



2010 SURVEY OF LIKELY SENATE PRIMARY VOTERS IN CALIFORNIA
SURVEY FREQUENCIES

Target Sample: 500 statewide, with 300 post election. We will draw a sample of previous primary voters.

VARIABLES DERIVED FROM SAMPLE FILE:

- A. MSA
- B. Media Market
- C. FIPS
- D. Zip Code
- E. Voting History
- F. Party Affiliation

INCLUDE ALL VARIABLES FROM SAMPLE FILE ON COMPLETED DATA FILE

RECORD: DATE OF INTERVIEW;
TIME OF INTERVIEW
TELEPHONE NUMBER DIALED

[ASK FOR LISTED INDIVIDUAL]

Hello, this is (interviewer name), and I'm calling from the California Survey Research Center. We're calling to learn your opinions regarding some important issues of the day. This is not a sales call; we won't ask you to buy or do anything, and we are not calling on behalf of a candidate or political party. My questions should take only about 5 minutes.

1. This coming June, there will be a primary election here in California to decide who will be the Republican Party candidates for Governor and U.S. Senator. How likely are you to vote in this Republican primary election – are you absolutely certain to vote, very likely to vote, fairly likely to vote, fairly unlikely to vote, or very unlikely to vote?

70% ABSOLUTELY CERTAIN
24% VERY LIKELY
5% FAIRLY LIKELY
0% FAIRLY UNLIKELY [THANK AND TERMINATE]
0% VERY UNLIKELY [THANK AND TERMINATE]
0% DON'T KNOW / NO RESPONSE [THANK AND TERMINATE]

2. [ROTATE ORDER OF CANDIDATES] If the Republican primary election were being held today and the candidates for Governor are:

Steve Poizner (POISE-ner), the State Insurance Commissioner,



and
Meg Whitman, the former head of Ebay,

for whom are you most likely to vote: Poizner (POISE-ner), or Whitman? [IF UNDECIDED, ASK] Well, which candidate are you leaning more toward at this point: Steve Poizner (POISE-ner), or Meg Whitman?

11% STEVE POIZNER
2% LEAN POIZNER
51% MEG WHITMAN
4% LEAN WHITMAN
2% SOMEONE ELSE MENTIONED [VOLUNTEERED RESPONSE ONLY]
23% HARD UNDECIDED
6% REFUSED/OTHER NO RESPONSE

2. SUBTOTAL

14% POIZNER
59% WHITMAN
3% OTHER
25% HARD UNDECIDED

3. [IF PREFERENCE EXPRESSED] Is there a chance you might still change your vote, or is your mind pretty much made up?

TOTAL	POIZNER	WHITMAN	
36%	70%	48%	MIGHT CHANGE VOTE
33%	27%	50%	MIND MADE UP
2%	3%	2%	DON'T KNOW / NO RESPONSE
30%			NOT ASKED

4. [ROTATE ORDER OF CANDIDATES] And if the Republican primary election were being held today and the candidates for the U.S. Senate are:

Carly Fiorina, the former head of Hewlett-Packard; and
Tom Campbell, a former member of the U.S. Congress; and
Chuck De Vore, who is currently in the California Assembly;

for whom are you most likely to vote: Fiorina, Campbell, or De Vore? [IF UNDECIDED, ASK] Well, which candidate are you leaning more toward at this point: Carly Fiorina, Tom Campbell, or Chuck De Vore?



- 18% CARLY FIORINA
- 3% LEAN FIORINA
- 23% TOM CAMPBELL
- 2% LEAN CAMPBELL
- 6% CHUCK DE VORE
- 1% LEAN DE VORE
- 1% SOMEONE ELSE MENTIONED [VOLUNTEERED RESPONSE ONLY]
- 39% HARD UNDECIDED
- 7% REFUSED/OTHER NO RESPONSE

4. SUBTOTAL

- 23% FIORINA
- 26% CAMPBELL
- 8% DE VORE
- 1% OTHER
- 42% HARD UNDECIDED

5. [IF PREFERENCE EXPRESSED] Is there a chance you might still change your vote, or is your mind pretty much made up?

TOTAL	FIORINA	CAMPBELL	
36%	65%	68%	MIGHT CHANGE VOTE
18%	35%	32%	MIND MADE UP
*	0%	0%	DON'T KNOW / NO RESPONSE
46%			NOT ASKED

6. In November of 2008, the voters of California passed Proposition 8, which says that “only marriage between a man and a woman is valid or recognized in California.” Did you support or oppose Proposition 8, or are you not able to recall?

- 70% SUPPORTED PROP 8
- 22% OPPOSED PROP 8
- 8% DON'T KNOW / NO RESPONSE

7. [IF SUPPORT/OPPOSE] And today, do you still [support/oppose] Prop 8, or has your opinion changed?

- 97% STILL [SUPPORT/OPPOSE] PROP 8
- 3% CHANGED OPINION ON PROP 8
- 1% DON'T KNOW / NO RESPONSE
- [8% NOT ASKED]



8. [IF DK ON Q6] And today, do you think you would support or oppose Proposition 8?

- 21% SUPPORT PROP 8
- 18% OPPOSE PROP 8
- 61% DON'T KNOW / NO RESPONSE
- [92% NOT ASKED]

9. Do you recall having read, seen or heard any advertisements concerning the issue of same-sex marriage during the Republican primary campaign for U.S. Senate?

- 30% DO RECALL
- 64% DO NOT RECALL
- 6% DON'T KNOW/NO RESPONSE

[ROTATE ORDER OF NEXT THREE QUESTIONS]

10. Based on what you may have heard or read, does Senate candidate Tom Campbell favor or oppose same-sex marriage in California?

- 2% FAVORS SAME-SEX MARRIAGE
- 14% OPPOSES SAME-SEX MARRIAGE
- 84% DON'T KNOW/NO RESPONSE

11. Based on what you may have heard or read, does Senate candidate Carly Fiorina favor or oppose same-sex marriage in California?

- 3% FAVORS SAME-SEX MARRIAGE
- 7% OPPOSES SAME-SEX MARRIAGE
- 90% DON'T KNOW/NO RESPONSE

12. Based on what you may have heard or read, does Senate candidate Chuck De Vore favor or oppose same-sex marriage in California?

- 2% FAVORS SAME-SEX MARRIAGE
- 10% OPPOSES SAME-SEX MARRIAGE
- 88% DON'T KNOW/NO RESPONSE

13. [VERSION A, IF FOR/LEAN CAMPBELL, OR HARD UNDECIDED, OR DK] In fact, Tom Campbell campaigned against Proposition 8, which means he was against putting the traditional definition of marriage in the state's constitution and was for same-sex marriage in California. Does his support for same-sex marriage make you more or less likely to vote for him for U.S. Senate?



- 11% MORE LIKELY
- 39% LESS LIKELY
- 13% HAS NO EFFECT [VOLUNTEERED RESPONSE ONLY]
- 9% DON'T KNOW/NO RESPONSE
- 30% NOT ASKED

[VERSION B, IF FOR/LEAN FIORINA OR DE VORE, OR SOMEONE ELSE] In fact, Tom Campbell campaigned against Proposition 8, which means he was against putting the traditional definition of marriage in the state's constitution and was for same-sex marriage in California. Was his opposition to Proposition 8 and support for same-sex marriage a factor in your decision to support someone else for the U.S. Senate, or was this not a factor?

- 11% WAS A FACTOR
- 17% WAS NOT A FACTOR
- 2% DON'T KNOW/NO RESPONSE
- 70% NOT ASKED

I have just a few more questions to ask you for statistical purposes ...

14. Gender [BY OBSERVATION, DO NOT READ UNLESS UNCERTAIN]

- 46% MALE
- 54% FEMALE
- * NO RESPONSE

15. Do you consider yourself to be a Democrat, a Republican, or an Independent? [IF DEMOCRAT OR REPUBLICAN] Do you consider yourself to be a strong [DEMOCRAT/REPUBLICAN] or not?

- 3% STRONG DEMOCRAT
- 3% WEAK DEMOCRAT
- 50% STRONG REPUBLICAN
- 18% WEAK REPUBLICAN
- 22% INDEPENDENT
- 3% NONE OF THESE/OTHER [VOLUNTEERED RESPONSE ONLY]
- 2% DON'T KNOW/NO RESPONSE [DO NOT READ]

16. Are you currently married or are you single? [IF SINGLE] Have you ever been married?

- 70% MARRIED
- 23% SINGLE, PREVIOUSLY MARRIED
- 7% SINGLE, NOT PREVIOUSLY MARRIED
- 1% NO RESPONSE



17. Do you have any children? [IF YES] Are any of your children under 18 years of age?

- 14% NO CHILDREN
- 58% HAVE CHILDREN, NONE UNDER 18
- 27% HAVE CHILDREN, ONE OR MORE UNDER 18
- 1% NO RESPONSE

18. Which of the following best describes your religious preference: are you ... [READ OPTIONS]

- 19% CATHOLIC;
- 57% A CHRISTIAN OTHER THAN CATHOLIC;
- 2% JEWISH;
- 4% MORMON;
- * MUSLIM;
- 10% OTHER;
- 5% NONE;
- 2% DON'T KNOW/REFUSED [DO NOT READ]

19. In a typical month, how often do you go to Church or to a religious service? [RECORD ACTUAL NUMBER]

- 31% 0;
- 8% 1;
- 6% 2;
- 4% 3
- 36% 4
- 14% 5+
- 0% DON'T KNOW/REFUSED [DO NOT READ]

20. In what year were you born, please? [RECORD EXACT RESPONSE]
[DATA WEIGHTED TO MATCH THE AGE DISTRIBUTION OF THE SAMPLE]

- 2% 18 - 29;
- 12% 30 - 44;
- 34% 45 - 59;
- 53% 60+

That's the last of my questions. Thank you very much for your time and participation.