

1. Thinking about the 2014 election here in San Diego, what are the most important issues facing the city that the next Mayor of San Diego should address?[Open ended, up to two responses]

Create more jobs / fix the economy	37%
Education reform / schools	17%
City's image / corruption	13%
Provide better social services	6%
Environmental issues / Pollution issues	6%
More affordable housing	4%
Immigration issues	4%
Address Taxes	4%
Transportation issues	2%
Race relations / discrimination against Latinos	2%
Charger's football stadium	2%
Something else	19%
Don't know	12%

2. In the election for Mayor of San Diego, will you vote for [rotate] David Alvarez or Kevin Faulconer?[If don't know/undecided] “Since election day is very close, you are going to have to decide soon. If you had to decide today, do you think you would vote for David Alvarez or Kevin Faulconer?”

David Alvarez	75%
Kevin Faulconer	10%
Undecided/Don't know	15%

3. How closely have you been following news about the candidates and issues in the San Diego Mayoral election? Would you say [rotate front/back: very closely, somewhat closely, not too closely, not at all]

Very closely	30%
Somewhat closely	44%
Not too closely	19%
Not at all	4%
Don't know	2%

4. Over the past few months, did anyone from a campaign, political party, or community organization ask you to vote, or register to vote in the San Diego election?

Yes	37%
No	62%
Don't know/can't recall	1%

5. [IF 4=1] Were you contacted by someone from the Alvarez campaign, from the Faulconer campaign, or by representatives of community organizations? [allow multiple responses]

Alvarez	68%
Faulconer	19%
Community Organizations	23%
Don't know	12%

6. Even though San Diego has always had a large Latino population, the city has never elected a Latino as mayor. How important to you is it that San Diego elects a Latino as the next mayor?

Very important	52%
Somewhat important	21%
Not too important	11%
Not at all important	14%
Depends/Don't know	2%

7. Last March as a member of the San Diego City Council, Kevin Faulconer voted AGAINST a resolution which called on San Diego to support comprehensive immigration reform and a path to citizenship for undocumented immigrants. Faulconer said he wanted a resolution that focused on border security and not a pathway to citizenship. Do these policies make you feel more enthusiastic about Faulconer, less enthusiastic about Faulconer, or have no effect on how you feel about Faulconer?

More enthusiastic about Faulconer	9%
Less enthusiastic about Faulconer	52%
Have no effect	32%
Don't know	7%

8. Last March as a member of the San Diego City Council, David Alvarez introduced and championed a resolution which called on San Diego to support comprehensive immigration reform and a path to citizenship for undocumented immigrants. Alvarez said that the most important piece of immigration reform is to ensure immigrants have a pathway to citizenship. Do these policies make you feel more enthusiastic about Alvarez, less enthusiastic about Alvarez, or have no effect on how you feel about Alvarez?

More enthusiastic about Alvarez	61%
Less enthusiastic about Alvarez	5%
Have no effect	31%
Don't know	3%

9. How enthusiastic are you about casting a vote in the February mayoral election? Would you say: very enthusiastic, somewhat enthusiastic, not too enthusiastic, not at all enthusiastic?

Very enthusiastic	64%
Somewhat enthusiastic	26%
Not too enthusiastic	6%
Not at all enthusiastic	2%
Don't know	2%

10. When it comes to news and information about politics and elections, how often do you use or rely on Spanish language television or radio programs, websites, or newspapers?

Every day	25%
Few times per week	18%
Once per week	12%
Few times per month	11%
Few times per year	6%
Never	27%
Don't know	1%

11. When it comes to news and information about politics and elections, how often do you use or rely on English language television or radio programs, websites, or newspapers?

Every day	54%
Few times per week	23%
Once per week	6%
Few times per month	6%
Few times per year	1%
Never	7%
Don't know	1%

About the poll

The Latino Decisions interviewed a total of 400 Latinos identified as likely voters in the mayoral election by landline and cell phone. Surveys were administered in either English or Spanish, according to respondent preference. This poll carries a margin of error of +/- 4.2%. Field dates were January 14-18, 2014.