



Hill Research Consultants

Information for leadership since 1988

www.hillresearch.com

TEL 281-363-3840 ext 102 FAX 281-298-1988

dhill@hillresearch.com

Memo

TO: Whitman campaign staff
FROM: David B Hill, Ph.D., Director
DATE: October 5, 2010
SUBJECT: State of the race

On Sunday and Monday, we completed a statewide poll that interviewed a random cross-section of 804 likely voters across California. These voters were selected from the registered voter list and asked two qualifying questions: whether they intend to vote; and, whether they have been following the campaigns. Those who said they don't intend to vote and never follow the campaigns were not interviewed¹. The margin of error for this sample size is $\pm 3.5\%$. The partisan registration of the likely voter sample was 44 percent Democrat and 36 percent Republican.

- **The race is still “too-close-to-call”**. Jerry Brown and Meg Whitman are in a virtual tie among all the voters surveyed, with 43 percent for Brown and 41 percent for Whitman. The race is tied 30%-30% among the sub-set of voters who say they “strongly” support their choice and are unlikely to switch. Among the 85 percent of the sample we consider most likely to vote (based on past voting history, intensity of opinion, and demographic profile), the **race is a dead heat at 44%-44%**.
 - Brown continues to lead in the North and Whitman in the South. **Whitman’s share of the Hispanic or Latino vote is still significant at 30 percent**, compared to Brown’s 45 percent.
- Whitman seems to have weathered the Gloria Allred attack, owing in no small measure to **Allred’s negative image**. Only 24 percent of California voters hold a favorable impression of Allred, while **68 percent have an unfavorable impression of her**. By comparison. Brown and Whitman are seen in a better light. Brown’s favorable-unfavorable ratio is 51%-41% and Whitman’s is 44%-44%.

¹ Fifty-seven percent (57%) of the sample said they follow the campaigns “regularly,” 33 percent “occasionally,” and 10 percent “seldom.” Eight-six percent (86%) say they are “definitely” voting, 9 percent “probably,” and 5 percent are “not sure.”