

Pharos Research Group

San Diego Polling Report

10/12/12-10/14/12



Analysis

Pharos Research Group did a live call poll of 694 likely voters in the City of San Diego from October 12, 2012 through October 14, 2012. The breakdown was 337 men, 357 women, representing a 51.4/48.5% split. There were 298 self-identified Democrats, 253 self-identified Republicans and 143 Independents representing a 43/36/21 split, very nearly approximating the city's party identification registration according to the San Diego County Registrar of Voters.

The numbers read like this: in the general election for President, 47.26% of respondents indicated an intention to vote for President Barack Obama, while 37.61% indicated a preference for Republican nominee Willard "Mitt" Romney. In the San Diego Mayor's race, 46.83% indicated a preference for United States Congressman Bob Filner, while 38.33% preferred City Councilman Carl DeMaio.

Looking at the favorable/unfavorable numbers on the Presidential side, San Diego voters appear to be generally happy with the incumbent President who comes in at 53.17/46.83 while the challenger comes in at 45.24/54.76. It would appear to be these favorable/unfavorable that are directly driving the ballot test result.

In the San Diego Mayor's race, on the other hand, voters appear to be unhappy with their choices as Congressman Filner comes in at 42.51/57.49 whereas Councilman DeMaio comes in at 37.75/62.25. This suggests that the 14.84% of voters who stated they have not yet decided who they are voting for in the Mayor's Race may well be making their decision on the basis of who they dislike less, a basis that would appear to favor Congressman Filner.

REPORT

S3) CODE SEX 1= Female 2=Male

1= 357 51.44%

2= 337 48.56%

S4) Thinking of the last four general elections (the Presidential Elections in 2004 and 2008 and the Congressional Elections in 2006 and 2010), how many of those elections did you vote in?

2= 65 9.637%

3= 258 37.18%

4= 371 53.46%

S5) Are you registered as a Democrat or a Republican or are you an Independent?

CODE 1= Democrat, 2= Republican, 3= Independent

1= 298 42.94%

2= 253 36.46%

3= 143 20.61%

P1) Thinking about the election for President, if the election were held today would you vote for (rotate) Barack Obama or Mitt Romney? (Probe for undecided, ask lean)

CODE 1= Obama, 2= Romney, 3= Other, 4= Undecided

1= 328 47.26%

2= 261 37.61%

3= 105 15.13%

P2) Thinking about the election for San Diego Mayor, if the election were held today would you vote for (rotate) Bob Filner or Carl DeMaio? (Probe for undecided, ask lean)

CODE 1= Filner, 2= DeMaio, 3= Undecided

1= 325 46.83

2= 266 38.33

3= 103 14.84%

P3) Thinking about the Democratic nominee for President, Barack Obama, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1= 369 53.17%

2= 325 46.83%

P4) Thinking about the Republican nominee for President, Mitt Romney, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1= 314 45.24%

2= 380 54.76%

P5) Thinking about Bob Filner, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1= 295 42.51%

2= 399 57.49%

P6) Thinking about Carl DeMaio, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1= 262 37.75%

2= 432 62.25%

P7) Thinking about Proposition Z, the so-called "San Diego Neighborhood Schools Classroom Safety and Repair Measure of 2012" – a \$2.8 billion bond proposition that its proponents say will enable San Diego Unified School District to maintain safe and productive learning environments for students during the state's ongoing budget crisis – if the election were held today would you vote for or against Proposition Z?

CODE 1= For, 2= Against, 3= Undecided

1= 287 41.35%

2= 242 34.87%

3= 165 23.78%

P8) Thinking about the current financing plan for the \$250 million expansion of the San Diego Convention Center – increasing hotel surcharges -- do you support this plan?

CODE 1= Yes, 2= No, 3= Undecided

1= 304 43.8%

2= 258 37.18%

3= 132 19.02%

P9) Which Mayoral candidate do you feel is best equipped to deal with the Convention Center expansion issue?

CODE 1= Filner, 2= DeMaio, 3= Undecided

1= 325 46.83%

2= 266 38.33%

3= 103 14.84%

P10) Thinking about the prospect of the San Diego Chargers requesting that the City dedicate public resources to the acquisition of property or financing for a new Chargers stadium, do you support the use of public resources for this purpose?

CODE 1= Yes, 2= No, 3= Undecided

1= 288 41.5%

2= 312 44.96%

3= 94 13.54%

P11) Which Mayoral candidate do you feel is best equipped to deal with the Chargers stadium issue?

CODE 1= Filner, 2= DeMaio, 3= Undecided

1=	307	44.24%
2=	266	38.33%
3=	121	17.44%

P12) Thinking about the problems with San Diego's K-12 education, using a scale of very important, somewhat important, not very important or not at all important, how much is the candidates plan to fix San Diego's K-12 education important in who you prefer?

CODE 1= Very important, 2= Somewhat important, 3= not very important, 4= not at all important

1=	219	31.56%
2=	233	33.57%
3=	216	31.12%
4=	26	3.75%

P13) Which Mayoral candidate do you feel is best equipped to deal with the issue of San Diego's K-12 education?

CODE 1= Filner, 2= DeMaio, 3= Undecided

1=	293	42.22%
2=	276	39.77%
3=	125	18.01%

Margin of Error of plus or minus 3.7%.