Results of SurveyUSA Election Poll #20768

Geography: City of San Diego, CA
Data Collected: 09/19/2013 - 09/23/2013
Release Date: 09/23/2013
Percentages

Sponsors:
KGTV-TV (San Diego), U-T San Diego ()

Fletcher Emerges as Clear Front Runner in San Diego Special Election to Erase Filner Stain: One month till early voting begins in the special election to replace Bob Filner as Mayor of San Diego, Nathan Fletcher emerges with a strong coalition that puts him atop Kevin Faulconer, who finishes 2nd today, and David Alvarez, who finishes 3rd. Fletcher gets 30% of the votes in a crowded field, with broad support from middle-aged voters, Democrats, whites and Asians. Fletcher's coalition includes the most educated and the most affluent. Voters focused on Leadership and Reaching Across Party Aisle pick Fletcher. Faulconer gets 22% today, backed by Republicans, conservatives, men and seniors. Voters focused on integrity in government pick Faulconer. David Alvarez gets 17% today. He is backed by Hispanics, young voters, liberals and those with the least formal education. If no one candidate receives 50% of the votes in the 11/19/13 special election, a runoff will follow. In head-to-head matchups for the hypothetical runoff, SurveyUSA finds: * Fletcher defeats Faulconer 44% to 30%.
* Fletcher defeats Alvarez 52% to 24%.
* Faulconer and Alvarez effectively tie, 38% Faulconer, 35% Alvarez.

Cell-phones and home-phones are included in this research. SurveyUSA interviewed 800 city of San Diego adults 09/19/13 through 09/23/13. Of the adults, 686 were registered to vote. Of the registered voters, 527 were determined by SurveyUSA to be likely to vote on or before the special election. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone were shown a questionnaire on their smartphone, tablet or other electronic device.

1 If the special election for San Diego mayor were today, who would you vote for? (candidate names rotated)

527 Likely Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
Margin of Sampling Error: +/-4.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
Nathan Fletcher	30%	30%	30%	16%	34%	41%	27%	25%	35%	31%	25%	23%	48%	20%	32%
Mike Aguirre	9%	9%	9%	9%	9%	10%	9%	9%	9%	11%	12%	5%	6%	10%	9%
Kevin Faulconer	22%	26%	18%	10%	24%	25%	31%	17%	28%	28%	10%	13%	23%	18%	23%
David Alvarez	17%	17%	17%	43%	7%	7%	13%	24%	10%	9%	16%	42%	5%	28%	15%
Bruce Coons	2%	3%	1%	2%	2%	3%	2%	2%	3%	2%	2%	2%	0%	0%	3%
Other	4%	6%	3%	4%	3%	5%	4%	4%	5%	2%	3%	7%	10%	0%	5%
Undecided	15%	8%	22%	16%	21%	8%	14%	19%	11%	16%	32%	9%	9%	24%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	25%	27%	27%	21%	52%	48%	58%	8%	24%	9%	20%	80%

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1 If the special election for San Diego mayor were today, who would you vote for? (candidate names rotated)

527 Likely Voters	All	Top Quality				Party Affiliation			Ideology			Education			Income		
Margin of Sampling Error: +/-4.4%		Integrity	Leaders	Fiscal R	Reach	Republi	Democr	Indepen	Conser	Modera	Liberal	High Sc	Some C	4-year	< $40K	$40K -	> $80K
Nathan Fletcher	30%	24%	38%	19%	40%	21%	34%	28%	16%	44%	25%	23%	24%	35%	27%	28%	34%
Mike Aguirre	9%	11%	4%	11%	9%	8%	8%	12%	7%	8%	12%	11%	13%	7%	16%	7%	8%
Kevin Faulconer	22%	32%	14%	31%	9%	51%	10%	18%	48%	17%	10%	12%	22%	25%	20%	21%	26%
David Alvarez	17%	14%	30%	10%	18%	3%	24%	19%	10%	11%	30%	31%	21%	10%	7%	24%	15%
Bruce Coons	2%	2%	2%	1%	4%	1%	2%	4%	1%	3%	2%	2%	1%	3%	2%	0%	4%
Other	4%	2%	4%	0%	2%	3%	2%	9%	6%	2%	7%	5%	2%	6%	5%	7%	1%
Undecided	15%	15%	7%	27%	17%	13%	19%	10%	13%	15%	14%	16%	16%	14%	23%	14%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	26%	16%	13%	25%	47%	27%	26%	41%	28%	9%	35%	56%	24%	33%	43%

2 If no one candidate wins a majority of the votes in the November election, there will be a runoff election between the top two finishers. In the runoff election, if the only two candidates on the ballot were Nathan Fletcher and Mike Aguirre, who would you vote for?

527 Likely Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
Margin of Sampling Error: +/-4.3%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
Fletcher	53%	58%	47%	46%	60%	56%	47%	53%	52%	56%	37%	45%	66%	58%	51%
Aguirre	23%	23%	24%	23%	20%	23%	28%	22%	25%	24%	25%	22%	20%	25%	23%
Undecided	24%	19%	29%	31%	20%	21%	24%	25%	23%	20%	39%	33%	14%	17%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	25%	27%	27%	21%	52%	48%	58%	8%	24%	9%	20%	80%

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527 Likely Voters	All	Top Quality				Party Affiliation			Ideology			Education			Income		
Margin of Sampling Error: +/-4.3%		Integrity	Leaders	Fiscal R	Reach	Republi	Democr	Indepen	Conser	Modera	Liberal	High Sc	Some C	4-year	< $40K	$40K -	> $80K
Fletcher	53%	49%	66%	46%	49%	49%	53%	54%	44%	62%	52%	40%	53%	56%	43%	57%	57%
Aguirre	23%	31%	13%	21%	23%	21%	23%	26%	27%	18%	29%	39%	21%	23%	33%	21%	21%
Undecided	24%	20%	21%	32%	28%	29%	24%	19%	29%	21%	19%	21%	26%	21%	24%	22%	22%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	26%	16%	13%	25%	47%	27%	26%	41%	28%	9%	35%	56%	24%	33%	43%

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3 What if the only candidates were Nathan Fletcher and Kevin Faulconer?

527 Likely Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
Margin of Sampling Error: +/-4.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
Fletcher	44%	45%	43%	39%	47%	50%	39%	43%	45%	45%	34%	44%	48%	57%	41%
Faulconer	30%	36%	24%	23%	28%	29%	42%	26%	35%	37%	23%	16%	29%	22%	32%
Undecided	26%	19%	32%	38%	25%	21%	19%	31%	20%	18%	43%	40%	23%	21%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	25%	27%	27%	21%	52%	48%	58%	8%	24%	9%	20%	80%

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Fletcher	44%	37%	53%	35%	56%	29%	50%	46%	19%	53%	60%	35%	44%	47%	37%	48%	47%
Faulconer	30%	40%	23%	35%	16%	53%	18%	30%	55%	26%	12%	43%	28%	30%	29%	29%	33%
Undecided	26%	23%	24%	30%	28%	18%	32%	24%	26%	20%	28%	22%	27%	23%	34%	22%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	26%	16%	13%	25%	47%	27%	26%	41%	28%	9%	35%	56%	24%	33%	43%

4 OK, what if the only candidates were Nathan Fletcher and David Alvarez?

527 Likely Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
Margin of Sampling Error: +/-4.3%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
Fletcher	52%	60%	45%	47%	62%	54%	44%	55%	50%	59%	44%	34%	65%	62%	50%
Alvarez	24%	24%	24%	36%	16%	18%	29%	25%	23%	18%	17%	46%	12%	22%	24%
Undecided	24%	17%	31%	18%	22%	28%	27%	20%	28%	24%	38%	20%	22%	16%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	25%	27%	27%	21%	52%	48%	58%	8%	24%	9%	20%	80%

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Margin of Sampling Error: +/-4.3%		Integrity	Leaders	Fiscal R	Reach	Republi	Democr	Indepen	Conser	Modera	Liberal	High Sc	Some C	4-year	< $40K	$40K -	> $80K
Fletcher	52%	49%	59%	48%	54%	53%	50%	55%	47%	59%	50%	42%	52%	56%	44%	50%	63%
Alvarez	24%	27%	30%	14%	25%	16%	28%	26%	20%	19%	31%	41%	25%	18%	25%	23%	21%
Undecided	24%	23%	10%	38%	21%	31%	22%	20%	33%	22%	18%	18%	23%	26%	31%	27%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	26%	16%	13%	25%	47%	27%	26%	41%	28%	9%	35%	56%	24%	33%	43%

5 OK, what if the only two candidates in the runoff were Mike Aguirre and Kevin Faulconer?

527 Likely Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
Margin of Sampling Error: +/-4.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
Aguirre	35%	37%	33%	46%	35%	30%	28%	40%	29%	31%	37%	42%	41%	52%	31%
Faulconer	42%	47%	37%	25%	42%	53%	49%	34%	51%	51%	20%	28%	42%	32%	44%
Undecided	23%	16%	29%	30%	23%	17%	23%	26%	20%	18%	43%	30%	17%	15%	25%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	25%	27%	27%	21%	52%	48%	58%	8%	24%	9%	20%	80%

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527 Likely Voters	All	Top Quality				Party Affiliation			Ideology			Education			Income		
Margin of Sampling Error: +/-4.4%		Integrity	Leaders	Fiscal R	Reach	Republi	Democr	Indepen	Conser	Modera	Liberal	High Sc	Some C	4-year	< $40K	$40K -	> $80K
Aguirre	35%	37%	36%	19%	37%	18%	44%	35%	26%	36%	43%	30%	46%	30%	44%	40%	28%
Faulconer	42%	44%	38%	51%	42%	65%	26%	48%	55%	45%	32%	44%	35%	47%	26%	42%	52%
Undecided	23%	19%	26%	30%	20%	17%	30%	17%	19%	19%	25%	26%	18%	23%	31%	19%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	26%	16%	13%	25%	47%	27%	26%	41%	28%	9%	35%	56%	24%	33%	43%

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6 OK, what if the only candidates were Mike Aguirre and David Alvarez?

527 Likely Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
Margin of Sampling Error: +/-4.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
Aguirre	32%	36%	29%	36%	31%	35%	26%	33%	31%	35%	31%	22%	41%	46%	29%
Alvarez	40%	42%	37%	45%	35%	35%	45%	40%	39%	35%	24%	57%	36%	33%	41%
Undecided	28%	22%	34%	18%	34%	30%	29%	27%	29%	29%	45%	22%	24%	21%	30%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	25%	27%	27%	21%	52%	48%	58%	8%	24%	9%	20%	80%

6 OK, what if the only candidates were Mike Aguirre and David Alvarez?

527 Likely Voters	All	Top Quality				Party Affiliation			Ideology			Education			Income		
Margin of Sampling Error: +/-4.4%		Integrity	Leaders	Fiscal R	Reach	Republi	Democr	Indepen	Conser	Modera	Liberal	High Sc	Some C	4-year	< $40K	$40K -	> $80K
Aguirre	32%	31%	28%	24%	39%	34%	29%	36%	34%	31%	34%	31%	41%	28%	34%	36%	30%
Alvarez	40%	38%	55%	32%	37%	27%	46%	40%	24%	43%	47%	43%	35%	39%	36%	32%	46%
Undecided	28%	31%	18%	44%	24%	40%	24%	24%	42%	25%	19%	26%	23%	32%	31%	32%	24%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	26%	16%	13%	25%	47%	27%	26%	41%	28%	9%	35%	56%	24%	33%	43%

7 And what if it were Kevin Faulconer and David Alvarez?

527 Likely Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
Margin of Sampling Error: +/-4.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
Faulconer	38%	45%	31%	27%	36%	44%	47%	32%	45%	49%	38%	14%	34%	35%	39%
Alvarez	35%	34%	37%	49%	34%	29%	29%	41%	29%	26%	16%	66%	31%	43%	34%
Undecided	26%	21%	32%	24%	30%	28%	24%	27%	26%	25%	46%	21%	35%	23%	27%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	25%	27%	27%	21%	52%	48%	58%	8%	24%	9%	20%	80%

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7 And what if it were Kevin Faulconer and David Alvarez?

527 Likely Voters	All	Top Quality				Party Affiliation			Ideology			Education			Income		
Margin of Sampling Error: +/-4.4%		Integrity	Leaders	Fiscal R	Reach	Republi	Democr	Indepen	Conser	Modera	Liberal	High Sc	Some C	4-year	< $40K	$40K -	> $80K
Faulconer	38%	48%	30%	38%	29%	64%	25%	38%	59%	36%	24%	27%	37%	42%	31%	37%	46%
Alvarez	35%	32%	49%	21%	46%	15%	46%	36%	17%	37%	49%	45%	41%	28%	36%	33%	34%
Undecided	26%	20%	22%	42%	25%	21%	29%	26%	24%	27%	27%	28%	23%	30%	34%	30%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	26%	16%	13%	25%	47%	27%	26%	41%	28%	9%	35%	56%	24%	33%	43%

8 Which of these would be the most important quality for a new mayor to have? Integrity? Leadership? Stability? Business experience? Fiscal responsibility? The ability to reach across party lines? Or something else?

527 Likely Voters	All	Gender		Age				<50 / 50+		Race				Cell Phone / Lan	
Margin of Sampling Error: +/-4.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Cell Ph	Landlin
Integrity	30%	29%	32%	19%	25%	37%	43%	22%	40%	30%	17%	32%	43%	24%	32%
Leadership	26%	25%	27%	31%	26%	23%	23%	28%	23%	21%	34%	38%	21%	19%	27%
Stability	6%	8%	4%	11%	7%	4%	1%	9%	3%	6%	5%	7%	5%	13%	4%
Business Experience	3%	1%	4%	0%	6%	2%	2%	3%	2%	3%	2%	1%	2%	4%	2%
Fiscal Responsibility	16%	18%	13%	19%	18%	15%	9%	19%	12%	18%	27%	8%	13%	28%	13%
Reach Across Party Lines	13%	10%	16%	16%	12%	13%	10%	14%	12%	15%	11%	10%	9%	12%	13%
Something Else	4%	4%	3%	4%	2%	4%	5%	3%	4%	5%	3%	1%	2%	0%	4%
Not Sure	3%	4%	2%	0%	4%	2%	8%	2%	4%	3%	1%	3%	5%	0%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	25%	27%	27%	21%	52%	48%	58%	8%	24%	9%	20%	80%

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Integrity	30%	100%	0%	0%	0%	42%	27%	26%	47%	26%	22%	43%	28%	31%	33%	33%	29%
Leadership	26%	0%	100%	0%	0%	22%	33%	19%	14%	26%	32%	12%	27%	25%	22%	24%	27%
Stability	6%	0%	0%	0%	0%	2%	5%	11%	3%	4%	13%	8%	7%	5%	6%	10%	3%
Business Experience	3%	0%	0%	0%	0%	6%	1%	2%	5%	1%	4%	2%	3%	2%	5%	1%	2%
Fiscal Responsibility	16%	0%	0%	100%	0%	13%	16%	18%	16%	18%	13%	12%	16%	17%	14%	17%	16%
Reach Across Party Lines	13%	0%	0%	0%	100%	7%	14%	16%	5%	18%	11%	13%	13%	13%	12%	10%	16%
Something Else	4%	0%	0%	0%	0%	4%	3%	4%	6%	2%	4%	6%	3%	4%	4%	2%	5%
Not Sure	3%	0%	0%	0%	0%	4%	2%	4%	4%	4%	0%	5%	4%	2%	3%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	30%	26%	16%	13%	25%	47%	27%	26%	41%	28%	9%	35%	56%	24%	33%	43%

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.