



CITY OF HAYWARD 2025 COMMUNITY SURVEY
320-1192-WT
N=1320
A/B SPLITS
MARGIN OF SAMPLING ERROR $\pm 2.8\%$ (95% CONFIDENCE INTERVAL)

(PHONE ONLY)

Hello, I'm _____ calling from _____, a public opinion research company. We are conducting a survey about different issues facing Hayward residents. Please be assured that I am not trying to sell you anything or ask for a donation of any kind, and that your participation and responses will be kept confidential. May I please speak to the person over 18 in the household who most recently celebrated a birthday?

(PHONE ONLY)

A. Before we begin, have I reached you on a cell phone? **(IF ON CELL PHONE, ASK: If you are currently driving or otherwise occupied, please confirm that it is safe for you to take this survey without endangering yourself or others.)**

Yes, on cell and can safely take survey	81%
Yes, on cell and should reschedule	(RESCHEDULE)
No, not on cell	19%

(ONLINE ONLY)

Thank you for participating in this public opinion survey about different issues facing Hayward residents. Please be assured that we are not trying to sell you anything or ask for a donation of any kind, and that your participation and responses will be kept confidential.

A. If you are taking this survey on a mobile device and are currently driving or otherwise occupied, please confirm that it is safe for you to take this survey without endangering yourself or others.

Yes, can safely take survey	100%
I'll come back later	(DIVERT TO LANDING PAGE)

(RESUME ASKING ALL RESPONDENTS)

B. Do you live in Hayward, or in some other city?

Yes, I live in Hayward	100%
Some other city	TERMINATE

The first few questions are to ensure we are hearing from a representative set of Hayward residents.

C. First, in what year were you born?

2008 or later	TERMINATE
2007-2001 (18-24)	12%
2000-1996 (25-29)	10%
1995-1991 (30-34)	9%
1990-1986 (35-39)	11%
1985-1981 (40-44)	8%
1980-1976 (45-49)	9%
1975-1971 (50-54)	7%
1970-1966 (55-59)	9%
1965-1969 (60-64)	7%
1960-1949 (65-74)	9%
1950 or earlier (75+)	6%
(DON'T READ ON PHONE) Prefer not to say	2%

D. How do you describe your gender?

Male	49%
Female	50%
Non-binary	1%
Prefer not to say	0%

E. What was the last level of school you completed?

(PHONE: READ ANSWER OPTIONS IN ORDER)

Less than high school	2%
High school graduate	24%
Vocational or technical school	5%
Some college, but no degree	31%
Associate degree	14%
Four-year college degree	13%
Graduate school	8%
(DON'T READ ON PHONE) Prefer not to say	2%

F. With which racial or ethnic group do you identify yourself?

(PHONE: READ ANSWER OPTIONS IN ORDER)

Latino or Hispanic	40%
White	14%
Black or African American	9%
Afghan	0%
Middle Eastern	0%
Asian or Pacific Islander	31%
Multiracial	3%
Some other ethnic or racial background (SPECIFY _____)	1%
(DON'T READ ON PHONE) Prefer not to say	1%

(ASK IF CODE 6 – ASIAN OR PACIFIC ISLANDER – IN QF)(n=406)

G. More specifically, would you say that you are: **(READ LIST)**

(PHONE: READ ANSWER OPTIONS IN ORDER)

Chinese	15%
Filipino	40%
Indian	20%
Central Asian	1%
Japanese	3%
Korean	1%
Vietnamese	6%
Samoan	2%
Tongan	1%
Guamanian or Chamorro	3%
Some other Pacific Islander background	4%
Multiracial	4%

(RESUME ASKING ALL RESPONDENTS)

Ok, let's begin. The next questions are about life in Hayward.

1. **(T)** First, I'd like to get your overall opinion of living in the City of Hayward. Generally speaking, are you very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with the overall quality of life in Hayward?

TOTAL SATISFIED	80%
Very satisfied	22%
Somewhat satisfied	58%
TOTAL NOT SATISFIED	19%
Not too satisfied	13%
Not at all satisfied	6%
(DON'T READ ON PHONE) Don't know	1%

2. **(T)** And, overall, are you very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with the job the City of Hayward is doing to provide resident services?

TOTAL SATISFIED	69%
Very satisfied	16%
Somewhat satisfied	53%
TOTAL NOT SATISFIED	23%
Not too satisfied	15%
Not at all satisfied	8%
(DON'T READ ON PHONE) Don't know	8%

3. Next, please consider this list of issues that some people say might be problems in Hayward. Please indicate whether you think each is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city. **(RANDOMIZE)**

(ONLINE: SHOW ALL ANSWER OPTIONS)

	SS	Ext Serious Problem	Very Serious Problem	Smwt Serious Problem	Not Too Serious A Problem	Don't Know	Total Ext/Very Serious
a. Homelessness		32%	33%	27%	7%	1%	65%
b. (T) Potholes and street maintenance	A	27%	27%	25%	19%	1%	55%
c. (T) Too many vacant properties and storefronts	A	17%	21%	26%	28%	7%	38%
d. Student safety at public schools	A	19%	21%	27%	11%	22%	40%
e. (T) Crime, in general	A	26%	31%	31%	11%	1%	57%
f. Too many street vendors	A	14%	13%	14%	56%	3%	27%

	SS	Ext Serious Problem	Very Serious Problem	Smwt Serious Problem	Not Too Serious A Problem	Don't Know	Total Ext/Very Serious
g. (T) Too much growth and development	A	15%	17%	22%	40%	6%	32%
h. (T*) Traffic congestion on local freeways	A	30%	37%	22%	11%	1%	67%
i. (T*) Traffic on local streets and roads	B	25%	31%	23%	20%	0%	57%
j. (T*) A lack of parks and recreation opportunities	A	15%	16%	25%	39%	5%	31%
k. (T*) Litter and graffiti	B	18%	25%	33%	24%	0%	43%
l. (T*) The quality of public education	B	25%	28%	24%	13%	11%	53%
m. A lack of safe alternatives to driving	B	18%	22%	27%	29%	4%	40%
n. (T*) The cost of housing	B	37%	37%	18%	7%	1%	74%
p. (T*) A lack of entertainment and cultural options	B	14%	19%	31%	35%	2%	32%
q. Illegal fireworks activity	B	22%	18%	29%	28%	3%	40%
r. A lack of jobs	B	17%	30%	26%	14%	13%	47%

The next questions are about some of the services and programs Hayward's City government provides to its residents.

4. First, here is a list of aspects of life in the City of Hayward. In your opinion, how important is each one to making Hayward a good place to live: extremely important, very important, somewhat important, or not too important? If you have no opinion, you can indicate that instead. Here is the first one ... **(RANDOMIZE)**

	SS	Ext Imp	Very Imp	Smwt Imp	Not Too Imp	No Opin/ Don't Know	Total Ext/Very Imp
a. (T) Providing services to people who are homeless		39%	39%	14%	5%	2%	78%
b. Cleaning up and preventing new homeless encampments		46%	34%	14%	5%	1%	80%
c. The number and locations of street vendors is regulated and controlled	A	21%	24%	26%	24%	5%	45%
d. (T) Safe neighborhoods	A	63%	29%	6%	0%	1%	93%
e. (T) Fast emergency response	B	58%	36%	5%	1%	1%	94%
f. (T) Safe and well-maintained streets and sidewalks	A	47%	42%	10%	2%	0%	89%
g. (T) Well-maintained street lighting	B	44%	42%	12%	3%	0%	86%
h. (T) Revitalized older neighborhoods and business districts	B	30%	38%	28%	4%	1%	68%
i. (T) Having adequate parking	A	31%	43%	21%	5%	0%	74%
j. (T) A clean, well-maintained city	B	51%	35%	13%	0%	0%	86%
k. (T*) Timely review of development and building permit applications	B	30%	38%	19%	4%	9%	67%
l. (T) Steady arrival of new businesses in the city	A	23%	40%	24%	8%	4%	63%
m. (T) Good availability of local jobs	B	35%	46%	13%	1%	5%	81%
n. (T*) Effective police protection and crime prevention	A	52%	33%	10%	3%	2%	85%
o. (T) Smooth and efficient traffic movement	B	37%	47%	13%	2%	1%	84%

	SS	Ext Imp	Very Imp	Smwt Imp	Not Too Imp	No Opin/ Don't Know	Total Ext/Very Imp
p. (T*) High-quality and accessible library services	A	32%	36%	21%	7%	4%	68%
q. (T) Attractive landscaping, medians, and public spaces	A	25%	34%	32%	8%	1%	59%
r. (T) An adequate number of affordable places to live	B	49%	34%	13%	2%	2%	83%
s. (T*) Easy access to parks and recreation opportunities	A	31%	43%	19%	7%	1%	73%
t. (T) Healthy local businesses that stay in Hayward	B	40%	47%	10%	1%	2%	88%
u. (T*) Effective curbside recycling and garbage and waste collection	A	38%	42%	12%	6%	2%	80%
v. (T) Having public art throughout the city	B	15%	33%	29%	21%	3%	48%
w. Minimizing the number of evictions	A	28%	30%	21%	11%	10%	59%
x. (T) Adequate preparation for disasters such as wildfires and earthquakes	B	48%	37%	12%	1%	2%	85%
y. A variety of free public and community events	A	27%	32%	31%	6%	4%	59%
z. Transportation infrastructure safe for bicyclists and pedestrians	B	29%	40%	23%	7%	1%	68%
aa. Easy access to information about my City government	B	31%	39%	22%	4%	4%	70%
bb. Ensuring vacant properties and storefronts are safe, secure, and free of blight	A	36%	43%	13%	4%	3%	79%

5. Next, here are some services and programs the City provides. Please indicate how satisfied you are personally with the job being done by the City of Hayward in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you have no opinion or don't know about a particular service, you can indicate that instead. **(RANDOMIZE)**

	SS	Very Satisfied	Smwt Satisfied	Smwt Dissat	Very Dissat	No Opin/ Don't Know	Total Satisfied	Total Dissat
a. (T) Providing services to people who are homeless		10%	27%	20%	15%	27%	37%	35%
b. Homeless encampment monitoring, intervention and cleanup		9%	33%	24%	21%	14%	42%	45%
c. Street vending regulation and management	A	17%	31%	14%	13%	25%	48%	27%
d. Neighborhood police patrols	A	18%	28%	24%	17%	13%	46%	42%
e. (T*) Timely 911 emergency call taking and response	B	29%	27%	15%	7%	21%	57%	22%
f. (T*) Street and sidewalk repair and maintenance	A	15%	43%	22%	18%	2%	58%	40%
g. (T) Street lighting	B	20%	48%	19%	7%	6%	68%	27%
h. (T*) Incentivizing revitalization of older neighborhoods and business districts	B	11%	39%	18%	11%	21%	50%	29%

	SS	Very Satisfied	Smwt Satisfied	Smwt Dissat	Very Dissat	No Opin/ Don't Know	Total Satisfied	Total Dissat
i. (T) Parking supply and management	A	12%	47%	18%	9%	13%	59%	27%
j. Keeping streets, sidewalks, and other public areas clean and litter-free	B	17%	44%	19%	17%	3%	61%	36%
k. (T*) Development and building permit processing and review	B	11%	26%	14%	7%	42%	38%	21%
l. New local business recruitment	A	12%	33%	18%	5%	31%	45%	24%
m. Increasing the availability of local jobs	B	11%	30%	23%	10%	25%	41%	33%
n. Police protection and crime prevention	A	14%	43%	24%	13%	6%	57%	36%
o. Traffic circulation	B	10%	47%	22%	17%	4%	57%	39%
p. Library services	A	37%	34%	9%	3%	18%	71%	11%
q. Landscaping and beautification of public spaces	A	19%	49%	18%	7%	7%	69%	24%
r. Creation and preservation of affordable places to live	B	9%	35%	26%	17%	13%	44%	43%
s. Retaining existing businesses	A	11%	38%	22%	6%	22%	49%	29%
t. Parks and recreation opportunities	B	24%	43%	15%	5%	13%	67%	21%
u. Curbside recycling and garbage and yard-waste collection	A	32%	45%	11%	8%	5%	77%	19%
v. Preserving and increasing the number of murals and amount of public art	B	25%	45%	8%	3%	19%	70%	11%
w. Protecting renters from unfair evictions and being priced out of their homes	A	9%	25%	18%	15%	33%	34%	33%
x. Preparing for disasters, such as wildfires and earthquakes	B	16%	36%	16%	8%	25%	51%	23%
y. Hosting and funding free public and community events	A	16%	35%	16%	7%	26%	51%	23%
z. Creating and maintaining safe routes for bicyclists and pedestrians	B	18%	42%	20%	8%	13%	60%	28%
aa. Public information services, including the City's website, e-newsletter, mailings, and live streaming and broadcasts of city government meetings	B	21%	41%	11%	6%	21%	62%	17%
bb. Enforcement of building safety and nuisance codes at vacant properties and storefronts	A	7%	29%	19%	6%	38%	36%	26%

The next questions are about your experiences with City departments and personnel.

6. **(T)** First, in the past 12 months, did you contact a City of Hayward department?

Yes	34%
No	63%
(DON'T READ ON PHONE) Don't know	3%

(ASK IF "YES" – CODE 1 – IN Q6)(n=449)

7. With which department or agency did you have contact? **(OPEN-ENDED, RECORD VERBATIM RESPONSE AND THEN CODE INTO CATEGORIES; ACCEPT MULTIPLE RESPONSES)**

Police	22%
Utilities and Environmental Services	18%
Public Works	12%
City Clerk	7%
Street Maintenance	6%
Building and Safety Services	6%
Library Services	3%
Office of the City Manager	2%
Fire	2%
Code Enforcement	2%
Finance	2%
Planning	1%
Human Resources	1%
Business Licensing	1%
Economic Development	1%
Housing	0%
Other (SPECIFY)	9%
(DON'T READ ON PHONE) Don't know	6%

(ASK IF "YES" – CODE 1 – IN Q6)(n=449)

8. Were you satisfied or dissatisfied with _____ the Hayward City employee or employees with whom you had contact? **(PHONE: IF SATISFIED/DISSATISFIED, ASK: "Was that very or just somewhat?")** If you have no opinion or don't know about a particular service, you can indicate that instead. **(RANDOMIZE)**

	SS	Very Satisfied	Smwt Satisfied	Smwt Dissat	Very Dissat	No Opin/ Don't Know	Total Satisfied	Total Dissat
a. (T) getting your problem resolved or question answered by		42%	26%	7%	21%	4%	68%	28%
b. (T) the customer service you received from		50%	21%	9%	16%	4%	71%	25%
c. (T) the courtesy of		51%	19%	9%	13%	8%	70%	22%

	SS	Very Satisfied	Smwt Satisfied	Smwt Dissat	Very Dissat	No Opin/ Don't Know	Total Satisfied	Total Dissat
d. (T) the timeliness of the response of		43%	25%	9%	19%	3%	68%	28%
e. (T) voicing your concerns on major community issues		33%	25%	7%	15%	20%	58%	22%

(RESUME ASKING ALL RESPONDENTS)

The next questions are about public safety.

9. How safe do you feel in Hayward ____? Do you feel safe, unsafe, or neither safe nor unsafe? **(PHONE: IF SAFE/UNSAFE, ASK: Is that very SAFE/UNSAFE or just somewhat?)** If you have no opinion or that situation doesn't apply to your life, you can indicate that instead. **(ASK A FIRST, THEN RANDOMIZE)**

	SS	Very Safe	Smwt Safe	Neither Safe Nor Unsafe	Smwt Unsafe	Very Unsafe	No Opin/ Doesn't Apply	Total Safe	Total Unsafe
a. (T) In general		17%	41%	15%	17%	7%	3%	58%	24%
b. (T) Interacting with Hayward Police		30%	32%	16%	8%	5%	9%	62%	13%
c. (T) Driving on Hayward streets	A	20%	40%	11%	18%	8%	4%	60%	26%
d. (T) Walking or playing in the park closest to your residence	A	29%	34%	10%	13%	9%	5%	62%	22%
e. (T) Bicycling	B	8%	30%	11%	10%	12%	28%	39%	22%
f. (T) Walking in your neighborhood	B	28%	37%	14%	14%	6%	1%	65%	20%
g. Interacting with firefighters		49%	25%	7%	2%	1%	16%	75%	3%

(ASK IF CODES 4 OR 5 – UNSAFE – IN Q9A)(n=322)

10. **(T)** Earlier you said that you feel unsafe in Hayward generally. In a few words of your own, what would make you feel safer in your community? **(OPEN-ENDED, RECORD VERBATIM RESPONSE)**

More visible policing	32%
Fewer unhoused people	18%
Get tougher on crime/Enforce laws	14%
Enforce traffic laws/pedestrian safety	11%
Clean up abandoned buildings, litter and blight	11%
More street lighting	9%
Reduce violent crime (gun violence, murder, assault)	8%
Reduce property crime (e.g. package theft)	8%
Less drug use	4%
Less loitering/"sketchy people"	4%
Reduce vehicle break-ins	4%
Other	8%
None/Nothing	0%
Don't Know/Unsure	3%
Refused/N/A	1%

(RESUME ASKING ALL RESPONDENTS)

The next questions are about how you get information about the City.

11. Next, please consider the following sources from which residents may get information about what's going on in Hayward. For each one, please indicate whether you personally get information from that source either frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	SS	Freq	Occas	Rarely	Never	Don't Know	Total Freq/ Occas
a. Local news media		22%	36%	21%	16%	6%	57%
b. Live streams and broadcasts of City government meetings		7%	15%	24%	46%	8%	22%
c. The Stack email newsletter		18%	23%	17%	35%	8%	40%
d. Social media		27%	33%	17%	18%	5%	60%
e. Word of mouth		19%	35%	24%	18%	5%	54%
f. Annual Report mailer		11%	24%	22%	33%	9%	35%
g. Water bill inserts		15%	24%	22%	29%	10%	39%

12. Until now, all six City Councilmembers in Hayward have been elected by the entire city. Starting in November 2026, however, there will be six city council districts, and voters will elect a single councilmember within their district. Under this system, only the Mayor will be elected through a citywide vote.

Prior to this survey, have you seen or heard anything about the City moving to district-based elections for City Councilmembers?

(IF YES: Have you seen or heard a great deal, or just a little?)

TOTAL YES	17%
Yes, seen or heard a great deal	4%
Yes, seen or heard a little	13%
No, have not seen or heard about it	78%
(DON'T READ ON PHONE) Don't know	5%

These final questions are for classification purposes only.

13. Are you registered to vote in Hayward?

Yes	91%
No	6%
(DON'T READ ON PHONE) Rather not say	3%

14. (T) Were you born in the United States, or another country?

United States	73%
Another country	24%
(DON'T READ ON PHONE) Rather not say	3%

15. (T) Do you regularly speak a language other than English at home?

Yes	46%
No	53%
(DON'T READ ON PHONE) Rather not say	1%

16. (T) Do you own your residence, rent your residence, or do you not have stable housing?

Own	48%
Rent	44%
No stable housing	2%
(DON'T READ ON PHONE) Rather not say	6%

17. (T) Have you or a close friend or family member ever experienced a period of homelessness?

Yes, self	5%
Yes, friend or family member	14%
Yes, both self and friend/family	7%
No	71%
(DON'T READ ON PHONE) Rather not say	3%

18. Do you have any children under the age of 19 living at home?

Yes	29%
No	68%
(DON'T READ ON PHONE) Rather not say	2%

19. What was the total income for your household before taxes in 2024? (PHONE: Was it...?)

\$34,999 a year or less	9%
\$35,000 to \$49,999	6%
\$50,000 to \$74,999	14%
\$75,000 to \$99,999	20%
\$100,000 to \$149,999	16%
\$150,000 to \$199,999	8%
\$200,000 or more	9%
(DON'T READ ON PHONE) Rather not say	18%

(THANK AND TERMINATE INTERVIEW)

SAMPLE VARIABLES

LANGUAGE OF INTERVIEW	
English	89%
Spanish	11%
MODE OF INTERVIEW	
Phone	47%
Online	53%
CONTACT METHOD	
Phone	47%
Text	20%
Email	32%
Postcard	1%
ZIP CODE	
94541	21%
94542	9%
94544	48%
94545	21%
FUTURE COUNCIL DISTRICT	
1	18%
2	16%
3	16%
4	17%
5	16%
6	17%
SPLIT A/B	
Split A	50%
Split B	50%