

# THE FIELD POLL

THE INDEPENDENT AND NON-PARTISAN SURVEY  
OF PUBLIC OPINION ESTABLISHED IN 1947 AS  
THE CALIFORNIA POLL BY MERVIN FIELD

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## FIORINA TAKES BIG LEAD IN REPUBLICAN RACE FOR U.S. SENATE

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By Mark DiCamillo and Mervin Field

Business executive Carly Fiorina has moved ahead of her two GOP rivals, Congressman Tom Campbell and Assemblyman Chuck DeVore, by a large margin among those who have already voted or likely to vote in next Tuesday's U.S. Senate Republican primary election.

In its final pre-election survey, *The Field Poll* finds that Fiorina, who trailed Campbell in earlier measures, is now receiving 37% of the GOP primary vote, with Campbell and DeVore well back at 22% and 19% respectively. Another 2% prefer other candidates and 20% are undecided.

The current findings represent a big increase in support for Fiorina compared to the previous *Field Poll* surveys completed in March and January, when she was trailing Campbell by five to six percentage points.

**Table 1**

**Trend of voter preferences in the 2010 Republican primary  
for California U.S. Senator  
(among likely voters in the GOP primary)**

	<b>Early June</b>	<b>March</b>	<b>January</b>
Carly Fiorina	<b>37%</b>	22%	25%
Tom Campbell	<b>22</b>	28	30
Chuck DeVore	<b>19</b>	9	6
Other	<b>2</b>	N/A	N/A
Undecided	<b>20</b>	41	39

N/A: Not asked

### **Sub-group preferences**

In this survey, 51% of the Republican voters say that they are strong conservatives, while a combined 49% of the other GOP primary voters identify themselves as moderately conservative, middle-of-the-road or liberal in politics.

There are significant preference differences in the GOP ranks depending on where they stand on the ideological scale. Among strong conservatives Fiorina is supported by 43%, with DeVore running second at 23% and Campbell trailing at 16%. Among voters who identify as moderately conservative, Fiorina's lead narrows to twelve points. By contrast, among the nearly one in three GOP primary voters who are either middle-of-the-road or liberal in politics, Campbell leads Fiorina narrowly (32% to 30%).

Statewide 38% of the Republican primary electorate identify a lot with the Tea Party populist movement. Among this segment of voters Fiorina is preferred with 42%, followed by DeVore at 25% and Campbell at 17%.

Fiorina leads in all regions of the state except the San Francisco Bay Area/Other North region, where Campbell has a small lead.

Among the youngest segment of GOP primary voters, those age 18-39, Fiorina trails Campbell by four points. However, Fiorina leads in all other age categories. Her lead is nine points among voters age 40-49 and exceeds twenty points among voters age 50 or older.

There are only small differences in voter preferences between voters who are born-again Christian and other GOP primary voters, with both segments favoring Fiorina by double-digit margins.

There are no significant differences in either Fiorina's or Campbell's support by gender. DeVore, however, receives greater support among men (23%) than women (14%).

Fiorina holds a somewhat larger twenty-point lead among voters who have either already voted by mail or intend to vote this way. Her lead is smaller (ten points) among voters intending to cast their ballot at their local polling place on election day.

**Table 2**  
**Preferences of likely GOP primary voters for California U.S. Senator**  
**- by subgroup**

	<b>Fiorina</b>	<b>Campbell</b>	<b>DeVore</b>	<b>Other/ Undecided</b>
<b>Total likely voters</b>	<b>37%</b>	<b>22</b>	<b>19</b>	<b>22</b>
<u>Political ideology</u>				
(.51) Strongly conservative	43%	16	23	18
(.18) Moderately conservative*	33%	21	19	27
(.31) Middle-of-the-road/liberal	30%	32	12	26
<u>Tea Party movement identification</u>				
(.38) Identify a lot	42%	17	25	16
(.62) All others	34%	24	15	27
<u>Area</u>				
(.63) Coastal counties	35%	23	20	22
(.37) Inland counties	40%	19	17	24
<u>Region</u>				
(.18) Los Angeles County	38%	22	17	23
(.41) Other Southern California	39%	18	19	24
(.20) Central Valley	43%	19	18	20
(.21) San Francisco Bay Area/Other North	27%	31	21	21
<u>Age</u>				
(.21) 18 – 39	22%	26	19	33
(.21) 40 – 49	32%	23	25	20
(.31) 50 – 64	45%	20	16	19
(.27) 65 or older	43%	20	18	19
<u>Gender</u>				
(.52) Male	36%	23	23	18
(.48) Female	38%	21	14	27
<u>Born-again Christian</u>				
(.39) Yes	36%	21	20	23
(.61) No	38%	22	19	21
<u>Voting method</u>				
(.53) Mail ballot voters	39%	19	19	23
(.47) Precinct voters	35%	25	19	21

\* Small sample size.

### **Candidate image trends**

Between October 2009, when the formal Senate race had just begun, and last March, large Republican majorities of GOP primary voters were unable to offer an impression of any of the three candidates. But during the past two months the candidates have become much better known.

In the current survey, about seven in ten GOP primary voters (69%) said they had an opinion of Fiorina and their views divided 57% favorable to 12% unfavorable.

Campbell also has gained in recognition in recent months. About two in three GOP primary voters (64%) can now express an opinion of him, and they divide 45% positive and 19% negative.

DeVore is still the least known of the GOP senatorial candidates, with 51% of likely GOP primary voters unable to offer an opinion of him. However, among those able to rate him, opinions are very positive – 41% favorable and 8% unfavorable. This is a big improvement from last March when just 22% could rate him and opinions divided 11% positive and 11% negative.

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**Table 3**  
**Trend of likely GOP voter image ratings of the Republican senatorial candidates**

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	<b>Early June 2010</b>	<b>March 2010</b>	<b>January 2010</b>	<b>October 2009</b>
<u>Fiorina</u>				
Favorable	<b>57%</b>	24%	20%	16%
Unfavorable	<b>12</b>	17	10	10
No opinion	<b>31</b>	59	70	74
<u>Campbell</u>				
Favorable	<b>45%</b>	31%	26%	25%
Unfavorable	<b>19</b>	13	11	15
No opinion	<b>36</b>	56	63	60
<u>DeVore</u>				
Favorable	<b>41%</b>	11%	8%	7%
Unfavorable	<b>8</b>	11	11	11
No opinion	<b>51</b>	78	81	82

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**Who do GOP primary voters think has the best chance of defeating Boxer**

On the Democratic side, Barbara Boxer is seeking re-election to her fourth term as U. S. Senator and she is not facing serious opposition in the primary. Republicans in this survey were asked which of the three GOP candidate they thought had the best chance of defeating Boxer in the November general election.

The survey finds that 42% of GOP primary voters believe Fiorina has the best chance of unseating Boxer. This view is held by about four in five (80%) voters who are currently supporting Fiorina in her primary election bid.

A much smaller proportion of GOP primary voters (22%) believes Campbell has the best shot of defeating Boxer in the fall. Among Campbell supporters, more than two-thirds (69%) think this way.

Just 12% of the GOP primary voters believe DeVore has the best chance against Boxer. Even among those who are supporting DeVore in his primary election bid, less than half (42%) think he has the best chance of winning in the fall, while nearly as many (33%) think Fiorina does.

**Table 4**  
**Which Republican candidate for U.S. Senate has the better chance of defeating likely Democratic nominee Barbara Boxer in the November general election (among likely GOP primary voters)**

	<b>Total likely voters</b>	<b>Fiorina supporters</b>	<b>Campbell supporters</b>	<b>DeVore supporters</b>	<b>Other/ undecided</b>
Carly Fiorina	<b>42%</b>	80%	13%	33%	15%
Tom Campbell	<b>22</b>	7	69	9	14
Chuck DeVore	<b>12</b>	4	4	42	5
Don't know	<b>24</b>	9	14	16	66

## **Information About The Survey**

### **Sample Details**

The findings in this report are based on a *Field Poll* survey completed May 27 – June 2, 2010 among a random sample of 511 likely voters in California’s 2010 Republican primary election. The sample included registered Republicans and non-partisan voters who had either already cast a mail ballot or were considered likely to vote in this year’s Republican primary election. Interviewing was conducted by telephone using live interviewers working from Field Research’s central location telephone interviewing facilities.

Up to six attempts were made to reach, screen and interview each randomly selected voter on different days and times of day during the interviewing period. The sample was developed from a statewide list of registered Republican and non-partisan voters in California by Voter Contact Services, a leading provider of registered voter samples to the survey research industry. Interviewing was completed on either a voter’s landline phone or a cell phone depending on the source of the telephone listing from the voter file. After the completion of interviewing the overall sample of registered Republicans was weighted to align it to known characteristics of the GOP registered voter population in California by region, age, gender and by whether or not the voter was a permanent mail ballot registrant.

Sampling error estimates applicable to the results of any probability-based survey depend on sample size as well as the percentage distribution being examined. The maximum sampling error estimates for results based on likely voters in the GOP primary election is +/- 4.5 percentage points at the 95% confidence level.

The maximum sampling error is based on results in the middle of the sampling distribution (i.e., percentages at or near 50%). Percentages at either end of the distribution (those closer to 10% or 90%) have a smaller margin of error. Findings from subgroups of the overall sample have somewhat larger sampling error levels. There are other potential sources of error in surveys besides sampling error. However, the overall design and execution of the survey sought to minimize these other sources of error.

*The Field Poll* was established in 1947 as *The California Poll* by Mervin Field and has operated continuously since then as an independent, non-partisan survey of California public opinion. The poll receives annual funding from television and newspaper subscribers who broadcast and publish the results from each *Field Poll* press release, from leading California academic institutions, who receive and archive the data files of each *Field Poll* survey after its completion, as well as a number of the state’s major foundations and philanthropies.

### **Questions Asked**

(IF ALREADY VOTED) In the Republican primary election for U.S. Senate, for whom did you vote) – (NAMES AND TITLES OF CANDIDATES READ IN RANDOM ORDER), or someone else?

(IF PLANNING TO VOTE) If the Republican primary election for U.S. Senate were being held today, for whom would you vote) – (NAMES AND TITLES OF CANDIDATES READ IN RANDOM ORDER), or someone else? (IF UNDECIDED) If you have to choose between Carly Fiorina, Chuck DeVore and Tom Campbell for U.S. Senate, whom would you prefer? (NAMES READ IN RANDOM ORDER)

(THE FOLLOWING THREE QUESTIONS WERE READ IN RANDOM ORDER)

Is your opinion of Tom Campbell, economist/ business educator, favorable or unfavorable?

Is your opinion of Carly Fiorina, business executive, favorable or unfavorable?

Is your opinion of Chuck DeVore, Assemblyman/military reservist, favorable or unfavorable?

The likely Democratic nominee for U.S. Senate will be incumbent U.S. Senator Barbara Boxer. Which Republican candidate for U.S. Senate – (NAMES OF CANDIDATES READ IN RANDOM ORDER) – do you think has the best chance of defeating Democrat Barbara Boxer in the November general election for U.S. Senate? (LAST NAMES READ BACK)