



Visalia Voter Attitudes Toward a Proposed Cannabis Measure

Key Findings of a Citywide Survey Conducted March 12-18, 2024



OPINION
RESEARCH
& STRATEGY

Survey Methodology

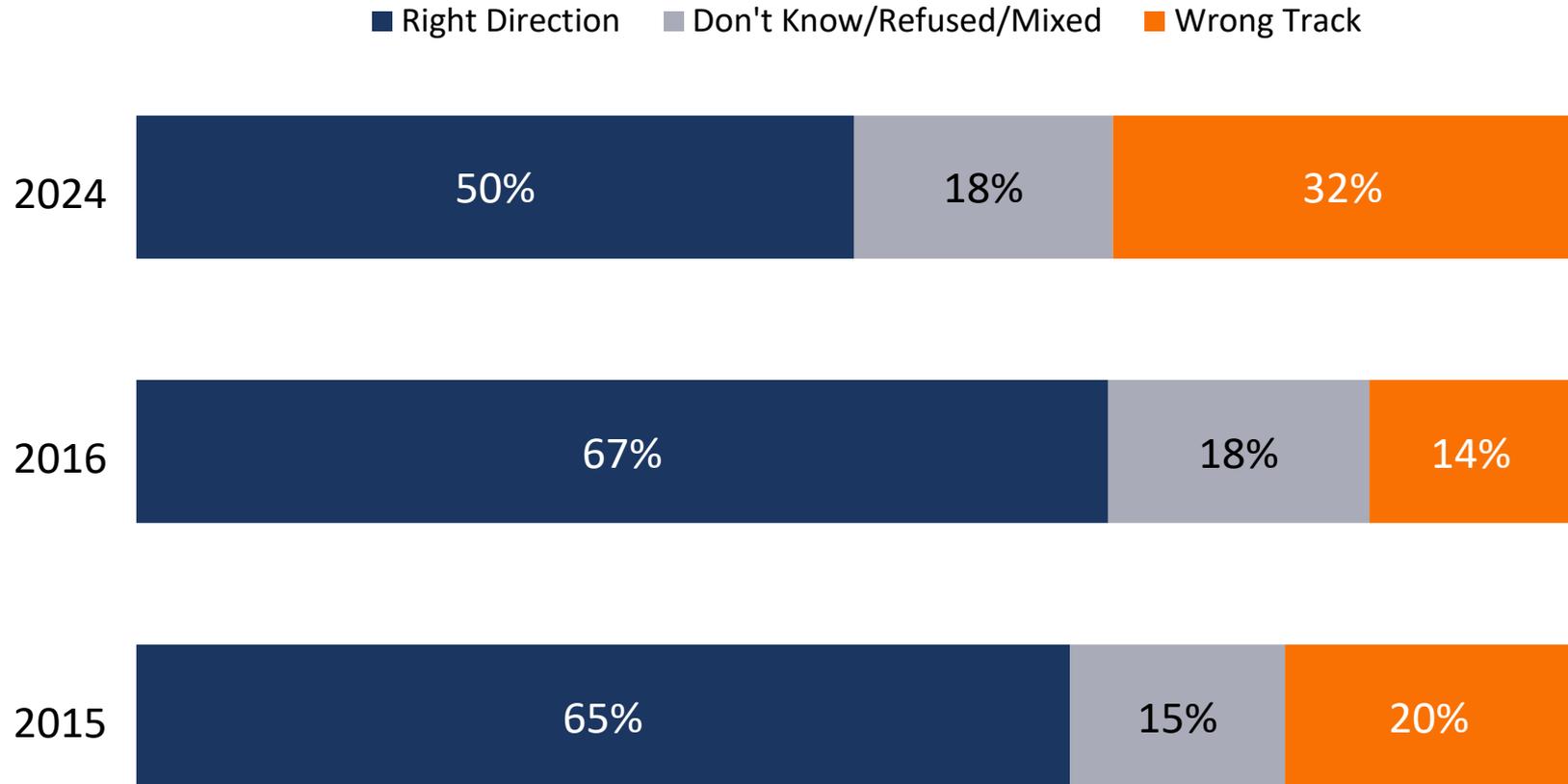
Dates	March 12-18, 2024
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2024 Voters in Visalia
Total Interviews	688
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 5.7\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	2015 and 2016
Languages	English and Spanish

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

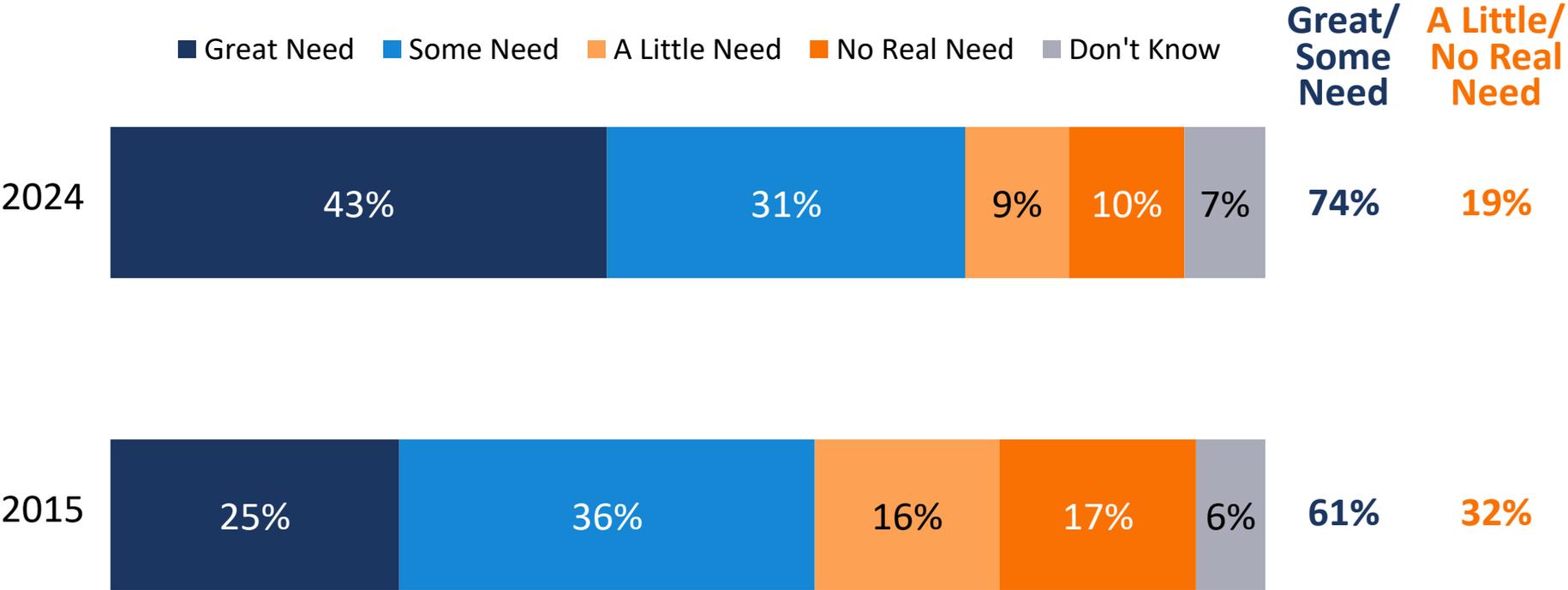


Issue Context

A majority feel positively about the direction of the city, but the mood has worsened since 2016.

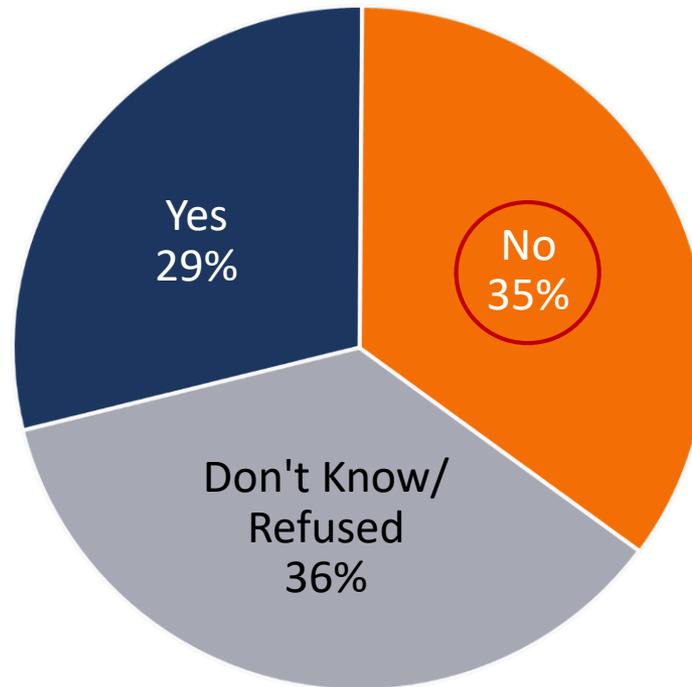


Nearly three quarters perceive a need for funding for city services.



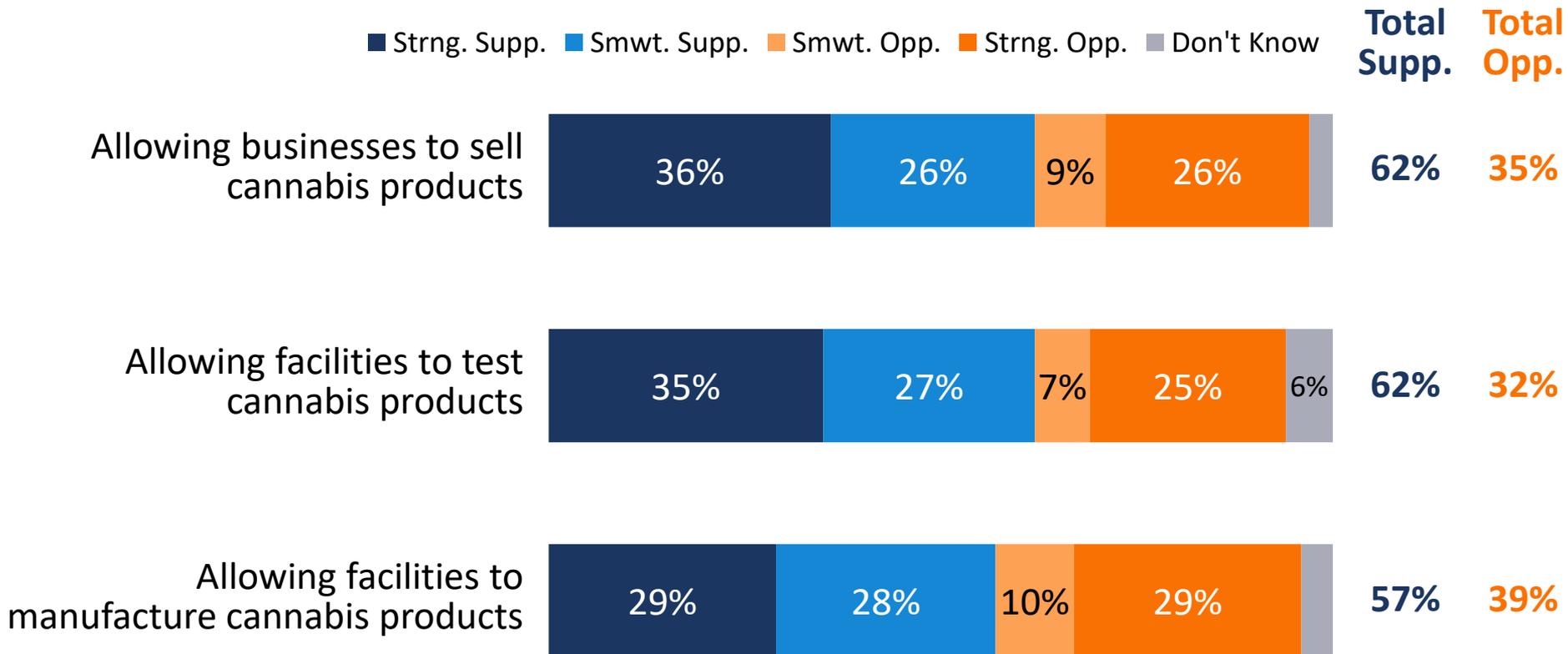
Most are unaware that it is currently illegal to sell cannabis products in Visalia.

Now changing topic slightly. As far as you know, is it legal to sell cannabis products in the City of Visalia?



A majority support allowing cannabis-related businesses to operate in Visalia.

(Ranked by Total Support)



Q. I am now going to mention various cannabis related businesses. Please tell me if it sounds like something you would support or oppose in the City of Visalia. Any of these potential uses may also be subject to regulations the City can make such as location or hours of operation, and may include related fees.



Introducing the Measure

Ballot Language

With Mandate

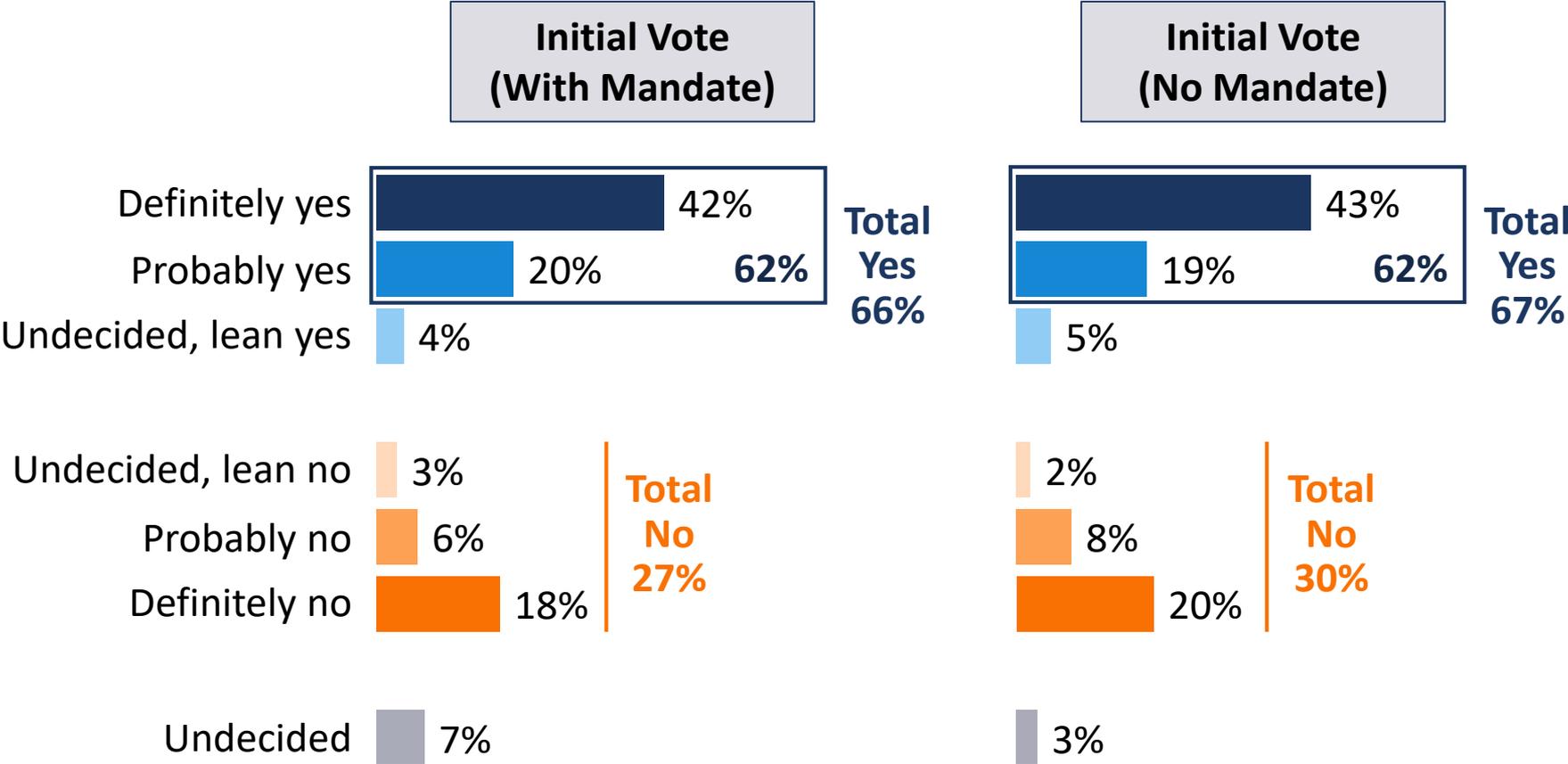
Shall the measure to fund, for general governmental uses, services such as: maintaining emergency response times; supporting youth programs; helping attract businesses; cleaning public areas; addressing homelessness; by taxing cannabis businesses' gross receipts not exceeding 10% on retail, delivery, manufacturing/testing; raising approximately \$1,000,000 annually, requiring spending disclosures, and which would only be levied **if state law imposes mandates** or the city approves an ordinance allowing such businesses, lasting until ended by voters, be adopted?

No Mandate

Shall the measure to fund, for general governmental uses, services such as: maintaining emergency response times; neighborhood police patrols; supporting youth programs; helping retain and attract businesses; keeping public areas safe and clean; addressing homelessness; by taxing cannabis businesses' gross receipts not exceeding 10% on retail, delivery, manufacturing, and testing; raising approximately \$1,000,000 annually, until ended by voters, requiring audits, spending disclosures, and that cannabis businesses follow public health and safety requirements, be adopted?

Two-thirds support the proposed measure, both with and without mention of a state or local mandate.

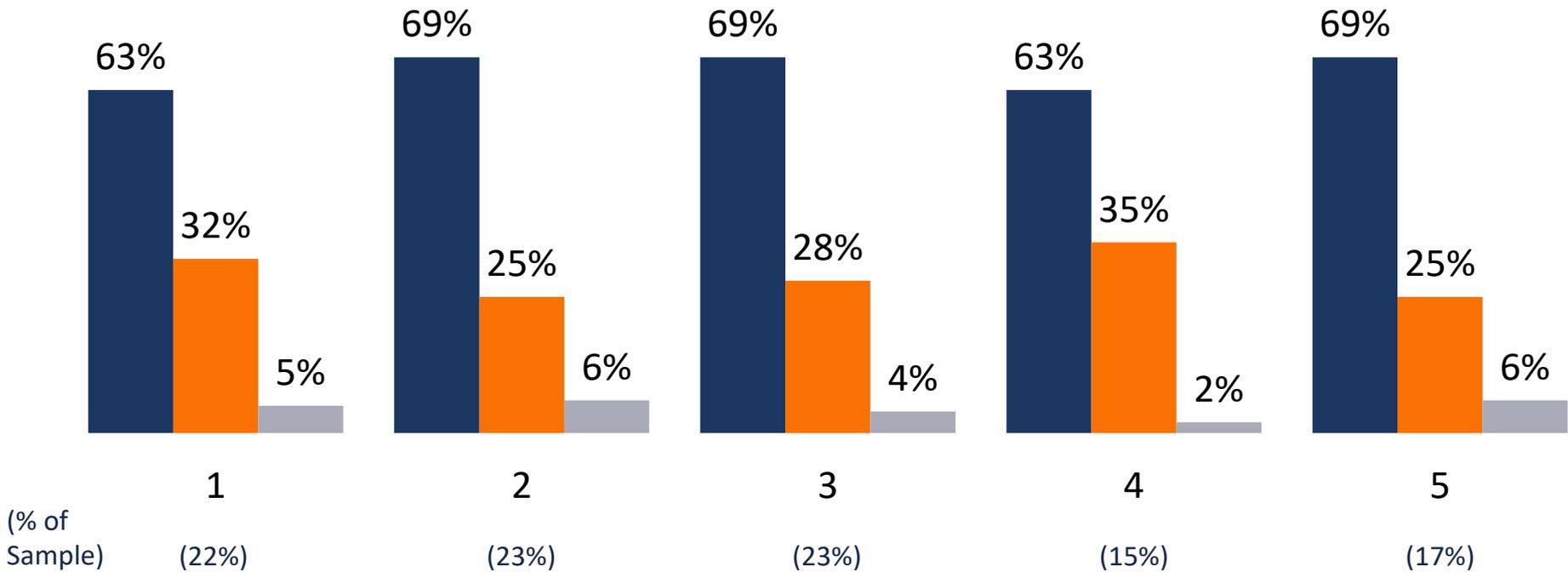
(Each Measure - M.O.E=±5.7%)



Majority support cuts across the City's Council Districts.

Initial Vote by City Council District

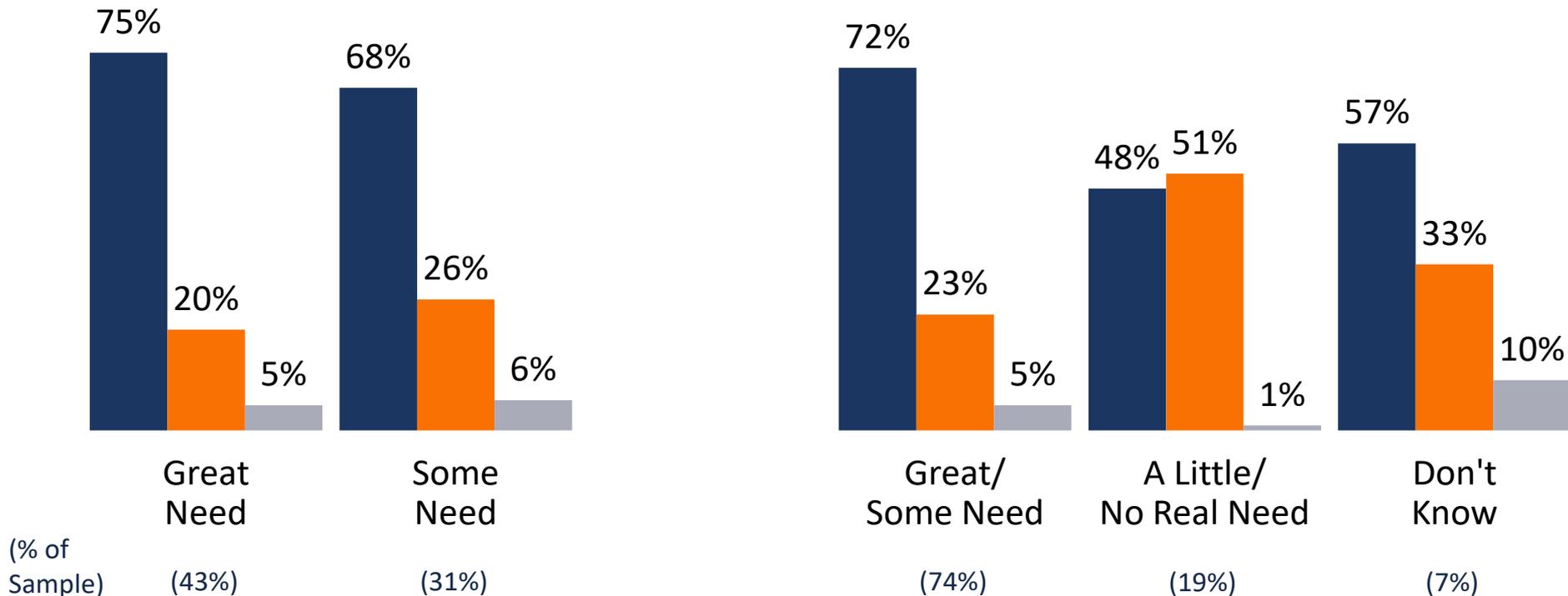
■ Total Yes ■ Total No ■ Undecided



Those who perceive a need for funding are more likely to vote “yes” than those who do not.

Initial Vote by Need for Funding

■ Total Yes ■ Total No ■ Undecided



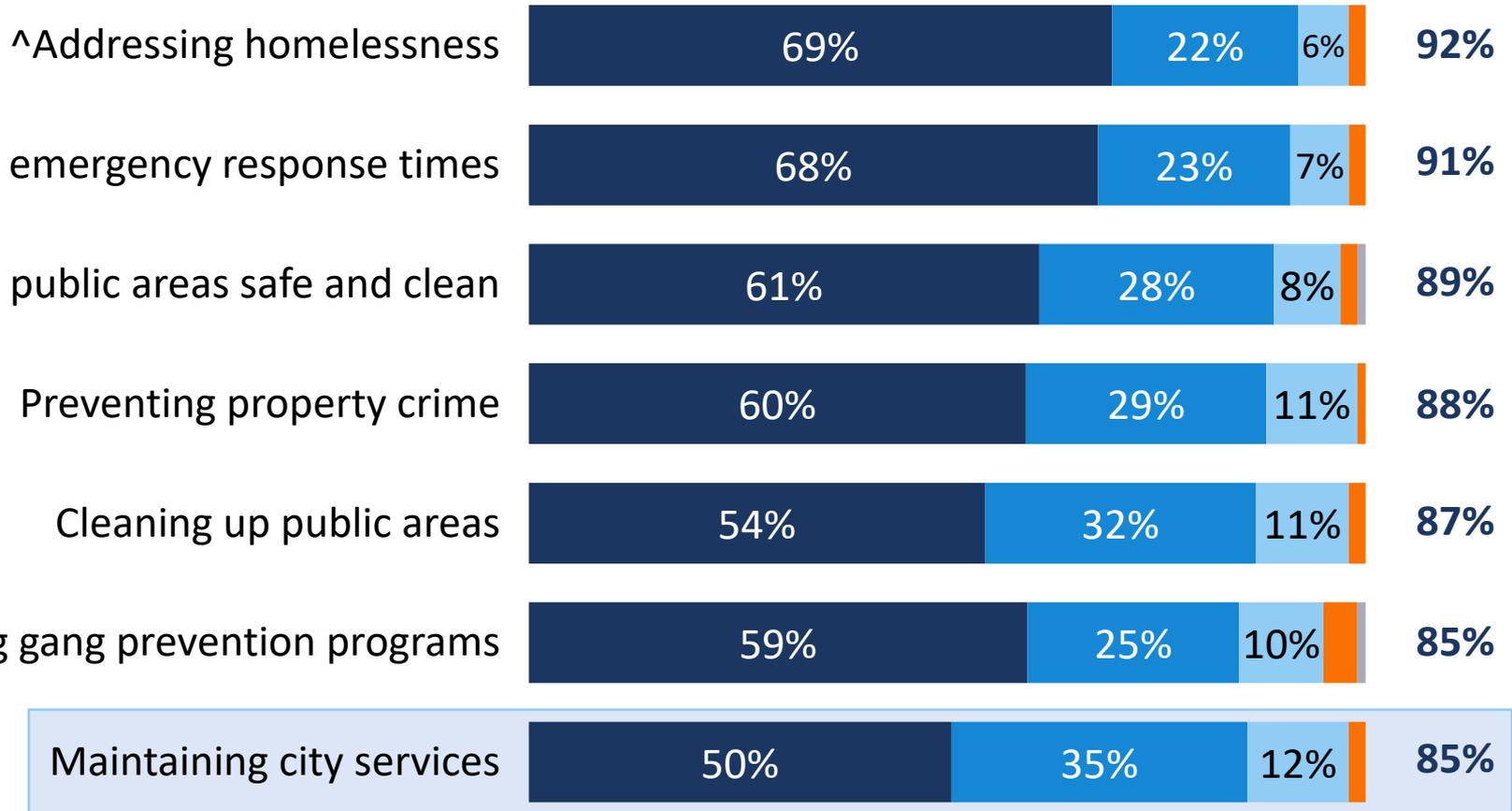


Priority Features of the Measure

Addressing homelessness, maintaining emergency response times and keeping public areas safe and clean are the top funding priorities.

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**

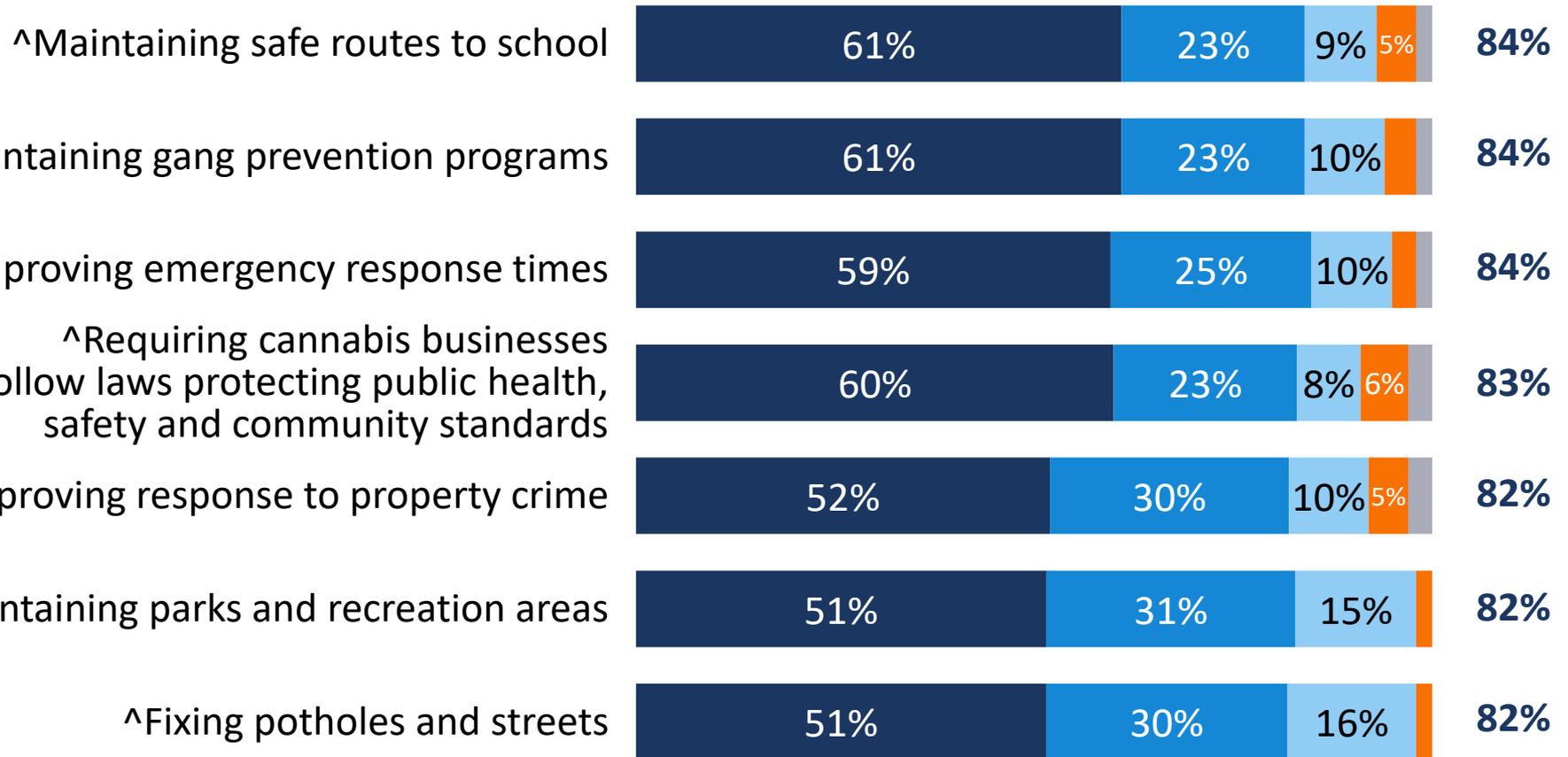


Q. The proposed ballot measure you considered earlier has not yet been finalized. Now I'm going to read you a list of services, infrastructure projects and provisions that could be included in this measure. Please tell me how important that service, infrastructure project or provision is to you personally: Is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample

More than four in five say safe routes to school and gang prevention are important.

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**

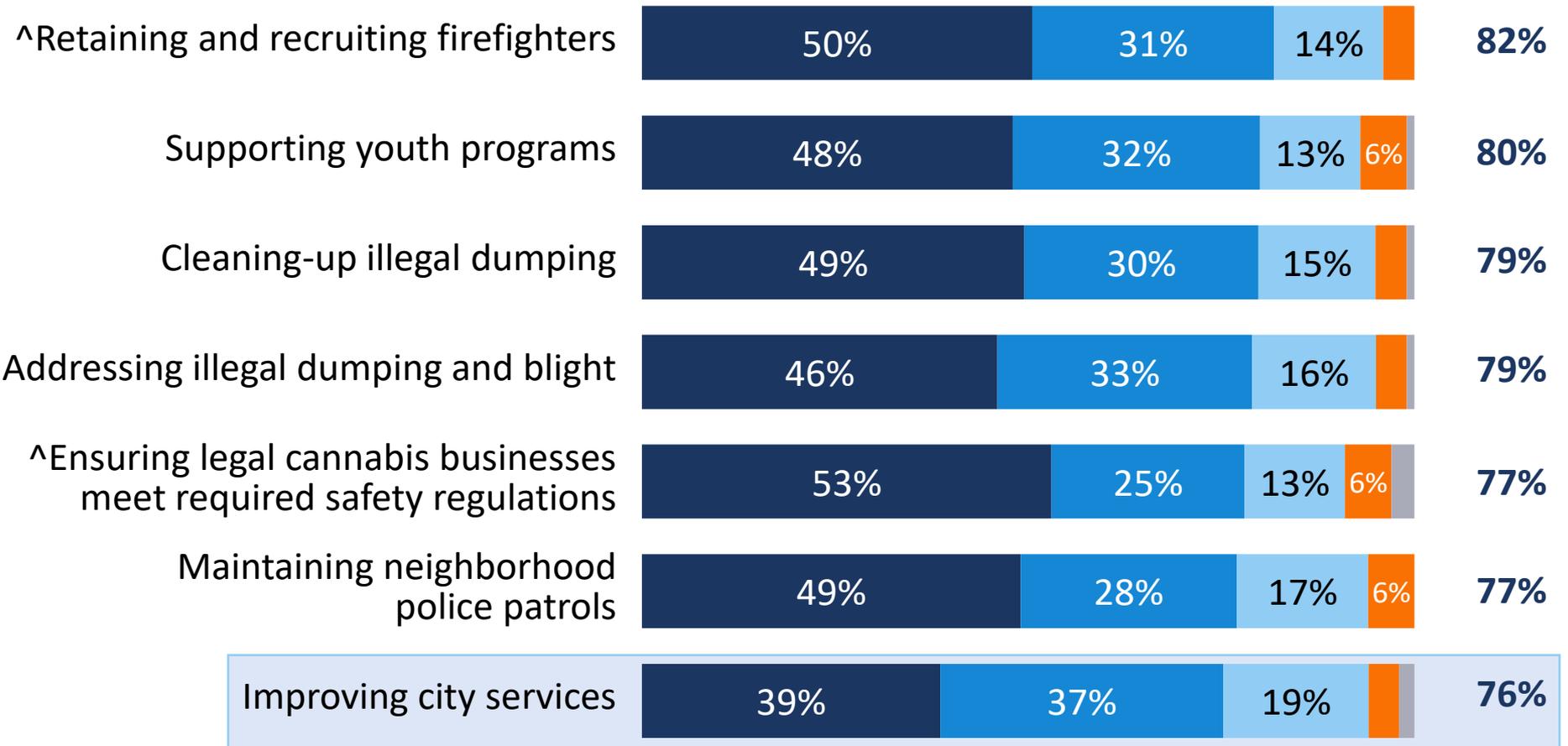


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Voters also widely view retaining firefighters and supporting youth programs as important.

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**

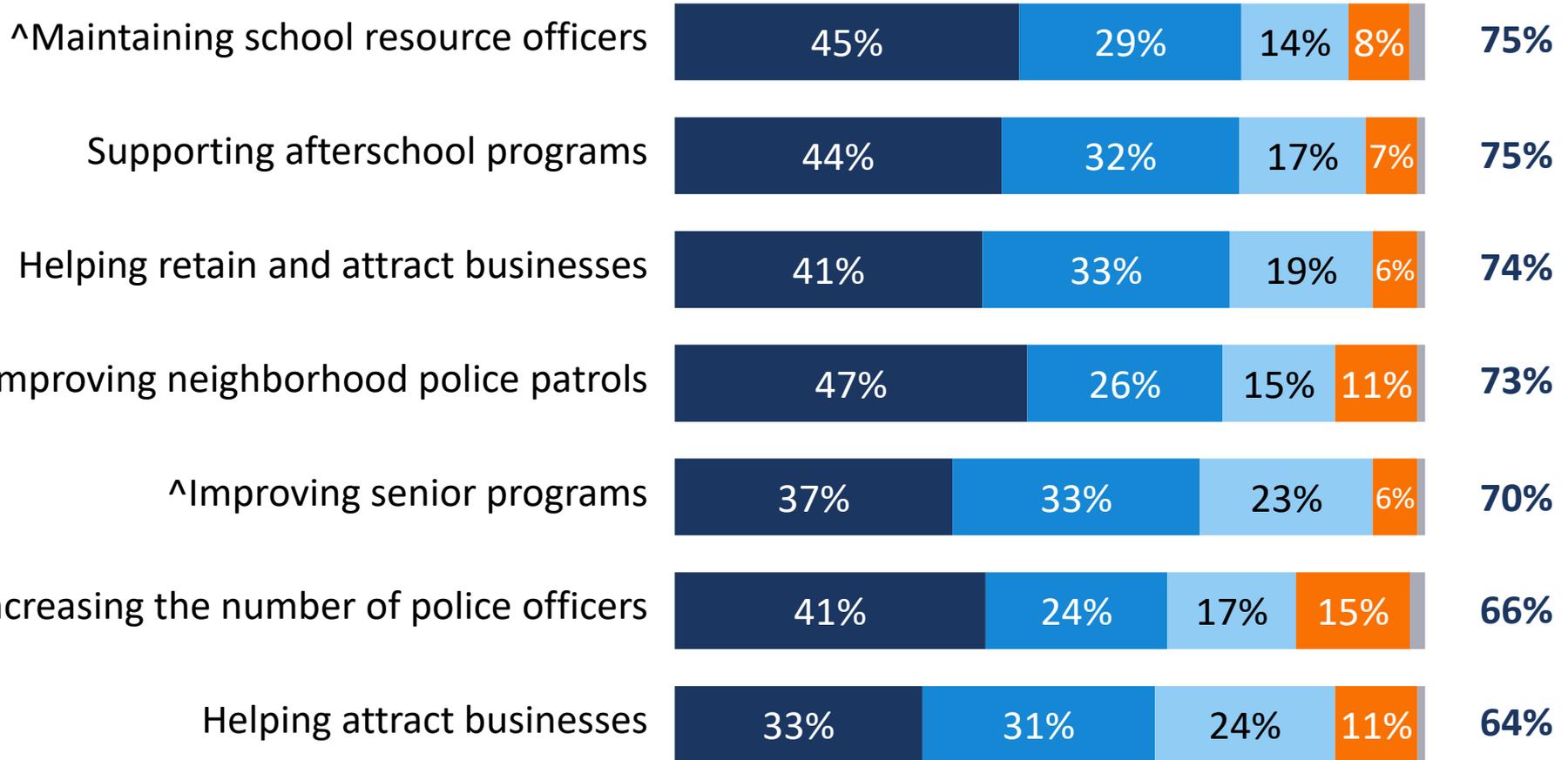


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Helping attract businesses ranks lowest as a relative priority, although a majority support it.

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



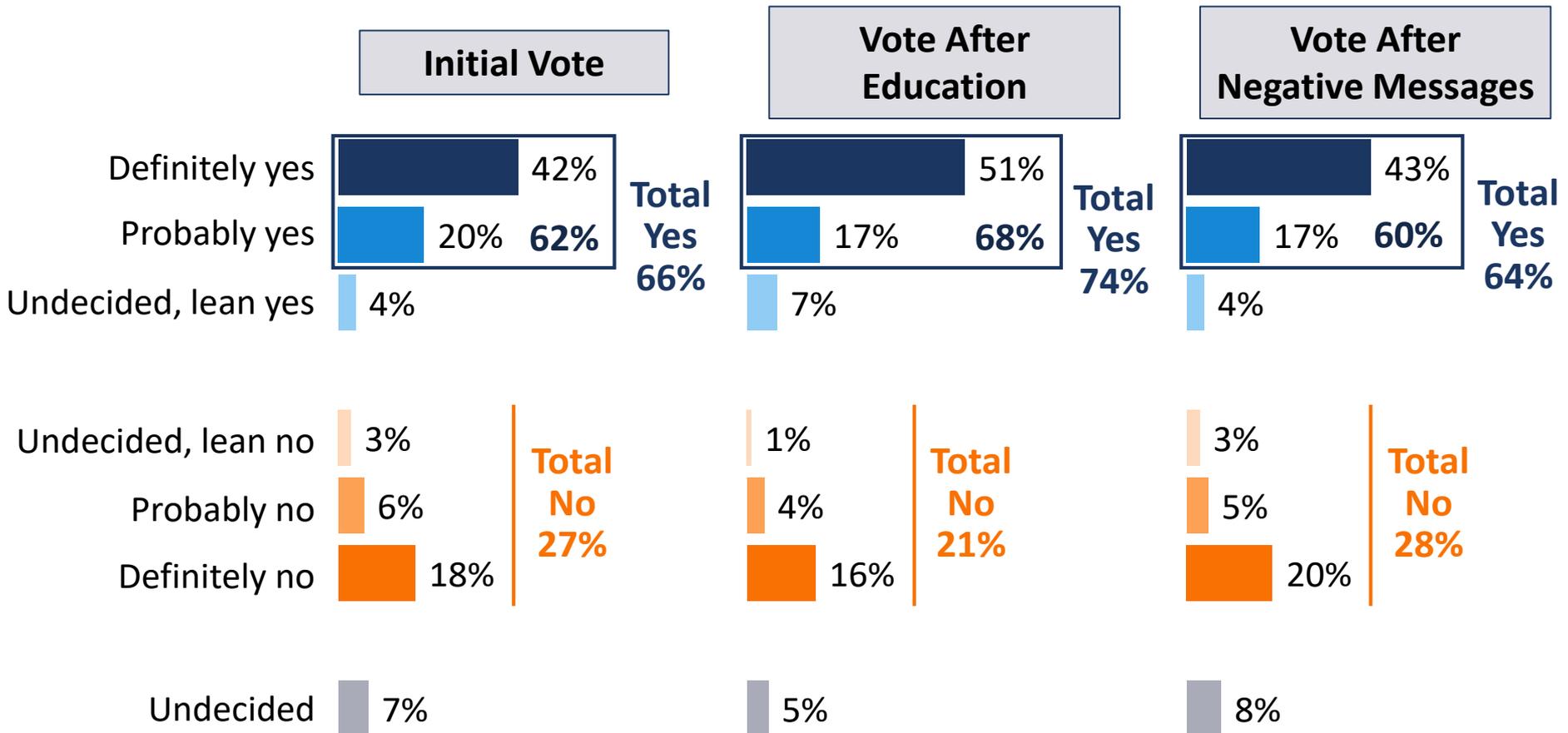
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Impact of Information

Support for the measure with the mandate language fluctuates with messaging, but remains above 50% throughout the survey.

(With Mandate; M.O.E=±5.7%)



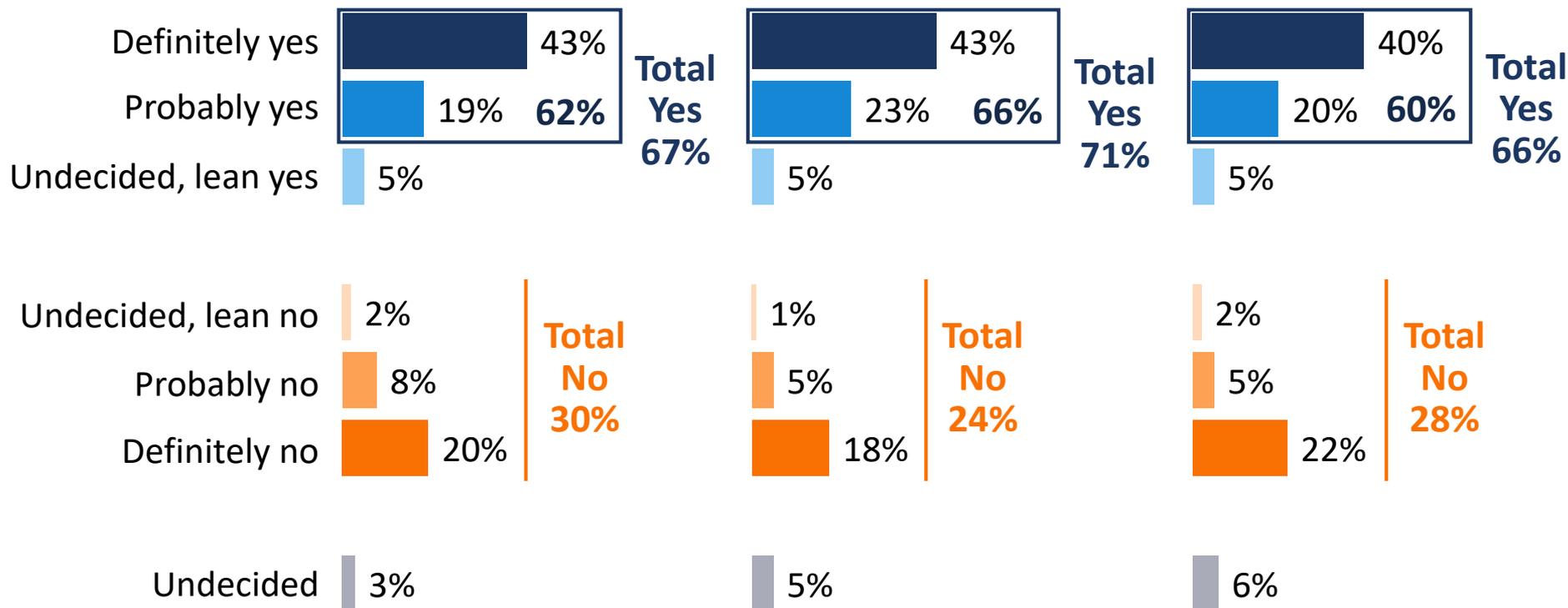
The version that does not mention the mandate also remains well-above 50% after messaging.

(No Mandate; M.O.E=±5.7%)

Initial Vote

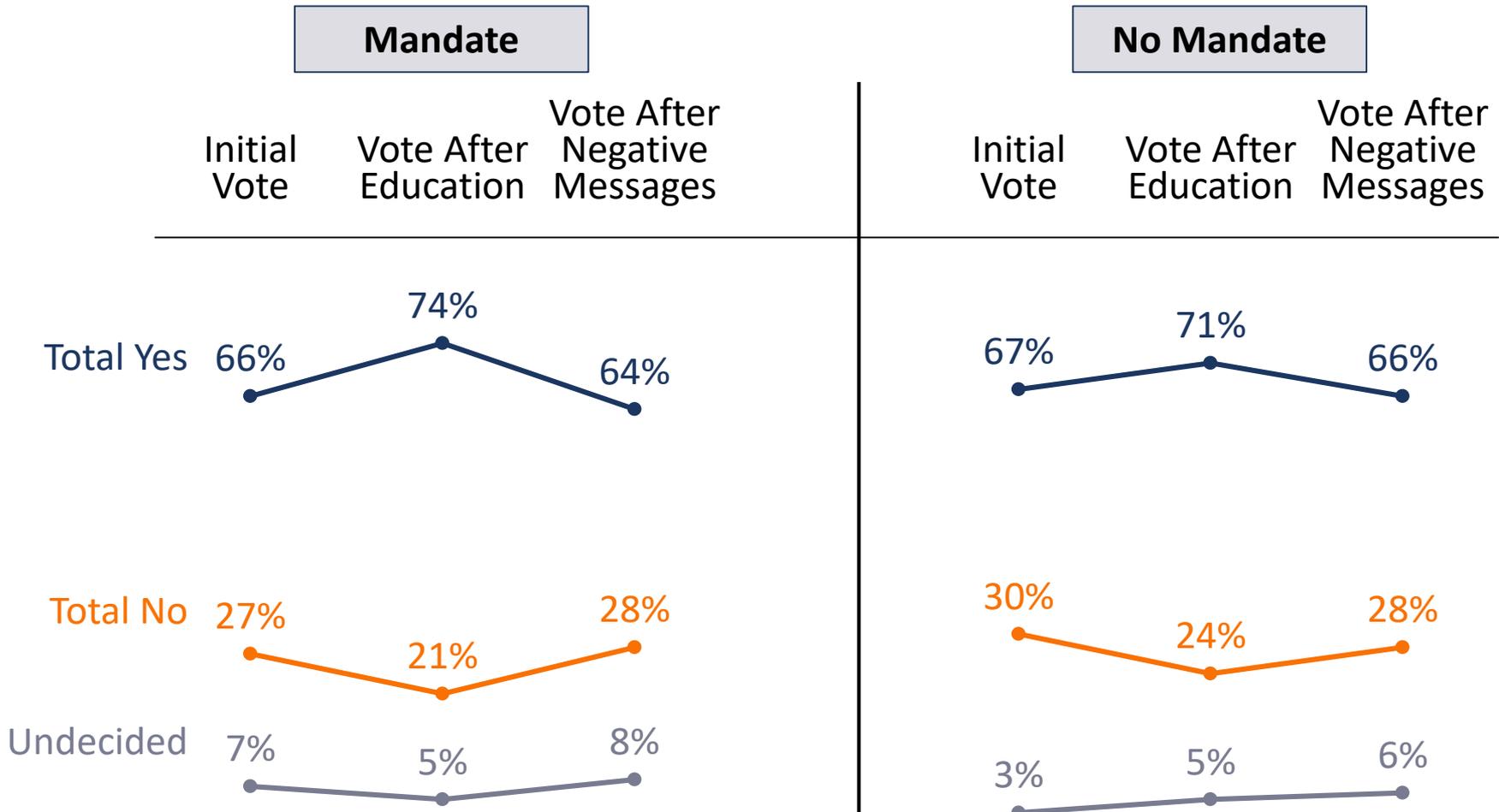
Vote After Education

Vote After Negative Messages



Vote progression With and Without Mandate

(M.O.E=±5.7%)





Conclusions

Conclusions

- The proposed measure to tax cannabis businesses in Visalia appears viable for November 2024.
- The measure receives broad and consistent support among the electorate, regardless of whether or not a state mandate is mentioned in the ballot language.
- Although many are uncertain about whether it is legal or not to sell cannabis in Visalia, majorities support allowing cannabis business activity.
- Additionally, nearly three-quarters perceive a need for funding for city services.
- In that context, nearly two-thirds support the proposed simple majority measure initially.
- Voters place the greatest priority on addressing homelessness, maintaining emergency response times, keeping public areas safe and clean, and preventing property crime.
- Support fluctuates with messaging, but remains well-above the 50% threshold for passage throughout the survey.



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