



To: Jim Levine
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From: Kevin Reikes
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Re: Richmond / Point Molate Study

Research Analytics & Strategy is pleased to present this summary of initial findings from the Richmond California research project.

The Study

This public opinion survey included 402 Richmond voters and has a margin or error of ±4.9 percentage points with a 95% level of confidence. The telephone survey was fielded between April 20-25 using trained professional callers, and a stratified random sample of active voters.

Crime, Jobs & Economy

Issues surrounding Richmond’s local economy, unemployment and education rank among the respondents’ top priorities.

Although the issue of crime ranks high, when asked to choose how best to spend resources in Richmond, respondents chose jobs over both crime and protecting the environment. In equivalent Richmond tests conducted by RAS, crime has always outpaced jobs/employment. This reversal should underscore the concerns that voters have related to Richmond’s economy and the issue of unemployment.

| Choices Randomized | % |
|-------------------------|------|
| Generate Jobs | 48.4 |
| Prevent Crime | 40.4 |
| Protect the Environment | 6.5 |
| DK/NA | 4.3 |
| Refuse | 0.3 |

While environmental issues are not among respondents’ top priorities, concern for the environment is prevalent throughout the study. However specific environmental initiatives within Richmond do not rank in the top tiers of respondent concern.

Development & Point Molate

Clearly, Richmond voters see development of jobs-based businesses as an important solution to their economic concerns. Voters were asked to gauge the accuracy of a series of statements. They were then probed further to determine if the respondent believed the statement to be Very Accurate, Somewhat Accurate, Somewhat Inaccurate, or Very Inaccurate. The response to the following question is illustrative of the respondents’ belief that development and jobs creation is essential for Richmond.

| (ROTATE) | Very Accurate | Somewhat Accurate | Somewhat Inaccurate | Very Inaccurate | DK/NA |
|---|---------------|-------------------|---------------------|-----------------|-------|
| Richmond needs more development that will employ local people and contribute tax dollars to the city’s economy. | 61.1 | 22.4 | 8.2 | 6.1 | 2.2 |

Within the same series, and before any information was given about the Point Molate hotel resort casino project, respondents were asked about jobs and revenue from a hotel and casino at Point Molate. **“Putting a hotel and casino complex at Point Molate would employ local people and bring revenue into the City of Richmond.”** The combined “Very Accurate” and “Somewhat Accurate” response to that statement was 60.5%. However, this should not be interpreted that at this point 60.5% of the voters are supporting a hotel and casino at Point Molate. Only that over 60% of voters believe that it would create jobs and bring revenue into the City of Richmond.

When testing the overall awareness of the Point Molate issue, we found that a majority of voters have heard about Point Molate and nearly 50% of respondents had heard “a lot” about the issue.

The study tested opposition arguments to the Point Molate project as well as arguments in support of the project. In addition to testing the opposition arguments that have been circulated through the mail, phones and on street signs, RAS also included anticipated opposition arguments. Those messages tested in support of the Point Molate project far out-pace those messages (both used and anticipated) tested in opposition to the project.

After randomized arguments for and against the project were presented, respondents were then asked **“would you support the Point Molate hotel resort casino project?”**

Responses to the Point Molate vote test question showed that a majority (51.2%) of respondents support the Point Molate project, with only 42% of respondents citing that they would oppose a hotel resort casino at Point Molate. Only 6.5% of respondents answered “Unsure” or “Don’t Know” to the Point Molate question.

Finally, respondents in opposition and respondents in support of the Point Molate issue were given additional information. Those who initially responded in support of the project were given an additional opposition message; and those who initially responded in opposition were given an additional support message. While there was some softness in those who initially cited support for the project, when accounting for those who switched to a position of support after an initial position in opposition to the project, support of the Point Molate project grew to 58% of respondents.

Conclusions

- Economic issues have surpassed issues related to crime as top priorities for Richmond voters.
- Richmond voters see the need for more development that would include jobs and revenue for the City.
- There is great awareness about issues surrounding the Point Molate project.
- Initial vote tests show that a majority of Richmond voters support a hotel resort casino project at the Point Molate site.
- There is a softness within the opposition to the Point Molate project which is easily identifiable and would move to a position of support for the project.
- Support for the Point Molate project after initial vote test and additional information grows from 51.2% to 58%.