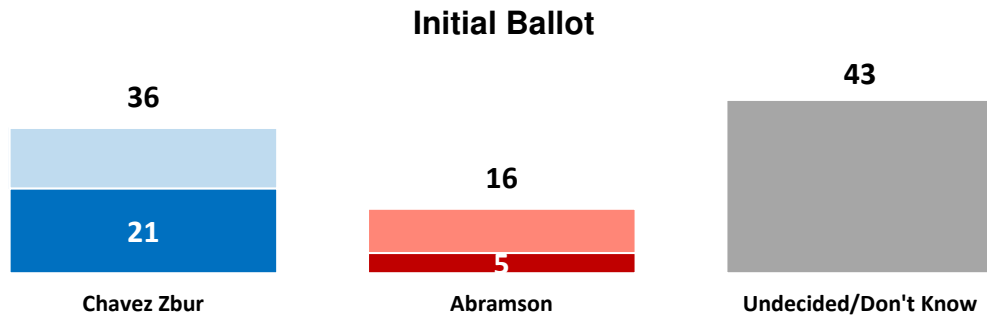


To: Interested Parties
Fr: David Mermin and Bob Meadow
Re: California Assembly District 51 Poll Results
Date: September 7, 2022

Our recent surveyⁱ of likely 2022 general election voters for the State Assembly in California District 51 shows that **Democrat Rick Chavez Zbur has a clear lead over the candidate he defeated in the primary election, Democrat Louis Abramson.**

On an initial ballot where voters hear only the candidates' names and ballot titles, Zbur leads with 36% of the vote, but he is still notably under the majority 50% threshold. **Over four out of ten voters remain undecided with two months left to the election.**



*Darker colors indicate strong support

Despite Zbur's strong initial performance on the ballot, there is a clear need for resources to introduce him to the electorate and communicate his message. As it stands, 62% of voters have no opinion or have never heard of Zbur. This is in part due to many voters joining the general election electorate who did not receive campaign communications during the primary. Moreover, it strongly indicates a need for resources to introduce Zbur to, and communicate with, a large electorate.

The bottom line is the solid lead for Rick Chavez Zbur at this stage of the race shows he is well-positioned to win the Assembly seat in November, a goal which can be reached with enough resources to communicate his message.

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Please do not hesitate to reach out to David Mermin (dmermin@lakeresearch.com) at (510) 379-5180 or Bob Meadow (bmeadow@lakeresearch.com) at (202) 255-4955 with any questions about this memo.

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ⁱLake Research Partners designed and administered this survey, which was conducted by live telephone (landline and cell) interviews and text-to-online. The survey was of 500 likely 2022 general election voters, plus an additional 100 non-primary election voters, in California's 51st District. The survey was conducted August 4-8, 2022. Data were weighted slightly by gender, region, age, race, party registration, religion, and education to reflect the expected demographic composition of likely general election voters in the district. The margin of error for the sample is +/-4.4%.