

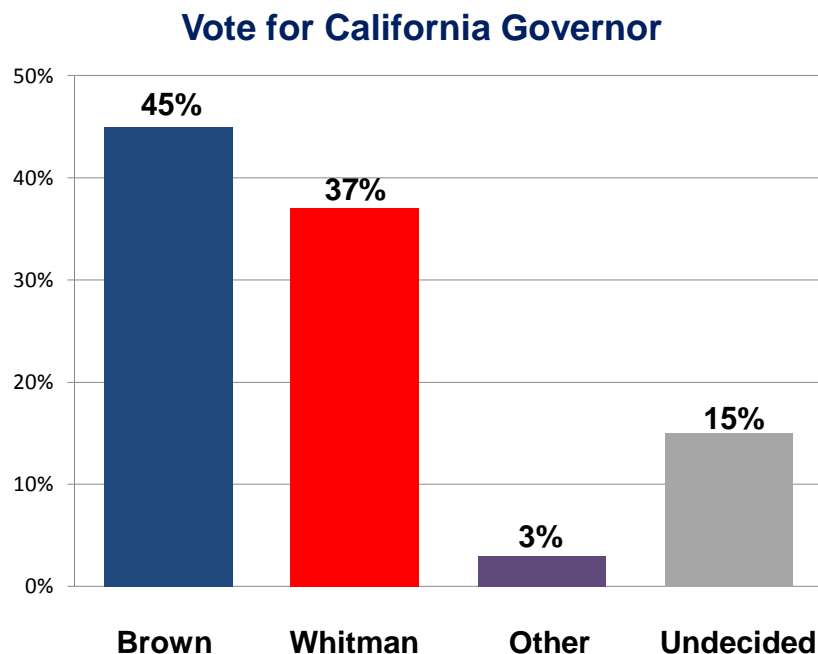
October 28, 2010

To: Interested Parties
From: Ben Tulchin and Corey O'Neil, Tulchin Research
Re: **Races for Governor and Senate Still Close, Advantage to Democrats**

The latest California Statewide poll conducted by Tulchin Research shows Democrat Jerry Brown with a lead against his Republican opponent Meg Whitman in the race for California's next Governor. Similarly, the poll found that Democrat Barbara Boxer leads Republican Carly Fiorina in the race for U.S. Senate. This poll shows that both Democrats have a clear advantage in the final days leading up to Tuesday's election.

Governor's Race

Attorney General and former Governor Jerry Brown has an 8 point lead over former e-Bay CEO Meg Whitman in the race for the state's highest held elective office. Among likely voters in the state, support for Brown is at 45%, while 37% of voters support Whitman and 15% of voters remain undecided.



Brown's lead is derived from two key dynamics: 1) Democrats' registration advantage and 2) Brown is winning by double digits among independent voters. Brown and Whitman essentially perform equally with their respective parties. Brown draws 74% of Democrats while Whitman garners 11%. Among Republicans, Whitman collects 73% and Brown draws 9%. But the fact that Democrats outnumber Republicans by such a wide margin in California gives Brown a big edge in this dynamic.

Among Decline-to-State voters, Brown has the advantage with 43% of this bloc in his corner and just 28% in support of Whitman. While this is the largest margin for Brown among this key swing cohort, his 3-to-2 advantage over the Republican candidate is similar to the margins Democrats have been winning DTS voters in statewide races for the past 15 years. One cautionary note for Brown is that nearly a quarter (23%) of DTS voters is still undecided in the race.

Support for Governor – By Party

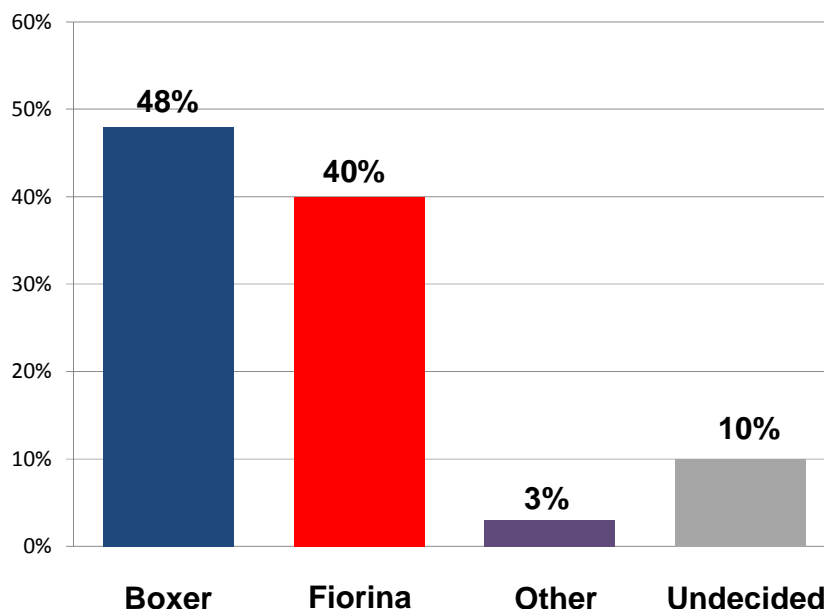
	Brown	Whitman	Other	Undecided
Democrats	74%	11%	2%	13%
Republicans	9%	73%	3%	14%
Decline-to-State/Other	43%	28%	6%	23%

Brown's support is strongest among voters in the San Francisco Bay Area (65% to 23% for Whitman) and Los Angeles County (52% to 31%). Impressively, Brown leads in the Central Valley (42% to 35%). Whitman's strength in the state center resides in the suburban portions of Los Angeles (she leads 54% to 29%).

U.S. Senate Race

Incumbent Democratic Senator Barbara Boxer, like Jerry Brown, holds an 8-point lead over Republican challenger Carly Fiorina with 48% of likely voters supporting Boxer and 40% supporting Fiorina, with 10% of voters still undecided.

U.S. Senate Vote



Support in the Senate race is strong in each candidate's respective party. Once again, both candidates do about equally well within their own party but Boxer has a commanding lead over Fiorina among independents. Boxer draws 76% of Democrats to 12% for Fiorina. Among Republicans, Fiorina garners 80% while Boxer collects 11%. However, Boxer has a large advantage among Decline-to-State voters as she leads by 20 points (49% to 29%).

Support for U.S. Senate – By Party

	Boxer	Fiorina	Other	Undecided
Democrat	76%	12%	3%	9%
Republican	11%	80%	1%	7%
Decline-to-State/Other	49%	29%	5%	16%

Similar to the Governor's race, Boxer's regional support is strongest in the San Francisco Bay Area (66% to 23%) and in Los Angeles County (53% to 36%) while Fiorina's strengths are in Suburban Los Angeles (55% to 33% for Boxer). Surprisingly, Boxer has a slight lead in the Central Valley, leading 45% to 42%.

Survey Methodology: From October 25 – October 27, 2010, Tulchin Research conducted a telephone survey among 700 likely November 2010 general election voters in California. The margin of error for this survey is +/- 3.7 percentage points.