

San Diego Stadium Measure Poll  
 n=402 Voters, 50% turnout model  
 Margin of Sampling Error +/- 4.9%  
 June 25-26, 2015

Weighted on Vote History, Phone Type, Age, Party, and Gender

Hello is \_\_\_\_ there? Hi this is \_\_\_\_\_ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego to ask your opinion on local issues. We are not selling anything. Most people find it interesting and all your answers will be kept strictly confidential. Please let me begin by asking...

Q1. How much of a fan are you of the Chargers football team? Are you a...

	%
Big fan	21.9
Casual fan	37.1
Not a fan at all	40.2
Unsure/Depends ( <i>Not read</i> )	0.9

I'm going to read you some names of people and organizations. Please tell me whether you have heard of them and, if so, whether your impression of them is favorable or unfavorable. (Q2-Q6 *Were randomized*)

	Very Fav %	Some Fav %	Some Unfav %	Very Unfav %	Heard Uns %	Not Heard %	REF %
Q2. Mayor Kevin Faulconer	24.5	37.8	8.1	4.8	19.6	5.2	0.0
Q3. Chargers Special Counsel Mark Fabiani	0.9	10.1	17.8	14.7	21.3	35.0	0.2
Q4. The San Diego Chargers football team	29.9	31.9	9.3	9.9	17.2	1.4	0.3
Q5. Chargers owner Dean Spanos ( <i>Redacted</i> )	--	--	--	--	--	--	--
Q6. The National Football League	14.0	30.9	20.8	9.4	20.4	4.4	0.1

Q7. The Mayor convened the Citizen's Stadium Advisory Committee in January 2015. In May it presented its recommendations on where to locate a new football stadium in San Diego and how to finance its construction. Are you...

	%
Very familiar	23.6
Somewhat familiar	37.8
Only vaguely familiar	24.7
Or are you unfamiliar with the Advisory Committee's recommendations?	13.9

- Q8. Proposition 1 may appear on the ballot. It approves building a roughly 1 billion dollar modern football stadium, which the City and County would own, on the Qualcomm Stadium site. About two-thirds of the cost would be paid by the National Football League, the Chargers and corporate sponsors. About one-third of the cost would be paid by city and county government. If the election were held today, would you vote 'yes' to approve Proposition 1 or 'no' to reject it?

	%
Yes, definitely	30.1
Yes, probably	20.9
No, probably	12.2
No, definitely	29.2
Unsure ( <i>Not read</i> )	7.6

- Q9. What's the main reason you would vote to approve/reject Proposition 1?

**Verbatim Reasons to Approve** (n=195)

	%
Keep the Chargers in San Diego	39.0
Benefit the economy	15.3
Good for the city	7.8
New stadium needed	5.4
Good funding agreement	5.4
City needs a football team	5.1
Benefit football/Chargers fans	5.0
Proposition is good	4.6
Good location	4.2
Stadium used for other venues	1.4
New jobs	1.2
Stadium would be owned by city	0.6
Other	3.3
Nothing/Don't know	1.6

**Verbatim Reasons to Reject** (n=167)

	%
Taxpayers/city shouldn't have to pay	59.1
Not a football/Chargers fan	9.1
The money should be used on infrastructure/other things	9.0
We don't need a new stadium	5.8
San Diego doesn't benefit	5.7
Not affordable/Too much money	4.1
Chargers should relocate	2.1
Other	4.2
Nothing/Don't know	0.8

Q10. Proposition 1 would not raise any taxes. Knowing this, are you more inclined or less inclined to vote to approve it?

	%
Much more inclined	35.6
Somewhat more inclined	26.4
Somewhat less inclined	4.2
Much less inclined	9.4
Makes no difference ( <i>Not read</i> )	16.1
Depends ( <i>Not read</i> )	0.8
Unsure ( <i>Not read</i> )	7.4

Q11. If the Chargers left San Diego and moved to LA, would that be a good thing for San Diego, a bad thing for San Diego or would it not affect San Diego?

	%
Very good thing	3.2
Somewhat good thing	1.6
Somewhat bad thing	30.4
Very bad thing	31.5
Would not affect	26.1
Depends ( <i>Not read</i> )	0.5
Unsure ( <i>Not read</i> )	6.8

Q12. And if the Chargers do leave San Diego and move to LA, who do you think is most responsible for the team leaving? (*Answer choices were randomized*)

	%
Owners of the Chargers who are looking to make more money	65.1
Former local elected leaders who didn't do enough to keep the Chargers in San Diego	15.0
Current local elected leaders who haven't done enough to keep the Chargers in San Diego	5.5
Kevin Faulconer ( <i>Not read</i> )	0.1
Other ( <i>Not read</i> )	0.2
Multiple ( <i>Not read</i> )	6.9
Unsure ( <i>Not read</i> )	7.2

Q13. Thanks. Now I have just a few demographic questions to make sure we have a representative sample. In what year were you born?

	%
18-24	4.9
25-34	10.6
35-44	13.5
45-54	19.0
55-64	20.7
65-74	17.3
75+	13.5
Age Not Reported	0.5

Q14. And were you born in . . .

	%
California	30.4
In another state	53.4
In a foreign country	16.2

Thanks for your time and your opinion counts.

15. GENDER

	%
Female	52.3
Male	47.7

16. PARTY

	%
Republican	30.9
Democrat	38.5
NPP	28.2
Other Party	2.4

17. HOUSEHOLD PARTY

	%
Pure Democrat	27.1
Mixed Democrat	11.0
Pure NPP/Other	21.1
Mixed GOP	22.7
Pure GOP	18.1

18. TURNOUT HISTORY

	%
New/Unreliable	21.7
Reliable	40.3
Very reliable	37.9

## 19. YEAR OF REGISTRATION

	%
2012 to Present	27.3
2008 to 2011	17.1
2004 to 2007	18.2
2000 to 2003	10.9
1990 to 1999	17.0
Before 1990	9.7

## 20. RESIDENCE

	%
Live in home	74.9
Apartment	25.1

## 21. CITY COUNCIL DISTRICT

	%
1	12.4
2	12.2
3	13.2
4	9.0
5	13.9
6	11.6
7	12.0
8	7.7
9	8.0

## 22. LATINO

	%
Yes	13.7
No	86.3