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Interview dates: October 12-14, 2010
Interviews: 601 registered voters; 456 likely voters in California
297 Democrats/Lean Democrats (RV); 234 Republicans/Lean Republicans (RV)
Margin of error: $\pm 4.0\%$ for registered voters; ± 4.6 for likely voters
 $\pm 5.7\%$ for Democrats (RV); $\pm 6.4\%$ for Republicans (RV)

Political Polling in California: Wave 3

Research undertaken for Reuters

These are findings from an Ipsos poll conducted October 12-14, 2010 on behalf of Reuters. For the survey, a representative, randomly selected sample of exactly 601 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 4.0 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 ± 4.6 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 two Reuters polls carried out by Ipsos, for which the fieldwork periods were June 25-27 and Oct 2-4, 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	0	0	0	0

2. Are you registered as a Democrat, a Republican, another party, or as an independent?

	<u>Likely voters</u>	<u>Registered voters</u>
Democrat	42	46
Republican	36	32
Independent	1	1
Another Party	21	22
Don't know / Refused	0	0

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

Yes	88
No	11
Don't know / Refused	1

4. Why not? (Base = All who did not vote at 2008 Presidential Election (n=39))

Not registered, too busy, something came up	35
Too young to vote at the time	12
Did not live in state/district at the time	4
Don't know / Refused / Other	49



5. 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.

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
1 – Completely certain will NOT vote	2	2	2	0
2	1	1	0	5
3	1	1	1	0
4	1	*	0	5
5	5	8	2	1
6	2	3	2	2
7	3	4	3	5
8	7	9	3	9
9	6	7	5	4
10 – Completely certain WILL vote	71	65	81	58
Don't know / Refused	2	1	1	10

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

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
A great deal	34	28	46	15
Quite a bit	27	30	25	23
Only some	23	26	18	31
Very little	10	10	7	22
No interest at all	5	4	4	8
Not sure / Refused	2	3	1	1
TOTAL: Great deal/Quite a bit	61	58	71	38
TOTAL: None/Very little	14	14	11	30

7. Do you consider yourself a Democrat, a Republican, an Independent or none of these?
IF "DEM" TO Q7, ASK Q8. IF "REPUB" TO Q7, ASK Q9. IF "INDEP"/"NONE" TO Q7, ASK Q10
8. Do you lean strongly or only moderately toward the Democratic Party?
9. Do you lean strongly or only moderately toward the Republican Party?
10. Do your beliefs tend to lean more toward the Democrats or the Republicans?

<i>SUMMARY TABLE</i>	<u>Likely voters</u>	<u>Registered voters</u>
Strongly Democrat	25	24
Moderately Democrat	12	14
Lean Democrat	11	13
Strongly Republican	18	16
Moderately Republican	12	11
Lean Republican	12	11
Independent (No lean)	7	8
DK / Ref	4	4
Total Democrats	47	50
Total Republicans	42	38
Total Independents	7	8

11. Generally speaking, would you say things in California are heading in the right direction, or are they off on the wrong track?

	<u>Registered voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Independents</u>
Right direction	16	23	8	9
Wrong track	77	68	89	76
Not sure / Refused	7	9	3	15



Thinking about the elections on November 2nd ...

12/13. TOTAL California US Senate with leaners.

	Current Poll, Oct 12-14					October 2-4
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Likely voters</u>
Carly Fiorina (Republican)	45	40	9	84	34	45
Barbara Boxer (Democrat)	46	47	79	9	29	49
Candidate from another political party (VOL)	2	2	2	0	8	2
DK/Ref/Unsure (VOL)	6	11	10	7	29	4

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]?

	Current Poll, 12-14					October 2-4	June 25-27
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Dems (RV)</u>	<u>Repub (RV)</u>	<u>Indep (RV)</u>	<u>Likely voters</u>	<u>Registered voters</u>
Carly Fiorina (Republican)	43	39	8	82	34	43	41
Barbara Boxer (Democrat)	44	45	76	8	29	47	45
Candidate from another political party (VOL)	2	2	2	0	8	2	1
DK/Ref/Unsure (VOL)	10	15	15	10	29	8	13

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

ALL DK/REF AT Q12

	Current Poll, Oct 12-14					October 2-4
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Dems (RV)</u>	<u>Repub (RV)</u>	<u>Indep (RV)</u>	<u>Likely voters</u>
Carly Fiorina (Republican)	24	15	8	35	0	23
Barbara Boxer (Democrat)	23	19	33	14	0	29
Candidate from another political party (VOL)	2	1	3	0	0	7
DK/Ref/Unsure (VOL)	51	65	56	51	100	42

14/15. TOTAL California Governor with leaners:

	Current Poll, Oct 12-14					October 2-4
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Democrats (RV)</u>	<u>Republicans (RV)</u>	<u>Independents (RV)</u>	<u>Likely voters</u>
Meg Whitman (Republican)	44	40	14	75	32	43
Jerry Brown (Democrat)	48	47	75	17	21	50
Candidate from another political party (VOL)	3	2	1	3	11	3
DK/Ref/Unsure (VOL)	6	11	11	5	37	5

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]?

	Current Poll, 12-14					October 2-4	June 25-27
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Dems (RV)</u>	<u>Repub (RV)</u>	<u>Indep (RV)</u>	<u>Likely voters</u>	<u>Registered voters</u>
Meg Whitman (Republican)	43	39	13	74	28	42	39
Jerry Brown (Democrat)	47	46	74	16	21	47	45
Candidate from another political party (VOL)	3	2	1	3	11	3	3
DK/Ref/Unsure (VOL)	8	13	12	7	41	8	14



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

ALL DK/REF AT Q14	Current Poll, Oct 12-14					October 2-4
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Dems (RV)</u>	<u>Repub (RV)</u>	<u>Indep (RV)</u>	<u>Likely voters</u>
Meg Whitman (Republican)	16	12	10	24	11	13
Jerry Brown (Democrat)	10	7	8	11	1	36
Candidate from another political party (VOL)	0	5	0	0	16	0
DK/Ref/Unsure (VOL)	74	76	82	65	72	52

I would also like to ask you about a ballot initiative that will be included on your ballot at the elections in November.

20. Proposition 23 suspends implementation of air pollution control law (AB 32) requiring major sources of emissions to report and reduce greenhouse gas emissions that cause global warming, until unemployment drops to 5.5 percent or less for a full year.

Will you vote...or? READ OUT AND REVERSE

	Current Poll, Oct 12-14					October 2-4*
	<u>Likely voters</u>	<u>Registered voters</u>	<u>Dems (RV)</u>	<u>Repub (RV)</u>	<u>Indep (RV)</u>	<u>Registered voters</u>
'YES' in favor of the measure?	35	36	34	41	21	37
'NO' against the measure?	46	44	50	36	52	49
[VOL] DK/REF	19	20	16	23	27	14

* Please note that the wording of the Proposition 23 language for the data collected 2-4 October was different to the language contained in the current poll question. The language for the 2-4 October data 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 and was as below:

"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."

On August 3rd, 2010, the language of Proposition 23 was modified as the result of a legal ruling. The first poll question reflects the pre-ruling wording of the ballot title, while the second poll reflects the current wording. It is possible that these wording differences may lead to differences in survey response.