



TO Interested Parties
FROM FM3 Research
RE: Eureka Voter Survey Results
DATE September 10, 2024

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of likely November 2024 voters in the City of Eureka assessing their attitudes toward community issues.¹ The survey found a strong preference for maintaining parking downtown to support a vibrant center for art, culture, and tourism and to convert the Jacobs Middle School site into housing. Key findings of the survey include:

- **Eureka voters widely agree that the Jacobs Middle School Site should become housing rather than regional headquarters for the California Highway Patrol.** As shown in **Figure 2** on the following page, three in five agree that the site should become housing, including affordable housing, while 22% believe it should become a regional headquarters for the highway patrol (16% did not have a preference).

Figure 1: Views on Jacobs Middle School Site

Statement	Percent of Voters
The Jacobs Middle School site should become housing, including affordable housing.	60%
The Jacobs Middle School site should become a regional headquarters for the California Highway Patrol.	22%

- More than three in five Eureka voters favor maintaining parking downtown to keep the area vibrant.** When asked to choose between maintaining parking in downtown to keep it a vibrant center for art, culture and tourism or removing parking lots to use the sites as affordable housing, 62% preferred maintaining parking and 30% favored removing the lots (8% did not have a preference).

Figure 2: Views on Downtown Parking

Statement	Percent of Voters
Maintaining parking downtown will keep the area as a vibrant center for art, culture, and tourism.	62%
It is acceptable to remove the downtown parking lots if those sites are used for affordable housing.	30%

ⁱ **Methodology:** From July 26-30, August 7- 25, 2024, FM3 completed 392 interviews by phone (cell and landline) and online with randomly-selected likely November 2024 voters in the City of Eureka. The margin of sampling error for the study is +/- 5.0% at the 95% confidence level; margins of error for subsamples will be higher. Due to rounding, not all totals will sum to 100%.