








# Calabasas 2025 Budget Priority Issues Survey



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

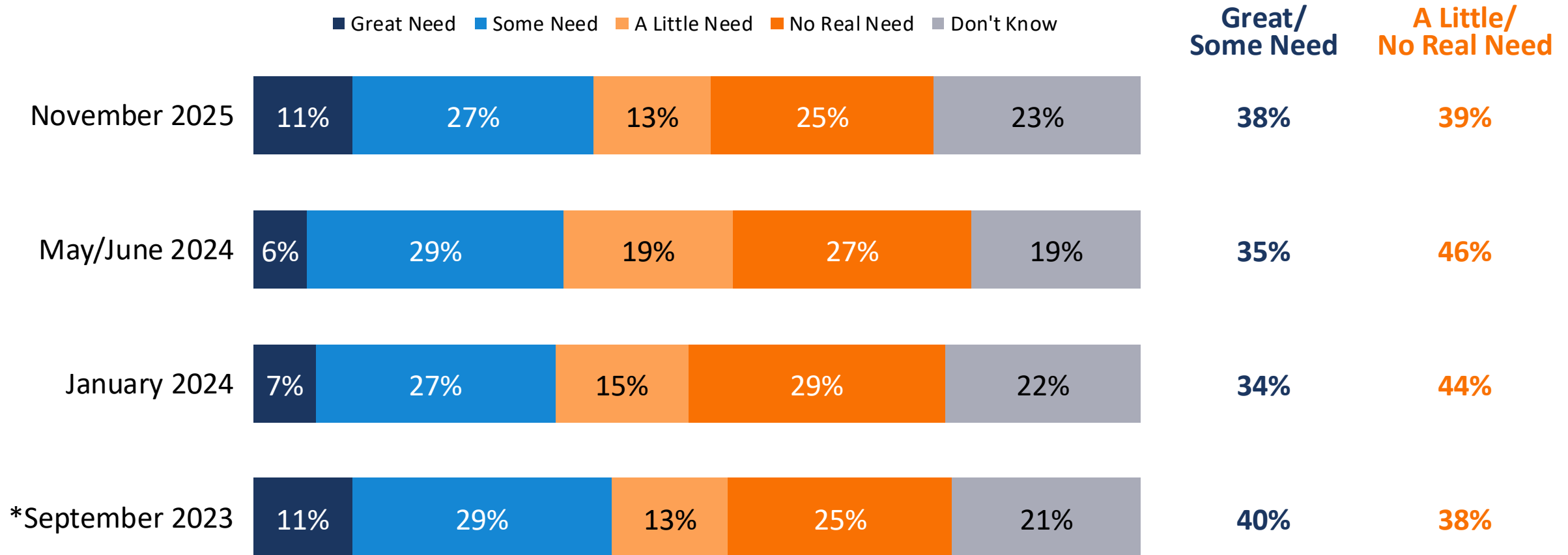
Dates	November 6-13, 2025
Research Population	Likely November 2026 Voters in the City of Calabasas
Total Interviews	367
Margin of Sampling Error	(Full Sample) $\pm 5.2\%$ at the 95% Confidence Level (Half Sample) $\pm 7.3\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	September 2023, January 2024 & May/June 2024

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



# Perceived Need for Funds

# The proportion who feel there is at least “some” need for more funding is little changed from 2023 and 2024.





# The Potential Ballot Measure

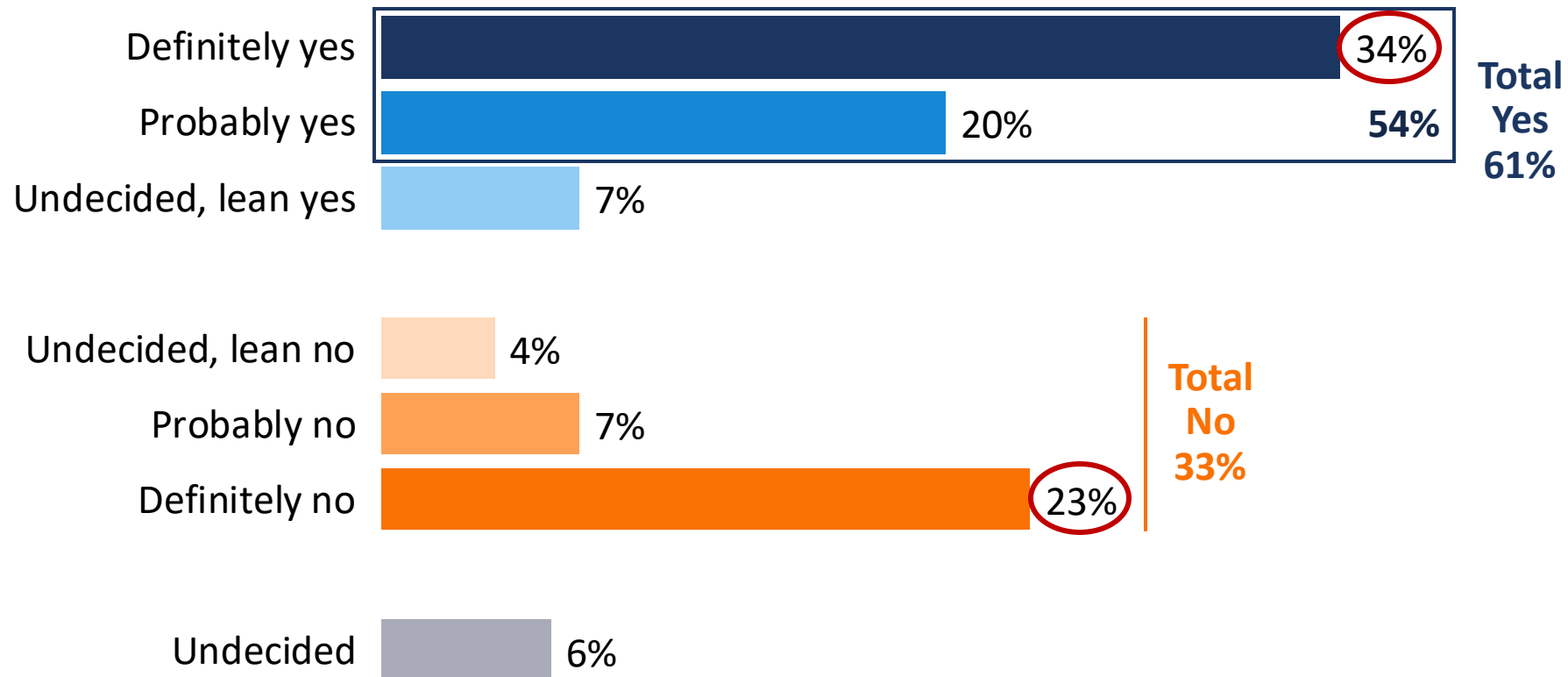
# Hypothetical 1¢ Sales Tax Ballot Measure Tested in Survey

*(As Approved by Legal Counsel)*

**Calabasas Public Safety/City Services Measure:** To maintain Calabasas' financial stability, fund general City services such as 911/Sheriff response; prepare for/respond to wildfires; reduce fire risk by managing brush/other fuels/natural areas; help prevent property crimes/home break-ins; keep public areas/parks safe/clean; address homelessness; shall a measure establishing a 1¢ sales tax providing approximately \$5,300,000 annually until ended by voters; requiring audits, spending disclosure, funds locally controlled, be adopted?

# Support for the measure is above the simple majority threshold for passage in the first query—although intensity of support is modest.

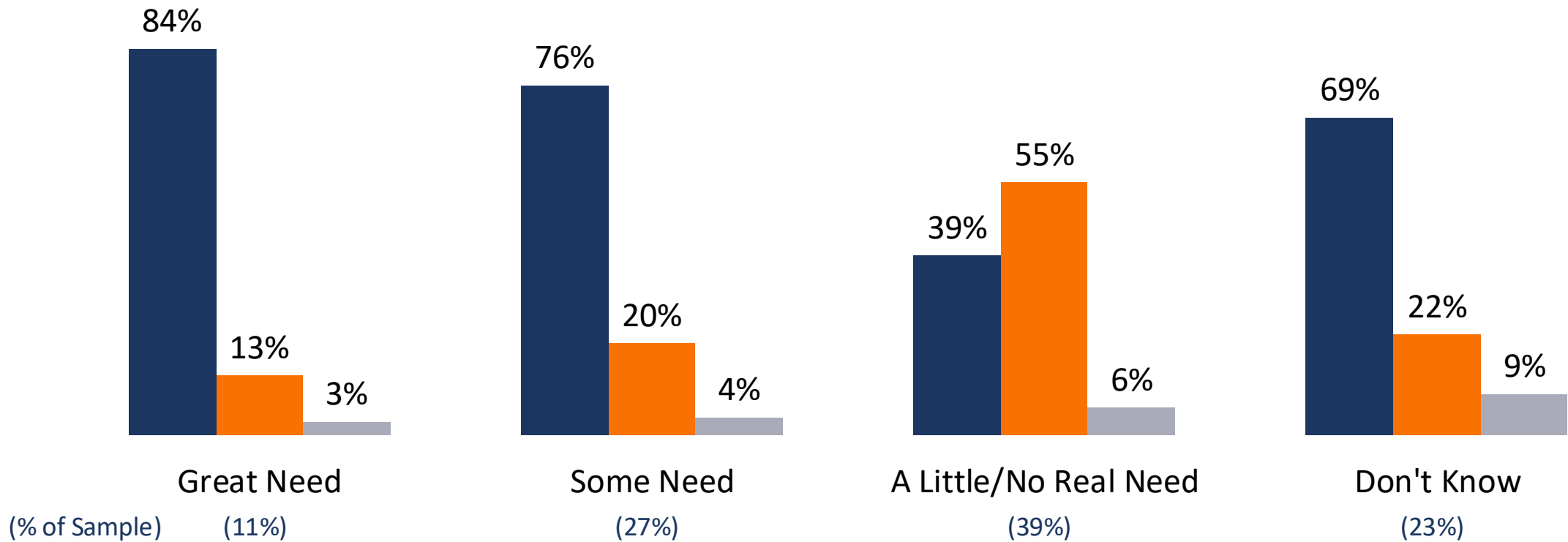
(MOE: ±5.2%)



# Support for the measure is strong among those who believe there is a need for more funding; opposition outweighs support among those who perceive “little” to “no real need.”

*Initial Vote by Calabasas Funding Need*

■ Total Yes ■ Total No ■ Undecided





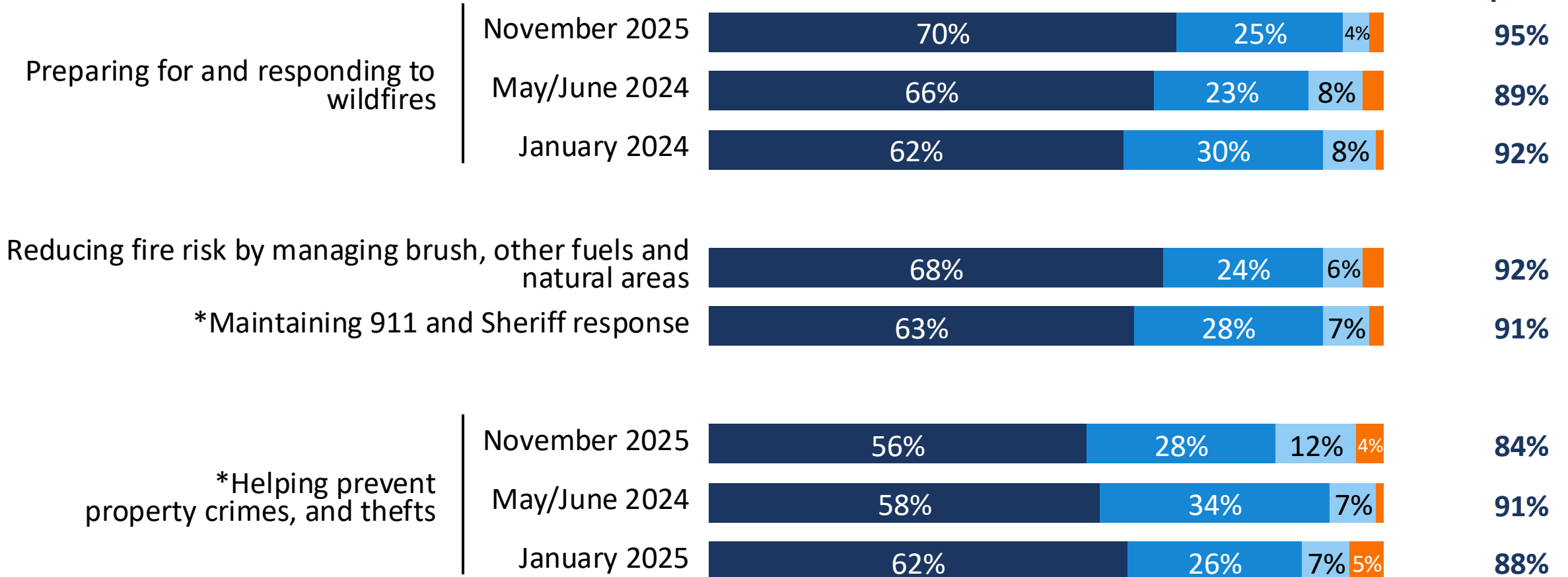
# Budget Priorities

# Reducing fire risk, maintaining 911/sheriff response, and preventing property crime/thefts top the list of priorities.

(Ranked by 2025 Extremely/Very Important)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important/Don't Know

**Extremely/Very Important**

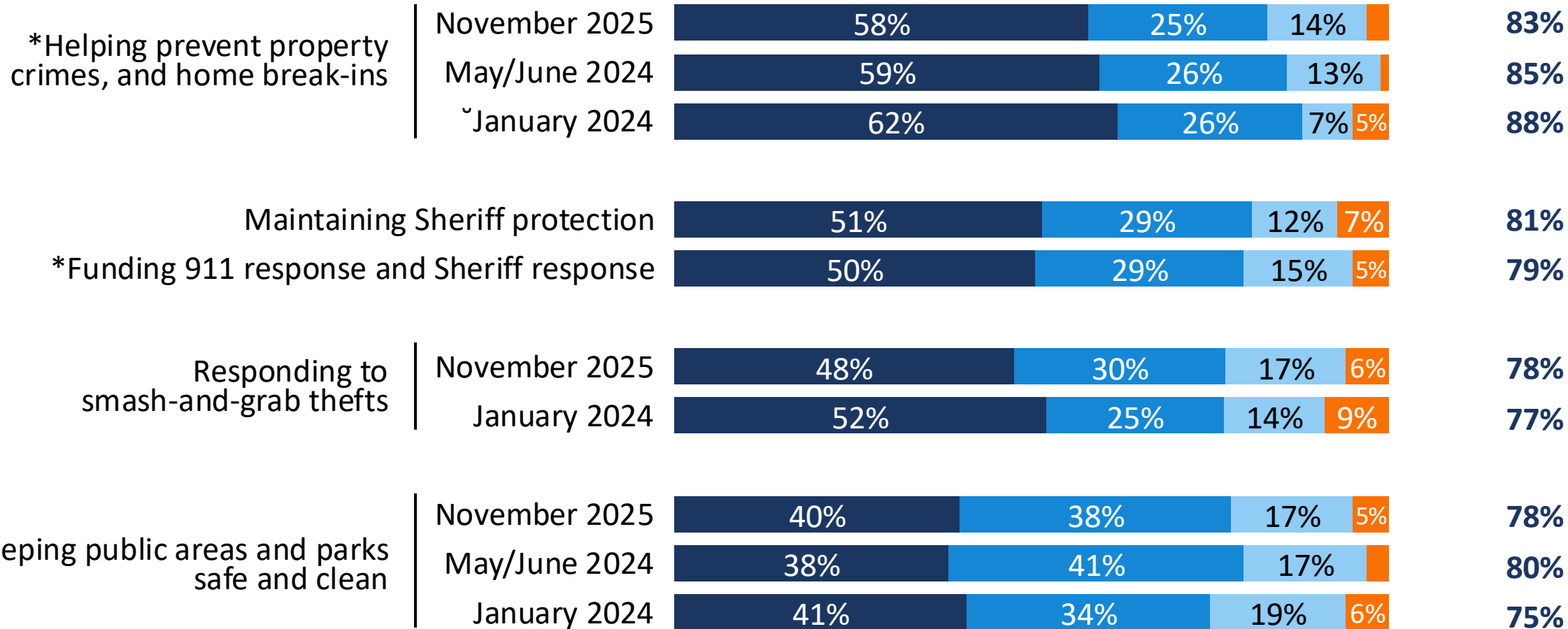


# Continued

(Ranked by 2025 Extremely/Very Important)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important/Don't Know

**Extremely/Very Important**



Q. Please consider some potential elements of this measure, including ways in which funds it generates could be spent. Please indicate how important it is to you personally that each provision or use of funds is included in the measure, regardless of how you feel about the measure: either extremely important, very important, somewhat important, or not too important. \*Split Sample;

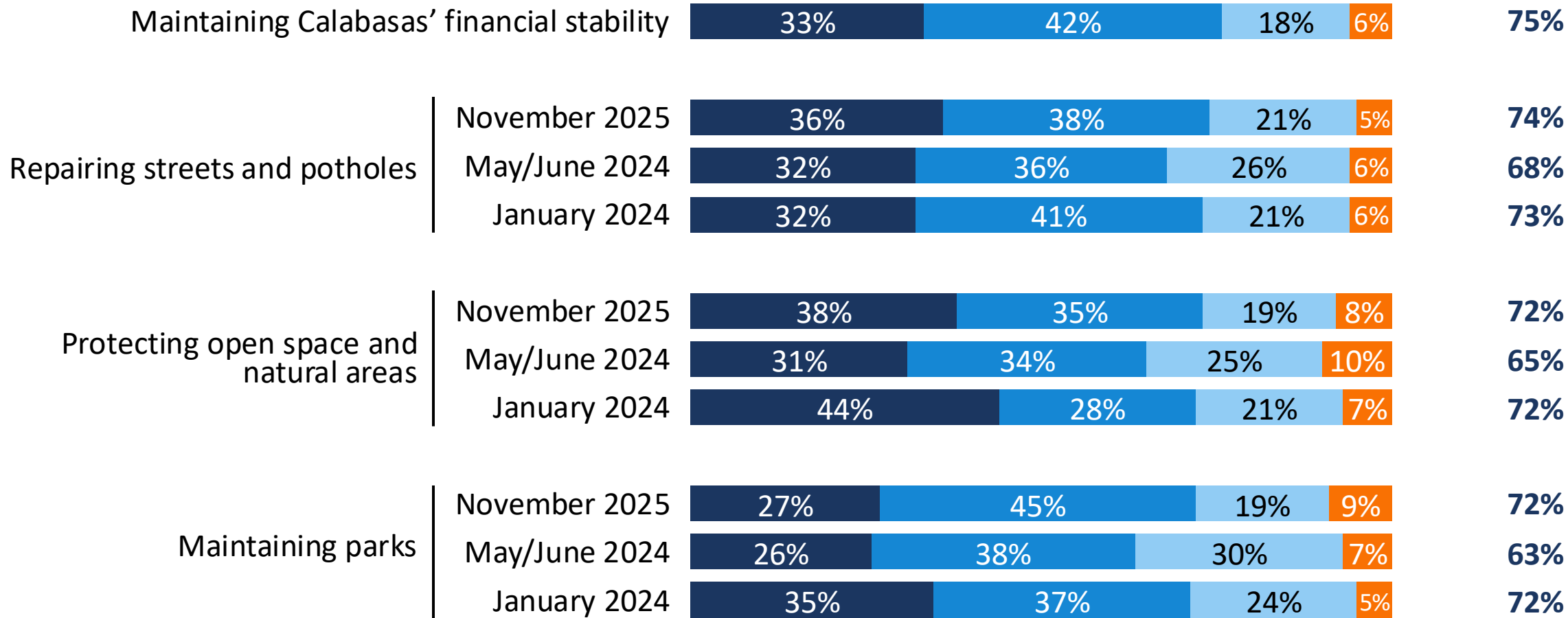
~Wording Slightly Different in Previous Survey

# Continued

(Ranked by 2025 Extremely/Very Important)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important/Don't Know

**Extremely/Very Important**

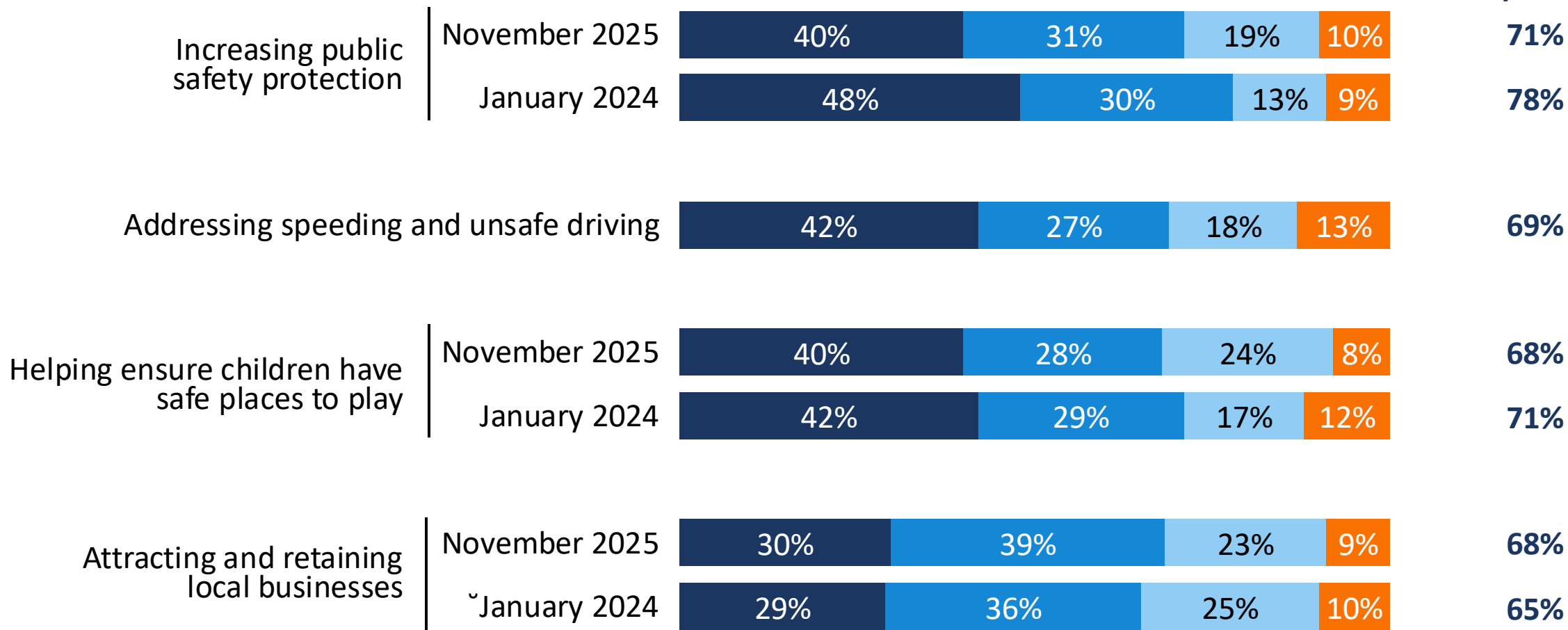


# Continued

(Ranked by 2025 Extremely/Very Important)

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**Extremely/Very Important**



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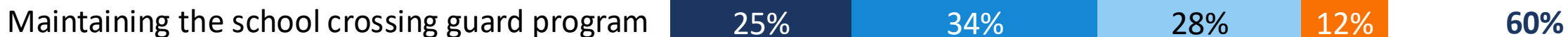
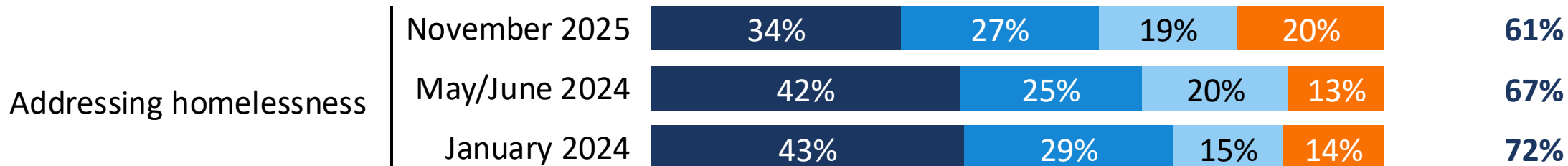
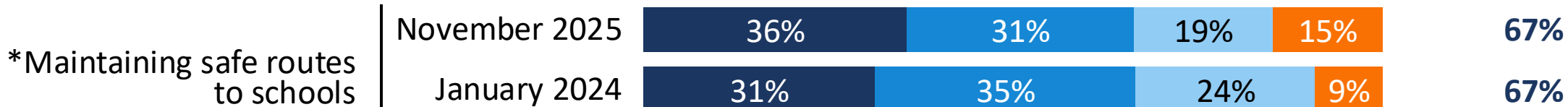
\*Wording Slightly Different in Previous Survey

# Continued

(Ranked by 2025 Extremely/Very Important)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important/Don't Know

**Extremely/Very Important**





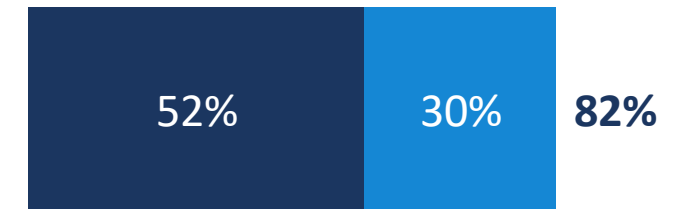
# Effect of Education

# Funding wildfire mitigation is the strongest statement, with most others resonating with two-thirds to 7 in 10 voters.

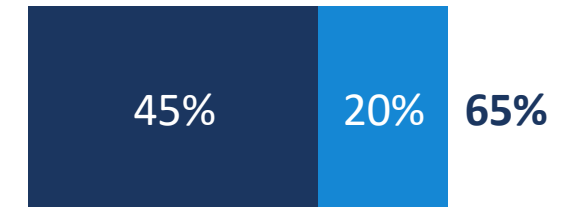
(Ranked by Much More Inclined to Vote Yes)

■ Much More Inclined ■ Somewhat More Inclined

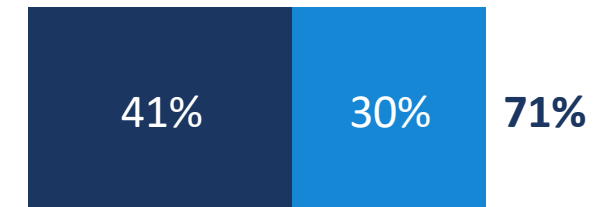
**\*(FIRE MITIGATION)** The recent Los Angeles fires are a reminder that Calabasas faces similar wildfire risks as Pacific Palisades and Malibu — with 38% of the city’s land made up of open space. This measure could fund wildfire prevention efforts, including weed, brush, and fuel abatement; home fireproofing; and other strategies to reduce fire hazards and protect our community.



**\*(STOP COUNTY TAX)** If we do not pass this measure to guarantee our taxpayer dollars stay local in Calabasas to serve our needs, LA County or other government agencies may try to get this money and use it themselves. Passing this measure is a way to ensure our tax dollars are spent in our own community.



**\*(WILDFIRES)** As evidenced by the recent Pacific Palisades and Kenneth fires and the 2018 Woolsey Fire; fire season is now year-round. This measure could support efforts to reduce the risk of wildfires by helping our community prepare for, respond to and recover from brush fires and other natural disasters.

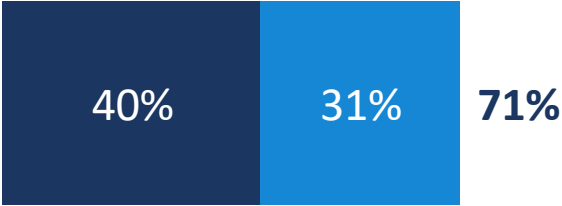


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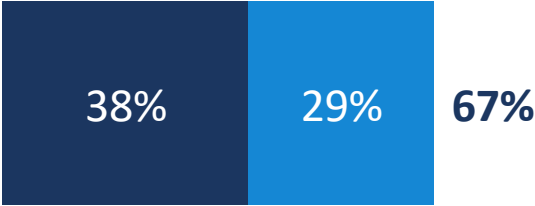
(Ranked by Total More Inclined to Vote Yes)

■ Much More Inclined ■ Somewhat More Inclined

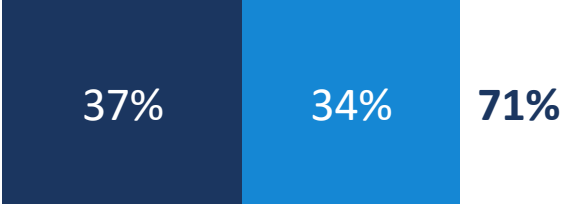
**(REDUCE CRIME)** People from other communities often come into Calabasas to burglarize homes, steal catalytic converters, and carry out smash-and-grabs from local businesses. This measure could help provide the funds to expand the number of Sheriffs serving Calabasas and hire additional private security to monitor open-spaces that are adjacent to homes, to keep residents and local businesses and their property safe.



**(PROPERTY CRIME)** Last year in the City of Calabasas, there were almost 300 reported burglaries, robberies and thefts, including more than 80 thefts from vehicles. This measure will help maintain 911 emergency response times, and public safety patrols in neighborhoods and business areas to keep residents, local businesses, and their property safe.



**(ACCOUNTABILITY)** This measure includes tough accountability provisions such as public disclosure of all spending and annual independent financial audits. These fiscal safeguards will ensure that funds from this measure will be used efficiently, effectively and as promised.

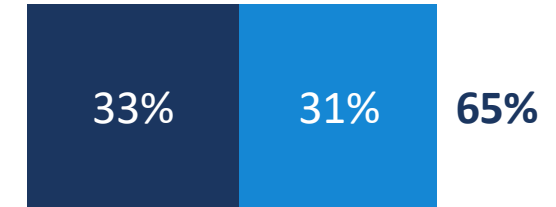


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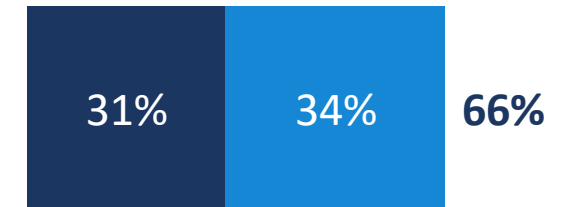
(Ranked by Total More Inclined to Vote Yes)

■ Much More Inclined ■ Somewhat More Inclined

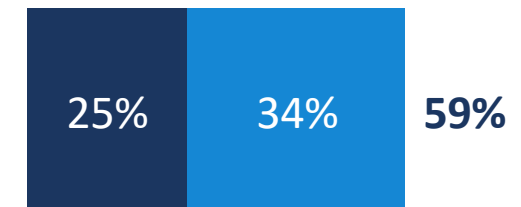
**\*(LOCAL CONTROL)** Of the most recent County sales tax increases, only 16 cents of every dollar is being returned to Calabasas. All funds raised by this measure are legally required to be spent in Calabasas, which will help ensure local control of this revenue and provide a guaranteed source of funding for city services that cannot be taken by the County, Sacramento or Washington DC.



**(PREVENT CUTS)** Maintaining aging infrastructure and the growing cost of providing city services have led to an increasing city deficit. If this measure does not pass, the City may be forced to make cuts to the number of Sheriff deputies; open space maintenance; community events, senior programs and other services.



**(STREETS)** Independent engineers rated nearly one-quarter of the City of Calabasas' streets and roads as "fair," or "poor" and their condition has only gotten worse. It is time we fund these needed street and pothole repairs before the problem gets even worse and more expensive to fix.



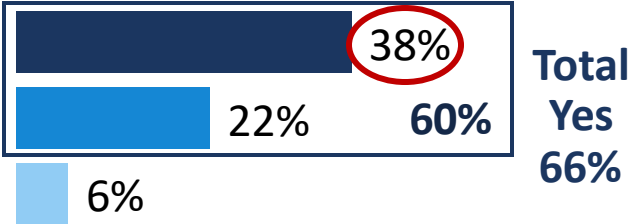
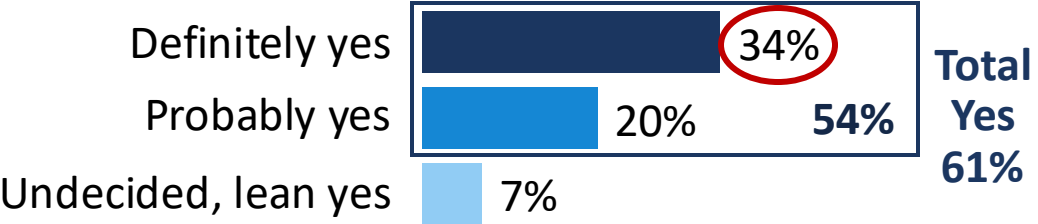
# Support increased 5 points after the educational statements, with 6 in 10 saying they would definitely or probably vote yes.

(Likely November 2026 Voters, MOE: ±5.2%)

Initial Vote

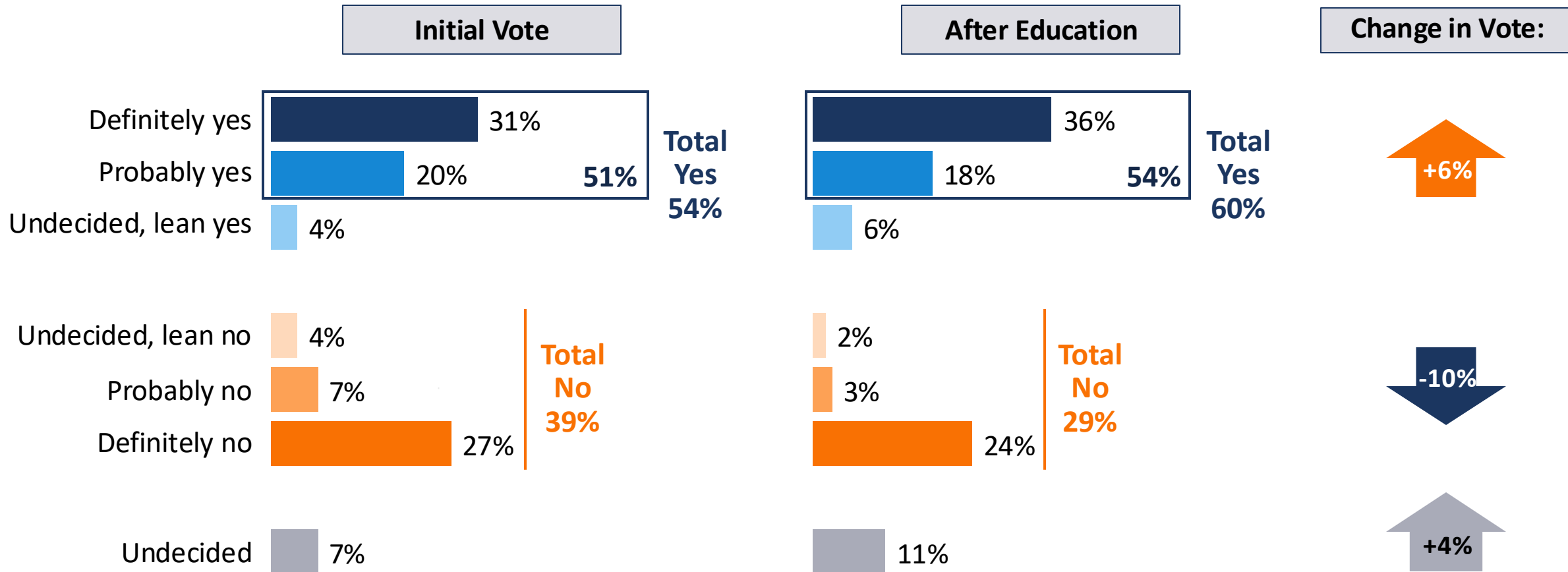
After Education

Change in Vote

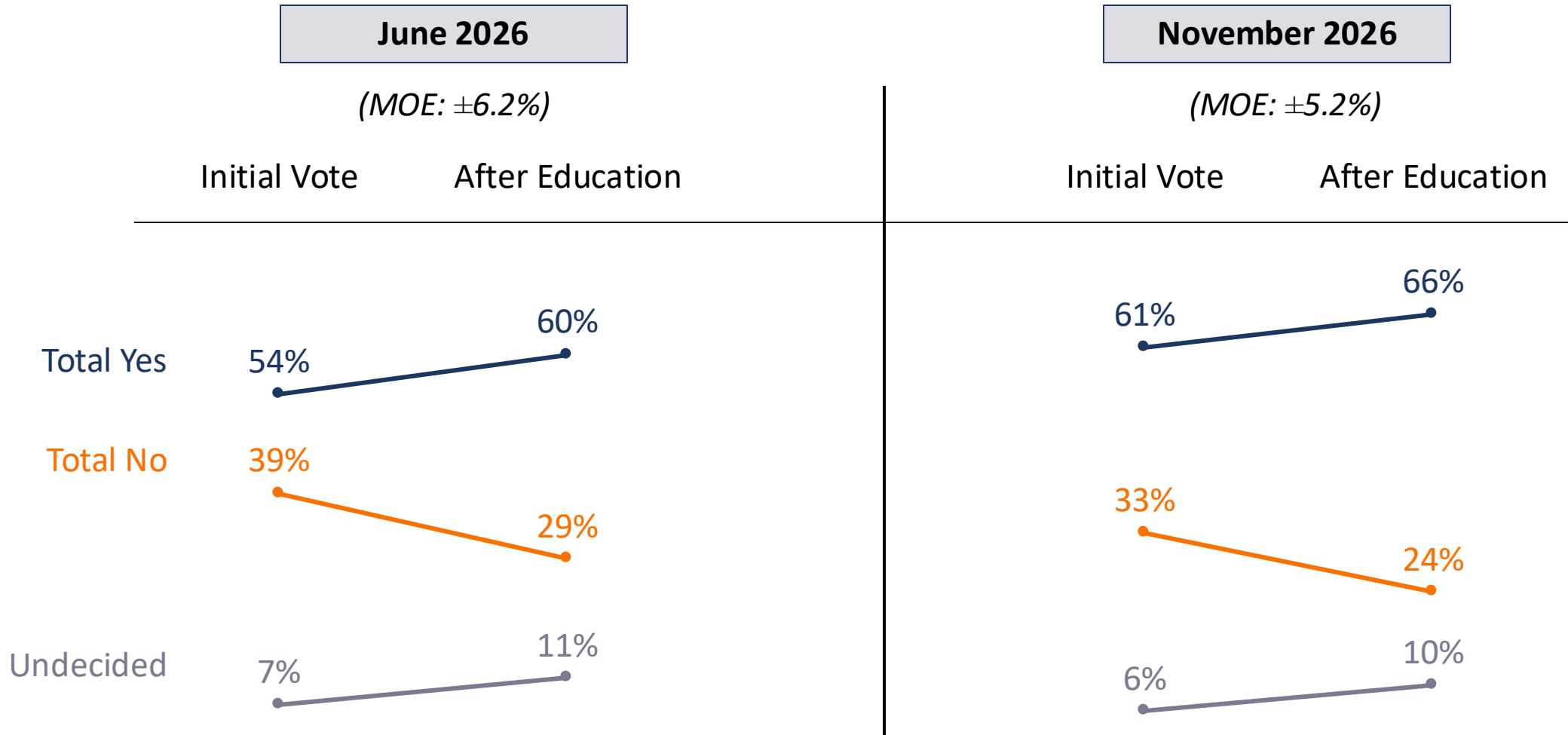


# For a June 2026 electorate, support increases 6 points after education, but the percent saying yes is somewhat soft.

(Likely June 2026 Voters, MOE: ±6.2%)



# 1 Cent Sales Tax Vote Progression: June 2026 Primary and November 2026 General





# Conclusions

## Conclusions: The Vote

- **The measure has a greater likelihood of success in a November general election than a June election.**
- **With a November 2026 electorate, sixty-one percent (61%) support the measure in the first query** — above the simple majority threshold required for passage and outside the margin of error. Intensity of support is modest however, at 34 percent, suggesting support is soft.
- **After hearing educational statements, support inches up 5 points** (with “definite” voters increasing by 4 points). We would have liked to see more gains given the strength of the statements tested — but a solid two-thirds of voters support the measure after education.

## Conclusions: Priorities and Education

- **Top priorities for funding are focused on reducing fire risks, maintaining 911 and sheriff response, and preventing property crimes and thefts.** Although not generating as much intensity or overall response, keeping parks and public areas clean and safe, and protecting natural areas are of high importance as well.
- **The measure has a strong arsenal of educational statements that resonate with voters.** Top among the list is a statement focused on fire mitigation — with the area’s fire vulnerability clearly at the forefront of voters’ minds.
- All educational statements tested are impactful with approximately two-thirds of voters or more, other than a statement focused on road repair.



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