

Fairbank,
Maslin,
Maullin,
Metz &
Associates

FM3

NAPA COUNTY CHILDREN’S FUNDING SURVEY
220-4221-WT
N=401
MARGIN OF SAMPLING ERROR ±4.9% (95% CONFIDENCE INTERVAL)
A/B AND C/D SPLITS

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

(RESUME ASKING ALL RESPONDENTS)

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? **(IF NOT ON A CELL PHONE, ASK: “Do you own a cell phone?”)**

- Yes, cell and can talk safely ----- **(SKIP TO QB)---** 31%
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell, but own one ----- **(SKIP TO QB)---** 51%
- No, not on cell and do not own one ----- **(SKIP TO Q1)---** 18%
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

(ASK QB ONLY IF CODES 1 OR 2 “OWN A CELL PHONE” IN QA)

B. Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally, or do you mostly use your home landline phone to make and receive calls?

- All cell phone ----- 28%
- Mostly cell phone ----- 25%
- Cell and landline equally ----- 18%
- Mostly landline ----- 26%
- (DON'T READ) DK/NA/REFUSED ----- 3%**

(RESUME ASKING ALL RESPONDENTS)

1. Next I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR</u> <u>FAV</u>	<u>SMWT</u> <u>FAV</u>	<u>SMWT</u> <u>UNFAV</u>	<u>STR</u> <u>UNFAV</u>	<u>(CAN'T</u> <u>RATE)</u>	<u>NVR</u> <u>HRD</u> <u>OF/DK</u>	<u>TOTAL</u> <u>FAV</u>	<u>TOTAL</u> <u>UNFAV</u>
[]a. Napa County government -----	15%	57%	12%	4%	7%	4%	73%	17%
[]b. The Napa County Office of Education -----	24%	40%	7%	3%	15%	11%	64%	10%
[]c. (T) Your local public school district -----	27%	45%	6%	4%	12%	6%	71%	10%
[]d. Local government in the city or town where you live -----	20%	52%	11%	4%	8%	5%	72%	15%

(RESUME ASKING ALL RESPONDENTS)

NEXT I WOULD LIKE TO ASK YOU ABOUT TWO POTENTIAL MEASURES. ONLY ONE OF THESE MAY APPEAR ON A FUTURE NAPA COUNTY BALLOT.

(SPLIT SAMPLE C READ Q2 THEN Q3 THEN Q4)

(SPLIT SAMPLE D READ Q4 THEN Q3 THEN Q2)

2. The **FIRST/NEXT** measure might be entitled “**THE NAPA COUNTY CHILDREN’S HEALTH, EDUCATION, AND SAFETY MEASURE**”. It might read as follows: “To improve the education, health and safety of children; support parents and families; expand access to voluntary, quality early education; provide before- and after-school programs; and expand youth employment and job training programs; shall Napa County enact a half-cent sales tax with independent citizens oversight, full public disclosure of all spending and mandatory annual audits?”

If the election were held today, would you vote yes in favor of the measure, or no to oppose it? **(IF YES/NO, ASK:)** “Will you definitely vote **(YES/NO)** or just probably?” **(IF UNDECIDED, ASK:)** “Are you leaning toward voting yes or no?”)

	SPLIT C:	SPLIT D:	
	Q2	Q4	
	<u>FIRST</u>	<u>FIRST ??</u>	<u>TOTAL</u>
TOTAL YES -----	53%	49%	51%
Definitely yes -----	20%	25%	23%
Probably yes -----	27%	20%	24%
Undecided, lean yes -----	5%	4%	5%
 TOTAL NO -----	 42%	 46%	 44%
Undecided, lean no -----	3%	4%	3%
Probably no -----	14%	11%	12%
Definitely no -----	26%	31%	28%
 (DK/NA) -----	 5%	 5%	 5%

(SPLIT SAMPLE C READ Q2 THEN Q3 THEN Q4)
 (SPLIT SAMPLE D READ Q4 THEN Q3 THEN Q2)
 (ASK Q3 ONLY IF CODED 1-6 ‘YES/NO’ IN PRIOR QUESTION)

3. In a few of your own words, what are the main reasons why you would vote (YES/NO) on this measure?
 (OPEN-END; RECORD VERBATIM RESPONSE; PROBE FOR SPECIFICS BEYOND
 “SOUNDS LIKE A GOOD/BAD IDEA.”)

a. Yes *N=221*

For the kids -----	31%
Education is important -----	25%
After school/preschool care is important -----	18%
General support -----	10%
Assists with job training -----	10%
Schools need funding/improve schools -----	6%
For the future -----	4%
Good for the community -----	3%
Helps prevent crime/gangs/getting in trouble -----	3%
Safety of the kids -----	2%
Citizen oversight is good/transparency -----	2%
Tax increase isn't too much/okay with taxes -----	2%
Government should pay for education -----	1%
Need more information -----	1%
Will cost less in the long run -----	0%
Other -----	4%
Don't know -----	2%
Refused -----	1%

b. No *N=157*

Against raising taxes -----	20%
Taxes are high enough already -----	17%
Money won't go where they say it will/waste money -----	17%
Need more information -----	10%
Budget/use money they already have -----	9%
Comment about oversight committee -----	6%
Too much government presence -----	6%
Parents should take care of their children -----	5%
Money could be used for more important things -----	5%
It's not necessary/won't work -----	4%
Too much in one measure -----	1%
Other -----	10%
Don't know -----	0%
Nothing/doesn't apply to me -----	1%
Refused -----	1%

(SPLIT SAMPLE C READ Q2 THEN Q3 THEN Q4)
 (SPLIT SAMPLE D READ Q4 THEN Q3 THEN Q2)

4. The **FIRST/NEXT** measure might be entitled “**THE NAPA COUNTY CHILDREN’S HEALTH, EDUCATION, AND SAFETY MEASURE**”. It might read as follows: “To improve the education, health and safety of children; support parents and families; expand access to voluntary, quality early education; provide before- and after-school programs; and expand youth employment and job training programs; shall Napa County dedicate four percent of County property tax revenue, phased in over four years, with independent citizens oversight, full public disclosure of all spending and mandatory annual audits?”

If the election were held today, would you vote yes in favor of the measure, or no to oppose it? (**IF YES/NO, ASK:**) Will you definitely vote (**YES/NO**) or just probably? (**IF UNDECIDED, ASK:** Are you leaning toward voting yes or no?)

	SPLIT D: Q4 <u>FIRST</u>	SPLIT C: Q2 <u>FIRST</u>	<u>TOTAL</u>
TOTAL YES -----	58%	44%	51%
Definitely yes -----	23%	18%	20%
Probably yes -----	28%	20%	24%
Undecided, lean yes -----	6%	7%	7%
 TOTAL NO -----	 36%	 50%	 43%
Undecided, lean no -----	3%	5%	4%
Probably no -----	11%	15%	13%
Definitely no -----	23%	30%	26%
 (DK/NA) -----	 6%	 6%	 6%

NOW I WOULD LIKE TO ASK YOU A MORE GENERAL QUESTION ABOUT ISSUES FACING THE COUNTY.

5. I am going to read a short list of public services in Napa County. For each one, please tell me if you think there a great need for additional funding, some need, a little need or no real need for additional funding. (RANDOMIZE)

	<u>GREAT</u>	<u>SOME</u>	<u>LITTLE</u>	<u>NO</u>	<u>(DK/</u>	<u>GREAT</u>	<u>LTLE/</u>
	<u>NEED</u>	<u>NEED</u>	<u>NEED</u>	<u>REAL</u>	<u>NA)</u>	<u>NEED</u>	<u>NO RL</u>
						<u>NEED</u>	<u>NEED</u>
(SPLIT SAMPLE A ONLY)							
[] a. After-school programs for youth	41%	33%	7%	14%	5%	74%	21%
[] b. Local public schools	37%	27%	10%	20%	6%	64%	30%
[] c. Parks and open space	26%	31%	17%	24%	3%	57%	40%
[] d. Public transportation, such as buses and trains	24%	29%	13%	30%	3%	54%	43%
[] e. Child care programs	32%	32%	9%	17%	11%	63%	26%
(SPLIT SAMPLE B ONLY)							
[] f. Summer programs for youth	29%	39%	5%	20%	7%	68%	25%
[] g. Economic development	12%	37%	11%	29%	10%	50%	40%
[] h. Pre-school and early childhood education	31%	34%	9%	21%	6%	65%	30%
[] i. Public safety	17%	38%	16%	24%	5%	55%	40%
[] j. Road maintenance and repair	56%	30%	9%	5%	1%	85%	14%

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT THE FIRST POTENTIAL BALLOT MEASURE I MENTIONED A FEW MOMENTS AGO. AS YOU MAY RECALL, IN ORDER TO IMPROVE THE EDUCATION, HEALTH AND SAFETY OF CHILDREN; EXPAND ACCESS TO VOLUNTARY, QUALITY EARLY EDUCATION; PROVIDE BEFORE- AND AFTER-SCHOOL PROGRAMS; EXPAND YOUTH EMPLOYMENT AND JOB TRAINING PROGRAMS; AND SUPPORT HEALTH AND NUTRITION PROGRAMS FOR YOUNG PEOPLE; IT WOULD

(SPLIT SAMPLE C ONLY: ENACT A HALF-CENT SALES TAX TO FUND SERVICES FOR CHILDREN AND YOUTH.)

(SPLIT SAMPLE D ONLY: DEDICATE FOUR PERCENT OF COUNTY PROPERTY TAX REVENUE TO FUND SERVICES FOR CHILDREN AND YOUTH.)

6. I am going to read you a list of different ways that public funds from this measure might be invested in Napa County. Please tell me whether you consider each to be an extremely important, very important, somewhat important or a not too important priority. (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/</u> <u>NA)</u>	<u>EXT/</u> <u>VERY</u>
(SPLIT SAMPLE A ONLY)						
[]a. Providing affordable, high-quality preschool	20%	28%	28%	24%	1%	48%
[]b. Expanding child abuse prevention and education programs	24%	33%	26%	16%	1%	57%
[]c. Providing regular dental health checkups for children	18%	28%	28%	25%	1%	46%
[]d. Expanding mental health treatment for children and youth	21%	37%	25%	14%	3%	58%
[]e. Offering after-school programs for school age-children	15%	41%	27%	15%	2%	56%
[]f. Providing bullying prevention programs and education	23%	25%	27%	23%	2%	48%
[]g. Training teachers who work with young children	23%	32%	17%	26%	2%	55%
[]h. Expanding parent education and support programs	14%	22%	36%	26%	4%	35%
(SPLIT SAMPLE B ONLY)						
[]i. Helping parents learn about infant and toddler development and needs	15%	23%	38%	25%	0%	37%
[]j. Helping at-risk youth get and keep a job	22%	35%	28%	14%	1%	57%
[]k. Helping homeless children and teens stay in school	34%	37%	18%	10%	1%	71%
[]l. Providing preventive health care to keep children and young people from getting sick	20%	33%	28%	16%	3%	53%
[]m. Offering substance abuse treatment for youth	22%	36%	28%	14%	0%	58%
[]n. Helping low-income parents afford child care	21%	29%	30%	20%	1%	50%
[]o. Providing early childhood wellness programs to ensure young children's health	17%	26%	37%	18%	2%	43%

(RESUME ASKING ALL RESPONDENTS)

7. Next, I am going to read you some other possible provisions of this measure. After I read each one, please tell me whether you would be more likely or less likely to vote for the measure if that provision were included. **(IF MORE/ LESS LIKELY, ASK: “Does that make you much MORE/LESS LIKELY or just somewhat MORE/LESS LIKELY to support the ballot initiative?”) (RANDOMIZE)**

	<u>MUCH MORE LIKELY</u>	<u>SMWT MORE LIKELY</u>	<u>SMWT LESS LIKELY</u>	<u>MUCH LESS LIKELY</u>	<u>(DK/ NA)</u>	<u>TOTAL MORE LKLY</u>	<u>TOTAL LESS LKLY</u>
[]a. Having an independent, non-government commission of citizen experts manage the funds and supervise youth programs -----	24%	36%	17%	15%	7%	60%	33%
(ASK SPLIT SAMPLE A ONLY)							
[]b. Subjecting all expenditures to independent annual financial audits-----	37%	35%	10%	12%	7%	71%	21%
[]c. Requiring funded programs to meet standards for effectiveness every year-----	28%	37%	10%	17%	7%	66%	28%
[]d. Limiting the measure to ten years-----	19%	39%	16%	17%	9%	58%	33%
[]e. Having the County of Napa manage the funds and supervise youth programs -----	14%	29%	25%	25%	7%	43%	50%
(ASK SPLIT SAMPLE B ONLY)							
[]f. Having local school districts manage the funds and supervise youth programs -----	17%	36%	17%	20%	9%	54%	37%
[]g. Giving the public a chance to participate in decisions about how money from the measure will be spent ----	35%	30%	13%	14%	8%	65%	27%
[]h. Subjecting all expenditures to review by a citizens’ oversight board-----	35%	34%	14%	9%	8%	69%	23%
[]i. Limiting the measure to fifteen years-----	26%	30%	15%	18%	10%	57%	33%

(RESUME ASKING ALL RESPONDENTS)

8. The final structure of the measure has not been determined. I'm going to read you a list of some different ways that the measure might be funded. After I read each one, please tell me whether it sounds like something you would support or oppose. **(IF SUPPORT/OPPOSE, ASK: "Is that strongly SUPPORT/OPPOSE or just somewhat?") (RANDOMIZE)**

	<u>STR</u> <u>SUPP</u>	<u>SMWT</u> <u>SUPP</u>	<u>SMWT</u> <u>OPP</u>	<u>STR</u> <u>OPP</u>	<u>(DK/</u> <u>/NA)</u>	<u>TOTAL</u> <u>SUPP</u>	<u>TOTAL</u> <u>OPP</u>
[]a. Enacting a tax of one cent per ounce on sugar-sweetened beverages-----	34%	18%	10%	36%	1%	53%	46%
[]b. Adding a fee on new real estate development projects-----	25%	23%	14%	34%	4%	48%	48%
[]c. Enacting a half-cent sales tax increase ----	15%	20%	21%	41%	3%	35%	62%
[]d. Setting aside four percent of annual property tax revenue, phased in over four years -----	18%	31%	15%	33%	3%	49%	48%

9. And regardless of how the money were raised, would your household be willing to pay _____ in additional taxes to improve and expand access to children and youth services throughout Napa County? **(IF WILLING/ UNWILLING, ASK:) "Would that be very WILLING/UNWILLING, to pay that amount, or just somewhat?" (SPLIT SAMPLE A READ TOP TO BOTTOM, SPLIT SAMPLE B READ BOTTOM TO TOP)**

	<u>VERY</u> <u>WILL</u>	<u>SMWT</u> <u>WILL</u>	<u>SMWT</u> <u>UNWL</u>	<u>VERY</u> <u>UNWL</u>	<u>(DK/</u> <u>NA)</u>	<u>TOTAL</u> <u>WILL</u>	<u>TOTAL</u> <u>UNWILL</u>
[]a. 100 dollars per year -----	16%	22%	14%	46%	2%	38%	60%
[]b. 50 dollars per year -----	25%	23%	12%	37%	2%	48%	49%
[]c. 30 dollars per year -----	33%	24%	10%	31%	2%	57%	41%
[]d. 20 dollars per year -----	41%	25%	6%	25%	2%	66%	32%

NOW I AM GOING TO READ YOU STATEMENTS BY SUPPORTERS AND OPPONENTS OF THE BALLOT MEASURE WE HAVE BEEN DISCUSSING.

10. First, I am going to read you a series of statements from supporters of this proposal. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support a ballot measure to fund programs for children and youth in Napa County. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/NA)</u>	<u>VERY/ SMWT</u>
[]a. (POVERTY) Far too many Napa children are living in poverty. Forty thousand County residents do not earn enough to make ends meet, 11 percent of our kids live below the federal poverty line, and more than ten percent do not have a reliable source of food. This measure will provide critical support for these children through health and nutrition programs, and help for young parents and homeless families, with the goal that no Napa child has to live in hunger or poverty. -----	35%	33%	15%	15%	2%	68%
[]b. (BUDGET) Napa kids make up 22 percent of the population, but only eight percent of the County budget goes to services that meet the needs of children and youth. This measure will ensure that youth programs get their fair share of funding to serve our community's children. -----	27%	36%	23%	13%	2%	63%
[]c. (SAFE PLACE) Many Napa County kids do not have a safe place to go after school or during the summer. This measure will fund before- and after-school programs, summer activities, and provide child care so that kids can stay safe, off the street, and out of trouble.-----	39%	32%	14%	13%	1%	71%
[]d. (ENRICHMENT/JOB TRAINING) Schools cannot always provide the vital enrichment education, extra academic support, and job training that many students need. This measure will fund programs that fill in these gaps and give Napa kids a chance to succeed.-----	32%	38%	16%	13%	1%	70%
[]e. (LOBBYISTS) Napa County's children are not a special interest, and do not have lobbyists to speak up for them when County budget decisions are being made. This measure is a way of speaking up for kids, and ensuring they are not ignored when budget decisions are made. -----	26%	28%	25%	18%	2%	55%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/NA)</u>	<u>VERY/ SMWT</u>
[]f. (BRAIN DEVELOPMENT) Research shows that a child’s brain develops most dramatically during the first five years of life. By voting for this measure, we can help ensure that Napa County children under five years old have access to early childhood education and health services they need to get off to a strong start in school and in life. -----	40%	32%	16%	11%	1%	72%
(ASK SPLIT SAMPLE C ONLY)						
[]g. (SALES TAX) Tourists spend millions of dollars in Napa County every year, and this tourism is projected to keep growing. Much of the sales tax enacted by this measure would be paid by tourists from outside Napa County – but every penny would go to help our kids. -----	27%	30%	25%	18%	1%	56%
[]h. (NO CUTS) This measure would not take a penny of funding away from existing County services. It would create a new stream of revenue to fund critical services for youth. -----	25%	34%	21%	18%	2%	59%
(ASK SPLIT SAMPLE D ONLY)						
[]i. (NO TAX INCREASE) This measure would NOT increase taxes. It would provide millions in vital funding for youth services by setting aside just four percent of existing local property tax revenues. -----	25%	30%	18%	24%	3%	55%
[]j. (GROWTH) County property tax revenues are currently projected to grow four percent per year. The cost of this measure would be entirely paid for out of that growth – with no impact on existing funding. -----	26%	26%	23%	24%	1%	52%

(RESUME ASKING ALL RESPONDENTS)

11. Having heard this, do you think you would vote “yes” or “no” on the measure to improve the education, health and safety of children; support parents and families; expand access to voluntary, quality early education; provide before- and after-school programs; and expand youth employment and job training programs by

(SPLIT SAMPLE C ONLY: enacting a half-cent sales tax.)

(SPLIT SAMPLE D ONLY: dedicating four percent of County property tax revenue, phased in over four years.)

(IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)

	SPLIT C: ½ CENT <u>SALES TAX</u>	SPLIT D: 4%/CNTY PROP <u>TAX REVENUE</u>	<u>TOTAL</u>
TOTAL YES -----	58%	66%	62%
Definitely yes -----	25%	33%	29%
Probably yes -----	23%	31%	27%
Undecided, lean yes -----	10%	2%	6%
 TOTAL NO -----	 39%	 33%	 36%
Undecided, lean no -----	1%	1%	1%
Probably no -----	11%	9%	10%
Definitely no -----	27%	23%	25%
 (DK/NA) -----	 3%	 1%	 2%

(ASK SPLIT SAMPLE C ONLY – SALES TAX)

12. Next, here is a statement from people who oppose this measure. We all want to help children, but County government is full of bureaucracy and wasted money. If voters approve this measure, there is no way to be sure that the money will be spent effectively or make a difference for the children it is meant to help. This tax increase will take money straight out of the pockets of Napa residents, at a time when many are struggling to make ends meet. In addition, there should be higher priorities for our County tax dollars right now – like reducing crime, fixing our roads and transportation system, and creating middle-class jobs. And at the end of the day, parents – and not County government – should be responsible for raising and caring for children.

Having heard this, do you think you would vote “yes” or “no” on the measure to expand services for children and youth in Napa County by enacting a half-cent sales tax? **(IF YES/NO, ASK: “Is that definitely or just probably?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

TOTAL YES -----	45%
Definitely yes -----	22%
Probably yes -----	17%
Undecided, lean yes -----	6%
 TOTAL NO -----	 51%
Undecided, lean no -----	4%
Probably no -----	17%
Definitely no-----	31%
 (DON’T READ) DK/NA -----	 3%

(ASK SPLIT SAMPLE D ONLY – SET-ASIDE)

13. Next, here is a statement from people who oppose this measure. We all want to help children, but County government is full of bureaucracy and wasted money. If voters approve this measure, there is no way to be sure that the money will be spent effectively or make a difference for the children it is meant to help. This measure will take funding away from vital services – everything from the sheriff to roads to health services – and divert it to new programs for children. There should be higher priorities for our County tax dollars right now – like reducing crime, fixing our roads and transportation system, and creating middle-class jobs. And at the end of the day, parents – and not County government – should be responsible for raising and caring for children.

Having heard this, do you think you would vote “yes” or “no” on the measure to expand services for children and youth in Napa County by dedicating four percent of County property tax revenue, phased in over four years? **(IF YES/NO, ASK: “Is that definitely or just probably?”)** **(IF UNDECIDED, DON’T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

TOTAL YES -----	56%
Definitely yes -----	28%
Probably yes -----	26%
Undecided, lean yes -----	2%
 TOTAL NO -----	 42%
Undecided, lean no -----	1%
Probably no -----	12%
Definitely no -----	28%
 (DON’T READ) DK/NA -----	 2%

(RESUME ASKING ALL RESPONDENTS)

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

14. How would you describe yourself politically? Would you say you are very conservative, somewhat conservative, moderate, somewhat liberal or very liberal?

- Very conservative----- 12%
- Somewhat conservative ----- 23%
- Moderate ----- 25%
- Somewhat liberal----- 23%
- Very liberal ----- 11%
- (DON'T KNOW)**-----6%

15. I do not need to know the exact ages, but please tell me if you have any children in the following age ranges: **(ACCEPT MULTIPLE RESPONSES)**

- 0-5----- 15%
- 6-10 -----8%
- 11-14----- 10%
- 15-18-----7%
- (DON'T READ) DK/NA/Refused**----- 68%

16. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African-American or Black; Caucasian or White; Asian or Pacific Islander; or some other ethnic or racial background?

- Latino/Hispanic ----- 10%
- African-American/Black -----3%
- Caucasian/White ----- 74%
- Asian/Pacific Islander -----3%
- (MIXED RACE)** -----2%
- (OTHER)** -----0%
- (DON'T READ) DK/NA/REFUSED** ----9%

17. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2014. Was it: **(READ CHOICES BELOW)**

- \$30,000 and under ----- 11%
- \$30,001 - \$60,000----- 20%
- \$60,001 - \$90,000----- 19%
- \$90,001 - \$120,000 ----- 17%
- \$120,001 - \$150,000-----6%
- More than \$150,000 ----- 13%
- (DON'T READ) Refused** ----- 15%

THANK AND TERMINATE

Sex: By Observation

Male-----48%
 Female-----52%

PARTY REGISTRATION:

Democrat-----47%
 Republican-----27%
 No Party Preference-----20%
 Other-----6%

FLAGS

P10-----56%
 G10-----75%
 P12-----56%
 G12-----89%
 P14-----56%
 G14-----78%
 Blank-----3%

AGE

18-29-----10%
 30-39-----11%
 40-49-----14%
 50-64-----31%
 65-74-----19%
 75+-----15%

BOARD OF SUPERVISORS

1-----18%
 2-----22%
 3-----22%
 4-----19%
 5-----19%

PERMANENT ABSENTEE

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

CITY

American Canyon-----12%
 Calistoga-----4%
 Napa-----55%
 St. Helena-----3%
 Yountville-----2%
 Unincorporated-----24%

HOUSEHOLD PARTY TYPE

Dem 1-----22%
 Dem 2+-----16%
 Rep 1-----9%
 Rep 2+-----11%
 Ind 1+-----16%
 Mix-----26%