

October 28, 2010

To: Interested Parties
From: Ben Tulchin, Corey O'Neil and Kristin Hunziker, Tulchin Research
Re: **New California Statewide Poll Results – Is Giants Fever Helping Democrats?**

***What is it with Republicans in California and Texas?
With Giants Fever Sweeping Much of California, Giants Fans Back Brown, Boxer, Newsom and Oppose Prop. 23, while Rangers Fans Support Whitman, Fiorina, Maldonado, and Prop. 23***

A recent California Statewide poll conducted by Tulchin Research shows that **a majority of Californians are supporting the San Francisco Giants in baseball's World Series.** However, there is a large geographic split as the North-South (Giants-Dodgers) divide becomes readily apparent.

Much has been made recently about a California-Texas political divide, with Whitman praising Texas, Fiorina proudly admitting she is a "Texan", Maldonado's campaign contributions from Texas oil companies (which the Newsom campaign is using in an ad attacking him) and, similarly, Texas oil companies backing Proposition 23, the effort to roll back California's landmark global warming law. This poll found that the California-Texas political divide is real. **While Giants fans strongly prefer Jerry Brown for Governor, Barbara Boxer for U.S. Senate, Gavin Newsom for Lieutenant Governor, and are firmly against Proposition 23, Rangers fans back Meg Whitman for Governor, Carly Fiorina for U.S. Senate, Abel Maldonado for Lieutenant Governor and favor the passage of Proposition 23.**

Californians rallying behind the Giants, especially in Northern California. The poll found that a majority of Californians (53%) are supporting the San Francisco Giants in the World Series to only 15% who are cheering for the Texas Rangers (8% say neither, 10% don't care and 14% are undecided).

Californians Support the Giants

"Who are you supporting in baseball's World Series, the San Francisco Giants or the Texas Rangers?"

San Francisco Giants	53%
Texas Rangers	15%
Neither	8%
Don't Care	10%
Don't Know	14%

Notably, there are huge differences based on region:

- The Bay Area is rallying behind their local team, with 78% of Bay Area residents rooting for the Giants compared to only 2% pulling for the Rangers (though we cannot reveal the names of those we interviewed, we sure would like to know who those people are – Meg Whitman and Carly Fiorina, perhaps?).
- Sacramento and the rest of Northern California are also strongly behind the Giants – 73% to only 7% for the Rangers.
- Southern California is less friendly terrain for the Giants, as a plurality is supporting the California team (37%) but 23% are backing the Rangers (and 18% are not sure who they’re supporting).

Support for the Giants/Rangers by Region

“Who are you supporting in baseball’s World Series, the San Francisco Giants or the Texas Rangers?”

	LA County	LA Area	Bay Area	San Diego	Sacramento /North	Central Valley	North	South
Giants	40%	31%	78%	42%	73%	58%	72%	37%
Rangers	17%	30%	2%	23%	7%	14%	6%	23%

In terms of partisanship:

- Democrats are supporting the Giants in the biggest numbers (59% to only 15% for the Rangers),
- Republicans are also supporting the California team though just not quite to the same degree (48% to 19% for the Rangers), and
- Independent voters are, not surprisingly, less likely to choose sides – 48% are for the Giants, 9% for the Rangers, but 24% are undecided.

The poll results become even more interesting when we look at whom Giants fans and Rangers fans are supporting for governor, senator, lieutenant governor and Prop 23, since all four races have a Texas twist to them.

- In the governor’s race,
 - Giants fans much prefer Jerry Brown over Meg Whitman (56% to 32%), while
 - Rangers fans back Whitman by nearly the same margin (51% for Whitman, 29% for Brown).
- In the senate race, a similar pattern emerges:
 - Giants fans support Barbara Boxer over Carly Fiorina by 59% to 33% margin.
 - Rangers supporters line up behind Fiorina by a similar margin (57% to 32%).
- In the lieutenant governor’s race, a similar pattern emerges and home field advantage comes into play:
 - Giants fans support San Francisco Mayor Gavin Newsom over Abel Maldonado by a 52% to 24% margin.
 - Rangers supporters back Maldonado but by a much smaller margin than the Governor and Senate races respective Republican candidates (36% for Maldonado to 31% for Newsom).

- In the vote for Prop 23, which was put on the ballot by two Texas oil companies:
 - Once again, Giants fans take the more progressive position and oppose the pro-Texas position, strongly opposing Prop. 23 by a margin of 30% yes to 54% no.
 - Conversely, Texas Rangers fans side with Texas oil companies and support Proposition 23 by a margin of 52% yes to 30% no.

How Giants and Rangers Fans are Voting on Key Statewide Races

“Who are you supporting in baseball’s World Series, the San Francisco Giants or the Texas Rangers?”

Race	Candidate/Position	SF Giants Fans	Texas Rangers Fans
Governor	Jerry Brown	56%	29%
	Meg Whitman	32%	51%
	Undecided	10%	16%
U.S. Senate	Barbara Boxer	59%	32%
	Carly Fiorina	33%	57%
	Undecided	5%	9%
Lieutenant Governor	Gavin Newsom	52%	31%
	Abel Maldonado	24%	36%
	Undecided	16%	24%
Proposition 23	Yes	30%	52%
	No	54%	30%
	Undecided	16%	18%

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.