



**Survey and Policy Research Institute**  
at San Jose State University  
One Washington Square  
San Jose, CA 95192-0249

[www.sjsu.edu/spri](http://www.sjsu.edu/spri)

**Philip J. Trounstein**  
Director  
408-924-6993

## Reed takes a strong lead over Chavez in San Jose mayor's race

*Carr leading Sinunu for DA; Measure A land-use controls ahead in the county*

SAN JOSE, Nov. 2, 2006 -- City Councilman Chuck Reed has widened his lead over Vice Mayor Cindy Chavez in the race for San Jose mayor and with less than a week before voters go to the polls he now leads 47-35% with about 18% undecided, according to a new poll of likely voters by the San Jose Mercury News and NBC11.

The survey also found Superior Court Judge Dolores Carr leading Chief Assistant District Attorney Karyn Sinunu 32-20%, but with nearly half of the voters still undecided. Also, Measure A, the countywide land-use initiative to restrict development outside of city limits, is leading 38-25% but with 37% still uncertain.

In the race for San Jose mayor, Chavez is confronted with a daunting challenge in the final days of the campaign. Reed has built strong support among Republicans, independents, moderates, conservatives, whites, Asians, non-union households and wealthier neighborhoods

To catch up, Chavez would have to sweep the undecided vote, especially among Democrats, liberals, Latinos and union households, where she is running ahead of Reed. She also would have to make up ground among women, with whom she has fallen behind.

The nonpartisan Survey and Policy Research Institute at San Jose State University conducted the poll for the Mercury News and NBC11 October 29-30 among 910 registered voters who cast ballots in the last general election or who are newly registered. These included 607 San Jose voters.

Respondents were interviewed only if they said they would be voting in the Nov. 7 election.

The margin of error for the results in the San Jose mayor's race is plus or minus 4 percentage points. Countywide results were weighted to account for the over-sample of San Jose voters. The margin of error for Measure A and the DA's race is plus or minus 3.3 percentage points.

In late September, Reed, who had made ethics his signature campaign issue, came under criticism for having been reimbursed by the city for contributions he had made to various

	October 3-5		October 29-30	
	Chavez	Reed	Chavez	Reed
<b>Total</b>	40	42	35	47
Men	38	45	34	52
Women	43	39	37	43
Democrat	50	33	48	36
Republican	23	58	15	72
Independent	41	40	31	40
Liberal	50	32	44	40
Moderate	41	42	33	48
Conservative	27	59	27	56
White	36	49	34	55
Latino	66	21	57	21
Asian	36	44	26	44
Union HH	40	34	44	41
Non-union HH	41	44	33	48
Primary voter	37	47	31	55
Prim non-voter	46	33	41	35

community and charitable organizations. After first contending he had done nothing wrong, he apologized and said he would repay the city \$39,035.

A few days later, the Mercury News/NBC11 survey found that rather than a wide lead he had been rumored to have over Chavez, he held just a slight 42-40% advantage.

Since then, Reed has won the endorsements of three local newspapers and has continued to argue that Chavez has been too close to Ron Gonzales, the indicted and unpopular incumbent mayor.

In the meantime, Reed has gained ground while Chavez has lost support, even among some of those constituencies where she was presumed to have an advantage. Her Latino support, for example, which was 66% in early October has fallen to 57% at the end of the month.

The new survey found Reed leading in City Council Districts 2, 4, 6, 8, 9 and 10 – generally higher-income areas with higher-propensity voters. Chavez is leading in Districts 3, 5 and 7 – generally lower-income neighborhoods with lower-propensity voters – as well as in District 1 on the city’s west side.

As in early October, the race retains a strong partisan cast, even though both Reed and Chavez are Democrats.

Additional indicators of Reed’s strength approaching the election are his leads among those who voted in the June primary, among absentee voters and among those who voted in at least two of the last five elections.

Among the 59% of voters who cast ballots in the primary, Reed leads 55-31%. Chavez, on the other hand, leads 41-35% among the 41% of prospective voters who did not cast ballots in June but who say they will be voting next week.

Reed also leads 57-29% among the 25% of voters who said they had already cast an absentee ballot in the mayor’s race.

And among the 81% of the survey sample who are the most likely voters – those who have voted in the last general election and at least one other of the last five elections, plus the newly registered -- Reed leads 51-34%.

## District Attorney

	October 29-30		
	<b>Carr</b>	<b>Sinunu</b>	
<b>Total</b>	<b>32</b>	<b>20</b>	In the countywide race to replace retiring District Attorney George Kennedy, Superior Court Judge Dolores Carr is leading Chief Assistant District Attorney Karyn Sinunu 32-20%. But a huge 48% of respondents said they hadn’t made up their mind or they refused to divulge their vote.
Men	32	23	
Women	32	18	In races like a contest for district attorney, where voters know little about the candidates, local newspaper endorsements have been shown to be influential. Although the Mercury News endorsed Sinunu in the primary, the paper did not print its general-election endorsement of Sinunu until Tuesday -- the morning after the survey was completed.
Democrat	30	24	
Republican	41	18	Whether Sinunu can make use of this important third-party validation in time for Tuesday’s election is uncertain.
Independent	23	15	She has her work cut out for her. She trails in every demographic group.
Liberal	29	26	
Moderate	29	20	
Conservative	42	17	
White	32	22	
Latino	41	19	
Asian	28	15	
Union HH	38	22	
Nonunion HH	31	21	
Most likely	33	21	

## Measure A

Measure A, a countywide initiative to limit development on hillsides and ranchlands in unincorporated areas, is leading 38-25%, but about four in 10 voters have not taken a stance or were unwilling to share their view.

The measure leads across all demographic groups but is virtually tied among conservatives and Republicans.

October 29-30		
<b>Measure A</b>	<b>Yes</b>	<b>No</b>
<b>Total</b>	<b>38</b>	<b>25</b>
Men	37	31
Women	39	19
Democrat	43	21
Republican	33	32
Independent	31	27
Liberal	45	19
Moderate	38	26
Conservative	34	33
White	39	27
Latino	40	25
Asian	38	19
Union HH	47	24
Non-union HH	36	26
Most likely	40	26