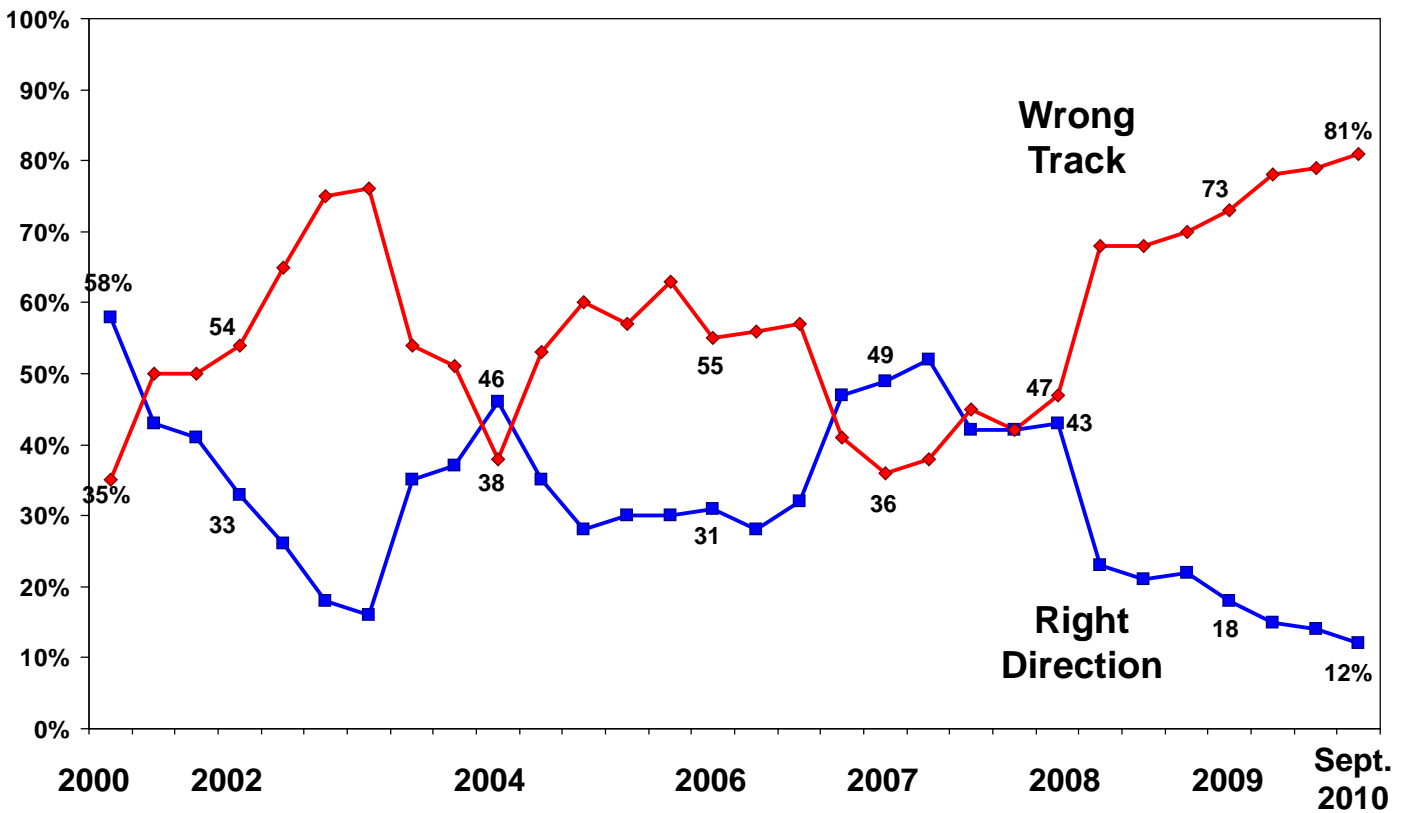

**California Voters’
Mood and Candidate Preferences
as Shown in
Pre-Election *Field Polls***

December 9, 2010

Pacific Chapter, American Association
for Public Opinion Research

Table 1

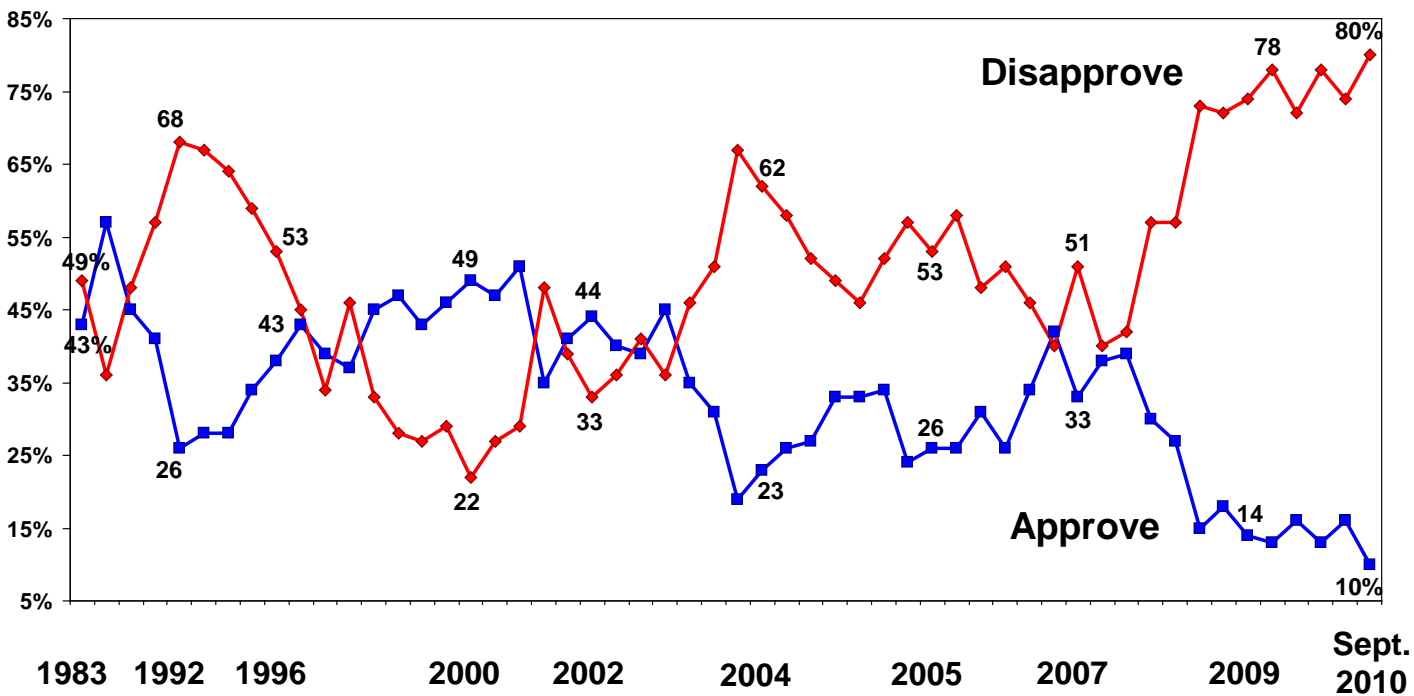
Trend of voter opinions about the overall direction California is heading



Source: Field Poll surveys conducted among California registered voters 2000-2010.

Table 2

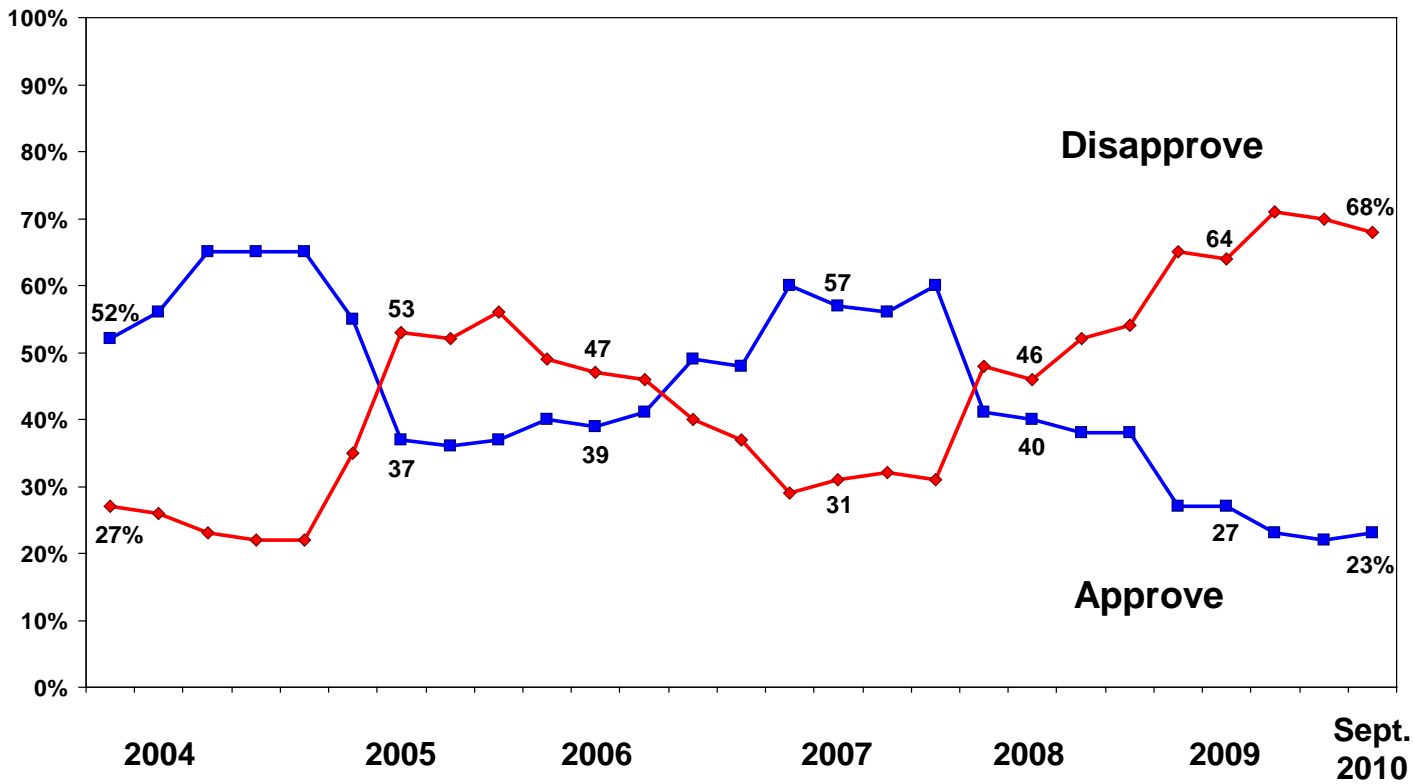
Trend of voter appraisals of the job the state legislature is doing



Source: Field Poll surveys conducted among California registered voters 1983-2010.

Table 3

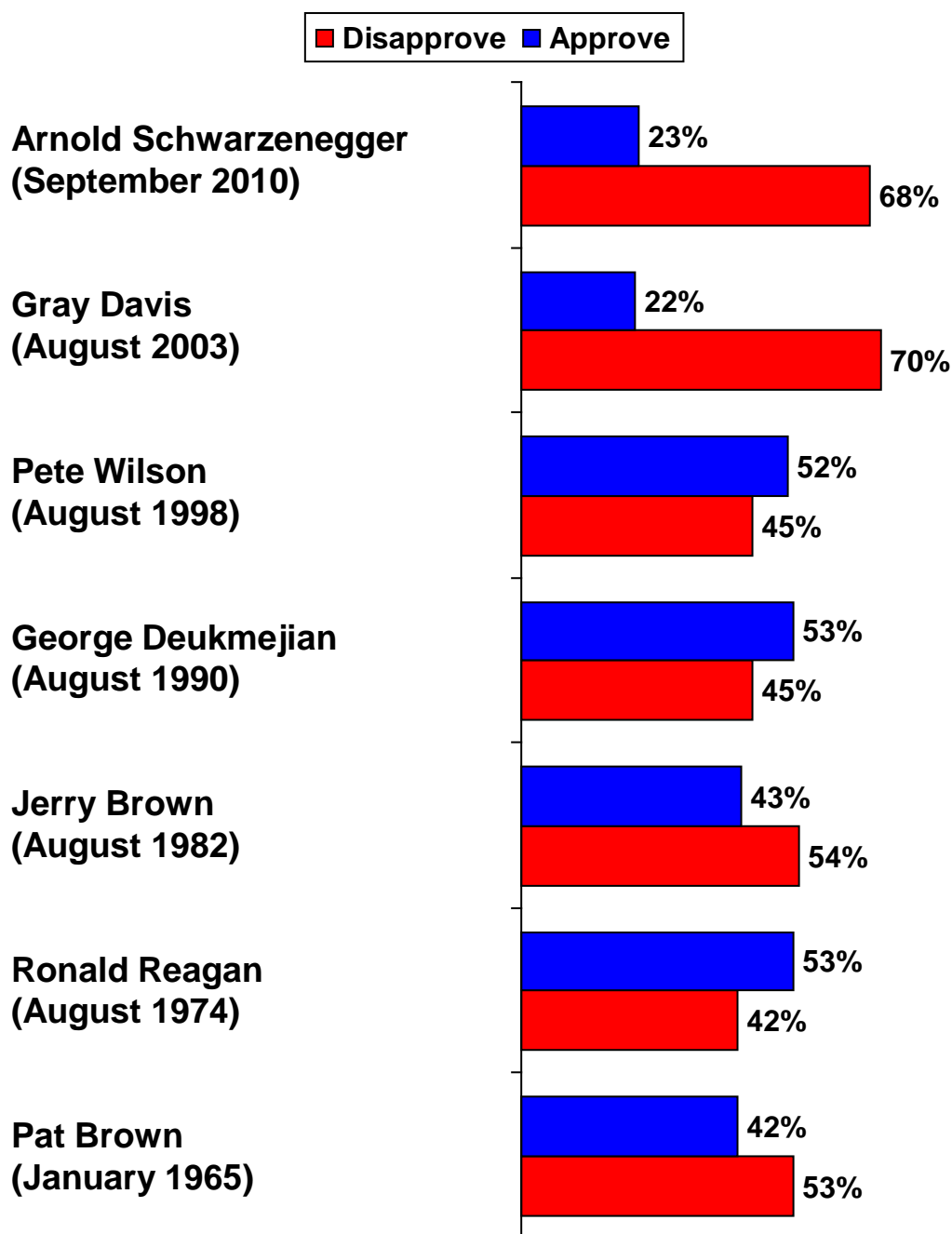
Trend of voter appraisals of Arnold Schwarzenegger's job performance as governor



Source: Field Poll surveys conducted among California registered voters 2004-2010.

Table 4

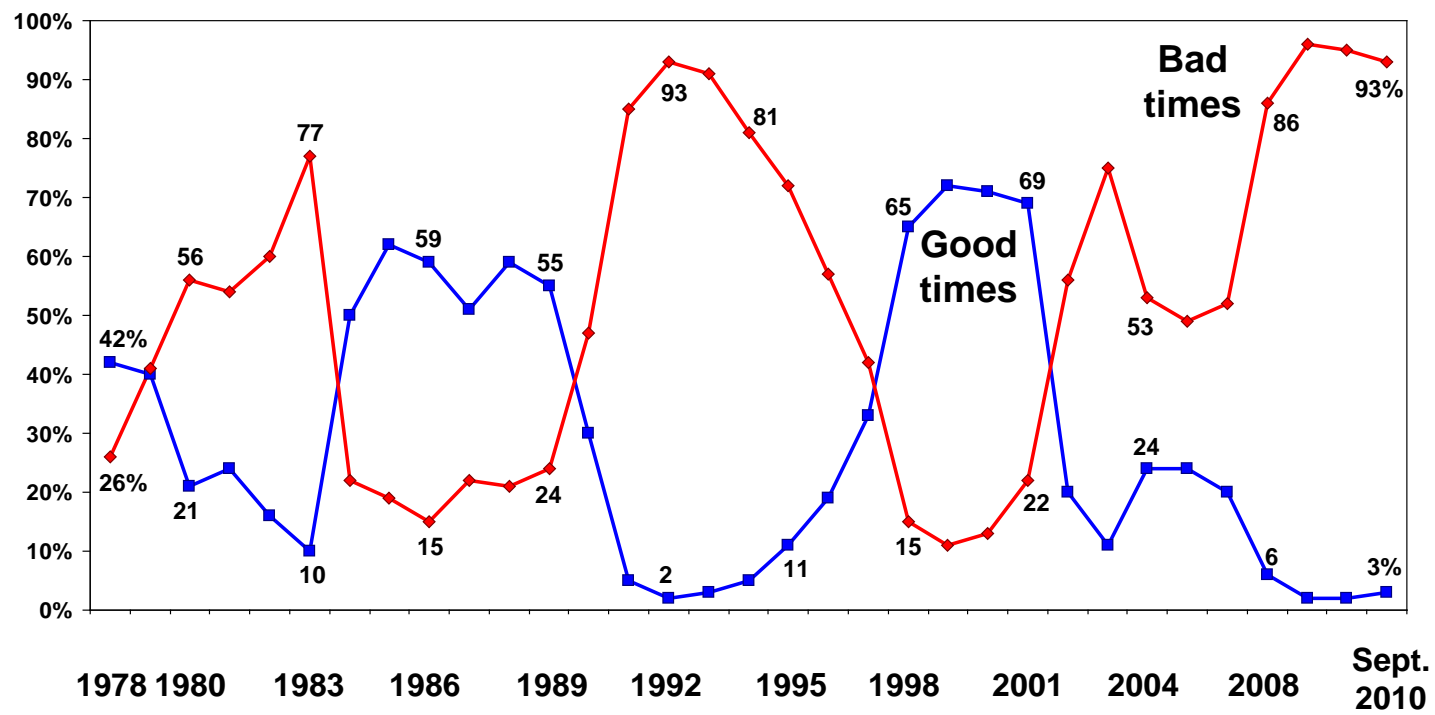
Comparing Schwarzenegger's final *Field Poll* job performance rating to those of his six immediate predecessors



Note: For polls conducted prior to 1994, the original surveys used a five-point response scale which was converted to the current two-point approve-disapprove scale for comparative purposes.

Table 5

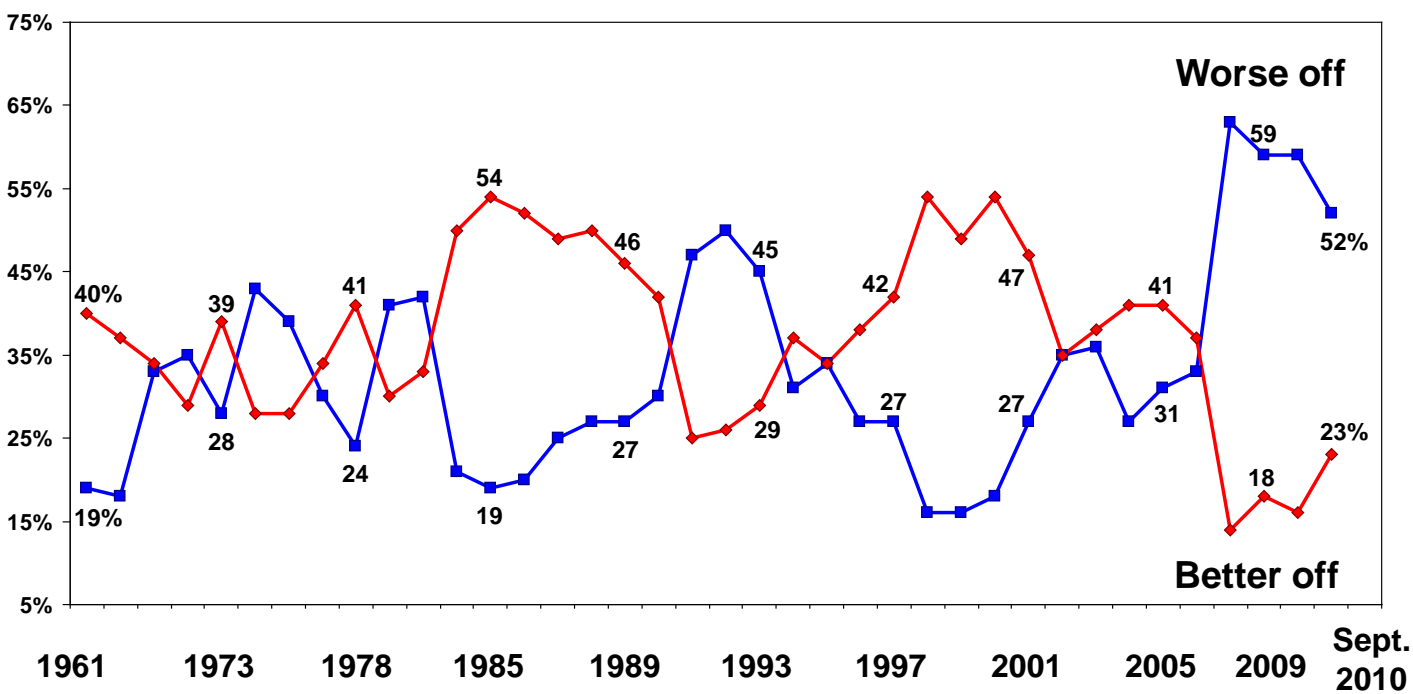
Perceived state of California's economy



Source: Field Poll surveys conducted among California registered voters 1978-2010.

Table 6

Californians' personal financial well-being compared to one year ago



Source: Field Poll surveys conducted among California registered voters 1961-2010.

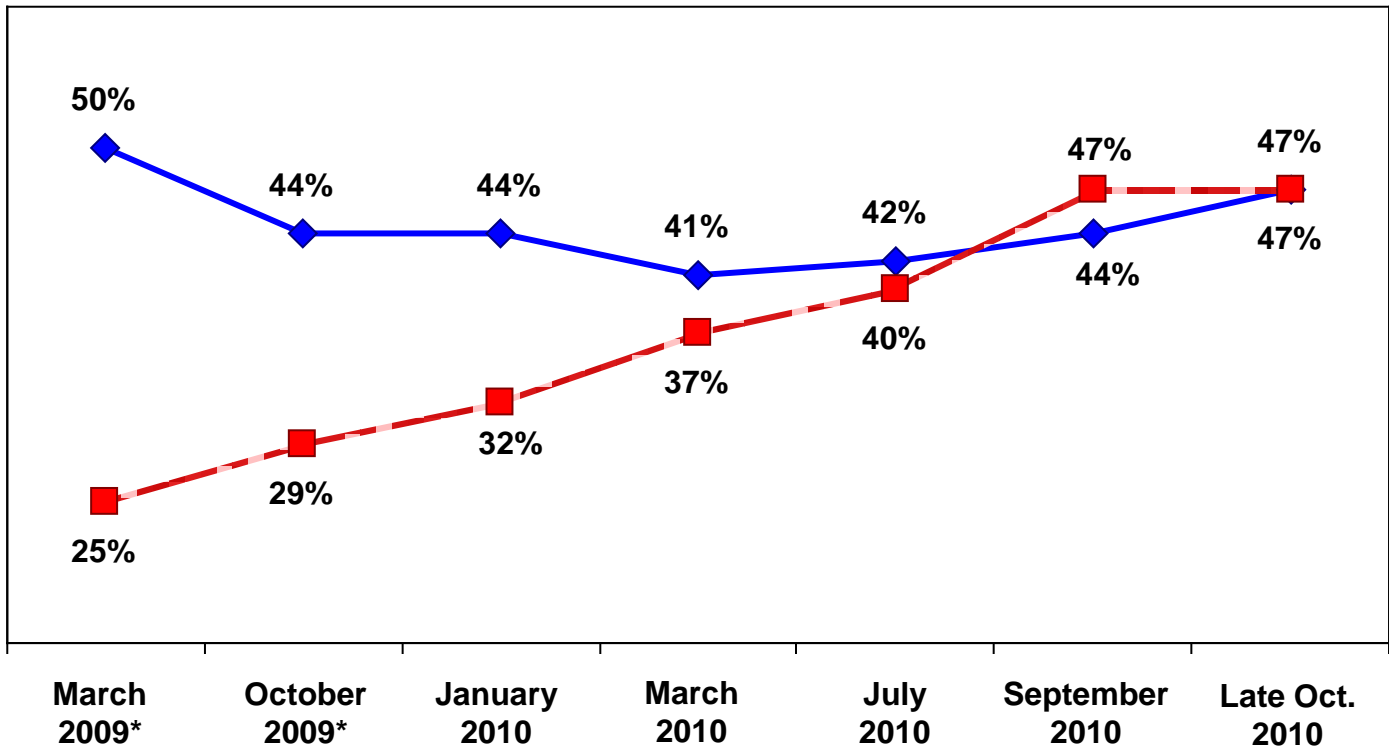
About *The Field Poll's* Final Pre-Election Survey

- Conducted among 1,501 registered voters in California, of whom 1,092 either had already voted or were considered likely to vote.
- The statewide cross-section sample of voters was augmented with 368 additional interviews with Chinese-American, Korean-American, Vietnamese-American and African-American voters.
- Interviewing completed by telephone October 14–26 using live interviewers in six languages/dialects – English, Spanish, Cantonese, Mandarin, Korean and Vietnamese.
- The statewide cross-section sample was drawn from a list of all registered voters in California with telephone numbers. The Asian sample augments were developed from listings of ethnic surnames targeting Chinese-American, Korean-American and Vietnamese-American voters.

Table 8

Trend of voter image ratings of Jerry Brown (among likely voters)

◆ Favorable ■ Unfavorable

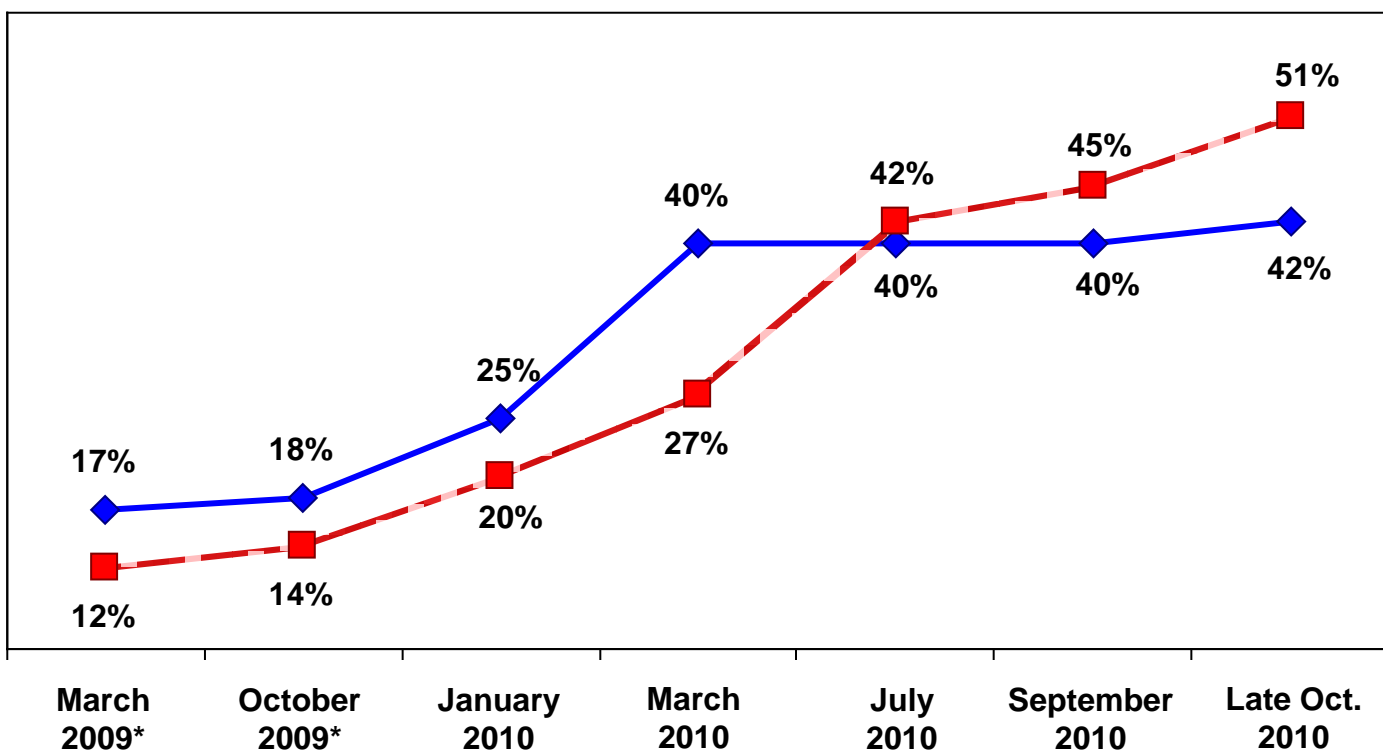


* March and October 2009 measures conducted among all registered voters.

Table 9

Trend of voter image ratings of Meg Whitman (among likely voters)

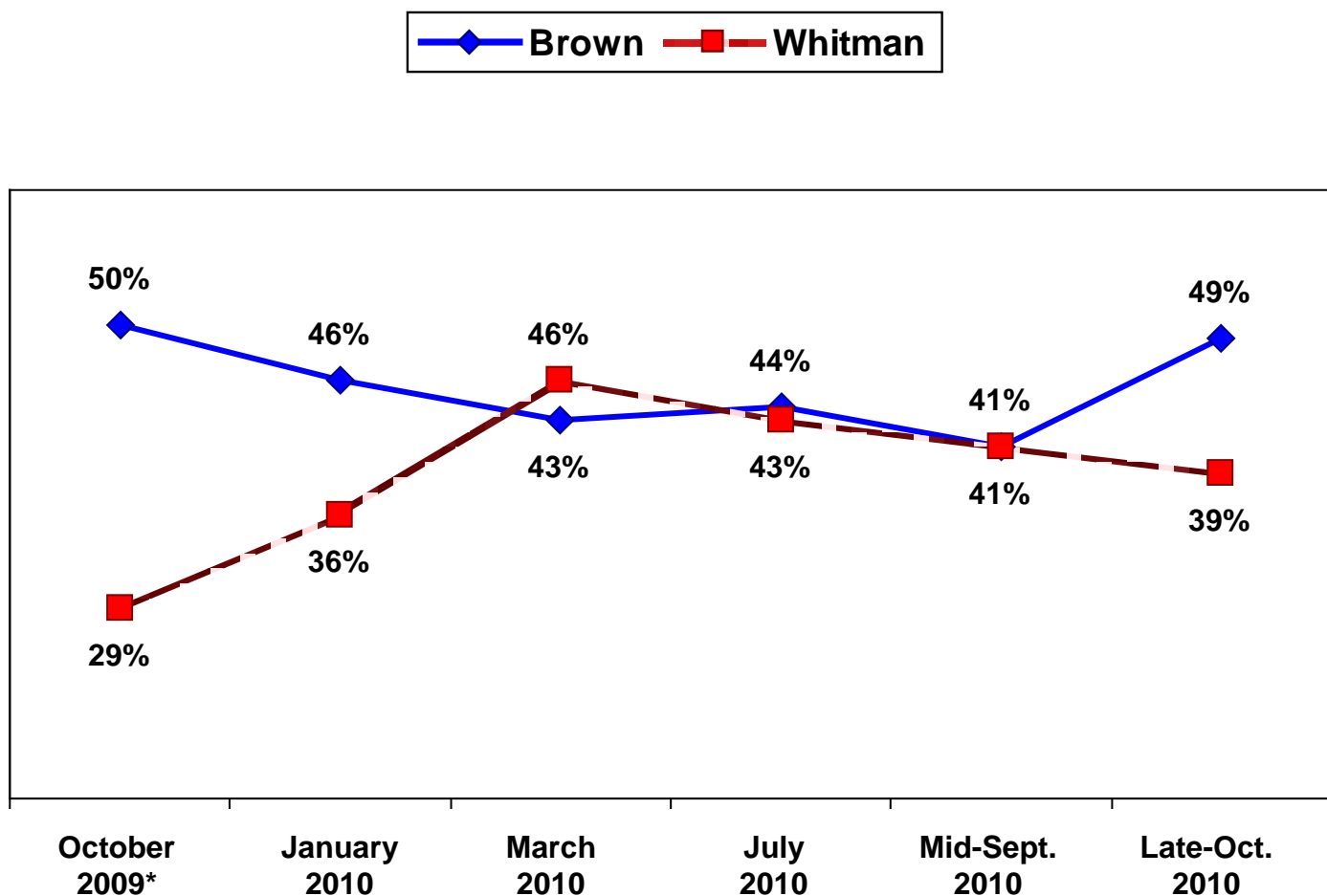
◆ Favorable ■ Unfavorable



* March and October 2009 measures conducted among all registered voters.

Table 10

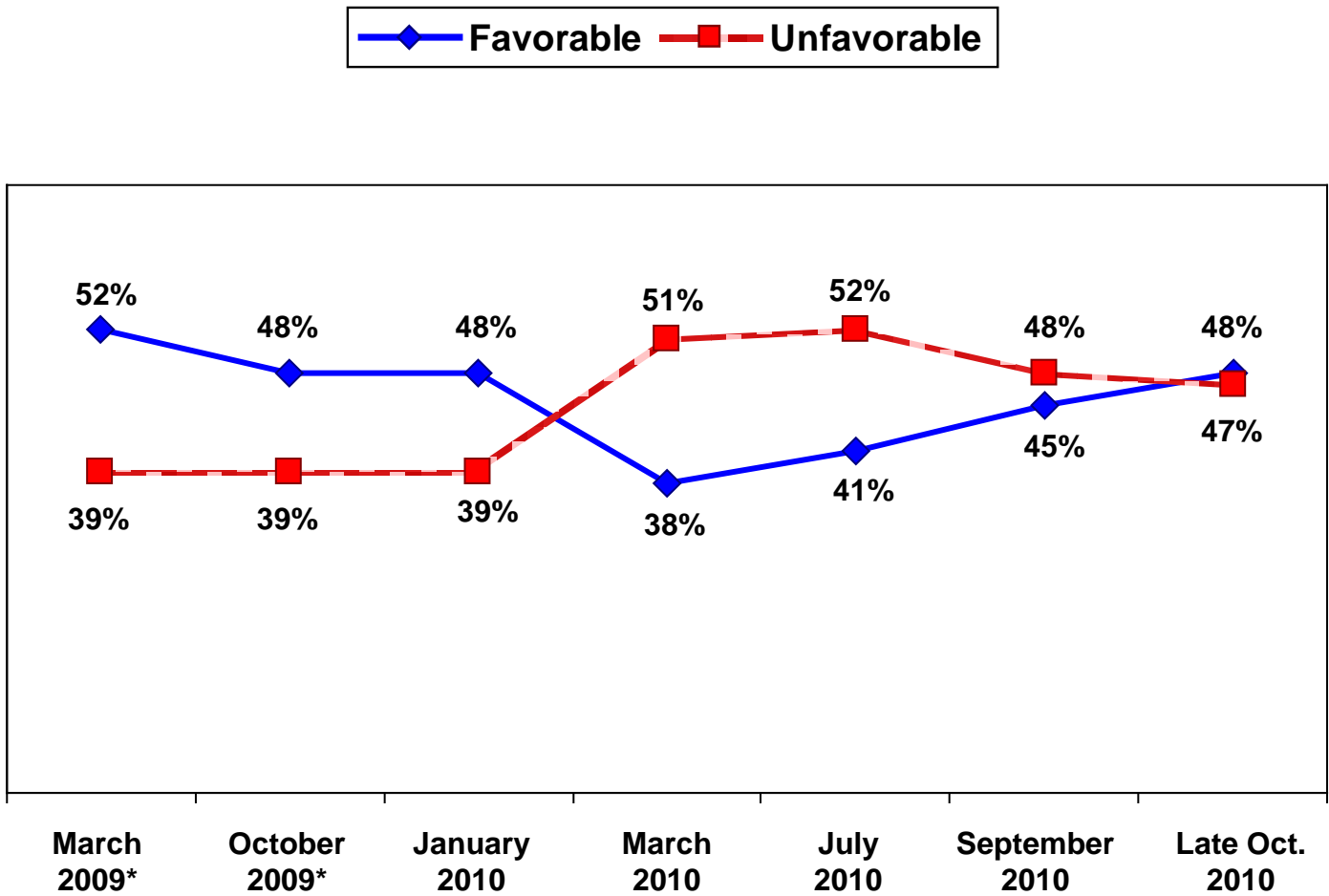
Trend of voter preferences between Jerry Brown and Meg Whitman in the 2010 California Governor's race (among likely voters)



* October 2009 survey asked of all registered voters.

Table 11

Trend of voter image ratings of Barbara Boxer (among likely voters)

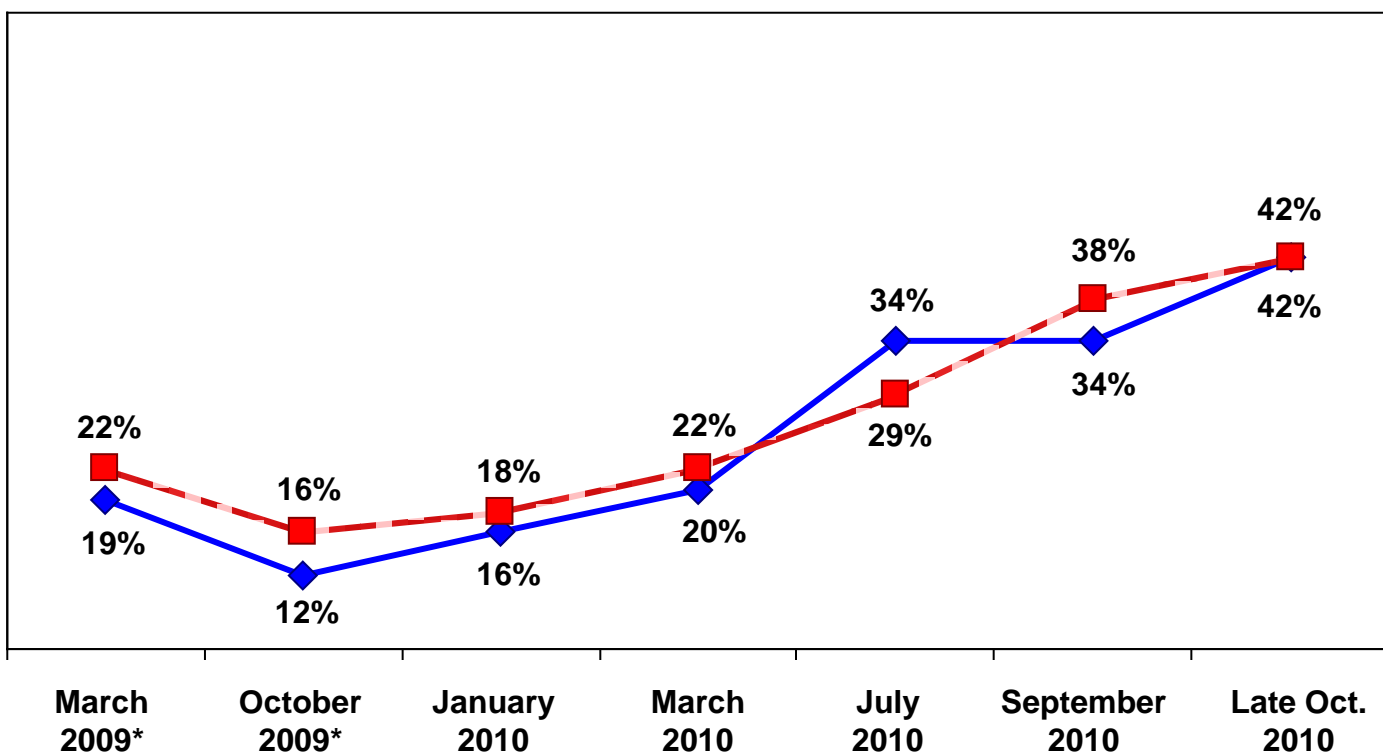


* March and October 2009 measures conducted among all registered voters.

Table 12

Trend of voter image ratings of Carly Fiorina (among likely voters)

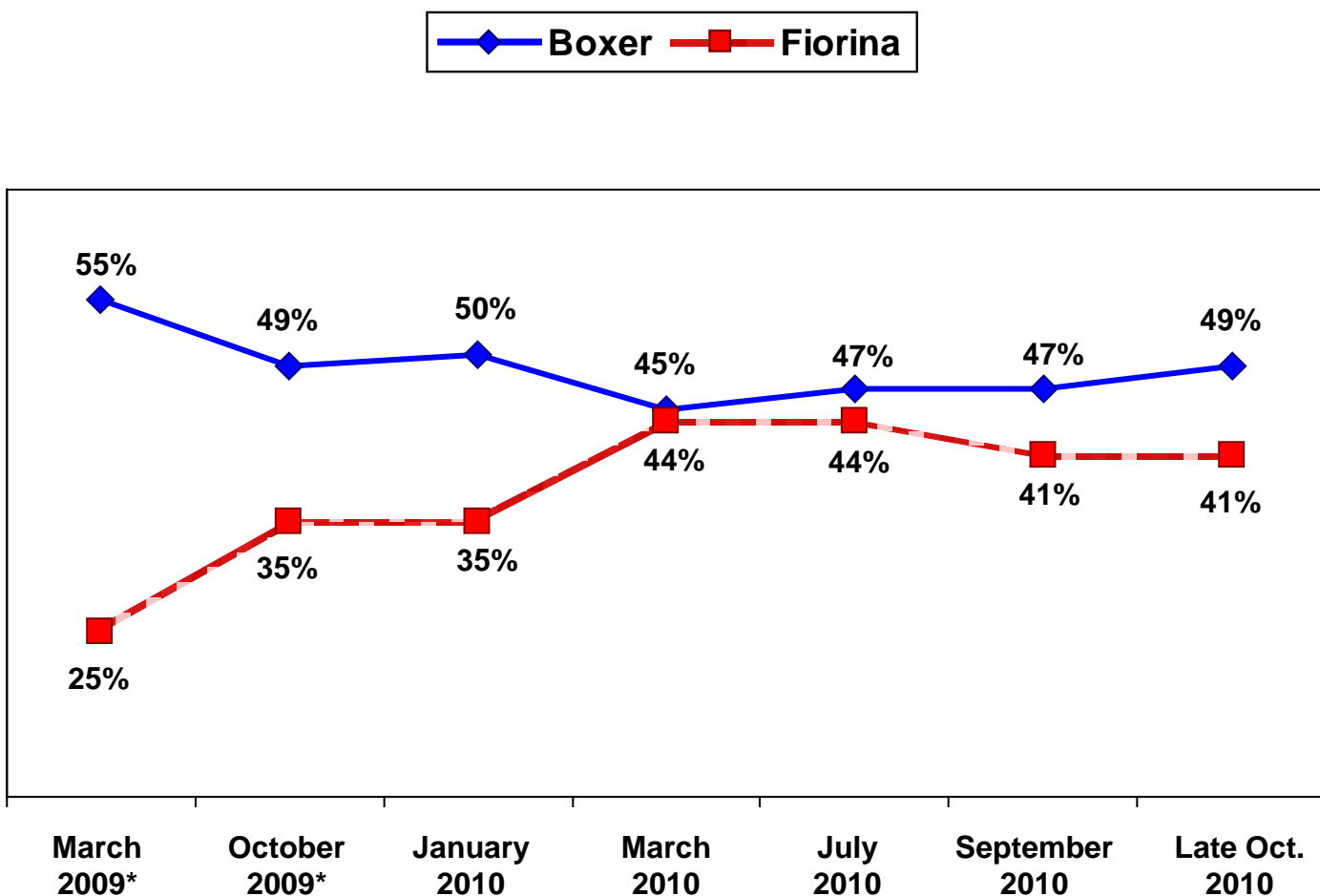
◆ Favorable ■ Unfavorable



* March and October 2009 measures conducted among all registered voters.

Table 13

Trend of voter preferences between Barbara Boxer and Carly Fiorina in the 2010 U.S. Senate race (among likely voters)



* March and October 2009 measures conducted among all registered voters.

Table 14

**Changes in California voter attitudes
toward marijuana laws (1969 vs. 2010)
(among registered voters)**

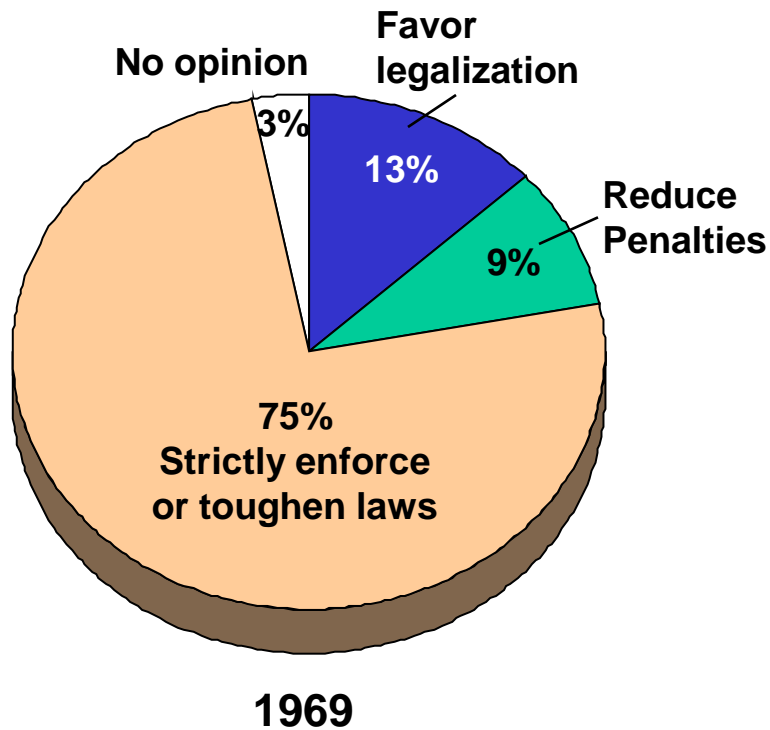
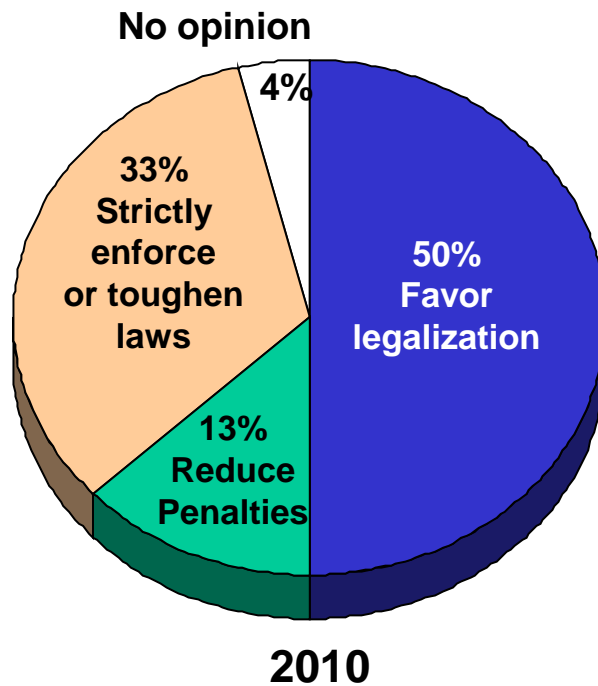


Table 15

Trend of voter preferences regarding Proposition 19, the marijuana legislation initiative (among likely voters)

