



**PUBLIC OPINION**  
**STRATEGIES**

*MEMORANDUM*

**TO: THE DIANNA DURAN CAMPAIGN TEAM**

**FROM: NICOLE McCLESKEY**

**SUBJECT: KEY FINDINGS FROM STATEWIDE TRACKING OCTOBER 14 & 17-18, 2010**

**DATE: OCTOBER 19, 2010**

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*Dianna Duran also appears to have a very good shot at taking out Herrera. Duran leads Herrera by a 46%-34% margin.*

- ▶ Among high interest voters, Duran's lead grows to 49%-32%.
- ▶ Among the 11% of voters who have already voted, Duran leads 50%-39%. Among election day voters, it's a 45%-35% race.
- ▶ Duran has the strong backing of Republicans (79% Duran/7% Herrera), and an advantage among Independents (38% Duran/26% Herrera). Even soft Democrats are leaning Duran's way – 45%-36%.

**METHODOLOGY**

Public Opinion Strategies conducted a statewide telephone survey of 800 likely voters on October 14 & 17-18, 2010. This data run also includes 100 cell phone interviews conducted on October 16<sup>th</sup>. The survey has a margin of error of  $\pm 3.46\%$ .