



## City of San Diego Survey

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### Sanders And Aguirre Riding High With Voters

### Kroll Report "Not Tough Enough" On Councilmembers

### People Want Vote On "Toilet To Tap"

San Diego – A poll released today by Datamar Inc., shows San Diego Mayor Jerry Sanders and San Diego City Attorney Mike Aguirre riding high with the voters in overall approval ratings, with Sanders' overall approval total at 79.1% and Aguirre's overall approval total at 63.8%. These are the highest approval ratings for both since Datamar has begun asking this question. For example, the last "rating" available for Sanders was provided by the election results of November 8, 2005 where he received 53.6% of the vote. Aguirre, on the other hand, was elected with 45.93% of the vote on March 2, 2004 and his last poll approval rating, taken by Datamar in October 2005, was 55%.

The Datamar poll, unlike most other polls, focuses on the opinions of high-propensity voters, i.e., those persons who voted in both the 2002 special and general gubernatorial election and the 2004 primary and general presidential elections. It also reflects a demographic distribution of such voters. The poll was intended not only to sample voters' general approval or disapproval of the performance of various present and former city officials, but also to sample voter reaction to the findings of the Kroll Report as to culpability for the current financial crisis facing the city.

The general questions asked in the poll were as follows:

First - we asked the voters for their opinions on the performance of the three major parties involved in the debate, the mayor, the city attorney, and the city council. That is, for the respondents' general approval or disapproval of the job performance of each of the parties to date. ( poll questions 11-13)

Second - we listed all the major decision makers, former and present, elected and appointed, that have been identified as being involved in the creation of the crisis and have potential culpability for the outcome of the pension plan dispute. We listed the two main culpability arguments as presented to the public. One, the argument presented by the Kroll Report and largely adopted by Mayor Jerry Sanders, stated that the individuals involved in the pension decision making process were "negligent or incompetent" with degrees of each term being subject to interpretation by the respondents. Two, the argument presented by City Attorney Mike Aguirre, stated that the individuals involved acted "criminally reckless or intentional," with degrees of each also being subject to interpretation by the respondents. (poll questions 14-22)

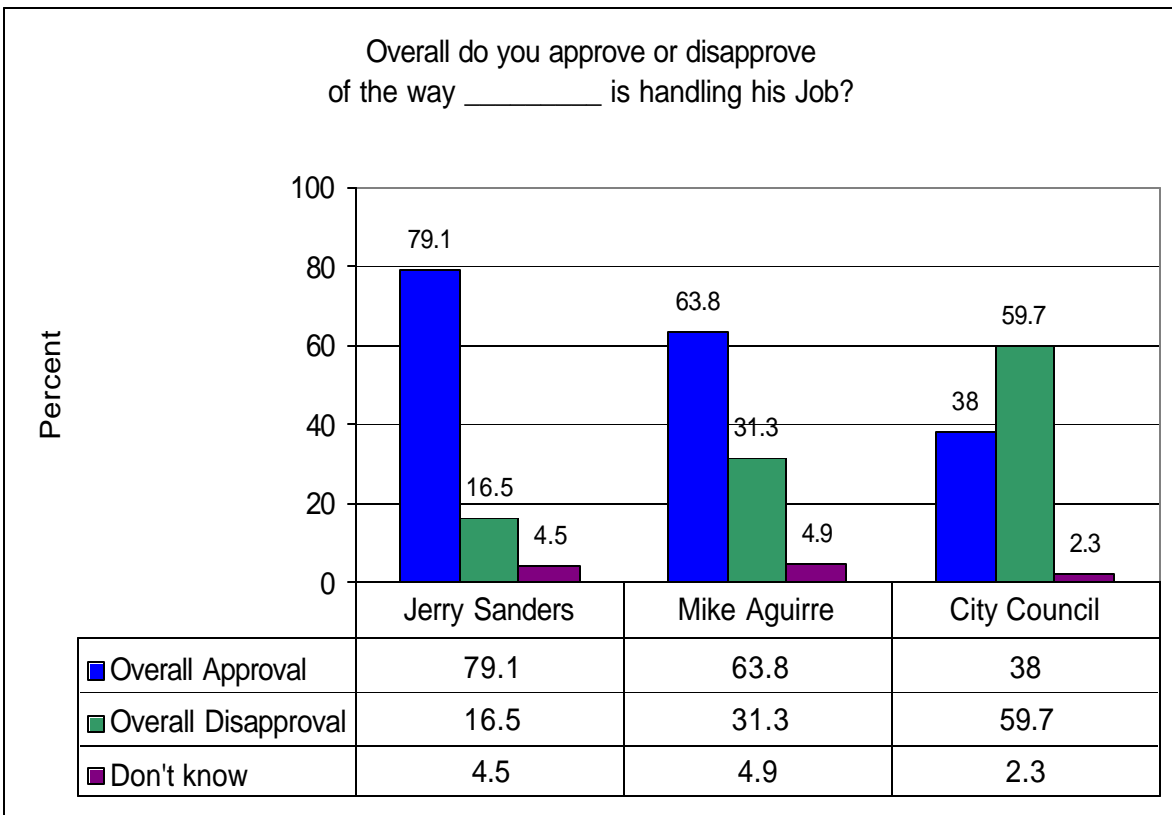
While the terms “negligent or incompetent” and “criminally reckless or intentional” are, primarily legal in nature, we believe that this is the terminology put forth in the public domain and that while the public’s acquaintance with the terms varies perhaps with varying degrees of individual understanding, that nonetheless is appropriate to sample opinion based upon the language actually used in characterizing the two primary views expressed vis-à-vis the report.

Question 23 focused on voter attitudes as to how to deal with the crisis (five choices were given) and question 24 asked generally whether respondents felt the Kroll Report findings as to culpability assessment were “on target”.

Finally, question 25 asked an unrelated, but currently topical, question regarding how should the “toilet-to-tap” issue be resolved.

The first questions (11-13) asked “Overall, do you approve or disapprove of the way \_\_\_\_\_ is handling his job?”

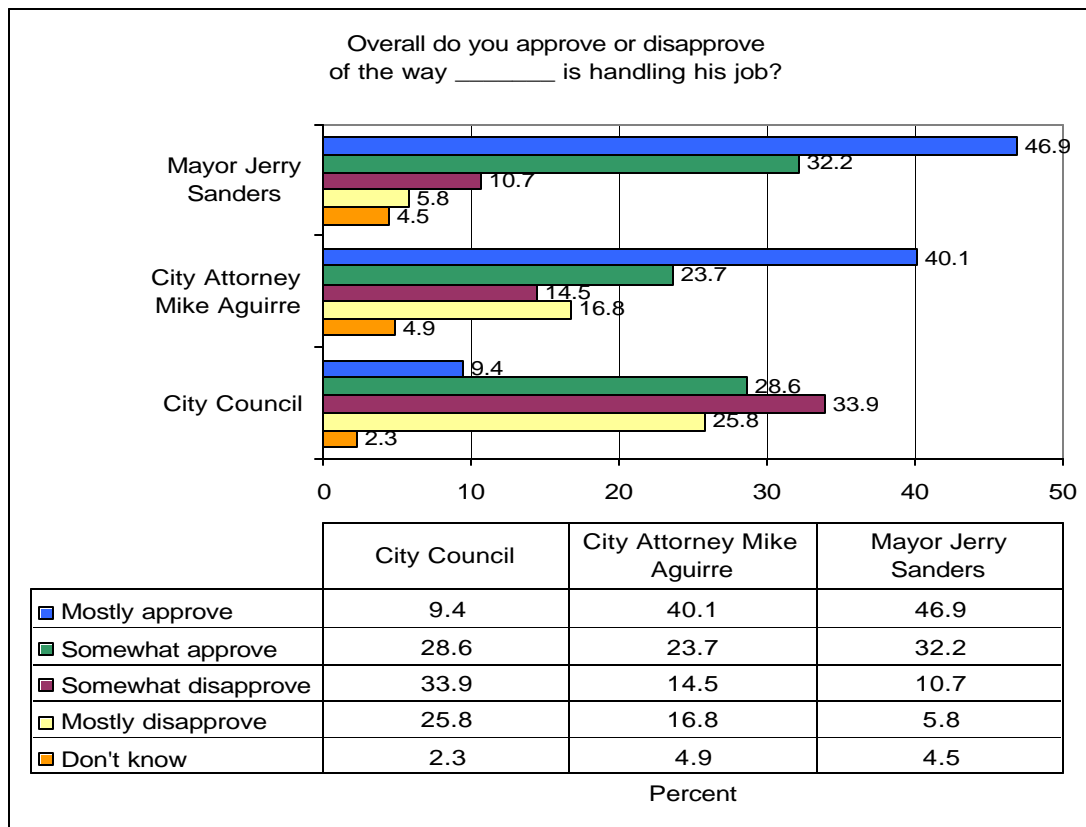
Graph 1A



The San Diego City Council’s overall approval rating of 38%, and overall disapproval rating of 59.7%, while not as strongly favorable as the ratings of either Sanders or Aguirre, is significantly more favorable than the ratings recorded for the council in Datamar’s survey of October 20, 2005 where the approval/disapproval ratings were 9%, and 77% respectively. It should be noted that the October results were based upon a three-point approval scale, while these results are based upon a five-point scale.

While the above graph generally summarizes the results of the question, graph 1B below more specifically shows gradations of intensity of feelings or approval/disapproval.

Graph 1B



Questions 14 through 22 focused on sense of culpability for the city’s financial crisis on the part of various present and former city officials in office at the time critical pension fund decisions were being made. These included elected and appointed officials.

In each case voters were asked that either “Regarding the city’s financial problems, do you believe that the job performance of former \_\_\_\_\_ was?” or “Regarding the city’s financial problems, do you believe that the job performance of your councilmember \_\_\_\_\_ was?”

Opinions regarding former elected and appointed city officials, summarized graphically on Graph 2 below, included former Mayor Dick Murphy, former City Attorney, Casey Gwinn, former City Manager Jack McGrory, and a “generic” category, “high level city staff”. (see questions 14, 20-22)

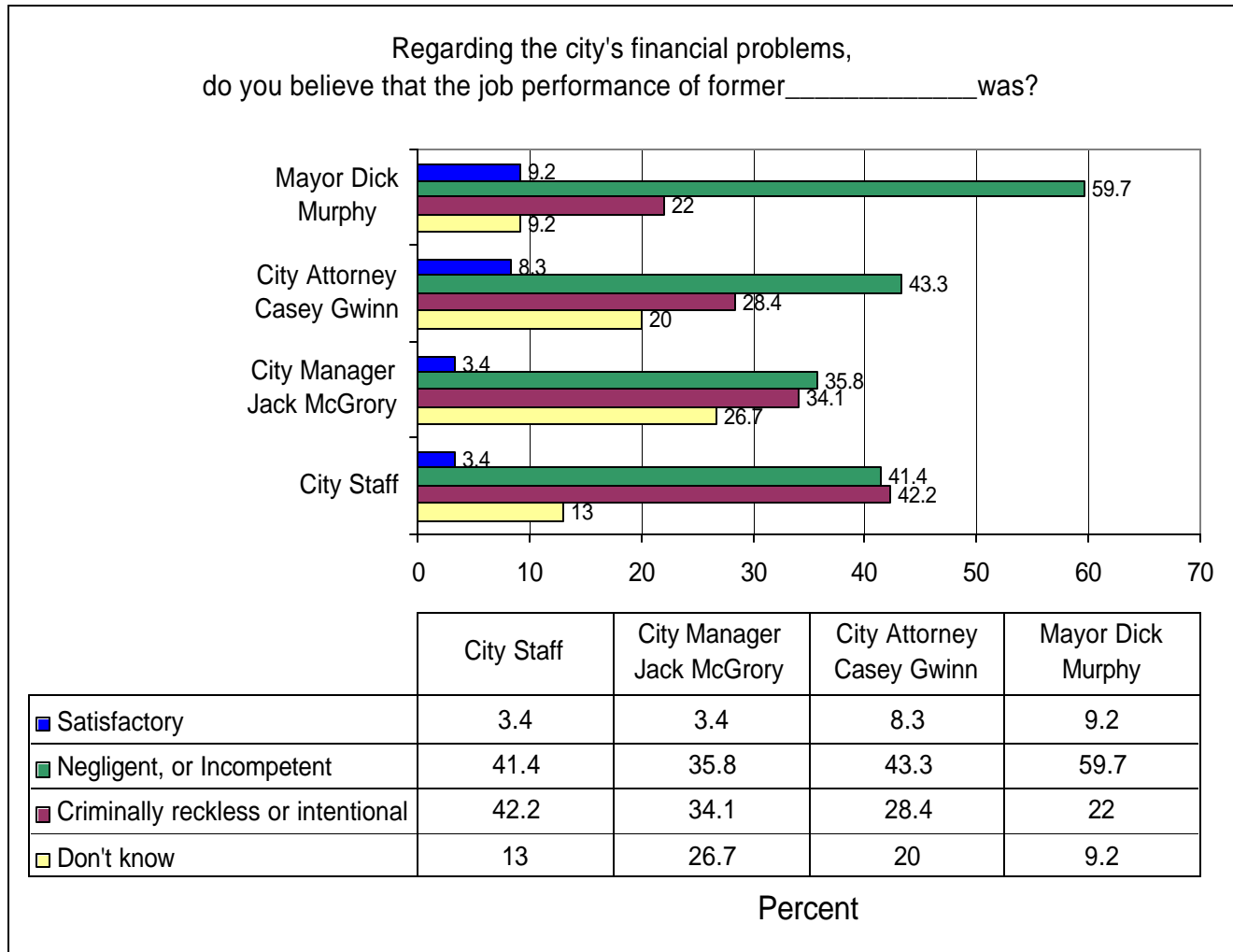
As a general result all of the above received “ratings” (i.e. culpability assessments) far below “satisfactory” with the highest, former Mayor Murphy, receiving a “satisfactory” rating from only 9.2% of respondents. And while he had a very high “negligent or incompetent” rating (59.7%), he had the lowest (22.0%) “criminally reckless or intentional” rating of any of the former city officials.

Former San Diego City Attorney Casey Gwinn also received a high of 43.3% “negligent, or incompetent” with a “criminally reckless or intentional” rating of 28.4%.

Former City Manager Jack McGrory ratings are virtually even, in the voters perception, of his being “negligent, or incompetent” at 35.8% and being “criminally reckless or intentional” at 34.1%.

But it was the generic unnamed “high-level city staff” that took the toughest beating in the poll with a full 42.2% believing somebody there was criminally negligent or intentional and a nearly equal 41.4% believing they were either “negligent or incompetent”. Only 3.4% of respondents believed their work was “satisfactory”.

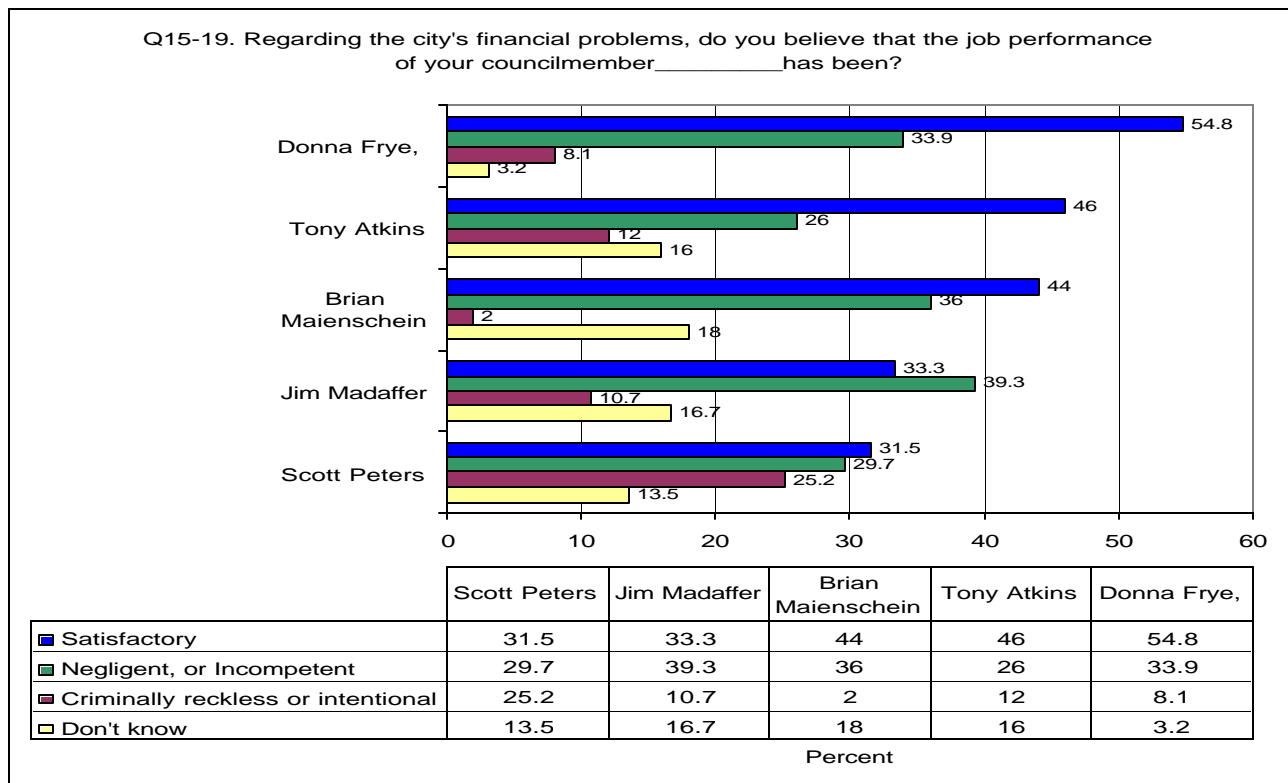
Graph 2



Graph 3 below, which focuses on the results of questions 15 through 19 regarding the performance of currently sitting city council members is not reflective of city-wide polling but rather was done on a district by district basis. Accordingly, the sample sizes, while sufficiently large to offer some insights into voter attitudes the results do not reflect the same confidence levels reflected in the overall city results. The samples are still reflective of attitudes of high-propensity voters but have not necessarily been “normalized” to reflect the demographics of the individual districts.

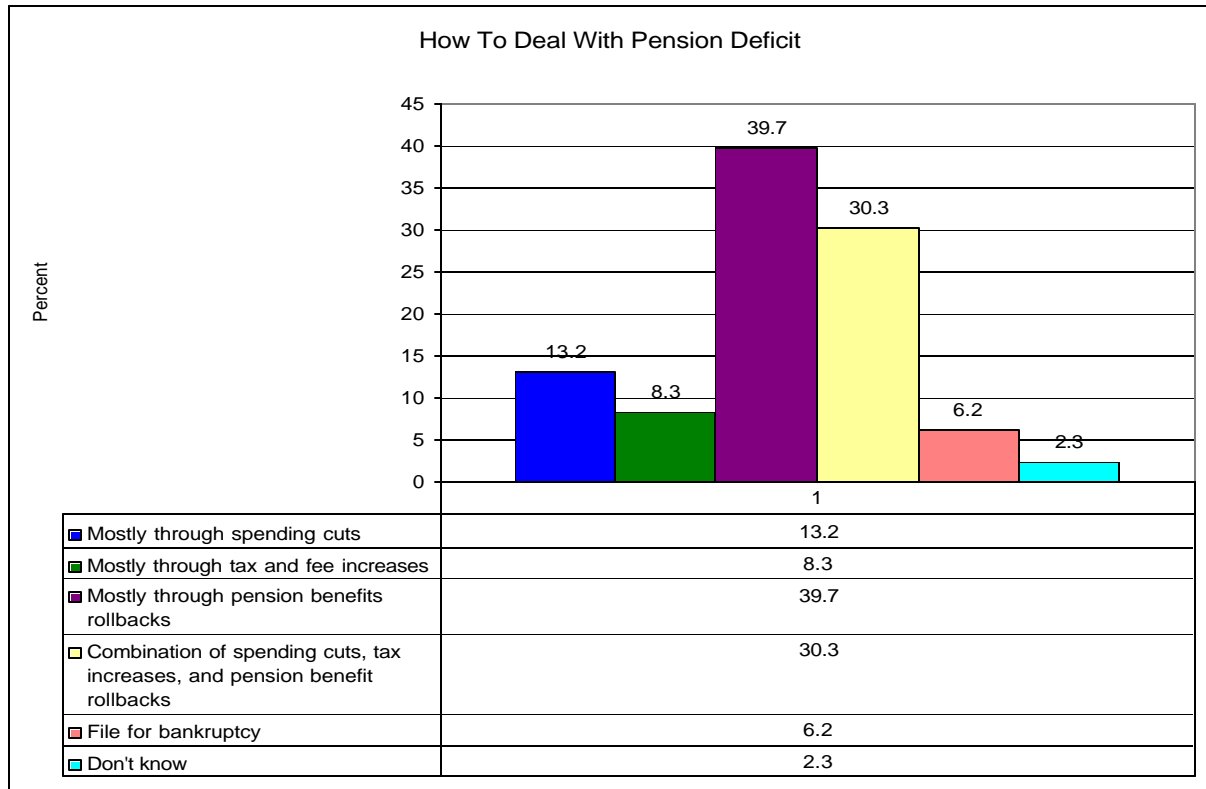
In any case, as a general rule, the results for sitting city councilpersons are substantially more favorable than the results for former city-wide officials analyzed in graph 2 above. They may, however be loosely compared to the results for the three ‘parties’ examined in graphs 1A and 1B, current mayor, current city attorney and city council as a whole.

Graph 3



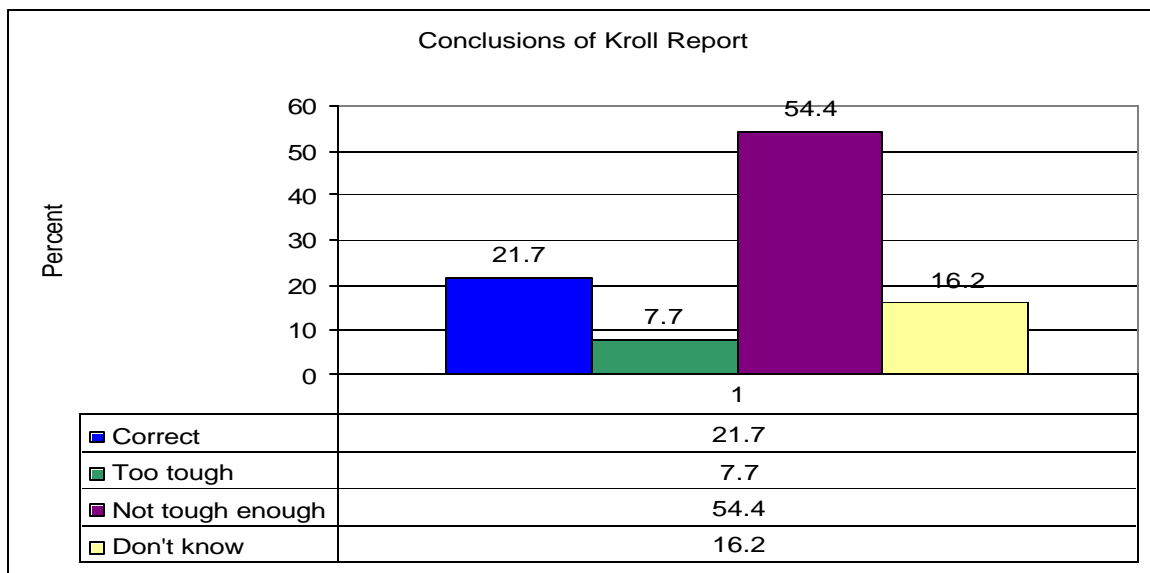
Graph 4, below, focuses on question 23, “The City of San Diego is facing at least a \$2.3 billion pension deficit. How do you think the city should deal with this crisis?” The largest response was “mostly through pension benefit rollbacks”, 39.7%, closely followed by “A combination of spending cuts, tax increases, and pension benefit rollbacks” at 30.3%. There were few takers for either the “File for bankruptcy” option (6.2%) or the “Mostly through tax and fee increases” choice (8.3%). The “Mostly through spending cuts” was also not very well received.

Graph 4

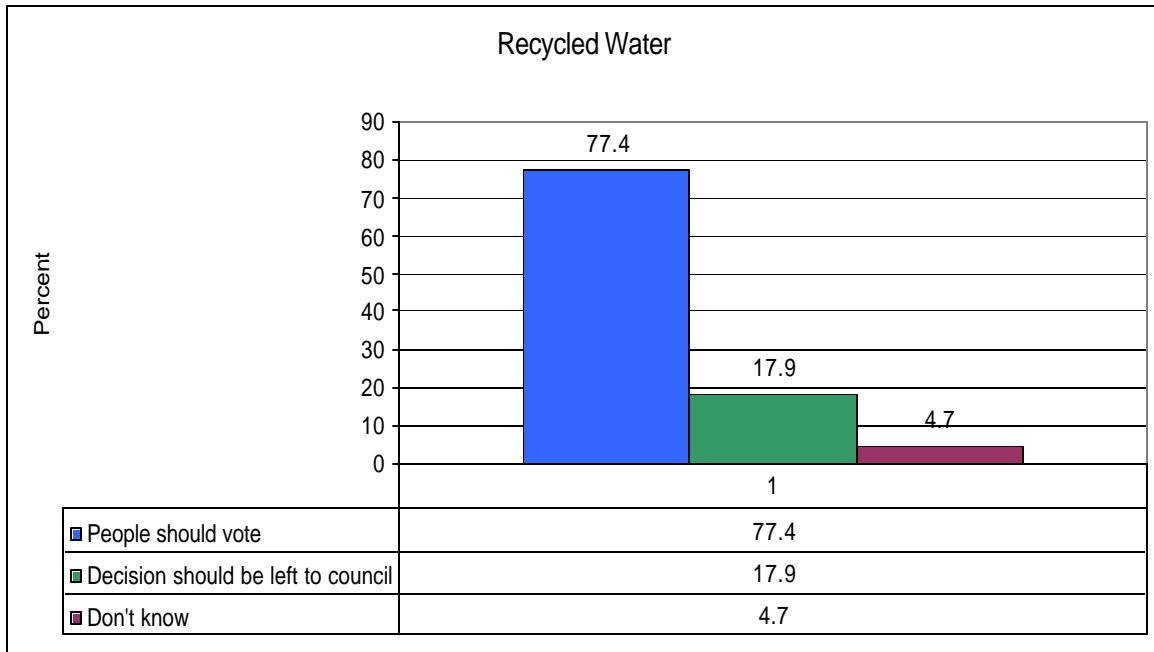


The final graph dealing with the pension crisis, Graph 5, also presented below, presents the responses to question 24, “Do you believe that the conclusions of the Kroll Report dealing with responsibility of councilmembers and other for the pension problems are?” Overall, respondents don’t appear to entirely buy the conclusions of the report with 54.4% believing that the report was not tough enough on culpable parties and only 7.7% believing the report was too tough. A relatively small 21.7% thought the report was “correct, right on target” and a somewhat surprisingly high 16.2% undecided.

Graph 5



Finally as a “bonus” question, Voters were asked “Coming before the city council in September is a proposal to recycle treated sewage into our drinking water system (sometimes referred to as “toilet-to-tap”). Should this decision to put recycled sewage into our drinking water system be decided by a vote of the people, or should this decision be left to the City Council?” the overwhelming majority, 77.4%, indicated “The people should vote on this proposal.” Only, 17.9%, indicated “This decision should be left up to the City Council” while 4.7% didn’t know.



Sample size 469  
+/- 4.5 percent sampling error  
August 21 – 24, 2006

**Methodology:** Findings are based on an August 21 - 24, 2006, automated telephone dialer survey of high-propensity registered voters in the City of San Diego using the voice of a professional announcer. A Datamar proprietary algorithm was used to generate random samples of voters for calling. The margin of error for the total sample is +/- 4.5 percent at the 95 percent confidence level. The sampling error for subgroups is larger.

**Registered voters vs. high-propensity voters:** Registered voters who *actually vote* are significantly fewer than the voters who are registered to vote. Although it is sometimes useful to determine the opinions of all registered voters (and even the opinions of the general population), surveying the opinions of *the high-propensity voters* is more efficient and predictive for electoral/political purposes.

This survey is based on defining “high-propensity” voters as those eligible registered voters who have demonstrated high-propensity by having *actually voted* in one or more recent elections, specifically:

*Voters who voted in the 2002 gubernatorial primary and general elections, and the 2004 Presidential primary and general elections.*

Where necessary, responses were weighted according to age, gender, political party, and geographical area.



**DATAMAR, INC.**  
September 5, 2006  
Survey Toplines

Sample size 469

+/- 4.5 percent sampling error.

Questions 15-19 were in corresponding districts only, sampling error is greater.

August 21 – 24, 2006

Q1. Are you registered to vote in the City of San Diego?

Yes	100%
No	

Q2. Are you registered as Democrat, Republican, another party, or as “no party registration”?

Democrat	43.7%
Republican	45.0%
Another party	7.7%
No party registration	3.6%

Q3. Are you?

Male	49%
Female	51%

Q4. What is your age, please?

18-34	6.4%
35-49	16.6%
50-64	38.4%
65 or older	38.6%

Q5. What is the highest level of education you have completed?

High school graduate or less	8.3%
Some college /trade school	24.9%
Graduated college or higher	66.7%

Q6. Are you or is anyone in your household a member of a labor union, such as trade union, service employee union, public employee union, or teachers union?

Yes	19.8%
No	80.2%

Q7. What do you consider to be your ethnic group?

White Non-Hispanic	86.1%
Hispanic/Latino	5.1%
Black/African-American	2.6%
Asian/other	6.2%

Q8. What is your marital status?

Married	60.3%
Separated/divorced/widowed	22.6%
Never married	17.1%

Q9. What is your household income?

Less than \$40,000	28.4%
\$40,000 – 80,000	32.2%
\$80,000- \$120,000	23.2%
\$120,000 or more	16.2%

Q10. Which of the following best describes you politically?

Very liberal	13.6%
Somewhat liberal	32.0%
Somewhat conservative	30.9%
Very conservative	19.4%
Don't know	4.1%

Q11. Overall, do you approve or disapprove of the way Mayor Jerry Sanders is handling his job?

Mostly approve	46.9%
Somewhat approve	32.2%
Somewhat disapprove	10.7%
Mostly disapprove	5.8%
Don't know	4.5%

Q12. Overall, do you approve or disapprove of the way City Attorney Mike Aguirre is handling his job?

Mostly approve	40.1%
Somewhat approve	23.7%
Somewhat disapprove	14.5%
Mostly disapprove	16.8%
Don't know	4.9%

Q13. Overall, do you approve or disapprove of the way the San Diego City Council as a group is handling its job?

Mostly approve	9.4%
Somewhat approve	28.6%
Somewhat disapprove	33.9%
Mostly disapprove	25.8%
Don't know	2.3%

Q14. Regarding the city's financial problems, do you believe that the job performance of former Mayor Dick Murphy was?

Satisfactory	9.2%
Negligent, or incompetent	59.7%
Criminally reckless or intentional	22.0%
Don't know	9.2%

Q15. Regarding the city's financial problems, do you believe that the job performance of your councilmember Scott Peters has been? District 1 only.

Satisfactory	31.5%
Negligent, or incompetent	29.7%
Criminally reckless or intentional	25.2%
Don't know	13.5%

Q16 Regarding the city's financial problems, do you believe that the job performance of your councilmember Tony Atkins has been? District 3 only.

Satisfactory	46.0%
Negligent, or incompetent	26.0%
Criminally reckless or intentional	12.0%
Don't know	16.0%

Q17. Regarding the city's financial problems, do you believe that the job performance of your councilmember Brian Maienschein has been? District 5 only.

Satisfactory	44.0%
Negligent, or incompetent	36.0%
Criminally reckless or intentional	2.0%
Don't know	18.0%

Q18. Regarding the city's financial problems, do you believe that the job performance of your councilmember Donna Frye has been? District 6 only.

Satisfactory	54.8%
Negligent, or incompetent	33.9%
Criminally reckless or intentional	8.1%
Don't know	3.2%

Q19. Regarding the city’s financial problems, do you believe that the job performance of your councilmember Jim Madaffer has been? District 7 only.

Satisfactory	33.3%
Negligent, or incompetent	39.3%
Criminally reckless or intentional	10.7%
Don't know	16.7%

Q20. Regarding the city’s financial problems, do you believe that the job performance of former city attorney Casey Gwinn was?

Satisfactory	8.3%
Negligent, or incompetent	43.3%
Criminally reckless or intentional	28.4%
Don't know	20.0%

Q21. Regarding the city’s financial problems, do you believe that the job performance of former city manager Jack McGrory was?

Satisfactory	3.4%
Negligent, or incompetent	35.8%
Criminally reckless or intentional	34.1%
Don't know	26.7%

Q22. Regarding the city’s financial problems, do you believe that the job performance of some other high-level city staff employees has been?

Satisfactory	3.4%
Negligent, or incompetent	41.4%
Criminally reckless or intentional	42.2%
Don't know	13.0%

Q23. The City of San Diego is facing at least a \$2.3 billion pension deficit. How do you think the city should deal with this crisis?

Mostly through spending cuts	13.2%
Mostly through tax and fee increases	8.3%
Mostly through pension benefits rollbacks	39.7%
A combination of spending cuts, tax increases, and pension benefit rollbacks	30.3%
File for bankruptcy	6.2%
Don't know	2.3%

Q24. Do you believe that the conclusions of the Kroll Report dealing with responsibility of councilmembers and others for the pension problems are?

Correct, right on target	21.7%
Too tough on city councilmembers or high-level staff who were involved	7.7%
Not tough enough on city councilmembers or high-level staff who were involved	54.4%
Don't know	16.2%

Lastly – We asked voters opinions on an upcoming controversial proposal before the city council a proposal to recycle treated sewage (sometimes referred to as “toilet-to-tap”) into the drinking water system. Who should make the decision?

Q25. Coming before the city council in September is a proposal to recycle treated sewage into our drinking water system (sometimes referred to as “toilet-to-tap”). Should this decision to put recycled sewage into our drinking water system be decided by a vote of the people, or should this decision be left to the City Council?

The people should vote on this proposal.	77.4%
This decision should be left up to the City Council.	17.9%
Don't know	4.7%