

Enable editing Survey of Likely November 2014 Bay Area Voters

n = 1000

DRAFT 4/15/14

(T) = tracking question asked previously

Hello, my name is _____, may I speak with _____ **(Name on list)**? Hello, my name is _____, and I'm calling from EMC Research to find out how people in The Bay Area feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

SEX (RECORD BY OBSERVATION)

1. Male
2. Female

1. Are you registered to vote at your current address?
 1. Yes → CONTINUE
 2. No → **TERMINATE**
2. I know it's a long way off, but what are the chances that you will vote in the 2014 general election for Governor, Congress and other local offices and measures -- are you almost certain to vote, will you probably vote, are the chances 50/50, or do you think that you will not vote?
 1. Almost Certain → CONTINUE
 2. Probably → CONTINUE
 3. 50/50 Chance → CONTINUE
 4. Will not vote → **TERMINATE**
 5. (Don't Know) → **TERMINATE**
3. (T) Do you feel that things in the Bay Area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?
 1. Right Direction
 2. Wrong Track
 3. (Don't know)

4. Now, I'm going to read you a measure that may appear on the ballot in the future:

San Francisco Bay Clean Water, Pollution Prevention and Habitat Restoration Program.

To protect and restore San Francisco Bay to benefit future generations by reducing trash, pollution and harmful toxins, improving water quality, restoring habitat for fish, birds and wildlife, protecting communities from floods and increasing shoreline public access, shall the San Francisco Bay Restoration Authority authorize an annual parcel tax of nine dollars per year for ten years with citizen oversight, audits, and all funds staying local? **(Draft question for poll pending final word count)**

If the election were held today, would you vote Yes to approve or No to reject this measure? **(IF Undecided:** Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

1. Yes approve
 2. (Undecided, lean yes)
 3. (Undecided, lean no)
 4. No reject
 5. (Don't know/ Refused)
5. (T) Based on what you know, how would you rate the overall condition of the San Francisco Bay? **(Read 1-4)**
1. Excellent
 2. Good
 3. Just Fair, or
 4. Poor?
 5. (don't know)
6. (T) Which of the following is closer to your opinion **(read and randomize choices 1 & 2. Read "OR" between 2 statements. Do not read numbers.)**
1. I am willing to invest in the Bay, even if it means a small increase in my taxes
 2. There are too many other priorities in this area, I would not support even a small tax increase for the Bay
 3. (Both)
 4. (Neither)
 5. (Don't Know)

14. Given what you've heard, if the election were held today, would you vote Yes to approve or No to reject a measure that reads:

San Francisco Bay Clean Water, Pollution Prevention and Habitat Restoration Program.

To protect and restore San Francisco Bay to benefit future generations by reducing trash, pollution and harmful toxins, improving water quality, restoring habitat for fish, birds and wildlife, protecting communities from floods and increasing shoreline public access, shall the San Francisco Bay Restoration Authority authorize an annual parcel tax of nine dollars per year for ten years with citizen oversight, audits, and all funds staying local? **(Draft question for poll pending final word count)**

If the election were held today, would you vote Yes to approve or No to reject this measure? **(IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)**

1. Yes approve
2. (Undecided, lean yes)
3. (Undecided, lean no)
4. No reject
5. (Don't know/ Refused)

Now I'd like to ask you a few questions for statistical purposes only.

15. Do you primarily consider yourself to be African-American, White, Hispanic, Asian or something else:
1. Afr-Amer/Black
 2. White/Caucasian
 3. Hispanic/Latino/Latin-American
 4. Asian/Asian-Am/Pacific Islander
 5. (Other_____)
 6. (Refused)
16. In what year were you born? **(Do not read categories, code as appropriate)**
1. 1939 or earlier
 2. 1940-1944
 3. 1945-1949
 4. 1950-1954
 5. 1955-1959
 6. 1960-1964
 7. 1965-1969
 8. 1970-1974
 9. 1975-1979
 10. 1980-1984
 11. 1985-1989

12. 1990-1996
13. (Refused)

THANK YOU