THE FIELD POLL

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WITH CAMPBELL OUT OF THE RACE, WHITMAN OPENS UP LARGE LEAD OVER POIZNER IN GOP GUBERNATORIAL RACE. BROWN HOLDS 10-POINT LEAD OVER WHITMAN IN GENERAL ELECTION, HALF ITS FORMER LEVEL.

By Mark DiCamillo and Mervin Field

With the departure of former Congressman Tom Campbell from the governor's race last week, businesswoman Meg Whitman has opened up a substantial lead over her lone remaining GOP rival, State Insurance Commissioner Steve Poizner, in the Republican gubernatorial primary.

A *Field Poll* completed January 5-17 finds Whitman now leading Poizner by twenty-eight points, 45% to 17%, with 38% of likely voters in the GOP primary undecided.

Up until last week, the Republican contest was a three-person race including Whitman, Poizner and Campbell. The latter formally withdrew his candidacy for the governorship last Thursday and announced that instead he would seek the U.S. Senate seat now occupied by Democrat Barbara Boxer.

Before dropping out of the Governor's race Campbell was in second place position trailing Whitman by fourteen points and running thirteen points ahead of Poizner.

Table 1

Voter preferences in the 2010 Republican primary for governor
(among likely voters in the GOP primary election)

	Campbell out	Campbell in
Meg Whitman	45%	36%
Steve Poizner	17	9
Tom Campbell	--	22
Undecided	38	33

General election match-ups

In the early months of 2009 it appeared that the race for the Governor would be a crowded affair, with a large number of prominent officeholders giving serious consideration to becoming candidates. However, one by one most of the potential candidates have formally withdrawn from the race.

The list of prominent Democrats who have dropped out includes San Francisco Mayor Gavin Newsom, Los Angeles Mayor Antonio Villaraigosa and former Lt. Governor and now Congressman John Garamendi. This leaves Attorney General and former Governor Jerry Brown as the only prominent Democrat remaining in the race. While Brown has yet to formally announce that he will be a candidate, it is widely believed that he will do so.

Brown currently leads both GOP candidates in general election match-ups but by narrower margins than he did last October. When paired against Whitman Brown leads by ten points, 46% to 36%. This is half the twenty-one point lead (50% to 29%) that the Attorney General held over Whitman last October.

Against Poizner, Brown's lead is seventeen points (48% to 31%), down from a 50% to 25% advantage in October.

Table 2

**Trend of voter preferences in 2010 general election match-ups for governor
(among likely voters in the November general election)**

	January 2010	October 2009
Brown (D) vs. Whitman (R)		
Brown	46%	50%
Whitman	36	29
Undecided	18	21
Brown (D) vs. Poizner (R)		
Brown	48%	50%
Poizner	31	25
Undecided	21	25

Note: October 2009 preferences asked among all registered voters.
(D) denotes Democrat, (R) denotes Republican.

Candidate images

Brown has been on the state's political scene for more than forty years and is much better known than either Whitman or Poizner. When likely voters were asked their opinion of Brown, 76% offer a response, with 44% reporting a favorable and 32% an unfavorable opinion.

By contrast, 55% of likely general election voters cannot rate Whitman and 64% do not offer an opinion of Poizner. Among those who do offer an opinion, Whitman's profile is more positive (25%) than negative (20%). Poizner's image is slightly more negative than positive, 16% favorable and 20% unfavorable.

Whitman is also viewed more positively by Republican voters (34% favorable vs. 8% unfavorable), whereas Poizner's image among GOP voters is mixed (18% positive vs. 19% negative).

Table 3
Voter images of the candidates for governor in the 2010 election
(among likely voters in the November general election)

	Total voters	**Democrats**	**Republicans**	**Non-partisans/ others**
Jerry Brown (D)				
Favorable	44%	64%	20%	43%
Unfavorable	32	17	57	23
No opinion	24	19	23	34
Meg Whitman (R)				
Favorable	25%	16%	34%	27%
Unfavorable	20	31	8	13
No opinion	55	53	58	60
Steve Poizner (R)				
Favorable	16%	15%	18%	17%
Unfavorable	20	22	19	15
No opinion	64	63	63	68

(D) denotes Democrat, (R) denotes Republican.

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Information About The Survey

Sample Details

The latest *Field Poll* survey was completed by telephone January 5-17, 2010 among a total of 958 California likely voters in the November general election and 202 likely voters in the GOP primary. The survey polled a random cross section of voters statewide and for the general election this sample was supplemented with additional interviews conducted among random samples of Chinese-American, Korean-American, Vietnamese-American and African-American voters to permit the poll to examine these voter subgroups. The survey was conducted in six language and dialects – English, Spanish, Cantonese, Mandarin, Korean and Vietnamese – based on the preference of the voter.

The main statewide sample was developed by selecting voters randomly from a list of registered voters throughout California. Supplemental samples of Chinese, Korean and Vietnamese voters were developed by selecting voters with ethnic surnames most associated with these populations and screening them to determine their eligibility. After the completion of interviewing, the overall sample was weighted to align it to its proper statewide proportions by race/ethnicity and other demographic characteristics of the registered voter population.

Up to six attempts were made to reach, screen and interview each randomly selected voter on different days and times of day during the interviewing period. Interviews were conducted on either a voter's landline phone or a cell phone depending on the source of the telephone listing from the voter file and the preference of the voter.

Sampling error estimates applicable to the results of any probability-based survey depend on sample size as well as the percentage distribution being examined. The maximum sampling error estimates for results based on the sample of likely voters in the general election is +/- 3.3 percentage points at the 95% confidence level, while the maximum sampling error based on the sample of likely voters in the GOP primary is +/- 7.1 percentage points. The maximum sampling error is based on results in the middle of the sampling distribution (i.e., percentages at or near 50%). Percentages at either end of the distribution (those closer to 10% or 90%) have somewhat smaller margins of error. There are other potential sources of error in surveys besides sampling error. However, the overall design and execution of the survey sought to minimize these other sources of error.

Questions Asked

(ASKED OF LIKELY GENERAL ELECTION VOTERS)
I am going to read the names of some people who are running for political office in California this year. For each, please tell me whether you have a favorable or unfavorable opinion of that person or whether you don't know enough about him or her to have an opinion. (SEE RELEASE FOR NAMES OF CANDIDATES READ).

(ASKED OF LIKELY GOP PRIMARY ELECTION VOTERS)
Suppose that in the June Republican primary election for Governor the candidates were (SEE RELEASE FOR NAMES READ). If the Republican primary election for Governor were being held today and these were the candidates, who would be your first choice? (IF FIRST CHOICE GIVEN) Who would be your second choice?

(ASKED OF LIKELY GENERAL ELECTION VOTERS)
I am going to read match-ups between some possible Democratic and Republicans in next November's general election for Governor. For each pairing, please tell me which candidate you would vote for if the election for Governor were being held today. (SEE RELEASE FOR NAMES READ) If the election for Governor were being held today, for whom would you vote?