



KEY FINDINGS OF THE CALIFORNIA AFRICAN AMERICAN POLICY PRIORITIES SURVEY

INTERVIEWS: 800 AFRICAN AMERICAN LIKELY VOTERS

SURVEY CONDUCTED: MAY 5-17, 2016

MARGIN OF SAMPLING ERROR: $\pm 3.5\%$

600 LIKELY JUNE PRIMARY VOTERS – SACRAMENTO OVERSAMPLE

200 LIKELY NOVEMBER ONLY VOTERS

May 23, 2016



SUMMARY FINDINGS

- **Black voters indicate that they are highly motivated to turn out the vote by:**
 - ❑ The prospect of advancing key policy priorities such as education, criminal justice reform, and homelessness
 - ❑ A desire to elect their preferred candidates in statewide and national electoral races
- **Hillary Clinton has a broad lead over Bernie Sanders in the Democratic Presidential Primary contest**
- **Proposed education bond and gun control ballot measures strongly supported**
- **Marijuana ballot measure favored by a small margin**
- **Reducing illegal immigration *does not* rank as a top priority**
- **Black voters identify strongly with Democratic Party, yet many feel taken for granted by the Party**

SURVEY METHODOLOGY

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- 800 telephone interviews were conducted throughout California with likely black voters:
 - Base sample of 600 voters likely to cast ballots in the June 2016 Presidential Primary Election, including a Sacramento voter oversample
 - 200 interviews among lower propensity voters who are more likely to only participate in the November 2016 General Election
- Interviews conducted May 5-17, 2016. Voters were reached on landlines (63%) and cellular phones (37%)
- The margin of sampling error for the full survey sample is $\pm 3.5\%$ at the 95% confidence level
 - The margin of error for the sample of likely June Primary voters is $\pm 4.0\%$
 - The margin of error for other subgroups within the sample will be higher
- Some percentages may not sum to 100% due to rounding

SAMPLING FRAME

- Survey was conducted among registered voters who participated in either of the last two Primary elections (2012, 2014) or the last two General Elections (2012, 2014)
- Results weighted to reflect the demographic and geographic distribution of voters likely to participate in the June 2016 Presidential Primary Election
- Likely voter universe includes, by **Party Registration:**

| Party Affiliation | % of Likely Voters |
|---------------------------|---------------------------|
| Democrats | 74% |
| Republicans | 11% |
| No Party Preference/Other | 15% |

RESPONDENT DEMOGRAPHICS: AGE

- Respondent demographics – Age:

| Age | % of Likely Voters | Actual No. of Completes |
|--------------|--------------------|-------------------------|
| 18-34 | 9% | 89 |
| 35-44 | 10% | 66 |
| 45-54 | 14% | 86 |
| 55-64 | 23% | 180 |
| 65+ | 41% | 353 |
| Refused | 3% | 26 |
| TOTAL | 100.0% | 800 |

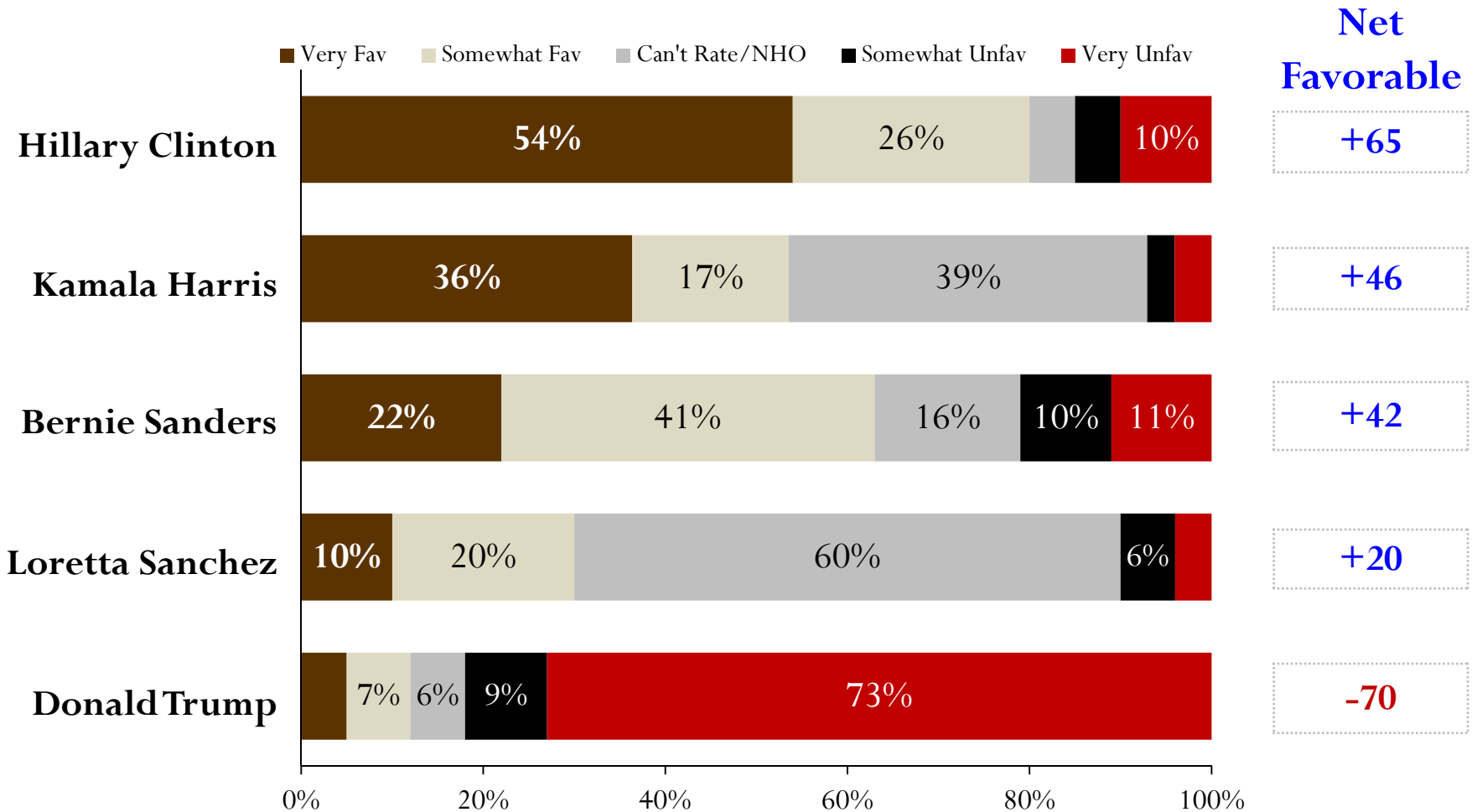
SUMMARY FINDINGS

PERCEPTIONS OF CANDIDATES

VIEWS OF CLINTON HIGHLY FAVORABLE

STRONG NEGATIVE FOR TRUMP

Question: Please tell me if you have a favorable or unfavorable opinion of*:

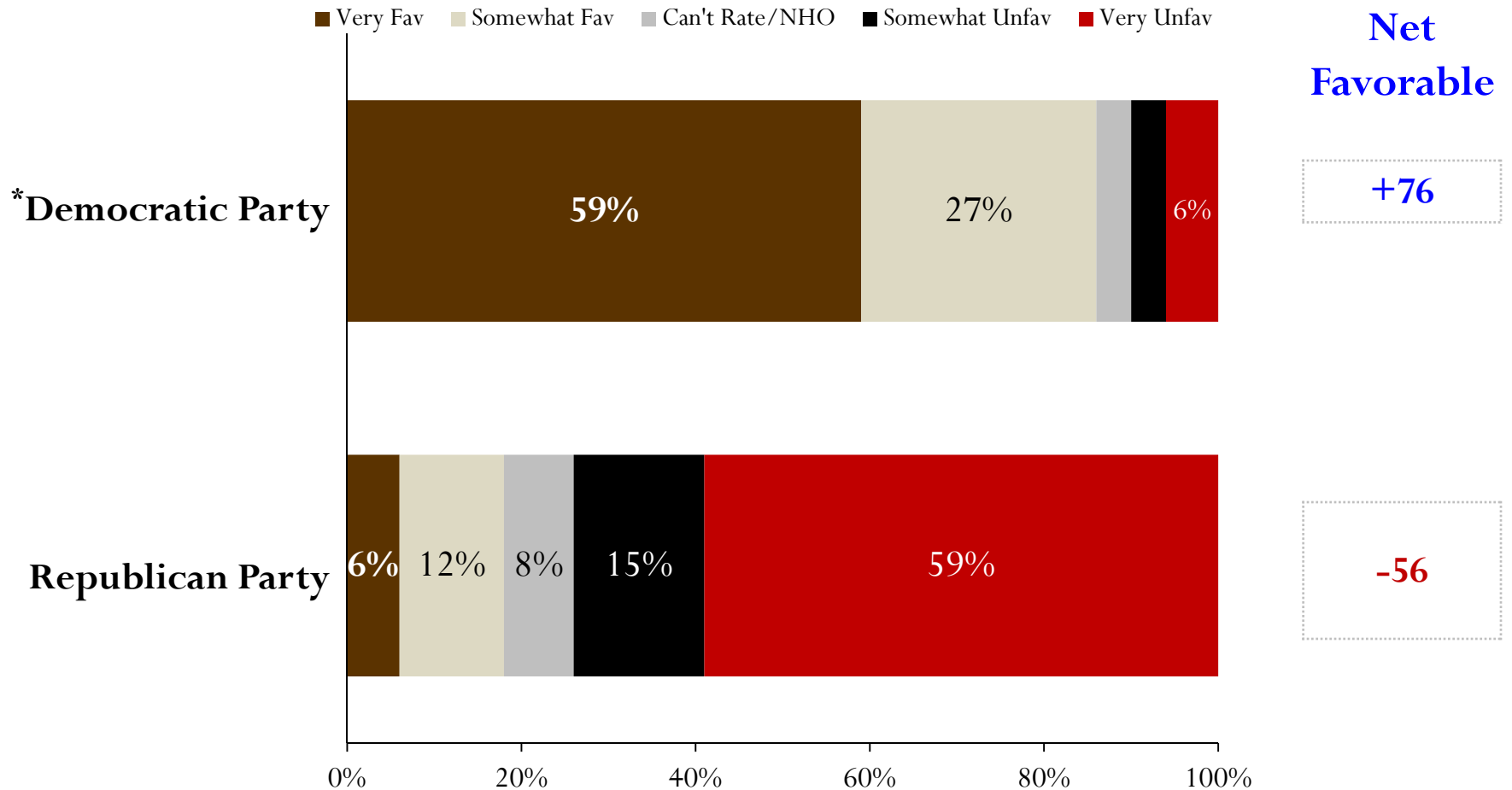


* Percentages 5% or below not labeled



NEARLY THREE-IN-FIVE ARE HIGHLY FAVORABLE TOWARD DEMOCRATIC PARTY

Question: Please tell me if you have a favorable or unfavorable opinion of:

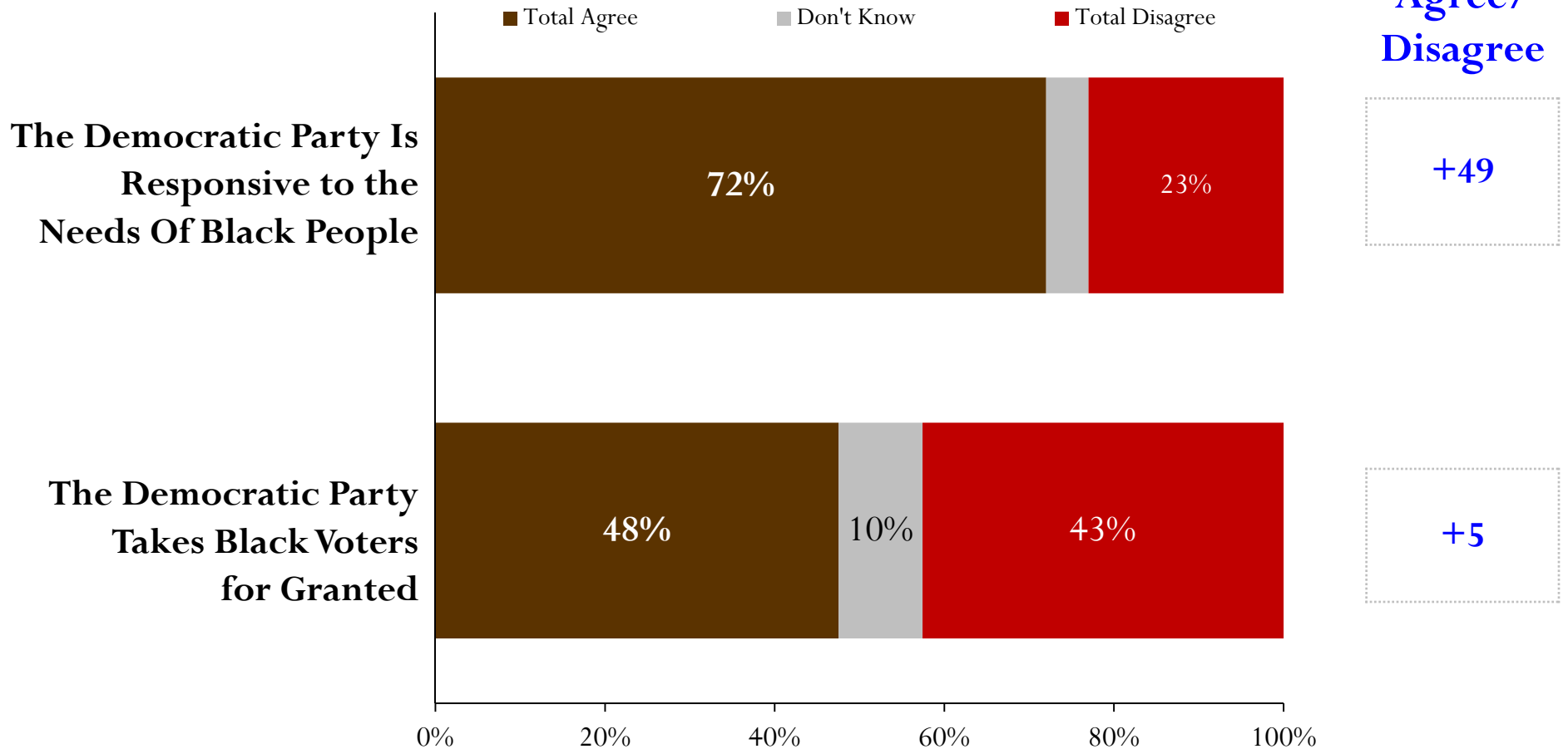


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BLACK VOTERS FEEL THE DEMOCRATIC PARTY IS RESPONSIVE—YET MANY FEEL TAKEN FOR GRANTED

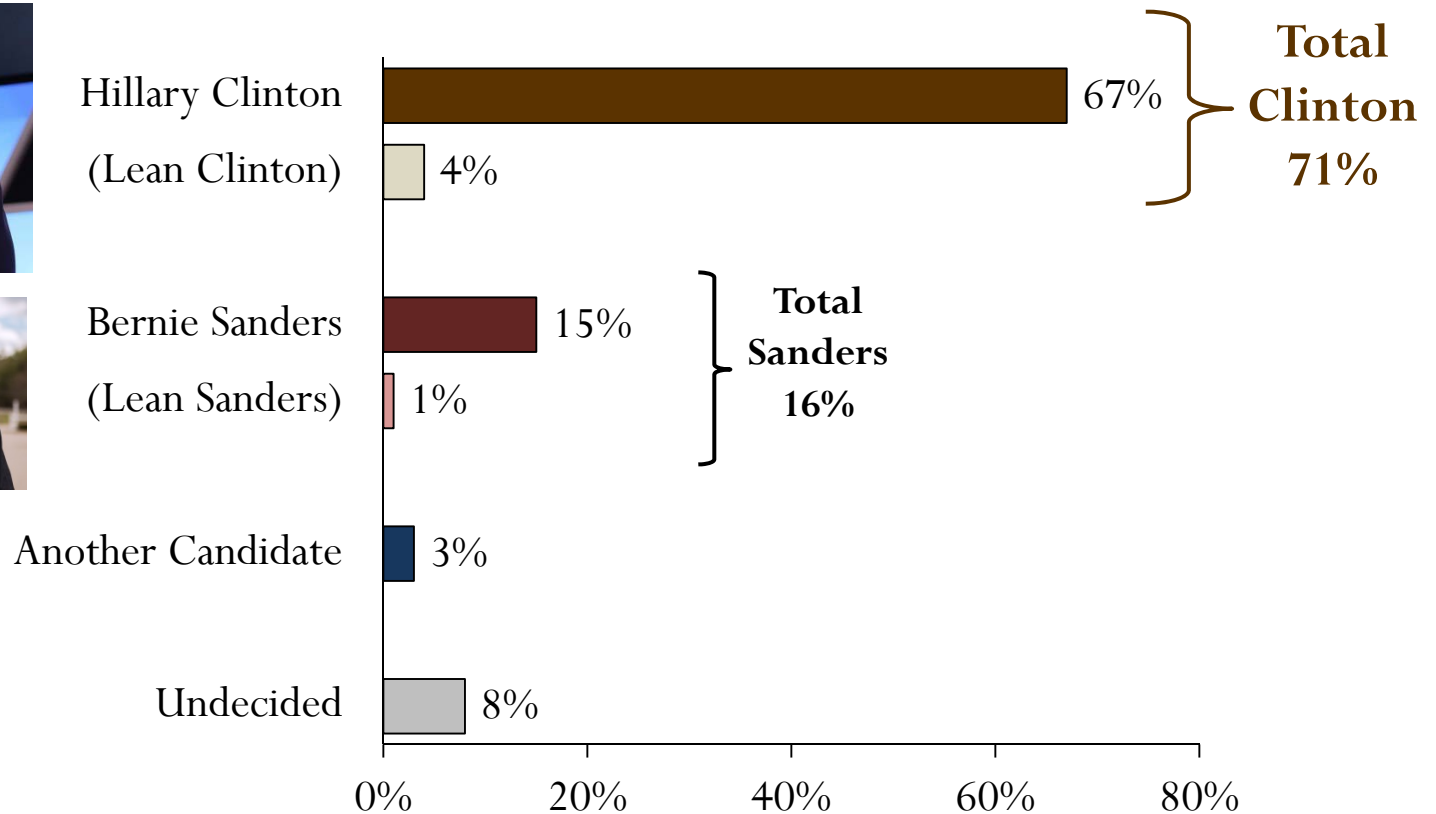
Question: Now I would like to read a list of different statements. After you hear each one, please tell me if you generally agree or disagree with that statement.:*



* Split sampled. Percentages 5% or below not labeled.

CLINTON ENJOYS BROAD LEAD OVER SANDERS

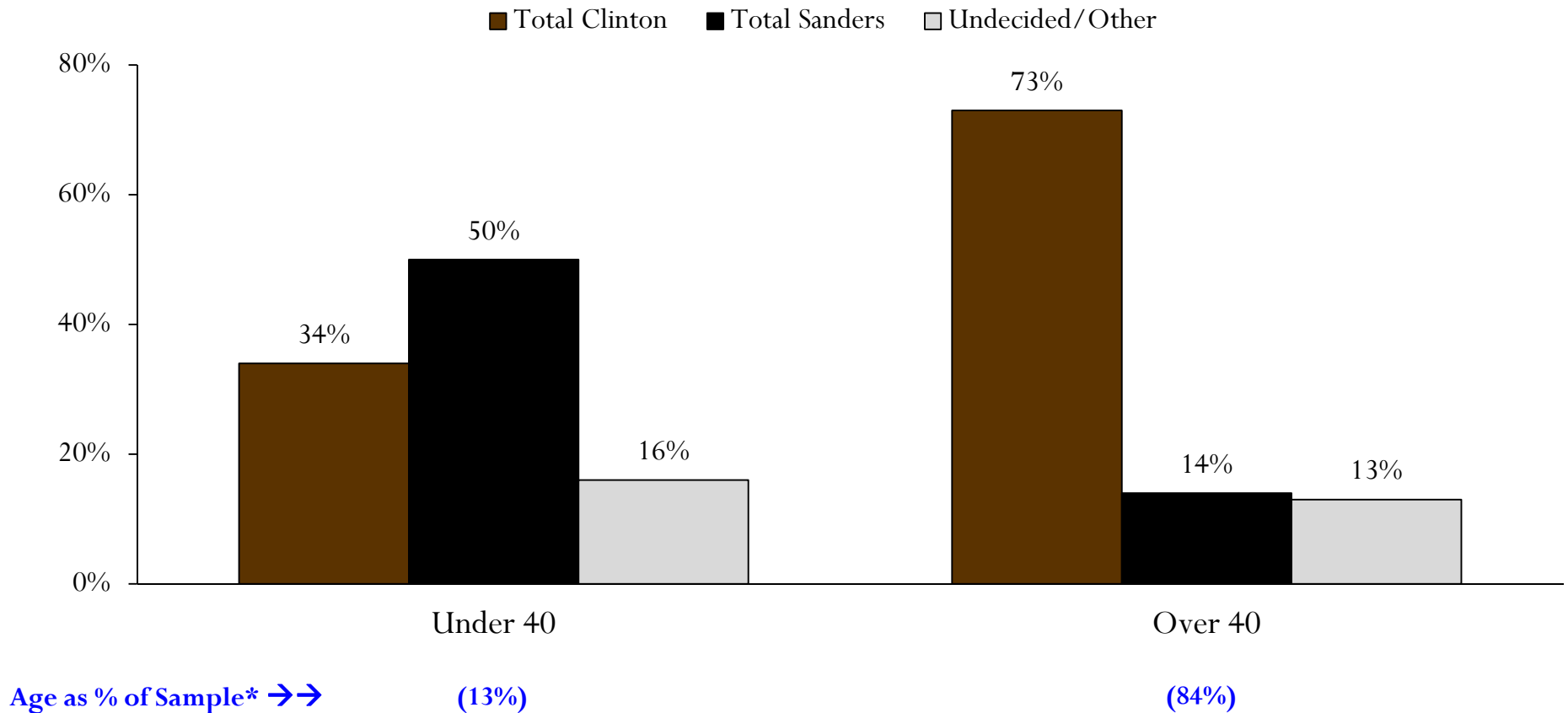
Q: Now thinking about the Democratic primary election for president in June, if the election for president were held today, would you vote for Hillary Clinton, Bernie Sanders, or another candidate?



A SIZEABLE GENERATION GAP EXISTS

SANDERS LEADS AMONG VOTERS UNDER 40

Democratic Presidential Primary Vote: By Age

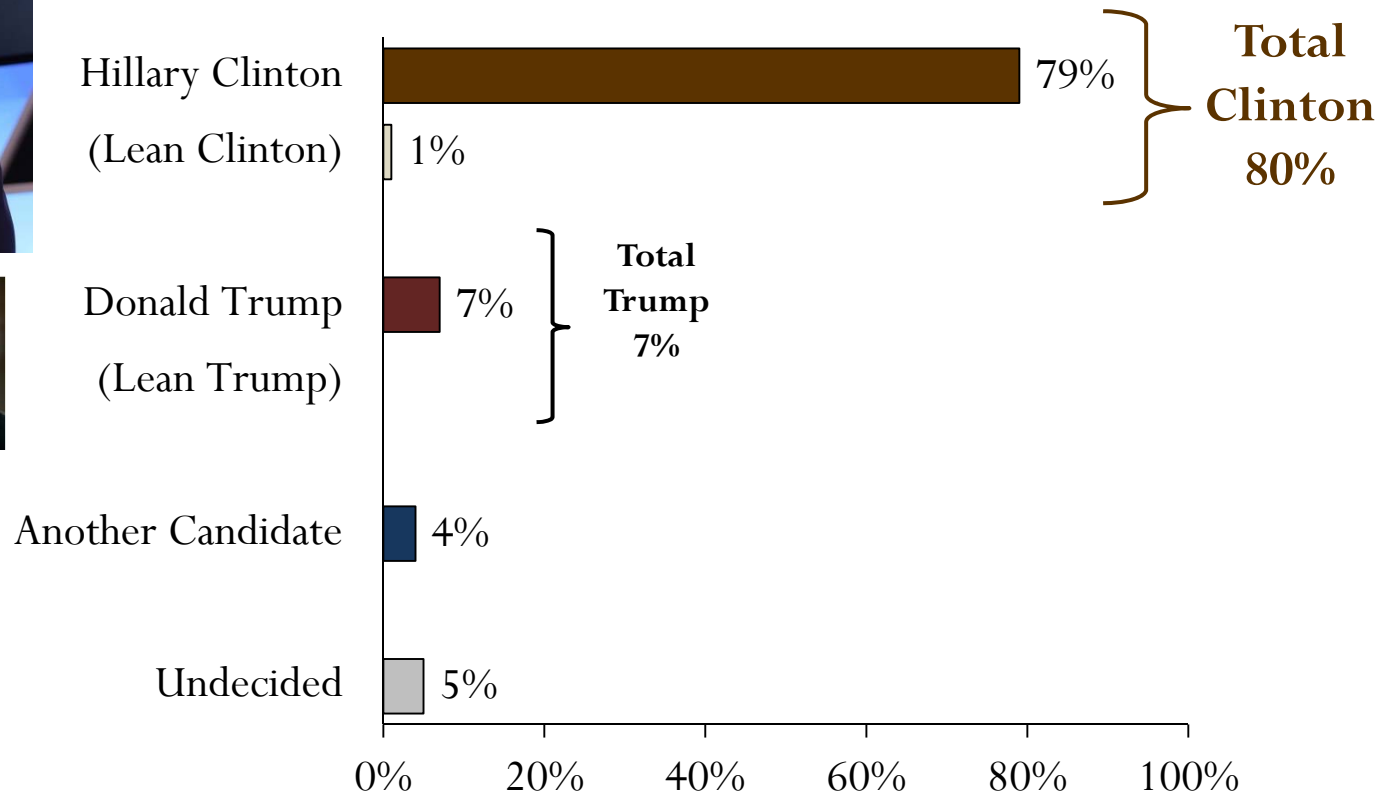


* 3% prefer not to say



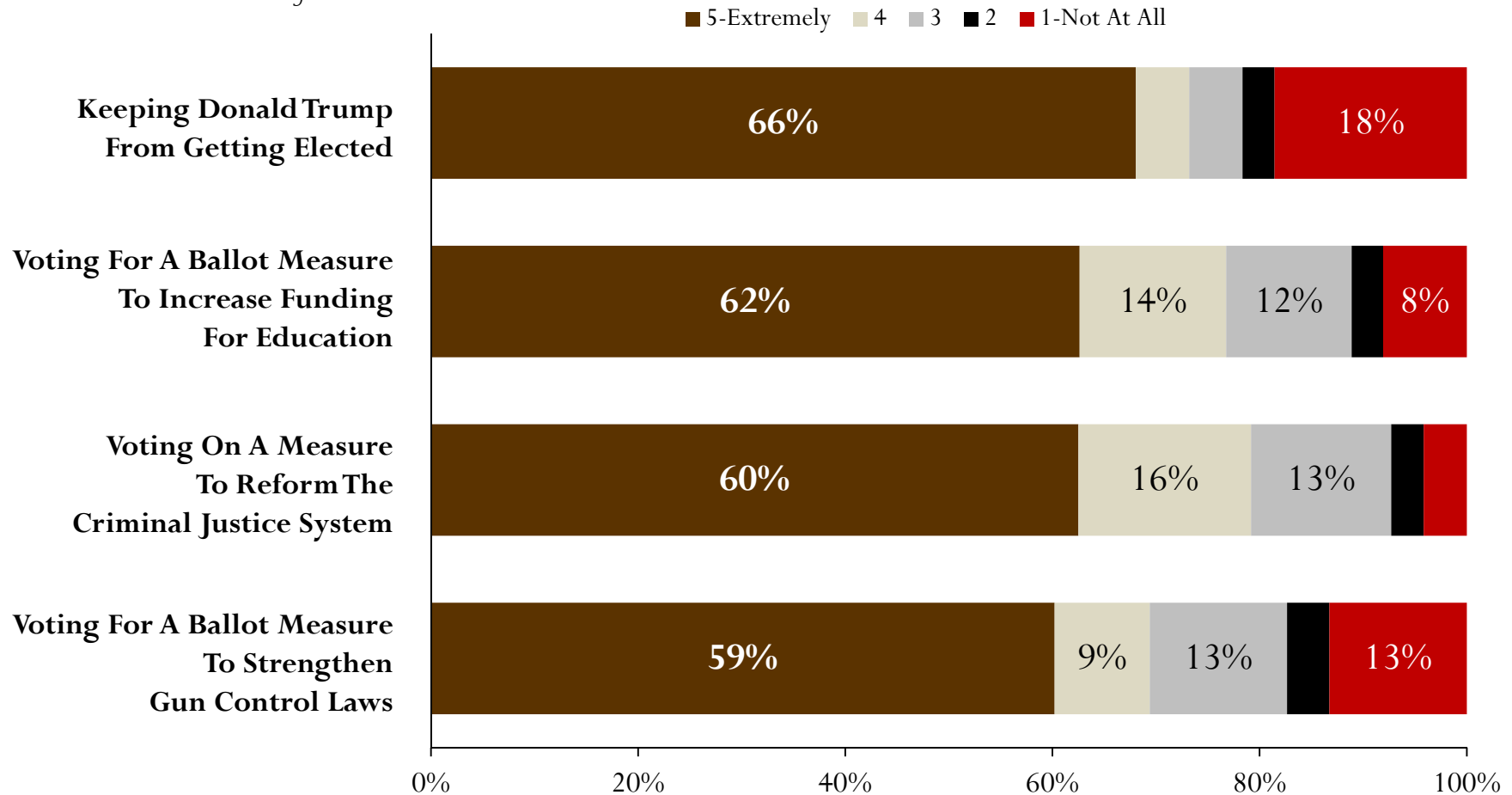
FOUR-IN-FIVE SUPPORT CLINTON OVER TRUMP

Q: 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?



BLACK VOTERS ARE HIGHLY MOTIVATED TO KEEP TRUMP FROM GETTING ELECTED

*Question: Sometimes knowing what is on the ballot makes people more or less motivated to vote. 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.**

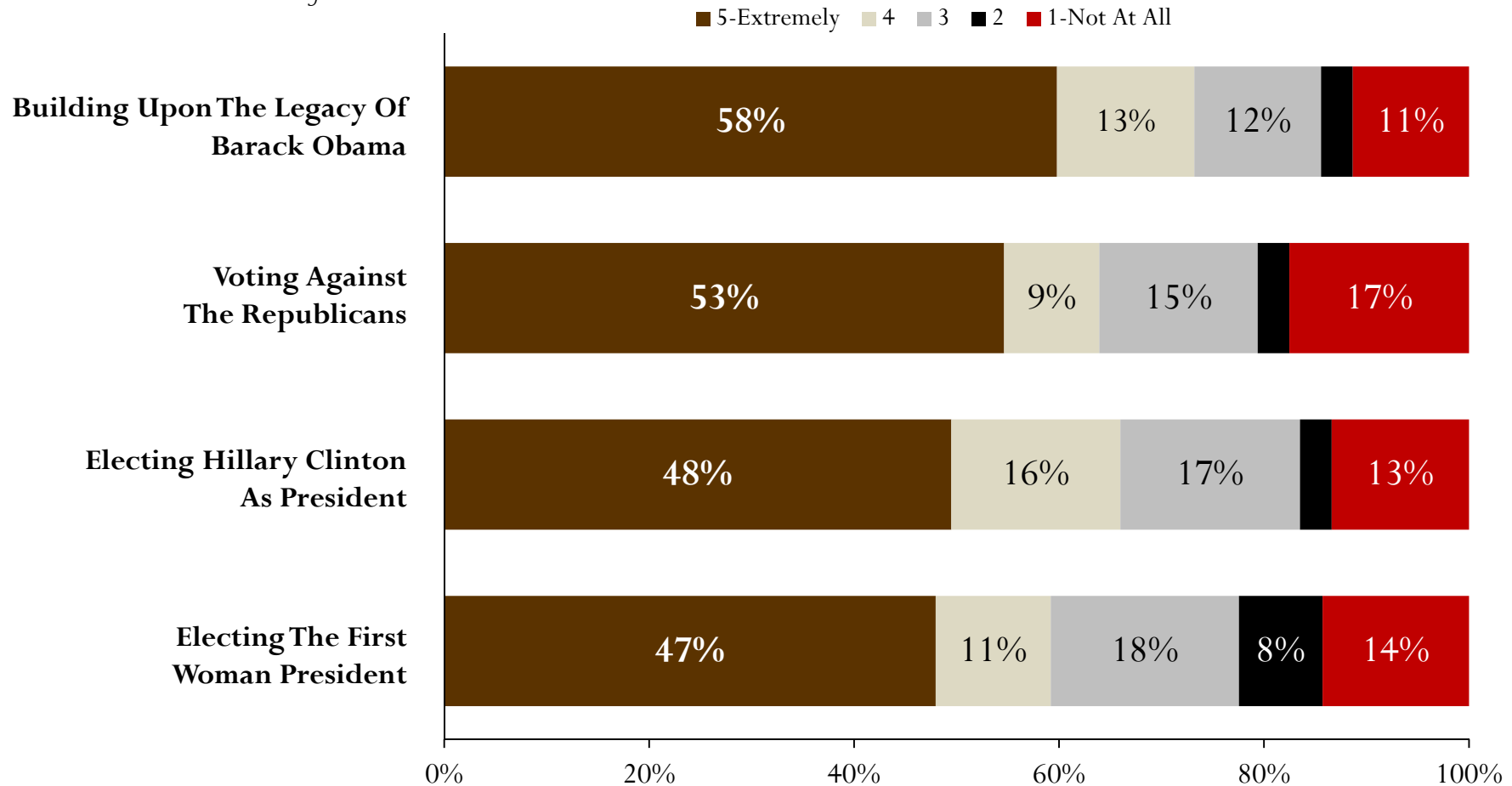


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BUILDING ON THE LEGACY OF BARACK OBAMA IS ALSO AN IMPORTANT MOTIVATOR

*Question: Sometimes knowing what is on the ballot makes people more or less motivated to vote. 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. **



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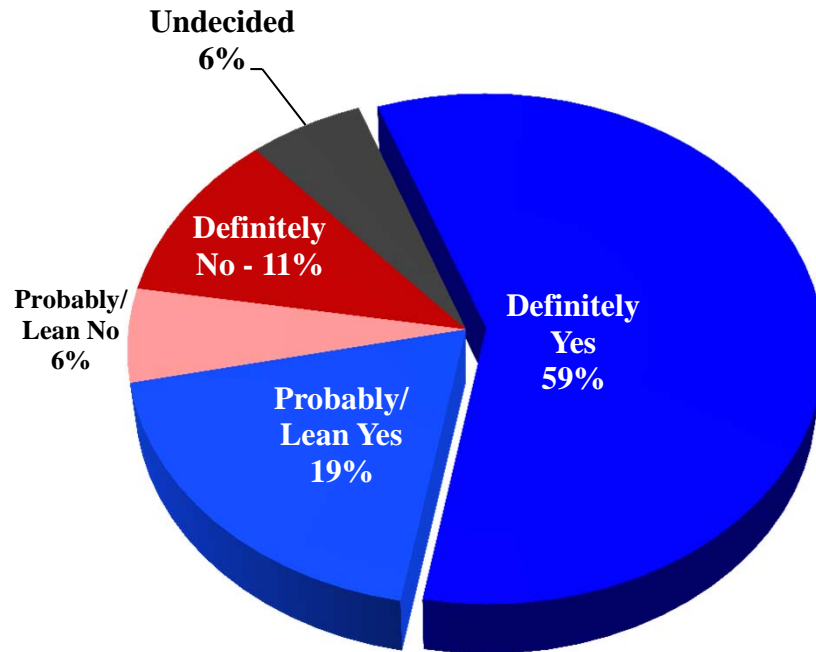


**ATTITUDES TOWARD
BALLOT MEASURES**

PROPOSED EDUCATION BOND MEASURE

STRONGLY SUPPORTED

Q: 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. 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?



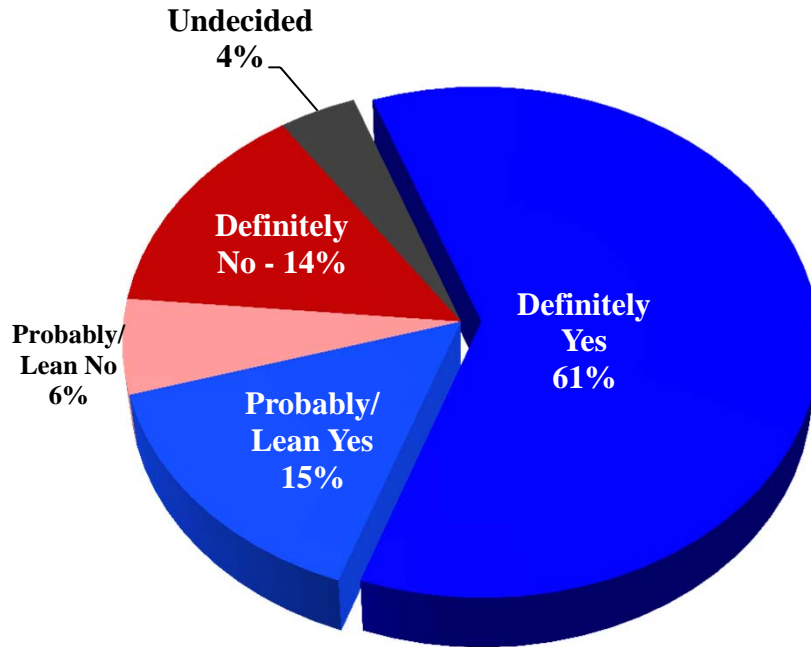
Results by Region

| | Total Yes | Total No | Undecided |
|------------------------|-----------|----------|-----------|
| Statewide | 78% | 17% | 6% |
| Los Angeles | 80% | 16% | 4% |
| San Francisco Bay Area | 75% | 15% | 10% |
| Sacramento/North | 75% | 25% | — |

PROPOSED GUN CONTROL MEASURE

ALSO STRONGLY SUPPORTED

Q: 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. 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?



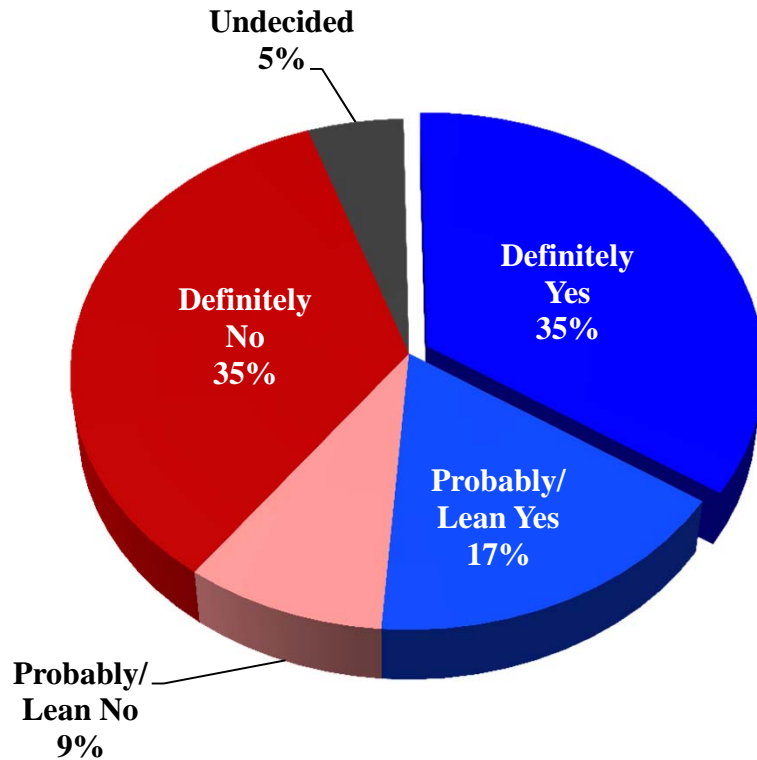
Results by Region

| | Total Yes | Total No | Undecided |
|------------------------|-----------|----------|-----------|
| Statewide | 76% | 20% | 4% |
| Los Angeles | 76% | 19% | 5% |
| San Francisco Bay Area | 84% | 10% | 6% |
| Sacramento/North | 65% | 31% | 4% |

PROPOSED MARIJUANA LEGALIZATION MEASURE

FAVORED BY SMALL MARGIN

Q: 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. 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?



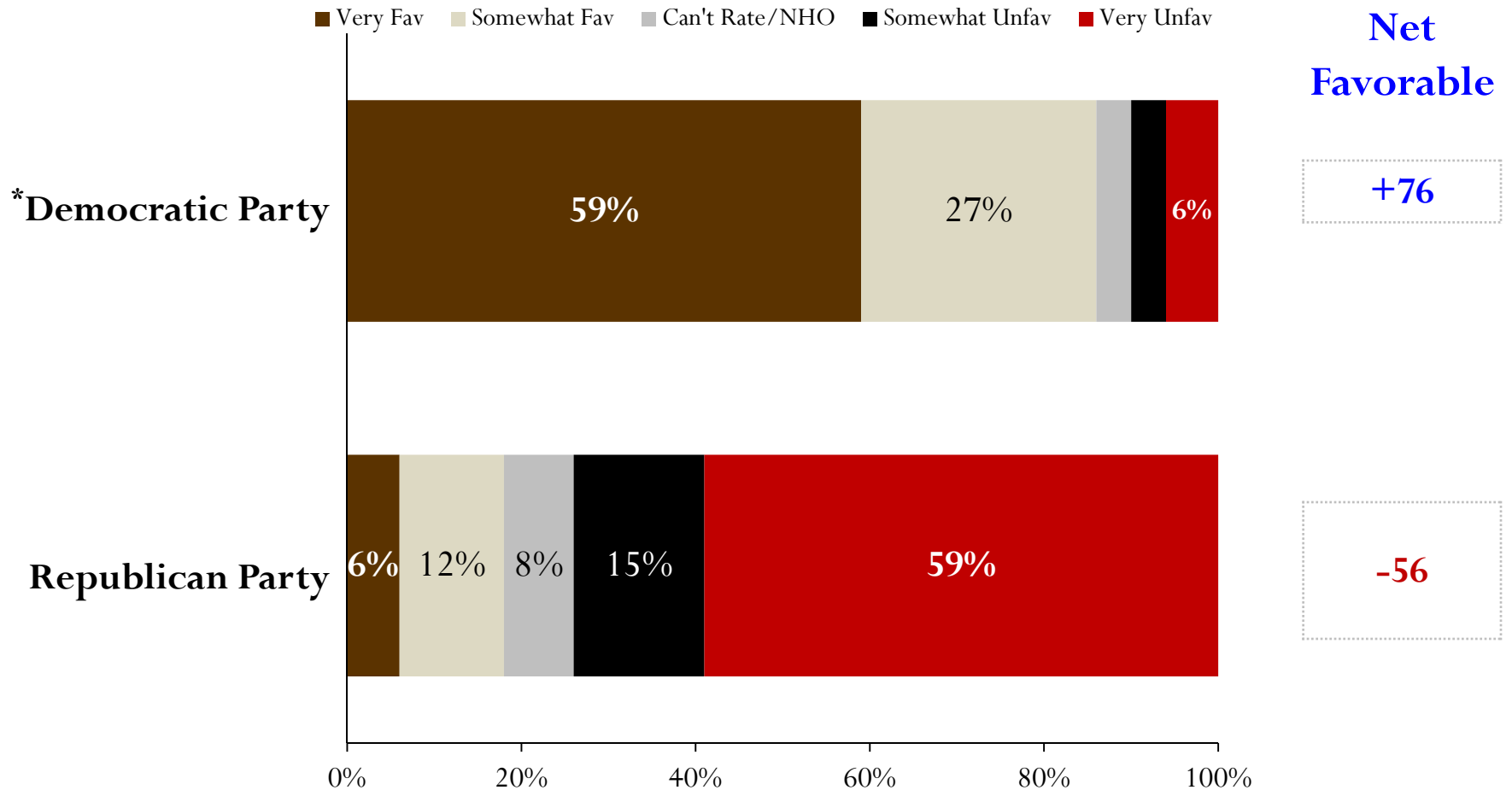
Results by Region

| | Total Yes | Total No | Undecided |
|------------------------|-----------|----------|-----------|
| Statewide | 52% | 44% | 5% |
| Los Angeles | 51% | 44% | 5% |
| San Francisco Bay Area | 63% | 36% | 1% |
| Sacramento/North | 42% | 56% | 2% |

**ATTITUDES TOWARD
ADVOCACY ORGANIZATIONS**

NEARLY THREE-IN-FIVE ARE HIGHLY FAVORABLE TOWARD DEMOCRATIC PARTY

Q: Please tell me if you have a favorable or unfavorable opinion of*:

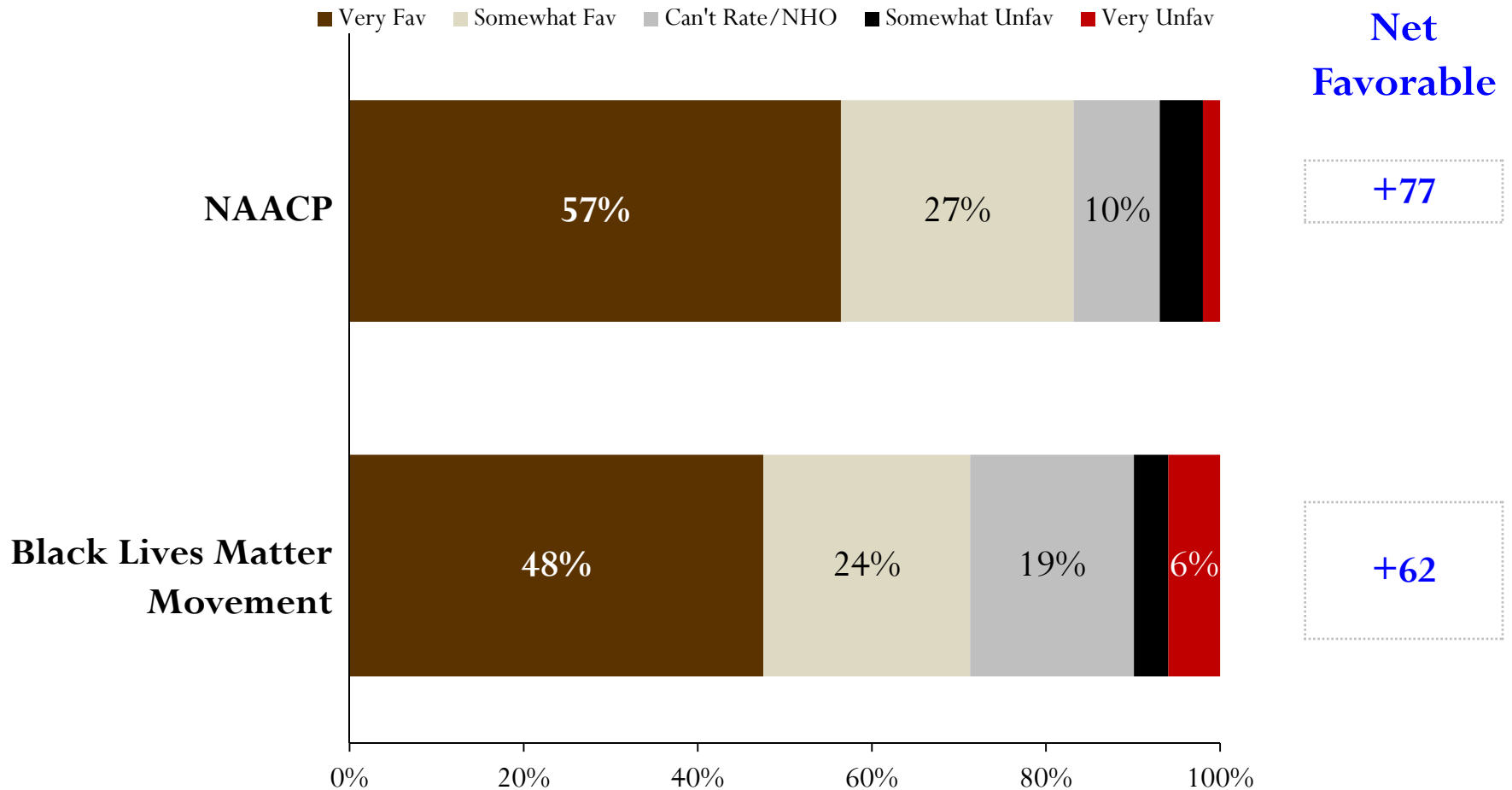


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NAACP AND BLACK LIVES MATTER VIEWED FAVORABLY

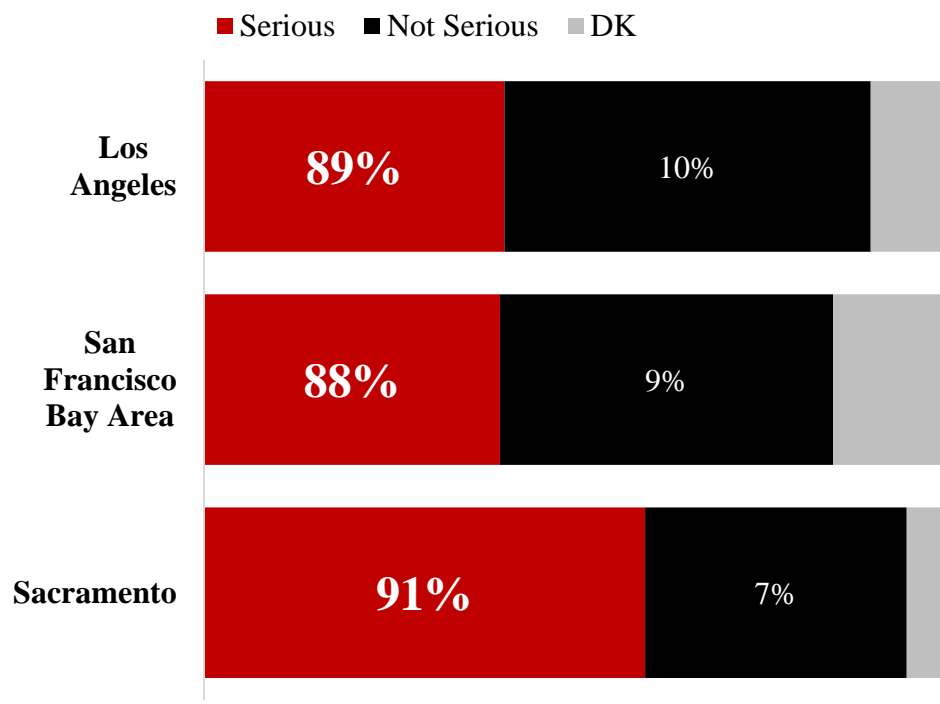
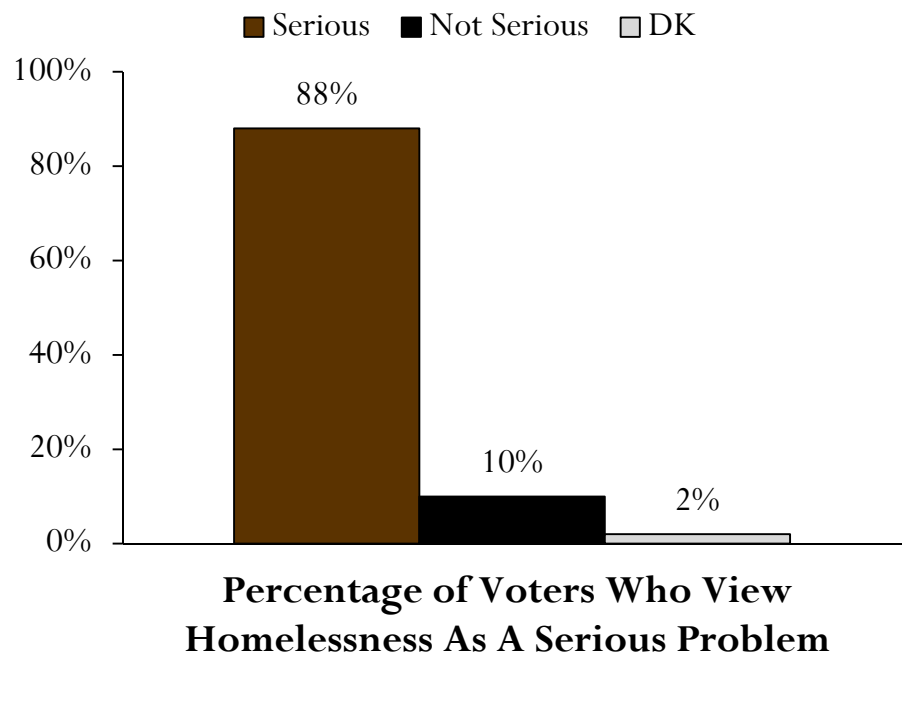
Q: Please tell me if you have a favorable or unfavorable opinion of*:



POLICY PRIORITIES

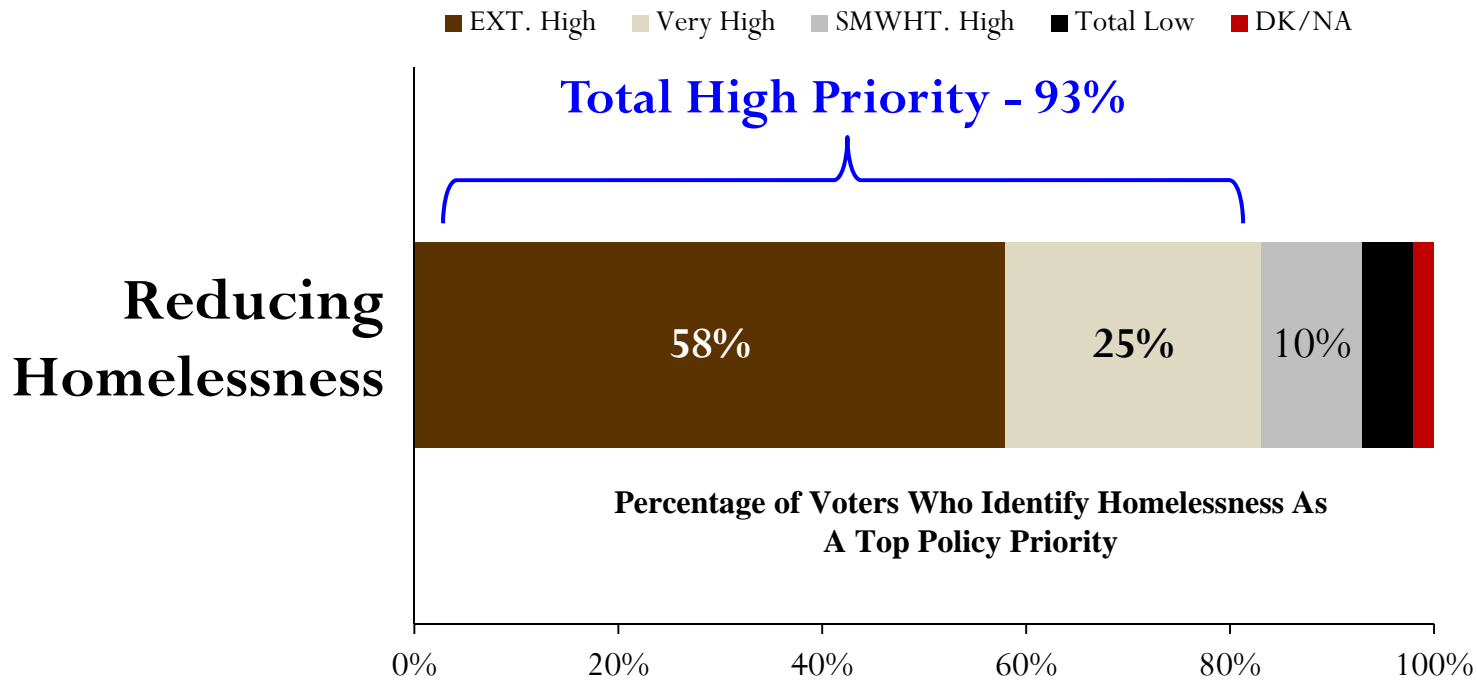
HOMELESSNESS IDENTIFIED AS A SERIOUS PROBLEM BY BLACK VOTERS STATEWIDE

Q: 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?



HOMELESSNESS IS A TOP POLICY PRIORITY

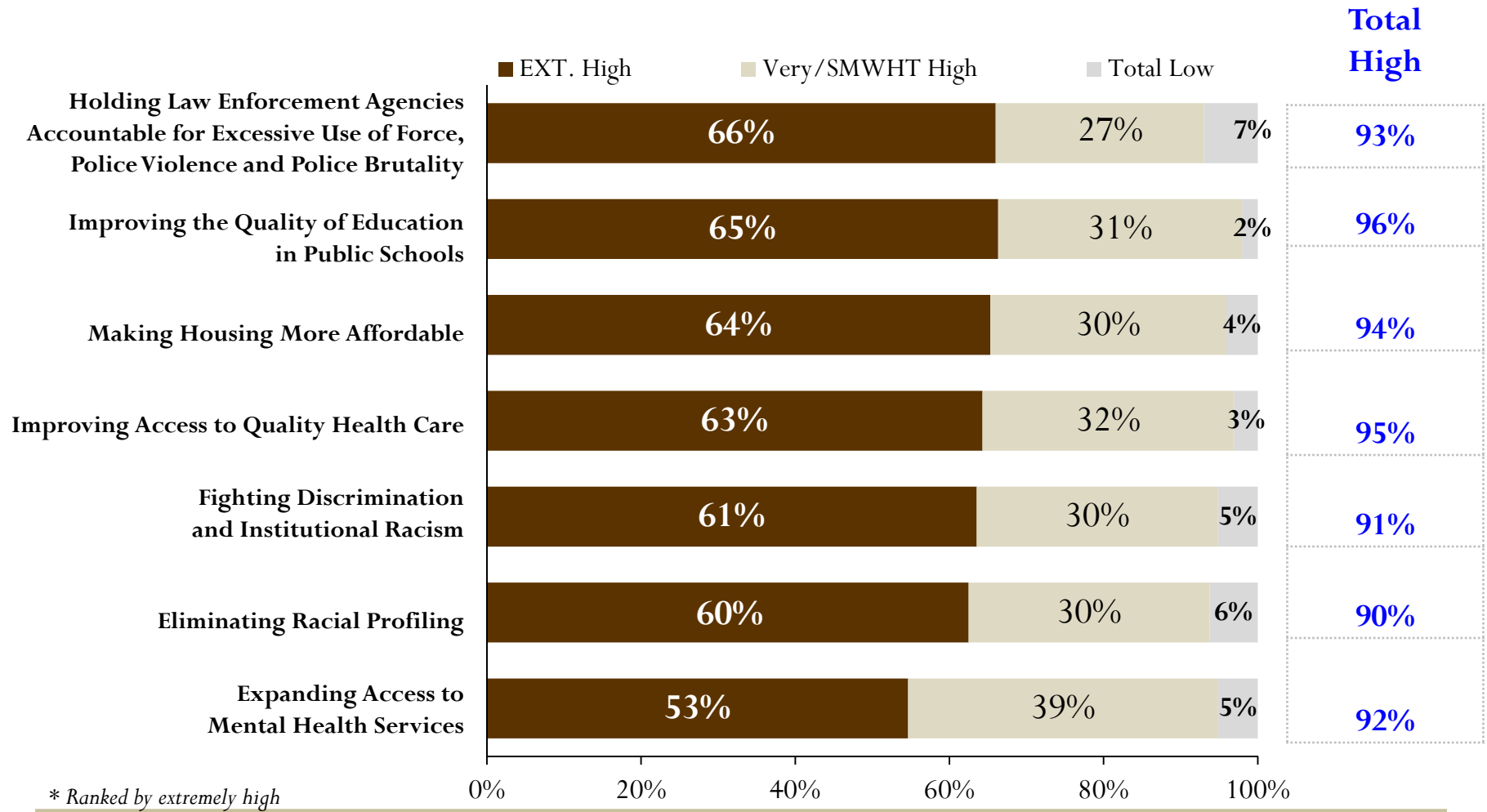
Q: Next, I'd like to read you a list of issues. After you hear each one, please tell me whether you consider it to be a high priority or a low priority for elected officials that represent you to address that issue...Reducing homelessness:



* Split sampled. Percentages 5% or below not labeled.

CRIMINAL JUSTICE AND PUBLIC EDUCATION ARE ALSO AMONG THE HIGHEST PRIORITIES

Q: 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:*



FOR MORE INFORMATION, CONTACT:



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