

Humboldt County Community Survey

Key Findings from a Survey Conducted:
April 24-26, 2016

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

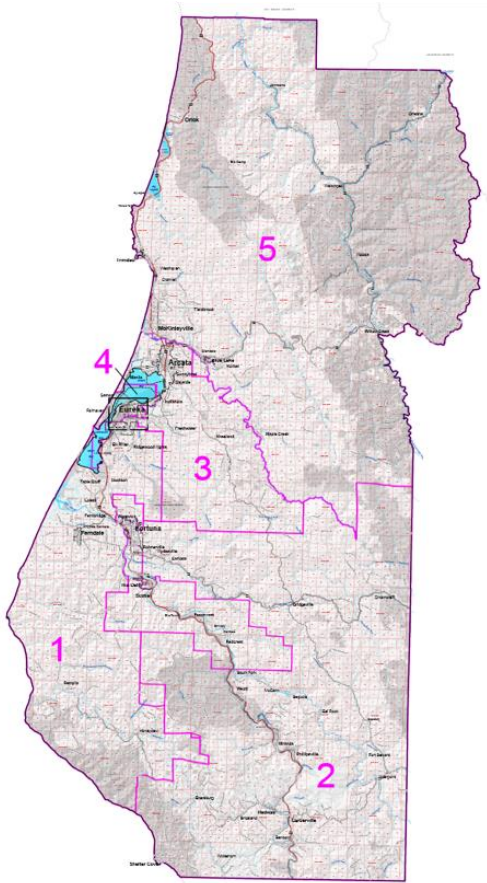
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Methodology

- 400 telephone interviews with Humboldt County voters likely to participate in the November 2016 election
- Conducted April 24-26, 2016 via landline and cell phones
- Margin of sampling error +/-4.9% at the 95% confidence interval
- Due to rounding, some percentages do not add up to 100%
- Selected comparisons to 2014 community survey

Interviews by Supervisor District

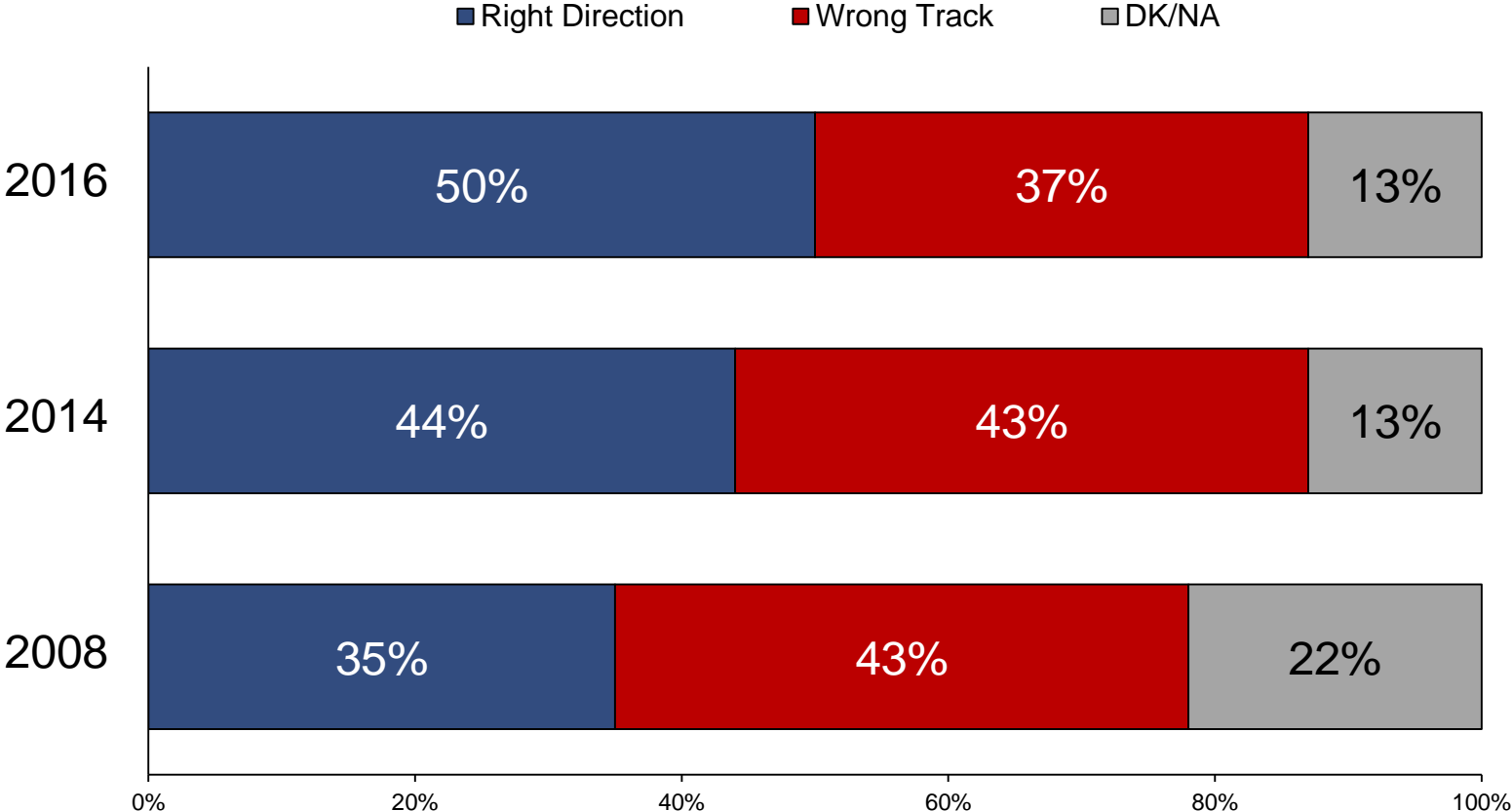


District	Supervisor	% of Sample	# of Interviews
1	Rex Bohn	21%	84
2	Estelle Fennell	19%	76
3	Mark Lovelace	22%	88
4	Virginia Bass	17%	68
5	Ryan Sundberg	21%	84

Community Context

Voters are more optimistic about life in the County than 8 years ago.

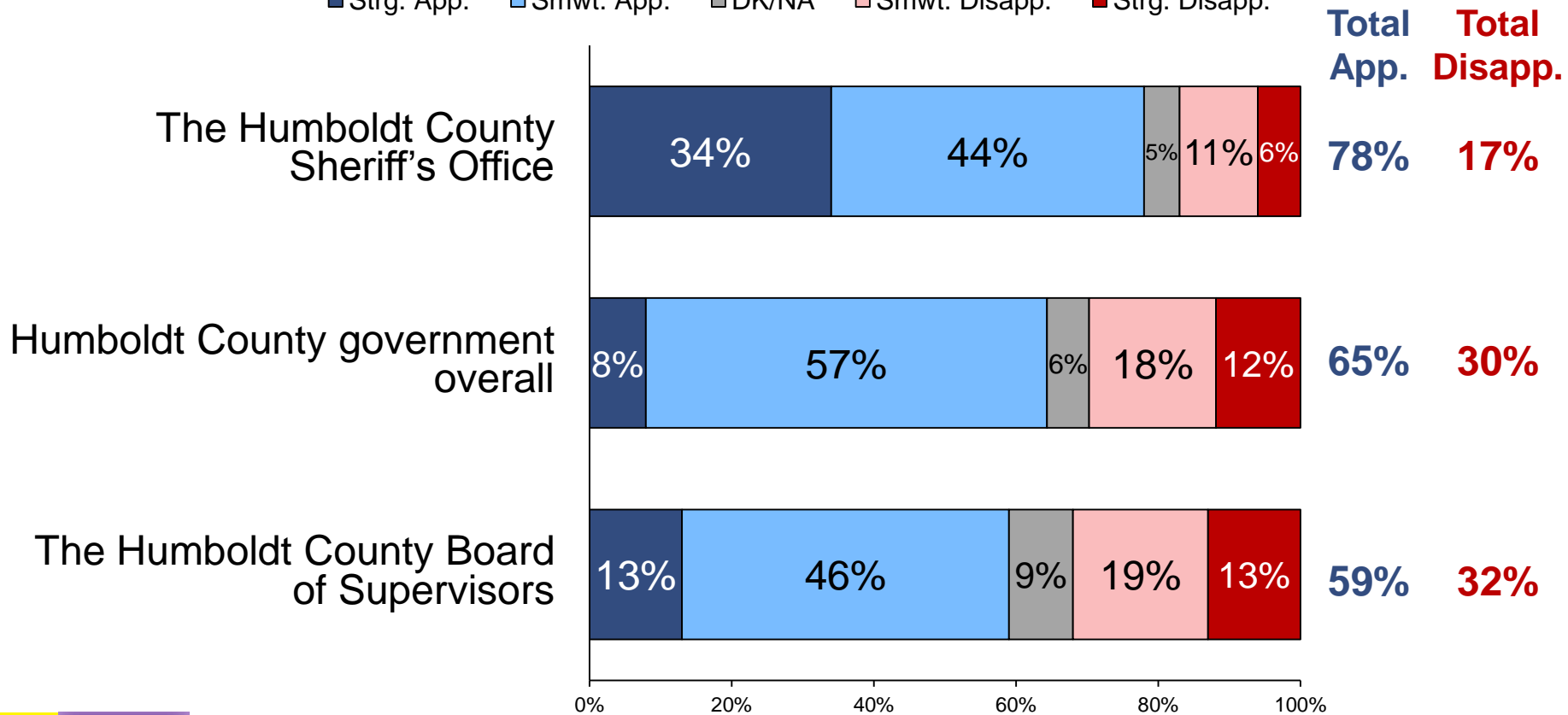
Would you say things in Humboldt County are going in the right direction, or are they off on the wrong track?



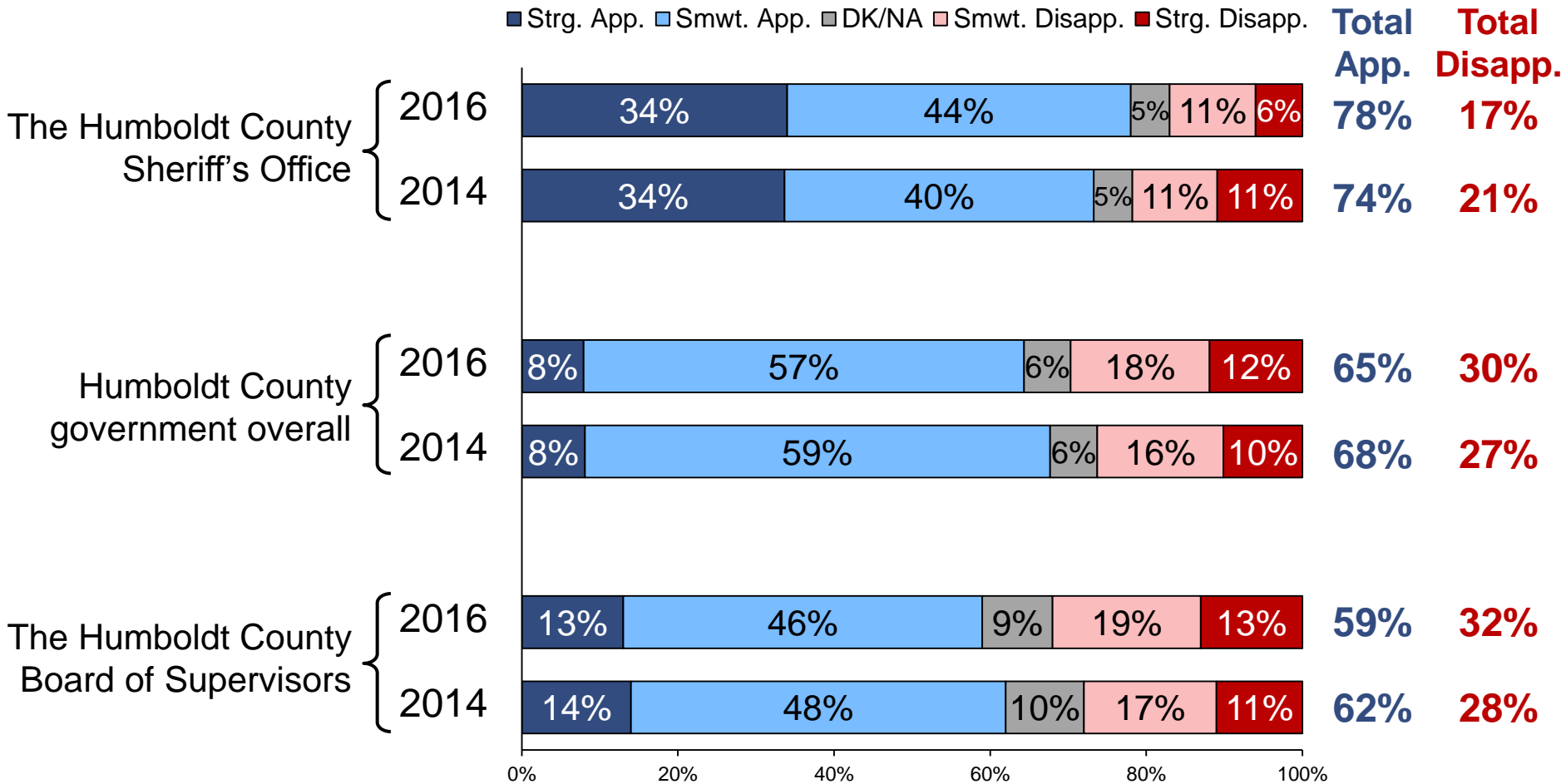
Majorities approve of County government.

I am going to read you a list of a few organizations that are active in public life in Humboldt County. Please tell me if you approve or disapprove of the job they are doing.

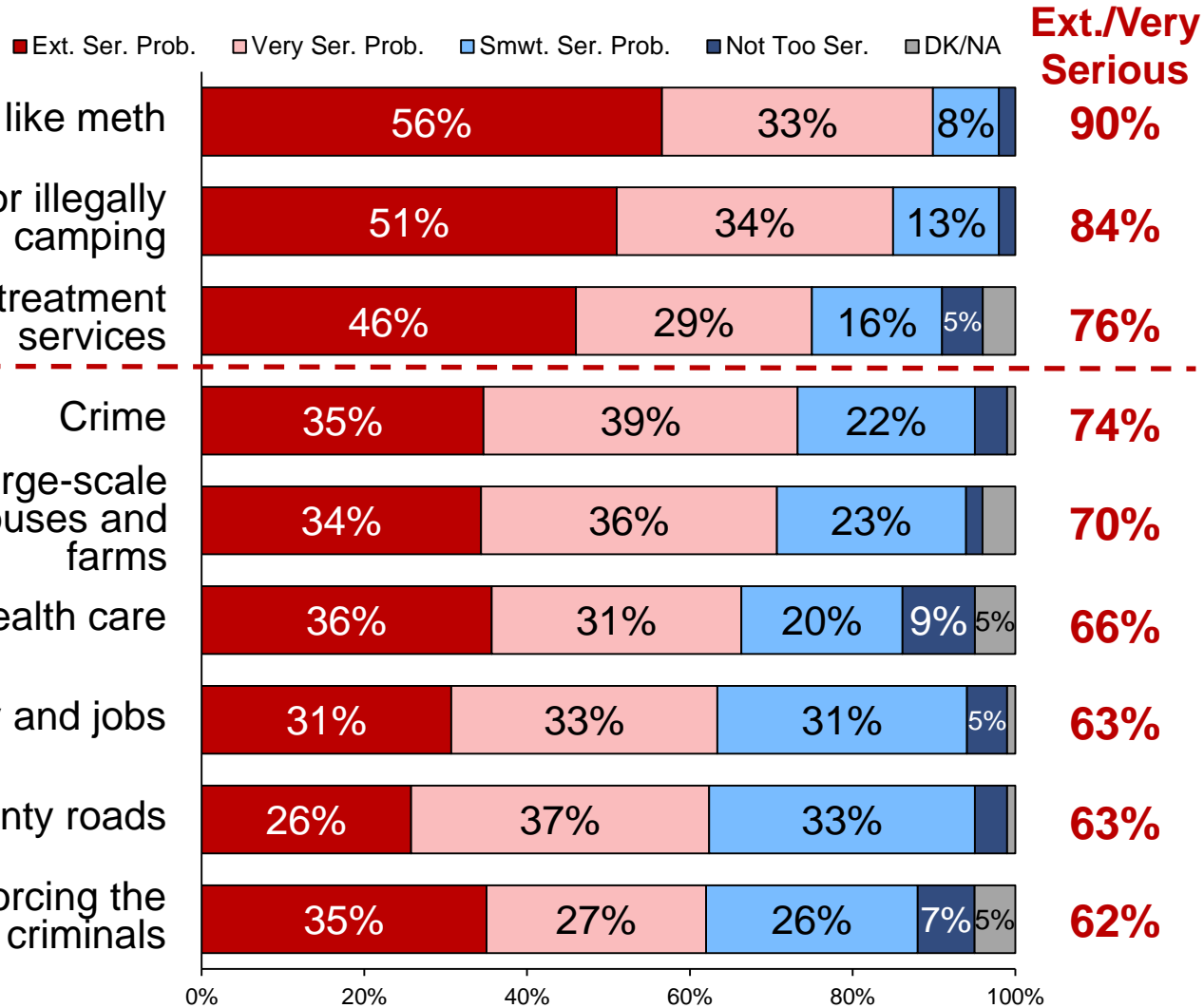
■ Strg. App. ■ Smwt. App. ■ DK/NA ■ Smwt. Disapp. ■ Strg. Disapp.



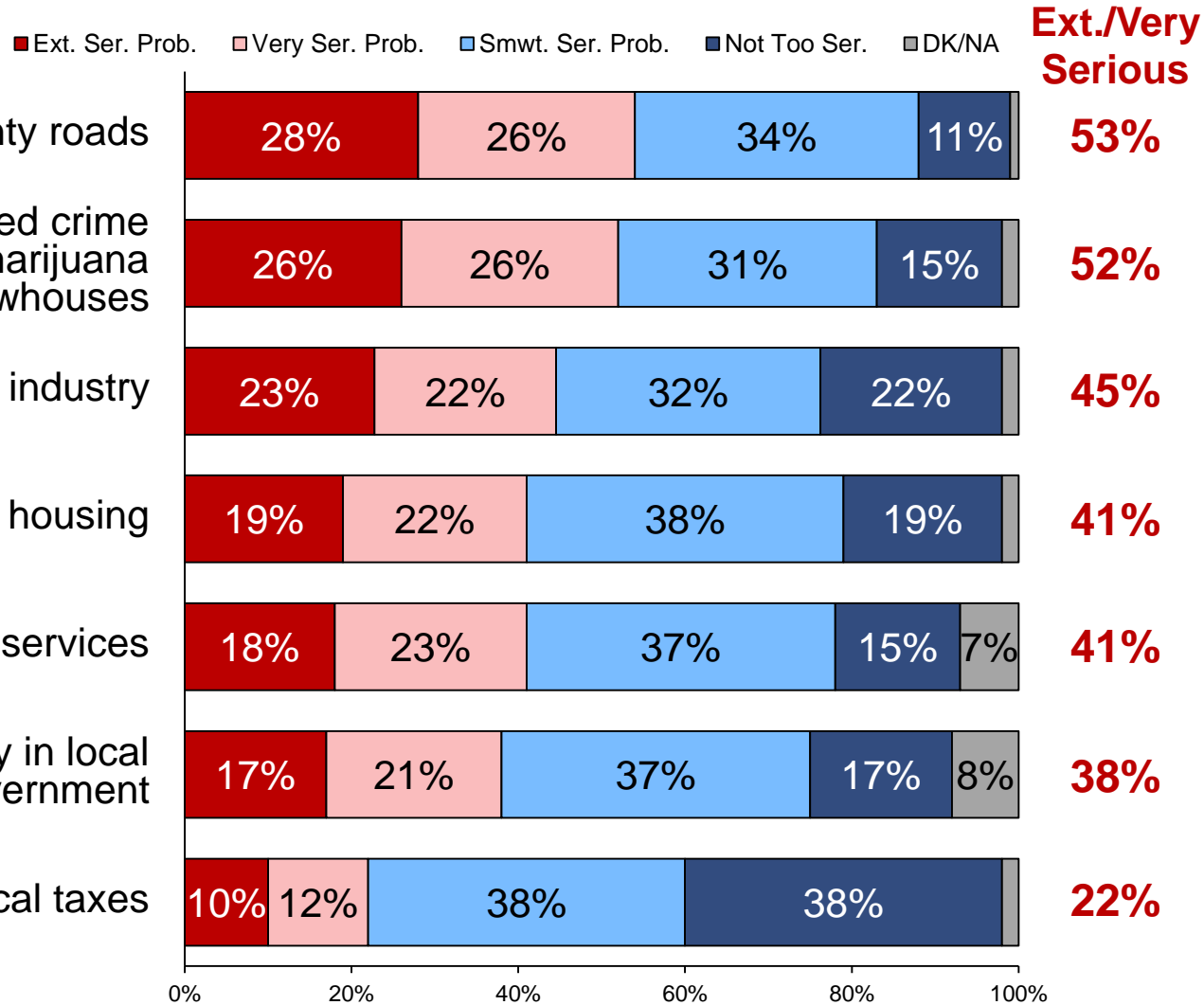
These perceptions have changed little from 2014.



Meth, crime, homelessness and insufficient mental health services are top concerns.



Majorities are also worried by potholes and marijuana-related crime, but less intensely.



Issues related to health care, mental health, and government waste have become more serious since 2014.

(Extremely/Very Serious)

Local Issue	2008	2014	2016
A lack of mental health treatment services	--	60%	76%
The cost of health care	74%	56%	66%
^The economy and jobs	80%	66%	63%
Waste and inefficiency in local government	45%	28%	38%
The amount you pay in local taxes	25%	20%	22%

Illegal camping has grown as a concern, while worry over the marijuana industry has faded.

(Extremely/Very Serious)

Statement	2008	2014	2016
Hard drugs and narcotics like meth	--	89%	90%
People living on the streets or illegally camping	--	70%	84%
Crime	51%	66%	74%
Environmental damage from large-scale and illegal marijuana growhouses and farms	--	67%	70%
Negative impacts and increased crime in neighborhoods with illegal marijuana growhouses	--	66%	52%
^The overall marijuana industry	--	57%	45%

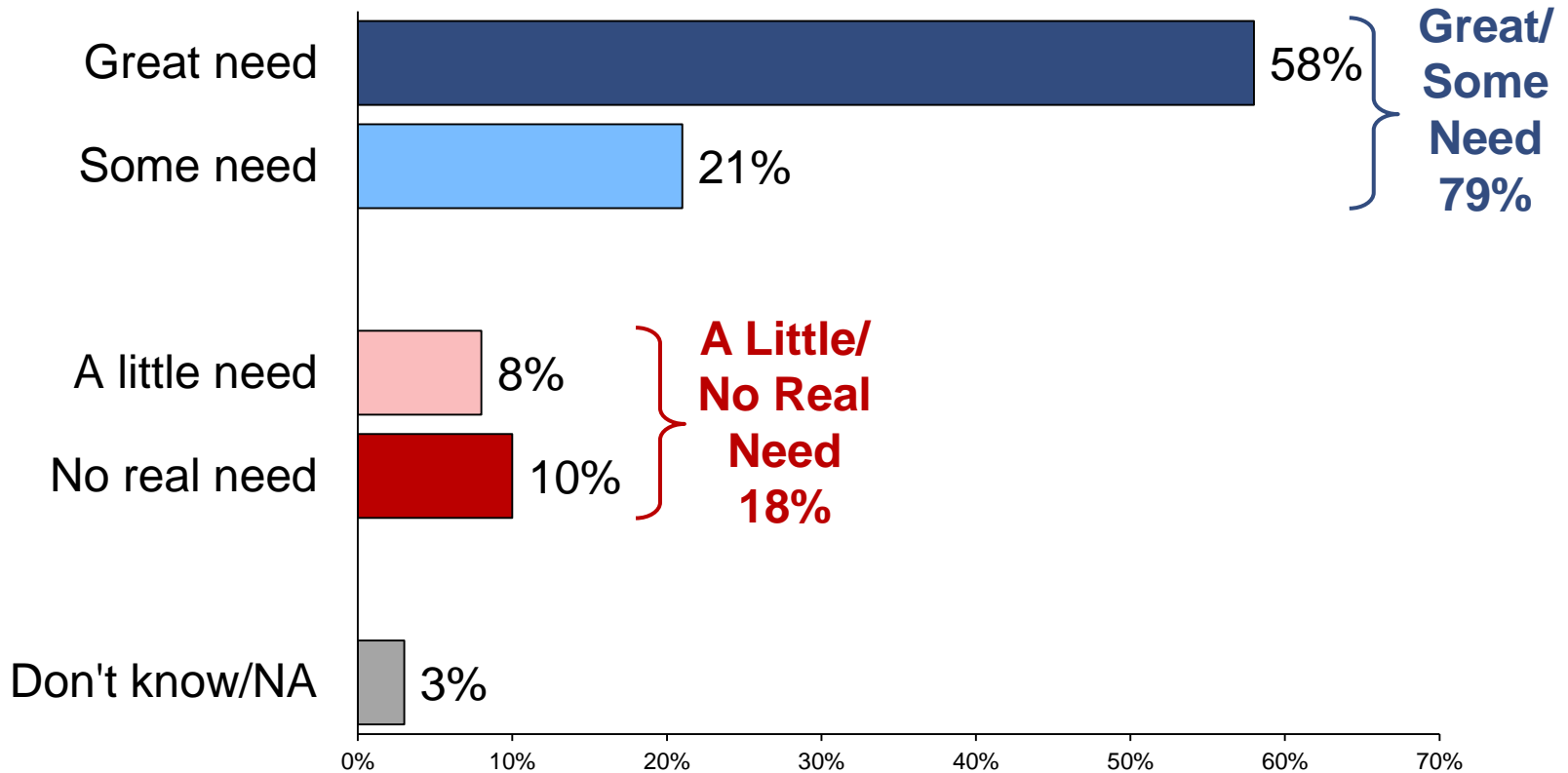
Concern about road conditions has increased significantly compared with prior years.

(Extremely/Very Serious)

Statement	2008	2014	2016
Deteriorating county roads	44%	44%	63%
An overcrowded County jail forcing the early release of criminals	--	72%	62%
Potholes on county roads	50%	30%	53%

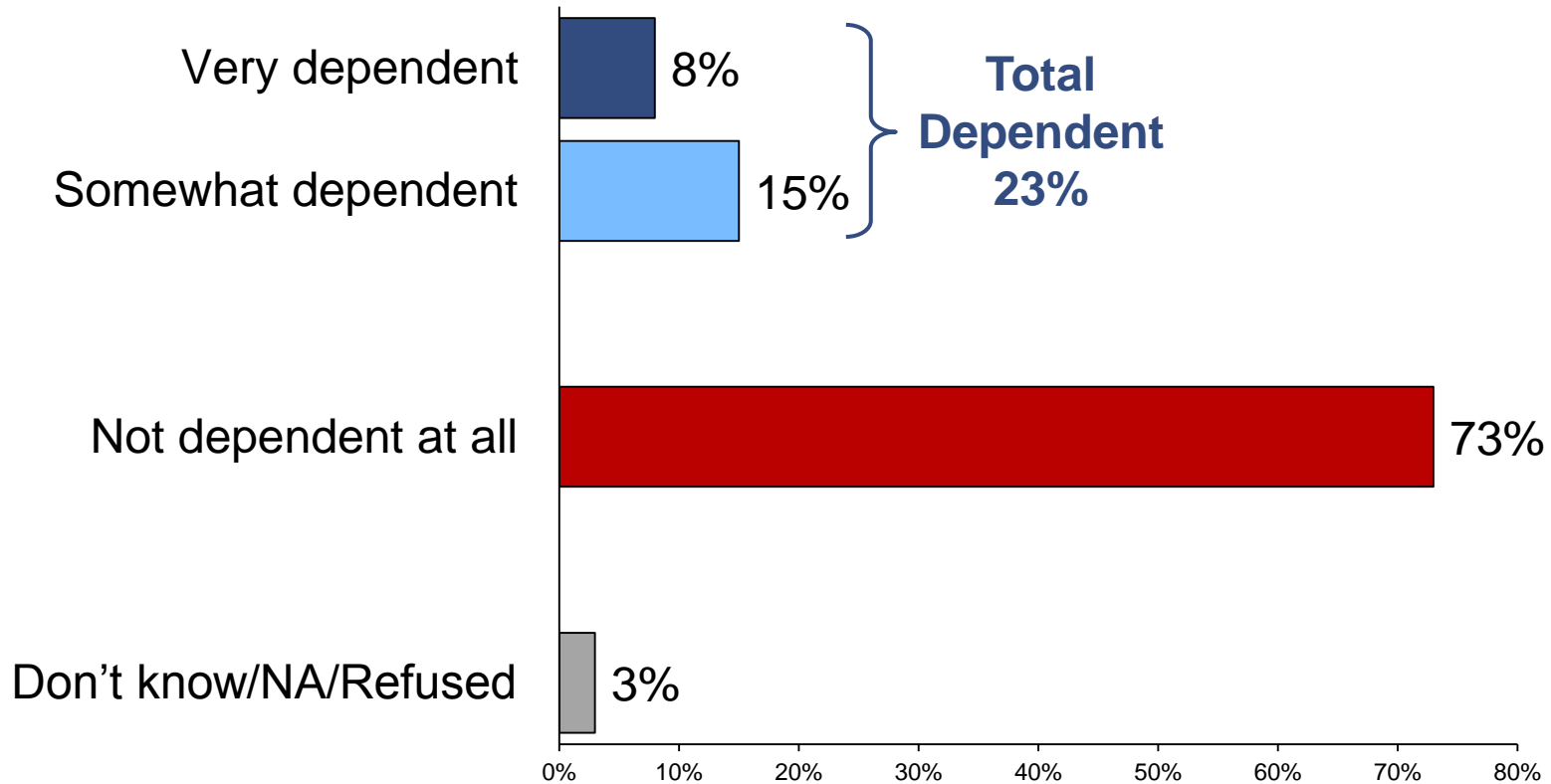
Nearly three in five see a "great need" for more local funding.

Would you say that in order to provide essential services, the County of Humboldt has a great need for additional funding, some need, a little need, or no real need for additional funding?



About one-quarter feel they are at least somewhat dependent on marijuana cultivation.

Even if you do not grow or use marijuana, personally, how dependent would you say your household's financial condition is on marijuana cultivation in Humboldt County: very dependent, somewhat dependent, or not dependent at all?



Reactions to a Local Marijuana Cultivation Measure

Measure Language Tested

Humboldt County Commercial Marijuana Cultivation Measure.

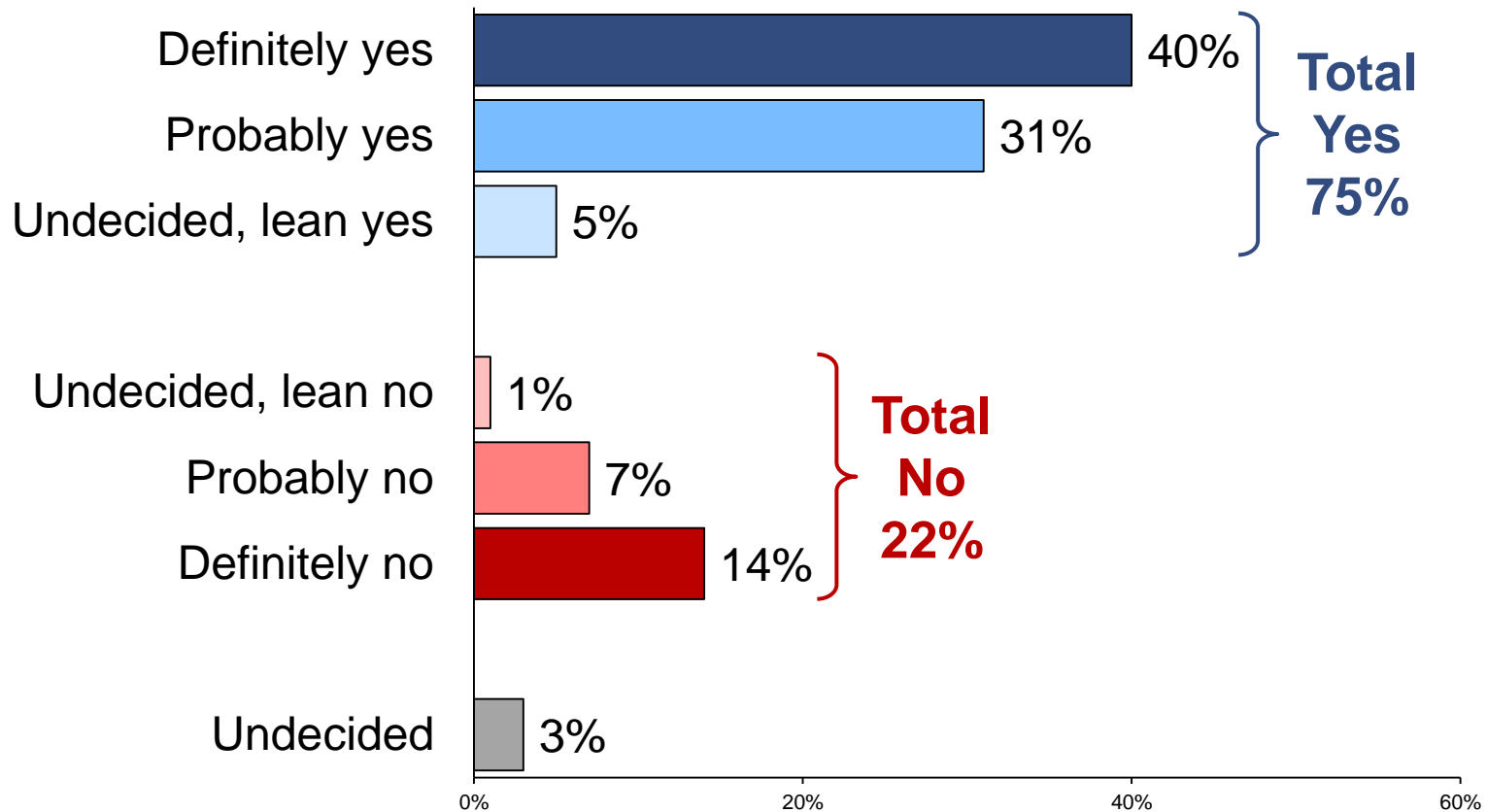
To maintain and improve essential services, including:

- Public safety, road repairs and parks;*
- Crime investigation/prosecution;*
- Children's mental health services;*
- Environmental cleanup/restoration; and*
- Other County services,*

Shall Humboldt County establish a graduated, annual commercial marijuana cultivation tax of \$1 to \$12 per square foot, based upon grow type and size, generating approximately \$14.1 million annually until ended by voters, all revenue for the County, none for the State, annual audits, public review?

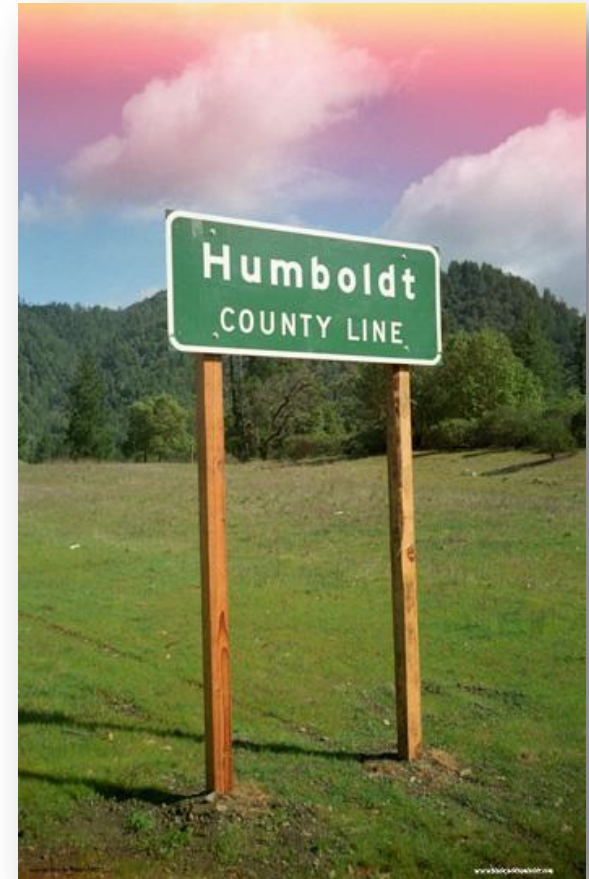
Three-quarters of voters support a commercial marijuana cultivation measure.

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it?



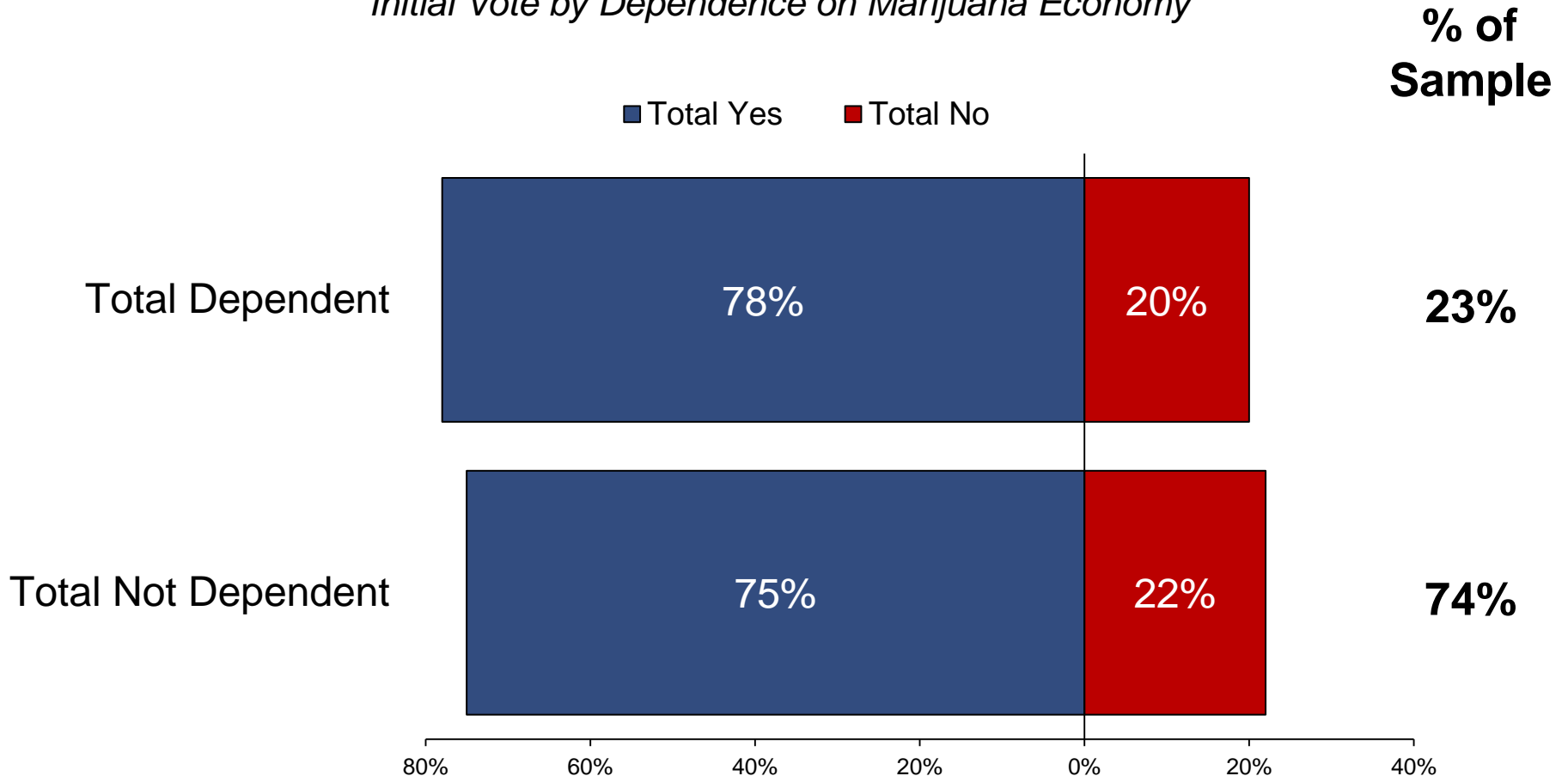
The measure is supported by majorities of all major demographic and geographic subgroups, including:

- **Men and women;**
- **Democrats, Republicans and independents;**
- **Older and younger voters;**
- **White voters and voters of color; and**
- **Voters with and without college degrees.**



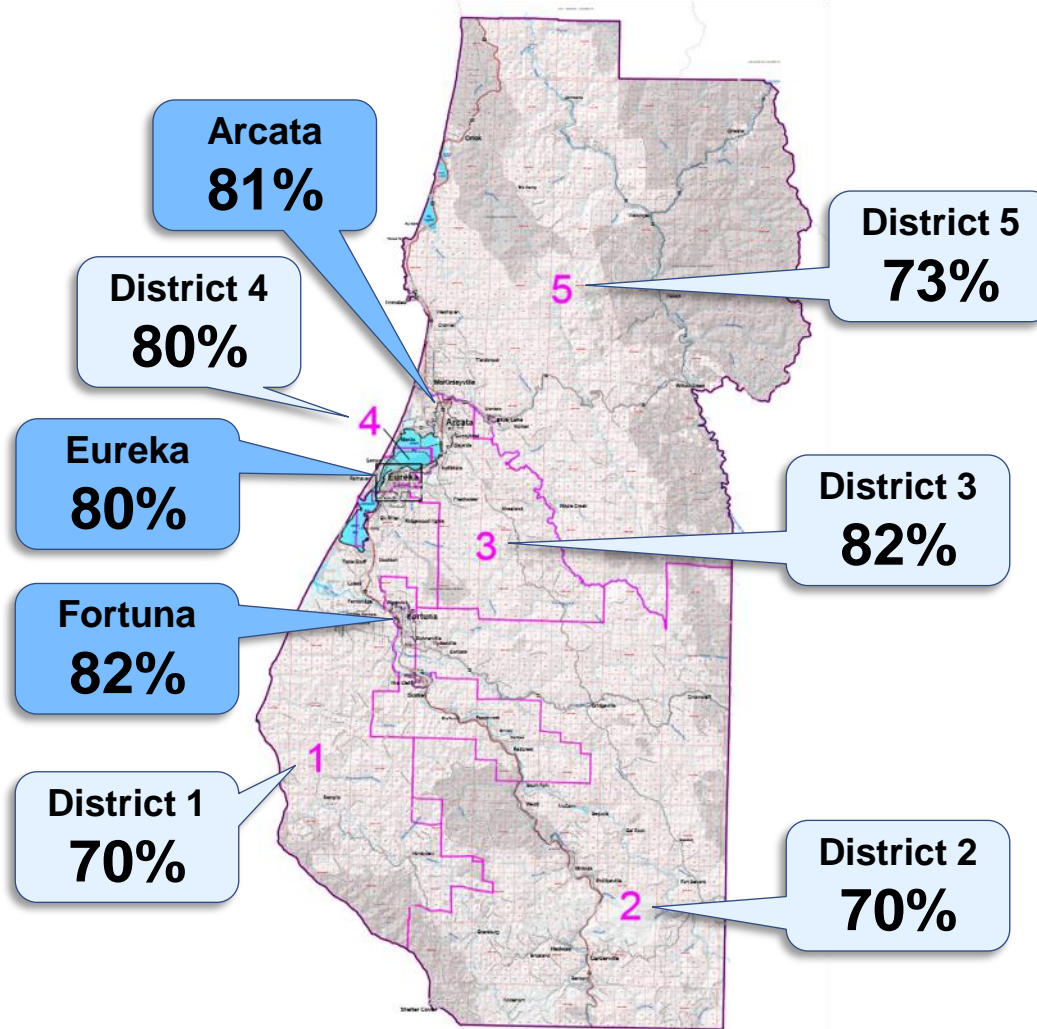
Regardless of ties to the marijuana economy support is high.

Initial Vote by Dependence on Marijuana Economy

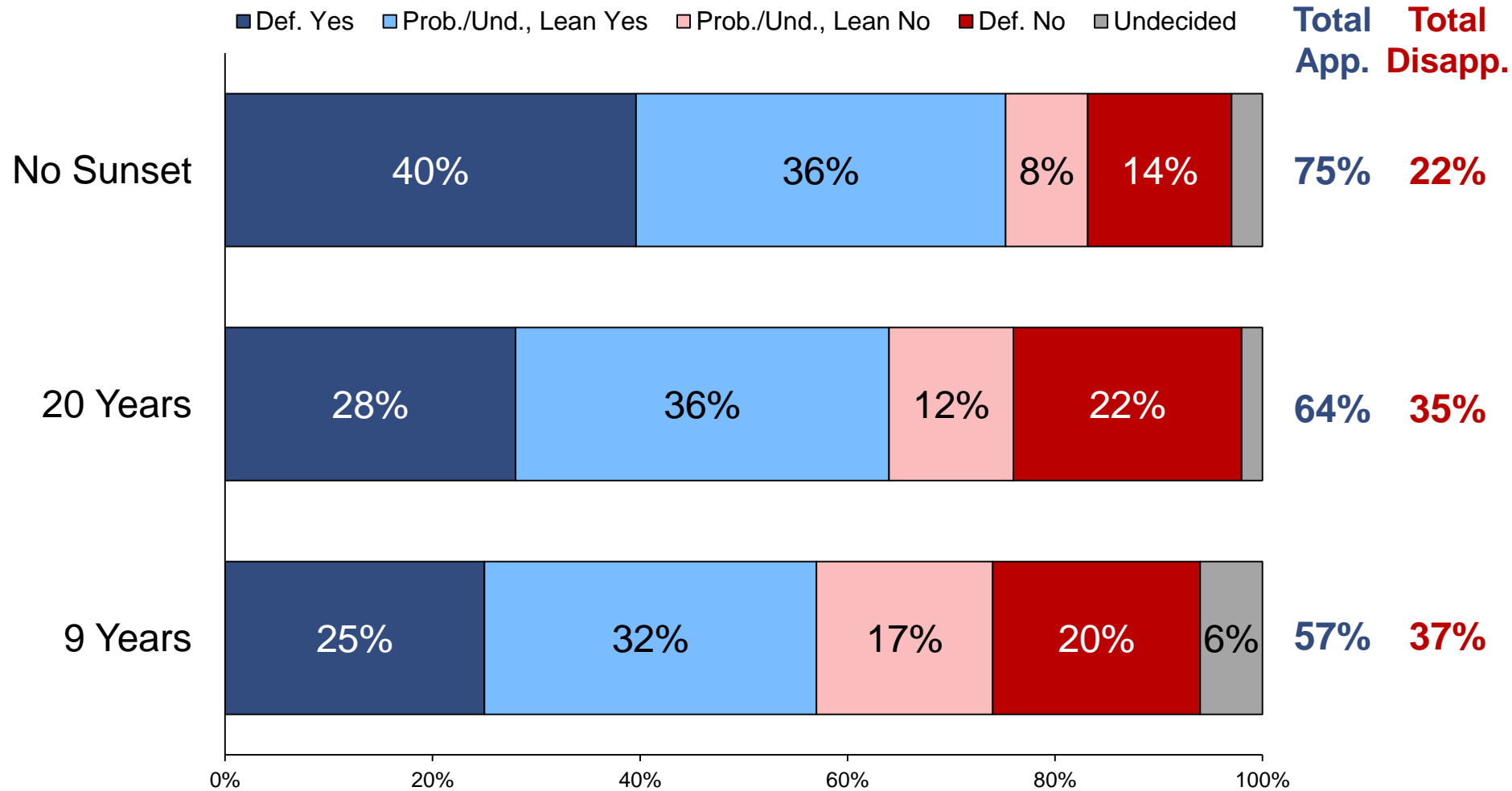


Support is remarkably high in each of the County's major cities, and in Districts 3 and 4.

Initial Vote Total Yes



Respondents prefer the measure be ended by voters.



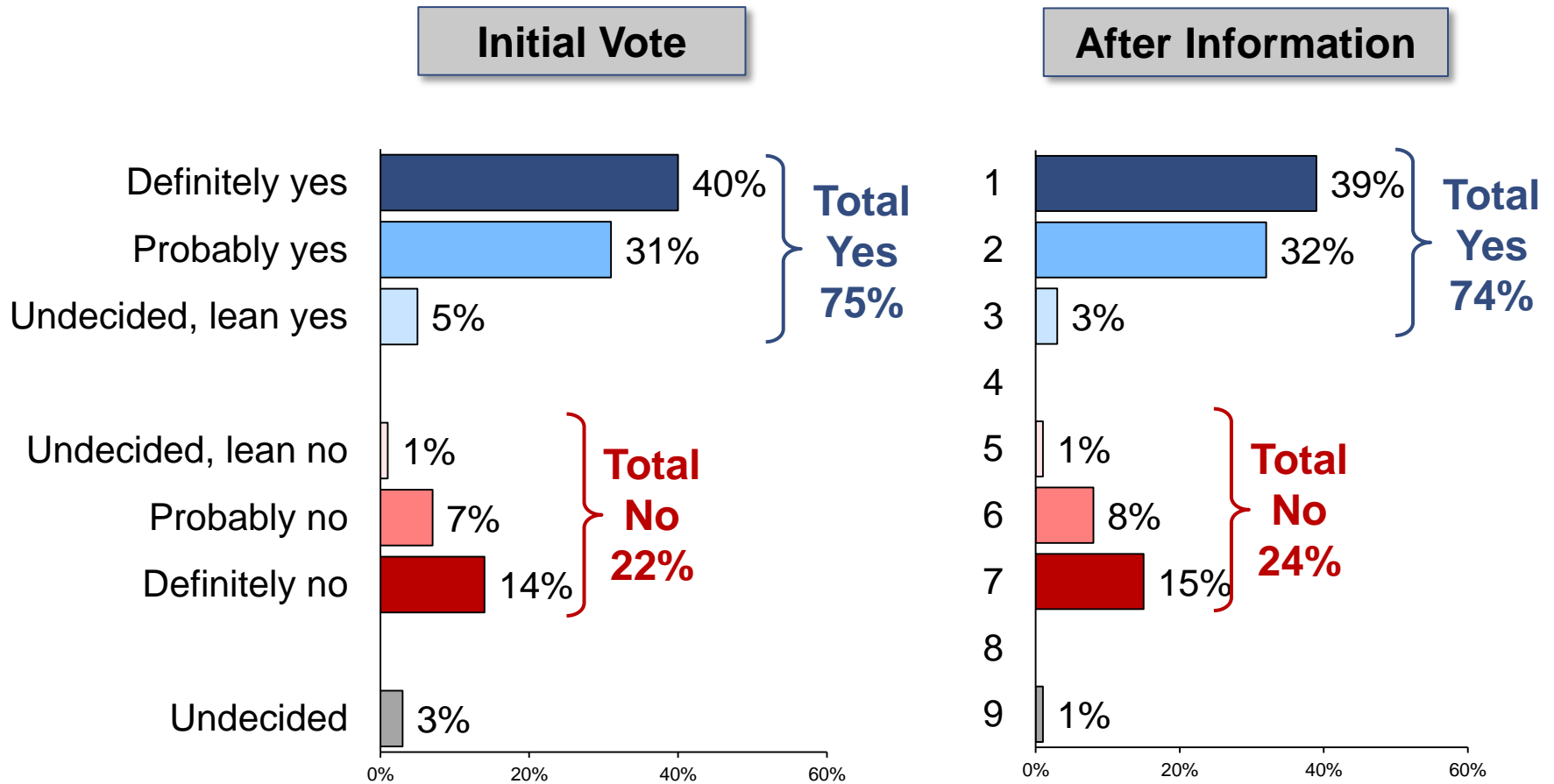
Respondents then heard a detailed explanation of the measure.

Starting in February of this year, businesses growing medical marijuana in the unincorporated portions of Humboldt County are now required to acquire marijuana cultivation permits. This measure would apply an annual tax on marijuana grown for commercial cultivation, but would not apply to medical marijuana grown for personal use. This tax would also apply to the commercial cultivation of recreational marijuana, should California legalize recreational marijuana in the future.

This annual tax would be based upon estimated commercial yields for the type of grow operation and overall size of the cultivated area, ranging from \$1 to \$12 per square foot. Smaller grows would pay lower rates and larger grows would pay higher rates. Also, indoor grows – which consume more energy and can be harvested more frequently – will pay more than equivalently sized outdoor or mixed-light grows, and equivalently sized mixed-light grows will pay more than outdoor grows.

The County currently estimates that a somewhat average-sized outdoor grow of 5,000 square feet would pay about \$14,000 a year under this tax, and that the overall tax would generate approximately \$14.1 million per year for the County. Revenues generated by this tax would go into the County's General Fund and be available to fund essential County services, such as road repair, parks and public safety, as well as services directly related to marijuana cultivation and use, such as environmental cleanup and restoration, crime investigation and prosecution, and children's mental health services.

Support is just as high as it was initially.



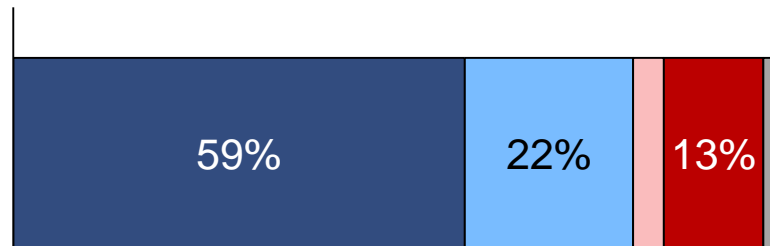
Measure Provisions

While respondents supported environmental cleanup most strongly, all spending categories were broadly favored.

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ DK/NA

Total Supp. **Total Opp.**

^Funding County services not directly related to marijuana use, such as public safety, parks, and road repair



81% **17%**

Funding services directly related to marijuana use, such as the prevention of drug-related crimes and children's mental health services



81% **18%**

Funding services directly related to marijuana cultivation, such as environmental cleanup, the inspection of commercial cultivation areas, and preventing illegal marijuana growhouses and farms



81% **17%**

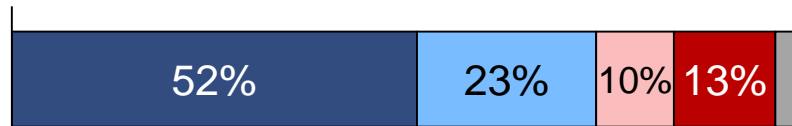
0% 20% 40% 60% 80% 100%

Respondents expressed support for graduated tax rates.

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ DK/NA

Total Supp. **Total Opp.**

Assessing a higher tax rate to larger or more productive grows



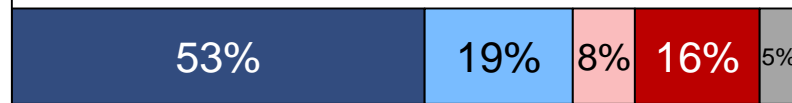
74% **23%**

Assessing a rate as high as \$12 per square foot for larger grows



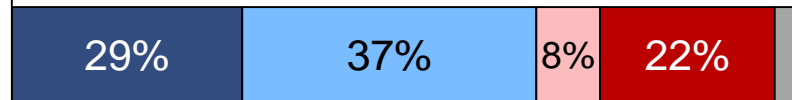
72% **21%**

Assessing a higher tax for indoor and mixed light grows that can be harvested more frequently than outdoor grows



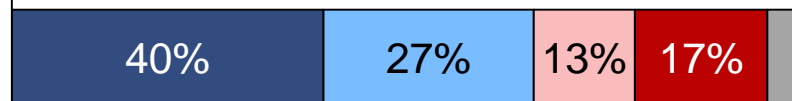
72% **24%**

Assessing a rate as low as \$1 per square foot for smaller grows



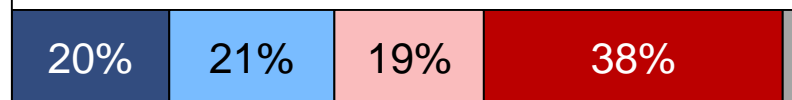
66% **31%**

Assessing a higher tax for grows that can be harvested more frequently



66% **30%**

Assessing the same tax rate to all types and sizes of grows



41% **57%**

0% 20% 40% 60% 80% 100%

Extending the tax to recreational marijuana is also popular.

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ DK/NA

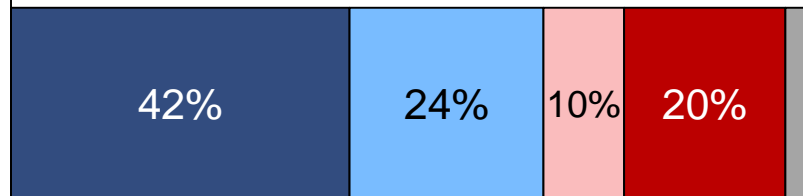
Total Supp. **Total Opp.**

Extending the tax to the commercial cultivation of recreational marijuana if it becomes legal



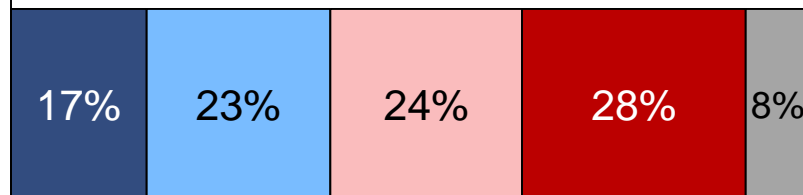
82% **16%**

Excluding medical marijuana grown for personal use from the tax



66% **30%**

^Basing the tax on estimated commercial yields instead of actual commercial yields



40% **52%**

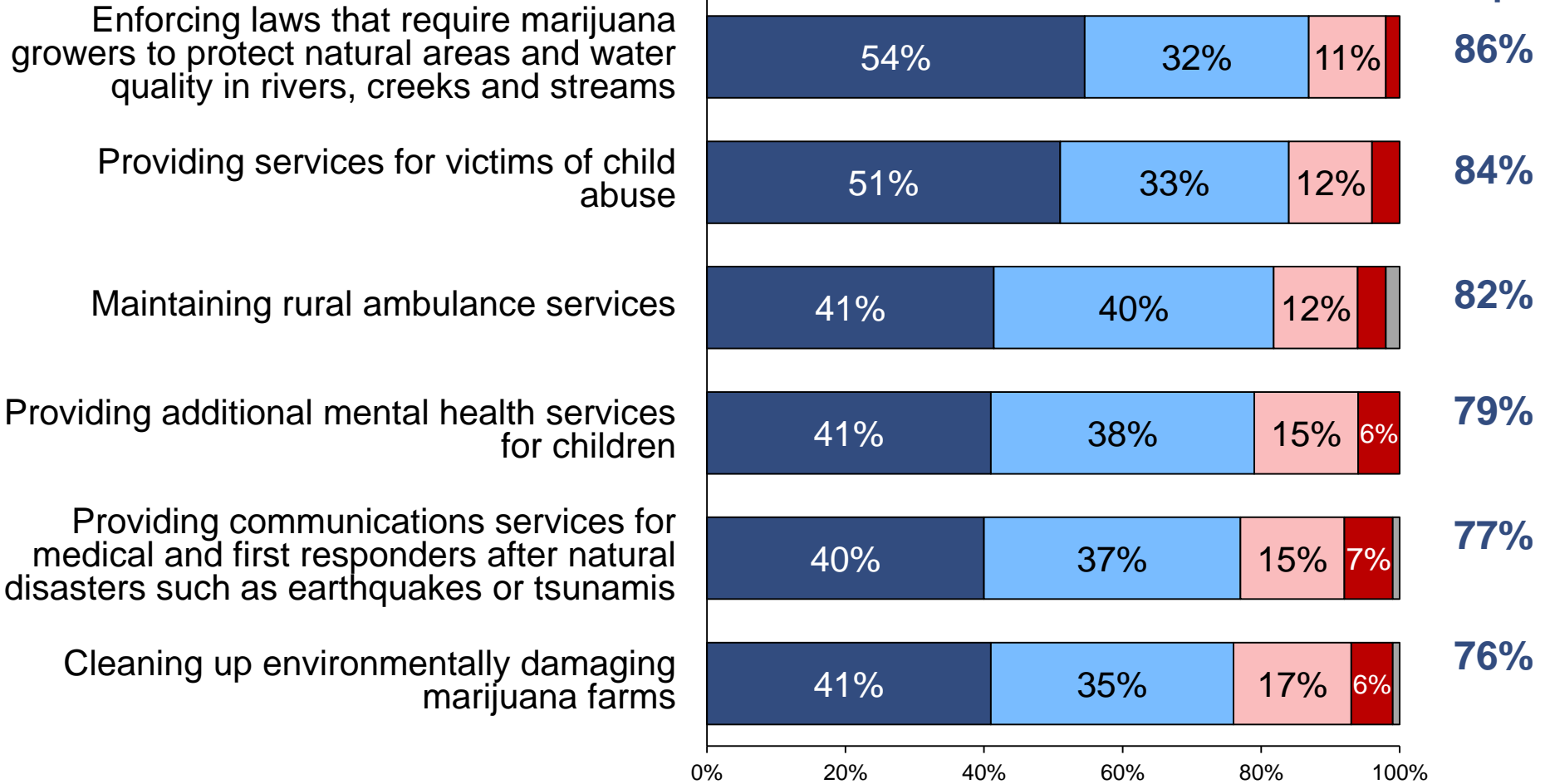
0% 20% 40% 60% 80% 100%

Spending Priorities for a Measure

Addressing environmental impacts of marijuana and improving children's services rank highly.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not at All Impt. ■ DK/NA

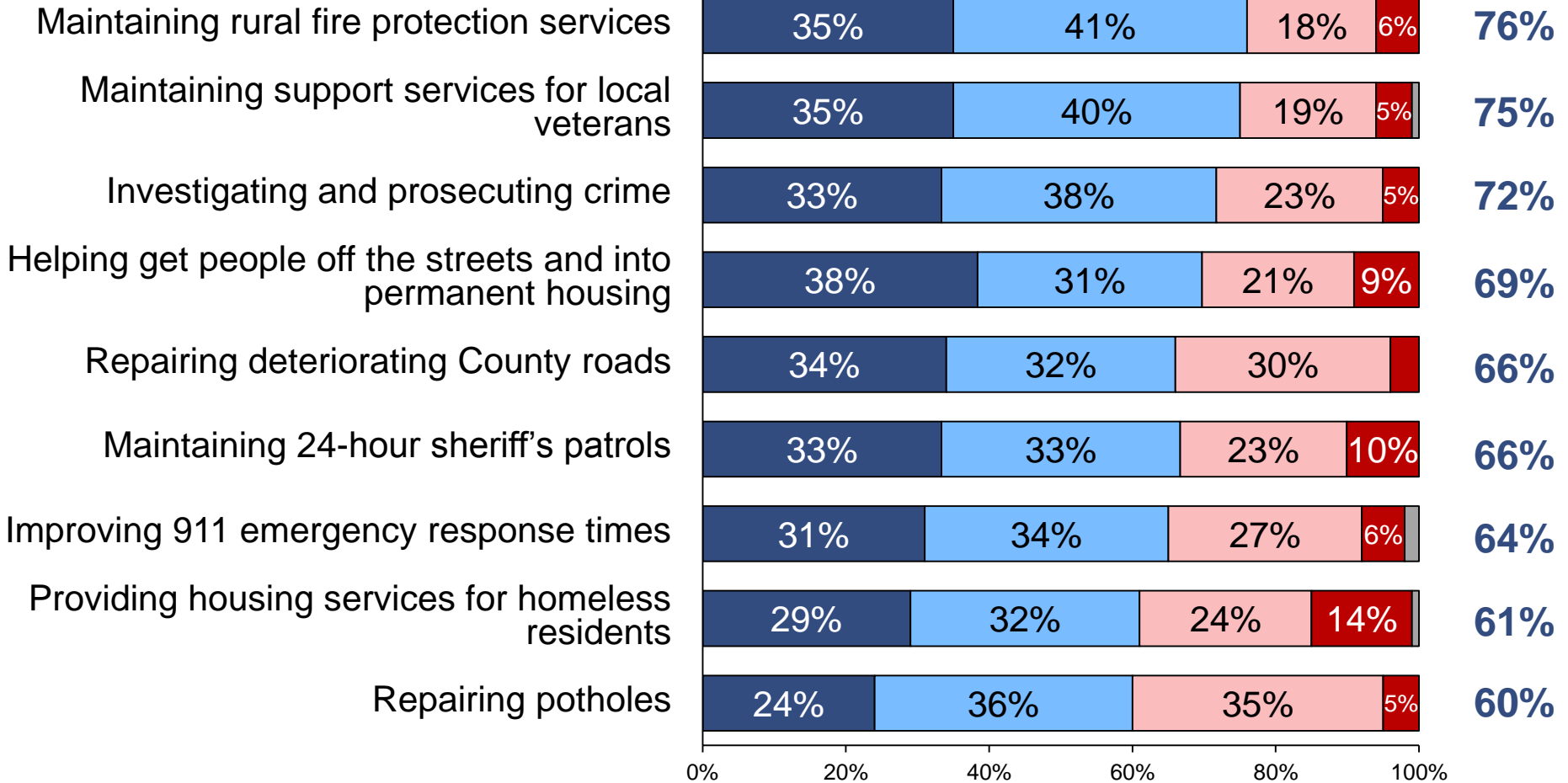
Ext./Very Impt.



One-third or more see roads, public safety and veterans services as extremely important.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not at All Impt. ■ DK/NA

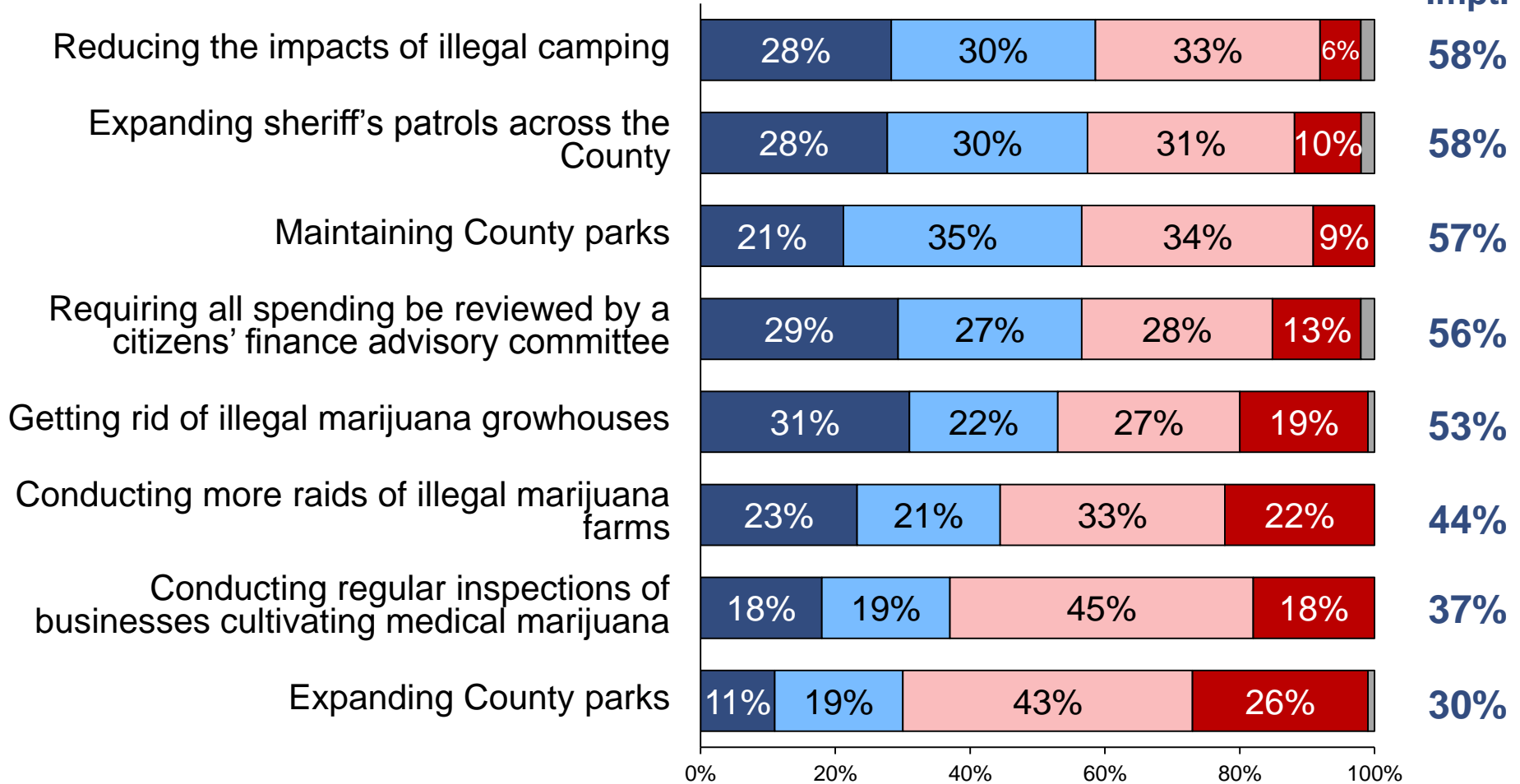
Ext./Very Impt.



Raids and inspections are seen as less important, as is expanding parks.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not at All Impt. ■ DK/NA

Ext./Very Impt.



For more information, contact:

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

**T H E
LEW
EDWARDS
G R O U P**

FM3

**1999 Harrison St., Suite 2020
Oakland, CA 94612**

Phone (510) 451-9521

Fax (510) 451-0384

Curt@FM3research.com

Miranda@FM3research.com

The Lew Edwards Group

5454 Broadway

Oakland, CA 94618

P.O. Box 21215

Oakland, CA 94620

Phone (510) 594-0224

Fax (510) 420-0734

info@lewedwardsgroup.com