

August 25, 2016

To: Interested Parties

Re: CA-10 Polling

Democrat challenger Michael Eggman and Republican incumbent Jeff Denham are currently locked in a very competitive race. Taking the margin-of-error into account, Eggman and Denham are currently in a statistical dead-heat (Eggman 43% and Denham 46%), with 11% of likely voters undecided. The 2016 race between Eggman and Denham is a rematch from 2014 when Denham defeated Eggman 56% to 44%, so the race's competitiveness make clear that the political winds are at Eggman's back in this election cycle.

Key Findings

Michael Eggman is in a razor thin race (Eggman 43% and Denham 46%) with 11% undecided and has a lot of room for growth. This race is very competitive despite Eggman facing a significant deficit in name recognition, as 44% "Don't Recognize" Eggman compared to 15% who are unfamiliar with Denham. In fact, when respondents are presented with biographical information for both candidates, Eggman has a three-point advantage in the race (49% Eggman to 46% Denham).

- The impact of biographical information is dramatic for Spanish speakers (+69). With roughly a quarter of the Hispanic electorate in the district being Spanish dominant this is a major path for Eggman to grow his vote share.

Consistent with what we are seeing across the nation, California's 10th district is rejecting Donald Trump and the Republican brand. Hillary Clinton has a five-point advantage in the likely vote over Trump (45% to 40% excluding leaners).

- At this rate, Clinton's margin is more than double that enjoyed by President Obama in the district in 2008 (2.4 points)
- Trump is extremely unpopular in the district as 61% reported having a somewhat or very unfavorable opinion of the Republican presidential nominee.
- More importantly, 41% of the district's voters believe that Denham shares Donald Trump's agenda and this same share of the electorate is less likely to support Denham because of his failure to stand up to Trump.

This analysis is based on a survey of 402 likely voters in CA-10, conducted via cell-phone and landline telephones August 18-22, 2016. The data was weighted to be representative of past voter turnout in the district. The margin of sampling error for the overall sample is +/- 4.9%.