



To: Padilla For Senate Campaign
From: The Mellman Group, Inc.
Re: CA 20th Senate District Primary Election Poll
Date: March 9, 2006

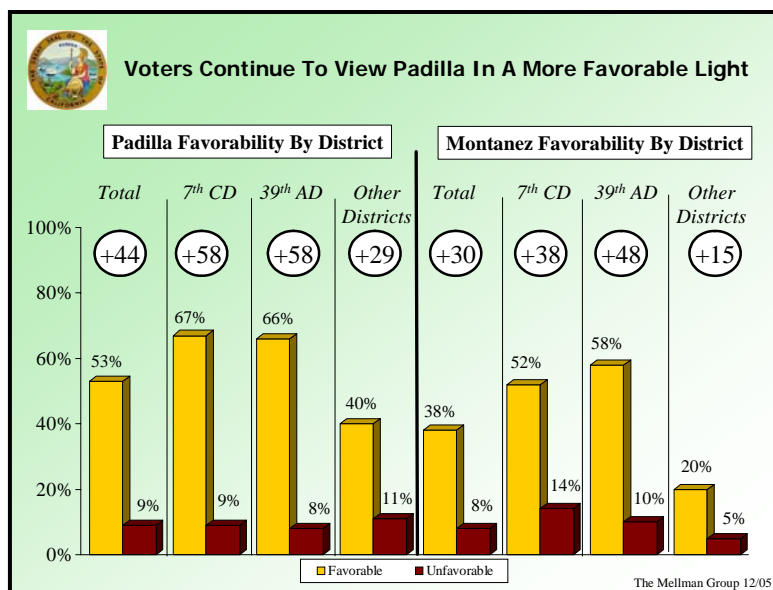
This analysis represents the findings of a survey of 500 likely 2006 Democratic primary election voters in California's 20th Senate District, conducted February 28-March 2, 2005. The margin of error for the survey is +/- 4.4% at the 95% level of confidence. The margin of error is higher for subgroups.

SUMMARY

Our most recent poll in the 20th Senate District shows that Alex Padilla continues to be in a dominant position for the upcoming primary. With fewer than 90 days to go, Padilla leads Montanez 45% to 20%. His lead extends across the critical political geography: he has majority support in the 7th Council District and Montanez' 39th Assembly District, and has a large lead in the rest of the district.

Voters are getting to know the candidates, and continue to feel more favorably toward Padilla than toward Montanez. By every measure, Padilla remains the stronger candidate, and is well-positioned to win the race.

Across The District, Voters Continue To View Padilla More Favorably Than Montanez



In our earlier poll (December, 2005), we found that Alex Padilla was better-known than Cindy Montanez, and voters had a far more favorable impression of him. Months later, with fewer than 90 days to go until the primary, Padilla remains better known across the 20th Senate District, and voters continue to view him more favorably.

Sixty-two percent (62%) of likely primary voters know Alex Padilla; 53% have a favorable impression (up from 48% in

December), while just 9% have an unfavorable impression (down from 11%). Montanez is less well-known, though she has become better-known over the past few months. Forty-six percent (46%) know Montanez, up from 39% in our last poll. Her unfavorable ratings remain at the same level as Padilla's (9%), and the percentage of voters that has a favorable view of her (39%) remains substantially lower than those who have a favorable view of Padilla (53%).

Voters' favorable impression of Padilla extends across the district, and includes his Council district, Montanez' Assembly district, and the rest of the 20th Senate District. More than two-thirds of voters (67%) in the 7th Council District give Padilla favorable ratings (9% unfavorable), while only half (52%) give Montanez favorable ratings (14% unfavorable) there. In Montanez's own home base – the 39th Assembly District – Padilla is also better-known and better-liked than Montanez. Sixty-six percent of voters (66%) view him favorably there (8% unfavorable), compared to only 58% giving Montanez favorable ratings (10% unfavorable).

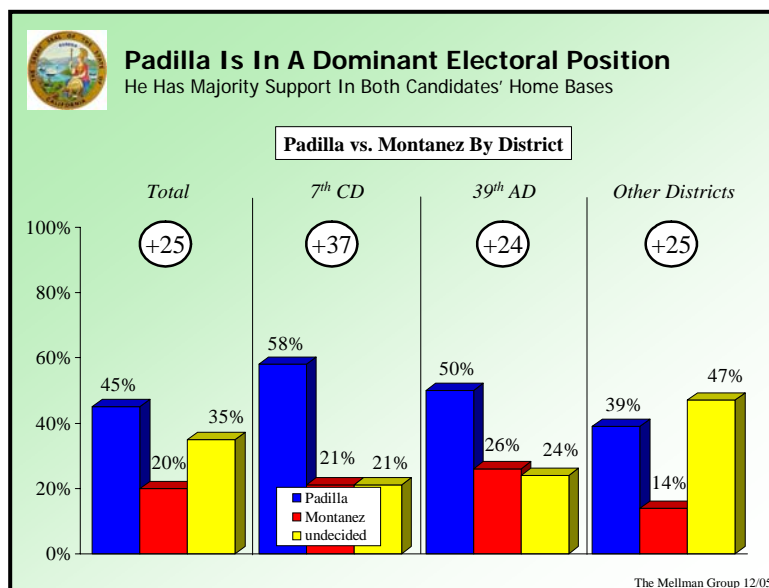
In the rest of the Senate district – the area that is just getting to know these candidates – Padilla is also viewed in a more favorable light. Forty percent (40%) have a favorable view of Padilla (11% unfavorable), while just 20% have a favorable view of Montanez (5% unfavorable).

After months of active campaigning by both candidates, Padilla continues to be better-known and better-liked.

As The Campaign Enters The Home Stretch, Padilla Is In A Dominant Electoral Position

With just 90 days to go until the primary, Padilla maintains a dominant 25 point lead. Forty-five percent (45%) say they will vote for Padilla, with just 20% supporting Montanez.

In December, Padilla led Montanez 38% to 13%. As voters are getting to know these candidates better, they continue to choose Padilla over Montanez by overwhelming margins. Padilla is rapidly approaching the critical 50% threshold.



Not only does Padilla maintain a large lead over Montanez, but the intensity of his support is also impressive. Thirty-one percent (31%) say they strongly support Padilla, more than three times the proportion (10%) that say the same about Montanez.

Among those who know both of the candidates (41% of the electorate), Padilla has majority support, and more than doubles Montanez' vote (56% Padilla, 25% Montanez). Padilla's strong support among these voters is another important indicator of his dominant position in the race.

Padilla's majority support extends across the home political turf of both candidates. In the 7th Council district, 58% support Padilla (21% Montanez), and in her 39th District, 50% favor Padilla (26% Montanez). In the rest of the Senate district – where voters are first meeting these candidates – Padilla is in very strong shape, with more than twice the support of Montanez (39% Padilla, 14% Montanez).

Padilla began the race with a name ID advantage, and that continues. As the campaign heads to the final stretch and voters are meeting the candidates, his electoral standing is dominant and he is well-positioned to win.