



GODBE RESEARCH  
Gain Insight



## City of Ridgecrest: Revenue Measure Feasibility Survey

June 2016

# Overview and Research Objectives



GODBE RESEARCH  
Gain Insight

The City of Ridgecrest commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the importance of local issues;
- Assess potential voter support for a general purpose sales tax measure to provide public safety and essential City services with funding that cannot be taken by the State;
- Identify community priorities; and
- Test the impact of information statements;

- Data Collection Telephone and Internet Interviewing
- Universe 9,527 likely November 2016 voters in the City of Ridgecrest
- Fielding Dates April 21 through May 1, 2016
- Interview Length 18 minutes
- Sample Size n=412 (online=148; phone=264)
- Margin of Error  $\pm 4.72\%$

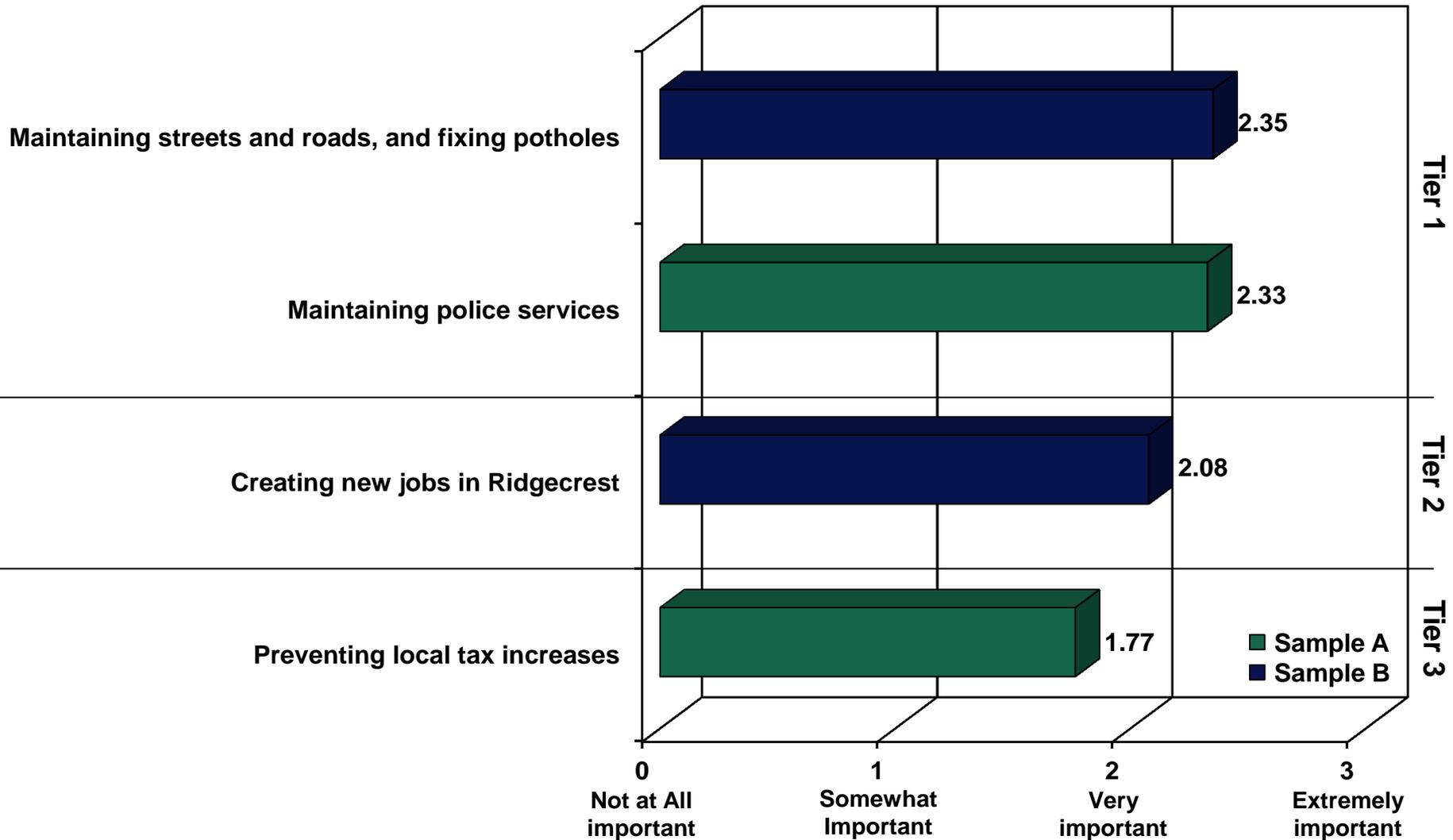


GODBE RESEARCH  
Gain Insight



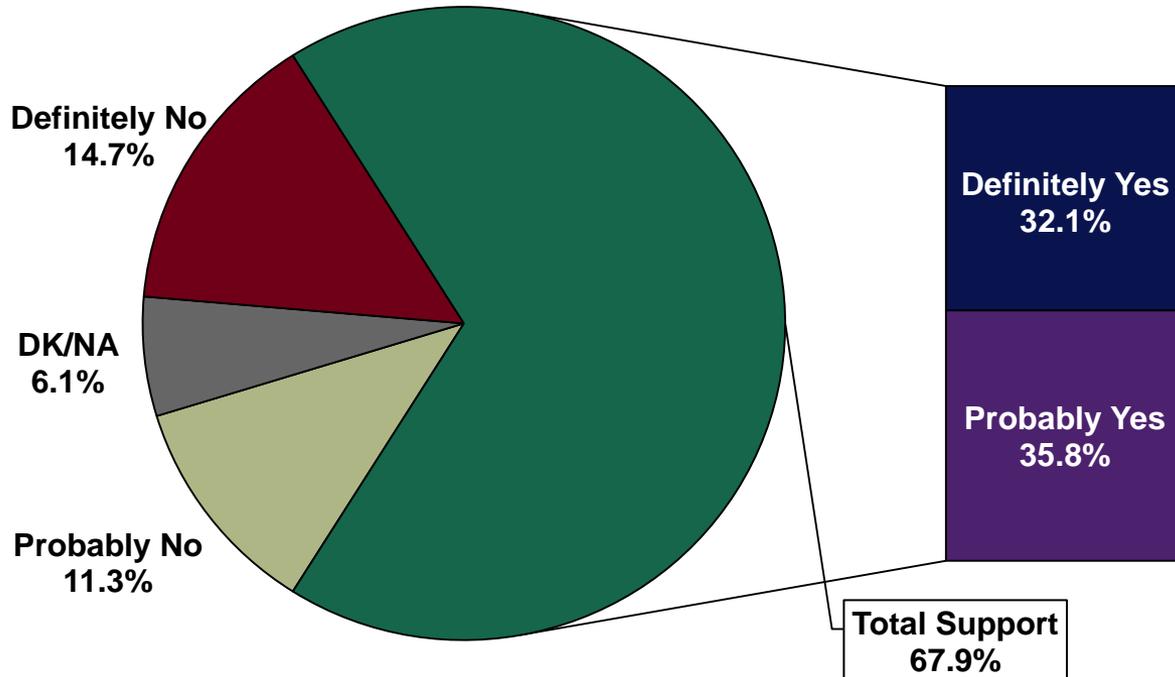
## Key Findings

# Importance of Local Issues (n=412)



Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1 and "Not at All Important" = 0.

# Uninformed Support for Sales Tax (n=412)



Ridgecrest Public Safety and Essential City Services Measure. To help prevent cuts and maintain City of Ridgecrest services, including:

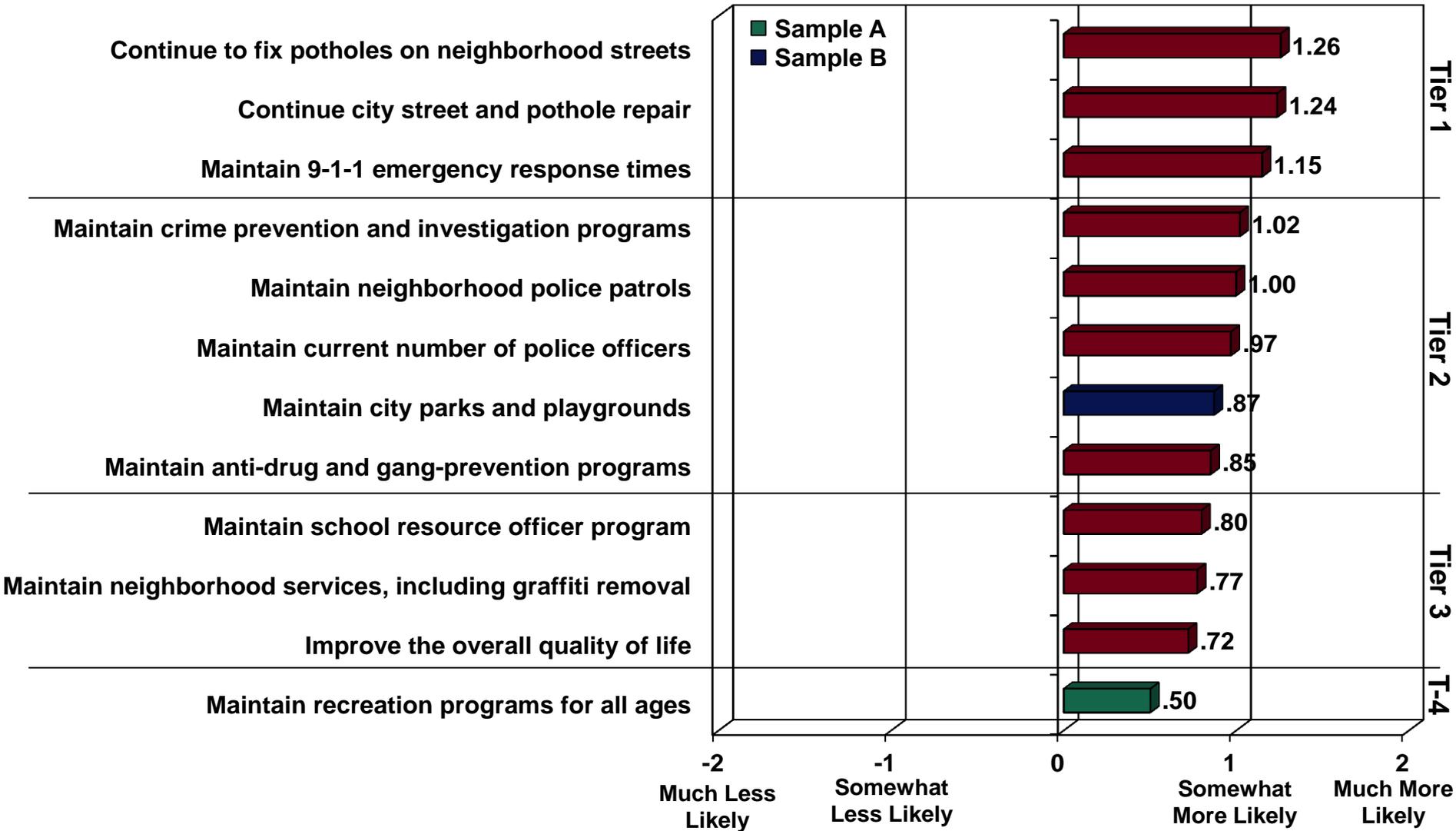
- city streets and pothole repair;
- police officers and neighborhood police patrols;
- 9-1-1 emergency response times; and
- crime prevention and investigation; and other city services,

shall the City of Ridgecrest enact a one cent sales tax, providing \$4 million dollars annually for 12 years, requiring a citizen's oversight committee, annual independent audits, with all funds for City of Ridgecrest services only, and no funds for Sacramento?

# Community Priorities (n=412)

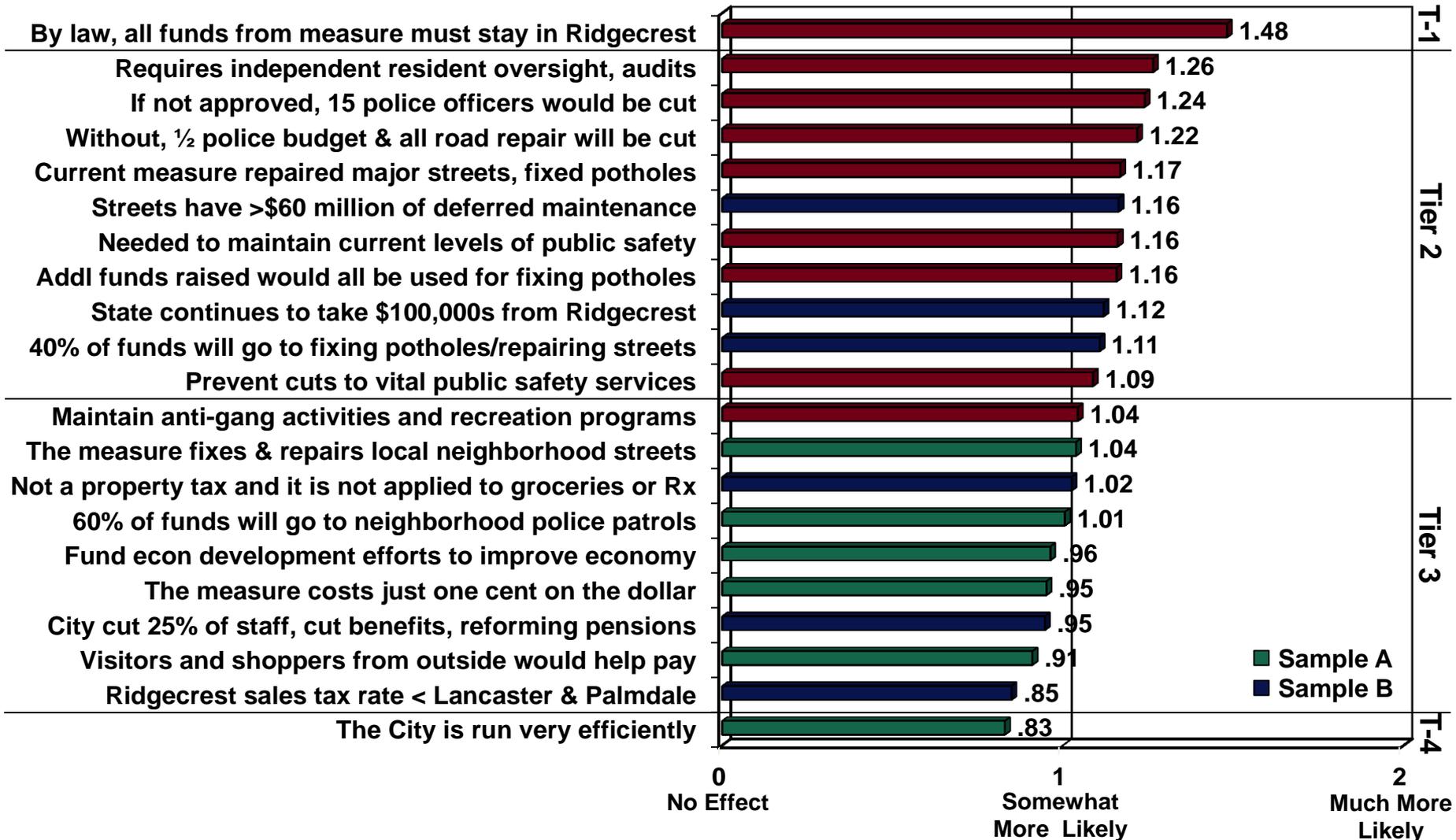


GODBE RESEARCH  
Gain Insight



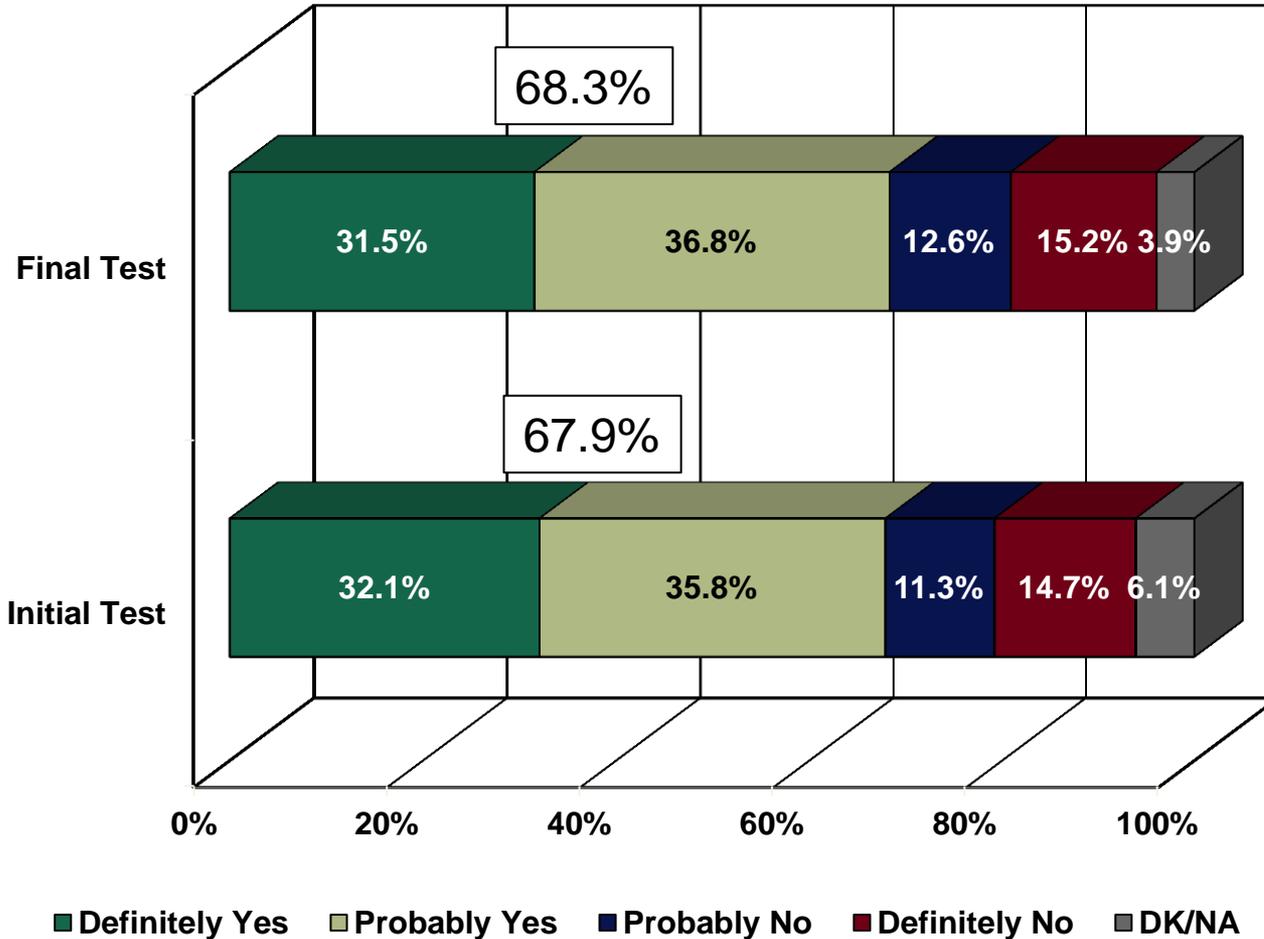
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

# Informational Statements (n=412)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

# Informed Support (n=412)



**Ridgecrest Public Safety and Essential City Services Measure. To help prevent cuts and maintain City of Ridgecrest services, including:**

- city streets and pothole repair;
- police officers and neighborhood police patrols;
- 9-1-1 emergency response times; and
- crime prevention and investigation; and other city services,

shall the City of Ridgecrest enact a one cent sales tax, providing \$4 million dollars annually for 12 years, requiring a citizen's oversight committee, annual independent audits, with all funds for City of Ridgecrest services only, and no funds for Sacramento?



GODBE RESEARCH  
Gain Insight



[www.godberesearch.com](http://www.godberesearch.com)

California and Corporate Offices  
1575 Old Bayshore Highway, Suite 102  
Burlingame, CA 94010

Nevada Office

59 Damonte Ranch Parkway, Suite B309  
Reno, NV 89521

Pacific Northwest Office

601 108th Avenue NE, Suite 1900  
Bellevue, WA 98004