

Results of SurveyUSA News Poll #19097

Geography: City of San Diego, CA

Data Collected: 03/28/2012

Release Date: 03/28/2012

Percentages



Sponsor:
KGTV-TV (San Diego)

Fletcher's Party Change A Non-Issue For Most in San Diego, But A Net Positive For His Campaign: San Diego Mayoral candidate Nathan Fletcher, who has announced he is leaving the Republican Party and becoming an independent, has a Plus 13 Net Favorability among those San Diego adults who are following the mayoral race, according to this exclusive 10 News poll conducted by SurveyUSA. 33% have a favorable opinion of Fletcher; 20% unfavorable. 34% are neutral; 13% have no opinion. Subtracting unfavorability from favorability produces Net Favorability. Among the San Diego adults following the race who have an opinion on Fletcher, 76% did not shift their support after Fletcher's party change: 27% say they had supported Fletcher before the switch and continue to support him; another 51% say they had supported another candidate and continue to support another candidate. 12%, however, say they previously supported another candidate but have now switched their support to Fletcher. Another 4% had supported Fletcher, but now support someone else.

Filtering: SurveyUSA interviewed 800 San Diego adults 03/28/2012. Of the adults, 420 were identified as following the race for mayor and were asked if their opinion of Nathan Fletcher was favorable, unfavorable, neutral, or if they had no opinion of him. Of those following the race, 364 had an opinion of Fletcher and were asked which candidate they supported before and after Fletcher's announcement.

1 Are you following news stories about the election for mayor of San Diego?

800 Adults Margin of Sampling Error: +/-3.5%	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Yes	52%	58%	47%	39%	53%	63%	76%	45%	69%	56%	51%	50%	46%	61%	56%	47%
No	44%	38%	50%	56%	45%	34%	19%	51%	27%	41%	48%	44%	53%	37%	41%	49%
Not Sure	4%	4%	4%	5%	2%	3%	5%	4%	4%	4%	2%	7%	1%	2%	3%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	38%	30%	18%	14%	68%	32%	56%	7%	21%	16%	30%	37%	29%

1 Are you following news stories about the election for mayor of San Diego?

800 Adults Margin of Sampling Error: +/-3.5%	All	Ideology		
		Conser	Moder	Liberal
Yes	52%	64%	56%	53%
No	44%	34%	41%	44%
Not Sure	4%	3%	3%	3%
Total	100%	100%	100%	100%
Composition of Adults	100%	28%	36%	28%

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2 Is your opinion of Nathan Fletcher ... favorable? Unfavorable? Neutral? Or do you have no opinion of Nathan Fletcher?

420 Following Race	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-4.9%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Favorable	33%	41%	23%	46%	27%	31%	26%	36%	29%	29%	22%	37%	49%	39%	33%	28%
Unfavorable	20%	19%	21%	21%	26%	18%	14%	23%	16%	19%	21%	26%	18%	15%	22%	25%
Neutral	34%	30%	38%	30%	25%	38%	46%	28%	42%	40%	45%	26%	14%	39%	31%	32%
No Opinion	13%	10%	17%	3%	22%	14%	14%	13%	14%	13%	12%	11%	19%	7%	14%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Following Race	100%	55%	45%	28%	31%	21%	20%	59%	41%	59%	7%	20%	14%	35%	38%	25%

2 Is your opinion of Nathan Fletcher ... favorable? Unfavorable? Neutral? Or do you have no opinion of Nathan Fletcher?

420 Following Race	All	Ideology		
Margin of Sampling Error: +/-4.9%		Conser	Moder	Liberal
Favorable	33%	48%	27%	25%
Unfavorable	20%	14%	24%	25%
Neutral	34%	33%	35%	37%
No Opinion	13%	5%	15%	13%
Total	100%	100%	100%	100%
Composition of Following Race	100%	32%	37%	28%

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3

Nathan Fletcher has announced that he is no longer a Republican, and is now running for Mayor as an Independent. Which of the following best describes you:
 One: I HAD supported Fletcher, and I STILL support Fletcher.
 Two: I HAD supported someone else, and I STILL support someone else.
 Three: I HAD supported someone else but NOW I support Fletcher.
 Four: I HAD supported Fletcher, but NOW I support someone else.

364 With An Opinion Of Fletcher	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-5.2%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Fletcher/Fletcher	27%	29%	24%	36%	21%	26%	21%	29%	23%	19%	8%	40%	49%	33%	20%	28%
Other/Other	51%	47%	58%	39%	57%	58%	54%	48%	56%	57%	61%	39%	38%	46%	59%	47%
Other/Fletcher	12%	16%	7%	20%	11%	8%	6%	16%	7%	13%	14%	13%	5%	11%	16%	7%
Fletcher/Other	4%	5%	3%	2%	6%	3%	7%	4%	5%	2%	16%	4%	7%	7%	1%	5%
Not Sure	6%	4%	9%	3%	5%	6%	11%	4%	8%	8%	1%	4%	2%	2%	5%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of With An Opinion Of F	100%	57%	43%	31%	27%	21%	20%	59%	41%	60%	7%	20%	13%	37%	38%	25%

3

Nathan Fletcher has announced that he is no longer a Republican, and is now running for Mayor as an Independent. Which of the following best describes you:
 One: I HAD supported Fletcher, and I STILL support Fletcher.
 Two: I HAD supported someone else, and I STILL support someone else.
 Three: I HAD supported someone else but NOW I support Fletcher.
 Four: I HAD supported Fletcher, but NOW I support someone else.

364 With An Opinion Of Fletcher	All	Ideology		
Margin of Sampling Error: +/-5.2%		Conser	Moder	Liberal
Fletcher/Fletcher	27%	41%	16%	23%
Other/Other	51%	42%	54%	62%
Other/Fletcher	12%	11%	13%	10%
Fletcher/Other	4%	5%	6%	1%
Not Sure	6%	1%	11%	4%
Total	100%	100%	100%	100%
Composition of With An Opinion Of F	100%	35%	36%	27%

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Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.