

May 22, 2012

To: Interested Parties

From: Ben Tulchin and Corey O’Neil, Tulchin Research

Re: **Survey Shows Voters Support Increasing for Rail While Support for Cayetano Declines**

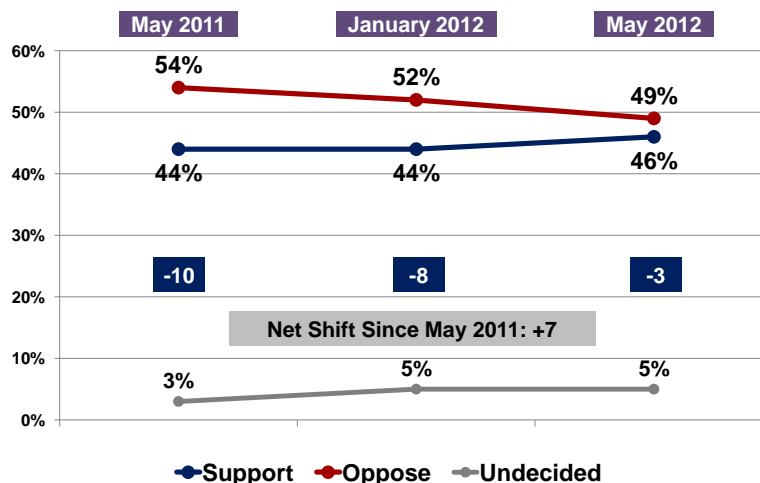
Tulchin Research recently conducted a survey of likely voters in Honolulu County on the mayoral primary race and voters’ attitudes toward rail. In good news for rail supporters, the survey found an increased level of support for rail than in our research conducted earlier this year. Similarly, the poll discovered that former Governor and anti-rail candidate Ben Cayetano has lost ground in the primary campaign for mayor and no longer has a clear lead as he is now statistically tied with Mayor Peter Carlisle. We highlight the key findings from the survey below.

**Support for Rail Has Increased**

We have measured support for rail several times over the past year. This most recent poll shows support for the rail transit project is higher now than at any other point since we started surveying voters on the subject. Specifically, while a plurality of voters on Oahu oppose the project (49 percent), nearly as many (46 percent) now support the project. The fact that a majority of voters no longer oppose the project and that this opposition is statistically within the margin of error of support (margin of error = +/-3.5%) indicates there has been a statistically significant shift in public attitudes towards rail in recent months. In fact, since we first polled on the rail issue early last year, support for rail has increased a net of 7 percentage points as the table below shows

**Support for Rail Over Time**

Now as you may know, a few years ago voters approved the Honolulu Rail Transit project connecting East Kapolei with Ala Moana Center in Honolulu. Do you currently support or oppose this project?

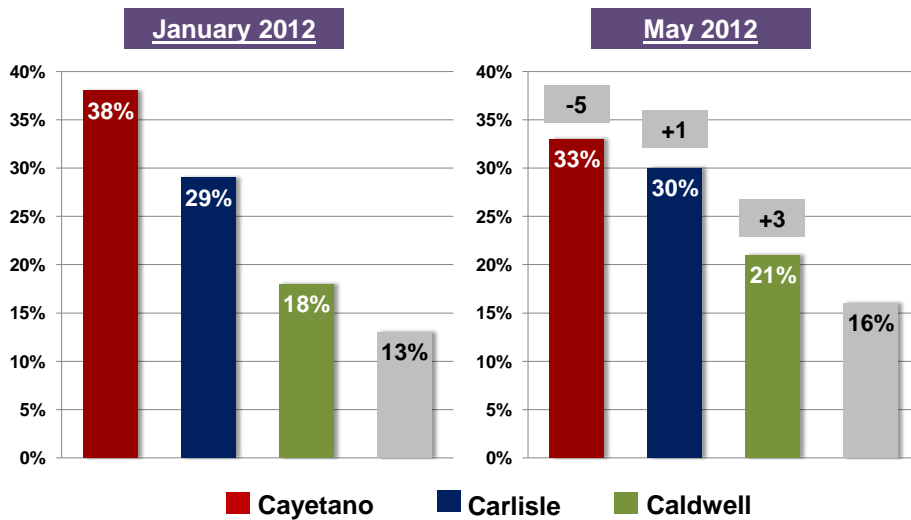


**Support for Ben Cayetano for Mayor Has Dropped**

This most recent survey of voters and their attitudes about the mayor’s race found a notable drop in support for Ben Cayetano since our last round of polling, a clear sign that the honeymoon period he had with voters in January has ended. The former governor still leads his two rivals in the mayor’s race among likely primary voters in a 3-way matchup, but the gap is now within the survey’s margin of error as Cayetano has dropped a net 5 points, going from 38 percent of the vote down to 33 percent while Carlisle garners 30 percent (up from 29 percent January) and Caldwell has 22 percent (up from 18 percent in January), with 16 percent of voters undecided.

**Initial Vote Time Series (3-Way Among Primary Voters)**

Now I’d like to ask about the primary election for Honolulu Mayor. If the election for Mayor were held today and the candidates were: (RANDOMIZE) Kirk Caldwell, Peter Carlisle, and Ben Cayetano -- for whom would you vote?



Based on this and past polling, we know there is a strong correlation between how voters feel about rail and how they are voting in the mayor’s race – rail opponents overwhelmingly support Cayetano while rail supporters support Carlisle and Caldwell. Therefore, to see the parallel shift in support for rail in tandem with movement away from Cayetano is not random – it is correlated and has a lot to do with the pro-rail media campaign and efforts by rail supporters to attack Cayetano in both paid and earned media.

In sum, there is clearly a benefit to rail and its proponents to promote rail in a positive way and to discredit the most visible antagonist of rail. Progress on both of these fronts has already been made. If pro-rail groups can maintain both of these efforts, then these polling data suggest more progress can be made on increasing support for rail and driving down Cayetano’s support.

**Survey Methodology:** Below are the research methodologies of the three surveys referenced in this memo.

- **Tulchin Research (May 2012)** – Conducted polling on Oahu from April 25 – May 2, 2012 among 800 likely voters using live telephone interviewers calling both landlines and cell phones. The margin of error is +/- 3.5%.
- **Tulchin Research (February 2012)** – Conducted polling on Oahu from January 30 – February 6, 2012 among 700 likely voters using live telephone interviewers calling both landlines and cell phones. The margin of error is +/- 3.9%.
- **Tulchin Research (May 2011)** – Conducted polling on Oahu from May 22 - 26, 2011 among 600 likely voters using live telephone interviewers calling both landlines and cell phones. The margin of error is +/- 4.0%.