

Advancing Youth Development In San Diego

Key Survey Findings

December 15, 2015



Methodology



Strategies 360 conducted a live telephone survey of 403 voters in San Diego and 200 voters in Chula Vista likely to vote in the November 2016 general election. Interviews were conducted December 1st through 6th, 2015.

A combination of landline and mobile phones were called to ensure greater coverage of the population sampled. In order to ensure a representative sample, each sample was balanced individually based on data from the city clerk and several distinct voter files.

The margin of error for the San Diego sample is $\pm 4.9\%$ at the 95% confidence level. The margin of error for voters in Chula Vista is $\pm 6.9\%$. The margin of error is higher for subsamples. Other sources of error not accounted for by the stated statistical margin of error include, but are not limited to, question wording, question order, coverage bias and response bias.

KEY FINDINGS & STRATEGIC IMPLICATIONS



Key Findings & Implications

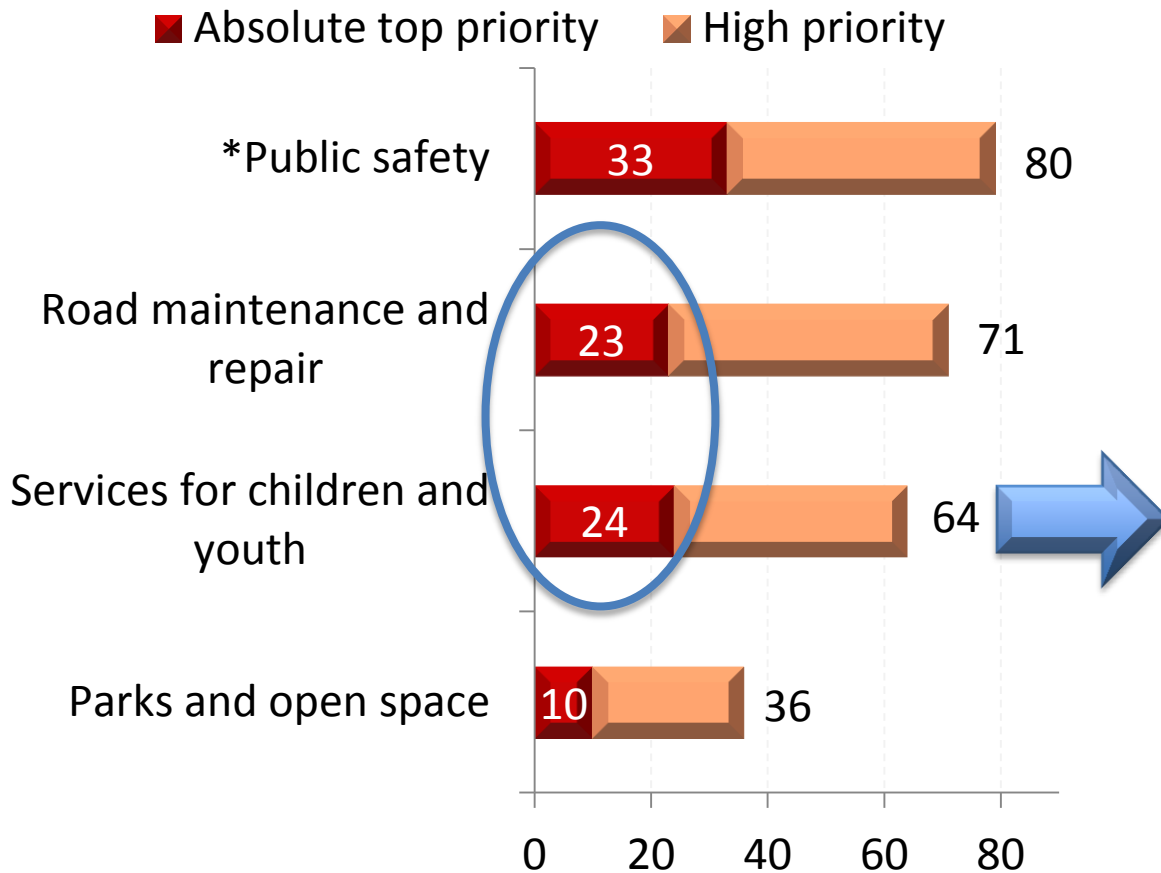


- Youth and children's services is seen as a priority, but building excitement and passion is an important goal.
- Support for every one of the children's and youth services proposals tested is incredibly robust, providing many potential—but not fully explored—options. The unknowns include:
 - The impact of a back-and-forth messaging debate that includes a critique
 - The impact of combining two or more of these proposals into a single package
 - The impact of additional layers of detail
 - An apples-to-apples assessment of funding for a particular proposal
- Choosing the right set of policies can help limit opposition.
- Funding options are limited; no appetite for new taxes or fees across party lines.
- The issue tends to break along ideological lines, with the progressive coalition forming the set of key allies (Democrats, liberals, women, younger voters, non-whites, and people south of the 8).

Youth services viewed as a priority by two-thirds; intensity is low but competitive relative to similar issues



I am going to read you a few public services in San Diego. For each, please tell me whether you believe that funding that service should be an absolute top priority, a high priority, a medium priority, a low priority, or not a priority at all.



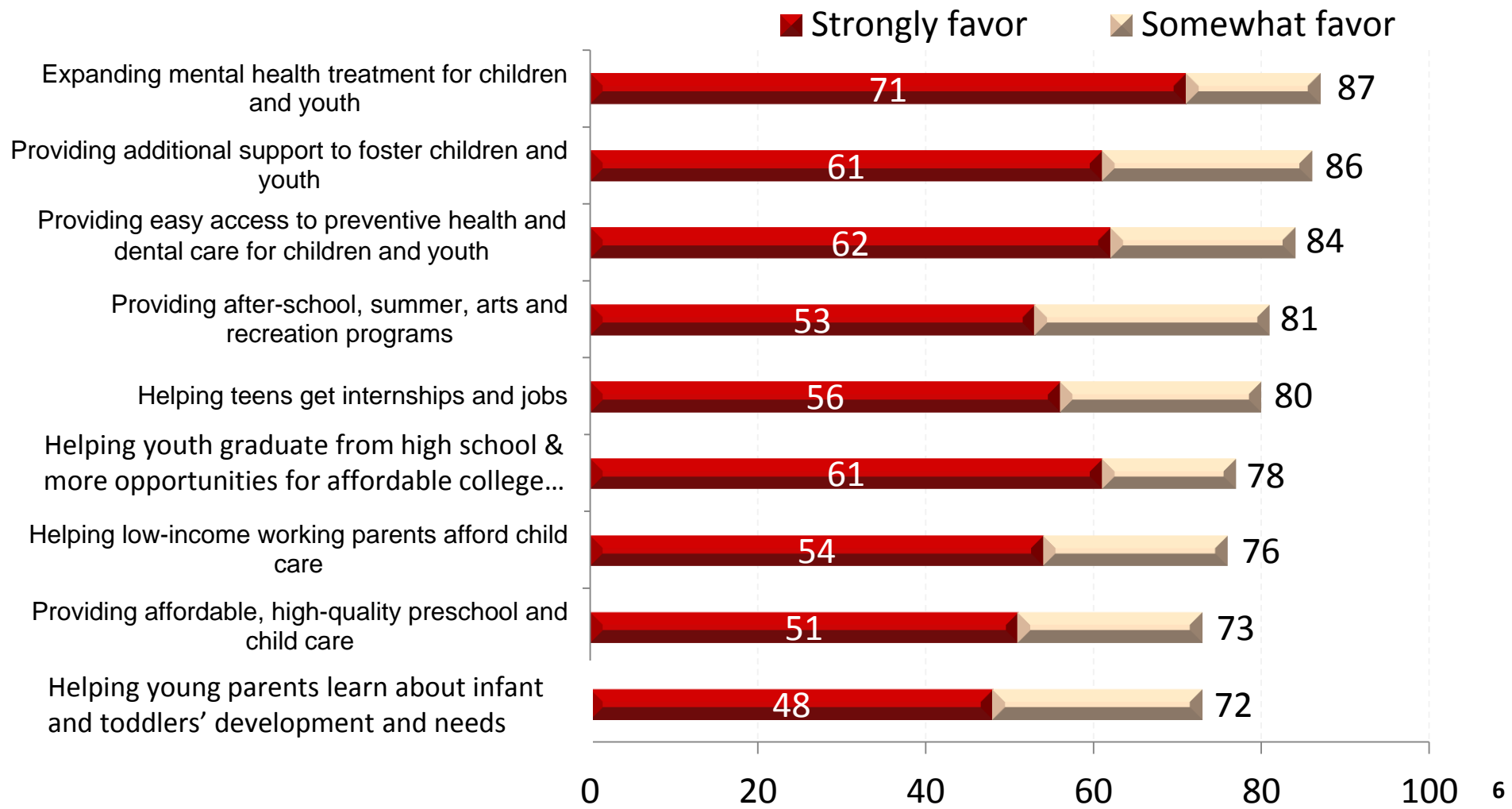
- Strongest Advocates:**
- Liberal Democrats
 - Millennials, especially younger women
 - Non-college women
 - South of the 8
 - Non-whites
- Potential Opposition:**
- Conservative Republicans
 - Older men
 - College men

*All data among San Diego voters only

Support for every youth/children's services proposal is broad and deep



Next, I am going to read you a list of services specifically for children and youth in San Diego. For each, please tell me if you would favor or oppose using city or county funding for that service.



Consistent gender, age and racial gaps exist; support for proposals transcends party lines but reveals opportunity hierarchy

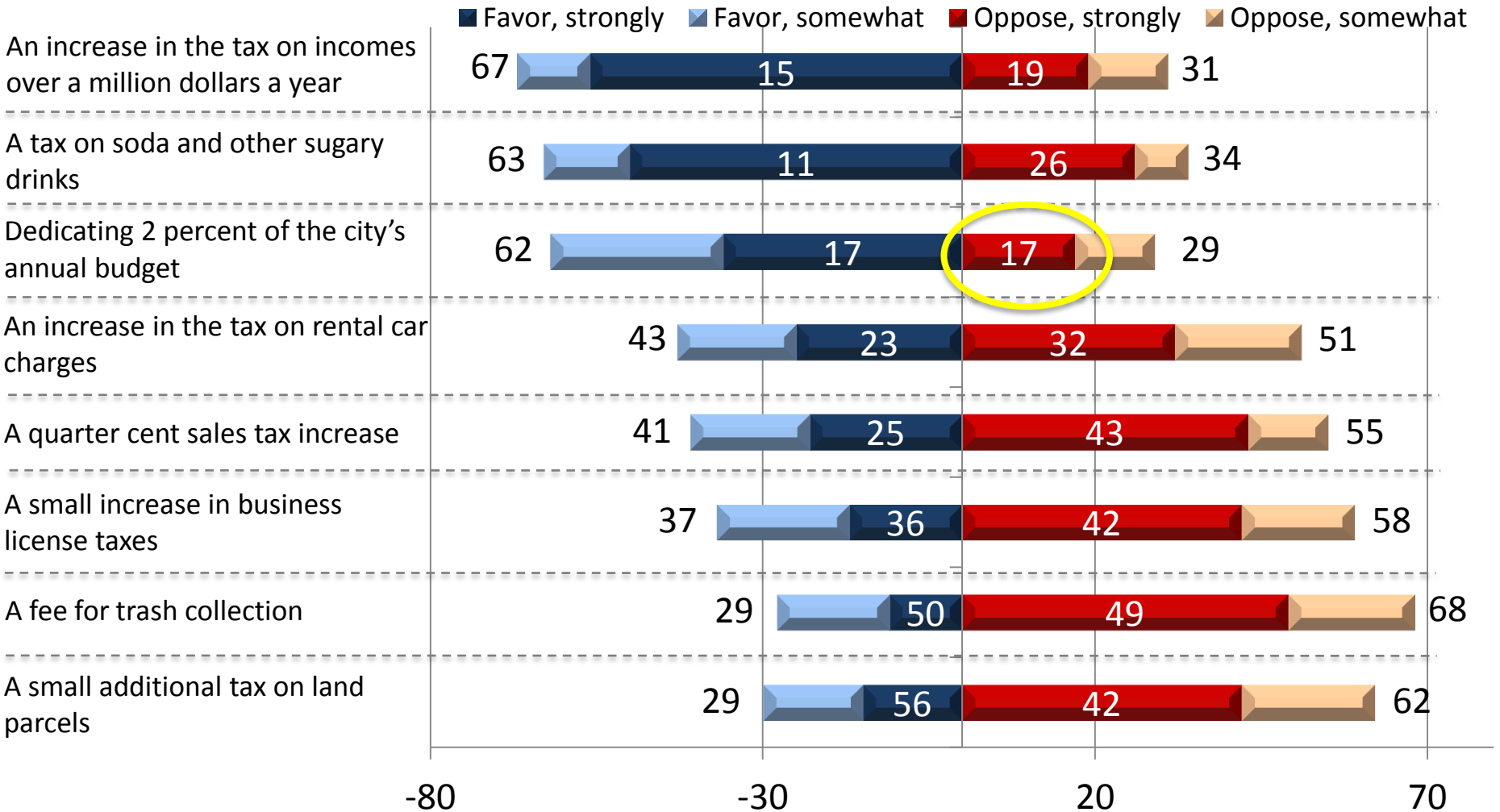


Percent responding favor strongly	Dem	Ind	Rep	Men	Women	<50	50+	White	Latino
Expanding mental health treatment for children and youth	86	66	56	64	77	75	70	69	78
Providing additional support to foster children and youth	72	53	52	55	67	67	60	59	65
Providing easy access to preventive health and dental care for children and youth	73	58	47	57	66	65	55	58	66
Providing after-school, summer, arts and recreation programs	69	42	41	43	62	56	47	48	63
Helping teens get internships and jobs	60	54	49	48	63	58	49	51	62
Helping youth graduate from high school and providing more opportunities for affordable college and other post high school education	77	56	44	55	67	64	59	55	76
Helping low-income working parents afford child care	74	43	39	44	63	58	53	47	69
Providing affordable, high-quality preschool and child care	75	40	32	44	58	56	48	43	66
Helping young parents learn about infant and toddlers' development and needs	59	42	38	42	53	54	45	43	63

New broad-based revenues off the table; dedicating city budget draws muted opposition



Next, I am going to read you a list of ways that services for children and youth in San Diego might be funded. Thinking about the types of services for children and youth you just heard about, please tell me for each if you would favor or oppose that funding proposal.



Budget line item creates bipartisan support; no appetite for new taxes or fees across party lines



Percent responding favor (total)	Dem	Ind	Rep
An increase in the tax on incomes over a \$1 million a year	91-9	57-40	47-52
A tax on soda and other sugary drinks	78-20	59-38	43-56
Dedicating 2 percent of the city's annual budget	72-20	56-34	58-34
An increase in the tax on rental car charges	50-44	43-49	33-63
A quarter cent sales tax increase	51-46	39-60	29-66
A small increase in business license taxes	55-40	29-66	22-74
A fee for trash collection	33-64	31-68	21-73
A small additional tax on land parcels	47-43	24-69	10-83

QUESTIONS?

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