



FOR IMMEDIATE RELEASE

May 26, 2010

INTERVIEWS AND QUESTIONS: DAVID FLAHERTY 303-861-8585

WHITMAN LEADS POIZNER 54% TO 19% FOR CALIFORNIA GOP NOMINATION FOR GOVERNOR, FIORINA LEADS CAMPBELL 44% TO 21%, DEVORE WITH 14%, IN US SENATE GOP NOMINATION

Louisville, CO – With less than two weeks until the June 8th primary, California Republican primary voters are poised to nominate two former female CEO’s to lead the GOP ticket in November. According to our 649N automated survey of likely Republican primary voters conducted on May 24th, in the gubernatorial race, Meg Whitman leads Insurance Commissioner Steve Poizner by 35 points, 54% to 19%. The generic “other” candidate receives 15% and 12% remain undecided. The ballot test results by voter subgroup are in the table below.

Based on past GOP primary voting demographics, Magellan Strategies projects voters 65 and older to contribute approximately 40% of the Republican primary votes on June 8th. This makes seniors a vital target subgroup for any campaign. Regionally, Meg Whitman’s strongest support (61%) includes Orange, San Diego, Riverside and San Bernardino counties. A map of the polling regions follows this document.

<u>Candidate</u>	<u>All Voters</u>	<u>Men</u>	<u>Wom</u>	<u>Seniors 65+</u>	<u>Sthrn Calif</u>	<u>Central Area</u>	<u>LA Area</u>	<u>Bay Area</u>	<u>Other Area</u>
Whitman	54%	58%	50%	59%	61%	51%	52%	52%	50%
Poizner	19%	18%	20%	17%	18%	23%	18%	16%	26%
Other	15%	16%	14%	14%	13%	18%	13%	17%	16%
Undecided	12%	8%	16%	10%	8%	8%	17%	15%	8%

Another storyline in tracking this race is the 29 point increase in Steve Poizner’s unfavorable rating since our last survey on February 25th. Among men, Steve Poizner’s unfavorable rating has increased 29 points and among women 27 points.

<u>Candidate</u>	<u>Ballot Test</u>	<u>Total Fav</u>	<u>Total Unfav</u>	<u>Men Fav</u>	<u>Men Unfav</u>	<u>Wom Fav</u>	<u>Wom Unfav</u>
Poizner Image Change	+7%	+9	+29	+9	+30	+8	+27
Poizner Image May 24th	19%	31%	51%	33%	54%	29%	48%
Poizner Image February 25th	12%	22%	22%	24%	24%	21%	21%

Survey results from the US Senate ballot test show Carly Fiorina with a 23 point lead over former Congressman Tom Campbell 44% to 21% and Assemblyman Chuck DeVore with 14%. Seven percent support another candidate, and 14% of voters are undecided. Support for Carly Fiorina has surged 24 points since our last survey on February 25th from 20% to 44%, and Tom Campbell's support has declined 12 points from 33% to 21%. Chuck DeVore has made a small gain among men, increasing his support by 3 points from 11% to 14%. The table below shows the US Senate ballot test by voter subgroup and region.

US Senate Ballot Test May 24th

<u>Candidate</u>	<u>Ballot Test</u>	<u>Men</u>	<u>Wom</u>	<u>Seniors 65+</u>	<u>Sthrn Calif</u>	<u>Central Area</u>	<u>LA Area</u>	<u>Bay Area</u>	<u>Other Area</u>
Fiorina	44%	44%	43%	46%	50%	50%	38%	31%	57%
Campbell	21%	25%	18%	22%	15%	18%	27%	27%	18%
DeVore	14%	18%	11%	15%	17%	12%	9%	22%	7%
Another Cand.	7%	7%	8%	7%	8%	8%	7%	7%	8%
Undecided	14%	6%	20%	10%	10%	12%	19%	13%	10%

US Senate Ballot Test February 25th

<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>
Campbell	33%	35%	31%	35%	27%	35%	46%
Fiorina	20%	22%	18%	24%	26%	16%	16%
DeVore	11%	12%	10%	11%	15%	9%	4%
Other	6%	5%	6%	5%	5%	5%	4%
Undecided	30%	26%	35%	25%	27%	35%	30%

With 13 days until the election, we anticipate these numbers to change as the campaigns make their final GOTV and message appeals to voters. Magellan Strategies intends to field a final survey just before the election.

Potential General Election Match-up Will Have Clear Contrast for Voters

Looking toward the general election in November, if Meg Whitman and Carly Fiorina are the GOP nominees for their respective offices, it will be the first time the statewide Republican ticket in California will be led by two women. The general election will pose clear distinctions for voters between the Democrat and Republican candidates. The Democrat ticket will be led by longtime incumbents Senator Barbara Boxer and former Governor and current Attorney General Jerry Brown. The Republican ticket will offer two women that have never held public office with strong business backgrounds. Without question, voters, regardless of party registration, are demonstrating a strong anti-incumbent mood across the country. How strong that mood is in California remains to be seen.



Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a California voter file among households containing at least one registered Republican voter. The response data was weighted to reflect past Republican primary voting demographics from the 2008, 2006 and 2004 election cycles. The 649 interviews of likely Republican primary voters were conducted on Monday night, May 24th. This survey has a margin of error of 3.85% at the 95 percent confidence interval.

The survey topline results are included in this document along with a map of the polling regions. This release, survey crosstabs and presentation can be downloaded from our website at www.MagellanStrategies.com under the "Survey Archives" tab. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585 or dflaherty@magellanstrategies.com.

Polling Region Credits

Magellan Data and Mapping Strategies would like to credit the Public Policy Institute of California (PPIC) for determining the polling regions for this survey. The attached map in this release uses the same regions that are used in PPIC's survey research.

About Magellan Data and Mapping Strategies

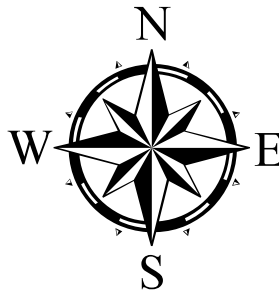
Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in influencing public opinion. The Magellan Strategies team has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



Legend

Region

- Central
- San Francisco Bay Area
- Los Angeles
- Southern California
- Other



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Polling Regions for California



May 25, 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 649N autodial survey of likely Republican primary voters in the state of California. The interviews were conducted May 24th, 2010. This survey has a margin of error of +/- 3.85% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008, 2006, and 2004 Republican primary election cycles.

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 8th primary election to choose a Republican nominee for Governor and the US Senate?

Extremely Likely..... 91%
Very Likely 7%
Somewhat Likely 2%

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

T3. Do you have a favorable or unfavorable opinion of Meg Whitman?

Favorable 56%
Unfavorable 23%
No Opinion 19%

Name ID..... 98%
Hard Name ID 79%
Never Heard Of..... 2%

T4. Do you have a favorable or unfavorable opinion of Steve Poizner?

Favorable 31%
Unfavorable 51%
No Opinion 17%

Name ID 99%
Hard Name ID 82%
Never Heard Of..... 1%

T5. Do you have a favorable or unfavorable opinion of Tom Campbell?

Favorable 35%
Unfavorable 29%
No Opinion 27%

Name ID 91%
Hard Name ID 64%
Never Heard Of..... 9%

T6. Do you have a favorable or unfavorable opinion of Carly Fiorina?

Favorable 56%
Unfavorable 17%
No Opinion 19%

Name ID 92%
Hard Name ID 73%
Never Heard Of..... 8%

T7. Do you have a favorable or unfavorable opinion of Chuck DeVore?

Favorable 27%
Unfavorable 19%
No Opinion 36%

Name ID 82%
Hard Name ID 46%
Never Heard Of..... 18%



T8. 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?

Meg Whitman.....	54%
Steve Poizner.....	19%
Another Candidate.....	15%
Undecided.....	12%

T9. 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?

Carly Fiorina.....	44%
Tom Campbell.....	21%
Chuck DeVore	14%
Another Candidate.....	7%
Undecided.....	14%

T10. For statistical purposes, are you a man or a woman?

Female.....	51%
Male.....	49%

T11. Which of the following age groups applies to you?

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

T12. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American or another ethnic group?

White	86%
Another Ethnic Group	8%
Hispanic/Latino	5%
Black/African American.....	1%

