



MEMORANDUM

December 8, 2019

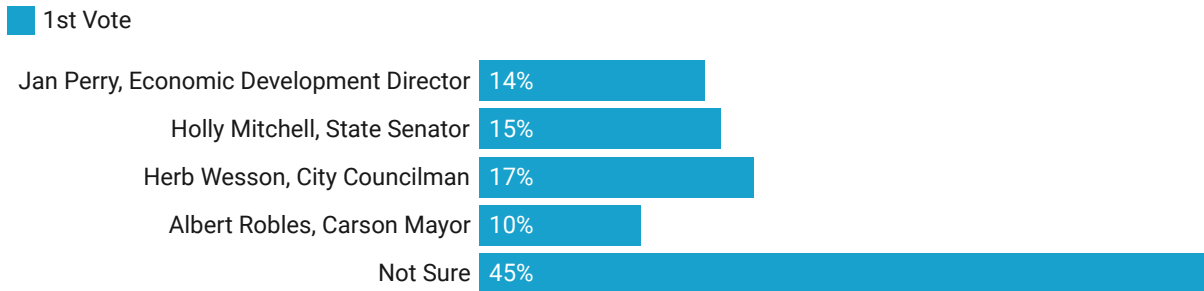
TO: INTERESTED PARTIES
FROM: PAUL GOODWIN
Goodwin Simon Strategic Research
RE: Voter Survey Results in L.A. County Supervisor District 2

Overview: A poll completed yesterday by Goodwin Simon Strategic Research on behalf of the Jan Perry for Supervisor campaign finds that the three leading candidates for Supervisor start the race with similar name ID ratings and in a statistical tie in the initial vote question. However, former City Councilwoman Jan Perry and State Senator Holly Mitchell move far ahead of Wesson after respondents are read positive paragraphs about each candidate drawn from their respective websites. Further, after voters hear about Wesson’s legal problems, including his office being investigated by the FBI, his support craters.

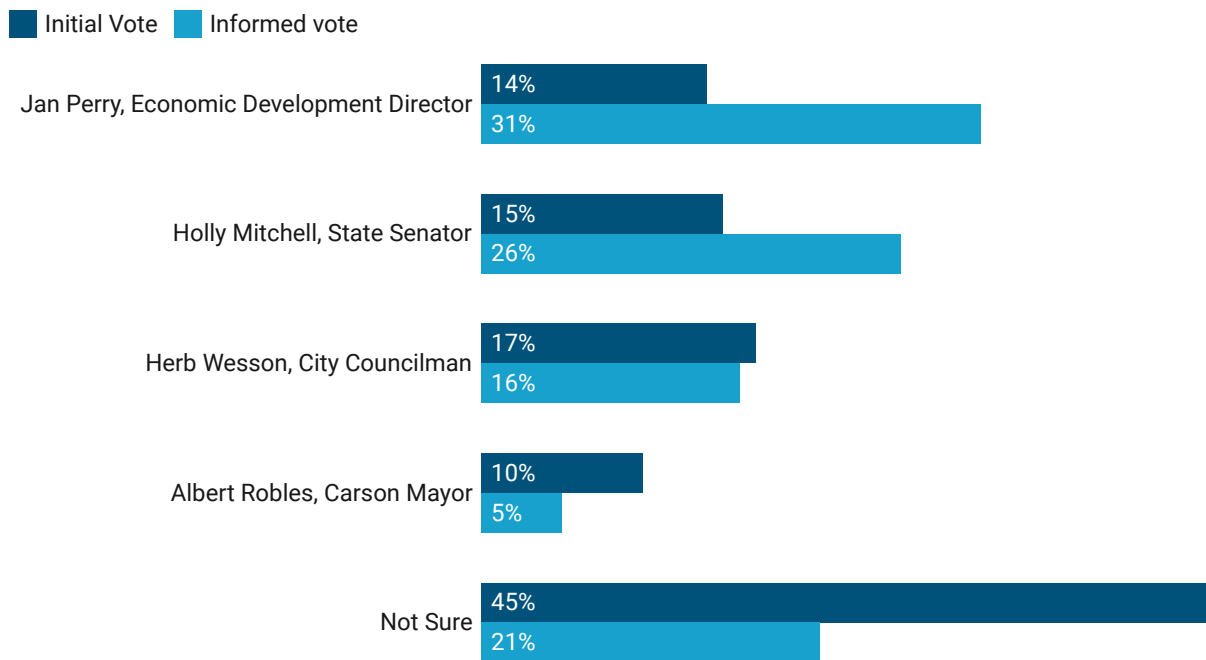
Name ID: The three candidates enjoy similar favorable name ID ratings, although Wesson’s unfavorable ratings are considerably higher. Note this was asked before any information was shared about Wesson other than his current office.



Unaided vote question: The three leading candidates start the race just three points apart, in a statistical dead heat. Note that Perry is essentially even with Mitchell and Wesson despite having not been in elected office for six years and not having an office in her ballot occupation.



Informed vote question: A vote question asked after respondents hear positive paragraphs about the candidates (drawn directly from their websites) yielded a sharp divide in voter preferences. Obviously the results of such questions are not definitive, nor necessarily predictive as candidates can shift their narratives. **But it is striking to see Wesson’s share of the vote remain essentially unchanged at 16%, while Perry’s vote share more than doubles to 31% and Mitchell’s grows to 26% when voters hear their respective qualifications – again with language taken from the candidates’ websites.**



Wesson office investigation issues: After voters hear about the investigations into Wesson’s office and other issues affecting his credibility, fully 73% said they would be “much” or “somewhat” less likely to vote for him, including 52% who would be **much** less likely to vote for him.

Bottom line: 1) The race is wide open to start; 2) voters quickly connect with Perry’s record and experiences. There will be a runoff election, and a funded Perry campaign is in a strong position to participate in it.

Methodology: Goodwin Simon Strategic Research completed 479 interviews with likely March 2020 voters between December 4 and 7, 2019, using both online and telephone interviewing and in English and Spanish. The margin of error for this survey is roughly +/- 4.5% at a 95% confidence level.