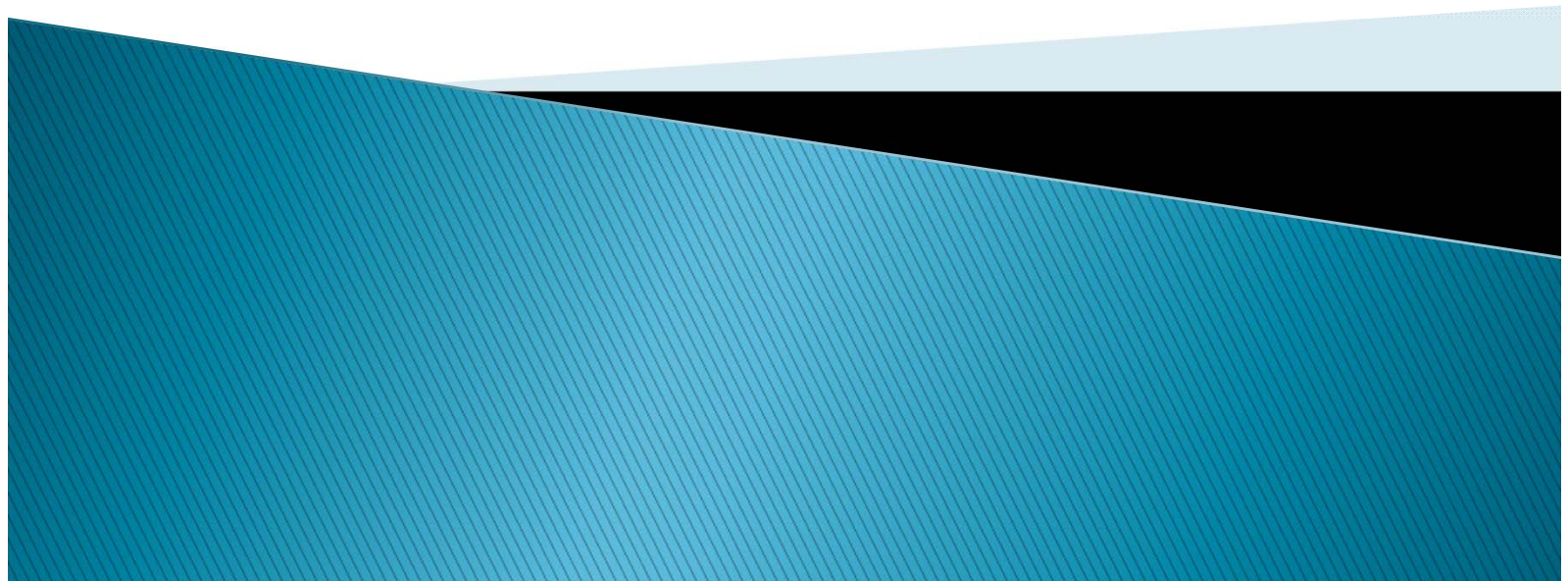


Trend of Voting Preferences on California Ballot Initiatives in the 2012 Election:

presented by
Mark DiCamillo
Director, *The Field Poll*

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Pacific Chapter, American Association
for Public Opinion Research



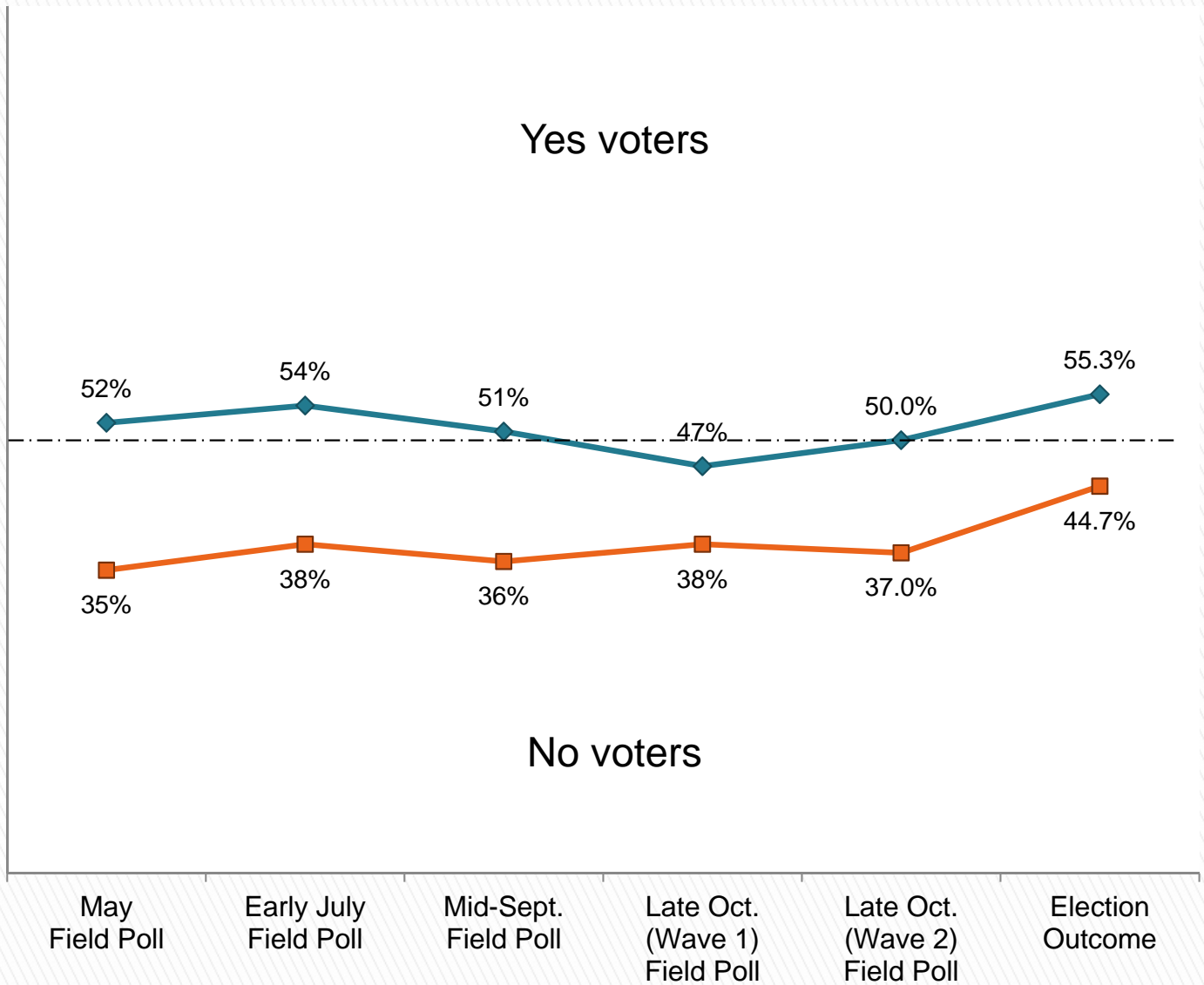
Statewide Ballot Propositions in California's 2012 Elections

Among the 11 statewide ballot initiatives included in the 2012 elections in California were 8 salient measures tracked by the state's major public polls. They included:

- ▶ **Prop. 30, Governor Brown's tax increase initiative for the schools.**
- ▶ **Prop. 31, a state budget reform initiative sponsored by California Forward.**
- ▶ **Prop. 32, a business-sponsored initiative to prohibit union payroll deductions for political contributions.**
- ▶ **Prop. 34, to repeal the death penalty and replace it with life in prison without the possibility of parole.**
- ▶ **Prop. 36, to modify the state's "three strikes" criminal sentencing law.**
- ▶ **Prop. 37, to require labeling for all genetically modified foods.**
- ▶ **Prop. 38, an alternate school funding tax increase initiative sponsored by wealthy civil rights attorney Molly Munger.**
- ▶ **Prop. 39, an initiative modifying the way multi-national businesses are taxed, sponsored by wealthy hedge fund manager Tom Steyer.**

Table 2

Trend of California voter preferences on Prop. 30, the Governor's tax increase initiative



Factors affecting voting preferences on Proposition 30

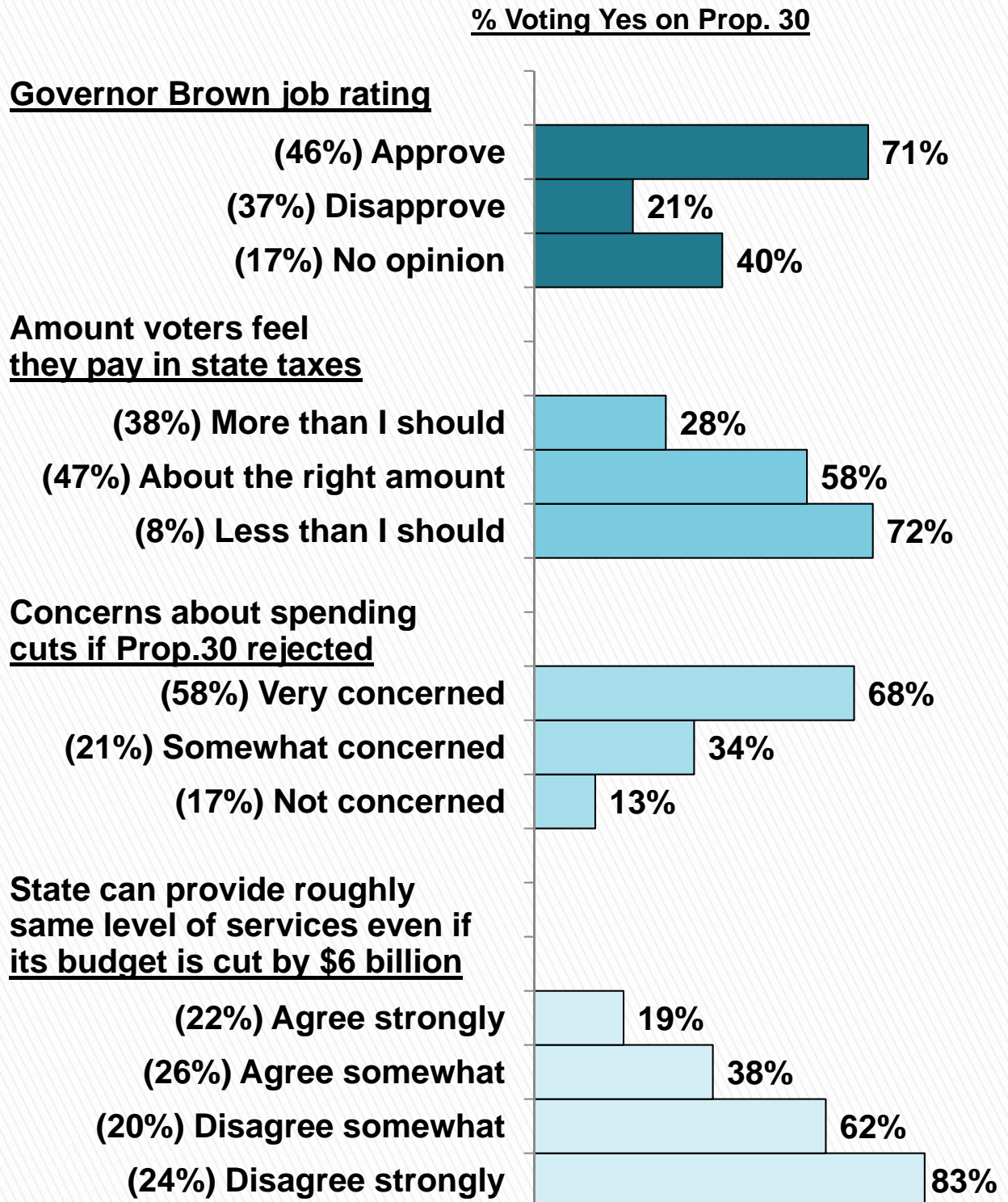


Table 4

Trend of California voter preferences on Prop. 31, the state budget reform initiative

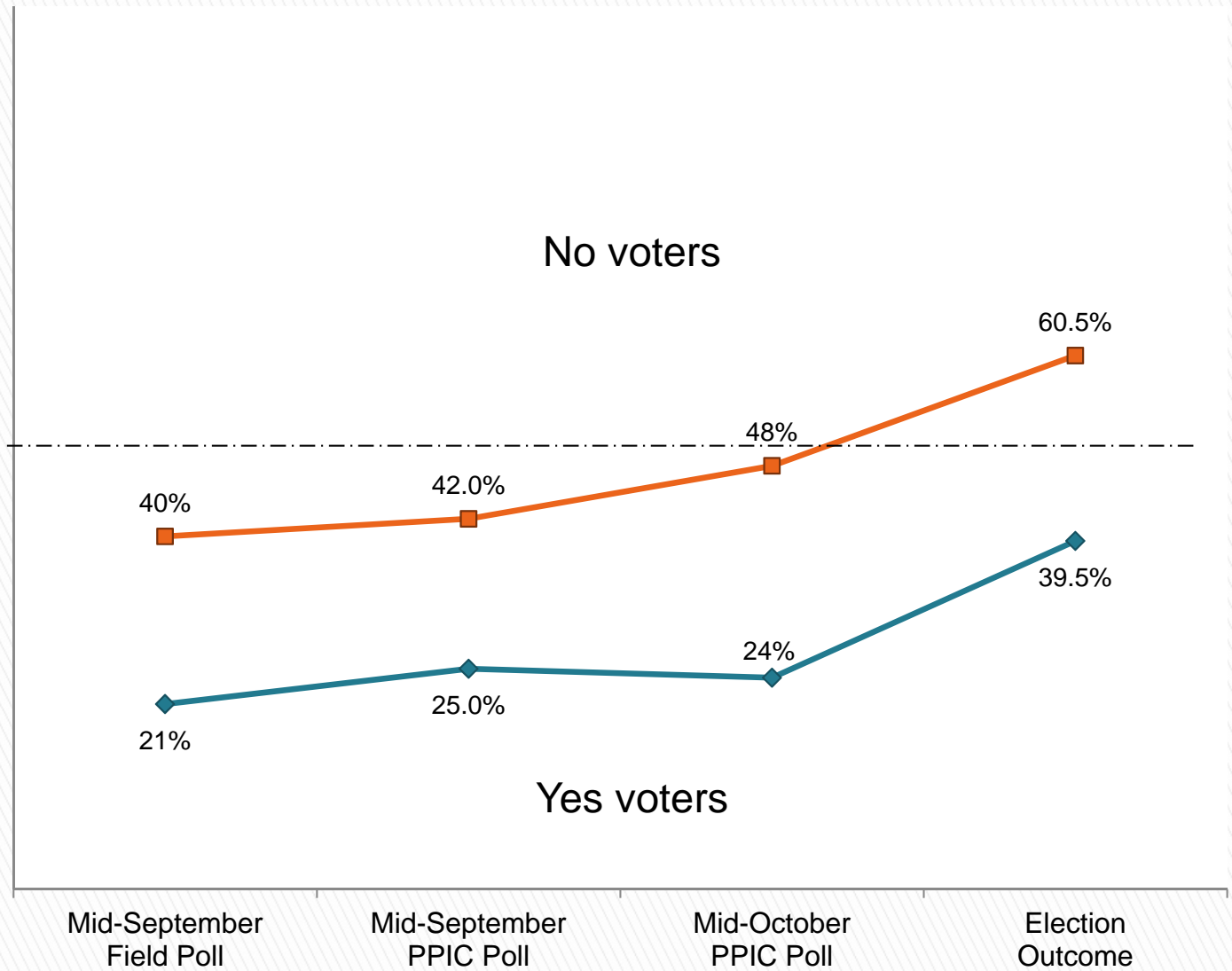


Table 5

Trend of California voter preferences on Prop. 32, the payroll deductions for political contributions initiative

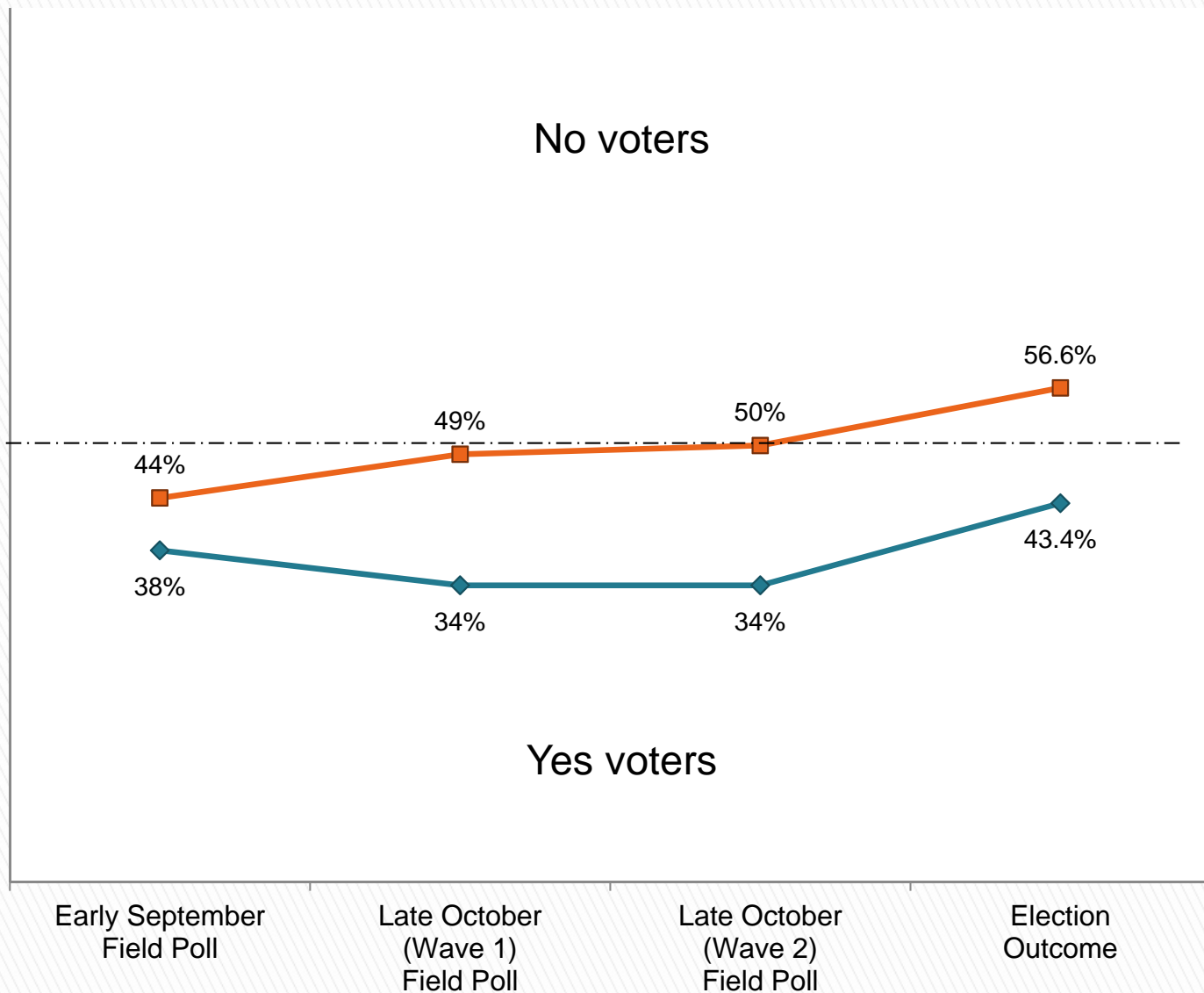
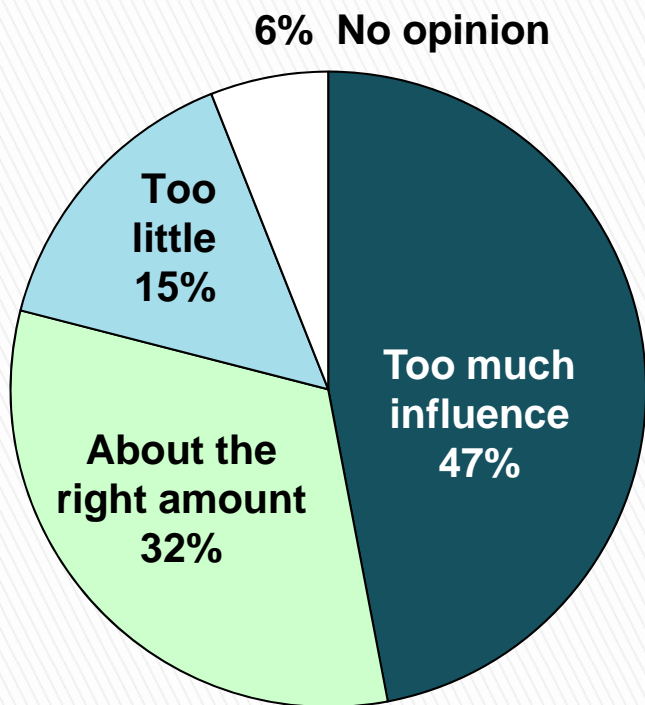
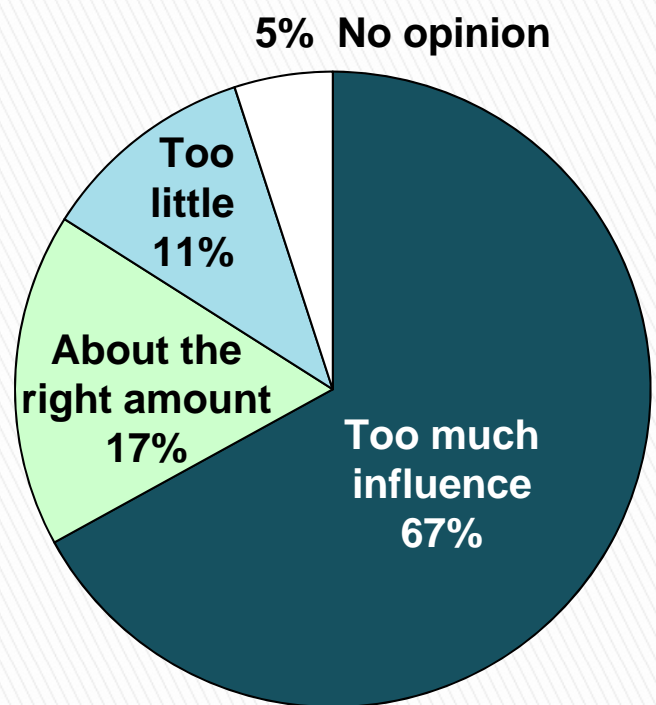


Table 6

Voter perceptions of the influence that labor unions and corporations have in California politics



Labor Unions



Corporations

Table 7

Trend of California voter preferences on Prop. 34, to repeal the death penalty

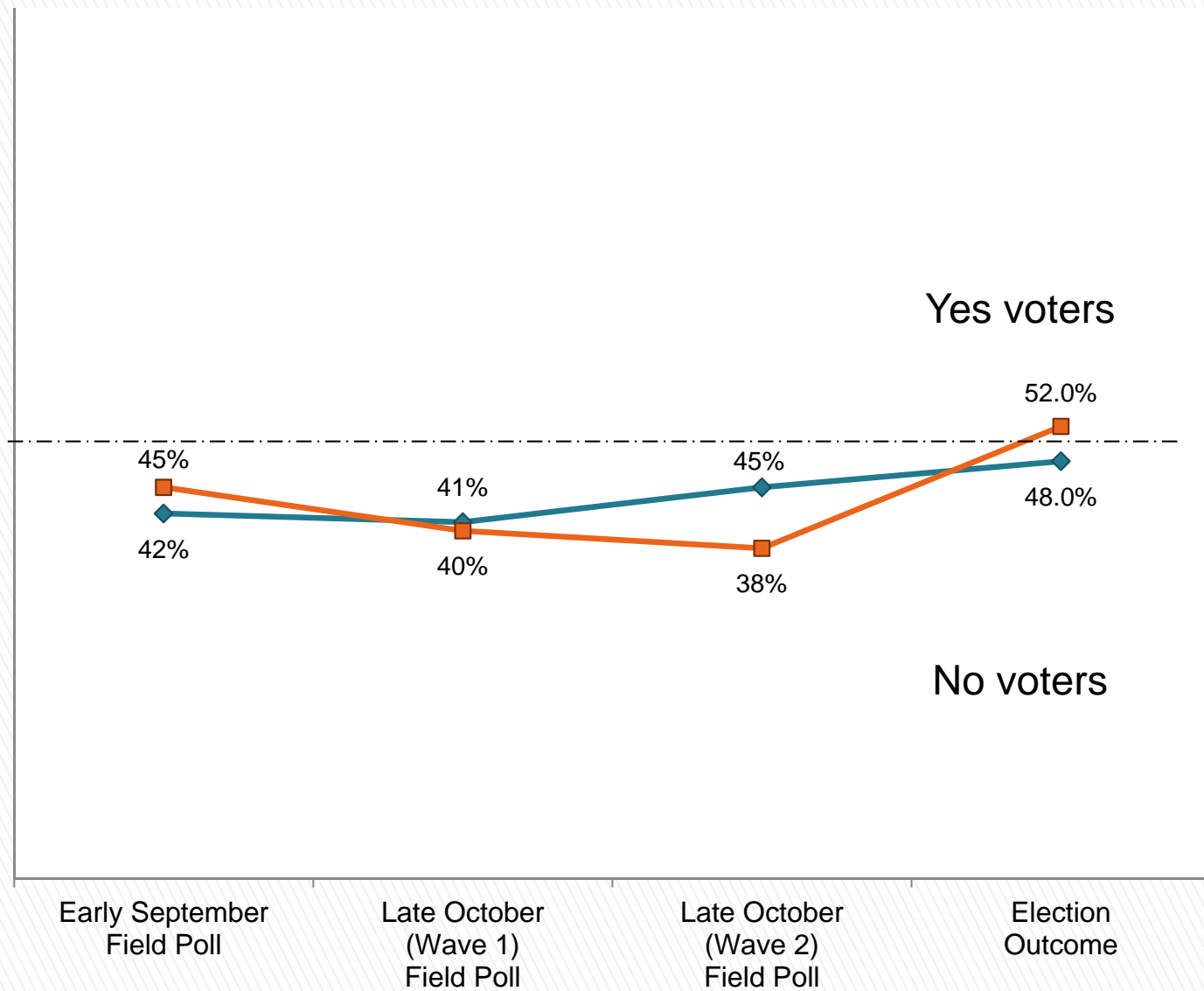


Table 8

How views about the death penalty and life in prison without parole relate to voting preferences on Prop. 34

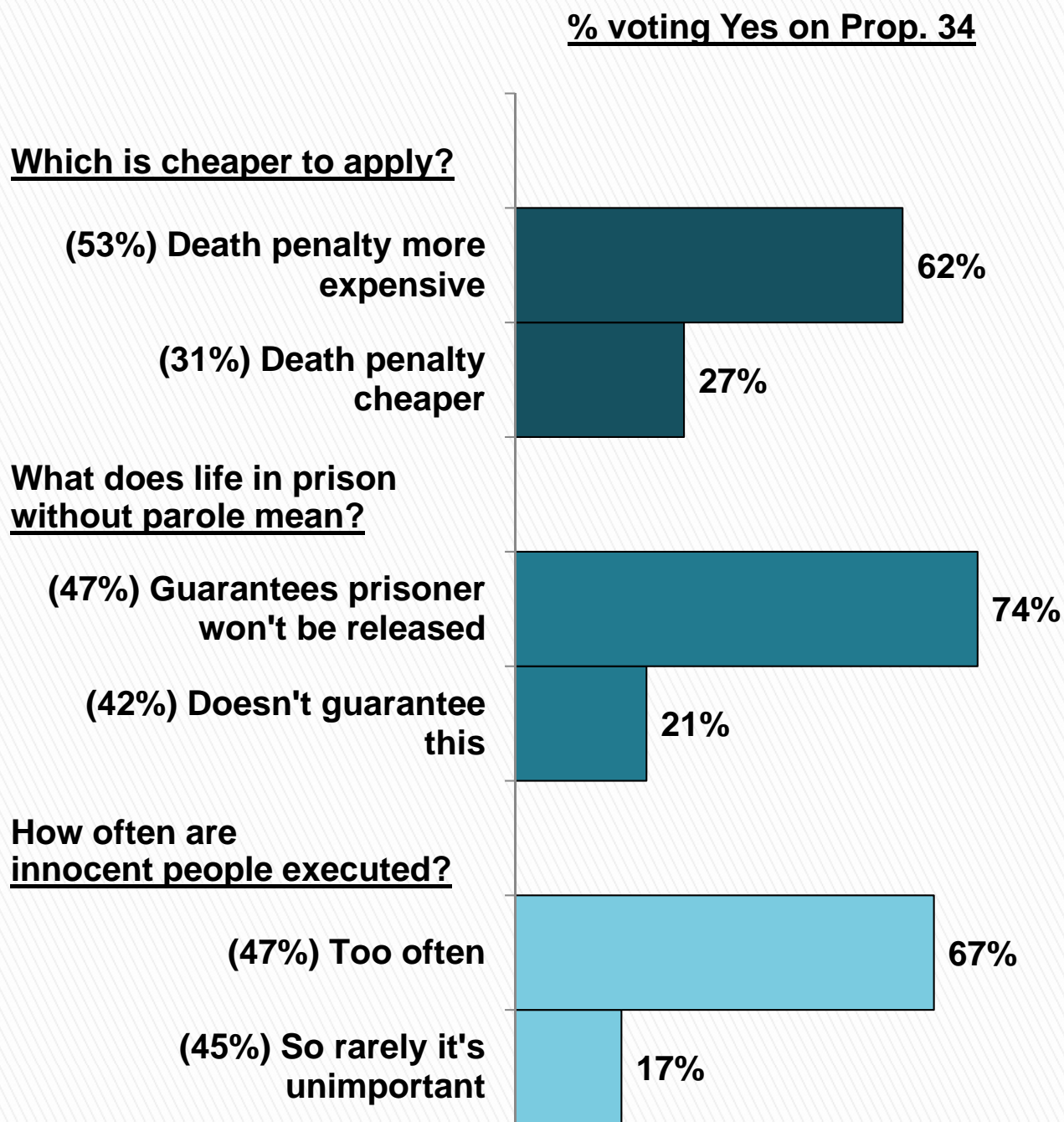


Table 9

Trend of California voter preferences on Prop. 36, the three strikes criminal sentence reform initiative

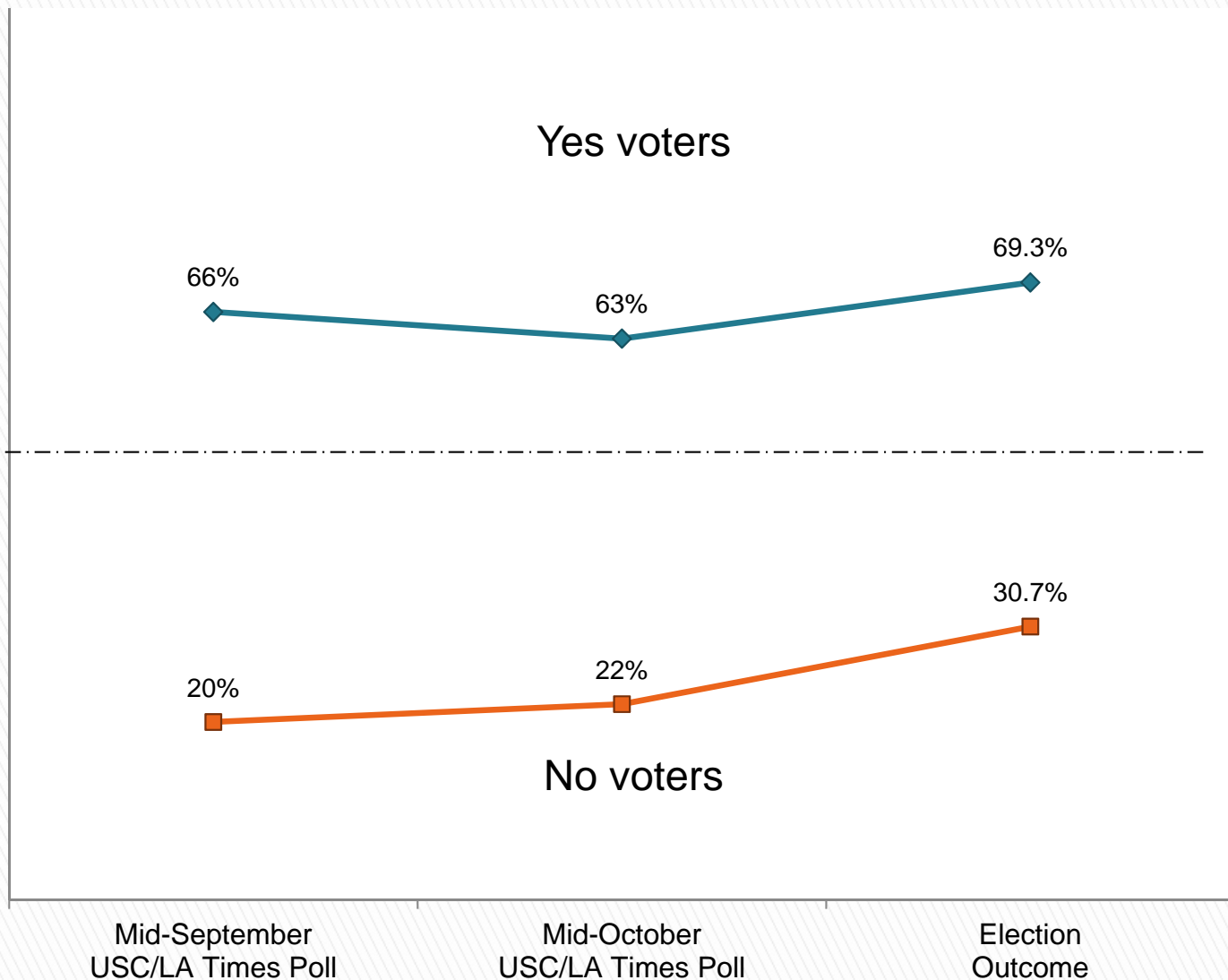


Table 10

Trend of California voter preferences on Prop. 37, the genetically modified food labeling initiative

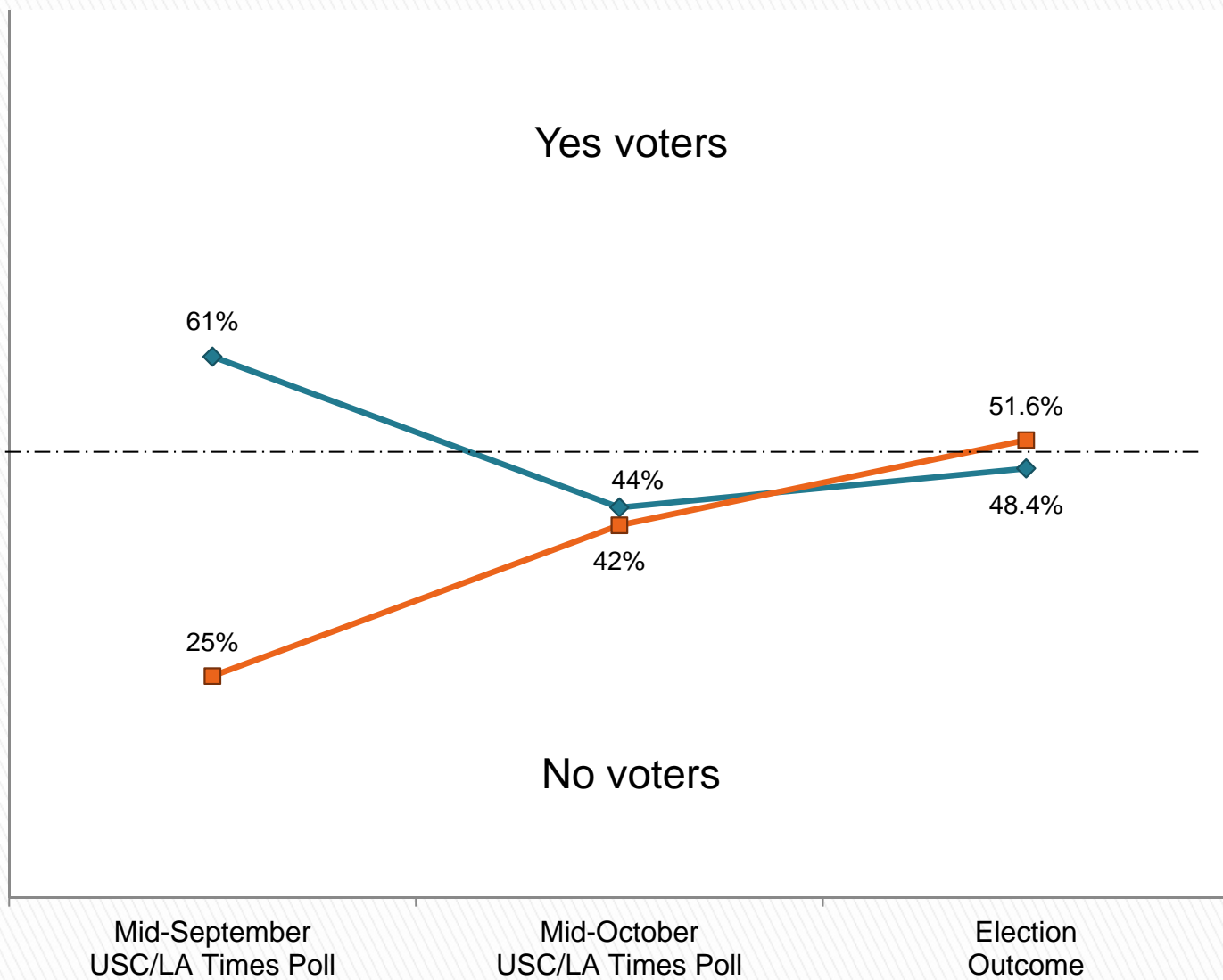


Table 11

Trend of California voter preferences on Prop. 38, the Munger tax increase initiative

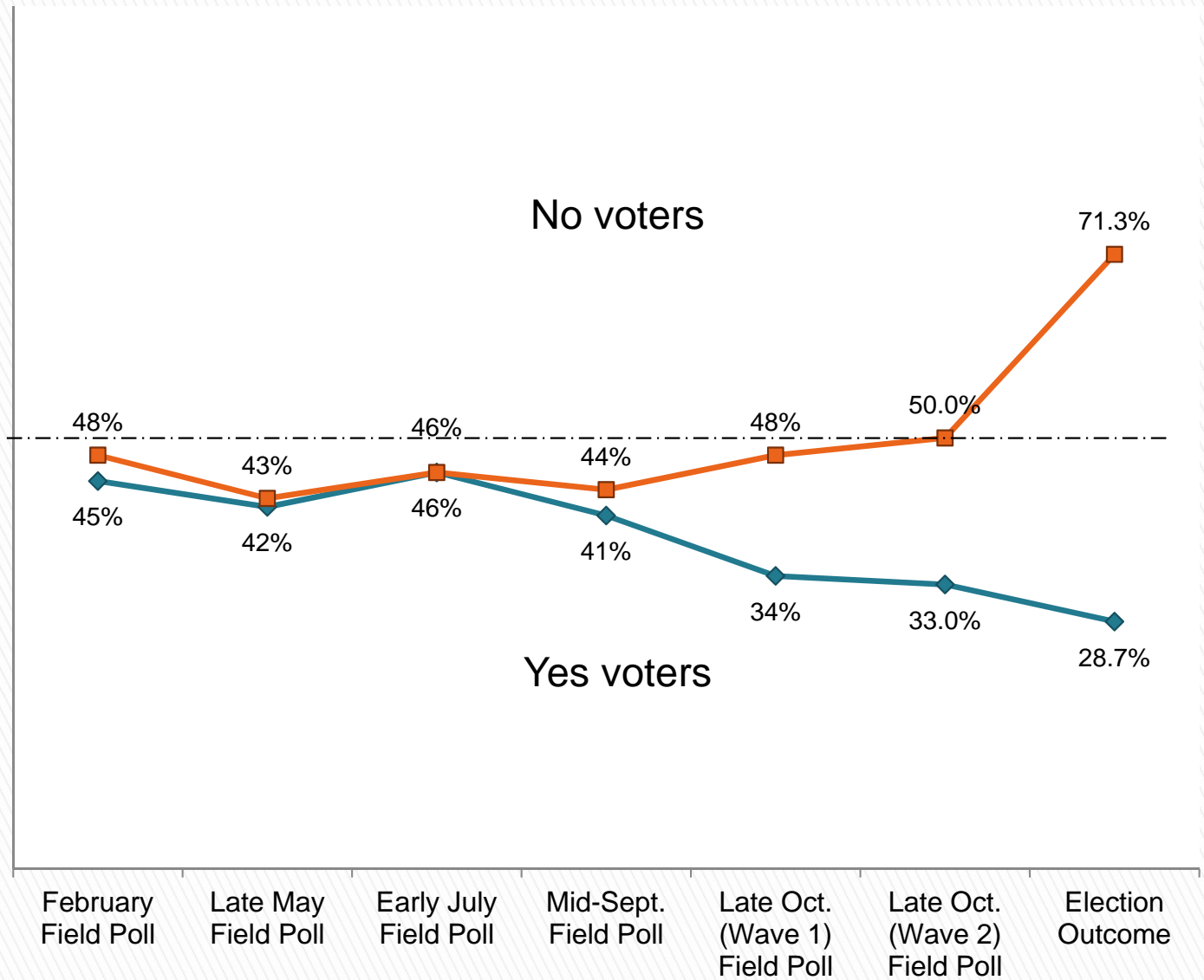


Table 12

Trend of California voter preferences on Prop. 39, the business tax for energy funding initiative

