

*Fairbank,  
Maslin,  
Maullin,  
Metz &  
Associates*

FM3

**CITY OF RIVERSIDE BENCHMARK ISSUES SURVEY**

**220-4495-WT**

**N=600**

**MARGIN OF SAMPLING ERROR  $\pm 4.0\%$  (95% CONFIDENCE INTERVAL)  
A/B SPLIT**

Hello, I'm \_\_\_\_\_ from California Public Research, a public opinion research company. **(IF RESPONDENT REPLIES IN SPANISH, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS SPANISH.)** We are not telemarketers trying to sell you anything or ask for a donation. We're conducting a public opinion survey about some important issues for residents in the City of Riverside. May I please speak to \_\_\_\_\_? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.) (IF NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL AGAIN.)**

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

Yes, cell and can talk safely----- 64%

Yes, cell but cannot talk safely ----- **TERMINATE**

No, not on cell----- 36%

**(DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. **(T)** Do you think things in \_\_\_\_\_ **(READ ITEMS FROM LIST)** are generally headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

	<u>RIGHT DIRECTION</u>	<u>WRONG TRACK</u>	<u>DON'T READ (DK/NA)</u>
<b>(DO NOT ROTATE)</b>			
a. Riverside County -----	63%	20%	17%
May 2010 -----	54%	29%	17%
b. The City of Riverside-----	70%	20%	10%
January 2013-----	67%	20%	13%
May 2010 -----	62%	24%	14%
c. Your neighborhood -----	72%	22%	6%
May 2010 -----	75%	17%	8%

2. Generally speaking, how would you rate \_\_\_\_\_ as a place to live: is it an excellent place to live, a pretty good place, only fair, or a poor place to live?

	<u>EXC</u>	<u>PRETTY ONLY</u> <u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>(DON'T READ)</u> <u>DK/NA</u>	<u>EXC/GOOD</u>	<u>FAIR/POOR</u>
a. The City of Riverside-----	22%	57%	18%	2%	1%	79%	20%
b. Your neighborhood -----	30%	49%	17%	3%	1%	79%	20%

3. Next, I'm going to mention a list of organizations. After each one, please tell me if you feel that organization is doing an excellent job, a pretty good job, only a fair job or a poor job. **(RANDOMIZE)**

	<u>EXC</u>	<u>PRETTY ONLY</u> <u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>(DON'T READ)</u> <u>DK/NA</u>	<u>EXC/GOOD</u>	<u>FAIR/POOR</u>
[ ]a. Riverside City government overall-----	9%	48%	30%	8%	4%	57%	38%
[ ]b. The Riverside City Council-----	7%	44%	30%	10%	10%	50%	40%
[ ]c. The Riverside Police Department -----	28%	48%	17%	5%	2%	76%	22%
[ ]d. The Riverside Fire Department-----	45%	47%	5%	0%	3%	91%	5%

4. Next, in your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that Riverside residents need and want?

**GREAT/SOME NEED -----63%**

Great need-----27%

Some need-----35%

**LITTLE/NO REAL NEED-----32%**

Little need-----13%

No real need -----19%

**(DON'T READ) Don't know ----- 5%**

5. Now, let me ask you some questions about a ballot measure that might appear on a future Riverside ballot. It may be titled the **CITY OF RIVERSIDE PUBLIC SAFETY AND VITAL CITY SERVICES MEASURE** and read as follows:

“To prevent cuts to police officers, firefighters, paramedics, 9-1-1 emergency response, school safety patrols, anti-gang/drug programs, graffiti removal, library/youth after-school/senior/disabled services, park safety/maintenance; repair local streets/potholes/infrastructure; other general services, shall an ordinance be adopted establishing a one-cent sales tax providing 48 million dollars per year until ended by voters, requiring independent audits, citizens oversight and all funds remaining local?”

If the election were held today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

**TOTAL YES-----65%**  
Definitely yes-----33 %  
Probably yes-----31 %  
Undecided, lean yes-----1 %

**TOTAL NO-----33%**  
Undecided, lean no-----0 %  
Probably no-----9 %  
Definitely no-----23 %

**(DON’T READ) DK/NA-----3%**

**(IF Q5 CODED 1, SKIP Q6)**

6. What if the Riverside ballot measure that I just described to you was for one-half of a cent providing 24 million, instead of one cent providing 48 million dollars? If that were the case, would you vote yes in favor of it, or no to oppose it? **(IF YES/NO, ASK:) “Is that definitely (YES/NO) or just probably?”** **(IF UNDECIDED, ASK:) “Well, do you lean towards voting yes or no?”**

**TOTAL YES-----53%**  
Definitely yes-----16 %  
Probably yes-----35 %  
Undecided, lean yes-----3 %

**TOTAL NO-----43%**  
Undecided, lean no-----1 %  
Probably no-----10 %  
Definitely no-----32 %

**(DON’T READ) DK/NA-----3%**

## Q5/Q6 COMBINED

TOTAL YES-----69%

Definitely yes-----43%

Probably yes-----23%

Undecided, lean yes-----2%

TOTAL NO-----29%

Undecided, lean no-----1%

Probably no-----7%

Definitely no-----22%

(DON'T READ) DK/NA-----2%

## (RESUME ASKING ALL RESPONDENTS)

7. Next, I am going to read you a series of issues some people say are problems in Riverside. After I mention each one, please tell me whether you personally consider it to be an extremely serious problem, very serious problem, somewhat serious problem or not really a problem at all in Riverside. If you don't know or don't have an opinion, you can tell me that also. (RANDOMIZE)

	EXT SER PROB	VERY SER PROB	SMWT SER PROB	NOT A PROB	DK/NA	EXT/ VERY SER	SMWT/ NOT A SER
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]a. Traffic congestion on local streets and roads-----	15 %	23 %	38 %	22 %	2 %	38 %	60 %
[ ]b. The lack of housing that families can afford-----	14 %	22 %	34 %	21 %	9 %	36 %	55 %
[ ]c. Lack of parks and recreation opportunities-----	3 %	7 %	23 %	62 %	5 %	10 %	85 %
[ ]d. Crime, gangs and drugs-----	18 %	26 %	42 %	8 %	6 %	44 %	50 %
[ ]e. 9-1-1 emergency response times-----	6 %	6 %	13 %	37 %	37 %	13 %	51 %
[ ]f. (T) The condition of the local economy-----	9 %	18 %	42 %	21 %	9 %	27 %	63 %
May 2010-----	33 %	38 %	16 %	11 %	2 %	71 %	27 %
[ ]g. (T) The amount you pay in local taxes-----	9 %	13 %	26 %	40 %	12 %	22 %	66 %
May 2010-----	15 %	19 %	29 %	32 %	6 %	34 %	61 %
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]h. The condition of local streets, roads and potholes-----	12 %	25 %	42 %	20 %	2 %	36 %	62 %
[ ]i. Not enough growth and development-----	7 %	10 %	25 %	48 %	10 %	17 %	73 %
[ ]j. Current electrical and water utility rates-----	11 %	15 %	34 %	30 %	9 %	26 %	65 %
[ ]k. Waste and inefficiency in local government-----	15 %	19 %	29 %	18 %	19 %	34 %	47 %

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>DK/NA</u>	<u>EXT/ VERY SER</u>	<u>SMWT/ NOT A SER</u>
<b>(SPLIT SAMPLE B CONTINUED)</b>							
[ ]l. The number of homeless people -----	27%	33%	32%	4%	4%	60%	36%
[ ]m. <b>(T)</b> Unemployment and the loss of jobs -----	16%	28%	27%	16%	13%	44%	43%
May 2010 -----	43%	41%	10%	5%	2%	84%	15%
[ ]n. <b>(T)</b> The effect of state budget cuts on City of Riverside services-----	12%	22%	27%	16%	24%	33%	43%
May 2010 -----	29%	32%	18%	11%	10%	61%	29%

**(RESUME ASKING ALL RESPONDENTS)**

8. Next, I am going to read you some statements about the City of Riverside. Please tell me if you think each of the following statements is accurate or inaccurate. **(IF ACCURATE/INACCURATE, ASK: "Is that very (ACCURATE/INACCURATE) or only somewhat?") (RANDOMIZE)**

	<u>VERY ACC</u>	<u>SMWT ACC</u>	<u>SMWT INACC</u>	<u>VERY INACC</u>	<u>DK/NA</u>	<u>TOTAL ACC</u>	<u>TOTAL INACC</u>
[ ]a. New management at City Hall is now moving the City in the right direction financially. -----	17%	37%	12%	9%	25%	54%	21%
<b>(ASK SPLIT SAMPLE A ONLY)</b>							
[ ]b. <b>(T)</b> Riverside City government is fiscally responsible. -----	22%	42%	16%	6%	13%	64%	23%
January 2015-----	41%	33%	12%	5%	9%	74%	17%
January 2013-----	36%	39%	11%	6%	8%	75%	17%
May 2010 -----	33%	38%	11%	8%	11%	71%	19%
[ ]c. City employee pensions are significantly hurting the City's budget. -----	24%	19%	18%	11%	27%	43%	29%
<b>(ASK SPLIT SAMPLE B ONLY)</b>							
[ ]d. To balance the state budget, Sacramento politicians have taken millions of dollars from the City of Riverside that were used to create local jobs, stimulate economic growth and fix roads. -----	25%	26%	10%	9%	30%	51%	19%
May 2010 -----	31%	30%	9%	6%	25%	61%	15%
[ ]e. Recent changes to City employee pension plans are important for balancing the City budget. -----	28%	26%	12%	10%	24%	54%	22%

**(RESUME ASKING ALL RESPONDENTS)**

9. Now, returning to the **CITY OF RIVERSIDE PUBLIC SAFETY AND VITAL CITY SERVICES MEASURE** we were discussing earlier, I am going to read you a list of ways in which the funds generated by this ballot measure could be spent and provisions that could potentially be included. Regardless of your opinion of the measure, after I mention each one, please tell me how important that provision or use of funds is to you personally: is it extremely important, very important, somewhat important, or not too important? **(RANDOMIZE)**

	<u>EXT</u> <u>IMPT</u>	<u>VERY</u> <u>IMPT</u>	<u>SMWT</u> <u>IMPT</u>	<u>NOT</u> <u>TOO</u> <u>IMPT</u>	<u>DK/NA</u>	<u>EXT/</u> <u>VERY</u> <u>IMPT</u>
<b>(ASK SPLIT SAMPLE A ONLY)</b>						
[ ]a. Preventing cuts to the number of firefighters-----	25 %	42 %	22 %	9 %	2 %	67 %
[ ]b. Preventing cuts to school safety patrols -----	23 %	41 %	25 %	9 %	2 %	65 %
[ ]c. Maintaining vehicles for first responders -----	25 %	54 %	16 %	3 %	1 %	79 %
[ ]d. <u>Maintaining and improving 9-1-1 emergency</u> response times -----	27 %	39 %	21 %	8 %	4 %	67 %
[ ]e. Library services -----	19 %	34 %	34 %	12 %	0 %	53 %
[ ]f. Removing graffiti-----	20 %	36 %	36 %	8 %	1 %	55 %
[ ]g. Senior services-----	23 %	45 %	26 %	6 %	1 %	67 %
[ ]h. Repairing streets and potholes -----	24 %	48 %	26 %	2 %	0 %	72 %
[ ]i. Replacing state takeaways of local funds-----	11 %	37 %	32 %	8 %	12 %	48 %
[ ]j. Parks safety and maintenance -----	20 %	40 %	33 %	6 %	1 %	60 %
[ ]k. Maintaining the infrastructure improvements made by the Riverside Renaissance project-----	12 %	31 %	37 %	12 %	8 %	43 %
[ ]l. Requiring that all funds remain local in Riverside-----	36 %	48 %	13 %	2 %	1 %	84 %
[ ]m. Ensuring public disclosure of all spending-----	31 %	52 %	14 %	3 %	0 %	83 %
[ ]n. The measure would be in effect until ended by voters -----	20 %	45 %	21 %	9 %	6 %	64 %
[ ]o. <b>(T)</b> Requiring all expenditures be subject to annual independent audits-----	24 %	45 %	23 %	4 %	3 %	70 %
<i>May 2010</i> -----	42 %	36 %	11 %	6 %	5 %	78 %

**(ASK SPLIT SAMPLE B ONLY)**

[ ]p. Preventing cuts to police protection-----	32 %	44 %	16 %	6 %	2 %	76 %
[ ]q. Preventing cuts to paramedic services -----	33 %	44 %	17 %	5 %	1 %	77 %
[ ]r. Preventing cuts to anti-gang and drug programs-----	26 %	44 %	22 %	6 %	1 %	71 %
[ ]s. <u>Maintaining 9-1-1 emergency response times</u> ----	47 %	46 %	5 %	1 %	1 %	93 %
[ ]t. Retaining and attracting local businesses-----	32 %	43 %	20 %	4 %	1 %	74 %
[ ]u. Services for the disabled -----	28 %	43 %	22 %	5 %	1 %	72 %
[ ]v. Maintaining local infrastructure -----	24 %	43 %	28 %	4 %	1 %	67 %
[ ]w. Maintaining street lighting -----	26 %	45 %	21 %	6 %	1 %	71 %
[ ]x. Reducing traffic-----	25 %	36 %	29 %	10 %	0 %	61 %
[ ]y. Repairing sidewalks-----	15 %	33 %	39 %	12 %	1 %	48 %
[ ]z. Repairing streets-----	21 %	46 %	28 %	5 %	1 %	66 %
[ ]aa. City transit service for seniors and disabled residents-----	22 %	45 %	24 %	8 %	1 %	67 %

	<u>NOT EXT IMPT</u>	<u>VERY IMPT</u>	<u>EXT/ SMWT IMPT</u>	<u>TOO IMPT</u>	<u>DK/NA</u>	<u>VERY IMPT</u>
<b>(ASK SPLIT SAMPLE B CONTINUED)</b>						
[ ]bb. Community parks, playgrounds, and sports fields-----	16%	44%	32%	7%	2%	59%
[ ]cc. Youth after-school programs-----	26%	37%	26%	10%	2%	63%
[ ]dd. Programs to reduce homelessness-----	27%	42%	25%	6%	1%	69%
[ ]ee. Requiring independent annual financial audits ---	23%	40%	25%	7%	6%	63%
[ ]ff. Requiring the measure to end after 16 years and expire at that time-----	17%	25%	34%	13%	11%	43%
[ ]gg. (T) Prohibiting any of the funds raised from being taken by Sacramento -----	35%	44%	16%	4%	2%	78%
May 2010-----	39%	37%	11%	6%	7%	76%

**(RESUME ASKING ALL RESPONDENTS)**

**NOW I AM GOING TO READ YOU SOME STATEMENTS FROM BOTH SUPPORTERS AND OPPONENTS OF THE RIVERSIDE BALLOT MEASURE WE HAVE BEEN DISCUSSING.**

10. First, I am going to read you some informational statements from people who support the **CITY OF RIVERSIDE PUBLIC SAFETY AND VITAL CITY SERVICES MEASURE**. After hearing each statement, please tell me if it makes you more inclined to support the measure. If you do not believe the statement, or if it has no effect on your thinking one way or the other, please tell me that too. **(IF MORE INCLINED, ASK: "Is that much more or just somewhat?") (RANDOMIZE)**

	<u>MUCH MORE INCL</u>	<u>SMWT MORE INCL</u>	<u>LESS INCL</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>DK/NA</u>	<u>TOTAL MORE INCL</u>
[ ]a. (CUTS) If this measure does not pass, the City will be forced to slash funding for basic services such as police and fire protection, paramedics and 9-1-1 emergency response, senior services, youth programs, street and road repairs, libraries, parks and other programs that make Riverside a desirable place to live, visit and do business. -----	46%	22%	3%	15%	14%	1%	67%

	<u>MUCH MORE INCL</u>	<u>SMWT MORE INCL</u>	<u>LESS INCL</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>DK/NA</u>	<u>TOTAL MORE INCL</u>
[ ]b. <b>(NEIGHBORING CITIES)</b> People live in Riverside because it offers a better quality of life and better services than some other cities in the County. But without this measure, the City will have to cut basic services. We cannot let Riverside turn into some of our nearby cities, with giant budget deficits, more crime, gangs, and graffiti and rundown streets. -----	44 %	24 %	2 %	14 %	13 %	2 %	68 %
[ ]c. <b>(LOCAL CONTROL)</b> The State of California has shifted responsibility for many programs to Riverside and other local cities without the necessary funding to provide the services. In the last eight years alone, the State has taken tens of millions of dollars from Riverside. This measure provides locally-controlled funding for essential city services that cannot be taken by the State. All funds required by law to remain local.-----	43 %	29 %	2 %	6 %	17 %	3 %	72 %
[ ]d. <b>(PUBLIC SAFETY)</b> The cost of providing police, fire, paramedic and 9-1-1 emergency response services in Riverside has gone up significantly in recent years and is projected to climb even higher. Without this measure, the City will not have the resources necessary to keep our city safe.-----	43 %	23 %	4 %	13 %	14 %	2 %	66 %
[ ]e. <b>(INFRASTRUCTURE)</b> Much of Riverside is rundown and in dire need of repair. This measure is crucial to update our city and keep it safe by maintaining and improving our local infrastructure, such as repairing streets, roads, sidewalks, and streetlights, maintaining fire and police stations and the local convention center. -----	38 %	27 %	4 %	12 %	17 %	2 %	66 %



	<u>MUCH MORE INCL</u>	<u>SMWT MORE INCL</u>	<u>LESS INCL</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>DK/NA</u>	<u>TOTAL MORE INCL</u>
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]f. <b>(HOMELESSNESS)</b> Homelessness and pan handling has reached epidemic levels in Riverside and Southern California, with more homeless people impacting our parks, business districts, and downtown areas. This measure will fund enforcement and support programs to get people off of the streets and out of the parks into appropriate housing and support programs. -----	49%	21%	6%	9%	14%	1%	70%
[ ]g. <b>(ACCOUNTABILITY)</b> This measure includes tough accountability by continuing to require annual independent financial audits and public review of expenditures, and ensures that all funds remain in the City of Riverside and cannot be taken by Sacramento. These fiscal safeguards will ensure funds continue to be used efficiently, effectively and as promised. -----	47%	27%	0%	5%	19%	2%	74%
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]h. <b>(T) (YOUTH)</b> Providing local youth with access to quality libraries, parks, and community centers will give them safe places to go where they are supervised and receive positive influences. Passing this measure is an effective way to keep our young people on the right track and off the streets, away from gangs and drugs. -----	48%	26%	2%	8%	16%	0%	74%
<i>May 2010</i> -----	39%	27%	3%	10%	19%	2%	66%

	<u>MUCH MORE INCL</u>	<u>SMWT MORE INCL</u>	<u>LESS INCL</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>DK/NA</u>	<u>TOTAL MORE INCL</u>
<b>(SPLIT SAMPLE B CONTINUED)</b>							
[ ji. <b>(CITY PROGRESS)</b> The City of Riverside has taken major steps to address our fiscal needs. Efficiency is up and administrative expenses have been reduced significantly in just the last few years. And City employees are contributing more to pensions. But, even with all that progress, this measure is the only way to make sure Riverside does not face the same long-term fiscal challenges as some of our neighboring cities.-----	29%	31%	3%	10%	24%	3%	60%

**(RESUME ASKING ALL RESPONDENTS)**

11. Now that you have heard more about it, let me ask you again about the ballot measure we have been discussing. Again it may be titled, the **CITY OF RIVERSIDE PUBLIC SAFETY AND VITAL CITY SERVICES MEASURE** and read as follows:

“To prevent cuts to police officers, firefighters, paramedics, 9-1-1 emergency response, school safety patrols, anti-gang/drug programs, graffiti removal, library/youth after-school/senior/disabled services, park safety/maintenance; repair local streets/potholes/infrastructure; other general services, shall an ordinance be adopted establishing a one-cent sales tax providing 48 million dollars per year until ended by voters, requiring independent audits, citizens oversight and all funds remaining local?”

If the election were held today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

**TOTAL YES-----71%**  
 Definitely yes-----47%  
 Probably yes-----23%  
 Undecided, lean yes-----1%

**TOTAL NO-----28%**  
 Undecided, lean no-----0%  
 Probably no-----7%  
 Definitely no-----20%

**(DON'T READ) DK/NA-----1%**

12. Now I am going to read you some statements from people who oppose this local sales tax measure. After hearing each statement, please tell me if it makes you more inclined to oppose the measure. If you do not believe the statement, or if it has no effect on your thinking one way or the other, please tell me that too. **(IF MORE INCLINED, ASK: "Is that much more or just somewhat?") (RANDOMIZE)**

	<u>MUCH MORE INCL</u>	<u>SMWT MORE INCL</u>	<u>LESS INCL</u>	<u>DON'T BEL</u>	<u>NO EFFECT</u>	<u>DK/NA</u>	<u>TOTAL MORE INCL</u>
[ ]a. <b>(WASTE)</b> The City has plenty of money to meet the needs of its residents. The real problem is that City government is riddled with waste and inefficiency, such as using our tax dollars on unessential projects. We should vote no on this measure because we cannot trust the City with our hard earned money. -----	23 %	18 %	8 %	20 %	29 %	3 %	41 %
[ ]b. <b>(CITY EMPLOYEES)</b> The truth is we would not need to increase the sales tax if public employees had less generous benefits and paid their fair share of pension payments. It is not fair to ask Riverside taxpayers to pay even more for city employees. -----	25 %	22 %	7 %	16 %	28 %	2 %	47 %
[ ]c. <b>(ECONOMY)</b> The prices for food, gas and other everyday items are on the rise and taxes are already out of control. We have all had to live within our means and the City should too. Residents should reject this new, forever tax measure because we simply cannot afford to pay higher taxes right now. -----	28 %	22 %	7 %	14 %	28 %	1 %	50 %
[ ]d. <b>(CROWDED BALLOT)</b> With so many tax increases on the November ballot already, at some point we just have to say, "No. Enough is enough." Local residents, especially seniors, cannot afford increase after increase in burdensome taxes. -----	29 %	20 %	6 %	13 %	31 %	2 %	48 %

13. Sometimes over the course of surveys such as this, people change their minds, and sometimes they do not. I would like to ask you one last time about the proposed ballot measure that may be titled the **CITY OF RIVERSIDE PUBLIC SAFETY AND VITAL CITY SERVICES MEASURE** and may read as follows:

“To prevent cuts to police officers, firefighters, paramedics, 9-1-1 emergency response, school safety patrols, anti-gang/drug programs, graffiti removal, library/youth after-school/senior/disabled services, park safety/maintenance; repair local streets/potholes/infrastructure; other general services, shall an ordinance be adopted establishing a one-cent sales tax providing 48 million dollars per year until ended by voters, requiring independent audits, citizens oversight and all funds remaining local?”

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

**TOTAL YES-----64%**

Definitely yes-----40%

Probably yes-----22%

Undecided, lean yes-----2%

**TOTAL NO-----36%**

Undecided, lean no-----1%

Probably no-----11%

Definitely no-----24%

**(DON’T READ) DK/NA-----0%**

**(ASK ONLY IN RIVERSIDE UNIFIED SCHOOL DISTRICT)**

14. Now I would like to ask you about a different measure that could be on the ballot in November. It is titled **RIVERSIDE UNIFIED SCHOOL DISTRICT SCHOOL REPAIR AND STUDENT SAFETY MEASURE** and may read as follows:

“In order to:

- Repair or replace aging, outdated classrooms and school buildings
- Upgrade classrooms, science labs, career-training facilities, and computer systems to keep pace with technology
- Improve student safety, campus security, and seismic safety
- And provide students access to the education, technology, and facilities they need to succeed in college and careers

Shall the Riverside Unified School District issue 392 million dollars in bonds at legal interest rates, with independent citizen oversight, no money for administrator salaries, and all money staying local?”

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably YES/NO?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

**TOTAL YES-----64%**

Definitely yes-----37%

Probably yes-----24%

Undecided, lean yes-----2%

**TOTAL NO-----33%**

Undecided, lean no-----1%

Probably no-----11%

Definitely no-----21%

**(DON’T READ) DK/NA-----3%**

15. Next, I am going to read you a list of individuals and organizations that may provide information on the proposed local ballot measure we have been discussing. After I read each one, please tell me if you would find that individual's or organization's opinion on the topic to be very believable, somewhat believable, not too believable, or not at all believable. If you have never heard of the individual or organization, or do not have an opinion, you can tell me that too. **(RANDOMIZE)**

		<u>VERY</u> <u>BEL</u>	<u>SMWT</u> <u>BEL</u>	<u>NOT</u> <u>TOO</u> <u>BEL</u>	<u>NOT</u> <u>AT ALL</u> <u>BEL</u>	<u>NVR</u> <u>HRD</u> <u>OF</u>	<u>NO</u> <u>OPIN</u>	<i><u>TOTAL</u></i> <i><u>BEL</u></i>	<i><u>TOTAL</u></i> <i><u>NOT</u></i> <i><u>BEL</u></i>
[ ]a.	The Riverside City Council---	12 %	49 %	10 %	8 %	3 %	17 %	61 %	18 %
[ ]b.	Riverside Mayor Rusty Bailey-----	26 %	42 %	8 %	8 %	4 %	14 %	67 %	15 %
[ ]c.	Riverside City Manager-----	10 %	36 %	10 %	8 %	13 %	23 %	46 %	18 %
[ ]d.	Local labor unions -----	16 %	32 %	15 %	13 %	7 %	17 %	48 %	28 %
[ ]e.	City of Riverside Fire Chief--	31 %	39 %	4 %	4 %	6 %	16 %	70 %	8 %
[ ]f.	The Riverside Press Enterprise-----	17 %	41 %	11 %	12 %	6 %	15 %	57 %	22 %
[ ]g.	Riverside County Taxpayers Association -----	14 %	36 %	7 %	5 %	18 %	21 %	50 %	11 %
<b>(SPLIT SAMPLE A ONLY)</b>									
[ ]h.	City of Riverside Police Chief-----	25 %	34 %	8 %	6 %	7 %	20 %	59 %	14 %
[ ]i.	The Riverside Chamber of Commerce -----	14 %	38 %	11 %	5 %	8 %	24 %	52 %	15 %
<b>(SPLIT SAMPLE B ONLY)</b>									
[ ]j.	City of Riverside Police Officers Association -----	30 %	39 %	8 %	6 %	5 %	12 %	69 %	14 %
[ ]k.	Local employers -----	18 %	45 %	6 %	4 %	8 %	19 %	63 %	10 %
<b>(RESUME ASKING ALL RESPONDENTS)</b>									
[ ]l.	Riverside City Firefighters Association -----	35 %	41 %	3 %	6 %	3 %	11 %	76 %	9 %

**(RESUME ASKING ALL RESPONDENTS)**

<b>THESE ARE MY FINAL QUESTIONS, AND THEY ARE JUST FOR CLASSIFICATION PURPOSES.</b>
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16. (T) Do you own or rent your home?

Own ----- 64 %

Rent ----- 31 %

**(DON'T READ)** DK/NA/Refused ----- 5 %

17. (T) With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Anglo or White; Asian or Pacific Islander; or some other ethnic or racial background?

Latino/Hispanic ----- 30 %

African American/Black ----- 7 %

White ----- 52 %

Asian/Pacific Islander ----- 3 %

**(MIXED RACE)** ----- 2 %

**(OTHER)** ----- 4 %

**(DON'T READ)** DK/NA/REFUSED -- 2 %

<b>THANK AND TERMINATE</b>
----------------------------

**GENDER (BY OBSERVATION):**

Male-----	47 %
Female -----	53 %

**LANGUAGE OF INTERVIEW:**

English-----	91 %
Spanish -----	9 %

**PARTY REGISTRATION:**

Democrat -----	40 %
Republican -----	37 %
No Party Preference-----	18 %
Other -----	5 %

**FLAGS**

P06-----	27 %
G06 -----	49 %
F08-----	52 %
P08-----	27 %
G08 -----	66 %
M09-----	38 %
P10-----	41 %
G10 -----	61 %
P12-----	45 %
G12 -----	84 %
BLANK -----	14 %

**VOTE BY MAIL**

1 -----	16 %
2 -----	9 %
3+ -----	33 %
BLANK -----	43 %

**PERMANENT ABSENTEE**

Yes-----	61 %
No-----	39 %

**CITY COUNCIL WARD**

1 (Gardner) -----	13 %
2 (Melendrez) -----	14 %
3 (Soubrious) -----	18 %
4 (Davis) -----	19 %
5 (Mac Arthur)-----	13 %
6 (Perry) -----	11 %
7 (Burnard) -----	12 %

**SCHOOL DISTRICT**

Riverside Unified School District-----	78 %
Other -----	22 %

**HOUSEHOLD PARTY TYPE**

D1 -----	22 %
D2+ -----	11 %
R1 -----	15 %
R2+ -----	15 %
I1+ -----	12 %
Mixed-----	26 %

**SPLIT SAMPLE**

Split A -----	50 %
Split B -----	50 %

**AGE**

18-24-----	9 %
25-29-----	8 %
30-34-----	8 %
35-39-----	6 %
40-44-----	8 %
45-49-----	7 %
50-54-----	9 %
55-59-----	12 %
60-64-----	9 %
65-74-----	14 %
75+ -----	10 %