

City of Berkeley Community Survey  
 500 Likely November 2016 Voters (voter file)  
 April 19-24, 2016

	N=	APRIL 500	MARCH 500
Gender			
Male .....		47	47
Female .....		53	53
Region			
CC5,6,8.....		42	43
CC3,4,7.....		31	30
CC 1,2.....		27	27
Party registration			
Democrat .....		70	69
Republican.....		3	3
No party preference.....		22	22
Other.....		5	6

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely?

**[IF NOT ON A CELL PHONE, ASK:]** Do you own a cell phone?

Yes, cell and can talk safely .....	74	72
Yes, cell and cannot talk safely .....	<b>TERMINATE, CALL BACK</b>	
No, not on cell, but own one .....	22	24
No, not on cell, and do not own one .....	4	4
Don't know/refused .....	0	0

1. **[T]** Although it is some time from now, what are the chances of you voting in the general election for President, U.S. Senate, and Congress this November – are you almost CERTAIN to vote, will you PROBABLY vote, are the chances about 50-50, are you probably NOT going to vote, or are you DEFINITELY not going to vote?

almost certain .....	96	96
probably .....	4	4
50-50.....	<b>TERMINATE</b>	
probably not.....	<b>TERMINATE</b>	
definitely not.....	<b>TERMINATE</b>	
(don't know) .....	<b>TERMINATE</b>	

APRIL MARCH  
 N= 500 500

**Now I'd like to tell you about some local issues and ballot measures that may be considered for the City of Berkeley. Here's the first one.**

2. **[T]** To finance the construction, development, acquisition, and preservation of housing affordable to low and middle-income individuals and families through programs that will prioritize vulnerable populations throughout Alameda County such as working families, veterans, seniors, homeless, and disabled persons; and to provide for homeownership down payment assistance opportunities for middle-income households; shall the County of Alameda issue 500 million dollars in general obligation bonds, subject to independent citizen oversight and regular audits?

After the bonds are issued, the tax for an average home would be 12 dollars per one hundred thousand dollars in assessed value for the bond per year over 30 years.

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]

**[IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly .....	40	39
Yes – not so strongly .....	15	14
Lean yes .....	13	8
Undecided /DK.....	21	21
Lean no .....	2	3
No – not so strongly.....	3	5
No – strongly.....	6	10
(Refused).....	0	0
Yes .....	67	61
No .....	11	18

APRIL      MARCH  
N=    500      500

3. Shall a City Charter amendment be adopted that would authorize use of 500,000 dollars annually from the General Fund while not exceeding 2 million dollars over a four-year period, that would provide candidates for Mayor and Council who only accept contributions of 50 dollars or less per donor with a matching payment of six times each contribution from Berkeley residents, up to 120,000 dollars per participating Mayoral candidate and 40,000 dollars per participating Council candidate?

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]

**[IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly .....	23
Yes – not so strongly .....	8
Lean yes .....	8
Undecided /DK.....	35
Lean no .....	5
No – not so strongly.....	5
No – strongly.....	15
(Refused).....	0
Yes .....	39
No .....	26

APRIL      MARCH  
N=    500      500

4. Next, I'm going to read you two additional statements that people have made about the measure I just told you about.

**[ROTATE STATEMENTS]**

\_ Supporters of this measure say that in Berkeley, seven of the last eight City Council races went to the candidate who raised the most money, as did the last mayor's race. They say that we need a system where qualified candidates can successfully run for office even if they don't have connections to wealth.

\_ Opponents of this measure say that it competes for scarce resources by cutting at least 500,000 dollars a year in public money from essential services like police and parks, and would have little impact since candidates not participating can still raise unlimited money and corporations can still have unlimited independent expenditures.

Does hearing this information make you more or less likely to support the measure? **[IF MORE/LESS: Is that much more/less or somewhat more/less?]**

Much more likely.....	19
Somewhat more likely .....	20
Somewhat less likely .....	15
Much less likely.....	18
(No difference).....	21
(Don't know).....	8
More likely.....	39
Less likely .....	33

APRIL      MARCH  
N=    500      500

5. Now I am going to read you another pair of statements in regards to the same measure.

**[ROTATE STATEMENTS]**

\_ Supporters of the measure say that by breaking down financial barriers to running for office, this measure would encourage a more diverse, grassroots-oriented pool of candidates for Mayor and City Council, limit the influence of special interests, and help ensure that the issues that matter most to Berkeley voters are at the forefront of the debate.

\_ Opponents of this measure say that making this part of the City Charter makes future changes only possible by future voters, or in the case of a fiscal emergency, makes it difficult to amend or fix any problems it may have, while adding another layer of bureaucracy for inexperienced candidates to comply with.

Does hearing this information make you more or less likely to support the measure? **[IF MORE/LESS: Is that much more/less or somewhat more/less?]**

Much more likely.....	20
Somewhat more likely .....	22
Somewhat less likely .....	13
Much less likely.....	16
(No difference).....	22
(Don't know).....	5
More likely.....	43
Less likely .....	30

APRIL MARCH  
 N= 500 500

**Now let me ask you about another measure that could be on the ballot in the City of Berkeley this November:**

6. Shall the City of Berkeley issue bonds not exceeding 100 million dollars to fund parks, public infrastructure, and facilities projects to significantly improve the condition of city streets, parks and playgrounds, sports facilities across the city, and the Berkeley pier, in order to increase the accessibility and safety of these facilities, and also to upgrade and repair the city’s recreation and senior centers so that they can be used as care and shelter facilities after a natural disaster?

The average annual cost over the 40-year period of the bonds would be approximately 21 dollars, 90 dollars, and 128 dollars, respectively, for homes with assessed valuations of 100,000 dollars, 425,000 dollars and 600,000 dollars.

If the election were held today, would you vote yes or no on this bond measure, or are you undecided?

[IF YES/NO: And do you support/oppose this measure strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes – strongly .....	42
Yes – not so strongly .....	13
Lean yes .....	11
Undecided /DK.....	18
Lean no.....	4
No – not so strongly.....	4
No – strongly.....	8
(Refused).....	0
Yes .....	66
No .....	16

APRIL      MARCH  
N= 500      500

7. Thinking about this same measure, if you were presented with the following information, please tell me if that would make you more or less likely to support it.

a. The average homeowner has, on average, paid an annual total of 209 dollars for all City of Berkeley bonds, and if this bond were to pass, that amount would not increase.

Upon hearing this information, would that make you more or less likely to support the measure?

**[IF MORE/LESS: Is that much more/less or somewhat more/less?]**

Much more likely.....	38
Somewhat more likely .....	27
Somewhat less likely .....	6
Much less likely.....	6
(No difference).....	19
(Don't know).....	4
More likely.....	65
Less likely .....	12

b. The proposed bond measure would also fund street repaving, storm drain repairs, fixing seismically unsafe public buildings, and other unfunded capital needs.

Upon hearing this information, would that make you more or less likely to support the measure?

**[IF MORE/LESS: Is that much more/less or somewhat more/less?]**

Much more likely.....	44
Somewhat more likely .....	30
Somewhat less likely .....	4
Much less likely.....	6
(No difference).....	14
(Don't know).....	2
More likely.....	74
Less likely .....	10

APRIL      MARCH  
N= 500      500

**Now let me ask you about another measure that could be on the ballot in the City of Berkeley this November:**

8. Shall an ordinance be adopted permanently increasing the gross receipts tax on owners of five or more residential rental units be increased from 1.081 percent to 3.793 percent, prohibiting landlords from passing the tax on to sitting tenants, and directing the Housing Advisory Commission to make recommendations on funding and programs to increase affordable housing and protect Berkeley residents from homelessness?

This tax is estimated to raise approximately 6 million dollars annually, increasing with rents.

If the election were held today, would you vote yes or no on this measure, or are you undecided?

**[IF YES/NO:** And do you support/oppose this measure strongly or not so strongly?]

**[IF UNDECIDED:** Well, to which side do you lean?]

Yes – strongly .....	37
Yes – not so strongly .....	11
Lean yes .....	10
Undecided /DK.....	21
Lean no .....	4
No – not so strongly.....	5
No – strongly.....	12
(Refused).....	0
Yes .....	58
No .....	21

APRIL MARCH  
 N= 500 500

**Now I'm going to ask you about a different version of this measure.**

9. Shall an ordinance be adopted imposing a special tax of 2.712 percent of gross receipts on owners of five or more residential rental units, to fund the development and preservation of safe and affordable housing in Berkeley, through acquisition and rehabilitation, new construction, and temporary rental assistance payments to prevent homelessness while prohibiting landlords from passing the tax on to sitting tenants?

This tax is estimated to raise approximately 6 million dollars annually, increasing with rents.

If the election were held today, would you vote yes or no on this measure, or are you undecided?

[IF YES/NO: And do you support/oppose this measure strongly or not so strongly?]

[IF UNDECIDED: Well, to which side do you lean?]

Yes – strongly .....	36
Yes – not so strongly .....	13
Lean yes .....	12
Undecided /DK.....	19
Lean no .....	2
No – not so strongly.....	3
No – strongly.....	14
(Refused).....	0
Yes .....	61
No .....	20

10. Now thinking again about this proposed tax on rental properties, would you be MORE or LESS likely to vote for this measure if certain properties were exempted from the new tax, including all units that pay rents that are subsidized, below-market, rent controlled prior to 1999 or built in the last 10 years, and if regulating these exemptions would cost an additional 175,000 dollars per year?

[IF MORE/LESS: Is that much more/less or somewhat more/less?]

Much more likely.....	28
Somewhat more likely .....	23
Somewhat less likely .....	9
Much less likely.....	12
(No difference).....	20
(Don't know).....	8
More likely.....	51
Less likely .....	21

APRIL      MARCH  
 N= 500      500

11. Now I am going to read you another pair of statements in regards to the same measure.

**[ROTATE STATEMENTS]**

\_ Supporters of this statement say that this increase could not be passed on to 94 percent of tenants, would bring in about 6 million dollars every year, enough to create 450 affordable apartments over the next ten years and would also fund emergency rental assistance to help Berkeley families in financial trouble and include an exemption for hardship situations.

\_ Opponents of this measure say that rental property in Berkeley is already heavily taxed and this extra burden makes it even harder for those who actually provide housing.

Does hearing this information make you more or less likely to support the measure? **[IF MORE/LESS: Is that much more/less or somewhat more/less?]**

Much more likely.....	28
Somewhat more likely .....	28
Somewhat less likely .....	9
Much less likely.....	12
(No difference).....	18
(Don't know).....	4
More likely.....	56
Less likely .....	21

**Finally, I would like to ask you a few questions for statistical purposes only.**

12. **[T]** In terms of local politics, do you consider yourself progressive, liberal, moderate, or conservative?

Progressive.....	33	34
Liberal .....	34	34
Moderate.....	24	21
Conservative.....	6	5
(don't know) .....	2	4
(refused) .....	1	1

13. **[T]** What is the last year of schooling that you have completed?

**DO NOT READ**

1 - 11th grade .....	1	2
high school graduate .....	6	6
non-college post H.S. ....	1	1
some college.....	19	19
college graduate .....	39	39
post-graduate school .....	33	33
(don't know/refused) .....	1	1

APRIL MARCH  
 N= 500 500

14. **[T]** Are you currently employed full-time, employed part-time, unemployed, retired, a full-time student and not working, or a homemaker?

Employed full-time .....	56	45
Employed part-time .....	12	15
Unemployed.....	3	4
Retired .....	18	20
Full-time student and not working.....	8	11
Homemaker .....	1	2
(don't know/refused) .....	2	3

15. **[T]** Do you have any children 18 years of age or younger living at home with you?

Yes .....	21	23
No .....	78	76
(don't know/refused) .....	2	1

16. **[T]** Do you own your own home or do you rent?

own .....	48	48
rent .....	49	47
(other) .....	2	3
(don't know/refused) .....	2	2

17. **[T]** How long have you lived in Berkeley?

Less than two years.....	9	5
Two to five years.....	19	20
Five to ten years .....	16	14
Ten to twenty years .....	20	21
More than twenty years .....	25	28
All your life .....	10	10
(don't know/refused) .....	2	2

18. **[T]** Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? **[IF "NO", ASK:]** What is your race--white, black, Asian or something else?

White / Caucasian.....	64	62
Black / African American .....	10	10
Latino / Hispanic .....	8	8
Asian / Pacific Islander .....	10	10
Native American .....	0	1
(other) .....	4	5
(don't know/refused) .....	3	4

	APRIL	MARCH
	N= 500	500
Age		
18-24 .....	13	14
25-29 .....	11	8
30-34 .....	9	7
35-39 .....	7	8
40-44 .....	6	6
45-49 .....	8	7
50-54 .....	10	7
55-59 .....	7	8
60-64 .....	6	8
65-69 .....	9	6
70-74 .....	4	9
75 & older .....	12	10
(DK /Ref) .....	0	0