

City of Union City: 2022 Sales Tax Survey

March 2022





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

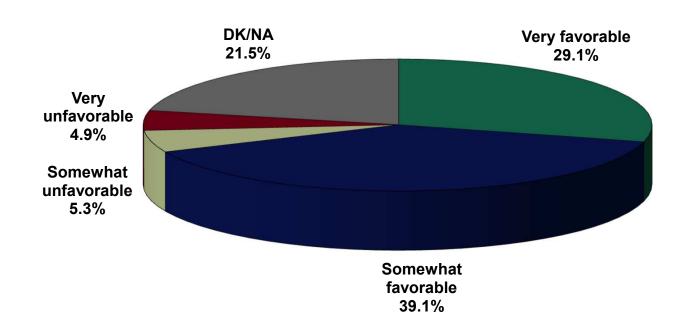
Margin of Error ± 4.65%



**Key Findings** 

# Q1. Favorability Rating of How the City is Addressing the COVID Crisis Likely November 2022 Voters



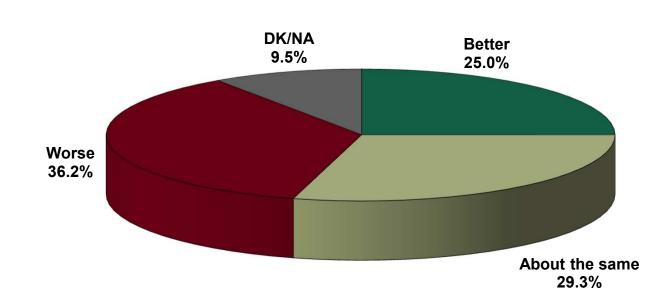


	July 2021	2022
Total Favorable	64.6%	68.3%
Total Unfavorable	12.7%	10.2%
Ratio Fav to Unfav	5.09	6.7

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

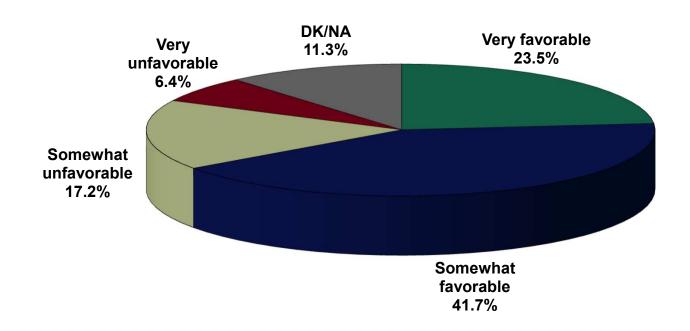




### Q3. Favorability Rating of City's Provision of Services



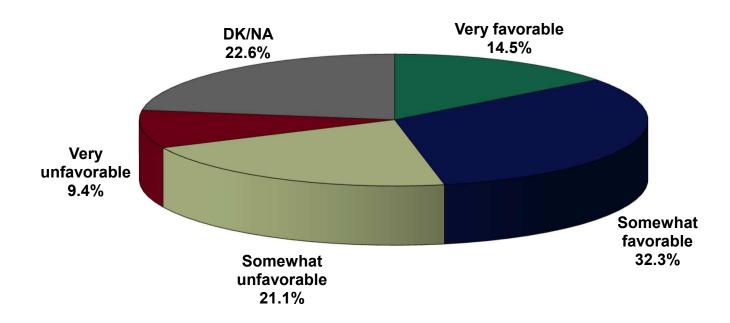
Likely November 2022 Voters



	July 2021	2022
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

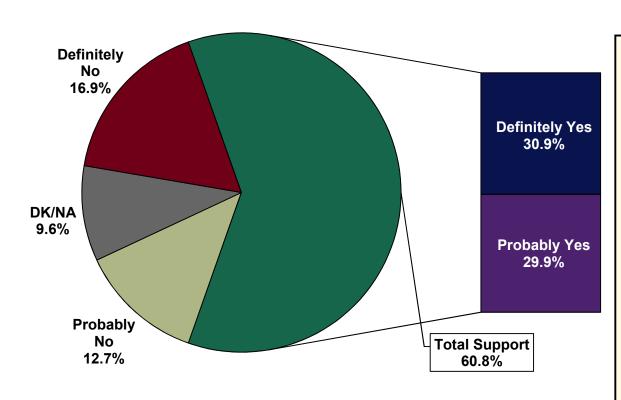




	July 2021	2022
Total Favorable	33.6%	46.9%
Total Unfavorable	44.8%	30.5%
Ratio Fav to Unfav	0.75	1.5

## Q5/6. Uninformed Support for Sales Tax Measure Likely November 2022 Voters





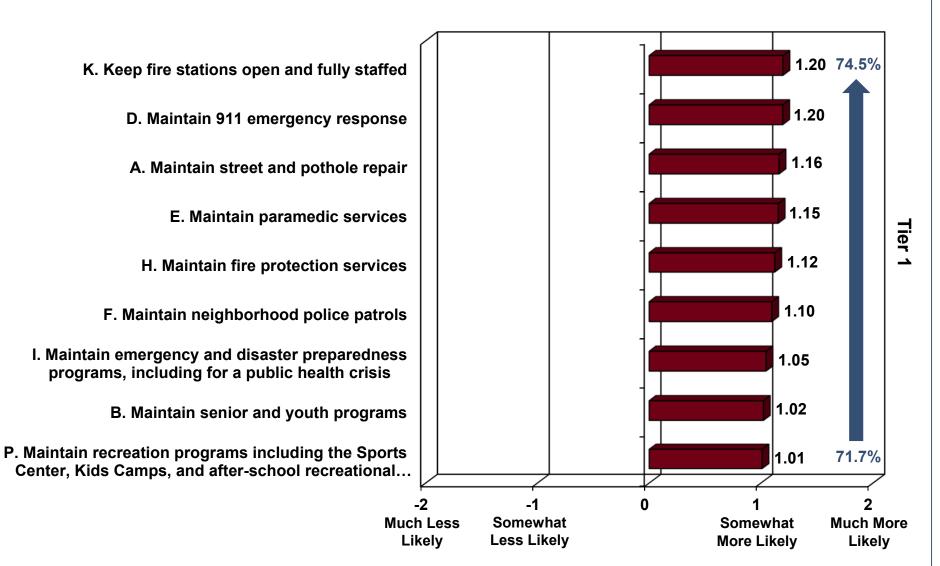
To protect and maintain funding for Union City services, that the State cannot take, including:

- 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.

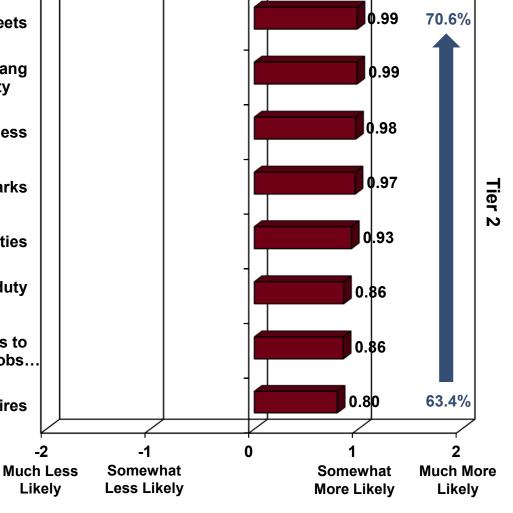
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#### Q7. Features of the Measure II Likely November 2022 Voters





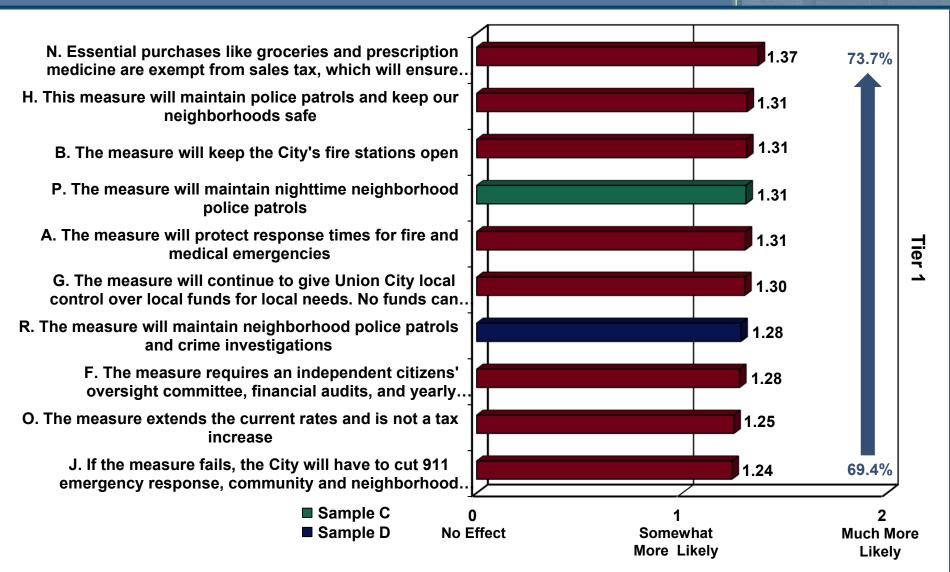
- J. Maintain youth violence prevention and drug and gang intervention programs to maintain community safety
  - Q. Address homelessness
    - C. Maintain city parks
  - N. Maintain senior services and facilities
  - G. Minimize reductions in the number of on-duty firefighters and paramedics
  - M. Maintain job counseling and placement services to help local youth and parents find and hold good jobs..
    - O. Help prevent wildfires



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### Q8. Informational Statements I Likely November 2022 Voters



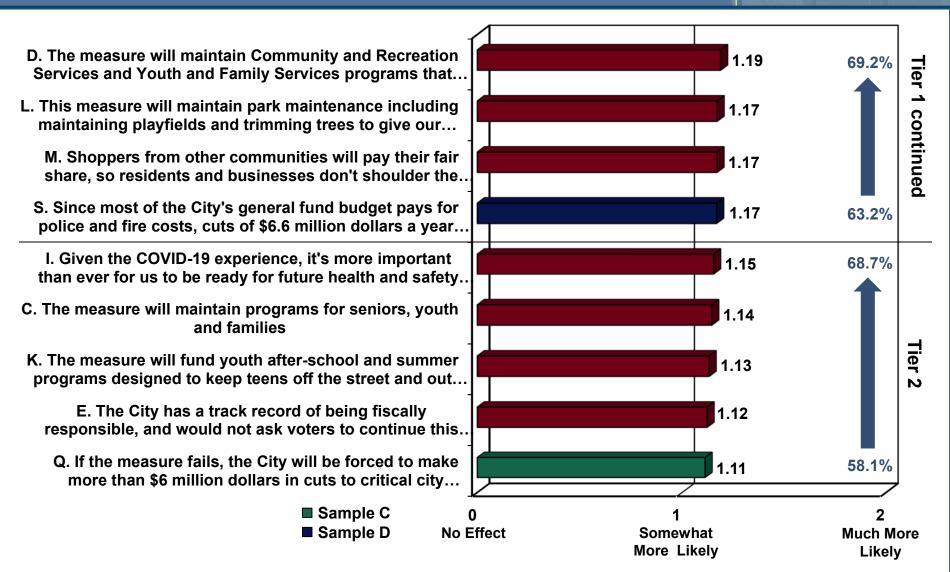


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### Q8. Informational Statements II Likely November 2022 Voters



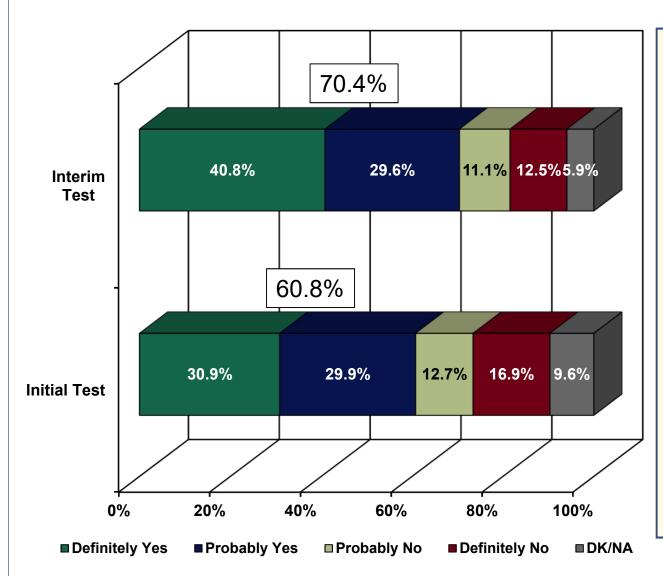


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#### Q9/10. Interim Support for Sales Tax Measure Likely November 2022 Voters





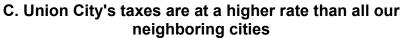
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- senior and youth programs;
- · city parks; and
- (Q9: other city services)
   (Q10: for general government use);

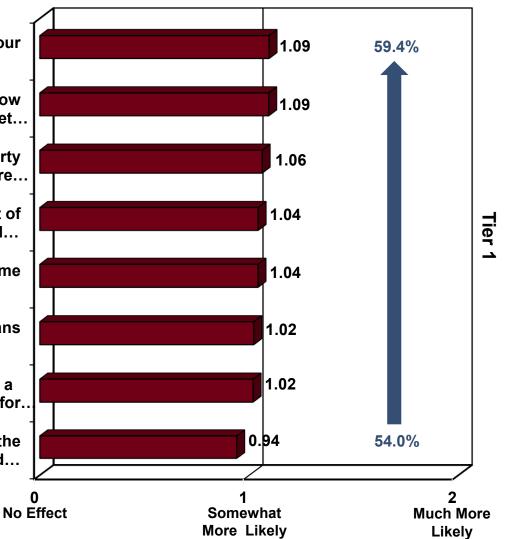
shall the measure extending the existing voter-approved sales tax without increasing the current 1/2¢ rate, raising \$6.6 million dollars annually, until ended by voters, including annual audits, independent citizen oversight, and all funds staying local, be adopted?

#### Q11. Critical Statements Likely November 2022 Voters





- D. The City imposed a new 5% utility tax in 2020, and now they want to extend the sales tax. The City needs to get...
- B. Voters have passed millions of dollars in local property taxes and City sales taxes. Enough is enough, taxes are...
- A. Given the rising inflation rate and the increasing cost of basics like groceries and medications, we can't afford...
  - G. A sales tax is a regressive tax that hurts fixed income seniors, students and workers the most
- E. This tax measure is a 'blank check' that lets politicians make promises now without delivering later
- F. In 2010, the measure was originally intended to be a four-year 'temporary' tax, but in 2014 it was extended for..
- H. If the City had done a better job working to improve the local economy, the increased business activity would...

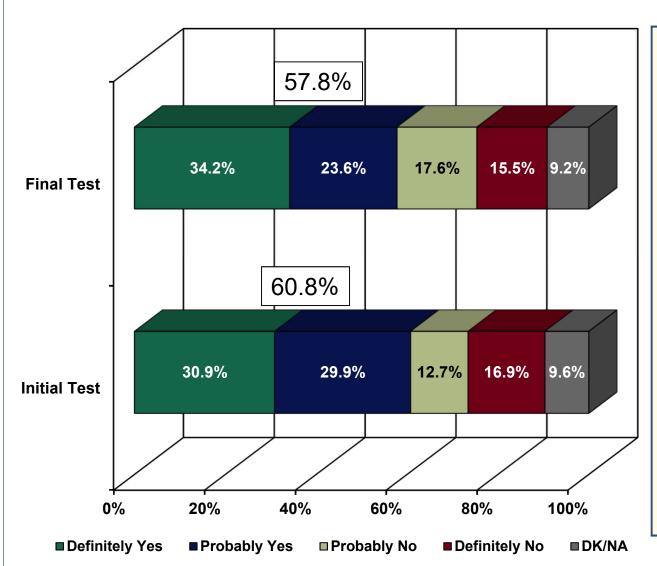


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## Q12/13. Informed Support for Sales Tax Measure



Likely November 2022 Voters



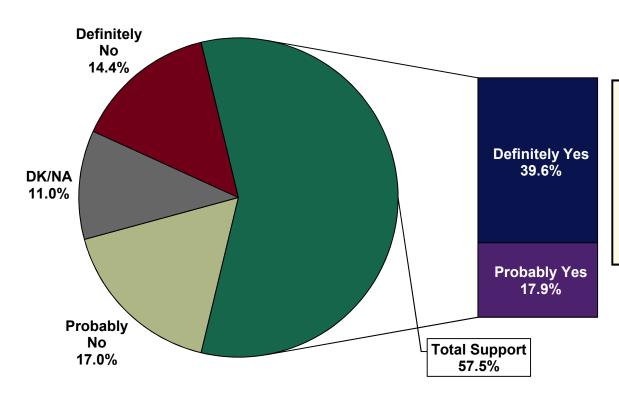
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- fire protection;
- street and pothole repair;
- senior and youth programs;
- · city parks; and
- (Q12: other city services)
   (Q13: for general government use);

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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