

# California Republican Primary Survey May 24<sup>th</sup>, 2010



**David Flaherty**  
**CEO**

Magellan Data and Mapping Strategies



**Magellan Data and Mapping Strategies are pleased to present the results of a 649N autodial survey of likely Republican primary voters in California. The interviewing was conducted on May 24<sup>th</sup>, 2010. This survey has a margin of error of +/- 3.85 percent at the 95% confidence interval.**

Slide 2

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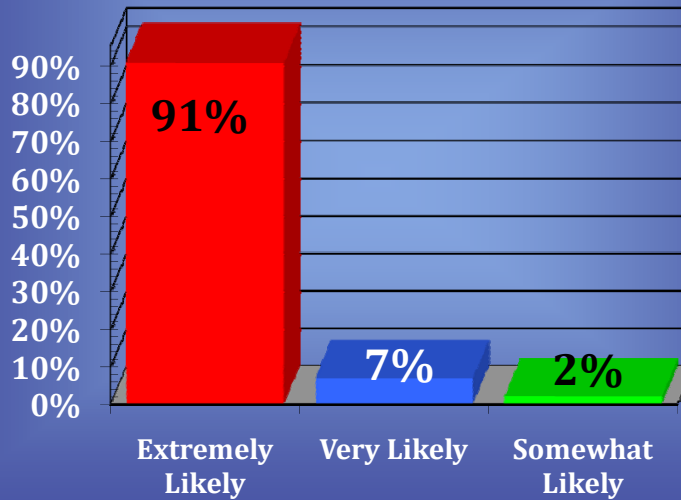


# Voter Frequency

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How likely are you to vote in the June 8<sup>th</sup> primary election to choose a Republican nominee for Governor and the US Senate?



Slide 4

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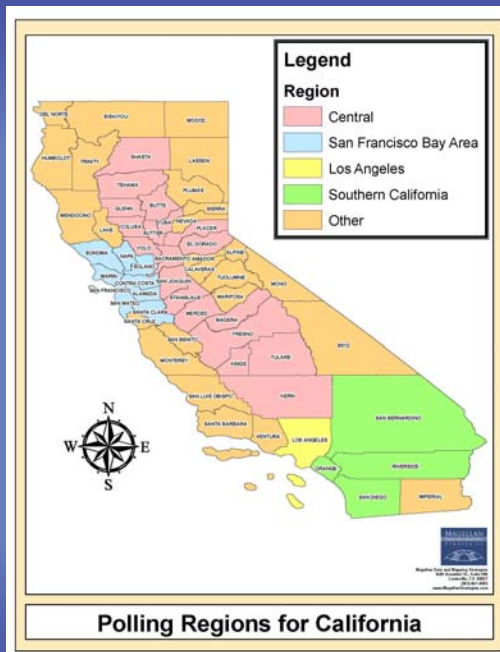
# MAGELLAN DATA AND MAPPING STRATEGIES



## Polling Regions

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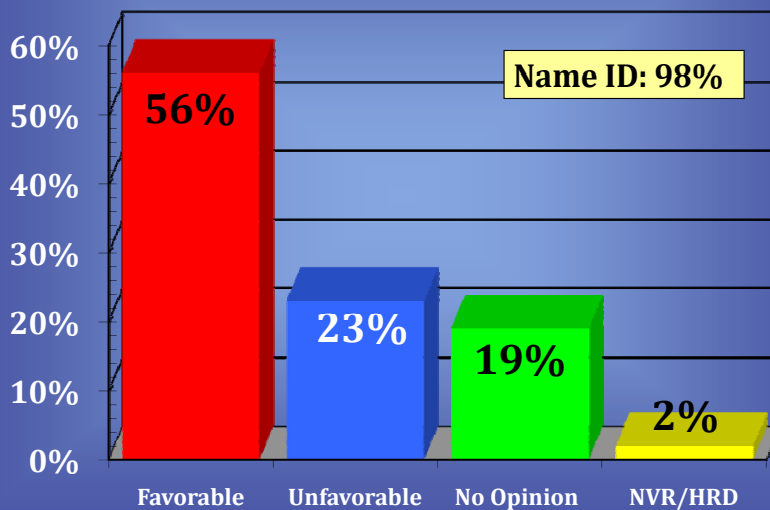
# Whitman Image Rating

Slide 7

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## Meg Whitman Image Rating

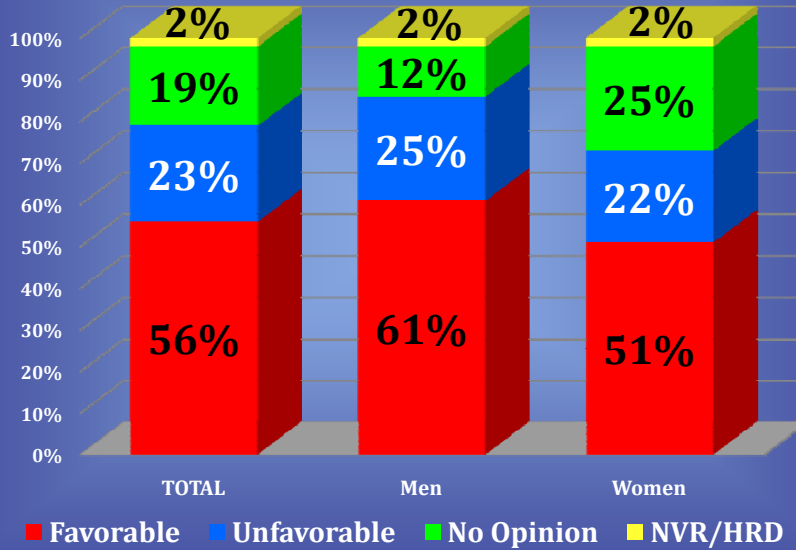
Do you have a favorable or unfavorable opinion of Meg Whitman?



Slide 8

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### Do you have a favorable or unfavorable opinion of Meg Whitman? (By Gender)

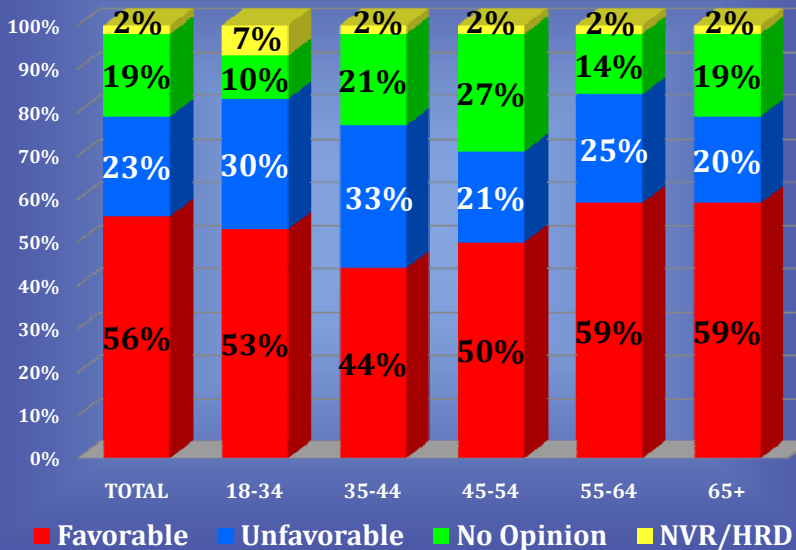


Slide 9

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### Do you have a favorable or unfavorable opinion of Meg Whitman? (By Age)

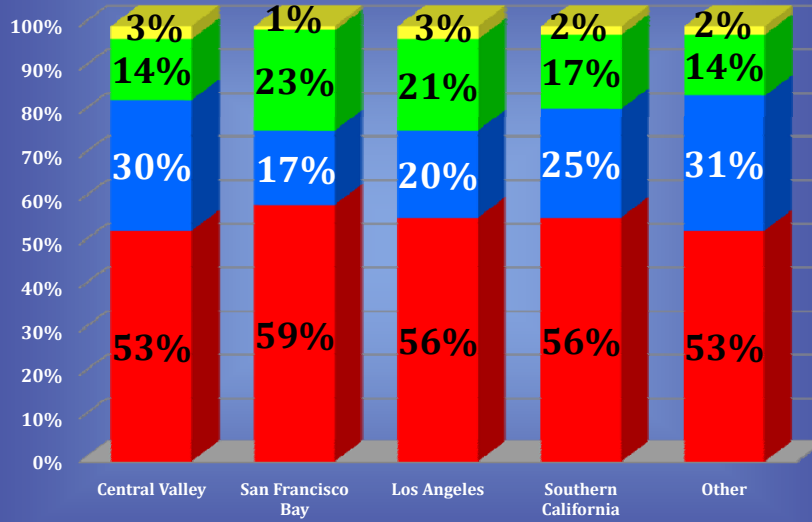


Slide 10

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## Do you have a favorable or unfavorable opinion of Meg Whitman? (By Region)



Slide 11

■ Favorable 
 ■ Unfavorable 
 ■ No Opinion 
 ■ NVR/HRD

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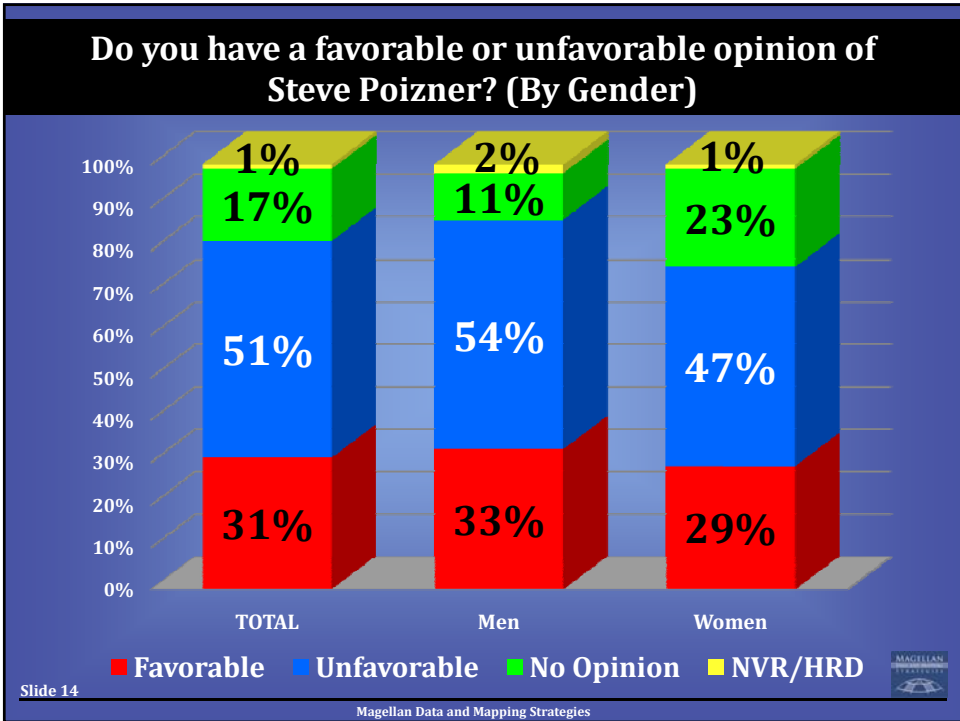
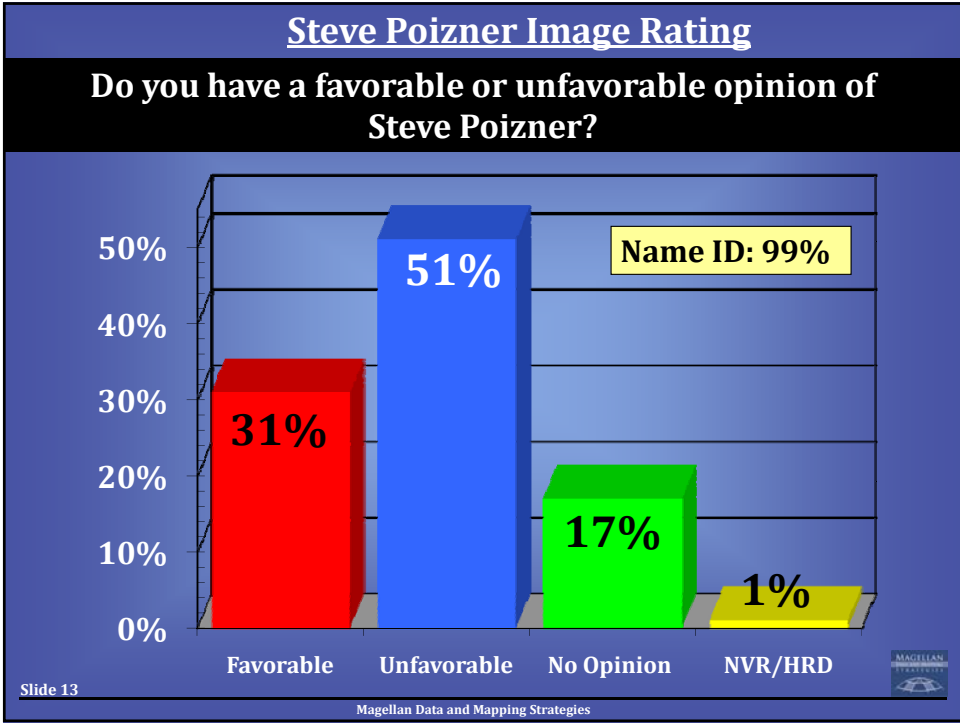
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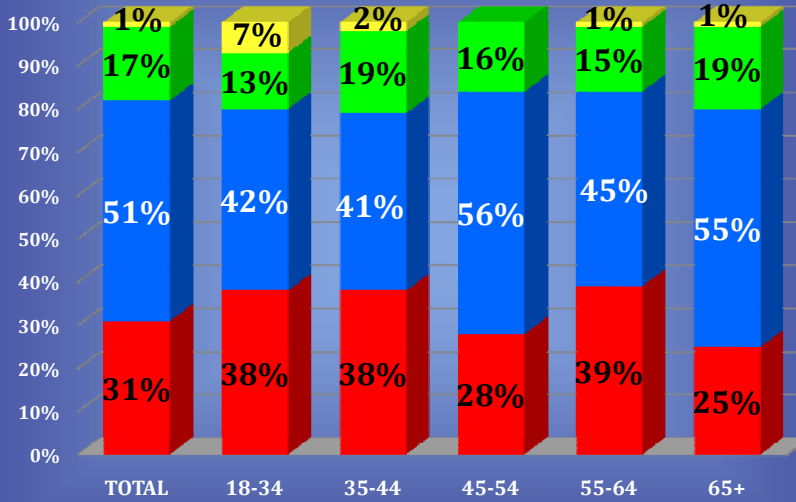
## Poizner Image Rating

Slide 12

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### Do you have a favorable or unfavorable opinion of Steve Poizner? (By Age)

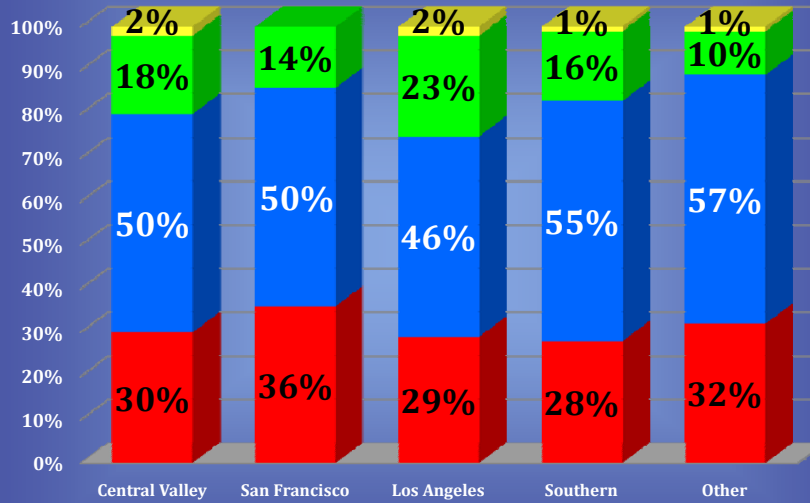


Slide 15

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### Do you have a favorable or unfavorable opinion of Steve Poizner? (By Region)



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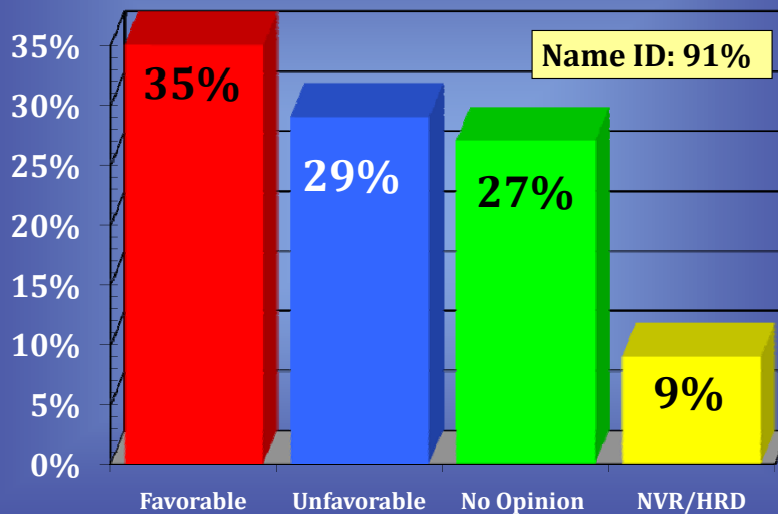
# Campbell Image Rating

Slide 17

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## Tom Campbell Image Rating

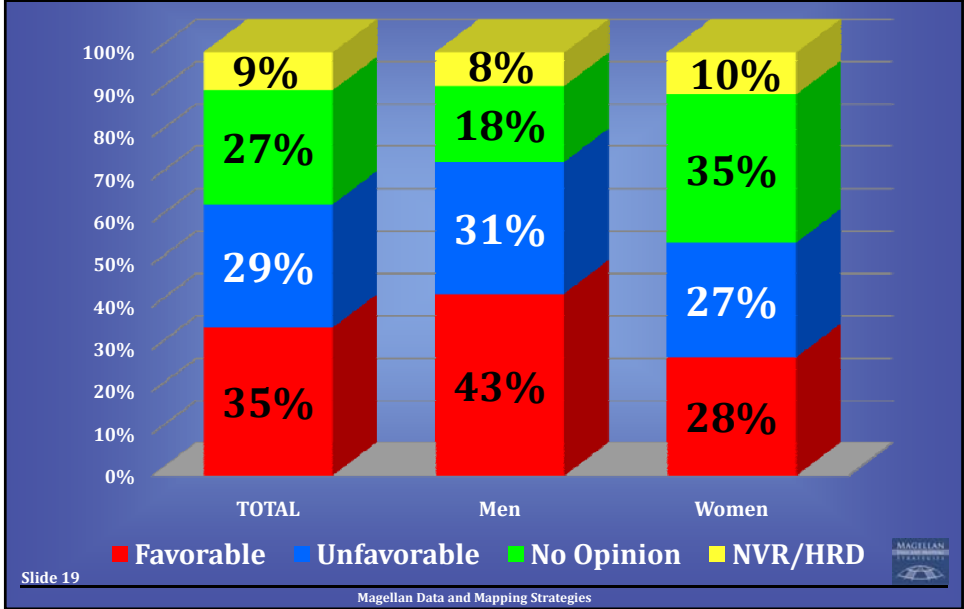
Do you have a favorable or unfavorable opinion of Tom Campbell?



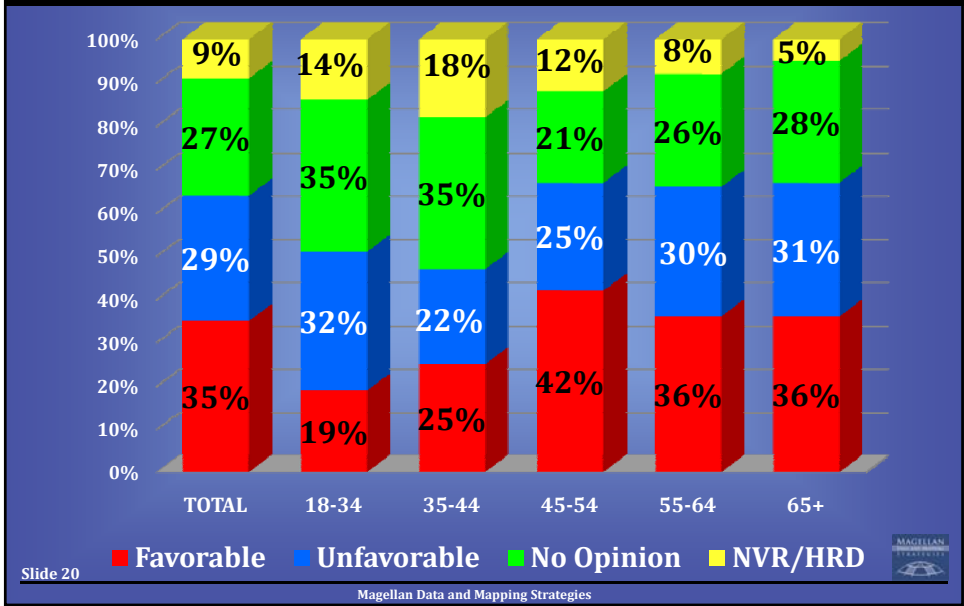
Slide 18

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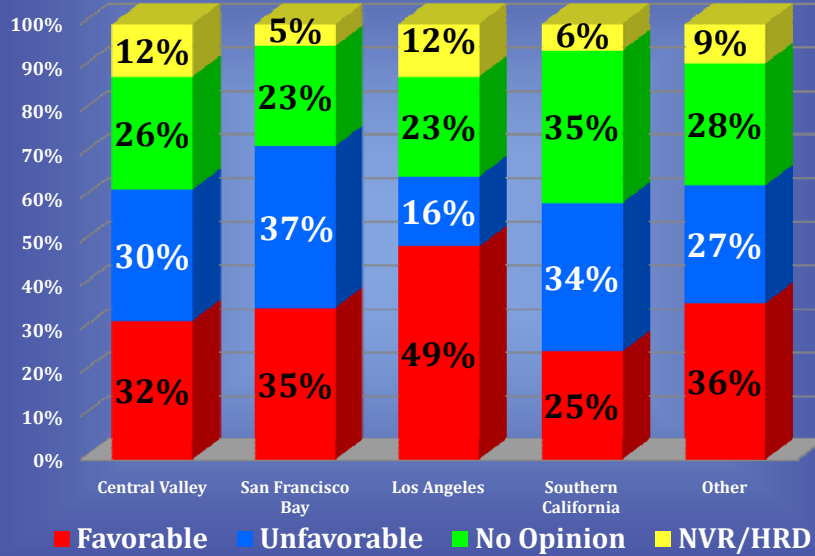
### Do you have a favorable or unfavorable opinion of Tom Campbell? (By Gender)



### Do you have a favorable or unfavorable opinion of Tom Campbell? (By Age)



## Do you have a favorable or unfavorable opinion of Tom Campbell? (By Region)



Slide 21

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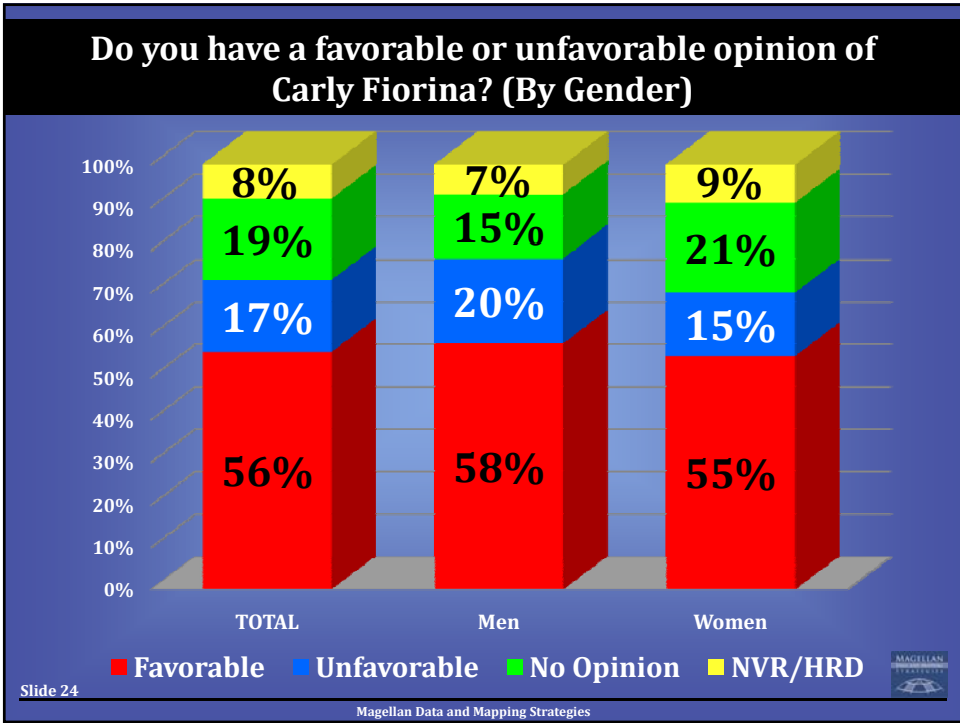
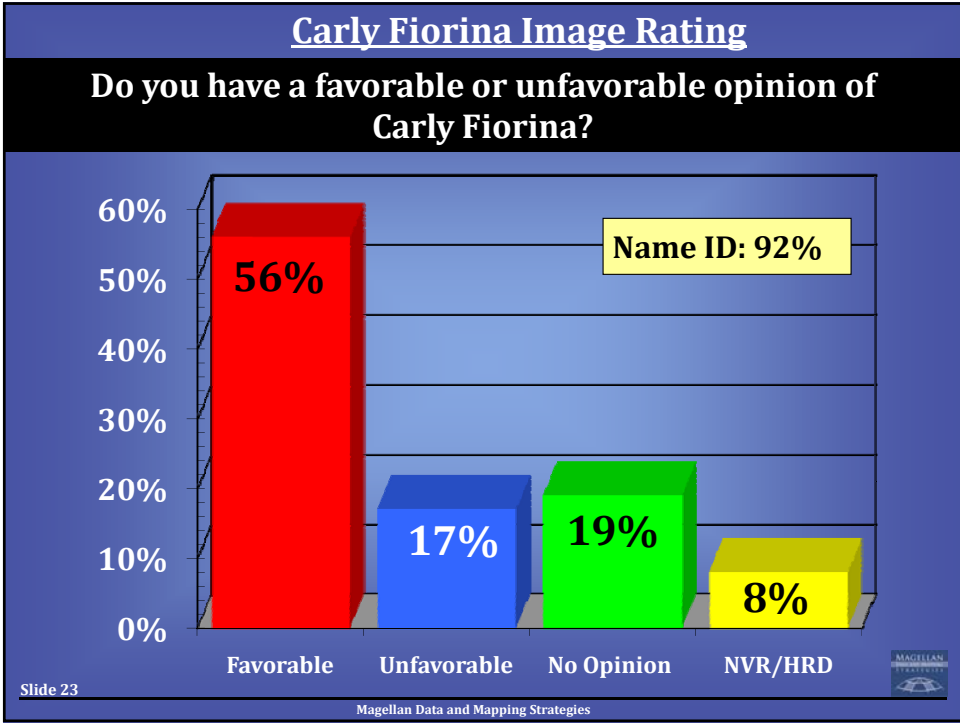
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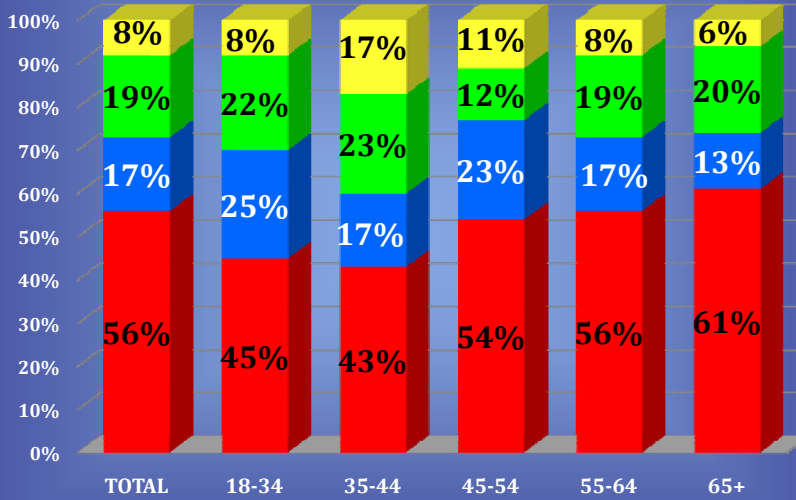
## Fiorina Image Rating

Slide 22

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### Do you have a favorable or unfavorable opinion of Carly Fiorina? (By Age)

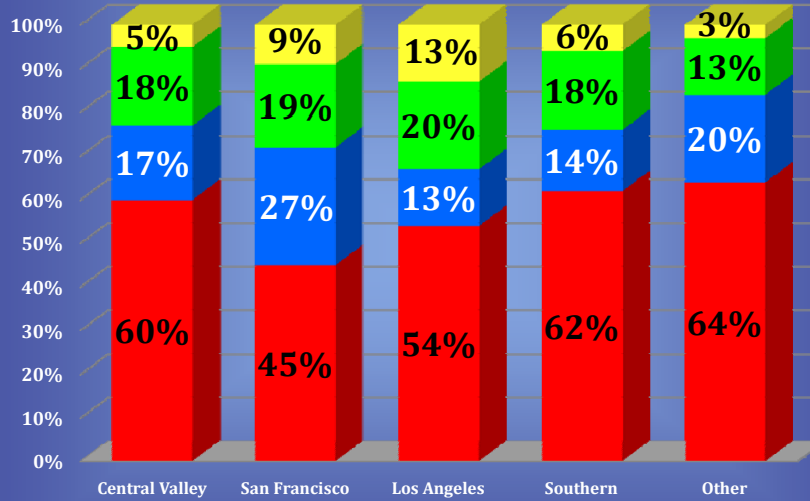


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### Do you have a favorable or unfavorable opinion of Carly Fiorina? (By Region)



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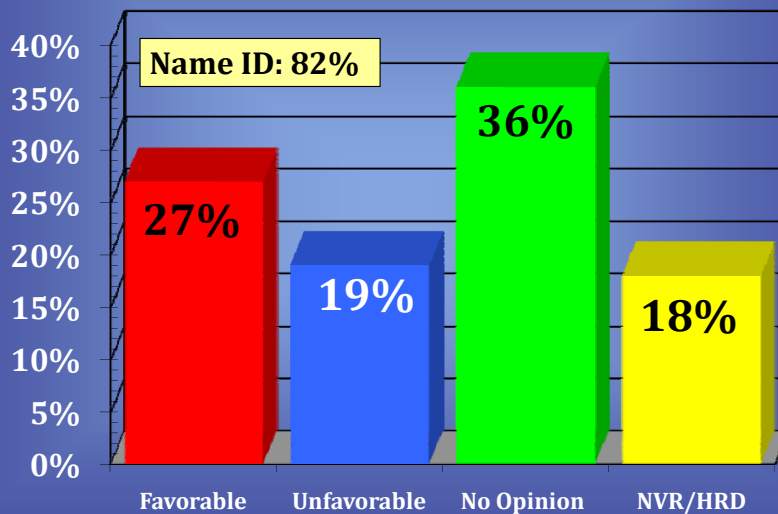
# DeVore Image Rating

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## Chuck DeVore Image Rating

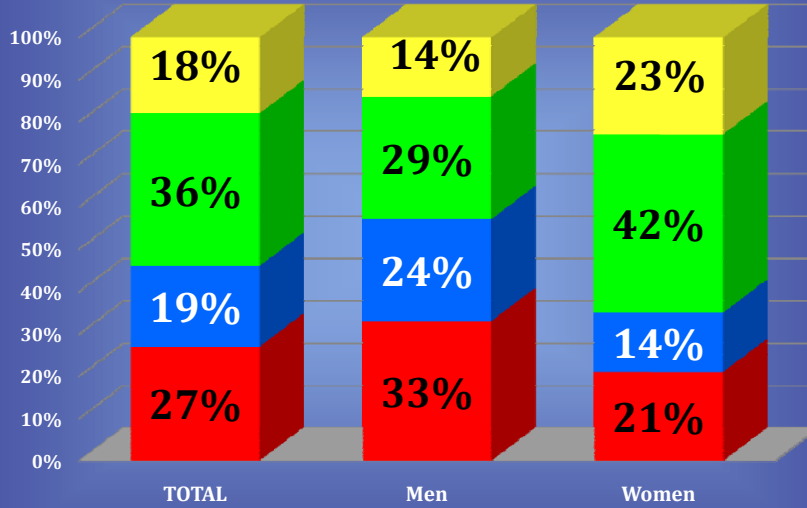
Do you have a favorable or unfavorable opinion of Chuck DeVore?



Slide 28

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### Do you have a favorable or unfavorable opinion of Chuck DeVore? (By Gender)

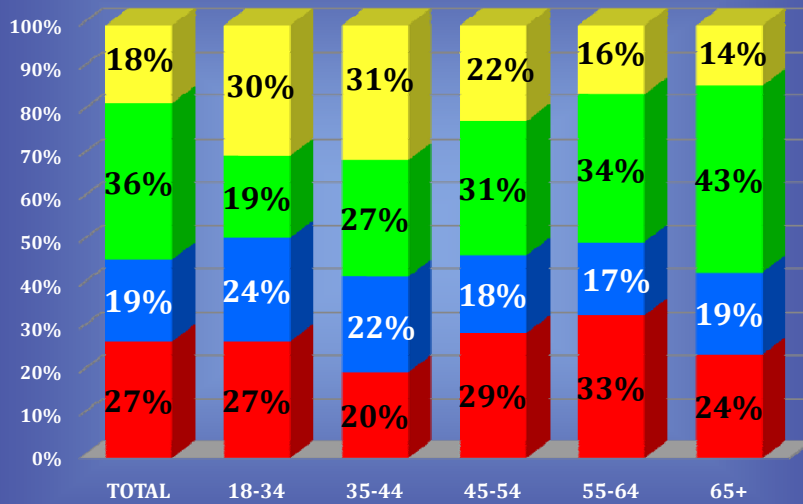


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### Do you have a favorable or unfavorable opinion of Chuck DeVore? (By Age)

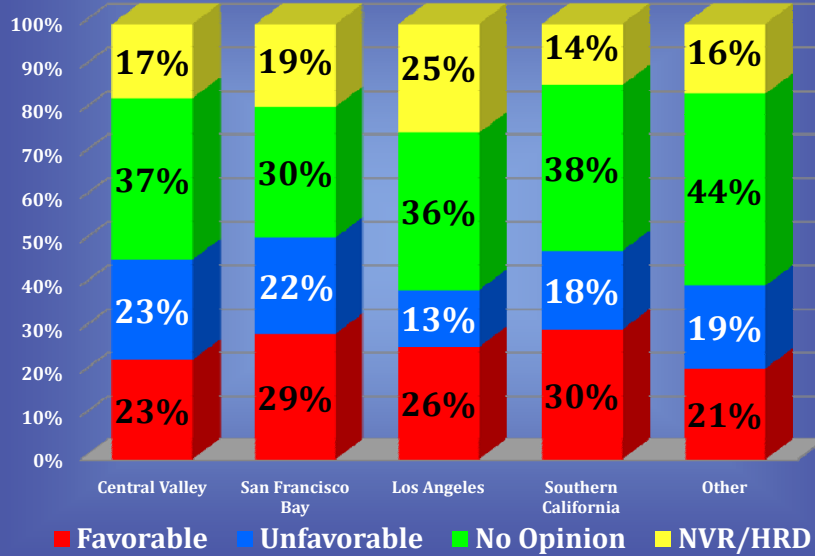


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## Do you have a favorable or unfavorable opinion of Chuck DeVore? (By Region)



Slide 31

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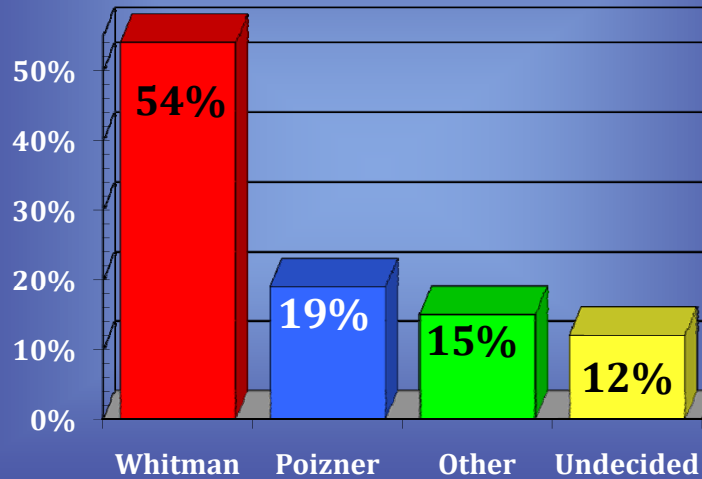


## Governor Ballot Test

Slide 32

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**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, Steve Poizner or another candidate?**

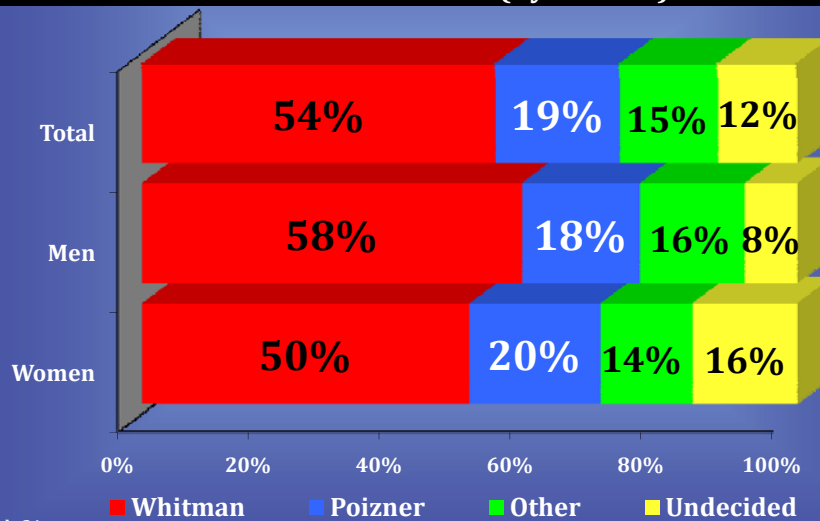


Slide 33

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**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, Steve Poizner or another candidate? (By Gender)**

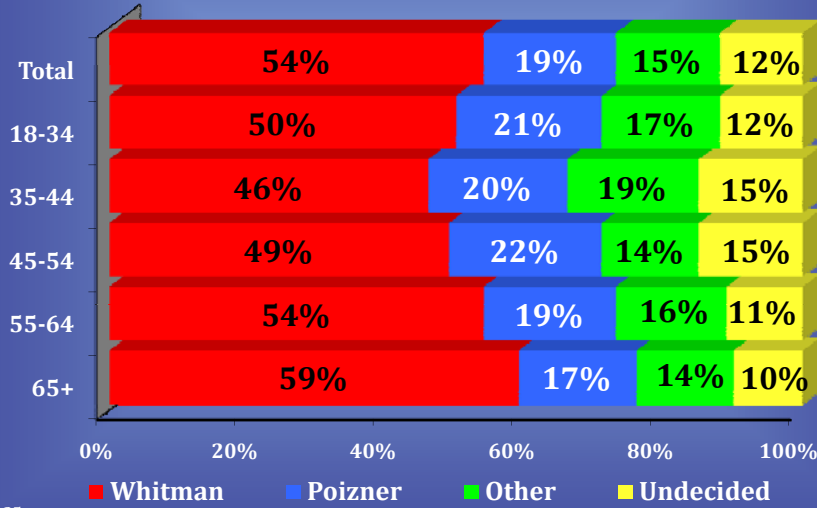


Slide 34

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**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, Steve Poizner or another candidate? (By Age)**

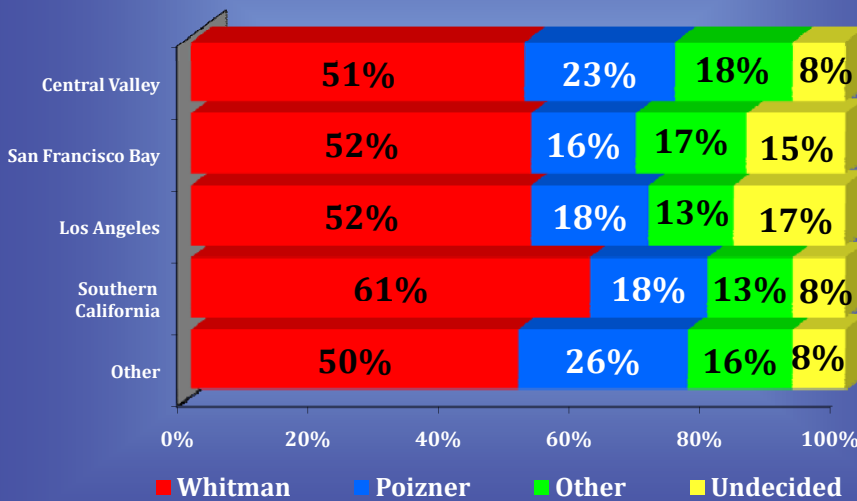


Slide 35

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**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, Steve Poizner or another candidate? (By Region)**



Slide 36

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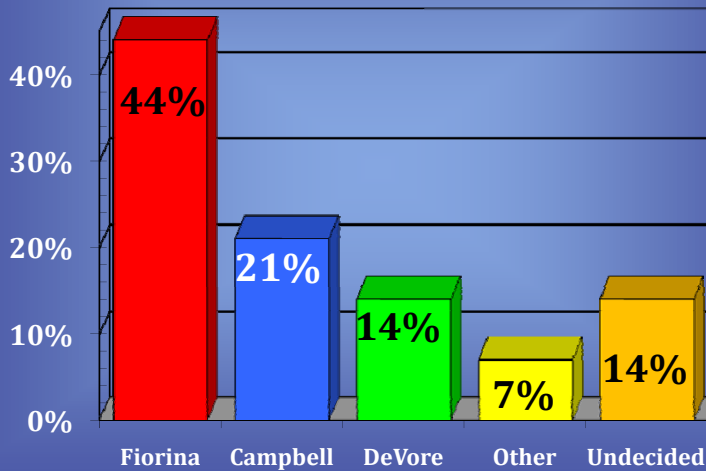


# US Senate Ballot Test

Slide 37

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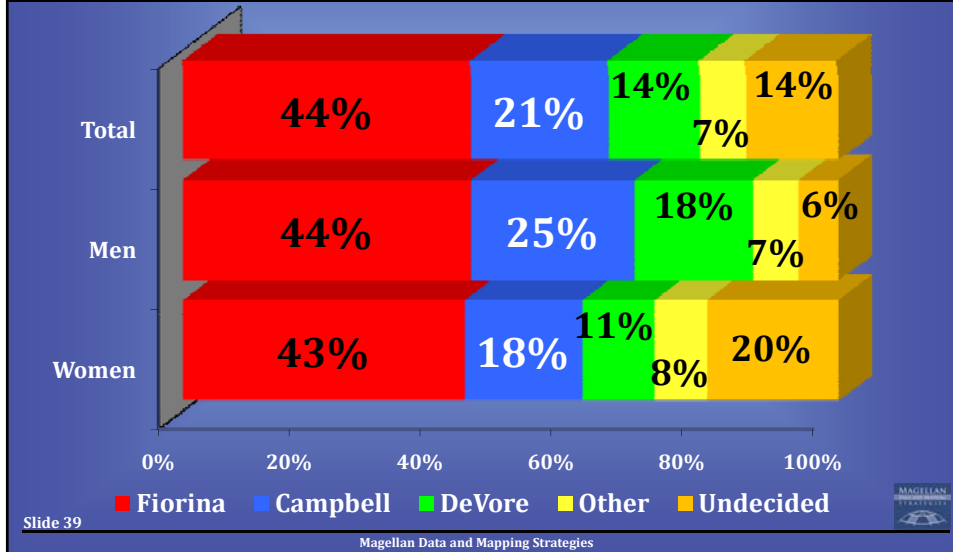
**If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Tom Campbell, Carly Fiorina, Chuck DeVore or another candidate?**



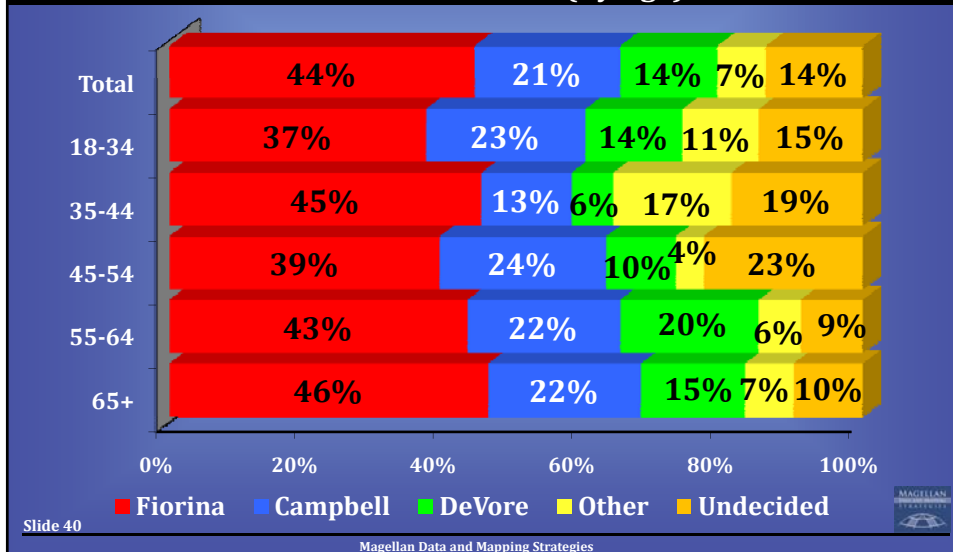
Slide 38

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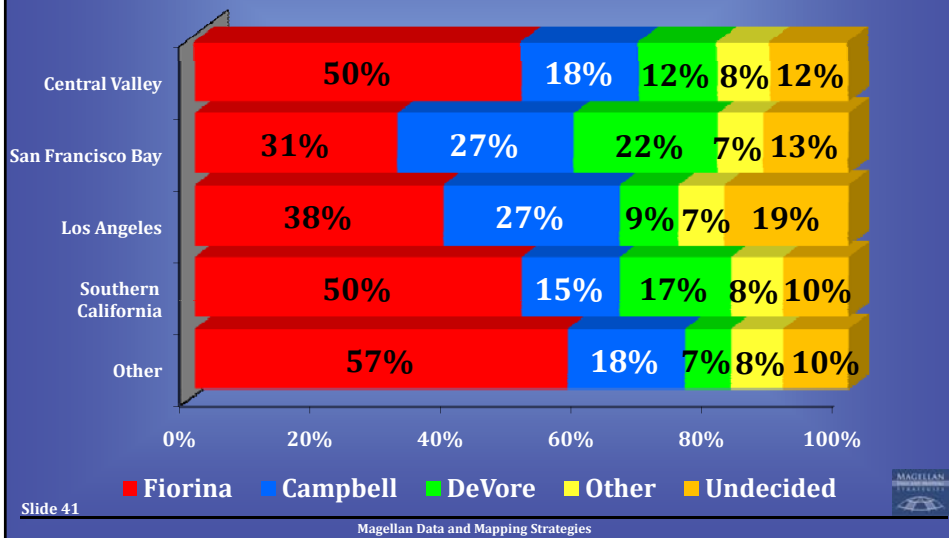
**If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Tom Campbell, Carly Fiorina, Chuck DeVore or another candidate? (By Gender)**



**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, Chuck DeVore or another candidate? (By Age)**



**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, Chuck DeVore or another candidate? (By Region)**



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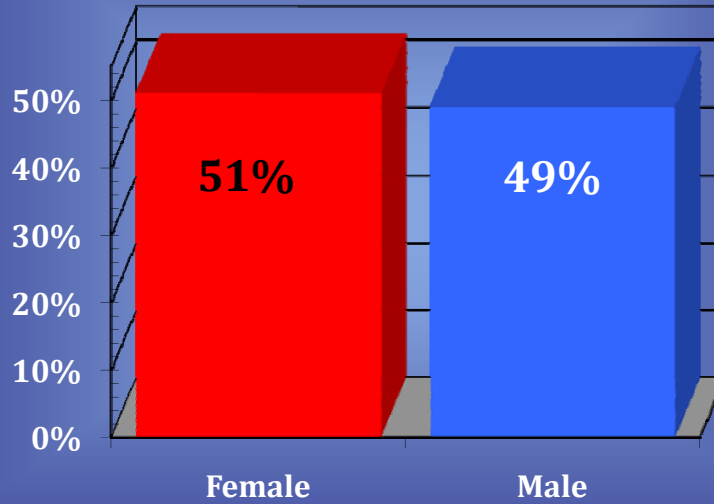


## Survey Demographics

Slide 42

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## Gender Demographics

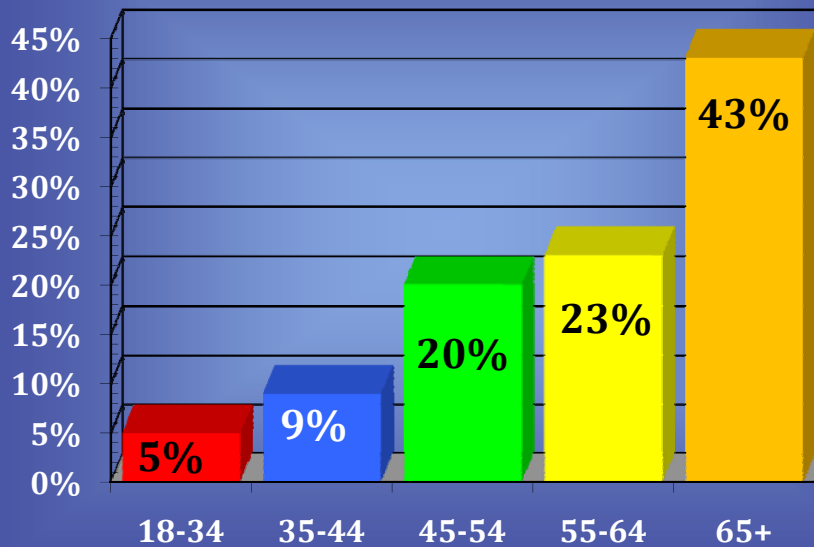


Slide 43

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## Age Group Demographics

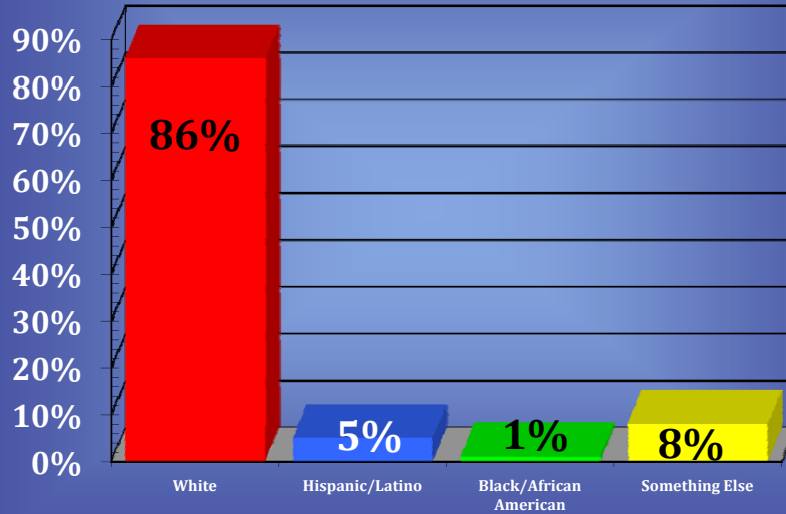


Slide 44

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## Race Demographics

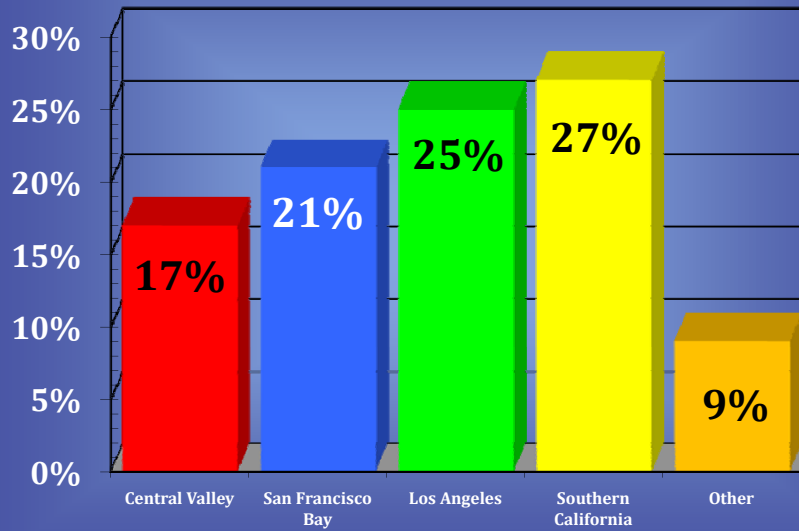


Slide 45

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## Region Demographics



Slide 46

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