

The Policy, Research, & Practice Initiative

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# KEY FINDINGS

## 2018 CALIFORNIA AFRICAN AMERICAN POLICY PRIORITIES SURVEY

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MAY 18, 2018



THE CLEAR PATH

Public Opinion Research

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# KEY FINDINGS OF THE RESEARCH: STATEWIDE RACES

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- 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

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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%)



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# **SURVEY METHODOLOGY**

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# SURVEY METHODOLOGY

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- 1,350 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.



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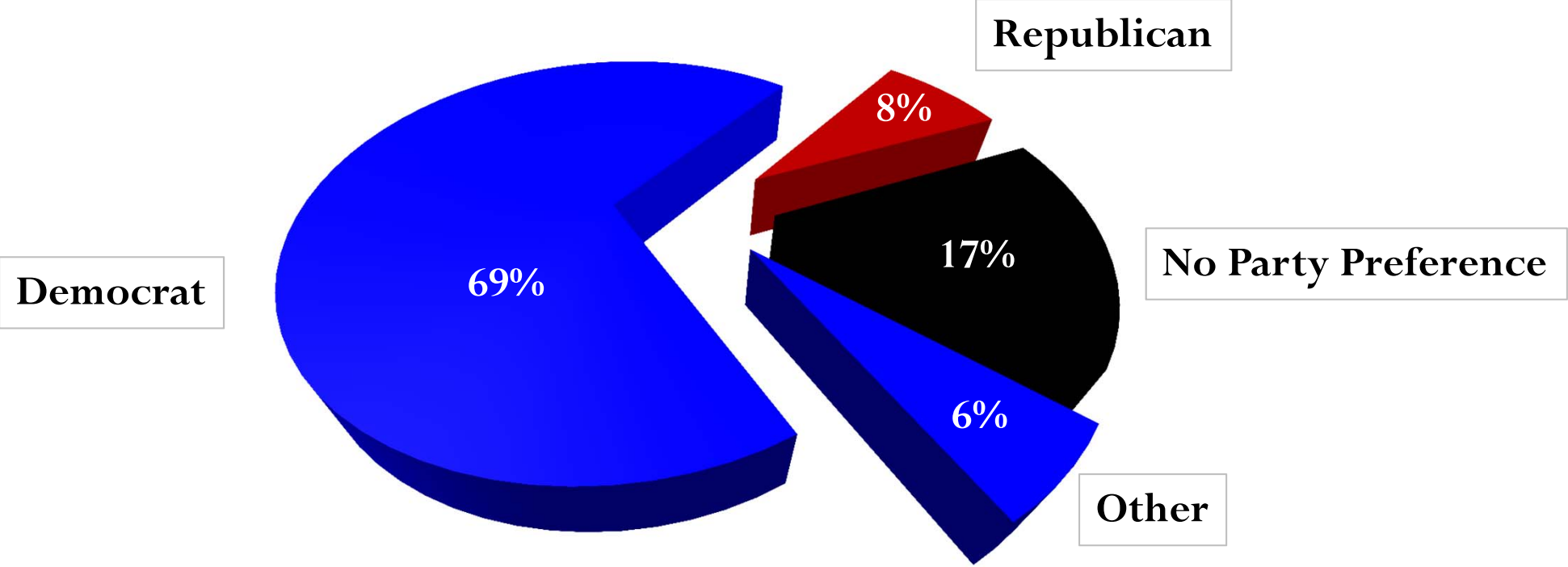
# **POLITICAL CONTEXT**

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# THE BLACK ELECTORATE

## NEARLY 7-IN-10 BLACK VOTERS ARE DEMOCRATS

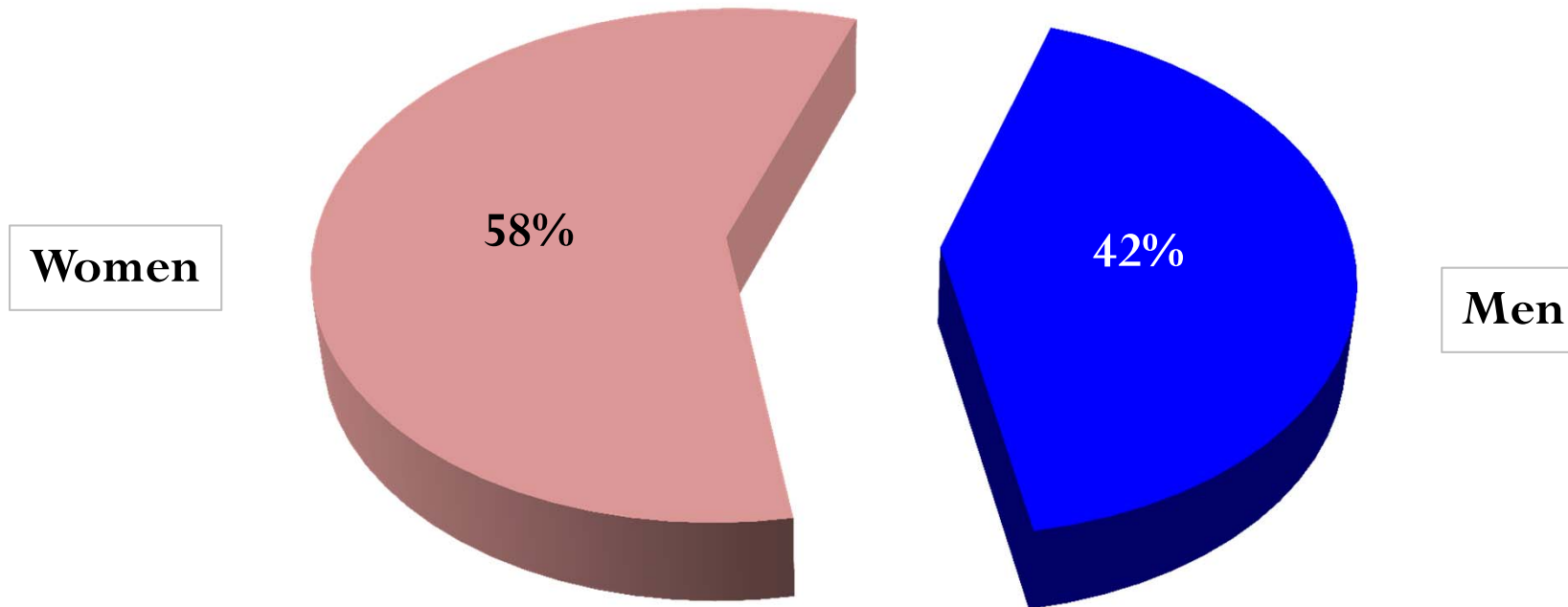
The Black Electorate: Party Registration



# THE BLACK ELECTORATE

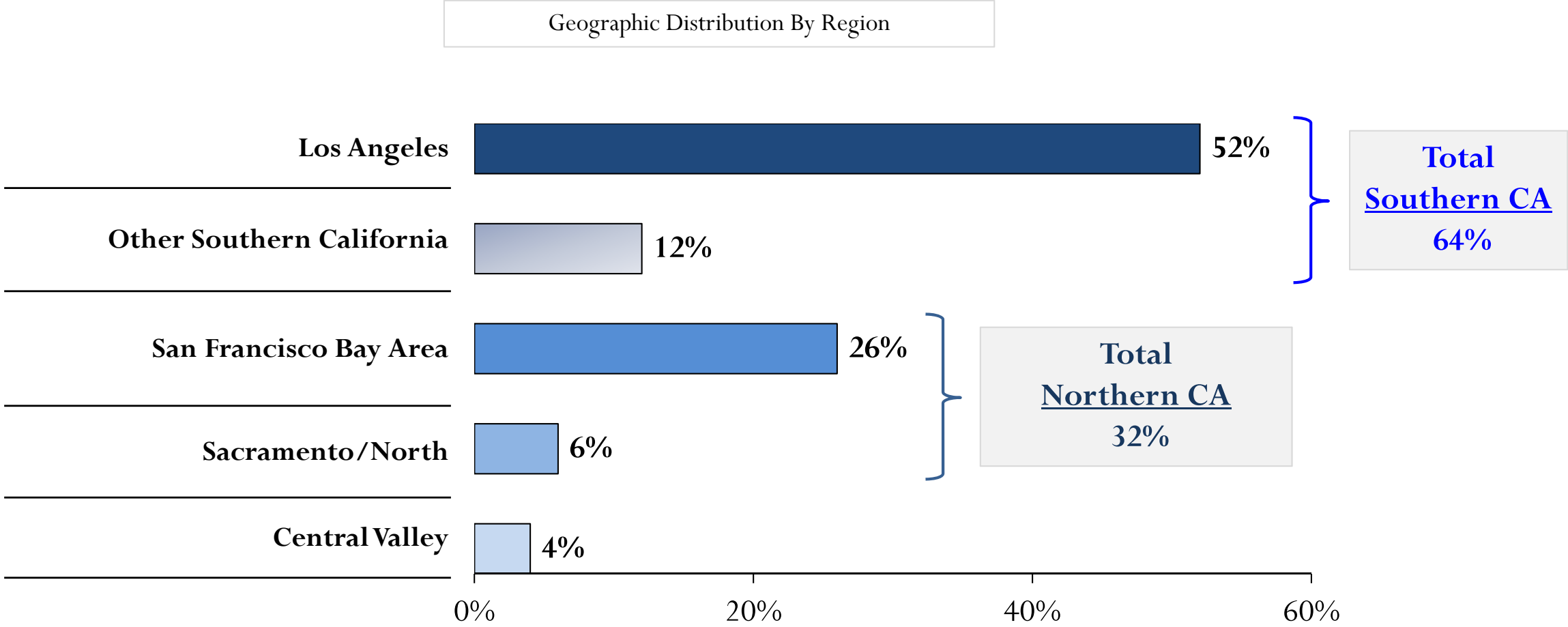
## NEARLY 3-IN-5 BLACK VOTERS ARE WOMEN

The Black Electorate: Gender



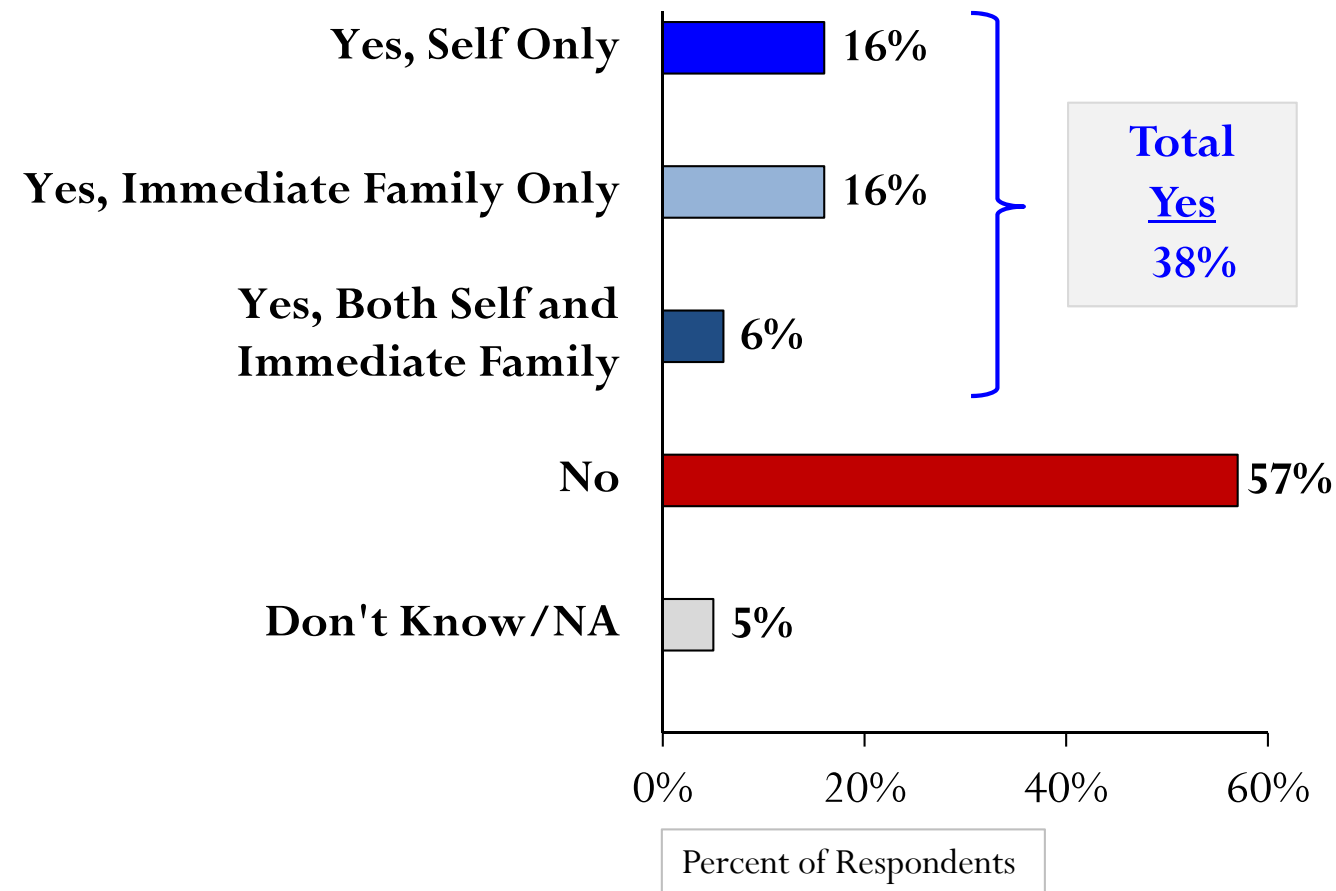


# GEOGRAPHIC DISTRIBUTION OF BLACK VOTERS



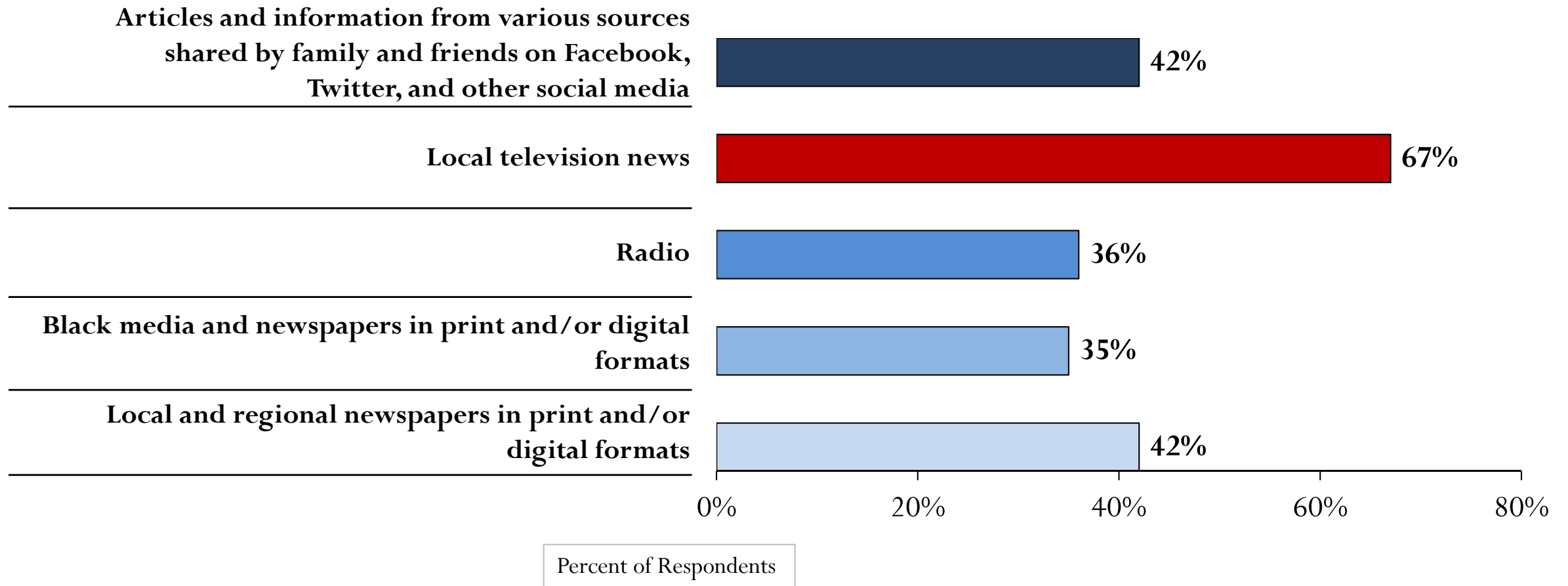
# UNION MEMBERSHIP AMONG BLACK VOTERS

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

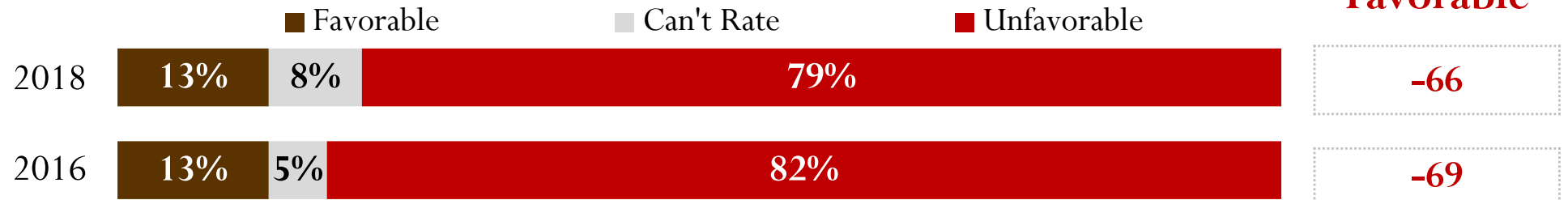
Q: Which of the following sources do you turn to for news and information about politics and community issues? [Multiple responses accepted]



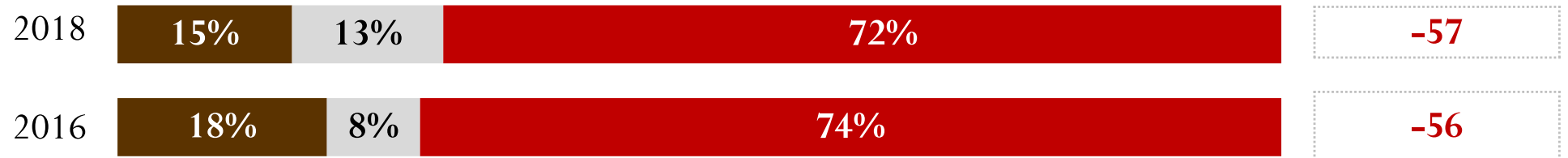
# ATTITUDES TOWARD THE PRESIDENT AND POLITICAL PARTIES

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%



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**JUNE PRIMARY ELECTION**

**PERCEPTIONS OF THE CANDIDATES**

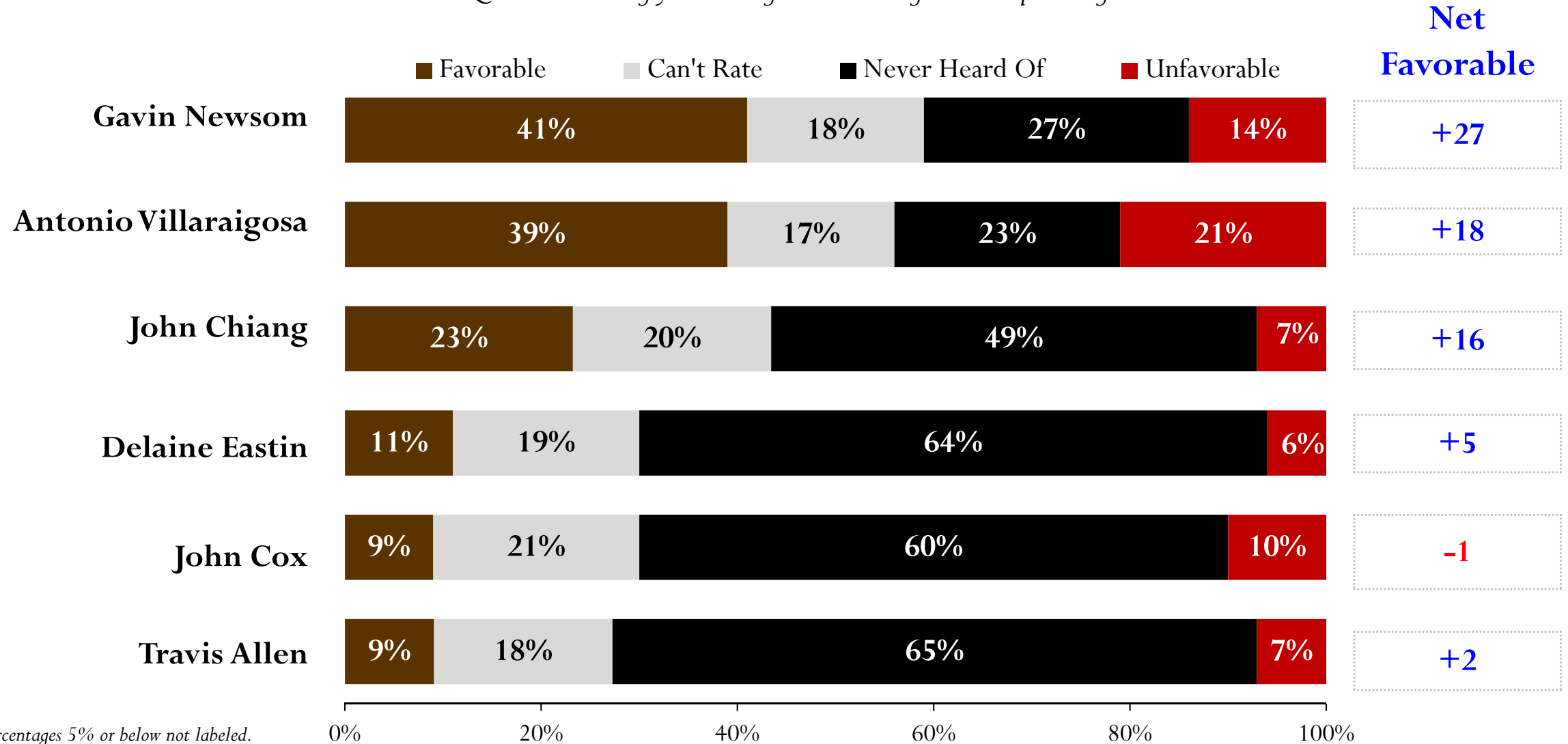
**THE VOTE**

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# 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.



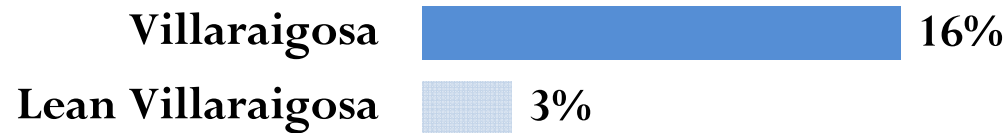
# GUBERNATORIAL VOTE CHOICE:

## NEWSOM HOLDS A 16-POINT LEAD OVER VILLARAIGOSA

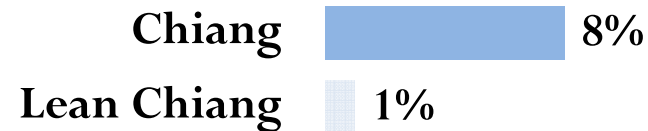
Q: If the June primary election for Governor were held today, who would you vote for if the candidates were\*:



**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:



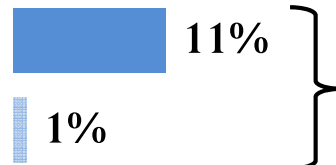
Feinstein  
Lean Feinstein



Total  
Feinstein  
65%



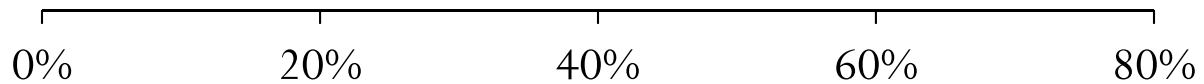
de León  
Lean de León



Total  
de León  
12%

Undecided 17%

Prefer Not To Say/Plan to Skip 6%



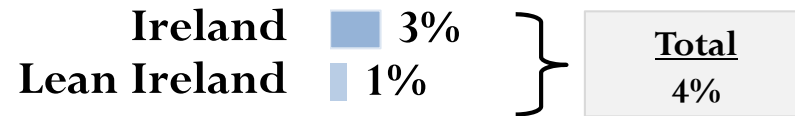
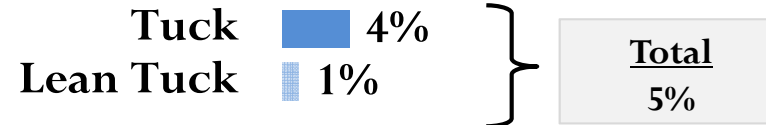
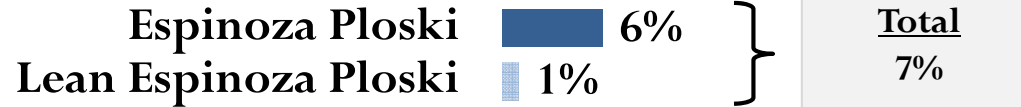
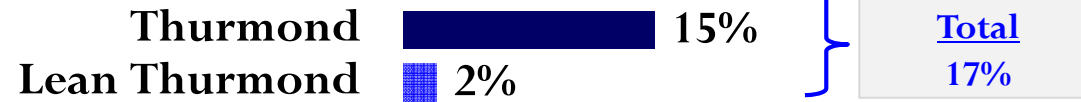
Percent of Respondents





# 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



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# **PUBLIC POLICY PRIORITIES**

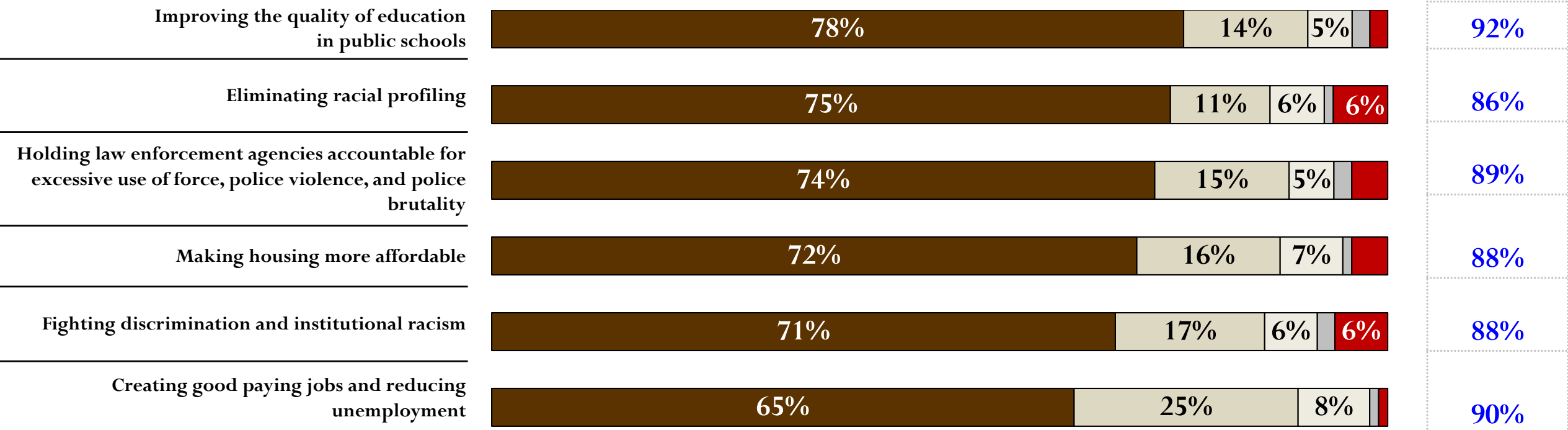
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# IMPROVING THE QUALITY OF PUBLIC EDUCATION EMERGES AS #1 POLICY PRIORITY

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**



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**

Expanding access to mental health services



83%

Expanding access to quality health care



85%

Reducing homelessness



84%

Opposing the Trump Administration



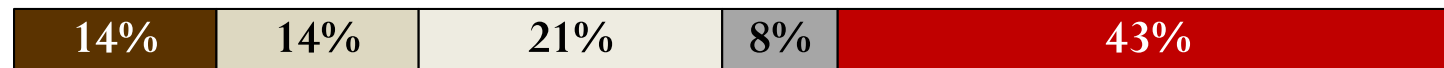
66%

Preventing the displacement of longer-term and/or lower-income residents due to gentrification



69%

Expanding the number of charter schools



28%

Percent of Respondents

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



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**FOR MORE INFORMATION, CONTACT:**

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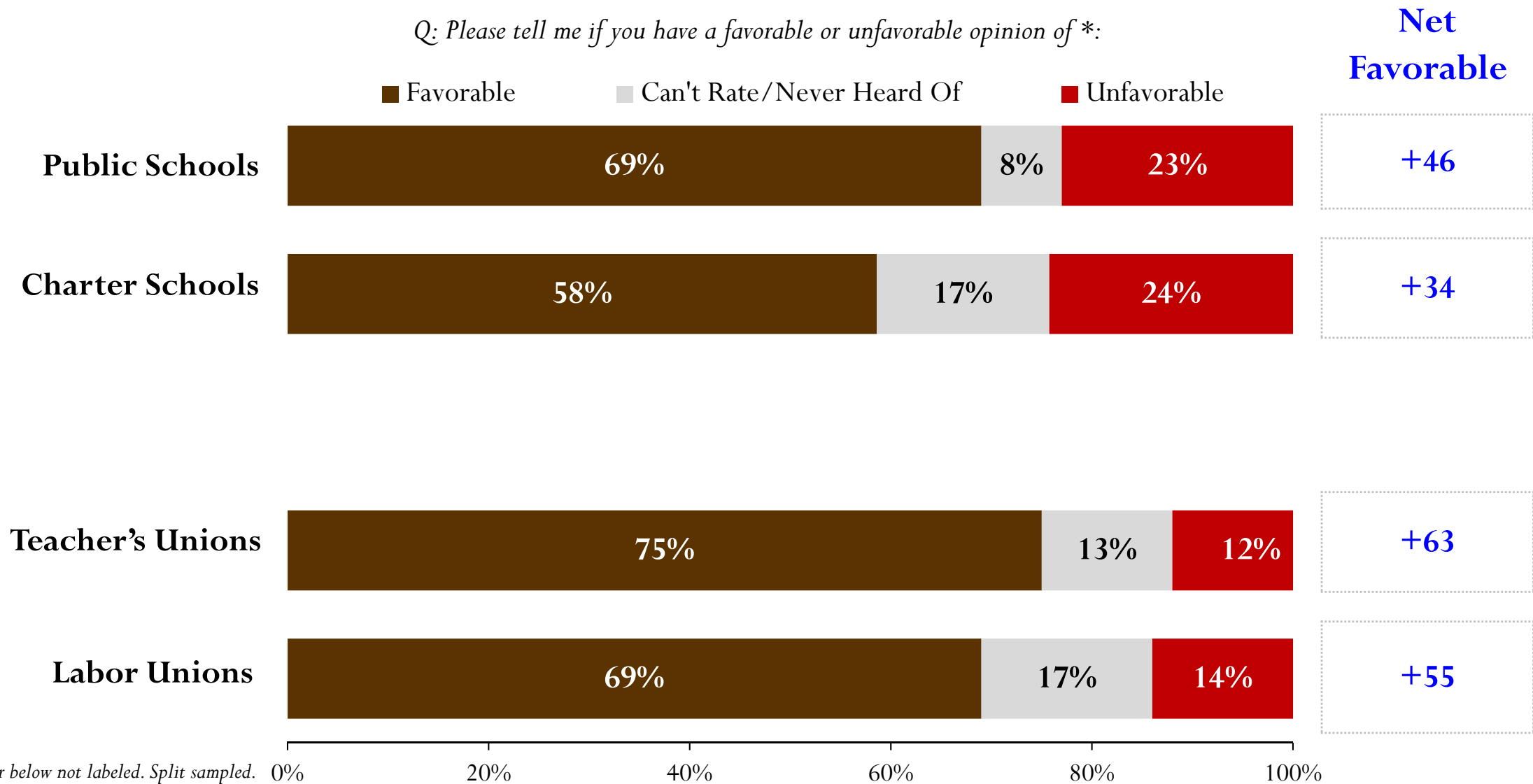
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# APPENDIX

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# 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

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- **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%





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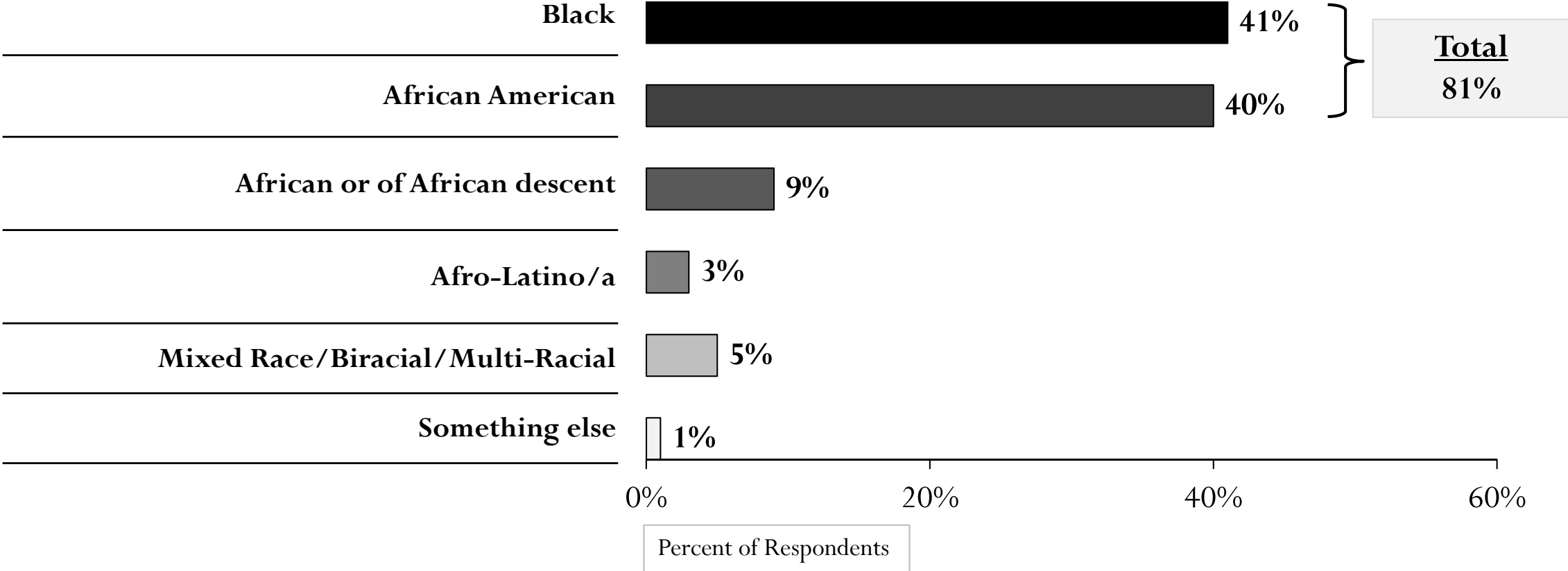
# **CHARACTERISTICS OF THE BLACK ELECTORATE**

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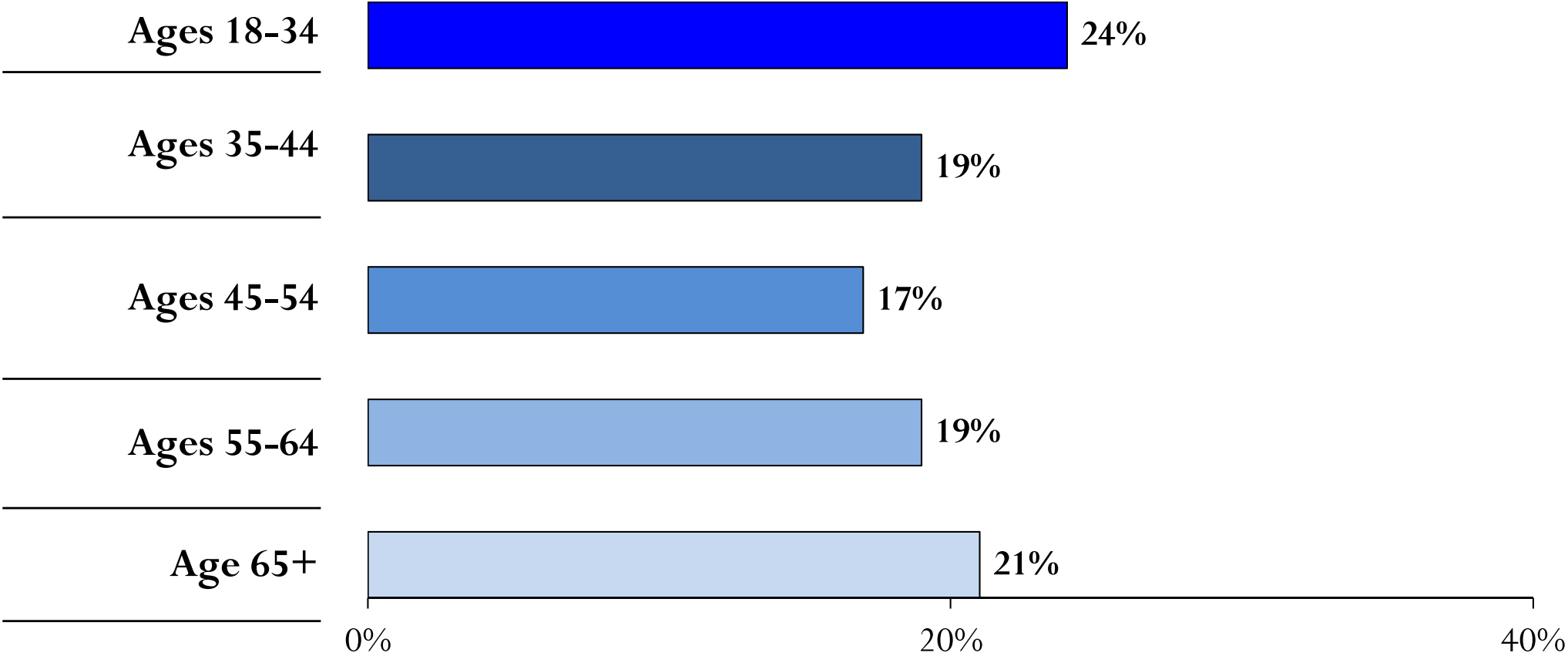
# THE BLACK ELECTORATE

## 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?

