

CITY OF SAN DIEGO BALLOT MEASURE ISSUE SURVEY
220-2930 WFT
N=600

Hello, I'm _____ from F-M-3 research, a public opinion research company. We are not telemarketers trying to sell anything, or ask for a donation of any type. We're conducting a public opinion survey about issues that concern people in the City of San Diego. May I speak to _____? **(MUST SPEAK TO PERSON LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone. **(IF YES, ASK:)** Are you in a safe place where you can talk?

Yes, cell and in safe place ----- 20%
 Yes, cell not in safe place ----- **TERMINATE**
 No, not on cell ----- 80%
DK/REFUSED) ----- TERMINATE

B. Does anyone in your household work for a radio or TV station, a newspaper, an advertising agency, a market research firm, an elected official or as an active political campaign worker.

Yes ----- **TERMINATE**
 No ----- 100%

1. Next, sometimes people are busy and are not able to vote. As you may know there will be a statewide election in November 2010 for Governor, Lieutenant Governor, California Attorney General, Congress and state and local ballot measures. I know it is a long way off, but how likely are you to vote in the November 2010 California statewide 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 ----- 92%
 Probably vote ----- 6%
 50-50 ----- 1%
 Probably not vote ----- **TERMINATE**
 Definitely not vote ----- **TERMINATE**
(DON'T KNOW / NOT SURE) ----- 0%

2. Would you say that things in **(READ EACH RECORD)** _____ are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track?

	<u>RIGHT</u> <u>DIRECTION</u>	<u>WRONG</u> <u>TRACK</u>	<u>(DON'T READ)</u> <u>DK/NA</u>
(DO NOT ROTATE)			
a. California -----	10%	77%	13%
b. the City of San Diego -----	35%	51%	14%

3. Next, I am going to mention a list of issues people in the City of San Diego may be concerned about. After you hear each issue, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem for people who live in the City of San Diego. **(ROTATE)**

	<u>EXT. SERIOUS PROBLEM</u>	<u>VERY SERIOUS PROBLEM</u>	<u>SMWT SERIOUS PROBLEM</u>	<u>NOT TOO SERIOUS PROBLEM</u>	<u>(DON'T READ) DON'T KNOW/NA</u>
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(ASK ALL RESPONDENTS)

[]a.	The cost to taxpayers of City employees' pensions -----	31%	----- 34%	----- 22%	----- 9%	----- 5%
[]b.	The lack of funding for neighborhood public schools -----	33%	----- 35%	----- 16%	----- 11%	----- 4%
[]c.	The effects of the state budget cuts on City services -----	27%	----- 32%	----- 27%	----- 10%	----- 4%
[]d.	The City's on-going budget deficit -----	40%	----- 38%	----- 15%	----- 6%	----- 2%
[]e.	Crime, drugs and gangs -----	18%	----- 23%	----- 37%	----- 21%	----- 1%
[]f.	The condition of the local economy -----	27%	----- 33%	----- 27%	----- 11%	----- 2%

(ASK SPLIT SAMPLE A ONLY)

[]g.	(T) The amount you pay in City taxes -----	16%	----- 17%	----- 30%	----- 33%	----- 5%
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(ASK SPLIT SAMPLE B ONLY)

[]h.	The amount you pay in local sales taxes -----	19%	----- 18%	----- 33%	----- 30%	----- 0%
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(RESUME ASKING ALL RESPONDENTS)

4. Next, in your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that San Diego City residents need and want?

Great need -----	35%
Some need -----	38%
Little need -----	9%
No real need -----	15%
(DON'T READ) Don't know -----	4%

I WOULD NOW LIKE TO CHANGE THE SUBJECT SLIGHTLY AND ASK YOU ABOUT A PROPOSED MEASURE THAT MAY BE ON AN UPCOMING CITY BALLOT.

5. The proposed measure would be entitled **The City of San Diego Vital Services Emergency Protection Measure**. This measure may read as follows:

To offset severe state cuts, stabilize City finances, and protect and restore essential City services including: police and firefighter positions and 9-1-1 emergency services; wildfire prevention; pothole repairs; library services; youth and senior programs; beach cleanup and other general City services, shall City of San Diego temporarily increase the sales tax by one-half cent, legally required to end after seven years, with annual audits, citizens' oversight and no money going to Sacramento?

If the election were held today, would you vote yes in favor of it or no to oppose it? **(IF YES/NO ASK):** "Is that definitely **(YES/NO)** or just probably?" **(IF UNDECIDED/DON'T KNOW/NMI, ASK:)** "Do you lean toward voting yes or no?"

Definitely yes ----- 34%
 Probably yes ----- 22%
 Undecided, lean yes----- 3%
 Undecided, lean no ----- 1%
 Probably no----- 11%
 Definitely no ----- 24%
(DON'T READ) Need more info-----4%
(DON'T READ)DK/NA ----- 1%

6. What if the measure I just described was for a temporary increase in the sales tax of one-quarter cent, instead of the one-half cent that I originally asked you about? If that were the case, would you vote yes in favor of it, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO)** or probably **(YES/NO)?**" **(IF UNDECIDED/DON'T KNOW/NMI, ASK:)** "Do you lean toward voting yes or no?"

Definitely yes ----- 39%
 Probably yes ----- 18%
 Undecided, lean yes----- 2%
 Undecided, lean no ----- 1%
 Probably no----- 10%
 Definitely no ----- 26%
(DON'T READ) Need more info-----2%
(DON'T READ)DK/NA ----- 2%

(ASK SPLIT SAMPLE C ONLY)

7. Regardless of how you voted, if you knew that **The City of San Diego Vital Services Emergency Protection Measure** which raises the City’s sales tax one-half cent was legally required to expire in five years instead of the seven years I just mentioned, would you be more likely or less likely to vote **YES** on the ballot measure? **(IF MORE/LESS LIKELY, ASK: “Is that much (more/less) likely or just somewhat?”) (DO NOT READ NO EFFECT OR DON’T KNOW OR NO ANSWER)**

Much more likely ----- 29%
 Somewhat more likely ----- 21%
 Somewhat less likely ----- 6%
 Much less likely ----- 16%
(DON’T READ) No Effect ----- 24%
(DON’T READ) Need more info ----- 3%
(DON’T READ)DK/NA ----- 2%

(ASK SPLIT SAMPLE D ONLY)

8. Regardless of how you voted, if you knew that **The City of San Diego Vital Services Emergency Protection Measure** which raises the City’s sales tax one-half cent was legally required to expire in three years instead of the seven years I just mentioned, would you be more likely or less likely to vote **YES** on the ballot measure? **(IF MORE/LESS LIKELY, ASK: “Is that much (more/less) likely or just somewhat?”) (DO NOT READ NO EFFECT OR DON’T KNOW OR NO ANSWER)**

Much more likely ----- 34%
 Somewhat more likely ----- 25%
 Somewhat less likely ----- 9%
 Much less likely ----- 13%
(DON’T READ) No Effect ----- 13%
(DON’T READ) Need more info ----- 2%
(DON’T READ)DK/NA ----- 4%

(RESUME ASKING ALL RESPONDENTS)

9. If the sales tax measure I asked you about earlier does not pass, the City will be forced to make additional cuts to its services, programs and staff. I know that no one likes to cut City services, but I am going to mention some of the services the City may have to consider cutting. After each one, please tell me whether you think large cuts should be made to that service in order to balance the budget, just some cuts should be made, or no cuts at all should be made to that service to balance the City budget. **(ROTATE)**

	<u>LARGE</u> <u>CUTS</u>	<u>SOME</u> <u>CUTS</u>	<u>NO</u> <u>CUTS</u>	(DON’T READ) DK/NA
(ASK ALL RESPONDENTS)				
[]a. Graffiti removal-----	24%	54%	17%	4%
[]b. Senior programs-----	7%	42%	49%	3%
[]c. Youth gang and drug prevention and enforcement programs-----	8%	42%	47%	3%
[]d. Recycling programs -----	9%	48%	40%	3%
[]e. Pothole repair -----	7%	41%	48%	3%
[]f. Police and firefighter positions and services-----	5%	23%	70%	2%
[]g. Central library and neighborhood branch library hours of operation and services-----	9%	52%	37%	1%

	<u>LARGE CUTS</u>	<u>SOME CUTS</u>	<u>NO CUTS</u>	<u>(DON'T READ) DK/NA</u>
(ASK ALL RESPONDENTS CONTINUED)				
[]h. Wildfire prevention -----	6%	30%	63%	2%

(ASK SPLIT SAMPLE C ONLY)				
[]i. Park and recreation programs for children and youth -----	9%	42%	48%	1%
[]j. Neighborhood fire station hours and days of operation -----	5%	24%	68%	3%
[]k. The prevention of toxic pollutants, chemicals and trash from running off into our local rivers, bay and onto our beaches -----	11%	31%	54%	3%
[]l. Lifeguard and water rescue services -----	5%	46%	47%	2%
[]m. Neighborhood storefront police stations -----	13%	42%	38%	7%

(ASK SPLIT SAMPLE D ONLY)				
[]n. Repair and maintain playground equipment at public parks and recreational areas -----	6%	60%	32%	2%
[]o. Neighborhood police patrols -----	6%	35%	56%	3%
[]p. After school programs for children and youth -----	7%	39%	51%	3%
[]q. Beach cleanup -----	11%	56%	32%	2%
[]r. 9-1-1 emergency services -----	4%	17%	79%	1%

(RESUME ASKING ALL RESPONDENTS)

HERE ARE MY FINAL QUESTIONS. THESE QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY.

10. Do you own or rent your home?
- Own ----- 75%
- Rent ----- 22%
- (DON'T READ)** Refused/NA ----- 3%
-
11. Are there children under the age of 19 living at home with you?
- Yes ----- 28%
- No ----- 71%
- (REFUSED/NA)** ----- 1%
-
12. With which racial or ethnic group do you identify yourself: Latino or Hispanic, African American or Black, White or Caucasian, Asian, or some other ethnic or racial background?
- Latino/Hispanic ----- 12%
- African American/Black ----- 6%
- White/Caucasian ----- 74%
- Asian ----- 3%
- Other ----- 2%
- (DON'T READ)** DK/NA ----- 3%

13. In what year were you born?

1992-1986 (18-24)	-----	5%
1985-1981 (25-29)	-----	6%
1980-1976 (30-34)	-----	5%
1975-1971 (35-39)	-----	8%
1970-1966 (40-44)	-----	8%
1965-1961 (45-49)	-----	10%
1960-1956 (50-54)	-----	9%
1955-1951 (55-59)	-----	10%
1950-1946 (60-64)	-----	12%
1945-1936 (65-74)	-----	13%
1935 or earlier (75 & over)	-----	11%
(DON'T READ) DK/NA/Refused	-----	3%

14. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2009. Was it:

\$30,000 and under	-----	10%
\$30,001 - \$50,000	-----	10%
\$50,001 - \$75,000	-----	13%
\$75,001 - \$100,000	-----	18%
\$100,001 - \$150,000	-----	18%
\$150,001-\$200,000	-----	5%
More than \$200,000	-----	5%
(DON'T READ) Refused/NA	-----	21%

THANK AND TERMINATE

Sex: By observation

Male	-----	48%
Female	-----	52%

Party:

Democrat	-----	42%
Republican	-----	34%
DTS	-----	20%
Other	-----	4%

Name _____ Phone # _____
 Address _____ Registration Date _____
 Precinct _____ Zip _____
 Interviewer _____ Cluster # _____
 Verified by _____ Page # _____

FLAGS

G02 -----60%
 R03 -----69%
 P04 -----61%
 G04 -----81%
 S05 -----75%
 P06 -----56%
 G06 -----82%
 F08 -----78%
 J08 -----63%
 G08 -----90%
 M09 -----53%
 Blank ----- 6%

VOTE BY MAIL

1 -----13%
 2+ -----44%
 BLANK -----43%

PERMANENT ABSENTEE

Yes -----53%
 No -----47%

LIKELY NOV 2012

Yes -----93%
 No ----- 7%

HOUSEHOLD PARTY

1 DEM -----20%
 2+ DEMS -----15%
 1 REP -----12%
 2+ REPS -----13%
 1 INDEPENDENT -----13%
 MIXED -----27%

CITY COUNCIL DISTRICT

1 (Lightner) -----18%
 2 (Faulconer) -----15%
 3 (Gloria) -----11%
 4 (Young) ----- 8%
 5 (DeMaio) -----15%
 6 (Frye) -----14%
 7 (Emerald) -----12%
 8 (Hueso) ----- 7%

SUPERVISORY DISTRICT

1 (Cox) -----16%
 2 (Jacob) ----- 3%
 3 (Slater-Price) -----38%
 4 (Roberts) -----41%
 5 (Horn) ----- 0%

CONGRESSIONAL DISTRICT

CD 49 ----- 2%
 CD 50 -----28%
 CD 51 -----13%
 CD 52 -----18%
 CD 53 -----39%

SENATE DISTRICT

SD 36 -----15%
 SD 38 ----- 9%
 SD 39 -----66%
 SD 40 -----10%

ASSEMBLY DISTRICT

AD 74 -----1%
 AD 75 -----30%
 AD 76 -----38%
 AD 77 -----3%
 AD 78 -----19%
 AD 79 -----9%

IN THE SD USD

Yes -----79%
 No -----21%

SPLIT SAMPLE

A -----50%
 B -----50%
 A/C -----25%
 A/D -----25%
 B/C -----25%
 B/D -----25%