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## MEMORANDUM

9/29/2008

TO: Senator Tom McClintock  
FROM: Val R. Smith, Ph.D.  
SUBJECT: CD 04 Survey Results.

A telephone survey of high-propensity registered voters within the 4<sup>th</sup> Congressional District was conducted between the dates of Sept 22 and Sept 24, 2008. The sample size of 400 yields a sampling error of less than +/- 5.0%.

Results demonstrated a strong trend toward Tom McClintock. Both candidates had high soft name identification with Tom's slightly higher at 96%. The McClintock favorable-to-unfavorable ratio was a respectable 43% favorable impression and a 31% unfavorable impression. By contrast, Charlie Brown was upside down with 35% favorable and 37% unfavorable.

Tom's better vital signs translated to the ballot tests. On the 1<sup>st</sup> ballot question McClintock led by a margin of 47% to 39%. A second ballot after respondents were read campaign messages from both Brown and McClintock rose to a 53% to 39% margin.

The growth in support for McClintock came from two sources. First, Tom has continued to bring his base support among Republicans home. Tom captures a 72% vote share among Republicans; identical to the 72% Democrat vote share enjoyed by Brown. Even more encouraging, among independent voters, McClintock captured 37% of the vote compared to Brown's 48%. If McClintock can keep the independent differential near the eleven points found in this poll McClintock will handily win the election.

Besides campaign performance, the explanation for the above results can be attributed to the district. The Republican registration advantage is 16 points. Ideologically, the district self-identifies itself as conservative by a 2:1 ratio (60% conservative and 29% liberal). Party loyalty favors Republicans by a difference of 45% to 24%, with a switch vote percentage of 31%. McCain, for example, leads Obama in this district by a margin of 53% to 35%.

Importantly, Charlie Brown's trying to sell himself as a conservative has been a definitive failure. On the attribution of "conservative" McClintock leads 66% to 9%. On the attribution of "liberal" respondents identified Brown by a margin of 60% to 7%. Regarding the attribution of "winning the war in Iraq" Tom leads 58% to 29%. And on the anti-tax attribution McClintock leads 56% to 18%.

This brings me to the matter of the Daily Kos poll claiming an almost exact reversal of my poll results. The Daily Kos poll is simply inaccurate. Often pollsters find slight differences among

polls taken the same time. This difference is beyond slight. The explanation? The Daily Kos poll is deficient on numerous methodological points that should be apparent to even the casual observer from data supplied by the Daily Kos poll.

The most egregious deficiencies arise from a poor sampling frame. The RDD sampling frame resulted in, among other things, a gross under sampling of both Republicans and senior citizens. Please note that the Daily Kos poll reports that McClintock leads among both of these groups, making the error significant. I have attached a table that describes a more complete list of methodological deficiencies.

In summary, the McClintock campaign is trending in the desired direction. This most conservative district in the state with its 16 point registration advantage is behaving as one might reasonably expect given the two candidates running.