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Memorandum

To: Interested Parties
From: Lake Research Partners
Subject: California Survey Results
Date: March 4, 2009

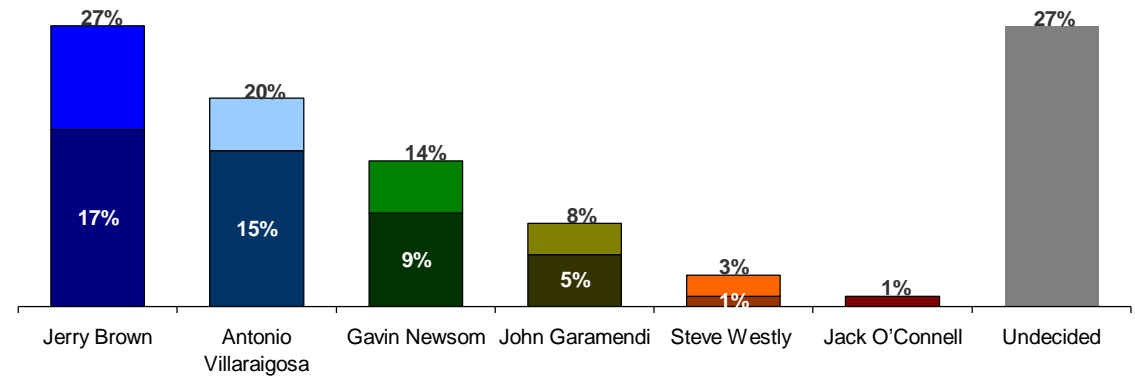
The new Lake Research Partners survey¹ of likely 2010 California voters shows a deep dissatisfaction with the direction of the state and a real sense of crisis for voters about their economic future. Our polling shows Attorney General Jerry Brown leading the pack among likely 2010 Democratic primary voters, followed by Los Angeles Mayor Antonio Villaraigosa and San Francisco Mayor Gavin Newsom, with over a quarter undecided. In hypothetical 2010 general election matchups, California voters would choose Brown or Newsom over either potential Republican opponents, namely former Ebay CEO Meg Whitman and Insurance Commissioner Steve Poizner, with a large number of undecided voters.

The Context

Almost four in five (79%) California voters feel things are pretty seriously off on the wrong track, with only 12% saying the state is headed in the right direction. By far the top issue driving this concern is jobs and the economy (38%), followed by balancing the state budget (15%), and education (15%).

California's 2010 Democratic Primary For Governor

In a 2010 Democratic Primary for Governor of California including potential candidates John Garamendi, Gavin Newsom, Steve Westly, Jerry Brown, Jack O'Connell and Antonio Villaraigosa, Jerry Brown holds a small lead with just over a quarter of likely voters. But with 27 percent undecided, the race is wide open. Notably, 2006 candidate for the Democratic nomination for Governor, Steve Westly, only garners the support of three percent of likely primary voters.



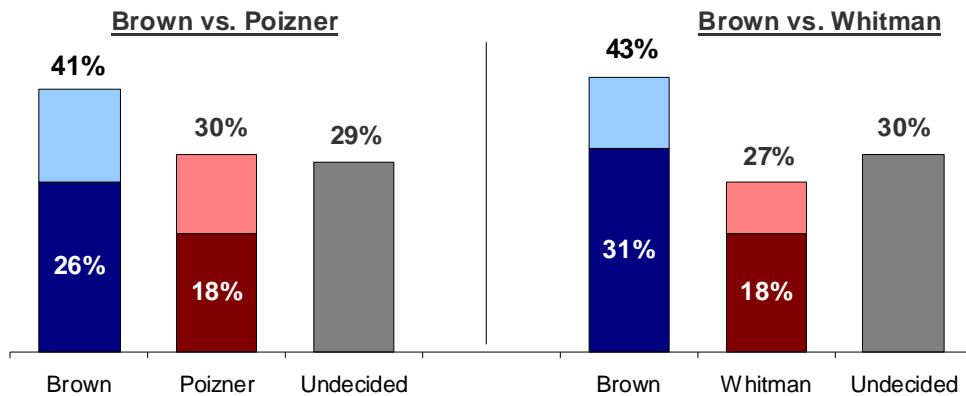
¹ These findings are based on 800 telephone interviews with a random sample of likely 2010 voters in California including 295 Democratic Primary voters. Interviews were conducted from February 17-19, 2009. Sampling error is +/- 3.5%, larger for subsamples.

The 2010 General Election For California Governor

Both Newsom and Brown are strong candidates for Governor, handily beating both Steve Poizner and Meg Whitman in hypothetical matchups. But again, the race is wide open with roughly a third undecided in any matchup.

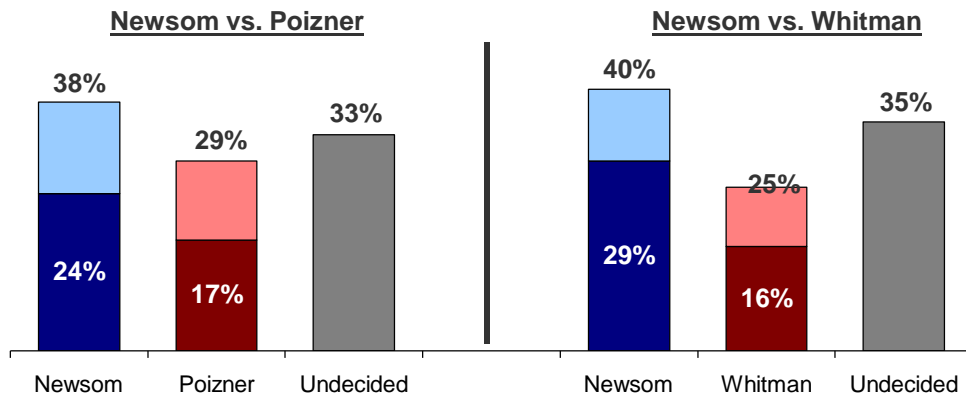
Jerry Brown

Jerry Brown, the most known quantity in the race, performs strongest against first-time candidate Meg Whitman, garnering 43 percent to her 27 percent (net 16 points), with 30 percent undecided. Brown's lead shrinks somewhat against Steve Poizner, garnering 41 percent to Poizner's 30 percent (net 11 points), with 29 percent undecided.



Gavin Newsom

Newsom, in his first statewide run, also beats potential Republican opponents Poizner and Whitman, though by smaller margins than Brown, and with slightly more undecided. Against Whitman, Newsom captures 40 percent to her 25 percent (net 15 points), with over a third (35%) undecided. Even against statewide officeholder Poizner, Newsom starts out with a strong lead, 38 percent to 29 percent (net 9 points), with 33 percent undecided.



Favorability Of California Candidates & Officeholders

Jerry Brown is the most popular candidate tested, with 42 percent favorable, 32 percent unfavorable (net 10 points), followed by fellow officeholder **John Garamendi** with 29 percent favorable and 20 percent unfavorable. Jerry Brown is the most know quantity with only 12 percent having never heard of him and 14 percent who have no opinion. Roughly half of likely voters haven't heard of or have no

opinion of Garamendi (51% No Opinion/NH), Gavin Newsom (48% No Opinion/NH), and **Antonio Villaraigosa** (41% No Opinion/NH), with **Steve Westly** in a league of his own (78% No Opinion/NH).

Governor Schwarzenegger has seen his favorability suffer in the recent battle over the budget, with 41 percent having a favorable opinion and 53 percent unfavorable, a net negative rating of 12 points. Republican **Meg Whitman** is largely unknown, with 47 percent never having heard of her and 28 percent having no opinion, though she has a net positive favorable rating among those who know her, 15 percent to ten percent. Her opponent, **Steve Poizner**, is also largely unknown despite being an elected official, with 44 percent having never heard of him and 34 percent having no opinion. Steve Poizner is rated favorably by 12 percent of voters, unfavorably by 10 percent.

ABOUT LRP

Lake Research Partners is a national public opinion and political strategy research firm founded by Celinda Lake in 1995. The firm quickly expanded to become Lake Snell Perry Mermin and Associates, and in 2005 continued to grow through a merger with California-based Decision Research. Our principals are leading information and political campaign strategists, serving as tacticians and senior advisors to a wide range of advocacy groups, labor unions, non-profits, government agencies, companies and foundations, as well as dozens of elected officials at all levels of the electoral process. The firm is national in scope, with offices in Washington, DC, New York, and California, and senior staff located in Washington, Oregon, and Virginia. Our two California partners are David Mermin, based in Northern California, and Bob Meadow, based in Southern California.

For further information about this survey, please contact David Mermin at (510) 286-2097