



**SAN DIEGO COUNTY CHARTER REFORM ISSUES SURVEY**  
**220-7658-WT**  
**FINAL WORKING DRAFT**  
**A/B SPLITS**  
**N=737**  
**MARGIN OF SAMPLING ERROR ±3.7% (95% CONFIDENCE LEVEL)**

**(PHONE ONLY)**

Hello, I'm \_\_\_\_\_ calling from \_\_\_\_\_, a public opinion research company. **(IF RESPONDENT ANSWERS IN SPANISH, RESPOND WITH SPANISH LANGUAGE INTRODUCTION OR HAND OFF TO SPANISH-CAPABLE INTERVIEWER.)** We are conducting a survey about different issues facing San Diego County. Please be assured that I am not trying to sell you anything or ask for a donation of any kind, and that your participation and responses will be kept confidential. May I please speak with \_\_\_\_\_? **(MUST SPEAK WITH THE VOTER LISTED AND VERIFY THEY LIVE AT THE LISTED ADDRESS— OTHERWISE TERMINATE.)**

**(PHONE ONLY)**

A. Before we begin, have I reached you on a cell phone? **(IF ON CELL PHONE, ASK: If you are currently driving or otherwise occupied, please confirm that it is safe for you to take this survey without endangering yourself or others.)**

Yes, on cell and can safely take survey	68%
Yes, on cell and should reschedule	<b>(RESCHEDULE)</b>
No, not on cell	32%
<b>(DON'T READ)</b> Prefer not to say	0%

**(ONLINE ONLY)**

Thank you for participating in this public opinion survey about different issues facing residents of San Diego County. Please be assured that we are not trying to sell you anything or ask for a donation of any kind, and that your participation and responses will be kept confidential.

A. If you are taking this survey on a mobile device and are currently driving or otherwise occupied, please confirm that it is safe for you to take this survey without endangering yourself or others.

Yes, can safely take survey	100%
I'll come back later	<b>(DIVERT TO LANDING PAGE)</b>

1. For each of the following, please indicate whether you would say things in \_\_\_\_\_ are headed in the right direction, or feel they are off on the wrong track. **(DO NOT ROTATE)**

**(ONLINE: SHOW ALL ANSWER OPTIONS)**

	SS	Right Direction	Wrong Track	Don't Know
a. <b>(T)</b> The State of California		40%	52%	8%
b. <b>(T)</b> San Diego County		31%	54%	15%

2. Next, here are some names of people and organizations active in public life. For each one, please indicate whether you approve or disapprove of the job that person or organization is doing. **(RANDOMIZE)**

**(ONLINE: SHOW ALL ANSWER OPTIONS)**

**(PHONE: IF APPROVE/DISAPPROVE, ASK: Is that strongly or somewhat (APPROVE/DISAPPROVE)?)**

	SS	Strongly Approve	Smwt Approve	Smwt Disappr	Strongly Disappr	Never Heard Of	Total Approve	Total Disappr
a. The San Diego County government		7%	37%	23%	28%	5%	44%	51%
b. The San Diego County Board of Supervisors		5%	34%	24%	26%	12%	39%	49%
c. San Diego County Fire Department	A	57%	36%	1%	1%	5%	93%	2%
d. San Diego County Public Health Services	B	15%	43%	20%	13%	9%	58%	34%

3. Next, would you say that San Diego County government has a great need for reforms, some need, a little need, or no real need for reforms?

**(ONLINE: SHOW ALL ANSWER OPTIONS)**

<b>GREAT/SOME NEED</b>	<b>83%</b>
Great need	43%
Some need	40%
<b>A LITTLE/NO REAL NEED</b>	<b>10%</b>
A little need	7%
No real need	3%
<b>(DON'T READ ON PHONE) Don't know</b>	<b>7%</b>

4. This measure may read as follows:

**“SAN DIEGO COUNTY GOVERNMENT REFORM, PUBLIC DISCLOSURE, ETHICS AND ACCOUNTABILITY CHARTER AMENDMENT MEASURE.** Shall the San Diego County Charter be amended to increase public disclosure / government transparency; create an independent Ethics Commission to investigate misconduct; require an elected County Executive; require an independent budget office and auditor; require that a nonpartisan legislative analyst review proposed County policies; require Board approval for County department heads; limit the County Executive and Board of Supervisor members to three, four-year terms; and require no new cost to taxpayers to implement?”

If the election were held today, would you vote yes or no on this measure?

**(ONLINE: SHOW ANSWER OPTIONS FOR “YES,” “NO” AND “UNDECIDED”)**

**(PHONE: IF YES/NO, ASK: Is that definitely or just probably YES/NO?)**

**(PHONE: IF UNDECIDED, ASK: Do you lean toward voting yes or no?)**

<b>TOTAL YES</b>	<b>79%</b>
Definitely yes	49%
Probably yes	25%
Undecided, lean yes	6%
<b>TOTAL NO</b>	<b>12%</b>
Undecided, lean no	3%
Probably no	5%
Definitely no	4%
<b>(DON'T READ ON PHONE) Undecided</b>	<b>9%</b>

**(ASK SPLIT SAMPLE A RESPONDENTS CODED 1-6 IN Q4)**

5. Please describe why would you vote (YES/NO) on this measure? **(OPEN-ENDED RECORD VERBATIM RESPONSE)**

a. Yes: (n=293)

Government oversight/transparency/accountability-----	48%
Helps against corruption/poor ethics-----	15%
Input from the people/for the people-----	10%
Government mismanagement/government waste-----	9%
Term limits/no career politicians-----	8%
General approval/right thing to do/makes sense-----	6%
Government inefficiency-----	4%
New ideas/change/improvement-----	4%
Anti-big government/too much government regulation-----	3%
General need-----	3%
Road/infrastructure issues-----	3%
Housing issues-----	2%
Distrust in government-----	2%
Need more information-----	2%
No cost to the people-----	1%
Addresses critical issues-----	1%
Homelessness-----	1%
Other-----	2%
None/nothing-----	1%
Don't know/unsure-----	1%
N/A/Refused/no comment-----	2%

b. No: (n=45)

Less government/no term limits-----	47%
Unnecessary/no need-----	19%
Need more information-----	11%
Government distrust-----	10%
Government waste/increases spending-----	9%
No more taxes-----	6%
More important issues-----	2%
Other-----	5%
N/A/Refused/no comment-----	1%

**(ASK SPLIT SAMPLE B RESPONDENTS)**

6. Regardless of whether or not you support this measure, what reforms or changes do you think should be made to San Diego County government? **(OPEN-ENDED RECORD VERBATIM RESPONSE) (n=368)**

Proper fiscal management/spending control-----	16%
Need better leadership/less corruption-----	16%
Open communication/transparency/honesty-----	10%
Address homelessness-----	7%
Infrastructure/road improvements-----	7%
Housing/affordable housing/rent control-----	6%
Less taxes-----	6%
Need more social services/funding social services-----	6%
Term limits/should have term limits-----	5%
More oversight/audits/greater accountability-----	5%
Police reform/public safety-----	5%
No more funds for illegals/immigrants/remove sanctuary status-----	4%
Focus on affordability/cost of living-----	4%
Less government/regulations-----	4%
Need more information/don't know enough-----	2%
Development control/too much growth-----	2%
Less wokeism/Get rid of Democrat ideology/vote Republican-----	2%
Yes/many things-----	2%
Address election integrity/Voter ID-----	1%
Other-----	7%
None/nothing-----	1%
Don't know/unsure-----	5%
N/A/Refused/no comment-----	4%

**(RESUME ASKING ALL RESPONDENTS)**

7. Next, here are different features, elements and provisions of this San Diego County Charter Amendment measure. For each one, please indicate if you support or oppose it. **(RANDOMIZE)**

**(ONLINE: SHOW ALL ANSWER OPTIONS)**

**(PHONE: IF SUPPORT/OPPOSE, ASK: "Is that strongly (SUPPORT/OPPOSE) or just somewhat?")**

	SS	Strongly Support	Smwt Support	Smwt Oppose	Strongly Oppose	Don't Know	Total Support	Total Oppose
a. Requires an elected County Executive who is accountable to the voters and implements policies approved by the elected Board of Supervisors		40%	33%	9%	8%	10%	<b>73%</b>	<b>17%</b>
b. Limits the elected County Executive to serve three, four-year terms or a total of twelve years	A	53%	24%	7%	10%	7%	<b>77%</b>	<b>17%</b>
c. Limits members of the San Diego County Board of Supervisors to serve three, four-year terms or a total of twelve years	B	50%	24%	8%	11%	8%	<b>73%</b>	<b>18%</b>

	SS	Strongly Support	Smwt Support	Smwt Oppose	Strongly Oppose	Don't Know	Total Support	Total Oppose
d. Creates an independent ethics commission to investigate allegations of misconduct by County officials		69%	20%	3%	3%	4%	<b>89%</b>	<b>6%</b>
e. Requires implementation without cost to taxpayers		68%	20%	3%	2%	7%	<b>87%</b>	<b>6%</b>
f. Permanently establishes an independent Office of Inspector General to conduct investigations and oversight of the Sheriff's Department	A	52%	25%	7%	8%	8%	<b>77%</b>	<b>15%</b>
g. Establishes an Independent Auditor to directly report to the Board of Supervisors to increase transparency and accountability	B	64%	21%	3%	3%	9%	<b>85%</b>	<b>6%</b>
h. Creates a nonpartisan budget analyst to assess the impact of proposed County legislation		59%	28%	3%	3%	6%	<b>88%</b>	<b>6%</b>
i. Increases the Board of Supervisors from five to seven members to improve representation by reducing the size of Supervisorial Districts		36%	33%	9%	11%	11%	<b>69%</b>	<b>20%</b>
j. Prohibits County officials and staff from lobbying County government for two years after leaving office or employment at the County	A	70%	17%	4%	3%	6%	<b>87%</b>	<b>7%</b>
k. Requires department heads and executive-level County appointees be nominated by the County Executive and approved by the Board of Supervisors	B	26%	34%	11%	10%	18%	<b>60%</b>	<b>22%</b>
l. Allows the County Executive and Board of Supervisors to appoint individuals tasked with leading the County's response to a major problem or implementing a new policy, like the Tijuana River Sewage crisis or homelessness	B	44%	35%	5%	8%	8%	<b>79%</b>	<b>13%</b>
m. Requires County department heads have professional experience and a background in providing or overseeing the services they are responsible for managing	A	67%	24%	3%	3%	3%	<b>91%</b>	<b>6%</b>

	SS	Strongly Support	Smwt Support	Smwt Oppose	Strongly Oppose	Don't Know	Total Support	Total Oppose
n. Allows 12 weeks of remote voting for members of the Board of Supervisors for medical or family leave	B	24%	32%	14%	22%	9%	56%	35%
o. Requires the Board of Supervisors to hold open public meetings in all parts of the County, not just the County building	A	63%	26%	5%	1%	5%	89%	7%
p. Prohibits County officials from coordinating with federal government agencies without prior approval by the Board of Supervisors	B	36%	22%	13%	20%	9%	57%	34%
q. Allows a four-fifths majority of the Board of Supervisors to override the elected County Executive	A	27%	35%	10%	11%	17%	62%	21%
r. Requires regular upgrades of County government computer systems and technology to improve services, cyber security, and meet privacy requirements	B	55%	31%	5%	2%	7%	86%	7%
s. Ensures impartial legal advice and accountability by requiring the County Counsel to report directly to the elected Board of Supervisors	A	40%	37%	5%	5%	14%	76%	10%
t. Requires full public disclosure of all County government spending	B	88%	11%	0%	0%	1%	99%	1%
u. Requires full public disclosure, annual audits, and independent oversight of all County government spending	A	78%	15%	2%	1%	4%	93%	3%
v. Prohibits federal agencies from using County facilities or resources without permission from County government or a court order	B	52%	18%	7%	19%	4%	70%	26%
w. Protects the independence of the nonpartisan County Public Health Officer to make recommendations based on medical best practices, research and science	A	64%	20%	3%	5%	8%	84%	8%

	SS	Strongly Support	Smwt Support	Smwt Oppose	Strongly Oppose	Don't Know	Total Support	Total Oppose
x. Requires San Diego County comply with state laws when contracting for public works and infrastructure projects by hiring well-trained, skilled workers and provides for the peaceful settlement of labor disputes	B	53%	29%	5%	5%	8%	<b>82%</b>	<b>10%</b>
y. Maintains existing county policy of hiring well-trained, skilled workers and provides for the peaceful settlement of labor disputes when contracting for public works and infrastructure projects	A	58%	28%	3%	3%	8%	<b>86%</b>	<b>6%</b>

8. Here are a series of statements about San Diego County government. For each one, please indicate whether it makes you more likely or less likely to support a ballot measure to amend and reform the County Charter. If it makes no difference to you either way, you may indicate that too. **(RANDOMIZE)**

**(ONLINE: SHOW ALL ANSWER CHOICES)**

**(PHONE: IF MORE/LESS LIKELY, ASK: "Is that much (MORE/LESS) likely or just somewhat?")**

	SS	Much More Likely	Smwt More Likely	Smwt Less Likely	Much Less Likely	Makes No Diff	Don't Know	Total More Likely	Total Less Likely
a. Unlike most of the nation's largest counties, San Diego County does <u>not</u> have an independent ethics commission to investigate allegations of misconduct and corruption by County officials		51%	26%	4%	5%	6%	9%	<b>77%</b>	<b>9%</b>
b. San Diego County's \$8 billion annual budget is managed by an unelected bureaucrat who is appointed by the Board of Supervisors	A	34%	19%	9%	16%	7%	14%	<b>54%</b>	<b>25%</b>
c. San Diego County government lacks a nonpartisan budget office and independent auditor	B	45%	32%	5%	3%	6%	10%	<b>77%</b>	<b>8%</b>
d. The elected San Diego County Board of Supervisors has no power to select or remove department heads	A	29%	27%	11%	8%	8%	18%	<b>56%</b>	<b>18%</b>

	SS	Much More Likely	Smwt More Likely	Smwt Less Likely	Much Less Likely	Makes No Diff	Don't Know	Total More Likely	Total Less Likely
e. San Diego County's outdated charter does not allow your elected officials to ensure the policies they pass are actually implemented or hold non-elected bureaucrats accountable for addressing community problems	B	43%	32%	4%	6%	4%	11%	75%	10%

9. Next, please consider the following statements from supporters of the **SAN DIEGO COUNTY GOVERNMENT REFORM, PUBLIC DISCLOSURE, ETHICS AND ACCOUNTABILITY CHARTER AMENDMENT MEASURE**. For each one, please indicate whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes in favor of this measure. If you do not believe the statement, you can indicate that instead. **(RANDOMIZE)**

**(ONLINE: SHOW ALL ANSWER OPTIONS)**

	SS	Very Conv	Smwt Conv	Not Conv	Do Not Believe	Don't Know	Total Conv
a. <b>(NO ADDITIONAL COSTS)</b> County officials are required to use existing funds to implement the reforms and changes mandated by this Charter Amendment. By law, County politicians and bureaucrats are prohibited from raising taxes or additional taxpayer money to make these changes.		45%	30%	13%	4%	8%	75%
b. <b>(ETHICS)</b> San Diego County government lacks accountability as there is no independent oversight of County officials. This Charter Amendment creates an independent Ethics Commission to investigate allegations of misconduct, hold County officials accountable for corruption and expose public officials who abuse their power.		52%	31%	8%	4%	6%	83%
c. <b>(SPECIAL INTERESTS)</b> There is too much corruption in County government with special interests and lobbyists using their power and money to rig the system. This Charter Amendment increases public disclosure and transparency so County politicians can't make secret deals behind closed doors, and it restricts lobbying and imposes tougher penalties on politicians and officials charged with corruption.		57%	24%	8%	5%	5%	81%

	SS	Very Conv	Smwt Conv	Not Conv	Do Not Believe	Don't Know	Total Conv
d. <b>(ELECTED CEX)</b> Voters, not politicians, should have the authority to select the County's top official who is responsible for managing our \$8 billion budget. Under the current system, an unelected bureaucrat holds the highest position in County government. This Charter Amendment will empower voters by requiring an elected County Executive who is directly accountable to voters, who have the power to vote them out of office.		58%	23%	10%	4%	5%	<b>80%</b>
e. <b>(AUDITOR)</b> Under current County law, the Independent Auditor reports to an unelected bureaucrat rather than elected representatives. Requiring this position to report directly to the Board of Supervisors will increase accountability by promoting public disclosure and public access to audits of County spending, and investigations into fraud and misconduct	A	45%	29%	12%	6%	8%	<b>74%</b>
f. <b>(APPOINTMENTS)</b> This Charter Amendment requires County department heads to be nominated by the County Executive and approved by the Board of Supervisors, and mandates these executive-level appointees have experience and expertise. For example, the head of the County Health Department must have a background in medicine and healthcare, and the independent auditor must have experience in accounting.	B	49%	33%	9%	3%	6%	<b>82%</b>
g. <b>(CZAR)</b> From reducing homelessness to protecting local water resources from Tijuana River sewage, San Diego County has not been able to address major problems. This Charter Amendment reform measure will allow the Board of Supervisors to make special appointments – empowering a single individual to develop coherent strategies, coordinate resources, and implement solutions -- and who can be held directly accountable.	A	37%	31%	15%	11%	6%	<b>68%</b>
h. <b>(OUTDATED)</b> The San Diego County Charter is outdated, having not been updated in decades even as the county's population has grown to 3.3 million residents, compared to less than one million in 1980. Long-overdue changes are necessary to deliver better services, make county officials more accountable and responsive to voters, and impose stricter ethics laws to expose corruption, fraud and wasteful spending.	B	59%	29%	7%	3%	3%	<b>88%</b>

10. Now that you have more information, thinking again about this measure which may read as follows:

**“SAN DIEGO COUNTY GOVERNMENT REFORM, PUBLIC DISCLOSURE, ETHICS AND ACCOUNTABILITY CHARTER AMENDMENT MEASURE.** Shall the San Diego County Charter be amended to increase public disclosure / government transparency; create an independent Ethics Commission to investigate misconduct; require an elected County Executive; require an independent budget office and auditor; require that a nonpartisan legislative analyst review proposed County policies; require Board approval for County department heads; limit the County Executive and Board of Supervisor members to three, four-year terms; and require no new cost to taxpayers to implement?”

If the election were held today, would you vote yes or no on this measure?

**(ONLINE: SHOW ANSWER OPTIONS FOR “YES,” “NO” AND “UNDECIDED”)**

**(PHONE: IF YES/NO, ASK: Is that definitely or just probably YES/NO?)**

**(PHONE: IF UNDECIDED, ASK: Do you lean toward voting yes or no?)**

<b>TOTAL YES</b>	<b>81%</b>
Definitely yes	52%
Probably yes	22%
Undecided, lean yes	8%
<b>TOTAL NO</b>	<b>9%</b>
Undecided, lean no	1%
Probably no	2%
Definitely no	5%
<b>(DON'T READ ON PHONE) Undecided</b>	<b>10%</b>

11. Next, please consider the following statement from opponents of this Charter Amendment measure:

“The politicians who wrote this measure are trying to trick voters into believing it will reform County government and increase transparency. In fact, it gives them more power to control department heads, appoint their allies to a toothless ethics commission and weakens term limit laws. Passing this measure will do nothing to address the issues that matter most: the rising cost of living, a lack of affordable housing and homelessness; toxic sewage contaminating local water resources; politicians wasting money; and too much crime and gun violence in our communities.”

For you personally, is this very convincing, somewhat convincing, or not convincing as a reason to vote no to oppose this San Diego County Charter Amendment measure? If you do not believe the statement, you can indicate that instead.

**(ONLINE: SHOW ALL ANSWER RESPONSES)**

<b>VERY/SOMEWHAT CONVINCING</b>	<b>49%</b>
Very convincing	18%
Somewhat convincing	31%
Not convincing	29%
Don't believe	11%
<b>(DON'T READ ON PHONE)</b> Don't know	11%

12. Sometimes over the course of a survey like this one people change their minds, and sometimes they do not. Thinking one more time about this potential ballot measure, which may read as follows:

**“SAN DIEGO COUNTY GOVERNMENT REFORM, PUBLIC DISCLOSURE, ETHICS AND ACCOUNTABILITY CHARTER AMENDMENT MEASURE.** Shall the San Diego County Charter be amended to increase public disclosure / government transparency; create an independent Ethics Commission to investigate misconduct; require an elected County Executive; require an independent budget office and auditor; require that a nonpartisan legislative analyst review proposed County policies; require Board approval for County department heads; limit the County Executive and Board of Supervisor members to three, four-year terms; and require no new cost to taxpayers to implement?”

If the election were held today, would you vote yes or no on this measure?

**(ONLINE: SHOW ANSWER OPTIONS FOR “YES,” “NO” AND “UNDECIDED”)**

**(PHONE: IF YES/NO, ASK: Is that definitely or just probably YES/NO?)**

**(PHONE: IF UNDECIDED, ASK: Do you lean toward voting yes or no?)**

<b>TOTAL YES</b>	<b>70%</b>
Definitely yes	42%
Probably yes	19%
Undecided, lean yes	9%
<b>TOTAL NO</b>	<b>12%</b>
Undecided, lean no	1%
Probably no	4%
Definitely no	6%
<b>(DON'T READ ON PHONE) Undecided</b>	<b>18%</b>

You are almost done with the survey; the final questions are for classification purposes only.

13. What was the last level of school you completed?

**(PHONE: READ ANSWER OPTIONS IN ORDER)**

Less than high school	1%
High school graduate	7%
Vocational or technical school	3%
Some college, but no degree	20%
Associate degree	12%
Four-year college degree	32%
Graduate school	21%
<b>(DON'T READ ON PHONE) Prefer not to say</b>	<b>4%</b>

14. Are you, or is a member of your family, a member of a labor union?

Yes, myself	10%
Yes, family	10%
Yes, both	2%
No	73%
<b>(DON'T READ ON PHONE)</b> Prefer not to say	4%

15. Do you own or rent your home or apartment?

Own	68%
Rent	25%
<b>(DON'T READ ON PHONE)</b> Prefer not to say	7%

16. With which racial or ethnic group do you identify yourself?

**(PHONE: READ ANSWER OPTIONS IN ORDER)**

Latino or Hispanic	23%
White	59%
Black or African American	2%
Asian or Pacific Islander	7%
Multiracial	5%
Some other ethnic or racial background <b>(SPECIFY _____)</b>	2%
<b>(DON'T READ ON PHONE)</b> Prefer not to say	2%

17. Lastly, what is your gender?

Male	48%
Female	52%
Non-binary	0%
Prefer not to say	0%

**(THANK AND TERMINATE INTERVIEW)**

<b>SAMPLE VARIABLES</b>
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<b>LANGUAGE</b>	
English	94%
Spanish	6%
<b>PARTY REGISTRATION</b>	
Democrat	42%
Republican	30%
No Party Preference	21%
Other	7%

<b>COUNTY SUPERVISOR DISTRICT</b>	
1	17%
2	21%
3	22%
4	20%
5	20%
<b>CITY</b>	
Carlsbad	4%
Escondido	3%
Oceanside	7%
San Diego	37%
Other cities	31%
Unincorporated	19%
<b>PAST ELECTION PARTICIPATION</b>	
P16	49%
G16	71%
P18	53%
G18	70%
P20	62%
G20	83%
P22	58%
G22	74%
P24	52%
G24	96%
Blank	2%
<b>LIKELY JUNE 20206 VOTER</b>	
Yes	78%
No	22%
<b>AGE</b>	
18-24	8%
25-29	7%
30-34	8%
35-39	8%
40-44	8%
45-49	9%
50-54	7%
55-59	9%
60-64	8%
65-74	18%
75+	10%
<b>FOREIGN BORN</b>	
Yes	20%
No	80%

<b>OWN/RENT</b>	
Homeowner	63%
Renter	37%
<b>HHPT</b>	
1 Dem	21%
2+ Dem	12%
1 Rep	11%
2+ Rep	11%
1+ Ind	18%
Mixed	26%
<b>MODE OF INTERVIEW</b>	
Telephone	45%
Online/Email	36%
Online/Text	19%
<b>A/B SPLIT SAMPLE</b>	
A	50%
B	50%