Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of voters about important issues in Chula (Chew-la) Vista and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.
If needed: The survey should take about 12 minutes to complete.
If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Other Measures

Split Sample. Random half of respondents receive Q1. Other half goes to intro preceding Q2. Do NOT use odd/even clusters for this randomization.

| Q1 | This November, voters will be asked to vote on several ballot propositions at the State and local level. As I read the following propositions, please tell me whether you would vote yes or no on them if the election were held today.

Here is the (first/next) one: _____ Would you vote yes or no on this measure? |

Read in Order.	Yes	No	Not sure	Prefer not to answer
A	A proposal authorizing the State of California to issue 9 billion dollars in bonds for the construction and modernization of public schools and community colleges.	56%	30%	13%	1%
B	A proposal to increase the sales tax in San Diego County by one-half percent to fund road repair, transit, traffic relief, safety, and water quality.	43%	48%	7%	2%

Section 3: Initial Ballot Test

Split Sample.	

Even clusters receive this intro: Your household is within the City of Chula (Chew-la) Vista. Later this year, voters in the city may be asked to vote on a local ballot measure. Let me read you a summary of the measure titled the **Chula Vista Local Funding for Safety, Repairs and Improvements** measure.

Odd clusters receive this intro: Your household is within the City of Chula (Chew-la) Vista. Later this year, voters in the city may be asked to vote on **two** local ballot measures. Let me read you a summary of the first measure titled the **Chula Vista Local Funding for Safety, Repairs and Improvement** measure.

Q2

To:
- Fix potholes, repair and maintain streets, sidewalks, and aging storm drains to prevent sinkholes
- Upgrade aging police, fire and 9-1-1 emergency response facilities and equipment
- Maintain parks, recreation centers, and libraries
- And improve water conservation and other essential projects and services

Shall the City of Chula Vista adopt an ordinance enacting a one-half cent sales tax for ten years, generating $16 million annually for improvements in the City of Chula Vista, requiring citizen oversight and independent audits? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

			Received Measure A Only	Received Measures A & B
	1	Definitely yes	32%	34%
	2	Probably yes	27%	29%
	3	Probably no	12%	11%
	4	Definitely no	21%	18%
	98	Not sure	8%	6%
	99	Prefer not to answer	1%	2%

Only odd clusters receive Q3.

Q3

Now let me read you the second measure, titled the **Advisory Measure**:

If the sales tax measure passes, generating an estimated $16 million annually for the City of Chula Vista, shall the new revenue be used only to repair and replace essential City infrastructure and facilities with a minimum of 40 percent of these funds being used to upgrade obsolete police, fire and 9-1-1 emergency response facilities and equipment? If the election were held today, would you vote yes or no on this advisory measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

	1	Definitely yes	25%
	2	Probably yes	32%
	3	Probably no	15%
	4	Definitely no	16%
	98	Not sure	11%
	99	Prefer not to answer	1%

Section 4: Arguments			
Even clusters receive this intro: What I'd like to do now is tell you what some people are saying about the measure we've been discussing.			
Odd clusters receive this intro: What I'd like to do now is tell you what some people are saying about the measures we've been discussing.			
Randomize Order of Q4 & Q5. If even cluster use 'measure', if odd cluster use 'measures'.			

Q4

(First/Next) let me tell you what supporters say. **Supporters** of the <measure/measures> say:

- Many of the City's streets, sidewalks, storm drains and other infrastructure are more than 50 years old and in desperate need of repair. We need to start replacing and repairing our infrastructure before pipes begin collapsing and create sink holes, flooding, pollution, and millions of dollars in property damage.
- If we don't take care of it now, it will be a lot more expensive to repair in the future.
- This measure will also ensure that our police and firefighters have the vehicles and life-saving equipment they need to respond quickly to 9-1-1 emergencies.
- By keeping our city safe, clean and well-maintained, this measure will help protect our quality of life and our property values.
- There will also be a clear system of accountability. All the money raised will stay local to fund essential city projects and services. It can't be taken by the State.

Do you think these are very convincing, somewhat convincing, slightly convincing, or not at all convincing reasons to **SUPPORT** the <measure/measures>?

	1	Very convincing	33%
	2	Somewhat convincing	31%
	3	Slightly convincing	14%
	4	Not at all convincing	19%
	98	Not sure	3%
	99	Prefer not to answer	1%

Q5

(First/Next) let me tell you what opponents say. **Opponents** of the <measure/measures> say:

- Taxes are already too high – we can't afford another tax increase. This is especially true for seniors and others on fixed-incomes.
- City employees are making too much money in salary, pensions and benefits – that's the problem. The City needs to tighten its belt before asking residents to pay more taxes.
- Plus, we can't trust the City to spend the money wisely. There is no guarantee that the money will be spent on the services promised.

Do you think these are very convincing, somewhat convincing, slightly convincing, or not at all convincing reasons to **OPPOSE** the <measure/measures>?

	1	Very convincing	35%
	2	Somewhat convincing	29%
	3	Slightly convincing	16%
	4	Not at all convincing	15%
	98	Not sure	3%
	99	Prefer not to answer	1%

Section 5: Final Ballot Tests

	Split Sample	

Even clusters receive this intro: Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again:

Odd clusters receive this intro: Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measures, let me read you a summary of the first measure again.

Q6

To:
- Fix potholes, repair and maintain streets, sidewalks, and aging storm drains to prevent sinkholes
- Upgrade aging police, fire and 9-1-1 emergency response facilities and equipment
- Maintain parks, recreation centers, and libraries
- And improve water conservation and other essential projects and services

Shall the City of Chula Vista adopt an ordinance enacting a one-half cent sales tax for ten years, generating $16 million annually for improvements in the City of Chula Vista, requiring citizen oversight and independent audits? If the election were held today, would you vote yes or no on this measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

			Received Measure A Only	Received Measures A & B
	1	Definitely yes	24%	30%
	2	Probably yes	30%	29%
	3	Probably no	12%	13%
	4	Definitely no	24%	21%
	98	Not sure	8%	6%
	99	Prefer not to answer	1%	2%

Only odd clusters receive Q7.

Q7

Now let me read you the second measure, titled the **Advisory Measure**.

If the sales tax measure passes, generating an estimated **$16** million annually for the City of Chula Vista, shall the new revenue be used only to repair and replace essential City infrastructure and facilities with a minimum of 40 percent of these funds being used to upgrade obsolete police, fire and 9-1-1 emergency response facilities and equipment? If the election were held today, would you vote yes or no on this advisory measure? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?

	1	Definitely yes	26%
	2	Probably yes	33%
	3	Probably no	15%
	4	Definitely no	18%
	98	Not sure	6%
	99	Prefer not to answer	2%

Those are all of the questions that I have for you. Thanks so much for participating in this important survey.

Post-Interview & Sample Items			
S1	Gender		
	1	Male	48%
	2	Female	46%
	3	Prefer not to answer	6%
S2	Party		
	1	Democrat	44%
	2	Republican	30%
	3	Other	4%
	4	DTS	22%
S3	Age on Voter File		
	1	18 to 29	10%
	2	30 to 39	14%
	3	40 to 49	19%
	4	50 to 64	33%
	5	65 or older	25%
	99	Not coded	0%
S4	Registration Date		
	1	2016 to 2009	43%
	2	2008 to 2005	25%
	3	2004 to 2001	18%
	4	Before 2001	14%

S5		Household Party Type	
	1	Single Dem	20%
	2	Dual Dem	14%
	3	Single Rep	11%
	4	Dual Rep	11%
	5	Single Other	13%
	6	Dual Other	5%
	7	Dem & Rep	6%
	8	Dem & Other	11%
	9	Rep & Other	8%
	0	Mixed (Dem + Rep + Other)	2%
S6		Homeowner on Voter File	
	1	Yes	70%
	2	No	30%
S7		Likely to Vote by Mail	
	1	Yes	58%
	2	No	42%
S8		Likely June 2016 Voter	
	1	Yes	44%
	2	No	56%
S9		Likely November 2016 Voter	
	1	Yes	100%
	2	No	0%

S10	East or West of 805 (Precinct)		
	2	East	62%
	1	West	38%
S11	Hispanic Surname		
	1	Yes	40%
	2	No	60%
S12	Ballot Test Version		
	1	Measure A Only	51%
	2	Measures A & B	49%