



GODBE RESEARCH
Gain Insight

CITY OF HAYWARD

2017 RPTT & TOT Feasibility Survey

Topline Report

n=813

19-minutes

Likely November 2018 Voters

November 14, 2017

www.godberesearch.com

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METHODOLOGY

Sample Universe:

- 36,272 Likely November 2018 Voters

Sample Size:

n=813 Likely November 2018 Voters (Split Sample A, n=410; Split Sample B, n=403)

Data Collection Methodology:

n=172 Landline

n=102 Cell Phone

n=198 Online from email invitation

n=341 Online from text invitation

Margin of Error:

- Likely November 2018 Voters \pm 3.04% (Split Sample A, \pm 4.81%; Split Sample B, \pm 4.85%)

Interview Dates: November 5 to November 12, 2017

INITIAL BALLOT TESTS

		Likely November 2018 Voter		
		Column N %	Count	Mean
1. Sample A: To maintain City of Hayward services, with funding that cannot be taken by the State, including: <ul style="list-style-type: none"> • neighborhood police patrols; • 911, firefighter and paramedic response times; • preserving youth and anti-gang programs; • emergency and disaster preparedness; • fixing potholes and repairing city streets; shall the City of Hayward increase the ongoing, real estate transfer tax rate from \$4.50 per \$1,000 to \$11 per \$1,000 paid only by buyers and sellers of property at the time of sale, providing \$17 million dollars annually with all funds benefiting Hayward?	Definitely Yes	21.7%	89	
	Probably Yes	25.4%	104	
	Probably No	17.5%	72	
	Definitely No	26.2%	107	
	DK/NA	9.2%	38	
	Total Yes	47.1%	193	
	Total No	43.7%	179	
2. Sample B: To maintain City of Hayward services, with funding that cannot be taken by the State, including: <ul style="list-style-type: none"> • neighborhood police patrols; • 911, firefighter and paramedic response times; • preserving youth and anti-gang programs; • emergency and disaster preparedness; • fixing potholes and repairing city streets; shall the City of Hayward increase the ongoing, real estate transfer tax rate from \$4.50 per \$1,000 to \$11 per \$1,000 paid only by buyers and sellers of property at the time of sale, providing \$17 million dollars annually with all funds benefiting Hayward?	Definitely Yes	20.2%	81	
	Probably Yes	22.2%	89	
	Probably No	18.7%	75	
	Definitely No	29.0%	117	
	DK/NA	9.9%	40	
	Total Yes	42.3%	171	
	Total No	47.7%	192	
3. Sample B: To maintain City of Hayward services, with funding that cannot be taken by the State, including: <ul style="list-style-type: none"> • neighborhood police patrols; • 911, firefighter and paramedic response times; • preserving youth and anti-gang programs; • emergency and disaster preparedness; • fixing potholes and repairing city streets; shall the City of Hayward increase the ongoing transient occupancy tax paid only by hotel and motel guests from 8.5% to 12%, providing \$3 million dollars annually, with all funds staying in Hayward?	Definitely Yes	31.6%	127	
	Probably Yes	37.8%	152	
	Probably No	9.9%	40	
	Definitely No	14.5%	58	
	DK/NA	6.2%	25	
	Total Yes	69.4%	280	
	Total No	24.4%	98	

FEATURES OF THE MEASURE

		Likely November 2018 Voter		
		Column N %	Count	Mean
Q4A. Police service levels, response times, and neighborhood patrols	Much More Likely	41.2%	335	
	Smwht More Likely	28.0%	228	
	No Effect	20.3%	165	
	Smwht Less Likely	4.1%	33	
	Much Less Likely	5.0%	41	
	DK/NA	1.4%	11	
	Total More Likely	69.2%	562	
Q4B. Fire protection services	Much More Likely	39.0%	317	
	Smwht More Likely	29.7%	242	
	No Effect	21.9%	178	
	Smwht Less Likely	2.3%	19	
	Much Less Likely	5.0%	40	
	DK/NA	2.1%	17	
	Total More Likely	68.7%	558	
Q4C. Emergency and disaster preparedness	Much More Likely	36.1%	293	
	Smwht More Likely	30.9%	252	
	No Effect	23.2%	188	
	Smwht Less Likely	3.0%	25	
	Much Less Likely	5.2%	42	
	DK/NA	1.6%	13	
	Total More Likely	67.0%	545	
Q4D. City lighting	Much More Likely	27.5%	223	
	Smwht More Likely	26.8%	218	
	No Effect	28.9%	235	
	Smwht Less Likely	8.3%	68	
	Much Less Likely	6.9%	56	
	DK/NA	1.6%	13	
	Total More Likely	54.3%	441	
Q4E. Local job and economic development programs	Much More Likely	32.3%	263	
	Smwht More Likely	28.9%	235	
	No Effect	23.9%	194	
	Smwht Less Likely	6.1%	49	
	Much Less Likely	6.0%	49	
	DK/NA	2.8%	23	
	Total More Likely	61.2%	497	
Q4F. Neighborhood appearance and graffiti removal	Much More Likely	29.4%	239	
	Smwht More Likely	30.5%	248	
	No Effect	26.1%	212	
	Smwht Less Likely	5.7%	46	
	Much Less Likely	6.8%	55	
	DK/NA	1.5%	12	
	Total More Likely	59.9%	487	

		Likely November 2018 Voter		
		Column N %	Count	Mean
Q4G. Library hours and access to books, computers, and the internet	Much More Likely	25.8%	210	
	Smwht More Likely	27.2%	221	
	No Effect	28.2%	229	
	Smwht Less Likely	7.7%	62	
	Much Less Likely	8.8%	71	
	DK/NA	2.3%	19	
	Total More Likely	53.1%	431	
Q4H. 911 and paramedic services	Much More Likely	41.5%	337	
	Smwht More Likely	30.1%	245	
	No Effect	20.9%	170	
	Smwht Less Likely	1.6%	13	
	Much Less Likely	4.7%	38	
	DK/NA	1.2%	10	
	Total More Likely	71.6%	582	
Q4I. Animal control and protection services	Much More Likely	19.9%	162	
	Smwht More Likely	29.2%	238	
	No Effect	29.7%	242	
	Smwht Less Likely	8.5%	69	
	Much Less Likely	10.7%	87	
	DK/NA	2.0%	16	
	Total More Likely	49.1%	399	
Q4J. Adequate emergency response times by keeping all Hayward fire stations open	Much More Likely	41.8%	340	
	Smwht More Likely	30.7%	250	
	No Effect	17.4%	141	
	Smwht Less Likely	3.6%	29	
	Much Less Likely	4.6%	38	
	DK/NA	1.8%	15	
	Total More Likely	72.6%	590	
Q4K. Fix potholes and repair city streets and sidewalks	Much More Likely	45.6%	370	
	Smwht More Likely	30.3%	247	
	No Effect	16.2%	132	
	Smwht Less Likely	2.4%	19	
	Much Less Likely	5.0%	40	
	DK/NA	0.5%	4	
	Total More Likely	75.9%	617	
Q4L. Providing affordable senior housing	Much More Likely	35.7%	290	
	Smwht More Likely	23.5%	191	
	No Effect	26.2%	213	
	Smwht Less Likely	6.1%	49	
	Much Less Likely	6.9%	56	
	DK/NA	1.6%	13	
	Total More Likely	59.2%	481	

FEATURES OF THE MEASURE -- RANKED BY MEAN SCORE

	Likely November 2018 Voter		
	Column N %	Count	Mean
Q4K. Fix potholes and repair city streets and sidewalks			1.10
Q4H. 911 and paramedic services			1.03
Q4J. Adequate emergency response times by keeping all Hayward fire stations open			1.03
Q4A. Police service levels, response times, and neighborhood patrols			0.98
Q4B. Fire protection services			0.97
Q4C. Emergency and disaster preparedness			0.91
Q4E. Local job and economic development programs			0.78
Q4L. Providing affordable senior housing			0.76
Q4F. Neighborhood appearance and graffiti removal			0.71
Q4D. City lighting			0.60
Q4G. Library hours and access to books, computers, and the internet			0.55
Q4I. Animal control and protection services			0.40

INFORMATIONAL STATEMENTS

		Likely November 2018 Voter		
		Column N %	Count	Mean
Q5A. We need to increase the rate(s) to maintain our current levels of public safety	Much more likely to vote Yes	27.6%	224	
	Smwht more likely to vote Yes	28.1%	228	
	No effect	36.8%	299	
	DK/NA	7.6%	62	
	Total More Likely to Vote Yes	55.6%	452	
Q5B. The measure/s will maintain response times for police, fire, and 911 emergency services	Much more likely to vote Yes	39.5%	321	
	Smwht more likely to vote Yes	25.5%	207	
	No effect	31.5%	256	
	DK/NA	3.6%	29	
	Total More Likely to Vote Yes	64.9%	528	
Q5C. The measure/s will generate locally controlled funds for critical Hayward needs that cannot be taken by the State	Much more likely to vote Yes	36.0%	293	
	Smwht more likely to vote Yes	29.9%	243	
	No effect	29.7%	241	
	DK/NA	4.4%	36	
	Total More Likely to Vote Yes	65.9%	536	
Q5D. Mandatory financial audits and yearly reports to the community are required to ensure the funds are spent as promised	Much more likely to vote Yes	44.5%	362	
	Smwht more likely to vote Yes	23.9%	194	
	No effect	27.7%	225	
	DK/NA	3.8%	31	
	Total More Likely to Vote Yes	68.5%	557	
Q5E. Without new revenue, the City's budget reserves will be wiped out and essential services drastically cut	Much more likely to vote Yes	32.0%	260	
	Smwht more likely to vote Yes	29.4%	239	
	No effect	32.8%	267	
	DK/NA	5.8%	47	
	Total More Likely to Vote Yes	61.4%	499	
Q5F. Over the last 10 years, the population and need for city services has increased. Hayward cannot maintain its current level of services to residents without new revenue	Much more likely to vote Yes	28.7%	233	
	Smwht more likely to vote Yes	31.8%	258	
	No effect	33.5%	272	
	DK/NA	6.0%	49	
	Total More Likely to Vote Yes	60.5%	492	
Q5G. Businesses would pay their fair share too	Much more likely to vote Yes	39.1%	318	
	Smwht more likely to vote Yes	26.7%	217	
	No effect	30.3%	247	
	DK/NA	3.8%	31	
	Total More Likely to Vote Yes	65.8%	535	
Q5H. The City has reformed employee benefits and pensions to reduce costs to city taxpayers	Much more likely to vote Yes	27.1%	220	
	Smwht more likely to vote Yes	30.1%	244	
	No effect	34.5%	280	
	DK/NA	8.4%	68	
	Total More Likely to Vote Yes	57.1%	464	

		Likely November 2018 Voter		
		Column N %	Count	Mean
Q5I. Oakland, Berkeley, Alameda, San Leandro and Emeryville all have higher real estate transfer tax rates than Hayward, and Hayward has been losing money that would go to fund local city services	Much more likely to vote Yes	30.1%	245	
	Smwht more likely to vote Yes	27.5%	223	
	No effect	35.3%	287	
	DK/NA	7.1%	58	
	Total More Likely to Vote Yes	57.6%	468	
Q5J. Over the last 10 years the City has been a wise steward of taxpayer dollars using strong fiscal management and improving the quality of life in Hayward	Much more likely to vote Yes	24.4%	199	
	Smwht more likely to vote Yes	25.4%	207	
	No effect	41.1%	334	
	DK/NA	9.1%	74	
	Total More Likely to Vote Yes	49.9%	405	
Q5K. The measure will not be paid by the average resident but only by those transferring property	Much more likely to vote Yes	32.5%	133	
	Smwht more likely to vote Yes	24.3%	100	
	No effect	37.7%	155	
	DK/NA	5.4%	22	
	Total More Likely to Vote Yes	56.8%	233	
Q5L. The measures will not be paid by the average resident but only by visitors and those transferring property	Much more likely to vote Yes	34.6%	140	
	Smwht more likely to vote Yes	29.9%	121	
	No effect	29.3%	118	
	DK/NA	6.2%	25	
	Total More Likely to Vote Yes	64.6%	260	
Q5M. Oakland, Santa Clara and San Mateo, already charge hotel and motel guests 12 percent or more	Much more likely to vote Yes	34.0%	137	
	Smwht more likely to vote Yes	26.1%	105	
	No effect	36.0%	145	
	DK/NA	3.9%	16	
	Total More Likely to Vote Yes	60.1%	242	

INFORMATIONAL STATEMENTS – RANKED BY MEAN SCORE

	Likely November 2018 Voter		
	Column N %	Count	Mean
Q5D. Mandatory financial audits and yearly reports to the community are required to ensure the funds are spent as promised			1.18
Q5G. Businesses would pay their fair share too			1.09
Q5B. The measure/s will maintain response times for police, fire, and 911 emergency services			1.08
Q5C. The measure/s will generate locally controlled funds for critical Hayward needs that cannot be taken by the State			1.07
Q5L. The measures will not be paid by the average resident but only by visitors and those transferring property			1.06
Q5E. Without new revenue, the City's budget reserves will be wiped out and essential services drastically cut			0.99
Q5M. Oakland, Santa Clara and San Mateo, already charge hotel and motel guests 12 percent or more			0.98
Q5F. Over the last 10 years, the population and need for city services has increased. Hayward cannot maintain its current level of services to residents without new revenue			0.95
Q5K. The measure will not be paid by the average resident but only by those transferring property			0.94
Q5I. Oakland, Berkeley, Alameda, San Leandro and Emeryville all have higher real estate transfer tax rates than Hayward, and Hayward has been losing money that would go to fund local city services			0.94
Q5H. The City has reformed employee benefits and pensions to reduce costs to city taxpayers			0.92
Q5A. We need to increase the rate(s) to maintain our current levels of public safety			0.90
Q5J. Over the last 10 years the City has been a wise steward of taxpayer dollars using strong fiscal management and improving the quality of life in Hayward			0.82

CRITICAL STATEMENTS

		Likely November 2018 Voter		
		Column N %	Count	Mean
Q6A. Voters have passed millions of dollars in city sales taxes, utility taxes, bonds and parcel taxes. Just last year the City passed a utility tax, and the school district passed a property parcel tax on top of that.	Much more likely to vote No	36.7%	299	
	Smwht more likely to vote No	23.9%	195	
	No effect	32.6%	265	
	DK/NA	6.7%	55	
	Total More Likely to Vote No	60.7%	493	
Q6B. The City is responsible for the current budget problems. If our tax dollars weren't going to high salaries, benefits, and pensions for public employees, we would not need the measure/s	Much more likely to vote No	29.9%	243	
	Smwht more likely to vote No	23.0%	187	
	No effect	38.4%	312	
	DK/NA	8.8%	72	
	Total More Likely to Vote No	52.8%	429	
Q6C. 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	Much more likely to vote No	22.1%	180	
	Smwht more likely to vote No	21.8%	177	
	No effect	43.2%	351	
	DK/NA	12.9%	105	
	Total More Likely to Vote No	43.9%	357	
Q6D. There are no rules that direct the spending of taxpayer money, and no guarantee that the funds will be spent as promised	Much more likely to vote No	42.0%	341	
	Smwht more likely to vote No	23.0%	187	
	No effect	24.2%	197	
	DK/NA	10.8%	88	
	Total More Likely to Vote No	65.0%	528	
Q6E. The real estate tax could cost the average homeowner \$4,000 when they sell their home	Much more likely to vote No	31.6%	257	
	Smwht more likely to vote No	24.9%	202	
	No effect	33.8%	275	
	DK/NA	9.7%	79	
	Total More Likely to Vote No	56.4%	459	
Q6F. Senior citizens should not be forced to pay another tax when they sell their homes	Much more likely to vote No	40.0%	325	
	Smwht more likely to vote No	23.2%	189	
	No effect	30.5%	248	
	DK/NA	6.3%	51	
	Total More Likely to Vote No	63.2%	514	

CRITICAL STATEMENTS -- RANKED BY MEAN SCORE

	Likely November 2018 Voter		
	Column N %	Count	Mean
Q6D. There are no rules that direct the spending of taxpayer money, and no guarantee that the funds will be spent as promised			1.20
Q6F. Senior citizens should not be forced to pay another tax when they sell their homes			1.10
Q6A. Voters have passed millions of dollars in city sales taxes, utility taxes, bonds and parcel taxes. Just last year the City passed a utility tax, and the school district passed a property parcel tax on top of that.			1.04
Q6E. The real estate tax could cost the average homeowner \$4,000 when they sell their home			0.97
Q6B. The City is responsible for the current budget problems. If our tax dollars weren't going to high salaries, benefits, and pensions for public employees, we would not need the measure/s			0.91
Q6C. 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			0.76

INFORMED BALLOT TEST

		Likely November 2018 Voter		
		Column N %	Count	Mean
7. Sample A: To maintain City of Hayward services, with funding that cannot be taken by the State, including: <ul style="list-style-type: none"> • neighborhood police patrols; • 911, firefighter and paramedic response times; • preserving youth and anti-gang programs; • emergency and disaster preparedness; • fixing potholes and repairing city streets; shall the City of Hayward increase the ongoing, real estate transfer tax rate from \$4.50 per \$1,000 to \$11 per \$1,000 paid only by buyers and sellers of property at the time of sale, providing \$17 million dollars annually with all funds benefiting Hayward?	Definitely Yes	24.3%	100	
	Probably Yes	25.7%	105	
	Probably No	18.7%	77	
	Definitely No	23.6%	97	
	DK/NA	7.7%	32	
	Total Yes	50.0%	205	
	Total No	42.3%	173	
8. Sample B: To maintain City of Hayward services, with funding that cannot be taken by the State, including: <ul style="list-style-type: none"> • neighborhood police patrols; • 911, firefighter and paramedic response times; • preserving youth and anti-gang programs; • emergency and disaster preparedness; • fixing potholes and repairing city streets; shall the City of Hayward increase the ongoing, real estate transfer tax rate from \$4.50 per \$1,000 to \$11 per \$1,000 paid only by buyers and sellers of property at the time of sale, providing \$17 million dollars annually with all funds benefiting Hayward?	Definitely Yes	22.0%	89	
	Probably Yes	25.0%	101	
	Probably No	20.0%	81	
	Definitely No	26.6%	107	
	DK/NA	6.4%	26	
	Total Yes	47.0%	189	
	Total No	46.6%	188	
9. Sample B: To maintain City of Hayward services, with funding that cannot be taken by the State, including: <ul style="list-style-type: none"> • neighborhood police patrols; • 911, firefighter and paramedic response times; • preserving youth and anti-gang programs; • emergency and disaster preparedness; • fixing potholes and repairing city streets; shall the City of Hayward increase the ongoing transient occupancy tax paid only by hotel and motel guests from 8.5% to 12%, providing \$3 million dollars annually, with all funds staying in Hayward?	Definitely Yes	37.2%	150	
	Probably Yes	33.9%	137	
	Probably No	8.6%	35	
	Definitely No	15.2%	61	
	DK/NA	5.0%	20	
	Total Yes	71.1%	286	
	Total No	23.9%	96	

TAX THRESHOLD

		Likely November 2018 Voter		
		Column N %	Count	Mean
10. Real Estate Transfer Tax Rate - \$9 per \$1,000	Definitely Yes	29.5%	240	
	Probably Yes	22.6%	184	
	Probably No	16.3%	133	
	Definitely No	23.7%	192	
	DK/NA	7.9%	64	
	Total Yes	52.1%	424	
	Total No	40.0%	325	
11. Real Estate Transfer Tax Rate - \$7 per \$1,000	Definitely Yes	35.6%	290	
	Probably Yes	22.6%	184	
	Probably No	14.1%	114	
	Definitely No	19.8%	161	
	DK/NA	7.9%	64	
	Total Yes	58.3%	474	
	Total No	33.8%	275	
12. Hotel Tax - 10%	Definitely Yes	48.0%	193	
	Probably Yes	25.3%	102	
	Probably No	7.4%	30	
	Definitely No	14.0%	57	
	DK/NA	5.3%	21	
	Total Yes	73.3%	296	
	Total No	21.4%	86	

DEMOGRAPHICS

		Likely November 2018 Voter		
		Column N %	Count	Mean
A. Do any children under the age of 18 live in your household?	Yes	25.6%	208	
	No	73.3%	596	
	DK/NA	1.1%	9	
B. Respondent's Gender	Male	44.8%	365	
	Female	54.4%	442	
	Other	0.7%	6	
C. Age	18-29	12.8%	104	
	30-39	14.4%	117	
	40-49	14.2%	116	
	50-64	31.0%	252	
	65+	27.5%	224	
	Not coded	0.0%	0	
D. Ethnic Surname	Japanese	0.5%	4	
	Chinese	1.9%	16	
	Hispanic	18.7%	152	
	Jewish	1.8%	14	
	Armenian	0.0%	0	
	Vietnamese	1.0%	8	
	Italian	1.8%	15	
	Korean	0.2%	2	
	African American	7.8%	64	
	Not Coded	66.2%	538	
E. Homeownership Status	Owner	58.6%	477	
	Renter	41.4%	336	
F. Party	Democrat	64.6%	525	
	Republican	13.0%	106	
	Other	3.4%	28	
	DTS	18.9%	154	
G. Household Party Type	Dem 1	31.3%	254	
	Dem 2+	22.0%	179	
	Rep 1	5.3%	43	
	Rep 2+	3.3%	27	
	Other 1	10.4%	85	
	Other 2+	4.5%	36	
	Dem & Rep	4.3%	35	
	Dem & Other	14.8%	121	
	Rep & Other	3.0%	24	
	Dem, Rep & Other	1.1%	9	

		Likely November 2018 Voter		
		Column N %	Count	Mean
H. Registration Date	2013 to 2017	43.6%	354	
	2009 to 2012	15.4%	125	
	2005 to 2008	9.9%	81	
	2001 to 2004	7.1%	58	
	1997 to 2000	3.5%	29	
	1993 to 1996	3.5%	28	
	1981 to 1992	9.1%	74	
	1980 or before	7.9%	64	
	Not Coded	0.0%	0	
I. Voting History		see detailed crosstabs		
J. Times Voted in Last Elections	1	10.7%	87	
	2	8.0%	65	
	3	7.6%	62	
	4	6.4%	52	
	5	8.7%	71	
	6	6.2%	50	
	7	4.8%	39	
	8	6.1%	50	
	9	3.4%	28	
	10	6.0%	49	
	11	7.8%	64	
	12	9.1%	74	
	13	14.8%	120	
	14	0.2%	1	
	15	0.2%	1	
K. Absentee Voter	0	31.5%	256	
	1	16.4%	133	
	2	7.4%	60	
	3	4.0%	33	
	4	6.0%	49	
	5	3.1%	25	
	6	4.5%	36	
	7	3.2%	26	
	8	3.3%	27	
	9	1.8%	15	
	10	3.8%	31	
	11	3.1%	25	
	12	4.1%	33	
	13	7.6%	62	
	14	0.2%	1	
L. Permanent Absentee Voter	Yes	69.7%	567	
	No	30.3%	246	

		Likely November 2018 Voter		
		Column N %	Count	Mean
M. Likely Absentee Voter	Yes	63.8%	519	
	No	36.2%	294	
N. Likely November 2018 Voter	Yes	100.0%	813	
	No	0.0%	0	
O. Likely June 2018 Voter	Yes	55.4%	451	
	No	44.6%	362	
Interview Type	Cell phone	13.6%	111	
	Landline	20.4%	166	
	Online	23.1%	188	
	Text	42.9%	349	