



LOS ANGELES TIMES POLL

Study #374
March 26, 1996

EXIT POLL: The California Primary Election

The Times Poll interviewed 3,469 voters who cast ballots in the California primary election on March 26. The margin of sampling error for the entire sample is plus or minus 3 percentage points. For subgroups the error margin may vary.

GUIDE TO COLUMN HEADINGS

ALL	All voters in the primary election
DEMS	Voters in the Democratic Party primary
REPS	Voters in the Republican Party primary
BUCH	Pat Buchanan's voters
DOLE	Bob Dole's voters
OTHERS	Other Republican candidates' voters

NOTES

All answer frequencies are given in percentages. Totals may exceed 100% in questions where more than one response was accepted. Totals may be less than 100% where not all candidates or answer categories are shown.

“ – ” indicates less than 0.5%

Questions not displayed are used for classification purposes.

E. If you voted in the Republican primary, for whom did you just vote for president?

	<u>REPS</u>
Bob Dole	66
Pat Buchanan	18
Another candidate	16

G. Do you support your candidate for president mostly:

	<u>REPS</u>	<u>DOLE</u>	<u>BUCH</u>	<u>OTHERS</u>
Because you like him and his policies	56	59	56	44
Because he is the best of a bad lot	34	38	22	30
To send a protest message	10	3	22	26

H. If your candidate wins the nomination, are you certain you're going to vote for that candidate in November, or is it possible that you might end up voting for somebody else?

	<u>REPS</u>	<u>DOLE</u>	<u>BUCH</u>	<u>OTHERS</u>
Certain	67	74	60	47
Might vote for somebody else	33	26	40	53

I. What did you most like about your candidate today? (ACCEPTED UP TO TWO RESPONSES)

	<u>REPS</u>	<u>DOLE</u>	<u>BUCH</u>	<u>OTHERS</u>
He has experience	37	53	8	9
He stands up for his convictions	23	13	49	33
He has strong qualities of leadership	18	24	7	8
I trust him more than the others	18	20	10	16
He is a true conservative	12	8	26	14
He can bring needed change	12	11	16	17
He cares about people like me	10	9	14	4
He can win in November	7	10	2	1
He has new ideas	6	2	7	21
He is not a career politician	5	1	8	18
He is not beholden to special interests	2	–	4	7
None of the above	11	9	12	14

J. How long ago did you finally decide how you would vote for president today?

	<u>REPS</u>	<u>DOLE</u>	<u>BUCH</u>	<u>OTHERS</u>
Today	7	4	11	12
Yesterday	2	2	4	3
Over the weekend	3	2	3	5
During last week	7	7	8	10
Earlier in March	20	22	15	15
Earlier in February	18	17	18	19
Earlier in January	15	14	20	16
Before then	28	32	21	20

ADDITIONAL BREAK OF QUESTION J:

	<u>REPS</u>	<u>DOLE</u>	<u>BUCH</u>	<u>OTHERS</u>
Today or yesterday (Net)	9	6	15	15
Over the weekend or during last week (Net)	10	9	11	15
Before last week (Net)	81	85	74	70

ADDITIONAL BREAK OF QUESTION J:

	<u>REPS</u>	<u>DOLE</u>	<u>BUCH</u>	<u>OTHERS</u>
Over the weekend or since then (Net)	12	8	18	20
During last week	7	7	8	10
Earlier in March	20	22	15	15
Before March (Net)	61	63	59	55

K. Which issues—if any—were most important to you in deciding how you would vote today? (ACCEPTED UP TO TWO RESPONSES)

	<u>ALL</u>	<u>REPS</u>	<u>DOLE</u>	<u>BUCH</u>	<u>OTHERS</u>
Jobs/The economy	39	34	33	39	37
Education	30	21	20	16	18
Balancing the budget/The deficit	28	40	48	29	33
Taxes	20	28	29	25	37
Health care	14	8	8	5	5
Crime/Drugs	12	12	12	11	9
Immigration	8	10	9	26	6
Environment	7	3	2	1	3
Abortion	7	7	3	15	14
Affirmative action	6	5	5	10	3
Foreign affairs	3	4	5	2	2
None of the above	5	6	5	4	6

L. Which of these things—if any—had a major influence on your vote today? (ACCEPTED MULTIPLE RESPONSES)

	<u>REPS</u>	<u>DOLE</u>	<u>BUCH</u>	<u>OTHERS</u>
My candidate shares the same values as I do	31	29	32	43
Dole's voting record as a U.S. Senator	30	41	12	7
Buchanan is too extreme	23	28	2	30
My candidate will be the strongest in November	18	27	2	1
Buchanan's position on foreign trade and keeping jobs in America	15	6	59	6
My candidate reaches out to all Americans	15	16	11	14
Buchanan's remarks about immigration	14	6	45	9
My candidate is more loyal to the party	11	16	5	3
Dole's age	10	6	16	20
Dole too willing to compromise	9	4	20	19
My candidate's position on the flat tax	7	3	4	27
None of the above	14	13	9	15

M. How did you just vote on Prop 198 (Elections/Open Primary)?

	<u>ALL</u>	<u>DEMS</u>	<u>REPS</u>
Voted for	60	60	58
Voted against	40	40	42

N. How did you just vote on Prop 200 (No Fault Vehicle Insurance)?

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Voted for	37	26	41
Voted against	63	74	59

O. How did you just vote on Prop 201 (Attorneys' Fees/Class Action Suits)?

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Voted for	44	30	49
Voted against	56	70	51

P. How did you just vote on Prop 202 (Attorneys' Contingent Fees)?

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Voted for	49	34	53
Voted against	51	66	47

Q. Do you think things in California are generally:

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Going in the right direction	47	47	50
Seriously off on the wrong track	53	53	50

R. Financially speaking, are you better off, worse off or about the same as you were four years ago?

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Better off	32	33	31
Worse off	29	26	31
About the same	39	41	38

S. Who do you think should be chosen as the Republican vice presidential running mate?

	<u>REPS</u>
Colin Powell	37
Jack Kemp	10
Pat Buchanan	7
Steve Forbes	6
Pete Wilson	6
Lamar Alexander	4
Christine Todd Whitman	4
William Bennett	3
John Engler	2
Dan Lungren	2
Other	5
Makes no difference	14

T. Regardless of whom you voted for today, do you think that whoever becomes the Republican nominee for president will be able to beat Bill Clinton in California in November?

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Yes	37	13	59
No	63	87	41

U. If Clinton runs against Dole in November, who would you vote for?

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Probably for Clinton	54	86	23
Probably for Dole	39	9	68
Not sure	7	5	9

V. If Clinton runs against Dole and Perot in November, who would you vote for?

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Probably for Clinton	51	83	20
Probably for Dole	33	7	61
Probably for Perot	9	5	10
Not sure	7	5	9

W. If Pat Buchanan does not become the Republican nominee for president, but runs as a third party candidate, how likely would you be to vote for him?

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Likely (Net)	13	9	14
Very likely	7	4	8
Somewhat likely	6	5	7
Unlikely (Net)	87	91	86
Somewhat unlikely	7	4	10
Very unlikely	80	87	75

X. Bob Dole will be 73 years old if he is elected president in November. Do you think he is:

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Too old to be president	43	63	24
Not too old to be president	57	37	76

Y. Do you favor or oppose a proposed initiative that would prohibit the state from using race, sex, color, ethnicity or national origin as a criterion for either discriminating against or granting preferential treatment to any individual or group in state government jobs and public education?

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Favor	68	57	77
Oppose	32	43	23

Z. Do you think abortion should be made illegal in all cases, except for rape, incest and to save the life of the mother?

	<u>ALL</u>	<u>DEM</u>	<u>REPS</u>
Yes, made illegal (Net)	37	28	46
Yes, made illegal with exceptions	29	22	36
Yes, made illegal without any exceptions	8	6	10
No, not made illegal	63	72	54

NOTE: The tables below show how various groups of voters in the Republican primary divided their votes among the candidates for the Republican presidential nomination. Thus the numbers in the three columns on the right should be read *horizontally*. For example, of all male voters in the Republican primary, 62% voted for Bob Dole, 22% voted for Patrick Buchanan and 16% voted for another candidate.

Presidential Candidates (Among GOP Voters)

% OF ALL GOP VOTERS WHO ARE:		<u>DOLE</u>	<u>BUCH</u>	<u>OTHERS</u>
SEX				
51	Male	62	22	16
49	Female	69	15	16
AGE				
11	18-29	58	23	19
42	30-44	65	19	16
31	45-64	66	17	17
16	65 or over	70	19	11
RACE/ETHNIC BACKGROUND				
84	White (Non-Hispanic)	65	20	15
16	Minorities	72	12	16
EDUCATION				
17	High School graduate or less	70	23	7
31	Some college	61	21	18
27	College graduate	68	18	14
25	Post-graduate studies	66	14	20
POLITICAL IDEOLOGY				
12	Liberal	75	13	12
27	Middle-of-the-road	63	17	20
41	Somewhat conservative	68	16	16
20	Very conservative	59	29	12
PARTY SELF-IDENTIFICATION				
7	Democrat	50	9	41
17	Independent	48	24	28
76	Republican	69	18	13

% OF ALL GOP VOTERS WHO ARE:		DOLE	BUCH	OTHERS
INCOME				
8	Less than \$20,000	54	33	13
23	\$20,000 to under \$40,000	66	17	17
24	\$40,000 to under \$60,000	64	20	16
15	\$60,000 to under \$75,000	64	19	17
30	\$75,000 or more	71	16	13
RELIGION				
58	Protestant	65	20	15
22	Catholic	66	19	15
8	Other religions	71	11	18
12	Don't practice any religion	67	13	20
WHICH OF THESE APPLY TO YOU? (Multiple responses accepted)				
65	Homeowner	69	17	14
63	Married	68	17	15
25	Unmarried	59	20	21
21	Self-employed or business owner	62	19	19
35	White collar worker	65	17	18
11	Blue collar worker	56	28	16
18	Born-again/Evangelical Christian	54	26	20
26	Gun owner	63	22	15

NOTE: The tables below show how various groups of voters divided their votes on four ballot propositions. Thus the numbers in the eight columns on the right should be read *horizontally*. For example, of all male voters, 58% voted for Prop 198 while 42% voted against it; 42% of males voted for Prop 200 while 58% voted against it, and so forth.

Ballot Propositions (Among All Voters)

% OF ALL VOTERS WHO ARE:		198		200		201		202	
		YES	NO	YES	NO	YES	NO	YES	NO
SEX									
49	Male	58	42	42	58	47	53	53	47
51	Female	64	36	31	69	39	61	44	56
AGE									
10	18-29	60	40	37	63	41	59	49	51
41	30-44	65	35	32	68	43	57	49	51
32	45-64	61	39	44	56	46	54	51	49
17	65 or over	52	48	37	63	41	59	46	54
RACE/ETHNIC BACKGROUND									
81	White (Non-Hispanic)	60	40	38	62	44	56	50	50
19	Minorities	63	37	33	67	40	60	43	57
EDUCATION									
20	High School graduate or less	63	37	33	67	38	62	46	54
28	Some college	66	34	39	61	45	55	53	47
26	College graduate	61	39	40	60	48	52	51	49
26	Post-graduate studies	54	46	36	64	41	59	44	56
POLITICAL IDEOLOGY									
29	Liberal	58	42	30	70	32	68	36	64
32	Middle-of-the-road	68	32	31	69	38	62	44	56
27	Somewhat conservative	58	42	45	55	54	46	62	38
12	Very conservative	51	49	53	47	60	40	64	36
PARTY SELF-IDENTIFICATION									
42	Democrat	61	39	26	74	30	70	36	64
17	Independent	69	31	39	61	47	53	51	49
41	Republican	57	43	48	52	56	44	61	39
INCOME									
10	Less than \$20,000	63	37	33	67	35	65	41	59
26	\$20,000 to under \$40,000	61	39	32	68	39	61	45	55
23	\$40,000 to under \$60,000	64	36	37	63	44	56	50	50
13	\$60,000 to under \$75,000	58	42	41	59	47	53	52	48
28	\$75,000 or more	58	42	42	58	48	52	51	49
RELIGION									
49	Protestant	61	39	39	61	46	54	53	47
24	Catholic	62	38	38	62	45	55	49	51
12	Other religions	62	38	29	71	34	66	41	59
15	Don't practice any religion	56	44	39	61	41	59	45	55

% OF ALL VOTERS WHO ARE:		198		200		201		202	
		YES	NO	YES	NO	YES	NO	YES	NO
WHICH OF THESE APPLY TO YOU? (Multiple responses accepted)									
65	Homeowner	60	40	38	62	45	55	50	50
61	Married	60	40	40	60	47	53	52	48
26	Unmarried	60	40	34	66	39	61	45	55
19	Self-employed/Business owner	62	38	41	59	47	53	51	49
34	White collar worker	60	40	36	64	46	54	49	51
12	Blue collar worker	65	35	35	65	39	61	45	55
13	Born-again/Evangelical Christian	56	44	38	62	46	54	54	46
22	Gun owner	60	40	45	55	48	52	56	44

HOW THE POLL WAS CONDUCTED

The Los Angeles Times Poll interviewed 3,469 voters who cast ballots in the California primary election as they exited 60 polling places across the state. The sample included 1,816 voters in the Republican Party primary and 1,564 voters in the Democratic Party primary. Precincts were chosen based on the pattern of turnout in past primary elections.

The survey was a self-administered, confidential questionnaire. The margin of sampling error is plus or minus 3 percentage points for all primary voters, for Republican primary voters, and for Democratic primary voters. For some subgroups the error margin may be somewhat higher. Fieldwork for this survey was conducted by Davis Research.



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