



Survey of Likely 2014 Bay Area Voters April 27, 2014 – May 7, 2014 n=1000, Margin of Error = ± 3.1 points EMC Research #14-5215

Where applicable, results are compared with:

Table with 3 columns: March 29-April 2, 2006 (N=500; MoE: ±4.4); July 5-14, 2011 (N=1500; MoE: ±2.43); May 9-16, 2013 (N=1000; MoE: ±3.1). Includes EMC IDs and comparison dates.

All numbers in this document represent percentage (%) values, unless otherwise noted. Please note that due to rounding, percentages may not add up to exactly 100.

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.

- 1. Are you registered to vote at your current address? Yes 100, 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... Almost certain/ Definitely 86, Probably 9, 50/50 chance 4, Will not vote -> TERMINATE, Don't know -> TERMINATE

3. 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?

	2006	2011	2013	2014
Right Direction	38	35	50	50
Wrong Track	46	46	36	31
(Don't know)	16	20	14	19

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 levy an annual parcel tax of nine dollars per year for ten years with citizen oversight, audits, and all funds staying local?

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	
(Undecided, lean yes)	6	→68
No reject	23	
(Undecided, lean no)	2	→25
(Don't know/ Refused)	6	

5. Based on what you know, how would you rate the overall condition of the San Francisco Bay?

SCALE:	Excellent	Good	Only Fair	Poor	(Don't know)
4/2014	3	38	37	12	10
5/2013	5	37	40	10	8
7/2011	4	41	37	9	8
8/2010	3	40	43	10	5
4/2006	-	-	-	-	-

6. Which of the following is closer to your opinion (**read and randomize choices 1 & 2. Read "OR" between 2 statements. Do not read numbers.**)

	2006	2011	2013	2014
¹ I am willing to invest in the Bay, even if it means a small increase in my taxes	75	54	52	59
² There are too many other priorities in this area, I would not support even a small tax increase for the Bay	21	38	33	31
(Both)	-	1	3	2
(Neither)	1	3	6	3

¹ For 2006, and 2011: I am willing to invest in wetland restoration around the Bay, even if it means a small increase in my taxes.

² For 2006, and 2011: There are too many other priorities in this area, I would not support even a small tax increase for wetland restoration around the Bay.

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.

(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.

	Not at all compelling						Very compelling	(Don't know)	Mean
SCALE:	1	2	3	4	5	6	7		
(RANDOMIZE)									
7.	This measure will significantly improve wildlife habitat and will bring back varieties of fish, birds and mammals to our Bay.								
	10	4	7	10	18	18	32	2	5.07
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	3	7	11	19	18	32	2	5.13
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.								
	9	4	7	9	17	17	36	1	5.19
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.								
	9	2	7	10	18	18	35	2	5.20
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.								
	9	4	6	10	20	18	32	1	5.11
12.	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.								
	12	5	10	15	21	14	21	2	4.55

(END RANDOMIZE)

13. 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 levy an annual parcel tax of nine dollars per year for ten years with citizen oversight, audits, and all funds staying local?

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	69	
(Undecided, lean yes)	3	→72
No reject	25	
(Undecided, lean no)	1	→25
(Don't know/ Refused)	3	

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

14. Do you primarily consider yourself to be African-American, White, Hispanic, Asian or something else:

	<u>2006</u>	<u>2011</u>	<u>2013</u>	<u>2014</u>
African-American/ Black	4	5	5	4
White	70	66	64	65
Hispanic/ Latino/ Latin-American	7	8	9	10
Asian/ Asian-Am/ Pacific Islander	7	11	9	9
(Bi-racial/ Multi-racial)	-	-	-	5
Something else/ other	6	3	7	3
(Refused)	6	7	6	5

15. In what year were you born? (Do not read categories, code as appropriate)

	<u>2006</u>	<u>2011</u>	<u>2013</u>	<u>2014</u>
1949 or earlier (65+)	19	19	27	31
1950-1954 (60-64)	11	10	12	12
1955-1959 (55-59)	11	10	14	10
1960-1964 (50-54)	13	9	8	9
1965-1969 (45-49)	9	11	7	9
1970-1974 (40-44)	12	8	7	6
1975-1979 (35-39)	6	8	7	5
1980-1984 (30-34)	5	6	4	4
1985-1989 (25-29)	4	5	3	2
1990-1996 (18-24)	7	8	5	4
(Refused)	3	5	6	7

THANK YOU!

SEX (RECORD BY OBSERVATION)

	<u>2006</u>	<u>2011</u>	<u>2013</u>	<u>2014</u>
Male	47	47	48	48
Female	53	53	52	52

Party (From Sample)

	<u>2006</u>	<u>2011</u>	<u>2013</u>	<u>2014</u>
Democrat	54	53	53	53
Republican	25	21	22	22
NPP/Other	21	27	25	25

Permanent Absentee (From Sample)

		<u>2011</u>	<u>2013</u>	<u>2014</u>
Yes	-	55	64	62
No	-	45	36	38

County (From Sample)

	<u>2006</u>	<u>2011</u>	<u>2013</u>	<u>2014</u>
Alameda	21	20	20	20
Contra Costa	14	15	15	15
Marin	5	4	5	5
Napa	3	2	2	2
San Francisco	11	13	12	12
San Mateo	11	10	10	10
Santa Clara	22	22	23	22
Solano	6	7	5	6
Sonoma	8	7	8	8

Vote History (From Sample)

	<u>2006</u>	<u>2011</u>	<u>2013</u>	<u>2014</u>
0-3/6	-	41	28	29
4-5/6	-	29	35	32
6/6	-	30	38	39