



MEMORANDUM

September 21, 2014

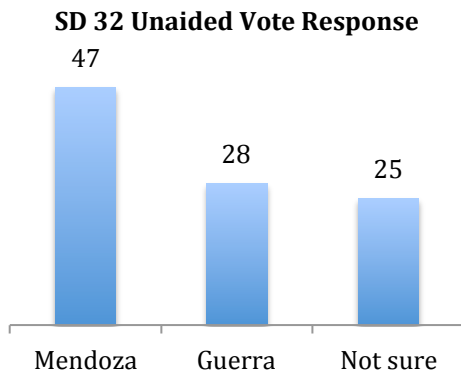
TO: INTERESTED PARTIES

FROM: PAUL GOODWIN
Goodwin Simon Strategic Research

RE: Key Findings from SD 32 Voter Survey

Democrat Tony Mendoza Enjoys Comfortable Lead in State Senate Race

Former Assembly Member Tony Mendoza currently holds a 19 point lead over his



Republican opponent, Downey Mayor Mario Guerra, at 47% to 28%. This margin nearly matches the 20-point Democratic edge in registration among likely voters, as well as the 20-point generic preference that voters have for a Democratic candidate for State Senate over a Republican candidate.

Mendoza leads not only because he enjoys a wider lead among Democrats than Guerra has among GOP voters, but Mendoza also has a 30 point lead among Independent voters.

Even after we share paragraphs describing positive information about both candidates taken from their websites, Mendoza maintains a 21 point lead. These results leave us confident that Tony Mendoza will win this seat in November.

Methodology: Goodwin Simon Strategic Research recently completed a telephone survey of 405 likely November voters living in California's Senate District 32. The survey, which was conducted on September 16 and September 17, 2014, has a margin of error of about plus or minus 5% at a 95% confidence level. Twenty-three percent of the interviews were conducted in Spanish, and the same proportion of interviews were completed using wireless telephone numbers.