



**CITY OF DANA POINT DISTRICTING SURVEY 2018**  
**220-5117-WT**  
**N=588**  
**MARGIN OF SAMPLING ERROR ±4.4% (95% CONFIDENCE INTERVAL)**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_, a public opinion research company. I am definitely NOT trying to sell you anything. We are conducting an opinion survey about issues that interest people living in the City of Dana Point, and we are only interested in your opinions. May I speak to \_\_\_\_\_? **YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE. (IF NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL AGAIN.)**

A. Before we begin, I need to know if I have reached you on a cell phone. **(IF YES, ASK:)** “Are you in a safe place where you can talk?”

Yes, cell and in safe place ----- 77%  
 Yes, cell not in safe place ----- **TERMINATE**  
 No, not on cell ----- 23%  
**(DON'T READ) DK/REFUSED--- TERMINATE**

**FIRST I WOULD LIKE TO ASK YOU SOME GENERAL QUESTIONS ABOUT LIFE IN DANA POINT.**

1. First, do you think things in \_\_\_\_\_ are generally headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track? **(DO NOT ROTATE)**

|  | <u>RIGHT</u><br><u>DIRECTION</u> | <u>WRONG</u><br><u>TRACK</u> | <b>(DON'T<br/>READ)<br/>DK/NA</b> |
|--|----------------------------------|------------------------------|-----------------------------------|
| a. <b>(T)</b> The City of Dana Point ----- | 63%                              | 25%                          | 12%                               |
| b. <b>(T)</b> Your local neighborhood----- | 69%                              | 22%                          | 9%                                |

2. **(T)** How would you rate the overall quality of life in Dana Point? Would you say it is excellent, good, fair, poor, or very poor?

|                              |            |
|------------------------------|------------|
| <b>EXCELLENT/GOOD</b> -----  | <b>91%</b> |
| Excellent -----              | 45%        |
| Good -----                   | 47%        |
| <b>FAIR/TOTAL POOR</b> ----- | <b>8%</b>  |
| Fair -----                   | 7%         |
| Poor -----                   | 1%         |
| Very poor -----              | 0%         |
| <b>(DON'T KNOW/NA)</b> ----- | <b>0%</b>  |

3. Next, switching to a different topic, have you heard, read or seen anything about Dana Point switching from a system of electing City Council members citywide to a new system for City Council elections? (IF YES, ASK: "Have you heard a lot or just a little?")

|                                 |            |
|---------------------------------|------------|
| <b>TOTAL YES</b> -----          | <b>38%</b> |
| Yes, a lot-----                 | 17%        |
| Yes, a little -----             | 21%        |
| No -----                        | 62%        |
| <b>(DON'T READ) DK/NA</b> ----- | <b>0%</b>  |

(ASK Q4-Q5 IF CODES 1-2 IN Q3)

4. What have you heard, read or seen about Dana Point switching to a new system for City Council elections? (OPEN END; RECORD VERBATIM RESPONSE)

|  |     |
|--|-----|
| Elections by district, not citywide-----               | 52% |
| Negative reaction to change-----                       | 14% |
| Need more information -----                            | 8%  |
| Read/Saw it in news or social media -----              | 7%  |
| Capo Beach has no/very little representation-----      | 5%  |
| Driven by state law/California Voting Rights Act ----- | 3%  |
| It's happening-----                                    | 2%  |
| General positive reaction to change-----               | 1%  |
| Mislead the public-----                                | 1%  |
| Other -----  | 3%  |
| I don't know -----                                     | 2%  |
| None-----  | 3%  |
| Refused -----  | 3%  |

5. Where have you heard, read or seen information about Dana Point switching to a new system for City Council elections? (OPEN END; RECORD VERBATIM RESPONSE)

|                                      |     |
|--------------------------------------|-----|
| Local Dana Point newspaper -----     | 28% |
| Social media-----                    | 17% |
| Newspaper, general-----              | 16% |
| Internet blogs/websites/emails ----- | 16% |
| Family/neighbors-----                | 16% |
| Council meetings -----               | 12% |
| OC Register -----                    | 9%  |
| Local news/T.V. -----                | 2%  |
| City website-----                    | 1%  |
| Other -----                          | 8%  |
| I don't know -----                   | 10% |
| None-----                            | 2%  |
| Refused -----                        | 3%  |

6. For you personally, how important is the issue of switching from electing Dana Point City Council citywide to a different system for City Council elections? Would you say it is extremely important to you personally, very important, somewhat important or not too important to you personally?

|                                   |            |
|-----------------------------------|------------|
| <b>EXT/VERY IMPORTANT -----</b>   | <b>33%</b> |
| Extremely important -----         | 16%        |
| Very important-----               | 17%        |
| <b>SMWT/NOT TOO IMPORTANT ---</b> | <b>48%</b> |
| Somewhat important -----          | 21%        |
| Not too important-----            | 27%        |
| <b>(DON'T READ) DK/NA -----</b>   | <b>18%</b> |

7. Now, as you may know, in Dana Point currently all five members of the City Council are elected citywide, in what is known as an at-large election. Recently, the City received a letter claiming Dana Point is violating the California Voting Rights Act and threatening a lawsuit if the City does not change from electing its city council members in at-large, citywide elections by completely switching to what is known as district elections, by creating a number of different city council districts and only electing members from different areas of the city.

The Dana Point City Council has agreed to change the way voters select Councilmembers in order to comply with the California Voting Rights Act.

Next, I am going to read you two options that can be considered when switching from at-large elections to district-based elections. After you hear them, please tell me which one you would prefer for Dana Point. **(READ AND ROTATE)** In either case, the mayor would have the same power and authority. **(REPEAT CHOICES AS NECESSARY; IF RESPONDENT TRIES TO CHOOSE “BOTH” OR “NEITHER,” RESPOND WITH “PLEASE CHOOSE ONE EVEN IF IT IS HARD TO DO SO.”)**

City Council members elected from five equal council districts, with a mayor selected among the five Council members, which is how it is currently done ----- 37%

**OR**

City Council Members elected from four equal council districts, plus a fifth member who is elected citywide and serves as the mayor ----- 48%

**(DON'T READ) (BOTH)**----- 1%

**(DON'T READ) (NEITHER)** ----- 1%

**(DON'T READ) (DON'T KNOW)**----- 14%

(ASK Q8 IF CODES 1-2 IN Q7)

8. In a few of your own words, why do you prefer **FIVE EQUAL COUNCIL DISTRICTS/FOUR EQUAL COUNCIL DISTRICT WITH ONE CITYWIDE MAYOR?** (OPEN-END; RECORD VERBATIM RESPONSE)

**a. FIVE EQUAL COUNCIL DISTRICTS**

|  |     |
|--|-----|
| Better/fairer/more equal representation -----      | 50% |
| Prefer no changes -----                            | 15% |
| Select/rotate mayor from council-----              | 10% |
| Less change/keep it simple -----                   | 6%  |
| Mixed feelings -----                               | 4%  |
| Against special interests/overpowering mayors----- | 3%  |
| City is too small for districts -----              | 2%  |
| Multiple candidate voting -----                    | 1%  |
| Council should vote-----                           | 1%  |
| Needs more information -----                       | 1%  |
| Ensure everyone has a voice/citizen input -----    | 0%  |
| People should get to vote -----                    | 0%  |
| Other -----  | 6%  |
| I don't know -----                                 | 4%  |
| None-----  | 0%  |
| Refused -----                                      | 1%  |

**b. FOUR EQUAL COUNCIL DISTRICT WITH ONE CITYWIDE MAYOR**

|   |     |
|---|-----|
| Voters should pick mayor -----              | 31% |
| Mayor represents all/check on council ----- | 23% |
| Better representation/more balanced -----   | 18% |
| Makes sense/more fair -----                 | 13% |
| Four districts is better than five -----    | 4%  |
| City is small-----                          | 4%  |
| Everyone should vote in each election ----- | 1%  |
| City input/city wide election -----         | 1%  |
| Diverse council -----                       | 1%  |
| Against special interest-----               | 1%  |
| Other -----                                 | 5%  |
| I don't know -----                          | 4%  |
| None-----                                   | 1%  |
| Refused -----                               | 3%  |

9. As you may know, Dana Point City Council members are elected for four-year terms. Now, setting aside which option you prefer for selecting the mayor, if Dana Point moves forward with the option of voters directly electing a mayor, how often do you think those elections should be held? **(ROTATE AND READ OPTIONS)**

- Every two years ----- 44 %
- OR**
- Every four years ----- 51 %
- (DON'T KNOW)** ----- 5 %

**(ROTATE Q11 AND Q12)**

10. **FIRST/NEXT**, I am going to read you some statements from people who support the approach of having five equal council districts with a rotating mayor for the Dana Point City Council. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the five-equal-council-districts approach. If you do not believe the statement, you can tell me that instead. **(RANDOMIZE)**

|   | <u>VERY CONV</u> | <u>SMWT CONV</u> | <u>NOT CONV</u> | <u>DON'T BELIEVE</u> | <u>(DK/NA)</u> | <u>VERY/ SMWT</u> |
|---|------------------|------------------|-----------------|----------------------|----------------|-------------------|
| [ ]a. <b>(FAIR)</b> Having five equal council districts is the fairest way to ensure that every resident in Dana Point has equal representation. No areas of the city will have more representatives on the City Council than any other. -----  | 34 %             | 31 %             | 20 %            | 10 %                 | 6 %            | 65 %              |
| [ ]b. <b>(LAWSUIT)</b> Dana Point has been threatened with a lawsuit if the city does not completely change to district elections. Other cities that have faced this kind of lawsuit have spent over a million dollars in legal fees, and still lost. Switching to five equal council districts is the only way to completely avoid a lawsuit. Whatever benefit there might be from electing a councilmember citywide to serve as the mayor is not worth the risk of spending hundreds of thousands of dollars in taxpayer money defending that system against a lawsuit. ----- | 37 %             | 28 %             | 17 %            | 11 %                 | 8 %            | 65 %              |
| [ ]c. <b>(SIMILAR)</b> The current Dana Point City Council has five members with a rotating mayor. So, the five-equal-council-districts approach is as close as we can come to maintaining the way our City Council is structured now, while also meeting state law. ---  | 22 %             | 36 %             | 24 %            | 10 %                 | 8 %            | 59 %              |

**(ROTATE Q11 AND Q12)**

11. **FIRST/NEXT**, I am going to read you some statements from people who support the approach of having four equal council districts and a citywide mayor. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the four equal council districts and a citywide mayor approach. If you do not believe the statement, you can tell me that instead. **(RANDOMIZE)**

|  | <u>VERY<br/>CONV</u> | <u>SMWT<br/>CONV</u> | <u>NOT<br/>CONV</u> | <u>DON'T<br/>BELIEVE</u> | <u>(DK/NA)</u> | <u>VERY/<br/>SMWT</u> |
|--|----------------------|----------------------|---------------------|--------------------------|----------------|-----------------------|
| [ ]a. <b>(KEEP COMMUNITIES TOGETHER)</b><br>Keeping communities together was the City Council's stated top priority when designing the new election system. Only the choice with four districts can keep both Monarch Beach and Capo Beach together instead of splitting one of the neighborhoods up into two different districts. Because of population requirements, the five-districts approach separates either Monarch Beach or Capo Beach. ----- | 23%                  | 29%                  | 26%                 | 10%                      | 11%            | 52%                   |
| [ ]b. <b>(SIMILAR)</b> Currently, City Council members are elected by all voters, citywide. In district elections, City Council members are elected only by those who live in the member's district, except for the 5 <sup>th</sup> member who would serve as mayor. The mayor would be elected by all voters, citywide. -----   | 39%                  | 32%                  | 18%                 | 4%                       | 8%             | 71%                   |
| [ ]c. <b>(ACCOUNTABILITY)</b> Our city government needs to be accountable to residents. This approach means residents have a single elected official that they can hold accountable for what happens in our community. -----   | 41%                  | 34%                  | 13%                 | 6%                       | 5%             | 75%                   |

12. Now that you have heard more, let me ask you again about the two options that are under consideration for this switch. Again, after you hear them, please tell me which one you would prefer. **(READ AND ROTATE; IF RESPONDENT TRIES TO CHOOSE “BOTH” OR “NEITHER,” RESPOND WITH “PLEASE CHOOSE ONE EVEN IF IT IS HARD TO DO SO.”)**

|  | <u>Q10 FIRST</u> | <u>Q11 FIRST</u> | <u>TOTAL</u> |
|--|------------------|------------------|--------------|
| [ ] City Council members elected from five equal council districts, with a mayor selected among the five Council members, which is how it is currently done----- | 36 %             | 43 %             | 39 %         |
| <b>OR</b>  |                  |                  |              |
| [ ] City Council Members elected from four equal council districts, plus a fifth member who is elected citywide and serves as the mayor-----                     | 55 %             | 45 %             | 50 %         |
| <b>(DON'T READ) (BOTH)</b> -----   | 0 %              | 0 %              | 0 %          |
| <b>(DON'T READ) (NEITHER)</b> -----  | 0 %              | 0 %              | 0 %          |
| <b>(DON'T READ) (DON'T KNOW)</b> -----   | 9 %              | 11 %             | 10 %         |

13. And let me also ask you again: how important to you personally is the issue of switching from a system of electing Dana Point City Council members in at-large elections? Would you say it is extremely important to you personally, very important, somewhat important or not too important to you personally?

|                                       |            |
|---------------------------------------|------------|
| <b>EXT/VERY IMPORTANT</b> -----       | <b>43%</b> |
| Extremely important -----             | 19%        |
| Very important -----                  | 24%        |
| <br><b>SMWT/NOT TOO IMPORTANT</b> --- | <b>53%</b> |
| Somewhat important -----              | 31%        |
| Not too important-----                | 22%        |
| <br><b>(DON'T READ) DK/NA</b> -----   | <b>4%</b>  |

14. **(T)** In the past 12 months, have you visited the City’s website?

|   |           |
|---|-----------|
| Yes -----                               | 59%       |
| No -----                                | 38%       |
| <b>(DON'T READ) Don't know/NA</b> ----- | <b>3%</b> |

15. Now, I'm going to mention some information sources from which people learn about news and issues affecting the Dana Point community. For each one I mention, please tell me how often you use that particular information source. Is it frequently, just occasionally, very rarely, or never? **(RANDOMIZE)**

|  | <u>FREQ</u> | <u>JUST<br/>OCCAS</u> | <u>VERY<br/>RARELY</u> | <u>NEVER</u> | <u>(DK/NA)</u> | <u>FREQ/<br/>OCCAS</u> |
|--|-------------|-----------------------|------------------------|--------------|----------------|------------------------|
| [ ]a. <b>(T)</b> Email notices-----  | 23%         | 27%                   | 20%                    | 28%          | 3%             | 49%                    |
| [ ]b. <b>(T)</b> Community News Quarterly<br>Magazine -----                              | 26%         | 27%                   | 16%                    | 27%          | 4%             | 53%                    |
| [ ]c. <b>(T)</b> Flyers, postcards, and brochures<br>available at public locations ----- | 11%         | 18%                   | 33%                    | 35%          | 2%             | 29%                    |
| [ ]d. <b>(T)</b> Social media services like<br>Facebook, Nextdoor or Twitter-----        | 29%         | 20%                   | 13%                    | 37%          | 2%             | 49%                    |
| [ ]e. <b>(T)</b> The City's website -----  | 11%         | 36%                   | 29%                    | 23%          | 1%             | 47%                    |
| [ ]f. <b>(T)</b> Flyers, postcards or letters mailed<br>to your home-----                | 24%         | 31%                   | 20%                    | 22%          | 3%             | 56%                    |
| [ ]g. <b>(T)</b> The Dana Point Times-----   | 43%         | 25%                   | 14%                    | 16%          | 2%             | 69%                    |
| [ ]h. <b>(T)</b> Dana Point News-----  | 35%         | 24%                   | 16%                    | 21%          | 4%             | 59%                    |
| [ ]i. Local cable access television-----   | 8%          | 10%                   | 21%                    | 59%          | 2%             | 18%                    |

**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

16. **(T)** How long have you lived in Dana Point? **(READ LIST)**

- Less than one year-----4%
- One to four years ----- 23%
- Five to nine years----- 19%
- 10 to 14 years ----- 10%
- 15 to 29 years ----- 24%
- More than 29 years----- 18%
- (DON'T READ)** DK/NA/Refused -----2%

17. **(T)** Which of the following best describes your current home?

- Detached, single-family home----- 64%
- Townhome ----- 11%
- Condominium ----- 13%
- Apartment-----8%
- Mobile home -----1%
- (DON'T READ)** DK/Refused -----3%

**THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.**

**Gender by observation:**

Male----- 48 %  
 Female----- 52 %

**Party Registration: From file**

Democrat----- 28 %  
 Republican ----- 44 %  
 No Party Preference----- 23 %  
 Other party----- 5 %

**AGE**

18-29 ----- 12 %  
 30-39 ----- 13 %  
 40-49 ----- 13 %  
 50-54 ----- 10 %  
 55-59 ----- 12 %  
 60-64 ----- 10 %  
 65-74 ----- 20 %  
 75+ ----- 11 %  
 BLANK ----- 0 %

**HOMEOWNER**

Yes----- 61 %  
 No----- 39 %

**REGISTRATION DATE**

Before 2001 ----- 14 %  
 2001-2004 ----- 6 %  
 2005-2008 ----- 6 %  
 2009-2018 ----- 74 %

**CA FLAGS - VOTE HISTORY**

P12----- 30 %  
 G12 ----- 63 %  
 P14----- 25 %  
 G14 ----- 47 %  
 P16----- 53 %  
 G16 ----- 84 %  
 BLANK ----- 11 %

**Q10/Q11 ROTATION**

Q10, Q11 ----- 50 %  
 Q11, Q10 ----- 50 %

**VOTE BY MAIL**

1 ----- 20 %  
 2 ----- 11 %  
 3+ ----- 31 %  
 Blank----- 38 %

**PERMANENT ABSENTEE**

Yes ----- 69 %  
 No ----- 31 %

**HOUSEHOLD PARTY**

1 DEM----- 14 %  
 2+ DEMS ----- 7 %  
 1 REP----- 18 %  
 2+ REPS ----- 16 %  
 1 INDEPENDENT ----- 16 %  
 MIXED----- 29 %

**ZIP CODES**

92624 ----- 19 %  
 92629 ----- 81 %

**MODE OF INTERVIEW**

Phone ----- 38 %  
 Online----- 62 %