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TO	Interested Parties
FROM	Dave Metz and Laura Covarrubias FM3 Research
RE:	California Senate District 36
DATE	September 12, 2018

A recently conducted survey[1] among likely voters in California's 36th State Senate District finds Democratic candidate Marggie Castellano has a strong opportunity to defeat Republican incumbent Patricia Bates. This survey shows that, despite an 11-point Republican registration edge among likely voters modeled in the survey, Bates initially leads the race by only four points – well within the survey's margin of error. Furthermore, after learning more about both candidates, voters prefer Castellano over Bates by six percentage points.

Among the key specific findings of the survey are the following::

- **Despite her incumbency, relatively few votes are familiar with Bates.** Most SD 36 voters are unfamiliar with Patricia Bates, as illustrated in **Figure 1** below. About one in five voters view her favorably, while one in ten have a negative perception of her.
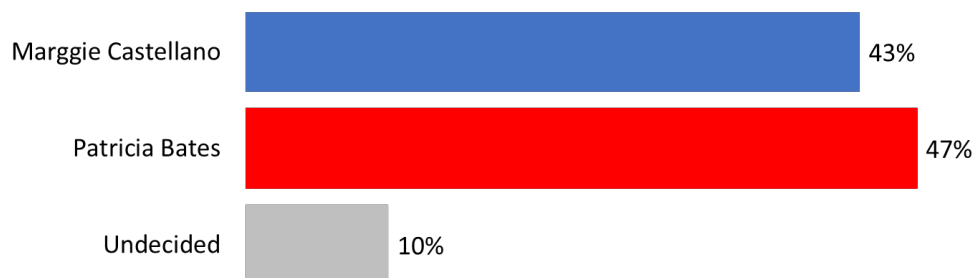
Figure 1: Favorability Ratings

Person/Organization	Total Favorable	Total Unfavorable	Can't Rate/ Don't Know
Donald Trump	45%	55%	1%
Governor Jerry Brown	42%	51%	7%
State Senator Patricia Bates	21%	10%	69%

- **Bates initially leads Castellano by just four points, and receives support from less than half of voters.** Overall, as shown in **Figure 2** 47 percent of all voters indicate they would vote for Bates for State Senator if the November election were held today. However, Castellano is not far behind, receiving the support from 43 percent of all voters, while ten percent are unsure. This represents a further narrowing of the margin in the race from the primary election where Bates led Castellano by just eight points.

Figure 2: Initial Vote for State Senate District 36

Marggie Castellano	43%
Patricia Bates	47%
Undecided	10%

- **Castellano is performing extremely well among voters in the center of the electorate.** A illustrated in **Figure 3**, over half of non-partisans (52%) support Castellano, while only a quarter (26%) back Bates. Self-identified moderate voters also are more likely to vote for Castellano: support for Castellano among moderates is at 44 percent, while only 37 percent back Bates.

Figure 3: Breakdown of Support for Candidates by Party and Ideology

Candidate	All Voters	Democrats	No Party Prefernce/Other	Republicans	Liberal	Moderate	Conservative
Margie Castellano	**43%**	88%	52%	6%	86%	44%	4%
Patricia Bates	**47%**	5%	26%	90%	8%	37%	89%
Undecided	**10%**	7%	22%	4%	6%	19%	7%

- **After messaging, Castellano moves into the lead in the race.** After receiving balanced, positive messaging about both candidates, support for Castellano increases by six percentage points, moving her to a three-point advantage (see **Figure 4** on the following page).

Figure 4: Shift in Candidate Preferences After Positive Information

Candidate	Initial Support	After Positive Messaging	*Change*
Margie Castellano	43%	**49%**	*+6%*
Patricia Bates	47%	**46%**	*-1%*
Undecided	10%	**5%**	*-5%*

Taken together, the results show a highly-competitive race for Senate in the 36th District.   After an impressive primary performance, Castellano trails Bates by only a narrow margin.   And the survey data show that **if Castellano is able to communicate her message to voters, she has a clear path to victory in the State Senate race in November.**