

## 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:** FEBRUARY 24, 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=459 registered "likely" voters throughout the district. Responses to this survey were gathered February 19-20, 2006, and the confidence interval associated with this sample is  $\pm 4.7\%$ .

### KEY FINDINGS

- Tom Harman strongly dominates a trial ballot test for the special primary election for State Senate. Thirty-seven percent (37%) of district voters indicate they would vote for Harman, while twenty-three percent (23%) are voting for potential Democrat candidate Larry Caballero, and only sixteen percent (16%) indicate they would vote for Republican Diane Harkey. There are twenty percent (20%) of voters who are undecided on the primary ballot test.
- Harman maintains a decisive advantage on the ballot test in every single region of the district, and also strongly dominates the ballot among the more conservative elements of the primary electorate. Harman stands well over 50% of the vote among self-identified very conservative voters and pro-lifers.
- Harman's name awareness and image ratings are also substantially higher than those that exist for any of the other current or potential candidates in the race. Harman's name ID among all voters stands at seventy-six percent (76%). Fully thirty-nine percent (39%) of voters indicate that they have a favorable impression of Harman, while only 14% 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 63% of all AD 67 voters – Republicans, Democrats and Independents – have a favorable impression of Tom Harman. Harman’s favorable to unfavorable ratio among all voters in this portion of the district is greater than four to one – a ratio that far exceeds what typically identifies a safe incumbent.
  
- By comparison, Diane Harkey’s name awareness among voters is only at thirty-nine percent (39%.) Even among partisan Republican voters, three out of four have either never heard of her, or have no specific impression of her.

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