



CALIFORNIA AFRICAN AMERICAN POLICY PRIORITIES SURVEY

May 2016

Interviews: 800 African American Likely Voters

Margin of Sampling Error: ±3.5%

[600 LIKELY JUNE PRIMARY VOTERS – SACRAMENTO OVERSAMPLE]

[200 LIKELY NOVEMBER ONLY VOTERS]

FINAL WEIGHTED TOPLINE (ABRIDGED)

SECTION I: SCREENING QUESTIONS

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, whether you are in a place where you can talk safely without endangering yourself or others.

Yes, cell and can talk safely -----	37%
Yes, cell but cannot talk safely-----	TERM
No, not on a cell, but own one -----	43%
No, not on a cell and do not own one -----	20%
DK/NA/REFUSED -----	TERMINATE

B. Would you say that you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally, or do you mostly use your home landline phone to make and receive calls?

All cell phone -----	31%
Mostly cell phone-----	22%
Cell and landline equally -----	23%
Mostly landline-----	23%
DK/NA -----	0%

1. Just to make sure everyone is represented, with which racial or ethnic group do you identify yourself: Hispanic or Latino, African American or Black, Caucasian or White, Asian/Pacific Islander or some other ethnic or racial background?

Hispanic/Latino (non-Black) -----	TERM
African American/Black -----	99%
Caucasian/White -----	TERM
Asian/Pacific Islander -----	TERM
MIXED RACE/BIRACIAL/MULTI-RACIAL	
PLEASE SPECIFY _____	1%
Other-----	TERM
REFUSED/DK/NA -----	TERM

[NOVEMBER ONLY VOTERS]

2. As you may know, there will be a statewide general election for President, U-S Senate, and state and local offices and ballot measures in November. Sometimes people are busy and are not able to vote. I know it's a long way away, but looking ahead, how likely are you to vote in that election—will you definitely vote, probably vote, are the chances 50-50 that you will vote, or will you probably not vote?

Definitely vote -----81%
Probably vote-----13%
50-50 -----6%
Probably not vote ----- TERM
Definitely not vote----- TERM
DK/NA ----- TERM

[LIKELY JUNE DEMOCRATIC AND REPUBLICAN VOTERS ONLY]

3. As you may know, there will be a statewide primary election for President, U-S Senate, and state and local offices and ballot measures in June. Sometimes people are busy and are not able to vote. Looking ahead, how likely are you to vote in that election—will you definitely vote, probably vote, are the chances 50-50 that you will vote, or will you probably not vote?

Definitely vote -----93%
Probably vote-----5%
50-50 -----2%
Probably not vote ----- TERM
Definitely not vote----- TERM
DK/NA ----- TERM

[LIKELY JUNE DTS VOTER ONLY]

4. As you may know, in California, while the primary election for Senate and other offices is non-partisan, each party holds its own presidential primary on June 7th. Very few people vote in these elections. If you are registered as having no party preference or decline to state a party preference, you may still choose to vote in the DEMOCRATIC primary election for President. Looking ahead, how likely are you to vote in that election—will you definitely vote, probably vote, are the chances 50-50 that you will vote, or will you probably not vote?

Definitely vote -----87%
Probably vote-----4%
50-50 -----2%
Probably not vote -----1%
Definitely not vote-----5%
DK/NA -----2%

SECTION II: BASELINE PERCEPTIONS

5. Now, I am going to read you the names of some people and organizations active in public life. After I mention each one, please tell me if you have a favorable or unfavorable opinion of that individual or organization. If you have never heard of the individual or organization, or don't have enough information to offer an opinion, you can tell me that too. Here is the first one...

	VERY FAV.	SMWT. FAV.	SMWT. UNFAV.	VERY UNFAV.	NEVER HEARD OF	CAN'T RATE
[RANDOMIZE]						
[]a. Barack Obama	80%	10%	2%	6%	0%	2%
[]b. Hillary Clinton	54%	26%	5%	10%	0%	5%
[]c. Bernie Sanders	22%	41%	10%	11%	5%	11%
[]d. Donald Trump	5%	7%	9%	73%	1%	5%
[]e. Ted Cruz	5%	13%	16%	46%	7%	14%
[]f. John Kasich	4%	18%	15%	15%	26%	22%
[]g. Kamala Harris	36%	17%	3%	4%	25%	14%
[]h. Loretta Sanchez	10%	20%	6%	4%	37%	23%
[]i. The NAACP	57%	27%	5%	2%	3%	7%
[]j. The Black Lives Matter Movement	48%	24%	4%	6%	9%	10%
[]k. The Republican Party	6%	12%	15%	59%	1%	7%
[SPLIT SAMPLE A ONLY]						
[]l. The Democratic Party	59%	27%	4%	6%	0%	4%
[SPLIT SAMPLE B ONLY]						
[]m. The California Democratic Party	50%	32%	3%	6%	2%	7%

SECTION III: PRESIDENTIAL PRIMARY

[DEMOCRATIC PRIMARY VOTERS ONLY – CANDIDATE ORDER RANDOMIZED]

6. (T) Now thinking about the Democratic primary election for president in June, if the election for president were held today, would you vote for [] Hillary Clinton, [] Bernie Sanders], or another candidate? [IF UNDECIDED, ASK: “Are you leaning toward one candidate or the other?”]

TOTAL CLINTON ----- 71%
Hillary Clinton ----- 67%
(LEAN CLINTON)----- 4%

TOTAL SANDERS ----- 16%
Bernie Sanders ----- 15%
(LEAN SANDERS) ----- 1%

Another candidate ----- 3%

(UNDECIDED – NOT LEANING)----- 8%
(REFUSED) ----- 2%
(WILL NOT VOTE) ----- 0%

[RESUME ASKING ALL – CANDIDATE ORDER RANDOMIZED]

7. (T) Thinking ahead to the presidential election this November, if the election for president were held today and the candidates were [] Democrat Hillary Clinton and [] Republican Donald Trump, for whom would you vote? [IF UNDECIDED, ASK: “Are you leaning toward one candidate or the other?”]

TOTAL CLINTON ----- 80%
Hillary Clinton ----- 79%
(LEAN CLINTON)----- 1%

TOTAL TRUMP ----- 7%
Donald Trump----- 7%
(LEAN TRUMP) ----- 0%

TOTAL ANOTHER CANDIDATE ----- 4%
Another candidate ----- 3%
(LEAN ANOTHER CANDIDATE) ----- 1%

(UNDECIDED—NOT LEANING)----- 5%
(REFUSED) ----- 2%
(WILL NOT VOTE) ----- 2%

SECTION IV: BALLOT PROPOSITIONS

8. Next, I would like to read you a list of statewide propositions that may appear on the ballot in November. After I read each one, please tell me if you would vote yes in favor or no to oppose, if the election were held today. Here is the first one: **[RANDOMIZED – SPLIT SAMPLED]**

[]a. A measure to legalize marijuana for individuals 21 years of age and older. If the election were held today, would you vote yes in favor or no to oppose? [IF YES/NO ASK: “Is that definitely YES/NO or just probably? [IF UNDECIDED/NEED MORE INFORMATION, ASK: “Are you leaning more toward voting yes or voting no?”

TOTAL YES	52%
Definitely yes.....	35%
Probably yes.....	14%
Undecided, lean yes	3%
TOTAL NO	44%
Undecided, lean no	2%
Probably no.....	7%
Definitely no.....	35%
(DON'T KNOW)	4%
(REFUSED)	1%

[]b. A measure to increase restrictions on gun ownership, including requiring most people to pass background checks to buy ammunition, requiring that guns be sold through licensed vendors, and that all sales be reported to the Department of Justice. The measure would also ban possession of large-capacity ammunition magazines and prohibit those convicted of stealing a firearm from possessing them.

If the election were held today, would you vote yes in favor or no to oppose? [IF YES/NO ASK: “Is that definitely YES/NO or just probably? [IF UNDECIDED/NEED MORE INFORMATION, ASK: “Are you leaning more toward voting yes or voting no?”

TOTAL YES	76%
Definitely yes.....	61%
Probably yes.....	14%
Undecided, lean yes	1%
TOTAL NO	20%
Undecided, lean no	2%
Probably no.....	4%
Definitely no.....	14%
(DON'T KNOW)	4%
(REFUSED)	0%

[]c. A measure to authorize 9 billion dollars in general obligation bonds to construct and modernize K through 12 public schools, charter schools, vocational education facilities, and community colleges.

If the election were held today, would you vote yes in favor or no to oppose? [IF YES/NO ASK: “Is that definitely YES/NO or just probably? [IF UNDECIDED/NEED MORE INFORMATION, ASK: “Are you leaning more toward voting yes or voting no?”]

TOTAL YES -----78%
 Definitely yes----- 59%
 Probably yes----- 16%
 Undecided, lean yes -----3%

TOTAL NO-----17%
 Undecided, lean no -----2%
 Probably no-----4%
 Definitely no----- 11%

(DON'T KNOW) -----6%
 (REFUSED) -----0%

SECTION V: ISSUE PRIORITIES

9. Next, I'd like to read you a list of issues. After you hear each one, please tell me whether you consider it to be a high priority or a low priority for elected officials that represent you to address that issue. [IF HIGH/LOW, ASK, “Is that extremely high, very high, or just somewhat? Here’s the first one...

	EXT. HIGH	VERY HIGH	SMWHT HIGH	SMWHT LOW	VERY LOW	EXT. LOW	[DON'T READ] DK/NA
[ASK ALL RESPONDENTS]							
[]a. Reducing homelessness	58%	25%	10%	3%	1%	1%	2%
[]b. Fighting discrimination and institutional racism	61%	22%	8%	2%	1%	2%	3%
[SPLIT SAMPLE A ONLY]							
[]c. Reducing the gap between the rich and the poor	45%	22%	12%	5%	3%	6%	8%
[]d. Making housing more affordable	64%	21%	9%	2%	1%	1%	2%
[]e. Abolishing the death penalty	22%	11%	18%	16%	9%	13%	12%
[]f. Ending mass incarceration	37%	15%	15%	7%	4%	6%	17%
[]g. Holding law enforcement agencies	66%	19%	8%	3%	1%	3%	1%

WEIGHTED TOPLINE RESULTS (ABRIDGED)
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	EXT. HIGH	VERY HIGH	SMWHT HIGH	SMWHT LOW	VERY LOW	EXT. LOW	[DON'T READ] DK/NA
accountable for excessive use of force, police violence and police brutality							
[]h. Preparing students for an economy that requires learning over the course of their life time	54%	22%	10%	2%	1%	3%	8%
[]i. Improving access to quality health care	63%	23%	9%	2%	0%	1%	2%
[]j. Reducing our dependence on oil and other fossil fuels	39%	23%	18%	6%	2%	3%	10%
[]k. Strengthening gun control laws	44%	24%	12%	6%	3%	8%	3%
[]l. Limiting the amount of money that special interests can donate to political campaigns	41%	17%	20%	7%	3%	6%	6%
[SPLIT SAMPLE B ONLY]							
[]m. Reducing unemployment	54%	28%	9%	2%	2%	3%	3%
[]n. Lowering taxes	43%	19%	19%	7%	4%	4%	4%
[]o. Reforming the criminal justice system	50%	25%	15%	3%	3%	0%	5%
[]p. Eliminating racial profiling	60%	24%	6%	3%	0%	3%	4%
[]q. Ending sex trafficking	60%	22%	9%	3%	1%	1%	3%
[]r. Improving the quality of education in public schools	65%	25%	6%	1%	1%	0%	1%
[]s. Reforming school discipline policies that lead to black students being disciplined, suspended, and expelled at higher rates than other students	49%	21%	10%	3%	2%	6%	8%
[]t. Expanding access to mental health services	53%	26%	13%	2%	1%	2%	3%
[]u. Improving the quality of local drinking water	54%	27%	11%	3%	2%	1%	2%
[]v. Reducing illegal immigration	30%	17%	21%	11%	7%	8%	7%
[LOS ANGELES COUNTY ONLY]							
[]w. Creating more parks and open spaces in low-income communities	38%	24%	19%	8%	4%	5%	2%
[]x. Expanding public transit to reach more places people need or want to go	46%	21%	20%	5%	3%	2%	3%

10. Now, I would like to ask you a follow-up question about one of the issues I just mentioned to you. Thinking about the region of California in which you live, how serious of a problem is homelessness? Would you say it is a very serious problem, somewhat serious, not that serious of a problem, or not a serious problem at all?

TOTAL SERIOUS -----	88%
Very serious -----	70%
Somewhat serious-----	18%
 TOTAL NOT SERIOUS -----	 10%
Not that serious-----	5%
Not a serious problem -----	5%
 (DON'T KNOW/NA) -----	 2%

SECTION VI: CIVIC ENGAGEMENT & ELECTORAL PARTICIPATION

11. How important do you believe it is for black people to vote in every election? Would you say it is extremely important, very important, somewhat important, not too important, or not at all important?

TOTAL IMPORTANT -----	96%
Extremely important-----	78%
Very important -----	16%
Somewhat important-----	2%
 TOTAL NOT IMPORTANT -----	 2%
Not too important -----	1%
Not at all important -----	1%
 (DON'T KNOW/NA) -----	 1%

12. Now I would like to read a list of different statements. After you hear each one, please tell me if you generally agree or disagree with that statement. [IF AGREE/DISAGREE, “Is that strongly or just somewhat?”] [REPEAT RESPONSE OPTIONS A NECESSARY]

	STRG. AGR.	SMWHT AGR.	SMWHT DISAG.	STRG. DISAG.	[DON'T READ] DK/NA
[ASK ALL RESPONDENTS]					
[]a. The elected officials that represent me are responsive to the needs of my community.	31%	35%	12%	15%	7%
[SPLIT SAMPLE A ONLY]					
[]b. Protest is an effective way to get the broader public to pay attention to issues important to black people.	51%	30%	6%	6%	7%
[]c. The Democratic Party takes black voters for granted.	25%	23%	18%	25%	10%
[SPLIT SAMPLE B ONLY]					
[]d. The most effective way to get black issues addressed is by voting and participating in mainstream politics.	74%	18%	4%	2%	3%
[]e. The Democratic Party is responsive to the needs of black people.	30%	42%	12%	11%	5%

13. Sometimes knowing what is on the ballot makes people more or less motivated to vote. I am going to read you a list of different issues. After I read each one, please tell me how motivated you are to vote based on that one specific issue. Please use a scale from 1 to 5, where a 5 means that you are “EXTREMELY” motivated because of that issue, and a 1 means that you are “NOT AT ALL” motivated because of that issue. [IF NECESSARY SAY: “Even if you always vote in every election, how motivating is that one factor.”]

	EXT. MOTV. (5)	4	3	2	NOT AT ALL (1)	DK/NA
[ASK ALL RESPONDENTS]						
[]a. Building upon the legacy of Barack Obama	58%	13%	12%	3%	11%	2%
[]b. Voting on a measure to reform the criminal justice system	60%	16%	13%	3%	4%	4%
[]c. Voting for a ballot measure to strengthen gun control laws	59%	9%	13%	4%	13%	2%
[SPLIT SAMPLE A ONLY]						
[]d. Electing Hillary Clinton as President	48%	16%	17%	3%	13%	2%

	EXT. MOTV. (5)	4	3	2	NOT AT ALL (1)	DK/NA
[]e. Voting against the Republicans	53%	9%	15%	3%	17%	3%
[]f. Voting for a ballot measure to prevent cuts to education funding	60%	16%	10%	1%	11%	2%
[SPLIT SAMPLE B ONLY]						
[]g. Electing the first woman President	47%	11%	18%	8%	14%	2%
[]h. Keeping Donald Trump from getting elected	66%	5%	5%	3%	18%	2%
[]i. Voting for a ballot measure to increase funding for education	62%	14%	12%	3%	8%	1%

We are almost done. This last set of questions is for statistical purposes only.

SECTION VII: DEMOGRAPHICS

14. Generally speaking, do you think of yourself as a Democrat, a Republican, or something else? [IF DEMOCRAT/REPUBLICAN, ASK: “Would you call yourself a strong DEMOCRAT/REPUBLICAN or a not very strong DEMOCRAT/REPUBLICAN?”] [IF NOT A DEMOCRAT OR REPUBLICAN OR “INDEPENDENT” IS VOLUNTEERED, ASK: “Well, do you consider yourself to be closer to the Democratic Party or Republican party?”]

TOTAL DEMOCRAT ----- 72%
 Strong Democrat ----- 64%
 Not strong Democrat ----- 8%

INDEPENDENT ----- 16%
 Lean Democrat ----- 4%
 Pure Independent ----- 11%
 Lean Republican ----- 1%

TOTAL REPUBLICAN ----- 6%
 Not strong Republican ----- 2%
 Strong Republican ----- 4%

[DK/NA/REFUSED] ----- 5%

15. Thinking in political terms, would you consider yourself to be progressive, liberal, moderate, or conservative? [IF PROGRESSIVE, LIBERAL, OR CONSERVATIVE, ASK: “is that very or just somewhat”?

TOTAL PROGRESSIVE -----	26%
Very progressive-----	14%
Somewhat progressive-----	12%
TOTAL LIBERAL -----	19%
Very liberal-----	8%
Somewhat liberal-----	11%
MODERATE -----	26%
TOTAL CONSERVATIVE -----	22%
Somewhat conservative-----	12%
Very conservative-----	10%
[DK/NA/REFUSED] -----	7%

16. Do you rent or own your place of residence?

Rent-----	41%
Own-----	55%
[DK/NA/REFUSED] -----	4%

17. Do you have any children under the age of 18 living at home?

Yes-----	22%
No-----	77%
[DK/NA/REFUSED] -----	1%

18. What is the last grade you completed in school?

Some grade school (1-8)-----	2%
Some high school (9-11)-----	5%
High school graduate-----	19%
Technical/vocational school-----	4%
Some college or community college-----	31%
College graduate (4 year degree)-----	22%
Post graduate work/professional school-----	15%
[REFUSED/N/A] -----	1%

19. Are you or is anyone in your immediate family a member of a labor union or teachers' union? [IF YES, ASK: "is that you, your immediate family member, or both?"] [IF RESPONDENT SAYS THEY ARE RETIRED ASK: "Have you ever been a member of either?"]

TOTAL YES ----- **36%**
Yes, self only ----- 16%
Yes, immediate family only ----- 14%
Yes, both self and immediate family ----- 6%

NO ----- **62%**

[DK/NA/REFUSED] ----- 2%

20. In terms of your job status, are you employed full-time, employed part-time, unemployed but looking for work, unemployed but not really looking for work at this time, retired, a student, or a homemaker? If you are self-employed full-time you can tell me that too.

Employed full-time ----- 34%
Employed part-time ----- 5%
Self-employed ----- 5%

Retired ----- 44%
Student ----- 2%
Homemaker ----- 2%

Unemployed, but looking ----- 3%
Unemployed, not looking ----- 2%

[DON'T READ]
[OTHER] ----- 2%
[REFUSED/NA] ----- 2%

21. How often would you say you attend church or other religious services?

More than once a week ----- 16%
Once a week ----- 33%
About once a month ----- 15%
A few times a year ----- 18%
Never ----- 6%
[DK/NA/REFUSED] ----- 1%

22. In 2015, was the total income for your household before taxes under or over \$50,000?
[IF UNDER/OVER \$50,000, SAY: “I don’t need to know the exact amount, but please stop me when I read the category that includes the total income for your household, before taxes, in 2015?”]

Less than \$20,000-----	13%
More than \$20,000 but less than \$30,000-----	13%
More than \$30,000 but less than \$40,000-----	9%
More than \$40,000 but less than \$50,000-----	7%
Over \$50,000 but less than \$75,000-----	16%
More than \$75,000 but less than \$100,000-----	14%
More than \$100,000 but less than \$250,000-----	13%
More than \$250,000-----	3%
[DON’T KNOW]-----	4%
[REFUSED]-----	9%

23. In what year were you born?

1998-1992 (18-24)-----	1%
1991-1987 (25-29)-----	4%
1986-1982 (30-34)-----	4%
1981-1977 (35-39)-----	4%
1976-1972 (40-44)-----	6%
1971-1967 (45-49)-----	4%
1966-1962 (50-54)-----	10%
1961-1957 (55-59)-----	10%
1956-1952 (60-64)-----	13%
1951-1947 (65-69)-----	12%
1946-1942 (70-74)-----	9%
1941 or earlier (75 & over)-----	20%
[REFUSED]-----	3%

THANK RESPONDENT AND TERMINATE

VOTER FILE INFORMATION

GENDER (BY OBSERVATION) Male----- 42%
Female ----- 58%

PARTY REGISTRATION Democrat ----- 74%
Republican ----- 11%
No Party Preference----- 12%
Other ----- 3%

SAMPLE
Likely June Voters -----75%
Likely November Only -----25%

REGION
Los Angeles-----48%
Other Southern California -----12%
San Francisco Bay Area-----30%
Sacramento/North----- 6%
Central Valley ----- 4%