

## Further Analysis of USC Poll Data

1,874 Likely General Election Voters (1,825 weighted cases)

Online administration

Fielding Dates 3/19/12-3/21/12

Margin of error for entire survey (+/- 2.3% at 95<sup>th</sup> percent confidence interval)

Data weighted by age, gender, ethnicity, geography, party, and education

**Since the online poll was able to dig deeper into several issues, we have focused on those results.**

### **GOP PRIMARY:**

- Both polls showed Romney with a commanding lead over his GOP rivals (Online - 47% Romney, 20% Santorum, 13% Gingrich, 11% Paul, 9% Other/Undecided; Phone – 42% Romney, 23% Santorum, 12% Gingrich, 10% Paul, 13% Other/Undecided) although trailing Obama substantially.
- **With Rick Santorum clamoring for a 2-way race against Romney, the online survey also found that dynamic may not be to his advantage. In fact, should either Gingrich or Paul drop out, Romney will be the primary beneficiary as he is the leading second choice candidate among both Gingrich and Paul supporters. (see chart)**
- **On their initial vote, Santorum supporters are more likely to be Evangelical Christians (51%) than other religious affiliations.**

Candidate to whom voters moved	Initial Vote (444 Likely Registered Republicans)					
	Romney (N = 205)	Gingrich (N = 57)	Paul (N = 32)	Santorum (N = 90)	Other (N = 17)	Undecided (N = 43)
Romney	4	50	31	53	0	33
Gingrich	18	0	17	30	0	15
Paul	6	0	27	8	0	9
Santorum	44	39	11	3	0	15
Other	10	2	11	1	0	11
Undecided	18	10	3	5	0	19
None of above	0	0	0	0	100	0

### **GASOLINE PRICES**

- President Obama's recent request to Congress to end tax breaks for oil companies is likely to resonate with California voters, as the poll shows a plurality of Californians (38%) blame oil companies for rising gas prices, by far more than any other entity. A larger percentage of Democrats blame oil companies (48%) than Republicans (25%).

- The vast majority of all Californians say rising gas prices have caused them to cut back driving at least a little (62% Total, 59% White, 74% Latino). A slightly greater percentage of Republicans have cut back in driving (64%) compared to Democrats (61%).
- Also, the majority of all respondents report they are at least somewhat more likely to buy a more fuel-efficient car the next time they buy a car (64% Total, 65% White, 59% Latino). A larger percentage of Democrats (80%) are more likely to buy a fuel-efficient car for their next purchase compared to Republicans (67%).
- Roughly half of Californians drive just over one-half hour or more each day (51% Total, 47% White, 59% Latino).

## CONTRACEPTION

- Californians strongly support (67%) requiring health insurance plans to cover contraception. A much larger percentage of California Democrats and independents support the requirement for contraception coverage (84% and 70%, respectively) than Republicans (43%).
- However, Californians were less enthusiastic about the White House's compromise that allows religious affiliated employers to opt out of paying for contraception and, instead requires insurers to provide contraception as 51% support it while 32% oppose it and 17% are undecided. Sixty-two percent of Democrats, 51% of Decline-to-State voters, and just 36% of Republicans supported the compromise.
- There is a significant gender gap on the issue of contraception coverage. Notably, three quarters of women (74%, 57% *strongly*) in California support requiring health insurance companies to cover contraception whereas 58% of men support the requirement.
- California Republican women are mixed with respect to which party better represents their views on the use of contraception. Thirty-nine percent each of Republican married and separated/divorced/widowed women feel that neither party best represents their views on the use of contraception, which is greater than the 34% and 28% respectively who feel that Republicans best represent their views. In addition, 32% of Republican single women feel that the Republican party best represents their views followed closely by Democrats and no party at 27%.

## TAX INITIATIVES

- Both the online and phone polls found a solid majority of voters support for the governor's new tax initiative when presented as a "concept statement" (64% favor on the phone survey vs. 63% favor online).
- The online survey also tested the full "Title and Summary" as produced by California's Attorney General. The unique methodology of an online survey allows respondents to

read the title and summary, just as they would the official voter guide from the Secretary of State's office. The title and summary of the Governor's new "unified" measure still garnered a majority support, though lower than the "concept statement" as 59% support the measure after reading the full title and summary. The major change occurred in intense support, as 26% of voters *strongly* support the governor's measure based on the title and summary compared to 32% who *strongly* support the concept of it. Interestingly, opposition for both the concept and the full title and summary remained identical at 30%, while the number of undecided voters rose to 11% in the title and summary vote from 7% in the concept question.

## **PRIVACY**

- Eighty-two percent of Californians on the phone and 78% of Californians online were very or somewhat concerned about internet and smartphone companies collecting personal information.
- In both polls, on a scale from zero ("no trust to be responsible") to ten ("complete trust") Twitter was perceived the least responsible with personal information (phone mean = 2.4, online mean = 2.2), while Apple was judged to be most responsible (phone mean = 4.6, online mean = 4.1).

## **ENTERTAINMENT AND TECHNOLOGY INDUSTRIES**

- Californians from both modes overwhelmingly view the technology industry as more important to California's economy than the entertainment industry but the difference is greater for the phone compared to online (phone – 65% technology vs. 17% entertainment; online – 39% technology [Rep – 47%, Dem – 36%] vs. 12% entertainment [Rep – 11%, Dem – 13%]).
- In addition, both modes greatly view websites that illegally pirate movies and music without permission as stealing and not censorship (phone – 56% stealing vs. 32% censorship; online – 44% stealing vs. 16% censorship).

## **TECHNOLOGY OWNERSHIP/USE**

- A huge majority of all Californians have a computer in the home (96% online, 87% phone), roughly one-half of Californians own a smartphone (57% online, 46% phone), and smaller percentages of Californians have an iPad (32% online) and an e-reader (28% online).
- In general, Californians who responded online are slightly more technologically-savvy than Californians who responded on the phone. In the online poll, a slightly higher percentage of Republicans own an iPad/tablet (35%) and e-reader (32%) than

Democrats (30% and 27%, respectively). In contrast, in the online poll a slightly higher percentage of Democrats own a smartphone (50% Rep, 61% Dem)

- Facebook is far and away the most used social network in California. Forty-four percent of Californians on the phone and 57% of Californians online use Facebook weekly or more. The remaining social networks (i.e, Twitter, LinkedIn, and Google Plus) are used less than 20% for both modes.

## **READING**

- Eighty-four percent of Californians on the phone and 74% of Californians online read “a lot” or “some.” A slightly higher percentage of Whites read a lot compared to Hispanics.
- Nearly 30% of Californians online and 31% of Californians on the phone read at least 3 books in the last month.
- Californians on the phone report reading more frequently than Californians online (22% of phone respondents read more than 10 hours a week compared to 12% of the online respondents.)

## **RECENT NEGATIVE ECONOMIC EXPERIENCES**

- Recent negative economic experiences have happened in similar proportions for samples from both modes.
- The largest percentage in both modes shows Californians have personally or had a family member had to postpone making a major purchase (40% phone, 46% online), followed by reduced wages or hours at work (36% phone, 38% online), rejoined the job market and began to look for work again (34% phone, online 30%), lost a job (31% phone, 30% online), and finally fallen behind on mortgage payments or had their home foreclosed on (17% phone, 18% online).
- In the online poll, Democrats were more likely to have: lost a job (32%) than Republicans (27%), had reduced wages or hours at work (40%) than Republicans (35%), and fallen behind on mortgage payments (20%) than Republicans (16%).

## **APPROVAL, FAVORABILITY, REPUBLICAN PRIMARY, AND HEAD-TO-HEAD MATCH-UPS**

- The table below shows that approval/disapproval for Obama and Brown are very similar between the phone and online polls.
- In fact, the approval percentages for Obama (57%) and Brown (49%) are identical for both modes of polling while the disapproval differences are within three points (2 points for Obama, 3 points for Brown).
- In the online poll, approval is 18% for California Republicans and 84% for California Democrats. In the phone poll, approval is 20% for Republicans and 83% for Democrats.

- The favorable percentages between modes are also quite similar in being within the margin of error (MOE) (+/- 2.26% for entire online survey) for Brown (51% phone, 49% online) and Romney (37% phone, 35% online) and just outside the MOE for Santorum (28% phone, 25% online).
- In terms of party registration differences, in the online poll California Democrats support the president at 85%, while for California Republicans support is only 18%. In contrast, Mitt Romney has the support of 70% of Republicans, but only 15% of Democrats. Santorum's support among Republicans at 52% is clearly less than Romney's support among Republicans.
- In general, the phone poll has higher percentages of favorability and lower percentages of unfavorability. This may be because the online poll has a slightly more educated and tech-savvy population, who may be more cynical about politicians in general.
- In addition, the differences between modes are greater for Brown, Gingrich, Santorum, and Paul. There is no readily available explanation for this finding.
- With respect to the Republican primary, the two modes are also similar and generally within or just outside the MOE. The phone poll shows higher percentages of approval for Santorum, while the online poll shows higher percentages of approval for Romney. This may be due to having a slightly higher percentage of moderate voters in the online poll.
- Generally speaking, the head-to-head match-ups show the most similarity in percentages between modes. Each time Obama is paired against a Republican challenger, the difference in his approval numbers between modes is within the MOE. Also, the approval for the Republican challengers between modes is within 4 points in all cases.
- In the online poll, the head-to-head match-up between Obama and Romney shows that Republicans support Romney at 78%, but Obama at only 16%. Conversely, Democrats support Obama at 88%, but Romney at only 8%.
- In the phone poll, the head-to-head match-up between Obama and Romney shows that California Republicans support Romney at 76%, but Obama at only 17%. Conversely, California Democrats support Obama at 84%, but Romney are at only 11%.
- The two modes have similar levels of presidential approval. Seventy-one percent of issues are within the MOE as shown in the table below for jobs (online, R – 27%, D – 76%), taxes (online, R – 18%, D – 71%), health care (online, R – 15%, D – 75%), immigration (online, R – 14%, D – 60%), and women's health (online, R – 23%, D – 76%).

	Greenberg, Quinlan, Rosner/American Viewpoint (phone poll)		M4 Strategies/Tulchin Research (online poll)		Diff in approval/ disapproval or fav/unfav b/w GQR and M4
	Approv/ Disapproval or Fav/Unfav	App – Dis or Fav/Unfav	Approv/ Disapproval or Fav/Unfav	App – Dis or Fav/Unfav	
<b>Approval/Disapproval</b>					
Obama	57/38	19	57/40	17	2
Brown	49/35	14	49/38	11	3
<b>Favorable/Unfavorable</b>					
Obama	62/36	26	57/39	18	8
Brown	51/35	26	49/39	10	16
Romney	37/47	-10	35/52	-17	-7
Gingrich	25/59	-34	19/67	-48	-14
Santorum	28/47	-19	25/57	-32	-13
Paul	30/41	-11	25/51	-26	-15
<b>Republican primary</b>					
Total Romney	42		47		-5
Total Gingrich	12		13		-1
Total Paul	10		11		-1
Total Santorum	23		20		3
<b>Head-to-head match-ups</b>					
Obama/Romney					
Total Obama	57		58		-1
Total Romney	36		33		3
Obama/Gingrich					
Total Obama	62		61		1
Total Gingrich	30		26		4
Obama/Santorum					
Total Obama	61		60		1
Total Santorum	32		29		3
Obama/Paul					
Total Obama	57		59		-2
Total Paul	30		26		4
<b>Approval/disapproval of president on the issues</b>					
Jobs	53/43	10	54/43	11	-1
The economy	51/47	4	47/50	-3	-7
The federal deficit	41/53	-12	36/57	-21	-9
Taxes	50/45	5	48/45	3	2

Health care	52/44	8	50/46	4	4
Immigration	41/46	-5	40/49	-9	-4
Women's health	54/28	26	53/33	20	6