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**COMPETITIVE EDGE'S SAN DIEGO VOTER TURNOUT
PREDICTION**



low. Why the lack of participation? News media asked the same question in numerous interviews. We attribute the results to several factors.

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We initially said voter turnout in San Diego for the June 2014 primary would be so low it might damage the local psyche. This got the news media's attention. Our final prediction was for a historically low 25 to 27 percent. The final percentage was a little more than that at 29 percent in the city and 27 percent in the county. Both historically

***WILL LOW VOTER
TURNOUT GIVE NEEL
KASHARI A CHANCE?***



If you thought June's primary turnout was a downer, you are going to need serious therapy after November's general election. But one group has

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reason to feel cheery about it: Republicans, especially gubernatorial candidate Neel Kashkari. By the way, Competitive Edge's President John Nienstedt met with Kashkari during his swing through San Diego. The two shared ideas on campaign strategy.

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GETTING EDGY WITH THE NORTH COUNTY REPUBLICAN COALITION

Nienstedt recently spoke to the North County Republican Coalition at the invitation of Ben Sullivan, Chief of Staff to Oceanside City Councilmember Jerry Kern. Among the attendees were political consultant Janette Littler, Misty Ann Tienken, aide to Oceanside City Councilman Gary Felien, Oceanside City Councilman Gary Felien and Mary Chavez, wife of Assemblyman Rocky Chavez. We discussed June's low voter turnout, what to expect in November and the challenges Republican candidates currently face in California. Thanks go out to Ben for the opportunity and the entire group for making it such an enjoyable event.

POLITICAL RESEARCHERS SWAP DATA IN ANAHEIM



The nation's top public opinion researchers met in Anaheim in May for the annual American Association of Public Opinion Research (AAPOR) conference. Competitive Edge has been an active

member since 1993. The conference is a way to learn new methods of conducting public opinion research and bring good ideas home on behalf of our clients. We also meet fellow pros, develop new business relationships and get together with our vendors. Let Competitive Edge put the latest information to work for you in your next research initiative.

NEIL SALUNGA JOINS COMPETITIVE EDGE TEAM



We're pleased to introduce the newest member of the Competitive Edge team to you. Neil Salunga join us as Research Manager. Salunga, a San Diego native, will manage Competitive Edge's research process and be responsible for quality control, sampling, report generation and client services.

