

The Changing California Electorate

August 2009

Findings in Brief

- Over the past three decades the percentage of white non-Hispanics in the overall population has declined 26 points from 68.9% in 1978 to 42.8% this year. Over this same period both Latinos' and Asians'/ others' share of the state's population has more than doubled to 37.0% and 14.2% respectively, while the percentage of blacks has declined marginally to 6.0%. Among the voting population, white non-Hispanics have dropped from an 83.0% share three decades ago to 65.0% at present. Blacks have remained flat at 5.8%, while Latinos and Asians/others have increased their shares to 21.0% and 8.2% respectively.
- Over the past three decades there have also been more rapid changes in the racial and ethnic composition of Democratic Party voters and those registered as non-partisan than among Republican Party voters. Currently 55% of the registered Democrats and 59% of non-partisans are white non-Hispanic, while greater than four in ten are voters of color. By contrast, among Republican voters about eight in ten (79%) are white non-Hispanic and 21% include ethnic voters.
- Geographically, as the share of voters residing in inland areas has expanded, the proportion of registered voters residing in the state's two largest metropolitan areas, Los Angeles County and the San Francisco Bay Area, has declined. This shift is more evident among the state's GOP than the Democratic party. Just 33% of Republicans now live in Los Angeles County or the Bay Area, compared to 53% among Democrats.
- The California electorate is now older, better educated and includes more homeowners and a smaller proportion of Protestants than it did thirty years ago. The advancing age of voters and the growing number of homeowners is found across all parties, whereas the decline in Protestant voters is more evident among Democrats than Republicans.
- As the demographic profile of the state's electorate has changed over the past three decades, so too have voter opinions on a number of important social issues. For example:

... A March 2009 *Field Poll* found 49% of registered voters in favor of allowing same sex marriage, while 44% were opposed. This contrasts with its views in 1977 when opponents outnumbered supporters of same-sex marriage two to one (62% to 31%).

... Support for allowing abortion in California has also grown over the past thirty years. Seven in ten voters (70%) in a recent *Field Poll* supported and 22% opposed current laws allowing abortion. In 1975 a narrower 51% to 41% plurality approved of allowing abortion in the mother's first trimester.

... Voter support for allowing incurably ill patients the right to ask for and get life-ending medication has also grown over the past thirty years from 63% to 69%.

- Most of the shift in voter attitudes on these social issues over this period has occurred among registered Democrats rather than among Republican party voters.
- The proportions of voters describing California as one of the best places to live has declined 35 points since the late 1970s, and now stands at 41%. On the other hand, voter support for Prop. 13 has not diminished at all over this period, with pluralities of Democrats, Republicans and non-partisans continuing to back the property tax measure passed by voters in 1978.

Big decline in proportions of white non-Hispanics in state's overall population and in voter registration totals

As California's population has grown over the past thirty years, it has undergone tremendous demographic change. While these changes are reflected in the state's registered voter population, they are occurring at a slower rate than those in the overall population.

According to California Department of Finance estimates, the state's total population now exceeds 38 million, a nearly 15.5 million-person increase since 1978. Over this same period the number of Californians who are registered to vote has increased more modestly from 10.1 million to 17.1 million, a 7 million voter increase according to the California Secretary of State.

Among the overall population, white non-Hispanics now account for just 42.8% of the state's total population, down about 26 percentage points from 1978, when 68.9% of Californians were white non-Hispanic. By contrast, The *Field Poll* estimates that 65% of the state's registered voters are white non-Hispanic, an 18-percentage point decline from 1978.

The declining share of the state's white non-Hispanics has been offset by large increases in the proportion of Latinos and Asians. Among the overall population, Latinos now comprise 37.0% (up 18.9 points from 1978), blacks 6.0% (down 1.5 points) and Asians/others 14.2% (up 8.7 points).

The percentage of Latinos and Asians of the state's registered voters has grown but by not as much as in the larger population. According to *Field Poll* estimates 21.0% of state registered voters are now Latino, 5.8% black and another 8.2% are Asians or others. This represents a 13 percentage-point increase in the share of Latino voters, a marginal decline in the percentage of black registered voters and an increase of 5.3 points in the share of voters who are Asians/others.

Table 1
Changes in California Total Population and Registered Voter Population by Race/Ethnicity (2009 vs. 1978)

	Total Population			Registered Voters		
	2009	1978	Δ	2009	1978	Δ
Total (in 000's)	38,293	22,836	+15,457	17,153	10,130	+7,023
White non-Hispanic	42.8%	68.9%	-26.1	65.0%	83.0%	-18.0
Latino	37.0	18.1	+18.9	21.0	8.0	+13.0
Black/African-American	6.0	7.5	-1.5	5.8	6.1	-0.3
Asian/other	14.2	5.5	+8.7	8.2	2.9	+5.3

Sources: Population totals and ethnic subgroup estimates from California Department of Finance. Registered voter totals from California Secretary of State, while ethnic subgroup percentages are Field Poll estimates.

Big changes in the partisan composition of California's registered voters since 1978

There have also been significant changes in the demographic composition of registered Democrats and Republicans over the past thirty years. In 1978 over 90% of the state's electorate was registered with one of the two major parties. Now, the collective share of the two major parties has declined to about three in four voters (75.6%), while growing proportions are registered as either non-partisan/decline to state (20%) or with other parties (4.4%).

In addition, over this period the Democratic Party's advantage over the GOP has declined. In 1978 Democrats outnumbered Republicans by 22.4 percentage points, 56.6% to 34.2%. Since then its plurality over the GOP has declined to 13.6 percentage points, with 44.6% of all voters registered as Democrats and 31.0% as Republicans.

Table 2
Changes in California's Party Registration (2009 vs. 1978)

	Registered Voters		
	2009	1978	△
Total registered (in 000's)	17,153	10,130	+7,023
Democrat	44.6%	56.6%	-12.0
Republican	31.0	34.2	-3.2
Non-partisan/Decline to state	20.0	7.8	+12.2
Other parties	4.4	1.4	+3.0

Source: California Secretary of State

Changes in the ethnic/racial composition of each party's voters

The ethnic and racial profile of the state's two major parties and its non-partisan voters have also undergone significant changes in the past three decades. These changes have been more dramatic among Democrats and non-partisans than among GOPers .

For example, 55% of the state's registered Democrats are now white non-Hispanic, while 45% are voters of color. By comparison, in 1978 over three in four Democrats were white non-Hispanic (76%) and 24% were comprised of ethnic voters.

Similarly, 59% of all voters registered as non-partisan/other are now white non-Hispanic, while 41% are ethnic voters. Thirty years ago greater than eight in ten non-partisans/others (87%) were white non-Hispanic and just 13% were voters of color .

There have been less dramatic changes in the racial and ethnic composition of the state's registered Republicans. At present 79% of the state's GOP are white non-Hispanic, while 21% are Latino, black or Asian/other. This differs from 1978 when 93% of Republicans were white non-Hispanic and 7% were ethnic voters .

Table 3
Changes in California's Party Registration by Race/Ethnicity (2009 vs. 1978)

	Democrats		Republicans		Non-partisan/other	
	2009	1978	2009	1978	2009	1978
Total (in 000's)	7,642	5,730	5,326	3,465	4,185	935
White non-Hispanic	55%	76%	79%	93%	59%	87%
Latino	27	11	13	4	21	5
Black/African-American	9	10	1	1	4	3
Asian/other	9	3	7	2	16	5

Sources: Totals from California Secretary of State, while subgroup percentages are Field Poll estimates.

Registered voter shifts across geographic regions

Changes are also evident in the distribution of voters across major geographic regions of the state, with a growing share of voters now residing in California's interior.

The proportion of California voters residing in the state's twenty coastal counties stands at 70%, down 8 percentage points from 1978. Conversely, the proportion of registered voters living in inland counties has grown 8 percentage points to 30%.

More specifically, a declining proportion of registered voters now reside in the state's two major metropolitan areas, Los Angeles County and the San Francisco Bay Area, than in other parts of the state. Los Angeles County now comprises 25% and the Bay Area 21% of the state's voters. Collectively, voters in these regions now account for 46% of all voters, down 9 percentage points from 1978 when 55% of the electorate resided there.

At the same time, there has been a corresponding increase in the proportion of the state's electorate who live in the Inland Empire (10%, +4 points), the Central Valley (17%, + 3 points) and Orange/San Diego (19%, +2 points).

Table 4
Changes in California's Registered Voter Population by Area and Region (2009 vs. 1978)

	2009	1978	△
Geographic Area			
Coastal counties	70%	78%	-8
Inland counties	30	22	+8
Region			
Los Angeles County	25%	31%	-6
San Francisco Bay Area	21	24	-3
Orange/San Diego	18	17	+1
Central Valley	17	14	+3
Inland Empire	10	6	+4
All other areas	9	8	+1

Source: California Secretary of State

There has been greater geographic change within the state GOP than the Democratic Party over the past thirty years. In 1978 over three in four Republicans (78%) resided in the state's twenty coastal counties and just 22% lived in an inland county. Now, 63% live in a coastal county, while 37% reside inland.

In addition, whereas about half (49%) of rank-and-file Republicans lived in the metropolitan areas of Los Angeles County and the San Francisco Bay Area in 1978, the proportion of GOPers now living in these regions has declined to just 33%. Meanwhile, the proportion of Republicans living in either the Central Valley (21%) or the Inland Empire (13%) has increased significantly.

While a somewhat smaller proportion of the state's Democratic voters now reside in Los Angeles County than in 1978 (29%), the county still accounts for the largest share of Democrats in any region of the state. In addition, a majority of Democrats (53%) continue to reside in the state's two largest metropolitan areas, Los Angeles County and the Bay Area.

The rapid growth in the number of non-partisan voters over the past thirty years has been fairly evenly distributed across the state and approximates the geographic distribution of the overall state-wide electorate.

Table 5
Changes in Partisan Composition of California's Registered Voters by Area and Region (2009 vs. 1978)

Geographic Area	Democrats		Republicans		Non-partisan/other	
	2009	1978	2009	1978	2009	1978
Coastal counties	77%	78%	63%	78%	75%	81%
Inland Counties	23	22	37	22	25	19
Region						
Los Angeles County	29%	33%	19%	28%	25%	24%
San Francisco Bay Area	24	25	14	21	23	30
Central Valley	15	14	21	13	14	13
Orange/San Diego	14	14	23	22	19	19
Inland Empire	9	6	13	7	9	5
All other areas	9	8	10	9	10	9

Source: California Secretary of State

Other changes in the demography of the state's registered voters

Over the past thirty years, a number of other demographic changes have occurred in the state's electorate in relation to voters' age, education, tenure, marital status and religion. For example:

- The overall electorate is now older on average than it was in 1978. Over three in four voters (68%) are now age 40 or older, up from 58% in 1978.
- More registered voters are now college graduates (46%) than was the case thirty years ago (36%).
- A larger proportion of the state's registered voters are homeowners (74%) than was true in 1978 (66%).
- A declining proportion of registered voters are now separated, divorced or widowed (14%), while the proportions of voters who are married or living together (66%) or are single and never married (20%) have increased.

- There has been a significant decline in the relative share of California voters who are Protestants over the past thirty years. Protestants now comprise 38% of all voters, down from 50% in 1978. At the same time, there has been a big increase in the proportion of voters who are affiliated with non-Christian religions (20%).

Table 6
Changes in California's Registered Voter Population Across Demographic Subgroups (2009 vs. 1978)

	2009	1978	Δ
Gender			
Female	53%	53%	--
Male	47	47	--
Age			
18 – 29	17%	23%	-6
30 – 39	15	19	-4
40 – 49	20	16	+4
50 – 59	20	17	+3
60 or older	28	25	+3
Education			
High school graduate or less	21%	35%	-14
Some college	33	29	+4
College graduate	46	36	+10
Tenure			
Homeowner	74%	66%	+8
Renter	26	34	-8
Marital status			
Married/living together	66%	62%	+4
Separated/divorced/widowed	14	23	-9
Single/never married	20	15	+5
Religion			
Protestant	38%	50%	-12
Catholic	26	24	+2
Other non-Christian	20	11	+9
No preference	16	15	+1

Source: Field Poll estimates.

Demographic changes by party

The advancing age of California voters can be seen across all parties, with majorities of both Democrats and Republicans now age 50 or older. Even among non-partisans/others, who have always been a somewhat younger population, fewer are now under age 40 (49%) than was the case in 1978 (63%).

Higher levels of education are observed across voters of each party, although larger changes have occurred among Democrats and non-partisans than Republicans.

Although the proportion of homeowners has increased across all segments since 1978, a larger proportion of Republicans (82%) than Democrats (72%) or non-partisans (63%) are homeowners.

There has been a decline in the proportion of voters within each party who are separated, divorced or widowed, and increases in the proportions who are either married or living together or are single and never married.

The declining share of Protestants in the overall electorate is most prominent among Democratic party voters. Currently just 29% of registered Democrats are Protestant, down from 43% in 1978. Catholics (31%) now comprise a larger share of Democrats than Protestants. By contrast, Protestants still comprise a majority (55%) of the state GOP, although this too is down from 66% in 1978.

Table 7

Changes in the Partisan Composition of California's Registered Voters Across Demographic Subgroups (2009 vs. 1978)

	Democrats		Republicans		Non-partisan/other	
	2009	1978	2009	1978	2009	1978
Gender						
Female	58%	54%	50%	51%	51%	47%
Male	42	46	50	49	49	53
Age						
18 – 29	15%	26%	12%	17%	29%	34%
30 – 39	14	19	13	18	20	29
40 – 49	18	15	22	18	20	14
50 – 59	22	17	20	19	19	11
60 or older	31	23	33	28	12	12
Education						
High school graduate or less	23%	41%	18%	28%	20%	35%
Some college	31	27	36	28	36	29
College graduate	46	32	46	44	44	36
Tenure						
Homeowner	72%	63%	82%	77%	63%	60%
Renter	28	37	18	23	37	40
Marital status						
Married/living together	63%	58%	73%	68%	59%	51%
Separated/divorced/widowed	17	25	13	21	11	28
Single/never married	20	17	14	11	30	21
Religion						
Protestant	29%	43%	55%	66%	30%	36%
Catholic	31	29	23	17	22	23
Other non-Christian	23	13	14	8	23	17
No preference	17	15	8	9	25	24

Source: Field Poll estimates.

Voter views on various social issues have changed over the past three decades

As the demographic profile of the state's voters has changed, so too have voter opinions on a number of important social issues.

Perhaps most dramatic has been the change in voter attitudes about same-sex marriage over the past three decades. A March 2009 *Field Poll* found more voters approving (49%) than disapproving (44%) of allowing same-sex couples to marry. This represents a big shift in attitudes from 1977 when opponents of same-sex marriage outnumbered supporters two to one (62% to 31%).

California voters have also become more accepting of allowing abortion and euthanasia over the past thirty years. In 1975 a narrow 51% to 41% majority of state voters approved of allowing abortion. However, support for allowing abortion in California has grown since then to a greater than three to one margin (70% to 22%).

Similarly, voter approval of allowing incurably ill patients the right to ask for and get life-ending medication has grown over the past thirty years. In 1975, 63% of voters approved of this practice, whereas by 2006, 69% were supportive.

Maintaining the death penalty as a form of punishment for certain crimes continues to be supported by two in three voters (67%). This represents only a slight decline from 1975 when 74% of California voters favored this form of punishment.

Table 8

Changes in California Voter Views about Important Social Issues Over the Past Three Decades

	2006/ 2009	1975/ 1977	△
Same-sex marriage (2009 vs. 1977)			
Approve	49%	31%	+18
Disapprove	44	62	-18
No opinion	7	7	--
Abortion (2006 vs. 1975)			
Approve	70%	51%	+19
Disapprove	22	41	-19
No opinion	8	8	--
Euthanasia (2006 vs. 1975)			
Approve	69%	63%	+6
Disapprove	21	29	-8
No opinion	10	8	+2
Death penalty (2006 vs. 1975)			
Keep	67%	74%	-7
Do away with	29	21	+8
Qualified/no opinion	4	5	-1

Source: The Field Poll.

Note: 1975 abortion question asked voters whether they approved of abortion in the first trimester of pregnancy, whereas 2006 question asked whether current laws permitting abortion should be changed.

When examining the changes in voter attitudes on these social issues by party, Californians' greater acceptance of same-sex marriage over the past thirty years has come entirely from the ranks of registered Democrats and non-partisans rather than Republicans. Democratic voter views about allowing same-sex marriage have shifted from greater than two to one opposition in 1977 to greater than two to one support this year. Similarly, while a five to three majority of non-partisans opposed allowing same-sex couples to marry in 1977, they are now in support by a five to three margin.

Republicans, on the other hand, have not changed their views on this issue, and if anything, are now more opposed than they were thirty years ago. A nearly three to one majority of Republicans (68% to 23%) currently opposes allowing same-sex marriage in California. This is marginally greater than their 65% to 30% opposition found in a 1977 *Field Poll*.

Californians' greater acceptance of allowing abortion over the past thirty years is also primarily the result of more tolerant attitudes among Democrats and non-partisans. Greater than eight in ten Democrats (82%) favor granting women the right to an abortion, a 30 percentage-point increase from 1975. Nearly three in four non-partisans (73%) also approve of allowing abortion, up 14 points from 1975. Among Republicans 55% support allowing abortion, up only marginally from thirty years earlier.

Voters' somewhat greater acceptance of allowing euthanasia for incurably ill patients over the past thirty years is derived exclusively from greater tolerance among registered Democrats. Between 1975 and 2006 support for allowing euthanasia grew 20 points among Democrats from 60% to 80%. By contrast, over the same period, slightly smaller majorities of Republicans and non-partisans reported approving of the practice.

There continues to be majority support for maintaining the death penalty across voters within each political party. However, there is now slightly less support within each party than there was three decades earlier, with the proportions in favor declining 11 points among Democrats, 9 points among non-partisans and 4 points among Republicans.

Table 9
Changes in Partisan Preferences Regarding Important Social Issues Over the Past Three Decades

	Democrats		Republicans		Non-partisan/other*	
	2006/ 2009	1975/ 1977	2006/ 2009	1975/ 1977	2006/ 2009	1975/ 1977
Same-sex marriage (2009 vs. 1977)						
Approve	64%	29%	23%	30%	57%	38%
Disapprove	30	63	68	65	38	55
No opinion	6	8	9	5	5	7
Abortion (2006 vs. 1975)						
Approve	82%	52%	55%	50%	73%	59%
Disapprove	10	43	40	40	14	34
No opinion	8	5	5	10	13	7
Euthanasia (2006 vs. 1975)						
Approve	80%	60%	59%	66%	63%	73%
Disapprove	10	30	30	29	28	24
No opinion	10	10	11	5	9	3
Death penalty (2006 vs. 1975)						
Keep	55%	66%	81%	85%	67%	76%
Do away with	40	28	16	11	29	21
Qualified/no opinion	5	6	3	4	4	3

Source: The Field Poll.
*Small sample bases.

Big declines in voter assessments of California as a place to live but no change in views of Proposition 13

Californians' assessments of the state as a place to live have declined precipitously since the late 1970's. In 1977 over three in four registered voters (76%) described California as "one of the best places to live." Now, just 41% of registered voters say this about their state.

By contrast, voter support for Proposition 13, the landmark property tax reduction initiative approved by voters in 1978, has changed little over the past thirty years. Prior to the historic June 1978 election, registered voters supported passage of Prop. 13 by a 57% to 34% margin, with 9% undecided.

Last year on the occasion of Prop. 13's thirtieth anniversary, *The Field Poll* asked registered voters how they would vote if Prop. 13 were up for a vote again. The results show that support for Prop. 13 has remained strong, with 57% in favor, 23% opposed and 20% undecided.

Table 10
Changes in Voter Perceptions of California as a Place to Live and of Proposition 13 Over the Past Three Decades

	2008/ 2009	1977/ 1978	△
California as a place to live (2009 vs. 1977)			
One of the best places	41%	76%	-35%
Nice but not outstanding	25	13	+12
About average	22	9	+13
Poor place	9	1	+8
No opinion	3	1	+2
Views about Prop. 13 (2008 vs. 1978)			
Favor	57%	57%	--
Oppose	23	34	-11
No opinion	20	9	+11

Source: The Field Poll.

Declines in voter assessments of California as a place to live are seen across party lines, but are most pronounced among Republicans. At present, just 30% of the state's Republicans rate the state as one of the best places to live. This is down 50 points from 1977, when 80% of GOPers considered the state one of the best places to live. Assessments of Democrats and non-partisans have also declined but by somewhat smaller margins. Slightly less than half of Democrats (45%) and non-partisans (49%) described California as one of the best places to live earlier this year. This represented declines of 28 points and 27 points, respectively, from 1977.

Voter support for Prop. 13 has remained remarkably stable across Democrats, Republicans and non-partisans over the past thirty years. Among Democrats 48% remained supportive in 2008, similar to 49% who said this in 1978. Among Republicans 72% favored Prop. 13 in 2008, similar to 70% who said this in 1978. Among non-partisans 53% continued to back Prop. 13 in 2008. In 1978, 51% felt this way.

Table 11
Changes in Voter Perceptions of California as a Place to Live and Proposition 13 Over the Past Three Decades

	Democrats		Republicans		Non-partisan/other**	
	2008/ 2009	1977/ 1978	2008/ 2009	1977/ 1978	2008/ 2009	1977/ 1978
CA as a place to live (2009 vs. 1977)						
One of the best places	45%	73%	30%	80%	49%	76%
Nice but not outstanding	27	14	27	11	19	14
About average	19	11	23	6	26	10
Poor place	19	*	15	2	5	*
No opinion	2	2	5	1	1	*
Views about Prop. 13 (2008 vs. 1978)						
Favor	48%	49%	72%	70%	53%	51%
Oppose	30	40	13	25	26	34
No opinion	22	11	15	5	21	15

Source: The Field Poll.
*Less than 1/2 of 1%. **Small sample bases.
Note: Percentages for taxes named as too high could add to more than 100% due to multiple mentions.

About the Registered Voter Estimates

Total registered voter estimates: Estimates of the 2009 demographic characteristics of California's total registered voter population are derived from surveys conducted by *The Field Poll* among a total of 9,257 voters from the poll's nine most recent statewide surveys completed through May 2009. Data for 1978 are based on statewide surveys conducted by *The Field Poll* among 4,072 registered voters in four separate surveys that year.

Party estimates: Estimates of the 2009 demographic characteristics of California's registered voters by party are based on statewide surveys conducted by *The Field Poll* with a total of 3,942 registered Democrats, 3,334 registered Republicans, and 1,981 registered as "decline to state" or with a minor party in its nine most recent surveys through May 2009. Data for 1978 are based on statewide surveys conducted by *The Field Poll* among 2,207 registered Democrats, 1,517 registered Republicans and 348 voters registered as "declined to state" or with a minor party in four separate surveys that year.

Questions Asked Regarding Social and Other Issues in This Report

Same-sex marriage

(both 1977 and 2009) Do you approve or disapprove of California allowing homosexuals to marry members of their own sex and have regular marriage laws apply to them?

Abortion

(1975) Do you approve or disapprove of allowing abortion when a mother desires it during the first three months of her pregnancy?

(2006) Do you favor laws that would make it more difficult for a woman to get an abortion, favor laws that would make it easier to get an abortion or should no change be made to existing abortion laws?

Euthanasia

(both 1975 and 2006) Do you think an incurably ill patient should have the right to ask for and get medication that would painlessly end his or her life?

Death penalty

(both 1975 and 2006) As you know, California has capital punishment – that is, execution – as a form of punishment for certain crimes. How do you personally feel about capital punishment? Would you be in favor of doing away with the death sentence or do you feel the death sentence should be kept as a punishment for serious crimes?

California as a place to live

(both 1977 and 2009) How would you rate California as a place to live? Would you say it is one of the best places to live, a nice but not outstanding place to live, about an average place to live or a poor place to live?

Proposition 13

(1978) If you were voting today, would you vote Yes or No on Proposition 13?

(2008) Thirty years ago in 1978 California voters approved Propositions 13, which reduced local property taxes and limited the amount they could be increased each year. . . If Proposition 13 were up for a vote again today, do you think you would vote in favor of it or vote against it?

About The Field Poll and Field Research Corporation

The Field (California) Poll has operated continuously since 1947 as an independent and non-partisan public opinion poll which focuses on the state of California. Through its regularly scheduled statewide surveys, *The Field Poll* tracks voter preferences in major statewide candidate and proposition election contests, assesses public opinion about elected officials and major issues facing the state, obtains public reaction to political, economic and social events, and covers other special topics of general public interest. Throughout its long history, *The Field Poll* has earned a reputation as a reliable and authoritative source of public opinion trends in California. News stories quoting *The Field Poll* appear regularly in national and international media, as well as by California's local newspapers and television stations. References to findings from the poll have appeared in thousands of published works by scholars, political and social writers.

The Field Poll is owned and operated by Field Research Corporation, one of the West Coast's oldest and most respected public opinion research organizations. The firm conducts local, regional and national opinion research projects in the public and private sectors. Field Research specializes in full-service research, typically executing all project phases from initial conceptualization and design through data analysis and reporting. Field Research specialists are highly skilled in all aspects of survey research. Areas of proven expertise include research design, sample selection, questionnaire development, data collection, data processing, qualitative and quantitative data analysis, expert testimony in court proceedings, as well as Spanish and Asian language interviewing. High quality data gathering and data management services are also offered on a stand-alone basis.

Field Research has a large and well-maintained computer-assisted telephone interviewing facility, full reproduction capabilities for mail surveys, long experience in conducting in-person interviews in malls, health clinics and government service sites, and a state-of-the-art in-house data processing and tabulation center. Field Research is a long-time member of the Council of American Survey Research Organizations (CASRO) and the American Association for Public Opinion Research (AAPOR) and subscribes to their codes of professional standards and ethics. Findings from Field Research surveys have been accepted as evidence in a wide range of legal jurisdictions, including both federal and state appellate courts in California.