

Poll of Likely Voters in Fresno - September 2016

Henry Perea holds a lead in the Fresno mayoral run-off election

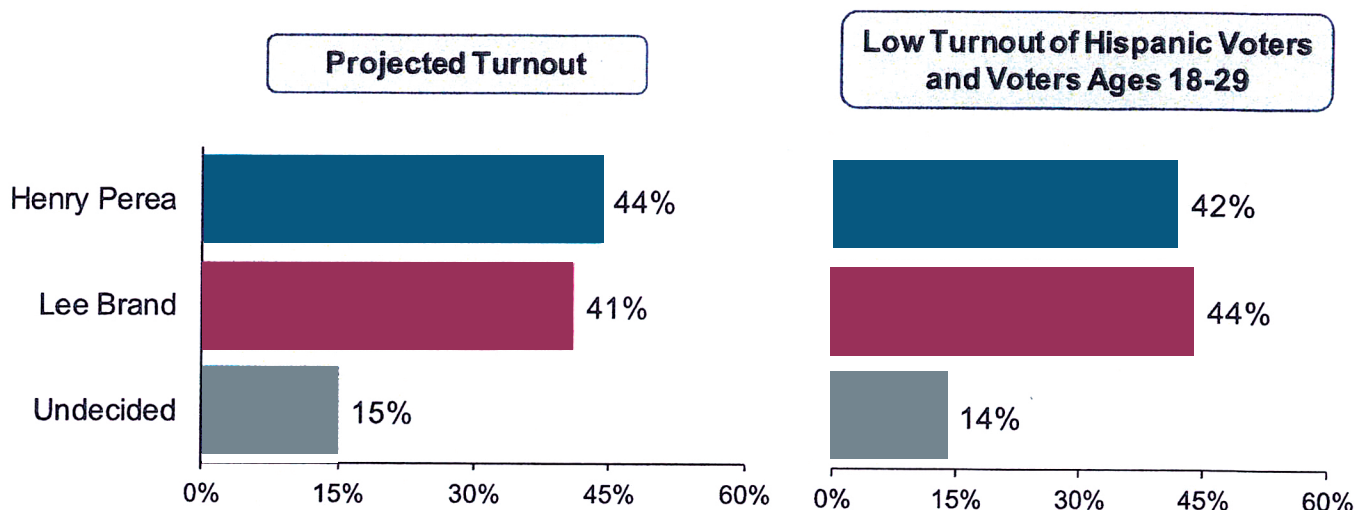
A survey of likely November 2016 General election voters in the City of Fresno shows County Supervisor Henry Perea with a three-point lead over his opponent, City Council member Lee Brand.ⁱ Perea holds an initial lead of 44 percent to 41 percent, with 15 percent of voters undecided (**Figure 1**).

In addition, the remaining undecided voters are disproportionately younger than the electorate as a whole. Voters ages 18-29 make up approximately 16 percent of all likely voters in this election, yet they account for 34 percent of the undecided voters.

Turnout of Younger Voters and Hispanics Are Keys to Outcome of Mayor's Race

One of the most important questions regarding the upcoming November election – both in Fresno and beyond – is which voters will actually turn out to vote in large numbers. While both Latino voters and voters under the age of 30 are projected to turn out in large numbers this November, if this scenario does not occur the results of the mayoral race could be substantially different than those shown in Figure 1. As seen in **Figure 2** below, a turnout scenario that includes fewer Hispanic voters and fewer voters ages 18-29 could flip the election and put Brand in front.

Comparison of Turnout Models for Fresno Mayoral Election



Methodology: From September 18 - 20, 2016, FM3 completed 400 interviews via landline and cellular telephones with registered voters in the City of Fresno who are likely to cast ballots in the November 2016 General Election. Survey participants could take the survey in English or Spanish. Results for the full sample have a margin of sampling error of $\pm 4.9\%$ at the 95% confidence interval; margins of sampling error for subgroups within the sample will be larger.

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