

► Background: The Changing California Electorate

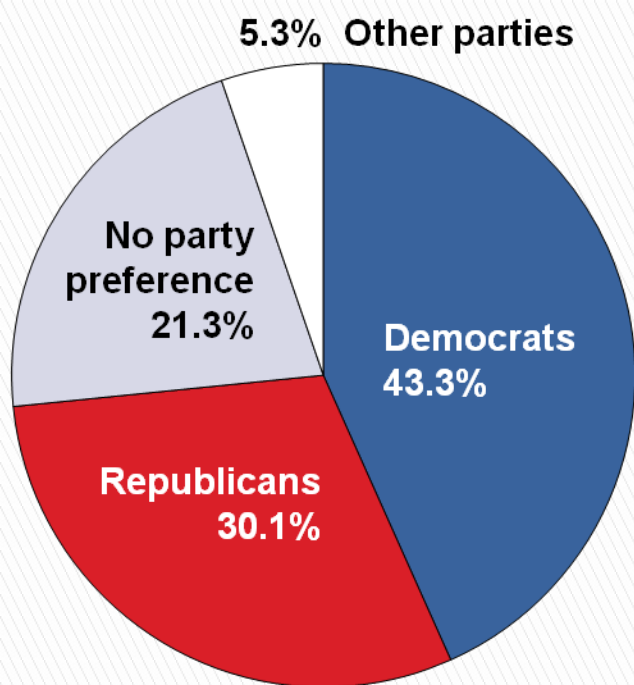
Table 1

The growing influence of ethnic voters in the California electorate

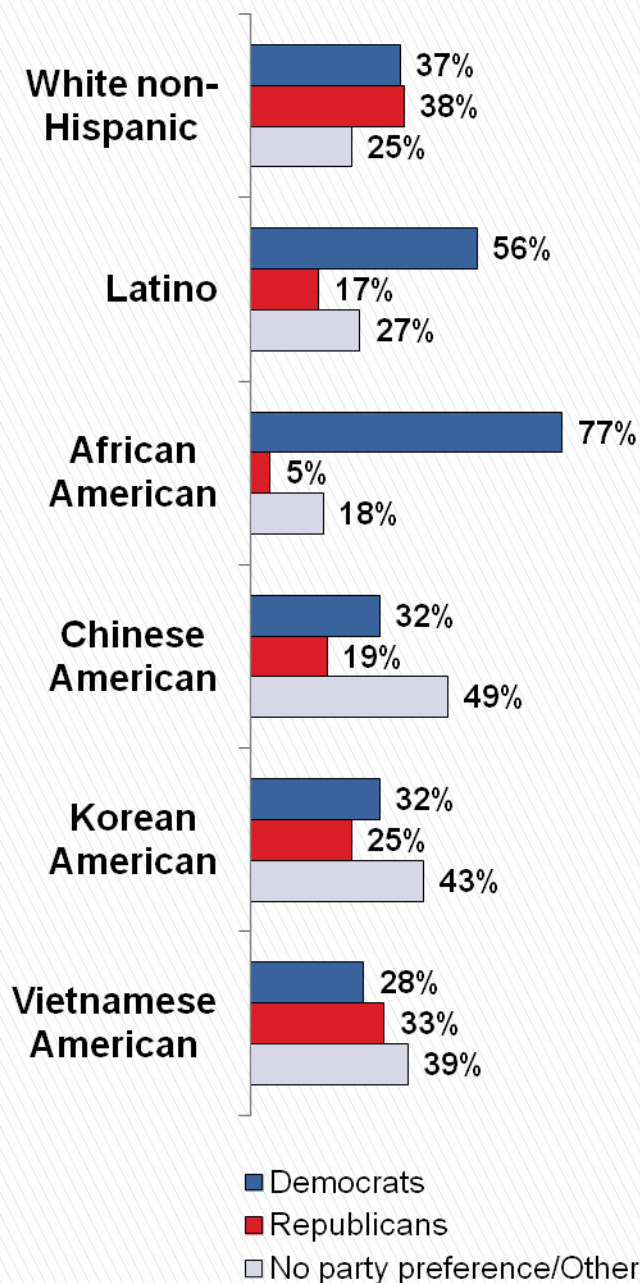
	2000		2012		
	<u>in 000' s</u>	<u>%</u>	<u>in 000' s</u>	<u>%</u>	<u>△</u>
Total registered voters	<u>15,707</u>	<u>100%</u>	<u>18,000</u>	<u>100%</u>	<u>+2,293,000</u>
White non-Hispanic	11,307	(72%)	11,350	(63%)	+43,000
Latino	2,500	(16%)	4,150	(23%)	+1,650,000
African-American	1,000	(6%)	1,000	(6%)	0
Asian/other	900	(6%)	1,500	(8%)	+ 600,000

Table 2

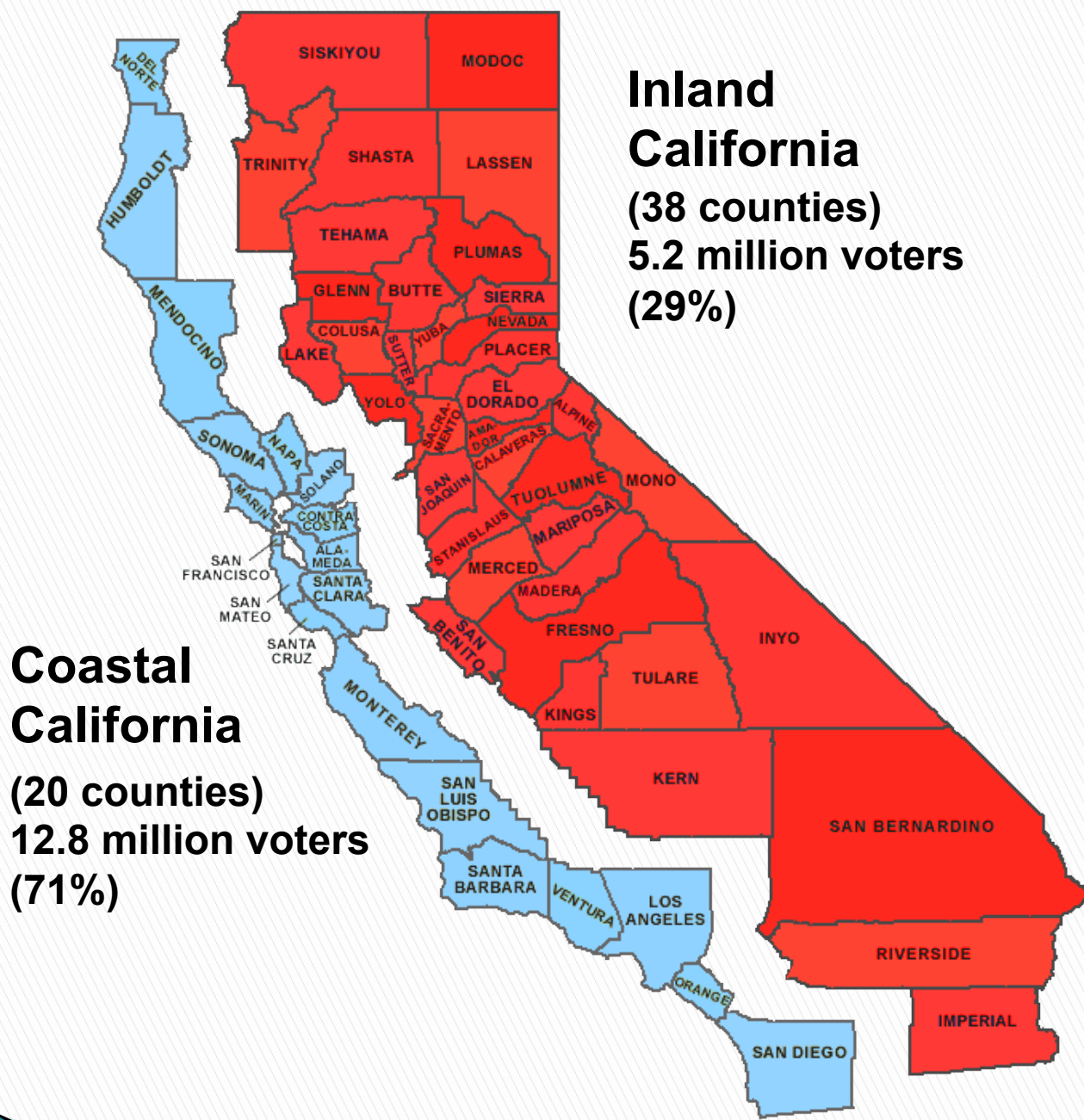
Differences in the party registration of California voters by race/ethnicity



California Registered
Voters (Total)



California's political divide: Coastal California vs. Inland California

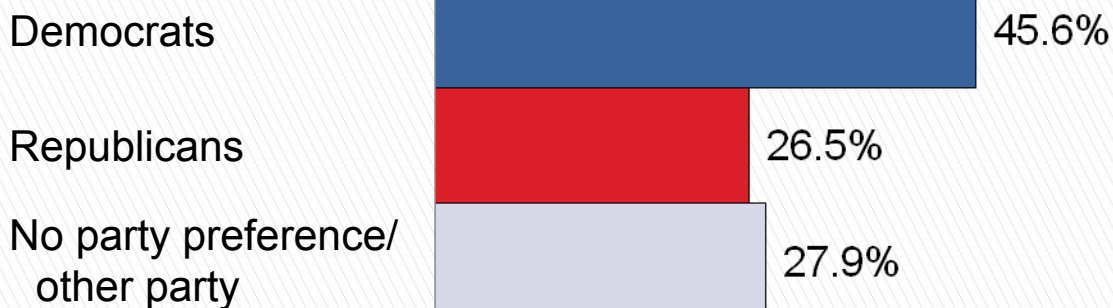


Source: Extrapolations based on
California Secretary of State, September 2012
Report of Registration.

Table 4

Democrats have a large registration edge in Coastal California, but the GOP has a slight registration advantage in Inland California

Coastal California



Inland California

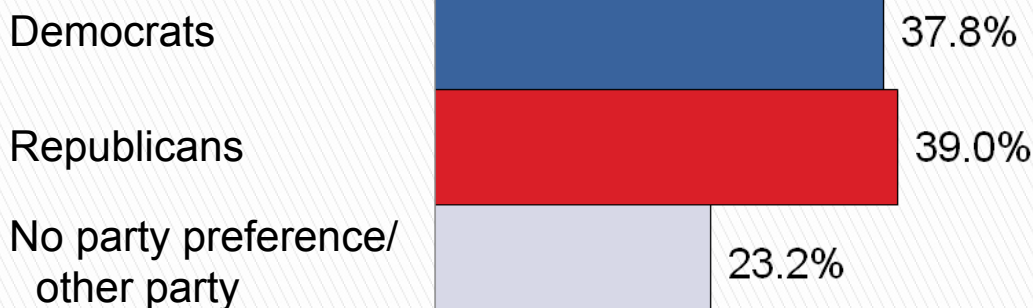
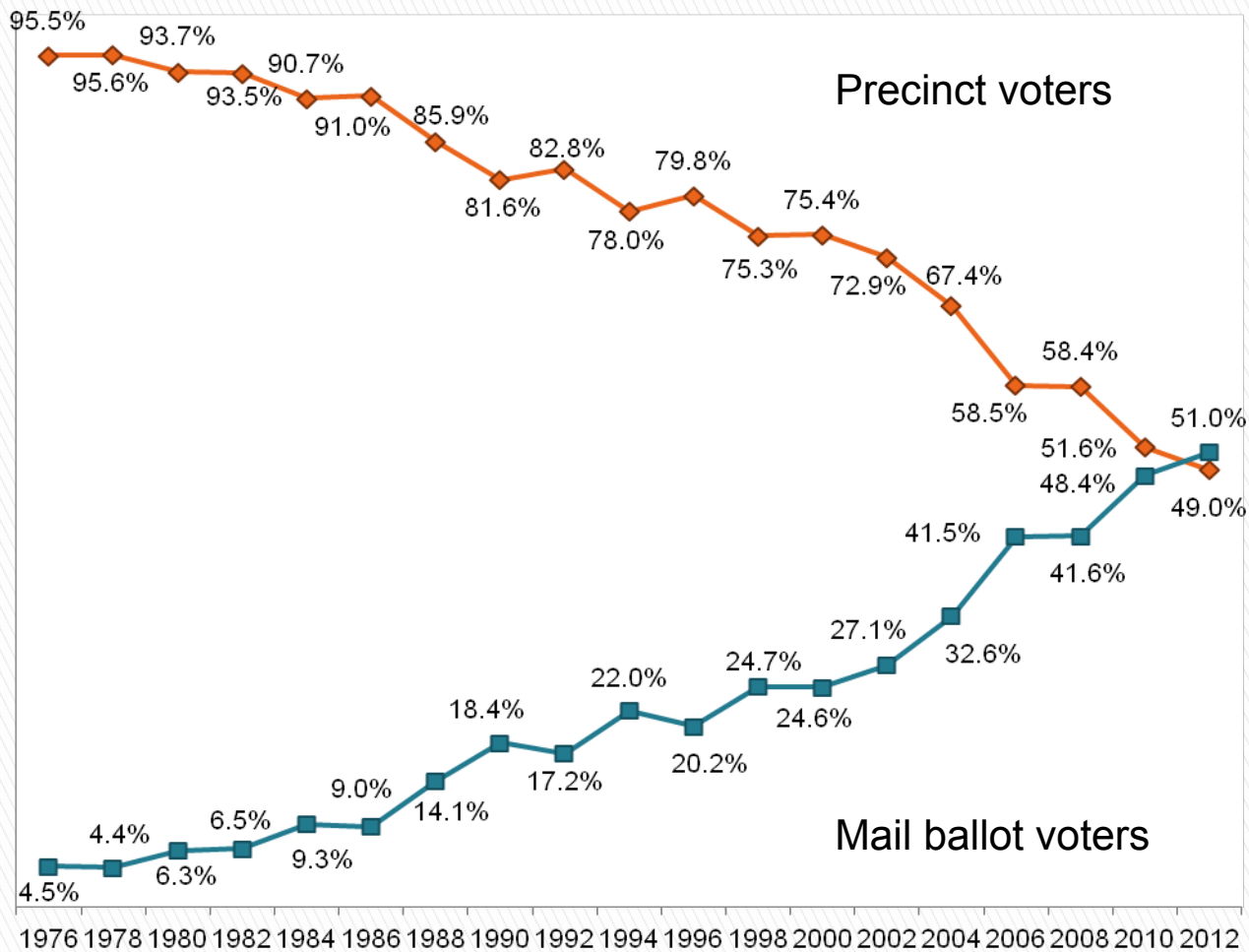


Table 5

The growing popularity of mail ballot voting



Source: California Secretary of State,
Statement of Vote for each year, except 2012,
which are Field Poll estimates.

► Results from the final pre-election *Field Poll* of California voters

About The Field Poll's final pre-election survey

<i>Population Surveyed:</i>	California registered voters considered likely to vote in the November general election.
<i>Interviewing Dates:</i>	October 17-30, 2012. Sample divided into two approximately equal size interviewing periods -- Wave 1: October 17-24 and Wave 2: October 25-30.
<i>Mode of Administration:</i>	Landline and cell phone by live interviewers working from Field's central location call center in San Diego.
<i>Number of Interviews:</i>	1,912 registered voters, of whom 1,566 were considered likely to vote.
<i>Languages of Administration:</i>	English, Spanish, Cantonese, Mandarin, Korean, Vietnamese.
<i>Asian Sample Augmentation:</i>	Asian-Americans were oversampled and included 440 registered voters to permit comparisons with white non-Hispanic, Latino and

Table 7

Trend of California voter preferences on Prop. 30, the Governor's tax increase initiative

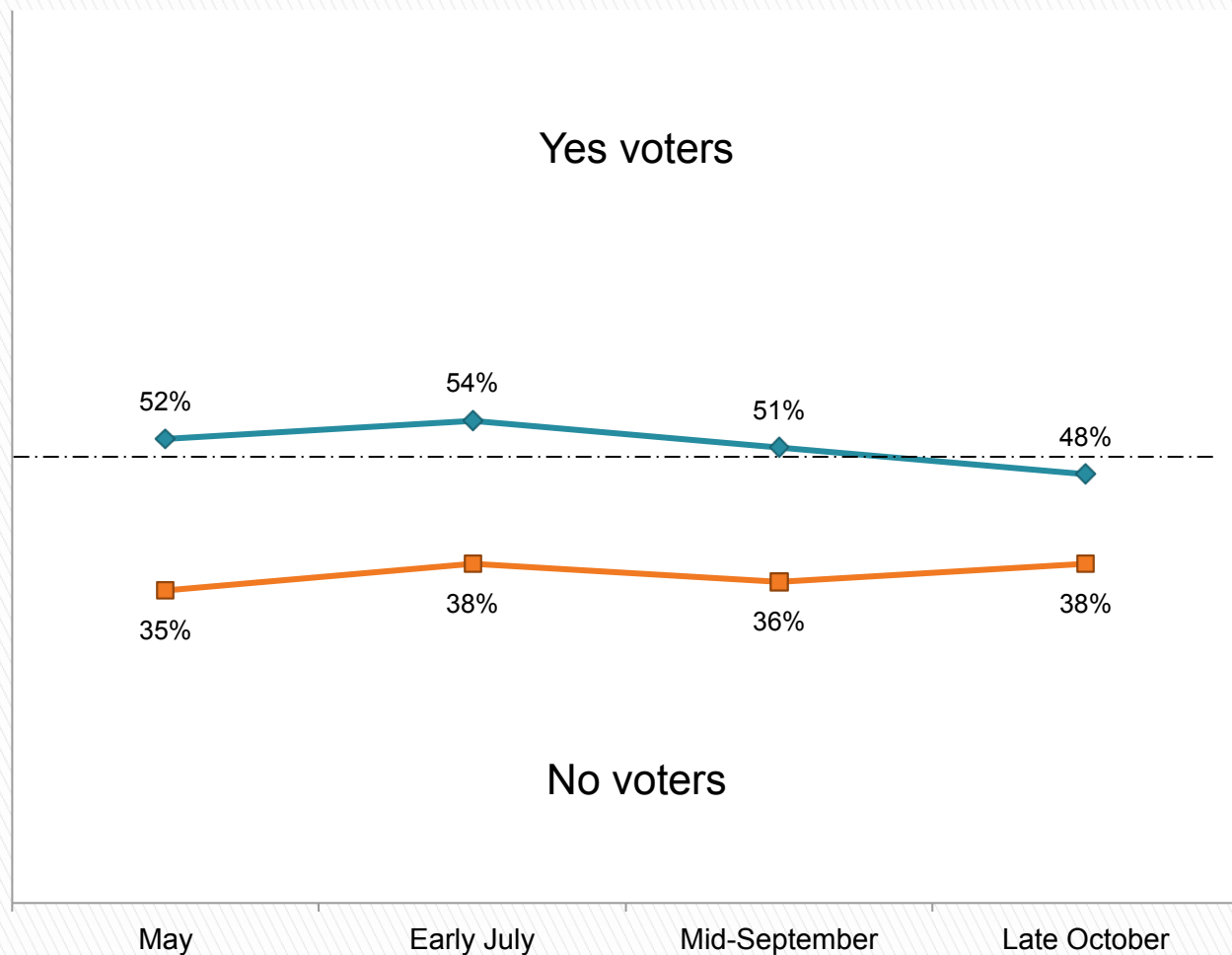


Table 8

Voter preferences on Prop. 30 (Brown tax initiative) in late October by voting frequency, voting method, and party *(among likely voters)*

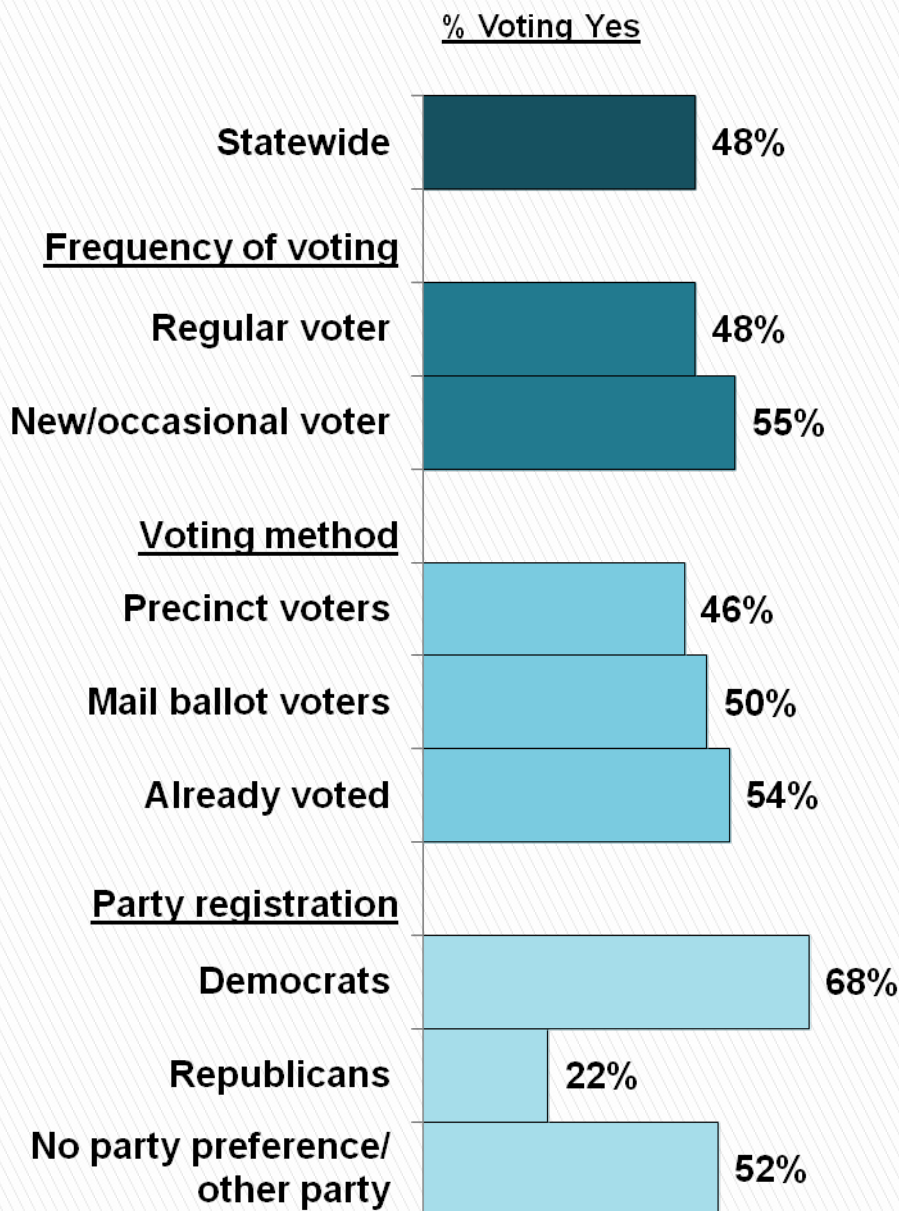


Table 9

Voter preferences on Prop. 30 (Brown tax initiative) in late October by region (among likely voters)

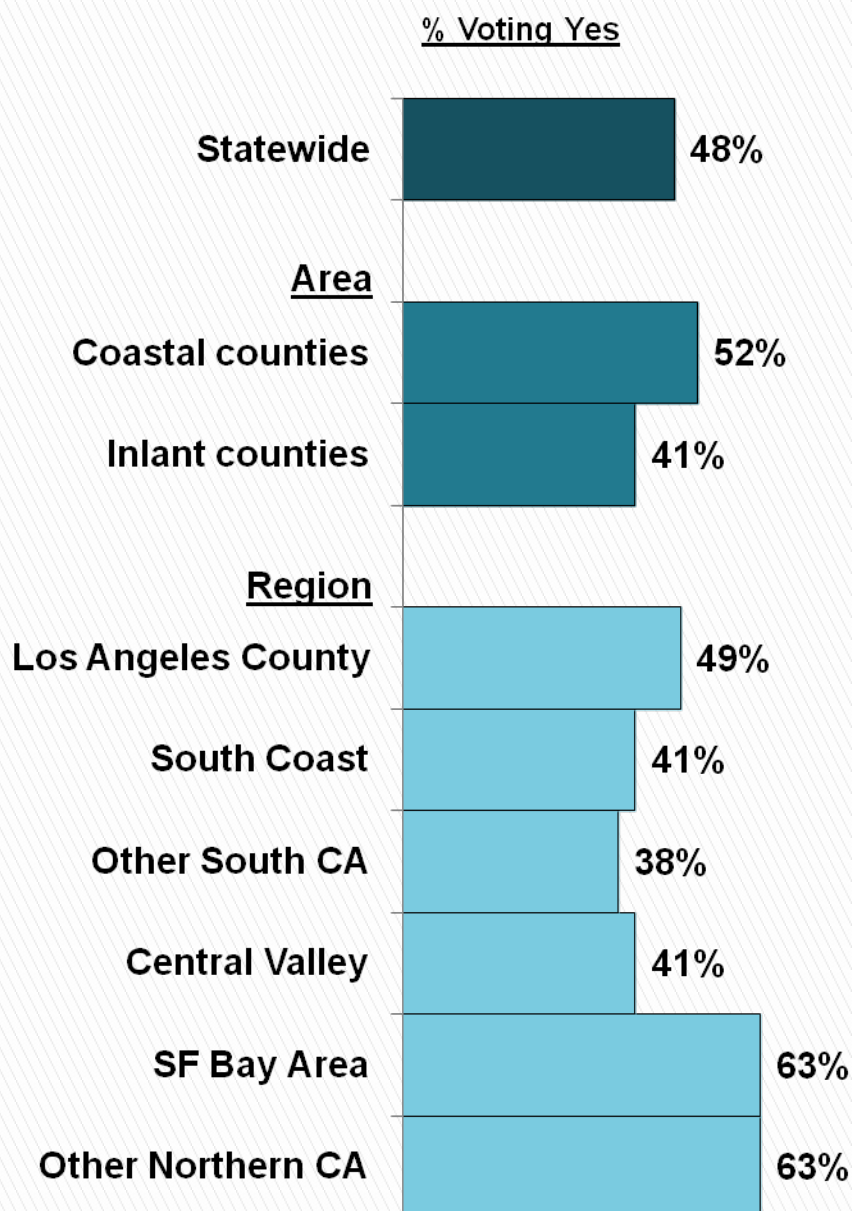


Table 10

Voter preferences on Prop. 30 (Brown tax initiative) in late October by gender, age and ethnicity *(among likely voters)*

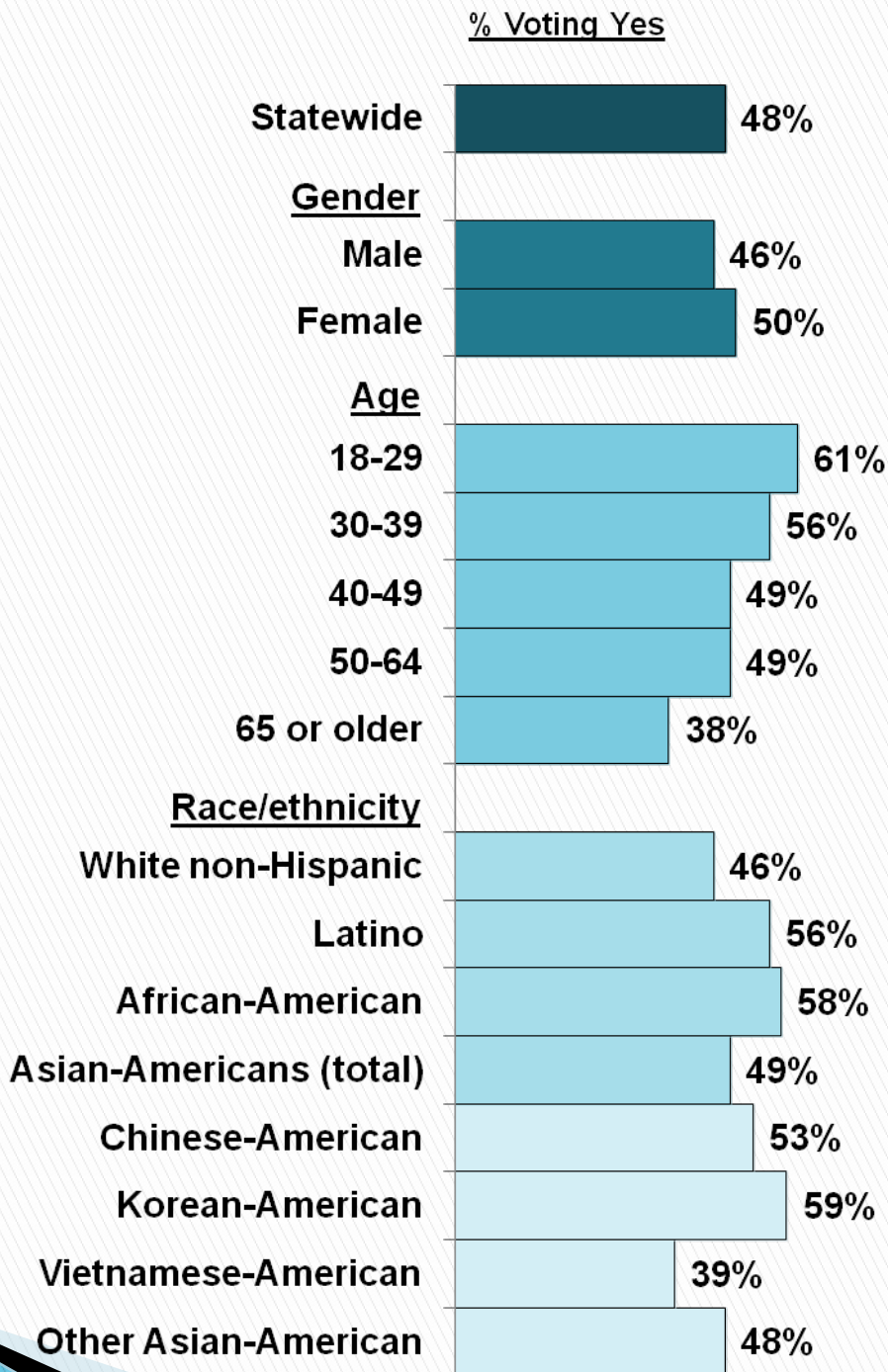


Table 11

Trend of California voter preferences on Prop. 38, the Munger tax increase initiative

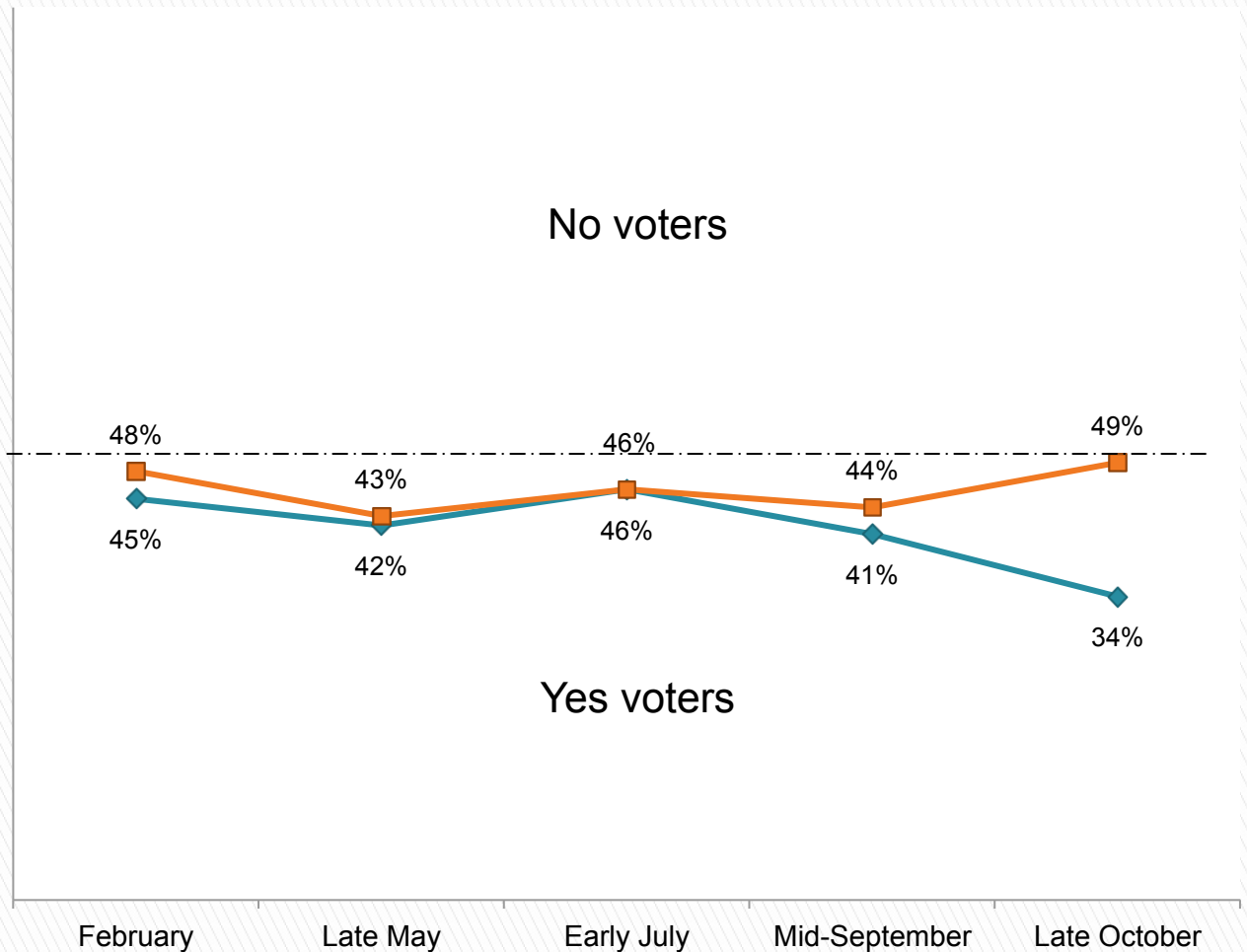
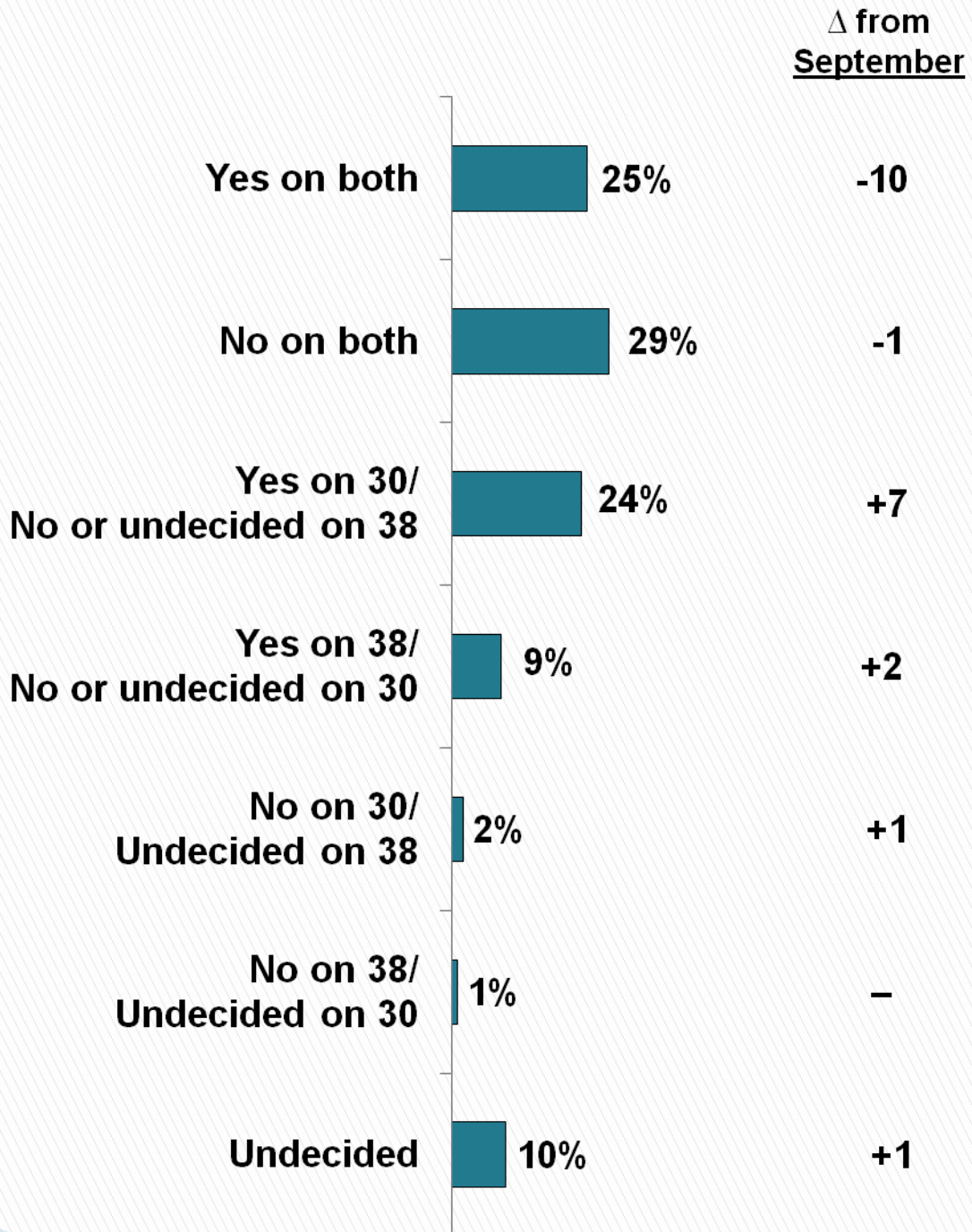


Table 12

How individual voters are voting on the Proposition 30 and 38 tax initiatives



Factors affecting voting preferences on Proposition 30

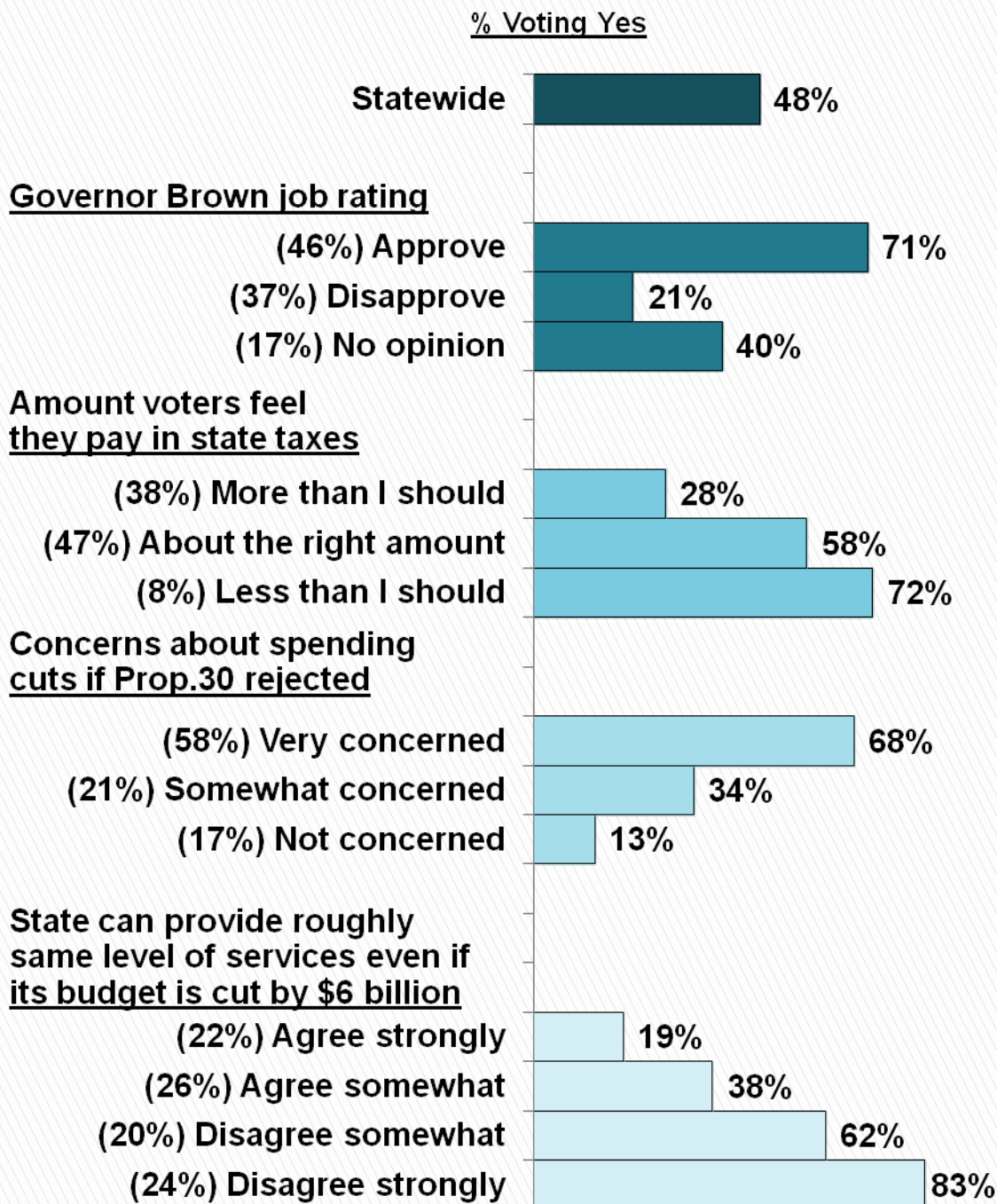


Table 14

Trend of California voter preferences on Prop. 34, to repeal the death penalty

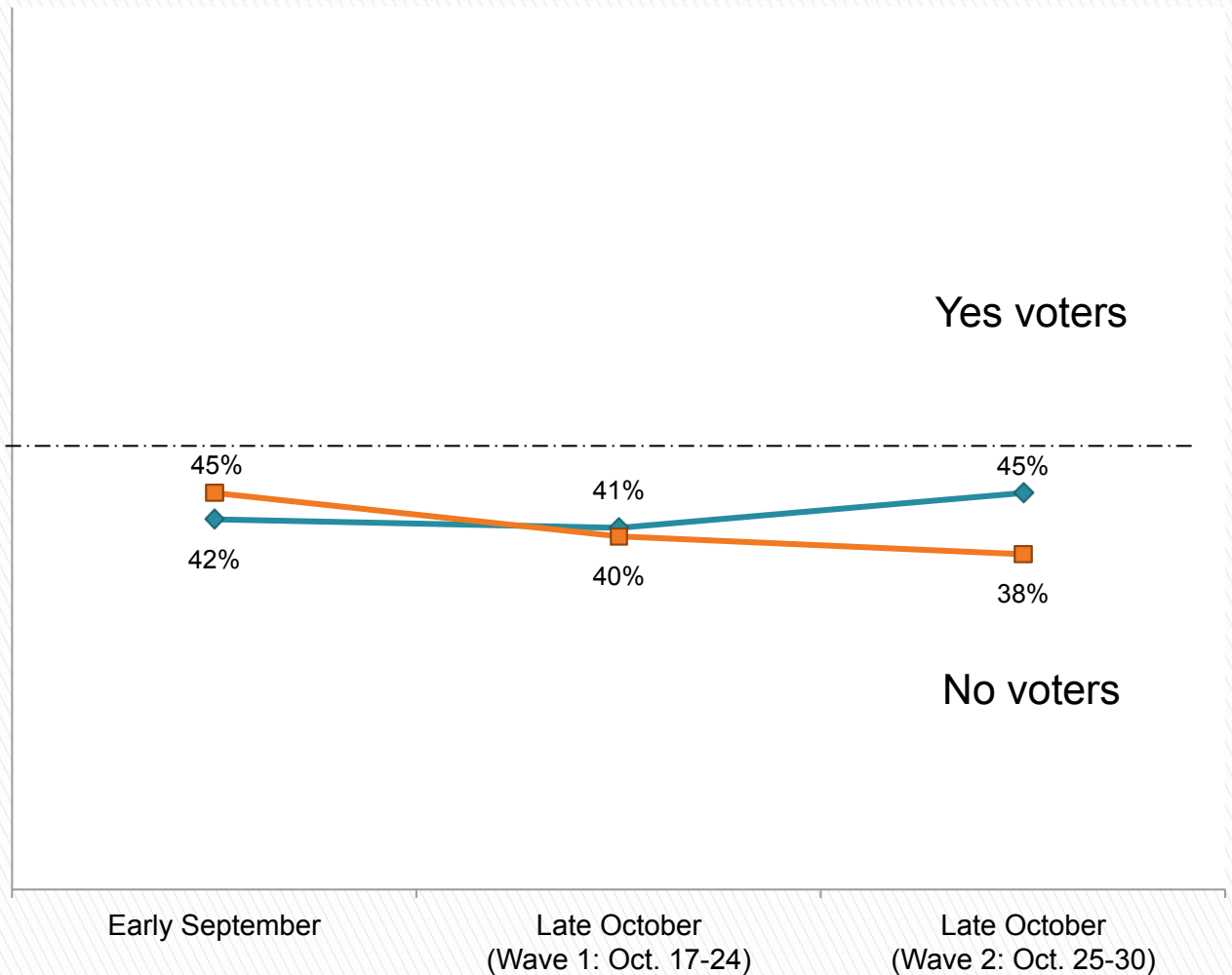
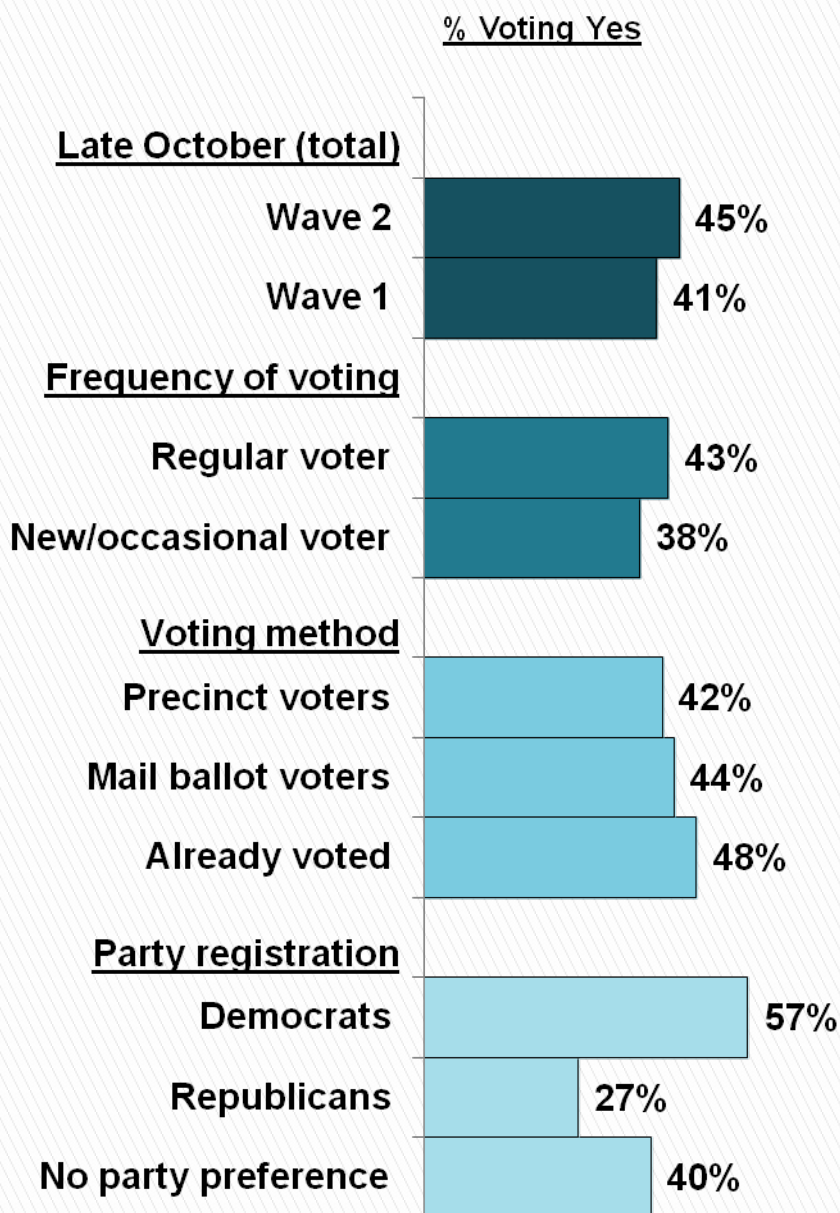


Table 15

Voter preferences on Prop. 34 (death penalty) in late October by voting frequency, voting method, and party (*among likely voters*)



Note: Subgroup percentages based on all interviews conducted over both interviewing waves.

Table 16

Voter preferences on Prop. 34 (death penalty) in late October by region (among likely voters)

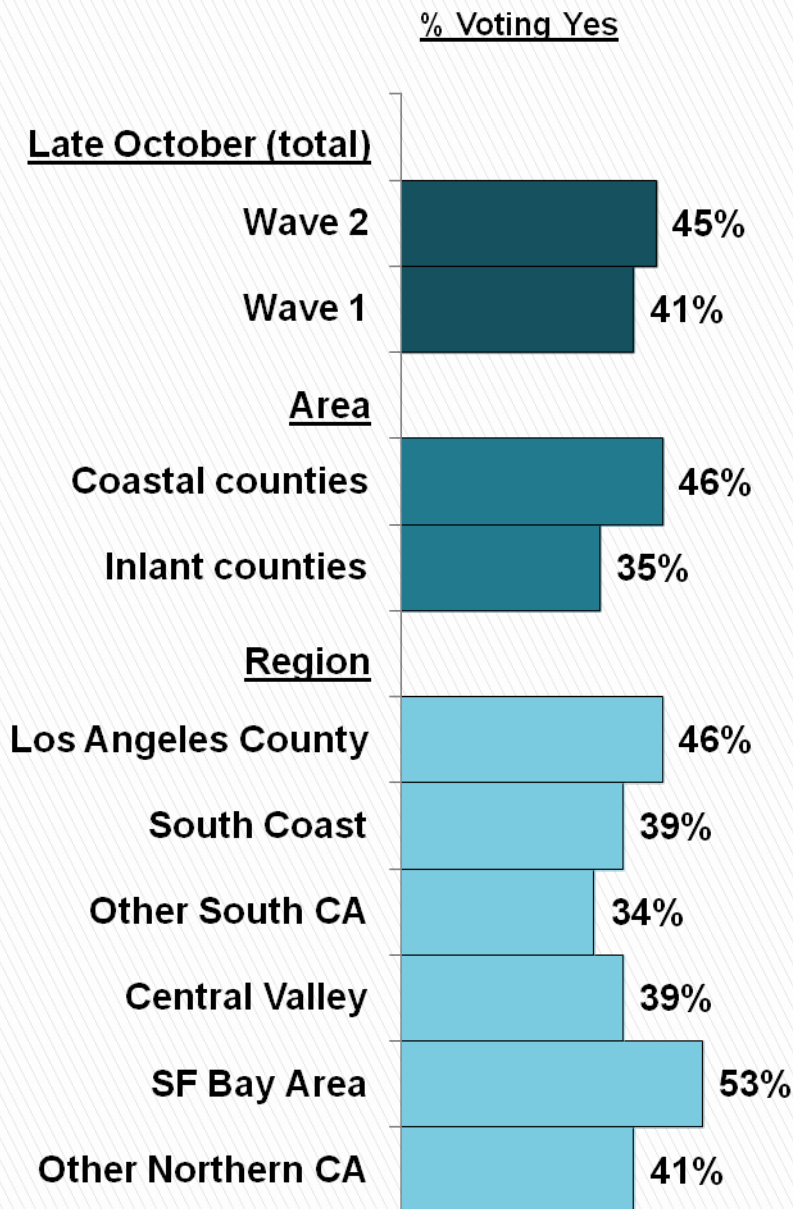


Table 17

Voter preferences on Prop. 34 (death penalty) in late October by gender, race/ethnicity and religious affiliation *(among likely voters)*

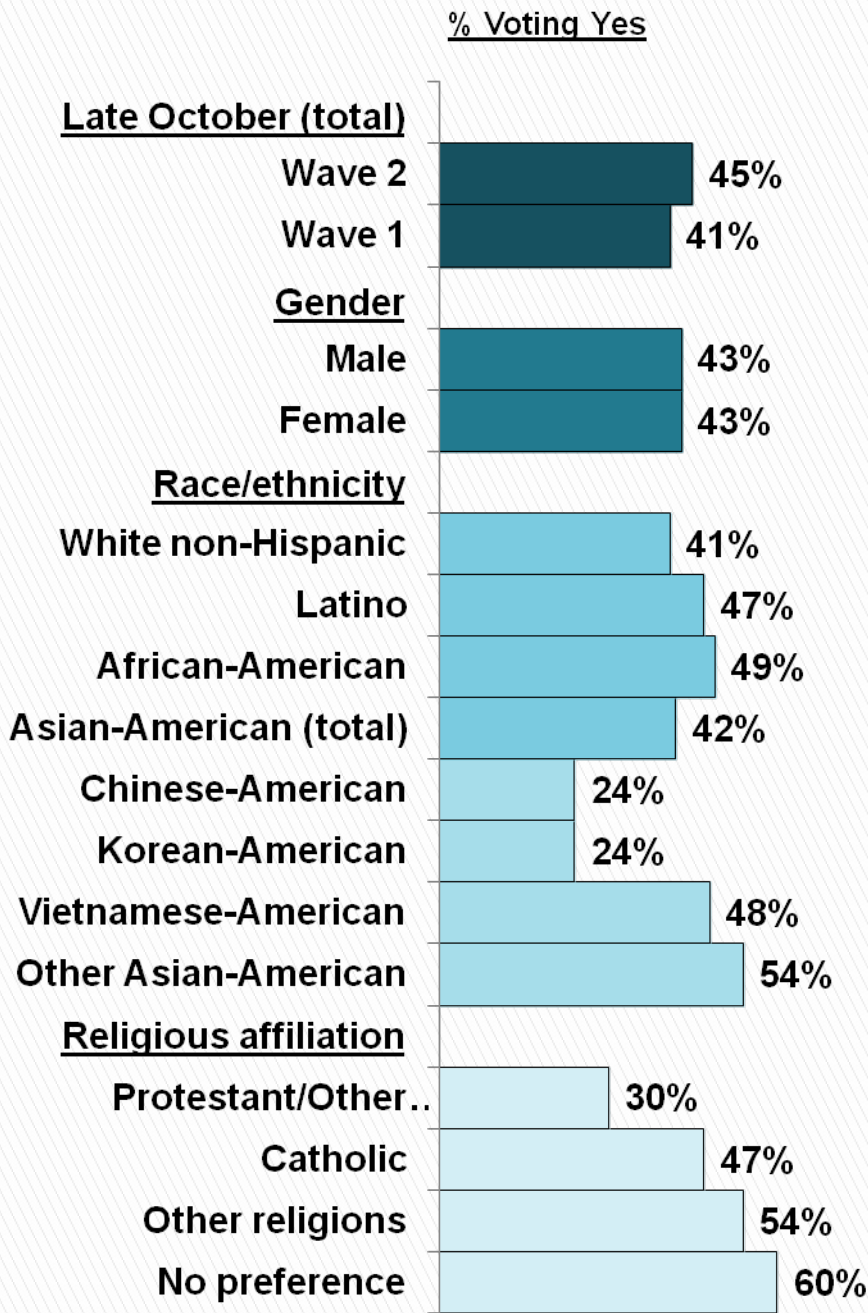


Table 18

How views about the death penalty and life in prison without parole relate to voting preferences on Prop. 34

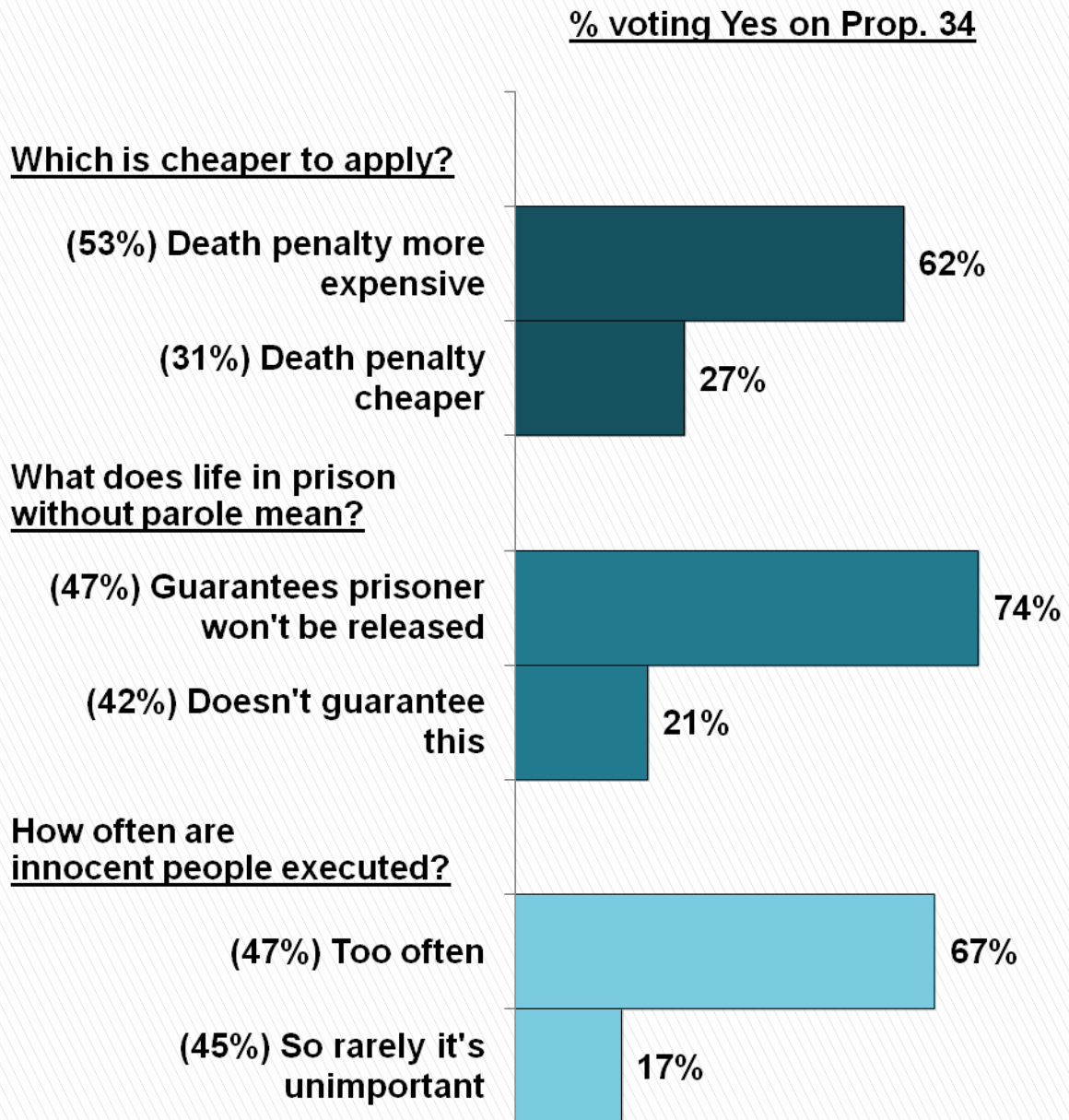


Table 19

Trend of California voter preferences on Prop. 32, the payroll deductions for political contributions initiative

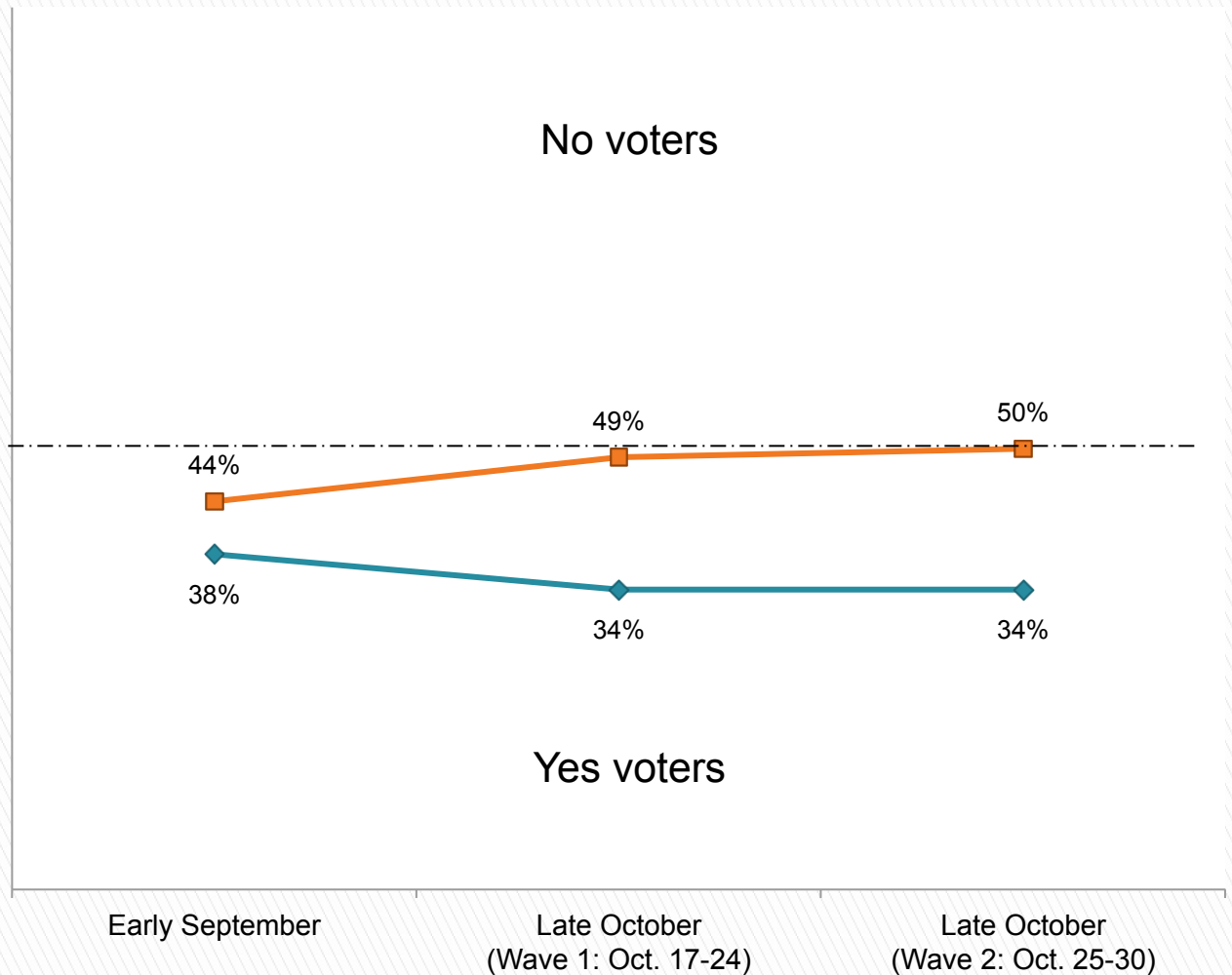


Table 20

Voter preferences on Prop. 32 in late October by voting frequency, voting method, and party (among likely voters)

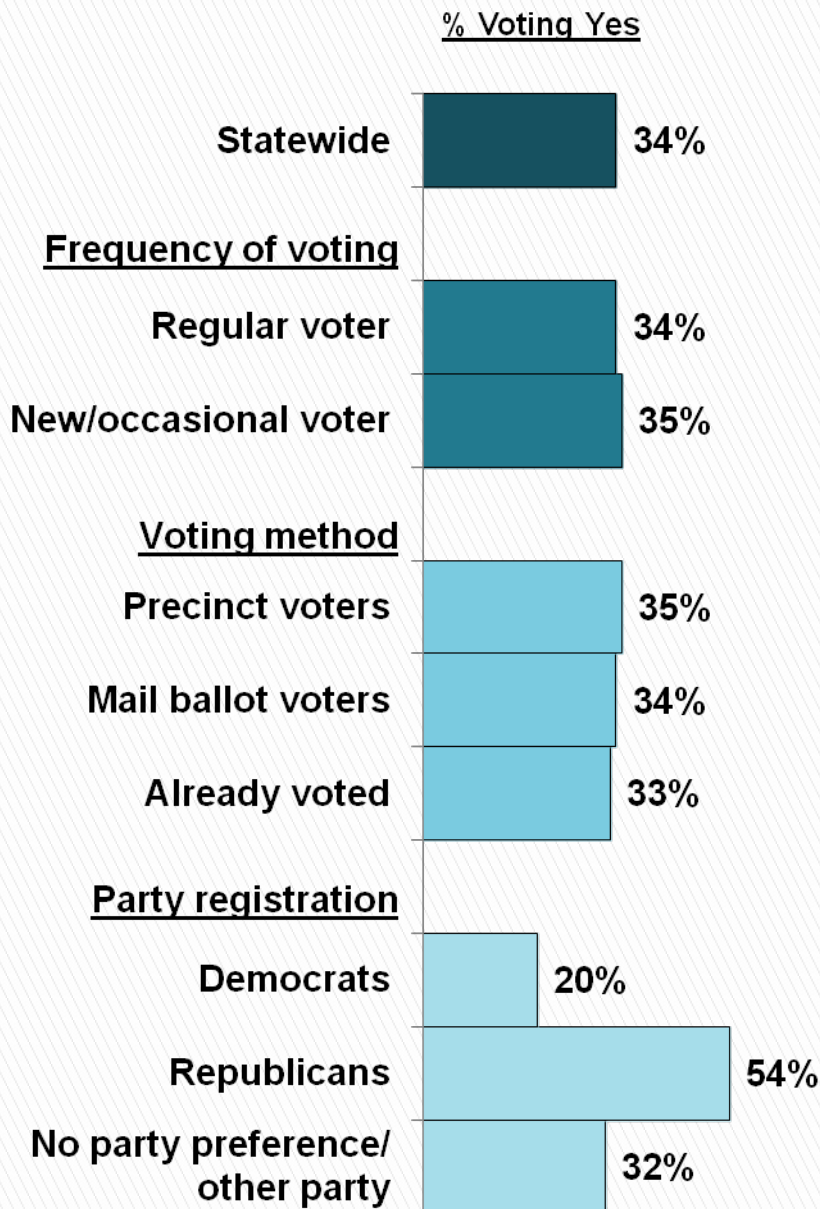


Table 21

Voter preferences on Prop. 32 in late October by region (among likely voters)

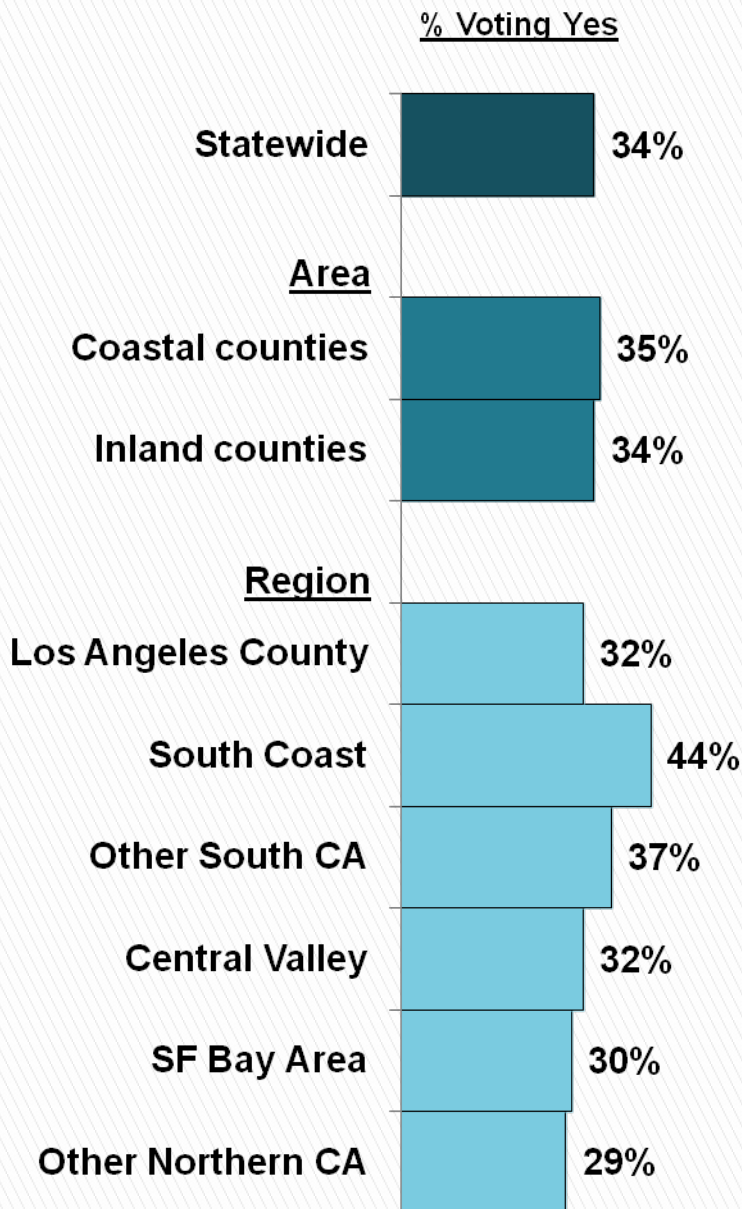


Table 22

Voter preferences on Prop. 32 in late October by gender, age and ethnicity (among likely voters)

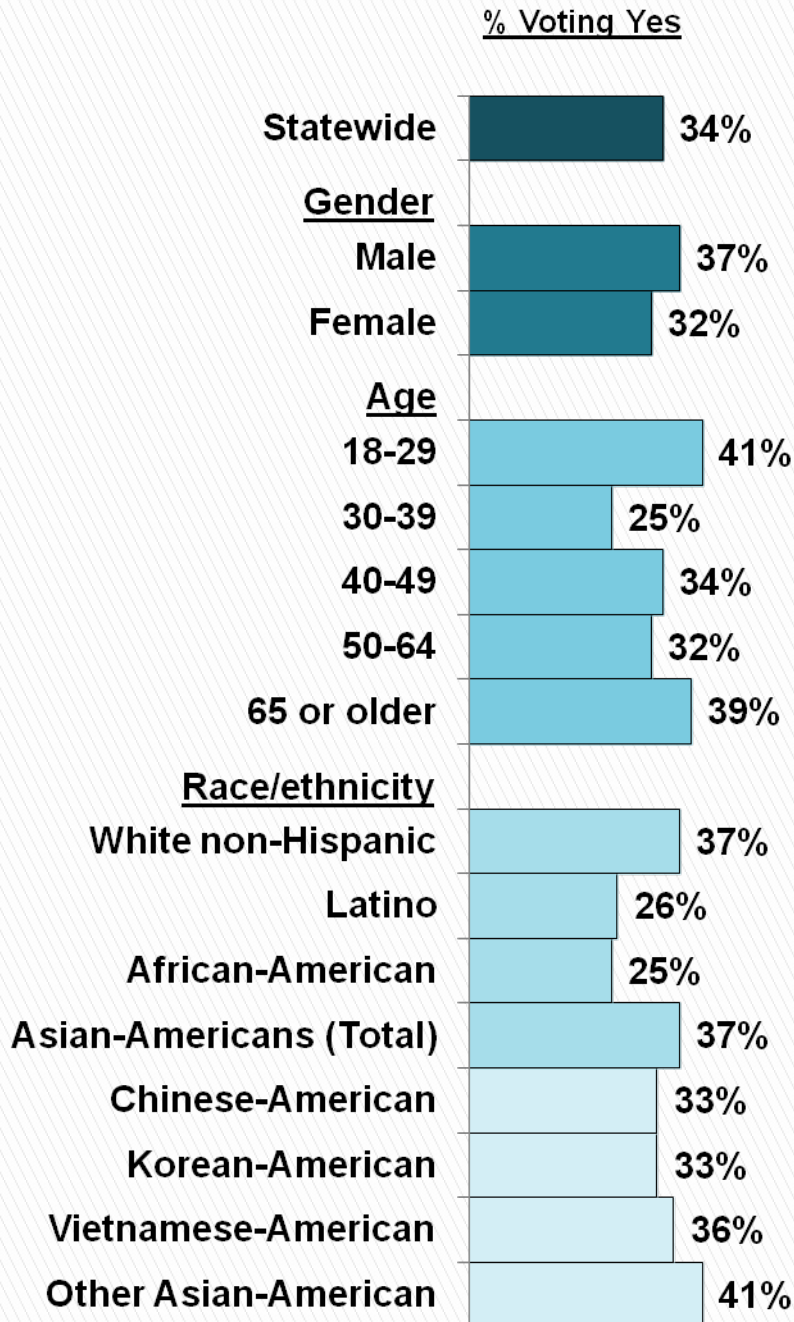


Table 23

Trend of California presidential preferences between Barack Obama and Mitt Romney

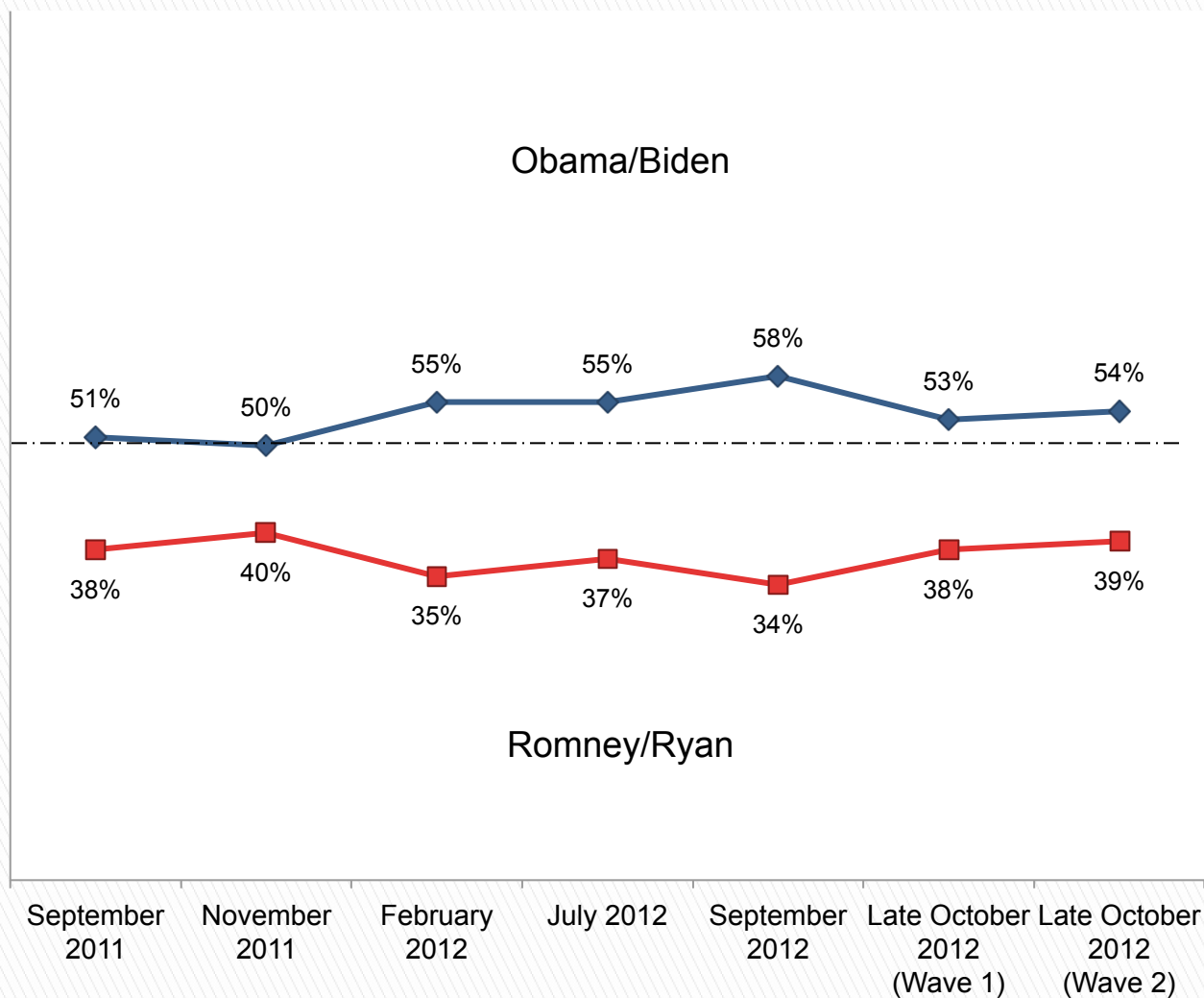
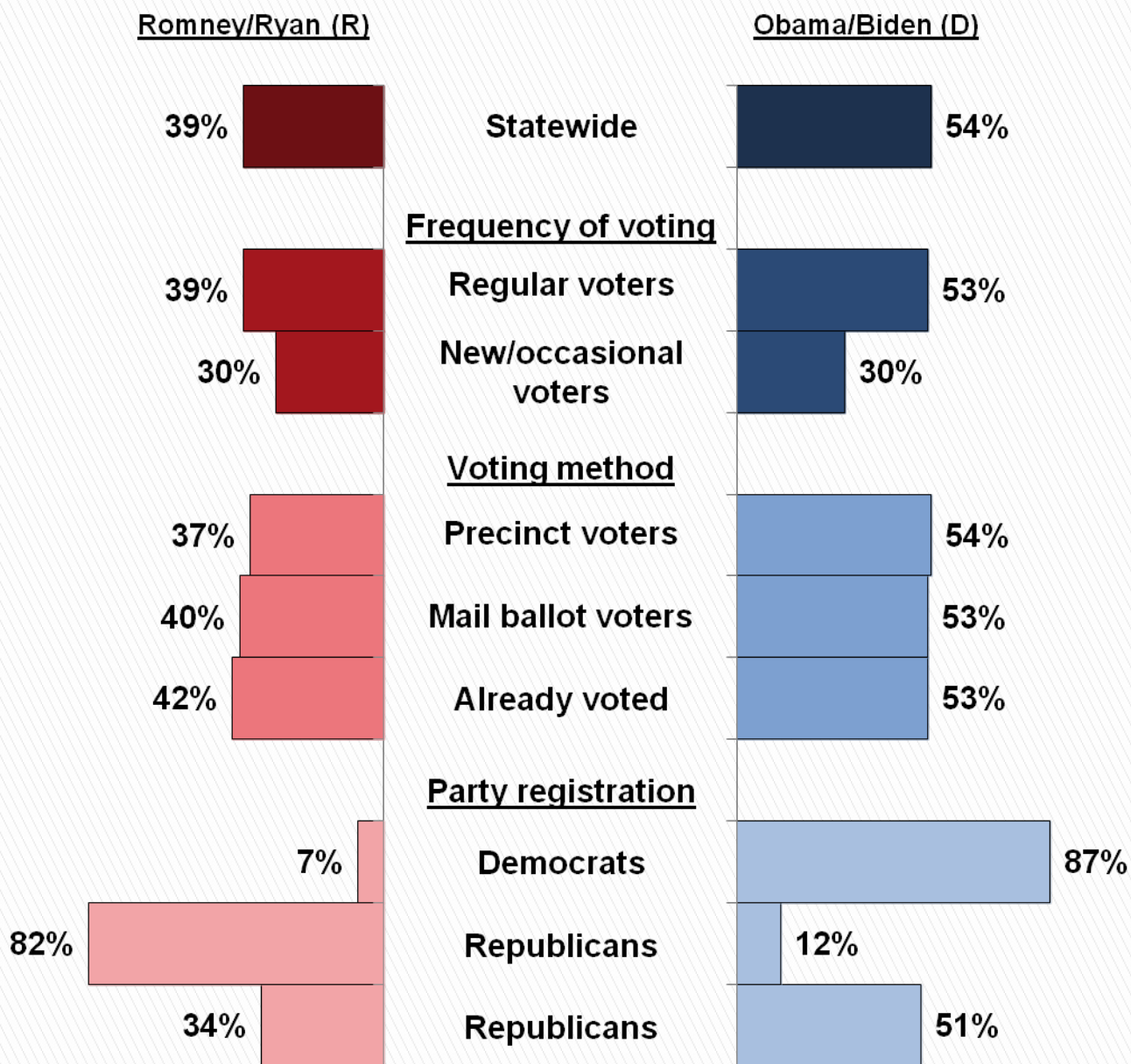
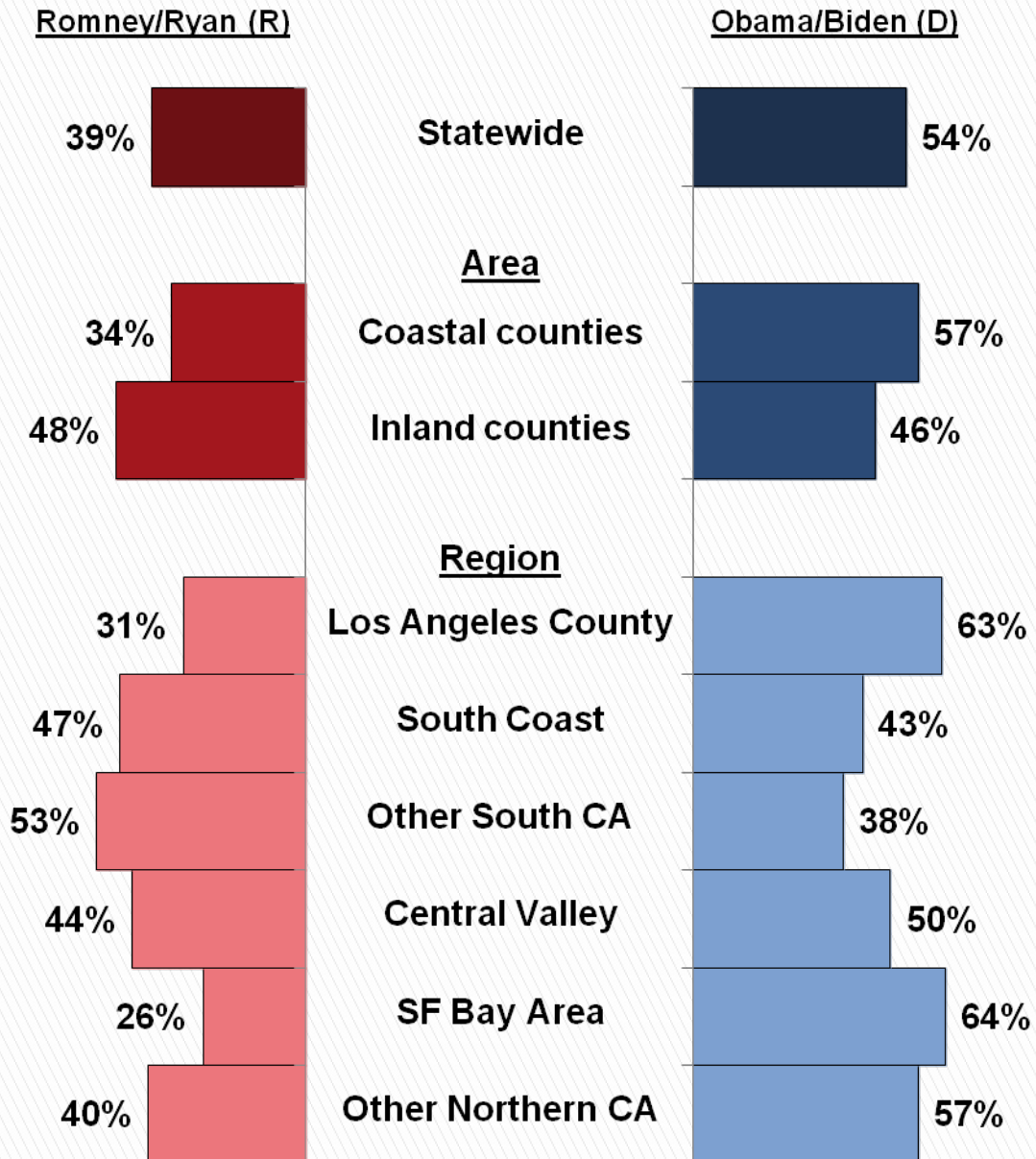


Table 24

Voter preferences for President in late October by voting frequency, voting method, and party (among likely voters)



Voter preferences for President in late October by region *(among likely voters)*



Voter preferences for President in late October by gender, age and race/ethnicity (among likely voters)

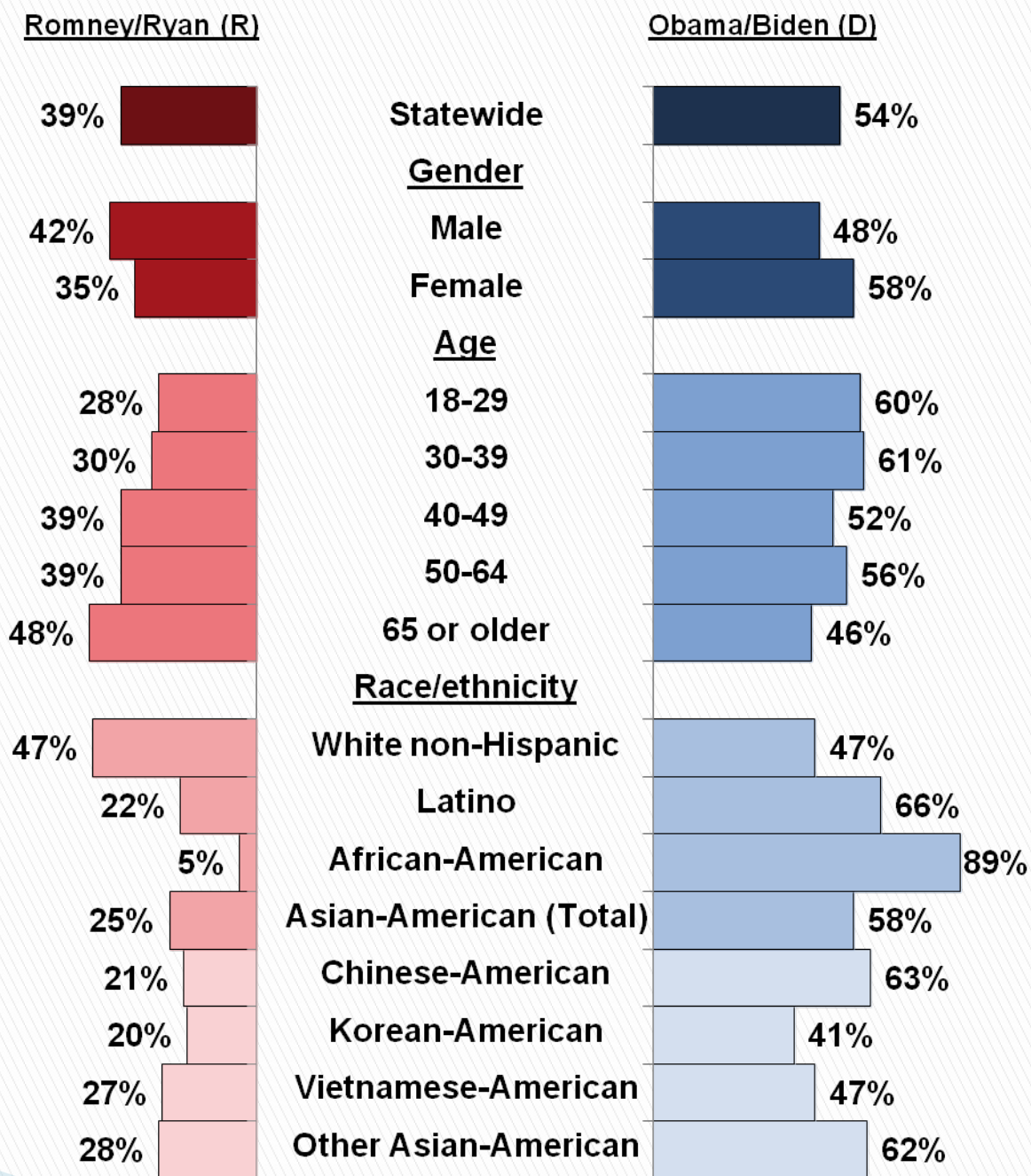


Table 27

Trend of California voter image ratings of Barack Obama

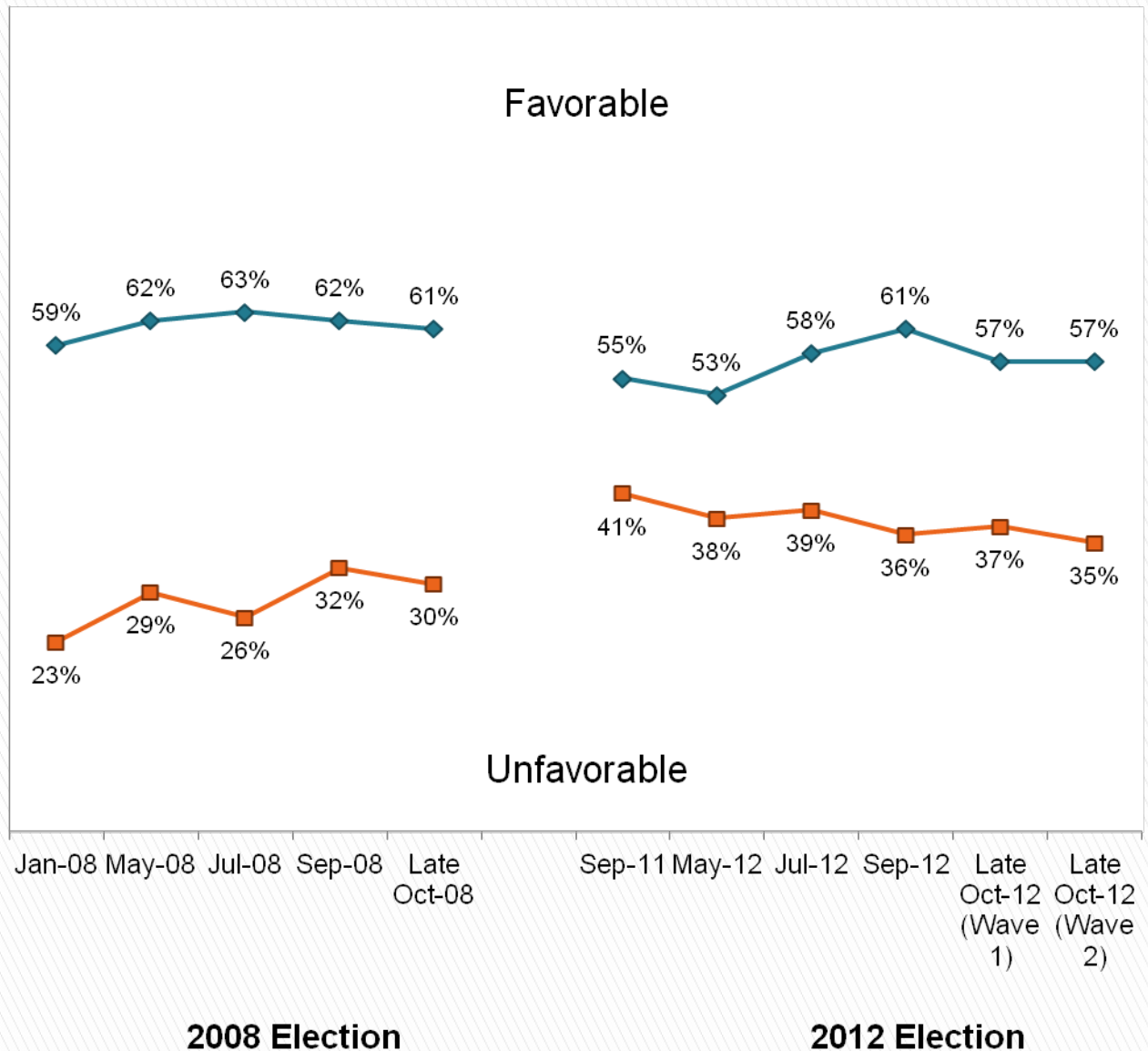
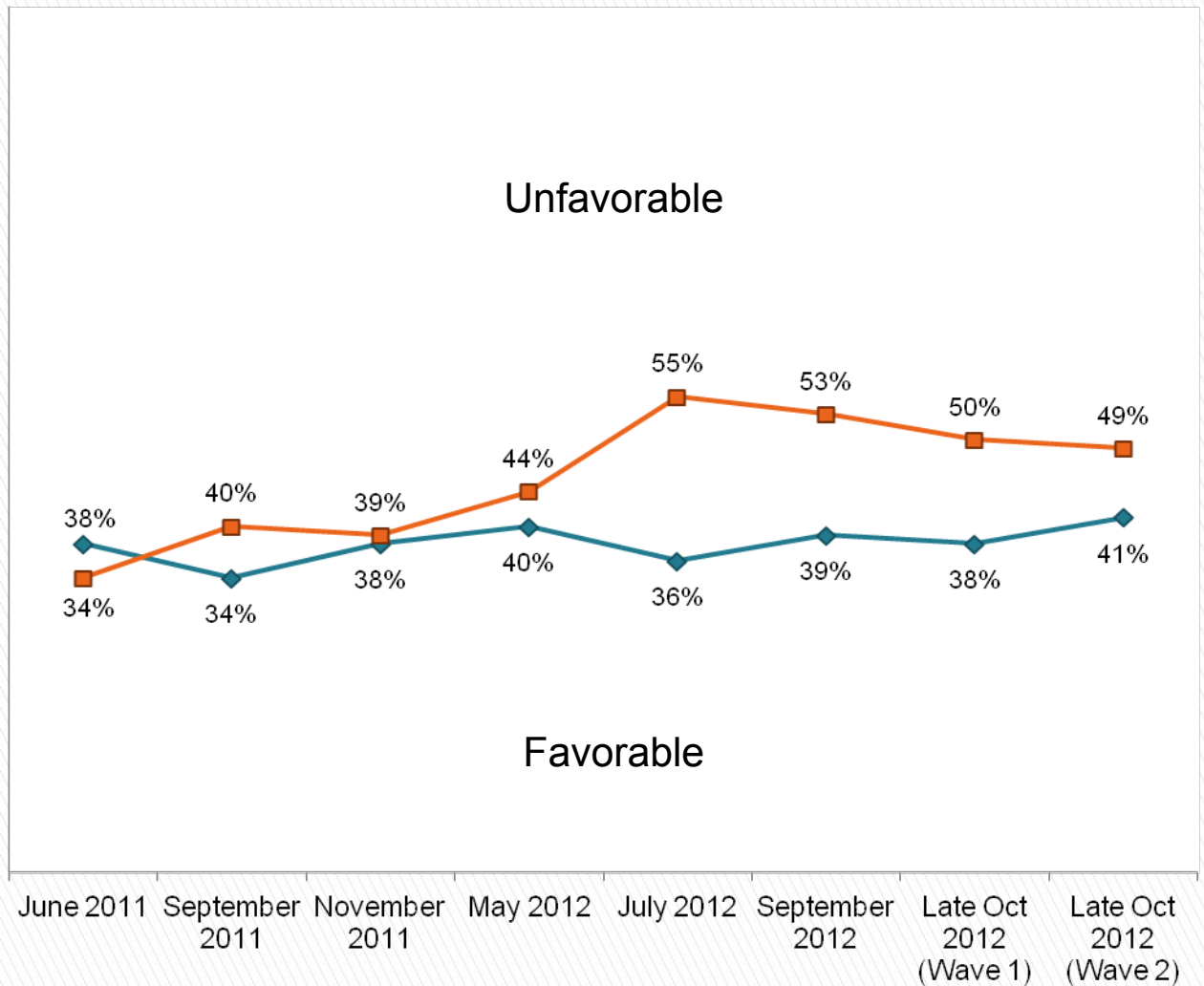
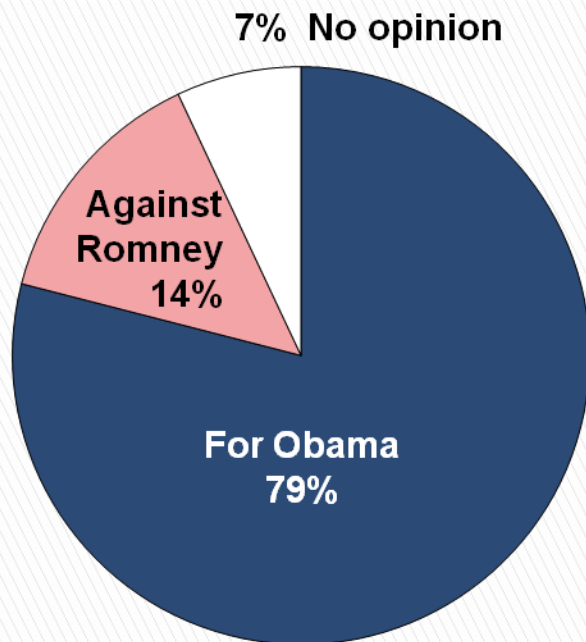


Table 28

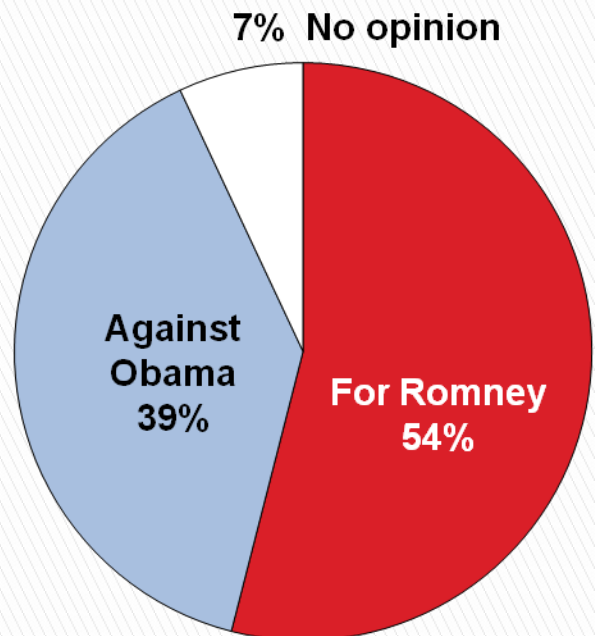
Trend of California voter impressions of Mitt Romney



Is your preference more a vote for your candidate or a vote against his opponent?



Obama Voters



Romney Voters

Table 30

Trend of California voter preferences for U.S. Senate

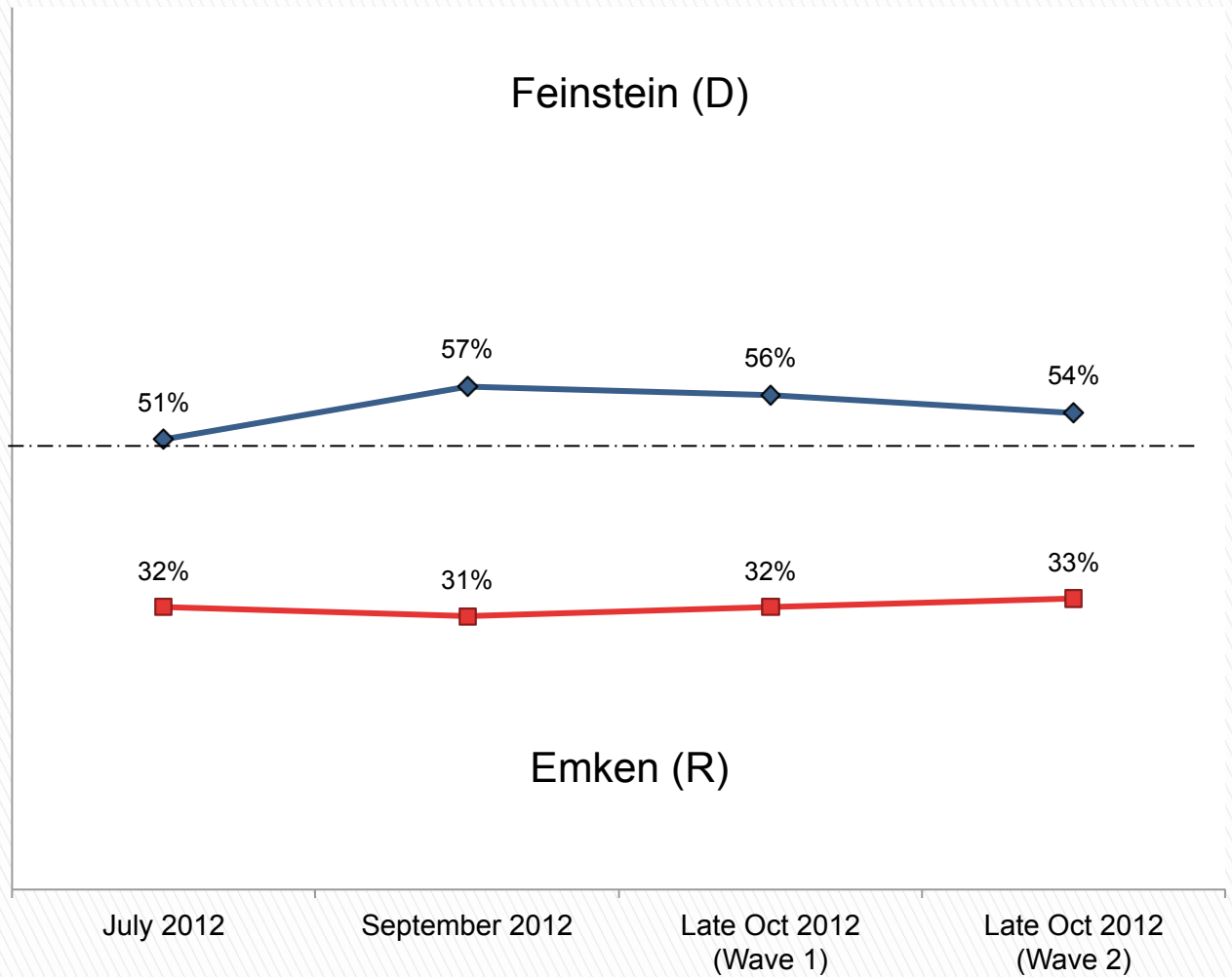


Table 31

Trend of California voter impressions of Dianne Feinstein during this year's election campaign

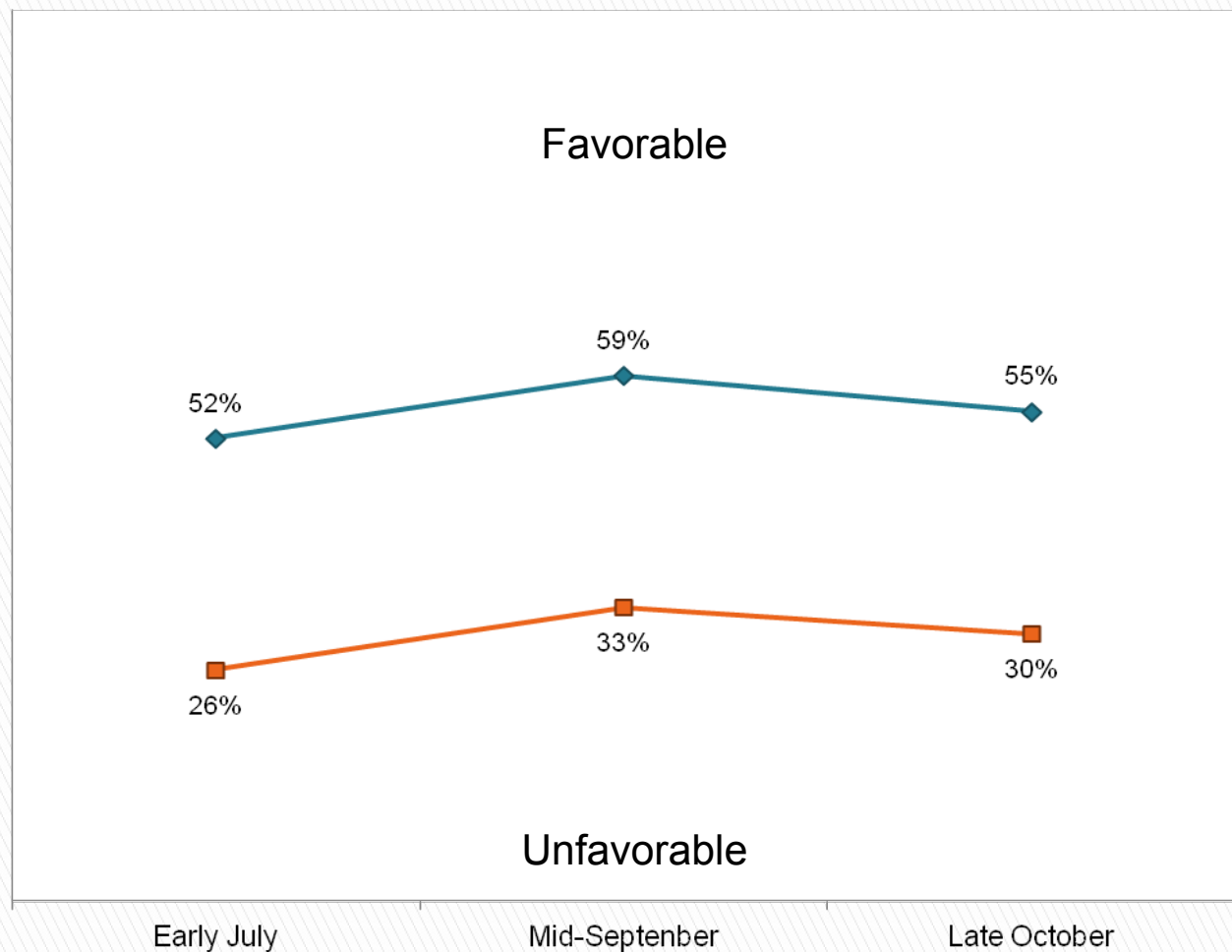


Table 32

Trend of California voter impressions of Elizabeth Emken

