EMC#14-5215 -1-

Enable editing Survey of Likely November 2014 Bay Area Voters n = 1000

| DRA | FT 4/ | /15/ | /14 |
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| (T) = tracking question a | sked 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 iss | ues facing them. We are not t | rying to sell anything, and are collecting this | | |
| information on a scientif | ic and completely confidentia | 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)

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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)

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I'm going to read you some things people have said in support of this Bay restoration measure. For each statement please tell me how compelling this is as a reason to support the measure. Please use a scale from 1 to 7 where one is not at all compelling and seven is a very compelling reason to support a Bay restoration measure. (code 1-7. 8=don't know)

 SCALE:
 1
 2
 3
 4
 5
 6
 7
 |
 8

 Not at all compelling
 Very compelling
 | (DK)

(IF NEEDED) ...How compelling is that as a reason to support a Bay restoration measure? One is not at all compelling and seven is very compelling.
(RANDOMIZE)

- 7. This measure will significantly improve wildlife habitat and will bring back varieties of fish, birds and mammals to our Bay.
- 8. Over the last century, we have had a massive impact on the Bay with landfill and toxic pollution. It is not too late to reverse what we've done and restore the bay for future generations.
- 9. If we want our children and grandchildren to inherit a clean and healthy San Francisco Bay one that will be part of their lives the way it is part of ours we need to act now to clean up and restore it.
- 10. Pollution of the Bay has put the health of fish and wildlife at serious risk. Fish from the Bay are contaminated with harmful chemicals like PCB's, mercury and pesticides. Restoring the Bay is the key to reducing the toxins that threaten our fish and wildlife.
- 11. San Francisco Bay is a part of all of our lives whether we live along the Bay; work there; walk, jog, or visit parks along its shores; or simply appreciate it as we drive over a bridge. The Bay is essential to our quality of life and this measure is a critical step to keeping it clean and healthy.
- 12. Senator Dianne Feinstein and elected officials from around the Bay Area have come together in support of this measure. It is something we can all agree is important for our community.
- 13. The Bay Area Council, the Silicon Valley Leadership Group, and hundreds of businesses around the Bay Area are supporting this measure because it is good for our community and economic health.

(END RANDOMIZE)

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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:

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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

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- 12. 1990-1996
- 13. (Refused)

THANK YOU