



# **City of San Jose 2008 Ballot Measure Assessment Survey**

**Report of Survey Results**

**June 19, 2008**

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***Fairbank, Maslin, Maullin & Associates***  
***Opinion Research & Public Policy Analysis***

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

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**APPENDIX A: TOPLINE SURVEY RESULTS**

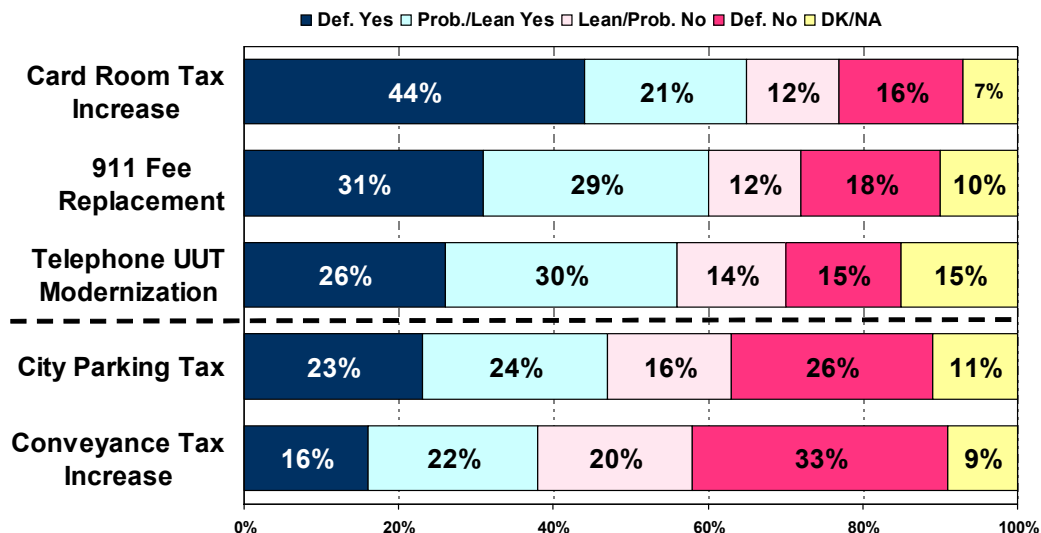
**EXECUTIVE SUMMARY**

Fairbank, Maslin, Maullin & Associates (FMM&A) recently completed a survey of 602 registered voters in the City of San Jose who are considered likely to cast ballots in the November general election. The primary goal of the survey was to assess support for five potential ballot measures that the City may consider placing before voters in that election, to allow the City to make some decisions about which measures bear further investigation. Once the City has narrowed the list of possible measures it is considering, a subsequent survey will explore the viability of those measures in more detail before the City makes a final determination about whether to proceed to the ballot.

The results of the current survey show that most voters are paying at least a modest amount of attention to City government. A 54-percent majority say that they follow City government and the City budget at least “somewhat closely,” though fewer than one voter in five follows them “very closely.” The survey also shows that vast majority of voters (73%) are satisfied with the services they receive from City government. However, that proportion is slightly lower than the level of satisfaction observed in other recent surveys. And the survey does reveal some dissatisfaction with the City’s management of its budget and finances, with only a plurality of voters labeling themselves “satisfied” and nearly one-third “dissatisfied.” Dissatisfaction with government finances is certainly not unique to San Jose, and is common in many California cities today.

Survey respondents were presented with brief description of five potential measures that might be placed on the ballot, and their initial levels of support are shown in **Figure 1** below. A very solid majority of voters support an increase in taxes on card room revenues, while more modest majorities support the creation of a new tax to replace the City’s existing emergency services fee and a measure to modernize the City’s telephone utility users tax (UUT). Both of these latter measures should stand a reasonably good chance of winning approval, provided that an effort is made to educate voters about the reason they have been placed on the ballot. And in the case of the telephone UUT measure, incorporating a slight rate reduction appears likely to strengthen public support for the proposal.

**FIGURE 1:  
 Initial Support for Ballot Measure Concepts**



The remaining two potential ballot measures do not appear viable at the present time. A proposal to establish a ten percent tax on the use of City-owned parking facilities receives support from less than half of voters, a difficult place for any tax ballot measure to begin. And a proposal to increase the City's conveyance tax – which, as a special tax largely dedicated to parks, would require two-thirds supermajority approval – falls well short of the level of support that would be required for success.

Accordingly, we recommend that the next phase of research focus on a more detailed examination of the two measures whose support was most fluid: the 911 fee replacement and the telephone utility users tax modernization.

The remainder of this report presents these and other results of the survey in more detail.

## **METHODOLOGY**

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Between June 6 and 10, 2008, Fairbank, Maslin, Maullin & Associates (FMM&A) conducted a telephone survey of 602 San Jose voters. Survey respondents were randomly selected from a pool of registered voters who, based on their past voting behavior, are considered likely to cast ballots in November 2008. Upon completion of interviewing, the sample was weighted slightly to conform to demographic data on the population of likely voters.

The margin of sampling error for the survey sample as a whole is plus or minus 4.0 percent. The margin of error for smaller subgroups within the sample will be larger. For example, statistics reporting the opinions and attitudes of voters with school-aged children living at home – who make up 33 percent of the sample – have a margin of error of plus or minus 6.9 percent. Therefore, for this and other population groupings of similar or even smaller size, interpretation of the survey’s findings are more suggestive rather than definitive and should be treated with a certain caution. Some figures may not add to 100% due to rounding.

Survey questions were developed in consultation with City staff. The survey included separate series of questions asking about each of five potential ballot measures that may be placed before voters. The order in which the ballot measures were presented to individual survey respondents was randomized, in order to minimize any bias that might result from the sequence of the questions. One-fifth of all survey respondents were presented with each ballot measure first in the rotation; at certain places in the report, results among these sub-samples are isolated to highlight differences in reactions among those respondents who were offering a “clean” reaction to each ballot measure, unbiased by descriptions of other measures that may have preceded it.

At several places in the report, survey results are compared to those of budget prioritization and resident surveys conducted by FMM&A in prior years. Comparisons between the surveys must be viewed with caution, as the surveys were conducted with differing samples of the local population. The sampling frame for all past resident surveys (and the 2007 budget prioritization survey) was adult residents of San Jose; the 2008 budget prioritization survey included a sample that was half adult residents and half likely voters. Because the current survey sampled only likely voters, differences between this survey and those conducted previously may not be due only to changes in voter opinion over time, but also differences in the populations sampled in the surveys.

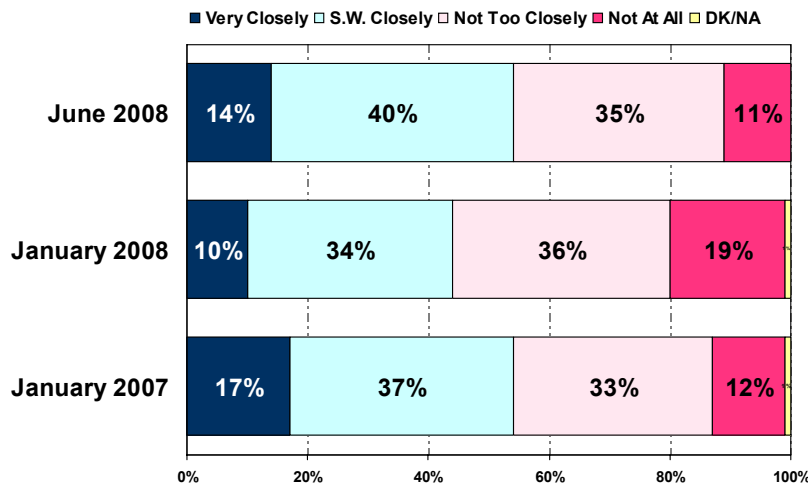
It should also be noted that the goal of this survey was simply to provide a broad sense of which ballot measure concepts were most strongly supported by local voters, and those which were least supported. Accordingly, the survey tested short, conceptual descriptions of each of the five potential measures. The most precise way to model voter opinion on ballot measures, however, is to present them with a draft 75-word ballot question as it may appear on the ballot. Future research will likely assess a more limited number of potential ballot measures in this more in-depth fashion.

The topline results of the survey are included at the end of the report in Appendix A. Cross-tabulated results have been presented under separate cover.

**PART I: ATTITUDES TOWARD CITY GOVERNMENT**

To provide some context for evaluating potential ballot measures, survey respondents were asked a number of questions about their understanding of – and attitudes toward – local government. As shown in **Figure 2** below, a 54-percent majority of local voters say that they follow City government and the City budget at least “somewhat closely.” At the same time, the proportion who follow it “very closely” remains less than one in five voters (14%) – a group that consists disproportionately of voters age 65 and over, men age 50 and over, and Republican men. There are very few subgroups of the electorate among which even one voter in four says that they follow City government “very closely.”

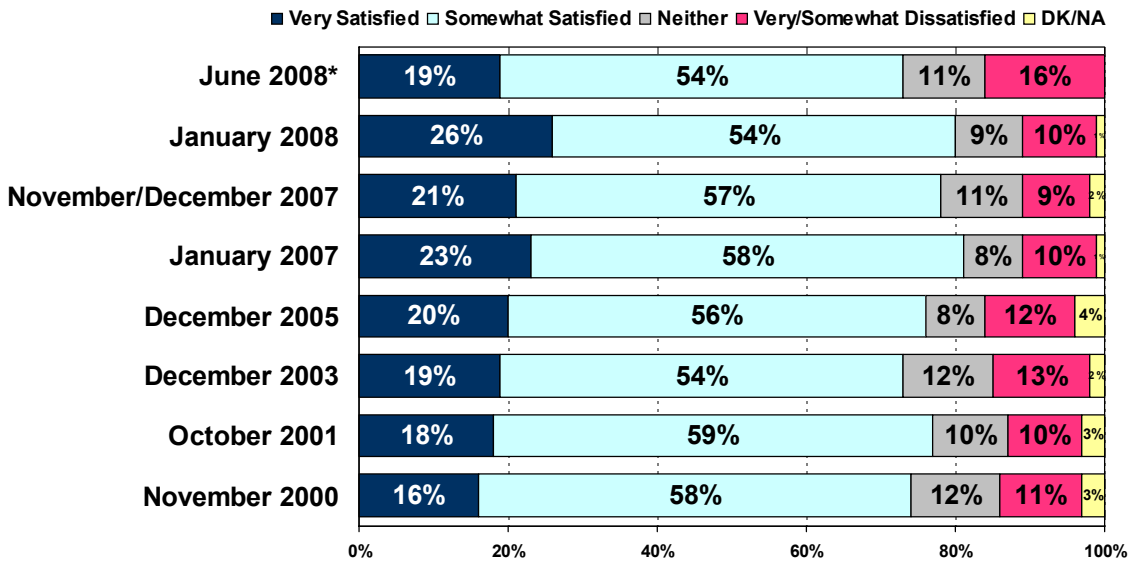
**FIGURE 2:  
 Trends Over Time in the Attention Residents are  
 Paying to City Government and the City Budget**



The data suggest that the proportion of voters who follow City government “closely” has grown in recent months. At the time of the budget prioritization survey in January, it stood at only 44%, a full ten points lower than today. However, it must also be kept in mind that the two surveys drew from different segments of the population. While the January budget prioritization survey included a sample that was half registered voters and half adult residents of the City, the current survey includes only “likely voters” – a group that is likely to be more civically engaged on a variety of issues, and thus perhaps not surprisingly indicates that it follows City government more closely.

The survey also repeated a question that has been asked in community and budget prioritization surveys stretching back nearly a decade, asking respondents to indicate their level of satisfaction with “the overall quality of services provided by the City of San Jose to its residents.” As shown in the graph, current satisfaction stands at 73 percent – a notable drop since January, and its lowest level in the last five years. However, the same caution about the survey sample still applies. The variation in results may be due to the smaller segment of the overall population from which this sample was drawn (likely voters), as opposed to changes in public opinion over time.

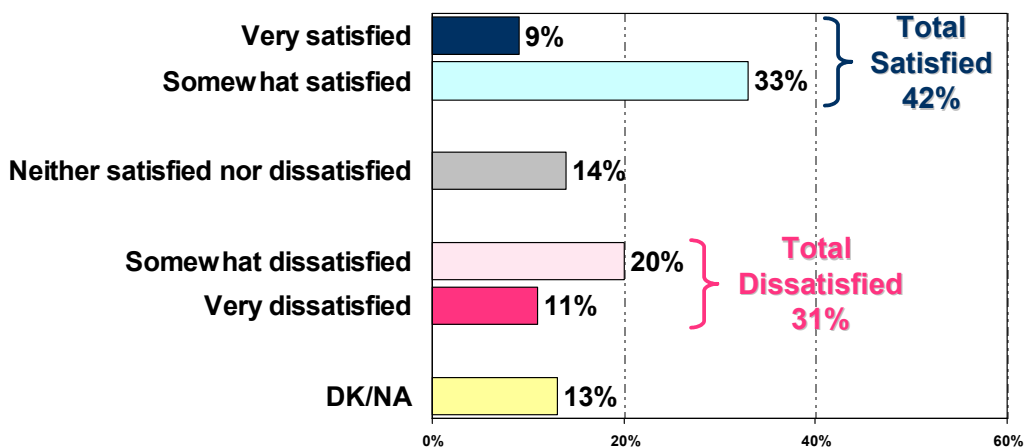
**FIGURE 3:**  
**Trends Over Time in Satisfaction with City Service Quality**



Currently, the most notable pockets of dissatisfaction with the quality of City services may be found among voters with a high school education or less (29% dissatisfied), those age 50-64 (24%), men age 50 and over (23%), and non-college educated men (23%).

Some of the dissatisfaction with City services may be tied to dissatisfaction with the management of City finances. As shown in **Figure 4** below, survey respondents were asked to evaluate their level of satisfaction with “the job the City of San Jose is doing of managing its budget and finances.” Overall, voters were ambivalent. While a 42 percent plurality indicated overall satisfaction with the City’s financial management, a significant minority – equal to nearly one-third of those polled (31%) – expressed dissatisfaction. These figures are fairly typical for California cities in tough economic times, but they also do indicate some very real perceptions about City finances that may shape public opinion on ballot measures. Dissatisfaction with City finances is concentrated among Latinos, seniors, men age 50 and over, and Democrats who are male or over 50.

**FIGURE 4:**  
**Voter Satisfaction with the City’s Management of Its Budget and Finances**



In a follow-up question, those who expressed a lack of satisfaction with the City's management of its finances were asked to explain some of the reasons why. While some respondents offered specific complaints – about a lack of park maintenance, problems with garbage pickup, too much or too little spent on public safety, or concerns about redevelopment and capital improvements – most just offered a general sense that the City should spend the revenue it already has more effectively. A sampling of voter comments follows:

*“City employees are receiving too much money and we don't see any benefits of tax increases.”*

*“From what I read in the newspaper and internet, it says the City is not doing a very good job.”*

*“I don't like all the money being spent on the new buildings; it's unnecessary, especially in the new courthouse.”*

*“They built City Hall and used a lot of tax dollars, and they are not budgeting taxes correctly.”*

*“I know the City is trying but I think their priorities are not in perspective of importance.”*

*“Lack of knowledge - I don't know what the city is doing as of now.”*

*“They are spending way too much money on things that are not needed.”*

*“With a large budget, it turned out a large deficit.”*

*“We have a budget crisis and we are looking at raising taxes rather than cutting back on expenses; we did not save for a rainy day and if we ran our house this way, we would be in bankruptcy.”*

These overall attitudes toward City government likely contribute to shaping voter attitudes toward a variety of proposed ballot measures, as detailed in the following sections of the report.



**PART II: SUPPORT FOR INCREASING THE BUSINESS TAX ON CARD ROOMS**

One of the potential ballot measures presented to survey respondents would increase the tax on card room revenues from 13 percent to 18 percent, with revenues dedicated to general City services. The initial description of the measure is shown below:

*“A measure to help prevent cuts in City services like police, fire, street repair, parks and libraries by increasing the tax on card room revenues in San Jose from 13 percent to 18 percent.”*

As a follow-up, respondents were given a more detailed description of the proposal (as shown below) and were also given descriptions of two ways the ballot measure might be modified: one scenario in which the tax rate would be increased to only 15 percent, and a second in which the measure would allow additional tables at card rooms at the same time that it increased the tax rates.

*“Now I would like to ask a few more questions about the ballot measure that would increase the tax on card rooms in the City of San Jose from 13 percent to 18 percent. The City currently charges a business tax on card rooms in San Jose that provide a place to play card games like poker. This measure would increase that tax from 13 percent to 18 percent of card room revenues, which would generate an additional two million dollars to the City to fund services like police, fire, street repair, parks, and libraries.”*

Voters’ reactions to these measures are shown in **Figure 5** below. Nearly two-thirds of voters (65%) support the initial concept, while only a little more than one-quarter (28%) oppose it. Given that the measure would require only simple majority approval, this is a very broad base of support. Equally striking is the strength with which voters support the proposal: nearly half of voters (44%) say that they would “definitely” vote “yes.”

**FIGURE 5:  
 Support for a Ballot Measure Increasing the  
 Business Tax on Card Rooms**

<b>Vote</b>	<b>Initial Concept: Increase to 18%</b>	<b>Detailed Explanation</b>	<b>Increase to 15%</b>	<b>Allowing Increased Tables</b>
Definitely yes	44%	47%	47%	37%
Probably/lean yes	21%	27%	26%	24%
<b>TOTAL YES</b>	<b>65%</b>	<b>74%</b>	<b>72%</b>	<b>60%</b>
Definitely no	16%	13%	13%	17%
Probably/lean no	12%	8%	9%	14%
<b>TOTAL NO</b>	<b>28%</b>	<b>21%</b>	<b>23%</b>	<b>31%</b>
<b>UNDECIDED</b>	<b>7%</b>	<b>4%</b>	<b>5%</b>	<b>9%</b>

There are a few notable demographic variations in the initial support for the proposal. There are big differences by both educational attainment and household income, with

voters who have higher levels of education or income much likely to be supportive. While only 46 percent of those with no more than a high school degree say they would vote to increase taxes on card rooms, the proportion rises to 66 percent among those with at least some college education, 68 percent of those with a four-year degree, and 74 percent of those with a post-graduate education. In addition, fully 80 percent of voters with household incomes of \$100,000 or more support the proposed ballot measure, while smaller majorities of those with lower levels of income do.

There is also some variation in support for the proposal by ethnicity. A much smaller majority of Latino voters (53%) back the proposal, in comparison to white voters (68%) or Asian-Americans (69%). There is little difference in initial support among other demographic categories – by gender, party registration or geography. In fact, a majority of voters in each City Council District say they would vote for the proposal.

The follow-up questions did show some changes in the strength of voter support for the idea. The more detailed explanation of the proposal led to a much greater ratio of support to opposition (74% to 21%), though most of the increase in support came in the more tentative “probable/lean yes” category. “Definite” support remained just under half of all voters polled, at 47 percent. The explanation also led support to top two-thirds among some of the demographic subgroups who had initially been more skeptical, including Latinos, those with household incomes under \$60,000, and those without a college education.

A modified proposal that suggested a smaller increase in the tax rate – to 15 percent – did not significantly increase support. A total of 72 percent of likely voters said they would cast a ballot for such an increase, with 23 percent opposed. Given the high level of support for increasing the tax to 18 percent, a smaller tax increase to 15 percent seems to do relatively little to strengthen support for the proposal.

Finally, voters were asked about the idea of a ballot measure increasing the number of tables at which gaming would be permitted, while also increasing the amount of the tax. Voters supported this proposal by a wide margin (60% to 31%), but their responses reflected much more ambivalence than was the case with the earlier proposals. This was the only card room proposal for which opposition topped 30%, and the only one for which “definite” support dropped below 40%.

The opposition to increasing the amount of tables in operation seems to be concentrated among voters without a college education (44% of whom said they would vote “no”), men age 50 and over (38%), Latinos (36%) and Republicans (35%).

**PART III: SUPPORT FOR REPLACING THE EMERGENCY SERVICES FEE**

Survey respondents were presented with the following initial description of a proposed ballot measure to replace the City’s existing emergency services fee with a tax of an identical amount:

*“A measure to replace the existing City emergency services fee with a tax in the same amount of \$1.75 per month, charged to each telephone line, with no increase in charges to phone customers, to fund City services such as police and fire, street repair, parks, and libraries.”*

Respondents were also offered a follow-up explanation (shown below), as well as two questions that explored potential variations in the structure of the measure: one suggesting that the money could be dedicated to the City’s emergency communications system, rather than being used for general City services, and one suggesting that the amount of the tax could be reduced by ten percent.

*“The City of San Jose currently charges residents a monthly charge of \$1.75 per phone line in order to help pay for 911 emergency dispatch services. Due to a recent court decision, a number of California cities that charge such fees have decided to submit them to voters for approval. This measure would create a new tax on phone lines to replace the fees customers are currently paying – with no increase in costs to San Jose phone users. If approved, the measure will continue generating \$24 million per year for the City, which could be used for vital City services including police, fire, street repair, parks and libraries. If the measure is rejected by voters, the City may have to cut \$24 million from existing City services.”*

As indicated in **Figure 6**, a 60-percent majority of voters initially indicate that they would vote for the proposal. While this proportion is well over the simple majority that would be required for approval, only about half of the “yes” voters say that they would “definitely” vote for the measure, indicating a significant amount of uncertainty – perhaps due to the complexity of the proposal.

**FIGURE 6:  
 Support for a Ballot Measure Replacing the Emergency  
 Services Fee with a Tax in the Same Amount**

<b>Vote</b>	<b>Initial Concept</b>	<b>Detailed Explanation</b>	<b>Dedicated to 911 Emergency Communications</b>	<b>Including 10% Reduction</b>
Definitely yes	31%	34%	36%	33%
Probably/lean yes	29%	33%	32%	33%
<b>TOTAL YES</b>	<b>60%</b>	<b>67%</b>	<b>68%</b>	<b>66%</b>
Definitely no	18%	15%	10%	10%
Probably/lean no	12%	9%	13%	12%
<b>TOTAL NO</b>	<b>30%</b>	<b>24%</b>	<b>24%</b>	<b>21%</b>
<b>UNDECIDED</b>	<b>10%</b>	<b>9%</b>	<b>8%</b>	<b>13%</b>

Initially, the measure is backed by majorities of voters in virtually all major demographic groups within the electorate. The strongest support comes from voters under age 30 (who support it 73% to 23%), men under age 50 (70% to 24%), voters of color (69% to 23%) and women without a college degree (67% to 26%). Support is softest among men age 50 and over, who back the proposal by only a narrow 50 percent to 38 percent majority, and among Republican men – who support the measure by a 48 percent to 43 percent plurality.

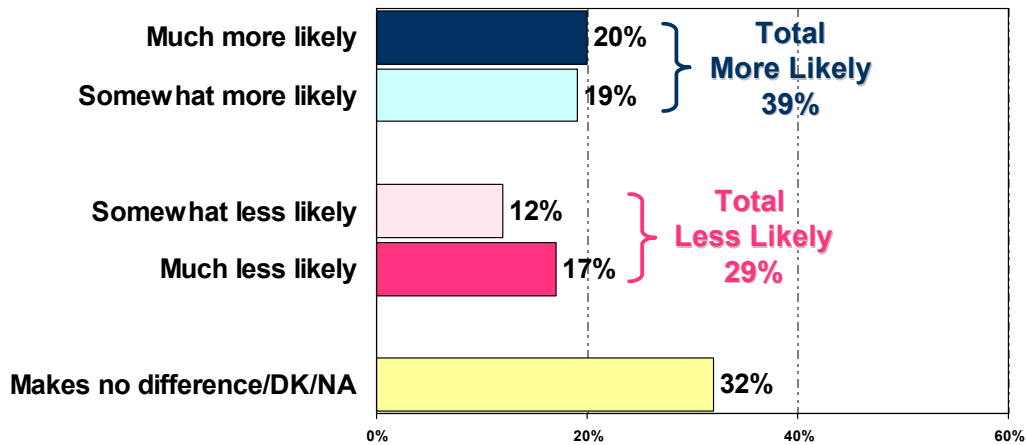
The follow-up explanation does increase support from 60 percent of those polled to more than two-thirds (67%), suggesting that more information and context does leave voters more inclined to back the measure. The explanation leads to a particular increase in support among Democrats (especially women and those under age 50), white voters, college-educated voters, and men age 50 and over. At the same time, even after this explanation the “definite yes” vote remains at just 34 percent, with an equal number of voters still expressing some hesitation and saying that they would only “probably” vote for the measure or “lean” toward doing so.

The idea of dedicating the tax solely to “funding the cost of the City’s 911 emergency communications system,” which voters were told is how the current fee is used, did not lead to a significant enhancement in support. A total of 68 percent of voters indicated that they would vote for such a measure, while 24 percent were opposed – numbers that were not statistically different from the level of support observed after the explanation in the previous question. Given that a measure dedicating the tax to emergency communications would require a higher threshold for approval (67% rather than a simple majority), the support for a dedicated tax is fairly marginal – especially given that only 36 percent of voters indicate that they would “definitely” vote for a dedicated tax, while a nearly equal proportion (32%) say they would only “probably” do so or lean in that direction.

Survey respondents were also asked how they would vote on a ballot measure that did not simply continue the current tax amount, but reduced it by ten percent. Overall, this suggestion left support essentially unchanged, at 66 percent. However, this proportion reflects the fact that ten percent of those who said they would vote to continue the tax at its current level, after hearing the explanation, switched to a “no” vote when told that the amount of the tax could be reduced. If we assume that these voters would ultimately vote for a reduction if it were the only measure on the ballot, it would yield 73 percent total support. However, given the two-to-one level of initial support for continuing the tax at its current level, it seems unlikely that incorporating a reduction would lead to a significantly greater chance of winning approval.

Finally, survey respondents were presented with a question that asked them to consider the possibility that a provision could be added to the tax measure adjusting it each year to account for inflation, with total increases capped at no more than three percent per year. As shown in **Figure 7** on the following page, roughly two in five voters (39%) said this would make them more inclined to vote for the measure, while a slightly smaller proportion said that it would make them less likely to do so.

**FIGURE 7:  
 Impact of Inflation Adjustment on Support for Tax to  
 Replace Emergency Services Fee**



While on the surface these responses suggest that the positive impacts of an inflation adjustment could outweigh the negative impacts, it is important to segment them by voters’ initial positions on the proposed tax. By a 49 percent to 21 percent margin, those voters who initially favor the tax say that an inflation adjustment would make them *more* likely to support it; but by a similar margin (47% to 23%), those initially opposed to the measure say the inflation adjustment would make them *less* likely to support it. Among the ten percent of voters who initially indicate that they are undecided, the inflation adjustment has a marginally positive impact (29% to 20%), though those who say they would be *much less* likely to support the measure (11%) slightly outnumber those who would be *much more* likely to support it (9%).

Overall, the inclusion of an inflation adjustment seems unlikely to have a dramatic impact on patterns of support for the measure. If the City wishes to consider including an inflation adjustment, it would be prudent to explore pro and con arguments on the idea in more depth in follow-up research.

**PART IV: SUPPORT FOR UPDATING THE TELEPHONE UTILITY USERS TAX**

A third potential ballot measure explored in the survey was a modernization of the telephone utility users tax, initially described as shown below:

*“A measure to modernize the City’s Telephone Utility Users Tax, with no rate increase, to treat taxpayers equally regardless of the technology used, including cell phones, land line, or voice-over-Internet service; with revenues used to continue funding City services like police, fire, street repair parks and libraries.”*

The more detailed follow-up explanation of the proposed measure presented to voters read as follows:

*“San Jose currently charges a five percent utility users tax that covers several utilities, including telephone service. It does not apply to out of state telephone calls on land lines, voice-over-Internet telephone services or other new technologies. This measure would update the telephone utility users tax to apply equally to all San Jose consumers for all telephone services, regardless of the technology they use. It would not raise existing tax rates, and would enable the City to adapt the telephone utility user’s tax to new and developing technologies in the future.”*

As indicated in **Figure 8** below, a majority of voters initially supported the proposed measure, with 56 percent in favor and only about half as many (29%) opposed. However, support for the proposal was very tentative – with only one-quarter of voters saying that they would “definitely” vote in favor. There was generally little variation in support for the proposed measure across demographic groups, though support did run somewhat higher among non-college educated women (64%), voters of color (64%), and voters under age 40 (62%). Perhaps the greatest variation in support for the measure, however, was along partisan lines. While Democrats support the measure 65 percent to 24 percent, independents back it by a narrower 53 percent to 34 percent margin and Republicans by a still-narrower 44 percent to 36 percent.

**FIGURE 8:  
 Support for a Ballot Measure to Update the City’s Telephone  
 Utility Users Tax**

<b>Vote</b>	<b>Initial Concept</b>	<b>Detailed Explanation</b>	<b>Including 0.25% Rate Reduction</b>
Definitely yes	26%	25%	32%
Probably/lean yes	30%	28%	27%
<b>TOTAL YES</b>	<b>56%</b>	<b>53%</b>	<b>59%</b>
Definitely no	15%	19%	15%
Probably/lean no	14%	18%	14%
<b>TOTAL NO</b>	<b>29%</b>	<b>36%</b>	<b>29%</b>
<b>UNDECIDED</b>	<b>15%</b>	<b>10%</b>	<b>12%</b>

The follow-up explanation of the modernization of the utility users tax actually led to a notable increase in opposition to the measure – the only measure among those tested where additional information and context tended to make voters less receptive. Support dropped from a 56-percent majority to a 53-percent majority, while opposition increased seven points, from 29 percent to 36 percent. The largest increases in opposition came among older voters, particularly seniors (those over age 65) and women age 50 and over. Middle-income voters (those with household incomes between \$60,000 and \$100,000) also showed notably higher levels of opposition.

At the same time, a second follow-up question – which raised the idea that the measure could also incorporate a quarter-percent reduction in the telephone UUT rate – led to notably higher levels of support. As shown in **Figure 8**, fully 59 percent of voters say they would vote in favor of a measure incorporating a rate reduction, while less than half as many (29%) would be opposed. It is particularly striking that a rate reduction leads not just to an increase in total support, but that most of it comes in the “definite yes” category where 32 percent say that they would “definitely” vote for a measure that included a rate reduction – seven points higher than the proportion that “definitely” favored a UUT modernization measure with no such reduction.

**PART V: SUPPORT FOR ESTABLISHING A PARKING TAX**

A fourth potential ballot measure explored in the survey would establish a ten percent tax on parking at City-owned facilities, with revenues dedicated to general City services. The measure was initially described to respondents as follows:

*“A measure to help prevent cuts in City services like police, fire, street repair, parks and libraries by establishing a ten percent tax on use of City-owned parking facilities.”*

A somewhat more detailed explanation, shown below, was offered to respondents in a follow-up question:

*“It would increase the cost of parking at City-owned facilities, including parking garages and lots located at the airport, regional parks, downtown and at the H-P Pavilion. This would raise about \$5 million to fund City services, of which 70 percent would be generated by parking at the Airport.”*

Respondents were also asked their position on an alternative measure that would apply the new tax to private lots, as well as to those owned by the City.

The results showed marginal support for the idea, in all of its formulations, as reflected in **Figure 9** below. Initially, only a slim 47 percent to 42 percent plurality backed measure. Only a handful of subgroups of the electorate offered initial majority support for the idea, including voters age 75 and over (62%), Democrats under age 50 (56%), Democratic men (55%), voters with incomes over \$60,000 per year (52%), and voters age 30-49 (51%). A few groups offered majority opposition, including independents under age 50 (56%), Republican men (53%), Latinos (52%), and Republicans age 50 and over (51%).

**FIGURE 9:  
 Support for a Ballot Measure to Establish a Tax on  
 City-Owned Parking Facilities**

<b>Vote</b>	<b>Initial Concept</b>	<b>Detailed Explanation</b>	<b>Including Private Lots</b>
Definitely yes	23%	23%	21%
Probably/lean yes	24%	27%	23%
<b>TOTAL YES</b>	<b>47%</b>	<b>51%</b>	<b>44%</b>
Definitely no	26%	26%	30%
Probably/lean no	16%	16%	19%
<b>TOTAL NO</b>	<b>42%</b>	<b>42%</b>	<b>49%</b>
<b>UNDECIDED</b>	<b>11%</b>	<b>7%</b>	<b>7%</b>

The follow-up explanation made little difference in support for the measure. While it led to a four-point increase in overall support, it did nothing to increase the proportion saying they would “definitely” vote “yes,” and also had no impact on reducing opposition.



Interestingly, the parking tax was the one measure for which the order in which it was presented to survey respondents appeared to make a difference. Among the sub-sample that was asked about the parking tax before any of the other four measures, it was supported 57 percent to 34 percent – far better than the overall average of 47 percent to 42 percent. This difference held up in the follow-up question as well, where 59% of those voters who were asked *first* about the parking tax indicated that they were inclined to vote in favor of it.

In contrast, the measure fared particularly poorly among those portions of the sample that were asked first about increasing the tax on card rooms or replacing the emergency services fee. These were the two most popular ballot measure concepts tested, which suggests that those who heard a more appealing option described first were less likely to subsequently express support for a parking tax.

In the end, however, this distinction may make little difference. First, there is a reasonable possibility that if a parking tax were placed on the ballot, it would be accompanied by other measures – which means that voters would in reality be evaluating it in comparison to other options. Second, even among the subset of voters who were presented with the parking tax before hearing about other options, only 26 percent initially indicated that they would “definitely” vote “yes” – a proportion virtually identical to other segments of the sample, further highlighting the fluidity of support for the measure.

Finally, survey respondents were also asked about the possibility of applying the tax to private parking lots as well as City-owned ones, with the note that doing so would provide an additional five million dollars per year for City services. This idea was solidly opposed by a 49 percent to 44 percent plurality of voters. Those who indicated that they would “definitely” vote “no” outnumbered the “definite yes” voters by a margin of 30 percent to 21 percent.

**PART VI: SUPPORT FOR A CONVEYANCE TAX INCREASE**

The fifth and final potential ballot measure offered to survey respondents was an increase in the City’s real estate conveyance tax, described as follows:

*“A measure to increase the tax charged when real estate is sold or transferred, from \$3.30 to \$4.95 per thousand dollars of property value, with most funding dedicated to park maintenance and improvements.”*

Survey respondents were presented with two follow-up questions, including a somewhat more detailed explanation of the tax increase:

*“The City currently charges a tax on real estate transactions, including those for homes and businesses. This measure would raise the tax by \$1.65 for every \$1,000 of the property’s value, with at least 64 percent of that money used for local parks.”*

And also a question indicating that a ballot measure could also change the allocation of revenues from the tax:

*“Suppose that this ballot measure also allowed up to 40 percent of the revenue from the real estate conveyance tax, as opposed to the current 15 percent, to be used for repairing, operating, maintaining, and improving the safety of existing parks and city facilities, as opposed to just buying land and construction.”*

The results to these questions are shown in **Figure 10** below. Though the idea of changing the allocation of the money was backed by a plurality of local voters, none of the ideas received majority support. And both of the basic descriptions of the measure drew opposition from a plurality of those polled. Given that the measure would require the approval of two-thirds of local voters – since its revenues are dedicated to a specific purpose – the survey results suggest that it is unlikely to receive the votes required for approval.

**FIGURE 10:  
 Support for a Ballot Measure to Increase the Conveyance  
 Tax and Change its Allocation**

<b>Vote</b>	<b>Initial Concept</b>	<b>Detailed Explanation</b>	<b>Change in Allocation</b>
Definitely yes	16%	20%	20%
Probably/lean yes	22%	23%	25%
<b>TOTAL YES</b>	<b>38%</b>	<b>43%</b>	<b>46%</b>
Definitely no	33%	29%	24%
Probably/lean no	20%	20%	18%
<b>TOTAL NO</b>	<b>53%</b>	<b>49%</b>	<b>42%</b>
<b>UNDECIDED</b>	<b>9%</b>	<b>8%</b>	<b>12%</b>

## **PART VII: CONCLUSIONS AND RECOMMENDATIONS**

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The results of the survey lead us to the following recommendations regarding the five ballot measure concepts we presented to voters:

- An increase in business taxes on card rooms is clearly viable. It would require only a simple majority to pass, but begins with a far broader majority in favor and has the “definite” support of nearly half of those polled – a particularly encouraging sign in a ballot measure campaign. Voters do not seem hesitant to increase the tax rate to a full 18%. They are more divided – though not outright opposed – to the idea of allowing more tables in card rooms as a part of the measure.
- A ballot measure replacing the City’s emergency services fee with an equivalent tax also has broad support, and appears to have good prospects for winning approval in November. It begins with the support of three in five voters, and the margin in favor increases significantly as voters receive more information and context for the measure. At the same time, about half the measure’s supporters qualify their backing by saying they would only “probably” support it or lean toward doing so. Accordingly, should the measure move to the ballot it will be critical for there to be an education and outreach effort that explains it to voters.

The measure appears to have a significant margin of support if moved to the ballot as a general tax, which would require simple majority approval. As an alternative, voters were also asked if they would support the tax if it were dedicated to 911 emergency communications, and while two-thirds said that they would, such a measure would require the approval of a two-thirds of supermajority of voters, leaving no margin for error. Voters were also asked how they would vote on the measure if it included a 10% reduction in the tax; such a provision appeared to do little to impact support.

- A measure to continue the City’s telephone utility users tax has majority support, though it is more tenuous. Only slightly more than half of voters initially back it (56%), and additional information about the tax actually leads to an increase in opposition. Voters do, however, react favorably to a measure which would cut the tax rate by one-quarter percent at the same time that it modernized and broadened the measure. Accordingly, it seems worthwhile to try to integrate some type of rate reduction into the measure if the City chooses to pursue it.
- A ballot measure to establish a ten percent tax on parking at City-owned lots appears not to have sufficient support to win approval from voters. Less than half of voters initially support it – a troubling sign for any ballot measure – and even after additional information support only rises to 51 percent. Given that there are several other potential ballot measures that appear more viable – and would secure larger amounts of revenue – it does not appear worthwhile to pursue a parking tax at this point.
- A measure to increase the City’s conveyance tax does not appear viable. It receives far less than the two-thirds vote that would be required for approval, and additional information does little to narrow that gap.

Of course, to thoroughly assess the electoral prospects of these potential ballot measures – particularly those that are more complicated or deal with unfamiliar revenue sources – more in-depth research will be essential. The City has planned for a follow-up survey that will make it possible to explore a limited number of ballot proposals in more detail. Specifically, the research will explore:

- ✓ Reactions to specific proposed ballot questions;
- ✓ Support for detailed individual provisions of the proposed measures;
- ✓ The impact of pro and con arguments on voter support; and
- ✓ The implications of having multiple measures on the same ballot.

Our recommendation is that the follow-up research omit the one measure that seems to be most straightforward and broadly supported (the increase in taxes on card rooms), as well as the two that seem to have the highest level of opposition (the City parking tax and the conveyance tax increase), and instead focus solely on the two measures that were more complex and had more tenuous initial support: the 911 fee replacement and the telephone utility users tax modernization.

**APPENDIX A:**  
**TOPLINE SURVEY RESULTS**

<p><b>SAN JOSE BALLOT MEASURE ASSESSMENT SURVEY</b>  <b>220-2563WT</b>  <b>A/B/C/D/E SPLIT</b>  <b>N = 602</b></p>
--

Time Began \_\_\_\_\_  
Time Ended \_\_\_\_\_  
Minutes \_\_\_\_\_

Hello, I'm \_\_\_\_\_ from F-M-M-A, a public opinion research company. I am definitely NOT trying to sell you anything. We are conducting an opinion survey about issues that interest people living in San Jose, and we are only interested in your opinions. May I speak to \_\_\_\_\_? **YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.**

1. In November 2008 there will be an election for President, Congress, and state and local ballot measures. I know it is a long way off, but looking ahead, how likely are you to vote in this election – will you definitely vote, probably vote, are the chances 50-50 that you will vote, or will you probably not vote?

Definitely vote ----- 88%  
Probably vote----- 11%  
50-50 ----- 1%  
Probably not vote ----- **TERMINATE**  
**(DEFINITELY NOT VOTE)----- TERMINATE**  
**(DON'T KNOW / NOT SURE)----- TERMINATE**

2. Next, how closely do you follow the news about San Jose City government and the City budget: very closely, somewhat closely, not too closely, or not at all?

(T)

Very closely----- 14%  
Somewhat closely ----- 40%  
Not too closely----- 35%  
Not at all ----- 11%  
**(DK/NA) ----- 0%**

3. Now I would like to ask you about several measures that may appear on a future City of San Jose ballot. After I read each one, please tell me whether you would you vote yes to support it, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO)** or just probably?" **(IF UNDECIDED, ASK:** Well, do you lean towards voting yes or no?)

**(SPLIT SAMPLE A, ASK ITEM a. FIRST THEN RANDOMIZE THE OTHERS)**  
**(SPLIT SAMPLE B, ASK ITEM b. FIRST THEN RANDOMIZE THE OTHERS)**  
**(SPLIT SAMPLE C, ASK ITEM c. FIRST THEN RANDOMIZE THE OTHERS)**  
**(SPLIT SAMPLE D, ASK ITEM d. FIRST THEN RANDOMIZE THE OTHERS)**  
**(SPLIT SAMPLE E, ASK ITEM e. FIRST THEN RANDOMIZE THE OTHERS)**

	<u>DEF</u> <u>YES</u>	<u>PROB</u> <u>YES</u>	<u>LEAN</u> <u>YES</u>	<u>LEAN</u> <u>NO</u>	<u>PROB</u> <u>NO</u>	<u>DEF</u> <u>NO</u>	<u>(DK/</u> <u>NA)</u>
[ ]a. A measure to replace the existing city emergency services fee with a tax in the same amount of one dollar and 75 cents per month, charged to each telephone line, with <u>no</u> increase in charges to phone customers, to fund City services such as police and fire, street repair, parks, and libraries.-----	31%	24%	5%	4%	8%	18%	10%
[ ]b. A measure to increase the tax charged when real estate is sold or transferred, from three dollars and 30 cents to four dollars and 95 cents per thousand dollars of property value, with most funding dedicated to park maintenance and improvements.-----	16%	17%	5%	6%	14%	33%	8%
[ ]c. A measure to help prevent cuts in city services like police, fire, street repair, parks and libraries by establishing a ten percent tax on use of city-owned parking facilities-----	23%	19%	5%	6%	10%	26%	11%
[ ]d. A measure to help prevent cuts in city services like police, fire, street repair, parks and libraries by increasing the tax on card room revenues in San Jose from 13 percent to 18 percent-----	44%	16%	5%	3%	9%	16%	7%
[ ]e. A measure to modernize the city's Telephone Utility Users Tax, with <u>no</u> rate increase, to treat taxpayers equally regardless of the technology used, including cell phones, land line, or voice-over-Internet service; with revenues used to continue funding city services like police, fire, street repair parks and libraries.-----	26%	26%	4%	4%	10%	15%	14%

**NOW I WOULD LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT SOME OTHER ISSUES FACING THE CITY OF SAN JOSE.**

4. Next, thinking about the overall quality of the services provided by the City of San Jose to its residents, would you say that you are..? **(READ LIST)**

- (T)
- Very satisfied----- 19%
  - Somewhat satisfied ----- 54%
  - Neither satisfied nor dissatisfied ----- 11%
  - Somewhat dissatisfied, or ----- 11%
  - Very dissatisfied----- 4%
  - (DON'T KNOW/NA)**----- 0%

5. And when you think about the job the City of San Jose is doing of managing its budget and finances, would you say that you are..? **(READ LIST)**

- Very satisfied----- 9%
- Somewhat satisfied ----- 33%
- Neither satisfied nor dissatisfied ----- 14%
- Somewhat dissatisfied, or ----- 20%
- Very dissatisfied----- 11%
- (DON'T KNOW/NA)**----- 13%

**(ASK Q6 ONLY CODES 3-5 IN Q5)**

6. In a few words of your own, why would you say you are not satisfied with the city's management of its budget and finances? **(OPEN END, RECORD VERBATIM RESPONSE BELOW)**

- Mismanagement / Wrong Focus / Spend/Waste Money On Unnecessary Things----- 37%
- Overspending / Inefficient Money Management / Can't Stay Within Budget ----- 10%
- Deficit / Don't Have Money / Can't Pay Bills----- 9%
- Ask For More Money/Raise Taxes Too Often----- 8%
- Salaries Are Too High / Overpaid City Employees----- 8%
- Information Not Provided To Residents / Don't Know What They're Doing ----- 6%
- Cuts / They Cut The Wrong Things----- 5%
- Commercial/Business Development/Zoning Is Poor ----- 4%
- Education Funding Is Not Sufficient----- 4%
- Job Performance Of City Workers Is Inadequate/Poor ----- 4%
- Results Aren't Seen For Taxes Paid----- 4%
- Courthouse/City Building Construction Costs----- 3%
- Personal Use Of Funds By City Employees ----- 2%
- Police/Law Enforcement/Fire Department Funding/Salaries Too High----- 2%
- Roads/Streets Not Repaired/Maintained ----- 2%
- Trash/Waste Pickup Problems ----- 2%
- Cronyism / Contracts Are Given To Mayor's Friends----- 1%
- Don't Listen To Residents/Voters----- 1%
- Hospital/Health Care Services Funding Is Inadequate ----- 1%
- Media Reports / What I've Heard ----- 1%
- Property Rights Infringement / Foreclosures ----- 1%
- Tax Revenue Is Insufficient / Need To Raise Taxes----- 0%
- Don't Know / NA / Refused----- 16%



**(RESUME ASKING ALL RESPONDENTS)**

**INSTRUCTIONS FOR RANDOMIZING QUESTION BLOCKS:**

- **SPLIT SAMPLE A, READ Q7-10 FIRST, THEN RANDOMIZE OTHERS**
- **SPLIT SAMPLE B, READ Q11-12 FIRST, THEN RANDOMIZE OTHERS**
- **SPLIT SAMPLE C, READ Q13-14 FIRST, THEN RANDOMIZE OTHERS**
- **SPLIT SAMPLE D, READ Q15-17 FIRST, THEN RANDOMIZE OTHERS**
- **SPLIT SAMPLE E, READ Q18-19 FIRST, THEN RANDOMIZE OTHERS**

**(BLOCK ONE: Q7-10)**

7. Now I would like to ask you more about the measure that would replace the city’s existing emergency services fee on each telephone line with a new tax in an identical amount.

The City of San Jose currently charges residents a monthly charge of one dollar and 75 cents per phone line in order to help pay for 9-1-1 emergency dispatch services. Due to a recent court decision, a number of California cities that charge such fees have decided to submit them to voters for approval. This measure would create a new tax on phone lines to replace the fees customers are currently paying – with no increase in costs to San Jose phone users. If approved, the measure will continue generating 24 million dollars per year for the city, which could be used for vital city services including police, fire, street repair, parks and libraries. If the measure is rejected by voters, the city may have to cut 24 million dollars from existing city services.

Having heard this, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON’T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: )** “Do you lean toward voting yes or no?”)

Definitely yes -----	34%
Probably yes -----	26%
Undecided, lean yes -----	7%
<b>TOTAL YES -----</b>	<b>67%</b>
Undecided, lean no -----	3%
Probably no -----	6%
Definitely no -----	15%
<b>TOTAL NO -----</b>	<b>23%</b>
<b>(DON’T READ) Need more info -----</b>	<b>8%</b>
<b>(DON’T READ) DK/NA -----</b>	<b>1%</b>

8. Next, suppose that instead of being used for general city services, the revenue raised by this measure were legally dedicated only to funding the cost of the city’s 9-1-1 emergency communications system – which is how the money from the current fee is used – and could not be used for other purposes. In that case, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON’T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: )** “Do you lean toward voting yes or no?”)

Definitely yes ----- 36%  
 Probably yes ----- 23%  
 Undecided, lean yes ----- 9%  
**TOTAL YES ----- 68%**

Undecided, lean no ----- 3%  
 Probably no ----- 10%  
 Definitely no ----- 10%  
**TOTAL NO----- 24%**

**(DON’T READ)** Need more info ----- 6%  
**(DON’T READ)** DK/NA----- 2%

9. And suppose that instead of creating a new tax that would be identical to the fee currently charged, this measure instead reduced the tax phone customers would pay by ten percent. In that case, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON’T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: )** “Do you lean toward voting yes or no?”

Definitely yes ----- 33%  
 Probably yes ----- 25%  
 Undecided, lean yes ----- 8%  
**TOTAL YES ----- 66%**

Undecided, lean no ----- 3%  
 Probably no ----- 9%  
 Definitely no ----- 10%  
**TOTAL NO----- 21%**

**(DON’T READ)** Need more info ----- 11%  
**(DON’T READ)** DK/NA----- 2%

10. Suppose that the amount of this tax were adjusted every year to account for inflation, with increases capped at no more than three percent per year. In that case, would you be more likely to support the measure, less likely to support the measure, or would it make no difference to you? **(IF MORE/LESS LIKELY, ASK: "Is that much MORE/LESS likely or just somewhat?")**

Much more likely -----	20%
Somewhat more likely-----	19%
<b>TOTAL MORE LIKELY-----</b>	<b>39%</b>
 Makes no difference-----	 23%
 Somewhat less likely-----	 12%
Much less likely-----	17%
<b>TOTAL LESS LIKELY -----</b>	<b>29%</b>
 (DON'T READ) DK/NA-----	 9%

**(BLOCK TWO: Q11-12)**

11. Now I would like to ask you a few more questions about the measure that would increase the city's real estate conveyance tax. The city currently charges a tax on real estate transactions, including those for homes and businesses. This measure would raise the tax by one dollar and 65 cents for every one thousand dollars of the property's value, with at least 64 percent of that money used for local parks. Having heard this, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: )** "Do you lean toward voting yes or no?"

Definitely yes -----	20%
Probably yes -----	16%
Undecided, lean yes-----	7%
<b>TOTAL YES -----</b>	<b>43%</b>
 Undecided, lean no -----	 6%
Probably no -----	14%
Definitely no -----	29%
<b>TOTAL NO-----</b>	<b>49%</b>
 (DON'T READ) Need more info -----	 7%
(DON'T READ) DK/NA-----	1%

12. Suppose that this ballot measure also allowed up to 40 percent of the revenue from the real estate conveyance tax, as opposed to the current 15 percent, to be used for repairing, operating, maintaining, and improving the safety of existing parks and city facilities, as opposed to just buying land and construction. In that case, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: )** "Do you lean toward voting yes or no?"

Definitely yes -----	20%
Probably yes -----	20%
Undecided, lean yes -----	5%
<b>TOTAL YES -----</b>	<b>46%</b>
Undecided, lean no -----	6%
Probably no -----	12%
Definitely no -----	24%
<b>TOTAL NO-----</b>	<b>42%</b>
<b>(DON'T READ) Need more info -----</b>	<b>10%</b>
<b>(DON'T READ) DK/NA-----</b>	<b>2%</b>

**(BLOCK THREE: Q13-14)**

13. Now I would like to ask you a few more questions about the measure that would establish a ten percent tax to use city-owned parking facilities. It would increase the cost of parking at city-owned facilities, including parking garages and lots located at the airport, regional parks, downtown and at the H-P Pavilion. This would raise about five million dollars to fund city services, of which 70 percent would be generated by parking at the Airport. Having heard this, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: )** "Do you lean toward voting yes or no?"

Definitely yes -----	23%
Probably yes -----	20%
Undecided, lean yes -----	7%
<b>TOTAL YES -----</b>	<b>51%</b>
Undecided, lean no -----	4%
Probably no -----	12%
Definitely no -----	26%
<b>TOTAL NO-----</b>	<b>42%</b>
<b>(DON'T READ) Need more info -----</b>	<b>6%</b>
<b>(DON'T READ) DK/NA-----</b>	<b>1%</b>

14. Suppose that the ten percent tax established by this measure applied to private parking lots, as well as to city-owned lots. In that case, the measure would generate an additional five million dollars for city services. In that case, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: )** "Do you lean toward voting yes or no?"

Definitely yes ----- 21%  
 Probably yes ----- 18%  
 Undecided, lean yes ----- 5%  
**TOTAL YES ----- 44%**

Undecided, lean no ----- 5%  
 Probably no ----- 14%  
 Definitely no ----- 30%  
**TOTAL NO----- 49%**

**(DON'T READ) Need more info ----- 5%**  
**(DON'T READ) DK/NA----- 1%**

**(BLOCK FOUR: Q15-17)**

15. Now I would like to ask a few more questions about the ballot measure that would increase the tax on card rooms in the City of San Jose from 13 percent to 18 percent. The city currently charges a business tax on card rooms in San Jose that provide a place to play card games like poker. This measure would increase that tax from 13 percent to 18 percent of card room revenues, which would generate an additional two million dollars to the city to fund services like police, fire, street repair, parks, and libraries. Having heard this, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: )** "Do you lean toward voting yes or no?"

Definitely yes ----- 47%  
 Probably yes ----- 21%  
 Undecided, lean yes ----- 6%  
**TOTAL YES ----- 74%**

Undecided, lean no ----- 2%  
 Probably no ----- 6%  
 Definitely no ----- 13%  
**TOTAL NO----- 21%**

**(DON'T READ) Need more info ----- 4%**  
**(DON'T READ) DK/NA----- 1%**

16. Suppose that this measure increased taxes on card rooms to 15 percent, instead of to 18 percent. In that case, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: ) "Do you lean toward voting yes or no?"**

Definitely yes ----- 47%  
 Probably yes ----- 19%  
 Undecided, lean yes ----- 7%  
**TOTAL YES ----- 72%**

Undecided, lean no ----- 2%  
 Probably no ----- 7%  
 Definitely no ----- 13%  
**TOTAL NO----- 23%**

**(DON'T READ) Need more info ----- 4%**  
**(DON'T READ) DK/NA----- 1%**

17. And suppose that this measure also allowed an increase in the number of tables that card rooms were allowed to operate, as well as increasing the tax rate. In that case, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: ) "Do you lean toward voting yes or no?"**

Definitely yes ----- 37%  
 Probably yes ----- 19%  
 Undecided, lean yes ----- 5%  
**TOTAL YES ----- 60%**

Undecided, lean no ----- 4%  
 Probably no ----- 10%  
 Definitely no ----- 17%  
**TOTAL NO----- 31%**

**(DON'T READ) Need more info ----- 6%**  
**(DON'T READ) DK/NA----- 2%**

**(BLOCK FIVE: Q18-19)**

18. Let me ask you a few more questions about the measure that would update the city’s telephone utility user’s tax to apply equally to all San Jose consumers, regardless of the technology they use, with no increase in tax rates. San Jose currently charges a five percent utility users tax that covers several utilities, including telephone service. It does not apply to out of state telephone calls on land lines, voice-over-Internet telephone services or other new technologies. This measure would update the telephone utility user’s tax to apply equally to all San Jose consumers for all telephone services, regardless of the technology they use. It would not raise existing tax rates, and would enable the city to adapt the telephone utility user’s tax to new and developing technologies in the future.

Having heard this, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: )** “Do you lean toward voting yes or no?”

Definitely yes -----	25%
Probably yes -----	20%
Undecided, lean yes-----	8%
<b>TOTAL YES -----</b>	<b>53%</b>
Undecided, lean no -----	5%
Probably no -----	13%
Definitely no -----	19%
<b>TOTAL NO-----</b>	<b>36%</b>
<b>(DON’T READ) Need more info -----</b>	<b>8%</b>
<b>(DON’T READ) DK/NA-----</b>	<b>3%</b>

19. Suppose that in addition to updating the telephone utility user’s tax to apply equally to all San Jose consumers, regardless of the technology they use, this measure also reduced the current tax rate by one-quarter percent. In that case, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, NEED MORE INFORMATION ASK: )** “Do you lean toward voting yes or no?”

Definitely yes -----	32%
Probably yes -----	20%
Undecided, lean yes-----	7%
<b>TOTAL YES -----</b>	<b>59%</b>
Undecided, lean no -----	5%
Probably no -----	9%
Definitely no -----	15%
<b>TOTAL NO-----</b>	<b>29%</b>
<b>(DON’T READ) Need more info -----</b>	<b>10%</b>
<b>(DON’T READ) DK/NA-----</b>	<b>2%</b>

**HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.**

20. Do you own or rent the house or apartment where you live?

- Own ----- 79%
- Rent ----- 18%
- (DON'T READ)** Don't know/Refused--- 3%

21. What was the last level of school you completed?

- Grades 1-8 ----- 0%
- Grades 9-11 ----- 2%
- High school graduate (12)----- 14%
- Some college ----- 23%
- Business/Vocational school ----- 4%
- College graduate (4)----- 40%
- Post-Graduate work/Professional school----- 16%
- (DON'T READ)** DK/Refused ----- 1%

22. Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it....?

- Hispanic/Latino----- 17%
- African-American----- 3%
- Asian ----- 16%
- Caucasian/White ----- 57%
- Native American/Indian----- 2%
- Some other group or identification ---- 1%
- (DON'T READ)** Refused ----- 4%

23. In what year were you born?

- 1990-1984 (18-24) ----- 5%
- 1983-1979 (25-29) ----- 5%
- 1978-1974 (30-34) ----- 7%
- 1973-1969 (35-39) ----- 8%
- 1968-1964 (40-44) ----- 11%
- 1963-1959 (45-49) ----- 11%
- 1958-1954 (50-54) ----- 12%
- 1953-1949 (55-59) ----- 10%
- 1948-1944 (60-64) ----- 8%
- 1943-1934 (65-74) ----- 10%
- 1933 or earlier (75 & over) ----- 7%
- (DON'T READ)** Refused ----- 6%



24. I don't need to know the exact amount but I'm going to read you some categories for household income. Please stop me when I read the category for the total combined income for all people in your household before taxes in 2007?

\$30,000 and under-----	8%
\$30,001 - \$60,000 -----	12%
\$60,001 - \$75,000 -----	12%
\$75,001 - \$100,000 -----	13%
\$100,001 - \$150,000 -----	17%
More than \$150,000 -----	11%
<b>(DON'T READ) Refused -----</b>	<b>27%</b>

25. Are there any children under the age of 18 living in your household?

Yes-----	33%
No-----	66%
<b>(DK/NA) -----</b>	<b>1%</b>

<b>THANK AND TERMINATE</b>
----------------------------

**GENDER (BY OBSERVATION):**

Male-----	48%
Female-----	52%

**PARTY REGISTRATION:**

Democrat-----	49%
Republican-----	27%
Decline to State-----	21%
Other-----	3%

Name \_\_\_\_\_

Phone# \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_

Voter ID# \_\_\_\_\_

Zip Code \_\_\_\_\_

Interviewer \_\_\_\_\_

Cluster # \_\_\_\_\_

Verified by \_\_\_\_\_

Page # \_\_\_\_\_

**FLAGS**

P02 -----40%  
 G02 -----54%  
 R03 -----65%  
 P04 -----55%  
 G04 -----85%  
 N05 -----68%  
 P06 -----56%  
 G06 -----81%  
 F08 -----78%  
 BLANK -----0%

**VOTE BY MAIL**

1 -----23%  
 2 -----12%  
 3 + -----25%  
 Blank -----40%

**PERMANENT ABSENTEE**

Yes -----61%  
 No -----39%

**HOUSEHOLD PARTY TYPE**

Dem 1 ----- 19%  
 Dem 2 + ----- 18%  
 Rep 1 ----- 8%  
 Rep 2 + ----- 10%  
 Ind 1 + ----- 17%  
 Mix ----- 27%

**CITY COUNCIL DISTRICT**

1 ----- 9%  
 2 ----- 10%  
 3 ----- 7%  
 4 ----- 11%  
 5 ----- 6%  
 6 ----- 12%  
 7 ----- 7%  
 8 ----- 12%  
 9 ----- 13%  
 10 ----- 13%

**SUPERVISORIAL DISTRICT**

1 ----- 29%  
 2 ----- 25%  
 3 ----- 20%  
 4 ----- 23%  
 5 ----- 3%