



DECISION RESEARCH

CALIFORNIA ■ WASHINGTON D.C.

MEMORANDUM

To: Richard Chase

From: Bob Meadow
Dan Spicer

Date: December 3, 2004

Subject: Prop B Polling and Election Results (Countywide)

Attached is a brief analysis of the results of a survey on support for San Diego County Proposition B, as compared with the actual results from the election. Since certified results are not yet available, the election data are based on unofficial results including 763,335 votes countywide. These poll findings are based on 1500 completed interviews throughout the county, from a random sample of likely November 2004 voters. Interviews were conducted October 15-28, 2004. Sampling error is +/- 2.5%.

Summary Conclusion:

On November 2nd, 63% of San Diego County voters rejected Prop B, while just 37% voted Yes. The rejection of Prop B is a reflection of the electorate's clear desire to build the Gregory Canyon Landfill and Recycling Center as originally planned. The results conform to 1994's Proposition C results, and the need for the landfill has only increased since then.

Second, our data indicate that the results are not the product of some kind of "Election-Day confusion." The election outcome is entirely consistent with our polling completed in the weeks leading up to the election, where the projected outcome, allocating undecided voters in proportion to the final results, showed 67% voting No on Prop B, and 33% voting Yes.

Further analysis of our polling data prove that opposition to Prop B was not restricted to some small segment of the San Diego County electorate. Projected results from the survey research suggest that significant majorities of both men and women, voters of all ages, voters of all political parties, voters in each political jurisdiction within the county (including each Congressional district, State Senate district, and State Assembly district, except for Assembly District 66, where the proposed landfill is located), as well as voters in each region of the county and all major cities, intended to vote No on Prop B in the November 2nd election, and that is precisely what occurred. All of the polling data discussed here, as well as actual voting behavior in the election itself, clearly suggest that voters rejected Prop B and it's attempt to repeal the voter-approved landfill for North County, and conversely, that voters continue to see a need for the landfill project that voters overwhelming approved ten years ago.

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COUNTYWIDE		n=1500		FINAL ELECTION RESULTS*:			63% NO 37% YES	
		POLL	POLL	POLL	PROJECTED	PROJECTED	ACTUAL	ACTUAL
		NO	YES	UNDECIDED	NO**	YES**	NO*	YES*
ALL RESPONDENTS		52%	26%	21%	67%	33%	63%	37%
SUPERVISOR DIST.	DIST. 1--COX	50%	28%	22%	64%	36%	65%	35%
	DIST. 2--JACOB	57%	23%	19%	71%	29%	72%	28%
	DIST. 3--SLATER	53%	25%	22%	68%	32%	63%	37%
	DIST. 4--ROBERTS	55%	24%	22%	70%	30%	60%	40%
	DIST. 5--HORN	45%	33%	21%	58%	42%	56%	44%
CONG. DIST.	DIST. 49--ISSA	43%	34%	24%	56%	44%	54%	46%
	DIST. 50--CUNNINGHAM	53%	25%	22%	68%	32%	62%	38%
	DIST. 51--FILNER	53%	24%	23%	69%	31%	65%	35%
	DIST. 52--HUNTER	58%	23%	19%	72%	28%	72%	28%
	DIST. 53--DAVIS	50%	29%	21%	63%	37%	59%	41%
	DIST. 36--							
SENATE DIST.	HOLLINGSWORTH	54%	25%	21%	68%	32%	69%	31%
	DIST. 38--MORROW	49%	29%	22%	63%	37%	59%	41%
	DIST. 39--ALPERT	54%	25%	21%	68%	32%	61%	39%
	DIST. 40--DUCHENY	51%	27%	23%	65%	35%	65%	35%
ASSEMBLY DIST.	DIST. 66--HAYNES	29%	49%	22%	37%	63%	46%	54%
	DIST. 73--BATES	47%	30%	23%	61%	39%	55%	45%
	DIST. 74--WYLAND	50%	30%	20%	63%	38%	58%	42%
	DIST. 75--PLESCIA	54%	21%	25%	72%	28%	65%	35%
	DIST. 76--KEHOE	52%	26%	21%	67%	33%	60%	40%
	DIST. 77--LA SUER	60%	22%	18%	73%	27%	73%	27%
	DIST. 78--HORTON	57%	24%	19%	70%	30%	66%	34%
	DIST. 79--VARGAS	45%	29%	26%	61%	39%	64%	36%
CITY***	CARLSBAD	48%	27%	25%	64%	36%	58%	42%
	CHULA VISTA	51%	29%	20%	64%	36%	68%	32%
	EL CAJON	60%	21%	20%	74%	26%	72%	28%
	ESCONDIDO	49%	27%	24%	64%	36%	63%	37%
	LA MESA	56%	22%	22%	72%	28%	69%	31%
	OCEANSIDE	45%	34%	21%	57%	43%	55%	45%
	SAN DIEGO	53%	24%	24%	69%	31%	64%	36%
	VISTA	51%	26%	23%	66%	34%	58%	42%

* Unofficial election results including 763,335 votes cast countywide.

** Projected vote is calculated by distributing undecided votes in proportion to those who have decided "No" or "Yes".

***Certain San Diego County cities were excluded due to small sample size.

Decision Research Prop B Election Results Analysis

COUNTYWIDE n=1500 FINAL ELECTION RESULTS*: 63% NO 37% YES

		POLL NO	POLL YES	POLL UNDECIDED	PROJECTED NO**	PROJECTED YES**
ALL RESPONDENTS		52%	26%	21%	67%	33%
SEX	WOMEN	46%	27%	26%	63%	37%
	MEN	59%	25%	16%	70%	30%
AGE	18-34	41%	33%	26%	55%	45%
	35-49	52%	26%	21%	67%	33%
	50-64	57%	24%	20%	70%	30%
	65+	52%	27%	20%	66%	34%
SEX-AGE	WOMEN 18-49	44%	29%	27%	60%	40%
	WOMEN 50-64	47%	26%	26%	64%	36%
	WOMEN 65+	48%	28%	24%	63%	37%
	MEN 18-49	54%	28%	18%	66%	34%
	MEN 50-64	66%	21%	13%	76%	24%
	MEN 65+	58%	27%	15%	68%	32%
COLLAPSED PARTY	DEMOCRAT	49%	29%	22%	63%	37%
	INDEPENDENT	47%	31%	22%	60%	40%
	REPUBLICAN	57%	22%	21%	72%	28%
SEX-PARTY	DEM. WOMEN	47%	27%	26%	64%	36%
	IND. WOMEN	37%	38%	25%	49%	51%
	REP. WOMEN	49%	24%	27%	67%	33%
	DEM. MEN	52%	32%	16%	62%	38%
	IND. MEN	56%	25%	19%	69%	31%
	REP. MEN	64%	21%	15%	75%	25%
AREA	NORTH COUNTY	47%	32%	21%	59%	41%
	EAST COUNTY	59%	23%	18%	72%	28%
	CITY OF SAN DIEGO	53%	23%	23%	70%	30%
	SOUTH BAY	51%	28%	21%	65%	35%
SEX-AREA	NO. COUNTY WOMEN	41%	33%	26%	55%	45%
	NORTH COUNTY MEN	55%	31%	14%	64%	36%
	EAST COUNTY WOMEN	51%	26%	23%	66%	34%
	EAST COUNTY MEN	67%	19%	14%	78%	22%
	SAN DIEGO WOMEN	47%	25%	28%	65%	35%
	SAN DIEGO MEN	60%	22%	18%	73%	27%
	SOUTH BAY WOMEN	50%	25%	25%	67%	33%
	SOUTH BAY MEN	51%	33%	16%	61%	39%
VOTE HISTORY	2 OF 2 PRIMARIES	59%	22%	19%	73%	27%
	1 OF 2 PRIMARIES	54%	24%	22%	69%	31%
	GENERALS/RECALL/NE W REG	42%	34%	24%	55%	45%
VOTED ABSENTEE	YES	58%	25%	17%	70%	30%
	NO	48%	28%	24%	63%	37%
VOTER SCREEN	VOTE ALL MEASURES	56%	27%	18%	67%	33%
	VOTE SOME MEASURES	45%	26%	29%	63%	37%

* Unofficial election results including 763,335 votes cast countywide.

** Projected vote is calculated by distributing undecided votes in proportion to those who have decided "No" or "Yes".