

THE FIELD POLL

THE INDEPENDENT AND NON-PARTISAN SURVEY
OF PUBLIC OPINION ESTABLISHED IN 1947 AS
THE CALIFORNIA POLL BY MERVIN FIELD

Field Research Corporation

601 California Street, Suite 900
San Francisco, CA 94108-2814
(415) 392-5763 FAX: (415) 434-2541
EMAIL: fieldpoll@field.com
www.field.com/fieldpollonline

COPYRIGHT 2010 BY FIELD RESEARCH CORPORATION.

Release #2331

Release Date and Time: **6:00 a.m., Thursday, March 18, 2010**

**CAMPBELL CONTINUES TO LEAD IN GOP
PRIMARY FOR U.S. SENATE. BOXER'S
IMAGE HAS DECLINED. VOTER
PREFERENCES CLOSELY DIVIDED IN
NOVEMBER GENERAL ELECTION
MATCH-UPS.**

IMPORTANT: Contract for this service is subject to revocation if publication or broadcast takes place before release date or if contents are divulged to persons outside of subscriber staff prior to release time. (ISSN 0195-4520)

By Mark DiCamillo and Mervin Field

In the Republican U.S. Senate contest Congressman Tom Campbell is running ahead of businesswoman Carly Fiorina by six points and leads Assemblyman Chuck DeVore by nineteen points among likely GOP primary election voters.

The rankings now are Campbell 28%, Fiorina 22% and DeVore 9%. Similar to last January, a large proportion of prospective GOP primary voters – about four in ten – remained undecided.

Voters appear to be taking a more critical view of incumbent Democrat Barbara Boxer. More voters now have an unfavorable than favorable view of the Senator, and she now finds herself in very close contests when paired against each of her three potential GOP general election opponents. When Boxer is matched against Campbell in a simulated general election contest, the race is essentially a tie – Campbell 44% and Boxer 43%. When she is paired against Fiorina it also is a statistical tie – Boxer 45% and Fiorina 44%. Against DeVore Boxer leads by just four points.

These are findings from the latest *Field Poll* completed earlier this week among random samples of likely GOP primary election voters and likely voters in the November general election.

GOP primary preferences

Voter preferences in this year's Republican race for the U.S. Senate nomination have not changed a great deal over the past two months. Campbell continues to lead Fiorina (28% to 22%), with DeVore in third place at 9%, with a very large portion of voters, about four in ten, still undecided.

Table 1

**Voter preferences in the 2010 Republican primary for U.S. Senate
(among likely voters in the GOP primary election)**

	March	January
Tom Campbell	28%	30%
Carly Fiorina	22	25
Chuck DeVore	9	6
Other/undecided	41	39

Note: 1% of likely GOP voters in March said they intended to vote for another party candidate.

Subgroup differences

Campbell runs strongest among males, those age 65 or older, moderate conservatives, Southern Californians, and voters who do not identify with the Tea Party movement.

Fiorina, on the other hand, leads Campbell by a small margin among voters age 50-64 and those who identify a lot with the Tea Party movement and is close behind among strong conservatives, females, Northern California voters and those under age 65.

Table 2				
Voter preferences in 2010 GOP primary for U.S. Senate – by subgroup (among likely voters in the Republican primary)				
	<u>Campbell</u>	<u>Fiorina</u>	<u>DeVore</u>	<u>Other/ Undecided</u>
Total Statewide	28%	22	9	41
<u>Region</u>				
Southern California	28%	20	10	42
Northern California	29%	26	8	37
<u>Political ideology</u>				
Strongly conservative	27%	25	13	35
Moderately conservative/others	29%	20	6	45
<u>Tea Party identification</u>				
A lot	23%	27	12	38
Some	30%	24	11	35
Not at all/not aware	32%	16	5	47
<u>Gender</u>				
Male	34%	26	7	33
Female	21%	18	12	49
<u>Age</u>				
18 – 49**	29%	17	11	43
50 – 64	24%	28	6	42
65 or older	34%	24	7	35

* Less than ½ of 1%.

** Small sample size.

Very close general election contests

Democrat Barbara Boxer initially won her Senate seat eighteen years ago when she defeated Republican Bruce Herschensohn by five points, 48% to 43%. Boxer won both of her subsequent re-election bids by double-digit margins. In 1998 she bested Republican Matt Fong 53% to 43%, while in 2004 Boxer handily defeated Bill Jones 58% to 38%.

The findings from the current survey, however, portend a closer contest for Boxer this time around. When Boxer is matched against Campbell among likely voters in a simulated general election contest it is essentially a tie – Campbell 44% and Boxer 43%. When Boxer is paired against Fiorina the race again appears to be a tie – Boxer 45% and Fiorina 44%. In addition, Boxer leads DeVore by just four points.

These findings represent a significant change from those found by *The Field Poll* two months ago. In January Boxer held substantial double-digit leads over each of her potential GOP rivals.

Table 3				
Trend of voter preferences for U.S. Senate in 2010 general election match-ups (among likely voters in the November general election)				
	March 2010	January 2010	October 2009	March 2009
<u>Boxer (D) vs. Campbell (R)</u>				
Boxer	43%	48%		
Campbell	44	38	N/A	N/A
Undecided	13	14		
<u>Boxer (D) vs. Fiorina (R)</u>				
Boxer	45%	50%	49%	55%
Fiorina	44	35	35	25
Undecided	11	15	16	20
<u>Boxer (D) vs. DeVore (R)</u>				
Boxer	45%	51%	50%	
DeVore	41	34	33	N/A
Undecided	14	15	17	

*N/A: Not asked. (D) denotes Democrat, (R) denotes Republican.
 Note: October and March 2009 preferences asked of all registered voters.*

Boxer better known but viewed more negatively than her Republican challengers

Last January among registered voters deemed likely to vote in the November election, Boxer was viewed more favorably than unfavorably by 48% to 39% margin. However, the current survey finds that her image has suffered over the past two months, with more voters now viewing her negatively (51%) than positively (38%). Just 11% have no opinion of Boxer.

By contrast, her Republican challengers are much less known to the likely voter electorate. In the case of Campbell 59% have no opinion of him. Among voters who are able to rate the former congressman opinions divide 23% favorable and 18% unfavorable.

The proportion of voters who have no opinion of Fiorina is also very high – 58%. The 42% who have an impression of her divides almost evenly – 20% favorable and 22% unfavorable.

DeVore is the least known of the GOP candidates. Almost four out of five (78%) can't express an opinion of him. The 22% who do are dividing their preferences 13% unfavorable vs. 9% favorable.

Table 4
Voter recognition and image ratings of candidates for
U.S. Senate in 2010
(among likely voters in the November general election)

	Total voters		Demo- crats	Republi- cans	Non- partisans/ others
	March	January			
<u>Barbara Boxer (D)</u>					
Favorable	38%	48%	60%	11%	37%
Unfavorable	51	39	25	84	54
No opinion	11	13	15	5	9
<u>Tom Campbell (R)</u>					
Favorable	23%	22%	18%	31%	20%
Unfavorable	18	14	21	13	18
No opinion	59	64	61	56	62
<u>Carly Fiorina (R)</u>					
Favorable	20%	16%	15%	24%	23%
Unfavorable	22	18	29	17	14
No opinion	58	66	56	59	63
<u>Chuck DeVore (R)</u>					
Favorable	9%	6%	7%	11%	12%
Unfavorable	13	9	14	11	12
No opinion	78	85	79	78	76

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

Information About The Survey

Sample Details

The findings in this report are based on a Field Poll survey completed March 9-15, 2010 among a random sample of 748 likely voters in the November general election. Additional interviews were conducted among likely voters in the GOP primary to increase this portion of the sample to 353 voters. Interviewing was conducted by telephone in English and Spanish with live interviewers working from Field Research's central location telephone interviewing facility.

Up to eight attempts were made to reach, screen and interview each randomly selected voter on different days and times of day during the interviewing period. Interviewing was completed on either a voter's landline phone or a cell phone depending on the source of the telephone listing from the voter file. After the completion of interviewing, the overall sample was weighted to align it to its proper statewide proportions by party registration, region, and other demographic characteristics of the registered voter population.

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 likely voters in the general election is +/- 3.7 percentage points at the 95% confidence level, while the maximum sampling error of likely voters in the GOP primary election is +/- 5.5 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 a smaller margin of error. Findings from subgroups of the overall sample have somewhat larger sampling error levels. 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 VOTERS ONLY)

Three of the candidates in the Republican primary election for U.S. Senate are (NAMES AND TITLES READ IN RANDOM ORDER). If the Republican primary election for U.S. Senate were being held today, for whom would you vote?

(ASKED OF LIKELY GENERAL ELECTION VOTERS)

I am going to read match-ups between some possible Democratic and Republicans in the November general election for U.S. Senate. For each pairing, please tell me which candidate you would vote for if the election for U.S. Senate were being held today. What if the candidates were (SEE RELEASE FOR NAMES AND PARTIES)? If the election for U.S. Senate were being held today, for whom would you vote?