Office of the City Manager

April 18, 2014

To: Honorable Mayor and Members of the City Council

From: Christine Daniel, City Manager

Subject: April 2014 Community Survey Top Line Results

Attached please find a copy of the top line results from the April 2014 Community Survey that the City Council directed be undertaken. A detailed analysis of the survey results will be included in a report and presentation to the Council at its May 6, 2014 regular meeting. This memorandum was prepared in the interest of providing information about the survey results as quickly as possible. More detail will be available when the analysis of the results is completed.

Attachment

cc: William Rogers, Deputy City Manager
Ann-Marie Hogan, City Auditor
Mark Numainville, City Clerk
Matthai Chakko, Public Information Officer

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City of Berkeley Community Survey
500 Likely November 2014 Voters (voter file)
April 9 – 13, 2014

FINAL TOPLINES

	TOTAL
N=	500
Gender	
Men	46
Women	54
Region	
City Council Districts 5, 6, 8	42
City Council Districts 3, 4, 7	33
City Council Districts 1, 2	25
Party registration	
Democrat	70
Republican	4
DTS	20
Other	6

1. **[T]** Although it is some time from now, what are the chances of you voting in the general election for Governor, other offices, and ballot measures 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	88
probably	12
50-50	**TERMINATE**
probably not	**TERMINATE**
definitely not	**TERMINATE**
(don't know)	**TERMINATE**

	TOTAL
N=	500

Next, 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.

ROTATE Q2 AND Q3

2. Berkeley has a large number of vacant storefronts and other vacant ground floor commercial properties. How concerned are you about these vacant ground floor commercial properties in Berkeley—very concerned, somewhat concerned, not too concerned, or not at all concerned?

Very concerned	30
Somewhat concerned	41
Not too concerned	16
Not at all concerned	10
(Don't know)	3
(Refused)	0
Concerned	71
Not concerned	26

3. How concerned are you about the deterioration of Berkeley city parks and playgrounds—very concerned, somewhat concerned, not too concerned, or not at all concerned?

Very concerned	33
Somewhat concerned	42
Not too concerned	14
Not at all concerned	8
(Don't know)	3
(Refused)	0
Concerned	75
Not concerned	21

TOTAL
N= 500

[SPLIT C: Hear Q4-Q5, then Q6-Q10, then Q11-Q13
SPLIT D: Hear Q6-Q10, then Q11-Q13, then Q4-Q5
SPLIT E: Hear Q11-Q13, then Q4-Q5, then Q6-Q10]

4. **[T]** Now let me ask you about [a/another] measure that could be on the ballot in the City of Berkeley this November: Shall the City of Berkeley enact a Commercial Vacancy Tax of one dollar per square foot that would be assessed on the ground floor of commercial properties that have been vacant for two years, with escalating assessment amounts for subsequent years of vacancy, and with hardship exceptions and the opportunity for appeal, with the revenue going toward the City's general fund?

   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 26
   Yes – not so strongly 10
   Lean yes 11

   Undecided 27

   Lean no 2
   No – not so strongly 7
   No – strongly 16

   (Refused) 0

   Yes 48
   No 26

5. Regarding the measure I just read to you, let me give you some more information. Ground floor commercial vacancies affect the economic vitality of Berkeley and hurt local communities by making commercial districts look like they are in decline or unsafe. A commercial vacancy tax would provide property owners with an economic incentive to fill these vacant storefronts, reducing urban blight, creating jobs, and building the local economy.

   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 30
   Somewhat more likely 31
   Somewhat less likely 5
   Much less likely 9
   (No difference) 21
   (Don't know) 4

   More likely 61
   Less likely 14

   [Q4/5 Potential Yes][1] 67

[1] "Potential Yes" includes respondents who would vote yes initially (Q4), as well as respondents who are initially undecided or would vote no (Q4) but then say they would be more likely to support the measure after they hear more information (Q5).

	TOTAL
N=	500

ROTATE Q6 AND Q7

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

6. **[T]** Shall the City of Berkeley enact a general tax on distributors of sugar-sweetened beverages of one cent per ounce, **with revenues going to the City's general fund?**

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	34
Yes – not so strongly	11
Lean yes	8
Undecided	10
Lean no	4
No – not so strongly	6
No – strongly	28
(Refused)	0
Yes	53
No	38

	TOTAL
N=	500

READ IN BETWEEN Q6 AND Q7: Now I'm going to ask you about a different version of this measure.

7. **[T]** Shall the City of Berkeley enact a special tax on distributors of sugar-sweetened beverages of one cent per ounce, **with revenues dedicated to funding obesity prevention, diabetes prevention, early childhood nutrition, physical activity, nutritional education programs in schools, and/or other health education programs?**

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	49
Yes – not so strongly	10
Lean yes	8
Undecided	6
Lean no	2
No – not so strongly	4
No – strongly	20
(Refused)	0
Yes	67
No	27

TOTAL
N= 500

8. **SSA:** Regarding the measure I just read to you, let me give you some more information. This tax on sugar-sweetened beverages has widespread community support, including from local African-American and Latino leaders. The tax would be placed on distributors—the companies that distribute sugar-sweetened beverages to local stores—and the implementation of this measure would be monitored by an independent oversight committee.

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	35
Somewhat more likely	22
Somewhat less likely	5
Much less likely	8
(No difference)	27
(Don't know)	3
More likely	57
Less likely	13
[Q6/8 Potential Yes][2]	68

9. **SSB:** Regarding the measure I just read to you, let me give you some more information. This tax on sugar-sweetened beverages has widespread community support, including from local African-American and Latino leaders. The tax would be placed on distributors—the companies that distribute sugar-sweetened beverages to local stores—and the implementation of this measure would be monitored by an independent oversight committee. Funds from the tax would be placed in the Healthy Children Trust Fund and dedicated to improving the health of local kids.

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	35
Somewhat more likely	23
Somewhat less likely	5
Much less likely	10
(No difference)	25
(Don't know)	1
More likely	58
Less likely	15
[Q7/9 Potential Yes][3]	70

[2] "Potential Yes" includes respondents who would vote yes initially (Q6), as well as respondents who are initially undecided or would vote no (Q6) but then say they would be more likely to support the measure after they hear more information (Q8).

[3] "Potential Yes" includes respondents who would vote yes initially (Q7), as well as respondents who are initially undecided or would vote no (Q7) but then say they would be more likely to support the measure after they hear more information (Q9).

	TOTAL
N=	500

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

[ROTATE]

_Supporters of this measure say that consumption of sugar-sweetened beverages dramatically increases the risk of diabetes, heart disease, cancer, and obesity in children. This proposal will benefit those most at risk for these diseases and generate millions of dollars in needed revenue that can be used to fight the obesity epidemic and improve our children's health.

_Opponents of this measure say that it is a misguided regressive tax that will hurt low-income residents the most while doing nothing to improve their health. This is just an example of the government dictating what residents should eat and drink, instead of respecting our right to make our own choices as consumers. The real impact of this tax will be that distributors will pass on the taxes to locally-owned small businesses and restaurants, which will only make it tougher for them to operate on already-tight margins, and could cause many of them to close down. There are much better ways to fund health education and address children's health than a regressive tax that will unfairly impact low-income residents and hurt local small businesses.

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	24
Somewhat more likely	21
Somewhat less likely	10
Much less likely	12
(No difference)	31
(Don't know)	3
More likely	45
Less likely	21

	TOTAL
N=	500

ROTATE Q11 AND Q12

11. Now let me ask you about [a/another] measure that could be on the ballot in the City of Berkeley this November: Shall the City of Berkeley increase the existing Parks parcel tax by 16%, or 43 dollars per year, for an average 1900 square foot house, indexed for inflation, in order to protect the safety and usability of city parks and playgrounds, including repairing deteriorating sports fields, courts, and tot lots citywide, addressing trip hazards and improving pedestrian paths, and ensuring the structural integrity of deteriorating recreation centers used for indoor sports and after-school youth programs?

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	30
Yes – not so strongly	13
Lean yes	10
Undecided	17
Lean no	4
No – not so strongly	5
No – strongly	20
(Refused)	0
Yes	54
No	29

	TOTAL
N=	500

12. Now let me ask you about [a/another] measure that could be on the ballot in the City of Berkeley this November: Shall the City of Berkeley issue bonds not exceeding 15 million dollars to renovate facilities in parks Citywide, including fields, courts, tot lots, recreation centers, dog use areas, and pathways AND ALSO levy a special tax of 1 million dollars to support park and playground operations? After the bonds are issued, the tax for an average house would be 26 dollars for the bond and 24 dollars for the operations 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	29
Yes – not so strongly	13
Lean yes	8
Undecided	22
Lean no	3
No – not so strongly	4
No – strongly	20
(Refused)	0
Yes	51
No	28

TOTAL
N= 500

13. Regarding the measure I just read to you, let me give you some more information. Berkeley's fifty-two parks and playgrounds are deteriorating at a rapid rate, jeopardizing their safety and usability. A community investment in restoring and protecting our parks and playgrounds is necessary in order to bring our parks to a safe standard, so that they can be enjoyed by all. Without this investment, some parks and playgrounds will have to be closed.

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	30
Somewhat more likely	31
Somewhat less likely	5
Much less likely	9
(No difference)	22
(Don't know)	3
More likely	61
Less likely	14
[Q11/13 Potential Yes][4]	70
[Q12/13 Potential Yes][5]	68

[4] "Potential Yes" includes respondents who would vote yes initially (Q11), as well as respondents who are initially undecided or would vote no (Q11) but then say they would be more likely to support the measure after they hear more information (Q13).

[5] "Potential Yes" includes respondents who would vote yes initially (Q12), as well as respondents who are initially undecided or would vote no (Q12) but then say they would be more likely to support the measure after they hear more information (Q13).

TOTAL
N= 500

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

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

Progressive	31
Liberal	30
Moderate	25
Conservative	8
(don't know)	4
(refused)	2

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

DO NOT READ

1 - 11th grade	1
high school graduate	7
non-college post H.S.	0
some college	17
college graduate	40
post-graduate school	35
(don't know/refused)	0

16. **[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	49
Employed part-time	13
Unemployed	4
Retired	25
Full-time student and not working	6
Homemaker	2
(don't know/refused)	2

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

Yes	24
No	75
(don't know/refused)	0

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

own	61
rent	35
(other)	3
(don't know/refused)	1

TOTAL
N= 500

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

Less than two years	4
Two to five years	12
Five to ten years	16
Ten to twenty years	23
More than twenty years	37
All your life	5
(don't know/refused)	2

20. **[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	65
Black / African American	11
Latino / Hispanic	8
Asian / Pacific Islander	9
Native American	0
(other)	3
(don't know/refused)	4

Age

18-24	12
25-29	8
30-34	6
35-39	7
40-44	5
45-49	9
50-54	9
55-59	8
60-64	10
65-69	9
70-74	5
75 & over	13
(Don't know)	0