



STRATEGIC MEMORANDUM

TO: Bob Page, Publisher
SD Metro

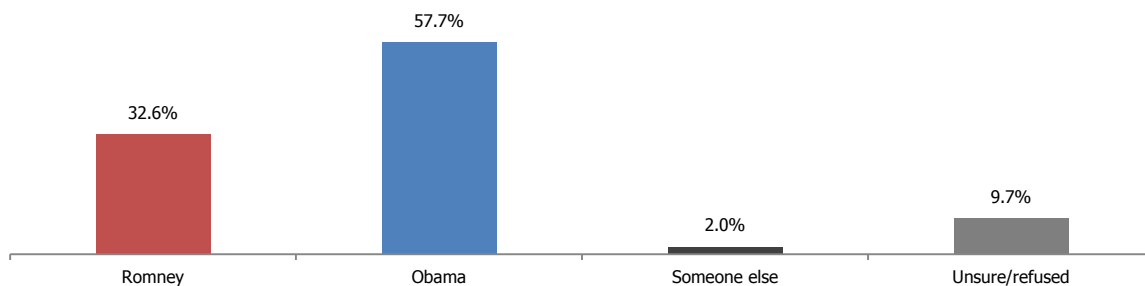
FROM: Adam D. Probolsky
Probolsky Research LLC

SUBJECT: ***SD Metro/Probolsky Research Poll***

DATE: October 26, 2012

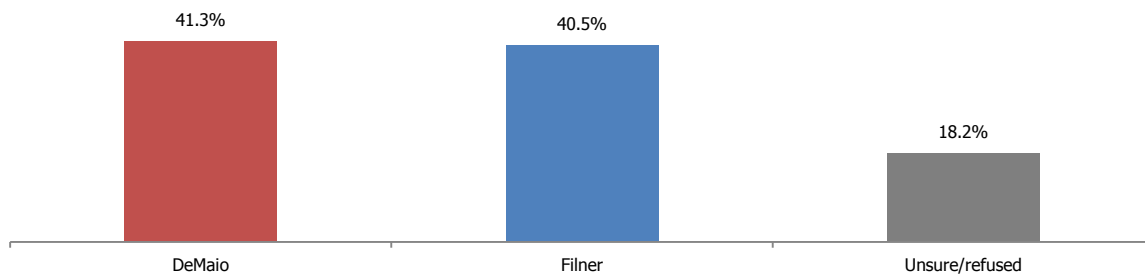
From Wednesday, October 24 through Thursday, October 25, 2012 Probolsky Research conducted a telephone survey of likely November, 2012 General Election voters within the City of San Diego.

BARACK OBAMA IS POISED TO CAPTURE THE SAN DIEGO VOTE



DEMAIO AND FILNER ARE IN A DEAD HEAT IN THE RACE FOR SAN DIEGO MAYOR

The race for San Diego Mayor is remarkably close, as the candidates are separated by less than one percent:



The two candidates exhibit similar intensity among their supporters. 15.2% say they have already voted for DeMaio while 13.2% say they have already cast their ballots for Filner, and 16.2% say they will *definitely* vote for DeMaio while 17.7% say they will *definitely* vote for Filner.

DeMaio shows strength among men, Republicans, those born in the U.S., those aged 55+, very high propensity voters (those who have voted in five out of the last five elections), those who vote by mail, those registered to vote for more than ten years, those from Council Districts 5, 6, and 7.

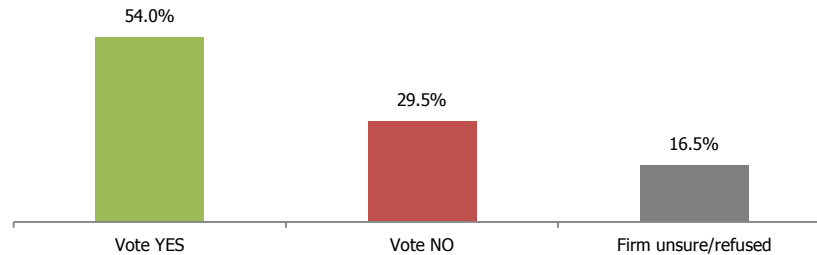
Filner enjoys greater support among women, Democratic voters and Decline to State (DTS) voters (although DTS women are divided), those aged 18-34, Election Day voters, those registered to vote for less than a year and those from Council Districts 3, 4, 8 and 9.



Perhaps unsurprisingly, Romney voters tend to break for DeMaio while those who vote for Obama tend to support Filner.

SUPPORT FOR MEASURE Z FALLS JUST SHORT OF THE REQUIRED 55% NEEDED TO WIN

The intensity of support is significantly greater than that of the opposition: 19.9% say they have already voted yes, vs. 12.5% who have voted no, and 19.9% say they will *definitely* vote yes, vs. 12.5% who say they will *definitely* vote no.



The Measure enjoys greatest support among women, Democratic and DTS voters, those aged 18-64, Election Day voters and those from every Council District except 5.

A total of 402 surveys were collected. A survey of this size yields a margin of error of +/- 5.0% with a 95% degree of confidence. Interviews were conducted with voters on both landline and cell phones and were conducted in English and Spanish languages.

The turnout model consisted of those voters who voted 6/12 OR voted in at least 2 of 11/04, 11/06, 2/08, 6/08, 11/08, 5/09, 6/10 or 11/10, with at least 1 being 11-10, PLUS new registrants. This represents 406,570 (62.2%) of voters and 272,509 (71.8%) of households.

Probolsky Research LLC specializes in opinion research on behalf of business, government, political, special interest and media clients.