



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

201. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that wild animals should be protected?

Strongly agree	77%		
Somewhat agree	15	Agree	92%
Somewhat disagree	3		
Strongly disagree	3	Disagree	6
Not sure	2		

Most every respondent (92%) agrees that wild animals should be protected, including over three-fourths (77%) who agree strongly. Only 6% disagree.

202. A sea wall was built at the Children’s Pool in La Jolla in 1931. It was built on top of what was previously called “seal rock” because harbor seals used it for resting. Since the early 1990’s, harbor seals have come back to this area and now use the beach for resting, and they give birth to pups right on the sand every spring. Swimming at this beach can disturb the seals, sometimes causing mothers to become separated from their pups, and is not recommended due to the presence of seal fecal matter. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that this beach should be reserved for educational seal watching, and not swimming?

Strongly agree	68%		
Somewhat agree	13	Agree	81%
Somewhat disagree	4		
Strongly disagree	14	Disagree	18
Not sure	1		

San Diego adults are more than four times as likely to agree than disagree that the beach should be reserved for educational seal watching, and not swimming. Four out of five respondents (81%) agree, with two-thirds overall strongly agreeing. Just fewer than one in five (18%) disagree, with disagreement more likely to be “strong” (14%) than “somewhat” (4%).

203. *The City currently maintains a rope barrier on the beach during pupping season, December 15 through May 15, to give the seals space from people. The rope is a guideline, instructing people to watch the seals from a respectful distance. Most people respect the rope even though it is not illegal to cross it. During seven months out of the year, there is no rope, and people often go right up to the seals and end up scaring them away. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the rope should be kept up year round?*

Strongly agree	64%		
Somewhat agree	16	Agree	80%
Somewhat disagree	8		
Strongly disagree	10	Disagree	18
Not sure	2		

A vast four-fifths majority (80%) agrees this rope should be kept up year round. This includes nearly two out of three overall (64%) who agree strongly. In contrast, less than one in five (18%) disagree that the rope should be kept up year round.

204. *Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that crossing the rope should be illegal during pupping season, which is Dec. 15 through May 15?*

Strongly agree	68%		
Somewhat agree	12	Agree	80%
Somewhat disagree	5		
Strongly disagree	14	Disagree	19
Not sure	1		

Respondents are four times as likely to agree than disagree that crossing this rope should be illegal during pupping season. Four in five (80%) agree, with two in three (68%) in strong agreement. One in five (19%) disagrees, with one in seven (14%) disagreeing strongly.