



City of Ceres Community Issues Survey

*Summary of Key Findings from a Survey of City of Ceres Registered Voters
Conducted June 14-24, 2025*



OPINION
RESEARCH
& STRATEGY



Community Survey Highlights

- The consulting team's analysis of the June 2025 Ceres community survey is that respondents are interested in expanding local funding to maintain their safety and quality of life.
- 73% of respondents agree the City needs additional funds to provide the level of City services residents want and need.
 - Majorities are aware of existing Ceres voter-approved funding to maintain public safety services.
 - Majorities agree without additional funding the City will be forced to make cuts to essential local services.
- A potential local sales tax requiring a simple majority vote, is supported by as much as 62% of respondents.
 - Maintaining local control, creating solutions to homelessness, and addressing today's public safety needs are all priorities for respondents.
- Consistent with the City's past practices, the consulting team recommends that the City continue to solicit additional community feedback prior to any decision on the approach to addressing the City's long-term financial stability in a dynamic and changing environment.

Survey Methodology

Dates	June 14-24, 2025					
Survey Type	Dual-mode Voter Survey					
Research Population	City of Ceres Registered Voters					
Total Interviews	311					
Margin of Sampling Error	(Full Sample) ±5.6% at the 95% Confidence Level					
Contact Methods		Telephone Calls		Email Invitations		Text Invitations
Data Collection Modes		Telephone Interviews		Online Interviews		
Languages	English & Spanish					

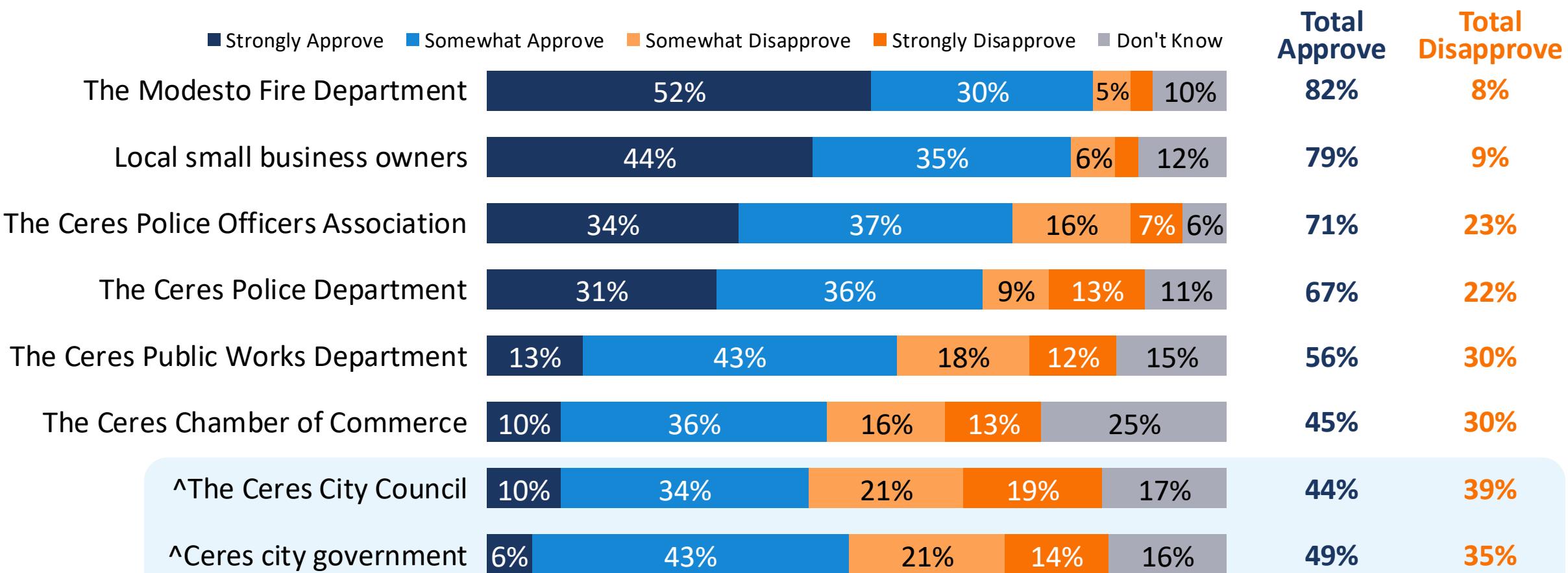
(Note: Not All Results Will Sum to 100% Due to Rounding)



Community Mood

Residents give public safety providers and small businesses high approval ratings.

Please indicate whether you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job that each of the following is doing.

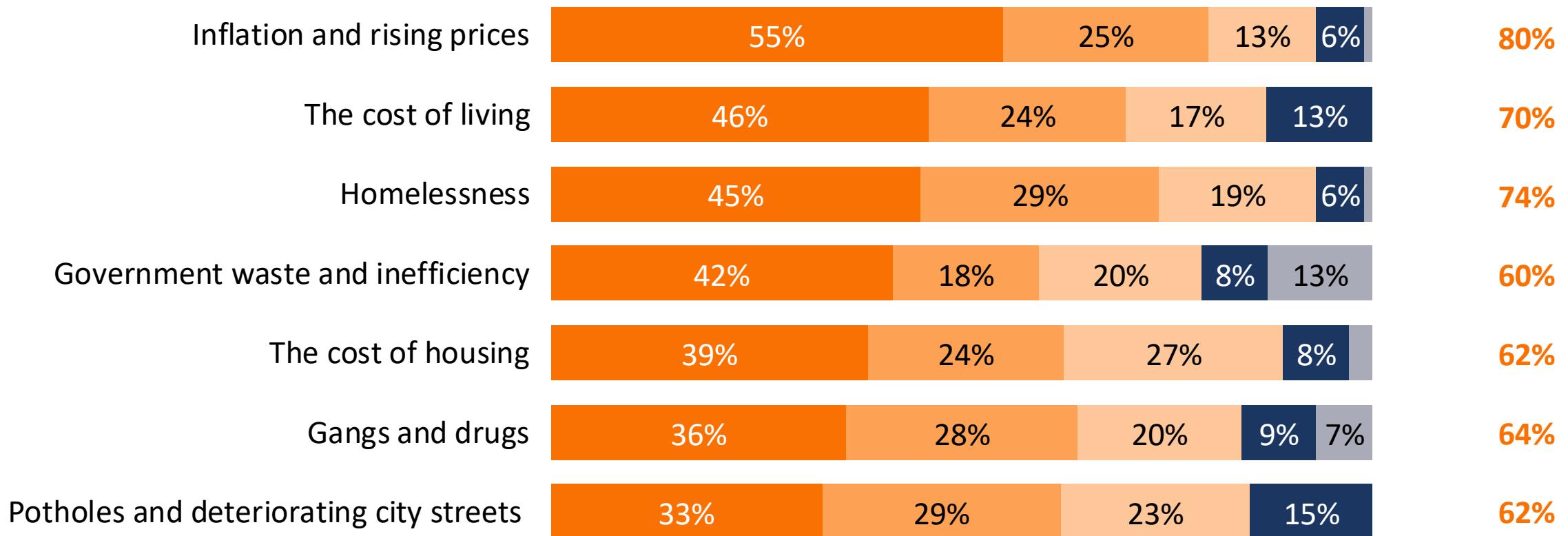


High prices, the cost of living and homelessness are the public's top concerns.

Please consider the following issues that some people suggest are problems facing Ceres. Please indicate whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or a not too serious problem for Ceres residents.

■ Extremely Serious Problem ■ Very Serious Problem ■ Somewhat Serious Problem ■ Not Too Serious Problem ■ Don't Know

Extremely/Very Serious Problem

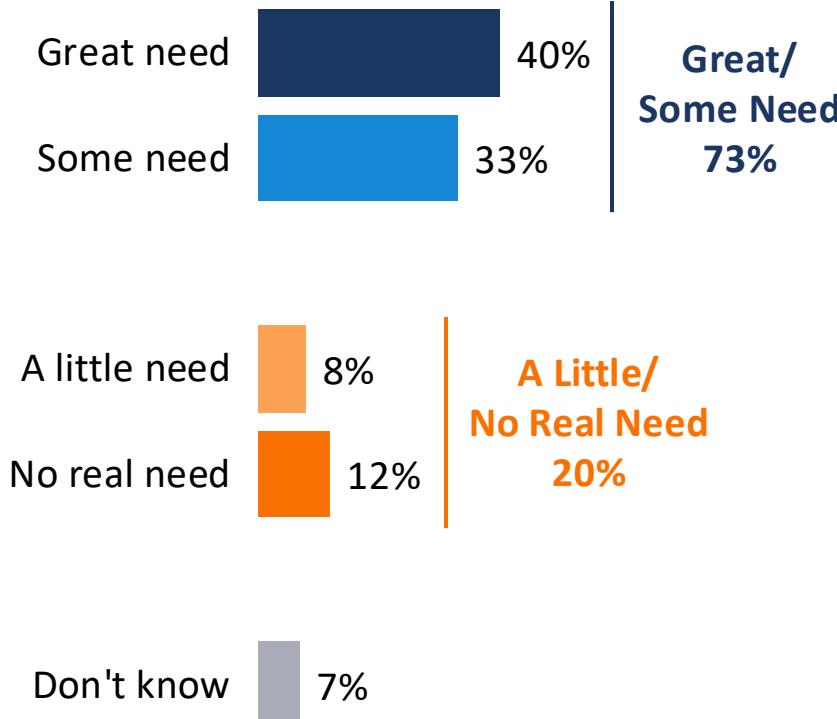




Respondent Views on Funding Needs and Potential Ballot Measure

Three in four think Ceres has a significant need for additional funds to provide city services, including four in ten who characterize the level of need as “great.”

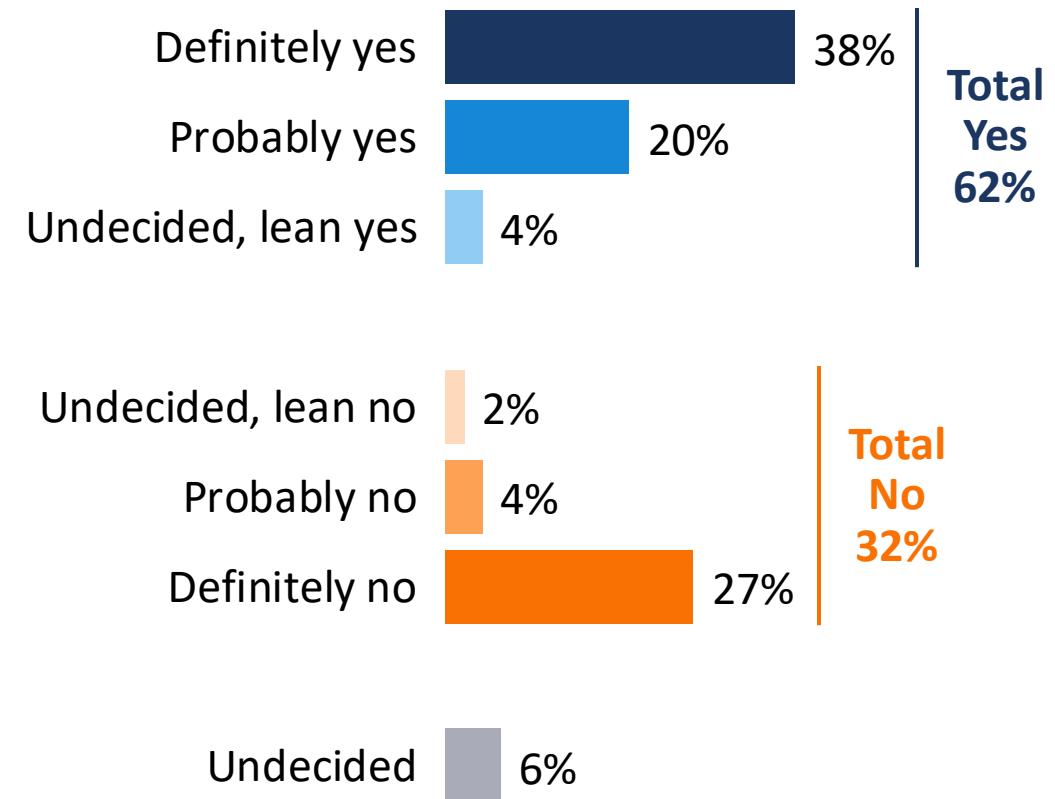
In your personal opinion, do you think the City of Ceres has a great need, some need, a little need, or no real need for additional funds to provide the level of city services that residents need and want?



Demographic Group	Great/ Some Need	A Little/ No Real Need	Don't Know	Demographic Group	Great/ Some Need	A Little/ No Real Need	Don't Know				
Gender											
Men	69%	24%	7%	Race/Ethnicity							
Women	76%	17%	7%	Whites	61%	29%	10%				
Party											
Democrats	80%	13%	7%	Latinos	82%	14%	4%				
Independents	72%	19%	9%	Years in Ceres							
Republicans	64%	31%	6%	20 or Less	75%	19%	7%				
Age											
18-49	79%	15%	6%	21+	72%	22%	7%				
50-64	72%	25%	4%	City Council District							
65+	61%	27%	12%	1	64%	28%	8%				
				2	78%	15%	7%				
				3	72%	24%	3%				
				4	78%	12%	10%				

The survey included a simulated 75-word City of Ceres local funding measure. More than six in ten respondents voted in favor of the measure, which requires a simple majority.

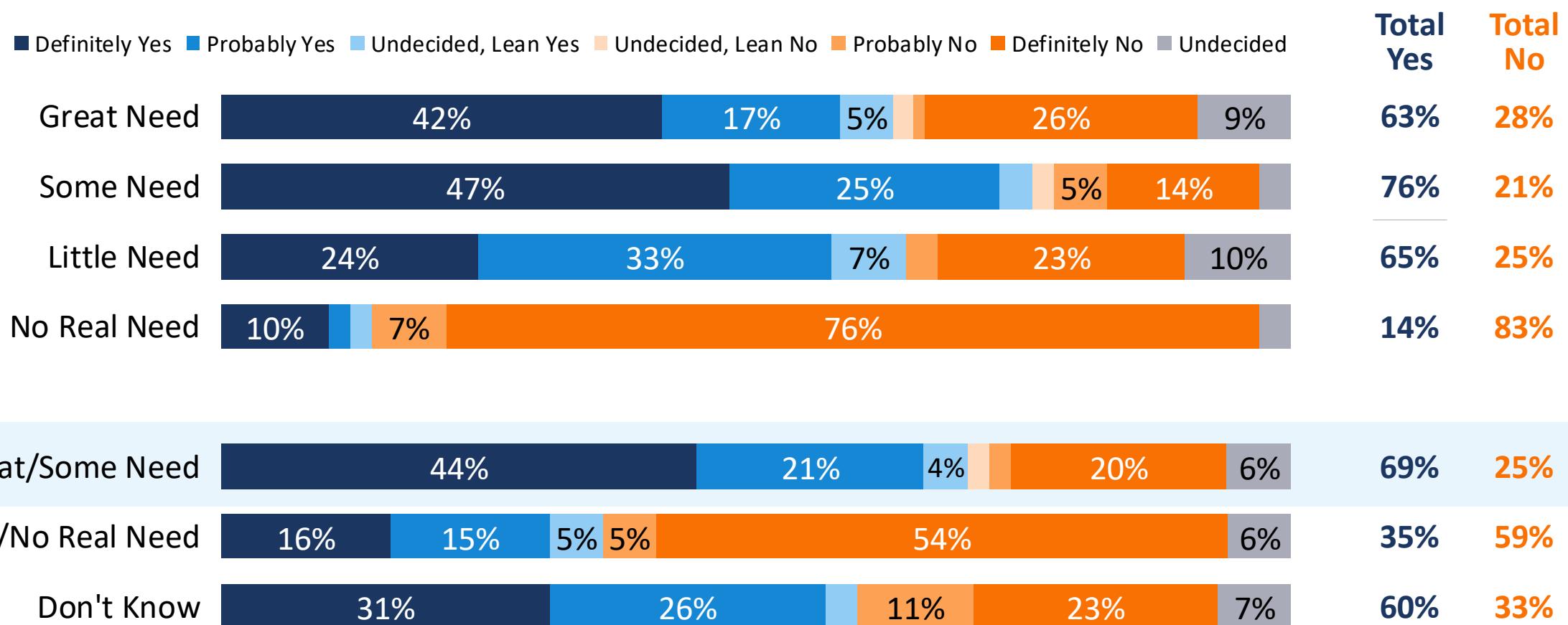
CERES EMERGENCY RESPONSE, COMMUNITY SAFETY, STREET REPAIRS MEASURE. Shall the ordinance to hire/retain qualified police officers; maintain firefighter/paramedic/911 emergency response/traffic safety services; repair streets/potholes; clear encampments/address homelessness; improve parks/playgrounds; maintain youth recreation, senior programs and other General Fund services by establishing a 1¢ sales tax providing approximately \$9,400,000 annually until ended by voters, requiring independent audits, public spending disclosure, all funds used locally, be adopted?



If the election were held today, and this measure was on the ballot, would you vote yes in favor or no to oppose?

Perception of the city's need for funding correlates with support for the ballot measure.

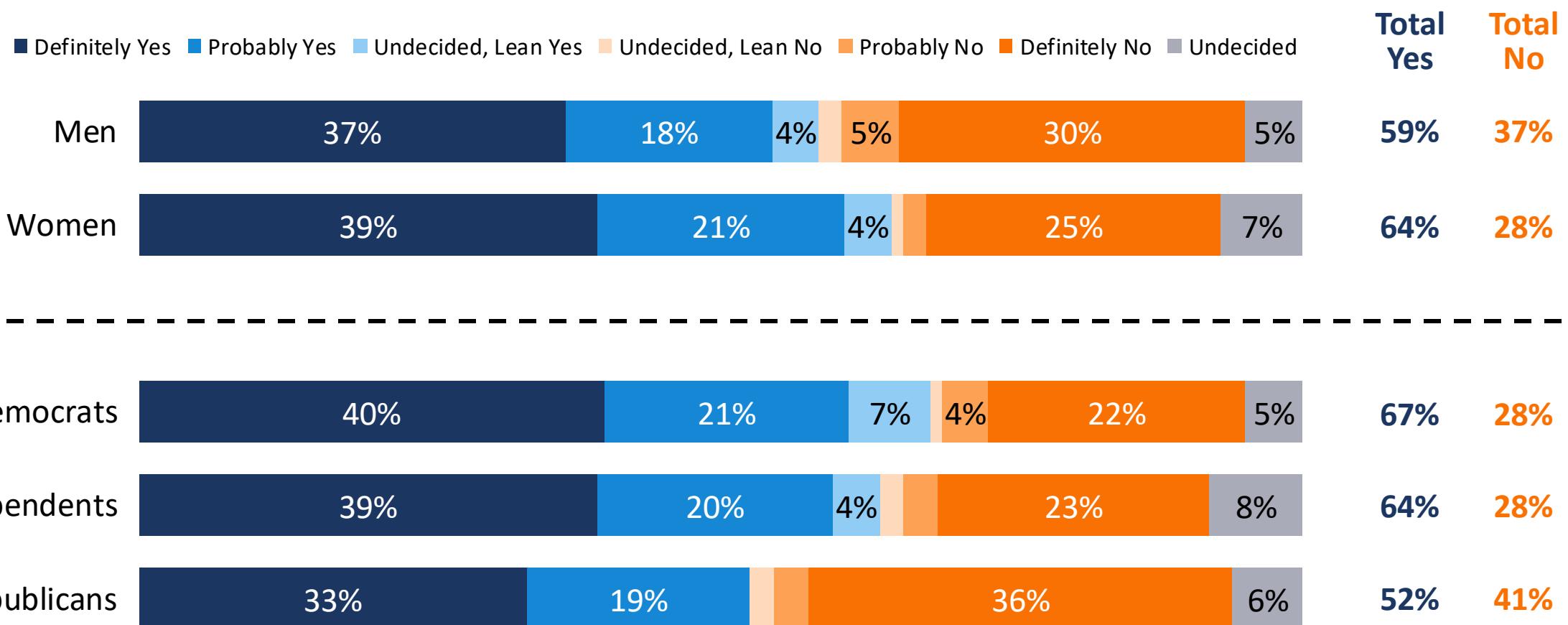
Initial Vote on 1¢ Sales Tax by City of Ceres Funding Need



If the election were held today, and this measure was on the ballot, would you vote yes in favor or no to oppose?

The measure has solid backing regardless of gender; two-thirds of Democrats and nonpartisans support the measure and so do a majority of Republicans.

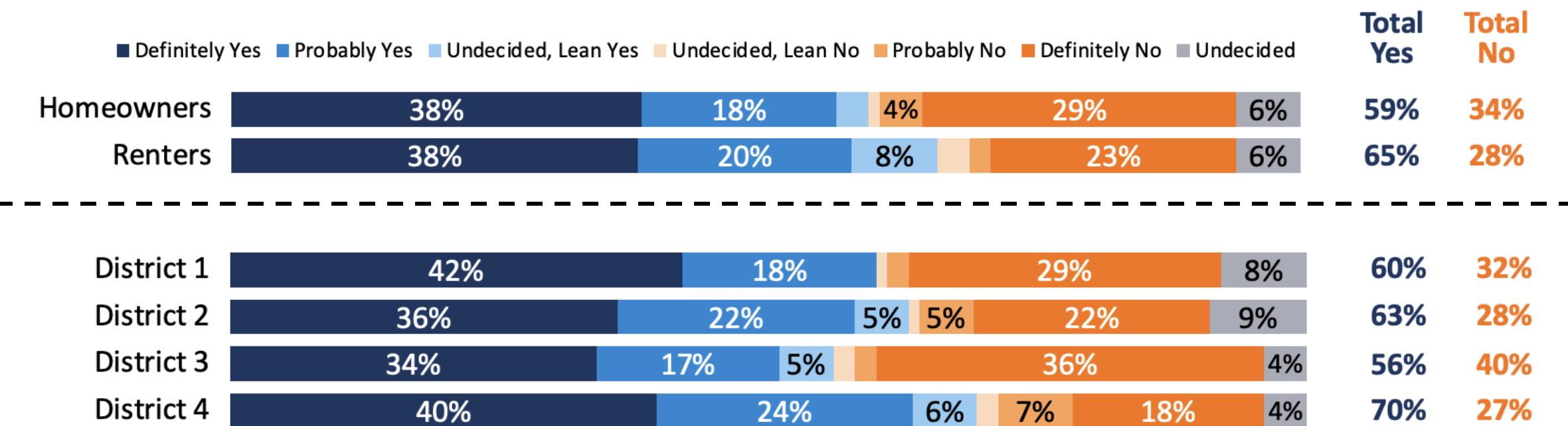
Initial Vote on 1¢ Sales Tax by Gender & Party



If the election were held today, and this measure was on the ballot, would you vote yes in favor or no to oppose?

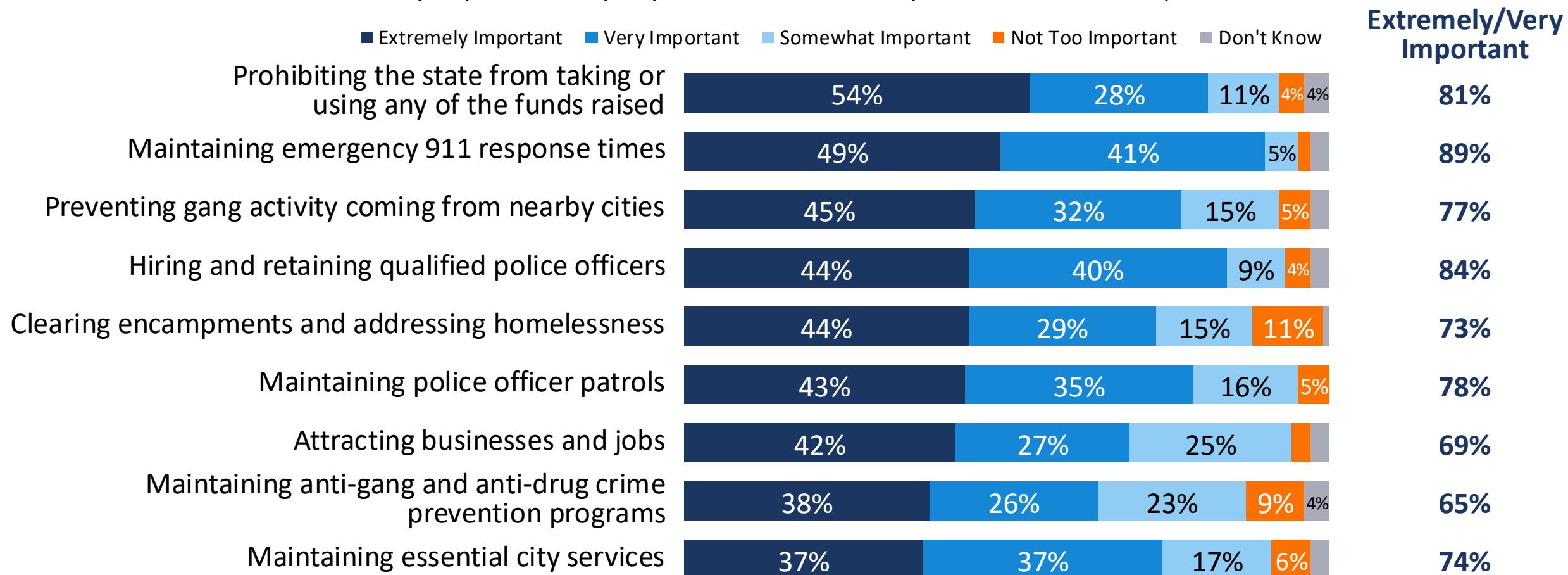
The potential measure is carried by homeowners and renters and majorities in each Council District also support.

Initial Vote on 1¢ Sales Tax by Residence & City Council District

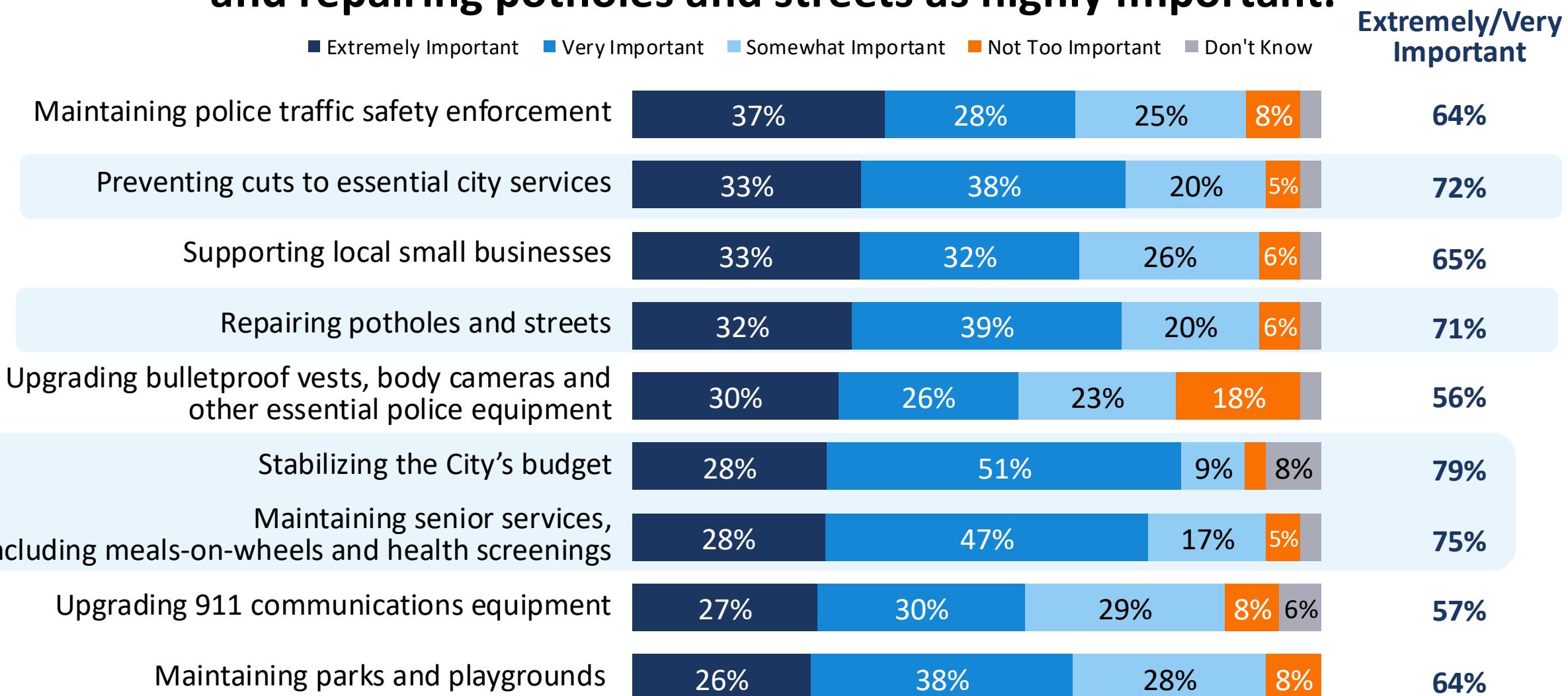


Ceres residents prioritize keeping funds in their city to protect public safety, address homelessness and improve the local economy.

Here are different ways funds from this ballot measure may be used. Please indicate how important each one is to you personally: extremely important, very important, somewhat important, or not too important.



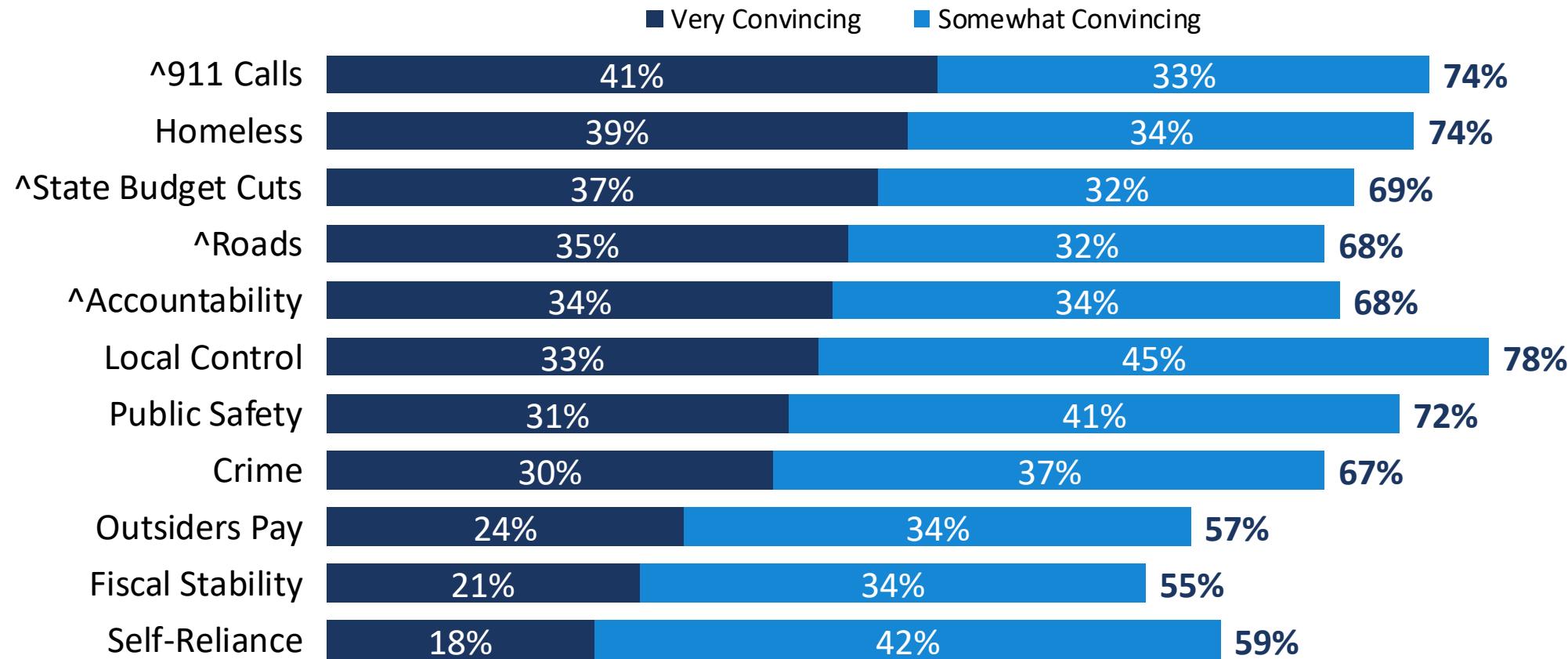
The public also identifies budget stabilization, senior services and repairing potholes and streets as highly important.



Here are different ways funds from this ballot measure may be used. Please indicate how important each one is to you personally: extremely important, very important, somewhat important, or not too important.

The measure's goals of maintaining effective 911 response services, addressing homelessness, improving city streets, protecting local taxpayers and promoting local control all resonate with Ceres respondents.

(Ranked by Percentage Saying Statement is a VERY Convincing Reason to Vote Yes)



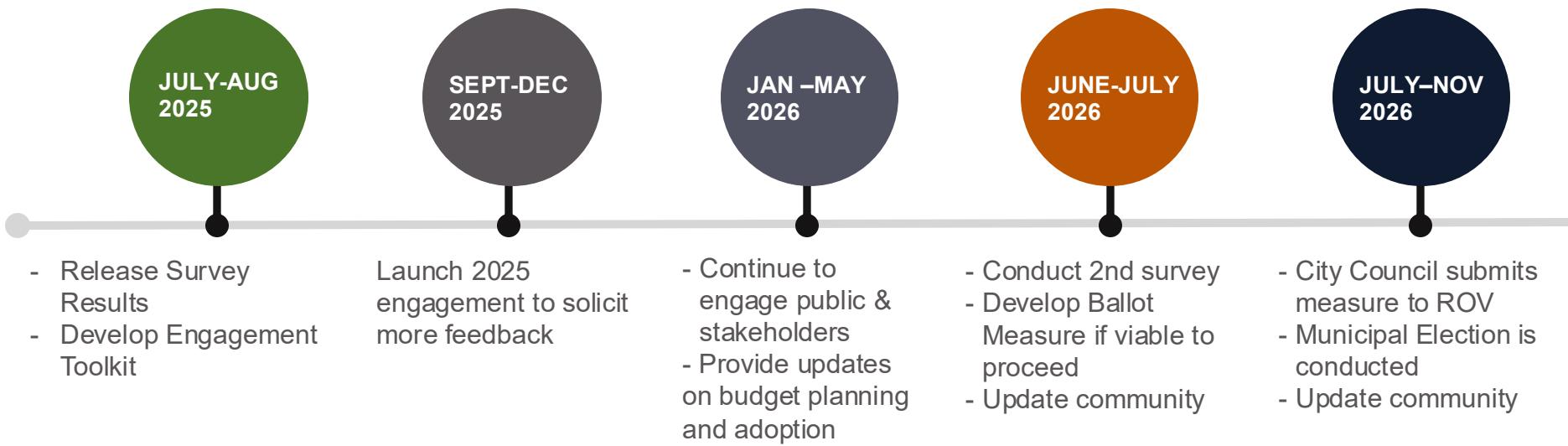


Consultant Recommendations

Next Steps

- As the City has done in the past, the consulting team recommends undertaking a robust community engagement effort designed to solicit additional community input.
- Once that engagement is completed a follow up community survey should be conducted next summer.
- Should the community remain interested in considering the measure, then a measure could be placed on the City's regularly scheduled Municipal Election for voters to consider and decide.

THUMBNAIL PROJECT TIMELINE





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