

California Foundation for Commerce & Education Frequency Questionnaire

May 12-21, 2008

1113 California Business Leaders

Q.1 First of all, what is your official title or position within your company?

	Total
Manager	18
Owner.....	10
Director/Managing Director	9
Chief Executive Officer (CEO).....	8
President	7
Chief Financial Officer (CFO)	6
Controller/Treasurer	5
Vice-President.....	5
Accounting Manager	3
Business Manager.....	3
Chief Operation Officer (COO)	3
Executive.....	3
Chief Bookkeeper.....	2
Partner.....	2
Chief Accountant.....	1
Senior Vice-President.....	1
Chief Information Officer (CIO).....	-
Other	16
(ref:POSITION)	

Q.2 Generally speaking, do you think that things in California are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

	Total
Right direction	23
Wrong track	77
Right - Wrong	-53
(ref:DIRECTA)	

Q.3 How would you currently rate California's economy?

	Total
Excellent.....	0
Good.....	18
Just fair.....	59
Poor.....	23
Excellent/Good	18
(ref:RATEECON)	

Q.4 What is your outlook for California's economy over the next year?

	Total
It will get better	10
It will stay about the same	46
It will get worse.....	44
Get better - Get worse	-35
(ref:ECONOL)	

Q.5 What is the outlook for your own business over the next year?

	Total
It will get better	29
It will stay about the same	57
It will get worse.....	14
Will get better - Will get worse	15
(ref:OWNBIZOL)	

Q.6 Would you say it is easier or harder to do business in California than in other states?

	Total
Easier	1
About the same	6
Harder	63
My company only does business in California	29
Harder - Easier	62
(ref:HARDEASE)	

Q.7 & 8 What would you say is the single biggest challenge to doing business in California?
And what would you say is the second biggest challenge to doing business in California?

	Comb	1st	2nd
Too much government regulation.....	42	31	11
Hiring and maintaining a qualified workforce.....	28	14	14
High cost of health care.....	28	11	17
High labor costs.....	26	10	15
High cost of housing.....	21	10	11
High state and/or local taxes.....	20	9	12
Competition within a challenging marketplace.....	11	5	6
High cost of energy.....	11	4	7
High cost of rent/facilities/office space.....	10	4	7
Access to capital/getting a loan.....	2	1	1

(ref:BIZCHAL & BIZCHAL2)

Q.9 & 10 What would you say is the single biggest advantage to doing business in California?
What would you say is the second biggest advantage to doing business in California?

	Comb	1st	2nd
Climate/weather.....	52	32	20
Quality of life.....	38	18	20
Access to large and lucrative markets.....	37	20	18
Culture of innovation/research & development.....	25	11	14
California's ethnic and cultural diversity.....	18	9	9
Availability of qualified and skilled workers.....	14	5	9
Transportation and logistical infrastructure, including roads, seaports and airports.....	14	4	10
Supportive state government.....	1	0	1

(ref:BIZADV N & BIZADV N2)

Q.11 Overall, has your company added or reduced jobs in California over the last year?

	Total
Added employees in California.....	38
Added non-employee contract jobs in California.....	3
No change	33
Reduced employees in California.....	30
Reduced non-employee contract jobs in California.....	3
(ref:ADDJOBS)	

Q.12 Does your company plan to add or reduce jobs in California over the next year?

	Total
Add employees in California.....	31
Add non-employee contract jobs in California.....	4
No change	51
Reduce employees in California.....	16
Reduce non-employee contract jobs in California.....	2
(ref:PLANJOBS)	

Q.13 & 14 Here is a list of issues that people would like our elected officials in state government to address. Please select the ONE issue you think the elected officials in Sacramento should be paying most attention to?

And which issue you think the elected officials in Sacramento should be paying next most attention to?

	Comb	1st	2nd
The state budget deficit	33	19	14
The quality of public schools and higher education.....	24	12	11
The economy and job creation	24	11	13
Energy and gas prices.....	23	12	11
Illegal immigration	22	12	9
The increasing cost of health care and health insurance	19	8	11
Labor regulations governing overtime, wages, rest periods and benefits.....	12	6	6
The mortgage and foreclosure crisis	10	5	5
Taxes.....	9	4	5
Physical infrastructure, such as roads, bridges and levees	8	2	5
Environmental issues, such as protecting the air, land and water.....	5	2	3
The cost and supply of housing.....	4	2	2
Access to health care for the uninsured	4	2	2
Crime.....	3	1	2
(ref:TOPISSUE & SECISSUE)			

Q.15 Does your company provide health care as a benefit to your employees?

	Total
Yes	93
No.....	7
Yes - No.....	86
(ref:HCTOEMPL)	

[1036 Respondents]

Q.16 (ASK IF YES IN HCTOEMPL)

Over the past year, have your company's health care costs increased a lot, increased a little, stayed about the same, or decreased?

	Total
Increased a lot.....	55
Increased a little	36
Stayed about the same	7
Decreased	2
(ref:HCINCOST)	

[942 Respondents]

Q.17 (ASK IF INCREASED A LOT OR INCREASED A LITTLE IN HCINCOST)

What is the likelihood that your company will make the following changes the next year in order to address the increasing costs of providing health care to employees?

	Very Likly	Smwt Likly	Not Too Likly	Not at All Likly	Very/ Smwt Likly	Not Too/ At All Likly	Very/ Smwt - Not
17 Increase premiums paid by employees	30	37	18	16	67	33	33
18 Increase co-payments or deductibles paid by employees.....	27	40	19	14	67	33	33
19 Change prescription drug benefits for employees.....	8	27	36	28	35	65	-29
20 Restrict the eligibility of employees and/or their dependents	6	13	36	46	19	81	-63
21 Drop health care coverage as a benefit to employees.....	1	4	22	73	5	95	-90
22 Make no changes to the health care benefit	22	24	27	26	46	54	-8
(ref:CHANGEHC)							

[77 Respondents]

Q.23 (ASK IF NO IN HCTOEMPL)

Why does your company not provide health care as a benefit to its employees?

	Total
The company is too small or too new.....	45
Premiums are too expensive.....	38
Employees are covered elsewhere	8
Other	9
(ref:WHYNOHC)	

Q.24 Have you heard, read, or seen anything in the news lately about the state's budget deficit?

	Total
Yes, a lot	54
Yes, a little.....	39
No, have not heard anything	8
Total Yes	92
No.....	8
Yes - No	85
(ref:HRDDEFIC)	

Q.25 As you may know, the state currently faces a very large budget deficit. How serious a problem do you think this is?

	Total
Extremely serious.....	46
Very serious	43
Somewhat serious.....	10
Not too serious	1
Not serious at all.....	-
Extremely/Very serious.....	90
Not too/Not at all.....	1
Extremely/Very - Not too/At all.....	89
(ref:DEFICIT)	

Q.26 Regarding California's budget deficit, do you think the deficit was caused primarily by too much spending, too little taxing, or both?

	Total
Too much spending.....	75
Too little taxing	3
Both	22
Too much spending - Too little taxing	72
(ref:CAUSEDEF)	

Q.27 Do you think California state government should deal with the budget deficit through spending cuts, through tax increases, or through a mixture of both?

	Total
All Spending cuts.....	28
Mostly spending cuts.....	32
Mostly tax increases.....	3
All tax increase	1
Mixture of both.....	37
Total spending cuts	60
Total tax increase	3
Spending cuts - Tax increase.....	56
(ref:SOLVDEF)	

Q.28 Here are two statements about California's budget deficit. Please choose the one which comes closer to your own point of view.

Some people say that the budget deficit was caused by elected officials using one-time revenues to finance ongoing programs, and that we should not raise taxes to bail out legislators who acted irresponsibly.

Some people say that regardless of the cause, the deficit is too large to fix with program cuts alone, and that new tax revenues must be part of the mix.

	Total
We should not raise taxes to bail out legislators who acted irresponsibly, much more	47
We should not raise taxes to bail out legislators who acted irresponsibly, somewhat more.....	26
New tax revenues must be part of the mix, somewhat more	22
New tax revenues must be part of the mix, much more	5
Total Not raise taxes	73
Total New tax revenues	27
Not raise taxes - New tax revenue	45
(ref:TAXOSERV)	

Q.29 The largest areas of state government spending are K-12 public education, higher education, health and social services, and prisons and public safety. What do you think should be the highest priority to protect from budget cuts?

	Total
K-12 public education.....	69
Higher education	7
Health and social services.....	13
Prisons and public safety	12
(ref:CUTS)	

Q.30 If a budget deal requires an increase in taxes, some reforms may also be included as part of the solution. For each one of the following reforms, please indicate whether you strongly support that reform, somewhat support it, somewhat oppose it, or strongly oppose it.

	Strng Supp	Smwt Supp	Smwt Opp	Strng Opp	Total Supp	Total Opp	Supp - Opp
30 Eliminate annual program funding and salary increases in the budget that are automatically linked to inflation.	52	33	13	3	84	16	69
31 With approximately half the state budget going to education, reform our schools and how education dollars are spent by providing essential skills to students so they can succeed in the workplace, cutting bureaucracy and strengthening financial management, expanding teacher training, and paying higher salaries to teachers who improve student performance.	61	31	5	3	92	8	84
32 Reform labor regulations governing overtime, wages, rest periods and benefits to provide more flexibility for employers and employees in the workplace.....	62	26	8	4	88	12	76
33 Ensure that any tax increases are temporary, broadly-based (not focused on any single industry or group of taxpayers), and least harmful to the state's economy.....	52	36	8	4	88	12	76
34 Ensure that whatever mix of new taxes and spending cuts is adopted, the end result is a balanced budget.	60	32	5	3	92	8	84
35 Ensure that one-time revenues can never again be used to finance ongoing state programs. (ref:BUDGRFRM)	58	33	8	1	91	9	82

Q.36 & 37 Which of these reforms would be your top choice for dealing with the California state budget?

Which of these reforms would be your second choice for dealing with the California state budget?

	Comb	1st	2nd
With approximately half the state budget going to education, reform our schools and how education dollars are spent by providing essential skills to students so they can succeed in the workplace, cutting bureaucracy and strengthening financial management, expanding teacher training, and paying higher salaries to teachers who improve student performance.....	45	25	20
Ensure that whatever mix of new taxes and spending cuts is adopted, the end result is a balanced budget.	40	24	15
Eliminate annual program funding and salary increases in the budget that are automatically linked to inflation.	33	16	17
Ensure that any tax increases are temporary, broadly-based (not focused on any single industry or group of taxpayers), and least harmful to the state's economy.....	31	13	18
Reform labor regulations governing overtime, wages, rest periods and benefits to provide more flexibility for employers and employees in the workplace.....	27	13	13
Ensure that one-time revenues can never again be used to finance ongoing state programs..... (ref:TOPREFRM & SECREFRM)	25	8	16

Q.38 On another topic, does the cost of energy have a major impact, minor impact or no real impact on your business?

	Total
Major impact.....	44
Minor impact.....	44
No real impact.....	11
(ref:ENERGY)	

Q.39 In your opinion, is your company doing enough to reduce its carbon footprint by using electricity and transportation fuels more efficiently and improving the efficiency of your manufacturing or other business processes?

	Total
Yes.....	75
No.....	25
Yes - No	49
(ref:ENRGYEFF)	

[284 Respondents]

Q.40 (ASK IF NO IN ENRGYEFF) What is the reason for not reducing your company's carbon footprint to your satisfaction?

	Total
Cost.....	44
Lack of information on how to achieve those reductions.....	50
Not required by law	15
Would make my business uncompetitive	11
(ref:WHYNOENG)	

Q.41 Would your company be willing to pay more for energy that is produced by renewable sources, such as wind or solar power, and which would result in fewer emissions of greenhouse gasses?

	Total
Yes	12
Yes, if the cost is only slightly more	64
No.....	25
Total Yes	75
No.....	25
Yes - No	51
(ref:ENRGYREN)	

Q.42 Here are two statements about reducing greenhouse gasses. Please choose the one that comes closer to your own point of view.

Some people say that the most effective approach to reducing greenhouse gasses is for the government to take the lead and tax those emissions and distribute the revenues to mitigate the higher energy costs on low-income families, offset the effects of air pollution, and subsidize new clean, energy-efficient technologies.

Some people say that a market-based system would be most effective approach to reducing greenhouse gasses because it would create incentives for development of new technologies and would encourage the reduction of emissions from the most cost-effective sources, which would have the least effect on the economy.

	Total
Government should take the lead, much more	18
Government should take the lead, somewhat more.....	15
Market-based system would be most effective, somewhat more.....	33
Market-based system would be most effective, much more	34
Total Government should take the lead	32
Total Market-based system most effective	68
Government - Market-based.....	-35
(ref:CAPTRADE)	

Q.43 Finally, these last few questions are for statistical purposes only.

Approximately how many employees does your company have?

	Total
0-5	10
6-25	25
26-50	21
51-100	19
More than 100	25
(ref:SIZE)	

Q.44 How would you classify the industry in which you work?

	Total
Manufacturing.....	10
Health Care	8
Construction Industries.....	8
Business Services	8
Non-Profit	7
Financial Industries	7
Hospitality.....	5
Technogy.....	4
Retail	4
Wholesale.....	3
Real Estate.....	3
Legal.....	3
Food	3
Advertising / Public Relations.....	3
Transportation	2
Entertainment.....	2
Education	2
Government.....	1
Engineering	1
Energy	1
Agriculture / Forestry / Fishery	1
Printing / Publishing.....	0
Pharmaceuticals / Biotech.....	0
Multiple Industries / Other	14
None.....	1
(ref:INDUSTRY)	

Q.45 What is your company's zip code?

	Total
Los Angeles County	23
Los Angeles Area	19
Bay Area.....	24
San Diego.....	8
Sacramento/North	13
Central Valley	12
Other/Not Cal	1
(ref:ZIPCODE)	

Q.46 Are you registered to vote in California?

	Total
Yes	94
No.....	6
(ref:REGVOTE)	

Q.47 Generally speaking, do you think of yourself as a Democrat, a Republican or what?

	Total
Strong Democrat	17
Weak Democrat.....	13
Independent-lean Democrat.....	6
Independent	12
Independent-lean Republican	6
Weak Republican	18
Strong Republican.....	27
(Don't know/refused)	-
(ref:PTYID1)	

Q.48 Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?

	Total
Liberal.....	14
Moderate	57
Conservative	28
(ref:IDEO1)	

Q.49 What is the last year of schooling that you have completed?

	Total
1 - 11th grade	-
High School graduate.....	3
Non-college, post H.S / Trade school.....	2
Some college / 2-year college	27
College graduate	40
Post-graduate school	28
(Don't know/refused)	-
(ref:EDUC)	

Q.50 What is your age?

	Total
18-24	1
25-29	4
30-34	6
35-39	8
40-44	11
45-49	17
50-54	17
55-59	17
60-64	13
65-69	5
70-74	2
75 and older	1
(ref:AGE2)	

Q.51 What is your gender?

	Total
Male.....	35
Female	65
(ref:GENDER)	

Q.52 What is your race?

	Total
White	80
Black.....	2
Hispanic/Latino/Spanish American/Chicano	8
Asian/Pacific Islander	5
Other	5
(ref:RACE)	