

**REVENUE MEASURE FEASIBILITY STUDY**  
DRAFT SURVEY REPORT

PREPARED FOR THE  
CITY OF HESPERIA



APRIL 5, 2010



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TRAMUTOLA  
THE DISCIPLINE OF WINNING





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## INTRODUCTION

Located in the high desert of San Bernardino County and known for its pleasant climate, clean air, beautiful scenery and affordable housing, the City of Hesperia is currently home to an estimated 88,184 residents.<sup>1</sup> Incorporated in 1988, the City's team of full-time and part-time employees provides a full suite of municipal services through a variety of departments and divisions.

As Hesperia has grown, so too have the demands placed upon its facilities, services, infrastructure, and staff. Unfortunately, the City's revenue streams have not kept pace with the growing demands and escalating costs, leading to a projected shortfall in the funding required to provide essential municipal services at the desired levels of service. Despite being efficient, fiscally responsible, and making significant budget cuts in recent years in response to the economic downturn and State raids on the City's finances, the City of Hesperia faces a revenue deficit that will likely continue to increase in the future without new sources of revenue and/or substantial reductions in service.

**MOTIVATION FOR RESEARCH** The primary purpose of the study was to produce an unbiased, statistically reliable evaluation of voters' interest in supporting a local revenue measure to partially close the funding gap noted above. Additionally, should the City Council decide to move forward with a revenue measure, the data provides guidance as to how to structure the measure so that it is consistent with the community's priorities and expressed needs. Specifically, the study was designed to:

- Gauge current, *baseline* support for a local tax increase to ensure adequate funding for general municipal services including police, fire protection, paramedic, 9-1-1 emergency response, and street maintenance
- Identify the types of services and projects that voters are most interested in funding, should the measure pass
- Expose voters to arguments in favor of—and against—the proposed tax measure to gauge how information affects support for the measure
- Estimate support for the measure once voters are presented with the types of information they will likely be exposed to during the election cycle

It is important to note at the outset that voters' opinions about tax measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure during the election cycle. Accordingly, to accurately assess the feasibility of establishing a tax increase to fund municipal services, it was important that in addition to measuring *current* opinions about the measure, the survey expose respondents to the types of information voters are likely to encounter during an election cycle—including arguments in favor (Question 11) and opposed (Question 14) to the measure—and gauge how this information ultimately impacts their voting decision.

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1. Source: California Department of Finance estimate for January 2009.

**OVERVIEW OF METHODOLOGY** For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 35. In brief, the survey was administered by telephone to a random sample of 400 registered voters in the City of Hesperia who are likely to participate in the November 2010 election. The survey was administered between March 26 to April 1, 2010, and the average interview lasted 15 minutes. As part of the study, the True North Tramutola team also conducted a series of opinion leader interviews during the same time frame. This report concerns only the voter-related survey portion of the feasibility study.

**TESTING TWO ALTERNATIVES: SALES TAX & UUT** One of the objectives of the study was to determine how support for a measure to fund municipal services may vary depending on the type of financial mechanism employed: utility users tax or local sales tax. To estimate support for both types of measures given the constraint of 400 total interviews, a split-sample methodology was employed such that initially 125 respondents received questions pertaining to a utility users tax, and 125 respondents received questions pertaining to a local sales tax. Upon reviewing the initial data, it became clear that the sales tax option was strongly preferred by Hesperia voters over the UUT. Accordingly, the remaining 150 interviews were devoted solely to the sales tax option. Thus, at the conclusion of the study, 275 interviews were focused on the sales tax option and 125 on the UUT. The results of key questions for the UUT survey are presented in this report, although crosstabulation information is not presented given the small sample size for that alternative. All 400 respondents received generic questions that applied to both types of measures.

**ORGANIZATION OF REPORT** This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained near the conclusion of this report (see *Questionnaire & Toplines* on page 38) and a complete set of crosstabulations for the survey results is contained in Appendix A.

**ACKNOWLEDGMENTS** True North thanks the City of Hesperia for the opportunity to conduct the study, as well as for staff and Council's contributions to the design of the survey. Their collective expertise, local knowledge, and insight improved the overall quality of the research presented here.

**DISCLAIMER** The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Hesperia. Any errors and omissions are the responsibility of the authors.

**ABOUT TRUE NORTH** True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys,

focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 500 survey research studies for public agencies—including more than 250 studies for California municipalities and more than 200 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney’s recommendation, more than 90% have been successful. In total, the research that Dr. McLarney has conducted has led to over \$19 billion in successful local revenue measures.



## JUST THE FACTS

The following section is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

### QUALITY OF LIFE & CITY SERVICES

- More than two-thirds (70%) of respondents shared favorable opinions of the quality of life in Hesperia, with 11% reporting it is excellent and 59% stating it is good. An additional 23% of residents indicated that the quality of life in the City is fair, whereas 6% used poor or very poor to describe the quality of life in Hesperia.
- When asked to indicate the one thing that the city government could change to make Hesperia a better place to live now and in the future the most common response the most common response was improving streets and roads in the City, which was mentioned by 36% of respondents. Approximately 14% of respondents were unsure or could not think of anything they want the City to change, which is a positive response as it indicates that there are no particular problems within the City's scope of responsibilities that concern these voters. Other specific changes mentioned included improving public safety (11%), attracting new businesses (5%), limiting growth and development (4%), improving sewers and storm drains (4%), improving government process and leadership (4%), attracting employers and jobs (4%), and reducing traffic congestion (4%).
- Nearly eight-in-ten respondents (78%) indicated that they were satisfied with the City's efforts to provide municipal services, with 29% stating that they were *very* satisfied. Approximately 18% of voters reported that they were dissatisfied in this respect, and 4% were unsure or unwilling to state their opinion.

### INITIAL BALLOT TESTS

- With only the information provided in the ballot language, 49% of respondents indicated that they would definitely or probably support a half-cent **sales tax** measure to ensure adequate funding for general city services, whereas 42% were opposed and 9% were unsure or unwilling to share their vote choice.
- With only the information provided in the ballot language, only 29% of respondents indicated that they would definitely or probably support a 5% utility users tax (**UUT**) measure to ensure adequate funding for general city services, whereas 60% stated that they would oppose the measure and 11% were unsure or unwilling to share their vote choice.

### TAX THRESHOLD (UUT VERSION)

- Support for the proposed **UUT** measure varied depending on the tax rate. At the highest tax rate tested (5%), less than a quarter (21%) of those surveyed indicated that they would vote in favor of the UUT measure. Incremental reductions in the tax rate resulted in incremental increases in support for the measure, with 41% of those surveyed indicating they would support the proposed measure at a rate of 3% of their gas, electric, water and telecommunications charges.

## PROGRAMS & SERVICES

- Among the programs and services that could be funded by the measure, voters most strongly favored reducing gang activity and drug-related crimes (84% strongly or somewhat favor), followed by paving, maintaining, and repairing local streets (82%), providing police services, including crime prevention and investigations (81%), providing fire protection and paramedic services (80%), and maintaining rapid response times for 9-1-1 emergencies (79%).

## POSITIVE ARGUMENTS

When presented with arguments in favor of the measure, voters found the following arguments to be the most persuasive:

- *When you need emergency care, you need it fast. Minutes count in these situations. This measure will ensure that we have enough police officers, firefighters and paramedics so that they can respond quickly to emergencies.*
- *All money raised by this measure will be spent locally to maintain the quality of services in our community. It cannot be taken away by the State or be used for other purposes.*
- *This measure will allow the City to keep up with basic repairs and maintenance to streets. If we don't take care of it now, it will be a lot more expensive to repair in the future.*

## INTERIM BALLOT TESTS

- After learning more about the projects and services that would be funded by the **sales tax** measure, as well as hearing arguments in favor of the measure, overall support for the sales tax climbed to 60%, with 34% of respondents opposed to the measure and an additional 6% unsure or unwilling to state their vote choice.
- After learning more about the projects and services that would be funded by the **UUT** measure, as well as hearing arguments in favor of the measure, overall support for the measure increased to 38%, with more than half (54%) of respondents opposed to the measure, and 9% unsure or unwilling to state their vote choice.

## NEGATIVE ARGUMENTS

Of the arguments in opposition to the measure, voters found the following arguments to be the most persuasive:

- *People are having a hard time making ends meet with the housing crisis, high unemployment, and the economy in recession. Now is NOT the time to be raising taxes*
- *The State of California just raised the sales tax by 1%. Now the City wants to raise the sales tax again? That's not fair to taxpayers.*
- *This tax will hurt seniors and others on fixed-incomes.*

## FINAL BALLOT TESTS

- After being presented with projects that could be funded by the **sales tax** measure, as well as arguments in favor and against the measure, support for the sales tax measure remained substantially higher than the UUT at 52%, with 34% opposed to the measure and 6% unsure or unwilling to state their vote choice.
- After being presented with projects that could be funded by the **UUT** measure, as well as arguments in favor and against the measure, support for the UUT measure was found among 33% of voters, with 54% opposed to the measure and 9% unsure or unwilling to state their vote choice.

## ALTERNATIVE MEASURES

- An additional 14% of voters indicated they would support the sales tax measure if the tax increase did not go into effect until after the State lowers the statewide sales tax rate by 1% in July 2011, which brings the overall support for the sales tax option to approximately 65% at this point in the survey.
- In addition to the 52% of voters who said they would support the sales tax measure at the Final Ballot Test, 7% indicated they would support the measure if the rate were lowered to one-quarter cent, which brings overall support for a quarter-cent sales tax at the conclusion of the interview to approximately 59%.



## CONCLUSIONS

The bulk of this report is devoted to conveying the details of the study findings. In this section, however, we attempt to ‘see the forest through the trees’ and note how the collective results of the survey answer the key questions that motivated the research. The following conclusions are based on True North’s and Tramutola’s interpretations of the survey results and the firm’s collective experience conducting revenue measure feasibility studies for public agencies throughout the State.

*Do the survey results indicate that a general tax measure could be viable on the November 2010 ballot?*

Yes. More than three-quarters of Hesperia voters (78%) have a high opinion of the City’s performance in providing municipal services, and they showed a clear interest in preserving funding for essential municipal services. The results of this study suggest that—if packaged appropriately, coupled with clear support from community leaders, *and* combined with an effective public education effort—a general tax measure has a good chance of being supported by the necessary proportion of voters in November 2010.

Although the data indicates that a general tax measure is viable for November 2010 if the aforementioned conditions are in place, it is also important to note that *all* tax measures must overcome challenges prior to being successful. The proposed measure is no exception. The following paragraphs discuss some of the challenges and the next steps to consider if Council chooses to move forward with a measure.

*Which funding mechanism should be selected for the revenue measure?*

One of the key objectives of this study was to determine how support for a general tax increase to ensure adequate funding for municipal services may vary depending on the type of funding mechanism employed: utility users’ tax or sales tax. The study clearly indicates that Hesperia voters prefer a sales tax measure to a utility users’ tax. Whereas support for a sales tax ranged between 49% and 60% at the various ballot tests, the corresponding range for a UUT measure was much lower (29% to 38%) and well below the majority threshold required for passage. Accordingly, True North and Tramutola recommend the sales tax option if the City elects to move forward with a general tax measure.

*Which projects and services should be emphasized in the measure and associated public education efforts?*

A general tax is “any tax imposed for general governmental purposes”<sup>2</sup> and is distinguished from a special tax in that the funds raised by a general tax are not earmarked for a specific purpose(s). Thus, a general tax provides a City with a great deal of flexibility with respect to what is funded by the measure on a year-to-year basis.

Although the City Council would have the discretion to decide how to spend the general sales tax revenues, the survey results indicate that voters are most interested in funding police services (reducing gang activity and drug-related crimes; crime prevention, and investigations),

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2. Section 1, Article XIII C, California Constitution.

fire protection and paramedic services, rapid response times for 9-1-1 emergencies, and public works services including paving, repairing and maintaining streets, as well as preventing and removing graffiti. To the extent allowed the ballot language, public education efforts, and the independent campaign should make clear that the measure will prevent cuts and maintain funding in these core areas.

*How might a public information campaign affect support for the proposed measure?*

As noted in the body of this report, individuals’ opinions about revenue measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. Thus, in addition to gauging current support for the measure, one of the goals of this study was to explore how the introduction of additional information about the measure may affect voters’ opinions about the measure.

It is clear from the survey results that some voters’ opinions about the proposed general tax measure are somewhat sensitive to the nature—and amount—of information that they have about the measure. Information about the specific programs and services that could be funded by the measure, as well as arguments in favor of the proposed measure, were found by many voters to be compelling reasons to support the measure. Moreover, this information played an important role in mitigating against a substantial erosion of support for the measure once respondents were exposed to the types of opposition arguments they will likely encounter during an election cycle.

Accordingly, one of the keys to building and *sustaining* support for the general sales tax measure will be the presence of an effective, well-managed public education effort that focuses on the need for the measure as well as the many benefits that it will bring. An independent campaign will also be needed to help sustain support for the measure throughout the election cycle.

*How might the economic or political climate alter support for the measure?*

An important component of any ballot measure’s potential for success is the economic and political climate surrounding the election. Concerns about the housing market, unemployment, an unstable stock market, and the recession have done little to raise consumer confidence—which has yet to rebound substantially from all-time *lows* reached in the past year. Together with the state of the economy, lingering concerns about ongoing wars in Iraq and Afghanistan and the State budget crisis combine to create an economic and political climate that is not as favorable to revenue measures as it has been in prior years.

The results of this study and the conclusions noted above must be viewed in light of the current times. Indeed, the results for the sales tax option were positive *despite* the general economic malaise, which speaks volumes about the value that Hesperia residents place on continuing to receive high-quality municipal services. Nevertheless, it is important to

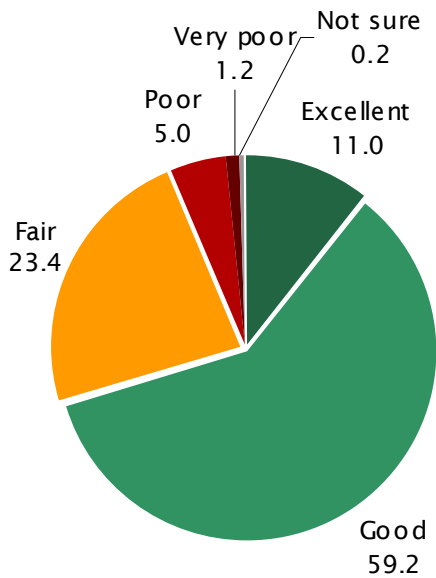
keep in mind that this poll is a snapshot in time. Should the economy and/or political climate change in ways that would be more favorable, support for the measure—and the potential effectiveness of a positive education campaign—could increase considerably. Conversely, negative economic and/or political developments, especially at the local level, could dampen support for the measure below what was recorded in this study.

# OVERALL QUALITY OF LIFE

The opening series of questions in the survey was designed to gauge voters' perceptions of the quality of life in Hesperia and the City's performance in providing municipal services, as well as to capture their top-of-mind ideas regarding what the city government could do to improve the quality of life in Hesperia, now and in the future.

**OVERALL QUALITY OF LIFE** At the outset of the interview, respondents were asked to rate the overall quality of life in the City using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, more than two-thirds (70%) of respondents shared favorable opinions of the quality of life in Hesperia, with 11% reporting it is excellent and 59% stating it is good. An additional 23% of residents indicated that the quality of life in the City is fair, whereas 6% used poor or very poor to describe the quality of life in Hesperia.

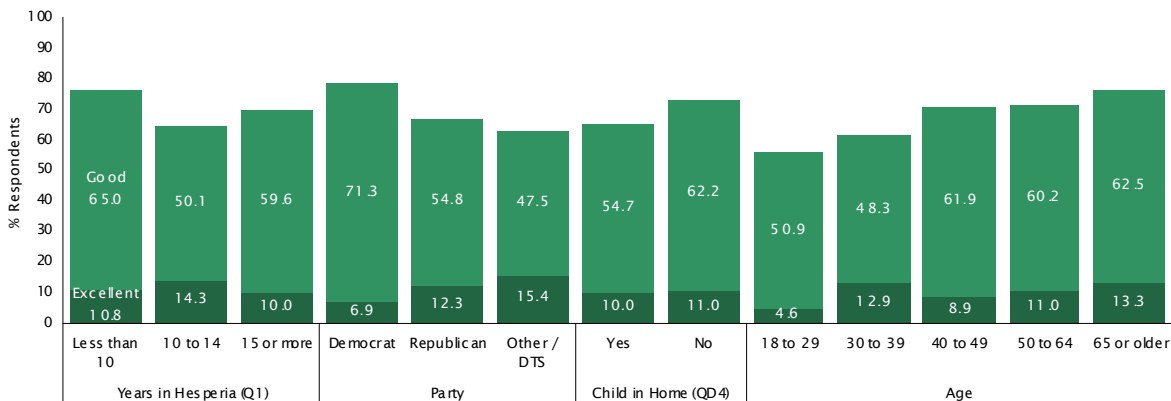
FIGURE 1 QUALITY OF LIFE



**Question 2** How would you rate the overall quality of life in Hesperia? Would you say it is excellent, good, fair, poor, or very poor?

For the interested reader, Figure 2 below presents the responses to this question by years of residence, partisanship, presence of a child in the home, and age of the respondent. Newer residents, Democrats, those without a child in the home, and older residents were somewhat more likely than their respective counterparts to consider the quality of life as excellent or good.

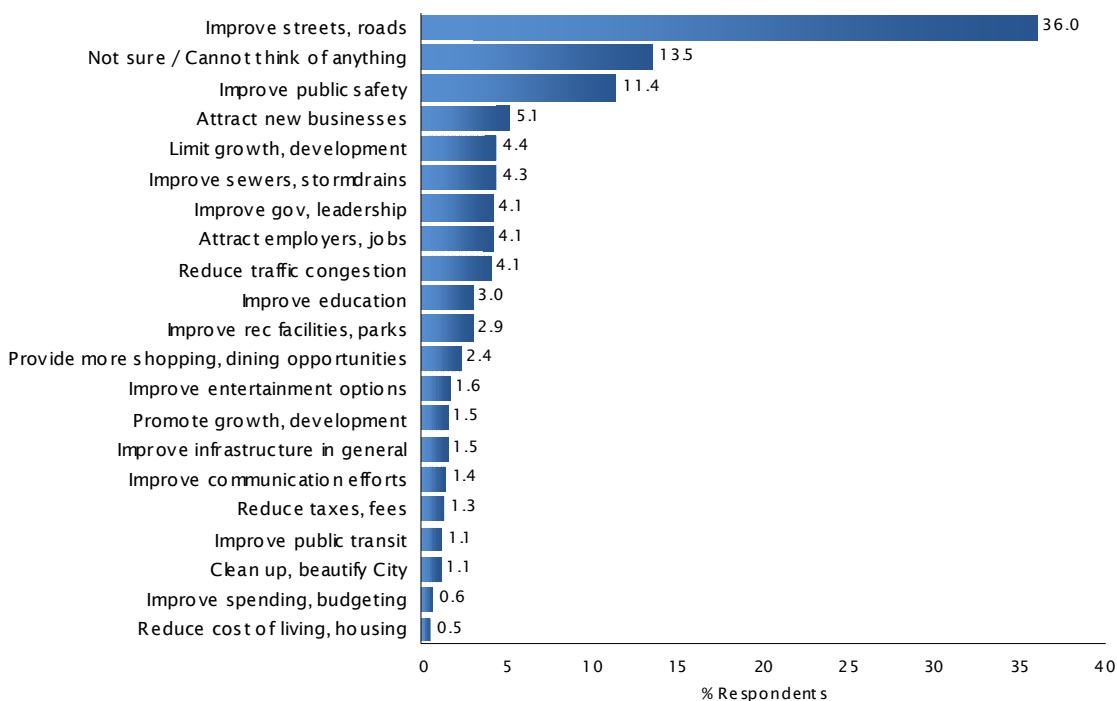
FIGURE 2 QUALITY OF LIFE BY YEARS IN HESPERIA, PARTY, CHILD IN HOME & AGE



**WAYS TO IMPROVE QUALITY OF LIFE** The next question in the opening series asked respondents to indicate one thing that the city government could change to make Hesperia a better place to live, now and in the future. Question 3 was asked in an open-ended manner, which allowed respondents to mention any change that came to mind without be prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown below in Figure 3.

**Question 3** *If the City government could change one thing to make Hesperia a better place to live now and in the future, what change would you like to see?*

**FIGURE 3 ONE CHANGE TO IMPROVE HESPERIA**



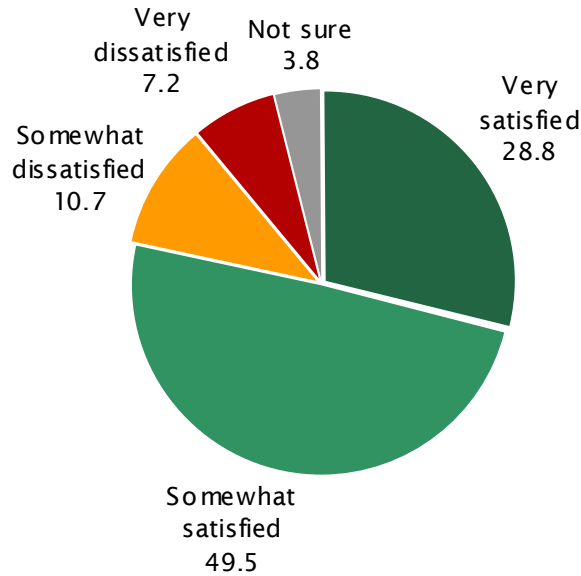
The most common response to this question was improving streets and roads in the City, which was mentioned by 36% of respondents. Approximately 14% of respondents were unsure or could not think of anything they want the City to change, which is a positive response as it indicates that there are no particular problems within the City's scope of responsibilities that concern these voters. Other specific changes mentioned included improving public safety (11%), attracting new businesses (5%), limiting growth and development (4%), improving sewers and storm drains (4%), improving government process and leadership (4%), attracting employers and jobs (4%), and reducing traffic congestion (4%). No other category was mentioned by at least 4% of respondents.

**OVERALL SATISFACTION WITH CITY SERVICES** The final question in this series asked respondents if, overall, they were satisfied or dissatisfied with the job the City of Hesperia is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 4, nearly eight-in-ten respondents (78%) indicated that they were satisfied with the City’s efforts to provide municipal services, with 29% stating that they were *very* satisfied. Approximately 18% of voters reported that they were dissatisfied in this respect, and 4% were unsure or unwilling to state their opinion.

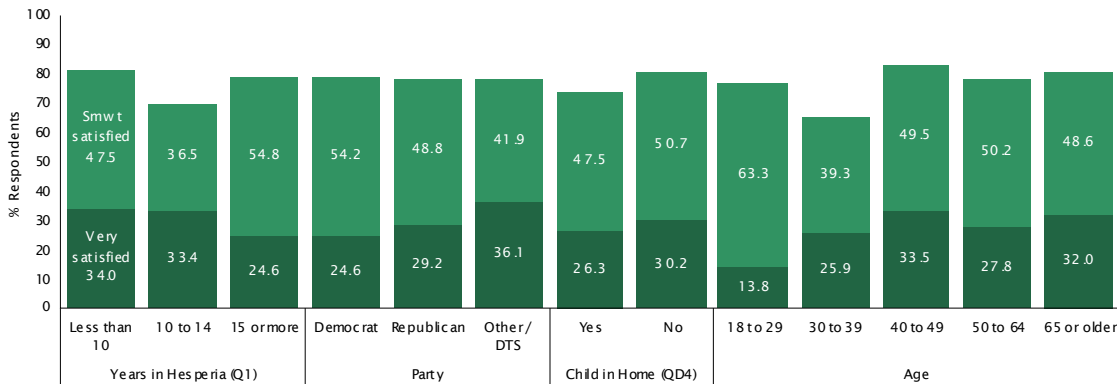
**Question 4** Overall, are you satisfied or dissatisfied with the job the City of Hesperia is doing to provide city services?

**FIGURE 4 OVERALL SATISFACTION**



For the interested reader, Figure 5 below displays how voters’ opinions about the City’s overall performance varied across key voter characteristics, including years of residence, partisanship, presence of a child in the home, and age of the respondent.

**FIGURE 5 OVERALL SATISFACTION BY YEARS IN HESPERIA, PARTY, CHILD IN HOME & AGE**





## INITIAL BALLOT TESTS

The primary research objective of this survey was to estimate voters' support for establishing a general tax increase to preserve funding for essential city programs and services, including police and crime prevention, fire protection, paramedic, and 9-1-1 emergency response services, and paving, maintaining, and repairing local streets. To this end, Questions 5 and 7 were designed to take an early assessment of voters' support for the proposed measure.

The motivation for placing these questions near the front of the survey is twofold. First, voter support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measure beyond what is presented in the ballot language. This situation is analogous to a voter casting a ballot with limited knowledge about the measure, such as what might occur in the absence of an effective education campaign. The question—also known as the Initial Ballot Test—is thus a good measure of voter support for the proposed measure *as it is today*. Because the Initial Ballot Test provides a gauge of 'uninformed' support for the measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on voter support for the measure.

To accommodate the City's interest in assessing support for a local sales tax and a utility users' tax (UUT), a split-sample methodology was employed such that *initially* 125 respondents received questions pertaining to a sales tax (Question 5), and 125 respondents received questions pertaining to a utility users' tax (Question 7). Upon reviewing the initial data, it became clear that the sales tax option was strongly preferred by Hesperia voters over the UUT. Accordingly, the remaining 150 interviews were devoted solely to the sales tax option. Thus, at the conclusion of the study, 275 interviews were focused on the sales tax option and 125 on the UUT. Once assigned a particular version of the measure, the respondent received the same version throughout the survey.

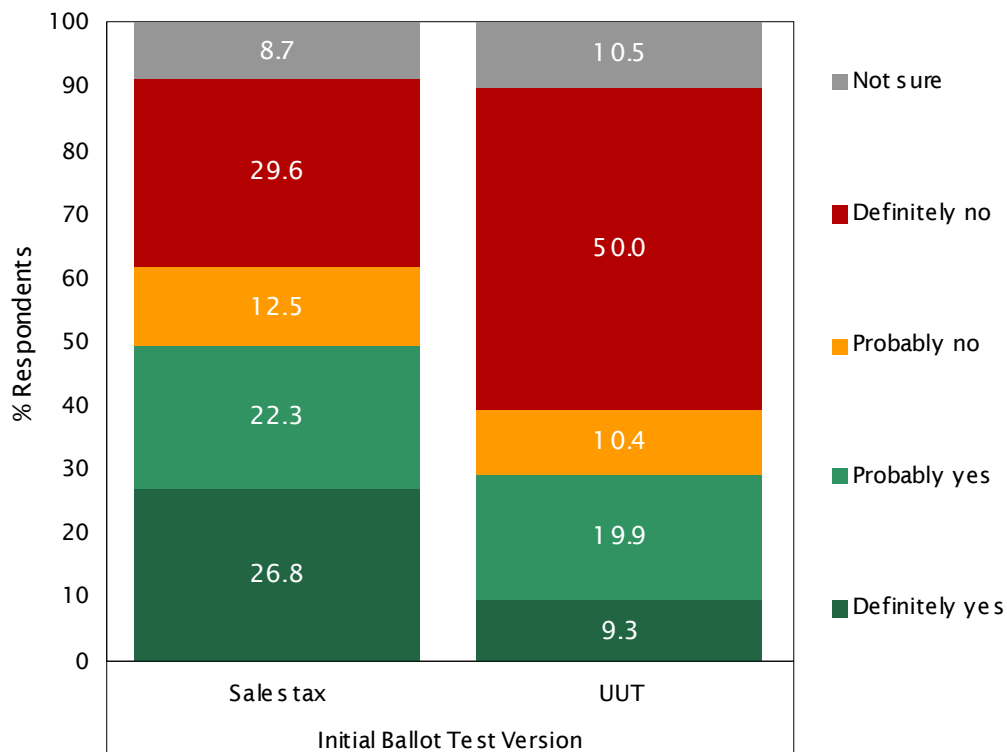
**SUPPORT BY MEASURE TYPE** Figure 6 on the next page presents the results of the Initial Ballot Test for both the sales tax and UUT measures. Overall, 49% of respondents indicated that they would definitely or probably support the sales tax measure at this stage in the survey, whereas 42% stated that they would oppose the measure and 9% were unsure or unwilling to share their vote choice. Support for the UUT measure was considerably weaker, with only 29% of respondents indicating that they would definitely or probably support the UUT measure and 60% opposing, with an additional 11% unsure or unwilling to share their vote choice. For general taxes in California, the level of support recorded at the Initial Ballot Test is approximately 1% below the simple majority (50% + 1) required for passage for the sales tax, and 21% below the required threshold for a UUT.

**Questions 5 & 7** Later this year, voters in the City may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to prevent cuts and provide funding for essential City services, including police and crime prevention; fire protection, paramedic, and 9-1-1 emergency response services; and paving, maintaining and repairing local streets

*[Sales Tax Version] Shall the City of Hesperia enact a one-half cent sales tax for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

*[Utility Users Tax] Shall the City of Hesperia enact a 5% Utility Users Tax on gas, electric, water and telecommunications charges for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

**FIGURE 6 INITIAL BALLOT TESTS**



**SUPPORT BY SUBGROUPS** For the interested reader, Tables 1 and 2 on the following pages show how support at the Initial Ballot Test for the sales tax and UUT measures varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the likely November 2010 electorate that each subgroup category comprises. When compared with their respective counterparts, renters, Democrats, those whose families do not own a local business, those without children in the home, voters between 30 and 39 years of age, and those in single Democratic or ‘other partisanship’ households were the most likely to support a general tax increase for the sales tax version. Support also varied within the UUT version, although only 2 of the 34 subgroups identified in the table (those with families that own a local business and those in ‘other partisanship’ households) reached the majority requirement for passage.

TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST (SALES TAX)

		Approximate % of Nov 2010 Universe	% Probably or Definitely Yes	% Not sure
Overall		100	49.2	8.7
Years in Hesperia (Q1)	Less than 10	26	47.4	10.4
	10 to 14	17	53.7	9.1
	15 or more	57	48.2	7.8
Home Ownership Status (QD1)	Own	89	48.5	7.5
	Rent	12	57.6	13.6
Party	Democrat	33	58.2	9.7
	Republican	51	41.7	8.7
	Other / DTS	16	53.8	6.5
Family Owns Local Biz (QD3)	Yes	11	27.9	3.2
	No	89	52.2	9.2
Child in Home (QD4)	Yes	34	41.7	11.9
	No	66	53.8	6.8
Gender	Male	46	46.2	4.5
	Female	54	51.7	12.2
Age	18 to 29	8	53.3	13.3
	30 to 39	10	56.3	0.0
	40 to 49	18	44.4	6.7
	50 to 64	35	45.5	10.1
	65 or older	29	53.0	10.0
Registration Year	2010 to 2005	28	51.7	9.4
	2004 to 2001	30	44.2	8.6
	2000 to 1997	11	51.0	12.6
	1996 to 1990	19	53.7	4.5
	Before 1990	12	46.8	10.3
Likely to Vote by Mail	Yes	48	45.2	9.6
	No	52	52.8	7.8
Likely June 2010 Voter	Yes	63	45.8	8.6
	No	37	54.8	8.8
Household Party Type	Single dem	16	64.0	7.3
	Dual dem	12	56.5	13.6
	Single rep	18	42.7	2.9
	Dual rep	23	44.0	10.9
	Other	10	68.5	6.8
	Mixed	20	34.7	10.3

TABLE 2 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST (UUT)

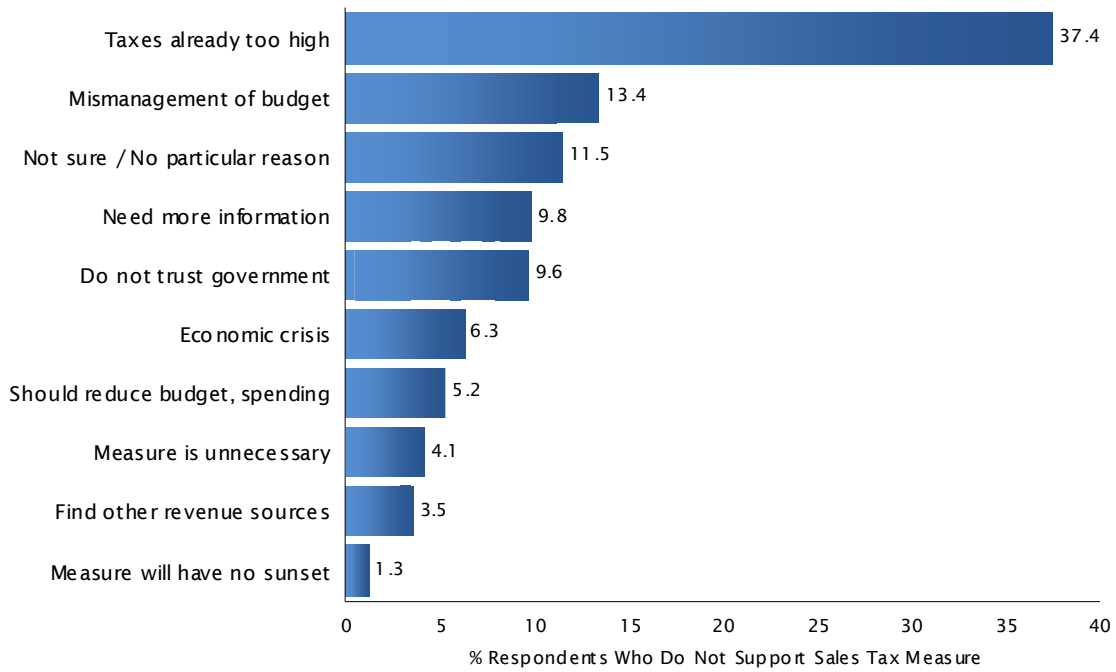
		Approximate % of Nov 2010 Universe	% Probably or Definitely Yes	% Not sure
Overall		100	29.1	10.5
Years in Hesperia (Q1)	Less than 10	33	32.9	14.5
	10 to 14	21	32.1	5.5
	15 or more	47	25.2	9.9
Home Ownership Status (QD1)	Own	83	29.0	9.3
	Rent	17	41.4	11.1
Party	Democrat	38	28.8	13.4
	Republican	44	22.8	12.3
	Other / DTS	18	44.8	0.0
Family Owns Local Biz (QD3)	Yes	6	71.8	0.0
	No	94	26.3	11.2
Child in Home (QD4)	Yes	33	32.5	8.4
	No	67	27.5	11.5
Gender	Male	40	25.7	6.1
	Female	60	31.4	13.3
Age	18 to 29	8	25.0	0.0
	30 to 39	10	28.6	14.3
	40 to 49	18	43.8	6.3
	50 to 64	35	18.5	3.7
	65 or older	29	34.1	22.7
Registration Year	2010 to 2005	22	32.4	5.9
	2004 to 2001	35	35.3	13.4
	2000 to 1997	16	30.1	4.0
	1996 to 1990	15	17.0	20.3
	Before 1990	11	18.0	6.0
Likely to Vote by Mail	Yes	44	22.4	11.8
	No	56	34.5	9.4
Likely June 2010 Voter	Yes	65	32.6	10.1
	No	35	22.7	11.2
Household Party Type	Single dem	18	17.3	17.4
	Dual dem	12	34.2	11.1
	Single rep	14	23.0	0.0
	Dual rep	22	26.9	24.0
	Other	10	52.5	0.0
	Mixed	24	31.9	2.7

**REASONS FOR OPPOSING MEASURES** Respondents who initially opposed the general tax measure were asked if there was a particular reason for their position. The question was asked in an open-ended manner, thereby allowing respondents to mention any reason that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 7 and Figure 8 on the next page.

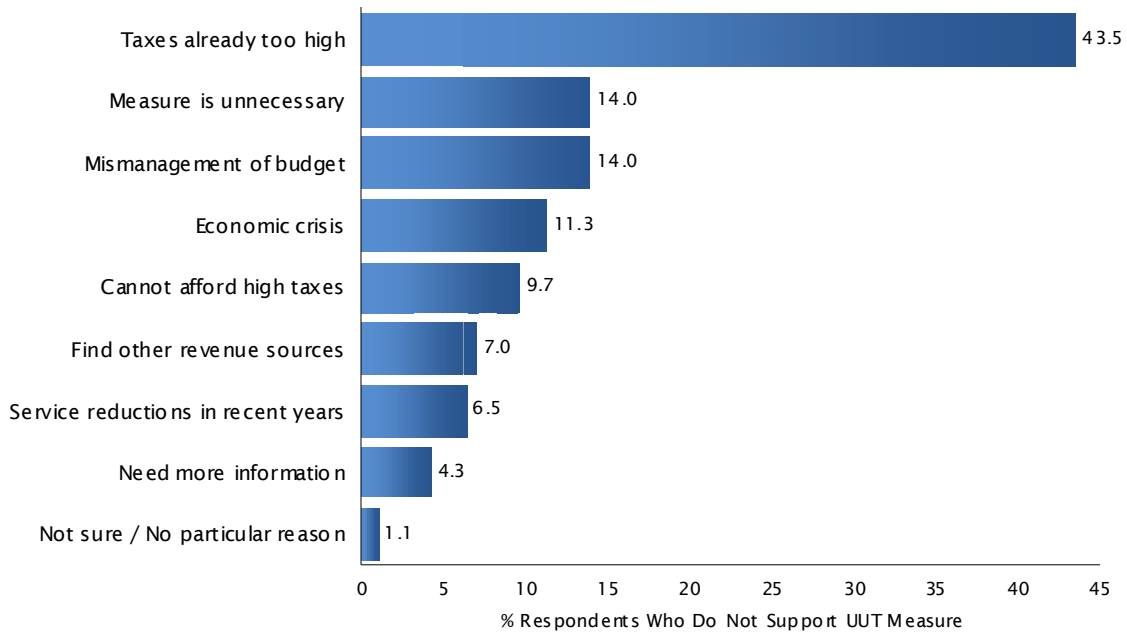
Hesperia voters' reasons for not supporting the measure were similar regardless of the version they received (sales tax or UUT) and are typical of what True North has found from opponents of revenue measures in other cities. The most common reason cited for opposing the measure was that taxes are already too high, mentioned by 37% of those who opposed the sales tax and 44% of those who opposed the UUT. Concerns with the management of funds and mistrust of government, the current economic crisis, and the opinion that the measure is unnecessary were also common reasons for not supporting the measure.

**Questions 6 & 8** *Is there a particular reason why you do not support the measure I just described?*

**FIGURE 7 REASONS FOR NOT SUPPORTING SALES TAX**



**FIGURE 8 REASONS FOR NOT SUPPORTING UUT**



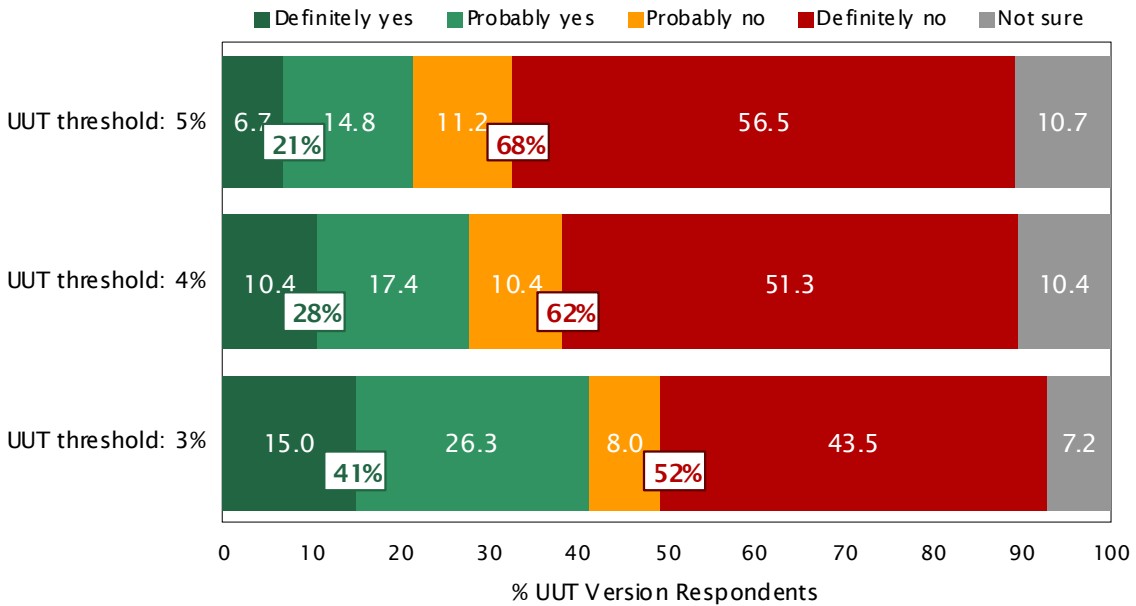
## UUT TAX THRESHOLD

Naturally, voter support for a revenue measure is often contingent on the cost of the measure. The higher the tax rate, all other things being equal, the less likely a voter is to support the measure. One of the goals of this study was thus to gauge the impact that changes in the tax rate can be expected to have on voter support for the proposed measures.

Question 9 was designed to do just that for the UUT measure. Respondents were first instructed that the rate for the UUT had yet to be determined, although several rates were being considered. They were then presented with the highest tax rate (5%) and asked if they would support the proposed measure at that rate. If a respondent did not answer 'definitely yes', they were asked whether they would support the measure at the next lowest tax rate.<sup>3</sup> The three tax rates tested for the UUT, as well as the percentage of respondents who indicated they would vote in favor of the measure at each rate, are shown below in Figure 9.

**Question 9 (UUT Only)** *The rate for the Utility Users Tax to fund essential city services has yet to be determined, although several rates are being considered. If you heard that the rate would be \_\_\_\_\_ of your gas, electric, water, and telecommunications charges, would you vote yes or no on the measure?*

**FIGURE 9 UUT THRESHOLD**



The most obvious pattern revealed in Figure 9 is that voters are somewhat price sensitive when it comes to their support for the proposed UUT measure. At the highest tax rate tested (5%), less than a quarter (21%) of those surveyed indicated that they would vote in favor of the UUT measure. Incremental reductions in the tax rate resulted in incremental increases in support for the measure, with 41% of those surveyed indicating they would support the proposed measure at a rate of 3% of their gas, electric, water, and telecommunications charges.

3. If a respondent answered 'definitely yes', it is assumed that they would support the measure at the lower tax rates. Their support at each rate is factored into the percentages shown in Figure 9.

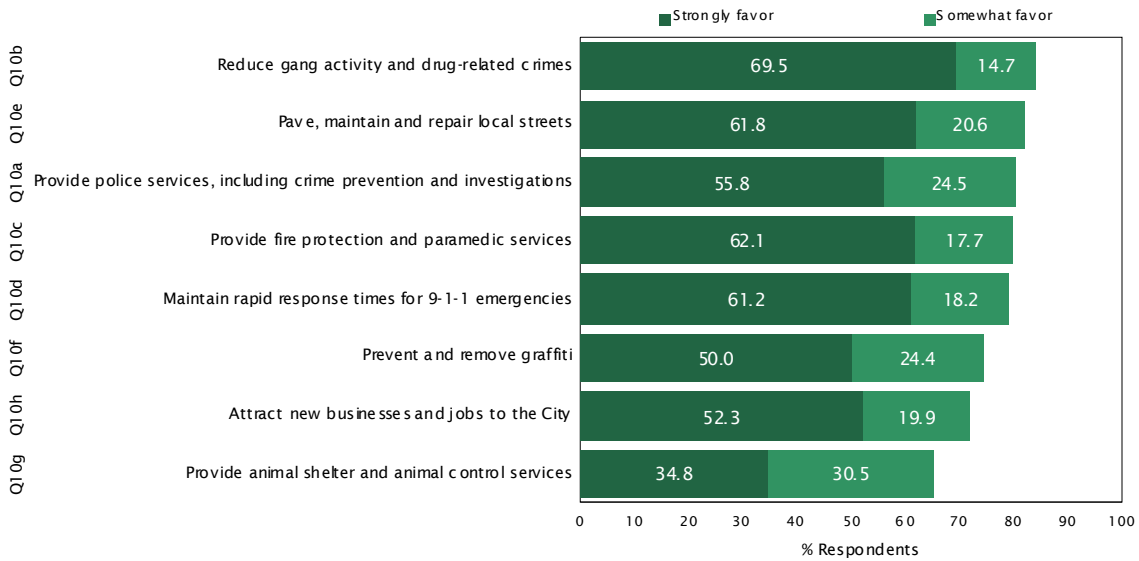
# PROJECTS

The ballot language presented in Question 5 (sales tax version) and 7 (UUT version) indicated that the proposed measure would prevent further cuts and provide funding for essential City services, including police and crime prevention, fire protection, paramedic, and 9-1-1 emergency response services, and paving, maintaining and repairing local streets. The purpose of Question 10 was to provide respondents with the full range of programs and services that may be funded by the proposed measure, and identify which of these services voters most favored funding with the proceeds of the measure.

After reading each program or service, respondents were asked if they would favor or oppose spending some of the money on that particular project or service assuming that the measure passed. Truncated descriptions of the projects and services tested, as well as voters' responses, are shown in Figure 10 below. The order in which the projects and services were read to respondents was randomized for each respondent to avoid a systematic position bias.

**Question 10** *The measure we've been discussing will continue funding for a variety of services in the City. If the measure passes, would you favor or oppose using some of the money to: \_\_\_\_\_, or do you not have an opinion?*

**FIGURE 10 PROJECTS**



Overall, the project that resonated with the largest percentage of respondents was reducing gang activity and drug-related crimes (84% strongly or somewhat favor), followed by paving, maintaining, and repairing local streets (82%), providing police services, including crime prevention and investigations (81%), providing fire protection and paramedic services (80%), and maintaining rapid response times for 9-1-1 emergencies (79%).

**PROJECT RATINGS BY SUBGROUP** Table 3 presents the top five projects (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test for the sales tax. Not surprisingly, individuals who initially opposed the measure or were unsure of their position were generally less likely to favor spending money on a given project or service when compared to supporters. Nevertheless, initial supporters, opponents, and the undecided did agree on four of the five top priorities for funding.

**TABLE 3 TOP PROJECTS BY POSITION AT INITIAL BALLOT TEST (SALES TAX)**

Position at Initial Ballot Test (Q5)	Item	Project Summary	% Strongly Favor
Probably or Definitely Yes (n = 135)	Q10b	Reduce gang activity and drug-related crimes	88
	Q10e	Pave, maintain and repair local streets	81
	Q10d	Maintain rapid response times for 9-1-1 emergencies	78
	Q10c	Provide fire protection and paramedic services	78
	Q10a	Provide police services, including crime prevention and investigations	77
Probably or Definitely No (n = 116)	Q10b	Reduce gang activity and drug-related crimes	51
	Q10d	Maintain rapid response times for 9-1-1 emergencies	44
	Q10e	Pave, maintain and repair local streets	44
	Q10c	Provide fire protection and paramedic services	43
	Q10f	Prevent and remove graffiti	38
Not Sure (n = 24)	Q10d	Maintain rapid response times for 9-1-1 emergencies	71
	Q10b	Reduce gang activity and drug-related crimes	71
	Q10c	Provide fire protection and paramedic services	71
	Q10a	Provide police services, including crime prevention and investigations	60
	Q10e	Pave, maintain and repair local streets	54

## POSITIVE ARGUMENTS

Ballot measures do not succeed or fail in a political vacuum. During an election cycle, proponents of a measure will present arguments to try to persuade voters to support the measure, just as opponents will present arguments to achieve the opposite goal. The objective of Question 11 was thus to present respondents with arguments in favor of the proposed measure and identify whether they felt the arguments were convincing reasons to support it. Arguments in opposition to the measure were also presented and will be discussed later in this report (see *Negative Arguments* on page 26). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

**Question 11** *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. Supporters of the measure say: \_\_\_\_\_. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

**FIGURE 11 POSITIVE ARGUMENTS**

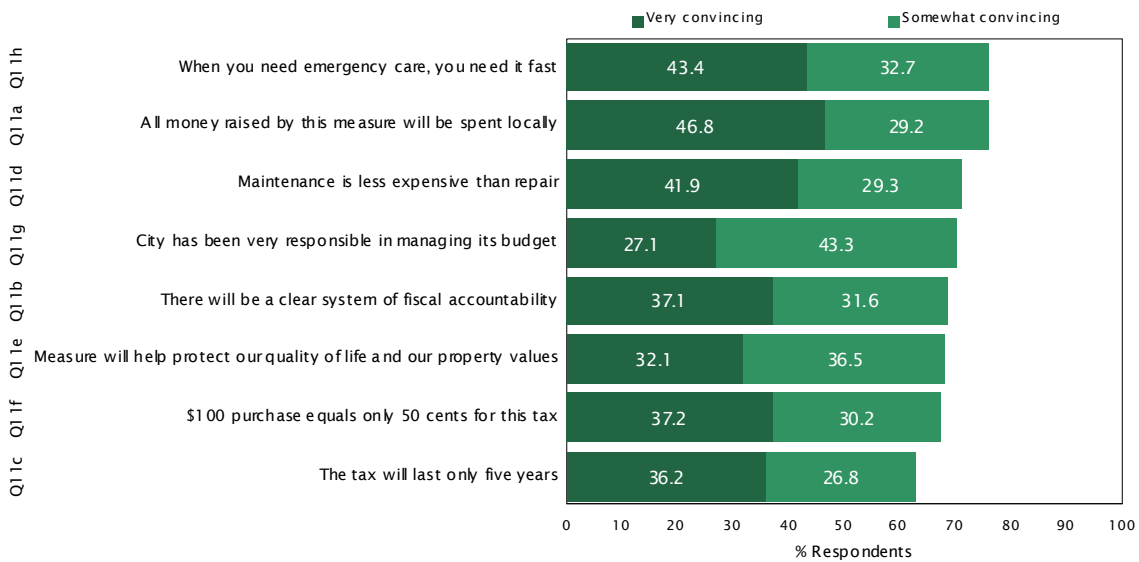


Figure 11 above presents the truncated positive arguments tested, as well as voters’ reactions to the arguments. The arguments are ranked from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a ‘very convincing’ or ‘somewhat convincing’ reason to support the measure. Using this methodology, the most compelling positive argument was: *When you need emergency care, you need it fast. Minutes count in these situations. This measure will ensure that we have enough police officers, firefighters and paramedics so that they can respond quickly to emergencies* (76%), followed by *All money raised by this measure will be spent locally to maintain the quality of services in our community. It cannot be taken away by the State or be used for other purposes* (76%), and *This measure will allow the City to keep up with basic repairs and maintenance to streets. If we don't take care of it now, it will be a lot more expensive to repair in the future* (71%).

**POSITIVE ARGUMENTS BY INITIAL SUPPORT** Table 4 lists the top five most convincing positive arguments (showing the percentage of respondents who cited it as *very* convincing) according to respondents' vote choice at the Initial Ballot Test for the sales tax. The most striking pattern in the table is that the positive arguments resonated with a much higher percentage of voters who were initially inclined to support the measure when compared to voters who initially opposed the measure or were unsure. Nevertheless, three specific arguments were ranked among the top five most compelling by all three groups.

**TABLE 4 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST (SALES TAX)**

Position at Initial Ballot Test (Q5)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 135)	Q11a	All money raised by this measure will be spent locally	73
	Q11h	When you need emergency care, you need it fast	68
	Q11f	\$100 purchase equals only 50 cents for this tax	67
	Q11d	Maintenance is less expensive than repair	67
	Q11c	The tax will last only five years	65
Probably or Definitely No (n = 116)	Q11a	All money raised by this measure will be spent locally	22
	Q11d	Maintenance is less expensive than repair	19
	Q11h	When you need emergency care, you need it fast	15
	Q11e	Measure will help protect our quality of life and our property values	13
Not Sure (n = 24)	Q11b	There will be a clear system of fiscal accountability	13
	Q11a	All money raised by this measure will be spent locally	58
	Q11h	When you need emergency care, you need it fast	57
	Q11b	There will be a clear system of fiscal accountability	46
	Q11f	\$100 purchase equals only 50 cents for this tax	46
	Q11d	Maintenance is less expensive than repair	40

## INTERIM BALLOT TESTS

After exposing respondents to the types of positive arguments they may encounter during an election cycle, the survey again presented voters with the ballot language used previously to gauge how their support for the proposed sales tax or UUT measure may have changed.

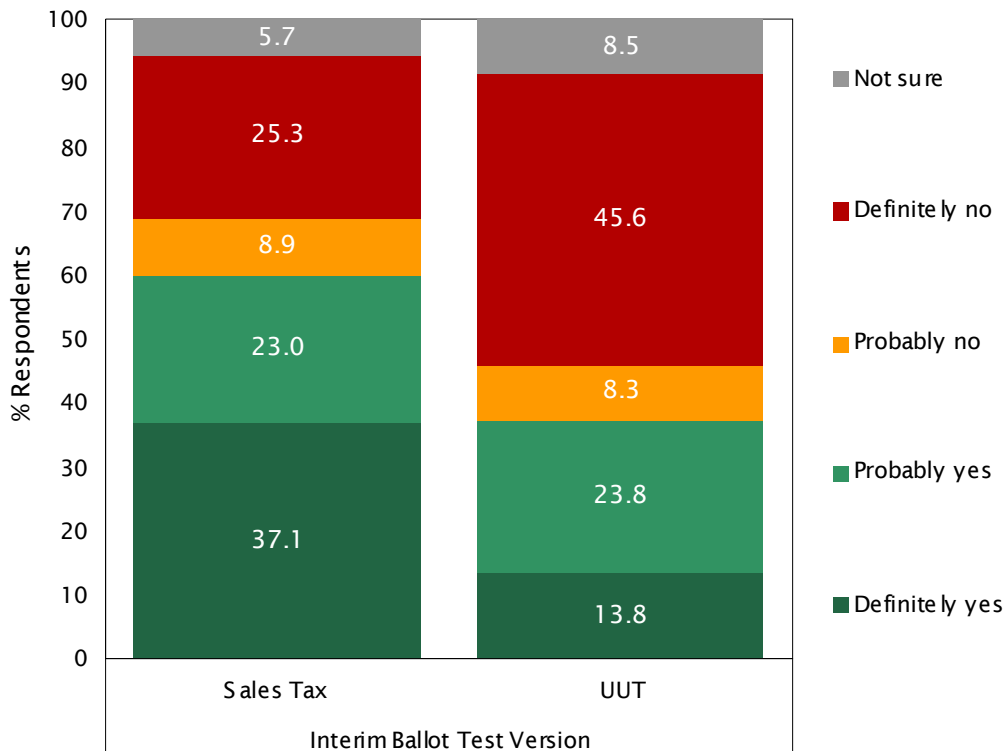
As shown in Figure 12, overall support for the sales tax measure at this point climbed to 60%, with 34% of respondents opposed to the measure and an additional 6% unsure or unwilling to state their vote choice. Overall support for the UUT increased to 38%, with more than half (54%) of respondents opposed to the measure, and 9% unsure or unwilling to state their vote choice.

**Questions 12 & 13** *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to prevent cuts and provide funding for essential City services, including police and crime prevention; fire protection, paramedic, and 9-1-1 emergency response services; and paving, maintaining and repairing local streets*

*[Sales Tax Version] Shall the City of Hesperia enact a one-half cent sales tax for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

*[Utility Users Tax] Shall the City of Hesperia enact a 5% Utility Users Tax on gas, electric, water and telecommunications charges for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

**FIGURE 12 INTERIM BALLOT TESTS**



**SUPPORT BY SUBGROUPS** Tables 5 and 6 display how support for the sales tax and UUT measures at this point in the survey varied by key demographic subgroups, as well as the percentage change in subgroup support when compared to the Initial Ballot Test. Positive differences appear in green, whereas negative differences appear in red. It is worth noting that for both types of measures (sales tax and UUT), newer residents (less than ten years), women, and younger voters exhibited some of the largest positive swings in support in response to the information presented between the Initial and Interim Ballot Tests.

**TABLE 5 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST (SALES TAX)**

		Approximate % of Nov 2010 Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q5)
Overall		100	60.1	+10.9
Years in Hesperia (Q1)	Less than 10	26	65.1	+17.7
	10 to 14	17	62.5	+8.8
	15 or more	57	56.9	+8.6
Home Ownership Status (QD1)	Own	89	56.5	+8.0
	Rent	12	82.7	+25.1
Party	Democrat	33	72.1	+13.9
	Republican	51	51.2	+9.4
	Other / DTS	16	63.5	+9.6
Family Owns Local Biz (QD3)	Yes	11	42.2	+14.3
	No	89	62.9	+10.7
Child in Home (QD4)	Yes	34	57.2	+15.5
	No	66	62.6	+8.8
Gender	Male	46	55.5	+9.3
	Female	54	64.0	+12.3
Age	18 to 29	8	80.0	+26.7
	30 to 39	10	56.3	No change
	40 to 49	18	53.3	+8.9
	50 to 64	35	59.6	+14.1
	65 or older	29	61.0	+8.0
Registration Year	2010 to 2005	28	70.0	+18.3
	2004 to 2001	30	53.7	+9.6
	2000 to 1997	11	65.7	+14.7
	1996 to 1990	19	58.6	+4.8
	Before 1990	12	50.7	+3.9
Likely to Vote by Mail	Yes	48	58.5	+13.3
	No	52	61.6	+8.8
Likely June 2010 Voter	Yes	63	57.6	+11.8
	No	37	64.3	+9.5
Household Party Type	Single dem	16	79.8	+15.8
	Dual dem	12	70.6	+14.1
	Single rep	18	49.5	+6.8
	Dual rep	23	58.6	+14.6
	Other	10	75.3	+6.8
	Mixed	20	41.4	+6.7

TABLE 6 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST (UUT)

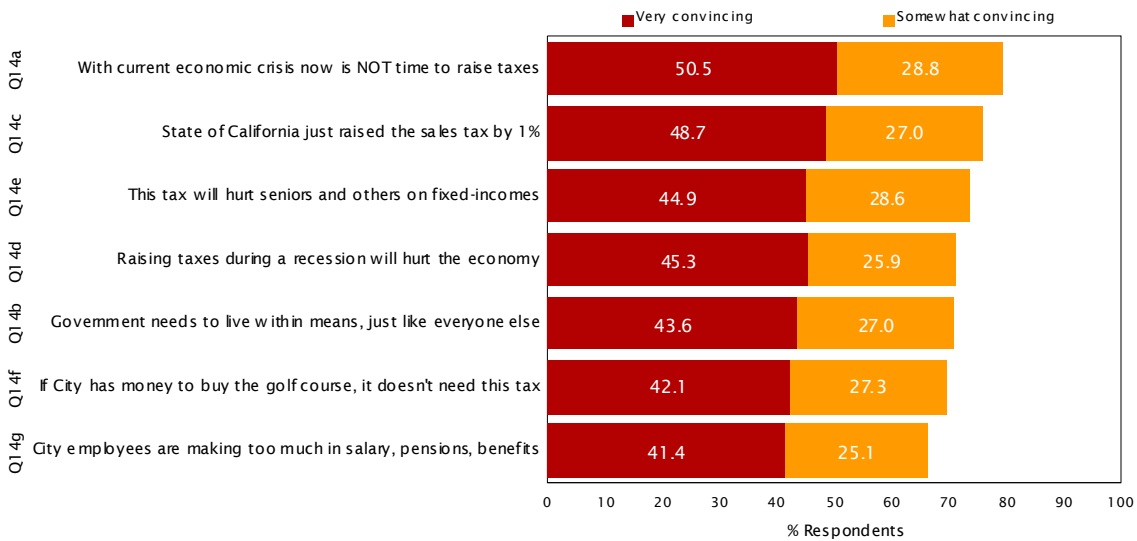
		Approximate % of Nov 2010 Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q7)
Overall		100	37.6	+8.4
Years in Hesperia (Q1)	Less than 10	33	49.3	+16.4
	10 to 14	21	35.2	+3.1
	15 or more	47	30.4	+5.2
Home Ownership Status (QD1)	Own	83	37.1	+8.2
	Rent	17	45.4	+4.0
Party	Democrat	38	38.6	+9.9
	Republican	44	29.2	+6.4
	Other / DTS	18	55.3	+10.5
Family Owns Local Biz (QD3)	Yes	6	61.5	-10.2
	No	94	36.0	+9.7
Child in Home (QD4)	Yes	33	42.9	+10.3
	No	67	35.0	+7.5
Gender	Male	40	30.2	+4.4
	Female	60	42.5	+11.1
Age	18 to 29	8	50.0	+25.0
	30 to 39	10	42.9	+14.3
	40 to 49	18	50.0	+6.3
	50 to 64	35	24.1	+5.6
	65 or older	29	40.9	+6.8
Registration Year	2010 to 2005	22	47.1	+14.7
	2004 to 2001	35	43.2	+7.8
	2000 to 1997	16	34.0	+3.9
	1996 to 1990	15	17.0	No change
	Before 1990	11	34.5	+16.5
Likely to Vote by Mail	Yes	44	30.9	+8.4
	No	56	42.9	+8.4
Likely June 2010 Voter	Yes	65	40.4	+7.8
	No	35	32.4	+9.7
Household Party Type	Single dem	18	20.9	+3.6
	Dual dem	12	50.7	+16.5
	Single rep	14	23.0	-0.1
	Dual rep	22	39.3	+12.4
	Other	10	52.5	No change
	Mixed	24	44.7	+12.8

## NEGATIVE ARGUMENTS

Whereas Question 11 presented respondents with arguments in favor of the measure, Question 14 presented respondents with arguments designed to elicit opposition to the measure. In the case of Question 14, however, respondents were asked whether they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters' opinions about the arguments, are presented in Figure 13.

**Question 14** *Next, let me tell you what opponents of the measure are saying. Opponents of the measure say: \_\_\_\_\_. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?*

FIGURE 13 NEGATIVE ARGUMENTS



Among the negative arguments tested, the most compelling were: *People are having a hard time making ends meet with the housing crisis, high unemployment, and the economy in recession. Now is NOT the time to be raising taxes (79%), The State of California just raised the sales tax by 1%. Now the City wants to raise the sales tax again? That's not fair to taxpayers (76%), and This tax will hurt seniors and others on fixed-incomes (74%).*

**NEGATIVE ARGUMENTS BY INITIAL SUPPORT** Table 7 on the next page ranks the negative arguments (showing the percentage of respondents who cited each as very convincing) according to respondents' vote choice at the Initial Ballot Test.

**TABLE 7 TOP NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST**

Position at Initial Ballot Test (Q5)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 135)	Q14g	City employees are making too much in salary, pensions, benefits	29
	Q14c	State of California just raised the sales tax by 1%	24
	Q14a	With current economic crisis now is NOT time to raise taxes	21
	Q14f	If City has money to buy the golf course, it doesn't need this tax	20
	Q14b	Government needs to live within means, just like everyone else	20
Probably or Definitely No (n = 116)	Q14a	With current economic crisis now is NOT time to raise taxes	71
	Q14b	Government needs to live within means, just like everyone else	70
	Q14c	State of California just raised the sales tax by 1%	69
	Q14d	Raising taxes during a recession will hurt the economy	67
	Q14e	This tax will hurt seniors and others on fixed-incomes	63
Not Sure (n = 24)	Q14f	If City has money to buy the golf course, it doesn't need this tax	53
	Q14a	With current economic crisis now is NOT time to raise taxes	46
	Q14g	City employees are making too much in salary, pensions, benefits	40
	Q14c	State of California just raised the sales tax by 1%	39
	Q14d	Raising taxes during a recession will hurt the economy	39

## FINAL BALLOT TESTS

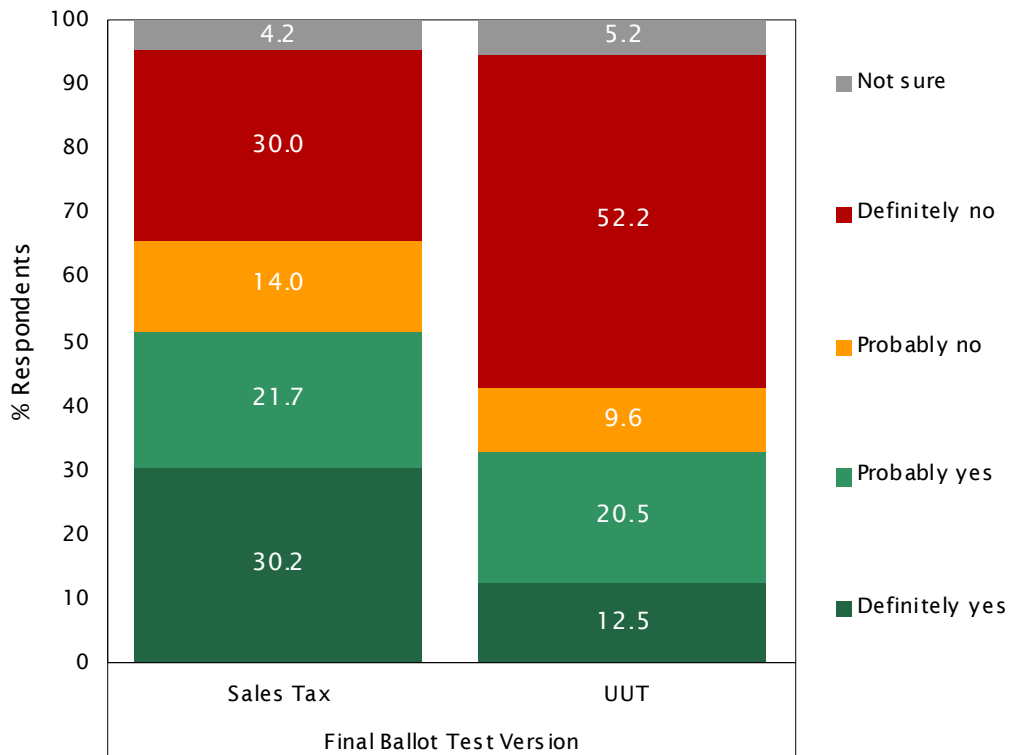
Voters' opinions about ballot measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. A goal of the survey was thus to gauge how voters' opinions about the proposed sales tax and UUT measures may be affected by the information they could encounter during the course of an election cycle. After providing respondents with the wording of the proposed measures, projects that could be funded by the measures, as well as arguments in favor and against the proposals, respondents were again asked whether they would vote 'yes' or 'no' on the proposed sales tax or UUT measure.

**Questions 15 & 18** *Now that you have heard more about the measure, let me read you a summary of it one more time. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to prevent cuts and provide funding for essential City services, including police and crime prevention; fire protection, paramedic, and 9-1-1 emergency response services; and paving, maintaining and repairing local streets*

*[Sales Tax Version] Shall the City of Hesperia enact a one-half cent sales tax for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

*[Utility Users Tax] Shall the City of Hesperia enact a 5% Utility Users Tax on gas, electric, water and telecommunications charges for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 14 FINAL BALLOT TESTS



At this point in the survey, support for the sales tax measure was found among 52% of voters, with 34% opposed to the measure and 6% unsure or unwilling to state their vote choice. Support for the UUT remained substantially lower at 33%, with 54% opposed to the measure and 9% unsure or unwilling to state their vote choice.



## CHANGE IN SUPPORT

Tables 8 and 9 provide a closer look at how support for the proposed sales tax and UUT measures changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within various subgroups of voters. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, negative differences in red.

**TABLE 8 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST (SALES TAX)**

		Approximate % of Nov 2010 Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q5)	Change from Interim Ballot Test (Q12)
Overall		100	51.8	+2.7	-8.3
Years in Hesperia (Q1)	Less than 10	26	50.4	+3.0	-14.7
	10 to 14	17	53.7	+0.0	-8.8
	15 or more	57	51.6	+3.4	-5.2
Home Ownership Status (QD1)	Own	89	48.9	+0.4	-7.7
	Rent	12	71.7	+14.1	-11.0
Party	Democrat	33	62.1	+3.9	-10.0
	Republican	51	43.1	+1.4	-8.0
	Other / DTS	16	58.2	+4.3	-5.3
Family Owns Local Biz (QD3)	Yes	11	25.3	-2.6	-16.9
	No	89	55.6	+3.4	-7.3
Child in Home (QD4)	Yes	34	48.4	+6.7	-8.8
	No	66	54.4	+0.7	-8.2
Gender	Male	46	49.0	+2.8	-6.5
	Female	54	54.2	+2.6	-9.7
Age	18 to 29	8	60.0	+6.7	-20.0
	30 to 39	10	56.3	No change	No change
	40 to 49	18	46.7	+2.2	-6.7
	50 to 64	35	50.5	+5.1	-9.1
	65 or older	29	53.0	No change	-8.0
Registration Year	2010 to 2005	28	63.7	+12.1	-6.3
	2004 to 2001	30	40.9	-3.3	-12.8
	2000 to 1997	11	62.4	+11.4	-3.3
	1996 to 1990	19	48.3	-5.4	-10.2
	Before 1990	12	47.9	+1.0	-2.8
Likely to Vote by Mail	Yes	48	49.1	+3.9	-9.4
	No	52	54.4	+1.6	-7.2
Likely June 2010 Voter	Yes	63	48.4	+2.6	-9.2
	No	37	57.7	+2.9	-6.7
Household Party Type	Single dem	16	67.4	+3.3	-12.5
	Dual dem	12	65.5	+8.9	-5.2
	Single rep	18	43.4	+0.7	-6.1
	Dual rep	23	47.1	+3.2	-11.4
	Other	10	71.9	+3.4	-3.4
	Mixed	20	33.8	-0.9	-7.6

As expected, most groups responded to the negative arguments with a moderate reduction in their support for the sales tax and UUT measures when compared with the levels recorded at the Interim Ballot Test. However, the general trend over the course of the entire survey (Initial to Final Ballot Test) was one of slightly increasing support for both measures. It is worth noting, moreover, that a number of identified voter subgroups posted substantial increases in support for a measure based upon the information conveyed over the course of the survey.

TABLE 9 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST (UUT)

		Approximate % of Nov 2010 Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q7)	Change from Interim Ballot Test (Q12)
Overall		100	33.0	+3.9	-4.5
Years in Hesperia (Q1)	Less than 10	33	42.9	+10.0	-6.4
	10 to 14	21	35.2	+3.1	No change
	15 or more	47	25.2	No change	-5.2
Home Ownership Status (QD1)	Own	83	32.1	+3.2	-5.0
	Rent	17	41.4	-0.1	-4.1
Party	Democrat	38	35.7	+6.9	-3.0
	Republican	44	27.3	+4.5	-1.9
	Other / DTS	18	41.3	-3.5	-14.0
Family Owns Local Biz (QD3)	Yes	6	51.3	-20.4	-10.2
	No	94	31.8	+5.5	-4.2
Child in Home (QD4)	Yes	33	35.0	+2.5	-7.9
	No	67	32.1	+4.6	-2.9
Gender	Male	40	25.3	-0.5	-4.9
	Female	60	38.2	+6.8	-4.3
Age	18 to 29	8	25.0	No change	-25.0
	30 to 39	10	42.9	+14.3	No change
	40 to 49	18	50.0	+6.3	No change
	50 to 64	35	20.4	+1.9	-3.7
	65 or older	29	36.4	+2.3	-4.5
Registration Year	2010 to 2005	22	35.4	+2.9	-11.7
	2004 to 2001	35	40.8	+5.5	-2.3
	2000 to 1997	16	30.0	-0.1	-4.0
	1996 to 1990	15	21.4	+4.3	+4.3
	Before 1990	11	24.0	+6.0	-10.5
Likely to Vote by Mail	Yes	44	23.9	+1.4	-7.0
	No	56	40.3	+5.9	-2.6
Likely June 2010 Voter	Yes	65	37.4	+4.8	-3.0
	No	35	25.0	+2.3	-7.4
Household Party Type	Single dem	18	24.6	+7.3	+3.7
	Dual dem	12	45.3	+11.1	-5.5
	Single rep	14	23.0	-0.1	No change
	Dual rep	22	38.5	+11.6	-0.8
	Other	10	45.8	-6.8	-6.8
	Mixed	24	29.1	-2.8	-15.5

Whereas tables 8 and 9 display change in support for the measure over the course of the interview at the group level, Tables 10 and 11 display the individual-level changes that occurred between the Initial and Final Ballot Tests for the respective measures. On the left side of the tables is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the tables depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final Ballot Test. For example, in the first row of Table 10 we see that of the 26.8% of respondents who indicated that they would definitely support the sales tax measure at the Initial Ballot Test, 20.5% also indicated that they would definitely support the measure at the Final Ballot Test. Approximately 4.4% moved to the probably support group, 0.4% moved to the probably oppose group, 0.8% moved to the definitely oppose group, and 0.8% percent stated they were now unsure of their vote choice.

To ease interpretation of the tables, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in the vote: from yes to no, no to yes, or not sure to either yes or no.

**TABLE 10 MOVEMENT BETWEEN INITIAL AND FINAL BALLOT TEST (SALES TAX)**

Initial Ballot Test (Q5)	Final Ballot Test (Q15)				
	Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support 26.8%	20.5%	4.4%	0.4%	0.8%	0.8%
Probably support 22.3%	6.7%	11.6%	2.6%	0.9%	0.6%
Probably oppose 12.5%	0.4%	2.1%	5.8%	4.0%	0.3%
Definitely oppose 29.6%	0.6%	1.0%	4.7%	23.0%	0.4%
Not sure 8.7%	2.0%	2.6%	0.5%	1.4%	2.2%

**TABLE 11 MOVEMENT BETWEEN INITIAL AND FINAL BALLOT TEST (UUT)**

Initial Ballot Test (Q7)	Final Ballot Test (Q18)				
	Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support 9.3%	4.9%	1.8%	0.6%	2.0%	0.0%
Probably support 19.9%	5.1%	12.2%	1.3%	0.7%	0.7%
Probably oppose 10.4%	0.0%	3.3%	1.9%	3.1%	2.1%
Definitely oppose 50.0%	1.9%	1.1%	3.7%	43.2%	0.0%
Not sure 10.5%	0.7%	2.1%	2.0%	3.3%	2.4%

As one might expect, the information conveyed in the survey had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably yes or probably no). Moreover, Tables 10 and 11 make clear that although the information did impact some voters, it did not do so in a consistent way for all respondents. Some respondents found the information conveyed during the course of the interview to be a reason to become more supportive of the measure, whereas a slightly smaller percentage found the same information to be a reason to be less supportive.

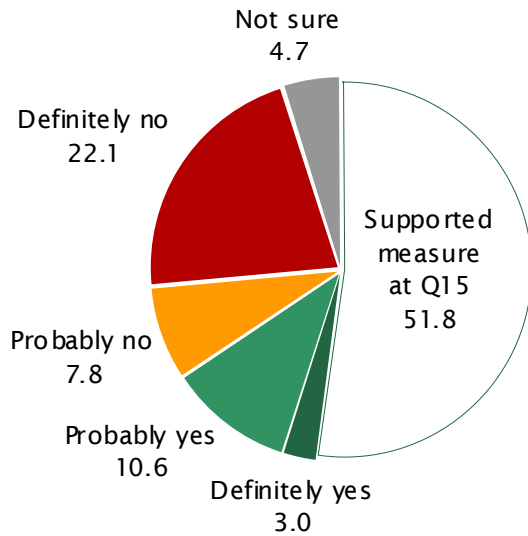
Despite 17% of respondents making a *fundamental*<sup>4</sup> shift in their opinion about the sales tax measure over the course of the interview, the net impact is that support for the sales measure at the Final Ballot Test (52%) was just 3% higher than support at the Initial Ballot Test (49%). Similarly, although 22% of respondents made a fundamental shift in their opinion about the UUT measure over the course of the interview, the net impact is that support for the UUT measure at the Final Ballot Test (33%) was 4% higher than support at the Initial Ballot Test (29%).

4. That is, they changed from a position of support, opposition or undecided at the Initial Ballot Test to a different position at the Final Ballot Test.

## ALTERNATIVE MEASURES (SALES TAX)

For the sales tax version of the survey, the ballot language tested throughout the interview indicated that the measure would increase the local sales tax rate by a half cent. Respondents who opposed the measure at the Final Ballot Test (or were unsure of their position) were subsequently asked how they would vote if they learned that the increase would not go into effect until after the State lowers the statewide tax rate in July 2011, and how they would vote if the tax increase were one-quarter cent instead of a half-cent.

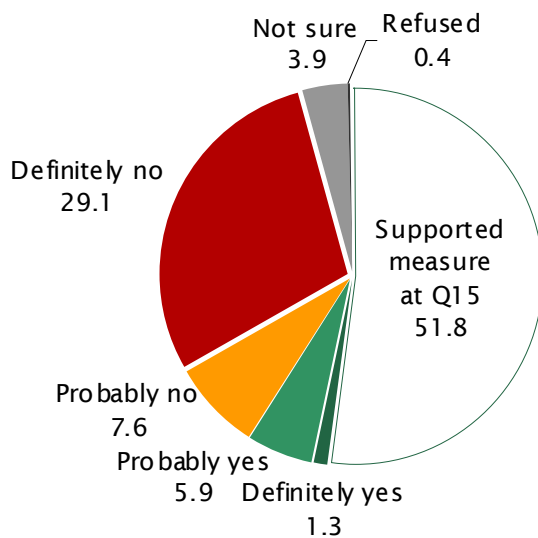
**FIGURE 15 FINAL BALLOT TEST WITH DELAYED ONSET (SALES TAX)**



**Question 16 (Sales Tax Only)** *What if the half-cent sales tax increase for the City did not go into effect until after the State lowers the statewide sales tax rate by 1% in July 2011? Would you vote yes or no on this measure?*

Figure 15 displays the distribution of responses regarding a delayed onset of the sales tax and also includes those respondents who previously indicated they would support the measure at the Final Ballot Test (and thus did not receive this question). An additional 14% of voters indicated they would definitely or probably support the measure under this condition, which brings the overall support to approximately 65%.

**FIGURE 16 FINAL BALLOT TEST AT ONE-QUARTER CENT (SALES TAX)**



**Question 17 (Sales Tax Only)** *How about if instead of raising the local sales tax by one-half cent, the measure increased it by a smaller amount? Would you vote yes or no on this measure if the rate were one-quarter cent?*

Figure 16 shows that in addition to the 52% of voters who said they would support the measure at the Final Ballot Test, 7% indicated they would support the measure at the lower rate, which brings the overall support for a *quarter-cent sales tax* to approximately 59%.



## BACKGROUND & DEMOGRAPHICS

**TABLE 12 DEMOGRAPHICS OF SAMPLE**

<i>Total Respondents</i>	400
<b>Years in Hesperia (Q1)</b>	%
Less than 10	27.8
10 to 14	18.3
15 or more	53.6
Refused	0.2
<b>Home Ownership Status (QD1)</b>	
Own	82.7
Rent	12.7
Refused	4.6
<b>Home Type (QD2)</b>	
Single family	92.5
Apartment	3.6
Condo	0.4
Townhome	2.0
Refused	1.5
<b>Family Owns Local Biz (QD3)</b>	
Yes	9.6
No	89.5
Refused	0.9
<b>Child in Home (QD4)</b>	
Yes	33.5
No	65.4
Refused	1.1
<b>Gender</b>	
Male	43.9
Female	56.1
<b>Party</b>	
Democrat	34.6
Republican	48.4
Other / DTS	17.0
<b>Age</b>	
18 to 29	7.8
30 to 39	10.2
40 to 49	18.2
50 to 64	34.9
65 or older	28.9
<b>Registration Year</b>	
2010 to 2005	26.1
2004 to 2001	31.5
2000 to 1997	12.4
1996 to 1990	18.0
Before 1990	11.9
<b>Likely to Vote by Mail</b>	
Yes	46.7
No	53.3
<b>Likely June 2010 Voter</b>	
Yes	63.4
No	36.6
<b>Household Party Type</b>	
Single dem	16.4
Dual dem	12.3
Single rep	16.9
Dual rep	23.1
Other	10.1
Mixed	21.2

In addition to questions directly related to the tax measures, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the likely November 2010 voter sample used for this study is shown in Table 12.



## M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

**QUESTIONNAIRE DEVELOPMENT** Dr. McLarney of True North Research worked closely with the City of Hesperia and Tramutola to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias, the items were asked in a random order for each respondent.

**PROGRAMMING & PRE-TEST** Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they occur. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to beginning the survey.

**SAMPLE** The survey was administered to a stratified and clustered random sample of registered voters in the City of Hesperia who are likely to participate in the November 2010 election. Consistent with the profile of this universe, the sample was stratified into clusters, each representing a particular combination of age, gender, and household party-type. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile.

To accommodate the City's interest in assessing support for a local sales tax and a utility users' tax (UUT), a split-sample methodology was employed such that *initially* 125 respondents received questions pertaining to a sales tax (Question 5), and 125 respondents received questions pertaining to a utility users' tax (Question 7). Upon reviewing the initial data, it became clear that the sales tax option was strongly preferred by Hesperia voters over the UUT. Accordingly, the remaining 150 interviews were devoted solely to the sales tax option. Thus, at the conclusion of the study, 275 interviews were focused on the sales tax option and 125 on the UUT. Once assigned a particular version of the measure, the respondent received the same version throughout the survey. All 400 respondents received a subset of questions that applied to both types of measures.

**STATISTICAL MARGIN OF ERROR** By using the probability-based sampling design noted above, True North ensured that the final sample was representative of voters in the City who are likely to participate in the November 2010 election. The results of the sample can thus be used to estimate the opinions of *all* voters likely to participate in the November 2010 election. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 400 voters for a particular question and what would have been found if all 15,307 likely November voters identified in the City had been surveyed for the study.

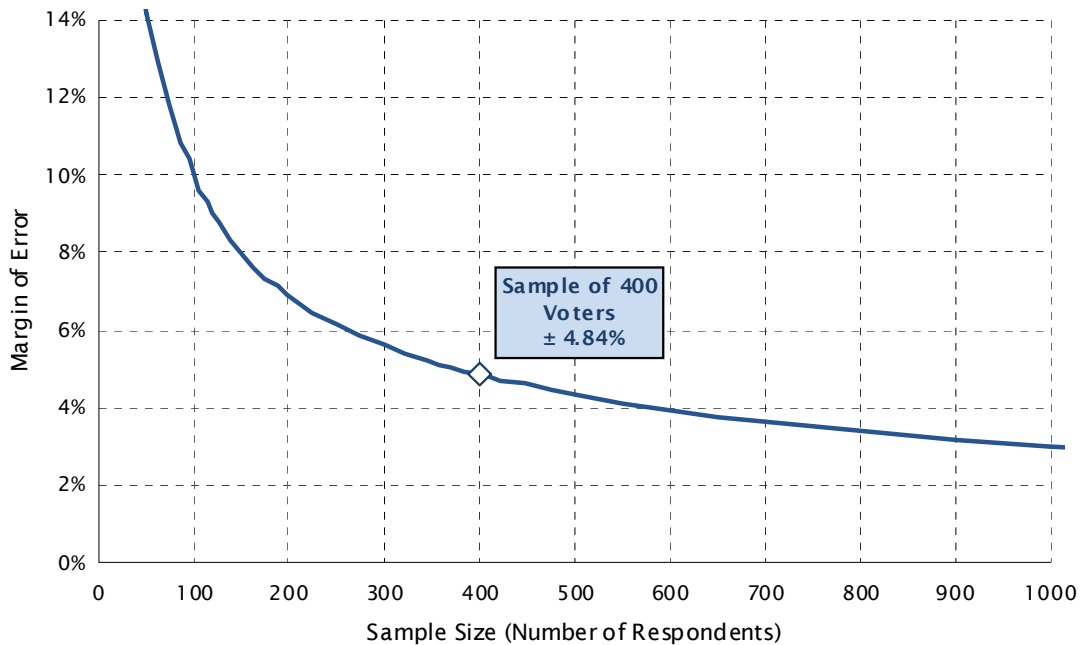
For example, in estimating the percentage of likely voters who are *very satisfied* with the City's efforts to provide municipal services (Question 4), the margin of error can be calculated if one knows the size of the population, the size of the sample, a confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

Where  $\hat{p}$  is the proportion of voters who said *very satisfied* (0.29 for 29%, for example),  $N$  is the population size of likely voters (15,307),  $n$  is the sample size that received the question (400) and  $t$  is the upper  $\alpha/2$  point for the t-distribution with  $n - 1$  degrees of freedom (1.96 for a 95% confidence interval). Solving this equation using these values reveals a margin of error of  $\pm 4.39\%$ . This means that with 29% of survey respondents indicating they are very satisfied with the City's efforts to provide municipal services, we can be 95% confident that the actual percentage of all likely voters that are very satisfied in this respect is between 25% and 33%.

Figure 17 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is  $\pm 4.84\%$ .

**FIGURE 17 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING**



Within this report, figures and tables show how responses to certain questions varied by sub-groups such as age, gender, and partisan affiliation. Moreover, certain questions—including the ballot test questions—were administered to only a subset of respondents due to the split-sample methodology employed to test both a sales tax and a utility users tax. Figure 17 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the

number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

**DATA COLLECTION** The method of data collection was telephone interviewing. Interviews were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between March 26 to April 1, 2010. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. The interviews averaged 15 minutes in length.

**DATA PROCESSING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and crosstabulations.

**ROUNDING** Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

# QUESTIONNAIRE & TOPLINES



City of Hesperia  
 Revenue Measure Survey  
 Final Toplines  
 Sales Tax (n = 275), UUT (n = 125)  
 April 2010

## Section 1: Introduction to Study

Hi, may I please speak to \_\_\_\_\_. My name is \_\_\_\_\_, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in the City of Hesperia (Heh-spare-ee-uh) and I'd like to get your opinions.

*If needed:* This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

*If needed:* The survey should take about 10 minutes to complete.

*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

*If the person asks why you need to speak to the listed person or if they ask to participate instead, explain:* For statistical purposes, at this time the survey must only be completed by this particular individual.

*If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.*

## Section 2: Overall Satisfaction

I'd like to begin by asking you a few questions about what it is like to live in your community.

Q1	How long have you lived in the City of Hesperia (Heh-spare-ee-uh)?	
1	Less than 1 year	0%
2	1 to 4 years	7%
3	5 to 9 years	21%
4	10 to 14 years	18%
5	15 years or longer	54%
99	Refused	0%
Q2	How would you rate the overall quality of life in Hesperia (Heh-spare-ee-uh)? Would you say it is excellent, good, fair, poor, or very poor?	
1	Excellent	11%
2	Good	59%
3	Fair	23%
4	Poor	5%
5	Very poor	1%
99	Refused	0%

Q3	If the City government could change one thing to make Hesperia (Heh-spare-ee-uh) a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Improve streets, roads	36%
	Not sure / Cannot think of anything	13%
	Improve public safety	11%
	Attract new businesses	5%
	Reduce traffic congestion	4%
	Attract employers, jobs	4%
	Improve sewers, stormdrains	4%
	Improve gov, leadership	4%
	Limit growth, development	4%
	Improve rec facilities, parks	3%
	Improve education	3%
	Improve entertainment options	2%
	Provide more shopping, dining opportunities	2%
	Improve public transit	1%
	Reduce taxes, fees	1%
	Improve infrastructure in general	1%
	Improve communication efforts	1%
	Clean up, beautify City	1%
	Promote growth, development	1%
	Improve spending, budgeting	1%
Q4	Overall, are you satisfied or dissatisfied with the job the City of Hesperia (Heh-spare-ee-uh) is doing to provide city services? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?	
	1 Very satisfied	29%
	2 Somewhat satisfied	50%
	3 Somewhat dissatisfied	11%
	4 Very dissatisfied	7%
	98 Not sure	4%
	99 Refused	0%

### Section 3: Initial Ballot Test

Later this year, voters in the City may be asked to vote on a local ballot measure. Let me read you a summary of the measure:

*Split Sample. Only Sample A receives Q5 & Q6.*

**Q5** In order to prevent cuts and provide funding for essential City services, including:

- ◊ Police and crime prevention
- ◊ Fire protection, paramedic, and 9-1-1 emergency response services
- ◊ And paving, maintaining and repairing local streets

Shall the City of Hesperia (Heh-spere-ee-uh) enact a one-half cent sales tax for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local?

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)?

1	Definitely yes	27%	Skip to Q10
2	Probably yes	22%	Skip to Q10
3	Probably no	13%	Ask Q6
4	Definitely no	30%	Ask Q6
98	Not sure	9%	Ask Q6
99	Refused	0%	Skip to Q10

**Q6** Is there a particular reason why you do not support the measure I just described? Verbatim responses recorded and later grouped into categories shown below.

Taxes already too high	37%
Mismanagement of budget	13%
Not sure / No particular reason	12%
Need more information	10%
Do not trust government	10%
Economic crisis	6%
Should reduce budget, spending	5%
Measure is unnecessary	4%
Find other revenue sources	4%
Measure will have no sunset	1%

*Split Sample. Only Sample B receives Q7 & Q8.*

Q7	In order to prevent cuts and provide funding for essential City services, including:			
	<ul style="list-style-type: none"> <li>◇ Police and crime prevention</li> <li>◇ Fire protection, paramedic, and 9-1-1 emergency response services</li> <li>◇ And paving, maintaining and repairing local streets</li> </ul>			
	Shall the City of Hesperia (Heh-spare-ee-uh) enact a 5% (five percent) Utility Users Tax on gas, electric, water and telecommunications charges for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local?			
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>			
	1	Definitely Yes	9%	<i>Skip to Q9</i>
	2	Probably Yes	20%	<i>Skip to Q9</i>
	3	Probably No	10%	<i>Ask Q8</i>
4	Definitely No	50%	<i>Ask Q8</i>	
98	Not sure	10%	<i>Skip to Q9</i>	
99	Refused	0%	<i>Skip to Q9</i>	
Q8	Is there a particular reason why you do not support the measure I just described? <i>Verbatim responses recorded and later grouped into categories shown below.</i>			
	Taxes already too high		44%	
	Mismanagement of budget		14%	
	Measure is unnecessary		14%	
	Economic crisis		11%	
	Cannot afford high taxes		10%	
	Find other revenue sources		7%	
	Service reductions in recent years		6%	
	Need more information		4%	
	Not sure / No particular reason		1%	

## Section 4: UUT Tax Threshold

*Split Sample. Only Sample B receives Q9*

Q9	The rate for the Utility Users Tax to fund essential city services has yet to be determined, although several rates are being considered.						
	If you heard that the rate would be _____ of your gas, electric, water and telecommunications charges, would you vote yes or no on the measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>						
<i>Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next section.</i>							
	<i>Ask in Order</i>	Definitely Yes	Probably Yes	Probably No	Definitely No	Not sure	Refused
A	5 percent	7%	15%	11%	57%	11%	0%
B	4 percent	10%	17%	10%	51%	9%	1%
C	3 percent	15%	26%	8%	44%	5%	2%

## Section 5: Projects

Q10	The measure we've been discussing will continue funding for a variety of services in the City.						
	If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? <i>Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?</i>						
	<i>Randomize</i>	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Not sure	Refused
A	Provide police services, including crime prevention and investigations	56%	25%	4%	8%	7%	1%
B	Reduce gang activity and drug-related crimes	70%	15%	5%	5%	4%	1%
C	Provide fire protection and paramedic services	62%	18%	4%	9%	7%	1%
D	Maintain rapid response times for 9-1-1 emergencies	61%	18%	5%	7%	8%	1%
E	Pave, maintain, and repair local streets	62%	21%	5%	7%	4%	1%
F	Prevent and remove graffiti	50%	24%	8%	10%	7%	1%
G	Provide animal shelter and animal control services	35%	31%	14%	14%	5%	2%
H	Attract new businesses and jobs to the City	52%	20%	9%	11%	5%	2%

### Section 6: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q11 Supporters of the measure say: \_\_\_\_\_. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?

	<i>Randomize</i>	Very convincing	Somewhat convincing	Not at all convincing	Do not believe	Not sure	Refused
A	All money raised by this measure will be spent locally to maintain the quality of services in our community. It cannot be taken away by the State or be used for other purposes.	47%	29%	21%	1%	1%	0%
B	There will be a clear system of accountability including annual independent audits to ensure that the money is spent properly.	37%	32%	27%	1%	2%	1%
C	The tax will last only five years. It can not be increased or extended without voter approval.	36%	27%	34%	1%	1%	0%
D	This measure will allow the City to keep up with basic repairs and maintenance to streets. If we don't take care of it now, it will be a lot more expensive to repair in the future.	42%	29%	27%	0%	1%	0%
E	By keeping our city safe, clean and well-maintained, this measure will help protect our quality of life and our property values.	32%	37%	28%	1%	2%	0%
F	A half-cent sales tax increase means that if you spend 100 dollars at a local store, the tax increase will be just 50 cents. That is a small price to pay to ensure that our city stays safe, clean and well-maintained.	37%	30%	30%	0%	2%	0%
G	The City of Hesperia (Heh-spare-ee-uh) has been very responsible in managing its budget. In the past two years the City has cut the budget as far as possible, made staffing cuts, and used one-time-funds when appropriate. If we want to continue receiving quality city services, we need to support this measure.	27%	43%	26%	1%	2%	1%
H	When you need emergency care, you need it fast. Minutes count in these situations. This measure will ensure that we have enough police officers, firefighters and paramedics so that they can respond quickly to emergencies.	43%	33%	21%	1%	2%	0%

**Section 7: Interim Ballot Test**

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again.

*Split Sample. Only Sample A receives Q12.*

**Q12** In order to prevent cuts and provide funding for essential City services, including:

- ◊ Police and crime prevention
- ◊ Fire protection, paramedic, and 9-1-1 emergency response services
- ◊ And paving, maintaining and repairing local streets

Shall the City of Hesperia (Heh-spare-ee-uh) enact a one-half cent sales tax for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local?

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)?

1	Definitely yes	37%
2	Probably yes	23%
3	Probably no	9%
4	Definitely no	25%
98	Not sure	6%
99	Refused	0%

*Split Sample. Only Sample B receives Q13.*

**Q13** In order to prevent cuts and provide funding for essential City services, including:

- ◊ Police and crime prevention
- ◊ Fire protection, paramedic, and 9-1-1 emergency response services
- ◊ And paving, maintaining and repairing local streets

Shall the City of Hesperia (Heh-spare-ee-uh) enact a 5% (five percent) Utility Users Tax on gas, electric, water and telecommunications charges for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local?

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)?

1	Definitely yes	14%
2	Probably yes	24%
3	Probably no	8%
4	Definitely no	46%
98	Not sure	8%
99	Refused	0%

### Section 8: Negative Arguments

Next, let me tell you what opponents of the measure are saying.

Q14 Opponents of the measure say: \_\_\_\_\_. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?

	<i>Randomize</i>	Very convincing	Somewhat convincing	Not at all convincing	Do not believe	Not sure	Refused
A	People are having a hard time making ends meet with the housing crisis, high unemployment, and the economy in recession. Now is NOT the time to be raising taxes.	50%	29%	19%	0%	1%	0%
B	Government agencies need to live within their means, just like everyone else. We should not support this tax.	44%	27%	26%	0%	2%	1%
C	The State of California just raised the sales tax by 1%. Now the City wants to raise the sales tax again? That's not fair to taxpayers.	49%	27%	22%	0%	2%	0%
D	Experts say that raising taxes during a recession will hurt the economy even more.	45%	26%	27%	0%	1%	0%
E	This tax will hurt seniors and others on fixed-incomes.	45%	29%	24%	1%	1%	0%
F	If the City has the money to buy the golf course, it obviously has enough money to provide other services. This tax isn't needed.	42%	27%	27%	0%	3%	0%
G	City employees are making too much money in salary, pensions and benefits. The City needs to tighten its belt before asking residents to pay more taxes.	41%	25%	27%	0%	5%	0%

**Section 9: Final Ballot Test & Alternative**

Now that you have heard more about the measure, let me read you a summary of it one more time.

*Split Sample. Only Sample A receives Q15-Q17.*

**Q15** In order to prevent cuts and provide funding for essential City services, including:

- ◊ Police and crime prevention
- ◊ Fire protection, paramedic, and 9-1-1 emergency response services
- ◊ And paving, maintaining and repairing local streets

Shall the City of Hesperia (Heh-spare-ee-uh) enact a one-half cent sales tax for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local?

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)?*

1	Definitely yes	30%	Skip to D1
2	Probably yes	22%	Skip to D1
3	Probably no	14%	Skip to Q16
4	Definitely no	30%	Skip to Q16
98	Not sure	4%	Skip to Q16
99	Refused	0%	Skip to D1

*Only ask Q16 if Q15=(3,4,98)*

**Q16** What if the half-cent sales tax increase for the City did not go into effect until after the State lowers the statewide sales tax rate by 1% in July 2011? Would you vote yes or no on this measure? *Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?*

	Supported at Q15	52%
1	Definitely yes	3%
2	Probably yes	11%
3	Probably no	8%
4	Definitely no	22%
98	Not sure	5%
99	Refused	0%

<i>Only ask Q17 if Q15=(3,4,98)</i>		
Q17	How about if instead of raising the local sales tax by one-half cent, the measure increased it by a smaller amount? Would you vote yes or no on this measure if the rate were one-quarter cent? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>	
	Supported at Q15	52%
	1 Definitely yes	1%
	2 Probably yes	6%
	3 Probably no	8%
	4 Definitely no	29%
	98 Not sure	4%
	99 Refused	0%
<i>Split Sample. Only Sample B receives Q18.</i>		
Q18	In order to prevent cuts and provide funding for essential City services, including: <ul style="list-style-type: none"> <li>◇ Police and crime prevention</li> <li>◇ Fire protection, paramedic, and 9-1-1 emergency response services</li> <li>◇ And paving, maintaining and repairing local streets</li> </ul> Shall the City of Hesperia (Heh-spare-ee-uh) enact a 5% (five percent) Utility Users Tax on gas, electric, water and telecommunications charges for a period not to exceed 5 years, with independent audits, annual reports to the community, and all money staying local?  If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i>	
	1 Definitely yes	13%
	2 Probably yes	21%
	3 Probably no	10%
	4 Definitely no	52%
	98 Not sure	4%
	99 Refused	1%

#### Section 10: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	Do you own or rent your residence in the City of Hesperia (Heh-spare-ee-uh)?	
	1 Own	83%
	2 Rent	13%
	99 Refused	5%

D2	Which of the following best describes your current home?		
	1	Detached single family home	92%
	2	Apartment	4%
	3	Condominium	0%
	4	Townhome	2%
	99	Refused	2%
D3	Do you or your family own a business in Hesperia (Heh-spare-ee-uh)?		
	1	Yes	10%
	2	No	90%
	99	Refused	1%
D4	Do you have children under the age of 18 living with you?		
	1	Yes	34%
	2	No	65%
	99	Refused	1%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey!			

#### Post-Interview & Sample Items

S1	Gender		
	1	Male	44%
	2	Female	56%
S2	Party		
	1	Democrat	35%
	2	Republican	48%
	3	Other	5%
	4	DTS	12%

S3 Age on Voter File		
1	18 to 29	8%
2	30 to 39	10%
3	40 to 49	18%
4	50 to 64	35%
5	65 or older	29%
99	Not Coded	0%
S4 Registration Date		
1	2010 to 2005	26%
2	2004 to 2001	32%
3	2000 to 1997	12%
4	1996 to 1990	18%
5	Before 1990	12%
S5 Household Party Type		
1	Single Dem	16%
2	Dual Dem	12%
3	Single Rep	17%
4	Dual Rep	23%
5	Single Other	6%
6	Dual Other	4%
7	Dem & Rep	7%
8	Dem & Other	5%
9	Rep & Other	8%
0	Mixed (Dem + Rep + Other)	1%
S6 Likely to Vote by Mail		
1	Yes	47%
2	No	53%
S7 Likely June 2010 Voter		
1	Yes	63%
2	No	37%