Memorandum

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: Tom Manheim

SUBJECT: DRAFT BUDGET PRIORITIZATION SURVEY

DATE: 1-04-10

Approved _____ Date 1/4/10

INFORMATION

When the City Council approved the current contract with Fairbanks, Maslin, Maullin & Associates for consultant survey services in 2008, it directed the Administration to provide draft survey questions to the City Council for review prior to initiating the survey field work. Consistent with that direction, draft questions for the 2010 Budget Prioritization Survey are attached.

As has been the case in past years, the survey tests public attitudes about various alternatives that could potentially be used to bring the City's budget back into balance. Potential revenue measures are tested, and respondents will also be asked how they would prioritize certain programs and services. In addition, this year's survey will provide data on how respondents would prioritize spending in five major priority goal areas for the City. This information will be used as part of the Program Prioritization effort that is currently underway.

In order to ensure that the survey results have been publicly distributed prior to the February 16th Budget Study Session, the survey must be finalized and in the field by January 14. As a result, **all comments on the survey must be received by Friday, January 8**, in order to be considered. Please email or route your comments directly to me by that date.

If you have any questions or would like to discuss the survey, please contact me at 535-8170.

TOM MANHEIM
Communications Director

Attachment

2010 CITY OF SAN JOSÉ COMMUNITY BUDGET SURVEY
320-422
DRAFT 5
A/B SPLITS

Time Began_____

Time Ended_____

Minutes_____

Hello, I'm_____ from F-M-3, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of San José. **(IF RESPONDENT REPLIES IN SPANISH OR VIETNAMESE, OR DESIRES TO SPEAK ONE OF THESE LANGUAGES, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS THE APPROPRIATE LANGUAGE.)** We are definitely not trying to sell anything, and we are only interested in your opinions.

(FOR <u>LISTED</u> SAMPLE, READ THE FOLLOWING INTRO:)
May I speak to_____? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

(FOR <u>BOTH</u> RDD SAMPLES, READ THE FOLLOWING INTRO:)
May I speak with the adult in your household who celebrated a birthday most recently? **(IF NOT AVAILABLE, ASK:)** May I speak to another adult member of your household who is 18 years old or older?"

(RESUME ASKING ALL RESPONDENTS IN <u>ALL</u> SAMPLES)
1.   Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a safe place where you can talk? **(NOTE: TERMINATE RESPONDENTS FROM THE CELL PHONE ONLY SAMPLE IF THEY DO NOT ANSWER ON A CELL PHONE.)**

    Yes, cell and in safe place--- **(ASK Q2 IF CELL SAMPLE; ELSE SKIP TO Q3)**-----1
    Yes, cell not in safe place --- TERMINATE
    No, not on cell------------**(TERMINATE IF CELL SAMPLE; ELSE SKIP TO Q3)**-----2
    (DON'T READ) DK/NA/REFUSED --------------------------------------- TERMINATE

(ASK ONLY OF CELL PHONE RDD SAMPLE)
2.   Of all the personal telephone calls that you receive, that is calls not related to your job, do you get all calls on a cell phone, almost all calls on a cell phone, some on a cell phone and some on a regular home phone, or all or almost all calls on a regular home phone?

    All calls on a cell phone --1
    Almost all calls on a cell phone --2
    Some calls on a cell phone and some on a regular home phone--------- TERMINATE
    All or almost all calls on a regular home phone ------------------------- TERMINATE
    (DON'T READ) DK/NA/REFUSED ------------------------------------- TERMINATE

(RESUME ASKING ALL RESPONDENTS IN <u>BOTH</u> RDD SAMPLES)

3.   I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? **(TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST OF SAN JOSE ZIPS)**

(RECORD ZIP CODE) _____

4.   Do you live in the City of San José **(ho-ZAY)** or in some other city?

San José --1
All other responses -------------- TERMINATE
(DON'T KNOW/NA) ------------ TERMINATE

(RESUME ASKING ALL RESPONDENTS IN <u>ALL</u> SAMPLES)

> **NOW I WOULD LIKE TO ASK YOU ABOUT SOME DIFFERENT MEASURES THAT MAY APPEAR ON AN UPCOMING CITY OF SAN JOSE BALLOT IN A FUTURE ELECTION. PLEASE LISTEN CAREFULLY TO THE DESCRIPTION OF EACH ONE, AND THEN TELL ME HOW YOU THINK YOU MIGHT VOTE.**

5.   The first measure is entitled **The City of San José (ho-ZAY) Vital City Services Measure**, and reads as follows:

"In order to provide **(SPLIT A ONLY: temporary emergency)** funding to protect and maintain essential City services such as police patrols, fire protection, 9-1-1 emergency response, street maintenance, pothole repair, parks and libraries, youth and senior recreation programs, and neighborhood watch and crime prevention, shall an ordinance be adopted to enact a <u>one-half cent sales tax</u> **(SPLIT A ONLY: limited to 6 years)** subject to existing financial audits and public expenditure reports?"

If there were an election today, 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, ASK: "Do you lean toward voting yes or no?")**

Definitely yes ------------------------------------1
Probably yes------------------------------------2
Undecided, lean yes ----------------------------3
Undecided, lean no ------------------------------4
Probably no ------------------------------------5
Definitely no ------------------------------------6
(DON'T READ) DK/NA ----------------------7

(ONLY ASK QX IF CODES 2-7 IN QX)

6.   Suppose the measure I just described to you enacted a one-quarter cent sales tax instead of a one-half cent sales tax. In that case, would you 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, ASK: "Do you lean toward voting yes or no?")**

Definitely yes ------------------------------------1
Probably yes------------------------------------2
Undecided, lean yes ----------------------------3
Undecided, lean no ------------------------------4
Probably no ------------------------------------5
Definitely no ------------------------------------6
(DON'T READ) DK/NA ----------------------7

(RESUME ASKING ALL RESPONDENTS)

7.   Now let me provide you with some additional background information. City employees are currently in discussions with the City to voluntarily reduce their compensation by 5 percent to help address the City's

budget deficit. If City employees were to voluntarily reduce their compensation by 5 percent, would you be more or less likely to support a <u>one-half cent sales tax</u> to protect and maintain essential City services like police patrols, fire protection, street repair, parks and libraries. **(IF MORE/LESS, ASK:** "Is that much **MORE/LESS** likely or just somewhat?")

Much more likely ------------------------------------1
Somewhat more likely------------------------------2
Somewhat less likely ------------------------------3
Much less likely------------------------------------4
(DON'T READ) No difference-----------------5
(DON'T READ) DK/NA ------------------------6

8.   Now I would like to ask you about three other measures that may appear on a future City of San José **(ho-ZAY)** ballot. Each measure would provide funding to protect and maintain essential City services such as police patrols, fire protection, 9-1-1 emergency response, street maintenance, pothole repair, parks and libraries, youth and senior recreation programs. 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?) **(RANDOMIZE)**

		DEF YES	PROB YES	LEAN YES	LEAN NO	PROB NO	DEF NO	(DK/ NA)
[ ]a.	A measure to protect and maintain essential City services like police patrols, fire protection, street repair, parks and libraries by <u>establishing a ten percent tax on parking facility rates in San José</u> **(ho-ZAY)**.	1	2	3	4	5	6	7
[ ]b.	A measure to protect and maintain essential City services like police patrols, fire protection, street repair, parks and libraries by <u>increasing and modernizing the tax that businesses pay and regularly adjusting the tax for inflation</u>.	1	2	3	4	5	6	7
[ ]c.	A measure to protect and maintain essential City services like police patrols, fire protection, street repair, parks and libraries by increasing the tax, paid by waste disposal companies, on waste they dump at waste disposal facilities from <u>13 dollars per ton to seventeen dollars and fifty cents per ton and regularly adjusting the tax for inflation</u>.	1	2	3	4	5	6	7

9.   Next, I would like to ask you about a proposal the Mayor and City Council may consider. This proposal would raise funds and help prevent cuts in City services like police, fire, street repair, parks and libraries by

(SPLIT SAMPLE C) increasing the number of tables that card rooms are allowed to operate in the City.

(SPLIT SAMPLE D) increasing the tax on card room revenues in San Jose from 13 percent to 15 percent and increasing the number of tables that card rooms are allowed to operate in the City.

(RESUME ASKING ALL RESPONDENTS)
Does this sound like something you would support or oppose? **(IF SUPPORT/ OPPOSE, ASK:** "Is that strongly **SUPPORT/OPPOSE** or somewhat?")

> Strongly support ----------------------------------1
> Somewhat support ----------------------------------2
> Somewhat oppose ----------------------------------3
> Strongly oppose ----------------------------------4
> **(DON'T READ)** DK/NA ---------------------- 5

(RESUME ASKING ALL RESPONDENTS)
MY NEXT QUESTIONS DEAL WITH SAN JOSÉ'S CITY GOVERNMENT BUDGET.

(SPLIT SAMPLE A ONLY)
10.   First, do you expect the City's budget to be better or worse twelve months from now? **(IF BETTER/WORSE, ASK: Is that much BETTER/WORSE or somewhat BETTER/ WORSE?)**

> Much better ---------------------------------------1
> Somewhat better ----------------------------------2
> Somewhat worse ----------------------------------3
> Much worse---------------------------------------4
> **(DON'T READ)** No difference ---------------5
> **(DON'T READ)** DK/NA ----------------------6

(SPLIT SAMPLE B ONLY)
11.   First, do you currently have a generally positive or generally negative feeling about the City's budget?
(IF POSITIVE/NEGATIVE, ASK: Is that very POSITIVE/NEGATIVE or somewhat POSITIVE/NEGATIVE?)

> Very positive---------------------------------------1
> Somewhat positive----------------------------------2
> Somewhat negative----------------------------------3
> Much negative ----------------------------------4
> **(DON'T READ)** Neutral----------------------5
> **(DON'T READ)** DK/NA ----------------------6

(RESUME ASKING ALL RESPONDENTS)

12.　　First, I am going to ask you to play the role of city budget director. The City of San José **(ho-ZAY)** has <u>five</u> major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars <u>out of 100</u> you would spend on each goal, keeping in mind that <u>the total must add up to 100 dollars</u>. **(READ RANDOMIZED LIST OF GOALS; REREAD INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS $100)**

PRIORITY GOAL	MEAN DOLLAR AMOUNT
[ ] A safe City	MDA
[ ] A prosperous economy	MDA
[ ] An attractive vibrant community	MDA
[ ] A green sustainable City	MDA
[ ] A reliable well-maintained infrastructure	MDA
TOTAL	$100

13.　　Next, I am going to read you a list of some specific <u>public safety</u> services provided by the City of San José **(ho-ZAY)**. It is likely that some of these services will need to be reduced next year given the City's projected budget shortfall. After I read each one, please tell me whether you would find each of the following <u>public safety</u> budget cuts to be completely acceptable, somewhat acceptable, or not at all acceptable as a way of helping to balance the City's budget. **(RANDOMIZE)**

		COMP. ACC.	SMWT ACC.	NOT ACC.	(DK/ NA)
(SPLIT SAMPLE A ONLY)					
[ ]a.	Reducing public information desk hours at the police station	1	2	3	4
[ ]b.	Reducing after-school athletic programs for young people	1	2	3	4
[ ]c.	Reducing enforcement of traffic laws that protect the safety of drivers, bikers, and pedestrians	1	2	3	4
[ ]d.	Reducing investigation of robberies	1	2	3	4
[ ]e.	Reducing the SWAT team that provides special skills and equipment to address critical incidents involving threats to life	1	2	3	4
[ ]f.	Reducing the police canine unit for detecting drugs and explosives	1	2	3	4
[ ]g.	Reducing police officers dedicated to maintaining school safety	1	2	3	4
[ ]h.	Reducing investigation of violent crimes and assaults	1	2	3	4
[ ]i.	Reducing the number of police officers patrolling downtown on horseback	1	2	3	4
[ ]j.	Reducing the number of City fire stations	1	2	3	4
[ ]k.	Reducing the Fire Department's hazardous materials unit	1	2	3	4
[ ]l.	Reducing hours dedicated to non-emergency response community police patrols	1	2	3	4

		COMP. ACC.	SMWT ACC.	NOT ACC.	(DK/ NA)

(SPLIT SAMPLE B ONLY)

		COMP. ACC.	SMWT ACC.	NOT ACC.	(DK/NA)
[ ]m.	Deferring the opening of the South San Jose Police Substation under construction near the highway 101 and 85 interchange	1	2	3	4
[ ]n.	Reducing the number of officers dedicated to investigating and preventing gang-related crimes	1	2	3	4
[ ]o.	Reducing crossing guards to protect students walking to school	1	2	3	4
[ ]p.	Reducing investigation of property-related crimes like theft and burglary	1	2	3	4
[ ]q.	Reducing the police helicopter to support criminal pursuits and other police activities	1	2	3	4
[ ]r.	Reducing a police unit dedicated to reducing urban crimes, such as drugs, vagrancy and prostitution	1	2	3	4
[ ]s.	Lengthening 9-1-1 emergency response times	1	2	3	4
[ ]t.	Reducing domestic violence and child abuse response services	1	2	3	4
[ ]u.	Reducing investigation of sexual assault crimes	1	2	3	4
[ ]v.	Reducing investigation of homicides and murders	1	2	3	4
[ ]w.	Rotating closures of the City's fire stations	1	2	3	4
[ ]x.	Reducing the number of firefighters and fire-fighting equipment assigned to certain stations	1	2	3	4

(RESUME ASKING ALL RESPONDENTS)

14. Next, I am going to read you a list of different services. These are specific <u>neighborhood</u> services provided by the City of San José **(ho-ZAY)**. It is also likely that some of these services will need to be reduced next year given the City's projected budget shortfall. After I read each one, please tell me whether you would find each of the following <u>neighborhood</u> budget cuts to be completely acceptable, somewhat acceptable, or not at all acceptable as a way of helping to balance the City's budget. **(RANDOMIZE)**

(SPLIT SAMPLE A ONLY)

		COMP. ACC.	SMWT ACC.	NOT ACC.	(DK/NA)
[ ]a.	Reducing maintenance and upkeep of neighborhood parks	1	2	3	4
[ ]b.	Reducing sports and recreation programs	1	2	3	4
[ ]c.	Reducing the number of days that libraries are open	1	2	3	4
[ ]d.	Reducing graffiti removal services	1	2	3	4
[ ]e.	**(T)** Closing some community centers	1	2	3	4
[ ]f.	Reducing the number park rangers for the City's regional parks	1	2	3	4

		COMP. ACC.	SMWT ACC.	NOT ACC.	(DK/ NA) (SPLIT

SAMPLE B ONLY)

[ ]g. Reducing maintenance and upkeep of regional parks----------- 1 -----------2----------- 3 -----------4

[ ]h. Reducing recreational and therapeutic **(ther-uh-PYOO-tik)** services for residents with mental illnesses ----------- 1 -----------2----------- 3 -----------4

[ ]i. Reducing youth sports and recreation programs ----------------- 1 -----------2----------- 3 -----------4

[ ]j. Reducing programs to promote good nutrition among seniors --- 1 -----------2----------- 3 -----------4

[ ]k. Reducing anti-gang and at-risk youth development programs -- 1 -----------2----------- 3 -----------4

[ ]l. Reducing enforcement of building codes -------------------------- 1 -----------2----------- 3 -----------4

(RESUME ASKING ALL RESPONDENTS)

15. Next, the City currently provides many services to its residents, but will not generate enough revenue to continue providing services at current levels in the future. Please tell me which <u>one</u> of the following three strategies the City of San José **(ho-ZAY)** should place the <u>highest</u> priority on to address its budget shortfall: **IF FIRST CHOICE MADE, FOLLOW UP BY ASKING:** And which should be the City's <u>second</u> highest priority? **(RANDOMIZE)**

		FIRST PRIORITY	SECOND PRIORITY
[ ]a.	Reducing City's employees' compensation and retirement benefits	1	1
[ ]b.	Reducing existing City services	2	2
[ ]c.	Raising additional revenue, including taxes or fees	3	3
	(DON'T READ) All	4	4
	(DON'T READ) None	5	5
	(DON'T READ) Don't Know	6	6

16. Next, even if the City and its employees agree upon substantial reductions to employees' compensation and retirement benefits, San José **(ho-ZAY)** will still face a large budget shortfall and will not generate enough revenue to continue providing services at current levels in the future. With that in mind, in making decisions about the budget, should the City of San José **(ho-ZAY)** place a higher priority on: **(RANDOMIZE)**

[ ] Reducing existing City services to reduce the need to raise additional revenue, including taxes or fees --1

OR

[ ] Raising additional revenue, including taxes or fees, to reduce the need to cut existing City services --2

(DON'T READ)
(BOTH) --3
(NEITHER) --4
(DON'T KNOW/NA) --5

NOW LET ME GIVE YOU SOME MORE INFORMATION ABOUT THIS YEAR'S CITY BUDGET. OVER THE PAST 8 YEARS, THE CITY HAS FACED A SERIES OF BUDGET DEFICITS. IN ORDER TO BALANCE THE BUDGET, THE CITY HAS IMPLEMENTED OVER 450 MILLION DOLLARS IN BUDGET REDUCTIONS – ELIMINATING OR REDUCING A VAREITY OF CITY SERVICES, AND CUTTING NEARLY ONE THOUSAND

FULL TIME EMPLOYEE POSITIONS. HOWEVER, THE CITY STILL FACES A NEARLY 100 MILLION DOLLAR BUDGET SHORTFALL IN NEXT YEAR'S BUDGET.

NOW I WOULD LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE POTENTIAL BALLOT MEASURES WE HAVE BEEN DISCUSSING.

17.   First, I am going to read you some statements from people who support the first measure I read to you, the measure that would enact a one-half cent sales tax to protect and maintain essential City services like police patrols, fire protection, street repair, parks and libraries. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support such a measure. If you do not believe the statement, please tell me that too. (RANDOMIZE)

		VERY CONV.	SMWHT CONV.	NOT CONV.	DON'T BELIEVE	(DK/NA)
[ ]a.	Over the past eight years, the City has eliminated nearly one thousand full time employee positions to address its budget deficit. The City cannot make any more cuts to its workforce without reducing vital services.	1	2	3	4	5
[ ]b.	To help address the City's budget deficit, City employees are in discussions with the City to voluntarily reduce their compensation by five percent even in these difficult economic times. This ballot measure is needed to fill the rest of the budget gap and avoid drastic cuts to services.	1	2	3	4	5
[ ]c.	This measure would create guaranteed local funding for our vital city services that cannot be taken by Sacramento, ensuring our tax dollars are spent locally for San José (ho-ZAY) residents.	1	2	3	4	5
[ ]d.	All funds raised by this measure will be subject to existing audits and full public review of all spending, to ensure that the money is spent properly.	1	2	3	4	5

18.   Now that you have heard more about it, let me ask you again about the measure that would enact a <u>one-half cent sales tax</u> to protect and maintain essential City services like police patrols, fire protection, street repair, parks and libraries. Do you think you would you 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, ASK:** "Do you lean toward voting yes or no?")

Definitely yes ----------------------------------1
Probably yes----------------------------------2
Undecided, lean yes ----------------------------3
Undecided, lean no ----------------------------4
Probably no----------------------------------5
Definitely no ----------------------------------6
(DON'T READ) DK/NA ----------------------7

19.   Next, I am going to read you some statements from people who <u>oppose</u> the measure to enact a <u>one-half cent sales tax</u> to protect and maintain essential City services like police patrols, fire protection, street repair, parks and libraries. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to <u>oppose</u> such a measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	VERY CONV.	SMWHT CONV.	NOT CONV.	DON'T BELIEVE	(DK/NA)
[ ]a. With more people getting laid-off every day, the worst economy in a generation, and the state sales tax recently increasing, this is not the right time to raise taxes.	1	2	3	4	5
[ ]b. The City should cut wasteful spending and reduce city bureaucracy instead of raising taxes on hard-working San José (ho-ZAY) residents.	1	2	3	4	5
[ ]c. We cannot trust City government to spend the money from a sales tax increase appropriately. The money will end up being wasted.	1	2	3	4	5

20.   Now that you have heard more about it, let me ask you again about the measure that would enact a <u>one-half cent sales tax</u> to protect and maintain essential City services like police patrols, fire protection, street repair, parks and libraries. Do you think you would you 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, ASK:** "Do you lean toward voting yes or no?")

Definitely yes ----------------------------------1
Probably yes----------------------------------2
Undecided, lean yes ----------------------------3
Undecided, lean no ----------------------------4
Probably no----------------------------------5
Definitely no ----------------------------------6
(DON'T READ) DK/NA ----------------------7

(ROTATE QX AND QX)

21.   Next, I would like to ask you a question about a <u>different</u> ballot measure. This is the measure I mentioned earlier that would help protect and maintain City services like police patrols, fire protection, street repair, parks and libraries by increasing the tax, paid by waste disposal companies, on waste they dump at waste disposal facilities from 13 dollars per ton to seventeen dollars and fifty cents per ton. Here are statements from supporters and opponents of the measure. **(RANDOMIZE)**

[ ] **SUPPORTERS** of this measure say it would provide a stable source of revenue to fund vital city services without raising taxes on local residents by increasing the tax paid by waste hauling companies – that has not been increased since 1992 – making it equivalent to the amount they pay in other cities and regularly adjusting it for inflation.

[ ] **OPPONENTS** of this proposal say that waste hauling companies will simply past the cost of this tax on to San Jose residents in the form of higher rates. We should not be raising taxes or fees that will increase costs on San Jose families at a time when many are having a hard time getting by.

Now that you have heard more about it, 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 ------------------------------------1
Probably yes------------------------------------2
Undecided, lean yes---------------------------3
Undecided, lean no ---------------------------4
Probably no------------------------------------5
Definitely no ------------------------------------6
(DON'T READ) DK/NA ----------------------7

(RANDOMIZE QX AND QX)

22.   Next, I would like to ask you a question about a _different_ ballot measure. This is the measure I mentioned earlier that would protect and maintain City services like police patrols, fire protection, street repair, parks and libraries by increasing and modernizing the tax that businesses pay and regularly adjusting it for inflation. Here are statements from supporters and opponents of the measure. **(RANDOMIZE)**

[ ] **SUPPORTERS** of this measure say that business tax rates have not changed since they were adopted in 1984. This measure could result lower taxes for small business friendly and modernizing the business tax to reflect the new industries that have developed since 1984 and keep up with inflation over time. It will ensure that San José **(ho-ZAY)** businesses pay their fair share, just like residents, to protect and maintain essential City services and treat business fairly.

[ ] **OPPONENTS** of this proposal say that raising taxes during an economic recession is the wrong thing to do. This tax could result in a significant across-the-board increase in business taxes, hurting San José's **(ho-ZAYS)** small businesses and driving others to relocate in neighboring cities with lower tax rates.

Now that you have heard more about it, 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 --1
Probably yes--2
Undecided, lean yes ----------------------------3
Undecided, lean no ----------------------------4
Probably no--5
Definitely no --6
(DON'T READ) DK/NA ----------------------7

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

23.   About how long have you lived in San José **(ho-ZAY)**? **(READ LIST)**

Ten years or less ----------------------------- 1
11 to 20 years ----------------------------------- 2
21 to 30 years ----------------------------------- 3
31 to 40 years ----------------------------------- 4
41 years or more----------------------------- 5
(DON'T READ) Don't know/Refused-------- 6

24.   **(T)** Do you live in a single-residence detached home, or do you live in a multi-family apartment, mobile home park, or condo building?

Single family detached house --------------- 1
Multi-family apt/condo ----------------------- 2
Mobile home park ----------------------------- 3
(DON'T READ) Don't know/Refused-------- 4

25. Do you own or rent the house or apartment where you live?
(T)

```
Own ------------------------------------------------- 1
Rent ------------------------------------------------ 2
(DON'T READ) Don't know/Refused-------- 3
```

26. Are there any children under the age of 18 living in your household?
(T)

```
Yes------------------------------------------------- 1
No -------------------------------------------------- 2
(DK/NA)-------------------------------------------- 3
```

27. What was the last level of school you completed?
(T)

```
Grades 1-8 ---------------------------------------- 1
Grades 9-11--------------------------------------- 2
High School Graduate (12)--------------------- 3
Some College ------------------------------------ 4
Business/Vocational School------------------ 5
College Graduate (4) --------------------------- 6
Post-Graduate Work/Professional
  School ------------------------------------------- 7
(DON'T READ) DK/Refused ----------------- 8
```

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

```
Hispanic/Latino---------------------------------- 1
African-American ------------------------------- 2
Asian/Pacific Islander------------------------- 3
Caucasian/White-------------------------------- 4
Native American/Indian ----------------------- 5
Some other group or identification---------- 6
(DON'T READ) Refused------------------------ 7
```

29. In what year were you born?
(T)

```
1992-1986 (18-24)----------------------------- 1
1985-1981 (25-29)----------------------------- 2
1980-1976 (30-34)----------------------------- 3
1975-1971 (35-39)----------------------------- 4
1970-1966 (40-44)----------------------------- 5
1965-1961 (45-49)----------------------------- 6
1960-1956 (50-54)----------------------------- 7
1955-1951 (55-59)----------------------------- 8
1950-1946 (60-64)----------------------------- 9
1945-1936 (65-74)----------------------------10
1935 or earlier (75 & over) ------------------11
(DON'T READ) DK/Refused ----------------12
```

30. I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2009?

(T)

```
$10,000 and under ------------------------------ 1
$10,001 - $20,000 ------------------------------ 2
$20,001 - $30,000 ------------------------------ 3
$30,001 - $60,000 ------------------------------ 4
$60,001 - $75,000 ------------------------------ 5
$75,001 - $100,000 ----------------------------- 6
$100,001 - $150,000---------------------------- 7
More than $150,000----------------------------- 8
(DON'T READ) Refused -------------------- 9
```

(ASK QXX- QXX OF <u>BOTH</u> RDD SAMPLES ONLY)
31. Are you a registered voter in the City of San José **(ho-ZAY)**?

```
Yes --------------------(CONTINUE TO QXX AND QXX)-- 1
No------------------------------------------- (SKIP TO QXX)-- 2
(DON'T READ) Refused ---------------- (SKIP TO QXX)-- 3
```

(IF "YES" IN QXX ASK:)
32. Are you registered as a Democrat, as a Republican, as a member of another political party, or as declining to state a party affiliation?

```
Democrat ------------------------------------- 1
Republican ----------------------------------- 2
Other/Declining to State---------------------- 3
(DON'T READ) Refused -------------------- 4
```

(ASK ALL RESPONDENTS WHO ARE "YES" IN QXX, AND ASK ALL VOTERS ON THE LISTED SAMPLE)
33. Which of the following best describes how often you vote in local elections: **(READ LIST)**

```
I never miss an election --------------------------------------- 1

I vote in almost all elections ---------------------------------- 2

I vote in most major elections, but occasionally miss one --------- 3

I only vote in some elections, or----------------------------- 4

I rarely vote------------------------------------------------- 5

(DON'T READ) Refused --------------------------------------- 6
```

(RESUME ASKING ALL RESPONDENTS IN <u>ALL</u> SAMPLES)

34.   Here is my final question. Could you tell me the cross streets of the main intersection near where you live? **(WRITE IN STREET NAMES)**

Street _____

with

Street _____

THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.

Gender by observation: Male --- 1
                                        Female -- 2

Language by observation: English -------------------------------------- 1
                                        Spanish ------------------------------------- 2
                                        Vietnamese -------------------------------- 3

Sample: Standard RDD-------------------------------- 1
                                          Cell Phone RDD ---------------------------- 2
                                          Voter List----------------------------------- 3

Phone # _____

Date _____   ZIP _____

City _____   County _____

Interviewer _____   Cluster # _____

Verified by _____   Page # _____

(RECORD BELOW FOR VOTER LIST SAMPLE ONLY)
Party: From file

Democrat --- 1
Republican --- 2
Decline-to-state --- 3
Other party --- 4

Name_____

Address_____

City _____

Zip _____

Page #_____

Voter ID # _____

Precinct _____

Interviewer_____

FLAGS

R03 --- 1
P04 --- 2
G04 --- 3
N05 --- 4
P06 --- 5
G06 --- 6
F08 --- 7
J08 --- 8
G08 --- 9
M09 -- 10
BLANK --- 11

CITY COUNCIL DISTRICT

1 -- 1
2 -- 2
3 -- 3
4 -- 4
5 -- 5
6 -- 6
7 -- 7
8 -- 8
9 -- 9
10 -- 10

VOTE BY MAIL

1 -- 1
2 -- 2
3+ -- 3
BLANK -- 4

PERMANENT ABSENTEE

Yes -- 1
No --- 2