

AGGREGATES

1 : Days of Week

	#	%
Thursday	92	35.9
Friday	45	17.6
Saturday	51	19.9
Sunday	50	19.5
Monday	18	7.0
COLUMN TOTALS	256	256

2 : Samples

	#	%
Sample 1	129	50.4
Sample 2	127	49.6
COLUMN TOTALS	256	256

4 : U.S. Congressional District

	#	%
USCD32	256	100.0
COLUMN TOTALS	256	256

5 : State Senate District

	#	%
SD24	256	100.0
COLUMN TOTALS	256	256

6 : State Assembly District

	#	%
AD49	256	100.0
COLUMN TOTALS	256	256

7 : Zipcode

	#	%
91731	63	24.6
91732	150	58.6
91733	43	16.8
COLUMN TOTALS	256	256

8 : Area/Regions  
[County Code]

	#	%
Los Angeles County	256	100.0
COLUMN TOTALS	256	256

9 : Area/Media Markets  
[County Code]

	#	%
City Of El Monte	256	100.0
COLUMN TOTALS	256	256

10 : Supervisorial District

	#	%
Sup District 01	256	100.0
COLUMN TOTALS	256	256

12 : Homeowner

	#	%
Homeowner	152	59.4
Non-Homeowner	104	40.6
COLUMN TOTALS	256	256

13 : Birthplace

	#	%
US Born	144	56.3
Foreign Born	100	39.1
Birthplace Unknown	12	4.7
COLUMN TOTALS	256	256

14 : Split Household

	#	%
Pure Democrat	123	48.0
Pure Republican	34	13.3
Other Or Mixed	99	38.7
COLUMN TOTALS	256	256

15 : Household -- Single versus Multiple

	#	%
Single Voter	102	39.8
Multiple Voter	154	60.2
COLUMN TOTALS	256	256

16 : Voter turnout history

	#	%
01 Nov 07	115	44.9
02 Feb 08	183	71.5
03 Jun 08	89	34.8
04 Nov 08	222	86.7
05 May 09	179	69.9
06 Nov 09	153	59.8
07 Jun 10	139	54.3
08 Nov 10	224	87.5
09 Nov 11	171	66.8
None of the above	7	2.7
COLUMN TOTALS	256	256

17 : Date of Registration

	#	%
[17X = 2002-current; Before 2002]		
2008-current	77	30.1
2002-2007	73	28.5
1992-2001	72	28.1
Before 1992	34	13.3
2002-current	150	58.6
Before 2002	106	41.4
COLUMN TOTALS	256	256

18 : Absentee Voter Household  
[18X = Total Absentee = 1+2]

	#	%
Perm Absentee	80	31.3
Prev Absentee	18	7.0
Never Absentee	158	61.7
TOTAL ABSENTEE	98	38.3
COLUMN TOTALS	256	256

19 : Race/Religion Data/Ethnicity (if applicable)

	#	%
Spanish Surname	172	67.2
Jewish Surname	2	0.8
Asian Surname	18	7.0
All Other	64	25.0
COLUMN TOTALS	256	256

20 : AGE/BIRTHYEAR  
[20X = <50; 50+]

	#	%
1. Age 18-34	54	21.1
2. Age 35-49	37	14.5
3. Age 50-64	75	29.3
4. Age 65+	90	35.2
Age <50	91	35.5
Age 50+	165	64.5
Age <65	166	64.8
COLUMN TOTALS	256	256
MEAN	256	2.8

21 : Political Party Registration

	#	%
Democrat	171	66.8
Republican	44	17.2
Independent	33	12.9
Other	8	3.1
COLUMN TOTALS	256	256
REPS - DEMS	-127	-49.6

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22 : Sex

	#	%
Male	102	39.8
Female	154	60.2
COLUMN TOTALS	256	256

23 : Do you feel that things in El Monte are?  
INTERVIEWER: Read List

	#	%
On The RIGHT Track	129	50.4
On The WRONG Track	80	31.3
Unsure/dk	47	18.4
COLUMN TOTALS	256	256
RIGHT - WRONG	49	19.1

Let's talk about El Monte.

24 : Have you heard that the City of El Monte is experiencing a budget deficit -- that its current year expenses exceed its current year revenues?

	#	%
Yes, heard of	147	57.4
No, not heard/Unsure	109	42.6
COLUMN TOTALS	256	256
YES - NO/UNSURE	38	14.8

El Monte DOES face a budget deficit of nearly FOUR million dollars in the next year.

25 : State law requires the city to balance its budget. In order to balance its budget, should El Monte:

INTERVIEWER: Read Statement

	#	%
CLOSE A Fire Station	28	10.9
Lay-Off Police Offcr	28	10.9
Raise Taxes	82	32.0
Close AND Lay-off	7	2.7
Other/Unsure/dk	111	43.4
COLUMN TOTALS	256	256
LAY-OFF - CLOSE	-	-

26 : What do you believe is the MAIN cause of El Monte's budget deficit:

INTERVIEWER: Read Statement

	#	%
Inflated SALARIES	78	30.5
Drop In City REVENUE	60	23.4
Fed.-State CUTBACKS	52	20.3
Combination	38	14.8
Unsure/dk	28	10.9
COLUMN TOTALS	256	256

27A: In 2006, voters in El Monte approved a ONE-HALF cent increase in the city sales tax. When it expires in 2014, El Monte will lose more than 3-million dollars annually. A possible ballot measure would extend this ONE-HALF cent sales tax for five more years...to expire in 2019. Would you vote:

INTERVIEWER: Read Statement

	#	%
YES To Extend Tax	68	52.7
NO, NOT To Extend	52	40.3
Unsure/dk	9	7.0
COLUMN TOTALS	129	129
EXTEND - NOT EXTEND	16	12.4

27B: In 2006, voters in El Monte approved a ONE-HALF cent increase in the city sales tax. When it expires in 2014, El Monte will lose more than 3-million dollars annually. A possible ballot measure would reduce this ONE-HALF cent sales tax to ONE-QUARTER cent and extend it for five more years...to expire in 2019. Would you vote:

INTERVIEWER: Read Statement

	#	%
YES To Extend Tax	73	57.5
NO, NOT To Extend	49	38.6
Unsure/dk	5	3.9
COLUMN TOTALS	127	127
EXTEND - NOT EXTEND	24	18.9

27X: 27A + 27B

	#	%
YES To Extend Tax	141	55.1
NO, NOT To Extend	101	39.5
Unsure/dk	14	5.5
COLUMN TOTALS	256	256
EXTEND - NOT EXTEND	40	15.6

Would you be MORE LIKELY or LESS LIKELY to support this sales tax extension measure if it were endorsed or supported by:

28 : City employee unions

	#	%
More likely	112	43.8
Less likely	108	42.2
Makes no difference	17	6.6
Unsure/Dk	19	7.4
COLUMN TOTALS	256	256
MORE - LESS LIKELY	4	1.6
MORE / LESS LIKELY	1.0	1.0

29 : The entire El Monte city council

	#	%
More likely	139	54.3
Less likely	85	33.2
Makes no difference	19	7.4
Unsure/Dk	13	5.1
COLUMN TOTALS	256	256
MORE - LESS LIKELY	54	21.1
MORE / LESS LIKELY	1.6	1.6

30 : El Monte Police Officers Association

	#	%
More likely	157	61.3
Less likely	67	26.2
Makes no difference	19	7.4
Unsure/Dk	13	5.1
COLUMN TOTALS	256	256
MORE - LESS LIKELY	90	35.2
MORE / LESS LIKELY	2.3	2.3

31 : Los Angeles County Firefighters, Local Ten-Fourteen

	#	%
More likely	161	62.9
Less likely	64	25.0
Makes no difference	18	7.0
Unsure/Dk	13	5.1
COLUMN TOTALS	256	256
MORE - LESS LIKELY	97	37.9
MORE / LESS LIKELY	2.5	2.5

And more likely, less likely, or make no difference to you if this sales tax extension measure:

32 : PROHIBITED any of the funds from being used for city employee salary or benefit increases?

	#	%
More likely	124	48.4
Less likely	96	37.5
Makes no difference	23	9.0
Unsure/Dk	13	5.1
COLUMN TOTALS	256	256
MORE - LESS LIKELY	28	10.9
MORE / LESS LIKELY	1.3	1.3

33 : Would keep all four city fire stations OPEN?

	#	%
More likely	201	78.5
Less likely	32	12.5
Makes no difference	17	6.6
Unsure/Dk	6	2.3
COLUMN TOTALS	256	256
MORE - LESS LIKELY	169	66.0
MORE / LESS LIKELY	6.3	6.3

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34 : Would maintain public safety services at current levels?

	#	%
More likely	185	72.3
Less likely	26	10.2
Makes no difference	37	14.5
Unsure/Dk	8	3.1
COLUMN TOTALS	256	256
MORE - LESS LIKELY	159	62.1
MORE / LESS LIKELY	7.1	7.1

35A: On this possible ballot measure I mentioned -- to extend this ONE-HALF cent sales tax for five more years...to expire in 2019, do you think you'll end up voting:

	#	%
YES To Extend Tax	71	55.0
NO, NOT To Extend	48	37.2
Unsure/dk	10	7.8
COLUMN TOTALS	129	129
EXTEND - NOT EXTEND	23	17.8

35B: On this possible ballot measure I mentioned -- to reduce this ONE-HALF cent sales tax to ONE-QUARTER cent and extend it for five more years...to expire in 2019, do you think you'll end up voting:

INTERVIEWER: Read Statement

	#	%
YES To Extend Tax	76	59.8
NO, NOT To Extend	45	35.4
Unsure/dk	6	4.7
COLUMN TOTALS	127	127
EXTEND - NOT EXTEND	31	24.4

35X: 35A + 35B

	#	%
YES To Extend Tax	147	57.4
NO, NOT To Extend	93	36.3
Unsure/dk	16	6.3
COLUMN TOTALS	256	256
EXTEND - NOT EXTEND	54	21.1

36 : Now, a different proposal to help close the budget gap. The city council is considering a Landscape and Lighting Assessment District to raise up to 2-million dollars each year...for the next FIVE years. Under this plan, single-family homeowners would be assessed no more than 80-dollars per year, and commercial property owners would be assessed no more than 140-dollars per year. Do you FAVOR or OPPOSE this proposal?

	#	%
Favor	85	33.2
Oppose	140	54.7
Unsure/dk	31	12.1
COLUMN TOTALS	256	256
FAVOR - OPPOSE	-55	-21.5

37 : Currently, El Monte pays 100-percent of each city employee's pension contribution. City employees pay nothing. A proposal would require each city employee to pay half of the pension contribution. This would help reduce the city budget deficit. What's your view?

INTERVIEWER: Read Statement

	#	%
YES/Empl. Pay Half	190	74.2
NO/City Pay All	47	18.4
Unsure/dk	19	7.4
COLUMN TOTALS	256	256
YES - NO	143	55.9

In order to generate new city revenue and create jobs, the City Council wants to recruit NEW businesses to come to El Monte.

38 : Can you think of the name of any retail store brand or chain store you want to come to El Monte?

	#	%
Barnes And Noble	1	0.4
Kohls	9	3.5
Macy's	3	1.2
Nordstroms	1	0.4
Penney's	11	4.3
Sears	9	3.5
Stater Brothers	5	2.0
Target	22	8.6
Trader Joes	5	2.0
Wal-Mart	109	42.6
Whole Foods	2	0.8
Albertson's	3	1.2
Best Buy	1	0.4
Marshall's	1	0.4
Radisson Hotel	1	0.4
Ralph's Market	5	2.0
Ross	5	2.0
Superior Market	2	0.8
Costco	2	0.8
Other	7	2.7
No/None/DK/Refuse	52	20.3
COLUMN TOTALS	256	256

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39 : Can you think of the name of any restaurant brand or restaurant chain you want to come to El Monte?

	#	%
Cheesecake Factory	2	0.8
Chipotle	2	0.8
Denny's	8	3.1
In-and-Out Burger	15	5.9
Jack In The Box	1	0.4
McDonald's	3	1.2
Norm's	8	3.1
Wendy's	2	0.8
Acapulco	3	1.2
Applebee's	22	8.6
BJ's Restaurant	11	4.3
Black Angus	1	0.4
Bonanza	1	0.4
Calif Pizza Kitchen	1	0.4
Chili's	7	2.7
Hometown Buffet	4	1.6
Olive Garden	16	6.3
Panda	3	1.2
Sizzler Restaurant	5	2.0
Marie Callender's	2	0.8
TGIF Fridays	4	1.6
IHOP	6	2.3
Red Lobster	2	0.8
Other	24	9.4
No/DK/Refuse	103	40.2
COLUMN TOTALS	256	256

INTERVIEWER: WAS THE MAJORITY OF THIS INTERVIEW DONE IN ENGLISH OR SPANISH?

	#	%
ENGLISH	160	62.5
SPANISH	96	37.5
COLUMN TOTALS	256	256

\*\*\* Proprietary computer programming capability supports interviewers to assure that, where appropriate and programmed, question sequences are rotated and categories within questions are rotated. This means, regardless of the sequence shown in this printout, that if a series of questions is programmed for rotation, they are asked in rotated order. Similarly, within a question, even if an interviewer instruction shows "read list", the items in the list are programmed to be rotated. Although respondents may be read a set of rotated full-length categories, the rotated categories shown here are in abbreviated text. \*\*\*

