

- **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 (Dem vote adv.-Dem party ID adv.)	+7	+11	+3

- **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.