

USC/Los Angeles Times

Frequency Questionnaire

May 19-26, 2010
1506 Registered Voters

Q.3 What language do you feel most comfortable speaking, English or Spanish?

	Total
English/ingles.....	97
Spanish/espanol	3
(ref:LANGDUMMY)	

Q.5 First of all, are you registered to vote in the state of California?

	Total
Yes.....	100
No	-
(ref:NRV)	

[303 Respondents]

Q.7 [IF UNAFFILIATED VOTERS] As you may know, voters who 'decline to state' a political party are eligible to vote in either the Democratic or Republican primary elections in California. In the upcoming primary elections, do you think you might vote in either the Democratic or Republican primary elections or are you certain you will not vote in either party's primary election this year?

	Total
Might vote in Democratic primary	27
Might vote in Republican primary	19
Will not vote in either the Republican or the Democratic primary	21
(Don't know).....	31
(Refused).....	2
(ref:UNAFFLVT2)	

Q.8 I know it is a long way off, but what are the chances of your voting in the November election for Governor, state legislator and other offices -- are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

	Total
Almost certain	83
Probably.....	8
50-50.....	5
Will not vote	2
(Don't know).....	2
(Refused).....	0
(ref:CP10)	

[521 Respondents]

Q.9 (IF REGISTERED REPUBLICAN VOTERS ON FILE OR UNAFFILIATED VOTERS WHO SAY THEY MIGHT VOTE IN THE REPUBLICAN PRIMARY IN UNAFFLVT2) As you may know, in early June there will be primary elections in California. What are the chances of your voting in the REPUBLICAN primary election: are you almost certain to vote, will you probably vote, are the chances 50-50 or don't you think you will vote?

	Total
Almost certain	81
Probably.....	6
50-50.....	5
Don't think will vote	5
(Don't know).....	3
(Refused).....	-
(ref:PRIMVOTE)	

Q.10 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?

	Total
Right direction.....	7
Wrong track	82
(Don't know).....	10
(Refuse).....	0
Right - Wrong.....	-75
(ref:DIRECT2)	

Q.11 Now, 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 Fav	Very Unfav	ID	Total Fav	Total Unfav	Fav - Unfav
11 Barack Obama	34	23	98	59	36	23
12 Barbara Boxer	17	33	87	40	44	-5
13 Jerry Brown	15	21	77	38	33	5
14 Chuck DeVore	4	5	27	10	9	1
15 Carly Fiorina	8	12	51	22	20	2
16 Meg Whitman	10	21	75	32	37	-5
17 Steve Poizner	4	20	67	20	40	-20
18 Tom Campbell.....	4	6	43	19	14	5
19 Pete Wilson	7	17	69	29	33	-3
(ref:THERM)						

Q.20 As you may know, there will be an election for your senator in Congress this year. Do you think you will definitely vote to re-elect Senator Barbara Boxer to the Senate, probably vote to re-elect Senator Boxer, probably vote for someone else, or definitely vote for someone else?

	Total
Definitely re-elect Boxer.....	18
Probably re-elect Boxer	16
Probably vote for someone else	13
Definitely vote for someone else.....	36
(Depends on who the challenger is)	4
(Don't know).....	12
(Refused).....	1
Total re-elect Boxer	34
Total vote for someone else	49
Re-elect - Vote for someone else	-14
(ref:REELECTBB)	

[521 Respondents]

Q.21(IF REGISTERED REPUBLICAN VOTERS ON FILE OR UNAFFILIATED VOTERS WHO SAY THEY MIGHT VOTE IN THE REPUBLICAN PRIMARY IN UNAFFLVT2) 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 Business Executive Carly Fiorina, Economist/Business Educator Tom Campbell and Assemblyman/Military Reservist Chuck DeVore, for whom would you vote?

	Total
Carly Fiorina	34
Lean Carly Fiorina	4
Tom Campbell	18
Lean Tom Campbell	5
Chuck DeVore	13
Lean Chuck DeVore	2
(Other candidate).....	2
Lean (Other candidate).....	0
(Undecided)	20
(Refused).....	1
Carly Fiorina.....	38
Tom Campbell	23
Chuck DeVore	16
(Other candidate).....	2
(ref:SENPR10R)	

[407 Respondents]

Q.23 (IF REGISTERED REPUBLICAN VOTERS ON FILE OR UNAFFILIATED VOTERS WHO SAY THEY MIGHT VOTE IN THE REPUBLICAN PRIMARY IN UNAFFLVT2) (DO NOT ASK IF UNDECIDED IN SENPR10R2) When did you decide to vote for (THAT CANDIDATE): in the last week, two weeks ago, between two weeks ago and a month ago, between a month and two months ago, or more than two months ago?

	Total
In the last week.....	28
Two weeks ago.....	19
Between two weeks ago and a month ago.....	16
Between a month ago and two months ago.....	10
More than two months ago.....	14
(Don't know).....	13
(Refused).....	0
(ref:DECTIMSEENPR)	

[502 Respondents]

Q.24 (SPLIT C) (IF REGISTERED REPUBLICAN VOTERS ON FILE OR UNAFFILIATED VOTERS WHO SAY THEY MIGHT VOTE IN THE REPUBLICAN PRIMARY IN UNAFFLVT2) Well regardless of which candidate you are supporting in the Republican primary, if the general election for the senate was held today and the candidates were United States Senator Barbara Boxer and Business Executive Carly Fiorina, for whom would you vote?

(FOR EVERYONE ELSE) 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 United States Senator Barbara Boxer and Business Executive Carly Fiorina, for whom would you vote?

	Total
Barbara Boxer.....	41
Lean Barbara Boxer.....	3
Carly Fiorina.....	35
Lean Carly Fiorina.....	4
(Other candidate).....	4
Lean (Other candidate).....	0
(Undecided).....	13
(Refused).....	1
Barbara Boxer.....	44
Carly Fiorina.....	38
(Other candidate).....	4
(ref:SENGEN1)	

[502 Respondents]

Q.26 (SPLIT D) (IF REGISTERED REPUBLICAN VOTERS ON FILE OR UNAFFILIATED VOTERS WHO SAY THEY MIGHT VOTE IN THE REPUBLICAN PRIMARY IN UNAFFLVT2) Well regardless of which candidate you are supporting in the Republican primary, if the general election for the senate was held today and the candidates were United States Senator Barbara Boxer and Economist/Business Educator Tom Campbell, for whom would you vote?

(FOR EVERYONE ELSE) 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 United States Senator Barbara Boxer and Economist/Business Educator Tom Campbell, for whom would you vote?

	Total
Barbara Boxer.....	36
Lean Barbara Boxer.....	2
Tom Campbell	43
Lean Tom Campbell	2
(Other candidate).....	2
Lean (Other candidate).....	1
(Undecided)	13
(Refused)	1
 Barbara Boxer	 38
Tom Campbell	45
(Other candidate).....	3
(ref:SENGEN2)	

[502 Respondents]

Q.28 (SPLIT E) (IF REGISTERED REPUBLICAN VOTERS ON FILE OR UNAFFILIATED VOTERS WHO SAY THEY MIGHT VOTE IN THE REPUBLICAN PRIMARY IN UNAFFLVT2) Well regardless of which candidate you are supporting in the Republican primary, if the general election for the senate was held today and the candidates were United States Senator Barbara Boxer and Assemblyman/Military Reservist Chuck DeVore, for whom would you vote?

(FOR EVERYONE ELSE) 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 United States Senator Barbara Boxer and Assemblyman/Military Reservist Chuck DeVore, for whom would you vote?

	Total
Barbara Boxer.....	42
Lean Barbara Boxer.....	4
Chuck DeVore	33
Lean Chuck DeVore	4
(Other candidate).....	6
Lean (Other candidate).....	0
(Undecided)	10
(Refused)	1
 Barbara Boxer	 46
Chuck DeVore	36
(Other candidate).....	6
(ref:SENGEN3)	

[521 Respondents]

Q.30 (IF REGISTERED REPUBLICAN VOTERS ON FILE OR UNAFFILIATED VOTERS WHO SAY THEY MIGHT VOTE IN THE REPUBLICAN PRIMARY IN UNAFFLVT2) 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 Businessman Steve Poizner, for whom would you vote?

	Total
Meg Whitman.....	48
Lean Meg Whitman.....	5
Steve Poizner	25
Lean Steve Poizner	4
(Other candidate).....	4
Lean (Other candidate).....	1
(Undecided)	12
(Refused)	1
 Meg Whitman	 53
Steve Poizner	29
(Other candidate).....	5
(ref:GOVPRIMR)	

[453 Respondents]

Q.32 (IF REGISTERED REPUBLICAN VOTERS ON FILE OR UNAFFILIATED VOTERS WHO SAY THEY MIGHT VOTE IN THE REPUBLICAN PRIMARY IN UNAFFLVT2) (DO NOT ASK IF UNDECIDED IN GOVPRIMRB) When did you decide to vote for (THAT CANDIDATE): in the last week, two weeks ago, between two weeks ago and a month ago, between a month and two months ago, or more than two months ago?

	Total
In the last week.....	21
Two weeks ago.....	17
Between two weeks ago and a month ago	16
Between a month ago and two months ago	17
More than two months ago	16
(Don't know).....	12
(Refused)	1
(ref:DECTIMEGOVPR)	

[275 Respondents]

Q.33 (ASK ONLY IF WHITMAN IN GOVPRIMR) And why are you voting for Meg Whitman and not Steve Poizner?

	Total
PRO-WHITMAN	66
Personal characteristics	22
Business experience	19
Agree with her on issues (generally)	12
Agree with her on specific issues	8
Has a plan to help the budget	8
Strong advertising campaign	5
She can win in November	2
More conservative	2
ANTI-POIZNER	23
Don't agree with him on issues (generally)	9
Don't like his voting record	6
Poizner running negative campaign	3
Supports abortion	2
Not trustworthy	2
Too liberal/not conservative enough	2
OTHER	15
My friends or family are supporting her	1
Supporting the lesser of two evils	1
(Other)	6
(Don't know)	6
(Refused)	1

(ref:WHYWHIT)

[151 Respondents]

Q.34 (ASK ONLY IF POIZNER IN GOVPRIMR) And why are you voting for Steve Poizner and not Meg Whitman?

	Total
PRO-POIZNER	40
Agree with him on issues (generally)	13
Personal characteristics	12
Agree with his position on immigration	9
Past experience	4
More conservative	3
General Positive on Poizner	1
ANTI-WHITMAN	40
Don't agree with her on issues (general)	19
General negative on Whitman	8
Running negative campaign	5
Spending too much on campaign	5
Too liberal/not conservative enough	3
Too supportive of big business	1
OTHER	33
Supporting the lesser of two evils	4
My family or friends are supporting him	2
(Other)	15
(Don't know)	11
(Refused)	1

(ref:WHYPOZ)

[753 Respondents]

Q.35 (SPLIT A) And thinking about the general election for governor this November, if the general election for governor was held today and the candidates were California State Attorney General Jerry Brown and Businesswoman Meg Whitman, for whom would you vote?

	Total
Jerry Brown.....	42
Lean Jerry Brown.....	3
Meg Whitman.....	36
Lean Meg Whitman.....	2
(Other candidate).....	4
Lean (Other candidate).....	0
(Undecided).....	12
(Refused).....	2
Jerry Brown.....	44
Meg Whitman.....	38
(Other candidate).....	5
(ref:GOV1)	

[753 Respondents]

Q.37 (SPLIT B) And thinking about the general election for governor this November, if the general election for governor was held today and the candidates were California State Attorney General Jerry Brown and Businessman Steve Poizner, for whom would you vote?

	Total
Jerry Brown.....	42
Lean Jerry Brown.....	4
Steve Poizner.....	28
Lean Steve Poizner.....	3
(Other candidate).....	6
Lean (Other candidate).....	1
(Undecided).....	14
(Refused).....	1
Jerry Brown.....	45
Steve Poizner.....	31
(Other candidate).....	8
(ref:GOV2)	

[521 Respondents]

Q.39 (IF REGISTERED REPUBLICAN VOTERS ON FILE OR UNAFFILIATED VOTERS WHO SAY THEY MIGHT VOTE IN THE REPUBLICAN PRIMARY IN UNAFFLVT2) Now I am going to read you some statements and for each, I would like you to tell me if that statement better describes Meg Whitman or Steve Poizner.

	MW Much More	MW Smwt More	SP Smwt More	SP Much More	Both	Nei- ther	DK/ Ref	Total MW	Total SP	MW - SP
39 Understands the problems and concerns of people like me.....	22	21	12	10	3	11	21	43	22	21
40 Will create jobs and get our economy going.....	32	23	10	6	6	6	16	55	16	39
41 Will help fix our immigration system.....	23	17	16	10	6	7	20	40	27	13

	MW Much More	MW Smwt More	SP Smwt More	SP Much More	Both	Nei- ther	DK/ Ref	Total MW	Total SP	MW - SP
42 Will fight tax increases.....	27	21	14	7	6	7	19	48	20	28
43 Has strong conservative values	20	20	18	9	4	6	23	40	28	12
44 Will rein in government spending and reduce the California deficit..... (ref:GOVPRBETJOB)	29	24	12	4	5	7	19	53	16	37

Q.45 Now, thinking back over the last few months, have you seen or heard any radio or television advertisements for any candidates for governor or the U.S. Senate?

	Total
Yes.....	77
No	21
(Don't know).....	2
(Refuse).....	0
(ref:ADSEEN)	

[1157 Respondents]

Q.46 (IF YES) And do you remember which candidate specifically that advertisement was for?

	Total
Meg Whitman.....	80
Steve Poizner	71
Carly Fiorina	24
Jerry Brown.....	15
Barbara Boxer.....	10
Tom Campbell	8
Chuck DeVore	6
A Republican	1
A Democrat.....	0
(Don't know).....	10
(Refuse).....	0
(ref:WHOAD)	

Q.47 Now, thinking about the election for U.S. Senate this year, 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?

	Total
Support Obama strongly	44
Support Obama not so strongly	10
Oppose Obama not so strongly	8
Oppose Obama strongly	27
(Don't know).....	11
(Refused).....	1
Total support.....	54
Total oppose	35
Support - Oppose	20
(ref:SENTYPE)	

[Questions 48-53 held for future release.]

[303 Respondents]

Q.54 (ASK ONLY IF DTS) Now I would like to read you a list of reasons some people give for why they choose to "Decline to State" their party registration when they register to vote. As I read this list, please tell me if any of the following are reasons why you have chosen to "Decline to State" a party when you registered to vote. You may choose as many reasons as apply to you.

	Total
I feel independent from the political parties	44
I like to be able to vote strategically by voting in whichever primary my vote can have a bigger impact	41
I like to keep political affiliation private.....	25
I do not want to receive mail from any party organizations	23
I do not like any of the political parties.....	18
I registered "Decline to State" a long time ago and never changed it	13
(Other)	2
(All)	1
(None).....	6
(Don't know).....	2
(Refused)	2
(ref:WHYDTS)	

[125 Respondents]

Q.55 (ASK ONLY IF MORE THAN ONE RESPONSE IN WHYDTS) And which of those reasons would you say is the ONE top reason you choose to not affiliate with any party when you registered to vote?

	Total
I like to be able to vote strategically by voting in whichever primary my vote can have a bigger impact	32
I feel independent from the political parties	30
I like to keep political affiliation private.....	15
I do not like any of the political parties.....	9
I do not want to receive mail from any party organizations	5
I registered "Decline to State" a long time ago and never changed it	4
(Other)	0
(All)	3
(None).....	0
(Don't know).....	1
(Refused)	-
(ref:WHYDTS3)	

[303 Respondents]

Q.54/55 Why a DTS voter... Top Choice

	Total
I like to be able to vote strategically by voting in whichever primary my vote can have a bigger impact	27
I feel independent from the political parties	27
I like to keep political affiliation private.....	12
I do not like any of the political parties.....	9
I do not want to receive mail from any party organizations	6
I registered "Decline to State" a long time ago and never changed it	5
(Other)	2
(All)	1
(None).....	6
(Don't know).....	2
(Refused).....	2
(ref:WHYDTS COMBINED)	

[Questions 56-58 held for future release.]

Q.59 Of the list of sources I read, please tell me which you use to gather information about California news and politics.

	Total
Local TV news	64
Daily newspaper or news website	63
Radio or talk radio.....	47
Friends, co-workers or family members.....	40
Candidate or campaign websites.....	15
Social media such as Facebook, Twitter or MySpace	14
(All)	2
Direct mail.....	1
(None).....	1
Cable TV	1
National TV news.....	0
E-mail.....	0
Internet.....	0
Organizations.....	0
(Refused)	0
Magazines	0
(Other)	0
(Don't know).....	0
YouTube	0
(ref:MEDIASHRT)	

[1130 Respondents]

Q.60 And which of those would you say is your primary source of information about California news and politics?

	Total
Daily newspaper or news website	34
Local TV news	30
Radio or talk radio.....	16
Friends, co-workers or family members.....	7
Social media such as Facebook, Twitter or MySpace	3
Candidate or campaign websites.....	3
Direct mail.....	1
Internet.....	0
E-mail.....	0
YouTube	0
Cable TV	0
National TV news.....	0
Organizations.....	-
Magazines	-
(Other)	0
(All)	5
(None).....	0
(Don't know).....	1
(Refused).....	0
(ref:MEDIASHRT2)	

Q.61 Finally, I would like to ask you a few questions for statistical purposes. What is the last year of schooling that you have completed?

	Total
1 - 11th grade	4
High school graduate	14
Non-college post H.S.	1
Some college	30
College graduate	30
Post-graduate school	19
(Master of Arts or MA)	7
(Doctor of Philosophy or Ph.D)	3
(Master of Business Administration or MBA)	3
(Medical Doctor or MD)	1
(Juris Doctor or JD)	1
(Doctor of Dental Surgery or DDS)	0
(Master of Public Health)	0
(Other Post Grad Degree)	4
(Don't know)	1
(Refuse)	1
(ref:EDUC)	

[Question 62 held for future release.]

Q.63 Are you a member of a labor union?

	Total
Yes: Respondent belongs	14
Household member	6
No member belongs	76
(Don't know)	2
(Refuse)	2
Yes: Private Sector	6
Yes: Public Sector	14
Total Union Household	20
(ref:UNION)	

Q.64 Are you married, single, separated, divorced, or widowed?

	Total
Married.....	59
Single.....	25
Separated/divorced.....	8
Widowed.....	6
(Don't know).....	0
(Refuse).....	2
 Sep/Div/Wid	 14
(ref:MARITAL)	

Q.65 Generally speaking, do you think of yourself as a Republican, a Democrat or what?

	Total
Strong Democrat.....	25
Weak Democrat.....	16
Lean Democrat.....	9
Independent.....	9
Lean Republican.....	8
Weak Republican.....	11
Strong Republican.....	17
(Don't know/Refused).....	4
(ref:PTYID1)	

Q.68 Thinking in political terms, would you say that you are Conservative, Moderate or Liberal?

	Total
Liberal.....	24
Moderate.....	39
Conservative.....	31
(Don't know).....	4
(Refuse).....	2
(ref:IDEO1)	

Q.69 Typically speaking, how often to you attend church or religious services -- more than once a week, once a week, monthly or less, or never?

	Total
More than once a week.....	9
Once a week.....	25
Monthly or less.....	31
Never.....	31
(Don't know).....	1
(Refuse).....	3
(ref:RELIG1)	

Q.70 And what is your religion?

	Total
Catholic.....	28
Other Christian.....	15
Protestant	13
Baptist.....	4
Jewish.....	3
Pentecostal.....	1
Other non-Christian	1
Mormon.....	1
Buddhist.....	1
Muslim	1
Eastern Orthodox.....	0
Hindu	0
Other	7
None	16
(Don't know).....	2
(Refuse).....	6
(ref:RELIG2)	

[491 Respondents]

Q.71 [IF PROTESTANT, BAPTIST OR OTHER CHRISTIAN] Do you consider yourself an evangelical or "born again" Christian?

	Total
Yes.....	51
No	42
(Don't know).....	6
(Refuse).....	1
(ref:RELIG3)	

[1298 Respondents]

Q.72 (ASK IF VOTED IN 2008) In the 2008 election for president, did you vote for -- Democrat Barack Obama or Republican John McCain?

	Total
Democrat Barack Obama	57
Republican John McCain.....	35
(Ralph Nader)	0
(Bob Barr)	0
(Other Candidate)	2
(Don't know).....	1
(Refuse).....	3
(Did not vote for President).....	1
(ref:VOTE2008)	

Q.73 Were you born in the U.S. or another country?

	Total
The U.S.....	86
Another country	12
(Don't know).....	0
(Refused).....	2
(ref:BORNUS)	

Q.74 What racial or ethnic group best describes you?

	Total
White.....	67
African-American or Black	5
Hispanic or Latino	19
Native American	1
Asian.....	5
(Other)	2
(Don't know).....	0
(Refuse)	3
(Will not identify)	-
(Multi-Racial).....	0
(ref:RACETHN3)	

Q.77 Last year, that is in 2009, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

	Total
Less than \$10,000	5
\$10,000 to under \$20,000.....	6
\$20,000 to under \$30,000.....	6
\$30,000 to under \$50,000.....	12
\$50,000 to under \$75,000.....	12
\$75,000 to under \$100,000.....	11
\$100,000 or more	22
(Refused)	19
(Don't know).....	7
(ref:INCOME)	

Q.78 It is possible that a reporter for the Los Angeles Times may do a news story based on some of these topics and may want to ask a few follow-up questions of some of the people we spoke to tonight. Would you be willing to allow a reporter to have your responses on the questions and then possibly call you for a brief interview?

	Total
Yes.....	55
No	45
(ref:LATFLW)	

Q.6 In what year were you born?

	Total
18-24.....	12
25-29.....	5
30-34.....	7
35-39.....	7
40-44.....	7
45-49.....	9
50-54.....	8
55-59.....	10
60-64.....	8
Over 64	22
(No answer)	5
(ref:AGE)	

Q.4 Sex of respondent

	Total
Male	47
Female	53
(ref:GENDER)	