



CA GOP PRIMARY: LIKELY VOTER SURVEY
PROJECT ID 2010-104.3
Population Target: 600 High propensity Republican voters, Statewide
Margin of Error: +/- 4.00 at 95% Conf. Interval
FIELDING DATES: May 12-13 and 16, 2010

A. And are you still a registered Republican, and if so, are you planning on voting in the upcoming Republican primary?

	PERCENTAGE
REPUBLICAN VOTER	100.0%

1. Thinking for a moment about things in California, do you feel things are going in the right direction, or do you feel things have gotten off on the wrong track?

	PERCENTAGE
RIGHT DIRECTION	4.0%
WRONG DIRECTION	90.8%
REFUSED/NO OPINION	5.1%

Now, I am going to read to you a list of people in the news. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you've never heard of them, just tell me and we'll go on to the next one... the (first/next) one is... (RANDOMIZE ORDER) If FAV/UNFAV ASK: Would that be VERY ___ or just SOMEWHAT___

2. Carly Fiorina – FAVORABLE or UNFAVORABLE? And is that VERY or SOMEWHAT?

	PERCENTAGE
COLLAPSED	
FAVORABLE	38.5%
UNFAVORABLE	12.6%
HAVE NOT HEARD OF	32.7%
HEARD OF/NO OPINION	16.0%
REFUSED	.2%

	PERCENTAGE
UNCOLLAPSED	
VERY FAVORABLE	15.5%
SOMEWHAT FAVORABLE	23.0%

SOMEWHAT UNFAVORABLE	8.8%
VERY UNFAVORABLE	3.8%
HAVE NOT HEARD OF	32.7%
HEARD OF/NO OPINION	16.0%
REFUSED	.2%

3. Chuck DeVore – FAVORABLE or UNFAVORABLE? And is that VERY or SOMEWHAT?

COLLAPSED	PERCENTAGE
FAVORABLE	18.9%
UNFAVORABLE	5.0%
HAVE NOT HEARD OF	52.8%
HEARD OF/NO OPINION	23.0%
REFUSED	.3%

UNCOLLAPSED	PERCENTAGE
VERY FAVORABLE	7.2%
SOMEWHAT FAVORABLE	11.7%
SOMEWHAT UNFAVORABLE	3.7%
VERY UNFAVORABLE	1.3%
HAVE NOT HEARD OF	52.8%
HEARD OF/NO OPINION	23.0%
REFUSED	.3%

4. Tom Campbell – FAVORABLE or UNFAVORABLE? And is that VERY or SOMEWHAT?

COLLAPSED	PERCENTAGE
FAVORABLE	42.3%
UNFAVORABLE	13.2%
HAVE NOT HEARD OF	25.2%
HEARD OF/NO OPINION	19.2%
REFUSED	.2%

UNCOLLAPSED	PERCENTAGE
VERY FAVORABLE	14.0%
SOMEWHAT FAVORABLE	28.3%
SOMEWHAT UNFAVORABLE	9.7%
VERY UNFAVORABLE	3.5%
HAVE NOT HEARD OF	25.2%
HEARD OF/NO OPINION	19.2%
REFUSED	.2%

BALLOT TEST SECTION

5. And if the Republican primary election for U.S. Senate were today and you had to make a choice, which candidate would you vote for if the candidates were Carly Fiorina, Business Executive; Tom Campbell, Economist/Business Educator; and Chuck DeVore, Assemblyman/Military Reservist (RANDOMIZE)? (If Choice Made, ASK: Would that be DEFINITELY or just PROBABLY?) (If undecided, Probe for leaning?)

COLLAPSED	PERCENTAGE
CARLY FIORINA	28.2%
TOM CAMPBELL	32.6%
CHUCK DEVORE	15.3%
UNDECIDED	22.3%
REFUSED	1.5%

UNCOLLAPSED	PERCENTAGE
DEFINITELY CARLY FIORINA	12.7%
PROBABLY CARLY FIORINA	14.0%
LEAN CARLY FIORINA	1.5%
DEFINITELY TOM CAMPBELL	12.3%
PROBABLY TOM CAMPBELL	18.0%
LEAN TOM CAMPBELL	2.3%
DEFINITELY CHUCK DEVORE	5.8%
PROBABLY CHUCK DEVORE	8.2%
LEAN CHUCK DEVORE	1.3%
UNDECIDED	22.3%
REFUSED	1.5%

6. And if the Republican primary election for Insurance Commissioner were today and you had to make a choice, which candidate would you vote for if the candidates were Mike Villines, Businessman/State Assemblyman or Brian Fitzgerald, Department's Enforcement Attorney (RANDOMIZE). (If Choice Made, ASK: Would that be DEFINITELY or just PROBABLY?) (If undecided, Probe for leaning?)

COLLAPSED	PERCENTAGE
MIKE VILLINES	16.9%
BRIAN FITZGERALD	12.2%
UNDECIDED	67.0%
REFUSED	4.0%

UNCOLLAPSED	PERCENTAGE
DEFINITELY MIKE VILLINES	5.0%
PROBABLY MIKE VILLINES	9.7%
LEAN MIKE VILLINES	2.2%
LEAN BRIAN FITZGERALD	1.0%
PROBABLY BRIAN FITZGERALD	8.7%
DEFINITELY BRIAN FITZGERALD	2.5%
UNDECIDED	67.0%
REFUSED	4.0%

7. And if the Republican primary election for Lt. Governor were today and you had to make a choice, which candidate would you vote for if the candidates were Scott L. Levitt, Attorney; Sam Aanestad, Doctor/California Senator; Yvonne R. Girard, Judicial Assistant; Bert Davis, Businessman; Abel Maldonado, Senator/Businessman/Farmer; Dave Harris, Businessman (RANDOMIZE)? (If Choice Made, ASK: Would that be DEFINITELY or just PROBABLY?) (If undecided, Probe for leaning?)

COLLAPSED	PERCENTAGE
SCOTT LEVITT	2.6%
SAM AENESTAD	7.7%
YVONNE GIRARD	1.2%
BERT DAVIS	4.2%
ABEL MALDONADO	21.3%
DAVE HARRIS	5%
UNDECIDED	55.5%
REFUSED	2.5%

UNCOLLAPSED	PERCENTAGE
DEFINITELY SCOTT LEVITT	.5%
PROBABLY SCOTT LEVITT	1.8%
LEAN SCOTT LEVITT	.3%
DEFINITELY SAM AENESTAD	4.2%
PROBABLY SAM AENESTAD	2.7%
LEAN SAM AENESTAD	.8%
PROBABLY YVONNE GIRARD	1.2%
DEFINITELY BERT DAVIS	1.5%
PROBABLY BERT DAVIS	2.5%
LEAN BERT DAVIS	.2%
DEFINITELY ABEL MALDONADO	7.5%
PROBABLY ABEL MALDONADO	12.0%
LEAN ABEL MALDONADO	1.8%
DEFINITELY DAVE HARRIS	.8%
PROBABLY DAVE HARRIS	4.0%
LEAN DAVE HARRIS	.2%
UNDECIDED	55.5%
REFUSED	2.5%

10. [NOTE: SAMPLE SIZE FOR THIS QUESTION IS 326*] And if the Republican primary election for Attorney General were today and you had to make a choice, which candidate would you vote for if the candidates were Steve Cooley, District Attorney; John Eastman, Constitutional Law Attorney; or Tom Harman, Attorney/Senator (RANDOMIZE). (If Choice Made, ASK: Would that be DEFINITELY or just PROBABLY?) (If undecided, Probe for leaning?)

COLLAPSED	PERCENTAGE
STEVE COOLEY	17.5%
JOHN EASTMAN	16.9%
TOM HARMAN	17.1%
UNDECIDED	47.2%
REFUSED	1.2%

UNCOLLAPSED	PERCENTAGE
DEFINITELY STEVE COOLEY	7.1%
PROBABLY STEVE COOLEY	9.2%
LEAN STEVE COOLEY	1.2%
DEFINITELY JOHN EASTMAN	7.4%
PROBABLY JOHN EASTMAN	8.6%
LEAN JOHN EASTMAN	.9%
DEFINITELY TOM HARMAN	3.7%
PROBABLY TOM HARMAN	11.3%
LEAN TOM HARMAN	2.1%
UNDECIDED	47.2%
REFUSED	1.2%

The sample size for this question is 326. It was fielded only on May 13 and 16. The margin of error for this question is +/- 5.43. All other questions contain the full 600 respondent sample size.

11. Wrapping up. Would you say you always vote for the Republican candidate, usually vote for the Republican candidate, vote for as many Democrats as Republicans, usually vote for the Democrat candidate, or always vote for the Democrat candidate?

SWING	PERCENTAGE
ALWAYS VOTE FOR REPUBLICAN CANDIDATE	22.0%
USUALLY VOTE FOR REPUBLICAN CANDIDATE	61.5%
VOTE FOR AS MANY DEMOCRATS AS REPUBLICANS	8.2%
USUALLY VOTE FOR DEMOCRAT CANDIDATE	1.2%
ALWAYS VOTE FOR DEMOCRATIC CANDIDATE	.2%
DON'T KNOW/REFUSED	7.0%

12. If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs? (IF LIBERAL OR CONSERVATIVE ASK: Would that be very or somewhat?)

IDEOLOGY	PERCENTAGE
VERY LIBERAL	.5%
SOMEWHAT LIBERAL	2.8%
MODERATE	26.7%
SOMEWHAT CONSERVATIVE	22.8%
VERY CONSERVATIVE	44.3%
DON'T KNOW/REFUSED	2.8%

13. Do you believe major tax increases would hurt the California economy and increase unemployment in the state?

TAXES	PERCENTAGE
YES	89.0%
NO	7.3%
DON'T KNOW/REFUSED	3.7%

13. Gender (by observation)

GENDER	PERCENTAGE
MALE	50.0%
FEMALE	50.0%

14. What is the final year of school you completed?

EDUCATION	PERCENTAGE
LESS THAN HIGH SCHOOL	.5%
HIGH SCHOOL GRADUATE	14.5%
SM COLLEG/VOCA/AA DEGREE	30.4%
FOUR-YEAR COLLEGE GRADUATE	32.7%
POST-GRAD STUDY OR DEGREE	21.3%
DON'T KNOW/REFUSED	.7%

15. And how would you describe your ethnicity?

ETHNICITY	PERCENTAGE
CAUCASIAN/WHITE	85.3%
LATINO/HISPANIC	7.0%
AFRICAN AMERICAN/BLACK	.3%
ASIAN	6.8%
OTHER	.5%

16. How old are you?

AGE	PERCENTAGE
18-24	2.0%
25-34	3.7%
35-44	9.8%
45-54	21.5%
55-64	24.5%
65 AND OLDER	38.5%

17. What is your approximate household income?

INCOME	PERCENTAGE
LESS THAN \$25,000	5.7%
\$25,000 TO \$34,999	6.7%
\$35,000 TO \$49,999	11.3%
\$50,000 TO \$74,999	16.2%
\$75,000 TO \$99,999	15.3%
\$100,000 TO \$149,999	15.7%
\$150,000 TO \$199,999	5.2%
\$200,000 OR MORE	6.3%
DON'T KNOW/REFUSED	17.7%

18. Political Registration

PARTY	PERCENTAGE
REPUBLICAN	100.0%

19. Geography

GEOGRAPHY	PERCENTAGE
BAY AREA	16.0%
NORTH/SIERRA	10.0%
CENTRAL COAST	8.0%
CENTRAL VALLEY	16.0%
LOS ANGELES	16.0%
ORANGE COUNTY	12.0%
SAN DIEGO	11.0%
INLAND EMPIRE	11.0%