

For Immediate Release

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Poll: Sarah Eckhardt at 51%

One year from the Democratic Primary for Travis County Judge, a survey shows Travis County Commissioner Sarah Eckhardt with 19-point lead in name ID.

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Austin, TX – One year from the 2014 Texas primary, a survey of likely Travis County Democratic primary voters shows County Commissioner Sarah Eckhardt with 51% name identification – a significant advantage as she weighs a decision to enter the race for Travis County Judge. The poll also measured name ID for Travis County Democratic Party Chair Andy Brown, who trailed by 19 points.

“These are encouraging numbers as Commissioner Eckhardt decides on a run for Travis County Judge,” said Ed Espinoza, a consultant for Eckhardt. “It shows that Sarah Eckhardt is known by a majority of countywide Democratic primary voters, which is good news for someone who has never appeared on a countywide ballot.”

This survey was conducted before former State Senator Gonzalo Barrientos bowed out of the race in February and publicly urged Sarah Eckhardt to enter the 2014 campaign.

“Strong name ID means that if Sarah Eckhardt decides to enter the race, she won’t have to spend a ton of money building her profile – she can instead focus on communicating with voters on the issues affecting Travis County.”

The numbers for each candidate are as follows:

Sarah Eckhardt	51%
Andy Brown	32%

Findings are based on an interactive voice response survey conducted by KCZ Consulting on Sunday, February 10th, 2013 among a sample of 634 registered voters likely to vote in the 2014 Democratic Primary for Travis County Judge. The sample holds a +/- 3.7% margin of error.

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