

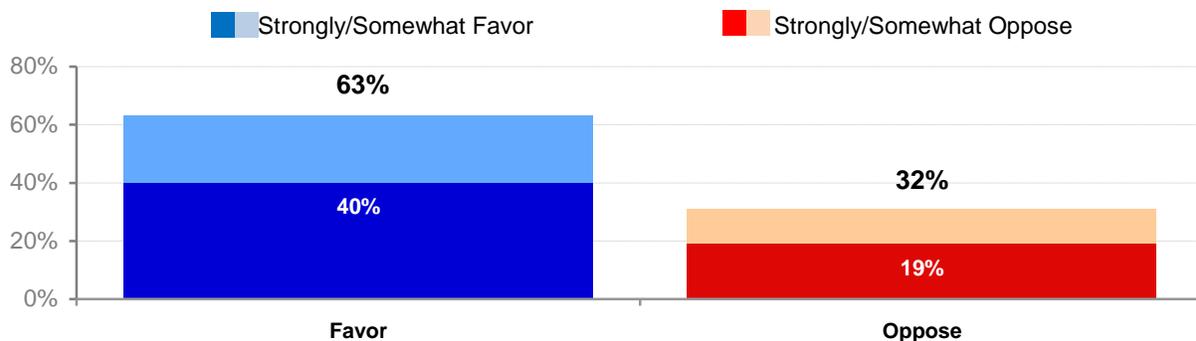
August 7, 2014

San Diego Voters Strongly Support City Council Ordinance to Raise the Minimum Wage and Provide Earned Sick Days Electorate Rejects Plan to Repeal the Law

To: Interested Parties

From: Greenberg Quinlan Rosner Research

A new Greenberg Quinlan Rosner Research survey shows that San Diego voters **support the new minimum wage and earned sick leave ordinance by a nearly two-to-one margin, and they strongly reject a plan to repeal it.**



“As you may have heard, the city council recently passed a law that provides people in San Diego with up to five days of earned sick leave a year based on the hours they have worked. It also establishes a minimum wage in San Diego of 11 dollars and fifty cents an hour for all workers, which would increase annually at the same rate as inflation and be phased in over several years. Now let me ask you, do you favor or oppose this law?”

When asked how they would vote on a referendum to overturn the ordinance, 59 percent reported that they would vote *against repealing* it while just 33 percent said they would vote in favor of repeal. This opposition is intense and will be hard to change, with 41 percent of the electorate *strongly* opposed to repealing the ordinance.

Vetoing the ordinance can cut into Mayor Faulconer’s support. A 41 percent plurality say that they would be less likely to support Faulconer if he proceeds with a veto of the ordinance, topping the 25 percent who say it would make no difference in their support. These doubts extend beyond Democratic voters—forty percent of No Party Preference/Decline to State voters would be less likely to support Faulconer in the wake of a veto.

Support for the Council-passed ordinance wins strong support among key swing audiences and crosses geographic lines. The ordinance is favored by NPP/DTS voters by an overwhelming 69-26 percent margin, and even a third of Republican voters (34 percent) favor the new ordinance. Support is high across the city, winning 72-20 percent south of the 8 and 56-37 percent north of the 8, including 60-34 percent in City Council Districts 1 and 2 combined.

About The Survey

Greenberg Quinlan Rosner Research conducted this survey among 500 registered voters in San Diego. The survey was conducted by live professional interviewers between July 31st and August 4th, 2014. Thirty-two percent of all respondents in the survey were reached on a cell phone.

The sample is subject to a margin of error of +/-4.4 percentage points at the 95 percent confidence interval; margin of error is higher among subgroups.

The sample for this survey was drawn randomly from a list of registered voters and stratified by city council district within the city of San Diego. Quotas were assigned to reflect the actual contribution of these areas to the total electorate. The sample reflects the demographic composition of the city's registered voters per data from the U.S. Census Bureau, San Diego City Clerk, California Secretary of State, and four distinct voter files. It is 40 percent Democratic, 27 percent Republican, and 28 percent NPP/DTS by party registration (<http://www.sandiego.gov/city-clerk/pdf/voterstats.pdf>).