

# THE FIELD POLL

THE INDEPENDENT AND NON-PARTISAN SURVEY  
OF PUBLIC OPINION ESTABLISHED IN 1947 AS  
THE CALIFORNIA POLL BY MERVIN FIELD

222 Sutter Street  
San Francisco, CA 94108-4411  
(415) 392-5763 FAX: (415) 434-2541  
EMAIL: [fieldpoll@field.com](mailto:fieldpoll@field.com)

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## **HOW SCHWARZENEGGER'S HISTORY AND CHARACTERISTICS HELPS AND HURTS HIM IN HIS BID TO BECOME GOVERNOR.**

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by Mark DiCamillo and Mervin Field

Movie actor Arnold Schwarzenegger's sudden emergence into California's political spotlight has brought with it a lot of questions about his background and personal characteristics, all of which can have a major bearing on how he fares as a candidate for Governor in the October 7 special election.

After the appearance of some early reports that Schwarzenegger might run for California governor, the state and national political press began to scrutinize his careers, political history and personality. This examination surfaced some documented facts about the candidate and his stated position on the issues, as well as rumors and allegations about the movie actor's personality.

In its current survey, *The Field Poll* compiled a series of seventeen references that had appeared in the media about Schwarzenegger and asked prospective voters in the October 7 election whether each item would make them more or less inclined to support him.

### **Aspects which on balance appear to help Schwarzenegger's candidacy**

There are three references made regarding Schwarzenegger where about four or five times as many voters say they would make them more inclined rather than less inclined to vote for him.

These references are "he has been very successful in business and real estate," "he is independently wealthy and says he would not need to raise money from special interest groups," and "he was the lead sponsor for Prop. 49, the after school programs ballot measure approved in the last election."

Each of these issues appear to give Republican voters, in particular, considerable stimulus to vote for Schwarzenegger. While Democrats appear to be less motivated than Republicans to favor Schwarzenegger on these issues, many also appear to provide a boost among these voters as well.

On another issue, “he supports legal abortion,” more voters are affected positively than negatively by a three to two margin. However, opinions about this are largely partisan, with this being a plus on balance to Democratic voters but a net negative to Republican voters.

One other item works slightly in Schwarzenegger’s favor – “he’s exciting and has a dynamic personality.” However, while its impact is positive to Republicans and non-partisans, it is not a big factor to Democrats.

**Table 1**  
**References about Schwarzenegger which tend to produce**  
**more support than less support for him**  
**(among registered voters)**

	<b><u>More</u></b> <b><u>inclined</u></b>	<b><u>Less</u></b> <b><u>inclined</u></b>	<b><u>No</u></b> <b><u>opinion</u></b>
<hr/>			
He’s been very successful in business and real estate			
All voters	<u>43%</u>	<u>8</u>	<u>49</u>
Democrats	28%	11	61
Republicans	63%	5	32
Non-partisans/others	47%	6	47
<hr/>			
He is independently wealthy and says he would not need to raise money from special interest groups			
All voters	<u>43%</u>	<u>10</u>	<u>47</u>
Democrats	38%	16	46
Republicans	47%	4	49
Non-partisans/others	42%	9	49
<hr/>			
He was lead sponsor of Prop. 49, the after school programs ballot measure, approved in the last election			
All voters	<u>44%</u>	<u>8</u>	<u>48</u>
Democrats	39%	11	50
Republicans	46%	7	47
Non-partisans/others	51%	4	45
<hr/>			
He supports legal abortion			
All voters	<u>34%</u>	<u>23</u>	<u>43</u>
Democrats	41%	17	42
Republicans	28%	37	35
Non-partisans/others	24%	18	58
<hr/>			
He’s exciting and has a dramatic personality			
All voters	<u>19%</u>	<u>10</u>	<u>71</u>
Democrats	12%	15	73
Republicans	23%	6	71
Non-partisans/others	21%	2	77

**Aspects which on balance may hurt Schwarzenegger's candidacy**

One reference made about Schwarzenegger which many voters (41%) say make them less inclined to vote for him is "he has not served in any kind of political office."

Four other items appear to affect small but significant proportions of voters in a negative way. They include the fact that "he is a Hollywood actor," "there are allegations that he's had extramarital affairs," "it's been reported that his father was a Nazi party member in 1938," and "it's reported that he used steroids during his former career as a body builder."

Relatively large proportions of voters (31%) are also negatively affected by the statement "he's not a career politician," but 24% take this as a positive and make them more inclined to support him.

**Table 2**  
**References about Schwarzenegger which tend to produce**  
**less support than more support for him**  
**(among registered voters)**

	<b><u>More</u></b> <b><u>inclined</u></b>	<b><u>Less</u></b> <b><u>inclined</u></b>	<b><u>No</u></b> <b><u>opinion</u></b>
<b>He has not served in any kind of political office before</b>			
All voters	<u>15%</u>	<u>41</u>	<u>44</u>
Democrats	8%	60	32
Republicans	20%	28	52
Non-partisans/others	20%	26	54
<b>He is a Hollywood actor</b>			
All voters	<u>5%</u>	<u>26</u>	<u>69</u>
Democrats	4%	39	57
Republicans	4%	15	81
Non-partisans/others	9%	23	68
<b>He's not a career politician</b>			
All voters	<u>24%</u>	<u>31</u>	<u>45</u>
Democrats	16%	36	48
Republicans	35%	19	46
Non-partisans/others	24%	38	38
<b>There are allegations he's had extramarital affairs</b>			
All voters	<u>2%</u>	<u>19</u>	<u>79</u>
Democrats	1%	21	78
Republicans	4%	18	78
Non-partisans/others	3%	17	80
<b>It's been reported that his father was a Nazi party member in 1938</b>			
All voters	<u>1%</u>	<u>18</u>	<u>81</u>
Democrats	1%	25	74
Republicans	2%	5	93
Non-partisans/others	*	23	77
<b>It's reported that he used steroids during his former career as a body builder</b>			
All voters	<u>1%</u>	<u>13</u>	<u>86</u>
Democrats	2%	21	77
Republicans	1%	5	94
Non-partisans/others	1%	15	84

\* Less than 1/2 of 1%.

### **Offsetting advantages and disadvantages**

On six other items the proportions who say this would make them more inclined to support Schwarzenegger is offset by a similar proportion saying this would make them less inclined to vote for him.

On the issue “Schwarzenegger supported Prop. 187,” nearly three fourths of all voters say this would affect their inclination to support him, with 37% saying this makes them more inclined and 35% less inclined. Opinions on this are very partisan, with a large majority of Democrats (59%) affected negatively and 69% of Republicans affected positively.

The fact that Schwarzenegger is a Republican also sharply divides voters, with the views of Democrats and Republicans offsetting one another, producing a standoff in affect. A similar result is observed in the reference to the item “he supports adoption rights for gays” and “he opposed the impeachment of President Clinton.”

Two other aspects about Schwarzenegger do not affect voters’ intentions to any large degree one way or the other. One is that he is married to Maria Shriver, a Kennedy family member, and the other is that he is an immigrant from Austria.

**Table 3**  
**References about Schwarzenegger where the impact on voters is mixed**  
**(among registered voters)**

	<b><u>More inclined</u></b>	<b><u>Less inclined</u></b>	<b><u>No opinion</u></b>
<b>He supported Prop. 187, the initiative that would have denied public education, social services and non-emergency health care to illegal immigrants</b>			
All voters	<u>37%</u>	<u>35</u>	<u>28</u>
Democrats	15%	59	26
Republicans	69%	7	24
Non-partisans/others	31%	29	40
<b>He is a Republican</b>			
All voters	<u>26%</u>	<u>24</u>	<u>50</u>
Democrats	4%	47	49
Republicans	57%	2	41
Non-partisans/others	12%	19	69
<b>He supports adoption rights for gay couples</b>			
All voters	<u>27%</u>	<u>30</u>	<u>43</u>
Democrats	37%	23	40
Republicans	13%	44	43
Non-partisans/others	33%	17	50
<b>He opposed impeachment of President Clinton</b>			
All voters	<u>23%</u>	<u>22</u>	<u>55</u>
Democrats	31%	14	55
Republicans	12%	36	52
Non-partisans/others	24%	16	60
<b>He's married to Maria Shriver, a member of the Kennedy family</b>			
All voters	<u>13%</u>	<u>11</u>	<u>76</u>
Democrats	13%	10	77
Republicans	13%	14	73
Non-partisans/others	10%	5	85
<b>He is an immigrant from Austria</b>			
All voters	<u>8%</u>	<u>10</u>	<u>82</u>
Democrats	8%	12	80
Republicans	8%	10	82
Non-partisans/others	10%	6	84

## **Information About the Survey**

### **Sample Details**

The findings in this report are based on a telephone survey conducted August 10-13, 2003 in English and Spanish among a random sample of California registered to vote. A representative sample of 1,036 California adults were initially screened yielding interviews with 629 registered voters. In order to cover a broad range of issues and still minimize voter fatigue, the overall sample was divided into two random subsamples of 317 and 312 voters each on these items.

Sampling was conducted by means of random digit dialing, which selects telephone exchanges within all area codes serving California in proportion to the population. From each exchange a random sample of telephone numbers was created by adding random digits to the telephone exchange selected, permitting access to both listed and unlisted telephones. After the completion of interviewing, the survey results were weighted slightly to Field Poll estimates of the state's total registered voter population.

According to statistical theory, results from each random voter sample have sampling error of +/- 5.8 percentage points at the 95 percent confidence level. Results from subgroups have somewhat larger sampling error ranges.

There are other possible sources of error in any survey in addition to sampling variability. Different results could occur because of differences in question wording, sampling, sequencing or through omissions or errors in interviewing or data processing. Extensive efforts were made to minimize such potential errors.

### **Questions Asked**

I am going to read some statements that have been made about one of the candidates running in the recall election, Arnold Schwarzenegger. For each, please tell me whether this would make you more inclined or less inclined to vote for him for Governor or whether it would make no difference to you. (ITEMS READ IN RANDOM ORDER) Does this make you more inclined or less inclined to vote for Schwarzenegger for Governor or does it make no difference to you? (SEE RELEASE FOR ITEMS)