

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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PETERSON AND PADILLA LEAD IN OPEN PRIMARY ELECTION FOR CALIFORNIA SECRETARY OF STATE FOLLOWING THE WITHDRAWAL OF LELAND YEE.

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By Mark DiCamillo and Mervin Field

Republican educator and institute director Pete Peterson and Democratic State Senator Alex Padilla currently lead the field in the open primary race for California Secretary of State. Peterson is currently the choice of 30% of likely voters in the June open primary, while 17% prefer Padilla. Trailing well back are Green Party candidate David Curtis (5%), non-partisan candidate Dan Schnur (4%) and Democrat Derek Cressman (3%). However, a huge 41% of voters are undecided.

The two leading candidates in the June primary election will face off against each other in the fall general election.

The *Poll* was conducted during the timeframe when another candidate for Secretary of State, State Senator Leland Yee, was arrested and charged with gun trafficking and taking bribes from F.B.I. agents operating undercover. Following his arrest, Yee withdrew from the race.

Prior to news of his arrest, Yee was running a close third in the Secretary of State's race, trailing Padilla by just 2 points.

Padilla appears to be the chief beneficiary of Yee's withdrawal. When Yee's name was removed from the candidate list in the days following his arrest, support for Padilla increased seven points from 10% to 17%.

Table 1
Voter preferences for California Secretary of State –
both with Leland Yee (prior to his withdrawal) and
without Leland Yee (after his withdrawal)
(among likely voters)

	Without Yee	With Yee
Pete Peterson (R)	30%	27%
Alex Padilla (D)	17	10
Leland Yee (D)	--	8
David Curtis (G)	5	4
Dan Schnur (NPP)	4	4
Derek Cressman (D)	3	2
Other	*	1
Undecided	41	44

(D) denotes Democrat (R) denotes Republican
(G) denotes Green Party (NPP) denotes no party preference
 * Less than ½ of 1%.

Voter impressions of the candidates

The *Poll* also asked likely voters whether they had a favorable or unfavorable opinion of each of the candidates. Of the five, Padilla is best known, with 48% offering an opinion of the State Senator. Voter impressions of him are mixed overall and highly partisan. Slightly more than one in five voters (22%) have a favorable opinion of Padilla, and 24% an unfavorable view. Democrats view Padilla very positively (35% to 9%), but Republicans view him negatively 44% to 7%.

Peterson is the next best known of the candidates, with 37% of likely voters offering an opinion. His image profile is similarly mixed and highly partisan. Slightly less than one in five voters (18%) has a favorable opinion of Peterson, while 19% hold an unfavorable view. Fellow Republicans view Peterson positively four to one, but Democrats and non-partisans are more likely to have a negative impression.

The three other major Secretary of State candidates included in the *Poll* are known to smaller proportions of likely voters. About three in ten voters offer an opinion of Cressman or Curtis, and just one in five is able to rate Schnur.

Opinions of Schnur, who will be listed on the ballot as having no party preference, are mixed among Democrats and Republicans, but are more positive than negative among non-partisan voters expressing an opinion.

Table 2
Image ratings of the candidates for California Secretary of State
(among likely voters)

	Total likely voters	Democrats	Republicans	No party preference/ other*
Pete Peterson, educator/ Institute Director (R)				
Favorable	18%	11%	32%	9%
Unfavorable	19	30	8	18
No opinion	63	59	60	73
Alex Padilla, State Senator (D)				
Favorable	22%	35%	7%	22%
Unfavorable	24	9	44	18
No opinion	54	56	49	60
David Curtis, Dad/designer (G)				
Favorable	12%	19%	2%	13%
Unfavorable	17	11	29	7
No opinion	71	70	69	80
Dan Schnur, political involvement educator (NPP)				
Favorable	11%	10%	10%	15%
Unfavorable	10	12	12	4
No opinion	79	78	78	81
Derek Cressman, voting rights advocate (D)				
Favorable	14%	27%	**	14%
Unfavorable	15	7	26	10
No opinion	71	66	74	76

(D) denotes Democrat (R) denotes Republican

(G) denotes Green Party (NPP) denotes no party preference

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

Image rating of Yee declined sharply after his arrest

Slightly less than half the interviews in the latest *Field Poll* were conducted prior to news of Yee's arrest, while slightly more than half were completed afterwards. This enables the *Poll* to assess the impact of Yee's arrest on voter opinions of him. Prior to his arrest 24% of voters statewide said they had a favorable view of the State Senator, while 20% had an unfavorable view. However, in the nine-day period following news of Yee's arrest, the proportion of voters offering a favorable opinion of Yee declined nine points to 15%, while more than twice as many (34%) offered a negative view.

Table 3		
Image rating of State Senator Leland Yee prior to and following his arrest and withdrawal from the Secretary of State race (among registered voters)		
	Prior to arrest	After arrest
<u>Leland Yee, State Senator (D)</u>		
Favorable	24%	15%
Unfavorable	20	34
No opinion	56	51

(D) denotes Democrat

Information About The Survey

Methodological Details

The findings in this report are based on a *Field Poll* completed March 18-April 5, 2014 among a random sampling of 1,000 registered voters in California, including 504 voters considered likely to vote in the June 2014 open primary election. When measuring voter preferences in the race, 212 likely voters were interviewed prior to news of Yee's arrest became public, while 292 were interviewed afterwards. In order to cover a broad range of issues and still minimize possible voter fatigue, the image question relating to each candidate was asked of a random subsample of 261 likely voters statewide.

Interviewing was conducted by telephone using live interviewers working from Field Research Corporation's central location telephone interviewing facilities in San Diego. Up to six attempts were made to reach, screen and interview each randomly selected voter from the state's registered voter rolls on different days and times of day during the interviewing period.

Interviewing was completed on either a voter's cell phone or a regular landline phone, depending on the source of the telephone listing from the voter file. In this survey about 59% of all voters were contacted on their cell phone, while 41% were contacted on a regular landline phone. After the completion of interviewing, the overall registered voter sample was weighted to demographic, geographic and party registration characteristics of the state's registered voter population.

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 for results from the sample of likely voters interviewed following news of Yee's arrest is +/- 5.5 percentage points at the 95% confidence level, while findings from the sample of likely voters interviewed prior to his departure have a sampling error of +/- 6.5 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. 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 possible sources of error.

The Field Poll was established in 1947 as *The California Poll* by Mervin Field, who is still an active advisor. The *Poll* 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 the University of California and California State University systems, who receive the data files from each *Field Poll* survey shortly after its completion for teaching and secondary research purposes.

Questions Asked

I am going to read the names of some people who are considered to be candidates for California Secretary of State in this year's June open primary elections. As I read each name, please tell me whether your opinion of that person is favorable, unfavorable or whether you don't know enough about that person to have an opinion. (CANDIDATES READ IN RANDOM ORDER) Is your opinion of (NAME) favorable or unfavorable? (SEE RELEASE FOR CANDIDATES READ)

There will also be an election for California Secretary of State in the June open primary. Suppose the candidates were (CANDIDATES READ IN RANDOM ORDER). Who would be your first choice for California Secretary of State? (SEE RELEASE FOR CANDIDATES READ)