

FIELD

RESEARCH

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**Tabulations From a Survey About Issues of Importance to California
Voters in the 2010 Gubernatorial Election**

*- prepared for the-
Capitol Alert and the Sacramento Bee*

March 23, 2010

Introduction

This volume presents the statistical data developed from a *Field Poll* survey of registered voters in California about issues of importance to voters in the 2010 gubernatorial election. The survey was conducted by *The Field Poll* is an independent and non-partisan survey of California public opinion.

The survey was conducted by *The Field Poll* is an independent and non-partisan survey of California public opinion. The California HealthCare Foundation provided grant funding to include this question series on the survey. Interviewing was conducted in English and Spanish with live interviewers working from Field Research's central location telephone interviewing facility between the period March 9-15, 2010.

Sampling

The sample was developed from telephone listings of individual voters selected randomly from a listing of statewide voter registration rolls. Once a voter's name and telephone had been selected interviewers 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 and the preference of the voter. In this survey 17% of all interviews were completed through a cell phone contact.

Prior to the start of data collection, professionally-trained telephone interviewers were briefed with regard to the survey's proper calling and interviewing procedures by the Study Director. This session provided both interviewers and supervisors with an overview of the study and includes a question-by-question review of all items in the survey. Interviewers then completed survey interviews by telephone through the computer-assisted telephone interviewing (CATI) system. CATI controls the telephone scripts read to individual respondents by displaying the appropriate questionnaire items and their valid response code alternatives in their proper sequence on computer screens at each interviewer's booth. The interviewer then reads each question aloud to the respondent from the screen and enters each respondent's pre-coded answer category through the keyboard directly to a computer disk. All answers are automatically stored in computer memory.

In order to bring hard-to-reach respondents into the survey, up to eight attempts (an initial call plus seven callbacks) were made to each telephone number selected for inclusion into the sample. Callbacks were made at different times and on different days to increase the probability of finding voters available for the interview. Where possible, appointments are made at specified dates and times to maximize convenience and cooperation rates.

Data Processing

The data file resulting from CATI interviewing is itself virtually error-free. Even so, a final series of data checks were performed by means of a specially designed cleaning program that scrutinizes each respondent record for internally inconsistent information. Once the data were determined to be clean and error-free, the overall sample was weighted to align it to its proper statewide proportions by region, party registration and other demographic characteristics of the state's registered voter population.

Guide to Reading the Tables

The following is an explanation of the detailed statistical tabulations contained in this report:

- The question or questions upon which the data are based is shown at the top of each table
- Tables are percentaged vertically with the raw percentage base appearing at the top of each column.
- The data have been weighted to known parameters of the statewide registered voter population. All percentages and frequencies reported in each table are therefore weighted tabulations.
- In instances where percentages are calculated on small bases (e.g., when the base is fewer than 100 respondents) the reader is urged to interpret the data with caution, since results are subject to relatively large levels of sampling error.
- Throughout the tables an asterisk is used to denote a value of less than 1/2 of 1%. A hyphen indicates zero value. On some tables the percentages may add to more than 100% due to multiple mentions.
- Bases of subgroups used in the tabulations may add to less than the total number of respondents due to some respondents not reporting that characteristic.

Subgroup Definitions

The following are some of the definitions applicable to some of the voter subgroups reported in this volume:

Area

Southern California: Los Angeles, Orange, Riverside, San Bernardino, San Diego, Imperial, Santa Barbara, Ventura, Kern, and San Luis Obispo counties

Northern California: all other 48 California counties

Coastal Counties: San Diego, Orange, Los Angeles, Ventura, Santa Barbara, San Luis Obispo, Monterey, Santa Cruz, San Mateo, San Francisco, Contra Costa, Alameda, Marin, Napa, Solano, Sonoma, Santa Clara, Mendocino, Humboldt and Del Norte counties

Inland counties: all other 38 California counties

Region

Los Angeles: Los Angeles County

San Diego/Orange: San Diego County and Orange counties

Other South: San Bernardino, Riverside, Imperial, Ventura, Santa Barbara, and San Luis Obispo

SF Bay Area: San Francisco, Marin, Napa, Sonoma, Solano, Contra Costa, Alameda, Santa Clara, San Mateo

Central Valley: Butte, Colusa, Fresno, Glenn, Kern, Kings, Madera, Merced, Placer, Sacramento, San Joaquin, Shasta, Stanislaus, Sutter, Tehema, Tulare, Yolo, and Yuba

Other North: Alpine, Amador, Calaveras, Del Norte, El Dorado, Humboldt, Inyo, Lake, Lassen, Mariposa, Mendocino, Monterey, Modoc, Mono, Nevada, Plumas, San Benito, Santa Cruz, Sierra, Siskiyou, Trinity, and Tuolumne

Estimates of Sampling Error

In any survey based on a sampling, there is some sampling error introduced into the data by the process of sampling itself. When the sample has been drawn using random processes, it is possible to apply probability principles to determine the potential range of such error. While survey samples of human populations rarely, if ever, meet all of the criteria theoretically required for the application of these principles, it is customary to use them as an approximation of error that is introduced as a result of sampling. The table below shows the range of error that is associated with samples of various sizes, assuming the use of the 95% confidence level, which is customary for most public opinion surveys.

For example, if 50% of a sample of overall sample of 503 registered voters answered “yes” to a specific question, this statistic would have a sampling error of plus or minus 4.5 percentage points at the 95% confidence level. This means that there is a 95% chance that had the overall population of registered voters statewide been interviewed using the same questionnaire and methods, the results of such a census would yield a result between 45.5 % and 54.5%. The same procedure can be used to estimate the sample error ranges of any other statistic contained in this report.

Approximate <u>sample size</u>	<u>Approximate percentage distribution of replies to question</u>				
	<u>10%</u>	<u>30%</u>	<u>50%</u>	<u>70%</u>	<u>90%</u>
100	+/- 6.0	+/- 9.2	+/- 10.0	+/- 9.2	+/- 6.0
200	+/- 4.3	+/- 6.5	+/- 7.1	+/- 6.5	+/- 4.3
500	+/- 2.7	+/- 4.1	+/- 4.5	+/- 4.1	+/- 2.7

There are many other possible sources of error other than sampling variability in this and any other public opinion survey. Different results could occur because of differences in question wording, sequencing, the rigor with which sampling procedures were implemented, or through undetected errors or omissions in sampling, interviewing or data processing. The overall design and execution of the survey minimized the potential for these other sources of error.

Questions Asked

Thinking about the November election for governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support? (ITEMS READ IN RANDOM ORDER, ASKING:) How important will the gubernatorial candidates' positions on this be to you – the most important issue, an important issue but not the most important issue, or not an important issue?

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

a. Education

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area					Party Regis.			Permanent Mail Voter			
	Total	South Cal	North Cal	Coast	Inland	LA	San Diego	Orange	Other South	S.F. Bay Area	Central Valley	Other North	Dem	Rep	Other	Yes	No
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	300	175	124	222	77	86	21	24	41	70	42	15	151	71	78	115	184
	59.6	58.9	60.5	62.8	51.8	66.6	45.7	53.0	57.1	67.9	51.1	60.7	67.1	45.9	62.9	55.9	62.1
Important but not the most important	178	107	72	118	60	37	21	21	27	31	33	8	66	71	41	79	99
	35.5	35.9	34.9	33.4	40.3	28.8	44.7	47.0	37.8	29.7	40.1	33.5	29.6	46.0	32.9	38.3	33.5
Not important	23	14	9	12	11	5	4	-	4	2	7	1	7	13	4	12	11
	4.7	4.8	4.5	3.4	7.7	3.6	9.6	-	5.1	2.4	8.8	4.2	3.1	8.1	3.2	5.8	3.9
Don't know	2	1	*	1	*	1	-	-	-	-	-	*	*	-	1	-	2
	0.3	0.4	0.2	0.3	0.3	1.0	-	-	-	-	-	1.6	0.2	-	1.0	-	0.5

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

a. Education

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng serv- ative	Mod. serv- ative	Mid. the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	300	125	175	63	54	52	79	52	154	80	26	44	46	41	144	33	36	21	31	248
	59.6	52.9	65.4	67.4	63.9	54.9	57.3	55.6	52.1	72.7	96.5	57.8	46.4	63.5	61.9	65.7	63.0	36.6	40.7	67.0
Important but not the most important	178	93	85	27	29	39	46	38	125	26	1	28	49	18	77	14	21	33	40	106
	35.5	39.6	31.8	29.0	33.6	41.0	33.4	40.9	42.1	23.4	3.5	36.3	49.1	27.5	33.0	28.5	37.0	56.7	52.4	28.7
Not important	23	18	6	3	1	4	13	3	16	4	-	4	5	6	11	2	-	4	5	14
	4.7	7.5	2.2	3.5	1.0	4.1	9.3	3.0	5.3	3.9	-	5.8	4.5	9.0	4.9	3.4	-	6.7	6.9	3.9
Don't know	2	-	2	-	1	-	-	*	2	-	-	-	-	-	*	1	-	-	-	2
	0.3	-	0.6	-	1.4	-	-	0.4	0.6	-	-	-	-	-	0.2	2.5	-	-	-	0.4

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

a. Education

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Education					Household Income					Union Status		Marital Status			Religion				
	Total	less	Sch'l	Grad	Post	Less	More	Yes,	No	Any	No	Live	Wido	Mar-	Never	Pro-	Cath-	Other	None/	
	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Weighted Base	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77	
Most important issue	300	83	113	50	53	43	59	51	58	63	62	234	188	46	65	108	85	54	51	
Important but not the most important	178	32	51	59	35	21	33	25	36	49	34	143	116	24	38	90	42	19	23	
Not important	23	4	7	6	6	4	2	5	4	5	6	17	15	1	7	10	6	2	3	
Don't know	2	-	-	-	2	-	-	*	-	1	*	1	1	*	-	2	-	-	-	
	0.3	-	-	-	1.7	-	-	0.5	-	1.0	0.4	0.3	0.4	0.6	-	0.8	-	-	-	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

b. Health care

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area					Party Regis.				Permanent Mail Voter			
	North/South Coast/Inlnd					S.F. Central					Non-Part/				Yes	No		
	South	North	Coast	In-	Inlnd	LA	San Diego	Ornge	South	Area	Val-	Other	North	Dem	Rep	Other	Yes	No
	Total	Cal	Cal	Coast	land	LA	San Diego	Ornge	South	Area	Val-	Other	North	Dem	Rep	Other	Yes	No
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	257	156	101	182	75	78	15	25	36	46	40	18	134	64	59	93	164	
	51.1	52.4	49.2	51.5	50.1	60.3	31.8	54.8	49.5	44.9	48.6	70.4	59.9	41.2	47.5	45.1	55.3	
Important but not the most important	199	119	81	142	57	45	24	17	30	46	32	5	78	68	53	91	108	
	39.6	39.9	39.2	40.1	38.6	35.2	51.8	37.9	41.6	44.7	38.1	21.6	34.9	43.8	43.0	44.2	36.4	
Not important	45	23	22	29	16	6	8	3	6	10	10	2	11	22	12	21	24	
	9.0	7.7	10.9	8.2	10.8	4.4	16.4	7.2	8.9	9.8	12.4	8.1	4.9	14.5	9.5	10.4	8.0	
Don't know	1	-	1	1	1	-	-	-	-	1	1	-	1	1	-	1	1	
	0.3	-	0.7	0.2	0.5	-	-	-	-	0.7	1.0	-	0.3	0.5	-	0.3	0.3	

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b. Health care

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng Con- serv- ative	Mod. Con- serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	257	108	149	51	42	48	67	50	128	73	18	42	42	40	114	32	28	22	25	210
	51.1	45.9	55.7	54.4	48.9	50.5	48.7	53.8	43.4	66.1	66.9	55.6	42.5	62.9	49.2	62.9	50.0	37.9	33.1	56.8
Important but not the most important	199	101	99	39	41	35	48	36	133	35	9	23	42	18	98	18	23	22	40	138
	39.6	42.6	37.0	41.9	48.3	37.3	34.8	38.9	44.9	31.6	33.1	30.9	42.7	28.7	42.0	35.1	41.2	38.7	52.4	37.2
Not important	45	26	19	3	2	11	23	5	34	2	-	10	14	5	20	1	5	13	11	22
	9.0	11.1	7.1	3.7	2.8	12.2	16.4	5.7	11.5	1.7	-	13.5	14.0	8.4	8.6	2.0	8.8	22.1	14.5	5.8
Don't know	1	1	1	-	-	-	-	1	1	1	-	-	1	-	1	-	-	1	-	1
	0.3	0.3	0.3	-	-	-	-	1.6	0.3	0.6	-	-	0.8	-	0.3	-	-	1.4	-	0.2

March 2010 Field Poll

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b. Health care

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Education					Household Income					Union Status		Marital Status			Religion				
	Total	Grad-uate or less	Some Col-lege/Trade Sch'l	Col-lege Grad	Post-Grad-uate Work	Less Than \$20K	\$20-40K	\$40-60K	\$60-100K	More Than \$100K	Yes, Any	No	Mar-ried/ Live Tgthr	Separ-ate/ Divor-ced	Never Mar-ried	Pro-tstnt/Chrs-tian	Cath-olic	Other	None/No Pref.	
Weighted Base	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Most important issue	257	76	96	48	36	41	53	44	42	54	50	205	161	39	56	99	84	37	36	
	51.1	63.7	56.4	41.7	37.0	59.9	56.0	54.3	42.9	45.8	48.5	51.8	50.3	54.9	51.3	47.1	62.9	49.5	47.0	
Important but not the most important	199	33	63	54	50	24	36	25	45	52	43	153	125	27	47	90	42	29	32	
	39.6	27.8	36.7	46.3	51.7	35.7	38.5	31.4	46.4	43.9	42.3	38.9	39.0	37.6	43.1	43.1	31.3	39.6	42.0	
Not important	45	9	12	13	11	3	5	11	10	12	9	35	33	5	6	20	8	8	8	
	9.0	7.9	6.9	11.3	11.3	4.4	5.5	13.3	10.7	9.8	9.2	8.9	10.3	7.4	5.6	9.4	5.8	10.1	11.0	
Don't know	1	1	-	1	-	-	-	1	-	1	-	1	1	-	-	1	-	1	-	
	0.3	0.6	-	0.7	-	-	-	1.0	-	0.6	-	0.4	0.5	-	-	0.4	-	0.9	-	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

c. Jobs and the economy

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area					Party Regis.			Permanent Mail Voter				
	North/South Coast/Inlnd					S.F. Central					Non-Part/			Yes	No			
	South	North	Coast	In-	Inlnd	LA	San Diego	Ornge	South	Bay Area	Val-	Other	North	Dem	Rep	Other	Yes	No
	Total	Cal	Cal	Coast	land	LA	San Diego	Ornge	South	Bay Area	Val-	Other	North	Dem	Rep	Other	Yes	No
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Most important issue	346	213	133	241	105	93	31	34	53	63	55	17	162	105	79	141	205	
	68.8	71.6	64.7	68.1	70.4	72.0	67.1	75.4	73.5	61.2	66.4	69.1	72.0	67.9	64.1	68.3	69.1	
Important but not the most important	139	75	64	98	41	33	12	10	17	34	27	6	53	48	38	55	84	
	27.6	25.1	31.2	27.6	27.6	25.6	25.6	22.4	23.2	32.8	32.7	25.3	23.6	31.1	30.5	26.7	28.2	
Not important	15	9	7	13	3	3	3	-	2	4	1	1	10	1	5	8	7	
	3.1	3.0	3.2	3.5	1.9	2.4	7.3	-	3.3	4.3	0.8	5.6	4.4	0.4	4.0	4.1	2.3	
Don't know	3	1	2	3	-	-	-	1	-	2	-	-	-	1	2	2	1	
	0.5	0.3	0.9	0.8	-	-	-	2.1	-	1.7	-	-	-	0.6	1.4	0.9	0.3	

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c. Jobs and the economy

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng Con- serv- ative	Mod. Con- serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	346	168	178	60	58	69	97	62	194	85	24	50	72	43	169	35	27	41	48	257
	68.8	71.1	66.8	64.0	67.8	73.4	70.7	67.1	65.5	76.4	88.2	66.3	72.5	67.3	72.6	70.2	47.3	71.6	63.9	69.4
Important but not the most important	139	59	80	33	24	23	31	28	90	25	3	20	26	19	55	12	27	15	26	99
	27.6	24.9	30.0	35.2	28.1	24.0	22.6	30.5	30.6	22.4	11.8	26.8	25.7	29.6	23.6	24.9	47.3	25.3	34.1	26.6
Not important	15	9	7	1	3	2	7	2	11	1	-	4	2	2	8	1	3	2	2	12
	3.1	3.6	2.5	0.8	3.0	2.6	5.4	2.5	3.6	1.2	-	4.6	1.8	3.1	3.4	1.4	5.4	3.1	2.1	3.3
Don't know	3	1	2	-	1	-	2	-	1	-	-	2	-	-	1	2	-	-	-	3
	0.5	0.4	0.7	-	1.1	-	1.3	-	0.3	-	-	2.3	-	-	0.4	3.5	-	-	-	0.7

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

d. Crime and prisons

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area							Party Regis.			Permanent Mail Voter	
	North/South Coast/Inlnd					S.F. Central							Non-Part/			Yes	No
	Total	Cal	Cal	Coast	In-land	LA	San Diego	Ornge	South	Bay Area	Val-ey	Other North	Dem	Rep	Other	Yes	No
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	138	81	57	87	52	34	14	11	22	23	30	6	64	47	27	61	77
	27.5	27.3	27.8	24.5	34.6	26.1	29.5	23.3	30.3	22.5	35.9	22.7	28.6	30.4	21.8	29.5	26.1
Important but not the most important	295	176	119	216	80	79	25	29	39	61	46	16	132	90	73	118	178
	58.7	59.3	57.8	60.9	53.4	61.5	54.6	65.1	54.8	58.9	55.1	62.1	58.7	58.2	59.4	57.0	59.8
Not important	64	36	28	47	17	13	7	5	11	18	7	4	27	15	22	26	39
	12.8	12.2	13.6	13.4	11.4	10.1	14.4	11.6	14.9	17.8	7.9	15.3	12.0	9.9	17.9	12.4	13.1
Don't know	5	4	2	4	1	3	1	-	-	1	1	-	2	2	1	2	3
	1.0	1.2	0.8	1.2	0.6	2.2	1.5	-	-	0.7	1.0	-	0.7	1.5	1.0	1.1	1.0

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

d. Crime and prisons

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng Con- serv- ative	Mod. Con- serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	138	60	78	24	15	25	42	32	66	44	12	20	36	19	64	11	8	19	18	101
	27.5	25.6	29.2	25.3	18.2	26.8	30.3	34.7	22.2	40.1	44.9	26.1	36.7	30.0	27.4	21.3	14.2	33.8	24.3	27.2
Important but not the most important	295	145	151	58	51	57	78	51	189	54	9	45	54	38	135	30	38	35	43	217
	58.7	61.3	56.4	62.1	60.4	60.4	57.0	54.5	63.8	48.5	33.8	59.0	54.2	58.8	58.2	60.5	66.8	60.5	57.6	58.6
Not important	64	30	34	12	17	10	17	8	39	11	6	10	8	6	30	9	11	3	13	49
	12.8	12.8	12.8	12.7	19.9	11.1	12.7	8.3	13.3	10.0	21.3	13.2	8.4	9.3	13.0	18.2	18.9	4.6	17.0	13.2
Don't know	5	1	4	-	1	2	-	2	2	2	-	1	1	1	3	-	-	1	1	4
	1.0	0.3	1.7	-	1.4	1.7	-	2.5	0.8	1.5	-	1.6	0.7	1.9	1.4	-	-	1.2	1.1	1.0

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

e. Taxes

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area					Party Regis.				Permanent Mail Voter		
	Total	Cal	Cal	Coast	Inland	LA	San Diego	Orange	South	S.F. Bay Area	Central Valley	Other	North	Dem	Rep	Other/Part	Yes
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	238	156	82	160	78	62	22	32	38	32	40	12	94	94	50	100	138
	47.3	52.3	40.1	45.1	52.6	47.8	47.8	71.3	53.1	30.9	48.7	47.0	41.8	60.5	40.8	48.5	46.5
Important but not the most important	207	109	98	154	53	53	19	10	25	59	31	9	96	54	58	83	124
	41.2	36.8	47.6	43.5	35.9	41.4	41.6	22.7	34.7	57.5	37.6	36.7	42.6	34.8	46.7	40.3	41.8
Not important	51	30	21	37	14	12	5	3	8	10	9	4	32	6	13	21	30
	10.1	10.0	10.2	10.4	9.4	9.1	10.6	6.1	11.3	9.9	10.7	16.3	14.3	3.6	10.5	10.0	10.2
Don't know	7	3	4	4	3	2	-	-	1	2	3	-	3	2	2	2	5
	1.4	0.9	2.1	1.1	2.1	1.7	-	-	0.9	1.7	3.0	-	1.3	1.2	2.0	1.2	1.6

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

e. Taxes

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng Con- serv- ative	Mod. Con- serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	238	105	132	39	36	43	71	49	135	49	18	41	67	41	95	20	16	44	41	153
	47.3	44.7	49.6	42.1	42.2	45.6	51.6	52.6	45.5	44.6	67.2	54.5	67.0	63.0	41.1	39.1	27.6	76.5	54.6	41.3
Important but not the most important	207	99	108	41	40	40	49	37	128	44	7	28	31	18	109	23	25	13	29	165
	41.2	42.1	40.4	43.6	46.8	43.0	36.0	39.6	43.3	39.3	27.3	37.0	31.4	28.7	46.9	46.4	44.5	22.2	38.8	44.6
Not important	51	27	23	12	9	10	14	5	30	14	2	6	1	5	22	7	15	1	3	47
	10.1	11.6	8.7	13.3	11.0	10.7	10.1	5.3	10.0	12.6	5.5	8.5	0.7	8.3	9.6	14.5	26.7	1.3	3.5	12.8
Don't know	7	4	3	1	-	1	3	2	3	4	-	-	1	-	6	-	1	-	2	5
	1.4	1.6	1.2	1.0	-	0.7	2.3	2.5	1.1	3.5	-	-	0.8	-	2.4	-	1.2	-	3.1	1.3

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

e. Taxes

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Education					Household Income					Union Status		Marital Status			Religion				
	Total	less	Sch'l	Grad	Post	Less	More	Yes,	No	Any	No	Live	Wido	Mar-	Never	Pro-	Cath-	Other	None/	
	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Weighted Base	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77	
Most important issue	238	56	92	50	39	26	40	35	48	61	53	182	158	36	43	108	71	29	26	
Important but not the most important	207	46	63	50	49	27	44	36	43	45	39	165	120	30	57	84	46	34	40	
Not important	51	11	16	16	8	10	8	10	7	12	9	42	37	5	9	15	15	12	8	
Don't know	7	5	-	1	1	5	2	-	-	-	1	5	6	1	-	2	2	-	3	
	1.4	4.6	-	0.8	0.7	7.8	1.9	-	-	-	0.9	1.4	2.0	0.9	-	1.2	1.5	-	3.3	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

f. Illegal immigration

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area							Party Regis.			Permanent Mail Voter		
	North/South Coast/Inlnd					S.F. Central							Non-Part/			Yes	No	
	South	North	Coast	In-		LA	San	Ornge	South	Bay	Val-	Other	North	Dem	Rep	Other/	Yes	No
	Cal	Cal	Coast	land		LA	Diego	Ornge	South	Area	ey	North	Dem	Rep	Other/	Yes	No	
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Most important issue	187	117	70	126	61	52	18	14	31	35	30	7	61	89	37	81	106	
	37.3	39.4	34.2	35.7	41.0	40.1	40.2	31.1	43.6	33.8	35.9	28.7	27.2	57.5	30.0	39.3	35.8	
Important but not the most important	228	128	100	161	67	58	14	24	28	48	44	12	115	55	58	88	140	
	45.4	43.0	48.8	45.4	45.2	44.8	31.0	53.5	38.7	47.0	52.6	48.6	51.4	35.3	47.0	42.9	47.1	
Not important	85	50	35	65	20	19	13	7	11	20	10	5	45	11	28	36	49	
	16.9	16.9	16.9	18.4	13.2	14.5	28.8	15.4	15.9	19.2	11.5	21.1	20.2	7.2	23.0	17.4	16.5	
Don't know	3	2	*	2	1	1	-	-	1	-	-	*	3	-	-	1	2	
	0.5	0.7	0.2	0.5	0.6	0.6	-	-	1.9	-	-	1.6	1.1	-	-	0.4	0.6	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

f. Illegal immigration

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng Con- serv- ative	Mod. Con- serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	187	95	92	26	32	38	51	41	108	43	14	26	61	38	70	14	4	39	36	113
	37.3	40.3	34.5	27.9	37.3	40.4	37.1	43.8	36.6	38.7	52.3	34.0	61.0	59.8	30.1	28.6	6.9	67.3	47.9	30.4
Important but not the most important	228	97	131	47	34	43	65	41	133	51	10	36	34	22	119	29	25	16	30	182
	45.4	41.1	49.1	50.0	39.6	45.3	47.0	43.6	45.1	45.8	35.0	46.9	34.2	33.9	51.1	57.0	43.9	28.5	40.0	49.1
Not important	85	42	43	21	20	13	21	10	53	16	3	14	4	3	43	7	28	2	9	73
	16.9	17.6	16.2	22.1	23.1	14.3	15.3	10.8	18.0	14.7	12.7	18.1	4.0	5.0	18.4	14.4	49.2	4.2	12.2	19.8
Don't know	3	2	*	-	-	-	1	2	1	1	-	1	1	1	1	-	-	-	-	3
	0.5	0.9	0.1	-	-	-	0.6	1.8	0.3	0.8	-	1.0	0.8	1.4	0.4	-	-	-	-	0.7

March 2010 Field Poll

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f. Illegal immigration

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Education					Household Income					Union Status		Marital Status			Religion				
	Total	Some Grad-uate or less	Some Col-lege/Trade Sch'l	Col-lege Grad	Post-Grad-uate Work	Less Than \$20K	\$20K -40K	\$40K -60K	\$60K -100K	More Than \$100K	Yes, Any	No	Mar-ried/ Live Tgthr	Separ-ate/ Divor-ced	Never Mar-ried	Pro-tstnt/Chrs-tian	Cath-olic	Other	None/No Pref.	
Weighted Base	503 100.0	119 100.0	171 100.0	116 100.0	97 100.0	68 100.0	94 100.0	81 100.0	98 100.0	119 100.0	102 100.0	395 100.0	321 100.0	72 100.0	110 100.0	209 100.0	134 100.0	75 100.0	77 100.0	
Most important issue	187 37.3	58 49.0	66 38.8	33 28.6	29 29.8	26 37.7	43 46.1	29 36.0	32 32.6	40 34.1	37 36.1	149 37.7	127 39.7	26 36.3	33 30.4	92 44.0	55 41.2	19 26.0	19 24.8	
Important but not the most important	228 45.4	46 38.4	80 47.0	55 47.8	47 48.5	36 52.4	31 33.4	38 46.6	53 54.4	49 41.7	49 47.9	176 44.5	142 44.1	36 50.2	51 46.1	91 43.3	57 42.4	40 53.1	35 45.9	
Not important	85 16.9	13 10.8	24 14.2	27 23.2	21 21.7	5 8.0	18 19.7	14 17.5	12 12.6	29 24.3	16 16.0	67 17.1	50 15.7	10 13.5	25 22.8	25 11.9	21 15.7	16 20.9	23 29.3	
Don't know	3 0.5	2 1.8	- -	* 0.3	- -	1 1.9	1 0.9	- -	* 0.4	- -	- -	3 0.6	2 0.6	- -	1 0.7	2 0.8	1 0.7	- -	- -	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

g. Environmental protection

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area					Party Regis.				Permanent Mail Voter		
	North/South Coast/Inlnd					S.F. Central					Non-Part/				Yes	No	
	Total	Cal	Cal	Coast	In-land	LA	San Diego	Ornge	South	Bay Area	Val-ey	Other North	Dem	Rep	Other	Yes	No
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	130	83	48	95	36	45	4	10	22	27	15	7	78	21	31	57	73
	25.9	27.8	23.1	26.7	23.9	34.7	8.5	22.4	30.9	26.1	18.5	28.4	34.6	13.7	25.4	27.8	24.6
Important but not the most important	256	155	100	191	65	67	27	23	35	55	36	11	116	67	72	90	166
	50.8	52.2	48.8	53.9	43.5	52.2	58.9	51.6	49.3	53.5	43.8	44.5	51.8	43.5	58.3	43.6	55.9
Not important	113	59	55	66	47	17	15	11	14	20	30	6	29	65	19	57	56
	22.5	19.7	26.6	18.6	31.7	13.1	32.6	24.1	19.7	19.7	36.3	23.2	13.1	41.8	15.5	27.7	18.9
Don't know	4	1	3	3	1	-	-	1	-	1	1	1	1	2	1	2	2
	0.8	0.3	1.4	0.7	0.8	-	-	1.9	-	0.7	1.5	3.9	0.5	1.1	0.8	1.0	0.6

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

g. Environmental protection

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng Con- serv- ative	Mod. Con- serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	130	55	75	33	27	23	25	22	51	48	13	23	21	17	55	16	21	6	8	116
	25.9	23.4	28.1	35.5	32.1	24.3	18.5	23.2	17.1	43.1	46.7	30.6	20.9	27.1	23.8	32.5	36.3	10.6	11.0	31.3
Important but not the most important	256	121	134	46	39	49	72	51	162	51	10	33	34	31	131	28	32	17	40	198
	50.8	51.4	50.3	49.1	45.5	52.0	52.2	54.3	54.9	46.3	36.4	44.0	34.0	48.7	56.3	55.2	56.5	30.4	53.1	53.5
Not important	113	58	55	14	19	22	37	20	79	12	5	19	45	15	45	5	4	34	26	53
	22.5	24.8	20.5	15.4	22.5	23.7	27.1	21.7	26.7	10.6	17.0	25.4	45.1	22.8	19.2	9.9	7.2	59.1	34.8	14.3
Don't know	4	1	3	-	-	-	3	1	4	-	-	-	-	1	2	1	-	-	1	3
	0.8	0.4	1.1	-	-	-	2.2	0.8	1.3	-	-	-	-	1.4	0.7	2.4	-	-	1.2	0.8

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

g. Environmental protection

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Education					Household Income					Union Status		Marital Status			Religion				
	Total	less	Sch'l	Grad	Post	Less	More	Yes,	No	Live	Wido	Mar-	Never	Pro-	Cath-	Other	None/			
	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Weighted Base	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77	
Most important issue	130	43	47	18	21	22	27	17	21	25	24	102	74	18	38	45	38	22	26	
Important but not the most important	256	49	95	61	51	35	50	44	51	59	51	203	164	35	57	95	73	42	39	
Not important	113	23	29	37	24	9	15	19	26	33	25	88	82	16	15	68	22	9	13	
Don't know	4	3	-	1	-	1	1	-	-	1	2	2	1	3	-	1	2	1	-	
	0.8	2.5	-	0.8	-	1.1	1.0	-	-	0.7	2.0	0.4	0.3	4.1	-	0.6	1.2	1.3	-	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

h. Gasoline prices and energy

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area					Party Regis.			Permanent Mail Voter				
	Total	Cal	Cal	Coast	Inland	LA	San Diego	Orange	South	S.F. Bay Area	Central Valley	Other	North	Dem	Rep	Other/	Yes	No
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	146	92	55	92	54	43	10	12	23	18	28	11	67	54	26	60	87	
	29.1	30.8	26.7	26.0	36.5	33.7	22.3	27.5	32.1	17.1	34.1	45.6	30.0	34.6	20.7	28.9	29.3	
Important but not the most important	273	163	110	199	75	68	28	25	39	61	42	11	124	77	73	109	164	
	54.4	54.9	53.6	56.1	50.1	52.9	60.2	56.4	53.8	58.7	51.1	42.0	55.2	49.5	58.8	52.9	55.4	
Not important	78	40	39	59	19	15	8	7	10	23	12	3	30	25	24	37	41	
	15.6	13.4	18.8	16.7	13.0	11.6	17.5	16.1	13.4	22.5	14.8	12.4	13.5	15.9	19.0	18.0	14.0	
Don't know	5	3	2	4	1	2	-	-	1	2	-	-	3	-	2	1	4	
	0.9	1.0	0.9	1.2	0.3	1.8	-	-	0.7	1.7	-	-	1.3	-	1.4	0.2	1.4	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

h. Gasoline prices and energy

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng Con- serv- ative	Mod. Con- serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	146	60	86	27	25	22	42	30	70	47	14	17	38	31	52	18	7	21	19	107
	29.1	25.6	32.3	29.3	29.2	22.9	30.9	32.6	23.8	42.1	52.3	22.7	37.7	48.6	22.5	36.8	12.2	36.4	24.5	28.9
Important but not the most important	273	123	150	55	45	56	72	45	173	56	9	40	48	27	136	25	37	28	46	200
	54.4	52.3	56.2	59.2	53.1	59.7	52.3	48.2	58.3	50.3	31.9	52.3	48.0	42.6	58.5	49.6	65.9	48.2	60.4	54.1
Not important	78	51	28	11	13	16	21	17	51	6	4	19	14	6	42	6	11	9	11	58
	15.6	21.6	10.3	11.6	15.8	17.4	15.5	17.9	17.2	5.3	15.8	25.1	14.3	8.8	18.0	11.9	19.1	15.5	15.0	15.7
Don't know	5	1	3	-	2	-	2	1	2	3	-	-	-	-	2	1	2	-	-	5
	0.9	0.5	1.2	-	1.8	-	1.3	1.4	0.7	2.3	-	-	-	-	1.0	1.6	2.8	-	-	1.2

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

h. Gasoline prices and energy

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Education				Household Income						Union Status		Marital Status			Religion				
	Total	less	Sch'l	Grad	Post	Grad-	Less	Than	\$20	\$40	\$60-	More	Yes,	No	Mar-	Separ	Never	Pro-	Cath-	None/
Weighted Base	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Most important issue	146	47	65	15	18	23	36	25	25	21	33	111	90	22	34	63	53	16	14	
	29.1	39.8	38.3	12.6	18.8	34.6	38.3	31.3	26.0	17.7	32.3	28.0	28.1	30.8	31.2	29.9	39.5	20.9	18.5	
Important but not the most important	273	55	87	82	50	38	48	45	56	62	49	221	172	40	61	121	68	41	41	
	54.4	46.3	51.0	70.6	51.4	56.1	51.3	55.2	57.7	52.5	48.4	56.1	53.7	56.5	55.3	57.7	50.7	54.7	52.6	
Not important	78	13	18	18	29	3	10	9	16	35	20	58	56	9	13	25	12	18	19	
	15.6	11.3	10.7	15.4	29.8	4.8	10.4	11.6	16.3	29.8	19.3	14.7	17.3	12.7	12.0	12.2	9.2	24.4	24.6	
Don't know	5	3	-	2	-	3	-	2	-	-	-	5	3	-	2	1	1	-	3	
	0.9	2.6	-	1.4	-	4.5	-	1.9	-	-	-	1.2	1.0	-	1.4	0.2	0.6	-	4.3	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

i. The state budget deficit

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area					Party Regis.				Permanent Mail Voter			
	Total	Cal	Cal	Coast	Inland	LA	San Diego	Ornge	South	S.F. Bay Area	Central Valley	Other	North	Dem	Rep	Other	Yes	No
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	344	196	147	233	111	81	30	35	45	67	66	19	142	116	85	146	198	
	68.3	66.0	71.8	65.7	74.6	63.1	66.0	77.8	62.1	65.2	80.0	74.8	63.5	75.0	68.8	70.7	66.7	
Important but not the most important	139	87	52	107	32	39	13	10	24	34	13	6	70	36	33	51	87	
	27.6	29.3	25.2	30.2	21.5	29.9	28.7	22.2	34.0	33.0	15.7	22.3	31.1	23.4	26.5	24.9	29.5	
Not important	20	14	6	15	6	9	2	-	3	2	4	1	12	3	6	9	11	
	4.1	4.8	3.0	4.1	3.9	7.0	5.3	-	3.8	1.8	4.3	3.0	5.4	1.7	4.6	4.4	3.8	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

i. The state budget deficit

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng Con- serv- ative	Mod. Con- serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	344	168	176	72	49	58	100	65	197	76	19	58	77	45	163	32	27	45	59	239
	68.3	71.0	65.9	76.7	57.9	61.2	72.9	70.0	66.6	68.3	69.2	76.3	77.0	69.8	70.1	64.6	47.4	79.0	78.0	64.7
Important but not the most important	139	58	80	21	31	30	32	25	90	27	7	15	22	14	59	17	26	12	16	111
	27.6	24.8	30.1	22.6	36.0	31.5	23.6	27.1	30.3	24.8	25.1	19.5	22.3	22.5	25.5	34.0	45.7	21.0	20.9	30.0
Not important	20	10	11	1	5	7	5	3	9	8	2	3	1	5	10	1	4	-	1	20
	4.1	4.2	4.0	0.7	6.1	7.4	3.6	2.9	3.0	6.8	5.8	4.2	0.7	7.8	4.3	1.5	6.9	-	1.1	5.3
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

i. The state budget deficit

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Education					Household Income					Union Status		Marital Status			Religion				
	Total	H.S. Grad-uate or less	Some Col-lege/Trade Sch'l	Col-lege Grad	Post-Grad-uate Work	Less Than \$20K	\$20-40K	\$40-60K	\$60-100K	More Than \$100K	Yes, Any	No	Mar-ried/ Live Tgthr	Separ- Divor- wed	Never Mar-ried	Pro-tstnt /Chrs-tian	Cath-olic	Other	None/ No Pref.	
Weighted Base	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Most important issue	344	81	121	77	64	48	55	56	67	89	68	270	220	43	80	140	93	45	58	
	68.3	68.0	71.0	66.1	66.3	70.2	58.2	69.1	68.4	75.2	66.0	68.4	68.4	59.8	73.4	66.8	69.5	60.9	75.1	
Important but not the most important	139	31	46	35	27	17	32	22	28	27	32	106	90	25	24	63	36	25	14	
	27.6	26.1	26.9	30.3	27.6	25.6	33.9	26.8	28.5	23.1	31.7	27.0	27.9	34.7	22.4	30.0	27.0	33.8	18.3	
Not important	20	7	3	4	6	3	7	3	3	2	2	18	12	4	5	7	5	4	5	
	4.1	5.8	2.0	3.6	6.0	4.2	7.8	4.1	3.1	1.7	2.2	4.6	3.7	5.5	4.3	3.2	3.5	5.3	6.6	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

j. Water

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area					Party Regis.			Permanent Mail Voter			
	North/South Coast/Inlnd					S.F. Central					Non-Part/Other			Yes	No		
	South Cal	North Cal	Coast	In-land	Inland	LA	San Diego	Ornge	South	Bay Area	Val-ey	Other North	Dem	Rep	Other	Yes	No
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	181	102	79	128	54	46	16	13	24	40	34	9	77	53	51	88	93
	36.0	34.2	38.6	36.0	35.9	35.4	33.8	28.5	33.9	38.5	41.5	33.8	34.5	34.1	41.1	42.9	31.2
Important but not the most important	257	164	92	184	73	71	27	27	37	46	36	13	123	77	56	91	165
	51.0	55.3	44.9	51.9	48.9	55.3	57.9	59.6	51.7	44.2	43.0	53.6	54.9	49.9	45.5	44.2	55.8
Not important	62	29	32	40	22	12	3	4	10	17	12	3	22	23	17	24	38
	12.3	9.9	15.7	11.3	14.5	9.2	6.7	9.3	14.3	16.7	14.2	12.6	9.8	14.9	13.4	11.6	12.7
Don't know	4	2	2	3	1	-	1	1	-	1	1	-	2	2	-	3	1
	0.7	0.6	0.8	0.7	0.7	-	1.6	2.6	-	0.7	1.2	-	0.8	1.1	-	1.3	0.3

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

j. Water

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng serv- ative	Mod. serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	181	79	102	32	26	27	49	46	95	50	13	25	36	25	84	18	18	20	20	141
	36.0	33.4	38.3	34.7	30.4	29.2	36.0	49.4	32.2	45.3	47.6	32.7	36.2	38.9	36.2	35.1	32.4	34.9	26.6	38.1
Important but not the most important	257	124	133	54	42	53	68	40	154	53	10	43	44	31	125	26	30	25	44	188
	51.0	52.6	49.6	57.9	48.9	56.7	49.4	42.7	52.1	48.0	35.4	56.7	44.7	48.3	53.8	52.5	52.5	43.0	57.7	50.9
Not important	62	33	29	7	18	13	18	6	44	7	5	8	17	7	22	6	9	12	11	39
	12.3	14.0	10.7	7.4	20.7	14.2	13.0	6.4	14.8	6.1	17.0	10.5	17.4	11.0	9.7	12.5	15.1	20.4	14.7	10.5
Don't know	4	-	4	-	-	-	2	1	3	1	-	-	2	1	1	-	-	1	1	2
	0.7	-	1.4	-	-	-	1.6	1.5	1.0	0.6	-	-	1.8	1.8	0.3	-	-	1.8	1.0	0.5

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

j. Water

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Education					Household Income					Union Status		Marital Status			Religion			
	Total	less	Sch'l	Grad	Post	Less	More	Yes,	No	Mar-	Separ	Never	Pro-	Cath-	Other	None/			
	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Weighted Base	503	119	171	116	97	68	94	81	98	119	102	395	321	72	110	209	134	75	77
Most important issue	181	54	70	30	26	23	41	28	34	36	32	146	116	30	35	67	58	25	31
Important but not the most important	257	48	80	72	57	36	42	46	54	60	61	193	165	29	62	113	55	41	39
Not important	62	15	20	14	13	8	11	7	10	22	9	52	38	11	13	28	19	8	7
Don't know	4	2	1	1	-	1	-	1	-	1	-	4	2	2	-	1	2	1	-
	0.7	1.4	0.7	0.6	-	1.7	-	0.9	-	0.6	-	0.9	0.5	2.7	-	0.4	1.7	0.9	-

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

k. Global warming

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area							Party Regis.			Permanent Mail Voter		
	North/South Coast/Inlnd					S.F. Central							Non-Part/			Yes	No	
	South	North	Coast	In-	Inland	LA	San Diego	Ornge	South	Bay Area	Val-	Other	North	Dem	Rep	Other	Yes	No
	Total	Cal	Cal	Coast	land	LA	San Diego	Ornge	South	Bay Area	Val-	Other	North	Dem	Rep	Other	Yes	No
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	116	71	44	87	28	39	6	7	16	26	15	7	70	20	26	49	66	
	23.0	24.0	21.5	24.7	18.8	30.6	13.4	16.1	22.2	24.8	17.5	26.7	31.1	12.9	20.9	23.8	22.4	
Important but not the most important	206	126	80	150	56	58	17	17	32	41	31	11	104	42	61	82	124	
	40.9	42.4	38.9	42.2	37.9	45.3	36.8	36.8	44.1	40.0	36.8	41.8	46.2	26.9	49.0	39.8	41.7	
Not important	175	96	80	113	62	30	23	19	23	36	37	7	48	91	37	73	103	
	34.9	32.2	38.8	31.9	41.9	23.1	49.8	43.0	31.9	35.2	44.7	27.8	21.2	58.8	29.6	35.2	34.7	
Don't know	6	4	2	4	2	1	-	2	1	-	1	1	3	2	1	3	4	
	1.2	1.5	0.8	1.1	1.4	1.0	-	4.1	1.9	-	1.0	3.7	1.5	1.4	0.5	1.2	1.2	

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

k. Global warming

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng serv- ative	Mod. serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	116	53	63	29	25	20	17	25	44	44	14	16	14	18	50	18	15	6	5	104
	23.0	22.4	23.4	30.6	29.7	21.6	12.1	26.5	14.7	39.8	51.3	21.2	14.1	27.5	21.7	36.5	26.8	10.0	7.2	28.2
Important but not the most important	206	91	115	38	32	38	64	34	122	44	7	34	25	19	106	23	32	8	29	168
	40.9	38.6	43.0	40.5	37.5	40.2	47.0	36.4	41.4	40.1	27.3	44.3	25.4	29.6	45.6	46.2	57.2	14.1	38.8	45.5
Not important	175	88	87	26	28	35	54	33	125	21	6	25	59	26	74	9	8	42	40	93
	34.9	37.3	32.7	27.9	32.8	36.8	39.1	35.5	42.3	19.2	21.4	32.4	59.0	40.0	31.8	17.4	14.8	73.3	53.1	25.2
Don't know	6	4	2	1	-	1	2	1	5	1	-	2	1	2	2	-	1	1	1	4
	1.2	1.6	0.9	1.0	-	1.4	1.8	1.6	1.6	0.8	-	2.1	1.5	2.9	0.9	-	1.2	2.6	0.9	1.1

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

1. Reforming the state constitution

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Region					Area							Party Regis.			Permanent Mail Voter	
	North/South Coast/Inlnd					S.F. Central							Non-Part/			Yes	No
	Total	Cal	Cal	Coast	In-land	LA	San Diego	Ornge	South	Bay Area	Val-ey	Other North	Dem	Rep	Other	Yes	No
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Weighted Base	503	298	205	354	149	129	46	45	72	103	83	25	224	155	124	206	297
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	126	71	54	90	35	22	14	12	21	32	18	6	57	33	36	55	71
	25.0	24.0	26.4	25.5	23.8	17.4	29.4	26.9	29.2	31.4	21.5	25.8	25.3	21.5	28.8	26.6	23.8
Important but not the most important	183	106	77	128	55	50	14	18	24	31	33	13	79	56	48	78	105
	36.4	35.5	37.6	36.1	37.1	38.6	30.2	40.5	33.0	30.1	40.1	51.7	35.4	35.9	38.7	37.8	35.4
Not important	164	101	62	114	50	46	17	13	22	33	28	4	70	57	37	56	108
	32.5	34.0	30.3	32.2	33.3	35.4	37.1	28.4	31.3	31.9	34.2	17.4	31.1	36.6	30.0	27.1	36.3
Don't know	31	19	12	22	9	11	2	2	5	7	3	1	19	9	3	18	13
	6.1	6.5	5.6	6.3	5.8	8.7	3.3	4.2	6.5	6.6	4.2	5.1	8.3	5.9	2.5	8.5	4.5

March 2010 Field Poll

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1. Reforming the state constitution

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Gender		Age					Ethnicity					Political ideology					Tea Party Identification		
	Total	Male	Fe- male	18-29	30-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Black	Asian/ Other	Strng Con- serv- ative	Mod. Con- serv- ative	Mid. of the Road	Mod. lib- eral	Strng lib- eral	A lot	Some	All Othrs
Weighted Base	503	236	267	94	85	94	137	93	296	111	27	76	100	64	232	50	57	57	75	370
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Most important issue	126	64	61	22	21	22	39	22	68	33	11	16	28	18	57	11	12	13	17	96
	25.0	27.3	23.0	24.0	24.7	23.2	28.3	23.2	23.1	29.5	38.9	21.3	28.5	27.4	24.5	21.6	21.3	22.3	21.9	26.1
Important but not the most important	183	77	106	39	28	35	44	36	116	40	6	23	29	25	93	17	19	13	29	141
	36.4	32.6	39.7	42.1	33.3	37.4	32.0	38.8	39.4	36.1	20.6	29.9	28.7	38.5	40.1	33.7	34.3	23.3	38.0	38.1
Not important	164	86	78	30	34	35	42	22	91	33	10	31	33	18	68	21	24	25	26	113
	32.5	36.4	29.1	31.6	40.2	37.7	30.5	24.1	30.8	29.5	36.2	41.3	32.8	27.4	29.3	41.4	42.9	43.0	33.8	30.6
Don't know	31	9	22	2	1	2	13	13	20	5	1	6	10	4	14	2	1	7	5	20
	6.1	3.8	8.2	2.2	1.8	1.7	9.2	13.9	6.7	4.9	4.3	7.5	10.0	6.8	6.1	3.3	1.4	11.4	6.3	5.3

March 2010 Field Poll

Q.13 Thinking about the November election for Governor, how important will the candidates' positions on each of the following issues be to you in deciding whom you would support?

1. Reforming the state constitution

How important will the gubernatorial candidates' positions on this be to you -- the most important issue, an important issue but not the most important issue, or not an important issue?

Base: Registered voters (Cross-Section Sample)

	Education					Household Income					Union Status		Marital Status			Religion				
	Total	H.S. Grad-uate or less	Some Col-lege/Trade Sch'l	Col-lege Grad	Post-Grad-uate Work	Less Than \$20K	\$20-40K	\$40-60K	\$60-100K	More Than \$100K	Yes, Any	No	Mar-ried/ Live Tgthr	Separ-ate/ Divor-ced	Never Mar-ried	Pro-tstnt/Chr-s-tian	Cath-olic	Other	None/No Pref.	
Weighted Base	503 100.0	119 100.0	171 100.0	116 100.0	97 100.0	68 100.0	94 100.0	81 100.0	98 100.0	119 100.0	102 100.0	395 100.0	321 100.0	72 100.0	110 100.0	209 100.0	134 100.0	75 100.0	77 100.0	
Most important issue	126 25.0	33 27.8	38 22.5	20 16.9	34 34.9	15 22.7	25 27.0	18 22.7	23 23.4	30 25.7	23 22.3	101 25.7	77 24.1	20 27.7	28 25.3	47 22.3	35 26.0	22 29.7	20 26.2	
Important but not the most important	183 36.4	43 35.9	67 39.3	44 37.7	29 30.4	24 34.7	35 37.5	30 37.7	38 39.2	37 31.5	47 46.2	133 33.8	122 37.9	23 32.4	38 34.7	76 36.2	45 33.8	27 36.3	33 42.4	
Not important	164 32.5	35 29.6	52 30.7	45 38.6	31 32.4	22 32.8	26 27.4	28 34.9	31 31.4	48 40.1	24 23.9	138 35.0	102 31.8	22 30.4	40 36.2	71 34.1	42 31.3	24 32.5	23 30.1	
Don't know	31 6.1	8 6.7	13 7.5	8 6.7	2 2.4	7 9.7	8 8.2	4 4.8	6 6.1	3 2.7	8 7.7	22 5.6	20 6.2	7 9.5	4 3.7	16 7.5	12 8.9	1 1.6	1 1.3	