



## 52<sup>nd</sup> Congressional District Poll

To test potential candidates for the June, 2014 primary election through to the General Election in November, NSON Opinion Strategy, a national public opinion research firm, was commissioned by California Public Safety Voter Guide (managed by Landslide Communications, Inc.) to conduct a brief poll in California's 52<sup>nd</sup> Congressional District.

Using professionally trained and experienced interviewers, NSON interviewed registered voters via telephone, over June 12<sup>th</sup> and 13<sup>th</sup>, 2013, from its state of the art computer aided telephone interviewing facility located in Salt Lake City, Utah.

A file comprised of registered voters having cast a ballot in the November 2012 General Election was used to pull the random sample. This sample of 606 interviews has a +/- 4.00% margin of error at the 95% confidence level.

The questionnaire consisted of one screening question to confirm voter registration in the district, a ballot question, a follow-up ballot question to test possible changes after providing respondents information about one of the potential candidates and two demographic questions, gender and age. Additional demographic classification of party affiliation and ethnicity were appended from the voter file to each respondent interview for inclusion in final results presentation.

The screening question to confirm voter registration was asked first after an introduction.

The following questions were then asked of qualified respondents. The resulting response counts and percentages for each question are noted:

Q1. If the election for your next Member of Congress was held today, who would you vote for of the following three candidates?

- 229 (37.8%)** Scott Peters, Democrat incumbent
- 209 (34.5%)** Carl DeMaio, Republican, former San Diego Council member
- 32 (5.3%)** Howard Kaloogian, Republican, former California State Assemblyman
- 136 (22.4%)** Undecided / Don't Know

Q2. Now I am going to read you some information about Carl DeMaio. According to an article that appeared in the New York Times on October 29, 2012, DeMaio is “openly gay” and has “stated his support for gay marriage.”

Having offered you this information, now I am going to ask you again who you would vote for as your next Member of Congress if the election was held today:

- 218 (36.0%)** Scott Peters, Democrat incumbent
- 213 (35.1%)** Carl DeMaio, Republican, former San Diego Council member
- 42 (6.9%)** Howard Kaloogian, Republican, former California State Assemblyman

**133 (21.9%)** Undecided / Don't Know

Q3 Gender

**279 (46%)** Male

**327 (54%)** Female

Q4 Which of the following categories best describes your age?

**100 (16.5%)** 18 to 29

**124 (20.5%)** 30 to 44

**114 (18.8%)** 45 to 54

**110 (18.2%)** 55 to 64

**158 (26.1%)** 65 or Older

Q5 Party Affiliation (percentages from vote file)

**243 (40.1%)** Republican

**198 (32.7%)** Democrat

**139 (22.9%)** Decline to State

**26 (4.3%)** Other

Q6 Ethnicity (from vote file)

<b>42</b>	<b>(6.9%)</b>	Asian
<b>39</b>	<b>(6.4%)</b>	Hispanic
<b>525</b>	<b>(86.6%)</b>	Others

- The first ballot question reveals Scott Peters, the incumbent Democrat, having a miniscule lead, but is in a statistical tie with challenger Republican Carl DeMaio. With a fifth of the sample undecided or of no opinion at this time and with apparent, strong name recognition already, DeMaio is in great position a year out from the June 2014 Primary Election.
- Being “openly gay” and having “stated his support for gay marriage” appears to have statistically a very negligible effect with district voters views overall, possibly alluding to prior knowledge of or indifference to DeMaio’s sexuality and support of marriage equality.
- The slight effect of the information about DeMaio is an increase of Republican support towards distant third place Republican Kaloogian at the expense of DeMaio, but this swing is essentially offset by the pickup of Decline to State and younger voters from Peters to DeMaio, particularly the 30-44 age range.
- The few response change from the first ballot question, upon hearing the information about DeMaio of Undecided or Don't Know voters, is well within the margin of error.

