

**Research Reports and Media Coverage
Based on Sacramento State Annual Survey of the Region
Amy Liu, Project Director**

Institute for Social Research
California State University, Sacramento
(Updated on Oct. 22, 2009)

2009 Research Reports

Liu, Amy, Alec Snelling, and Otis Scott. March 27, 2009. *Poll: More Residents Approve of Johnson's Job Performance as Mayor of Sacramento; Additional support needed to pass the strong mayor proposal.* Sacramento, CA: California State University, Sacramento.

Liu, Amy and Melissa Maxwell. April 10, 2009. *Poll: Majority Think Buying a House in Sacramento Region in 2009 is a Good Investment despite Increased Concern about the Housing Market and Personal Finances.* Sacramento, CA: California State University, Sacramento.

Liu, Amy, Kira LaBua, Angelina Nochez, Manjit Pegany, Jennifer Black, Katie Winterstein, and Otis Scott. May 1, 2009. *Poll: Sacramento is Optimistic about President Obama and America's Future despite Deep Concerns for the Economy and Jobs.* Sacramento, CA: California State University, Sacramento.

Liu, Amy, Kira LaBua, Julia Roman, and Otis Scott. May 13, 2009. *Poll: Governor Schwarzenegger Receives more Support from Sacramento Region than California despite Double-Digit Drop in Popularity.* Sacramento, CA: California State University, Sacramento.

Liu, Amy, Joseph Maestas, Sarah Lucas, Kelly Ward, and Otis Scott. May 26, 2009. *Poll: Sacramento Region Divided over Legalizing Gay Marriage, although Gays and Lesbians Perceived as the Second Most Discriminated-Against Group.* Sacramento, CA: California State University, Sacramento.

Liu, Amy, Tasha Renison, Kim Mitchell, Jennifer Black, Katie Winterstein, and Otis Scott. June 9, 2009. *Poll: Majority of Sacramento Residents Willing to Pay Additional Taxes to Fund College Education despite Deep Concerns for the Economy and the State and Local Budget Deficits.* Sacramento, CA: California State University, Sacramento.

Liu, Amy, Jason Fritts, Ryan Gorman, and Otis Scott. June 19, 2009. *Poll: Majority View Traffic Congestion and Air Quality as Problems, but Few Are Willing to Pay Gas Surcharge to Fund Local Public Transit.* Sacramento, CA: California State University, Sacramento.

Liu, Amy, Nai Saephan, Danielle Castaneda. August 27, 2009. *Poll: Over 80 Percent Think College Education is a Good Long-term Investment and Would Recommend Sacramento State, but 57 Percent Feel.* Sacramento, CA: California State University, Sacramento.

Selected Media Report Based on the 2009 Survey

1. Media interviews and coverage:

Sacramento Bee - March 27, April 10, July 2
Sacramento Business Journal (print) – April 10
Sacramento Business Journal (on-line) – March 27, May 1, May 13, May 26, June 9, June 19
USA Today (on-line) – April 10, May 26, June 16
Daily Democrats, June 19
World Journal - April 2
KCRA Channel 3 - March 27, April 10, May 1, May 13, May 26, June 9, June 19
KXTV Channel 10 – March 27, April 13, May 1, May 13, May 26, June 9, June 19
KOV (CBS) Channel 13 – March 27
NewsTalk 1530 KFBK – March 27, April 10, May 1, May 13, May 26, June 19
Capital Public Radio- March 27, April 10, May 1, May 13, May 26, June 9, June 19
Solutions for Our Future – June
(<http://www.solutionsforourfuture.org/site/PageServer?pagename=California>)
Sacramento State Press Releases – March 27, April 10, May 1, May 13, May 26, June 9, June 19

2. The following websites have included the Bee article about our housing report in their websites on April 10, 2009

[El Dorado Article Page - USATODAY.com](#)

Home Front: Fewer empty new homes means supply, demand in balance. The first quarterly report on *new-home* sales in the Sacramento area during 2009 is in and ...
content.usatoday.com/topics/article/Places,+Geography/Towns,+Cities,+Counties/El+Dorado/035C41tcmY3UR/1-23k - [Cached](#) - [Similar pages](#)

<http://obama.wsj.com/quote/0foh1Ys60xdS2?q=Timothy+F.+Geithner>

The World Street Journal. U.S. edition
April 10, 2009. Retrieved from April 12, 2009

“Home Front: Fewer empty House means supply, demand in balance.” Reprinted
<http://www.blackenterprise.com/news-article/128598684/> Retrieved April 12, 2009

“Home Front: Fewer empty House means supply, demand in balance.” Reprinted
<http://www.talktoted.com/Blog/Fewer-empty-new-homes-means-supply-demand-in-balance>
Retrieved April 12, 2009

[Fewer Empty New Homes Means Supply, Demand in Balance in ...](#)

Apr 10, 2009 ... Apr. 10--The first quarterly report on *new-home* sales in the Sacramento area during 2009 is in -- and there's one good sign amid a *new* low ...
www.builderonline.com/sales/fewer-empty-new-homes-means-supply-demand-in-balance-in-sacramento.aspx - 93k - [Cached](#) - [Similar pages](#)

[Home Front: Fewer empty new homes means supply, demand in balance ...](#)

The first quarterly report on *new-home* sales in the Sacramento area during 2009 is in – and there's one good sign amid a *new* low of 699 sales in Janu...
sacstarts.com/aggregator/2009/04/10/home-front-fewer-empty-new-homes-means-supply-demand-balance - 19k - [Cached](#) - [Similar pages](#)

[**Fewer empty new homes means supply, demand in balance - Ted ...**](#)

Apr 10, 2009 ... *Fewer empty new homes means supply, demand in balance.*
www.talktoted.com/Blog/Fewer-empty-new-homes-means-supply-demand-in-balance - 36k - [Cached](#) - [Similar pages](#)

[**Home Front: Fewer Empty New Homes Means Supply, Demand in Balance**](#)

Home Front: Fewer Empty New Homes Means Supply, Demand in Balance. Friday, April 10, 2009 8:44 AM. decrease font size increase font size print article Print ...
www.istockanalyst.com/article/viewiStockNews/articleid/3190239 - 86k - [Cached](#) - [Similar pages](#)
[**Regional Gateway News > News from regularly covered publications ...**](#)

Home Front: Fewer empty new homes means supply, demand in balance. Sacramento Bee. Friday, April 10th, 2009. *Home Front: Fewer empty new homes means supply, ...*
www.regionalgateway.org/news/wordpress/ - 45k - [Cached](#) - [Similar pages](#)

[**MLSDreamHomes News: Fewer empty new homes means supply, demand in ...**](#)

Home Front: Fewer empty new homes means supply, demand in balance. By Jim Wasserman jwasserman@sacbee.com. Published: Friday, Apr. 10, 2009 - 12:00 am Page ...
mlsdreamhomesnews.blogspot.com/2009/04/fewer-empty-new-homes-means-supply.html - 71k - [Cached](#) - [Similar pages](#)

[**Ted Golshanara Real Estate Group News: Fewer empty new homes means ...**](#)

Apr 10, 2009 ... Posted by Ted Golshanara Real Estate Group at 4:56 PM. Labels: demand in balance, *Fewer empty new homes means supply ...*
tedgnews.blogspot.com/2009/04/fewer-empty-new-homes-means-supply.html - 66k - [Cached](#) - [Similar pages](#)

[**Your Newz - News Archive - 11 April 2009 - Real Estate**](#)

10:00 *Home Front: Fewer empty new homes means supply, demand in balance* »The Sacramento Bee - Business - Real Estate. The first quarterly report on *new-home ...*
www.yournewz.com/newsarchive/2009/04/11/category=5/source=/0/realestate - 61k - [Cached](#) - [Similar pages](#)

[**Qantas or Arizona News**](#)

Apr 10, 2009 ... *Home Front: Fewer empty new homes means supply, demand in balance.* The first quarterly report on *new-home sales in the Sacramento area ...*
wotnews.com/news/Qantas_or_Arizona/ - 43k - [Cached](#) - [Similar pages](#)

[**New Calif. homes would have to be energy producers**](#)

Apr 10, 2009 ... *Home Front: Fewer empty new homes means supply, demand in balance.* 035C41tcmy3UR 2 days ago. The first quarterly report on *new-home sales in ...*
obama.wsj.com/article/0dCe7qifYe6Q9?q=U.S.+Democratic+Party - [Similar pages](#)

[**CAR : Homepage**](#)

Supply and demand of *new homes* in some Northern California counties appear to be better aligned. Sacramento Bee: *Fewer empty new homes means supply, ...*
www.car.org/ - 117k - [Cached](#) - [Similar pages](#)

[**SactoReal | Broken Trees - Rocklin and Roseville Today - News**](#)

Apr 10, 2009 ... Previous Post: *Fewer empty new homes means supply, demand in balance -*

Sacramento Bee » Next Post: Finding the best way to recoup fees from ...
sactoreal.com/broken-trees-rocklin-and-roseville-today/ - 19k - [Cached](#) - [Similar pages](#)
<http://obama.wsj.com/article/0dCe7qifYe6Q9?q=U.S.+Democratic+Party>
April 10, 2009. Retrieved on April 12, 2009. Link to the Bee article in the website.

<http://www.car.org/>. **April 10, 2009**. Retrieved on April 12, 2009. Link to the Bee article in the website.

Today's Real Estate News
CAR (California Association of Realtors)

<http://sactoreal.com/broken-trees-rocklin-and-roseville-today/>
SACTOREAL.com: Sacramento Real Estate News & Listings
Retrieved on April 12, 2009. Link to the Bee article in the website

<http://search.yahoo.com/search?p=Fewer+empty+new+homes+means+supply%2C&ygmasrchbtn=web+search&fr=orion>

□ [Fewer Empty New Homes Means Supply, Demand Balanced](#)

Fewer Empty New Homes Means Supply, ... Download our **New Video Widget ... Home Front: Fewer Empty New Homes Means Supply**, Demand in Balance ...
www.blackenterprise.com/news-article/128598684 - [Cached](#)

□ [WWW.CMBA.COM](#)

Includes officers, forthcoming conferences, and information on legislative activity. ... **Home Front: Fewer empty new homes means supply**, demand in balance ...

www.cmba.com - 146k - [Cached](#)

CMBA: California Mortgage Bankers Association

<http://www.blackenterprise.com/news-article/128598684/>

<http://www.builderonline.com/sales/fewer-empty-new-homes-means-supply-demand-in-balance-in-sacramento.aspx>, April 10, 2009. Put the Bee article in the website. Retrieved on April 12

<http://sacstarts.com/aggregator/2009/04/10/home-front-fewer-empty-new-homes-means-supply-demand-balance>, April 10, 2009

Retrieved on April 12. Put the Bee article in the website.

SacStarts: Sacramento's Startup Network

<http://www.bigbuilderonline.com/industry-news.asp?sectionID=365&articleID=937139>

April 10, 2009. Retrieved on April 12. Put the Bee article in the website.

BIG BUILDER Online is part of the [Hanley Wood network](#) of construction-industry Web sites

<http://www.talktoted.com/Blog/Fewer-empty-new-homes-means-supply-demand-in-balance>, April 10, 2009. Retrieved by April 12, 2009. Put the Bee article in the website.

<http://mlsdreamhomesnews.blogspot.com/2009/04/fewer-empty-new-homes-means-supply.html>, April 10, 2009. Retrieved on April 12, 2009. Put the Bee article in the website.

[MLSDreamHomes News](#)

Updated information for the Luxury Home Seller and Buyer. Also find specialized information on Luxury Short Sales. MLSDreamHomes serves the entire greater Sacramento, El Dorado, and

Placer County areas. We specialize in El Dorado Hills, Serrano, Granite Bay, Los Lagos, Roseville, Folsom and Rocklin.

[http://www.hoovers.com/free/co/news/detail.xhtml?ID=103994&ArticleID=200904100544KRT_RIB_BUSNEWS_47696_24348&source_type\[\]=](http://www.hoovers.com/free/co/news/detail.xhtml?ID=103994&ArticleID=200904100544KRT_RIB_BUSNEWS_47696_24348&source_type[]=), April 10, 2009, Retrieved on April 12, 2009. Put the Bee article in the website.

Current CitiMortgage News

<http://www.istockanalyst.com/article/viewiStockNews/articleid/3190239>
April 10, 2009. Retrieved on April 12, 2009. Put the Bee article in the website.

<http://content.usatoday.com/topics/article/Places,+Geography/Towns,+Cities,+Counties/El+Dorado/035C41tcmY3UR/1>. April 10, 2009. Retrieved on April 12, 2009. Put the Bee article in the website. USA Today.com

<http://www.regionalgateway.org/news/wordpress/>. April 10, 2009. Retrieved on April 12, 2009. Link to the Bee article in the website. [SACOG](#)

<http://www.yournewz.com/newsarchive/2009/04/11/categid=5/sourceid=0/40/realestate>
April 10, 2009. Retrieved on April 12, 2009. Link to the Bee article in the website.

3. Other Reports from the Google Search:

http://www.asanet.org/footnotes/announce_0709.html

Retrieved July 21, 2009

ASA [Footnotes | July-August 2009 Issue | Announcements](#)

Amy Liu, Sacramento State University, was cited for her survey of attitudes related to gay marriage in the Sacramento region in a May 28 story posted to the ...
www.asanet.org/footnotes/announce_0709.html - [Cached](#) - [Similar](#) -

Sociology of Sexualities

Amy Liu, Sacramento State University, was cited for her survey of attitudes related to gay marriage in the Sacramento region in a May 28 story posted to the ABC-affiliate website in Sacramento, KXTV News 10.

<http://www.csus.edu/sernacenter/gallery/liu.htm>

Retrieved on July 21, 2009

Amy Liu, Sacramento State
Serna Center Seminar Series

[How Does Ethnicity Affect Public Opinion About the Sacramento Region?](#)

[El Dorado Quotes Page - USATODAY.com](#)

Sacramento State pollster Amy Liu says 81% of the people they surveyed in the four-county region think traffic gridlock is an issue. ...

www.usatoday.com/topics/quote/Places.../Towns.../9 - [Cached](#) - [Similar](#) -
<http://www.usatoday.com/topics/quote/Places,+Geography/Towns,+Cities,+Counties/El+Dorado/0cL278dgyE2pn/02bkfHv7Rzatw/9>

Retrieved on July 21, 2009

Solutions for Our Future:

Almost three of every five Sacramento-area residents are willing to pay additional ...

according to the report by *Sacramento State professor Amy Liu* and her ...
www.solutionsforourfuture.org/site/PageServer?pagename... - [Cached](#) - [Similar](#)
Solutions for Our Future – June 6 (*a national project to increase awareness of the many ways in which American colleges and universities serve the public. Higher education addresses pressing societal needs by preparing the people who solve the problems and teaching people who change the world.*)
(<http://www.solutionsforourfuture.org/site/PageServer?pagename=California>)
Retrieved July 16, 2009

[Sacramento Article Page - USATODAY.com](#)

“So it doesn't matter what the Supreme Court decides. One thing is certain from this study – the battle will continue.” *Sacramento State pollster Amy Liu* ...

content.usatoday.com/topics/article/.../Sacramento/.../1 - [Cached](#) - [Similar](#) -

[Survey finds gas surcharge not supported - Worldnews.com](#)

... According to results of a new *Sacramento State survey*. updated 4:58 p.m. ET June 24, 2009 WASHINGTON - Concessions to farmers and lawmakers from ...

article.wn.com/.../2009/.../Survey_finds_gas_surcharge_not_supported/?... - [Cached](#) - [Similar](#) -

http://article.wn.com/view/2009/06/19/Survey_finds_gas_surcharge_not_supported/?section=TopStories&template=cheetah-photo-search%2Findex.txt

Retrieved on July 16, 2009

Worldnews, Deliver news in 49 languages

<http://www.highbeam.com/doc/1P3-1677325811.html>

Retrieved on July 16, 2009

Article: BUYING HOMES IN REGION IS GOOD INVESTMENT

Article from: US Fed News Service, Including US State News

Article date: [April 11, 2009](#)

http://www.wikio.com/more/us/states/california/kevin_johnson?start=15&count=15&sort=0

Retrieved on July 13, 2009

[Kevin Johnson - California - States - US - news](#)

Mar 27, 2009 ... (*AP Photo/Rich Pedroncelli*) Nothing really happened yesterday in the capitol ... *Mayor Kevin Johnson* wants Sacramento to be the top city in the state *Sac State poll* finds city *Mayor Johnson* has more supporters than critics ... of those surveyed *approve* of the way he has been handling his job. ...

www.wikio.com/us/states/california/kevin_johnson -

http://outside.in/CSUS_Sacramento_CA

Retrieved on July 13, 2009

[Study: Residents favor higher taxes for higher education](#)

[Sacramento News - View Local Sacramento Business News - June 9, 2009](#)

Almost three of every five Sacramento-area residents are willing to pay additional taxes to fund college education, according to a just-released report by California State University Sacramento.

<http://localism.com/blog/ca/posts/1038480/Cal-State-University-Sacramento>

Retrieved on July 13, 2009

The report states: "According to The 2009 Sacramento State Annual Survey of the Region, 92 percent of residents in the Sacramento region think the current ...

localism.com/blog/ca/posts/.../Cal-State-University-Sacramento -

[Cal State Sacramento News for May 2009 - Topix](#)

Retrieved on July 13, 2009

Cal State Sacramento News Archives for May 2009. ... *Sac State survey finds majority approve of Obama's job performance ...*

www.topix.com/colleges/cal-state-sacramento/2009/05