

Datamar Inc.



California Statewide Survey

2010 Gubernatorial Primary

Political Parties and the Issues

February 22, 2010



California Primary 2010

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Sample size 794

+/-3.48 percent sampling error

February 6, 2010

February 2010 Survey of Registered Voters in California

For registered voters in California the Golden State is losing its luster. Still mired in the deepest recession in 70 years, a collapsed housing bubble, a higher than the national average unemployment rate, and seemingly endless budget battles and impasses in Sacramento, voters are disenchanted with the state's political process and are searching for answers.

We surveyed 794 registered and likely voters on February 6, 2010 on a variety of issues regarding the state of the economy and political sentiments. The results show that voters are weary of the economy and the political system alike and are seeking reform measures.

Expectations of the Economy for the Upcoming Year

We asked respondents what their expectations were in the next year for the national economy, state economy, and personal financial situation.

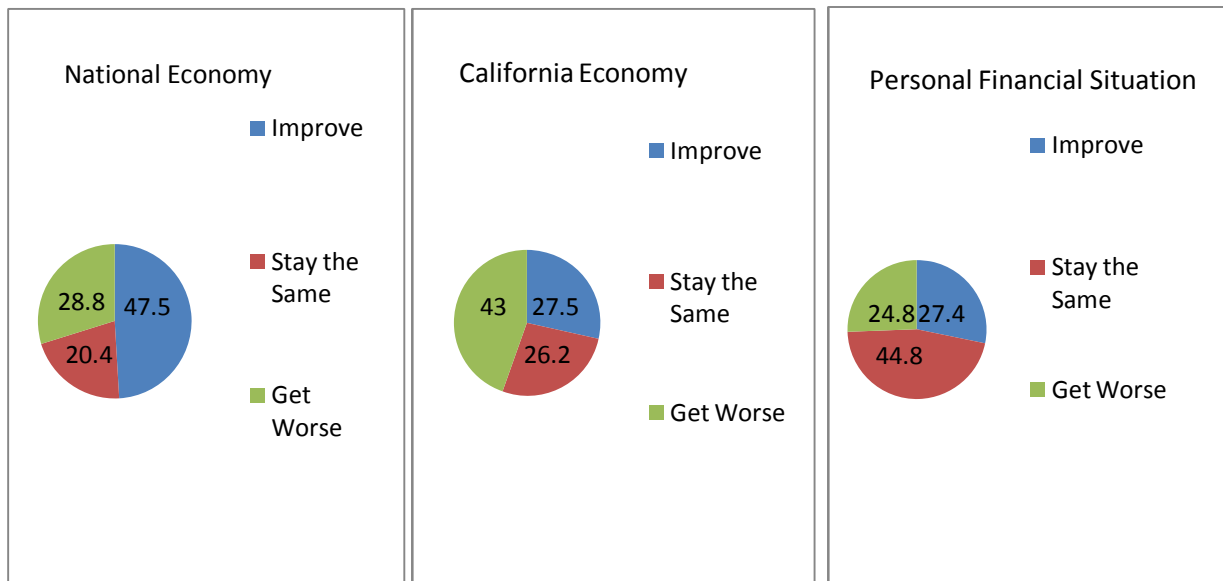
Respondents in the survey were much more optimistic about the national economy than the economy of California. 47.5 percent of respondents felt the national economy will improve in the next twelve months compared to 27.5 percent who felt the California economy will improve over the same period. While 28.8 percent of respondents felt the national economy will get worse next year, 43 percent felt that the California economy will get worse.

When asked about one’s own personal financial situation in the next twelve months respondents were conservative with 44.8 responding that it will remain the same compared to over half (52.2) saying that their own personal financial situation will stay the same or get worse in the next year.

Table 1: Expectations for National and State Economies and Personal Financial Situation

National Economy		California Economy		Personal Financial Situation	
Improve	47.5	Improve	27.5	Improve	27.4
Stay the Same	20.4	Stay the Same	26.2	Stay the Same	44.8
Get Worse	28.8	Get Worse	43	Get Worse	24.8

N= 794 (+/-3.42)



The Most Important Problem Facing the State

According to our sample of likely voters, the economy is the most important problem facing California. In addition, California’s budget crisis is weighing on its’ citizens.

The state budget cuts were recorded as the most important problem facing California by 18.4 percent of respondents compared to 17.8 percent who stated that jobs were the most important problem.

Interestingly, taxes, as an issue, reported so low in our sample that it is reported here along with healthcare and the environment as “all other issues”.

The economy as the most important problem facing the state is a consistent response among party identification with over a third of all Independents, Republicans, and Democrats listing it as their choice.

Both Independents and Democrats list the state's budget cuts, second to the economy, as the most important problem facing the state at 19.3 percent and 22.6 percent, respectively.

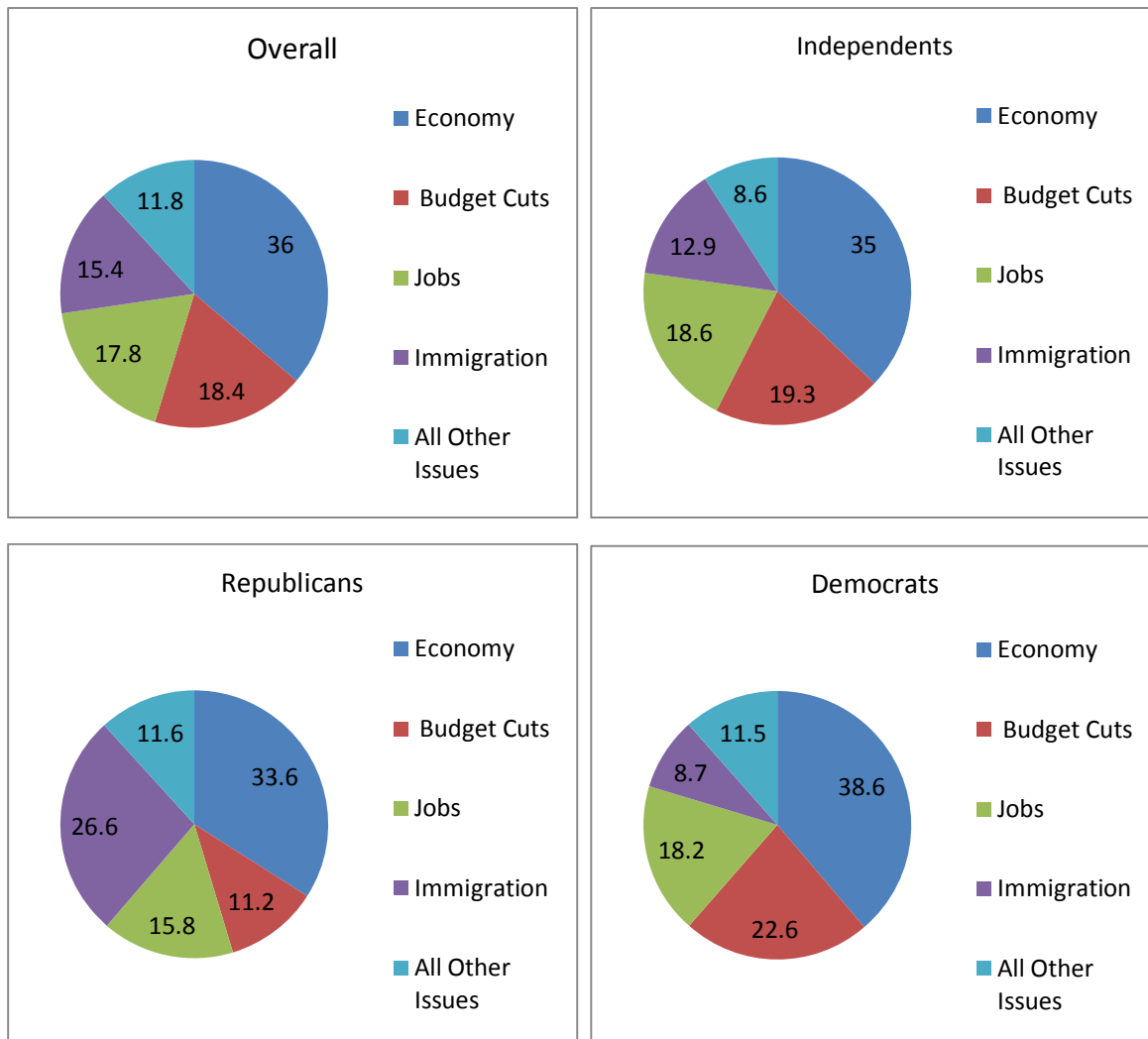
Second for Republicans was immigration at 26.6 percent. Jobs, was reported third by all groups with 18.6 percent of Independents, 15.8 percent of Republicans, and 18.2 percent of Democrats reporting it as the most important problem facing California.

Table 2: Most Important Problem Facing California

	Economy	Budget Cuts	Jobs	Immigration	All Other Issues
Overall Sample	36	18.4	17.8	15.4	11.8
Independents	35	19.3	18.6	12.9	8.6
Republicans	33.6	11.2	15.8	26.6	11.6
Democrats	38.6	22.6	18.2	8.7	11.5

N = 794 for overall sample, 368 for Democrats, 259 for Republicans, and 140 for Independents

The all other category includes the environment, taxes, and health care



Who is Responsible for California's Most Important Problem?

California citizens are equitable in who they hold accountable for the most pressing of the state's problems with Republicans fairing slightly worse than Democrats in the aggregate. Just under a third of respondents hold the Democrats in the State Legislature responsible for the most important problem facing California at 30.9 percent.

Respondents in our survey split their accountability for the state's problems among Republicans with Governor Schwarzenegger being blamed by 18.4 percent of respondents compared to 17 percent who blame Republicans in the State Assembly.

Taken together Governor Schwarzenegger and Republicans in the Legislature are held accountable by 35.4 percent of the respondents. Just over a quarter of respondents blame special interests for the states problems at 25.7 percent.

As with other measures we parsed attitudes about responsibility for California's problems by party identification.

We find that Republican respondents overwhelmingly blame the Democrats in the State Legislature for California's problems at 68.7 percent while Democratic respondents split their blame between Governor Schwarzenegger at 28.3 percent and Republicans in the State Legislature at 28.8 percent.

Democratic respondents only slightly more than Republican respondents to look at special interests as the primary culprit for the state's troubles at 27.2 percent and 21.2 percent, respectively or just around a quarter of all sampled.

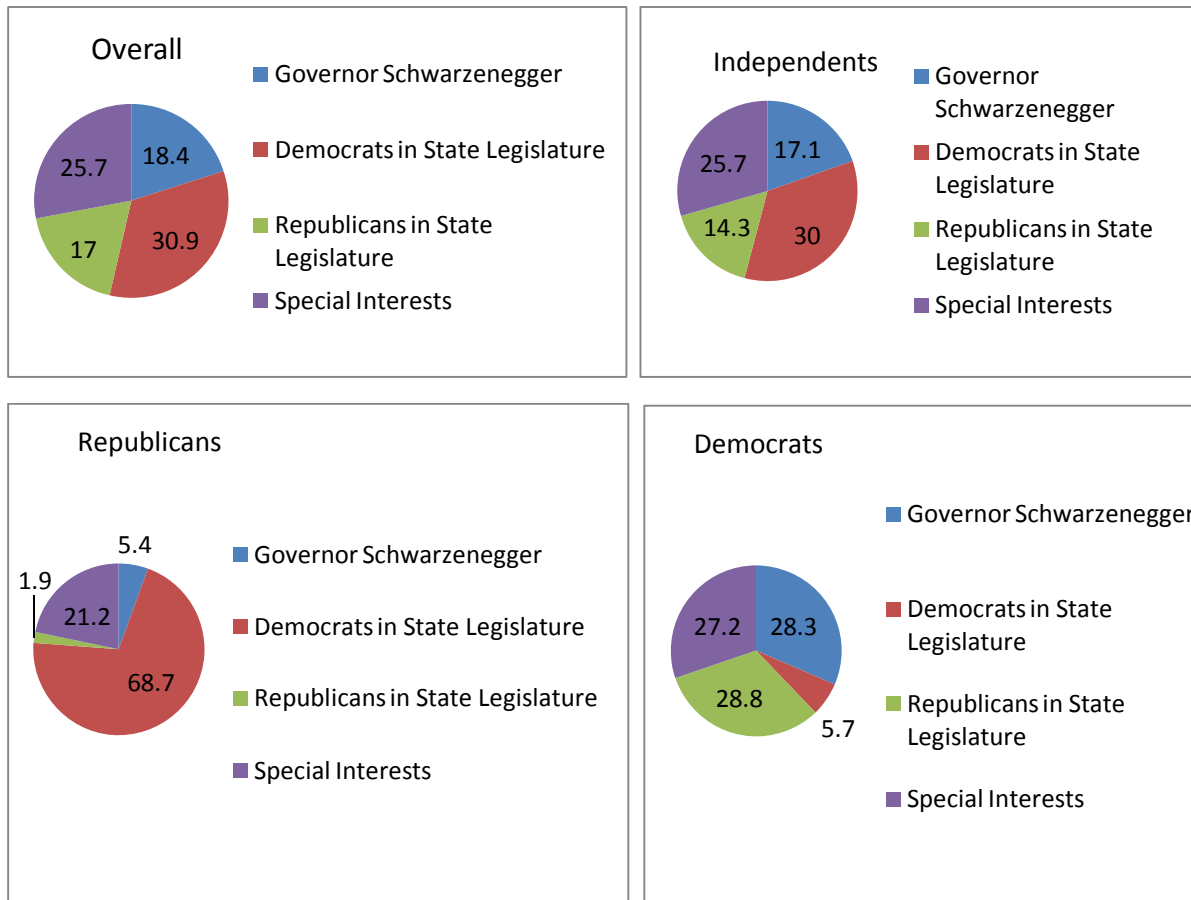
Among Independents, blame for the state's most pressing problem is spread evenly among all major players. Democrats in the State Legislature are held accountable by 30 percent of Independents. Just over a quarter of these registered voters hold special interests accountable for the state's problems at 25.7 percent.

However, independent voters also blame Republican players for the state's problems splitting between Governor Schwarzenegger at 17.1 percent and Republicans in the State Legislature at 14.3 percent.

Table 3: Responsibility for Most Important Problem in California by Party ID

	Governor Schwarzenegger	Democrats in State Legislature	Republicans in State Legislature	Special Interests
Overall Sample	18.4	30.9	17.0	25.7
Independents	17.1	30	14.3	25.7
Republicans	5.4	68.7	1.9	21.2
Democrats	28.3	5.7	28.8	27.2

N = 794 for overall sample, 368 for Democrats, 259 for Republicans, and 140 for Independents



Approval of State Leaders and Trust in Sacramento

The state government's leaders and institutions are not held in high regard by the voters in California. Governor Schwarzenegger has an overall approval rating of 35.9 percent.

There is not much difference to report among Democrats, Republicans, and Independents with each groups reporting approval of the governor of 34, 38.2, and 40 percent, respectively.

The State Legislature in Sacramento falls below that of the governor with only 13.2 percent of all respondent expressing their approval of the institution.

Democrats, though not high, are the most approving of the institution at 21.8 percent followed by Independents at 10.8 percent and Republicans at 2.7 percent.

This same pattern holds true when respondents were asked how often they could trust the state government in Sacramento to do what is right.

Overall only 10.5 percent stated they could trust the state government all or most of the time. Democrats were measured at 14.9 percent saying they could trust state government while just 7.1 percent of Independents and 6.2 percent of Republicans replied that they could do the same.

The state government of California has lost its way with the voters of the state.

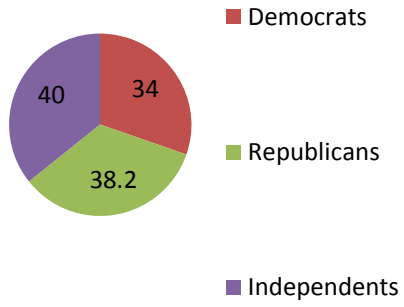
Table 4: Approval and Trust of State Leaders and Government

Governor Schwarzenegger		State Legislature		Trust the Government In Sacramento	
Overall Sample	35.9	Overall Sample	13.2	Overall Sample	10.5
Democrats	34	Democrats	21.8	Democrats	14.9
Republicans	38.2	Republicans	2.7	Republicans	6.2
Independents	40	Independents	10.8	Independents	7.1

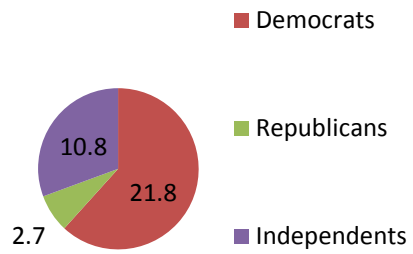
Note: Approval figures are for respondents who approve or somewhat approve. Trust figures are for respondents who trust the government in Sacramento always or most of the time.

N = 794 for overall sample, 368 for Democrats, 259 for Republicans, and 140 for Independents

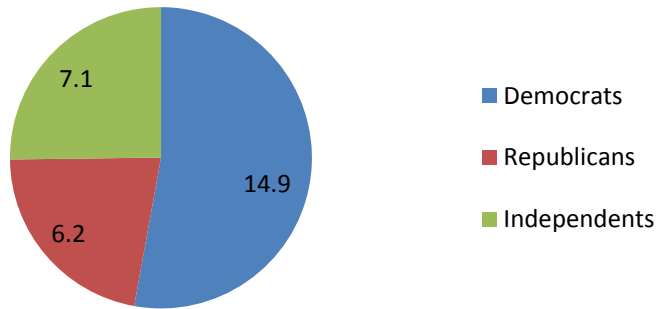
Governor Schwarzenegger



State Legislature



Government In Sacramento



Incumbent Politicians in the State Beware

Given the state government's low standing with the voters it is of no surprise that California incumbents are in big trouble.

Just over half of all surveyed replied that incumbents should be voted out of office in the next election (52 percent). Only five percent stated that incumbents should be given more time to solve the state's problems and 36.1 percent stated that California incumbents are doing okay but could be doing a better job.

Registered Republicans, by an overwhelming margin (74.1 percent) feel incumbent politicians should be voted out of office in the next election.

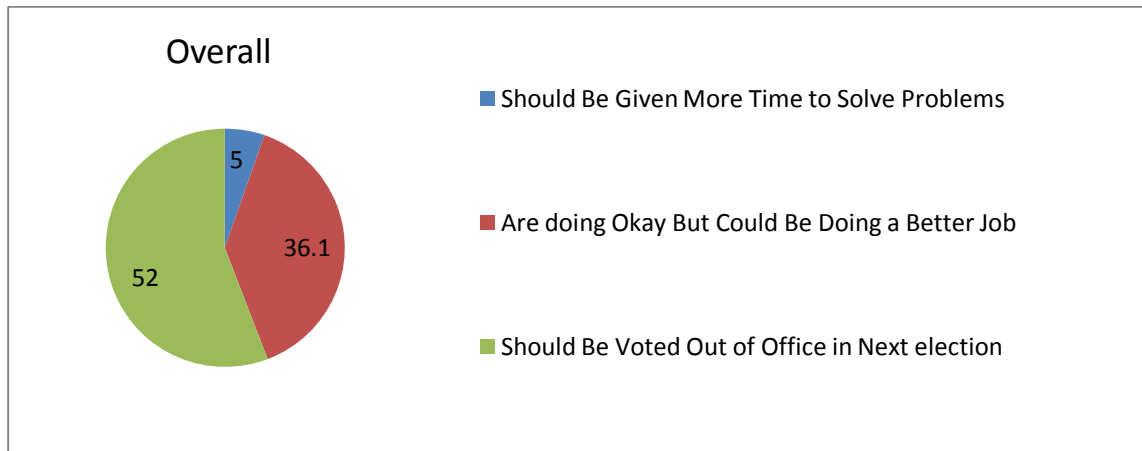
Registered Democrats, by comparison, are split with 36.1 percent favoring voting out all incumbents and 48.1 percent stating that they could be doing a better job.

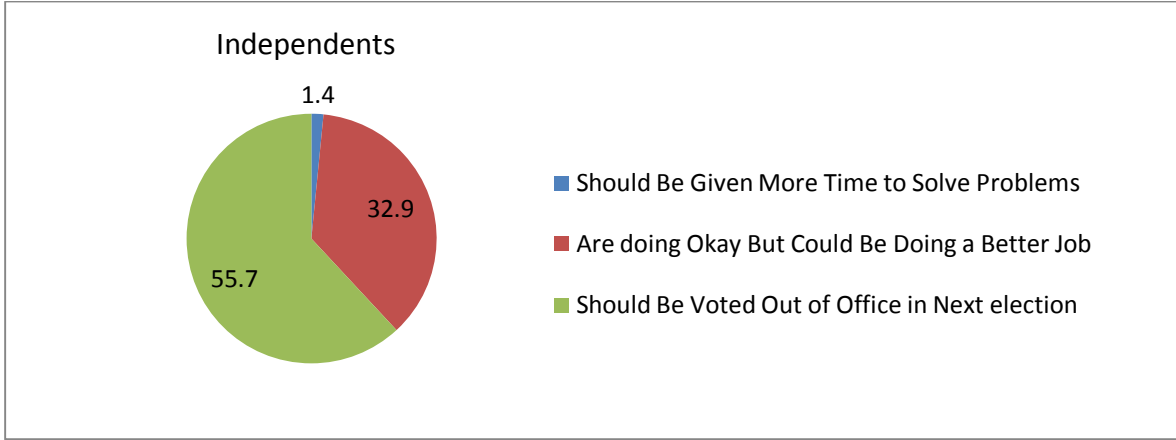
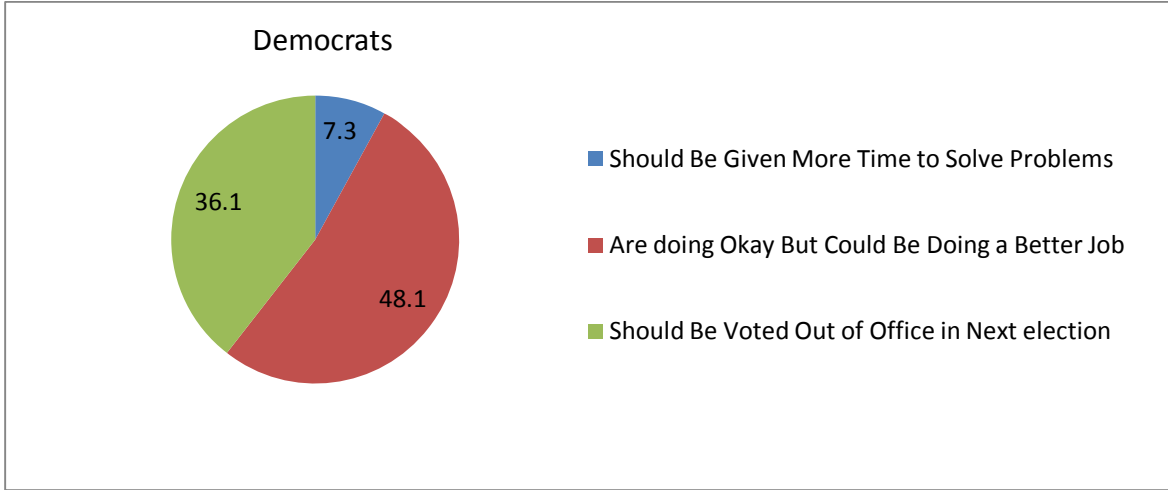
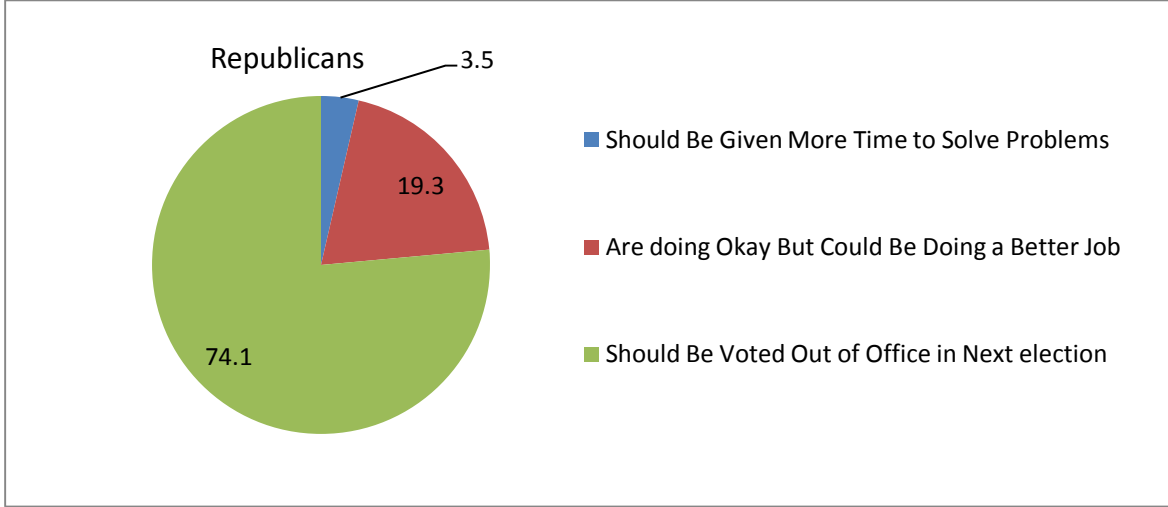
Over half of all Independents in the sample expressed dissatisfaction with incumbent politicians in the state with 55.7 percent stating that incumbent should be voted out of office.

Table 5: Attitudes Towards Incumbents in Sacramento

	Should Be Given More Time to Solve Problems	Are doing Okay But Could Be Doing a Better Job	Should Be Voted Out of Office in Next election
Overall Sample	5	36.1	52
Independents	1.4	32.9	55.7
Republicans	3.5	19.3	74.1
Democrats	7.3	48.1	36.1

N = 794 for overall sample, 368 for Democrats, 259 for Republicans, and 140 for Independents





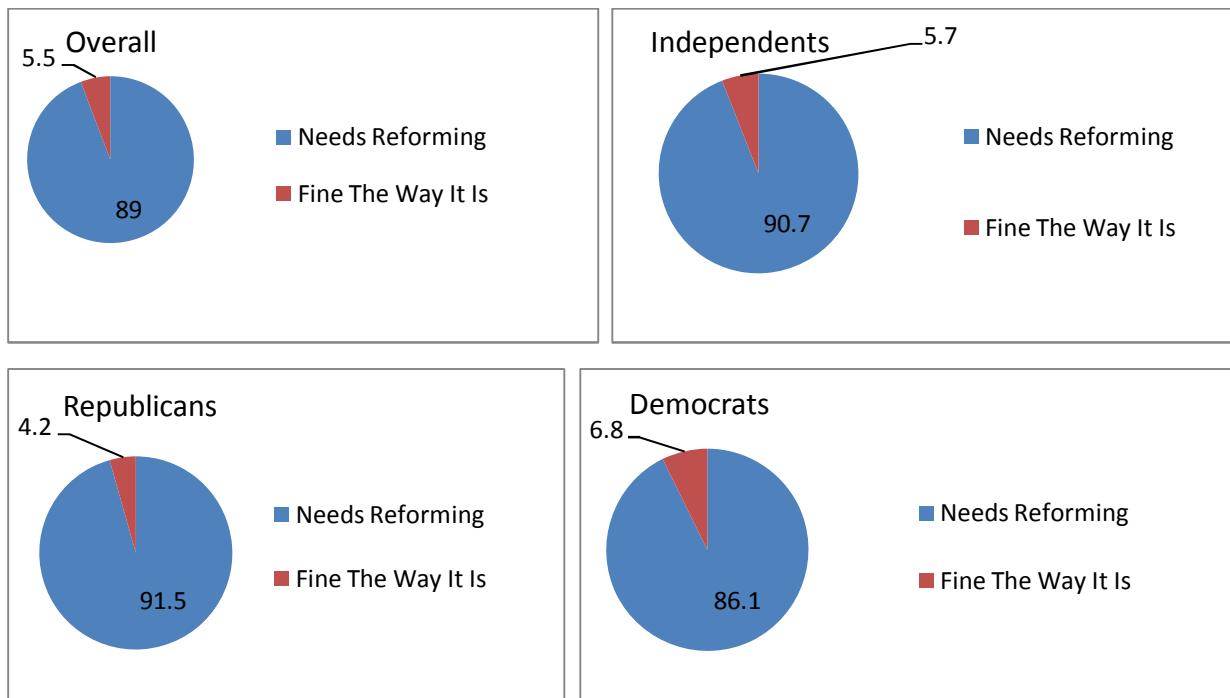
Voters are Looking for Solutions

The angst that the voters are feeling about the economy and their state leaders has led them to seek solutions. We asked respondents if they felt the state government in Sacramento needs reforming or if it is fine the way it is. The results were overwhelming. 89 percent of the overall sample expressed the view that the state government in Sacramento needs reforming. This sentiment is evenly expressed by party identification with 90.7 percent of Independents, 91.5 percent of Republicans, and 86.1 percent of Democrats agreeing that reform is needed. On this issue there is little partisan disagreement.

Table 6: Does State Government in Sacramento Need Reforming?

	Needs Reforming	Fine The Way It Is
Overall Sample	89	5.5
Independents	90.7	5.7
Republicans	91.5	4.2
Democrats	86.1	6.8

N = 794 for overall sample, 368 for Democrats, 259 for Republicans, and 140 for Independents



What Reform do the Voters Want?

Dissatisfaction by voters has left them clamoring for reform. What reform from among many options, however, is less clear. We asked respondents a series of questions on whether or not a particular reform was important.

We selected four reforms that have consistently been mentioned in public discourse: Proposition 13, the Top Two Primary Election, Changing the Initiative and Referendum Process, and Amending Assembly and Senate Rules to Make Legislation Easier to Pass.

All reform options were highly regarded. In the overall sample, The Top Two Primary was listed by well over half the respondents (56.9 percent) as important.

Reforming the Initiative and Referendum system was listed by over half (53.5 percent) of all respondents as important and Amending

State Assembly and Senate rules to make bills easier to pass was listed by just short of half (49.4) of all respondents as important.

Reforming Proposition 13 also demonstrated high numbers but less than 50 percent (43.3) felt it was important.

Just under two-thirds of all Independents report that a Top Two Primary is important (64.3). Independents also would like to see the Assembly and Senate rules amended to make bills easier to pass (66.6 percent) and over half of all Independents think reforming the Initiative and Referendum system is important (54.3 percent) Republicans list the Top Two Primary (54.1 percent) and the Initiative and Referendum system (59.1) as important.

Just short of one third of Republicans responded that Amending Assembly and Senate Rules was important (32 percent). More than a third (37.5 percent) of all Republicans in our sample expressed the opinion that reforming Proposition 13 was important.

Among Democrats, 56 percent stated that the Top Two primary was important compared to 49.5 percent who stated reforming Proposition 13 was important. 45 percent of Democrats expressed that reforming Initiative and Referendum process is important and 38.6 percent (more than one-third) of Democrats agree that reforming Assembly and Senate Rules is important.

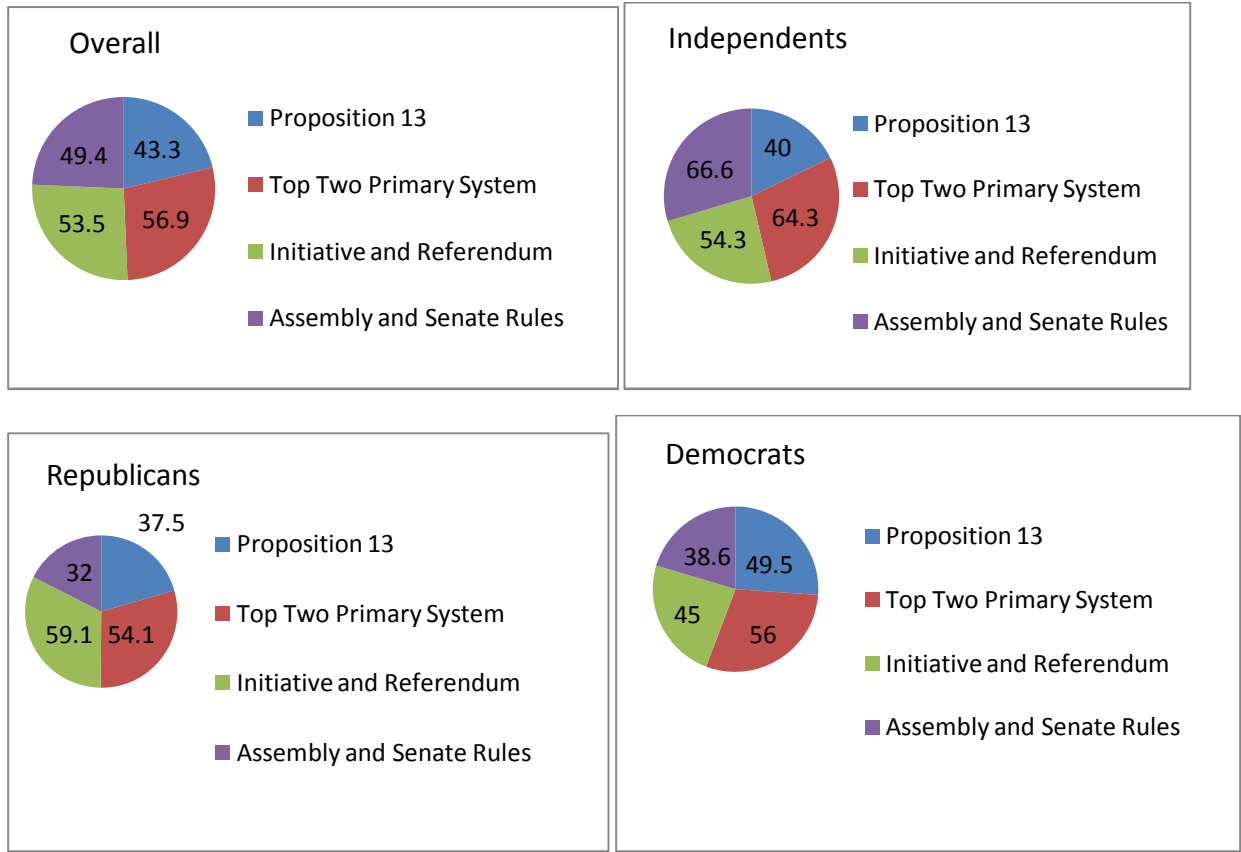
In short, though there is some variation, all four mentioned reforms are deemed as important by members of both political parties and independents alike. On reform, there is bipartisan agreement.

Table 7: Favoring Reform Options

	Proposition 13	Top Two Primary System	Initiative and Referendum	Assembly and Senate Rules
Overall Sample	43.3	56.9	53.5	49.4
Independents	40	64.3	54.3	66.6
Republicans	37.5	54.1	59.1	32
Democrats	49.5	56	45	38.6

N = 794 for overall sample, 368 for Democrats, 259 for Republicans, and 140 for Independents

Figures are the percentage of respondents who replied that the mentioned reform was important



Is there One Reform more Favorable Than the Others?

What is clear is that voters are clamoring for reform and they feel that all four mentioned reforms are important. What is less clear however is what reform voters feel is the most important.

We asked respondents that of all the mentioned reforms which they felt was the most important and there was no clear consensus.

For the overall sample, 29.7 percent feel Amending Assembly and Senate Rules to make bills easier to pass is the most important followed by the Initiative and Referendum system at 27.1 percent.

The Top Two Primary was deemed as most important for 19.3 percent of the overall sample and reforming Proposition 13 was listed as the most important by 20.9 percent of all respondents.

Independent voters split their preference for the most important reform between Amending Assembly and Senate Rules and the Initiative and Referendum process at 23.6 percent each. Independents then listed reforming Proposition 13 at 20 percent and the Top Two Primary System at 15.7 percent.

Republicans agree with Independents listing the Initiative and Referendum process as first in their choice for the most important reform (29 percent) followed closely by Amending Assembly and Senate Rules to facilitate the passage of legislation (27.8 percent). Just over a quarter of Republicans listed the Top Two Primary as the most important reform (25.5 percent) and 17.8 percent of Republicans listed reforming Proposition 13 as the most important.

For Democrats the choice is a little clearer. Just under one-third (32.3 percent) listed Amending Assembly and Senate Rules as the most important reform followed by altering the Initiative and Referendum process (28.3 percent). Proposition 13 was listed by 23.9 percent of Democrats as the most important reform while just 15.5 percent of Democrats responded that the Top Two Primary system was the most important.

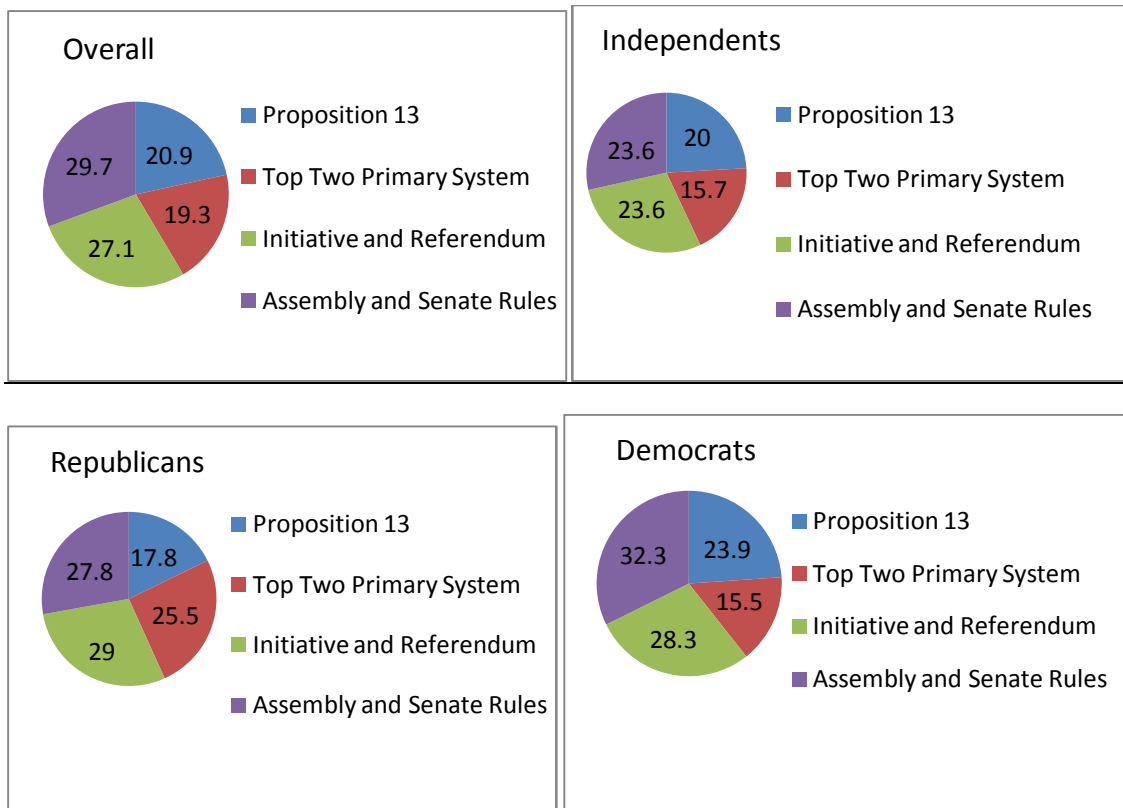
The one thing that Republicans, Democrats, and Independents shared is that all three groups listed reforming the Assembly and Senate Rules to make bills easier to pass as the most important reform in higher frequency than the other mentioned reforms. It appears from this data from these registered and likely voters that what is desired is action from the state government in Sacramento even if it means changing the rules to facilitate that action.

Table 8: Which Reforms Options are Most Important

	Proposition 13	Top Two Primary System	Initiative and Referendum	Assembly and Senate Rules
Overall Sample	20.9	19.3	27.1	29.7
Independents	20	15.7	23.6	23.6
Republicans	17.8	25.5	29	27.8
Democrats	23.9	15.5	28.3	32.3

N = 794 for overall sample, 368 for Democrats, 259 for Republicans, and 140 for Independents

Figures are the percentage of respondents who replied that the individual reform was the most important of the four mentioned.



Summary

What is clear from these results is that these are difficult times for voters in California. Their economic outlook is dire. The economy and state budget cuts are weighing heavily on their minds. Approval of political leaders and the government in Sacramento is at a low point and incumbents are in trouble as one budget impasse rolls over into another.

Voters want reform, overwhelmingly so, and members of both political parties and independents alike are clamoring for options.

All four listed reform measures were listed as important by all party groups. Though voters clearly have spoken for action it is less clear what action leads the pack as obviously more desirable.

Reforming Assembly and Senate rules so legislation can more easily pass is listed by more voters as the most important reform as well as by both political parties and independents. However, the numbers are not substantially higher than the other possible reforms.

Sample size 794

+/-3.48% MOE

February 6, 2010

Methodology: Findings are from a February, 6, 2010 survey using a comprehensive predictive model of registered voters, based on election cycles and other factors of voters in California. The survey was conducted using an automated telephone dialer and the voice of a professional announcer.

The targeted-registration-based-sampling (TRBS)* selection criteria were based on election cycles and other voter factors in California. Datamar's proprietary algorithms were used to generate random samples from the target group for calling.

Where necessary, responses were normalized according to age, gender, region, and political party.

- “targeted-registration-based-sampling”, “TRBS” and “(TRBS)” are service marks of Datamar Inc.



California Primary 2010

Questionnaire

Sample size 794

+/-3.1 percent sampling error

February 6, 2010

In what political party are you registered to vote?

Democratic

Republican

Another party

No party registration/Independent

What is your general expectation of the national economy during the next twelve months? Do you think it will improve, somewhat improve, stay the same, somewhat worse, worse, or don't know.

Improve

Somewhat improve

Stay the same

Somewhat worse

Worse

Don't know.

What is your general expectation of the California economy during the next twelve months? Do you think it will improve, somewhat improve, stay the same, get somewhat worse, get worse, or don't know.

Improve
Somewhat improve
Stay the same
Somewhat worse
Worse
Don't know.

What about your personal financial situation during the next twelve months? Do you think it will improve, somewhat improve, stay the same, get somewhat worse, get worse, or don't know.

Improve
Somewhat improve
Stay the same
Somewhat worse
Worse
Don't know.

Who do you think is most responsible for the problems facing the State of California? Governor Arnold Schwarzenegger, the Democrats in the Legislature, the Republicans in the Legislature, special interests groups, or don't know.

Governor Arnold Schwarzenegger
The Democrats in the Legislature
The Republicans in the Legislature
Special interests groups
Don't know.

Some people have said the state government in Sacramento needs reforming, while others say it is fine the way it is. Do you think it needs reforming, or that it is fine the way it is?

Needs reforming
Fine the way it is
Don't know

The following are some things that people have said need reforming in the state government in Sacramento. Please tell me if the following are important or not important in terms of reforming the state government in Sacramento.

Proposition 13

Important
Not important
Don't know

Changing the primary election system to a "Top Two Open Primary" so that all registered voters, regardless of party affiliation, can vote for their candidate of choice for statewide offices.

Important
Not important
Don't know

To make it so that items for the initiative and referendum system are more difficult to qualify for the ballot.

Important
Not important
Don't know

Changing the California assembly and senate rules so that laws can be passed more easily.

Important
Not important
Don't know

Of the reforms just mentioned, which of the following do you think is the most important reform? Proposition 13, changing the "Top Two Open Primary" election system, changing the initiative and referendum system, or changing the California assembly and senate rules

Proposition 13
Changing "Top Two Open Primary" election system
Changing the Initiative and Referendum system
Changing the California assembly and senate rules
Don't know

Which of the following best describes your feelings toward incumbent politicians in Washington? They are working pretty hard and should be given more time to solve problems, They are doing okay but could be doing a better job, They should all be voted out of office in the upcoming election, or don't know

They are working pretty hard and should be given more time to solve problems
They are doing okay but could be doing a better job
They should all be voted out of office in the upcoming election
Don't know

And which of the following best describes your feeling about incumbent politicians in Sacramento?

They are working pretty hard and should be given more time to solve problems, They are doing okay but could be doing a better job, They should all be voted out of office in the upcoming election, or don't know

They are working pretty hard and should be given more time to solve problems
They are doing okay but could be doing a better job
They should all be voted out of office in the upcoming election
Don't know