Datamar Inc.

California Statewide Survey

2010 Gubernatorial Primary

Candidates And The "Top Two Open Primary"

February 25, 2010

Datamar Inc.

California Primary 2010

Date: February 25, 2010   **Contact: Raul Furlong**

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Sample size 794

+/-3.48 percent sampling error

February 6, 2010

On February 6, 2010 Datamar, Inc., an independent polling and political strategies firm located in El Cajon, CA surveyed 794 registered high-propensity voters on a variety of issues. A principal objective was to test the "Top Two Open Primary" proposition in the June 8 primary election. The measure would allow all voters to vote for any candidate in a primary election with the top two finishers facing-off in the general election regardless of their party affiliation.This report elaborates on findings for candidate choice in the Gubernatorial Primary.
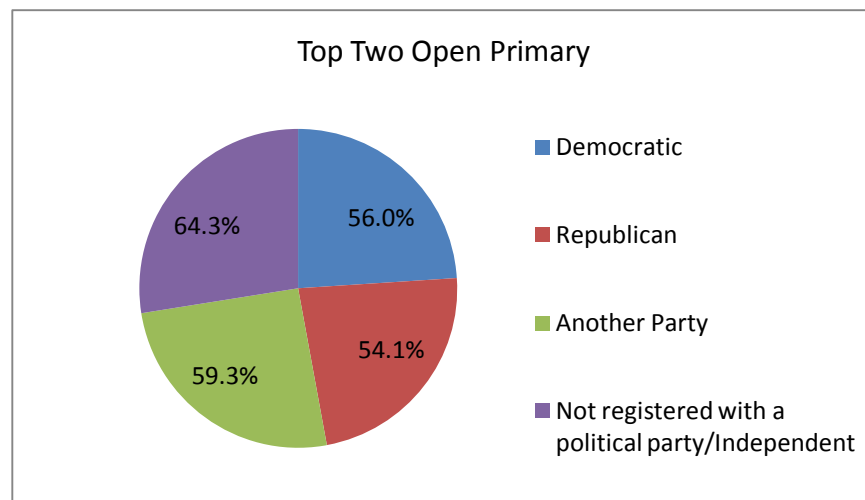
Voters were asked how important the "Top Two Open Primary" was as a part of reforming the state government in Sacramento. The overall sample for party identification was that Democrats favored it by 56 percent, Republicans by 54.1 percent, and Independents by 64 percent.
Of all the issues measured, the "Top Two Open Primary" gathered the largest overall approval of 56.9 percent for all four of the reform proposals included in the poll.
 http://www.datamar.net/pdf/ca022210.pdf

Candidate Choice

There are three major political players in the race for governor. Steve Poizner and Meg Whitman are contesting for the Republican nomination and Jerry Brown who is running uncontested for the Democratic nomination. We asked respondents to identify for whom they would vote if the election were held today. We did not restrict the respondent's choice of candidate by party nor did we exclude Independents. We used this method because to get a clear overall sense of where the candidates stand with all registered and likely voters and simulate a "Top Two Primary" system such as is being proposed. No one candidate is a clear favorite of voters. Just over one quarter of respondents selected Jerry Brown (25.1 percent). Another quarter (25.4 percent) expressed that they would prefer another candidate or were undecided. Meg Whitman is performing better than Steve Poizner at 29.1 percent compared to 20.5 percent.

Table 1: Candidate Choice

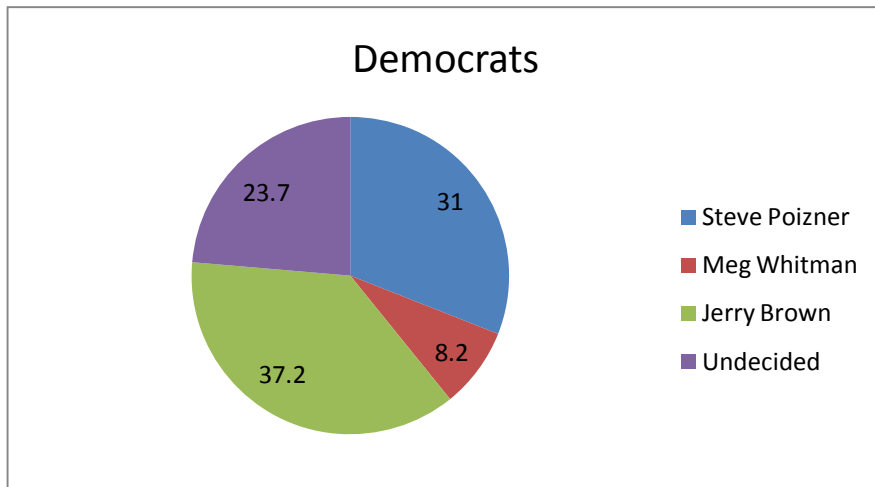|	Steve Poizner	Meg Whitman	Jerry Brown	Undecided
Overall Sample (N=794)	20.5	29.1	25.1	25.4
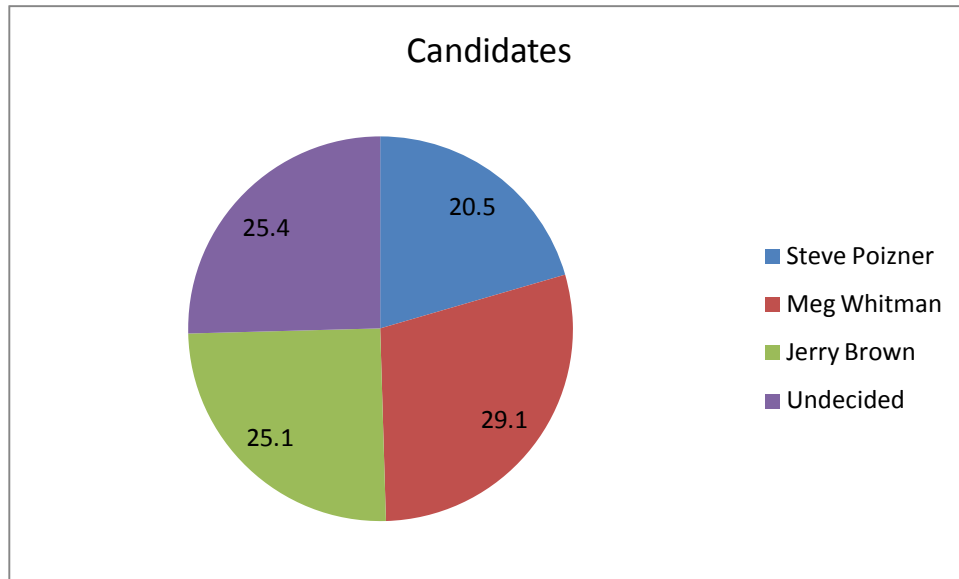
Candidate Choice by Political Identification

The sample was broken into subsets based on political identification. Meg Whitman is unpopular among Democrats with only 8.2 percent stating an electoral preference for the former CEO. Surprisingly, 31 percent of Democrats stated that they would vote for Steve Poizner if the election were held today. 37.2 percent of Democrats stated a preference for Jerry Brown while just under a quarter of Democrats remain undecided (23.7 percent).

Party Identification	Steve Poizner	Meg Whitman	Jerry Brown	Undecided
Democrats (368)	31	8.2	37.2	23.7
Republicans (259)	8.5	62.5	9.3	19.6
Independents (140)	15	25.7	20.7	38.6

We believe that Steve Poizner's high numbers with Democrats may be because thus far Jerry Brown, with no opponent, has been quiet and Democrats seem to be expressing their preference as an alternative to Meg Whitman.

While Meg Whitman may be unpopular among Democrats she is very popular among Republicans gaining the confidence of 62.5 percent compared to just 8.5 percent for Steve Poizner. It is not a surprise that Jerry Brown is unpopular with Republicans garnering just 9.3 percent of this vote.

Republicans
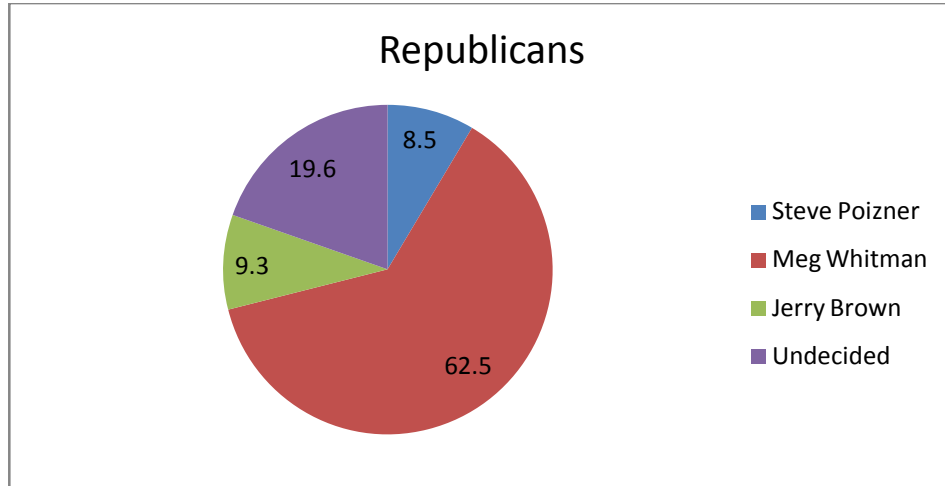
Independents, which may turn out to be the key group in the general election in November are splitting their vote among the three candidate choices with just over a quarter going to Meg Whitman (25.7 percent), 15 percent going to Steve Poizner, and 20.7 percent going to Jerry Brown. However, just shy of 40 percent of Independents expressed that they would prefer another candidate or were undecided. It seems that the Independent vote is still to be decided.
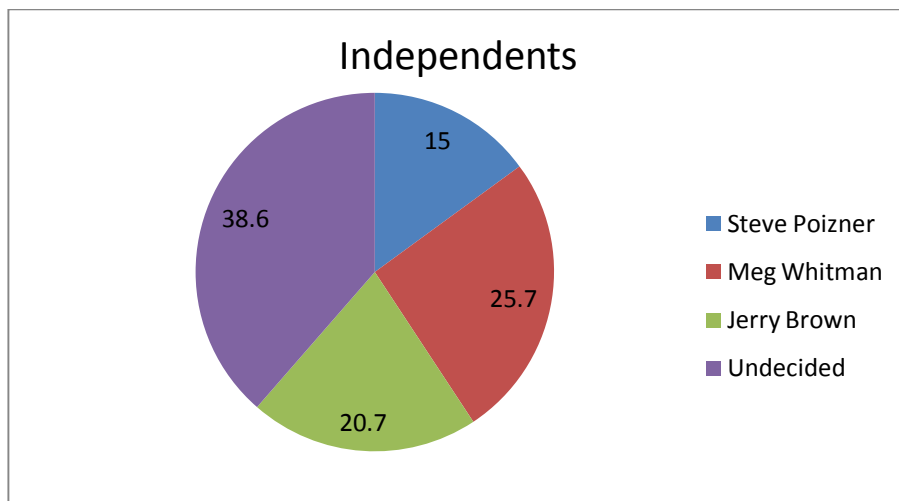
Independents

Table 2: Candidate Choice by Political Ideology

Our sample allowed us to parse out respondents based on their political, social, and economic ideologies.

Overall Ideology	Steve Poizner	Meg Whitman	Jerry Brown	Undecided
Liberal (200)	30.0	4.5	36.5	29
Moderate (190)	17.4	27.5	26.3	28.4
Conservative (269)	8.6	60.2	7.1	24.2

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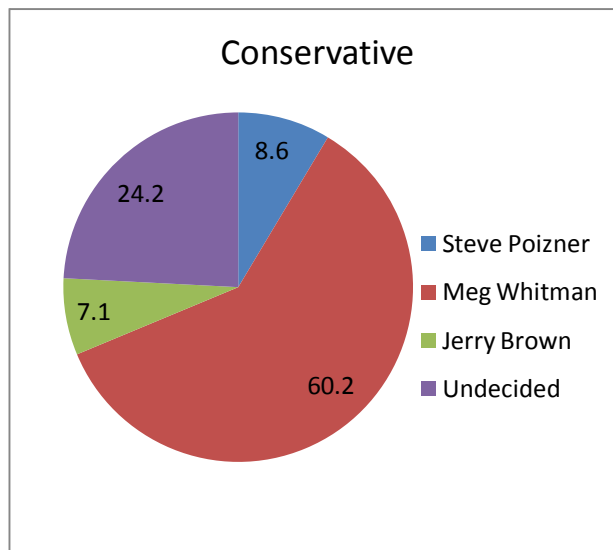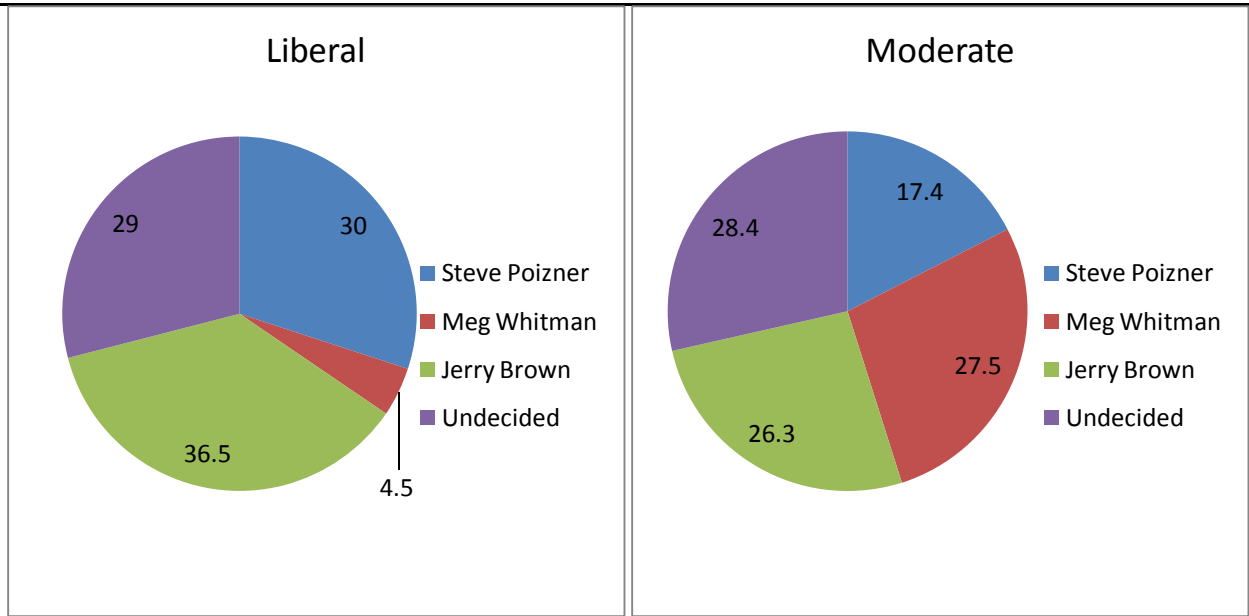
Conservatives on all three measures consistently favor Meg Whitman. Liberals, on all three measures split between Jerry Brown and Steve Poizner. Again, as with the party identification measure, liberals seem to be expressing a sentiment against Meg Whitman rather for Jerry Brown.

The overall preference for moderates, on all three measures, is for some other candidate or undecided. The second choice for political moderates is Meg Whitman (27.5 percent) but Jerry Brown is very close at 26.3 percent. Steve Poizner ranks behind at 17.4 percent.

For social moderates who have decided, Meg Whitman is the clear choice at 28.7 percent compared to Jerry Brown at 20.7 percent and Steve Poizner at 14.6 percent.

Finally, for economic moderates who have made up their mind among the top three candidates Jerry Brown is the pull away favorite at 32.4 percent followed by Steve Poizner at 25.1 percent and Meg Whitman at just ten percent. To sum the findings for moderate voters:

Moderates in all three categories; political, social, and economic, would prefer to vote for someone else or are thus far undecided. For economic moderates who have decided Jerry Brown leads. For Social moderates who have decided Meg Whitman leads.

For political moderates who have decided there is a virtual tie between Jerry Brown and Meg Whitman (26.3 to 27.5, respectively).

	Steve Poizner	Meg Whitman	Jerry Brown	Undecided
Party Identification				
Democrats (368)	31	8.2	37.2	23.7
Republicans (259)	8.5	62.5	9.3	19.6
Independents (140)	15	25.7	20.7	38.6
Ideology				
Liberal (200)	30	4.5	36.5	29
Moderate (190)	17.4	27.5	26.3	28.4
Conservative (269)	8.6	60.2	7.1	24.2
Social Ideology				
Liberal (364)	31	8	38.2	22.8
Moderate (N=164)	14.6	28.7	20.7	35.9
Conservative (259)	9.7	59.8	9.3	21.3
Economic Ideology				
Liberal (217)	33.2	7.4	39.2	20.3
Moderate (219)	25.1	10	32.4	32.4
Conservative (344)	9.9	56.1	11.9	22.1

Candidate Choice by Issues

We asked respondents to tell us what they thought the most important problem facing the state of California. The economy was the top choice by 36 percent of the overall sample. Following the economy was state budget cuts (18.4 percent), Jobs, (17.8 percent), and Immigration (15.4 percent).

In looking at candidate choice by the economy as the most important problem we find three pretty evenly divided choices: Meg Whitman (28 percent), another candidate or undecided (27.1 percent) and Jerry Brown (26.6 percent). Steve Poizner placed fourth among choices at 22.4 percent.

On state budget cuts Jerry Brown is the favored choice at 29.5 percent followed by another candidate or undecided (27.3 percent) and Steve Poizner at 24 percent. On the state budget cut issue it is Meg Whitman who comes in last at 19.2 percent.

When it comes to jobs as the most important problem the vote is exactly tied between Meg Whitman and Jerry Brown (27.7 percent). Another candidate or undecided (27.1 percent) follows this tie with Steve Poizner reporting 18.4 percent of the vote preference.

Immigration rated fourth among the overall sample as the most important problem. For those who selected this issue Meg Whitman is the overwhelming favorite at 45.1 percent. Another Candidate or Undecided is the next choice (27.1 percent) followed by Steve Poizner (15.6 percent). On immigration it is Jerry Brown who ranks last at 12.3 percent.

If there is a distinction to be made on candidate preference and the most important problem facing the state it is with the state budget cuts and immigration.

On the state budget cuts it is Jerry Brown who holds the confidence of the voters. On immigration it is Meg Whitman who is the favorite. All candidates are relatively close on the economy and jobs but Steve Poizner brings up the rear position. Of note is that on all four of these issues another candidate or undecided choice is over 25 percent. This block appears to be the key group at this point in the political cycle.

Table 3: Candidate Choice by Most Important Problem

	Steve Poizner	Meg Whitman	Jerry Brown	Undecided
Economy (36%)	22.4	28	26.6	27.1
State Budget Cuts (18.4%)	24	19.2	29.5	27.3
Jobs (17.8%)	18.4	27.7	27.7	26.2
Immigration (15.4%)	15.6	45.1	12.3	27.1

Note: Numbers in Parentheses are the Percentage of the Overall Sample that Reported the Issue as the Most Important Problem Facing California

Sample Size for Economy = 286, State Budget Cuts = 146, Jobs = 141, Immigration = 122

Demographical Variables

As customary we split candidate choice among the most prevalent demographics. Among the three candidate choices and not including another candidate or undecided choice: Jerry Brown leads among males, persons 50 years and older, college graduates, and those making less than $40,000 a year.

Meg Whitman leads among females, voters in the 35 to 49 years old group, non-college graduates, and all those making more than $40,000 a year.

The only demographical group for which Steve Poizner has a lead is among those who are 18-34 years of age group.

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Table 4: Candidate Choice by Demographic Variables

	Steve Poizner	Meg Whitman	Jerry Brown	Undecided
Gender				
Male (391)	20.7	31.7	35.6	22
Female (403)	20.3	26.6	24.6	28.5
Age				
18-34 (181)	30.4	25.4	14.4	29.1
35-49 (162)	18.5	38.3	19.1	24.1
50-64 (216)	19.5	27.4	32	21.1
65+ (185)	14.1	27.0	30.8	28.1
Education				
Non-College Graduate (256)	18.4	38.3	18.4	25
College Graduate (494)	22.5	24.1	29.4	23.7
Income				
Less Than $40,000 (168)	21.4	21.4	26.8	30.3
$40,000-$80,000 (270)	20.7	28.5	22.2	28.5
$80,000-$120,000 (203)	22.7	31	25.6	20.7
More Than $120,000 (153)	16.3	35.9	27.5	20.2

Note: Numbers in Parentheses Represent Sample Size

Summary

Using the scenario of the proposed "Top Two Open Primary" Proposition, and providing an analysis of what the hypothetical race would look like at this point, we found that with slightly more than three months to go before the June Gubernatorial primary there are plenty of uncertainties.

First, a quarter of all registered and likely voters are undecided or would prefer another candidate. This sentiment cuts across party lines and ideology but is especially pronounced among Independents --- 40 percent of whom are not ready to commit.

For those who have decided Meg Whitman leads but barely. There are a large number of Democrats and Liberals who are expressing a choice for Steve Poizner. We attribute this to two factors. First, Jerry Brown has thus far appears to have employed a wait-and-see strategy and is content to let Meg Whitman and Steve Poizner battle for the Republican nomination. Second, we believe that Democrats and Liberals are expressing a sentiment not for any candidate in particular but one against Meg Whitman.

 Conservatives are gravitating towards Meg Whitman. After the primary we expect Liberals to do the same for Jerry Brown. Moderate voters are closely divided between Meg Whitman and Jerry Brown and this group will need to be closely monitored in the future.

Social moderates are showing a preference for Meg Whitman while economic moderates are showing a preference for Jerry Brown.

And finally, if the proposed proposition had been in effect, the results of this survey might have looked different or it might not have. What we do know is that what is possible is that two members of same party, or an independent might gain one of the top spot's for the general election under the scenario of the "Top Two Open Primary.

Sample size 794

+/-3.48% MOE

February 6, 2010

Methodology: Findings are from a February, 6, 2010 survey using a comprehensive predictive model of registered voters, based on election cycles and other factors of voters in California. The survey was conducted using an automated telephone dialer and the voice of a professional announcer.

The targeted-registration-based-sampling (TRBS)* selection criteria were based on election cycles and other voter factors in California. Datamar's proprietary algorithms were used to generate random samples from the target group for calling.

Where necessary, responses were normalized according to age, gender, region, and political party.

- "targeted-registration-based-sampling", "TRBS" and "(TRBS)" are service marks of Datamar Inc.