

MEMORANDUM

TO: Brian Pepin, Lincoln Club of San Diego County
FROM: John Nienstedt, Competitive Edge
RE: Results of San Diego County District 4 Survey
DATE: Sept. 6, 2017

This analysis is based on the results from the poll of 403 active San Diego City voters conducted by Competitive Edge Research February 14 through 16, 2017. Interviews were conducted by trained professionals from our offices in San Diego, California, with landline, cell phone-only and e-mail-only respondents. The voter turnout model is 35% to reflect the anticipated level of participation in a primary election. The maximum margin of sampling error is +/- 4.9 % at the 95% confidence level.

In a trial heat featuring now-former San Diego County District Attorney Bonnie Dumanis, educator Nathan Fletcher, community college teacher Lori Saldaña, Port Commissioner Rafael Castellanos and non-profit attorney Omar Passons on the ballot, Dumanis, Fletcher and Saldaña are essentially tied. The two others are minor players and 23% of the voters are completely undecided.

We then tested biographies for each of the potential candidates and found Saldaña's performed better than the others.

Respondents were exposed to two arguments against each of the candidates. The arguments against Fletcher were regarded as more convincing than the arguments against Dumanis or Saldaña.

Fletcher drops to third in the final ballot test, with Dumanis and Saldaña taking the top two spots.

In conclusion, Saldana is the stronger opponent for Dumanis.

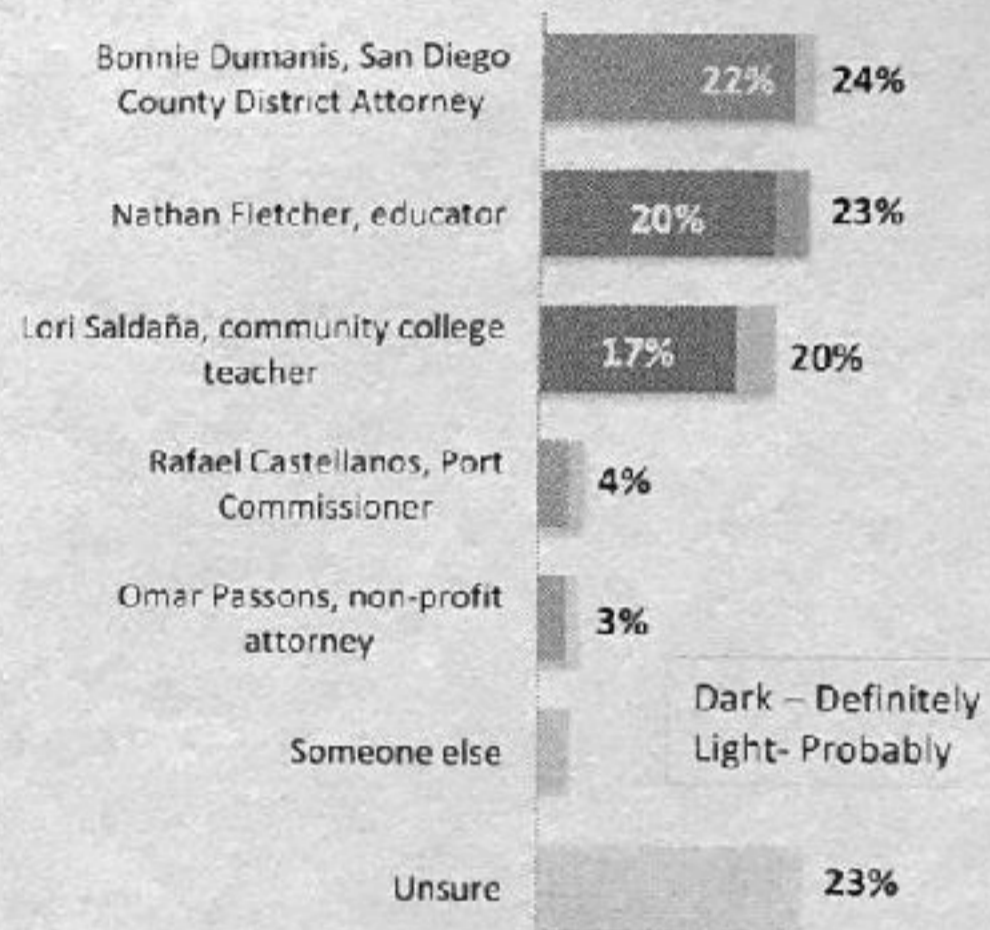
Key Sample Characteristics

Partisanship: Democrat 51%, Republican 24%, no party preference 20%, minor party 5%

Gender: female 48%, male 52%

Age: 18-24 4%, 25-34 16%, 35-44 16%, 45-54 14%, 55-64 18%, 65-74 19%, 75+ 13%

Current County Supervisor Vote



Informed County Supervisor Vote

