



## FINAL RESULTS: CALIFORNIA VOTER SURVEY

Sample Size=801; Margin of Error=±3.5%

Interview Dates: September 2-4, 2008

*Respondents: 800 registered voters living in California who voted in 11/04 or at least one election since then, or who have registered since February 2008.*

Hello. This is \_\_\_\_\_ from \_\_\_\_, an independent public opinion research firm. May I please speak with (NAME ON SAMPLE SHEET)? We are conducting a study of local issues in your area and would like to ask you some questions. (IF ASKED HOW LONG IT WILL TAKE, RESPOND: About fifteen minutes.) (IF NECESSARY, SAY, "We are only interested in your opinions and are definitely not selling anything.")

### SECTION 1: SCREEN

1. First, do you currently work for the media, for an elected official, or do you currently hold elective office? (IF YES, TERMINATE.)

2. This November there will be a general election in which voters will select a new President, as well as state offices, and some ballot measures. What are the chances that you will vote in that election? Will you definitely vote, will you probably vote, are the chances about 50-50, will you probably not vote, or will you definitely not vote?

DEFINITELY	92
PROBABLY	8

3. And just in general, are things in California going in the right direction or are things off on the wrong track?

RIGHT DIRECTION	24
WRONG TRACK	76
REFUSE	0

## SECTION 2: NOVEMBER BALLOT

Now let me ask you some questions about a few contests that will be appearing on the ballot this November.

4. If the election for President were held today, for whom would you vote... (ROTATE ORDER)

John McCain, the Republican  
Barack Obama, the Democrat,  
or someone else?

McCain	35
OBAMA	49
SOMEONE ELSE (SPECIFY)	5
UNDECIDED	11
REFUSE	0

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5. Proposition 2 on the November ballot is the Standards for Confining Farm Animals Initiative Statute. It would require that certain farm animals be allowed, for the majority of every day, to fully extend their limbs or wings, lie down, stand up and turn around. Limited exceptions apply. The fiscal impact is potential unknown decrease in state and local tax revenues from farm businesses, possibly in the range of several million dollars annually. Potential minor local and state enforcement and prosecution costs, partly offset by increased fine revenue. If the election were today, would you vote yes or no on Proposition 2?

(IFYES OR NO, FOLLOW-UP;) Is that a definite yes/no, or probably yes/no?

(IF UNDECIDED, Well if you had to make a decision, do you lean more toward yes or more toward no?)

YES, DEFINITELY	21	
YES, PROBABLY	20	→ 44%
UNDECIDED, LEAN YES	3	
UNDECIDED	25	
UNDECIDED, LEAN NO	2	
NO, PROBABLY	13	→ 29%
NO, DEFINITELY	14	
REFUSE	2	

6. Proposition 7 on the November ballot is the Renewable Energy Generation. Initiative Statute. It would require government-owned utilities to generate 20% of their electricity from renewable energy by 2010, a standard currently applicable to private electrical corporations. It raises the requirement for all utilities to 40% by 2020 and 50% by 2025. The fiscal impact is increased state administrative costs up to \$3.4 million annually, paid by fees. Unknown fiscal impact on state and local government costs and revenues due to the measure's uncertain impact on retail electricity rates. If the election were today, would you vote yes or no on Proposition 7?

(IFYES OR NO, FOLLOW-UP;) Is that a definite yes/no, or probably yes/no?

(IF UNDECIDED, Well if you had to make a decision, do you lean more toward yes or more toward no?)

YES, DEFINITELY	20	
YES, PROBABLY	19	→ 41%
UNDECIDED, LEAN YES	2	
UNDECIDED	19	
UNDECIDED, LEAN NO	2	
NO, PROBABLY	16	→ 39%
NO, DEFINITELY	21	
REFUSE	1	

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7. **[SPLIT A:]** Proposition 8 on the November ballot is an Initiative Constitutional Amendment titled, "Eliminates Rights of Same-Sex Couples to Marry. It changes the California Constitution to eliminate the right of same-sex couples to marry. It provides that only marriage between a man and a woman is valid or recognized in California. The fiscal impact is over next few years, potential revenue loss, mainly sales taxes, totaling in the several tens of millions of dollars, to state and local governments. In the long run, there is likely to be little fiscal impact on state and local governments. If the election were today, would you vote yes or no on Proposition 8?

(IFYES OR NO, FOLLOW-UP;) Is that a definite yes/no, or probably yes/no?  
 (IF UNDECIDED, Well if you had to make a decision, do you lean more toward yes or more toward no?)

YES, DEFINITELY	33	
YES, PROBABLY	7	→ 41%
UNDECIDED, LEAN YES	1	
UNDECIDED	5	
UNDECIDED, LEAN NO	1	
NO, PROBABLY	8	→ 53%
NO, DEFINITELY	44	
REFUSE	1	

8. **[SPLIT B:]** Proposition 8 on the November ballot is an Initiative Constitutional Amendment titled, "Eliminates Rights of Same-Sex Couples to Marry. It changes the California Constitution to eliminate the right of same-sex couples to marry. It provides that only marriage between a man and a woman is valid or recognized in California. If the election were today, would you vote yes or no on Proposition 8?

(IFYES OR NO, FOLLOW-UP;) Is that a definite yes/no, or probably yes/no?  
 (IF UNDECIDED, Well if you had to make a decision, do you lean more toward yes or more toward no?)

YES, DEFINITELY	35	
YES, PROBABLY	6	→ 42%
UNDECIDED, LEAN YES	1	
UNDECIDED	6	
UNDECIDED, LEAN NO	1	
NO, PROBABLY	7	→ 52%
NO, DEFINITELY	44	
REFUSE	<1	

9. Generally speaking, now that marriage for gay and lesbian couples is the law in California, which statement best describes your opinion ...

It is acceptable to me	40
I do not like it, but I can live with it	28
I do not like it, and it is unacceptable	29
DON'T KNOW	2
REFUSE	1

### SECTION 3: DEMOGRAPHICS

Thank you for your patience. Now some last questions about yourself for statistical purposes.

10. First, what is your age? (CODE "99" FOR REFUSE.)

UNDER 30	15
30-39	13
40-49	19
50-64	28
65+	21
REFUSE	4

11. Do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative or very conservative? (IF MODERATE, FOLLOW-UP: Do you lean toward liberal or toward conservative?)

VERY LIBERAL	11	→ 34%
SOMEWHAT LIBERAL	23	
MODERATE, LEAN LIBERAL	6	
MODERATE	18	→ 29%
MODERATE, LEAN CONSERVATIVE	5	
SOMEWHAT CONSERVATIVE	21	→ 33%
VERY CONSERVATIVE	12	
OTHER (_____)	<1	
DON'T KNOW	4	

12. Which of the following ethnic groups describes you? You can stop me when I've read your group. (READ LIST.)

White or Caucasian	65
Black or African-American	4
Latino, Hispanic, or Mexican	16
Asian or Pacific Islander	5
Native American	1
Mixed Race	4
Other (SPECIFY: _____)	2
REFUSE	3

13. Are you married, single, separated, widowed, or divorced?

MARRIED	62
SINGLE	21
SEPARATED	1
WIDOWED	9
DIVORCED	5
OTHER	0
REFUSE	2

14. Do you have children under the age of 18 living at home?

YES:	31
NO	67
REFUSE	2

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15. Are you or is anyone in your household a member of a labor union or employee association?  
(FOLLOW-UP: Is that you, a member of your household or both?)

YES, SELF ONLY	12	
YES, HOUSEHOLD MEMBER ONLY	7	→ 23%
YES, BOTH SELF AND HOUSEHOLD	4	
NOBODY IN HOUSEHOLD	74	
REFUSE	3	

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That's all the questions I have. Thank you for your time.

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16. RECORD GENDER:

FEMALE	53
MALE	47

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17. RECORD PARTY:

DEMOCRAT	46
REPUBLICAN	35
DTS	17
MINOR PARTY	2

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