
April 2024



Opinion Research on Elections and Public Policy



PROBOLSKY RESEARCH

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City of Escondido – Voter Survey

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) Online (email and text to web)
Language	English and Spanish
Length	22 minutes
Target Respondents	City of Escondido likely General Election voters
Survey Fielding	April 3 – April 10, 2024
Margin of Error	+/-5%
Survey Participants	400

Sample

The sample was compiled from data obtained from the San Diego County Registrar of Voters. We called, emailed, and texted voters. We matched the demographics of City of Escondido likely General Election voters.

Data Collection Explained

Interviews were conducted by phone (33%) and online (67%) modes. Phone interviews were conducted via landline (66%) or mobile (34%). Online participants were invited by email (50%) and text message (50%) for the online method.

Respondents in all modes chose their preferred language, English (92%) and Spanish (8%).

The online survey was accessible by computer, tablet, and smart phone.

Security measures precluded individuals from completing the survey more than once.

Probolsky Research is a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

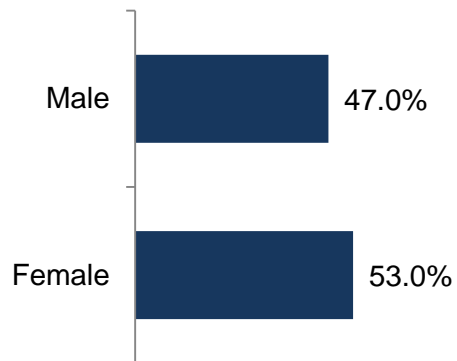
**Due to rounding, totals shown on charts may not add up to 100%*



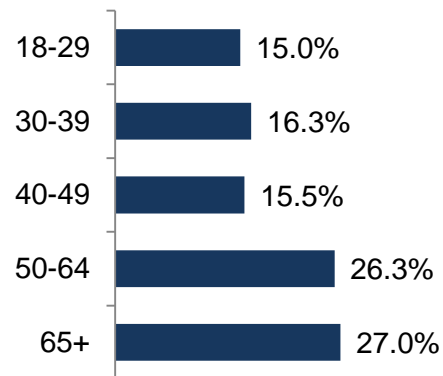
Demographics

Respondent demographics by gender, age group, ethnicity, party preference, education level, City Council District, vote propensity, home type and birth origin

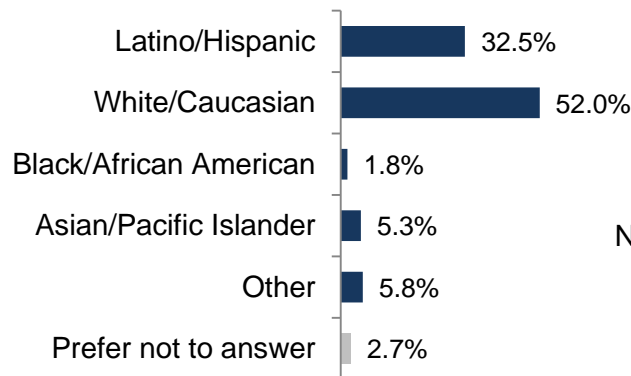
Gender



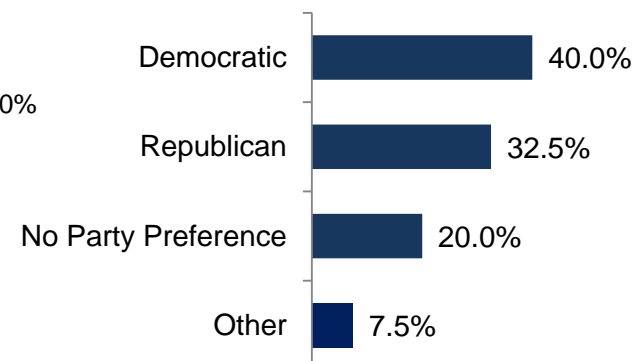
Age Group



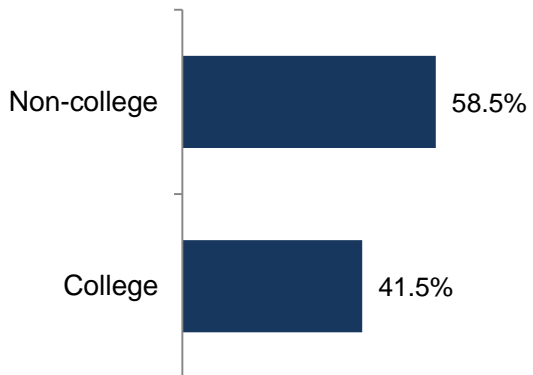
Ethnicity



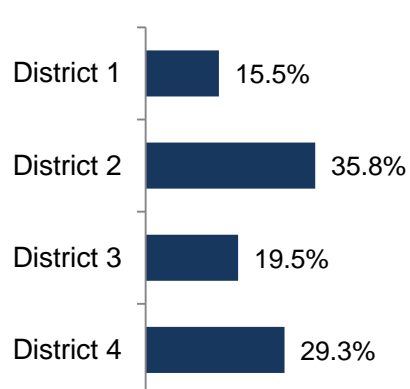
Party Preference



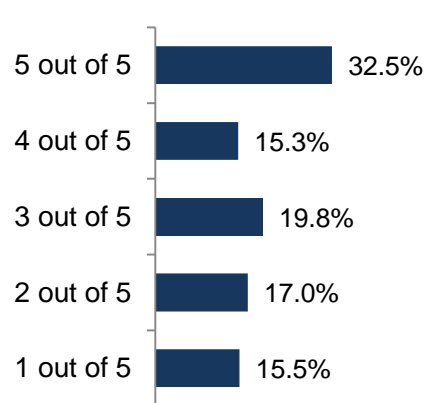
Education Level



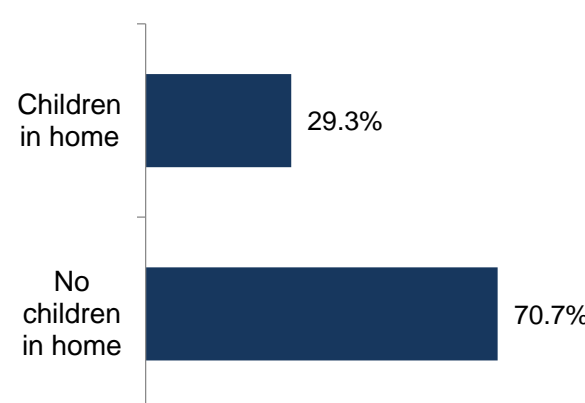
City Council District



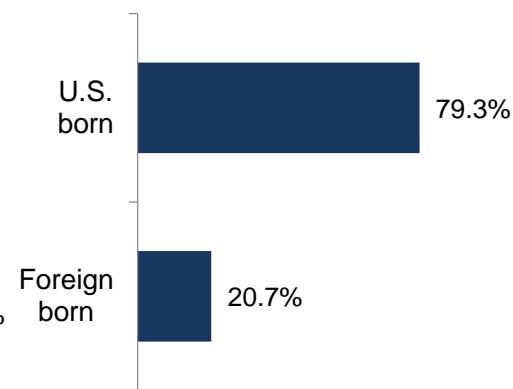
Vote Propensity



Children in Home



Birth Origin

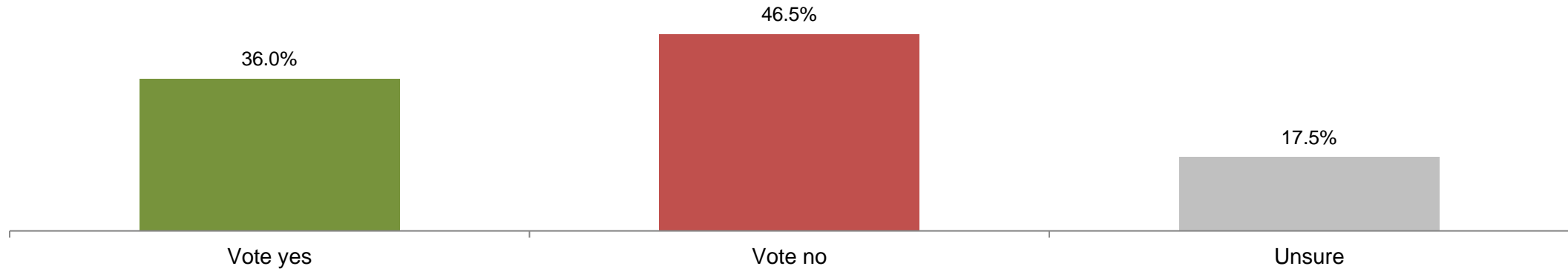


Measure: Prop S

47% vote no on increasing housing limits in Escondido's residential-zoned lands

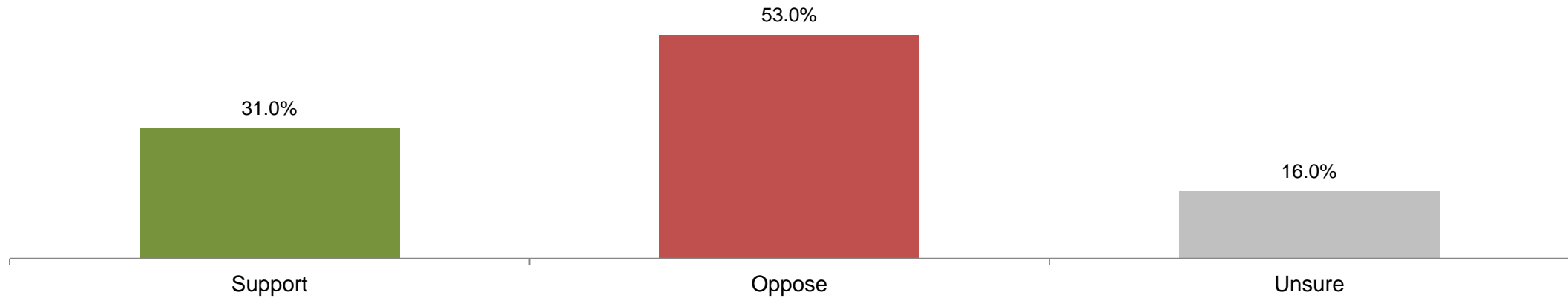
Question 38: Like all cities in California, Escondido has a General Plan which governs future development in the City. Proposition S, approved by Escondido voters in 1998, prohibits the adoption of General Plan Amendments and Specific Plans which increase residential density, change General Plan residential land use categories, or change certain residential designations such as Rural, Estate, Suburban, and Urban to a commercial or industrial designation without voter approval. Repealing Proposition S would allow the City Council to approve new residential development projects that would otherwise require voter approval and would bring local laws in line with state law

If the election were held today, how would you vote on the following measure? "Shall the General Plan be amended to change the process for increasing housing limits in Escondido's residential-zoned lands from the current electoral process to a public hearing process with input from homeowners, the public and City Planning Department?"



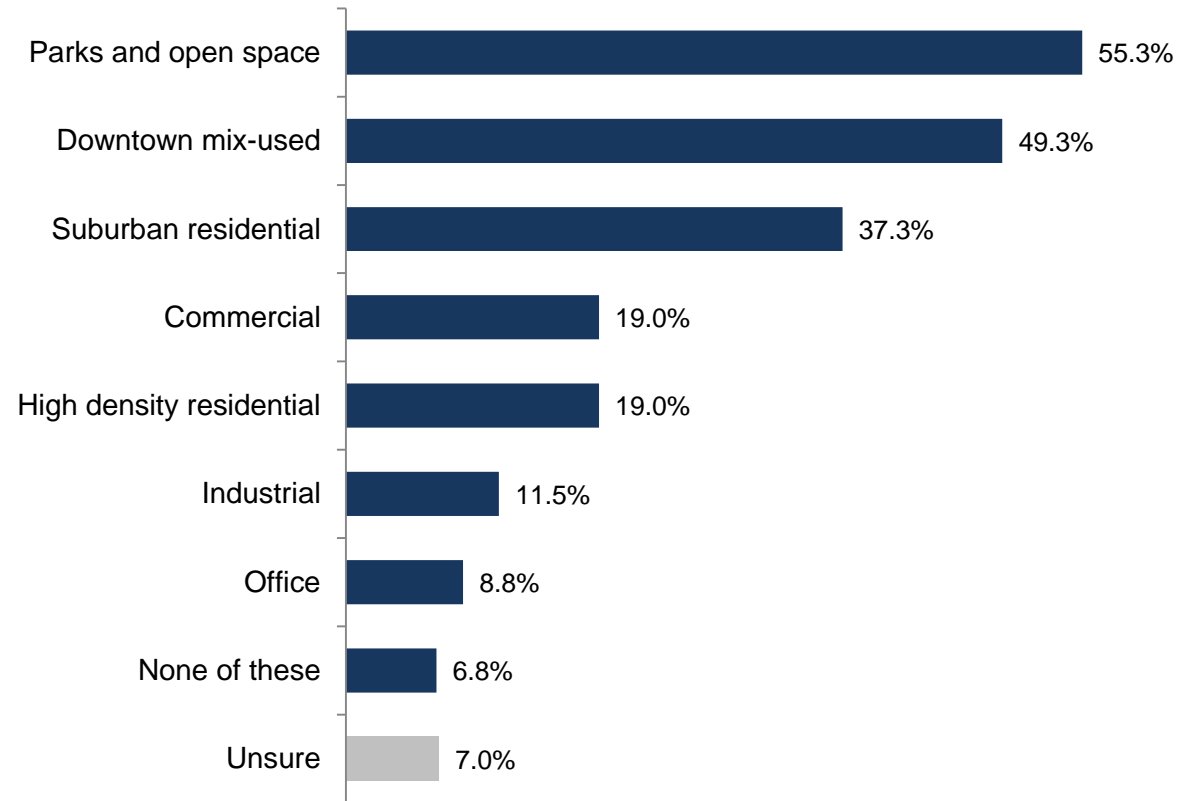
53% oppose building higher density housing projects in areas where Prop S restricts it

Question 41: In general, would you support or oppose building higher density housing projects in areas where Proposition S restricts it?



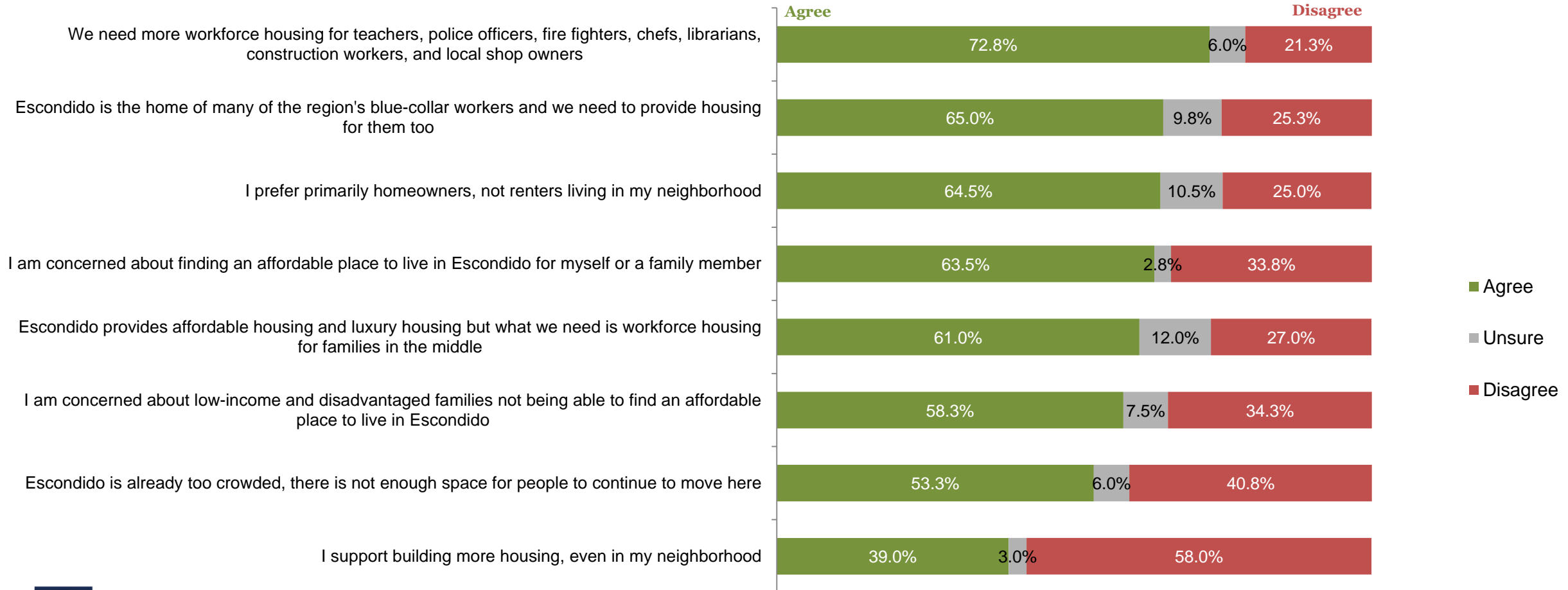
55% would like to see more parks and open space in Escondido

Question 42: Which type of development would you like to see more of in Escondido? Select all that apply.



Building more housing garnered more disagreement, while the concept of workforce housing received a lot of agreement

Question 43-50: Agree or Disagree

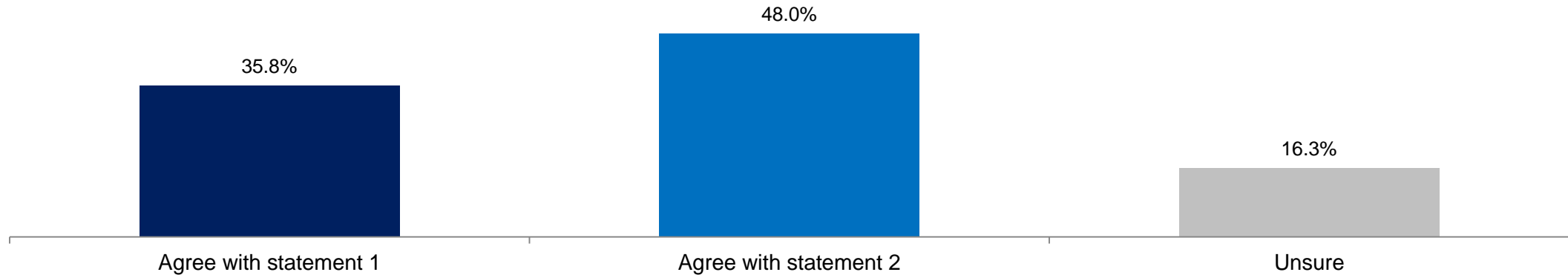


48% agree with statement 2 “Let’s keep our Escondido how we like it”

Question 51: Now we have two statements. Please indicate which statement you agree with more.

Statement 1: “The City of Escondido should always try to attract more businesses and housing. A growing city is a growing economy. We need to open ourselves up to development or risk Escondido getting left behind by other cities in San Diego County.”

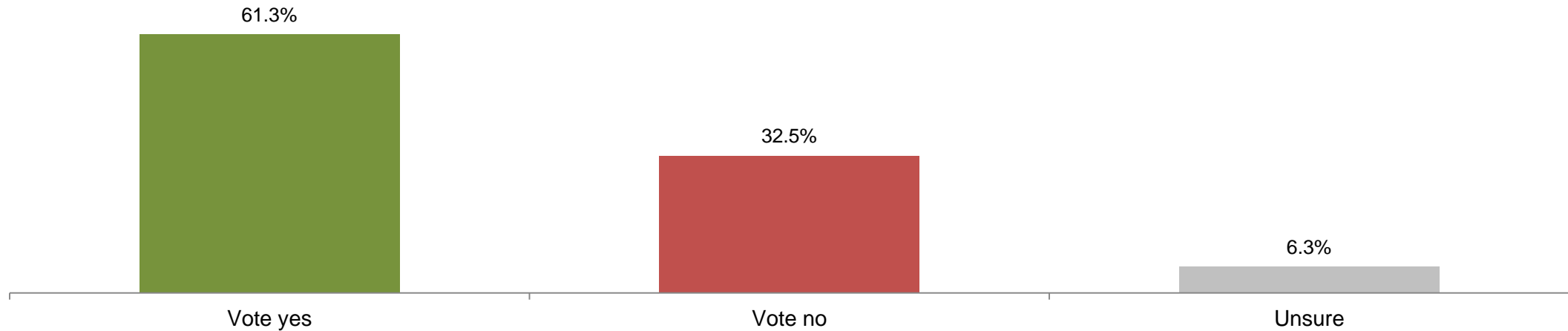
Statement 2: “Escondido is a wonderful peaceful town that has attracted so many of us. Now, big developers want to come in, bulldoze our homes, and put-up apartment towers everywhere. Escondido does not need to be like downtown San Diego. Let’s keep our Escondido how we like it.”



Measure: Cannabis

Initial vote: 61% vote yes on the local cannabis business measure

Question 15: Later this year, voters in Escondido may be asked to vote on a local ballot measure. Please indicate how you would vote on this measure. "Shall an ordinance to allow commercial adult-use cannabis retailing, cultivation, and processing in the City of Escondido, subject to licensing requirements, fees and background checks; allow no more than 8 dispensary permits; and levy up to a 7% tax on the gross receipts of these businesses to provide funding for all general municipal purposes, including aiding crime prevention and emergency response times, and addressing homelessness, which is expected to generate an estimated \$1,000,000 annually, be adopted?"

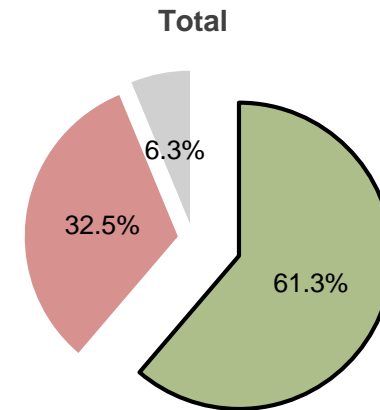
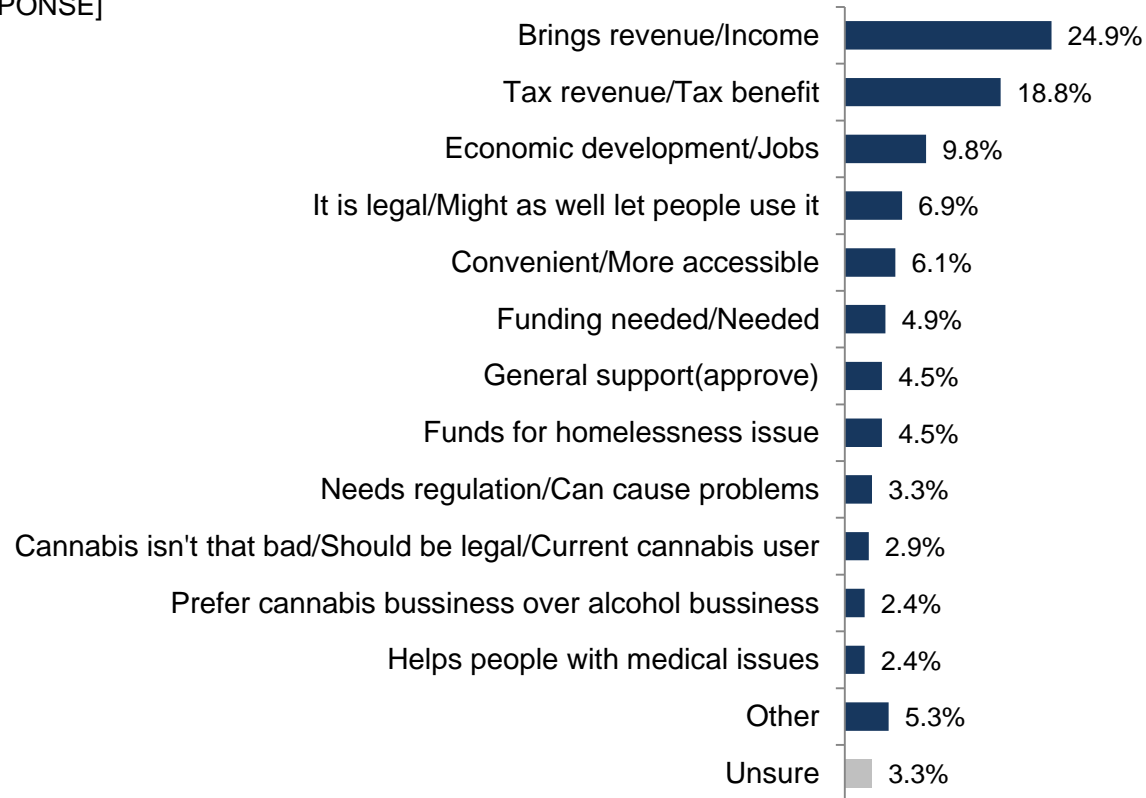


Among those who would vote yes on the local cannabis business measure, 25% cite new City revenue

Question 16: What is the main reason you would vote yes, for the local cannabis business measure?

[IF ANSWERED 'VOTE YES' TO Q15]

[OPEN-ENDED RESPONSE]

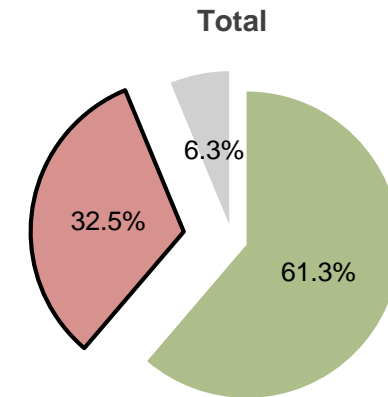
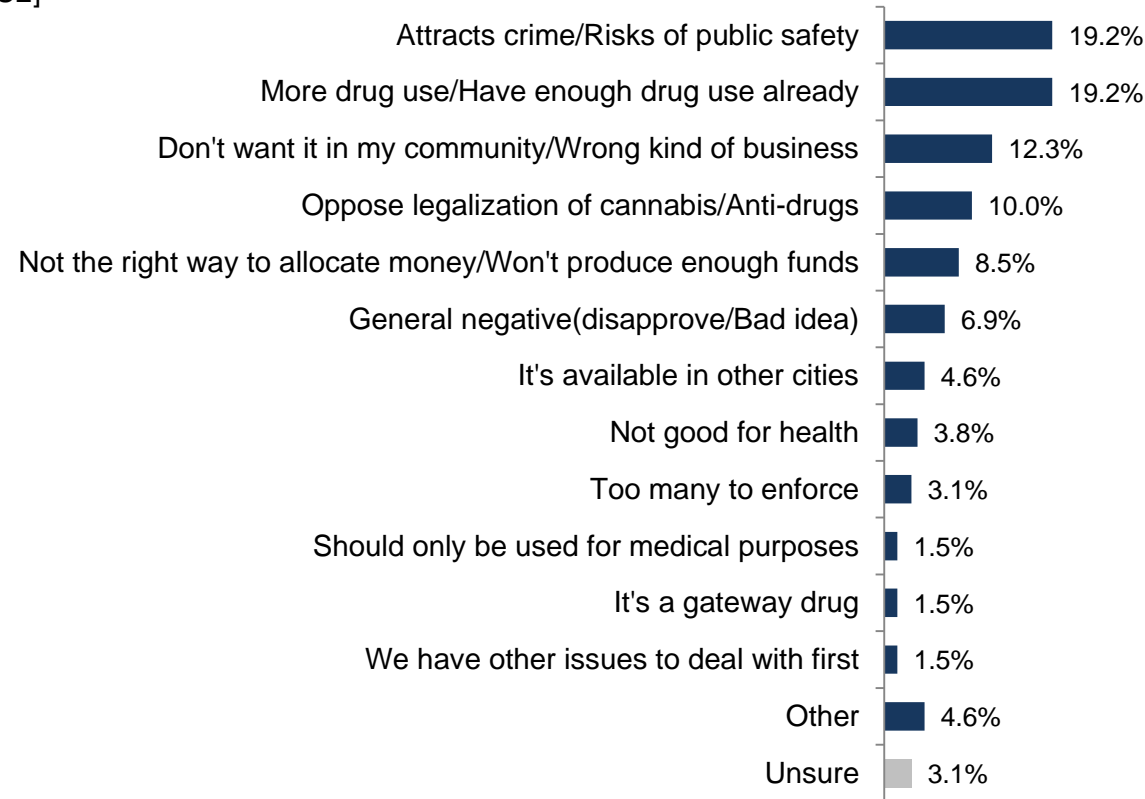


Among those who would vote no on the local cannabis business measure, many cite public safety risks and excessive drug use in the City

Question 17: What is the main reason you would vote no, against the local cannabis business measure?

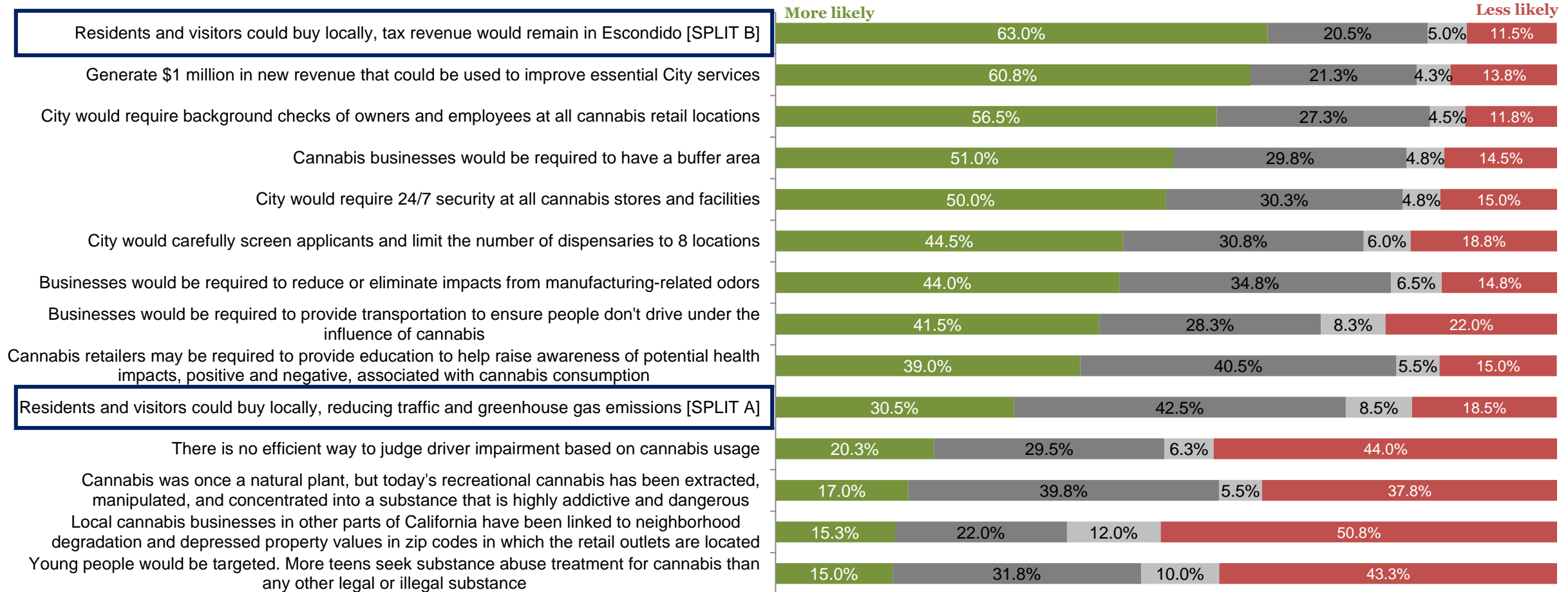
[IF ANSWERED 'VOTE NO' TO Q15]

[OPEN-ENDED RESPONSE]



The message about tax revenue will remain in Escondido garnered the highest most likely to vote for

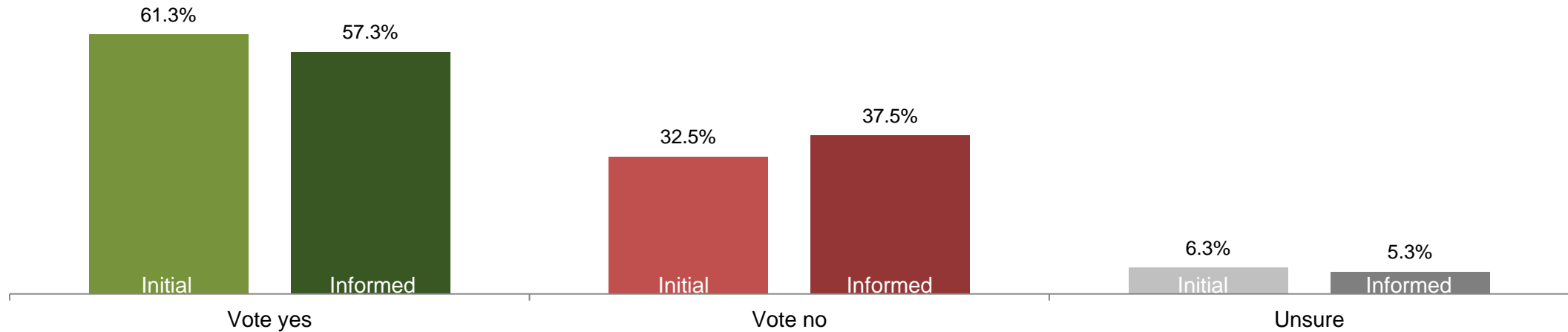
Question 18-31: Now we have some additional statements. Please indicate whether this information makes you more likely or less likely to vote for the local cannabis business measure



■ More likely to vote for
 ■ Makes no difference to me
 ■ Don't know
 ■ Less likely to vote for

Informed vote: 57% vote yes on the local cannabis business measure

Question 32: Knowing what you know now, how would you vote on this measure, "Shall an ordinance to allow commercial adult-use cannabis retailing, cultivation, and processing in the City of Escondido, subject to licensing requirements, fees and background checks; allow no more than 8 dispensary permits; and levy up to a 7% tax on the gross receipts of these businesses to provide funding for all general municipal purposes, including aiding crime prevention and emergency response times, and addressing homelessness, which is expected to generate an estimated \$1,000,000 annually, be adopted?"

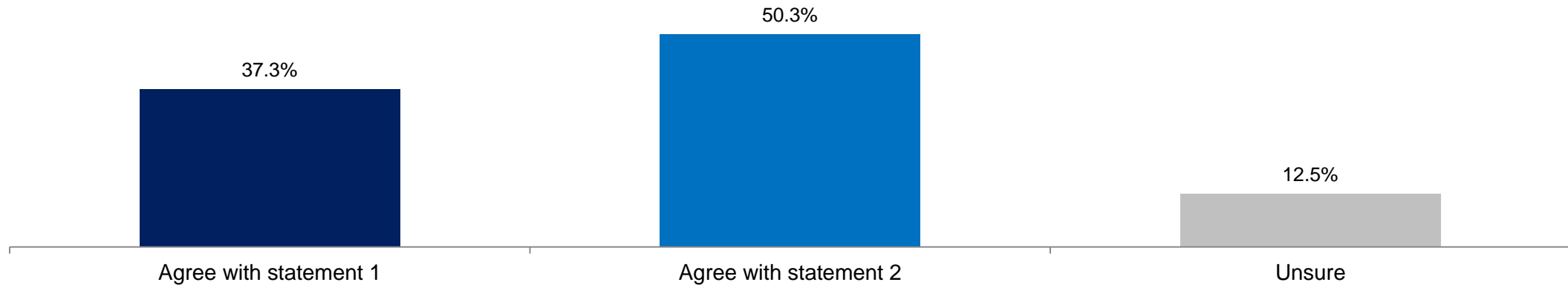


50% agree with statement 2 that “allowing the retail sale of cannabis in Escondido is a good idea”

Question 37: Now we have two statements. Please indicate which statement you agree with more.

Statement 1: “Allowing the retail sale of cannabis in Escondido is a terrible idea. It will result in increased crime and traffic accidents. If people want to buy cannabis, they can go somewhere else.”

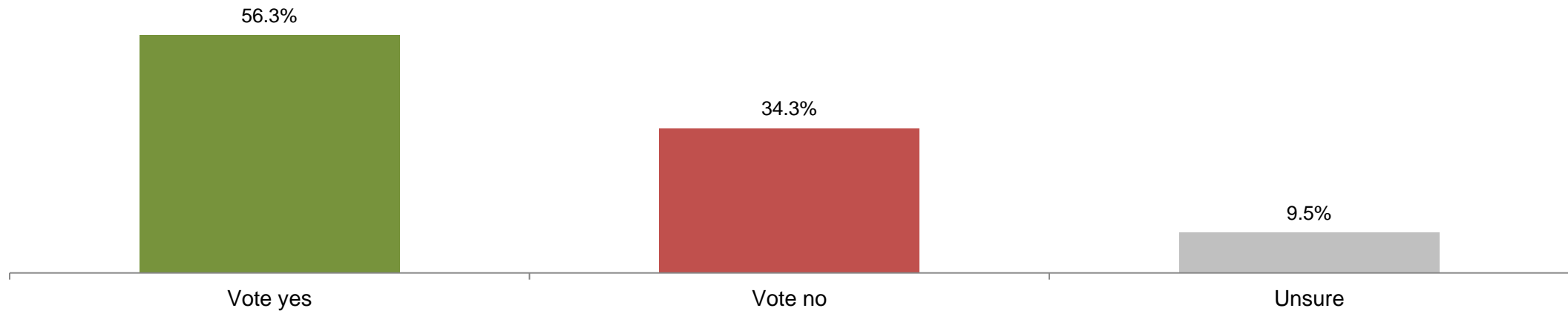
Statement 2: “Allowing the retail sale of cannabis in Escondido is a good idea. There is no evidence of negative community impacts and the City would get over \$1,000,000 for essential services.”



Measure: Sales Tax

56% vote yes on the citizen sales tax initiative

Question 33: If the election were held today, how would you vote on this measure, "To provide funding for general services in the City of Escondido, such as police patrols and crime prevention; fire protection, paramedic, and 911 emergency response; keeping streets, sidewalks, infrastructure, parks, and facilities safe, clean, and well maintained; addressing homelessness, traffic management, and other city services; shall an ordinance establishing a one-cent sales tax be adopted, providing over \$30,000,000 annually, for general government use, with independent audits, citizen oversight, and all money locally controlled?"

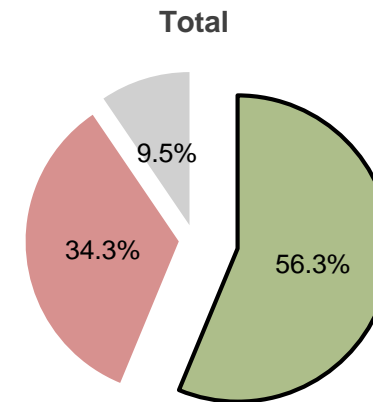
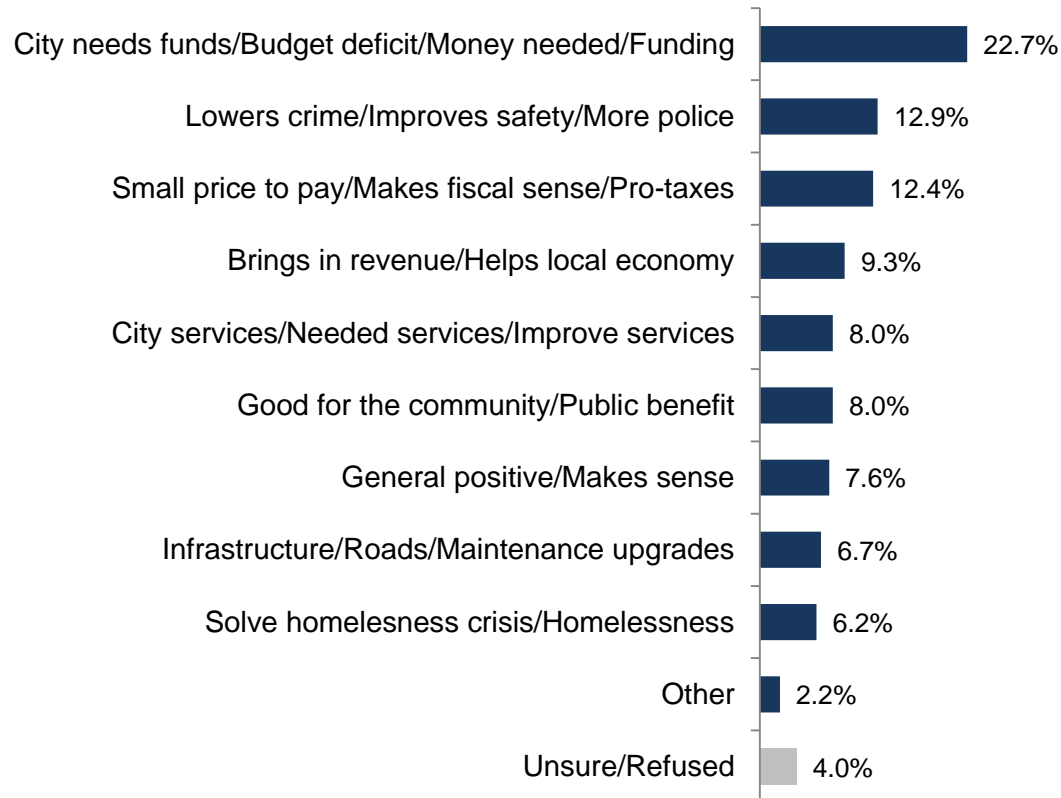


Among those who would vote yes to approve the sales tax, 23% cite the funding is needed/necessary

Question 34: Why would you vote yes, for the measure?

[IF ANSWERED 'VOTE YES' TO Q33]

[OPEN-ENDED RESPONSE]

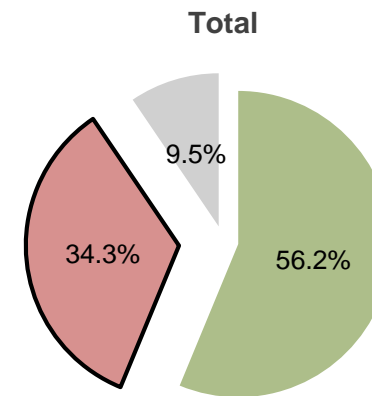
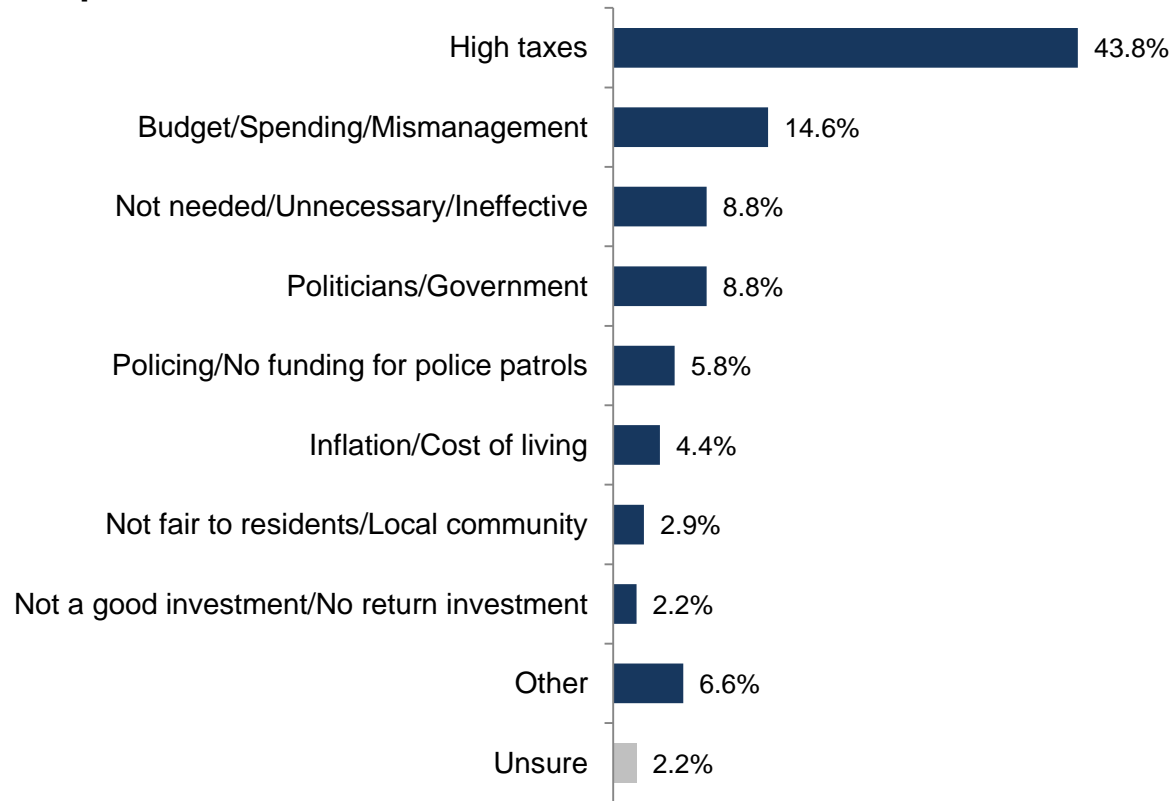


Among those who would vote no to approve the sales tax, 44% cite taxes being too high already

Question 35: Why would you vote no, against the measure?

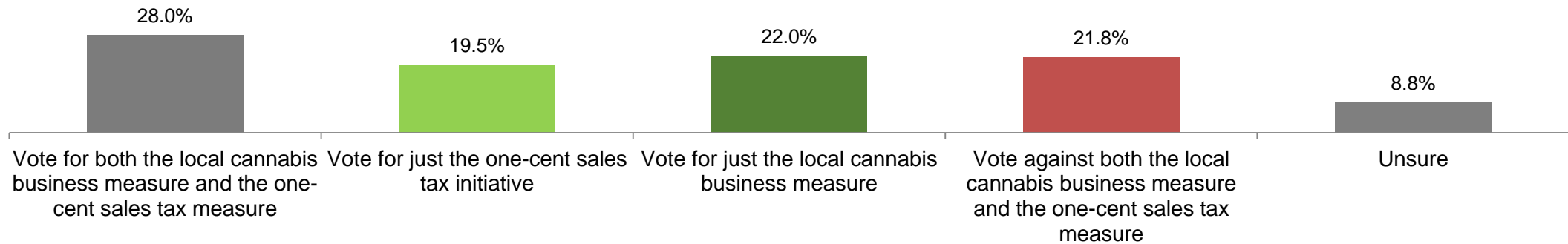
[IF ANSWERED 'VOTE NO' TO Q33]

[OPEN-ENDED RESPONSE]



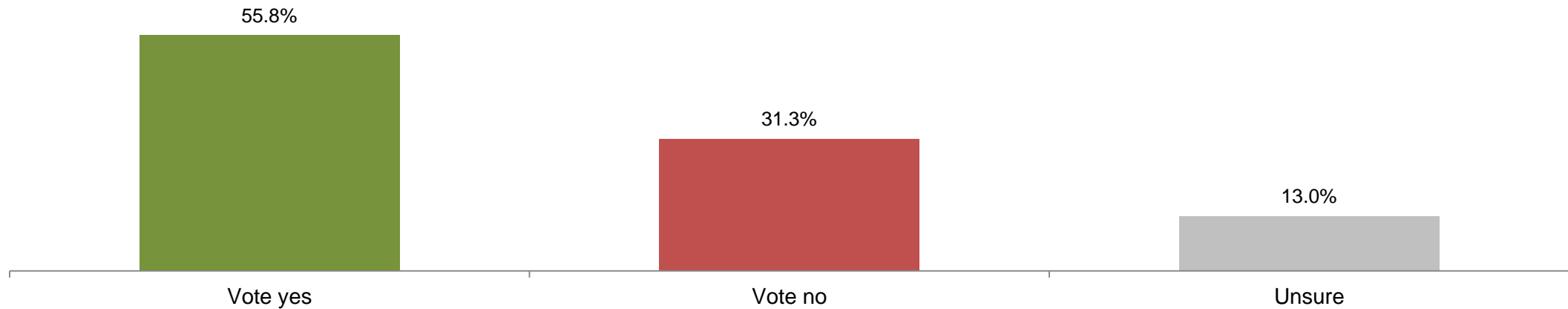
28% would vote for both the local cannabis business measure and the one-cent sales tax initiative

Question 36: If both the local cannabis business measure and the one-cent sales tax initiative were on the November ballot, which would be your choice?



56% vote yes on the San Diego County transit sales tax measure

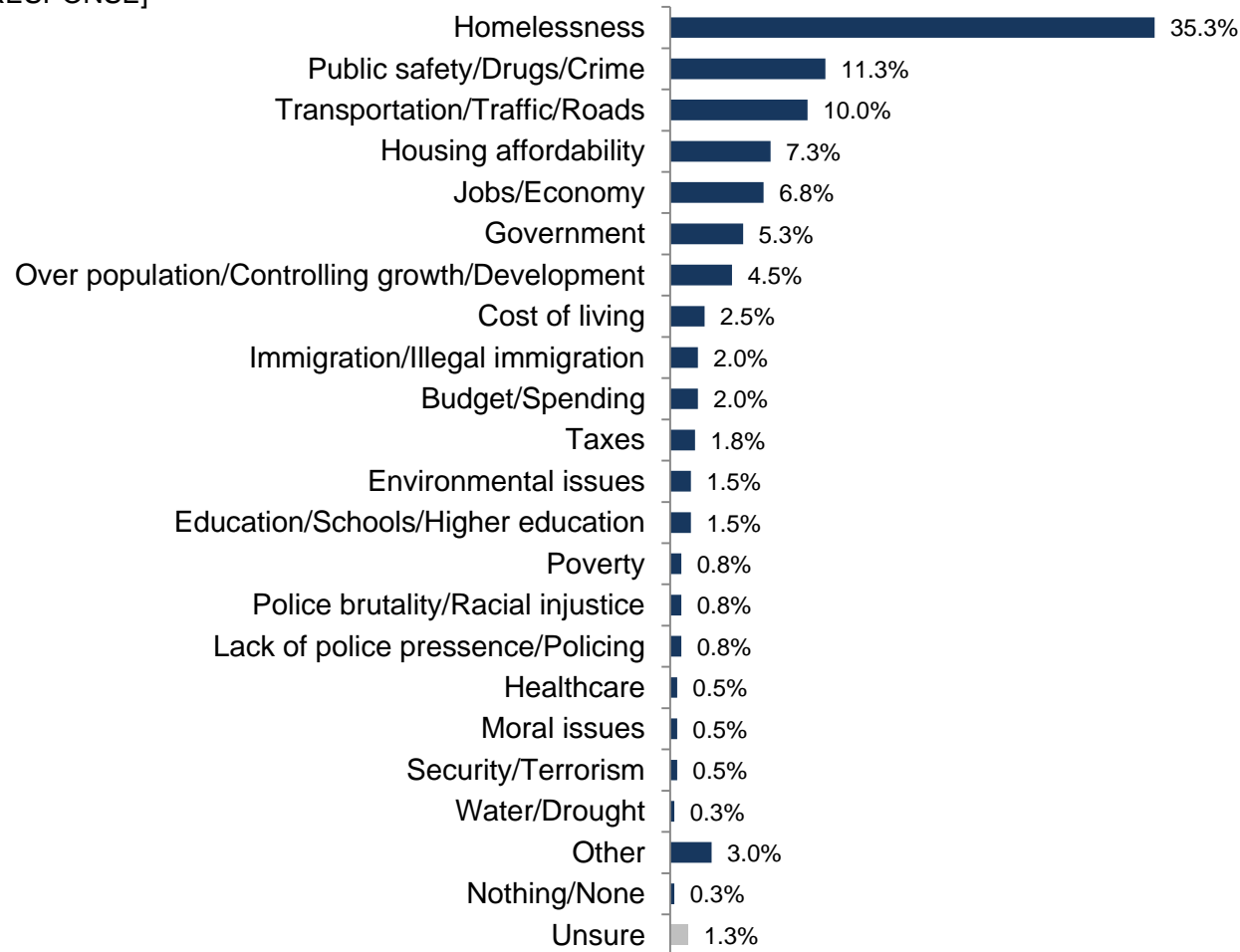
Question 52: If the election were held today, how would you vote on this measure, "Shall an ordinance be adopted to: repair roads, deteriorating bridges; relieve congestion; provide every community funds for pothole/street repairs; expand public transit, including improved services for seniors, disabled, students, veterans; reduce polluted runoff; preserve open space to protect water quality/reduce wildfires by enacting, with independent oversight/audits, a 40-year, half-cent local sales tax that Sacramento cannot take away?"



Overall sentiments

Homelessness is the most important issue facing the City of Escondido today

Question 1: In your own words, what do you feel is the most important issue facing the City of Escondido today?
 [OPEN-ENDED RESPONSE]

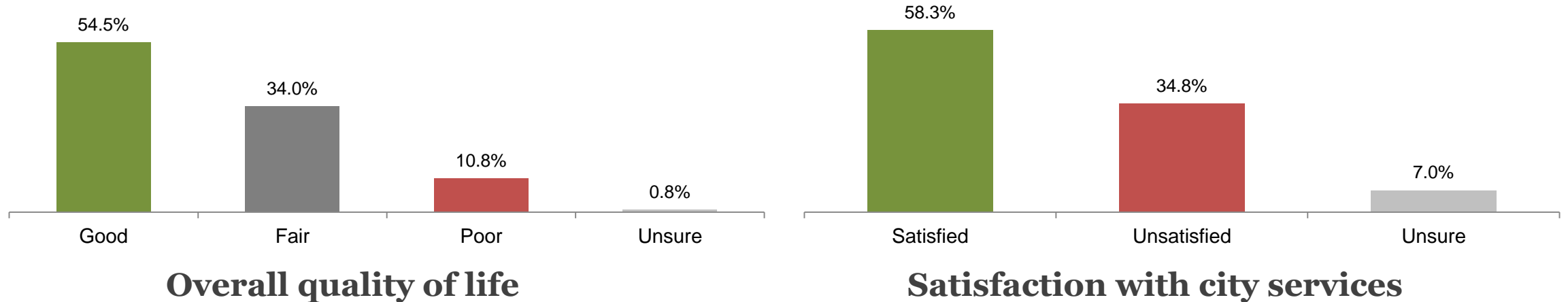


**2022 Sales tax survey question: [open-ended] If the city government could change one thing to make Escondido a better place to live now and in the future, what change would you like to see?*

55% rate the overall quality of life in Escondido as good. While 58% are satisfied with the job the City of Escondido is doing to provide city services

Question 2: How would you rate the overall quality of life in Escondido?

Question 3: Generally speaking, are you satisfied or dissatisfied with the job the City of Escondido is doing to provide city services?



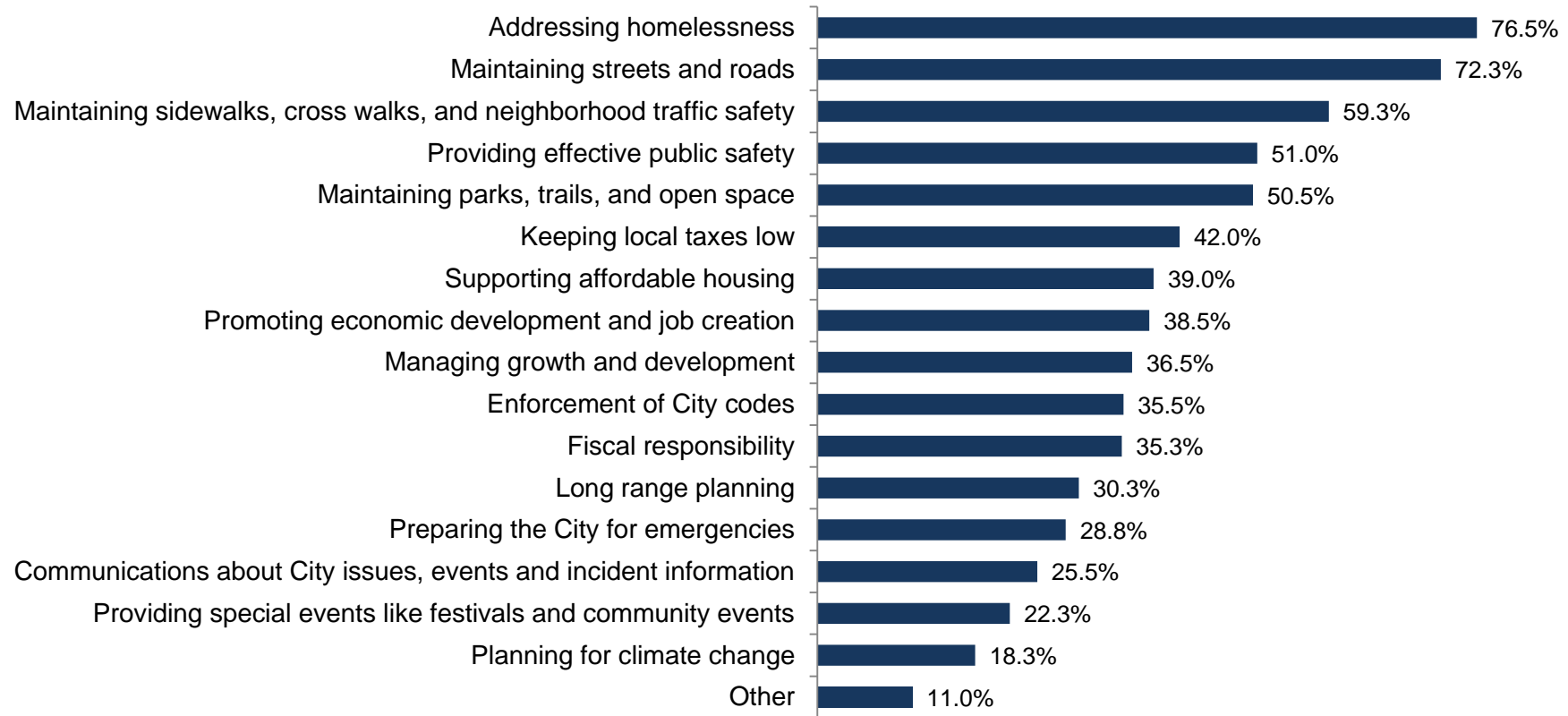
*2022 Sales tax survey:

Overall quality of life: *Good* – 60%; *Fair* – 33%; *Poor* – 6%

Satisfaction with city services: *Satisfied* – 67%; *Unsatisfied* – 25%

Addressing homelessness and maintaining streets and roads are most important to Escondido voters

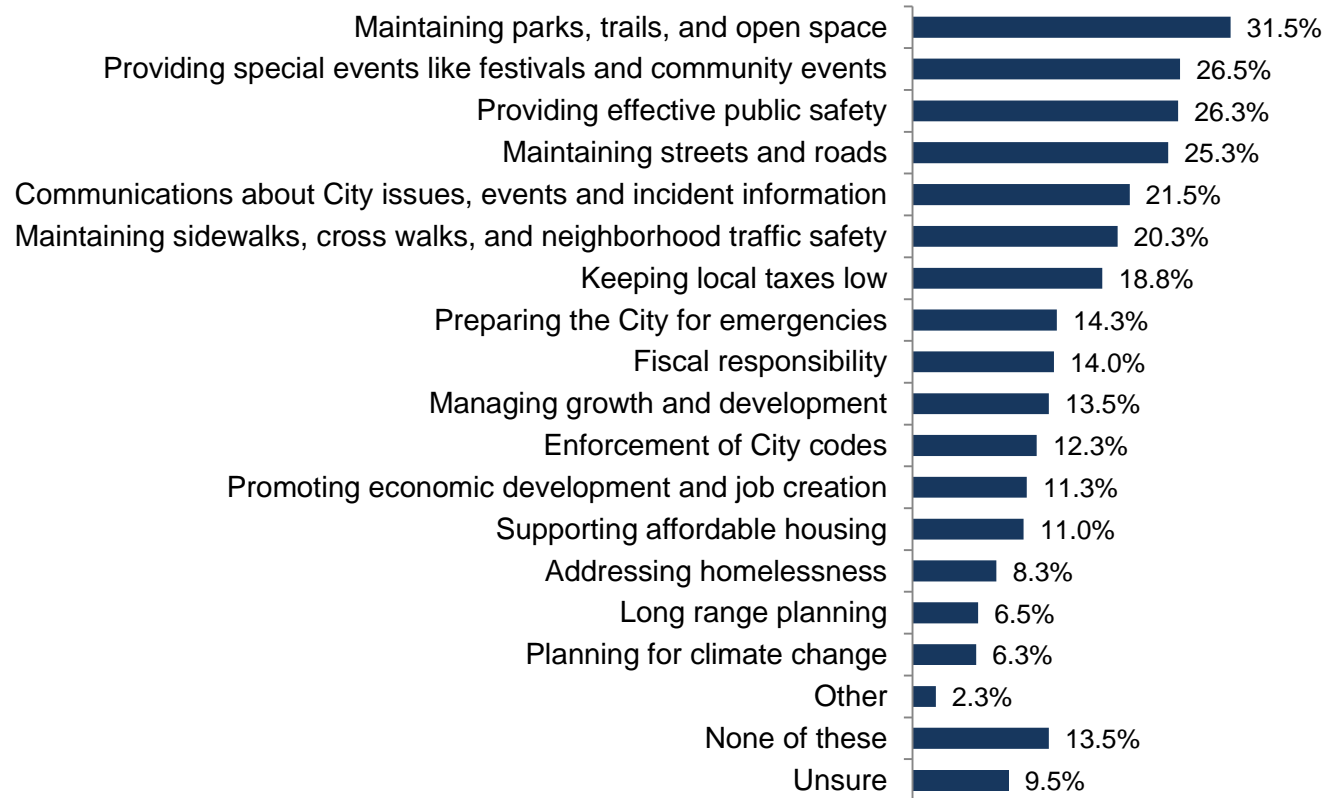
Question 4: Now we have a list of possible priorities you might have for the City of Escondido, please indicate which you think are very important to you personally. Select all that apply.



*Addressing homelessness (33%) was the top issue Escondido voters wanted to change based on the 2022 Sales Tax Survey

Escondido voters are most satisfied with how the City maintains parks, trails, and open space

Question 5: Thinking of the same list of possible priorities you might have for the City of Escondido, please indicate which you are personally satisfied with. Select all that apply.



Addressing homelessness is rated high in importance but rated low in satisfaction

Question 4: Now we have a list of possible priorities you might have for the City of Escondido, please indicate which you think are very important to you personally. Select all that apply.

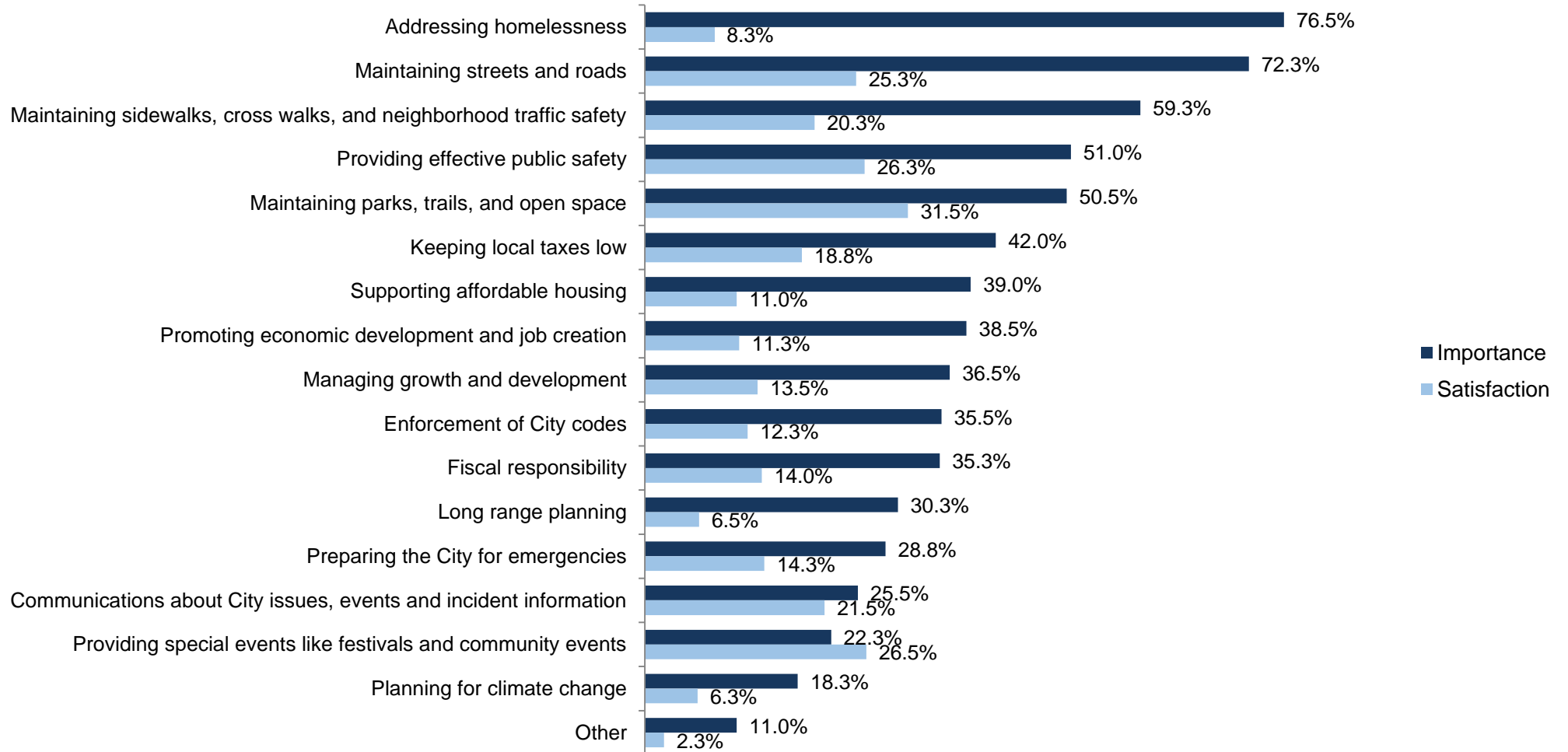
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Addressing homelessness is rated high in importance but rated low in satisfaction

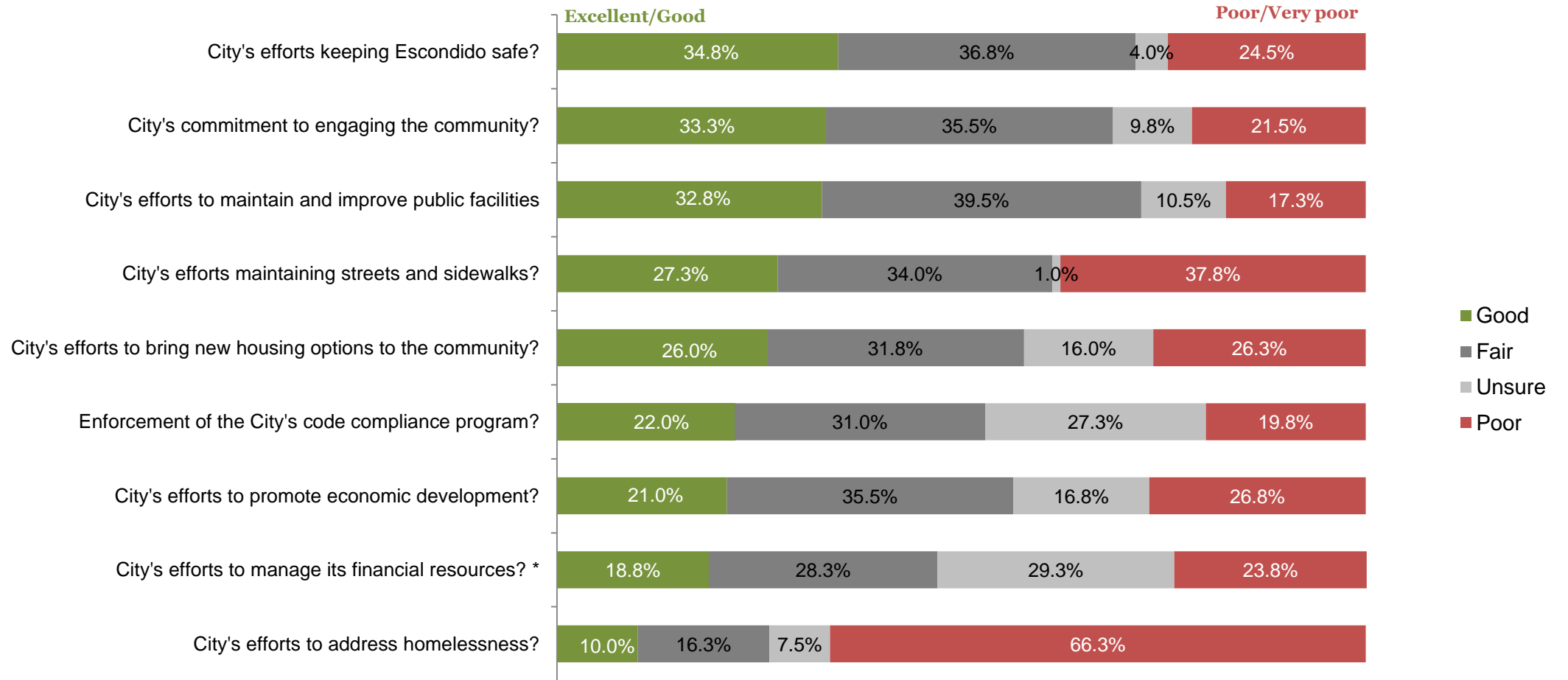
Question 4: Now we have a list of possible priorities you might have for the City of Escondido, please indicate which you think are very important to you personally. Select all that apply.

Question 5: Thinking of the same list of possible priorities you might have for the City of Escondido, please indicate which you are personally satisfied with. Select all that apply.



The city's effort in keeping Escondido safe is rated the highest. Effort in addressing homelessness is rated poorly

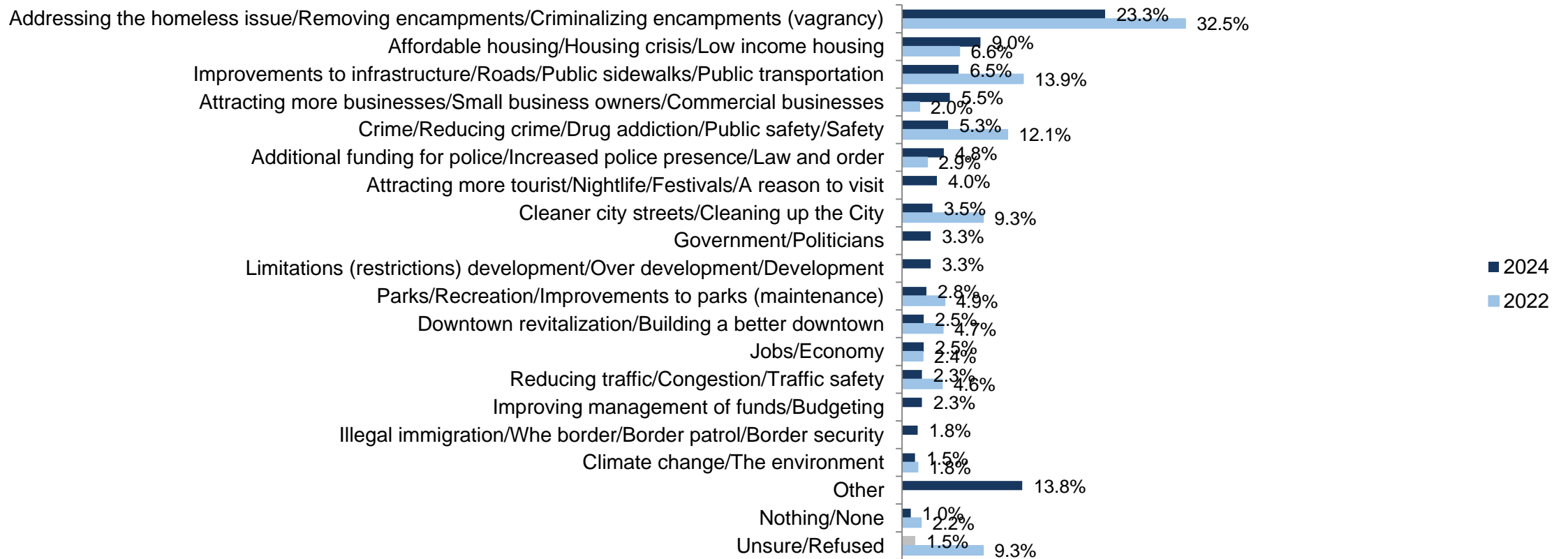
Question 6-14: For the following questions, rate how well or how poorly the City of Escondido has done at each



* vs. 2022 Sales tax survey: *Good* - 23%; *Fair* - 35%; *Poor* - 20%

Addressing homelessness is most mentioned issue to make Escondido a better place to live

Question 54: If City leaders could change one thing to make Escondido a better place to live now, and in the future, what change would you like to see?
[OPEN-ENDED RESPONSE]



*2022 Sales tax survey question: [open-ended] If the city government could change one thing to make Escondido a better place to live now and in the future, what change would you like to see?

Questions?

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