



SUMMARY OF KEY FINDINGS

# WASHINGTON, D.C. CITYWIDE POLL 2010 Election for Mayor

November 2009

CLARUS RESEARCH GROUP  
1201 CONNECTICUT AVENUE  
SUITE 600  
WASHINGTON, D.C. 20036  
[WWW.ClarusRG.com](http://WWW.ClarusRG.com)



## METHODOLOGY

**Clarus Research Group** is a full-service, nonpartisan, survey research firm based in Washington, D.C. that provides market insights and practical analysis for corporate, association, nonprofit and advocacy clients. More information on Clarus clients and service offerings may be found on the Web at [www.ClarusRG.com](http://www.ClarusRG.com).

Clarus conducted this citywide survey among 501 voters in Washington, D.C., based on a representative, scientifically-selected sample. The margin of error is +/- 4.4 percent.

Interviews were conducted via telephone by live interviewers November 15-18, 2009.

These survey questions were not asked on behalf of, or paid for by, any client, political candidate or party organization. The survey was conducted by Clarus as a public service.

**Ronald A. Faucheux, Ph.D., President, Clarus Research Group**  
Contact information: [Rfaucheux@ClarusRG.com](mailto:Rfaucheux@ClarusRG.com)

**Brynna McCosker, Director of Operations, Clarus Research Group**



## Key Findings

- Mayor Fenty has an upside down job rating, his disapproval exceeds his approval by 6 points.
- Fenty does better among whites (60%) than blacks (30%), and among voters under 50 (51%) than 50 and older (35%).
- Police Chief Lanier has the best ratings tested in this survey, with an impressive 71% approval. Her rating among whites is 76%, and blacks 67%.
- Gray does best among black voters (60%) and Ward 6-7-8 area (56%).
- Rhee does better among whites (69%) than blacks (28%). She's stronger among men (54%) than women (41%). She has 70% approval in Wards 2 and 3 and 39% in the rest of the city.

## JOB RATINGS

**QUESTION:** I am now going to read you a list of local public officials. Please tell me whether you approve or disapprove of the job each is doing. If I read a name you have never heard of, please just say so.... N=501

	Approve	Disapprove	Never heard of/ Don't know
<b>Mayor Adrian Fenty</b>	43%	49%	8%
<b>Council Chairman Vincent Gray</b>	46	16	38
<b>Police Chief Cathy Lanier</b>	71	12	17
<b>Chancellor of Education Michelle Rhee</b>	47	39	14



Because of rounding, all columns throughout this survey report do not add up to 100 percent.

## Key Findings

- *Keeping the city safe, clean and in good repair are Fenty's strong points.*
- *On two of the city's hottest issues – education and jobs – Fenty scores below 50% but his approval ratings on both are higher than his disapproval ratings.*
- *Fenty's majority positive rating on the crime issue is likely related, at least in part, to the popularity of Chief Lanier.*
- *Fenty's weakest points are bringing people together, handling city finances, putting the city's interest above politics, living up to high ethical standards, and managing city government – all under 40%, and in some cases under 30%.*

## MAYOR'S HANDLING OF ISSUES

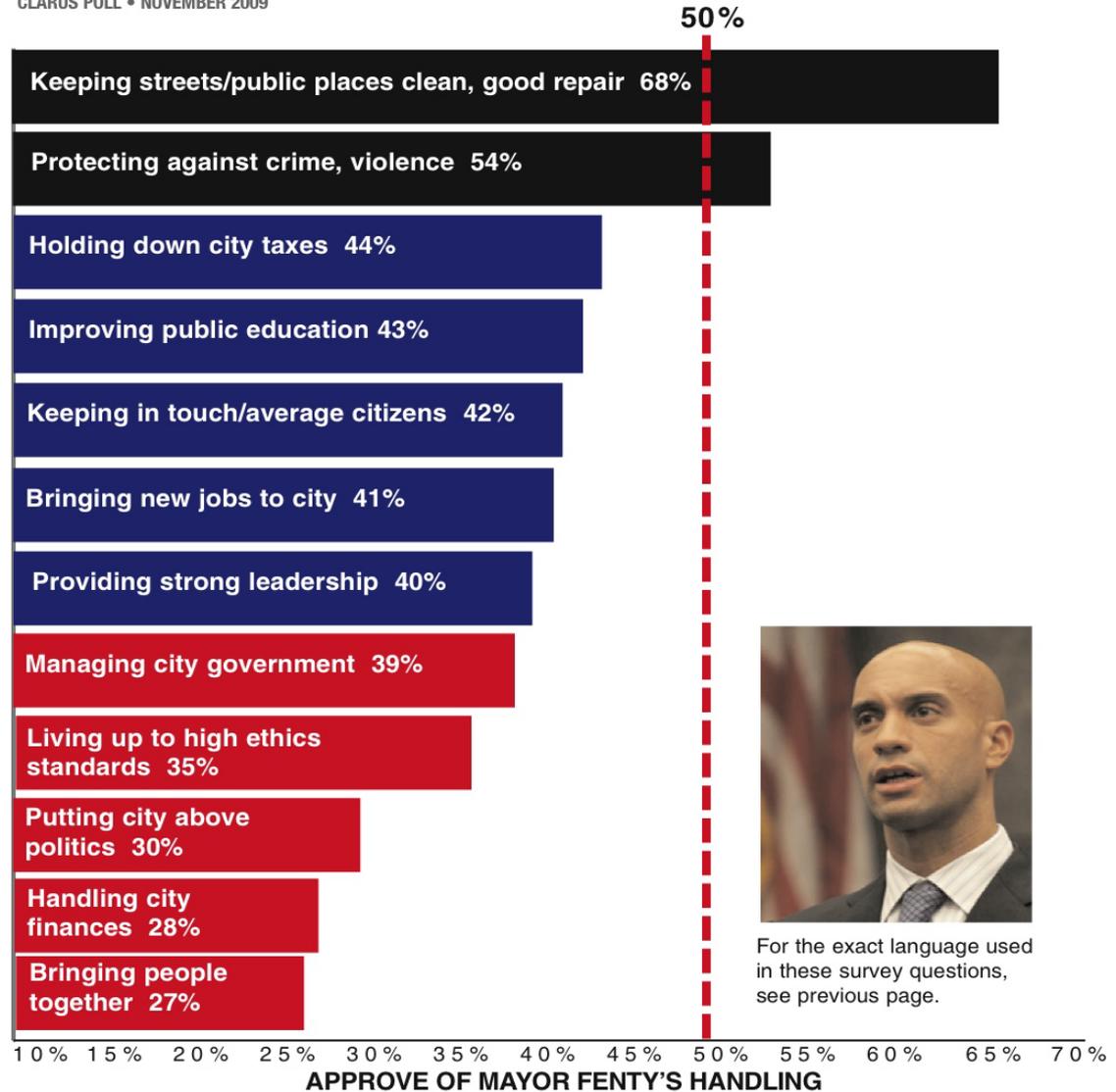
QUESTION: **Now, please tell me whether you approve or disapprove of the way Mayor Adrian Fenty is handling the following issues:** N=501

	Approve	Disapprove
<b>Keeping streets and public places clean and in good repair</b>	68%	24%
<b>Handling city finances</b>	28	58
<b>Bringing people together to solve problems</b>	27	57
<b>Managing city government</b>	39	51
<b>Living up to high standards of ethics</b>	35	50
<b>Keeping in touch with average citizens</b>	42	46
<b>Holding down city taxes</b>	44	37
<b>Providing strong leadership</b>	40	50
<b>Protecting the city against crime and violence</b>	54	36
<b>Putting the city's interest above politics</b>	30	57
<b>Working to bring new jobs to the city</b>	41	37
<b>Improving public education</b>	43	40

*Issues in blue indicate those where Fenty's approval is higher than his disapproval.*

## Approval Ratings: Mayor Adrian Fenty's handling of issues

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For the exact language used in these survey questions, see previous page.

## Key Findings

- A majority of D.C. voters – 53% – say they would like to see somebody new elected mayor next year.
- Only a third of the city’s voters are ready to re-elect Fenty, while 59% express some level of resistance (53% + 6%).
- Fenty’s support is strongest among whites (51%) and voters in Wards 2 and 3 (46%). He does better among Republicans (44%) than Independents (38%) or Democrats (31%).



## MAYOR FENTY GENERIC RE-ELECT

**QUESTION:** As you may know, Washington, D.C. will have an election for Mayor next year. At this point, would you like to see Adrian Fenty re-elected Mayor or would you like to see somebody new get elected? N=501

	ALL	WH	BLK	M	F
<b>Fenty re-elected</b>	34%	51%	22%	37%	31%
<b>Somebody new</b>	53	32	71	46	59
<b>Depends on who runs</b> (VOLUNTEERED)	6	10	4	7	5
<b>Don't know/ no answer</b> (VOLUNTEERED)	7	8	3	9	6

	AREAWARDS		
	2-3	1-4-5	6-7-8
<b>Fenty re-elected</b>	46%	31%	28%
<b>Somebody new</b>	32	57	64
<b>Depends on who runs</b> (VOLUNTEERED)	10	5	5
<b>Don't know/ no answer</b> (VOLUNTEERED)	12	7	3

*RACE:* The sample size of “other” races was too small (N=38) to reliably analyze, as a result we do not include a breakdown of these groups (Hispanic, Asian, Native American, mixed race, others).

## Key Findings

- Incumbent Fenty runs first, but loses to the field 34% to 43%. While Fenty easily carries whites, he runs third among blacks.
- Fenty's weakest constituency is black women: In this trial heat, he wins only 15% of African American females.
- When on the Council, Fenty represented Ward 4. Gray is chairman of the Council and formerly represented Ward 7. Kwame Brown, an at-large council member, also lives in Ward 7. Michael Brown, who grew up in Ward 4, is also an at-large council member.

## DEMOCRATIC PRIMARY 4-WAY TRIAL HEAT FOR MAYOR

QUESTION ASKED ONLY OF DEMOCRATS AND INDEPENDENTS WHO LEAN DEMOCRATIC:

**As you may know Washington D.C. will have a mayor's election next year. If the candidates for the Democratic nomination were (rotate order) Kwame Brown, Adrian Fenty, Vincent Gray, or Michael Brown, which one would you most likely vote for?** N=437

	ALL	WH	BLK	M	F
<b>Fenty</b>	34%	55%	18%	42%	28%
<b>Gray</b>	24	14	30	25	23
<b>Kwame Brown</b>	13	5	19	12	13
<b>Michael Brown</b>	6	3	10	4	8
<b>Undecided (VOLUNTEERED)</b>	23	23	24	16	28

	AREA/WARDS		
	2-3	1-4-5	6-7-8
<b>Fenty</b>	60%	29%	23%
<b>Gray</b>	14	26	28
<b>Kwame Brown</b>	4	10	21
<b>Michael Brown</b>	2	8	8
<b>Undecided (VOLUNTEERED)</b>	19	28	20

## Key Findings

- *Fenty runs second in the only two-way match-up tested in this survey. 63% of Democratic voters (41% + 22%) either oppose the incumbent or are undecided.*

- *Fenty does best in Wards 2-3 and among white women (56%). His weakest demographic is black women (20%).*

- *Gray leads this two-way race even though 38% of citywide voters don't know enough about him to give him a job rating (see page 3).*

- *Fenty's appeal has a strong generational cast. He beats Gray by 14% among voters under 50, but loses voters 50 and older by 22%.*

## DEMOCRATIC PRIMARY 2-WAY TRIAL HEAT FOR MAYOR

QUESTION ASKED ONLY OF DEMOCRATS AND INDEPENDENTS WHO LEAN DEMOCRATIC:

**If the election for mayor was between (rotate order) Adrian Fenty and Vincent Gray, which one would you most likely vote for?** N=437

	ALL	WH	BLK	M	F
<b>Fenty</b>	37%	55%	22%	44%	32%
<b>Gray</b>	41	20	57	37	44
<b>Undecided</b> (VOLUNTEERED)	22	25	21	19	24

	AREAWARDS		
	2-3	1-4-5	6-7-8
<b>Fenty</b>	61%	33%	25%
<b>Gray</b>	20	47	48
<b>Undecided</b> (VOLUNTEERED)	19	19	27

## SURVEY DEMOGRAPHICS N=501

### AGE

18-29	18%
30-49	31
50-64	38
65 +	13

### POLITICAL PARTY

Democrat	73%
Republican	7
Independent (includes independents and independents who lean either Democrat or Republican)/ Other	20

### RACE

White/Caucasian	38%
Black/African-American	54
Other	8

### GENDER

Women	56%
Men	44

### AREA/WARDS

2-3	26%
1-4-5	38
6-7-8	36