

THE FIELD POLL

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

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RECOGNITION AND IMAGE RATINGS OF TWENTY-EIGHT OF THE CANDIDATES MENTIONED FOR STATE OFFICE IN NEXT YEAR'S ELECTIONS.

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by Mark DiCamillo and Mervin Field

Whether they like it or not, Californians will be asked to participate in yet two more statewide elections next year, the seventh and eighth in just five years.

There will be a June primary and November general election in 2006 and, in addition to an expected slew of controversial ballot propositions, there will be partisan contests for Governor, Lt. Governor, Attorney General, State Treasurer, State Controller, Secretary of State and State Insurance Commissioner.

A great many elected officials will either be seeking re-election or hoping to move up the political ladder. In addition, a number of others not now serving in state or local government have indicated they will be asking voters to support their bids for political office in 2006.

In a survey completed last month among a statewide cross-section of the state's registered voters, *The Field Poll* obtained voter recognition and image ratings of twenty-eight individuals who have been reported as candidates or have received considerable attention as possible candidates for one of the statewide contests.

Governor

Republican Arnold Schwarzenegger was elected Governor to fill the unexpired term of Democrat Gray Davis in the 2003 recall election, and he has already announced that he will be seeking re-election next year. Thus far, it doesn't appear that Schwarzenegger will be facing any significant challenges from his own party in the June Republican primary election.

Four Democrats have either formally announced their candidacies or have been at the center of speculation about possible gubernatorial election bids. Two are State Treasurer Phil Angelides and State Controller Steve Westly, both of whom have already declared their candidacies. Actor

Warren Beatty and movie director/actor Rob Reiner have also been mentioned frequently in the press as gubernatorial possibilities, but neither has stated their intention to run.

While greater than nine out of ten registered voters statewide (92%) have an opinion of Schwarzenegger, their view of the Governor is more unfavorable (54%) than favorable (38%), and highly partisan.

Very large majorities of voters do not have an opinion of either Angelides (65%) or Westly (71%). However, among those who do, their images are more favorable than unfavorable. In the case of Angelides it is 23% positive and 12% negative, while for Westly the ratio is 18% to 11% favorable.

Voter recognition of Reiner (66%) and Beatty (64%) is about twice as great as it is for Angelides or Westly. However, the images of both Reiner and Beatty are more negative than positive. Among the overall electorate 41% have an unfavorable view of Reiner, while 25% hold a favorable impression. Beatty's image is even more negative – 48% unfavorable and 16% favorable.

Table 1
Name identification and image ratings of four possible candidates for Governor in 2006
(among registered voters)

	<u>Have an opinion</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Arnold Schwarzenegger, Governor (R)				
<u>Total registered voters</u>	<u>92%</u>	<u>38%</u>	<u>54</u>	<u>8</u>
Democrat	95%	15%	80	5
Republican	93%	74%	19	7
Non-partisans/others	86%	28%	58	14
Rob Reiner, movie director and actor (D)				
<u>Total registered voters</u>	<u>66%</u>	<u>25%</u>	<u>41</u>	<u>34</u>
Democrat	61%	37%	24	39
Republican	76%	10%	66	24
Non-partisans/others	58%	24%	34	42
Warren Beatty, actor (D)				
<u>Total registered voters</u>	<u>64%</u>	<u>16%</u>	<u>48</u>	<u>36</u>
Democrat	67%	27%	40	33
Republican	61%	3%	58	39
Non-partisans/others	62%	15%	47	38
Phil Angelides, State Treasurer (D)				
<u>Total registered voters</u>	<u>35%</u>	<u>23%</u>	<u>12</u>	<u>65</u>
Democrat	37%	33%	4	63
Republican	41%	17%	24	59
Non-partisans/others	21%	12%	9	79
Steve Westly, State Controller (D)				
<u>Total registered voters</u>	<u>29%</u>	<u>18%</u>	<u>11</u>	<u>71</u>
Democrat	34%	24%	10	66
Republican	26%	13%	13	74
Non-partisans/others	25%	13%	12	75

(D) Democrat (R) Republican

Lt. Governor

Candidates for the office of Lt. Governor include four prominent Democrats and one Republican. They are: Republican State Senator Tom McClintock and Democrats, State Insurance Commissioner John Garamendi, State Senator Jackie Speier, Andres Irlando, Executive Director of the Cesar Chavez Foundation, and State Senator Liz Figueroa.

About one half of registered voters statewide have an opinion of McClintock (53%) and Garamendi (49%), who have both run for or served in statewide offices before. On the other hand, voter recognition is much lower for the other three candidates.

The initial image ratings that voters have of each of the five is more favorable than unfavorable.

Table 2
Name identification and image ratings of five Democratic and Republican candidates for Lt. Governor in 2006 (among registered voters)

	<u>Have an opinion</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Tom McClintock, State Senator (R)				
<u>Total registered voters</u>	<u>53%</u>	<u>35%</u>	<u>18</u>	<u>47</u>
Democrat	50%	23%	27	50
Republican	63%	55%	8	37
Non-partisans/others	43%	25%	18	57
John Garamendi, State Insurance Commissioner (D)				
<u>Total registered voters</u>	<u>49%</u>	<u>28%</u>	<u>21</u>	<u>51</u>
Democrat	55%	39%	16	45
Republican	44%	18%	26	56
Non-partisans/others	44%	21%	23	56
Jackie Speier, State Senator (D)				
<u>Total registered voters</u>	<u>31%</u>	<u>20%</u>	<u>11</u>	<u>69</u>
Democrat	31%	23%	8	69
Republican	32%	13%	19	68
Non-partisans/others	30%	28%	2	70
Andres Irlando, Exec. Director, Cesar Chavez Foundation (D)				
<u>Total registered voters</u>	<u>30%</u>	<u>18%</u>	<u>12</u>	<u>70</u>
Democrat	33%	26%	7	67
Republican	31%	8%	23	69
Non-partisans/others	24%	17%	7	76
Liz Figueroa, State Senator (D)				
<u>Total registered voters</u>	<u>22%</u>	<u>14%</u>	<u>8</u>	<u>78</u>
Democrat	26%	20%	6	74
Republican	18%	7%	11	82
Non-partisans/others	24%	16%	8	76

(D) Democrat (R) Republican

State Attorney General

For the office of Attorney General, two prominent Democrats and one Republican have declared their candidacies. They are: Oakland Mayor and Democrat Jerry Brown, Democratic Los Angeles City Attorney Rocky Delgadillo, and Republican State Senator Chuck Poochigian.

Brown, who served as Governor for two terms between 1975 and 1983, is far better known (70%) than either Delgadillo (27%) or Poochigian (14%). Yet, the ratings that each of the three candidates currently have among voters is mixed, with about as many holding a favorable as an unfavorable impression.

Table 3
Name identification and image ratings of three Democratic and Republican candidates for State Attorney General in 2006 (among registered voters)

	<u>Have an opinion</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Jerry Brown, Oakland Mayor (D)				
<u>Total registered voters</u>	<u>70%</u>	<u>39%</u>	<u>31</u>	<u>30</u>
Democrat	66%	55%	11	34
Republican	77%	23%	54	23
Non-partisans/others	66%	33%	33	34
Rocky Delgadillo, L.A. City Attorney (D)				
<u>Total registered voters</u>	<u>27%</u>	<u>13%</u>	<u>14</u>	<u>73</u>
Democrat	25%	17%	8	75
Republican	34%	13%	21	66
Non-partisans/others	17%	5%	12	83
Chuck Poochigian, State Senator (R)				
<u>Total registered voters</u>	<u>14%</u>	<u>8%</u>	<u>6</u>	<u>86</u>
Democrat	14%	7%	7	86
Republican	18%	11%	7	82
Non-partisans/others	10%	4%	6	90

(D) Democrat (R) Republican

State Treasurer

The major party candidates for State Treasurer include Democratic Attorney General Bill Lockyer, and two Republicans, Assemblyman Keith Richman and State Board of Equalization member Claude Parrish.

About half (48%) of registered voters statewide have an opinion of Lockyer, and it is largely positive, with 29% holding a favorable view and 19% having an unfavorable impression. Just 14% of voters have an opinion of Richman or Parrish and their images are mixed.

Table 4
Name identification and image ratings of three Democratic and Republican candidates for State Treasurer in 2006 (among registered voters)

	<u>Have an opinion</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Bill Lockyer, Attorney General (D)				
<u>Total registered voters</u>	<u>48%</u>	<u>29%</u>	<u>19</u>	<u>52</u>
Democrat	52%	38%	14	48
Republican	46%	21%	25	54
Non-partisans/others	42%	26%	16	58
Keith Richman, Assemblyman (R)				
<u>Total registered voters</u>	<u>14%</u>	<u>8%</u>	<u>6</u>	<u>86</u>
Democrat	14%	8%	6	86
Republican	11%	6%	5	89
Non-partisans/others	18%	9%	9	82
Claude Parrish, State Board of Equalization (R)				
<u>Total registered voters</u>	<u>14%</u>	<u>6%</u>	<u>8</u>	<u>86</u>
Democrat	11%	6%	5	89
Republican	19%	7%	12	81
Non-partisans/others	8%	3%	5	92

(D) Democrat (R) Republican

State Controller

Seeking the State Controller’s post are two Republicans, State Senator Abel Maldonado and Tony Strickland, President of the California Club for Growth, and three Democrats, John Chiang of the State Board of Equalization, State Senator Joe Dunn, and Assemblyman Dario Frommer.

Each receives relatively low recognition scores from voters statewide, with just 9% to 20% having an opinion. For the most part, the image ratings held by each of the candidates is divided.

Table 5
Name identification and image ratings of five
Democratic and Republican candidates for State Controller in 2006
(among registered voters)

	<u>Have an opinion</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Abel Maldonado, State Senator (R)				
<u>Total registered voters</u>	<u>20%</u>	<u>10%</u>	<u>10</u>	<u>80</u>
Democrat	16%	8%	8	84
Republican	22%	9%	13	78
Non-partisans/others	21%	15%	6	79
Tony Strickland, President, California Club for Growth (R)				
<u>Total registered voters</u>	<u>18%</u>	<u>7%</u>	<u>11</u>	<u>82</u>
Democrat	17%	6%	11	83
Republican	19%	6%	13	81
Non-partisans/others	16%	10%	6	84
John Chiang, State Board of Equalization (D)				
<u>Total registered voters</u>	<u>14%</u>	<u>6%</u>	<u>8</u>	<u>86</u>
Democrat	17%	11%	6	83
Republican	12%	3%	9	88
Non-partisans/others	14%	4%	10	86
Joe Dunn, State Senator (D)				
<u>Total registered voters</u>	<u>12%</u>	<u>7%</u>	<u>5</u>	<u>88</u>
Democrat	11%	5%	6	89
Republican	18%	10%	8	82
Non-partisans/others	6%	6%	*	94
Dario Frommer, Assemblyman (D)				
<u>Total registered voters</u>	<u>9%</u>	<u>3%</u>	<u>6</u>	<u>91</u>
Democrat	7%	2%	5	93
Republican	15%	5%	10	85
Non-partisans/others	6%	2%	4	94

* Less than ½ of 1%.

(D) Democrat (R) Republican

Secretary of State

Incumbent Secretary of State Republican Bruce McPherson, who formally declared his intention to seek re-election last week, has a recognition score of 28%, with 19% of voters holding a favorable view and 9% having an unfavorable impression. Two Democrats are also seeking election to the office. They are State Senators Deborah Ortiz and Debra Bowen. Ortiz is known to 22%, while 17% have an opinion of Bowen. Voter impressions are mixed toward each of the Democratic challengers.

Table 6
Name identification and image ratings of three
Democratic and Republican candidates for California Secretary of State in 2006
(among registered voters)

	<u>Have an opinion</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Bruce McPherson, California Secretary of State (R)				
<u>Total registered voters</u>	<u>28%</u>	<u>19%</u>	<u>9</u>	<u>72</u>
Democrat	26%	18%	8	74
Republican	34%	23%	11	66
Non-partisans/others	23%	15%	8	77
Deborah Ortiz, State Senator (D)				
<u>Total registered voters</u>	<u>22%</u>	<u>12%</u>	<u>10</u>	<u>78</u>
Democrat	22%	16%	6	78
Republican	27%	8%	19	73
Non-partisans/others	15%	10%	5	85
Debra Bowen, State Senator (D)				
<u>Total registered voters</u>	<u>17%</u>	<u>10%</u>	<u>7</u>	<u>83</u>
Democrat	18%	12%	6	82
Republican	16%	6%	10	84
Non-partisans/others	16%	11%	5	84

(D) Democrat (R) Republican

State Insurance Commissioner

Among four of the candidates vying for the office of State Insurance Commissioner, Democratic Lt. Governor Cruz Bustamante has by far the highest voter recognition score (73%). However, impressions of the Lt. Governor are divided and highly partisan, with 35% viewing him favorably and 38% having an unfavorable view.

None of the three Republican candidates – businessman Gary Mendoza, businessman Steve Poizner, or physician Phil Kurzner – is well known. Eighteen percent of voters have an opinion of Mendoza, and they divide 10% favorable and 8% unfavorable. For Kurzner, 15% have an impression, and this divides 7% favorable and 8% unfavorable. For Poizner 15% hold an opinion, with 5% rating him positively and 10% negatively.

Table 7
Name identification and image ratings of four
Democratic and Republican candidates for State Insurance Commissioner in 2006
(among registered voters)

	<u>Have an opinion</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Cruz Bustamante, Lt. Governor (D)				
<u>Total registered voters</u>	<u>73%</u>	<u>35%</u>	<u>38</u>	<u>27</u>
Democrat	70%	50%	20	30
Republican	82%	19%	63	18
Non-partisans/others	66%	30%	36	34
Gary Mendoza, businessman (R)				
<u>Total registered voters</u>	<u>18%</u>	<u>10%</u>	<u>8</u>	<u>82</u>
Democrat	15%	10%	5	85
Republican	21%	10%	11	79
Non-partisans/others	20%	11%	9	80
Phil Kurzner, physician (R)				
<u>Total registered voters</u>	<u>15%</u>	<u>7%</u>	<u>8</u>	<u>85</u>
Democrat	19%	9%	10	81
Republican	12%	3%	9	88
Non-partisans/others	14%	8%	6	86
Steve Poizner, businessman (R)				
<u>Total registered voters</u>	<u>15%</u>	<u>5%</u>	<u>10</u>	<u>85</u>
Democrat	20%	6%	14	80
Republican	12%	5%	7	88
Non-partisans/others	14%	5%	9	86

(D) Democrat (R) Republican

Background

The Field Poll has conducted surveys of this kind in many prior election cycles.

Generally these polls have found that early on few prospective candidates, especially those who have never before sought statewide office, are known to a substantial number of voters. Some may be well-known in their home areas, but not beyond.

On the other hand, the recognition and image ratings recorded by most of the other better known candidates is typically not based on any detailed knowledge of the candidate, but rather reflect a very impressionistic reaction to the candidate or the stature of the job he or she currently holds.

All of the candidates are already busy raising money and organizing campaign staffs, but few have begun any active campaigning.

Voter impressions of the candidates for the seven offices covered here could change markedly in the months to come and it is possible that some new candidates may join the races. *The Field Poll* will track voter impressions toward these and other candidates in subsequent poll reports as the electorate becomes more familiar with them.

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Information About The Survey

Sample Details

The findings in this report are based on a survey of 774 California registered voters conducted October 25-30, 2005. The survey was conducted by telephone in English and Spanish.

Households were sampled using a random digit dial methodology, which randomly selects operating telephone exchanges within all area codes serving California households in proportion to population. Within each exchange, telephone numbers are created by adding random digits to each selected telephone exchange. This method permits access to all landline telephone numbers statewide, both listed and unlisted, and gives each residential phone listing an equal chance of being selected.

In order to cover a broad range of candidates and still minimize possible voter fatigue, the overall voter sample was divided into two approximately equal sized random subsamples of about 400 registered voters each on these measures. According to statistical theory, 95% of the time results from the overall sample have a sampling error of +/-5 percentage points.

Questions Asked

I am going to read some names of people who are running or have been mentioned as a candidate for statewide office next year. For each name, please tell me whether your opinion of that person is favorable, unfavorable or whether you don't yet know enough about that person. (NAMES AND TITLES OF CANDIDATES READ IN RANDOM ORDER) Is your opinion of (NAME AND TITLE) favorable or unfavorable?