

City of Salinas

Tax Measure Survey 2026

Results Presentation

February 2026



**Opinion Research on
Elections and Public Policy**



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City of Salinas - Tax Measure Survey 2026

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) Online (email and text to web)
Language	English and Spanish
Length	15 minutes
Target Respondents	City of Salinas likely voters
Survey Fielding	February 2 – 9, 2026
Margin of Error	+/-5%
Survey Participants	400

Sample

The sample was developed from the voter files originally compiled by the Monterey County Registrar of Voters. We matched the demographics of City of Salinas likely voters.

Data Collection Explained

Interviews were conducted with live interviewers by phone (42%) and online survey methods (58%). Phone participants were interviewed through landline (27%) and mobile (73%) calls. Online participants were invited by email (36%) and text message (64%) to access the survey by computer, tablet, or smartphone.

Respondents in all modes chose their preferred language, English (80%) and Spanish (20%).

Security measures precluded individuals from completing the survey more than once.

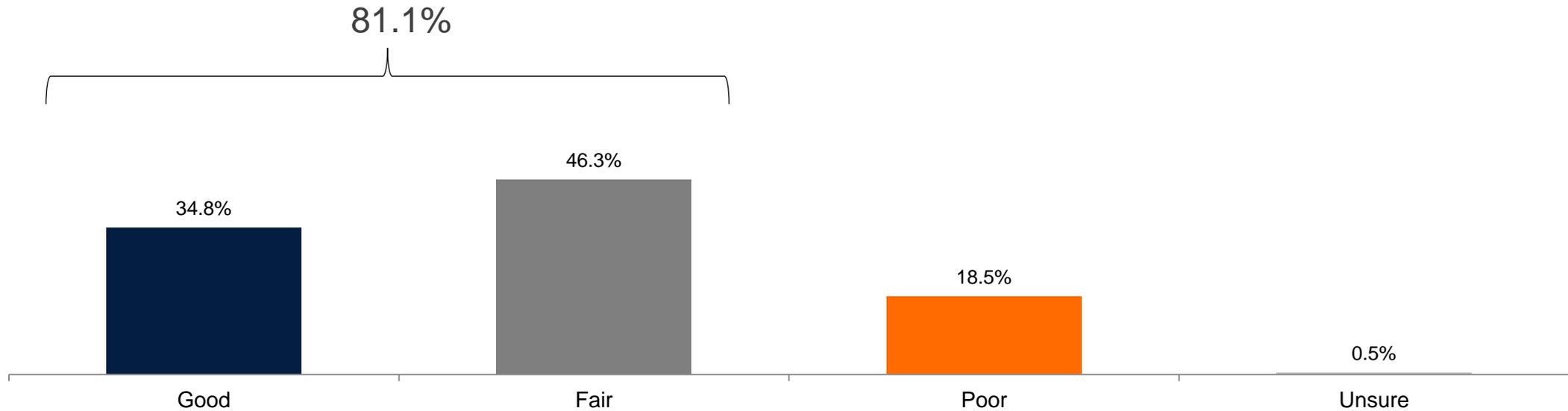


Probolsky Research is a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

**Due to rounding, totals shown on charts may not add up to 100%*

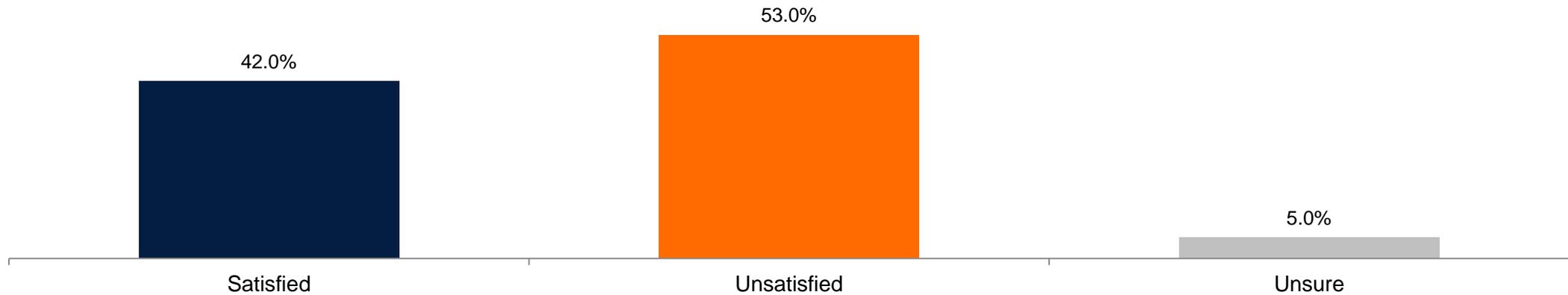
81% rate the overall quality of life in Salinas as good or fair

Question 2: How would you rate the overall quality of life in Salinas?



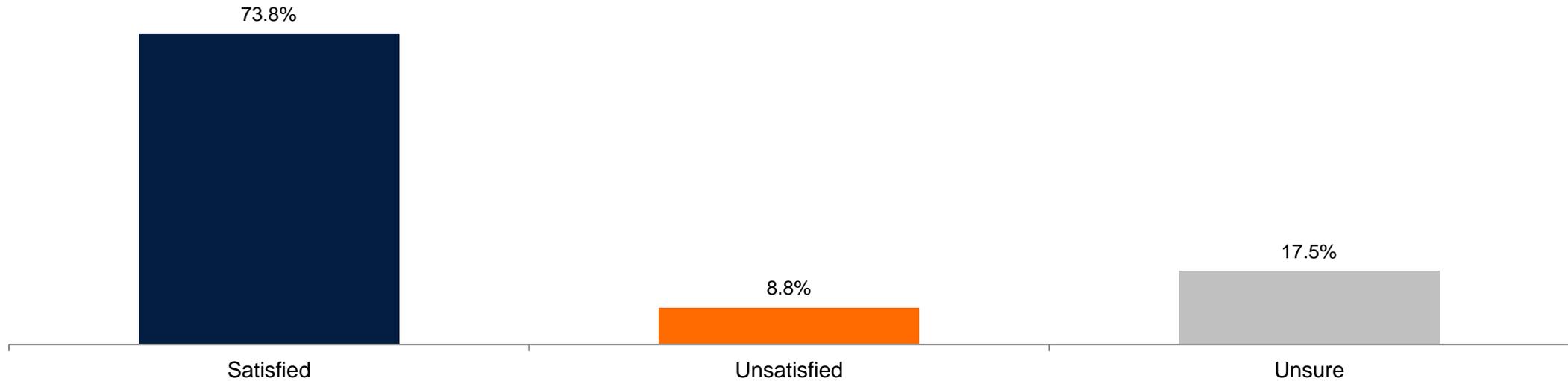
53% are unsatisfied with the job the City is doing at providing services to residents

Question 3: Are you satisfied or unsatisfied with the job the City of Salinas is doing in providing services to residents?



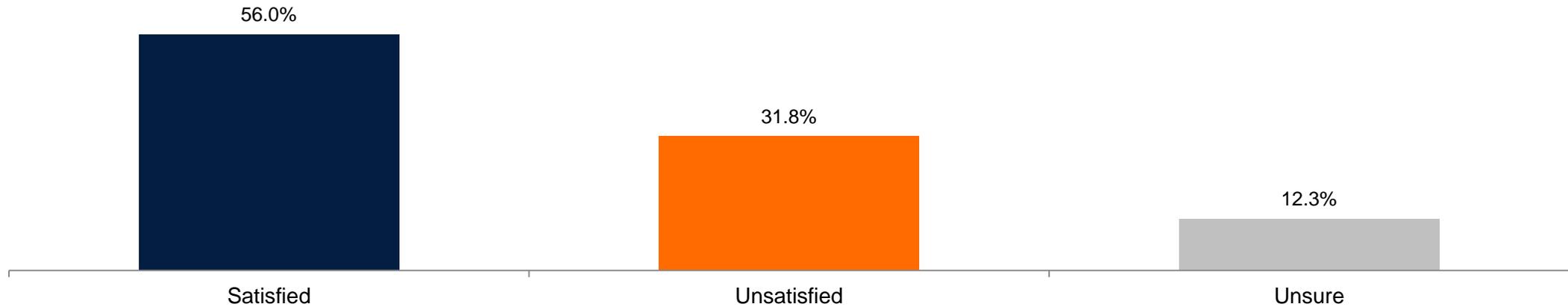
74% are satisfied with the fire and paramedic emergency response services and response times

Question 4: Are you satisfied or unsatisfied with fire and paramedic emergency response services and response times?



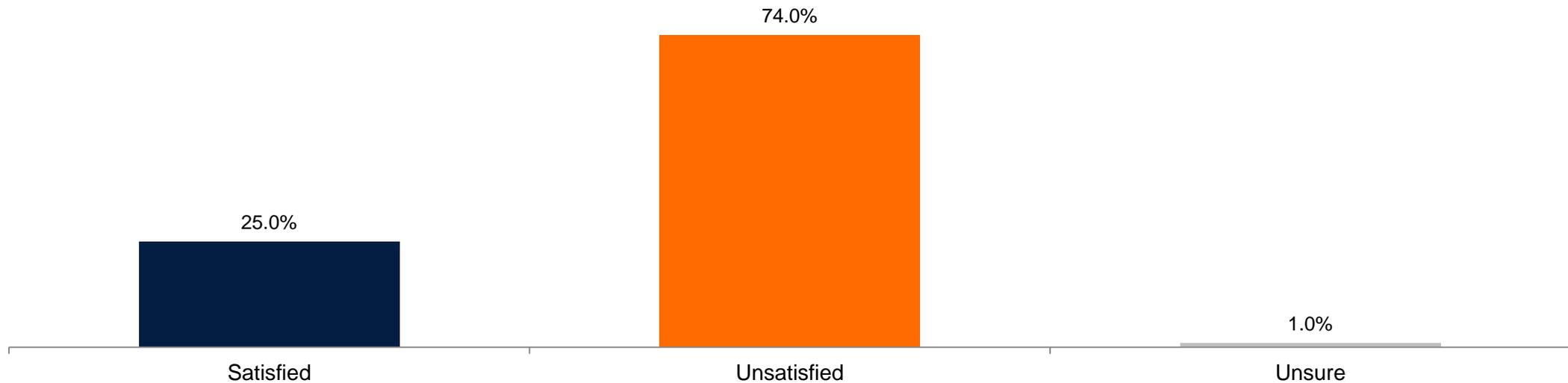
56% are satisfied with police services

Question 5: Are you satisfied or unsatisfied with police services, including patrols, investigations, and emergency response?



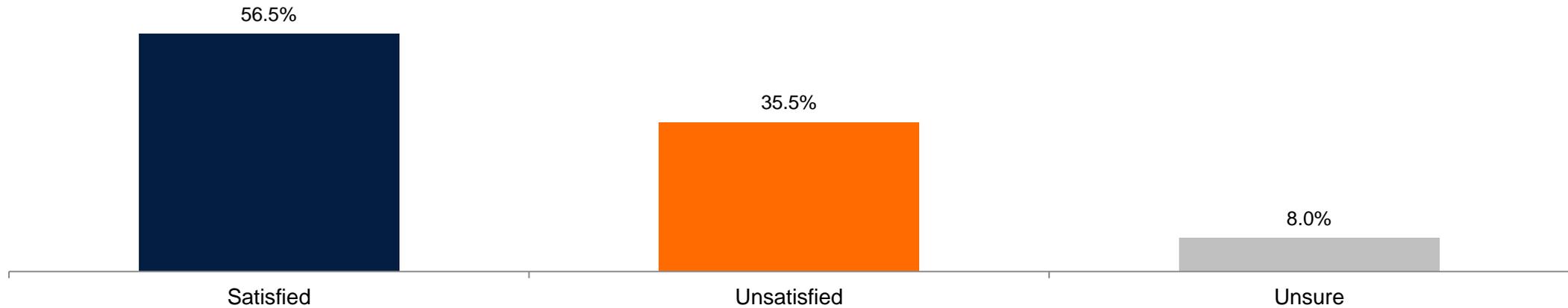
74% are unsatisfied with street maintenance, street sweeping, streetlights, and stormwater and drainage services

Question 6: Are you satisfied or unsatisfied with street maintenance, street sweeping, streetlights, and stormwater and drainage services?



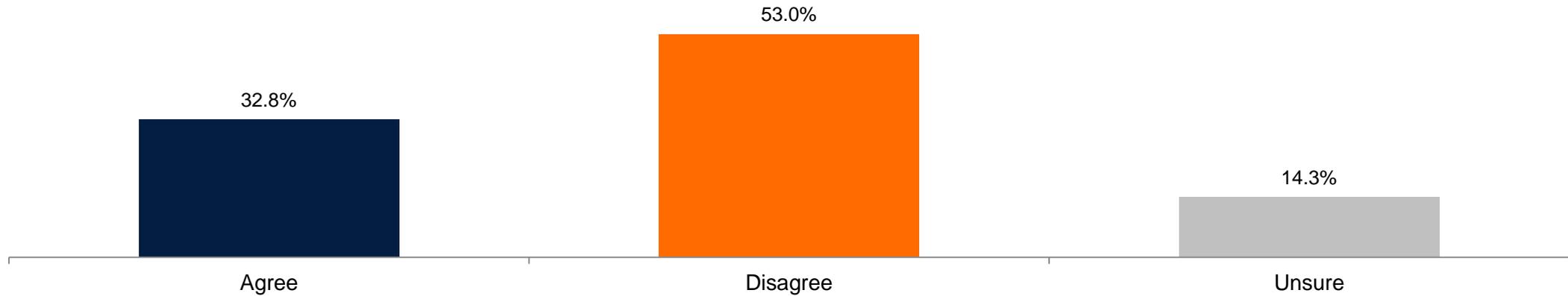
57% are satisfied with parks, open space and trails, recreation facilities, and community programs

Question 7: Are you satisfied or unsatisfied with the parks, open space and trails, recreation facilities, and community programs?



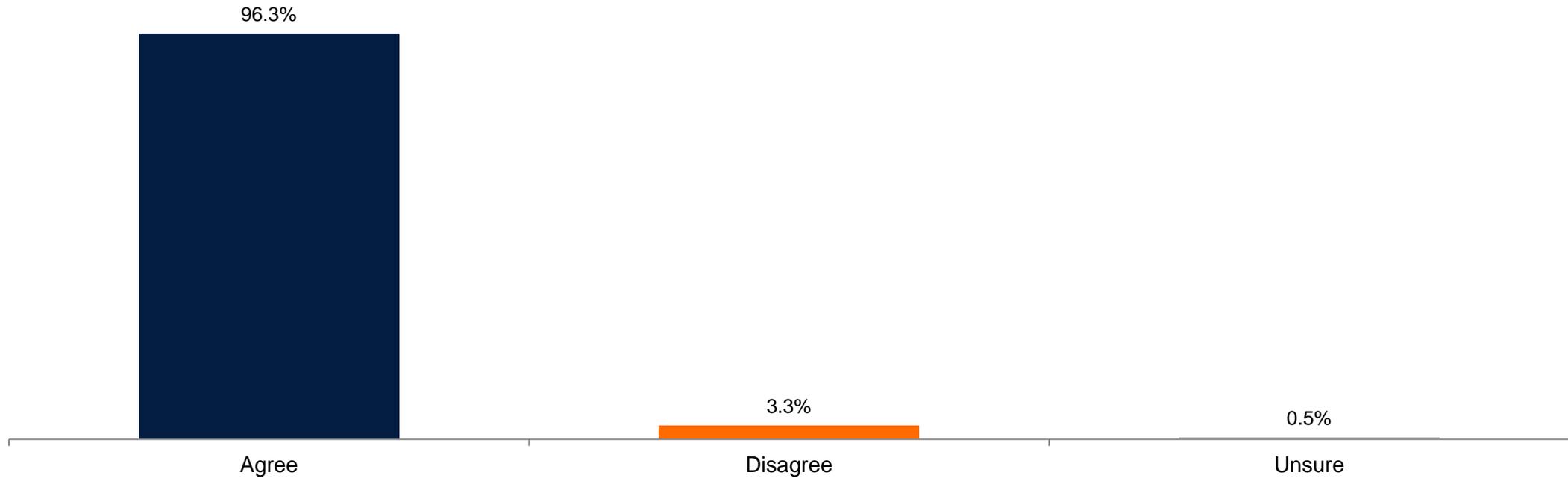
53% disagree that the City operates transparently

Question 10: Now we have some statements. For each one, please indicate whether you agree or disagree. Agree or disagree: The City operates transparently.



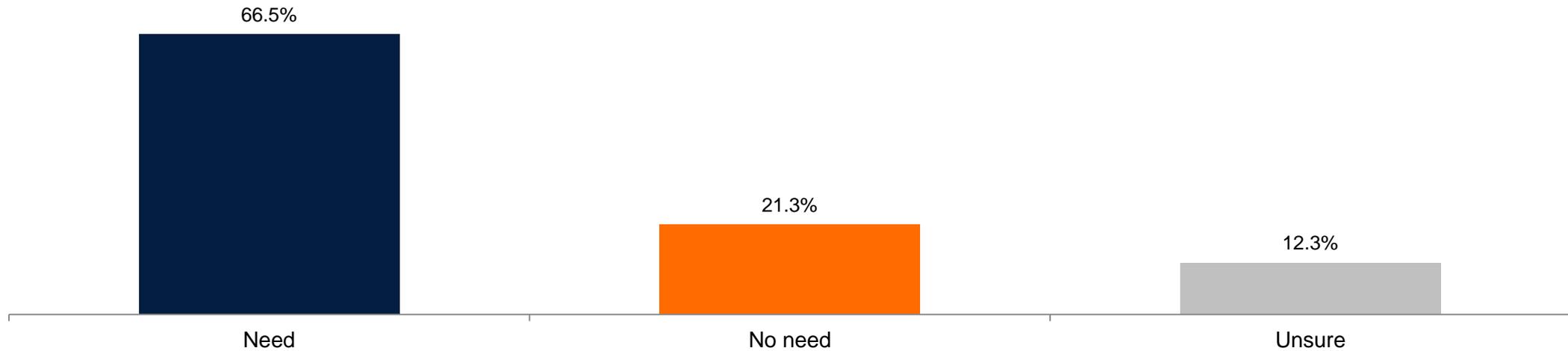
96% agree that investing in infrastructure now saves money long term

Question 11: Agree or disagree: It's smarter to invest in needed infrastructure improvements—such as repairing roads, sidewalks, and other public facilities—today, because delaying repairs will only increase costs in the future.



67% think the City has a need for additional funds to maintain the level of City services and facilities

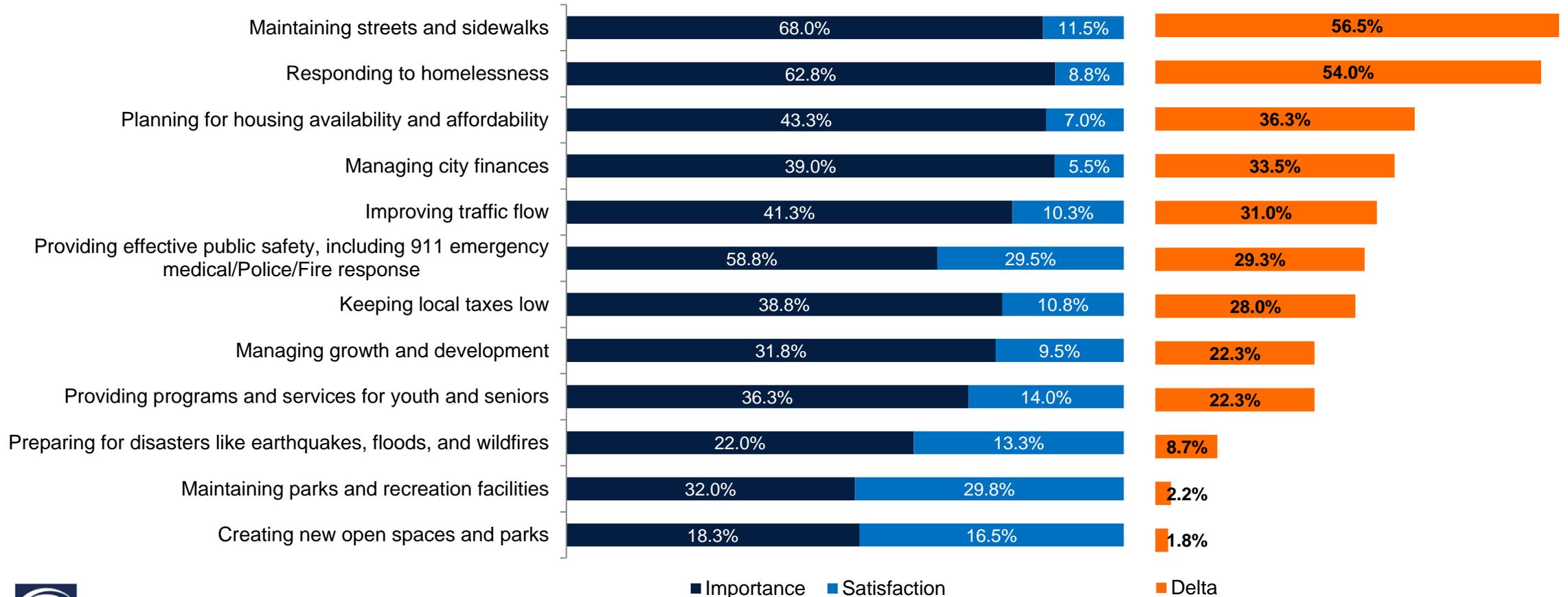
Question 12: Do you think the City has a great need, some need, a little need, or no real need for additional funds to maintain the level of City services and facilities?



The largest gap between importance and satisfaction is in maintaining streets and sidewalks at 57%

Question 13: Now we have a list of issues that may be relevant to residents of Salinas. Please select all the ones that are very important to you personally.

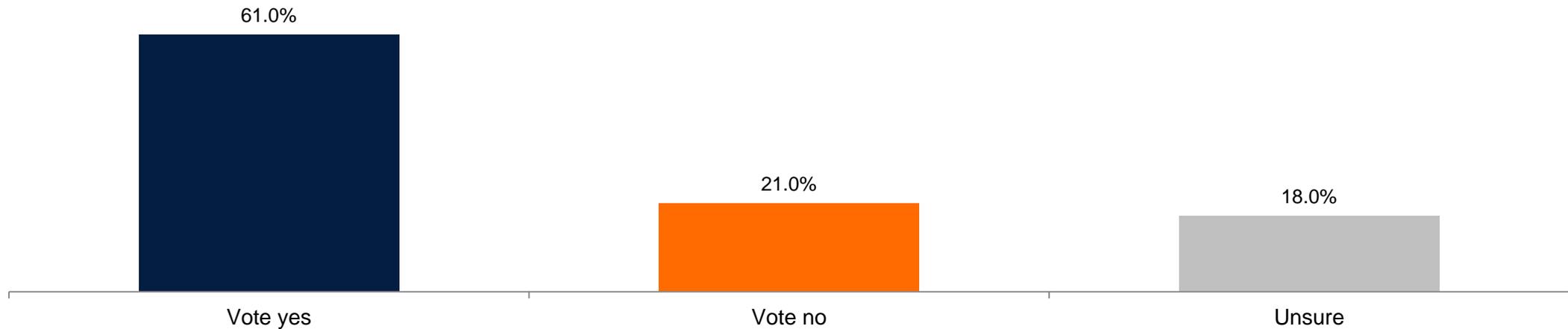
Question 14: Thinking of the same list of issues, please select all the ones that you are personally satisfied with.



Initial vote: the measure has majority support

Please consider a ballot measure that could come before Salinas voters next year. Please indicate if you would vote yes, or vote no.

Question 15: Shall the City of Salinas renew Measure G, without raising taxes, a 1% local sales tax that funds police, 911, fire and emergency response, homelessness reduction, street and sidewalk repairs and other long-term infrastructure, parks, youth and senior programs, support for additional affordable housing, and other general city services, generating approximately thirty million dollars annually, with independent citizen oversight and annual audits; all funds remain in Salinas, until ended by voters?



Message Effectiveness

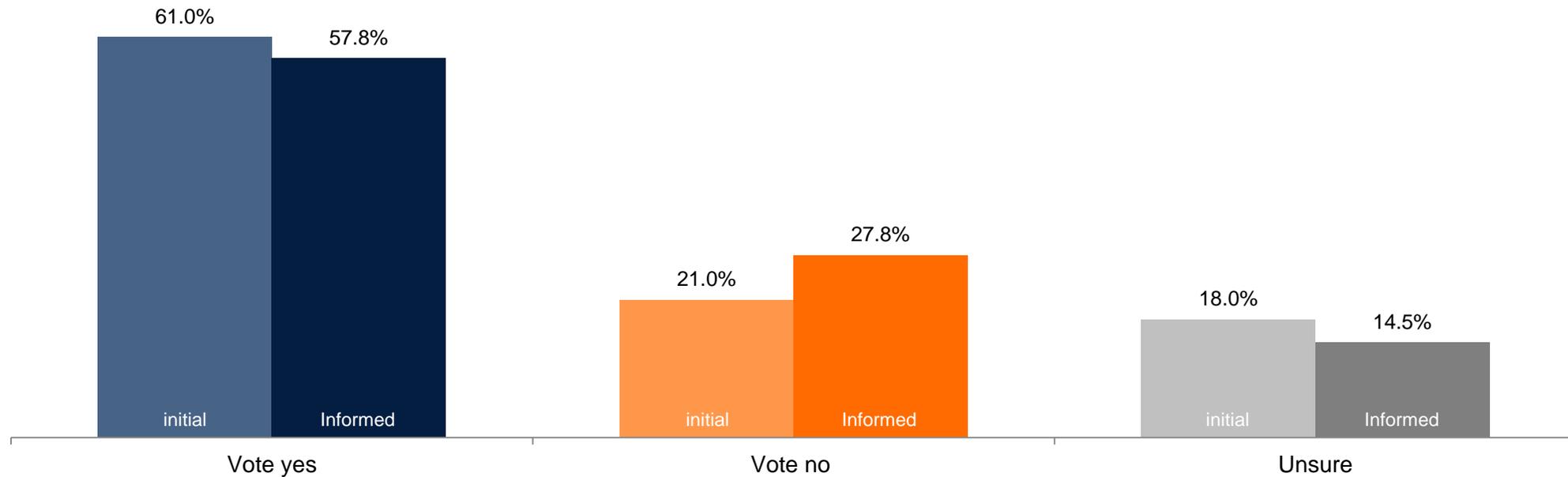
Positive messages	Percent More Likely to Vote Yes
An independent engineer’s report shows that Salinas streets get a D grade. Continuing the existing sales tax will allow the City to make street improvements.	65.8%
Every dollar generated by this sales tax stays in Salinas and cannot be taken by the County or State.	61.5%
This local sales tax measure does not create a new tax; it just continues the existing local sales tax rate.	59.0%
This local sales tax measure does not increase taxes; it just continues the existing local sales tax rate.	59.0%
This sales tax measure includes an independent citizens' oversight committee, requiring regular independent financial audits, and public reporting on how every dollar is being used. The committee is already operating and if this measure passes, they will continue their work.	57.3%
If the local sales tax is not renewed, the City of Salinas would face extremely difficult choices that would mean drastic cuts in all City departments, including in the police and fire departments.	57.3%
This sales tax measure will extend the current sales tax until it is ended by voters – it will not increase taxes.	55.8%
Sales tax is not charged on groceries, prescriptions, or services.	52.0%
A large amount of this sales tax revenue in Salinas is paid by people who live outside the City, including shoppers and visitors from surrounding communities and people who work in Salinas but live somewhere else. This means Salinas residents benefit when non-residents buy things here.	50.5%
This local sales tax helps fund City projects and facilities such as parks, recreation improvements, and community centers.	48.3%
Negative messages	Percent More Likely to Vote No
Some residents say sales taxes are regressive and place a greater burden on low-income residents and senior citizens.	42.8%
Some residents are talking about rising prices for just about everything, including gas, groceries, utility rates, and housing, and say this is the wrong time to talk about extending a local sales tax.	40.8%
Some residents say the current local sales tax was meant to be temporary, and that this local sales tax measure removes its expiration date, taking away an important safeguard for voters.	35.5%



Informed vote: the measure retains majority support

Knowing what you know now, if the election were held today, how would you vote on this ballot measure?

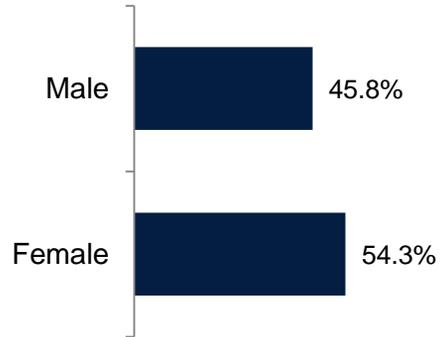
Question 31: Shall the City of Salinas renew Measure G, without raising taxes, a 1% local sales tax that funds police, 911, fire and emergency response, homelessness reduction, street and sidewalk repairs and other long-term infrastructure, parks, youth and senior programs, support for additional affordable housing, and other general city services, generating approximately thirty million dollars annually, with independent citizen oversight and annual audits; all funds remain in Salinas, until ended by voters?



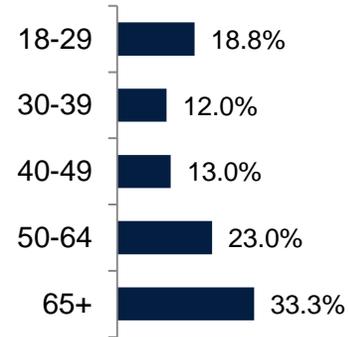
Demographics

Respondent demographics by gender, age, ethnicity, zip code, and City Council District

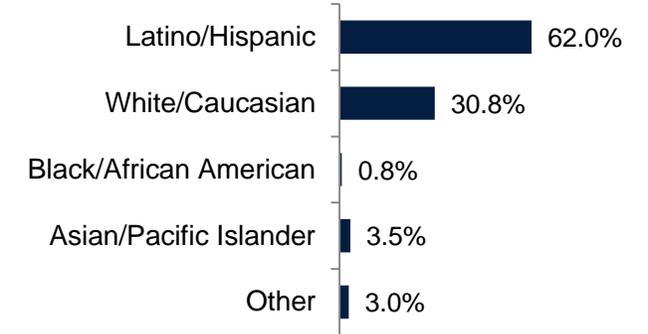
Gender



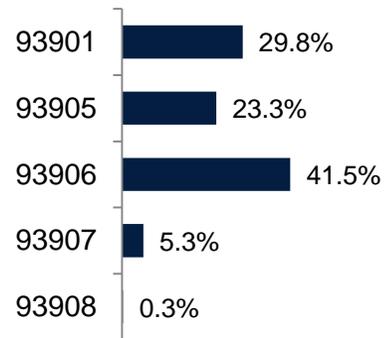
Age



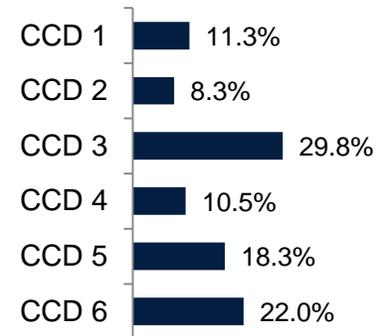
Ethnicity



Zip code



Council District



Questions?

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