Scientific poll: Democrats drastically more likely to vote for environmental attorney Bryan Pease over medical doctor Jen Campbell

SAN DIEGO—An independent, scientific opinion poll of City Council District 2 voters by Zogby Analytics taken by phone between January 2-8, 2018 has revealed Republican incumbent Lorie Zapf's approval rating is under 40%, and Democrats are *overwhelmingly* more likely to vote for Environmental Attorney Bryan Pease over Medical Doctor Jen Campbell.

The non-partisan primary in June will only list the candidates' ballot title (employment) and not political party. The top two will advance to a runoff in November. Democrats outnumber Republicans in the district, and Democratic turnout in November is much higher. This would tend to favor a Democrat, but only if the Democratic candidate has the right ballot title, since party affiliation does not appear on the ballot.

When voters are only told the ballot title and name of the candidates and nothing else, the results of a one-on-one matchup against the incumbent are as follows:

Pease v. Zapf:

Not sure: 41.6%
Council Member Lorie Zapf: 38.7%
Environmental Attorney Bryan Pease: 19.7%

Campbell v. Zapf:

Not sure: 45.5%
Council Member Lorie Zapf: 36.0%
Medical Doctor Jen Campbell: 18.5%

Thus, significantly more people are not sure than planning to vote for the incumbent.

Once party affiliation is mentioned, **Pease takes a ten percent leap over Campbell** in a three-way match up against Zapf, who still performs extremely poorly as an incumbent and the sole Republican, with more than a third of voters still up in the air:

Republican Lorie Zapf: 41.2%
Not sure: 36.5%

Democrat Bryan Pease: 16.3%
Democrat Jen Campbell: 6.0%

Why?

It turns out that before party affiliation is mentioned, when all voters know is Bryan Pease is an environmental attorney, Jen Campbell is a medical doctor, and Lorie Zapf is a council member, *Democrats overwhelmingly pick the Republican Zapf over Democrat Campbell 29.6% to 18.5%.* On the other hand, Pease beats Zapf with Democrats 29.4% to 26.1%. Campbell does slightly better than Pease against Zapf with Republicans and independents before party affiliation is mentioned.

Once voters are aware of party affiliation, Pease leaps ahead with Democrats among all three (Pease 37.7%, Zapf 16.9%, Campbell 7.3%), both Pease and Campbell plummet with Republicans (Zapf 74.7%, Pease 3.5%, Campbell 0.9%), and both are roughly equal with independents (Zapf 33.7%, Pease 10.7%, Campbell 10.5%), with the remainders undecided.

After telling voters only the ballot titles and party affiliation of the candidates and nothing else about them, the poll asked about favorability and found the following:

Lorie Zapf: 38.9% favorable, 11.3% unfavorable, 49.2% unfamiliar, 0.6% unsure
Bryan Pease: 14.8% favorable, 4.8% unfavorable, 79.8% unfamiliar, 0.6% unsure
Jen Campbell: 8.5% favorable, 4.6% unfavorable, 86.7% unfamiliar, 0.3% unsure
Jordan Beane: 3.8% favorable, 3.1% unfavorable, 92.5% unfamiliar, 0.6% unsure

The poll also asked about certain issues and whether they were very important, somewhat important, not very important, or not at all important. The issues asked about are listed below by level of importance, with the percentage of people who responded that they were either very important or somewhat important:

Crime and public safety: 97.1%
Streets and potholes: 95.3%
Homelessness: 93.9%
Environmental protection: 89.1%
Climate change: 87.7%
Affordable housing: 86.4%
Public transit: 78.7%
Animal rights: 74.4%

The issue of animal rights is not usually included in political opinion polls, and it is noteworthy that while the other issues ranked higher for most voters, nearly three quarters of voters find this issue important, and a full third responded that this issue is *very important*.

Zapf included animal advocacy in her ballot statement and mailings in the 2014 election, and this may help explain her margin of victory over the Democratic challenger then. As an

environmental attorney with a long history of animal advocacy, Pease is by far the candidate best situated to win these votes this time around.

To illustrate, the poll then asked about orca captivity, which is significant because Seaworld is in the district and has recently taken a number of high profile measures to quell concerns raised by the documentary *Blackfish*. The media narrative is the public now thinks Seaworld is humane. However, the data shows the majority of voters feel otherwise, with 53.6% of District 2 voters disagreeing with Seaworld keeping orcas in captivity.

The results were extremely partisan, with only 31.4% of Democrats and 33.6% of independents agreeing with orca captivity, but 61.1% of Republicans agreeing with it. Most voters also said these beliefs *would* influence their voting behavior. Upon learning Zapf actually supports Seaworld keeping orcas in captivity, 42.3% of voters were less likely to vote for Zapf, compared to 20.8% who were more likely. For 35.3% it made no difference, and 1.6% were not sure.

The poll also asked whether San Diego needs a rent control ordinance to prevent landlords from increasing rent significantly beyond the rate of inflation, and 53.6% of voters agreed. Again the results were extremely partisan, with 63.4% of Democrats and 58.7% of independents favoring rent control, and only 33.4% of Republicans favoring it.

After being told Pease supports rent control while Campbell and Zapf both oppose it, this made 41% of voters more likely to vote for Pease and only 36.1% of them less likely to. For 20.8% it made no difference in how they would vote, and 2.1% were not sure.

Finally, upon learning Pease is the environmental attorney who saved baby seals at Children's Pool by winning lawsuits to protect them, 42.5% of voters were more likely to vote for Pease, while 26.9% were less likely, and for 30.5% it made no difference, with 0.2% not sure.

The poll then concluded by asking who voters would pick out of all the candidates. More voters are still undecided than are planning to vote for the incumbent, who only has about one third support, and Pease is by far the strongest Democratic challenger:

Not sure: 36.4%
Lorie Zapf: 33.9%
Bryan Pease: 22.3%
Jen Campbell: 4.8%
Jordan Beane: 1.9%
Someone else: 0.7%

Last year, Pease was elected to the San Diego County Democratic Central Committee with over 23,000 votes, which is more votes than Zapf has ever received in any election.

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Zogby Analytics Poll Methodology
San Diego 2nd City District Likely Voters
1/2/2018 thru 1/8/2018

Zogby Analytics was commissioned by Bryan Pease to conduct a live operator telephone survey of 300 likely voters in 2nd City District of San Diego, CA.

Telephone samples are randomly drawn from random telephone lists. Up to four calls are made to reach a sampled phone number, respondents that were not available but qualified to respond were allowed to set appointments to be recalled within the time frame of the field work.

Using information based on census data, voter registration figures, CIA fact books and exit polls, we use complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

Based on a confidence interval of 95%, the margin of error for 300 is +/- 5.7 percentage points. This means that all other things being equal, the identical survey repeated will have results within the margin of error 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data especially sets smaller than 50-75 respondents. At that subset we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.

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About Zogby Analytics:
For three decades, the Zogby companies have produced polls with an unparalleled record of accuracy and reliability. Zogby telephone and interactive surveys have generally been the most accurate in U.S. Presidential elections since 1996.

Zogby Analytics conducts a wide variety of surveys internationally and nationally in industries, including banking, IT, medical devices, government agencies, colleges and universities, non-profits, automotive, insurance and NGOs.