



1146 19th St., NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: October 2-4, 2010
Interviews: 600 registered voters; 448 likely voters in California
292 Democrats/Lean Democrats (RV); 223 Republicans/Lean Republicans (RV)
Margin of error: $\pm 4.0\%$ for registered voters; ± 4.7 for likely voters
 $\pm 6.0\%$ for Democrats (RV); $\pm 6.3\%$ for Republicans (RV)

Political Polling in California: Wave 2

Research undertaken for Reuters

These are findings from an Ipsos poll conducted October 2-4, 2010 on behalf of Reuters. For the survey, a representative, randomly selected sample of exactly 600 adults aged 18 and older across California who are registered voters was interviewed by Ipsos. With a sample of this size, the results are considered accurate within 4 percentage points, 19 times out of 20, of what they would have been had the entire population of registered voters in California been polled. Likely voters (reported on for ballot questions only) are defined as individuals currently registered to vote, who voted in the 2008 Presidential election, are a 7-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign 'a great deal' or 'quite a bit.' Individuals who did not vote in the 2008 Presidential election qualify as likely voters if they are registered to vote, are an 8-10 on a 10-point likelihood to vote scale, and are interested in following news about the campaign 'a great deal' or 'quite a bit.' Out of our sample of 600 registered voters, 448 are likely voters. With a sample of this size, the results are considered accurate within ± 4.7 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled.

All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual California registered voter population according to U.S. Census figures. Respondents had the option to be interviewed in English or Spanish. Figures filtered on Democrats, Republicans, and Independents are based on registered voters and not likely voters. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of a per cent. Where figures do not sum to 100, this is due to the effects of rounding.. **Where trend data (*italicized*) is present, it is taken from the last Reuters poll carried out by Ipsos in the state, for which the fieldwork period was June 25-27, 2010.**

PARTY AFFILIATION / IDEOLOGY

1. Are you currently registered to vote, or not?

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Yes	100	100	100	100
No	--	--	--	--

2. Sometimes things come up and people are not able to vote. In the 2008 election for President, did you happen to vote?

Yes	91
No	9
Don't know / Refused	--

3. Why not? (Base = All who did not vote at 2008 Presidential Election (n=52))

Not registered, too busy, something came up	31
Did not approve of candidates	15
Too young to vote at the time	15
Did not want to vote	8
Health reasons	6
Don't know / Refused	8



4. On November 2nd, midterm elections will be held. California voters will elect a Senator, Members of Congress, Governor, and other state-level positions. Using a 1-to-10 scale, where 10 means you are completely certain you will vote and 1 means you are completely certain you will NOT vote, how likely are you to vote in the upcoming elections? You can use any number between 1 and 10, to indicate how strongly you feel about your likelihood to vote.

	Current Poll, Oct 2-4				June 25-27
	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>	<u>Registered voters</u>
1 – Completely certain will NOT vote	3	2	2	9	2
2	*	1	--	--	1
3	*	*	--	2	1
4	1	1	*	2	*
5	4	4	2	7	6
6	1	*	1	5	2
7	4	5	3	4	6
8	5	6	2	5	10
9	5	5	5	4	7
10 – Completely certain WILL vote	76	75	83	61	65
Don't know / Refused	1	1	1	2	1

5. How much interest do you have in following news about the campaigns for the midterm elections in California?

	Current Poll, Oct 2-4				June 25-27
	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>	<u>Registered voters</u>
A great deal	41	38	53	21	32
Quite a bit	27	29	22	27	28
Only some	21	20	18	30	26
Very little	9	11	5	14	11
No interest at all	3	2	3	7	4
Not sure / Refused	*	*	*	--	*
TOTAL: Great deal/Quite a bit	67	67	74	48	59
TOTAL: None/Very little	12	13	8	21	15

6. Do you consider yourself a Democrat, a Republican, an Independent or none of these?
IF "DEM" TO Q6, ASK Q7. IF "REPUB" TO Q6, ASK Q8. IF "INDEP"/"NONE" TO Q6, ASK Q9
7. Do you lean strongly or only moderately toward the Democratic Party?
8. Do you lean strongly or only moderately toward the Republican Party?
9. Do your beliefs tend to lean more toward the Democrats or the Republicans?

SUMMARY TABLE	<u>Likely voters</u>	<u>Registered voters</u>
Strongly Democrat	29	26
Moderately Democrat	11	12
Lean Democrat	9	11
Strongly Republican	22	18
Moderately Republican	8	9
Lean Republican	11	10
Independent (No lean)	7	9
DK / Ref	4	5
Total Democrats	48	49



Total Republicans	41	37
Total Independents	7	9

10. Generally speaking, would you say things in California are heading in the right direction, or are they off on the wrong track? ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.

	Current Poll, Oct 2-4				June 25-27
	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>	<u>Registered voters</u>
Right direction	13	21	4	13	16
Wrong track	82	73	94	84	78
Not sure / Refused	5	7	2	4	6

11. What do you think are the biggest problems facing California now?
OPEN-ENDED: DO NOT READ OUT. INTERVIEWERS: CODE INTO CATEGORIES BELOW UNLESS RESPONSE ABSOLUTELY DOES NOT FIT. PLEASE CONSIDER THESE 'BROAD' DEFINITIONS AND TRY TO CODE RESPONSES INTO PRECODES BELOW.

	<u>Current poll:</u> <u>Oct 2-4</u>	<u>June 25-27</u>
Economy / jobs (<i>includes: national economy, CA's economy, lack of jobs, wrong jobs, not enough work, etc</i>)	50	52
Government / politics / politicians (<i>includes: named politicians, corrupt government, legislature, parties, national government, etc</i>)	23	18
Education	17	5
Taxes (<i>includes: too much tax, tax increases, disproportionate tax, etc</i>)	7	*
Healthcare (<i>includes: national and also within CA</i>)	5	6
Budget / Deficit	33	*
Crime	3	1
Housing (<i>includes: cost of housing, foreclosures, property insurance rates etc</i>)	2	*
Immigration	14	14
Environment/Pollution (<i>includes: global warming, damage to natural environment, littering, exhaust from cars, etc</i>)	4	3
Energy (<i>includes: oil issues/concerns, lack of energy, gas prices, price of power, etc</i>)	1	*
Morality (<i>including: abortion, homosexuality, morality generally</i>)	1	*
Transportation (<i>includes: lack of public transportation, traffic, car/truck problems, etc</i>)	1	2
Water (<i>includes: price of water, not enough water, water usage, etc</i>)	1	1
Other	11	26
Don't know / Refused	2	2



I know it is a long way off, but thinking about the elections this fall...

12/13. TOTAL California US Senate with leaners.

	Current Poll, Oct 2-4				
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Carly Fiorina (Republican)	45	42	8	89	29
Barbara Boxer (Democrat)	49	48	85	7	34
Candidate from another political party (VOL)	2	2	1	*	9
DK/Ref/Unsure (VOL)	4	8	5	3	29

12. ...if the election for US Senator were held today, would you vote for Republican candidate Carly Fiorina or Democratic candidate Barbara Boxer [REVERSE NAMES]? ASK Q13 IF 'DK/ REFUSED' AT Q12

	Current Poll, Oct 2-4					June 25-27
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Registered voters</u>
Carly Fiorina (Republican)	43	40	8	87	23	41
Barbara Boxer (Democrat)	47	46	82	6	29	45
Candidate from another political party (VOL)	2	2	1	--	7	1
DK/Ref/Unsure (VOL)	8	13	10	8	41	13

13. Lean question: If you had to choose, do you lean more towards?

	Current Poll, Oct 2-4				
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Carly Fiorina (Republican)	23	17	9	40	18
Barbara Boxer (Democrat)	29	27	44	20	18
Candidate from another political party (VOL)	7	3	--	7	6
DK/Ref/Unsure (VOL)	42	53	48	33	59

14/15. TOTAL California Governor with leaners:

	Current Poll, Oct 2-4				
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Meg Whitman (Republican)	43	42	12	84	32
Jerry Brown (Democrat)	50	48	81	9	38
Candidate from another political party (VOL)	3	3	2	2	5
DK/Ref/Unsure (VOL)	5	4	3	1	14



14. ...if the election for Governor of California were today, would you vote for Republican candidate Meg Whitman or Democratic candidate Jerry Brown [REVERSE NAMES]? ASK Q15 IF 'DON'T KNOW / REFUSED' AT Q14

	Current Poll, Oct 2-4					June 25-27
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Registered voters</u>
Meg Whitman (Republican)	42	41	11	83	29	39
Jerry Brown (Democrat)	47	44	76	8	32	45
Candidate from another political party (VOL)	3	3	2	2	5	3
DK/Ref/Unsure (VOL)	8	13	11	7	34	14

15. Lean question: If you had to choose, do you lean more towards?

	Current Poll, Oct 2-4				
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>
Meg Whitman (Republican)	13	18	15	33	15
Jerry Brown (Democrat)	36	39	50	44	23
Candidate from another political party (VOL)	--	--	--	--	--
DK/Ref/Unsure (VOL)	52	43	35	22	62

16. Overall, do you approve, disapprove or have mixed feelings about the way Arnold Schwarzenegger is handling his job as Governor of California? IF "APPROVE" OR "DISAPPROVE" TO Q16, ASK Q17. IF "HAVE MIXED FEELINGS /DK/REF" TO Q16, ASK Q18.
17. Is that strongly (approve/disapprove) or somewhat (approve/disapprove)?
18. If you had to choose, do you lean more towards approve or disapprove?

	Current Poll, Oct 2-4				June 25-27
	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>	<u>Registered voters</u>
Strongly approve	7	4	10	2	4
Somewhat approve	9	9	7	16	9
Lean approve	16	13	20	18	14
Still have mixed feelings	3	3	3	4	3
Lean disapprove	26	28	24	16	26
Somewhat disapprove	11	11	12	9	10
Strongly disapprove	28	32	23	34	32
Not sure	2	1	1	2	2
TOTAL: Approve	31	26	38	36	27
TOTAL: Disapprove	64	70	59	59	69



20. In your opinion, does having a background running a large business make a candidate more suited to hold public office or less suited, or does it make no difference? Is that much more/less suited or somewhat more/less suited?

	Current Poll, Oct 2-4			
	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Much more suited	20	5	41	16
Somewhat more suited	13	9	20	11
Makes no difference	49	60	34	55
Somewhat less suited	8	13	1	5
Much less suited	9	12	2	13
Total more suited	33	14	61	27
Total less suited	16	25	4	18

21. Some people say getting control of the state budget is going to be the most important, and hardest job for the next governor. Which of the following traits do you think will be the most important for getting control of the budget? [READ LIST, RANDOMIZE]

	Current Poll, Oct 2-4			
	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
An understanding of the economy	43	40	48	39
Strong leadership	20	19	22	20
Ability to build consensus	18	25	10	23
Experience setting budgets	11	9	13	7
Strong will	6	5	6	5
DK/REF	3	2	1	5

22. And for each of these attributes, which gubernatorial candidate do you think the attribute most describes? How about [INSERT ATTRIBUTE], does this more describe [ROTATE] Jerry Brown or Meg Whitman?

	Current Poll, Oct 2-4			
<u>An understanding of the economy</u>	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Jerry Brown	42	69	12	25
Meg Whitman	46	22	79	43
[VOL] Neither	8	6	5	21
[VOL] DK/REF	5	4	4	11
<u>Strong leadership</u>	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Jerry Brown	41	68	10	36
Meg Whitman	46	23	82	32
[VOL] Neither	7	6	5	21
[VOL] DK/REF	6	4	4	11
<u>Ability to build consensus</u>	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Jerry Brown	50	75	22	45
Meg Whitman	32	13	60	23
[VOL] Neither	9	5	10	20
[VOL] DK/REF	9	7	8	13





	<u>Registered</u> <u>voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
<u>Experience setting budgets</u>				
Jerry Brown	45	71	15	32
Meg Whitman	44	19	78	39
[VOL] Neither	6	4	4	20
[VOL] DK/REF	6	6	3	9
	<u>Registered</u> <u>voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
<u>Strong will</u>				
Jerry Brown	32	52	12	21
Meg Whitman	53	37	76	45
[VOL] Neither	8	6	6	21
[VOL] DK/REF	8	5	7	13

23. Recently, some people have made claims that Meg Whitman knowingly hired an undocumented worker as a house keeper. Have you heard these allegations?

	<u>Current Poll, Oct 2-4</u>			
	<u>Registered</u> <u>voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Yes	88	86	92	86
No	12	14	9	14
DK/REF	*	--	--	--

24. Does hearing that Meg Whitman hired an undocumented worker make you more likely or less likely to vote for her or does it make no difference? Is that much more/less or somewhat more/less

	<u>Current Poll, Oct 2-4</u>			
	<u>Registered</u> <u>voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Much more likely	4	1	8	2
Somewhat more likely	2	1	1	4
Makes no difference	72	69	77	77
Somewhat less likely	8	10	6	9
Much less likely	11	18	4	7
Total more likely	6	2	9	5
Total less likely	19	27	10	16

Now we would like to ask you about several ballot measures that will be on the ballot this November.

"Please bear with me while I read through these propositions. I will get through them as quickly as I can and we do value your time and opinions."

[RANDOMIZE Q62-64]



25. Proposition 19 reads as follows:

“Allows people 21 years old or older to possess, cultivate, or transport marijuana for personal use. Permits local governments to regulate and tax commercial production and sale of marijuana to people 21 years old or older. Prohibits people from possessing marijuana on school grounds, using it in public, smoking it while minors are present, or providing it to anyone under 21 years old. Maintains current prohibitions against driving while impaired.

Summary of estimate by Legislative Analyst and Director of Finance of fiscal impact on state and local governments is: Savings of up to several tens of millions of dollars annually to state and local governments on the costs of incarcerating and supervising certain marijuana offenders. Unknown but potentially major tax, fee, and benefit assessment revenues to state and local government related to the production and sale of marijuana products.”

Would you vote in favor or against Proposition 19?

	Current Poll, Oct 2-4			
	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
In favor	43	54	30	46
Against	53	45	66	48
[VOL] DK/REF	3	1	4	5

26. Proposition 23 reads as follows:

“Suspends State laws requiring reduced greenhouse gas emissions that cause global warming, until California's unemployment rate drops to 5.5 percent or less for four consecutive quarters**. Requires State to abandon implementation of comprehensive greenhouse-gas-reduction program that includes increased renewable energy and cleaner fuel requirements, and mandatory emission reporting and fee requirements for major polluters such as power plants and oil refineries, until suspension is lifted.

Summary of estimate by Legislative Analyst and Director of Finance of fiscal impact on state and local government is: Potential positive, short-term impacts on state and local government revenues from the suspension of regulatory activity, with uncertain longer-run impacts. Potential foregone state revenues from the auctioning of emission allowances by state government, by suspending the future implementation of cap-and-trade regulations.”

Would you vote in favor or against Proposition 23?

	Current Poll, Oct 2-4			
	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
In favor	37	29	51	23
Against	49	59	37	52
[VOL] DK/REF	14	13	12	25

*** Please note that the wording of the Proposition 23 language for this poll was taken from the California Secretary of State's website (<http://www.sos.ca.gov/elections/ballot-measures/qualified-ballot-measures.htm>) on September 30th, 2010. On August 3rd, 2010, the language of Proposition 23 was modified as the result of a legal ruling, and so this poll question reflects the pre-ruling wording of the ballot title. It is possible that these wording differences may lead to differences in survey response. In the third and final wave of these surveys carried out in California, the updated ballot title wording will be used.*



27. Proposition 25 reads as follows:

"Changes the legislative vote requirement necessary to pass the state budget from two-thirds to a simple majority. Provides that if the Legislature fails to pass a budget bill by June 15, all members of the Legislature will permanently forfeit any reimbursement for salary and expenses for every day until the day the Legislature passes a budget bill.

Summary of estimate by Legislative Analyst and Director of Finance of fiscal impact on state and local government is: Unknown changes in the content of the state budget from lowering the legislative vote requirement for passage. Fiscal impact would depend on the composition and actions of future Legislatures. Minor reduction in state costs related to compensation of legislators in years when the budget bill is passed after June 15."

Would you vote in favor or against Proposition 25?

	Current Poll, Oct 2-4			
	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
In favor	58	64	51	54
Against	29	23	36	34
[VOL] DK/REF	13	13	13	13

28. Do you think that California's climate change law will be more likely to [ROTATE] create jobs and make California a leader in clean energy OR hurt the economy by raising energy costs and increasing regulations?

	Current Poll, Oct 2-4			
	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
More create jobs	47	64	25	48
More hurt the economy	38	20	65	21
[VOL] Both create jobs and hurt the economy	2	3	--	5
[VOL] Neither create jobs or hurt the economy	2	2	2	4
[VOL] DK/NS	12	11	8	21