
CITY OF HAYWARD: REVENUE MEASURE FEASIBILITY SURVEY
Topline Report
January 2008

The City of Hayward commissioned Godbe Research to conduct a survey of voters in the city to assess potential voter support for two alternative revenue measures, a new Utility User Tax and an increase in the existing Real Property Transfer Tax; survey the tax rates at which voters will support the two measures; prioritize potential projects to be funded based on voter reception; and test the influence of supporting and opposing arguments on potential voter support.

SURVEY METHODOLOGY

Overall, 1000 voters in the City of Hayward completed the survey, representing a total universe of approximately 36,906 likely November 2008 voters in the city. The sample of 1000 voters was split into two halves of 500 voters each, with one group of 500 voters answering questions related to the Utility User Tax measure and the other sample responding to questions on the Real Property Tax increase. The study parameters resulted in a margin of error of plus or minus 3.1 percent at the overall level (4.4 percent for each split sample of 500; 5.6 percent for each likely June voter sample of 300). Interviews were conducted from January 13 through January 22, 2008, and the average interview time was approximately 18 minutes.

Once collected, the sample of voters was compared with the registered voter population in the City of Hayward to examine possible differences between the demographics of the sample of respondents and the actual universe. The data were weighted to correct differences, and the results presented are representative of the voter characteristics of the City of Hayward in terms of gender, age, and political party type. Specifically, the sample was weighted by respondent age, political party and the estimated likelihood of respondents voting in the June 2008 election.

QUESTIONNAIRE METHODOLOGY

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 5, 6, 8, 10, 13 and 14 were randomized to avoid such position bias. Further, Questions 11 and 12 were rotated so that the respondents were balanced in whether they first heard arguments in favor of or opposed to the ballot measure.

Questions 3 and 4 allowed the voters surveyed to mention in their own words more than one answer. For this reason, the response percentages sum to more than 100, and these represent the percent of the voters that mentioned a particular response, rather than the percent of total responses.

MEAN SCORES AND ROUNDING

In addition to the percentage breakdown of responses to each question, results for the questions relating to the issues of importance (Q5), the amount of tax increase (Q7 and Q9), the features of the measure (Q10), and the arguments (Q11 and Q12) include a mean score. For example, to derive respondents' overall perception of the importance of a given issue (Q5), a number value is first assigned to each response category (in this case, "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0). The individual answer of each respondent is then assigned the corresponding number – from 3 to 0 in this example. Finally, all respondents' answers are averaged to produce a final score that reflects overall importance. The resulting mean score makes the interpretation of the data considerably easier. Responses of "Don't Know" (DK/NA) were not included in the calculations of the means for any questions.

Conventional rounding rules apply to the percentages shown in this report, .5 or above is rounded up to the next number, and .4 or below is rounded down to the previous number. As a result, the percentages may not add up to 100 percent.

1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in the City of Hayward? (GET ANSWER, THEN ASK): Is that very or somewhat [satisfied/dissatisfied]?

Very satisfied	18%
Somewhat satisfied	49%
Somewhat dissatisfied	19%
Very dissatisfied	11%
DK/NA	2%

2. Are you satisfied or dissatisfied with the overall job the City of Hayward is doing to provide services to residents? [GET ANSWER, THEN ASK]: Is that very [satisfied/dissatisfied] or somewhat [satisfied/dissatisfied]?

Very satisfied	17%
Somewhat satisfied	48%
Somewhat dissatisfied	17%
Very dissatisfied	9%
DK/NA	9%

3. With which city services are you most satisfied? Please name up to 3 services. [DO NOT READ RESPONSE CATEGORIES. ALLOW UP TO 3 RESPONSES.]

Police services	30%
Fire protection / safety	24%
Street maintenance	16%
Library	12%
City facilities	11%
Waste/garbage service	6%
Economic development (new and existing businesses, new and rehabilitated housing)	5%
Lighting and landscaping maintenance	4%
Water	4%
Emergency management (disaster response, emergency preparedness and education)	4%
Neighborhood preservation	4%
Animal / vector control	3%
Park maintenance	3%
Traffic safety	3%
Public information	3%
Graffiti abatement / removal	3%
Planning (land use and development)	3%
Protecting the environment / managing climate change / reducing carbon footprint / green practices	2%
Parking enforcement	2%
Youth services	2%
Public Transportation	2%
Housing for low and moderate income residents	2%
Electric/utilities	2%
City Clerk	1%
Recycling	1%
None/Nothing	1%
Building safety and code compliance	1%
Postal service	1%
Other	1%
DK/NA	22%

4. With which city services are you least satisfied? Please name up to 3 services. [DO NOT READ RESPONSE CATEGORIES. ALLOW UP TO 3 RESPONSES.]

Police services	21%
Street maintenance	19%
Traffic safety	8%
Graffiti abatement / removal	8%
Economic development (new and existing businesses, new and rehabilitated housing)	7%
Planning (land use and development)	6%
Youth services	5%
City facilities	5%
Lighting and landscaping maintenance	4%
Neighborhood preservation	4%
Building safety and code compliance	3%
Parking enforcement	3%
City Clerk	3%
Emergency management (disaster response, emergency preparedness and education)	3%
Protecting the environment / managing climate change / reducing carbon footprint / green practices	3%
Housing for low and moderate income residents	2%
None / Nothing	2%
Public information	2%
Animal / vector control	2%
Library	2%
Public Transportation	1%
Fire protection / safety	1%
Water	1%
Other	6%
DK/NA	33%

5. Next, I'd like to ask you about some issues in your community. For each one, I'd like you to tell me how important this issue is to you.

Here's the (first/next): Is _____ extremely important, very important, somewhat important or not at all important to you?

	Mean Score	Extremely Important	Very Important	Somewhat Important	Not at all Important	DK/NA
5A. Improving the quality of public education	2.4	51%	35%	9%	3%	2%
5B. Reducing crime	2.5	58%	36%	5%	0%	0%
5C. Improving traffic flow	1.9	29%	37%	28%	6%	0%
5D. Removing abandoned vehicles	1.6	20%	32%	34%	13%	1%
5E. Maintaining the quality of our neighborhoods	2.3	43%	44%	11%	1%	0%

Computation of Mean Scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not Important" = 0.

Utility User Tax

SPLIT SAMPLE: Q6 AND Q7 ASKED TO GROUP 1 – UUT; n = 500

6. In the coming months, Hayward voters may be asked to vote on several ballot measures. Let me read you the description of one potential measure:

To preserve our quality of life through maintaining city services and facilities, such as:

[RANDOMIZE A THROUGH E]

- A. Police, fire and emergency services
- B. City streets and traffic flow
- C. City library facilities and services
- D. Youth and senior services
and
- E. Maintaining the quality of our neighborhoods

Shall the City of Hayward be authorized to enact a Utility User Tax on electricity, gas, cable, landline telephone, cellular and related telecommunications usage?

If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely [yes/no] or probably [yes/no]?

Definitely Yes	20%
Probably Yes	25%
Probably No	15%
Definitely No	28%
DK/NA	12%

7. Right now, the exact amount of the tax has not been decided.

If you heard that the Utility User Tax in the City of Hayward would be [READ FIRST ITEM BELOW AND CONTINUE IN SEQUENCE] _____ of your electricity, gas and water charges to preserve our quality of life through maintaining city services and facilities, would you vote yes or no on this ballot measure? [GET ANSWER, THEN ASK]: Is that definitely [yes/no] or probably [yes/no]? [READ IN SEQUENCE UNTIL ALL ITEMS ARE READ. IF RESPONDENT SAYS 'DEFINITELY YES', RECORD 'DEFINITELY YES' FOR ALL OTHER LOWER TAX RATE(S), AND GO TO THE NEXT QUESTION.]

	Mean Score	Definitely Yes	Probably Yes	Probably No	Definitely No	DK/NA
7A. 8.5 percent	-0.7	9%	22%	21%	41%	8%
7B. 7.5 percent	-0.4	15%	23%	18%	36%	8%
7C. 6.25 percent	0	22%	26%	14%	30%	7%
7D. 5 percent	0.4	35%	26%	7%	25%	6%

Computation of Mean Scores: "Definitely Yes" = +2, "Probably Yes" = +1, "Probably No" = -1, and "Definitely No" = -2.

10. Now, let's talk about how the money raised by this measure might be spent by the City of Hayward. As I read each statement, please tell me if it would make you more or less likely to vote for the measure.

If you heard that the money raised by this measure would pay for the maintenance of [INSERT RANDOMLY SELECTED ITEM FROM THE LIST BELOW]: _____, would you be more or less likely to support the measure? [GET ANSWER, THEN ASK]: Is that much [more/less] likely or somewhat [more/less] likely?

SPLIT SAMPLE: Utility User Tax respondents; n = 500

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	Somewhat Less Likely	Much Less Likely	DK/NA
10A. Animal control and protection services	0.1	19%	28%	13%	19%	18%	3%
10B. Police services	1.1	46%	33%	6%	6%	6%	2%
10C. Fire protection services	1.1	49%	32%	7%	6%	5%	1%
10D. Emergency and disaster preparedness	1.0	46%	30%	7%	8%	7%	1%
10E. Children and teen programs and services	1.1	48%	31%	6%	8%	6%	1%
10F. City streets, sidewalks and lighting	0.9	39%	35%	8%	11%	6%	2%
10G. Traffic flow management	0.6	33%	30%	11%	13%	11%	2%
10H. Traffic safety and parking enforcement	0.5	27%	30%	14%	17%	11%	2%
10I. City trees and landscaping	0.4	25%	30%	12%	18%	14%	2%
10J. Building inspection and code enforcement	0.3	21%	30%	13%	20%	14%	3%
10K. Local business and economic development	0.6	29%	34%	10%	12%	12%	3%
10L. Local arts and cultural attractions	0.3	22%	34%	10%	17%	15%	2%
10M. Neighborhood appearance, including graffiti removal and trash cleanup	1.1	48%	32%	7%	5%	7%	1%
10N. Water conservation programs	0.7	34%	33%	9%	14%	8%	2%
10O. Protecting the environment through green practices	0.8	39%	31%	7%	8%	12%	3%

Computation of Mean Scores:

"Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

ROTATE QUESTIONS 11 AND 12

11. Voters will hear arguments from supporters *in favor of* the potential ballot measure we have been discussing. As I read each of the arguments *in favor of* the measure, please tell me if you would be more likely to vote “yes” on the measure, given the argument.

Supporters of the measure say: _____ [INSERT RANDOMLY SELECTED ITEM FROM THE LIST BELOW]. Does hearing this argument make you much more likely or somewhat more likely to vote “yes” on the measure--or does it have no effect?

SPLIT SAMPLE: Utility User Tax respondents; n = 500

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
11A. We need additional revenue to maintain our current levels of public safety	1.0	31%	34%	31%	4%
11B. We need additional revenue to maintain our public library	1.0	30%	38%	29%	3%
11C. The measure will maintain response time for police, fire and emergency services	1.3	49%	29%	20%	2%
11D. The measure will generate locally controlled funds for Hayward needs	1.0	29%	34%	29%	7%
11E. With a \$6 million dollar deficit, the City needs additional funds to avoid cuts to critical resident services	1.0	29%	33%	30%	8%
11F. A citizen's oversight committee will monitor these new funds generated, so that they are used properly	1.1	39%	30%	27%	4%
11G. The continued use of the reserve funds to maintain city services places the City at grave financial risk, as these reserve funds are due to run out in two years	1.0	26%	38%	29%	7%
11H. Demand for city services has increased over the years, but staffing has decreased. Hayward seriously needs additional funds to maintain its current levels of service to residents	1.0	31%	36%	27%	6%
11I. The Hayward City Council has fought hard to keep taxes low. However, because of the slowing economy and rising demand for resident services, the City has no choice but to seek voter approval of additional tax revenue	0.9	22%	38%	34%	5%
11J. This measure is good for the environment, as it encourages energy conservation and the use of green, alternative power	1.0	31%	37%	27%	4%
11K. This measure provides a tax rebate to Hayward residents who use energy conservation measures, solar power or alternative energy in their homes	1.1	39%	32%	26%	4%
11L. With this measure, everyone in the City will be paying their fair share, not just property owners or businesses	1.2	42%	28%	26%	3%
11M. This measure will replace the existing Emergency Services Facilities Tax, which is a general excise tax that costs a typical household in Hayward \$36 dollars a year	1.0	28%	32%	33%	7%
11N. Low income residents and lifeline users are exempted from the Utility User Tax	0.9	29%	30%	35%	6%

Computation of Mean Scores: “Much More Likely” = +2, “Somewhat More Likely” = +1, “No Effect” = 0.

12. Voters will hear arguments from opponents *against* the potential ballot measure we have been discussing. As I read each of the arguments *against* the measure, please tell me if you would be more likely to vote “no” on the measure given that argument.

Opponents of the measure say: _____ [INSERT RANDOMLY SELECTED ITEM FROM THE LIST BELOW]. Does hearing this argument make you much more likely or somewhat more likely to vote “no” on the measure--or does it have no effect?

SPLIT SAMPLE: Utility User Tax respondents; n = 500

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
12A. Local taxes are already too high in Hayward	0.9	29%	27%	38%	5%
12B. Instead of increasing taxes, public services in Hayward should be paid from the City's current revenues and reserves, even if services have to be cut	0.8	24%	30%	39%	7%
12C. The City cannot be trusted to manage any additional funds raised	0.9	30%	29%	35%	6%
12D. The City should first make cuts to staff salaries and benefits before raising taxes in the City	1.0	36%	21%	38%	5%
12E. With all the graffiti around Hayward and the slow response times to service calls, the City cannot claim that it is maintaining service levels	1.0	31%	28%	35%	6%
12F. The Hayward Unified School District is putting a \$205 million dollar bond measure on the ballot in the June 2008 election. We cannot afford to support an additional tax measure from the City as well.	1.1	39%	28%	28%	5%
12G. Instead of creating a new tax, can't the City just use the revenue from the current excise tax we are already paying?	1.0	33%	30%	30%	7%
12H. How can the City be taxing us on utilities to meet basic human needs and lifeline services?	0.9	28%	29%	36%	8%

Computation of Mean Scores: “Much More Likely” = +2, “Somewhat More Likely” = +1, “No Effect” = 0.

SPLIT SAMPLE: Q13 ASKED TO GROUP 1 – UUT; n = 500

13. Now that you have heard a little more about the potential ballot measure, let me read you a summary of the measure again.

To preserve our quality of life through maintaining city services and facilities, such as:

[HOLD RANDOMIZATION ORDER FROM Q6]

- A. Police, fire and emergency services
- B. City streets and traffic flow
- C. City library facilities and services
- D. Youth and senior services
and
- E. Maintaining the quality of our neighborhoods

Shall the City of Hayward be authorized to enact a Utility User Tax on electricity, gas, cable, landline telephone, cellular and related telecommunications usage?

If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely [yes/no] or probably [yes/no]?

Definitely Yes	20%
Probably Yes	27%
Probably No	17%
Definitely No	30%
DK/NA	6%

Real Property Transfer Tax

SPLIT SAMPLE: Q8 AND Q9 ASKED TO GROUP 2 – RPTT; n = 500

8. In the coming months, Hayward voters may be asked to vote on several ballot measures. Let me read you the description of one potential measure:

To preserve our quality of life through maintaining city services and facilities, such as:

[RANDOMIZE A THROUGH E]

- A. Police, fire and emergency services
- B. City streets and traffic flow
- C. City library facilities and services
- D. Youth and senior services
and
- E. Maintaining the quality of our neighborhoods

Shall the City of Hayward be authorized to increase the Real Property Transfer Tax, assessed when property is sold or when there is a title transfer?

If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely [yes/no] or probably [yes/no]?

Definitely Yes	27%
Probably Yes	28%
Probably No	11%
Definitely No	20%
DK/NA	14%

9. Right now, the exact amount of the tax increase has not been decided.

If you heard that the Real Property Transfer tax in the City of Hayward would be [READ FIRST ITEM BELOW AND CONTINUE IN SEQUENCE] _____ per \$1,000 in assessed value to preserve our quality of life through maintaining city services and facilities, would you vote yes or no on this ballot measure? [GET ANSWER, THEN ASK]: Is that definitely [yes/no] or probably [yes/no]? [READ IN SEQUENCE UNTIL ALL ITEMS ARE READ. IF RESPONDENT SAYS 'DEFINITELY YES', RECORD 'DEFINITELY YES' FOR ALL OTHER LOWER TAX RATE(S), AND GO TO THE NEXT QUESTION.]

	Mean Score	Definitely Yes	Probably Yes	Probably No	Definitely No	DK/NA
9A. \$15	0	24%	22%	19%	26%	9%
9B. \$13	0.1	29%	20%	18%	25%	8%
9C. \$11	0.3	35%	20%	14%	24%	7%
9D. \$9	0.7	45%	19%	9%	20%	7%

Computation of Mean Scores: "Definitely Yes" = +2, "Probably Yes" = +1, "Probably No" = -1, and "Definitely No" = -2.

10. Now, let's talk about how the money raised by this measure might be spent by the City of Hayward. As I read each statement, please tell me if it would make you more or less likely to vote for the measure.

If you heard that the money raised by this measure would pay for the maintenance of [INSERT RANDOMLY SELECTED ITEM FROM THE LIST BELOW]: _____, would you be more or less likely to support the measure? [GET ANSWER, THEN ASK]: Is that much [more/less] likely or somewhat [more/less] likely?

SPLIT SAMPLE: Real Property Transfer Tax respondents; n = 500

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	Somewhat Less Likely	Much Less Likely	DK/NA
10A. Animal control and protection services	0.3	26%	31%	5%	19%	16%	2%
10B. Police services	1.1	52%	29%	4%	6%	8%	1%
10C. Fire protection services	1.0	47%	30%	5%	10%	7%	1%
10D. Emergency and disaster preparedness	1.0	50%	26%	3%	10%	8%	2%
10E. Children and teen programs and services	1.2	53%	29%	3%	8%	6%	1%
10F. City streets, sidewalks and lighting	1.0	46%	30%	5%	11%	8%	1%
10G. Traffic flow management	0.6	33%	31%	4%	16%	13%	2%
10H. Traffic safety and parking enforcement	0.2	25%	29%	7%	21%	17%	1%
10I. City trees and landscaping	0.3	26%	31%	5%	19%	18%	2%
10J. Building inspection and code enforcement	0.2	26%	26%	6%	20%	19%	3%
10K. Local business and economic development	0.5	33%	27%	3%	19%	15%	4%
10L. Local arts and cultural attractions	0.1	22%	29%	6%	22%	18%	3%
10M. Neighborhood appearance, including graffiti removal and trash cleanup	1.1	51%	28%	3%	8%	8%	2%
10N. Water conservation programs	0.6	34%	29%	4%	18%	12%	2%
10O. Protecting the environment through green practices	0.8	42%	28%	4%	10%	13%	3%

Computation of Mean Scores:

"Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

ROTATE QUESTIONS 11 AND 12

11. Voters will hear arguments from supporters *in favor of* the potential ballot measure we have been discussing. As I read each of the arguments *in favor of* the measure, please tell me if you would be more likely to vote “yes” on the measure, given the argument.

Supporters of the measure say: _____ [INSERT RANDOMLY SELECTED ITEM FROM THE LIST BELOW]. Does hearing this argument make you much more likely or somewhat more likely to vote “yes” on the measure--or does it have no effect?

SPLIT SAMPLE: Real Property Transfer Tax respondents; n = 500

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
11A. We need additional revenue to maintain our current levels of public safety	1.1	34%	34%	29%	3%
11B. We need additional revenue to maintain our public library	1.0	30%	36%	33%	1%
11C. The measure will maintain response time for police, fire and emergency services	1.2	43%	28%	26%	3%
11D. The measure will generate locally controlled funds for Hayward needs	0.9	26%	33%	37%	4%
11E. With a \$6 million dollar deficit, the City needs additional funds to avoid cuts to critical resident services	0.9	25%	31%	37%	7%
11F. A citizen's oversight committee will monitor these new funds generated, so that they are used properly	1.0	34%	29%	34%	3%
11G. The continued use of the reserve funds to maintain city services places the City at grave financial risk, as these reserve funds are due to run out in two years	0.8	22%	32%	38%	7%
11H. Demand for city services has increased over the years, but staffing has decreased. Hayward seriously needs additional funds to maintain its current levels of service to residents	1.0	30%	33%	33%	4%
11I. The Hayward City Council has fought hard to keep taxes low. However, because of the slowing economy and rising demand for resident services, the City has no choice but to seek voter approval of additional tax revenue	0.7	19%	28%	47%	6%
11J. This measure is good for the environment, as it encourages energy conservation and the use of green, alternative power	1.0	34%	31%	33%	3%
11K. This measure provides a tax rebate to Hayward residents who use energy conservation measures, solar power or alternative energy in their homes	1.1	37%	29%	32%	3%
11O. Only those who sell property, refinance mortgage loans or transfer title will pay the Real Property Transfer Tax	0.6	15%	26%	53%	7%
11P. This measure provides a tax rebate to Hayward residents who make improvements to their homes, such as perform seismic retrofit work	0.9	29%	28%	39%	4%

Computation of Mean Scores: “Much More Likely” = +2, “Somewhat More Likely” = +1, “No Effect” = 0.

12. Voters will hear arguments from opponents *against* the potential ballot measure we have been discussing. As I read each of the arguments *against* the measure, please tell me if you would be more likely to vote “no” on the measure given that argument.

Opponents of the measure say: _____ [INSERT RANDOMLY SELECTED ITEM FROM THE LIST BELOW]. Does hearing this argument make you much more likely or somewhat more likely to vote “no” on the measure--or does it have no effect?

SPLIT SAMPLE: Real Property Transfer Tax respondents; n = 500

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	DK/NA
12A. Local taxes are already too high in Hayward	0.7	22%	21%	54%	4%
12B. Instead of increasing taxes, public services in Hayward should be paid from the City's current revenues and reserves, even if services have to be cut	0.6	16%	21%	57%	6%
12C. The City cannot be trusted to manage any additional funds raised	0.7	21%	20%	53%	6%
12D. The City should first make cuts to staff salaries and benefits before raising taxes in the City	0.7	24%	21%	48%	6%
12E. With all the graffiti around Hayward and the slow response times to service calls, the City cannot claim that it is maintaining service levels	0.6	18%	22%	54%	6%
12F. The Hayward Unified School District is putting a \$205 million dollar bond measure on the ballot in the June 2008 election. We cannot afford to support an additional tax measure from the City as well.	0.8	25%	26%	44%	4%
12I. With property values dropping, we are already getting less money for our property. How can the City ask us to pay more taxes on the sale?	0.9	32%	19%	45%	4%
12J. This measure will triple the current Real Property Transfer Tax. This is too much of a tax increase.	1.0	35%	27%	34%	4%

Computation of Mean Scores: “Much More Likely” = +2, “Somewhat More Likely” = +1, “No Effect” = 0.

SPLIT SAMPLE: Q14 ASKED TO GROUP 2 – RPTT; n = 500

14. Now that you have heard a little more about the potential ballot measure, let me read you a summary of the measure again.

To preserve our quality of life through maintaining city services and facilities, such as:

[HOLD RANDOMIZATION ORDER FROM Q8]

- A. Police, fire and emergency services
- B. City streets and traffic flow
- C. City library facilities and services
- D. Youth and senior services
and
- E. Maintaining the quality of our neighborhoods

Shall the City of Hayward be authorized to increase the Real Property Transfer Tax assessed when property is sold or when there is a title transfer?

If the election were held today, would you vote yes or no on this measure? [GET ANSWER, THEN ASK:] Would that be definitely [yes/no] or probably [yes/no]?

Definitely Yes	22%
Probably Yes	31%
Probably No	15%
Definitely No	24%
DK/NA	8%

DEMOGRAPHIC QUESTIONS

A. To begin, how many years have you lived in the City of Hayward?

Less than one year	1%
One to five years	14%
Six to ten years	16%
Eleven to fifteen years	10%
More than fifteen years	59%

B. Do you currently own or rent your home?

Own	75%
Rent	22%
Refused	3%

C. What ethnic group do you consider yourself a part of or feel closest to? [IF RESPONDENT HESITATES, READ LIST]

Caucasian/White	47%
Latino(a)/Hispanic	17%
Asian-American	11%
African-American/Black	10%
Pacific Islander	4%
Two or more races	4%
Native American	1%
Other	2%
DK/NA	6%

D. Please stop me when I reach the category that best describes your total household income before taxes in 2007.

Less than \$20,000	8%
\$20,000 to less than \$30,000	9%
\$30,000 to less than \$40,000	7%
\$40,000 to less than \$50,000	7%
\$50,000 to less than \$60,000	6%
\$60,000 to less than \$75,000	12%
\$75,000 to less than \$100,000	13%
\$100,000 to less than \$150,000	14%
\$150,000 to less than \$200,000	4%
More than \$200,000	2%
DK/NA	17%

E. Gender:

Male	46%
Female	54%

FROM VOTER SAMPLE SHEET

F. Age:

18 to 29 years	13%
30 to 39 years	15%
40 to 49 years	19%
50 to 64 years	30%
65 years or older	21%
Not Coded	2%

G. Party:

Democrat	61%
Republican	17%
Other	4%
DTS	18%

H. Voting History:

	Voted	Not Voted
Voted on 11/02	50%	50%
Voted on 10/03	64%	36%
Voted on 06/04	50%	50%
Voted on 11/04	88%	12%
Voted on 11/05	68%	32%
Voted on 06/06	47%	53%
Voted on 11/06	76%	24%

I. Times Voted - INTERVIEWERS: PLEASE COUNT THE NUMBER OF TIMES VOTED IN QH.

1 of 7	13%
2 of 7	11%
3 of 7	12%
4 of 7	12%
5 of 7	12%
6 of 7	14%
7 of 7	25%

J. Absentee Voter:

Never voted absentee	49%
1 of 7	14%
2 of 7	9%
3 of 7	8%
4 of 7	6%
5 of 7	4%
6 of 7	5%
7 of 7	5%

K. Household Party Type:

Democrat (1)	29%
Democrat (2+)	22%
Republican (1)	6%
Republican (2+)	5%
Other (1)	11%
Other (2+)	5%
Democrat & Republican	6%
Democrat & Other	11%
Republican & Other	4%
Democrat, Republican & Other	1%