



USA Polling Group City of Mobile, 2013 Mayoral Election

FOR RELEASE
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Mobile, AL – New USA Poll finds Stimpson, Jones locked in dead heat for Mayor.

These findings are based on a poll conducted by the USA Polling Group at the University of South Alabama. The poll is sponsored by Lagniappe and the USA Polling Group. The poll was conducted with City of Mobile registered voters who are likely to vote from July 22 to August 4, 2013.

RACE FOR MAYOR . . .

Currently among likely voters, 47 percent support Sandy Stimpson and another 47 percent support Sam Jones, a statistical dead heat. A key six percent of likely voters are undecided. Based on these numbers, both candidates still have a chance to win. Stimpson has positioned himself well at this point given that he is facing an incumbent; but, in the remaining weeks of the campaign, both Stimpson and Jones will have opportunities to change the dynamics of this race including the remaining debate, ad campaigns, and personal appearances. However, if the race remains close two important factors will be 1) attracting remaining undecided voters, and 2) get out the vote efforts by both campaigns to ensure their supporters show up to vote.

ISSUE PERCEPTIONS . . .

Likely voter respondents were asked if they agree with the statement: the City of Mobile is headed in the right direction. Sixty-two percent say they agree with this statement. Thirty-three percent disagree, while four percent neither agree nor disagree and two percent are not sure.

When asked about a variety of issues facing the City of Mobile and which candidate would best be able to handle those issues, respondents went back and forth on who they thought would do the best job. Further, many respondents remain undecided over who would be the best candidate. Finally, some political cynicism or possibly despair was on display as a small percentage of respondents across all the issues suggested none of the candidates would best be able to address the various issues.

The numbers for each issue are as follows (full question text, as well as demographic breakdowns follow in the accompanying tables):

Issue Perceptions Summary

Issue	Dr. Doris Brown	Sam Jones	Sandy Stimpson	None	Don't Know	Count
Airbus	<1%	44%	40%	2%	14%	435
City's Crime Rate	<1%	36%	40%	3%	21%	433
Cruise Ship	<1%	40%	37%	6%	18%	434
Public Openness	1%	44%	39%	2%	13%	437
City's Finances	2%	36%	43%	2%	18%	434
Quality of Life	2%	42%	37%	1%	18%	436
Stormwater Runoff	1%	40%	39%	1%	19%	436



USA POLLING GROUP METHODOLOGY

These findings are based on the poll conducted by the USA Polling Group at the University of South Alabama between July 22 and August 4, 2013.

A random sample of 441 likely registered voters from throughout the City of Mobile were interviewed by landline telephone and cellular telephone. In 95 of 100 cases, the estimates will be accurate to plus or minus 4.7 percent.

In addition to sampling error, there are other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects that can introduce error or bias.

Reported percentages may not total to 100% due to rounding.

Results for subgroups have the potential for somewhat larger variation than those for the entire population.

The data have been weighted to account for known population characteristics related to age, race, gender, and geography.

2013 Mayoral Election

“Suppose the election for mayor was being held today and the candidates were . . . Dr. Doris J.W. Brown . . . Sam Jones . . . and Sandy Stimpson. Which would you vote for?”

		Dr. Doris Brown	Sam Jones	Sandy Stimpson	Don't Know	Count
Likely Voters		<1%	47%	47%	6%	417
Age of Respondent	18 to 29		58%	34%	8%	87
	30 to 44		52%	46%	2%	98
	45 to 54		45%	49%	6%	67*
	55 to 64	1%	42%	51%	6%	84
	65 and over		37%	58%	6%	71*
Race	African-American		84%	7%	9%	178
	White	1%	14%	82%	4%	192
	Other		36%	64%		11*
Sex	Female		52%	41%	7%	221
	Male	1%	41%	54%	4%	196

* Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.

Right Direction

“Would you agree or disagree with the following statement: The City of Mobile is heading in the right direction.”

		Agree	Neither	Disagree	Don't Know	Count
Likely Voters		62%	4%	33%	2%	437
Age of Respondent	18 to 29	60%	5%	34%		96
	30 to 44	63%	1%	34%	2%	100
	45 to 54	72%	3%	25%		67*
	55 to 64	60%	5%	36%		87
	65 and over	57%	4%	31%	8%	77
Race	African-American	87%	1%	11%	2%	192
	White	40%	6%	52%	2%	200
	Other	67%	8%	25%		12*
Sex	Female	66%	3%	29%	2%	236
	Male	57%	4%	37%	2%	202

* Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.

Airbus

“Which mayoral candidate do you feel would best be able to take advantage of opportunities associated with Airbus?”

		Dr. Doris Brown	Sam Jones	Sandy Stimpson	None	Don't Know	Count
Likely Voters		<1%	44%	40%	2%	14%	435
Age of Respondent	18 to 29		49%	28%		23%	96
	30 to 44		44%	43%	3%	11%	103
	45 to 54		49%	40%	3%	8%	67*
	55 to 64	1%	45%	41%	1%	12%	85
	65 and over		35%	47%	1%	17%	75*
Race	African-American		77%	10%	2%	12%	190
	White	1%	11%	69%	2%	17%	197
	Other		36%	54%		9%	11*
Sex	Female		50%	34%	2%	14%	230
	Male	1%	38%	46%	2%	14%	204

* Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.

Crime Rate

“Which mayoral candidate do you feel would do the best job reducing the city’s crime rate?”

		Dr. Doris Brown	Sam Jones	Sandy Stimpson	None	Don’t Know	Count
Likely Voters		<1%	36%	40%	3%	21%	433
Age of Respondent	18 to 29		36%	24%	5%	35%	95
	30 to 44		35%	42%		22%	102
	45 to 54		37%	44%	6%	13%	68*
	55 to 64	1%	38%	44%	1%	16%	85
	65 and over		31%	50%	3%	16%	74*
Race	African-American		58%	10%	4%	28%	190
	White	1%	14%	68%	2%	16%	195
	Other		31%	54%	8%	8%	13*
Sex	Female		40%	36%	1%	23%	228
	Male	1%	31%	46%	4%	19%	204

* Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.

Cruise Ship

“Which mayoral candidate do you feel would be most likely to secure another cruise ship for the terminal?”

		Dr. Doris Brown	Sam Jones	Sandy Stimpson	None	Don't Know	Count
Likely Voters		<1%	40%	37%	6%	18%	434
Age of Respondent	18 to 29		39%	26%	5%	30%	95
	30 to 44		41%	43%	6%	10%	102
	45 to 54		44%	41%	6%	9%	68*
	55 to 64	1%	37%	40%	6%	16%	86
	65 and over	1%	35%	38%	5%	20%	74*
Race	African-American		63%	10%	6%	21%	190
	White	1%	15%	62%	6%	16%	196
	Other	8%	33%	50%		8%	12*
Sex	Female		42%	32%	4%	21%	229
	Male		37%	43%	7%	14%	204

* Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.

Public Openness

“Which mayoral candidate do you feel would be the most open with the public?”

		Dr. Doris Brown	Sam Jones	Sandy Stimpson	None	Don't Know	Count
Likely Voters		1%	44%	39%	2%	13%	437
Age of Respondent	18 to 29	2%	46%	21%	5%	25%	95
	30 to 44		53%	38%		9%	104
	45 to 54		44%	46%	3%	7%	69*
	55 to 64	1%	41%	42%	4%	13%	86
	65 and over		36%	51%	1%	12%	75*
Race	African-American		75%	6%	3%	16%	191
	White	1%	15%	71%	2%	11%	198
	Other	17%	17%	58%		8%	12*
Sex	Female	1%	51%	35%	1%	12%	232
	Male	1%	37%	44%	4%	15%	206

* Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.

City Finances

“Which mayoral candidate do you feel would do the best job with city finances?”

		Dr. Doris Brown	Sam Jones	Sandy Stimpson	None	Don't Know	Count
Likely Voters		2%	36%	43%	2%	18%	434
Age of Respondent	18 to 29	2%	36%	30%		31%	96
	30 to 44		37%	46%		17%	101
	45 to 54	4%	37%	43%	2%	13%	67*
	55 to 64	1%	35%	44%	5%	15%	85
	65 and over		35%	51%	1%	12%	74*
Race	African-American	2%	60%	8%	2%	28%	190
	White	1%	11%	75%	2%	12%	194
	Other	17%	17%	58%		8%	12*
Sex	Female	3%	37%	39%		21%	229
	Male	1%	35%	48%	2%	15%	204

* Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.

Quality of Life

“Which mayoral candidate do you feel would do the best job with quality of life issues such as improving or adding parks and bike trails?”

		Dr. Doris Brown	Sam Jones	Sandy Stimpson	None	Don't Know	Count
Likely Voters		2%	42%	37%	1%	18%	436
Age of Respondent	18 to 29	6%	46%	14%		34%	96
	30 to 44		44%	46%		11%	103
	45 to 54		46%	45%	2%	8%	67*
	55 to 64	2%	39%	40%	2%	16%	85
	65 and over		35%	43%	1%	20%	74*
Race	African-American		70%	12%	1%	18%	191
	White	2%	15%	61%	2%	19%	197
	Other	17%	17%	58%		8%	12*
Sex	Female	1%	44%	38%		16%	231
	Male	2%	40%	37%	2%	20%	205

* Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.

Stormwater Runoff

“Which mayoral candidate do you feel would do the best job addressing stormwater runoff and the associated litter in the waterways?”

		Dr. Doris Brown	Sam Jones	Sandy Stimpson	None	Don't Know	Count
Likely Voters		1%	40%	39%	1%	19%	436
Age of Respondent	18 to 29		41%	25%		34%	95
	30 to 44		47%	39%		15%	103
	45 to 54		41%	48%	2%	9%	68*
	55 to 64	3%	36%	40%	6%	15%	87
	65 and over		32%	45%	1%	21%	75*
Race	African-American		68%	10%	1%	20%	190
	White	2%	11%	68%	2%	18%	197
	Other		36%	54%		9%	11*
Sex	Female		45%	35%	1%	19%	231
	Male	1%	34%	44%	2%	19%	204

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