



MTO Interested Parties
FROM FM3 Research
RE: Voter Opinions of the Race for San José Mayor
DATE September 2, 2022

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed 674 interviews with likely November 2022 voters in the City of San José.¹ **The data show that the race for Mayor is a dead heat; Cindy Chavez is better-known, but voters are more divided in their views of her.** Matt Mahan’s experience and profile resonate more broadly with voters, positioning him well to be successful in the November election.

Detailed findings of the poll include:

- **Matt Mahan and Cindy Chavez are statistically tied in the race for Mayor.** Matt Mahan receives 37% of the vote in the initial horse race and Cindy Chavez receives 38%. One-quarter of voters are undecided.

Figure 1: Initial Vote Preferences for San José Mayor

Candidate	Percent of the Electorate
Cindy Chavez	38%
Matt Mahan	37%
Undecided	25%

- **Cindy Chavez is slightly better known among the electorate, but voters are more divided in their perceptions her.** While Cindy Chavez benefits from higher name recognition than Matt Mahan (73% compared to his 58%), the margin between those who view her favorably (41%) and unfavorably (32%) is in the single-digits. In contrast, 38% of voters view Matt Mahan favorably and 20% view him unfavorably – a ratio of nearly two-to-one.
- **Matt Mahan’s profile resonates with voters.** When provided with generic descriptions of two potential candidates for Mayor, a plurality indicated they’d be more likely to support a candidate whose background matched Mahan’s – a former teacher, company founder and councilmember. Only 30% preferred Chavez’s profile as a labor leader and elected official (**Figure 2** on the next page).

Figure 2: Preferred Candidate Descriptions

Description	Percent Choosing
A candidate who is a former public-school teacher, founder of companies, and recent city council member	44%
A candidate who has spent most of their career as an elected official and a labor leader	30%
Both/Neither/DK	16%

- When voters hear pros and cons on both candidates, they move solidly in Mahan’s direction.** Voters heard positive messages based on the candidates’ communications in the race, as well as criticisms of both their records. As voters learned more about both Mahan and Chavez, Mahan opened up a strong lead outside the survey’s margin of error. Voters are particularly motivated by Mahan’s concrete plans to address homelessness, fight crime and bring accountability to city government.

In sum, the poll data show that **Mahan and Chavez are neck-and-neck in the race for Mayor; the data also show that with an appealing profile and strong messaging, Mahan is well-positioned to open up a clear lead.**

ⁱ **Methodology:** From July 26 – August 1, 2022, FM3 completed 674 telephone and online interviews in English and Vietnamese with randomly-selected likely November voters in San José. The margin of sampling error for the study is $\pm 4.0\%$ at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.