

N=350
 (+/- 5.3%)

REDDING
 MM-11-602
 J.MOORE METHODS
 1127 11th St. #1050
 Sacramento, CA 95814
 (916-444-2727)
 (FAX-444-6457)

CLUSTER POINT _____
 INTERVIEWER : _____
 TIME BEGUN : _____
 TIME ENDED : _____

1. Generally speaking, do you think things ___(a)___ are going in the right direction or the wrong direction ?

	RGHT DIRC	WRNG DIRC	NO OPIN
a1. in the City of Redding.	35	45	20
a2. for you personally.	64	24	12

2. Do you have a favorable or unfavorable opinion of ___(a)___ ?

(ROTATE)	FAVR	UN-FAVR	NO OPIN
* the Redding firefighters association.	82	6	12
* the Redding police officers association.	71	12	17
* the Redding Chamber of Commerce.	51	14	35
* the Redding Searchlight newspaper.	45	41	14
* Redding City Councilmember Dick Dickerson.	40	21	39
* the "Tea Party" political organization.	39	40	21
* Redding City Councilmember Rick Bosetti.	38	26	36
* Redding City Councilmember Francie Sullivan.	37	17	46
* Redding City Councilmember Patrick Jones.	35	25	40
* Redding Mayor Missy McArthur.	32	23	45
* the Shasta County County Board of Supervisors.	30	21	49
* the Redding City Council.	29	41	30

3. Is the issue of ___(a)___ very, somewhat or not too serious in Redding ?

(ROTATE)	VERY	SOME WHAT	NOT TOO	NO OPIN
* jobs and the economy.	83	11	4	2
* housing foreclosures.	71	17	3	9
* local government budget deficits.	58	25	8	9
* police protection.	46	26	22	6
* the quality of public schools.	45	25	17	13
* the cost of electricity.	43	28	25	4
* road maintenance.	42	30	26	2
* the cost of local taxes.	35	30	26	9
* gang activity.	34	30	32	4
* changing the City of Redding's form of government to become a "Charter" city.	23	13	22	42

4a. In recent months, an idea has arisen on the Redding City Council to change the form of Redding's city government to become a "Charter" city. Have you heard anything about this issue ?

YES/HEARD.	54	... From what you've heard, would you support or oppose this idea ?
NO/HAVE NOT HEARD.	46	
		SUPPORT. 10
		OPPOSE. 35
		NO OPINION. 9
		NOT HEARD. 46

4b. There are two types of city government structures in California - General Law and Charter cities. Most cities in California are "general law" cities. Many large cities are "charter" cities.

The main difference between a general law and a charter city is that a charter city can adopt its own rules about how their local government operates while general law cities follow state procedures about how a city government operates.

Were you aware of this difference between a "General law" and a "Charter" city ?

YES/AWARE.	40
NO/NOT AWARE.	60

5. The proposal to change Redding's form of government is being led by the local "Tea Party" political organization. Were you aware of this ?

YES/AWARE.	29
NO/NOT AWARE.	71

6. Next I'll ask your opinion of statements made by both supporters and opponents of changing the City of Redding's form of government.

ROTATE SETS: EVEN CLUSTERS READ 6a FIRST. 1
 ODD CLUSTERS READ 6b FIRST. 2

6a. SUPPORTERS of adopting a new city charter say ___(a)___. Is this a good, fair or poor reason to SUPPORT adopting a new City Charter.

	GOOD	FAIR	POOR	NO OPIN
a1. under the current system a city manager runs day-to-day operations of the City. With a charter city the Mayor will run day-to-day operations.	17	24	46	13
a2. the Mayor will be given more authority to prepare the city budget and hire city administrators.	19	24	47	10
a3. the city could save 15-20% on construction projects by not having to pay statewide wage rates.	35	15	44	6
a4. city council members would be elected by districts rather than being elected citywide.	29	22	39	10
a5. under a charter form of government, the problems with Redding Electric would have been less likely to have happened.	29	21	34	16

6b. OPPONENTS of adopting a new city charter say ___(a)___. Is this a good, fair or poor reason to OPPOSE adopting a new City Charter.

	GOOD	FAIR	POOR	NO OPIN
a1. there is no need to go through the considerable expense and uncertainly of changing Redding's system of government.	28	33	27	4
a2. changing the charter will allow the Council to pay themselves higher salaries than they are entitled to under state law.	56	13	25	6
a3. changing the charter will give the Council more authority to increase taxes and fees.	46	21	27	6
a4. if change is needed in Redding city government, it's easier if voters just elect new people.	39	27	24	4
a5. changing the charter will make it easier to hire out-of-area contractors at the expense of local construction workers.	44	17	34	5
a6. a citizens' commission appointed by the city to study this idea didn't even support the plan.	41	24	25	10
a7. city leaders should pay attention to more important problems like creating jobs, fixing roads and providing police and fire services.	65	13	17	5

1
0

6c. Now, having heard some statements from both sides of the issue, would you support or oppose the proposal to change the City of Redding's form of government to become a charter city ?

SUPPORT.	23	SUPP - STRG =	7
OPPOSE.	58	SUPP - SOME =	16
		OPPS - STRG =	33
NO OPINION.	19	OPPS - SOME =	25

And now just a few confidential questions for classification purposes. Your name and number are not attached to your answers. This information is kept strictly confidential and used only to classify your opinions.

d1. In terms of your political outlook, do you consider yourself a Conservative, a Moderate or a Liberal ?

CONSERVATIVE	50
MODERATE	35
LIBERAL	15
DON'T KNOW	1

d2. For statistical purposes only : What was the approximate total income of your household last year. Was it

\$ 30,000 or less	27
\$ 30,000 - 60,000	32
\$ 60,000 - 90,000	23
or \$ 90,000 or more.....	17
(REFUSED).....	5

d3. Are you a member or a labor union ?

YES.	19	... Do you belong to a public employee or private labor union ?
NO.	81	
		PUBLIC. ... 16
		PRIVATE. .. 3

d4. Regarding taxes and government, would you prefer less government and lower taxes, or SLIGHTLY HIGHER TAXES FOR BETTER GOVERNMENT SERVICES ?

LESS GOVT/LOWER TAXES.	61
BETTER GOVT/HIGHER TAXES.	39
NO OPINION.	0

d5. Which concerns you more - the power of big government or the power of big corporations ?

BIG GOVERNMENT.	56
BIG CORPORATIONS.	44
NO OPINION.	0

 Thank you very much, goodday / goodnight .

DEMO = 29	18-29 = 12
REP = 50	30-39 = 12
INDP = 21	40-49 = 17
	50-59 = 21
MALE = 45	60-69 = 19
FEML = 55	70+ = 19