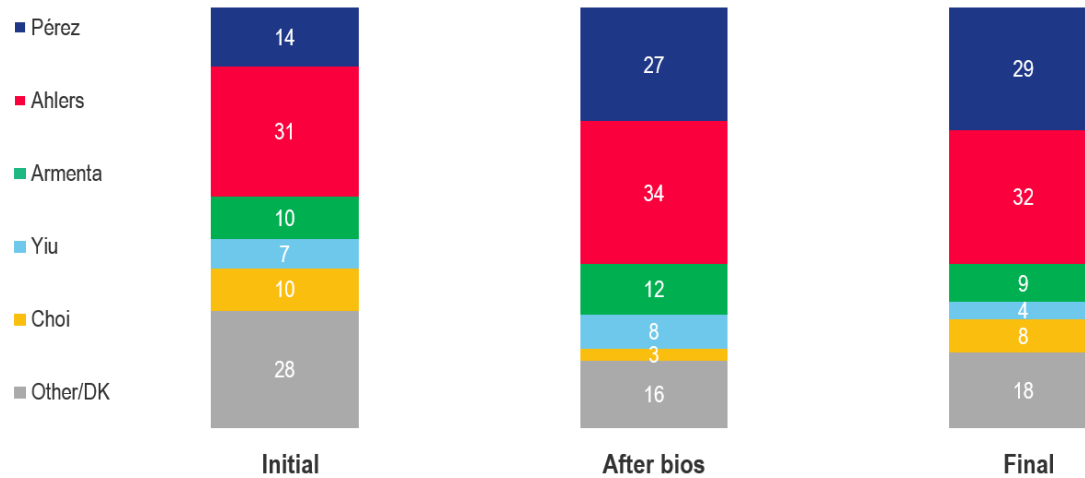




**TO:** Interested Parties  
**FROM:** Lindsay Vermeyen, Breakthrough Campaigns  
**RE:** State of the California SD 25 Race  
**DATE:** January 9, 2024

- Our recent poll of California likely primary voters shows a Democrat and Republican likely to make the November runoff, and Sasha Renée Pérez is the best positioned Democrat to win the Democratic spot.
  - With Republicans and the plurality of right-leaning Independents consolidating behind the sole Republican candidate in the race, Pérez consolidates enough of the Democratic vote to stand out above the other three Democratic candidates.
- After information on each candidate, Pérez wins over a significant portion of voters, putting her and Republican candidate Ahlers far above the pack.
- First and foremost, voters need to know just how different Pérez and Yiu are — particularly when it comes to protecting reproductive rights.
  - It's clear who shares their values: Yiu didn't vote on a city council resolution supporting Roe v. Wade, which protected reproductive rights and abortion access, causing the resolution to fail, while Pérez worked to help pass the amendment to protect the right to abortion and contraception in the California State Constitution in 2022.
- When NPP (No Party Preference) and right leaning voters learn that Yiu doesn't show up for our community, even when tragedy strikes, they quickly realize she's not the candidate for them. After the devastating mass shooting in Monterey Park, Yiu didn't even show up to the city council vote that declared a local state of emergency.
- Additionally, NPP voters (along with women of all parties) are concerned when they find out that Yiu's financial firm was censured and fined over \$20,000.00 by the Financial Industry Regulatory Authority for improperly depositing investor funds into a personal account owned by one of the managing members.
- Secondly, as we introduce Pérez, we'll want to make sure voters know about her accomplishments making higher education more accessible and affordable and her track record as a reproductive rights advocate.
  - Voters are also encouraged to hear Pérez is the *only* candidate endorsed by Planned Parenthood Advocates Pasadena and San Gabriel Valley and the California Democratic Party.
- At the end of the survey — after messaging for and against Pérez and Yiu, with slightly more positive messaging for Pérez — Pérez's vote is 20 points higher than the next Democrat on the ballot.



- Despite the advantage we have, there is a lot of movement still to be made in this race. It is clear that Pérez’s story and message resonate with voters in SD25, and it is essential that we have the resources to continue communicating with Democrats.

**Methodology**

*Breakthrough Campaigns conducted a survey of n=543 likely 2024 primary voters in California from December 9 - 18th, 2023 through a combination of phone, text-to-web, and online surveys. The overall margin of sampling error is ± 4.2% at the 95% confidence level.*