

# Pharos Research Group



## **San Diego Polling Report**

**10/19/12-10/21/12**

## Analysis

Pharos Research Group did a live call poll of 708 likely voters in the City of San Diego from October 19, 2012 through October 21, 2012. The breakdown was 370 men, 338 women, representing a 52.26/47.74% split. There were 319 self-identified Democrats, 265 self-identified Republicans and 124 Independents representing a 45/37/18 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, 47.46% of respondents indicated an intention to vote for President Barack Obama, while 40.68% indicated a preference for Republican nominee Willard "Mitt" Romney. In the San Diego Mayor's race, 47.46% indicated a preference for United States Congressman Bob Filner, while 40.68% preferred City Councilman Carl DeMaio. 11.86% of respondents indicated they were undecided.

Looking at the favorable/unfavorable numbers on the Presidential side, San Diego voters appear to remain generally happy with the incumbent President who comes in at 52.82/47.18 while the challenger comes in at 46.61/53.39. These numbers are slightly worse for President Obama and slightly better for Governor Romney than they were a week ago. It would appear to be these favorable/unfavorables that are directly driving the ballot test result, which is slightly tighter than a week ago.

In the San Diego Mayor's race, on the other hand, Congressman Filner's favorable/unfavorables have improved from a week ago. His numbers come in at 48.85/51.55 compared to 42.51/57.49, a week ago. Councilman DeMaio's numbers come in at 35.31/64.69 compared to 37.75/62.25, a week ago. This continues to suggest that San Diego voters' dissatisfaction with their choices is the driving factor in the race for Mayor and that the 11.86% who remain undecided could be deciding who to vote 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%.