

# Results of SurveyUSA Election Poll #17225



Geography: California  
 Data Collected: 09/30/2010 - 10/03/2010  
 Release Date: 10/04/2010  
 Percentages

Sponsors:  
 All SurveyUSA clients in California

**In CA, Democrats Cling to Ever-So-Slight Advantages In Governor, Senator, Lt Gov Contests; 'Yes' 7 Puffs Ahead of 'No' on Marijuana:** In statewide elections in California today 10/04/10, as early voting begins, 3 high-profile contests are fiercely fought, separated by 5 or fewer points, according to this latest exclusive SurveyUSA polling for KABC-TV Los Angeles, KPIX-TV San Francisco, KGTV-TV San Diego, and KFSN-TV Fresno. In the race for US Senator, incumbent Democrat Barbara Boxer clings today to a narrow 46% to 43% advantage. Compared to an identical SurveyUSA poll released 12 days ago, Boxer is down 3 points; Republican Carly Fiorina is flat. Seniors are moving toward Boxer; voters under age 50 are giving Fiorina another look. In the race for the open Governor's seat, Democrat Jerry Brown clings today to a narrow 47% to 43% advantage. Brown is up a nominal point since the previous poll; Republican Meg Whitman is flat. There is little internal movement among many demographic subgroups, with Hispanics being an exception, where Brown had led by 11 points, now leads by 24. Whitman has offsetting strength among the larger population of white voters, dulling the overall impact of Brown's Hispanic gains. In the race for Lieutenant Governor, Democrat Gavin Newsom today edges incumbent Republican Abel Maldonado 42% to 37%. In 4 SurveyUSA polls on this race, Newsom has led by 1, 5, 3, and again today by 5 points. Proposition 19, which would legalize marijuana, today passes by a slim 7-point margin, 48% to 41%. 12 days ago, "Yes" led by 5 points. Support is rising and opposition declining among voters age 50 to 64, who today support Proposition 19 by a 12-point margin, up from 5 points 12 days ago, and among those 65+, where opposition has softened.

**Filtering:** SurveyUSA interviewed 1,000 California adults 09/30/10 through 10/03/10. Of them, 864 were registered to vote. Of the registered voters, 670 were determined by SurveyUSA to be likely to vote in the 11/02/10 general election. Early voting begins in California today, 10/04/10.

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

670 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Credibility Interval: +/-3.9 pct points																
Whitman (R)	43%	47%	39%	39%	48%	40%	43%	44%	41%	49%	30%	33%	38%	79%	12%	47%
Brown (D)	47%	43%	50%	48%	43%	49%	48%	45%	49%	41%	62%	57%	46%	15%	78%	35%
Other	8%	8%	8%	10%	8%	9%	6%	8%	8%	8%	5%	8%	9%	6%	6%	15%
Undecided	2%	1%	3%	4%	2%	2%	3%	2%	2%	2%	3%	1%	6%	1%	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%	18%	34%	27%	20%	53%	47%	60%	6%	21%	13%	34%	42%	22%

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

670 Likely Voters	All	Ideology			Opinion Of Tea Party				College Grad		Income			Region			
		Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	< \$40K	\$40K -	> \$80K	Central	Greater	Inland	Bay Are
Credibility Interval: +/-3.9 pct points																	
Whitman (R)	43%	76%	37%	15%	81%	12%	44%	34%	43%	43%	36%	44%	49%	49%	41%	59%	29%
Brown (D)	47%	19%	50%	76%	14%	77%	40%	49%	48%	45%	52%	46%	42%	40%	49%	30%	60%
Other	8%	5%	11%	7%	5%	8%	15%	8%	7%	10%	11%	8%	7%	9%	8%	9%	7%
Undecided	2%	1%	3%	1%	1%	3%	2%	9%	3%	2%	2%	2%	3%	2%	2%	1%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	43%	21%	33%	40%	22%	6%	53%	47%	23%	33%	44%	19%	40%	17%	24%

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**Geography:** California

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**Percentages**

**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?

670 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen	
Credibility Interval: +/-3.9 pct points																	
Fiorina (R)	43%	48%	39%	37%	47%	42%	44%	43%	43%	49%	28%	34%	38%	82%	11%	49%	
Boxer (D)	46%	42%	51%	48%	42%	49%	48%	44%	48%	41%	67%	53%	52%	11%	80%	34%	
Other	9%	9%	8%	12%	9%	8%	7%	10%	7%	9%	5%	10%	8%	6%	7%	14%	
Undecided	2%	1%	2%	3%	2%	1%	1%	3%	1%	2%	0%	3%	2%	2%	2%	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%	18%	34%	27%	20%	53%	47%	60%	6%	21%	13%	34%	42%	22%	

**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?

670 Likely Voters	All	Ideology			Opinion Of Tea Party				College Grad		Income			Region			
		Conser	Moder	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	< \$40K	\$40K -	> \$80K	Central	Greater	Inland	Bay Are
Credibility Interval: +/-3.9 pct points																	
Fiorina (R)	43%	83%	37%	8%	86%	11%	46%	22%	42%	46%	38%	46%	49%	58%	41%	59%	24%
Boxer (D)	46%	12%	53%	79%	10%	80%	38%	50%	50%	41%	48%	45%	45%	32%	48%	26%	69%
Other	9%	5%	9%	11%	4%	8%	14%	16%	6%	10%	13%	8%	4%	9%	9%	13%	5%
Undecided	2%	1%	2%	2%	0%	2%	2%	12%	2%	2%	1%	2%	2%	2%	2%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	43%	21%	33%	40%	22%	6%	53%	47%	23%	33%	44%	19%	40%	17%	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?

670 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Credibility Interval: +/-3.9 pct points																
Maldonado (R)	37%	40%	34%	24%	40%	36%	42%	35%	39%	40%	22%	38%	25%	66%	15%	31%
Newsom (D)	42%	36%	47%	45%	40%	44%	39%	42%	42%	40%	52%	38%	53%	13%	72%	29%
Other	19%	21%	16%	29%	16%	18%	16%	20%	17%	17%	22%	22%	19%	19%	11%	33%
Undecided	3%	3%	3%	2%	4%	2%	2%	3%	2%	3%	4%	3%	4%	1%	2%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	18%	34%	27%	20%	53%	47%	60%	6%	21%	13%	34%	42%	22%

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**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?

670 Likely Voters	All	Ideology			Opinion Of Tea Party				College Grad		Income			Region			
		Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	< \$40K	\$40K -	> \$80K	Central	Greater	Inland	Bay Are
Credibility Interval: +/-3.9 pct points																	
Maldonado (R)	37%	64%	31%	15%	63%	13%	38%	38%	35%	38%	32%	38%	39%	48%	33%	49%	26%
Newsom (D)	42%	13%	48%	70%	11%	73%	33%	31%	47%	37%	41%	41%	43%	31%	43%	24%	61%
Other	19%	22%	17%	13%	23%	12%	26%	18%	15%	23%	23%	19%	15%	19%	21%	23%	11%
Undecided	3%	1%	3%	2%	3%	1%	3%	13%	3%	2%	4%	2%	3%	2%	3%	4%	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%	43%	21%	33%	40%	22%	6%	53%	47%	23%	33%	44%	19%	40%	17%	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?}

670 Likely Voters Incl. Leaners	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Credibility Interval: +/-3.9 pct points																
Certain Yes	48%	54%	43%	61%	47%	50%	36%	52%	44%	51%	47%	45%	42%	35%	57%	53%
Certain No	41%	38%	44%	30%	45%	38%	48%	39%	43%	40%	37%	45%	42%	57%	30%	36%
Not Certain	11%	8%	13%	9%	8%	12%	15%	8%	13%	10%	16%	10%	16%	8%	12%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters Incl. Le	100%	50%	50%	18%	34%	27%	20%	53%	47%	60%	6%	21%	13%	34%	42%	22%

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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 ...  
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		Conser	Moder	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No	< \$40K	\$40K -	> \$80K	Central	Greater	Inland	Bay Are
Credibility Interval: +/-3.9 pct points																	
Certain Yes	48%	29%	55%	67%	35%	65%	41%	42%	50%	46%	47%	46%	51%	41%	48%	42%	58%
Certain No	41%	64%	34%	23%	59%	25%	44%	33%	38%	44%	42%	44%	39%	48%	42%	48%	28%
Not Certain	11%	7%	12%	10%	6%	11%	15%	25%	11%	10%	11%	9%	10%	11%	10%	10%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters Incl. Le	100%	30%	43%	21%	33%	40%	22%	6%	53%	47%	23%	33%	44%	19%	40%	17%	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.