

# THE FIELD POLL

THE INDEPENDENT AND NON-PARTISAN SURVEY  
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**THE CALIFORNIA POLL BY MERVIN FIELD**

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Release #**1905**

**MANY VOTERS NOT FAMILIAR WITH  
CANDIDATES RUNNING FOR “DOWN  
BALLOT” STATEWIDE OFFICES.  
INCUMBENTS HOLD EARLY LEADS IN  
RE-ELECTION RACES. OPEN SEAT  
CONTESTS SHOW CLOSE RACES.**

Release Date: **Wednesday, October 14, 1998**

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by Mark DiCamillo and Mervin Field

California voters are generally not giving much attention to the contests for the seven statewide constitutional office elections other than Governor and U.S. Senate that will be decided on November 3.

Traditionally these so-called “down ballot” races do not generate anywhere near the kind of attention and voter interest as the “top-of-the-ticket” contests. The results of the current *Field Poll* completed earlier this month show that virtually all of the candidates for these offices have not registered an impression with most voters.

In three of the seven contests, the candidates are running for an open seat, where no incumbent is running for re-election. These open seat contests include those for Lieutenant Governor, Attorney-General and State Treasurer. In each of these contests the current poll finds that voters are almost evenly dividing their preferences between the major party candidates.

In the four other constitutional office races — State Controller, Secretary of State, State Insurance Commissioner and State Schools Superintendent — an incumbent is running for re-election, and in each case the incumbent is taking an early lead over his or her challenger.

**Lt. Governor's race**

Democratic Assemblyman Cruz Bustamante is paired against Republican State Senator Tim Leslie in this year's Lt. Governor election contest. The current survey finds that relatively few voters statewide currently know something about either of the candidates, although regard for them is generally favorable among those who hold an opinion.

**Table 1**  
**Recognition and images of 1998 Lt. Governor candidates**  
**(among likely voters)**

	<u>Recognition</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Cruz Bustamante (D) (lawmaker)				
<u>All voters</u>	33%	21	12	67
Democrats	38%	32	6	62
Republicans	32%	11	21	68
Others	23%	15	8	77
Tim Leslie (R) (Senator, businessman)				
<u>All voters</u>	15%	10	5	85
Democrats	14%	8	6	86
Republicans	21%	17	4	79
Others	8%	2	6	92

When likely voters are asked who they would prefer if the election were held today, a third (33%) choose Bustamante, a third (33%) choose Leslie, while a third (34%) are undecided.

**Table 2**  
**Trend of voter preferences in the Lt. Governor race**  
**(among likely voters)**

	<u>Early October</u>	<u>August</u>
Bustamante (D)	33%	35%
Leslie (R)	33	29
Other/undecided	34	36

**Attorney General**

Democratic State Senator Bill Lockyer is running against Republican Chief Deputy Attorney General Dave Stirling in the open-seat election for Attorney General. Fewer than one in three likely voters at this point have an opinion of either of the candidates, although among those with an opinion, most have a favorable impression of the candidates.

**Table 3**  
**Recognition and images of 1998 Attorney General candidates**  
**(among likely voters)**

	<u>Recognition</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Bill Lockyer (D) (lawmaker, attorney)				
<u>All voters</u>	28%	20	8	72
Democrats	31%	25	6	69
Republicans	26%	17	9	74
Others	21%	9	12	79
David Stirling (R) (Chief Deputy Attorney General)				
<u>All voters</u>	23%	18	5	77
Democrats	19%	14	5	81
Republicans	30%	27	3	70
Others	15%	6	9	85

When asked which candidate they would choose if the election were being held now, Lockyer (29%) and Stirling (28%) each receive similar levels of support, while over four in ten voters (43%) are undecided.

**Table 4**  
**Trend of voter preferences in the Attorney General race**  
**(among likely voters)**

	<u>Early October</u>	<u>August</u>
Lockyer (D)	29%	35%
Stirling (R)	28	26
Other/undecided	43	39

**State Treasurer**

Republican Assemblyman Curt Pringle is opposing Democratic businessman Phil Angelides in the State Treasurer's open seat. Fewer than one in four likely voters has an opinion of either candidate at this stage, although impressions are generally favorable among those with an opinion.

**Table 5**  
**Recognition and images of 1998 State Treasurer candidates**  
**(among likely voters)**

	<u>Recognition</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Curt Pringle (R) (State legislator, businessman)				
<u>All voters</u>	<u>23%</u>	<u>16</u>	<u>7</u>	<u>77</u>
Democrats	20%	10	10	80
Republicans	31%	26	5	69
Others	9%	9	*	81
Phil Angelides (D) (businessman, financial manager)				
<u>All voters</u>	<u>16%</u>	<u>13</u>	<u>3</u>	<u>84</u>
Democrats	19%	17	2	81
Republicans	16%	13	3	84
Others	8%	2	6	92

\* less than 1/2 of 1%

When asked who they currently support, Pringle holds a small lead over Angelides (32% to 26%). Greater than four in ten voters (42%) are undecided.

**Table 6**  
**Trend of voter preferences in the State Treasurer race**  
**(among likely voters)**

	<u>Early October</u>	<u>August</u>
Pringle (R)	32%	31%
Angelides (D)	26	28
Other/undecided	42	41

**State Insurance Commissioner**

Incumbent Republican State Insurance Commissioner Chuck Quackenbush is being opposed by Democratic state legislator Diane Martinez. Quackenbush is currently known by about two in three likely voters (62%) and his image is more favorable than unfavorable by a three to two margin. Martinez, on the other hand, is less well-known (27% have an opinion of her), although her image is generally positive among those who know her.

**Table 7**  
**Recognition and images of 1998 State Insurance Commissioner candidates**  
**(among likely voters)**

	<u>Recognition</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Chuck Quackenbush (R) (State Insurance Commissioner)				
<u>All voters</u>	<u>62%</u>	<u>38</u>	<u>24</u>	<u>38</u>
Democrats	65%	33	32	35
Republicans	64%	51	13	36
Others	50%	22	28	50
Diane Martinez (D) (state legislator)				
<u>All voters</u>	<u>27%</u>	<u>19</u>	<u>8</u>	<u>73</u>
Democrats	33%	30	3	67
Republicans	25%	10	15	75
Others	14%	10	4	86

When the two are paired in a simulated general election match-up, Quackenbush is preferred over Martinez 43% to 31%, although 26% are undecided.

**Table 8**  
**Trend of voter preferences in the**  
**State Insurance Commissioner race**  
**(among likely voters)**

	<u>Early October</u>	<u>August</u>
Quackenbush (R)	43%	41%
Martinez (D)	31	35
Other/undecided	26	24

**State Superintendent of Public Instruction**

State Schools Superintendent Delaine Eastin is being challenged by parent/teacher Gloria Matta Tuchman. Even though Eastin is the incumbent in the race, just one in three likely voters (34%) currently have an opinion of her. Tuchman is even less known to voters (12%). Among those who know something about each candidate, both are viewed favorably.

**Table 9**  
**Recognition and images of 1998**  
**Superintendent of Public Instruction candidates**  
**(among likely voters)**

	<u>Recognition</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Delaine Eastin (Superintendent of Public Instruction)				
<u>All voters</u>	<u>34%</u>	<u>22</u>	<u>12</u>	<u>66</u>
Democrats	38%	31	7	62
Republicans	32%	15	17	68
Others	31%	14	17	69
Gloria Matta Tuchman (parent, schoolteacher)				
<u>All voters</u>	<u>12%</u>	<u>9</u>	<u>3</u>	<u>88</u>
Democrats	12%	9	3	88
Republicans	12%	8	4	88
Others	12%	12	*	88

\* less than 1/2 of 1%

In the preference measure, Eastin bests Tuchman by a 28% to 18% margin, although a majority of voters (54%) is undecided.

**Table 10**  
**Trend of voter preferences in the**  
**Superintendent of Public Instruction race**  
**(among likely voters)**

	<u>Early October</u>	<u>August</u>
Eastin	28%	37%
Tuchman	18	18
Other/undecided	54	45

**State Controller**

Democrat Kathleen Connell, the incumbent State Controller, will be facing Republican county supervisor Ruben Barrales in this year's election contest for State Controller. Connell is considerably better known than Barrales as this point and her image is highly positive.

**Table 11**  
**Recognition and images of 1998 State Controller candidates**  
**(among likely voters)**

	<u>Recognition</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Kathleen Connell (D) (State Controller)				
<u>All voters</u>	<u>39%</u>	<u>31</u>	<u>8</u>	<u>61</u>
Democrats	48%	42	6	52
Republicans	31%	20	11	69
Others	31%	26	5	69
Ruben Barrales (R) (businessman, county supervisor)				
<u>All voters</u>	<u>10%</u>	<u>7</u>	<u>3</u>	<u>90</u>
Democrats	10%	7	3	90
Republicans	12%	8	4	88
Others	7%	5	2	93

In a head-to-head match-up among likely voters statewide, Connell currently leads Barrales 40% to 28%, while 32% are undecided.

**Table 12**  
**Trend of voter preferences in the State Controller race**  
**(among likely voters)**

	<u>Early October</u>	<u>August</u>
Connell (D)	40%	46%
Barrales (R)	28	24
Other/undecided	32	30

**Secretary of State**

Republican Secretary of State Bill Jones is seeking re-election and is being challenged by Democrat Michela Alioto, the granddaughter of the late, well-known San Francisco Mayor Joseph Alioto. Both candidates are known to comparable small proportions of voters at this stage, although Jones' image profile is more positive than Alioto's.

**Table 13**  
**Recognition and images of 1998 Secretary of State candidates**  
**(among likely voters)**

	<u>Recognition</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Bill Jones (R) (Secretary of State)				
<u>All voters</u>	<u>24%</u>	<u>22</u>	<u>2</u>	<u>76</u>
Democrats	19%	17	2	81
Republicans	30%	28	2	70
Others	22%	19	3	78
Michela Alioto (D) (small business owner)				
<u>All voters</u>	<u>22%</u>	<u>14</u>	<u>8</u>	<u>78</u>
Democrats	29%	23	6	71
Republicans	19%	6	13	81
Others	12%	10	2	88

Jones currently leads Alioto in a simulated general election match-up, 38% to 30%, although 32% are undecided.

**Table 14**  
**Trend of voter preferences in the State Controller race**  
**(among likely voters)**

	<u>Early October</u>	<u>August</u>
Jones (R)	38%	36%
Alioto (D)	30	30
Other/undecided	32	34

## Information About the Survey

### Sample Details

The results in this report are based on a statewide survey conducted September 27 - October 5, 1998 among a representative sample of 998 registered voters, of whom 703 were deemed as likely voters in the November general election. The survey was completed by telephone in English and Spanish using random digit dialing methods.

In order to cover a broad range of issues and still minimize possible respondent fatigue, the overall likely voter sample was divided into two approximately equal sized random subsamples of 354 and 349 voters each. The questions asked in this report were based on interviews with either of the two likely voters subsamples.

According to statistical theory, 95% of the time results from the likely voter sample would have a sampling error of +/- 5.4 percentage points. There are many possible sources of error in any survey other than sampling variability. Different results could occur because of differences in question wording, sequencing or through undetected errors or omission in sampling, interviewing or data processing. Every effort was made to minimize such errors.

### Questions Asked

I am going to read some names of people who are in public affairs and politics. 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. (NAME AND TITLE OF PERSONS READ IN RANDOM ORDER) Is your opinion of \_\_\_\_\_ favorable or unfavorable? (SEE RELEASE FOR NAMES, TITLES READ)

In the election for State Attorney General, Republican Dave Stirling is running against Democrat Bill Lockyer. If the election were being held today, for whom would you vote for State Attorney General — Stirling, the Republican, or Lockyer, the Democrat, or a candidate from another party?

In the election for State Treasurer, Republican Curt Pringle is running against Democrat Phil Angelides. If the election were being held today, for whom would you vote for State Treasurer — Pringle, the Republican, or Angelides, the Democrat, or a candidate from another party?

In the election for State Insurance Commissioner, Republican Chuck Quackenbush is running against Democrat Diane Martinez. If the election were being held today, for whom would you vote for Insurance Commissioner — Quackenbush, the Republican, or Martinez, the Democrat, or a candidate from another party?

In the election for Superintendent of Public Instruction, parent/teacher Gloria Matta Tuchman is running against incumbent Superintendent of Public Instruction Delaine Eastin. If the election were being held today, for whom would you vote for Superintendent of Public Instruction — Tuchman or Eastin?

In the election for Lieutenant Governor, Republican Tim Leslie is running against Democrat Cruz Bustamante. If the election were being held today, for whom would you vote for Lieutenant Governor — Leslie, the Republican or Bustamante, the Democrat, or a candidate from another party?

In the election for California Secretary of State, Republican Bill Jones is running against Democrat Michela Alioto. If the election were being held today, for whom would you vote for California Secretary of State — Jones, the Republican, or Alioto, the Democrat, or a candidate from another party?

In the election for State Controller, Republican Ruben Barrales is running against Democrat Kathleen Connell. If the election were being held today, for whom would you vote for State Controller — Barrales, the Republican, or Connell, the Democrat, or a candidate from another party?