

Results of SurveyUSA Election Poll #14725



Sponsor:

KFSN-TV (Fresno)

Geography: City of Fresno

Data Collected: 10/29/2008 - 10/30/2008

Release Date: 10/31/2008

Suddenly, Swearingin Surges in Fresno Mayor Contest: In an election for Fresno mayor today, 10/31/08, four days until votes are counted, Fresno State Director of Community and Economic Development Ashley Swearingin defeats City Councilman Henry T. Perea 53% to 41%, according to this SurveyUSA poll conducted exclusively for KFSN-TV, the ABC owned station in Fresno. In [three previous SurveyUSA tracking polls](#), released in August, September, and mid-October, Swearingin has consistently held a 3 to 5 point lead over Perea. Today, that lead expands to 12 points on the heels of outgoing mayor Alan Autry's [endorsement of Swearingin](#), which occurred hours before the interviewing for this survey began. News coverage of the endorsement was a top story on local newscasts as interviews were being conducted; as that particular story fades over the next four days, Swearingin's support may also soften slightly among likely voters. Swearingin today leads by 12 points among those voters to tell SurveyUSA they have already cast their ballots, and by 13 points among those determined by SurveyUSA to be most likely to vote. 800 Fresno adults interviewed by SurveyUSA; 722 were registered to vote; of them, 603 were determined by SurveyUSA to have already voted or to be likely to vote on or before November 4.

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 Swearingin?

603 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.1%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Republi	Democr	Indepen
Henry T. Perea	41%	39%	43%	38%	41%	41%	43%	40%	42%	30%	52%	67%	27%	15%	63%	32%
Ashley Swearingin	53%	56%	51%	55%	54%	53%	51%	54%	52%	66%	40%	26%	61%	81%	32%	52%
Undecided	6%	6%	6%	7%	5%	5%	6%	6%	6%	4%	9%	8%	12%	4%	5%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	49%	51%	26%	29%	26%	19%	55%	45%	60%	9%	24%	7%	39%	48%	12%

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603 Likely & Actual Voters	All	Ideology			Already Voted?		Vote in Primary							
Margin of Sampling Error: +/-4.1%		Conser	Moder	Liberal	Yes	No	Perea	Sweare	Duncan	Boyajia	Eben	Dages	Other	Did Not
Henry T. Perea	41%	21%	45%	61%	42%	40%	89%	4%	5%	37%	**	**	**	39%
Ashley Swearingin	53%	76%	49%	34%	54%	53%	8%	96%	92%	53%	**	**	**	50%
Undecided	6%	3%	6%	4%	4%	7%	3%	0%	3%	10%	**	**	**	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	34%	39%	19%	42%	58%	28%	26%	6%	6%	4%	2%	2%	24%

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603 Likely & Actual Voters	All	Biggest Issue Facing Fresno							Region		
		Crime	Gangs	Econo	Housin	Traffic /	Homele	Downto	North F	Central	South F
Margin of Sampling Error: +/-4.1%											
Henry T. Perea	41%	35%	45%	43%	36%	**	**	**	35%	47%	48%
Ashley Swearengin	53%	60%	52%	53%	58%	**	**	**	60%	49%	45%
Undecided	6%	5%	4%	4%	6%	**	**	**	5%	4%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	23%	21%	26%	14%	4%	3%	3%	54%	22%	17%

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

Statement of Methodology: The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA 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. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, 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 been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Clifton, NJ.