

PROPOSITION 17 AND THE POST-ELECTION POLL

PROPOSITION 17:

Proposition 17 sought to place two portions of the Stanislaus River under the protection of the California Wild and Scenic Rivers Act.

The 1974 election results were as follows:

YES	2.5 million	47% of the vote
NO	2.8 million	53% of the vote

POST ELECTION POLL:

A statewide poll conducted immediately after the election by the research and counseling firm of Corey, Canapary, and Galanis (San Francisco and Los Angeles) concluded that:

1. On Election Day, November 5, 1974, the majority of voters in California intended to vote against construction of the New Melones Dam and Reservoir on the Stanislaus River.

Percent saying they intended to vote

Against the Dam	59%
For the Dam	33%
No position	8%

2. Confusion caused by the wording of the ballot proposition itself and by the advertising resulted in the defeat of the Wild and Scenic Rivers Initiative.
3. This confusion worked both ways with people who were opposed to the dam incorrectly voting "NO", and people who were in favor of the dam incorrectly voting "YES" overall however, the bias clearly worked to the disadvantage of the "YES" vote and to the advantage of the "NO" vote.
4. As of the survey period (November 15-18, 1974) more voters opposed the dam than favored it.

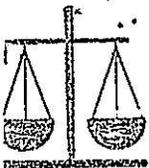
This is from "The J.R. Mason and
M.M. Dam" by
W. Turrentine Jackson and
TABLE X-3

Prop. 17 would also have declared
this same section of the Stanislaus
"Wild and Scenic" (state
instead of National)

CALIFORNIA COUNTIES, GROUPED BY PERCENTAGE YES VOTE, PROPOSITION 17, 1974

County	Percentage Yes Vote	Total Yes Vote
LOWEST GROUP (Mean Total Vote Per County: 23,787)		
Tuolumne	17.35	1,670
Stanislaus	17.76	9,063
Calaveras	21.27	1,233
Madera	27.10	2,217
Mono	27.73	909
Tulare	29.52	11,927
Kern	30.76	24,502
San Joaquin	31.36	24,075
Amador	31.64	1,978
Inyo	31.73	1,956
Fresno	34.79	35,491
Lake	34.81	3,158
Merced	34.97	6,652
Glenn	35.43	1,956
Nevada	35.57	4,178
Colusa	35.72	1,092
Del Norte	35.82	999
Mariposa	36.53	1,199
Sutter	38.29	4,059
MIDDLE GROUP (Mean Total Vote Per County: 117,845)		
Kings	39.64	3,884
Placer	40.16	11,490
Modoc	40.73	1,010
El Dorado	41.74	6,332
San Benito	41.21	1,713
Imperial	41.43	6,399
Yuba	42.60	3,926
Butte	42.95	16,112
Plumas	43.18	1,756
Sacramento	43.45	92,289
Riverside	43.58	55,921
Napa	43.59	14,464
Solano	43.83	18,181
Sierra	44.39	451
San Luis Obispo	45.71	17,197
Los Angeles	46.33	810,671
Ventura	46.50	49,218
Hendocino	46.90	7,600
Lassen	47.01	2,293
HIGHEST GROUP (Mean Total Vote Per County: 129,840)		
Orange	47.54	225,466
Siskiyou	47.73	4,844
San Bernadino	47.99	74,406
Tehama	48.06	4,632
San Diego	48.32	197,389
Humboldt	48.69	16,708
San Mateo	49.86	83,168
Sonoma	50.93	39,053
Yolo	52.92	16,526
Santa Barbara	53.21	44,394
Monterey	53.26	30,393
Alameda	53.73	158,562
Santa Clara	54.44	170,550
Shasta	55.36	14,076
Santa Cruz	55.59	30,190
San Francisco	57.12	108,849
Marin	58.11	44,619
Alpine	63.02	242
Trinity	65.09	1,937

SOURCE: California, Secretary of State, "Statement of the Vote, General Election, November 5, 1974."



COREY, CANAPARY & GALANIS

RESEARCH AND COUNSEL IN MARKETING

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6 June 1975

FRIENDS OF THE RIVER
1176 Emerson Avenue
Palo Alto, California 95301

ATTENTION: Mr. Marcel Hernandez

Dear Mr. Hernandez:

The attached sheet summarizes key findings of the post election statewide survey concerning Proposition 17 (WILD AND SCENIC RIVERS INITIATIVE) which our organization conducted following the November 5, 1974 election.

SAMPLE SIZE:

515 registered voters who had gone to the polls on November 5

INTERVIEWING PERIOD:

Friday, November 15 through Monday, November 18, 1974

FIELD WORK:

Conducted by 17 trained field interviewers

METHOD:

Intercept, whereby qualified respondents were screened and interviewed at shopping centers, on the street and at other places of heavy foot traffic. Only shopping centers and other sample points which drew from broad geographic areas were selected for purposes of the interviewing. The bulk of the interviewing was conducted over the weekend to ensure proper representation of working people and others not usually found at home during the weekday.

COUNTIES SAMPLED:

Southern (59% of total)...Los Angeles, Orange, Riverside, San Bernardino and San Diego
Central Coast (28% of total)...Alameda, Contra Costa, San Francisco, San Mateo & Santa Clara
Central Valley (13% of total)...Fresno and Sacramento

CHARACTERISTICS OF THE SAMPLE:

REGISTRATION		AGE		SEX		
	SAMPLE	(ACTUAL)		SAMPLE		
Democratic...	58%	57%	Under 30.....	22%	Male	50%
Republican...	34%	36%	30 - 40.....	25%	Female	50%
Other.....	8%	7%	41 - 50.....	23%		100%
	100%	100%	51 & OLDER.....	30%		
				100%		

Complete findings and a more detailed description of study methodology are contained in our December 12, 1974 report which was prepared for FRIENDS OF THE RIVER. If we can provide you with additional information at this time, please contact me at our San Francisco office or Dorothy D. Corey at our Los Angeles office.

Sincerely

Ed Canapary

Ed Canapary
Executive Vice President/Research Director

COREY, CANAFARY & GALANS

SUMMARY OF KEY FINDINGS

On Election Day, November 5, 1974, the majority of voters in California intended to vote against construction of the New Melones Dam and Reservoir on the Stanislaus River.

BASE: (Respondents who cast a ballot on Proposition 17)

	471
	%
Percent saying they intended to vote... AGAINST THE DAM	59
FOR THE DAM	33
NO POSITION ON DAM	8
	100%

NOTE: Forty-four respondents either did not vote on 17 or could not recall whether or not they voted on it.

Confusion caused by the wording of the ballot proposition itself and by the advertising resulted in the defeat of the WILD AND SCENIC RIVERS INITIATIVE.

BASE: (All respondents who went to the polls on Nov. 5)

	515
	%
Percent saying they found the wording of the ballot proposition... CONFUSING	78
NOT CONFUSING	15
DID NOT READ IT/DK	7
	100%
Percent saying the advertising... WAS MISLEADING	40
HELPED THEM TO UNDERSTAND IT BETTER	19
SOME HELPED-SOME MISLEADING	17
NOT AWARE OF ADVERTISING	19
DON'T KNOW	5
	100%

This confusion worked both ways with people who were opposed to the dam incorrectly voting "NO" and people who were in favor of the dam incorrectly voting "YES". OVERALL, however, the bias clearly worked to the disadvantage of the "YES" vote and to the advantage of the "NO" vote.

		BY NOV. 5 VOTING INTENT ON DAM		
	TOTAL	AGAINST DAM	FOR DAM	NO POSITION ON DAM
BASE: (All respondents who went to the polls on November 5)	515	279	153	39
Percent saying they voted	%	%	%	%
YES ON PROPOSITION 17	41	55	33	23
NO ON PROPOSITION 17	37	31	59	36
VOTED BUT DON'T KNOW IF YES OR NO	13	14	8	41
DON'T KNOW IF VOTED ON 17	2			
DIDN'T VOTE ON PROPOSITION 17	7			
	100%	100%	100%	100%

As of the survey period (November 15-18, 1974) more voters opposed the dam than favored it ...

		BY HOW VOTED ON 17		
	TOTAL	VOTED YES	VOTED NO	VOTED BUT DON'T KNOW IF YES OR NO
BASE: (All respondents who went to the polls on November 5)	515	213	191	67
Percent saying if this came up for a vote again they would	%	%	%	%
VOTE FOR CONSTRUCTION OF DAM	29	20	43	21
VOTE AGAINST THE DAM	50	67	39	51
DON'T KNOW	21	13	18	28
	100%	100%	100%	100%
	YES	NO		
	47%	53%		

NOTE: The actual vote was
 Survey respondents who indicated they cast a vote on Proposition 17, voted 45% 41%
 In addition, 14% of these respondents voted but don't know if they cast a "YES" or a "NO" vote.