KEY FINDINGS
2018 CALIFORNIA AFRICAN AMERICAN POLICY PRIORITIES SURVEY

MAY 18, 2018
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.
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%)
Survey Methodology
SURVEY METHODOLOGY

- 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 ±2.67% at the 95% confidence level
  - The margin of error for the sample of likely June Primary voters is ±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.
POLITICAL CONTEXT
THE BLACK ELECTORATE
NEARLY 7-IN-10 BLACK VOTERS ARE DEMOCRATS

The Black Electorate: Party Registration

- Democrat: 69%
- Republican: 8%
- No Party Preference: 17%
- Other: 6%
THE BLACK ELECTORATE
NEARLY 3-IN-5 BLACK VOTERS ARE WOMEN

The Black Electorate: Gender

- Women: 58%
- Men: 42%
GEOGRAPHIC DISTRIBUTION OF BLACK VOTERS

Geographic Distribution By Region

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

Total Southern CA: 64%
Total Northern CA: 32%
Q: 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%
- Don’t Know/NA: 5%

Total Yes: 38%
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]

- 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%)

Percent of Respondents
### Attitudes Toward the President and Political Parties

#### Donald Trump

<table>
<thead>
<tr>
<th>Year</th>
<th>Favorable</th>
<th>Can't Rate</th>
<th>Unfavorable</th>
<th>Net Favorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>13%</td>
<td>8%</td>
<td>79%</td>
<td>-66</td>
</tr>
<tr>
<td>2016</td>
<td>13%</td>
<td>5%</td>
<td>82%</td>
<td>-69</td>
</tr>
</tbody>
</table>

#### The Republican Party

<table>
<thead>
<tr>
<th>Year</th>
<th>Favorable</th>
<th>Can't Rate</th>
<th>Unfavorable</th>
<th>Net Favorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>15%</td>
<td>13%</td>
<td>72%</td>
<td>-57</td>
</tr>
<tr>
<td>2016</td>
<td>18%</td>
<td>8%</td>
<td>74%</td>
<td>-56</td>
</tr>
</tbody>
</table>

#### The Democratic Party

<table>
<thead>
<tr>
<th>Year</th>
<th>Favorable</th>
<th>Can't Rate</th>
<th>Unfavorable</th>
<th>Net Favorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>72%</td>
<td>8%</td>
<td>20%</td>
<td>+52</td>
</tr>
<tr>
<td>2016</td>
<td>86%</td>
<td>10%</td>
<td>0%</td>
<td>+76</td>
</tr>
</tbody>
</table>

* Percentages 5% or below not labeled. Split sampled.
JUNE PRIMARY ELECTION
PERCEPTIONS OF THE CANDIDATES
THE VOTE
NEWSOM AND VILLARAIGOSA
ENJOY COMPARABLE FAVORABILITY RATINGS

Q: Please tell me if you have a favorable or unfavorable opinion of *:

<table>
<thead>
<tr>
<th>Name</th>
<th>Favorable</th>
<th>Can't Rate</th>
<th>Never Heard Of</th>
<th>Unfavorable</th>
<th>Net Favorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gavin Newsom</td>
<td>41%</td>
<td>18%</td>
<td>27%</td>
<td>14%</td>
<td>+27</td>
</tr>
<tr>
<td>Antonio Villaraigosa</td>
<td>39%</td>
<td>17%</td>
<td>23%</td>
<td>21%</td>
<td>+18</td>
</tr>
<tr>
<td>John Chiang</td>
<td>23%</td>
<td>20%</td>
<td>49%</td>
<td>7%</td>
<td>+16</td>
</tr>
<tr>
<td>Delaine Eastin</td>
<td>11%</td>
<td>19%</td>
<td>64%</td>
<td>6%</td>
<td>+5</td>
</tr>
<tr>
<td>John Cox</td>
<td>9%</td>
<td>21%</td>
<td>60%</td>
<td>10%</td>
<td>-1</td>
</tr>
<tr>
<td>Travis Allen</td>
<td>9%</td>
<td>18%</td>
<td>65%</td>
<td>7%</td>
<td>+2</td>
</tr>
</tbody>
</table>

* 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*:

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsom</td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td>Lean Newsom</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Villaraigosa</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Lean Villaraigosa</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Chiang</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Lean Chiang</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Some Other Candidate</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Undecided</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Prefer Not To Say/Plan to Skip</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

* Candidates Cox, Allen, and Eastin each have 4% or 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: 59% (65% total)
- Lean Feinstein: 6%
- de León: 11% (12% total)
- Lean de León: 1%
- Undecided: 17%
- Prefer Not To Say/Plan to Skip: 6%
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:

- Thurmond
  - Lean Thurmond: 15%
  - Thurmond: 2%
  - Total: 17%

- Espinoza Ploski
  - Lean Espinoza Ploski: 6%
  - Espinoza Ploski: 1%
  - Total: 7%

- Tuck
  - Lean Tuck: 4%
  - Tuck: 1%
  - Total: 5%

- Ireland
  - Lean Ireland: 3%
  - Ireland: 1%
  - Total: 4%

- Undecided: 62%

- Prefer Not To Say/Plan to Skip: 5%
PUBLIC POLICY 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.

Improving the quality of education in public schools: 78% EXT. High, 14% Very High, 5% SMWHT. High, 0% Don't Know/NA, 0% Low/Not A Priority

Eliminating racial profiling: 75% EXT. High, 11% Very High, 6% SMWHT. High, 6% Don't Know/NA, 0% Low/Not A Priority

Holding law enforcement agencies accountable for excessive use of force, police violence, and police brutality: 74% EXT. High, 15% Very High, 5% SMWHT. High, 0% Don't Know/NA, 0% Low/Not A Priority

Making housing more affordable: 72% EXT. High, 16% Very High, 7% SMWHT. High, 0% Don't Know/NA, 0% Low/Not A Priority

Fighting discrimination and institutional racism: 71% EXT. High, 17% Very High, 6% SMWHT. High, 6% Don't Know/NA, 0% Low/Not A Priority

Creating good paying jobs and reducing unemployment: 65% EXT. High, 25% Very High, 8% SMWHT. High, 0% Don't Know/NA, 0% Low/Not A Priority

Total EXT./Very

92% 86% 89% 88% 90%

* 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.*

<table>
<thead>
<tr>
<th>Issue</th>
<th>EXT. High</th>
<th>Very High</th>
<th>SMWHT. High</th>
<th>Don’t Know/NA</th>
<th>Low/Not A Priority</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanding access to mental health services</td>
<td>63%</td>
<td>20%</td>
<td>10%</td>
<td>83%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expanding access to quality health care</td>
<td>63%</td>
<td>22%</td>
<td>8%</td>
<td>85%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reducing homelessness</td>
<td>61%</td>
<td>23%</td>
<td>12%</td>
<td>84%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opposing the Trump Administration</td>
<td>53%</td>
<td>13%</td>
<td>9%</td>
<td>66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preventing the displacement of longer-term and/or lower-income residents due to gentrification</td>
<td>51%</td>
<td>18%</td>
<td>11%</td>
<td>8%</td>
<td>11%</td>
<td>69%</td>
</tr>
<tr>
<td>Expanding the number of charter schools</td>
<td>14%</td>
<td>14%</td>
<td>21%</td>
<td>8%</td>
<td>43%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Percentages below 5% not displayed. Items were split sampled.
FOR MORE INFORMATION, CONTACT:

SHAKARI BYERLY

shakari@evitarus.com
APPENDIX
**Perceptions of Schools and Key Stakeholders**

*Q: Please tell me if you have a favorable or unfavorable opinion of *:

<table>
<thead>
<tr>
<th></th>
<th>Favorable</th>
<th>Can't Rate/Never Heard Of</th>
<th>Unfavorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Schools</td>
<td>69%</td>
<td>8%</td>
<td>23%</td>
</tr>
<tr>
<td>Charter Schools</td>
<td>58%</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Teacher’s Unions</td>
<td>75%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Labor Unions</td>
<td>69%</td>
<td>17%</td>
<td>14%</td>
</tr>
</tbody>
</table>

*Percentages 5% or below not labeled. Split sampled.*

Net Favorable:
- Public Schools: +46
- Charter Schools: +34
- Teacher’s Unions: +63
- Labor Unions: +55
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%
CHARACTERISTICS OF THE BLACK ELECTORATE
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?

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

Total: 81%
THE BLACK ELECTORATE

DISTRIBUTION BY AGE

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 18-34</td>
<td>24%</td>
</tr>
<tr>
<td>Ages 35-44</td>
<td>19%</td>
</tr>
<tr>
<td>Ages 45-54</td>
<td>17%</td>
</tr>
<tr>
<td>Ages 55-64</td>
<td>19%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>21%</td>
</tr>
</tbody>
</table>
Q: 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%
- Don't Know/NA: 10%

**Frequent Attenders:** 41%

**Infrequent Attenders:** 32%