

GREENBERG QUINLAN ROSNER RESEARCH

AMERICAN VIEWPOINT®

September 25, 2010

USC/Los Angeles Times Poll

California Statewide Survey Results

September 15-22, 2010
1511 Registered Voters

Los Angeles Times

USC
UNIVERSITY
OF SOUTHERN
CALIFORNIA

Latino  **Decisions**
Everything Latino Politics

About this survey

This survey is the fourth wave of research conducted for the *Los Angeles Times* and the University of Southern California College of Letters, Arts and Sciences.

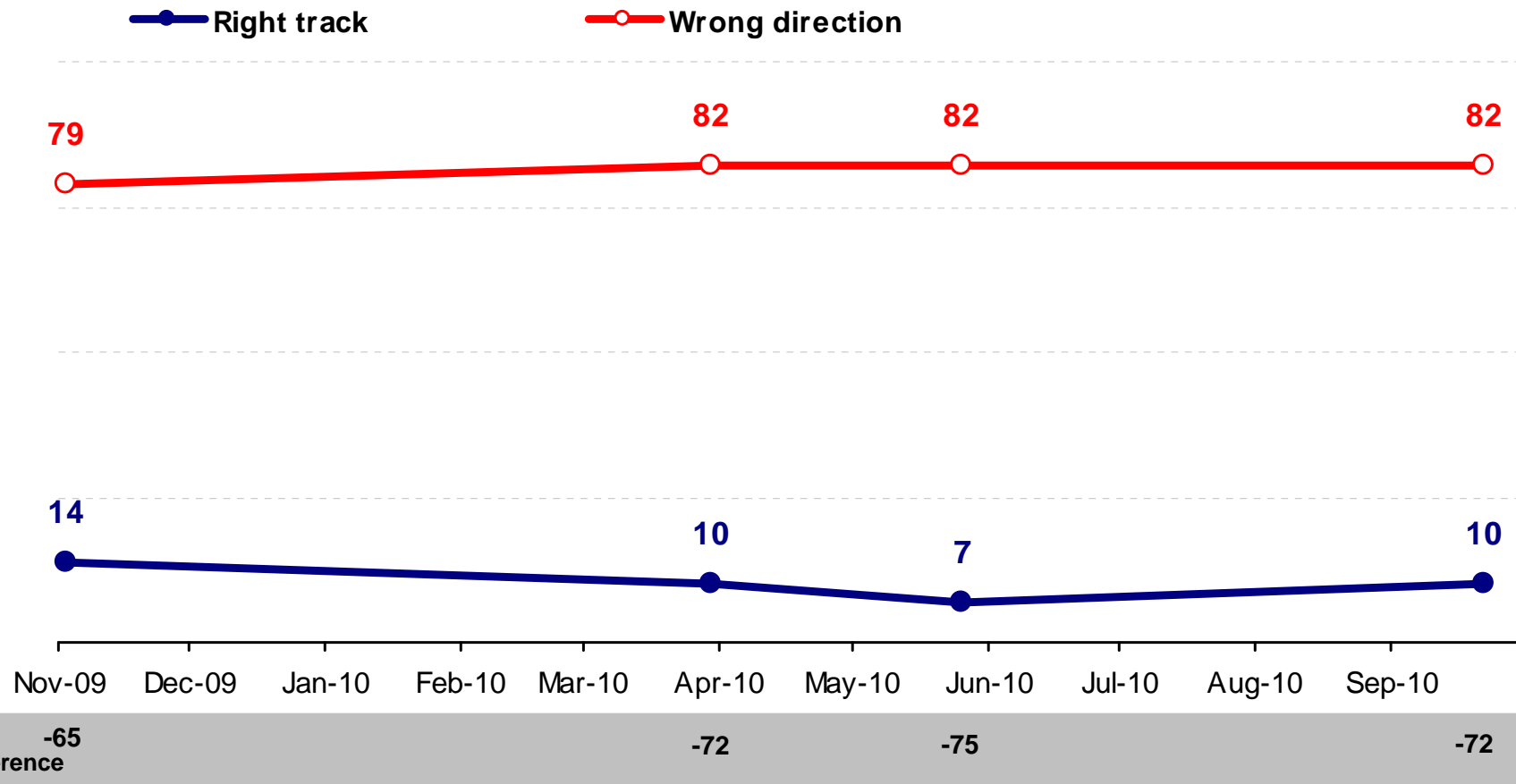
These findings are based on a California statewide telephone survey of 1511 registered voters conducted September 15-22, 2010, with 1330 respondents reached through landline telephones and 181 respondents reached through cellular phones. Interviews were conducted by telephone using live interviewers from Opinion Access Corporation. A separate oversample of 400 Latino registered voters were interviewed by telephone by Latino Decisions, a joint effort between Pacific Market Research and professors Dr. Gary Segura from Stanford University and Dr. Matt Barreto from the University of Washington. Bilingual dialers gave respondents the option of taking the survey in English or Spanish.

For the purposes of this presentation, numbers will be based on the 887 Likely voter respondents, 878 white respondents, and 367 Latino respondents, unless otherwise noted. The survey has a margin of error of +/- 2.5 percentage points among all respondents, a margin of error of +/- 3.5 percentage points among likely voters and a margin of error of +/- 5 points for registered Latino voters.

The political landscape

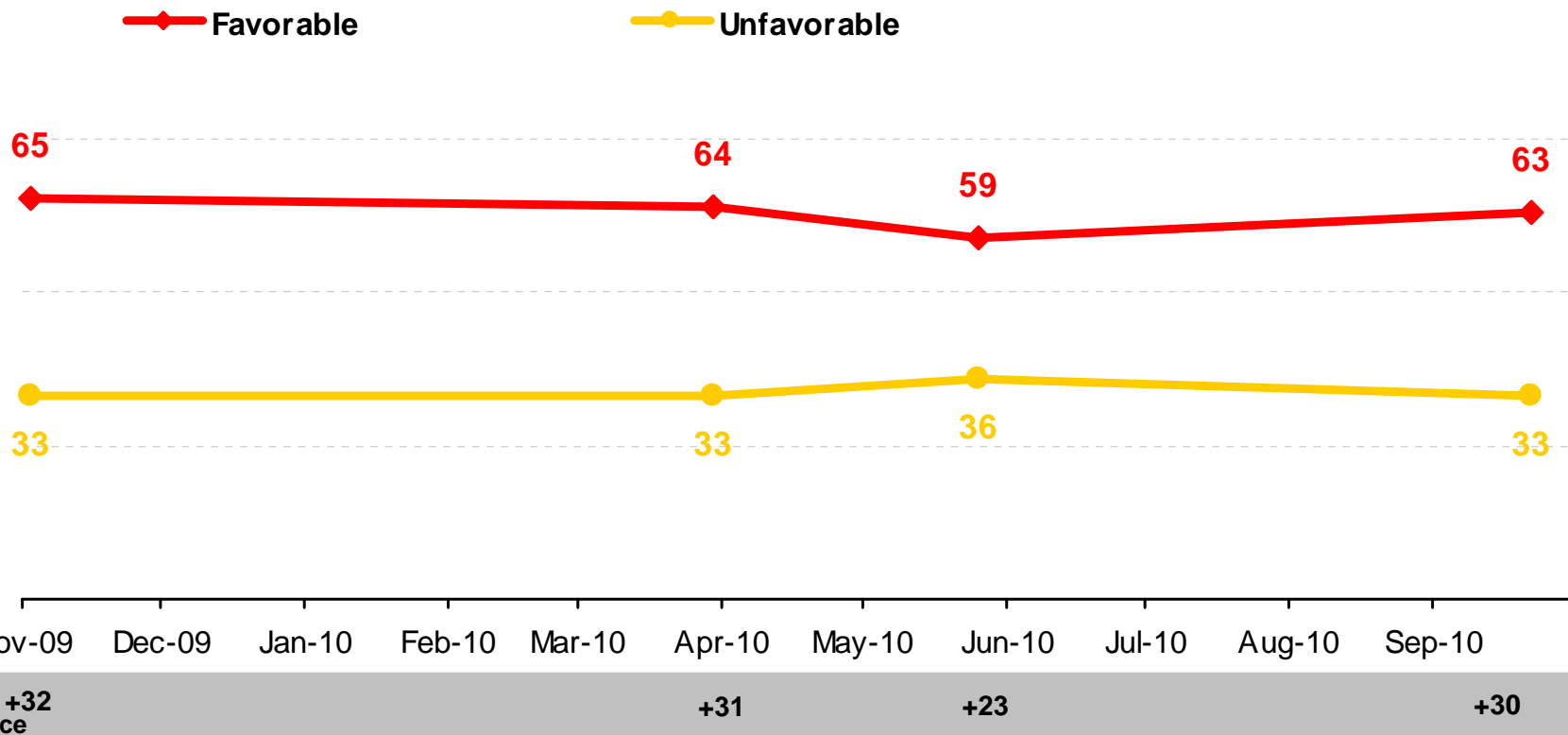
Direction of California still overwhelmingly pessimistic

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?



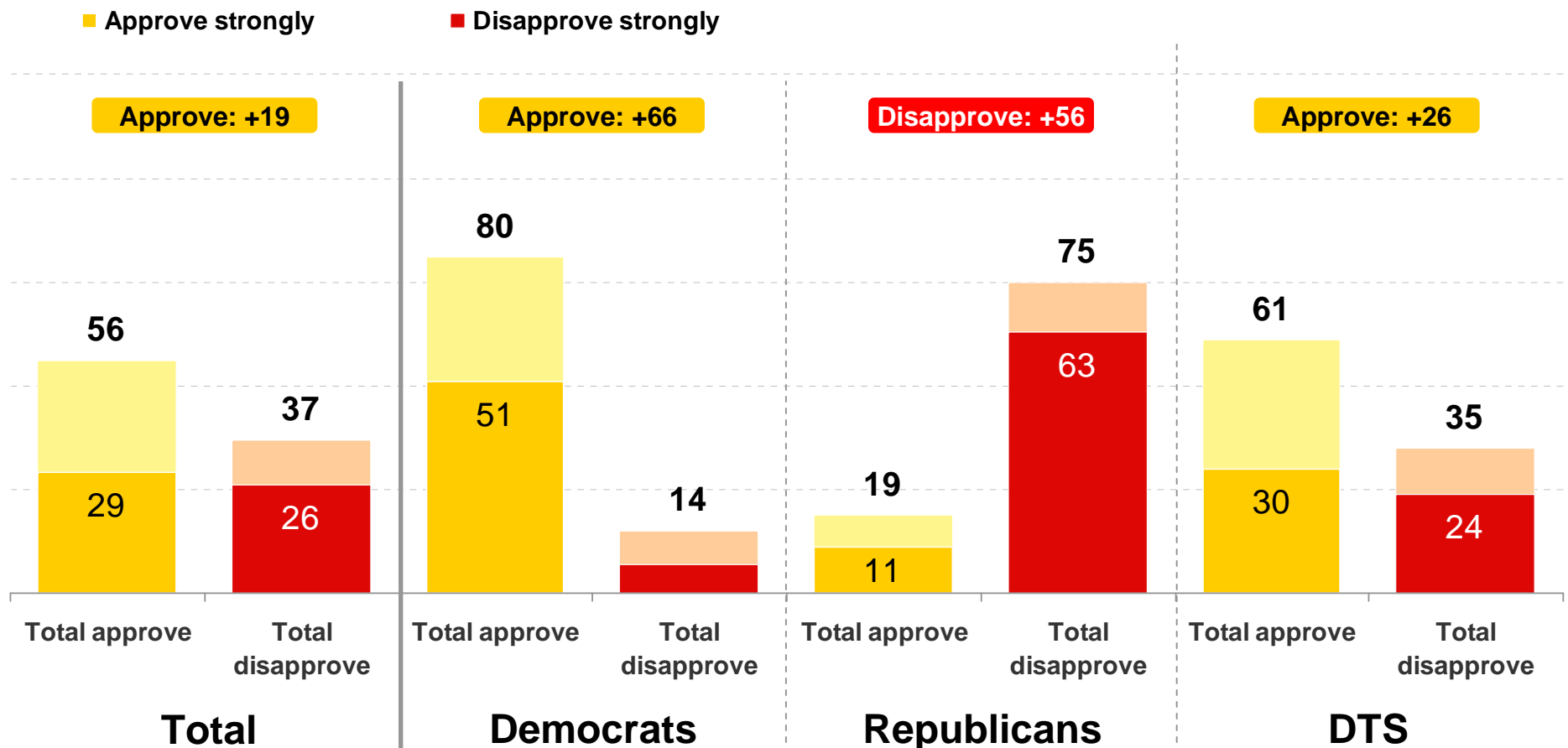
Obama: personal favorability sees slight improvement in California

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**?



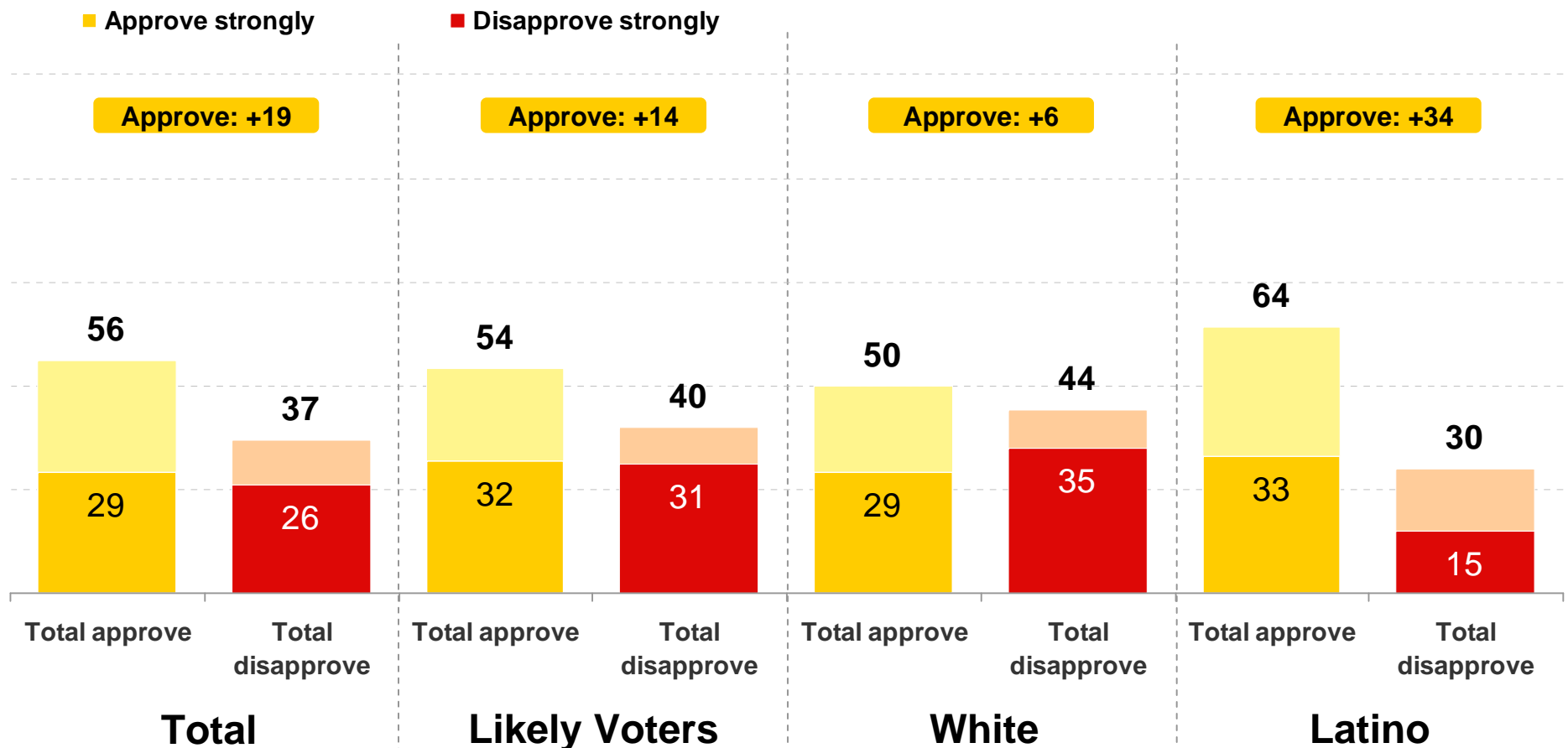
Obama job approval by party registration

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



Obama job approval especially strong with Latino voters

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



Los Angeles Times

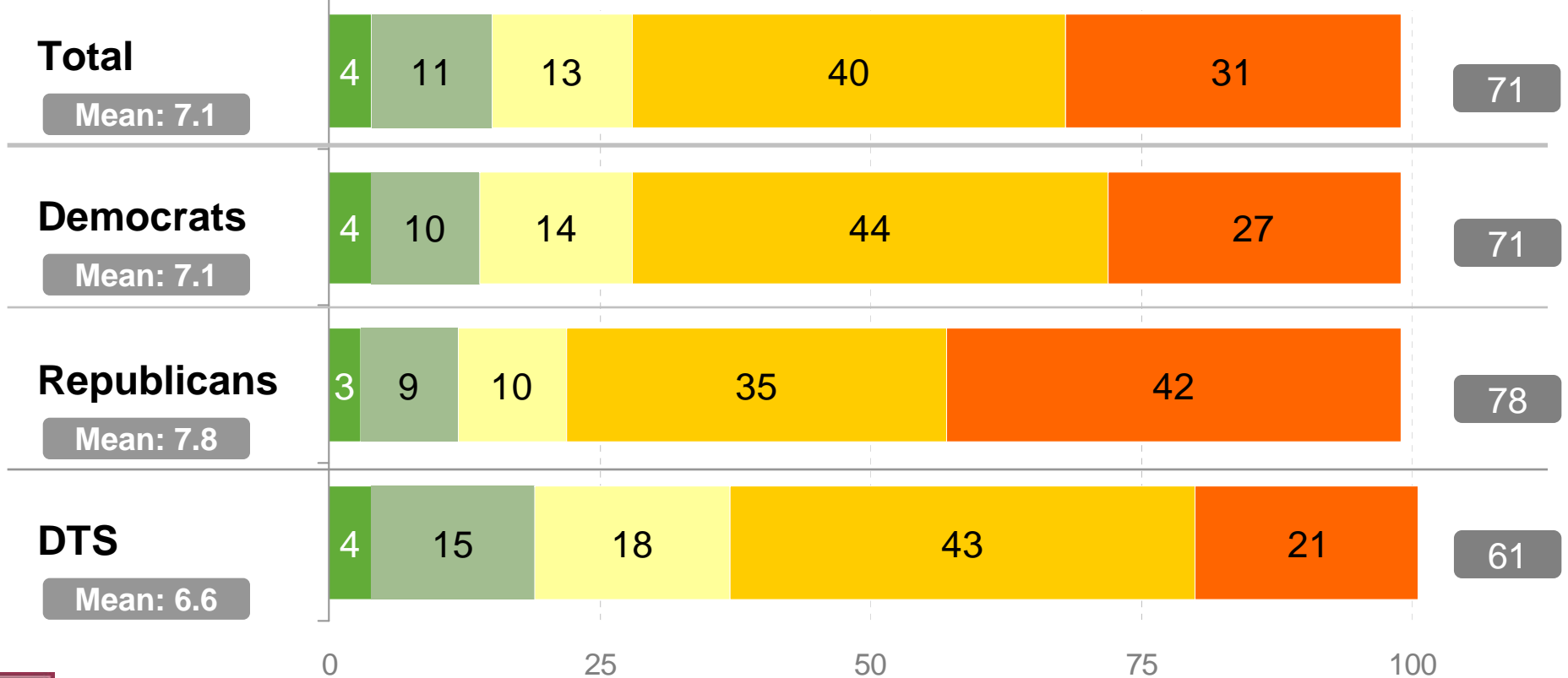


Voter enthusiasm by party registration

Please rate your level of enthusiasm about voting in this year's election for Congress on a scale from zero to ten, where zero means you're not at all enthusiastic about voting this year and ten means you're extremely enthusiastic about voting this year. You can use any number from zero to ten, the higher the number the more enthusiastic you are about voting this year.

Total
6-10

■ 0: Not at all ■ 1-4: Not very enthusiastic ■ 5: In the middle ■ 6-9: Enthusiastic ■ 10: Very

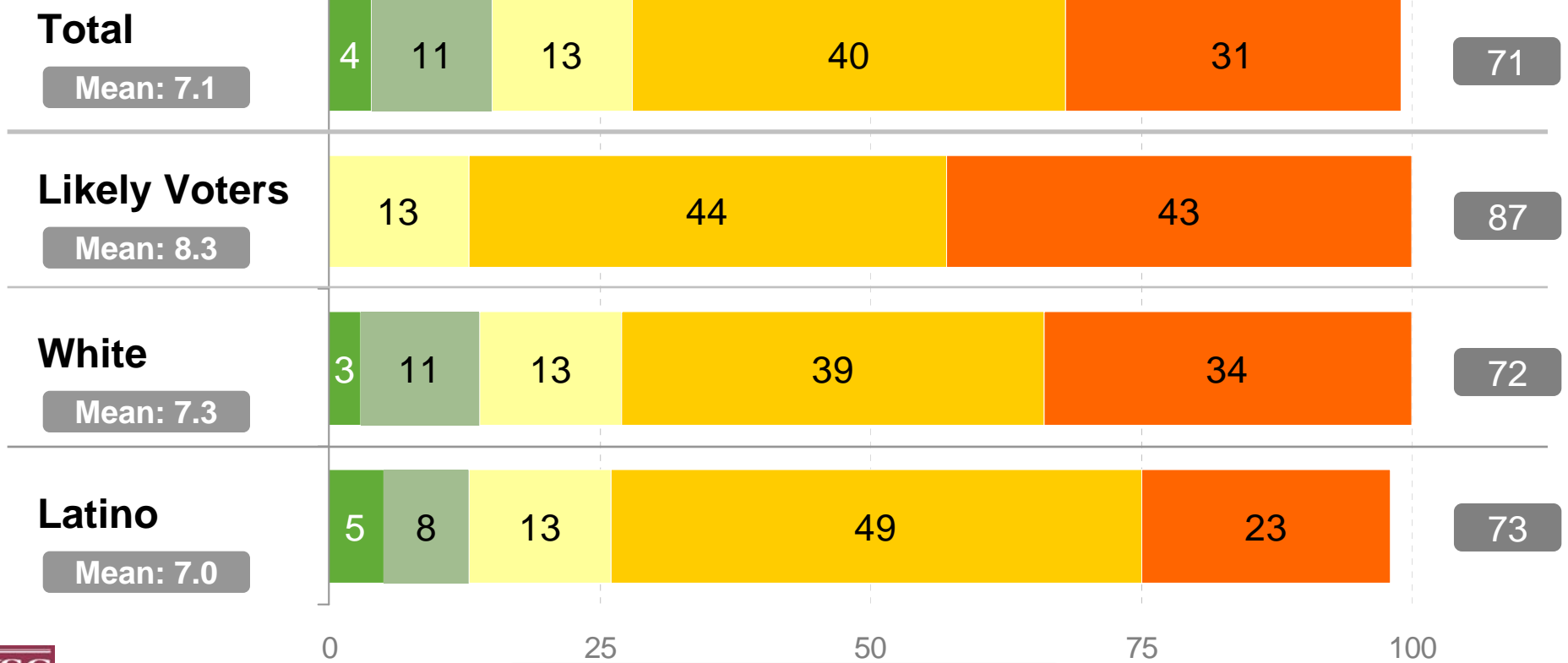


Voter enthusiasm: Likely voters more so than registered voters

Please rate your level of enthusiasm about voting in this year's election for Congress on a scale from zero to ten, where zero means you're not at all enthusiastic about voting this year and ten means you're extremely enthusiastic about voting this year. You can use any number from zero to ten, the higher the number the more enthusiastic you are about voting this year.

Total
6-10

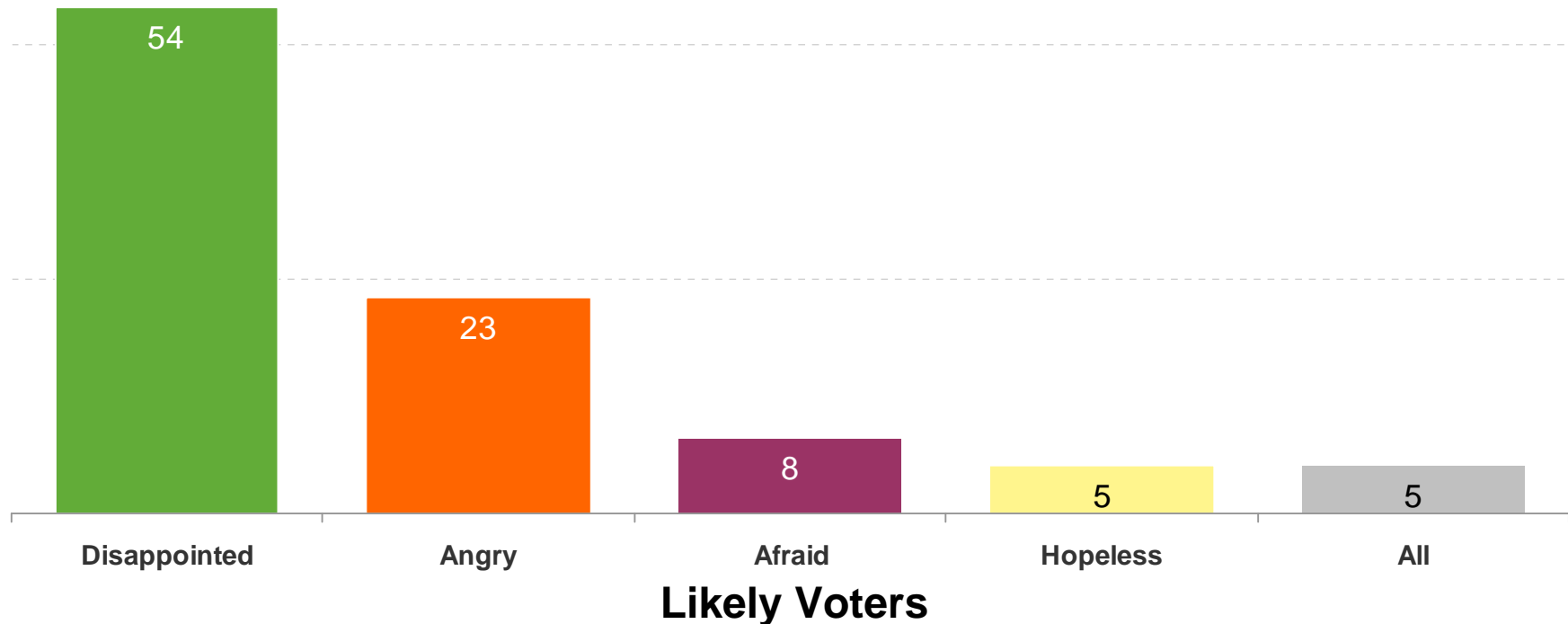
■ 0: Not at all ■ 1-4: Not very enthusiastic ■ 5: In the middle ■ 6-9: Enthusiastic ■ 10: Very



*Note: These results are based on the sample of the total 1511 respondents.

Those pessimistic about direction cite disappointment more than anger

Which of the following best describes your emotions about the way things are going in California: angry, hopeless, afraid, or disappointed?

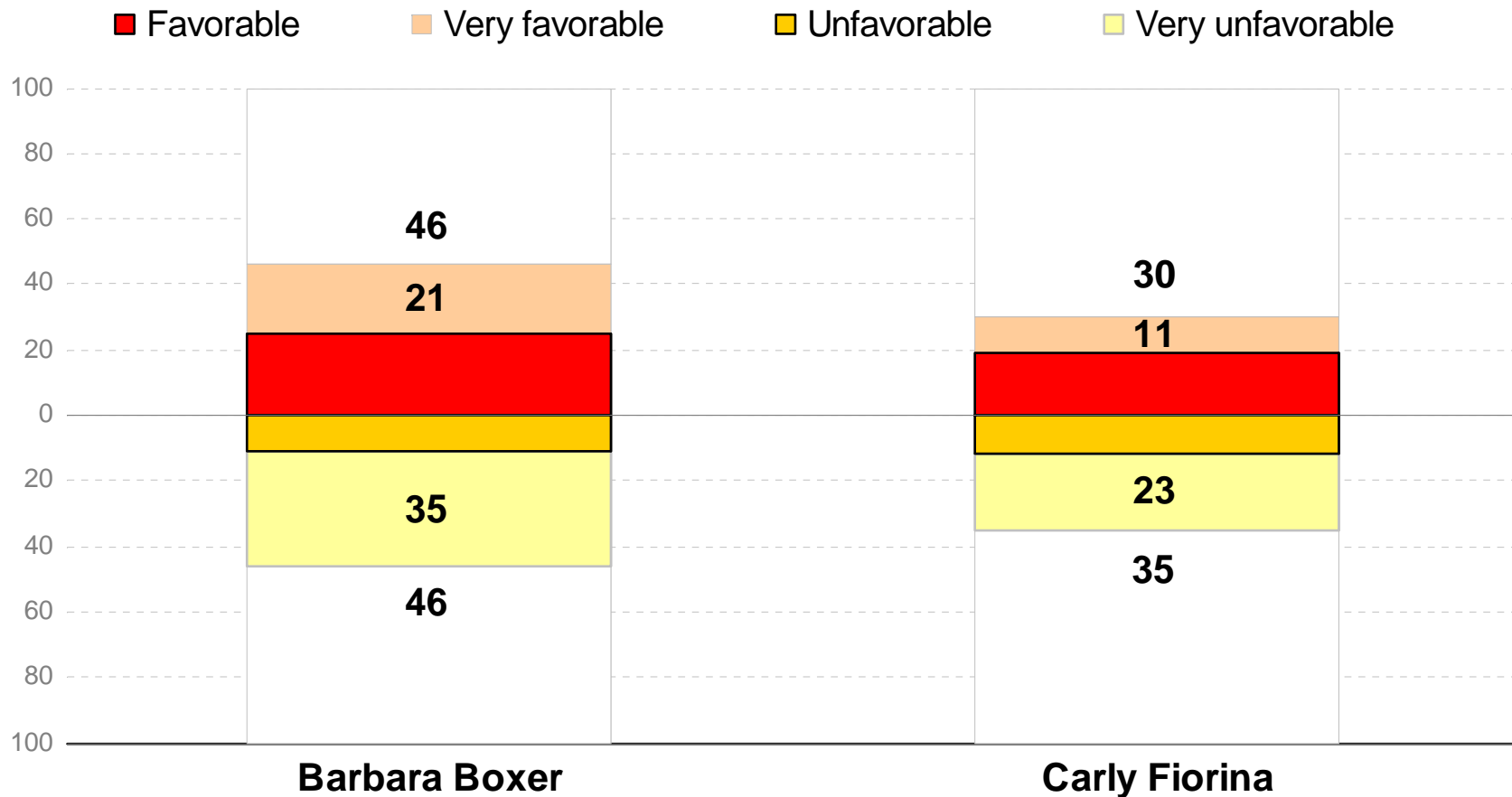


**Note: This question was only asked of the 722 likely voter respondents who answered 'Wrong Direction' in regards to the question DIRECT2 on whether things in California are going in the right direction, or have gotten off on the wrong track.*

The election for U.S. Senate

Favorability of 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?

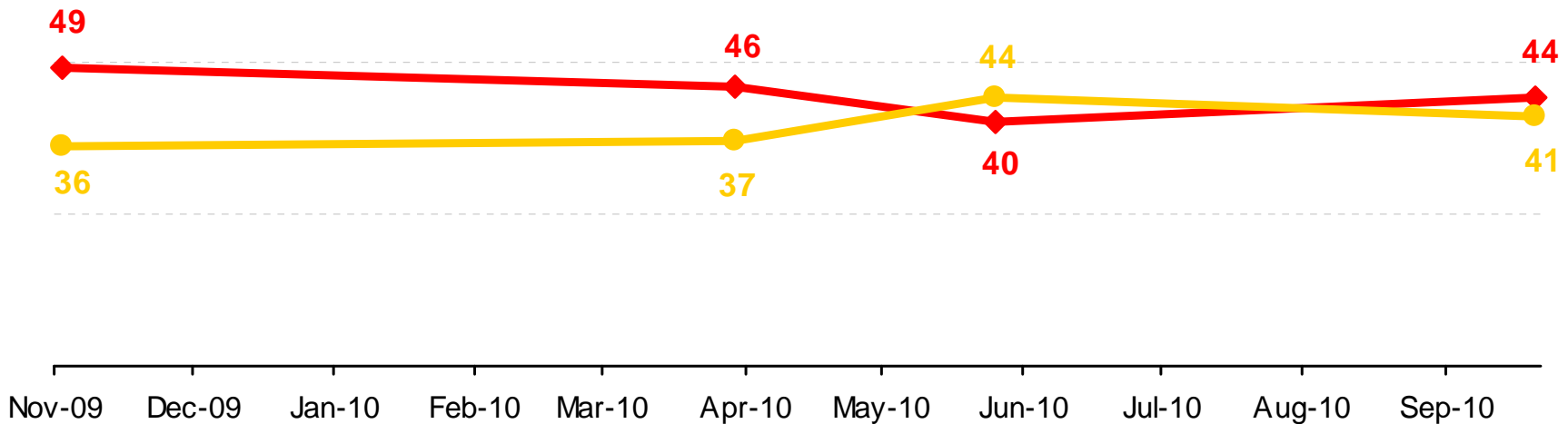


Boxer: favorable ratings below half

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 **Barbara Boxer**?

◆ Favorable

● Unfavorable



Net Difference +13

+9

-4

+3

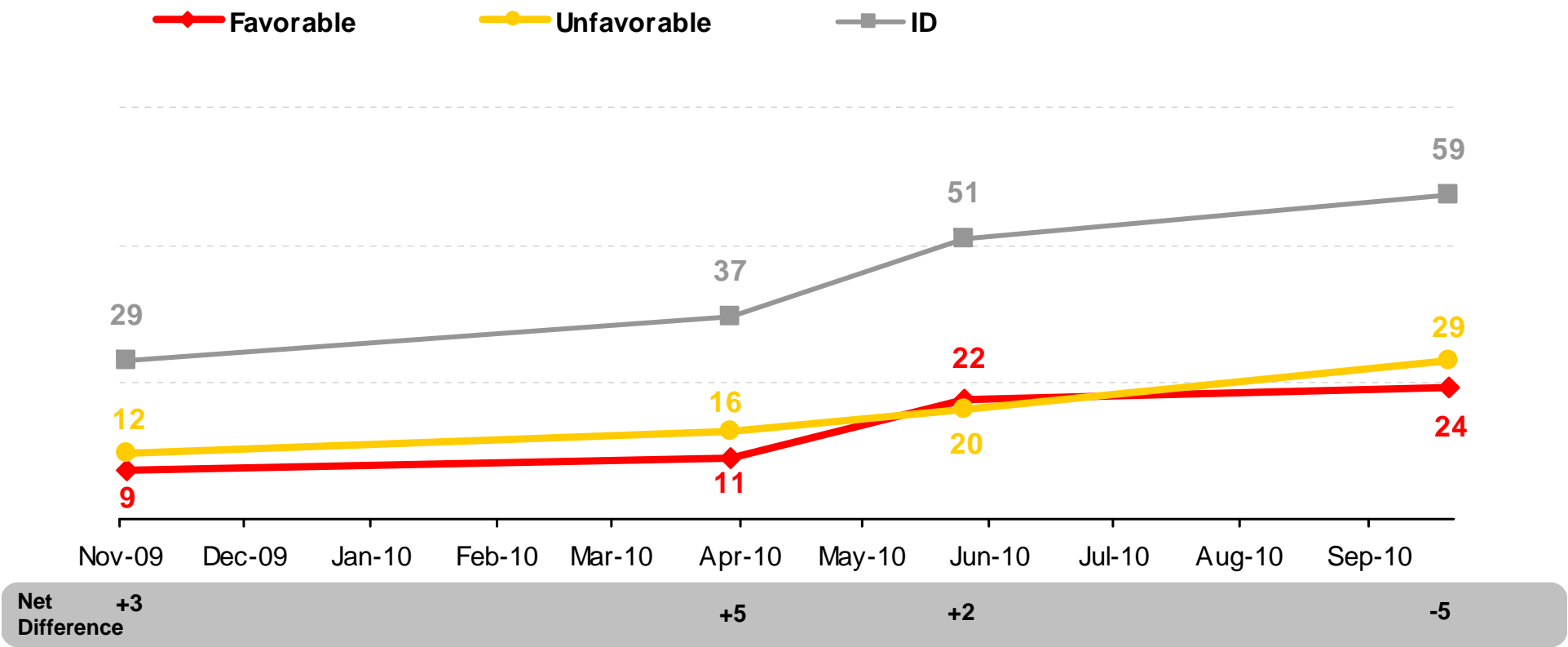


Los Angeles Times

*Note: These results reflect the total 1511 respondents.

Fiorina: still not well known; 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 **Carly Fiorina**?

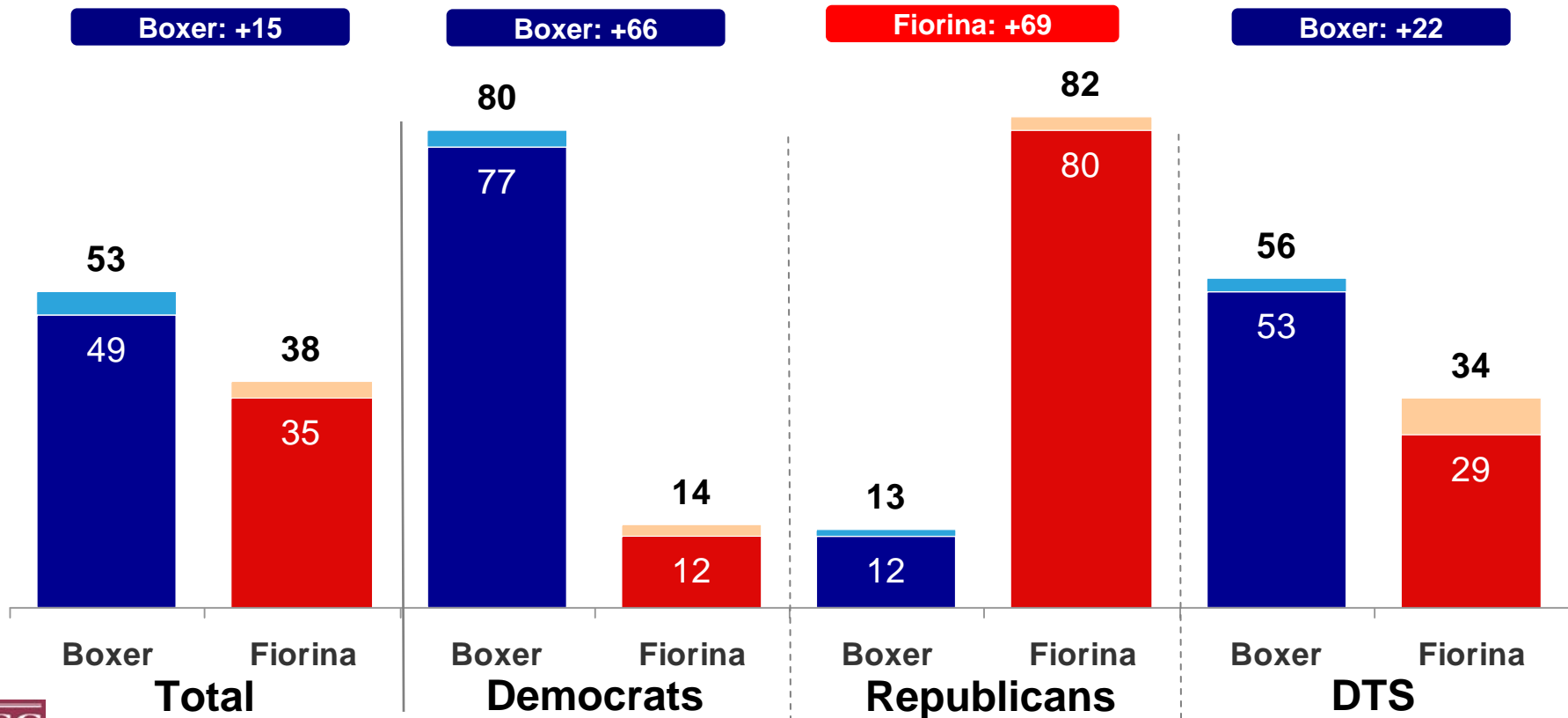


*Note: These results reflect the total 1511 respondents.

Senate vote: Solid lead for Boxer; vote heavily divided by partisanship

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?

■ Vote for Boxer strongly ■ Vote for Fiorina strongly

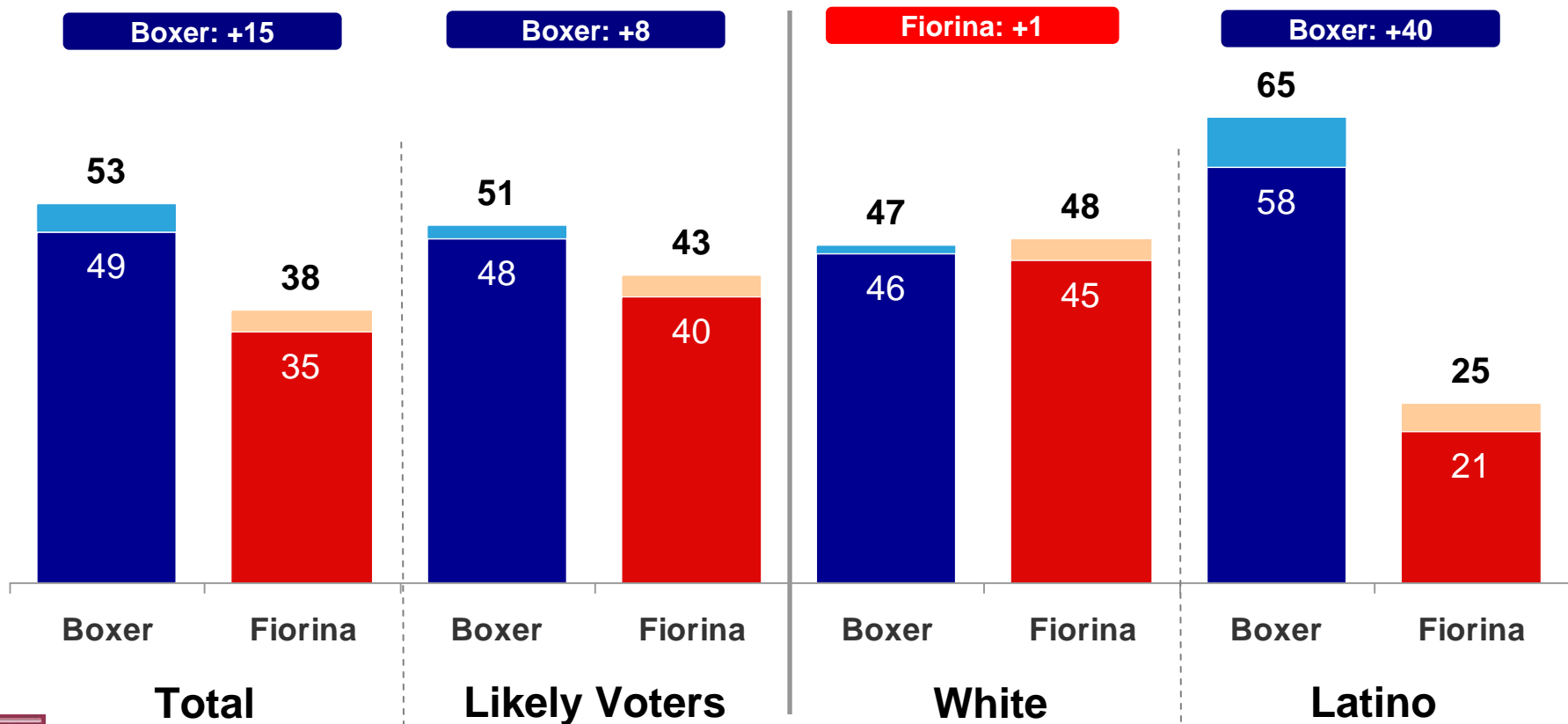


Los Angeles Times

Senate vote: Fiorina losing Latino voters

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?

■ Vote for Boxer strongly ■ Vote for Fiorina strongly

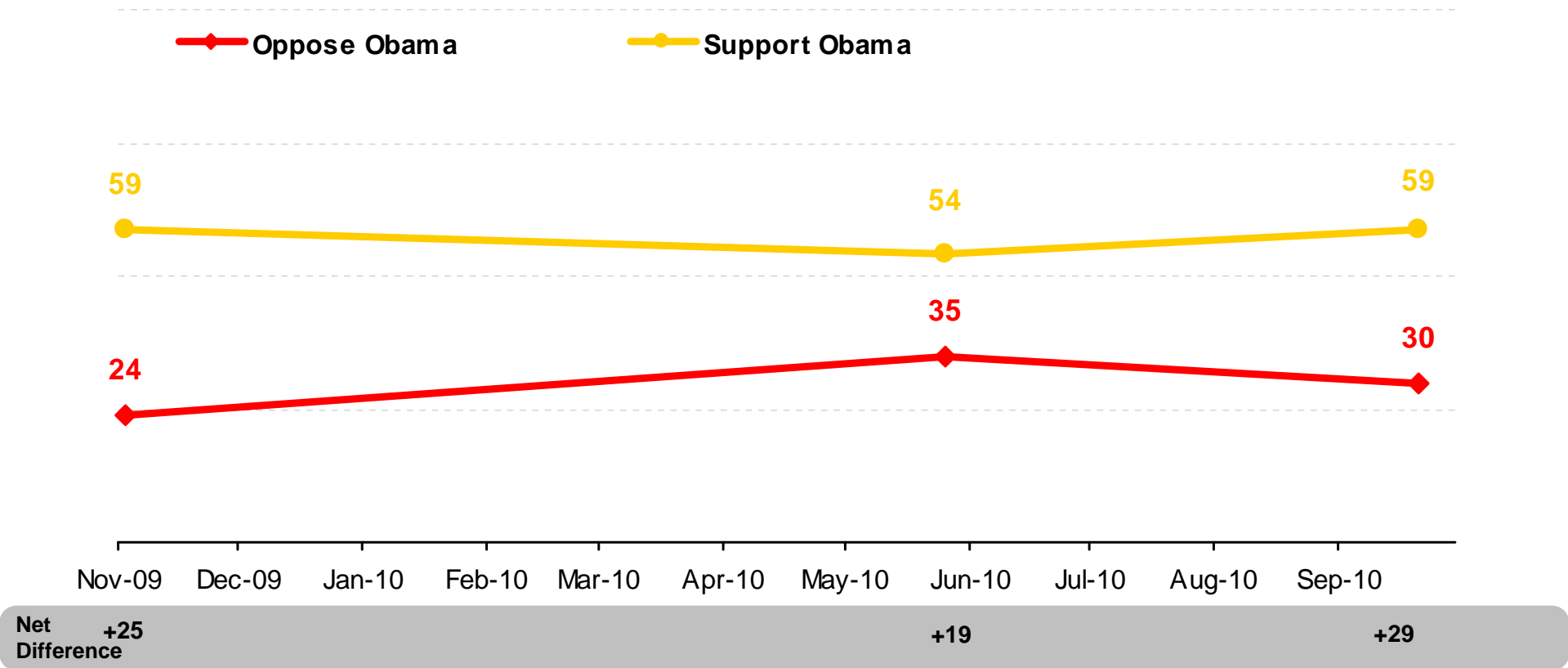


Los Angeles Times



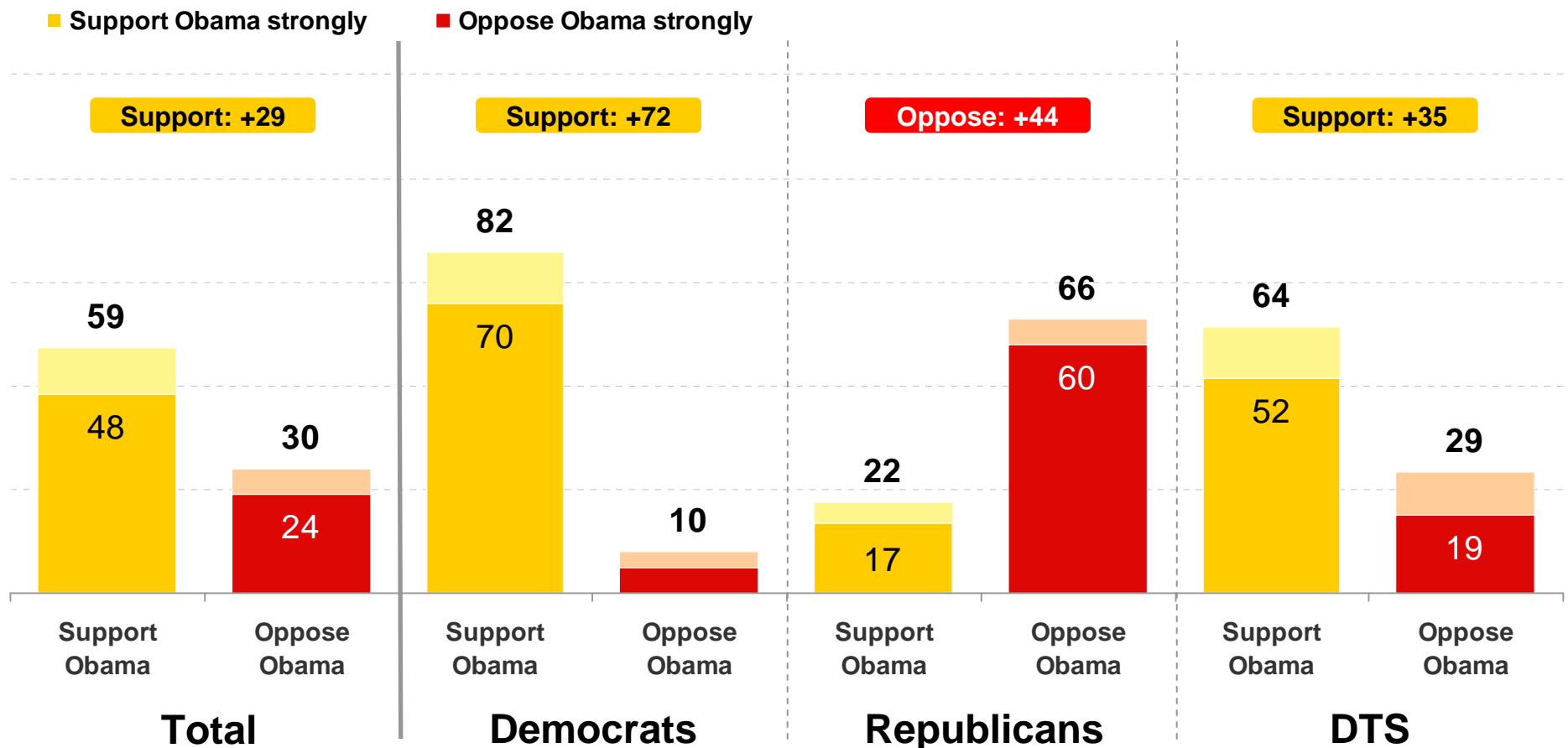
Voters continue to prefer senator who supports Obama's policies

Now, thinking about the election for US 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?



DTS voters prefer senator who supports Obama's policies

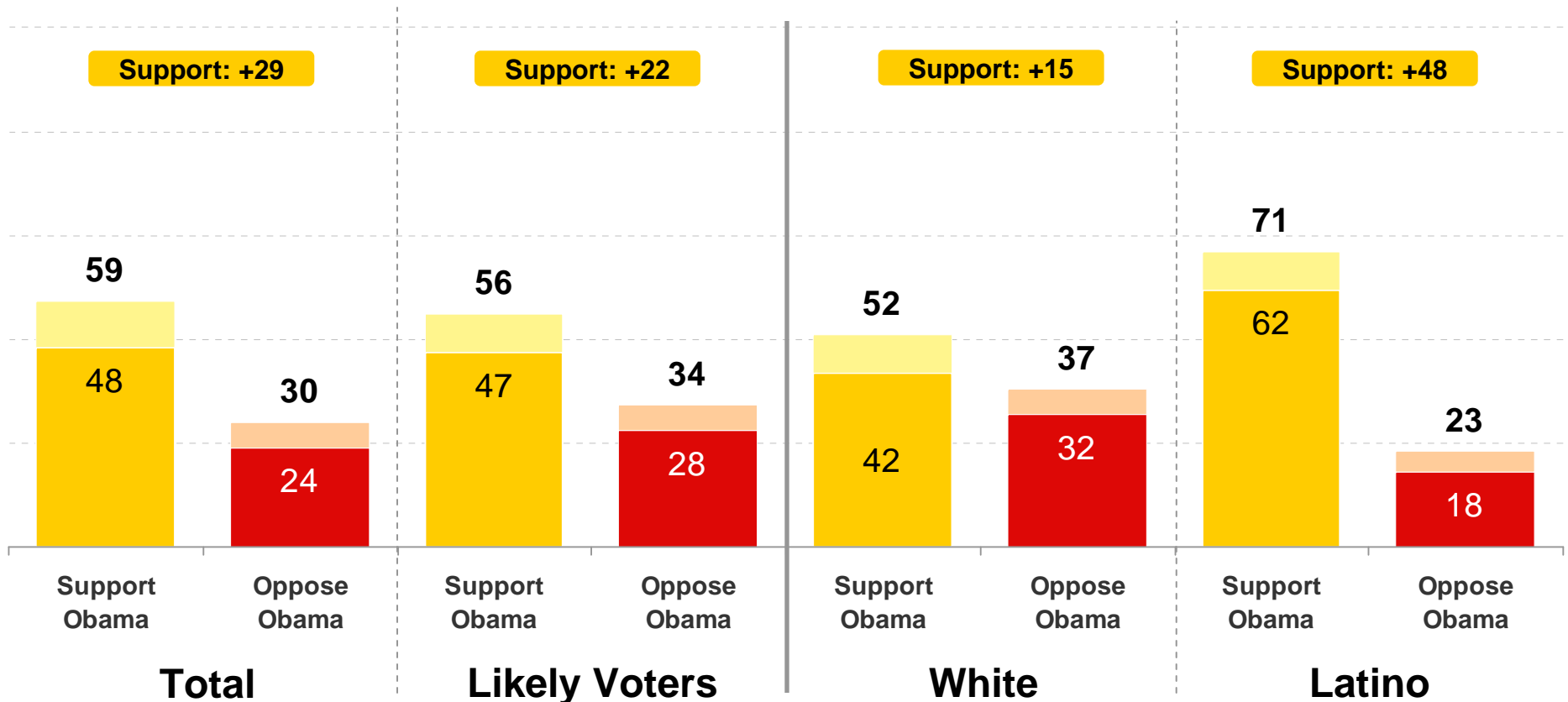
Now, thinking about the election for US Senate this year, do you want a senator who will mostly support President Obama's policies, or do you want a senator who will mostly oppose President Obama's policies?



Latinos overwhelmingly support pro-Obama senator

Now, thinking about the election for US 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?

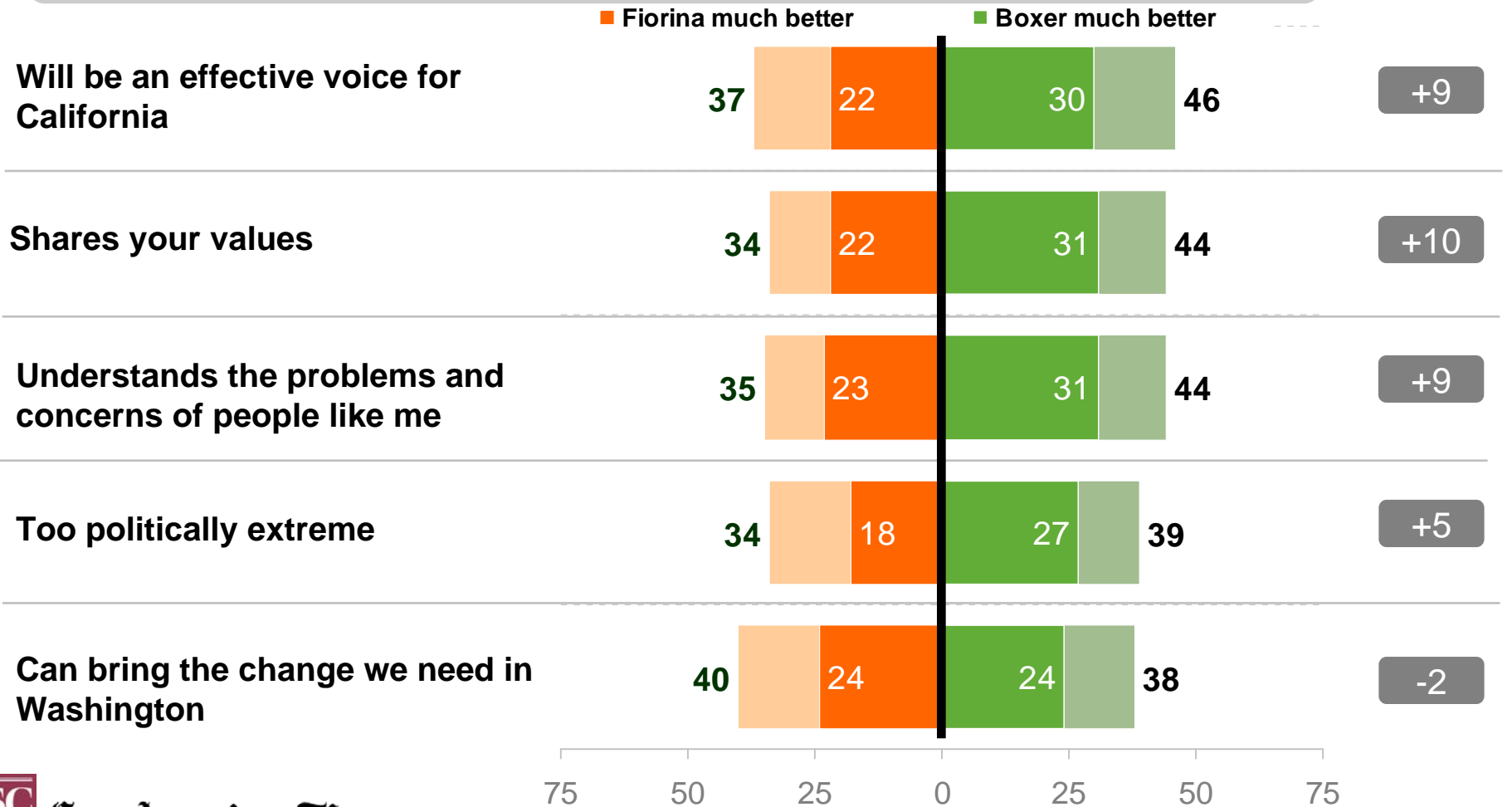
■ Support Obama strongly ■ Oppose Obama strongly



Boxer enjoys solid margins against Fiorina on most descriptions

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether you feel the phrase better describes Barbara Boxer or Carly Fiorina.

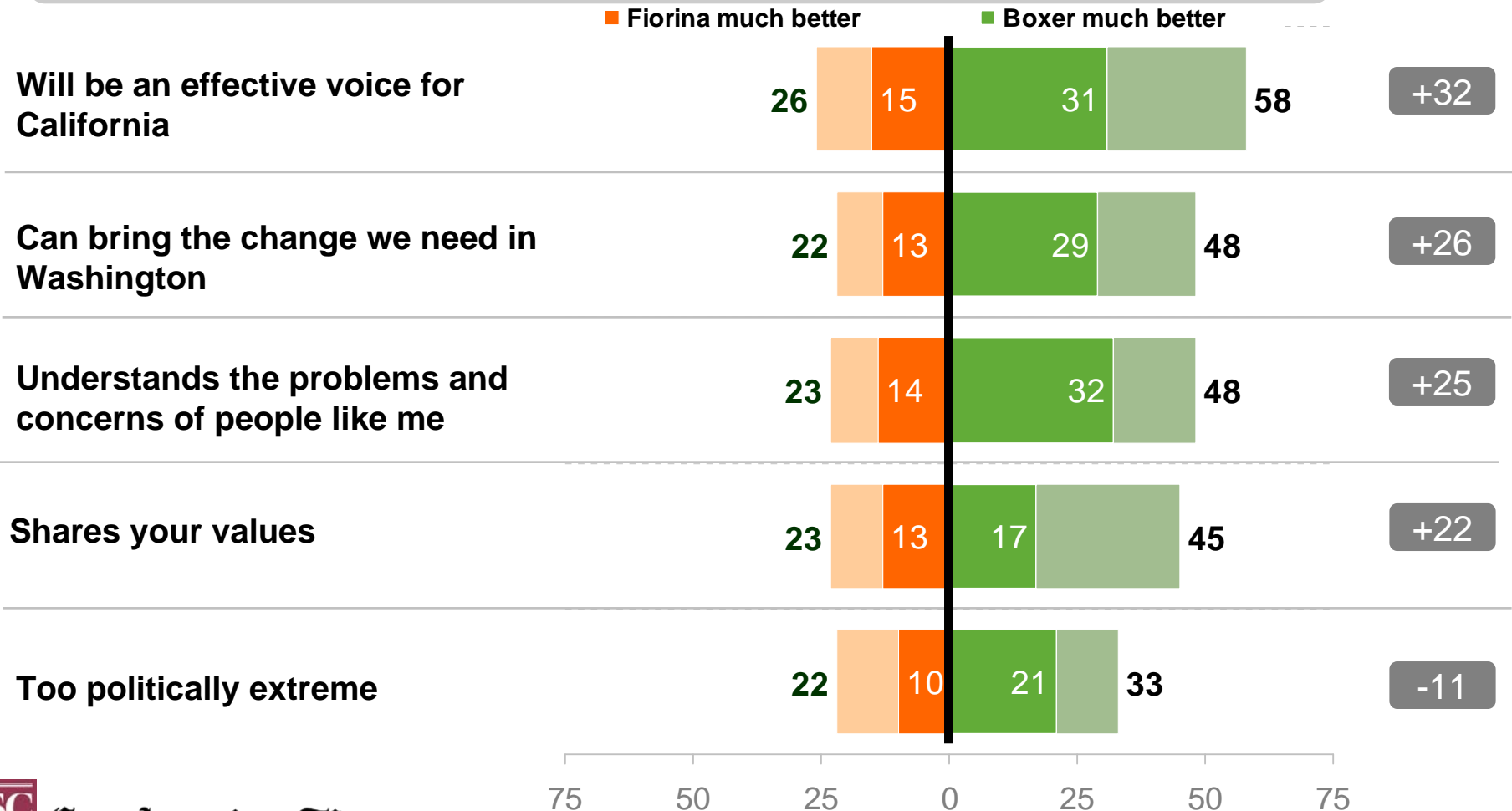
Boxer - Fiorina



Latinos strongly believe Boxer will be an effective voice

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether you feel the phrase better describes Barbara Boxer or Carly Fiorina.

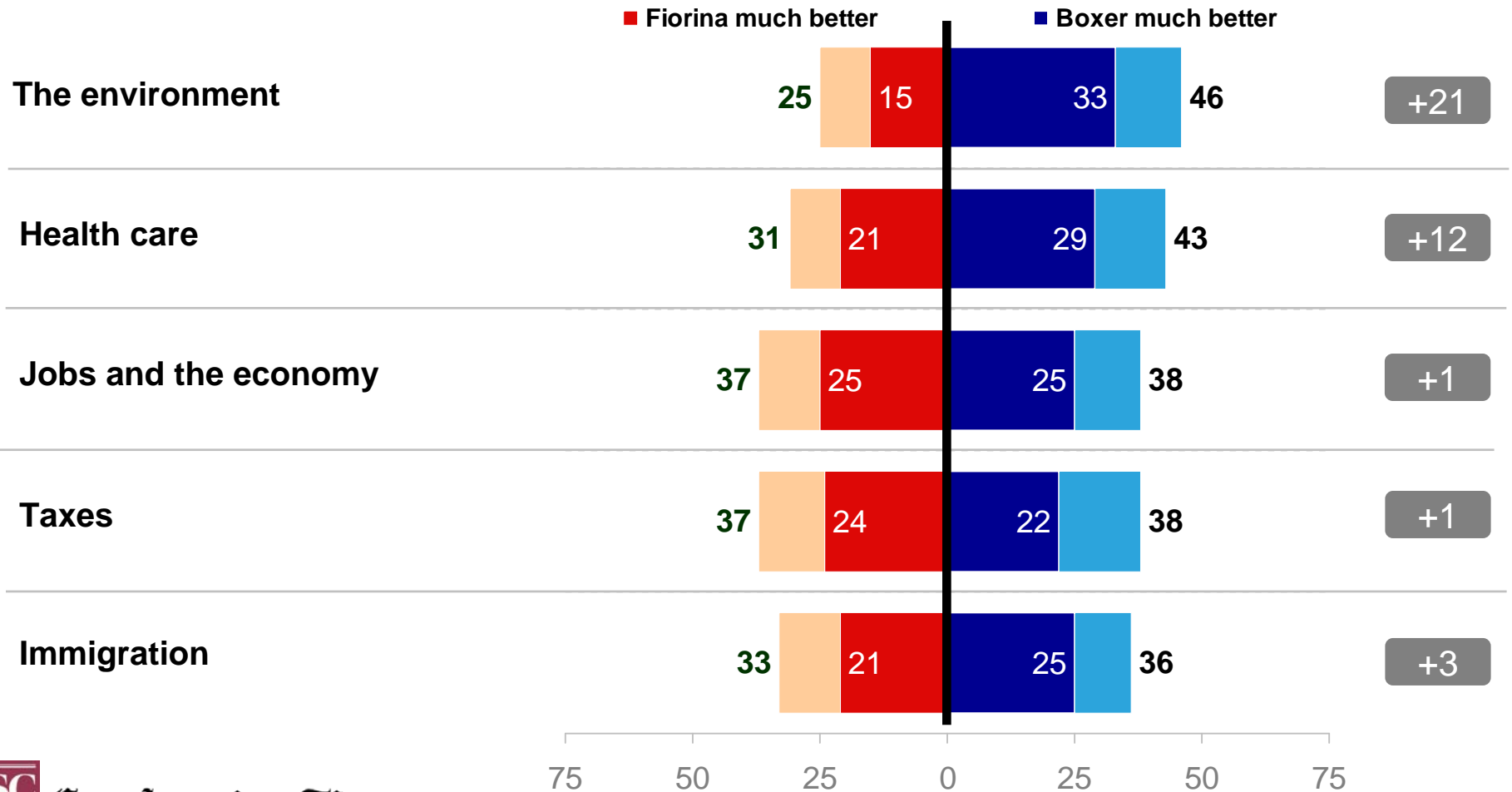
Boxer - Fiorina



Fiorina highly competitive with Boxer on economic issues

Now I am going to ask you something different. I am going to read you a list of issues and I want you to tell me whether, overall, you think Barbara Boxer or Carly Fiorina would do a better job with this issue. If you do not know, just tell me and we will move on to the next item.

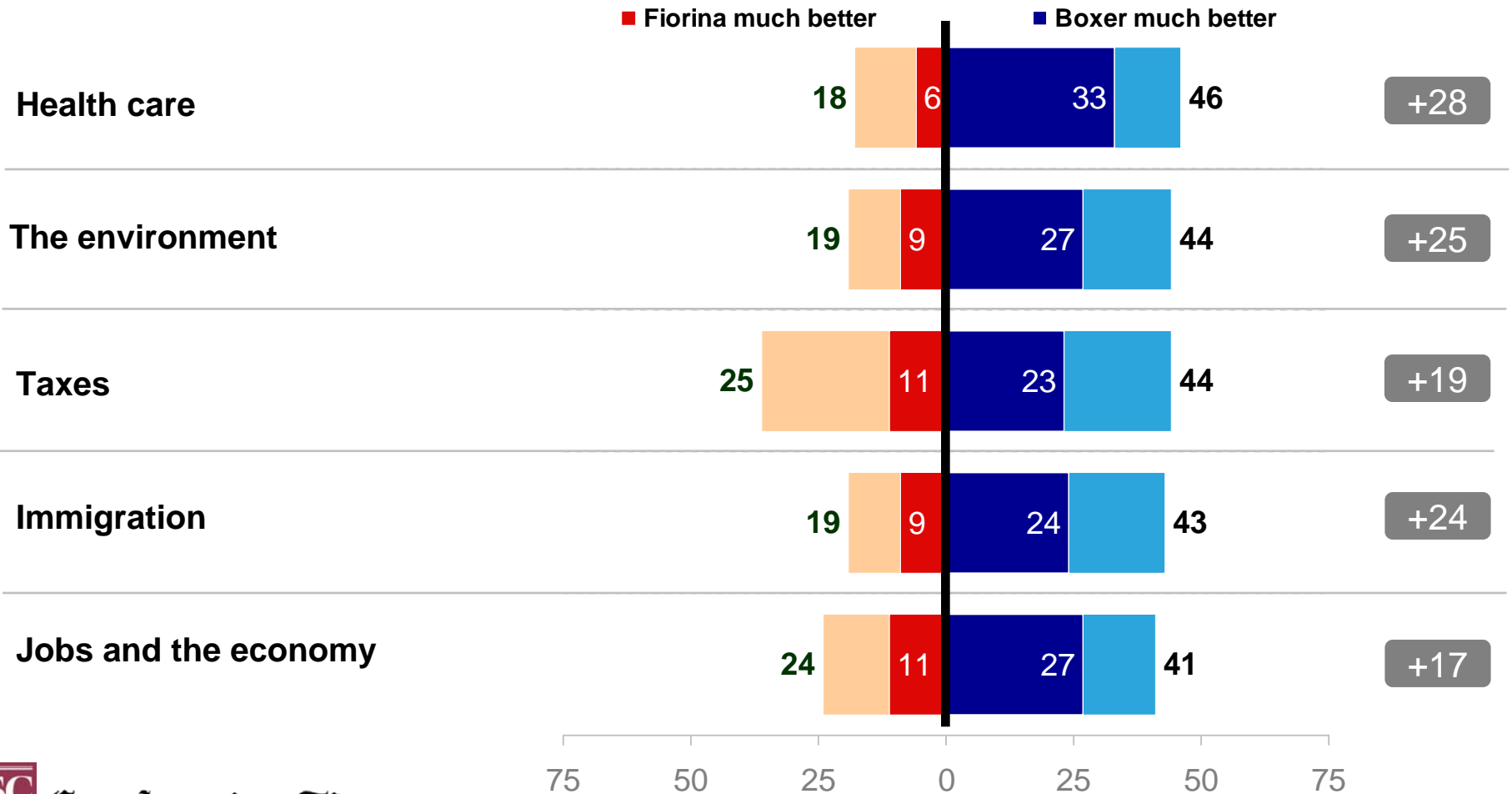
Boxer - Fiorina



Latinos see Boxer higher on all issues: largest gain on immigration

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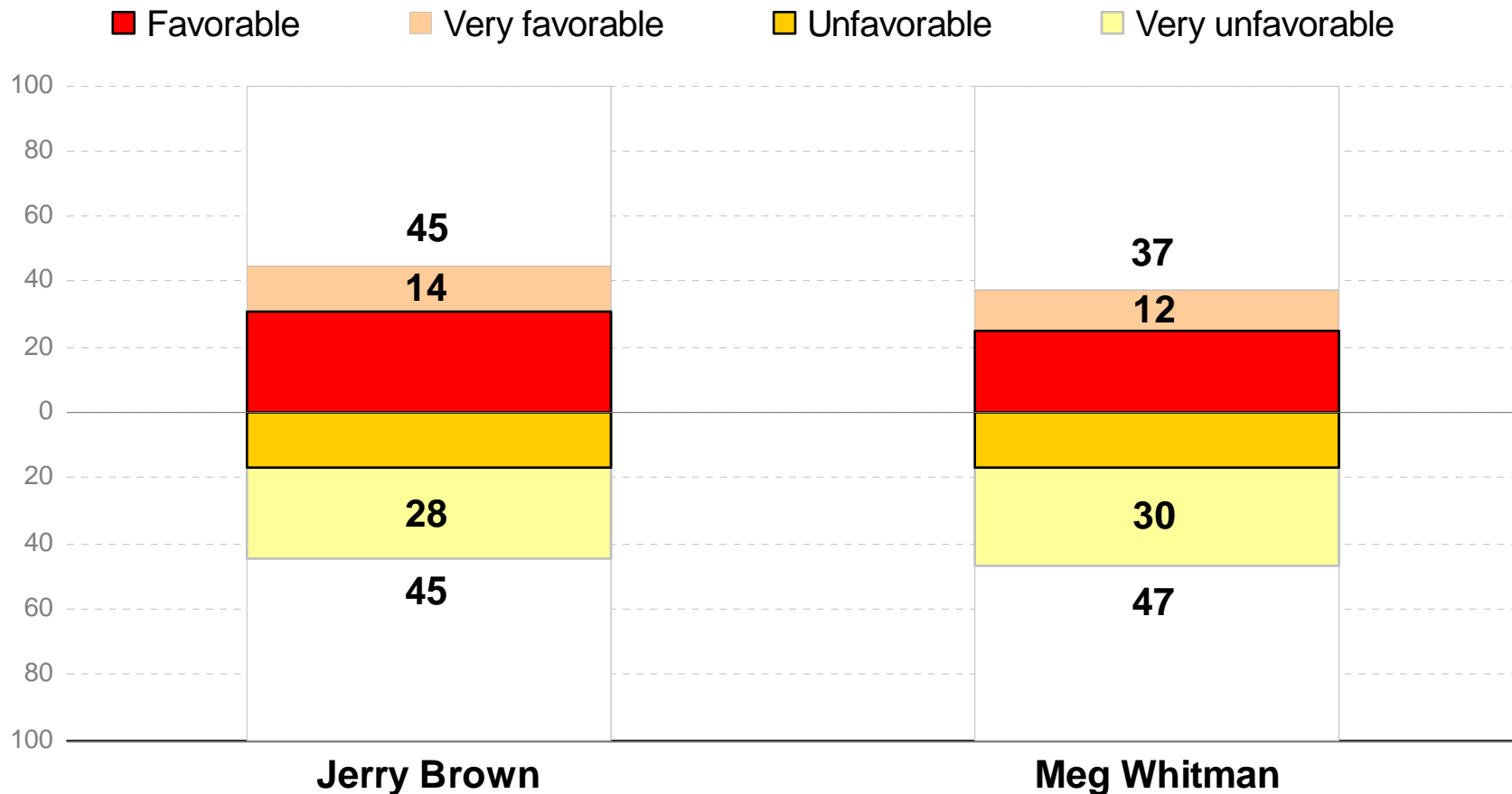
Boxer - Fiorina



The election for governor

Favorability of Candidates for Governor

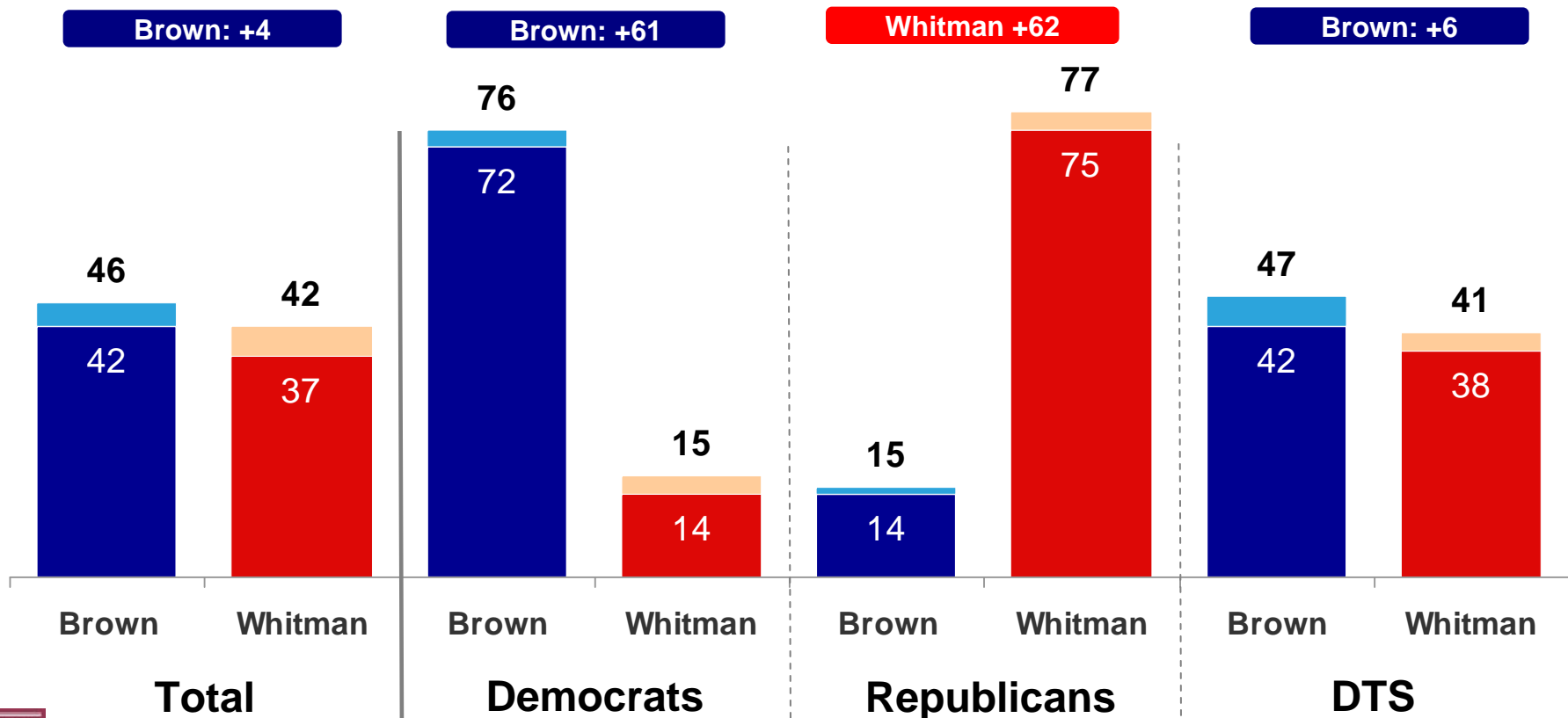
I am going to read you a list of names. For each, I would like you to tell me your impression of that person as of today: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable toward that person -- or haven't you heard enough about them to say?



Governor vote: Brown enjoys slight lead

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?

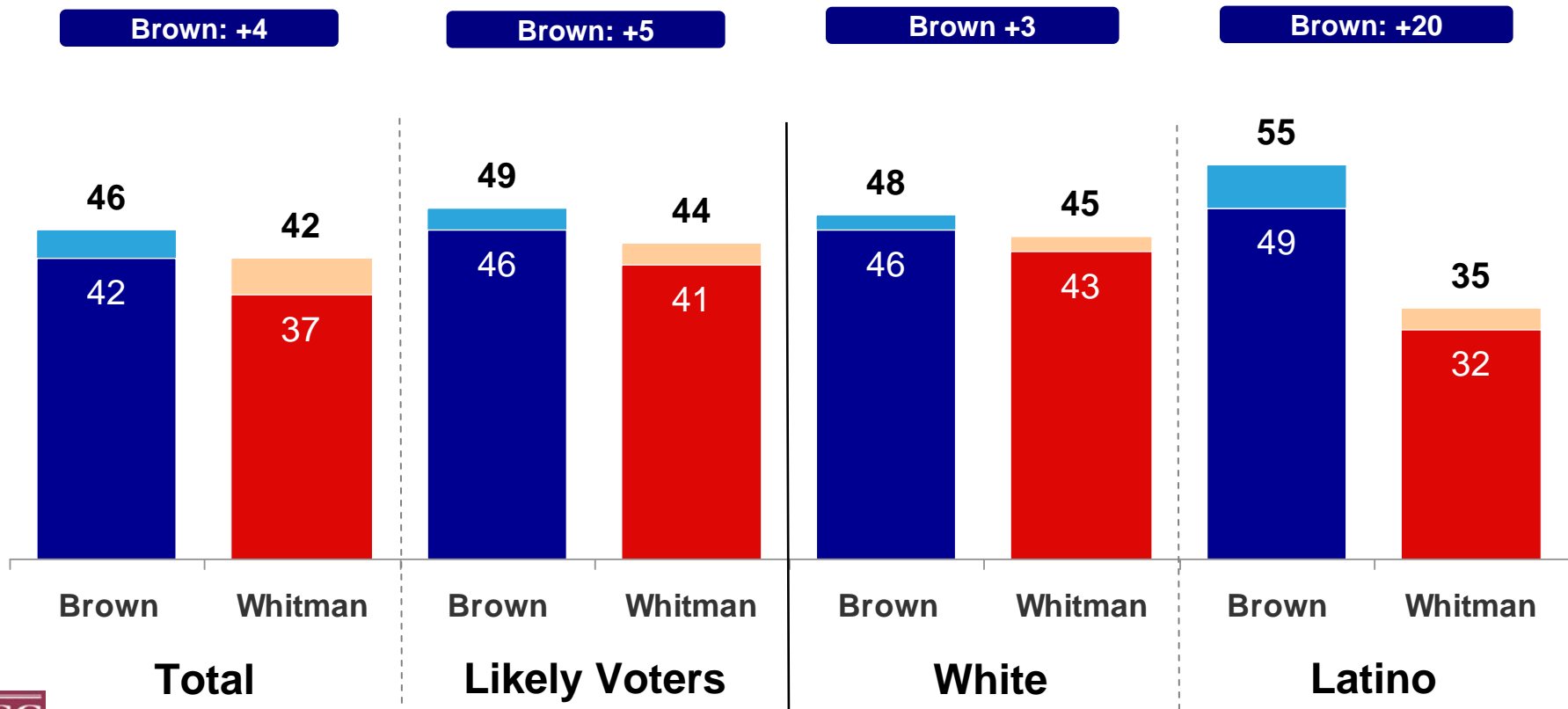
■ Vote for Brown strongly ■ Vote for Whitman strongly



Governor vote: Brown strong among Latinos

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?

■ Vote for Brown strongly ■ Vote for Whitman strongly



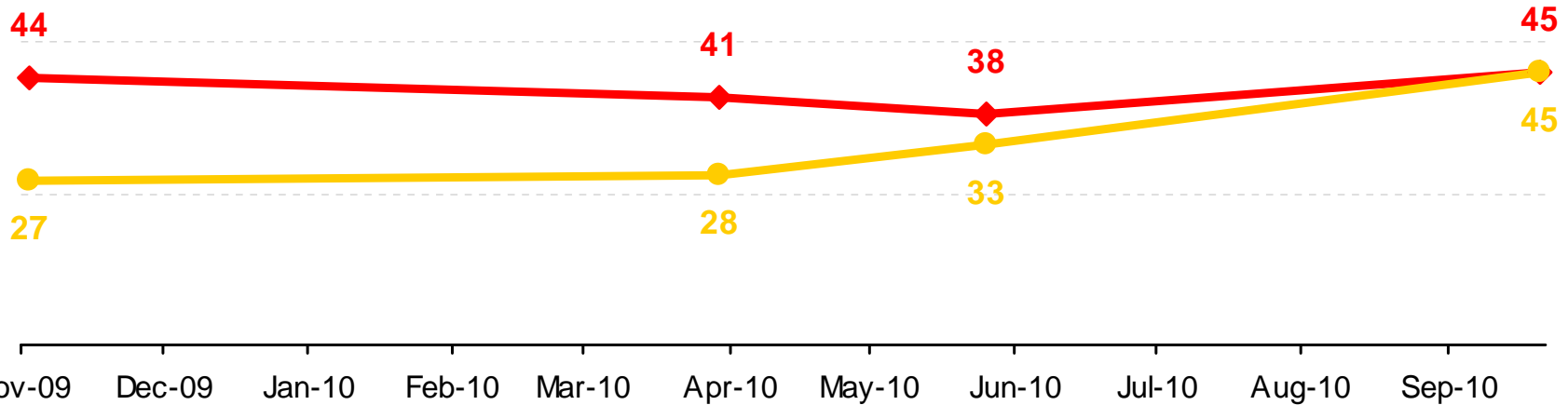
Los Angeles Times



Brown: equally favorable and unfavorable

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**?

◆ Favorable ● Unfavorable

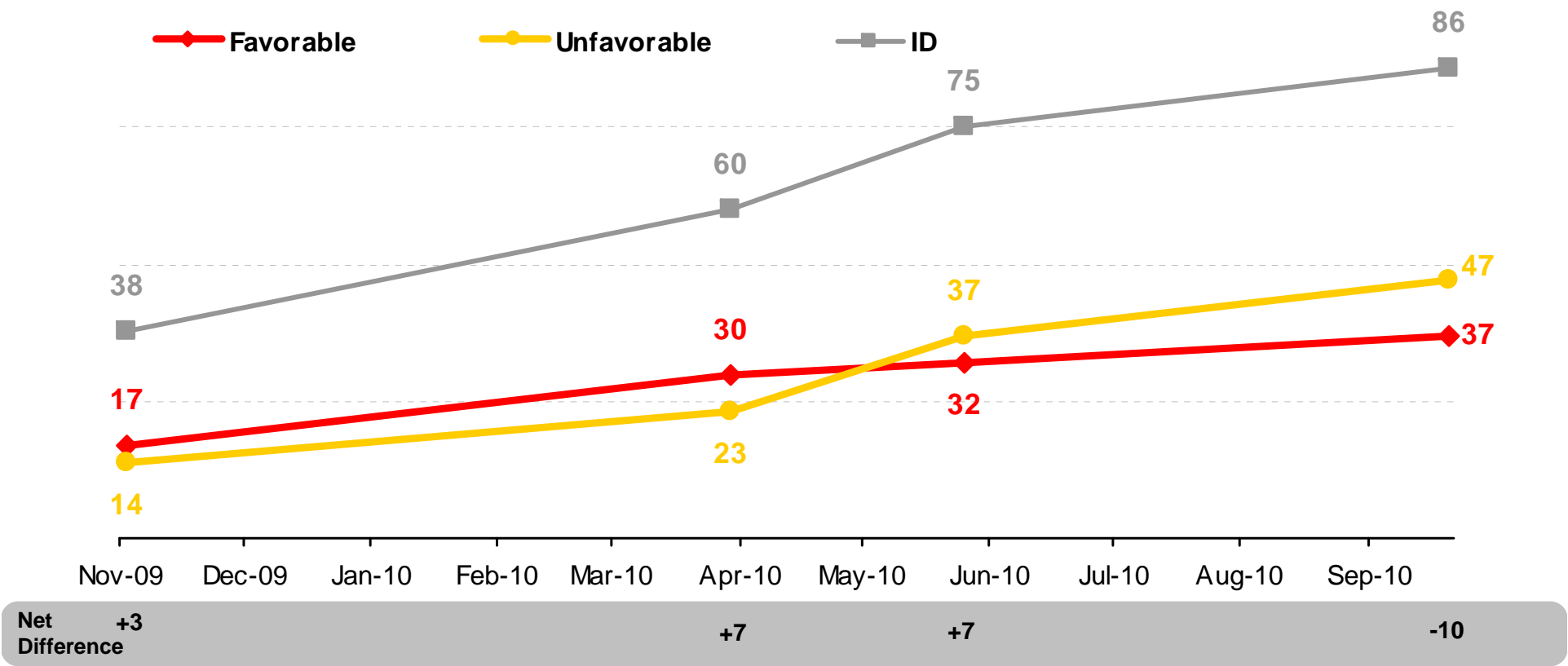


| Net Difference | Nov-09 | Apr-10 | Jun-10 | Sep-10 |
|----------------|--------|--------|--------|--------|
| | +17 | +13 | +5 | 0 |

*Note: These results reflect the total 1511 respondents.

Whitman: greater name recognition yields negative perceptions

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**?

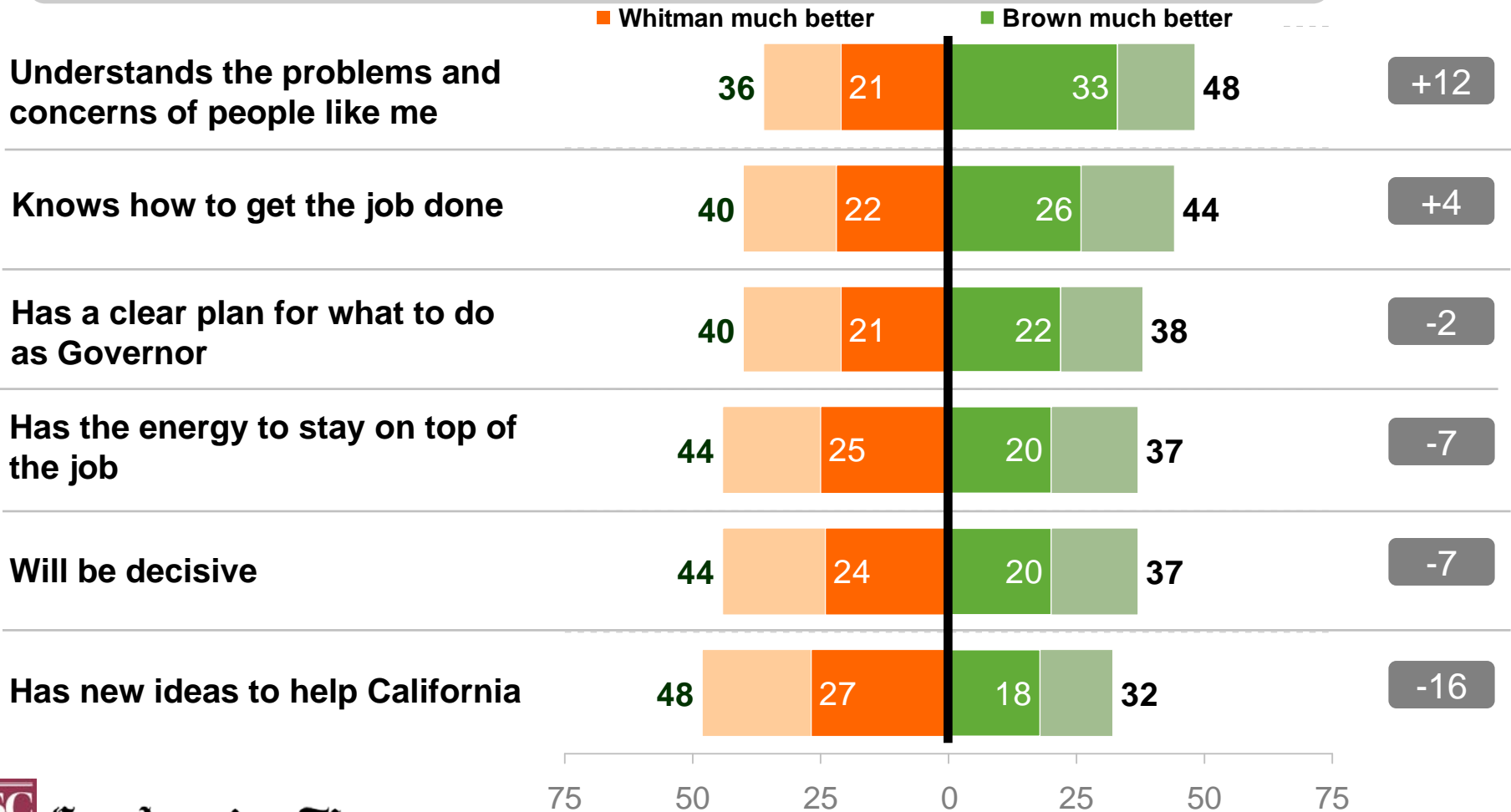


*Note: These results reflect the total 1511 respondents.

Whitman: Fresh, energetic, decisive; Brown: empathetic, competent

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether you feel the phrase better describes Jerry Brown or Meg Whitman.

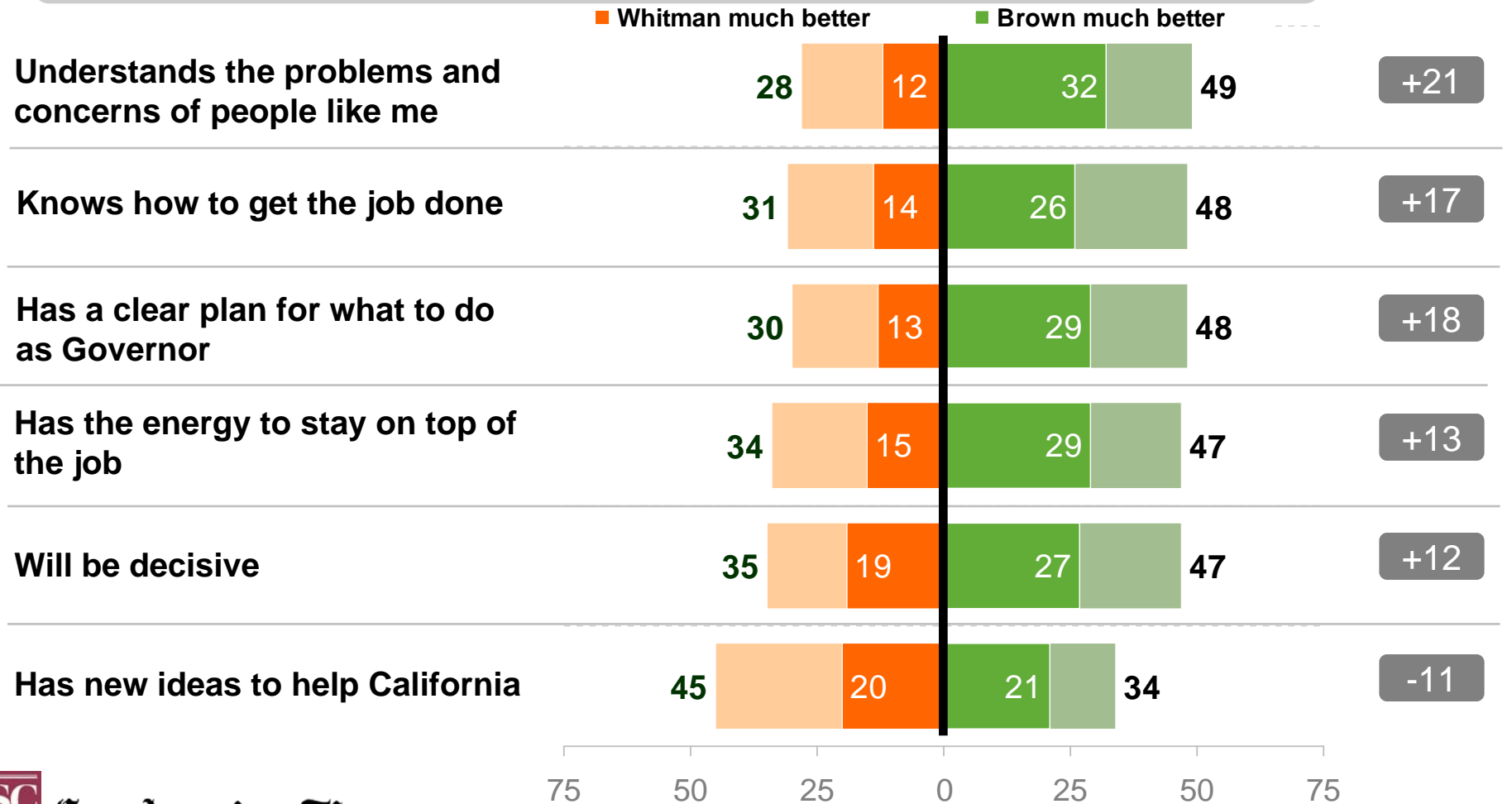
Brown - Whitman



Among Latinos, Brown viewed more positively than Whitman

Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether you feel the phrase better describes Jerry Brown or Meg Whitman.

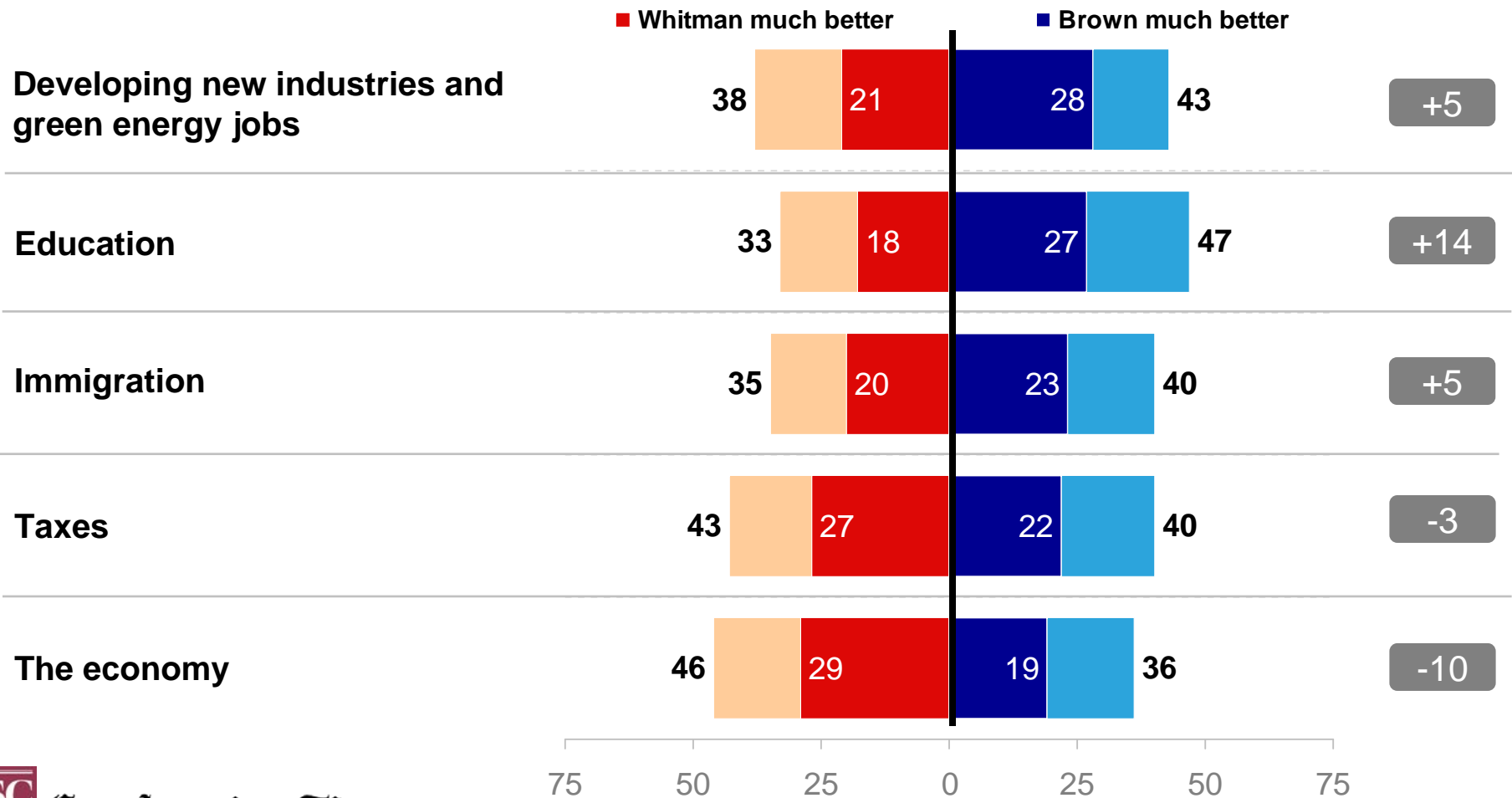
Brown - Whitman



Prefer Whitman on economy, Brown on education and green jobs

Now I am going to ask you something different. I am going to read you a list of issues and I want you to tell me whether, overall, you think Jerry Brown or Meg Whitman would do a better job with this issue. If you do not know, just tell me and we will move on to the next item.

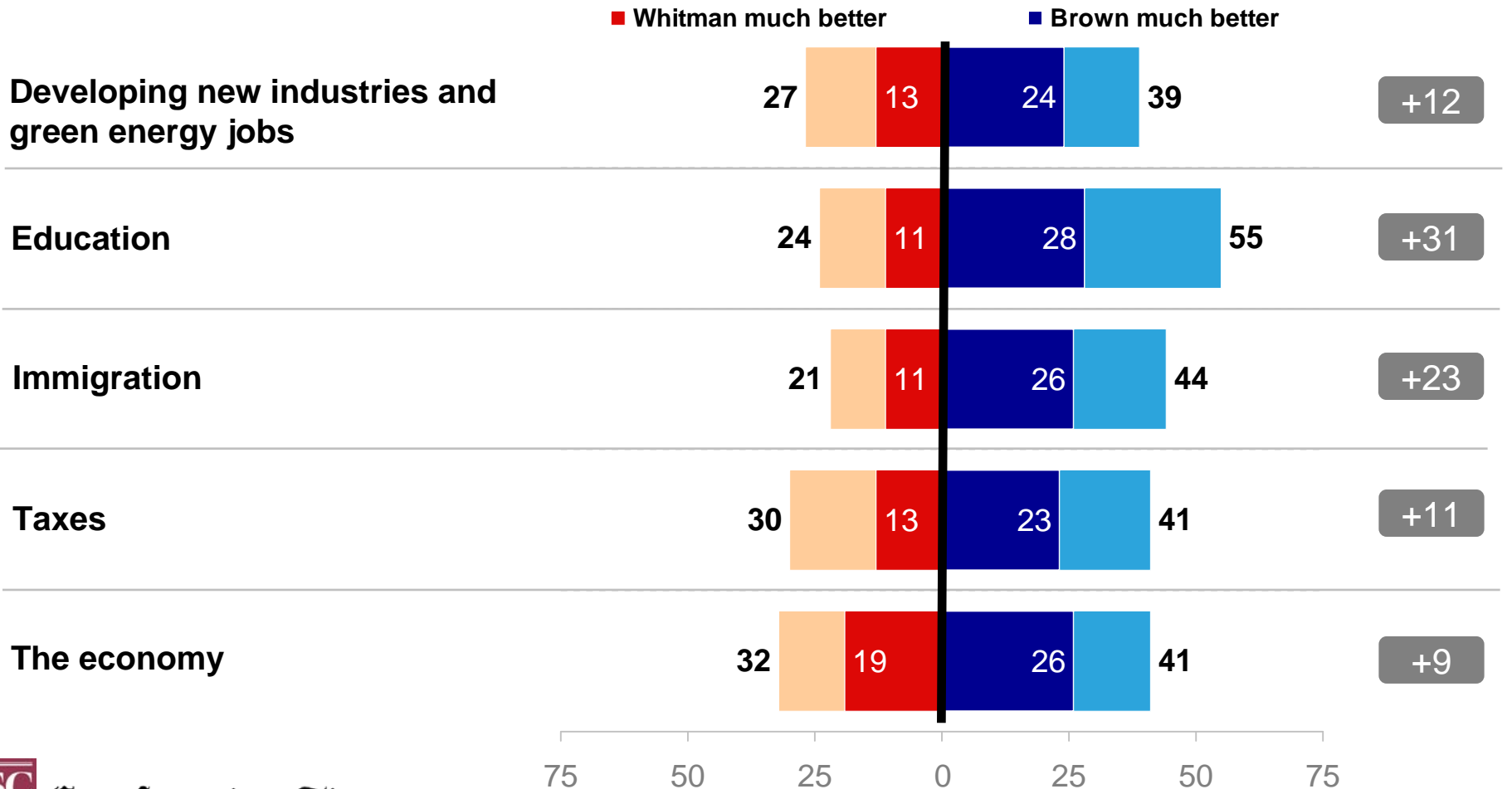
Brown - Whitman



Among Latinos: Brown preferred on all issues

Now I am going to ask you something different. I am going to read you a list of issues and I want you to tell me whether, overall, you think Jerry Brown or Meg Whitman would do a better job with this issue. If you do not know, just tell me and we will move on to the next item.

Brown - Whitman



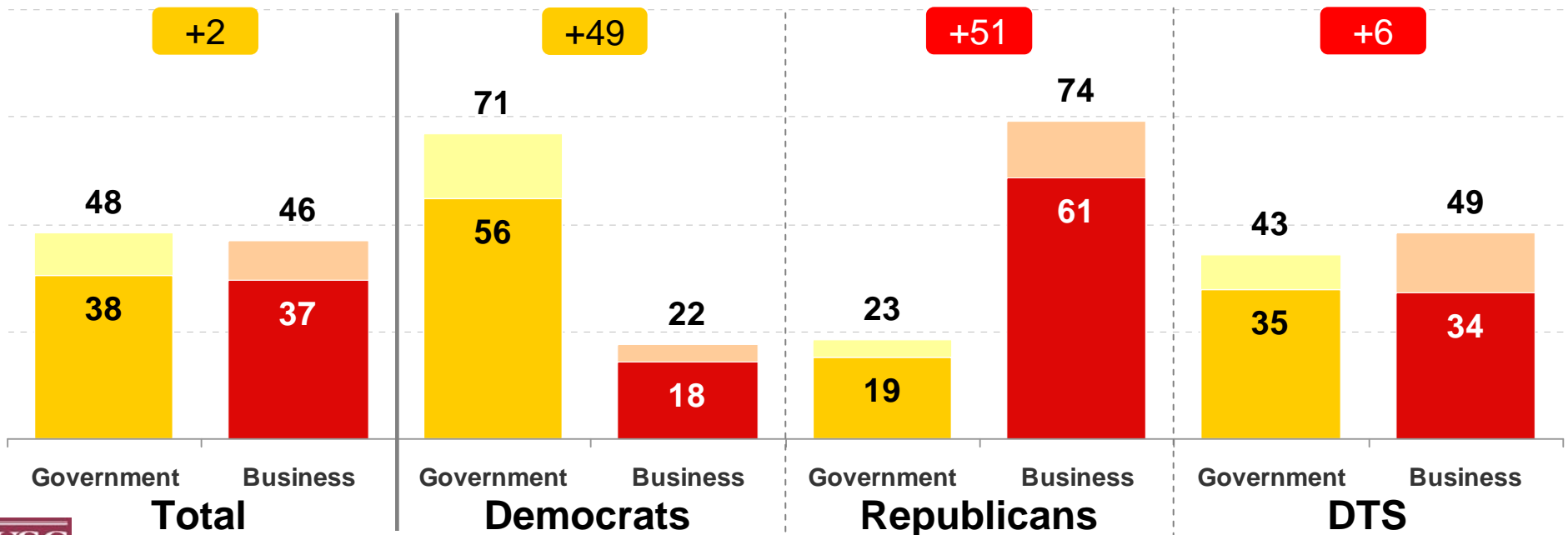
DTS voters: slight preference for a governor with business experience

Now I am going to read you some pairs of statements about the election for governor. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

First Statement: I want a governor who has experience in government and the knowledge to get things done in Sacramento.

Second Statement: I want a governor who has real life experience in business and an outsider's view of how to solve problems.

■ First statement strongly ■ Second statement strongly



Los Angeles Times

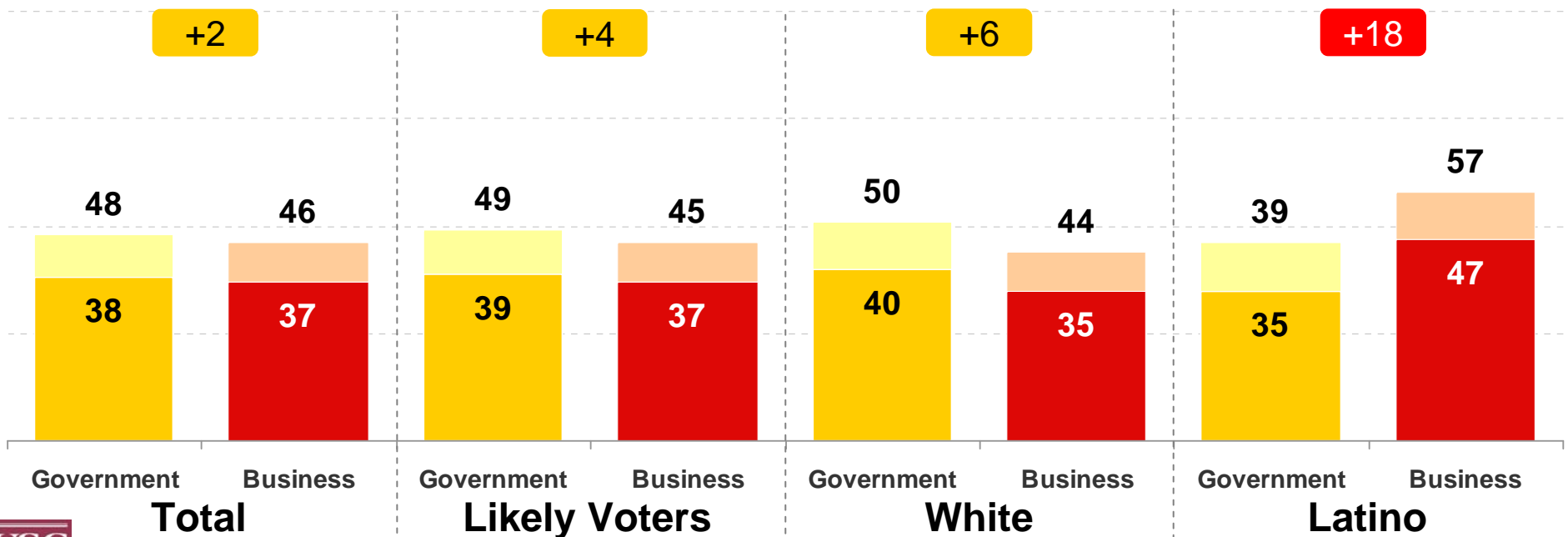
Latinos value business experience

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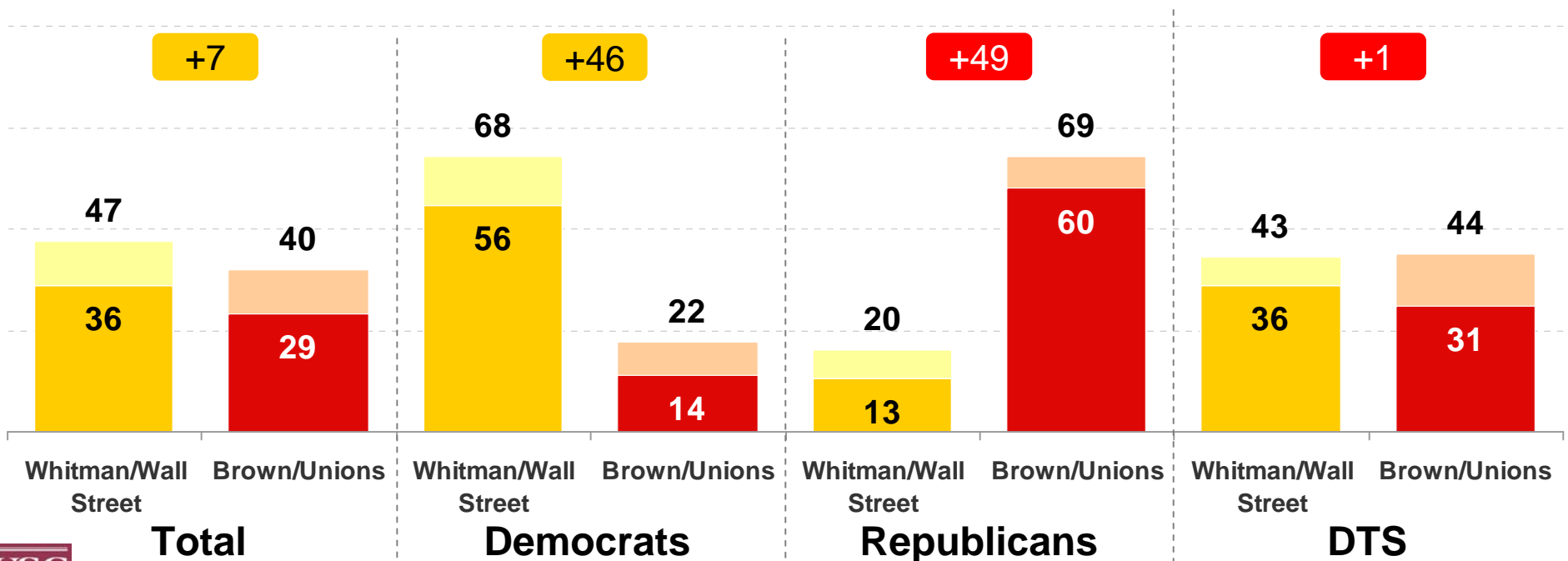
Government leadership qualities: More concern Whitman for Wall St.

Now I am going to read you some pairs of statements about the election for governor. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

First Statement: I am more concerned that Meg Whitman will side with big corporations and Wall Street instead of everyday Californians like me.

Second Statement: I am more concerned that Jerry Brown will side with the powerful unions and government workers instead of everyday Californians like me.

■ First statement strongly ■ Second statement strongly



Los Angeles Times

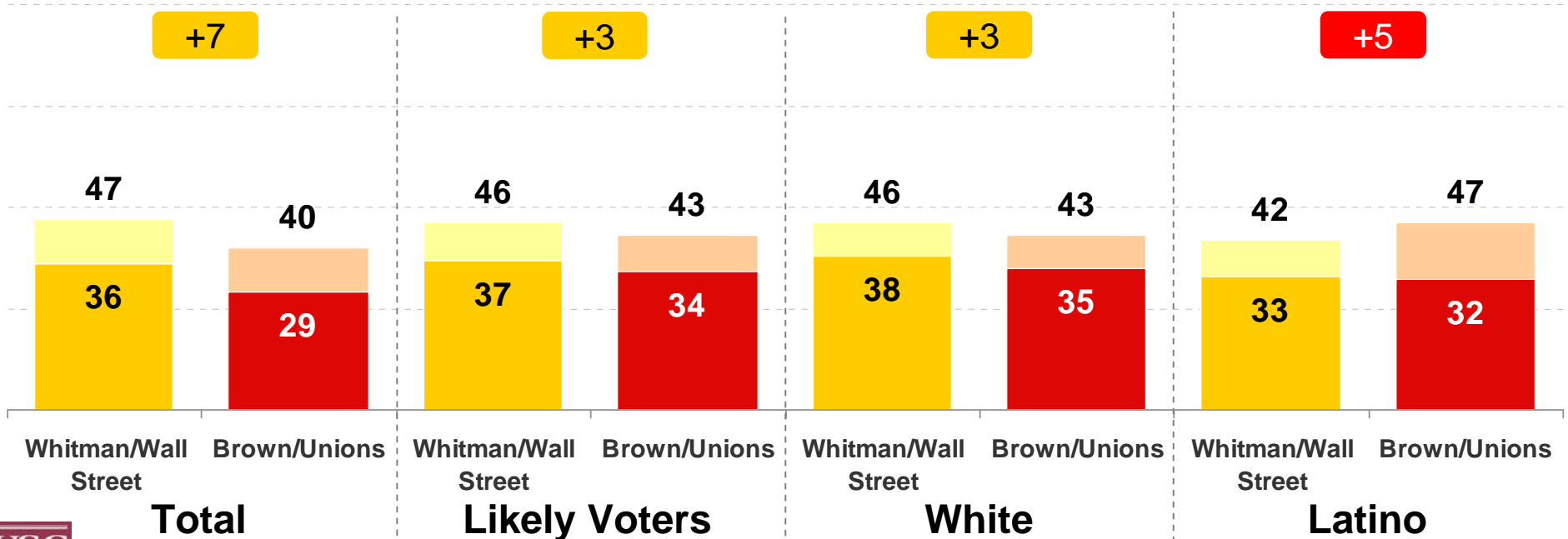
Whites and Latinos split over concerns about influence on candidates

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Los Angeles Times



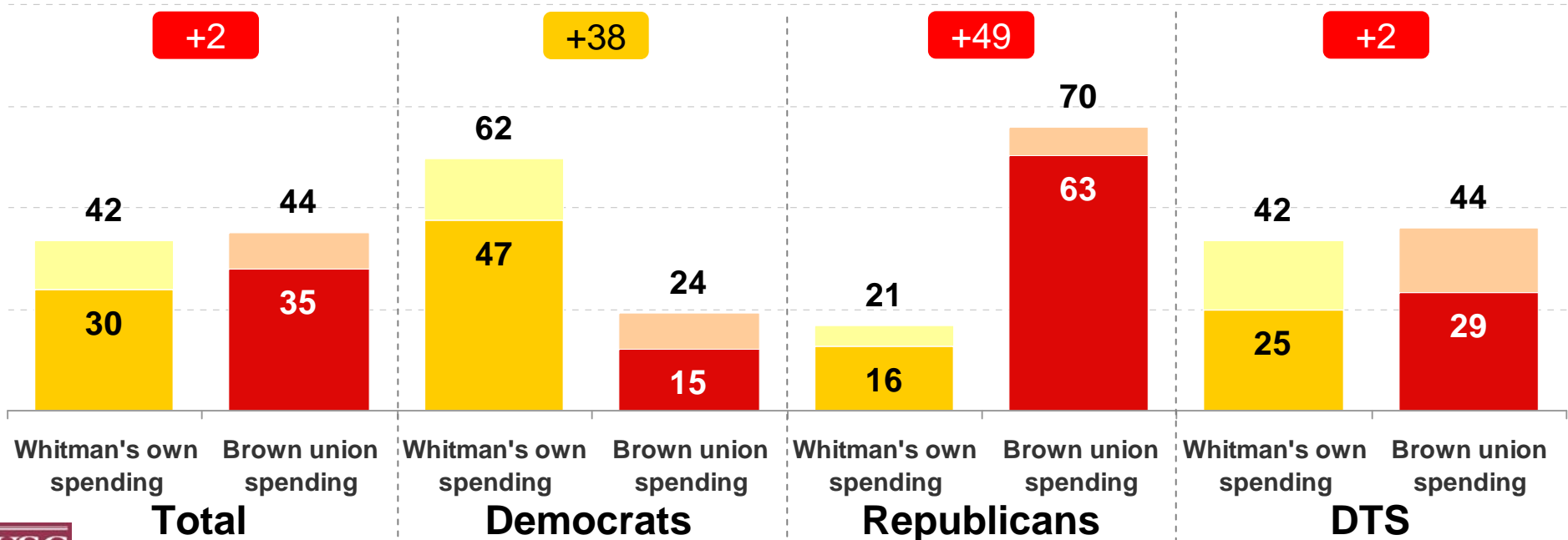
Government leadership qualities: campaign finance concerns

Now I am going to read you some pairs of statements about the election for governor. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

First Statement: I am more concerned about how much of her own money Meg Whitman is spending on the campaign.

Second Statement: I am more concerned that unions are spending a lot of money to support Jerry Brown's campaign.

■ First statement strongly ■ Second statement strongly



Los Angeles Times

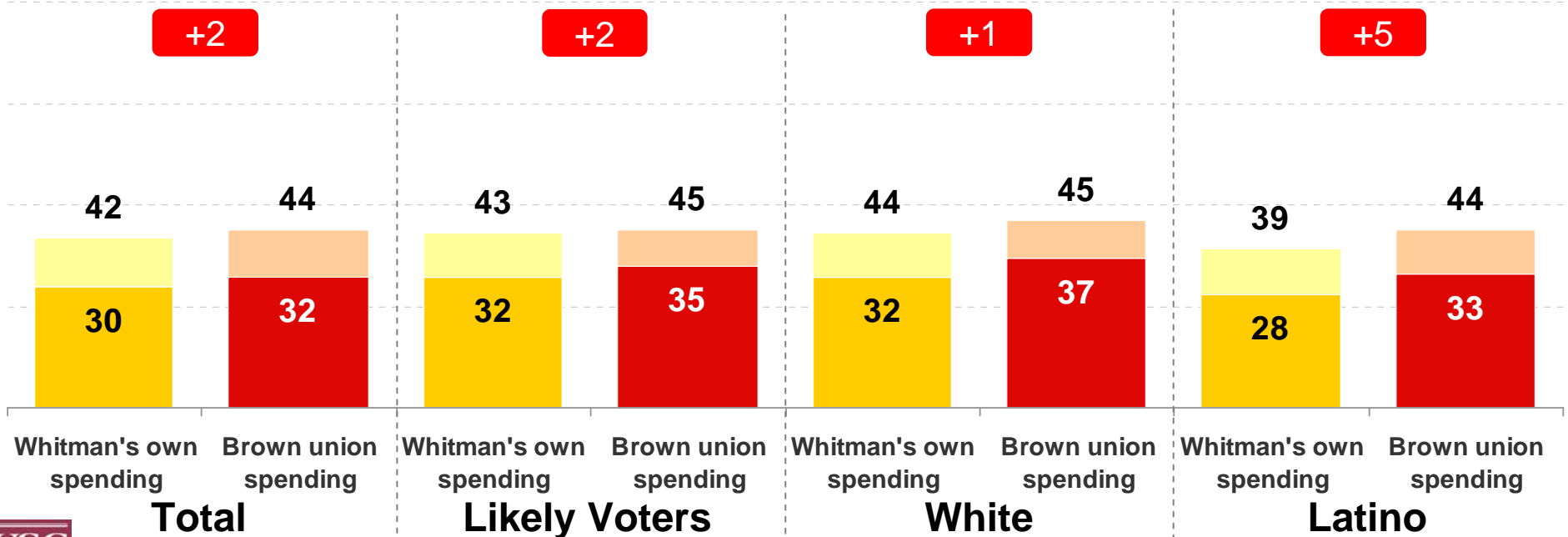
No difference between whites, Latinos on campaign funding

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Los Angeles Times



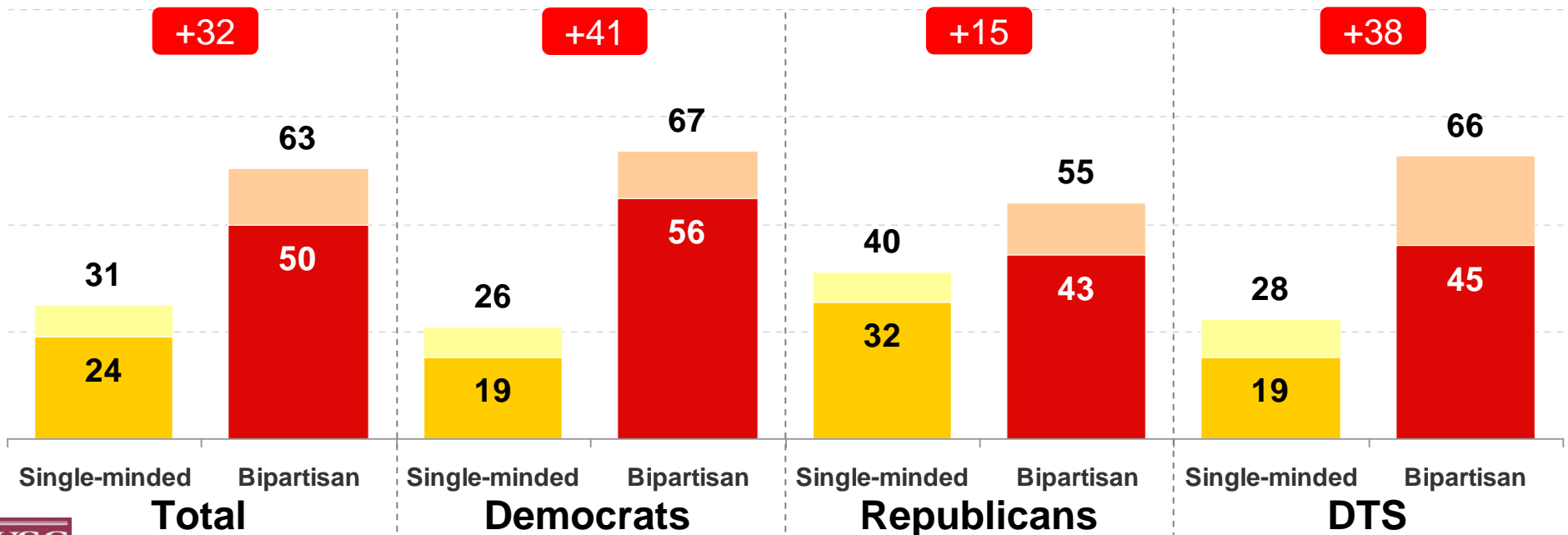
Governor leadership qualities: Bipartisanship over single-minded

Now I am going to read you some pairs of statements about the election for governor. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

First Statement: It is more important to have a governor who is single-minded and will fight for what he or she thinks is correct.

Second Statement: It is more important to have a governor who can work effectively with others across party lines.

■ First statement strongly ■ Second statement strongly



Los Angeles Times

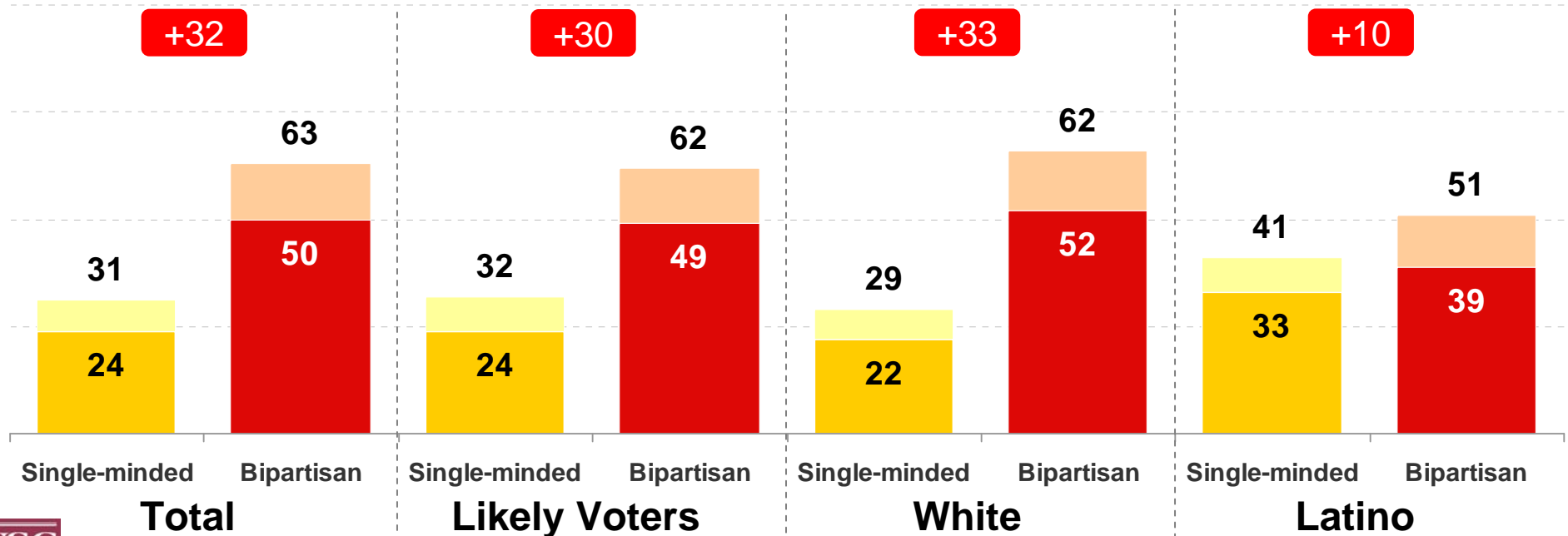
Whites want bipartisanship; less important to Latinos

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Los Angeles Times

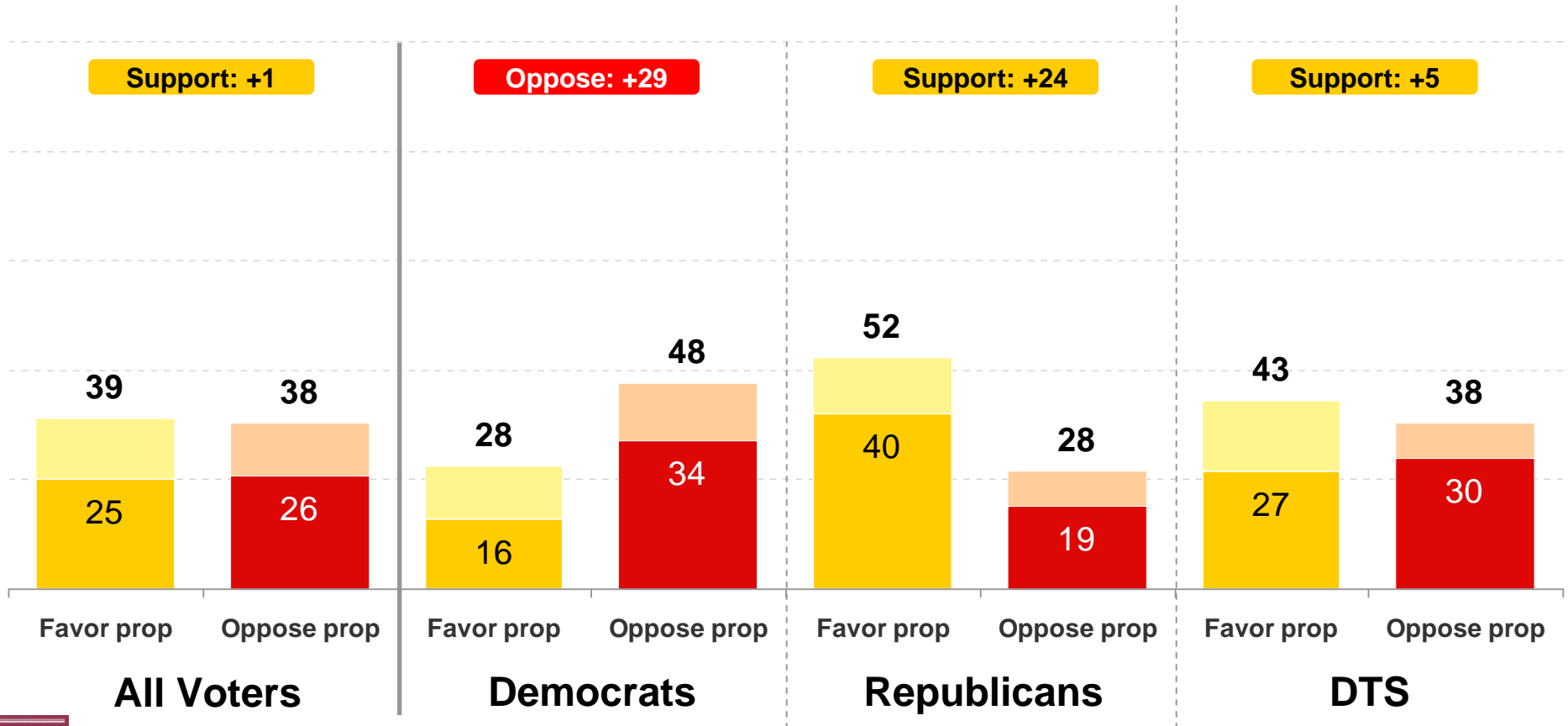


Global warming

Prop. 23 to deregulate gas emissions in a dead heat

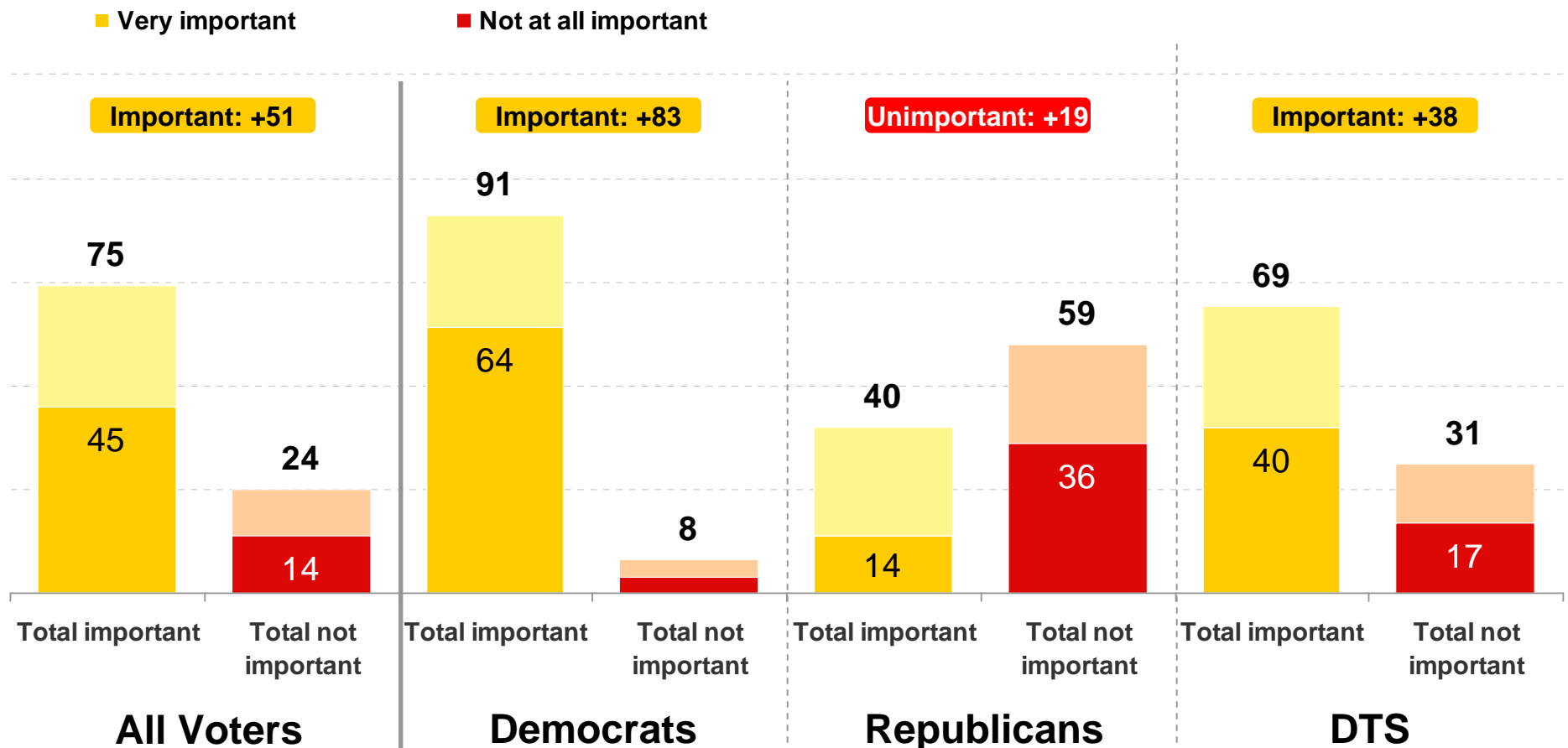
As you may know, in elections in November, there will be a ballot proposition that, if passed, would suspend the state law aimed at reducing greenhouse gas emissions until the state's unemployment rate falls below five and a half percent. Do you favor or oppose passing this ballot initiative?

■ Favor strongly ■ Oppose strongly



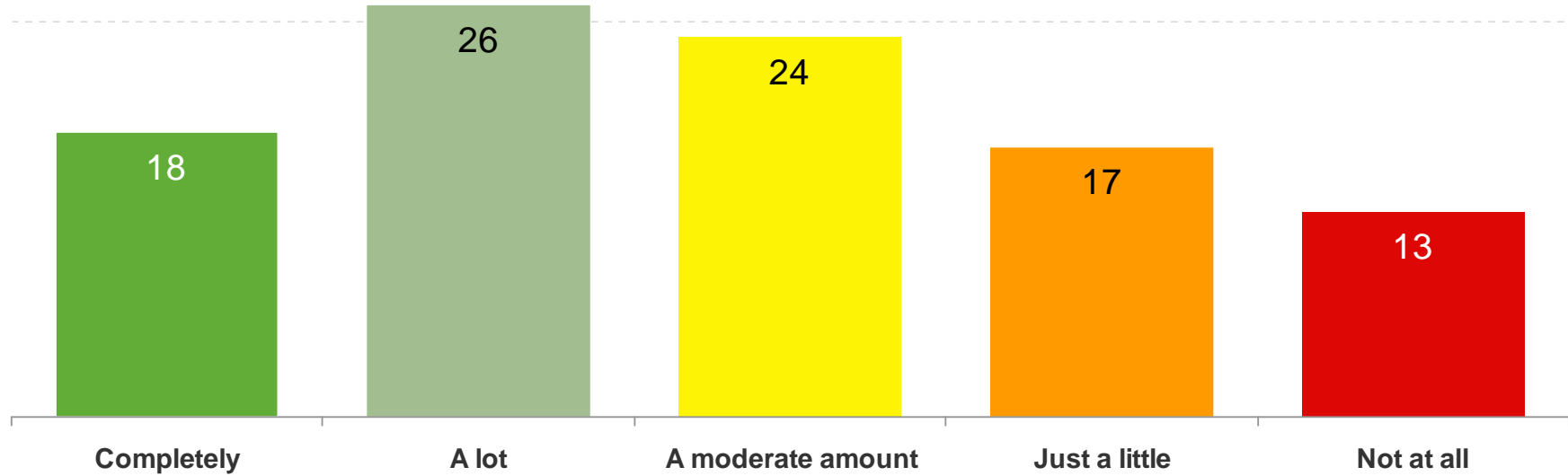
Importance of global warming heavily partisan

Now, thinking about something a little different. How important is the issue of global warming to you – very important, somewhat important, not too important, or not at all important?



Most, but not all voters trust scientists on global warming

How much do you trust the things that scientists say about global warming – completely, a lot, a moderate amount, just a little, or not at all?



Likely Voters

GREENBERG QUINLAN ROSNER RESEARCH

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