

To: Interested Parties
Fr: Lake Research Partners
Re: CA-04 Poll Results¹
Date: October 15, 2020

Our recent survey of likely November 2020 general election voters in California's 4th Congressional District shows a statistical dead heat in the race between businesswoman Brynne Kennedy, the Democratic challenger, and incumbent Republican Congressman Tom McClintock. The poll of 958 likely or already voted November 2020 voters shows an extremely close and competitive race.

The Key Findings

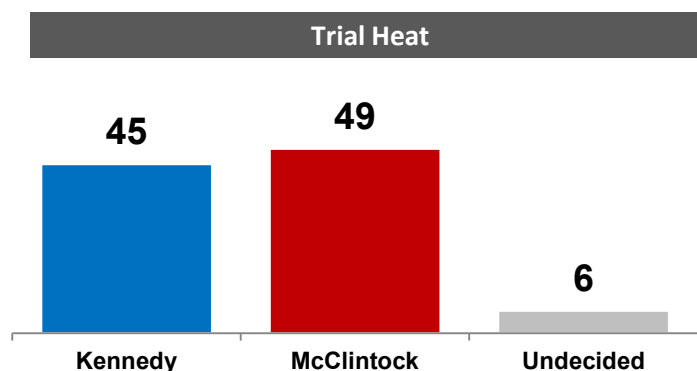
Kennedy, despite continuing to be less well-known than McClintock, is in a statistical dead heat with McClintock, trailing him 45% to 49% with 6% undecided on the ballot where voters are provided with only the candidates' ballot designations and party affiliations. More impressive is that among voters who are familiar with both candidates, Kennedy prevails by a wide margin, 56% to 42%. Similarly, Joe Biden and Donald Trump are in a statistical dead heat, with Trump leading Biden by a single point 47% to 46%, with 7% undecided. McClintock clearly cannot rely on riding any coattails from Trump at the top of the ticket. The results for both Kennedy and Biden are all the more impressive given the 12-point Republican registration advantage in CA-04. The district itself is trending suburban, particularly in fast-growing Placer and El Dorado counties, which have become destinations for voters moving from other parts of California.

The Context

McClintock, a long serving incumbent, remains vulnerable as a result of his failures on responding to the COVID-19 crisis and the economic challenges that face the district and the country. McClintock, though known to 95% of the voters in the district, has low net favorability (45% favorable, 38% unfavorable). Kennedy remains lesser known (82% name recognition) than McClintock, but has improved her name recognition since July and is now rated favorably by 37% compared to 20% with an unfavorable opinion of her.

The Ballot

The graph below shows the results for the survey among all voters:



¹ Lake Research Partners designed and administered this survey that was conducted from October 12-14, 2020 by interactive voice recording (55%) and live cell phone interviews (45%). The survey was conducted with 958 likely or already voted 2020 general election voters in California's 4th Congressional District drawn from the voter file. The data were weighted by gender, age, party registration, and region to reflect the actual demographics of the likely voter universe designed to match likely 2020 turnout. The margin for error is +/-4.14 for the base sample at the 99% confidence level and is greater for subgroups.

Conclusion

Findings from our most recent IVR survey, consistent with our July IVR research, continue to show a very competitive race in CA-04 and weakening of support for Tom McClintock since his 2018 re-election. Despite being well-known to the voters, McClintock's level of support falls below the 50% mark. . The political climate has also worsened for McClintock as Trump's level of support nationally and in the district has declined. Kennedy is statistically tied with McClintock even before she has had a chance to fully introduce herself to the voters. With sufficient resources to continue to introduce herself and get her message out as voters focus on down-ballot races, Kennedy is on path to win this very tight race in November.