



Polls, Surveys and Political Strategies

Datamar Inc.



City of San Diego Survey

2013 Special Mayoral Primary

November 13, 2013



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Faulconer and Alvarez Leading In Special San Diego Mayoral Election

San Diego – A poll released today by Datamar Inc., surveyed 533 voters on their preference of candidates in the upcoming City of San Diego Special Mayoral Election to be held November 19, 2013. It shows that Councilman Kevin Faulconer is favored by 44.1 percent, and Councilman David Alvarez has the support of 25.3 percent of the voters.

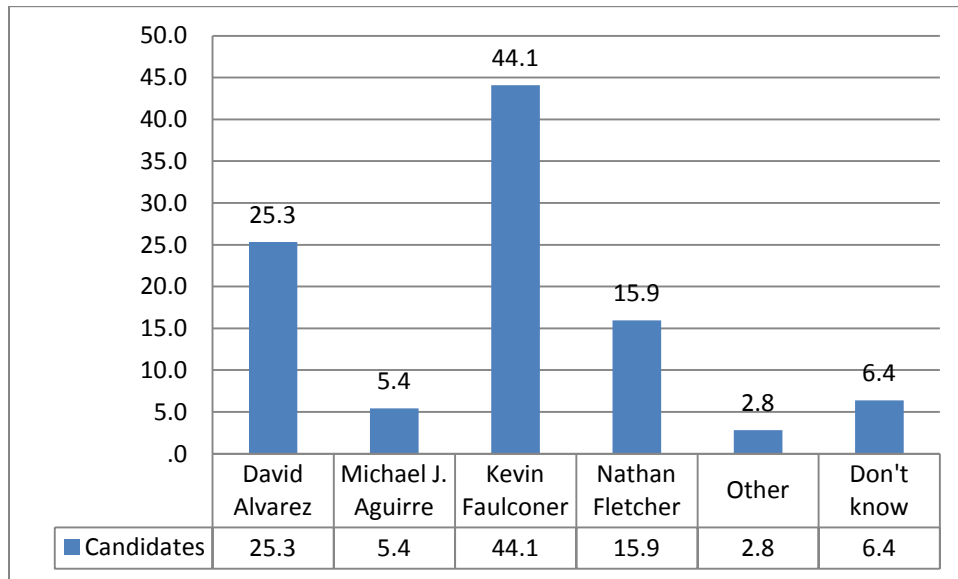


Figure 1

Former State Assemblyman Nathan Fletcher came in third with 15.9% of the respondents vote, and former San Diego City Attorney Michael Aguirre received 5.4%.

San Diego’s municipal elections are officially non-partisan, that is, candidate’s ballot statement does not identify the candidates with a political party identification.

However, when respondents indicated a preference for an individual candidate, the choice greatly correlated with a partisan choice.

Candidate Choice

There are four major political players, based on respondents choice, in the race for Mayor, they are: San Diego Councilmember David Alvarez, former San Diego City Attorney Michael Aguirre, Councilmember Kevin Faulconer, and former California Assemblyman Nathan Fletcher. They are competing for one of the top two places in a possible general election run-off. However, if one of them receives over 50% of the vote, the candidate with the plurality would be named the winner eliminating the need for a general election. We asked respondents to identify for whom they would vote if the election were held today. (Also see Figure 1)

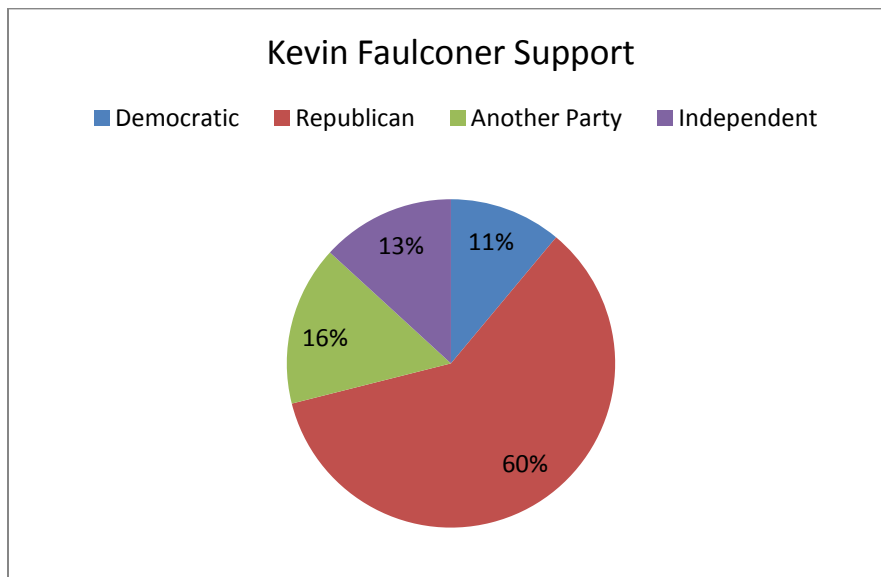
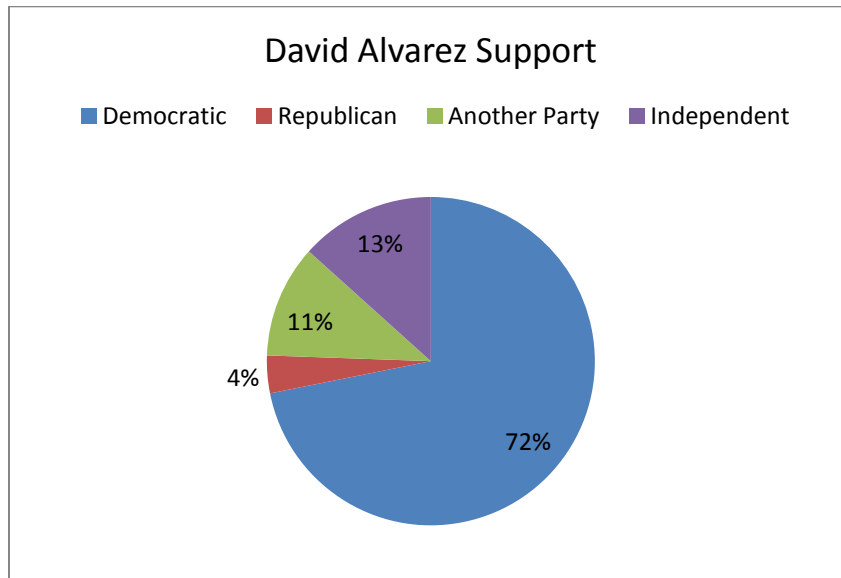
Table 1: Candidate Choice

	David Alvarez	Michael Aguirre	Kevin Faulconer	Nathan Fletcher	Other Candidate	Undecided
Overall Sample N=533	25.3%	5.4%	44.1%	15.9%	2.8%	6.4%

Candidate Choice by Political Identification

The sample was broken into subsets based on political identification. Kevin Faulconer has a commanding lead among Republicans with 80.6 percent, stating an electoral preference for the councilmember. Additionally, 46.3 percent of other party voters indicated that they would vote for Faulconer if the election were held today. David Alvarez was the choice of 46.6 percent of the Democratic respondents. Faulconer has had the benefit of being the lone Republican in this contest, and Alvarez has had competition from two other declared Democrats, The result is that these poll results have the potential for changing dramatically in the event that no one candidate gets a plurality of votes in the primary, and the race continues to a general election.

N=533	Democratic	Republican	Other party	Independents
David Alvarez	46.6%	2.9%	18.8%	25.7%
Michael Aguirre	9.1%	1.1%	7.5%	2.9%
Kevin Faulconer	12.5%	80.6%	46.3%	44.3%
Nathan Fletcher	24.0%	8.0%	12.5%	15.7%
Other Candidate	1.4%	3.4%	3.8%	4.3%
Undecided	6.3%	4.0%	11.3%	7.1%



Kevin Faulconer is overwhelmingly favored by conservatives on overall political ideology; he leads with moderates by (42.5%), somewhat conservative by (71.8%), and very conservative by (79.6%). Liberals, on the other hand, favor David Alvarez on two liberal measures; somewhat liberal by (36.2%), and very liberal by (69.4%).

Table 2: Comparison of each of the two leading candidates on: Overall, Economic, and Social Ideology.

	Very Liberal	Somewhat Liberal	Moderate	Somewhat Conservative	Very Conservative	Undecided
Overall						
David Alvarez	69.4%	36.2%	21.3%	6.8%	4.3%	17.6%
Kevin Faulconer	5.9%	12.8%	42.5%	71.8%	79.6%	35.3%
Social						
David Alvarez	59.8%	33.7%	16.8%	6.3%	5.7%	26.1%
Kevin Faulconer	6.5%	20.8%	45.4%	77.9%	80.7%	34.8%
Economic						
David Alvarez	74.0%	53.3%	28.5%	9.8%	4.4%	15.8%
Kevin Faulconer	4.0%	6.7%	26.9%	62.3%	79.6%	42.1%

Demographical Variables
Table 3: Candidate Choice by Demographic Variables

	David Alvarez	Michael Aguirre	Kevin Faulconer	Nathan Fletcher	Other	Undecided
Gender						
Male	25.8	5.9	44.5	16	2.7	5.1
Female	24.9	5.1	43.7	15.9	2.9	7.6
Age						
18-34	32.6	11.6	34.9	9.3	2.3	9.3
35-49	29.2	4.2	35.7	20.2	3.6	7.1
50-64	19	3.1	53.4	17.2	3.1	4.3
65+	25.8	7.5	45.9	11.9	1.9	6.9
Education						
High School Graduate or Less	45.7	15.2	26.1	4.3	2.2	6.5
Some College/Trade School	21.8	6.1	51	8.8	4.8	7.5
College Graduate or more	24.1	3.8	43.5	20.6	2.1	5.9
Income						
Less Than \$40,000	28	8.3	37.9	12.9	5.3	7.6
\$40,000-\$80,000	31.6	7	43.9	13.5	1.2	2.9
\$80,000-\$120,000	24.3	4.7	47.7	11.2	1.9	10.3
\$120,000 or more	14.6	0.8	48	26.8	3.3	6.5
Ethnic Group						
White/non-Hispanic	20.4	4.4	51.1	16.6	3.1	4.4
Hispanic/Latino	38.3	7.4	35.1	13.8	1.1	4.3
Black/African-American	43.5	6.5	15.2	15.2	2.2	17.4
Asian/other	19.6	7.8	39.2	17.6	3.9	11.8
Don't know	17.4	4.3	52.2	13	4.3	8.7
Marital status						
Married	20.8	5.9	47.8	15.7	2.2	7.6
Separated/Divorced/Widowed	33.7	2	42.6	13	4	4
Never married	35.5	7.9	28.9	19.7	3.9	3.9

Table 4: Preference in voting absentee or in the precinct for candidate supporters

	Absentee	Precinct
David Alvarez	44.4%	50.4%
Michael Aguirre	65.5%	27.6%
Kevin Faulconer	57.4%	35.3%
Nathan Fletcher	51.8%	43.5%
Other	53.3%	46.7%
Don't know	47.1%	47.1%

Voters have a preference in voting either by absentee, or vote at their assigned precinct. Table 4 shows the preference of each voter that supported each candidate. Kevin Faulconer, potentially, will have 57.4 percent of his supporters voting absentee, and 35.3% voting at their precincts. David Alvarez supporter will be more equally divided between absentee 44.4%, and precincts, 50.4%.

Summary

The Special Mayoral contest, up to this point, has been waged, based on poll results, by four principal candidates. Currently, the survey respondents are indicating that the contest will have Kevin Faulconer and David Alvarez as the top two choices of the electorate to continue on to the general election. If that is the case, then the supporters of the other losing candidates will be able to select one of the victorious top-two candidates.

Providing an analysis of what the hypothetical race would look like at this point, we found that with slightly less than one week to go before the mayoral primary there are plenty of uncertainties in predicting the general election.

First, and of primary importance is the voter turnout. This is a special election, barely a year since the last election for the same office. Normally, the most dedicated partisan electorate participates in these elections, for a variety of reasons.



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Sample size 533
+/-4.24 Percent sampling error
November 13, 2013

Methodology: Findings are from a November 13, 2013 survey using a comprehensive predictive model of registered voters, based on election cycles and other factors of voters in California. The survey was conducted using an automated telephone dialer and the voice of a professional announcer.

The targeted-registration-based-sampling (TRBS)* selection criteria were based on election cycles and other voter factors in California. Datamar’s proprietary algorithms were used to generate random samples from the target group for calling.

Where necessary, responses were normalized according to age, gender, region, and political party.

Datamar Inc., an independent polling and political strategies firm located in San Diego, CA

- “targeted-registration-based-sampling”, “TRBS” and “(TRBS)” are service marks of Datamar Inc.