

To: Interested Parties

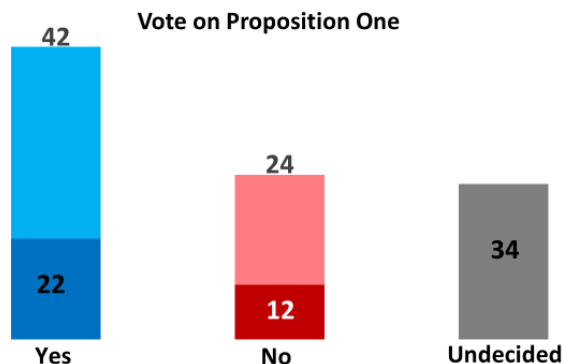
From: Joshua Ulibarri and Geoff Puryear, *Lake Research Partners*

Re: Polling on California Proposition One <sup>i</sup>

Date: September 4, 2014

A recent survey among likely November 2014 voters in California shows that Proposition One is by no means a sure thing and has a tenuous path to passage. The proposition fails to meet the usual threshold for initial strength in polling, serious doubts can be raised among voters, and faces opposition from credible messengers.

Here are the key findings:



**First, while the yes side on Proposition One leads, it lacks strong support and fails to meet the basic threshold used to measure viability for the yes side on ballot measures.** Typically, the yes side on any ballot measure needs to start a campaign with around 60% overall support and 40% strong support to be considered well-positioned, as they tend to lose support over time. Proposition One starts with just 42% overall support and only 22% of voters strongly support the proposition, falling to meet both thresholds. More than one-in-three Californians (34%) remain undecided on the measure. Proposition One's passage is far from a sure thing.

**Second, California voters are very concerned about several aspects of Proposition One.**

The proposition is in a weak position now, but voters' apprehensions about many of what they consider to be likely consequences stand to further undermine its chances. Nearly seven-in-ten Californians (68%) believe Proposition One is likely to push the state even deeper into debt, with 43% calling it "very likely." Sixty-three percent of Californians say this is a bad thing, and 33% say it is a "very bad" thing. Similarly, 55% believe taxpayers will have to pay \$15 billion for these changes, with 38% calling this "very likely." Sixty-one percent of Californians say this is a bad thing, with 30% calling it a "very bad" thing. **Most importantly, voters are very concerned that Proposition One will eventually force the state to dip into the General Fund, taking resources away from more important priorities such as education and health care, 38% say this is a "very convincing" for them to oppose Proposition One and 63% say it is at least somewhat convincing.** The no side's task is easier in all of these cases because they do not have to convince voters these bad things will happen, voters already believe they will.

**Third, the opposition has very credible messengers on its side.** Fishermen and Delta farmers, two professions that stand to lose a great deal and are firmly against Proposition One, are seen as very strong messengers on the issue. Nearly eight-in-ten voters (77%) see a fisherman as believable when talking about Proposition One, and nearly seven-in-ten (67%) say the same for a Delta farmer.

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***The implications of this research are clear: Proposition One's passage is imperiled now, and the arguments and messengers against it are strong.*** To be clear, Proposition One is ahead right now, 42% to 24%, but that is a weak position for the yes side of any ballot initiative at the beginning of a campaign. Voters are very concerned about many of the proposition's effects. Taken together, Proposition One is in real danger.

For questions about this research and analysis, please contact Steve Hopcraft, General Consultant for the No on One Campaign, at (916) 457-5546 or [steve@hopcraft.com](mailto:steve@hopcraft.com) or Joshua Ulibarri, of Lake Research Partners, at (703) 201-5079 or [julibarri@lakeresearch.com](mailto:julibarri@lakeresearch.com).

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<sup>i</sup> **Survey:** Lake Research Partners designed and administered this survey and it was conducted by telephone using professional interviewers August 26 - 29, 2014. The survey reached a total of 600 likely November 2014 voters in California. Telephone numbers for the sample were generated from a list of registered voters in California. Both landlines and cellphones were called. The data were weighted slightly by gender, region, race, age, and party registration. The margin of error for the total sample for each survey is +/-4% and larger for the sub-groups and split sample questions.