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Memo 1102AD04

From: Arnold Steinberg

To: Beth Gaines and Dave Gilliard

Date: February 8, 2011

Re: Assembly District 4

- 1. Quick Overview/Methodology.** Using our proprietary methodology, we created, to fairly represent this special election, a high propensity database, from which we created a dynamic random sample, continuously accessed during the two-night interviewing. Our programming assured proper rotation of questions and responses within questions. The survey, consisting of 300 completed interviews, occurred Tues/Feb 1- Wed/Feb 2. This allowed the two nights that we required for this type of study and time for callbacks. While the theoretical margin of sampling error is plus or minus 5.5 percent, our considerable experience indicates the actual statistical error is likely inconsequential. Experienced supervisors were complemented by computer monitoring of trained and briefed interviewers. The completed sample closely represented the likely turnout for this special election, in terms of political and demographic variables.
- 2. Conclusion.** Based on my review of the data, I believe that Beth Gaines is highly favored to win. Indeed, this race is essentially a contest between her and the lone Democrat. That's because in this kind of election – a special election – the Democrats who vote generally are loyal Democrats who will vote for a candidate of their party. Overall, a very substantial share – perhaps 85 percent - of this special election electorate -- will vote by mail. This means the primary election results will be determined mainly before election day, and with nearly all the Democrats voting for Dennis Campanale, and the Republican vote split among six candidates. Among Republicans, Gaines with 28.7%, holds a commanding lead over second place Republican Matt Williams, who sits at 12%. A distant third among Republicans (and fourth overall), is John Allard, at 7.7 percent. Even in Roseville, which should be Allard's base, Gaines beats him by over 10 points. In conclusion, only Beth Gaines has numbers competitive with Campanale, already making this election a 2-way race.