



Date: May 11, 2007

To: Bryan Pease
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From: Rebecca Wittman
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RE: Results from San Diego poll

Survey Methodology: Survey of San Diego California, 5/9/07 through 5/11/07

This is a telephone survey of adults, conducted by Zogby International. The target sample is 602 interviews with approximately 15 questions asked. Samples are randomly drawn from telephone CDs of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies¹ and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.² Weighting by age, race, and gender is used to adjust for non-response. The margin of error is +/- 4.1 percentage points. Margins of error are higher in sub-groups.

Zogby International's sampling and weighting procedures also have been validated through its political polling: more than 95% of the firm's polls have come within 1% of actual election-day outcomes.

¹ See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

² *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

Narrative Summary

301. A Superior Court judge recently ordered the City to dredge much of the sand from Casa Beach to return the beach to a pool for swimming. This would give the seals less space to rest and could drive them away entirely. The dredging would cost the City roughly \$500,000. The City is appealing the decision. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the beach should be dredged?

Strongly agree	15%		
Somewhat agree	8	Agree	23%
Somewhat disagree	11		
Strongly disagree	63	Disagree	74
Not sure	3		

San Diego adults are more than three times as likely to disagree than agree that the sand from Casa Beach should be dredged. Three in four (74%) disagree, including nearly two-thirds (63%) who disagree strongly. In comparison, fewer than one in four (23%) agrees the beach should be dredged, with one in seven (15%) agreeing strongly.