

FINAL RESULTS: CALIFORNIA GREEN COLLAR JOBS VOTER SURVEY

Sample Size=602; Margin of Error=±3.0%

Interview Date: January 12th – 14th, 2009

Respondents: 600 registered voters living in the state of California who voted in 11/04 or any election since, or have registered since February 2008.

SECTION 1: INTRO / MOOD OF VOTERS

1. First, do you currently work for the media, for an elected official, or do you currently hold elective office? **(IF YES, TERMINATE.)**

2. Did you vote in the recent presidential election on November 4th?

YES	100
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3. In November 2010, there will be a general election in which voters will select a new Governor, as well as other state offices, and some ballot measures. What are the chances that you will vote in that election? Will you definitely vote, will you probably vote, are the chances about 50-50, will you probably not vote, or will you definitely not vote?

DEFINITELY	89
PROBABLY	11

4. Which of the following do you think is the most important issue facing the state today? (ROTATE, READ CHOICES)

Jobs and the economy	33
The state budget	32
Public education	10
Immigration	6
Health care	5
The environment	2
Crime and public safety	1
ALL EQUALLY (vol.)	10
DON'T KNOW	1

SECTION 2: INTRODUCTION TO GREEN-COLLAR JOBS

5. How familiar are you with the term green-collar jobs? (READ LIST)

Very familiar	15	→44%
Moderately familiar	29	
Slightly familiar	21	→55%
Not at all familiar	34	
DON'T KNOW	1	

6. Green-collar jobs are blue-collar jobs in industries that improve the environment. Examples of green-collar jobs include construction work on energy efficient and water efficient homes and offices, or factory work assembling clean energy technology. Green-collar jobs include entry level workers as well as engineers and supervisors. These jobs provide enough income that a person with high school education or some community college can support a family. According to supporters, investing in green-collar jobs will help fight pollution and global warming, will help end America's dependence on foreign oil, and at the same time will help revitalize the economy.

How important do you think it is to invest in creating green-collar jobs? (READ LIST)

Extremely important	46	→80%
Moderately important	34	
Slightly important	10	→18%
Not at all important	8	
DON'T KNOW	2	

SECTION 3: BALLOT MEASURE DETAILS

Now I'm going to read some details about the potential ballot measure. For each of the following, please indicate whether the aspect makes you more likely to support the measure, less likely to support the measure, or has no effect on whether you support the measure. (IF MORE/LESS LIKELY: is that much more/less likely or somewhat more/less likely?)

		MORE LIKELY TO SUPPORT		No Diff	MORE LIKELY TO OPPOSE		Don't Know	SUMMARY	
		Much	Some-what		Some-what	Much		Support	Oppose
7.	Creating green vocational education programs in middle schools, high schools, and community colleges to teach students skills that prepare them for green-collar jobs	42	30	14	5	7	2	72	12
8.	Providing green-collar job training for veterans and workers who have recently lost their jobs	52	26	12	4	4	2	78	8
9.	Building facilities needed in middle schools, high schools and community colleges to help students learn skills for green-collar jobs	40	26	16	8	8	2	66	16
10.	Providing tax breaks or loans for small businesses and start-ups that create green-collar jobs	41	30	15	5	6	3	71	11
11.	Fast-tracked investment in solar, wind and wave power and other projects to create jobs and create clean energy	41	32	13	5	6	3	73	11

12. And which of the following do you think is the most important? (READ LIST)

Green-collar job training	22
Providing tax breaks for small businesses that create green-collar jobs	22
Green vocational education programs	18
Fast-tracked investment in solar, wind and wave power	18
Building facilities to help students learn green-collar skills	8
NONE OF THE ABOVE	7
DON'T KNOW	5

13. If funds are used to provide green jobs in California, what proportion of those funds do you think should be directed to areas of the state with high unemployment? (READ LIST)

All	7	
Most	22	→61%
About half	32	
Some, but less than half	19	
Just a little	4	→31%
None	8	
DON'T KNOW	8	

SECTION 5: PAYMENT METHODS

Now I'm going to read a list of ways a green collar jobs measure could be funded. For each of the following, please indicate whether you would support or oppose the measure. (IF SUPPORT/OPPOSE: Is that strongly support/oppose or somewhat support/oppose (RANDOMIZE)

		SUPPORT		OPPOSE		Don't Know	SUMMARY	
		Strongly	Some-what	Some-what	Strongly		Support	Oppose
14.	A tax on oil company profits	49	19	10	19	3	68	29
15.	A tax on pollution that causes global warming, like carbon dioxide	36	23	13	22	6	59	35
16.	A small increase in the income tax on those earning more than one million dollars a year	51	21	8	18	2	72	26

SECTION 5: DEMOGRAPHICS

Thank you for your patience. Now some last questions about yourself for statistical purposes.

17. First, what is your age? (CODE "99" FOR REFUSE.)

UNDER 30	14
30-39	10
40-49	17
50-64	31
65+	24
REFUSE	4

18. Which of the following best describes your educational background?

Not a high school graduate	2
High school graduate, but no college	10
Some college, but not a college graduate	33
College graduate, but not post graduate	28
College graduate with some post graduate study	7
Post graduate degree	20
REFUSE	<1

19. Which of the following ethnic groups describes you? You can stop me when I've read your group. (READ LIST.)

White or Caucasian	68
Black or African-American	5
Latino, Hispanic, or Mexican	13
Asian or Pacific Islander	6
Native American	1
Mixed Race	3
Other (SPECIFY: (____))	0
REFUSE	4

That's all the questions I have. Thank you for your time.

20. RECORD GENDER:

FEMALE	53
MALE	47

21. RECORD PARTY:

DEMOCRAT	46
REPUBLICAN	35
DTS	16
MINOR PARTY	3
