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CONTACT ON POLL QUESTIONS:
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SBAC/M4 Strategies Poll: Whitman Has Big Lead For Republican Gubernatorial Nomination

Former eBay CEO Meg Whitman has built a large lead among high propensity Republican voters over Insurance Commissioner Steve Poizner according to a new poll conducted by M4 Strategies and released by the Small Business Action Committee today.

Overall, Republican voters supported Whitman over Poizner 60% to 12%.

In separate questions testing the candidates' favorable and unfavorable ratings, Whitman scored a favorable to unfavorable advantage of 53% to 9%. Poizner's scored 20% favorable, 9% unfavorable. Poizner could not be identified by nearly 50% of the respondents. 22% had not heard of Whitman.

The poll indicated Republican voters are still concerned with the state's direction. Over 90% said California is on the wrong track. Less than 3% said California was on the right track.

The survey was conducted February 16 and 17 among 427 high-propensity Republican voters. It has a Margin of Error of 4.74%.

Based in Orange County, M4 Strategies is a full-service messaging and research firm. For more than 10 years, M4 Strategies has conducted messaging research for clients including Fortune 500 companies, national non-profit organizations and state and national political campaigns. M4 Strategies website can be found at <http://www.m4strategies.com>

SURVEY QUESTIONS

Thinking for a moment about things in California, do you feel things are going in the right direction, or do you feel things have gotten off on the wrong track?

Response	Count	Percent
Right Track	12	2.81%
Wrong Track	388	90.87%
Don't Know / Unsure	26	6.09%
Refused / No Opinion	1	0.23%
Total	427	100.00%

If the Republican primary election for governor was held today and you had to make a choice, which candidate would you vote for if the candidates were Meg Whitman, Business woman; and Steve Poizner, Insurance Commissioner (RANDOMIZE). (If Choice Made, ASK: Would that be DEFINITELY or just PROBABLY?) (If undecided, ASK: Who are you leaning toward?)

Response	Count	Percent
Definitely Meg Whitman	146	34.19%
Probably Meg Whitman	86	20.14%
Lean Meg Whitman	25	5.85%
Definitely Steve Poizner	22	5.15%
Probably Steve Poizner	21	4.92%
Lean Steve Poizner	9	2.11%
Undecided	112	26.23%
Refused	6	1.41%
Total	427	100.00%

Overall Response	Count	Percent
Meg Whitman	257	60.18%
Steve Poizner	52	12.18%
Undecided/ Refused	118	27.63%
Total	427	100.00%

Meg Whitman – FAVORABLE or UNFAVORABLE? And is that VERY or SOMEWHAT?

Response	Count	Percent
Have Not Heard	94	22.01%
Very Favorable	104	24.36%
Somewhat Favorable	124	29.04%
Somewhat Unfavorable	22	5.15%
Very Unfavorable	19	4.45%
Heard of – Refused / No Opinion	64	14.99%
Total	427	100.00%

Steve Poizner – FAVORABLE or UNFAVORABLE? And is that VERY or SOMEWHAT?

Response	Count	Percent
Have Not Heard of	211	49.41%
Very Favorable	23	5.39%
Somewhat Favorable	64	14.99%
Somewhat Unfavorable	27	6.32%
Very Unfavorable	12	2.81%
Heard of - Refused / No Opinion	90	21.08%
Total	427	100.00%