

FOR IMMEDIATE RELEASE

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Brown Still Up on Whitman for CA Gov.

Raleigh, N.C. – As in the U.S. Senate race, the gubernatorial contest between Jerry Brown and Meg Whitman has tightened by an insignificant single point since PPP last polled the race in July, because there is no depressed turnout among Democrats as there is in many other states. Brown now tops Whitman among likely voters, 47-42, after being up 46-40 among registered voters two months ago.

Also like the Boxer-Fiorina matchup, independents have switched their allegiances, from a 47-31 Brown lead last time to a 45-37 Whitman edge now. But independents account for only 18% of the voters. Dampening that development is a decrease in support from Democrats, who make up 49% of the electorate; she had 17% of them last time, but only 12% now.

Whitman has now spent more of her own money on her campaign than any candidate for any office in American history. Because of that, 74% of Californians see her as having run an active campaign. Fewer than half that say the same of Brown, at 35%, with even more, 38%, saying he has not been actively seeking the office. Despite this disparity, slightly fewer have an opinion of Whitman than of Brown, with Brown better liked, at 42-45 to Whitman's 35-49. Still, Whitman, who has never held office, has managed to significantly raise her profile in a few months to nearly that of Brown, a former two-term governor, two-term mayor of Oakland, California Secretary of State, three-time presidential candidate, U.S. Senate candidate, and current state Attorney General.

Along with the 16-point Democratic turnout advantage keeping Brown in the lead despite his perceived lack of vigor, the Democrat is no doubt also capitalizing on Whitman's fellow Republican, the most unpopular governor in the country, Arnold Schwarzenegger, who has a 20-69 approval rating.

“Democrats may not be thrilled about Jerry Brown but they're still planning to vote for him,” said Dean Debnam, President of Public Policy Polling. “Meanwhile for all the millions she's spent Meg Whitman still has a negative favorability rating.”

PPP surveyed 630 likely California voters from September 14th to 16th. The margin of error is +/-3.9%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



California Survey Results

Q1 Do you approve or disapprove of Governor Arnold Schwarzenegger's job performance?

Approve 20%
Disapprove..... 69%
Not sure 12%

Q2 Do you have a favorable or unfavorable opinion of Jerry Brown?

Favorable 42% Not sure 13%
Unfavorable..... 45%

Q3 Do you have a favorable or unfavorable opinion of Meg Whitman?

Favorable 35% Not sure 16%
Unfavorable..... 49%

Q4 The candidates for Governor are Republican Meg Whitman and Democrat Jerry Brown. If the election was today, who would you vote for?

Meg Whitman..... 42%
Jerry Brown..... 47%
Undecided..... 12%

Q5 Do you think Jerry Brown has been running an active campaign for Governor?

Yes..... 35%
No 38%
Not sure 26%

Q6 Do you think Meg Whitman has been running an active campaign for Governor?

Yes..... 74%
No 14%
Not sure 13%

Q7 Who did you vote for President in 2008?

John McCain..... 36%
Barack Obama..... 57%
Someone else/Don't remember 6%

Q8 If you are a liberal, press 1. If a moderate, press 2. If a conservative, press 3.

Liberal..... 27%
Moderate..... 39%
Conservative..... 34%

Q9 If you are a woman, press 1. If a man, press 2.

Woman 52%
Man..... 48%

Q10 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 49%
Republican..... 33%
Independent/Other..... 18%

Q11 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If Asian, press 4. If other, press 5.

Hispanic..... 20%
White 62%
African-American 8%
Asian..... 6%
Other..... 4%



Q12 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

| | |
|----------------------------|-----|
| <i>18 to 29</i> | 11% |
| <i>30 to 45</i> | 28% |
| <i>46 to 65</i> | 39% |
| <i>Older than 65</i> | 23% |



Crosstabs

| | Base | 2008 Vote | | |
|--------------------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone else/Don't remember |
| Schwarzenegger Approval | | | | |
| Approve | 20% | 18% | 20% | 26% |
| Disapprove | 69% | 68% | 71% | 55% |
| Not sure | 12% | 15% | 9% | 19% |

| | Base | 2008 Vote | | |
|---------------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone else/Don't remember |
| Brown Favorability | | | | |
| Favorable | 42% | 6% | 67% | 19% |
| Unfavorable | 45% | 87% | 16% | 60% |
| Not sure | 13% | 7% | 17% | 21% |

| | Base | 2008 Vote | | |
|-----------------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone else/Don't remember |
| Whitman Favorability | | | | |
| Favorable | 35% | 71% | 12% | 37% |
| Unfavorable | 49% | 14% | 73% | 34% |
| Not sure | 16% | 15% | 15% | 29% |

| | Base | 2008 Vote | | |
|----------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone else/Don't remember |
| Whitman/Brown | | | | |
| Meg Whitman | 42% | 83% | 15% | 42% |
| Jerry Brown | 47% | 5% | 76% | 25% |
| Undecided | 12% | 12% | 10% | 33% |





Crosstabs

| | Base | 2008 Vote | | |
|---------------------|------------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone else/Don't remember |
| Brown Active | | | | |
| Yes | 35% | 29% | 38% | 43% |
| No | 38% | 46% | 35% | 30% |
| Not sure | 26% | 25% | 27% | 27% |

| | Base | 2008 Vote | | |
|-----------------------|------------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone else/Don't remember |
| Whitman Active | | | | |
| Yes | 74% | 89% | 64% | 66% |
| No | 14% | 5% | 19% | 17% |
| Not sure | 13% | 6% | 17% | 17% |

| | Base | Ideology | | |
|--------------------------------|------------|----------|----------|--------------|
| | | Liberal | Moderate | Conservative |
| Schwarzenegger Approval | | | | |
| Approve | 20% | 18% | 22% | 18% |
| Disapprove | 69% | 74% | 67% | 66% |
| Not sure | 12% | 8% | 11% | 16% |

| | Base | Ideology | | |
|---------------------------|------------|----------|----------|--------------|
| | | Liberal | Moderate | Conservative |
| Brown Favorability | | | | |
| Favorable | 42% | 74% | 47% | 11% |
| Unfavorable | 45% | 11% | 40% | 77% |
| Not sure | 13% | 15% | 13% | 12% |





Crosstabs

| | Base | Ideology | | |
|-----------------------------|------|----------|----------|--------------|
| | | Liberal | Moderate | Conservative |
| Whitman Favorability | | | | |
| Favorable | 35% | 10% | 29% | 63% |
| Unfavorable | 49% | 84% | 52% | 19% |
| Not sure | 16% | 7% | 19% | 19% |

| | Base | Ideology | | |
|----------------------|------|----------|----------|--------------|
| | | Liberal | Moderate | Conservative |
| Whitman/Brown | | | | |
| Meg Whitman | 42% | 8% | 36% | 74% |
| Jerry Brown | 47% | 83% | 51% | 13% |
| Undecided | 12% | 9% | 13% | 13% |

| | Base | Ideology | | |
|---------------------|------|----------|----------|--------------|
| | | Liberal | Moderate | Conservative |
| Brown Active | | | | |
| Yes | 35% | 42% | 39% | 25% |
| No | 38% | 36% | 37% | 42% |
| Not sure | 26% | 22% | 24% | 33% |

| | Base | Ideology | | |
|-----------------------|------|----------|----------|--------------|
| | | Liberal | Moderate | Conservative |
| Whitman Active | | | | |
| Yes | 74% | 70% | 73% | 77% |
| No | 14% | 15% | 15% | 10% |
| Not sure | 13% | 14% | 12% | 13% |





Crosstabs

| | Base | Gender | |
|--------------------------------|------|--------|-----|
| | | Woman | Man |
| Schwarzenegger Approval | | | |
| Approve | 20% | 18% | 21% |
| Disapprove | 69% | 65% | 73% |
| Not sure | 12% | 17% | 6% |

| | Base | Gender | |
|---------------------------|------|--------|-----|
| | | Woman | Man |
| Brown Favorability | | | |
| Favorable | 42% | 43% | 41% |
| Unfavorable | 45% | 40% | 50% |
| Not sure | 13% | 17% | 9% |

| | Base | Gender | |
|-----------------------------|------|--------|-----|
| | | Woman | Man |
| Whitman Favorability | | | |
| Favorable | 35% | 31% | 40% |
| Unfavorable | 49% | 50% | 48% |
| Not sure | 16% | 19% | 12% |

| | Base | Gender | |
|----------------------|------|--------|-----|
| | | Woman | Man |
| Whitman/Brown | | | |
| Meg Whitman | 42% | 38% | 46% |
| Jerry Brown | 47% | 51% | 42% |
| Undecided | 12% | 11% | 12% |





Crosstabs

| | Base | Gender | |
|---------------------|------------|--------|-----|
| | | Woman | Man |
| Brown Active | | | |
| Yes | 35% | 32% | 38% |
| No | 38% | 39% | 38% |
| Not sure | 26% | 28% | 24% |

| | Base | Gender | |
|-----------------------|------------|--------|-----|
| | | Woman | Man |
| Whitman Active | | | |
| Yes | 74% | 70% | 77% |
| No | 14% | 12% | 15% |
| Not sure | 13% | 18% | 7% |

| | Base | Party | | |
|--------------------------------|------------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Schwarzenegger Approval | | | | |
| Approve | 20% | 17% | 22% | 23% |
| Disapprove | 69% | 73% | 65% | 63% |
| Not sure | 12% | 10% | 13% | 14% |

| | Base | Party | | |
|---------------------------|------------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Brown Favorability | | | | |
| Favorable | 42% | 69% | 6% | 30% |
| Unfavorable | 45% | 14% | 86% | 55% |
| Not sure | 13% | 17% | 8% | 14% |





Crosstabs

| | Base | Party | | |
|-----------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Whitman Favorability | | | | |
| Favorable | 35% | 10% | 71% | 40% |
| Unfavorable | 49% | 74% | 15% | 43% |
| Not sure | 16% | 16% | 14% | 18% |

| | Base | Party | | |
|----------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Whitman/Brown | | | | |
| Meg Whitman | 42% | 12% | 84% | 45% |
| Jerry Brown | 47% | 76% | 8% | 37% |
| Undecided | 12% | 12% | 8% | 19% |

| | Base | Party | | |
|---------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Brown Active | | | | |
| Yes | 35% | 41% | 27% | 32% |
| No | 38% | 31% | 46% | 46% |
| Not sure | 26% | 28% | 27% | 21% |

| | Base | Party | | |
|-----------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Whitman Active | | | | |
| Yes | 74% | 61% | 87% | 83% |
| No | 14% | 20% | 7% | 6% |
| Not sure | 13% | 19% | 5% | 11% |





Crosstabs

| | Base | Race | | | | |
|--------------------------------|------|----------|-------|------------------|-------|-------|
| | | Hispanic | White | African-American | Asian | Other |
| Schwarzenegger Approval | | | | | | |
| Approve | 20% | 12% | 24% | 4% | 24% | 10% |
| Disapprove | 69% | 76% | 64% | 92% | 56% | 76% |
| Not sure | 12% | 12% | 12% | 4% | 20% | 14% |

| | Base | Race | | | | |
|---------------------------|------|----------|-------|------------------|-------|-------|
| | | Hispanic | White | African-American | Asian | Other |
| Brown Favorability | | | | | | |
| Favorable | 42% | 45% | 39% | 65% | 36% | 37% |
| Unfavorable | 45% | 33% | 51% | 23% | 44% | 57% |
| Not sure | 13% | 22% | 11% | 12% | 20% | 6% |

| | Base | Race | | | | |
|-----------------------------|------|----------|-------|------------------|-------|-------|
| | | Hispanic | White | African-American | Asian | Other |
| Whitman Favorability | | | | | | |
| Favorable | 35% | 24% | 40% | 23% | 40% | 31% |
| Unfavorable | 49% | 48% | 48% | 69% | 44% | 43% |
| Not sure | 16% | 28% | 12% | 8% | 16% | 25% |

| | Base | Race | | | | |
|----------------------|------|----------|-------|------------------|-------|-------|
| | | Hispanic | White | African-American | Asian | Other |
| Whitman/Brown | | | | | | |
| Meg Whitman | 42% | 25% | 50% | 15% | 44% | 41% |
| Jerry Brown | 47% | 49% | 42% | 81% | 48% | 39% |
| Undecided | 12% | 25% | 8% | 4% | 8% | 20% |





Crosstabs

| | Base | Race | | | | |
|---------------------|------|----------|-------|------------------|-------|-------|
| | | Hispanic | White | African-American | Asian | Other |
| Brown Active | | | | | | |
| Yes | 35% | 27% | 37% | 54% | 12% | 41% |
| No | 38% | 37% | 41% | 23% | 48% | 27% |
| Not sure | 26% | 36% | 22% | 23% | 40% | 31% |

| | Base | Race | | | | |
|-----------------------|------|----------|-------|------------------|-------|-------|
| | | Hispanic | White | African-American | Asian | Other |
| Whitman Active | | | | | | |
| Yes | 74% | 57% | 83% | 54% | 68% | 64% |
| No | 14% | 15% | 10% | 31% | 20% | 14% |
| Not sure | 13% | 28% | 7% | 15% | 12% | 22% |

| | Base | Age | | | |
|--------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Schwarzenegger Approval | | | | | |
| Approve | 20% | 19% | 21% | 19% | 18% |
| Disapprove | 69% | 62% | 68% | 73% | 66% |
| Not sure | 12% | 20% | 11% | 8% | 16% |

| | Base | Age | | | |
|---------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Brown Favorability | | | | | |
| Favorable | 42% | 37% | 41% | 47% | 37% |
| Unfavorable | 45% | 36% | 48% | 45% | 45% |
| Not sure | 13% | 27% | 11% | 9% | 18% |





Crosstabs

| | Base | Age | | | |
|-----------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Whitman Favorability | | | | | |
| Favorable | 35% | 30% | 32% | 37% | 38% |
| Unfavorable | 49% | 51% | 52% | 47% | 47% |
| Not sure | 16% | 19% | 15% | 15% | 15% |

| | Base | Age | | | |
|----------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Whitman/Brown | | | | | |
| Meg Whitman | 42% | 26% | 43% | 42% | 47% |
| Jerry Brown | 47% | 50% | 46% | 47% | 46% |
| Undecided | 12% | 24% | 11% | 11% | 8% |

| | Base | Age | | | |
|---------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Brown Active | | | | | |
| Yes | 35% | 21% | 37% | 38% | 33% |
| No | 38% | 43% | 46% | 36% | 31% |
| Not sure | 26% | 36% | 17% | 25% | 36% |

| | Base | Age | | | |
|-----------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Whitman Active | | | | | |
| Yes | 74% | 62% | 74% | 77% | 72% |
| No | 14% | 13% | 16% | 11% | 16% |
| Not sure | 13% | 25% | 10% | 12% | 12% |

