Results of SurveyUSA Election Poll #17035

Geography: California
Data Collected: 08/31/2010 - 09/01/2010
Release Date: 09/02/2010
Percentages

Sponsors:
All SurveyUSA clients in California

California: Fiorina and Boxer Still in Tight Fight; Whitman Narrowly Atop Brown; Some Traction for Those Opposed to Legal Weed: Incumbent Democrat Barbara Boxer remains locked in a tight fight with Republican challenger Carly Fiorina, according to this latest SurveyUSA poll conducted exclusively for KABC-TV Los Angeles, KPIX-TV San Francisco, KGTV-TV San Diego, and KFSN-TV Fresno. 3 identical SurveyUSA tracking polls have shown the contest within the theoretical margin of sampling error, though, in all 3 cases, the Republican has been nominally ahead, confounding many observers and, for now, preserving the possibility of a take-away. Today, it's Fiorina 48%, Boxer 46%. There is movement, or perhaps statistical noise, among Hispanic voters. In the contest for **Governor** of California, it's Republican Meg Whitman 47%, Democrat Jerry Brown 40% today. Compared to an identical SurveyUSA poll 3 weeks ago, Whitman is up 3, Brown is down 3. But, compared to a SurveyUSA poll 7 weeks ago: no change. Among men, the race has been flat since polling began in July, with Whitman at 50% in each poll, and Brown at 35% to 37%. Among women, more volatility, with Brown 13 points atop Whitman 3 weeks ago, but tied with the former eBay CEO both 7 weeks ago and today. Opposition to **Proposition 19** , which would legalize marijuana and allow for its regulation and taxation, has grown. Two previous SurveyUSA polls both showed the measure passing by 10 points; today: 47% vote Yes to legalize, 43% vote No. Women, older voters, minorities, and Central Valley voters have all moved toward "No." Support remains above 50% among men, younger voters, whites, Democrats, liberals and moderates, and in the Bay Area. San Francisco Mayor Gavin Newsom, a Democrat, remains nominally ahead in the contest for **Lieutenant Governor,** where incumbent Republican Republican Abel Maldonado may have lost a couple of points compared to 3 weeks ago. Today it's Newsom 44% to Maldonado 39%. There is movement among men.

Filtering: SurveyUSA interviewed 1,000 California adults 08/31/10 through 09/01/10. Of them, 844 were registered to vote. Of the registered voters, 569 were determined by SurveyUSA to be likely to vote in the 11/02/10 general election, 2 months from today. Early voting begins in just over 1 month, on 10/04/10.

1 [Candidate names rotated]
If the election for California Governor were today, who would you vote for? Republican Meg Whitman? Democrat Jerry Brown? Or another candidate?

569 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.2%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Whitman (R)	47%	50%	45%	40%	47%	51%	49%	44%	50%	52%	32%	37%	47%	82%	20%	59%
Brown (D)	40%	36%	44%	43%	42%	38%	39%	42%	38%	38%	61%	45%	38%	8%	66%	31%
Other	9%	11%	7%	9%	6%	10%	11%	7%	10%	9%	4%	13%	6%	9%	10%	7%
Undecided	4%	3%	4%	8%	5%	1%	2%	6%	1%	2%	2%	5%	9%	2%	5%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	17%	32%	31%	20%	49%	51%	63%	5%	18%	14%	31%	47%	22%

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[Candidate names rotated]
If the election for California Governor were today, who would you vote for? Republican Meg Whitman? Democrat Jerry Brown? Or another candidate?

569 Likely Voters	All	Ideology			Opinion Of Tea Party				College Grad		Abortion		Own a Gun?		Income		
Margin of Sampling Error: +/-4.2%		Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	Pro-life	Pro-cho	Yes	No	< $40K	$40K -	> $80K
Whitman (R)	47%	78%	41%	16%	80%	15%	49%	43%	45%	51%	66%	34%	58%	41%	52%	45%	48%
Brown (D)	40%	14%	44%	75%	11%	73%	37%	27%	46%	33%	22%	53%	34%	45%	36%	41%	41%
Other	9%	7%	10%	5%	8%	5%	9%	28%	5%	14%	7%	10%	6%	10%	11%	11%	7%
Undecided	4%	2%	5%	3%	1%	6%	5%	2%	5%	2%	4%	4%	2%	5%	1%	3%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	46%	18%	36%	37%	20%	8%	56%	44%	36%	59%	33%	61%	19%	32%	49%

1

[Candidate names rotated]
If the election for California Governor were today, who would you vote for? Republican Meg Whitman? Democrat Jerry Brown? Or another candidate?

569 Likely Voters	All	Region			
Margin of Sampling Error: +/-4.2%		Central	Greater	Inland	Bay Are
Whitman (R)	47%	61%	47%	50%	34%
Brown (D)	40%	27%	40%	37%	54%
Other	9%	8%	7%	13%	9%
Undecided	4%	4%	6%	0%	2%
Total	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	20%	38%	18%	24%

2

[Candidate names rotated]
California will also elect a United States Senator. If the election for United States Senator from California were today, who would you vote for? Republican Carly Fiorina? Democrat Barbara Boxer? Or another candidate?

569 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.2%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Fiorina (R)	48%	54%	42%	37%	50%	49%	52%	46%	50%	55%	20%	34%	47%	91%	16%	58%
Boxer (D)	46%	41%	51%	61%	44%	44%	41%	50%	43%	39%	75%	62%	46%	4%	79%	35%
Other	5%	4%	5%	1%	5%	5%	7%	3%	6%	6%	5%	1%	5%	5%	4%	5%
Undecided	1%	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	2%	2%	0%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	17%	32%	31%	20%	49%	51%	63%	5%	18%	14%	31%	47%	22%

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[Candidate names rotated]
California will also elect a United States Senator. If the election for United States Senator from California were today, who would you vote for? Republican Carly Fiorina? Democrat Barbara Boxer? Or another candidate?

569 Likely Voters	All	Ideology			Opinion Of Tea Party				College Grad		Abortion		Own a Gun?		Income		
Margin of Sampling Error: +/-4.2%		Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	Pro-life	Pro-cho	Yes	No	< $40K	$40K -	> $80K
Fiorina (R)	48%	87%	36%	17%	86%	12%	52%	37%	47%	50%	75%	30%	62%	38%	49%	42%	51%
Boxer (D)	46%	8%	57%	80%	11%	82%	38%	58%	48%	44%	20%	64%	33%	56%	43%	51%	44%
Other	5%	5%	5%	2%	3%	5%	8%	3%	4%	5%	4%	4%	3%	5%	5%	5%	4%
Undecided	1%	0%	2%	1%	0%	1%	3%	2%	0%	2%	1%	1%	2%	1%	2%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	46%	18%	36%	37%	20%	8%	56%	44%	36%	59%	33%	61%	19%	32%	49%

2

[Candidate names rotated]
California will also elect a United States Senator. If the election for United States Senator from California were today, who would you vote for? Republican Carly Fiorina? Democrat Barbara Boxer? Or another candidate?

569 Likely Voters	All	Region			
Margin of Sampling Error: +/-4.2%		Central	Greater	Inland	Bay Are
Fiorina (R)	48%	63%	46%	56%	33%
Boxer (D)	46%	28%	50%	39%	60%
Other	5%	7%	4%	4%	5%
Undecided	1%	2%	0%	1%	1%
Total	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	20%	38%	18%	24%

3

[Candidate names rotated]
California will also elect a Lieutenant Governor. If the election for Lieutenant Governor were today, who would you vote for? Republican Abel Maldonado? Democrat Gavin Newsom? Or another candidate?

569 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.2%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Maldonado (R)	39%	41%	36%	37%	36%	37%	47%	36%	41%	44%	18%	30%	34%	73%	13%	47%
Newsom (D)	44%	41%	46%	57%	42%	41%	39%	47%	40%	40%	62%	52%	43%	9%	73%	29%
Other	15%	16%	14%	5%	17%	19%	12%	13%	16%	13%	17%	14%	21%	16%	11%	21%
Undecided	3%	2%	4%	1%	5%	3%	2%	4%	2%	3%	4%	4%	1%	3%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	17%	32%	31%	20%	49%	51%	63%	5%	18%	14%	31%	47%	22%

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[Candidate names rotated]
California will also elect a Lieutenant Governor. If the election for Lieutenant Governor were today, who would you vote for? Republican Abel Maldonado? Democrat Gavin Newsom? Or another candidate?

569 Likely Voters	All	Ideology			Opinion Of Tea Party				College Grad		Abortion		Own a Gun?		Income		
Margin of Sampling Error: +/-4.2%		Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	Pro-life	Pro-cho	Yes	No	< $40K	$40K -	> $80K
Maldonado (R)	39%	71%	34%	10%	63%	20%	41%	12%	41%	37%	55%	27%	52%	30%	41%	35%	41%
Newsom (D)	44%	11%	48%	78%	15%	68%	41%	63%	42%	44%	20%	59%	33%	51%	40%	49%	41%
Other	15%	16%	14%	11%	21%	10%	9%	22%	14%	15%	23%	10%	13%	16%	18%	12%	16%
Undecided	3%	3%	4%	1%	1%	2%	8%	3%	2%	4%	2%	3%	2%	3%	1%	5%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	46%	18%	36%	37%	20%	8%	56%	44%	36%	59%	33%	61%	19%	32%	49%

3

[Candidate names rotated]
California will also elect a Lieutenant Governor. If the election for Lieutenant Governor were today, who would you vote for? Republican Abel Maldonado? Democrat Gavin Newsom? Or another candidate?

569 Likely Voters	All	Region			
Margin of Sampling Error: +/-4.2%		Central	Greater	Inland	Bay Are
Maldonado (R)	39%	52%	33%	37%	38%
Newsom (D)	44%	26%	47%	43%	53%
Other	15%	18%	17%	17%	7%
Undecided	3%	4%	3%	2%	2%
Total	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	20%	38%	18%	24%

4

California voters may also vote on several propositions. On Proposition 19, which would change California law to legalize marijuana and allow it to be regulated and taxed, are you ... Certain to vote yes? Certain to vote no? Or not certain? {"Not Certain" voters were asked: At this hour, on Proposition 19, do you ... lean toward yes? lean toward no, or do you not lean?}

569 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.2%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Certain Yes	47%	54%	40%	59%	46%	47%	37%	51%	43%	52%	40%	38%	39%	39%	51%	49%
Certain No	43%	41%	46%	33%	44%	45%	48%	40%	46%	40%	44%	55%	44%	53%	40%	38%
Not Certain	10%	5%	14%	8%	10%	8%	15%	9%	11%	8%	16%	7%	17%	9%	9%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	17%	32%	31%	20%	49%	51%	63%	5%	18%	14%	31%	47%	22%

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4 California voters may also vote on several propositions. On Proposition 19, which would change California law to legalize marijuana and allow it to be regulated and taxed, are you ... Certain to vote yes? Certain to vote no? Or not certain? {"Not Certain" voters were asked: At this hour, on Proposition 19, do you ... lean toward yes? lean toward no, or do you not lean?}

569 Likely Voters	All	Ideology			Opinion Of Tea Party				College Grad		Abortion		Own a Gun?		Income		
Margin of Sampling Error: +/-4.2%		Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	Pro-life	Pro-cho	Yes	No	< $40K	$40K -	> $80K
Certain Yes	47%	30%	52%	61%	37%	57%	47%	41%	48%	45%	31%	58%	42%	48%	42%	48%	46%
Certain No	43%	61%	38%	31%	54%	33%	44%	46%	43%	44%	61%	32%	50%	42%	48%	44%	44%
Not Certain	10%	9%	9%	9%	9%	10%	8%	13%	9%	11%	8%	10%	8%	10%	10%	8%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	46%	18%	36%	37%	20%	8%	56%	44%	36%	59%	33%	61%	19%	32%	49%

4 California voters may also vote on several propositions. On Proposition 19, which would change California law to legalize marijuana and allow it to be regulated and taxed, are you ... Certain to vote yes? Certain to vote no? Or not certain? {"Not Certain" voters were asked: At this hour, on Proposition 19, do you ... lean toward yes? lean toward no, or do you not lean?}

569 Likely Voters	All	Region			
Margin of Sampling Error: +/-4.2%		Central	Greater	Inland	Bay Are
Certain Yes	47%	40%	48%	42%	54%
Certain No	43%	51%	42%	48%	37%
Not Certain	10%	10%	10%	10%	9%
Total	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	20%	38%	18%	24%

: KABC-TV Los Angeles, KFSN-TV Fresno, KGTV-TV San Diego, KPIX-TV San Francisco

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.