

## Chula Vista More Choice Voting Measure Poll

n=403 Chula Vista Voters

Turnout model: 57%

Margin of Sampling Error +/- 4.9%

March 28-April 4, 2024

Weighted on turnout history, age, ethnicity (Latino), and city council district

Hello is \_\_\_\_ there? Hi this is \_\_\_\_\_ with Competitive Edge Research, a national polling firm and we're calling the good folks of Chula Vista to ask your opinion on local issues. We are not selling anything. Most people find it interesting, and all your answers will be kept strictly confidential. Please let me begin by asking...

Q1. Thinking about local elections, how important to you, if at all, are the following issues?  
(Q1-Q4 were randomized)

	Ext Imp %	Very Imp %	Some Imp %	Not that Imp %	Not at all Imp %	Uns %	REF %
Q1. Reducing local government spending	26.2	27.5	32.8	6.6	5.1	1.7	0.1
Q2. Increasing opportunities for marginalized candidates to participate in the general election	22.4	31.7	21.5	10.2	9.1	4.2	0.9
Q3. Providing voters more choice in candidates	25.2	33.0	27.5	9.2	4.6	0.2	0.3
Q4a. Reducing political corruption (n=201)	56.9	32.4	5.9	0.9	2.3	1.5	0.0
Q4b. Reducing the influence of money in politics (n=202)	40.1	32.5	19.0	3.1	3.9	1.5	0.0

Q5. When you review the candidates for local office, how often, if ever, do you feel like your choice is between the lesser of two evils?

	%
Every election	18.3
Nearly every election	13.7
Most elections	26.6
Only some elections	29.9
No elections	7.1
Unsure (Not read)	3.0
Refused (Not read)	1.3

Q6. Chula Vista politicians listen to the special interests more than they listen to the voters.

	%
Agree, strongly	36.3
Agree, somewhat	30.7
Disagree, somewhat	14.6
Disagree, strongly	5.3
Unsure ( <i>Not read</i> )	13.1

Q7. Local labor unions have too much power in Chula Vista elections.

	%
Agree, strongly	18.5
Agree, somewhat	15.7
Disagree, somewhat	27.9
Disagree, strongly	19.2
Unsure ( <i>Not read</i> )	18.7

I'll read you some names of local individuals and organizations. Please tell me whether you have a favorable or unfavorable impression of them. If you haven't heard of them, let me know because that's fine too. (Q8-Q11 were randomized)

	Very Fav %	Some Fav %	Some Unfav %	Very Unfav %	Heard Uns %	Not Heard %	REF %
Q8. Former Mayor Mary Salas	16.7	23.6	11.2	10.7	13.1	23.3	1.3
Q9. Former Councilwoman Andrea Cardenas	2.2	11.3	7.0	27.7	11.3	40.0	0.5
Q10. The Republican Party of San Diego County	12.2	20.2	21.6	27.6	7.0	10.9	0.3
Q11. The Democratic Party of San Diego County	19.3	28.8	13.5	21.6	7.2	9.6	0.0

Q12. How reliable and credible is La Prensa newspaper's reporting? Is it generally...

	%
Extremely	1.9
Very	4.6
Somewhat	14.3
Not that	2.3
Not at all credible	4.9
Are you unaware of La Prensa	61.5
Aware, but unsure how credible ( <i>Not read</i> )	10.5

Q13. What, if anything, have you seen, read, or heard about a method for voting called More/Ranked Choice Voting? *(Currently being coded)*

“More Choice Voting” (n=212)

“Ranked Choice Voting” (n=191)

Q14. There may be a city measure on an upcoming ballot titled CHARTER AMENDMENTS ESTABLISHING MORE CHOICE VOTING. It reads: “Shall the City Charter be amended to advance up to five, instead of two, candidates to the general election and provide voters with the option of ranking those candidates for all primary and general elections in the City of Chula Vista and eliminate primary and special elections when there are five or fewer candidates.” If the election were held today, would you vote “yes” to approve this measure or “no” to reject it?

	%
Yes, definitely	29.2
Yes, probably	32.6
No, probably	13.8
No, definitely	12.6
Unsure <i>(Not read)</i>	11.7

Q15. What is the main reason you would vote “yes” to approve/“no” to reject this measure? *(Currently being coded)*

Reason to Vote “Yes” (n=241)

Reason to Vote “No” (n=109)

I'll read to you the provisions contained in this measure. Please tell me whether each is a good reason to vote for the measure or a good reason to vote against it. (Q16-Q22 were randomized)

	For, Very %	For, Some %	Against, Some %	Against, Very %	Uns %	REF %
Q16. The candidate with majority support wins	48.7	30.2	5.8	8.7	6.0	0.7
Q17. Voters can rank up to five candidates in the general election, giving voters the opportunity to express their preference for each candidate	41.0	32.4	7.5	11.8	6.9	0.3
Q18. If five or fewer candidates are running, there would be no Primary election, only a General election	30.2	29.9	13.2	17.2	9.5	0.0
Q19. Each individual's vote is encrypted so it's secret	55.7	22.3	7.7	6.0	8.1	0.1
Q20. Anonymized voting tallies will be made publicly available so anyone can verify the winner	47.3	29.9	7.8	9.1	5.6	0.3
Q21. Taxes or fees would not be increased to implement or run the new system	51.2	28.3	4.3	9.2	6.3	0.6
Q22. The city will prepare voters for More Choice Voting through an education campaign before it's implemented	47.2	33.5	3.9	7.8	7.4	0.1

I'll read you some arguments you might see, read, or hear on both sides. I'll start with arguments from the measure's supporters/opponents. (Support and opponent batteries were rotated) (Q23-Q26 were randomized)

Q23. Supporters say More/Ranked Choice Voting is simple and easy and fair. Only candidates with broad support can win. You will have more choice; no more choosing between the lesser of two evils. You can vote for candidates you like best without helping a candidate you don't like. Is this argument to vote "yes"...

	(More n=212) %	(Ranked n=191) %
Very convincing	39.8	36.0
Somewhat convincing	35.1	38.9
Or not at all convincing to you	21.9	22.7
Unsure (Not read)	3.2	2.4

Q24. Supporters say campaigns will become less negative. With More/Ranked Choice Voting, in order to win, candidates must attract second choice votes from the voters who support rival candidates. This reduces negative campaigning and encourages better candidates to run on real issues. Is this argument to vote “yes” ...

	(More n=212) %	(Ranked n=191) %
Very convincing	36.9	32.9
Somewhat convincing	40.3	42.1
Or not at all convincing to you	20.8	20.0
Unsure ( <i>Not read</i> )	2.0	5.0

Q25. Supporters say More/Ranked Choice Voting is not new and is proven to work. It has been used in more than 500 municipal elections in the U.S., including in Minneapolis, Santa Fe, and New York, and for statewide elections in Alaska and Maine. Is this argument to vote “yes” ...

	(More n=212) %	(Ranked n=191) %
Very convincing	31.2	24.0
Somewhat convincing	36.8	43.2
Or not at all convincing to you	27.9	30.5
Unsure ( <i>Not read</i> )	4.0	2.3

Q26. Supporters say the new More/Ranked Choice Voting system will reduce corruption by preventing special interests from manipulating the candidates who make it to the general election. Is this argument to vote “yes” ...

	(More n=212) %	(Ranked n=191) %
Very convincing	32.3	32.6
Somewhat convincing	38.7	38.9
Or not at all convincing to you	26.0	26.2
Unsure ( <i>Not read</i> )	3.0	2.3

And here are arguments you might see, read, or hear from supporters/opponents. (Q27-Q30 were randomized)

Q27. Opponents say More/Ranked Choice Voting is difficult, complex, and confusing. With all the distractions voters face these days, expecting them to rank candidates – let alone five of them – won’t make elections better. Is this argument to vote “no” ...

	(More n=212) %	(Ranked n=191) %
Very convincing	15.7	15.7
Somewhat convincing	34.4	32.2
Or not at all convincing to you	48.2	49.1
Unsure (Not read)	1.7	3.1

Q28. Opponents say the only cities that have adopted More/Ranked Choice Voting are liberal bastions. San Francisco, Oakland, and New York are the prime examples. More/Ranked choice voting is not for Chula Vista. Is this argument to vote “no” ... (Asked of non-Democrats only, n=205)

	(More n=107) %	(Ranked n=98) %
Very convincing	28.3	23.5
Somewhat convincing	21.8	26.1
Or not at all convincing to you	44.3	49.1
Unsure (Not read)	5.7	1.2

Q29. Opponents say because More/Ranked Choice Voting is complicated it will reduce voter turnout, especially among minority groups including Latino voters, reducing their voice in elections. More/Ranked Choice Voting is not for Chula Vista. Is this argument to vote “no” ...

	(More n=212) %	(Ranked n=191) %
Very convincing	11.0	17.7
Somewhat convincing	34.9	26.5
Or not at all convincing to you	50.2	54.2
Unsure (Not read)	3.8	1.6

Q30. Opponents say More/Ranked Choice Voting is a liberal scheme to increase their power. If this “reform” is adopted, Republicans will have a harder time getting elected and you can say goodbye to good governance. Is this argument to vote “no”... (*Asked of Republicans, n=108*)

	(More n=53) %	(Ranked n=55) %
Very convincing	27.9	37.3
Somewhat convincing	33.0	25.2
Or not at all convincing to you	39.1	33.0
Unsure ( <i>Not read</i> )	0.0	4.5

Q31. People may change their minds after hearing more information, so here’s the earlier question again about the CHARTER AMENDMENTS ESTABLISHING MORE CHOICE VOTING measure. It reads: “Shall the City Charter be amended to advance up to five, instead of two, candidates to the general election and provide voters with the option of ranking those candidates for all primary and general elections in the City of Chula Vista and eliminate primary and special elections when there are five or fewer candidates.” If the election were held today, would you vote “yes” to approve this measure or “no” to reject it?

	%
Yes, definitely	29.8
Yes, probably	32.3
No, probably	14.9
No, definitely	15.9
Unsure ( <i>Not read</i> )	7.1

Thanks. Now I have some demographic questions to make sure we have a representative sample...

Q32. When it comes to social issues and politics do you consider yourself to be...

	%
Very liberal	16.7
Somewhat liberal	30.7
Somewhat conservative	24.9
Very conservative	12.4
Somewhere in between ( <i>Not read</i> )	11.4
Unsure ( <i>Not read</i> )	3.1
Refused ( <i>Not read</i> )	0.9

Q33. In what year were you born?

	%
18-24	9.0
25-34	14.9
35-44	15.3
45-54	17.0
55-64	17.2
65-74	15.1
75+	11.4
<b>Average</b>	<b>50.5</b>

Q34. And were you born in . . .

	%
California	47.2
Somewhere else in the U.S.	23.7
In a foreign country	29.2

Thanks for your time and your opinion counts, goodbye.

35. GENDER

	%
Male	50.5
Female	49.5

Q36. LATINO

	%
Yes	58.0
No	42.0

37. PARTY

	%
Democrat	49.2
Republican	26.8
NPP	20.5
Minor Party	3.5

38. TURNOUT HISTORY

	%
New/Unreliable	23.4
Reliable	45.7
Very reliable	30.8



39. ERA OF ORIGINAL REGISTRATION

	%
Biden	10.8
Trump	18.5
Obama	16.7
Bush II	19.0
Pre-Bush II	35.0
<b>Average</b>	<b>2007</b>

40. CITY COUNCIL DISTRICT

	%
1	28.1
2	23.7
3	24.6
4	23.7