

**GREENBERG QUINLAN ROSNER** RESEARCH

PUBLIC OPINION STRATEGIES



November 6, 2009

# USC/Los Angeles Times Poll

California Statewide Survey Results

October 27 through November 3, 2009

1500 Likely Voters

Los Angeles Times





## The survey

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**This survey was conducted by Greenberg Quinlan Rosner in conjunction with Public Opinion Strategies for the *Los Angeles Times* and the University of Southern California College of Letters, Arts and Sciences.**

**These findings are based on a statewide telephone survey of 1500 registered voters conducted October 27 through November 3, 2009, with 1,322 reached through landline telephones and 178 reached through cellular phones. The survey was dialed with bilingual interviewers and respondents were given the option of completing the interview in Spanish or English.**

**The survey has a margin of error of +/- 2.6 percent.**



# The political landscape in California and the nation

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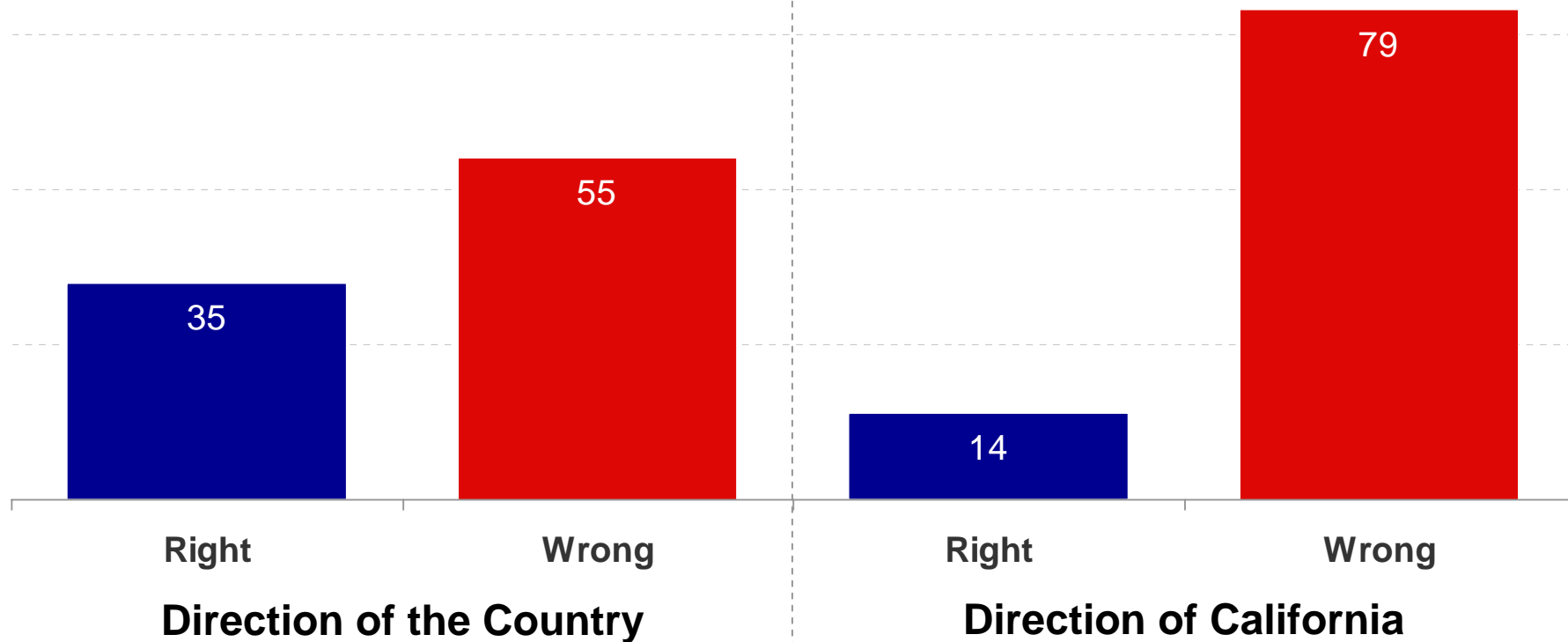


## Greater pessimism about things in CA than nation overall

*And now, generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?*

*And now, generally speaking, do you think that things in the state of California are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?*

■ Right Direction ■ Wrong Track



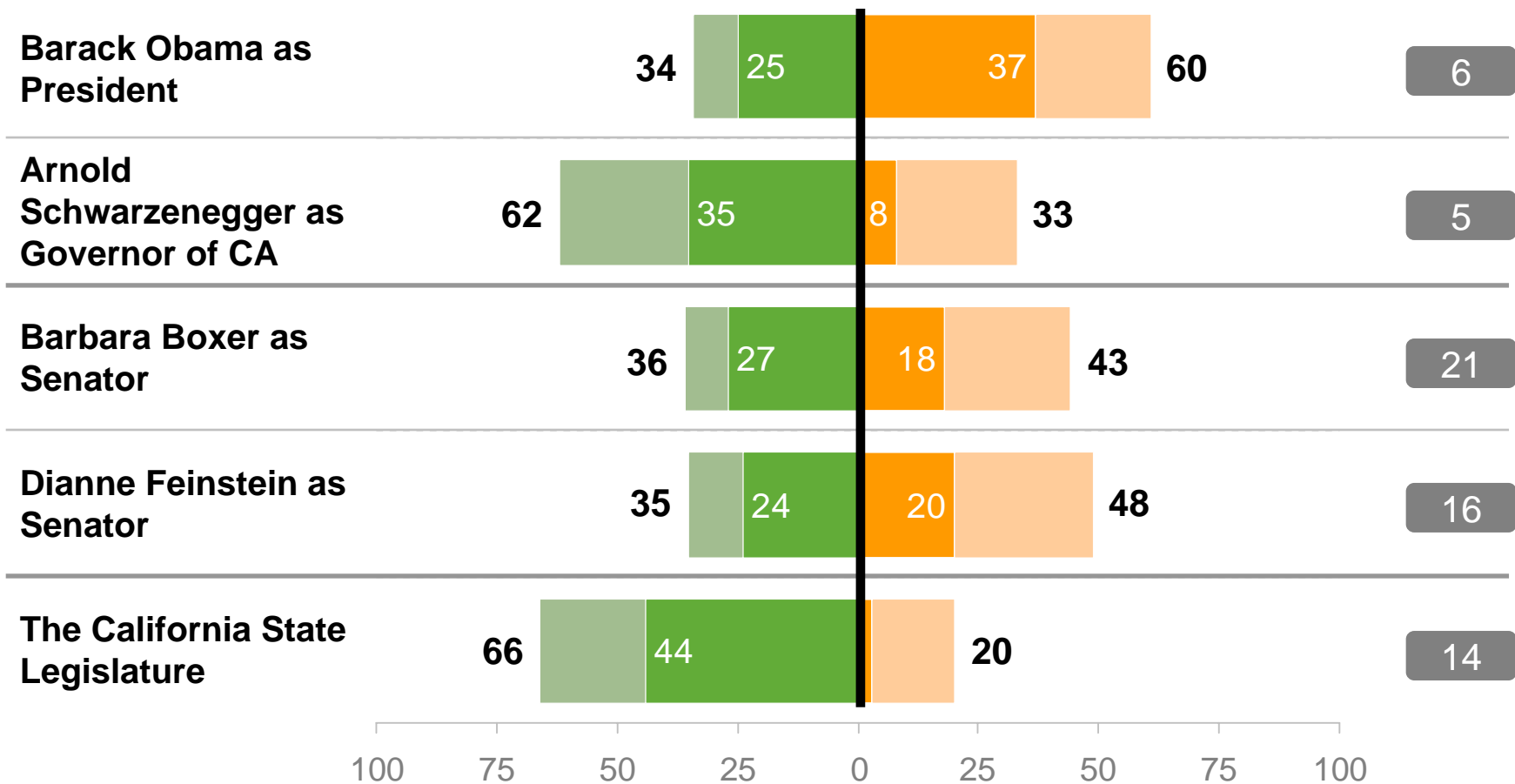


# Obama approval high, Schwarzenegger and State Legislature low

Do you approve or disapprove of the job being done by...

Don't Know/  
Refused

■ Strongly Disapprove    ■ Strongly Approve



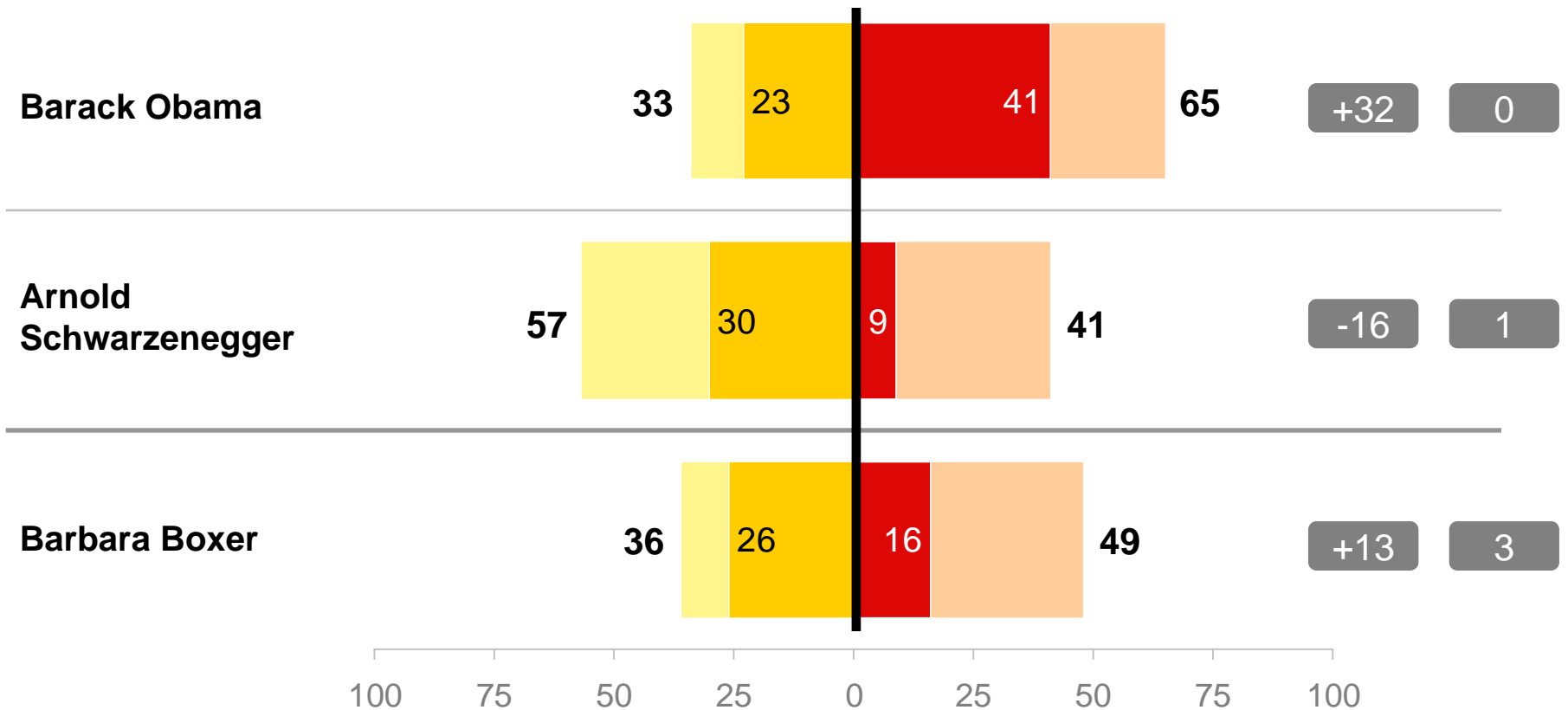


# People of interest

I am going to read you a list of names. For each, I would like you to tell me your impression of that person as of today: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable toward that person -- or haven't you heard enough about them to say?

Fav. – Unfav. Not Heard Enough

Very Unfavorable Very Favorable

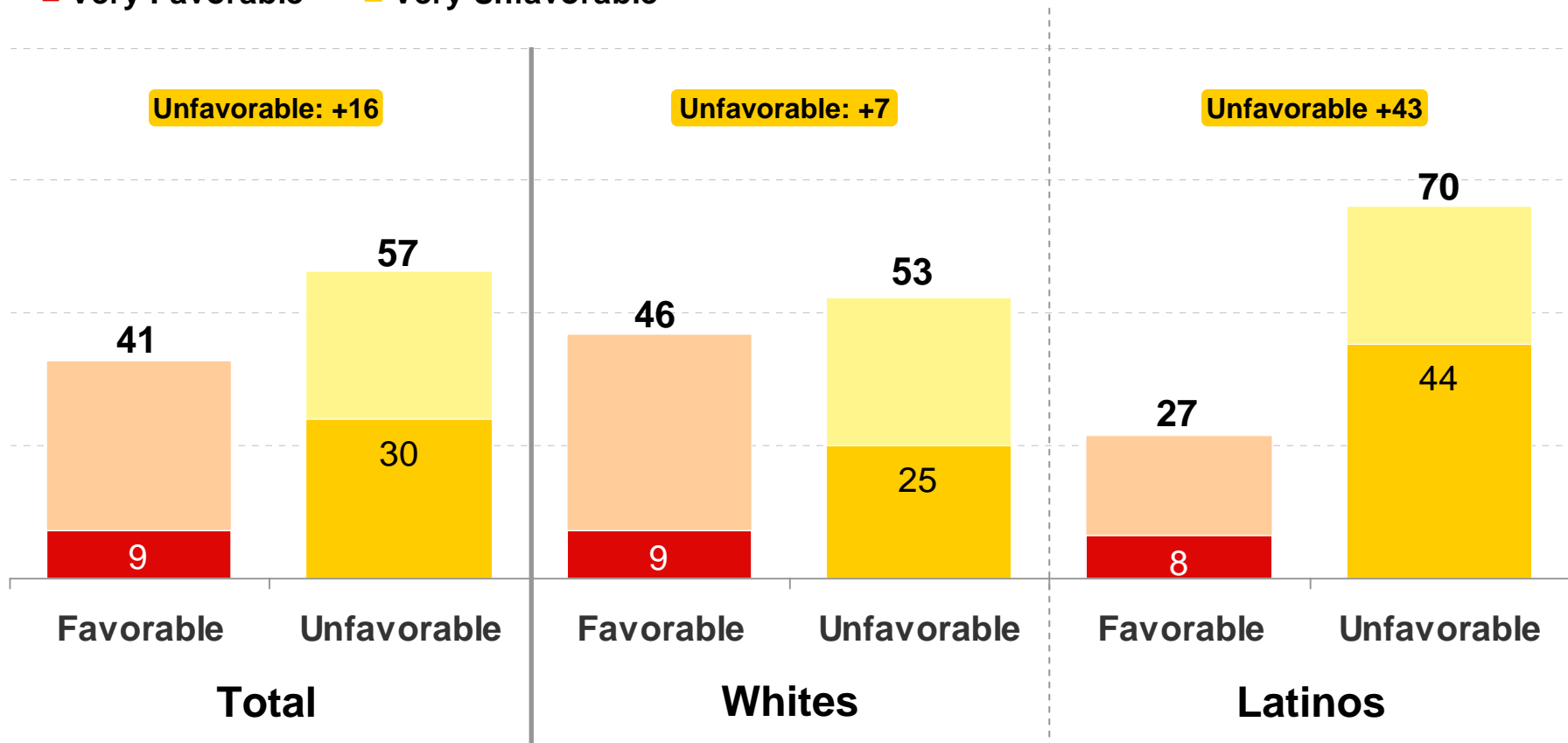




## Schwarzenegger viewed unfavorably; very low among Latinos

*Arnold Schwarzenegger: Do you feel very favorable toward Arnold Schwarzenegger, somewhat favorable, somewhat unfavorable, or very unfavorable toward Arnold Schwarzenegger -- or haven't you heard enough about him to say?*

■ Very Favorable    ■ Very Unfavorable

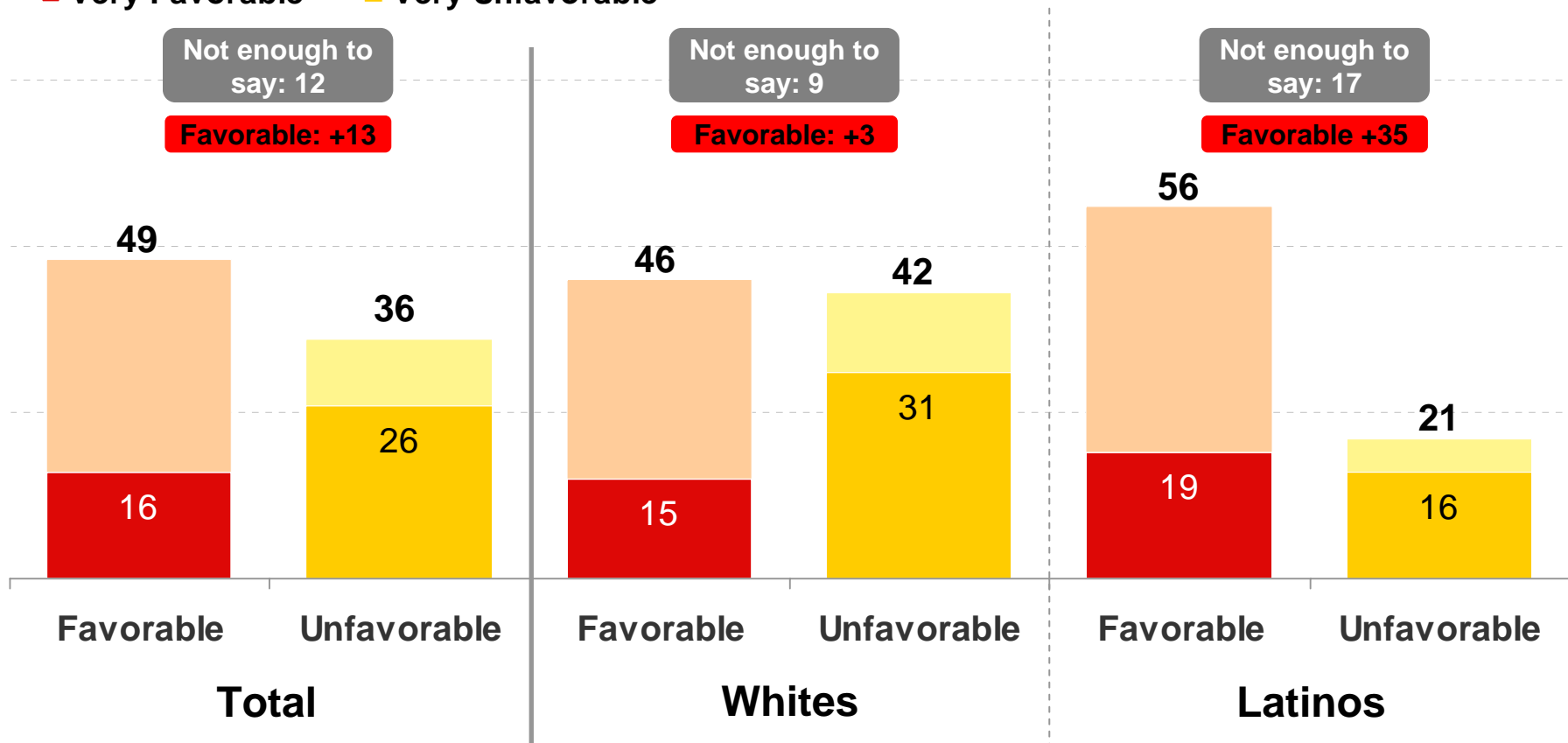




## Boxer viewed favorably, especially by Latinos

*Barbara Boxer: Do you feel very favorable toward Barbara Boxer, somewhat favorable, somewhat unfavorable, or very unfavorable toward Barbara Boxer -- or haven't you heard enough about her to say?*

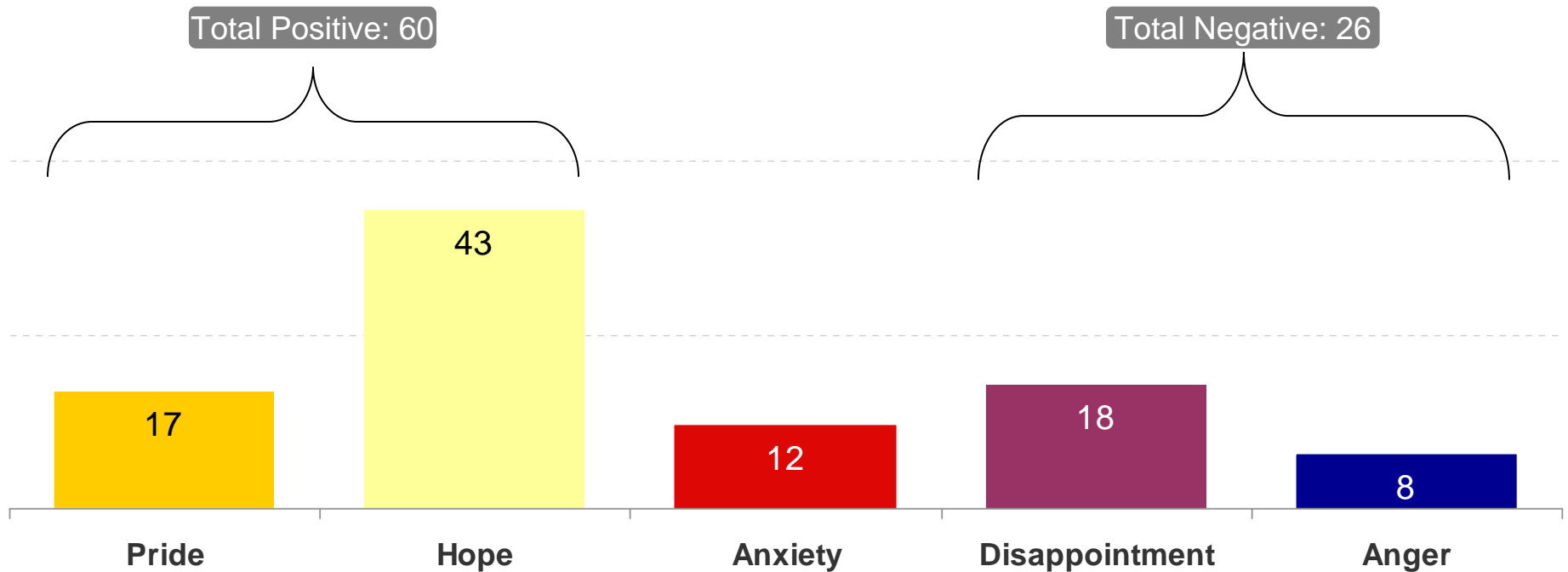
■ Very Favorable    ■ Very Unfavorable





## Positive emotions high for Barack Obama

Now I am going to read a list of emotions and then the names of some political figures. Please tell me for each of the political figures, which emotion comes most to mind. You may use the same, or different emotions for each political figure: Anger, Disappointment, Anxiety, Hope or Pride. Which emotion comes most to mind for... **Barack Obama**.

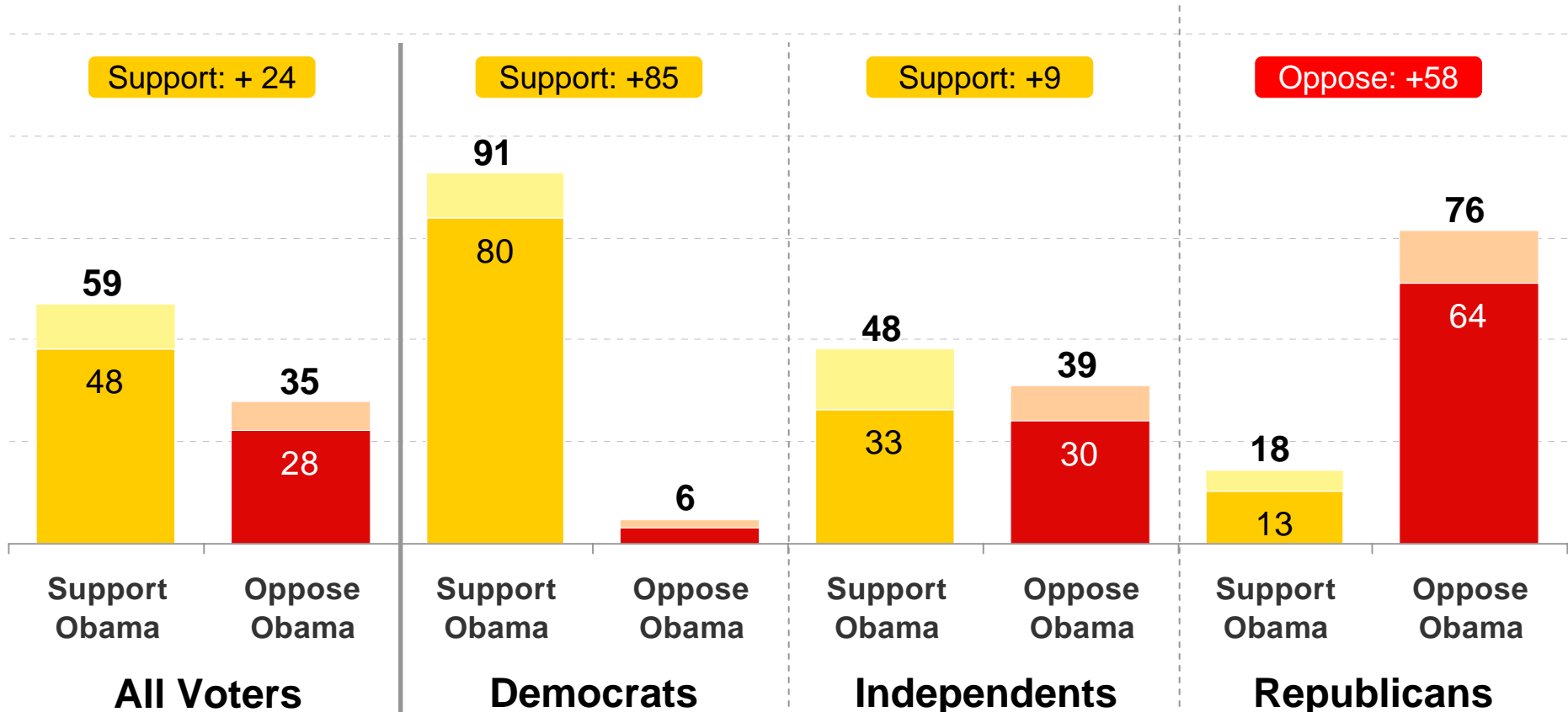




# Most voters want senator who will work with Obama

Now, thinking about the election for US Senate in 2010, do you want a senator who will mostly support President Obama's policies, or do you want a senator who will mostly oppose President Obama's policies?

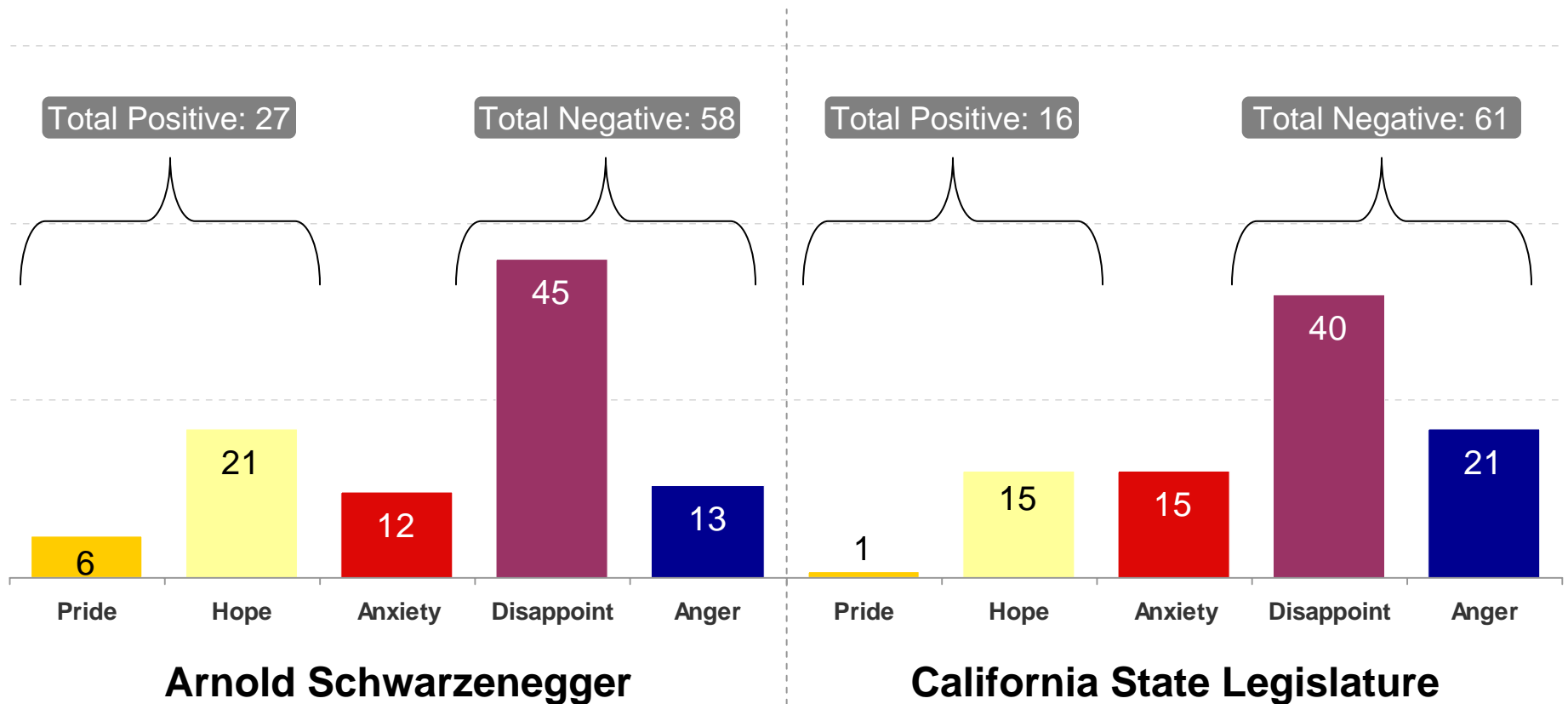
■ Support Obama, strongly ■ Oppose Obama, strongly





## Disappointment, not anger for California figures

Now I am going to read a list of emotions and then the names of some political figures. Please tell me for each of the political figures, which emotion comes most to mind. You may use the same, or different emotions for each political figure: Anger, Disappointment, Anxiety, Hope or Pride?





# The election: one year out

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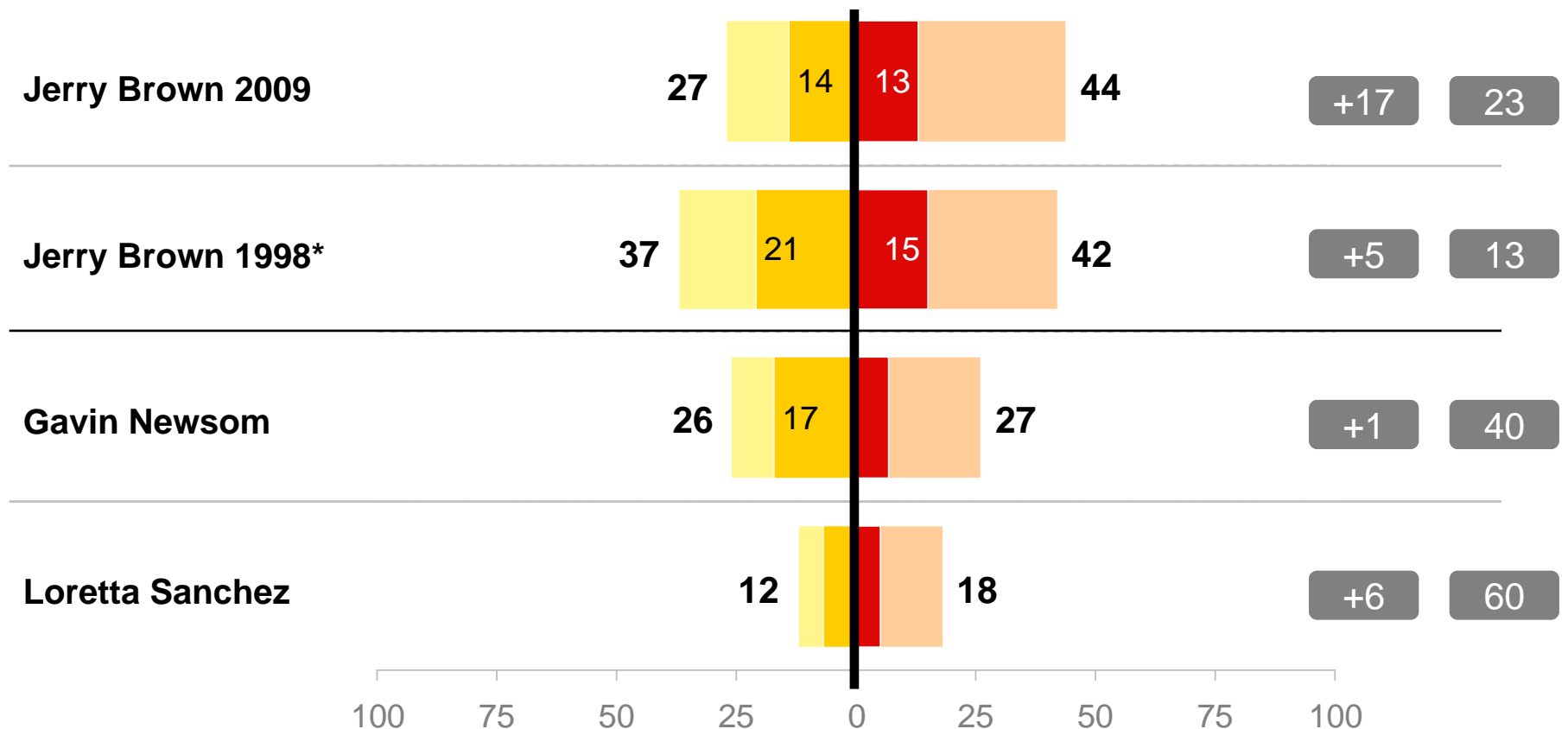


# Brown: well known, strong standing one year out

I am going to read you a list of names. For each, I would like you to tell me your impression of that person as of today: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable toward that person -- or haven't you heard enough about them to say?

Fav. – Unfav. Not Heard Enough

Very Unfavorable Very Favorable





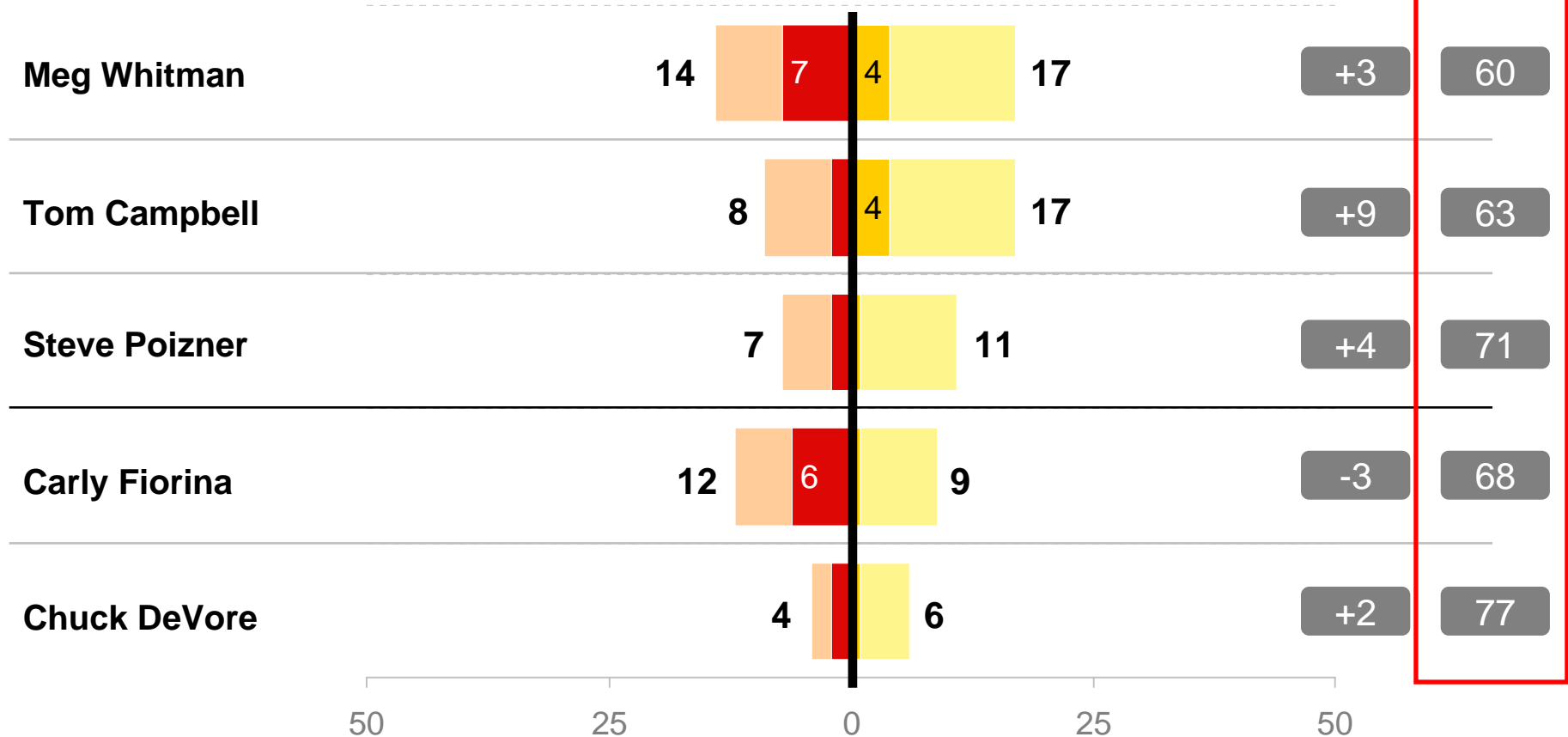
## Republican candidates: one year out have very low identification

I am going to read you a list of names. For each, I would like you to tell me your impression of that person as of today: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable toward that person -- or haven't you heard enough about them to say?

■ Very Unfavorable ■ Very Favorable

Fav. – Unfav.

Not Heard Enough

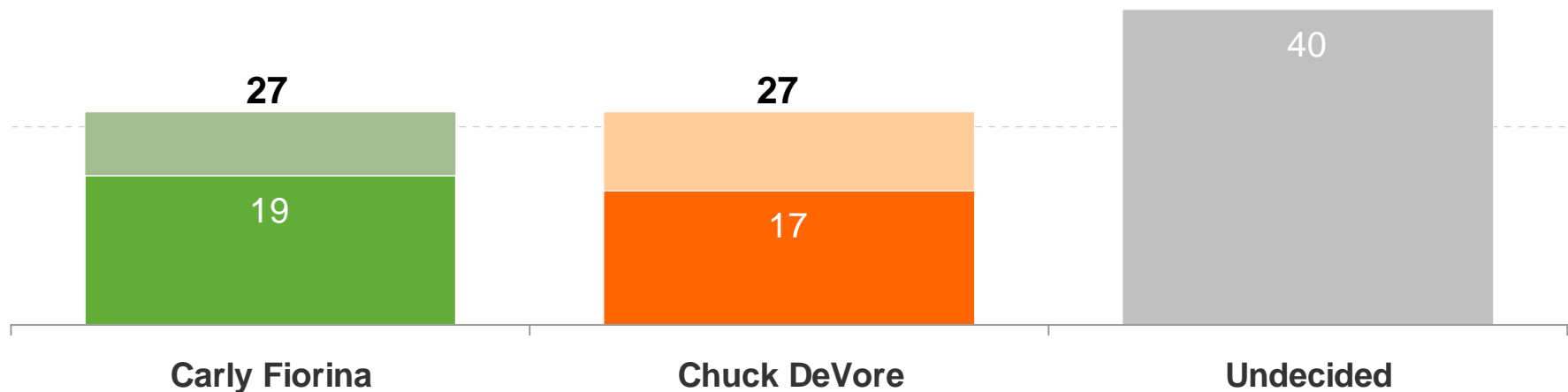




## Eligible Republican primary voters largely undecided for senator

*I know it is a long way off, but thinking about the Republican primary for senator next year, if the Republican primary election for senator was held today and the candidates were businesswoman Carly Fiorina and California State Assemblyman Chuck DeVore, for whom would you vote?*

■ Carly Fiorina    ■ Chuck DeVore    ■ Undecided

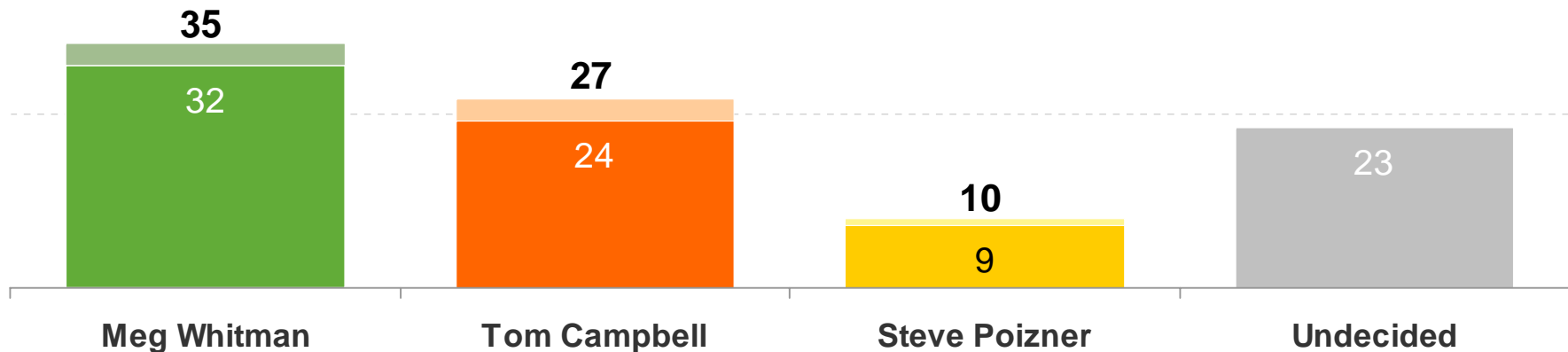




## Whitman, Campbell close in projected Rep. gubernatorial primary

*I know it is a long way off, but thinking about the Republican primary for governor next year, if the Republican primary election for governor was held today and the candidates were businesswoman Meg Whitman, former Congressman Tom Campbell and California State Insurance Commissioner Steve Poizner, for whom would you vote?*

■ Meg Whitman ■ Tom Campbell ■ Steve Poizner ■ Undecided

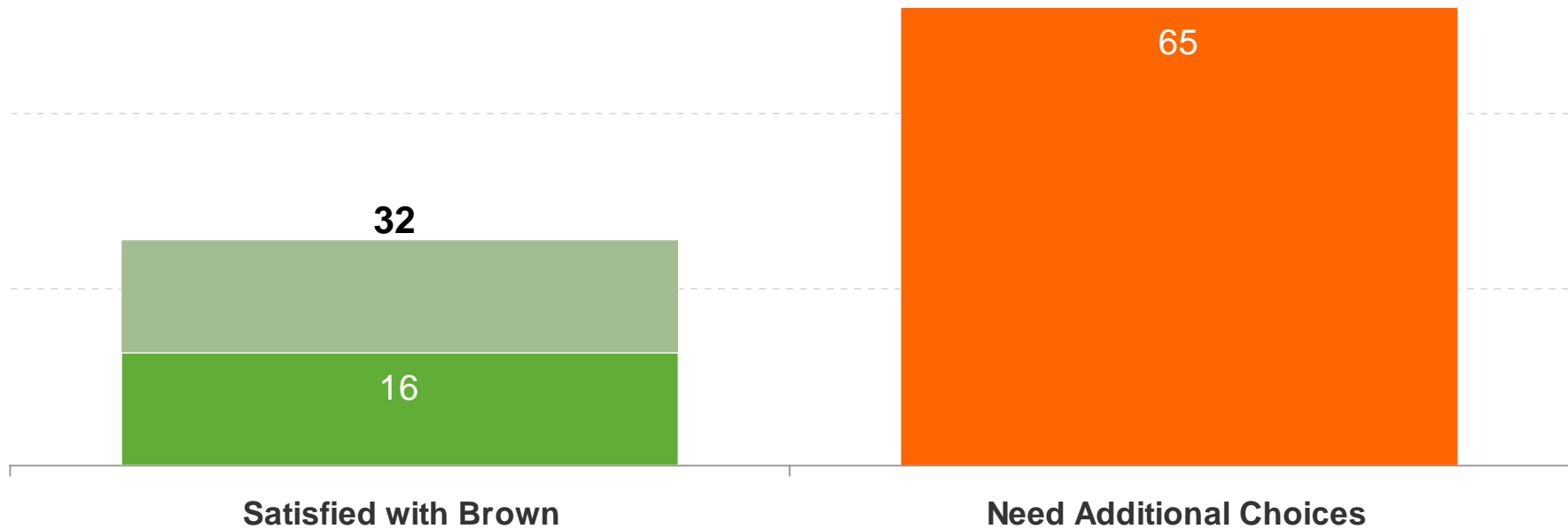




## California Democratic voters desire additional choices

*As you may have heard, San Francisco Mayor Gavin Newsom dropped out of the race to become the Democratic candidate for governor on Friday, leaving former Governor Jerry Brown as the only major political figure seeking the Democratic nomination. Are you satisfied with Brown as the only major figure seeking the nomination or do you think it is important for Democratic voters to have additional choices in who to nominate to be the Democratic candidate for Governor?*

■ **Very Satisfied with Brown**    ■ **Need Additional Choices**



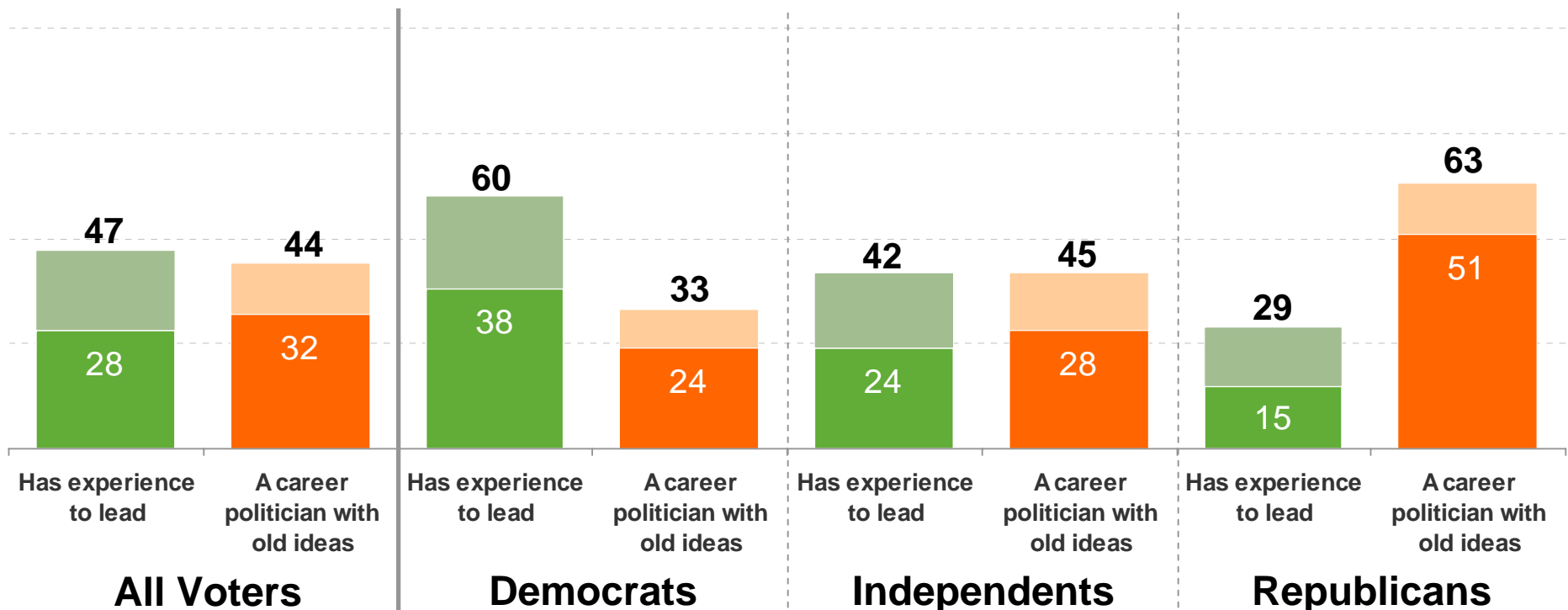


## Nearly half of voters happy with Brown's experience

Some people say as a former governor, attorney general and mayor, Brown **has the experience** and knowledge to lead California during these difficult times.

Other people say Jerry Brown is **a career politician whose ideas are old** and now more than ever California needs fresh thinking and new faces.

■ Has the experience to lead, strongly    ■ A career politician with old ideas, strongly

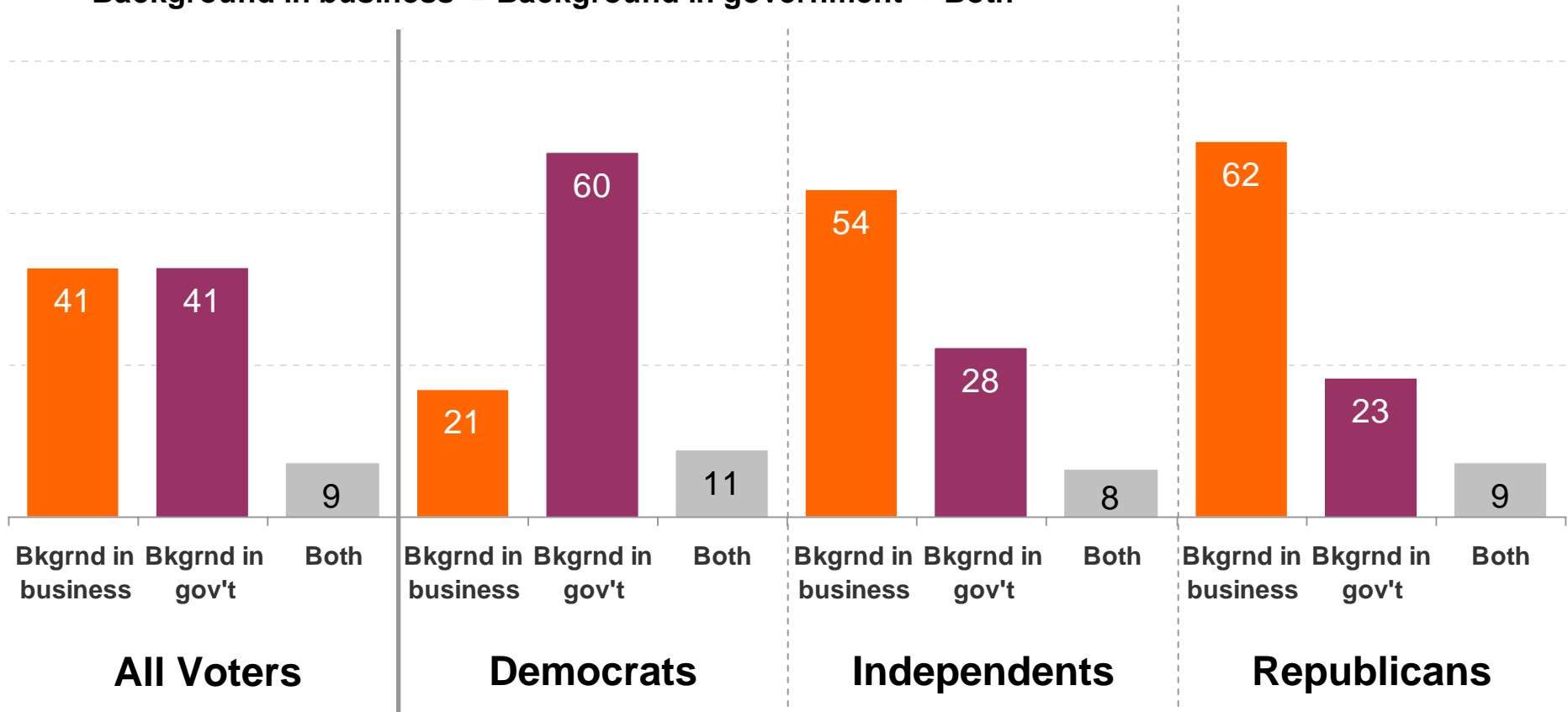




## Voters split on business or government background for governor

*When thinking about the candidates for governor, is it more important to you that a candidate for governor has a background working in business or is it more important to you that a candidate for governor has a background in government?*

■ Background in business ■ Background in government ■ Both



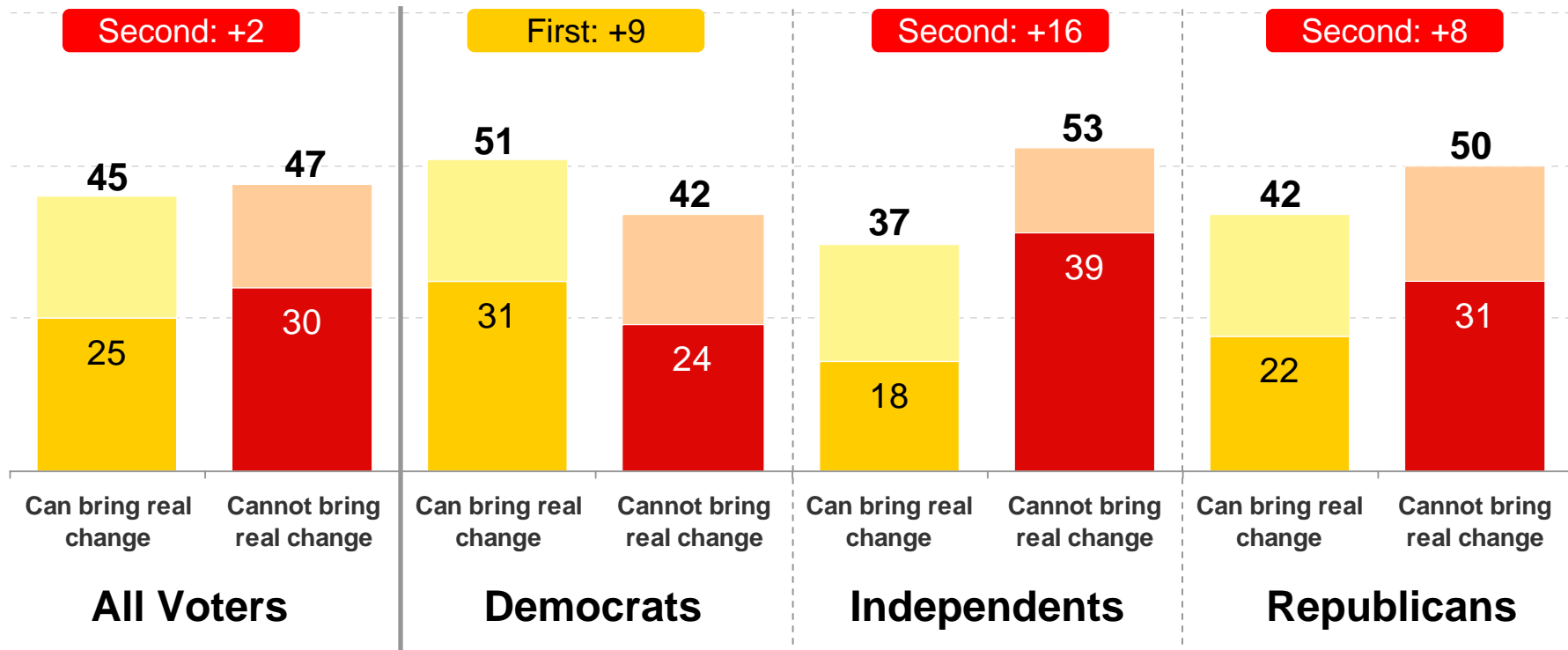


# Independents doubt that candidates can bring real change

**First Statement:** I believe that the candidates for governor will be able to bring about real change to California.

**Second Statement:** I do not believe that the candidates for governor will be able to bring about real change to California.

■ First statement strongly ■ Second statement strongly





# California's economy

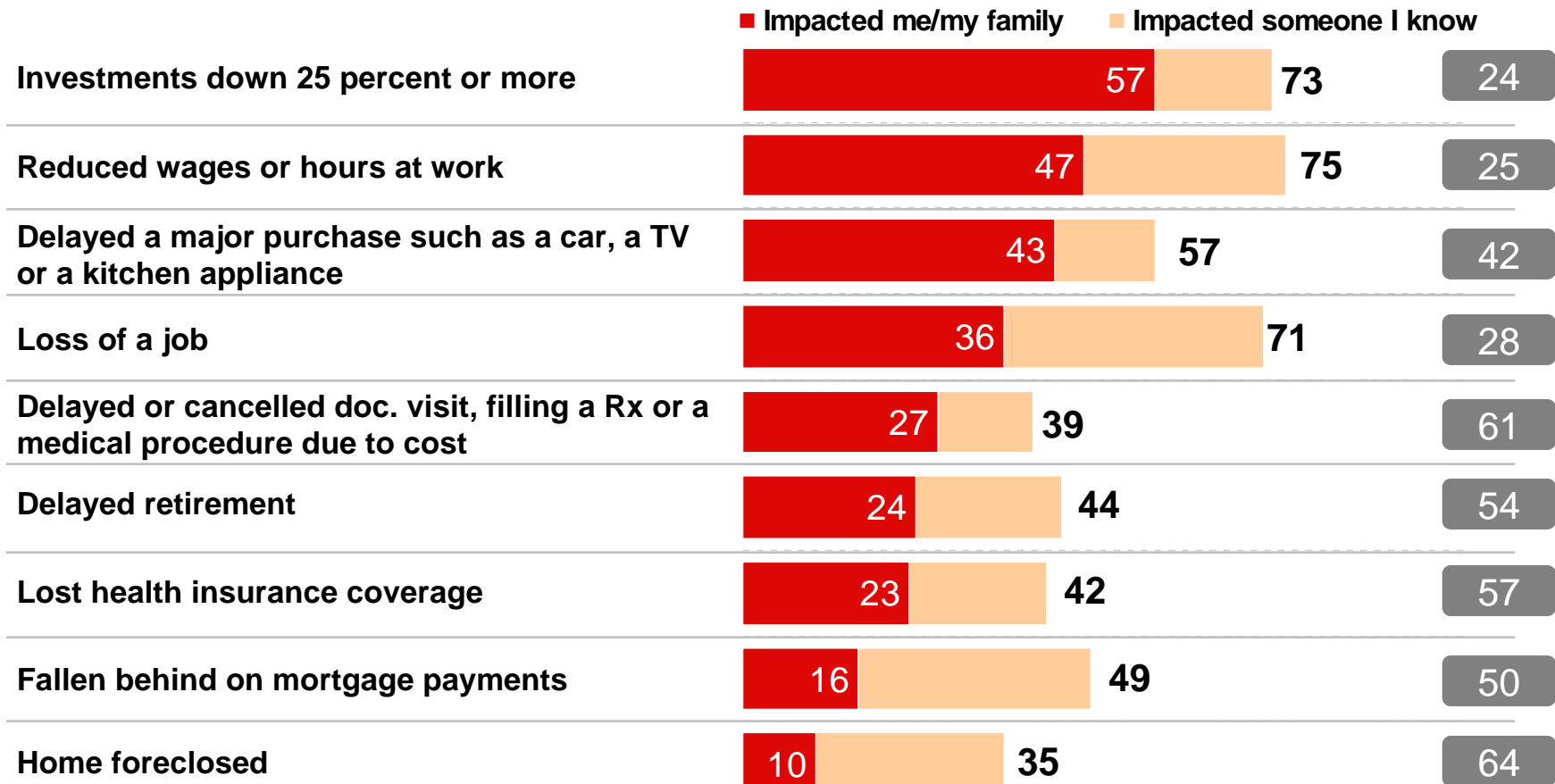
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# Impact of recession: reduced investments, wages, and job losses

*I'm going to read you a list of ways in which the economic recession has impacted people. For each one, please tell me if it has impacted you or your family directly in the last year or so, if it has impacted someone you know well, such as a friend, neighbor, or coworker, or if it has not impacted you or anyone you know well.*

**No Impact**

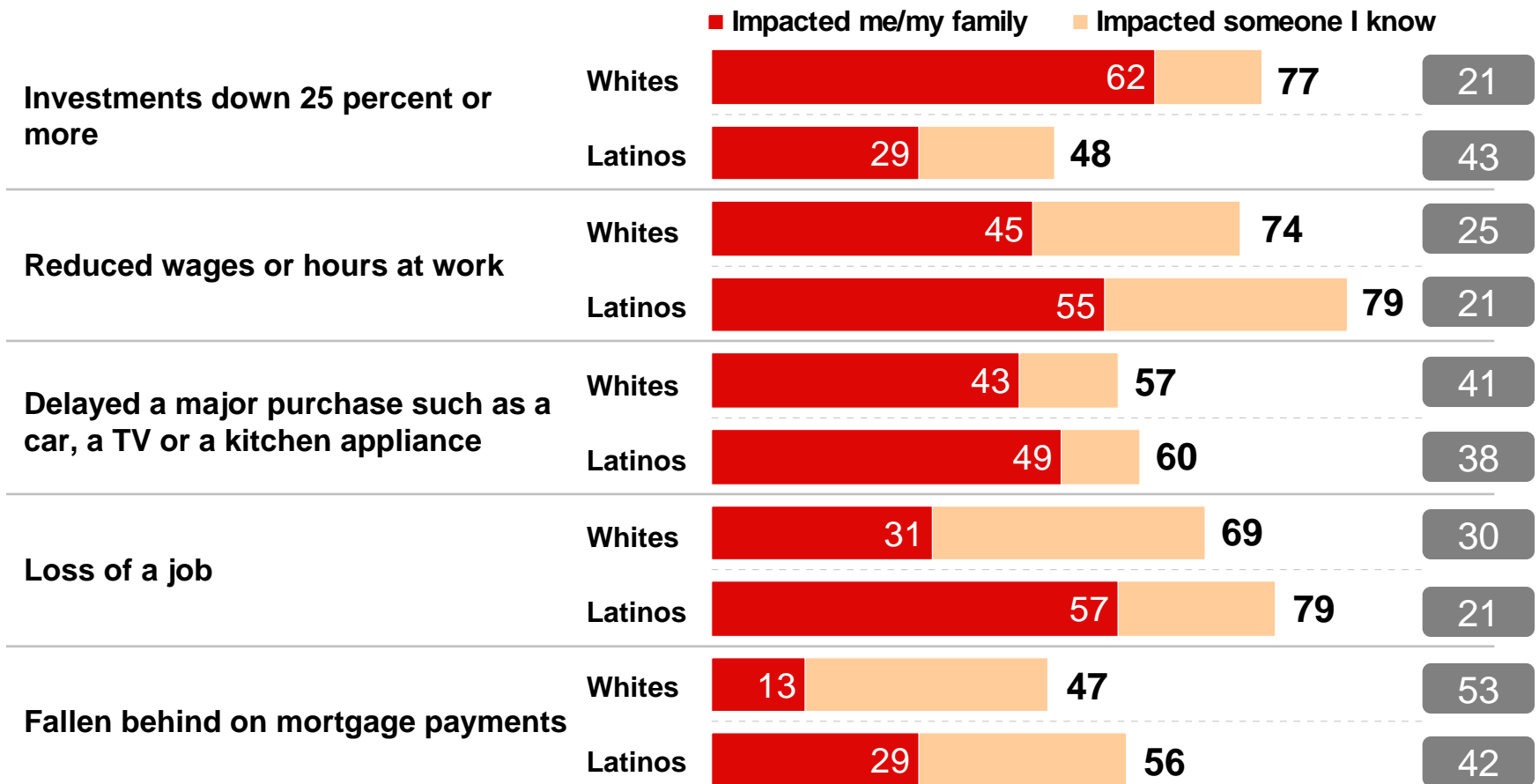




# Impact of economic recession: two worlds

I'm going to read you a list of ways in which the economic recession has impacted people. For each one, please tell me if it has impacted you or your family directly in the last year or so, if it has impacted someone you know well, such as a friend, neighbor, or coworker, or if it has not impacted you or anyone you know well.

No Impact



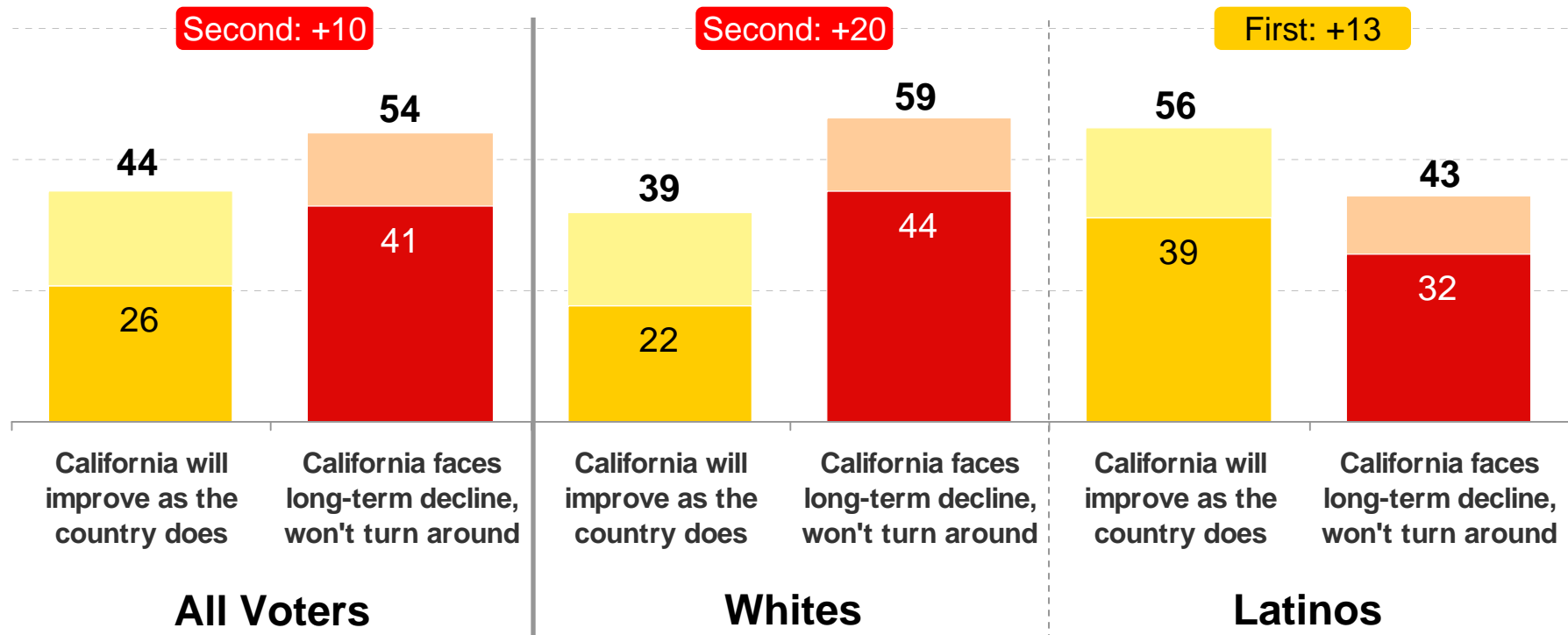


## Long-term problems in California; Latinos more optimistic

**First Statement:** California is suffering through a lot of problems right now, but as the overall economy improves throughout the country, things in California will return to normal.

**Second Statement:** California's problems are part of a long-term decline that's not going to turn around just because the national economy gets better.

■ First statement strongly ■ Second statement strongly



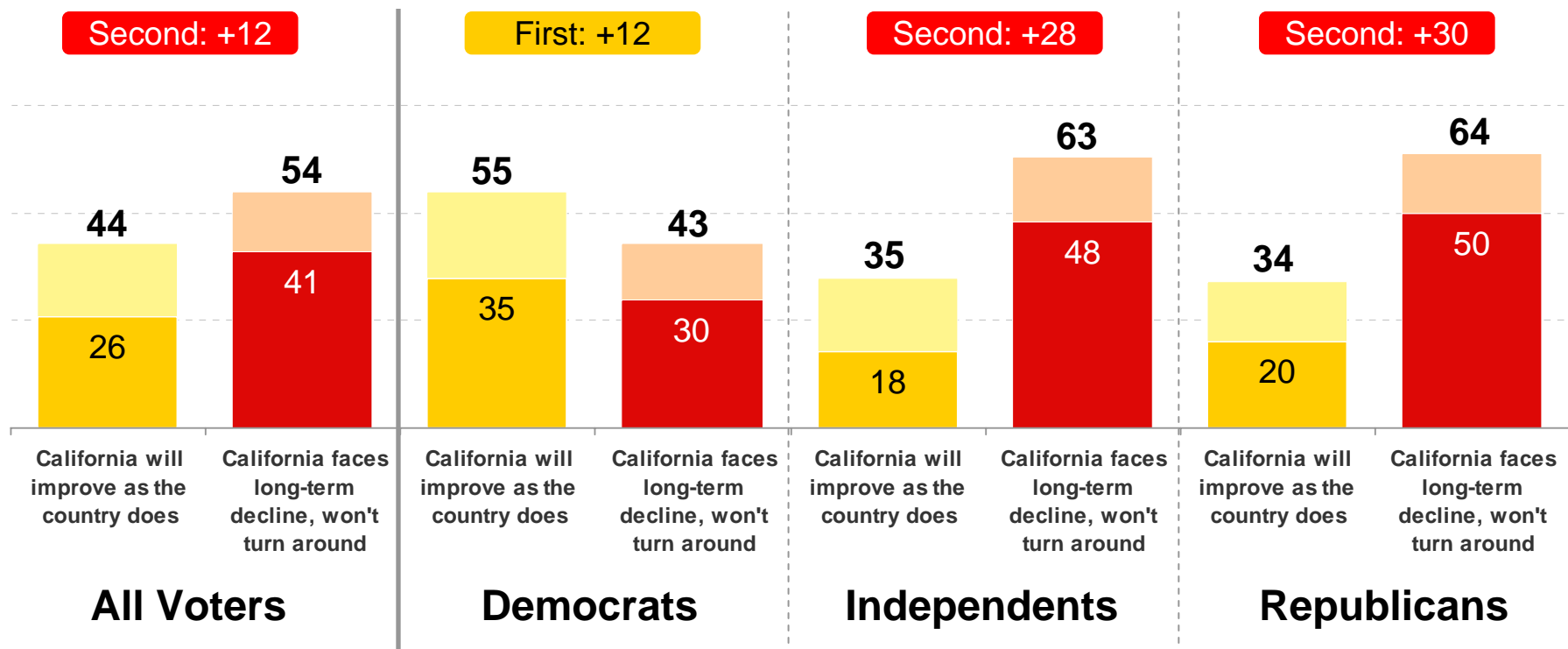


# Independents, Republicans see long-term problems in California

**First Statement:** California is suffering through a lot of problems right now, but as the overall economy improves throughout the country, things in California will return to normal.

**Second Statement:** California's problems are part of a long-term decline that's not going to turn around just because the national economy gets better.

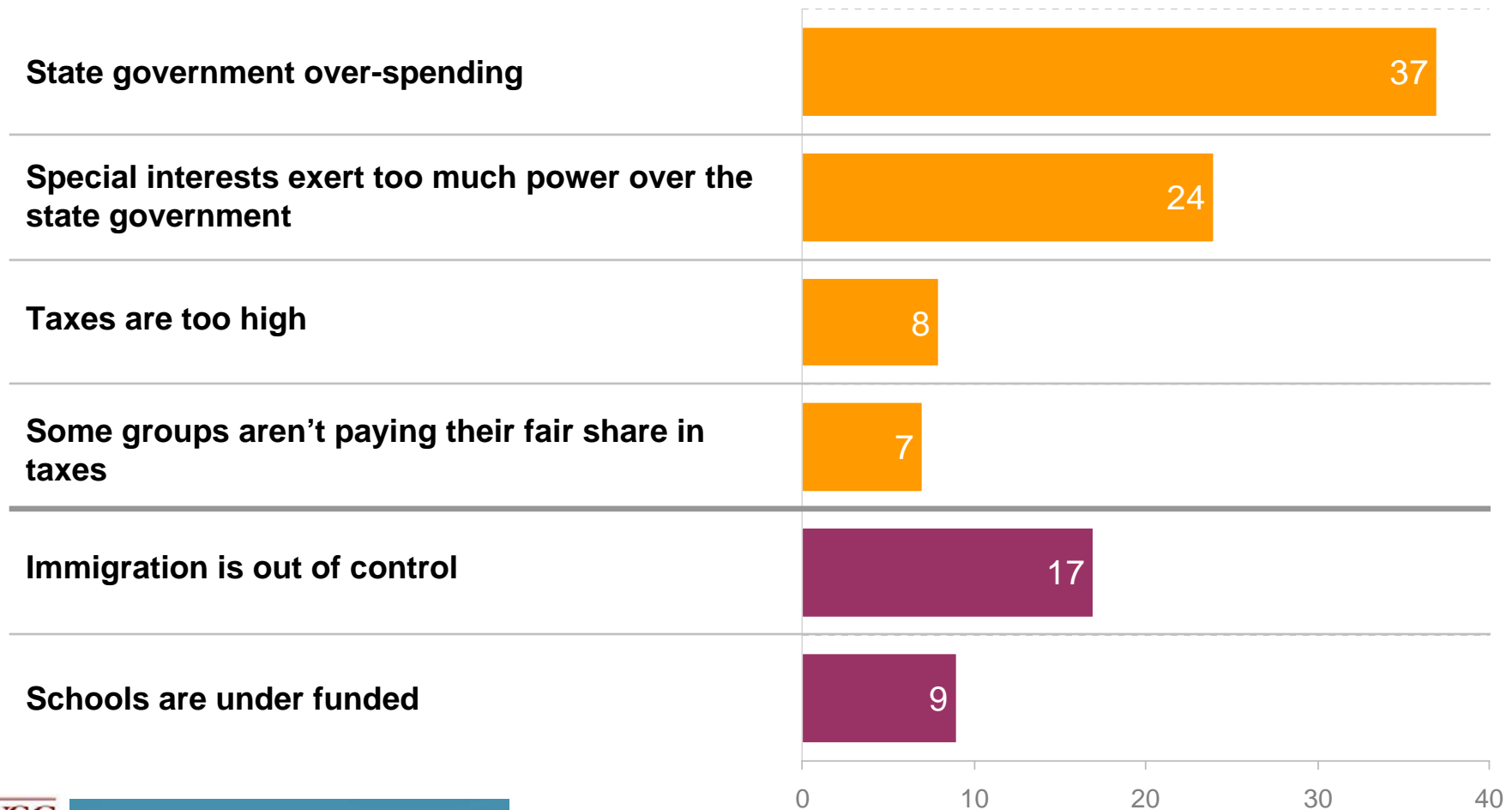
■ **First statement strongly** ■ **Second statement strongly**





## Reasons for long-term decline – spending and special interests

*[If respondent believes California to be in long-term decline...] And which of the following, in your opinion, is the biggest cause of these long-term problems:*





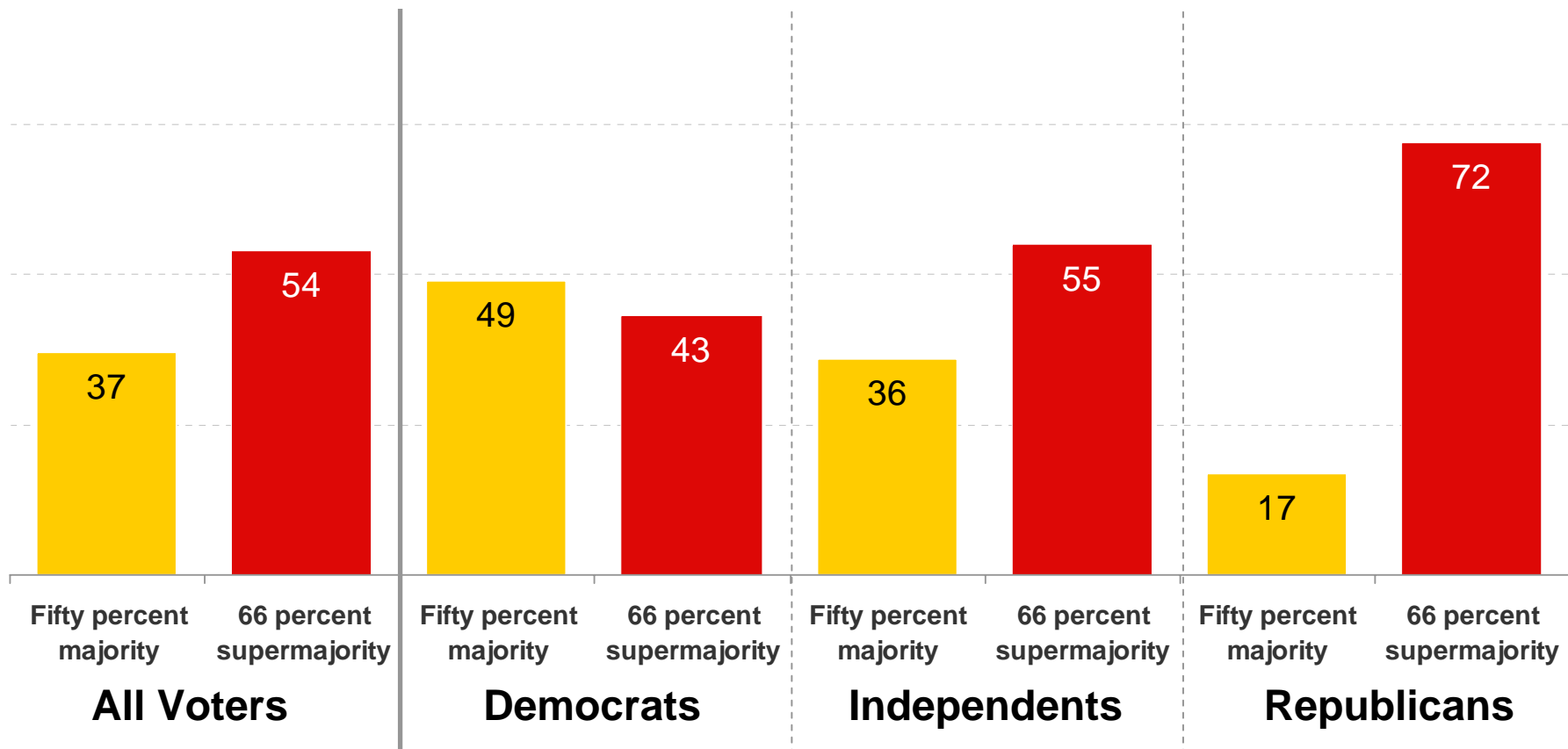
# Budget reforms

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## Californians prefer to keep supermajority on budget decisions

*In your opinion, do you think that the California State Legislature should need a fifty percent majority to pass the state budget, or a two-thirds, sixty-six percent supermajority?*





# Californians for 2/3 supermajority on budget to keep majority in check

As you probably know, to pass the state budget in California, two-thirds of state legislators must vote in favor of it. Now I am going to read you two statements about that law and want you to tell me which statement you agree with more.

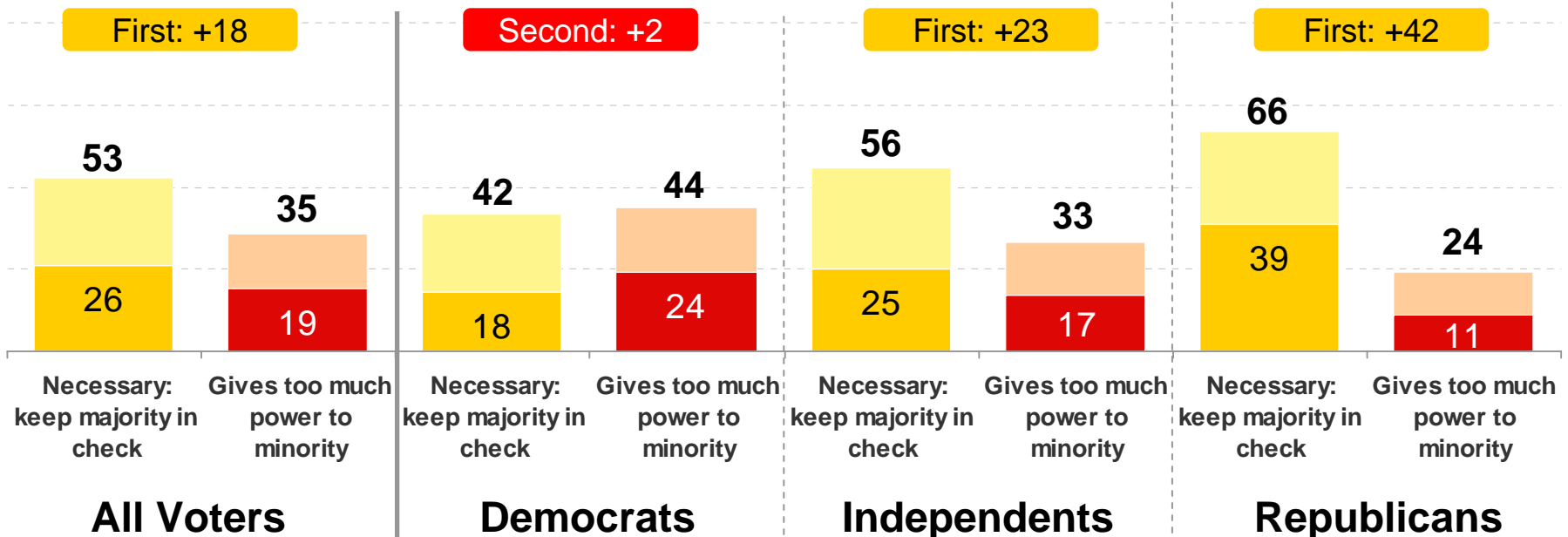
Some people say that **this is necessary to keep the majority in check** so that they cannot ram through their agenda.

Other people say that **this gives too much power to the minority**, creating gridlock and allowing a small number of legislators to vote down the will of the majority.

Which statement do you agree with more, even if neither is exactly right?

■ First statement strongly

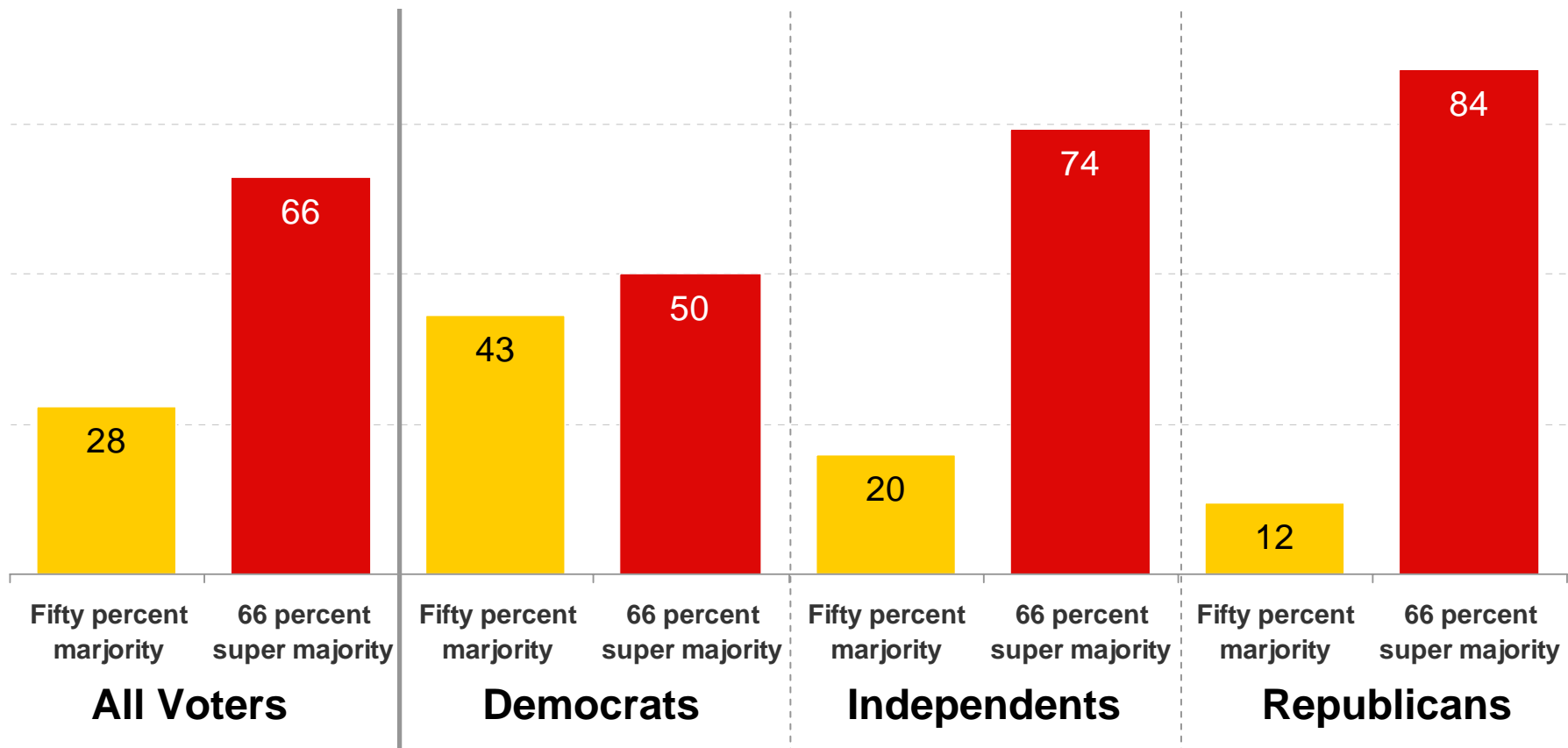
■ Second statement strongly





## Passing tax increases should require supermajority

*In your opinion, do you think that you should need a fifty percent majority to approve income tax increases in the state legislature, or a two-thirds, sixty-six percent supermajority?*





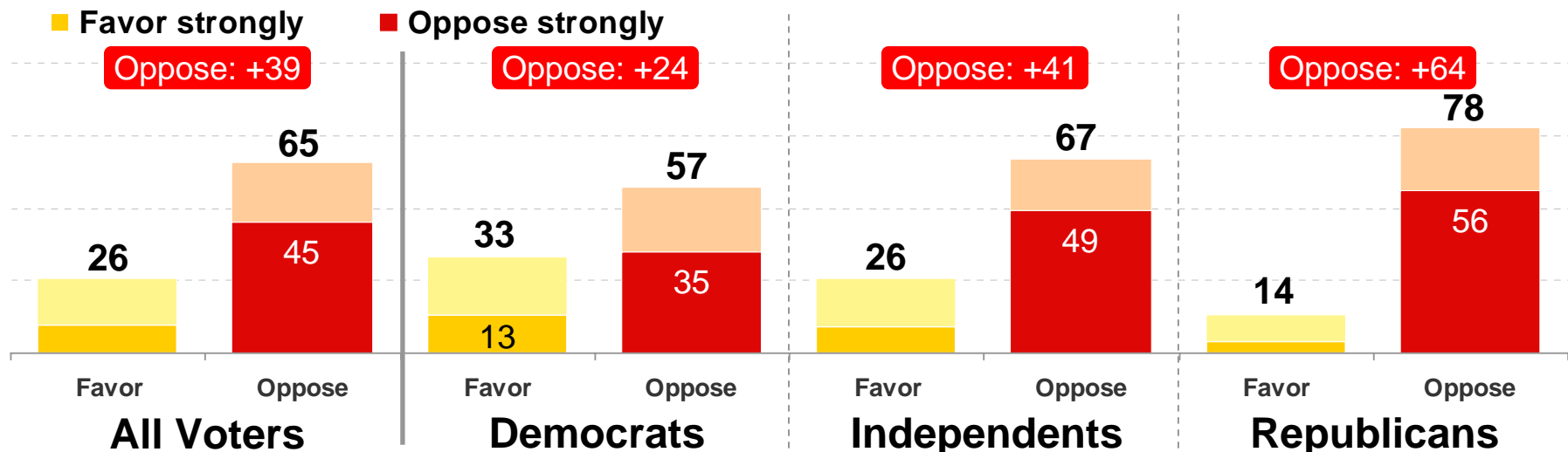
## Public strongly opposes expanding sales tax to cover services

As you may know, California is facing a record budget deficit and there have been many proposals on how best to deal with this crisis. One of these proposals would broaden the state sales tax to cover services provided by lawyers, engineers and other professionals whose sales are not currently taxed. Now let me read you what some people who support and oppose this plan have to say about it.

Supporters say that broadening California's sales tax could bring as much as \$45 billion in needed revenue to the state annually, and would be more fair than the current practice of taxing the sale of goods but not most services.

Opponents say that this move would endanger jobs by double-taxing businesses, sending companies to cheaper states and it would hurt working families by taxing home repair services and entertainment.

Based on what you have heard, would you favor or oppose this type of change to California's sales tax system?





## Plurality oppose flattening income tax, even Republicans

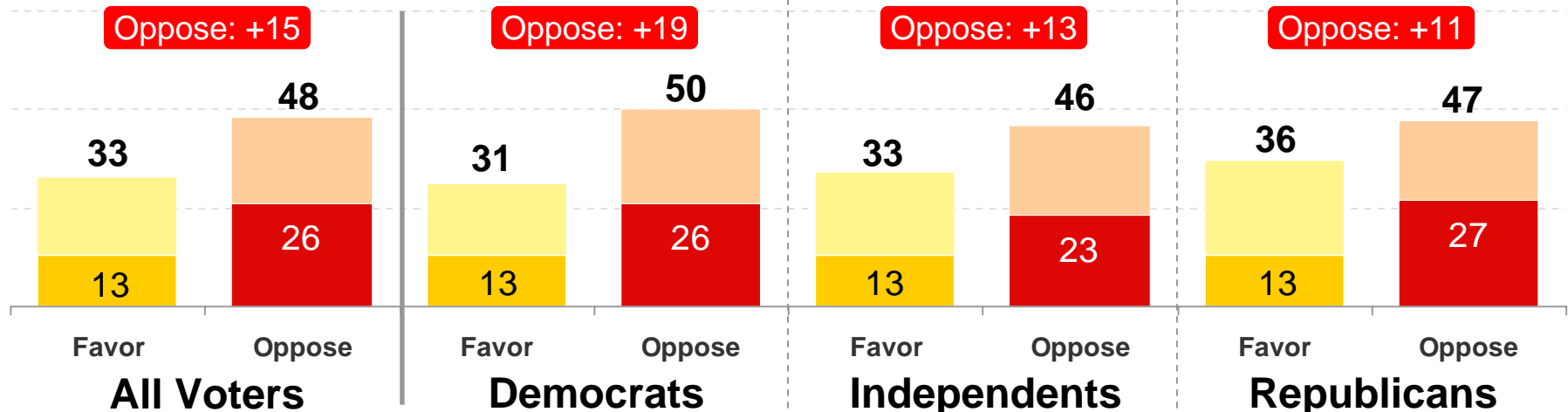
As you may know, California is facing a record budget deficit and there have been many proposals on how best to deal with this crisis. One of these proposals would make the state's income tax system flatter by reducing the number of tax brackets from six, as is the current system, to two or three. Now let me read you what some people who support and oppose this plan have to say about it.

Supporters say the move would help stop California's budget from spiraling into large deficits by making state revenues less dependent on the variable incomes of the very wealthy.

Opponents say the change does little more than provide a tax cut for the wealthy while raising taxes on many middle-class California families.

Based on what you have heard, would you favor or oppose this proposal to reshape California's tax system?

■ Favor strongly ■ Oppose strongly

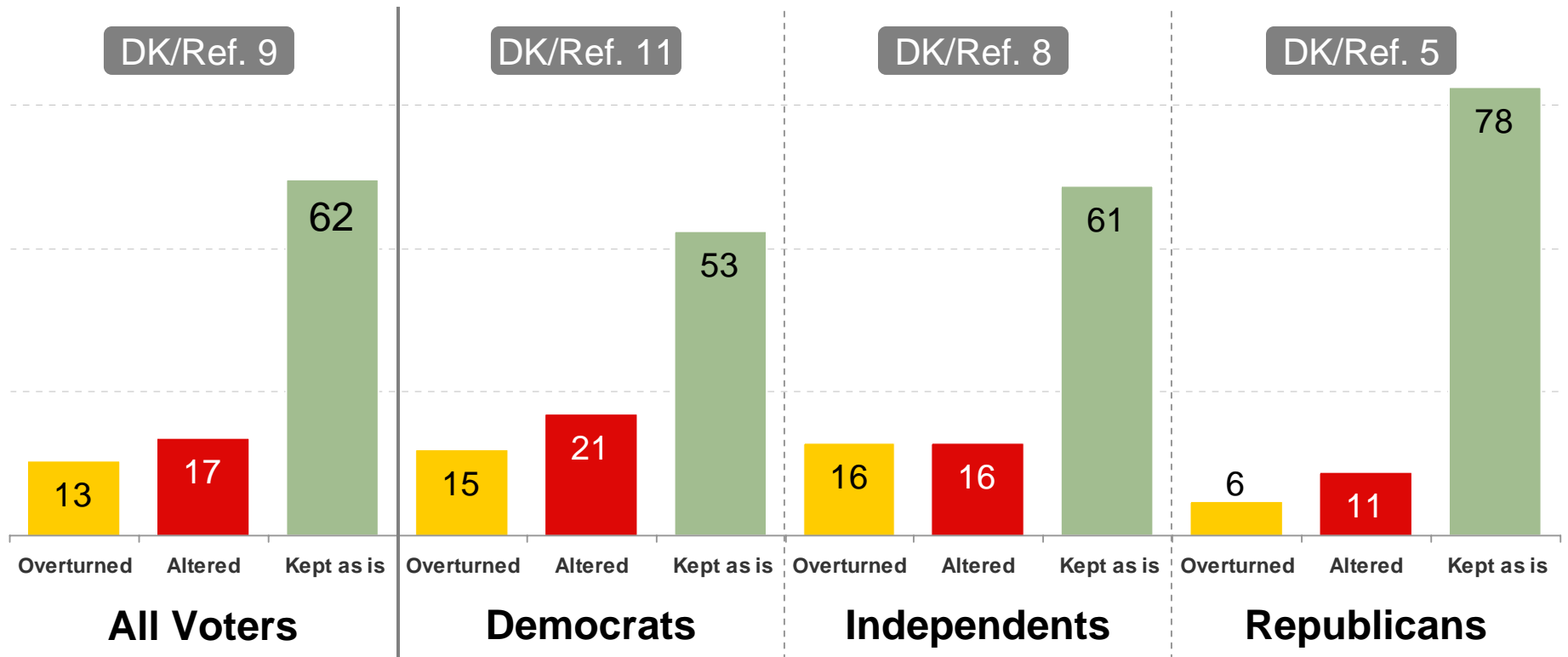




# Prop 13: keep property tax system as is

As you may know, some have proposed changing the property tax system by keeping Proposition 13's limits on property taxes for homes, but allowing property assessments to rise for businesses. Do you think that Proposition 13 should be...

- **Overtured, eliminating limits on property taxes for homes and businesses**
- **Altered to eliminate limits on property taxes for businesses**
- **Kept as it currently is, limiting property taxes for homes and businesses**





# Issues

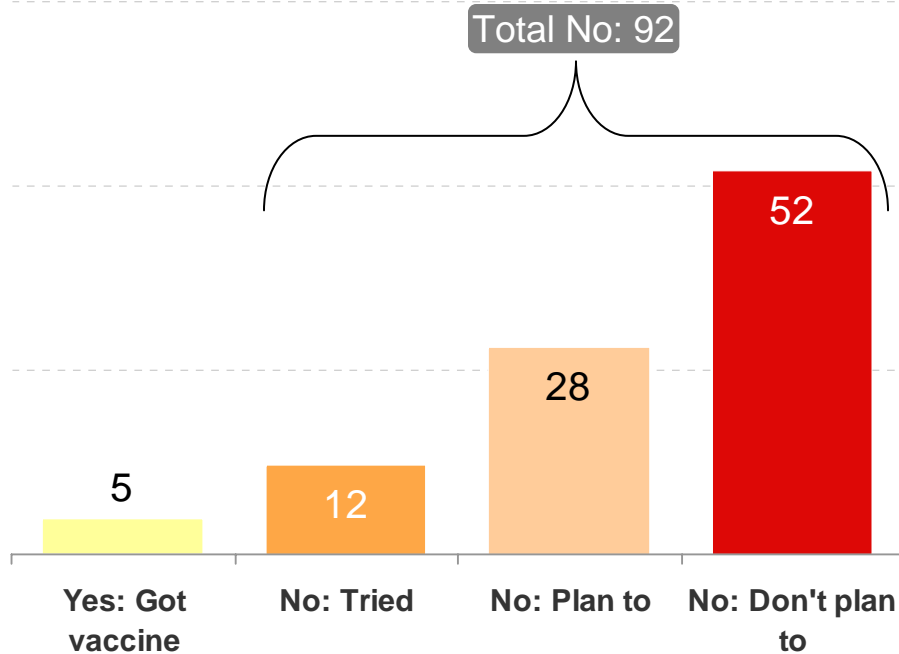
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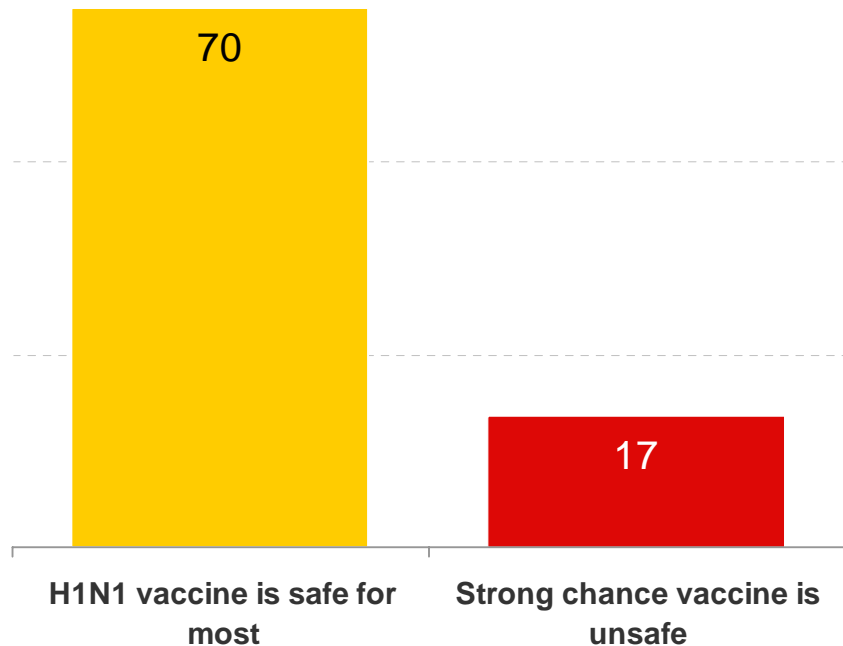
## Majority don't plan to vaccinate against H1N1 but think it's safe

As you may know, the Centers for Disease Control and Prevention have recommended that individuals get vaccinated against the H1N1 flu virus, or Swine Flu. Have you, personally, been vaccinated against the Swine Flu?

- Yes: Vaccinated
- No: But plan to
- No: Tried, couldn't find
- No: Don't plan to



Regardless of whether or not you, personally, have had the H1N1, or Swine Flu, vaccine -- from what you've heard, do you think that the vaccine is probably safe for most people, or do you think there is a strong chance that the vaccine is unsafe?

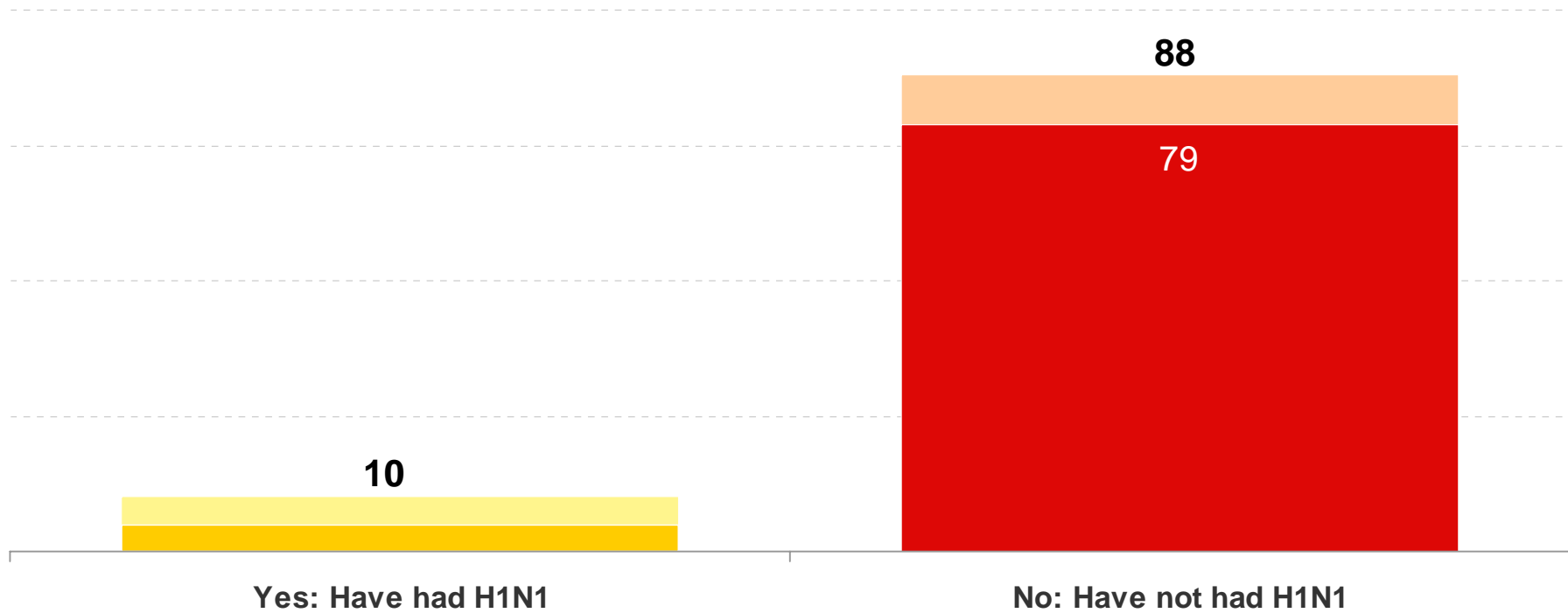




## 1 in 10 Californians report to have had H1N1

Public health officials say the main symptoms of the H1N1 virus, or Swine Flu, are fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills, and fatigue. Regardless of whether you have had a formal medical diagnosis, do you think that you or a member of your immediate family has had the H1N1 flu within the past four weeks?

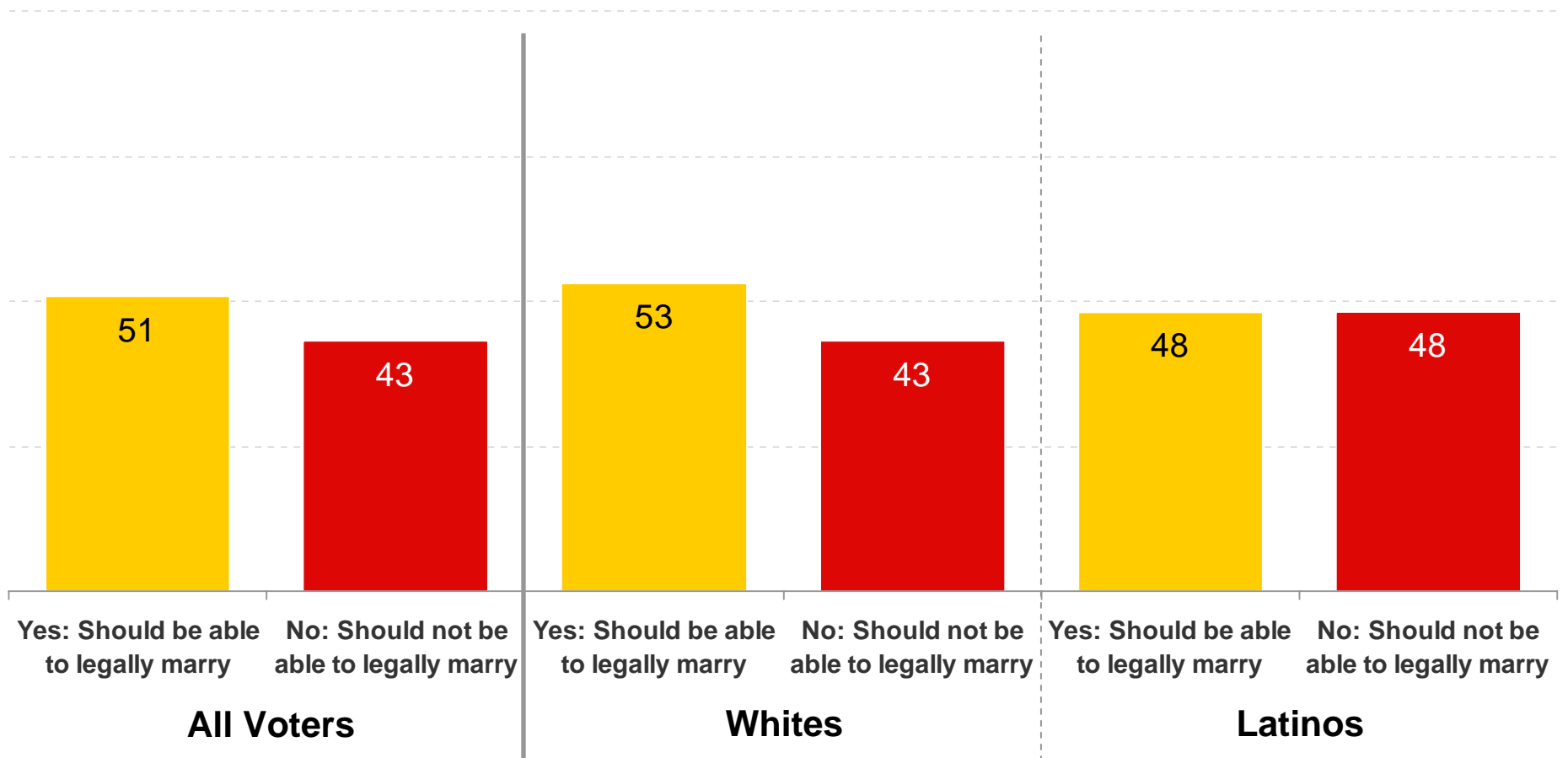
■ Definitely Yes    
 ■ Definitely No





# Majority believe same-sex couples should be allowed to marry

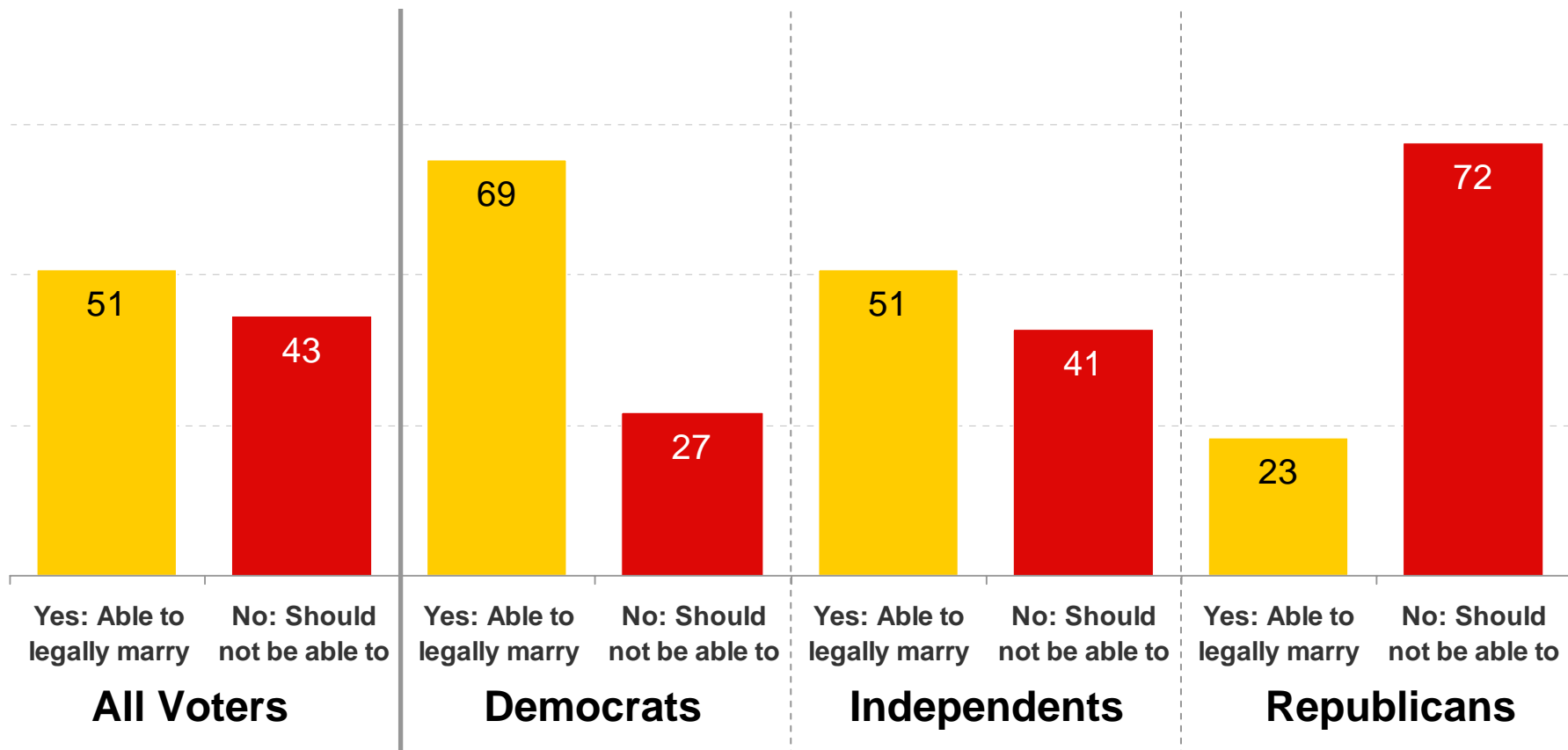
*Do you think that same-sex couples should be allowed to become legally married in the state of California?*





# Support for same sex marriage falls along partisan lines

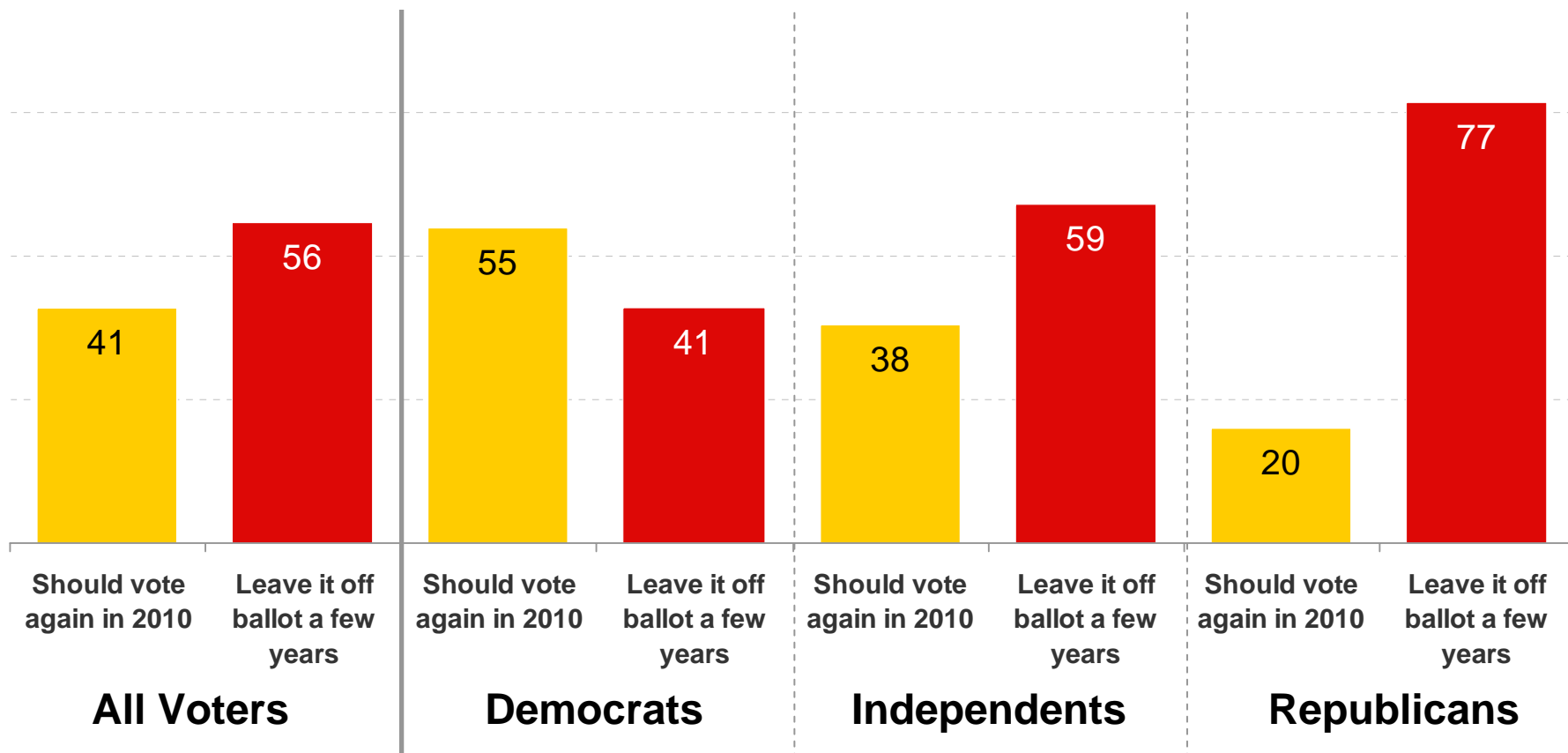
*Do you think that same-sex couples should be allowed to become legally married in the state of California?*





# California should leave same-sex marriage off of the ballot in 2010

*Regardless of whether you approve or disapprove of same-sex marriage, do you think it is an issue that Californians should vote on again in 2010, or would you prefer to see the issue left alone and off the ballot for a few years?*

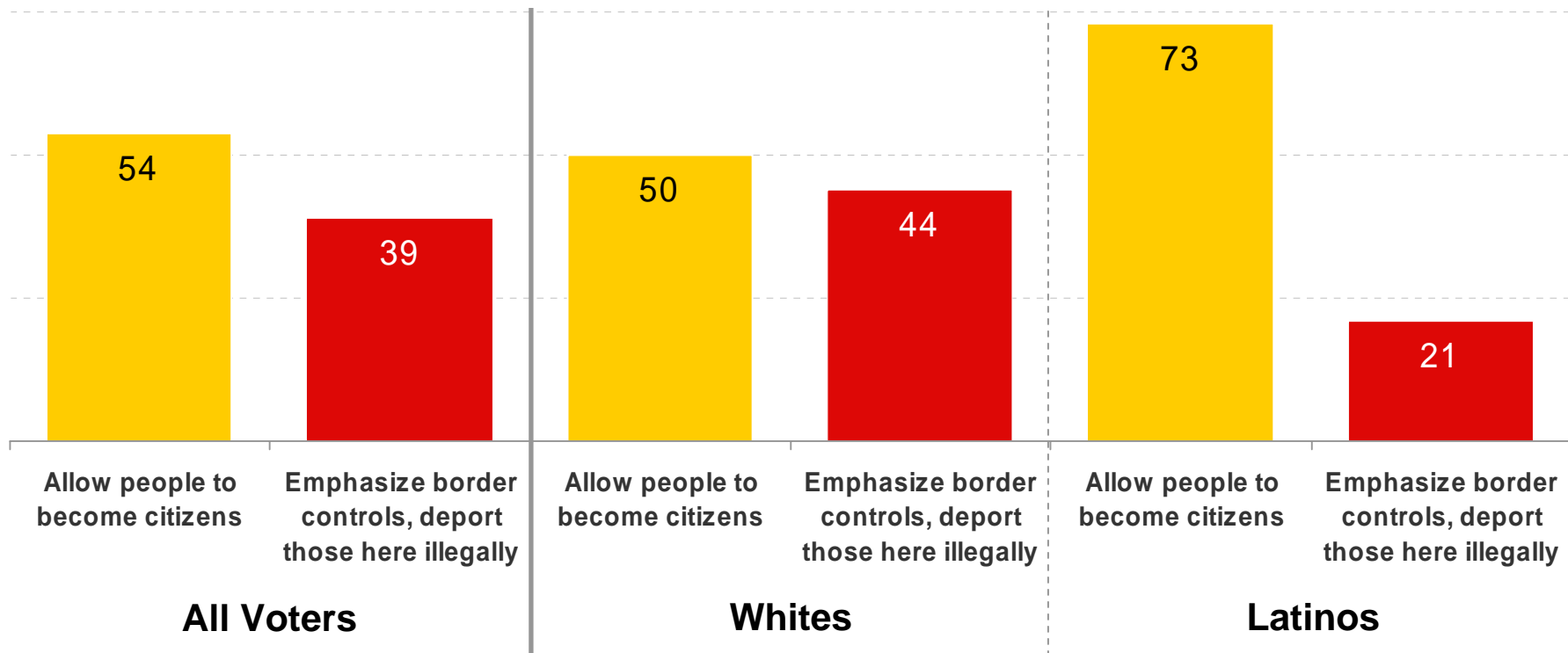




## Majority support citizenship for illegal immigrants who meet rules

Do you think the system should be changed to allow some people who have come to this country illegally to become citizens, if they have clean records and pay a fine and meet other requirements such as having a job?

Or should it be changed to emphasize stronger enforcement of border controls and deport people who are here illegally?

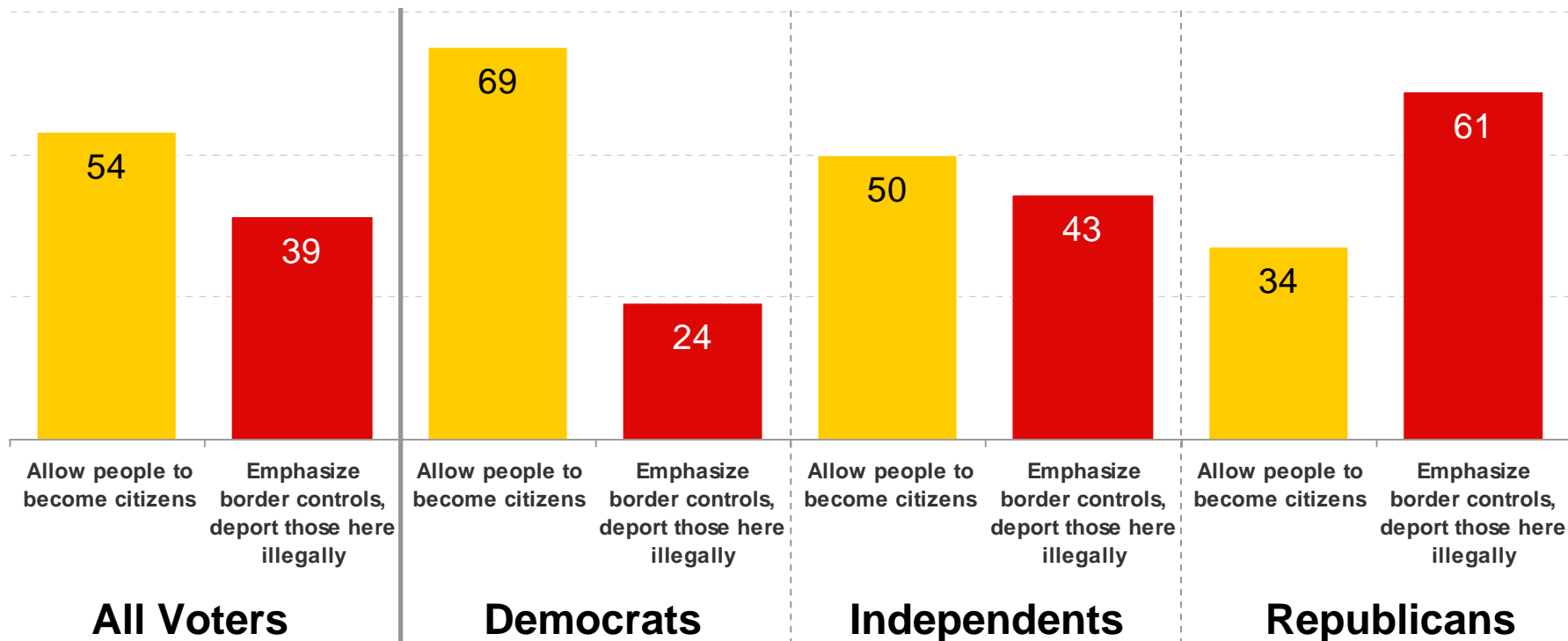




## Republicans support harder line on immigration

Do you think the system should be changed to allow some people who have come to this country illegally to become citizens, if they have clean records and pay a fine and meet other requirements such as having a job?

Or should it be changed to emphasize stronger enforcement of border controls and deport people who are here illegally?



# GREENBERG QUINLAN ROSNER RESEARCH

PUBLIC OPINION STRATEGIES



# Los Angeles Times



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