

The Policy, Research, & Practice Initiative

KEY FINDINGS

2018 CALIFORNIA AFRICAN AMERICAN POLICY PRIORITIES SURVEY

MAY 18, 2018



THE CLEAR PATH

Public Opinion Research

KEY FINDINGS OF THE RESEARCH: STATEWIDE RACES

- 1. Lt. Governor Gavin Newsom (35%) maintains a sizeable lead over Former Los Angeles Mayor Antonio Villaraigosa (19%) and State Treasurer John Chiang (9%) among likely June Primary Voters.**
 - Nearly one-in-five are undecided (19%)
- 2. Nearly two-thirds of Black voters indicate a preference for U.S. Senator Diane Feinstein (65%) over State Senate President pro Tempore Emeritus Kevin de León (12%).**
 - Nearly one-in-five are undecided (17%)
- 3. Black voters are largely undecided (62%) in the race for Superintendent of Public Instruction – although Assembly Member Tony Thurmond enjoys a 10-point lead over the other candidates with 17% of the vote.**



KEY FINDINGS OF THE RESEARCH: PUBLIC POLICY PRIORITIES

4. **Nearly 4-in-5 Black voters (78%) identify public education as an “extremely high” priority for their elected representatives to address**
5. **70% or more rate the following as “extremely high” policy priorities:**
 - Eliminating racial profiling (75%)
 - Law enforcement accountability (74%)
 - Making housing more affordable (72%)
 - Fighting discrimination and institutional racism (71%)
6. **Greater than 60% rate the following as “extremely high” policy priorities:**
 - Creating good paying jobs and reducing unemployment (65%)
 - Expanding access to mental health services (63%)
 - expanding access to quality health care (63%)
 - Reducing homelessness (61%)



SURVEY METHODOLOGY

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- 1,350 telephone interviews were conducted throughout California among Black voters:
 - 621 voters likely to cast ballots in the June 2018 Primary Election
 - 729 interviews among lower propensity voters
 - Oversample of 302 registered voters age 18-34
- Interviews conducted April 28-May 14, 2018. Voters were reached by telephone (41%) and online (59%).
- The margin of sampling error for the full survey sample is $\pm 2.67\%$ at the 95% confidence level
 - The margin of error for the sample of likely June Primary voters is $\pm 3.93\%$
 - The margin of error for other subgroups within the sample will be higher
- Geographic and demographic subgroups have been weighted back to their population proportions by age, partisanship, gender, and geographic region.

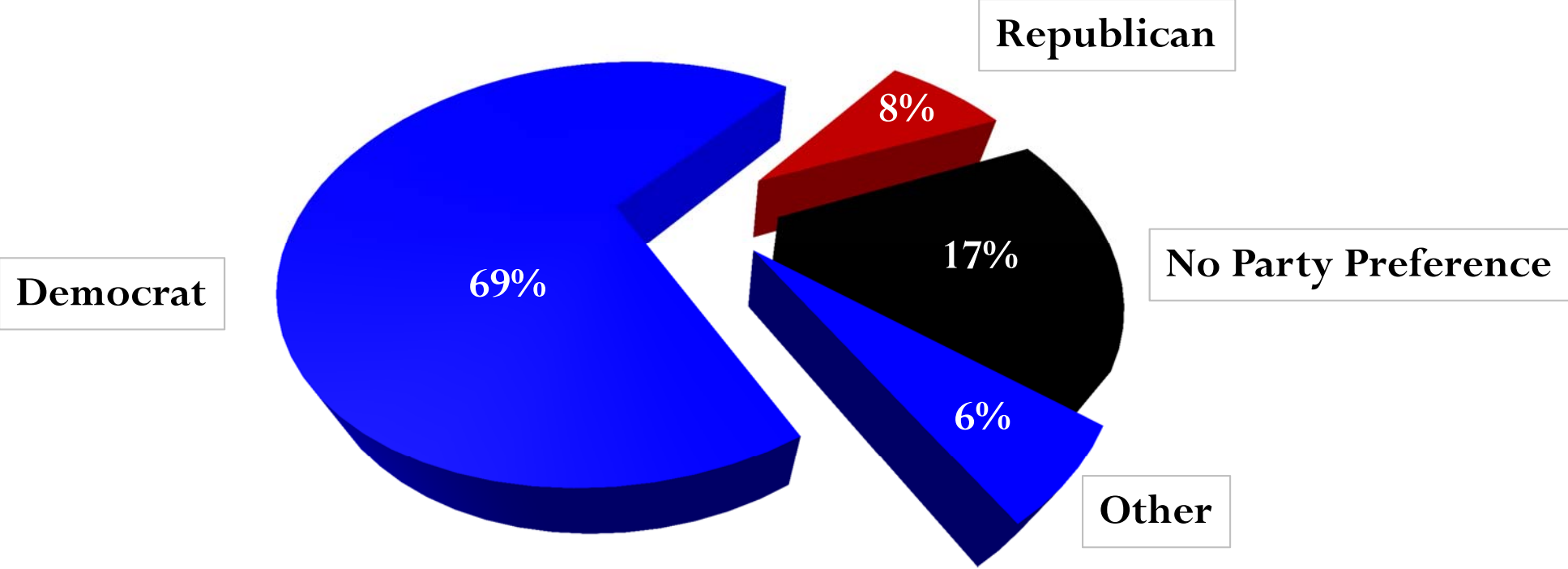


POLITICAL CONTEXT

THE BLACK ELECTORATE

NEARLY 7-IN-10 BLACK VOTERS ARE DEMOCRATS

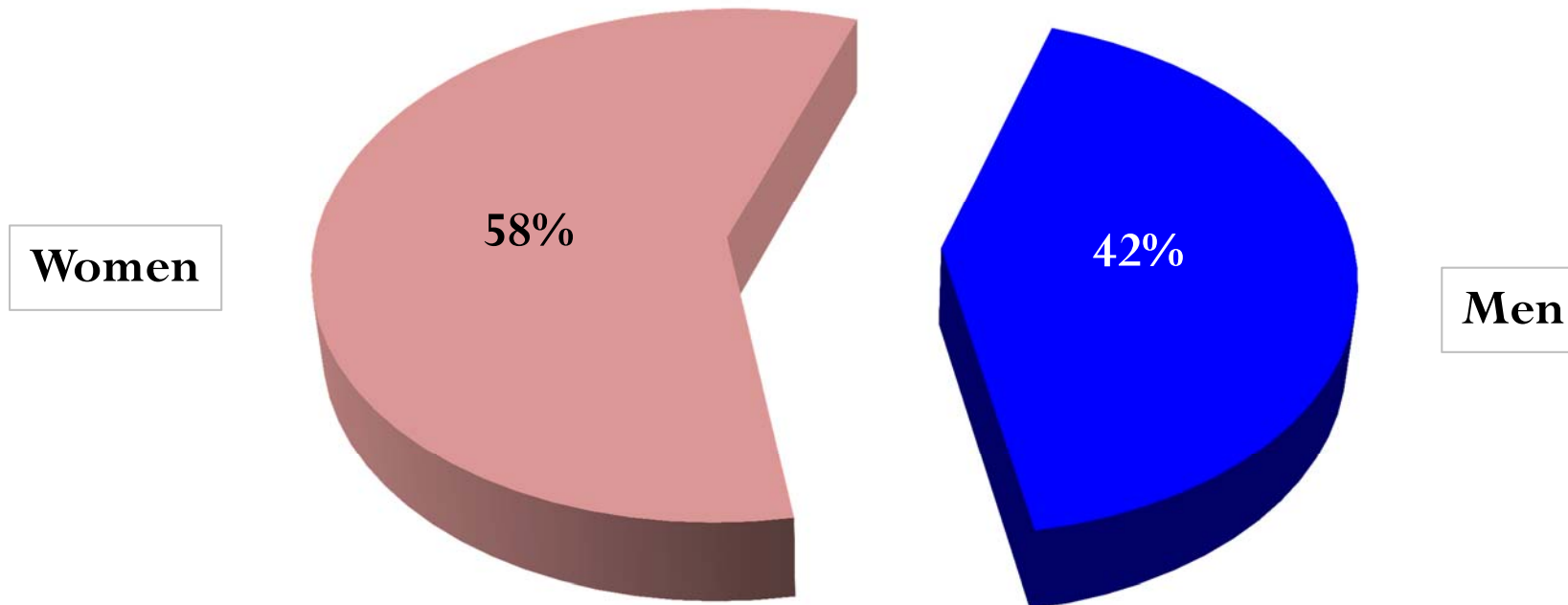
The Black Electorate: Party Registration



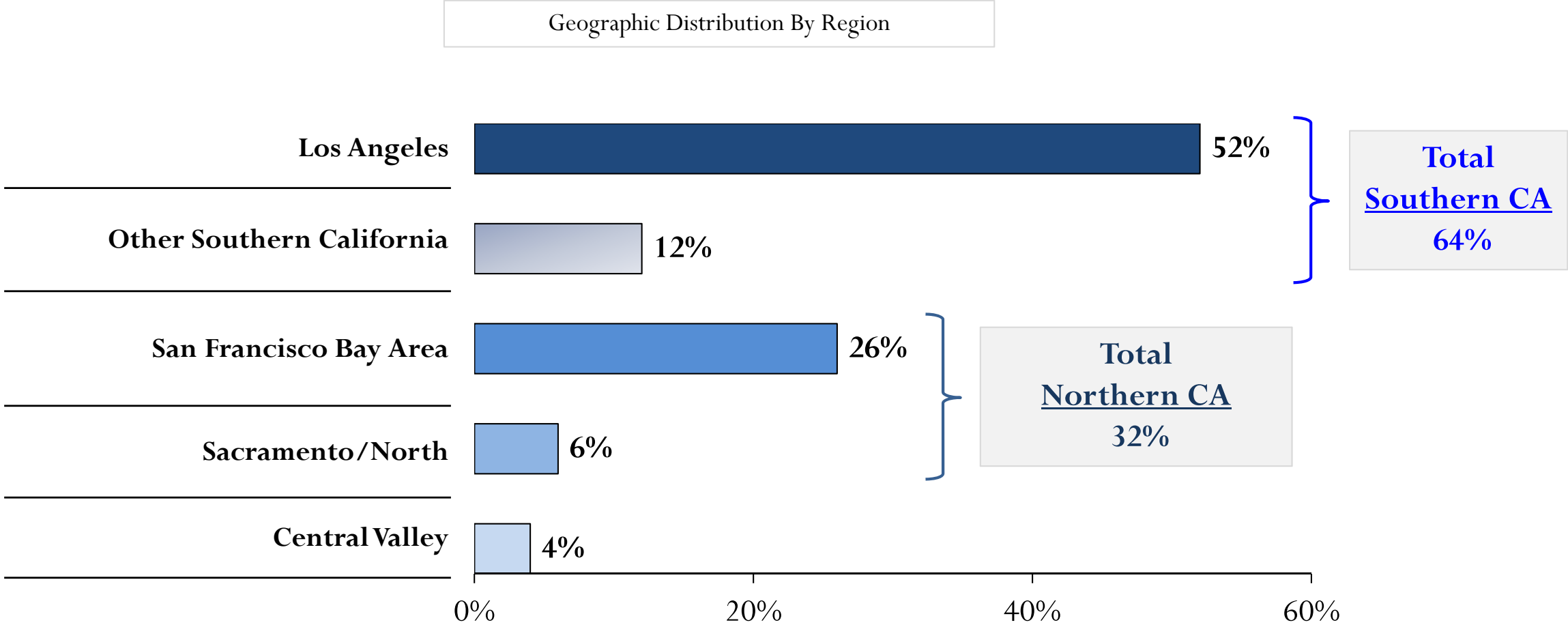
THE BLACK ELECTORATE

NEARLY 3-IN-5 BLACK VOTERS ARE WOMEN

The Black Electorate: Gender

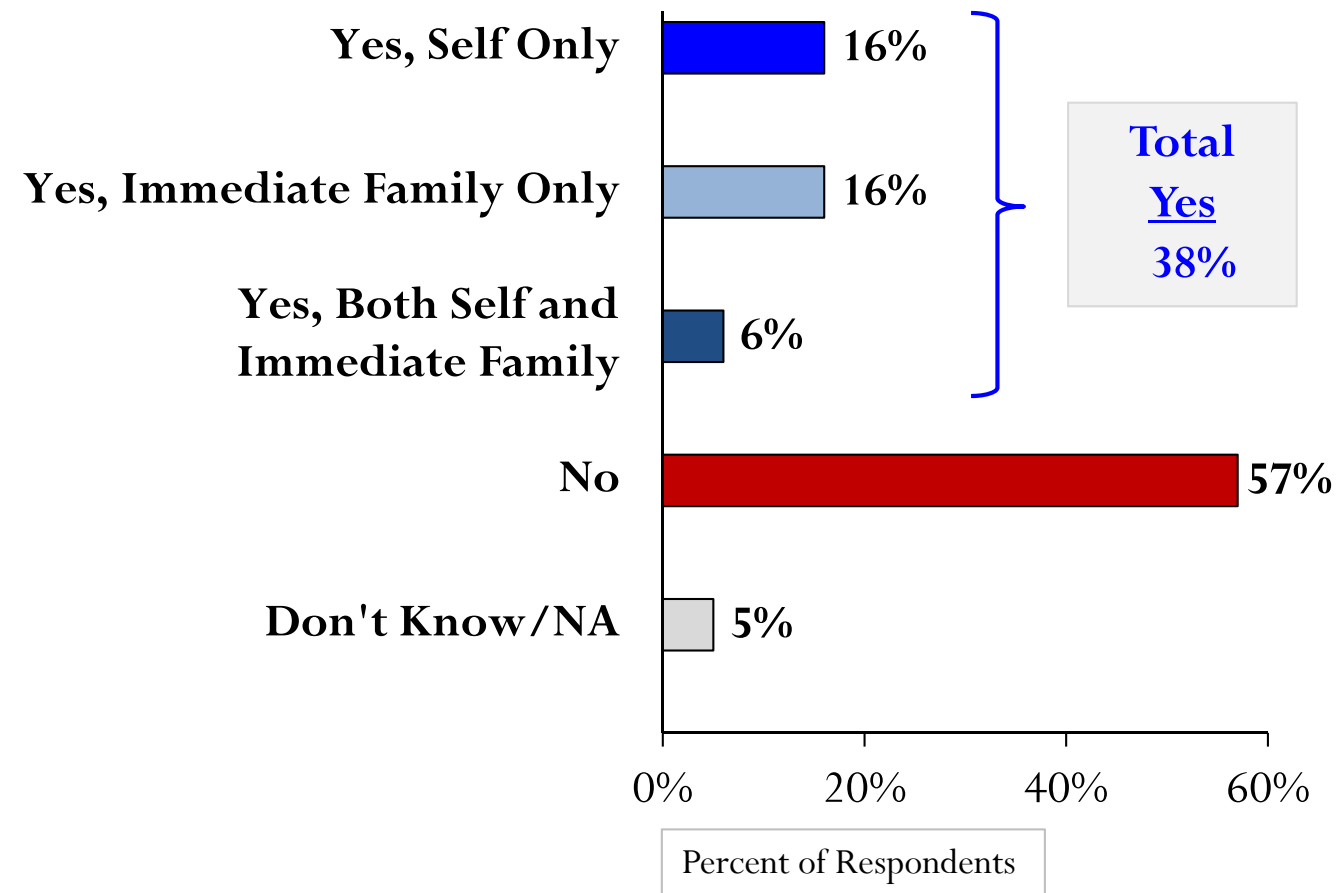


GEOGRAPHIC DISTRIBUTION OF BLACK VOTERS



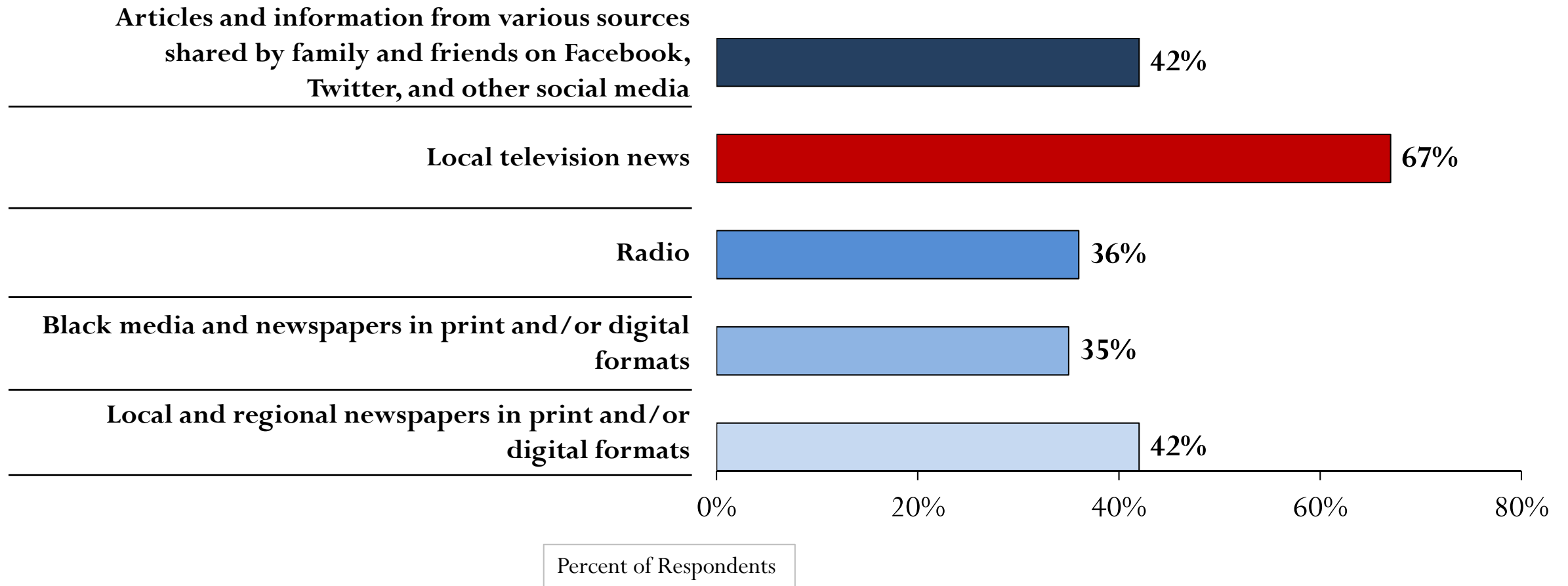
UNION MEMBERSHIP AMONG BLACK VOTERS

Q: Are you, or is anyone in your immediate family, a member of a labor union, teachers' union, or employee association?



MORE THAN 2/3RDS OF BLACK VOTERS RELY ON LOCAL TV NEWS FOR INFORMATION ABOUT POLITICS & COMMUNITY ISSUES

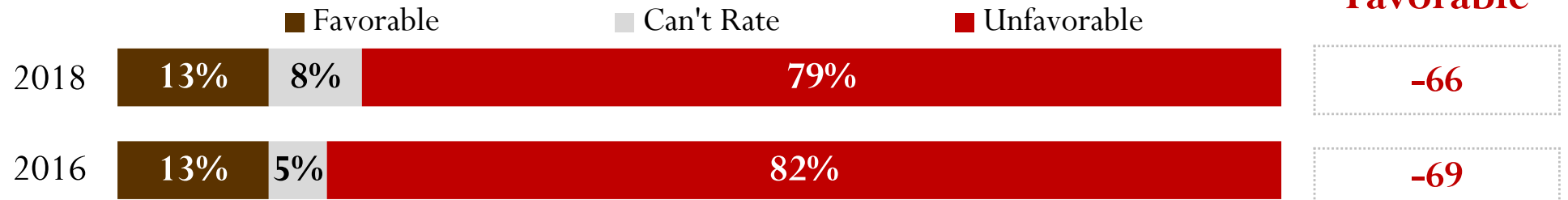
Q: Which of the following sources do you turn to for news and information about politics and community issues? [Multiple responses accepted]



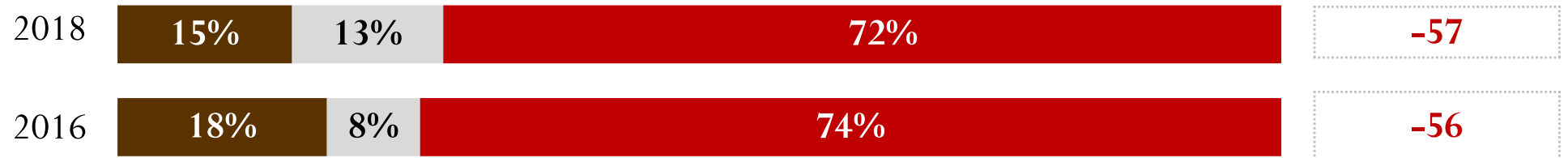
ATTITUDES TOWARD THE PRESIDENT AND POLITICAL PARTIES

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

Donald Trump



The Republican Party



The Democratic Party



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

0% 20% 40% 60% 80% 100%

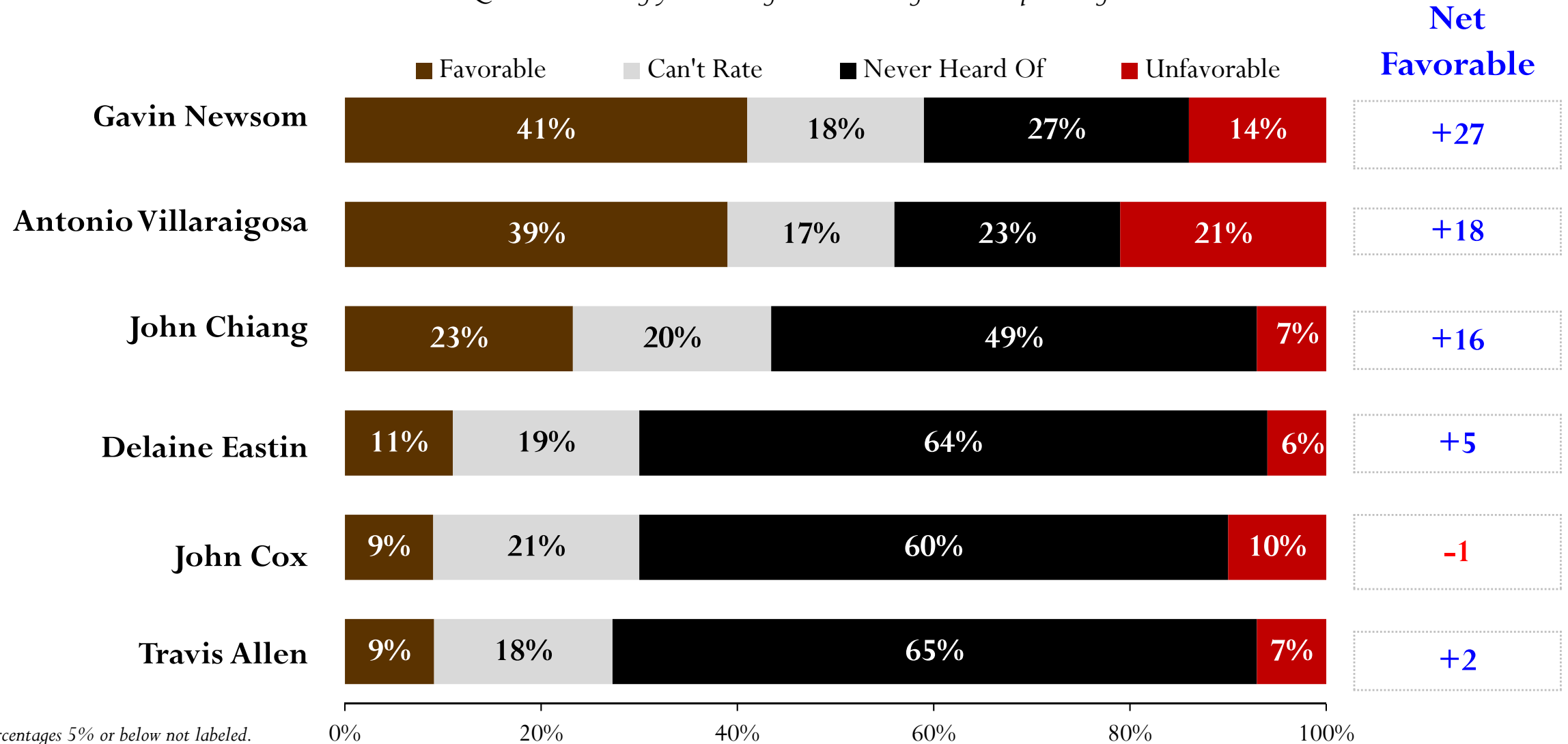


JUNE PRIMARY ELECTION
PERCEPTIONS OF THE CANDIDATES
THE VOTE

NEWSOM AND VILLARAIGOSA

ENJOY COMPARABLE FAVORABILITY RATINGS

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



* Percentages 5% or below not labeled.



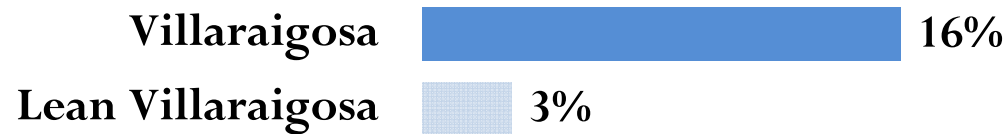
GUBERNATORIAL VOTE CHOICE:

NEWSOM HOLDS A 16-POINT LEAD OVER VILLARAIGOSA

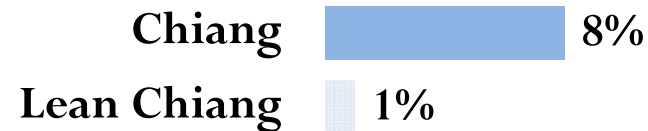
Q: If the June primary election for Governor were held today, who would you vote for if the candidates were*:



Total Newsom
35%



Total Villaraigosa
19%



Total Chiang
9%

Some Other Candidate  10%

Undecided  19%

Prefer Not To Say/Plan to Skip  8%

0% 20% 40%

Percent of Respondents

* Candidates Cox, Allen, and Eastin each have 4% of less of the vote.



U.S. SENATE RACE: FEINSTEIN ENJOYS BROAD LEAD OVER DE LEÓN

Q: ...if the primary election for U.S. Senate were held today, would you vote for:



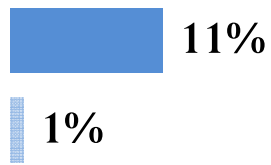
Feinstein
Lean Feinstein



Total
Feinstein
65%



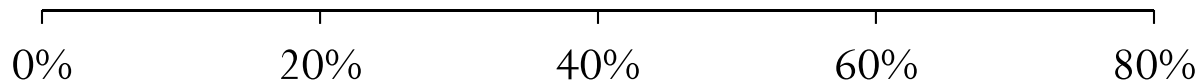
de León
Lean de León



Total
de León
12%

Undecided 17%

Prefer Not To Say/Plan to Skip 6%

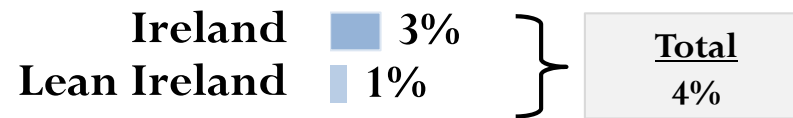
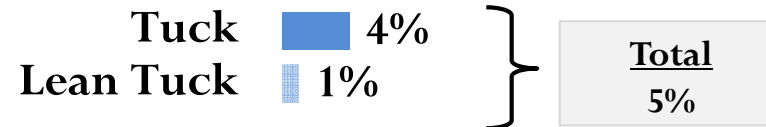
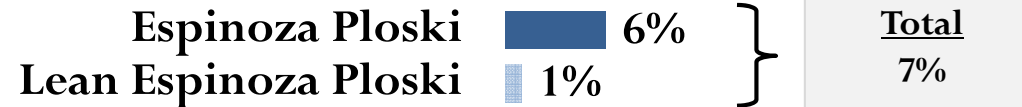
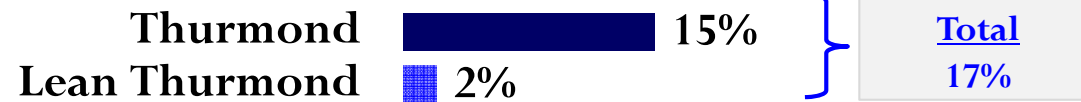


Percent of Respondents



3-IN-5 VOTERS REMAIN UNDECIDED IN RACE FOR CALIFORNIA SUPERINTENDENT OF PUBLIC INSTRUCTION

Q: If the election for California Superintendent of Public Instruction were held today, would you vote for:



0% 20% 40% 60% 80%

Percent of Respondents



PUBLIC POLICY PRIORITIES

IMPROVING THE QUALITY OF PUBLIC EDUCATION EMERGES AS #1 POLICY PRIORITY

Q: I'd like to read you a list of issues that elected officials might address. After you hear each one, please tell me whether you consider it to be a high priority, a low priority, or not a priority at all for elected officials that represent you to address*.

■ EXT. High □ Very High □ SMWHT. High □ Don't Know/NA ■ Low/Not A Priority

**Total
EXT./Very**

Improving the quality of education
in public schools



92%

Eliminating racial profiling



86%

Holding law enforcement agencies accountable for
excessive use of force, police violence, and police
brutality



89%

Making housing more affordable



88%

Fighting discrimination and institutional racism



88%

Creating good paying jobs and reducing
unemployment



90%

Percent of Respondents

* Percentages below 5% not displayed. Items were split sampled.

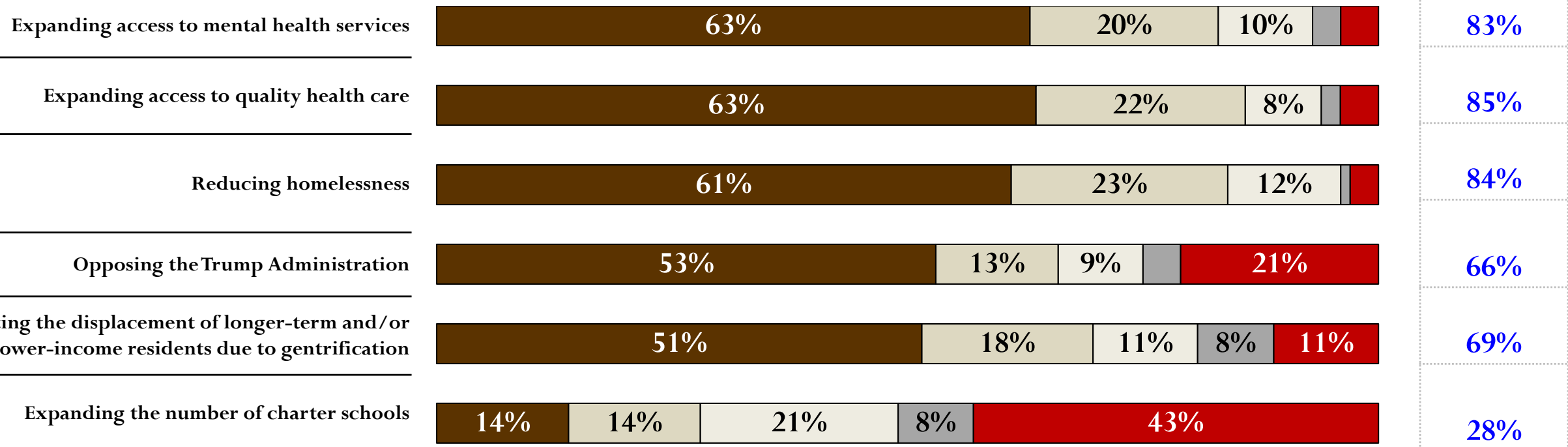


OPPOSING TRUMP IS IMPORTANT BUT FALLS BEHIND OTHER PRIORITIES

Q: I'd like to read you a list of issues that elected officials might address. After you hear each one, please tell me whether you consider it to be a high priority, a low priority, or not a priority at all for elected officials that represent you to address*.

■ EXT. High ■ Very High ■ SMWHT. High ■ Don't Know/NA ■ Low/Not A Priority

**Total
EXT./Very**



Percent of Respondents

* Percentages below 5% not displayed. Items were split sampled.



FOR MORE INFORMATION, CONTACT:

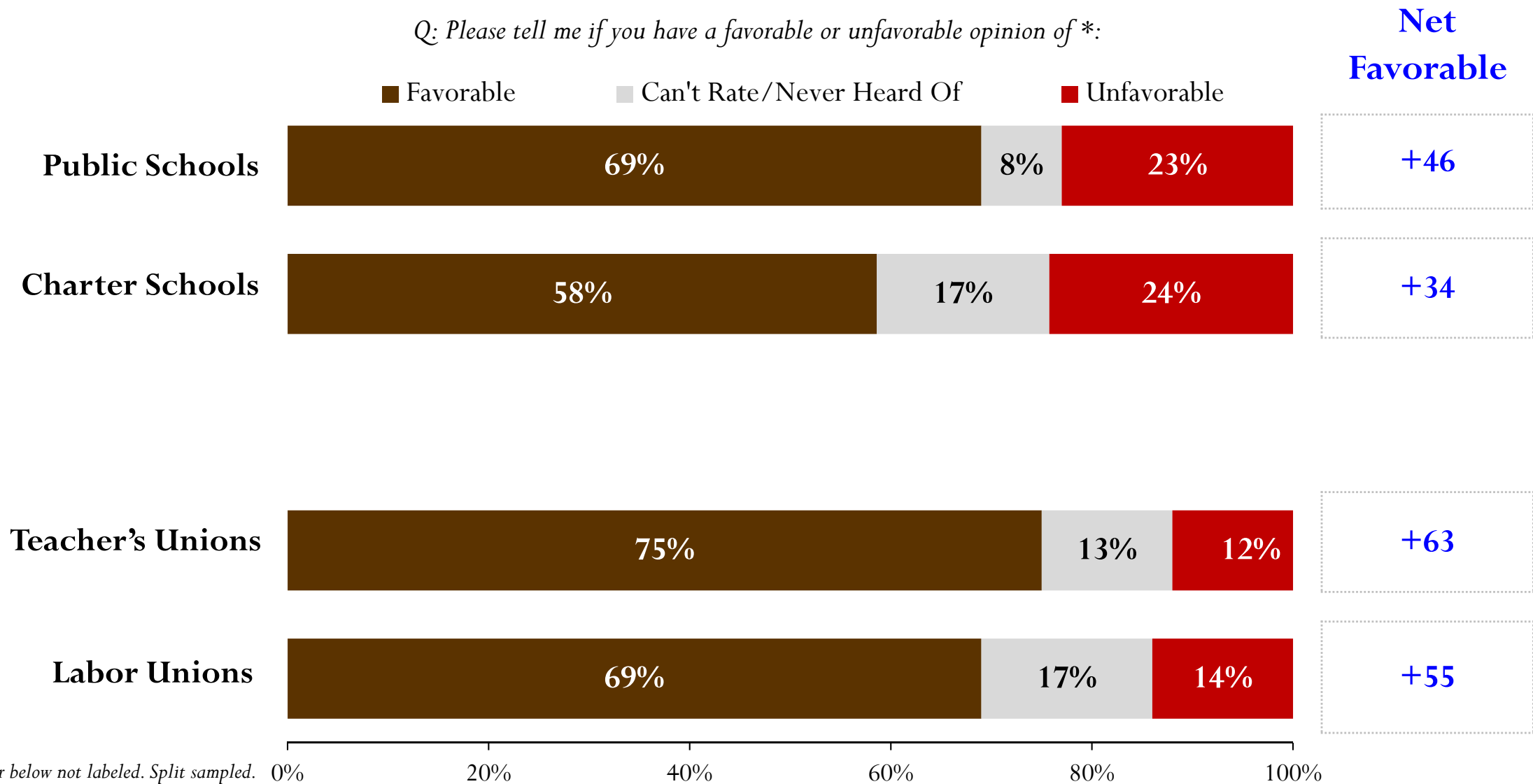
SHAKARI BYERLY

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APPENDIX

PERCEPTIONS OF SCHOOLS AND KEY STAKEHOLDERS

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



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

0% 20% 40% 60% 80% 100%



SAMPLING FRAME – JUNE PRIMARY LIKELY VOTER UNIVERSE

- **Survey was conducted among 621 registered voters who:**
 - Voted in either the June 2010 or June 2014 Midterm Primary elections; OR
 - Participated in at least two of the June 2012, November 2014, June 2016 elections; OR
 - Have been registered since June 2014 and voted in June 2016 and voted in November 2017 or any election in 2017; OR
 - Re-registered since November 2016.

- **This universe captures and estimated 36% of Black voters (2018)**
 - 2016 June Primary estimated statewide turnout: 34%
 - 2014 June Primary estimated statewide turnout: 15%
 - 2012 June Primary estimated statewide turnout: 17%

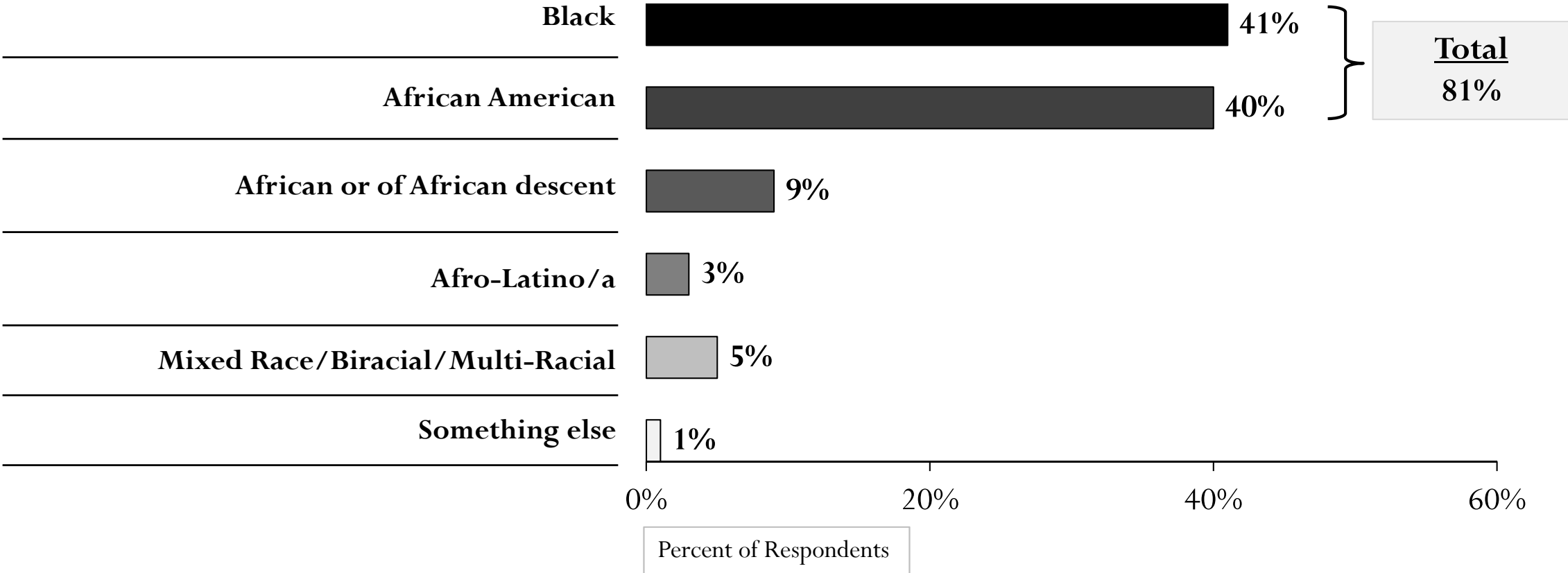


CHARACTERISTICS OF THE BLACK ELECTORATE

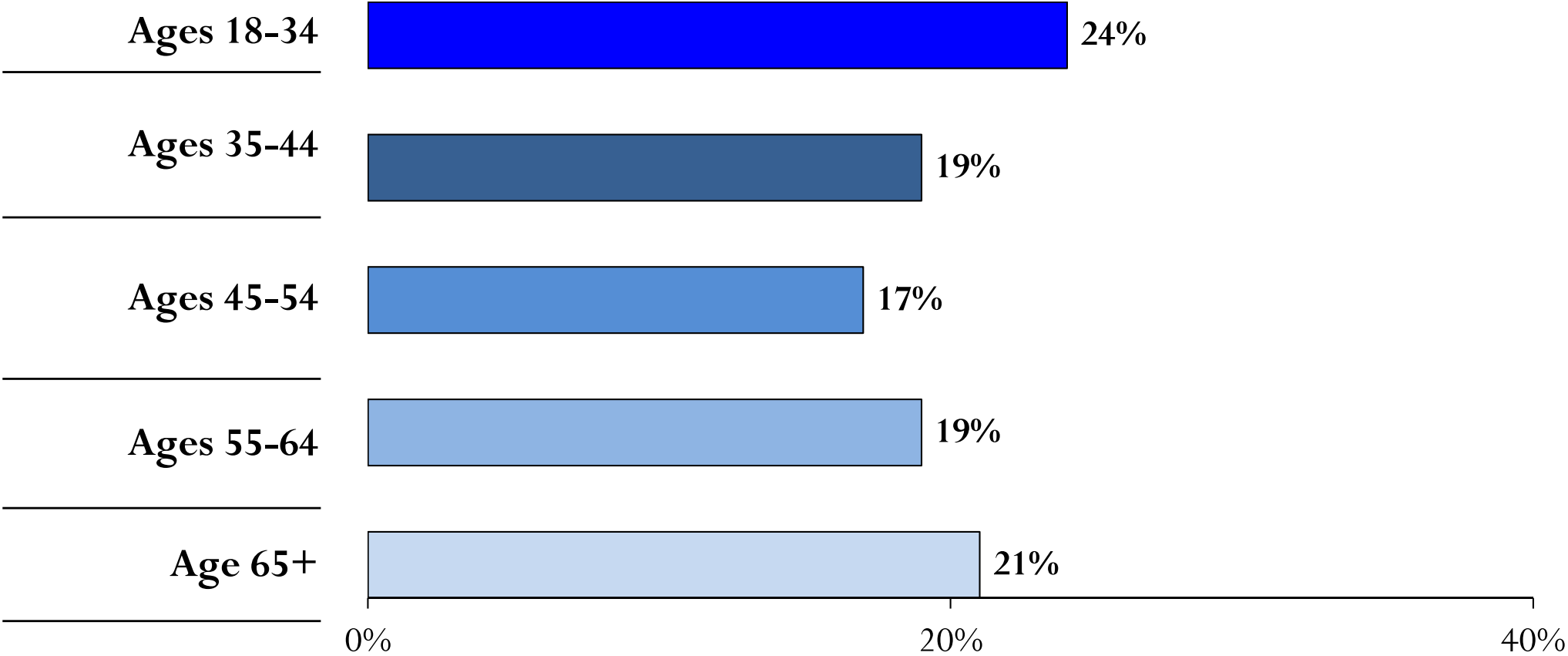
THE BLACK ELECTORATE

4-IN-5 IDENTIFY AS BLACK OR AFRICAN AMERICAN

Q: Just to make sure everyone is represented, how would you describe your ethnic or racial background?



THE BLACK ELECTORATE DISTRIBUTION BY AGE



THE BLACK ELECTORATE

CHURCH ATTENDANCE

Q: How often do you attend church or other religious services?

