



City of Flagstaff Public Opinion Survey

April 6-9, 2026
(N=400)

*Confidential Trade Secret; Do not disseminate without written approval from
HighGround, Inc*

** Percentages may not total 100 due to rounding*

Survey Methodology

The N=400 scientific survey was conducted among likely voters 4/6 through 4/9. The margin of error is $\pm 4.9\%$ with a 95% confidence interval.

The poll surveyed likely voters who have a history of electoral participation and was balanced to model the likely turnout of voters across party, age, region, and gender.

The live interview survey of voters was conducted to both landline and cell phone users.

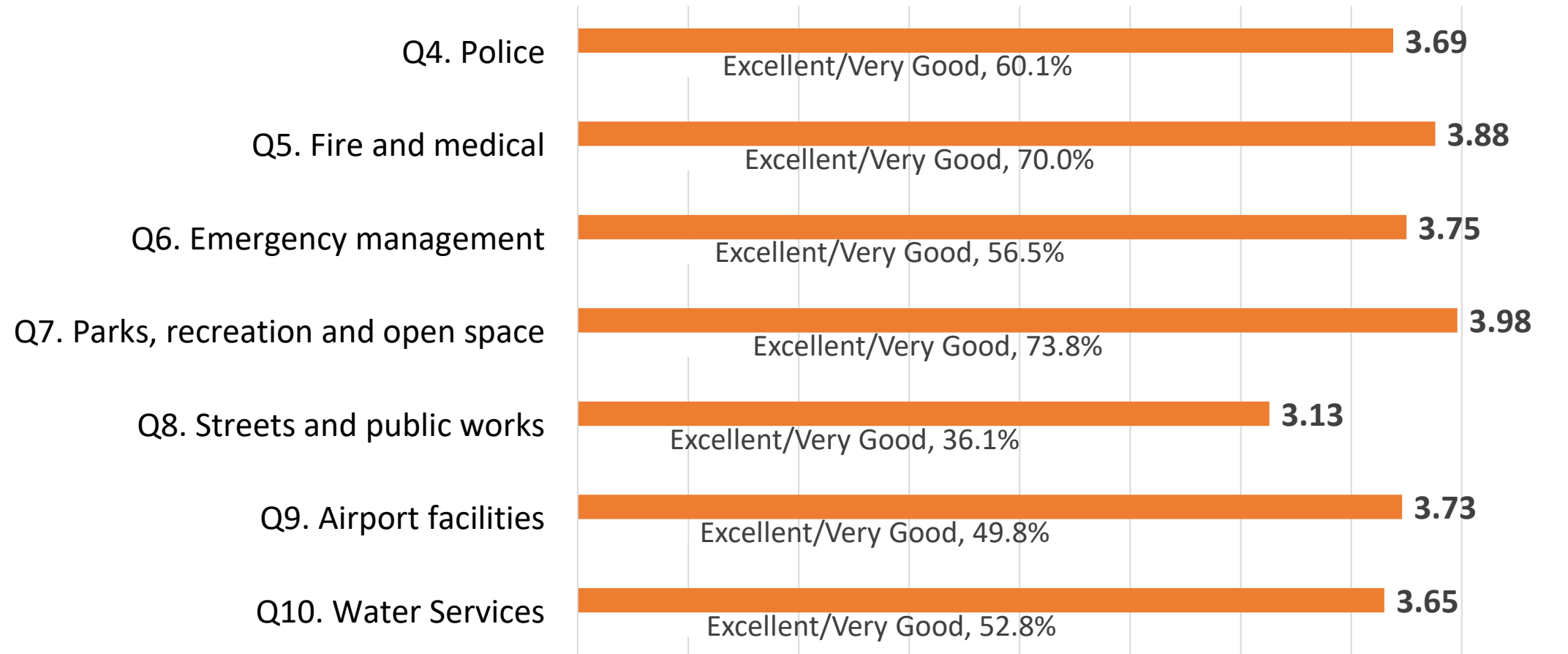
What do you consider to be the top issue facing the City of Flagstaff today?

40.5%	Cost of living
23.8%	Housing
7.3%	Other
7.0%	Water
6.5%	Jobs and the economy
5.3%	Traffic
3.5%	Climate
2.7%	Public safety
2.7%	Minimum wage
0.7%	Don't Know
0.0%	Refused

<29:	55.5% Cost of living
30-39:	45.3% Cost of living
40-49:	43.8% Cost of living
50-64:	38.5% Cost of living
65+:	28.8% Cost of living
86001:	39.8% Cost of living
86004:	41.0% Cost of living
86005:	41.1% Cost of living

Municipal Services

(Scale 1-5)



Part 1 – Bond

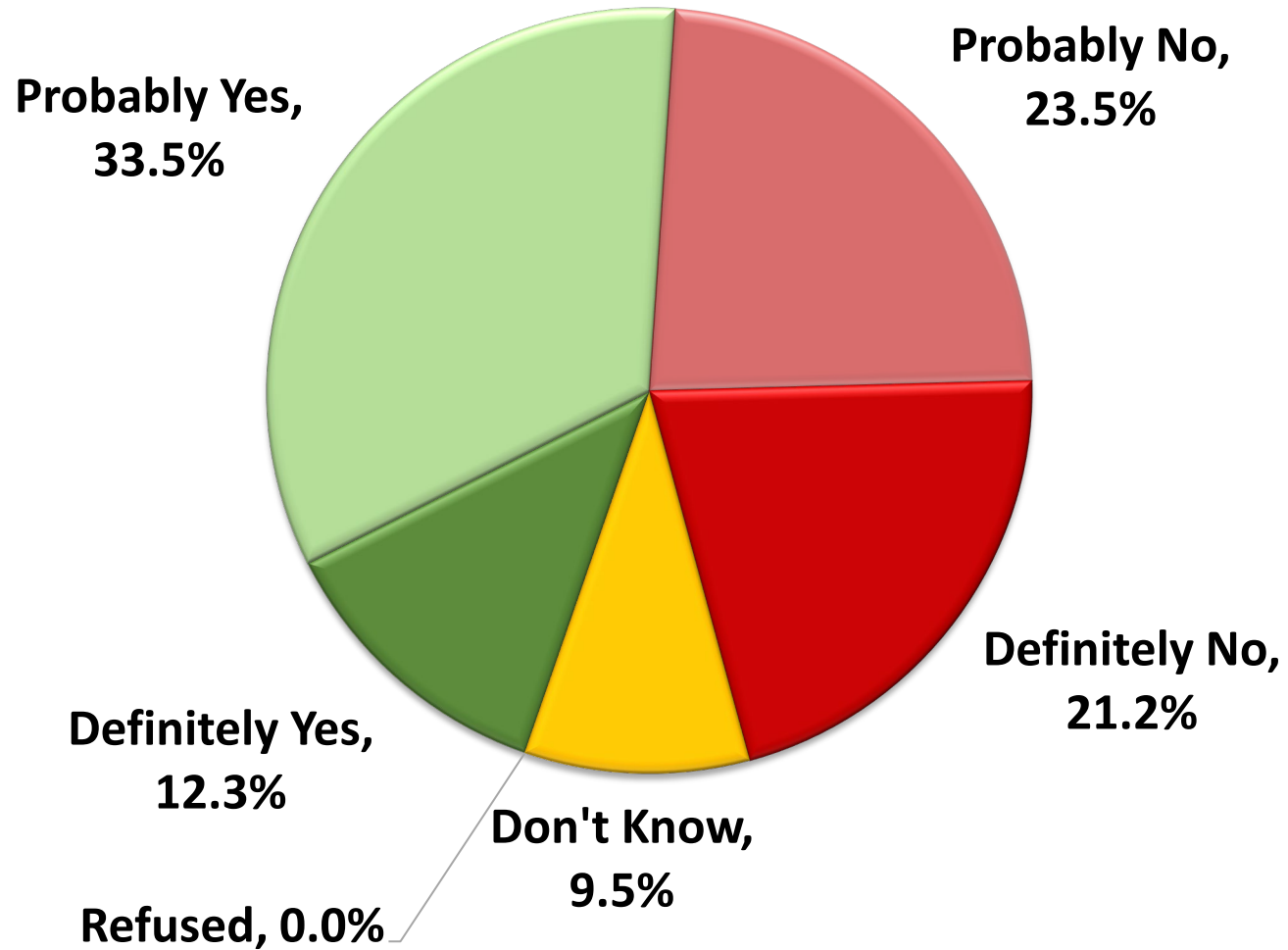
Bond Pre-Test

One issue that might be on the ballot would be a public safety bond. Here is potential language for the ballot question:

“Shall the City of Flagstaff be authorized to issue and sell \$40 million of general obligation bonds backed by secondary property tax to provide funding for public safety facilities and improvements, related equipment, vehicles, and communication systems?”

Knowing just what you know right now, would you vote Yes or No on this proposal?

Bond Pre-Test

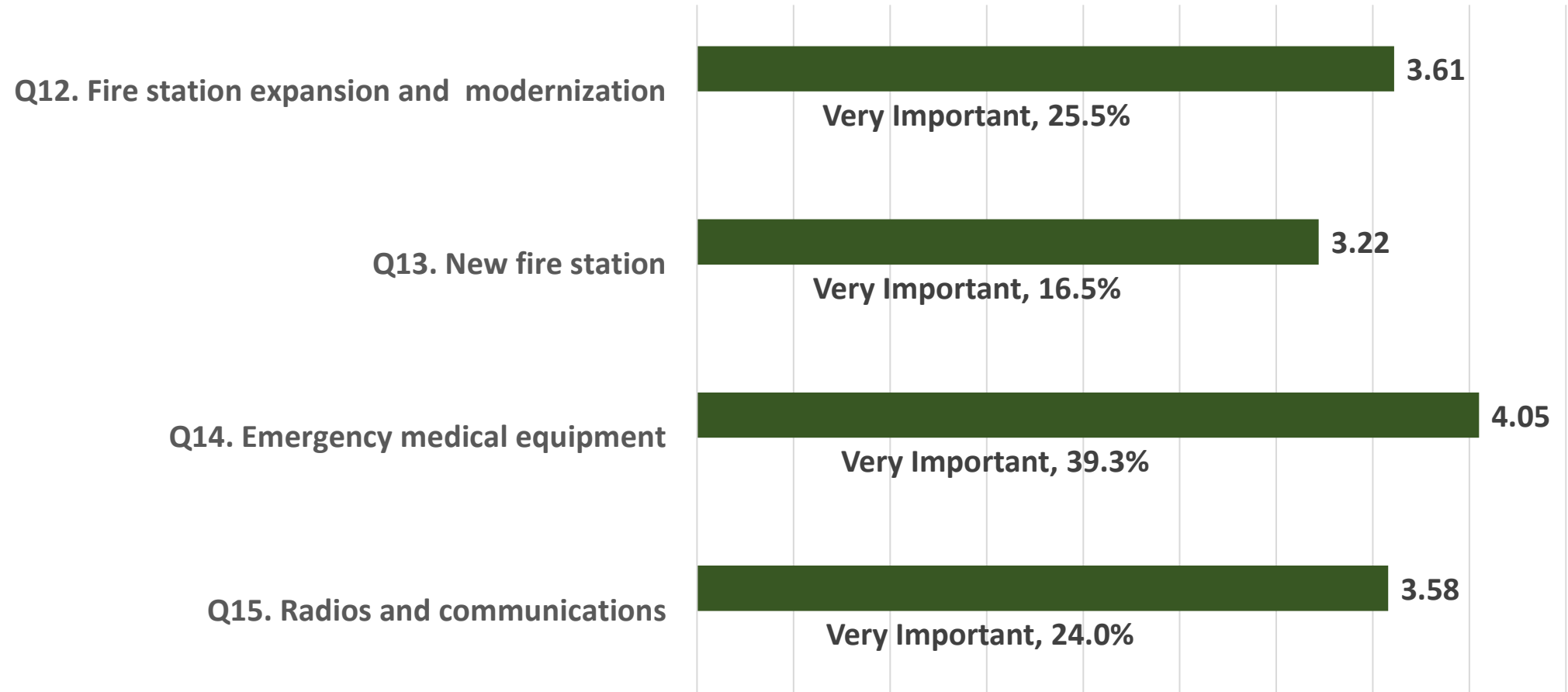


Total: 45.8% Yes
44.7% No

	Yes	No
Under 29	57.1%	32.1%
30 - 39	42.2%	48.4%
40 - 49	47.5%	45.0%
50 - 64	45.8%	47.9%
65+	40.4%	46.2%
86001	49.7%	39.1%
86004	41.6%	50.6%
86005	46.6%	43.8%

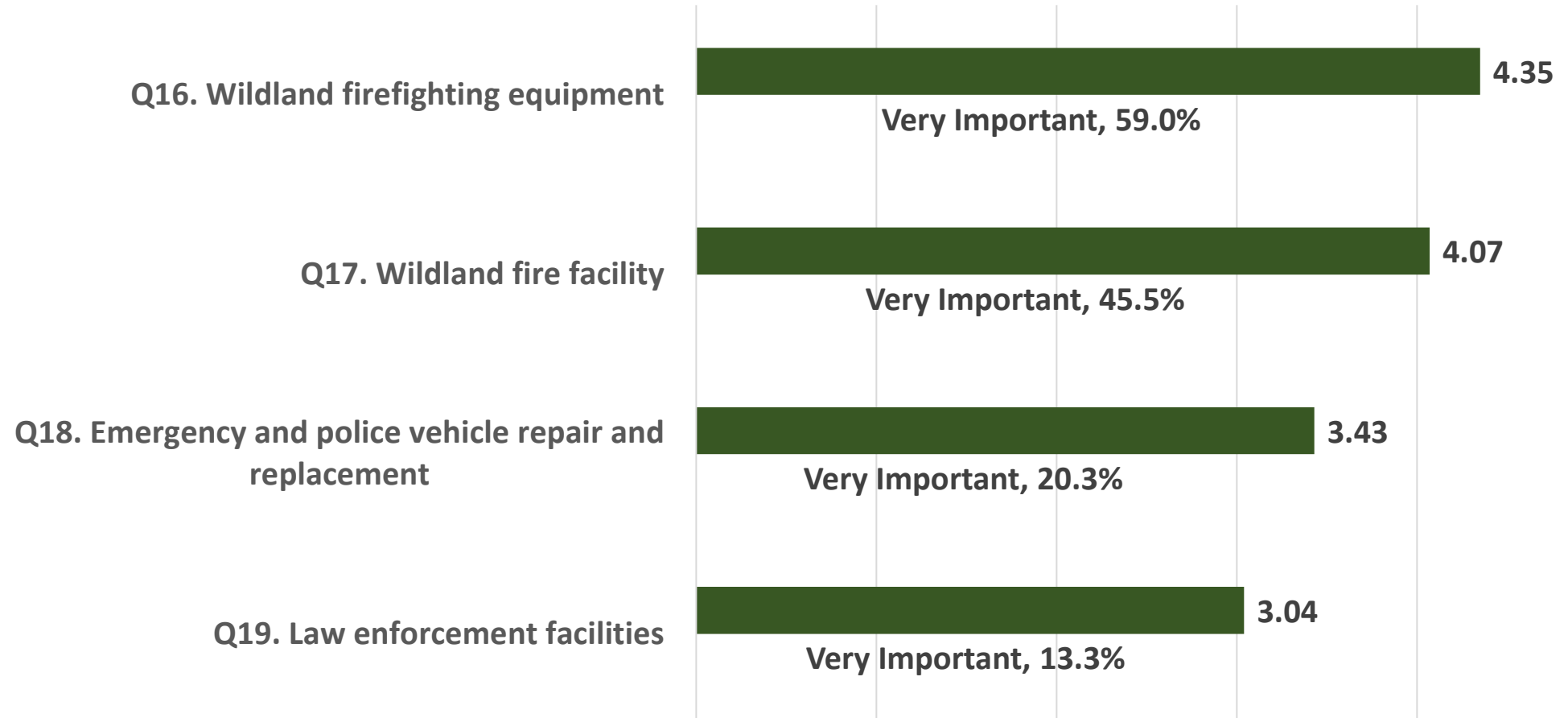
Rate the following:

(Scale 1-5)



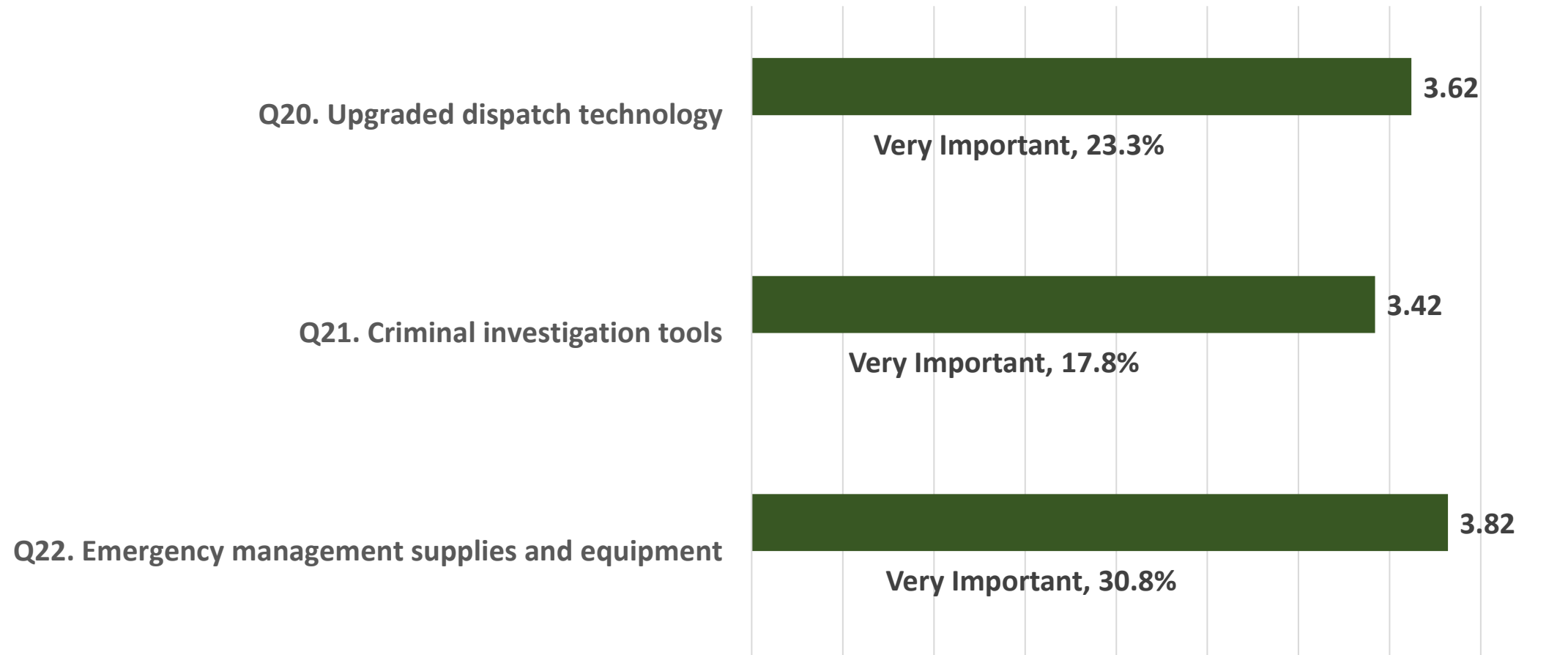
Rate the following:

(Scale 1-5)



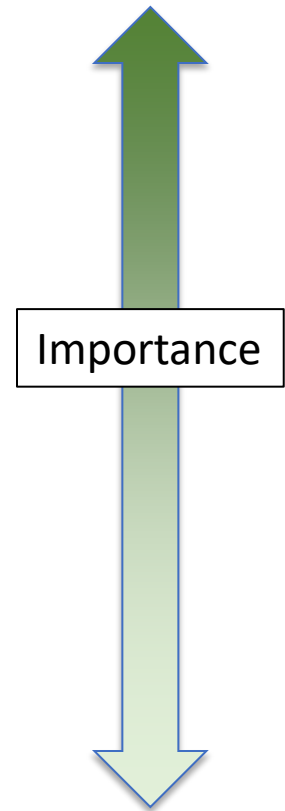
Rate the following:

(Scale 1-5)



Ranking Items

	<u>Mean</u>
Wildland firefighting equipment	4.35
Wildland fire facility	4.07
Emergency medical equipment	4.05
Emergency management supplies and equipment	3.82
Upgraded dispatch technology	3.62
Fire station expansion and modernization	3.61
Radios and communications	3.58
Emergency and police vehicle repair and replacement	3.43
Criminal investigation tools	3.42
New fire station	3.22
Law enforcement facilities	3.04



Statements

(Scale 1 to 5)

	<u>Mean</u>	<u>Strongly Agree</u>
Q23. Significant capital needs	3.65	22.5%
<input type="checkbox"/> <29: 3.9, 30-30: 3.5, 40-49: 3.7, 50-64: 3.5, 65+: 3.8		
<input type="checkbox"/> 86001: 3.7, 86004: 3.5, 86005: 3.8		
<i>Flagstaff has significant capital needs to expand and build new public safety facilities to keep up with growth. It also faces substantial costs to replace aging equipment and vehicles, purchase lifesaving medical devices, and maintain vehicles to respond quickly in an emergency.</i>		
Q24. Tools and equipment	3.82	29.5%
<input type="checkbox"/> <29: 4.0, 30-30: 3.8, 40-49: 3.8, 50-64: 3.8, 65+: 3.8		
<input type="checkbox"/> 86001: 4.0, 86004: 3.7, 86005: 3.8		
<i>These bonds will improve first responders' tools and equipment they need to be there when we need them most.</i>		

Statements

(Scale 1 to 5)

	<u>Mean</u>	<u>Strongly Agree</u>
Q25. Not a tax rate increase	3.38	18.3%
<input type="checkbox"/> <29: 3.5, 30-30: 3.5, 40-49: 3.4, 50-64: 3.3, 65+: 3.3		
<input type="checkbox"/> 86001: 3.5, 86004: 3.2, 86005: 3.4		

This bond will invest in critical infrastructure without increasing the secondary property tax rate. The city intends to coordinate the issuance of new bonds with the repayment of old bonds which will keep the rate from increasing.

Q26. Housing and cost of living	4.07	51.8%
<input type="checkbox"/> <29: 4.1, 30-30: 4.2, 40-49: 4.1, 50-64: 3.9, 65+: 4.1		
<input type="checkbox"/> 86001: 4.0, 86004: 4.2, 86005: 3.9		

Housing prices and the cost of living in Flagstaff is already extraordinarily high. An increase in secondary property taxes on residents will only make housing affordability issues even worse.

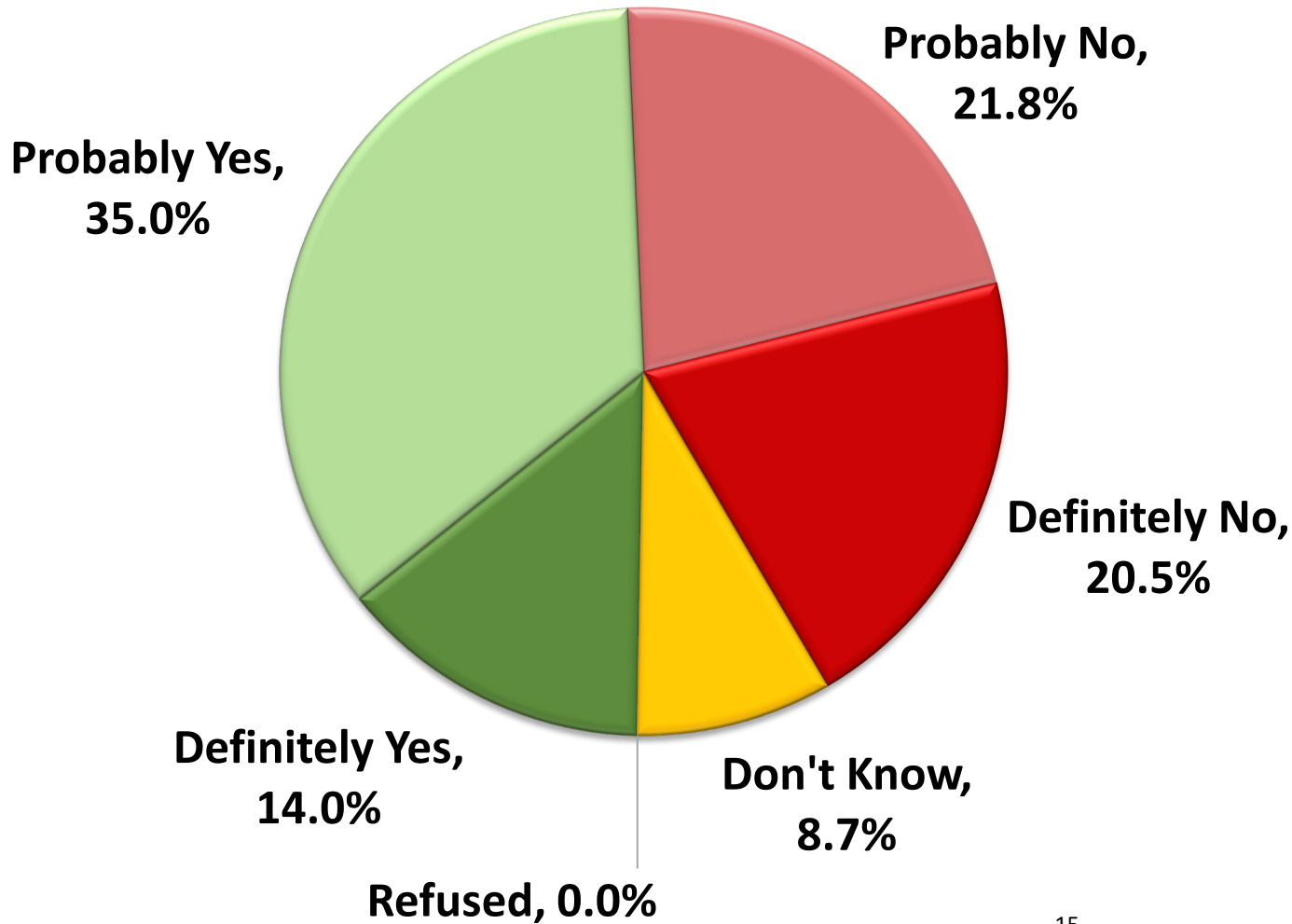
Statements

(Scale 1 to 5)

	<u>Mean</u>	<u>Strongly Agree</u>
Q27. Not the time to increase taxes	4.08	53.3%
<input type="checkbox"/> <29: 4.3, 30-30: 4.1, 40-49: 4.1, 50-64: 3.9, 65+: 4.0		
<input type="checkbox"/> 86001: 4.0, 86004: 4.3, 86005: 3.8		

Families are already dealing with higher costs for gas, groceries, and other items. Now is not the time to increase taxes when many residents are stretched thin, including seniors on fixed incomes

Bond Post-Test: I would like to ask you again: Knowing just what you know right now, would you vote Yes or No on a \$40 million bond for public safety?



**Total: 49.0% Yes
42.3% No**

	Yes	No
Under 29	60.7%	32.2%
30 - 39	45.3%	46.9%
40 - 49	51.3%	36.2%
50 - 64	44.8%	50.0%
65+	47.1%	42.3%
86001	55.3%	36.0%
86004	43.9%	48.2%
86005	46.6%	42.4%

Net Change

	Pre-Test	Post-Test	Change
Under 29	57.1%	60.7%	+3.6%
30 - 39	42.2%	45.3%	+3.1%
40 - 49	47.5%	51.3%	+3.8%
50 - 64	45.8%	44.8%	-1.0%
65+	40.4%	47.1%	+6.7%
86001	49.7%	55.3%	+5.6%
86004	41.6%	43.9%	+2.3%
86005	46.6%	46.6%	0.0%

Part 2 – Sales Tax

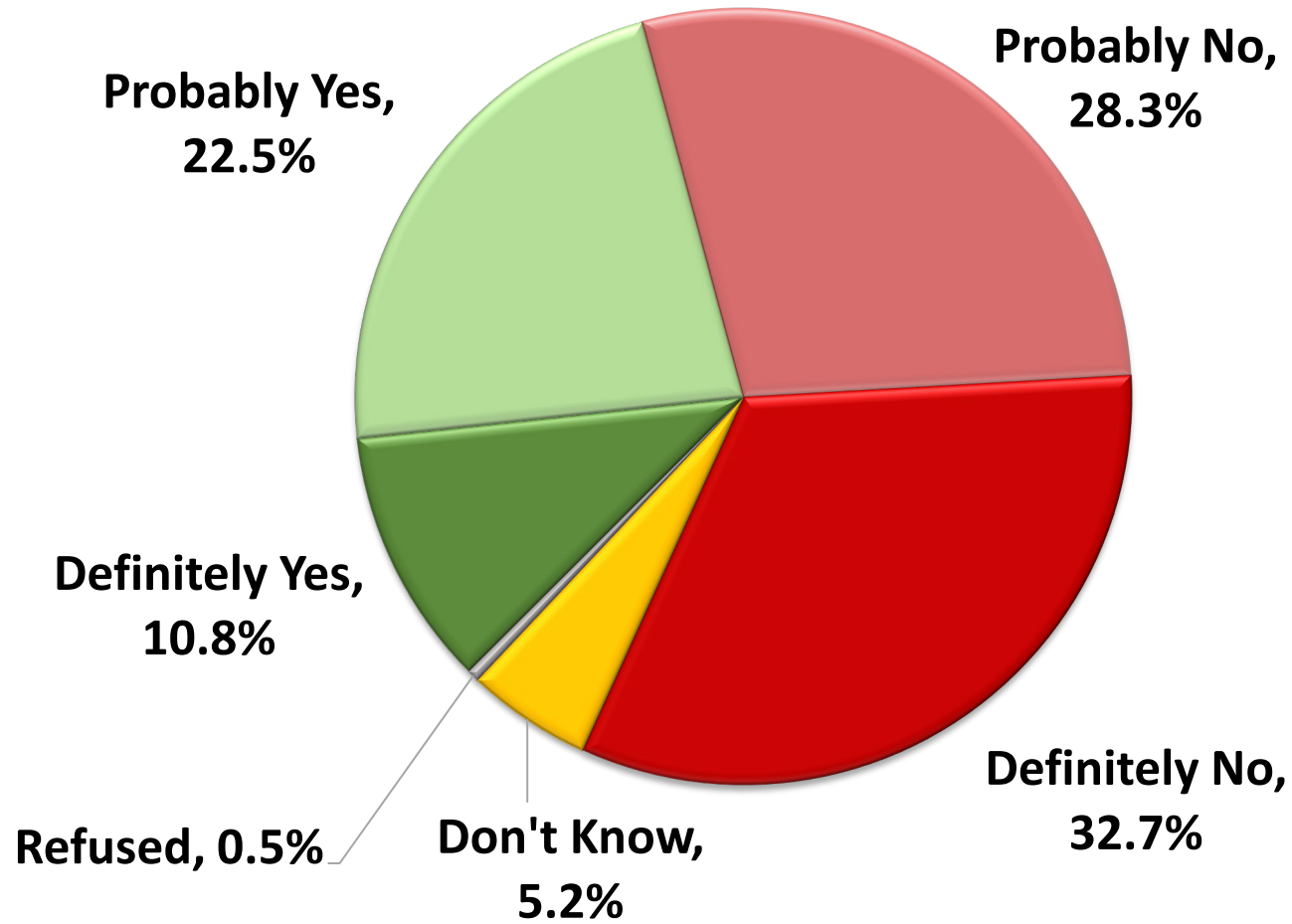
Sales Tax Pre-Test

One issue that might be on the ballot would be a public safety sales tax. Here is potential language for the ballot question:

“Shall the City of Flagstaff be authorized, for the purpose of funding Public Safety, to increase the City’s base transaction privilege (sales) tax for 15 years, applicable to all taxable activities in the City of Flagstaff, by 0.5% from 2.486% to 2.986% beginning July 1, 2027?”

Knowing just what you know right now, would you vote Yes or No on this proposal?

Sales Tax Pre-Test

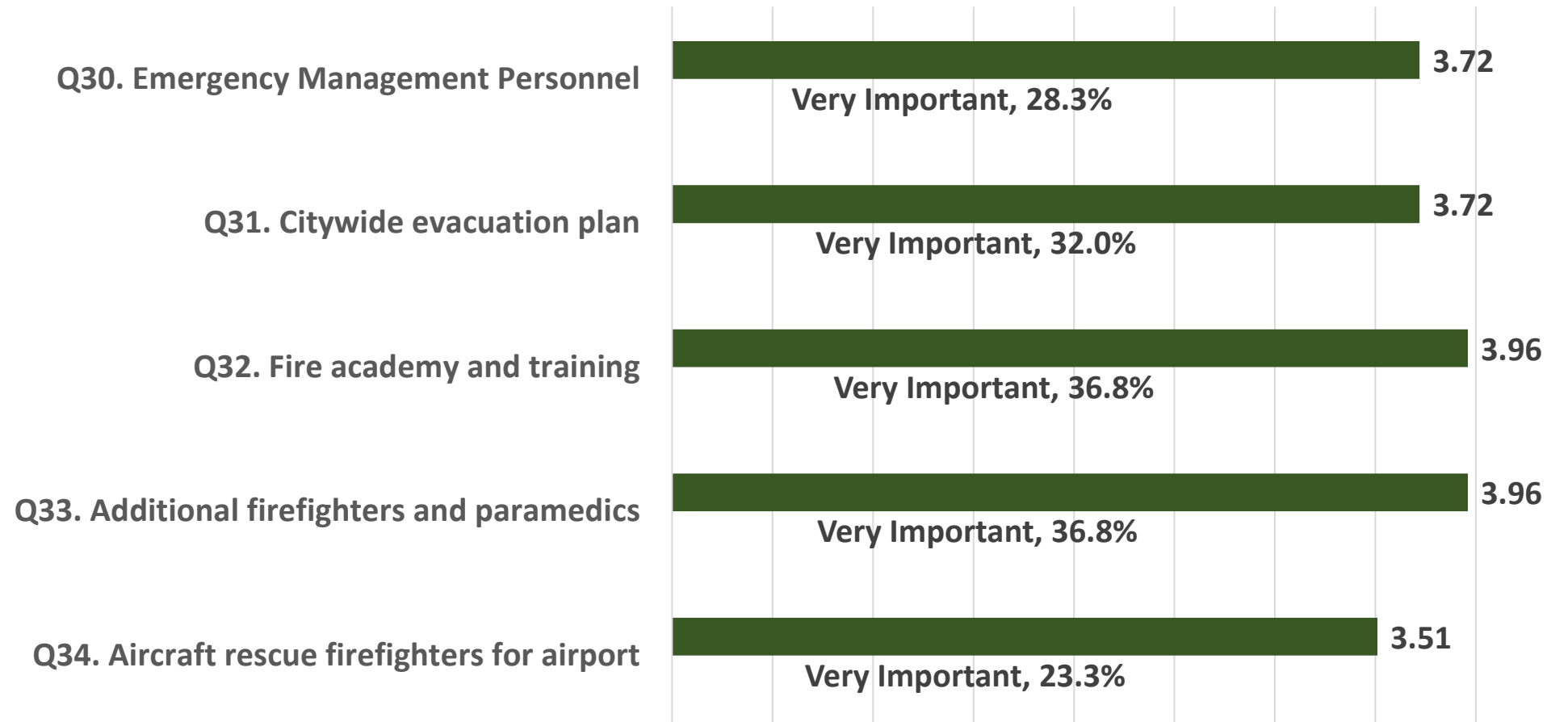


Total: 33.3% Yes
61.0% No

	Yes	No
Under 29	28.6%	64.3%
30 - 39	25.0%	70.3%
40 - 49	35.0%	62.5%
50 - 64	39.6%	56.2%
65+	33.7%	56.7%
86001	37.3%	57.8%
86004	28.9%	63.9%
86005	34.2%	61.6%

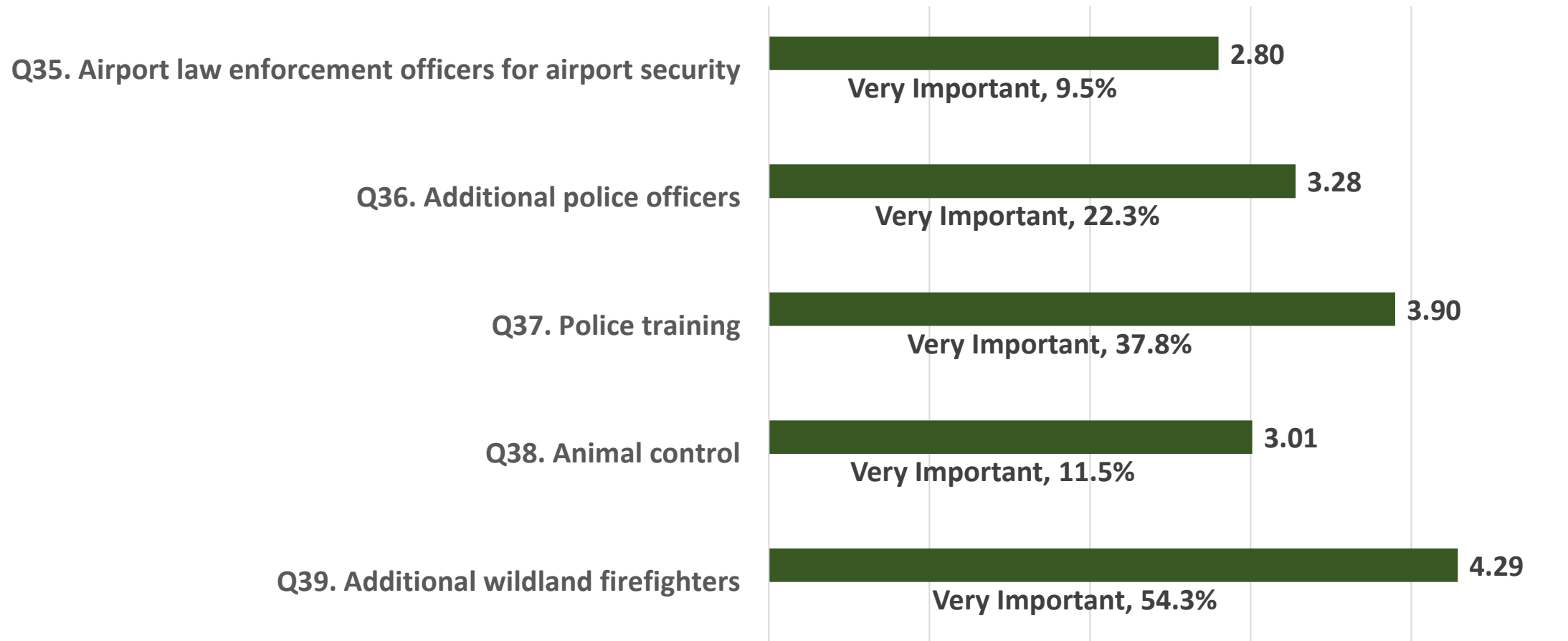
Rate the following:

(Scale 1-5)



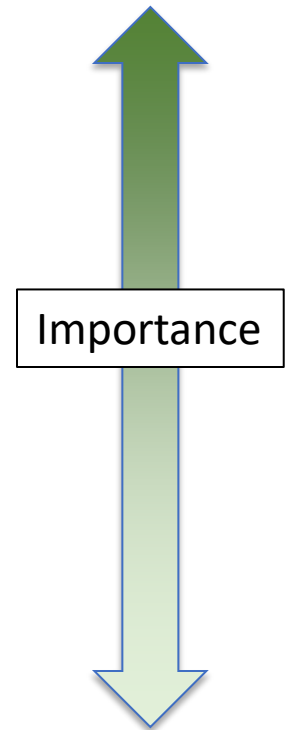
Rate the following:

(Scale 1-5)



Ranking Items

	<u>Mean</u>
Additional wildland firefighters	4.29
Additional firefighters and paramedics	3.96
Fire academy and training	3.96
Police training	3.90
Citywide evacuation plan	3.72
Emergency Management Personnel	3.72
Aircraft rescue firefighters for airport	3.51
Additional police officers	3.28
Animal control	3.01
Airport law enforcement officers for airport security	2.80



Statements

(Scale 1 to 5)

	<u>Mean</u>	<u>Strongly Agree</u>
Q40. Response times	3.83	32.0%
<input type="checkbox"/> <29: 4.2, 30-30: 3.6, 40-49: 3.8, 50-64: 3.7, 65+: 3.9		
<input type="checkbox"/> 86001: 3.9, 86004: 3.8, 86005: 3.8		

The number of emergency calls in Flagstaff have more than doubled since 2008 while staffing levels have remained the same. Resources are stretched thin and soon will not be able to keep up with growth. To keep response times low and ensure that we can respond quickly in an emergency, we need additional funding to hire more staff.

Q41. Meets our community's needs	3.67	26.0%
<input type="checkbox"/> <29: 4.0, 30-30: 3.5, 40-49: 3.6, 50-64: 3.6, 65+: 3.7		
<input type="checkbox"/> 86001: 3.8, 86004: 3.5, 86005: 3.8		

We need this funding to provide our public safety services the with staffing and equipment for Fire, Emergency Medical Services, Police, Airport, Emergency Management that meets our community's needs and protects our quality of life.

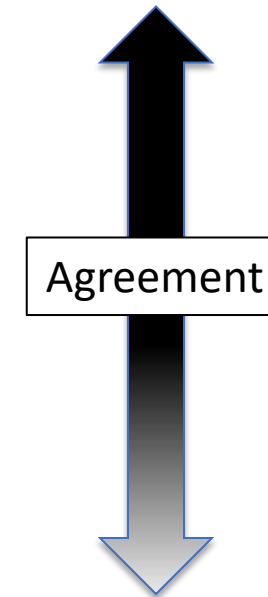
Statements

(Scale 1 to 5)

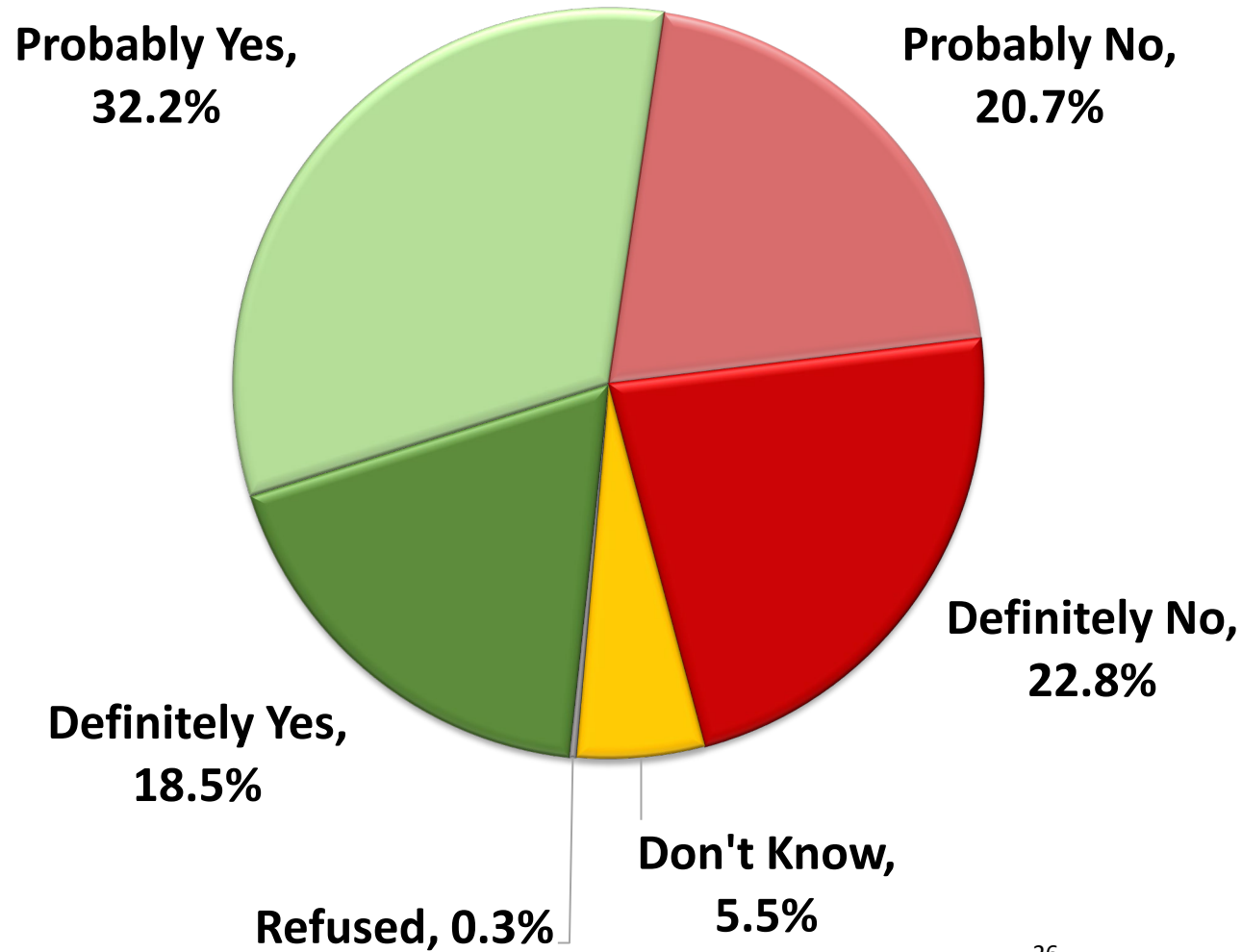
	<u>Mean</u>	<u>Strongly Agree</u>
Q42. Sales taxes are regressive	3.91	41.0%
<input type="checkbox"/> <29: 4.2, 30-30: 4.0, 40-49: 3.9, 50-64: 3.7, 65+: 3.9		
<input type="checkbox"/> 86001: 3.8, 86004: 4.1, 86005: 3.7		
<i>Sales taxes are regressive and hurt the poorest in our community who can least afford it. We need to be less reliant on sales taxes that hurt the most vulnerable.</i>		
Q43. Sales tax concerns	3.48	27.5%
<input type="checkbox"/> <29: 3.7, 30-30: 3.6, 40-49: 3.6, 50-64: 3.2, 65+: 3.5		
<input type="checkbox"/> 86001: 3.5, 86004: 3.5, 86005: 3.3		
<i>We already rely on sales taxes to fund transportation, road repair, and transit. Not to mention our Bed, Board & Beverage taxes to provide funding for recreation, responsible tourism, arts & science and economic development. Increasing our sales tax to nearly 3% will make us less competitive and will harm our local businesses.</i>		

Ranking All Statements Together

	<u>Mean</u>	
Q27. Not the time to increase taxes	4.08	Negative
Q26. Housing and cost of living	4.07	Negative
Q42. Sales taxes are regressive	3.91	Negative
Q40. Response times	3.83	Positive
Q24. Tools and equipment	3.82	Positive
Q41. Meets our community's needs	3.67	Positive
Q23. Significant capital needs	3.65	Positive
Q43. Sales tax concerns	3.48	Negative
Q25. Not a tax rate increase	3.38	Positive



Sales Tax Post-Test: Knowing just what you know right now, would you vote Yes or No on a half-cent sales tax dedicated to public safety?



Total: 50.7% Yes
43.5% No

	Yes	No
Under 29	57.1%	28.6%
30 - 39	42.2%	54.7%
40 - 49	51.2%	41.2%
50 - 64	54.2%	42.7%
65+	49.0%	47.1%
86001	57.1%	36.6%
86004	44.6%	48.8%
86005	50.7%	46.6%

Net Change

	Pre-Test	Post-Test	Change
Under 29	28.6%	57.1%	+28.5%
30 - 39	25.0%	42.2%	+17.2%
40 - 49	35.0%	51.2%	+16.2%
50 - 64	39.6%	54.2%	+14.6%
65+	33.7%	49.0%	+15.3%
86001	37.3%	57.1%	+19.8%
86004	28.9%	44.6%	+15.7%
86005	34.2%	50.7%	+16.5%

If the proposal was reduced from a half-cent (0.5) to a quarter-cent (.25), would that make you more likely or less likely to vote for the sales tax measure?

15.5% Much More Likely
32.8% Somewhat More Likely
41.0% No difference
4.5% Somewhat Less Likely
3.7% Much Less Likely
2.5% Undecided/Refused

<29:	71.4% more likely
30-39:	50.0% more likely
40-49:	45.0% more likely
50-64:	46.9% more likely
65+:	38.5% more likely
86001:	52.2% more likely
86004:	44.0% more likely
86005:	49.3% more likely

Which of these opinions comes closest to your own?

23.3% I would likely support both a bond and a public safety sales tax.

28.2% I would likely only support a bond.

13.8% I would likely only support a public safety sales tax.

29.0% I would vote no on both

5.7% Don't Know, Refused

Bond: 51.5% total support

Sales: 37.1% total support

	Both	Bond	Sales	No
Under 29	12.5%	33.9%	30.4%	14.3%
30 - 39	26.6%	28.1%	7.8%	32.8%
40 - 49	30.0%	25.0%	15.0%	27.5%
50 - 64	22.9%	30.2%	11.5%	31.2%
65+	22.1%	26.0%	9.6%	33.7%
86001	29.8%	26.7%	14.3%	23.6%
86004	16.9%	27.1%	15.1%	35.5%
86005	23.3%	34.2%	9.6%	26.0%

Questions?

HIGHGROUND
PUBLIC AFFAIRS CONSULTANTS

Thank You!

