 0 | 9.0 | 5.8 | 4.3 | 6.5 | 7.9 | 0 | 6.4 | 11.6 | 8.1 | 2.0 | 3.4 | 0 |
| LEAN VOTE NO | 2 | 1 | 1 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 |
| | 0.8 | 0.8 | 0.8 | 0.0 | 1.2 | 0.0 | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 4.3 | 0.7 | 0.0 | 1.1 | 0.8 | 0.8 | 2.0 | 0.0 | 0.0 |
| FIRM UNSURE | 7 | 5 | 2 | 1 | 6 | 0 | 3 | 4 | 0 | 2 | 0 | 1 | 4 | 6 | 0 | 1 | 1 | 4 | 2 | 0 | 0 |
| | 2.8 | 4.1 | 1.6 | 2.6 | 3.5 | 0.0 | 2.6 | 3.1 | 0 | 2.2 | 0.0 | 2.2 | 8.7 | 4.3 | 0.0 | 1.1 | 2.3 | 3.2 | 3.9 | 0.0 | 0.0 |
| REFUSED | 4 | 2 | 2 | 1 | 3 | 0 | 1 | 3 | 0 | 0 | 3 | 0 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 2 | 0 |
| | 1.6 | 1.6 | 1.6 | 2.6 | 1.8 | 0.0 | 0.9 | 2.3 | 0.0 | 0.0 | 4.3 | 0.0 | 2.2 | 0.7 | 5.9 | 2.1 | 0.8 | 2.0 | 6.9 | 0.0 | 0.0 |

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July 2014

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Base: Total sample

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| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| YES, VOTE FOR A ONE-HALF CENT SALES TAX INCREASE [NET] | 166 66.4 | 104 71.7 | 62 59.0 | 119 73.0 | 38 52.8 | 9 60.0 |
| ----- | | | | | | |
| DEFINITELY VOTE YES | 91 36.4 | 59 40.7 | 32 30.5 | 73 44.8 | 13 18.1 | 5 33.3 |
| PROBABLY VOTE YES | 74 29.6 | 45 31.0 | 29 27.6 | 46 28.2 | 25 34.7 | 3 20.0 |
| LEAN VOTE YES | 1 0.4 | 0 | 1 1.0 | 0 | 0 | 1 6.7 |
| NO, VOTE AGAINST A ONE-HALF CENT SALES TAX INCREASE [NET] | 73 29.2 | 33 22.8 | 40 38.1 | 39 23.9 | 31 43.1 | 3 20.0 |
| ----- | | | | | | |
| DEFINITELY VOTE NO | 54 21.6 | 23 15.9 | 31 29.5 | 27 16.6 | 25 34.7 | 2 13.3 |
| PROBABLY VOTE NO | 17 6.8 | 8 5.5 | 9 8.6 | 12 7.4 | 5 6.9 | 0 |
| LEAN VOTE NO | 2 0.8 | 2 1.4 | 0 | 0 | 1 1.4 | 1 6.7 |
| FIRM UNSURE | 7 2.8 | 5 3.4 | 2 1.9 | 3 1.8 | 2 2.8 | 2 13.3 |
| REFUSED | 4 1.6 | 3 2.1 | 1 1.0 | 2 1.2 | 1 1.4 | 1 6.7 |

City of Coachella Voter Survey
July 2014

Q30. And finally, for demographic purposes only, which of the following best describes your ethnic background?

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|------------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|---------------|--------------|-------------|-------------------|-------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| LATINO/HISPANIC | 235 94.0 | 115 94.3 | 120 93.8 | 36 92.3 | 162 94.7 | 34 91.9 | 108 93.1 | 124 94.7 | 3 100.0 | 84 94.4 | 66 95.7 | 42 91.3 | 43 93.5 | 129 92.8 | 17 100.0 | 89 94.7 | 41 95.3 | 120 96.8 | 46 90.2 | 26 89.7 | 2 66.7 |
| WHITE/CAUCASIAN | 5 2.0 | 2 1.6 | 3 2.3 | 1 2.6 | 2 1.2 | 2 5.4 | 4 3.4 | 1 0.8 | 0 | 3 3.4 | 1 1.4 | 1 2.2 | 0 | 4 2.9 | 0 | 1 1.1 | 2 4.7 | 0 | 3 5.9 | 0 | 0 |
| BLACK/AFRICAN AMERICAN | 2 0.8 | 1 0.8 | 1 0.8 | 1 2.6 | 1 0.6 | 0 | 2 1.7 | 0 | 0 | 1 1.1 | 0 | 1 2.2 | 0 | 2 1.4 | 0 | 0 | 0 | 1 0.8 | 1 2.0 | 0 | 0 |
| ASIAN | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| OTHER | 2 0.8 | 2 1.6 | 0 | 1 2.6 | 1 0.6 | 0 | 0 | 2 1.5 | 0 | 1 1.1 | 0 | 0 | 1 2.2 | 1 0.7 | 0 | 1 1.1 | 0 | 1 0.8 | 1 2.0 | 0 | 0 |
| REFUSED | 6 2.4 | 2 1.6 | 4 3.1 | 0 | 5 2.9 | 1 2.7 | 2 1.7 | 4 3.1 | 0 | 0 | 2 2.9 | 2 4.3 | 2 4.3 | 3 2.2 | 0 | 3 3.2 | 0 | 2 1.6 | 0 | 3 10.3 | 1 33.3 |



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Q30. And finally, for demographic purposes only, which of the following best describes your ethnic background?

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| LATINO/HISPANIC | 235 94.0 | 138 95.2 | 97 92.4 | 157 96.3 | 65 90.3 | 13 86.7 |
| WHITE/CAUCASIAN | 5 2.0 | 1 0.7 | 4 3.8 | 2 1.2 | 3 4.2 | 0 |
| BLACK/AFRICAN AMERICAN | 2 0.8 | 0 | 2 1.9 | 1 0.6 | 1 1.4 | 0 |
| ASIAN | 0 | 0 | 0 | 0 | 0 | 0 |
| OTHER | 2 0.8 | 1 0.7 | 1 1.0 | 0 | 2 2.8 | 0 |
| REFUSED | 6 2.4 | 5 3.4 | 1 1.0 | 3 1.8 | 1 1.4 | 2 13.3 |

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July 2014

QGENDER. Gender

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | | |
|--------|--------|-------|--------|-------|-------|------------|---------|--------------|----------------------|-------|-------|-------|---------------|-------|-------|-------------------|-------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| MALE | 122 | 122 | 0 | 22 | 85 | 14 | 50 | 69 | 3 | 41 | 34 | 22 | 25 | 66 | 6 | 50 | 14 | 64 | 28 | 14 | 2 |
| | 48.8 | 100.0 | | 56.4 | 49.7 | 37.8 | 43.1 | 52.7 | 100.0 | 46.1 | 49.3 | 47.8 | 54.3 | 47.5 | 35.3 | 53.2 | 32.6 | 51.6 | 54.9 | 48.3 | 66.7 |
| FEMALE | 128 | 0 | 128 | 17 | 86 | 23 | 66 | 62 | 0 | 48 | 35 | 24 | 21 | 73 | 11 | 44 | 29 | 60 | 23 | 15 | 1 |
| | 51.2 | | 100.0 | 43.6 | 50.3 | 62.2 | 56.9 | 47.3 | | 53.9 | 50.7 | 52.2 | 45.7 | 52.5 | 64.7 | 46.8 | 67.4 | 48.4 | 45.1 | 51.7 | 33.3 |



City of Coachella Voter Survey
July 2014

QGENDER. Gender

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | |
|--------|--------------|--------------|---------------------------------|-------------|--------------------|
| | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| MALE | 75 48.8 | 47 44.8 | 86 52.8 | 30 41.7 | 6 40.0 |
| FEMALE | 70 51.2 | 58 55.2 | 77 47.2 | 42 58.3 | 9 60.0 |



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PARTY

Base: Total sample

| | GENDER | | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|-------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| REP | 39 15.6 | 22 18.0 | 17 13.3 | 39 100.0 | 0 | 0 | 24 20.7 | 14 10.7 | 1 33.3 | 23 25.8 | 9 13.0 | 4 8.7 | 3 6.5 | 28 20.1 | 2 11.8 | 9 9.6 | 14 32.6 | 9 7.3 | 8 15.7 | 8 27.6 | 0 |
| DEM | 171 68.4 | 85 69.7 | 86 67.2 | 0 | 171 100.0 | 0 | 70 60.3 | 99 75.6 | 2 66.7 | 47 52.8 | 50 72.5 | 34 73.9 | 40 87.0 | 89 64.0 | 12 70.6 | 70 74.5 | 13 30.2 | 97 78.2 | 40 78.4 | 19 65.5 | 2 66.7 |
| DTS | 37 14.8 | 14 11.5 | 23 18.0 | 0 | 0 | 37 100.0 | 20 17.2 | 17 13.0 | 0 | 18 20.2 | 9 13.0 | 8 17.4 | 2 4.3 | 20 14.4 | 2 11.8 | 15 16.0 | 15 34.9 | 16 12.9 | 3 5.9 | 2 6.9 | 1 33.3 |



City of Coachella Voter Survey
July 2014

PARTY

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|-------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| REP | 39 15.6 | 12 8.3 | 27 25.7 | 24 14.7 | 14 19.4 | 1 6.7 |
| DEM | 171 68.4 | 113 77.9 | 58 55.2 | 114 69.9 | 45 62.5 | 12 80.0 |
| DTS | 37 14.8 | 19 13.1 | 18 17.1 | 23 14.1 | 12 16.7 | 2 13.3 |



City of Coachella Voter Survey
July 2014

BORN IN US

Base: Total sample

| | GENDER | | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|--------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|---------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UNKNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| US BORN | 116 46.4 | 50 41.0 | 66 51.6 | 24 61.5 | 70 40.9 | 20 54.1 | 116 100.0 | 0 | 0 | 76 85.4 | 22 31.9 | 8 17.4 | 10 21.7 | 77 55.4 | 8 47.1 | 31 33.0 | 28 65.1 | 60 48.4 | 19 37.3 | 6 20.7 | 3 100.0 |
| FOREIGN BORN | 131 52.4 | 69 56.6 | 62 48.4 | 14 35.9 | 99 57.9 | 17 45.9 | 0 | 131 100.0 | 0 | 13 14.6 | 45 65.2 | 38 82.6 | 35 76.1 | 60 43.2 | 9 52.9 | 62 66.0 | 15 34.9 | 62 50.0 | 32 62.7 | 22 75.9 | 0 |
| BIRTHPLACE UNKNOWN | 3 1.2 | 3 2.5 | 0 | 1 2.6 | 2 1.2 | 0 | 0 | 0 | 3 100.0 | 0 | 2 2.9 | 0 | 1 2.2 | 2 1.4 | 0 | 1 1.1 | 0 | 2 1.6 | 0 | 1 3.4 | 0 |



City of Coachella Voter Survey
July 2014

BORN IN US

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|--------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| US BORN | 116 46.4 | 29 20.0 | 87 82.9 | 73 44.8 | 36 50.0 | 7 46.7 |
| FOREIGN BORN | 131 52.4 | 113 77.9 | 18 17.1 | 87 53.4 | 36 50.0 | 8 53.3 |
| BIRTHPLACE UNKNOWN | 3 1.2 | 3 2.1 | 0 | 3 1.8 | 0 | 0 |



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AGE GROUP

Base: Total sample

| | GENDER | | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|--------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| 18-34 | 89 35.6 | 41 33.6 | 48 37.5 | 23 59.0 | 47 27.5 | 18 48.6 | 76 65.5 | 13 9.9 | 0 100.0 | 89 100.0 | 0 100.0 | 0 100.0 | 0 100.0 | 57 41.0 | 5 29.4 | 27 28.7 | 29 67.4 | 47 37.9 | 13 25.5 | 0 100.0 | 0 100.0 |
| 35-54 | 69 27.6 | 34 27.9 | 35 27.3 | 9 23.1 | 50 29.2 | 9 24.3 | 22 19.0 | 45 34.4 | 2 66.7 | 0 100.0 | 69 100.0 | 0 100.0 | 0 100.0 | 32 23.0 | 4 23.5 | 33 35.1 | 7 16.3 | 31 25.0 | 14 27.5 | 15 51.7 | 2 66.7 |
| 55-64 | 46 18.4 | 22 18.0 | 24 18.8 | 4 10.3 | 34 19.9 | 8 21.6 | 8 6.9 | 38 29.0 | 0 100.0 | 0 100.0 | 0 100.0 | 46 100.0 | 0 100.0 | 24 17.3 | 2 11.8 | 20 21.3 | 5 11.6 | 22 17.7 | 13 25.5 | 6 20.7 | 0 100.0 |
| 65 AND OLDER | 46 18.4 | 25 20.5 | 21 16.4 | 3 7.7 | 40 23.4 | 2 5.4 | 10 8.6 | 35 26.7 | 1 33.3 | 0 100.0 | 0 100.0 | 0 100.0 | 46 100.0 | 26 18.7 | 6 35.3 | 14 14.9 | 2 4.7 | 24 19.4 | 11 21.6 | 8 27.6 | 1 33.3 |



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July 2014

AGE GROUP

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|--------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| 18-34 | 89 35.6 | 26 17.9 | 63 60.0 | 59 36.2 | 25 34.7 | 5 33.3 |
| 35-54 | 69 27.6 | 44 30.3 | 25 23.8 | 47 28.8 | 20 27.8 | 2 13.3 |
| 55-64 | 46 18.4 | 37 25.5 | 9 8.6 | 28 17.2 | 17 23.6 | 1 6.7 |
| 65 AND OLDER | 46 18.4 | 38 26.2 | 8 7.6 | 29 17.8 | 10 13.9 | 7 46.7 |



City of Coachella Voter Survey
July 2014

VOTE PROPENSITY

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | BIRTH- PLACE UN- KNOWN | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|-------------------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-----------------|---------------------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|----------------|-----------------|-----------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| 5 OUT OF 5 | 20 8.0 | 13 10.7 | 7 5.5 | 2 5.1 | 16 9.4 | 0 | 7 6.0 | 12 9.2 | 1 33.3 | 1 1.1 | 6 8.7 | 2 4.3 | 11 23.9 | 11 7.9 | 4 23.5 | 5 5.3 | 0 | 6 4.8 | 7 13.7 | 5 17.2 | 2 66.7 |
| 4 OUT OF 5 | 18 7.2 | 6 4.9 | 12 9.4 | 2 5.1 | 15 8.8 | 1 2.7 | 6 5.2 | 12 9.2 | 0 | 3 3.4 | 1 1.4 | 8 17.4 | 6 13.0 | 9 6.5 | 3 17.6 | 6 6.4 | 3 7.0 | 5 4.0 | 6 11.8 | 4 13.8 | 0 |
| 3 OUT OF 5 | 30 12.0 | 15 12.3 | 15 11.7 | 3 7.7 | 23 13.5 | 4 10.8 | 9 7.8 | 20 15.3 | 1 33.3 | 4 4.5 | 8 11.6 | 8 17.4 | 10 21.7 | 17 12.2 | 1 5.9 | 12 12.8 | 3 7.0 | 10 8.1 | 8 15.7 | 8 27.6 | 1 33.3 |
| 2 OUT OF 5 | 52 20.8 | 24 19.7 | 28 21.9 | 3 7.7 | 46 26.9 | 3 8.1 | 16 13.8 | 35 26.7 | 1 33.3 | 13 14.6 | 23 33.3 | 10 21.7 | 6 13.0 | 22 15.8 | 5 29.4 | 25 26.6 | 3 7.0 | 23 18.5 | 21 41.2 | 5 17.2 | 0 |
| 1 OUT OF 5 | 56 22.4 | 24 19.7 | 32 25.0 | 12 30.8 | 35 20.5 | 9 24.3 | 35 30.2 | 21 16.0 | 0 | 31 34.8 | 16 23.2 | 3 6.5 | 6 13.0 | 32 23.0 | 3 17.6 | 21 22.3 | 6 14.0 | 40 32.3 | 6 11.8 | 4 13.8 | 0 |
| 100% NOT HAD THE CHANCE | 13 5.2 | 6 4.9 | 7 5.5 | 2 5.1 | 9 5.3 | 2 5.4 | 4 3.4 | 9 6.9 | 0 | 4 4.5 | 3 4.3 | 4 8.7 | 2 4.3 | 10 7.2 | 0 | 3 3.2 | 5 11.6 | 8 6.5 | 0 | 0 | 0 |
| NEW REG | 1 0.4 | 0 | 1 0.8 | 0 | 0 | 1 2.7 | 1 0.9 | 0 | 0 | 1 1.1 | 0 | 0 | 0 | 1 0.7 | 0 | 0 | 1 2.3 | 0 | 0 | 0 | 0 |



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VOTE PROPENSITY

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|-------------------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| 5 OUT OF 5 | 20 8.0 | 12 8.3 | 8 7.6 | 10 6.1 | 8 11.1 | 2 13.3 |
| 4 OUT OF 5 | 18 7.2 | 13 9.0 | 5 4.8 | 12 7.4 | 5 6.9 | 1 6.7 |
| 3 OUT OF 5 | 30 12.0 | 21 14.5 | 9 8.6 | 18 11.0 | 9 12.5 | 3 20.0 |
| 2 OUT OF 5 | 52 20.8 | 36 24.8 | 16 15.2 | 36 22.1 | 14 19.4 | 2 13.3 |
| 1 OUT OF 5 | 56 22.4 | 24 16.6 | 32 30.5 | 31 19.0 | 22 30.6 | 3 20.0 |
| 100% NOT HAD THE CHANCE | 13 5.2 | 10 6.9 | 3 2.9 | 11 6.7 | 1 1.4 | 1 6.7 |
| NEW REG | 1 0.4 | 0 | 1 1.0 | 0 | 1 1.4 | 0 |



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TYPE OF VOTER

Base: Total sample

| | GENDER | | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|-------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|--------------|----------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|--------------|--------------|--------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| PERM | 139 55.6 | 66 54.1 | 73 57.0 | 28 71.8 | 89 52.0 | 20 54.1 | 77 66.4 | 60 45.8 | 2 66.7 | 57 64.0 | 32 46.4 | 24 52.2 | 26 56.5 | 139 100.0 | 0 | 0 | 34 79.1 | 81 65.3 | 17 33.3 | 6 20.7 | 1 33.3 |
| PREV | 17 6.8 | 6 4.9 | 11 8.6 | 2 5.1 | 12 7.0 | 2 5.4 | 8 6.9 | 9 6.9 | 0 | 5 5.6 | 4 5.8 | 2 4.3 | 6 13.0 | 0 | 17 100.0 | 0 | 0 | 9 7.3 | 5 9.8 | 2 6.9 | 1 33.3 |
| ELECT | 94 37.6 | 50 41.0 | 44 34.4 | 9 23.1 | 70 40.9 | 15 40.5 | 31 26.7 | 62 47.3 | 1 33.3 | 27 30.3 | 33 47.8 | 20 43.5 | 14 30.4 | 0 | 0 | 94 100.0 | 9 20.9 | 34 27.4 | 29 56.9 | 21 72.4 | 1 33.3 |



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TYPE OF VOTER

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|-------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| PERM | 139 55.6 | 75 51.7 | 64 61.0 | 88 54.0 | 44 61.1 | 7 46.7 |
| PREV | 17 6.8 | 8 5.5 | 9 8.6 | 11 6.7 | 5 6.9 | 1 6.7 |
| ELECT | 94 37.6 | 62 42.8 | 32 30.5 | 64 39.3 | 23 31.9 | 7 46.7 |



City of Coachella Voter Survey
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REGISTRATION DATE

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | BIRTH- PLACE UN- KNOWN | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|--------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-----------------|---------------------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|----------------|-----------------|-----------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| <1 YR | 43 17.2 | 14 11.5 | 29 22.7 | 14 35.9 | 13 7.6 | 15 40.5 | 28 24.1 | 15 11.5 | 0 | 29 32.6 | 7 10.1 | 5 10.9 | 2 4.3 | 34 24.5 | 0 | 9 9.6 | 43 100.0 | 0 | 0 | 0 | 0 |
| UP TO 5 YRS | 124 49.6 | 64 52.5 | 60 46.9 | 9 23.1 | 97 56.7 | 16 43.2 | 60 51.7 | 62 47.3 | 2 66.7 | 47 52.8 | 31 44.9 | 22 47.8 | 24 52.2 | 81 58.3 | 9 52.9 | 34 36.2 | 0 | 124 100.0 | 0 | 0 | 0 |
| UP TO 10 YRS | 51 20.4 | 28 23.0 | 23 18.0 | 8 20.5 | 40 23.4 | 3 8.1 | 19 16.4 | 32 24.4 | 0 | 13 14.6 | 14 20.3 | 13 28.3 | 11 23.9 | 17 12.2 | 5 29.4 | 29 30.9 | 0 | 0 | 51 100.0 | 0 | 0 |
| UP TO 20 YRS | 29 11.6 | 14 11.5 | 15 11.7 | 8 20.5 | 19 11.1 | 2 5.4 | 6 5.2 | 22 16.8 | 1 33.3 | 0 | 15 21.7 | 6 13.0 | 8 17.4 | 6 4.3 | 2 11.8 | 21 22.3 | 0 | 0 | 0 | 29 100.0 | 0 |
| >20 YRS | 3 1.2 | 2 1.6 | 1 0.8 | 0 | 2 1.2 | 1 2.7 | 3 2.6 | 0 | 0 | 0 | 2 2.9 | 0 | 1 2.2 | 1 0.7 | 1 5.9 | 1 1.1 | 0 | 0 | 0 | 0 | 3 100.0 |



City of Coachella Voter Survey
July 2014

REGISTRATION DATE

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|--------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| <1 YR | 43 17.2 | 17 11.7 | 26 24.8 | 29 17.8 | 10 13.9 | 4 26.7 |
| UP TO 5 YRS | 124 49.6 | 77 53.1 | 47 44.8 | 88 54.0 | 32 44.4 | 4 26.7 |
| UP TO 10 YRS | 51 20.4 | 31 21.4 | 20 19.0 | 31 19.0 | 16 22.2 | 4 26.7 |
| UP TO 20 YRS | 29 11.6 | 20 13.8 | 9 8.6 | 13 8.0 | 13 18.1 | 3 20.0 |
| >20 YRS | 3 1.2 | 0 | 3 2.9 | 2 1.2 | 1 1.4 | 0 |



City of Coachella Voter Survey
July 2014

QLANG. Language

Base: Total sample

| | GENDER | | | PARTY | | | BORN IN US | | | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|---------|--------|-------|--------|-------|-------|-------|------------|--------------|----------------------|-----------|-------|-------|-------|---------------|-------|-------|-------------------|-------------|--------------|--------------|---------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | BIRTH-PLACE UN-KNOWN | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 | 122 | 128 | 39 | 171 | 37 | 116 | 131 | 3 | 89 | 69 | 46 | 46 | 139 | 17 | 94 | 43 | 124 | 51 | 29 | 3 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ENGLISH | 105 | 47 | 58 | 27 | 58 | 18 | 87 | 18 | 0 | 63 | 25 | 9 | 8 | 64 | 9 | 32 | 26 | 47 | 20 | 9 | 3 |
| | 42.0 | 38.5 | 45.3 | 69.2 | 33.9 | 48.6 | 75.0 | 13.7 | | 70.8 | 36.2 | 19.6 | 17.4 | 46.0 | 52.9 | 34.0 | 60.5 | 37.9 | 39.2 | 31.0 | 100.0 |
| SPANISH | 145 | 75 | 70 | 12 | 113 | 19 | 29 | 113 | 3 | 26 | 44 | 37 | 38 | 75 | 8 | 62 | 17 | 77 | 31 | 20 | 0 |
| | 58.0 | 61.5 | 54.7 | 30.8 | 66.1 | 51.4 | 25.0 | 86.3 | 100.0 | 29.2 | 63.8 | 80.4 | 82.6 | 54.0 | 47.1 | 66.0 | 39.5 | 62.1 | 60.8 | 69.0 | |



City of Coachella Voter Survey
July 2014

QLANG. Language

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | |
|---------|----------|---------|---------------------------------|------------|--------------------|
| | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 145 | 105 | 163 | 72 | 15 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| ENGLISH | 0 | 105 | 66 | 36 | 3 |
| | 42.0 | 100.0 | 40.5 | 50.0 | 20.0 |
| SPANISH | 145 | 0 | 97 | 36 | 12 |
| | 58.0 | 100.0 | 59.5 | 50.0 | 80.0 |



City of Coachella Voter Survey
July 2014

LIKELY VOTER

Base: Total sample

| | GENDER | | PARTY | | | BORN IN US | | | BIRTH- PLACE UN- KNOWN | AGE GROUP | | | | TYPE OF VOTER | | | REGISTRATION DATE | | | | |
|------------|--------------|--------------|--------------|-------------|--------------|-------------|--------------|-----------------|---------------------------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------------|----------------|-----------------|-----------------|------------|
| | TOTAL | MALE | FEMALE | REP | DEM | DTS | US BORN | FOREIGN BORN | | 18-34 | 35-54 | 55-64 | 65+ | PERM | PREV | ELECT | <1 YR | UP TO 5 YRS | UP TO 10 YRS | UP TO 20 YRS | >20 YRS |
| Total | 250 100.0 | 122 100.0 | 128 100.0 | 39 100.0 | 171 100.0 | 37 100.0 | 116 100.0 | 131 100.0 | 3 100.0 | 89 100.0 | 69 100.0 | 46 100.0 | 46 100.0 | 139 100.0 | 17 100.0 | 94 100.0 | 43 100.0 | 124 100.0 | 51 100.0 | 29 100.0 | 3 100.0 |
| LIKELY YES | 137 54.8 | 65 53.3 | 72 56.3 | 15 38.5 | 109 63.7 | 11 29.7 | 43 37.1 | 91 69.5 | 3 100.0 | 26 29.2 | 42 60.9 | 32 69.6 | 37 80.4 | 68 48.9 | 14 82.4 | 55 58.5 | 14 32.6 | 51 41.1 | 44 86.3 | 25 86.2 | 3 100.0 |
| OTHER | 113 45.2 | 57 46.7 | 56 43.8 | 24 61.5 | 62 36.3 | 26 70.3 | 73 62.9 | 40 30.5 | 0 | 63 70.8 | 27 39.1 | 14 30.4 | 9 19.6 | 71 51.1 | 3 17.6 | 39 41.5 | 29 67.4 | 73 58.9 | 7 13.7 | 4 13.8 | 0 |



City of Coachella Voter Survey
July 2014

LIKELY VOTER

Base: Total sample

| | LANGUAGE | | BALLOT TEST 1 (TAX INCREASE) | | | |
|------------|--------------|--------------|---------------------------------|--------------|-------------|--------------------|
| | TOTAL | SPANISH | ENGLISH | VOTE YES | VOTE NO | UNSURE/ REFUSED |
| Total | 250 100.0 | 145 100.0 | 105 100.0 | 163 100.0 | 72 100.0 | 15 100.0 |
| LIKELY YES | 137 54.8 | 92 63.4 | 45 42.9 | 86 52.8 | 40 55.6 | 11 73.3 |
| OTHER | 113 45.2 | 53 36.6 | 60 57.1 | 77 47.2 | 32 44.4 | 4 26.7 |



VERBATIM RESPONSES

QUESTION 1



City of Coachella - Voter Survey - July 2014

VERBATIM RESPONSES: Q1

Male, Democratic, US born, 18-34, Election Day voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: We need new health care in our community.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It is unemployment.

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: That would be the issue on education for all young people.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: The water, electricity, gasoline and other sales taxes are expensive in my community.

Male, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It is police visibility.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: It is all about water shortage and the street lights.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: That would be the issue on the streets because they need to be fixed for convenient travel.

Female, Democratic, US born, 18-34, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Republican, US born, 18-34, Election Day voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: We have an issue with our water district. Too much has been wasted. There has been a lot of wasted water that has led us to pay more for our water bills.

Male, Democratic, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: That would be robbery because there are a lot of people who are robbing in the city.

Male, Democratic, US born, 18-34, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: We have higher taxes.

Male, Republican, Foreign born, 18-34, Election Day voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: I'm not familiar with what is going on here.

Male, Democratic, , 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There are lots of crimes in the city.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: There is a lack of employment opportunities. They are probably not encouraging higher education.

Female, Republican, Foreign born, 35-54, Election Day voter, Up to 20 years, English

Question: What is the most important issue facing your community today?

Answer: They don't take care of the street lights and parks.

Female, Democratic, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: That would be transportation. It causes massive traffic and air pollution.

Female, Democratic, US born, 18-34, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: The schools lack of teachers.

Female, Democratic, US born, 35-54, Election Day voter, Up to 20 years, English

Question: What is the most important issue facing your community today?

Answer: We have education issues, like with the School Board. Some of the decisions regarding the turnaround on teachers are really unstable. The teachers are so worried about the current administration that they may lose their jobs.

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish
Question: What is the most important issue facing your community today?
Answer: That would be violence and thieves.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English
Question: What is the most important issue facing your community today?
Answer: That would be the safety of the public in the city.

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish
Question: What is the most important issue facing your community today?
Answer: All are okay.

Female, Democratic, US born, 35-54, Election Day voter, Up to 10 years, English
Question: What is the most important issue facing your community today?
Answer: There is a lack of groceries or retail stores. They don't actually have something to do with the culture, like for us who are Hispanic.

Female, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish
Question: What is the most important issue facing your community today?
Answer: It is the problem with security on the street.

Female, DTS, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish
Question: What is the most important issue facing your community today?
Answer: I really do not know.

Male, Republican, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish
Question: What is the most important issue facing your community today?
Answer: I would say less job opportunities.

Female, Republican, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish
Question: What is the most important issue facing your community today?
Answer: I would say lack of jobs for the people and the cost of things in the city like water bills and electric bills.

Male, DTS, US born, 18-34, Election Day voter, Up to 5 years, English
Question: What is the most important issue facing your community today?
Answer: It is lack of jobs.

Female, Democratic, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 5 years, Spanish
Question: What is the most important issue facing your community today?
Answer: I would say high cost of electricity, water and high taxes.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 20 years, Spanish
Question: What is the most important issue facing your community today?
Answer: There is nothing.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I would say lack of teachers and security for the community.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I would say the garbage on the street and the expensive services.

Female, DTS, US born, 18-34, Election Day voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: I would say the problem with poverty and the lack of jobs here in our community.

Male, Republican, US born, 55-64, Permanent vote-by-mail voter, Up to 20 years, English

Question: What is the most important issue facing your community today?

Answer: It is poverty.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There are a lot of gangs in the street, and some of their members are still minors.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There are no issues in here.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, English

Question: What is the most important issue facing your community today?

Answer: There's nothing.

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I would say vandalism, and driving while using or talking on the cell phone.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 20 years, English

Question: What is the most important issue facing your community today?

Answer: They are the crimes. There are no police in the area, we have no sheriffs.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There are a lot of people who have no work, and some cannot work because of their citizenship status.

Male, Republican, Foreign born, 55-64, Election Day voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: The most important issue would be the crime and robbery.

Female, Democratic, US born, 65 and older, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: The prices are going up. These are the houses, goods, everything, even taxes.

Female, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: Its how money is being spent for the city, as a taxpayer I want my community, and especially the City of Coachella, to improve.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: I cannot really think of anything.

Female, Democratic, US born, 18-34, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It is the economy and the lack of jobs.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: It is illegal immigration.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It is immigration, low salary and unemployment.

Female, Democratic, US born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It is the prices of goods. The cost of services, such as water and electricity is high.

Female, DTS, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There is no hospital located near my community. The parks have no playground for children. There are not enough churches near my community and programs for seniors.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It is unemployment and low salary jobs.

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It is graffiti. Most of the walls are painted with graffiti.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It is the lack of jobs.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: It is because of gangs, violence and graffiti.

Female, Democratic, US born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: There is too much crime.

Female, Republican, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, DTS, US born, 18-34, Election Day voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: That would be the violence and the driving of the people here. The people here drive really fast and do a little wheeling, which is very dangerous for the kids.

Female, DTS, US born, 18-34, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: For me, it is all about water shortage.

Female, Democratic, Foreign born, 18-34, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, US born, 18-34, Election Day voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: Most of the younger generation today were not guided. It causes them to join gang activities and drug activities. The increase in the killing rate is also a major problem.

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: Those are the security in Coachella and the very high price of the water.

Female, Democratic, US born, 55-64, Previous vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, DTS, US born, 65 and older, Permanent vote-by-mail voter, More than 20 years, English

Question: What is the most important issue facing your community today?

Answer: That would be the high price of water and the shortage.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: The gangs bring violence.

Female, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: For me, it must be education.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: That would be the security in here and the school. They are letting us in very late.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: Vandalism is very dirty.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: We need more parks for the kids to exercise.

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There are a lot of gangs and crimes.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: It is the graffiti.

Female, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: That would be the issue on vandalism and education in my community.

Male, DTS, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't have any problems here.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 20 years, English

Question: What is the most important issue facing your community today?

Answer: Those are the jobs and the economy.

Male, Democratic, Foreign born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: Employment comes to mind. There is a low employment rate.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: That would be the economy and education. There should be more budget for education.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: Those are unemployment, corruption in the government, and more parks in the city.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: They are immigration and unemployment.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: That would be stoplights on the streets. There are a lot of issues facing it with regard to safety, especially at night for the elderly.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It would be the crime.

Male, Republican, Foreign born, 18-34, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: It is the children's education. They need to learn more about basic education. They should not be depending on computers and iPods.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, Democratic, US born, 65 and older, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It would be the economy because the poor people cannot afford to buy food and their daily needs.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It would be the help for students.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: That would be the issue on schools, which has no well organized system.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: For me, it is all about the lack of education here in Coachella. They have to work on it.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There are no problems for me.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: That would be health because a lot of the youth are getting sick from drugs and diseases.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There are problems with the young people nowadays, like killings on street, gangs and riots.

Female, Republican, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It is the graffiti.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: They should focus on the people's needs, like jobs. There should be more jobs here.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It is the security.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: For me, it is all about the city streets. There must be maintenance for streets and sidewalks.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There should be more parks for kids.

Male, Democratic, Foreign born, 18-34, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: We have an unsafe community. There should be more of a budget for the schools.

Female, Democratic, Foreign born, 65 and older, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It would be the crime.

Female, Democratic, Foreign born, 65 and older, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: That would be the crime and vandalism in our community.

Female, Democratic, US born, 55-64, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: Immigration is what comes to mind because a lot of children from other countries don't have legal papers.

Male, Republican, US born, 65 and older, Permanent vote-by-mail voter, Up to 20 years, English

Question: What is the most important issue facing your community today?

Answer: It would be the issue on climate change, as well as the drug problems in the city.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: The school budget for the community is in the wrong track.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It is the crime.

Female, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the lack of jobs here in our community.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: They are the thefts. They are breaking into the people's cars and coming into the yards.

Female, Democratic, Foreign born, 35-54, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the lack of jobs.

Female, Democratic, US born, 35-54, Election Day voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: There are a lot of robberies recently here.

Female, DTS, US born, 18-34, Election Day voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: There's a lot of traffic in our community.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, Democratic, US born, 55-64, Previous vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: The young people are very bad and they don't respect and love older people anymore. I think that is the issue which I consider most important.

Male, Democratic, US born, 65 and older, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: I can't think of anything as of the moment.

Male, Republican, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: I don't think we have any problems in my community.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: I don't know, I can't think of one because I consider all of the issues most important.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the security. I heard there has been a lot of robbing and accidents happening here.

Male, Democratic, Birthplace unknown, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: We need more water.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: The police don't respond very quickly in times of emergencies.

Female, Republican, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: There are a lot of people here who use drugs, and a lot of crimes and vandalism, like graffiti.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: IT's the education. I believe there should be more money for education for the kids, getting good teachers, and keeping teachers employed, so that the kids will have a good education.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: My car got stolen here not so long ago, and the cops didn't do anything about it.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There's nothing in particular.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: These are the sidewalks. There are not enough of them.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: They are the schools. They need more better staffing for better education.

Female, Democratic, Foreign born, 18-34, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know much about what's happening in our community right now.

Female, DTS, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: These are the high crime rates.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It's the unfair charging of water bill. I'm not the owner of the house. I'm a renter. They charge me \$100 for the sewage which they should charge the home owner and not me.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, Democratic, US born, 55-64, Permanent vote-by-mail voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the security. Those are the robbers in the community who are entering houses and robbing things.

Female, DTS, Foreign born, 55-64, Election Day voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: I'm new here, I don't know yet.

Male, Democratic, US born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I can't think of anything right now.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It would be the workforce. There's not enough employment in our community.

Male, Democratic, US born, 35-54, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: These are the roads, because it is not well constructed.

Male, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: It would be the unemployment. There are more houses being built rather than businesses.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: These are crime issues.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There's a lot of vandalism. There's no security in the community. I'm an old lady, and I don't feel that there are problems in the community, but the news is telling me otherwise. The news always say that it is not safe in Coachella.

Female, Democratic, US born, 18-34, Previous vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It's the safety. There are a lot of gangs in the city.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: We need more jobs.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It's my neighborhood's reckless driving. I mean driving while drunk. There are stray dogs and there are no proper parking spaces.

Male, Republican, Foreign born, 35-54, Previous vote-by-mail voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: It would be the lack of jobs.

Female, OTH, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: These are the schools. We should invest more money for the improvements of our schools.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: These are the water and tax issues.

Male, DTS, US born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: These are the high crime rate and lack of police officers.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't have any idea for now.

Male, Republican, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I would say the issues on safety and security.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It would be the education. Not all of the children have the opportunity to go to school because of high tuition fee, and not everyone has the chance to have a scholarship.

Male, DTS, US born, 35-54, Permanent vote-by-mail voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: These are the crimes.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't have any problem.

Female, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the high cost of the water.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: These are the education system and parks were those children can play.

Male, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the increasing sales tax. Everything is just so expensive, and I can't afford anymore to buy my needs, especially now that I have no job.

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the issue on illegal immigration.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the issue on security.

Female, Democratic, US born, 35-54, Previous vote-by-mail voter, More than 20 years, English

Question: What is the most important issue facing your community today?

Answer: These are the unemployment and crimes.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: The price of water is going up, and also the electricity.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: I think these are the taxes. I wonder sometimes if it really goes to the city services.

Male, Democratic, US born, 18-34, Election Day voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: I really don't know.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the problem about the reckless drivers on the street, and also some of the students are cutting classes.

Male, Democratic, US born, 55-64, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: The kids these days do vandalism. They have to do something about it.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: The most important issue would be the education and the lack of teachers.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: There's too much heat in Coachella today.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: These are the crimes. The robberies in our community are high.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the security. There are few policies, in terms of safety in our area.

Female, Democratic, Foreign born, 65 and older, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know, I just stay at home.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't really know what to say.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, Foreign born, 35-54, Election Day voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: These are education and unemployment.

Female, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: The gasoline price is too high.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: The price of gasoline is so high.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't think we have any problems in our community.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: I think these are the violence, drugs, vandalism, and young kids getting killed.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I really can't think of something.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: There's nothing.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: There's nothing that I know of.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: These are the police harassment and speed bumps for the children.

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: The gasoline and water are expensive.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It's the safety. We need more police presence here.

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There's a very low income status of the employees in my community.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: These are the schools. They need more programs, and they also need a new library, because our library is too old.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: These are the crimes.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: I would say, maybe about the city budget. There are a lot of things that need to be improved, like the cutting of budget.

Male, Democratic, Foreign born, 18-34, Election Day voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: The poverty rate is high because of unemployment.

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: We need more parks. We need to be more vigilant in this place. We need more commercial buildings near our homes, especially for the elderly. The water bill is always high.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It's the issue on schools, specifically the system. There should be more funding for education to improve teachers and to cater the needs of the students.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: There's nothing I can think of because everything here is very peaceful. The crime rate is low, and the price of the things I need is cheaper, compared to before. There's just a little poverty, but it is being taken care of the city.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know for now.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: There is no budget for public schools.

Female, Democratic, Foreign born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It would be vandalism, like graffiti.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It would be the vandalism.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: Everything is fine, but the water is so expensive here.

Female, DTS, Foreign born, 18-34, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It would be the education.

Female, DTS, US born, 65 and older, Previous vote-by-mail voter, Up to 20 years, English

Question: What is the most important issue facing your community today?

Answer: It's the high cost of water.

Female, Republican, US born, 55-64, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: These are the safety and cost of living. The cost of living is too high. The water is very expensive, and also our safety is at risk because we don't have police department to protect the people.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: It's the violence. We have an increase number of violence. We also need more housing projects.

Male, Democratic, US born, 35-54, Election Day voter, More than 20 years, English

Question: What is the most important issue facing your community today?

Answer: It's the public safety. It's not that bad, but that's the issue here in our community.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I really can't think of anything.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: The price of water is too high.

Male, DTS, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I have no problem with our community.

Male, OTH, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the lack of police presence.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It would be the illegal immigration.

Male, Republican, Foreign born, 65 and older, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: These are the taxes, water issues, and the prices of basic commodities. They are all high.

Female, Democratic, US born, 65 and older, Permanent vote-by-mail voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: It's the illegal aliens. We have too many people who are coming in. We have drought problems, over population. and shortage of water.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: They are the robbers.

Male, Republican, , 35-54, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't think that there is really a big problem in my community. The cost of water is just too high.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, DTS, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the security. There is lack of police presence in the community.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I have no problem.

Female, DTS, Foreign born, 55-64, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: They are the jobs and employment in the city, and wage hike.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: It's unemployment.

Male, DTS, Foreign born, 18-34, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: They are the jobs and fixing all the problems outside, like crimes.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I really don't know.

Female, Democratic, US born, 65 and older, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't remember.

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: They are the crimes, like robbery. The police has done nothing.

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: They are financial problems because there are budget cuts and low spending.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the Violence in the community. We need a bigger library in Coachella. The library is very small.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: It's the economy. The prices of everything is high.

Female, Democratic, Foreign born, 18-34, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It's the crimes. Kids are getting killed by gang members.

Male, Democratic, US born, 18-34, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, Democratic, Foreign born, 35-54, Election Day voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: They are the problems with violence and the illegal gun carriers.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: It's to supervise the people who need help.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, English

Question: What is the most important issue facing your community today?

Answer: It's the safety. There are violence, drugs and gangs, as well as molesters, in the community. My neighborhood has a drug store. It's a house which sells illegal drugs.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: What is the most important issue facing your community today?

Answer: The schools lack teachers. The streets need fixing. Actually, there are not much problems here, just that.

Male, DTS, US born, 18-34, Election Day voter, Less than one year, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: They are the problems with gangs and to clean up the street. There are still lot of dirty streets.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: They are vandalism, graffiti and robbery.

Male, DTS, Foreign born, 18-34, Previous vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It's the economy. There should be more good jobs for the people.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: I really don't know.

Male, Democratic, Foreign born, 18-34, Previous vote-by-mail voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: The problems are crimes and gangs.

Male, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: They are the community colleges and financing for college students. College schools are overpricing.

Female, DTS, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What is the most important issue facing your community today?

Answer: It's the violence. Many people are killed, in the news, and there are accidents.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I don't know.

Female, OTH, US born, 35-54, Previous vote-by-mail voter, Up to 5 years, English

Question: What is the most important issue facing your community today?

Answer: It's the education system. There are lots of red flags and mismanagement of funds.

Female, DTS, US born, 55-64, Election Day voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: It's the discrimination. There are a lot of gangs in my community.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: For me, there is nothing. Everything is okay in the place where I live.

Female, Republican, Foreign born, 35-54, Election Day voter, Up to 10 years, English

Question: What is the most important issue facing your community today?

Answer: It's the issue of the lack of policemen in our community.

Female, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What is the most important issue facing your community today?

Answer: I believe that it's the violence and the problem in the water. The bills are always increasing and the quality of the water is not good.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: What is the most important issue facing your community today?

Answer: There is none.

VERBATIM RESPONSES

QUESTION 3



City of Coachella - Voter Survey - July 2014

VERBATIM RESPONSES: Q3

Male, Democratic, US born, 18-34, Election Day voter, Up to 10 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: KESQ

Male, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: La Prensa Hispana

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: La Prensa Hispana newspaper

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Del Valle newspaper

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 20 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: El Informador Del Valle

Female, Democratic, US born, 35-54, Election Day voter, Up to 10 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: I can't remember.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: 96.7

Male, Republican, Foreign born, 55-64, Election Day voter, Up to 10 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Female, Democratic, US born, 65 and older, Election Day voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Female, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Female, Republican, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: I can't remember.

Male, Democratic, US born, 18-34, Election Day voter, Up to 10 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Female, Democratic, US born, 55-64, Previous vote-by-mail voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Male, DTS, US born, 65 and older, Permanent vote-by-mail voter, More than 20 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: I can't remember.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 20 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Local Informador, The Desert Sun

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Male, Republican, Foreign born, 18-34, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: I can't remember.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: La Opinion

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Valley News

Female, Democratic, US born, 55-64, Permanent vote-by-mail voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Male, Republican, US born, 65 and older, Permanent vote-by-mail voter, Up to 20 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Daily News and USA Today

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Female, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: La Prensa Hispana

Male, Democratic, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: El Informador

Male, Democratic, Birthplace unknown, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: La Noticia De Valle

Female, Republican, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: El Informador

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Female, DTS, Foreign born, 55-64, Election Day voter, Less than one year, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: I can't remember the name.

Male, Democratic, US born, 35-54, Election Day voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun newspaper

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: El Informador

Male, DTS, US born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?
Answer: La Opinion de Los Angeles

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?
Answer: Desert Sun Newspaper

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, Spanish
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?
Answer: Desert Sun

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?
Answer: Desert Sun Newspaper

Female, Democratic, US born, 35-54, Previous vote-by-mail voter, More than 20 years, English
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?
Answer: The Desert Sun

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?
Answer: El Informador

Male, Democratic, US born, 55-64, Permanent vote-by-mail voter, Up to 5 years, English
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?
Answer: The Desert Sun

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?
Answer: The Desert Sun

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?
Answer: Desert Sun

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish
Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?
Answer: El Progreso and El Porvenir

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: La Opinion

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: I can't remember.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun Newspaper

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: La Opinion

Female, Democratic, Foreign born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Dessert Sun

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: La Opinion and Desert Sun

Female, Republican, US born, 55-64, Permanent vote-by-mail voter, Less than one year, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 10 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Dessert Sun

Male, Democratic, US born, 35-54, Election Day voter, More than 20 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Male, Republican, , 35-54, Election Day voter, Up to 20 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: El Informador

Female, Democratic, US born, 65 and older, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: I don't know.

Female, Democratic, Foreign born, 35-54, Election Day voter, Less than one year, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: La Opinion

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 10 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Time newspaper

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: I don't remember the name.

Female, OTH, US born, 35-54, Previous vote-by-mail voter, Up to 5 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: The Desert Sun

Female, Republican, Foreign born, 35-54, Election Day voter, Up to 10 years, English

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

Female, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: What are your top two sources for news and information about local government and other issues related to the City of Coachella?

Answer: Desert Sun

VERBATIM RESPONSES

QUESTION 6



City of Coachella - Voter Survey - July 2014

VERBATIM RESPONSES: Q6

Female, DTS, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community.

Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Nothing more

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community.

Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Community hospitals

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community.

Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Immigration

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community.

Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Water and police services

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community.

Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Security

Male, Republican, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 10 years, English

Question: Now I am going to read a list of several issues that may be facing your community.

Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Police enforcement

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Now I am going to read a list of several issues that may be facing your community.

Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Education

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Education

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Education

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Affordable education

Female, Democratic, Foreign born, 65 and older, Election Day voter, Up to 20 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Lower rental fees for houses

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: There should be more jobs.

Male, DTS, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Police presence

Female, DTS, Foreign born, 55-64, Permanent vote-by-mail voter, Less than one year, Spanish

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Job and employment

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Unemployment

Female, Democratic, Foreign born, 18-34, Election Day voter, Up to 5 years, English

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Activities for students

Female, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council?

Answer: Education

VERBATIM RESPONSES

QUESTION 8



City of Coachella - Voter Survey - July 2014

VERBATIM RESPONSES: Q8

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: We lack of security in the streets.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: They haven't done anything yet. I can't see any work done.

Male, Republican, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I am dissatisfied because they can't control the economic problems. The prices of the goods are still high. They keep on going high.

Female, Democratic, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: They don't repair the road and the streetlights are not working.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: We have more taxes in here.

Male, Republican, US born, 55-64, Permanent vote-by-mail voter, Up to 20 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: They are kind of slow in their work.

Female, Democratic, US born, 65 and older, Election Day voter, Up to 5 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I pay too much for the water services.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: They don't care what I say. They are not listening to my concerns.

Female, Democratic, US born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: The water bill is ridiculous. It is going up.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I don't know what they are doing.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: There are times that there are animals on the roads and streets, and no one ever does something about it.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I see a lot of crimes in the neighborhood.

Female, Democratic, Foreign born, 35-54, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: It's because of high taxes, and many people doesn't have jobs in here.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: It's because we have higher taxes here, and we only have few trees in our park because there is not enough budget to maintain the trees. I now pay for my garbage disposal, and the water bill is also higher.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I haven't seen that they have done anything for the well being of the people in my community.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: It's when you go park in the handicapped parking, someone else will go park there, even if they are not handicapped, and no one is looking on that problem. I am also not satisfied about the water issue here.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: It takes too long for them to get things done. The last time they built the overpass, it took them years to finish it, and it created congestion and caused accidents.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: There are a lot of things that the city should improve on, like the roads, streets, empty desert, and other things.

Male, DTS, US born, 35-54, Permanent vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: There are not enough response from police and fire department.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I didn't see any changes in the city. The cutting of trees is continuously happening.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: They are not doing their job well enough, and I don't benefit much from it.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: The cost of living is going up, the tax is going up year after year, and the water bill is also going up.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I can see a lot of problems, and I don't see any solutions to it.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: It's because the water is very expensive.

Male, Democratic, Foreign born, 35-54, Election Day voter, Less than one year, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: We need more sidewalks where families with children can pass through. Our place has so many vehicles, and there's not enough space anymore where we can walk through, yet this has not been provided.

Female, DTS, US born, 65 and older, Previous vote-by-mail voter, Up to 20 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: It's because the street is terrible and there are lot of graffiti.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I disagree with the assistance that they do to people who are not from this country. They should rather help the ones who are really from here. I think we're not receiving enough help.

Male, OTH, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: It's because the cost of water is now higher.

Male, Republican, Foreign born, 65 and older, Permanent vote-by-mail voter, Less than one year, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: There's no control on water bill, it's too high. The taxes on housing are also high.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: The taxes are very high.

Female, Democratic, US born, 65 and older, Permanent vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: It's for the transportation department to have more services.

Female, DTS, Foreign born, 55-64, Permanent vote-by-mail voter, Less than one year, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I see that there are less jobs in the city. The city should find ways on how to bring more jobs in.

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I see a lot of kids who are smoking on the parks and using drugs, like marijuana.

Male, Democratic, US born, 18-34, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: The tax is too high.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: It's mainly because of the transportation system, which is not that good.

Male, Democratic, Foreign born, 18-34, Previous vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: I don't see any improvement from the taxes that we pay. Still, there is no improvement of the city services here in our community.

Male, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: Anything that interferes the city, is taking longer. They just started.

Female, OTH, US born, 35-54, Previous vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?

Answer: They are taxing us too much. The city needs more services.

VERBATIM RESPONSES

QUESTION 11



City of Coachella - Voter Survey - July 2014

VERBATIM RESPONSES: Q11

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: I vote yes because all the time, I can see improvements in my community. This will help our community be improved.

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help the community and a lot more things.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: One cent could make a difference to remove the services, like fire protection, the police and paramedic services.

Male, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: There will be more funds for the city to have more projects.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Less than one year, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: This is a good benefit for Coachella residents to provide more city services.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help and do a lot of services in favor of the community.

Female, Democratic, US born, 18-34, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: I vote yes for the fire protection, police and paramedics.

Male, Republican, US born, 18-34, Election Day voter, Up to 10 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: I voted yes because the city will need to function and it is having the spirit of helping my city. I choose probably and not definitely yes because I'm afraid the sales tax increase will get more and more additional increases once it will be passed or approved.

Male, Democratic, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will give big benefits to the residents in our community.

Male, Democratic, , 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is to add more services, like the police, and to add more security for the city.

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Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is going to help the city to be more developed. It is necessary to keep jobs.

Female, Democratic, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 20 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It can help the community financially. It can provide city services.

Female, Democratic, US born, 18-34, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: That would be to help with the services of the police, fire protection and paramedics.

Female, Democratic, US born, 35-54, Election Day voter, Up to 20 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: In order to have those city services, there is a need to pay for them.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need the public services for the good of us. Violence can be reduced. We can have more peaceful streets.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is the quickest way to solve the problems in the city.

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is for the benefit of the city.

Female, Democratic, US born, 35-54, Election Day voter, Up to 10 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: That would be for the police service and firefighter service, and for the upkeep of the community. There will be more programs and recreation.

Female, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is because the \$.05 sales tax increase is not that big loss in my pocket, but it is a big help in our community to provide city services.

Female, DTS, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is for the good of the community.

Male, DTS, US born, 18-34, Election Day voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is going back to help the people and the city.

Female, Democratic, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will add the funds to repair the roads and park in the city.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is for the better future of the city. The increase is just enough.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is because it is just \$.1.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: I would say in order to benefit the community.

Female, DTS, US born, 18-34, Election Day voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is because of the benefits that will help our community.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's to improve more services in the community.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It would help improve the city and build a new library.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help improve our community.

Male, Republican, Foreign born, 55-64, Election Day voter, Up to 10 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: There are a lot of things to be done, like the improvement of the street's paving.

Female, Democratic, US born, 65 and older, Election Day voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It would be for the benefit of the police and other services.

Female, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: I'm in favor so that there will be no budget cuts for police and fire department, that is essential for the city services.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help maintain the parks, as well as keep the number of employees and police up, for better protection of the people.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is to get more money in to the city's services, such as police services.

Female, Democratic, US born, 18-34, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need to help improve the services, such as police, fire protection and other services that need to be improved.

Female, Democratic, US born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need the services of the police and paramedics.

Female, DTS, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need to improve all the services here in our community.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It would help add the services to the city.

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is for the maintenance of the city's services.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is to improve and have more public services.

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It would improve the community. We can have more parks, and it would open more jobs.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help improve the services here in our community.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is to improve the city of Coachella. Having a library is good for the community.

Female, Republican, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *It would be to help maintain the services of the police.*

Female, DTS, US born, 18-34, Election Day voter, Less than one year, English
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *One cent is not really that much. The city really does need it to provide better services.*

Female, Democratic, Foreign born, 18-34, Election Day voter, Up to 10 years, Spanish
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *It can help the people and especially the children to have parks for recreation.*

Male, Democratic, US born, 18-34, Election Day voter, Up to 10 years, English
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *I would go for it even if it they would make it \$0.02. It would definitely be a good help for the services for the the community like the police, parks and recreation.*

Female, Democratic, US born, 55-64, Previous vote-by-mail voter, Up to 5 years, English
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *I want a lot of things done here. They claim that there is no money. That is why I'm for it.*

Male, DTS, US born, 65 and older, Permanent vote-by-mail voter, More than 20 years, English
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *We need it for the city services, like the police services.*

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *One cent is not that much. It would not make any big difference in our paycheck.*

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *It is for our community and for its maintenance.*

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *To have a fund in the community will help maintain the good services they have.*

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *We need to keep it for the cost of the paramedics and police, and everything that needs it.*

Female, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish
Question: *Why would you say that you would vote yes in favor of a one cent sales tax increase?*
Answer: *It will improve the services for the community, like police services and many more.*

Male, Democratic, Foreign born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: I don't think it is a big increase. It would help the budget.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help better improve our streets and the community.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is for additional funds for the government services.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: The library for the kids is very important. It is a way for kids to go out for activities rather than be lazy at home.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need to make the city better.

Male, Republican, Foreign born, 18-34, Permanent vote-by-mail voter, Less than one year, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need the service of the police, firemen and other public servants.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It can help the community.

Female, Democratic, US born, 65 and older, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: They need to provide good services to the people, like the services of the firefighters.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It gives benefits to Coachella.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will be used for good and for the community. A \$0.01 sales tax increase is not much for me.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: I support it because \$0.01 is not that much. It would be a great help to provide city services.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is for the benefits of the parks and the maintenance.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help the people of Coachella by providing them better services.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will be used to improve the security in the community since more police services will be available already.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need to make the city better in terms of its services, like the services of the police and road construction.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is for safety. We need to have more police, firemen and paramedics.

Male, Democratic, Foreign born, 18-34, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need to have more funds for services in the community.

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help the community.

Female, Democratic, US born, 55-64, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: If they do good of that \$0.01 sales tax increase, it will get more revenue for the city.

Male, Republican, US born, 65 and older, Permanent vote-by-mail voter, Up to 20 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need the services that we have, like police services. Someone will need to pay for it.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is going to help the community. It is where we live, so it will help us.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: I vote yes because I don't want the police, firemen and paramedics to be affected by the maintenance of the community.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It will help lessen the crimes and help the maintenance of the streets.

Female, Democratic, Foreign born, 35-54, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's just a little increase, and it will help more to improve the community.

Female, Democratic, US born, 35-54, Election Day voter, Up to 10 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's to equip the police, because it takes more time and they don't have enough staff.

Female, Democratic, US born, 55-64, Previous vote-by-mail voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's to improve the city more.

Male, Democratic, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It will improve the police, paramedic and other important services of the community.

Male, Democratic, US born, 65 and older, Election Day voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: I will vote yes if that's what it takes to help the city.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: I don't know.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: The cost of one cent for one person is nothing, but the one cent coming from all of the people here is a big help. That is if they will use the money for the projects they promised.

Male, Democratic, Birthplace unknown, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's just one cent, and I have to give.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: We need additional services in Coachella.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It will keep our law enforcement employed, and it will help keep us safe.*

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It will be use for the city services, like police, paramedics, firefighters, and the like.*

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It will help the city. It will solve the city's issues, at least a majority of them.*

Female, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: I'm interested to help improve more services here, to have more jobs and better education.*

Female, DTS, Foreign born, 55-64, Election Day voter, Less than one year, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: I want more security for our community, like the police and paramedics.*

Male, Democratic, US born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's to help and make the services in the city better.*

Male, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's just one cent, it would not cost a lot.*

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It will do so much good things to make the community better.*

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It is okay. We are in a bad condition right now, and this will benefit everyone specially the young people.*

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's for the good of the city services, like the police, firemen, and paramedics.*

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's to increase the patrol of the police and add more securities, and it will help the community and prevent crimes.*

Male, Republican, Foreign born, 35-54, Previous vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will really help the city budget, and it will help improve the city services.

Female, OTH, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's necessary to help the services of the city.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's for additional funds for the firefighters and police services.

Male, DTS, US born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is for the maintenance of the city's services, like the police, firemen, and parks.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's because one cent is not too big, and it's for our community too.

Male, Republican, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will be use for better reasons. The increase factor is affecting us much, but since this will be use for police and paramedic services, as well as for the security, I am in favor of it.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's to maintain or continue the services provided by the community.

Male, DTS, US born, 35-54, Permanent vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: This is to help the police and firefighters in terms of their services.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: This is to sustain their needs and maintain the services of the police officers, firefighters, and to expand the library.

Female, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It gives help for the police and paramedics, so they can effectively respond to an emergency.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need to add policemen in the city. That is why I'm in favor of the additional taxes.

Male, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is good for some projects in the community.

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help improve the city services. The one cent sales tax increase will not really hurt the budget of the people of Coachella.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help improve the services of the community, like the police, paramedics, and other things.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's because if that's the way to improve the city that I'm living in, then why vote no? I'll definitely vote yes for that.

Male, Democratic, US born, 55-64, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: I don't see anything wrong in increasing one cent, if it's going to help the city and the people, or if somebody needs it.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will help maintain the services for our street, and problems in our community.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: To make the city services better and the library bigger.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's to improve more the services.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's because one cent could help the fire protection, police and other services in the City of Coachella.

Female, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's because if it will be passed, there will be enough budget to clean the streets, and just the cost of one cent, it would be very good.

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It would give a better future for the city.*

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It can help maintain and improve the city services in Coachella.*

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It will help the law enforcement. We need that.*

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: So that there will be an additional fund for police and fire department, and so that their services will not be affected.*

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It is very important. It would give more opportunity to the people.*

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's to improve the community and places that need some repair.*

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: I want to see more services provided in my community. Although, I know for a fact that I am not earning that much salary for the increase in taxes.*

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: I don't know, because if it is going to help the situation, then I'm going to vote yes, but if not, I'll vote no.*

Male, Democratic, Foreign born, 18-34, Election Day voter, Up to 10 years, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's okay because the one cent sales tax increase is not that high, as long as it will help the city services.*

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Less than one year, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: I approve this because it is not too much to ask for a cent and the benefits it will give is good.*

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will generate more funds for the firefighters and police department, so they could provide better services.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It is to benefit the people and the departments.

Female, Democratic, Foreign born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will generate more funds for the city to improve its city services.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will benefit the community, the library, and it will benefit us all.

Male, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's to maintain the services, like the fire protection and security services.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: One cent is not too much too ask.

Female, DTS, Foreign born, 18-34, Election Day voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will bring more revenue to the city and will help put funding for the schools for better education.

Female, Republican, US born, 55-64, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: The reason why I voted yes because I want them to build new libraries for the children, and to bring back the police department for the safety of the people.

Male, Democratic, US born, 35-54, Election Day voter, More than 20 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: I believe that security is the biggest priority for the city.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's ok to raise the sales tax as long as it helps the redevelopment of the city.

Male, DTS, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's for the good of all the people here in our community.

Male, OTH, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It is needed for our departments and our community to improve.*

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It will develop the city and it will lessen the real estate prices, as well as help in adding police enforcement to prevent crimes in the city.*

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It would help a lot in the City of Coachella.*

Male, Republican, , 35-54, Election Day voter, Up to 20 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: I think that everything has a price. To be able to obtain something, we need to pay that amount.*

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 10 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It will help improve the services of the city, for a better Coachella.*

Male, DTS, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It will help add fund for police services. The funds will not be reduced. The parks will be well-maintained.*

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: If its just \$0.50, it's not of a great difference to pay for it.*

Male, DTS, Foreign born, 18-34, Election Day voter, Up to 5 years, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's not a big difference. It would be a huge impact in our community.*

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 10 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's so that the city services can be maintained.*

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 5 years, Spanish

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's to maintain city services, like the police, and to fix streets.*

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

*Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?
Answer: It's to gain more money for the city, and maintain the services that we have in our community.*

Male, Democratic, Foreign born, 65 and older, Election Day voter, Less than one year, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's so that the city services can be improved. It's important and essential. We need it.

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It won't affect me much. It would help the city.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: If that is good for the community, it's okay.

Female, Democratic, Foreign born, 18-34, Election Day voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's so they won't cut them for parks. The police and the kids will have places to go, like parks.

Female, Democratic, Foreign born, 35-54, Election Day voter, Less than one year, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's just only a half cent increase, but the benefit that it will do to the city is bigger and better.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's the benefit for everybody.

Male, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It will improve the city services.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: Those services, like police, fire fighting and paramedics, are important in the city.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We all need those basic services. If the only way to maintain them is to raise the tax, then I'm for it.

Male, Democratic, Foreign born, 18-34, Previous vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need to improve all the city services here in our community.

Female, DTS, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: It's so that the police can provide a better service, by immediate response to crimes.

Female, DTS, US born, 55-64, Election Day voter, Up to 10 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: The money would go somewhere.

Female, Republican, Foreign born, 35-54, Election Day voter, Up to 10 years, English

Question: Why would you say that you would vote yes in favor of a one cent sales tax increase?

Answer: We need more police presence here in our community.

VERBATIM RESPONSES

QUESTION 12



City of Coachella - Voter Survey - July 2014

VERBATIM RESPONSES: Q12

Male, Democratic, US born, 18-34, Election Day voter, Up to 10 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: The city has enough money to provide city services.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: We can find other ways rather than this, like saving and working hard.

Male, Democratic, US born, 18-34, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: There is a lot of corruption in Coachella.

Male, Republican, Foreign born, 18-34, Election Day voter, Up to 10 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: There are enough taxes already.

Female, Republican, Foreign born, 35-54, Election Day voter, Up to 20 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: They will just keep on raising the taxes. They won't do what they said.

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: We are suffering from poverty, and that issue is just an additional sacrifice to those poor families in our community. It should be the government's job to provide solutions to that problem.

Male, Republican, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: The prices of the goods would go high and the taxes as well. The earnings or salary would not be enough for a family with three or more children. It is difficult.

Female, Republican, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: It will just add more burden to the people in buying goods and paying bills.

Male, Republican, US born, 55-64, Permanent vote-by-mail voter, Up to 20 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: They put a lot of money in the parks, streets et cetera, but they don't pay much attention to the seniors.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I don't believe that the service, like the police and fire department, will be improved. It will still stay the same even if the tax will, and the cost of living will also increase.

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: The cost of living is already way too high, like clothing, gasoline and food.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 20 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: The city should be the finding a different way. The employees aren't working well, most of them are lazy.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: It's because year after year, they keep on raising the taxes.

Male, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: We don't need more taxes.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: People are already in poverty here. They have lost their houses, and there are not enough jobs. We cannot afford the increase.

Female, Democratic, US born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: There are so many raises of taxes in Coachella.

Female, DTS, US born, 18-34, Election Day voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I don't agree with this because we have a good library already.

Female, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: We are paying more taxes in here.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: We don't need additional police and firefighters because we have enough of them. They are just not doing their job.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: There are a lot of issues in the government, and the money will go nowhere. We are just wasting our time and money.

Male, DTS, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: The goods will be more expensive, while the taxes keep on raising.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 20 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: They have already raised the taxes, but they have done nothing. They keep on lying. They will say this is the last one, but they keep on raising the taxes.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: We are paying a lot on everything, like goods, water and etcetera.

Female, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I cant' afford to pay more taxes anymore because my husband and I are retired, and more than 70 years old already.

Female, Republican, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 20 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I don't know a lot of information about it. We don't have enough money to pay for it.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I don't like to have higher taxes. One cent for me is too much.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: The city has enough budget to provide city services. We are willing to pay additional tax if they will be able to raise our wage.

Female, Democratic, Foreign born, 65 and older, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I vote no because there is not enough money. Why should they have to increase the tax?

Female, DTS, Foreign born, 35-54, Permanent vote-by-mail voter, Less than one year, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I don't have enough money to pay for more taxes.

Female, DTS, US born, 18-34, Election Day voter, Less than one year, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: It's because the taxes are already high.

Male, Republican, Foreign born, 65 and older, Previous vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: We can't afford any more of these stuff, like raising taxes.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: They're paying themselves too much, and the mayor is just using it for his own purpose.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: They already did it a while back for the City of Coachella, and they said they are going to bring it down, but they didn't.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: There are a lot of mayors and government in general, needs to be affected by the tax increase, and not the people of Coachella. They should be the one affected and paying for the tax increase by reducing their salaries and bonuses.

Female, Democratic, Foreign born, 18-34, Permanent vote-by-mail voter, Less than one year, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I need to have more information about that issue for me to decide.

Female, DTS, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I don't have any opinion for now.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: It's because for some people, one cent is a lot.

Female, Democratic, US born, 55-64, Permanent vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: It's because for one thing, I haven't seen a raise for the employee's salary over 50 years. That is classified. My household budget is very tight, and I don't see enough reason to vote for another increase in our taxes.

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: It would make a difference, but it would not be enough to handle whatever city projects are coming up. A two cent increase maybe, it would be a lot better.

Male, Democratic, US born, 35-54, Election Day voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: There are also plenty of programs that haven't been used for right reason, and I think it will not help the community.

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 10 years, Spanish
Question: *Why would you say that you vote no against a one cent sales tax increase?*
Answer: *It's because if they will increase it now, it will continuously increase throughout the coming years.*

Female, Democratic, US born, 35-54, Previous vote-by-mail voter, More than 20 years, English
Question: *Why would you say that you vote no against a one cent sales tax increase?*
Answer: *It's because every time we get into financial problem, they raise the taxes.*

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish
Question: *Why would you say that you vote no against a one cent sales tax increase?*
Answer: *I don't want to add more tax, and there is no increase in the salary.*

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, Spanish
Question: *Why would you say that you vote no against a one cent sales tax increase?*
Answer: *It will raise the cost of the commodities.*

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English
Question: *Why would you say that you vote no against a one cent sales tax increase?*
Answer: *The sales rates will go higher yet the employment is still low.*

Female, Democratic, Foreign born, 65 and older, Election Day voter, Up to 20 years, Spanish
Question: *Why would you say that you vote no against a one cent sales tax increase?*
Answer: *It adds burden to us, low income people.*

Male, Democratic, Foreign born, 35-54, Election Day voter, Less than one year, Spanish
Question: *Why would you say that you vote no against a one cent sales tax increase?*
Answer: *The salary of the people is being reduced, and the City Mayor only gains more money on this. He doesn't even do anything for our community.*

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English
Question: *Why would you say that you vote no against a one cent sales tax increase?*
Answer: *I want to know how the project could help, where it goes, and why it is needed. Why do police or paramedics need it?*

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English
Question: *Why would you say that you vote no against a one cent sales tax increase?*
Answer: *They are always increasing the tax over and over again.*

Male, Democratic, Foreign born, 65 and older, Permanent vote-by-mail voter, Up to 10 years, Spanish
Question: *Why would you say that you vote no against a one cent sales tax increase?*
Answer: *There are so many taxes, and I don't agree with it.*

Male, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: There has been an increase on taxes already, and some of the facilities where the funds will be placed, were not that important to me.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: We already pay a lot of taxes here in Coachella, and I know that they already have a lot of funds.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: It will have an impact on the sales and taxes. We will be paying much more than that in the end.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I don't have any idea for now.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I believe we have a lot of parks already, libraries as well, they are everywhere. We can use the money for other needs of the community. There are a lot more problems that needed to be prioritized.

Female, Republican, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: I don't know.

Female, DTS, US born, 65 and older, Previous vote-by-mail voter, Up to 20 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: There are way too many parks and establishments that were already constructed, although they are not giving priority to the streets. There's already a lot of growth, and the taxes that we pay are enough for the police and other services. Since my house is new, the water costs high.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: It's because no matter what they do, even if they will increase the tax, still, they have done nothing to the city. They just keep on increasing the tax.

Male, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: The cost of living is increasing, and I don't want to add more taxes.

Male, Republican, Foreign born, 65 and older, Permanent vote-by-mail voter, Less than one year, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: We don't need to pay many taxes. We need to control the budget that we have.

Male, Democratic, Foreign born, 35-54, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: The council does not inform us about that, and the prices of basic needs keep on rising.

Female, Democratic, US born, 18-34, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: All has increased such foods. Everything is high.

Male, Democratic, Foreign born, 55-64, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: It already has been applied. Nothing has changed.

Female, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 10 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: We are going to pay. I don't want that.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 20 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: Every year, the tax always increases.

Male, DTS, Foreign born, 18-34, Previous vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: It's not the taxes. It's about maintaining good jobs and balancing the budgets.

Male, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: There are other ways of raising money or city's funding.

Female, DTS, US born, 18-34, Permanent vote-by-mail voter, Less than one year, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: Everything is hard now. Adding one cent to the tax is additional burden.

Male, Democratic, Foreign born, 65 and older, Election Day voter, Up to 10 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: If the sales tax will increase, the sales rate would also increase.

Female, OTH, US born, 35-54, Previous vote-by-mail voter, Up to 5 years, English

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: Tax has been already applied and nothing has changed.

Female, Democratic, Foreign born, 35-54, Permanent vote-by-mail voter, Up to 10 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: If I vote yes, I believe that everything will remain the same. There will be no additional police. The library still remains the same. It has remained the same since I was a kid. They keep on increasing the taxes without having improvements.

Female, Democratic, Foreign born, 55-64, Election Day voter, Up to 5 years, Spanish

Question: Why would you say that you vote no against a one cent sales tax increase?

Answer: The people here are in low salary. They still ask for one cent. It's hard for an ordinary person. It's already a big help for them.

VERBATIM RESPONSES

QUESTION 26



City of Coachella - Voter Survey - July 2014

VERBATIM RESPONSES: Q26

Male, Democratic, US born, 35-54, Permanent vote-by-mail voter, Up to 20 years, English

Question: Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?

Answer: Employee's salary.

Female, Democratic, US born, 18-34, Election Day voter, Up to 5 years, Spanish

Question: Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?

Answer: To have more medical clinics

Female, Democratic, US born, 18-34, Election Day voter, Up to 5 years, English

Question: Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?

Answer: More high paying jobs

Female, Democratic, Foreign born, 35-54, Election Day voter, Up to 5 years, Spanish

Question: Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?

Answer: Nothing more

Female, DTS, US born, 65 and older, Previous vote-by-mail voter, Up to 20 years, English

Question: Now I am going to read a list of several projects that may be considered by the City of Coachella if a new, one-cent sales tax was passed. Please listen to each and then tell me which two projects should be the City's top priorities?

Answer: Add more sidewalks

VERBATIM RESPONSES

QUESTION 1



City of Coachella - Voter Survey - July 2014

VERBATIM RESPONSES: Q1

