

THE FIELD POLL

THE INDEPENDENT AND NON-PARTISAN SURVEY
OF PUBLIC OPINION ESTABLISHED IN 1947 AS
THE CALIFORNIA POLL BY MERVIN FIELD

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BLOOMBERG NOT VIEWED VERY FAVORABLY IN CALIFORNIA. JUST ONE IN FOUR WOULD CONSIDER VOTING FOR HIM IF HE RAN AS AN INDEPENDENT PRESIDENTIAL CANDIDATE.

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By Mark DiCamillo and Mervin Field

There have been numerous recent accounts in the national press that New York Mayor Michael Bloomberg is actively considering entering this year's presidential race as an independent candidate. Print and electronic media stories report that the wealthy Bloomberg has had aides investigating the feasibility of getting his name on each of the fifty states' general election ballots, as well as assessing his chances of winning if he were to become a candidate.

In a statewide survey completed earlier this month, *The Field Poll* measured how California voters view Bloomberg, the inclination to vote for him as President, and whether his entry into the race would be a good or bad thing for the country.

The results indicate that only about half (52%) of voters in this state have an opinion of Bloomberg, and that among those who do, many more view him unfavorably (38%) as favorably (14%).

In addition, just 25% say they would consider supporting Bloomberg if he were to run as an independent in this year's presidential elections. This compares to 62% who say they definitely would not support him.

Bloomberg image in California

About one-half (52%) of all California voters have an opinion of Bloomberg, but it is nearly three to one unfavorable (38% to 14%).

The negative image of Bloomberg is not partisan-based. Large majorities of Democrats, Republicans and non-partisans in this state hold similar unfavorable views of him.

Table 1
Overall image rating of New York Mayor Michael Bloomberg
(among CA registered voters)

	<u>Favorable</u>	<u>Unfavorable</u>	<u>No opinion</u>
Statewide	14%	38	48
<u>Party</u>			
Democrat	13%	39	48
Republican	14%	38	48
Non-partisan/other*	16%	38	46

* Small sample size.

Would Californians consider voting for Bloomberg?

About one in four (25%) California voters say they would consider voting for Bloomberg if he were to run as an independent presidential candidate. However, a much larger proportion (62%) maintain that they would definitely not vote for him.

There is not much difference in voting consideration between Democrats and Republicans. Among both groups, less than one in four say they would consider supporting a Bloomberg candidacy.

A somewhat larger proportion of non-partisans (38%) are inclined to consider voting for Bloomberg for president should he run.

Table 2
**Voter consideration of Bloomberg if he were to run
 for President in 2008 as an Independent**
(among CA registered voters)

	Would definitely or consider <u>supporting him</u>	Would definitely not <u>support him</u>	<u>Depends/ no opinion</u>
Statewide	25%	62	13
<u>Party</u>			
Democrat	23%	68	9
Republican	20%	66	14
Non-partisan/other*	38%	41	21

* Small sample size.

Would a Bloomberg presidential run be a good or a bad thing for the country?

Voters are about evenly divided on the question of whether a Bloomberg candidacy would be a good or bad thing for the country – 29% think it would be a good thing, 33% a bad thing, and 38% have no opinion.

By similar five to three margins, both Democrats and Republicans believe it would be a bad thing rather than a good thing for Bloomberg to launch an independent candidacy for president this year. However, by an almost three to one margin (47% to 17%), non-partisans feel it would be a good thing.

Table 3
**Would a Bloomberg Independent candidacy in the 2008 presidential
 election be a good thing or a bad thing for the country?**
(among CA registered voters)

	<u>Good thing</u>	<u>Bad thing</u>	<u>Don't know</u>
Statewide	29%	33	38
<u>Party</u>			
Democrat	25%	38	37
Republican	25%	36	39
Non-partisan/other*	47%	17	36

* Small sample size.

Bloomberg gained his wealth as the founder of a financial news and data company. Although a lifelong Democrat, he ran on the Republican ballot and was elected New York mayor in 2001 and was re-elected to a second term in 2005. In a well-publicized move last June, he left the Republican party and registered as an independent, a step fueling speculation that he has his eyes on the White House.

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Information About The Survey

Sample Details

The findings in this report are based on a random sample survey of 496 registered voters in California. Interviewing was conducted by telephone in English and Spanish January 14-20, 2008. Up to six attempts were made to reach and interview each randomly selected voter on different days and times of day during the interviewing period.

The sample was developed from telephone listings of individual voters selected at random from a statewide list of registered voters in California. Once a voter's name and telephone number has been selected, interviews are attempted only with the specified voter. Interviews can be conducted on either the voter's landline or cell phone, depending on the source of the telephone listing from the voter file. After the completion of interviewing, the results are weighted slightly to *Field Poll* estimates of the demographic and regional characteristics of the state's registered voter population.

Sampling error estimates applicable to any probability-based survey depends on the sample size. The maximum sampling error for results based on the overall sample of 496 registered voters is +/- 4.5 percentage points. The maximum sampling error is based on percentages in the middle of the sampling distribution (percentages around 50%). Percentages at either end of the distribution (percentages around 10% or around 90%) have a smaller margin of error. The maximum sampling error will be larger for analyses based on subgroups of the overall sample. While there are other potential sources of error in surveys besides sampling error, the overall design and execution of the survey minimized the potential for these other sources of error.

Questions Asked

Do you have a favorable or unfavorable opinion of New York Mayor Michael Bloomberg?

There have been some news reports that New York Mayor Michael Bloomberg may enter the 2008 presidential contest as an Independent. If Bloomberg were to run for president as an Independent, would you definitely vote for him in the general election, would you consider voting for him, or would you definitely not vote for him?

If Michael Bloomberg were to run for President as an independent candidate, do you think his running would be a good thing or a bad thing for the country?