



CITY OF LONG BEACH REVENUE MEASURE
FEASIBILITY ISSUES SURVEY
220-7252-WT
N=1003
MARGIN OF SAMPLING ERROR ±3.1% (95% CONFIDENCE LEVEL)
A/B SPLITS

Hello, I'm calling from _____, an independent public opinion research company. **(IF RESPONDENT REPLIES IN SPANISH, FOLLOW THE PROCEDURE FOR HANDING OFF TO A SPANISH-SPEAKING INTERVIEWER.)** I am not trying to sell you anything or ask for a donation, but I would like to have you take a few minutes to answer a brief survey about issues that are important to voters in the City of Long Beach. May I speak with _____? **(MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED -- OTHERWISE TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely?

Yes, cell and can talk safely ----- 75%
 Yes, cell but cannot talk safely ----- **TERMINATE**
 No, not on cell ----- 25%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

1. Generally speaking, would you say that things in _____ are generally headed in the right direction, or do you feel that things are off on the wrong track? **(DO NOT ROTATE)**

	<u>RIGHT</u> <u>DIRECTION</u>	<u>WRONG</u> <u>TRACK</u>	<u>(DK/NA)</u>
a. (T) Long Beach -----	34%	51%	15%
April 2024 -----	38%	46%	16%
b. (T) Your neighborhood -----	40%	49%	11%
April -----	42%	48%	11%

2. Next, using a scale of 1 to 5, where 1 is “poor” and 5 is “excellent”, how would you rate the overall quality of life in Long Beach?

Mean ----- **3.2**
 1 (Poor) ----- 7%
 2 ----- 15%
 3 ----- 38%
 4 ----- 32%
 5 (Excellent) ----- 7%
(DON'T READ) Don't know ----- 1%

3. Again, using a scale of 1 to 5, where 1 is “poor” and 5 is “excellent”, how would you rate your own neighborhood as a place to live?

Mean-----	3.4
1 (Poor) -----	9%
2 -----	11%
3 -----	29%
4 -----	33%
5 (Excellent)-----	18%
(DON'T READ) Don't know -----	0%

4. This time, on a scale of 1 to 5, where 1 is “not at all” and 5 is “definitely”, how likely are you to recommend Long Beach as a place to live?

Mean-----	3.3
1 (Not at all)-----	12%
2 -----	14%
3 -----	27%
4 -----	25%
5 (Definitely)-----	21%
(DON'T READ) Don't know -----	1%

5. **(T)** In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Long Beach residents need and want?

	MAY/JUNE	APRIL
	2024	2024
GREAT/SOME NEED -----	73% -----	67%
Great need -----	48%-----	41%
Some need -----	25%-----	27%
LITTLE/NO REAL NEED --	21% -----	22%
Little need -----	8%-----	7%
No real need-----	13%-----	14%
(DON'T READ) Don't know --	6% -----	11%

NEXT, I AM GOING TO ASK YOU ABOUT SEVERAL LOCAL MEASURES THAT MAY APPEAR ON THE BALLOT IN AN UPCOMING ELECTION.

6. The first measure is entitled, CITY OF LONG BEACH COMMUNITY SAFETY, PUBLIC HEALTH AND NEIGHBORHOOD SERVICES MEASURE, and may read as follows:

(ASK SPLIT SAMPLE A ONLY)

a. “To help offset declining local revenue due to the State’s scheduled oil production phase-out, and to maintain city services including police, fire, parks, libraries, street improvements, public health and for general government use, shall the measure be adopted increasing Long Beach’s real property transfer tax [from \$1.10] to \$3.30 per \$1,000 of value transferred for the first \$1,000,000 in value and \$5.60 per \$1,000 of value above \$1,000,000, generating approximately \$12,000,000 annually until ended by voters?”

(ASK SPLIT SAMPLE B ONLY)

b. “To help offset declining local revenue due to the State’s scheduled oil production phase-out, and to maintain city services including police, fire, parks, libraries, street improvements, public health and for general government use, shall the measure be adopted increasing Long Beach’s real property transfer tax assessed against sellers [from \$1.10] to \$5.60 per \$1,000 of property value, generating approximately \$16,000,000 annually until ended by voters requiring annual independent audits and public disclosure?”

(RESUME ASKING ALL RESPONDENTS)

If this measure was on the ballot and the election were held today, would you vote yes in favor or no to oppose? **(IF YES/NO, ASK: “Is that definitely (YES/NO) or just probably (YES/NO)?”)** **(IF UNDECIDED, ASK: “Well, do you lean towards voting yes or no?”)**

ASKED FIRST

	<u>SPLIT A</u>	<u>SPLIT B</u>	<u>TOTAL</u>
TOTAL YES -----	35%	34%	34%
Definitely yes -----	13%	13%	13%
Probably yes -----	19%	17%	18%
Undecided, lean yes -----	2%	3%	3%
 TOTAL NO -----	 56%	 59%	 58%
Undecided, lean no -----	4%	4%	4%
Probably no -----	11%	11%	11%
Definitely no -----	41%	45%	43%
 (DK/NA) -----	 9%	 7%	 8%

(Q6 CONTINUED)

ASKED SECOND

	<u>SPLIT A</u>	<u>SPLIT B</u>	<u>TOTAL</u>
TOTAL YES -----	36%	40%	38%
Definitely yes -----	13%	10%	11%
Probably yes -----	18%	27%	23%
Undecided, lean yes -----	5%	3%	4%
 TOTAL NO -----	 54%	 48%	 51%
Undecided, lean no -----	4%	6%	5%
Probably no -----	12%	17%	14%
Definitely no -----	39%	24%	32%
 (DK/NA) -----	 10%	 12%	 11%

TOTAL

	<u>SPLIT A</u>	<u>SPLIT B</u>	<u>TOTAL</u>
TOTAL YES -----	33%	33%	33%
Definitely yes -----	15%	14%	14%
Probably yes -----	13%	12%	12%
Undecided, lean yes -----	6%	7%	6%
 TOTAL NO -----	 60%	 62%	 61%
Undecided, lean no -----	5%	3%	4%
Probably no -----	13%	15%	14%
Definitely no -----	42%	45%	43%
 (DK/NA) -----	 7%	 5%	 6%

7. The next measure is entitled, CITY OF LONG BEACH POWER PLANT TAX MEASURE, and may read as follows:

“To help offset declining local revenue due to the State’s scheduled oil production phase-out, and to maintain city services including police, fire, parks, libraries, street improvements, public health and for general government use, shall the measure be adopted to apply the 5% utility users tax currently applicable to and paid for by Long Beach gas utility users to electrical corporations and government agencies using gas to make electricity, generating approximately \$15,000,000 annually until ended by voters?”

If this measure was on the ballot and the election were held today, would you vote yes in favor or no to oppose? (IF YES/NO, ASK: “Is that definitely (YES/NO) or just probably (YES/NO)?”) (IF UNDECIDED, ASK: “Well, do you lean towards voting yes or no?”)

	<u>ASKED SECOND</u>	<u>ASKED FIRST</u>	<u>TOTAL</u>
TOTAL YES -----	34%	38%	35%
Definitely yes -----	13%	11%	13%
Probably yes -----	18%	23%	19%
Undecided, lean yes -----	3%	4%	3%
 TOTAL NO -----	 58%	 51%	 56%
Undecided, lean no -----	4%	5%	4%
Probably no -----	11%	14%	12%
Definitely no -----	43%	32%	40%
 (DK/NA) -----	 8%	 11%	 9%

LET ME GIVE YOU SOME MORE INFORMATION ABOUT THESE LONG BEACH BALLOT MEASURES. OVER THE LAST SEVERAL YEARS, THE CITY MAINTAINED LOCAL SERVICES BY USING FUNDS PROVIDED BY THE FEDERAL GOVERNMENT UNDER THE AMERICAN RESCUE PLAN PASSED DURING THE COVID PANDEMIC. THIS SOURCE OF FUNDING HAS ENDED AND AT THE SAME TIME, CITY REVENUES ARE DECLINING AS LOCAL OIL PRODUCTION OPERATIONS ARE BEING PHASED OUT. AS A RESULT, THE CITY HAS A PROJECTED ANNUAL STRUCTURAL BUDGET DEFICIT OF NEARLY 80 MILLION DOLLARS OVER THE NEXT FIVE YEARS. WITHOUT NEW REVENUE SOURCES, THE CITY WILL HAVE TO CUT FUNDING FOR SERVICES LIKE FIREFIGHTER, PARAMEDIC, POLICE OFFICER AND LIFEGUARD STAFFING LEVELS, POTHOLE AND STREET REPAIRS, AFFORDABLE HOUSING AND MENTAL HEALTH SERVICES, AFTERSCHOOL PROGRAMS, LIBRARIES, PARKS AND PROTECTING BEACHES AND LOCAL WATER SUPPLIES.

8. Having heard this information, let me ask you again, if the CITY OF LONG BEACH COMMUNITY SAFETY, PUBLIC HEALTH AND NEIGHBORHOOD SERVICES MEASURE to help offset declining local revenue due to the State’s scheduled oil production phase-out, and to maintain city services by:

(ASK SPLIT SAMPLE A ONLY)

a. “increasing Long Beach’s real property transfer tax [from \$1.10] to \$3.30 per \$1,000 of value transferred for the first \$1,000,000 in value and \$5.60 per \$1,000 of value above \$1,000,000, generating approximately \$12,000,000 annually until ended by voters, was on the ballot, would you vote yes in favor or no to oppose?” **(IF YES/NO, ASK: “Is that definitely (YES/NO) or just probably (YES/NO)?”)** **(IF UNDECIDED, ASK: “Well, do you lean towards voting yes or no?”)**

(ASK SPLIT SAMPLE B ONLY)

b. “increasing Long Beach’s real property transfer tax [from \$1.10] to \$5.60 per \$1,000 of property value, generating approximately \$16,000,000 annually until ended by voters, was on the ballot, would you vote yes in favor or no to oppose?” **(IF YES/NO, ASK: “Is that definitely (YES/NO) or just probably (YES/NO)?”)** **(IF UNDECIDED, ASK: “Well, do you lean towards voting yes or no?”)**

	<u>SPLIT A</u>	<u>SPLIT B</u>	<u>TOTAL</u>
TOTAL YES -----	34%	30%	32%
Definitely yes -----	16%	15%	16%
Probably yes-----	13%	12%	13%
Undecided, lean yes-----	5%	3%	4%
 TOTAL NO -----	 58%	 65%	 61%
Undecided, lean no-----	3%	4%	3%
Probably no-----	12%	13%	13%
Definitely no -----	43%	48%	45%
 (DK/NA) -----	 8%	 5%	 6%

(RESUME ASKING ALL RESPONDENTS)

9. Next, if the CITY OF LONG BEACH POWER PLANT TAX MEASURE, was on the ballot, which would help to offset declining tax revenue from phasing out oil producer operations by removing the 5% gas utility tax exemption on power plants operating in the city, would you vote yes in favor or no to oppose? **(IF YES/NO, ASK: “Is that definitely (YES/NO) or just probably (YES/NO)?”)** **(IF UNDECIDED, ASK: “Well, do you lean towards voting yes or no?”)**

TOTAL YES -----47%
 Definitely yes -----24%
 Probably yes-----21%
 Undecided, lean yes ----- 2%

TOTAL NO-----42%
 Undecided, lean no----- 4%
 Probably no----- 8%
 Definitely no -----30%

(DON'T READ) DK/NA ----- 11%

10. Next, I am going to mention some different elements and features of these City of Long Beach ballot measures. For each one, please tell me whether it makes you more likely or less likely to support the measure. **(IF MORE/LESS LIKELY, ASK: “Is that much (MORE/LESS) likely or just somewhat?”)** **(RANDOMIZE)**

	<u>MUCH MORE LIKELY</u>	<u>SMWT MORE LIKELY</u>	<u>SMWT LESS LIKELY</u>	<u>MUCH LESS LIKELY</u>	<u>(NO DIFF)</u>	<u>(DK/NA)</u>	<u>TOTAL MORE LIKELY</u>	<u>TOTAL LESS LIKELY</u>
[]a. Requires the seller of the property to pay the real estate transfer tax at the time of the sale-----	15%	17%	14%	20%	22%	12%	31%	34%
[]b. Exempts transfers to immediate family members from the real estate transfer tax increase -----	26%	23%	11%	12%	17%	11%	49%	23%
[]c. Requires power plants in the City to pay the same 5% Natural Gas Tax as residents, have virtually no effect on Long Beach residents -----	49%	20%	6%	5%	13%	7%	69%	11%
[]d. Requires public disclosure of how funds raised are used and require annual independent audits -----	51%	25%	3%	4%	14%	4%	75%	7%
[]e. Creates locally controlled sources of revenue that by law must be used to fund City of Long Beach services -----	37%	29%	5%	7%	16%	6%	66%	12%

	<u>MUCH MORE LIKELY</u>	<u>SMWT MORE LIKELY</u>	<u>SMWT LESS LIKELY</u>	<u>MUCH LESS LIKELY</u>	<u>(NO DIFF)</u>	<u>(DK/NA)</u>	<u>TOTAL MORE LIKELY</u>	<u>TOTAL LESS LIKELY</u>
[]f. Requires the real estate transfer tax is assessed to the seller who pays for it out of the profits of the sale price, based on the value of the home-----	17%	22%	12%	20%	19%	10%	39%	32%

11. I am now going to ask you about a different Los Angeles County measure that may appear on the ballot in an upcoming election. This measure may read as follows:

HOMELESS SERVICES, AFFORDABLE HOUSING MEASURE: Shall the measure preventing/reducing homelessness/encampments, keeping public areas safe/clean by increasing mental health/substance abuse treatment/other services and affordable housing for vulnerable individuals, including homeless/low-income families with children, seniors, veterans, be adopted; replacing Los Angeles County’s current homelessness sales tax with a ½¢ sales tax, providing \$1,200,000,000 annually until ended by voters, requiring programs demonstrate success for continued funding, spending disclosure, audits, funds locally controlled?

If the election were held today, would you vote yes in favor of the measure or no to oppose it? **(IF YES/NO, ASK:** “Is that definitely **(YES/NO)** or just probably **(YES/NO)?**”) **(IF UNDECIDED, ASK:** “Well, do you lean towards voting yes or no?”)

TOTAL YES -----	53%
Definitely yes -----	32%
Probably yes-----	15%
Undecided, lean yes -----	6%
 TOTAL NO -----	 42%
Undecided, lean no-----	3%
Probably no-----	8%
Definitely no -----	31%
 (DON'T READ) DK/NA -----	 5%

12. Let’s go back to the two City of Long Beach measures that we were discussing. I am now going to read statements from people who support these Long Beach ballot measures. After each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes in favor of these measures. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
[]a. (PUBLIC SAFETY CUTS) Nearly two-thirds of Long Beach’s annual budget goes to funding public safety services. If these measures are not approved, the city will have to make cuts to 911 emergency response services, which may include reducing staffing by eliminating a fire engine, a paramedic ambulance and dozens of police officer positions. The cutbacks may lead to longer 911 response times and a reduction in community policing and crime prevention programs that are critical to public safety. -----	23%	26%	23%	23%	5%	49%
[]b. (LOSS OF OIL REVENUE) State laws phasing out oil production will result in Long Beach losing up to 20 million dollars per year in tax revenue, which will create a structural budget deficit. Passing these measures will provide Long Beach with fiscal stability and funding to maintain vital city services, local services, and the measures’ accountability provisions include public disclosure reports and independent audits to make sure funds are spent effectively, efficiently and as promised. -----	16%	35%	27%	17%	5%	51%
[]c. (INFRASTRUCTURE) Passing these ballot measures will allow Long Beach to repair streets and sidewalks, maintain our street trees, fix broken curbs, and improve the city’s storm drains that prevent pollution and toxic chemicals from contaminating local groundwater supplies, our beaches, coastal waters. -----	23%	32%	23%	19%	3%	55%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
[]d. (HOMELESS/MENTAL HEALTH) Passing these measures will allow Long Beach to respond to the mental health crisis and clean up encampments that pose a risk to public health and safety. This includes maintaining unarmed response teams of social workers and mental health professionals that focus on getting families with children and people in crisis off the streets and into shelters, access to counseling, drug and alcohol treatment and supervised care. -----	26%	28%	21%	22%	3%	53%
[]e. (RESERVE FUND) Passing these measures will allow the city to maintain vital local services without having to dip into its emergency reserve fund. This will ensure that when natural disasters like an earthquake or flood occur or even another public health emergency like the COVID pandemic, Long Beach has the resources necessary to respond quickly and effectively to address a major crisis. -----	19%	32%	28%	17%	4%	51%
(ASK SPLIT SAMPLE A ONLY)						
[]f. (SELLERS PAY) To protect middle class families and first-time homebuyers, the real estate transfer tax measure requires the property seller to pay the tax. This ensures that corporate investors and professional home flippers, who are making huge profits, pay their fair share and do not place the burden on people trying to buy a new home. -----	25%	33%	26%	12%	5%	58%
[]g. (COMMUNITY SERVICES) These measures provide funding for essential community services that are important to Long Beach residents' quality of life. Without new sources of revenue, the city may be forced to cut funding for local parks, close three neighborhood libraries, reduce afterschool and youth recreational programs and services for local seniors like meal programs and senior assistance, and close or significantly reduce hours at community centers. -----	20%	25%	33%	17%	5%	44%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
(ASK SPLIT SAMPLE B ONLY)						
[]h. (POWER PLANTS) Eliminating the power plant tax exemption will ensure the city’s natural gas power plants pay the same taxes as all other Long Beach residents. Furthermore, because the power plants are not a major source of our local energy supply, eliminating this tax exemption will have virtually no effect on Long Beach residents. -----	27%	32%	18%	15%	8%	59%
[]i. (PUBLIC HEALTH) Passing these measures will help to maintain funding for the city-run health department and Long Beach residents do not have to rely on the County. The City’s health department is crucial to making health services more accessible and affordable through community health clinics that provide care to disadvantaged families with children, the elderly, people with disabilities, veterans and mobile care to the unhoused. -----	21%	33%	22%	18%	6%	54%

(RESUME ASKING ALL RESPONDENTS)

NOW THAT YOU HAVE HEARD MORE INFORMATION, LET ME ASK YOU AGAIN ABOUT THESE MEASURES.

13. The first measure is entitled, CITY OF LONG BEACH COMMUNITY SAFETY, PUBLIC HEALTH AND NEIGHBORHOOD SERVICES MEASURE, and may read as follows:

(ASK SPLIT SAMPLE A ONLY)

a. “To help offset declining local revenue due to the State’s scheduled oil production phase-out, and to maintain city services including police, fire, parks, libraries, street improvements, public health and for general government use, shall the measure be adopted increasing Long Beach’s real property transfer tax [from \$1.10] to \$3.30 per \$1,000 of value transferred for the first \$1,000,000 in value and \$5.60 per \$1,000 of value above \$1,000,000, generating approximately \$12,000,000 annually until ended by voters?”

(ASK SPLIT SAMPLE B ONLY)

b. “To help offset declining local revenue due to the State’s scheduled oil production phase-out, and to maintain city services including police, fire, parks, libraries, street improvements, public health and for general government use, shall the measure be adopted increasing Long Beach’s real property transfer tax assessed against sellers [from \$1.10] to \$5.60 per \$1,000 of property value, generating approximately \$16,000,000 annually until ended by voters requiring annual independent audits and public disclosure?”

(Q13 CONTINUED)

(RESUME ASKING ALL RESPONDENTS)

If this measure was on the ballot and the election were held today, would you vote yes in favor or no to oppose? (IF YES/NO, ASK: “Is that definitely (YES/NO) or just probably (YES/NO)?”) (IF UNDECIDED, ASK: “Well, do you lean towards voting yes or no?”)

	<u>SPLIT A</u>	<u>SPLIT B</u>	<u>TOTAL</u>
TOTAL YES -----	43%	38%	41%
Definitely yes -----	21%	20%	21%
Probably yes -----	18%	16%	17%
Undecided, lean yes -----	4%	2%	3%
 TOTAL NO -----	 48%	 55%	 52%
Undecided, lean no -----	3%	4%	4%
Probably no -----	8%	8%	8%
Definitely no -----	37%	42%	40%
 (DK/NA) -----	 9%	 7%	 8%

14. The next measure is entitled, CITY OF LONG BEACH POWER PLANT TAX MEASURE, and may read as follows:

“To help offset declining local revenue due to the State’s scheduled oil production phase-out, and to maintain city services including police, fire, parks, libraries, street improvements, public health and for general government use, shall the measure be adopted to apply the 5% utility users tax currently applicable to and paid for by Long Beach gas utility users to electrical corporations and government agencies using gas to make electricity, generating approximately \$15,000,000 annually until ended by voters?”

If this measure was on the ballot and the election were held today, would you vote yes in favor or no to oppose? (IF YES/NO, ASK: “Is that definitely (YES/NO) or just probably (YES/NO)?”) (IF UNDECIDED, ASK: “Well, do you lean towards voting yes or no?”)

TOTAL YES -----	51%
Definitely yes -----	24%
Probably yes -----	24%
Undecided, lean yes -----	3%
 TOTAL NO -----	 41%
Undecided, lean no -----	4%
Probably no -----	8%
Definitely no -----	29%
 (DON'T READ) DK/NA -----	 8%

15. I am now going to read statements from people who oppose these City of Long Beach ballot measures. After each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote no to oppose these measures. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
[]a. (WASTE & SPENDING) Year after year voters pass local taxes and school bonds, but it is never enough for politicians and bureaucrats. The city must live within its means and balance its budget by eliminating wasteful spending and reform the out-of-control pension system that costs taxpayers millions. -----	44%	23%	18%	10%	5%	67%
[]b. (TAXES & HIGH PRICES) With the rising cost of food, gas, housing and due to inflation, Long Beach residents, seniors and small businesses cannot afford more city tax increases. Also, the County is asking voters to raise the sales tax to spend billions more on homeless services that aren't working, and there will be even more state tax and bond measures on the ballot. -----	41%	28%	16%	11%	4%	70%
[]c. (HOUSING CRISIS) Passing a real estate transfer tax will only make the affordable housing crisis worse. This ballot measure will cost sellers on average about four thousand dollars, which they will factor into the listing price—driving up home prices even more and making it even harder for first-time homebuyers and working families to buy a home in Long Beach. -----	37%	28%	18%	11%	6%	65%
[]d. (ENERGY PRICES) Energy prices are already at record prices—passing a measure to raise taxes on local power plants will pass the cost on to Long Beach residents who will be forced to pay higher utility bills. Voting no will save us money at a time when many Long Beach residents struggle to pay their bills. -----	36%	31%	21%	6%	5%	67%

SOMETIMES OVER THE COURSE OF A SURVEY LIKE THIS ONE PEOPLE CHANGE THEIR MINDS AND SOMETIMES THEY DO NOT. I AM NOW GOING TO ASK YOU ABOUT THESE MEASURES ONE MORE TIME.

16. The first measure is entitled, CITY OF LONG BEACH COMMUNITY SAFETY, PUBLIC HEALTH AND NEIGHBORHOOD SERVICES MEASURE, and may read as follows:

(ASK SPLIT SAMPLE A ONLY)

a. “To help offset declining local revenue due to the State’s scheduled oil production phase-out, and to maintain city services including police, fire, parks, libraries, street improvements, public health and for general government use, shall the measure be adopted increasing Long Beach’s real property transfer tax [from \$1.10] to \$3.30 per \$1,000 of value transferred for the first \$1,000,000 in value and \$5.60 per \$1,000 of value above \$1,000,000, generating approximately \$12,000,000 annually until ended by voters?”

(ASK SPLIT SAMPLE B ONLY)

b. “To help offset declining local revenue due to the State’s scheduled oil production phase-out, and to maintain city services including police, fire, parks, libraries, street improvements, public health and for general government use, shall the measure be adopted increasing Long Beach’s real property transfer tax assessed against sellers [from \$1.10] to \$5.60 per \$1,000 of property value, generating approximately \$16,000,000 annually until ended by voters requiring annual independent audits and public disclosure?”

(RESUME ASKING ALL RESPONDENTS)

If this measure was on the ballot and the election were held today, would you vote yes in favor or no to oppose? **(IF YES/NO, ASK: “Is that definitely (YES/NO) or just probably (YES/NO)?”)** **(IF UNDECIDED, ASK: “Well, do you lean towards voting yes or no?”)**

	<u>SPLIT A</u>	<u>SPLIT B</u>	<u>TOTAL</u>
TOTAL YES -----	37%	30%	33%
Definitely yes -----	18%	14%	16%
Probably yes -----	14%	14%	14%
Undecided, lean yes -----	5%	2%	3%
 TOTAL NO -----	 54%	 61%	 57%
Undecided, lean no -----	5%	5%	5%
Probably no -----	9%	11%	10%
Definitely no -----	40%	46%	43%
 (DK/NA) -----	 9%	 9%	 9%

17. The next measure is entitled, CITY OF LONG BEACH POWER PLANT TAX MEASURE, and may read as follows:

“To help offset declining local revenue due to the State’s scheduled oil production phase-out, and to maintain city services including police, fire, parks, libraries, street improvements, public health and for general government use, shall the measure be adopted to apply the 5% utility users tax currently applicable to and paid for by Long Beach gas utility users to electrical corporations and government agencies using gas to make electricity, generating approximately \$15,000,000 annually until ended by voters?”

If this measure was on the ballot and the election were held today, would you vote yes in favor or no to oppose? **(IF YES/NO, ASK: “Is that definitely (YES/NO) or just probably (YES/NO)?”)** **(IF UNDECIDED, ASK: “Well, do you lean towards voting yes or no?”)**

TOTAL YES -----	44%
Definitely yes -----	20%
Probably yes-----	21%
Undecided, lean yes -----	3%
 TOTAL NO -----	 46%
Undecided, lean no-----	3%
Probably no-----	11%
Definitely no -----	33%
 (DON'T READ) DK/NA -----	 9%

HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.

18. Do you own or rent your home?

Own-----	49%
Rent-----	40%
(DON'T READ) DK/NA -----	11%

19. **(T)** Are you a member of a labor union or teachers’ union? Is any member of your family a member of a labor union or teachers’ union?

Yes, self-----	13%
Yes, family member -----	10%
Yes, both-----	5%
No-----	66%
(DON'T READ) Refused/NA -----	6%

20. (T) What was the last level of school you completed?

First to 11 th grade-----	1 %
High school graduate-----	10 %
Vocational/technical school-----	2 %
Some college, but no degree-----	17 %
Associates degree-----	13 %
Four-year college or bachelor's degree-----	26 %
Graduate school or advanced degree-----	28 %
(DON'T READ) DK/NA-----	4 %

21. (T) Lastly, to make sure everyone's opinions are represented in this survey, please tell me with which racial or ethnic group do you identify yourself: Latino or Hispanic; African American or Black; White or Caucasian; Asian or Pacific Islander; more than one ethnic or racial group; or a different ethnic or racial background that I did not mention?

Latino/Hispanic-----	29 %
African American/Black-----	10 %
White/Caucasian-----	44 %
Asian/Pacific Islander-----	9 %
Multiracial-----	3 %
Another ethnic/racial background-----	1 %
(DON'T READ) DK/NA/REFUSED --	4 %

THANK AND TERMINATE

GENDER:	Male-----	47 %
	Female-----	53 %

PARTY REGISTRATION:	Democrat-----	54 %
	Republican-----	18 %
	No party preference-----	18 %
	Other-----	10 %

LANGUAGE OF INTERVIEW:	English-----	93 %
	Spanish-----	7 %

STATEWIDE FLAGS

G14	35 %
P16	44 %
G16	62 %
P18	40 %
G18	63 %
P20	56 %
G20	79 %
P22	49 %
G22	63 %
P24	53 %
BLANK	10 %

AGE

18-24	10 %
25-29	7 %
30-34	9 %
35-39	11 %
40-44	8 %
45-49	8 %
50-54	6 %
55-59	9 %
60-64	9 %
65-74	13 %
75+	10 %

CITY COUNCIL DISTRICT

1	9 %
2	11 %
3	14 %
4	14 %
5	16 %
6	8 %
7	10 %
8	9 %
9	9 %

CONGRESSIONAL DISTRICT

42	57 %
44	43 %

ASSEMBLY DISTRICT

65	13 %
69	87 %

OWN/RENT

Homeowners	53 %
Renters	47 %

FOREIGN BORN

Yes	22 %
No	78 %

HOUSEHOLD PARTY TYPE

D1	33 %
D2 +	13 %
R1	9 %
R2 +	4 %
I1 +	21 %
Mixed	19 %

MODE OF INTERVIEW

Phone	53 %
Online/email	33 %
Online/text	14 %

A/B SPLIT

A	50 %
B	50 %