

Results of SurveyUSA News Poll #15177



Sponsor:

KPIX-TV (San Francisco)

Geography: California

Data Collected: 03/03/2009

Release Date: 03/04/2009

1 Is your opinion of Gavin Newsom ... favorable? Unfavorable? Neutral? Or, do you have no opinion of Gavin Newsom?

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-4.5%																
Favorable	16%	13%	18%	10%	19%	20%	11%	15%	16%	16%	11%	16%	16%	4%	25%	16%
Unfavorable	33%	35%	31%	21%	45%	31%	32%	34%	32%	37%	45%	21%	32%	55%	14%	42%
Neutral	24%	27%	22%	26%	17%	25%	35%	21%	30%	25%	27%	27%	18%	21%	28%	27%
No Opinion	27%	25%	29%	43%	19%	23%	22%	29%	23%	22%	18%	36%	35%	20%	33%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%

1 Is your opinion of Gavin Newsom ... favorable? Unfavorable? Neutral? Or, do you have no opinion of Gavin Newsom?

502 Registered Voters	All	Ideology			Region			
		Conser	Moder	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
Favorable	16%	5%	16%	28%	10%	9%	7%	35%
Unfavorable	33%	54%	34%	8%	40%	28%	30%	39%
Neutral	24%	18%	24%	37%	23%	25%	26%	23%
No Opinion	27%	23%	26%	27%	26%	38%	37%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%

2 Is your opinion of Meg Whitman ... favorable? Unfavorable? Neutral? Or, do you have no opinion of Meg Whitman?

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-4.5%																
Favorable	16%	19%	14%	12%	21%	14%	17%	17%	15%	16%	31%	13%	16%	24%	9%	22%
Unfavorable	11%	14%	9%	7%	14%	14%	9%	11%	12%	13%	9%	9%	11%	9%	14%	12%
Neutral	30%	33%	28%	31%	25%	31%	39%	27%	35%	31%	32%	34%	20%	37%	26%	34%
No Opinion	42%	35%	50%	50%	40%	41%	35%	44%	39%	40%	28%	44%	54%	30%	51%	32%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%

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2 Is your opinion of Meg Whitman ... favorable? Unfavorable? Neutral? Or, do you have no opinion of Meg Whitman?

502 Registered Voters	All	Ideology			Region			
		Conser	Moder	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
Favorable	16%	28%	14%	7%	13%	17%	14%	20%
Unfavorable	11%	9%	11%	15%	13%	9%	14%	12%
Neutral	30%	29%	32%	32%	34%	27%	28%	35%
No Opinion	42%	34%	43%	46%	41%	47%	44%	34%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%

3 If your opinion of Jerry Brown is...

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-4.5%																
Favorable	31%	33%	28%	18%	28%	46%	33%	24%	40%	30%	35%	33%	25%	15%	47%	24%
Unfavorable	34%	36%	32%	18%	44%	34%	39%	33%	36%	40%	35%	26%	25%	58%	12%	47%
Neutral	19%	17%	20%	25%	14%	16%	21%	19%	18%	16%	20%	24%	20%	17%	21%	18%
No Opinion	17%	13%	20%	39%	14%	4%	7%	24%	6%	14%	10%	18%	29%	9%	20%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%

3 If your opinion of Jerry Brown is...

502 Registered Voters	All	Ideology			Region			
		Conser	Moder	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
Favorable	31%	16%	33%	48%	26%	29%	29%	37%
Unfavorable	34%	57%	28%	19%	49%	29%	46%	26%
Neutral	19%	12%	22%	17%	12%	14%	15%	32%
No Opinion	17%	14%	16%	16%	12%	28%	10%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%

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4 If your opinion of Steve Poizner is...

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-4.5%																
Favorable	12%	11%	12%	9%	14%	10%	15%	12%	12%	10%	18%	10%	18%	20%	6%	11%
Unfavorable	12%	13%	11%	2%	14%	18%	12%	9%	16%	12%	8%	8%	18%	10%	11%	18%
Neutral	38%	40%	35%	40%	33%	37%	44%	36%	40%	36%	50%	45%	26%	35%	39%	44%
No Opinion	39%	35%	42%	49%	39%	35%	28%	43%	32%	41%	25%	37%	39%	35%	44%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%

4 If your opinion of Steve Poizner is...

502 Registered Voters	All	Ideology			Region			
		Conser	Moder	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
Favorable	12%	20%	11%	6%	12%	12%	14%	10%
Unfavorable	12%	12%	14%	9%	10%	8%	17%	16%
Neutral	38%	33%	38%	44%	32%	35%	29%	50%
No Opinion	39%	35%	37%	41%	46%	44%	40%	24%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%

5 If your opinion of John Garamendi is...

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-4.5%																
Favorable	24%	27%	20%	9%	24%	37%	29%	17%	33%	23%	14%	29%	22%	26%	29%	14%
Unfavorable	22%	22%	22%	11%	25%	26%	29%	19%	27%	24%	35%	17%	19%	30%	15%	26%
Neutral	31%	29%	33%	31%	32%	29%	31%	32%	30%	30%	36%	33%	27%	27%	32%	39%
No Opinion	23%	21%	25%	50%	20%	8%	11%	33%	9%	23%	15%	20%	33%	17%	24%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%

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5 If your opinion of John Garamendi is...

502 Registered Voters	All	Ideology			Region			
		Conser	Moder	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
Favorable	24%	24%	23%	28%	23%	25%	27%	20%
Unfavorable	22%	30%	26%	6%	27%	17%	32%	21%
Neutral	31%	26%	28%	41%	34%	27%	20%	42%
No Opinion	23%	20%	23%	25%	16%	30%	21%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%

6 If your opinion of Tom Campbell is...

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-4.5%																
Favorable	19%	23%	16%	20%	19%	16%	24%	19%	19%	15%	21%	30%	18%	24%	13%	27%
Unfavorable	9%	10%	8%	2%	11%	14%	9%	7%	11%	9%	7%	6%	14%	7%	10%	11%
Neutral	36%	35%	37%	30%	32%	45%	41%	31%	44%	38%	57%	32%	28%	39%	38%	34%
No Opinion	35%	32%	39%	48%	38%	25%	26%	42%	26%	38%	15%	32%	40%	30%	39%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%

6 If your opinion of Tom Campbell is...

502 Registered Voters	All	Ideology			Region			
		Conser	Moder	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
Favorable	19%	26%	17%	16%	16%	21%	20%	18%
Unfavorable	9%	7%	10%	10%	7%	8%	11%	10%
Neutral	36%	35%	41%	30%	43%	30%	31%	45%
No Opinion	35%	31%	32%	44%	33%	41%	38%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%

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7 If your opinion of Loretta Sanchez is...

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
Margin of Sampling Error: +/-4.5%																
Favorable	20%	21%	19%	18%	20%	25%	15%	19%	21%	11%	26%	43%	11%	14%	31%	8%
Unfavorable	29%	30%	29%	15%	35%	30%	38%	27%	34%	29%	37%	22%	42%	41%	14%	46%
Neutral	23%	24%	23%	25%	19%	24%	28%	22%	26%	25%	24%	25%	13%	17%	29%	26%
No Opinion	27%	26%	29%	41%	26%	21%	18%	33%	20%	35%	13%	11%	33%	29%	26%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%

7 If your opinion of Loretta Sanchez is...

502 Registered Voters	All	Ideology			Region			
		Conser	Moder	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
Favorable	20%	13%	15%	35%	10%	26%	25%	12%
Unfavorable	29%	40%	34%	9%	22%	30%	39%	27%
Neutral	23%	15%	23%	34%	25%	21%	15%	31%
No Opinion	27%	31%	28%	22%	43%	23%	21%	29%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%

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8 Now I'm going to ask you to tell me how qualified you think each person is to be Governor of California. First, On a scale of 1 to 10 where 1 means he is completely unqualified to be Governor of California and 10 means he has the highest possible qualifications... how qualified is Gavin Newsom to be Governor of California?

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
1	27%	27%	28%	16%	35%	23%	33%	27%	27%	29%	53%	21%	21%	37%	14%	44%
2	6%	8%	4%	7%	3%	6%	11%	4%	8%	4%	2%	6%	14%	4%	9%	2%
3	5%	6%	3%	1%	5%	9%	4%	3%	7%	6%	0%	6%	0%	6%	4%	4%
4	6%	7%	5%	3%	7%	6%	6%	5%	6%	7%	0%	5%	4%	10%	5%	2%
5	14%	14%	14%	21%	10%	14%	12%	15%	13%	11%	4%	25%	11%	11%	17%	16%
6	4%	4%	4%	5%	3%	5%	3%	4%	4%	3%	0%	4%	9%	1%	5%	7%
7	5%	3%	6%	11%	1%	4%	3%	5%	4%	5%	3%	5%	0%	4%	5%	5%
8	4%	5%	3%	0%	6%	6%	4%	4%	5%	4%	11%	3%	4%	4%	6%	1%
9	3%	5%	2%	0%	6%	4%	2%	4%	3%	2%	8%	4%	7%	1%	4%	7%
10	6%	5%	7%	9%	5%	4%	6%	7%	4%	8%	1%	4%	3%	2%	10%	4%
Unfamiliar	20%	17%	24%	27%	18%	19%	17%	22%	18%	21%	17%	17%	26%	19%	22%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%
Averages	4.1	4.0	4.2	4.7	3.9	4.2	3.5	4.3	3.9	4.1	3.3	4.3	4.1	3.2	5.0	3.6

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8 Now I'm going to ask you to tell me how qualified you think each person is to be Governor of California. First, On a scale of 1 to 10 where 1 means he is completely unqualified to be Governor of California and 10 means he has the highest possible qualifications... ..how qualified is Gavin Newsom to be Governor of California?

502 Registered Voters	All	Ideology			Region			
		Conser	Moder	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
1	27%	40%	26%	13%	27%	26%	31%	26%
2	6%	9%	3%	7%	4%	9%	4%	3%
3	5%	5%	4%	6%	3%	4%	7%	4%
4	6%	10%	3%	3%	12%	4%	2%	5%
5	14%	10%	13%	21%	20%	13%	14%	13%
6	4%	3%	6%	3%	3%	3%	0%	9%
7	5%	1%	8%	4%	1%	2%	2%	13%
8	4%	1%	5%	6%	4%	3%	5%	6%
9	3%	3%	4%	5%	1%	4%	0%	6%
10	6%	1%	4%	17%	11%	2%	2%	12%
Unfamiliar	20%	18%	24%	16%	14%	29%	32%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%
Averages	4.1	2.8	4.3	5.5	4.3	3.5	3.2	5.1

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9 Next, Meg Whitman. On a scale of 1 to 10 where 1 means she is completely unqualified to be Governor of California and 10 means she has the highest possible qualifications...

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
1	16%	18%	14%	14%	15%	19%	20%	15%	19%	19%	8%	17%	11%	18%	18%	14%
2	9%	11%	7%	10%	8%	13%	6%	9%	10%	8%	9%	8%	17%	5%	13%	6%
3	5%	8%	3%	0%	6%	9%	7%	3%	8%	5%	10%	6%	2%	4%	6%	5%
4	4%	2%	5%	1%	2%	9%	4%	2%	7%	4%	2%	1%	8%	2%	5%	2%
5	19%	20%	19%	26%	19%	16%	14%	22%	15%	17%	5%	30%	18%	17%	16%	32%
6	4%	4%	5%	3%	3%	5%	9%	3%	7%	3%	0%	4%	11%	4%	5%	5%
7	4%	5%	3%	4%	4%	4%	5%	4%	5%	5%	12%	2%	4%	8%	1%	5%
8	6%	3%	9%	3%	6%	5%	11%	5%	8%	6%	13%	7%	3%	9%	4%	7%
9	6%	6%	5%	9%	6%	3%	3%	8%	3%	5%	25%	1%	7%	9%	2%	8%
10	4%	4%	4%	6%	5%	2%	3%	5%	2%	3%	0%	10%	0%	6%	5%	1%
Unfamiliar	22%	19%	25%	24%	26%	16%	18%	25%	17%	26%	15%	15%	19%	18%	24%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%
Averages	4.6	4.3	4.9	5.0	4.8	3.9	4.6	4.9	4.2	4.4	6.0	4.7	4.3	5.2	4.0	4.8

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9 Next, Meg Whitman. On a scale of 1 to 10 where 1 means she is completely unqualified to be Governor of California and 10 means she has the highest possible qualifications...

502 Registered Voters	All	Ideology			Region			
		Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
1	16%	15%	13%	22%	19%	16%	21%	12%
2	9%	9%	11%	9%	5%	10%	8%	11%
3	5%	4%	5%	7%	3%	8%	2%	5%
4	4%	2%	5%	4%	2%	2%	4%	7%
5	19%	20%	18%	22%	31%	15%	14%	21%
6	4%	1%	8%	5%	6%	3%	1%	8%
7	4%	6%	6%	0%	6%	1%	2%	9%
8	6%	8%	4%	7%	5%	8%	5%	4%
9	6%	9%	7%	0%	4%	6%	1%	10%
10	4%	8%	1%	3%	5%	4%	8%	2%
Unfamiliar	22%	19%	23%	20%	15%	27%	34%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%
Averages	4.6	5.2	4.5	3.9	4.7	4.4	4.3	4.9

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Sponsor:
 KPIX-TV (San Francisco)

10 Next, Jerry Brown. How qualified is Jerry Brown to be Governor of California?

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
1	20%	16%	24%	8%	20%	26%	30%	15%	28%	25%	21%	8%	23%	29%	11%	29%
2	5%	6%	4%	0%	9%	3%	5%	5%	4%	5%	2%	5%	5%	7%	2%	4%
3	5%	7%	2%	8%	4%	1%	5%	6%	3%	3%	13%	2%	12%	3%	5%	7%
4	7%	10%	3%	15%	4%	3%	4%	9%	4%	7%	3%	11%	0%	8%	6%	9%
5	13%	9%	17%	14%	13%	13%	11%	14%	12%	12%	9%	18%	12%	19%	11%	11%
6	5%	4%	6%	4%	7%	5%	4%	6%	4%	6%	2%	7%	0%	7%	6%	2%
7	8%	8%	9%	10%	4%	9%	13%	7%	11%	6%	10%	13%	8%	6%	10%	10%
8	8%	10%	6%	5%	9%	11%	7%	7%	9%	6%	13%	7%	15%	3%	13%	7%
9	9%	10%	7%	5%	10%	10%	10%	8%	10%	9%	3%	8%	11%	5%	11%	10%
10	10%	9%	12%	6%	10%	16%	10%	8%	13%	12%	23%	7%	4%	6%	15%	8%
Unfamiliar	10%	12%	8%	23%	10%	3%	1%	15%	2%	10%	1%	13%	10%	7%	10%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%
Averages	5.2	5.3	5.2	5.3	5.1	5.6	4.9	5.2	5.3	5.1	5.7	5.7	5.0	4.2	6.3	4.7

Results of SurveyUSA News Poll #15177



Sponsor:

KPIX-TV (San Francisco)

Geography: California

Data Collected: 03/03/2009

Release Date: 03/04/2009

10 Next, Jerry Brown. How qualified is Jerry Brown to be Governor of California?

502 Registered Voters	All	Ideology			Region			
		Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
1	20%	30%	16%	16%	29%	17%	29%	15%
2	5%	9%	4%	2%	6%	4%	8%	3%
3	5%	10%	2%	3%	1%	7%	2%	4%
4	7%	4%	6%	14%	10%	7%	5%	6%
5	13%	13%	13%	12%	15%	13%	14%	11%
6	5%	7%	4%	2%	13%	3%	2%	6%
7	8%	5%	10%	10%	5%	9%	3%	13%
8	8%	7%	10%	6%	5%	7%	8%	12%
9	9%	3%	13%	8%	6%	8%	7%	13%
10	10%	6%	9%	20%	9%	9%	11%	14%
Unfamiliar	10%	5%	14%	7%	1%	17%	11%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%
Averages	5.2	4.1	5.7	5.9	4.6	5.2	4.6	6.0

Results of SurveyUSA News Poll #15177



Sponsor:

KPIX-TV (San Francisco)

Geography: California

Data Collected: 03/03/2009

Release Date: 03/04/2009

11 How qualified is Steve Poizner to be Governor of California?

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
1	14%	16%	12%	9%	14%	18%	16%	12%	17%	16%	9%	12%	13%	13%	15%	15%
2	6%	7%	4%	7%	5%	5%	5%	6%	5%	4%	6%	5%	14%	3%	8%	6%
3	9%	11%	7%	3%	10%	15%	8%	7%	12%	6%	14%	11%	16%	4%	10%	13%
4	11%	11%	10%	14%	9%	11%	9%	11%	10%	13%	9%	6%	9%	15%	9%	10%
5	22%	23%	22%	23%	23%	19%	24%	23%	21%	20%	25%	29%	18%	24%	19%	29%
6	4%	6%	2%	1%	7%	6%	2%	5%	4%	4%	1%	7%	2%	5%	5%	3%
7	3%	2%	3%	1%	4%	4%	2%	2%	3%	3%	8%	1%	1%	4%	2%	4%
8	4%	2%	6%	11%	1%	2%	3%	5%	2%	3%	17%	5%	2%	5%	3%	5%
9	2%	1%	3%	3%	0%	1%	6%	1%	3%	2%	0%	5%	0%	3%	3%	0%
10	1%	1%	2%	0%	1%	1%	6%	0%	3%	1%	0%	0%	5%	2%	0%	4%
Unfamiliar	24%	20%	28%	29%	26%	18%	19%	27%	18%	28%	11%	20%	20%	23%	26%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%
Averages	4.2	3.8	4.5	4.6	3.9	3.8	4.5	4.2	4.1	4.1	4.7	4.4	3.7	4.5	3.9	4.2

Results of SurveyUSA News Poll #15177



Sponsor:

KPIX-TV (San Francisco)

Geography: California

Data Collected: 03/03/2009

Release Date: 03/04/2009

11 How qualified is Steve Poizner to be Governor of California?

502 Registered Voters	All	Ideology			Region			
		Conser	Moder	Liberal	Central	Greater	Inland	Bay Are
Margin of Sampling Error: +/-4.5%								
1	14%	15%	10%	18%	16%	11%	21%	13%
2	6%	9%	4%	5%	3%	7%	5%	5%
3	9%	9%	9%	12%	5%	10%	7%	11%
4	11%	10%	13%	9%	19%	6%	4%	17%
5	22%	22%	21%	21%	27%	21%	14%	25%
6	4%	5%	6%	2%	4%	5%	7%	2%
7	3%	3%	2%	4%	2%	3%	2%	3%
8	4%	5%	6%	1%	4%	2%	4%	8%
9	2%	2%	0%	5%	2%	4%	0%	0%
10	1%	1%	3%	1%	1%	1%	2%	3%
Unfamiliar	24%	21%	26%	21%	18%	29%	33%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%
Averages	4.2	4.0	4.5	4.0	4.2	4.2	3.7	4.3

Results of SurveyUSA News Poll #15177



Geography: California
 Data Collected: 03/03/2009
 Release Date: 03/04/2009

Sponsor:
 KPIX-TV (San Francisco)

12 How qualified is John Garamendi to be Governor of California?

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
1	19%	22%	16%	21%	22%	17%	15%	22%	16%	19%	24%	13%	29%	22%	16%	23%
2	8%	10%	6%	11%	7%	7%	9%	9%	8%	6%	17%	14%	3%	8%	4%	18%
3	8%	7%	10%	3%	9%	8%	15%	6%	11%	8%	23%	6%	5%	10%	9%	7%
4	6%	8%	5%	9%	4%	8%	6%	6%	7%	10%	1%	4%	0%	10%	7%	2%
5	18%	15%	21%	19%	18%	17%	17%	19%	17%	19%	7%	19%	17%	19%	17%	23%
6	6%	5%	7%	2%	6%	11%	5%	4%	9%	4%	19%	5%	11%	5%	8%	5%
7	7%	9%	5%	3%	8%	12%	6%	6%	10%	9%	1%	6%	6%	7%	8%	8%
8	8%	4%	11%	8%	5%	6%	12%	7%	9%	5%	1%	13%	9%	5%	12%	3%
9	3%	2%	3%	0%	4%	4%	2%	2%	3%	2%	2%	6%	0%	2%	4%	2%
10	2%	2%	2%	0%	0%	4%	6%	0%	5%	2%	0%	1%	4%	4%	2%	0%
Unfamiliar	14%	15%	14%	24%	16%	7%	7%	19%	7%	16%	4%	13%	15%	10%	14%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%
Averages	4.3	4.0	4.6	3.7	4.1	4.8	4.7	3.9	4.7	4.2	3.3	4.7	4.2	4.1	4.8	3.6

Results of SurveyUSA News Poll #15177



Sponsor:

KPIX-TV (San Francisco)

Geography: California

Data Collected: 03/03/2009

Release Date: 03/04/2009

12 How qualified is John Garamendi to be Governor of California?

502 Registered Voters Margin of Sampling Error: +/-4.5%	All	Ideology			Region			
		Conser	Modera	Liberal	Central	Greater	Inland	Bay Are
1	19%	29%	14%	14%	22%	17%	28%	17%
2	8%	10%	4%	14%	5%	9%	7%	11%
3	8%	9%	9%	6%	12%	7%	9%	7%
4	6%	6%	5%	10%	12%	3%	3%	10%
5	18%	16%	19%	19%	18%	15%	15%	24%
6	6%	3%	9%	4%	6%	6%	7%	5%
7	7%	5%	8%	11%	6%	6%	9%	10%
8	8%	4%	9%	8%	7%	12%	5%	3%
9	3%	3%	3%	1%	1%	4%	4%	0%
10	2%	2%	3%	0%	1%	1%	3%	3%
Unfamiliar	14%	12%	16%	12%	9%	20%	12%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%
Averages	4.3	3.6	4.8	4.3	4.0	4.6	4.0	4.2

Results of SurveyUSA News Poll #15177



Geography: California
 Data Collected: 03/03/2009
 Release Date: 03/04/2009

Sponsor:
 KPIX-TV (San Francisco)

13 How qualified is Tom Campbell to be Governor of California?

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
1	14%	15%	12%	18%	11%	16%	9%	14%	13%	14%	4%	10%	22%	12%	17%	13%
2	5%	8%	3%	1%	7%	5%	8%	5%	7%	6%	3%	5%	6%	6%	7%	3%
3	9%	10%	8%	1%	13%	11%	10%	8%	11%	8%	13%	12%	5%	13%	8%	7%
4	10%	14%	5%	16%	5%	11%	8%	10%	10%	9%	3%	13%	8%	10%	8%	14%
5	19%	16%	22%	21%	18%	18%	18%	19%	18%	16%	26%	24%	17%	19%	18%	23%
6	5%	3%	6%	5%	3%	8%	4%	4%	6%	6%	0%	5%	4%	5%	5%	6%
7	5%	4%	5%	3%	3%	5%	9%	3%	7%	4%	0%	10%	1%	6%	6%	2%
8	6%	6%	6%	8%	5%	5%	4%	6%	4%	5%	17%	4%	4%	5%	5%	9%
9	3%	4%	3%	0%	6%	3%	3%	4%	3%	3%	19%	0%	5%	3%	3%	5%
10	2%	2%	3%	0%	3%	1%	7%	2%	4%	1%	0%	3%	7%	3%	1%	5%
Unfamiliar	22%	18%	27%	26%	25%	16%	21%	25%	18%	28%	16%	13%	22%	20%	23%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%
Averages	4.5	4.2	4.7	4.2	4.6	4.3	4.9	4.4	4.5	4.3	5.9	4.6	4.4	4.5	4.2	4.9

Results of SurveyUSA News Poll #15177



Sponsor:

KPIX-TV (San Francisco)

Geography: California

Data Collected: 03/03/2009

Release Date: 03/04/2009

13 How qualified is Tom Campbell to be Governor of California?

502 Registered Voters	All	Ideology			Region			
		Conser	Moderate	Liberal	Central	Greater	Inland	Bay Area
Margin of Sampling Error: +/-4.5%								
1	14%	16%	8%	18%	10%	13%	22%	12%
2	5%	4%	7%	4%	3%	5%	8%	6%
3	9%	12%	7%	11%	15%	10%	10%	4%
4	10%	7%	8%	16%	14%	9%	3%	11%
5	19%	20%	19%	15%	21%	16%	16%	24%
6	5%	2%	7%	6%	6%	4%	5%	6%
7	5%	5%	3%	5%	4%	7%	2%	4%
8	6%	5%	8%	3%	5%	4%	9%	7%
9	3%	4%	3%	4%	2%	4%	1%	5%
10	2%	3%	4%	0%	1%	3%	1%	4%
Unfamiliar	22%	21%	25%	19%	20%	27%	23%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%
Averages	4.5	4.4	4.9	3.9	4.3	4.5	3.8	4.9

Results of SurveyUSA News Poll #15177

Geography: California

Data Collected: 03/03/2009

Release Date: 03/04/2009

14 How qualified is Loretta Sanchez to be Governor of California?

502 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.5%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian/O	Republi	Democr	Indepen
1	27%	30%	24%	18%	27%	31%	36%	23%	33%	27%	25%	17%	43%	32%	19%	37%
2	9%	11%	7%	10%	9%	8%	7%	10%	8%	6%	18%	15%	4%	5%	8%	18%
3	6%	5%	6%	0%	10%	5%	7%	5%	6%	8%	2%	0%	9%	9%	3%	8%
4	7%	7%	7%	9%	5%	6%	7%	7%	7%	8%	0%	4%	8%	9%	7%	5%
5	15%	13%	16%	18%	14%	15%	10%	16%	13%	16%	25%	13%	8%	16%	15%	14%
6	3%	4%	2%	1%	2%	6%	4%	1%	5%	2%	0%	6%	2%	1%	5%	2%
7	3%	3%	4%	4%	1%	3%	7%	3%	5%	2%	1%	9%	2%	1%	7%	1%
8	4%	4%	4%	4%	3%	4%	5%	4%	4%	1%	4%	9%	5%	4%	6%	0%
9	4%	2%	5%	4%	5%	2%	2%	5%	2%	3%	9%	7%	0%	1%	6%	2%
10	6%	5%	6%	7%	7%	6%	1%	7%	4%	3%	9%	13%	4%	5%	8%	3%
Unfamiliar	17%	15%	19%	24%	17%	13%	14%	20%	13%	24%	6%	6%	15%	17%	16%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	51%	49%	26%	34%	23%	18%	60%	40%	55%	6%	24%	14%	31%	43%	23%
Averages	3.9	3.7	4.2	4.5	3.9	3.8	3.3	4.2	3.6	3.4	4.3	5.2	3.0	3.5	4.9	2.8

Results of SurveyUSA News Poll #15177



Sponsor:

KPIX-TV (San Francisco)

Geography: California
 Data Collected: 03/03/2009
 Release Date: 03/04/2009

14 How qualified is Loretta Sanchez to be Governor of California?

502 Registered Voters	All	Ideology			Region			
		Conser	Moderate	Liberal	Central	Greater	Inland	Bay Area
Margin of Sampling Error: +/-4.5%								
1	27%	35%	27%	16%	28%	26%	34%	25%
2	9%	6%	9%	12%	8%	9%	5%	12%
3	6%	10%	5%	3%	10%	4%	2%	8%
4	7%	5%	9%	7%	11%	3%	4%	11%
5	15%	16%	13%	16%	14%	13%	17%	16%
6	3%	3%	3%	4%	1%	5%	0%	2%
7	3%	1%	3%	8%	5%	5%	1%	1%
8	4%	3%	7%	1%	3%	3%	5%	5%
9	4%	1%	3%	9%	1%	7%	4%	1%
10	6%	5%	1%	11%	0%	9%	11%	0%
Unfamiliar	17%	16%	20%	14%	19%	16%	16%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	31%	41%	23%	17%	42%	15%	26%
Averages	3.9	3.3	3.7	5.0	3.3	4.4	4.2	3.3

Statement of Methodology: The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA 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. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, 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 been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ.