

Results of SurveyUSA Election Poll #17597

Geography: California
Data Collected: 10/26/2010 - 10/31/2010
Release Date: 11/01/2010
Percentages

In CA on Election Eve, Women Solidify Opposition to Prop 19; Even the Greater San Francisco Bay Area No Longer Supports Legal Marijuana: On Election Eve, California remains divided on Proposition 19, with women opposing the measure now more than at any point during the campaign and support in the greater San Francisco Bay Area no greater than opposition, according to SurveyUSA's 8th and final pre-election tracking poll, conducted for KABC-TV in Los Angeles, KPIX-TV in San Francisco, KGTV-TV in San Diego, and KFSN-TV in Fresno. "No" has 46%, "Yes" has 44% at the wire, unchanged from SurveyUSA's penultimate poll 1 week ago, and still within the survey's theoretical margin of sampling error. Yet: momentum is with "No." Among voters interviewed by SurveyUSA on their home telephones, 19 is opposed 53% to 43%. Among voters who do not have a home phone and who were interviewed on their cellphones, 19 is supported almost 2:1. When the groups are proportionally blended, opposition slightly outweighs support. Arguing against passage is this: among voters who tell SurveyUSA they have already returned a ballot, 19 is opposed 57% to 39%. Support is strongest among those who have not yet voted and who, ultimately, may or may not. In SurveyUSA's 1st tracking poll on marijuana, 4 months ago, [women](#) supported I9 by 7 points. On election eve, women oppose 51% to 40%. In the [Bay Area](#), "Yes" led by 30 points a month ago, now is tied. Voters are split in all regions of the state now. [Democrats](#) supported by 30 points in August, but now by only 10. In the race for **US Senate**, Republican challenger Carly Fiorina finishes with her lowest poll numbers of the campaign, down from 48% 2 months ago to 38% today. Incumbent Democrat Barbara Boxer ends at 46%. Boxer has polled at 46% or higher in 5 of 8 SurveyUSA tracks. Boxer leads by 8 among those interviewed on their home phones, leads by 22 among CPO's, trails by 6 among those who have both cell and home phones. When the three groups are proportionally blended, Boxer leads by 8. If the percentage of CPO voters is less than the 19% SurveyUSA models here, Fiorina will outperform these numbers. If the percentage of CPO voters is greater than the 19% SurveyUSA models here, Boxer will outperform these numbers. In the race for **Lieutenant Governor**, the contest remains close among those who tell SurveyUSA they have already voted, with Democrat Gavin Newsom's support heavier among those who have not yet returned a ballot. When the two groups are blended, the Democrat leads 42% to 35%. Incumbent Republican Abel Maldonado runs strong in the Inland Empire and the Central Valley, but trails the Democrat in the more populated regions of the state. Newsom has narrow advantages among both men and women, young and old. In the race for **Governor**, Republican Meg Whitman ends at 37%, her lowest support in 8 tracking polls going back 4 months. Democrat Jerry Brown ends at 48%, his highest support in 8 tracking polls going back 4 months. Among those [with a college degree](#), Whitman started 6 ahead of Brown, ends 12 behind, an 18-point swing during the campaign. In July, Whitman and Brown were even among California's [moderates](#). At the wire, Brown ends with a 5:3 advantage.

Filtering: Using both RDD landline and cellphone sample from Survey Sampling, SurveyUSA interviewed 850 California adults 10/26/10 through 10/31/10. Cellphones, as always, were hand-dialed. Of the adults, 692 were registered to vote. Of the registered voters, 587 were determined by SurveyUSA to have already voted or to be likely to vote in the 11/02/10 general election. Early voting began 10/04/10. "CPO" = Cell Phone Only, respondents who do not have a home phone and who make and receive phone calls with a cell phone. "Both" = respondents who have both a cell phone and a home phone but for this survey were interviewed on their cell phone by a live operator who dialed the call by hand. "Home Phone" = respondents who were interviewed on their home phone with the recorded-voice of a professional announcer. 40% of the likely voters interviewed for this survey were contacted and interviewed entirely by live operator, 60% of likely voters were contacted and interviewed using recorded voice. CPO respondents account for 19% of likely voters. CPO voters are the least predictable to pollsters. If CPO voters turn-out in smaller numbers than here shown, Democrats and "Yes" will under-perform these numbers, Republicans and "No" will out-perform these numbers.

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?

587 Likely & Actual Voters Credibility Interval: +/-4.1 pct points	All	Interview Conducted			Gender		Age				<50 / 50+		Race				Already Voted?		Party Affiliation			Ideology			Vote in Midterms			College Grad	
		CPO, li	Both C	Home p	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	Rarely	Usually	Always	Yes	No
Whitman (R)	37%	22%	42%	40%	38%	36%	29%	36%	38%	44%	33%	41%	47%	13%	22%	26%	45%	33%	75%	8%	38%	69%	32%	7%	41%	36%	39%	39%	36%
Brown (D)	48%	50%	35%	52%	46%	50%	42%	47%	54%	47%	45%	52%	41%	75%	53%	59%	47%	49%	14%	81%	39%	21%	54%	79%	49%	50%	48%	51%	47%
Other	6%	7%	3%	6%	6%	6%	8%	8%	4%	3%	8%	3%	5%	6%	9%	3%	3%	7%	6%	3%	10%	6%	6%	5%	5%	6%	5%	3%	8%
Undecided	9%	21%	20%	2%	10%	8%	22%	9%	4%	5%	14%	4%	7%	6%	16%	12%	6%	11%	4%	8%	14%	5%	9%	8%	6%	8%	8%	7%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	19%	20%	60%	48%	52%	19%	33%	28%	20%	52%	48%	60%	6%	23%	11%	35%	65%	32%	42%	23%	31%	37%	23%	8%	39%	49%	51%	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?

587 Likely & Actual Voters Credibility Interval: +/-4.1 pct points	All	Income			Opinion Of Tea Party				Region			
		< \$40K	\$40K -	> \$80K	Favora	Unfavor	Neutral	No Opi	Central	Greater	Inland	Bay Are
Whitman (R)	37%	25%	37%	42%	85%	9%	38%	17%	37%	34%	53%	32%
Brown (D)	48%	58%	47%	47%	7%	84%	42%	45%	45%	49%	35%	58%
Other	6%	7%	6%	5%	6%	3%	9%	6%	7%	6%	6%	3%
Undecided	9%	10%	10%	6%	2%	5%	11%	33%	11%	11%	6%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	20%	34%	45%	28%	37%	20%	14%	21%	38%	16%	25%

Results of SurveyUSA Election Poll #17597

Geography: California
Data Collected: 10/26/2010 - 10/31/2010
Release Date: 11/01/2010
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?

587 Likely & Actual Voters	All	Interview Conducted			Gender		Age				<50 / 50+		Race				Already Voted?		Party Affiliation			Ideology			Vote in Midterms			College Grad	
Credibility Interval: +/-4.1 pct points		CPO, li	Both C	Home p	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	Rarely	Usually	Always	Yes	No
Fiorina (R)	38%	24%	41%	42%	38%	38%	22%	42%	41%	44%	35%	42%	48%	11%	22%	32%	45%	34%	79%	8%	37%	73%	31%	7%	41%	37%	40%	40%	37%
Boxer (D)	46%	46%	35%	50%	45%	48%	46%	45%	48%	46%	45%	47%	39%	78%	57%	46%	46%	46%	9%	80%	36%	19%	53%	76%	40%	48%	47%	49%	44%
Other	6%	5%	3%	7%	6%	6%	9%	5%	4%	7%	7%	5%	6%	4%	7%	5%	3%	7%	4%	3%	13%	2%	7%	8%	10%	5%	6%	4%	8%
Undecided	10%	24%	21%	1%	11%	8%	23%	8%	7%	3%	13%	6%	7%	7%	13%	18%	5%	12%	7%	8%	14%	6%	9%	9%	8%	10%	7%	8%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	19%	20%	60%	48%	52%	19%	33%	28%	20%	52%	48%	60%	6%	23%	11%	35%	65%	32%	42%	23%	31%	37%	23%	8%	39%	49%	51%	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?

587 Likely & Actual Voters	All	Income			Opinion Of Tea Party				Region			
Credibility Interval: +/-4.1 pct points		< \$40K	\$40K -	> \$80K	Favora	Unfavor	Neutral	No Opi	Central	Greater	Inland	Bay Are
Fiorina (R)	38%	23%	40%	44%	89%	8%	40%	15%	43%	34%	50%	32%
Boxer (D)	46%	53%	48%	44%	5%	83%	35%	46%	42%	49%	32%	55%
Other	6%	14%	3%	5%	3%	6%	11%	5%	6%	6%	8%	4%
Undecided	10%	10%	9%	8%	2%	4%	14%	35%	9%	11%	10%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	20%	34%	45%	28%	37%	20%	14%	21%	38%	16%	25%

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?

587 Likely & Actual Voters	All	Interview Conducted			Gender		Age				<50 / 50+		Race				Already Voted?		Party Affiliation			Ideology			Vote in Midterms			College Grad		
Credibility Interval: +/-4.1 pct points		CPO, li	Both C	Home p	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	Rarely	Usually	Always	Yes	No	
Maldonado (R)	35%	23%	30%	40%	34%	35%	27%	35%	36%	40%	32%	38%	41%	9%	27%	32%	39%	32%	68%	12%	31%	62%	32%	9%	37%	32%	38%	35%	36%	
Newsom (D)	42%	35%	34%	48%	42%	42%	35%	42%	45%	46%	39%	46%	39%	67%	46%	38%	43%	42%	11%	72%	38%	21%	46%	69%	28%	46%	44%	48%	38%	
Other	8%	2%	7%	10%	8%	8%	9%	7%	8%	7%	8%	7%	8%	8%	9%	4%	10%	7%	12%	3%	10%	9%	8%	5%	11%	7%	7%	6%	10%	
Undecided	15%	40%	29%	2%	16%	15%	28%	16%	11%	7%	21%	9%	12%	16%	18%	26%	9%	19%	10%	13%	21%	8%	14%	17%	24%	15%	11%	12%	17%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	19%	20%	60%	48%	52%	19%	33%	28%	20%	52%	48%	60%	6%	23%	11%	35%	65%	32%	42%	23%	31%	37%	23%	8%	39%	49%	51%	49%	

Results of SurveyUSA Election Poll #17597

Geography: California
Data Collected: 10/26/2010 - 10/31/2010
Release Date: 11/01/2010
Percentaaes

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?

587 Likely & Actual Voters	All	Income			Opinion Of Tea Party				Region			
Credibility Interval: +/-4.1 pct points		< \$40K	\$40K -	> \$80K	Favora	Unfavor	Neutral	No Opi	Central	Greater	Inland	Bay Are
Maldonado (R)	35%	27%	39%	36%	73%	11%	35%	22%	45%	31%	43%	26%
Newsom (D)	42%	47%	39%	46%	9%	77%	32%	31%	36%	44%	31%	52%
Other	8%	7%	8%	8%	13%	3%	12%	6%	7%	9%	10%	6%
Undecided	15%	19%	15%	11%	6%	10%	21%	41%	13%	16%	16%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	20%	34%	45%	28%	37%	20%	14%	21%	38%	16%	25%

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?}

587 Likely & Actual Voters Incl. Lean	All	Interview Conducted			Gender		Age				<50 / 50+		Race				Already Voted?		Party Affiliation			Ideology			Vote in Midterms			College Grad	
Credibility Interval: +/-4.1 pct points		CPO, li	Both C	Home p	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Yes	No	Republi	Democr	Indepe	Conser	Moder	Liberal	Rarely	Usually	Always	Yes	No
Certain Yes	44%	54%	36%	43%	48%	40%	50%	44%	47%	32%	46%	41%	47%	43%	40%	35%	39%	46%	29%	50%	54%	24%	46%	70%	45%	43%	45%	47%	40%
Certain No	46%	29%	43%	53%	41%	51%	35%	45%	46%	60%	41%	52%	46%	50%	47%	44%	57%	41%	64%	40%	35%	70%	46%	20%	47%	47%	46%	45%	49%
Not Certain	10%	17%	20%	4%	11%	9%	15%	11%	7%	8%	12%	7%	7%	7%	13%	20%	5%	13%	7%	11%	11%	6%	8%	10%	8%	10%	9%	8%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	19%	20%	60%	48%	52%	19%	33%	28%	20%	52%	48%	60%	6%	23%	11%	35%	65%	32%	42%	23%	31%	37%	23%	8%	39%	49%	51%	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?}

587 Likely & Actual Voters Incl. Lean	All	Income			Opinion Of Tea Party				Region			
Credibility Interval: +/-4.1 pct points		< \$40K	\$40K -	> \$80K	Favora	Unfavor	Neutral	No Opi	Central	Greater	Inland	Bay Are
Certain Yes	44%	46%	42%	45%	31%	59%	31%	46%	46%	41%	48%	43%
Certain No	46%	44%	49%	46%	65%	34%	56%	28%	47%	48%	46%	44%
Not Certain	10%	10%	9%	9%	4%	7%	13%	26%	7%	11%	6%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	20%	34%	45%	28%	37%	20%	14%	21%	38%	16%	25%

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

Results of SurveyUSA Election Poll #17597

Geography: California
Data Collected: 10/26/2010 - 10/31/2010
Release Date: 11/01/2010
Percentages



Sponsors:
All SurveyUSA clients in California

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.