



MARKET
& OPINION
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EMCresearch.com

Telephone Survey of Sacramento, CA Likely June 2012 voters
January 23-25, 2012
400 Interviews Citywide; Overall Margin of Error \pm 4.9 percentage points
200 Interviews within Council District 8; Margin of Error \pm 6.9 percentage points
EMC #12-4580

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 conducting a survey for EMC Research to find out how people in Sacramento 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.	Sex (record from observation)	
	Male	45%
	Female	55%
2.	Are you registered to vote at your current address?	
	Yes \rightarrow CONTINUE	100%
	No \rightarrow TERMINATE	-
3.	I know it's a long ways off, but what would you say are the chances that you will vote in the primary election in June? -- 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 \rightarrow Continue	90%
	Probably \rightarrow Continue	10%
	50/50 Chance \rightarrow Terminate	-
	Will not vote/(Don't Know) \rightarrow Terminate	-
4.	Do you feel that things in the City of Sacramento are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?	
	Right direction	34%
	Wrong track	47%
	(Don't know)	19%

(END ASK ALL)
(IF CCD8 OVERSAMPLE, ASK ONLY "(IF CCD8)" QUESTIONS UNTIL "RESUME ALL")

(IF Main sample including CCD8 main sample, continue to Q5)5. What would you say is the most important problem facing Sacramento today? **(OPEN****END, ACCEPT ONE RESPONSE)**

Jobs/Unemployment	26%
Budget/Spending	10%
Education/Schools	8%
Leadership issues/Management	8%
Economy	7%
The Stadium/Arena	7%
Crime	5%
Housing	4%
Traffic/Infrastructure	3%
Not enough Law Enforcement/Fire	3%
Levees	2%
City services (General)	2%
More Businesses/Leaving	2%
Homelessness	1%
Taxes	1%
Other	4%
No/None/Nothing	0%
Don't Know	5%

I'm going to read you a list of individuals, for each one please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please say so. **[NOTE: If respondent says "Don't Know," "No opinion," or something similar that is not Favorable/Unfavorable, probe for Can't Rate or Never Heard: "Would you say that you have heard of (QX) but cannot rate (QX) or have you never heard of (QX)?"]**

SCALE:	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	Never Heard	(Can't rate/ Don't know)
(RANDOMIZE)						
6.	Sacramento Mayor Kevin Johnson					
	18%	35%	20%	20%	1%	6%
7.	The Sacramento City Council					
	5%	36%	26%	14%	3%	16%
8.	Sacramento City Council Member Steve Cohn					
	9%	30%	7%	5%	29%	21%
9.	Sacramento City Council Member Robert King Fong					
	8%	31%	10%	6%	25%	20%
10.	Sacramento City Council Member Kevin McCarty					
	9%	24%	8%	4%	26%	29%
11.	Sacramento County Supervisor Phil Serna					
	9%	31%	7%	3%	23%	27%
12.	Los Rios Community College District Trustee Deborah Ortiz					
	13%	28%	9%	7%	22%	20%
13.	Executive Secretary of Sacramento Labor Council Bill Camp					
	4%	13%	3%	5%	48%	26%
14.	Former Fire Chief Julius (Joe) Cherry					
	6%	12%	3%	2%	52%	24%
15.	(IF CCD8; n=200) Sacramento City Council Member Bonnie Pannell					
	33%	24%	7%	12%	14%	9%
16.	(IF CCD8; n=200) NAACP Chapter President Betty Williams					
	12%	17%	4%	8%	45%	13%
(END RANDOMIZE)						

Now, using a scale of excellent, good, only fair, or poor, please rate...

(RANDOMIZE)

SCALE:	Excellent	Good	Only Fair	Poor	(Don't Know)
17. The overall job Kevin Johnson is doing as Mayor	7%	29%	40%	22%	1%
18. The overall job the Sacramento City Council is doing	2%	19%	50%	24%	5%
19. (IF CCD8; n=200) The overall job Bonnie Pannell is doing as City Council Member	17%	29%	23%	11%	20%

(END RANDOMIZE)

20. **(IF CCD8)** As you may know, City Council Member Bonnie Pannell will be up for re-election in June. If the election were held today, would you definitely vote to re-elect Pannell, probably vote to re-elect Pannell, probably vote for someone else or definitely vote for someone else?

Definitely re-elect Pannell	28%
Probably re-elect Pannell	22% → 51%
Probably someone else	14%
Definitely someone else	12% → 26%
(Undecided)	23%

21. **(IF CCD8; n=200)** If the election for City Council were held today and the candidates were:

(Read and Randomize)

Sacramento City Council Member Bonnie Pannell
N-A-A-C-P Chapter President Betty Williams

for whom would you vote? **(if undecided)** Which candidate, if any, do you lean toward voting?

Pannell	45%
(Lean Pannell)	2% → 47%
Williams	19%
(Lean Williams)	0% → 19%
(Other/Someone else)	5%
(Undecided/Don't know/Refused)	29%

22. **(IF CCD8; n=200) (READ AND ROTATE STATEMENTS 1 & 2)**

1. NAACP President Betty Williams has fought for social justice for African Americans for more than two decades and has the support of African-American ministers and many African-American elected officials such as former Assembly Speaker Willie Brown.

2. City Council Member Bonnie Pannell has fought successfully for jobs and economic development in District 8 and has the support of labor unions and leading Democrats like Senator Darrell Steinberg and Congresswoman Doris Matsui.

Given what you've heard, if the election for City Council were held today and the candidates were:

(Read and Randomize)

Sacramento City Council Member Bonnie Pannell
N-A-A-C-P Chapter President Betty Williams

for whom would you vote? **(if undecided)** Which candidate, if any, do you lean toward voting?

Pannell	48%
(Lean Pannell)	2% →50%
Williams	21%
(Lean Williams)	1% →22%
(Other/Someone else)	8%
(Undecided/Don't know/Refused)	20%

23. **(IF CCD8; n=200)** In the face of a \$43 million city budget deficit last year, Council Member Bonnie Pannell voted to reduce funding for police officers to ensure that other city services like after-school programs and park maintenance would not have to be eliminated. Given what you've heard, if the election for City Council were held today and the candidates were:

(Read and Randomize)

Sacramento City Council Member Bonnie Pannell
N-A-A-C-P Chapter President Betty Williams

for whom would you vote? **(if undecided)** Which candidate, if any, do you lean toward voting?

Pannell	50%
(Lean Pannell)	3% →53%
Williams	18%
(Lean Williams)	1% →20%
(Other/Someone else)	7%
(Undecided/Don't know/Refused)	20%

24. Sacramento Mayor Kevin Johnson will be up for reelection in June. If the election were held today, would you definitely vote to re-elect Johnson, probably vote to re-elect Johnson, probably vote for someone else or definitely vote for someone else?
- | | |
|-----------------------------|----------|
| Definitely re-elect Johnson | 17% |
| Probably re-elect Johnson | 24% →41% |
| Probably someone else | 24% |
| Definitely someone else | 22% →46% |
| (Undecided) | 13% |

I'm going to read you a series of phrases. For each one, please tell me if you think it describes Sacramento Mayor Kevin Johnson. Use a scale of 1 to 5 where 1 is "does not describe Kevin Johnson at all" and 5 is "describes Kevin Johnson very well." (SCALE: 1-5, 6=DK)

(Prompt if needed: How well does that describe describes Kevin Johnson, using a scale of 1 to 5 where 1 is "does not describe Kevin Johnson at all" and 5 is "describes Kevin Johnson very well."

(RANDOMIZE)

SCALE:	1. Does not describe Kevin Johnson at all	2	3	4	5. Describes Kevin Johnson very well	6. (Don't Know)	Mean	
25.	Cares about people like me	21%	18%	23%	17%	16%	5%	2.90
26.	Gets things done	18%	18%	30%	21%	9%	4%	2.86
27.	Is a strong leader	15%	15%	25%	26%	15%	4%	3.12
28.	Is someone we can count on	19%	17%	26%	20%	14%	4%	2.91
29.	Agrees with me on most issues	23%	20%	28%	14%	9%	5%	2.64
30.	Is likeable	10%	9%	19%	26%	32%	3%	3.61
31.	Is honest	13%	14%	24%	24%	18%	7%	3.22
32.	Has the right priorities	27%	15%	23%	19%	12%	3%	2.73

(end randomize)

33. Some people say that Kevin Johnson has not delivered on his promises to create jobs and improve our schools. Crime is up, the homeless situation is still out of control, our city faces more budget problems and our schools continue to struggle. Instead of leading to create jobs and help small businesses expand, Mayor Johnson is too focused on improving the downtown night life and helping the Kings. When he doesn't get his way he wants to change the rules. We need a Mayor who has the right priorities and can bring the city together.

Given what you've heard, if the election were held today, would you definitely vote to re-elect Johnson, probably vote to re-elect Johnson, probably vote for someone else or definitely vote for someone else?

Definitely re-elect Johnson	14%
Probably re-elect Johnson	21% →35%
Probably someone else	31%
Definitely someone else	24% →55%
(Undecided)	11%

Now I would like to ask you about some local Sacramento issues. Please tell me if you strongly favor, somewhat favor, somewhat oppose or strongly oppose each of the following.

(Randomize)

Do you favor or oppose...? **(IF favor/oppose)** Is that strongly favor/oppose or somewhat favor/oppose?

SCALE:	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	(Don't Know) /No Opinion
34. Creating a public-private partnership that would finance a new downtown arena and allow the Kings to stay in Sacramento.	23%	20%	14%	37%	6%
35. Privatizing all downtown city parking operation for 50 years to provide funding for an arena for the Sacramento Kings.	10%	12%	16%	55%	7%
36. Mayor Kevin Johnson's proposed initiative that would update the Sacramento City Charter, give the Mayor more authority and create another City Council seat.	14%	14%	25%	39%	7%
36a. Creating an elected Charter Reform Commission that would review and update the City Charter and make recommendations that would then be put to a city-wide vote.	25%	35%	15%	14%	12%

(End randomize)

I would like to ask some additional questions about Mayor Kevin Johnson's proposed city charter initiative.

SCALE:	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	(Don't Know)
37.	Some people say that Mayor Kevin Johnson's proposed initiative, called the Checks and Balances Act of 2012, is a much-needed revision to the city's governing structure that will allow the city to function more efficiently, and protect against the City Council and city bureaucrats having too much power. Given what you've heard, do you strongly favor, somewhat favor, somewhat oppose or strongly oppose Mayor Kevin Johnson's proposed city charter initiative?				
	11%	27%	22%	26%	13%
38.	Some people say that Mayor Kevin Johnson's proposed initiative is just a power grab by the Mayor. He's trying to change all the rules, take power away from the City Council and give the Mayor's office much more authority. He already had two similar strong-mayor initiatives that failed. It is a waste of time and money to do this again. Given what you've heard, do you strongly favor, somewhat favor, somewhat oppose or strongly oppose Mayor Kevin Johnson's proposed city charter initiative?				
	13%	16%	26%	38%	7%

(RESUME ASKING ALL)

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

39. Thinking about a political scale where 1 is very liberal and 7 is very conservative, where would you place yourself on that scale? **(Code 1-7, 8=Don't know)**

SCALE:	1	2	3	4	5	6	7		8	(Mean)
	Very Liberal				Very Conservative				(DK)	
	7%	15%	17%	19%	21%	9%	9%		3%	3.98

40. In terms of your job status, are you employed, unemployed but looking for work, retired, a student or a homemaker?

Employed	49%
Unemployed	4%
Retired	40%
Student	2%
Homemaker	2%
(Other)	1%
(Don't Know)	1%

41. Are you or is any member of your household a member of a union or employee association?
- | | |
|----------------------|-----|
| Yes | 34% |
| No | 65% |
| (Don't Know/Refused) | 1% |
42. In what year were you born? **(Do not read categories, code as appropriate)**
- | | |
|-----------------------|-----|
| 1936 or earlier (75+) | 15% |
| 1937-1941 (70-74) | 6% |
| 1942-1946 (65-69) | 6% |
| 1947-1951 (60-64) | 15% |
| 1952-1956 (55-59) | 9% |
| 1957-1961 (50-54) | 9% |
| 1962-1966 (45-49) | 9% |
| 1967-1971 (40-44) | 7% |
| 1972-1976 (35-39) | 8% |
| 1977-1981 (30-34) | 4% |
| 1982-1986 (25-29) | 3% |
| 1987-1993 (18-24) | 4% |
| (Refused) | 6% |
43. Do you consider yourself to be African-American, white, Hispanic, Asian, bi-racial, multi-racial or something else?
- | | |
|-------------------------|-----|
| African-American/Black | 6% |
| White | 66% |
| Hispanic/Latin-American | 7% |
| Asian | 4% |
| Bi-racial | 2% |
| Multi-racial | 4% |
| Something else | 5% |
| (Refused) | 7% |

THANK YOU!

PARTY

Democrat	59%
Republican	25%
DTS	13%
Other	3%

CITY COUNCIL DISTRICT

1	18%
2	6%
3	16%
4	17%
5	10%
6	11%
7	14%
8	8%

PERMANENT ABSENTEE

Yes	52%
No	48%