

San Diego Issues/Ranked Choice Voting Poll

May 6-15, 2024

n=413 San Diego city voters, turnout model: 78%, weighted on turnout history, gender, age, birthplace, and city council district

n=408 supervisorial district 3 voters, turnout model: 73%, weighted on turnout history, gender, age, birthplace, party, and city

Margin of sampling error +/- 4.8%

Hello is _____ there? Hi this is _____ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego County 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. Do you believe things in the City of San Diego/County of San Diego are heading in the right direction or have they gotten off on the wrong track?

	City (n=413) %	County (D3 county voters, n=296) %
Right track, strongly	3.2	4.9
Right track, somewhat	22.4	27.1
Wrong track, somewhat	15.5	15.5
Wrong track, strongly	34.4	33.0
Mixed (<i>Not read</i>)	11.4	8.3
Unsure (<i>Not read</i>)	9.8	9.6
Refused (<i>Not read</i>)	3.3	1.6

Thinking about local elections, how important to you, if at all, are the following issues? (Q2-Q5 were randomized, asked of San Diego City voters only)

	Ext Imp %	Very Imp %	Some Imp %	Not that Imp %	Not at all Imp %	Uns %	REF %
Q2. Reducing local government spending	27.3	17.6	30.9	12.5	7.7	3.2	0.8
Q3. Increasing opportunities for marginalized candidates to participate in the general election	18.4	20.1	35.4	11.2	10.1	4.2	0.7
Q4. Providing voters more choice in candidates	21.1	29.5	33.1	10.2	3.3	1.5	1.3
Q5. Reducing political corruption	57.4	29.4	9.0	2.0	1.3	0.8	0.0

I'll read you some names of local individuals. 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. (Q6 and Q7 were rotated, asked of San Diego City voters only)

	Very Fav %	Some Fav %	Some Unfav %	Very Unfav %	Heard Uns %	Not Heard %	REF %
Q6. Mayor Todd Gloria	13.0	25.9	14.3	23.4	10.3	11.5	1.5
Q7. Mayoral candidate Larry Turner	5.4	8.6	4.4	4.7	11.0	65.0	1.0

Q8. In 2004, San Diego voters approved a change from a City Council-Manager form of government to a Mayor-City Council form, also known as a Strong Mayor form of governance. Some people have suggested returning to a City Council-Manager form of government. Would you support or oppose returning to a City Council-Manager form of government? (asked of San Diego City voters only)

	%
Support, strongly	21.7
Support, somewhat	22.2
Oppose, somewhat	11.7
Oppose, strongly	8.7
Unsure (Not read)	35.8

Q9. California's Proposition 47 was approved by the voters in 2014. It changed the law so that some low level, non-violent felonies can only be charged as misdemeanors. There may be a measure on the state ballot that would reform Proposition 47 by increasing penalties for repeated thefts, fentanyl-related felonies and repeat drug offenders. If the election were today, would you vote "yes" to approve this measure or "no" to reject it? (asked of San Diego City voters only)

	%
Yes, definitely	47.3
Yes, probably	25.6
No, probably	9.1
No, definitely	11.3
Unsure (Not read)	6.7

Q10. And there will be an election for County Supervisor this November. If the election were today, would you vote for... (Candidate names were rotated, asked of Supervisorial District 3 voters only)

	%
Terra Lawson-Remer, San Diego County Supervisor	23.3
Kevin Faulconer, small businessman	30.2
Unsure (Not read)	46.5

Q11. And are you... (n=219)

	%
Definitely voting for that candidate	44.8
Will you probably vote for that candidate	28.0
Or are you only leaning towards that candidate?	25.4
Unsure (<i>Not read</i>)	1.8

Q12. And are you leaning towards... (*Candidate names were rotated, n=189*)

	%
Lawson-Remer	12.4
Faulconer	8.7
Unsure (<i>Not read</i>)	78.9

Combined Vote

	%
Terra Lawson-Remer, definitely	9.6
Terra Lawson-Remer, probably	7.6
Terra Lawson-Remer, leaning	11.9
Kevin Faulconer, leaning	12.5
Kevin Faulconer, probably	7.4
Kevin Faulconer, definitely	14.4
Unsure	36.7

Q13. And there will be an election for Mayor this November. If the election were today, would you vote for... (*Candidate names were rotated*)

	%
Todd Gloria, Mayor of San Diego	40.4
Larry Turner, San Diego Police Office	31.6
Unsure (<i>Not read</i>)	27.9

Q14. And are you... (n=298)

	%
Definitely voting for that candidate	41.9
Will you probably vote for that candidate	32.0
Or are you only leaning towards that candidate?	24.6
Unsure (<i>Not read</i>)	1.5

Q15. And are you leaning towards... (*Candidate names were rotated, n=115*)

	%
Gloria	15.0
Turner	5.7
Unsure (<i>Not read</i>)	79.3

Combined Vote

	%
Todd Gloria, definitely	15.8
Todd Gloria, probably	14.7
Todd Gloria, leaning	14.2
Larry Turner, leaning	10.4
Larry Turner, probably	8.4
Larry Turner, definitely	14.4
Unsure	22.2

Q16. And there will be an election for City Attorney this November. If the election were today, would you vote for... *(Candidate names were rotated)*

	%
Heather Ferbert, Chief Deputy City Attorney	21.8
Brian Maienschein, Legislator and Law Professor	23.2
Unsure <i>(Not read)</i>	55.1

Q17. And are you... *(n=186)*

	%
Definitely voting for that candidate	24.1
Will you probably vote for that candidate	35.3
Or are you only leaning towards that candidate?	38.3
Unsure <i>(Not read)</i>	2.3

Q18. And are you leaning towards... *(Candidate names were rotated, n=228)*

	%
Ferbert	7.5
Maienschein	3.5
Unsure <i>(Not read)</i>	88.9

Combined Vote

	%
Brian Maienschein, definitely	4.9
Brian Maienschein, probably	9.8
Brian Maienschein, leaning	10.4
Heather Ferbert, leaning	14.0
Heather Ferbert, probably	6.0
Heather Ferbert, definitely	5.9
Unsure	49.0

Q19. Are you aware or unaware of any real estate deals recently entered into by the City of San Diego, and, if so, do you have a positive or a negative impression of those deals?

	%
Positive	3.1
Negative	32.0
Aware, but unsure	8.6
Unaware	56.4

Q20. Who do you hold most responsible for those real estate deals? (*Answer choices were randomized, n=180*)

	%
The Mayor	44.1
The City Council	22.3
The City Attorney	6.1
Someone else	6.1
Other	5.3
Unsure (<i>Not read</i>)	16.2

Do you agree or disagree with the following statements... (*Q21 and Q22 were rotated*)

Q21. San Diego politicians listen to the special interests more than they listen to the voters.

	%
Agree, strongly	48.4
Agree, somewhat	28.8
Disagree, somewhat	10.5
Disagree, strongly	2.9
Unsure (<i>Not read</i>)	9.3

Q22. Local labor unions have too much power in San Diego elections.

	%
Agree, strongly	16.1
Agree, somewhat	14.3
Disagree, somewhat	28.7
Disagree, strongly	17.8
Unsure (<i>Not read</i>)	23.1

Q23. 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	20.1
Nearly every election	22.2
Most elections	23.8
Only some elections	26.7
No elections	4.3
Unsure (<i>Not read</i>)	2.7
Refused (<i>Not read</i>)	0.2

Q24. 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 San Diego.” If the election were held today, would you vote “yes” to approve this measure or “no” to reject it?

	%
Yes, definitely	27.2
Yes, probably	39.0
No, probably	9.5
No, definitely	7.6
Unsure (<i>Not read</i>)	16.7

Q25. What is the main reason you would vote “yes” to approve/”no” to reject this measure?

Reason to Vote “Yes” (n=274)

	%
More options/choices of candidates	50.4
Gives third parties/smaller candidates a better chance	5.3
RCV is a better system	5.1
Better representation	3.5
Current system needs to change	3.3
I like the idea (general)	3.1
No longer need to choose the lesser of two evils	3.1
Less corruption/money interests	2.8
Eliminate the two-party system	2.3
Need more information	1.9
Will produce more moderate candidates	1.5
Diversity of candidate views	1.2
Other (<i>specify</i>)	7.7
Nothing/Unsure	9.0

Reason to Vote “No” (n=71)

	%
Too complex/confusing	19.1
Too many choices	12.1
Corruption/unfairness	7.7
Two choices are enough	6.4
Will benefit special interests	4.5
Dislike Ranked Choice Voting (general)	4.3
Not enough information	3.6
It has failed in other places	3.3
Candidates can win without a majority of the vote	3.1
It will dilute the vote	2.0
Will benefit smaller candidates/parties	1.7
Other (<i>specify</i>)	16.0
Nothing/Unsure	16.2

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. (Q26-Q32 were randomized)

	For, Very %	For, Some %	Against, Some %	Against, Very %	Uns %	REF %
Q26. The candidate with majority support wins	49.3	31.5	5.2	3.5	10.2	0.2
Q27. Voters have the option to rank up to five candidates in the general election, giving voters the opportunity to express their preference for each candidate	42.8	31.0	9.6	7.3	9.2	0.0
Q28. Each individual’s vote is encrypted so it’s secret	43.6	28.0	4.3	5.9	18.2	0.0
Q29. Anonymized voting tallies will be made publicly available so anyone can verify the winner	47.6	31.8	3.5	3.4	13.7	0.0
Q30. Taxes or fees would not be increased to implement or run the new system	48.5	26.9	5.5	6.5	11.5	1.1
Q31. The city will prepare voters for More Choice Voting through an education campaign before it’s implemented	37.1	36.5	6.1	7.4	12.5	0.3
Q32. If there are five or fewer candidates, all of them will automatically advance to the General Election	26.2	31.4	16.9	11.4	14.0	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. (*Supporter and opponent batteries were rotated*) (Q33-Q38 were randomized, respondents randomly received 5 of 6 supporter messages)

Q33. Supporters say More 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"... (n=342)

	%
Very convincing	45.3
Somewhat convincing	35.0
Or not at all convincing to you	13.4
Unsure (<i>Not read</i>)	6.2

Q34. Supporters say campaigns will become less negative. With More 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"... (n=346)

	%
Very convincing	34.4
Somewhat convincing	41.0
Or not at all convincing to you	17.9
Unsure (<i>Not read</i>)	6.7

Q35. Supporters say More Choice Voting 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"... (n=347)

	%
Very convincing	30.0
Somewhat convincing	43.2
Or not at all convincing to you	19.6
Unsure (<i>Not read</i>)	7.2

Q36. Supporters say the new More Choice Voting system will reduce corruption by preventing special interests from deciding which candidates make it to the general election. Is this argument to vote "yes"... (n=345)

	%
Very convincing	42.1
Somewhat convincing	32.4
Or not at all convincing to you	19.4
Unsure (<i>Not read</i>)	6.2

Q37. Supporters say the More Choice Voting system will reduce local government spending. By automatically advancing the candidates when five or fewer candidates are running, instead of holding an unnecessary primary, this reform will save taxpayers money. Is this argument to vote “yes” ... (n=348)

	%
Very convincing	30.8
Somewhat convincing	41.0
Or not at all convincing to you	19.9
Unsure (Not read)	8.3

Q38. Recalling the earlier questions related to the candidate races, supporters ask, wouldn’t it be better to have more than two candidates to choose from in the general election? That’s what More Choice Voting will do, provide more options when voters are making their decisions. Is this argument to vote “yes” ... (n=340)

	%
Very convincing	39.3
Somewhat convincing	35.4
Or not at all convincing to you	18.7
Unsure (Not read)	6.5

And here are arguments you might see, read, or hear from supporters/opponents. (Q39-Q43 were randomized)

Q39. Opponents say More 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”...

	%
Very convincing	15.0
Somewhat convincing	29.9
Or not at all convincing to you	48.9
Unsure (Not read)	6.2

Q40. Opponents say the only cities adopting More Choice Voting are liberal bastions where the far-left has taken control. San Francisco and Oakland are prime examples where adopting More Choice Voting allowed extreme candidates to be elected. Things in those cities have gotten worse. Is this argument to vote “no” ... (Asked of non-Democrats only, n=207)

	%
Very convincing	27.9
Somewhat convincing	27.9
Or not at all convincing to you	37.6
Unsure (Not read)	6.6

Q41. Opponents say because More Choice Voting is complicated it will reduce voter turnout, especially among minority groups including Latino voters, reducing their voice in elections. More Choice Voting is not for San Diego. Is this argument to vote “no” ...

	%
Very convincing	13.4
Somewhat convincing	22.4
Or not at all convincing to you	55.6
Unsure (<i>Not read</i>)	8.6

Q42. Opponents say More Choice Voting will help Republicans split up Democrat votes and gain power in San Diego. We can’t afford to let local government shift to the right. Is this argument to vote “no” ... (*Asked of Democrats only, n=207*)

	%
Very convincing	15.0
Somewhat convincing	35.0
Or not at all convincing to you	41.7
Unsure (<i>Not read</i>)	8.2

Q43. Opponents say More Choice Voting is a liberal scheme to increase the Democrats’ 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 only, n=82*)

	%
Very convincing	32.3
Somewhat convincing	17.1
Or not at all convincing to you	41.3
Unsure (<i>Not read</i>)	9.4

Q44. 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 San Diego.” If the election were held today, would you vote “yes” to approve this measure or “no” to reject it?

	%
Yes, definitely	29.6
Yes, probably	38.1
No, probably	9.7
No, definitely	10.7
Unsure (<i>Not read</i>)	11.9

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

Q45. When it comes to social issues and politics do you consider yourself to be...

	City voters (n=413) %	D3 voters (n=408) %
Very liberal	16.8	14.7
Somewhat liberal	29.5	27.3
Somewhat conservative	20.8	24.7
Very conservative	6.4	10.5
Somewhere in between (<i>Not read</i>)	20.3	16.6
Unsure (<i>Not read</i>)	3.2	2.4
Refused (<i>Not read</i>)	3.0	3.7

Q46. In what year were you born?

	City voters (n=413) %	D3 voters (n=408) %
18-24	7.4	6.6
25-34	18.7	12.9
35-44	17.0	13.1
45-54	14.7	15.6
55-64	15.7	17.7
65-74	14.8	18.1
75+	11.8	15.9
Average	50.2	54.2

Q47. And were you born in . . .

	City voters (n=413) %	D3 voters (n=408) %
California	45.6	44.2
Somewhere else in the U.S.	33.8	41.7
In a foreign country	20.6	14.2

Thanks for your time and your opinion counts, goodbye.

48. GENDER

	City voters (n=413) %	D3 voters (n=408) %
Male	48.5	47.7
Female	51.5	52.3

49. PARTY

	City voters (n=413) %	D3 voters (n=408) %
Republican	20.0	29.3
Democrat	50.3	42.8
NPP	21.6	21.0
Minor Party	8.2	6.9

50. TURNOUT HISTORY

	City voters (n=413) %	D3 voters (n=408) %
New/Unreliable	26.1	13.5
Reliable	41.4	44.0
Very reliable	32.5	42.5

51. ERA OF ORIGINAL REGISTRATION

	City voters (n=413) %	D3 voters (n=408) %
Biden	10.7	8.9
Trump	16.2	14.6
Obama	22.3	16.0
Bush II	13.6	13.8
Pre-Bush II	37.2	46.7
Average	2006	2003

52a. CITY COUNCIL DISTRICT

	City voters (n=413)
1	12.5
2	12.5
3	13.0
4	8.7
5	13.7
6	10.3
7	11.8
8	8.4
9	9.0

52b. CITY

	D3 voters (n=408) %
San Diego	68.2
Carlsbad	18.0
Encinitas	7.7
Solana Beach	3.0
Coronado	2.8
Del Mar	0.4

53. LATINO

	City voters (n=413) %	D3 voters (n=408) %
Yes	19.8	9.4
No	80.2	90.6