

# SUPPLEMENTAL

COUNCIL AGENDA: 08/03/2010

ITEM: 3.3 (a)



## Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Tom Manheim

**SUBJECT:** ANALYSIS OF SURVEY RESULTS  
ON POTENTIAL BALLOT MEASURES

**DATE:** July 27, 2010

Approved

Date

7/27/10

### REASON FOR SUPPLEMENTAL

This memorandum transmits the *2010 Ballot Measure Survey Report of Findings* analyzing results of a telephone survey conducted on behalf of the City by the firm of Fairbanks, Maslin, Maulin, Metz and Associates (FM3). Because of the tight timeline necessary to allow the City Council to consider this information on August 3, the Administration was only able to provide the "topline" results for the normal agenda distribution.

The attached *Report of Findings* provides further analysis of the survey results. An FM3 representative will provide a verbal report on these findings at the August 3 meeting.

TOM MANHEIM  
Communications Director

For questions please contact Tom Manheim, Communications Director, at 535-8170.



# **City of San José**

## **2010 Ballot Measures Survey**

### **Report of Findings**

**July 2010**

220-2948

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

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY

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## TABLE OF CONTENTS

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<b>INTRODUCTION.....</b>	<b>3</b>
<b>SUMMARY OF MAJOR FINDINGS .....</b>	<b>4</b>
<b>PART 1: BALLOT MEASURES TESTED.....</b>	<b>6</b>
1.1 BALLOT LANGUAGE TESTED.....	6
1.2 INITIAL VOTES ON THE BALLOT MEASURES.....	7
1.3 HEAD-TO-HEAD COMPARISON.....	7
<b>PART 2: SUPPORT FOR A ONE-QUARTER PERCENT SALES TAX.....</b>	<b>9</b>
2.1 SUPPORT AMONG SUBGROUPS .....	9
2.2 THE IMPACT OF A SUNSET CLAUSE .....	10
2.3 THE ORDER IN WHICH THE MEASURE WAS PRESENTED .....	11
2.4 PAST SUPPORT FOR SALES TAX MEASURES .....	12
2.5 THE IMPACT OF CITY EMPLOYEE COMPENSATION REDUCTIONS.....	13
2.6 THE IMPACT OF PRO AND CON MESSAGING .....	14
<b>PART 3: SUPPORT FOR A MARIJUANA BUSINESS TAX.....</b>	<b>16</b>
3.1 SUPPORT AMONG SUBGROUPS .....	16
3.2 REACTIONS TO DIFFERENT TAX RATES.....	17
3.3 THE ORDER IN WHICH THE MEASURE WAS HEARD.....	18
3.4 THE IMPACT OF ADOPTING MARIJUANA BUSINESS REGULATIONS.....	18
3.5 THE IMPACT OF PROPOSITION 19.....	19
2.6 THE IMPACT OF PRO AND CON MESSAGING .....	20
<b>PART 4: AIRPORT USAGE .....</b>	<b>23</b>
4.1 SAN JOSE INTERNATIONAL AIRPORT USAGE .....	23
4.2 OTHER BAY AREA AIRPORT USAGE.....	24
4.3 REASONS FOR FLYING .....	24
4.4 AWARENESS OF RECENT SAN JOSE INTERNATIONAL AIRPORT IMPROVEMENTS.....	25
<b>CONCLUSIONS .....</b>	<b>26</b>
<b>APPENDIX A: TOPLINE SURVEY RESULTS.....</b>	<b>28</b>

## **INTRODUCTION**

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Between July 6 and 11, 2010, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone survey of 800 randomly-selected San José voters primarily to assess their reactions to two potential ballot measures – a one-quarter percent sales tax measure and a marijuana business tax measure – and secondarily to assess usage of the San Jose International Airport.

The survey questionnaire was developed in consultation with City staff and translated and administered in both Spanish and Vietnamese, as well as in English. Survey respondents were drawn randomly from lists of registered San José voters likely to cast ballots in November of 2010. 138 interviews were conducted on cell phones, due to the fact that many voters now submit their cell phone numbers when registering to vote. Additionally, the final results were weighted slightly to conform to demographic data on the likely November 2010 electorate.

The margin of error for the survey sample as a whole is plus or minus 3.5 percent. The margin of error for smaller subgroups within each sample will be larger. For example, statistics reporting the opinions and attitudes of women, who make up 51 percent of the sample, have a margin of error of plus or minus 4.9 percent. Consequently, for other population groupings of smaller sizes, 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 four parts:

**Part 1** examines voters' initial reactions to the two potential ballot measures – including their vote preferences – as well as the potential impact of other local finance measures potentially on the November ballot.

**Part 2** focuses on the sales tax measure, including an analysis of the most and least supportive demographic groups, the impact of a sunset clause, recent trends in sales tax support in the City, and the effect of providing voters with additional background information.

**Part 3** focuses on the marijuana business tax measure, including an analysis of the most and least supportive demographic groups, reactions to different tax rates and the possibility of new marijuana laws and regulations, and the effect of providing voters with additional background information.

**Part 4** focuses on the San Jose International Airport and voter flying habits.

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

## SUMMARY OF MAJOR FINDINGS

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- San Jose voters appear more willing to support a marijuana business tax than a one-quarter percent sales tax. A slim majority of respondents (52%) indicated they would oppose the sales tax measure (43% would vote “yes”), while nearly two-thirds (65%) indicated they would vote “yes” on the marijuana business tax measure.
- However, when the sales tax is presented *before* the marijuana business tax measure, City voters appear more amenable to a one-quarter percent sales tax measure. When presented first, 46 percent of survey respondents indicated they would vote “yes” on a sales tax measure and another 46 percent indicated they would vote “no.”
- Support for both of the potential San Jose measures – the sales tax and marijuana business tax – appear largely unaffected by the presence of other measures on the County ballot.

### *Sales Tax Findings*

- The demographic groups disproportionately most likely to support a sales tax measure include Democrats (particularly Democratic men and Democrats under age 50), voters at the extremes of the age spectrum (under age 30 and over age 75), renters, voters with annual household incomes less than \$60,000, long-term City residents (41+ years), and independent women.
- The demographic groups disproportionately most likely to oppose a sales tax measure include Republicans and voters with annual household incomes greater than \$100,000.
- The inclusion of a 15-year sunset in the sales tax measure appears to have little impact on voters.
- Voters’ opinions regarding a one-quarter percent sales tax increase in this most recent survey have declined over the past year and a half, from 62 percent “yes” in January 2009, to 54 percent “yes” in January 2010, and now 46 percent “yes” in this most recent survey (when asked first).
- There was little difference in voters’ reactions to the sales tax measure after hearing that City employees have had their compensation reduced this year to help address the City’s budget deficit.
- Support for a one-quarter percent sales tax measure does increase to 52 percent after voters are presented with message in favor of the measure. However, statements opposing the measure reduce support to 48 percent “yes” and 46 percent “no,” suggesting that the electorate is evenly divided on the measure.

### ***Marijuana Business Tax Findings***

- The demographic groups disproportionately most likely to support a marijuana business tax measure include Democrats (particularly Democratic men and Democrats under age 50), younger voters (particularly younger men), and renters.
- The demographic groups disproportionately most likely to oppose a marijuana business tax measure include Republicans, African-Americans, Latinos, older independents, older voters in general, voters with at best high school educations, and City residents of more than 40 years.
- The amount of the tax rate made little difference in support. Voters were essentially equally willing to support a marijuana business tax measure establishing a three percent tax rate as a measure establishing a ten percent tax rate.
- The vast majority of voters (83%) indicated that if the City adopted measures regulating marijuana businesses, it would either make them “more likely” to support a marijuana business tax measure or have no effect on their vote preferences.
- Similarly, knowing that Proposition 19 – which is on the November 2010 ballot – could extend the potential City marijuana business tax to marijuana sold for both medical and recreational use, 77 percent of voters say they would either be “more likely” to support the City’s marijuana business tax or that it would not make a difference to them.
- After hearing both positive and negative message about the marijuana business tax measure, overall support and opposition changed very little, suggesting that voters are relatively committed to their initial impressions of the measure and that positive and negative messages hold little sway

### ***Airport Findings***

- Roughly one-half of respondents (48%) indicated they had flown in or out of the San Jose International Airport at least once in the past year, with most having flown one to three times (34%).
- Roughly one-third had used another airport, with most having used the San Francisco International Airport (28%) and four percent having used the Oakland International Airport. The top reasons cited for using others airports included flight destinations, cost, and flight schedules.
- A majority of fliers (53%) fly “mostly for vacation or pleasure” and a distinct minority (9%) flies “mostly for business.” Another one-third of those who have flown at least once in the past year (33%) regularly fly for both purposes.
- Three-quarters of respondents (75%) indicated they had heard at least “a little” and 42 percent have heard “a great deal” about recent improvement to the San Jose International Airport.

## **PART 1: BALLOT MEASURES TESTED**

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### ***1.1 Ballot Language Tested***

All 800 survey respondents were read the sample sales tax ballot language shown in **Figure 1**. This language described a one-quarter percent sales tax on retail transactions – subject to existing financial audits – to provide funding for essential City services. Additionally, one-half of the sample (400 respondents) were read a version of the measure containing a 15-year sunset provision and the other half were read a version without a sunset.

**FIGURE 1:  
Sales Tax Ballot Language Tested**

***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-quarter percent tax on retail transactions in San José; (SPLIT SAMPLE A: subject to existing independent financial audits, with all revenue controlled by the City) (SPLIT SAMPLE B: for a 15-year period and subject to existing independent financial audits, with all revenue controlled by the City)?*

Similarly, all 800 survey respondents were read the sample marijuana business tax ballot language shown in **Figure 2**. This language described an ordinance imposing a tax on the gross receipts on marijuana businesses – subject to existing financial audits – also providing funding for essential City services. Additionally, one-half of the sample (400 respondents) were read a version of the measure imposing a three percent tax rate and the other half were read a version imposing a ten percent tax rate.

**FIGURE 2:  
Sales Tax Ballot Language Tested**

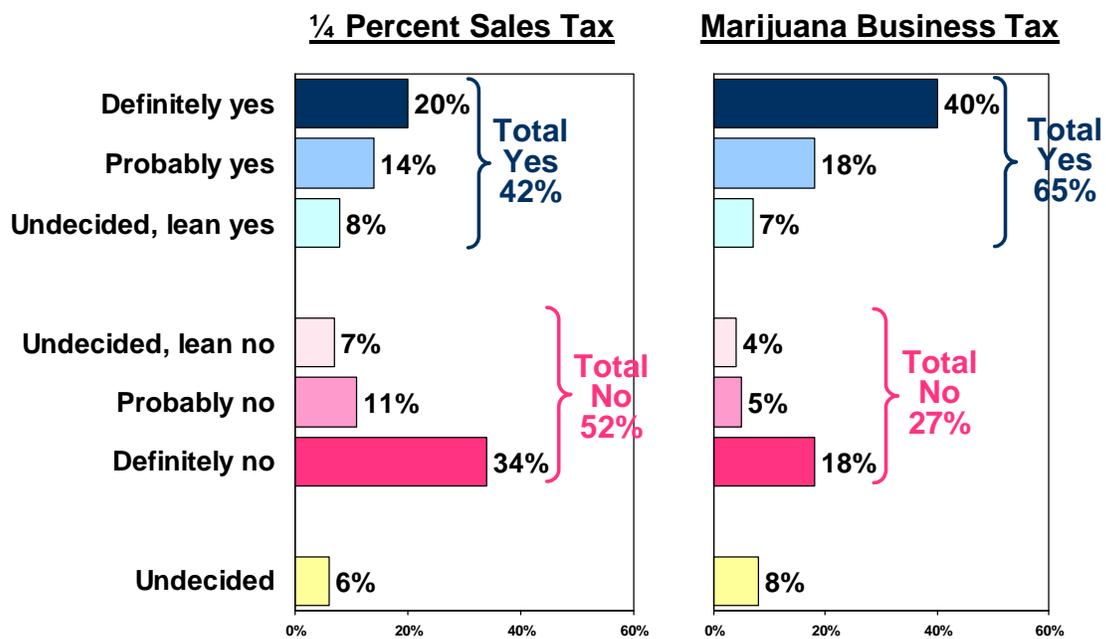
***THE CITY OF SAN JOSÉ MARIJUANA BUSINESS TAX AND  
VITAL CITY SERVICES MEASURE.***

*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 impose a tax at the rate of (SPLIT SAMPLE A: three percent) (SPLIT SAMPLE B: ten percent) of gross receipts on marijuana businesses in San José; subject to existing independent financial audits, with all revenue controlled by the City?*

### 1.2 Initial Votes on the Ballot Measures

Survey respondents were asked to indicate how they would vote on each potential measure were they on the ballot. One-half heard the sales tax first and the marijuana business tax second, and the other half heard them in reverse order. All were told that the second measure “may also appear on a future ballot,” suggesting the measures could appear on the ballot at the same time, though not implying this would definitely be the case. The results shown in **Figure 3** include the initial vote preferences for all 800 survey respondents.

**FIGURE 3:**  
**Initial Levels of Support and Opposition for the Ballot Measures**



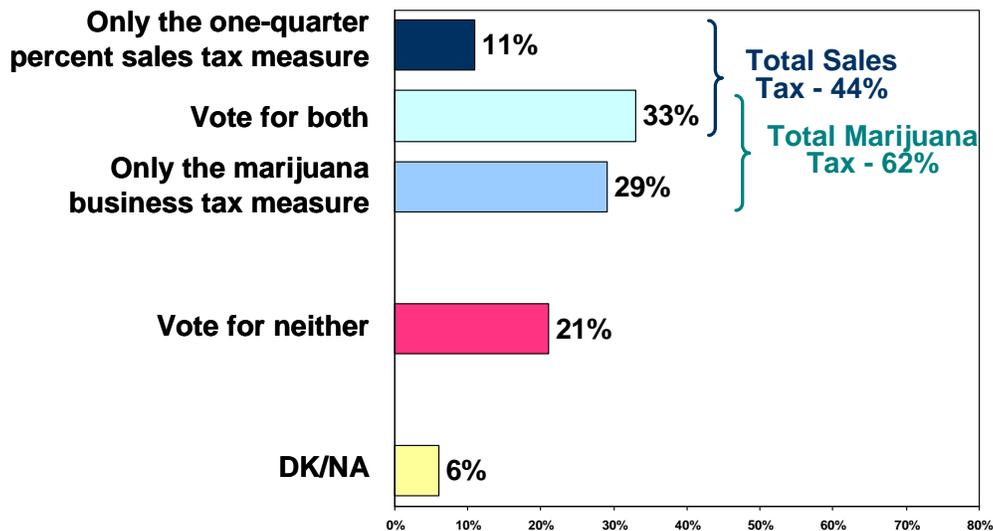
As shown in **Figure 3**, San Jose voters are clearly more willing to support a marijuana business tax than a one-quarter percent sales tax. A slim majority of respondents (52%) indicated they would oppose the sales tax measure, while nearly two-thirds (65%) indicated they would vote “yes” on the marijuana business tax measure. Furthermore, voters’ opposition to the sales tax measure was more intense than their support for it, with 34 percent indicating they would “definitely” vote “no,” while only 20 percent indicated they would “definitely” vote “yes.” In contrast, “definite” supporters of the marijuana business tax measure outnumbered “definite” opponents by a two to one margin – 40 to 18 percent.

### 1.3 Head-to-Head Comparison

After hearing both potential ballot measures and being asked to indicate their vote preferences, respondents were next asked to consider a ballot on which both measures would appear at the same time. Under this scenario, respondents were asked if they would vote for both measures, just one, or neither of the measures. As shown in **Figure**

4, 11 percent indicated they would only vote for the sales tax measure, while nearly three times as many (29%) indicated they would only vote for the marijuana business tax measure. With an additional one-third (33%) indicating they would vote for both, a combined 44 percent indicated they would vote for the sales tax measure and 62 percent indicated they would vote for the marijuana business tax measure, percentages very close to the levels of support expressed in the individual measure votes. These findings again reinforce voters' preference for a marijuana business tax over a one-quarter percent sales tax. They also suggest were both measures on the ballot at the same time, voters may feel that voting in favor of the marijuana business tax may give them a license to vote against the sales tax measure (i.e., since they supported one tax measure, the sense of urgency for supporting a second measure isn't as strong).

**FIGURE 4:**  
**Head-to-Head Vote Preferences**



In order to determine whether the presence of other local finance measures would have any discernable impact on the two potential San Jose finance measures, respondents were read short summaries of two other potential measures – a Santa Clara Valley Transportation Authority annual \$10 vehicle registration fee and a Santa Clara County annual \$29 parcel tax funding health insurance for low-income children. Support for both the San Jose measures was largely unaffected by the presence of the County measures on the ballot.

**PART 2: SUPPORT FOR A ONE-QUARTER PERCENT SALES TAX**

**2.1 Support Among Subgroups**

As shown in **Figure 5**, the following subgroups were disproportionately likely to vote “yes” on the sales tax measure in the initial vote question: Democrats (particularly Democratic men and Democrats under age 50), voters at the extremes of the age spectrum (under age 30 and over age 75), renters, voters with annual household incomes less than \$60,000, long-term City residents (41+ years), and independent women.

**FIGURE 5:  
 Subgroups Most Likely to Vote “Yes” on a Sales Tax Measure**

Group	Initial “Yes” Voters	Percentage of Electorate
<b>OVERALL</b>	<b>43%</b>	<b>100%</b>
Democratic men	53%	22%
Ages 75+	52%	10%
Renters	52%	19%
Democrats 18-49	52%	20%
Household incomes <\$60,000	52%	27%
San Jose residents of 41+ years	50%	24%
Ages 18-29	49%	10%
Independent women	49%	12%

As shown in **Figure 6**, the following subgroups were disproportionately likely to vote “no” on the sales tax measure in the initial vote question: Republicans, City residents of between 31-40 years, voters ages 65-74, and voters with annual household incomes greater than \$100,000.

**FIGURE 6:  
 Subgroups Most Likely to Vote “No” on a Sales Tax Measure**

Group	Initial “Yes” Voters	Percentage of Electorate
<b>OVERALL</b>	<b>51%</b>	<b>100%</b>
Republican men	68%	14%
Republicans age 50+	68%	15%
Republican	65%	26%
Republican women	62%	12%
Republicans ages 18-49	61%	10%
San Jose residents of 31-40 years	61%	15%
Ages 65-74	60%	11%
Household incomes >\$100,000	56%	20%

**2.2 The Impact of a Sunset Clause**

As previously mentioned, voters were read two different versions of the one-quarter percent sales tax measure – with one-half hearing a version that included a 15-year sunset clause and the other half hearing a version without a sunset clause. As shown in **Figure 7**, there was no statistical difference between the versions of the measure based upon the inclusion of a sunset clause.

**FIGURE 7:  
 Sales Tax Vote Preference with or without the Presence of a 15-year Sunset Clause**

Position	With a 15-year Sunset	Without a 15-year Sunset	Difference
Definitely yes	20%	20%	-
Probably/lean yes	22%	23%	+1%
<b>TOTAL YES</b>	<b>42%</b>	<b>43%</b>	<b>+1%</b>
Definitely no	34%	33%	-1%
Probably/lean no	18%	18%	-
<b>TOTAL NO</b>	<b>52%</b>	<b>51%</b>	<b>-1%</b>
<b>UNDECIDED</b>	<b>6%</b>	<b>6%</b>	<b>-</b>

However, later in the survey, respondents were asked specifically about the sunset clause (or lack of a sunset clause). Those respondents who were initially read a sales tax measure without a sunset clause were asked if the fact that the sales tax increase “does not expire” would make them “more likely or less likely to support the measure” or if it does not make a difference to them. Similarly, respondents who were initially read a sales tax measure containing a 15-year sunset were asked how that provision may affect their vote preferences.

**FIGURE 8:  
 The Influence of a 15-year Sunset Clause on Sales Tax Measure Support**

Support Likelihood	With a 15-year Sunset	Without a 15-year Sunset
Much more likely	15%	13%
Somewhat more likely	17%	13%
<b>TOTAL MORE LIKELY</b>	<b>32%</b>	<b>26%</b>
Much less likely	16%	24%
Somewhat less likely	8%	14%
<b>TOTAL LESS LIKELY</b>	<b>24%</b>	<b>38%</b>
<b>NO DIFFERENCE/DON'T KNOW</b>	<b>44%</b>	<b>36%</b>

As shown in **Figure 8**, 32 percent of respondents indicated the presence of a 15-year sunset clause would make them “more likely” to support the sales tax measure, one-quarter (24%) indicated it would make them “less likely” to support the measure, and a plurality (44%) a indicated it would make no difference to them. Interestingly, those

respondents who indicated the presence of a sunset clause would make them “more likely” to support the measure were mostly already supportive of the measure. Only 19 percent of those who initially indicated they would “probably” vote “no,” were “leaning” toward voting “no,” or were undecided on the measure indicated that the presence of a sunset clause – when pointed out to them – would make them “more likely” to support the measure, and only five percent would be “much more likely” to support the measure. Furthermore, 34 percent of these undecided or “soft” no voters actually indicated that the sunset would make them less likely to support the measure.

Also shown in **Figure 8**, 26 percent of respondents indicated that the fact the sales tax measure “does not expire” would make them “more likely” to support the sales tax measure, 38 percent indicated it would make them “less likely” to support the measure, and 36 percent indicated it would make no difference to them. Notably, 19 percent of those who initially indicated they would vote “yes” on the measure, also indicated that the absence of a sunset clause would make them “less likely” to support the measure, but only after the absence of the sunset clause was specifically pointed out to them.

Taken together, these results suggest that when first reading the ballot language for the sales tax measure respondents were not heavily influenced by the presence or absence of the phrase “for a 15-year period” – essentially a sunset clause. Furthermore, when the presence or absence of a sunset clause is specially isolated and pointed-out to respondents, they were only somewhat more likely to support a measure containing a sunset clause. Additionally, most of those respondents who indicated the presence of a sunset clause would make them look more favorably on a sales tax measure, were already inclined to support such a measure.

**2.3 The Order in Which the Measure Was Presented**

As previously mentioned, one-half of respondents heard the sales tax measure first and the marijuana business tax second and the other half heard the measures in the reverse order. As shown in **Figure 9**, the order in which the sales tax measure was presented to respondents was important. When asked first, respondents were evenly divided on the measure – 46 to 46 percent. In contrast, when asked after first hearing the marijuana business tax measure, a solid majority of respondents rejected the sales tax measure – 57 percent “no” to 39 percent “yes.”

**FIGURE 9:**  
**Sales Tax Vote Preference When Asked Before or After the Marijuana Business Tax**

Sales Tax Position	Asked First	Asked Second	Difference
Definitely yes	22%	18%	-4%
Probably/lean yes	24%	21%	-3%
<b>TOTAL YES</b>	<b>46%</b>	<b>39%</b>	<b>-7%</b>
Definitely no	27%	40%	+13%
Probably/lean no	19%	17%	-2%
<b>TOTAL NO</b>	<b>46%</b>	<b>57%</b>	<b>+11%</b>
<b>UNDECIDED</b>	<b>8%</b>	<b>4%</b>	<b>-4%</b>

Given the relative overall popularity of the marijuana business tax measure, it is possible that respondents felt that supporting the marijuana business tax measure – which was supported by a strong majority of respondents – made respondents feel there was less need to support the sales tax measure when heard second. Consequently, the 46 percent “yes” to 46 percent “no” survey results are potentially more representative of voter sentiments toward a sales tax measure were such a measure to appear on the ballot on its own.

#### 2.4 Past Support for Sales Tax Measures

San Jose voters were previously asked about a potential one-quarter percent sales tax measure in citywide surveys conducted in January 2010 and January 2009. Though the sample ballot language was slightly different in each survey (e.g. the January 2009 ballot language read, “In order to protect and maintain essential City services...” and this recent ballot language read, “In order to provide funding for essential City services...”), looking at those past survey results can be informative in identifying changes in public opinion towards a sales tax measure.<sup>1</sup>

**FIGURE 10:  
 One-Quarter Percent Sales Tax Support over Time**

Sales Tax Position	July 2010 ¼ Percent (Asked First)	January 2010 ¼ Percent (Asked After ½ Percent)	January 2009 ¼ Percent
Definitely yes	22%	33%	36%
Probably/lean yes	24%	21%	26%
<b>TOTAL YES</b>	<b>46%</b>	<b>54%</b>	<b>62%</b>
Definitely no	27%	32%	26%
Probably/lean no	19%	11%	10%
<b>TOTAL NO</b>	<b>46%</b>	<b>43%</b>	<b>36%</b>
<b>UNDECIDED</b>	<b>8%</b>	<b>3%</b>	<b>2%</b>

As shown in **Figure 10**, voters’ support for a one-quarter percent sales tax increase has steadily decreased since January 2009, from 62 percent “yes” in January 2009, to 54 percent “yes” in January 2010, and now 46 percent “yes” in this most recent survey (when asked first). It is additionally worth noting the percentage of voters indicating they would “definitely” vote “yes” has also decreased from 36 to 33 to 22 percent over the course of these three surveys. Notwithstanding that the ballot language was slightly different in each survey, these results suggest that voters have cooled over the past year and a half to the idea of increasing the City’s sales tax.

<sup>1</sup> It is worth noting that the vote for the January 2010 one-quarter percent sales tax came after survey respondents were asked to express their vote preferences for a one-half percent sales tax measure. In some circumstances, this can lead respondents to feel as though they are “getting a deal” and potentially marginally inflate the support for the second, lower cost measure.

**2.5 The Impact of City Employee Compensation Reductions**

In regards specifically to the sales tax measure, respondents were provided some additional background information about the compensation of City employees. First, they were told that the compensation for “many – but not all – City employees was reduced by 10 percent this year to help address the City’s budget deficit.” Then they were asked if knowing this would make the “more likely” or “less likely” to support the sales tax measure, or if this information would make no difference to them. As a follow-up question, respondents were asked if they would be “more” or “less” likely to support the sales tax measure if “compensation for all City employees were reduced by 10 percent this year.” As shown in **Figure 11**, there was little difference in respondents’ reactions to hearing that many or all City employees had their compensation reduced this year. In both cases, roughly one-third of respondents (34% for “many” and 32% for “all”) indicated knowing this would make them “more likely” to support the sales tax measure and one in five (22% for “many” and 20% for “all”) indicated it would make them “less likely” to support the measure. Tellingly, pluralities (44% for “many” and 48% for “all” indicated that the compensation reductions would not make a difference in their willingness to support the sales tax measure.

**FIGURE 11:  
 The Influence of City Employee Compensation Reductions  
 on Sales Tax Measure Support**

Support Likelihood	Compensation was reduced this year by 10% for...	
	...many – but not all – City Employees	...all City employees
Much more likely	17%	15%
Somewhat more likely	17%	17%
<b>TOTAL MORE LIKELY</b>	<b>34%</b>	<b>32%</b>
Much less likely	15%	13%
Somewhat less likely	7%	7%
<b>TOTAL LESS LIKELY</b>	<b>22%</b>	<b>20%</b>
<b>NO DIFFERENCE/DON’T KNOW</b>	<b>44%</b>	<b>48%</b>

Furthermore, when looking at the key attitudinal group of those who in the initial vote question were either undecided or “probably/leaning” toward voting “no,” knowing about these City employee compensation reductions appears to play a limited role. Of voters in this group, equal numbers of respondents indicated learning this information would make them “more likely” to support the measure as would make them “less likely” to support the measure. For example, hearing that all City employees had reduced their compensation led 24 percent of these voters to be “more likely” to support the measure, but an almost equal number said it would make them “less likely” to support the measure (22%).

**2.6 The Impact of Pro and Con Messaging**

The one-half of respondents who heard the sales tax measure first (before the marijuana business tax measure) were also read a series of statements supporting the sales tax measure and then a series of statements opposing the measure. **Figure 12** shows the four positive messages read to those respondents, as well as the percentage of respondents who found each message either a “very” or “somewhat” convincing reason to vote “yes” for the sales tax measure. In each case a majority of respondents – between 58 to 65 percent – found each message at least a “somewhat” convincing reason to vote “yes” on the sales tax measure. The “service cuts” and “amount” messages were overall seen as the most convincing messages (65 and 63 percent total “very” or “somewhat” convincing, respectively). However, relatively small percentages of respondents found the messages intensely compelling. For example, the message that generated the most intense reactions (the “amount” message) was only found to be a “very” convincing reason to vote “yes” by 29 percent of respondents.

**FIGURE 12:  
 Messages in Favor of the Sales Tax Measure**

Positive Message	Total Conv.	Very Conv.	S.W. Conv.
(SERVICE CUTS) San José is facing several years of major budget deficits, including a 41 million dollar deficit next year. Without additional revenue the City could be forced to make deep cuts to essential City services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs.	65%	22%	43%
(AMOUNT) This measure would only raise the sales tax 25 cents for every 100 dollars purchased. This is a small price to pay to maintain funding for essential city services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs.	63%	29%	34%
(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.	59%	25%	34%
(LOCAL CONTROL) The State Legislature has already taken billions of taxpayer dollars from local governments in recent years, forcing massive cuts in essential City services in places like San José. However, money raised by this local measure would be controlled by the City, and protected from the state taking it away.	58%	23%	35%

After hearing the messages in favor of the sales tax measure, respondents were once again asked how they would vote on the measure. As shown in **Figure 13** on the following page, support for the measure does increase from 46 to 52 percent – two percentage points above the 50 percent vote threshold required for passage. However, all of that increase occurs in the “probably/lean yes” category, with no increase in the number of respondents in the “definitely yes” category.

**FIGURE 13:  
Sales Tax Vote after Positive Messages**

Sales Tax Position	Initial Vote (Asked First)	After Positive Messages	Difference
Definitely yes	22%	20%	-2%
Probably/lean yes	24%	32%	+8%
<b>TOTAL YES</b>	<b>46%</b>	<b>52%</b>	<b>+6%</b>
Definitely no	27%	26%	-1%
Probably/lean no	19%	17%	-2%
<b>TOTAL NO</b>	<b>46%</b>	<b>43%</b>	<b>-3%</b>
<b>UNDECIDED</b>	<b>8%</b>	<b>5%</b>	<b>-3%</b>

These respondents were then read a series of four statements opposing the sales tax measure and asked to indicate whether they found each to be either a “very” or “somewhat” convincing reason to vote “no” on the measure. As shown in **Figure 14**, majorities of respondents found each negative message to be a convincing reason to vote “no” on the measure. The top two negative messages were related to concerns about government waste (72% total “very” or “somewhat” convincing) and the economy (66% total “very” or “somewhat” convincing). Of particular note, these two messages invoked more intense reactions than any of the positive messages, with 38 percent of respondents viewing each to be “very” convincing reasons to vote “no.”

**FIGURE 14:  
Messages in Opposition to the Sales Tax Measure**

Negative Message	Total Conv.	Very Conv.	S.W. Conv.
(WASTE) The City should cut wasteful spending and reduce city bureaucracy instead of raising taxes on hard-working San José residents.	72%	38%	34%
(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.	66%	38%	28%
(COMPENSATION REDUCTIONS) Because the majority of City employees have not reduced their compensation by 10 percent this year, this measure will simply raise taxes to pay for excessive government employee salaries and pensions.	59%	26%	33%
(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 business struggling to stay afloat in the current economy.	58%	28%	30%

After hearing both sets of messages, respondents were asked one last time to indicate how they would vote on the sales tax measure. As shown in **Figure 15** on the following page, support for the measure did decrease slightly after hearing negative messages – from 52 to 48 percent – with opposition increasing slightly from 43 to 46 percent. In the end, overall support and opposition to the sales tax measure remained essentially

unchanged from the initial vote to after hearing both positive and negative messages, suggesting that voters’ initial reactions to the measure are somewhat entrenched and that the electorate is evenly divided.

**FIGURE 15:  
 Sales Tax Vote after Positive and Negative Messages**

Sales Tax Position	Initial Vote (Asked First)	After Positive Messages	After Negative Messages	Difference
Definitely yes	22%	20%	19%	-3%
Probably/lean yes	24%	32%	29%	+5%
<b>TOTAL YES</b>	<b>46%</b>	<b>52%</b>	<b>48%</b>	<b>+2%</b>
Definitely no	27%	26%	26%	-1%
Probably/lean no	19%	17%	20%	+1%
<b>TOTAL NO</b>	<b>46%</b>	<b>43%</b>	<b>46%</b>	<b>-</b>
<b>UNDECIDED</b>	<b>8%</b>	<b>5%</b>	<b>6%</b>	<b>-2%</b>

**PART 3: SUPPORT FOR A MARIJUANA BUSINESS TAX**

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**3.1 Support Among Subgroups**

As shown in **Figure 16**, the following subgroups were disproportionately likely to vote “yes” on the marijuana business tax measure in the initial vote question: Democrats (particularly Democratic men and Democrats under age 50), younger voters (particularly younger men), and renters.

**FIGURE 16:  
 Subgroups Most Likely to Vote “Yes” on a Marijuana Business Tax Measure**

Group	Initial “Yes” Voters	Percentage of Electorate
<b>OVERALL</b>	<b>66%</b>	<b>100%</b>
Democrats ages 18-49	77%	20%
Ages 18-29	75%	10%
Men ages 18-49	75%	21%
Ages 30-39	73%	13%
Renters	72%	19%
Democratic Men	72%	22%
Ages 18-49	72%	43%

As shown in **Figure 17**, the following subgroups were disproportionately likely to vote “no” on the marijuana business tax measure in the initial vote question: Republicans,

Latinos, older independents, older voters in general, voters with at best high school educations, and City residents of more than 40 years.

**FIGURE 17:**  
**Subgroups Most Likely to Vote “No” on a Marijuana Business Tax Measure**

Group	Initial “Yes” Voters (%)	Percentage of Electorate (%)
<b>OVERALL</b>	<b>27%</b>	<b>100%</b>
Ages 65-74	40%	11%
Republicans ages 50+	38%	15%
Independents ages 50+	35%	11%
Republican women	35%	12%
Republicans	34%	26%
Ages 65+	34%	21%
Latinos	34%	15%
Republican men	34%	14%
Women ages 50+	33%	28%
High school education or less	33%	18%
Ages 50+	33%	54%
Men ages 50+	32%	26%
San Jose residents of 41+ years	32%	24%
Ages 50-64	32%	33%

### 3.2 Reactions to Different Tax Rates

As previously mentioned, voters were read two different versions of the marijuana business tax measure – with one-half hearing a version establishing a 3 percent tax rate and the other half hearing a version establishing a 10 percent tax rate. As shown in **Figure 18**, there was little difference between the different tax rates. In both cases close to two-thirds of respondents indicated they would vote “yes” on the measure (64% at the 3% tax rate and 67% at the 10% tax rate).

**FIGURE 18:**  
**Marijuana Business Tax Vote Preference with Tax Rates of 3% and 10%**

<b>Position</b>	<b>3% Tax Rate</b>	<b>10% Tax Rate</b>	<b>Difference</b>
Definitely yes	39%	42%	+3%
Probably/lean yes	25%	25%	-
<b>TOTAL YES</b>	<b>64%</b>	<b>67%</b>	<b>+3%</b>
Definitely no	19%	17%	-2%
Probably/lean no	8%	10%	+2%
<b>TOTAL NO</b>	<b>27%</b>	<b>27%</b>	<b>-</b>
<b>UNDECIDED</b>	<b>9%</b>	<b>6%</b>	<b>-3%</b>

**3.3 The Order in Which the Measure Was Heard**

As previously mentioned, one-half of respondents heard the marijuana business tax measure first and the sales tax measure second and the other half heard the measures in the reverse order. As shown in **Figure 19**, for the marijuana business tax measure the order in which it was presented to respondents was not important. In both cases, nearly two-thirds of respondents (65%) indicated they would vote “yes” on the measure, with similar levels of intensity (41% “definitely yes” when asked first and 40% “definitely yes” when asked second).

**FIGURE 19:**  
**Marijuana Business Tax Vote Preference When Asked Before or After the Sales Tax**

<b>Marijuana Business Tax Position</b>	<b>Asked First</b>	<b>Asked Second</b>	<b>Difference</b>
Definitely yes	41%	40%	-1%
Probably/lean yes	24%	25%	+1%
<b>TOTAL YES</b>	<b>65%</b>	<b>65%</b>	<b>-</b>
Definitely no	17%	19%	+2%
Probably/lean no	9%	9%	-
<b>TOTAL NO</b>	<b>26%</b>	<b>28%</b>	<b>+2%</b>
<b>UNDECIDED</b>	<b>9%</b>	<b>7%</b>	<b>-2%</b>

**3.4 The Impact of Adopting Marijuana Business Regulations**

In regards specifically to the marijuana business tax measure, respondents were told that the City Council may adopt a “series of regulations regarding marijuana businesses in the City, including controlling the cultivation, distribution, consumption, possession and locations of marijuana businesses.” Then they were asked if knowing this would make them “more likely” or “less likely” to support the marijuana business tax measure, or if this information would make no difference to them. As shown in **Figure 20**, a plurality

of respondents (44%) indicated that adopting these citywide regulations would make them “more likely” to support the measure, with only 17 percent indicating it would make them “less likely” to support the measure. An additional 39 percent indicated that adopting these regulations would not make a difference in their vote preferences.

**FIGURE 20:**  
**The Influence of the City Adopting Marijuana Business Regulations on Measure Support**

<b>Support Likelihood</b>	<b>Percent</b>
Much more likely	27%
Somewhat more likely	17%
<b>TOTAL MORE LIKELY</b>	<b>44%</b>
Much less likely	13%
Somewhat less likely	4%
<b>TOTAL LESS LIKELY</b>	<b>17%</b>
<b>NO DIFFERENCE/DON'T KNOW</b>	<b>39%</b>

Not surprisingly, of those respondents who initially indicated they would vote “yes” on the measure, 92 percent said that the regulations would either make them “more likely” to support the measure or have no impact on their voting preferences. (Only eight percent indicated that the regulations would make them “less likely” to support the measure.) However, of those who in the initial vote question were either undecided or “probably/leaning” toward voting “no,” adopting these regulations may have a modest positive impact on their impressions of the measure. Of voters in this group, 32 percent indicated that adopting these regulations would make them “more likely” to support the measure, while slightly fewer (22%) indicated that it would make them “less likely” to support the measure.

### **3.5 The Impact of Proposition 19**

Respondents were also asked if the passage of Proposition 19 would impact their vote preferences for the marijuana business tax measure. Specifically, they were told, “in November of this year there will be a statewide ballot measure to legalize the sale of recreational marijuana. If this statewide measure passes, the potential City of San José marijuana business tax measure we have been discussing would apply to marijuana sold both for medical and recreational use.” Then they were asked if knowing this would make them “more likely” or “less likely” to support the marijuana business tax measure, or if this information would make no difference to them. As shown in **Figure 21**, a plurality of respondents (44%) indicated that Proposition 19 passing would make them “more likely” to support the measure, with close to one-quarter (23%) indicating it would make them “less likely” to support the measure. An additional one-third (33%) indicated that it would not make a difference in their vote preferences.

**FIGURE 21:**  
**The Influence of Proposition 19 on Measure Support**

Support Likelihood	Percent
Much more likely	25%
Somewhat more likely	19%
<b>TOTAL MORE LIKELY</b>	<b>44%</b>
Much less likely	17%
Somewhat less likely	6%
<b>TOTAL LESS LIKELY</b>	<b>23%</b>
<b>NO DIFFERENCE/DON'T KNOW</b>	<b>33%</b>

Again, of those respondents who initially indicated they would vote “yes” on the measure, 87 percent said that the passage of Proposition 19 would either make them “more likely” to support the measure or have no impact on how they would vote on the City measure. (13 percent indicated that the regulations would make them “less likely” to support the measure.) Interestingly, the passage of Proposition 19 does appear to have a slight positive effect among those who in the initial vote question were either undecided or “probably/leaning” toward voting “no.” Of voters in this group, 38 percent indicated Proposition 19 passing – and therefore extending the potential marijuana business tax to marijuana sold both for medical and recreational use – would make them “more likely” to support the City measure, while one-quarter (25%) indicated it would make them “less likely” to support the City measure.

### ***2.6 The Impact of Pro and Con Messaging***

The one-half of respondents who heard the marijuana business tax measure first (before the sales tax measure) were also read a series of statements supporting the marijuana business tax measure and then a series of statements opposing the measure. **Figure 22** shows the four positive messages read to these respondents, as well as the percentage of respondents who found each message either a “very” or “somewhat” convincing reason to vote “yes” on the measure. In each case at least three in five respondents found each message at least a “somewhat” convincing to vote “yes” on the measure. The “service cuts” and “local control” messages were overall seen as the most convincing messages (64 and 62 percent total “very” or “somewhat” convincing, respectively), but only marginally more compelling than the “drug enforcement” and “accountability” messages. Additionally, relatively small percentages of respondents found each message to be “very” convincing, the highest being the 28 percent who indicated the “drug enforcement” message was a “very” convincing reason to vote “yes.” As a whole, all of the messages were seen as similarly compelling, with only minor marginal differences.

**FIGURE 22:**  
**Messages in Favor of the Marijuana Business Tax Measure**

Positive Message	Total Conv.	Very Conv.	S.W. Conv.
(SERVICE CUTS) San José is facing several years of major budget deficits, including a 41 million dollar deficit next year. Without additional revenue the City could be forced to make deep cuts to essential City services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs.	64%	26%	38%
(LOCAL CONTROL) The State Legislature has already taken billions of taxpayer dollars from local governments in recent years, forcing massive cuts in essential City services in places like San José. However, money raised by this local measure would be controlled by the City, and protected from the state taking it away.	62%	27%	35%
(DRUG ENFORCEMENT) This measure would generate badly needed money to pay for essential city services including police services that enforce drug laws and help keep illegal drugs off the streets.	60%	28%	32%
(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.	60%	25%	35%

After hearing the messages in favor of the marijuana business tax measure, respondents were once again how they would vote on it. As shown in **Figure 23**, support and opposition both increased marginally – support increased from 65 to 67 percent and opposition increased from 26 to 29 percent. Additionally, all of the increase in support occurred in the “probably/lean yes” category (plus six percent), and there was actually a slight decrease in those indicating they would “definitely” vote “yes” (minus four percent). Overall, these results suggest that positive messages have little effect on support for the measure and that there is likely a ceiling of support close to two-thirds of the November 2010 electorate.

**FIGURE 23:**  
**Marijuana Business Tax Vote after Positive Messages**

Sales Tax Position	Initial Vote (Asked First)	After Positive Messages	Difference
Definitely yes	41%	37%	-4%
Probably/lean yes	24%	30%	+6%
<b>TOTAL YES</b>	<b>65%</b>	<b>67%</b>	<b>+2%</b>
Definitely no	17%	21%	+4%
Probably/lean no	9%	8%	-1%
<b>TOTAL NO</b>	<b>26%</b>	<b>29%</b>	<b>+3%</b>
<b>UNDECIDED</b>	<b>9%</b>	<b>4%</b>	<b>-5%</b>

These respondents were then read a series of four statements opposing the marijuana business tax measure and asked to indicate whether they found each to be either a “very” or “somewhat” convincing reason to vote “no” on the measure. As was the case with the sales tax measure, the top two negative messages were related to concerns about government waste (69% total “very” or “somewhat” convincing) and the economy (62% total “very” or “somewhat” convincing) (**Figure 24**). Interestingly, the two marijuana-specific messages were seen as less compelling than these more generically applicable negative messages. A little more than one-half of respondents (54%) thought that a convincing reason to vote “no” on the measure was that it would unfairly tax “medicine that people need to treat themselves” and only two in five (39%) found the “disingenuous” message convincing.

**FIGURE 24:**  
**Messages in Opposition to the Marijuana Business Tax Measure**

Negative Message	Total Conv.	Very Conv.	S.W. Conv.
(WASTE) The City should cut wasteful spending and reduce city bureaucracy instead of raising taxes on hard-working San José residents.	69%	40%	29%
(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.	62%	30%	32%
(MEDICAL USE) This measure would unfairly tax businesses that provide medical marijuana used to ease the pain and suffering of sick patients. We should not be taxing medicine that people need to treat themselves.	54%	27%	27%
(DISINGENUOUS) Medical marijuana businesses are a sham to allow the illegal sale of marijuana. We should not be legitimizing these illegal businesses by taxing them.	39%	19%	20%

After hearing both sets of messages, respondents were asked one last time to indicate how they would vote on the marijuana business tax measure. As shown in **Figure 25**, overall support and opposition changed very little over the course of the survey, suggesting that voters are relatively committed to their initial impressions of the measure and that positive and negative messages hold little sway.

**FIGURE 25:**  
**Marijuana Business Tax Vote after Positive and Negative Messages**

Sales Tax Position	Initial Vote (Asked First)	After Positive Messages	After Negative Messages	Difference
Definitely yes	41%	37%	39%	-2%
Probably/lean yes	24%	30%	26%	+2%
<b>TOTAL YES</b>	<b>65%</b>	<b>67%</b>	<b>65%</b>	<b>-</b>
Definitely no	17%	21%	21%	+4%
Probably/lean no	9%	8%	9%	-
<b>TOTAL NO</b>	<b>26%</b>	<b>29%</b>	<b>30%</b>	<b>+4%</b>
<b>UNDECIDED</b>	<b>9%</b>	<b>4%</b>	<b>5%</b>	<b>-4%</b>

**PART 4: AIRPORT USAGE**

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Near the end of the survey, and after any discussion about the potential ballot measures, respondents were asked a series of questions about their airport usage and awareness of recent changes to the San Jose International Airport. This section contains the results of those questions.

**4.1 San Jose International Airport Usage**

At the beginning of this series of questions, respondents were asked if over the past year they have “taken any airplane flights that departed from or arrived at the San Jose International Airport,” and if so, about how many flights. As shown in **Figure 26**, roughly one-half of respondents (47%) indicated they had flown in or out of the San Jose International Airport at least once in the past year, with most having flown one to three times (34%).

**FIGURE 26:**  
**San Jose International Airport Usage in the Past Year**

Number of Flights	Percent
10+	2%
6-9	4%
4-5	7%
1-3	34%
<b>TOTAL FLOWN</b>	<b>47%</b>
<b>TOTAL NOT FLOWN</b>	<b>52%</b>

#### 4.2 Other Bay Area Airport Usage

Respondents were also asked if they have used any other airports in the past year besides the San Jose International Airport. As shown in **Figure 27**, two-thirds of respondents (67%) indicated they had not used another airport. Roughly one-third had used another airport, with most having used the San Francisco International Airport (28%) and four percent having used the Oakland International Airport.

**FIGURE 27:**  
**Other Bay Area Airport Usage in the Past Year**

Airport	Percent Used in the Past Year
San Francisco International Airport	28%
Oakland International Airport	4%
Other Airports	1%
Not Used Other Airports	67%

Those respondents who indicated they have used other airports were asked a follow-up question, “Why did you use another airport instead of San Jose’s?” Responses were grouped into the categories shown in **Figure 28**. (Respondents were able to provide multiple reasons so the percentages add-up to more than 100 percent.) Respondents provided a wide variety of reasons for using alternative airports, with the most commonly cited reason – noted by 36 percent – as flight destinations. Roughly one-third (32%) cited cost – presumably they found cheaper flights at alternative airports – and 29 percent cited flight schedules. Another one in five (19%) suggested that convenience was a driving factor for using an alternative airport.

**FIGURE 28:**  
**Reasons for Using another Airport Instead of the San Jose International Airport**

Reason	Percent
Flight Destinations	36%
Cost	32%
Flight schedules	29%
Convenience	19%
Other/Don’t Know	12%

#### 4.3 Reasons for Flying

All respondents who have flown in the past year – regardless of which Bay Area airport they used – were asked a follow-up question of “When you regularly fly do you fly mostly for business, mostly for vacation or pleasure, or a mixture of both?” As shown in **Figure 29** on the following page, a majority of fliers (53%) fly “mostly for vacation or pleasure” and a distinct minority (9%) flies “mostly for business.” Another one-third of those who have flown at least once in the past year (33%) regularly fly for both purposes. It is worth keeping in mind that although City voters are more likely to fly for non-business purposes, this does not correlate with the number of flights. Given how

frequently some business travelers fly in comparison to people flying for vacation or pleasure, the number of business flights could be substantial.

**FIGURE 29:  
 Reasons for Flying**

<b>Airport</b>	<b>Percent</b>
Mostly for vacation or pleasure	53%
Mostly for business	9%
A mixture of both	33%
Don't know/Don't regularly fly	5%

**4.4 Awareness of Recent San Jose International Airport Improvements**

The last question in the series of airport-related questions asked respondents if they have “seen, heard or read anything recently about improvements to the San Jose International Airport.” As shown in **Figure 30**, it appears that voters are fairly aware that the airport has undergone a significant improvement. Three-quarters of respondents indicated they had heard at least “a little” and 42 percent have heard “a great deal.” Only one-quarter of respondents indicated they had not heard anything.

**FIGURE 30:  
 Awareness of San Jose International Airport Improvements**

<b>Seen, Heard or Read Anything</b>	<b>Percent</b>
Yes, a great deal	42%
Yes, a little	33%
<b>TOTAL YES</b>	<b>75%</b>
<b>TOTAL NO</b>	<b>25%</b>

## **CONCLUSIONS**

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The results of this survey lead us to draw the following conclusions about the two potential ballot measures:

- Voters are open to passing a marijuana business tax measure this November, with a tax rate of anywhere from three to ten percent. Though support appears to have a ceiling of roughly two-thirds, this is well above the majority vote threshold required for passage.
- Prospects for a one-quarter percent sales tax are more complicated. As a stand-alone City of San Jose measure, the survey results suggest voters are evenly divided on such a measure. When presented with only positive messages in favor of the measure, support can be increased to exceed the majority vote threshold, but only barely and with little intensity. Furthermore, support decreased to below the majority vote threshold when respondents were presented with negative messages opposed to the measure.
- If both measures were to appear on the ballot at the same time, the results suggest voters' support for the marijuana business tax would remain strong, but that support for the sales tax may be eroded. In situations like this – with two different finance measures supporting general city services – voters sometimes split their vote, deciding to support one of the measure but not the other, even if as stand-alone measures they may have supported each measure independently.
- Consequently, should the City wish to pursue a sales tax measure at this time, the survey results suggest such a measure's prospects for success would increase if a marijuana business tax measure were not on the same ballot.

**APPENDIX A:  
TOPLINE SURVEY RESULTS**

**CITY OF SAN JOSÉ FINANCE MEASURE SURVEY**  
**220-2948320-422**  
**N=800**  
**A/B AND C/D SPLITS**

Time Began \_\_\_\_\_

Time Ended \_\_\_\_\_

Minutes \_\_\_\_\_

Hello, I'm \_\_\_\_\_ from F-M-Three, 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 José, and we are only interested in your opinions. **(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.)** May I speak to \_\_\_\_\_? **YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.**

1. Before we begin, could you please tell me if I have reached you on a cell phone? **(IF YES: "Are you in a place where you can talk safely?")**

Yes, cell and in safe place----- 17%  
 Yes, cell not in safe place -----**TERMINATE**  
 No, not on cell ----- 83%  
**(DON'T READ) DK/NA/REFUSED-----TERMINATE**

2. In November there will be a general election for Governor, the state legislators, and state and 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 ----- 82%  
 Probably vote ----- 15%  
 50-50 ----- 4%  
 Probably not vote -----**TERMINATE**  
 Definitely not vote -----**TERMINATE**  
**(DON'T KNOW/NA) -----TERMINATE**

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

**ROTATION INSTRUCTIONS:**  
 • **SPLIT SAMPLE C, READ Q3 THEN Q4 THEN Q5**  
 • **SPLIT SAMPLE D, READ Q4 THEN Q3 THEN Q5**

3. **(SPLIT SAMPLE C ONLY)** The first measure may read as follows:  
**(SPLIT SAMPLE D ONLY)** Next, let me ask you about a different measure that may also appear on a future ballot in addition to the one I just described. It may read as follows:

**(RESUME ASKING ALL RESPONDENTS)**

**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-quarter percent tax on retail transactions in San José; **(SPLIT SAMPLE A:** subject to existing independent financial audits, with all revenue controlled by the City) **(SPLIT SAMPLE B:** for a 15-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, ASK:** “Do you lean toward voting yes or no?”)

	(N=400) NO SUNSET W/ SPLIT A	(N=400) SUNSET SPLIT B	(N=400) ASKED 1ST SPLIT C	(N=400) ASKED 2ND SPLIT D	(N=800) TOTAL
<b>TOTAL YES</b>	43%	42%	46%	39%	43%
Definitely yes	20%	20%	22%	18%	20%
Probably yes	15%	14%	16%	12%	14%
Undecided, lean yes	8%	9%	8%	9%	8%
<b>TOTAL NO</b>	51%	52%	46%	57%	51%
Undecided, lean no	6%	7%	7%	6%	7%
Probably no	11%	10%	11%	10%	11%
Definitely no	33%	34%	27%	40%	34%
<b>(DON'T READ) DK/NA</b>	7%	6%	8%	4%	6%

	(N=200) NO SUNSET ASKED 1ST SPLIT A/C	(N=200) NO SUNSET ASKED 2ND SPLIT A/D	(N=200) W/ SUNSET ASKED 1ST SPLIT B/C	(N=200) W/ SUNSET ASKED 2ND SPLIT B/D	(N=800) TOTAL
<b>TOTAL YES</b>	46%	39%	46%	39%	43%
Definitely yes	24%	16%	20%	20%	20%
Probably yes	13%	16%	20%	8%	14%
Undecided, lean yes	9%	7%	7%	10%	8%
<b>TOTAL NO</b>	45%	57%	47%	57%	51%
Undecided, lean no	7%	5%	7%	7%	7%
Probably no	11%	11%	11%	9%	11%
Definitely no	26%	40%	28%	41%	34%
<b>(DON'T READ) DK/NA</b>	9%	4%	8%	5%	6%

4. **(SPLIT SAMPLE D ONLY)** The first measure may read as follows:  
**(SPLIT SAMPLE C ONLY)** Next, let me ask you about a different measure that may also appear on a future ballot in addition to the one I just described. It may read as follows:

**(RESUME ASKING ALL RESPONDENTS)**

**THE CITY OF SAN JOSÉ MARIJUANA BUSINESS TAX AND 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 impose a tax at the rate of **(SPLIT SAMPLE A: three percent) (SPLIT SAMPLE B: ten percent)** of gross receipts on marijuana businesses in San José; 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, ASK:** “Do you lean toward voting yes or no?”)

	(N=400) 3% TAX <u>SPLIT A</u>	(N=400) 10% TAX <u>SPLIT B</u>	(N=400) ASKED 2ND <u>SPLIT C</u>	(N=400) ASKED 1ST <u>SPLIT D</u>	(N=800) <u>TOTAL</u>
<b>TOTAL YES</b> -----	<b>64%</b>	<b>67%</b>	<b>66%</b>	<b>65%</b>	<b>66%</b>
Definitely yes -----	39%	42%	40%	41%	40%
Probably yes -----	19%	18%	18%	18%	18%
Undecided, lean yes-----	7%	7%	8%	6%	7%
<b>TOTAL NO</b> -----	<b>27%</b>	<b>27%</b>	<b>28%</b>	<b>26%</b>	<b>27%</b>
Undecided, lean no-----	4%	4%	3%	4%	4%
Probably no-----	4%	6%	6%	5%	5%
Definitely no -----	19%	17%	19%	17%	18%
<b>(DON'T READ) DK/NA</b> -----	<b>9%</b>	<b>6%</b>	<b>6%</b>	<b>9%</b>	<b>7%</b>

	(N=200) 3% TAX <u>ASKED 2ND</u> <u>SPLIT A/C</u>	(N=200) 3% TAX <u>ASKED 1ST</u> <u>SPLIT A/D</u>	(N=200) 10% TAX <u>ASKED 2ND</u> <u>SPLIT B/C</u>	(N=200) 10% TAX <u>ASKED 1ST</u> <u>SPLIT B/D</u>	(N=800) <u>TOTAL</u>
<b>TOTAL YES</b> -----	<b>65%</b>	<b>63%</b>	<b>67%</b>	<b>67%</b>	<b>66%</b>
Definitely yes -----	41%	36%	39%	45%	40%
Probably yes -----	17%	21%	20%	15%	18%
Undecided, lean yes-----	7%	6%	9%	6%	7%
<b>TOTAL NO</b> -----	<b>29%</b>	<b>25%</b>	<b>27%</b>	<b>27%</b>	<b>27%</b>
Undecided, lean no-----	4%	3%	2%	5%	4%
Probably no-----	4%	5%	8%	5%	5%
Definitely no -----	21%	17%	17%	18%	18%
<b>(DON'T READ) DK/NA</b> -----	<b>6%</b>	<b>12%</b>	<b>5%</b>	<b>6%</b>	<b>7%</b>

5. Next, both of these measures – [ ] the one-quarter percent sales tax measure, and [ ] the marijuana business tax measure – could be on the ballot at the same time. If that were the case and the election were today, would you vote for both, just one, or neither of these measures? **(IF JUST ONE, ASK: Which one?)**

Vote for both ----- 33%  
 Only the one-quarter percent sales tax measure----- 11%  
 Only the marijuana business tax measure----- 29%  
 Vote for neither----- 21%  
**(DON'T READ) DK/NA----- 6%**

6. Next, these two measures may also be on the ballot at the same time as two other local ballot measures. I will just read you short summaries of each measure, including the two measures we were just discussing. 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?”

**DEF YES    PROB YES    LEAN YES    LEAN NO    PROB NO    DEF NO    (DK/NA)**

**(ALWAYS ASK “a” AND “b” FIRST AND IN ORDER)**

- a. A measure by the Santa Clara Valley Transportation Authority to fund local street and road repair and congestion relief by establishing a 10 dollar annual vehicle registration fee. -----17% ---- 21% ---- 10%----- 8% ----- 15% ---- 25%----- 4%
- b. A measure to prevent elimination of health insurance coverage for low-income children by establishing a 29 dollar annual parcel tax in Santa Clara County. -----17% ---- 18% ---- 11%----- 6% ----- 14% ---- 25%----- 9%

**(RANDOMIZE)**

- [ ]c. A measure to provide funding for essential City services by establishing a one-quarter percent sales tax in the City of San José. -----16% ---- 16% ---- 9%----- 7% ----- 15% ---- 31%----- 7%
- [ ]d. A measure to provide funding for essential City services by imposing a tax of **(SPLIT SAMPLE A: three percent) (SPLIT SAMPLE B: ten percent)** on marijuana businesses in San José. -----34% ---- 20% ---- 10%----- 5% ----- 7% ---- 20%----- 5%

**NOW I WOULD LIKE TO ASK YOU SOME ADDITIONAL QUESTIONS SPECIFICALLY ABOUT THE MARIJUANA BUSINESS TAX MEASURE WE WERE PREVIOUSLY DISCUSSING.**

7. First, the San José City Council may adopt a series of regulations regarding marijuana businesses in the City, including controlling the cultivation, distribution, consumption, possession and locations of marijuana businesses. If the City Council were to adopt these regulations, would that make you more likely or less likely to support the City of San José marijuana business tax measure we were just discussing, or would it make no difference to you? **(IF MORE/LESS, ASK: "Is that much MORE/LESS likely or just somewhat?")**

Much more likely ----- 27%  
 Somewhat more likely ----- 17%  
 No difference ----- 34%  
 Somewhat less likely ----- 4%  
 Much less likely ----- 13%  
**(DON'T READ) DK/NA ----- 4%**

8. Next, in November of this year there will be a statewide ballot measure to legalize the sale of recreational marijuana. If this statewide measure passes, the potential City of San José marijuana business tax measure we have been discussing would apply to marijuana sold both for medical and recreational use. Knowing this, would you be more likely or less likely to support the City of San José marijuana business tax measure or would it make no difference to you? **(IF MORE/LESS, ASK: "Is that much MORE/LESS likely or just somewhat?")**

Much more likely ----- 25%  
 Somewhat more likely ----- 19%  
 No difference ----- 29%  
 Somewhat less likely ----- 6%  
 Much less likely ----- 17%  
**(DON'T READ) DK/NA ----- 4%**

**NOW I WOULD LIKE TO ASK YOU SOME ADDITIONAL QUESTIONS SPECIFICALLY ABOUT THE ONE-QUARTER PERCENT SALES TAX WE WERE PREVIOUSLY DISCUSSING.**

**(SPLIT SAMPLE A ONLY)**

9. First, does knowing that this one-quarter percent sales tax to protect and maintain essential City services like police patrols, fire protection, pothole repair, parks, libraries, and youth and senior programs does not expire make you more likely or less likely to support the measure, or does it make no difference to you? **(IF MORE/LESS, ASK: "Is that much MORE/LESS likely or just somewhat?")**

Much more likely ----- 13%  
 Somewhat more likely ----- 13%  
 No difference ----- 35%  
 Somewhat less likely ----- 14%  
 Much less likely ----- 24%  
**(DON'T READ) DK/NA ----- 2%**

**(SPLIT SAMPLE B ONLY)**

10. First, does knowing that this one-quarter percent sales tax to protect and maintain essential City services like police patrols, fire protection, pothole repair, parks, libraries, and youth and senior programs expires after 15 years make you more likely or less likely to support the measure, or does it make no difference to you? **(IF MORE/LESS, ASK: "Is that much MORE/LESS likely or just somewhat?")**

Much more likely ----- 15%  
 Somewhat more likely ----- 17%  
 No difference ----- 39%  
 Somewhat less likely ----- 8%  
 Much less likely ----- 16%  
**(DON'T READ) DK/NA ----- 4%**

**(RESUME ASKING ALL RESPONDENTS)**

11. Next, let me provide you with some additional background information about this measure. Compensation for many – but not all – City employees was reduced this year by 10 percent to help address the City’s budget deficit. Knowing this, would you be more likely or less likely to support a one-quarter percent sales tax to protect and maintain essential City services like police patrols, fire protection, pothole repair, parks, libraries, and youth and senior programs, or would it make no difference to you? **(IF MORE/LESS, ASK: "Is that much MORE/LESS likely or just somewhat?")**

Much more likely ----- 17%  
 Somewhat more likely ----- 17%  
 No difference ----- 38%  
 Somewhat less likely ----- 7%  
 Much less likely ----- 15%  
**(DON'T READ) DK/NA ----- 5%**

12. Now what if compensation for all City employees were to be reduced by 10 percent this year? In that case, would you be more likely or less likely to support a one-quarter percent sales tax measure or would it make no difference to you? **(IF MORE/LESS, ASK: "Is that much MORE/LESS likely or just somewhat?")**

Much more likely ----- 15%  
 Somewhat more likely ----- 17%  
 No difference ----- 42%  
 Somewhat less likely ----- 7%  
 Much less likely ----- 13%  
**(DON'T READ) DK/NA ----- 6%**

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 565 MILLION DOLLARS IN BUDGET REDUCTIONS – ELIMINATING OR REDUCING A VARIETY OF CITY SERVICES, AND CUTTING MORE THAN 20 PERCENT OF THE CITY'S WORKFORCE. HOWEVER, THE CITY STILL FACES A NEARLY 41 MILLION DOLLAR BUDGET SHORTFALL IN NEXT YEAR'S BUDGET.

NOW I WOULD LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE FIRST POTENTIAL BALLOT MEASURE I MENTIONED EARLIER,

(SPLIT SAMPLE C ONLY: A MEASURE ENACTING A ONE-QUARTER PERCENT SALES TAX IN ORDER TO PROVIDE FUNDING FOR ESSENTIAL CITY SERVICES LIKE POLICE, FIRE, EMERGENCY RESPONSE, POTHOLE REPAIR, PARKS, LIBRARIES, AND YOUTH AND SENIOR PROGRAMS.)

(SPLIT SAMPLE D ONLY: A MEASURE TO IMPOSE A TAX OF (SPLIT SAMPLE A: THREE PERCENT) (SPLIT SAMPLE B: TEN PERCENT) ON MARIJUANA BUSINESSES IN SAN JOSÉ IN ORDER TO PROVIDE FUNDING FOR ESSENTIAL CITY SERVICES LIKE POLICE, FIRE, EMERGENCY RESPONSE, POTHOLE REPAIR, PARKS, LIBRARIES, AND YOUTH AND SENIOR PROGRAMS.)

**ROTATION INSTRUCTIONS:**

- SPLIT SAMPLE C, READ Q13-Q16, THEN START WITH INTRO BOX BEFORE Q21
- SPLIT SAMPLE D, READ Q17-Q20, THEN START WITH INTRO BOX BEFORE Q21

13. 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      SMWT      NOT      DON'T  
CONV.    CONV.    CONV.    BELIEVE    (DK/NA)**

[ ]a. **(SERVICE CUTS)** San José is facing several years of major budget deficits, including a 41 million dollar deficit next year. Without additional revenue the City could be forced to make deep cuts to essential City services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs. -----22%-----43%----- 24%----- 7%-----3%

[ ]b. **(LOCAL CONTROL)** The State Legislature has already taken billions of taxpayer dollars from local governments in recent years, forcing massive cuts in essential City services in places like San José. However, money raised by this local measure would be controlled by the City, and protected from the state taking it away. -----23%-----35%----- 29%----- 8%-----5%

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

[ ]c. **(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. -----25%-----34%----- 29%----- 8%-----3%

[ ]d. **(AMOUNT)** This measure would only raise the sales tax 25 cents for every 100 dollars purchased. This is a small price to pay to maintain funding for essential city services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs. -----29%-----34%----- 26%----- 9%-----3%

14. Now that you have heard more about it, let me ask you again about the measure that would enact a one-quarter percent sales tax in order to provide funding for essential City services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs. 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?”)**

**TOTAL YES ----- 52%**  
 Definitely yes ----- 20%  
 Probably yes ----- 22%  
 Undecided, lean yes ----- 10%

**TOTAL NO ----- 43%**  
 Undecided, lean no ----- 7%  
 Probably no ----- 11%  
 Definitely no ----- 26%

**(DON’T READ) DK/NA ----- 5%**

15. 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)**

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

[ ]a. **(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. -----38%-----28%----- 28%----- 5%-----1%

[ ]b. **(WASTE)** The City should cut wasteful spending and reduce city bureaucracy instead of raising taxes on hard-working San José residents. -----38%-----34%----- 20%----- 4%-----3%

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

[ ]c. **(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 business struggling to stay afloat in the current economy. -----28%-----30%----- 29%----- 11%-----2%

[ ]d. **(COMPENSATION REDUCTIONS)** Because the majority of City employees have not reduced their compensation by 10 percent this year, this measure will simply raise taxes to pay for excessive government employee salaries and pensions. -----26%-----33%----- 26%----- 9%-----5%

16. Now that you have heard more about it, let me ask you again about the measure that would enact a one-quarter percent sales tax in order to provide funding for essential City services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs. 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?”)**

**TOTAL YES ----- 48%**  
 Definitely yes ----- 19%  
 Probably yes ----- 20%  
 Undecided, lean yes----- 9%

**TOTAL NO ----- 46%**  
 Undecided, lean no----- 8%  
 Probably no----- 13%  
 Definitely no ----- 26%

**(DON'T READ) DK/NA ----- 6%**

**ROTATION INSTRUCTIONS:**

- **SPLIT SAMPLE C, READ Q13-Q16, THEN START WITH INTRO BOX BEFORE Q21**
- **SPLIT SAMPLE D, READ Q17-Q20, THEN START WITH INTRO BOX BEFORE Q21**

17. 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)**

	<u>VERY CONV.</u>	<u>SMWT CONV.</u>	<u>NOT CONV.</u>	<u>DON'T BELIEVE</u>	<u>(DK/NA)</u>
[ ]a. <b>(SERVICE CUTS)</b> San José is facing several years of major budget deficits, including a 41 million dollar deficit next year. Without additional revenue the City could be forced to make deep cuts to essential City services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs. -----	26%	38%	25%	7%	4%
[ ]b. <b>(LOCAL CONTROL)</b> The State Legislature has already taken billions of taxpayer dollars from local governments in recent years, forcing massive cuts in essential City services in places like San José. However, money raised by this local measure would be controlled by the City, and protected from the state taking it away. -----	27%	35%	28%	8%	2%
[ ]c. <b>(ACCOUNTABILITY)</b> 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. -----	25%	35%	28%	9%	3%
[ ]d. <b>(DRUG ENFORCEMENT)</b> This measure would generate badly needed money to pay for essential city services including police services that enforce drug laws and help keep illegal drugs off the streets. -----	28%	32%	28%	9%	3%

18. Now that you have heard more about it, let me ask you again about the measure that would impose a tax of **(SPLIT SAMPLE A: three percent) (SPLIT SAMPLE B: ten percent)** on marijuana businesses in San José in order to provide funding for essential City services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs. 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?”)**

	<u>3% TAX</u>	<u>10% TAX</u>	<u>TOTAL</u>
	<u>SPLIT A</u>	<u>SPLIT B</u>	
<b>TOTAL YES</b> -----	<b>68%</b>	<b>66%</b>	<b>67%</b>
Definitely yes -----	39%	35%	37%
Probably yes -----	22%	23%	22%
Undecided, lean yes -----	7%	8%	8%
 <b>TOTAL NO</b> -----	 <b>29%</b>	 <b>29%</b>	 <b>29%</b>
Undecided, lean no -----	3%	3%	3%
Probably no -----	6%	5%	5%
Definitely no -----	20%	21%	21%
 <b>(DON’T READ) DK/NA</b> -----	 3%	 5%	 4%

19. 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</u>	<u>SMWT</u>	<u>NOT</u>	<u>DON'T</u>	<u>(DK/NA)</u>
	<u>CONV.</u>	<u>CONV.</u>	<u>CONV.</u>	<u>BELIEVE</u>	
[ ]a. <b>(ECONOMY)</b> 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. -----	30%	32%	31%	6%	1%
[ ]b. <b>(WASTE)</b> The City should cut wasteful spending and reduce city bureaucracy instead of raising taxes on hard-working San José residents. -----	40%	29%	24%	5%	2%
[ ]c. <b>(MEDICAL USE)</b> This measure would unfairly tax businesses that provide medical marijuana used to ease the pain and suffering of sick patients. We should not be taxing medicine that people need to treat themselves. -----	27%	27%	32%	9%	5%
[ ]d. <b>(DISINGENUOUS)</b> Medical marijuana businesses are a sham to allow the illegal sale of marijuana. We should not be legitimizing these illegal businesses by taxing them. -----	19%	20%	39%	17%	5%

20. Now that you have heard more about it, let me ask you again about the measure that would impose a tax of **(SPLIT SAMPLE A: three percent) (SPLIT SAMPLE B: ten percent)** on marijuana businesses in San José in order to provide funding for essential City services like police, fire, emergency response, pothole repair, parks, libraries, and youth and senior programs. 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?”)**

	<u>3% TAX SPLIT A</u>	<u>10% TAX SPLIT B</u>	<u>TOTAL</u>
<b>TOTAL YES</b> -----	<b>67%</b>	<b>65%</b>	<b>66%</b>
Definitely yes -----	40%	38%	39%
Probably yes -----	19%	20%	19%
Undecided, lean yes -----	8%	8%	8%
 <b>TOTAL NO</b> -----	 <b>30%</b>	 <b>30%</b>	 <b>30%</b>
Undecided, lean no -----	3%	3%	3%
Probably no -----	6%	6%	6%
Definitely no -----	21%	21%	21%
 <b>(DON’T READ) DK/NA</b> -----	 3%	 5%	 4%

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT A DIFFERENT SUBJECT,  
THE SAN JOSÉ INTERNATIONAL AIRPORT.**

21. **(T)** First, over the past year, have you taken any airplane flights that departed from or arrived at San José International Airport? **(IF YES, ASK: “About how many was that?” (READ PROMPTS IF NECESSARY)**

No flights -----	52%
1 to 3 -----	34%
4 to 5 -----	7%
6 to 9 -----	4%
Ten or more -----	2%
<b>(DON’T READ) DK/NA</b> -----	<b>0%</b>

22. Next, over the past year, have you taken any airplane flights that departed from or arrived at any other airports in the Bay Area? **(IF YES, ASK: “What other airports?”) (ACCEPT MULTIPLE RESPONSES)**

No flights -----	67%
Yes, San Francisco International Airport-----	28%
Yes, Oakland International Airport-----	4%
Yes, Other _____	1%
<b>(DON’T READ) DK/NA</b> -----	<b>1%</b>

**(ASK Q23 ONLY IF CODES 2-4 IN Q22)**

23. Why did you use another airport instead of San José's? **(RANDOMIZE AND READ THE LIST OF THE FOUR BELOW OPTIONS; ACCEPT MULTIPLE RESPONSES.)**

- Convenience----- 19%
- Cost ----- 32%
- Flight schedules----- 29%
- Flight destinations ----- 36%
- (DON'T READ)** Other----- 11%
- (DON'T READ)** DK/NA ----- 1%

**(WRITE VERBATIM RESPONSES FOR Q23 CODE 5 BELOW.)**

---

**(ASK Q24 ONLY IF CODES 2-5 IN Q21 OR CODES 2-4 IN Q22)**

24. When you regularly fly do you fly mostly for business, mostly for vacation or pleasure, or a mixture of both?

- Mostly for business ----- 9%
- Mostly for vacation or pleasure----- 53%
- Mixture of both ----- 33%
- (DON'T READ)** Don't regularly fly ----- 1%
- (DON'T READ)** DK/NA ----- 4%

**(RESUME ASKING ALL RESPONDENTS)**

25. Have you seen, heard or read anything recently about improvements to the San José International Airport? **(IF YES, ASK: "Have you heard a great deal or just a little about it?")**

- Yes, a great deal ----- 42%
- Yes, a little ----- 33%
- No, nothing at all ----- 17%
- (DON'T READ)** DK/NA ----- 7%

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

26. About how long have you lived in San José? **(READ LIST)**

- Ten years or less ----- 17%
- 11 to 20 years ----- 23%
- 21 to 30 years ----- 20%
- 31 to 40 years ----- 15%
- 41 years or more ----- 24%
- (DON'T READ)** Don't know/Refused----- 1%

27. **(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%

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

Own ----- 78%  
 Rent ----- 19%  
**(DON'T READ)** Don't know/Refused ----- 3%

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

Yes ----- 30%  
 No ----- 69%  
**(DK/NA)** ----- 1%

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

Grades 1-8 ----- 2%  
 Grades 9-11 ----- 2%  
 High school graduate (12) ----- 14%  
 Community college/  
 Vocational school ----- 11%  
 Less than 4 years of college ----- 17%  
 College graduate (4 year college) ----- 37%  
 Post-graduate/  
 Professional school ----- 15%  
**(DON'T READ)** DK/NA/Refused ----- 2%

31. (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 ----- 15%  
 African-American ----- 2%  
 Asian/Pacific Islander ----- 18%  
 Caucasian/White ----- 54%  
 Native American/Indian ----- 1%  
 Some other group or identification ----- 5%  
**(DON'T READ)** Refused ----- 5%

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

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

33. (T) 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 2009?

\$30,000 and under-----	9%
\$30,001 - \$60,000-----	18%
\$60,001 - \$75,000-----	13%
\$75,001 - \$100,000-----	13%
\$100,001 - \$150,000-----	10%
More than \$150,000-----	10%
<b>(DON'T READ) Refused</b> -----	<b>28%</b>

**THANK AND TERMINATE**

<b>GENDER (BY OBSERVATION):</b>	Male -----	49%
	Female-----	51%

<b>PARTY REGISTRATION:</b>	Democrat-----	49%
	Republican-----	26%
	Decline to State-----	22%
	Other -----	3%

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

Address \_\_\_\_\_ Date \_\_\_\_\_

Voter ID# \_\_\_\_\_ Zip Code \_\_\_\_\_

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

Verified by \_\_\_\_\_ Page # \_\_\_\_\_

**FLAGS**

R03 -----65%  
 P04 -----52%  
 G04 -----75%  
 S05 -----65%  
 P06 -----58%  
 G06 -----79%  
 F08 -----79%  
 P08 -----51%  
 G08 -----89%  
 M09 -----55%  
 BLANK----- 6%

**VOTE BY MAIL**

1 ----- 8%  
 2 ----- 9%  
 3+ -----55%  
 Blank -----28%

**PERMANENT ABSENTEE**

Yes -----72%  
 No -----28%

**HOUSEHOLD PARTY TYPE**

Dem 1 ----- 23%  
 Dem 2+ ----- 17%  
 Rep 1 ----- 6%  
 Rep 2+ ----- 9%  
 Ind 1+----- 11%  
 Mix ----- 34%

**CITY COUNCIL DISTRICT**

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

**SUPERVISORIAL DISTRICT**

1 ----- 27%  
 2 ----- 26%  
 3 ----- 19%  
 4 ----- 26%  
 5 ----- 2%

