

Datamar Inc.



California Statewide Survey

2010 Gubernatorial Primary

Political Leaders and the Economy

February 15, 2010



California Primary 2010

Date: February 15, 2010

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Sample size 794

+/-3.48 percent sampling error

February 6, 2010

February 2010 Survey of Registered Voters in California

Introduction:

Economic analysts are seeing signs that the great recession of 2007 may be drawing to a close and that the worse is behind us. Though this is welcomed news, the nation is still facing a 9.7 unemployment rate and the state of California is staring down the barrel of a 12.4 percent unemployment rate. We felt this was the right time to purview the lingering political landscape left in the wake of the worse economic storm in decades. To put a finger on the pulse of current political sentiment of registered California voters we measured a variety of political attitudes and opinions regarding the economy and political leaders at both the national and state levels. The following analysis describes these findings.

Findings:

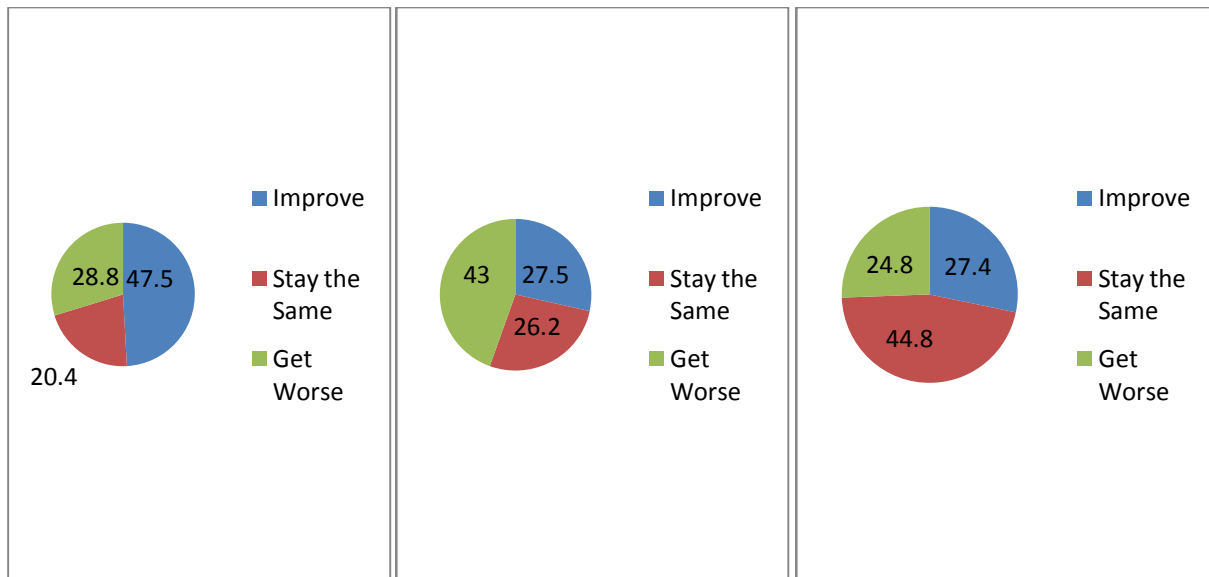
Expectations of the Economy for the Upcoming Year

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 27.4 percent who felt it would improve and 24.8 percent who feel their personal financial situation will get worse.

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 (+/- 3.48%)



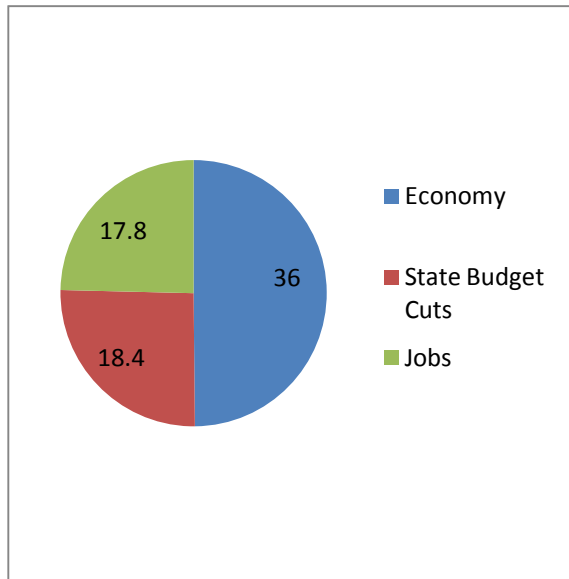
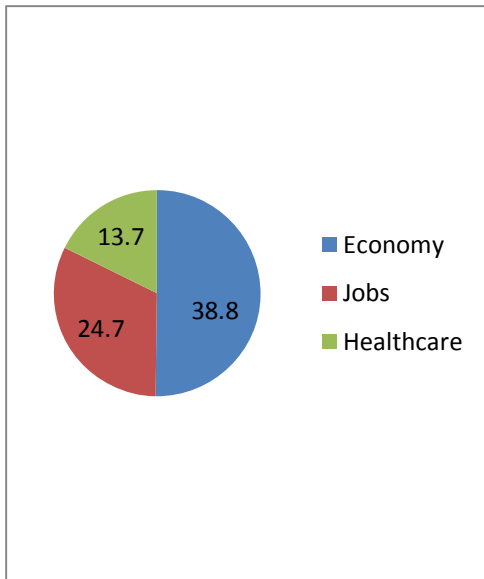
Most Important Problem Facing the Country and the State of California

To be sure expectations of the economy are driven by perceptions of the most important problem facing the country and the state of California. When asked about the nation over all, the economy and jobs were the top two concerns at 38.8 percent and 24.7 percent, respectively. After the economy and jobs healthcare was seen by 13.7 percent of respondents as the most important problem facing the nation. The economy as the most important problem facing the state of California closely mirrors the same concerns for the country with 36 percent of respondents claiming it as the paramount issue. More indicative of California, however, is that 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. California’s budget crisis is weighing on its citizens.

Table 2: Most Important Problem Facing Nation and State of California

Nation		California	
Economy	38.8	Economy	36
Jobs	24.7	State Budget Cuts	18.4
Healthcare	13.7	Jobs	17.8
All Others	22.8	All Others	27.8

N = 794 (+/- 3.48%)



Who the Registered Voters Hold Accountable for Most Important Problems

As the economy, jobs, and state budget cuts loom large in people's minds there are both vast differences and similarities between the country and the state of California in who citizens place responsibility. At the national level only 9.9 percent of respondents replied that President Obama was responsible for the nation's ills. Rather, people are looking at the U.S. Congress as the leading culprit with Democrats being blamed by 18.9 percent of respondents and Republicans being blamed by 37.3 percent of respondents. Based on this survey we can conclude that Republican efforts to thwart President Obama's domestic agenda is being ill received by more than a third of California registered voters. More so than Democrats in Congress, special interests are seen as the root of America's most important problem by more than a quarter of respondents at 26.7 percent.

When investigating these same sentiments by party identification we get the usual cross party differences with Democrats blaming Republicans and Republicans blaming Democrats. Democrats are holding Republicans in Congress accountable at 61.7 percent while Republicans split their blame of Democrats between President Obama and Democrats in Congress at 23.9 percent and 45.9 percent, respectively. 27.2 percent of Democrats blame special interests while 15.8 percent of Republicans do the same. The key group in our sample are independent voters. Here, Independents seem to point the blame squarely at two groups --- special interests and Republicans in Congress at 42.1 percent and 31.4 percent, respectively.

When looking at the state of California citizens are more equitable in who they hold accountable for the most pressing of the state's problems with Republicans fairs 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. Indicative of the nation overall just over a quarter of respondents blame special interests for the states problems at 25.7 percent.

As we did with the nation we parsed attitudes about responsibility for California's problems by party identification. As with the nation we find the same patterns of partisan blame among Democrats and Republicans. 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 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 accountability 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.

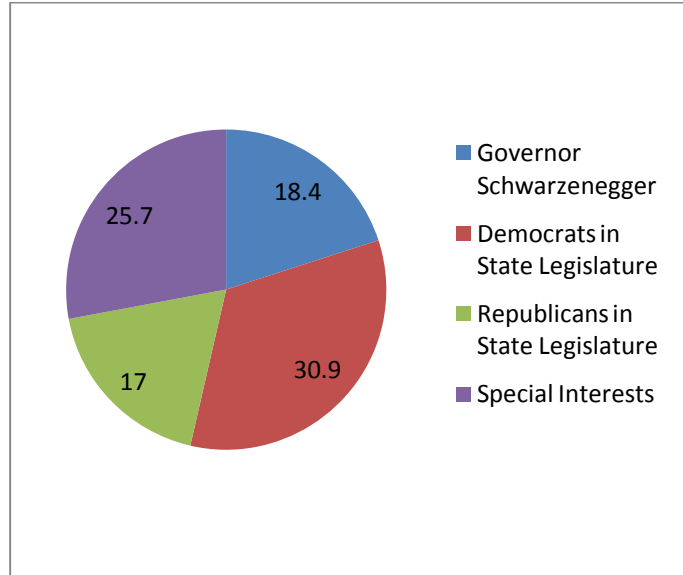
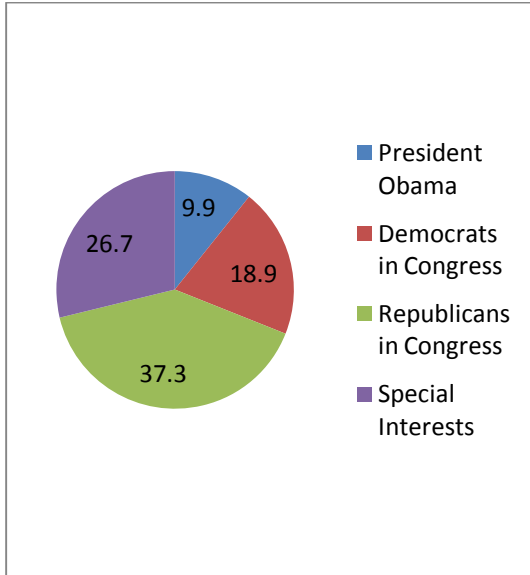
Table 3: Responsibility for Most Important Problem in Nation and California by Party ID

Overall Sample

President Obama	9.9
Democrats in Congress	18.9
Republicans in Congress	37.3
Special Interests	26.7
N = 794 (+/- 3.48%)	

Overall Sample

Governor Schwarzenegger	18.4
Democrats in State Legislature	30.9
Republicans in State Legislature	17.0
Special Interests	25.7
N = 794 (+/- 3.48%)	

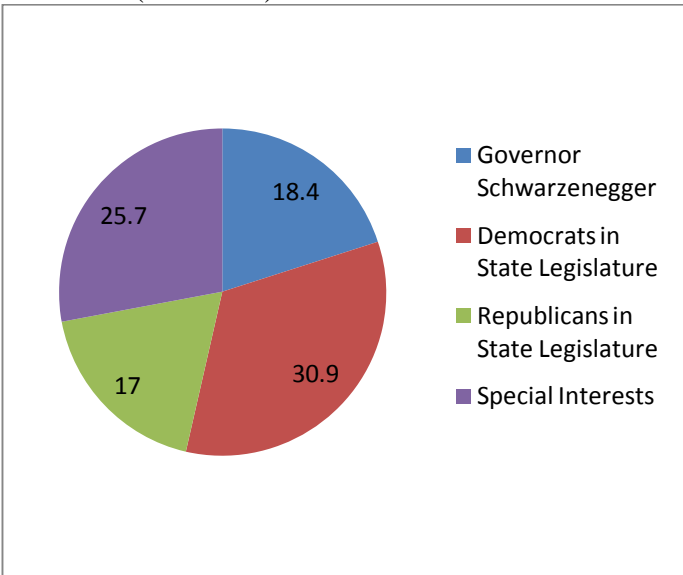
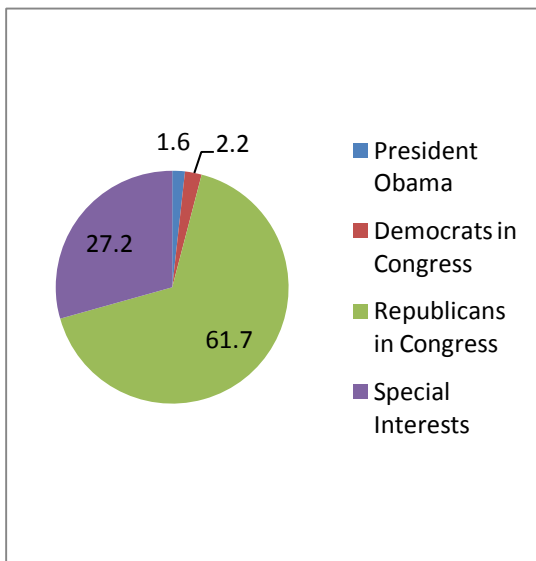


Democrats

President Obama	1.6
Democrats in Congress	2.2
Republicans in Congress	61.7
Special Interests	27.2
N = 368 (+/- 5.1%)	

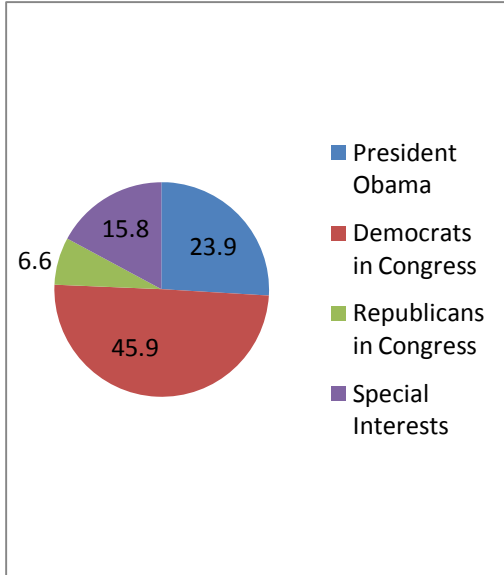
Democrats

Governor Schwarzenegger	28.3
Democrats in State Legislature	5.7
Republicans in State Legislature	28.8
Special Interests	27.2
N = 368 (+/- 5.1%)	



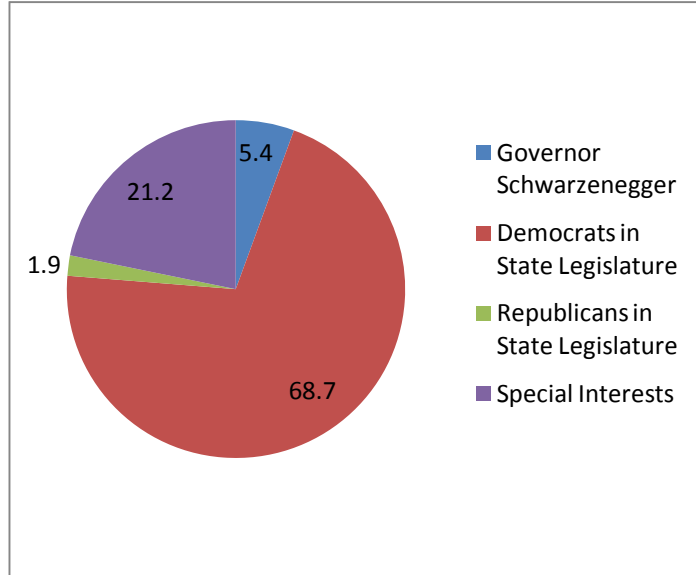
Republicans

President Obama	23.9
Democrats in Congress	45.9
Republicans in Congress	6.6
Special Interests	15.8
N = 259 (+/- 6%)	



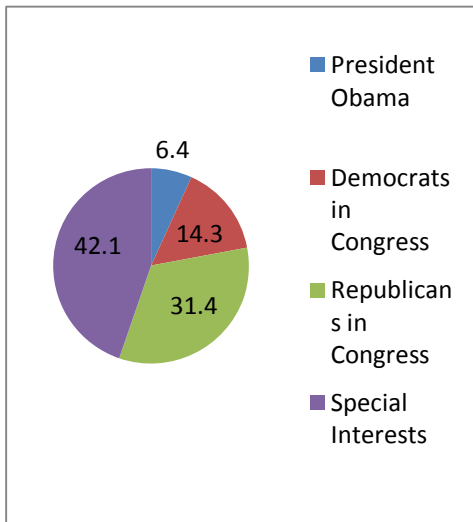
Republicans

Governor Schwarzenegger	5.4
Democrats in State Legislature	68.7
Republicans in State Legislature	1.9
Special Interests	21.2
N = 259 (+/- 6%)	



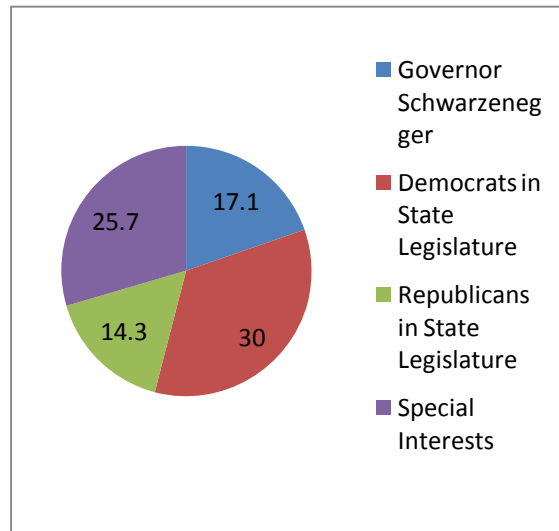
Independents

President Obama	6.4
Democrats in Congress	14.3
Republicans in Congress	31.4
Special Interests	42.1
N = 140 (+/- 8.2%)	



Independents

Governor Schwarzenegger	17.1
Democrats in State Legislature	30
Republicans in State Legislature	14.3
Special Interests	25.7
N = 140 (+/- 8.2%)	



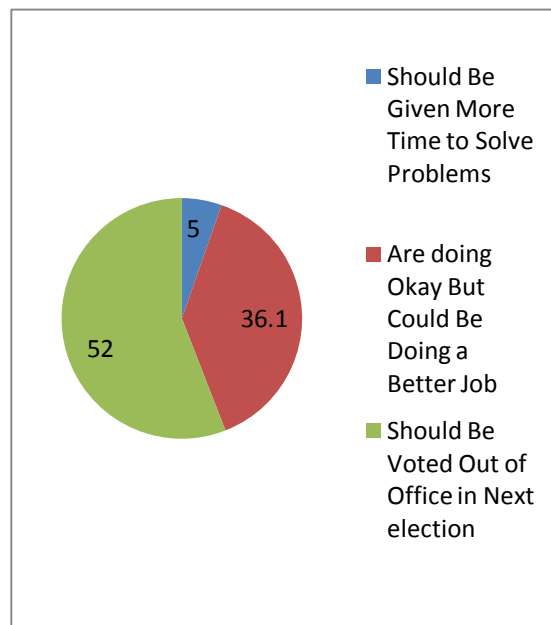
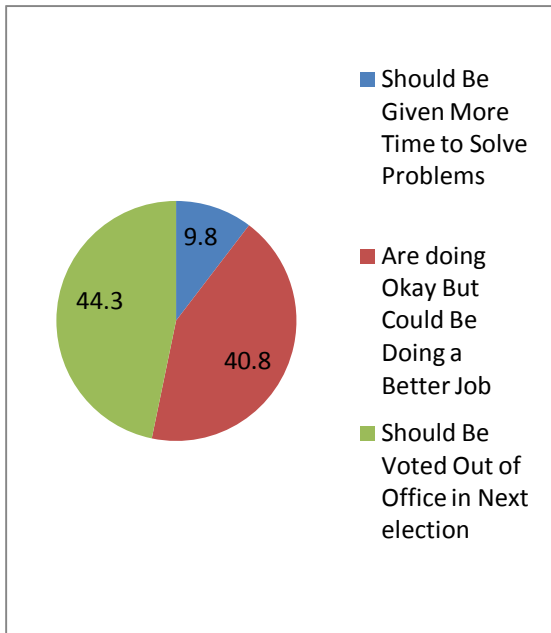
How are Incumbents Faring in this Political Climate?

Our survey of political sentiment extended to attitudes about incumbents both in Washington D.C. and Sacramento, CA. We asked respondents what best described their feelings toward incumbents with choices of: 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, and, they should be voted out of office in the next election. Both at the national and state levels incumbents are faring poorly. Nationwide, 44.3 percent of all respondents stated that incumbents should be voted out of office with 40.8 percent saying they are doing okay but could be doing better. Among Democrats in the sample 57.1 percent state incumbents are doing okay but could be doing better while 23.6 percent, more than a quarter of all Democrats, say they should be voted out of office. Only 14.7 percent of Democrats in the sample said that incumbents should be given more time to address the problems facing the country. Republicans overwhelmingly, and not surprisingly, wish incumbents voted out of office with 73.9 percent selecting this option. Only 20.1 percent of Republican respondents think incumbents are doing okay but could be doing better and only 1.5 percent thinks incumbents should be given more time to solve the nation's problems. At the national level, Independents appear somewhat split between voting incumbents out of office (45 percent) and thinking they are doing okay but could be doing better (35.7 percent). Only 12.9 percent of Independents think incumbents should be allotted more time to work on problems.

California incumbents are in trouble with registered voters. Just over half of all surveyed replied that incumbents should be voted out of office in the next election (52percent). Only five percent stated that incumbents should be given more time 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 electing that incumbent should be voted out of office.

Table 4: Attitudes Towards Incumbents in Washington and Sacramento

Incumbents in Washington D.C.		Incumbents in Sacramento	
Overall Sample		Overall Sample	
Should Be Given More Time to Solve Problems	9.8	Should Be Given More Time to Solve Problems	5
Are doing Okay But Could Be Doing a Better Job	40.8	Are doing Okay But Could Be Doing a Better Job	36.1
Should Be Voted Out of Office in Next election	44.3	Should Be Voted Out of Office in Next election	52
N = 794 (+/-3.48)		N = 794 (+/-3.48)	

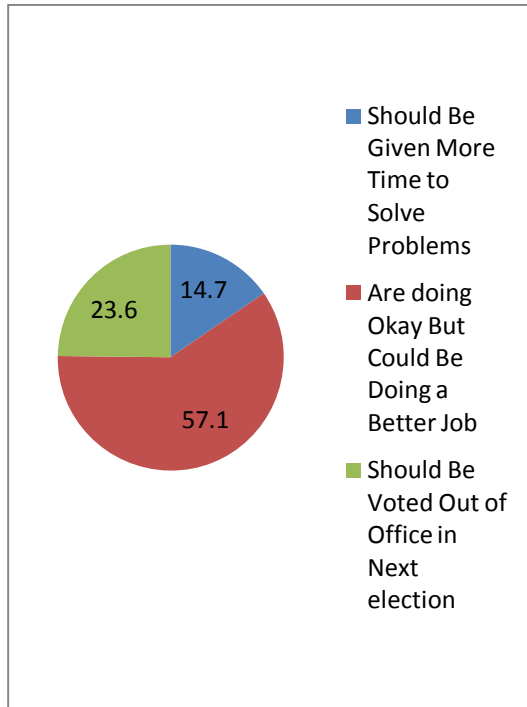


Incumbents in Washington D.C.

Democrats

Should Be Given More Time to Solve Problems	14.7
Are doing Okay But Could Be Doing a Better Job	57.1
Should Be Voted Out of Office in Next election	23.6

N = 368 (+/- 5.1%)

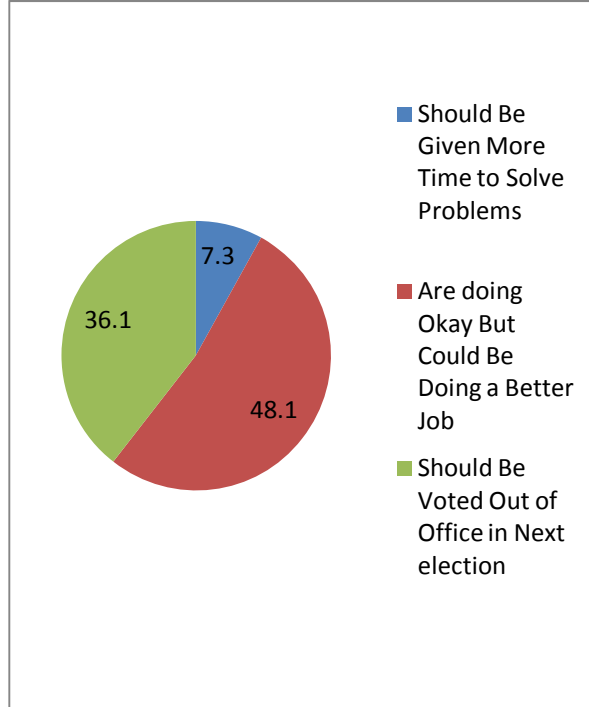


Incumbents in Sacramento

Democrats

Should Be Given More Time to Solve Problems	7.3
Are doing Okay But Could Be Doing a Better Job	48.1
Should Be Voted Out of Office in Next election	36.1

N = 368 (+/- 5.1%)

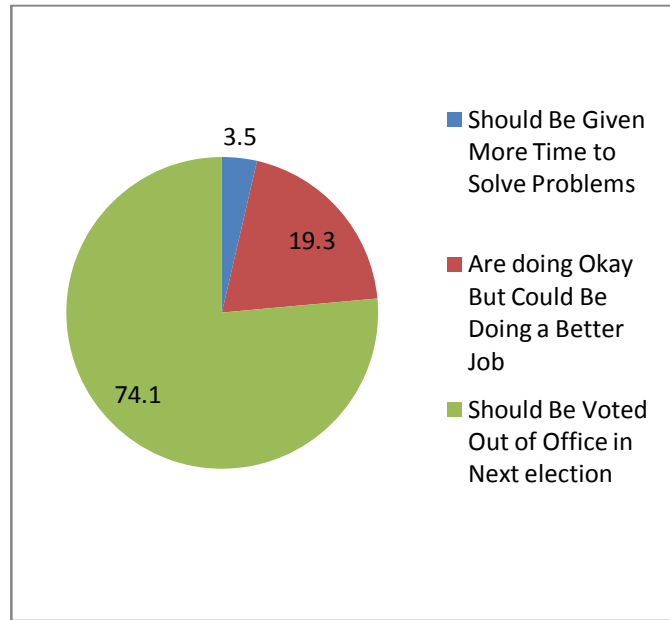
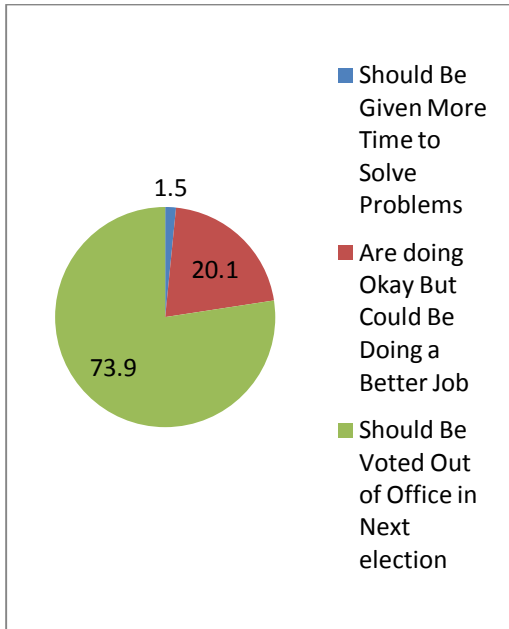


Republicans

Should Be Given More Time to Solve Problems 1.5
Are doing Okay But Could Be Doing a Better Job 20.1
Should Be Voted Out of Office in Next election 73.9
N = 259 (+/- 6%)

Republicans

Should Be Given More Time to Solve Problems 3.5
Are doing Okay But Could Be Doing a Better Job 19.3
Should Be Voted Out of Office in Next election 74.1
N = 259 (+/- 6%)

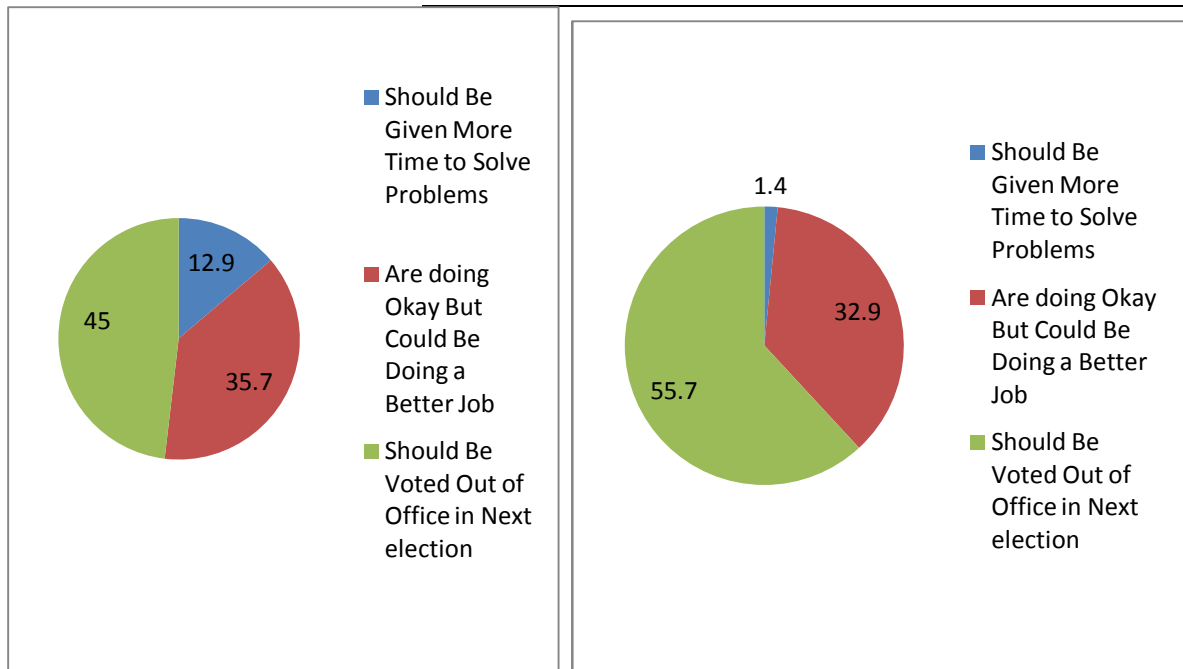


Independents

Should Be Given More Time to Solve Problems	12.9
Are doing Okay But Could Be Doing a Better Job	35.7
Should Be Voted Out of Office in Next election	45
N = 140 (+/- 8.2%)	

Independents

Should Be Given More Time to Solve Problems	1.4
Are doing Okay But Could Be Doing a Better Job	32.9
Should Be Voted Out of Office in Next election	55.7
N = 140 (+/- 8.2%)	



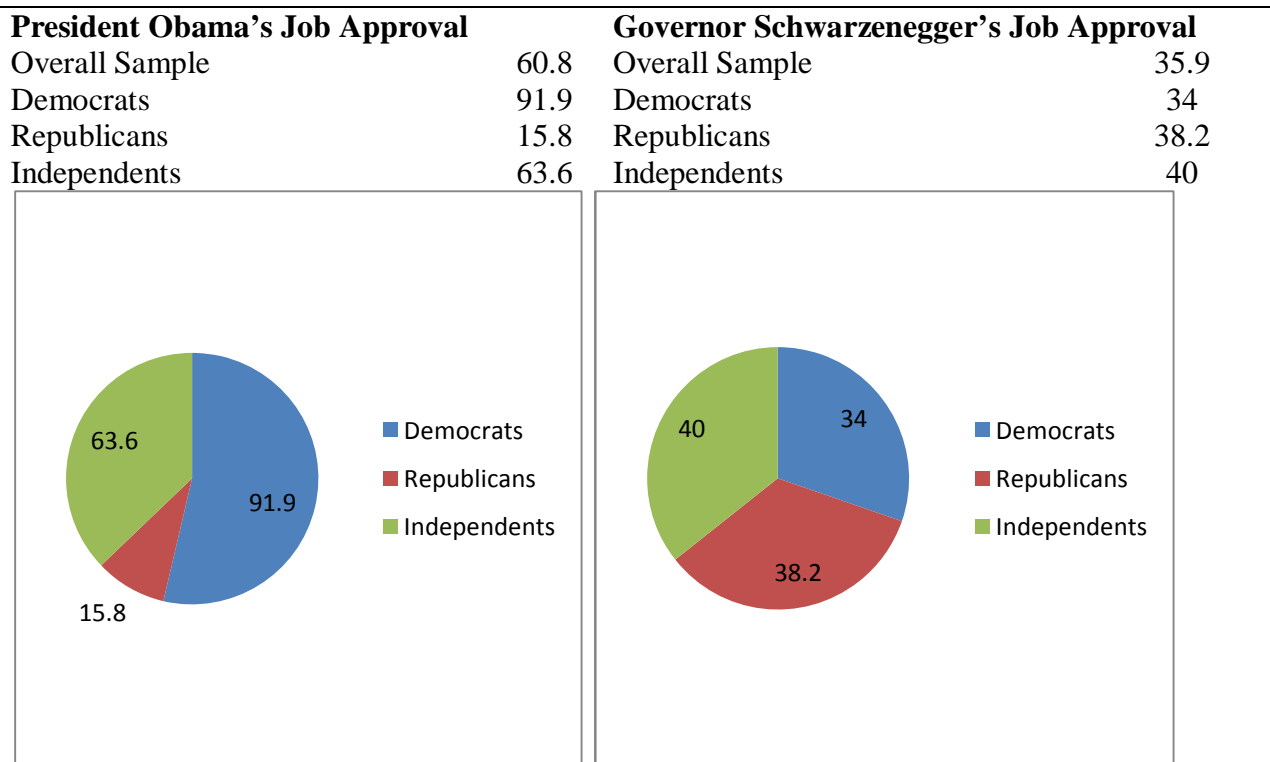
Approval and Trust

While incumbent politicians at the state level and national level are in trouble and both trust and approval for government and institutions are low President Obama has thus far escaped the ire of registered voters in California. When asked if they approved of the job the president was doing 60.8 percent replied that they approve or somewhat approve. President Obama fares very well among Democrats at 91.9 percent and Independents at 63.6 percent. The president is not able to win over Republicans with just 15.8 percent expressing approval. Congress, as always, is a despised institution. Overall just 17.9 percent approve the job Congress is doing. Democrats are the most favorable of Congress but less than a third approve of the democratic institution (30.7). Just over 10 percent of Independents approve of Congress (11.4 percent) and only 3.5 percent of Republicans approve of the job Congress is doing. Registered voters in California have little trust for the government in Washington. When asked how often they could trust the government in Washington to do what is right only 15.5 percent of all respondents claimed that they could trust

the government all or most of the time. Less than a quarter of all Democrats stated that they could trust the government in Washington (24.5) and just over ten percent of Independents made the same claim (12.9). Republican voters are the least trusting with only five percent trusting Washington.

As deplorable as the numbers are for the national government in Washington D.C. they are just as deplorable and even slightly more so for the state government and institutions. Governor Schwarzenegger holds 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. Following the national example approval for the State Legislature is 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 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. All categories of voters expressed less trust in the state government than the national government even with the exceedingly low levels of trust for the national government. 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.

Table 5: Approval and Trust of National and State Leaders and Governments

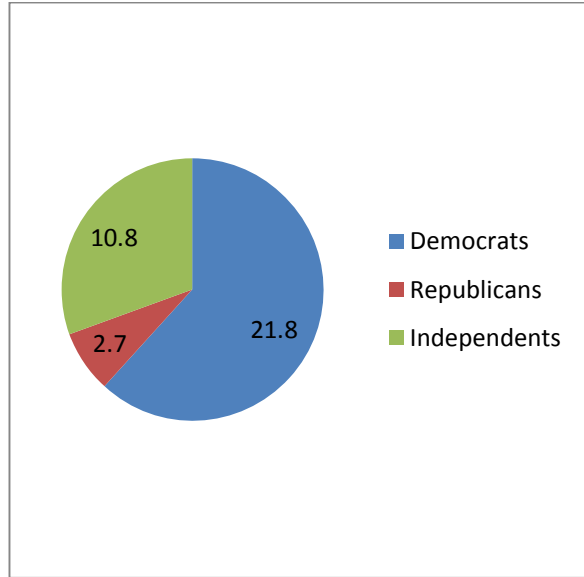
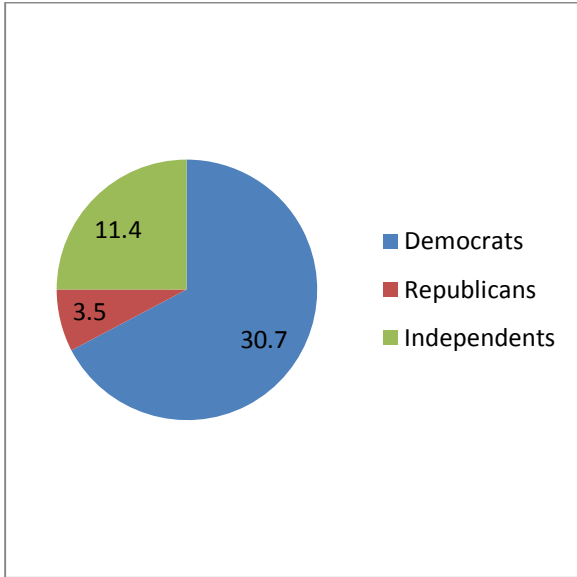


Congressional Job Approval

Overall Sample	17.9
Democrats	30.7
Republicans	3.5
Independents	11.4

State Legislature Job Approval

Overall Sample	13.2
Democrats	21.8
Republicans	2.7
Independents	10.8

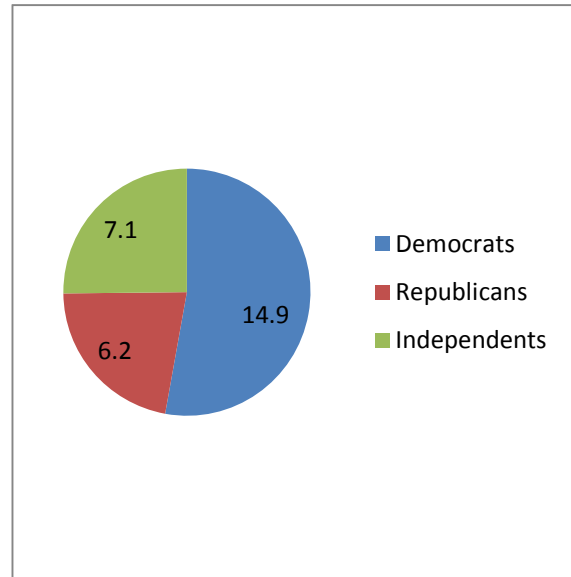
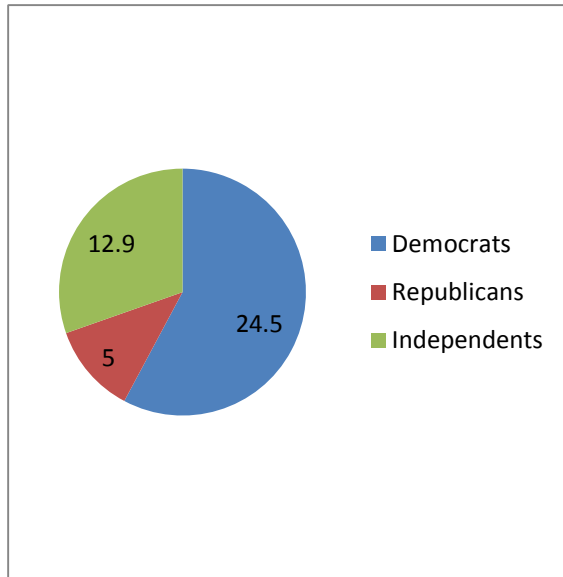


**Trust the Government In
Washington To Do What Is Right**

Overall Sample	15.5
Democrats	24.5
Republicans	5
Independents	12.9

**Trust the Government In
Sacramento To Do What Is Right**

Overall Sample	10.5
Democrats	14.9
Republicans	6.2
Independents	7.1



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

N = 794 (+/-3.48) for overall sample, 368 for Democrats, 259 for Republicans, and 140 for Independents

Summary

The vast storm that was the great recession of 2007 has left behind a wake of serious damage. Devastated were pension funds, mortgages, 401(k)s, jobs, and economic output. But much of the damage is political as well as economical. Though people in California see economic conditions in the country improving over the next twelve months they do not hold the same optimism for the state of California's economy with about 70 percent thinking the state economy will stay the same or get worse. The economy and jobs are major concerns for California voters but these voters are also reporting that the state budget cuts are the most important problem facing the state (18.4 percent).

Republicans in Congress are seen as most responsible for the nation's most important problem as well as special interests --- especially among Independent voters. At the state level it is the Democrats in the state legislature that are seen as responsible for the most important state problem followed by special interests and as we see with the country overall this finding is especially true among Independent voters.

All national and state incumbents are in trouble with registered voters in California but incumbents in California are especially held in low regard. More than half of all respondents want incumbents in California voted out of office in the next election with Republicans and Independents leading the charge.

Overall President Obama is held in high regard with approval rating of just over 60 percent and very few people, less than ten percent, see him as responsible for the nation's most important problem. Governor Schwarzenegger's approval is not stellar (35.9 percent) but is pretty much even among party lines. California voters have little regard for either the U.S. Congress or the State Legislature in Sacramento with just 17.9 percent approving of Congress and 13.2 percent approving of the State Legislature. These low approval ratings carry over into very little trust in either Washington D.C. or Sacramento with only 15 percent saying they could trust Washington to do what is right and 10 percent making the same claim for Sacramento.

Independents stand out in the sample in leading the charge against Republicans in Congress and special interests in Washington as well as against Democrats in the State Legislature and special interests in Sacramento.

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.

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

Are you?

Male

Female

Overall, which of the following generally best describes you politically? Very liberal, somewhat liberal, moderate, somewhat conservative, very conservative, or don't know?

Very liberal

Somewhat liberal

Moderate

Somewhat conservative

Very conservative

Don't know

When it come to social issues, which of the following best describes you politically? Very liberal, somewhat liberal, moderate, somewhat conservative, very conservative, or don't know?

Very liberal

Somewhat liberal

Moderate

Somewhat conservative

Very conservative

Don't know

When it come to economic issues, which of the following best describes you politically? Very liberal, somewhat liberal, moderate, somewhat conservative, very conservative, or don't know?

Very liberal

Somewhat liberal

Moderate

Somewhat conservative

Very conservative

Don't know

Do you approve or disapprove the way President Barak Obama is handling his job as President?

Approve

Somewhat approve

Somewhat disapprove

Disapprove

Don't know

Do you approve or disapprove the way Governor Arnold Schwarzenegger is doing his job as Governor?

Approve

Somewhat approve

Somewhat disapprove

Disapprove

Don't know

Do you approve or disapprove of the way the U.S. Congress is doing its job?

Approve

Somewhat approve

Somewhat disapprove

Disapprove

Don't know

Do you approve or disapprove of the way the U.S. Senator Barbara Boxer is handling her job as a Senator?

Approve

Somewhat approve

Somewhat disapprove

Disapprove

Don't know

Do you approve or disapprove of the way the California State Legislature is doing its job?

Approve

Somewhat approve

Somewhat disapprove

Disapprove

Don't know

How often would you say you can trust the government in Washington to do what is right? Always, most of the time, some of the time, or never?

Always

Most of the time

Some of the time

Never

Don't know

How often would you say you can trust the state government in Sacramento to do what is right?
Always, most of the time, some of the time, or never?

Always
Most of the time
Some of the time
Never
Don't know

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.

Overall, what do you think is the most important problem facing the country today? immigration, the environment, the economy, jobs, national security, taxes, health care, other, or don't know?

Immigration
Environment
Economy
Jobs
National Security
Taxes
Health care

Other
Don't know

Overall, who do you think is most responsible for the problems facing the country today? President Obama, the Democrats in congress, the Republicans in congress, special interests groups, or don't know.

President Obama
The Democrats in Congress
The Republicans in Congress
Special interests groups
Don't know.

Overall, what do you think is the most important problem facing the State of California today? immigration, the environment, the economy, jobs, budget cuts for the state, taxes, health care, other, or don't know?

Immigration
Environment
Economy
Jobs
Budget cuts for the state
Taxes
Health care

Other
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

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