



**MEMORANDUM**

**August 9, 2016**

**TO: WARREN FURUTANI FOR STATE SENATE**

**FROM: PAUL GOODWIN  
Goodwin Simon Strategic Research**

**RE: Survey Results for SD 35 General Election**

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Goodwin Simon Strategic Research was asked by the Warren Furutani for State Senate campaign to conduct a telephone survey of likely November 2016 voters in California's SD 35. We completed 406 interviews between July 30 and August 2, 2016, with 42% of the interviews conducted on cell phones and 9% in Spanish.

The bottom line findings for this Democrat v. Democrat contest:

1. This is a close race. Steve Bradford leads by just 4 points (within the margin of error), and a plurality of voters are undecided: Bradford currently leads 29% to 25%, with 45% of voters undecided. About three of four voters are presently unfamiliar with the candidates' names.
2. Furutani is best positioned to win the votes of Latino voters, many of whom supported Isaac Galvan in the primary. We project that Latinos will comprise the largest segment of the general electorate, at more than a third of November voters. Bradford, as expected, is dominating among African-American voters. But African-Americans make up only about one in four likely November voters. Furutani currently leads among white voters (by 6 points) and among Latino voters (by 9 points).

<b>Initial Head to Head Questions</b>	<b>All (100%)</b>	<b>Black (26%)</b>	<b>Latino (36%)</b>	<b>White (22%)</b>
<b>Furutani</b>	25%	14%	33%	27%
<b>Bradford</b>	29%	40%	24%	21%
<b>Net Furutani</b>	-4	-26	+9	+6
<b>Not sure</b>	45%	46%	43%	52%

3. A balanced exchange of positives and negatives for both candidates resulted in a 14 point lead for Furutani, 41% to 27% It is important to emphasize that respondents heard virtually identical amounts of positive and negative information about both candidates. The positive statements faithfully summarized each candidate's message, and the negative statements have been publicly leveled against each candidate in past

campaigns. The main drivers of the change were the well-publicized incidents in which Bradford was accused of flashing an honorary badge after he hit a police officer with his BMW, and while harassing a 73 year old ice cream vendor.

4. After learning more about Bradford's misuse of his honorary badge, white, NPP, Latino, and Asian voters (nearly 10% of likely November voters are Asian-American) consolidated behind Furutani.

To summarize, the poll shows Furutani is positioned to defeat Bradford with a bipartisan coalition of voters. Furutani's long roots in the community, his civil rights background, and his ability to appeal to both Democrats and Republicans make this seat very competitive. It will be a close race from now till November.