

# City of Elk Grove Survey

## Final Interview Schedule

**Sample:** 400 Likely Voters

**Field Dates:** July 27-29, 2008

**Margin of Error:** ±4.9%

### **Public Opinion Strategies**

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1. Now, would you please tell me if you believe Elk Grove is headed in the RIGHT DIRECTION, or do you think Elk Grove is off on the WRONG TRACK?

(IF CHOICE, ASK:) And do you feel STRONGLY that Elk Grove is (moving in the right direction/off on the wrong track), or do you only SOMEWHAT feel that way?

	15%	STRONGLY RIGHT DIRECTION
50%	35%	SOMEWHAT RIGHT DIRECTION
38%	17%	SOMEWHAT WRONG TRACK
	21%	STRONGLY WRONG TRACK
	12%	DON'T KNOW (DNR)
	1%	REFUSED (DNR)

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Shifting subjects slightly now...

2. Have you seen, read, or heard anything regarding a discussion going on about changing the City of Elk Grove from a General Law City to a Charter City? (IF YES, ASK:) Would you say you have heard A GREAT DEAL about this plan or just A LITTLE BIT about this plan?

	2%	YES, A GREAT DEAL
12%	10%	YES, A LITTLE BIT
	88%	NO, NOT ANYTHING
	*	DK/REFUSED (DNR)

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

Now I would like to discuss in a little more detail how a Charter City and a General Law city are different from each other...

3. I would now like to read you a couple statements regarding the VERY basic differences between a General Law City and a Charter City. After hearing the two statements, please tell me, based just on these two simple statements and what you might already know about this issue, whether you would prefer Elk Grove to be a General Law City or a Charter City. Here are the two statements. **(ROTATE STATEMENTS)**

A General Law City is a city that is organized according to a standard set of laws provided for in the California State constitution and laws passed by the State Legislature.

...and...

A Charter City is a city that is organized according to a set of laws and regulations, known as a Charter, which is written by the particular city and voted on and approved by the voters within the city.

Having heard these two statements, would you prefer Elk Grove to be a GENERAL LAW CITY or a CHARTER CITY?

**(IF CHOICE, ASK:)** And, do you feel STRONGLY that Elk Grove should be a (general law/charter) city, or do you just SOMEWHAT feel that way?

	<b>24%</b>	<b>STRONGLY GENERAL LAW</b>
<b>42%</b>	<b>18%</b>	<b>SOMEWHAT GENERAL LAW</b>
<b>48%</b>	<b>26%</b>	<b>SOMEWHAT CHARTER</b>
	<b>22%</b>	<b>STRONGLY CHARTER</b>
	<b>10%</b>	<b>DON'T KNOW/UNDECIDED (DNR)</b>
	<b>--</b>	<b>REFUSED (DNR)</b>

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

Now I would like to read you some specific items that would be included in a city charter that would be DIFFERENT than what currently exists in Elk Grove as a General Law City. After hearing each statement, please rate for me on a scale of one to five, with five meaning VERY POSITIVE and one meaning VERY NEGATIVE, how positive or negative the statement is to you personally. Please remember you can pick any number between one and five.

The (first/next/last) statement is... **RANDOMIZE** On a scale of one to five, with five meaning VERY POSITIVE and one meaning VERY NEGATIVE, how positive or negative is this statement to you personally?

4. If Elk Grove were a charter city, its mayor could take over many of the responsibilities currently handled by the City Manager.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
28%	12%	16%	36%	17%	15%	32%

**(SPLIT-SAMPLE QUESTION 5)**

5a. As a charter city, the voters of Elk Grove would have the power to decide on the laws and regulations of their own constitution or "charter" as long as the laws do not conflict with the Federal or State Constitution. Additionally, when changes need to be made, the Elk Grove Voters would vote on the changes rather than leaving it up to the State Legislature of California as is currently the case.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
65%	41%	24%	19%	7%	9%	16%

5b. Currently in Elk Grove, when an election for City Council occurs, the person who obtains the most votes, even if the number of votes is not more than 50%, is elected to the city council. As a charter city, the Voters of Elk Grove could decide whether or not to leave it this way, or whether to change it and require the winner to have at least 50% of the vote, or the city could have a primary election. The decision on how people are elected in Elk Grove would be up to the city, and the state would have no say.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
48%	24%	24%	29%	9%	14%	23%

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

Now that you have heard a couple of the basic components of a Charter City, I would now like to ask your opinion on a few of these specific possibilities.

**RANDOMIZE QUESTIONS 6-12**

6. Would you FAVOR or OPPOSE Elk Grove having a Mayor, who would be elected at large by all voters in the city and would take over many of the day to day responsibilities of running the city which are currently handled by the City Manager?

**(IF CHOICE, ASK:)** And, would you STRONGLY (favor/oppose) Elk Grove having an independently elected Mayor with more responsibility, or would you just SOMEWHAT (favor/oppose) this idea?

	<b>34%</b>	<b>STRONGLY FAVOR</b>
65%	31%	SOMEWHAT FAVOR
24%	9%	SOMEWHAT OPPOSE
	<b>15%</b>	<b>STRONGLY OPPOSE</b>
	12%	DON'T KNOW/UNDECIDED (DNR)
	*	REFUSED (DNR)

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

7. Which of the following would you prefer for your city council... **(RANDOMIZE)**

To have the Elk Grove City Council be elected **AT LARGE**, by voters throughout the entire city, and the potential council member live in whatever area they would like

...or...

As they currently are, have the Elk Grove City Council member **LIVE IN THE DISTRICT** but be voted on by the entire city

...or...

Have the member live in the specific district and be voted on by **ONLY THOSE LIVING IN THE INDIVIDUAL DISTRICT**

**(IF CHOICE, ASK:)** And, would you **STRONGLY** prefer to have your city council selected the way you just said, or would you just **SOMEWHAT** prefer this method to select your city council?

	<b>14%</b>	<b>STRONGLY COMPLETELY AT LARGE</b>
22%	<b>8%</b>	<b>SOMEWHAT COMPLETELY AT LARGE</b>
	<b>20%</b>	<b>STRONGLY LIVE IN INDIVIDUAL DISTRICTS BUT VOTE AT LARGE</b>
28%	<b>8%</b>	<b>SOMEWHAT LIVE IN INDIVIDUAL DISTRICTS BUT VOTE AT LARGE</b>
	<b>37%</b>	<b>STRONGLY LIVE IN THE INDIVIDUAL DISTRICT AND BE VOTED ON BY ONLY THOSE LIVING IN THE DISTRICT</b>
50%	<b>13%</b>	<b>SOMEWHAT LIVE IN THE INDIVIDUAL DISTRICT AND BE VOTED ON BY ONLY THOSE LIVING IN THE DISTRICT</b>
	<b>1%</b>	<b>DON'T KNOW/UNDECIDED (DNR)</b>
	<b>*</b>	<b>REFUSED (DNR)</b>

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

8. Thinking now about three different methods of determining the outcome of the election, please tell me which of the following systems you would most prefer for Elk Grove. Here are the three methods. **(RANDOMIZE)**

The candidate who receives the most votes, no matter what percentage of the whole they receive, wins.

...or...

A candidate must receive at least 50% of the total vote and, if not, the two candidates that received the largest number of votes have a runoff election so one of them receives 50%.

...or...

A primary system of selecting council members which **REQUIRES** there to be a run off of the two candidates who received the two largest number of votes, whether or **NOT** either received 50% of the total vote in the primary election.

Which method did you decide you would prefer for Elk Grove to use to decide the outcome of its elections?

**(IF CHOICE, ASK:)** And, would you say you **STRONGLY** prefer the method you chose, or do you just **SOMEWHAT** prefer that method?

	<b>31%</b>	<b>STRONGLY MOST VOTES WINS</b>
42%	<b>11%</b>	<b>SOMEWHAT MOST VOTES WINS</b>
	<b>24%</b>	<b>STRONGLY 50% OR GO TO RUNOFF</b>
36%	<b>12%</b>	<b>SOMEWHAT 50% OR GO TO RUNOFF</b>
	<b>11%</b>	<b>STRONGLY PRIMARY WITH REQUIRED RUNOFF</b>
20%	<b>9%</b>	<b>SOMEWHAT PRIMARY WITH REQUIRED RUNOFF</b>
	<b>3%</b>	<b>DON'T KNOW/UNDECIDED (DNR)</b>
	<b>--</b>	<b>REFUSED (DNR)</b>

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

9. When thinking about candidates running for mayor or city council, would you want city funds to be available to help pay for their campaigns, or do you feel they should rely entirely on the funds they can raise to pay for their campaigns?

**(IF CHOICE, ASK:)** And, do you feel **STRONGLY** that (city funds should be available/they should raise funds themselves), or do you just **SOMEWHAT** feel that way?

	<b>12%</b>	<b>STRONGLY CITY FUNDS AVAILABLE</b>
21%	<b>9%</b>	<b>SOMEWHAT CITY FUNDS AVAILABLE</b>
76%	<b>14%</b>	<b>SOMEWHAT RAISE THEIR OWN FUNDS ONLY</b>
	<b>62%</b>	<b>STRONGLY RAISE THEIR OWN FUNDS ONLY</b>
	<b>5%</b>	<b>DON'T KNOW/UNDECIDED (DNR)</b>
	<b>--</b>	<b>REFUSED (DNR)</b>

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10. Thinking again about the Mayor and City Council of Elk Grove, please tell me if you would prefer the Mayor to be elected **CITYWIDE** as a separate individual, or would you prefer the mayor be elected by the fellow members of the city council as is the current practice in Elk Grove?

**(IF CHOICE, ASK:)** And, do you **STRONGLY** prefer the mayor (to be elected citywide by voters/to be selected by the other city council members), or do you just **SOMEWHAT** prefer this to be the case?

	<b>78%</b>	<b>STRONGLY ELECTED CITYWIDE</b>
86%	<b>8%</b>	<b>SOMEWHAT ELECTED CITYWIDE</b>
13%	<b>6%</b>	<b>SOMEWHAT SELECTED BY COUNCIL MEMBERS</b>
	<b>7%</b>	<b>STRONGLY SELECTED BY COUNCIL MEMBERS</b>
	<b>2%</b>	<b>DON'T KNOW/UNDECIDED (DNR)</b>
	<b>*</b>	<b>REFUSED (DNR)</b>

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

11. As we consider membership on the Elk Grove City council, currently voters elect 5 (five) council members who then select a mayor from these five members. If the mayor were directly elected by you, the voters of Elk Grove, which of the following would you choose as the number of City Council members you would prefer. **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP, ACCEPT ONLY ONE RESPONSE)**

27% 4 council members, NOT counting the Mayor  
48% 6 council members, NOT counting the Mayor  
18% 8 council members, NOT counting the Mayor

3% OTHER (SPECIFY)  
4% DON'T KNOW/UNDECIDED (DNR)  
\* REFUSED (DNR)

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12. If Elk Grove were to have an elected Mayor, how many years would you want the individual to be able to stay in office before running for reelection, two years or four years?

**(IF CHOICE, ASK:)** And, would you **STRONGLY** prefer the mayor to be able to serve (two/four) years in office before facing reelection, or would you just **SOMEWHAT** prefer this length of time?

38% STRONGLY TWO YEARS  
47% 9% SOMEWHAT TWO YEARS  
53% 17% SOMEWHAT FOUR YEARS  
36% STRONGLY FOUR YEARS

1% OTHER (SPECIFY)  
1% DON'T KNOW (DNR)  
-- REFUSED (DNR)

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

Continuing to discuss the consideration of Elk Grove becoming a Charter City. I would now like read you some statements both for and against Elk Grove becoming a Charter City. After hearing each statement, please rate the statement for me on a scale of one to five, with five meaning you STRONGLY AGREE with it and one meaning that you STRONGLY DISAGREE with it.

The (first/next/last) statement is... **RANDOMIZE** On a scale of one to five, with five meaning you STRONGLY AGREE with it and one meaning that you STRONGLY DISAGREE with it, how would you rate this statement?

**(SPLIT-SAMPLE QUESTION 13)**

13a. Having a directly elected Mayor in Elk Grove will give residents more access to the Mayor, rather than the Mayor being only one of five Councilmembers. For this reason, Elk Grove SHOULD directly elect its Mayor.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
74%	50%	24%	15%	5%	7%	12%

13b. The Charter City idea is about a "STRONG" Mayor with the power of the current city manager. Removing or reducing the responsibility of the trained city manager would result in major problems which could increase legal challenges to city actions, requiring delays while the courts review the legal problems. KEEPING THE SYSTEM AS IT IS makes more sense.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
38%	23%	15%	31%	15%	13%	28%

14. Becoming a Charter City is all about LOCAL CONTROL. This would be very good for Elk Grove.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
53%	33%	20%	21%	9%	15%	24%

15. Only 108 of the 478 cities in California are charter cities. Elk Grove SHOULD NOT take the risk of changing. It should remain a general law city just as 370 other California cities have been doing for years.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
39%	24%	15%	26%	16%	18%	34%

16. Having individual council members being required to receive at least 50% of the vote would ensure that every part of the city is fairly and fully represented. This can only occur if the city adopts its own charter, and therefore Elk Grove SHOULD become a charter city.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
42%	23%	19%	26%	14%	18%	32%

17. Becoming a Charter City could significantly increase the cost of elections within the city. The residents of Elk Grove already pay enough taxes, and they do not need one more idea that could increase the amount of taxes they are required to pay. The city should NOT become a charter city.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
43%	30%	13%	25%	16%	15%	31%

**City of Elk Grove Survey Final Interview Schedule (7-08)**

18. Being a Charter City is all about ACCOUNTABILITY. The voters are the only ones that can adopt or change the charter. The voters are the ones who can vote in and vote out those that run the city. The voters can insist on the city of Elk Grove being accountable. This is a big plus for becoming a Charter City.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
62%	37%	25%	20%	7%	10%	17%

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19. Now that we have asked many questions in regard to the City of Elk Grove becoming a charter city, I would like to ask you a very simple question. If the election regarding Elk Grove becoming a Charter City was held today, would you say that you FAVOR or OPPOSE the City of Elk Grove becoming a charter city?

**(IF CHOICE, ASK:)** And, would you DEFINITELY (favor/oppose) Elk Grove becoming a charter city, or would you just PROBABLY (favor/oppose) this happening?

	24%	DEFINITELY FAVOR
48%	24%	PROBABLY FAVOR
41%	16%	PROBABLY OPPOSE
	25%	DEFINITELY OPPOSE
	10%	DON'T KNOW (DNR)
	1%	REFUSED (DNR)

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20. We have talked a great deal about the future direction of Elk Grove. Now please tell me what your thoughts are about where the city will be in five to eight years. **(PROBE AND CLARIFY)** And, what are your thoughts about this whole Charter City idea that we have been discussing? **(PROBE AND CLARIFY)** What else would you like to say about Elk Grove?

**[SEE VERBATIM RESPONSES]**

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

Now I would like to ask you a few final questions just for statistical purposes...

**D1. AGE GROUPS**

7% 18 - 24  
25% 25 - 39  
11% 40 - 44  
22% 45 - 54  
19% 55 - 64  
14% 65 AND ABOVE  
4% REFUSED

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**D2. What is your main racial or ethnic heritage? Is it...**

**(READ LIST SLOWLY BEFORE ACCEPTING ANSWER, THEN ACCEPT ONE RESPONSE ONLY)**

68% CAUCASIAN OR WHITE  
10% AFRICAN-AMERICAN OR BLACK

**(IF CHOOSE LATINO AS GENERAL CHOICE, READ ALL OPTIONS)**

**11%** 9% LATINO OR HISPANIC WITH ANCESTRY FROM MEXICO  
1% LATINO OR HISPANIC WITH ANCESTRY FROM CENTRAL OR SOUTH AMERICA  
\* LATINO OR HISPANIC WITH ANCESTRY FROM CUBA  
2% LATINO OR HISPANIC OTHER

**(IF CHOOSE ASIAN AS A GENERAL CHOICE, READ ALL OPTIONS)**

**7%** 2% ASIAN CHINESE-AMERICAN  
-- ASIAN KOREAN-AMERICAN  
1% ASIAN FILIPINO-AMERICAN  
1% ASIAN JAPANESE-AMERICAN  
1% ASIAN PACIFIC ISLANDER-AMERICAN  
1% ASIAN VIETNAMESE  
2% ASIAN OTHER  
  
\* PERSIAN-AMERICAN  
  
-- OTHER (SPECIFY) (DO NOT READ)  
3% REFUSED (DO NOT READ)

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

**D3. How long have you lived at your current address? (DO NOT READ CHOICES, RECORD EXACT NUMBER AND PLACE IN CORRECT CATEGORY)**

- 10% 0-2 YEARS
  - 20% 3-5 YEARS
  - 34% 6-10 YEARS
  - 26% 11-20 YEARS
  - 8% 21+ YEARS
  
  - 1% DON'T KNOW (DNR)
  - 1% REFUSED (DNR)
- 

**D4. And, where would you say you receive most of your news about local affairs in Elk Grove? (DO NOT READ CHOICES, ACCEPT ONLY ONE RESPONSE)**

- 31% Elk Grove Citizen
  - 23% Sacramento Bee
  - 19% Local TV news
  - 6% Internet Sites
  - 6% Friends/Neighbors
  - 7% City of Elk Grove Newsletter
  - 2% Elk Grove Web Site
  
  - 3% OTHER (SPECIFY)
  - 2% DON'T KNOW (DNR)
  - 1% REFUSED (DNR)
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**City of Elk Grove Survey Final Interview Schedule (7-08)**

**D5. Gender (BY OBSERVATION, BUT ASK EVERYONE)**

Are you employed outside the home, are you a homemaker, or are you retired?

**45%** 32% MALE/EMPLOYED  
\* MALE/HOMEMAKER  
11% MALE/RETIRED  
2% MALE/NOT IN LABOR FORCE

**55%** 36% FEMALE/EMPLOYED  
7% FEMALE/HOMEMAKER  
11% FEMALE/RETIRED  
1% FEMALE/NOT IN LABOR FORCE

1% (DO NOT READ) MALE REFUSED  
1% (DO NOT READ) FEMALE REFUSED

**22%** TOTAL RETIRED

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**D6. Party registration (FROM SAMPLE LIST)**

39% REPUBLICAN  
44% DEMOCRAT  
14% DECLINE TO STATE  
3% OTHERS

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**D7. Length of time registered at this address (FROM SAMPLE LIST)**

26% 0-2 YEARS  
28% 3-5 YEARS  
24% 6-10 YEARS  
22% MORE THAN 10 YEARS

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**D8. VOTE HISTORY (FROM SAMPLE LIST)**

51% 4/4  
19% 3/4  
12% 2/4  
13% 1/4  
7% 0/4 (NEW REG)

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**City of Elk Grove Survey Final Interview Schedule (7-08)**

**D9. ABSENTEE HISTORY (FROM SAMPLE LIST)**

46% YES  
32% YES, PERMANENT  
54% NO

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**D10. GEOGRAPHY (FROM SAMPLE LIST)**

17% COUNCIL 1  
27% COUNCIL 2  
21% COUNCIL 3  
19% COUNCIL 4  
17% COUNCIL 5

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