



Survey of City of Fortuna Voters

Executive Summary
April 6, 2026

- ▶ Multimodal live telephone, email- and text-to-web survey of voters in the City of Fortuna
 - Telephone interviews were conducted by trained, professional interviewers; landlines and mobile phones included
 - To take the survey online, voters were randomly selected and invited via email and SMS to take the survey online
- ▶ Survey conducted February 23 – March 5, 2026
- ▶ 200 interviews; overall margin of error ± 6.9 percentage points

Please note that due to rounding, some percentages may not add up to exactly 100%.

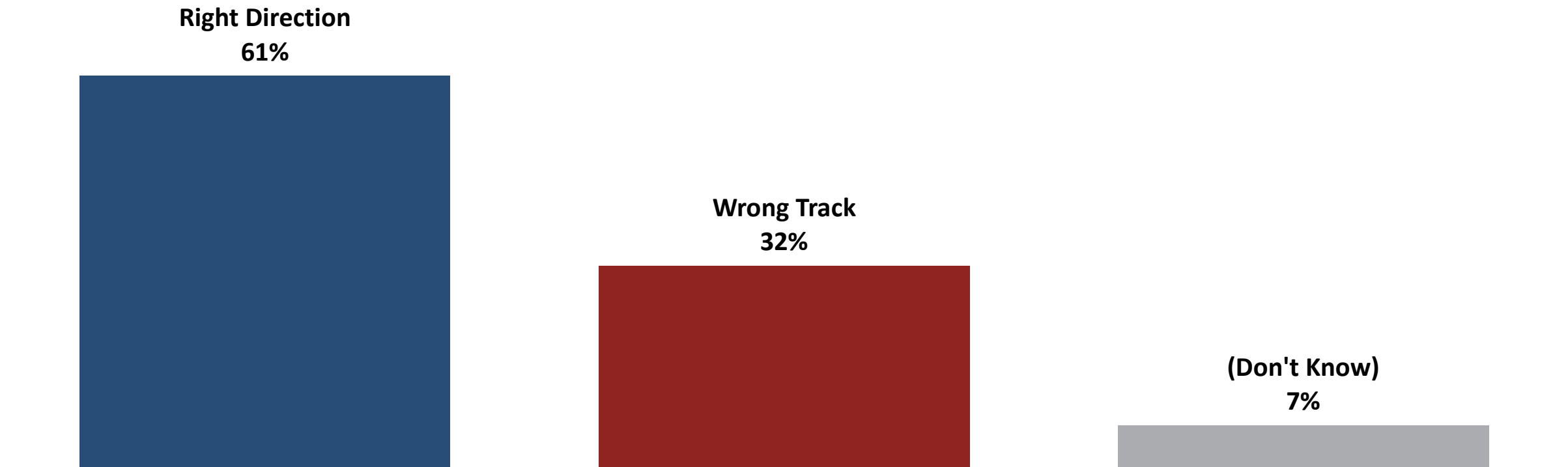
Key Findings

- ▶ Fortuna voters are optimistic about the City's direction and rate the job the City is doing positively.
- ▶ Many voters are aware of the City's need for additional funding, and some even mention it unprompted as the City's most important problem in an open-ended question.
- ▶ While a majority of voters agree that it is important to fund city services, there is some sensitivity to new taxes, and the economy and affordability are top-of-mind.
- ▶ Initially, support for the measure is within reach of the majority threshold. Additional information about accountability features, exemptions, and benefits is compelling, but support is vulnerable to opposition.
- ▶ Funding priorities for voters include encouraging small businesses; repairing streets and potholes; and maintaining youth programs, transit for seniors and those with disabilities, and public safety services.

Direction of Fortuna

A majority of Fortuna voters are optimistic about the City's direction.

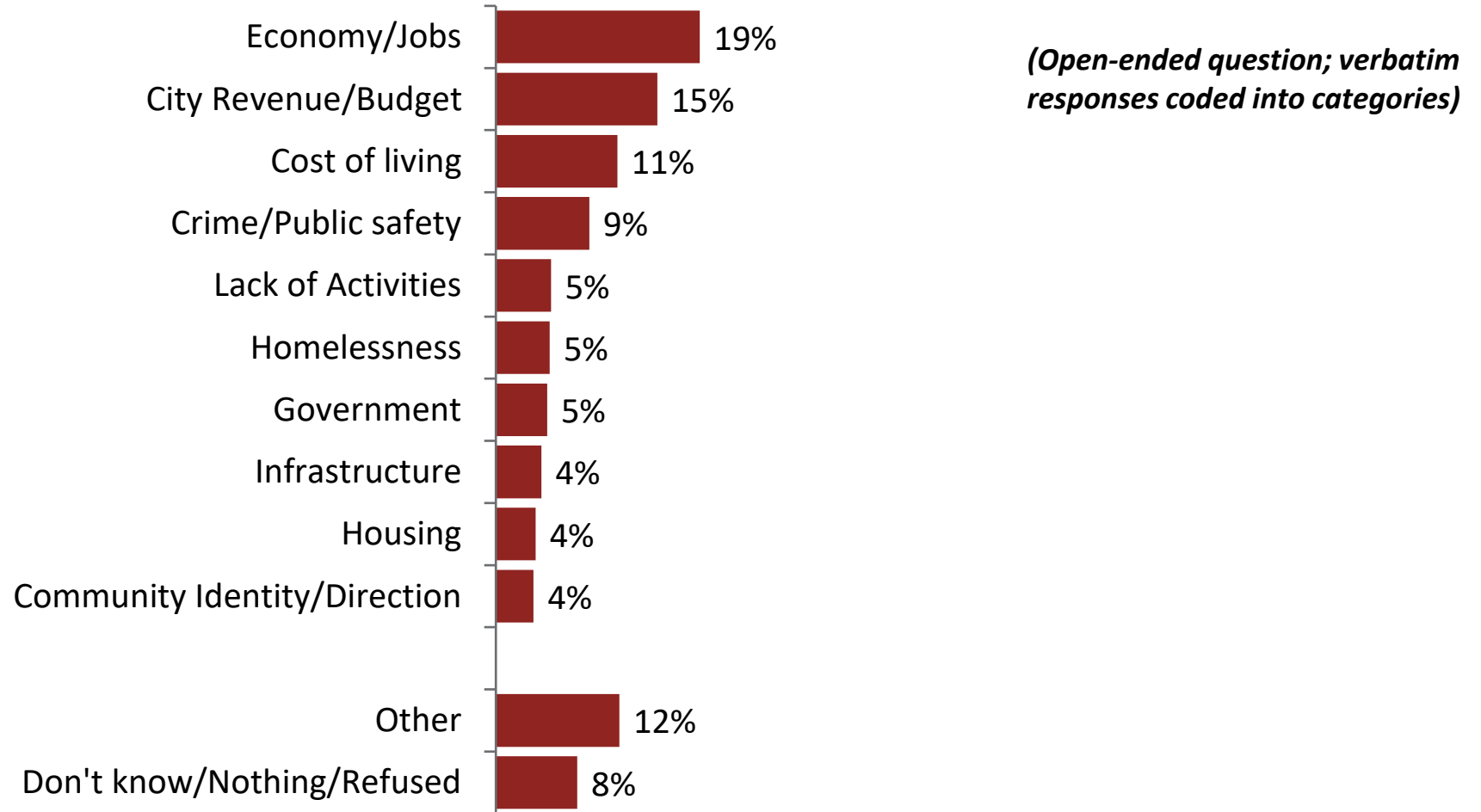
Do you feel that things in Fortuna are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



Most Important Problem

Voters' top-of-mind concerns relate to economic and financial troubles, both personal and for the City.

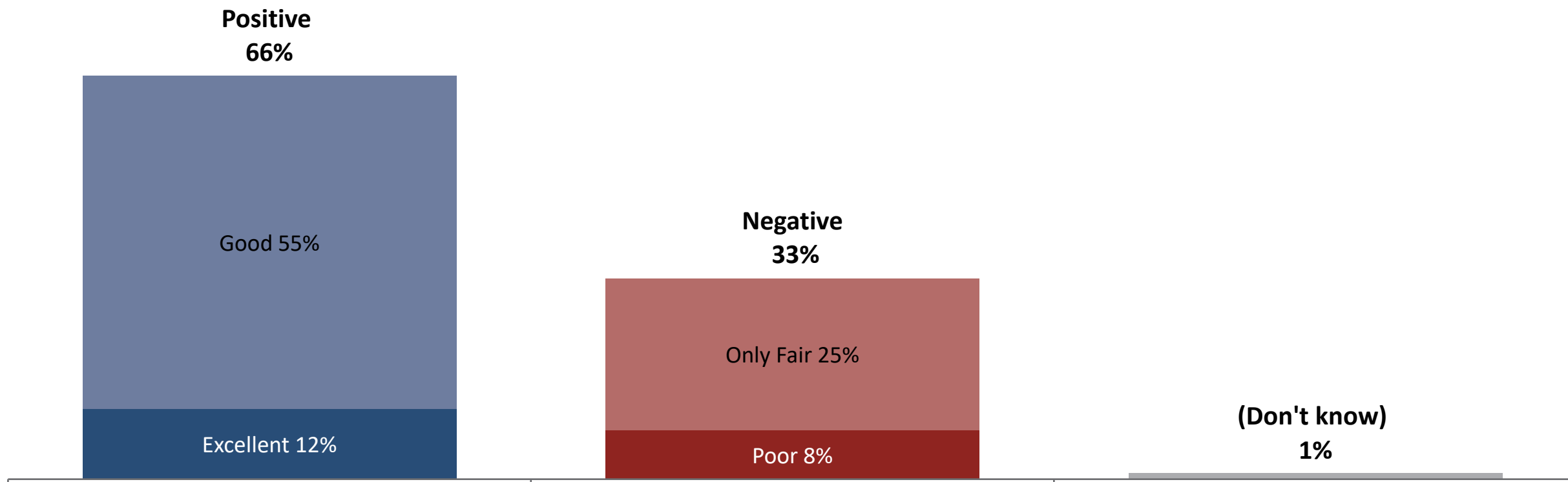
What do you think is the most important problem facing Fortuna today?



Job Rating

Two-thirds of voters positively rate the City's overall job performance. Intensity is low on both sides.

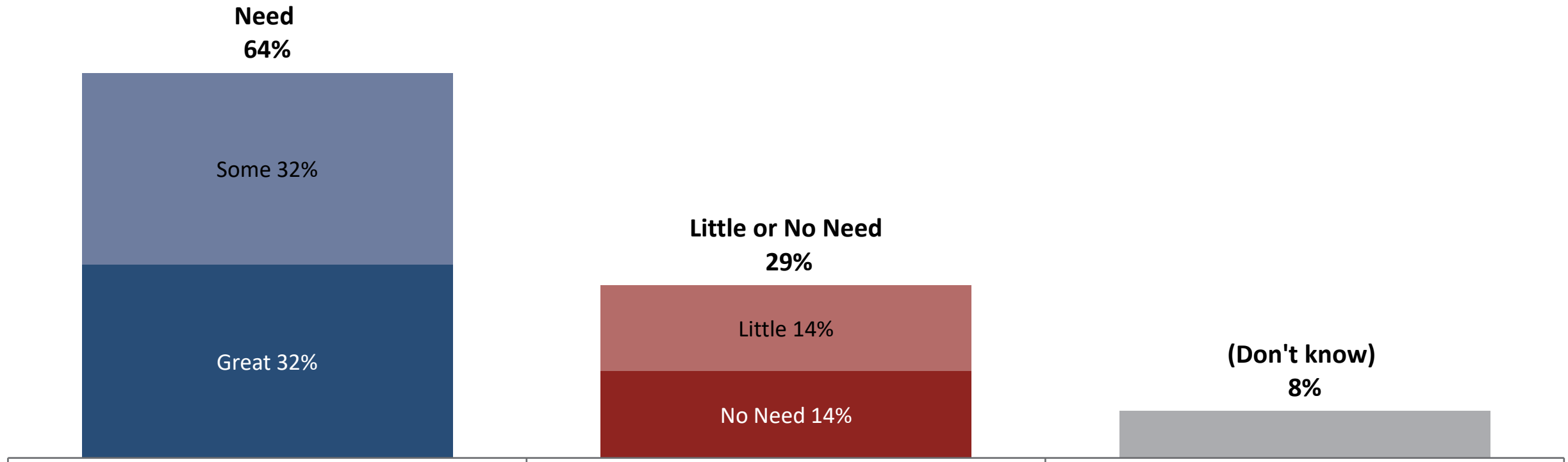
How would you rate the job the City of Fortuna is doing overall?



Perceived Need for City Funding

About two-thirds say the City is in need of more money for city services, with a third who believe there is a great need.

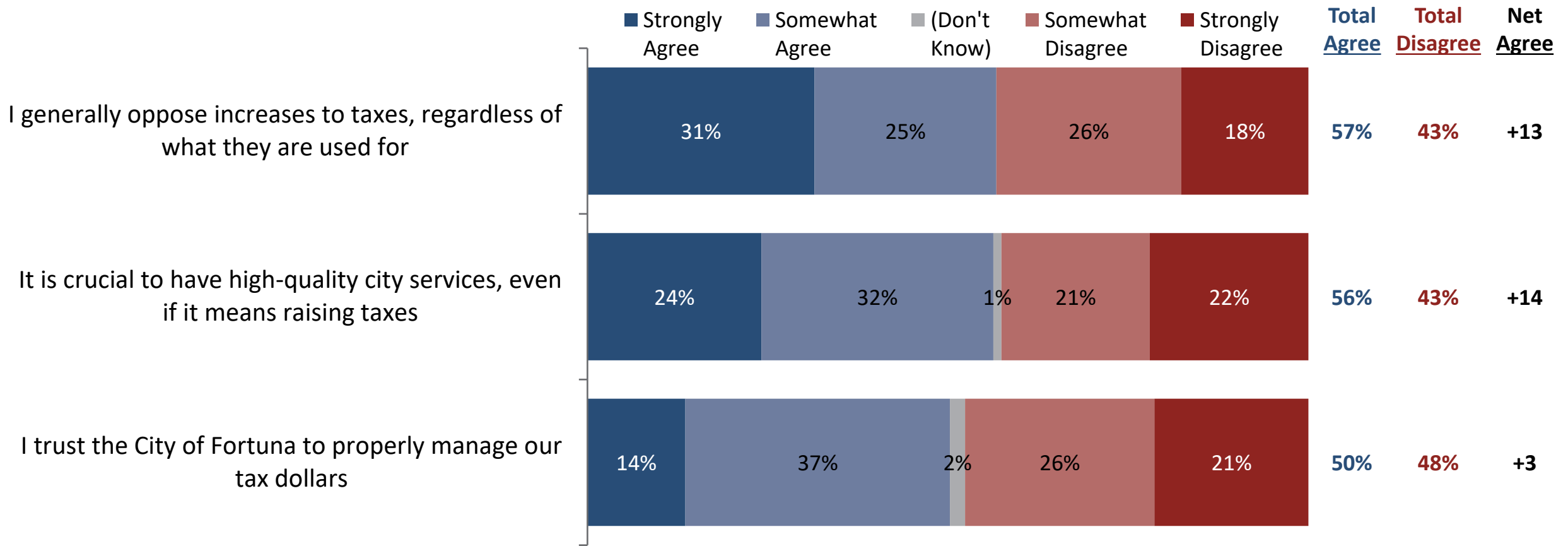
How much of a need do you think the City of Fortuna has for more money for city services?



Tax Attitudes

Voters endorse the conflicting viewpoints that it is worth raising taxes for city services and that they generally oppose tax increases at similar levels. Voters are divided over trust in the City’s management of tax dollars.

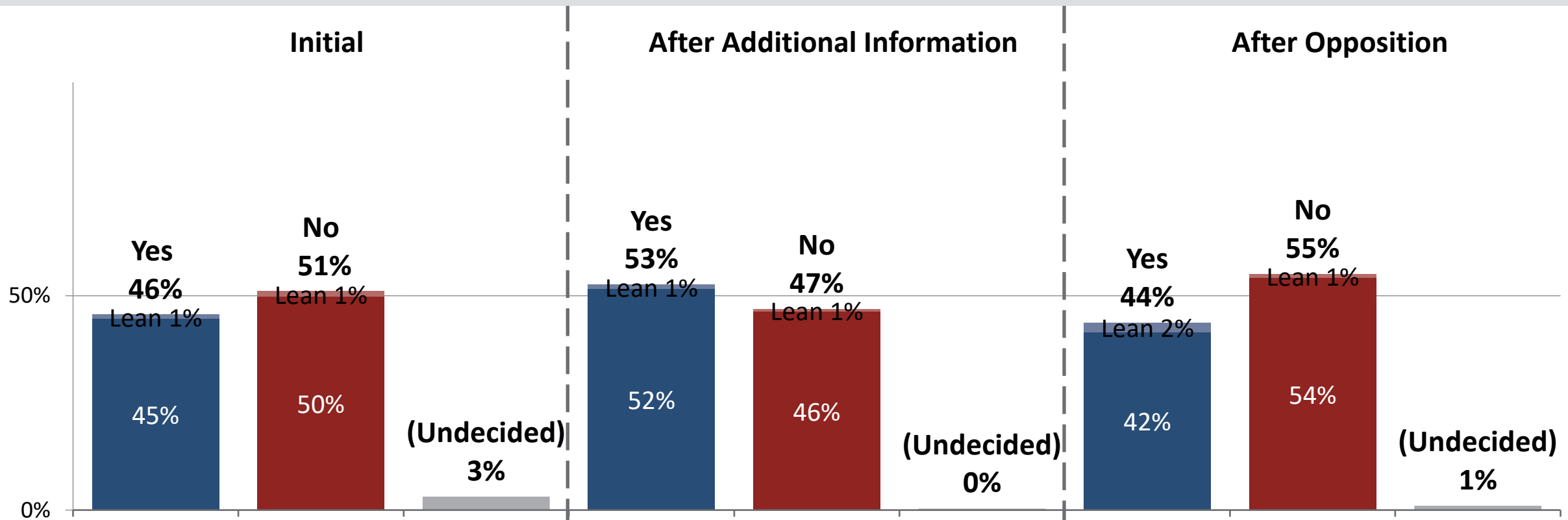
Please indicate whether you agree or disagree with the following statements.



Vote Progression

Support for a potential measure begins under the majority threshold, but within range accounting for the margin of error.

Shall the measure to provide funding for essential City services, such as protecting public safety; increasing and restoring police officers; repairing aging/deteriorating streets and potholes; providing programs for seniors and youth; and keeping parks clean and safe, by enacting a 0.75% sales tax in the City of Fortuna, providing an additional \$1,800,000 annually for general government use until ended by voters, requiring independent audits, community oversight, and all funds staying in Fortuna, be adopted?

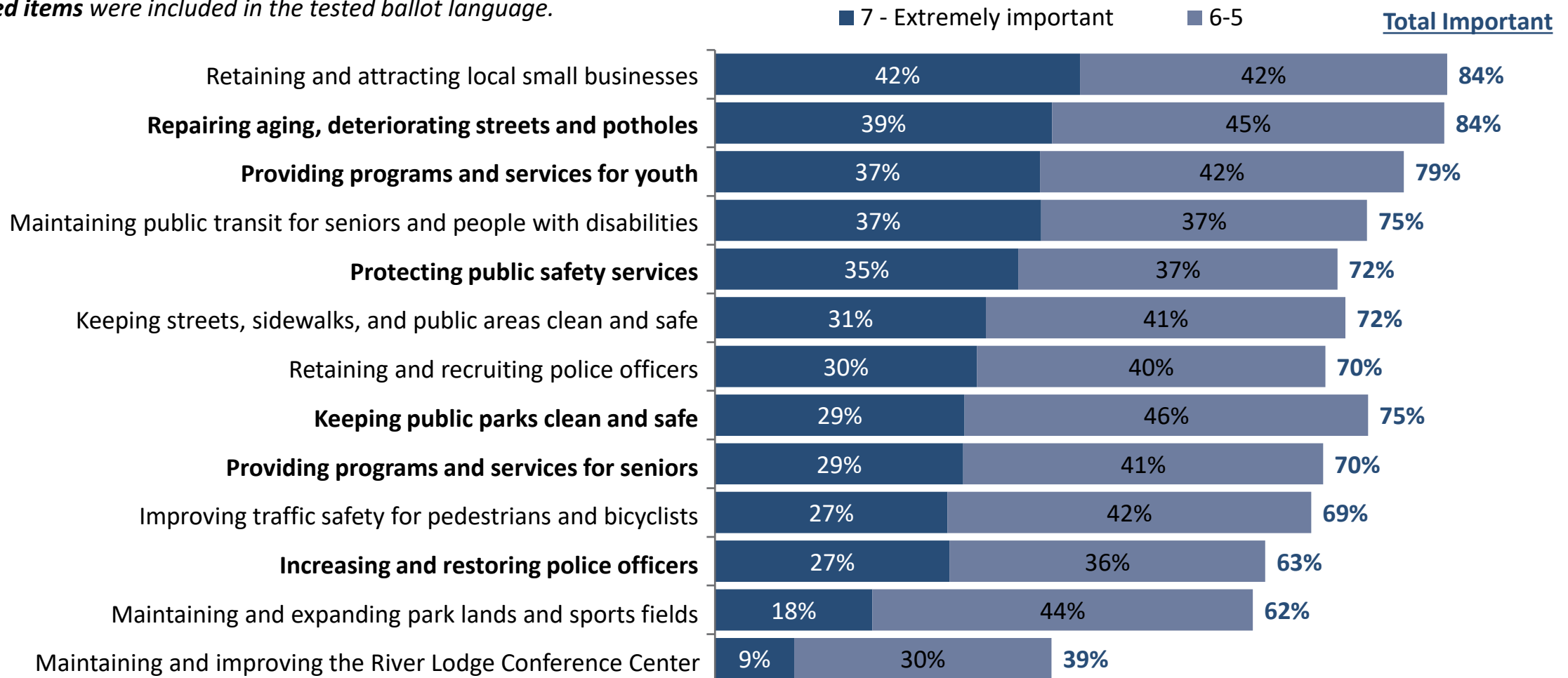


Q7/Q33/Q39. Finally, after everything you have read, would you vote yes to approve or no to reject the proposed measure for the City of Fortuna?

Funding Priorities

Priorities for voters include encouraging small businesses, street repair, providing youth programs, maintaining transit for seniors, and protecting public safety services.

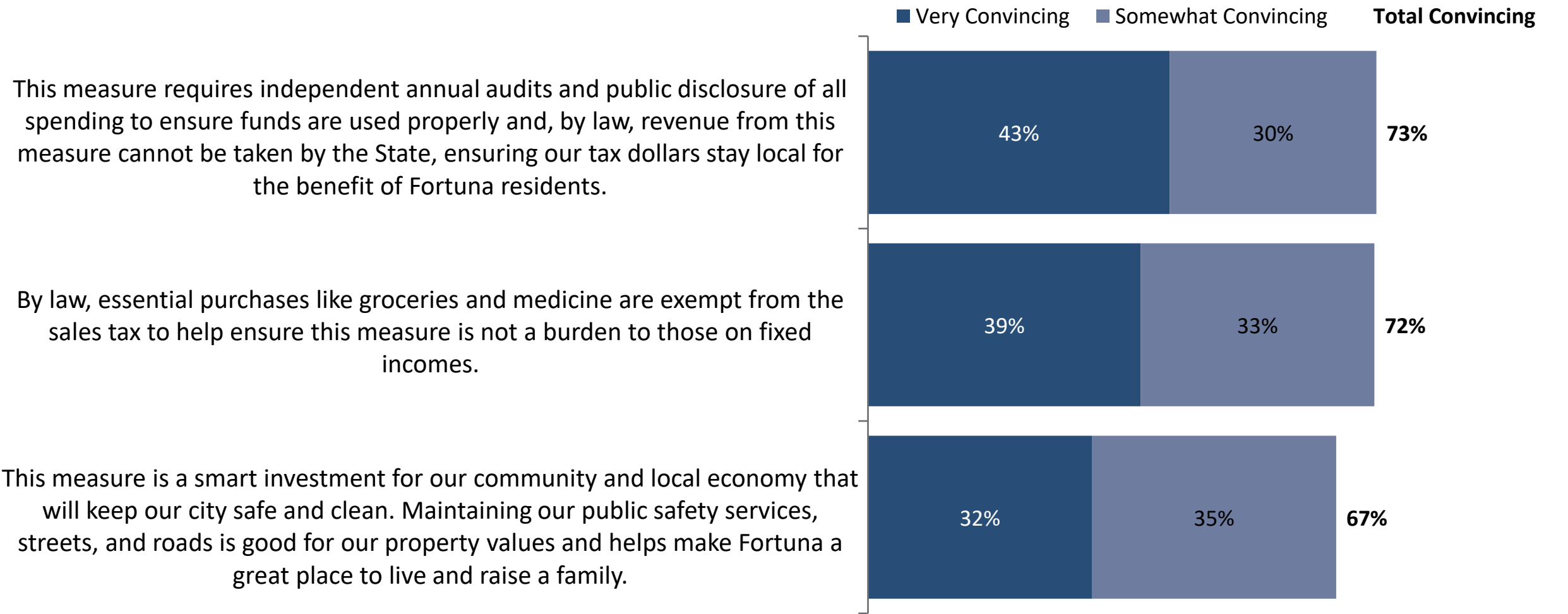
Bolded items were included in the tested ballot language.



Q13-Q25. Next you will read a list of items that could be funded with a revenue measure for the City of Fortuna. After each one, please rate how important that item is to you using a scale from 1 to 7.

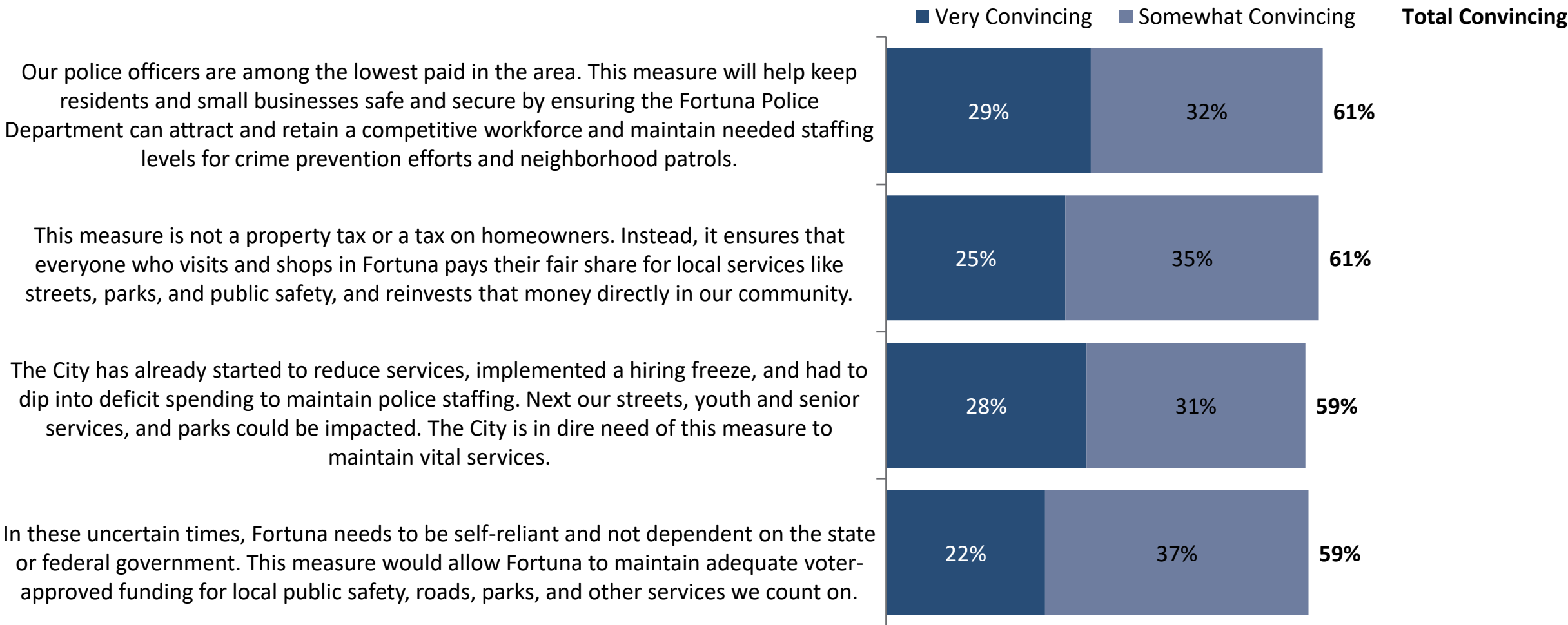
Informational Statements

Additional information about accountability, exemptions, and emphasis on the funds being a good investment for the community is helpful in conveying the benefits of the potential measure.



Informational Statements

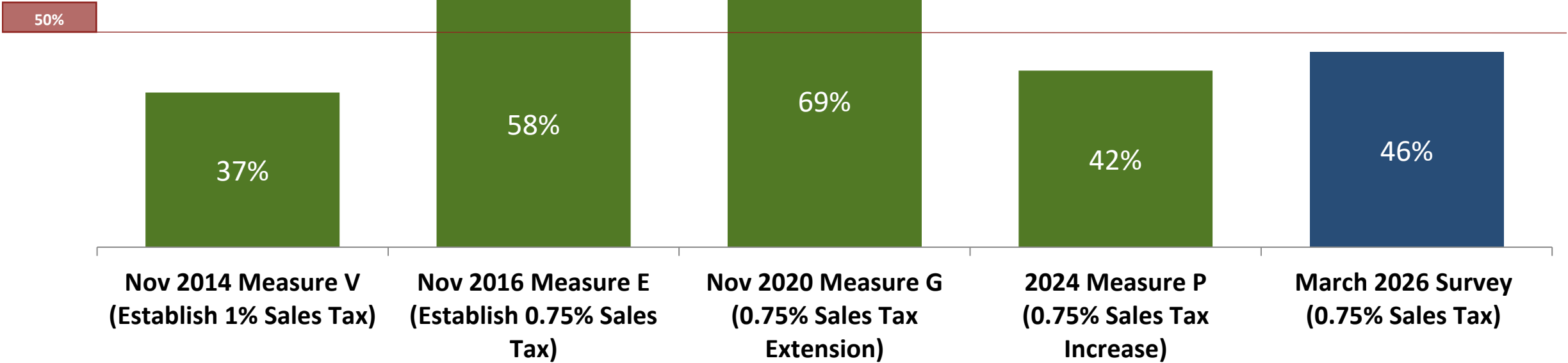
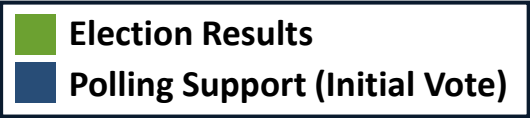
Other statements are compelling, but with less intensity.



Q26-32. Next you will read statements from people who support the proposed measure for the City of Fortuna. After each one, please indicate how convincing that statement is as a reason to vote for the measure.

Historical Context

Previous sales tax measures in Fortuna have had mixed success with voters.



- ▶ Most voters are happy and satisfied with things in Fortuna, and they also acknowledge the City's need for additional funding.
- ▶ That said, the current environment is challenging, with relatively high tax sensitivity, some skepticism about how the funds would be spent, and the economy and affordability top-of-mind.
- ▶ As it stands today, support for a potential sales tax is within range of the majority threshold, marginally higher than support for 2024's Measure P.
- ▶ Informing voters about the accountability features, exemptions, and benefits of the measure brings support above the majority threshold, but the measure is vulnerable to opposition.



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