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TOM CAMPBELL LEADS AMONG REPUBLICAN VOTERS IN SILICON VALLEY

SAN JOSE, NOVEMBER 16 – Former Congressman Tom Campbell enjoys a strong lead among Silicon Valley Republican voters, a new survey by the Survey and Policy Research Institute at San Jose State University shows.

Asked who they would vote for if the Republican Party primary for governor were held today, 39% of Silicon Valley Republicans said they would vote for former Congressman Tom Campbell, 11% said they would vote for former eBay CEO Meg Whitman, and 7% said they would vote for State Insurance Commissioner Steve Poizner. A plurality of Republican voters (41%) remain undecided at this early stage of the campaign.

Republican Likely Voters	
Tom Campbell	39%
Meg Whitman	11
Steve Poizner	7
Undecided	41

Candidate names rotated

“Tom Campbell’s strong showing in this poll certainly reflects his enduring name recognition and popularity in the region,” said SPRI Research Director Dr. Melinda Jackson. “While all three of these candidates have Silicon Valley ties, Republican voters here – who tend to be less conservative than in other parts of the state – may prefer a more moderate candidate like Campbell.”

ABOUT THE SURVEY

The Survey and Policy Research Institute at San José State University conducted the Fall 2009 Silicon Valley Pulse Survey September 29 – October 7, 2009. This telephone survey of 765 Silicon Valley adults was conducted in English and Spanish, and included questions on several different topics including consumer attitudes, charitable giving, and state and local political issues.

The Republican primary question was asked of Republican likely voters only (N=200); the margin of error for this subsample is plus or minus 6.93 percentage points, at the 95% confidence level. Likely voters are defined as registered voters who report voting most or all of the time. Candidate names were rotated to counteract response order effects.

Some telephone numbers included in this sample were randomly generated by computer to ensure that both listed and unlisted numbers were included, from all landline exchanges in Silicon Valley; others were randomly selected from the list of registered voters in Santa Clara County. Telephone numbers in the survey sample were called up to four times at different times and days to increase the likelihood of reaching eligible households.

Silicon Valley is defined as all of Santa Clara and San Mateo Counties, plus Fremont, Newark, and Union City in Alameda County, and Scotts Valley in Santa Cruz County. This follows the geographic definition of Silicon Valley used by Joint Venture Silicon Valley in their annual Silicon Valley Index.