MEMO

TO: Interested Parties
FROM: RG Strategies
RE: California 16th Congressional District Voter Survey
DATE: September 20th, 2024

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Overview

RG Strategies recently completed a survey of likely voters in California's 16th Congressional District on their vote choice in the November 2024 general election for Congress. The survey was conducted from September 4th-7th, 2024, with a sample of 600 likely November 2024 voters. Voters were contacted using a hybrid approach of text messages, telephone calls, and emails, administered in English. The margin of error is ±4%.

With the start of California's early voting less than three weeks away, former San Jose Mayor Sam Liccardo finds himself in a strong position to win election to Congress, leading current Assemblymember Evan Low by a wide margin. On the initial ballot ask, he leads Low 42% to 28%. As voters learn more about both candidates' biographies, accomplishments, and contrasts, Liccardo's vote share increases and his lead over Low jumps to 52% to 24%.

Liccardo shows deep support across ideological and demographic groups. He outperforms Low among Democrats, Republicans, and No Party Preference voters. He beats Low with liberals, moderates, conservatives, and across all ages of voters, including young people under the age of 27. And he tops his opponent in favorability, outpacing him 40% to 33%. In particular, he demonstrates considerable strength among voters in the City of San Jose, which makes up over 30% of CD16. Forty-seven percent of San Jose voters support Liccardo.

Liccardo's strength in polling is matched with substantial local and national support. The San Francisco Chronicle recently endorsed Liccardo for the general election. He features backers from across the political spectrum including the Sierra Club, the Latino Victory Fund, Everytown for Gun Safety, J Street, and the Northern California Carpenters Regional Council. And his campaign leads in overall fundraising and cash on hand.
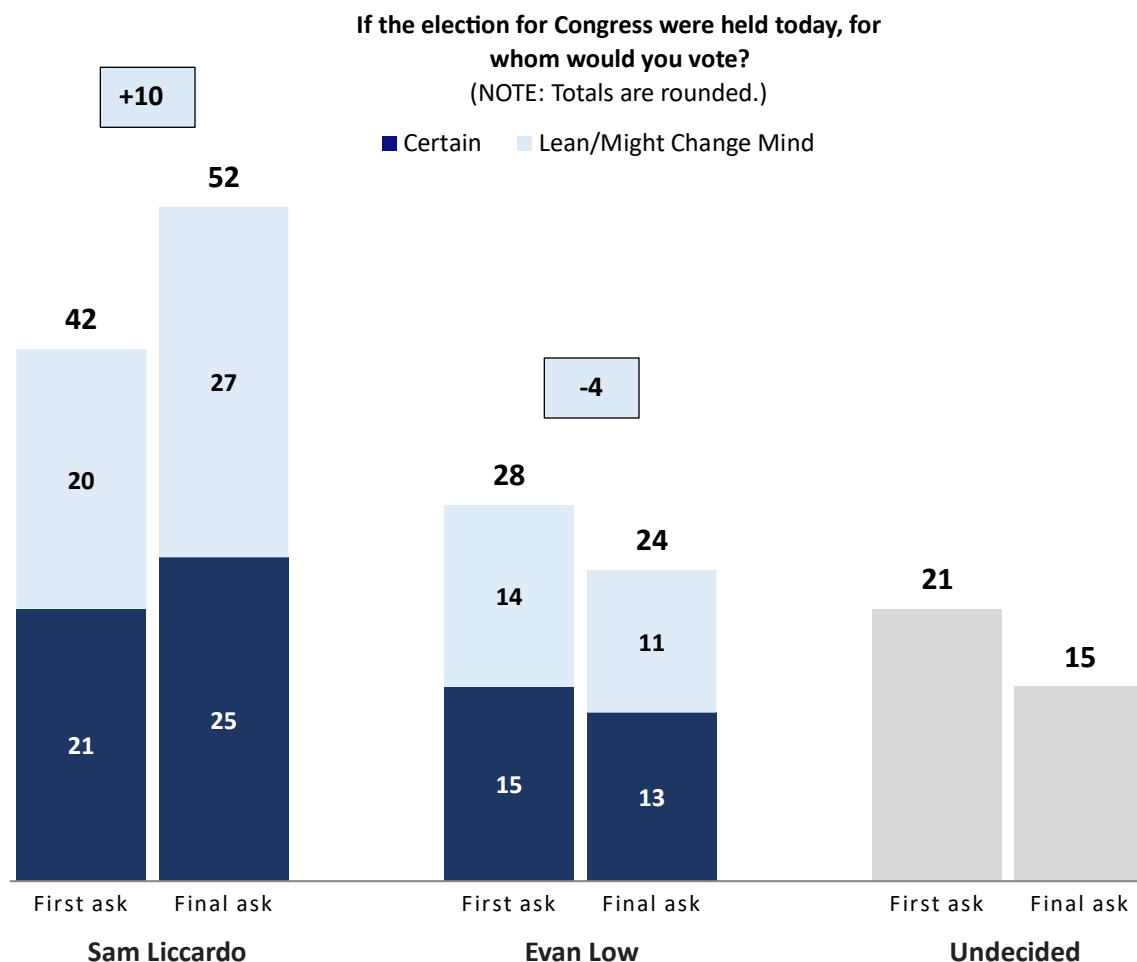
Vote Totals

When voters are asked whom they will vote for Congress in the November 2024 election based only on name, ballot designation, and party affiliation, 42% of voters say they will vote for small businessperson and educator Sam Liccardo, with 21% of voters saying they are certain they will vote for him. Twenty-eight percent of voters say they will vote for Assemblymember Evan Low, with 15% of voters saying they are certain they will vote for him.

Twenty-one percent are completely undecided.

After hearing bios for Liccardo and Low, along with positive and negative messages for both candidates, Liccardo gains ten points to 52%, while Low falls four points to 24%.

If the election for Congress were held today, for whom would you vote?
(NOTE: Totals are rounded.)

■ Certain ■ Lean/Might Change Mind

+10

52
27
25

42
20
21

-4

28
14
15

24
11
13

21

15

| First ask | Final ask | First ask | Final ask | First ask | Final ask |

Sam Liccardo   **Evan Low**   **Undecided**

Liccardo moves up ten points in total support between the initial and final vote, while Low loses four points. Undecideds fall from 21% to 15%.

	Initial Vote	Final Vote (After bios and messaging)	Change (Before-After)
Sam Liccardo	42	52	+10
Evan Low	28	24	-4
Undecided	21	15	-6

Outlook

Sam Liccardo remains the clear frontrunner in CD 16 for a simple reason: voters know his record of results as the successful Mayor of a major city. For nearly 10 years, he delivered on quality-of-life issues like addressing crime and retail theft, reducing homelessness, putting more police on our streets, and working to lower costs for renters and homeowners. And he never shied away from making tough decisions on behalf of San Jose residents, especially when it meant standing up to special interests.