

TO: Interested Parties

FROM: Capitol Campaigns & Viewpoint USA
Contact: Bryan DeBlonk (916) 446-7600

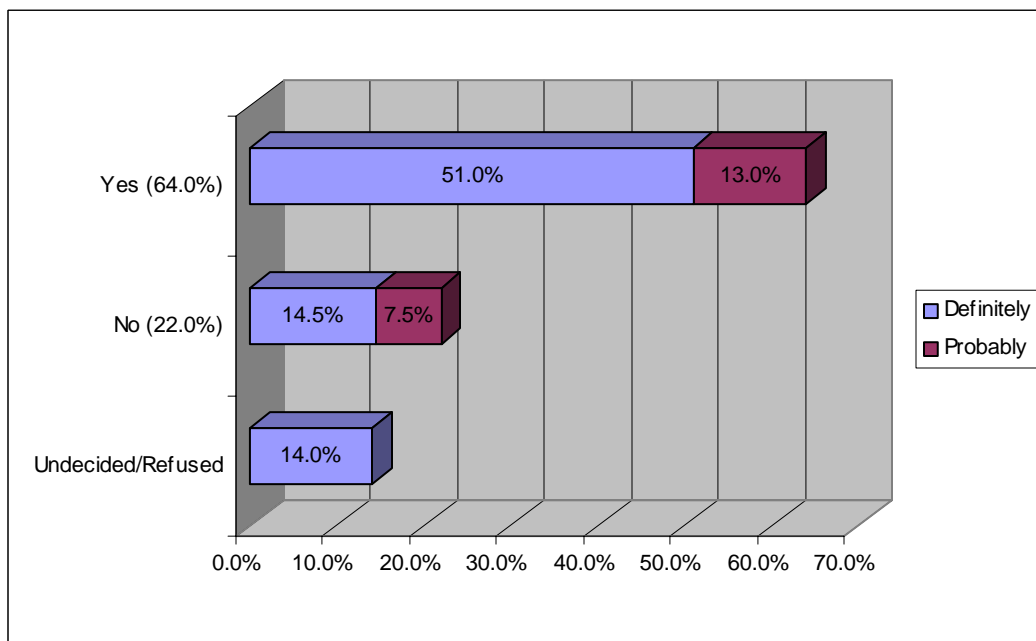
RE: Survey Results for Clover Valley in the City of Rocklin, CA

DATE: June 5, 2007

A recent survey of 400 registered voters in the City of Rocklin indicates that there is **significant opposition to the current plan to develop Clover Valley.** This opposition is strong enough that if an election were held today on a referendum to stop the Clover Valley Lakes development it would be successful by a wide margin.

Question If the Rocklin City Council approved the proposed Clover Valley Lakes Development it could be stopped by a referendum. If an election were held today and you were asked to vote on a referendum to overturn the City Council’s decision and prevent the development of Clover Valley would you vote yes or no? (If YES/NO ask) Is that definitely YES/NO or just probably?

- 1 Definitely yes.....51.0%.....Total YES.....64.0%.....Valid YES.....74.4%
- 2 Probably yes.....13.0%
- 3 Probably no.....7.5%.....Total NO.....22.0%.....Valid NO.....25.6%
- 4 Definitely no.....14.5%
- 5 Don’t know.....14.0%Don’t know....14.0%



- **Only 12.8% of voters support the plan to develop Clover Valley.** The results of this survey of all registered voters showed that only 12.8% were supportive of the current plan to develop Clover Valley, 49.3% were opposed and 38.0% were undecided or were not willing to answer. Of the 76.6% of voters surveyed that were willing to give an opinion, a full 76.8% were opposed to the Clover Valley Lakes development.
- **Support for a Referendum is even stronger among likely voters.** Of voters with a history of voting in most elections, a full 65.8% indicate they would vote for the referendum on the first ask and only 21.5% no. After arguments for and against the development were given, 67.6% would vote yes and 24.7% no.
- **Traffic leads list of voter consents.** Answers to several questions indicate that Rocklin voters are very concerned about the traffic that will result from this development. The poll also indicated strong opposition to the construction of a new connector between Highway 80 and Highway 65.

Methodology:

The information in this report is the result of a voter opinion research survey conducted by Capitol Campaigns and Viewpoint USA in the City of Rocklin. The intended use of this survey is to discover the attitudes of likely voters towards the development of Clover Valley. The call lists are a random sample of likely voters from the Placer County Registrar of Voters files as of May 6th, 2007. The survey was commissioned by the Save Clover Valley Foundation.

Number of surveys:	N = 400
Method:	Telephone
Date:	May 17 th through May 22 nd , 2007
Universe:	A stratified random sample of Rocklin registered voters.
Stratified by:	Age: 4 (18-34, 35-49, 50-64, 65+) Gender: 2 (Male, Female) Party: 3 (Democrat, Republican, Other)
Margin of Error:	± 4.7% Whole City

About the Pollsters:

Viewpoint USA - During the past two decades, Viewpoint USA has conducted major market research studies for political analysts, healthcare organizations, educational institutions, and many other types of entities.

Viewpoint USA specializes in telephone research. They believe that the telephone is one of the best tools available for conducting accurate and cost-effective research and are proud of their reputation for excellence and reliability. Their extensive experience is with everything from political polling to long-term studies involving multiple quarters and years of tracking.

18 Railroad Avenue
Madison, CT 06443
www.viewpointusainc.com

Capitol Campaigns, Inc - The polling division of Capitol Campaigns has been conducting surveys for public agencies, business groups, ballot measures and candidates for public office since 1999. Some current polling clients include the Washington Unified School District, the Natomas Unified School District, Elk Grove City Councilmember Gary Davis, and the Yes on Measure N Committee.

510 Bercut Drive, Suite S
Sacramento, CA 95814
www.capitolcampaigns.com