

Western Advocacy Symposium Grassroots Professional Network California Statewide Survey

Presentation

May 12, 2017



Market and
Opinion Research

Probolsky Research
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Western Advocacy Symposium Grassroots Professional Network – California Statewide Survey

Survey Methodology

From Thursday, May 4 to Sunday, May 7, 2017 Probolsky Research conducted a live-interviewer telephone survey of California voters.

A total of 1,000 voters were surveyed. A survey of this size yields a margin of error of +/- 3.2% with a confidence level of 95%. Interviews were conducted with respondents on both landline and mobile phones (31%) and were offered in English and Spanish (10.1%) languages.

From Thursday, May 4 to Saturday, May 6, 2017 Probolsky Research also conducted an online poll of 1,000 adult Californians concerning their sentiments involving music festivals in California. Please see slide 18 for a graphic illustration of these results.

Probolsky Research specializes in opinion research on behalf of corporate, government, non-profit and special interest clients.



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Top Issues

Open-ended question



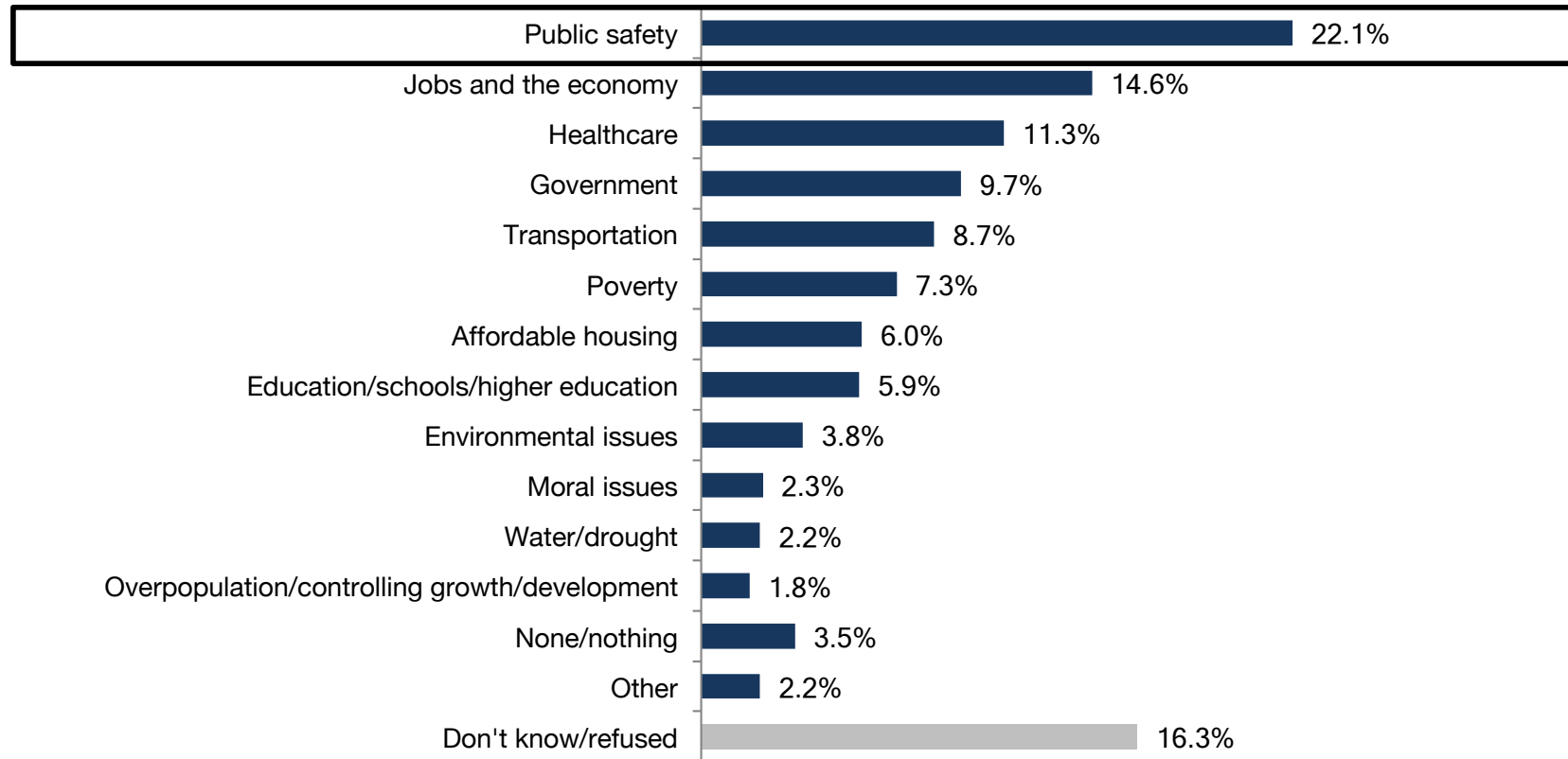
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Public Safety is Most Important Issue

Among California voters

Question: What is the most important issue facing your community today?



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Sentiments on Self-Driving Cars



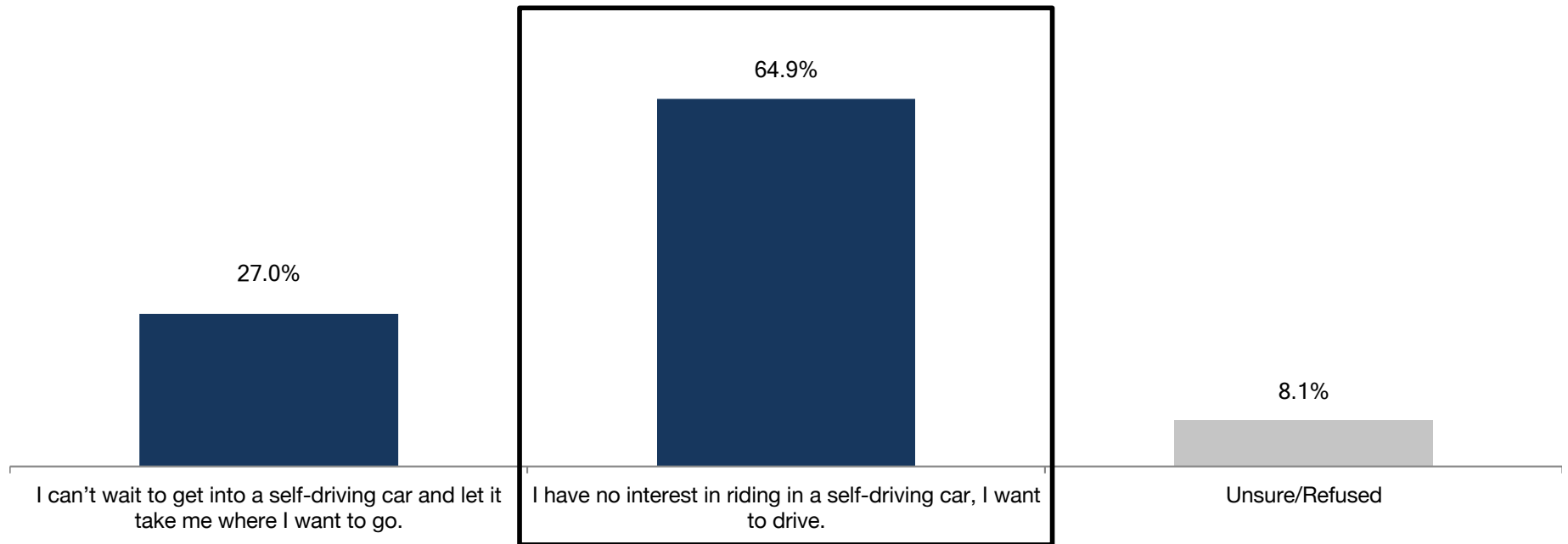
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64.9% of Respondents Have No Interest

In riding in a self-driving car

Question: Every major car manufacturer has a self-driving car in development. Please tell me which of the following statements best describes how you feel about the future of self-driving cars.



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Perspectives on Drones

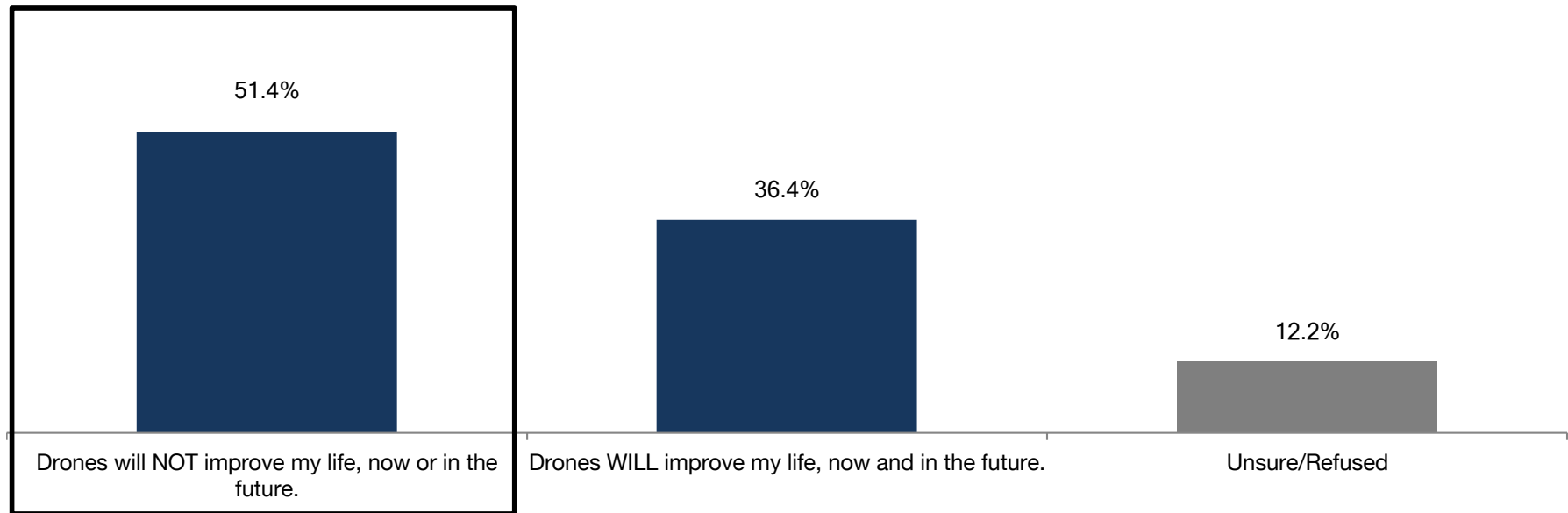


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A Majority Say that Drones Will NOT Improve their lives, now or in the future

Question: Drones can be described as unmanned aircraft that can navigate autonomously or are guided remotely. Thinking about how you live, play and work, please tell me which of the following statements best describes how you feel about the future of drones.



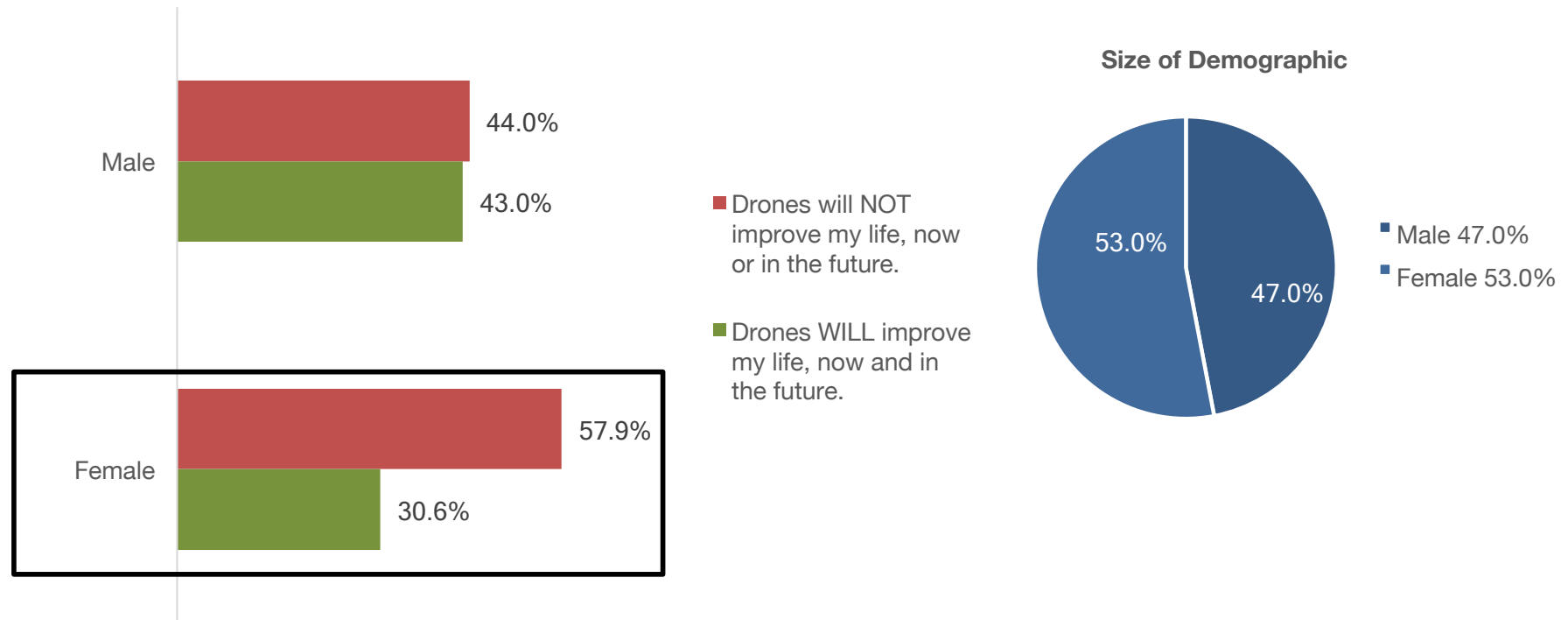
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Women are More Negative about Drones

Improving their lives than men

Question: Drones can be described as unmanned aircraft that can navigate autonomously or are guided remotely. Thinking about how you live, play and work, please tell me which of the following statements best describes how you feel about the future of drones.



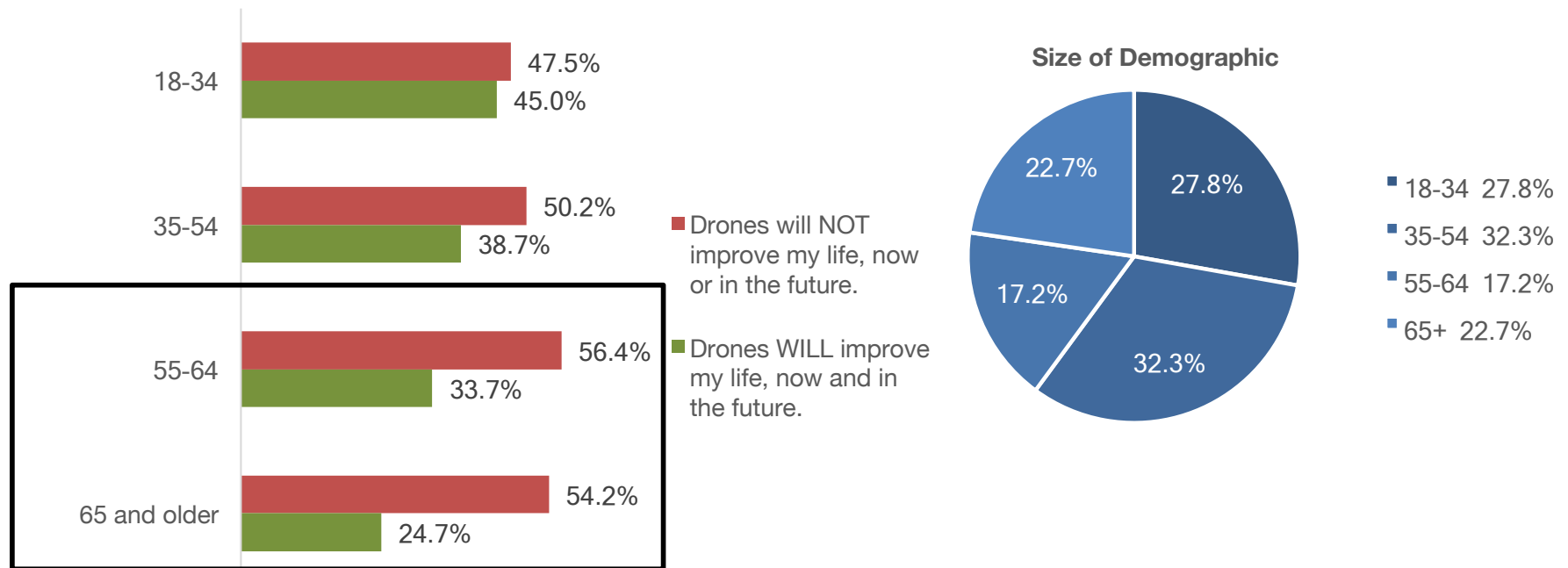
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Older=Unlikely to See Positives of Drones

Now and in the future

Question: Drones can be described as unmanned aircraft that can navigate autonomously or are guided remotely. Thinking about how you live, play and work, please tell me which of the following statements best describes how you feel about the future of drones.

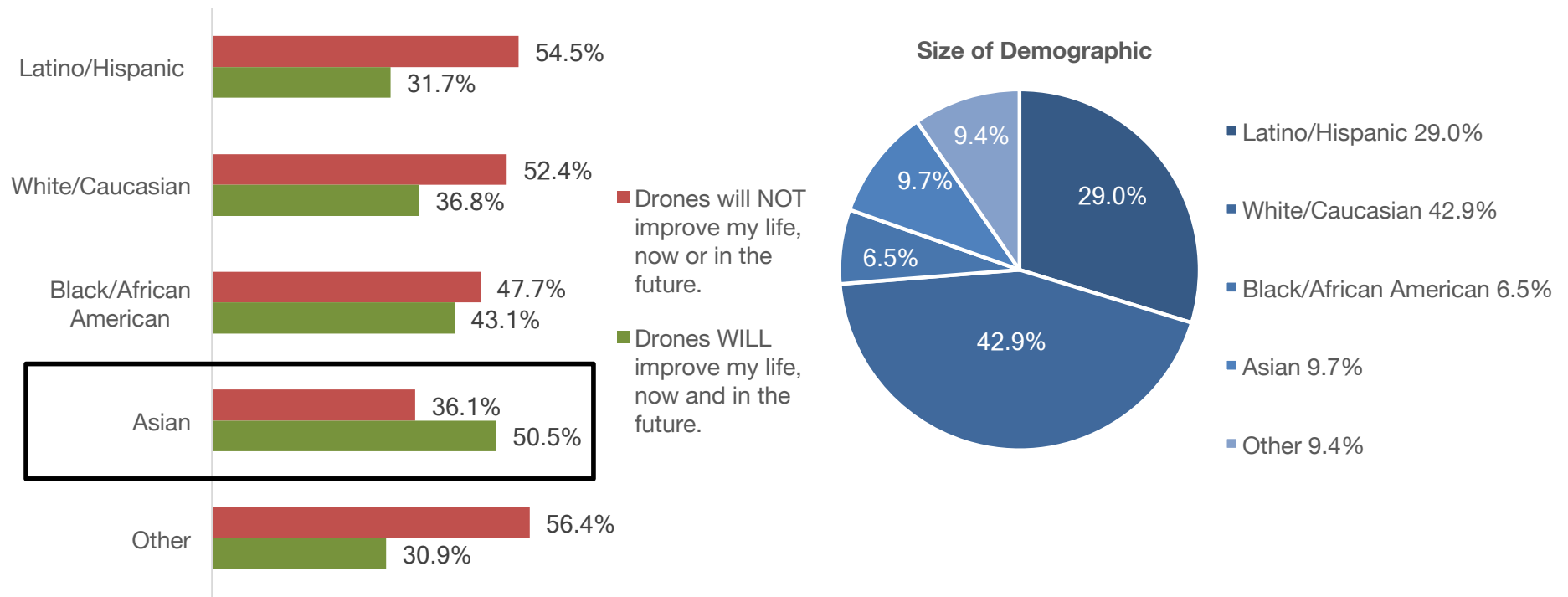


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Asians See Promise in Drones, All Other Ethnic groups do not

Question: Drones can be described as unmanned aircraft that can navigate autonomously or are guided remotely. Thinking about how you live, play and work, please tell me which of the following statements best describes how you feel about the future of drones.



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Movies at Home



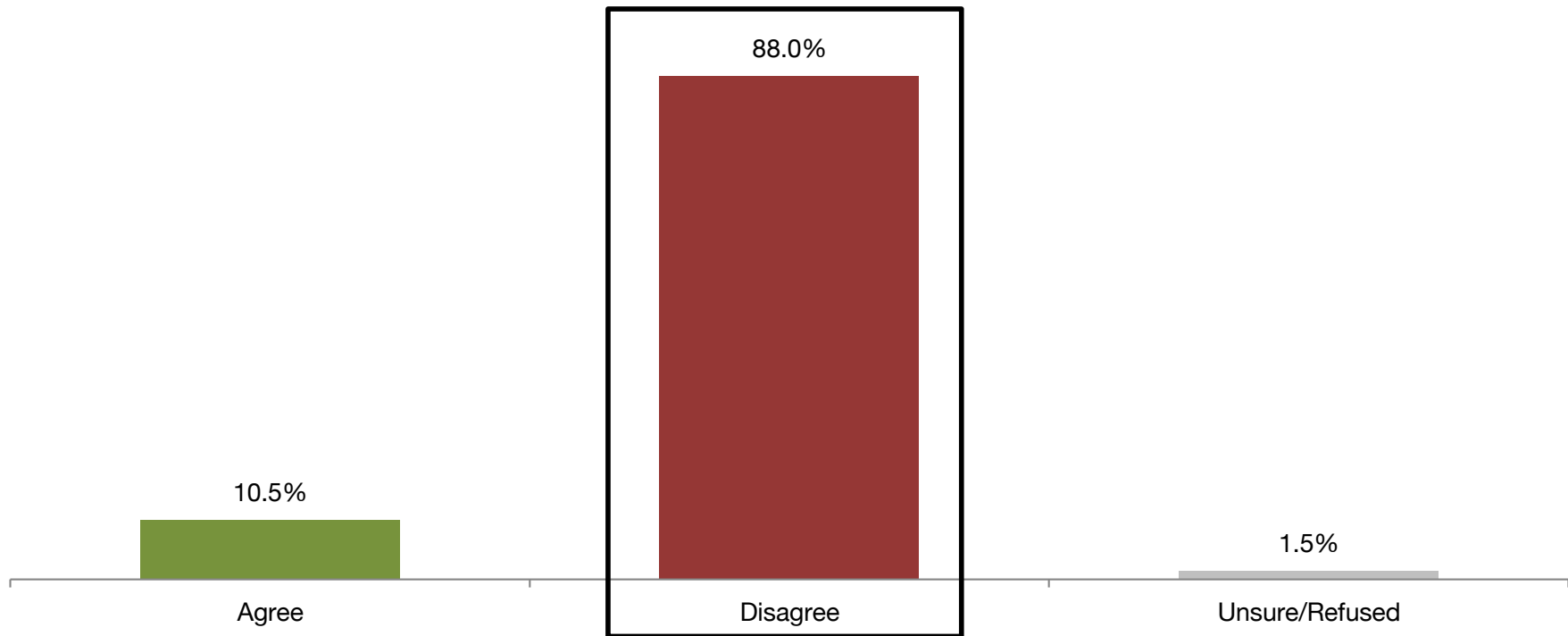
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88% of Respondents Would Not Pay \$100

To see a new release movie at home the same day it hits theaters

Question: I would pay **\$100** to see a new release movie at home the same day it came out in movie theaters.



*SPLIT SAMPLE A

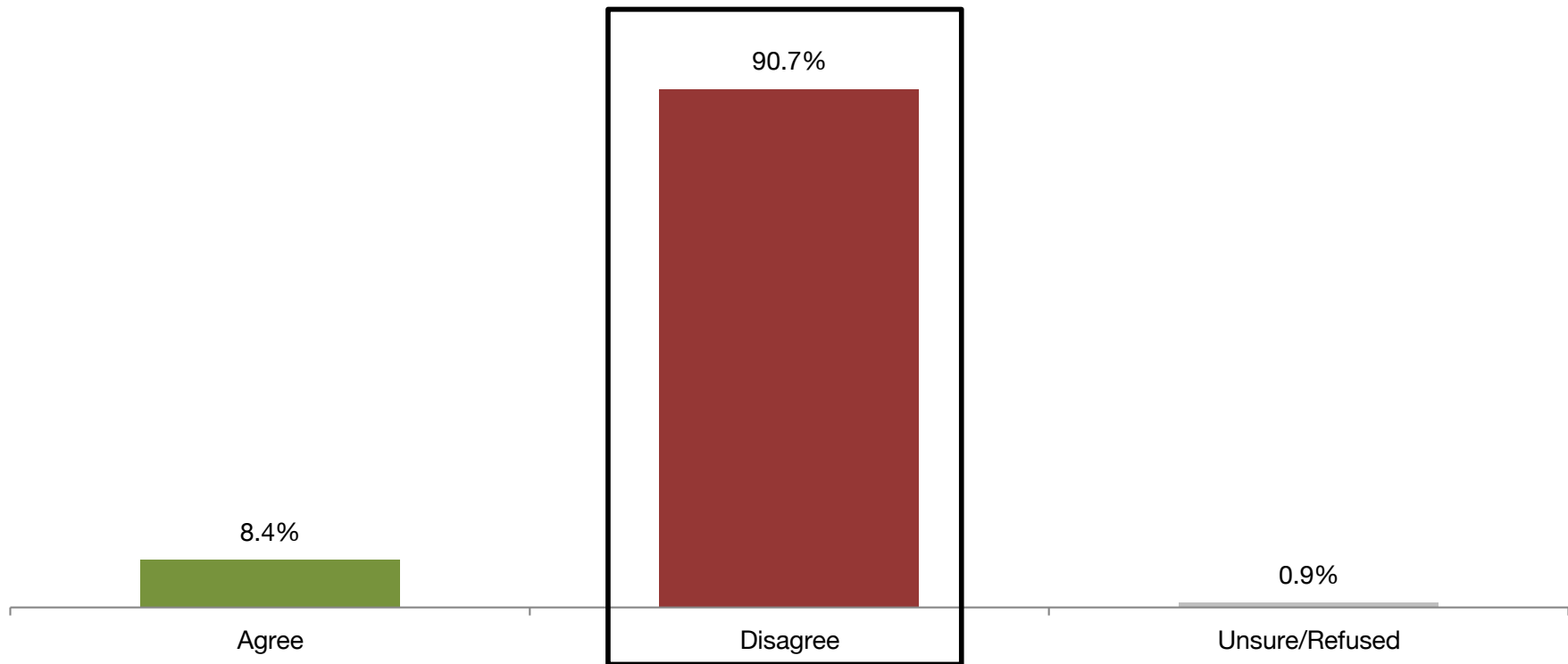


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90.7% Would Not Pay \$50 to See a New Release movie at home the same day it was released in theaters

Question: I would pay **\$50** to see a new release movie at home the same day they came out in movie theaters.



*SPLIT SAMPLE B



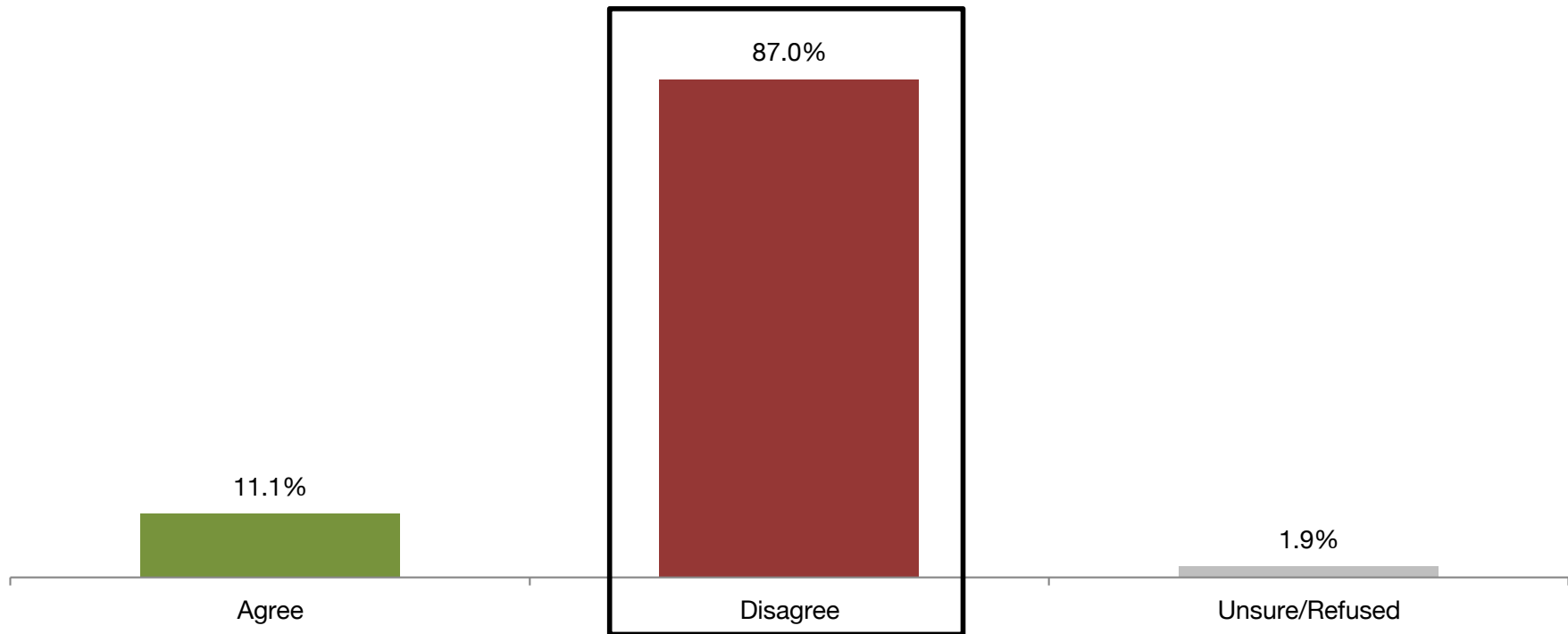
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87% of Respondents Would Not Pay \$25

To see a new release movie at home the same day it hits theaters

Question: I would pay **\$25** to see a new release movie at home the same day they came out in movie theaters.



*SPLIT SAMPLE C

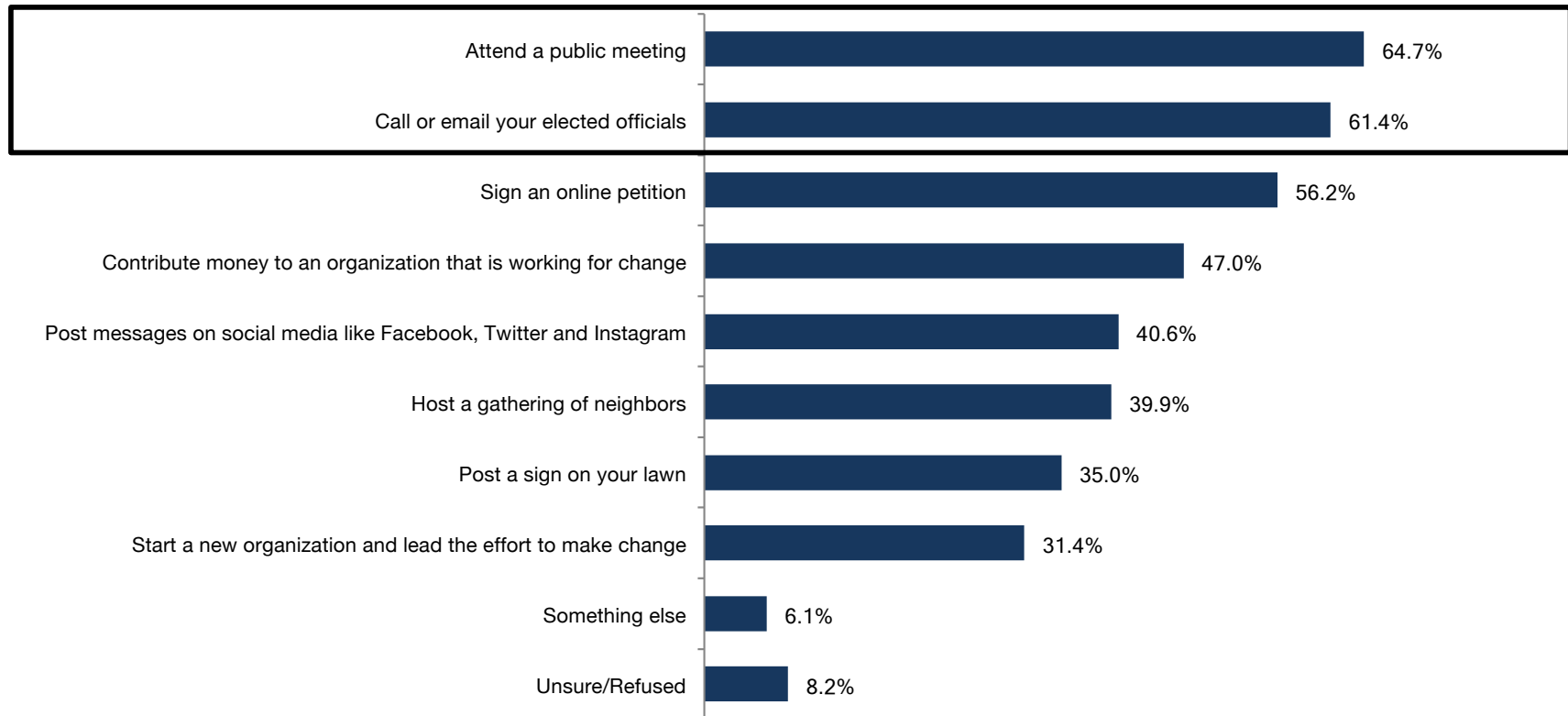


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Engagement: Attending a Public Meeting, Calling/emailing elected officials are most likely steps voters will take

Question: If you felt strongly about an issue impacting your community, which of the following would you be willing to do? Choose as many as you like, or none at all.



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Agree or disagree?

Large multi-day music festivals such as Coachella and Stagecoach **improve tourism** and the local economy of nearby communities.



70.8%
Agree

58.1%
Disagree



Large multi-day music festivals such as Coachella and Stagecoach present **public health and safety risks** to participants and nearby communities.

Probolsky Research surveyed a representative sample of 1,000 adult California residents in an online poll from Thursday, May 4, through Saturday, May 6. The margin of error for this survey is +/-3.9%. Graphic illustrations represent percentages of responses, not a geographic perspective of the results.



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Thank You.



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