



MEMORANDUM

December 14, 2017

TO: INTERESTED PARTIES

**FROM: PAUL GOODWIN
Goodwin Simon Strategic Research**

**RE: Long Beach Voters Strongly Support a Proposed Ballot Measure To
Protect Hotel Housekeepers from Sexual Assault**

Nearly 8 in 10 Long Beach voters (79%) would vote Yes on a ballot measure to require large hotels in the city to provide housekeepers with a panic button to summon security if they are faced with sexual assault by a guest.

These were among the key findings of a survey of 400 Long Beach voters completed earlier this week by Goodwin Simon Strategic Research.

Only 18% would oppose this measure, which would also limit the square footage that housekeepers would be required to clean to 4,000 square feet a day (roughly 16 rooms a day).

Vote question wording: This measure affects working conditions for housekeepers in large hotels in Long Beach. It would limit the area they would be required to clean to no more than four thousand square feet a day. It would also require hotels to provide each housekeeper with a panic button for contacting hotel security in the event of sexual assault by a guest. Hotels would be required to keep a list of guests who have been accused by housekeepers of sexual assault. Finally, it would require that hotels notify their employees if guests on this list stay at the hotel in the future. This measure would apply to Long Beach hotels with 100 or more rooms.

YES: 79% NO: 18%, NOT SURE: 4%

Support for the measure is strong and consistent across the usual political divides. That is, a strong majority of voters support the measure across party lines, gender, age, income levels, race/ethnicity, and city council district across Long Beach.

Long Beach Voters Believe Sexual Advances Against Hotel Housekeepers Are Common

Further, half of the city's voters (50%) believe that "unwanted sexual advances by hotel guests towards female housekeepers" in hotels is very or somewhat common. Only 14% of city voters think that current law "already gives hotel housekeepers enough protection against harassment."

Long Beach Voters Believe Hotel Housekeepers Are Commonly Asked To Clean Too Many Rooms

Two in three Long Beach voters (66%) believe it is common for hotel housekeepers "to be overworked and to be assigned too many rooms to clean." Only 16% believe this to be a rare occurrence in local hotels.

Long Beach Voters Have Strongly Favorable Views of Labor Unions

The measure is being developed by Unite HERE Local 11, the union that represents hotel workers in Long Beach. Long Beach voters give "labor unions, in general" a 59% favorable rating with just 16% unfavorable. That is a 3.7 to 1 favorable to unfavorable rating.

The Measure is Likely To Pass

Among voters who have voted in at least one of the last four statewide elections (November and June 2016, November and June 2014), the measure has 91% support. With voters who have voted in at least two of the last four statewide elections, the measure has 77% support. Even with high propensity voters (four of the last four elections), the support rate for this measure is 71%.

The bottom line is that if this measure is placed on the ballot in an upcoming Long Beach election, it seems very likely to pass. Voters strongly support the idea of providing greater protection from sexual assault to housekeepers and of placing reasonable limits on the work expectations for housekeepers. Further, support for the measure is likely lifted by the national focus on sexual assault in the workplace, a focus that is likely to intensify rather than fade away. In short, the time seems right for a measure like this to pass.

Methodology

The survey of 400 Long Beach registered voters was conducted by Goodwin Simon Strategic Research between December 9 and December 13, 2017. Thirty-six percent of the interviews were completed online with voters who responded to an email invitation to take the survey. Thirty one percent were completed by phone using land line numbers. Thirty-three percent were completed on mobile telephone numbers. Four percent of the interviews were completed in Spanish.