Results of SurveyUSA Election Poll #17421

Geography: California
Data Collected: 10/15/2010 - 10/18/2010
Release Date: 10/19/2010
Percentages

Sponsors:
All SurveyUSA clients in California

Some Evidence That California's Marijuana Tail is Wagging Barbara Boxer's Dog;
Voters Without Home Phones, Voters Focused on Decriminalization, May Tip Senate: Much learning out of California, in SurveyUSA's latest pre-election tracking poll conducted for KABC-TV Los Angeles, KPIX-TV San Francisco, KGTV-TV San Diego, and KFSN-TV Fresno. United States **Senator Barbara Boxer,** Democrat, nominally trails Republican Carly Fiorina among California likely voters interviewed on their home telephones, but, among voters who do not have a home telephone, and who were interviewed by SurveyUSA on their cellphone, Boxer leads 2:1. When the two groups are proportionally blended, SurveyUSA pegs it as Boxer 46%, Fiorina 44%, very much within the survey's theoretical margin of sampling error, and still too close to call, but indicative of how important voters without home phones are if Boxer is to hold her Senate seat, and, as fate may have it, if Democrats are to keep majority control of the United States Senate. **What's the Tail and What's the Dog Here?** SurveyUSA includes a question designed to see if those who rarely vote in congressional elections, but who tell SurveyUSA they are **uniquely motivated** to vote in 2010, are voting Republican. One theory underlying much of the 2010 campaign narrative is that Republicans are uniquely motivated, Democrats uniquely dispirited. In other geographies , this question produces expected learning: uniquely motivated 2010 voters are in fact more Republican than habitual midterm voters. **In California, the opposite.** Uniquely motivated 2010 voters are more Democratic, turning a 4-point Democratic advantage among habitual voters in the race for Governor into the 7-point Democratic advantage that SurveyUSA reports here; turning a 2-point Democratic advantage among habitual voters in the Lieutenant Governor's contest into the 6-point Democratic advantage SurveyUSA reports here, and turning a 2-point advantage for "Yes" on marijuana into the 4-point "Yes" advantage that SurveyUSA reports here. But in the Senate contest: the **incumbent Democrat trails** by 4 points among habitual voters, and nominally leads by the 2 points that SurveyUSA reports here only when these uniquely motivated voters are included. Subject to the limitations of a small sample size, the data may suggest that what is motivating uniquely motivated Californians is marijuana. Uniquely motivated voters vote 7:4 to decriminalize marijuana. The even smaller subset of uniquely motivated voters interviewed on a cellphone is voting 12:1 "Yes" on marijuana. Are the "Yes" on marijuana voters the tail wagging Barbara Boxer's dog? This is more plausible to SurveyUSA than the reverse, which would be that 3-term incumbent Boxer has a unique tractor-beam in 2010 that is drawing to the polls otherwise disaffected voters who just happen to be pushing Proposition 19 over the top. For **Governor,** Brown 47%, Whitman 40%, the lowest level of support for Whitman in 6 SurveyUSA tracking polls going back to July. The contest is closer among voters who tell SurveyUSA they have already returned a ballot. For **Lieutenant Governor,** Newsom 43%, Maldonado 37%, effectively unchanged over the past 4 SurveyUSA tracking polls. Going back to August, Newsom has polled at 43%, 44%, 44%, 42% and today 43%. But: those who have already voted may slightly favor Maldonado. On **Proposition 19,** "No" has its strongest showing to date. In 6 SurveyUSA tracking polls going back to July 2010, No has polled at 40%, 40%, 43%, 42%, 41%, and today at 44%. For the measure to pass, the constellation of uniquely motivated aging hippies and young cellphone-only's must walk the ballot-box walk, not just talk the pollster talk. Boxer's fate in the Senate may hinge on how many "whatever" dudes mail a ballot.

Filtering: Using both RDD landline and cellphone sample from Survey Sampling, SurveyUSA interviewed 950 California adults 10/15/10 through 10/18/10. Cellphones were hand-dialed. Of the adults, 768 were registered to vote. Of the registered voters, 621 were determined by SurveyUSA to be likely to vote in the 11/02/10 general election. Early voting began 2 weeks ago, on 10/04/10. Election day is in 2 weeks, on 11/02/10. Previous 2010 CA tracking polls did not include cellphone respondents. "CPO" = Cell Phone Only, respondents who do not have a home phone and who make and receive phone calls with a cell phone. "Both" = respondents who have both a cell phone and a home phone but for this survey were interviewed on their cell phone by a live operator who dialed the call by hand. "Home Phone" = respondents who were interviewed on their home phone with the recorded-voice of a professional announcer.

1 [Candidate names rotated]
If the election for California Governor were today, who would you vote for? Republican Meg Whitman? Democrat Jerry Brown? Or another candidate?

621 Likely & Actual Voters	All	Interview Conducted			Gender		Age				<50 / 50+		Race				Already Voted?		Party Affiliation			Ideology			Opinion Of Tea Party				College Grad	
Credibility Interval: +/-4 pct points		CPO, li	Both C	Home p	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No
Whitman (R)	40%	33%	25%	42%	45%	35%	30%	42%	39%	47%	37%	42%	45%	23%	29%	37%	44%	39%	73%	11%	43%	71%	34%	10%	78%	10%	42%	33%	41%	38%
Brown (D)	47%	50%	42%	47%	45%	49%	53%	45%	50%	40%	48%	46%	44%	68%	52%	42%	46%	47%	15%	80%	37%	16%	52%	81%	11%	81%	37%	42%	48%	45%
Other	8%	11%	13%	8%	7%	10%	9%	9%	7%	9%	9%	8%	7%	3%	9%	14%	7%	9%	8%	3%	14%	9%	10%	3%	9%	4%	14%	10%	6%	12%
Undecided	5%	6%	20%	3%	4%	6%	8%	5%	4%	3%	6%	4%	3%	6%	10%	7%	3%	5%	4%	6%	6%	4%	4%	6%	3%	4%	6%	15%	5%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	7%	8%	85%	51%	49%	20%	33%	28%	20%	52%	48%	61%	6%	21%	12%	19%	81%	35%	42%	21%	31%	41%	23%	31%	40%	23%	6%	57%	43%

1 [Candidate names rotated]
If the election for California Governor were today, who would you vote for? Republican Meg Whitman? Democrat Jerry Brown? Or another candidate?

621 Likely & Actual Voters	All	Vote in Midterms?			Enthusiasm 2010 Vs Prio			Income			Region			
Credibility Interval: +/-4 pct points		Rarely	Usually	Always	More	Less	Same	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Whitman (R)	40%	34%	44%	41%	57%	29%	30%	31%	42%	43%	46%	37%	57%	27%
Brown (D)	47%	51%	47%	46%	35%	48%	57%	52%	47%	44%	40%	51%	29%	60%
Other	8%	12%	5%	9%	3%	20%	7%	13%	6%	8%	11%	6%	9%	9%
Undecided	5%	2%	3%	3%	5%	4%	5%	4%	6%	5%	3%	6%	6%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	11%	49%	38%	36%	20%	42%	21%	33%	46%	22%	36%	17%	25%

© 2026 SurveyUSA - www.surveyusa.com

Results of SurveyUSA Election Poll #17421

Geography: California
Data Collected: 10/15/2010 - 10/18/2010
Release Date: 10/19/2010
Percentages

Sponsors:
All SurveyUSA clients in California

2

[Candidate names rotated]
California will also elect a United States Senator. If the election for United States Senator from California were today, who would you vote for? Republican Carly Fiorina? Democrat Barbara Boxer? Or another candidate?

621 Likely & Actual Voters	All	Interview Conducted			Gender		Age				<50 / 50+		Race				Already Voted?		Party Affiliation			Ideology			Opinion Of Tea Party				College Grad	
Credibility Interval: +/-4 pct points		CPO, li	Both C	Home p	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No
Fiorina (R)	44%	21%	24%	47%	47%	40%	35%	45%	42%	52%	41%	46%	47%	24%	35%	50%	43%	44%	81%	11%	50%	76%	40%	9%	89%	11%	44%	27%	45%	42%
Boxer (D)	46%	51%	47%	46%	43%	49%	48%	44%	52%	39%	46%	47%	43%	68%	52%	41%	45%	47%	11%	82%	35%	12%	52%	81%	6%	82%	39%	41%	48%	43%
Other	6%	19%	13%	4%	6%	6%	11%	5%	4%	6%	7%	5%	6%	0%	9%	3%	6%	6%	7%	3%	9%	8%	5%	6%	4%	5%	10%	8%	4%	9%
Undecided	4%	8%	17%	3%	3%	5%	6%	6%	2%	3%	6%	2%	3%	7%	5%	6%	6%	4%	2%	4%	6%	4%	3%	4%	1%	2%	7%	24%	3%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	7%	8%	85%	51%	49%	20%	33%	28%	20%	52%	48%	61%	6%	21%	12%	19%	81%	35%	42%	21%	31%	41%	23%	31%	40%	23%	6%	57%	43%

2

[Candidate names rotated]
California will also elect a United States Senator. If the election for United States Senator from California were today, who would you vote for? Republican Carly Fiorina? Democrat Barbara Boxer? Or another candidate?

621 Likely & Actual Voters	All	Vote in Midterms?			Enthusiasm 2010 Vs Prio			Income			Region			
Credibility Interval: +/-4 pct points		Rarely	Usually	Always	More	Less	Same	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Fiorina (R)	44%	39%	49%	49%	58%	37%	34%	34%	43%	50%	50%	40%	58%	34%
Boxer (D)	46%	49%	44%	47%	36%	46%	55%	48%	48%	43%	40%	49%	28%	60%
Other	6%	8%	4%	4%	5%	8%	6%	13%	5%	3%	8%	6%	8%	4%
Undecided	4%	4%	3%	1%	1%	8%	4%	5%	4%	4%	3%	5%	7%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	11%	49%	38%	36%	20%	42%	21%	33%	46%	22%	36%	17%	25%

3

[Candidate names rotated]
California will also elect a Lieutenant Governor. If the election for Lieutenant Governor were today, who would you vote for? Republican Abel Maldonado? Democrat Gavin Newsom? Or another candidate?

621 Likely & Actual Voters	All	Interview Conducted			Gender		Age				<50 / 50+		Race				Already Voted?		Party Affiliation			Ideology			Opinion Of Tea Party				College Grad	
Credibility Interval: +/-4 pct points		CPO, li	Both C	Home p	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No
Maldonado (R)	37%	22%	22%	40%	40%	34%	30%	35%	36%	49%	33%	41%	39%	18%	34%	39%	42%	36%	68%	13%	38%	64%	34%	11%	72%	15%	35%	17%	38%	37%
Newsom (D)	43%	47%	37%	43%	42%	44%	45%	43%	47%	37%	43%	43%	41%	66%	45%	42%	38%	44%	11%	76%	34%	11%	48%	78%	7%	73%	41%	33%	47%	39%
Other	14%	26%	16%	12%	14%	13%	15%	15%	13%	11%	15%	12%	14%	10%	14%	13%	12%	14%	17%	5%	22%	20%	13%	5%	19%	8%	15%	16%	11%	17%
Undecided	6%	5%	24%	4%	3%	9%	9%	8%	4%	3%	9%	4%	6%	6%	8%	7%	7%	6%	4%	6%	7%	6%	5%	6%	1%	4%	10%	34%	5%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	7%	8%	85%	51%	49%	20%	33%	28%	20%	52%	48%	61%	6%	21%	12%	19%	81%	35%	42%	21%	31%	41%	23%	31%	40%	23%	6%	57%	43%

© 2026 SurveyUSA - www.surveyusa.com

Results of SurveyUSA Election Poll #17421

Geography: California
Data Collected: 10/15/2010 - 10/18/2010
Release Date: 10/19/2010
Percentages

SURVEY USA

Sponsors:
All SurveyUSA clients in California

3

[Candidate names rotated]
California will also elect a Lieutenant Governor. If the election for Lieutenant Governor were today, who would you vote for? Republican Abel Maldonado? Democrat Gavin Newsom? Or another candidate?

621 Likely & Actual Voters	All	Vote in Midterms?			Enthusiasm 2010 Vs Prio			Income			Region			
Credibility Interval: +/-4 pct points		Rarely	Usually	Always	More	Less	Same	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Maldonado (R)	37%	33%	39%	43%	50%	31%	29%	28%	38%	41%	48%	31%	48%	29%
Newsom (D)	43%	52%	41%	45%	31%	43%	54%	46%	44%	41%	33%	46%	30%	56%
Other	14%	10%	14%	9%	15%	15%	10%	17%	13%	11%	13%	17%	12%	11%
Undecided	6%	5%	5%	3%	3%	11%	6%	8%	4%	7%	6%	6%	9%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	11%	49%	38%	36%	20%	42%	21%	33%	46%	22%	36%	17%	25%

4

California voters may also vote on several propositions. On Proposition 19, which would change California law to legalize marijuana and allow it to be regulated and taxed, are you ... Certain to vote yes?
Certain to vote no?
Or not certain?

{Not Certain voters were asked: At this hour, on Proposition 19, do you ... lean toward yes? lean toward no, or do you not lean?}

621 Likely & Actual Voters Incl. Lean	All	Interview Conducted			Gender		Age				<50 / 50+		Race				Already Voted?		Party Affiliation			Ideology			Opinion Of Tea Party				College Grad	
Credibility Interval: +/-4 pct points		CPO, li	Both C	Home p	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	Favora	Unfavor	Neutral	No Opi	Yes	No
Certain Yes	48%	62%	37%	48%	50%	46%	59%	47%	48%	37%	52%	43%	50%	44%	50%	35%	47%	48%	32%	59%	51%	29%	47%	77%	32%	62%	46%	39%	48%	48%
Certain No	44%	29%	58%	44%	45%	42%	33%	45%	40%	57%	41%	47%	44%	40%	41%	51%	50%	42%	63%	30%	40%	66%	43%	16%	63%	30%	42%	48%	43%	45%
Not Certain	8%	9%	6%	9%	5%	12%	7%	8%	11%	7%	7%	9%	6%	16%	9%	14%	3%	10%	5%	10%	10%	5%	10%	7%	4%	9%	12%	13%	8%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	7%	8%	85%	51%	49%	20%	33%	28%	20%	52%	48%	61%	6%	21%	12%	19%	81%	35%	42%	21%	31%	41%	23%	31%	40%	23%	6%	57%	43%

4

California voters may also vote on several propositions. On Proposition 19, which would change California law to legalize marijuana and allow it to be regulated and taxed, are you ... Certain to vote yes?
Certain to vote no?
Or not certain?

{Not Certain voters were asked: At this hour, on Proposition 19, do you ... lean toward yes? lean toward no, or do you not lean?}

621 Likely & Actual Voters Incl. Lean	All	Vote in Midterms?			Enthusiasm 2010 Vs Prio			Income			Region			
Credibility Interval: +/-4 pct points		Rarely	Usually	Always	More	Less	Same	< $40K	$40K -	> $80K	Central	Greater	Inland	Bay Are
Certain Yes	48%	58%	49%	44%	44%	44%	53%	50%	46%	48%	44%	47%	43%	56%
Certain No	44%	34%	44%	47%	51%	48%	36%	41%	46%	45%	50%	41%	52%	38%
Not Certain	8%	9%	8%	9%	5%	8%	10%	10%	8%	8%	6%	12%	5%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	11%	49%	38%	36%	20%	42%	21%	33%	46%	22%	36%	17%	25%

: KABC-TV Los Angeles, KFSN-TV Fresno, KGTV-TV San Diego, KPIX-TV San Francisco

© 2026 SurveyUSA - www.surveyusa.com

Results of SurveyUSA Election Poll #17421

Geography: California
Data Collected: 10/15/2010 - 10/18/2010
Release Date: 10/19/2010
Percentages

Sponsors:
All SurveyUSA clients in California

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.