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City of Union City: 2022 Sales Tax Survey

March 2022

Overview and Research Objectives

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 perceptions of where the economy is headed, satisfaction with the provision of City services, and the City's management of public funds;
- Assess potential voter support for a sales tax measure to protect and maintain funding for City services that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of informational and critical statements on potential voter support;
- Identify the duration at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Landline (19), cell (136), text to online (222), and email to online (59) interviewing
- Universe 20,231 Likely November 2022 Voters
- Fielding Dates March 8 to March 22, 2022
- Interview Length 22 minutes
- Sample Size n=435
- Margin of Error $\pm 4.65\%$



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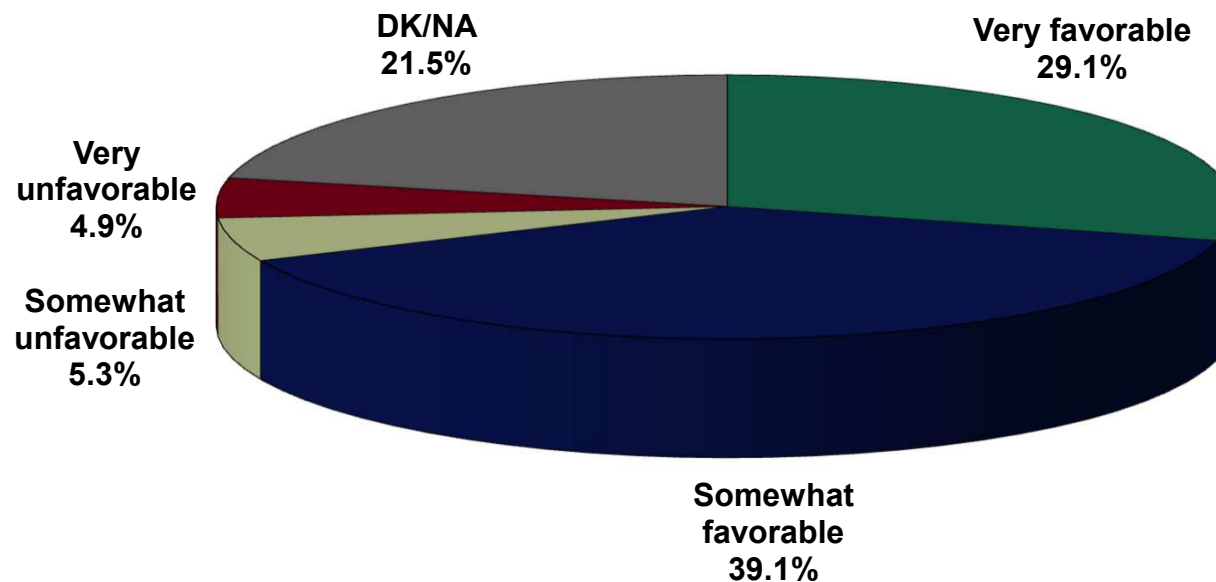
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Key Findings

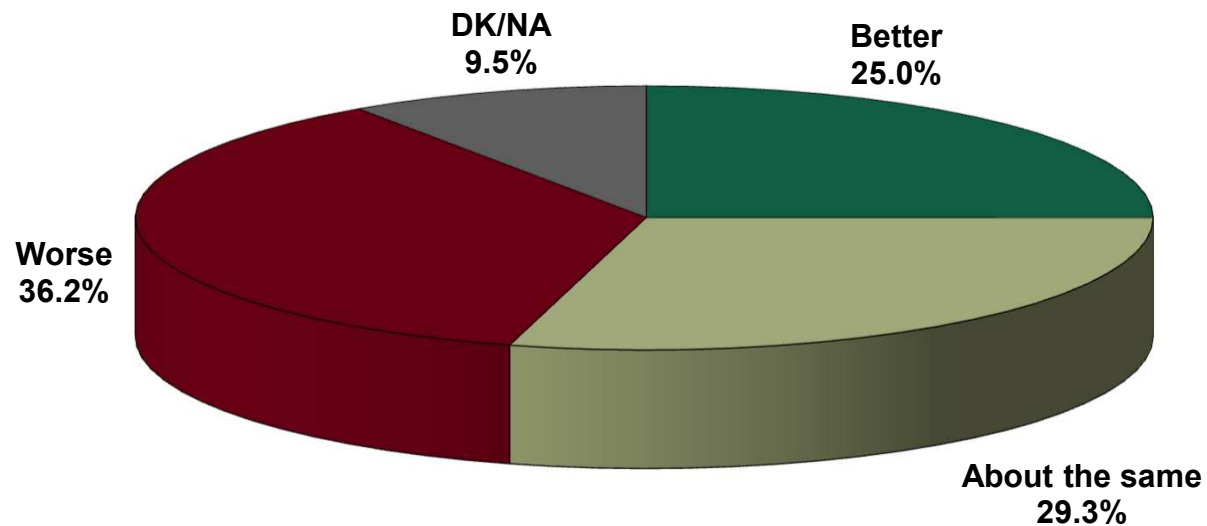
Q1. Favorability Rating of How the City is Addressing the COVID Crisis

Likely November 2022 Voters



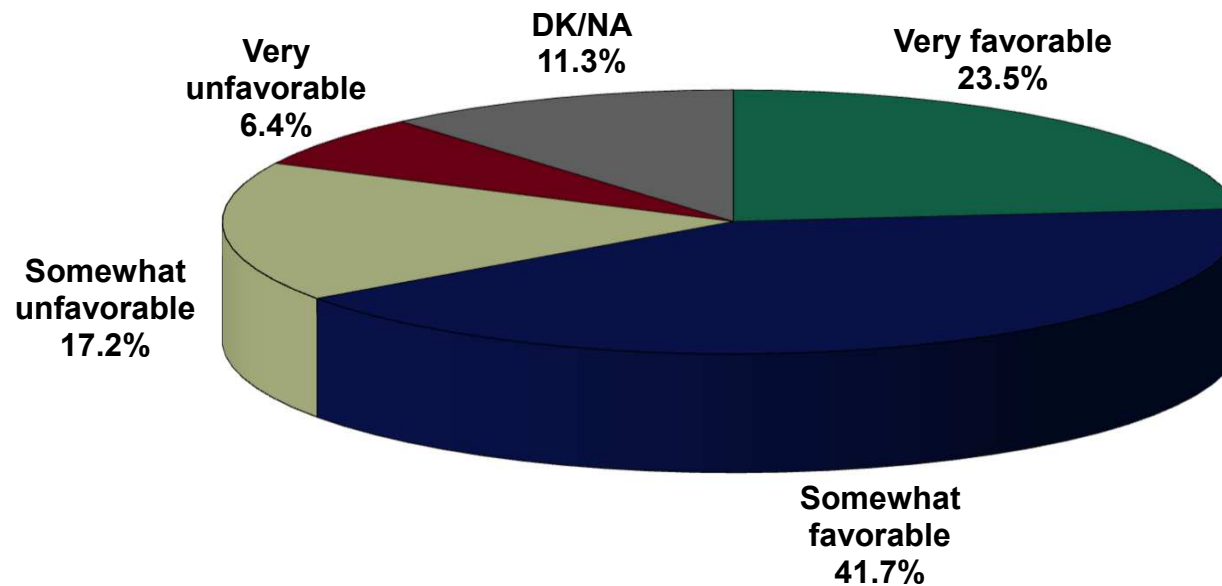
	<u>July 2021</u>	<u>2022</u>
Total Favorable	64.6%	68.3%
Total Unfavorable	12.7%	10.2%
Ratio Fav to Unfav	5.09	6.7

Q2. Opinion on Direction of Economy in 6 to 8 Months Likely November 2022 Voters



Q3. Favorability Rating of City's Provision of Services

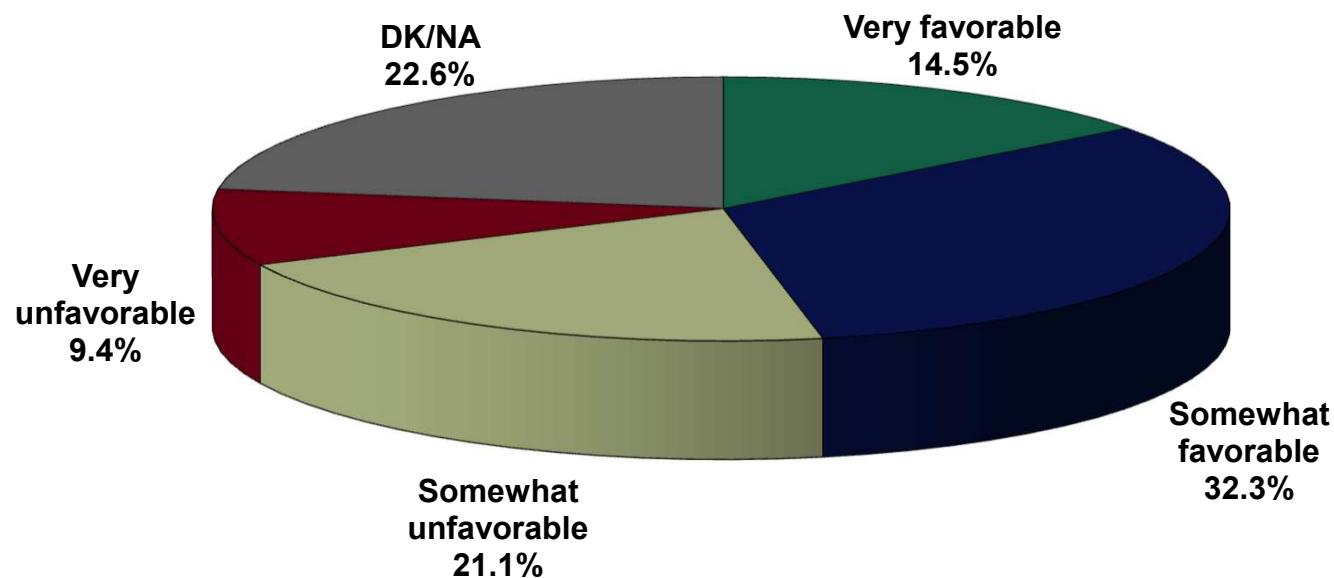
Likely November 2022 Voters



	<u>July 2021</u>	<u>2022</u>
Total Favorable	56.4%	65.1%
Total Unfavorable	20.6%	23.6%
Ratio Fav to Unfav	2.74	2.8

Q4. Favorability Rating of the City's Management of Public Funds

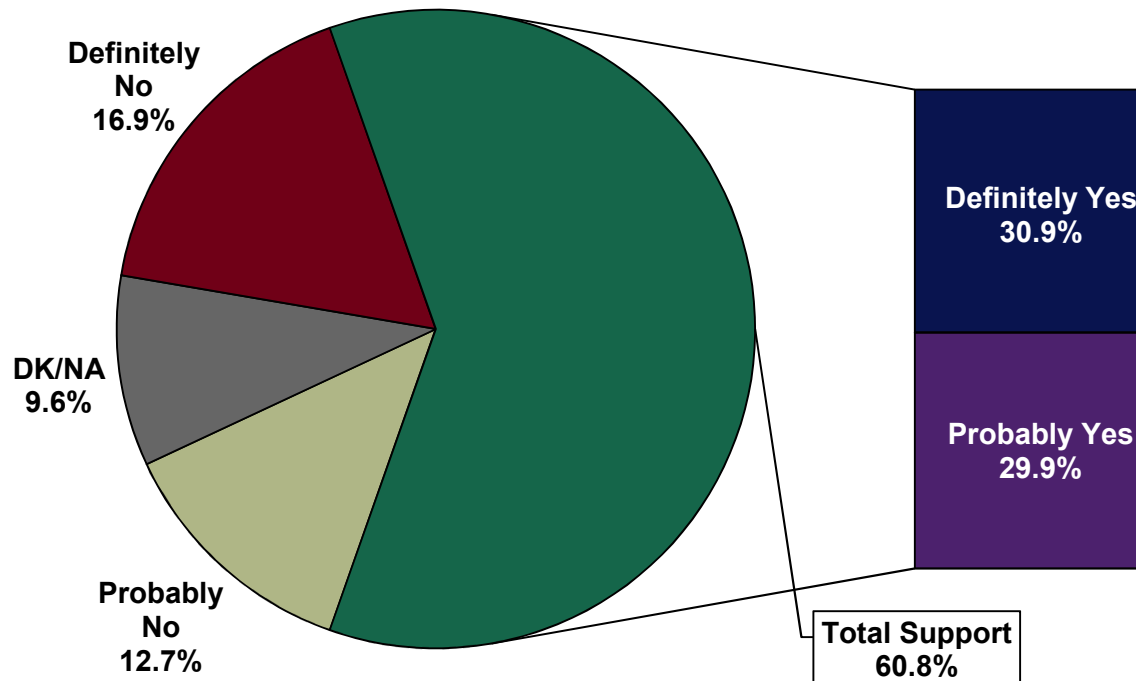
Likely November 2022 Voters



	<u>July 2021</u>	<u>2022</u>
Total Favorable	33.6%	46.9%
Total Unfavorable	44.8%	30.5%
Ratio Fav to Unfav	0.75	1.5

Q5/6. Uninformed Support for Sales Tax Measure

Likely November 2022 Voters

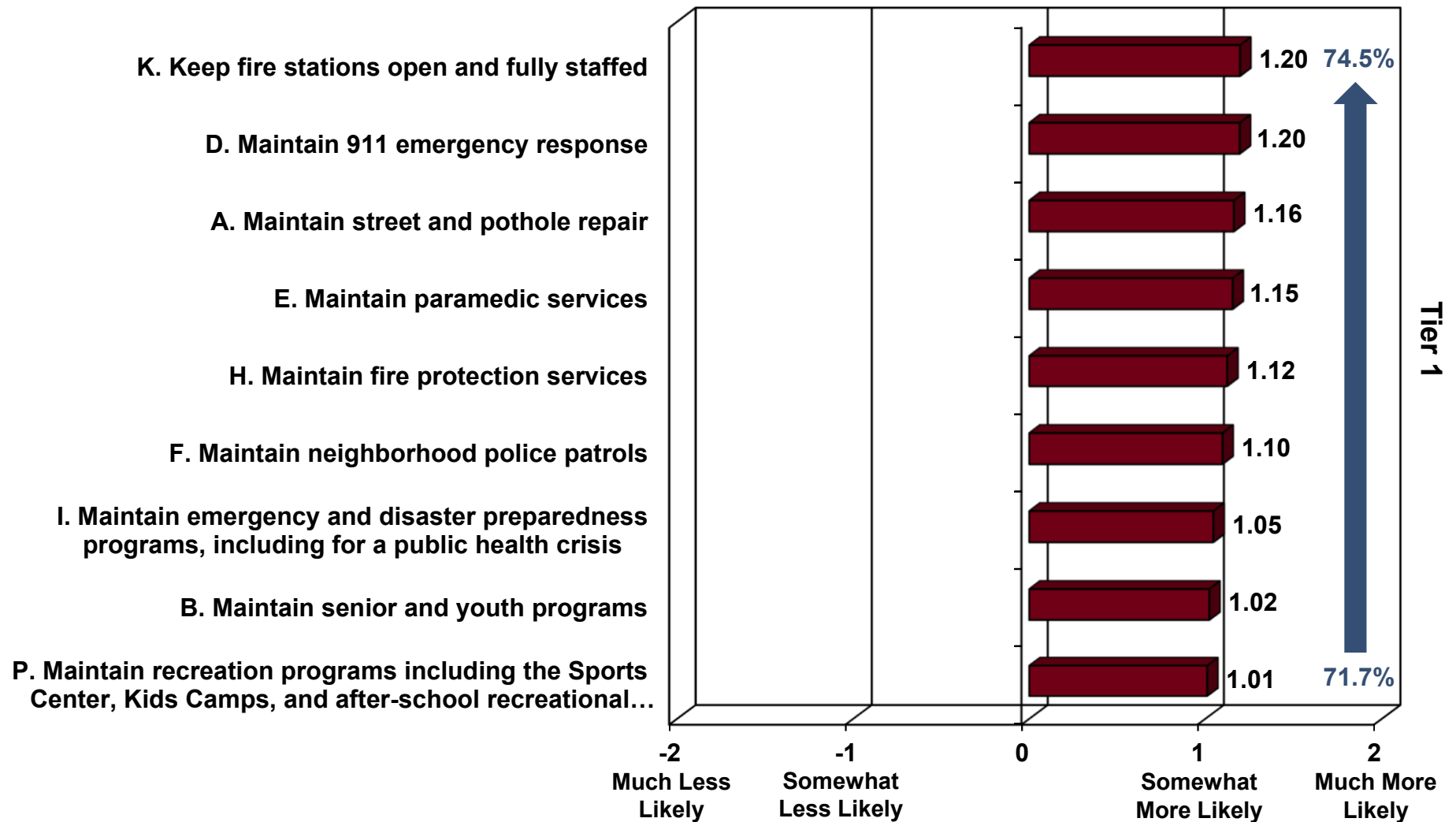


To protect and maintain funding for Union City services, that the State cannot take, including:

- 911 emergency response;
- disaster preparedness;
- neighborhood police patrols;
- fire protection;
- street and pothole repair;
- senior and youth programs;
- city parks; and
- (Q5: other city services)
(Q6: for general government use);

shall the measure extending the existing voter-approved sales tax without increasing the current 1/2¢ rate, raising \$6.6 million dollars annually, until ended by voters, including annual audits, independent citizen oversight, and all funds staying local, be adopted?

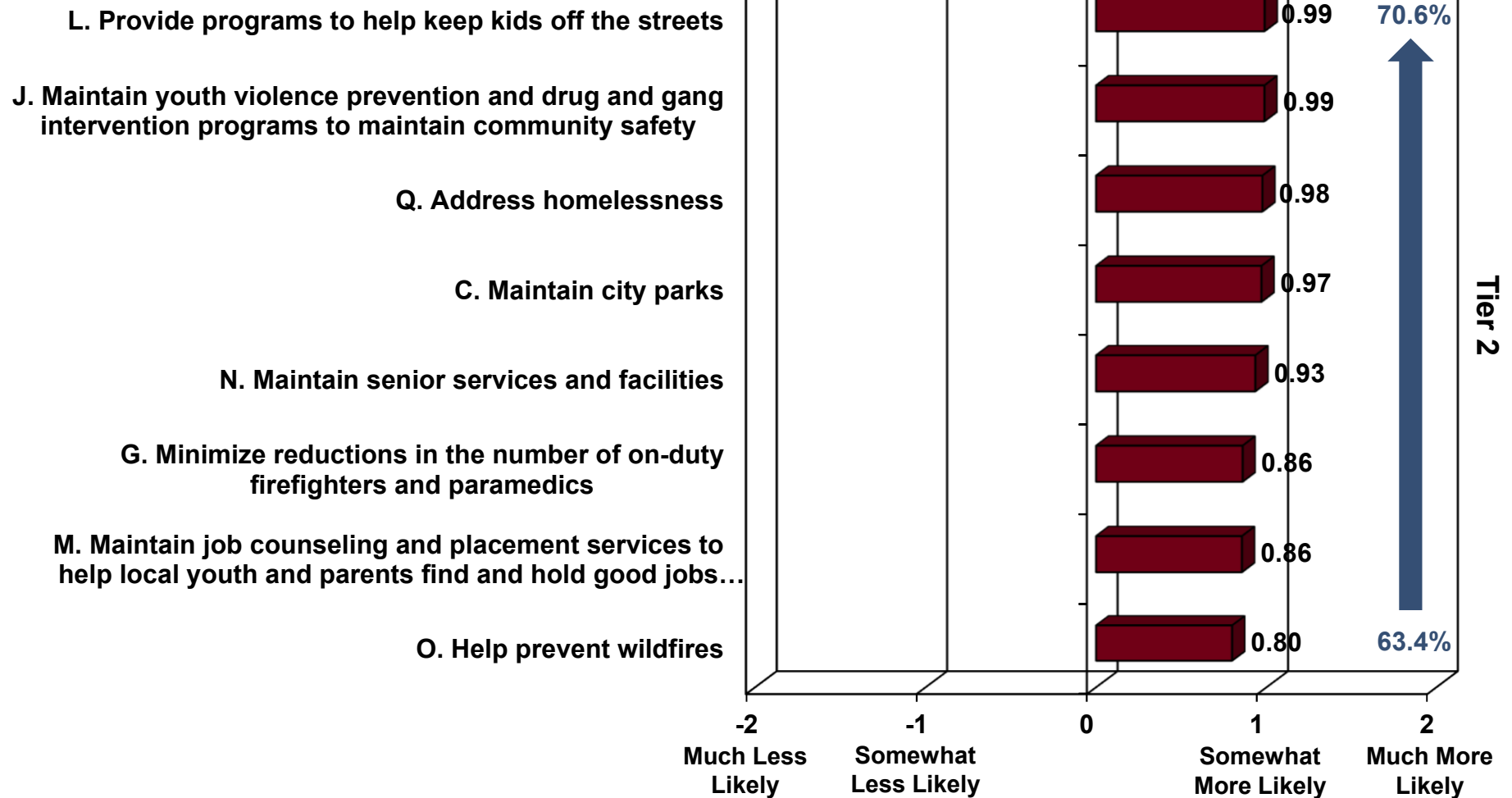
Q7. Features of the Measure I Likely November 2022 Voters



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q7. Features of the Measure II

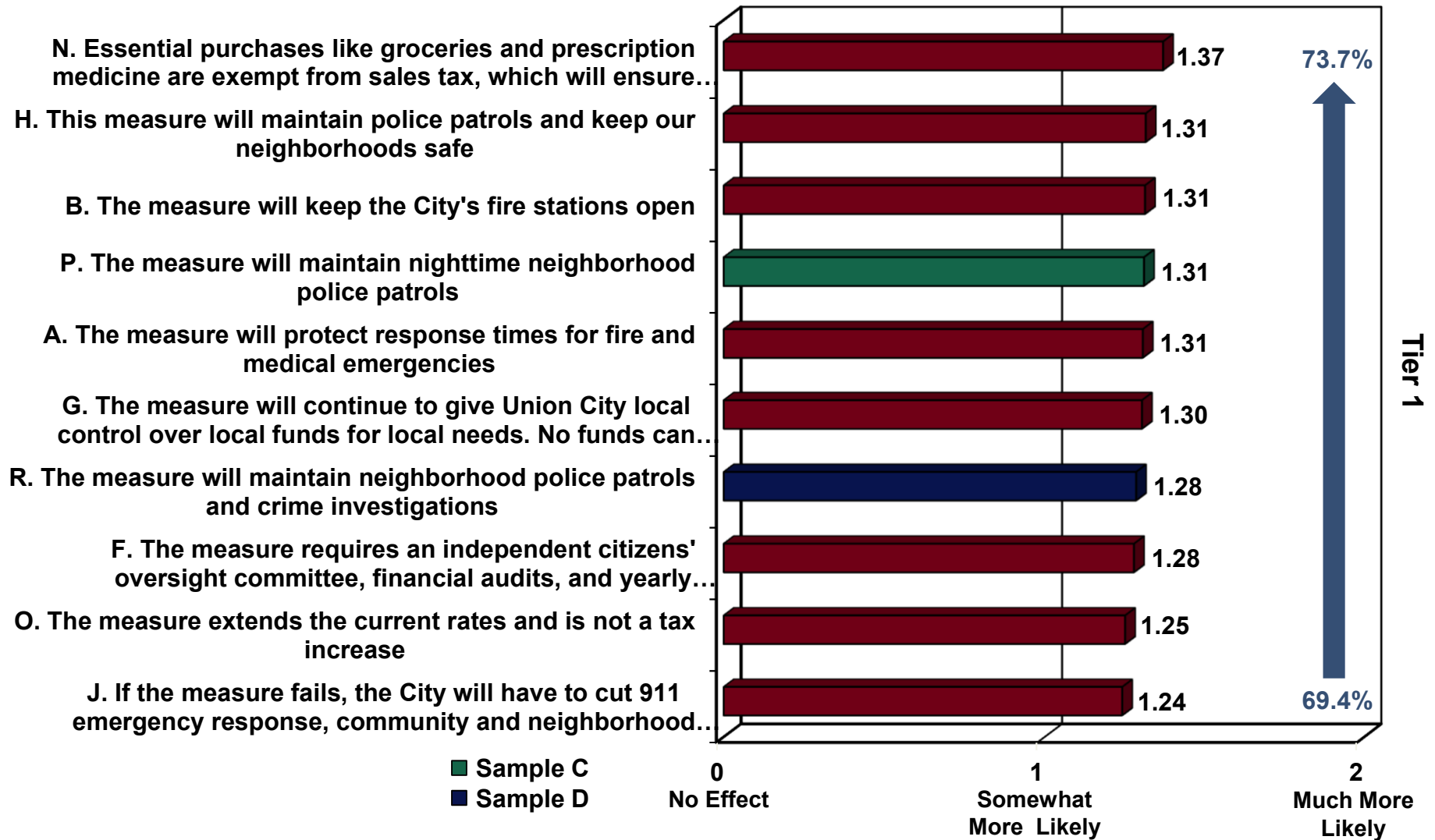
Likely November 2022 Voters



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Q8. Informational Statements I

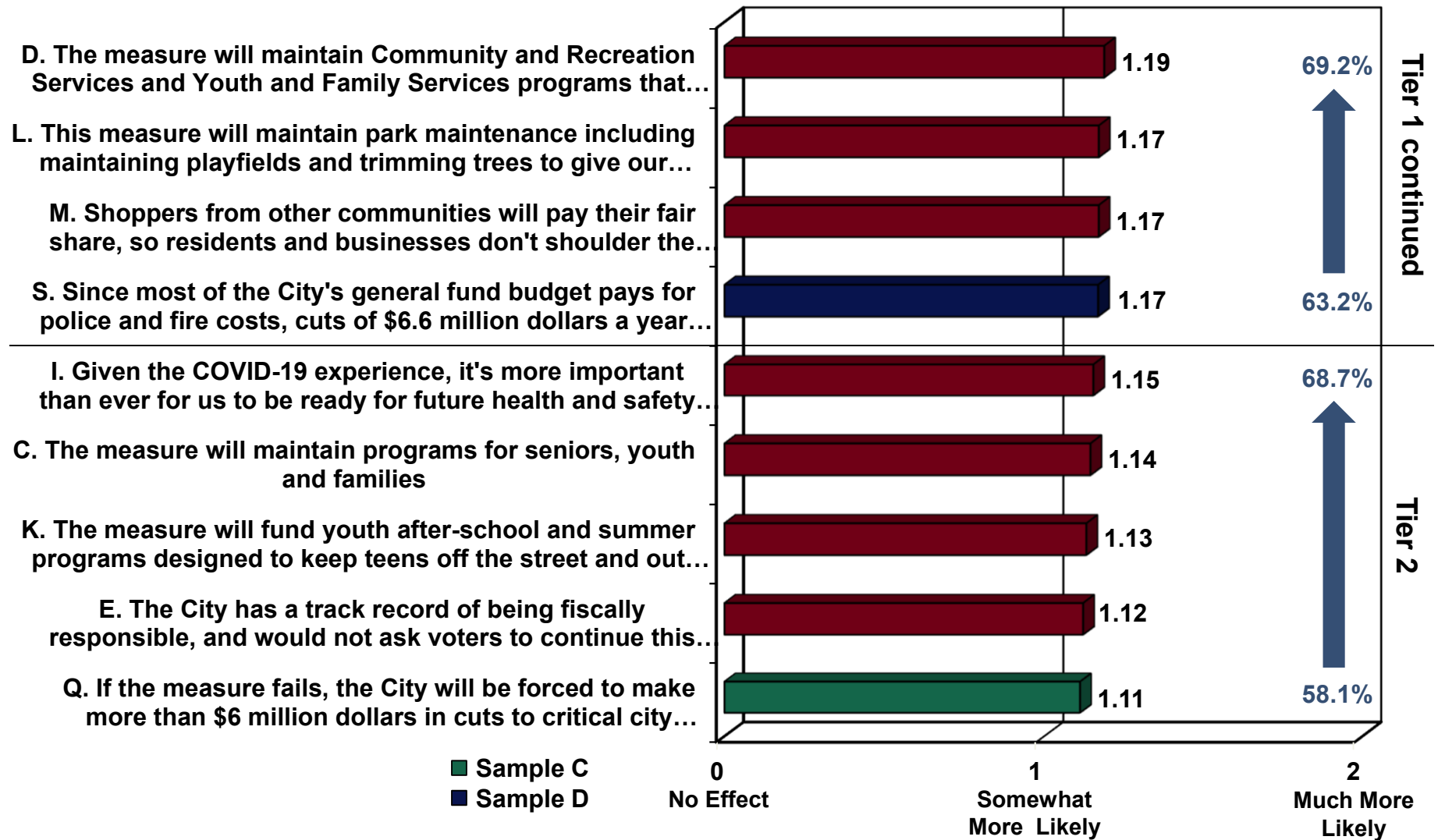
Likely November 2022 Voters



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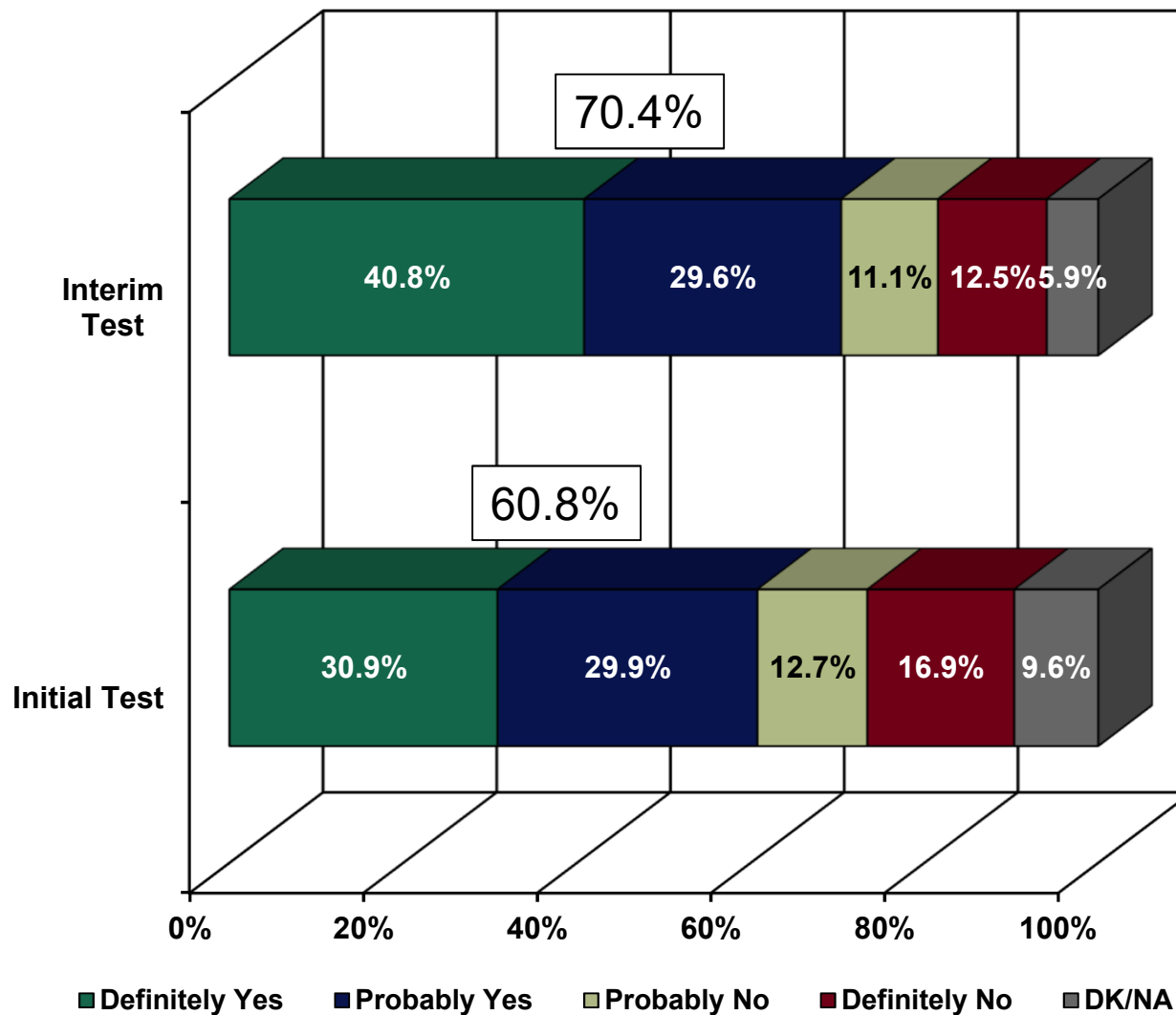
Q8. Informational Statements II

Likely November 2022 Voters



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Q9/10. Interim Support for Sales Tax Measure Likely November 2022 Voters

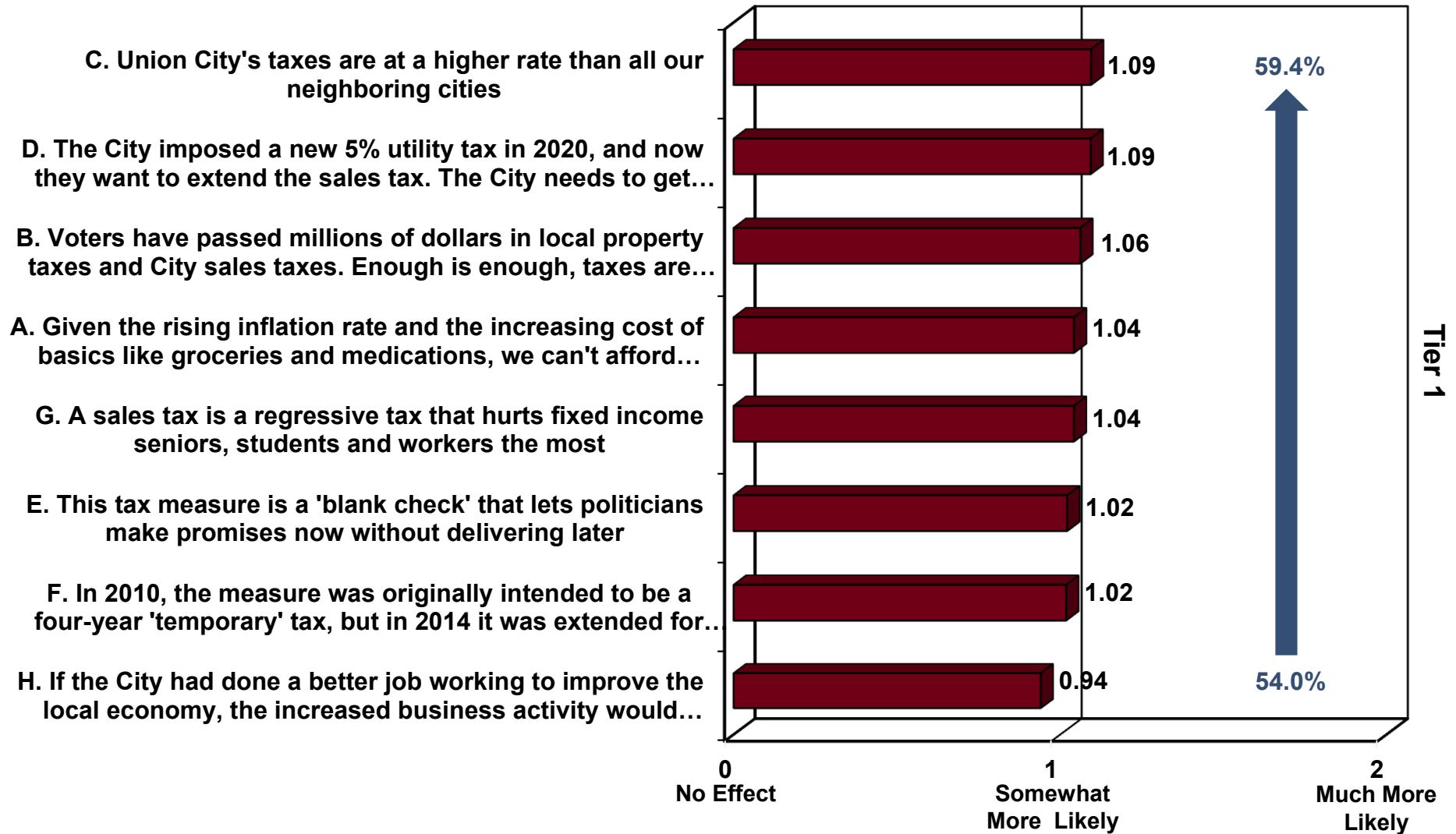


To protect and maintain funding for Union City services, that the State cannot take, including:

- 911 emergency response;
- disaster preparedness;
- neighborhood police patrols;
- fire protection;
- street and pothole repair;
- senior and youth programs;
- city parks; and
- (Q9: other city services)
(Q10: for general government use);

shall the measure extending the existing voter-approved sales tax without increasing the current 1/2¢ rate, raising \$6.6 million dollars annually, until ended by voters, including annual audits, independent citizen oversight, and all funds staying local, be adopted?

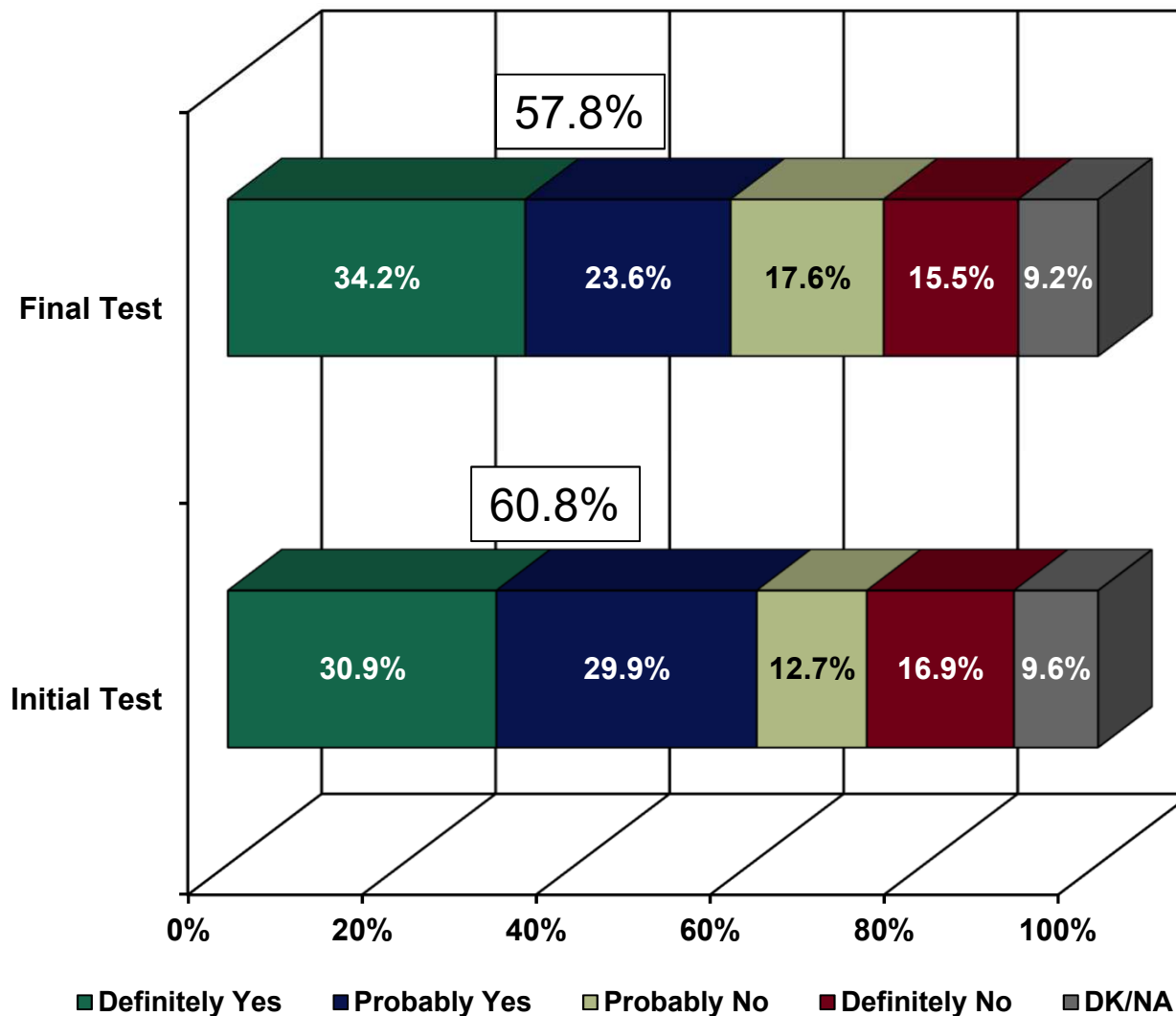
Q11. Critical Statements Likely November 2022 Voters



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Q12/13. Informed Support for Sales Tax Measure

Likely November 2022 Voters



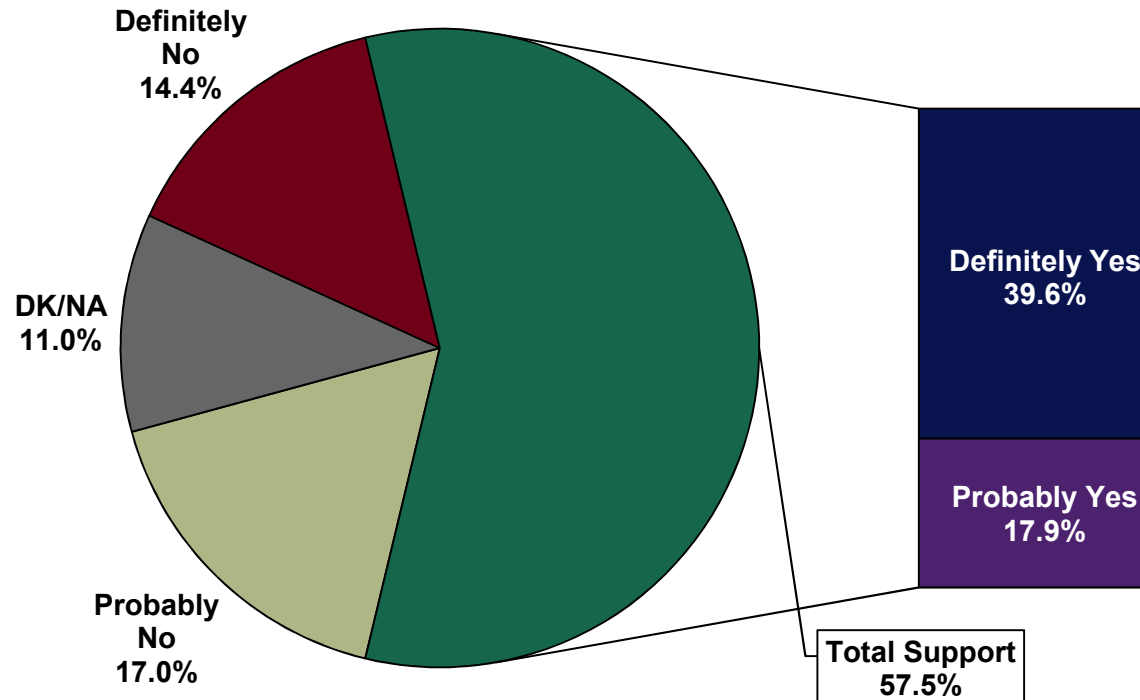
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- disaster preparedness;
- neighborhood police patrols;
- fire protection;
- street and pothole repair;
- senior and youth programs;
- city parks; and
- (Q12: other city services)
(Q13: for general government use);

shall the measure extending the existing voter-approved sales tax without increasing the current 1/2¢ rate, raising \$6.6 million dollars annually, until ended by voters, including annual audits, independent citizen oversight, and all funds staying local, be adopted?

Q14. Support for Alternative 12 Year Duration Sales Tax Measure

Likely November 2022 Voters



Instead of a local sales tax to protect and maintain 911 emergency response; disaster preparedness; neighborhood police patrols; fire protection; street and pothole repair; senior and youth programs; and city parks; lasting until ended by voters, another alternative would be to end the sales tax after 12 years.



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