

KPBS/CERC Spring Poll

(n=411 San Diego County Adults, Oversample to 429 County Voters and 415 SD Voters)

Hello, my name is ____ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego County 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. What is your zip code? (*San Diego County Voters, n=429*)

South City	14.7%
North City	26.3
South Burbs	8.4
East Burbs	14.2
North Burbs	14.0
North Coastal	14.2
East County	8.2

Now, switching to another topic . . .

Q2. There will be a primary election next week. For one reason or another some people are unable to vote in every election. How about you, would you say that you . . . (*San Diego County Voters, n=429*)

You'll Probably Vote, or	9.1
You'll Definitely Vote on March 2 nd	76.9
Already Voted (<i>Not read</i>)	14.0

Q3. There are four candidates running for Mayor of San Diego. If the election were held today would you vote for . . . (*San Diego City Voters, n=401*) (*Candidates were rotated*)

Dick Murphy, Mayor, City of San Diego	32.7%
Peter Q. Davis, Port Commissioner, Businessman	15.0
Ron Roberts, County Supervisor	13.0
Jim Bell, Ecological Designer, Author, Lecturer	3.2
Unsure (<i>Not read</i>)	36.2

Q4. And there are three candidates running for San Diego City Attorney. If the election were held today would you vote for . . . (*San Diego City Voters, n=401*) (*Candidates were rotated*)

Leslie Devaney, Executive Assistant City Attorney	15.8%
Michael J. Aguirre, San Diego Consumer Fraud Attorney	25.7
Deborah L. Berger, Deputy City Attorney	12.2
Unsure (<i>Not read</i>)	46.3

Q5. Proposition C, called the Emergency Services, Roads, Parks, Tourism, and Other Specified Uses Ordinance will also be on the ballot. It would increase the City's transient occupancy tax paid by hotel and motel visitors and earmark the funds for fire and polices services; road, park and coastal improvements; tourism promotion; and library and arts programs while publicly auditing the uses of these funds. If the election were held today would you vote yes or no on Proposition C? (*San Diego City Voters, n=401*)

Yes, Definitely	36.8%
Yes, Probably	17.9
No, Probably	6.2
No, Definitely	20.6
Unsure (<i>Not read</i>)	18.4

Q6. Proposition A, called the Rural Lands Initiative, will be on the County ballot. It would require any newly subdivided parcels on approximately 694,000 acres of rural land in northern and eastern San Diego County to be a minimum of 40, 80 or 160 acres. If the election were held today would you vote "yes" or "no" on Proposition A? (*San Diego County Voters, n=429*)

Yes, Definitely	15.2%
Yes, Probably	6.1
No, Probably	13.1
No, Definitely	35.4
Unsure (<i>Not read</i>)	30.3

Q7. Thanks, now just to make sure we have a representative sample . . . When it comes to social issues and politics do you consider yourself to be . . .

	County (n=429)	City (n=415)
Very Liberal	7.5%	10.1%
Somewhat Liberal	22.8	25.5
Somewhat Conservative, or	30.5	27.7
Very Conservative	17.0	13.7
Somewhere in Between (<i>Not read</i>)	18.4	19.0
Unsure (<i>Not read</i>)	2.1	2.9
Refused (<i>Not read</i>)	1.6	1.0

Q8. Politically, do you generally consider yourself to be republican or democrat? *(If respondent was unsure interviewer asked, "Do you lean more toward one part than another?") (Parties were rotated)*

	County (n=429)	City (n=415)
Republican	45.3%	38.7%
Democratic	38.3	42.4
Independent/Other/Unsure <i>(Not read)</i>	16.4	18.9

Q9. Please stop me when I reach your age category . . .

	County (n=429)	City (n=415)
18 to 24	3.7%	4.1%
25 to 34	7.5	11.1
35 to 44	16.8	16.1
45 to 54	17.5	20.2
55 to 64	17.2	14.9
65 to 74	14.0	10.4
75 and Over	17.5	15.7
Refused <i>(Not read)</i>	5.9	7.5

Q10. And please stop me when I reach the category closest to your household's total annual income . . .

	County (n=429)	City (n=415)
Less than \$20,000	5.4%	6.3%
\$20 to 40,000	15.4	16.1
\$40 to 60,000	17.7	13.3
\$60 to 80,000	14.7	12.8
\$80 to 100,000	10.0	11.8
More than \$100,000	15.4	20.5
Refused <i>(Not read)</i>	21.4	19.3

Thanks for your time and your opinion counts, goodbye.

	County (n=429)	City (n=415)
Q11. Gender <i>(By Observation)</i>		
Male	45.2%	47.2%
Female	54.8	52.8
