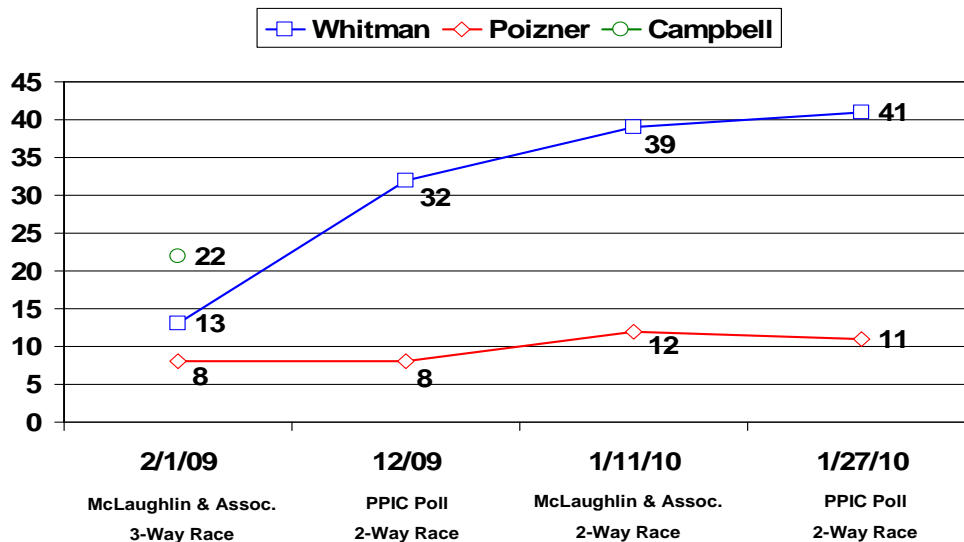


To: Meg Whitman for Governor
From: John McLaughlin & Stuart Polk
Re: Polling Analysis - Whitman's Primary Lead Grows/Is the Best Republican Candidate to Beat Jerry Brown
Date: January 28, 2010

Since entering the race, Meg Whitman has been building momentum and is now the clear frontrunner in the Republican primary with a big lead. At this time, Meg Whitman appears to be the only Republican who can beat Jerry Brown. Recent independent media polls confirm Meg Whitman's growing support among Republican primary and general election voters.

Republican Primary for Governor



With Tom Campbell's departure to the U.S. Senate race, Meg Whitman's lead has increased. Republicans have started to unify their support behind Meg Whitman.

	McLaughlin & Associates Polls		
	1/11/10 N=500	1/11/10 N=500	2/1/09 N=800
Meg Whitman	39	31	13
Steve Poizner	12	5	8
Tom Campbell	--	17	22
Undecided	48	47	57

The latest independent media polls validate Meg Whitman's growing voter support. The Public Policy Institute of California's poll also shows Campbell's departure from the governor's race benefited Meg Whitman, who increased her lead over Steve Poizner to a decisive 30-point lead. Clearly, Steve Poizner's numbers are stagnant while Meg Whitman's popularity continues to grow.

	PPIC Poll		Field Poll
	1/27/10	PPIC Poll	1/17/10
	<u>N=425</u>	<u>12/2009</u>	<u>N=202</u>
Meg Whitman	41	32	45
Steve Poizner	11	8	17
Undecided	48	60	38
NET:	+30	+24	+28

Over the past year, Meg Whitman has become the best known and most popular candidate in the primary for Governor. Four in five (79%) Republican primary voters recognize her name. Her favorable rating has increased by 25-points to 41%. Conversely, Steve Poizner remains relatively unknown and his favorables are flat.

	McLaughlin & Associates Polls			
	Meg Whitman		Steve Poizner	
	1/11/10	2/1/09	1/11/10	2/1/09
	<u>N=500</u>	<u>N=800</u>	<u>N=500</u>	<u>N=800</u>
Favorable	41	16	15	13
Unfavorable	12	4	9	6
No Opinion	26	30	39	38
Never Heard Of	21	50	38	43
Net Favorable:	+29	+12	Net Favorable:	+6

The independent media polls show that Meg Whitman is the strongest Republican candidate to beat Jerry Brown in the general election. It is clear Meg Whitman is closing the gap and can win.

	PPIC Poll 1/27/10		Field Poll 1/17/10	
	N=425		N=202	
	Brown vs.	Brown vs.	Brown vs.	Brown vs.
	<u>Whitman</u>	<u>Poizner</u>	<u>Whitman</u>	<u>Poizner</u>
Jerry Brown	41	44	46	48
Republican	36	29	36	31
Undecided	23	27	18	21
NET:	+5	+15	+10	+17

	Rasmussen Reports			
	1/19/10	9/24/09	1/19/10	9/24/09
	<u>N=500</u>	<u>N=500</u>	<u>N=500</u>	<u>N=500</u>
Jerry Brown	43	44	Jerry Brown	45
Meg Whitman	39	35	Steve Poizner	35
Other	7	3	Other	9
Undecided	11	18	Undecided	11
NET:	+4	+9	+10	+13

***Methodology:** McLaughlin & Associate's California statewide surveys were conducted among 800 likely Republican primary voters between January 27 and February 1, 2009 and 500 likely Republican primary voters between January 7-11, 2010. All interviews were conducted by professional interviewers. Interview selection was random within predetermined geographic units. These units were structured to correlate with actual voter turnout during a Republican primary election. The accuracy of the sample of 800 likely Republican Primary voters is within +/- 3.4% at a 95% confidence interval. The accuracy of the sample of 500 likely Republican primary voters is within +/- 4.5% at a 95% confidence interval.*