

SAN JOSE BALLOT MEASURE REFINEMENT SURVEY
220-2596
WFT N=804
A/B/C/D/E AND F/G SPLITS

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 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 -----96%
 Probably vote ----- 3%
 50-50 ----- 1%
 Probably not vote -----**TERMINATE**
(DEFINITELY NOT VOTE)-----TERMINATE
(DON'T KNOW / NOT SURE)-----TERMINATE

NOW I WOULD LIKE TO ASK YOU ABOUT SOME MEASURES THAT MAY APPEAR ON THE CITY OF SAN JOSE BALLOT IN NOVEMBER. FOR EACH, I WILL READ YOU THE LANGUAGE OF THE MEASURE AS IT MIGHT APPEAR ON THE BALLOT. PLEASE LISTEN CAREFULLY, AND THEN TELL ME HOW YOU THINK YOU MIGHT VOTE.

HERE'S THE FIRST ONE...

ROTATION INSTRUCTIONS:

- **SPLIT SAMPLE A, READ Q2-3 FIRST, THEN RANDOMIZE Q4/Q6/Q8/Q10**
- **SPLIT SAMPLE B, READ Q4-5 FIRST, THEN RANDOMIZE Q2/Q6/Q8/Q10**
- **SPLIT SAMPLE C, READ Q6-7 FIRST, THEN RANDOMIZE Q2/Q4/Q8/Q10**
- **SPLIT SAMPLE D, READ Q8-9 FIRST, THEN RANDOMIZE Q2/Q4/Q6/Q10**
- **SPLIT SAMPLE E, READ Q10-11 FIRST, THEN RANDOMIZE Q2/Q4/Q6/Q8**

READ EACH ITEM SLOWLY AND CAREFULLY, AND REPEAT AS NECESSARY.

2. The **FIRST/NEXT** measure is entitled REDUCTION OF TAX RATE AND MODERNIZATION OF TELECOMMUNICATIONS USERS TAX, and reads as follows:

“Shall an ordinance be adopted to reduce the City’s tax on telecommunications users from five percent to four point seven-five percent; modernize the ordinance to apply to all out-of-state calls and treat taxpayers equally regardless of technology used; and continue to use revenue to fund essential City services, such as police, fire protection, street maintenance, parks and libraries; subject to existing annual audits?”

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, NEED MORE INFORMATION ASK:)** “Do you lean toward voting yes or no?”

Definitely yes-----	31%
Probably yes -----	19%
Undecided, lean yes-----	10%
TOTAL YES-----	60%
Undecided, lean no-----	3%
Probably no-----	7%
Definitely no -----	12%
TOTAL NO -----	22%
(DON’T READ) Need more info-----	16%
(DON’T READ) DK/NA -----	2%

(ASK Q3 ONLY IF SPLIT SAMPLE A AND ANSWERED YES OR NO – CODES 1-6 – IN Q2)

3. In a few words of your own, can you tell me why you voted **(YES/NO)** this ballot measure?

a. Yes

Tax reduction/cost reduction -----	42%
Telecommunications technology tax -----	13%
Funding method/tax money is needed -----	12%
Equal treatment/fair-----	9%
Combination of items included/city services (general) -----	8%
Police services-----	8%
General positive/good idea/need it/important -----	6%
Community benefits/helps people-----	6%
Need more information/details -----	6%
Fire protection services-----	4%
Parks-----	1%
DK/NA/Refused-----	12%

b. No

Tax reduction/oppose tax measures -----	52%
Telecommunications technology tax -----	36%
Need more information/details -----	16%
General negative/bad idea/other issues are more important -----	10%
Combination of items included/too complicated/too broad -----	5%

(RESUME ASKING ALL RESPONDENTS)

4. The **FIRST/NEXT** measure is entitled **REDUCTION AND REPLACEMENT OF 9-1-1 FEE**, and reads as follows:

“Shall an ordinance be adopted to:

- Eliminate the one dollar and 75 cent fee per telephone line and replace it with a reduced tax of one dollar and 65 cents, with a proportionally reduced amount for trunk lines, to support essential City services such as police, fire, street maintenance, and libraries;
- limit annual inflation adjustments to three percent; and
- continue lifeline exemptions for low-income senior citizen or low-income disabled households,

subject to existing annual audits?”

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, NEED MORE INFORMATION ASK:)** “Do you lean toward voting yes or no?”

Definitely yes-----	35%
Probably yes-----	21%
Undecided, lean yes-----	9%
TOTAL YES-----	64%
Undecided, lean no-----	3%
Probably no-----	9%
Definitely no-----	10%
TOTAL NO-----	22%
(DON’T READ) Need more info-----	13%
(DON’T READ) DK/NA-----	1%

(ASK Q5 ONLY IF SPLIT SAMPLE B AND ANSWERED YES OR NO – CODES 1-6 – IN Q4)

5. In a few words of your own, can you tell me why you voted (YES/NO) this ballot measure?

a. Yes

Tax reduction/cost reduction -----	35%
Combination of items included/city services (general) -----	20%
General positive/good idea/need it/important -----	13%
Funding method/money is needed-----	9%
Police services/911 response-----	8%
Community benefits/helps people-----	7%
Exemptions for low-income/senior citizen/disabled households -----	6%
Fire protection services-----	4%
Telephone line/technology tax -----	3%
Need more information/details -----	3%
Equal treatment/fair-----	2%
Inflation adjustments favored-----	0%
 DK/NA/Refused-----	 7%

b. No

Taxes opposed/no more/too many taxes-----	27%
Cost/can't afford/shouldn't charge-----	25%
General negative/bad idea/oppose change/should leave as is -----	17%
Need more information/details -----	15%
Inflation adjustments -----	12%
Tax reduction opposed -----	12%
 DK/NA/Refused-----	 2%

(RESUME ASKING ALL RESPONDENTS)

6. The **FIRST/NEXT** measure is entitled THE SAN JOSE VITAL CITY SERVICES PRESERVATION MEASURE, and reads as follows:

“To help prevent cuts in general City services such as police and fire, street maintenance, parks and libraries, shall an ordinance be adopted to increase the existing business tax on card room revenues from 13 percent to 18 percent, subject to existing annual audits?”

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, NEED MORE INFORMATION ASK:)** “Do you lean toward voting yes or no?”

Definitely yes-----	45%
Probably yes -----	14%
Undecided, lean yes-----	7%
TOTAL YES-----	67%
Undecided, lean no-----	3%
Probably no-----	7%
Definitely no -----	14%
TOTAL NO -----	24%
(DON'T READ) Need more info-----	9%
(DON'T READ) DK/NA-----	1%

(ASK Q7 ONLY IF SPLIT SAMPLE C AND ANSWERED YES OR NO – CODES 1-6 – IN Q6)

7. In a few words of your own, can you tell me why you voted **(YES/NO)** this ballot measure?

a. Yes

Card room/business revenue tax/gamblers should pay-----	35%
Combination of items included/city services (general) -----	30%
Funding method/money is needed-----	23%
Community benefits/helps people-----	9%
General positive/good idea/need it/important -----	8%
Police services-----	6%
Parks-----	1%
Need more information/details -----	1%
Fire protection services-----	0%
 DK/NA/Refused-----	 7%

b. No

Taxes opposed (general)/no more/too many taxes -----	39%
Spending concern/money may not go where it's supposed to go -----	17%
Business tax/will hurt businesses/economic growth -----	15%
Cost/increase too high -----	12%
Card room tax/oppose gambling -----	8%
General negative/oppose ballot initiatives -----	6%
Need more information/details -----	2%
 DK/NA/Refused-----	 12%

(RESUME ASKING ALL RESPONDENTS)

8. The FIRST/NEXT measure is entitled COUNCIL COMPENSATION, and reads as follows:

"Shall the authority of the City Council to set their salaries based on recommendations of the Salary Setting Commission be changed by amending the City Charter to instead require that the annual salary of the Mayor and Councilmembers be 80 percent and 60 percent, respectively, of the salary established for a California Superior Court Judge, and other benefits be equivalent to City executive managers?"

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, NEED MORE INFORMATION ASK:) "Do you lean toward voting yes or no?"

Definitely yes-----	16%
Probably yes-----	11%
Undecided, lean yes-----	5%
TOTAL YES-----	31%
Undecided, lean no-----	5%
Probably no-----	13%
Definitely no-----	22%
TOTAL NO-----	40%
(DON'T READ) Need more info-----	25%
(DON'T READ) DK/NA-----	4%

(ASK Q9 ONLY IF SPLIT SAMPLE D AND ANSWERED YES OR NO – CODES 1-6 – IN Q8)

9. In a few words of your own, can you tell me why you voted (YES/NO) this ballot measure?

a. Yes

Salary setting method/fair way to do it-----	34%
Salary percentages/good pay standard-----	21%
General positive/good idea/they deserve it-----	17%
Need more information/details-----	10%
DK/NA/Refused-----	18%

b. No

Salary increases/percentages too high/they make enough/ too much money now-----	48%
Need more information/details-----	20%
Salary setting method/percentages are unfair/inappropriate job comparisons-----	12%
General negative/poor idea/other issues are more important-----	8%
Salary increases/percentages too low/too restricted-----	3%
They would be setting their own salaries-----	2%
Too complicated/too many things in one measure-----	2%
Taxes will increase/no more taxes-----	0%
DK/NA/Refused-----	8%

(RESUME ASKING ALL RESPONDENTS)

10. The **FIRST/NEXT** measure is entitled **LONG TERM AGREEMENTS IN CERTAIN CITY PARKS**, and reads as follows:

“To generate revenue for park improvements and other recreational purposes, shall the City Charter be amended to allow the City Council to approve park use agreements for up to 30 years in parks larger than five acres, provided the agreements enhance the recreational purposes of the park?”

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, NEED MORE INFORMATION ASK:)** “Do you lean toward voting yes or no?”

Definitely yes-----29%
 Probably yes -----17%
 Undecided, lean yes-----9%
TOTAL YES-----55%

Undecided, lean no-----3%
 Probably no-----7%
 Definitely no-----10%
TOTAL NO-----20%

(DON’T READ) Need more info-----23%
(DON’T READ) DK/NA-----2%

(ASK Q11 ONLY IF SPLIT SAMPLE E AND ANSWERED YES OR NO – CODES 1-6 – IN Q10)

11. In a few words of your own, can you tell me why you voted (YES/NO) this ballot measure?

a. Yes

General positive/good idea/park are important/like parks -----	30%
Parks improvement/better/safer parks -----	20%
Parks maintenance/take care of parks -----	15%
Children/families benefit -----	12%
Parks/recreation facilities -----	9%
Need more information/details -----	9%
Community benefits/quality of life/good for everyone -----	7%
Parks funding/money is needed -----	6%
Taxes aren't increased -----	3%
Time period/30 years is good -----	1%
Job opportunities -----	0%
DK/NA/Refused -----	9%

b. No

Time period/30 years is too long -----	37%
City council/government control/involvement -----	24%
Funding method/should find other way to get money -----	17%
Need more information/details -----	15%
General negative/not needed/other issues are more important -----	9%
Parks funding/money isn't needed/need wiser use of current funds -----	2%

(ASK Q12-Q17 OF SPLIT SAMPLE F ONLY)

12. Let me ask you a few more questions about the measure that would reduce the City's telecommunications users tax rate and modernize it to apply equally to all San Jose consumers, regardless of the technology they use. San Jose currently charges a five percent utility users tax that covers several utilities, including telephone service. It is applied to some, but not all, out-of-state telephone calls, text messaging, paging services, and other new technologies.

This measure would reduce the existing tax rate for telecommunications services from five percent to four point seven-five percent. It would also update the telecommunications users tax to apply equally to all San Jose consumers for all telecommunications services, regardless of the technology they use, and enable the City to adapt the telecommunications users 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-----33%
 Probably yes -----20%
 Undecided, lean yes----- 9%
TOTAL YES-----61%

Undecided, lean no----- 4%
 Probably no-----8%
 Definitely no -----16%
TOTAL NO -----28%

(DON'T READ) Need more info----- 9%
(DON'T READ) DK/NA ----- 1%

13. Next, I'm going ask you about a variety of specific aspects of this ballot measure. After I read each one, please tell me whether you support or oppose that aspect of the measure. **(IF SUPPORT/OPOSE, ASK: "Is that strongly SUPPORT/OPOSE or just somewhat?") (RANDOMIZE)**

	<u>STR</u> <u>SUPP</u>	<u>SW</u> <u>SUPP</u>	<u>SW</u> <u>OPP</u>	<u>STR</u> <u>OPP</u>	<u>(DK/NA)</u>
[]a. Allows the telecommunications users tax to be applied to all out-of-state telephone calls -----	33%	23%	7%	29%	8%
[]b. Modernizes the existing ordinance in response to new communication technologies so that all taxpayers are treated the same regardless of technology used-----	45%	27%	6%	17%	5%
[]c. Allows the telecommunications users tax to be applied to newer services like text messaging-----	32%	23%	11%	29%	5%
[]d. Replaces the existing telecommunications ordinance with a modern ordinance that responds to changes in federal law-----	33%	28%	7%	15%	17%
[]e. Allows the telecommunications users tax to be applied to newer services like voice over Internet telephone services-----	34%	24%	7%	27%	7%
[]f. Reduces the tax rate from five percent to four point seven-five percent-----	56%	22%	8%	10%	4%

14. Next, I am going to read you some statements from people who support the telecommunications users tax reduction and modernization measure we have been discussing. 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)**

	<u>VERY</u> <u>CONV.</u>	<u>SMWHT</u> <u>CONV.</u>	<u>NOT</u> <u>CONV.</u>	<u>DON'T</u> <u>BELIEVE</u>	<u>(DK/NA)</u>
[]a. The measure modernizes the existing communication user's tax to include technologies that did not exist when the tax was introduced. It treats all taxpayers, regardless of the technology they use, equally so that everyone pays their fair share.-----	36%	34%	19%	9%	2%
[]b. This measure will preserve 24 million dollars in existing funding for City services, including police, fire, parks, libraries or other vital services.-----	38%	35%	16%	9%	2%
[]c. Voting yes on this measure will <u>reduce</u> the tax rates San Jose residents pay on communications services.-----	42%	23%	18%	16%	1%

15. Now that you have heard more about it, let me ask you again about the measure to reduce the telecommunications users tax rate and modernize the law. 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 -----19%
 Undecided, lean yes-----10%
TOTAL YES-----62%

Undecided, lean no----- 4%
 Probably no-----6%
 Definitely no -----18%
TOTAL NO -----29%

(DON'T READ) Need more info----- 8%
(DON'T READ) DK/NA ----- 1%

16. Next, I am going to read you some statements from people who oppose the telecommunications users tax reduction and modernization measure we have been discussing. 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)**

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

- []a. This measure would actually apply a new tax to services that are not currently taxed – like out-of-state phone calls, text messaging, and phone calls made over the Internet. ----- 37%-----25% ----- 30%-----4% ----- 4%
- []b. We cannot trust the City to spend the money generated by this ballot measure. It will just be mis-spent or wasted. ----- 30%-----24% ----- 27%-----14% ----- 5%
- []c. The City is placing a second measure on the ballot that would place a new tax on telephone service. We cannot afford to vote for two different City taxes on phone service.----- 33%-----26% ----- 28%-----8% ----- 5%

17. Now that you have heard more about it, let me ask you again about the measure to reduce the telecommunications users tax rate and modernize the law. 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-----26%
Probably yes -----23%
Undecided, lean yes----- 9%
TOTAL YES-----58%

Undecided, lean no----- 5%
Probably no-----10%
Definitely no -----19%
TOTAL NO -----35%

(DON'T READ) Need more info----- 7%
(DON'T READ) DK/NA ----- 1%

(ASK Q18-Q24 OF SPLIT SAMPLE G ONLY)

18. 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 reduced tax.

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, and would reduce the monthly amount of the tax to one dollar and 65 cents per line, with annual inflation adjustments limited to three percent. If approved, the measure will continue generating 23 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 23 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-----	36%
Probably yes-----	21%
Undecided, lean yes-----	10%
TOTAL YES-----	68%

Undecided, lean no-----	1%
Probably no-----	10%
Definitely no-----	12%
TOTAL NO-----	22%

(DON'T READ) Need more info-----	9%
(DON'T READ) DK/NA-----	1%

(ASK Q19 IF CODES 4-8 IN Q18)

19. Suppose that this measure did not include a provision to adjust the amount of the tax annually for inflation, and would remain the exact same rate on an ongoing basis. 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----- 8%
 Probably yes ----- 15%
 Undecided, lean yes----- 7%
TOTAL YES-----29%

Undecided, lean no----- 5%
 Probably no----- 19%
 Definitely no ----- 22%
TOTAL NO -----46%

(DON'T READ) Need more info----- 21%
(DON'T READ) DK/NA----- 3%

(RESUME ASKING ALL RESPONDENTS IN SPLIT SAMPLE G)

20. Next, I'm going ask you about a variety of specific aspects of this ballot measure. After I read each one, please tell me whether you support or oppose that aspect of the measure. **(IF SUPPORT/OPPOSE, ASK: "Is that strongly SUPPORT/OPPOSE or just somewhat?") (RANDOMIZE)**

	<u>STR</u> <u>SUPP</u>	<u>SW</u> <u>SUPP</u>	<u>SW</u> <u>OPP</u>	<u>STR</u> <u>OPP</u>	<u>(DK/NA)</u>
[]a. Replaces the existing fee on emergency communications service with a tax in a reduced amount-----	45%	25%	8%	14%	8%
[]b. Reduces the current cost of one dollar and 75 cents per month per phone line to one dollar and 65 cents-----	54%	22%	6%	13%	5%
[]c. Allows annual adjustments based on inflation limited to three percent per year-----	30%	27%	10%	23%	11%
[]d. Continues current lifeline exemptions for low-income senior-citizen and disabled households-----	75%	15%	3%	5%	3%

21. Next, I am going to read you some statements from people who support the measure to replace the City's emergency communications fee with a reduced tax. 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**)

	<u>VERY CONV.</u>	<u>SMWHT CONV.</u>	<u>NOT CONV.</u>	<u>DON'T BELIEVE</u>	<u>(DK/NA)</u>
[]a. This measure would <u>reduce</u> the amount that San Jose phone customers pay to one dollar and sixty-five cents per month per phone line -----	43%	29%	17%	8%	3%
[]b. This measure will preserve 23 million dollars in existing funding for City services, including police, fire, parks, libraries or other vital services. -----	51%	26%	12%	7%	4%
[]c. All funds raised by this measure will be subject to audits and full public review of all spending, to ensure that the money is spent properly. -----	51%	26%	12%	9%	2%

22. Now that you have heard more about it, let me ask you again about the measure to replace the City's emergency communications fee with a reduced tax. 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 -----	12%
TOTAL YES -----	72%
Undecided, lean no -----	2%
Probably no -----	7%
Definitely no -----	13%
TOTAL NO -----	22%
(DON'T READ) Need more info -----	5%
(DON'T READ) DK/NA -----	0%

23. Next, I am going to read you some statements from people who oppose the measure to replace the City's emergency communications fee with a reduced tax. 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</u>	<u>SMWHT</u>	<u>NOT</u>	<u>DON'T</u>
<u>CONV.</u>	<u>CONV.</u>	<u>CONV.</u>	<u>BELIEVE (DK/NA)</u>

[]a. This measure includes a provision that would allow increases in the tax every year for inflation. Essentially, it approves automatic tax increases on phone users every single year. ----- 37%-----29% ----- 25%-----6% ----- 3%

[]b. Currently, funding from this fee is dedicated to the City's 9-1-1 emergency communications system. But this measure would remove those limitations, and allow the City to spend it on any program they want. ----- 36%-----22% ----- 30%-----8% ----- 5%

[]c. The City is placing a second measure on the ballot that would place taxes on a wide range of telecommunications services, including phones. We cannot afford to vote for two different City taxes on phone service. ----- 35%-----28% ----- 26%-----7% ----- 4%

24. Now that you have heard more about it, let me ask you again about the measure to replace the City's emergency communications fee with a reduced tax. 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-----22%
 Probably yes -----21%
 Undecided, lean yes-----14%
TOTAL YES-----58%

Undecided, lean no----- 5%
 Probably no-----12%
 Definitely no -----16%
TOTAL NO -----34%

(DON'T READ) Need more info----- 7%
(DON'T READ) DK/NA ----- 2%

(RESUME ASKING ALL RESPONDENTS; ROTATE Q25 AND Q26)

25. Now I would like to ask you about the charter amendment that would remove the City Council’s ability to set its own salaries, and instead would set the Mayor and City Council’s salaries equal to 80 percent and 60 percent, respectively, of the salary of a superior court judge.

This measure would greatly simplify the City’s salary-setting process, would eliminate the need for a salary-setting commission, and would remove the conflict of interest involved in having City Council members vote on their own salaries. It would also lead to a sizeable increase in the salaries paid to the Mayor and City Council.

Having heard this, let me ask you again – 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-----	17%
Probably yes -----	14%
Undecided, lean yes-----	10%
TOTAL YES-----	41%

Undecided, lean no-----	6%
Probably no-----	13%
Definitely no -----	26%
TOTAL NO -----	45%

(DON'T READ) Need more info-----	12%
(DON'T READ) DK/NA -----	2%

(ROTATE Q26 AND Q25)

26. Now I would like to explain a little more about the charter amendment giving the City Council the right to approve park use agreements for up to 30 years. Currently, the City Charter only allows the City Council to enter into such agreements for three years at a time in the majority of City parks. The three-year maximum limits the City's ability to attract private companies to enter into sponsorship and operating agreements, which in turn provide funding for the improvement of facilities, such as pools, community centers and soccer fields.

The proposed revision would allow private companies to make financial investments in exchange for lease periods long enough to obtain a return on their investments. The Charter provision would require that the long-term agreement must enhance the recreational opportunities of the park.

Having heard this, let me ask you again – 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 -----	16%
Undecided, lean yes-----	9%
TOTAL YES-----	61%

Undecided, lean no-----	5%
Probably no-----	7%
Definitely no -----	14%
TOTAL NO -----	26%

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

27. Now I am going to read you statements from supporters and opponents of all of these City of San Jose ballot measures. Please tell me which statement comes closest to your opinion. Please choose just one, even if it's hard to decide. **(ROTATE)**

Supporters say these measures deserve our support. They will ensure continued funding for vital City services and help to prevent significant cuts. In addition, as a group the measures are revenue neutral, and will not increase the total tax dollars collected by the City.-----38%

OR

Opponents say we should oppose at least some of these measures, because they will continue, broaden, or increases taxes or fees that would otherwise be phased out or struck down by the courts. In addition, there may be other, more important local funding measures on the ballot to rebuild Valley Medical Center and improve public transportation. -----44%

- (DON'T READ)**
- (BOTH)** ----- 5%
- (NEITHER)** ----- 9%
- (DON'T KNOW/NA)** ----- 4%

28. Now I am going to ask you about the five measures that may appear on the November ballot in San Jose one last time. 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 reduce the City's Telecommunications Users Tax from five percent to four point seven-five percent, and to modernize the ordinance to apply to all out-of-state calls and treat taxpayers equally regardless of the technology used, to fund City services such as police and fire, street repair, parks, and libraries. -----	31%	23%	7%	7%	10%	16%	6%
[]b. A measure to eliminate the existing City emergency communications fee of one dollar and 75 cents per month and replace it with a reduced tax of one dollar and 65 cents per month, charged to each telephone line, to fund City services such as police and fire, street repair, parks, and libraries. -----	33%	25%	8%	7%	7%	16%	5%
[]c. 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-----	51%	16%	6%	4%	6%	13%	3%
[]d. A charter amendment that would do away with a Salary Setting Commission, and instead would set the Mayor and City Council's salaries equal to 80 percent and 60 percent, respectively, of the salary of a superior court judge. -----	20%	15%	8%	9%	10%	27%	11%
[]e. A charter amendment to generate revenue for park improvements and other recreational purposes by allowing the City Council to approve park use agreements for city parks larger than 5 acres for up to 30 years, provided such agreements enhance the recreational purposes of the park. -----	38%	20%	8%	4%	7%	14%	8%

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

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

- Own ----- 78%
- Rent ----- 20%
- (DON'T READ)** Don't know/Refused ----- 2%

30. 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/Pacific Islander ----- 16%
- Caucasian/White ----- 57%
- Native American/Indian ----- 1%
- Some other group or identification ----- 4%
- (DON'T READ)** Refused ----- 2%

31. 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%

32. 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 ----- 9%
- \$30,001 - \$60,000 ----- 15%
- \$60,001 - \$75,000 ----- 14%
- \$75,001 - \$100,000 ----- 19%
- \$100,001 - \$150,000 ----- 13%
- More than \$150,000 ----- 9%
- (DON'T READ)** Refused ----- 22%

THANK AND TERMINATE

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-----38%
G02-----54%
R03-----63%
P04-----54%
G04-----88%
N05-----65%
P06-----55%
G06-----76%
F08-----77%

VOTE BY MAIL

1-----22%
2-----8%
3+-----30%
Blank-----39%

PERMANENT ABSENTEE

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

HOUSEHOLD PARTY TYPE

Dem 1-----21%
Dem 2+-----18%
Rep 1-----9%
Rep 2+-----10%
Ind 1+-----16%
Mix-----26%

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-----28%
2-----26%
3-----19%
4-----25%
5-----2%