



OPINION
RESEARCH
& STRATEGY

TO Michelle Nielsen
Long Range Planning, Humboldt County

FROM Curtis Below and Miranda Everitt
FM3 Research

RE: Humboldt County Article 34 Measure Opinion Research

DATE April 15, 2020

Fairbank, Maslin, Maullin, Metz & Associates (FM3) is pleased to submit this short scope of work to conduct research assessing voter opinions of a potential Article 34 measure. We look forward to continuing our partnership with the County, building upon prior rounds of opinion research conducted in 2013, 2014, 2016 and 2018 to inform transportation, marijuana tax and Measure Z establishment and renewal measures. The balance of this memo describes our recommended research approach and associated costs and provides our contact information.

Of course, economic conditions, developments in the spread of COVID-19, and other factors may lead us to reconsider timing or approach. We will work with you to assess the impact these developments may have on research and adjust as required.

Proposed Research Approach and Associated Costs

We recommend conducting a survey of 500 County voters, which would yield a margin of error of $\pm 4.4\%$. As each of the five supervisor districts is roughly equal, this would yield about 100 interviews per district. Unincorporated areas of Humboldt County comprise 56% of likely November 2020 voters. Given a countywide sample size of 500 voters, we could expect 280 interviews to come from unincorporated areas. This would yield a $\pm 6.0\%$ margin of error -- providing sufficient confidence to evaluate the alternative a measure for areas outside the cities.

In this proposal we offer both traditional, phone-only survey options and a dual-mode approach employing online and phone interviews. The phone-only survey would use a randomly selected and demographically representative sample of voters in each state, then contact them via phone (cell and landline).

We also offer our dual-mode approach, employing phone calls and online interviews. The last few years have seen significant changes in the ways many Americans use communications technology. The dramatic rise in the use of caller I.D. and similar features has led to an unprecedented increase in individuals screening their calls. At the same time, use of the Internet has exploded as an increasingly greater proportion of the population has access through their smartphone or another mobile device.

These changes have had a significant impact on the discipline of public opinion research. While the traditional methodology of conducting randomized telephone surveys continues to provide highly accurate data on public

sentiments, the rise of call-screening behavior presents growing challenges. As a result, we present options for both a traditional telephone survey and a dual-mode survey of voters blending phone and online interviews. In each case, we would interview a randomly selected and demographically representative sample of voters likely to cast a ballot in November of 2020.

With this approach, a sample drawn from voter lists is emailed an invitation to participate in a survey. By definition, those who complete surveys online are more comfortable with using the Internet – which may be an indicator of some differences in their outlook or experiences relative to those with a similar demographic profile who are not contacted by email. Therefore, we then turn to telephone interviewing for the remaining 50% of interviews, ensuring we reach people who do not have an email address on file or who are less comfortable with the internet.

Our proposed research specifications are as follows:

- Sample** 500 registered voters likely to participate in the November 2020 election
- Margin of Sampling Error** ±4.4 percent in 95 out of 100 cases for a sample of 500 interviews
- Questionnaire** 15 to 20 minutes
- Cost** These prices are comprehensive, and include all costs for questionnaire design, sample acquisition and preparation, programming, email invitations, survey hosting, telephone interviewing, data entry and analysis, and reporting.

Survey Mode	Survey Length	
	15 Minutes	20 Minutes
Phone Only	\$31,250	\$36,500
Dual-Mode (Phone and Online)	\$29,500	\$32,500

Deliverables Following the completion of the survey, we will provide:

- A questionnaire with the topline results of the survey for easy reference
- A complete set of crosstabs in an easy-to-read, comprehensive format
- Verbatim responses to any open-ended questions
- A complete analysis of survey results in PowerPoint
- A presentation of the survey results

FM3 will also be available for ongoing consultation and any further analysis of the research.

Contact Information

We would welcome the opportunity to work with you on this research, and if you have any questions or if there is any further information we can provide, please do not hesitate to contact us. Thank you for your consideration and you may reach us as follows:

Curtis Below

Fairbank, Maslin, Maullin, Metz & Associates (FM3)

1999 Harrison Street, Suite 2020

Oakland, CA 94612

(510) 451-9521 (Office)

Curt@FM3Research.com

Miranda Everitt

Miranda@FM3Research.com