

TO: Interested Parties
FROM: Ruth Bernstein and Emily Goodman, EMC Research
DATE: September 2015
RE: Results of SD 39 Likely Voter Poll

The following are key findings from a poll conducted September 10-15, 2015 by EMC Research among 400 likely November 2016 voters in California State Senate District 39. The results have a margin of error of +/- 4.9 percentage points. Respondents were contacted on both landlines and cellphones.

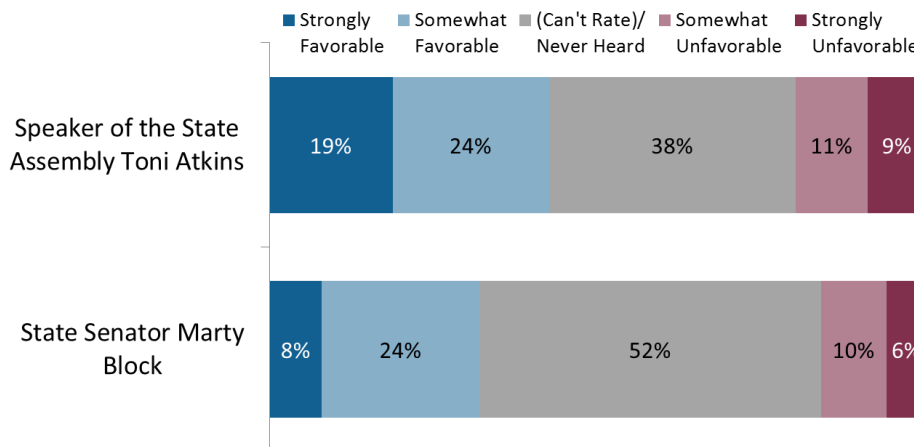
Conclusion:

Speaker Toni Atkins is well-positioned to challenge – and ultimately defeat – Senator Marty Block in the race for State Senate in District 39. Voters prefer Atkins over Block in an initial head-to-head, and her support grows as voters hear more information about both candidates. Atkins’ support is particularly strong among key voting constituencies.

Key Findings:

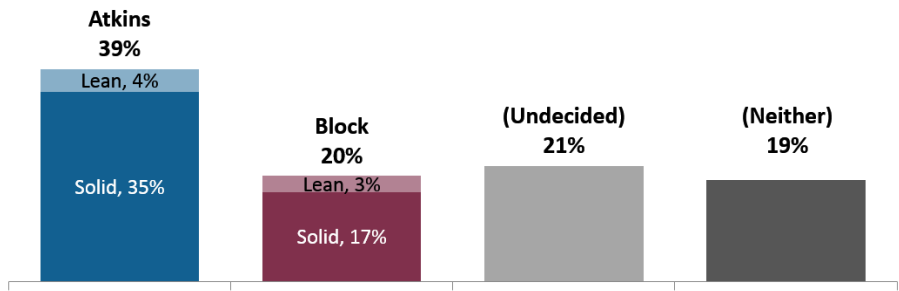
Speaker Atkins has advantage over Senator Block on key measurements of candidate health, including favorable rating and job rating.

- Twenty-six (26) percent of likely voters give Block a positive job rating (4% excellent, 22% good), while 40% give him a negative job rating (28% only fair, 11% poor). In comparison, thirty-seven (37) percent of likely voters give Atkins a positive job rating (13% excellent, 24% good), and 35% give her a negative job rating (23% only fair, 12% poor).
- The graph below compares Atkins’ favorable rating to Block’s favorable rating. The percent of voters who feel strongly favorable toward Atkins is more than double than the percent who feel strongly favorable toward Block.



Atkins leads Block in an initial head-to-head by a margin of nearly 2:1.

If the election for State Senate were held today and the candidates were State Senator Marty Block, Democrat; and Speaker of the State Assembly Toni Atkins, Democrat, for whom would you vote?

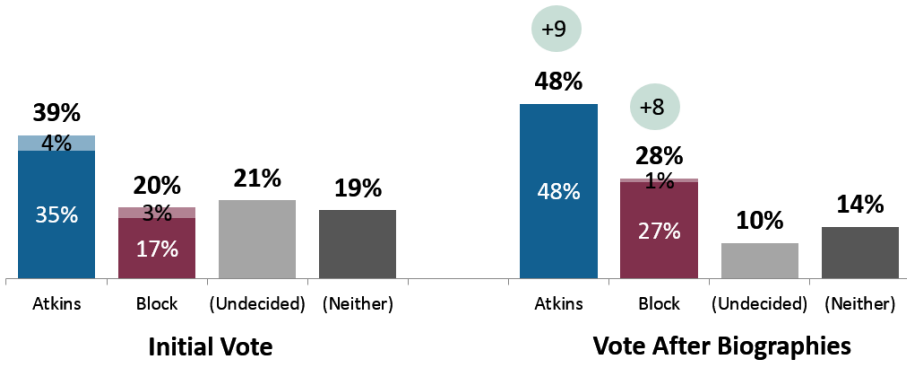


Atkins’ support is high among key demographic and geographic subgroups. Atkins holds a 36-point lead over Block among registered Democrats (59% Atkins, 23% Block, and 18% neither/undecided). Similarly, Atkins holds a 24-point lead among likely June 2016 voters (42% Atkins, 18% Block, 19% undecided, and 20% neither). In Atkins’ home district – Assembly District 78, which makes up nearly half of the likely voter electorate – she leads 46% to Block’s 19%.

After a brief biography of both candidates, Atkins continues to lead by 20-points. Both candidates see an increase in their support, but Atkins continues to have strong lead over Block.

Marty Block has served in the California State Senate since 2012. Prior to being elected to the Senate, he served in the State Assembly, as a member of the San Diego County Board of Education, and as President of the San Diego Community College Board of Trustees.

Toni Atkins has served in the State Assembly since 2010, where she has held the position of Majority Leader, and now serves as Speaker of the Assembly. Prior to her election to the state legislature, Atkins served on the San Diego City Council and as interim Mayor.



As more information is presented, Atkins’ support grows. Respondents heard a series of positive messages on Block as well as positive messages for Atkins. Additionally, the poll tested potential negative messages on both candidates, with negative messages on Atkins including the SEC investigation regarding underfunded pensions. After all information is presented to voters, Atkins continues to lead Block by a wide margin.

With a Republican in the race, Atkins is likely to be the sole Democrat emerging from the June primary. Although this poll focused on a possible Atkins vs. Block November general election, the numbers point to a likelihood of that runoff never happening. Registered Republicans make up 36% of likely June voters. With two Democrats in the race, a Republican is almost guaranteed to emerge as the top vote-getter in the primary. Given Atkins’ strong position today, especially with Democrats, Block would be defeated in the primary.