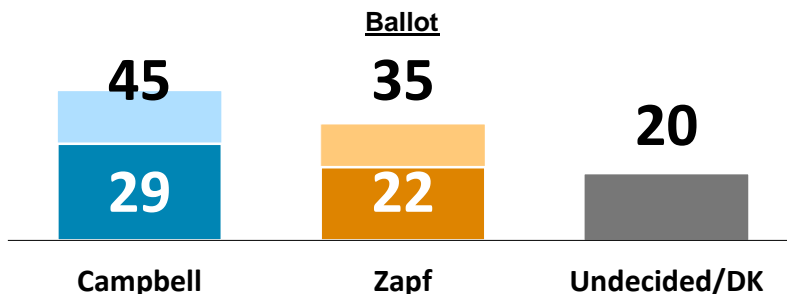
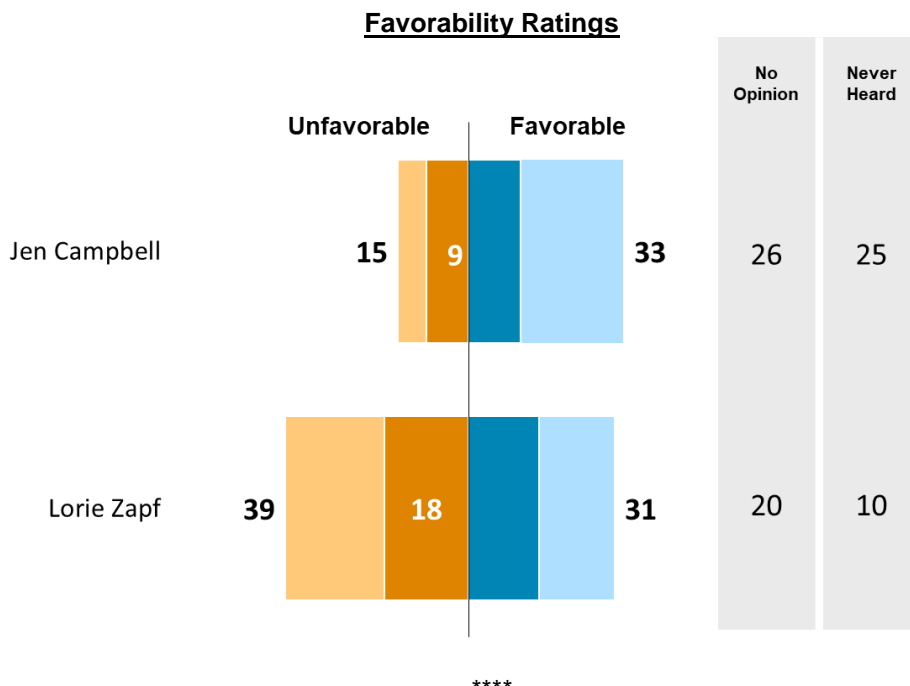


To: Interested Parties
 Fr: Lake Research Partners
 Re: San Diego City Council District 2 Poll Results
 Date: October 24, 2018

The new Lake Research Partners poll of likely general election voters in San Diego's 2nd City Council district shows challenger Jennifer Campbell currently leading the race with 45% of the vote, followed by incumbent Lorie Zapf with 35%, and 20% of voters undecided.¹ This is a major improvement for Campbell, who in mid-September trailed Zapf by 2 points, 29% to 31%, with 40% undecided at that time.



Campbell's favorability and name ID has improved substantially (33% favorable/15% unfavorable) since September (18% favorable/7% unfavorable) and has now surpassed Zapf in favorability. However, half (51%) of voters currently have no opinion or have never heard of Campbell. It's critical for supporters of Campbell to continue communicating and increasing Campbell's name ID across the district to push her above 50% and ensure she wins in November.



 Please do not hesitate to reach out to David Mermin (dmermin@lakeresearch.com) at 510-379-5180 should you have any questions about this memo.

¹ Lake Research Partners conducted a live telephone survey among 350 likely November 2018 general election voters in San Diego's 2nd City Council District. The survey was conducted October 16-22, 2018 and has a margin of error of +/-5.3%.