

RE:	CA-48 Post-Election Survey: Climate and Pollution Message Helped Put Rouda Over the Top
DATE:	November 27, 2018
FROM:	Global Strategy Group
TO:	Interested Parties

A new post-election survey in California's 48th Congressional District shows that efforts by LCV Victory Fund and its allies to highlight Dana Rohrabacher's record of denying climate change and opposition to climate action as well as efforts to protect California's air from pollution were extremely effective in helping propel Harley Rouda to victory over a 15-term incumbent. Voters volunteered Rohrabacher's position on climate as one of the top reasons for their vote against him, and voters who recall hearing LCV Victory Fund's message on climate and air pollution were significantly more likely to vote for Rouda when controlling for partisanship.

KEY SURVEY FINDINGS:

• Rouda voters cite Rohrabacher's position on climate change as one of the biggest reasons for voting against him. After 30 years in Congress, Rohrabacher's constituents soured on him, viewing him unfavorably by a margin of 13 points (39% favorable/52% unfavorable). Rouda and many outside groups touched on a variety of issues in this race to leverage this unpopularity, such as Rohrabacher's anti-LGBTQ views, his long tenure in office, and his record on health care. Rohrabacher's position on climate change matched or exceeded these issues when Rouda voters were asked what gave them the biggest doubts about voting for Rohrabacher.

What one or two things do you remember seeing or hearing that gave you the biggest doubts about roting for Rohrabacher?

"He's friends with Putin, he wants to put guns in the hands of students, and he does not believe in climate change." "He indicated that he didn't believe in climate change, that he was okay with offshore-drilling and dismantling • Rohrabacher's stance on climate change and carbon pollution hurt him among key blocs of voters. Two-thirds of voters (67%), including seven in ten (71%) of swing voters¹, recall having seen LCV Victory Fund's ad which highlighted Rohrabacher's bad track record on the issue:

While it gets hotter and fire and smoke choke our air, Dana Rohrabacher is radically opposed to efforts to fight climate change. He says that "global warming is a fraud." Rohrabacher sided with fossil fuel companies and voted against a plan to reduce carbon dioxide pollution, saying they don't hurt people's health.

This message was rated as either the most convincing message against Rohrabacher or tied for #1 (out of four messages tested) among Rouda voters (91% convincing), ideological moderates (71%) and registered NPP (No Party Preference) voters (64%).

 Holding Rohrabacher accountable on climate issues strengthened Rouda's advantage on the vote. An analysis of the vote among voters who recall hearing this message shows that it had a significant impact on Rouda's vote share. Among the 67% of voters who recall seeing or hearing the message above, Rouda outperformed partisanship by a margin of 11 points. But among voters who did not recall seeing or hearing this message, he outperformed partisanship by just 3 points. This means that when we correct for the differences in partisan leanings between the two groups, the voters that saw the ad supported Rouda at a higher rate (+21 Rouda) than would be expected given the partisan leanings of the group (+10 Democratic), while the group that did not see LCV Victory Fund's ad supported Rouda (-28 Rouda) on par with their party identification (-31).

Rouda Vote Margin Relative to Party Identification				
	Overall	Recall Message	Don't recall Message	
Democratic advantage on party identification (Identify as a Democrat-identify as a Republican)	-1	+10	-31	
Democratic vote advantage (Rouda-Rohrabacher)	+6	+21	-28	
Difference	+7	+11	+3	
(Dem vote advDem party ID adv.)				

Protecting California's water and air are top priorities for voters in California's 48th district. When asked to rate a series of priorities that California's representatives in Washington could address, protecting the state's water from toxic pollution like lead and mercury (85% saying it should be a major priority) topped the list, beating out improving access to quality, affordable health care (71% major priority), creating more high-paying jobs (74%), and improving California's public schools (79%). Protecting California's air from toxic pollution (70%) was also rated highly, putting it on par with improving access to health care and ahead of dealing with immigration and securing our borders (65%).

ABOUT THIS POLL

Global Strategy Group conducted a survey on November 7-11, 2018 of 600 2018 General Election voters in California's 48th Congressional district. The results have a margin of error of +/-4.0%.

¹ Swing voters are defined as the 16 percent of the electorate that considered voting for the candidate whom they did not end up supporting.