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PRESS RELEASE
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FOR IMMEDIATE RELEASE

EMERSON COLLEGE POLL: CALIFORNIA MAY BE IN PLAY FOR 2016
PRESIDENTIAL RACE; HARRIS LEADS IN U.S. SENATE RACE; 71% SUPPORT
WATER-USE RESTRICTIONS

BOSTON (4/13/2015): A new poll conducted in California by the Emerson College Polling Society (ECPS) suggests that the perennially blue state, which has not been won by a Republican presidential candidate since 1988, may be in play for the 2016 election.

Hillary Clinton holds a commanding 46-point lead over Senator Elizabeth Warren, her nearest potential rival for the Democratic nomination. However, in head-to-head matchups with the top two GOP contenders, Jeb Bush and Scott Walker, Clinton's 53% to 47% edge is within the poll's margin of error of +/- 3.2%.

California Republicans are split on who their candidate will be. Among those who plan to vote in the GOP primary, Bush and Walker are tied at 17%, physician Ben Carson trails by two points at 15%, and Texas Senator Ted Cruz is at 11%. Nearly 1 in 5 are undecided.

Harris is Leading the U.S. Senate Race

The poll also looked at the U.S. Senate seat being vacated in 2016 by the retirement of Democratic incumbent Barbara Boxer. California Attorney General Kamala Harris is leading a hypothetical field with 23% of the vote, followed by former eBay executive and 2010 gubernatorial loser Meg Whitman at 13%. Rocky Chavez, the only Republican to officially enter the race so far, came in third at 9%.

Water is the Top Issue

Water scarcity is the biggest issue facing California according to 31% of those polled, followed by immigration (21%) and jobs and the economy (13%). Seven in ten Californians (71%) support the mandatory water-use restrictions imposed by Governor Jerry Brown, including 48% who are strongly supportive. Only 18% oppose the cuts. Asked where they would make major reductions at home, 44% said they would reduce watering lawns and plantings, 15% cited showers and baths, and 9% would stop filling their swimming pools. 14% would make no reductions.

Worry is highest (41%) in the agriculturally important Central Valley region. A much larger percentage of Democrats (83%) favor water restrictions than Republicans (60%) and non-aligned voters (55%).

Caller ID

The ECPS survey was conducted statewide in California in English and Spanish from April 2-8, using an Interactive Voice Response (IVR) system. The survey sample consisted of 881

registered voters. The poll has a margin of error of +/-3.2% with a 95% confidence level. The full survey methodology and results can be found at www.theecps.com

California Summer Programs

This summer, for the first time, Emerson College will offer two 10-day intensive seminars in political and sports communication at the college's new Los Angeles campus. Applications are currently being accepted for undergraduates, graduate students and young professionals, but space is limited. Developed and taught by Dr. Gregory Payne, Guest Editor for the American Behavioral Scientist presidential campaign issues since 1988, and Spencer Kimball, National Political Strategist, the courses will focus on crisis communication, public opinion, and strategic communication. For details go to <http://www.emerson.edu/ela/summer/session-2> or contact spencer_kimball@emerson.edu.