

# Fairbank, Maslin, Maullin & Associates

Opinion Research &  
Public Policy Analysis

TO: Interested Parties

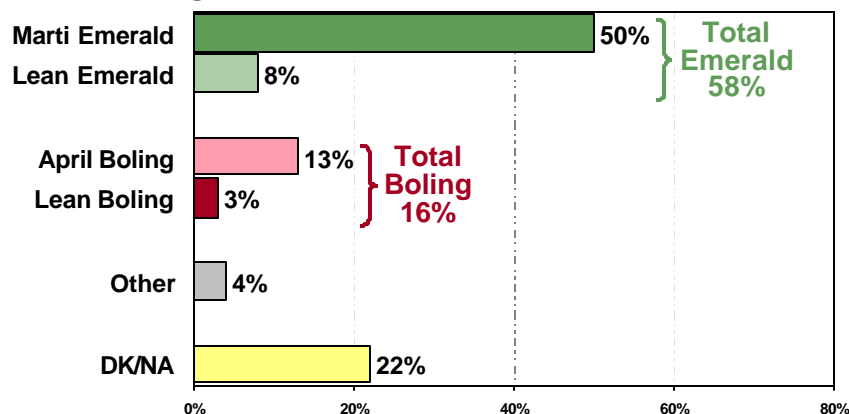
FR: John Fairbank and Jonathan Brown  
Fairbank, Maslin, Maullin & Associates

RE: San Diego 7<sup>th</sup> Council District Survey Results

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According to our recent survey,<sup>1</sup> **Marti Emerald begins the campaign for the 7<sup>th</sup> District City Council seat with an overwhelming lead, demonstrating initial support and favorable ratings that exceed anything we have seen in an open-seat race.** Emerald has 84 percent name recognition and 64 percent of voters give her a personal rating of “very” or “somewhat favorable” (compared to 9% unfavorable). Marti Emerald receives nearly 60 percent of the vote, while April Boling is at just 16 percent in an initial ballot test preceding any information about the candidates, as shown in Figure 1 below.

**Figure 1 – 7<sup>th</sup> Council District Ballot Test**



Emerald's support is remarkably broad and consistent. Republican voters overwhelmingly support Emerald 54 percent to 22 percent, while she carries 63 percent of Democrats and

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<sup>1</sup> From January 7-9, 2008, Fairbank, Maslin, Maullin & Associates (FMM&A) conducted a telephone survey of 400 San Diego voters who are likely to vote in the June 2008 primary election. The margin of error for the full sample is plus or minus 4.9%; margins of error for subgroups will be higher.

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56 percent of Decline-to-State voters. A majority of voters under 50 years of age, as well as older than 50 years support Marti Emerald.

Clearly, voters feel like Emerald has been working for them for a number of years as shown by the strong majorities of voters who are more inclined to vote for her based on positive statements about her record as the “ Troubleshooter” on the local news as shown in Table 1 below.

**Table 1 – Impact of positive statements for Marti Emerald**

Statement	Total more inclined to vote for Emerald	Much more inclined to vote for Emerald
Throughout her years on the local news, Marti Emerald has taken a special interest in protecting seniors from scams that rob them of their money and their dignity. On the City Council, Marti Emerald will make sure that city services are meeting the needs of our senior citizens and crack down on crimes targeting seniors.	77%	48%
For a quarter-century, Marti Emerald has been San Diego’s troubleshooter –exposing scams, dishonest businesses and government corruption on the local news. She is running for the City Council because we desperately need a troubleshooter at City Hall who will stand up for our families instead of the downtown special interests.	74%	41%
As a reporter, Marti Emerald exposed waste, coverups and corruption in local government. As our city council member, Marti will continue her fight to make sure taxpayers get their money’s worth and that local government is open and honest. Other politicians talk about reform and City Hall, but we can trust Marti Emerald to deliver for us.	66%	37%

**Emerald possesses a unique connection to most voters without regard to any of the usual political or demographic considerations. She would be an imposing political opponent for virtually anyone, but especially against a candidate who is almost completely unknown to voters.**