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BUSTAMANTE AND SCHWARZENEGGER FAR AHEAD OF OTHER CANDIDATES IN RECALL ELECTION.

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by Mark DiCamillo and Mervin Field

Voters will have the option to vote for any of 135 gubernatorial candidates on the October 7 special election ballot, but as of now, the bid to replace Governor Gray Davis should he be recalled now appears to be a two-person contest.

Just three percentage points now separate the two leading candidates – Lt. Governor Democrat Cruz Bustamante (25%) and movie actor Republican Arnold Schwarzenegger (22%). They are running far ahead of the rest of the field.

In a statewide *Field Poll* survey completed August 10-13 by Field Research Corporation, six other candidates receive measurable support in the single digits. They include: Republican Tom McClintock (9%), Republican Bill Simon (8%), Republican Peter Ueberroth (5%), independent Arianna Huffington (4%), Green Party candidate Peter Miguel Camejo (2%) and Democrat Larry Flynt (1%). Another 5% of voters are supporting other candidates, 5% say they support none of the candidates, and 14% are undecided.

Table 1
First choice preferences to replace Davis
as Governor should Davis be recalled
(among likely voters)

	<u>Statewide</u>
Cruz Bustamante (D)	25%
Arnold Schwarzenegger (R)	22
Tom McClintock (R)	9
Bill Simon (R)	8
Peter Ueberroth (R)	5
Arianna Huffington (I)	4
Peter Miguel Camejo (G)	2
Larry Flynt (D)	1
Others	5*
None	5
Undecided	14

* No other eligible candidate receives more than 1/2 of 1% of voter preferences.

(D) denotes Democrat (I) denotes Independent
 (R) denotes Republican (G) denotes Green Party

Voter sub-groups

While Bustamante and Schwarzenegger get reasonably strong support from their respective party members, in both cases large portions of their party's rank-and-file prefer other candidates or are undecided. For example, while Bustamante is now supported by 48% of Democrats, 9% favor Schwarzenegger, another 22% prefer other candidates, and 21% are undecided or support none of the candidates. Among Republicans, Schwarzenegger gets 36% support, but 19% prefer McClintock, and 17% favor Simon. Another 4% of GOPers support Bustamante, 8% favor other candidates and 16% are undecided. Among non-partisans or members of minor parties, Schwarzenegger leads with 27% of voter preference, about twice Bustamante's 14%. One in three (33%) non-partisans/others favor other candidates, and 26% have no preference or support none of the candidates.

Bustamante currently holds a four-point lead over Schwarzenegger in Los Angeles County, but trails the movie actor in other parts of Southern California by seven points. Bustamante has a big lead over Schwarzenegger in the nine-county San Francisco Bay Area (35% to 15%). Voters in other parts of Northern California are about evenly divided, with Schwarzenegger favored by 25% and Bustamante by 23%.

White non-Hispanics are evenly divided between the two leading contenders – 23% for Schwarzenegger and 22% for Bustamante. Latinos favor Bustamante over Schwarzenegger nearly two to one (42% to 22%). Voters of other racial or ethnic groups also favor the Lt. Governor over the actor 38% to 14%.

Men split evenly (23% to 23%) between the top two candidates, while women give Bustamante a small preference edge (28% to 22%).

Republicans McClintock and Simon appear to be appealing to the same constituency of voters, as each receive between 18% and 21% of the preferences of conservatives and 17% to 19% of Republicans. They both do poorly among Democrats, non-partisans, middle-of-the-road voters and liberals.

Table 2
First choice preferences to replace Davis as Governor – by subgroup
(among likely voters)

	Busta- mante	Schwarze- negger	Mc- Clintock	Simon	Others	None/ Undecided
Likely voters – statewide	25%	22	9	8	17	19
<u>Party registration</u>						
(.45) Democrats	48%	9	2	2	18	21
(.40) Republicans	4%	36	19	17	8	16
(.15) Non-partisans/others*	14%	27	3	1	29	26
<u>Region</u>						
(.25) Los Angeles County	26%	22	8	4	23	17
(.35) Other Southern California	19%	26	14	9	12	20
(.22) San Francisco Bay Area	35%	15	7	8	19	16
(.18) Other Northern California*	23%	25	3	10	11	28
<u>Political ideology</u>						
(.32) Conservative	3%	34	21	18	8	16
(.44) Middle-of-the-road	29%	23	4	5	13	26
(.24) Liberal	48%	6	**	**	32	14
<u>Race/ethnicity</u>						
(.76) White non-Hispanic	22%	23	11	9	17	18
(.12) Latino*	42%	22	1	8	13	14
(.12) All other*	38%	14	3	1	10	34
<u>Gender</u>						
(.50) Male	23%	23	11	8	19	16
(.50) Female	28%	22	7	8	11	24
<u>Age</u>						
(.27) 18-39	26%	29	7	3	19	16
(.19) 40-49	28%	23	6	10	10	23
(.32) 50-64	25%	15	10	9	16	25
(.22) 65 or older	24%	24	11	10	17	14
<u>Education</u>						
(.16) High school graduate or less*	21%	28	6	12	11	22
(.34) Some college/trade school	23%	25	8	8	13	23
(.24) College graduate	26%	18	12	8	19	17
(.26) Post graduate work	31%	19	8	5	20	17
<u>Current vote on Davis recall</u>						
(.58) Yes voters	7%	36	14	13	13	17
(.37) No voters	54%	2	**	**	23	21

* Small sample base.
 ** Less than 1/2 of 1%.

Uncertainty about current vote choices

Among voters currently favoring one of the candidates, a large segment (44%) reports that they might change their minds before the election.

About seven in ten (71%) of voters currently favoring Bustamante say they are very certain to vote for him on October 7, while 29% say they might change their minds about supporting him.

Among Schwarzenegger supporters, 65% say they are very certain to vote for him, but 35% say they are not sure and may change their minds later.

The degree of uncertainty is much greater among those voters who prefer other candidates. Collectively, more than six in ten (62%) of those favoring a candidate other than Bustamante or Schwarzenegger say they might change their preferences by the time the actual voting takes place. Just 38% of this group say they are very certain to stick with their present choices.

Table 3
Certainty of voter preferences in
the replacement election
(among likely voters with a candidate preference)

	<u>Very</u> <u>certain</u>	<u>Might change/</u> <u>not sure</u>
Likely voters – total	56%	44
<u>Candidate preference</u>		
Bustamante	71%	29
Schwarzenegger	65%	35
Others	38%	62

Image ratings of candidates

Bustamante's image among likely voters is mixed and highly partisan. Overall, 40% have a favorable opinion of the Lt. Governor, while 40% hold an unfavorable view. While Democrats view Bustamante favorably by a three to one margin, the reverse is true among Republicans, who hold a three to one unfavorable opinion of him. Non-partisans are evenly divided in their views of Bustamante, with 39% rating him unfavorably and 39% giving him a positive assessment.

Schwarzenegger's image is also mixed and partisan. Among the overall electorate, 44% view the movie actor favorably, but 40% have an unfavorable opinion of him. While two out of three Republicans (66%) view him favorably, 63% of Democrats hold an unfavorable view. Schwarzenegger benefits some from a positive image among non-partisan voters (51% favorable vs. 30% unfavorable).

While Republicans hold very positive views of Simon and McClintock, each has a more unfavorable than favorable image among the overall electorate. However, McClintock is less well-known than Simon, with 40% of voters having no opinion of the State Senator compared to just 14% who say this about Simon.

While more voters rate Ueberroth positively (32%) than negatively (26%), a relatively large proportion (42%) have no opinion of him. The overall electorate has a very unfavorable opinion of Huffington (53% unfavorable and 18% favorable), while 29% have no opinion. Seven in ten voters (71%) have no opinion of Camejo and, among those who have an impression, 23% hold a negative view and just 6% rate him favorably.

Table 4
Voter images of some of the candidates running
to replace Davis as Governor
(among likely voters)

	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
<u>Cruz Bustamante</u> (total)	<u>40%</u>	<u>40</u>	<u>20</u>
Democrats	60%	21	19
Republicans	18%	61	21
Non-partisans/others*	39%	39	22
<u>Arnold Schwarzenegger</u> (total)	<u>44%</u>	<u>40</u>	<u>16</u>
Democrats	23%	63	14
Republicans	66%	17	17
Non-partisans/others*	51%	30	19
<u>Tom McClintock</u> (total)	<u>28%</u>	<u>32</u>	<u>40</u>
Democrats	13%	47	40
Republicans	47%	13	40
Non-partisans/others*	19%	34	47
<u>Bill Simon</u> (total)	<u>32%</u>	<u>54</u>	<u>14</u>
Democrats	9%	75	16
Republicans	62%	29	9
Non-partisans/others*	20%	62	18
<u>Peter Ueberroth</u> (total)	<u>32%</u>	<u>26</u>	<u>42</u>
Democrats	29%	29	42
Republicans	40%	20	40
Non-partisans/others*	19%	33	48
<u>Arianna Huffington</u> (total)	<u>18%</u>	<u>53</u>	<u>29</u>
Democrats	27%	46	27
Republicans	9%	64	27
Non-partisans/others*	19%	45	36
<u>Peter Miguel Camejo</u> (total)	<u>6%</u>	<u>23</u>	<u>71</u>
Democrats	7%	25	68
Republicans	3%	21	76
Non-partisans/others*	13%	18	69

* Small sample base.

Candidates positions on the issues more important than leadership qualities

About twice as many likely voters say that a candidate’s positions on the issues (48%) will matter more to them than the candidate’s leadership qualities (26%) in making up their minds about how they will vote. Another 22% say that both of these candidate characteristics would matter to them equally, while 4% have no opinion.

Issue positions are of significantly greater importance to supporters of Bustamante than they are to supporters of other candidates. Nearly two in three (63%) of those supporting Bustamante say that issues matter more to them than leadership qualities. By contrast, among Schwarzenegger supporters 37% say issues of greater importance to them, while 44% say leadership qualities are of greater importance.

Table 5
Is a candidate’s position on the issues or leadership qualities more important to you when voting for a candidate to replace Governor Davis? (among likely voters)

	<u>Positions on the issues</u>	<u>Leadership qualities</u>	<u>Both equally</u>	<u>No opinion</u>
Likely voters – statewide	48%	26	22	4
<u>Preference to replace Davis</u>				
Bustamante	63%	18	15	4
Schwarzenegger	37%	44	18	1
Other candidates	46%	22	28	4
Undecided	45%	23	24	8
<u>Party</u>				
Democrats	58%	20	17	5
Republicans	35%	35	28	2
Non-partisans/others*	57%	21	19	3
<u>Vote on Davis recall</u>				
Yes voter	42%	34	24	**
No voter	61%	14	18	7

* Small sample base

** Less than ½ of 1%.

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 Californians' likely to vote in the October 7 recall election. A representative sample of 1,036 California adults were initially screened yielding interviews with 629 registered voters, 448 of whom were deemed to be likely voters.

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 overall registered voter population.

According to statistical theory, results from the likely voter sample have a sampling error of +/- 5.0 percentage points. Results from subgroups of the overall sample have somewhat larger sampling error ranges.

There are other possible sources of error in any survey other than 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

On the same recall election ballot, voters will be asked who they would choose to replace Davis as Governor in the event that he is recalled. There will be a large number of candidates on the ballot and I would like to ask you about a few of them. As I read each, please tell me whether you have a favorable or unfavorable opinion or whether you don't know enough about that person to have an opinion. (NAMES AND TITLES OF SELECTED CANDIDATE READ IN RANDOM ORDER) – Is your opinion of (NAME) favorable or unfavorable? (SEE RELEASE FOR CANDIDATES INCLUDED)

If the election to replace Governor Davis were being held today, for whom would you vote – Peter Ueberroth, Republican, Arnold Schwarzenegger, Republican, Peter Miguel Camejo, Green Party, Tom McClintock, Republican, Bill Simon, Republican, Cruz Bustamante, Democrat, Arianna Huffington, Independent, or someone else? (NAMES AND PARTIES OF CANDIDATES WERE READ IN RANDOM ORDER) (IF SOMEONE ELSE:) Who?

(IF PREFERENCE GIVEN:) Are you very certain that you will vote for (NAME OF 1ST CHOICE), or do you think you might change your mind and vote for someone else?

Which is more important to you when voting for a candidate to replace Gray Davis as Governor – the candidate's positions on the issues, or the candidate's leadership qualities?