



August 1, 2016

TO: Nancy Skinner for State Senate

FR: Diane Feldman

RE: Recent Poll

Nancy Skinner is very likely to win the election in the 9th State Senate district. She currently has **45 percent support to 27 percent** for Sandre Swanson.

Skinner dominates because she has a larger base than Swanson and she is stronger in her base than he is in his smaller one. A majority of likely voters are in the 15th Assembly District, which Skinner represented for 6 years. More than half the voters in the 15th Assembly District are familiar with Skinner and she begins with 51 percent support in the 15th to 21 percent for Swanson. Skinner also leads in the 18th Assembly District, which Swanson represented for 6 years. The vote between Skinner and Swanson is more evenly divided in the 18th Assembly District, although Skinner leads marginally with 37 percent support to 34 percent for Swanson.

Skinner has an appealing biography and an impressive list of endorsements. Forty-six (46) percent of voters say Skinner's biography appeals to them a great deal compared to 37 percent who say the same about Swanson's biography. Thus, Swanson is less known (only 35 percent are familiar with him) but voters also find Skinner more appealing.

Voters choose Planned Parenthood, the Brady Campaign to Prevent Gun Violence, and the National Organization for Women as the top three endorsements that would make them much more likely to support a candidate. All three organizations have already endorsed Skinner.

Voters' issue priorities are also a good match for Skinner's record in the Assembly. Provided with an array of issues, a plurality (26 percent) say gun violence is a priority for them, followed by 23 percent who choose climate change and another 23 percent who say income inequality is a priority for them.

Thus, Skinner is better known, starts with a broad lead, and has a more appealing record than Swanson. He seems very unlikely to catch up and overtake her, as she begins with broad support and a nearly 20-point lead.

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The poll included 400 likely voters who were interviewed between July 19th and 21st by professional interviewers. The margin of error is plus or minus 5 percentage points.