

GREENBERG QUINLAN ROSNER RESEARCH

AMERICAN VIEWPOINT®

April 3, 2010

USC/Los Angeles Times Poll

California Statewide Survey Results

March 23-30, 2010

1515 Registered Voters

Los Angeles Times



About this survey

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

These findings are based on a California statewide telephone survey of 1515 registered voters conducted March 23-30, 2010, with 1333 respondents reached through landline telephones and 182 respondents 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.

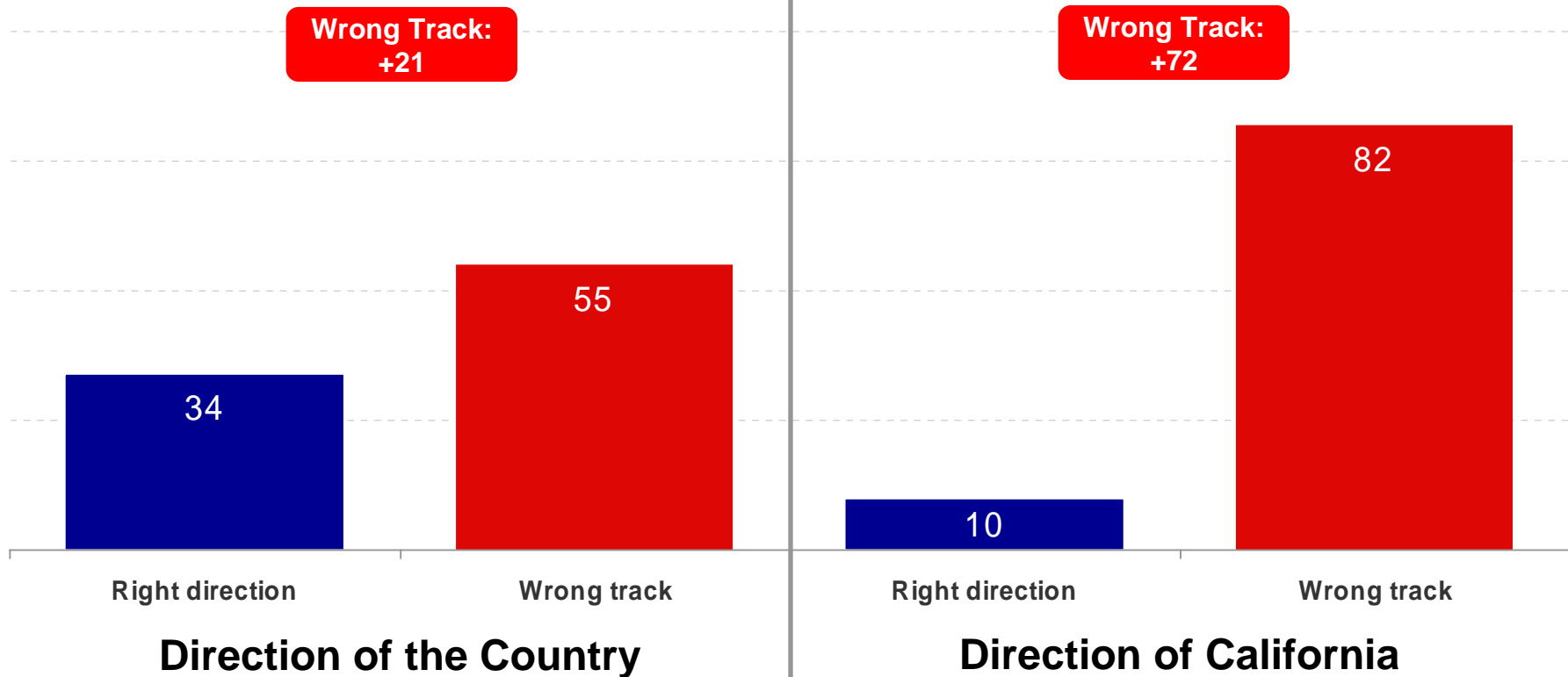
This presentation also references data from the previous survey conducted for the *Los Angeles Times* and USC by Greenberg Quinlan Rosner Research in conjunction with Public Opinion Strategies. The survey was conducted among 1,500 California registered voters between October 27-November 3, 2009 (margin of error: +/- 2.6 percent).

The political landscape

Californians more pessimistic about direction of state than the nation

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?



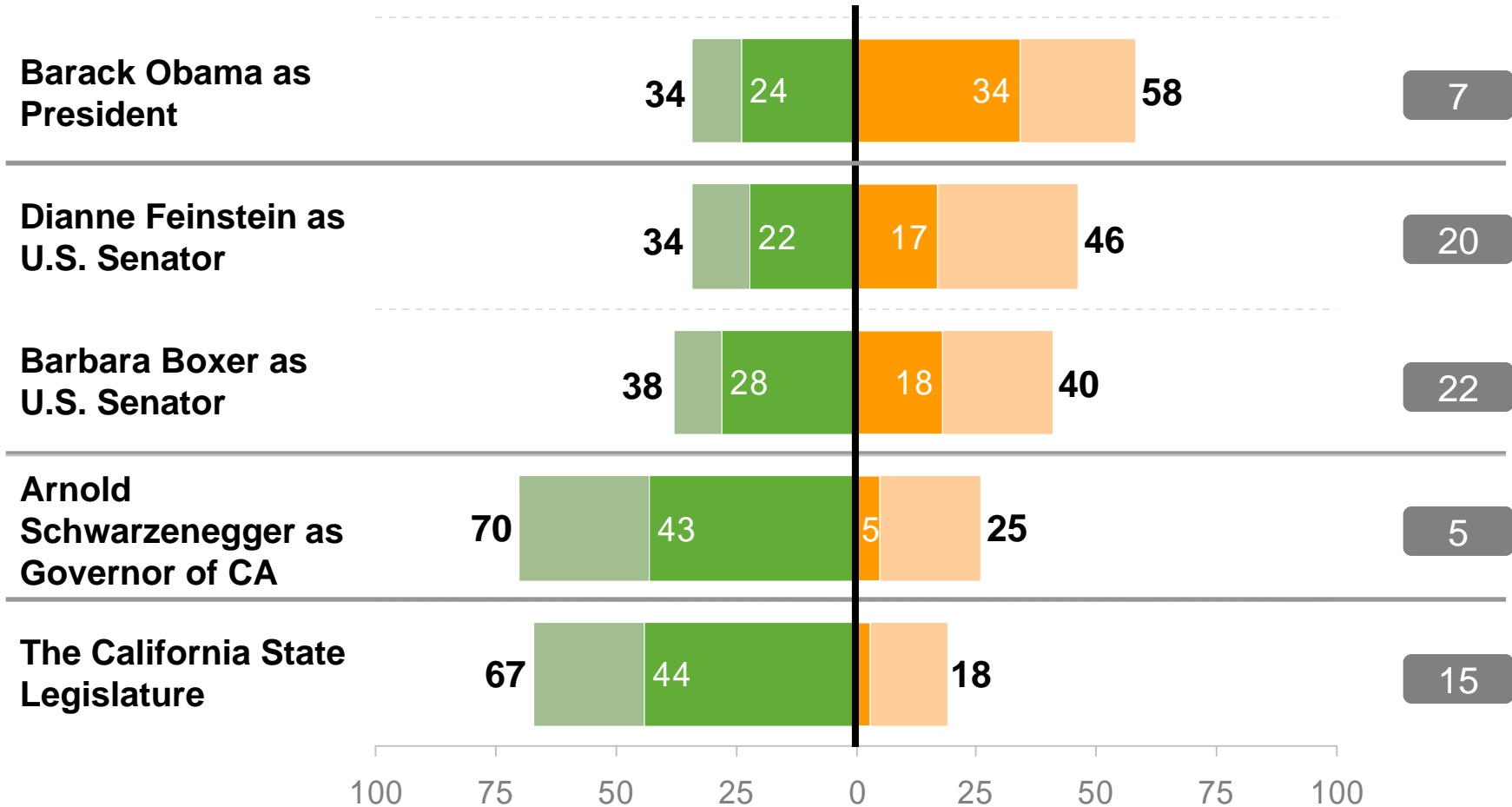
Obama approval high, Schwarzenegger and state legislature low

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

Don't Know/
Refused

■ Strongly Disapprove

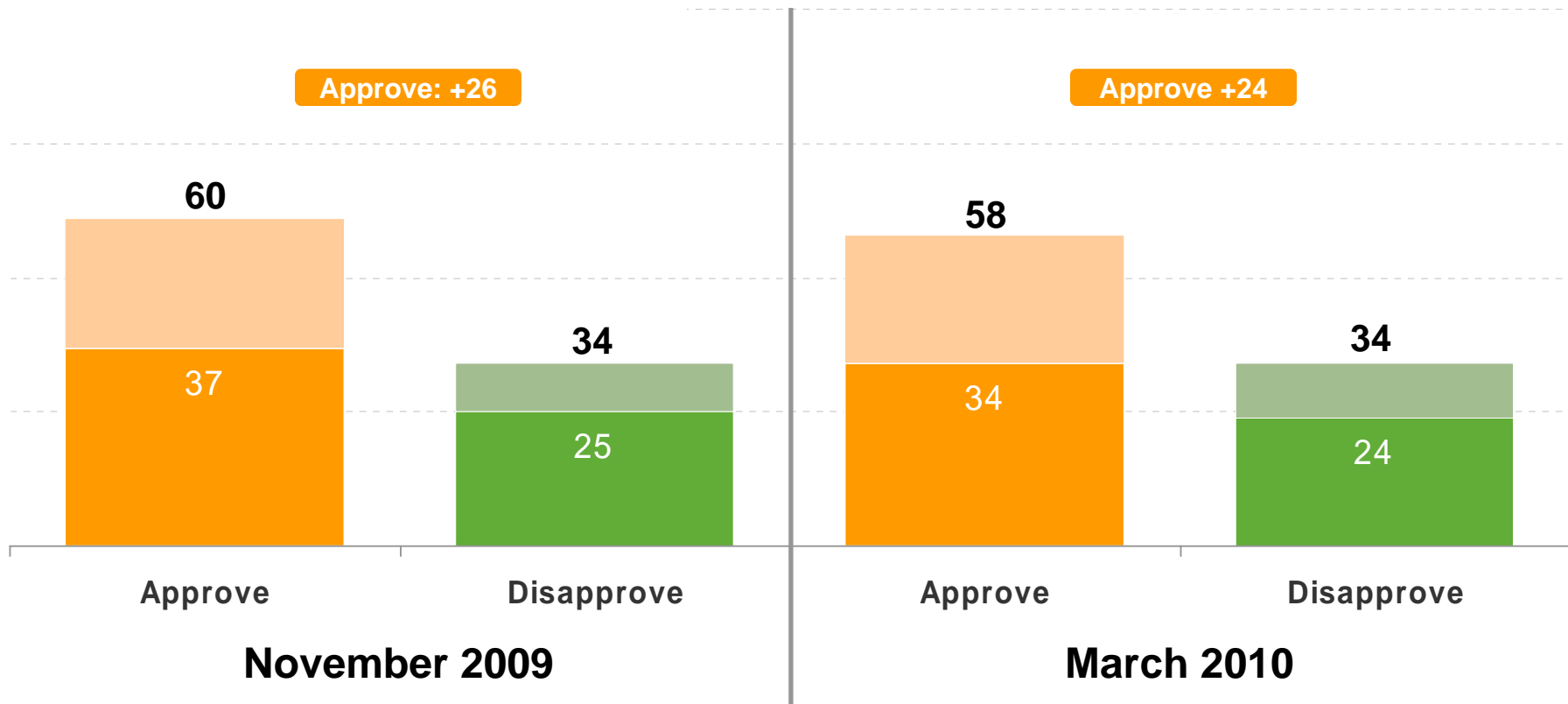
■ Strongly Approve



Obama approval has held stable over the past few months

Do you approve or disapprove of the job being done by **Barack Obama** as President of the United States?

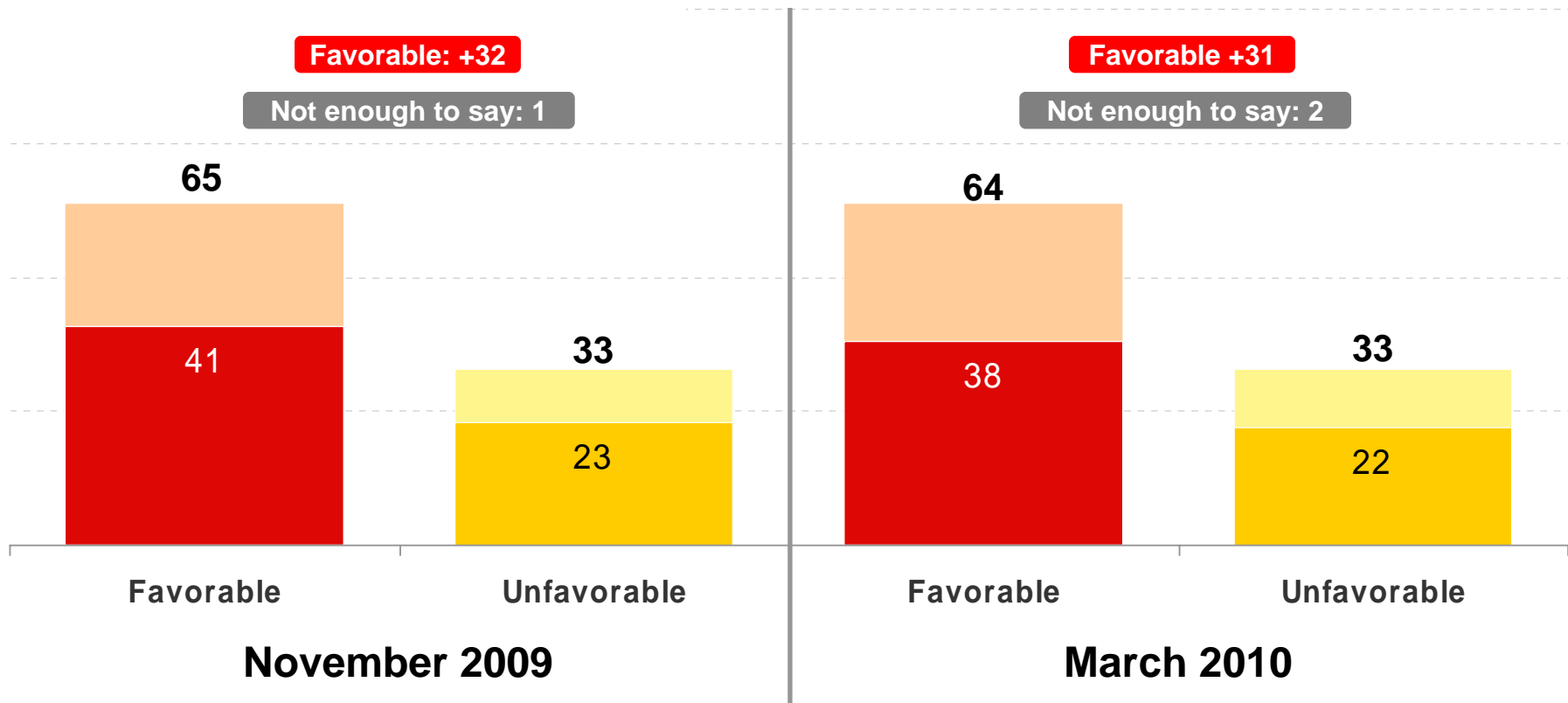
■ Strongly Approve
 ■ Strongly Disapprove



Also remains just as personally popular

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? What is your impression of **Barack Obama**?

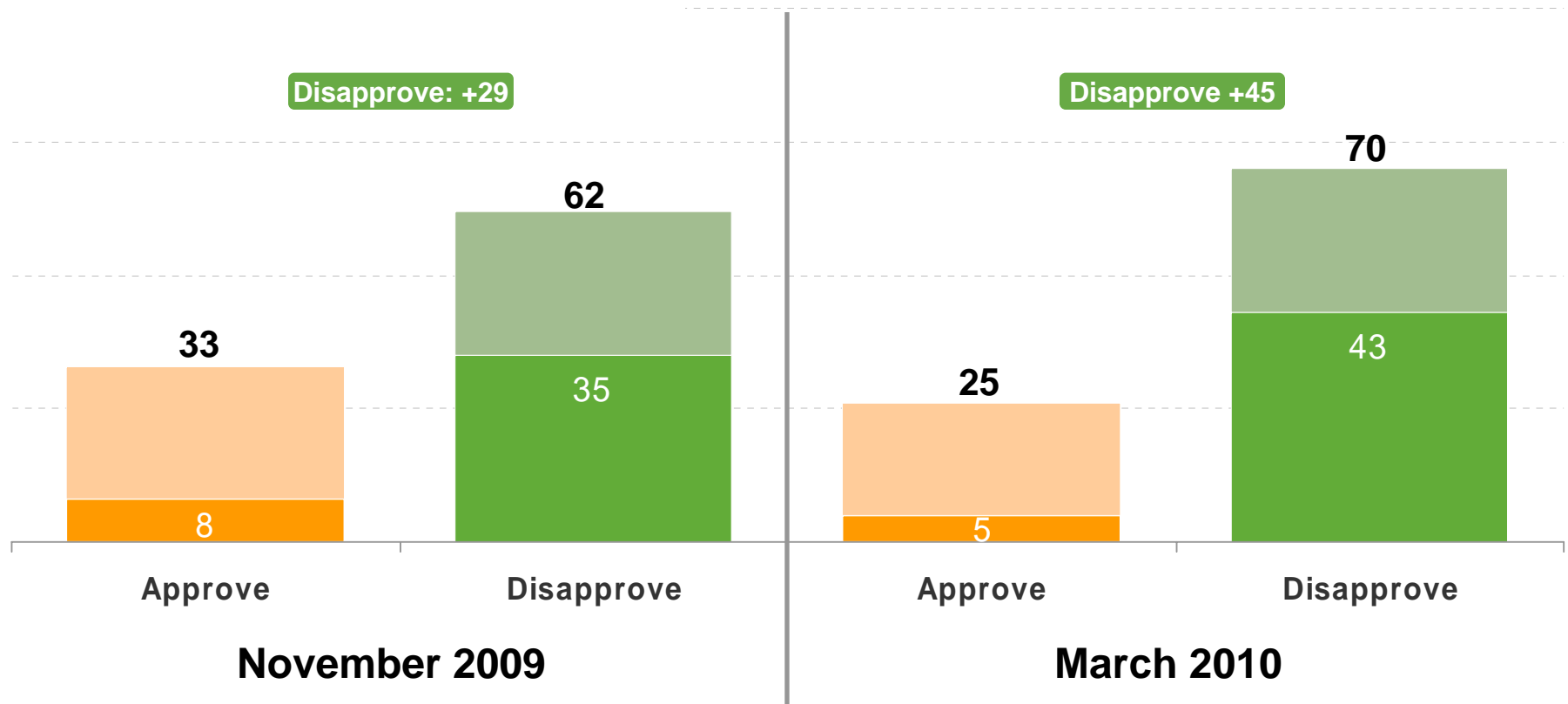
■ Very Favorable ■ Very Unfavorable



Just one-in-four voters approve of Schwarzenegger

Do you approve or disapprove of the job being done by **Arnold Schwarzenegger** as Governor of California?

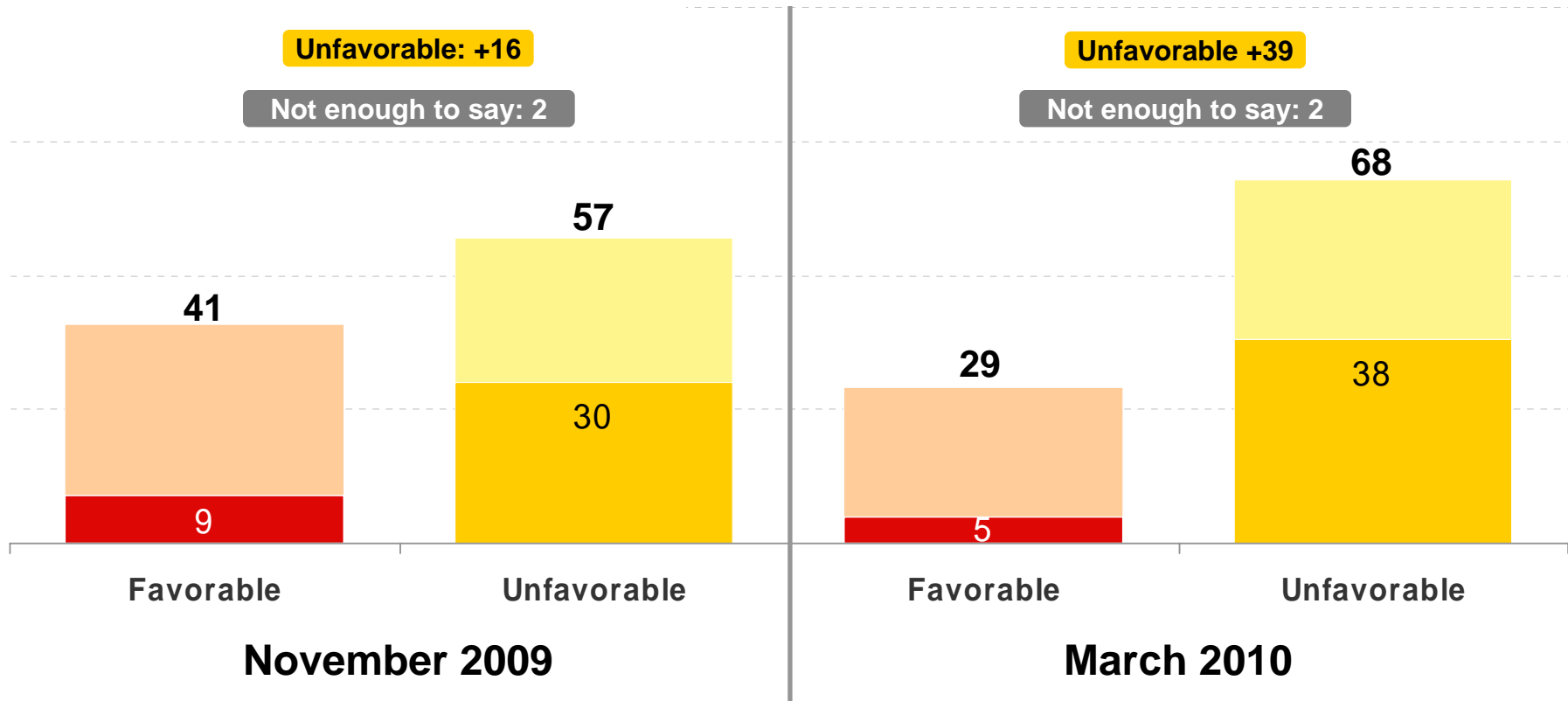
■ Strongly Approve ■ Strongly Disapprove



Schwarzenegger sees fall in favorability since last fall

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? What is your impression of **Arnold Schwarzenegger**?

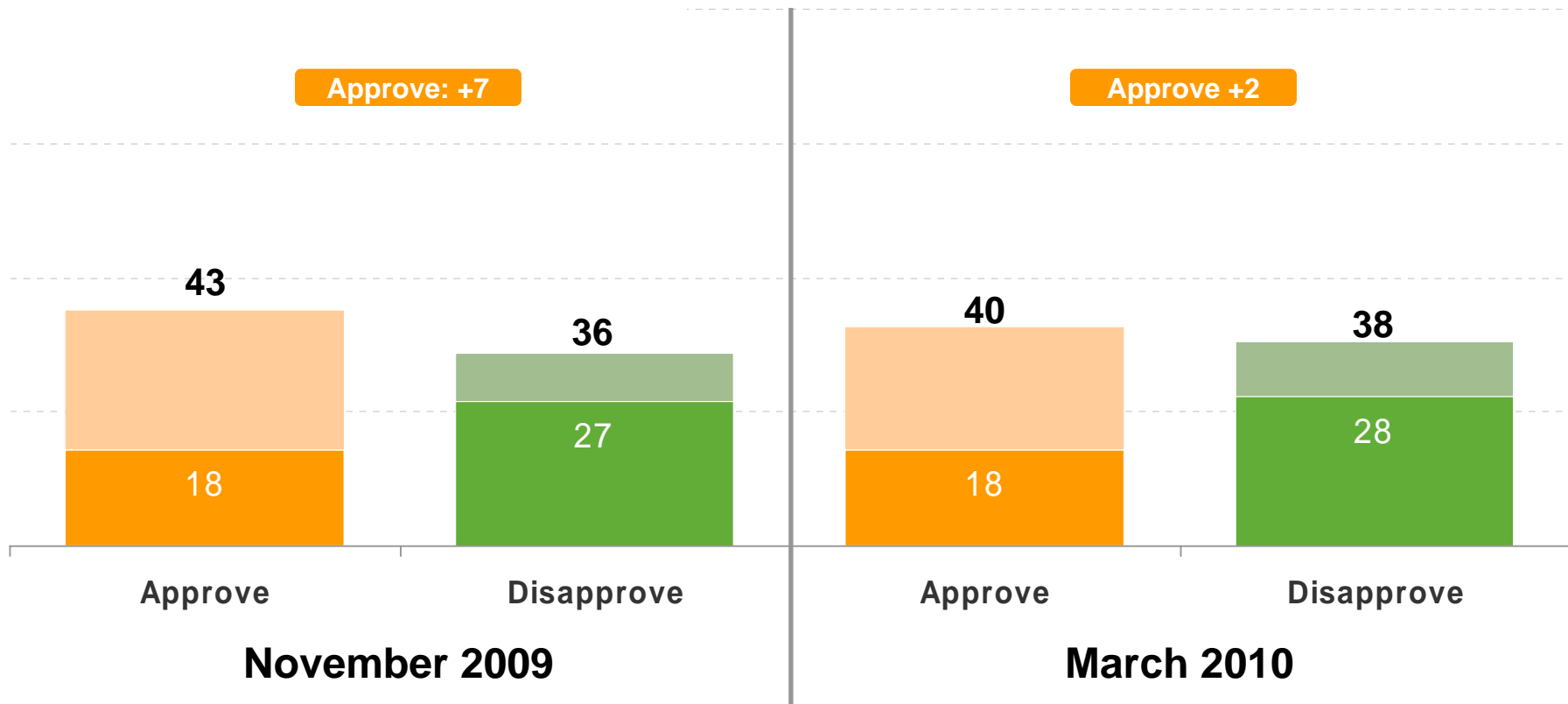
■ Very Favorable ■ Very Unfavorable



Boxer approval rating mostly stable

Do you approve or disapprove of the job being done by **Barbara Boxer** as U.S. Senator?

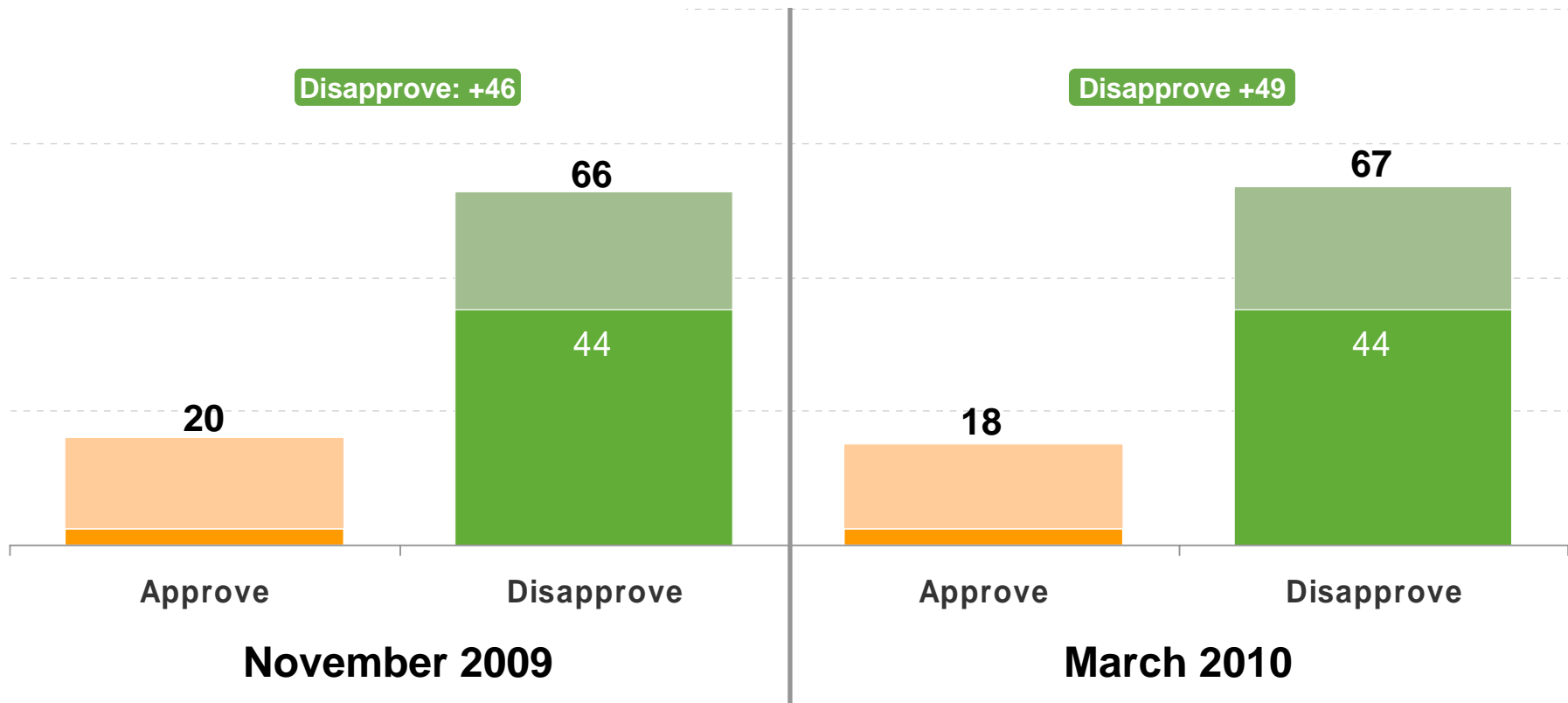
■ Strongly Approve
 ■ Strongly Disapprove



State legislature continues to receive lowest ratings of all

Do you approve or disapprove of the job being done by The California State Legislature?

■ Strongly Approve
 ■ Strongly Disapprove



The election for U.S. Senate

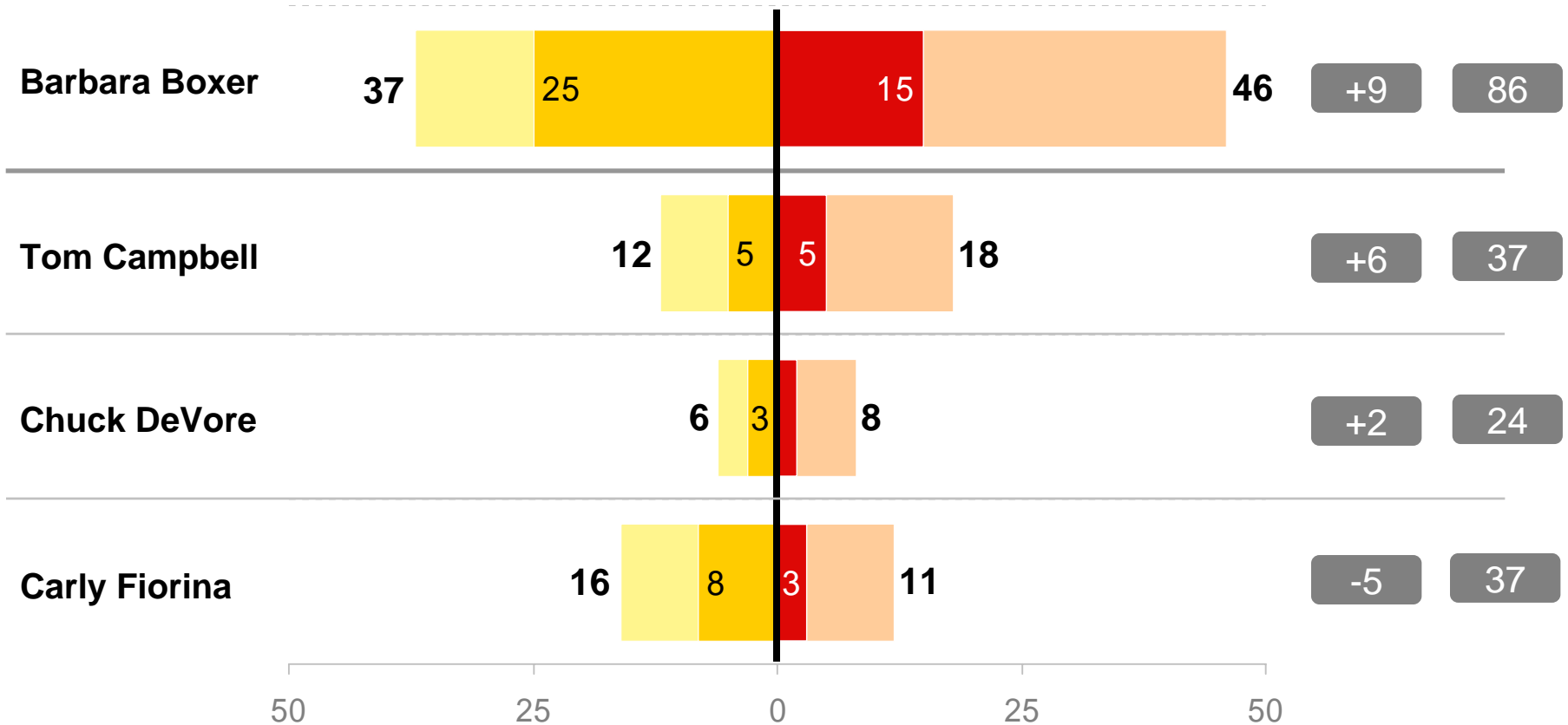
Favorability of the Senate candidates

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.

ID

Very Unfavorable Very Favorable

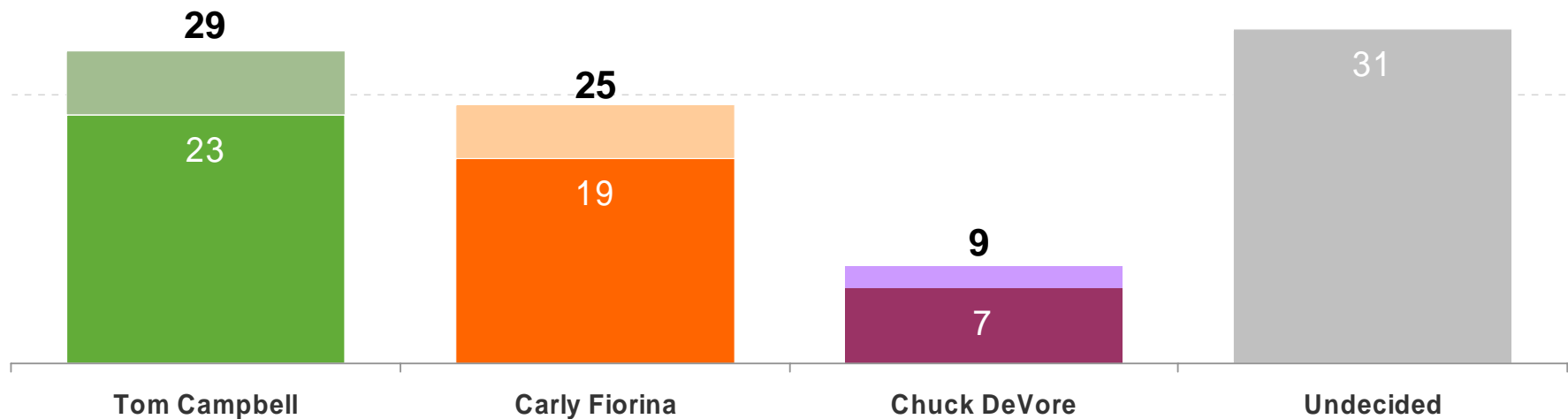


Campbell, Fiorina in tight race with one-third undecided

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

■ Tom Campbell ■ Carly Fiorina ■ Chuck DeVore ■ Undecided

Campbell: +4

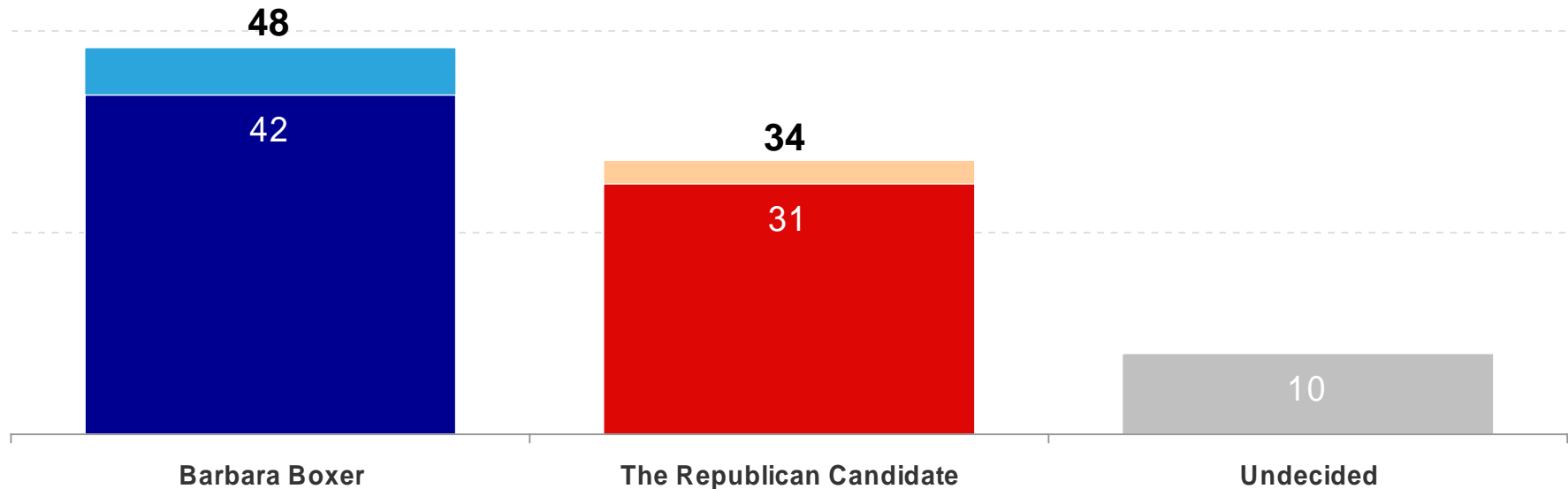


Boxer polls okay against generic challenger, but under 50 percent

I know that it is a long way off, but thinking about the general election for the U.S. Senate this November, if the general election for the senate was held today and the candidates were Senator Barbara Boxer and the Republican candidate, for whom would you vote?

■ Barbara Boxer ■ The Republican Candidate ■ Undecided

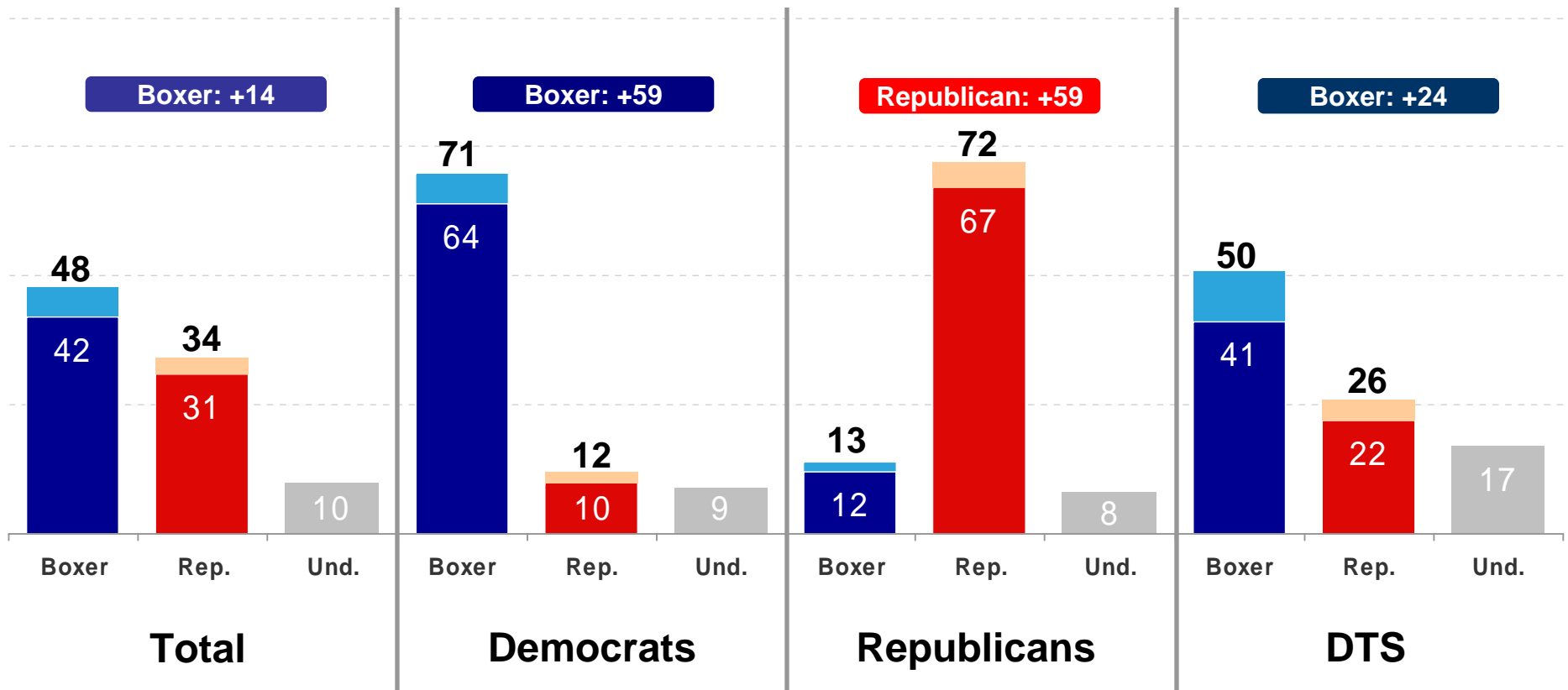
Boxer: +14



Boxer earns lead of two-to-one among DTS voters

I know that it is a long way off, but thinking about the general election for the U.S. Senate this November, if the general election for the senate was held today and the candidates were Senator Barbara Boxer and the Republican candidate, for whom would you vote?

■ Barbara Boxer ■ The Republican Candidate ■ Undecided



The election for governor

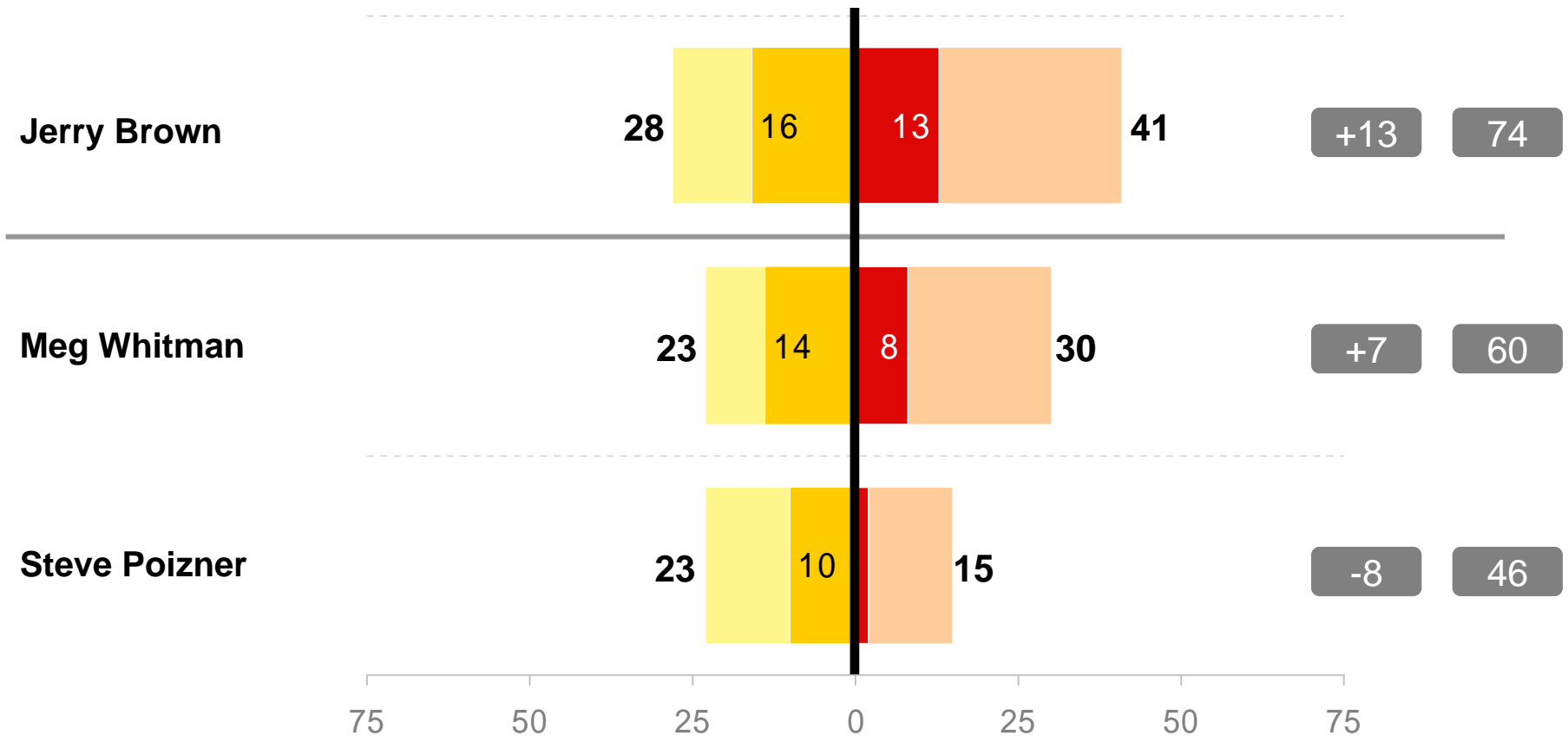
Favorability of the gubernatorial candidates

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.

ID

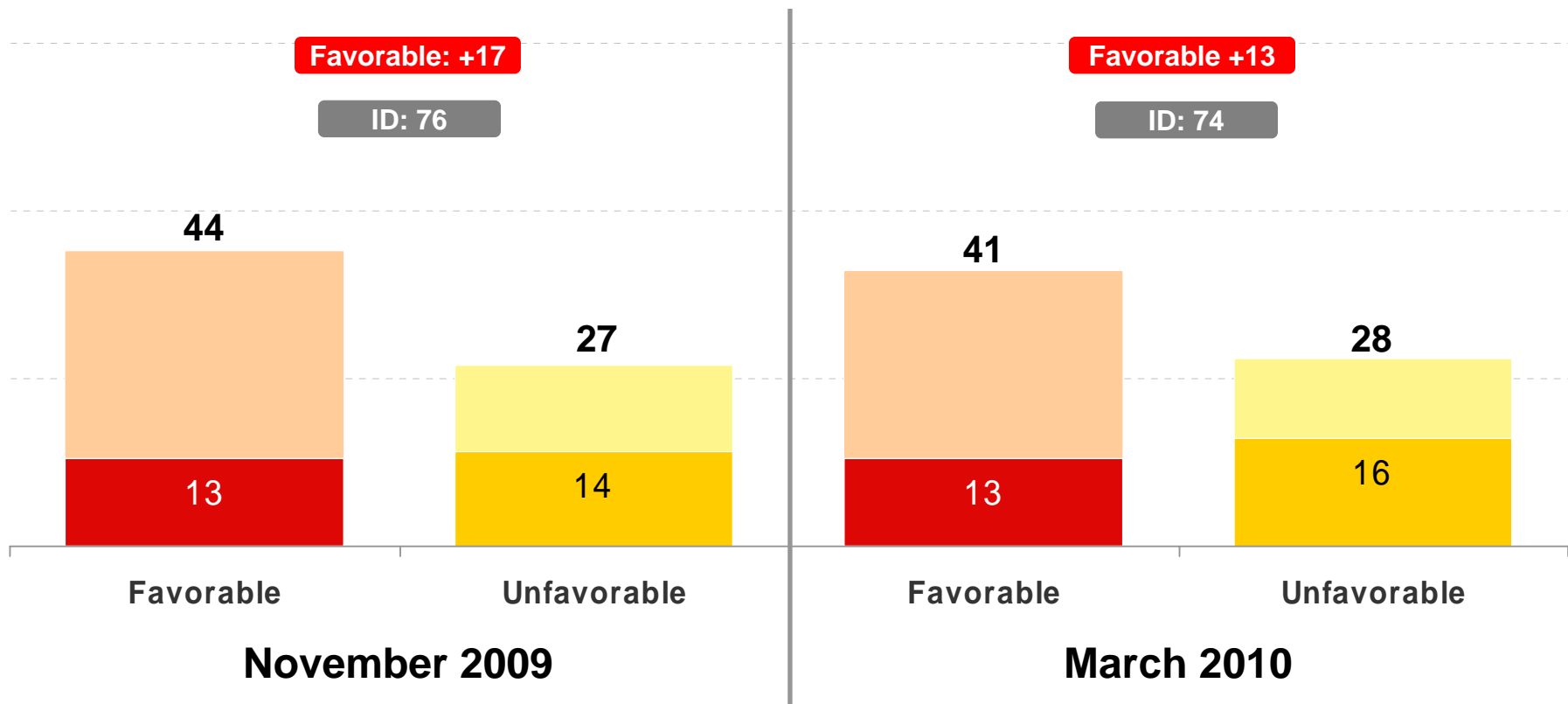
Very Unfavorable Very Favorable



Brown's favorability stable

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? What is your impression of Jerry Brown?

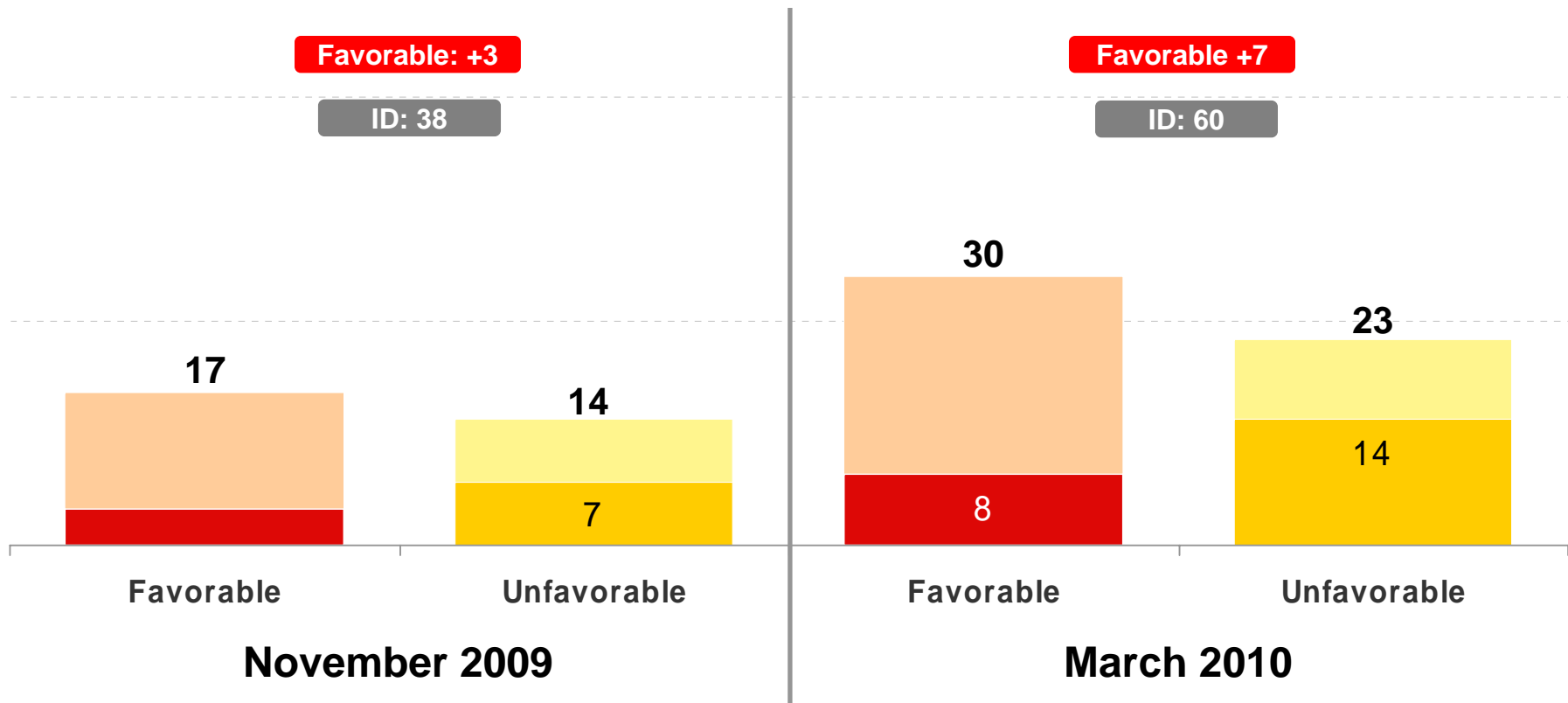
■ Very Favorable ■ Very Unfavorable



Whitman sees huge jump in name ID, has positive rating

*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? What is your impression of **Meg Whitman**?*

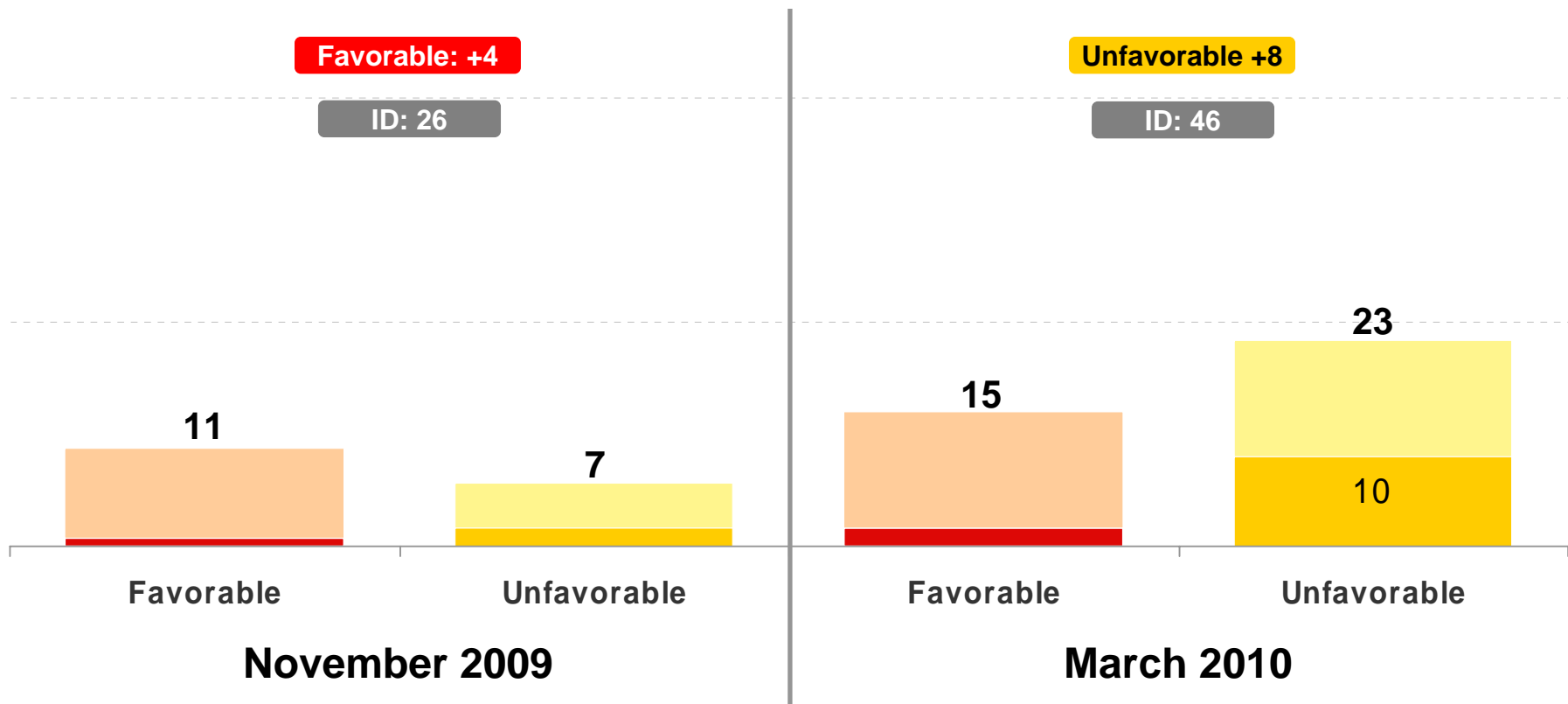
■ Very Favorable ■ Very Unfavorable



Poizner also sees large jump in name ID; now seen more negatively

*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? What is your impression of **Steve Poizner**?*

■ Very Favorable ■ Very Unfavorable

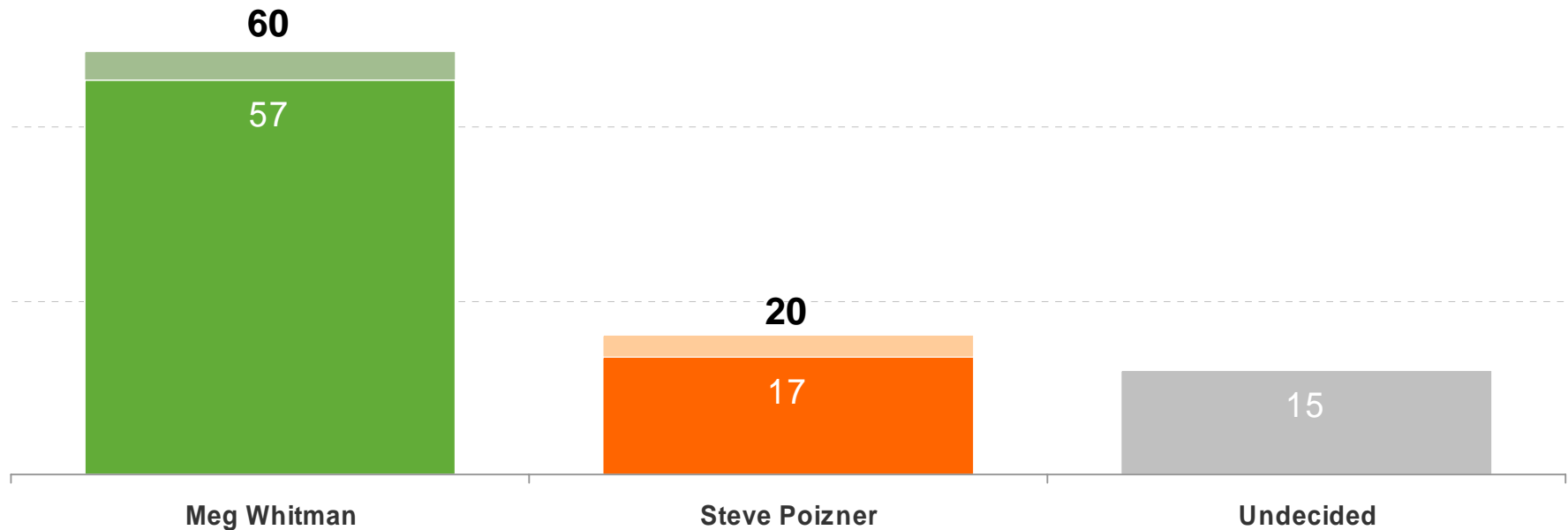


Whitman holds huge lead over Poizner heading into the primary

And thinking about the Republican primary for governor this June, if the Republican primary election for governor was held today and the candidates were businesswoman Meg Whitman and California State Insurance Commissioner Steve Poizner, for whom would you vote?

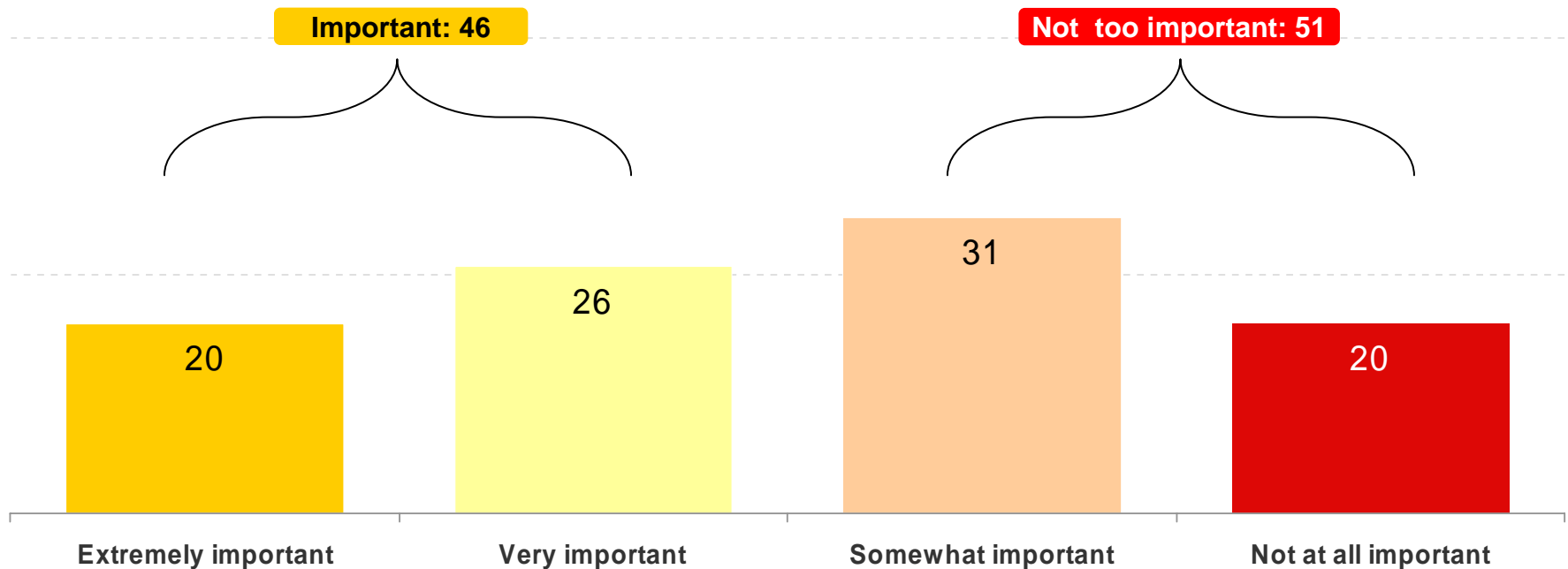
■ Meg Whitman ■ Steve Poizner ■ Undecided

Whitman: +40



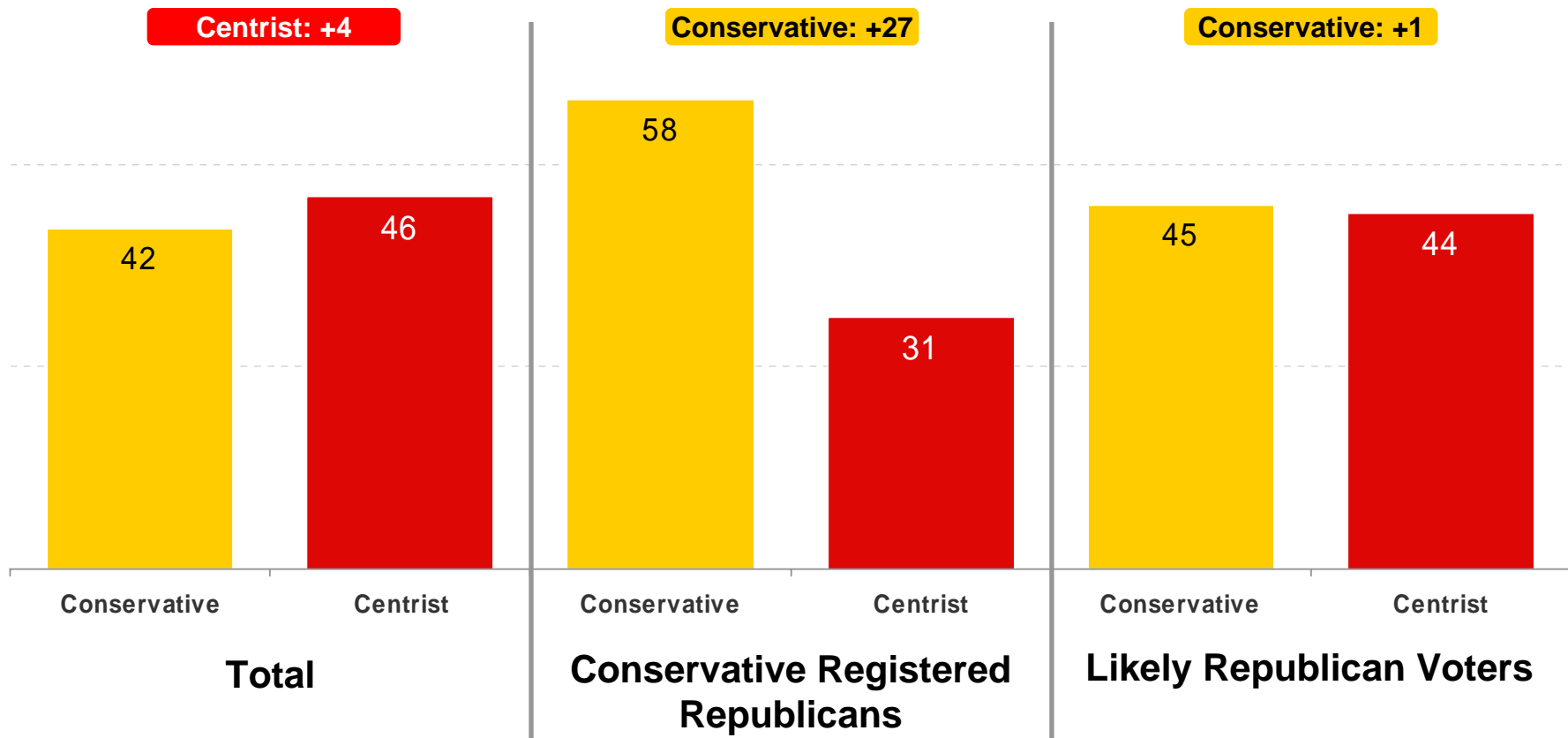
Republicans torn on whether ‘true conservative’ is factor in vote

Now I'd like to ask you how important a factor it is that someone is a "true conservative" when considering who you will support for the Republican nomination for the U.S. Senate or Governor. Is that an extremely important factor when considering which candidate to support, a very important factor, a somewhat important factor, or is that not an important factor at all to you?



Also split on whether they want conservative or centrist candidates

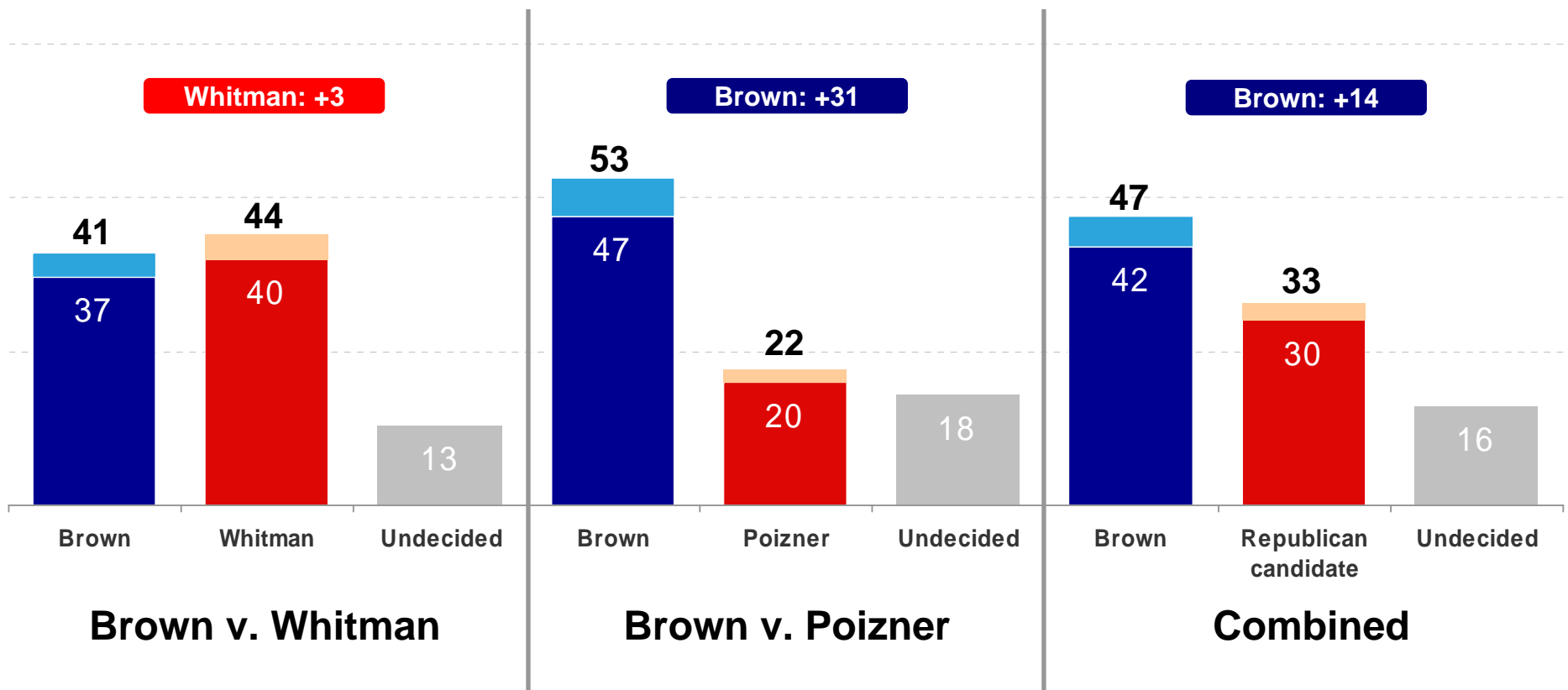
Now something a little different. When considering whom to support for the Republican nomination for U.S. Senate or Governor, would you prefer a strong conservative candidate who can motivate Republicans, or do you prefer a more centrist candidate who has greater appeal to independent or unaffiliated voters?



General election: Whitman and Brown tie; Brown strong vs. Poizner

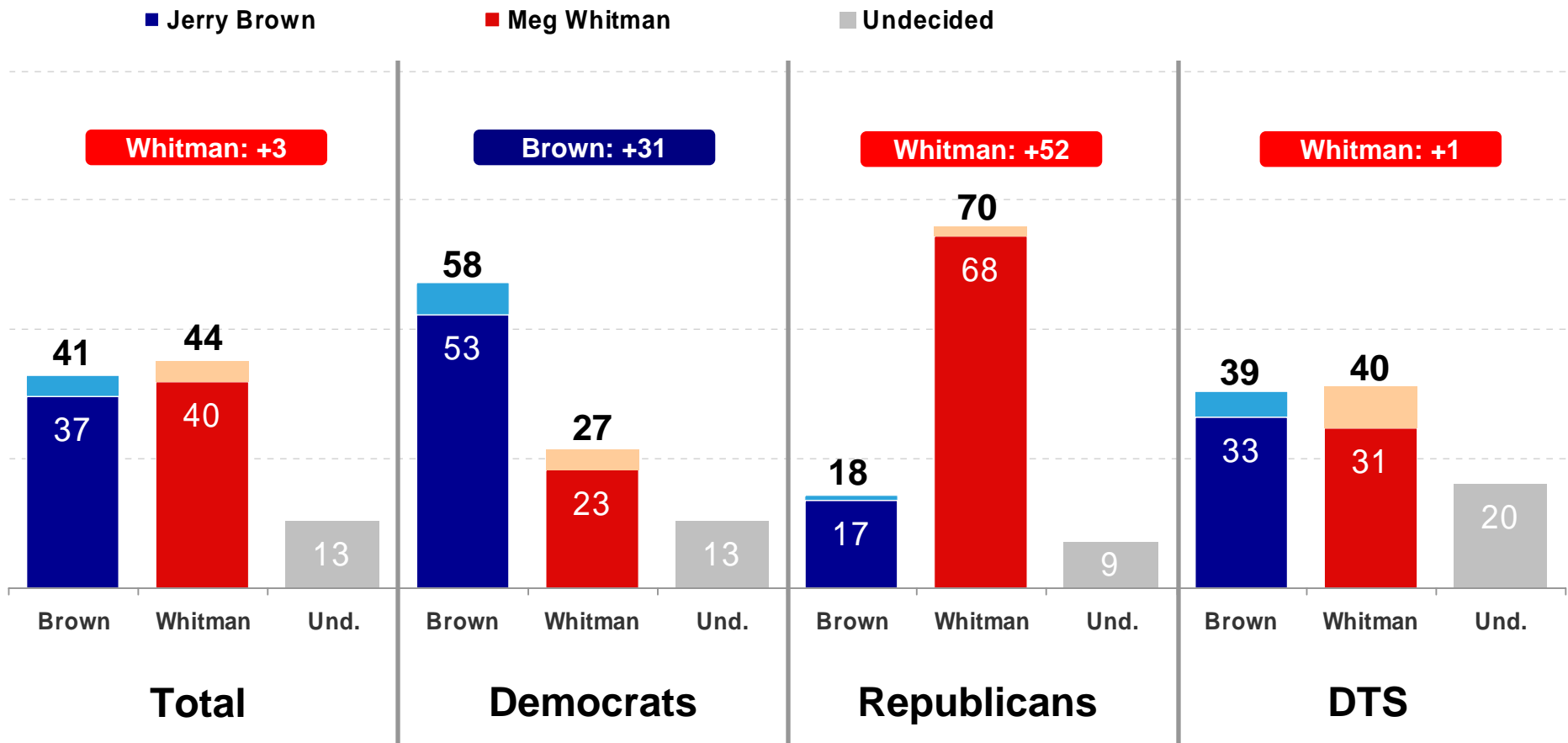
And thinking about the general election for governor this November, if the general election for governor was held today and the candidates were (**businesswoman Meg Whitman/California State Insurance Commissioner Steve Poizner**) and California State Attorney General Jerry Brown, for whom would you vote?

■ Jerry Brown ■ The Republican Candidate ■ Undecided



Whitman stronger among Reps than Brown with Dems; DTS tied

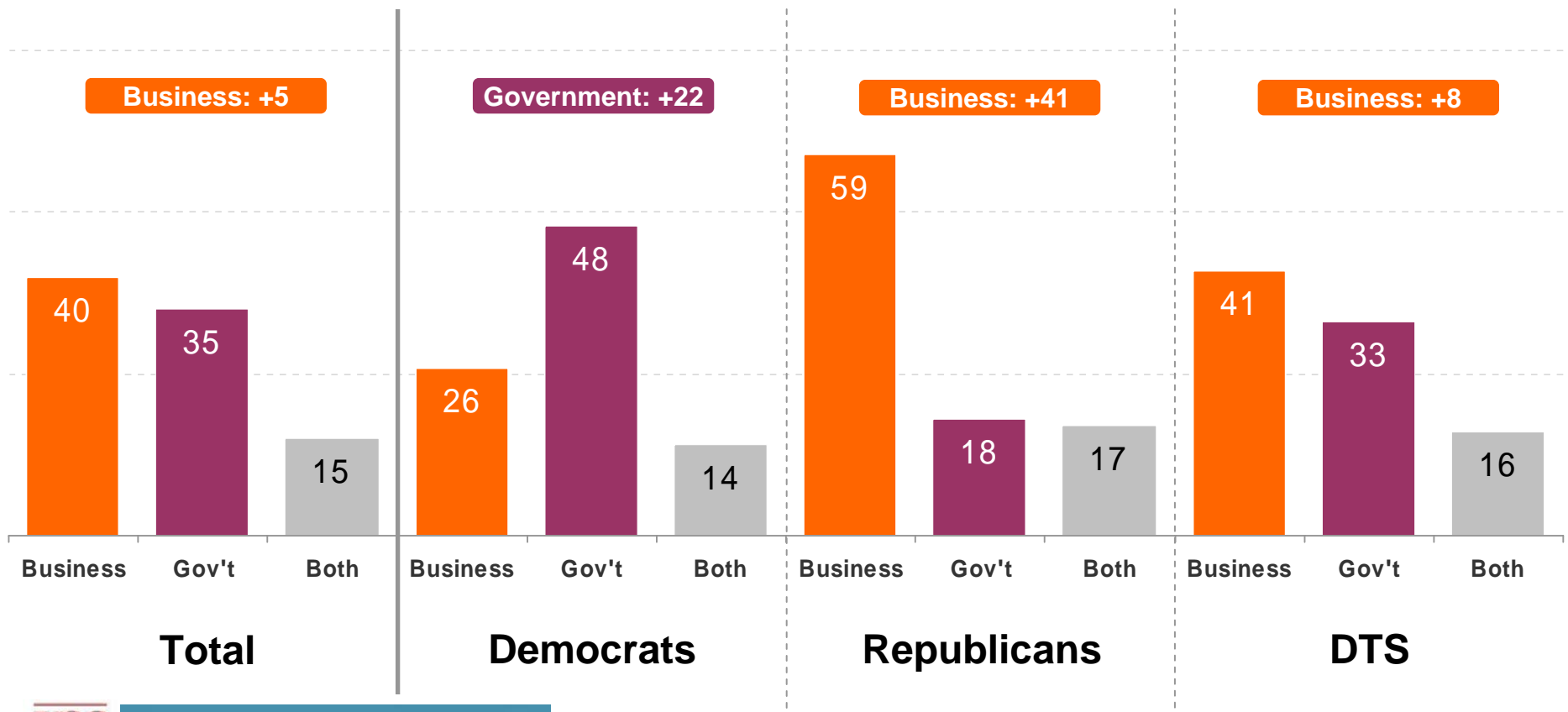
And thinking about the general election for governor this November, if the general election for governor was held today and the candidates were businesswoman Meg Whitman and California State Attorney General Jerry Brown, for whom would you vote?



Republicans, DTS voters want candidate with business background

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?

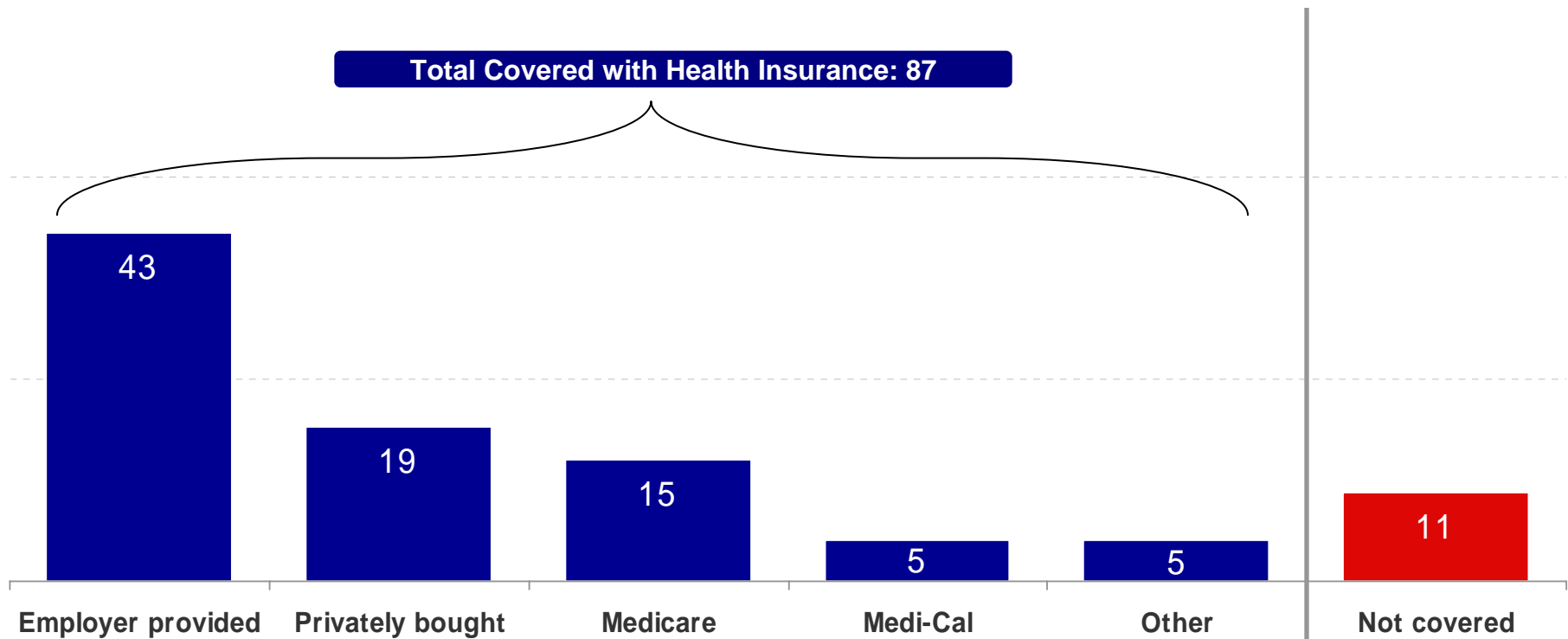
■ Background in business ■ Background in government ■ Both



Health care

Nearly 90 percent of Californians covered by health insurance now

Are you, yourself, now covered by any form of health insurance or health plan -- either a private plan or a government health care program such as Medicare or Medi-Cal -- or do you not have health insurance at this time?

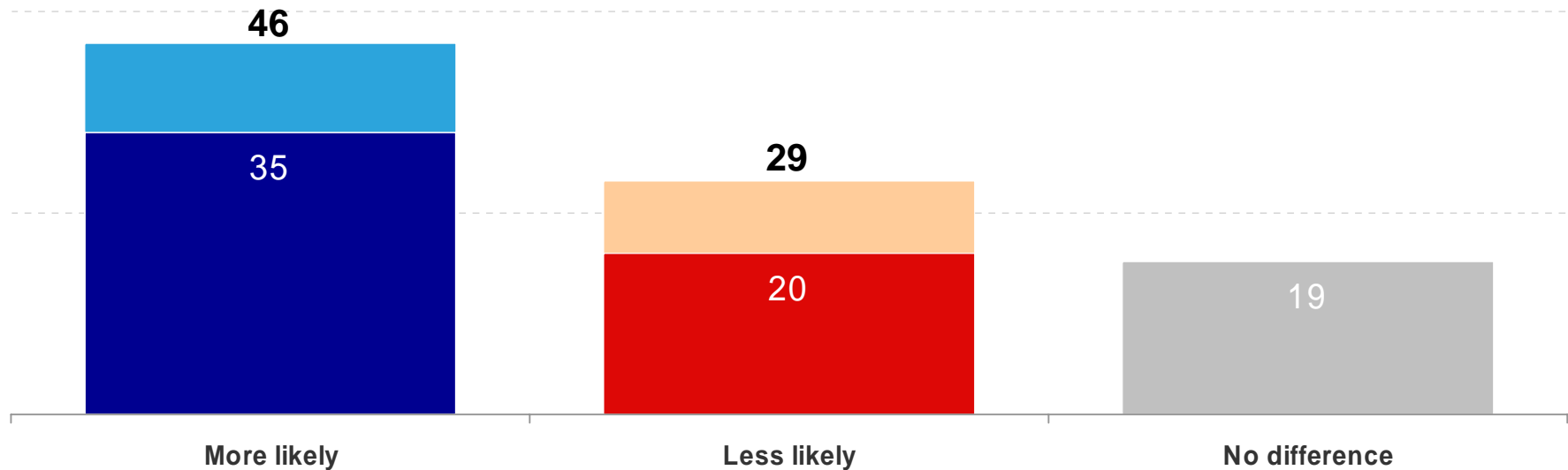


Members who supported health care bill may see political benefits

As you may know, President Obama recently signed into law legislation to reform health care. Though the Senate is still debating this bill and may make some adjustments this week, thinking about your own Member of Congress and your Senator, if your Representative or Senator supported this bill to change the health care system would that make you more likely to support your Representative or Senator in November, less likely to support them, or would it not make much difference in your vote?

■ Much more likely ■ Much less likely ■ No difference

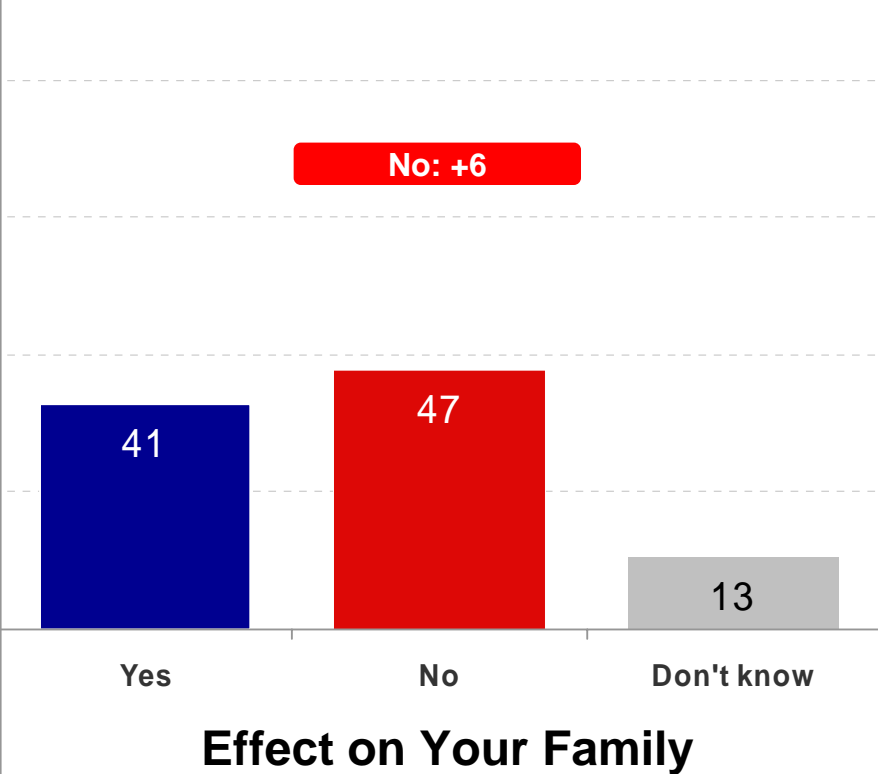
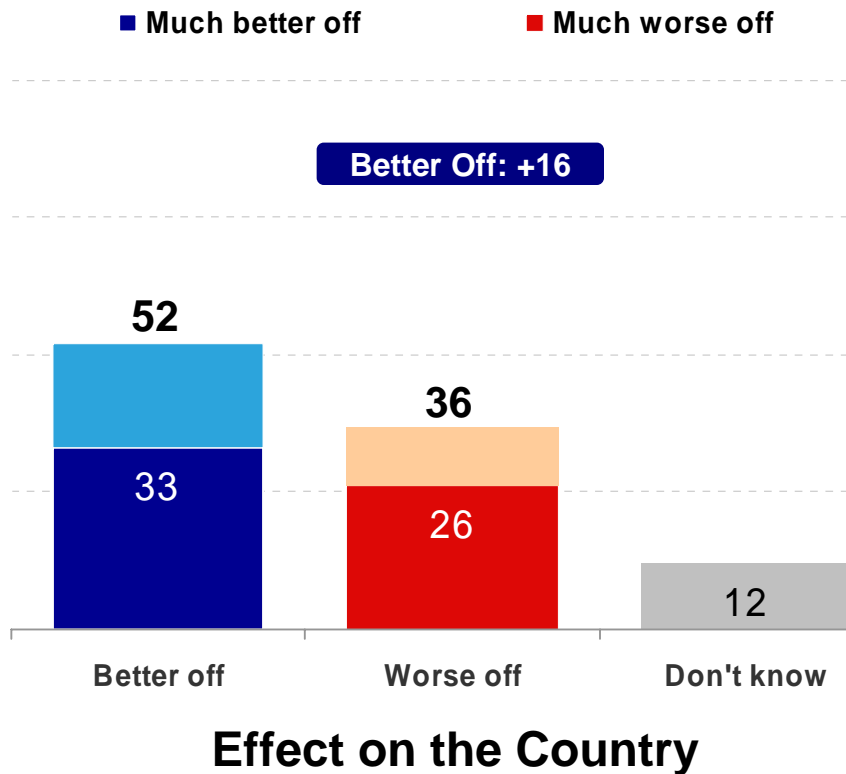
Total More Likely: +17



Voters think health care benefits nation, but not as much personally

And, based on what you have seen, read or heard, **do you think that the country overall will be better off or worse off** because of this health care reform bill?

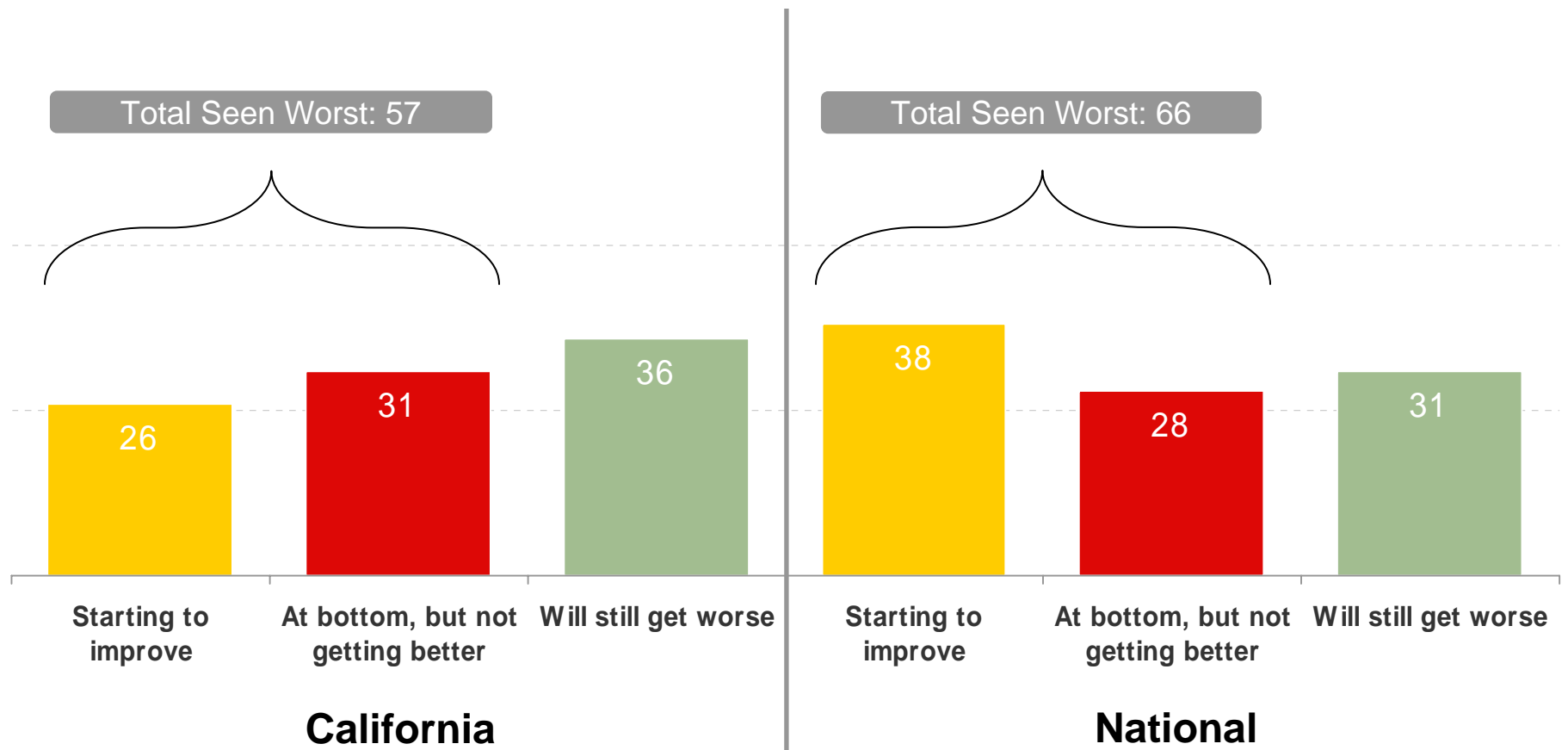
And, based on what you have seen, read or heard, **do you think that you and your family will see benefits** from this health care reform bill in the next few years, or not?



The economy of California

Californians more pessimistic about economic outlook than nationally

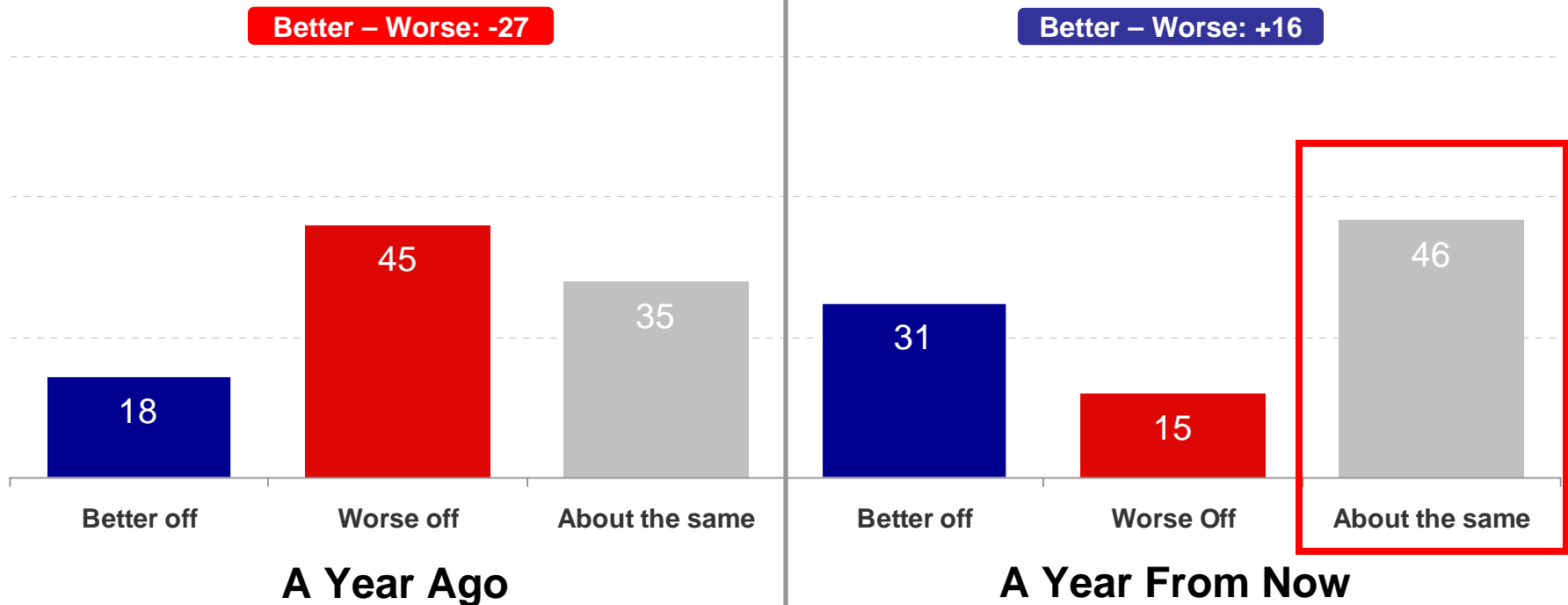
Now thinking about California's economy, do you believe the economy has already bottomed out and is starting to improve, is at the bottom but is not yet getting any better, or has the economy not yet bottomed out and will still get worse?



Financial status worse than a year ago, grim about coming year

We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially **than you were a year ago?**

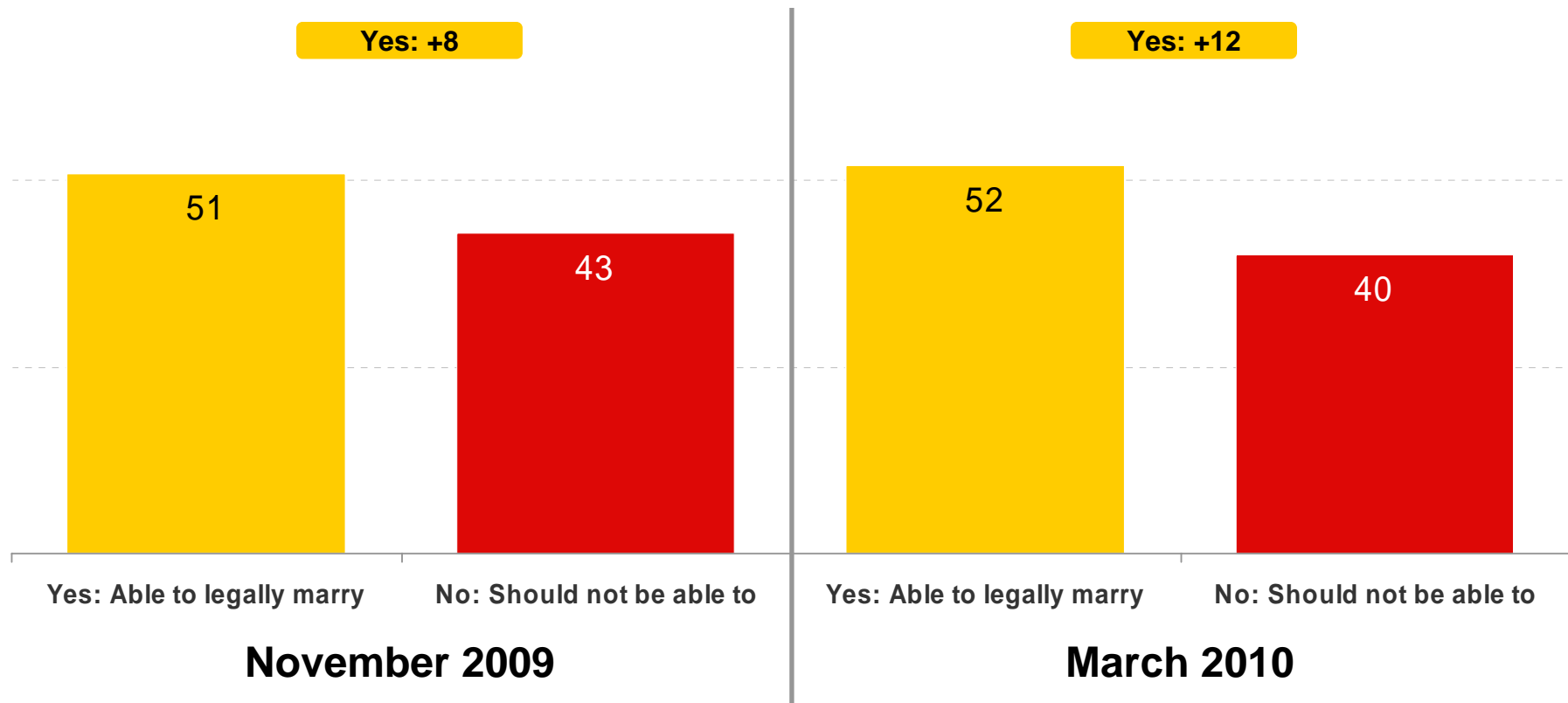
Now looking ahead – do you think that **a year from now** you (and your family living there) will be better off financially, or worse off, or just about the same as now?



Same-sex marriage

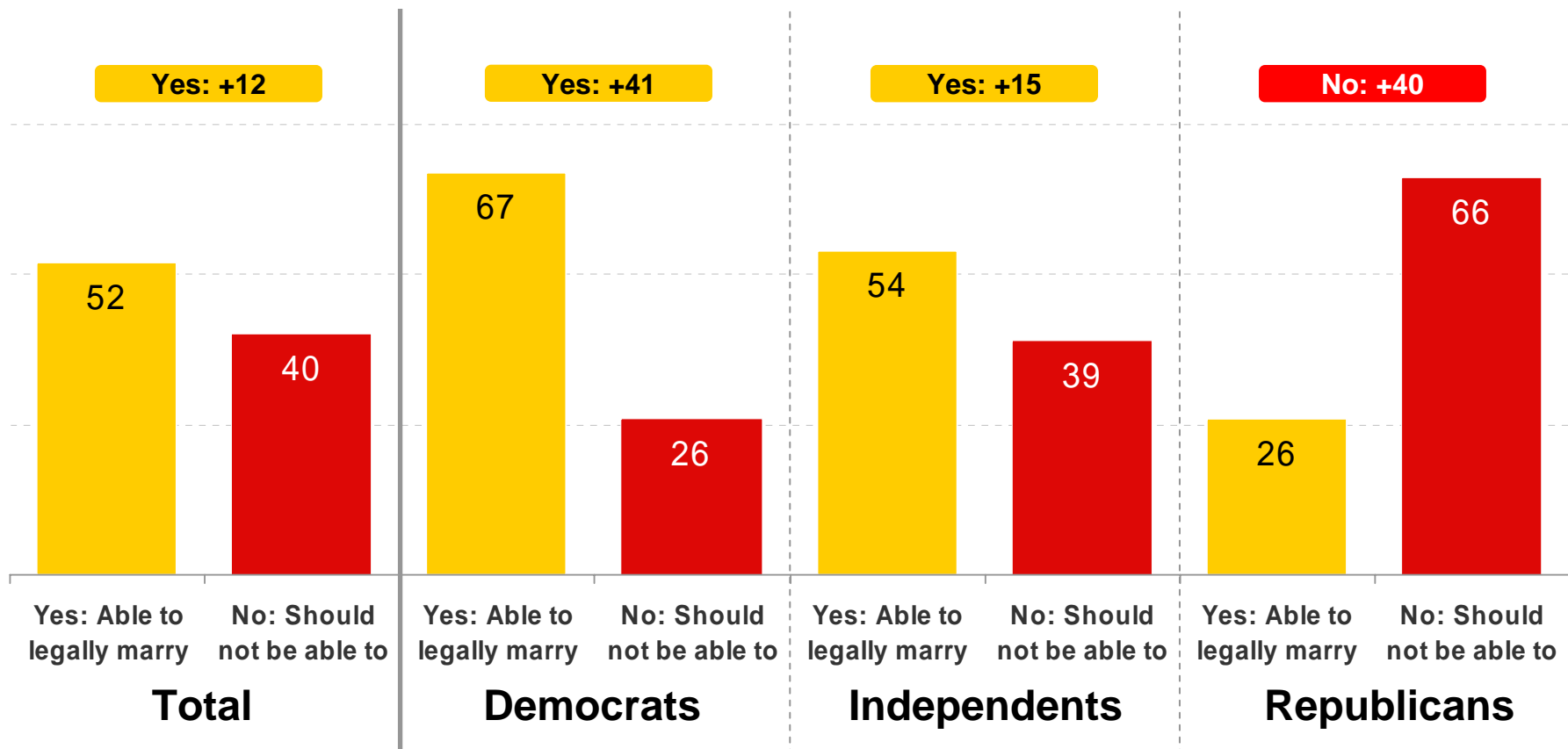
Same-sex marriage sees small bump in support

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



Independents favor same-sex marriage by 15 points

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

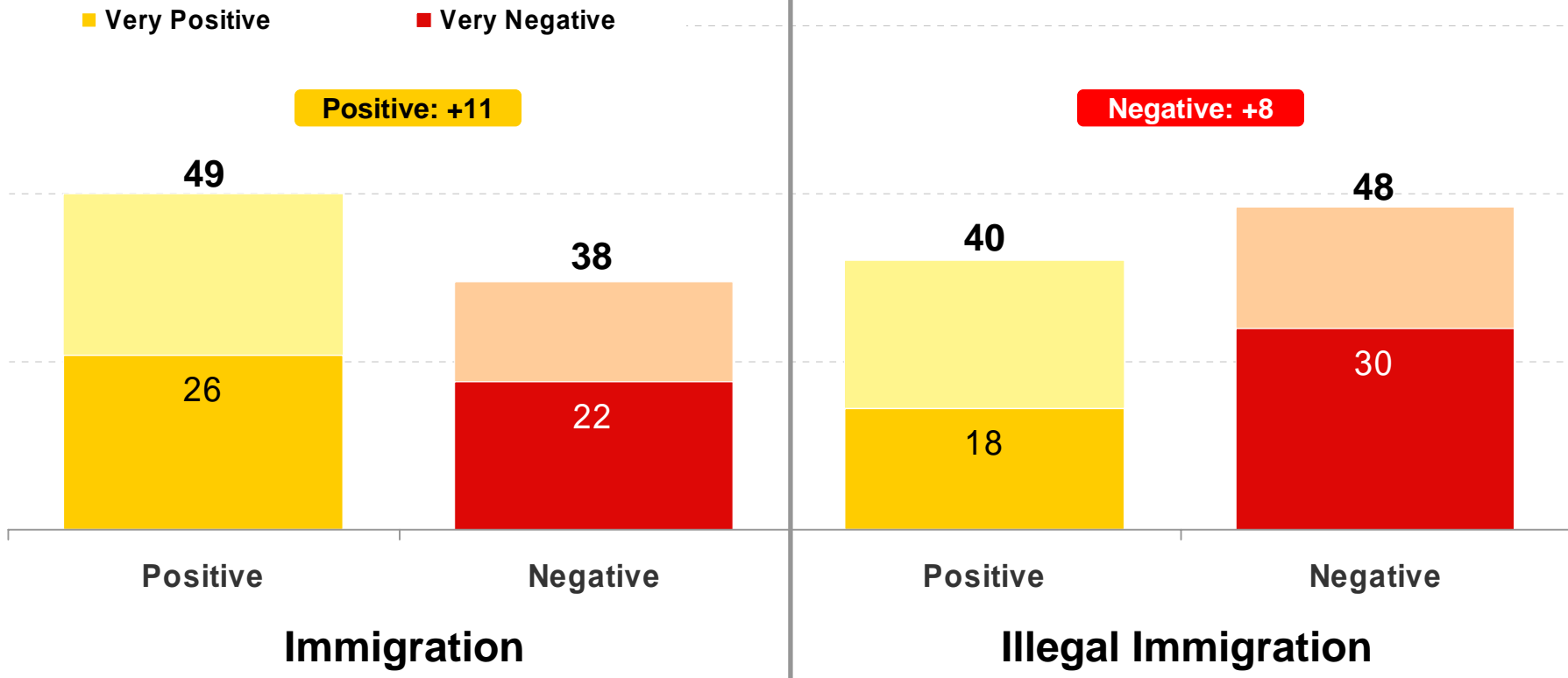


Immigration

Illegal immigrants seen as having more negative impact on economy

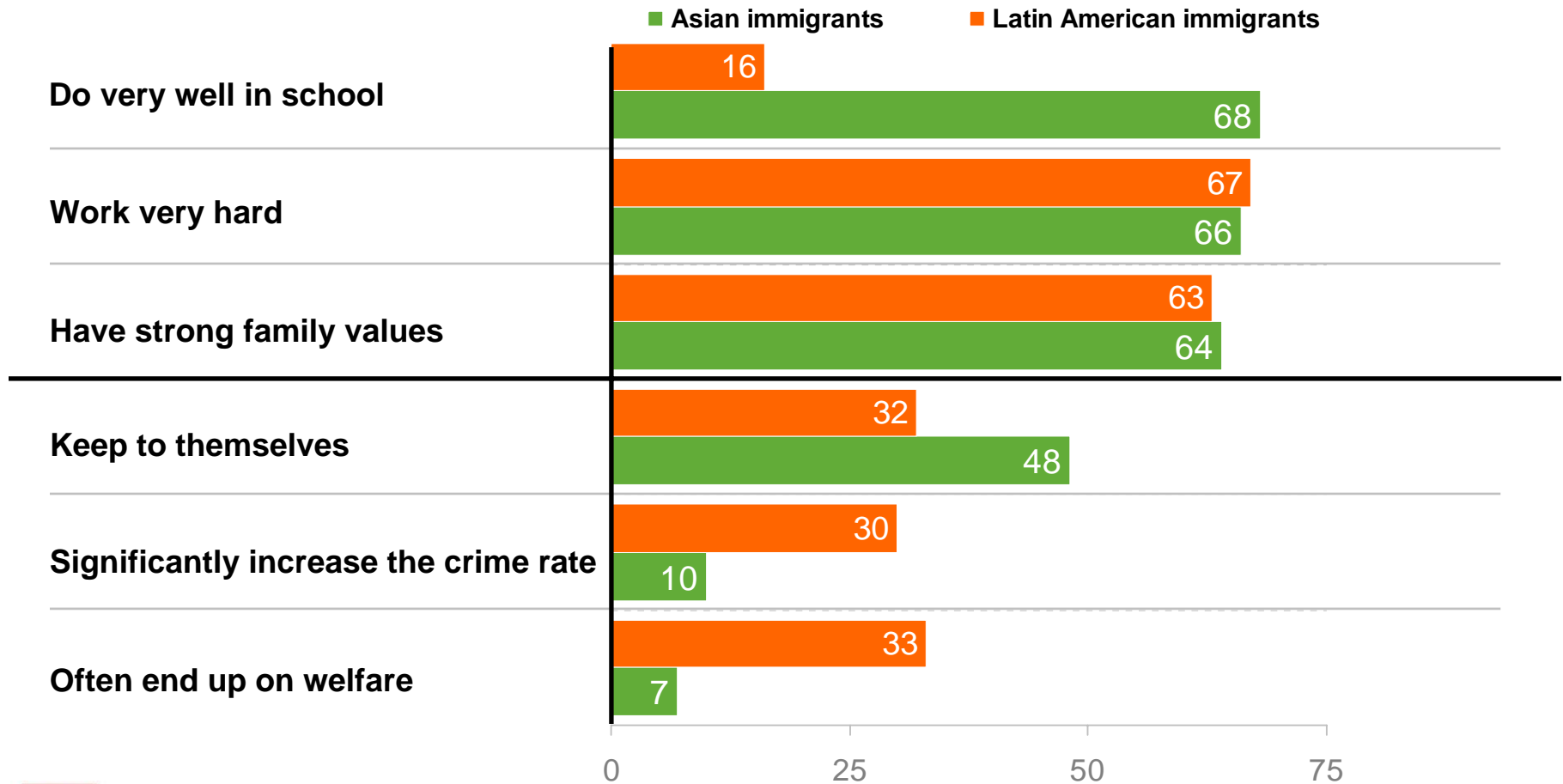
In your own opinion, do you think that **immigrants** mostly have a positive or negative impact on the economy in California?

In your own opinion, do you think that **illegal immigrants** mostly have a positive or negative impact on the economy in California?



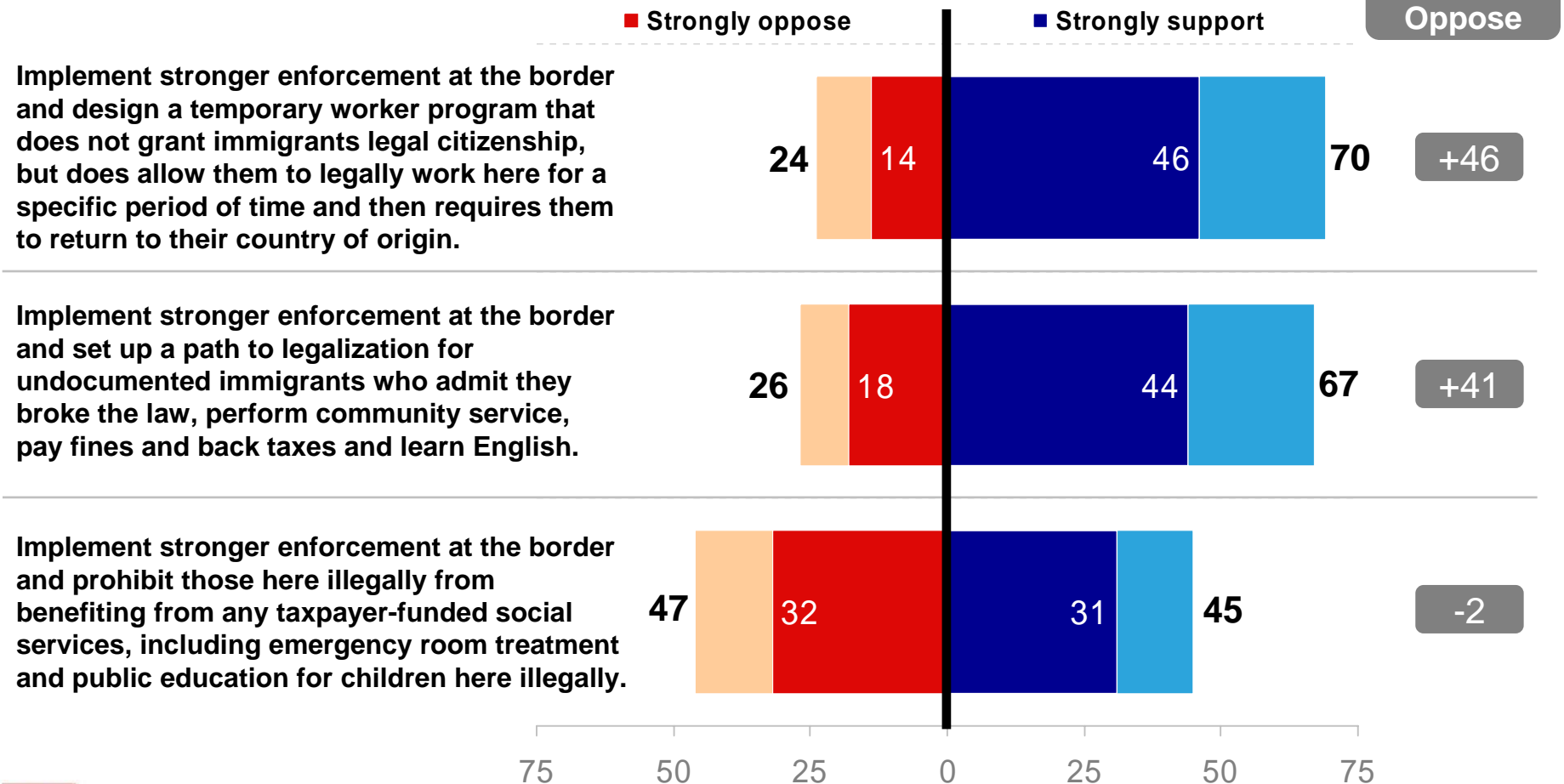
Asian immigrants seen more favorably than those from Latin America

And now thinking about **immigrants from (Asian/Latin American countries)**, which of the following characteristics apply to immigrants from Latin America?



Summary of support for immigration policy proposals

Now I am going to read you some different policies that some people may propose to handle immigration in our country. After I read each policy I would like you to tell me whether you support or oppose that policy.



GREENBERG QUINLAN ROSNER RESEARCH

AMERICAN VIEWPOINT®

Los Angeles Times

USC
UNIVERSITY
OF SOUTHERN
CALIFORNIA

www.greenbergresearch.com

Washington, DC
10 G Street NE,
Suite 500
Washington, DC 20002

Ph: +1 202 478 8300
Fax: +1 202 478 8301

London, UK
405 Carrington House,
6 Hertford Street
London, UK W1J 7SU

Ph: +44 (0) 207 499 5204
Fax: +44 (0) 207 499 5284