

THE FIELD POLL

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THE CALIFORNIA POLL BY MERVIN FIELD

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**FEINSTEIN IS WELL-KNOWN AND
HIGHLY REGARDED. NONE OF HER
POSSIBLE GOP OPPONENTS IN 2000
SENATE RACE IS WIDELY KNOWN.**

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By Mark DiCamillo and Mervin Field

Less than a year before the March 2000 election primary most of the Republicans rumored to be eyeing next year's U.S. Senate race are not very well known to voters statewide.

On the other hand, incumbent Senator Dianne Feinstein, who appears to be facing no primary election challenge from within the Democratic Party, is well-known and highly regarded, and holds a big lead over each possible GOP rival.

Next year's California primary election will be held three months earlier than its traditional June date. In addition, the Senatorial primary will follow the state's new open primary rules. This is where all candidates — Democrat, Republican and others — will be listed on one ballot and all voters, no matter how they are registered, will be able to choose any candidate from among this list. This allows for "cross-over votes" — a situation where a voter registered with one party can vote for a candidate of another party.

The leading Democratic vote-getter in the primary election will then face the leading Republican vote-getter in the November general election.

Image and name recognition of possible Senatorial candidates

Feinstein is known by nearly all voters statewide (94%). By contrast, just one Republican, State Insurance Commissioner Chuck Quackenbush, is known by a majority of voters (64%). Seven other Republican candidate possibilities have relatively low name identification ratings ranging from 16% to 35%.

Feinstein is also highly regarded among voters who know her, with 60% holding a favorable opinion and 34% having an unfavorable view.

In the table below each candidate's name and position is shown with their overall identification and image scores.

Table 1
Image and name recognition of possible 2000 Senatorial candidates
(among registered voters)

	<u>Name recognition</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't know</u>
Dianne Feinstein (D), U.S. Senator	94%	60%	34	6%
Chuck Quackenbush (R), State Insurance Commissioner	64%	35%	29	36%
Darrell Issa (R), businessman	35%	17%	18	65%
Bill Jones (R), California Secretary Of State	32%	23%	9	68%
Tom Campbell (R), Congressman	32%	17%	15	68%
James Rogan (R), Congressman	25%	11%	14	75%
Bill Horn (R), San Diego County Supervisor	19%	9%	10	81%
David Dreier (R), Congressman	18%	10%	8	82%
Ray Haynes (R), State Senator	16%	8%	8	84%

Rank order of preferences

When all of the potential candidates are listed together on one ballot and voters are asked for their first choice preference, Feinstein has a big lead over the pack of GOP possibilities. She receives 40% of the vote, more than double the proportion of the next ranking candidate, Republican Chuck Quackenbush (17%). Feinstein is currently the choice of 71% of fellow Democrats, but she also receives 18% of the preferences of GOP voters and 52% of the votes of non-partisans or those registered with another minor party.

Among GOP voters Quackenbush is the choice of 23%. Congressman James Rogan, who received a great amount of publicity as one of the House managers in the President Clinton impeachment trial, obtains 12% of GOP preferences, as does Darrell Issa, a businessman who ran for the Senate in 1998. Congressman Tom Campbell is next, receiving 11% of GOP voter support.

Table 2
First choice preferences for U.S. Senate in 2000 California Open Primary
(among registered voters)

	<u>All</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Others</u>
Dianne Feinstein	40%	71%	18%	52%
Chuck Quackenbush	17	10	23	8
Darrell Issa	8	3	12	6
Tom Campbell	8	4	11	9
James Rogan	7	1	12	1
Bill Jones	6	1	8	9
David Dreier	4	2	4	4
Bill Horn	3	*	4	3
Ray Haynes	1	1	*	2
No preference	6	7	8	6

General election simulations

When Feinstein is matched against each of the GOP possibilities in simulated general election contests, she holds large leads ranging from 23 to 30 percentage points.

Table 3
Simulated general election preferences for 2000 Senate
(among registered voters)

	<u>All</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Others</u>
Dianne Feinstein	58%	78%	28%	69%
Chuck Quackenbush	35	14	67	23
Undecided	7	8	5	8
Dianne Feinstein	58%	86%	24%	57%
Tom Campbell	33	7	68	27
Undecided	9	7	8	16
Dianne Feinstein	62%	86%	31%	66%
Darrell Issa	32	11	59	25
Undecided	6	3	10	9
Dianne Feinstein	60%	87%	25%	64%
James Rogan	32	6	66	25
Undecided	8	7	9	11
Dianne Feinstein	62%	87%	29%	68%
Bill Jones	32	11	63	21
Undecided	6	2	8	11

Impeachment effects

Feinstein voted against the impeachment of Clinton earlier this year, joining all of her fellow Democrats in the U.S. Senate. In this survey, an attempt was made to gain some indication as to whether Feinstein’s vote on impeachment would be a plus or minus in gaining support for her reelection.

About half (49%) of all registered voters in this survey say her opposition to impeachment would have no effect on their vote next year and another 3% have no opinion. Among those who say Feinstein’s impeachment vote will effect their vote next year, 26% say it makes them less likely to support her, while 22% are more likely to support her.

Table 4
Effect of Feinstein’s NO votes on impeachment charges brought against President Clinton on voter support for Feinstein in 2000 (among registered voters)

	<u>All voters</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Others</u>
No effect	49%	54%	38%	62%
Less likely to support	26	10	50	19
More likely to support	22	36	9	16
No opinion	3	*	3	3

* less than 1/2 of 1%

Feinstein’s job ratings

Throughout the past year Feinstein has been receiving relatively high job performance marks. The current measurement — 57% approve and 26% disapprove — is very similar to those she received during 1998.

Table 5
Trend of Dianne Feinstein’s job performance ratings as U.S. Senator (among registered voters)

	<u>Approve</u>	<u>Disapprove</u>	<u>No opinion</u>
Mar. '99	57%	26	17
Mar. '98	56%	27	17
Feb. '98	56%	26	18
Nov. '97	41%	38	21
Aug. '97	49%	34	17
May '97	49%	37	14
Feb. '97	49%	29	22
Oct. '94	39%	47	14

Boxer's job ratings

The view that registered voters have of the job being done by California's other Senator, Democrat Barbara Boxer, is also generally favorable. One half (50%) approve of the job that she is doing, while 35% disapprove. The fifteen percentage point plurality on the positive side is similar to results she received in early 1998, but is considerably better than those she obtained in late 1997.

Table 6
Trend of Barbara Boxer's
job performance ratings as U.S. Senator
(among registered voters)

	<u>Approve</u>	<u>Disapprove</u>	<u>No opinion</u>
Mar. '99	50%	35	15
Mar. '98	45%	29	26
Feb. '98	44%	30	26
Nov. '97	38%	40	22
Aug. '97	40%	36	24
May '97	43%	35	22
Feb. '97	42%	30	28

Information About the Survey

Sample Details

The results in this report are based on a survey conducted March 3-14, 1999 among a representative sample of 718 registered voters in California, including 311 Democrats, 286 Republicans and 121 others. 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 respondent fatigue the overall sample was divided into two approximately equal sized subsamples for the job performance, impeachment impact and general election preference questions. All other questions were asked of the total voter sample.

According to statistical theory, 95% of the time results from the overall registered voter sample would have a sampling error of ± 3.8 percentage points, while findings from each of the split samples would have an associated sampling error of ± 5.5 percentage points. Findings from subgroups of each population would have larger sampling error estimates.

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

Do you approve or disapprove of the way Dianne Feinstein is handling her job as U.S. Senator?

Do you approve or disapprove of the way Barbara Boxer is handling her job as U.S. Senator?

As you may know, California Senator Dianne Feinstein voted NO on the two charges of impeachment brought against President Clinton. Does this make you more likely or less likely to support her re-election next year or does her vote on impeachment have no effect on who you will support for U.S. Senate next year?

There will also be an election for U.S. Senate in California next year. I am going to read the names of people who have been mentioned as possible candidates for U.S. Senate in next year's election. As I read each name, please tell me whether your opinion of each one is favorable, unfavorable, or whether you don't know enough about that person to have an opinion. Is your opinion of _____ favorable or unfavorable? (NAMES AND TITLES READ IN RANDOM ORDER)

Next, I am going to read back the names of these people to you. This time, please tell me whether you would be inclined or not inclined to vote for that person in the California Primary election next year, or whether you don't know enough about that person to have an opinion. You may name as many or as few people as you want as being persons you would be inclined to vote for. If the election were being held today, would you be inclined or not inclined to vote for _____ for U.S. Senate? (NAMES AND PARTIES READ IN RANDOM ORDER) Let's see, you told me that you would be inclined to vote for _____. Of these persons, who would be your first choice for U.S. Senate if California's open primary election were being held today?

I am going to read some match-ups between possible Democratic and Republican candidates for U.S. Senate in next year's November general election. For each pairing, please tell me which candidate you would choose if the election for U.S. Senate were being held today. (PAIRINGS READ IN RANDOM ORDER) If these were the candidates for U.S. Senate in next year's general election, whom would you prefer?