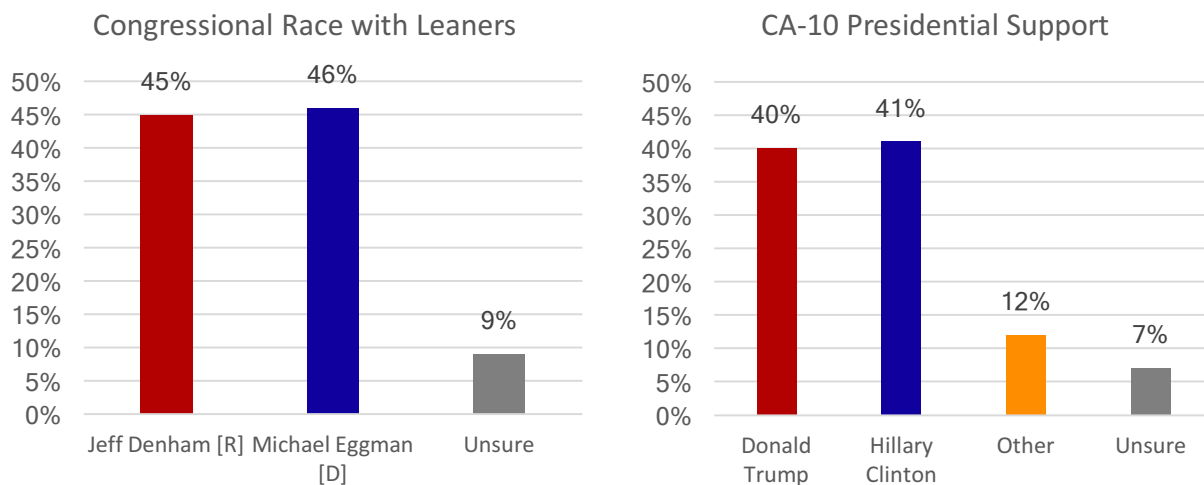


To: House Majority PAC
From: John Hagner, Clarity Campaign Labs
Date: October 19, 2016
Subject: Extremely Close Race for Congress in CA-10

A survey conducted October 11th – 13th, 2016 by Clarity Campaign Labs on behalf of **House Majority PAC** shows that Democratic challenger Michael Eggman has an excellent chance of beating Republican Congressman Jeff Denham in California’s 10th District. The survey includes 837 responses, conducted by IVR to landlines and live operators to cellphones, with a margin of error of +/- 3.38% at a 95% confidence interval. The survey was conducted in both English and Spanish.

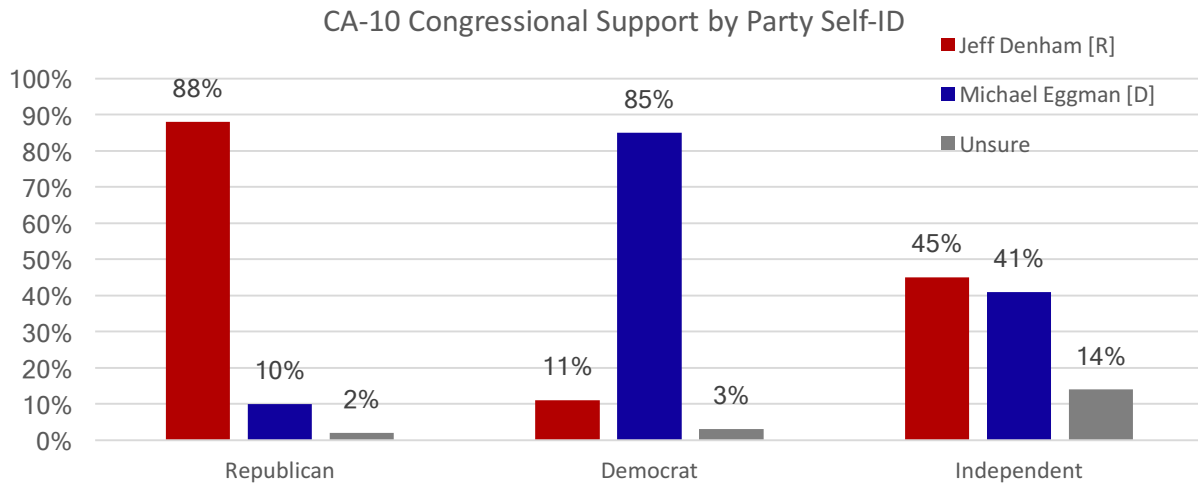


Michael Eggman leads Congressman Denham by one point in the race for Congress. The initial ask finds the candidates tied, 43% to 43%, but when undecided voters are asked who they’re leaning toward, Eggman takes a slight lead, 46%-45%. Eggman has a commanding lead with Hispanic voters, who make up 29% of the vote in the district and support Eggman over Denham by a margin of 69% - 25%.

The national environment is helping Eggman make the race competitive. Hillary Clinton leads Republican nominee Donald Trump 41% to 40%, with 12% supporting other candidates and 7% undecided. Clinton leads 63% -22% with Hispanic voters. Donald Trump’s offensive rhetoric about Mexican-Americans seems to be damaging Congressman Denham’s standing with Hispanic voters, since the margins in the two races are very similar.

Eggman still has room to grow, as he’s not nearly as well known as Denham. Only 59% of the district has an opinion about him – 30% favorable and 29% unfavorable – while 41% view Congressman Denham favorably and 33% view him unfavorably.

The district is divided fairly equally by party registration, and our survey reflects that, with 37% Democrats and 36% Republicans. What isn’t divided is party self-ID: Democrats have an advantage of 38% to 29% in how people describe themselves. The Republican brand has clearly degraded in this part of California. Given this ID advantage, Eggman’s 85%-11% lead with Democrats, and narrow 41%-45% deficit with Independents, is enough to give him a small edge.



In summary, this district is extremely close but there are many reasons to be optimistic about Eggman’s chances. Voters in this part of California have had enough of Republicans, and as Eggman gets better known to the electorate, we expect his support to keep growing.

The poll was conducted by Clarity Campaign Labs, using a sample pulled from the TargetSmart voter file. Responses were weighted using turnout scores to reflect the likely voting electorate in California’s 10th Congressional district.