



MEMORANDUM

TO:
FROM: Bronx United
RE: NY-15 Polling (June 23, 2020 Dem Primary Election)
DATE: April 21, 2020

Executive summary

- Ruben Diaz, Sr. is favored to win the NY-15 Congressional primary election by at least double digits, taking home nearly 1/3 of the vote.
• Diaz is the best known and most liked candidate in the 12-person field -- he is also the most disliked. A majority of likely voters don't view him as extreme or corrupt.
• Voters have not yet coalesced around an alternative candidate: Ritchie Torres and Michael Blake trail Diaz by significant margins before message testing.
• An independent expenditure focused entirely on attacking Diaz's checkered record of public comments and ethics violations can open the field up, driving Diaz comfortably into third place with Torres and Blake rising above.
• Given the change in voting dynamics due to COVID-19, Diaz enjoys a slightly higher advantage over the other candidates in that his voters are more comfortable voting absentee by a 4-6% margin. In a tight election like this, that advantage could easily deliver a margin of victory to a candidate in spite of high negatives.

Current State of Race based on Poll

Table with 4 columns: Candidate, Vote w/o leans, Vote w/leans, Will Not Vote for. Rows include Ruben Diaz Sr., Ritchie Torres, Michael Blake, Melissa Mark-Viverito, Ydanis Rodriguez, Samelys Lopez, and Not sure.

How we can shape the outcome:

After message testing negatives on Diaz, the exit polling shows a drastic swing in support, with 60% of the electorate declaring they find him unelectable. When given positive information about five of the candidates, voters react most strongly to Torres and Blake.

Table with 4 columns: Candidate, Vote w/o leans, Vote w/leans, Will Not Vote for. Rows include Ritchie Torres, Michael Blake, Ruben Diaz Sr., Samelys Lopez, Ydanis Rodriguez, Melissa Mark-Viverito, and Not sure.

Methodology: Polling was conducted online from April 10-13, 2020. Using Dynamic Online Sampling, along with text message invitations, to attain a sample reflective of Democratic primary voters, Change Research polled 436 registered Democrats in NY-15 who say there is some chance they will vote in the June primary election.