

Results of SurveyUSA Election Poll #13559

Geography: City of Fresno
Data Collected: 03/07/2008 - 03/09/2008
Release Date: 03/10/2008
Percentaages

Fierce Fight for 2nd Runoff Spot in Primary for Fresno Mayor: Fresno City Councilman Henry T. Perea leads his nearest challenger 2:1 in the race to be the next mayor of Fresno, according to a SurveyUSA poll conducted exclusively for KFSN-TV Fresno, ABC30. But: because the field is crowded, and it is unlikely that Perea will get the needed 50% + 1 vote needed to avoid a runoff, knowing who finishes in 2nd place is key to understanding the contest. At present: Business Leader Ashley Swearengen and former city Councilman Tom Boyajian are effectively tied for 2nd place, Swearengen at 15%, Boyajian at 13%. Six other candidates -- Councilman Jerry Duncan, Deputy Mayor Jeff Eben, Councilman Mike Dages, businessman Jim Boswell, police detective Henry Monreal, and Realtor Ignacio Garibay -- are further back. Perea leads 5:1 among Hispanics, 3:1 among Democrats, 3:1 among seniors, 2:1 among women. Perea and Swearengin are tied among white voters. Swearengin, Perea and Duncan are effectively tied among Republicans. In the battle for the 2nd runoff spot, Boyajian's support is Liberal and Independent, Swearengin's support is Conservative and Republican.

Interactive Tracking Graphs: Compared to an identical SurveyUSA tracking poll released 2 months ago, SurveyUSA's exclusive interactive tracking graphs reveal the following: Among white voters, Swearengin has moved from 4th place to 1st. Among voters age 50+, Perea had led by 10, now leads by 22. Among Conservatives, Swearengin has moved from 3rd place to 1st. Among voters who think gangs are the most important issue facing the new mayor, Perea had led by 11, now by 19. Among voters who think Economic Development is most important, Duncan is the only candidate who has lost ground.

Filtering: 1,400 city of Fresno adults were interviewed by SurveyUSA 03/07/08 through 03/09/08. Of them, 866 were registered to vote. Of them, 527 were determined by SurveyUSA to be likely to vote in the June 2008 primary. If any one candidate receives 50% plus 1 vote in June, he or she wins. If no one candidate receives 50% plus 1 vote, which is likely given the crowded field, the top two finishers advance to a runoff in November 2008. Therefore, who finishes both 1st and 2nd is critical to understanding how a probable runoff election would take shape.

1 If the primary for Fresno mayor were today, and you were standing in the voting booth right now, who would you vote for? Jim Boswell? Tom Boyajian? Mike Dages? Jerry Duncan? Henry T. Perea? Ashley Swearengin? ? Jeff Eben? Ignacio Garibay? Henry Monreal? Or, some other candidate?

527 Likely Voters	All	Gender		Age				<50 / 50+		Race				Management Of		Biggest Issue Facing Fresno				Party Affiliation			Ideology		
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Well M	Poorly	Crime	Gangs	Econo	Housin	Republi	Democr	Indepe	Conser	Modera	Liberal
Jim Boswell	3%	5%	1%	6%	3%	2%	2%	4%	2%	5%	2%	1%	2%	3%	4%	4%	3%	3%	3%	4%	3%	1%	6%	2%	3%
Tom Boyajian	13%	15%	11%	14%	11%	16%	12%	12%	14%	15%	9%	11%	8%	12%	15%	11%	12%	16%	9%	12%	13%	17%	12%	13%	17%
Mike Dages	4%	3%	4%	2%	3%	3%	7%	3%	5%	3%	6%	2%	5%	4%	3%	3%	3%	0%	3%	4%	4%	1%	5%	4%	2%
Jerry Duncan	9%	13%	5%	8%	8%	11%	11%	8%	11%	12%	5%	3%	14%	12%	8%	14%	12%	5%	9%	16%	4%	10%	17%	8%	4%
Henry T. Perea	31%	29%	35%	25%	29%	35%	38%	27%	36%	20%	38%	57%	30%	27%	33%	35%	33%	31%	25%	17%	44%	28%	17%	36%	35%
Ashley Swearengin	15%	15%	16%	13%	21%	13%	13%	18%	13%	20%	7%	5%	23%	15%	17%	10%	14%	23%	16%	19%	14%	14%	19%	19%	11%
Jeff Eben	5%	4%	6%	7%	5%	5%	3%	6%	4%	6%	2%	5%	2%	9%	4%	4%	6%	6%	7%	9%	3%	1%	7%	4%	8%
Ignacio Garibay	1%	2%	1%	2%	3%	0%	0%	2%	0%	0%	1%	4%	0%	1%	2%	1%	1%	0%	3%	1%	2%	0%	1%	1%	1%
Henry Monreal	2%	2%	2%	7%	0%	1%	1%	3%	1%	2%	1%	3%	0%	1%	4%	6%	1%	2%	4%	1%	3%	1%	0%	1%	4%
Other/Undecided	15%	12%	19%	16%	18%	14%	13%	17%	14%	16%	29%	9%	16%	15%	12%	14%	15%	12%	21%	17%	11%	27%	16%	13%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	51%	49%	22%	31%	28%	19%	52%	48%	61%	9%	24%	6%	36%	50%	19%	24%	21%	12%	40%	47%	9%	32%	36%	18%

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.