

TO Interested Parties

FROM Dave Metz, Miranda Everitt, and Denny Han
FM3 Research

RE: State of the Race for Assembly District 15

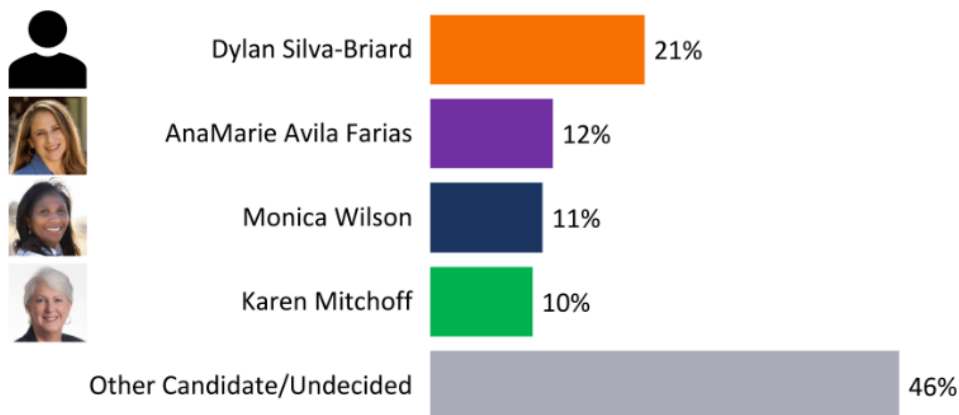
DATE December 12, 2023

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of voters in California's 15th Assembly District to assess their views of the candidate field ahead of the primary election. **The study found a wide-open race, with Antioch City Councilmember Monica Wilson moving into a clear lead as voters learn more about the candidates.** Key findings include:

- In an initial match-up, the Democratic candidates have equal shares of support -- with a plurality of voters undecided.** At least 70% of voters say they have never heard of any of the Democratic candidates for Assembly, or do not know enough about them to offer an opinion. No candidate starts with a meaningful advantage in name recognition or favorability. As shown in Figure 1 on the next page, about one in ten voters support each Democratic candidate when presented with their names and ballot designations. Dylan Silvia-Briard, the sole Republican candidate, has 21% of the vote, while 46% of voters are undecided.

Figure 1: Initial Vote for Assembly

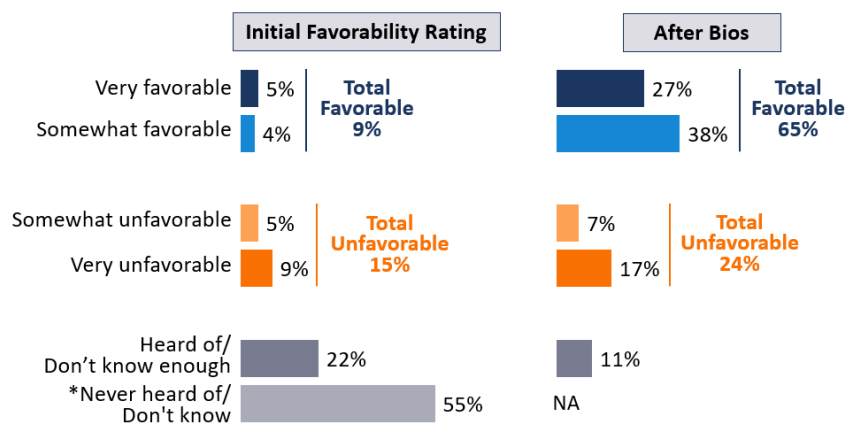
If the election for State Assembly were held today, for whom would you vote if the candidates were: Monica Wilson, Local City Councilmember, a Democrat; Karen Mitchoff, former County Supervisor, a Democrat; AnaMarie Avila Farias, Board of Education Trustee, a Democrat; and Dylan Silva-Briard, Businessman, a Republican?



- Wilson's biography is appealing to voters.** As shown in Figure 3, two-thirds of voters view Wilson favorably after being presented with a brief biography. Notably, more than one-quarter (27%) say they have a "very favorable" view of her with this information.

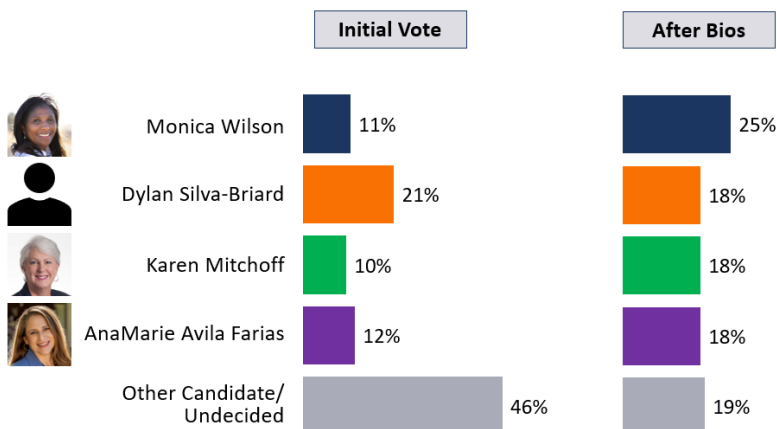
Monica Wilson is currently serving on the Antioch City Council, where she was the first African American woman elected. She has championed police reform and safe neighborhoods; solutions to homelessness; expansion of mental health response teams; and a ban on new liquor stores. She is a regional and statewide leader in the fight against human trafficking, servicing as a program manager for a Bay Area nonprofit battling exploitation. In the Assembly, she will focus on improving public safety, addressing climate change, and reducing the skyrocketing cost of living. Monica is the only candidate endorsed by the California Democratic Party, statewide labor organizations, the California Federation of Teachers, State Controller Malia Cohen, and Christine Pelosi. Monica lives in Antioch.

Figure 2: Monica Wilson Favorability Rating



- Based on biographies alone, Wilson takes a clear lead in the race, indicating the strength of her qualifications once voters learn more about her.** After voters are provided with positive biographical descriptions for all three Democratic candidates, in rotated order, Wilson takes the lead with 25% of the vote (Figure 3). This 14-point gain is the largest of any candidate, and shrinks the undecided to one in five.

Figure 3: Vote after Balanced Positive Messages



In conclusion, the race for the 15th Assembly District is currently wide open, with most voters initially undecided and unfamiliar with the candidates. However, after a balanced set of positive messages (a brief paragraph of information about each), Wilson takes a clear lead. **Given a strong, well-funded campaign to introduce her to voters, Wilson is well-positioned to win the primary.**

ⁱ **Methodology:** From Nov. 28-Dec. 3, 2023, FM3 completed 442 interviews by phone (cell and landline) and online with randomly selected likely primary voters in California's 15th Assembly District. The margin of sampling error for the study is +/-4.9% at the 95% confidence level; margins of error for subsamples will be higher. Due to rounding, not all totals will sum to 100%.