

April 29, 2011

TO: Interested Parties

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

RE: Los Angeles City Council District 15 Survey Results

Pat McOsker is well positioned in the election to succeed Janice Hahn as the Council member for the 15th District, according to our recent survey.¹ McOsker leads several better known current and former local elected officials and in a head-to-head match up, **holds a double-digit lead over presumed front-runner, former L.A. City Council member Rudy Svornich**. As shown in table 1 below, McOsker's lead over Svornich stands in stark contrast to local Assembly member Warren Furutani, who trails Svornich by 12 points. These ballot test results are based solely on names and ballot designations, with no other information having been provided to survey respondents concerning the candidates.

TABLE 1 – INITIAL COUNCIL DISTRICT 15 RUNOFF BALLOT TEST RESULTS

Pat McOsker President, L.A. City Firefighters	43%		Warren Furutani Member of the California Assembly	29%
Rudy Svornich Small Business Owner	32%		Rudy Svornich Small Business Owner	43%
Other/DK	25%		Other/DK	28%

McOsker's lead over Svornich is broad. He leads among men and women, whites and non-whites, Democrats and Decline-to-State registrants and across all age groups. McOsker leads Svornich in San Pedro and most other neighborhoods.

¹ Fairbank, Maslin, Maullin, Metz & Associates conducted a telephone survey among 300 likely municipal election voters in Los Angeles' 15th Council District between April 18 and 20, 2011. The margin of error for the full sample is +/-5.6% at the 95% confidence level.

McOsker’s experience as a local firefighter and the fact that he is able to carry that description on the ballot is extremely beneficial. The Los Angeles Fire Department receives a rating of “very favorable” from 73 percent of likely 15th District municipal election voters and a total favorable rating from 91 percent. Similarly, local firefighters receive a favorable rating of 94 percent. Beyond the compelling, specific aspects of McOsker’s background, the political atmosphere clearly favors a non-politician who possesses experience on issues that voters care about.

A runoff between McOsker and Svornich appears likely. In an initial primary election ballot test, Svornich and McOsker lead the field with 23 percent and 19 percent of the vote, respectively. Furutani receives only 10 percent of the vote. Furutani also lacks support in his own base, as illustrated by Table 2 below; showing the results of the two runoff ballot tests in Assembly District 55, represented by Furutani.

**INITIAL COUNCIL DISTRICT 15 RUNOFF BALLOT TEST RESULTS
ASSEMBLY DISTRICT 55 ONLY**

Pat McOsker President, L.A. City Firefighters	44%		Warren Furutani Member of the California Assembly	35%
Rudy Svornich Small Business Owner	27%		Rudy Svornich Small Business Owner	41%
Other/DK	29%		Other/DK	24%

It is worth noting that the 55th Assembly District subsample is comprised of 62 percent Democrats, so Furutani’s weak showing is not due to any partisan issues. In fact, among all Democrats in the 15th Council District, Furutani trails Republican Svornich 30-42 percent. McOsker leads Svornich among Democrats 45-31 percent.

Beyond the ballot designation, McOsker is from a well-known San Pedro family, is currently stationed in San Pedro and has worked in every fire station within the 15th Council District’s boundaries. In addition, his campaign will be able to draw on McOsker’s efforts as President of United Firefighters of L.A. to fight against City budget cuts to police and fire protection and especially the City’s “rolling brownout” policy at local fire stations.

If Pat McOsker is sufficiently well funded to communicate his accomplishments, qualifications and other aspects of his personal history, he will be a strong candidate in the Council District 15 election.

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