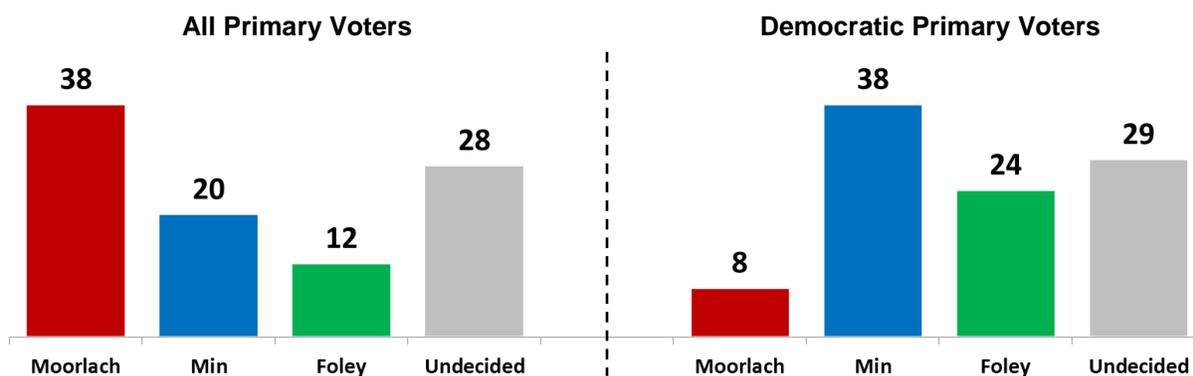To: Interested Parties
Fr: Bob Meadow, David Mermin and Emily Garner
Re: CA SD-37 Poll Results
Date: September 27, 2019

Our recent survey[1] of likely March 2020 primary voters and likely November 2020 general election voters in California's 37th State Senate District shows Democrat Dave Min prepared to advance in the primary election, in solid second place standing behind incumbent Republican John Moorlach. Under California election rules, the top two candidates in the primary face off in a November runoff. These results show Min to be the most competitive Democrat in the field, and in a strong position to defeat Moorlach.
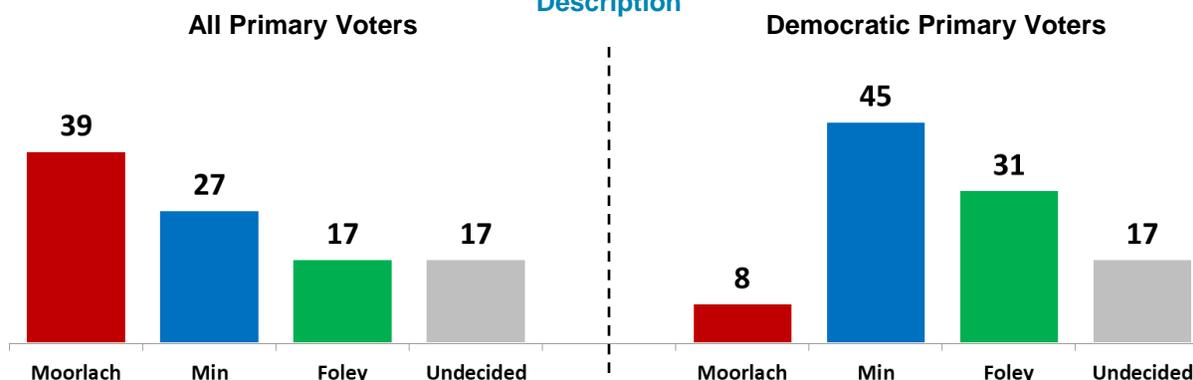
In an initial ballot with party and ballot titles only, Min holds an 8-point lead over Democrat Katrina Foley among all primary voters, as well as a 14-point lead among Democratic primary voters *and an 18-point lead among NPP (unaffiliated) primary voters*. Not surprisingly, Moorlach captures the support of most Republicans in the primary, but is revealed to be a weak incumbent, with over six in ten likely general election voters having not heard of or having no impression of him.

Initial Primary Ballot

All Primary Voters — Moorlach 38, Min 20, Foley 12, Undecided 28

Democratic Primary Voters — Moorlach 8, Min 38, Foley 24, Undecided 29

After a brief description of each candidate's background and likely message is read, support for both Democrats increases while Moorlach's support is static. Min's lead over Foley grows to 10 points among all primary voters and remains at +14 among Democratic primary voters *and +20 over NPP primary voters*.
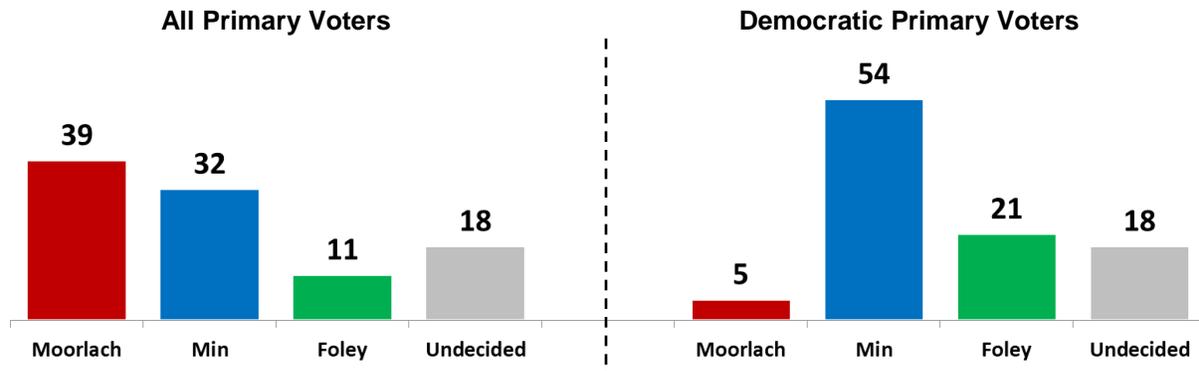
Initial Primary Ballot After Short Description

All Primary Voters — Moorlach 39, Min 27, Foley 17, Undecided 17

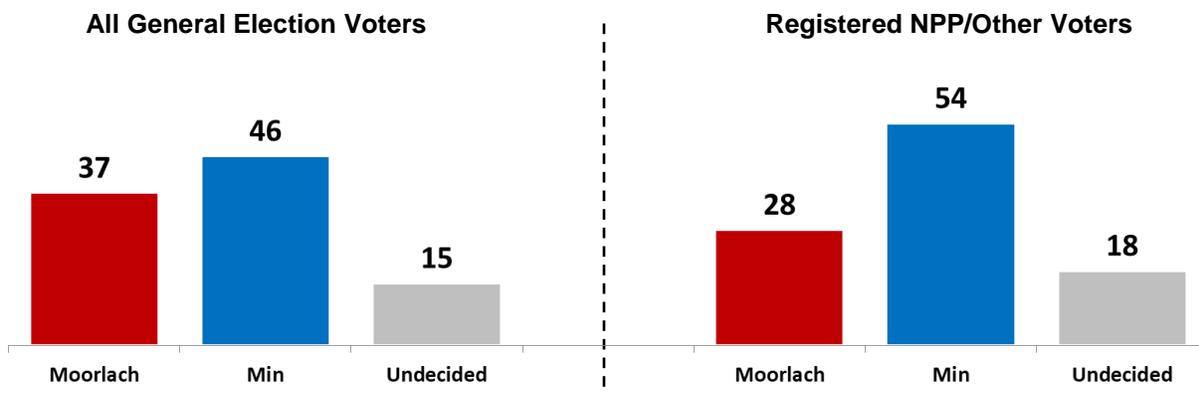**Democratic Primary Voters** — Moorlach 8, Min 45, Foley 31, Undecided 17

After a round of positive messaging and negative messaging including negatives on all the candidates, Dave Min gains significant ground, finishing 21 points ahead of Foley among all primary voters and 33 points ahead among Democratic primary voters, of whom he captures a majority (54%).

Final Primary Ballot

All Primary Voters

39	32	11	18
Moorlach	Min	Foley	Undecided

Democratic Primary Voters

5	54	21	18
Moorlach	Min	Foley	Undecided

After all the messaging, voters were also asked to think ahead to a general election run-off election between John Moorlach and Dave Min. In the simulated informed general election ballot, Min wins by a 9-point margin, including winning voters registered No Party Preference or with a third party by 26 points. These results provide clear evidence that Min both is popular with Democrats and has the broad, cross-party appeal required to win a general election in this swing district.

Simulated General Election Ballot

All General Election Voters

37	46	15
Moorlach	Min	Undecided

Registered NPP/Other Voters

28	54	18
Moorlach	Min	Undecided

In sum, our data reveal that Dave Min not only is the leading Democratic candidate in the primary, but also is well-positioned to win the 37th District in 2020, consistently coming out as the top Democrat in the primary and overtaking the incumbent John Moorlach in a general election simulation. Min starts off strong, with an initial 8-point lead over Katrina Foley, and with sufficient resources to communicate his message to voters is well positioned to grow significantly, building the strong coalition of Democrat and NPP voters needed to unseat the vulnerable incumbent John Moorlach.

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Please do not hesitate to reach out to David Mermin (dmermin@lakeresearch.com) or Bob Meadow (bmeadow@lakeresearch.com) at 202-776-9066 should you have any questions about this memo.