

**From: Tom Jensen, Director of Public Policy Polling**  
**To: Interested Parties**  
**Subject: San Diego Mayoral Race a Tossup**  
**Date: January 18<sup>th</sup>, 2014**

A new Public Policy Polling survey of the San Diego Mayoral race finds that the race is a tossup, with David Alvarez holding a slight lead over Kevin Faulconer at 46/45. 9% of voters remain undecided with a little bit over three weeks to go until the election.

Key findings from the poll include:

- Both candidates are popular with the electorate, and they have almost identical favorability ratings. 55% of voters see Alvarez favorably to 27% with an unfavorable opinion. Similarly 54% have a positive opinion of Faulconer to 28% with a negative view.
- Alvarez's slim advantage is based on his strong support from Latinos and younger voters. He is up more than 2:1 with Latinos, getting 63% to just 28% for Faulconer. Comparably, with voters under the age of 45 he has a 61% support level, with Faulconer getting only 27%.

The bottom line on this race is that it could not be much more competitive. It's very unusual for us to find a contest where the candidates are so evenly matched both in terms of their overall support and their favorability numbers. This is one contest where it's not cliché to say – it really will come down to turnout and which side does a better job of getting its people to the polls.

PPP interviewed 526 likely voters on January 13<sup>th</sup> and 14<sup>th</sup> on behalf of the California Democratic Party. The margin of the error for the survey is +/-4.3%



## San Diego, CA, Survey Results

This is a short survey about some important San Diego issues, sponsored by the California Democratic Party. We appreciate your participation.

- Q1** The election for Mayor of San Diego will be held on February 11th. Would you say you will definitely vote in this election, probably vote in it, that the chances are 50/50, or that you will probably not vote?
- |                                     |     |
|-------------------------------------|-----|
| <i>Will definitely vote</i> .....   | 97% |
| <i>Will probably vote</i> .....     | 3%  |
| <i>Chances are 50/50</i> .....      | 0%  |
| <i>Will probably not vote</i> ..... | 0%  |
| <i>Not sure</i> .....               | 0%  |
- Q2** The candidates for Mayor are David Alvarez and Kevin Faulconer. If the election was today, who would you vote for?
- |                              |     |
|------------------------------|-----|
| <i>David Alvarez</i> .....   | 46% |
| <i>Kevin Faulconer</i> ..... | 45% |
| <i>Undecided</i> .....       | 9%  |
- Q3** Do you have a favorable or unfavorable opinion of David Alvarez?
- |                          |     |
|--------------------------|-----|
| <i>Favorable</i> .....   | 55% |
| <i>Unfavorable</i> ..... | 27% |
| <i>Not sure</i> .....    | 18% |
- Q4** Do you have a favorable or unfavorable opinion of Kevin Faulconer?
- |                          |     |
|--------------------------|-----|
| <i>Favorable</i> .....   | 54% |
| <i>Unfavorable</i> ..... | 28% |
| <i>Not sure</i> .....    | 18% |
- Q5** In the last presidential election, did you vote for Barack Obama or Mitt Romney?
- |  |     |
|--|-----|
| <i>Barack Obama</i> .....                | 52% |
| <i>Mitt Romney</i> .....                 | 41% |
| <i>Someone else/Don't remember</i> ..... | 7%  |
- Q6** If you are a woman, press 1. If a man, press 2.
- |                    |     |
|--------------------|-----|
| <i>Woman</i> ..... | 53% |
| <i>Man</i> .....   | 47% |
- Q7** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.
- |                                |     |
|--------------------------------|-----|
| <i>Democrat</i> .....          | 43% |
| <i>Republican</i> .....        | 32% |
| <i>Independent/Other</i> ..... | 25% |
- Q8** If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If Asian, press 4. If other, press 5.
- |                               |     |
|-------------------------------|-----|
| <i>Hispanic</i> .....         | 18% |
| <i>White</i> .....            | 65% |
| <i>African-American</i> ..... | 6%  |
| <i>Asian</i> .....            | 6%  |
| <i>Other</i> .....            | 5%  |
- Q9** If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.
- |                            |     |
|----------------------------|-----|
| <i>18 to 45</i> .....      | 30% |
| <i>46 to 65</i> .....      | 43% |
| <i>Older than 65</i> ..... | 27% |
- Q10** Thank you very much for your time. This call was paid for by the California Democratic Party, phone number 916-442-5707
- |       |    |
|-------|----|
| ..... | 0% |
|-------|----|

