



TO: Michael Beaton, County of Monterey
FROM: EMC Research, Inc.
RE: Scope of Work for Survey of Voters in Monterey County
DATE: 3/31/2026

Thank you for the opportunity to provide this brief overview of our proposed methodology and costs for a survey of voters in unincorporated Monterey County regarding potential measures for November 2026. Please feel free to contact us if you have any questions or need any additional information.

Project Goal: A survey of unincorporated Monterey County likely voters to assess support for a potential TOT increase and property transfer tax measure.

Scope of Work: The project would consist of a mixed-mode survey (landline, cell phone, and email- & text-to-web) among a random sample of 500 voters in unincorporated Monterey County. Interviews will be offered in English and Spanish, and we anticipate a survey questionnaire length of approximately 18 minutes. The sample will be demographically and geographically representative of likely voters in unincorporated Monterey County. The overall margin of error for a sample of 500n is ± 4.38 percentage points.

Services Included: EMC's prices are all inclusive. For this survey, EMC will draft and finalize the survey in collaboration with designated County staff and consultant team; provide and oversee multimodal data collection; provide a topline results document; produce crosstabs and a visual presentation of results and analysis; present results to the project team and other stakeholders as requested; and provide consultation and advice for as long as the research is used.

Deliverables for this project include draft and final questionnaires; questionnaire with overall results (toplines); PowerPoint report with analysis and recommendations, presentations as requested.

Project Cost: The cost for a mixed mode survey of 500 unincorporated Monterey County voters, in English and Spanish, is provided below. Costs include all services anticipated for survey design, data collection, analysis, and reporting on results. The first half of the survey costs will be billed upon project approval, and the remainder billed upon delivery of research results.

Sample Size	Length	Price
500 interviews	18 minutes	\$47,500

Timeline: EMC is available to begin work immediately upon notification from the County. We will work with you and your chosen team to finalize the poll timeline.