



MEMORANDUM

TO: INTERESTED PARTIES

FROM: GEORGE NASSAR, PARTNER, PUBLIC OPINION STRATEGIES

SUBJECT: KEY FINDINGS— CALIFORNIA CD 39

DATE: OCTOBER 16, 2020

- 1. Young Kim leads Gil Cisneros both overall and in intensity.**
 - Republican Young Kim leads incumbent Gil Cisneros 45% to 44%.
 - Among those “definitely voting” for a candidate, Young Kim leads Cisneros 40% to 35%.
 - Among the 10% undecided, 2% say they lean towards Young Kim and 2% lean towards Cisneros, while 6% remain undecided.
- 2. Young Kim and Cisneros have similar name ID, yet Kim is viewed more favorably than Cisneros who is now underwater in the district.**
 - Young Kim’s image is 41% favorable and 32% unfavorable. A net +11 image.
 - Gil Cisneros’ image is 37% favorable and 38% unfavorable. A net -1 image.
- 3. What voters are seeing, reading and hearing about Cisneros is much more negative than what voters are seeing, reading and hearing about Young Kim.**
 - Young Kim’s information flow is 42% more favorable and 39% less favorable (+3).
 - Gil Cisneros information flow is 32% more favorable and 47% less favorable (-15).
 - Among Independent voters and undecided voters, Gil Cisneros’ information flow is significantly worse than Young Kim’s.
- 4. The campaign’s messaging on Gil Cisneros’ dishonesty is breaking through with voters and making them less likely to support him.**
 - Among the 47% of voters who have a less favorable impression of Cisneros based on what they have seen, read or heard, most mention that they recall that he profited off prescription drug hikes and that he sold millions of dollars in stocks after a private Coronavirus briefing for Members of Congress.

Public Opinion Strategies recently completed a survey of 400 likely voters in California’s 39th Congressional District. All interviews were completed by a live interviewer. Half of the interviews were completed via cell phone. The survey was conducted October 11-14, 2020 and has a margin of error of $\pm 4.9\%$. The memorandum below reviews the key findings of the poll. The survey was sponsored by Young Kim for Congress and the NRCC.