



TO Interested Parties
FROM FM3 Research
RE: Assembly District 78 Survey Results
DATE September 10, 2019

A survey¹ of Assembly District 78 voters likely to cast a ballot in next year's election shows women's healthcare advocate Sarah Davis holding an early advantage over other candidates, including San Diego City Council member Chris Ward. As Figure 1 shows, Sarah Davis holds a 2-1 lead over Chris Ward, 24% to 12%, other candidates receive 9% and more than half are undecided. Of particular note are the advantages Davis holds over Ward among female voters (28%-8%), Democrats (34%-12%), liberals (38%-10%), voters of color (33%-9%) and voters ages 18-49 (29%-10%). Davis's strength with these voter subgroups makes her a viable candidate as Democrats (44%) and liberals (41%) makeup pluralities of the AD78 electorate, and more than half (52%) of likely voters are under the age of 50.

Figure 1: Vote for 78th District State Assembly member

Candidate	Percentage
Sarah Davis	24%
Chris Ward	12%
Other	9%
Undecided	55%

Another survey finding that suggests the race for AD78 can be competitive is that AD78 are not familiar with Chris Ward even though he represents roughly about four in ten as a San Diego City Council member. (See Figure 2) In fact, eight in ten voters have either never heard of or do not know enough about Ward to rate him, quite similar to Sarah Davis's name recognition, but she has never held public office.

Figure 2: Candidate Favorability Ratings

Candidate	Favorable	Unfavorable	Never Heard of/ Can't Rate
Chris Ward	15%	5%	80%
Sarah Davis	11%	5%	84%

¹ **Survey Methodology:** From July 17-21, 2019, FM3 conducted a survey of 400 randomly-selected voters in California's 78th Assembly District likely to cast a ballot in the November 2020 statewide election. Interviews were conducted via landline and cell/mobile telephone by live interviewers. The full sample margin of error is +/-4.9% at the 95% confidence level; the margin of error for population subgroups will be higher. Due to rounding, some percentages may not sum to 100%.