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City of Union City: 2021 Fireworks Issues Survey

October 2021

Overview and Research Objectives



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The City of Union City commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Assess opinion on the City's efforts to address the Coronavirus crisis;
- Gauge the public's awareness and perceptions of fireworks issues in the City;
- Test the influence of arguments for and against a hypothetical fireworks ban;
- Assess hypothetical voter support for an increase in the penalties for illegal use of fireworks in Union City;
- Assess hypothetical voter support for a referendum to ban all fireworks in Union City;
- Assess hypothetical voter support for a sales tax measure to protect and maintain funding for City services that cannot be taken by the State; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview



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- Data Collection Landline (10), cell phone (20), text to online (293), and email to online (119) interviewing
- Universe 21,829 Likely November 2022 Voters
- Fielding Dates September 20 to September 26, 2021
- Interview Length 17 minutes
- Sample Size n=442
- Margin of Error $\pm 4.61\%$



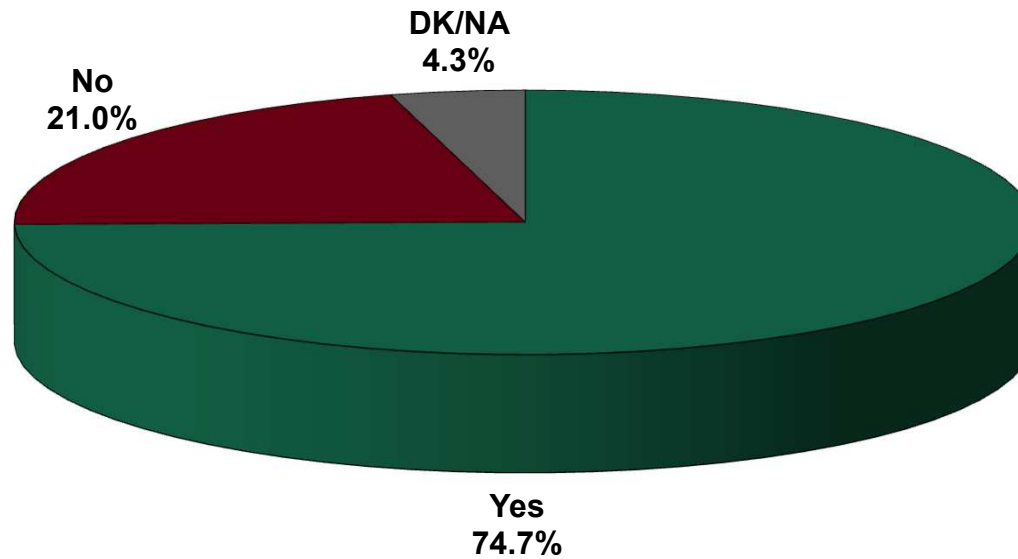
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Key Findings

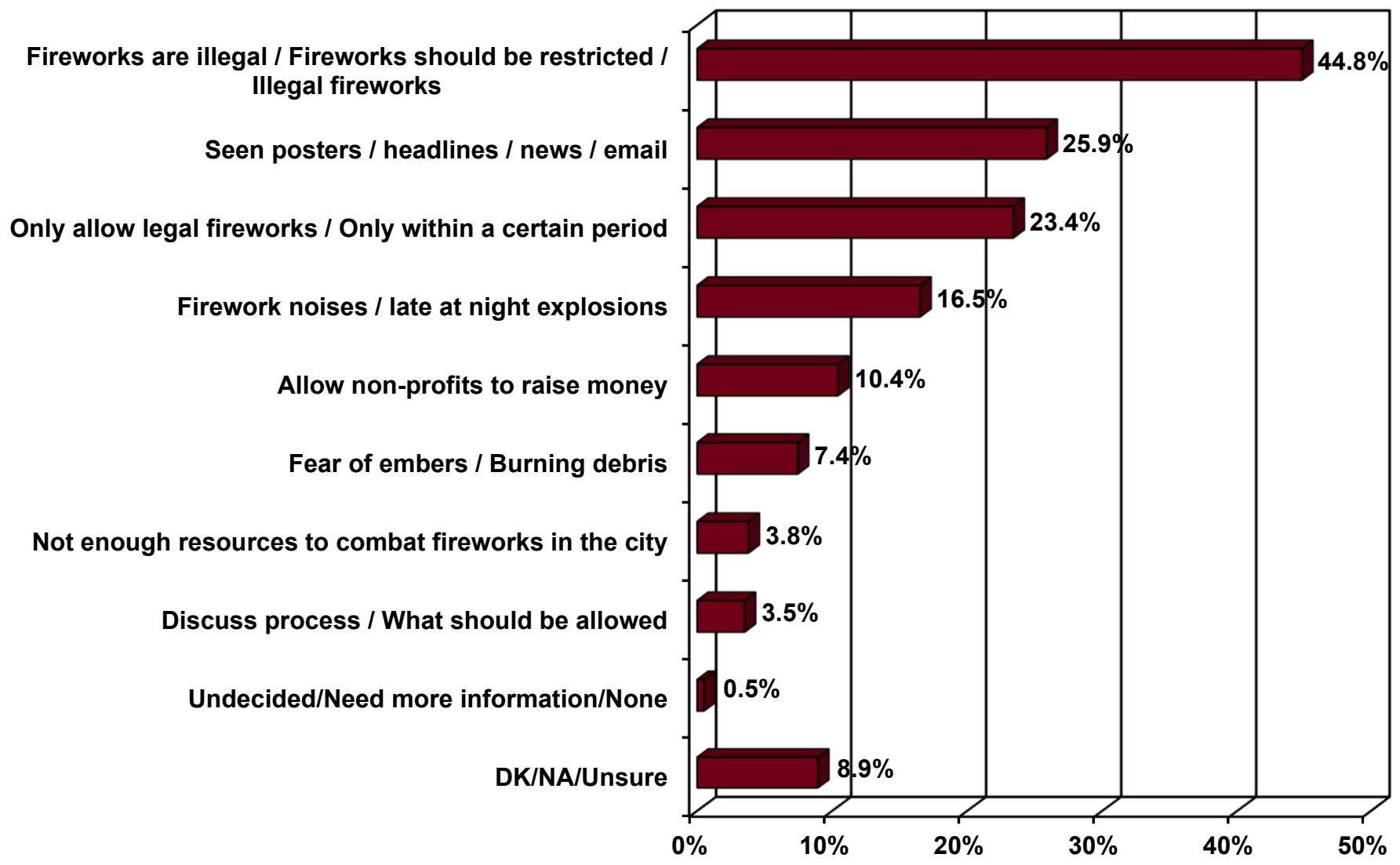
Seen, Heard or Read Anything About Use of Fireworks in the City

Likely November 2022 Voters



Information Seen, Heard or Read About Use of Fireworks in the City

Likely November 2022 Voters

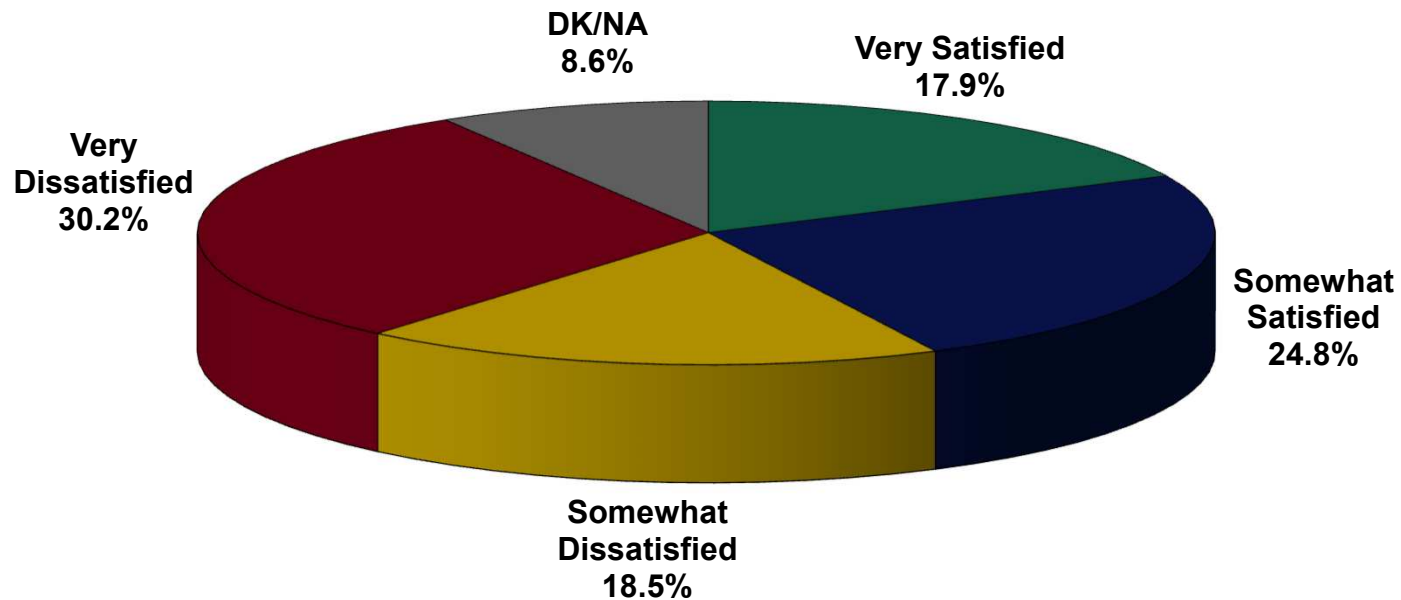


Satisfaction With the City's Safe Handling of Legal and Illegal Fireworks

Likely November 2022 Voters



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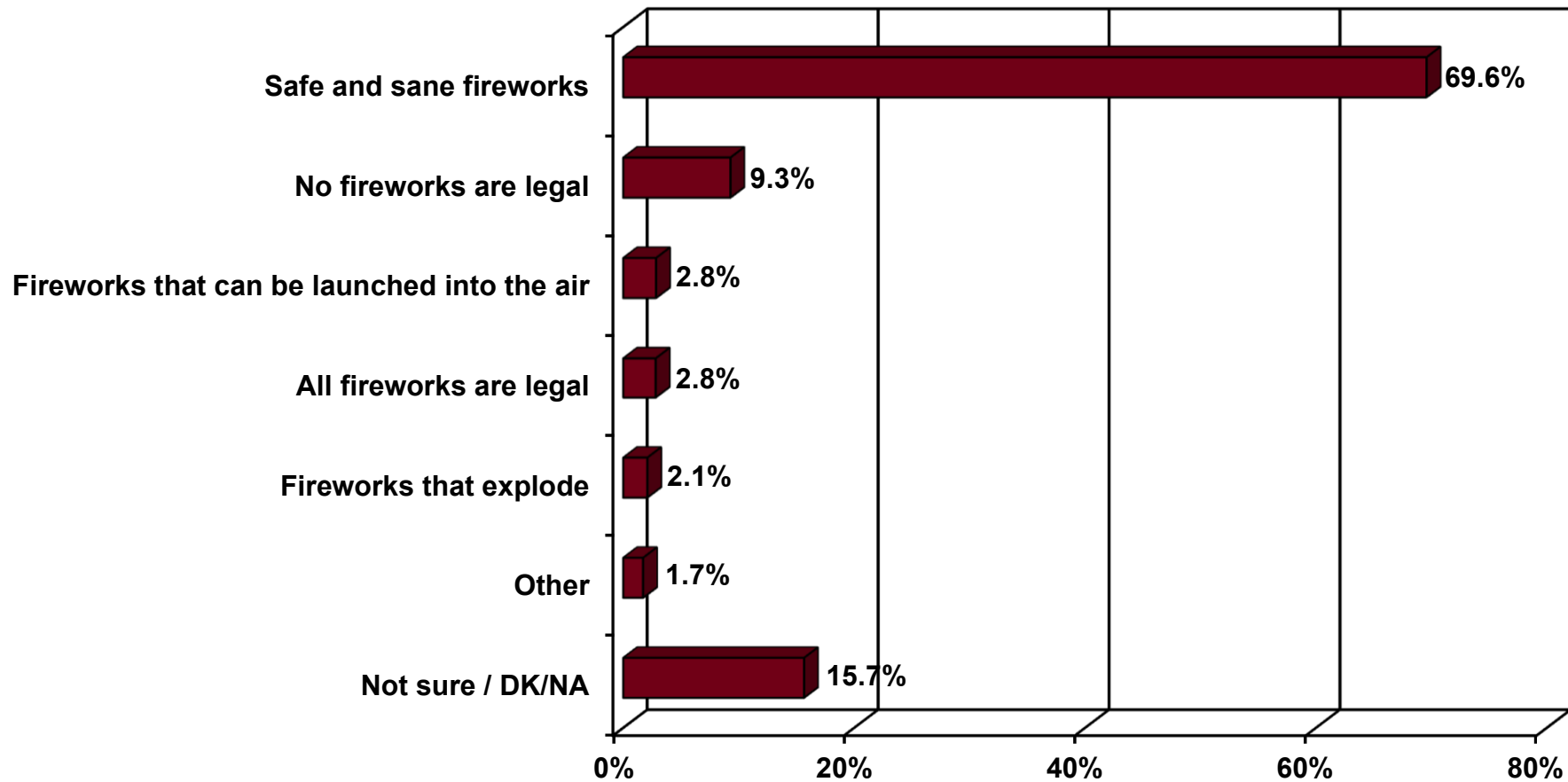
	<u>Nov 2022</u>
Total Satisfied	42.7%
Total Dissatisfied	48.7%
Ratio Sat to Dissat	0.88

Public Perceptions of Which Fireworks are Legal in the City

Likely November 2022 Voters



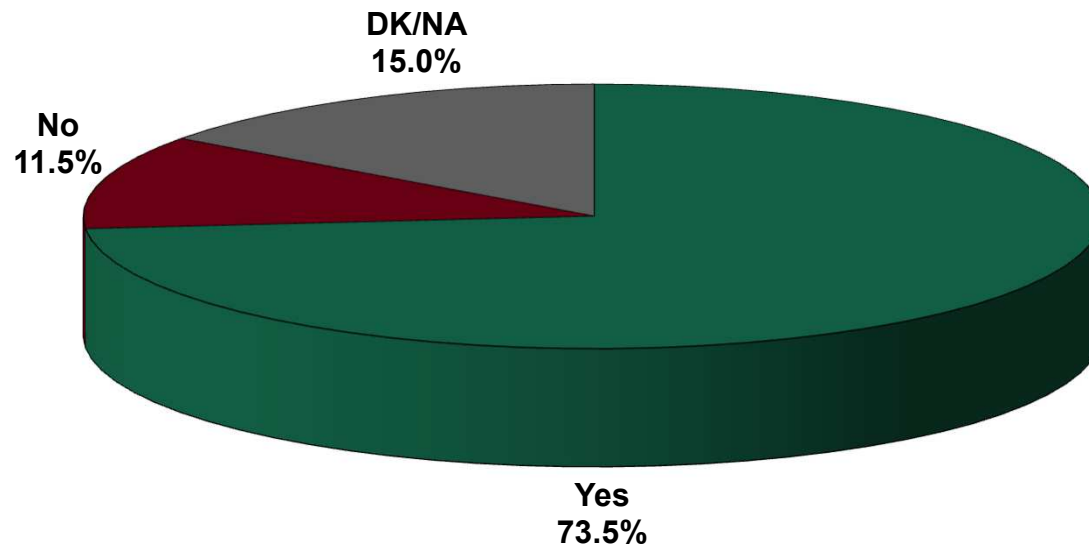
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Perceived Difference Between “Safe and Sane” Fireworks and Other Types Likely November 2022 Voters



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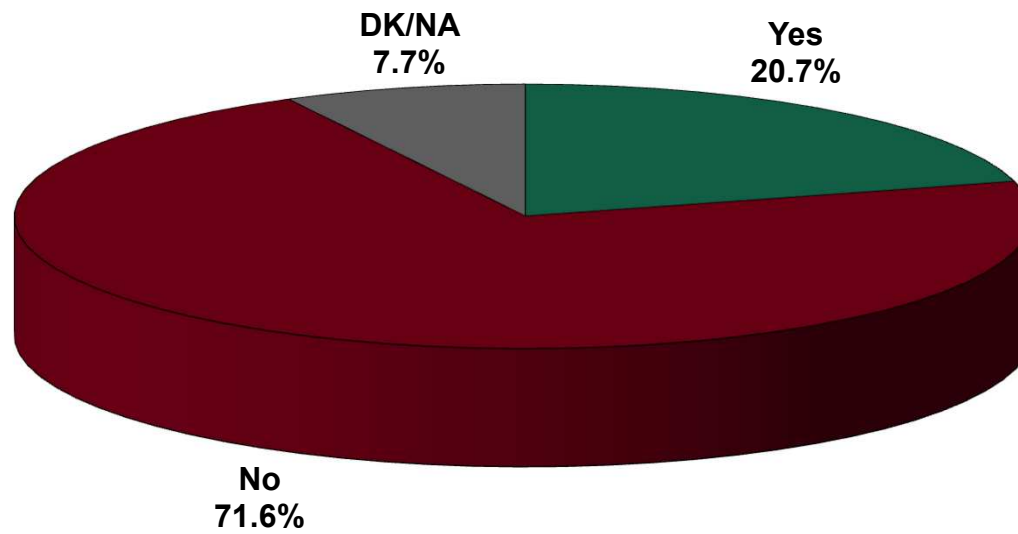


Seen, Heard or Read About Proposal to Ban All Fireworks in the City

Likely November 2022 Voters

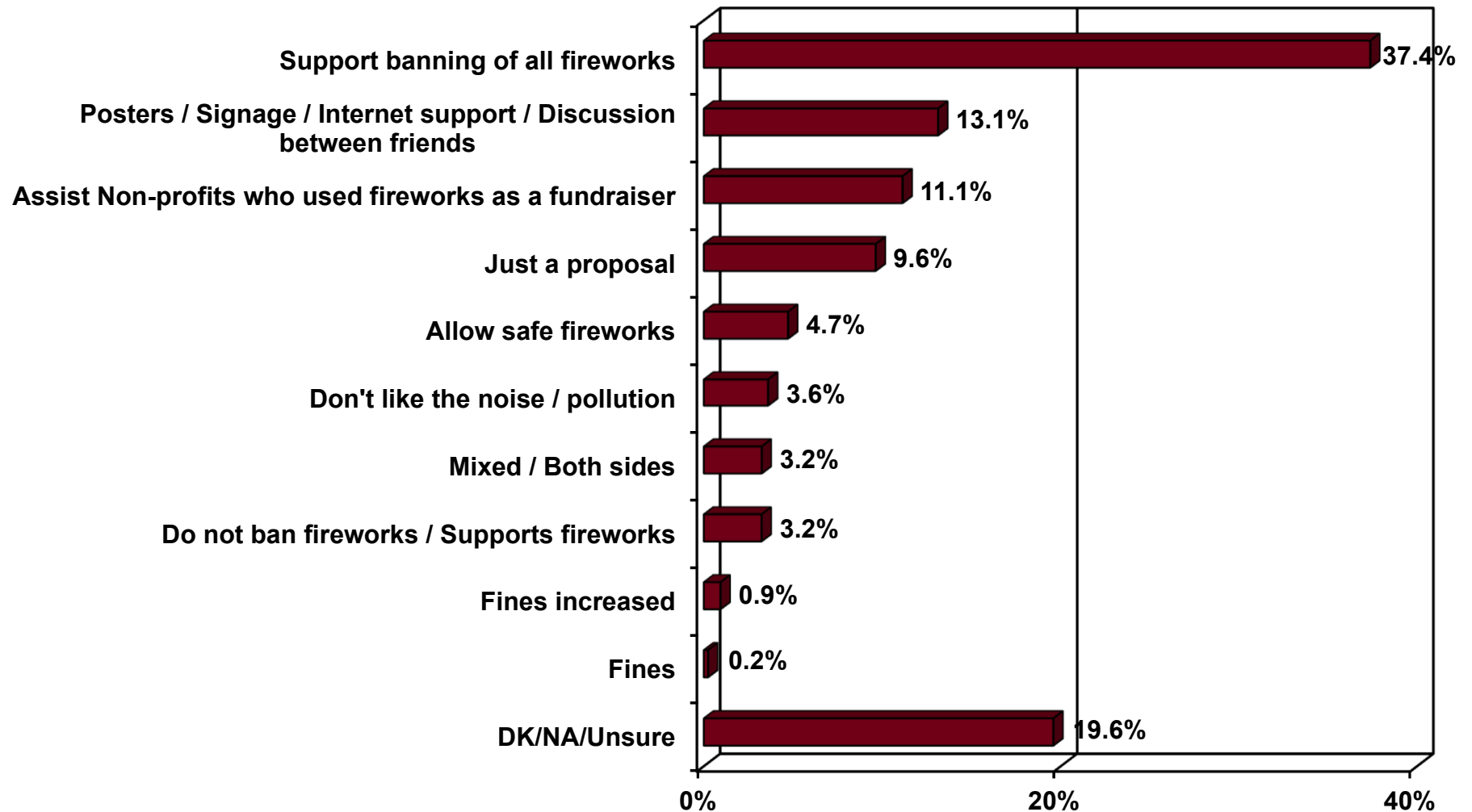


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What Seen, Heard or Read About Banning All Fireworks

Likely November 2022 Voters

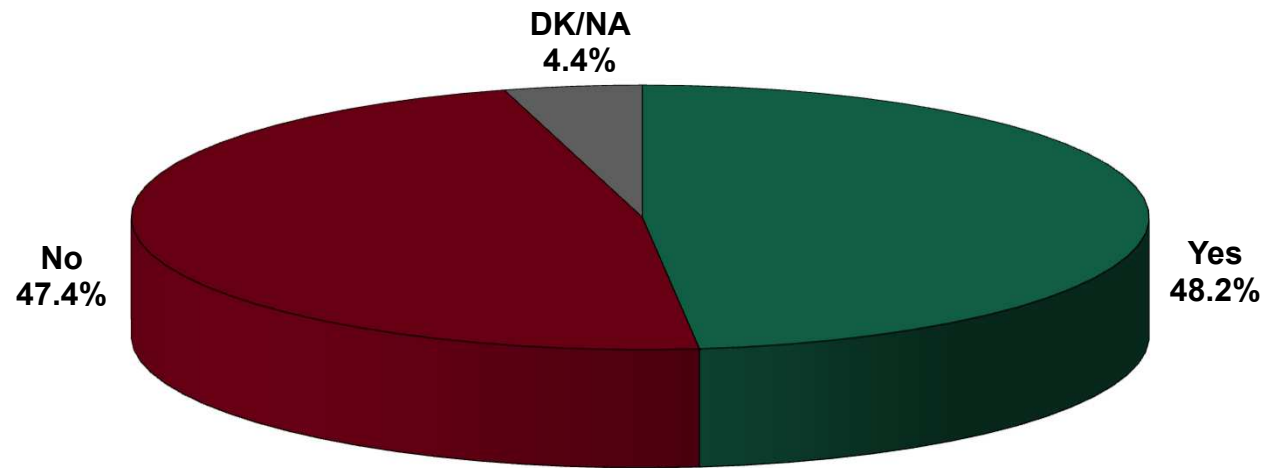


Personally Negatively Impacted by Other's Use of Fireworks in City

Likely November 2022 Voters

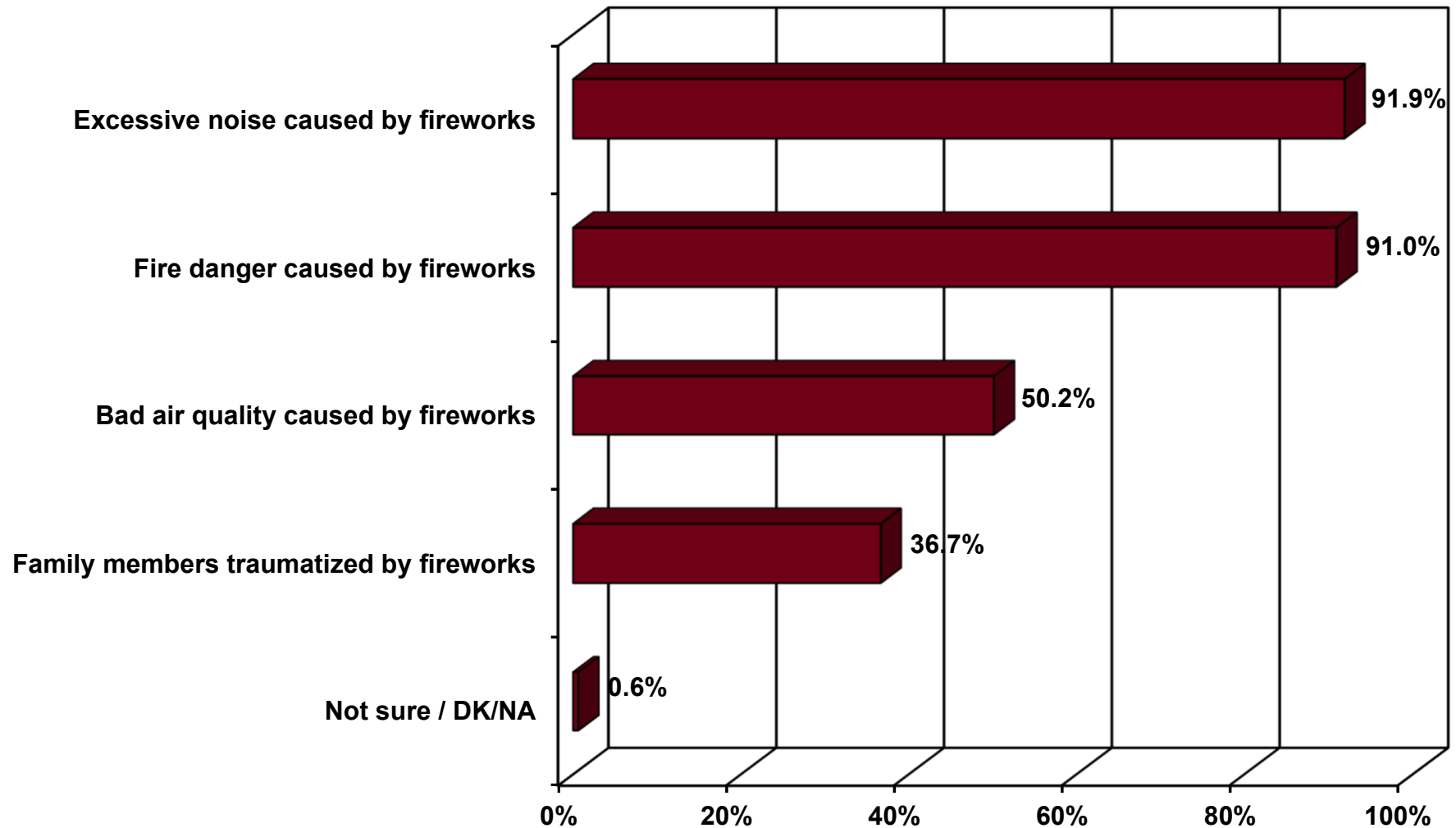


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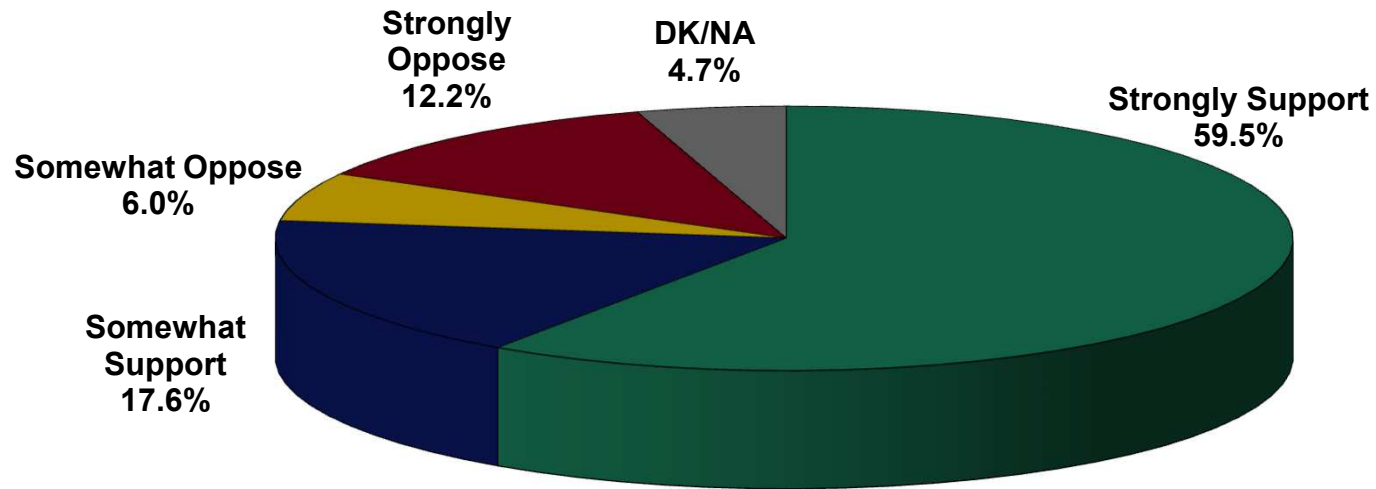
How Impacted by Other's Use of Fireworks in the City

Likely November 2022 Voters



Support for Ordinance to Increase Fine to \$1,000 for Illegal Fireworks Usage

Likely November 2022 Voters



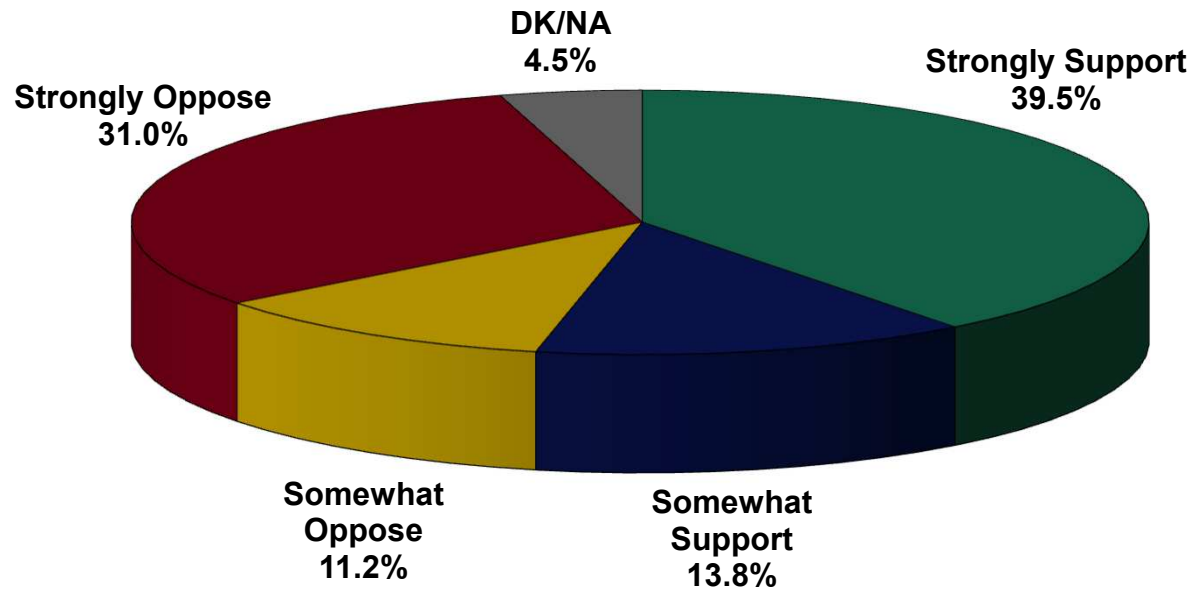
	<u>Nov 2022</u>
Total Support	77.1%
Total Oppose	18.2%

Uninformed Support for Ordinance Banning All Fireworks Usage in the City

Likely November 2022 Voters



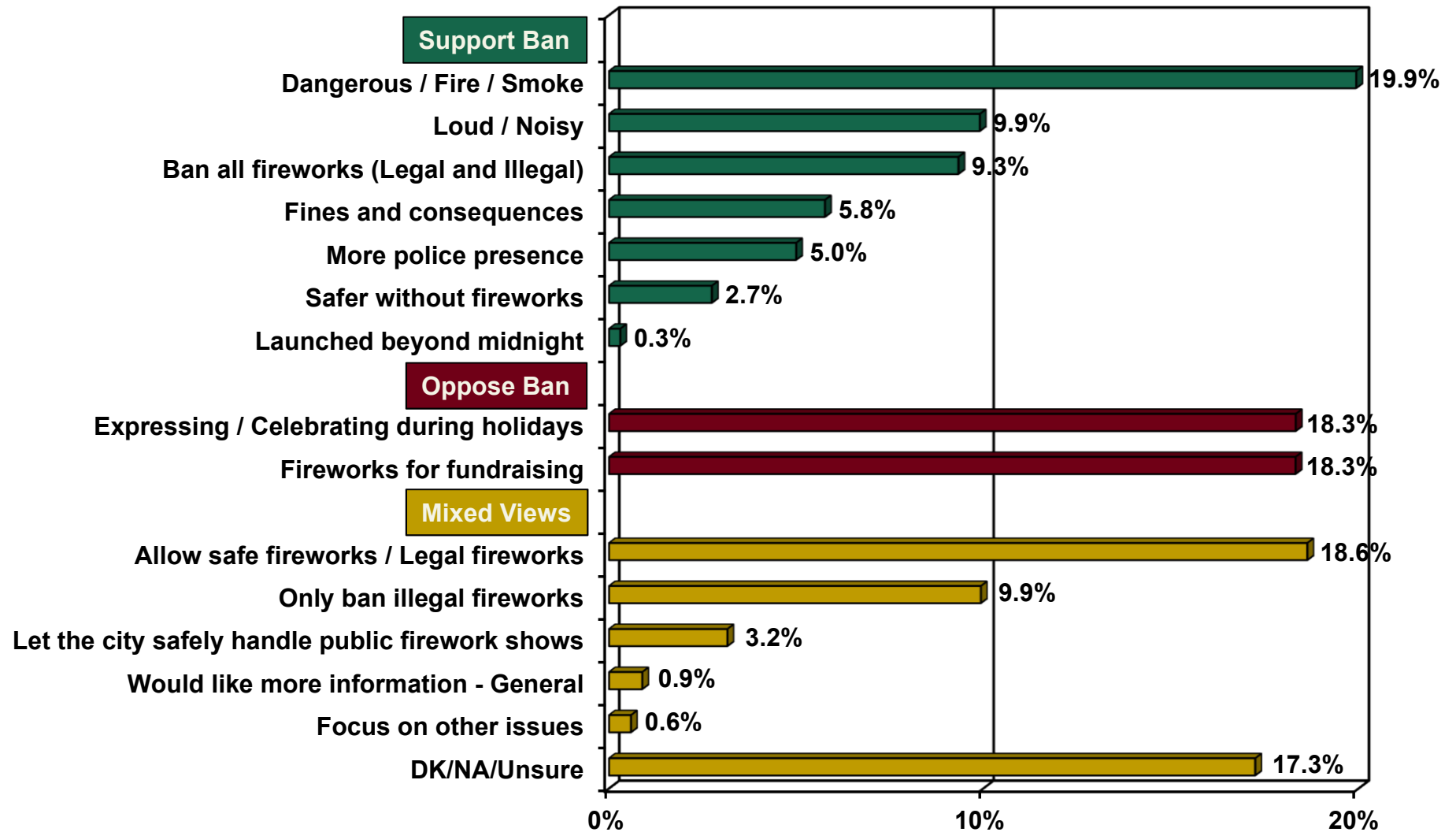
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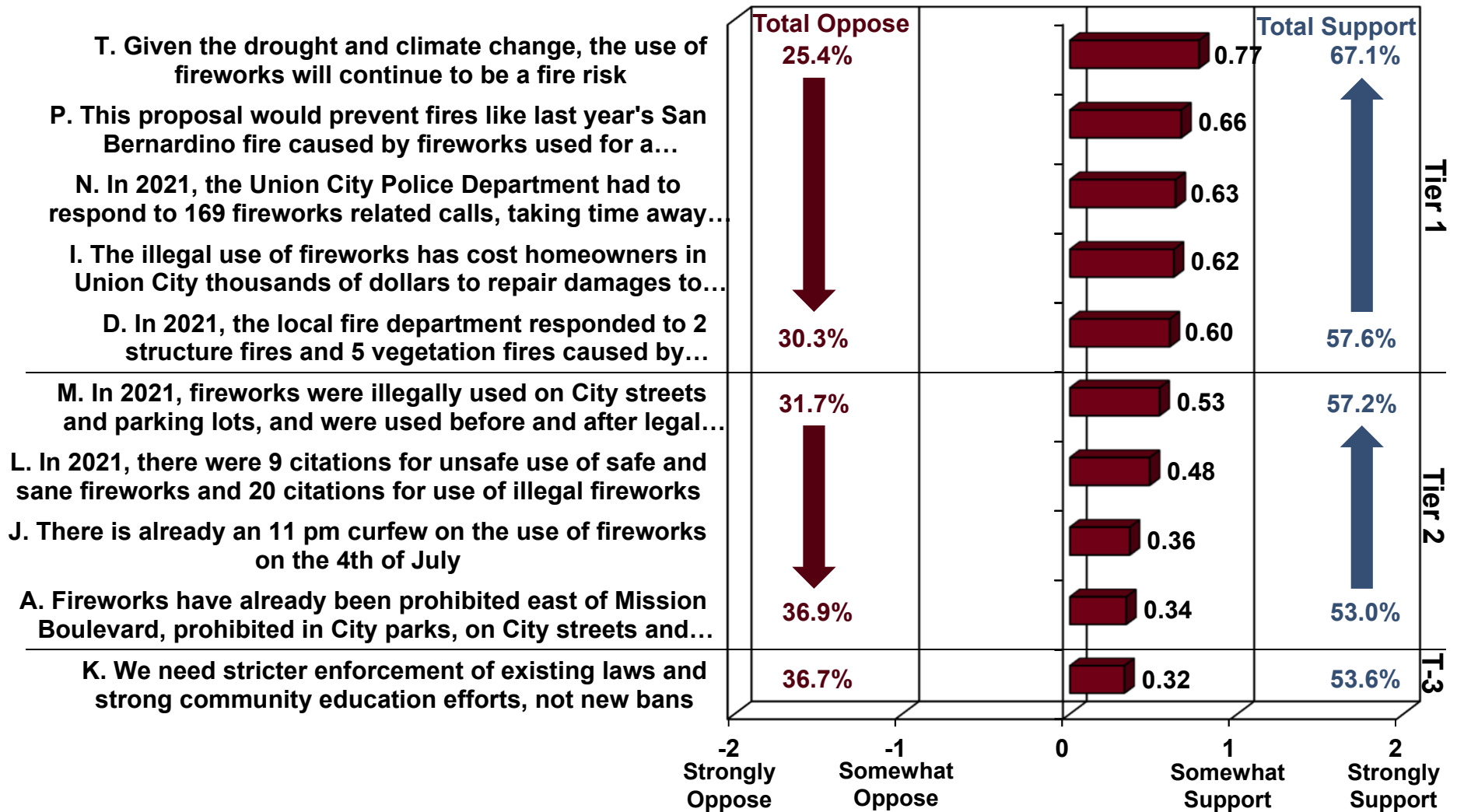
	<u>Nov 2022</u>
Total Support	53.3%
Total Oppose	42.2%

Reasons for Support or Opposition to Fireworks Ban

Likely November 2022 Voters



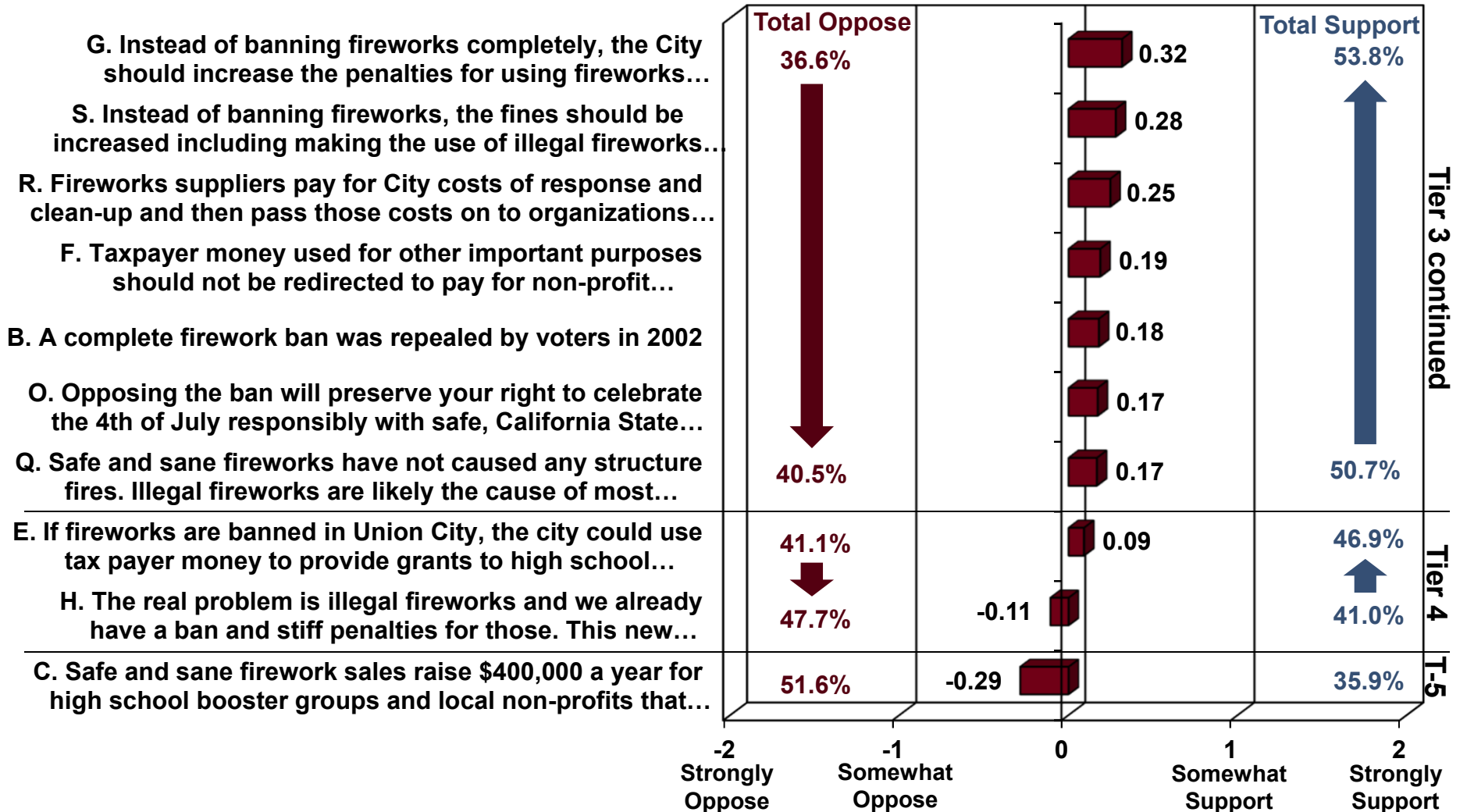
Arguments For or Against the Fireworks Ban | Likely November 2022 Voters



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "More Likely to Strongly Support" = +2, More Likely to Somewhat Support" = +1, "More Likely to Somewhat Oppose" = -1, and "More Likely to Strongly Oppose" = -2.

Arguments For or Against the Fireworks Ban II

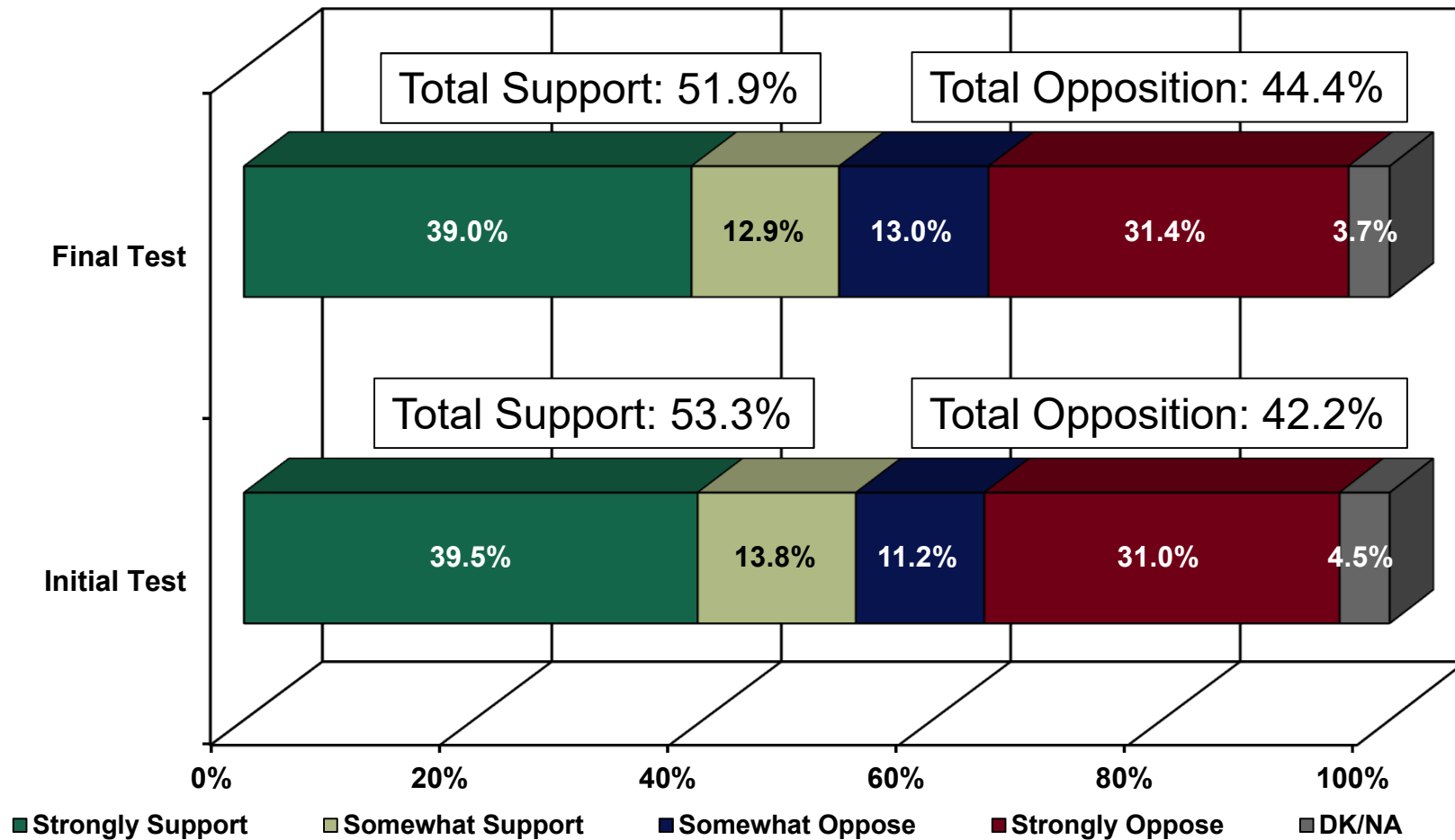
Likely November 2022 Voters



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "More Likely to Strongly Support" = +2, More Likely to Somewhat Support" = +1, "More Likely to Somewhat Oppose" = -1, and "More Likely to Strongly Oppose" = -2.

Informed Support for Ordinance Banning All Fireworks Usage in the City

Likely November 2022 Voters

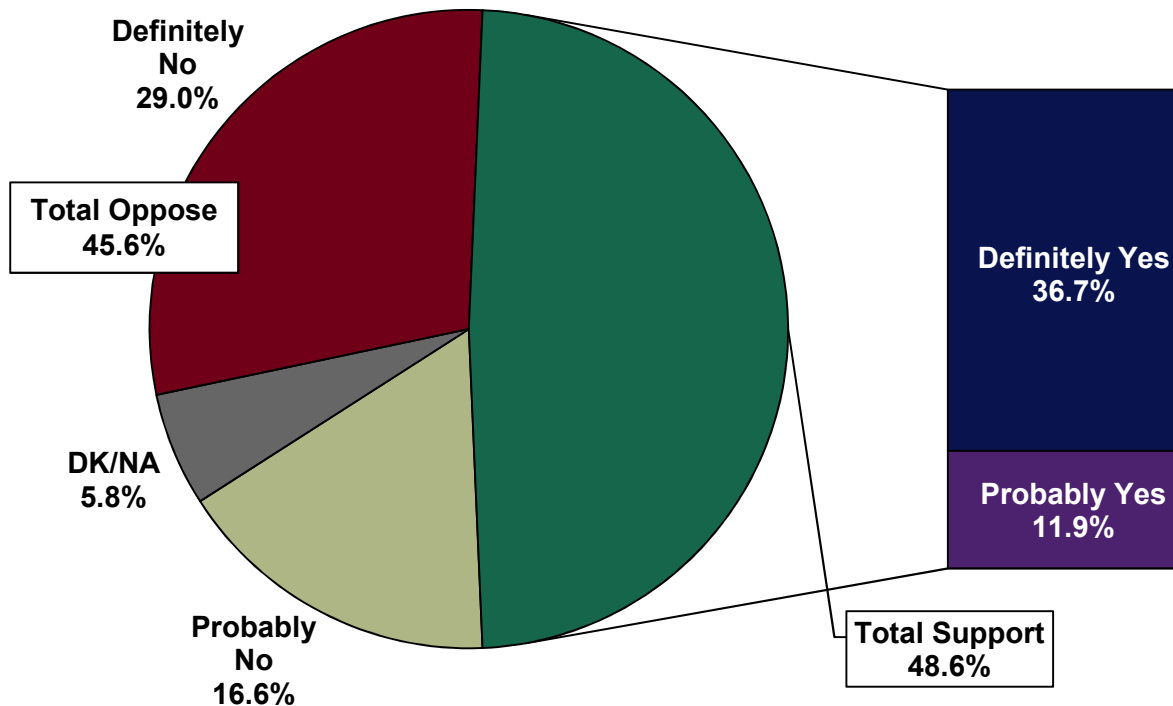


Support for Referendum on Municipal Code to Prohibit Sale and Use of Fireworks

Likely November 2022 Voters

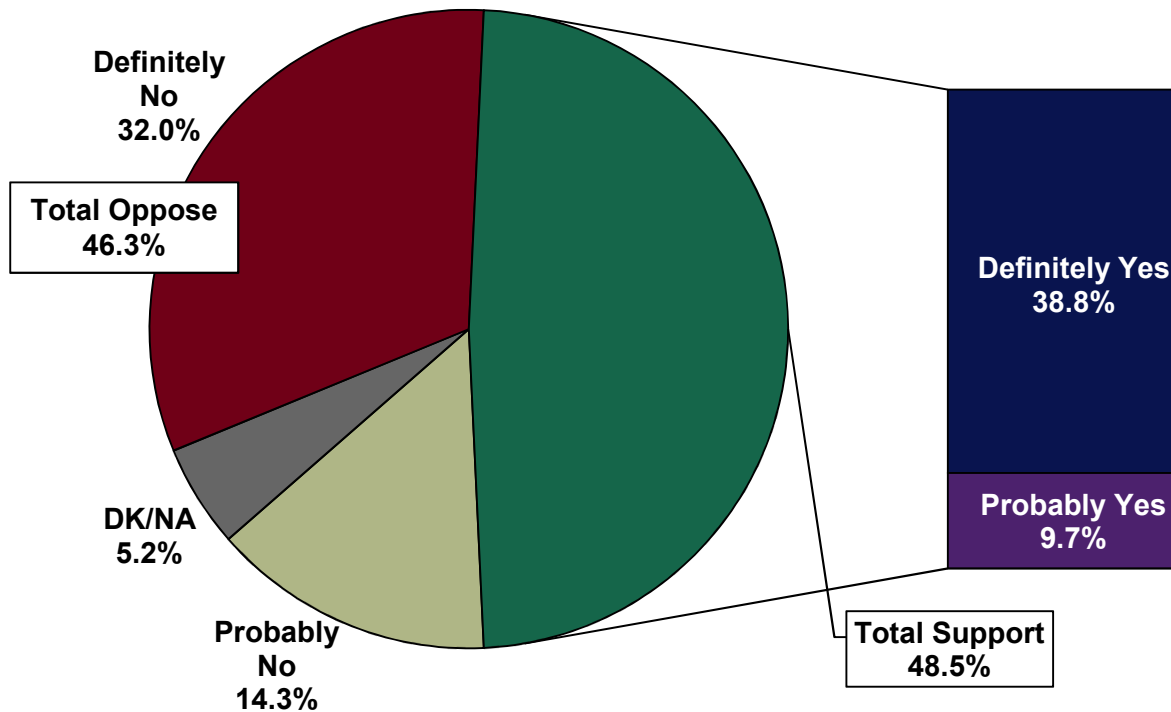


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Shall the ordinance of the City Council of the City of Union City Repealing and Replacing the Union City Municipal Code to Prohibit the Sale and Use of Fireworks, be adopted?

Confirmation of What a “Yes” Vote Means Likely November 2022 Voters



If you heard that:
A YES vote means sale of all fireworks would be prohibited.
Given this information, would you vote yes or no on this measure if the election were held today?

Key Take-Aways



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The survey suggests several key take-aways for policy makers:

- A large majority of residents understand the difference between “safe and sane” and illegal fireworks.
- Nearly equal pluralities indicated they were, or were not, negatively impacted by fireworks.
- There is overwhelming support for increasing the penalties on usage of illegal fireworks from \$100 to \$1,000, and making Union City residents liable for the illegal use of fireworks used by guests in their homes.
- Opinions are mixed about a potential ban, and an ordinance banning safe and sane fireworks.
- Should an ordinance banning on safe and sane fireworks be adopted by the council, this ordinance is unlikely to hold up in a referendum.



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