

San Diego County Sustainable Funding Options Issues Survey

*Summary of Key Findings from a Survey of
San Diego County Registered Voters Conducted June 16-22, 2025*



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& ASSOCIATES

Survey Methodology

Dates	June 16-22, 2025
Survey Type	Dual-mode Voter Survey
Research Population	San Diego County Registered Voters
Total Interviews	819
Margin of Sampling Error	(Full Sample) $\pm 3.5\%$ at the 95% Confidence Level (Half Sample) $\pm 4.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English & Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

Survey Methodology; Continued

- The survey was designed to assess support for San Diego County sustainable funding options.
- Respondents were randomly divided into two groups:
 - *Half were asked throughout the survey about a proposal to create a transfer fee on multimillion dollars single-family homes and commercial properties.*
 - *Half were asked about a proposal to raise the County's sales tax one half-cent.*

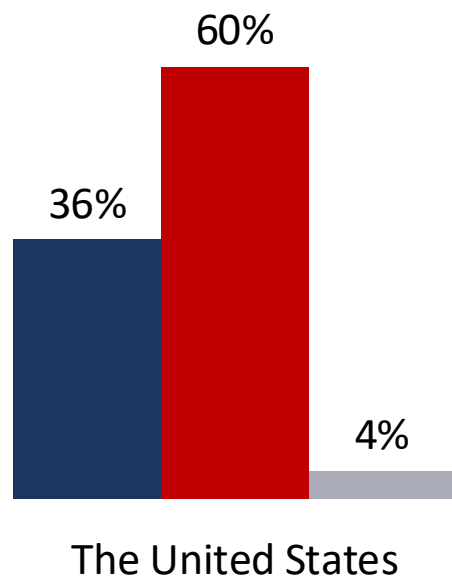


The Mood of San Diego County Voters

Six in ten San Diego County residents think the United States is off on the wrong track...

Please indicate whether you would say things in the United States are headed in the right direction, or feel they are off on the wrong track?

■ Right Direction ■ Wrong Track ■ Don't Know



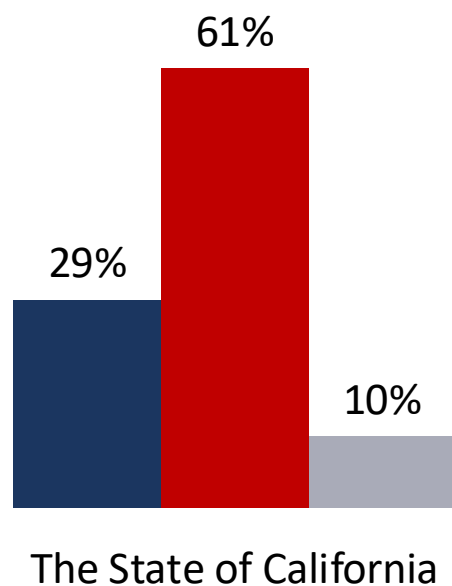
Demographic Group	Right Direction	Wrong Track	Don't Know
Gender			
Men	41%	56%	3%
Women	31%	65%	4%
Age			
18-39	27%	70%	3%
40-64	38%	57%	4%
65+	45%	52%	3%
Race/Ethnicity			
Whites	36%	61%	4%
Latinos	34%	62%	4%
Asians/ Pacific Islanders	39%	57%	4%

Demographic Group	Right Direction	Wrong Track	Don't Know
Supervisory District			
District 1	39%	57%	4%
District 2	37%	60%	3%
District 3	39%	58%	3%
District 4	32%	63%	4%
District 5	35%	62%	3%

...and the public has a similarly pessimistic view of California.

Please indicate whether you would say things in the State of California are headed in the right direction, or feel they are off on the wrong track?

■ Right Direction ■ Wrong Track ■ Don't Know



Demographic Group	Right Direction	Wrong Track	Don't Know
Gender			
Men	25%	67%	8%
Women	34%	55%	12%
Age			
18-39	31%	56%	13%
40-64	28%	63%	9%
65+	30%	63%	6%
Race/Ethnicity			
Whites	30%	59%	11%
Latinos	32%	62%	6%
Asians/ Pacific Islanders	26%	63%	11%

Demographic Group	Right Direction	Wrong Track	Don't Know
Supervisory District			
District 1	30%	61%	9%
District 2	29%	59%	13%
District 3	29%	61%	9%
District 4	31%	63%	6%
District 5	27%	60%	12%

Residents hold a very positive opinion of the workers who deliver core county services.

Here are some names of people and organizations active in public life. Please indicate whether you have a favorable or unfavorable opinion of that person or organization.

■ Very Favorable ■ Somewhat Favorable ■ Somewhat Unfavorable ■ Very Unfavorable ■ Never Heard of ■ Heard of/No Opinion

Total Favorable **Total Unfavorable**

San Diego County Fire Department



88%

3%

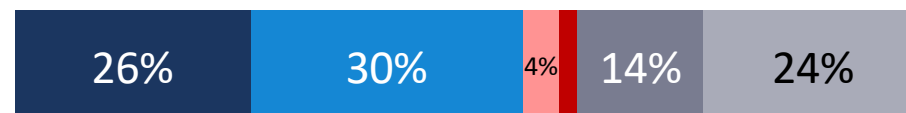
San Diego County Sheriff's Deputies



57%

24%

Local home healthcare workers



56%

6%

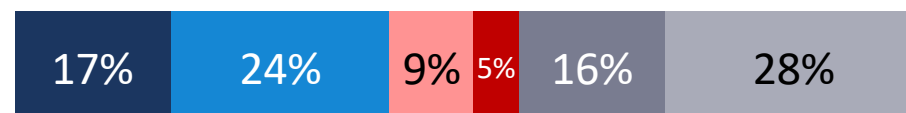
Local behavioral health and mental health workers



55%

15%

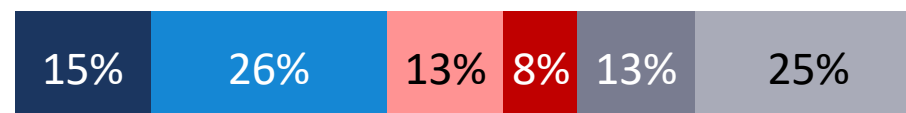
Local childcare workers



41%

14%

Local social workers and drug counselors

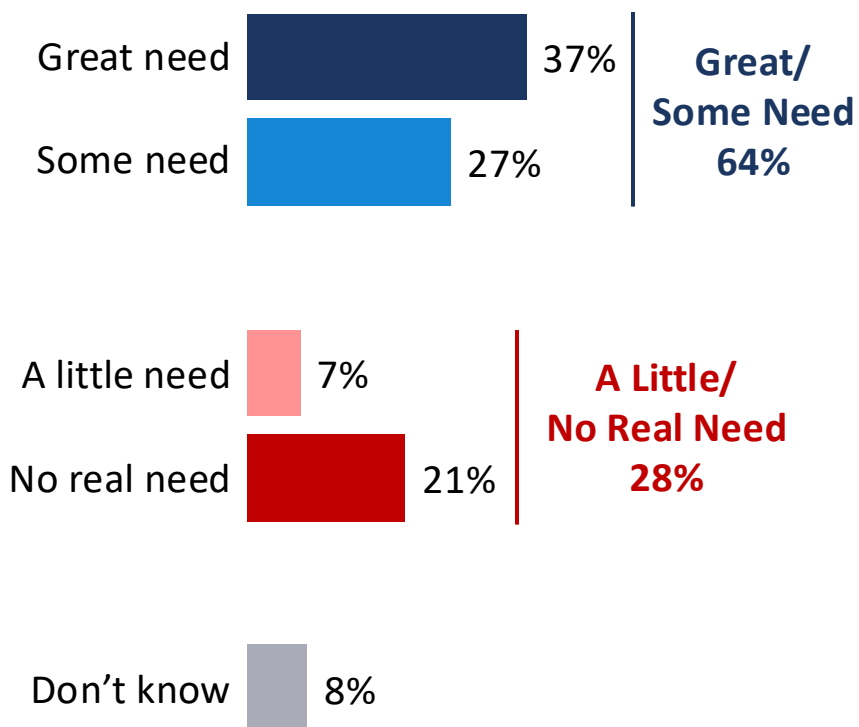


41%

21%

Nearly two-thirds think San Diego County government has a significant need for additional funds to provide local services.

Would you say that San Diego County has a great need for additional funding, some need, a little need, or no real need for additional funding to provide the level of services that residents need and want?



Demographic Group	Great/Some Need	A Little/No Real Need	Don't Know
Gender			
Men	56%	37%	7%
Women	71%	20%	9%
Age			
18-39	69%	23%	8%
40-64	62%	30%	8%
65+	62%	30%	8%
Race/Ethnicity			
Whites	63%	30%	8%
Latinos	71%	22%	8%
Asians/Pacific Islanders	59%	29%	13%

Demographic Group	Great/Some Need	A Little/No Real Need	Don't Know
Supervisory District			
District 1	73%	22%	5%
District 2	64%	28%	8%
District 3	57%	34%	9%
District 4	66%	27%	8%
District 5	63%	28%	9%



Initial Reaction to San Diego County Sustainable Funding Proposals

The survey tested two funding mechanisms:

Property Transfer Fee

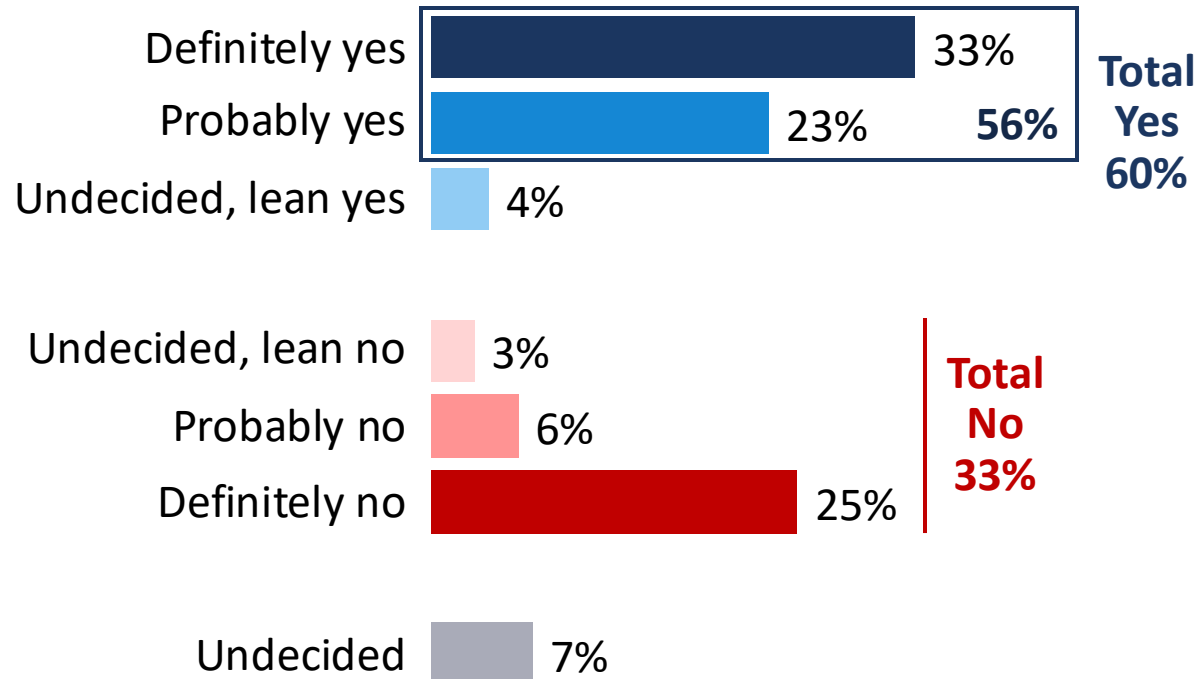
SAN DIEGO COUNTY 911 EMERGENCY RESPONSE, SAFE NEIGHBORHOODS & HEALTHY FAMILIES MEASURE. Shall an ordinance to prevent cuts to emergency response to fires and floods; recruit and retain nurses, healthcare workers, firefighters, paramedics and sheriffs deputies; maintain safe, clean drinking water; protect homeless mental health treatment, addiction counseling and affordable housing; maintain affordable childcare and pre-K education; prevent cuts to quality, affordable healthcare; and other General Fund services with a San Diego County 3% property transfer tax on single-family homes and commercial properties sold for more than \$5,000,000, until ended by voters, generating approximately \$200,000,000 annually, with independent audits, spending disclosures, local control, be adopted?

Half-Cent Sales Tax

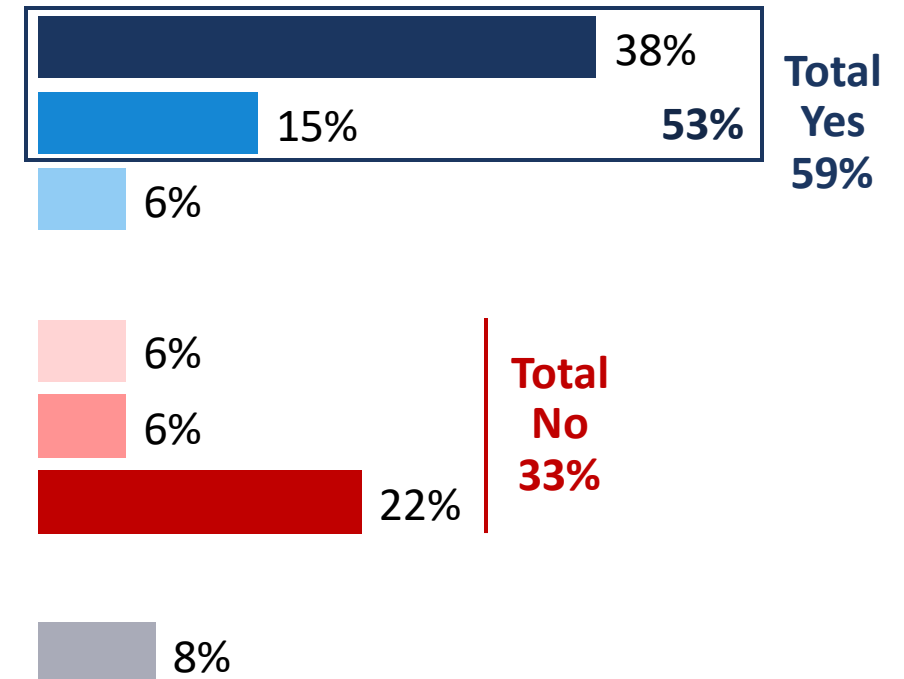
SAN DIEGO COUNTY 911 EMERGENCY RESPONSE, SAFE NEIGHBORHOODS & HEALTHY FAMILIES MEASURE. Shall an ordinance to prevent cuts to emergency response to fires and floods; recruit and retain nurses, healthcare workers, firefighters, paramedics and sheriffs deputies; maintain safe, clean drinking water; protect homeless mental health treatment, addiction counseling and affordable housing; maintain affordable childcare and pre-K education; prevent cuts to quality, affordable healthcare; and other General Fund services by increasing San Diego County's sales tax one-half-cent, until ended by voters, generating approximately \$400,000,000 annually, with independent audits, spending disclosures, local control, be adopted?

In this initial vote, six in ten favor creating a property transfer fee on the sale of multimillion dollars homes and properties, and a similar number support raising the sales tax by a half-cent to fund vital public services.

Property Transfer Fee



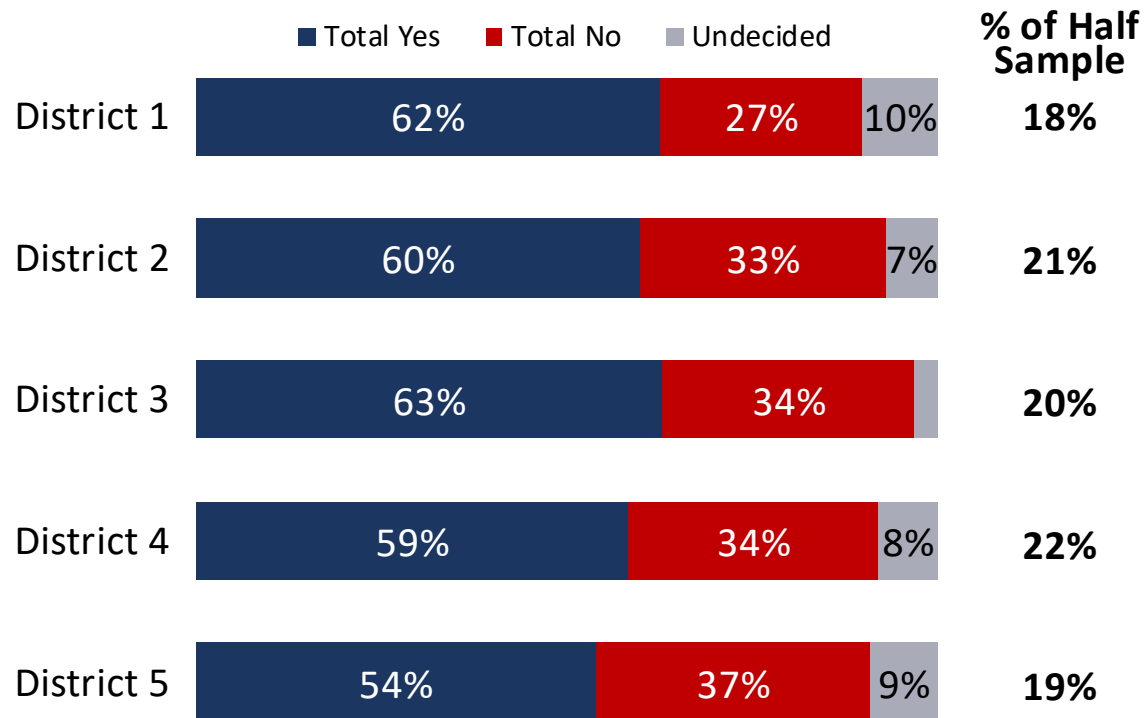
Half-Cent Sales Tax



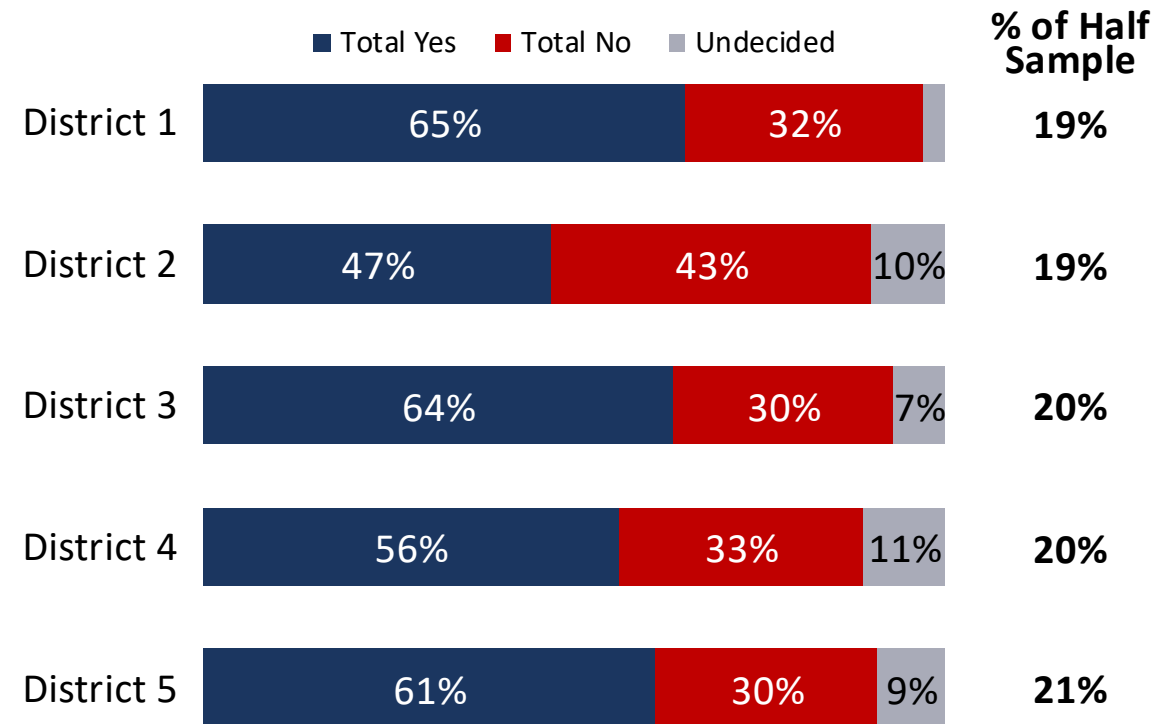
Across all five County Supervisor Districts support raising additional funds for local services regardless of how the revenue is generated.

Initial Vote by Supervisorial District

Property Transfer Fee

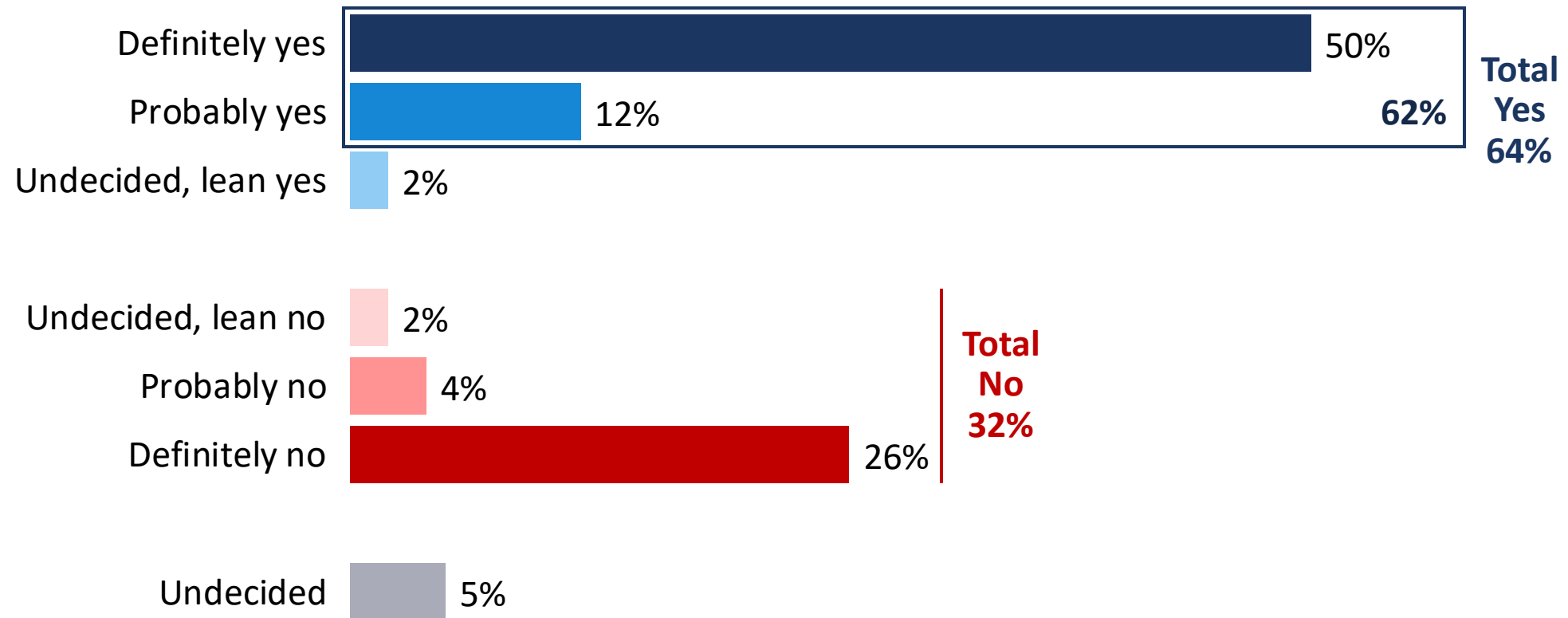


Half-Cent Sales Tax



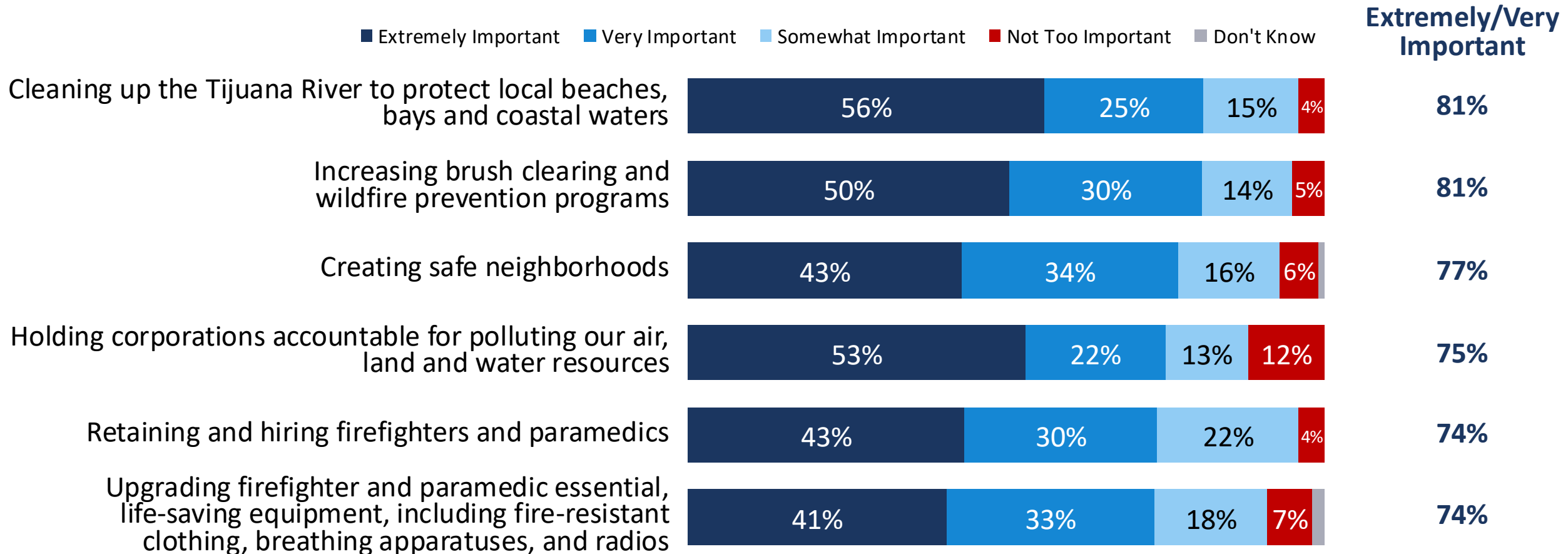
Support for the property transfer fee solidifies if it were limited to commercial properties or single-family homes sold by non-County residents.

If this measure to raise the County property transfer fee was only applied to commercial properties and multi-million dollar single-family homes owned by people whose primary residence is not in San Diego County?



Regardless of the funding mechanism, the public prioritizes cleaning up the Tijuana River, preventing wildfires, protecting natural resources and investing in fire protection services and equipment.

Here are different ways that funds raised by this ballot measure could be used. Please indicate how important it is to you personally: is it extremely important, very important, somewhat important, or not too important?



Upgrading storm drains to protect drinking water, providing essential healthcare services to vulnerable residents and food security programs are also highly important uses of ballot measure funds.

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

Extremely/Very Important

Upgrading storm drains and water infrastructure to protect the local supply of safe clean drinking water



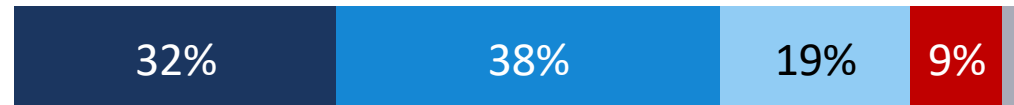
73%

Providing the elderly with in-home healthcare services



71%

Retaining and hiring nurses and other healthcare workers



70%

Reducing 911 response times



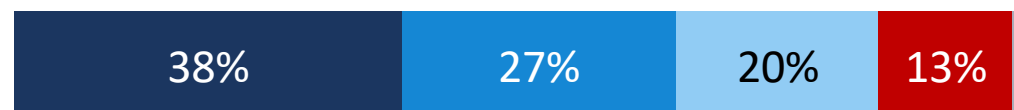
69%

Maintaining nutrition and food assistance programs for low-income children, families and seniors



67%

Protecting residents and small businesses from corporate price gouging, fraud and deceptive business practices

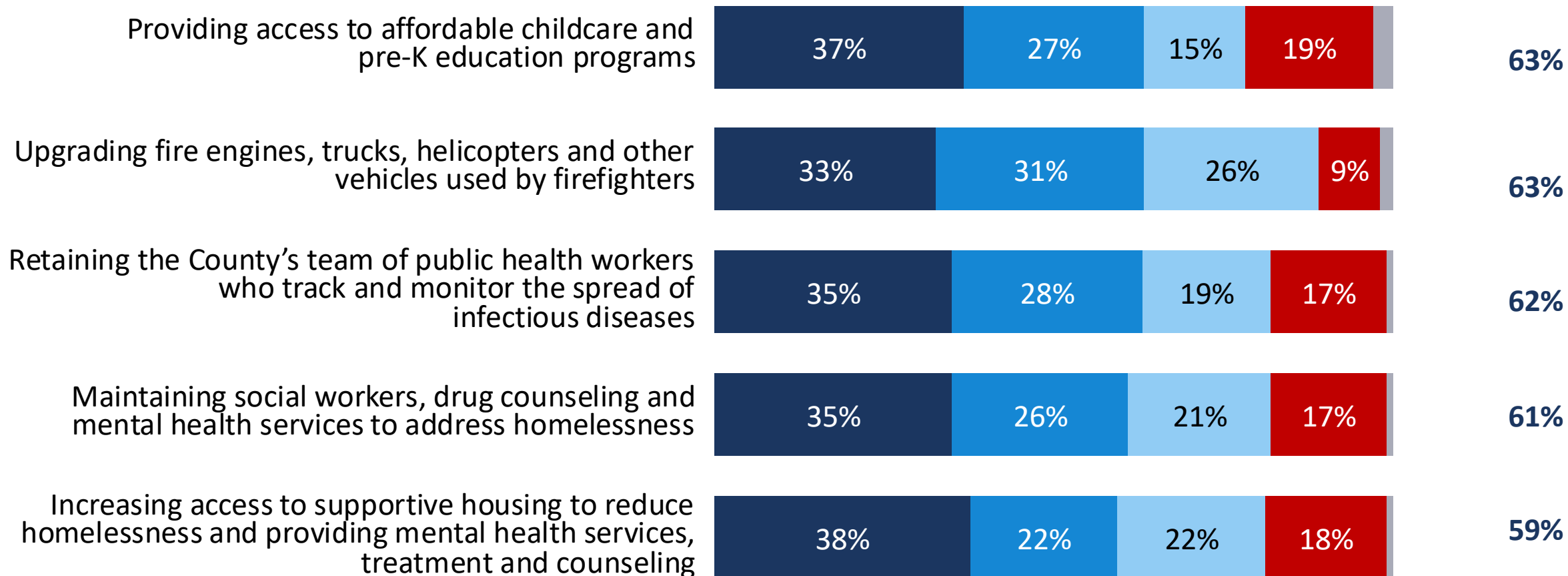


65%

More than six in ten rate affordable childcare and early childhood education, tracking infectious diseases and mental health services as highly important programs to fund.

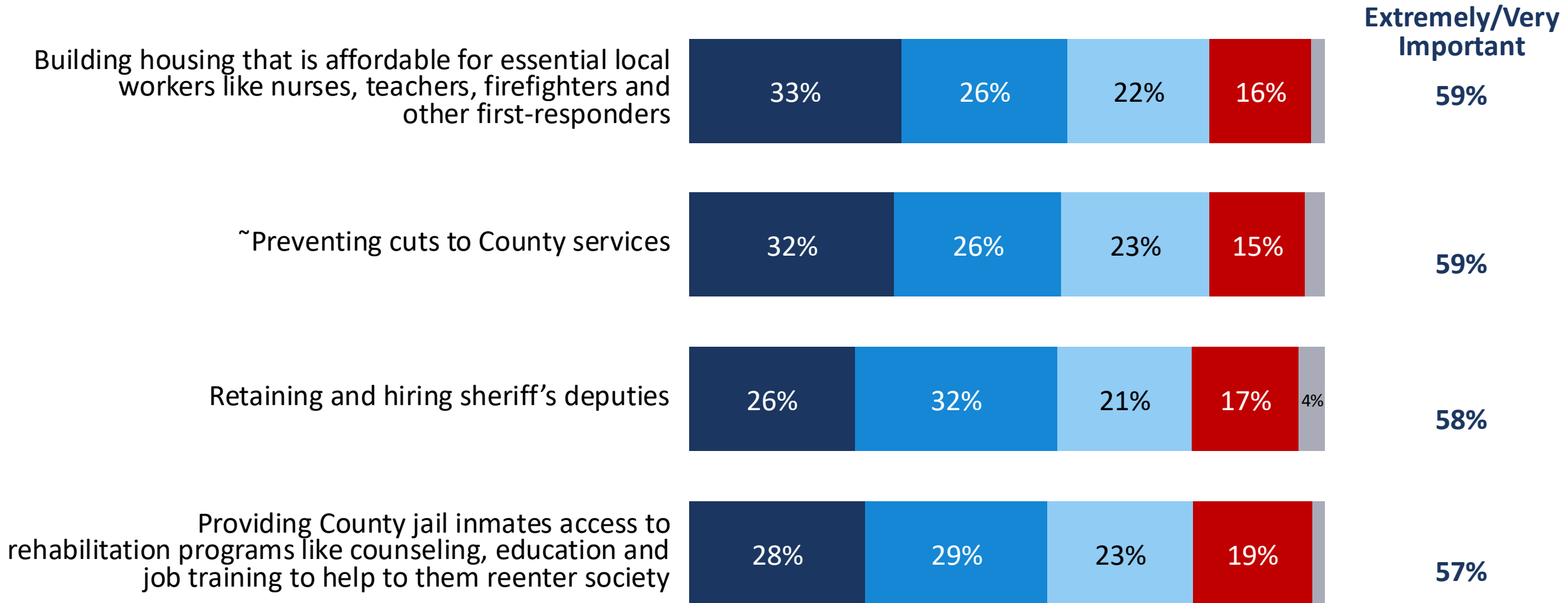
■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

Extremely/Very Important



Respondents also support investing in housing for local workers and providing funding for County jail inmate rehabilitation.

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know





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