

San Jose Spotlight California's 16th Congressional District Voter Survey Results Presentation

February 2024



**Opinion Research on
Elections and Public Policy**



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San Jose Spotlight – CA CD-16 – Voter Survey

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) Online (email and text to web)
Language	Chinese, English, Spanish, and Vietnamese
Length	6 minutes
Target Respondents	California’s 16th Congressional District likely Primary Election voters
Survey Fielding	January 11 – 28, 2024
Margin of Error	+/-5%
Survey Participants	400

Sample

The sample was compiled from data obtained from the County of Santa Clara Clerk-Recorder and the San Mateo County Assessor. We called, emailed, and texted voters. We matched the demographics of California’s 16th Congressional District likely Primary Election voters.

Data Collection Explained

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

Respondents in all modes chose their preferred language, Chinese (1%), English (95%), Spanish (3%), and Vietnamese (1%).

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

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

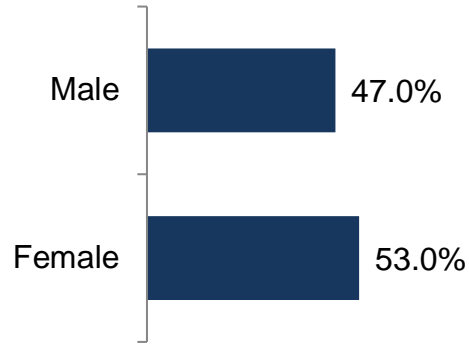
Probolsky Research is a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

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

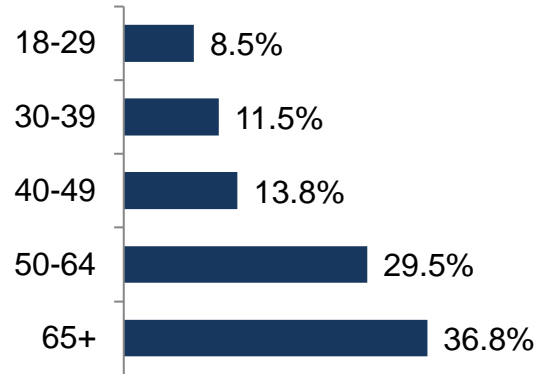


Respondent demographics by gender, age group, ethnicity, city, party preference, vote propensity, and home type

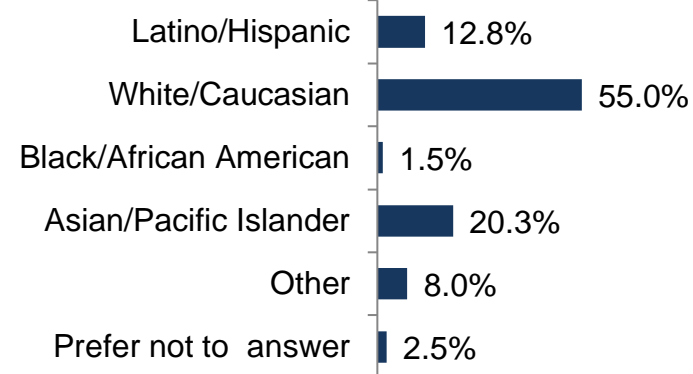
Gender



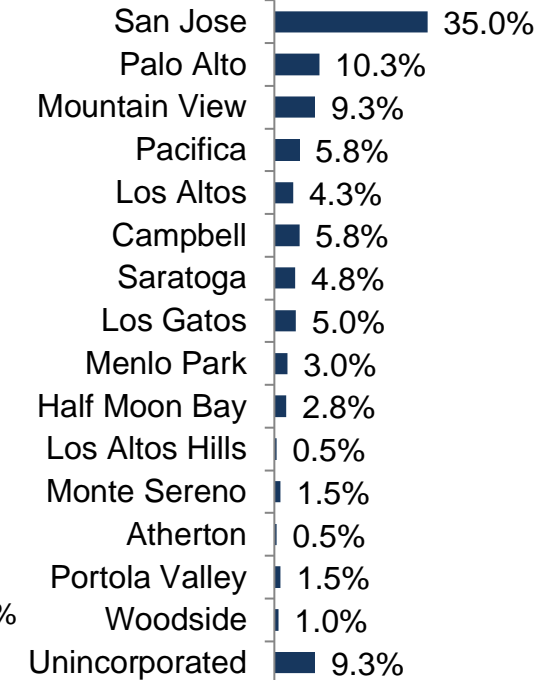
Age Group



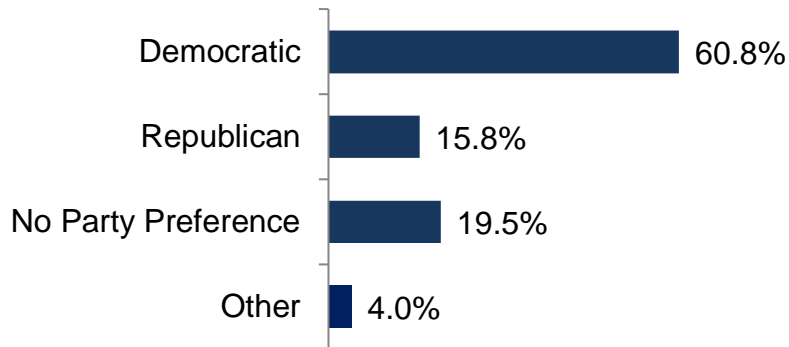
Ethnicity



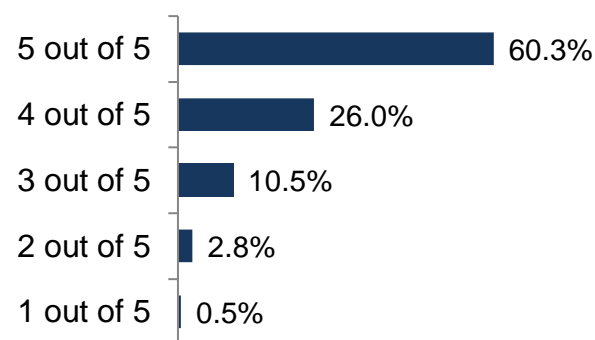
City



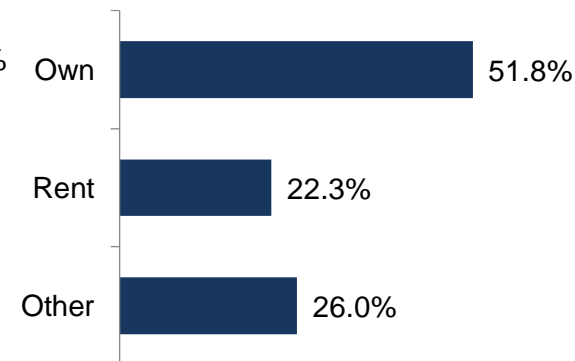
Party Preference



Vote Propensity

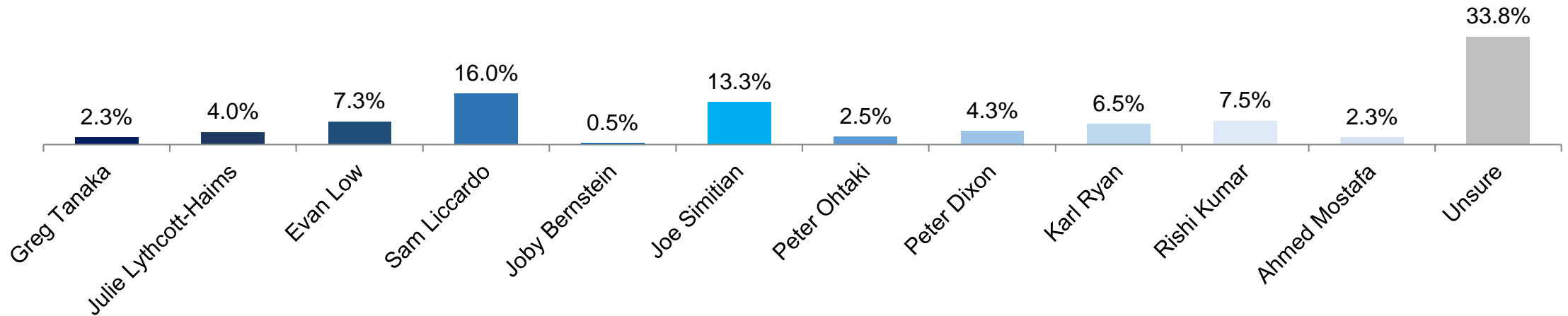


Home Type



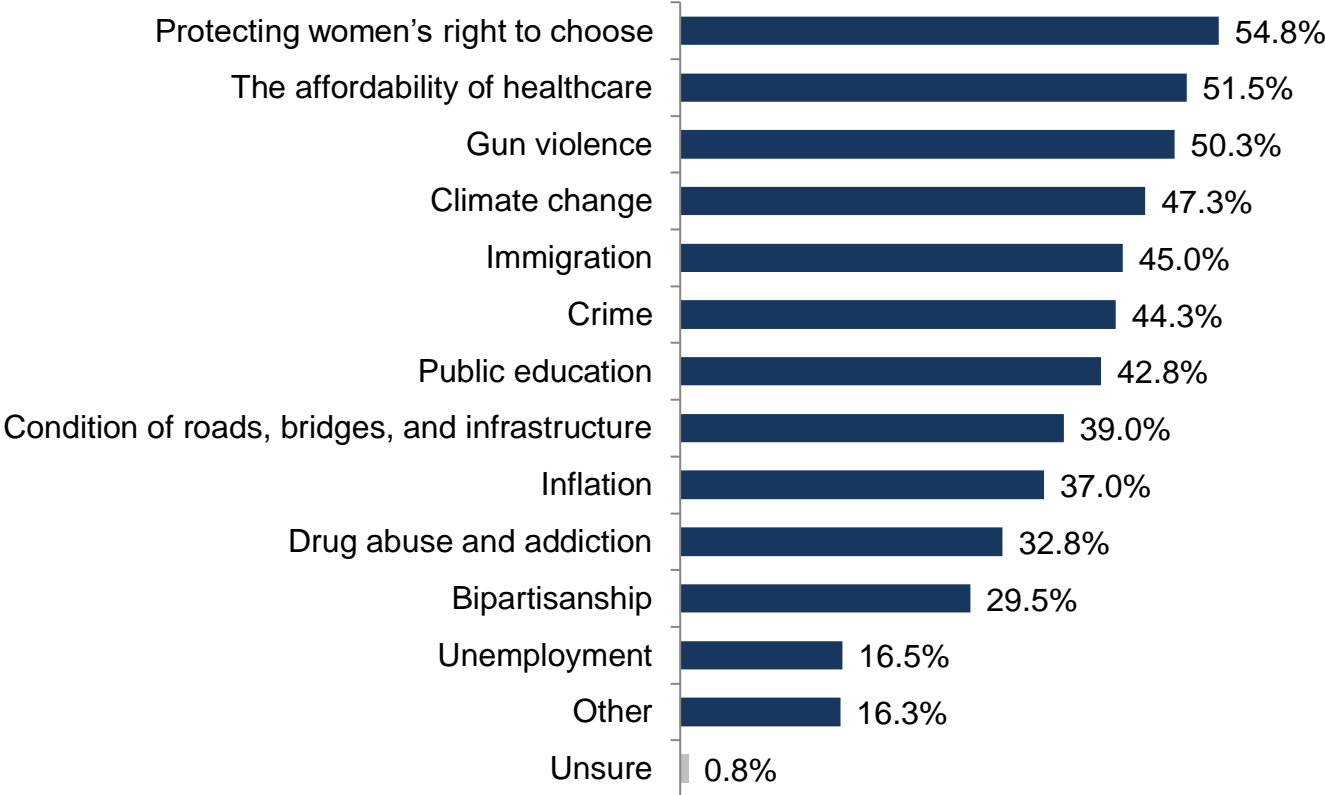
Turnout Model Explained: Likely 2024 Primary voter = voted 3/20 PLUS registered 3/4/20 or later and voted in all three 11/20, 6/22, and 11/22 (49%)

A third of likely Primary Election voters are unsure, Sam Liccardo leads the race, Joe Simitian close behind in the race for California's 16th Congressional District



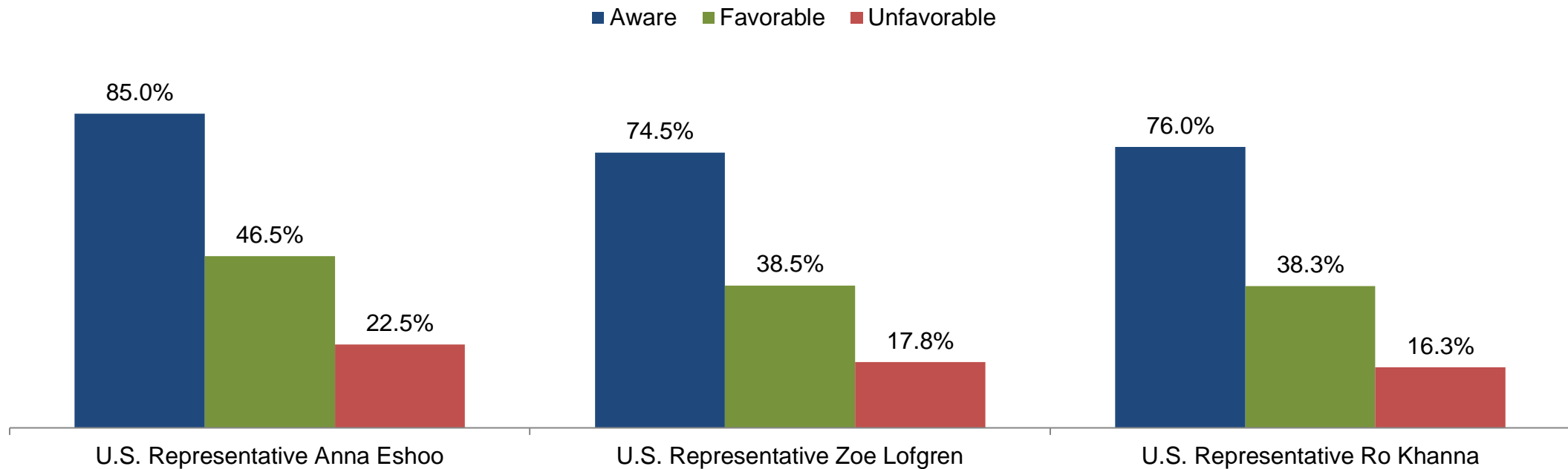
Question: The primary election for California Congressional District 16 will be held on March 5th. If the election were held today, for whom would you vote? Choose one. [IF UNSURE] Would you say that you lean one way or another?

Voters say protecting women’s right to choose, healthcare affordability, and gun violence should be top priorities



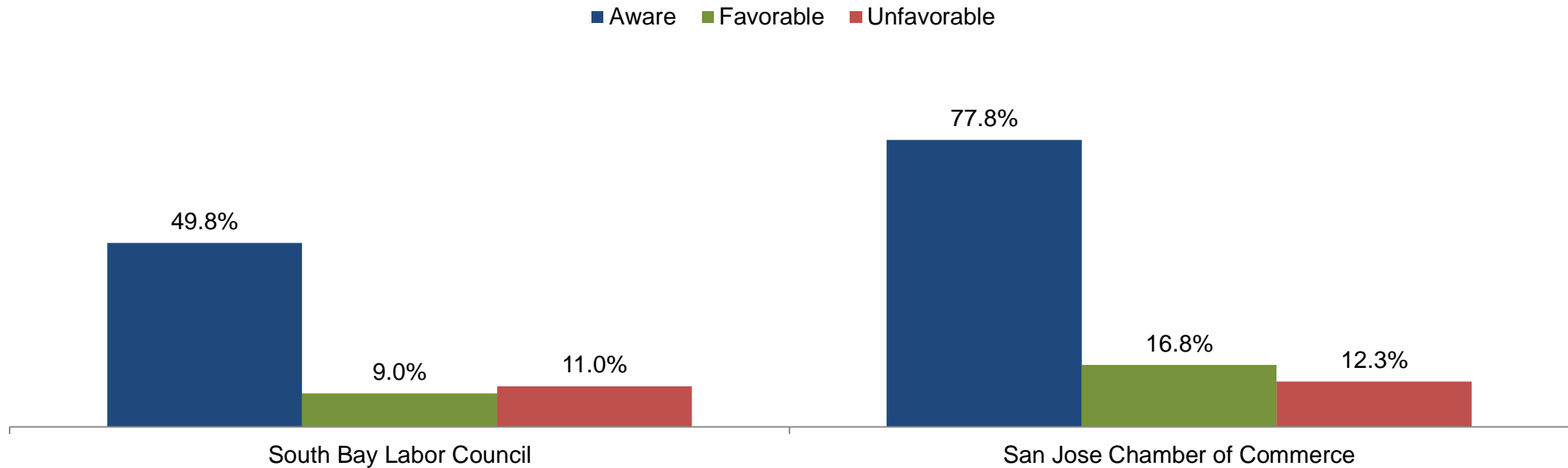
Question: Now we have a list of several issues facing the United States. Please listen to each and then tell me which issues should be the top priorities. Select all that apply.

All Bay Area U.S. Representatives have high awareness and favorability levels among likely Primary Election voters



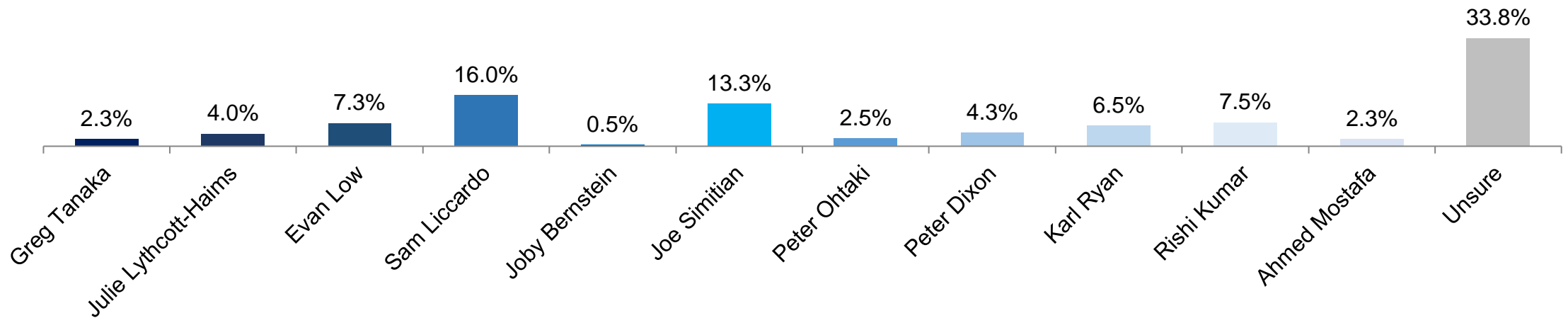
Questions: Here is a list of several individuals and organizations. For each name, please indicate if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, that's OK.

San Jose Chamber of Commerce and South Bay Labor Council awareness and favorability



Questions: Here is a list of several individuals and organizations. For each name, please indicate if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, that's OK.

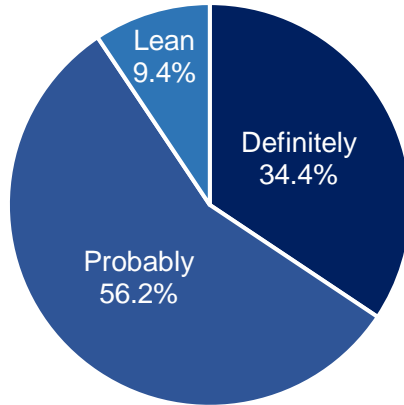
AGAIN: A third of likely Primary Election voters are unsure, but Sam Liccardo leads the race for California's 16th Congressional District



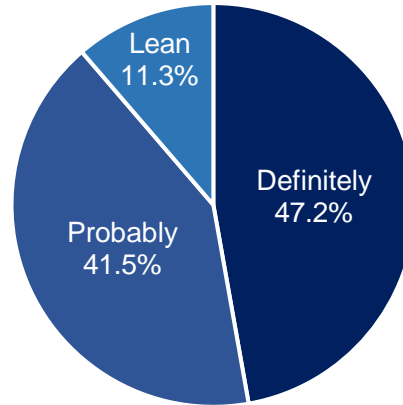
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Intensity support by candidate

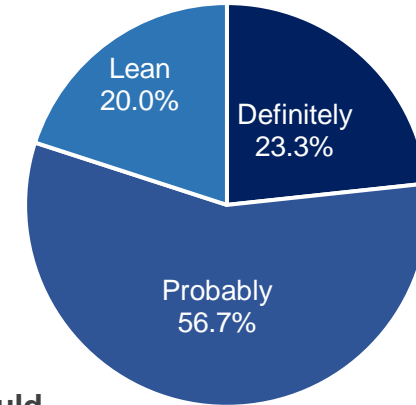
Among those who would vote for Sam Liccardo



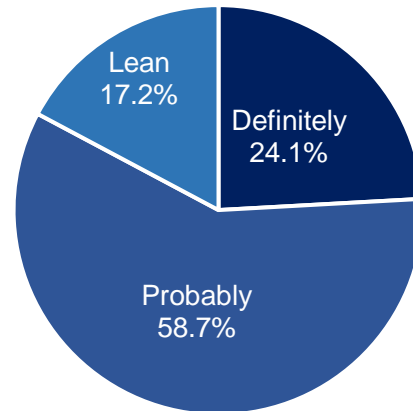
Among those who would vote for Joe Simitian



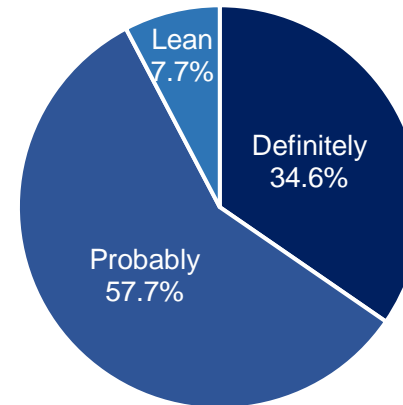
Among those who would vote for Rishi Kumar



Among those who would vote for Evan Low

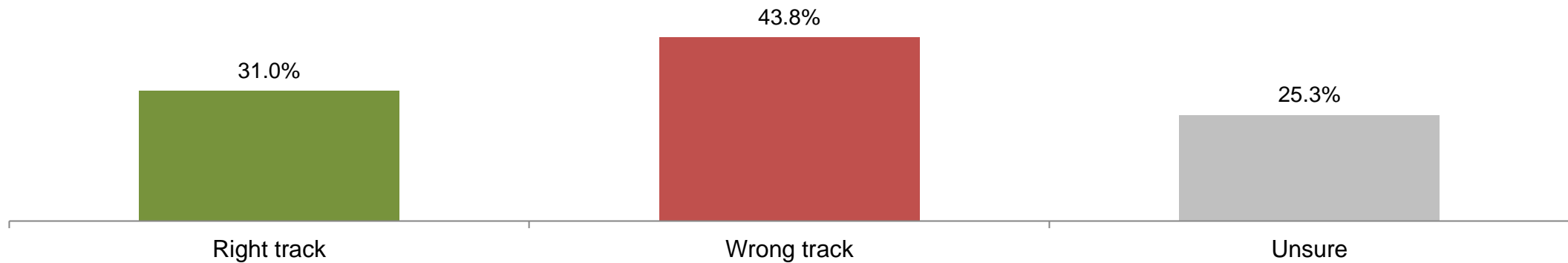


Among those who would vote for Karl Ryan

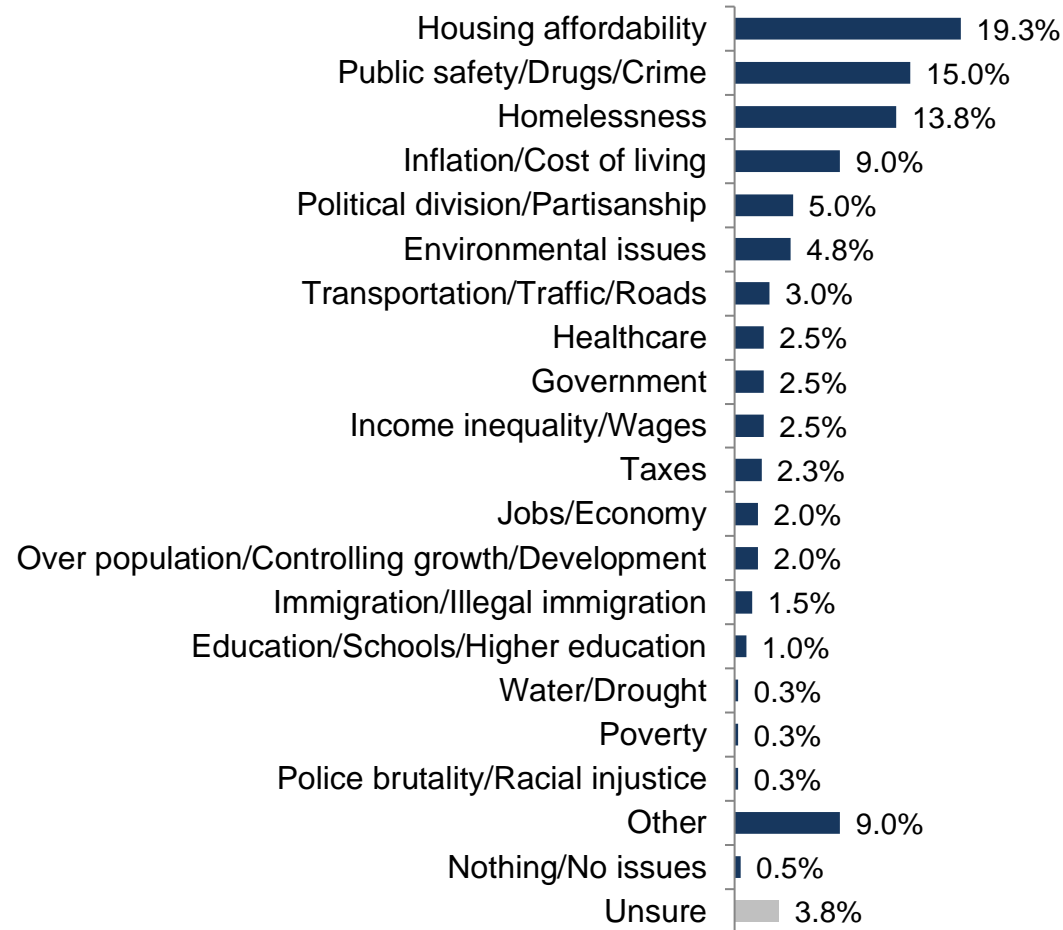


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44% of voters believe their community is on the wrong track



Housing affordability, public safety, and homelessness are the top issues facing California's 16th Congressional District



Question: What is the most important issue facing your community today?
[OPEN-ENDED RESPONSE]

Questions?

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