

## MEMORANDUM

**TO:** TOM HARMAN FOR SENATE

**FROM:** DAVE SACKETT  
KRISTIN REIF

**RE:** KEY FINDINGS FROM A SURVEY OF VOTER ATTITUDES CALIFORNIA'S 35<sup>TH</sup>  
STATE SENATE DISTRICT

**DATE:** MARCH 28, 2006

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The Tarrance Group is pleased to present the Tom Harman for Senate Committee with the key findings from a survey of voter attitudes among likely voters in CA SD 35. These key findings are based on telephone interviews with N=300 registered "likely" voters throughout the district. Responses to this survey were gathered March 21-22, 2006, and the confidence interval associated with this sample is  $\pm 5.8\%$ .

### **KEY FINDINGS**

- Tom Harman continues to dominate the trial ballot test for the special primary election for State Senate. Thirty-eight percent (38%) of district voters indicate they would vote for Harman, while twenty-five percent (25%) are voting for Democrat candidate Larry Caballero, and only twenty-three percent (23%) indicate they would vote for Republican Diane Harkey. An additional fourteen percent (14%) of voters are undecided on the primary ballot test.
- Harman maintains a decisive advantage on the ballot test throughout district, and also strongly dominates the ballot among the conservative elements of the primary electorate.
- Harman's name awareness and image ratings are also substantially higher than those that exist for any other candidate in the race. Harman's name ID among all voters stands at eighty-eight percent (88%.) Fully forty-seven percent (47%) of voters indicate that they have a favorable impression of Harman, while only 15% have an unfavorable impression of him.

- Further, in the portion of the district that Harman currently represents as State Assemblyman, awareness of him is nearly universal and very positive. Fully 66% of all AD 67 voters have a favorable impression of Tom Harman. Harman's favorable to unfavorable ratio among all voters in this portion of the district is approximately five to one (4.9:1).
- By comparison, Diane Harkey's name awareness and image ratings are significantly worse. Over half of the electorate has either never heard of Harkey, or has no specific impression of her. Additionally, for a candidate with low hard name awareness, Diane Harkey is carrying significant negatives, and her favorable to unfavorable image rating is already below two to one.

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