



MARKET
& OPINION
RESEARCH
SERVICES

811 First Avenue
Suite 451
Seattle, WA 98104
(206) 652-2454 TEL
(206) 652-5022 FAX

436 14th Street
Suite 820
Oakland, CA 94612
(510) 844-0680 TEL
(510) 844-0690 FAX

4041 North High Street
Suite 300M
Columbus, OH 43214
(614) 268-1660 TEL

EMCresearch.com

**Survey of Bay Area Voters
Conducted for: SF Bay RA
Interviews Conducted July 5-14, 2011
N=1500; Margin of Error \pm 2.43
EMC 11-4463**

Where applicable, results are compared with:

San Francisco Bay Ballot Measure Feasibility Survey
Interviews Conducted August 10-18, 2010
N=1202; Margin of Error \pm 2.8%
Fairbank, Maslin, Maullin, Metz & Associates
220-2916 WFT

Survey of Alameda, Contra Costa, Marin, Napa, San Francisco,
San Mateo, Santa Clara, Solano, and Sonoma County voters
Conducted for: Save the Bay
Interviews Conducted March 29-April 2, 2006
N = 500; Margin of Error \pm 4.4%
EMC 06-3455

(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 the people in California 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.

	<u>4/06</u>	<u>8/10</u>	<u>Overall 7/11</u>	<u>Only B 7/11</u>
1. SEX (RECORD FROM OBSERVATION)				
Male	47%	48%	47%	47%
Female	53%	52%	53%	53%
2. Area Flag (RECORD FROM SAMPLE)				
A (not B)	-	-	46%	-
B	-	-	54%	100%
3. Are you registered to vote at your current address?				
Yes \rightarrow CONTINUE	-	-	100%	100%
No \rightarrow TERMINATE	-	-	-	-

	<u>4/06</u>	<u>8/10</u>	<u>7/11</u>	Overall	Only B
				<u>7/11</u>	<u>7/11</u>
4. I know it's a long way off, but what are the chances that you will vote in the 2012 elections for president, 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?					
Almost Certain → CONTINUE	-	-	91%	91%	
Probably → CONTINUE	-	-	6%	6%	
50/50 Chance → CONTINUE	-	-	3%	3%	
Will not vote → TERMINATE	-	-	-	-	
(Don't Know) → CONTINUE	-	-	0%	0%	
5. (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?					
Right Direction	38%	41%	35%	38%	
Wrong Track	46%	44%	46%	41%	
(Don't know)	16%	16%	20%	21%	
6. (T) What is the most important problem facing the Bay Area today? (1 RESPONSE; DO NOT READ LIST)					
Total: Economy/Jobs/Unemployment/Budget	7%	-	54%	54%	
(Economy)	-	-	13%	13%	
(Jobs/Unemployment)	-	-	29%	29%	
(Budget deficit/State Budget crisis)	-	-	12%	11%	
(Education)	11%	-	9%	9%	
(Traffic/Transportation)	24%	-	5%	6%	
(Crime)	5%	-	4%	4%	
(Political Environment/Politicians)	3%	-	4%	3%	
(Environmental Issues)	4%	-	3%	3%	
(High cost of living)	6%	-	3%	2%	
(Lack of Affordable Housing)	12%	-	2%	3%	
(Homelessness)	-	-	2%	2%	
(Overcrowding)	4%	-	1%	1%	
(General Infrastructure)	3%	-	1%	1%	
(Healthcare)	2%	-	1%	1%	
(Illegal Immigration)	5%	-	1%	1%	
(Other (specify _____))	9%	-	2%	1%	
(Nothing/Don't know/Refuse)	6%	-	7%	7%	

Overall **Only B**
7/11 **7/11**

7. Now, I’m going to read you a measure that may appear on the ballot next year:

To restore and protect the quality of the San Francisco Bay including: cleaning up trash and pollution; protecting habitat for fish and wildlife; improving water quality; restoring more than forty-thousand acres of wetlands; and, providing flood protection; shall the San Francisco Bay Restoration Authority authorize an annual special tax of ten dollars per parcel for ten years with citizen oversight, audits, and all funds staying in the Bay Area.

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?)

Yes, approve	53%	55%
(Undecided, lean yes)	6%	7%
Total Yes	60%	62%
(Undecided, lean no)	2%	2%
No, reject	31%	28%
Total No	33%	29%
(Don’t know/ Refused)	8%	8%

8. If this measure had an exemption available for seniors, age 65 and older, would you be more likely to vote yes, more likely to vote no, or would it make no difference?

More likely Yes	29%	28%
More likely No	8%	8%
No Difference	61%	61%
(Don’t know/Refuse)	3%	3%

9. And, if this measure included an annual cost of living adjustment equal to the Bay Area Consumer Price Index, would you be more likely to vote yes, more likely to vote no, or would it make no difference?

More likely Yes	18%	19%
More likely No	19%	18%
No Difference	56%	54%
(Don’t know/Refuse)	8%	10%

Now I would like to ask you a few specific questions about the San Francisco Bay.

	<u>4/06</u>	<u>8/10</u>	<u>7/11</u>	<u>7/11</u>
			Overall	Only B
10. (T) Based on what you know, how would you rate the overall condition of the San Francisco Bay? (Read 1-4)				
Excellent	-	3%	4%	5%
Good	-	40%	41%	41%
Just Fair, or	-	43%	37%	38%
Poor	-	10%	9%	10%
(Don't Know)	-	5%	8%	7%

And for each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement. If you do not have an opinion one way or the other, please just say so.

(IF NEEDED) Do you agree or disagree with that statement? **(If agree/disagree)** Is that strongly agree/disagree or somewhat?
(RANDOMIZE)

SCALE	1. Strongly Agree	2. Somewhat Agree	3. Somewhat Disagree	4. Strongly Disagree	5. Don't Know
-------	-------------------	-------------------	----------------------	----------------------	---------------

11. (T) It is important for the region's economy to have a clean, healthy, and vibrant San Francisco Bay.

4/06	74%	20%	3%	1%	2%
8/10	68%	24%	5%	2%	1%
7/11 Overall	64%	27%	4%	1%	4%
7/11 Only B	68%	25%	3%	1%	4%

12. (T) The San Francisco Bay is clean and healthy.

4/06	7%	24%	30%	28%	12%
7/11 Overall	9%	35%	29%	14%	13%
7/11 Only B	8%	35%	33%	14%	11%

13. (T) The San Francisco Bay is very important to my quality of life.

8/10	46%	31%	13%	9%	1%
7/11 Overall	47%	34%	9%	3%	8%
7/11 Only B	54%	31%	7%	2%	7%

(END RANDOMIZE)

	<u>4/06</u>	<u>8/10</u>	<u>Overall 7/11</u>	<u>Only B 7/11</u>
14. (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 wetland restoration around the Bay, even if it means a small increase in my taxes (OR)	75%	-	54%	58%
2. There are too many other priorities in this area, I would not support even a small tax increase for wetland restoration around the Bay	21%	-	38%	33%
(Both)	-	-	1%	1%
(Neither)	1%	-	3%	3%
(Don't Know)	3%	-	5%	5%
15. 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. Taxes are already high enough; I'll vote against any increase in taxes. (OR)	-	-	39%	34%
2. It is crucial to invest in our local environment, even if it means raising taxes;	-	-	54%	58%
(Both)	-	-	1%	1%
(Neither)	-	-	2%	3%
(Don't Know)	-	-	4%	4%

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 the 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)

(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)

SCALE: 1 2 3 4 5 6 7 | 8 Mean
 Not at all compelling **Very compelling | (DK)**

16. Restoration enlarges and improves the San Francisco Bay National Wildlife Refuge, providing protection for young fish, birds and mammals.

Overall	8%	4%	8%	10%	20%	18%	31%	1%	5.09
Only B	6%	3%	8%	10%	22%	19%	31%	1%	5.18

17. The proposal includes restoration projects all around the Bay, with priority based the on the greatest need.

Overall	11%	6%	8%	12%	22%	15%	22%	3%	4.67
Only B	10%	6%	8%	12%	21%	18%	21%	4%	4.74

18. This proposal would increase public access to the Bay, help prevent flooding, reduce trash and toxics in the Bay, and restore vital habitats for fish and birds. This would be well worth the investment of just a few dollars per year.

Overall	10%	4%	7%	9%	18%	15%	35%	2%	5.11
Only B	9%	3%	6%	9%	17%	16%	38%	2%	5.26

19. Restoring wetlands around the Bay will help prevent pollution because healthy wetlands can trap most of the pesticides, fertilizers and other run-off pollutants before they reach the open Bay water.

Overall	10%	5%	7%	11%	18%	18%	27%	3%	4.90
Only B	10%	5%	6%	10%	19%	19%	29%	3%	5.03

20. This measure has direct economic benefits with crucial support for California's commercial and recreational fishing industries.

Overall	9%	5%	9%	11%	23%	16%	22%	3%	4.78
Only B	9%	4%	10%	11%	23%	17%	23%	3%	4.83

21. This measure will provide natural and long-lasting flood and erosion control that will help prevent massive flooding along the Bay, rivers and streams.

Overall	10%	5%	7%	10%	20%	17%	26%	5%	4.89
Only B	9%	5%	7%	9%	20%	18%	27%	4%	4.99

22. Over the last century, we have had a massive impact on the Bay with levees, landfill and pollution runoff. It is not too late to reverse some of what we've done and restore the bay to its natural health and beauty for future generations.

Overall	9%	5%	7%	10%	21%	17%	29%	2%	5.00
Only B	8%	4%	7%	10%	21%	18%	30%	2%	5.11

(END RANDOMIZE)

Overall **Only B**
7/11 **7/11**

23. 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:

To restore and protect the quality of the San Francisco Bay including: cleaning up trash and pollution; protecting habitat for fish and wildlife; improving water quality; restoring more than forty-thousand acres of wetlands; and, providing flood protection; shall the San Francisco Bay Restoration Authority authorize an annual special tax of ten dollars per parcel for ten years with citizen oversight, audits, and all funds staying in the Bay Area.

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?)

Yes, approve	62%	63%
(Undecided, lean yes)	4%	5%
Total Yes	65%	68%
(Undecided, lean no)	1%	1%
No, reject	30%	28%
Total No	31%	29%
(Don't know/ Refused)	4%	4%

24. Some people say that with the current economy and many Bay area residents facing layoffs, unemployment, and foreclosures, this simply isn't the time to be raising taxes for Bay restoration. We have more important priorities for our limited tax dollars, like funding public education, police, and fire departments. The businesses who contributed most to the Bay's pollution problems should have to pay to clean it up, not the taxpayers.

Given what you've heard, 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?)

Yes, approve	57%	59%
(Undecided, lean yes)	5%	4%
Total Yes	62%	64%
(Undecided, lean no)	2%	2%
No, reject	31%	29%
Total No	34%	31%
(Don't know/ Refused)	5%	5%

	<u>4/06</u>	<u>8/10</u>	<u>Overall</u> <u>7/11</u>	<u>Only B</u> <u>7/11</u>	
Now I'd like to ask you a few questions for statistical purposes only.					
25.	How often would you say you personally visit the San Francisco Bay, either its surrounding parks and public spaces, or actually out on the water? Would you say you visit frequently, on occasion, rarely or never?				
	Frequently	-	-	29%	36%
	On occasion	-	-	40%	40%
	Rarely	-	-	24%	18%
	Never	-	-	5%	5%
	(Don't Know)	-	-	2%	1%
26.	In terms of your job status, are you employed, unemployed but looking for work, retired, a student or a homemaker?				
	Employed	56%	-	54%	58%
	Unemployed	4%	-	8%	7%
	Retired	26%	-	23%	22%
	Student	5%	-	6%	6%
	Homemaker	5%	-	6%	4%
	Other	3%	-	2%	2%
	(Don't Know)	2%	-	2%	1%
27.	Do you own or rent your apartment or home?				
	Own/buying	70%	75%	68%	62%
	Rent	24%	24%	26%	33%
	(DK/Refused)	6%	2%	6%	5%
28.	What is the last grade you completed in school?				
	Some grade school	1%	-	0%	0%
	Some high school	2%	-	2%	2%
	Graduated High School	12%	-	10%	10%
	Technical/Vocational	2%	-	2%	2%
	Some College	23%	-	23%	20%
	Graduated College	34%	-	35%	39%
	Graduate/Professional/Masters/PhD/Doctorate	24%	-	24%	25%
	(Don't Know/Refused)	2%	-	3%	2%

	<u>4/06</u>	<u>8/10</u>	<u>Overall 7/11</u>	<u>Only B 7/11</u>
29. Do you primarily consider yourself to be African-American, White, Hispanic, Asian or something else:				
Afr-Amer/Black	4%	4%	5%	6%
White/Caucasian	70%	69%	66%	64%
Hispanic/Latino/Latin-American	7%	11%	8%	8%
Asian/Asian-Am/Pacific Islander	7%	9%	11%	12%
Mixed Race	a	a	1%	1%
(Other_____)	6%	4%	2%	2%
(Refused)	6%	3%	7%	6%

a: Respondents of mixed race may be included in the “Other” category.

30. In what year were you born? (Do not read categories, code as appropriate)				
1935 or earlier (75+)	a	8%	9%	10%
1936-1940 (70-74)	a	b	4%	4%
1941-1945 (65-69)	a	b	6%	5%
1946-1950 (60-64)	11%	9%	10%	9%
1951-1955 (55-59)	11%	11%	10%	10%
1956-1960 (50-54)	13%	10%	9%	9%
1961-1965 (45-49)	9%	10%	11%	11%
1966-1970 (40-44)	12%	10%	8%	9%
1971-1975 (35-39)	6%	8%	8%	9%
1976-1980 (30-34)	5%	7%	6%	6%
1981-1985 (25-29)	4%	7%	5%	6%
1986-1992 (18-24)	7%	6%	8%	8%
(Refused)	3%	3%	5%	4%

a: 19% of respondents were age 65 and older.

b: 11% of respondents were ages 65-74.

THANK YOU

PARTY

Democrat	54%	53%	53%	58%
Republican	25%	21%	21%	15%
DTS	15%	22%	23%	23%
Other	6%	4%	4%	4%

VOTE HISTORY

Less likely voters: 0-3 / 6	-	-	41%	43%
Likely voters: 4-5 / 6	-	-	29%	29%
Perfect voters: 6 / 6	-	-	30%	28%

		<u>4/06</u>	<u>8/10</u>	Overall <u>7/11</u>	Only B <u>7/11</u>
PERMANENT ABSENTEE					
	Yes	-	56%	55%	49%
	No	-	44%	45%	51%
COUNTY					
	Alameda	21%	21%	20%	32%
	Contra Costa	14%	15%	15%	6%
	Marin	5%	5%	4%	5%
	Napa	3%	3%	2%	3%
	San Francisco	11%	12%	13%	24%
	San Mateo	11%	10%	10%	14%
	Santa Clara	22%	22%	22%	10%
	Solano	6%	5%	7%	4%
	Sonoma	8%	7%	7%	3%