

# CALIFORNIA AFRICAN AMERICAN POLICY PRIORITIES SURVEY

**FINAL RESULTS — WEIGHTED \*\***

**April 28-May 14, 2018**

**Interviews: 1,350 Black Voters**

**Margin of Sampling Error: ± 2.67%**

**[621 LIKELY JUNE PRIMARY VOTERS]**

**[729 LOWER PROPENSITY VOTERS]**

*\* Results weighted to match the age, partisanship, gender, and geographic location of registered Black voters.*

*\*\* Some percentages may not sum to 100% due to rounding.*

## SECTION I: INTRODUCTION

- 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 -----	24
Not on a cell phone and can talk safely -----	17
Online -----	59

1. Just to make sure everyone is represented, how would you describe your ethnic or racial background? **[OPEN-END; READ ONLY IF NECESSARY]**

Black -----	41
African American -----	40
African or of African descent -----	9
Afro-Latino/a -----	3
Mixed Race/Biracial/Multi-Racial -----	5
Something else -----	1

**[JUNE PRIMARY VOTERS]**

2. As you may know, in June of this year there will be an election for Governor, U-S Senate, Congress, and other state and local offices and ballot measures. 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 -----	91
Probably vote -----	6
50-50 -----	2
Probably not vote -----	1
Definitely not vote -----	0

**[LOWER PROPENSITY VOTERS]**

3. As you may know, in November there will be a statewide general election for Governor, U-S Senate, Congress, and other state and local offices and ballot measures. 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 ----- 74  
 Probably vote----- 15  
 50-50 -----8  
 Probably not vote -----3  
 Definitely not vote-----1

**SECTION II: GENERAL PERCEPTIONS OF PUBLIC FIGURES**
**[ALL RESPONDENTS]**

4. 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
<b>[RANDOMIZE]</b>						
[ ]a. (T) Donald Trump	7	6	6	73	1	7
[ ]b. Gavin Newsom	19	22	5	9	27	18
[ ]c. Antonio Villaraigosa	13	26	9	12	23	17
[ ]d. John Chiang	6	17	4	3	49	20
[ ]e. Delaine Eastin	3	8	3	3	64	19
[ ]f. John Cox	4	5	4	6	60	21
[ ]g. Travis Allen	4	5	3	4	65	18
[ ]h. Tony Thurmond	5	6	3	3	66	18
[ ]i. Marshall Tuck	2	5	3	1	68	20
[ ]j. (T) The African American Voter Registration, Education, and Participation Project	39	14	1	2	35	9
<b>[SPLIT SAMPLE A ONLY]</b>						
[ ]k. Charter Schools	24	34	13	11	3	14
[ ]l. (T) The NAACP	55	25	5	5	2	7

	VERY FAV.	SMWT. FAV.	SMWT. UNFAV.	VERY UNFAV.	NEVER HEARD OF	CAN'T RATE
[ ]m. (T) The Black Lives Matter Movement	58	22	6	6	3	7
[ ]n. Teachers' Unions	47	28	7	5	4	9
<b>[SPLIT SAMPLE B ONLY]</b>						
[ ]o. (T) The Republican Party	4	11	18	54	2	11
[ ]p. (T) The Democratic Party	41	31	10	10	1	7
[ ]q. Public Schools	42	27	14	9	1	7
[ ]r. Labor Unions	37	32	7	7	2	15

**SECTION III: STATEWIDE ELECTION ISSUES**

**[JUNE PRIMARY VOTERS]**

5. If the June primary election for Governor were held today, who would you vote for if the candidates were: **[RANDOMIZE]**:

- [ ] Gavin Newsom, a Democrat, Lieutenant Governor/Businessman
- [ ] John Cox, a Republican, Businessman/Taxpayer Advocate
- [ ] Antonio Villaraigosa, a Democrat, Public Policy Advisor
- [ ] Travis Allen, a Republican, California Assemblyman/Businessman
- [ ] John Chiang, a Democrat, California State Treasurer
- [ ] Delaine Eastin, a Democrat, Educator/Youth Advocate

<b>Gavin Newsom</b> -----	<b>33</b>
(Lean Newsom) -----	2
<b>John Cox</b> -----	<b>4</b>
(Lean Cox) -----	0
<b>Antonio Villaraigosa</b> -----	<b>16</b>
(Lean Villaraigosa) -----	3
<b>Travis Allen</b> -----	<b>3</b>
(Lean Allen) -----	0
<b>John Chiang</b> -----	<b>8</b>
(Lean Chiang) -----	1
<b>Delaine Eastin</b> -----	<b>2</b>
(Lean Eastin) -----	1
Some other candidate -----	0
(Lean Some Other Candidate) -----	0
Undecided not leaning toward anyone -----	19
Prefer not to say -----	7
I plan to skip this item on the ballot -----	1

**[JUNE PRIMARY VOTERS]**

6. Next, if the primary election for U-S Senate were held today, would you vote for **[RANDOMIZE]**:

Dianne Feinstein, a Democrat, United States Senator

Kevin de León, a Democrat, California Senator

<b>Dianne Feinstein</b> -----	<b>59</b>
(Lean Feinstein)-----	6
<b>Kevin de León</b> -----	<b>11</b>
(Lean De León) -----	1
Some other candidate -----	0
(Lean Some Other Candidate) -----	0
Undecided not leaning toward anyone-----	17
Prefer not to say-----	5
I plan to skip this item on the ballot-----	1

**[JUNE PRIMARY VOTERS]**

7. If the election for California Superintendent of Public Instruction were held today, would you vote for **[RANDOMIZE]**:

Tony Thurmond, Educator/State Legislator

Steven Ireland, Parent

Marshall Tuck, Schools Improvement Director

Lily (Espinoza) Ploski, Educational Administrator/Instructor

<b>Tony Thurmond</b> -----	<b>15</b>
(Lean Thurmond)-----	2
<b>Steven Ireland</b> -----	<b>3</b>
(Lean Ireland) -----	1
<b>Marshall Tuck</b> -----	<b>4</b>
(Lean Tuck) -----	1
<b>Lily (Espinoza) Ploski</b> -----	<b>6</b>
(Lean [Espinoza] Ploski) -----	1
Undecided not leaning toward anyone-----	62
Prefer not to say-----	3
I plan to skip this item on the ballot-----	2

**SECTION IV: PUBLIC POLICY PRIORITIES**
**[ALL RESPONDENTS]**

8. Next, 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. Here's the first one...

	EXT. HIGH	VERY HIGH	SMWHT HIGH	LOW PRIOR.	NOT A PRIOR.	[DON'T READ] DK/NA
<b>[SPLIT SAMPLE A ONLY]</b>						
[ ]a. (T) Improving the quality of education in public schools	78	14	5	1	1	2
[ ]b. (T) Expanding access to mental health services	63	20	10	2	2	3
[ ]c. (T) Making housing more affordable	72	16	7	2	2	1
[ ]d. Opposing the Trump Administration	53	13	9	6	15	4
[ ]e. Preventing the displacement of longer-term and/or lower-income residents due to gentrification	51	18	11	7	4	8
[ ]f. (T) Eliminating racial profiling	75	11	6	2	4	1
<b>[SPLIT SAMPLE B ONLY]</b>						
[ ]g. Expanding the number of charter schools	14	14	21	24	19	8
[ ]h. (T) Expanding access to quality health care	63	22	8	3	1	2
[ ]i. Creating good paying jobs and reducing unemployment	65	25	8	1	0	1
[ ]j. (T) Holding law enforcement agencies accountable for excessive use of force, police violence, and police brutality	74	15	5	3	1	2
[ ]k. (T) Reducing homelessness	61	23	12	2	1	1
[ ]l. (T) Fighting discrimination and institutional racism	71	17	6	3	3	2

**[ALL RESPONDENTS]**

9. Which of the following sources do you turn to for news and information about politics and community issues? **[MULTIPLE RESPONSES ACCEPTED]**

Articles and information from various sources shared by family and friends on Facebook, Twitter, and other social media -----	42
Local television news -----	67
Radio -----	36
Black media and newspapers in print and/or digital formats -----	35
Local and regional newspapers in print and/or digital formats -----	42

**SECTION V: DEMOGRAPHICS**

10. Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?

Own-----	38
Rent-----	45
Live with family -----	11
Don't have stable housing -----	2
Prefer not to say-----	4

11. (T) Do you have any children under the age of 18 living at home?

Yes-----	27
No-----	73

12. (T) What is the last grade you completed in school?

Grade 11 or lower-----	3
High school graduate-----	14
Technical/vocational school -----	3
Some college or community college -----	23
2-year college degree (Associate's) -----	14
4-year college degree (Bachelor's) -----	23
Master's degree (M.A., M.S.)-----	11
Professional degree (MBA, MPA/MPP, JD, MD) -----	5
Doctoral degree (Ph.D., Ed.D., A.B.D.) -----	2
[REFUSED/N/A] -----	2

13. (T) Are you, or is anyone in your immediate family, a member of a labor union, teachers' union, or employee association?

Yes, self only -----	16
Yes, immediate family only -----	16
Yes, both self and immediate family -----	6
No-----	57
[DK/NA/REFUSED]-----	5

14. (T) How often do you attend church or other religious services?

More than once a week-----	14
Once a week -----	27
About once a month -----	11
A few times a year -----	21
Never -----	16
[DK/NA/REFUSED]-----	10

**VOTER FILE INFORMATION**
**GENDER (BY OBSERVATION)**

 Male ----- 42  
 Female----- 58

**PARTY REGISTRATION**

 Democrat----- 69  
 Republican -----8  
 No Party Preference ----- 17  
 Other-----6

**PERMANENT ABSENTEE**

 Yes ----- 63  
 No----- 37

**AGE**

 18-24-----8  
 25-29-----7  
 30-34-----9  
 35-39----- 15  
 40-44-----4  
 45-49-----2  
 50-54----- 15  
 55-59----- 10  
 60-64-----9  
 65-69-----7  
 70-74-----4  
 75+----- 10

**SAMPLE**

 Likely June Primary Voters----- 36  
 Lower Propensity Voters----- 64

**MEDIA MARKET**

 Los Angeles ----- 60  
 San Francisco ----- 24  
 San Diego ----- 5  
 Sacramento----- 9  
 Other ----- 2

**REGION**

 Los Angeles ----- 52  
 Other Southern California----- 12  
 San Francisco Bay Area ----- 26  
 Sacramento/North ----- 6  
 Central Valley ----- 4

**INTERVIEWER ETHNICITY**

 African-American, Black, or  
 of African descent ----- 94  
 Afro-Latino/a ----- 3  
 Mixed Race/Biracial/Multi-Racial - 3