

# THE FIELD POLL



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**CALIFORNIANS SEE GLOBAL WARMING AS A SERIOUS THREAT TO THE STATE'S OVERALL QUALITY OF LIFE. STRONG BELIEF THAT ACTION IS REQUIRED. OPTIMISM THAT GREENHOUSE GASES CAN BE REDUCED WHILE AT THE SAME TIME CREATING JOBS AND EXPANDING THE ECONOMY.**

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*Majorities Support A Number Of Additional State Government Actions Aimed At Reducing Greenhouse Gas Emissions*

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According to the results of a special statewide *Field Poll* commissioned by Next 10, an independent, non-partisan, non-profit organization, Californians attach a high degree of importance to the issue of global warming and air pollution and believe actions should be taken now to address the problem. More than four in five see global warming as either a very or somewhat serious threat to the state's overall quality of life. Majorities also say it's a very serious threat to the health of residents living or working in areas with poor air quality, to the relationship between the Sierra snow pack and the state's water supply, to Central Valley farmers, and to California's coastal communities.

The public sees many entities as having the potential to reduce greenhouse gas emissions. The four groups seen as being most able to affect change are major corporations, gas and electric utility companies, the general public and the U.S. government, in order of efficacy.

Support for taking action on global warming includes majorities across all regions of the state and among both registered voters and adults not registered to vote. In addition, poll results show that the more people know about global warming, the more likely they are to feel immediate action should be taken about the problem. But, in the face of this pronounced state of concern and apprehension, Californians are bullish about the state's ability to reduce greenhouse gas emissions while expanding jobs and economic prosperity. Nine in ten Californians say the state can be a leader in new technologies to improve efficiency and reduce global warming.

*(Additional survey results will be included in Next 10's California Green Innovation Index, an analysis of the impact of innovation on California's economy and environment, to be released on November 14<sup>th</sup>.)*

Initial findings from the new survey were presented today in Sacramento at the Behavior, Energy and Climate Change conference, a national conference of academic, business, government and environmental leaders whose goal is to accelerate the transition to an energy-efficient and low carbon future. Results are based on a telephone survey conducted August 10-28, 2007 among a random sample of 1,003 California adults in English and Spanish.

Majorities of Californians support a number of possible state government actions aimed at reducing greenhouse gas emissions. About eight in ten support offering incentives, such as tax credits, to encourage greenhouse gas emission reductions among businesses and individuals. A similar large majority (81%) also favors government regulations to require greenhouse gas emission cutbacks by businesses, although this declines to 61% if this increases prices of some goods and services.

Two in three (65%) favor the idea of establishing a “cap and trade” system, whereby business would be limited in the amount of greenhouse gas emissions they could produce, but would create a trading system to allow companies unable to meet this limit to pay other companies to cut back their emissions more than the required amount.

There is somewhat less support for imposing a carbon tax on businesses and individuals, although even here a majority of Californians are in favor. While the initial idea of a carbon tax on business is supported by 72%, this declines to just 53% if, as a result, prices that Californians pay for some goods and services increase. A similar narrow majority (52%) backs the idea of applying a carbon tax to individuals, although support grows if the tax proceeds are spent solely on reducing greenhouse gas emissions.

When compared to a national poll of adults conducted earlier this year, Californians are more likely to describe global warming as an extremely important problem and more believe immediate action should be taken.

Below are some of the specific findings from the latest *Field Poll* survey:

- § Three in ten Californians (29%) volunteer global warming as the world’s top environmental problem. Another 28% cite air pollution. No other problem is cited by more than 6%.
- § About half of the state's residents (51%) say they’ve heard a great deal about global warming. Registered voters and those with a post-graduate degree are most likely to be closely attuned to the problem.
- § Seven in ten Californians (70%) believe the issue of global warming is extremely or very important to them personally, significantly higher than the 52% of Americans who reported this in a national poll earlier this year.
- § More Californians than U.S. residents also support taking immediate action on global warming. Statewide, 43% say the problem requires immediate action and another 32% believes some action should be taken. The proportions of U.S. residents who take these positions are 34% and 30%, respectively. In addition, the more a person knows about global warming, the more likely they are to believe immediate action is required.

- § More than four in five (82%) say global warming poses a serious threat to California's overall quality of life. More specifically, about two in three believe global warming poses a very serious threat to the health of residents who live or work in areas where air quality is poor (66%) and nearly as many (63%) say it seriously threatens the snowpack in the Sierras and California's water supply. Majorities also say global warming poses a very serious threat to farmers in the Central Valley and to California's coastal communities.
- § Despite these apprehensions, greater than eight in ten (85%) agree that the state can reduce greenhouse gas emissions that contribute to global warming and, at the same time, expand jobs and economic prosperity, and 90% agree that California can be a leader in new technologies to improve efficiency and reduce global warming.
- § Californians believe many entities have the potential to reduce greenhouse gases that contribute to global warming. Major corporations, gas and electric utility companies, the general public and the U.S. government are seen as having the potential to do the most.
- § There is strong support for the idea of the state government offering incentives like tax credits to businesses and individuals to reduce greenhouse gas emissions. Greater than eight in ten (81%) favor government tax credits to businesses and 79% support them for individuals.
- § The idea of using regulations to require businesses to reduce greenhouse gas emissions is initially backed by 81%, although support drops to 61% if such regulations lead to price increases on some goods and services.
- § Two in three residents (65%) favor the idea of establishing a "cap and trade" system for businesses, which would set an overall limit on the amount of greenhouse gas emissions that companies can release, and create a trading system to allow companies that can't fully reduce their emissions to pay other companies to cut back more than the required amount.
- § Somewhat smaller majorities favor establishing a government-imposed "carbon tax" on businesses and individuals. The idea of establishing such a tax on businesses is initially embraced by 72%, but this declines to 53% if this increases the prices Californians pay for some goods and services. The idea of imposing a carbon tax on individuals is narrowly favored 52% to 43%. However, support grows to 65% if the money from the tax was spent solely on reducing greenhouse gas emissions.

*Note to Editors: See attached California Opinion Index report for a more detailed accounting of the data referenced in this report.*

## **Information About The Survey**

### **Sample Details**

The findings in this report are based on a telephone survey of 1,003 California adults conducted August 10-28, 2007 in English and Spanish. The survey was commissioned by Next 10, an independent, non-partisan, non-profit organization based in Palo Alto. The survey questionnaire was developed in partnership with Collaborative Economics, a strategic consulting group based in Mountain View, with advice from Next 10's advisory committee.

Telephone households were sampling using a random digit dial methodology, which randomly selects operating landline telephone exchanges within all area codes serving California household in proportion to population. Within each exchange a random sample of telephone numbers are created by adding random digits to the selected telephone exchange. This method gives each phone listing an equal chance of being selected and permits access to all landline telephone numbers both listed and unlisted.

After the completion of interviewing, the results were weighted slightly to estimates of the demographic and regional characteristics of California's adult population. According to statistical theory 95% of the time results from the overall sample have a sampling error of +/- 3.2 percentage points. There are other possible sources of error in any survey other than sampling variability. Different results could occur because of differences in question working, sampling, or sequencing or through undetected omissions or error in interviewing or data processing. Extensive efforts were made to minimize these errors.

### **Questions Asked**

What in your opinion is the single biggest environmental problem the world faces at this time?

Global warming is a term used to describe changes in the temperature of the Earth's atmosphere, which could result in changes in the environment. How much have you heard or read about global warming – a great deal, some, a little or nothing at all?

How important is the issue of global warming to you personally – extremely important, very important, somewhat important, not too important or not at all important?

From what you know about global warming, which of the following statements comes closest to your opinion?

1. Global warming has been established as a serious problem and immediate action is necessary.
2. There is enough evidence that global warming is taking place and some action should be taken.
3. We don't know enough about global warming and more research is necessary before we take any actions.
4. Concern about global warming is unwarranted.

Is reducing global warming something that (ITEMS READ IN ORDER) can do a lot about, can do something about or cannot do much about?

- § the U.S. government
- § governments in other countries
- § state and local government
- § farmers and agricultural companies
- § major corporations
- § gas and electric utility companies
- § small businesses
- § start-up companies promoting clean or alternative energy technology
- § non-profit organizations dedicated to reducing global warming
- § the general public

I am going to read some different ways that global warming could potentially pose a threat to life here in California. For each, please tell me how serious a threat you think global warming poses. How serious a threat does global warming pose to (ITEM) – a very serious, somewhat serious, not too serious or not a serious threat? (ITEMS READ IN RANDOM ORDER)

- § the California economy
- § California's overall quality of life
- § farmers in the Central Valley
- § California's vintners and winemakers
- § California's coastal communities and those living at sea level
- § the snow pack in the Sierras and California's water supply
- § the health of Californians who live or work in areas where air quality is poor, such as near freeways and industrial sites

I am going to read some statements about global warming and energy conservation. For each please tell me whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly. (ITEMS READ IN RANDOM ORDER)

- § I believe California can reduce greenhouse gases that contribute to global warming and expand jobs and economic prosperity at the same time.
- § I believe California can be a leader in new technologies to improve efficiency and reduce global warming.

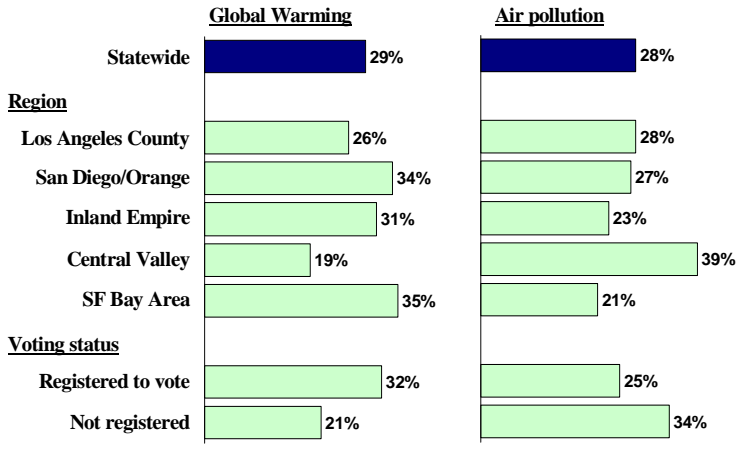
Please tell me if you favor or oppose the state government implementing any of the following approaches to reducing greenhouse gas emissions, such as carbon dioxide into the air. (ITEMS READ IN RANDOM ORDER, ASKING:) Would you (then) favor this strongly, favor it somewhat, oppose it somewhat or oppose it strongly?

- § Use incentives, such as tax credits, to encourage California businesses to reduce the greenhouse gas emissions they produce.
- § Use incentives, such as tax credits, to encourage individual Californians to reduce the amount of greenhouse gas emissions they create in their everyday lives.
- § Use regulations to require California businesses to reduce the greenhouse gas emissions they produce. **IF FAVOR, ASK:** What if these regulations increased the prices that Californians pay for some goods and services?
- § Tax California businesses based on the amount of greenhouse gases they produce. **IF FAVOR, ASK:** What if this tax increases the prices that Californians pay for some goods and services?
- § Establish a tax on individual Californians based on the amount of greenhouse gases they generate in their everyday lives. **IF OPPOSE, ASK:** What if the money from the tax was spend solely on reducing greenhouse gas emissions and nothing else?
- § Establish a "cap-and-trade" system, which would set an overall limit on the amount of greenhouse gases that companies can release, and create a trading system to allow companies that can't fully reduce their emissions to pay other companies to exceed their cutback totals.



Graph 2

**Biggest Environmental Problem Facing the World (volunteered)  
- by Region of the State and Voting Status**

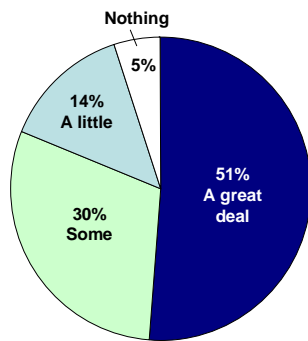


**Half of the California public has heard or read a great deal about global warming**

When Californians are asked how much they have heard or read about global warming, slightly more than half (51%) say a great deal, while 30% answer some. This compares to 19% who say they have heard a little or nothing about the problem.

Graph 3

**How Much Have Californians Heard or Read About Global Warming?**



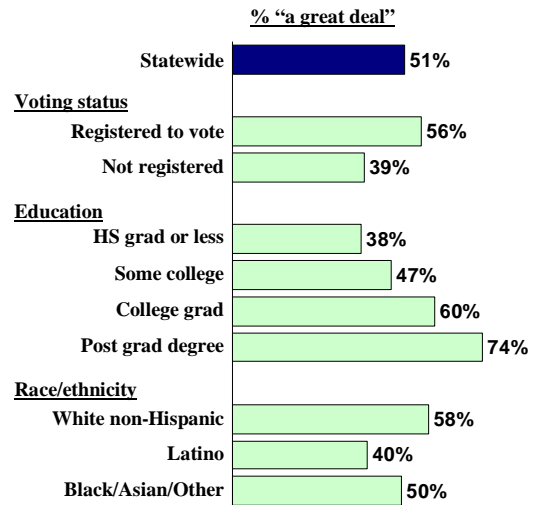
There are big differences across demographic subgroups of the California population regarding public awareness of the issue of global warming. A larger proportion of registered voters (56%) than those not registered (39%) reports having heard a great deal about the problem.

The level of a resident's education is also directly tied to reported awareness of the global warming problem. For example, those who have a post-graduate degree (74%) are nearly twice as likely as those who have no more than a high school education (38%) to say they have heard a great deal about global warming.

In addition, significantly more white non-Hispanics (58%) than Latinos (40%) have heard a great deal about the problem.

Graph 3 (cont'd)

**How Much Have Californians Heard or Read About Global Warming?**

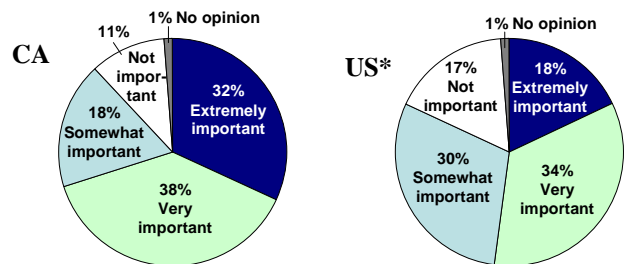


**Californians attach higher importance to global warming than other U.S. residents**

Seven in ten Californians (70%) describe the issue of global warming as extremely or very important to them personally. This is significantly higher than the level of importance described by the national public (52%) when an identical question was asked in a national poll earlier this year.

Graph 4

**How Important is the Issue of Global Warming to you Personally?**



\* ABC News/Washington Post/Stanford University survey, April 2007, n=1,002 U.S. adults.

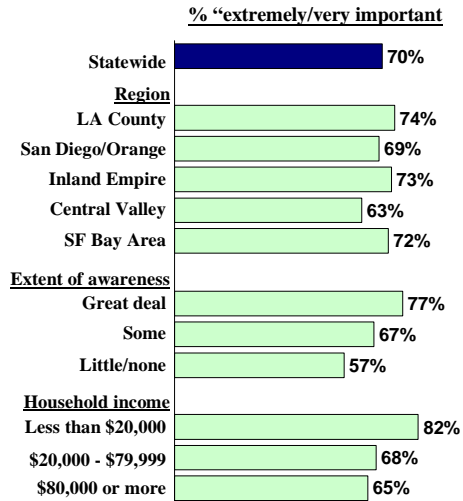
Residents in all major regions of the state attach high personal importance to the issue, with greater than six in ten saying it is extremely or very important to them.

There is a direct relationship between the extent of a person's awareness of global warming and its perceived importance. Those who report having heard a great deal about the issue are 20 percentage points more likely than those who have heard little or nothing about the problem to say the issue is extremely or very important to them.

Low income residents also attach greater importance to the issue than middle and upper income residents.

Graph 4 (cont'd)

**How Important is the Issue of Global Warming to you Personally?**



**More Californians than other U.S. residents support taking immediate action on global warming**

Residents were asked which of four statements about global warming best represented their own opinion of what should be done about global warming. The four alternatives posed were:

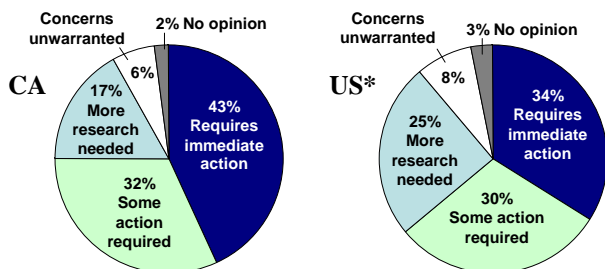
- Global warming has been established as a serious problem and immediate action is necessary.
- There is enough evidence that global warming is taking place and some action should be taken.
- We don't know enough about global warming and more research is necessary before we take any actions.
- Concern about global warming is unwarranted.

The results show that three in four Californians (75%) choose one of the first two statements, with 43% saying the problem requires immediate action and 32% believing some action should be taken. Another 17% feel not enough is known and more research is needed, while just 6% believe concerns about global warming are unwarranted.

When these results are compared to a national survey conducted earlier this year posing the same question, more Californians than residents nationally hold to the view that global warming requires immediate action, and fewer say more research is needed.

Graph 5

**Views About Actions that Should be Taken About Global Warming**



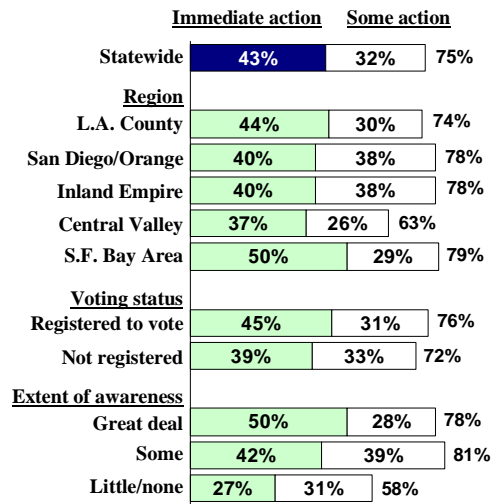
\* ABC News/Washington Post/Stanford University survey, April 2007, n=1,002 U.S. adults.

Support for taking some action on global warming includes large majorities of residents across all regions of the state, and both registered voters as well as those not registered to vote.

In addition, the more a person knows about global warming, the more likely they are to feel immediate action should be taken about the problem. Nearly twice as many of those who have heard a great deal about the problem (50%) than residents who have heard little or nothing (27%) feel that immediate action should be taken.

Graph 5 (cont'd)

**Views About Actions that Should be Taken About Global Warming**

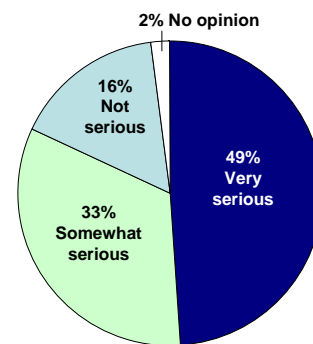


**More than four in five believe global warming poses a serious threat to California's overall quality of life**

More than four in five Californians (82%) believe that global warming poses either a very or somewhat serious threat to the state's overall quality of life. Just 16% say it is not a serious threat.

Graph 6

**Perception of the Seriousness of the Global Warming Threat on California's Overall Quality of Life**

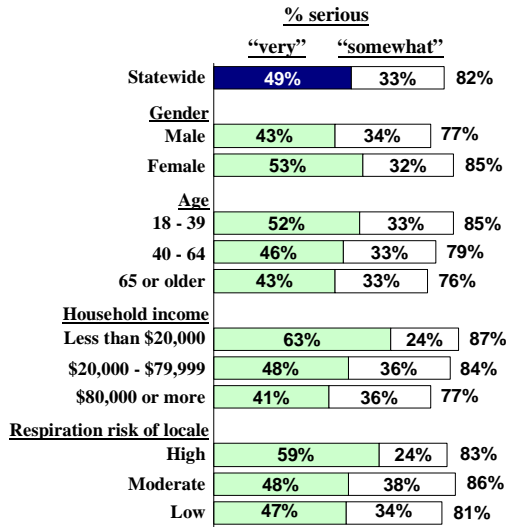


Younger residents under the age of 40 and women are more likely than others to believe global warming poses a very serious threat to the state's overall quality of life.

In addition, residents with lower levels of household income and those living in areas of the state where respiratory risks are known to be greater are more likely to consider global warming a very serious threat to the quality of life.

Graph 6 (cont'd)

Perception of the Seriousness of the Global Warming Threat on California's Overall Quality of Life



Majorities believe global warming a very serious threat to specific aspects of California life

The survey asked residents about the threat that global warming posed to specific aspects of life in California. The results show that majorities view global warming as being a very serious threat in four specific areas.

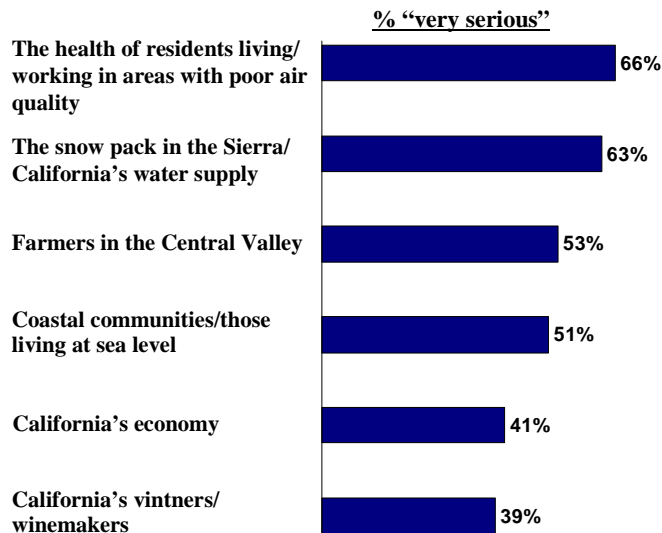
- The health of residents who live or work in areas where air quality is poor, such as near freeways/industrial sites (66%).
- The snowpack in the Sierras and the water supply (63%).
- Farmers in the Central Valley (53%).
- California's coastal communities and those living at sea level (51%).

Another four in ten believe that global warming poses a very serious threat in two other areas.

- The California economy (41%).
- California's vintners and winemakers (39%).

Graph 7

Seriousness of the Global Warming Threat on Specific Aspects of Life in California

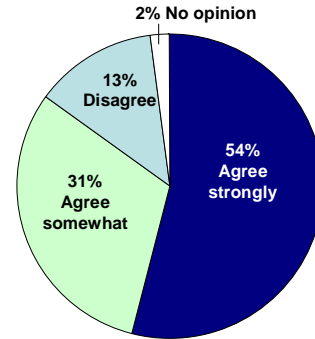


High degree of optimism that California can reduce greenhouse gases and expand jobs and economic prosperity at the same time

Despite the public's pronounced concern and apprehension about the problem, Californians are quite optimistic that the state can both reduce greenhouse gases that contribute to global warming and, at the same time, expand jobs and economic prosperity. Statewide, 85% agree with this statement, 54% strongly. Just 13% disagree with this view.

Graph 8

Agree/Disagree: "I believe California can reduce greenhouse gases that contribute to global warming and expand jobs and economic prosperity at the same time."



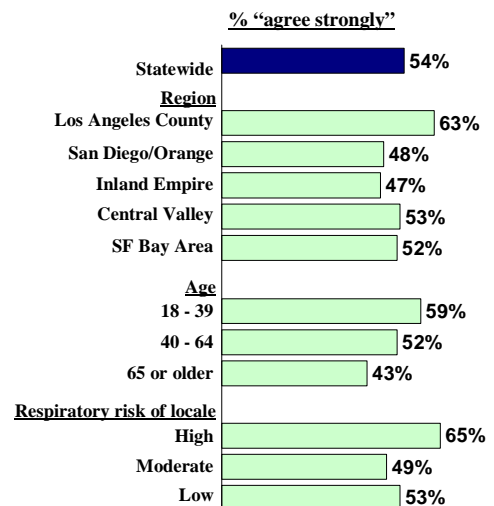
Residents of Los Angeles County are somewhat more likely than residents elsewhere to strongly agree that California can both reduce greenhouse gases and promote economic prosperity at the same time.

Younger adults under age 40 display somewhat greater optimism than residents age 65 or older about the ability to do both.

Residents living in areas of the state where respiratory risks are greater are also more likely than others to agree strongly with this view.

Graph 8 (cont'd)

Agree/Disagree: "I believe California can reduce greenhouse gases that contribute to global warming and expand jobs and economic prosperity at the same time."

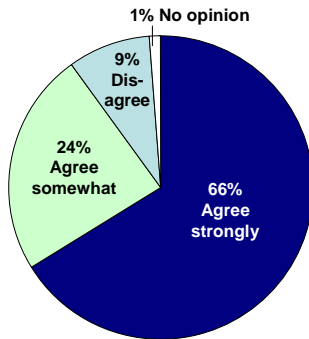


**Two in three strongly agree that California can be a leader in technologies to reduce global warming**

Nine in ten Californians (90%) agree with the view that California can be a leader in new technologies to improve efficiency and reduce global warming, with 66% agreeing strongly. Just 9% disagree.

Graph 9

Agree/Disagree: "I believe California can be a leader in new technologies to improve efficiency and reduce global warming."

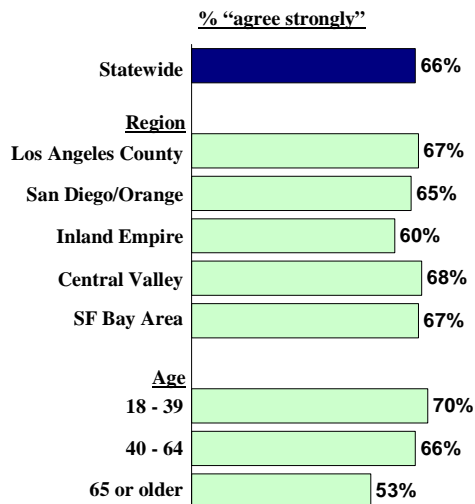


The view that California can be a leader in devising new technologies to combat global warming is shared by large majorities of residents in all regions of the state.

Younger adults are more likely than other residents to strongly agree that the state can be a leader in devising new technologies to improve efficiency and reduce global warming.

Graph 9 (cont'd)

Agree/Disagree: "I believe California can be a leader in new technologies to improve efficiency and reduce global warming."



**Major corporations, utility companies seen as potentially doing the most to reduce greenhouse gas emissions**

Residents were asked to assess how much each of ten groups could do to reduce greenhouse gas emissions that contribute to global warming. Specifically, those polled were asked whether they felt each group could do a lot, some or not much in this regard.

The results show that Californians believe that many entities have the potential to significantly reduce greenhouse gas emissions.

The two groups which the largest proportions of Californians see as being most able to do a lot to affect change are major corporations (64%) and gas and electric utility companies (63%).

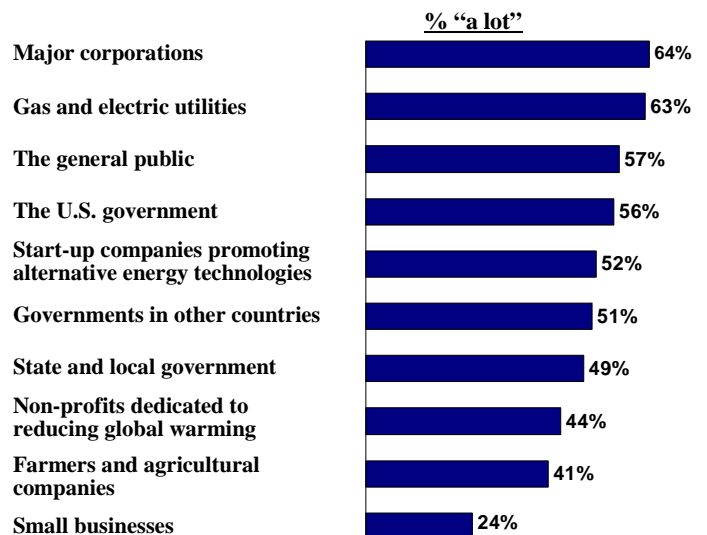
Rated next highest in order of efficacy are the general public itself (57%) and the U.S. government (56%).

About half of the public believes three other entities can do a great deal to reduce global warming. These include start-up companies promoting clean or alternative energy technologies (52%), governments in other countries (51%), and state and local government (49%).

More than four in ten Californians also believe non-profit organizations dedicated to reducing global warming (44%) and farmers and agricultural companies (41%) can do a lot in this realm. On the other hand, only about one in four residents (24%) think small businesses can do a lot to reduce global warming.

Graph 10

Californians' Views About Which Groups Can Do the Most to Reduce Global Warming



**Reactions to government policy proposals to reduce greenhouse gas emissions**

Survey respondents were read a list of possible government actions that could be taken to reduce greenhouse gas emissions and asked whether they favored or opposed each one.

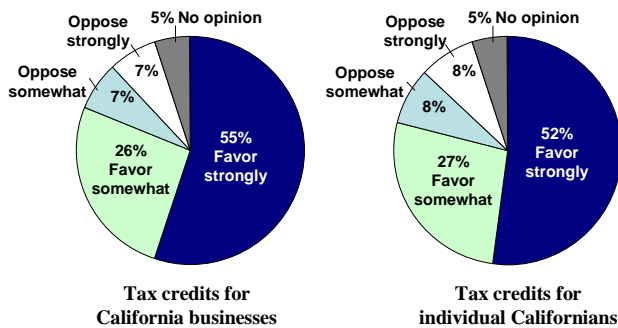
## Using government incentives, such as tax credits, widely supported

Very large majorities of Californians favor the idea of offering incentives, such as tax credits, to either businesses or to individuals as a way to encourage reductions in greenhouse gas emissions. Statewide, 81% favor extending incentives like tax breaks to California businesses, while just 14% are opposed. A similar proposal offering these same kinds of incentives to individual Californians finds 79% in favor and just 16% opposed.

Graph 11

### Reactions to government policy proposals:

1. Use INCENTIVES such as tax credits to encourage reductions in greenhouse gas emissions



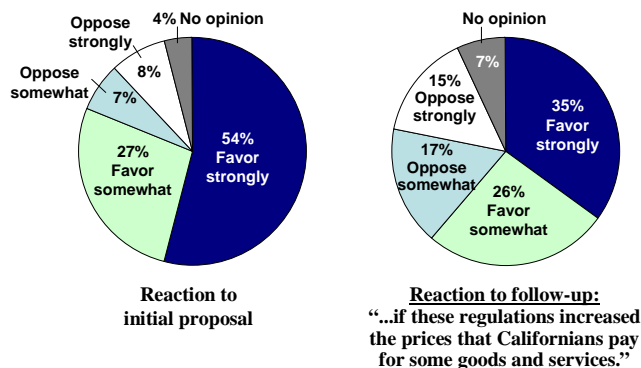
## Support for government regulations requiring businesses to reduce gas emissions, even if it increases prices on some goods and services

Greater than eight in ten Californians (81%) favor the idea of using government regulations to require California businesses to reduce greenhouse gas emissions they produce. Just 15% are opposed. When a follow-up question is posed holding out the possibility that such regulations could increase prices for some goods and services, a two to one majority (61% to 32%) remains supportive.

Graph 12

### Reactions to government policy proposals:

2. Use REGULATIONS to require California businesses to reduce greenhouse gas emissions



## Two in three favor establishing a "cap and trade" system for businesses

Survey respondents were asked what they thought of the so-called "cap and trade" proposal for businesses. Specifically, the proposal calls for establishing an overall limit on the amount of greenhouse gas emissions that companies can

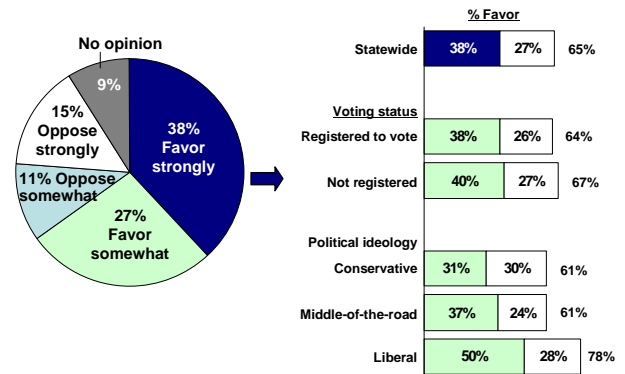
release and creating a trading system to allow companies that can't fully reduce their emissions to pay other companies to cut back their emissions more than the required amount.

This proposal is backed by 65% of Californians, while 26% are opposed. Support is broad-based and includes about two in three voters as well as non-voters, greater than six in ten political conservatives and moderates, and more than three in four liberals.

Graph 13

### Reactions to government policy proposals:

5. Establish a "CAP AND TRADE" SYSTEM, setting an overall limit on greenhouse gases companies can release and creating a trading system for companies unable to fully comply

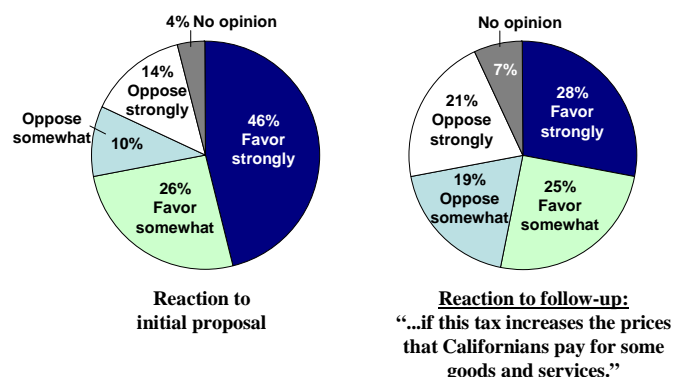


## Large majority initially favors a carbon tax on businesses, although only a narrow majority remains supportive if this leads to price increases

Nearly three in four Californians favor the idea of taxing businesses based on the amount of greenhouse gas emissions they produce. Statewide, 72% initially support the idea of creating a carbon tax on businesses, while 24% are opposed. However, a smaller majority (53%) remains supportive if this increases the prices paid for some goods and services. Four in ten (40%) are opposed in this setting.

Graph 14

- ### Reactions to government policy proposals:
3. TAX CALIFORNIA BUSINESSES based on the amount of greenhouse gases they produce

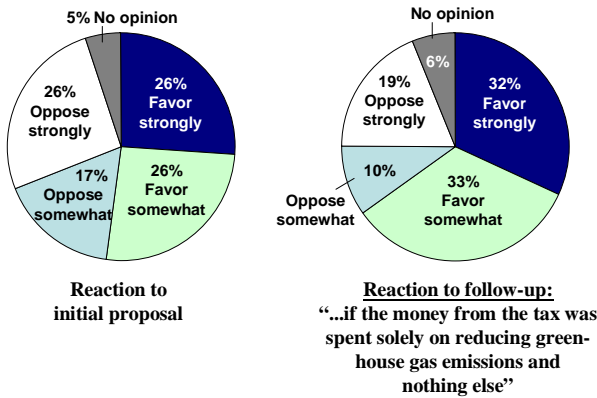


**Carbon tax on individuals favored narrowly, but support increases if money is devoted solely to reducing greenhouse gas emissions**

When Californians are asked whether they would favor or oppose the idea of establishing a carbon tax on individuals based on the amount of greenhouse gas emissions they generate, 52% are supportive, while 43% are opposed. Support increases to a greater than two to one margin (65% to 29%) if the money from the tax is spent solely on reducing greenhouse gas emissions.

Graph 15

**Reactions to government policy proposals:  
4. TAX INDIVIDUAL CALIFORNIANS based on the amount of greenhouse gases they generate**



**About the Survey**

The findings in this report are based on a random sample survey of 1,003 California adults. All interviewing was conducted by telephone in English and Spanish from a central location telephone interviewing facility during the period August 10 - 28, 2007. Households in the survey were sampled using a random digit dial methodology, which randomly selects operating landline telephone exchanges within all area codes serving California households in proportion to population. Within each exchange, telephone numbers were created by adding random digits within each selected telephone exchange. This method gives each phone listing an equal chance of being selected and permits access to all landline telephone numbers statewide, both listed and unlisted.

According to statistical theory, 95% of the time results based on the overall sample of 1,003 California adults would have a sampling error of +/- 3.2 percentage points. There are other possible sources of error in any survey other than sampling variability. Difference results could occur because of differences in question wording, sampling, sequencing, or through undetected omissions or errors in interviewing or data processing. Extensive efforts were made to minimize such potential errors.

The survey was commissioned by Next 10, an independent, non-partisan, non-profit organization located in Palo Alto. The survey questionnaire was developed in partnership with Collaborative Economics, a strategic consulting group based in Mountain View, with advice from Next 10's advisory committee.

### *About Next 10*

Next 10 is an independent, nonpartisan organization that educates, engages and empowers Californians to improve the state's future.

California was founded by pioneers driven by big dreams and unafraid to face difficult challenges. Like many of us, they came to California to create a better life for themselves and their families. While this legacy of the California dream continues today, many of us are concerned that the future will not be as bright as our children deserve.

Next 10 is focused on innovation and the intersection between the economy, the environment, and quality of life issues for all Californians. We create tools and provide information that fosters a deeper understanding of the critical issues affecting our state. Through education and civic engagement, we hope Californians will become empowered to affect change.

We call ourselves Next 10 because we are not here for the quick fix. Our sights are set on joining with others to improve the state over the next ten years, and the ten years after that. The decisions we make together will affect California's economy, environment and quality of life for years to come. Together, we can create the brighter future we all want for ourselves and our children.

Next 10 is currently working in three issue areas:

#### *California's Green Innovation*

Next 10 is working with leading experts and state policymakers to provide research important to growing the economy while reducing greenhouse gas emissions. Current initiatives include an annual California Green Innovation Index, a web-based carbon calculator, a carbon mapping project, and additional research projects.

#### *California's State Budget*

Next 10 created an innovative online game called the "California Budget Challenge" which provides an annual examination of the State's most pressing budget policy choices and challenges users to set priorities for the next five years. Next 10 produced printed materials on the California budget in five different languages, which are used in conjunction with the Challenge as part of our statewide education effort.

#### *California's Infrastructure*

Next 10 produced an online digest and printed report on the state's infrastructure history and current trends, highlighting the key choices we have to make. We are currently exploring the feasibility of expanding this program area to include detailed information on the impact of infrastructure choices on greenhouse gas emissions.

### *About The Field Poll and Field Research Corporation*

*The Field (California) Poll* has operated continuously since 1947 as an independent and non-partisan media-sponsored public opinion poll which focuses on the state of California. Through its regularly scheduled statewide surveys, *The Field Poll* tracks voter preferences in major statewide candidate and proposition election contests, assesses public opinion about elected officials and major issues facing the state, obtains public reaction to political, economic and social events, and covers other special topics of general public interest.

Throughout its long history, *The Field Poll* has earned a reputation as a reliable and authoritative source of public opinion trends in California. News stories quoting *The Field Poll* appear regularly in national and international media, as well as by California's local newspapers and television stations. References to findings from the poll have appeared in hundreds of published works by scholars, political and social writers.

*The Field Poll* is owned and operated by Field Research Corporation, one of the West Coast's oldest and largest marketing and public opinion research organizations. The firm conducts local, regional and national opinion research projects in the public and private sectors.

Field Research specializes in full-service research, typically executing all project phases from initial conceptualization and design through data analysis and reporting. Field Research specialists are highly skilled in all aspects of survey research. Areas of proven expertise include research design, sample selection, questionnaire development, data collection, data processing, qualitative and quantitative data analysis, expert testimony in court proceedings, as well as Spanish and Asian language interviewing. High quality data gathering and data management services are also offered on a stand-alone basis.

Field Research has a large and well-maintained computer-assisted telephone interviewing facility, full reproduction capabilities for mail surveys, long experience in conducting in-person interviews in malls, health clinics and government service sites, and a state-of-the-art in-house data processing and tabulation center.

Field Research has earned a national reputation for quality and integrity. Field Research is a founding member of the Council of American Survey Research Organizations (CASRO) and the American Association for Public Opinion Research (AAPOR), and subscribes to their codes of professional standards and ethics. Findings from Field Research surveys have been accepted as evidence in a wide range of legal jurisdictions, including both federal and state appellate courts in California.

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