



FOR IMMEDIATE RELEASE

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INTERVIEWS AND QUESTIONS:

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TOM CAMPBELL LEADS CARLY FIORINA BY 13 POINTS IN CALIFORNIA GOP SENATE PRIMARY, MEG WHITMAN HAS COMMANDING LEAD OVER STEVE POIZNER, ROMNEY IS PREFERRED 2012 GOP PRESIDENTIAL NOMINEE

Louisville, CO – Among likely Republican primary voters in California, former Congressman Tom Campbell leads Carly Fiorina 33% to 20%, 11% support Assemblyman Chuck DeVore, 6% prefer a generic “other” candidate, and 30% are undecided. In the primary race for Governor, Meg Whitman leads Steve Poizner 63% to 12%, 4% prefer a generic “other” candidate and 21% remain undecided. The presidential preference ballot test finds Mitt Romney leading former Vice Presidential candidate Sarah Palin 31% to 18%. Former Governor Mike Huckabee is third with 13%, followed by Newt Gingrich with 12%.

These results are based on a 612N automated survey conducted February 25th by Magellan Data and Mapping Strategies of Louisville, Colorado. The survey results are weighted to reflect past Republican primary voter demographics from the 2008, 2006, and 2004 election cycles. The sample for this survey was randomly drawn from a California voter file. Magellan Data and Mapping Strategies fielded this survey using their own resources, and does not have a business relationship with any campaign, organization or independent expenditure group that has an interest in the California Republican primary for Governor or US Senate.

Among the three candidates, Tom Campbell is the most well known with an overall name recognition of 82%, followed by Carly Fiorina with 71% and Chuck DeVore with 66%. Image ratings of the candidates are in the table below.

Republican Primary US Senate Candidate Image Ratings

Candidate	Ballot Test	Favorable	Unfavorable	No Opinion	Never Heard Of	Hard Name ID	Overall Name ID
Campbell	33%	32%	15%	35%	18%	47%	82%
Fiorina	20%	26%	18%	27%	29%	44%	71%
DeVore	11%	18%	17%	31%	34%	35%	66%

The following table shows the US Senate ballot test results by voter subgroups. The contest is close among social moderates and San Diego County voters, while Orange County voters support Tom Campbell by a 30 point margin over Carly Fiorina. Tom Campbell also enjoys an 11 point lead among the significant 65 and older voter subgroup, which is likely to contribute as much as 45% toward the overall primary vote.

Republican Primary US Senate Candidate Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>Social Consvr</u>	<u>Social Moder</u>	<u>Seniors 65+</u>	<u>San Diego County</u>	<u>Los Angeles County</u>	<u>Orange County</u>
Campbell	33%	35%	31%	35%	27%	35%	27%	35%	46%
Fiorina	20%	22%	18%	18%	26%	24%	26%	16%	16%
DeVore	11%	12%	10%	12%	11%	11%	15%	9%	4%
Other	6%	5%	6%	6%	3%	5%	5%	5%	4%
Undecided	30%	26%	35%	29%	33%	25%	27%	35%	30%

In the primary election for Governor, former eBay CEO Meg Whitman enjoys a strong image rating and voter support over Insurance Commissioner and entrepreneur Steve Poizner. With Tom Campbell’s January exit from the Governor’s race to run for the US Senate, it appears Campbell supporters have moved to Meg Whitman’s column. It remains to be seen if Steve Poizner can find a message that resonates with Republican primary voters in the next three months and make a competitive race. The following tables show Governor Candidate image ratings and ballot test results by voter subgroups.

Republican Primary Governor Candidate Image Ratings

<u>Candidate</u>	<u>Ballot Test</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Hard Name ID</u>	<u>Overall Name ID</u>
Whitman	63%	62%	9%	23%	6%	71%	94%
Poizner	12%	22%	22%	35%	21%	44%	79%

Republican Primary Governor Ballot Test

<u>Candidate</u>	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>Social Consvr</u>	<u>Social Moder</u>	<u>Seniors 65+</u>	<u>San Diego County</u>	<u>Los Angeles County</u>	<u>Orange County</u>
Whitman	63%	66%	61%	63%	64%	65%	65%	64%	66%
Poizner	12%	12%	11%	13%	11%	10%	14%	14%	7%
Other	4%	4%	4%	3%	4%	4%	3%	3%	7%
Undecided	21%	18%	24%	21%	21%	21%	18%	19%	20%

2012 Presidential Primary Ballot Test

California Republican primary voters currently prefer Mitt Romney over Sarah Palin in a Presidential primary ballot test. Mitt Romney is especially popular among primary voters in Los Angeles and Orange County, leading Sarah Palin by 26 and 30 points respectively. The following table shows ballot test results by major voting subgroups.



<u>Candidate</u>	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>Seniors 65+</u>	<u>San Diego County</u>	<u>Los Angeles County</u>	<u>Orange County</u>	<u>Social Cons</u>	<u>Social Mod</u>
Romney	31%	30%	32%	32%	29%	41%	40%	30%	35%
Palin	18%	21%	16%	20%	14%	15%	10%	20%	16%
Huckabee	13%	13%	13%	12%	11%	9%	10%	17%	6%
Gingrich	12%	14%	11%	13%	17%	10%	13%	13%	12%
Paul	8%	9%	6%	6%	14%	7%	6%	6%	10%
Other	3%	3%	4%	3%	4%	5%	3%	3%	3%
Pawlenty	3%	3%	3%	2%	6%	1%	3%	3%	2%
Undecided	12%	7%	15%	12%	5%	12%	15%	8%	16%

Tea Party Image Rating

Among likely Republican primary voters, 74% have a favorable opinion of the Tea Party movement and 10% have an unfavorable opinion. When voters were asked if they agree with the movement’s core values of fiscal responsibility, constitutionally limited government and free markets, 82% agreed and only 5% disagreed.

Republican Primary Voter Opinion of Same Sex Marriage

The following question was asked to respondents to measure primary voter opinion on same sex marriage:

“Do you believe same-sex couples should be allowed to get legally married, OR, do you believe they should be allowed to legally form a civil union but not marry, OR, do you believe there should be no legal recognition given to same-sex couples?”

<u>Response</u>	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>San Diego County</u>	<u>Los Angeles County</u>	<u>Orange County</u>
Allow Civil Union but Not Marry	50%	50%	50%	38%	56%	42%
No Legal Recognition	35%	36%	35%	38%	35%	39%
Allow to be Legally Married	13%	13%	14%	22%	8%	17%
Undecided	2%	1%	1%	2%	1%	2%

Download Survey Toplines and Crosstabs

The complete topline results follow and survey crosstabs and presentation can be downloaded at www.MagellanStrategies.com. This survey was conducted solely by Magellan Data and Mapping Strategies. Our firm does not have a business relationship or contract with any of the candidates, campaigns, or independent expenditures interested in the California US Senate or Governor Republican primary contests.



About Magellan Data and Mapping Strategies

Magellan founder and CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in influencing public opinion. The Magellan team has extensive knowledge constructing and building voter registration databases, performing data analysis, applying GIS mapping technology, conducting quantitative live and automated survey research, as well as predictive modeling projects, and redistricting technology. Visit our website at MagellanStrategies.com for more information.





March 4, 2010
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: CALIFORNIA REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 612N autodial survey of likely Republican primary voters in the state of California. The interviews were conducted February 25th, 2010. This survey has a margin of error of +/- 3.97% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2004, 2006, and 2008 Republican primary elections.

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

Republican..... 100%

T2. How likely are you to vote in the June Republican primary election to choose a candidate for Governor and the US Senate?

Extremely Likely 94%
Very Likely.....4%
Somewhat Likely2%

T3. Thinking now about ALL the Republican primary elections since you have registered to vote, would state records show that you voted in every Republican primary election, in most Republican primary elections, in about half of the Republican primary elections or in none of the Republican primary elections?

Voted in every Republican Primary..... 57%
Voted in most Republican Primaries..... 31%
Voted in half of the Republican Primaries..... 10%
Not Voted in a Republican Primary2%

Thinking now about people active in government.....

T4. Do you have a favorable or unfavorable opinion of Meg Whitman?

Favorable 62%
Unfavorable..... 9%
No Opinion..... 23%

Name ID 94%
Hard Name ID 71%
Never Heard Of 6%

T5. Do you have a favorable or unfavorable opinion of Steve Poizner?

Favorable 22%
Unfavorable..... 22%
No Opinion..... 35%

Name ID 79%
Hard Name ID 44%
Never Heard Of 21%

T6. Do you have a favorable or unfavorable opinion of Tom Campbell?

Favorable 32%
Unfavorable..... 15%
No Opinion..... 35%

Name ID 82%
Hard Name ID 47%
Never Heard Of 18%

T7. Do you have a favorable or unfavorable opinion of Carly Fiorina?

Favorable 26%
Unfavorable..... 18%
No Opinion..... 27%

Name ID 71%
Hard Name ID 44%
Never Heard Of 29%



T8. Do you have a favorable or unfavorable opinion of Chuck DeVore?

Favorable 18%
Unfavorable..... 17%
No Opinion..... 31%

Name ID 66%
Hard Name ID 35%
Never Heard Of 34%

T9. Do you have a favorable or unfavorable opinion of the Tea Party movement?

Favorable 74%
Unfavorable..... 10%
No Opinion..... 12%

Name ID 96%
Hard Name ID 84%
Never Heard Of 4%

T10. If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Meg Whitman or Steve Poizner?

Meg Whitman 63%
Steve Poizner 12%
Another Candidate..... 4%
Undecided 21%

T11. If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Tom Campbell, Carly Fiorina, or Chuck DeVore?

Tom Campbell 33%
Carly Fiorina 20%
Chuck DeVore 11%
Another Candidate..... 6%
Undecided 30%



T12. If the Republican primary election to choose a candidate for President was being held today, for whom would you vote if the candidates were Tim Pawlenty, Ron Paul, Mike Huckabee, Mitt Romney, Sarah Palin, or Newt Gingrich?

Mitt Romney.....	31%
Sarah Palin.....	18%
Mike Huckabee.....	13%
Newt Gingrich.....	12%
Ron Paul.....	8%
Another Candidate.....	3%
Tim Pawlenty.....	3%
Undecided.....	12%

T13. The Tea Party movement is based on the core values of fiscal responsibility, constitutionally limited government, and free markets. Knowing this, do you agree or disagree with the Tea Party movement's values?

Agree.....	82%
Disagree.....	5%
Undecided.....	13%

Thinking now about same sex marriage.....

T14. Do you believe same-sex couples should be allowed to get legally married, OR do you believe they should be allowed to legally form a civil union but not marry, OR do you believe there should be no legal recognition given to same-sex couples?

Civil Union But Not Marry.....	50%
No Legal Recognition.....	35%
Legally Marry.....	13%
Undecided.....	2%

T15. Do you consider yourself to be conservative, moderate, or liberal in your social beliefs such as same sex marriage, stem-cell research and abortion?

Conservative.....	67%
Moderate.....	27%
Liberal.....	5%



T16. Do you consider yourself to be conservative, moderate, or liberal in your fiscal beliefs such as taxes and government spending?

Conservative 87%
Moderate 12%
Liberal 1%

T17. For statistical purposes, are you a man or a woman?

Female 51%
Male 49%

T18. Which of the following age groups applies to you?

18-34.....5%
35-44.....9%
45-54.....20%
55-64.....23%
65+43%

T19. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American, or something else?

White.....88%
Something Else.....6%
Hispanic/Latino.....4%
Black/African American.....2%

