

Results of SurveyUSA News Poll #18432

Geography: City of San Francisco  
Data Collected: 07/30/2011 - 07/31/2011  
Release Date: 08/01/2011  
Percentages

**In San Francisco, Interim Ed Lee Well Positioned to be Mayor Ed Lee, If He Chooses to Run:** Likeable Ed Lee, who has an unheard of Plus 43 Net Favorability Rating, and who became mayor when Gavin Newsom resigned to become Lieutenant Governor of California, leads by 3:1 his nearest would-be challenger in a hypothetical election for Mayor today, according to a SurveyUSA poll of 528 registered voters, conducted for CBS5 news, KPIX-TV. Men by 5:3 and women by 3:1 want Lee to run for Mayor. Of the 8 other most likely candidates for Mayor, 3 get 10% of the vote in a hypothetical election today. They are Michela Alioto-Pier, who has Plus 3 Net Favorability; Dennis Herrera, who has Plus 12 Net Favorability; and Bevan Dufty, who has an Even Net Favorability, with 25% each having favorable and unfavorable opinions of him. Lee gets 35% in a hypothetical election today. The other 5 named candidates are in single digits. None has a positive favorability rating. Lee is seen favorably by 49% of Hispanics, 50% of blacks, 53% of whites and 56% of Asians. SurveyUSA interviewed 600 city adults on 07/30/11 and 07/31/11. Of them, 528 were registered to vote and were included in this survey.

1 Is your opinion of Ed Lee ... favorable? Unfavorable? Neutral? Or, are you not familiar with Ed Lee?

528 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Favorable	53%	49%	57%	51%	43%	59%	64%	47%	61%	53%	50%	49%	56%	57%	57%	43%	50%	**	**	36%	31%	54%	50%	52%	51%
Unfavorable	10%	14%	6%	16%	8%	8%	7%	12%	8%	7%	12%	24%	10%	7%	5%	19%	11%	**	**	21%	20%	9%	15%	13%	7%
Neutral	28%	31%	26%	27%	38%	25%	19%	33%	22%	32%	26%	18%	27%	25%	30%	33%	31%	**	**	25%	33%	28%	25%	30%	30%
Not Familiar	9%	6%	11%	6%	10%	8%	9%	8%	9%	9%	11%	9%	8%	11%	8%	5%	8%	**	**	18%	16%	8%	10%	6%	11%
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 Registered Voters	100%	50%	50%	27%	30%	23%	20%	58%	42%	51%	7%	12%	31%	38%	19%	16%	15%	4%	3%	5%	5%	91%	11%	37%	43%

2 San Francisco will elect a mayor in November. Should Ed Lee run for mayor?

482 Registered Voters Familiar With	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.5 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Yes	59%	55%	63%	58%	55%	59%	65%	57%	62%	57%	74%	56%	59%	58%	71%	55%	52%	**	**	**	**	59%	63%	62%	52%
No	25%	30%	20%	30%	25%	24%	20%	27%	22%	24%	21%	36%	23%	26%	17%	31%	26%	**	**	**	**	25%	26%	24%	27%
Not Sure	16%	15%	17%	12%	20%	17%	15%	16%	16%	19%	5%	8%	18%	16%	11%	15%	22%	**	**	**	**	16%	11%	14%	21%
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 Registered Voters Fa	100%	51%	49%	28%	30%	23%	20%	58%	42%	51%	6%	12%	31%	37%	20%	16%	15%	4%	3%	5%	5%	92%	10%	38%	42%

3 Is your opinion of Michela Alioto-Pier ... favorable? Unfavorable? Neutral? Or, are you not familiar with Michela Alioto-Pier?

528 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Favorable	27%	24%	30%	26%	22%	33%	29%	24%	31%	27%	27%	32%	24%	31%	29%	31%	15%	**	**	25%	26%	28%	25%	22%	31%
Unfavorable	24%	29%	19%	25%	27%	22%	20%	26%	21%	29%	20%	18%	18%	23%	16%	17%	33%	**	**	29%	39%	22%	32%	21%	24%
Neutral	32%	31%	33%	24%	35%	30%	40%	30%	35%	27%	33%	26%	41%	31%	37%	34%	30%	**	**	16%	13%	33%	22%	41%	29%
Not Familiar	17%	16%	19%	25%	16%	15%	11%	20%	13%	16%	19%	24%	16%	14%	18%	18%	22%	**	**	30%	22%	17%	20%	15%	16%
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 Registered Voters	100%	50%	50%	27%	30%	23%	20%	58%	42%	51%	7%	12%	31%	38%	19%	16%	15%	4%	3%	5%	5%	91%	11%	37%	43%

Results of SurveyUSA News Poll #18432

Geography: City of San Francisco  
Data Collected: 07/30/2011 - 07/31/2011  
Release Date: 08/01/2011  
Percentaages

4 If your opinion of David Chiu is ...

528 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Favorable	16%	20%	13%	20%	9%	17%	23%	14%	19%	17%	15%	7%	20%	22%	15%	10%	20%	**	**	11%	5%	18%	11%	17%	17%
Unfavorable	24%	32%	16%	22%	27%	24%	19%	25%	22%	23%	22%	36%	20%	17%	17%	22%	37%	**	**	49%	54%	22%	48%	25%	17%
Neutral	35%	30%	40%	31%	41%	28%	40%	36%	33%	34%	31%	21%	42%	38%	40%	39%	24%	**	**	14%	17%	36%	15%	34%	42%
Not Familiar	25%	18%	32%	27%	23%	32%	18%	25%	25%	26%	32%	36%	18%	24%	28%	29%	19%	**	**	26%	24%	24%	27%	24%	24%
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 Registered Voters	100%	50%	50%	27%	30%	23%	20%	58%	42%	51%	7%	12%	31%	38%	19%	16%	15%	4%	3%	5%	5%	91%	11%	37%	43%

5 If your opinion of Bevan Dufty is ...

528 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Favorable	25%	30%	19%	27%	30%	24%	14%	29%	19%	29%	22%	27%	18%	30%	21%	33%	20%	**	**	11%	7%	27%	14%	21%	34%
Unfavorable	25%	31%	20%	25%	27%	22%	26%	26%	24%	28%	13%	24%	23%	21%	22%	17%	40%	**	**	35%	58%	24%	38%	29%	17%
Neutral	28%	24%	32%	22%	26%	30%	38%	24%	34%	25%	27%	19%	37%	28%	37%	33%	20%	**	**	21%	18%	29%	20%	28%	32%
Not Familiar	22%	15%	29%	25%	17%	24%	22%	21%	23%	18%	38%	30%	21%	21%	19%	18%	21%	**	**	32%	17%	20%	29%	22%	18%
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 Registered Voters	100%	50%	50%	27%	30%	23%	20%	58%	42%	51%	7%	12%	31%	38%	19%	16%	15%	4%	3%	5%	5%	91%	11%	37%	43%

6 If your opinion of Dennis Herrera is ...

528 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Favorable	32%	35%	30%	31%	33%	32%	33%	32%	32%	36%	28%	37%	25%	40%	28%	37%	21%	**	**	23%	5%	34%	26%	32%	36%
Unfavorable	20%	27%	13%	24%	19%	21%	17%	21%	19%	20%	13%	24%	21%	14%	14%	17%	37%	**	**	36%	64%	18%	36%	22%	15%
Neutral	29%	27%	32%	18%	35%	30%	37%	27%	33%	27%	34%	14%	39%	32%	33%	31%	24%	**	**	20%	14%	30%	14%	29%	34%
Not Familiar	18%	11%	25%	27%	13%	18%	13%	20%	15%	17%	25%	25%	15%	15%	24%	15%	18%	**	**	20%	18%	17%	25%	17%	16%
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 Registered Voters	100%	50%	50%	27%	30%	23%	20%	58%	42%	51%	7%	12%	31%	38%	19%	16%	15%	4%	3%	5%	5%	91%	11%	37%	43%

Results of SurveyUSA News Poll #18432

Geography: City of San Francisco  
Data Collected: 07/30/2011 - 07/31/2011  
Release Date: 08/01/2011  
Percentaages

7 If your opinion of Joanna Rees is ...

528 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Favorable	5%	6%	5%	9%	2%	6%	5%	5%	5%	7%	12%	4%	2%	7%	6%	4%	4%	**	**	2%	1%	6%	7%	5%	3%
Unfavorable	21%	28%	15%	20%	23%	22%	19%	22%	20%	20%	10%	25%	24%	18%	14%	15%	46%	**	**	22%	47%	20%	26%	22%	19%
Neutral	29%	30%	28%	29%	28%	20%	39%	29%	29%	30%	28%	26%	29%	29%	35%	34%	16%	**	**	32%	26%	29%	22%	34%	28%
Not Familiar	45%	37%	52%	41%	46%	52%	38%	44%	46%	43%	50%	45%	46%	47%	45%	46%	34%	**	**	44%	26%	45%	45%	40%	50%
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 Registered Voters	100%	50%	50%	27%	30%	23%	20%	58%	42%	51%	7%	12%	31%	38%	19%	16%	15%	4%	3%	5%	5%	91%	11%	37%	43%

8 If your opinion of Phil Ting is ...

528 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Favorable	14%	15%	12%	9%	18%	16%	11%	14%	13%	11%	24%	6%	18%	19%	9%	9%	16%	**	**	3%	11%	14%	11%	12%	16%
Unfavorable	22%	25%	19%	28%	22%	20%	17%	25%	19%	24%	13%	32%	17%	17%	19%	33%	25%	**	**	29%	40%	22%	26%	28%	13%
Neutral	38%	39%	36%	34%	36%	36%	47%	35%	41%	37%	39%	28%	42%	36%	42%	35%	38%	**	**	31%	31%	38%	34%	42%	38%
Not Familiar	27%	20%	33%	29%	25%	28%	25%	27%	27%	27%	24%	34%	24%	29%	30%	23%	21%	**	**	37%	18%	26%	29%	19%	33%
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 Registered Voters	100%	50%	50%	27%	30%	23%	20%	58%	42%	51%	7%	12%	31%	38%	19%	16%	15%	4%	3%	5%	5%	91%	11%	37%	43%

9 If your opinion of Leeland Yee is ...

528 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Favorable	21%	24%	18%	9%	21%	33%	23%	15%	28%	19%	20%	17%	26%	26%	18%	16%	23%	**	**	9%	8%	22%	14%	19%	24%
Unfavorable	34%	40%	27%	44%	31%	32%	27%	37%	30%	38%	22%	36%	29%	29%	33%	34%	44%	**	**	46%	65%	33%	43%	36%	30%
Neutral	31%	26%	36%	25%	36%	26%	35%	31%	30%	29%	36%	19%	37%	33%	29%	33%	22%	**	**	26%	12%	31%	26%	28%	34%
Not Familiar	15%	10%	19%	22%	12%	9%	15%	17%	12%	15%	23%	27%	8%	11%	20%	18%	11%	**	**	19%	15%	15%	17%	17%	12%
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 Registered Voters	100%	50%	50%	27%	30%	23%	20%	58%	42%	51%	7%	12%	31%	38%	19%	16%	15%	4%	3%	5%	5%	91%	11%	37%	43%

Results of SurveyUSA News Poll #18432

Geography: City of San Francisco  
Data Collected: 07/30/2011 - 07/31/2011  
Release Date: 08/01/2011  
Percentages

10 If your opinion of John Avalos is ...

528 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Favorable	13%	13%	12%	18%	12%	12%	7%	15%	10%	10%	15%	12%	17%	16%	4%	15%	21%	**	**	3%	3%	14%	7%	8%	16%
Unfavorable	29%	35%	23%	35%	28%	28%	24%	31%	26%	34%	14%	24%	26%	20%	31%	31%	42%	**	**	31%	50%	29%	40%	38%	20%
Neutral	26%	25%	27%	18%	23%	26%	41%	21%	33%	25%	27%	22%	29%	28%	32%	23%	12%	**	**	21%	20%	25%	25%	21%	30%
Not Familiar	32%	28%	37%	29%	37%	34%	29%	33%	31%	32%	44%	42%	28%	36%	32%	31%	26%	**	**	46%	26%	33%	27%	33%	35%
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 Registered Voters	100%	50%	50%	27%	30%	23%	20%	58%	42%	51%	7%	12%	31%	38%	19%	16%	15%	4%	3%	5%	5%	91%	11%	37%	43%

11 If the election for San Francisco Mayor were today, who would be your first choice? Michela Alioto-Pier? David Chiu? Bevan Dufty? Dennis Herrera? Ed Lee? Phil Ting? Joanna Rees? Leland Yee? John Avalos? Or another candidate?

528 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation						Tea Party Memb		Ideology			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Asian /	Strong	Democr	Indy Le	Indepe	Indy Le	Republi	Strong	Yes	No	Conser	Modera	Liberal
Alioto-Pier	10%	6%	14%	12%	10%	9%	8%	11%	9%	10%	10%	16%	8%	7%	15%	19%	3%	**	**	12%	14%	10%	12%	14%	6%
Chiu	4%	5%	4%	4%	4%	4%	6%	4%	5%	3%	4%	1%	8%	6%	3%	4%	1%	**	**	12%	12%	4%	6%	3%	6%
Duffy	10%	12%	8%	15%	13%	6%	3%	14%	5%	11%	4%	11%	9%	12%	12%	11%	6%	**	**	2%	0%	11%	2%	6%	17%
Herrera	10%	12%	7%	6%	13%	9%	9%	10%	9%	11%	6%	15%	6%	12%	6%	9%	8%	**	**	17%	3%	10%	13%	10%	10%
Ed Lee	35%	34%	36%	34%	27%	41%	40%	31%	41%	38%	35%	36%	31%	33%	40%	24%	46%	**	**	24%	29%	35%	35%	39%	30%
Ting	1%	1%	1%	0%	3%	2%	0%	1%	1%	1%	1%	0%	2%	1%	0%	1%	1%	**	**	5%	5%	1%	5%	0%	2%
Rees	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	1%	**	**	0%	0%	1%	0%	0%	1%
Leland Yee	8%	9%	8%	2%	11%	11%	10%	7%	10%	6%	11%	11%	11%	9%	13%	3%	7%	**	**	2%	3%	9%	7%	9%	7%
Avalos	7%	5%	8%	11%	4%	6%	5%	7%	6%	5%	1%	3%	12%	7%	3%	12%	11%	**	**	0%	0%	7%	0%	4%	9%
Another Candidate	6%	7%	4%	4%	6%	5%	10%	5%	7%	4%	11%	4%	7%	5%	3%	8%	4%	**	**	15%	17%	5%	10%	5%	5%
Undecided	8%	8%	9%	12%	7%	6%	7%	9%	7%	10%	16%	2%	5%	7%	3%	9%	11%	**	**	11%	16%	8%	10%	9%	7%
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 Registered Voters	100%	50%	50%	27%	30%	23%	20%	58%	42%	51%	7%	12%	31%	38%	19%	16%	15%	4%	3%	5%	5%	91%	11%	37%	43%

\*\* 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.