

FIELD

RESEARCH

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**Tabulations From a Survey of California Likely Voters About
their Voting Preferences in the GOP Primary for U.S. Senate**

*- prepared for the -
Capitol Alert and the Sacramento Bee*

June 5, 2010

Introduction

This volume presents the statistical data developed from a *Field Poll* survey of likely voters in the Republican primary election about their voting preferences in the GOP senatorial primary. The survey was conducted by *The Field Poll* is an independent and non-partisan survey of California public opinion.

The results contained in this report are based on a *Field Poll* survey completed among a representative sample of 511 voters who had either already voted or are considered likely to vote in this year's GOP primary election. The survey polled a random cross section of registered Republicans and non-partisans intending to vote in the GOP primary election.

Sampling

The sample was developed from telephone listings of individual voters selected randomly from a listing of Republican and non-partisan voters statewide off of a list of the state's registration rolls. The list was purchased from Voter Contact Services, a leading supplier of voter registration lists to the survey research industry. Once a voter's name and telephone had been selected interviewers are attempted only with the specified voter. Interviews can be conducted on either the voter's landline or cell phone, depending on the source of the telephone listing from the voter file and the preference of the voter.

Prior to the start of data collection, professionally-trained telephone interviewers were briefed with regard to the survey's proper calling and interviewing procedures by the Study Director. This session provided both interviewers and supervisors with an overview of the study and includes a question-by-question review of all items in the survey. Interviewers then completed survey interviews by telephone through the computer-assisted telephone interviewing (CATI) system. CATI controls the telephone scripts read to individual respondents by displaying the appropriate questionnaire items and their valid response code alternatives in their proper sequence on computer screens at each interviewer's booth. The interviewer then reads each question aloud to the respondent from the screen and enters each respondent's pre-coded answer category through the keyboard directly to a computer disk. All answers are automatically stored in computer memory.

In order to bring hard-to-reach respondents into the survey, up to six attempts (an initial call plus five callbacks) were made to each telephone number selected for inclusion into the sample. Callbacks were made at different times and on different days to increase the probability of finding voters available for the interview. Where possible, appointments are made at specified dates and times to maximize convenience and cooperation rates.

Data Processing

The data file resulting from CATI interviewing is itself virtually error-free. Even so, a final series of data checks were performed by means of a specially designed cleaning program that scrutinizes each respondent record for internally inconsistent information. Once the data were determined to be clean and error-free, the Republican voter sample was weighted to align it to its proper statewide proportions of Republican voters by region and other demographic characteristics.

Guide to Reading the Tables

The following is an explanation of the detailed statistical tabulations contained in this report:

- The question or questions upon which the data are based is shown at the top of each table
- Tables are percentaged vertically with the raw percentage base appearing at the top of each column.
- The overall sample of Republicans interviewed in the survey was weighted to known parameters of the statewide population of registered Republicans. All percentages and frequencies reported in each table are therefore weighted tabulations.
- In instances where percentages are calculated on small bases (e.g., when the base is fewer than 100 respondents) the reader is urged to interpret the data with caution, since results are subject to relatively large levels of sampling error.
- Throughout the tables an asterisk is used to denote a value of less than 1/2 of 1%. A hyphen indicates zero value. On some tables the percentages may add to more than 100% due to multiple mentions.
- Bases of subgroups used in the tabulations may add to less than the total number of respondents due to some respondents not reporting that characteristic.

Subgroup Definitions

The following are some of the definitions applicable to some of the voter subgroups reported in this volume:

Area

Southern California: Los Angeles, Orange, Riverside, San Bernardino, San Diego, Imperial, Santa Barbara, Ventura, Kern, and San Luis Obispo counties

Northern California: all other 48 California counties

Coastal Counties: San Diego, Orange, Los Angeles, Ventura, Santa Barbara, San Luis Obispo, Monterey, Santa Cruz, San Mateo, San Francisco, Contra Costa, Alameda, Marin, Napa, Solano, Sonoma, Santa Clara, Mendocino, Humboldt and Del Norte counties

Inland counties: all other 38 California counties

Region

Los Angeles: Los Angeles County

San Diego/Orange: San Diego County and Orange counties

Other South: San Bernardino, Riverside, Imperial, Ventura, Santa Barbara, and San Luis Obispo

SF Bay Area: San Francisco, Marin, Napa, Sonoma, Solano, Contra Costa, Alameda, Santa Clara, San Mateo

Central Valley: Butte, Colusa, Fresno, Glenn, Kern, Kings, Madera, Merced, Placer, Sacramento, San Joaquin, Shasta, Stanislaus, Sutter, Tehema, Tulare, Yolo, and Yuba

Other North: Alpine, Amador, Calaveras, Del Norte, El Dorado, Humboldt, Inyo, Lake, Lassen, Mariposa, Mendocino, Monterey, Modoc, Mono, Nevada, Plumas, San Benito, Santa Cruz, Sierra, Siskiyou, Trinity, and Tuolumne

Estimates of Sampling Error

In any survey based on a sampling, there is some sampling error introduced into the data by the process of sampling itself. When the sample has been drawn using random processes, it is possible to apply probability principles to determine the potential range of such error. While survey samples of human populations rarely, if ever, meet all of the criteria theoretically required for the application of these principles, it is customary to use them as an approximation of error that is introduced as a result of sampling. The table below shows the range of error that is associated with samples of various sizes, assuming the use of the 95% confidence level, which is customary for most public opinion surveys.

For example, if 50% of overall sample of 511 likely GOP primary voters answered “yes” to a specific question, this statistic would have a sampling error of plus or minus 4.5 percentage points at the 95% confidence level. This means that there is a 95% chance that had the overall population of registered voters statewide been interviewed using the same questionnaire and methods, the results of such a census would yield a result between 45.5% and 54.5%. The same procedure can be used to estimate the sample error ranges of any other statistic contained in this report.

<u>Approximate sample size</u>	<u>Approximate percentage distribution of replies to question</u>				
	<u>10%</u>	<u>30%</u>	<u>50%</u>	<u>70%</u>	<u>90%</u>
100	+/- 6.0	+/- 9.2	+/- 10.0	+/- 9.2	+/- 6.0
200	+/- 4.3	+/- 6.5	+/- 7.1	+/- 6.5	+/- 4.3
350	+/- 3.2	+/- 4.9	+/- 5.5	+/- 4.9	+/- 3.2
511	+/- 2.7	+/- 4.1	+/- 4.5	+/- 4.1	+/- 2.7

There are many other possible sources of error other than sampling variability in this and any other public opinion survey. Different results could occur because of differences in question wording, sequencing, the rigor with which sampling procedures were implemented, or through undetected errors or omissions in sampling, interviewing or data processing. The overall design and execution of the survey minimized the potential for these other sources of error.

Questions Asked

(IF ALREADY VOTED:) In the Republican primary election for U.S. Senate, for whom did you vote – **(READ NAMES AND TITLES OF CANDIDATES IN RANDOM ORDER)**, or someone else?

(IF HAVE NOT VOTED BUT LIKELY TO VOTE:) If the Republican primary election for U.S. Senate, were being held today, for whom would you vote- – **(READ NAMES AND TITLES OF CANDIDATES IN RANDOM ORDER)**, or someone else? **(IF UNDECIDED)** If you have to choose between Carly Fiorina, Chuck DeVore and Tom Campbell for U.S. Senate, whom would you prefer? **(NAMES READ IN RANDOM ORDER)**

I am going to read the names of some of the Republicans running for U.S. Senate 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 AND TITLES OF CANDIDATES READ)**

Regardless of whom you prefer, who do you think is going to win the Republican primary election for U.S. Senate – **(NAMES READ IN RANDOM ORDER)**?

The likely Democratic nominee for U.S. Senate will be incumbent U.S. Senator Barbara Boxer. Which Republican candidate for U.S. Senate – **(NAMES OF CANDIDATES READ BACK IN RANDOM ORDER)** – do you think has the best chance of defeating Democrat Barbara Boxer in the November general election for U.S. Senate? **(READ BACK LAST NAMES)**

Late May/Early June 2010 Field Poll

Q.05 In the Republican primary election for U.S. Senate, for whom did you vote
 If the Republican primary election for U.S. Senate were being held today, for whom would you vote

Base: Likely voters in the GOP Primary

	Region					Area					Voting Method		
	Total	South Cal	North Cal	Coast	Inland	LA	Ornge /San Diego	Other South	S.F. Bay Area	Central Valley	Other North	Mail voter	Pre-cinct voter
Unweighted Base	511	324	187	320	191	99	119	95	70	98	30	282	229
Weighted Base	505	313	192	318	187	91	119	91	77	100	27	268	237
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Carly Fiorina	187	121	67	112	75	35	47	34	19	43	9	104	83
	37.0	38.5	34.7	35.2	40.1	38.2	39.5	37.7	24.8	42.7	33.8	38.7	35.2
Tom Campbell	110	61	49	74	36	20	19	19	28	19	4	51	59
	21.7	19.5	25.3	23.1	19.4	21.5	16.3	20.7	36.5	19.3	16.8	19.0	24.9
Chuck DeVore	96	58	37	64	32	16	25	15	16	18	6	50	46
	19.0	18.6	19.5	20.1	16.9	17.4	20.9	16.9	20.3	17.7	23.3	18.7	19.2
Someone else	12	8	4	8	5	3	3	3	2	2	-	7	5
	2.5	2.6	2.2	2.5	2.4	2.8	2.2	3.4	2.4	2.4	-	2.8	2.1
Undecided/Don't recall/ Refused	100	65	35	60	40	18	25	19	12	18	7	56	44
	19.8	20.7	18.3	19.0	21.2	20.1	21.1	21.3	16.0	18.0	26.1	20.8	18.7

Late May/Early June 2010 Field Poll

Q.05 In the Republican primary election for U.S. Senate, for whom did you vote
 If the Republican primary election for U.S. Senate were being held today, for whom would you vote

Base: Likely voters in the GOP Primary

	Gender		Age				Ethnicity				Religion			Born Again	
	Total	Male	Female	18-39	40-49	50-64	65 or Older	White non-Hispanic	Latino	Asian Other	Protestant/Christian	Catholic	Other/None	Yes	No
Unweighted Base	511	254	257	93	85	164	169	390	53	78	295	104	95	200	311
Weighted Base	505	263	242	104	106	158	138	381	57	78	285	106	98	197	308
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Carly Fiorina	187	94	93	23	34	71	59	153	15	20	112	43	28	71	117
	37.0	35.8	38.4	22.3	32.4	44.8	42.9	40.1	26.1	26.3	39.4	40.8	29.1	35.8	37.8
Tom Campbell	110	59	51	26	24	32	28	79	16	19	62	23	25	41	68
	21.7	22.5	20.9	25.5	22.6	20.0	20.3	20.8	27.3	23.9	21.9	21.2	25.4	21.0	22.2
Chuck DeVore	96	61	35	20	27	25	24	69	13	15	50	24	18	39	57
	19.0	23.2	14.3	19.4	25.4	15.6	17.5	18.1	23.1	19.7	17.7	22.9	18.8	19.6	18.5
Someone else	12	7	6	3	3	3	4	10	-	3	6	-	6	6	6
	2.5	2.5	2.4	2.9	2.6	1.7	2.9	2.6	-	3.4	2.1	-	5.7	3.0	2.1
Undecided/Don't recall/ Refused	100	42	58	31	18	28	23	70	13	21	54	16	21	40	60
	19.8	16.0	24.0	29.9	17.1	17.9	16.4	18.3	23.4	26.6	18.9	15.1	21.1	20.5	19.4

Late May/Early June 2010 Field Poll

Q.05 In the Republican primary election for U.S. Senate, for whom did you vote
 If the Republican primary election for U.S. Senate were being held today, for whom would you vote

Base: Likely voters in the GOP Primary

	Polit. Ideology				Tea Party Identification			Education				Household Income			
	String Con- serv-	Mod. Con- serv-	M-O-R Lib- eral	Other	A lot	Some	None	H.S. Grad- uate or less	Some Col- lege/ Trade Sch'l Grad	Col- lege Grad	Post Grad- uate Work	Less Than \$40K	\$40- \$60K	\$60- \$100K	More Than \$100K
Total	ative	ative													
Unweighted Base	511	268	91	152	198	165	148	89	177	141	100	101	72	125	138
Weighted Base	505	260	89	157	194	163	148	86	176	144	96	95	73	124	142
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Carly Fiorina	187	110	29	47	82	64	41	34	69	47	37	31	28	46	60
	37.0	42.5	33.1	30.3	42.4	39.5	27.3	39.6	39.1	32.4	38.2	32.4	38.7	36.8	42.4
Tom Campbell	110	41	19	51	34	45	31	15	34	39	22	23	15	35	25
	21.7	15.6	20.9	32.4	17.4	27.8	20.7	17.2	19.3	26.9	23.4	24.4	19.9	28.5	17.8
Chuck DeVore	96	61	17	18	49	27	20	11	30	35	20	20	14	23	30
	19.0	23.4	19.0	11.6	25.4	16.4	13.4	12.9	17.2	24.1	20.7	21.3	19.5	18.7	20.9
Someone else	12	3	2	7	4	1	7	2	8	2	-	4	1	3	3
	2.5	1.2	2.3	4.7	2.0	0.7	5.1	2.8	4.3	1.7	-	4.3	1.1	2.0	2.1
Undecided/Don't recall/ Refused	100	45	22	33	25	25	50	24	35	21	17	17	15	17	24
	19.8	17.4	24.8	21.0	12.8	15.6	33.6	27.5	20.1	14.9	17.7	17.5	20.8	13.9	16.9

Late May/Early June 2010 Field Poll

Q.05 In the Republican primary election for U.S. Senate, for whom did you vote
 If the Republican primary election for U.S. Senate were being held today, for whom would you vote

Base: Likely voters in the GOP Primary

	Vote choice for GOP Gov Pri. (Q4)			Who will win the GOP Gov Pri. (Q7)			Vote choice for GOP US Senate Pri (Q5)				Who will win the GOP US Senate Pri (Q8)				
	Total	Whit- man	Pois- ner	Other /DK	Whit- man	Pois- ner	DK	Camp- bell	Fior- ina	De Vore	Other /DK	Camp- bell	Fior- ina	De Vore	DK
Unweighted Base	511	263	126	122	316	86	109	107	199	94	111	112	198	48	153
Weighted Base	505	255	128	122	311	88	106	110	187	96	113	116	187	49	153
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Carly Fiorina	187	130	28	29	149	17	21	-	187	-	-	22	124	2	39
	37.0	51.0	21.9	23.6	47.8	19.8	19.8	-	100.0	-	-	18.7	66.0	5.1	25.7
Tom Campbell	110	47	43	20	51	32	27	110	-	-	-	69	12	7	21
	21.7	18.5	33.4	16.2	16.6	36.1	25.0	100.0	-	-	-	59.7	6.5	14.4	14.0
Chuck DeVore	96	42	42	13	62	16	19	-	-	96	-	10	35	32	19
	19.0	16.3	32.4	10.5	19.8	17.7	17.4	-	-	100.0	-	8.5	18.9	64.6	12.3
Someone else	12	-	4	8	2	3	7	-	-	-	12	2	1	2	8
	2.5	-	3.1	6.9	0.8	3.5	6.5	-	-	-	11.1	1.5	0.5	3.4	5.4
Undecided/Don't recall/ Refused	100	36	12	52	47	20	33	-	-	-	100	14	15	6	65
	19.8	14.2	9.2	42.8	15.0	22.9	31.3	-	-	-	88.9	11.7	8.1	12.5	42.7

Late May/Early June 2010 Field Poll

Q.06d I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Tom Campbell, economist/ business educator, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Region					Area					Voting Method		
	Total	South Cal	North Cal	Coast	Inland	LA	Ornge /San Diego	Other South	S.F. Bay Area	Cen-tral Valley	Other North	Mail voter	Pre-cinct voter
Unweighted Base	511	324	187	320	191	99	119	95	70	98	30	282	229
Weighted Base	505	313	192	318	187	91	119	91	77	100	27	268	237
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	227	128	99	144	84	39	46	34	46	55	7	116	111
	45.0	40.9	51.8	45.3	44.6	43.2	38.6	37.3	59.5	55.0	27.1	43.3	46.9
Unfavorable	95	68	27	63	32	17	29	22	13	11	4	47	48
	18.8	21.7	14.0	19.9	17.0	18.2	24.0	23.9	16.7	10.9	15.3	17.4	20.4
Don't know	183	117	66	111	72	35	45	35	18	34	15	105	77
	36.2	37.4	34.2	34.9	38.4	38.5	37.3	38.8	23.8	34.1	57.6	39.3	32.7

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Q.06d I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Tom Campbell, economist/ business educator, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Gender		Age			Ethnicity				Religion		Born Again			
	Total	Male	Fe- male	18-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Asian Other	Pro- tstnt /Chrs -tian	Cath- olic	Other None/ No Pref.	Yes	No
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Unweighted Base	511	254	257	93	85	164	169	390	53	78	295	104	95	200	311
Weighted Base	505	263	242	104	106	158	138	381	57	78	285	106	98	197	308
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	227	130	97	36	58	70	64	176	25	33	127	50	46	82	145
	45.0	49.5	40.1	34.3	55.1	44.0	46.5	46.3	43.1	42.8	44.7	47.4	46.9	41.9	47.0
Unfavorable	95	58	37	12	20	35	27	76	7	13	55	22	14	39	56
	18.8	22.2	15.1	12.0	19.0	22.4	19.7	19.9	12.8	16.1	19.4	21.0	14.6	19.8	18.1
Don't know	183	74	109	56	27	53	47	129	25	32	102	34	38	75	107
	36.2	28.3	44.8	53.7	25.9	33.6	33.8	33.8	44.1	41.1	35.9	31.7	38.5	38.3	34.8

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Is your opinion of Tom Campbell, economist/ business educator, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Polit. Ideology				Tea Party Identification			Education				Household Income			
	Strng Con- serv- ative	Mod. Con- serv- ative	M-O-R Lib- eral	Other	A lot	Some	None	H.S. Grad- less	Some Col- lege/ or Sch'l	Col- lege Grad	Post Grad- uate Work	Less Than \$40K	\$40- \$60K	\$60- \$100K	More Than \$100K
Unweighted Base	511	268	91	152	198	165	148	89	177	141	100	101	72	125	138
Weighted Base	505	260	89	157	194	163	148	86	176	144	96	95	73	124	142
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	227	116	39	72	89	87	51	33	74	72	48	38	37	58	72
	45.0	44.7	44.2	46.0	46.2	53.4	34.3	39.0	42.0	50.0	50.3	40.1	50.0	46.9	50.9
Unfavorable	95	59	14	22	52	22	21	10	35	30	18	16	9	29	31
	18.8	22.6	16.1	14.0	26.8	13.7	13.9	11.7	20.0	21.0	19.1	17.2	12.0	23.0	21.9
Don't know	183	85	35	63	52	54	77	42	67	42	29	41	28	38	39
	36.2	32.7	39.7	40.0	27.0	32.9	51.8	49.4	38.0	29.0	30.6	42.6	38.0	30.2	27.3

Late May/Early June 2010 Field Poll

Q.06d I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Tom Campbell, economist/ business educator, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Vote choice for GOP Gov Pri. (Q4)				Who will win the GOP Gov Pri. (Q7)			Vote choice for GOP US Senate Pri (Q5)				Who will win the GOP US Senate Pri (Q8)			
	Whit- man	Pois- ner	Other /DK	Total	Whit- man	Pois- ner	DK	Camp- bell	Fior- ina	De Vore	Other /DK	Camp- bell	Fior- ina	De Vore	DK
	====	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Unweighted Base	511	263	126	122	316	86	109	107	199	94	111	112	198	48	153
Weighted Base	505	255	128	122	311	88	106	110	187	96	113	116	187	49	153
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	227	114	71	43	144	43	41	97	72	37	21	81	76	18	53
	45.0	44.7	55.1	35.1	46.3	48.5	38.5	88.3	38.3	39.1	19.1	69.7	40.4	37.4	34.4
Unfavorable	95	56	20	19	69	8	18	6	47	32	10	12	54	13	16
	18.8	21.8	15.9	15.6	22.1	9.5	16.9	5.4	25.1	33.1	9.1	10.3	28.7	26.8	10.5
Don't know	183	86	37	60	98	37	47	7	69	27	81	23	58	18	84
	36.2	33.5	29.0	49.3	31.7	42.0	44.6	6.3	36.6	27.8	71.8	19.9	30.9	35.8	55.1

Late May/Early June 2010 Field Poll

Q.06e I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Carly Fiorina, business executive, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Region					Area					Voting Method		
	North/South Coast/Inlnd					Ornge S.F. Cen-					Pre-		
	South		North	In-		LA	Diego	Other	Bay	Val-	Other	Mail	cinct
	Total	Cal	Cal	Coast	land			South	Area	ey	North	voter	voter
	====	====	====	====	====	====	====	====	====	====	====	====	====
Unweighted Base	511	324	187	320	191	99	119	95	70	98	30	282	229
Weighted Base	505	313	192	318	187	91	119	91	77	100	27	268	237
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	286	173	114	175	111	48	73	45	40	65	15	162	124
	56.7	55.1	59.2	55.2	59.2	53.1	61.2	49.1	52.2	64.5	57.6	60.4	52.4
Unfavorable	63	40	23	44	18	11	14	14	14	8	1	28	35
	12.4	12.6	12.1	13.9	9.8	11.7	12.1	15.8	18.7	7.9	3.2	10.4	14.7
Don't know	156	101	55	98	58	32	32	32	22	28	10	78	78
	30.9	32.3	28.7	30.9	31.0	35.1	26.7	35.0	29.1	27.6	39.2	29.2	32.9

Late May/Early June 2010 Field Poll

Q.06e I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Carly Fiorina, business executive, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Gender		Age			Ethnicity				Religion			Born Again		
	Total	Male	Fe- male	18-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Asian Other	Pro- tstnt /Chrs- tian	Cath- olic	Other None/ No Pref.	Yes	No
Unweighted Base	511	254	257	93	85	164	169	390	53	78	295	104	95	200	311
Weighted Base	505	263	242	104	106	158	138	381	57	78	285	106	98	197	308
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	286	149	137	38	54	103	90	231	29	31	167	67	47	107	179
	56.7	56.8	56.5	36.7	51.4	65.4	65.7	60.6	49.9	40.3	58.8	63.0	48.0	54.5	58.0
Unfavorable	63	37	26	10	15	23	15	45	3	16	31	12	19	20	43
	12.4	13.9	10.8	9.7	14.3	14.4	10.8	11.7	5.8	20.0	10.9	11.4	19.0	10.1	13.9
Don't know	156	77	79	56	36	32	32	105	25	31	86	27	32	70	87
	30.9	29.2	32.8	53.6	34.3	20.2	23.5	27.7	44.2	39.7	30.3	25.6	33.0	35.4	28.1

Late May/Early June 2010 Field Poll

Q.06e I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Carly Fiorina, business executive, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Polit. Ideology				Tea Party Identification			Education				Household Income			
	Strng Con- serv- ative	Mod. Con- serv- ative	M-O-R Lib- eral	Other	A lot	Some	None	H.S. Grad- less	Some Col- lege/ or Sch'l	Col- lege Grad	Post Grad- uate Work	Less Than \$40K	\$40- \$60K	\$60- \$100K	More Than \$100K
Unweighted Base	511	268	91	152	198	165	148	89	177	141	100	101	72	125	138
Weighted Base	505	260	89	157	194	163	148	86	176	144	96	95	73	124	142
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	286	171	47	69	128	104	54	39	106	80	60	45	45	73	87
	56.7	65.7	52.9	43.8	66.0	63.9	36.5	46.1	60.2	55.6	62.3	47.7	61.0	58.5	61.7
Unfavorable	63	27	7	29	19	19	25	9	16	19	19	12	7	13	25
	12.4	10.2	8.0	18.5	9.6	11.8	16.7	10.0	8.9	13.3	20.2	12.9	9.7	10.1	17.6
Don't know	156	63	35	59	47	40	69	38	54	45	17	37	21	39	29
	30.9	24.1	39.1	37.7	24.4	24.3	46.8	44.0	30.9	31.1	17.5	39.4	29.3	31.3	20.7

Late May/Early June 2010 Field Poll

Q.06e I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Carly Fiorina, business executive, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Vote choice for GOP Gov Pri. (Q4)				Who will win the GOP Gov Pri. (Q7)			Vote choice for GOP US Senate Pri (Q5)				Who will win the GOP US Senate Pri (Q8)			
	Total	Whit- man	Pois- ner	Other /DK	Whit- man	Pois- ner	DK	Camp- bell	Fior- ina	De Vore	Other /DK	Camp- bell	Fior- ina	De Vore	DK
Unweighted Base	511	263	126	122	316	86	109	107	199	94	111	112	198	48	153
Weighted Base	505	255	128	122	311	88	106	110	187	96	113	116	187	49	153
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	286	165	63	58	207	39	40	37	182	43	25	55	164	11	55
	56.7	64.6	49.1	48.0	66.7	43.9	37.8	33.7	97.1	44.6	22.1	47.5	87.7	23.2	36.2
Unfavorable	63	24	23	15	33	14	15	25	3	22	12	18	11	14	19
	12.4	9.5	18.3	12.3	10.8	16.2	14.1	22.8	1.7	23.1	11.1	15.5	5.8	29.5	12.7
Don't know	156	66	42	48	70	35	51	48	2	31	75	43	12	23	78
	30.9	25.9	32.7	39.7	22.5	40.0	48.1	43.6	1.3	32.3	66.8	36.9	6.5	47.3	51.1

Late May/Early June 2010 Field Poll

Q.06f I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Chuck DeVore, Assemblyman/military reservist, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Region					Area					Voting Method		
	Total	South Cal	North Cal	Coast	Inland	LA	Ornge /San Diego	Other South	S.F. Bay Area	Cen-tral Valley	Other North	Mail voter	Pre-cinct voter
Unweighted Base	511	324	187	320	191	99	119	95	70	98	30	282	229
Weighted Base	505	313	192	318	187	91	119	91	77	100	27	268	237
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	207	128	79	133	74	29	60	33	31	45	9	111	96
	41.0	40.9	41.0	41.9	39.4	32.3	50.1	35.8	41.1	44.6	33.0	41.3	40.6
Unfavorable	38	20	18	20	18	5	5	8	10	10	1	22	16
	7.5	6.3	9.6	6.4	9.6	5.3	3.8	8.6	13.0	10.0	3.2	8.1	6.9
Don't know	260	165	95	165	96	57	55	51	35	46	17	136	124
	51.5	52.8	49.4	51.8	51.1	62.4	46.1	55.6	46.0	45.4	63.8	50.6	52.5

Late May/Early June 2010 Field Poll

Q.06f I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Chuck DeVore, Assemblyman/military reservist, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Gender		Age			Ethnicity				Religion		Born Again			
	Total	Male	Fe- male	18-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Asian Other	Pro- tstnt /Chrs- tian	Cath- olic	Other None/ No Pref.	Yes	No
Unweighted Base	511	254	257	93	85	164	169	390	53	78	295	104	95	200	311
Weighted Base	505	263	242	104	106	158	138	381	57	78	285	106	98	197	308
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	207	129	78	44	49	66	47	150	25	34	120	47	36	90	117
	41.0	49.1	32.2	42.7	46.9	42.0	33.9	39.4	44.5	44.0	42.2	44.2	36.8	45.8	37.9
Unfavorable	38	21	17	10	7	14	7	29	6	6	13	13	9	9	29
	7.5	8.1	6.9	9.4	7.0	9.0	4.9	7.5	10.8	7.7	4.4	12.6	9.1	4.6	9.4
Don't know	260	112	148	50	49	77	84	202	26	38	152	46	53	98	163
	51.5	42.8	60.9	47.9	46.1	49.0	61.2	53.1	44.7	48.3	53.4	43.2	54.1	49.6	52.7

Late May/Early June 2010 Field Poll

Q.06f I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Chuck DeVore, Assemblyman/military reservist, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Polit. Ideology				Tea Party Identification			Education				Household Income			
	Strng Con- serv- Total	Mod. Con- serv- Total	M-O-R Lib- serv- Total	Other	A lot	Some	None	H.S. Grad- less	Some Col- lege/ or Sch'l	Col- lege Grad	Post Grad- uate Work	Less Than -40K	\$40 -60K	\$60- \$100K	More Than \$100K
Unweighted Base	511	268	91	152	198	165	148	89	177	141	100	101	72	125	138
Weighted Base	505	260	89	157	194	163	148	86	176	144	96	95	73	124	142
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	207	134	36	36	102	64	41	28	66	67	45	37	24	54	70
	41.0	51.6	41.1	23.2	52.6	39.4	27.4	32.9	37.6	46.4	46.6	39.4	32.8	43.4	49.3
Unfavorable	38	10	8	20	7	16	15	8	13	10	7	5	8	9	12
	7.5	3.7	9.3	13.0	3.6	9.8	10.2	8.8	7.7	6.7	7.8	5.3	10.9	7.1	8.3
Don't know	260	116	44	100	85	83	93	50	96	67	44	53	41	61	60
	51.5	44.7	49.7	63.8	43.8	50.8	62.4	58.3	54.8	46.9	45.7	55.4	56.2	49.5	42.4

Late May/Early June 2010 Field Poll

Q.06f I am going to read the names of some of the Republicans running for Governor and U.S. Senate 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.

Is your opinion of Chuck DeVore, Assemblyman/military reservist, favorable or unfavorable?

Base: Likely voters in the GOP Primary

	Vote choice for GOP Gov Pri. (Q4)				Who will win the GOP Gov Pri. (Q7)			Vote choice for GOP US Senate Pri (Q5)				Who will win the GOP US Senate Pri (Q8)			
	Total	Whit- man	Pois- ner	Other /DK	Whit- man	Pois- ner	DK	Camp- bell	Fior- ina	De Vore	Other /DK	Camp- bell	Fior- ina	De Vore	DK
Unweighted Base	511	263	126	122	316	86	109	107	199	94	111	112	198	48	153
Weighted Base	505	255	128	122	311	88	106	110	187	96	113	116	187	49	153
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Favorable	207	105	62	39	137	35	34	32	64	87	24	41	84	37	45
	41.0	41.2	48.7	32.2	44.2	40.3	32.0	28.8	34.2	91.3	21.2	35.7	44.6	75.7	29.4
Unfavorable	38	21	9	8	26	5	7	14	17	2	5	15	9	3	10
	7.5	8.1	7.4	6.6	8.4	5.6	6.8	12.8	9.3	1.7	4.6	13.3	4.9	6.6	6.6
Don't know	260	129	56	74	148	48	65	64	106	7	84	59	95	9	98
	51.5	50.7	43.9	61.2	47.5	54.1	61.2	58.4	56.5	7.1	74.2	51.0	50.5	17.7	63.9

Late May/Early June 2010 Field Poll

Q.10 The likely Democratic nominee for U.S. Senate will be incumbent U.S. Senator Barbara Boxer.
 Which Republican candidate for U.S. Senate -- (READ NAMES OF CANDIDATES IN RANDOM ORDER) -- do you
 think has the best chance of defeating Democrat Barbara Boxer in the November general election
 for U.S. Senate? (READ BACK LAST NAMES)

Base: Likely voters in the GOP Primary

	Region					Area					Voting Method		
	Total	South Cal	North Cal	Coast	Inland	LA	Ornge /San Diego	Other South	Bay Area	S.F. Valley	Cen-tral	Other North	Mail voter
Unweighted Base	511	324	187	320	191	99	119	95	70	98	30	282	229
Weighted Base	505	313	192	318	187	91	119	91	77	100	27	268	237
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Carly Fiorina	213	145	68	129	84	39	57	43	19	44	11	117	96
	42.1	46.2	35.5	40.7	44.6	42.9	47.9	47.4	24.4	43.8	40.0	43.7	40.4
Tom Campbell	113	55	58	74	39	17	23	12	33	24	5	58	55
	22.4	17.4	30.4	23.4	20.6	18.2	19.0	13.3	43.5	23.7	16.9	21.6	23.2
Chuck DeVore	59	37	22	38	20	12	13	11	8	11	4	34	25
	11.6	11.7	11.4	12.1	10.8	12.7	11.2	11.6	10.6	11.2	14.5	12.6	10.6
Don't know	121	77	43	76	45	24	26	25	16	21	8	59	61
	23.9	24.7	22.6	23.8	24.0	26.2	21.8	27.7	21.5	21.4	28.5	22.1	25.9

Late May/Early June 2010 Field Poll

Q.10 The likely Democratic nominee for U.S. Senate will be incumbent U.S. Senator Barbara Boxer.
 Which Republican candidate for U.S. Senate -- (READ NAMES OF CANDIDATES IN RANDOM ORDER) -- do you
 think has the best chance of defeating Democrat Barbara Boxer in the November general election
 for U.S. Senate? (READ BACK LAST NAMES)

Base: Likely voters in the GOP Primary

	Gender		Age				Ethnicity				Religion			Born Again	
	Total	Male	Fe- male	18-39	40-49	50-64	65 or Older	White non- Hisp- anic	La- tino	Asian Other	Pro- tstnt /Chrs -tian	Cath- olic	Other None/ No Pref.	Yes	No
Unweighted Base	511	254	257	93	85	164	169	390	53	78	295	104	95	200	311
Weighted Base	505	263	242	104	106	158	138	381	57	78	285	106	98	197	308
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Carly Fiorina	213	114	99	25	45	79	64	169	20	27	127	55	30	86	127
	42.1	43.5	40.6	24.3	42.6	49.7	46.6	44.4	34.9	34.3	44.5	51.3	31.2	43.7	41.1
Tom Campbell	113	60	53	26	23	32	32	84	15	17	65	25	22	49	64
	22.4	22.7	22.1	25.4	21.9	20.0	23.1	22.1	27.0	22.4	22.7	23.1	22.2	24.9	20.7
Chuck DeVore	59	42	17	15	18	16	11	40	11	10	28	17	14	21	38
	11.6	15.9	7.0	14.0	16.6	10.0	7.8	10.6	18.5	12.4	9.7	15.6	14.1	10.8	12.2
Don't know	121	47	74	38	20	32	31	87	11	24	66	11	32	41	80
	23.9	17.9	30.3	36.3	18.8	20.3	22.5	22.9	19.6	30.9	23.1	10.0	32.4	20.6	26.0

Late May/Early June 2010 Field Poll

Q.10 The likely Democratic nominee for U.S. Senate will be incumbent U.S. Senator Barbara Boxer.
Which Republican candidate for U.S. Senate -- (READ NAMES OF CANDIDATES IN RANDOM ORDER) -- do you think has the best chance of defeating Democrat Barbara Boxer in the November general election for U.S. Senate? (READ BACK LAST NAMES)

Base: Likely voters in the GOP Primary

	Polit. Ideology				Tea Party Identification			Education				Household Income			
	Strng Con- serv-	Mod. Con- serv-	M-O-R Lib- serv- Other		A lot	Some	None	H.S. Grad- or less	Some Col- lege/ Trade Sch'l	Col- lege Grad	Post Grad- uate Work	Less Than \$40K	\$40K -60K	\$60K \$100K	More Than \$100K
Unweighted Base	511	268	91	152	198	165	148	89	177	141	100	101	72	125	138
Weighted Base	505	260	89	157	194	163	148	86	176	144	96	95	73	124	142
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Carly Fiorina	213	125	33	55	94	74	45	33	72	65	42	33	29	52	69
	42.1	48.1	37.4	34.9	48.7	45.3	30.0	38.6	41.3	44.8	43.2	34.6	40.2	42.2	48.5
Tom Campbell	113	54	19	40	43	40	31	13	39	37	24	19	18	32	33
	22.4	20.9	21.6	25.3	22.0	24.2	20.8	14.6	22.3	26.0	24.9	20.3	24.4	25.6	23.4
Chuck DeVore	59	35	11	13	30	19	10	12	20	16	11	16	13	13	12
	11.6	13.4	11.9	8.5	15.7	11.4	6.5	13.9	11.2	11.3	11.3	17.2	17.7	10.8	8.8
Don't know	121	46	26	49	26	31	64	28	44	26	20	27	13	27	27
	23.9	17.6	29.2	31.3	13.5	19.0	42.8	33.0	25.3	17.8	20.5	27.9	17.7	21.4	19.3

Late May/Early June 2010 Field Poll

Q.10 The likely Democratic nominee for U.S. Senate will be incumbent U.S. Senator Barbara Boxer.
 Which Republican candidate for U.S. Senate -- (READ NAMES OF CANDIDATES IN RANDOM ORDER) -- do you
 think has the best chance of defeating Democrat Barbara Boxer in the November general election
 for U.S. Senate? (READ BACK LAST NAMES)

Base: Likely voters in the GOP Primary

	Vote choice for GOP Gov Pri. (Q4)			Who will win the GOP Gov Pri. (Q7)			Vote choice for GOP US Senate Pri (Q5)				Who will win the GOP US Senate Pri (Q8)				
	Total	Whit- man	Pois- ner	Other /DK	Whit- man	Pois- ner	DK	Camp- bell	Fior- ina	De Vore	Other /DK	Camp- bell	Fior- ina	De Vore	DK
Unweighted Base	511	263	126	122	316	86	109	107	199	94	111	112	198	48	153
Weighted Base	505	255	128	122	311	88	106	110	187	96	113	116	187	49	153
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Carly Fiorina	213	136	44	33	168	20	25	14	150	32	17	17	158	6	32
	42.1	53.2	34.4	27.1	53.9	23.1	23.4	12.9	80.1	33.1	15.1	14.8	84.3	12.1	20.7
Tom Campbell	113	43	39	30	57	32	24	76	12	9	16	83	9	3	18
	22.4	17.0	30.6	24.8	18.3	36.4	22.5	69.5	6.5	9.0	14.1	71.4	4.6	6.4	12.0
Chuck DeVore	59	24	24	11	30	20	8	4	8	41	6	7	12	33	7
	11.6	9.3	18.9	8.9	9.8	22.7	7.8	3.6	4.3	42.4	5.3	5.8	6.2	67.3	4.9
Don't know	121	52	21	48	56	16	49	15	17	15	74	9	9	7	95
	23.9	20.5	16.1	39.2	18.0	17.7	46.3	14.0	9.0	15.4	65.5	8.0	4.9	14.1	62.4