

Democrats Lead In Latest California Survey

Brown Opens Wide Lead Over Whitman, Boxer–Fiorina Race Tightens

Gubernatorial candidate Jerry Brown enjoys a modest lead of 9 points over his Republican counterpart, Meg Whitman, according to a poll of likely voters in California. Meanwhile in the Senate race Democrat Barbara Boxer looks set to receive 49% of the Californian vote, with Republican Carly Fiorina close at her heels with 45%. In each race, the Democratic candidates' share of the vote is the same among all voters and likely voters, while the Republican candidates' share among likely voters is about 3 percentage points better than among all voters, suggesting a slight advantage for Republicans among the most enthusiastic voters.

	Registered Voters	Likely Voters
Senate		
Barbara Boxer	49%	49%
Carly Fiorina	42%	45%
Governor		
Jerry Brown	49%	50%
Meg Whitman	38%	41%

Fiorina's Male Support Base

While Boxer looks set to lead Fiorina overall, the trend is reversed when only male voting intentions are taken into account. The Republican candidate leads the Democrat by 9 points among likely male voters. The same pattern can be seen among more elderly voters, with Fiorina receiving 59% of the likely over 65 vote, to Boxer's 36%. Boxer, for her part receives a proportionally larger share of the young and non-white vote, leading Fiorina by 18 and 22 points among the aged 18-29 and non-white electorate respectively.

The race for Governor does not have such dramatic differences when broken down into demographic groups. However the Democratic candidate has a notable lead of 34 points over the Republican among likely voters aged 18-29. Also, Brown gets majority support among likely Independent voters (52%) and leads Whitman among likely white voters (49%-42%).

Methodology

Interviews with 1000 registered voters, including 814 likely voters, were conducted October 25-28, 2010, online using YouGov's PollingPoint panel. YouGov uses a matched sample methodology that selects respondents to match the California registered voter population in terms of demographics (age, race, gender, education, employment status, income, marital status, children), past voting behavior, and political attitudes (interest in politics, party registration, and ideology). Margin of error (adjusted for weighting) for registered voters is $\pm 3.8\%$ and for likely voters is $\pm 4.2\%$.

Senate

	Registered Voters		Likely Voters	
	Barbara Boxer	Carly Fiorina	Barbara Boxer	Carly Fiorina
Gender				
Male	45%	49%	44%	53%
Female	52%	35%	52%	40%
Age				
18-29	50%	32%	54%	34%
30-64	52%	39%	52%	42%
over 65	38%	58%	36%	59%
Race/Ethnicity				
White	46%	43%	48%	47%
Non-White	58%	36%	51%	41%
Party Identification				
Democrat	90%	5%	92%	5%
Republican	2%	90%	2%	93%
Independent	48%	39%	49%	42%

Governor

	Registered Voters		Likely Voters	
	Jerry Brown	Meg Whitman	Jerry Brown	Meg Whitman
Gender				
Male	48%	44%	48%	47%
Female	50%	32%	52%	36%
Age				
18-29	53%	21%	58%	24%
30-64	50%	37%	53%	39%
over 65	41%	54%	40%	55%
Race/Ethnicity				
White	46%	39%	49%	42%
Non-White	57%	33%	53%	37%
Party Identification				
Democrat	86%	4%	91%	4%
Republican	5%	82%	4%	87%
Independent	53%	34%	52%	35%

About YouGov

YouGovPolimetrix is the North American subsidiary of YouGov PLC, which conducts polls around the world using its online panels.

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