

FINAL RESULTS: California Voter Survey

Sample Size: 750

Margin of Error: ± 3.6%

Interview Dates: June 5th to 7th, 2019



David Binder Research

Methodology: 250 by telephone and 500 online panel

Respondents: 750 California voters likely to vote in November 2020.

SECTION 1. SCREENING AND WARM-UP

1. **PANEL ONLY.** What is your zip code?

Sacramento	10
Bay Area	20
Central Valley	6
Los Angeles	52
San Diego	8
Other	4

2. Do you feel things in California are generally going in the right direction or are things off on the wrong track?

Right direction	47
Wrong track	45
Don't know	8

3. **PANEL ONLY.** Do you happen to be currently registered to vote in California?

Yes	100
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4. With which political party are you registered?

Democratic	56
Republican	22
Independent	20
Other	2

5. In November 2020, there will be an election in which voters will vote for President, Congress, and for state and local offices.

How likely are you to vote in that election?

Please use a scale of 0 to 10, where 10 means you will definitely vote and 0 means you will definitely not vote.

5	2
6	1
7	4
8	4
9	5
10	84

6. And regardless of whether you will vote, how closely are you following the presidential election?

Please use a scale of 0 to 10, where 10 means you are following it very closely and 0 means you are not following it at all.

0	2
1	<1
2	1
3	3
4	3
5	8
6	8
7	11
8	15
9	12
10	37

SECTION 2. BUDGET

7. Have you heard anything recently about the proposed California budget?

Yes	35
No	59
Don't know	6

Information about one proposal in that budget is below.

Please indicate which you support or oppose.

		SUPPORT		OPPOSE		Don't Know	SUMMARY	
		Strongly	Some-what	Some-what	Strongly		Support	Oppose
8.	The proposal would triple the size of California's earned income tax credit (EITC)	20	31	16	10	23	51	26
9.	The EITC provides a tax credit for low-income working families	35	36	11	6	12	71	17
10.	This proposal would expand the tax credit to cover more working families	39	34	11	5	11	73	16
11.	The proposal would restrict certain tax deductions for businesses	23	30	18	13	16	53	31
12.	The proposal would restrict certain tax deductions for families with incomes above \$500,000	34	27	15	13	11	61	28
13.	The new tax deduction rules would bring state rules in line with federal rules	21	35	14	8	22	56	22
14.	The proposal would raise \$1.2 billion from eliminating tax deductions to fund the expansion of the earned income tax credit	22	32	16	12	18	54	28

15. **FIRST ASK.** Overall, would you say that you support this proposal or oppose this proposal?

Support strongly	18	
Support somewhat	45	→ 63%
Oppose somewhat	16	
Oppose strongly	8	→ 24%
Don't know	13	

Next, information about what supporters and opponents say about this proposal. First, supporters.

16. Supporters say that it will close tax loopholes for millionaires and large corporations and use the money to provide a tax break for working and middle class families, to help keep up with the cost of living.

No families earning less than \$500,000 will pay any new taxes. Corporations in California pay less of their profits in taxes than they did in the 1980s – these changes will make sure they pay their share.

How convincing is that for you personally?

Very convincing	36	→66%
Somewhat convincing	30	
Slightly convincing	14	
Not at all convincing	16	
Don't know	4	

17. Opponents say this is just a \$1.2 billion increase in the taxes of hard-working Californians and businesses, and this will punish people for their success.

They say that this will force growing businesses to downsize or leave already overtaxed California. And no matter what the politicians claim, these tax increases will fall on regular middle class families.

How convincing is that for you personally?

Very convincing	19	→42%
Somewhat convincing	23	
Slightly convincing	23	
Not at all convincing	28	
Don't know	7	

18. **SECOND VOTE.** Now that you've learned more, would you say that you support this proposal or oppose this proposal?

Support strongly	20	→57%
Support somewhat	37	
Oppose somewhat	19	→30%
Oppose strongly	11	
Don't know	13	

VOTE SUMMARY

	SUPPORT	OPPOSE	UNDECIDED	NET SUPPORT
Q15. VOTE 1: Initial Vote	63	24	13	39
Q18. VOTE 2: After Arguments	57	30	13	27
CHANGE	-6	+6	--	-12

19. **FINAL VOTE.** Supporters say that this is only a tax increase on the top 1%, to make the tax code more fair.

They say there are always tax breaks for millionaires and corporations. We need to close the loopholes, and it's about time we put some money back in the pockets of working and middle class families trying to keep up with the rising cost of living.

One last time, now that you've learned more, would you say that you support this proposal or oppose this proposal?

Support strongly	37	→70%
Support somewhat	33	
Oppose somewhat	12	→22%
Oppose strongly	10	
Don't know	8	

VOTE SUMMARY

	SUPPORT	OPPOSE	UNDECIDED	NET SUPPORT
Q15. VOTE 1: Initial Vote	63	24	13	+39
Q18. VOTE 2: After Arguments	57	30	13	+27
Q19. VOTE 3: After 2 nd Support	70	22	8	+48
CHANGE	+13	-8	-5	+21

SECTION 3. DEMOGRAPHICS

20. What is your age?

Under 35	27
35-44	15
45-54	15
55-64	18
65+	25
Prefer not to say	0

21. Are you...?

Female	52
Male	48

22. Which of the following ethnic groups best describes you?

White or Caucasian	58
Latino, Hispanic, or Mexican American	26
Asian American or Pacific Islander	8
Black or African American	4
Native American	1
Something Else (Specify: _____)	<1
Mixed	3
Don't know	<1
Prefer not to say	<1

23. What best describes your educational background?

Not a high school graduate	2
High school graduate, but no college	13
Some college or associate's degree, but not a college graduate	37
College graduate, but not post graduate	22
College graduate with some post graduate study	8
Post graduate degree	18
Prefer not to say	<1

24. Do you consider yourself to be...?

Poor	10	→30%
Lower middle class	20	
Middle class	51	
Upper middle class	16	→18%
Wealthy	2	
Other (specify: _____)	<1	
Prefer not to say	1	

25. If you had an emergency expense of \$400, which best describes you...

I could pay it immediately	63
I could pay it within 30 days	18
I could pay it after 30 days	9
I could not pay it	9
Don't know	1
Prefer not to say	<1

26. When it comes to politics, which of the following best describes you?

Progressive	11
Liberal	28
Moderate	37
Conservative	21
Other: (Specify)	2
Don't know	1
Prefer not to say	<1

27. Which best describes the area where you live?

Rural	7
Small town	10
Suburban	47
Urban, not in city center	19
Urban, in city center	17
Prefer not to say	<1

Below is a list. Please indicate which of the following apply to you, to someone in your family, both, or neither.

		You Personally	Close Family Member	Both	Neither	Don't know	Prefer not to say	APPLIES TO SELF
28.	Have received the EITC (Earned Income Tax Credit) before	14	7	5	59	14	1	19
29.	Evangelical or Born Again Christian	11	6	7	71	1	4	18

30. For whom did you vote in the last election for President, or did you skip that election?

Donald Trump	27
Hillary Clinton	57
Gary Johnson	2
Jill Stein	2
Did not vote	7
Was not eligible to vote	1
Don't remember	2
Prefer not to say	2

31. PARTY FROM FILE (**PHONE ONLY**) n=254

Democrat	48
Republican	25
No Party Preference	22
Minor Party	5
