



David Binder Research

44 Page Street, Suite 404 • San Francisco, California 94102
800-905-7330 • 415-621-7655 • F: 415-621-7663 • db-research.com

To: Interested Parties

Date: February 23, 2012

Re: Survey Results: California Assembly District 69 Summary

A survey conducted among voters in the new Assembly District 69¹, among those likely to participate in the June 2012 primary election, shows Orange County Clerk-Recorder Tom Daly with a significant lead over his Democratic competition.

In a simulated primary election race, **Daly has a nearly 2 to 1 lead over his closest Democratic opponent.** Only Robert Hammond, a Republican, has similar support. A Democrat will be favored to win the general election as the district has a nearly 2 to 1 Democratic registration advantage.

2012 AD69 Primary Preference:	TOTAL
Tom Daly (D)	25%
Michele Martinez (D)	13
Julio Perez (D)	4
Francisco Barragan (D)	5
Robert Hammond (R)	25
Undecided	28

In the ballot test, Daly receives 25% of the vote, while Michele Martinez receives 13%, Julio Perez receives 4%, Francisco Barragan receives 5%, and Robert Hammond receives 25%.

Daly is the only Democratic candidate who receives notable support among all parties. In a simulated race, Daly receives 30% of Democrats, 18% of Republicans and 30% of Independents. Martinez receives 21% of Democrats, 1% of Republicans and 17% of Independents while Perez receives 7% of Democrats, 3% of Independents and no Republican support.

And when voters hear more about the background, experience, qualifications and accomplishments of Daly, they react very positively. Daly's initial positive sentiment of 35% moves to 80% after voters hear a short paragraph providing these basic facts.

As the campaign commences and voters begin to focus on the candidates for State Assembly, this survey shows that Daly, with his experience as the Orange County Clerk-Recorder and as former Mayor of Anaheim, is in a strong position to win this contest.

¹ Survey conducted February 11-13, 2012 with 400 voters likely to participate in the June 2012 primary, margin of error=4.9%