

MEMORANDUM

TO: Interested Parties
FROM: John Nienstedt, Competitive Edge
RE: Voter enthusiasm for the June 6th Primary
DATE: Wednesday, March 07, 2012

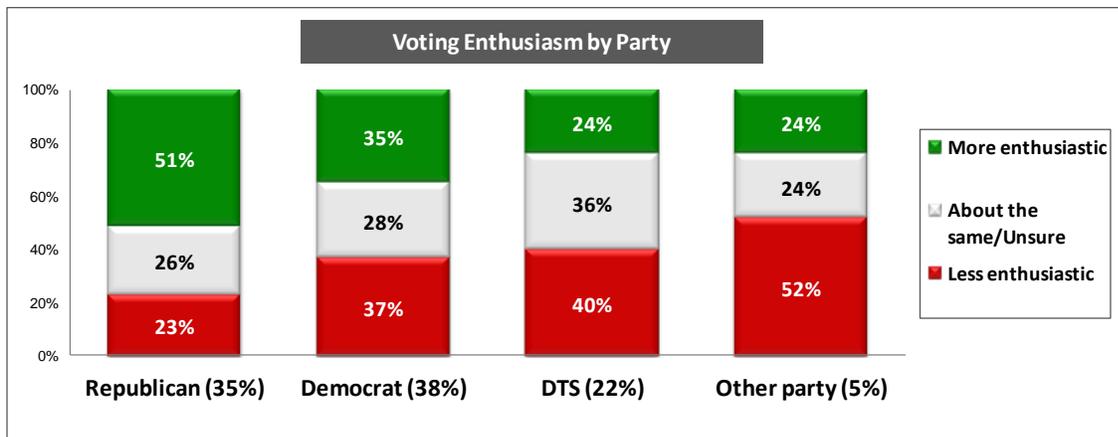
This analysis is based on the results from the poll of 603 likely June voters who reside in the city of San Diego which we fielded March 1st through the 4th. Interviews were conducted by trained professional interviewers.

Overall enthusiasm for voting in this June's Presidential and Mayoral Primary election in San Diego is moderate. Voters are telling us, on balance, that they are only slightly more eager to go the polls this time around than in past elections. Thirty-eight percent say they are more enthusiastic than usual, but 33% admit to being less enthusiastic. With a net difference of only 4.5%, the likely electorate is not all that charged up for the June Primary.

Q3. In June there will be a Republican presidential primary election and a San Diego Mayoral primary election. Comparing how you feel about the upcoming election to how you generally feel about most elections, are you more enthusiastic or less enthusiastic about voting this June?

	%
More enthusiastic	37.9
Less enthusiastic	33.4
About the same (Not read)	21.4
Unsure (Not read)	7.4

However, when we examine enthusiasm along party lines, an entirely different picture emerges. The June Primary may decide the GOP presidential nominee and about half of the Republicans *are* looking forward to it. In contrast, Democrats are split in their enthusiasm, while decline-to-state voters are not too excited and most who belong to minor parties are apparently disengaged.



Based on voter registration in the city, there are about an equal number of Republican and Democrat voters in the likely June electorate. However, if current voter enthusiasm holds and translates into turnout, as it often does, San Diego Republicans will be celebrating on June 5th.