

MEMORANDUM

TO: NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE

FROM: DAVE SACKETT

RE: KEY FINDINGS FROM A SURVEY OF VOTER ATTITUDES IN THE
FIFTY-SECOND CONGRESSIONAL DISTRICT OF CALIFORNIA

DATE: APRIL 26, 2013

The Tarrance Group is pleased to present the National Republican Congressional Committee with the key findings from a survey of voter attitudes in the Fifty-Second Congressional District of California. These key findings are based on telephone interviews with N=404 “likely” registered voters throughout the district. Responses to this survey were gathered April 22-24, 2013 and the margin of error associated with a sample of this type is \pm 4.9% in 95 out of 100 cases.

KEY FINDINGS

- Carl DeMaio stands in a very strong position among voters in the district as a potential candidate for Congress, both in terms of a primary and a general election. As you can see from the chart below, DeMaio has high name ID and solid image ratings among the electorate as a whole, and has “dominating” image ratings among Republicans:

| | <u>All</u> | <u>GOP</u> |
|-----------------|------------|------------|
| Favorable | 51% | 71% |
| Unfavorable | 28% | 14% |
| Know/No Opinion | 14% | 10% |
| Never heard of | 7% | 5% |

- Just as important, perceptions of DeMaio’s personal ideology are very well-aligned to dominate a primary election and transition into a general election. He is not viewed as a political extremist among the electorate as a whole, as there are 51% who view him as a conservative and 30% believe he is a moderate.
- DeMaio currently leads Democrat incumbent Scott Peters on a trial ballot test at this time, with 49% of voters indicating they would vote for DeMaio and only 39% indicating they would vote for Peters.

- Both candidates are fairly even in terms of partisan intensity on this ballot test, but DeMaio is getting sixteen percent (16%) of the vote among partisan Democrats, and has a +10 point advantage on the ballot among DTS voters.
- The data from this survey shows that DeMaio could be very successful in a congressional race portraying himself as a “*new generation Republican*.” When informed that DeMaio is openly gay and believes that the Republican party should focus on fixing the nation’s finances and leave social and personal issues out of politics, fully sixty-eight percent (68%) of voters indicate that they would be more likely to vote for him, and only seventeen percent (17%) indicate that they would be less likely to vote for him.
- This “new generation Republican” message resonates across the entire electorate, with seventy percent (70%) DTS voters and sixty-three percent (63%) of Democrats indicating they would be more likely to vote for him.
- This image construct also has strong appeal to Republicans and self-identified conservatives. Seventy-four percent (74%) of all Republicans (including 73% of 55+ Republicans) and seventy-one percent (71%) of self-identified conservatives indicate they would be more likely to vote for DeMaio based on this image construct.
- Taken collectively, the data from this study clearly demonstrates that DeMaio would begin the campaign in a very strong position and be able to focus on a general election against Peters right away, without having to worry about a primary battle. DeMaio’s image ratings and personal ideology ratings are very strong among both Republicans and conservatives, and his “new generation Republican” message would serve as a strong “magnet” for his candidacy.

#