CALIFORNIA HIGH-SPEED RAIL MESSAGING SURVEY
320-432WT
N=1,206
A/B SPLIT

Hello, I'm _____ from F-M-3, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern voters in California. May I speak with _____?
(**MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED-- OTHERWISE TERMINATE.**)

1.   Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a safe place where you can talk?

> Yes, cell and in safe place----------------------------------- 21%
> Yes, cell not in safe place ------------------------**TERMINATE**
> No, not on cell --- 79%
> **(DON'T READ)** DK/NA/REFUSED--------------**TERMINATE**

2.   Next, would you say that things in California are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track?

> Right direction-------------------------------- 19%
> Wrong track----------------------------------- 69%
> **(DON'T READ)** DK/NA -------------------- 12%

3.   Next, I'm going to mention a few organizations and facilities that are part of California's transportation system. After you hear each one, please tell me whether you have an overall favorable or unfavorable opinion of that organization or institution. If you have never heard of them, or do not know enough about them to have an opinion, you can tell me that too. **(IF FAVORABLE/ UNFAVORABLE, ASK:** "Is that very or just somewhat?"**) (RANDOMIZE)**

		VERY FAV	SMWT FAV	SMWT UNFAV	VERY UNFAV	NEVER HEARD OF	CAN'T RATE
[ ]a.	The California High-Speed Rail Authority	14%	21%	4%	7%	18%	36%
[ ]b.	Amtrak	34%	37%	7%	4%	1%	17%
[ ]c.	CalTrain	16%	23%	4%	4%	23%	32%
[ ]d.	CalTrans	21%	39%	8%	6%	4%	22%

4.   Next, have you seen or heard anything about a plan to build a high-speed rail line linking the major population centers in California? **(IF YES, ASK:) "**Have you heard a great deal or just a little about it?"

> Yes, heard a great deal--------------------- 26%
> Yes, heard a little----------------------------- 46%
> No -- 28%
> (**DON'T READ)** DK/NA ---------------------- 0%

(ASK Q5 ONLY IF CODE 1-2 IN Q4)
5. In a few words of your own, where have you seen or heard something about the high-speed rail line?
(OPEN END, RECORD VERBATIM RESPONSE BELOW, DO NOT READ CODES, ACCEPT MULTIPLE RESPONSES)

TV/news	38%
A newspaper article	28%
Friends or neighbors/word of mouth	10%
Radio	8%
Another website/internet	7%
Polls/ballot/voter information	6%
Routes	4%
General knowledge	3%
Cost concerns	3%
School/work	2%
Billboards/ads/displays	2%
Positive comments	2%
Other	2%
Negative comments	1%
A community meeting	0%
The High Speed Rail Authority website	0%
(**DON'T READ**) DK/NA	2%

(RESUME ASKING ALL RESPONDENTS)
6. Next, which of these statements comes closest to your opinion about the high speed rail line:
(RANDOMIZE)

[ ] I support the project and would like it to move forward as quickly as possible. ------ 34%

OR

[ ] I would like to see the train built, but have some concerns about the timing and cost of the project. ------ 42%

OR

[ ] I oppose the project, and would prefer that the train not be built. ------ 13%

(DON'T READ)
(ALL) ------ 0%
(NONE) ------ 1%
(**DON'T KNOW/NA**) ------ 8%

7. **(T)** Is building a high-speed train system linking the major population centers in California a high, medium, or low priority issue for you?

High	21%
Medium	37%
Low	40%
(**DON'T READ**) DK/NA	2%

NOW LET ME TELL YOU A LITTLE BIT MORE ABOUT THIS PROJECT. CALIFORNIA VOTERS PASSED PROP 1A IN 2008 WHICH PROVIDED NINE BILLION DOLLARS TO PLAN AND BEGIN CONSTRUCTION ON THE HIGH-SPEED TRAIN. THE HIGH SPEED RAIL SYSTEM WILL CONSIST OF 800 MILES OF TRACK CONNECTING MAJOR POPULATION CENTERS FROM SAN FRANCISCO AND SACRAMENTO TO LOS ANGELES, ANAHEIM AND SAN DIEGO, INCLUDING STOPS IN THE CENTRAL VALLEY CITIES OF FRESNO AND BAKERSFIELD.

TRAINS WILL REACH SPEEDS OF 220 MILES PER HOUR IN THE CENTRAL VALLEY, CUTTING TRAVEL TIME FROM SAN FRANCISCO TO LA TO ABOUT 2 HOURS AND 40 MINUTES – INSTEAD OF SIX HOURS BY CAR. IT WILL BE THE FIRST HIGH SPEED RAIL SYSTEM IN THE NATION. ONCE IT IS FULLY BUILT, ESTIMATES ARE THAT IT WILL CARRY 42 MILLION PASSENGERS A YEAR.

THE FIRST PHASE OF THE PROJECT IS EXPECTED TO COST $43 BILLION DOLLARS. FUNDING FOR THIS FIRST PHASE, WHICH WILL RUN FROM SAN FRANCISCO TO LOS ANGELES AND ANAHEIM THROUGH THE CENTRAL VALLEY, IS COMING FROM THE VOTER-APPROVED BONDS; TWO BILLION DOLLARS IN FUNDS FROM THE FEDERAL GOVERNMENT; AND OTHER PUBLIC/PRIVATE PARTNERSHIPS, LOCAL AGENCIES AND PRIVATE INVESTORS.

BY LAW, THE SYSTEM MUST OPERATE <u>WITHOUT</u> A TAXPAYER SUBSIDY. IT IS EXPECTED TO GENERATE A SURPLUS AFTER CONSTRUCTION IS COMPLETE.

8.   Having heard this, let me ask you again, which of these statements comes closest to your opinion about the high speed rail line: **(RANDOMIZE)**

[ ] I support the project and would like it to move forward as quickly as possible. --- 42%

OR

[ ] I would like to see the train built, but have some concerns about the timing and cost of the project. -- 42%

OR

[ ] I oppose the project, and would prefer that the train not be built. ---------------------- 15%

(DON'T READ)
(ALL) --- 0%
(NONE) -- 1%
(**DON'T KNOW/NA**) --- 1%

9.	Next, I am going to read you a list of some different ways the high-speed rail project might impact California. After I read each one, please tell me whether you think the high-speed rail line will have a positive impact, no impact, or a negative impact on that aspect of life in California. **(IF POSITIVE/ NEGATIVE, ASK:** "Is that a major **POSITIVE/NEGATIVE** impact or a minor one?"**) (RANDOMIZE)**

		MAJOR NEG.	MINOR NEG.	NO IMPACT	MINOR POS.	MAJOR POS.	(DK/NA)
[ ]a.	The state budget	22%	16%	13%	18%	17%	14%
[ ]b.	Jobs and the economy	4%	3%	9%	32%	49%	4%
[ ]c.	Traffic congestion	5%	4%	16%	31%	42%	3%

(SPLIT SAMPLE A ONLY)

		MAJOR NEG.	MINOR NEG.	NO IMPACT	MINOR POS.	MAJOR POS.	(DK/NA)
[ ]d.	The cost of traveling between different regions in California	4%	5%	13%	29%	37%	11%
[ ]e.	The amount you pay in taxes	23%	23%	28%	8%	7%	11%
[ ]f.	Air quality in your region of the state	3%	4%	31%	29%	25%	7%
[ ]g.	Reducing global warming	3%	5%	25%	31%	26%	10%
[ ]h.	The California economy	8%	6%	10%	31%	37%	7%
[ ]i.	California's dependence on oil	5%	5%	21%	31%	29%	10%

(SPLIT SAMPLE B ONLY)

		MAJOR NEG.	MINOR NEG.	NO IMPACT	MINOR POS.	MAJOR POS.	(DK/NA)
[ ]j.	Local businesses along the train's route	8%	7%	15%	28%	35%	7%
[ ]k.	Your quality of life	3%	4%	45%	23%	23%	3%
[ ]l.	The safety and security of traveling between different regions in California	4%	4%	17%	35%	33%	7%
[ ]m.	Reducing climate change	3%	3%	35%	24%	23%	12%
[ ]n.	Unemployment in California	4%	3%	13%	33%	42%	5%
[ ]o.	California's dependence on foreign oil	5%	4%	27%	28%	28%	9%

(RESUME ASKING ALL RESPONDENTS)

10.	In general, how often do you travel long-distance between different regions of the state of California: **(READ LIST)**

At least once a month	17%
A few times per year	45%
Once per year	15%
Less often than once per year	15%
Never	7%
(DON'T READ) DK/NA	0%

(ASK Q11-Q12 ONLY IF CODES 1-3 IN Q10)

11. In general, which of the following methods do you <u>currently</u> prefer to use for long-distance travel within California: **(READ LIST AND ROTATE. MULTIPLE ANSWERS OK)**

[ ] Taking an airplane ----------------------- 30%
[ ] Amtrak or other rail lines --------------- 12%
[ ] Driving in your own car ------------------ 75%
[ ] Riding a bus --------------------------------4%

(DON'T READ) All --------------------------- 2%
(DON'T READ) None ---------------------- 0%
(DON'T READ) DK/NA --------------------- 0%

NEXT, HIGH SPEED RAIL PLANNERS SAY THE COST OF TRIP FROM SAN FRANCISCO TO LOS ANGELES FOR ONE PERSON ON THE HIGH-SPEED RAIL LINE WILL BE LESS THAN THE COST OF AN AIRPLANE FLIGHT, MUCH LESS THAN THE COST OF DRIVING, AND IT WILL BE MORE ENVIRONMENTALLY-FRIENDLY.

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12. And <u>once the high-speed rail line is built</u>, which of the following methods do you think you will prefer to use for long-distance travel within California: **(READ LIST AND ROTATE. MULTIPLE ANSWERS OK)**

[ ] Taking an airplane ----------------------- 14%
[ ] Amtrak or other rail lines ------------------6%
[ ] Driving in your own car ------------------ 33%
[ ] Riding a bus --------------------------------1%
[ ] The high-speed rail line ----------------- 72%

(DON'T READ) All --------------------------- 0%
(DON'T READ) None ---------------------- 0%
(DON'T READ) DK/NA --------------------- 2%

(RESUME ASKING ALL RESPONDENTS)

13.   Now I am going to read you several pairs of statements. After I read each pair, please tell me which statement comes closer to your opinion. Remember, choose just one even if it's hard to decide. **(ROTATE PAIRS AND WITHIN PAIRS)**

[ ]a.   [ ] The top priority in designing and building the high-speed rail line should be serving the need of <u>all</u> Californians for a safe, convenient, and affordable way to travel the state as quickly as possible. -- 58%

         OR

         [ ] The top priority in designing and building the high-speed rail line should be minimizing its impact on nearby homes, offices, schools, and businesses, even if that means a major delay.--- 27%

         (DON'T READ)
         (BOTH) --6%
         (NEITHER)--6%
         (DON'T KNOW/NA) --3%

[ ]b.   [ ] The best way to meet California's future transportation needs is to build more airport runways and more freeways that are convenient and serve the means of transportation Californians already use -- 17%

         OR

         [ ] The best way to meet California's future transportation needs is to build a high-speed rail network that reduces our dependence on foreign oil and reduces our reliance on freeways and the car-- 69%

         (DON'T READ)
         (BOTH) --2%
         (NEITHER)--7%
         (DON'T KNOW/NA) --4%

(SPLIT SAMPLE A ONLY)
[ ]c.   [ ] It is <u>not</u> worth the risk to build a high-speed rail system; we do not know what it will cost, how many people will ride it, or what its environmental impacts will be -- 33%

         OR
         [ ] The potential environmental and transportation benefits of a high-speed rail line are so great, that it is worth investing in it now to provide for California's future -- 60%

         (DON'T READ)
         (BOTH) --2%
         (NEITHER)--3%
         (DON'T KNOW/NA) --2%

[ ]d.   [ ] Building a high-speed rail line will help to reduce air pollution ------------------------ 64%

OR

[ ] Building a high-speed rail line will <u>not</u> have any meaningful impact on air pollution-- 28%

(DON'T READ)
(BOTH) --- 1%
(NEITHER)-- 2%
(**DON'T KNOW/NA**) ---4%

[ ]e.   [ ] The high-speed rail line will end up imposing additional costs on California taxpayers--- 41%

OR

[ ] Once it is built, the high-speed rail line will generate enough money to pay for all the costs of its operations--- 45%

(DON'T READ)
(BOTH) ---2%
(NEITHER)-- 2%
(**DON'T KNOW/NA**) --- 10%

(SPLIT SAMPLE B ONLY)
[ ]f.**(T)** [ ] We should not move forward with a multi-billion dollar construction project right now, as California faces a major financial crisis. Because of this, the high-speed rail line should be put on hold. -- 30%

OR

[ ] The high-speed rail line has already been approved, and it will create thousands of good-paying jobs and reduce traffic congestion in California. Because of this, the project should proceed. -- 65%

(DON'T READ)
(BOTH) ---2%
(NEITHER)-- 1%
(**DON'T KNOW/NA**) ---3%

[ ]g.   [ ] Building a high-speed rail line will help to reduce global warming --------------------- 52%

OR

[ ] Building a high-speed rail line will <u>not</u> have any meaningful impact on global warming-- 37%

(DON'T READ)
(BOTH) --- 1%
(NEITHER)--4%
(**DON'T KNOW/NA**) ---6%

[ ]h.   [ ] The high-speed rail line will end up imposing additional costs on California
        taxpayers -- 39%

        OR

        [ ] Once it is built, the high-speed rail line will generate enough money to pay
        for all the costs of its operations, and <u>also</u> generate a financial surplus ------------------ 48%

        (DON'T READ)
        (BOTH) -- 2%
        (NEITHER) -- 1%
        (**DON'T KNOW/NA**) --- 10%

(RESUME ASKING ALL RESPONDENTS)
14.   Now I'm going to read you a list of some of the benefits some people have said the high-speed rail line
        will have. After I read each one, I'd like you to tell me how important you think that benefit of the project
        is: is it extremely important, very important, somewhat important, or not important? **(RANDOMIZE)**

		EXT. IMP.	VERY IMP.	SW IMP.	NOT IMP.	(DK/ NA)
(SPLIT SAMPLE A ONLY)						
[ ]a.	Reducing our use of foreign oil	37%	37%	15%	9%	2%
[ ]b.	Reducing global warming	25%	31%	21%	18%	5%
[ ]c.	Creating new jobs	51%	32%	11%	4%	1%
[ ]d.	Allowing for faster trips between major cities in California	31%	40%	19%	10%	1%
[ ]e.	Meeting the transportation needs of California's gorwing population	31%	44%	17%	8%	0%
[ ]f.	Making travel safer and more secure	33%	41%	16%	9%	1%
(SPLIT SAMPLE B ONLY)						
[ ]g.	Generating up to three billion dollars in new annual revenue	44%	35%	10%	8%	3%
[ ]h.	Making California a national leader in new transportation technology	25%	33%	21%	19%	2%
[ ]i.	Reducing traffic congestion	40%	37%	14%	8%	1%
[ ]j.	Reducing air pollution and smog	37%	40%	12%	9%	2%
[ ]k.	Making travel cheaper	32%	43%	14%	8%	2%

(RESUME ASKING ALL RESPONDENTS)

15. Now I'm going to read you a list of some aspects of communities around the rail line that some people say could be negatively impacted when the line is built.   After I read each one, please tell me how concerned you are that the train might have a negative impact on that item: extremely concerned, very concerned, somewhat concerned, or not concerned. **(RANDOMIZE)**

		EXT. CONC.	VERY CONC.	SW CONC.	NOT CONC.	(DK/ NA)
[ ]a.	Nearby homes and schools	17%	26%	32%	23%	3%
[ ]b.	The environment, including land, water and wildlife	16%	26%	30%	26%	2%
[ ]c.	Small businesses adjacent to the rail line	11%	20%	30%	36%	2%

16. Here are some statements from people who <u>support</u> the planned high-speed rail line. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to <u>support</u> the project. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

		VERY CONV.	SMWHT CONV.	NOT CONV.	DON'T BELIEVE	(DON'T READ) DK/NA
[ ]a.	**(JOBS)** High-speed rail means tens of thousands of good, family-supporting jobs for California -- not just building the trains, but operating and maintaining it. The economic impacts of the train will mean more shoppers and more jobs in communities across California. We will build it here, we will ride it here.	45%	36%	10%	7%	2%
[ ]b.	**(LEVERAGE)** The high-speed rail line will attract large amounts of public and private investment to California. The state received over two billion dollars in federal funding. And California's nine billion dollar investment will generate 34 billion dollars of investment from non-state sources.	34%	37%	13%	12%	4%

	VERY CONV.	SMWHT CONV.	NOT CONV.	DON'T BELIEVE	(DON'T READ) DK/NA

(SPLIT SAMPLE A ONLY)

[ ]c. **(GLOBAL COMPETITION)** Japan, Germany, Italy, France, Spain, the Netherlands, and South Korea already have high-speed rail lines carrying literally millions of passengers a year safely, quickly and conveniently. Becoming the first state in the country to build a high-speed rail network will signal that California has resumed its rightful place in the global economy – second to none.

	VERY CONV.	SMWHT CONV.	NOT CONV.	DON'T BELIEVE	DK/NA
c.	42%	34%	16%	7%	1%

[ ]d. **(TAXPAYER PROTECTIONS)** Once built, California's high-speed rail system will not require any funding from taxpayers. Operations, maintenance, and even some construction will be paid for by riders. All investments will require federal and private investor matching funds. And all bond funds must undergo independent audits.

	VERY CONV.	SMWHT CONV.	NOT CONV.	DON'T BELIEVE	DK/NA
d.	33%	34%	12%	20%	2%

[ ]e. **(GLOBAL WARMING)** Because the electric power to the trains can be produced by sustainable and renewable power sources like wind and solar, it will reduce global warming pollution and cut the air pollution and smog that has led to skyrocketing rates of asthma in California.

	VERY CONV.	SMWHT CONV.	NOT CONV.	DON'T BELIEVE	DK/NA
e.	43%	33%	12%	9%	3%

[ ]f. **(ENERGY/OIL)** High-speed rail lines are three times as energy efficient as planes, and five times more efficient than cars. High-speed trains will reduce our dependence on foreign oil by nearly 13 million barrels a year – helping protect our environment and our national security.

	VERY CONV.	SMWHT CONV.	NOT CONV.	DON'T BELIEVE	DK/NA
f.	44%	37%	9%	8%	2%

[ ]g. **(YOU WILL USE)** A high-speed rail line will save you time and money. For example, travelers will be able to get from Los Angeles to San Francisco in less than three hours, at a cost much less than airfare.

	VERY CONV.	SMWHT CONV.	NOT CONV.	DON'T BELIEVE	DK/NA
g.	49%	32%	9%	8%	2%

	VERY CONV.	SMWHT CONV.	NOT CONV.	DON'T BELIEVE	(DON'T READ) DK/NA

(SPLIT SAMPLE B ONLY)

[ ]h.   **(PRIDE)** High speed rail once again puts California at the forefront of pioneering a new technology for the entire United States.   From the Golden Gate Bridge to our world-class University system to the State Water Project, we've always been the state willing to take on – and succeed – at the challenges others declare too hard, too big, and too expensive to try.

	34%	35%	22%	7%	1%

[ ]i.   **(SAFETY)** High speed trains will offer the safest, most secure way to travel in California. High speed rail will reduce the lives lost to car accidents, and will be secure from terrorist attacks.

	34%	36%	17%	12%	1%

[ ]j.   **(SAVINGS)** High-speed rail is a cost-effective way to meet our future transportation needs. It means we can build five fewer airport runways and three thousand fewer miles of freeways, which would cost twice as much.

	41%	37%	12%	8%	1%

[ ]k.   **(TRAFFIC)** Residents of some California regions sit in traffic as much as two weeks a year – time they can't spend at work or with friends and family. High-speed rail will play a critical part in getting California moving again taking millions of car trips off the roads.

	38%	39%	14%	8%	0%

[ ]l.   **(SMOG)** Because the electric power to the trains can be produced by sustainable and renewable power sources like wind and solar, it will cut the air pollution and smog that has led to skyrocketing rates of asthma in California.

	43%	34%	12%	10%	1%

(RESUME ASKING ALL RESPONDENTS)

17.   Next, regardless of your position on the issue, which of the following do you think is the <u>best</u> reason to <u>support</u> the high-speed rail line? **(RANDOMIZE)** And which is the second-best reason? **(IF DK/NA ON FIRST CHOICE, CODE DK/NA FOR SECOND CHOICE) (IF SAYS NONE IN FIRST CHOICE, CODE NONE IN SECOND CHOICE) (IF UNWILLING TO CHOOSE, BUT SAYS ALL, CODE ALL IN FIRST AND DK/NA IN SECOND)**

	1st CHOICE	2nd CHOICE
[ ] It will create good new jobs throughout California	34%	22%
[ ] It will make California an innovative global leader in transportation for the 21st century	7%	12%
[ ] It will reduce energy use, air pollution, and global warming	13%	20%
[ ] It will provide a cheaper, faster, more convenient way for people to travel long distance in California	26%	23%
(DON'T READ) Other **(SPECIFY)** _____	0%	0%
(DON'T READ) All	11%	1%
(DON'T READ) None	8%	11%
(DON'T READ) DK/NA	1%	12%

18.   Sometimes over the course of a survey like this, people change their minds, and sometimes they do not. Let me ask you one last time, which of these statements comes closest to your opinion about the high speed rail line: **(RANDOMIZE)**

[ ] I support the project and would like it to move forward as quickly as possible. ---- 45%

OR

[ ] I would like to see the train built, but have some concerns about the timing and cost of the project. ---- 37%

OR

[ ] I oppose the project, and would prefer that the train not be built. ---- 15%

(DON'T READ)
(ALL) ---- 1%
(NONE) ---- 1%
(**DON'T KNOW/NA**) ---- 1%

19. Now I am going to read you a list of people and organizations that may speak out about the high-speed rail line in California. Please tell me if you would find that person or organization's opinion very believable, somewhat believable, not too believable, or not believable at all. If you have never heard of the person or organization, you can tell me that too. **(RANDOMIZE)**

(SPLIT SAMPLE A ONLY)	VERY BELIEV.	SW BELIEV.	NOT TOO BELIEV.	NOT AT ALL BELIEV.	NEVER HEARD OF	(NO OPIN.)
[ ]a. The American Automobile Association, or Triple-A	20%	47%	12%	13%	0%	7%
[ ]b. The California High-Speed Rail Authority	16%	39%	10%	16%	6%	13%
[ ]c. California small businesses	15%	58%	10%	7%	0%	9%
[ ]d. Labor unions	11%	37%	16%	25%	0%	10%
[ ]e. Transportation economists at the University of California	30%	41%	8%	8%	3%	10%
[ ]f. Environmental organizations	20%	41%	15%	18%	0%	7%

(SPLIT SAMPLE B ONLY)	VERY BELIEV.	SW BELIEV.	NOT TOO BELIEV.	NOT AT ALL BELIEV.	NEVER HEARD OF	(NO OPIN.)
[ ]g. Consumer groups	14%	44%	18%	12%	1%	11%
[ ]h. The California Chamber of Commerce	14%	40%	19%	16%	2%	9%
[ ]i. CalTrans	17%	46%	11%	9%	3%	14%
[ ]j. Your local public transit agency	16%	49%	9%	11%	2%	12%
[ ]k. Public health organizations	23%	47%	11%	11%	0%	8%
[ ]l. California High Speed Rail Board members	18%	37%	11%	16%	7%	11%
[ ]m. Engineers helping to design the train	41%	36%	6%	12%	0%	6%

(RESUME ASKING ALL RESPONDENTS)

> **WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

20. Are you, or is a member of your family, a member of a labor union or employee association?

Yes, myself ----------------------------------- 11%
Yes, family -------------------------------------7%
Yes, both ---------------------------------------2%
No -- 78%
(**DON'T KNOW/NA**) --------------------------1%

21. How would you describe yourself politically: Are you liberal, moderate, or conservative? **(IF LIBERAL/CONSERVATIVE ASK:** "Is that very liberal/conservative or just somewhat?")

Very liberal------------------------------------ 13%
Somewhat liberal----------------------------- 18%
Moderate -------------------------------------- 37%
Somewhat conservative -------------------- 15%
Very conservative --------------------------- 14%
(DON'T READ) DK/NA/REFUSED--------2%

22.   What was the last level of school you completed?

Grades 1-8 -- 1%
Grades 9-11 -- 1%
High school graduate (12) ----------------- 20%
Community college graduate/
Vocational school graduate/
Some college --------------------------------- 27%
College (4 years) --------------------------- 35%
Post-graduate work ------------------------ 15%
(DON'T READ) DK/NA/REFUSED -------- 0%

23.   With which racial or ethnic group do you identify yourself? **(READ CHOICES BELOW)**

Hispanic/Latino ------------------------------ 20%
Black/African American ---------------------- 5%
Anglo/White ----------------------------------- 58%
Asian/Pacific Islander ------------------------ 8%
Native American ------------------------------- 1%
Other --- 4%
(DON'T KNOW/REFUSED) ---------------- 4%

24.   In what year were you born?

1992-1986 (18-24) -------------------------- 11%
1985-1981 (25-29) ---------------------------- 6%
1980-1976 (30-34) ---------------------------- 7%
1975-1971 (35-39) ---------------------------- 8%
1970-1966 (40-44) ---------------------------- 8%
1965-1961 (45-49) -------------------------- 10%
1960-1956 (50-54) -------------------------- 12%
1955-1951 (55-59) ---------------------------- 8%
1950-1946 (60-64) ---------------------------- 7%
1945-1936 (65-74) ---------------------------- 9%
1935 or earlier (75 & over) ------------------- 9%
(DON'T READ) DK/Refused --------------- 5%

25.   I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2009?

$30,000 and under -------------------------- 14%
$30,001 - $60,000 -------------------------- 19%
$60,001 - $75,000 -------------------------- 14%
$75,001 - $100,000 ------------------------- 12%
More than $100,000 ------------------------ 14%
(DON'T READ) Refused ------------------ 27%

THANK AND TERMINATE

SEX (BY OBSERVATION):

Male -- 48%
Female -- 52%

PARTY REGISTRATION:

Democrat -------------------------------------- 45%
Republican ------------------------------------ 31%
Decline to State ----------------------------- 20%
Other -- 4%

NAME _____

Interviewer _____

ADDRESS _____

Cluster# _____

CITY _____

Voter ID# _____

ZIP CODE _____

FIPS CODE _____

FLAGS
R03 -----------------------------------47%
P04 -----------------------------------37%
G04 -----------------------------------61%
S05 -----------------------------------47%
P06 -----------------------------------33%
G06 -----------------------------------53%
F08 -----------------------------------54%
P08 -----------------------------------30%
G08 -----------------------------------83%
M09 ----------------------------------35%
BLANK--------------------------------12%

HOUSEHOLD PARTY TYPE
Dem 1 ------------------------------- 24%
Dem 2+ ----------------------------- 14%
Rep 1 -------------------------------- 11%
Rep 2+ ------------------------------ 13%
Ind 1+ ------------------------------- 18%
Mix ---------------------------------- 21%

VOTE BY MAIL
1 --------------------------------------15%
2 -------------------------------------- 5%
3+ ------------------------------------28%
BLANK--------------------------------52%

REGION
LA ----------------------------------- 23%
LA Area ----------------------------- 21%
Bay Area---------------------------- 23%
San Diego ---------------------------- 9%
Sac'to/North ----------------------- 11%
Central Valley --------------------- 13%

PERMANENT ABSENTEE
Yes ------------------------------------40%
No -------------------------------------60%

MEDIA MARKET
LA ----------------------------------- 43%
SF ----------------------------------- 24%
SD------------------------------------- 9%
SAC---------------------------------- 11%
OTHER ------------------------------ 14%

SAMPLE
Statewide (N=800)------------------89%
Anaheim (N=100) ------------------- 1%
San Francisco (N=50) ------------- 2%
San Jose (N=50) -------------------- 2%
Menlo Park/Atherton/
  Palo Alto (N=50) ------------------ 0%
Los Angeles (N=50) ---------------- 4%
Bakersfield (N=50)----------------- 1%
Fresno (N=50) ---------------------- 1%

CITY
Anaheim ----------------------------- 1%
San Francisco ----------------------- 3%
San Jose ----------------------------- 3%
Menlo Park/Atherton/
  Palo Alto --------------------------- 1%
Los Angeles ------------------------- 9%
Bakersfield -------------------------- 1%
Fresno-------------------------------- 1%
All others -------------------------- 82%