

Reasons Prop 1A Lost

Summary Findings of California Voter Survey

Conducted May 16th – May 20th, 2009

1008 California voters – 603 that voted in the May 19th special election and 405 who did not

Margin of Error: 3.1%

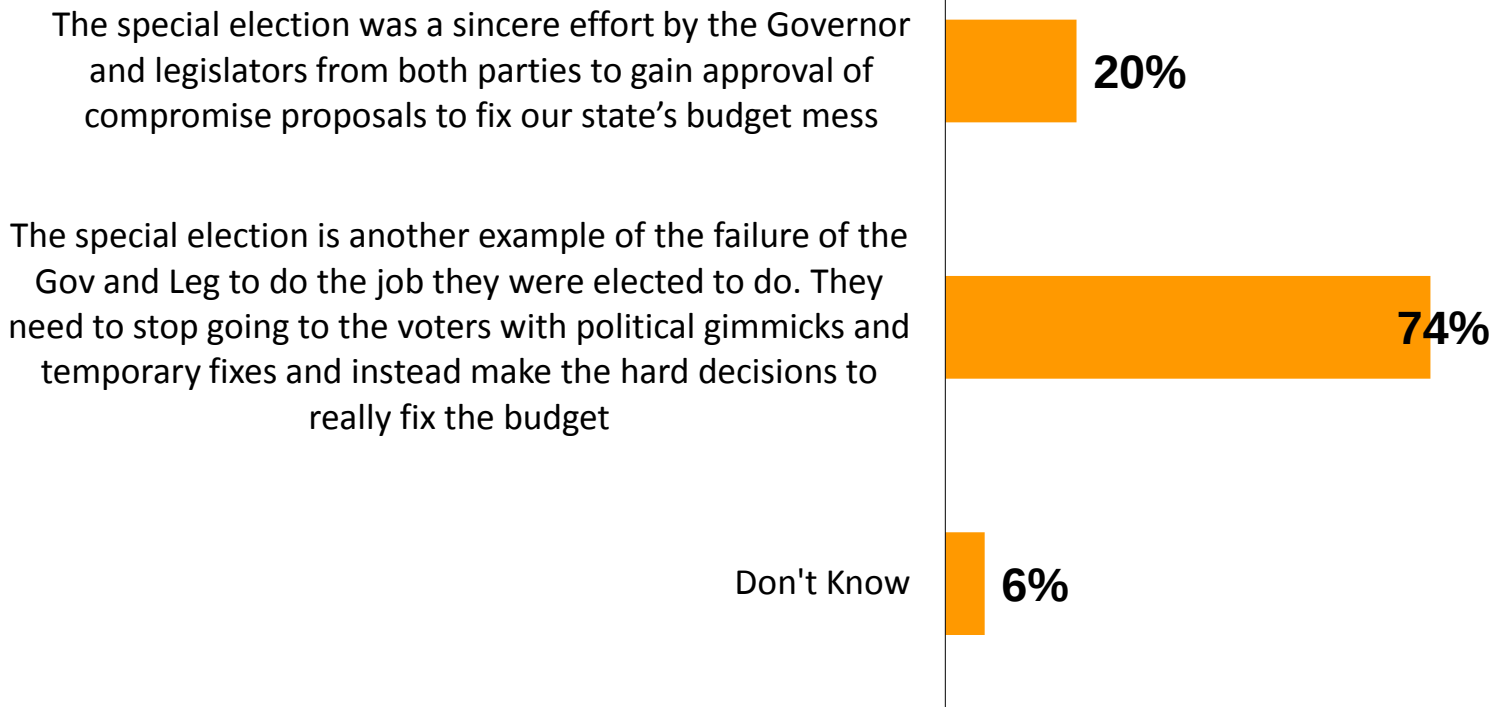


David Binder Research

Voters simply do not trust the leadership in Sacramento, and recognize that the failed special election was just another example of the inability to bring real solutions to voters.

Four out of five voters agreed that the special election was just another example of the failure of the Governor and Legislature, who should make the hard decisions necessary to really fix the budget.

Which of the following statements best describes your opinion about the special election?

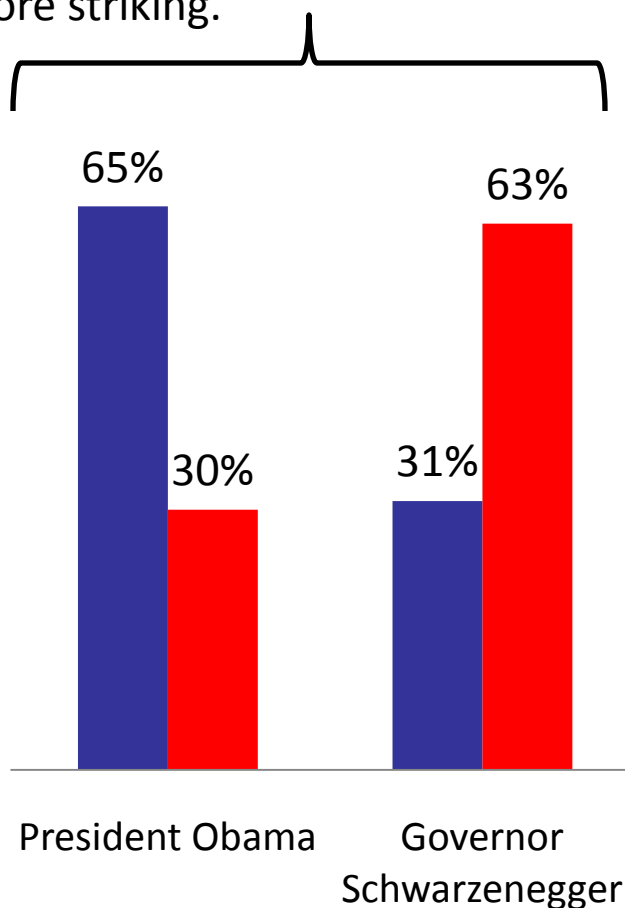


Prop 1A failed because voters want real solutions and an end to political gimmicks, not because the measure extended tax increases

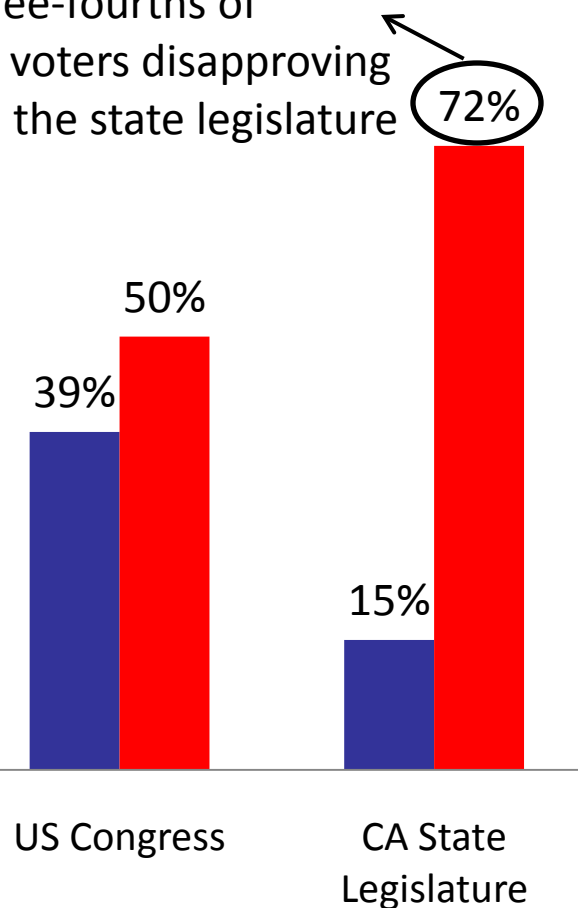
- Voters are frustrated and dismayed at the leadership void in California, and clearly want legislators to do their job.
- In contrast to the low ratings that voters give to their leaders in Sacramento, they give much higher ratings to their leaders in Washington DC.
- Contrary to what the Governor is saying after the defeat of his proposals, the defeat of Prop 1A was not a message from voters to “go all out” in cutting government spending.

Facing similar tough problems and a myriad of issues, voters approve of the approach by the Obama administration and the US Congress, but express strong disapproval of the Governor and California Legislature

The failure of leadership begins at the top, and the difference between President Obama and Gov. Schwarzenegger could not be more striking.

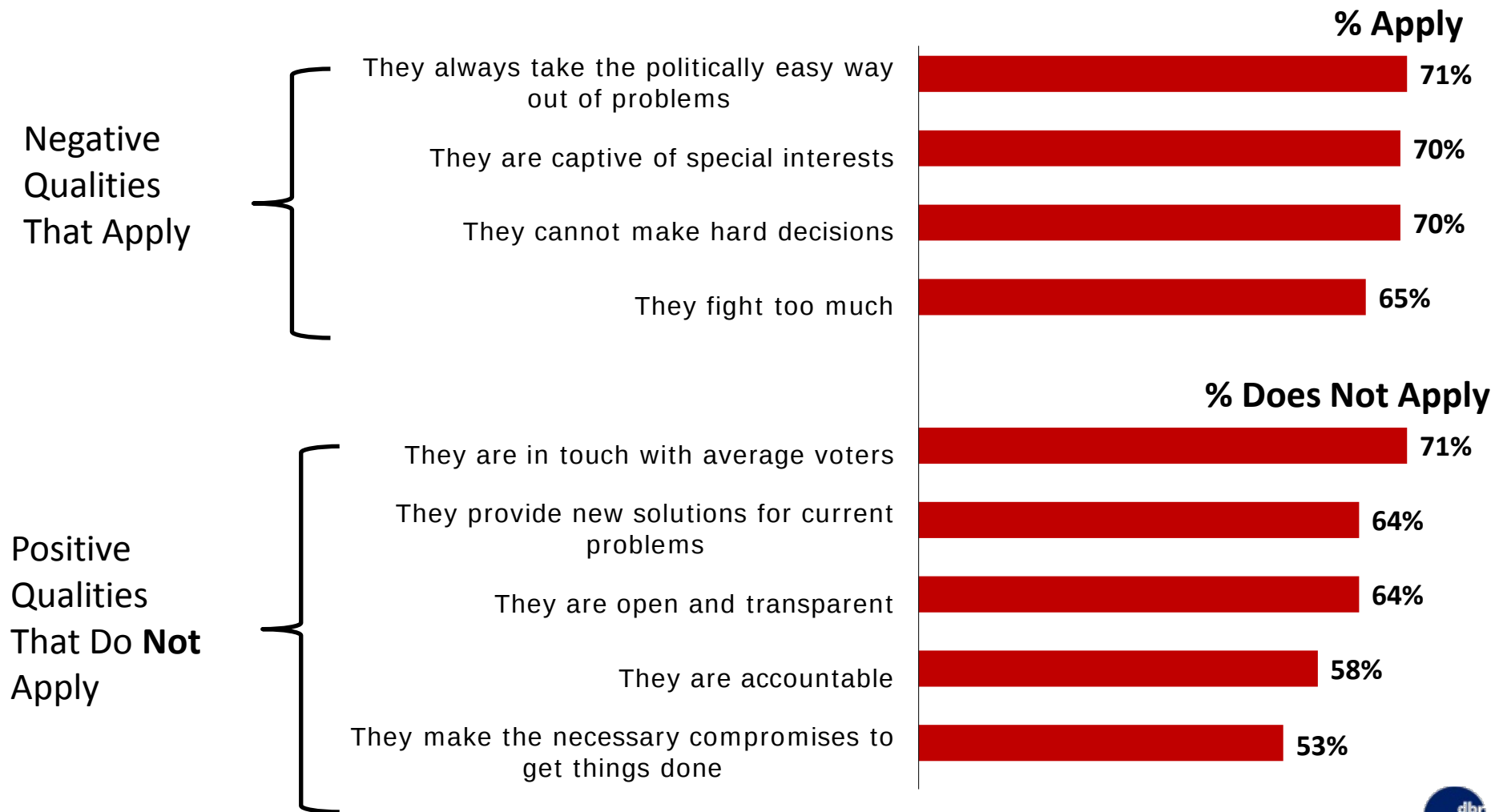


The failure to effectively and sincerely address the problems facing California has resulted in nearly three-fourths of California voters disapproving of the job the state legislature is doing.



Further evidence of this intense voter frustration is demonstrated by the negative qualities voters think apply to the California State Legislature and the positive qualities that do not.

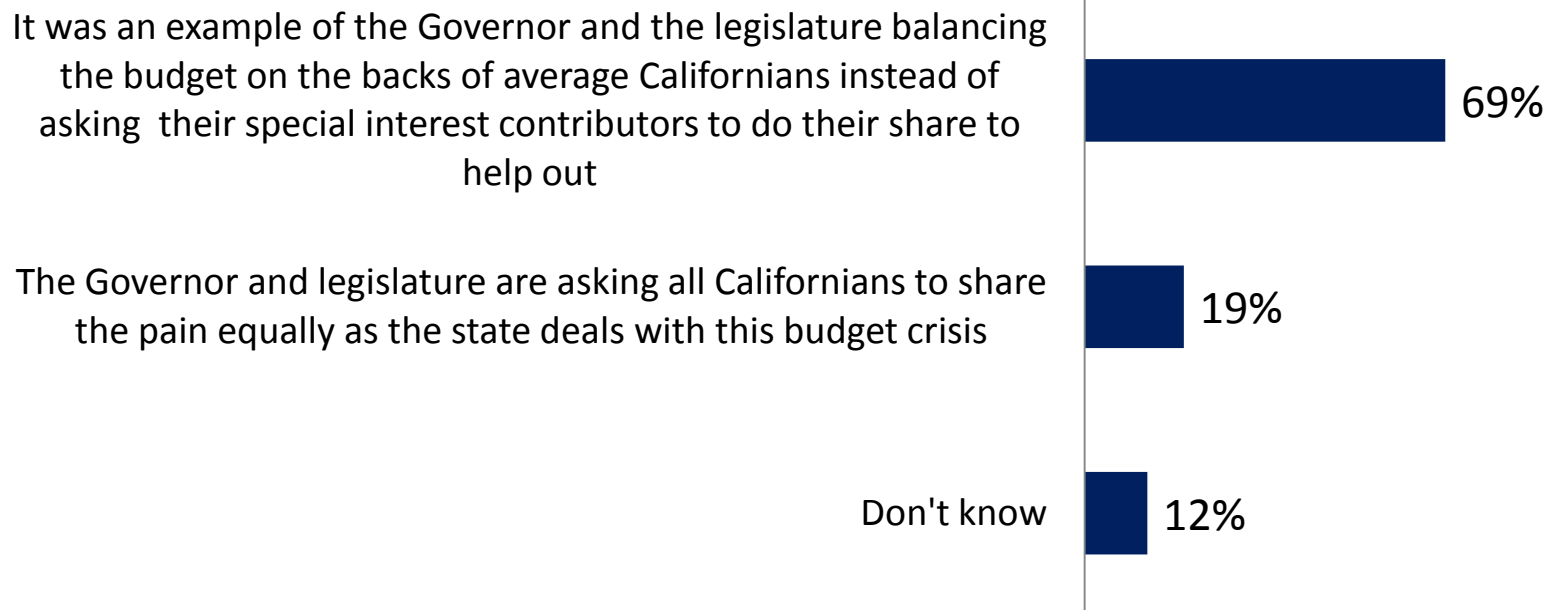
Which qualities do you think apply to the California State Legislature?



Voters want the Governor and legislature to stand up for solutions based on shared responsibility, instead of targeting average Californians.

Voters feel strongly that special interests should be asked to do their part to solve the state's budget problems, and back it up by supporting a variety of proposals that would do just that.

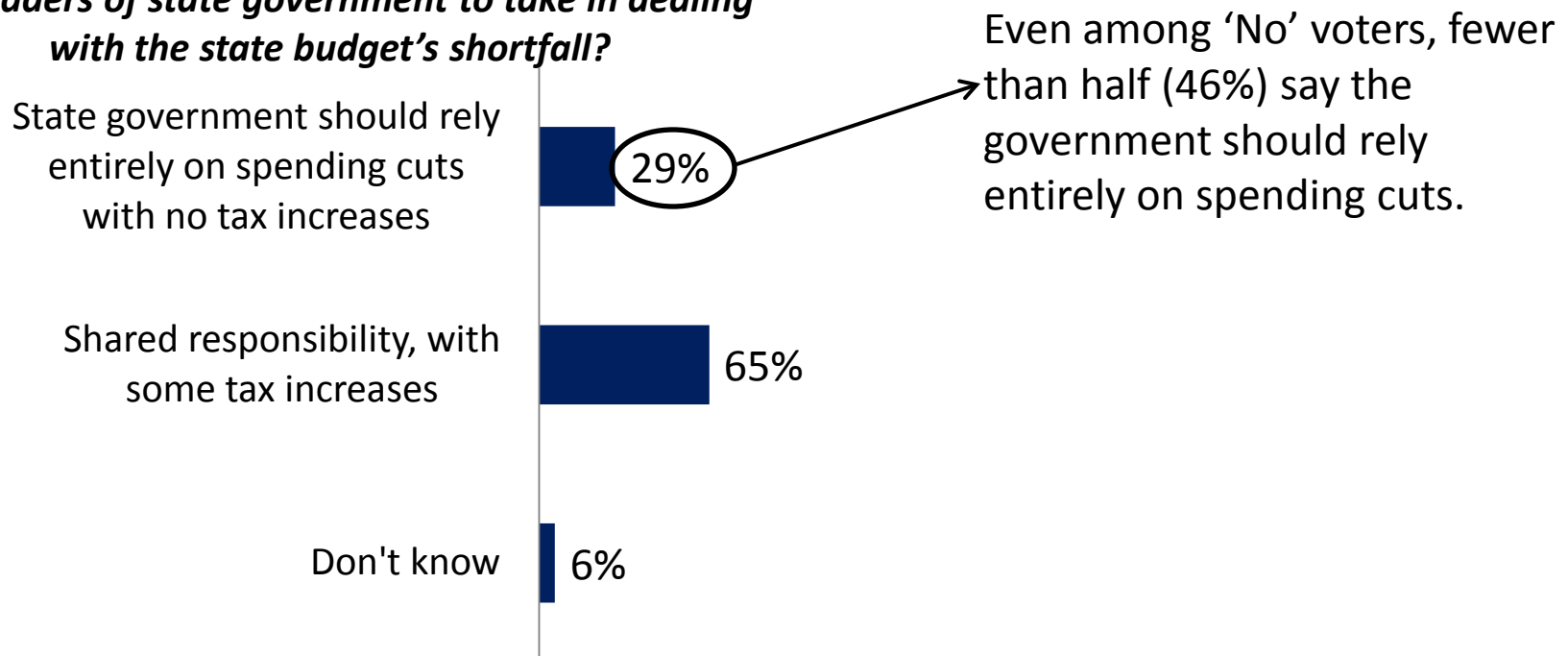
Which of the following best describes your opinion about the special election?



Voters are not against all tax increases and instead are looking for a balanced approach that shares the burden and moves the state forward.

The lesson coming away from this election is that Californians want real solutions that protect the services the state provides, and that Californians are willing to explore revenue options to pay for the services they want.

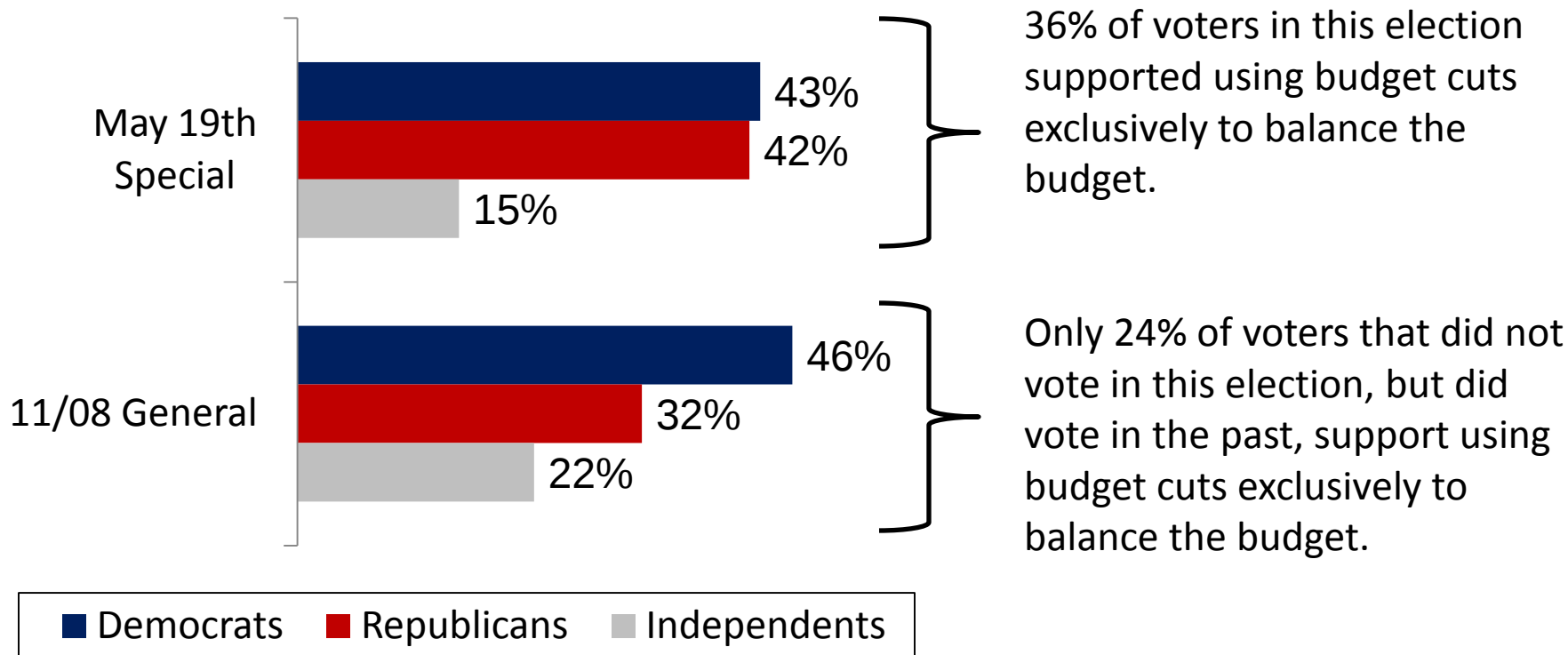
Which one of the following approaches would you like the leaders of state government to take in dealing with the state budget's shortfall?



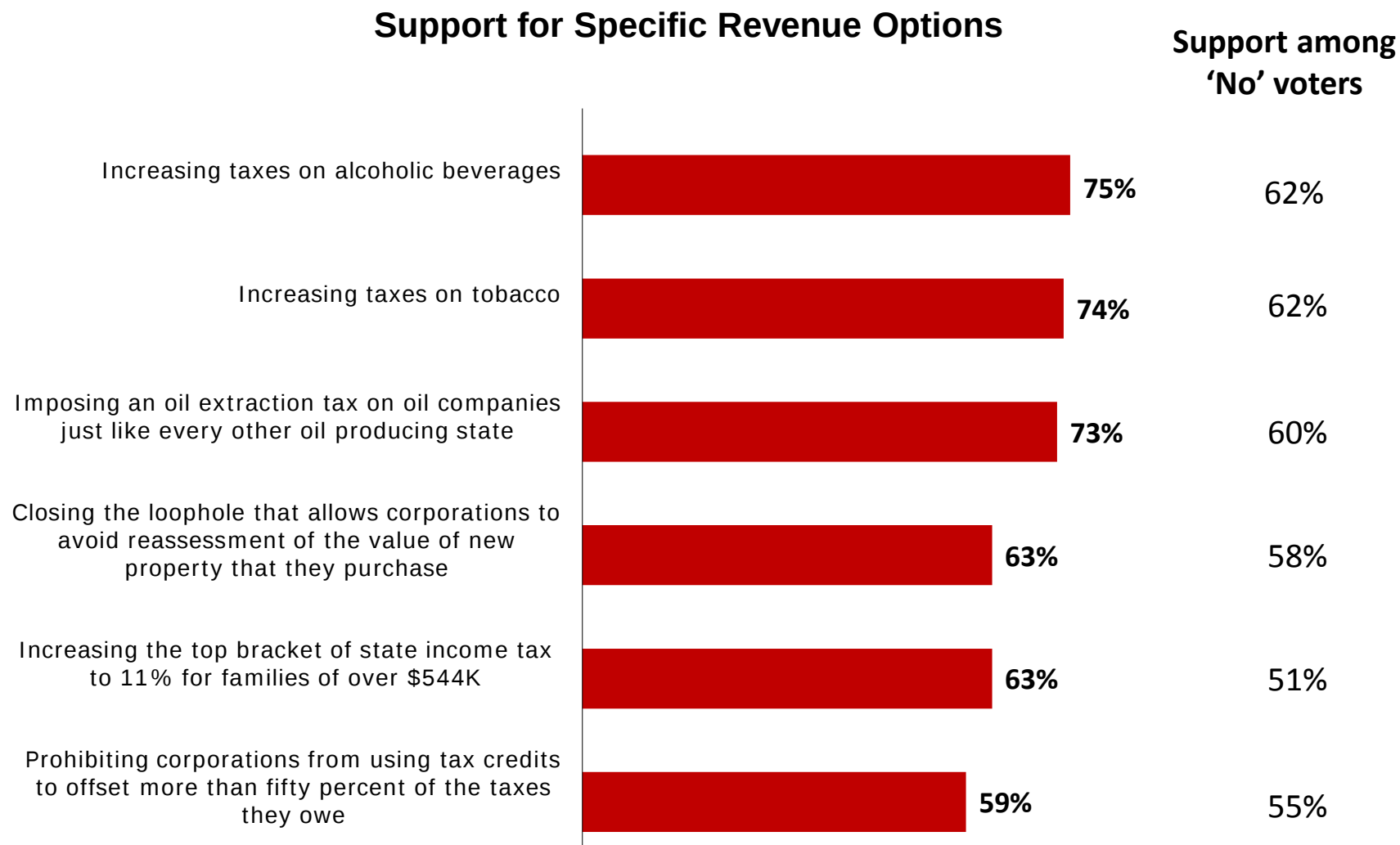
In November 2010, the electorate will be more supportive of the revenue options tested in the survey, and more strongly opposed to only using cuts to balance the state budget.

Voters in this election were more likely to be Republicans and less likely to be Independents, whereas the Democratic voters came out in proportions consistent with past turnout.

The share of Republican voters will fall back into proportion in upcoming elections.



Voters show support for a number of new tax options, showing both that this election was not a rejection of any new taxes, and the disconnect between actual voter attitudes and the Governor's interpretation of the voters.



Further confirmation comes when we ask voters about specific spending cuts, which all voters and Prop 1a opponents agree are misguided.

Opposition Against Specific Spending Cuts

