

Monterey County Survey

April 18, 2016

N = 423

Margin of Error (MOE) = +/- 4.8

Executive Summary

Littlefield Consulting was retained to conduct a public opinion survey in Monterey County, California. The survey was put into the field on Monday, April 18, 2016.

423 voters responded to the survey, N = 423. The margin of error (MOE) is based on a Monterey County, California voter population of 76,951 registered voters and N = 423. The MOE for the entire County is +/- 4.8 and the confidence level is 95%.

- The margin of error for Board of Supervisor District 1 is +/- 10.9.
- The margin of error for Board of Supervisor District 4 is +/- 7.3.
- The margin of error for Board of Supervisor District 5 is +/- 5.4.

There was an oversampling of females and seniors and an under sampling of males and younger voters.

For more information or for complete cross tabs, please contact Mark Littlefield at mark@MarkLittlefield.com.

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Q1. This is Southwest Voter Research with a quick 7-question survey about important local issues in Monterey County, California.

If are you over 18 years old, registered to vote in Monterey County, press 1 on your phone now. **[IF 1 IS NOT SELECTED, END SURVEY]**

Answer	County	Dist 1	Dist 4	Dist 5
Yes	100%	10%	23%	48%

Q2. If you are female, press 1 on your telephone now. If you are male, press 2 on your telephone now.

Answer	County	Dist 1	Dist 4	Dist 5
Female	65%	54%	71%	65%
Male	35%	46%	29%	35%

Q3. Do you think Monterey County Board of Supervisors has the County on the right track or the wrong track?

Answer	County	Dist 1	Dist 4	Dist 5
Right Track	30%	31%	47%	29%
Wrong Track	46%	41%	30%	48%
Unsure	24%	29%	23%	24%

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Q4. Before I get to the presidential and local races, let me ask you a couple of questions about short-term rentals. Traditional short-term rentals are furnished homes that are rented for a few days or up to 30 days. Have you (or someone you know) ever stayed in or rented a home on short-term basis while on vacation or for any other purpose?

Answer	County	Dist 1	Dist 4	Dist 5
Yes	43%	30%	29%	55%
No	56%	63%	69%	43%
Unsure	1%	7%	2%	2%

Q5. Have you ever rented your home or another property you own on a short-term basis or do you know someone that rents his or her home or other property they own on a short term basis?

Answer	County	Dist 1	Dist 4	Dist 5
Yes	27%	9%	18%	33%
No	73%	85%	79%	67%
Unsure	1%	6%	3%	1%

Q6. Do you think traditional short-term rental properties, also known as vacation rental properties, are important to Monterey County's local economy?

Answer	County	Dist 1	Dist 4	Dist 5
Yes	55%	58%	54%	51%
No	36%	30%	33%	40%
Unsure	9%	12%	13%	9%

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Q7. Some people say that having a certain stock of traditional short-term rentals available in Monterey County is good because short term-rentals are beneficial to Monterey County residents who use them when they are trying to buy or sell a home; trying to remodel their existing home, for victims of fires or natural disasters or to house visiting family nearby. Do you agree or disagree that having a certain stock of short-term rentals available is beneficial to Monterey County residents?

Answer	County	Dist 1	Dist 4	Dist 5
Agree	66%	65%	64%	66%
Disagree	27%	27%	25%	28%
Unsure	7%	8%	11%	6%

Q8. Do you think all short-term properties should register to ensure that that all hotel taxes are paid and that all local rules are followed?

Answer	County	Dist 1	Dist 4	Dist 5
Yes	70%	71%	72%	70%
No	25%	21%	20%	26%
Unsure	5%	8%	8%	4%

Q9. Do you plan on voting in the Republican presidential primary or the Democratic presidential primary?

Answer	County	Dist 1	Dist 4	Dist 5
Republican	43%	42%	42%	44%
Democratic	53%	50%	51%	52%
Unsure	4%	8%	7%	4%

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Q10. The major candidates running for the United States senate are Democrat Kamala Harris, Democrat Loretta Sanchez, Republican Tom Del Beccaro, Republican Duf Sundheim and Republican Phil Wyman. If the election were today, for whom would you vote?

Answer	County	Dist 1	Dist 4	Dist 5
Harris	39%	33%	38%	39%
Sanchez	11%	22%	9%	9%
Del Beccaro	11%	2%	15%	12%
Sundheim	8%	9%	4%	8%
Wyman	7%	7%	4%	7%
Unsure	24%	28%	30%	26%

Q12. For demographic purposes - how old are you?

Answer	County	Dist 1	Dist 4	Dist 5
Over 65	63%	70%	65%	61%
50 to 64	27%	18%	28%	27%
40 to 49	5%	2%	5%	8%
Under 40	5%	9%	2%	3%