



**TO:** Interested Parties  
**FROM:** EMC Research  
**RE:** Recent Findings from California State Senate District 18 Voter Survey  
**DATE:** August 30, 2021

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**Conclusion: Daniel Hertzberg is well-positioned to succeed his father, former Assembly Speaker and termed-out Senate Majority Leader Bob Hertzberg. Daniel Hertzberg leads the race in a crowded field of potential candidates. His deep roots in the San Fernando Valley and his commitment to fighting for working families strongly appeal to voters.**

**Governor Newsom has strong name ID and high favorable ratings in the Valley.** Roughly two-thirds of voters (65%) rate Governor Newsom favorably, with 38% presently giving him a strongly favorable rating.

**Daniel Hertzberg leads the pack in an initial vote.** A preliminary ballot was tested including seven hypothetical candidates, and Democrat and Businessman Daniel Hertzberg was the top vote-getter with 1-in-5 voters (21%) choosing him as their choice for State Senator.

**Seven-in-ten (72%) have a favorable opinion of Daniel Hertzberg after learning he is the son of Senator Bob Hertzberg,** and will continue his legacy by fighting for the Valley in the state legislature, growing our middle class, addressing climate change, investing in public schools, and reducing homelessness.

**Daniel Hertzberg's support grows after voters hear more about him.** More than three-quarters (79%) have a favorable opinion of Hertzberg after hearing his background and platform (*see bio message to right*). Further, over two-thirds (69%) say they would be very or somewhat likely to vote for him after learning more about him.

**Bio Tested:** *Daniel Hertzberg is a young progressive whose family roots in the San Fernando Valley go back three generations. He has dedicated his career to serving the community – working at the local, state, and federal level on policy that impacts the valley. Hertzberg has worked his way up in the hospitality industry, starting out as a minimum wage worker cleaning hotel rooms and is now a successful manager at a local hotel. He has seen firsthand how local families struggle to make ends meet, pay their rent or mortgage, and still put food on the table. That's why Hertzberg is committed to fighting for the working families of the San Fernando Valley.*

**Survey Methodology:** *EMC Research conducted a survey of 500 likely June 2022 voters in the current boundaries of California State Senate District 18. The survey was conducted from August 17-23, 2021. Survey respondents were reached by telephone via landline and cell phone, and via email and SMS invitations to take the survey online. The survey was offered in English and Spanish. The data has a margin of error of +4.4 percentage points for overall results. Please note that due to rounding, percentages may not add up to exactly 100%.*