# Results of SurveyUSA Election Poll #14209

**Geography: City of Fresno**
**Data Collected: 08/08/2008 - 08/10/2008**
**Release Date: 08/11/2008**
**Percentages**

**Sponsor:**
**KFSN-TV (Fresno)**

**12 Weeks To Fresno Mayor Runoff, Swearengin & Perea in Pitched Battle:** In an election for Mayor of Fresno CA today, 08/11/08, Fresno State Director of Community and Economic Development Ashley Swearengin and City Councilman Henry T. Perea finish effectively even, with the slightest edge to Swearengin, according to this SurveyUSA poll conducted exclusively for KFSN-TV, the ABC owned station in Fresno. With a 4.2 percentage point margin of sampling error, and 10% of voters undecided, media and campaigns are cautioned not to put too fine a point on Swearengin's 47% to 43% nominal advantage. Both candidates are well positioned and either may win when votes are counted 11/04/08. Among white voters, Swearengin leads by 27 points; among Hispanics, Perea leads by 44. The ratio of white voters to Hispanic voters on Election Day will determine which man is elected. In today's SurveyUSA poll results, 61% of voters are white, 21% of voters are Hispanic. If Hispanics make-up more than 21% of voters on election day, Perea will outperform these numbers. Swearengin leads by 20 points in North Fresno; Perea leads by 14 points in Central Fresno and leads by 13 in South Fresno. Those who voted for City Councilman Jerry Duncan in the primary back Swearengin 2:1. Those who voted for City Council President Tom Boyajian in the primary split in the general. Among men, Perea leads by 7 points; among women, Swearengin leads by 17 -- a 24 point gender gap. Among voters age 50+, Swearengin leads by 9 points; among voters age 18 to 49, the two candidates are tied. Swearengin gets 63% of Republican voters; Perea gets 58% of Democratic voters; Independents break 5:4 for Swearengin.

**Filtering:** 1,000 city of Fresno adults were interviewed by SurveyUSA 08/08/08 through 08/10/08. Of them, 884 were registered to vote. Of the registered voters, 572 were determined by SurveyUSA to be likely voters in the 11/04/08 general election.

**1** If the election for Fresno mayor were today, and you were standing in the voting booth right now, who would you vote for? (names rotated) Henry T. Perea? Or Ashley Swearengin?

| 572 Likely Voters | All | Gender | | Age | | | | <50 / 50+ | | Race | | | | Party Affiliation | | | Ideology | | | Voted in Primary | | | | | | Region | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Credibility Interval: +/-4.2 pct points | | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | 18-49 | 50+ | White | Black | Hispani | Asian / | Republi | Democr | Indepe | Conser | Modera | Liberal | Perea | Sweare | Duncan | Boyajia | Other | Did Not | North F | Central | South F |
| Henry T. Perea | 43% | 50% | 35% | 45% | 43% | 43% | 40% | 44% | 42% | 32% | 57% | 69% | 42% | 29% | 58% | 38% | 23% | 48% | 60% | 92% | 3% | 25% | 45% | 32% | 38% | 36% | 54% | 52% |
| Ashley Swearengin | 47% | 43% | 52% | 46% | 43% | 50% | 53% | 45% | 51% | 59% | 35% | 25% | 36% | 63% | 34% | 50% | 69% | 44% | 34% | 5% | 96% | 66% | 48% | 51% | 43% | 56% | 40% | 39% |
| Undecided | 10% | 6% | 13% | 9% | 14% | 7% | 7% | 12% | 7% | 9% | 8% | 6% | 22% | 9% | 7% | 13% | 8% | 8% | 6% | 3% | 1% | 9% | 7% | 16% | 19% | 8% | 6% | 8% |
| 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% | 100% | 100% | 100% |
| Composition of Likely Voters | 100% | 52% | 48% | 25% | 29% | 28% | 18% | 54% | 46% | 61% | 9% | 21% | 9% | 39% | 44% | 13% | 31% | 37% | 15% | 28% | 23% | 10% | 7% | 11% | 19% | 54% | 24% | 16% |

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| 572 Likely Voters | All | Biggest Issue Facing Fresno | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Credibility Interval: +/-4.2 pct points | | Crime | Gangs | Econo | Housin | Traffic / | Homele | Downto | Other | Not Sur |
| Henry T. Perea | 43% | 36% | 48% | 39% | 47% | 42% | ** | ** | 30% | ** |
| Ashley Swearengin | 47% | 55% | 46% | 56% | 40% | 54% | ** | ** | 58% | ** |
| Undecided | 10% | 9% | 7% | 6% | 12% | 4% | ** | ** | 12% | ** |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Likely Voters | 100% | 16% | 19% | 26% | 18% | 6% | 3% | 4% | 6% | 2% |

** Too few respondents of this type were interviewed for this data to be meaningful.

**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.

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