

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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**NEWSOM HAS 9-POINT LEAD OVER
MALDONADO IN LT. GOVERNOR RACE.
COOLEY AHEAD OF HARRIS BY 3 POINTS
FOR ATTORNEY GENERAL.**

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By Mark DiCamillo and Mervin Field

San Francisco Mayor Democrat Gavin Newsom is leading Republican Abel Maldonado, who since last April has been serving as the state's Lieutenant Governor, by nine points (43% to 34%) in the upcoming election for Lt. Governor. Another 23% of likely voters are undecided.

In this year's open seat election for Attorney General Republican Los Angeles County District Attorney Steve Cooley has a small lead – 37% to 34% – over Democrat Kamala Harris, the San Francisco District Attorney. About three in ten likely voters (29%) remain undecided.

These are the top line findings from the latest *Field Poll* conducted June 22 – July 5.

Voter preferences in the Lt. Governor race

Newsom and Maldonado each have big preference leads among members of their own respective parties. With Democrats, Newsom is ahead 67% to 13%, while Republicans favor Maldonado 70% to 10%. Newsom also holds an early lead (45% to 21%) among non-partisans or those registered with other parties.

Newsom is favored by a nearly two-to-one margin (53% to 31%) among voters in Northern California. Voters living in the ten Southern California counties, by contrast, are evenly divided.

Newsom currently holds a four-point lead among men and has a somewhat larger fourteen-point lead among women. Newsom is preferred among voters under age 50 by seventeen points, while voters age 50 or older are divided.

Table 1
Voter preferences for Lt. Governor in California's
November general election
(among likely voters)

	Newsom (D)	Maldonado (R)	Undecided/ other
Total likely voters	43%	34	23
<u>Party registration</u>			
Democrats	67%	13	20
Republicans	10%	70	20
Non-partisans/others*	45%	21	34
<u>Region</u>			
Southern California	37%	36	27
Northern California	53%	31	26
<u>Gender</u>			
Male	43%	39	18
Female	44%	30	26
<u>Age</u>			
18 – 49	46%	29	25
50 or older	39%	39	22

(D) denotes Democrat, (R) denotes Republican.

* Small sample size.

Preferences in the Attorney's General race

Cooley is backed heavily by Republicans (75% to 4%), as well as by voters living in Southern California (41% to 30%). Harris' voter strength comes from Democrats, who prefer her over Cooley 58% to 14%, and from voters in Northern California, where she is preferred 39% to 30%.

Currently, Cooley has a slight edge over Harris among both men and women, although a larger proportion of women (36%) are undecided.

Cooley and Harris are evenly dividing the vote of voters under age 50, while Cooley leads among voters age 50 or older by seven points (37% to 30%).

Table 2
Voter preferences for Attorney General in California's
November general election
(among likely voters)

	Cooley (R)	Harris (D)	Undecided/ other
Total	37%	34	29
<u>Party registration</u>			
Democrats	14%	58	28
Republicans	75%	4	21
Non-partisans/others*	24%	30	46
<u>Region</u>			
Southern California	41%	30	29
Northern California	30%	39	31
<u>Gender</u>			
Male	40%	36	24
Female	33%	31	36
<u>Age</u>			
18 – 49	36%	36	28
50 or older	37%	30	33

(D) denotes Democrat, (R) denotes Republican.

* Small sample size.

Lt. Governor candidate image ratings

Newsom, who won the June Democratic primary for Lt. Governor after briefly making an exploratory run for Governor, is much better known than Maldonado. Statewide 67% of voters have an opinion of the San Francisco Mayor compared to just 37% for Maldonado. However, more voters statewide hold an unfavorable (41%) than favorable (26%) view of Newsom. Maldonado, by contrast, has a two-to-one positive image among the smaller proportion of voters able to rate him (25% to 12%).

Newsom's image among voters is extremely partisan. Democrats view Newsom in a positive light (42% favorable and 19% unfavorable). This contrasts with the views of Republicans, 66% of whom have an unfavorable opinion vs. 9% who have a favorable view. Non-partisans are also more likely to perceive Newsom more negatively (41%) than positively (23%).

Maldonado's image profile among voters is much less partisan. About twice as many of both Democrats and Republicans have a favorable perception of Maldonado as view him unfavorably.

Table 3
Voter image ratings of the major party candidates for Lt. Governor
– overall and by party
(among likely voters)

	Favorable	Unfavorable	No opinion
<u>Gavin Newsom (D)</u>			
Total likely voters	<u>26%</u>	<u>41</u>	<u>33</u>
Democrats	42%	19	39
Republicans	9%	66	25
Non-partisans/others*	21%	43	36
<u>Abel Maldonado (R)</u>			
Total likely voters	<u>25%</u>	<u>12</u>	<u>63</u>
Democrats	26%	10	64
Republicans	28%	14	58
Non-partisans/others*	20%	14	66

(D) denotes Democrat, (R) denotes Republican.

* Small sample size.

Attorney General candidate image ratings

Fewer than one in three likely voters statewide know enough about either Cooley or Harris to offer an opinion.

Among the relatively small proportion of voters able to rate Cooley he is viewed more positively than negatively by a two to one margin (20% favorable vs. 9% unfavorable). On the other hand, slightly more voters statewide have an unfavorable (16%) than favorable (14%) view of Harris.

Harris is viewed in a very partisan light, with Democrats holding a more than two-to-one positive (24% to 10%) impression of her, and Republicans a greater than three-to-one negative view (25% unfavorable vs. 7% favorable). Non-partisans also have a more negative than positive view of the San Francisco District Attorney.

By contrast, Cooley is viewed more favorably than unfavorably among voters across both parties.

Table 4 Voter image ratings of the major party candidates for Attorney General – overall and by party (among likely voters)			
	Favorable	Unfavorable	No opinion
<u>Steve Cooley (R)</u>			
Total likely voters	<u>20%</u>	<u>9</u>	<u>71</u>
Democrats	17%	7	76
Republicans	26%	12	62
Non-partisans/others*	16%	10	74
<u>Kamala Harris (D)</u>			
Total likely voters	<u>14%</u>	<u>16</u>	<u>70</u>
Democrats	24%	10	66
Republicans	7%	25	68
Non-partisans/others*	5%	13	82

(D) denotes Democrat, (R) denotes Republican.

* Small sample size.

Information About The Survey

Methodological Details

The findings in this report are based on a *Field Poll* survey completed June 22 – July 5, 2010 among a random sample of 357 likely voters in California’s 2010 general election. Interviewing was conducted by telephone using live interviewers working from Field Research Corporation’s central location telephone interviewing facilities. To enable the survey to more closely examine the preferences of California’s growing ethnic voter populations, the survey was conducted in six languages and dialects – English, Spanish, Cantonese, Mandarin, Korean and Vietnamese.

Up to six attempts were made to reach, screen and interview each randomly selected voter on different days and times of day during the interviewing period. Likely voters were identified after interviews were completed with a random sample of California registered voters. Samples were provided by Voter Contact Services, a leading provider of registered voter samples to the survey research industry.

Interviewing was completed on either a voter’s landline phone or a cell phone depending on the source of the telephone listing from the voter file. After the completion of interviewing, the overall registered voter sample was weighted to *Field Poll* estimates of the characteristics of the registered voter population in California by region, age, gender and party registration.

Sampling error estimates applicable to the results of any probability-based survey depend on sample size as well as the percentage distribution being examined. The maximum sampling error estimates for results based on the overall likely voters sample is +/- 5.5 percentage points. The maximum sampling error is based on results in the middle of the sampling distribution (i.e., percentages at or near 50%). Percentages at either end of the distribution (those closer to 10% or 90%) have a smaller margin of error. Findings from subgroups of the overall sample have somewhat larger sampling error levels. There are other potential sources of error in surveys besides sampling error. However, the overall design and execution of the survey sought to minimize these other sources of error.

The Field Poll was established in 1947 as *The California Poll* by Mervin Field and has operated continuously since then as an independent, non-partisan survey of California public opinion. The poll receives annual funding from media subscribers of *The Field Poll*, from several California foundations, and from the University of California and California State University systems, who receive the raw data files from each *Field Poll* survey shortly after its completion for teaching and secondary research purposes.

Questions Asked

(CANDIDATE NAMES READ IN RANDOM ORDER)

Is your opinion of Abel Maldonado, Senator, businessman, farmer, generally favorable or unfavorable?

Is your opinion of Gavin Newsom, San Francisco mayor, generally favorable or unfavorable?

Is your opinion of Kamala Harris, San Francisco District Attorney, generally favorable or unfavorable?

Is your opinion of Steve Cooley, District Attorney, generally favorable or unfavorable?

In the election this year for Lieutenant Governor, Republican Abel Maldonado is running against Democrat Gavin Newsom. If the election were being held today, for whom would you vote for Lieutenant Governor – Republican Abel Maldonado or Democrat Gavin Newsom?

In the election this year for California Attorney General, Republican Steve Cooley is running against Democrat Kamala Harris. If the election were being held today, for whom would you vote for California Attorney General – Republican Steve Cooley or Democrat Kamala Harris?