



# Citizen Sentiment/ Transient Occupancy Tax Study

Conducted May 1-3 and 6-8, 2012  
n=400 Likely Voters  
MoE=  $\pm 4.9\%$  @ 95% Confidence Interval

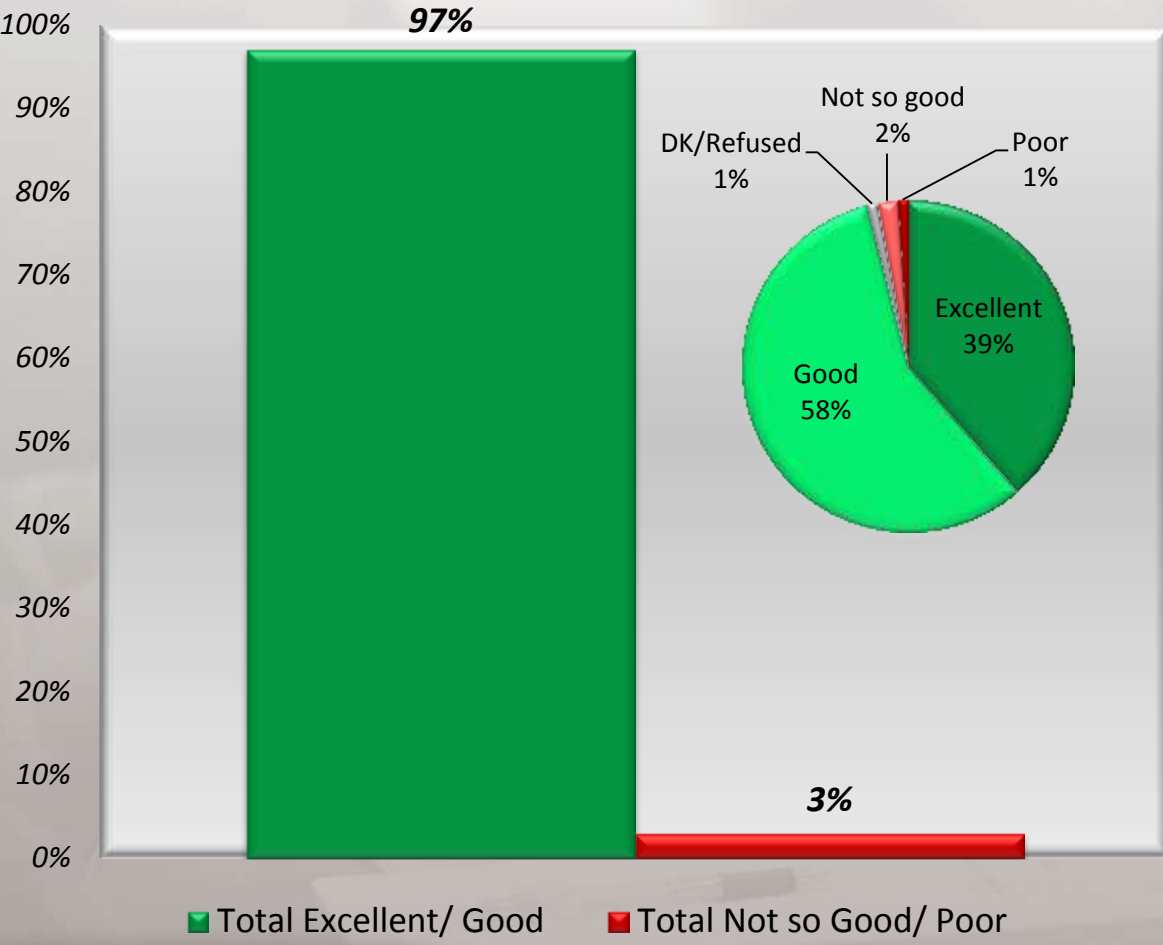
# LIFE IN GOLETA



# Nearly all Goleta likely voters believe the quality of life in the city is excellent or good.

## 4. Quality of Life

### Quality of Life in Goleta

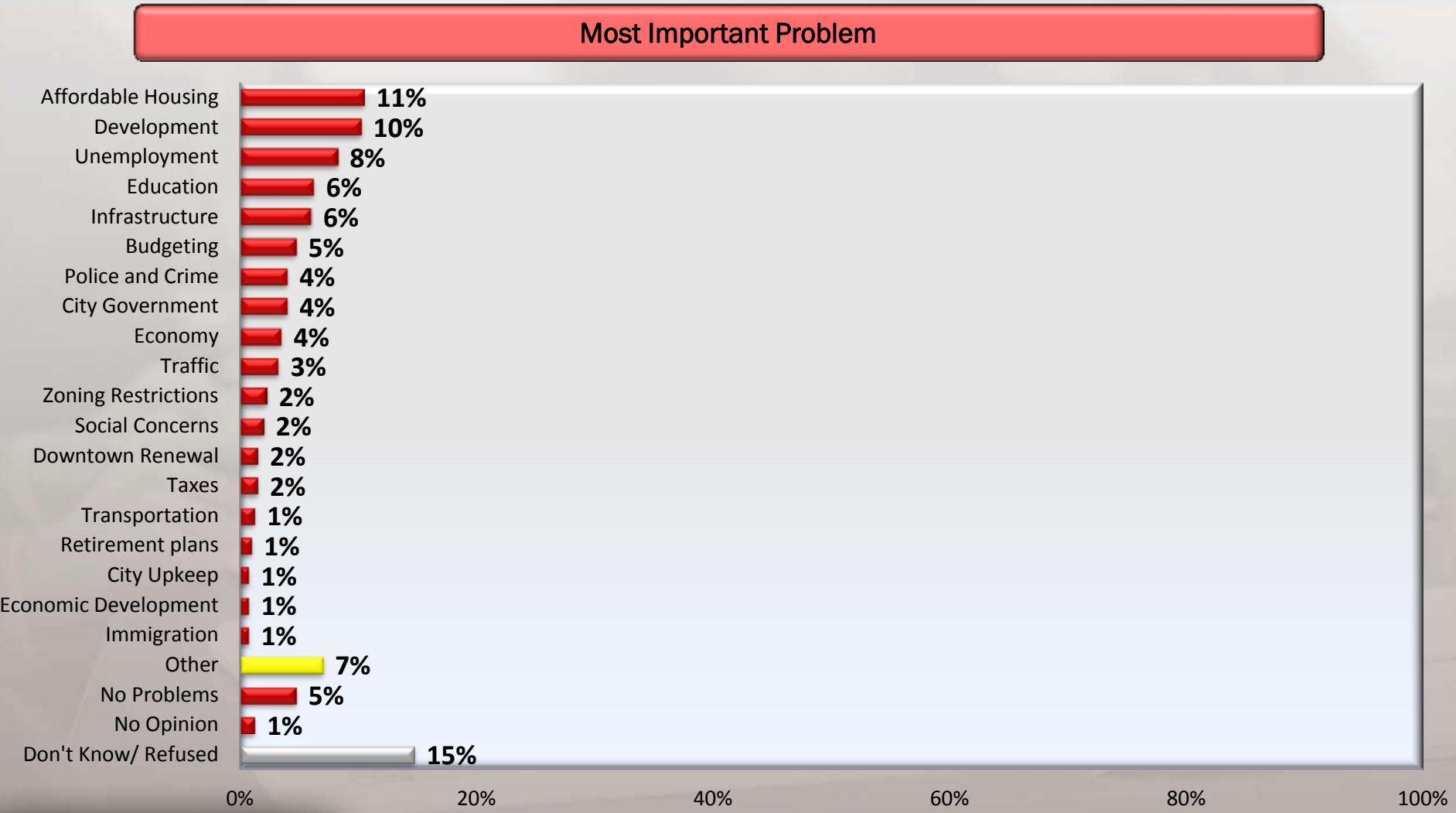


Top Groups: Excellent/ Good	%
Age 18-44	100%
Post Grad Education	100%
Age 55-64	99%
Democrat	98%
Not so Good / Poor	
High School or Less	8%
DTS	6%
Age 25-34	6%
Conservative	6%



Affordable housing and development are the two most important issues in Goleta. Unemployment is a close third, and five percent of likely voters don't see any problems in the city.

10. Most Important Problem

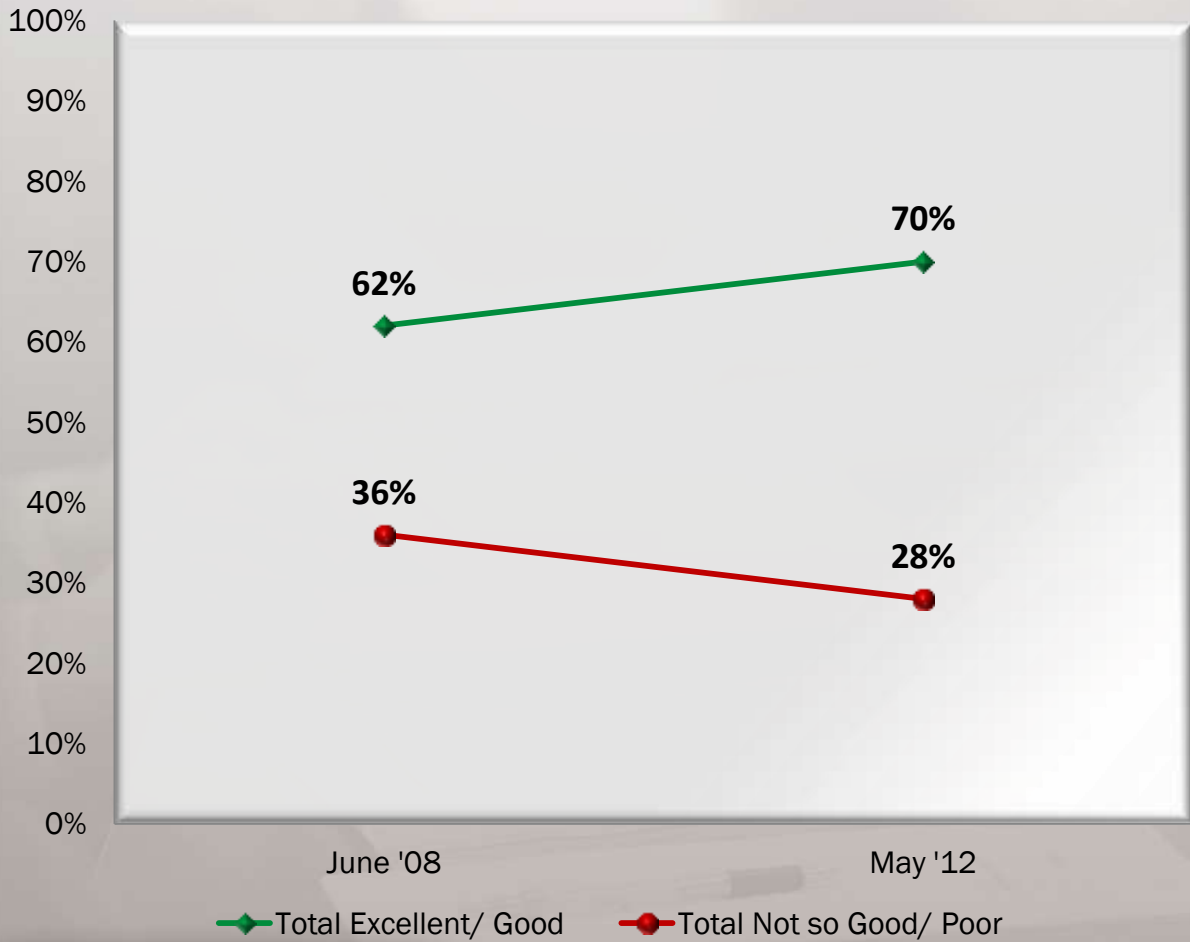




# Positive perceptions of the city's economic conditions have increased eight percent since 2008.

## 5. Economic Conditions

### Economic Conditions



Top Groups: Excellent/ Good	
	%
Age 18-24	94%
Bachelor's Degree	79%
Men 18-54	76%
Age 25-34	76%
Not so Good / Poor	
<College & <\$75k	40%
Some College	39%
Age 75+	39%
<College & \$75k+	38%

### May 2012



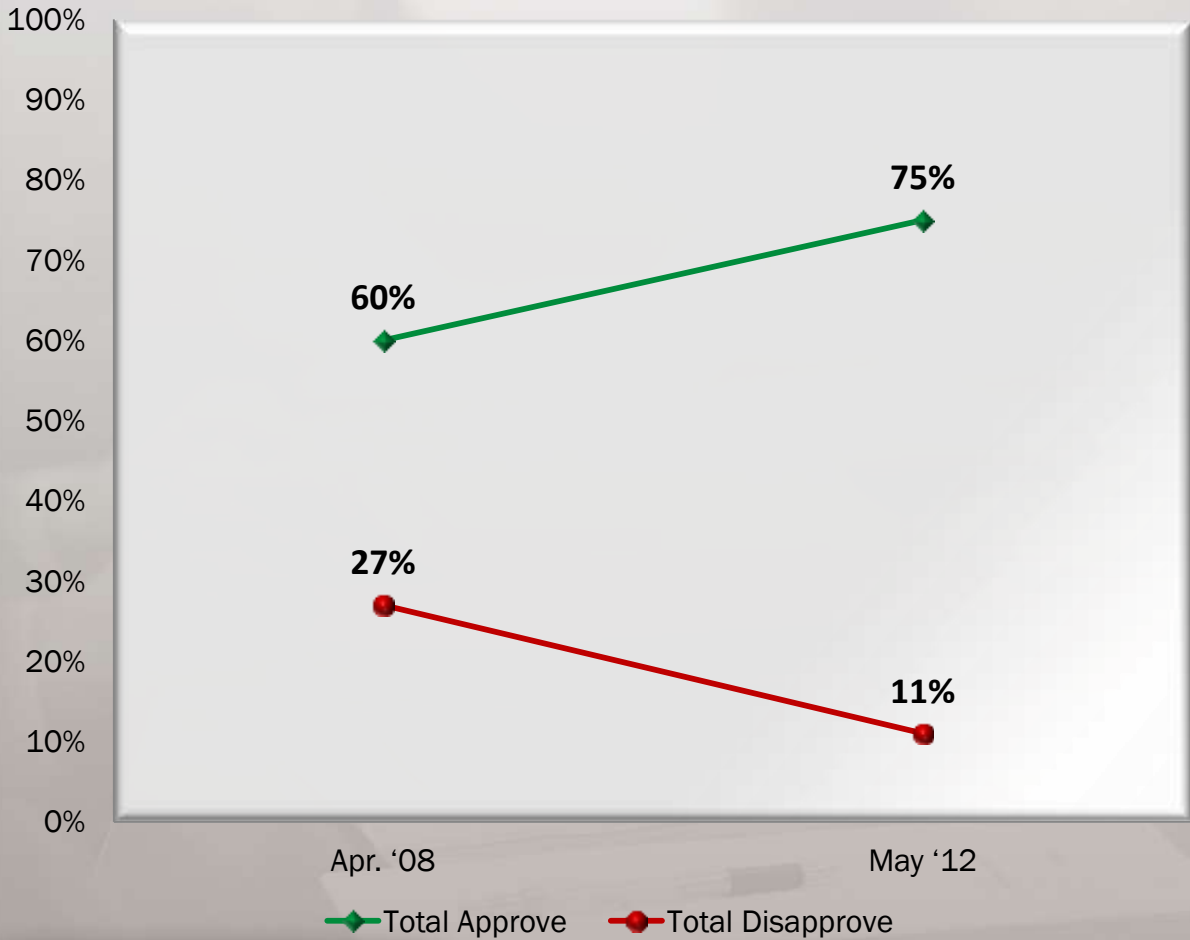
# CITY GOVERNMENT AND SERVICES



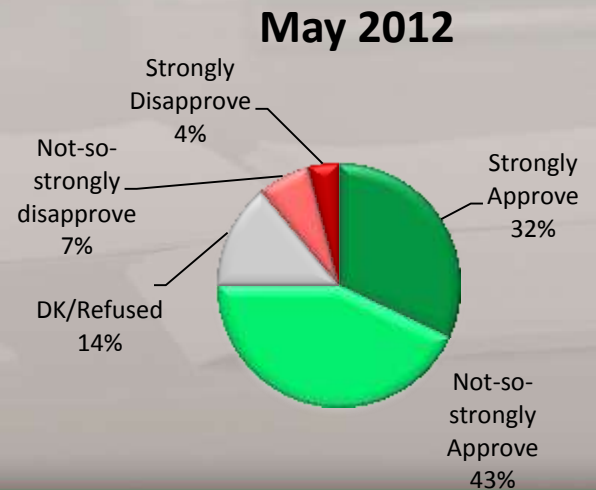
The City Council has significantly improved its job approval rating since 2008; three-quarters of the city's likely voters approve of the job the Council is doing.

11. City Council Job Approval

**City Council Job Approval**



Top Groups: Approve		%
Age 18-24		88%
College+ & <\$75k		87%
DTS		86%
Disapprove		
College+ & \$75k+		32%
Age 55-64		25%
Some College		21%

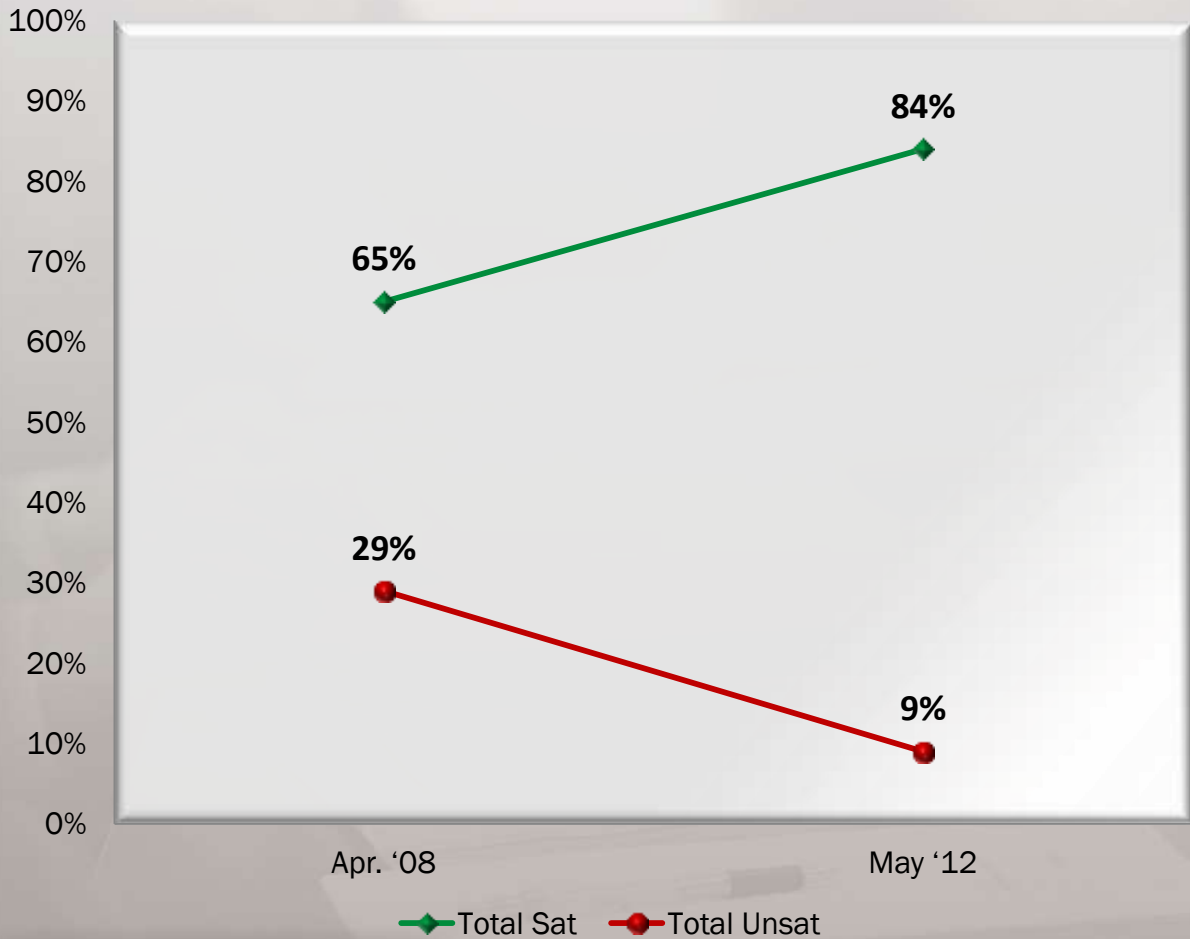




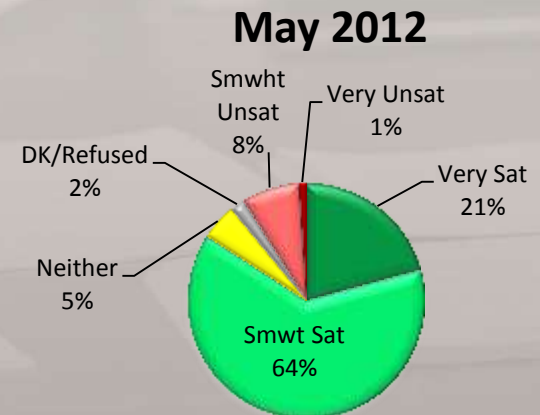
# More than four in five likely voters are now satisfied with the city government – a 19% improvement since April 2008.

## 10. City Government: Satisfaction Ratings

### City Government



Top Groups: Satisfied	%
Age 18-24	100%
DTS	91%
College+ & <\$75k	89%
Not Satisfied	
Age 55-64	17%
High School or Less	17%
Conservative	15%

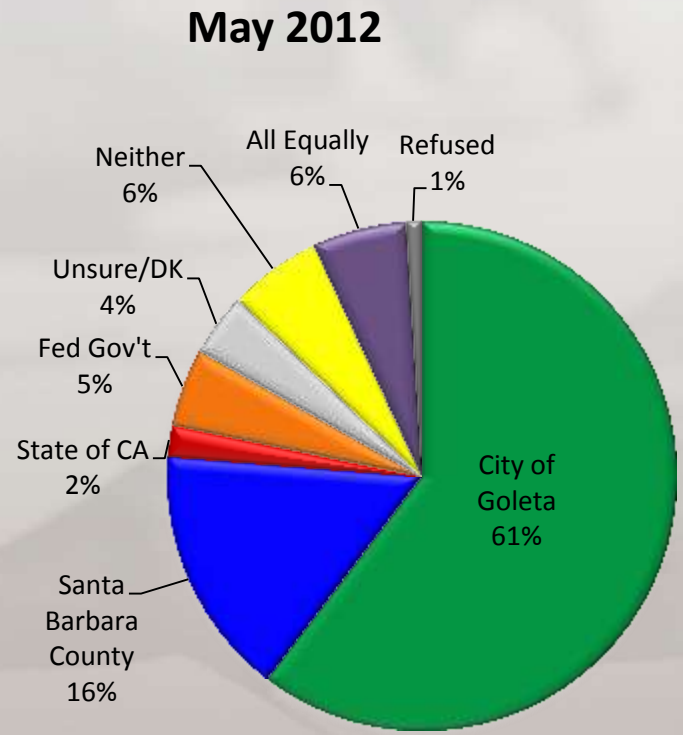
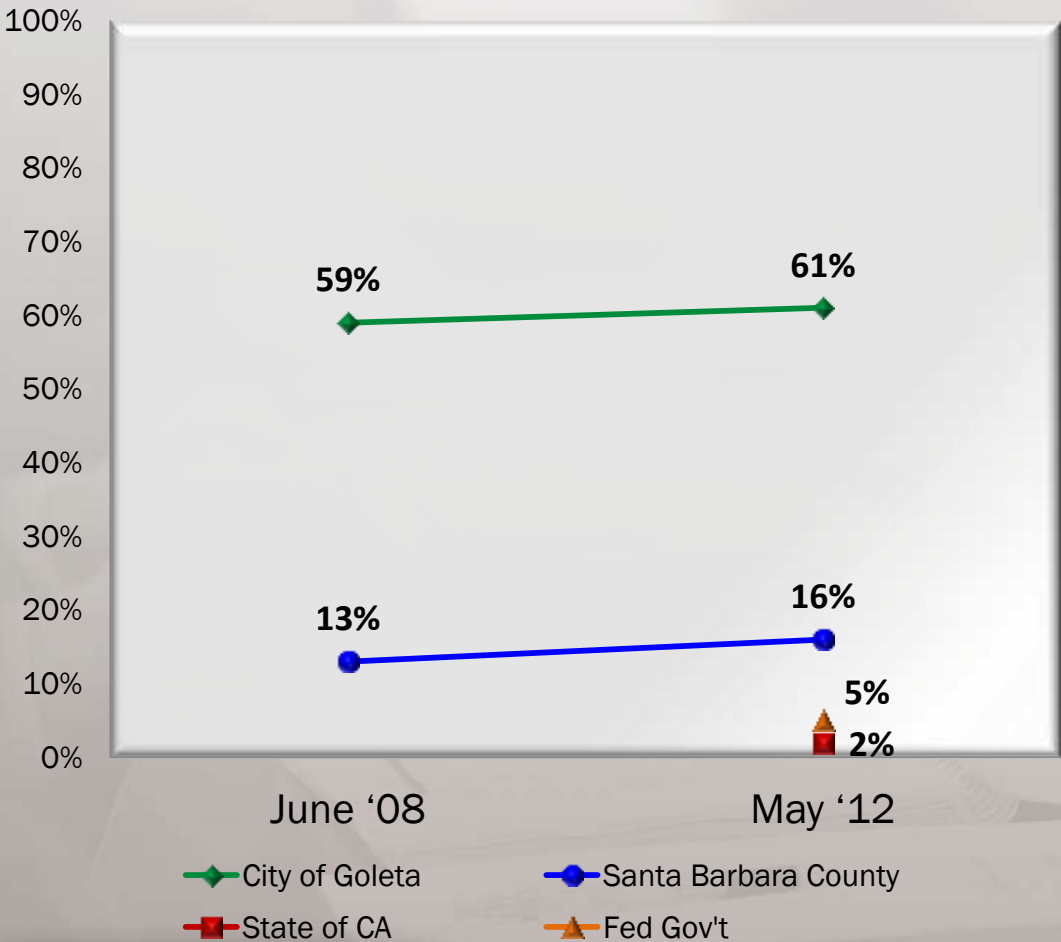




# The City of Goleta remains the most trusted level of government when it comes to spending tax dollars wisely.

## 8. Trusted with Spending Tax Dollars Wisely

### Trusted with Spending Tax Dollars Wisely

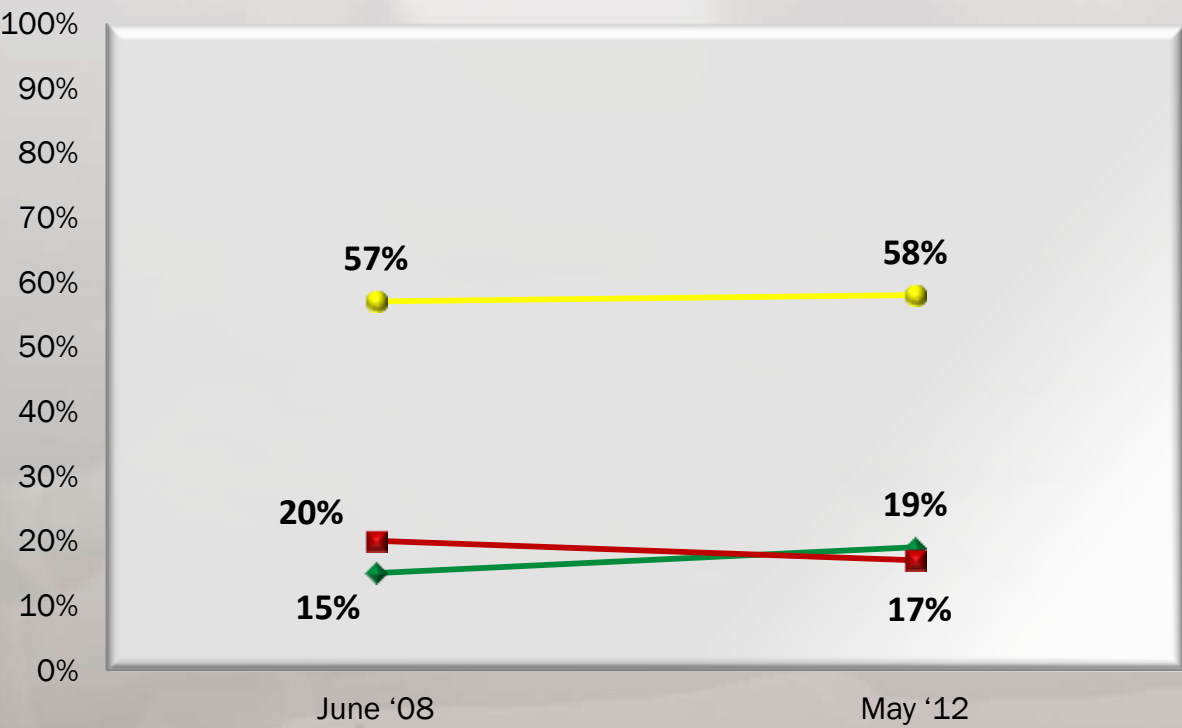




There has been a slight increase in the number of likely voters who believe the city government needs to do more and would be willing to pay higher taxes, while the number who believe taxes are too high and would sacrifice city services has slightly declined.

7. Taxes and government services

**Taxes and Government Services**



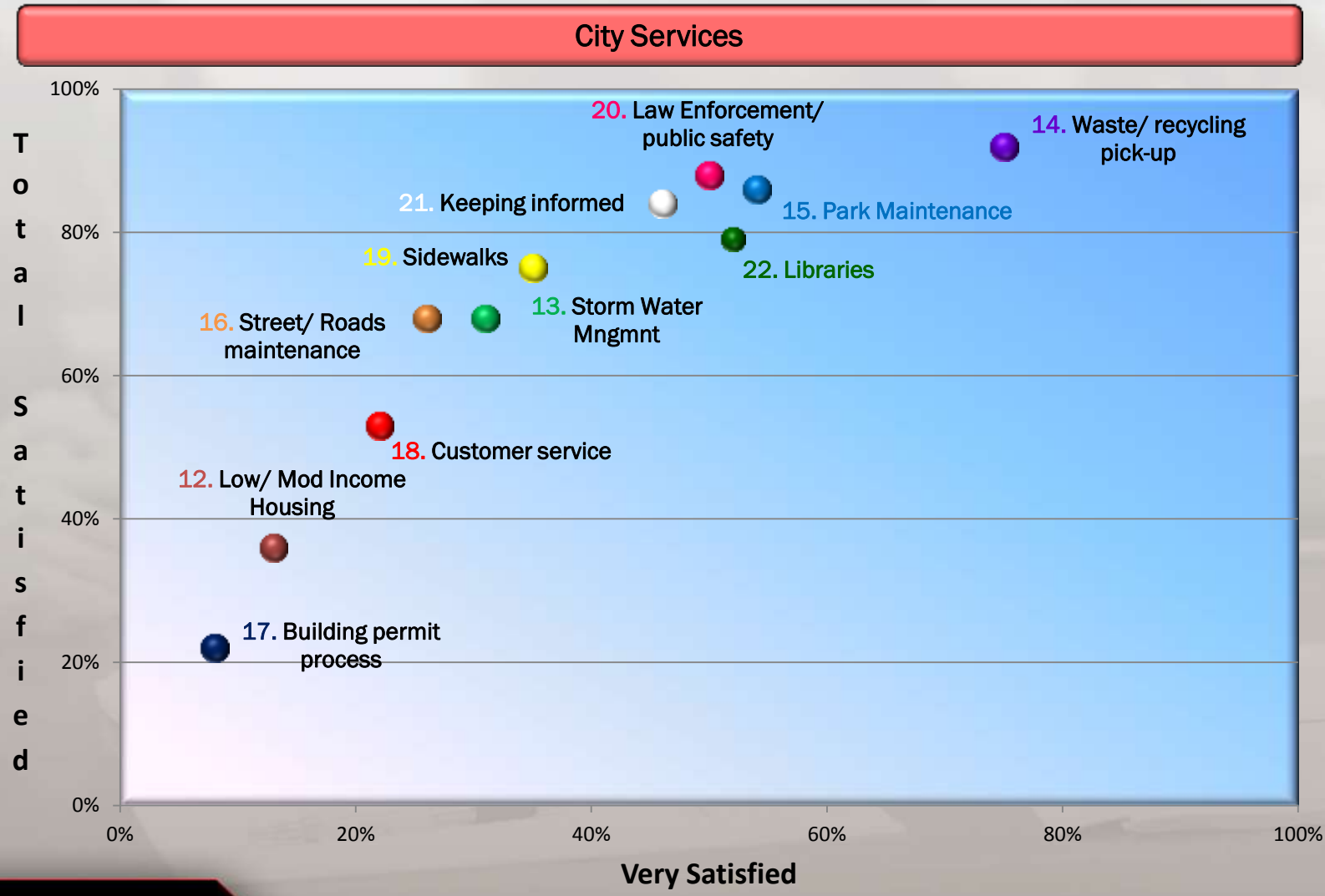
- ◆ City government needs to do more and you would be willing to pay higher taxes for more City government services.
- City taxes and services are about right where they are now
- Taxes are too high and you would be willing to have fewer City government services if your taxes went down.

Top Groups: About Right	%
Age 25-34	66%
Moderate	65%
Age 75+	65%
Taxes too High	
Conservative	35%
High School or Less	28%
Age 45-54	28%
Do More/ Pay Higher Taxes	
Age 18-24	36%
Liberal	28%
\$100k+	27%



City services used by most likely voters – such as waste and recycling pick-up, law enforcement, and park maintenance – generally have the highest satisfaction ratings. Services used by specific populations, like low/moderate income housing and the building permitting process, have lower satisfaction ratings – likely because fewer likely voters have reason to interact with the government these capacities.

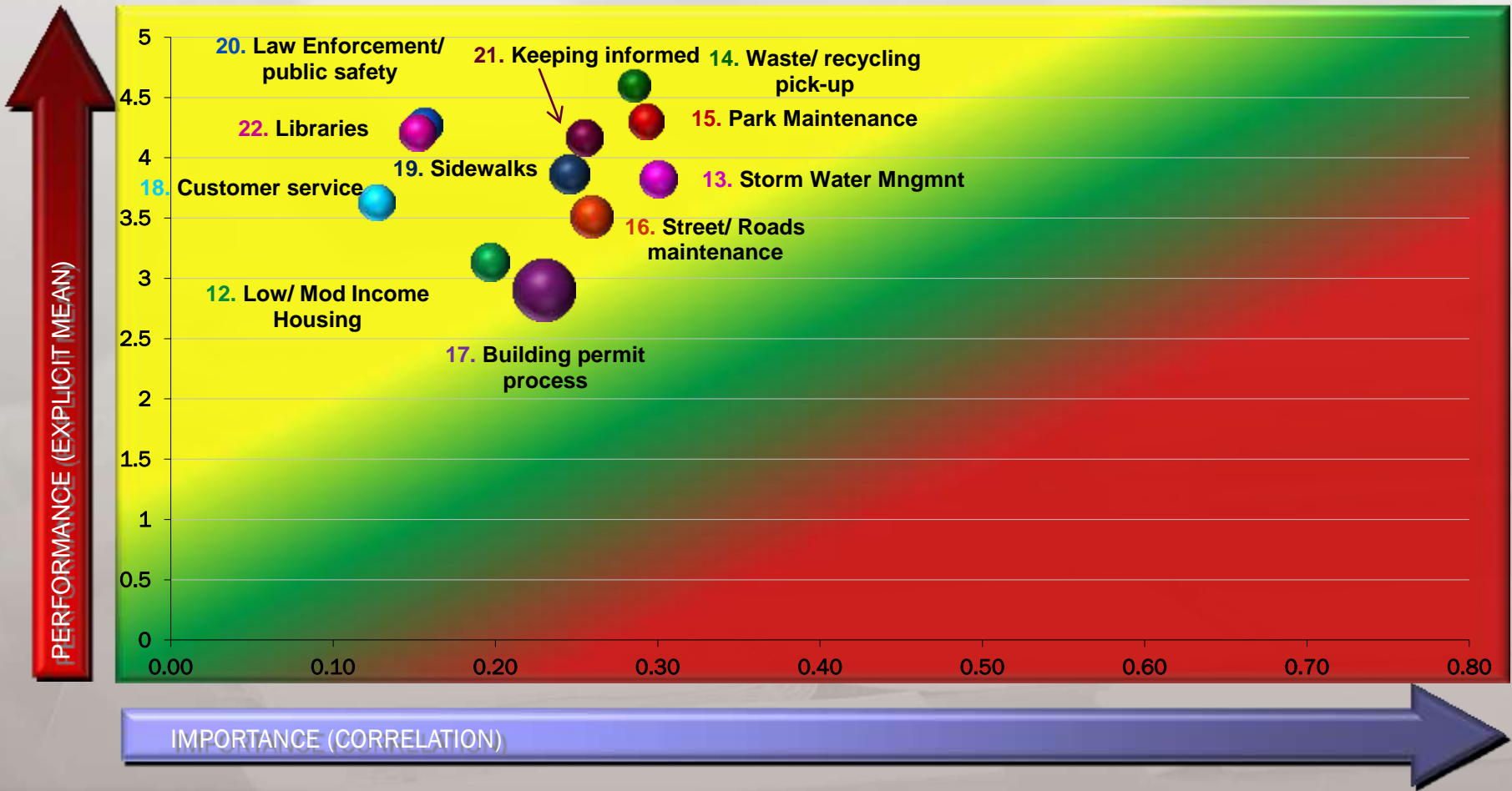
12-22. City Services





Overall, citizens are happy with the services that the city is providing. The lowest ratings are being given for services that few citizens use and all performance ratings exceed expectations.

BUBBLE SIZE=CONSISTENCY (STANDARD DEVIATION)



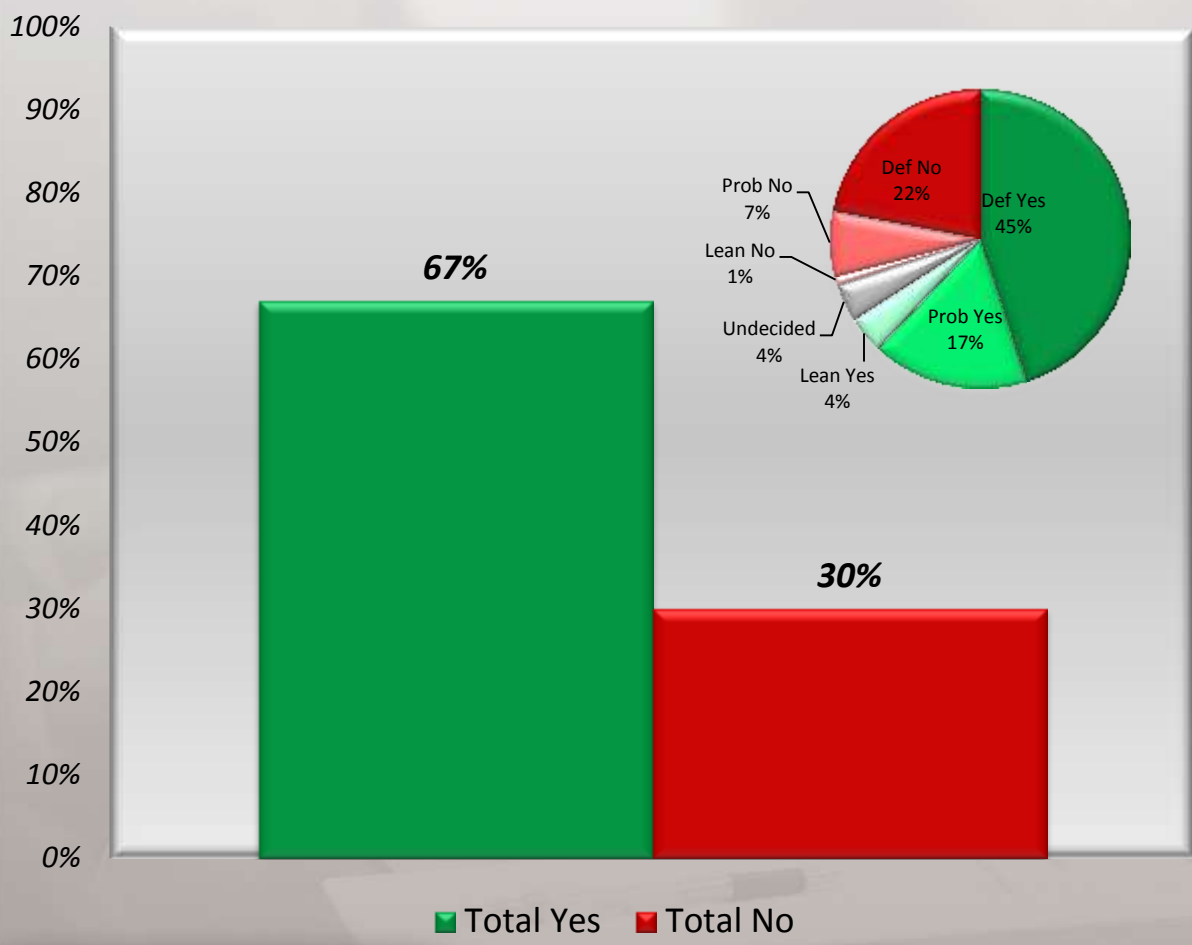
# TAX PROPOSALS



# Governor Jerry Brown's income and sales tax proposal has the support of more than two-thirds of the city's likely voters. Only 30% oppose the plan.

23. Brown's Income and Sales Tax Proposal

## Governor Brown's Income and Sales Tax Proposal



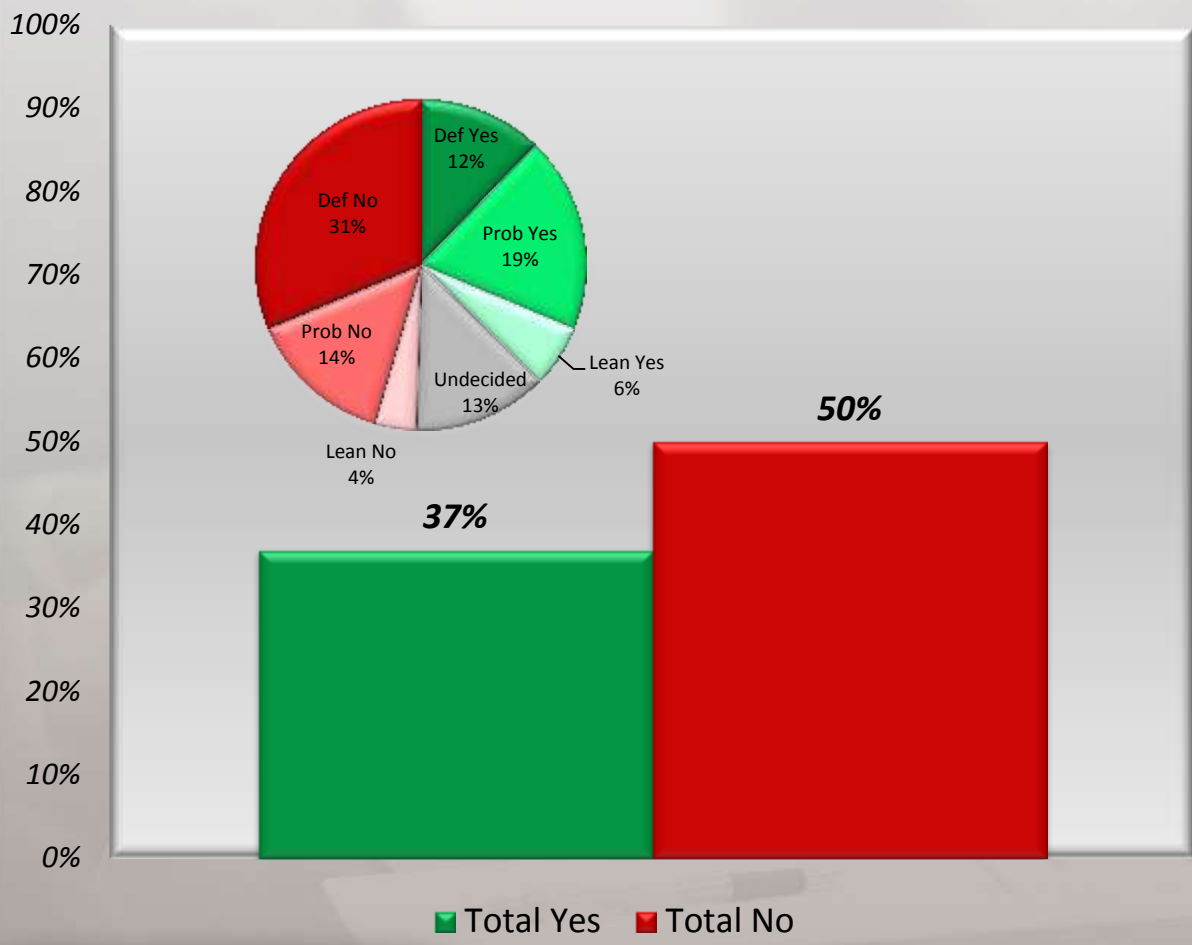
Top Groups: Yes	%
Age 18-24	88%
Liberal	87%
Rarely/Never read Monarch Press	80%
College+ & <\$75k	76%
No	
Conservative	63%
High School or Less	57%
Republican	43%
Men 55+	42%



A generic parcel tax is opposed by half of likely voters in Goleta. Nearly a third of likely voters would definitely vote against the parcel tax.

24. Generic Parcel Tax Proposal

Generic Sales Tax Proposal



Top Groups: Yes	%
Age 18-24	65%
Age 25-34	57%
College+ & <\$75k	55%
Liberal	53%
No	
High School or Less	79%
Conservative	76%
Age 55-64	70%
<College & <\$75k	70%

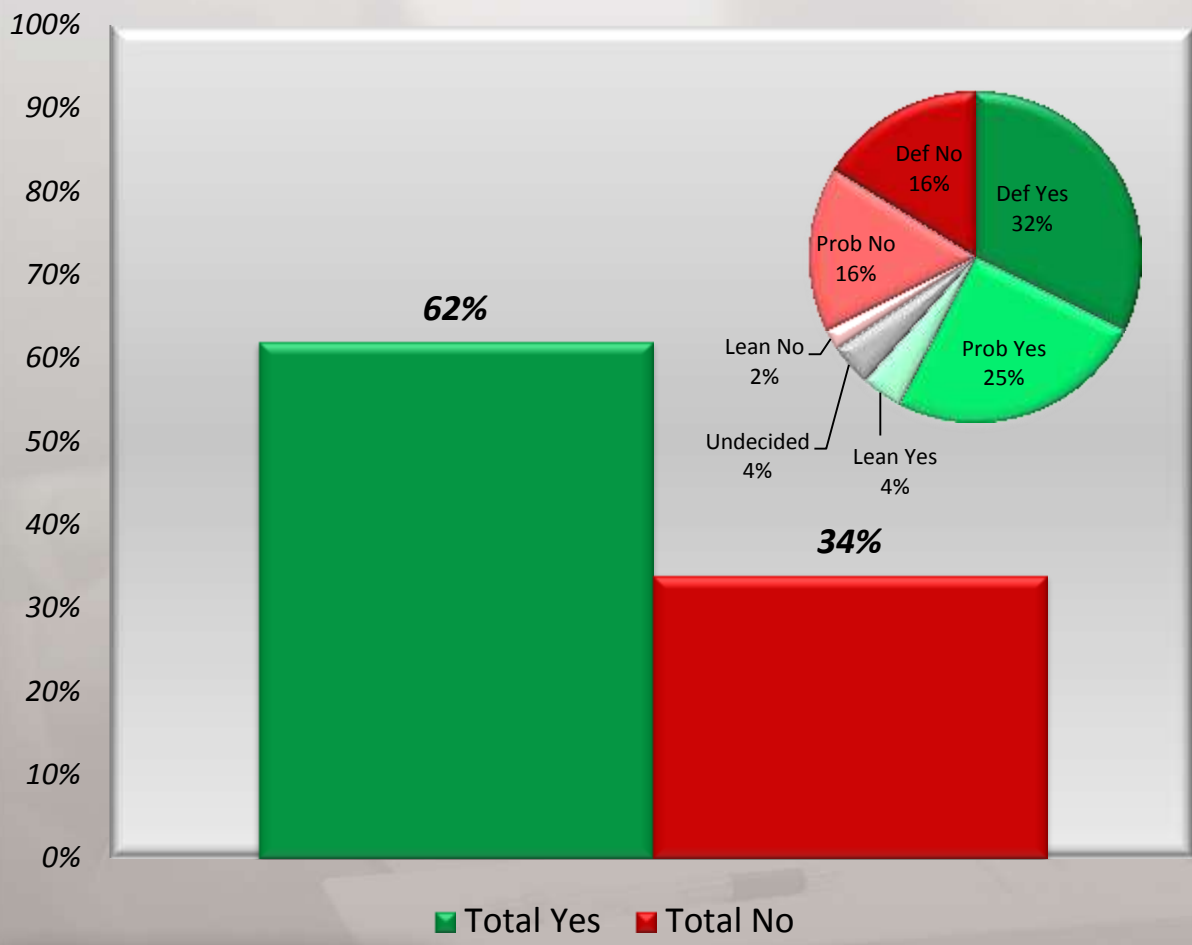
# THE TRANSIENT OCCUPANCY TAX



More than three in five likely voters would vote to increase the Transient Occupancy Tax if it was placed on the ballot this November. Slightly more than a third oppose the tax.

25. Transient Occupancy Tax Proposal

**Transient Occupancy Tax Proposal**



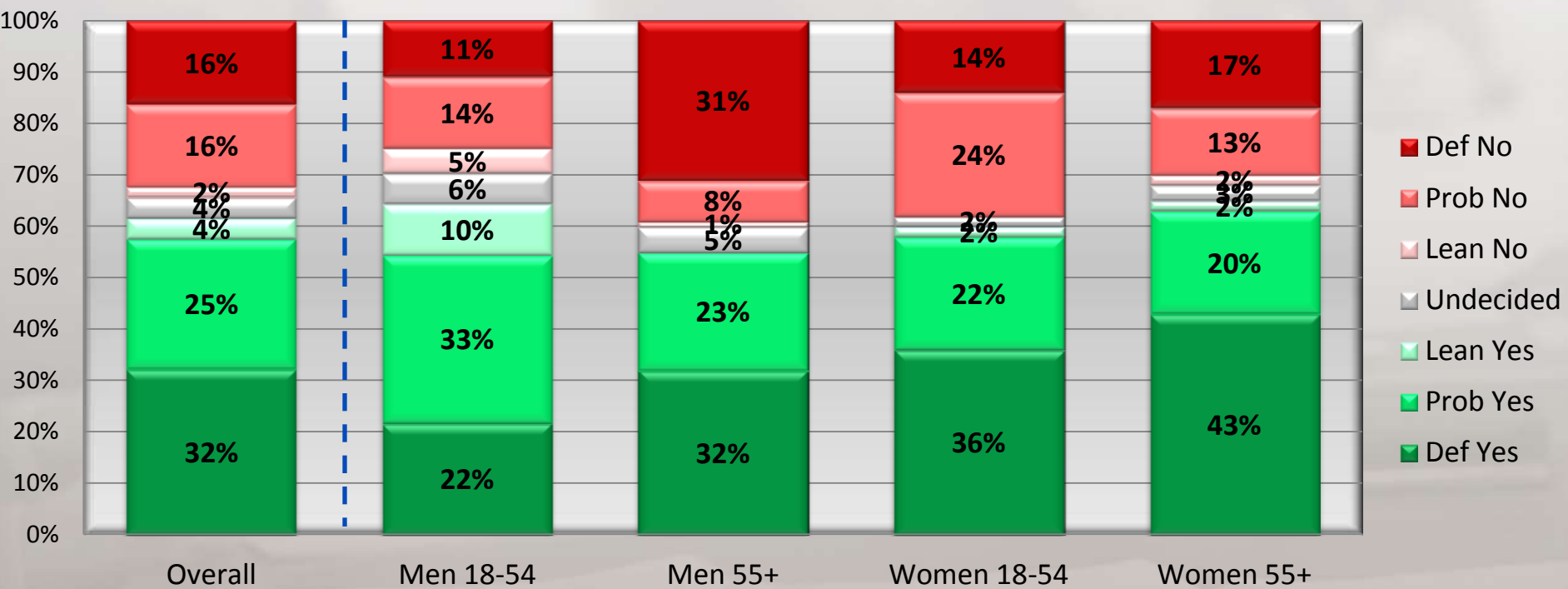
Top Groups:	
Yes	%
DTS	72%
Liberal	70%
Post Grad Education	69%
College+ & \$75k+	68%
No	
High School or Less	55%
Conservative	51%
<College & \$75k+	48%
Age 18-24	44%



# Older men are more likely to oppose the Transient Occupancy Tax increase than the other gender/ age groups, though a majority would vote for it.

25. Transient Occupancy Tax Proposal

TOT Ballot: Gender/ Age



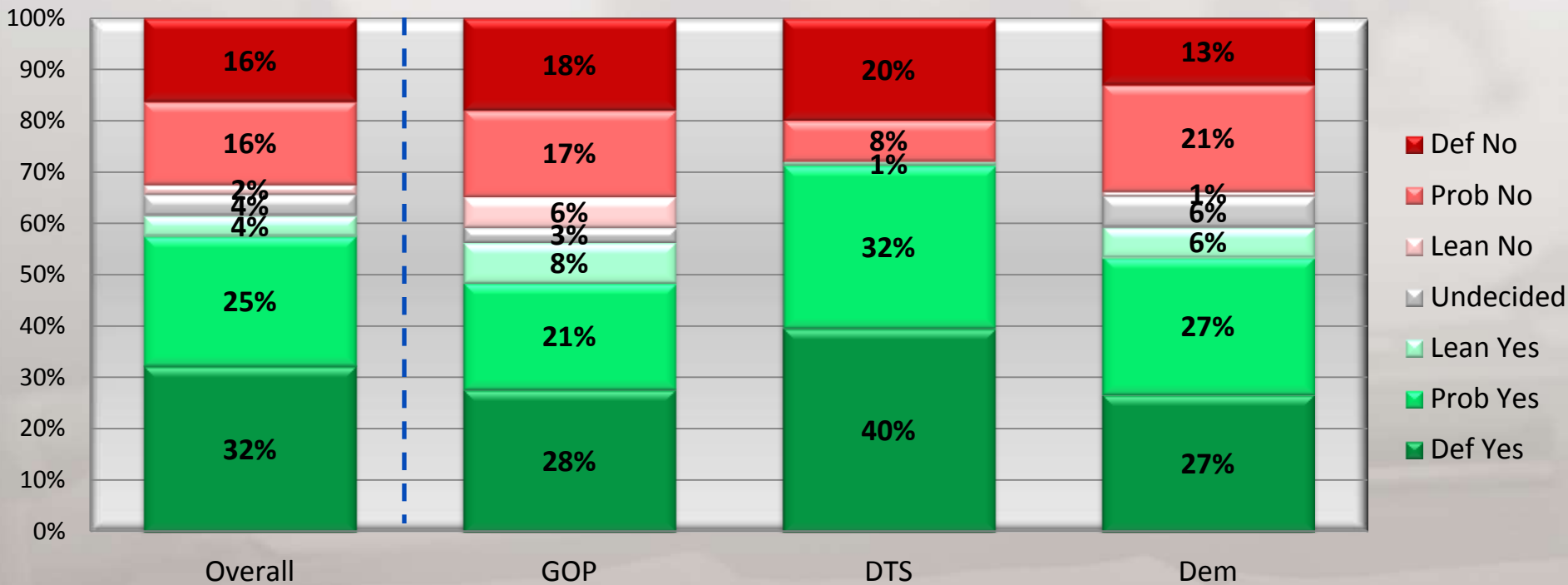
	Overall	Men 18-54	Men 55+	Women 18-54	Women 55+
	100%	32%	15%	33%	19%
Total Yes	62%	65%	55%	60%	65%
Total No	34%	30%	40%	38%	32%



DTS likely voters are the most supportive of the Transient Occupancy Tax increase. Republicans would largely support it, but are also the most likely to oppose it.

25. Transient Occupancy Tax Proposal

TOT Ballot: Party



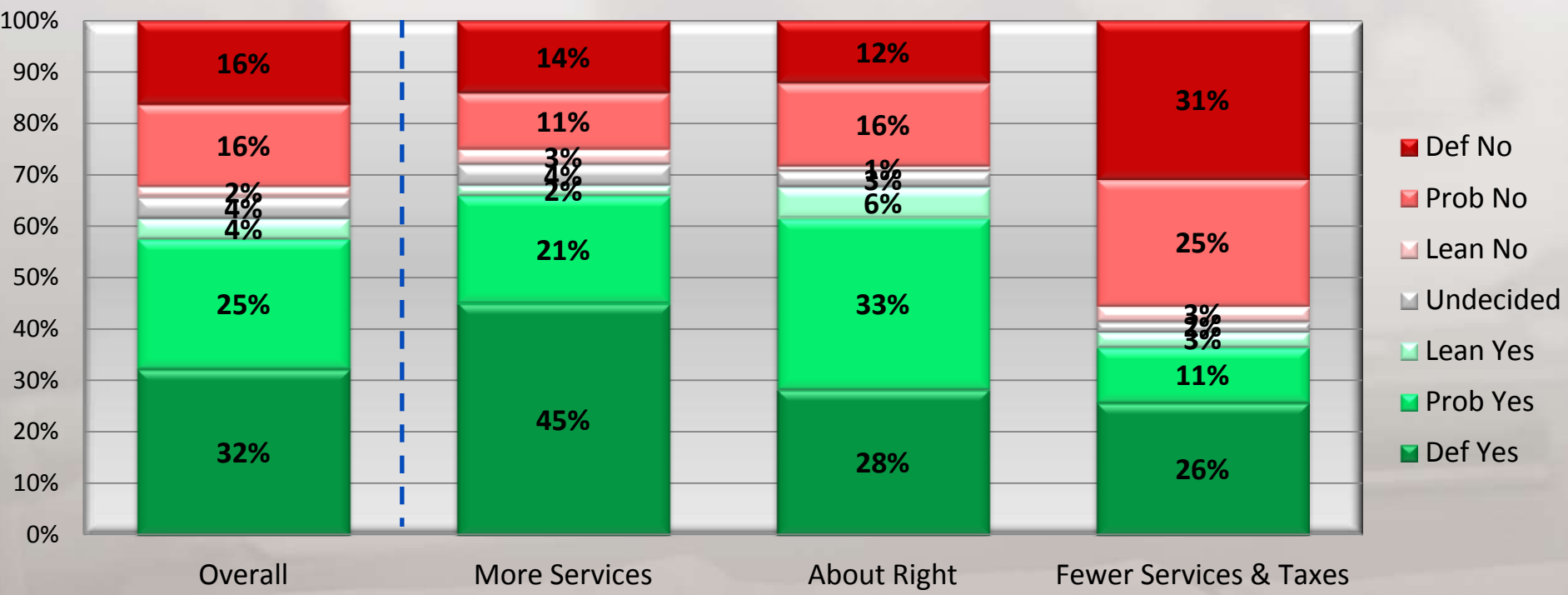
	Overall	GOP	DTS	Dem
	100%	26%	17%	38%
Total Yes	62%	57%	73%	60%
Total No	34%	41%	28%	35%



# Those who would sacrifice city services to reduce taxes strongly oppose the Transient Occupancy Tax increase.

25. Transient Occupancy Tax Proposal

TOT Ballot: Opinion of City Services and Taxes



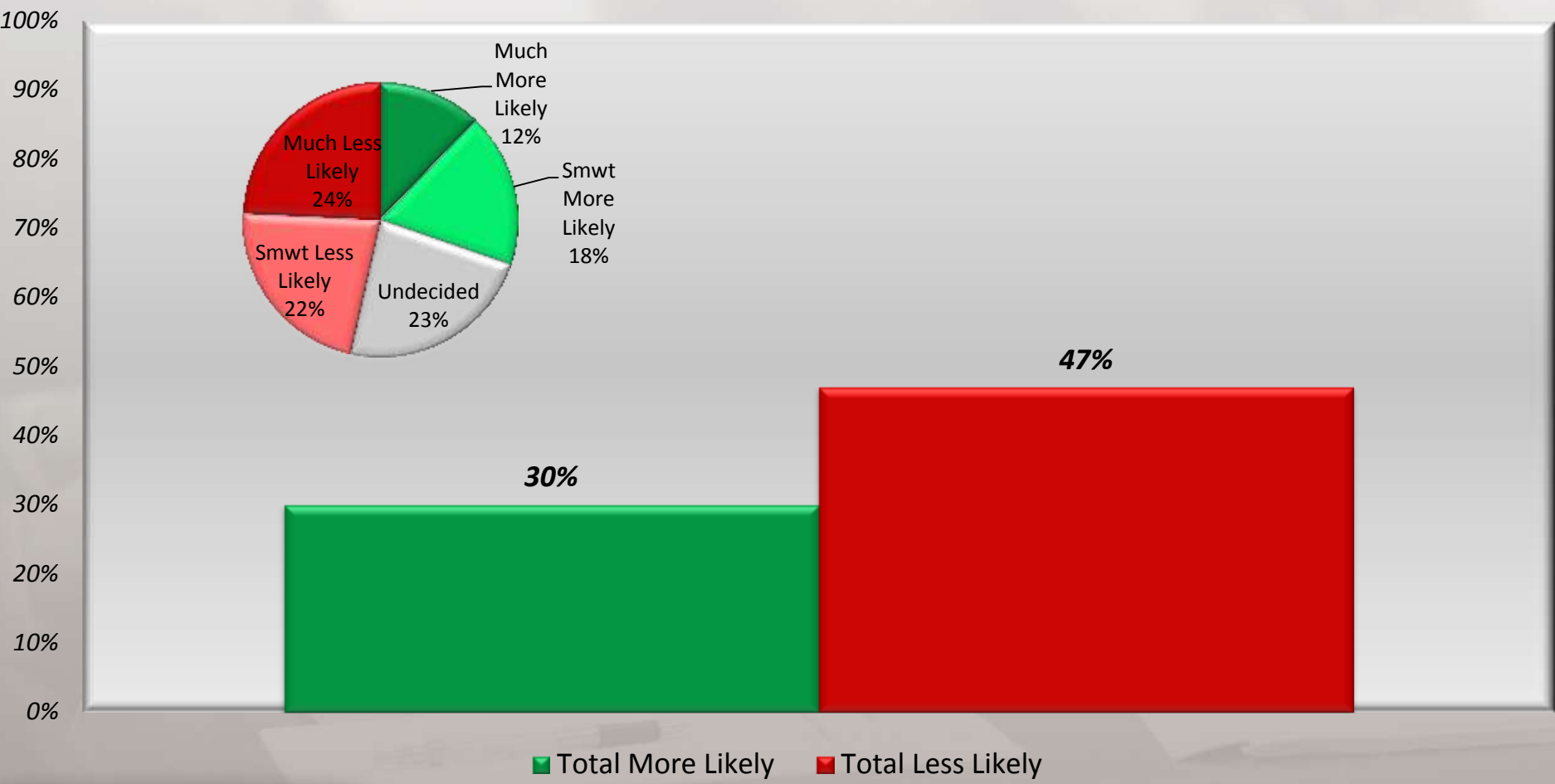
	Overall	More Services	About Right	Fewer Services & Taxes
	100%	19%	58%	17%
Total Yes	62%	68%	67%	40%
Total No	34%	28%	29%	59%



# Pushing the Transient Occupancy Tax increase's effective date back two years makes nearly half of likely voters less likely to support the increase.

26. Impact of Two Year Delay

## Impact of Two-Year TOT Increase Delay

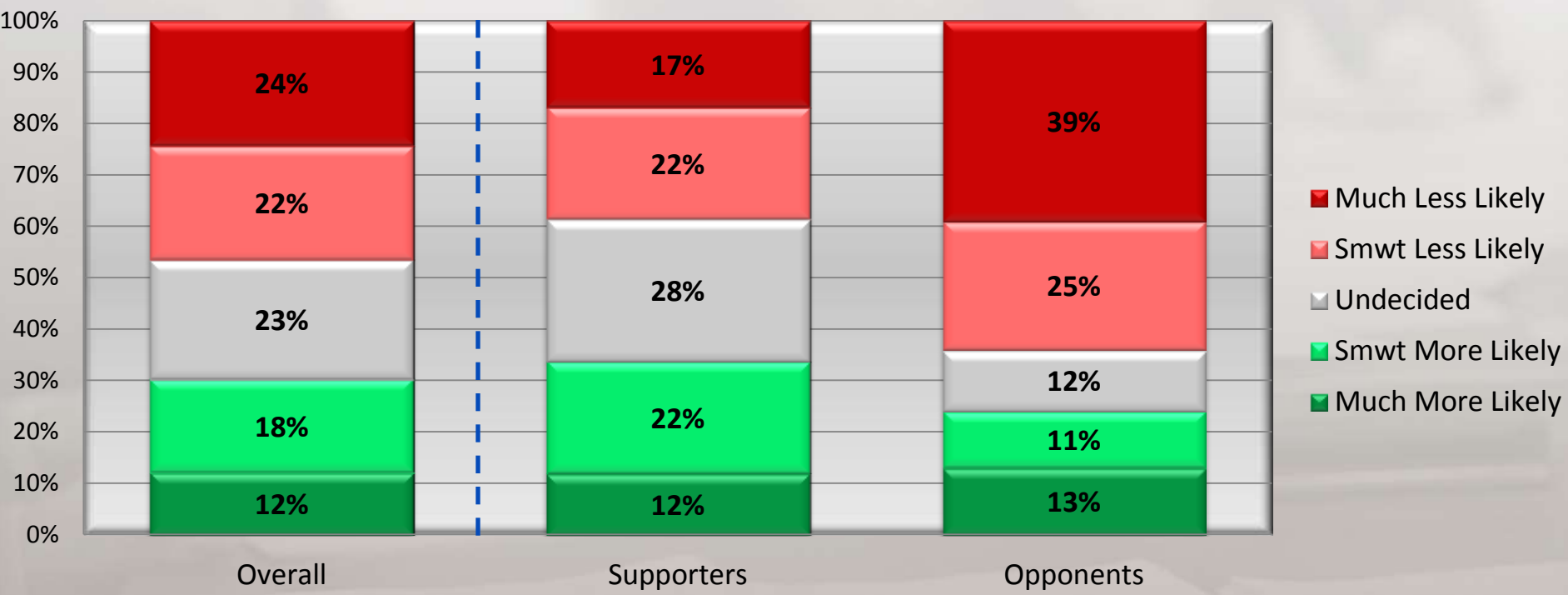




# The two-year delay in the TOT increase would make nearly two in five supporters of the increase less likely to vote in favor of it.

26. Impact of Two Year Delay

**Impact of Two-Year TOT Increase Delay: Position on the TOT Increase**



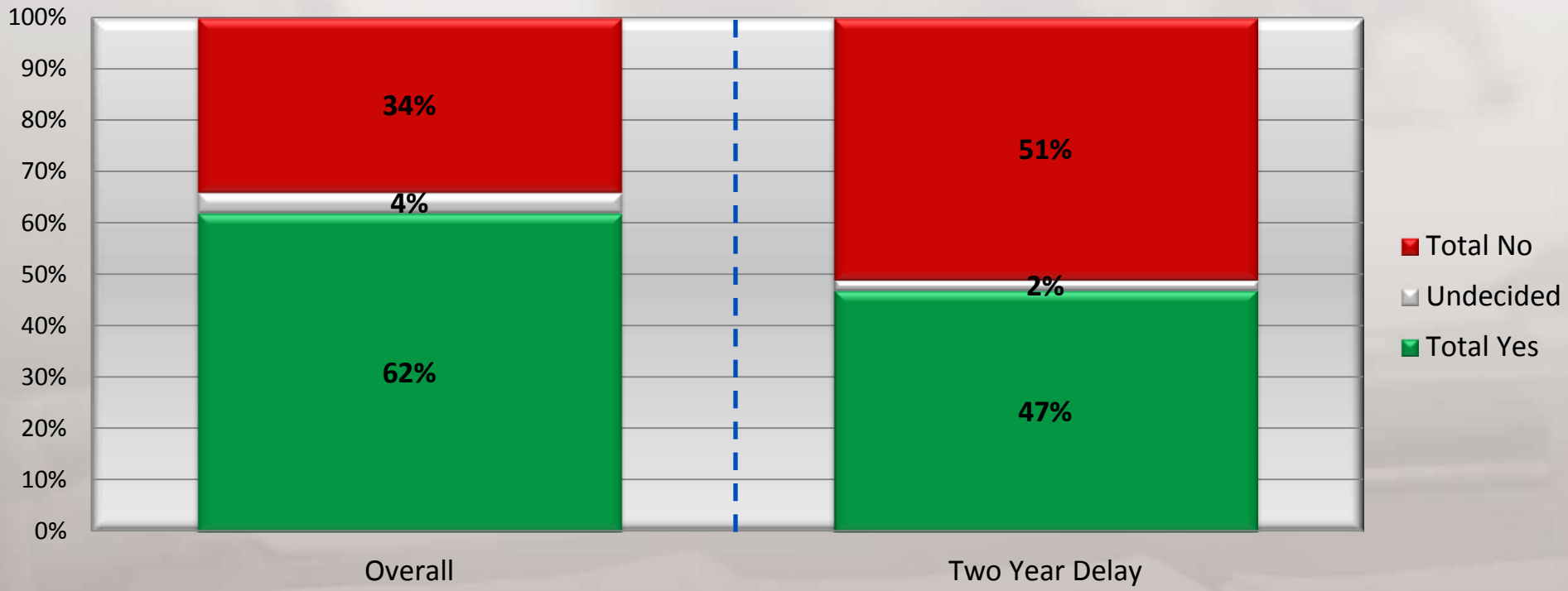
	Overall	Support TOT Increase	Oppose TOT Increase
	100%	62%	34%
Total More Likely	47%	34%	24%
Total Less Likely	30%	39%	64%



# Delaying the TOT increase for two years would cause a majority of likely voters to cast a ballot against the increase.

26. Impact of Two Year Delay

## Impact of Two-Year TOT Increase Delay: TOT Ballot Recalculated



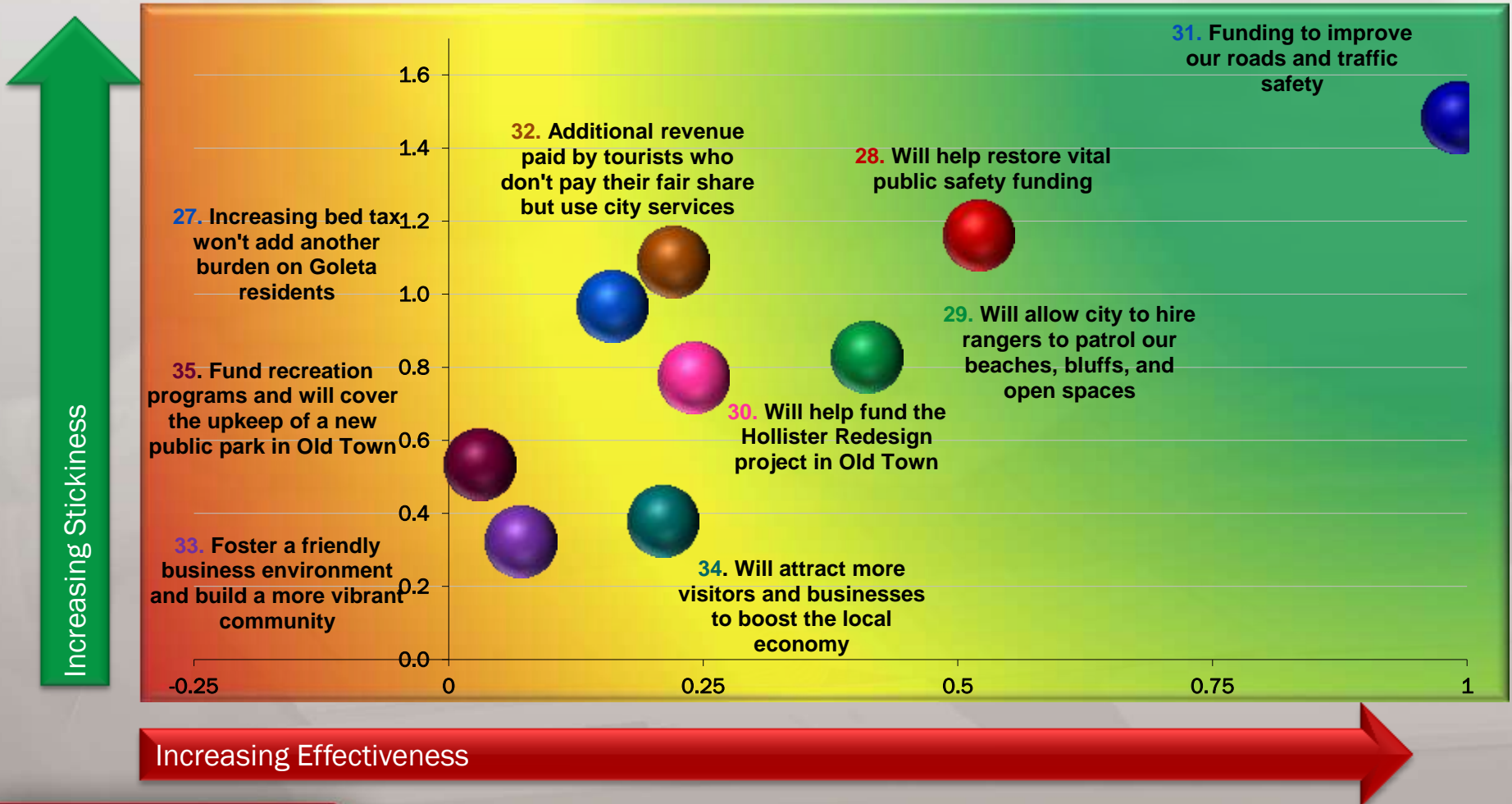
**Methodology**  
 WPA estimated the vote for the ballot measure with the two year delay. We assumed that everyone who said they would be “more likely” to vote for the proposal would vote “yes” if they had initially said “no” or were “undecided” while those who were “less likely” would vote “no” if they had initially said “yes” or were “undecided”.

# TOT MESSAGING



# The message about using the Transient Occupancy Tax increase to fund improvements to roads and traffic safety is the most effective argument for the tax.

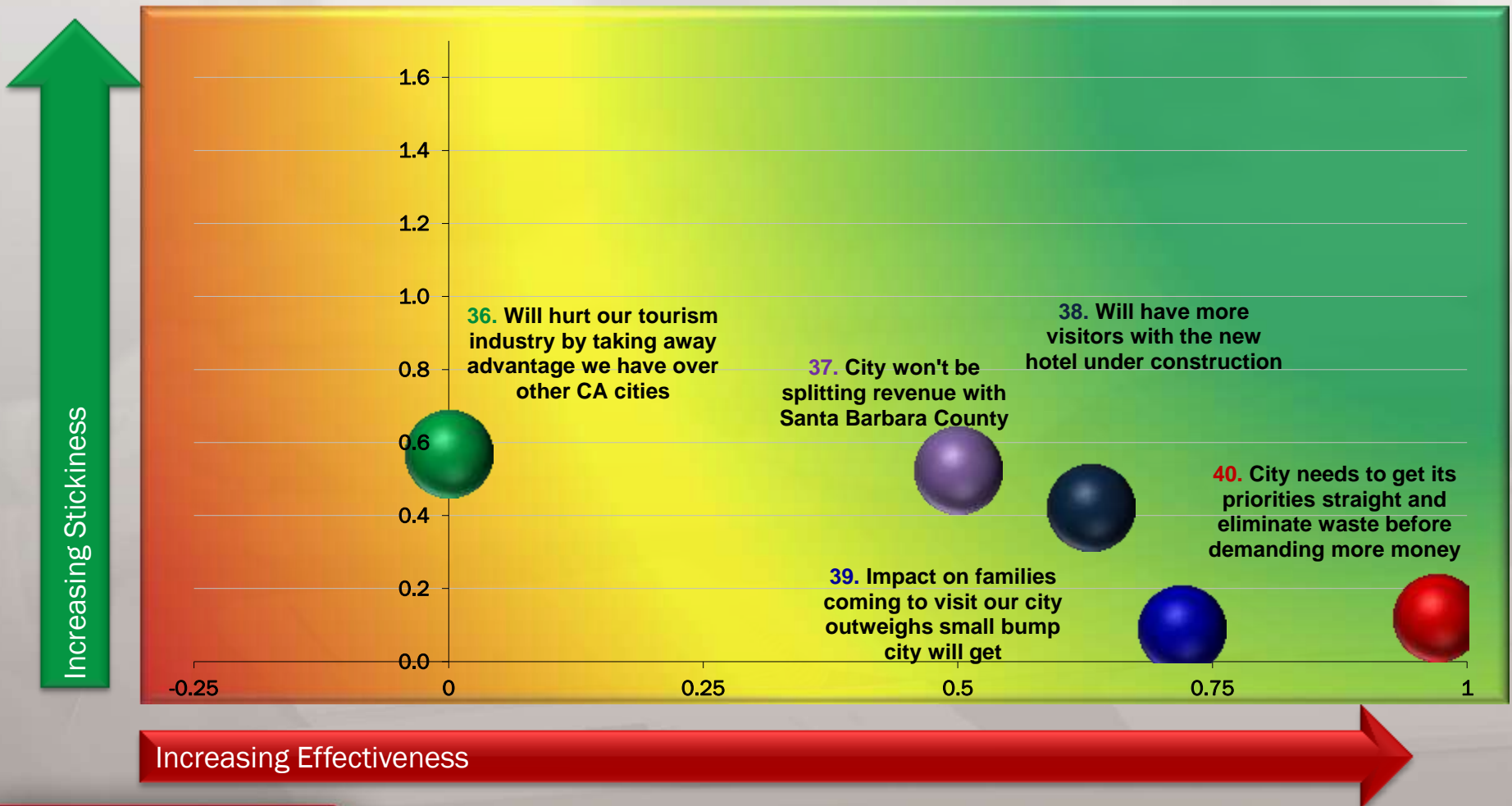
Supporters' Messages: Overall (100%)





# The argument that the city needs to get its priorities straight before demanding more money from tourists is the most effective anti-tax message.

Opponents' Messages: Overall (100%)

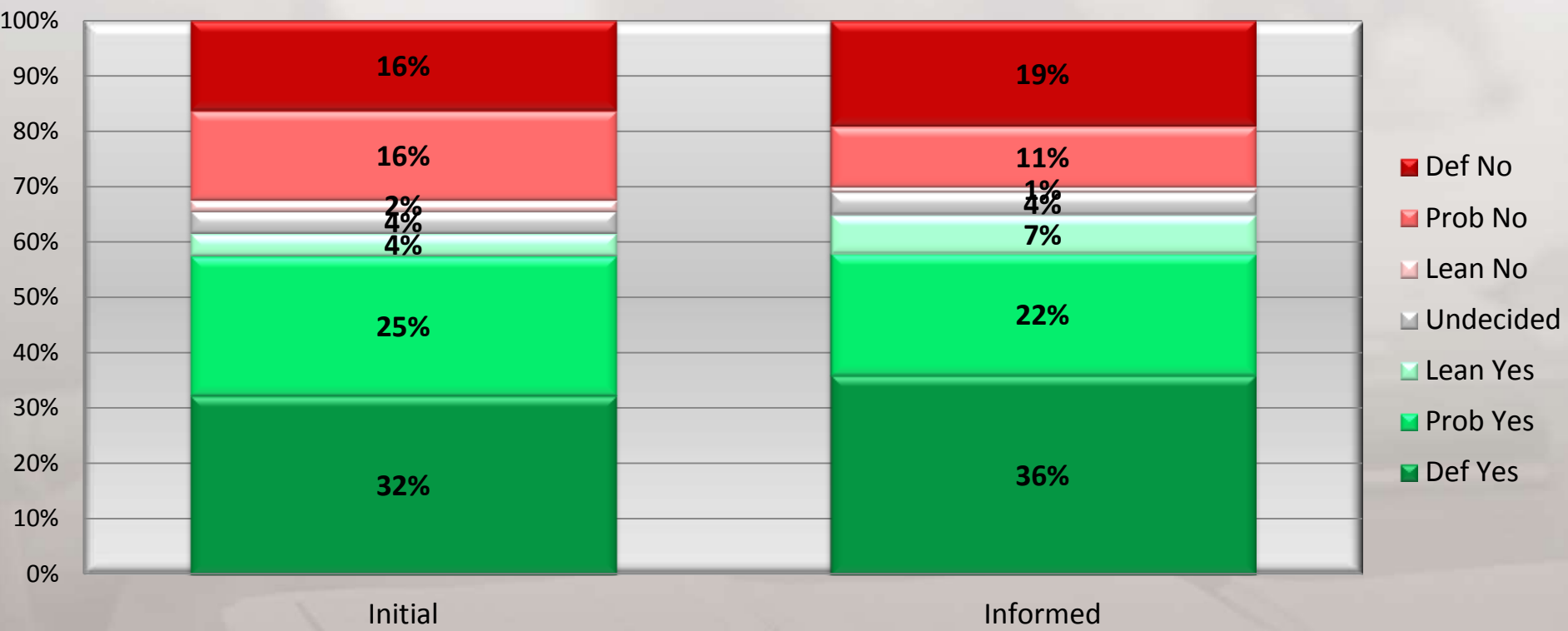




After the messaging, nearly two-thirds of likely voters would support the Transient Occupancy Tax increase. This represents a four-point improvement.

Informed TOT Ballot

**Informed Transient Occupancy Tax Ballot**

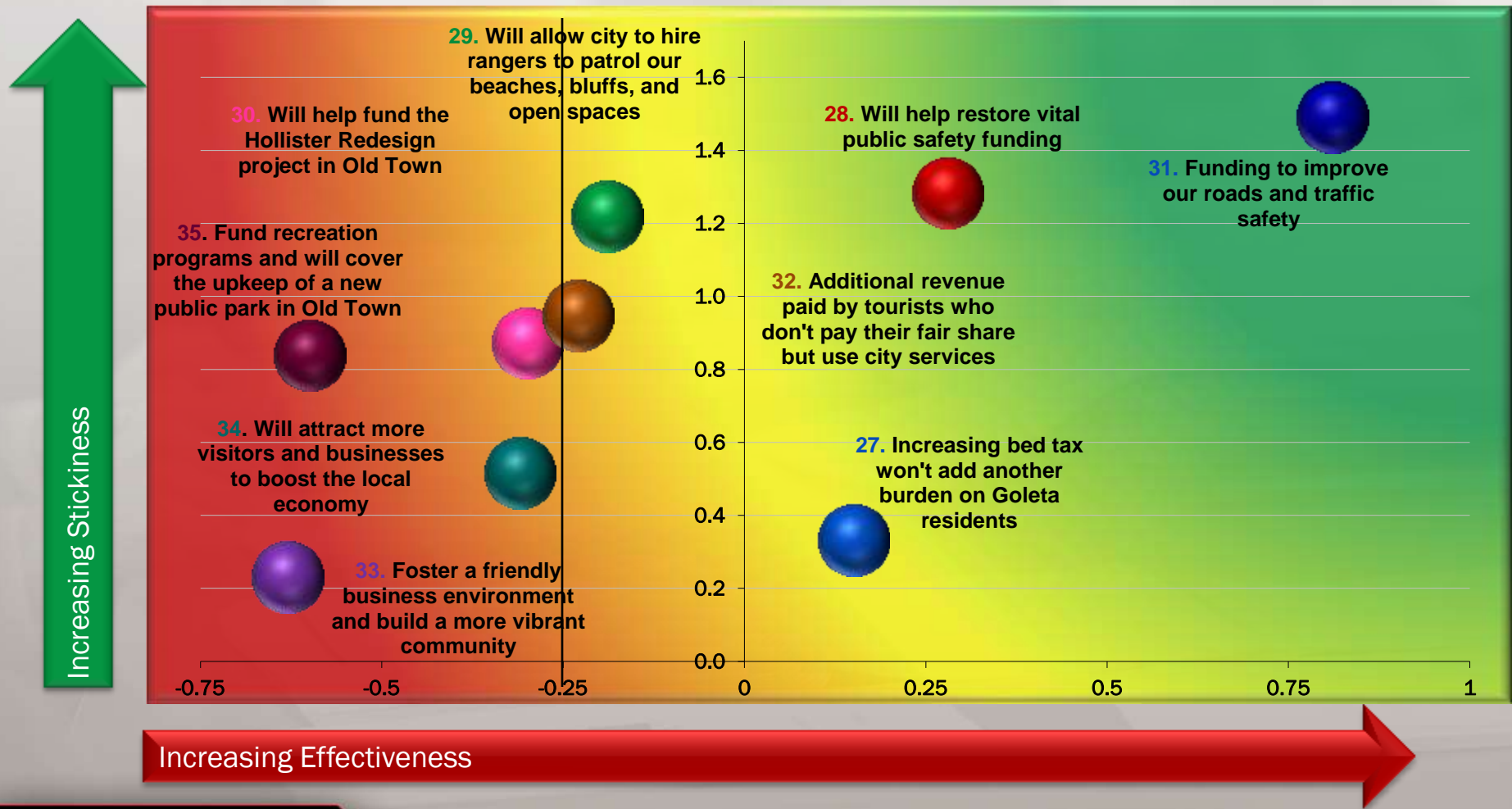


	Initial	Informed
Total Yes	61%	65%
Total No	34%	31%



# Persuadable likely voters are best moved to support the tax increase with the prospect of funding road and traffic safety improvements.

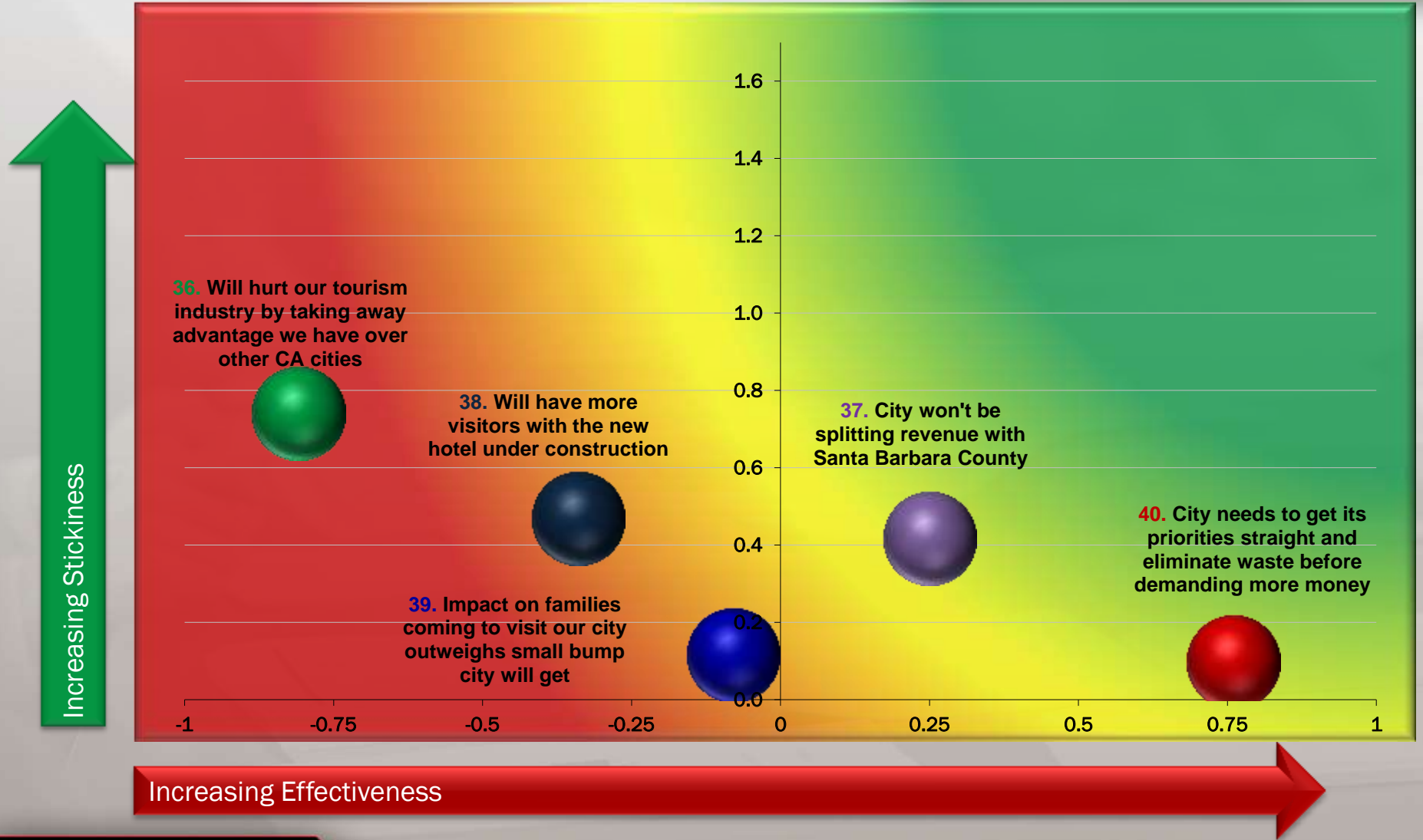
Supporters' Messages: Persuadable Likely Voters (52%)





The message about getting the city's priorities in order and eliminating waste before demanding more money from tourists provides the most effective anti-tax message among persuadable likely voters.

Opponents' Messages: Persuadable Likely Voters (52%)



# QUESTIONS AND DISCUSSION



For additional information about this or any other of our services,  
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