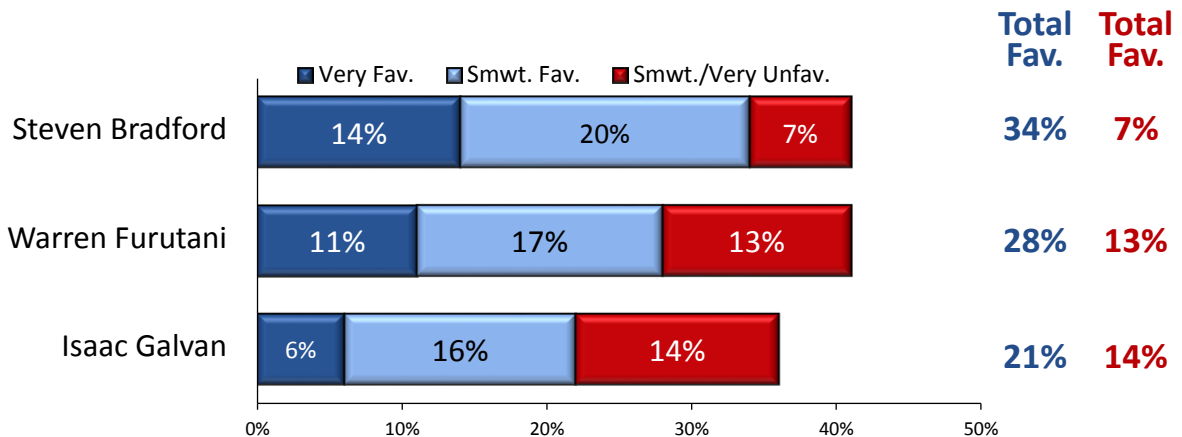


TO: Steven Bradford for Senate District 35
FROM: Paul Maslin and John Fairbank
RE: Survey Results
DATE: January 19, 2016

SUMMARY: A survey¹ of likely June 2016 primary voters in Senate District 35 shows Steven Bradford has more positive name identification and a substantial lead over the other announced candidates: Warren Furutani and Isaac Galvan. With positive information about the candidates, Bradford’s advantage expands and he is well-positioned to finish first in the June primary election.

Figure 1 below shows Bradford and Furutani with nearly equal levels of familiarity in the district. Galvan is less well-known. However, by an 11-point spread, voters have more favorable and less negative opinions of Bradford than Furutani, putting him in a stronger position at the outset of the campaign. Furutani and Galvan each have unfavorable ratings close to double that of Bradford.

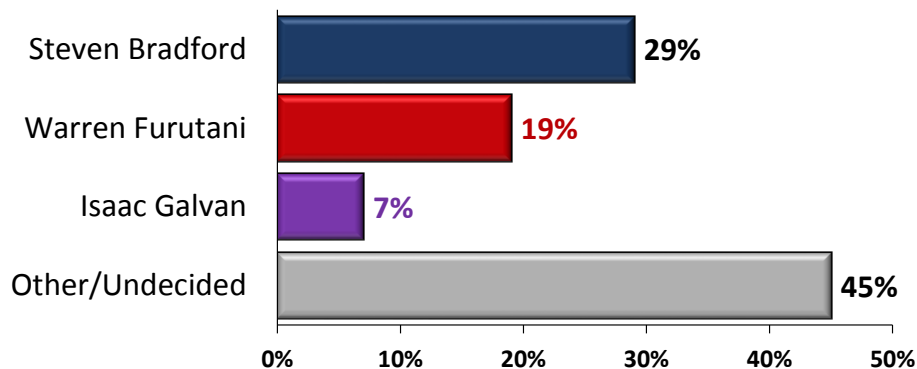
FIGURE 1: VOTERS PERCEIVE STEVEN BRADFORD MORE POSITIVELY THAN WARREN FURUTANI OR ISAAC GALVAN



¹ **Methodology:** From January 7-12, 2016, FM3 completed 500 interviews via landline and cellular telephones with registered voters in California Senate District 35 who are likely to cast ballots in the June 2016 statewide primary election. Results for the full sample have a margin of sampling error of ±4.4% at the 95% confidence interval; margins of sampling error for subgroups within the sample will be larger. Some percentages may not sum to 100% due to rounding.

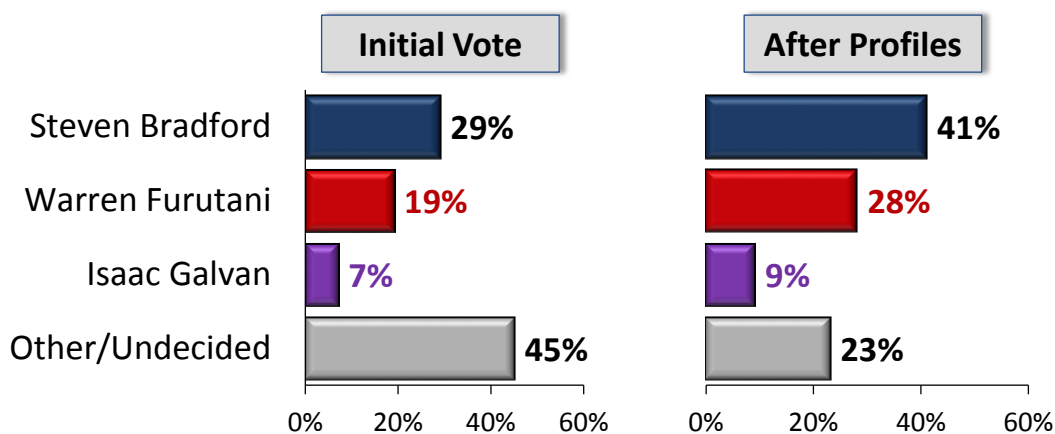
On the initial vote, before survey respondents have been given any biographical information about the candidates, **Bradford leads by 10 points over Furutani and 22 points over Galvan (Figure 2)**. The survey shows that Bradford’s base of support is broad and likely to strengthen throughout the campaign. Bradford leads among nearly every major demographic and geographic group in the district, including voters of all parties; among African-American, Latino and white voters²; voters ages 18-49, 50-64 and over 65; and, voters in each of the Assembly districts within the Senate district.

FIGURE 2: STEVEN BRADFORD HOLDS A STRONG 10-POINT LEAD OVER WARREN FURUTANI



Equally important for the campaign is that, **with an exchange of positive information about the three candidates, Bradford opens up a commanding 13-point lead over Furutani (Figure 3)**, putting him in a strong position to win the June Primary and advance to the November general election with the most support.

FIGURE 3: AFTER POSITIVE INFORMATION ABOUT THE CANDIDATES, STEVEN BRADFORD HOLDS A COMMANDING 13-POINT LEAD OVER WARREN FURUTANI



CONCLUSIONS: Taken together, FM3’s recent survey findings indicate that Steven Bradford has a substantial advantage over all of the prospective candidates as the campaign shapes up for June. Bradford’s background, experience and record of service is in line with the preferences of voters in Senate District 35 in a way that his opponents cannot match.

² These racial/ethnic groups comprise 85 percent of the likely June primary voters.