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Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Tom Manheim

SUBJECT: FINANCE MEASURE SURVEY
REPORT OF FINDINGS

DATE: September 15, 2011

Approved

Date

9/16/11

INFORMATION

In July 2011, Fairbanks, Maslin, Maullin, Metz & Associates (FM3) conducted a survey of San Jose voters to determine voter attitudes related to three potential revenue measures, as well as how the passage of fiscal reform measures might affect voter support for revenue measures. The results of this survey were reported to the City Council at its meeting on August 2, 2011.

As noted when FM3 presented its findings to the City Council, because of the short timeframe necessary to conduct this survey and report the results for the August 2nd meeting, the consultants were asked to provide a report of "Key Findings" rather than the usual full "Report of Findings". The consultants have now provided the full *City of San José 2011 Finance Measure Survey Report of Findings*, which is attached to his memorandum. This report provides additional cross-tab analyses which provide additional information about how various subgroups of the surveyed population might vote on the revenue measures. The full report is provided for your review.

TOM MANHEIM
Communications Director





City of San José

2011 Finance Measure Survey

Report of Findings

July 2011

220-3209

Fairbank, Maslin, Maullin, Metz & Associates - FM3
Public Opinion Research & Strategy

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

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INTRODUCTION

Between July 13 and 19, 2011, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone survey of 1,206 voters in the City of San José likely to cast ballots in a November 2011 special election. The survey's primary purpose was to assess the feasibility of passing a ballot measure to finance essential City services in a special election this November. The survey questionnaire was translated and administered in both Spanish and Vietnamese – as well as in English – and with survey respondents on landlines and using wireless phones. Survey questions were developed in consultation with City staff. The sample was weighted slightly to conform to demographic data on the City's population.

The margin of sampling error for the survey sample as a whole is plus or minus 2.8 percent. The margin of error for smaller subgroups within each sample will be larger. For example, statistics reporting the opinions and attitudes of voters over age 65, who make up 28 percent of the sample, have a margin of error of plus or minus 5.3 percent. Therefore, for this and other population groupings of similar or even smaller size, interpretations of the survey's findings are more suggestive than definitive and should be treated with a certain caution.

This report discusses and analyzes the survey's principal findings. Following the summary of findings, the report is divided into three parts:

- **Part 1** examines San José residents' views of the City's budget, including their preferences for solving the budget deficit through reducing employee compensation, reducing services, or raising additional revenue.
- **Part 2** focuses on the reactions of San José residents to several specific proposals for raising additional revenue.

The topline results of the survey are included at the end of the report in **Appendix A**.

SUMMARY OF MAJOR FINDINGS

In general, the survey results suggest that passing a one-half percent general purpose sales tax measure this November – with a majority vote threshold required for passage¹ – would be challenging. Potential alternative measures – a one-quarter percent special purpose sales taxes funding public safety services exclusively – fall short of the two-thirds supermajority required for approval, garnering support from only one-half of the electorate.

More specifically:

- Voters see reducing employee compensation as an attractive approach to addressing the City’s budget shortfall, but now slightly prefer raising revenue over cutting services to close the remaining gap.
- While previous surveys indicated that a plurality of voters prioritized reducing services over raising additional revenue, in this recent survey opinions have flipped and now a slim plurality favor raising additional revenue (41%) over reducing services (37%).
- A slim majority (51%) of San José voters expressed support for a one-half percent sales tax increase. However, much of that support is tentative, with many voters (9%) initially undecided and only “leaning” towards voting “yes.”
- Hearing arguments for and against increasing the City’s sales tax modestly increased support for a ballot measure. The survey results suggest that communications in favor of a ballot measure have the potential to increase support, but any gains would be modest, especially if it was countered by communications critical of the tax increase.
- Voters are somewhat more supportive (57%) of a smaller one-quarter percent sales tax increase, though again that support relies upon undecided voters “leaning yes.” (Not including “leaners,” 49 percent of voters expressed support for the one-quarter percent sales tax increase.)
- Since 2009, support for a one-quarter percent sales tax measure has consistently ranged from the mid 50’s to the low 60’s. Similar one-quarter percent sales tax measures were tested for the City in the 2009, 2010 and 2011 budget surveys. While the ballot language tested varied slightly between each survey, the overall trend suggests consistent majority support for a one-quarter percent sales tax increase
- Support for a special purpose sales tax measure funding public safety services falls short of the two-thirds required for approval. None of the three special service tax measures that were tested in the survey, which would specifically fund public safety services, could be considered viable at this time.

¹ This requires the City Council to unanimously declare a fiscal emergency in the City of San José.

- Nearly one-half (48%) of voters would be more likely to support a sales tax measure if a package of retirement benefit changes are adopted. However, most of these voters (68%) already expressed support for the revenue measure, suggesting that adoption of these reforms may be more helpful in firming up support among those predisposed to supporting a sales tax measure, rather than convincing others to support it. Collectively, adoption of City employee retirement plan changes is seen as a positive by one-half of the electorate and a negative or irrelevant to the other half.

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

PART 1: PERCEPTIONS OF THE SAN JOSÉ CITY BUDGET

1.1 Preferred Approach to Balancing the City Budget – Three-Way Choice

Voters see reducing employee compensation as an attractive approach to addressing the City’s budget shortfall, but now slightly prefer raising revenue over cutting services to close the remaining gap. In the past two City budget surveys, voters were asked two different questions to assess their preferences for addressing the City’s budget shortfall. These two questions were repeated in this survey to assess any underlying changes in voters’ perceptions about the City’s budget.

In the first question, survey respondents were presented with three different strategies for addressing the budget shortfall – *reducing City’s employees’ compensation and retirement benefits, reducing existing City services, and raising additional revenue, including taxes or fees* – and asked to indicate which they would place the highest priority on. As shown in **Figure 1**, voters have consistently preferred reducing employee compensation over raising additional revenue or reducing services – an unsurprising choice given that it is the only option of the three that does not directly impact them.

**Figure 1:
 Preferences between Reducing Employee Compensation, Reducing Services or Raising Additional Revenue Since 2010**

Priority Goal	Highest Priority (%)		
	2010	Jan 2011	July 2011
Reducing City’s employees’ compensation and retirement benefits	41	45	53
Raising additional revenue, including taxes or fees	25	20	23
Reducing existing City services	21	15	10
All/None/Don’t Know	12	19	14

While the proportion of those prioritizing raising additional revenue has remained relatively stable (between 20 to 25 percent), over time fewer voters have prioritized reducing services and more have favored reducing employee compensation. In this three-way choice, a majority (53%) now prioritizes reducing employee compensation, while only one in ten (10%) favor reducing services.

Results Among Subgroups

- Subgroups disproportionately more likely to prioritize *reducing City employee compensation* included voters ages 50-59, Republicans (particularly older Republicans), and Asian voters.
- Those disproportionately less likely to prioritize reducing City employee compensation included voters with a post-graduate education, Latino voters, and Democrats (particularly Democratic women and Democrats under 50).

- Voters with a post-graduate education and Democrats and independents under 50 were more likely to prioritize *reducing City services* than other subgroups.
- Renters and voters over 50 were less likely to prioritize service reductions.
- Democrats (particularly Democratic women), voters with a household income greater than \$100,000 per year, voters with a post-graduate education, and Latinos were disproportionately more likely to prioritize *raising additional revenue*. Subgroups who were less likely to select this option included Republicans, Latinos and Asian voters. Perhaps not surprisingly, Democrats were more likely to prioritize raising revenue than Republicans or independents.

1.2 Preferred Approach to Balancing the City Budget – Two-Way Choice

It was then explained to respondents that even if the “City and its employees agree upon substantial reductions to employees’ compensation and retirement benefits, San Jose will still face a large budget shortfall.” Subsequently, they were asked to choose between the two remaining alternatives to addressing the budget shortfall – reducing services and raising additional revenue.

As shown in **Figure 2**, in prior surveys, a plurality of voters has repeatedly prioritized reducing services over raising additional revenue, though that gap has steadily narrowed over the years. However, in this recent survey opinions have flipped and now a slim plurality favor raising additional revenue (41%) over reducing services (37%). This change appears consistent with the longer-term trend and is reflected in responses to the three-way choice, in which fewer voters see reducing services as the preferred approach to addressing the City’s budget shortfall.

**Figure 2:
 Preferences between Reducing Services or Raising Additional Revenue Since 2008**

Priority Goal	Highest Priority (%)				
	2008	2009	2010	Jan 2011	July 2011
Reducing existing City services	44	42	45	40	37
Raising additional revenue, including taxes or fees	34	34	38	34	41
Both/Neither/Don’t Know	22	24	17	26	22
Difference between reducing services and raising revenue	+10	+8	+7	+6	-4

Results Among Subgroups

- Subgroups in which more respondents preferred raising additional revenue over reducing services included those with a household income greater than \$100,000 per year, voters under 30 and over 75, and Democrats under 50 (particularly younger Democratic women).
- Subgroups in which more respondents preferred to reduce services included Republicans, Asian voters, men, and voters with a household income of less than \$30,000 per year.
- Independents found it particularly difficult to choose one of the options, with 36 percent unable to do so.

PART 2: SUPPORT FOR SPECIFIC REVENUE-GENERATING PROPOSALS

Survey respondents were asked to provide their opinions about several different options for generating revenue for the City. Specifically, they were asked about potential finance measures requiring voter approval that would raise revenue for the City. These included the following:

- A one-half percent general purpose sales tax with a 9 or 15-year sunset;
- A one-quarter percent general purpose sales tax with a 9 or 15-year sunset; and
- A one-quarter percent special purpose sales tax with a 9 or 15-year sunset.

The survey also examined what the effect of a potential restructuring of City employee retirement benefits might have on voters' support for a general purpose sales tax.

2.1 Support for a One-Half Percent General Purpose Sales Tax Increase

A slim – and tentative – majority of San José voters expressed support for a one-half percent sales tax increase. As shown in **Figure 3** on the following page, a narrow majority of survey respondents indicated it would vote for a measure enacting a one-half percent sales tax supporting general City services. 50 percent indicated they would support such an increase with a 15-year sunset provision, and 53 percent expressed support for a measure with a shorter 9-year sunset. (Combining these results, 51 percent of all respondents expressed support for a one-half percent sales tax measure.)

Figure 3:
Overall Support for a Ballot Measure Enacting a
One-Half Percent General Purpose Sales Tax with “Leaners”

“The City of San José Vital City Services Measure. In order to provide funding for essential City services such as police, fire, emergency response, street maintenance, pothole repair, parks, libraries, and youth and senior programs, shall an ordinance be adopted to enact a one-half percent tax on retail transactions in San José for a (HALF SAMPLE: 15-year period) (HALF SAMPLE: 9-year period) and subject to existing independent financial audits, with all revenue controlled by the City?”

Vote	Percentage (%)		
	15-Year Sunset	9-Year Sunset	Total Combined
Definitely yes	24	26	25
Probably yes	18	16	17
Lean yes	8	11	9
TOTAL YES	50	53	51
Definitely no	28	27	28
Probably no	10	7	9
Lean no	5	4	5
TOTAL NO	43	38	41
UNDECIDED	7	9	8

Notably, only one-quarter (25%) of respondents were firmly committed in their support (i.e., would “definitely” vote “yes”). Further, majority support is only achieved by including those nine percent were initially undecided, but when prompted indicated that they were “leaning” towards voting “yes.” **Figure 4** shows the vote totals with these “leaners” included in the “undecided” category (42% “yes,” 37% “no” and 22% “undecided”) and illustrates the tentative nature of support for the measure.

Figure 4:
Support for a Ballot Measure Enacting a
General Purpose One-Half Percent Sales Tax without “Leaners”

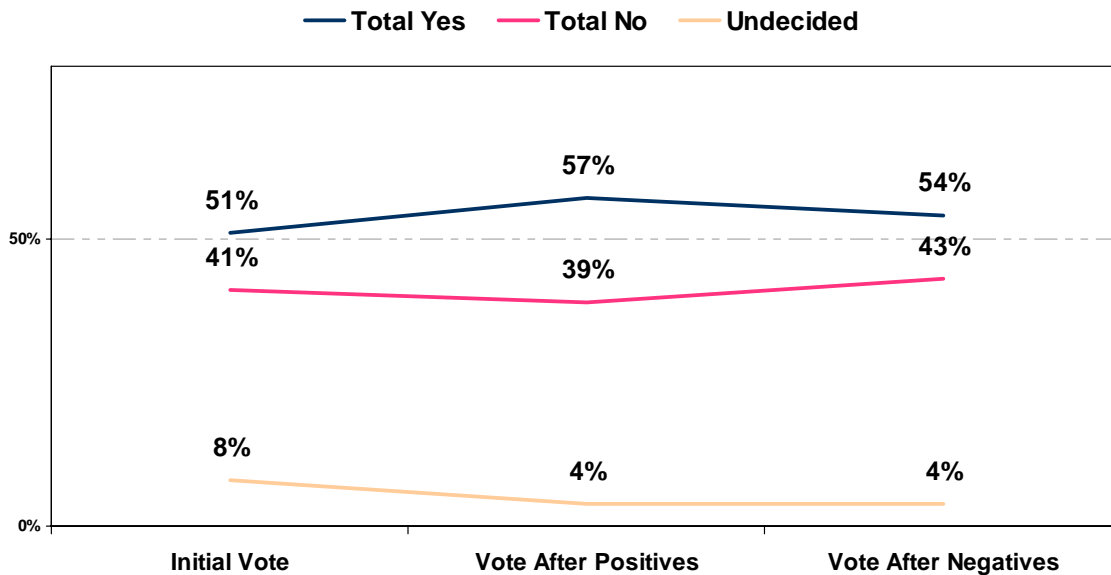
Vote	Percentage (%)		
	15-Year Sunset	9-Year Sunset	Total Combined
Definitely yes	24	26	25
Probably yes	18	16	17
TOTAL YES (without leans)	42	42	42
Definitely no	28	27	28
Probably no	10	7	9
TOTAL NO (without leans)	38	34	37
UNDECIDED (with leans)	20	24	22

Results Among Subgroups

- Supporters of the measure were disproportionately likely to be Democrats, renters, voters who are either under age 30 and over age 65, voters with high (post-graduate) and low (high school) levels of educational attainment, and – to a lesser extent – women.
- Opponents of the measure were disproportionately likely to be Republicans, men (especially independents), those with school-age children at home, voters age 30-49, and those living in single-family homes.

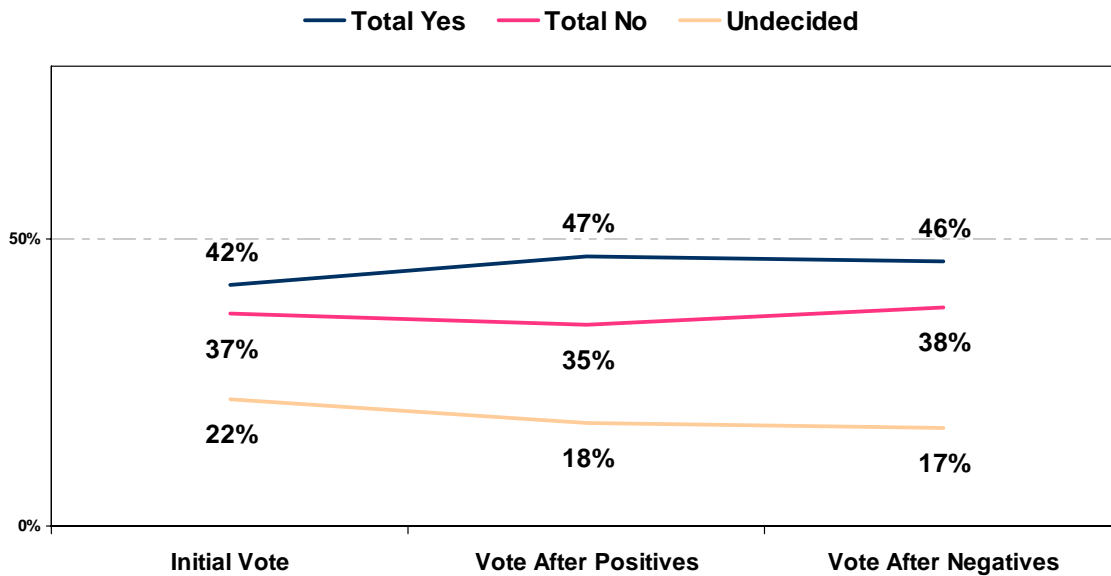
Survey respondents were presented with potential statements from both supporters and opponents of this proposed sales tax measure and asked to indicate their vote leanings after hearing each set of statements. Overall, hearing arguments for and against increasing the City’s sales tax modestly increased support for a ballot measure. As shown in **Figure 5**, overall support increased from 51 to 57 percent when respondents were presented with only positive statements regarding the measure, though those gains were somewhat eroded – to 54 percent – after negative statements. These results suggest that the activities of a community “yes” campaign could increase support for a sales tax measure; however, those increases are likely to be modest, particularly if countered by communications critical of the tax increase.

Figure 5:
Support for a One-Half Percent Sales Tax Measure
After Messages from Supporters and Opponents with “Leaners”



Support similarly increased after messaging when “leaners” are not included in the “yes” and “no” vote totals, but falls just short (47%) of the majority vote threshold required for passage (**Figure 6**).

Figure 6:
Support for a One-Half Percent Sales Tax Measure
After Messages from Supporters and Opponents without “Leaners”



2.2 Support for a One-Quarter Percent General Purpose Sales Tax Increase

Voters are marginally more supportive of a smaller one-quarter percent sales tax increase. As shown in **Figure 7** on the following page, support for a one-quarter percent sales tax increase reached the mid-to-upper 50's, with 55 percent indicating they would support it with a 15-year sunset and 59 percent expressing support for a measure with a shorter 9-year sunset. Combining these results, 57 percent of all respondents expressed support for a one-quarter percent sales tax increase – compared to 51 percent who expressed support for a one-half percent increase.

Figure 7:
Support for a Ballot Measure Enacting a
One-Quarter Percent General Purpose Sales Tax with “Leaners”

“Suppose that instead of raising the City sales tax by one-half percent this measure raised the City sales tax by one-quarter percent. In that case, do you think you would vote “yes” in favor of this measure or “no” to oppose it?”

Vote	Percentage (%)		
	15-Year Sunset	9-Year Sunset	Total Combined
Definitely yes	32	31	31
Probably yes	17	19	18
Lean yes	7	9	8
TOTAL YES	55	59	57
Definitely no	26	24	25
Probably no	10	7	8
Lean no	4	3	4
TOTAL NO	40	34	37
UNDECIDED	6	7	6

Once again, majority support is only achieved with the support of those who were initially undecided, but “leaning” towards voting “yes.” As shown in **Figure 8**, adding these “leaners” to the “undecided” category leaves roughly one-half (49%) of respondents expressing support for a one-quarter percent sales tax measure.

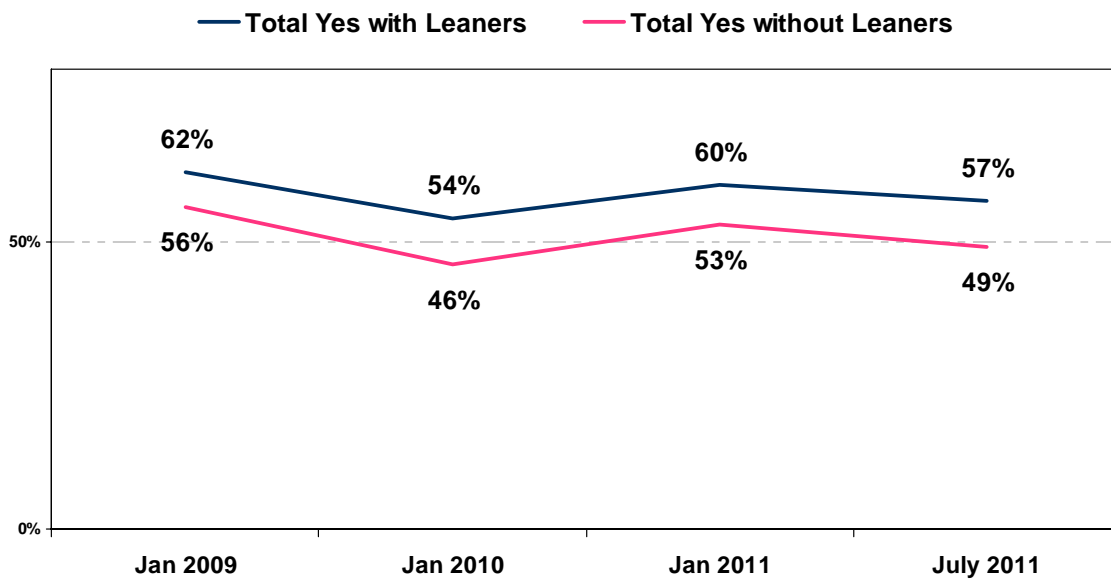
Figure 8:
Support for a Ballot Measure Enacting a
General Purpose One-Quarter Percent Sales Tax without “Leaners”

Vote	Percentage (%)		
	15-Year Sunset	9-Year Sunset	Total Combined
Definitely yes	32	31	31
Probably yes	17	19	18
TOTAL YES (without leans)	48	50	49
Definitely no	26	24	25
Probably no	10	7	8
TOTAL NO (without leans)	36	31	33
UNDECIDED (with leans)	17	19	18

Results Over Time

Since 2009, support for a one-quarter percent sales tax measure has consistently ranged from the mid 50's to the low 60's. Given that the one-quarter percent sales tax measure appears to have the greatest viability, it is helpful to compare voters' sentiments toward similar proposals assessed in prior City surveys. Similar one-quarter percent sales tax measures were tested for the City in the 2009, 2010 and 2011 budget surveys. While the ballot language tested varied slightly between each survey – including different titles, sunset lengths, etc. – the overall trend shown in **Figure 9** suggests consistent majority support for a one-quarter percent sales tax increase, with support ranging from 62 percent in 2009 to 54 percent in 2010, though support appears to have peaked at 62 percent in 2009.² (Support ranged from 56 percent in 2009 to 46 percent in 2010 without “leaners.”)

Figure 9:
Change in Support for a Ballot Measure Enacting a
One-Quarter Percent Sales Tax from 2009 to 2011



Results Among Subgroups

- Supporters of the quarter-percent sales tax are more likely to be Democrats, women over 50, voters with a low household income, renters, and with a post-graduate degree.
- Opponents of this tax increase are disproportionately likely to be Republicans, men, and voters with at least a college education.

² The results presented in **Figure 9** included the total combined results for each test, blending together different split-sampled variations of ballot language. For example, in January 2011 one version of the ballot language referred to a “one-quarter percent” sales tax increase and the other version referred to a “one-quarter cent” increase. The data presented here combine those results.

2.3 Support for a One-Quarter Percent Special Purpose Sales Tax Increase

In addition to the general purpose sales tax measure, survey respondents were also asked about a different ballot measure specifically funding public safety services. (They were told that only one of these two measures would appear on the ballot.) Three different alternative structures for a public safety special purpose measure were tested, all enacting a one-quarter percent sales tax and testing 15- and 9-year sunsets:³

- A measure funding all public safety services
- A measure funding only police protection services
- A measure funding only fire protection services

Given that passing any special purpose measure requires support from two-thirds of the electorate, none of the different public safety measure variations appears to be viable at this point in time. As shown in **Figure 10**, all of these measures received support from roughly one-half of survey respondents, far less than what would be necessary to secure passage.

**Figure 10:
 Support for Alternative Ballot Measures Enacting a One-Quarter Percent
 Special Purpose Sales Tax to Fund Public Safety Services**

Vote	Percentage (%)		
	All Public Safety	Police Only	Fire Only
Definitely yes	27	25	23
Probably yes	18	15	18
Lean yes	7	9	8
TOTAL YES	53	50	49
Definitely no	27	30	29
Probably no	10	10	10
Lean no	5	6	4
TOTAL NO	41	46	43
UNDECIDED	6	4	8

³ The overall sample of 1,206 respondents was divided into thirds and each third was read ballot language for only one of these alternatives, with a margin of sampling error of +/- 4.9% for each third.

Results Among Subgroups

- Voters most likely to support the special purpose sales tax to fund *all* public safety services include Republicans under 50, voters with at most a high school education, women over 50, and voters in general under 30.
- Those most likely to oppose this tax increase Republicans over 50, Republican men and men with at least a college education.
- For the special service sales tax measure that would *only* fund police, Democrats under 50, renters, and voters with a household income between \$60,000 and \$100,000 per year were more likely to support it.
- Republican men and voters with a household income greater than \$100 thousand per year were the subgroups most likely to oppose this measure.
- Subgroups most likely to support the sales tax measure in support of *only* the fire department includes voters under 30, independent voters, Democratic and independent women, and independent voters under 50.
- Subgroups most likely to oppose this measure include Republicans under 50, particularly Republican men over 50.

2.4 Support for a Sales Tax Measure if Retirement Benefits Changes are Adopted

Survey respondents were provided with additional background information on retirement benefit discussions currently underway between the City and its employees. Specifically, they were told:

“City employees are currently in discussions with the City to reduce and restructure their retirement benefits to help address the City’s budget deficit. The reforms being discussed would:

- *Increase the retirement age;*
- *Increase the amount of money City employees contribute for their own retirement plans and limit the amount of money the City contributes;*
- *Require more years of service before earning medical benefits; and*
- *Lower cost of living adjustments for retirees.*

If such a plan were adopted, would you be more or less likely to support a sales tax measure to protect and maintain essential City services?”

As shown in **Figure 11** on the following page, nearly one-half (48%) of respondents indicated they would be “more likely” to support a sales tax measure if such a plan were adopted. The remaining respondents were evenly split between the adoption of such a plan making them “less likely” to support a sales tax measure (26%) and it making no difference to them (27%). In essence, in terms of supporting a sales tax measure, adoption of retirement changes is seen as a positive by one-half of the electorate and a negative or irrelevant to the other half.

**Figure 11:
 Impact of Restructuring Employee Retirement Benefits on
 Support for a Sales Tax Measure**

Impact	Percentage (%)
Much more likely	24
Somewhat more likely	24
TOTAL MORE LIKELY	48
Much less likely	17
Somewhat less likely	8
TOTAL LESS LIKELY	26
MAKES NO DIFFERENCE	27

Results Among Subgroups

- Voters under 30, Republican men under 50, voters over 65, voters with a household income greater than \$100,000 per year were more likely to say they would be “much” more likely to support a sales tax increase if retirement benefits were increased.
- Subgroups that were less likely to support a sales tax in the event of changes to City employee retirement plans include independent voters under 50, voters under 40, Latino voters, independent men, and renters.

To quantify the impact of adopting these changes on the viability of sales tax measure, it is important to note that 68 percent of those who indicated they were “more likely” to support a measure due to the adoptions of these reforms already expressed support for a general purpose one-half percent sales tax measure (and 74 percent of them already expressed support for a one-quarter percent measure). This suggests that adoption of these reforms may be more helpful in firming up support among those predisposed to supporting a sales tax measure, rather than convincing others to support it.

Given the variety of other factors voters weigh when making a decision to support a measure, it is instructive to isolate those respondents who expressed the most intense reactions to the potential adoption of retirement reforms – those who indicated they would be “much more” or “much less” likely to support a sales tax measure if those reforms were in place. **Figure 12**, on the following page, examines the impact of retirement reforms on a sales tax measure with the following assumptions:

- Respondents initially opposed (either “strongly” or “somewhat”) or undecided would switch to a “yes” position if they indicated they would be “much more” likely to support a sales tax measure with retirement reforms in place.
- Respondents initially supportive or undecided would switch to a “no” position if they indicated they would be “much less” likely to support a sales tax measure with retirement reforms in place.
- All other respondents would retain their initial positions on the sales tax measure.

As shown in **Figure 12**, the net impact of adopting these reforms appears to be fairly minimal, with support for a one-half percent measure increasing from 51 to 52 percent and support for a one-quarter percent measure decreasing from 57 to 56 percent. (The impact was also similarly minimal on the special purpose public safety measures.)

**Figure 12:
 Impact of Restructuring Employee Retirement Benefits on
 Support for a Sales Tax Measure**

Vote	Percentage (%)			
	One-Half Percent Sales Tax		One-Quarter Percent Sale Tax	
	Initial Vote	Impact of Reforms	Initial Vote	Impact of Reforms
TOTAL YES (with leans)	51	52	57	56
TOTAL NO (with leans)	41	42	37	40
UNDECIDED (without leans)	8	6	6	5

CONCLUSIONS

The results of the 2011 City of San José Finance Measure Survey lead us to draw the following conclusions:

- Taken together, although voters appear to be more inclined than in the past to support raising additional revenue over reducing existing City services, passing a sales tax measure this November appears challenging.
- The most viable option appears to be a general purpose measure enacting a one-quarter percent sales tax with a relatively short sunset (e.g., 9 years).
- Voters appear less supportive of measures lasting for a longer term or increasing the sales tax by more than one-quarter percent.
- A special purpose public safety measure – with its two-thirds vote threshold – does not appear viable at this point in time.

While these survey results did not model a 2012 electorate, the findings do have implications for the viability of passing a sales tax measure next year. Higher turnouts tend to increase the proportion of voters inclined to support finance measures. A modestly higher turnout in June 2012 – and a notably higher turnout in November 2012 – means that the prospects of passing a general purpose sales tax measure would likely be no worse – and perhaps marginally better – than passing one in November 2011. However, other external factors – including economic conditions, competing ballot measures, and the nature of other campaigns run at the same time – could offset the impact of higher turnout. A more accurate assessment could be attained by conducting additional research closer to the time of election and drawing a voter sample more reflective of the projected electorate for an election at that time.

**APPENDIX A:
TOPLINE SURVEY RESULTS**

SAN FRANCISCO PUBLIC SAFETY ISSUES
220-3219
WFT N= 502
A/B SPLITS

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. May I speak to _____? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

- Yes, cell and can talk safely----- **(ASK QB) - 17%**
- Yes, cell not cannot talk safely ----- **TERMINATE**
- No, not on cell, but own one----- **(ASK QB) - 62%**
- No, not on cell and do not own one ----- **(SKIP QB) - 21%**
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

(ASK ONLY IF CODES 1 OR 2 "OWN A CELL PHONE" IN QA)

B. Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally or do you mostly use your home landline phone to make and receive calls?

- All cell phone ----- 13%
- Mostly cell phone----- 23%
- Cell and landline equally ----- 42%
- Mostly landline ----- 22%

(RESUME ASKING ALL RESPONDENTS)

1. In November of this year there may be an election for local ballot measures. I know it is a long way off, but how likely are you to actually vote in this election? Will you definitely vote, probably vote, are the chances 50-50 that you will vote, will you probably not vote, or will you definitely not vote?

- Definitely vote ----- 85%
- Probably vote----- 15%
- 50-50----- **TERMINATE**
- Probably not vote----- **TERMINATE**
- Definitely not vote----- **TERMINATE**
- (DON'T KNOW/NA)----- TERMINATE**

NOW I WOULD LIKE TO ASK YOU ABOUT A MEASURE THAT MAY APPEAR ON AN UPCOMING CITY OF SAN JOSÉ BALLOT. PLEASE LISTEN CAREFULLY TO ITS DESCRIPTION AND THEN TELL ME HOW YOU THINK YOU MIGHT VOTE ON IT.

2. The measure is entitled **The City of San José Vital City Services Measure**, and reads as follows:

“In order to provide funding for essential City services such as police, fire, emergency response, street maintenance, pothole repair, parks, libraries, and youth and senior programs, shall an ordinance be adopted to enact a one-half percent tax on retail transactions in San José for a **(SPLIT SAMPLE A: 15-year period)** **(SPLIT SAMPLE B: 9-year period)** and subject to existing independent financial audits, with all revenue controlled by the City?”

(RESUME ASKING ALL RESPONDENTS)

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?”)**

	SPLIT A: <u>15-YEAR</u>	SPLIT B: <u>9-YEAR</u>	<u>TOTAL</u>
TOTAL YES -----	50%	53%	51%
Definitely yes -----	24%	26%	25%
Probably yes -----	18%	16%	17%
Undecided, lean yes -----	8%	11%	9%
 TOTAL NO -----	 43%	 38%	 41%
Undecided, lean no -----	5%	4%	5%
Probably no -----	10%	7%	9%
Definitely no -----	28%	27%	28%
 (DON'T KNOW/NA) -----	 7%	 9%	 8%

(ASK Q3 IF NOT “DEFINITELY YES” – CODE 1 – IN Q2)

3. Next, suppose that instead of raising the City sales tax by one-half percent this measure raised the City sales tax 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, ASK: “Do you lean toward voting yes or no?”)**

	<u>SPLIT A:</u> <u>15-YEAR</u>	<u>SPLIT B:</u> <u>9-YEAR</u>	<u>TOTAL</u>
TOTAL YES -----	41%	45%	43%
Definitely yes -----	10%	7%	8%
Probably yes -----	22%	25%	24%
Undecided, lean yes -----	9%	13%	11%
 TOTAL NO -----	 52%	 46%	 49%
Undecided, lean no -----	6%	4%	5%
Probably no -----	13%	9%	11%
Definitely no -----	34%	33%	33%
 (DON'T KNOW/NA) -----	 7%	 10%	 8%

Q2/Q3 COMBINED

	<u>SPLIT A:</u> <u>15-YEAR</u>	<u>SPLIT B:</u> <u>9-YEAR</u>	<u>TOTAL</u>
TOTAL YES -----	55%	59%	57%
Definitely yes -----	32%	31%	31%
Probably yes -----	17%	19%	18%
Undecided, lean yes -----	7%	9%	8%
 TOTAL NO -----	 40%	 34%	 37%
Undecided, lean no -----	4%	3%	4%
Probably no -----	10%	7%	8%
Definitely no -----	26%	24%	25%
 (DON'T KNOW/NA) -----	 6%	 7%	 6%

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK YOU ABOUT A DIFFERENT MEASURE THAT MAY APPEAR ON AN UPCOMING CITY OF SAN JOSÉ BALLOT INSTEAD OF THE ONE I JUST READ YOU. PLEASE KEEP IN MIND THAT ONLY ONE OF THESE MEASURES WOULD APPEAR ON THE BALLOT.

(SPLIT SAMPLE X ONLY – ALL PUBLIC SAFETY)

4. This measure is entitled **The City of San José Police, Fire and 9-1-1 Emergency Response Measure**, and reads as follows:

“To provide funding solely dedicated to public safety in San José by funding police, fire, and paramedic services, including neighborhood police patrols, violent crime and gang prevention services, emergency fire and medical response capabilities, shall an ordinance be adopted to enact a one-quarter percent tax on retail transactions in San José for a **(SPLIT SAMPLE A: 15-year period)** **(SPLIT SAMPLE B: 9-year period)** and subject to existing independent financial audits, with all revenue controlled by the City?”

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?”)**

	<u>SPLIT A:</u> <u>15-YEAR</u>	<u>SPLIT B:</u> <u>9-YEAR</u>	<u>TOTAL</u>
TOTAL YES -----	49%	56%	53%
Definitely yes -----	26%	27%	27%
Probably yes -----	17%	20%	18%
Undecided, lean yes -----	6%	9%	7%
 TOTAL NO -----	 46%	 37%	 41%
Undecided, lean no -----	4%	5%	5%
Probably no -----	11%	9%	10%
Definitely no -----	31%	23%	27%
 (DON'T KNOW/NA) -----	 6%	 7%	 6%

(SPLIT SAMPLE Y ONLY – POLICE PROTECTION ONLY)

5. This measure is entitled **The City of San José Police Protection and Public Safety Measure**, and reads as follows:

“To provide funding solely dedicated to police services in San José including violent crime and gang prevention services, robbery and burglary investigations, officers for neighborhood police patrols, and school safety partnerships, shall an ordinance be adopted to enact a one-quarter percent tax on retail transactions in San José for a **(SPLIT SAMPLE A: 15-year period)** **(SPLIT SAMPLE B: 9-year period)** and subject to existing independent financial audits, with all revenue controlled by the City?”

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?”)**

	SPLIT A: <u>15-YEAR</u>	SPLIT B: <u>9-YEAR</u>	<u>TOTAL</u>
TOTAL YES -----	49%	50%	50%
Definitely yes -----	25%	25%	25%
Probably yes -----	15%	15%	15%
Undecided, lean yes -----	9%	10%	9%
 TOTAL NO -----	 47%	 45%	 46%
Undecided, lean no -----	8%	4%	6%
Probably no -----	10%	11%	10%
Definitely no -----	29%	31%	30%
 (DON'T KNOW/NA) -----	 4%	 5%	 4%

(SPLIT SAMPLE Z ONLY – FIRE PROTECTION ONLY)

6. This measure is entitled **The City of San José Fire Protection and 9-1-1 Emergency Medical Response Measure**, and reads as follows:

“To provide funding solely dedicated to fire services in San José including fire fighting, emergency medical services, emergency dispatch and rescue services, and hazardous incident response, shall an ordinance be adopted to enact a one-quarter percent tax on retail transactions in San José for a **(SPLIT SAMPLE A: 15-year period)** **(SPLIT SAMPLE B: 9-year period)** and subject to existing independent financial audits, with all revenue controlled by the City?”

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?”)**

	<u>SPLIT A:</u> <u>15-YEAR</u>	<u>SPLIT B:</u> <u>9-YEAR</u>	<u>TOTAL</u>
TOTAL YES -----	48%	50%	49%
Definitely yes -----	24%	23%	23%
Probably yes -----	16%	19%	18%
Undecided, lean yes -----	8%	8%	8%
 TOTAL NO -----	 46%	 40%	 43%
Undecided, lean no -----	4%	5%	4%
Probably no -----	11%	9%	10%
Definitely no -----	32%	27%	29%
 (DON'T KNOW/NA) -----	 5%	 10%	 8%

(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 reduce and restructure their retirement benefits to help address the City’s budget deficit. The reforms being discussed would:

- Increase the retirement age;
- Increase the amount of money City employees contribute for their own retirement plans and limit the amount of money the City contributes;
- Require more years of service before earning medical benefits; and
- Lower cost of living adjustments for retirees.

If such a plan were adopted, would you be more or less likely to support a sales tax measure to protect and maintain essential City services? **(IF MORE/LESS, ASK: “Is that much MORE/LESS likely or just somewhat?”)**

TOTAL MORE LIKELY ----- 48%
 Much more likely ----- 24%
 Somewhat more likely ----- 24%

TOTAL LESS LIKELY ----- 26%
 Somewhat less likely ----- 8%
 Much less likely ----- 17%

NO DIFFERENCE/DK/NA ----- 27%
(DON’T READ) No difference ----- 19%
(DON’T READ) DK/NA ----- 7%

8. (T) 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 one of the following three strategies the City of San José should place the highest priority on to address its budget shortfall: **IF FIRST CHOICE MADE, FOLLOW UP BY ASKING:** And which should be the City's second highest priority? (RANDOMIZE)

	<u>FIRST</u> <u>PRIORITY</u>	<u>SECOND</u> <u>PRIORITY</u>
[]a. Reducing City's employees' compensation and retirement benefits -----	53 %	19 %
[]b. Reducing existing City services -----	10 %	30 %
[]c. Raising additional revenue, including taxes or fees -----	23 %	22 %
(DON'T READ) All -----	5 %	1 %
(DON'T READ) None -----	4 %	9 %
(DON'T READ) DK/NA -----	5 %	19 %

9. (T) Next, even if the City and its employees agree upon substantial reductions to employees' compensation and retirement benefits, San José will still face a large budget shortfall. With that in mind, in making decisions about the budget, should the City of San José place a higher priority on: (RANDOMIZE)

[] Reducing existing City services to avoid a need to raise additional revenue, including taxes or fees ----- 37%

OR

[] Raising additional revenue, including taxes or fees, to avoid reductions in existing City services ----- 41%

(DON'T READ)
(BOTH) ----- 5 %
(NEITHER) ----- 11 %
(DON'T KNOW/NA) ----- 6 %

NOW LET ME GIVE YOU SOME MORE INFORMATION ABOUT THIS YEAR'S CITY BUDGET. OVER THE PAST TEN YEARS, IN ORDER TO BALANCE THE BUDGET, THE CITY HAS IMPLEMENTED OVER 680 MILLION DOLLARS IN BUDGET BALANCING SOLUTIONS WHICH INCLUDE ELIMINATING OR REDUCING A VARIETY OF CITY SERVICES, AND CUTTING MORE THAN TWO THOUSAND POSITIONS. HOWEVER, THE CITY STILL FACES A ROUGHLY 78 MILLION DOLLAR BUDGET SHORTFALL IN NEXT YEAR'S BUDGET.

MY NEXT QUESTIONS DEAL WITH THE FIRST POTENTIAL BALLOT MEASURE I MENTIONED EARLIER. THIS IS THE ONE THAT WOULD PROVIDE FUNDING FOR ALL ESSENTIAL CITY SERVICES BY ENACTING A ONE-HALF PERCENT SALES TAX IN SAN JOSÉ FOR A (SPLIT SAMPLE A: 15-YEAR PERIOD) (SPLIT SAMPLE B: 9-YEAR PERIOD).

10. First, I am going to read you some statements from people who support this measure. 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. **(AMOUNT)** This measure would only raise the sales tax 5 cents on a 10 dollar purchase. This is a small price to pay to prevent cuts to critical services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs. ----- 34% -----30%----- 27% -----7% ----- 2%

[]b. **(PENSIONS)** City employees are in discussions with the City to reduce and restructure their retirement benefits to help address the City's budget deficit. These reforms will save the City millions of dollars, but this measure is needed to complete the effort to balance the City's budget. ----- 27% -----35%----- 28% -----7% ----- 3%

[]c. **(OUT-OF-TOWN)** Out-of-town visitors use many of our City services when they come to San José to eat, shop, conduct business or vacation. This measure will ensure that visitors – and not just residents – pay their fair share for these services, reducing the burden on local taxpayers. ----- 27% -----32%----- 32% -----6% ----- 3%

VERY SMWHT NOT DON'T
CONV. CONV. CONV. BELIEVE (DK/NA)

(SPLIT SAMPLE A ONLY)

- []d. **(SERVICE CUTS – POSITION ELIMINATIONS)** San José has already done all the cost-cutting it can to address the City’s budget deficit – including eliminating more than two thousand jobs. Without additional revenue the City could be forced to make even deeper cuts to essential City services like public safety. ----- 25% -----31%----- 30% ----- 11% ----- 2%
- []e. **(GENERAL SERVICES)** Without the additional revenue from this measure, the City could have no choice but to close fire stations, lay off police officers and crossing guards, and close libraries and community centers. ----- 31% -----26%----- 30% ----- 11% ----- 2%
- []f. **(T) (ACCOUNTABILITY)** All funds raised by this measure will be subject to existing independent financial audits and full public review of all spending, to ensure that the money is spent properly. ----- 28% -----29%----- 28% ----- 12% ----- 3%

(SPLIT SAMPLE B ONLY)

- []g. **(SERVICE CUTS – PROJECTED DEFICITS)** San José is facing several years of major budget deficits, including a 78 million dollar deficit next year. Without additional revenue the City could be forced to make even deeper cuts to essential City services like public safety. ----- 31% -----35%----- 26% -----6% ----- 2%
- []h. **(PUBLIC SAFETY SERVICES)** This measure is needed to preserve funding for police and fire protection services in San José. The City is currently facing the prospect of closing fire stations and eliminating 150 police officer positions, making it far more difficult to respond quickly to 9-1-1 emergency calls. ----- 38% -----29%----- 23% -----8% ----- 2%
- []i. **(T) (LOCAL CONTROL)** The State Legislature has taken billions of taxpayer dollars from California cities in recent years, forcing massive cuts in essential services in San José. However, money raised by this local measure would be totally controlled by the City, and protected from raids by state government. ----- 33% -----30%----- 24% -----9% ----- 3%

(RESUME ASKING ALL RESPONDENTS)

11. Now that you have heard more about it, let me ask you again about this measure that would provide funding for essential City services such as police, fire, emergency response, street maintenance, pothole repair, parks, libraries, and youth and senior programs by enacting a one-half percent tax on retail transactions in San José for a **(SPLIT SAMPLE A: 15-year period)** **(SPLIT SAMPLE B: 9-year period)**. 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?”)**

	<u>SPLIT A:</u> <u>15-YEAR</u>	<u>SPLIT B:</u> <u>9-YEAR</u>	<u>TOTAL</u>
TOTAL YES -----	56%	58%	57%
Definitely yes -----	27%	26%	26%
Probably yes -----	19%	23%	21%
Undecided, lean yes -----	10%	10%	10%
 TOTAL NO -----	 41%	 37%	 39%
Undecided, lean no -----	4%	4%	4%
Probably no -----	8%	7%	8%
Definitely no -----	29%	26%	27%
 (DON'T KNOW/NA) -----	 3%	 5%	 4%

12. Next, I am going to read you some statements from people who oppose this measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose such a measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV.</u>	<u>SMWHT CONV.</u>	<u>NOT CONV.</u>	<u>DON'T BELIEVE</u>	<u>(DK/NA)</u>
[]a. (T) (ECONOMY) 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.-----	42%	24%	26%	5%	3%
[]b. (T) (WASTE) The City should cut wasteful spending and reduce city bureaucracy instead of raising taxes on hard-working San José residents. -----	46%	25%	21%	5%	3%
[]c. (T) (LOCAL COMPETITION) Increasing our sales tax will drive shoppers out of the city to areas with lower sales tax, hurting both the City budget and small businesses struggling to stay afloat in the current economy. -----	30%	22%	31%	13%	3%
[]d. (PENSIONS) San José’s budget problems are driven by the cost of public employee pensions and retirement benefits. It is not fair to ask taxpayers to pay more for these benefits when a number of City employees are retiring as early as age 50 and receiving six-figure pensions.-----	46%	24%	21%	6%	4%
[]e. (STATE SALES TAX) The State is currently considering raising the sales tax by one percent. Adding on a separate San José sales tax in addition to the state increase is too burdensome on consumers during these tough economic times.-----	41%	27%	24%	4%	4%
[]f. (STRUCTURAL DEFICIT) The reason the City has an ongoing budget deficit is that it spends too much money, not that it doesn’t have enough money. This measure does nothing to fix the real problem and we should instead look to reduce employee compensation, eliminate bureaucracy, and cut low priority services. -----	39%	30%	22%	5%	3%

13. Now that you have heard more about it, let me ask you one last time about this measure that would provide funding for essential City services such as police, fire, emergency response, street maintenance, pothole repair, parks, libraries, and youth and senior programs by enacting a one-half percent tax on retail transactions in San José for a **(SPLIT SAMPLE A: 15-year period)** **(SPLIT SAMPLE B: 9-year period)**. 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?”)**

	SPLIT A: <u>15-YEAR</u>	SPLIT B: <u>9-YEAR</u>	<u>TOTAL</u>
TOTAL YES -----	52%	55%	54%
Definitely yes -----	26%	26%	26%
Probably yes -----	19%	20%	20%
Undecided, lean yes -----	7%	9%	8%
 TOTAL NO -----	 45%	 40%	 43%
Undecided, lean no -----	4%	6%	5%
Probably no -----	9%	7%	8%
Definitely no -----	32%	28%	30%
 (DON'T KNOW/NA) -----	 3%	 4%	 4%

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

14. (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----- 80 %
 Multi-family apt/condo ----- 17 %
 Mobile home park -----2 %
(DON'T READ) Don't know/Refused --1 %

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

Own ----- 81 %
 Rent ----- 17 %
(DON'T READ) Don't know/Refused --2 %

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

Yes ----- 28 %
 No ----- 70 %
(DK/NA)-----1 %

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

Grades 1-8 -----1 %
 Grades 9-11-----2 %
 High school graduate (12)----- 13 %
 Some college ----- 24 %
 Business/vocational school-----4 %
 College graduate (4) -----40 %
 Post-graduate work/
 Professional school----- 16 %
(DON'T READ) DK/Refused -----1 %

18. (T) 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 ----- 13 %
 African-American -----3 %
 Asian/Pacific Islander ----- 16 %
 Caucasian/White ----- 61 %
 Native American/Indian -----1 %
 Some other group or identification -----3 %
(DON'T READ) Refused-----4 %

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

1993-1987 (18-24)	-----4%
1986-1982 (25-29)	-----4%
1981-1977 (30-34)	-----4%
1976-1972 (35-39)	-----6%
1971-1967 (40-44)	-----8%
1966-1962 (45-49)	-----11%
1961-1957 (50-54)	-----12%
1956-1952 (55-59)	-----11%
1951-1947 (60-64)	-----12%
1946-1937 (65-74)	-----13%
1936 or earlier (75 & over)	-----11%
(DON'T READ) DK/Refused	-----4%

20. (T) 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 2010?

\$30,000 and under	-----9%
\$30,001 - \$60,000	-----16%
\$60,001 - \$75,000	-----12%
\$75,001 - \$100,000	-----14%
\$100,001 - \$150,000	-----11%
More than \$150,000	-----9%
(DON'T READ) Refused	-----29%

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

Gender by observation:

Male	-----49%
Female	-----51%

Language by observation:

English	-----97%
Spanish	-----1%
Vietnamese	-----2%

Party: From file

Democrat	-----49%
Republican	-----28%
Decline to State	-----20%
Other party	-----3%

Phone # _____

Date _____

Name _____

Page # _____

Address _____

Voter ID # _____

City _____

Precinct _____

Zip _____

Interviewer _____

Phone # _____

Cluster # _____

Verified by _____

County _____

FLAGS

P06----- 62%
 G06----- 75%
 F08----- 82%
 P08----- 65%
 G08----- 94%
 M09----- 66%
 P10----- 88%
 G10----- 93%
 BLANK----- 1%

VOTE BY MAIL

1----- 5%
 2----- 7%
 3+----- 69%
 BLANK----- 18%

PERMANENT ABSENTEE

Yes----- 78%
 No----- 22%

HOUSEHOLD PARTY TYPE

Dem 1----- 19%
 Dem 2+----- 19%
 Rep 1----- 8%
 Rep 2+----- 12%
 Ind 1+----- 10%
 Mix----- 32%

CITY COUNCIL DISTRICT

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