

TO: Interested Parties

FROM: Alex Evans, EMC Research

RE: Recent Findings from California State Assembly District 14 Survey

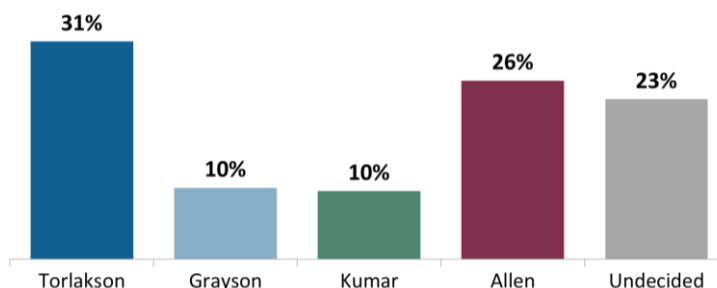
DATE: March 31, 2016

The following are key findings from a poll conducted March 23rd – 26th, 2016 by EMC Research among 400 voters in California State Assembly District 14. The results have a margin of error of ± 4.9 percentage points. The survey included both landlines and cell phones.

Conclusion: Mae Torlakson enters the 2016 campaign for State Assembly District 14 in strong position. Torlakson begins with the strongest name ID of any candidate in the race, and a high favorable rating among voters who are able to rate her. In this Democratic leaning district, Torlakson has a significant lead over her Democratic opponents in the initial vote preference. With a well-funded, focused campaign, Torlakson has a clear path to victory in 2016.

Key Findings:

Mae Torlakson leads Tim Grayson by twenty-one points in an initial vote. Deborah Allen, despite being unknown to voters, performs well among Republican voters (that comprise 27% of likely June primary voters), and has a stronger path to the November ballot than Tim Grayson.



Mae Torlakson holds an advantage over Tim Grayson on key measurements of candidate health in this district: name identification, a favorable rating, and support among Democrats. Grayson is unknown to more than 7-in-10 likely primary voters, and even in the city of Concord, an area that should be considered his base, a majority of voters cannot rate him. Additionally, voters who know Mae Torlakson give her a favorable rating by a margin of 2.9:1. Comparatively, Grayson is rated positively by only 2.2:1, and even lower among voters that he has represented in Concord.

Tim Grayson's support within his own city of Concord is telling: twenty-seven percent (27%) of the June primary turnout is anticipated to come from Concord, and it is here where Grayson is underperforming most notably, as he trails the entire field in the initial vote preference (26% Torlakson – 13% Grayson – 17% Kumar – 26% Allen – 17% undecided). Grayson lacks a path to victory in this race, with minimal appeal among Democrats, Republicans loyal to the Republican candidate, and an abysmal performance in the region of the district where he is best known.

When voters are given basic biographical statements, positive messaging, and negative messaging on BOTH Mae Torlakson and Tim Grayson, Torlakson maintains her strong lead. It is clear that Mae Torlakson's personal story is compelling: Her personal struggles and ability to overcome adversity in life are part of why voters are attracted to a candidate like her. Conversely, messaging in opposition to Grayson is persuasive, and can be used to erode further his already small base of support.