



MEMORANDUM

TO: INTERESTED PARTIES
FROM: WILSON RESEARCH STRATEGIES
SUBJECT: STATE OF THE RACE IN CALIFORNIA
DATE: OCTOBER 19, 2010

This memo summarizes key findings from a poll of 800 likely voters throughout the state of California conducted October 13-14, 2010.

The poll reveals narrow Republican advantages in both top statewide races.

Key Findings

- **Carly Fiorina currently leads by three points against Barbara Boxer in the race for United States Senate from California.**
 - U.S. Senate Ballot
 - Total Fiorina 46%
 - Total Boxer 43%
 - Total Other Candidates 5%
 - Undecided 6%

- **Meg Whitman leads by one point in the race for Governor of California.**
 - Governor’s Ballot
 - Total Whitman 45%
 - Total Brown 44%
 - Total Other Candidates 4%
 - Undecided 7%

Conclusions

Republicans currently hold narrow leads in California’s top two statewide races this fall, though both remain very competitive.

Methodology

WRS selected a random sample of likely general election voters from the California voter file using Registration Based Sampling (RBS). RBS is an innovative method of stratifying samples based on a set of demographic and behavioral characteristics. The sample for this survey was stratified based on age, gender, ethnicity, partisan affiliation, and geography. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

Respondents were contacted by phone via a live telephone operator interview October 13-14, 2010. The study has a sample size of n=800 likely voters. The margin of error is equal to ±3.5% in 95 out of 100 cases.



About Wilson Research Strategies

Since 1998, WRS has been a leading provider of political polling for campaigns from Mayor and City Council to Governor and U.S. Senate in 47 states and several foreign countries. In 2007-2008 alone, WRS conducted polling in 252 races for campaigns, caucuses and independent expenditures efforts.

In addition to our political and policy research, WRS provides donor research to Christian and other not-for-profits and alumni research to colleges and universities. More than 200 Christian and other not-for-profit organizations around the country and dozens of large and small colleges and universities have relied on WRS's data and analysis.

WRS's corporate research arm has provided market research to more than 100 of the Fortune 500 and to hundreds of small and medium businesses nationwide.