



MARKET
& OPINION
RESEARCH
SERVICES

Oakland
510.844.0680

Portland
503.444.6000

Seattle
206.652.2454

Irving, TX
972.717.7427

Columbus
614.268.1660

Fernandina Beach, FL
904.491.0591

Washington, DC
202.686.5900

EMCresearch.com

**Telephone Survey
City of San Jose
Likely November 2016 Voters
n=300; MoE \pm 5.7 percentage points
EMC Research #16-6198**

All numbers in this document represent percentage (%) values, unless otherwise noted. Please note that due to rounding, percentages may not add up to exactly 100.

GREETING: Hello, my name is _____, may I speak with **(NAME ON LIST)**?

INTERVIEWER: NOL ONLY

INTRO: Hello, my name is _____, and I'm conducting a survey for _____ to find out how people feel about issues in Santa Clara County. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

1. **SEX (RECORD FROM OBSERVATION)**

Male	48
Female	52
2. Are you registered to vote in Santa Clara County?

Yes	100
No/(Don't Know/Refused) → TERMINATE	-
3. What would you say are the chances that you will vote in the November 2016 General Election for President, Congress, and other offices and measures -- are you almost certain to vote, will you probably vote, are the chances 50/50, or do you think that you will not vote?

Almost Certain/(Certain) -- CONTINUE	94
Probably -- CONTINUE	6
50/50 Chance -----> TERMINATE	-
Will not vote/(Don't Know/Refused) -----> TERMINATE	-
4. Do you feel that things in Santa Clara County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right Direction	56
Wrong Track	23
(Don't Know/Refused)	20

5. Now, I'd like to read you Measure E, which will be on the ballot in November in San Jose. Measure E reads:

Opportunity to Work Ordinance. Shall an ordinance be adopted amending the San Jose Municipal Code to require employers of 36 or more employees to offer additional work hours to existing qualified part-time employees before hiring new employees or contractors, unless waived through a collective bargaining agreement or a welfare-to-work program; and, authorize the City to enforce and grant hardship exemptions from, the offer of work requirement?

If the election were held today, would you vote yes to approve or no to reject this measure?

Yes	59	
(Lean Yes)	3	→62
No	28	
(Lean No)	1	→30
(Undecided/Don't Know/Not Sure)	8	8

(RESUME ASKING EVERYONE)

9. What is your most important source of information about local news and events in Santa Clara County? **(READ LIST) (ACCEPT ONE RESPONSE)**

Television news	26
Newspapers, either in print or online	26
Radio	13
Other Internet sites	12
Facebook	7
Other social media	6
Twitter	1
Some other source (SPECIFY)	8
(Don't Know/Refused)	1

My last questions are for statistical purposes only.

10. Do you own or rent your apartment or home?

Own/buying	56
Rent/lease	38
(Don't Know/Refused)	6

11. Do you consider yourself to be Hispanic or Latino, African-American or Black, white or Caucasian, Chinese, Vietnamese, other Asian, biracial, multiracial or something else?

Hispanic or Latino	18
African-American/Black	6
White or Caucasian	42
Chinese	5
Vietnamese	8
Other Asian	8
Biracial	2
Multiracial	3
Something else	4
(Refused)	4

12. In what year were you born? **(DO NOT READ CATEGORIES; CODE AS APPROPRIATE)**

1941 or earlier (75+)	12
1942-1946 (70-74)	4
1947-1951 (65-69)	6
1952-1956 (60-64)	9
1957-1961 (55-59)	10
1962-1966 (50-54)	9
1967-1971 (45-49)	10
1972-1976 (40-44)	4
1977-1981 (35-39)	5
1982-1986 (30-34)	5
1987-1991 (25-29)	10
1992-1998 (18-24)	10
(Refused)	6

LANGUAGE OF INTERVIEW

English	87
Spanish	4
Vietnamese	4
Chinese	4

PARTY REGISTRATION

Democrat	51
Republican	21
NPP/Other	28

VOTE HISTORY

Voted 0-3/6 elections	51
Voted 4-5/6 elections	24
Voted 6/6 elections	26

PERMANENT ABSENTEE

Permanent Absentee	74
Not Permanent Absentee	26

City Council Districts

District 1	12
District 2	6
District 3	11
District 4	10
District 5	8
District 6	14
District 7	9
District 8	9
District 9	13
District 10	10

City Council District Regions

North: D3, D4, D5	28
West/Central: D1, D6, D7, D9	47
East/South: D2, D8, D10	25

THANK YOU!