

# THE FIELD POLL

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

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**CAMPBELL LEADS FIORINA BY FIVE POINTS  
IN CALIFORNIA'S GOP SENATE PRIMARY.  
DEVORE TRAILS. BOXER LEADS EACH OF  
THE REPUBLICANS IN GENERAL ELECTION  
MATCH-UPS.**

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By Mark DiCamillo and Mervin Field

Former Congressman Tom Campbell, who only last week switched his political sights from the governor's race to the U.S. Senate, has become the front runner in the California GOP Senate primary.

In a survey completed between January 5 and 17, *The Field Poll* finds Campbell the choice of 30% of likely GOP primary election voters, businesswoman Carly Fiorina receives 25%, while Assemblyman Chuck DeVore trails at 6%. About four in ten (39%) of GOP primary voters are undecided.

**Table 1**

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

Tom Campbell	30%
Carly Fiorina	25
Chuck DeVore	6
Undecided	39

### **Campbell's lead across GOP primary election sub-groups**

Campbell's lead over Fiorina is somewhat larger among GOP primary voters in Northern California, those who are moderates or moderately conservative, women and seniors. On the other hand, Fiorina is running about even with Campbell among GOP primary voters in Southern California, those who are strongly conservative, men and voters under age 65.

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**Table 2**  
**Voter preferences in 2010 GOP primary for U.S. Senate – by subgroup**  
**(among likely voters in the Republican primary)**

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	<b><u>Campbell</u></b>	<b><u>Fiorina</u></b>	<b><u>DeVore</u></b>	<b><u>Undecided</u></b>
<b>Total Statewide</b>	<b>30%</b>	<b>25</b>	<b>6</b>	<b>39</b>
<b><u>Region</u></b>				
(.61) Southern California	28%	26	9	37
(.39) Northern California	33%	22	2	43
<b><u>Political Ideology</u></b>				
(.43) Strongly conservative	29%	27	8	36
(.57) Moderately conservative/moderate	30%	23	5	42
<b><u>Gender</u></b>				
(.53) Male	32%	30	7	31
(.47) Female	28%	19	6	47
<b><u>Age</u></b>				
(.65) 18 – 64	26%	27	10	37
(.35) 65 or older	36%	21	*	43

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\* Less than 1/2 of 1%.

### **Boxer holds big leads against each of the Republicans**

Democrat Barbara Boxer was first elected to the U.S. Senate in 1992 and is running unopposed in this year's Democratic primary.

When paired against each of the GOP candidates in general election match-ups, Boxer leads Campbell by ten points (48% to 38%), Fiorina by fifteen points (50% to 35%) and DeVore by seventeen points (51% to 34%).

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

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

**Boxer much better known than the GOP candidates**

Boxer is much better known to general election voters than are any of the GOP candidates. Nearly nine in ten likely general election voters (87%) have an opinion of Boxer and opinions divide 48% favorable vs. 39% unfavorable.

By contrast, about two in three voters have no opinion of Campbell (64%) or Fiorina (66%), while 85% do not know enough about DeVore to offer an opinion.

Among general election voters able to rate the GOP candidates, Campbell is the only one who receives more positive than negative image scores. In Campbell’s case 22% rate him positively, while 14% have a negative view. Fiorina and DeVore both receive mixed ratings from the overall electorate.

Among only Republican voters both Campbell and Fiorina are viewed favorably. One in five Republicans (26%) has a favorable impression of Campbell, while 11% hold an unfavorable view. Twice as many Republicans also have a positive impression of Fiorina (20%) as rate her negatively (10%). By contrast, slightly more Republicans view DeVore unfavorably (11%) as have a favorable impression (8%).

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

	<b>Total voters</b>	<b>Democrats</b>	<b>Republicans</b>	<b>Non-partisans/ others</b>
<b><u>Barbara Boxer (D)</u></b>				
Favorable	48%	71%	15%	55%
Unfavorable	39	17	74	27
No opinion	13	12	11	18
<b><u>Tom Campbell (R)</u></b>				
Favorable	22%	22%	26%	17%
Unfavorable	14	18	11	10
No opinion	64	60	63	73
<b><u>Carly Fiorina (R)</u></b>				
Favorable	16%	12%	20%	18%
Unfavorable	18	26	10	15
No opinion	66	62	70	67
<b><u>Chuck DeVore (R)</u></b>				
Favorable	6%	5%	8%	5%
Unfavorable	9	9	11	7
No opinion	85	86	81	88

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

## **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 VOTERS ONLY)

Suppose that in the Republican primary election for U.S. Senate the candidates were (SEE RELEASE FOR NAMES READ). If the Republican primary election for U.S. Senate were being held today and these were the candidates, for whom would you vote... (LAST NAMES REPEATED)?

(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 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?