

CA_CITYOFSANDIEGO_SURVEY_MQ_240225
 SAN DIEGO, CA
 LIKELY VOTERS
 FEBRUARY 23-25, 2024

SAMPLE:
 N= 507 Likely Voters
 MoE=± 4.4%
 75% Cells

INTRODUCTION: Good evening. May I please speak with NAME FROM FILE? My name is _____ and I'm calling from a national public opinion firm. This evening we're conducting a short scientific survey in San Diego and we'd like to get your opinions. We're not selling anything and your responses will be completely confidential.

SCREENER

1. First, are you or any member of your immediate family a member of the news media, a Public Relations company, or an active participant with any political campaign?

- 1. Yes **TERMINATE**
- 2. No/All other **100%**

2. And how likely would you say you are to vote in the March 2024 primary election for Mayor and various state and local offices? Would you say you will... **ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP**

- 1. Definitely plan to vote **78%**
- 2. Probably plan to vote..... **15%**
- 3. It's Fifty-fifty **8%**
- 4. Probably plan not to vote **TERMINATE**
- 5. Definitely plan not to vote..... **TERMINATE**
- 6. Don't Know/Refused **DNR**..... **TERMINATE**

3. Thinking about the direction the city of San Diego is headed today, do you believe things are going in the right direction or would you say things have gotten off on the wrong track?

	<u>Jan 24-</u>	<u>Feb</u>
	<u>26</u>	<u>23-25</u>
1. Right direction	34%	28%
2. Unsure/DK/Refused DNR	22%	17%
3. Wrong track	44%	54%

4. And what would you say is the most important issue facing the City of San Diego right now? **DO NOT READ CHOICES, IF MULTIPLE GIVEN PROBE FOR SINGLE BIGGEST PROBLEM**

	<u>Jan 24-26</u>	<u>Feb 23-25</u>
1. The economy and jobs	2%	4%
2. Fiscal issues, such as taxes and spending	2%	3%
3. Cost of housing, rent, or home prices	24%	23%
4. Education	2%	1%
5. Roads, bridges, highways, and infrastructure	8%	11%
6. Crime, gangs, and drugs	1%	1%
7. Local government reform, government accountability	<1%	2%
8. Illegal immigration	5%	9%
9. Homelessness	38%	36%
10. Climate Change/Environment	<1%	1%
11. Income Inequality	<1%	1%
12. Criminal Justice Reform / Black Lives Matter (BLM)	<1%	0%
13. Public of Mass Transit	1%	<1%
14. COVID	0%	0%
15. Economic recovery	1%	<1%
16. Other (Specify:_____)	11%	8%
17. DK/Refused	3%	3%

Now thinking about the City of San Diego's prospective ballot measures ...

I am going to read to you the description of one upcoming ballot measure, please tell me if you would vote **ROTATE** for or against **END ROTATE** such a measure...

5. Measure A "Shall an ordinance protecting life and property from flood; improving/protecting water quality; capturing rain/stormwater to increase safe drinking water supplies and prepare for future drought; protecting public health and marine life by reducing pollution, trash, toxins/plastics entering San Diego waterways/bays/beaches; establishing a parcel tax of 2.5¢ per square foot of impermeable area, exempting low-income seniors, raising approximately \$____ annually until ended by voters, requiring independent audits, oversight and local control be adopted?" If the election was today, would you say you would vote **ROTATE** for or against **END ROTATION** Measure A?

IF FOR/AGAINST:

And, would you say you would DEFINITELY vote (for/against) Measure A, or just probably?

IF UNDECIDED:

If you had to choose today, would you lean toward (for/against)?

	TOTAL FOR	59%
	TOTAL AGAINST	33%
1.	Definitely For	23%
2.	Probably For	28%
3.	Lean For	7%
4.	Undecided/DK/Refused DNR	9%
5.	Lean Against	5%
6.	Probably Against	9%
7.	Definitely Against	19%

Now I am going to read to you another description of one upcoming ballot measure, please tell me if you would vote **ROTATE** for or against **END ROTATE** such a measure...

6. Measure B: To repair neighborhood streets and sidewalks, update police, paramedic and 9-1-1 equipment and facilities, improve parks and library facilities, and general city services and infrastructure shall the City of San Diego adopt an ordinance enacting a one cent sales tax, generating an estimated four hundred million dollars per year, requiring citizen oversight and independent audits? If the election was today, would you say you would vote **ROTATE** for or against **END ROTATION** Measure B?

IF FOR/AGAINST:

And, would you say you would DEFINITELY vote (for/against) Measure B, or just probably?

IF UNDECIDED:

If you had to choose today, would you lean toward (for/against)?

	TOTAL FOR	58%
	TOTAL AGAINST	35%
1.	Definitely For	24%
2.	Probably For	27%
3.	Lean For	6%
4.	Undecided/DK/Refused DNR	7%
5.	Lean Against	3%
6.	Probably Against	13%
7.	Definitely Against	20%

And now just a few more questions for verification purposes...

7. Party Registration: **PRE-CODE**

- | | | |
|----|-------------------|-----|
| 1. | Republican | 23% |
| 2. | Independent/Other | 28% |
| 3. | Democrat | 49% |

8. And, would you say you are a **ROTATE** Conservative, a Moderate, or a Liberal **END ROTATION** in your political beliefs?

IF CONSERVATIVE/LIBERAL, ASK:

And, would you say you are VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

- | | | |
|----|-----------------------|-----|
| | TOTAL CONSERVATIVE | 24% |
| | TOTAL LIBERAL | 32% |
| 1. | Very Conservative | 11% |
| 2. | Somewhat Conservative | 13% |
| 3. | Moderate | 38% |
| 4. | DK/Refused DNR | 5% |
| 5. | Somewhat Liberal | 15% |
| 6. | Very Liberal | 17% |

9. And thinking back to the presidential election in November of 2020, for whom did you vote **ROTATE FIRST**
TWO

Donald Trump, the Republican

Joe Biden, the Democrat

...or...

Someone else

- | | | |
|----|--|-----|
| 1. | Trump | 24% |
| 2. | Someone Else | 7% |
| 3. | Don't Remember/Did not Vote DNR | 10% |
| 4. | Refused DNR | 2% |
| 5. | Biden | 57% |

10. What is the highest level of formal education you have completed?

- | | | |
|----|---------------------------------|-----|
| 1. | High school or Less | 18% |
| 2. | Some College /Associates Degree | 30% |
| 3. | Bachelor's Degree | 33% |
| 4. | Post graduate | 18% |
| 5. | DK/Refused DNR | 1% |

11. Which of the following best describes your race or ethnicity?

1.	White	59%
2.	Hispanic, Mexican, Latino, Spanish	20%
3.	African-American	4%
4.	Asian	10%
5.	Other (specify) _____	5%
6.	Refused <input type="checkbox"/> DNR	2%

12. Do you own your home or do you rent?

1.	Own home	53%
2.	DK/Refused <input type="checkbox"/> DNR	4%
3.	Rent	43%

13. In what year were you born? RECORD EXACT FOUR DIGIT RESPONSE; RECODE INTO CATEGORIES

1.	18-24	6%
2.	25-34	19%
3.	35-44	19%
4.	45-54	17%
5.	55-64	18%
6.	65-74	6%
7.	75 or over	13%
8.	Refused <input type="checkbox"/> DNR	2%

14. Sex: BY OBSERVATION

1.	Male	49%
2.	Female	51%

15. City Council Districts: PRE-CODE

1.	District 1	12%
2.	District 2	12%
3.	District 3	12%
4.	District 4	10%
5.	District 5	13%
6.	District 6	10%
7.	District 7	11%
8.	District 8	10%
9.	District 9	10%

16. Congressional District: PRE-CODE

1.	CD 50	38%
2.	CD 51	37%
3.	CD 52	25%

17. Primary Vote History: PRE-CODE

1.	0 of 4	10%
2.	1 of 4	26%
3.	2 of 4	18%
4.	3 of 4	16%
5.	4 of 4	29%

18. Interview Method: PRE-CODE

1.	Cell	75%
2.	Landline	25%