



Results of 2010 San José Budget Priorities Survey

February 9, 2010

320-422

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

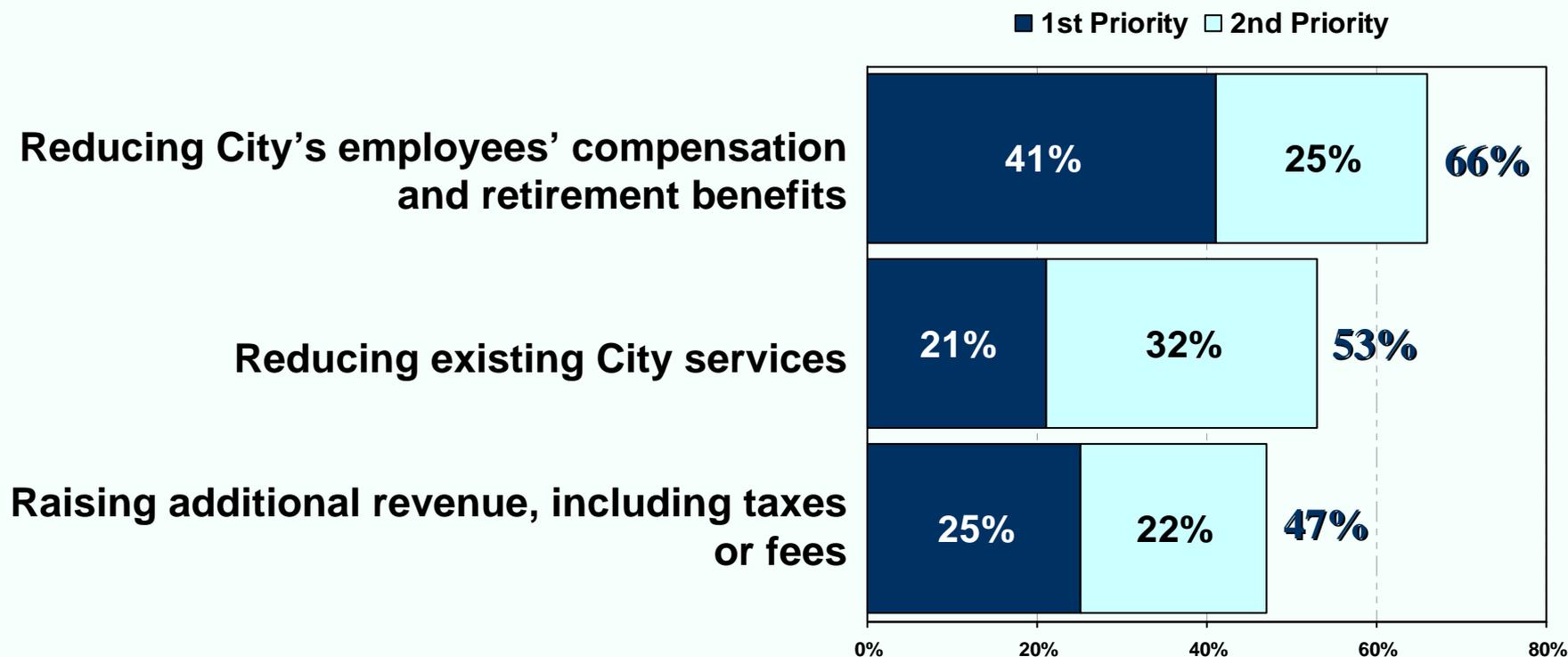
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2010 Budget Priorities Survey Methodology

- **450 telephone interviews with likely November voters, including 58 on cell phones**
- **450 telephone interviews with adult residents of San José, including 50 that solely or mostly use cell phones**
- **Interviews conducted between January 13-20, 2010**
- **Margin of sampling error of +/- 4.6% for residential and voter samples**
- **Comparisons to January 2008 and January 2009 budget surveys**

Respondents prefer reducing the salaries and benefits of City employees over cuts in services or increasing revenues through taxes and fees.

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:



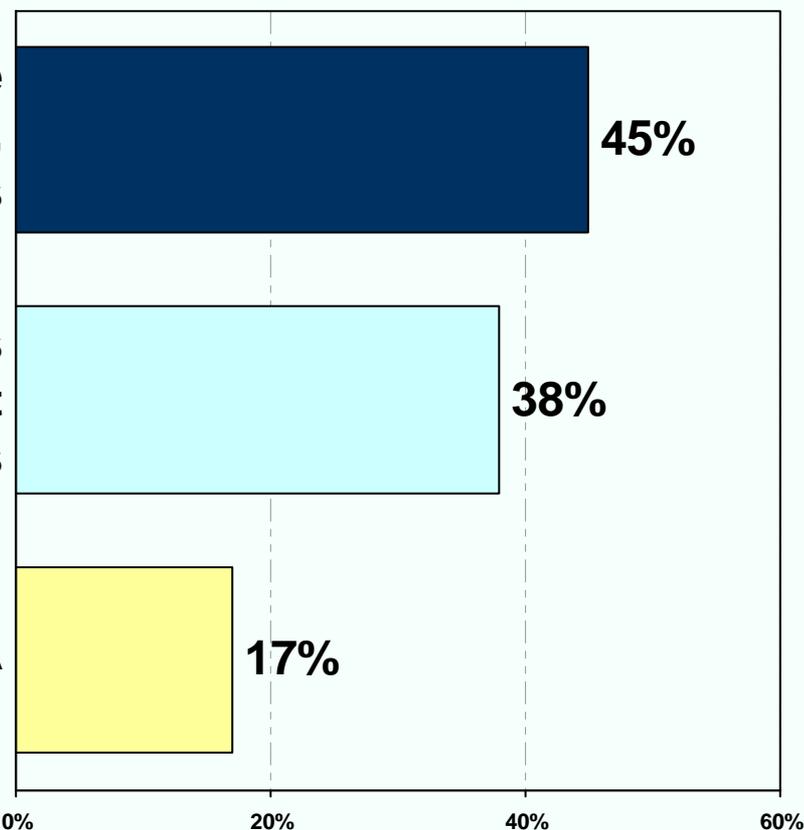
If the shortfall cannot be made up by cutting City employee compensation and benefits, respondents narrowly prefer cutting services to raising taxes or fees.

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

OR

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

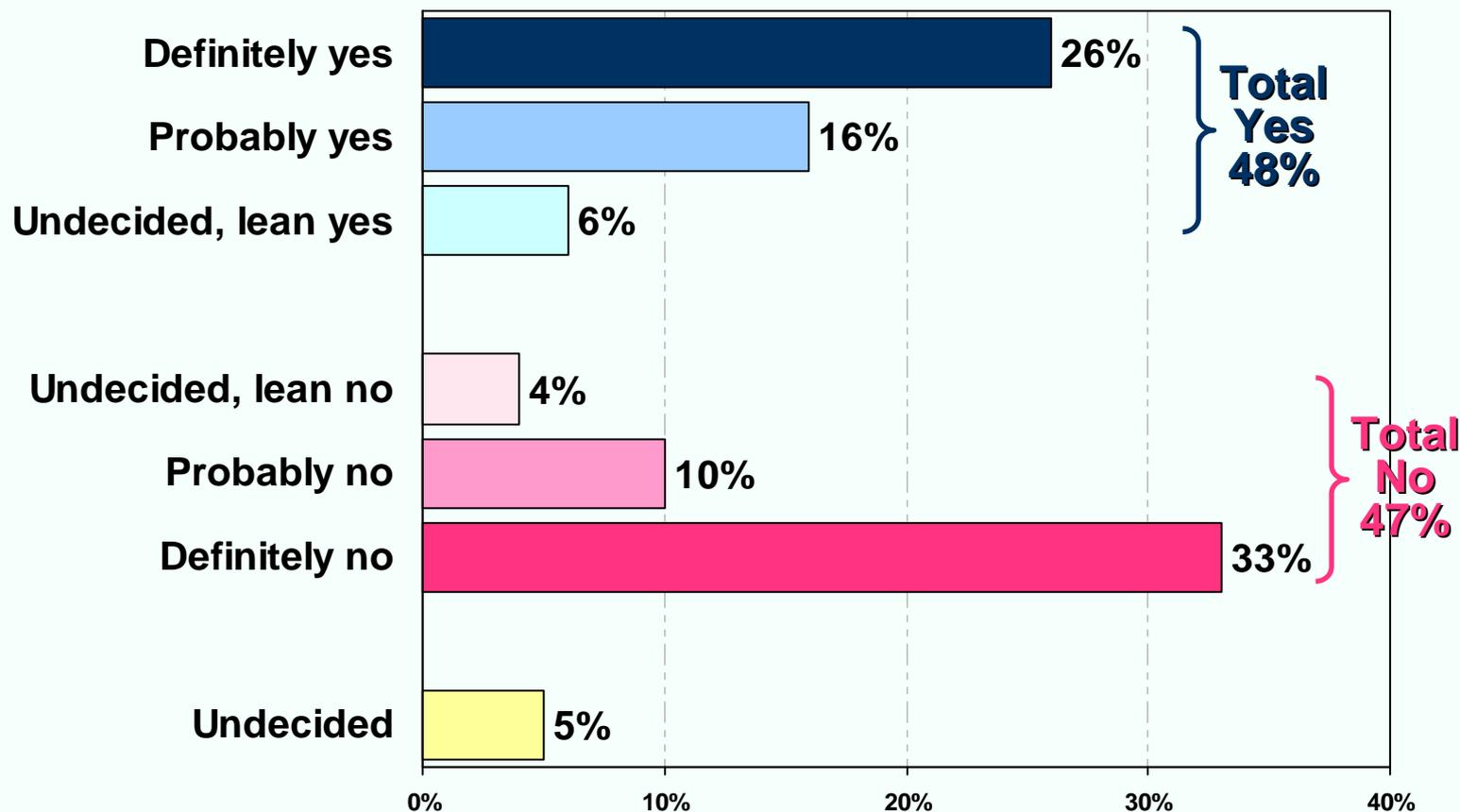
Both/Neither/DK/NA



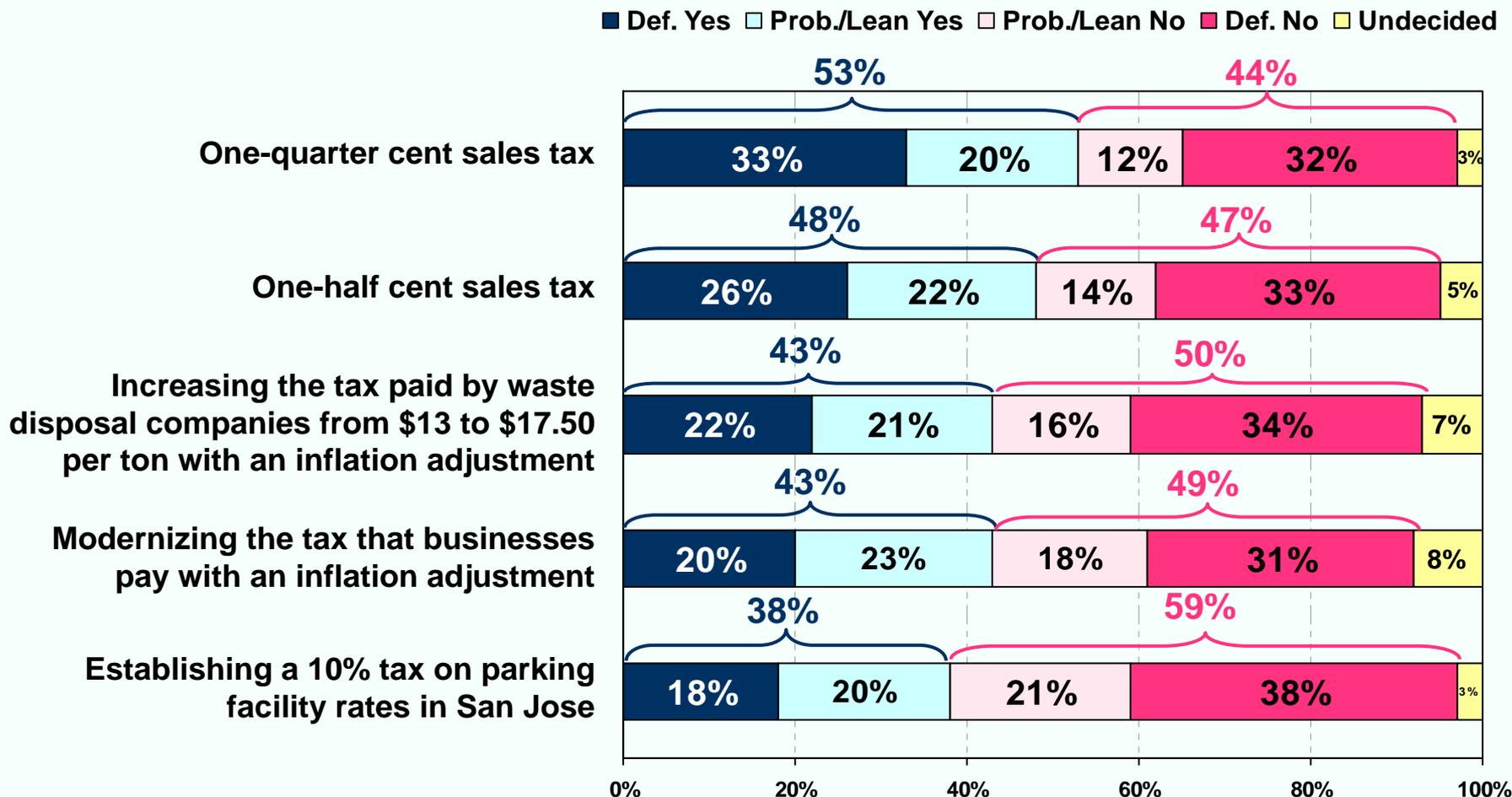
Sales Tax Ballot Language Tested

The City of San José Vital City Services Measure.
In order to provide *(temporary emergency)* funding to protect and maintain essential City services such as police patrols, fire protection, 911 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 one-half cent sales tax *(limited to 6 years)* subject to existing financial audits and public expenditure reports?”

Likely voters are evenly divided on a half-cent sales tax to fund essential City services.

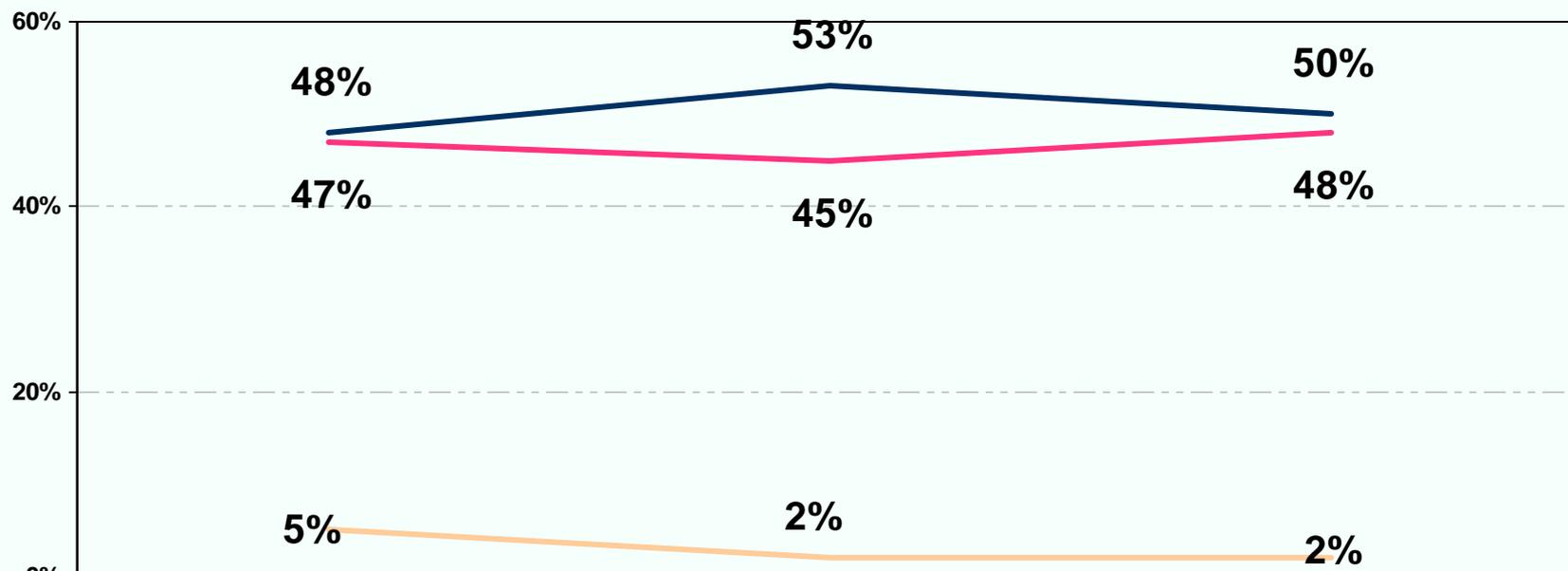


Only a quarter-cent sales tax increase receives initial majority support.



After hearing arguments for and against the half-cent measure, likely voters remain evenly divided.

— Total Yes — Total No — Undecided

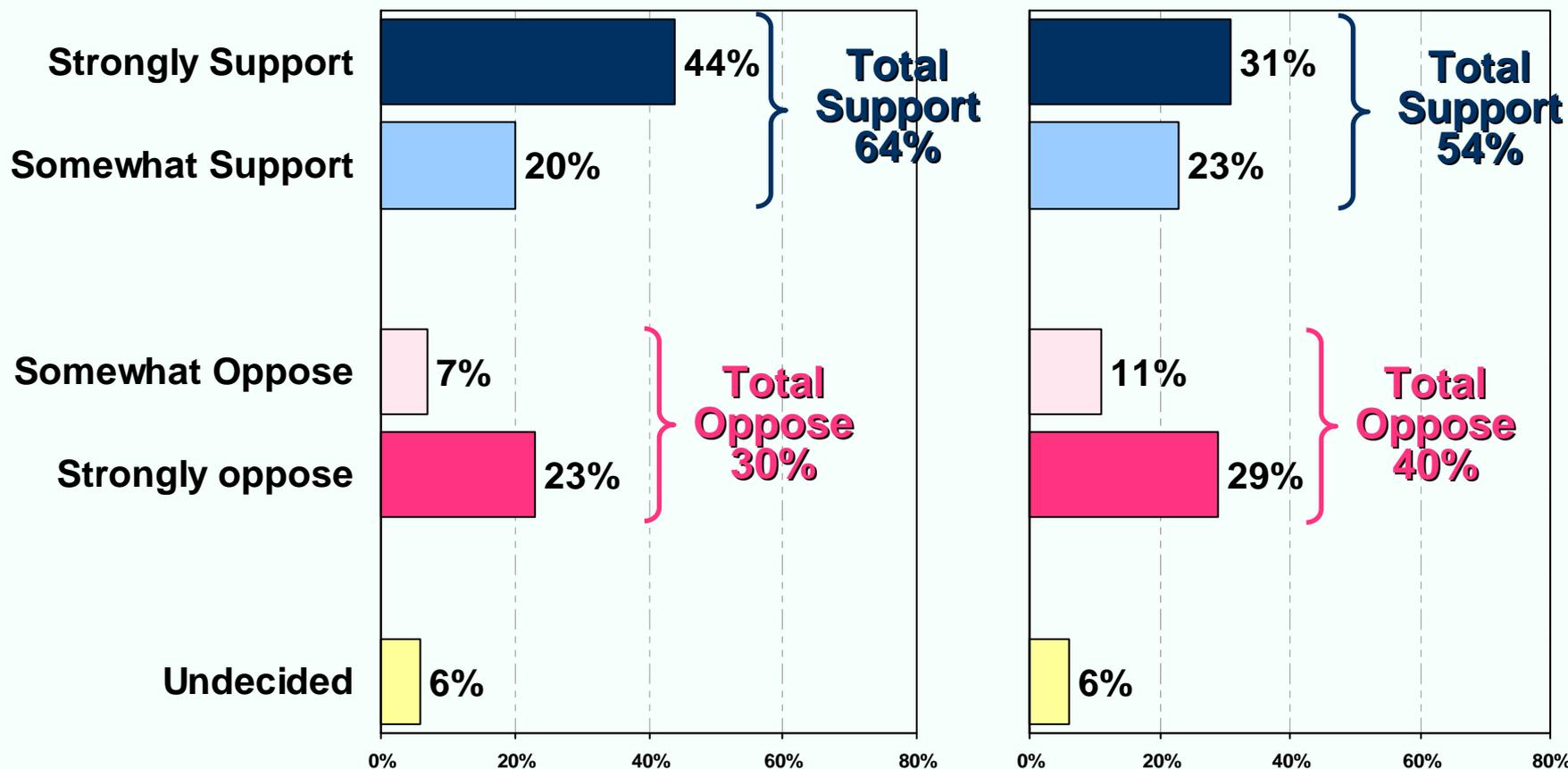


| | Initial Vote | Vote After Positives | Vote After Negatives |
|------------------|--------------|----------------------|----------------------|
| Total Yes | 48% | 53% | 50% |
| Total No | 47% | 45% | 48% |
| Undecided | 5% | 2% | 2% |

More than three in five voters back increasing card room tables and tax rates.

Increase in Tables *With* Increase in Tax

Increase in Tables, *No* Increase in Tax



9 combined. 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. Increasing the number of tables that card rooms are allowed to operate in the City. Increasing the tax on card room revenues in San José from 13% to 15% and increasing the number of tables that card rooms are allowed to operate in the City. Does this sound like something you would support or oppose?

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