



MEMORANDUM

TO: INTERESTED PARTIES

FROM: NEIL NEWHOUSE

RE: RECENT SURVEY RESULTS

DATE: AUGUST 24, 2005

As you know, Public Opinion Strategies recently completed a poll of 800 likely voters in California. The poll was conducted on August 14-16, 2005 and has a margin of error of +/- 3.46% in 95 out of 100 cases. The purpose of this memo is to review the job approval scores of Governor Schwarzenegger and the State Legislature.

Key Findings

✓ ***The Governor's job approval remains positive.***

Contrary to the recent released PPIC survey, which polled adults rather than likely voters, our survey showed more Californians approve (48%) of the Governor's job performance than disapprove (46%).

The Governor continues to receive very high marks from his partisan base and he also retains significant support from important swing voter groups. Seventy-eight percent of Republicans approve of his job performance while a majority of both seniors (55%) and white women (53%) are also positive toward him. Among the Independent voters the Governor's job approval is positive, 48%-40%.

While it is not surprising the liberal Bay Area disapproves (34%-60%) of the Governor, a majority (52%) of the balance of the state have a positive feeling about Schwarzenegger's job performance.

✓ ***The Legislature is perceived negatively.***

The high disapproval rating for the performance of the State Legislature has been one of the few constants in California polling over the last few years. Only a third of California voters approve of the Legislature. Disapproval of the State Legislature cuts across every major sub-group in the poll – even a plurality of Democrats disapprove, (38%-42%).

✓ ***The Governor consistently outscores the Legislature.***

Comparing the Governor's job rating to the Legislature's job ratings shows an electorate that leans more toward favoring the Governor rather than the State Legislature. The following table shows the Governor's job approval rating compared to the Legislature's job approval rating among key sub-groups.

	<i>Governor Approval%</i>	<i>Legislature Approval%</i>	<i>Difference Score (Governor - Legislature)</i>
<i>By Gender</i>			
Men	49%	30%	+19%
Women	47%	35%	+12%
<i>By Key Swing Voter Group</i>			
65+	55%	30%	+25%
Independents	48%	32%	+16%
Moderates	41%	29%	+12%
<i>By Media Market</i>			
Los Angeles	47%	32%	+15%
Bay Area	34%	35%	- 1%
Sacramento	57%	33%	+24%
San Diego	59%	36%	+23%
Central Valley	62%	29%	+33%

The Bottom Line

Even after special interests groups spent millions of dollars in negative advertising attacking the Governor's agenda, Schwarzenegger's job approval rating remains a net positive in the state. Moreover, the Governor retains significant support with the swing voter groups that typically decide elections.

More importantly, voters across California display much more confidence in the Governor's leadership than the Legislature. With the special elections looming, this could prove to be a critical factor.