

Pure Demographics:

Table I. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
VOTER REGISTRATION	Yes	54%	71%	79%	84%	89%	91%	90%	81%	79%	80%
	No	46%	29%	21%	16%	11%	9%	10%	19%	21%	20%
Total	n=	35	65	71	74	56	45	49	189	217	406
IDEOLOGY	Very Liberal	17%	22%	6%	17%	4%	20%	6%	12%	14%	13%
	Somewhat Liberal	29%	17%	20%	17%	25%	11%	8%	17%	18%	18%
	In Between/Unsure	17%	17%	11%	14%	18%	18%	19%	15%	17%	16%
	Somewhat Conservative	31%	29%	41%	33%	40%	30%	35%	38%	32%	35%
	Very Conservative	6%	15%	23%	19%	13%	20%	31%	18%	19%	19%
Total	n=	35	65	71	72	55	44	48	184	216	400
INCOME	< \$20K	25%	7%	6%	14%	13%	17%	28%	13%	14%	14%
	\$20 to 40K	31%	28%	20%	16%	13%	25%	31%	21%	24%	23%
	\$40 to 60K	19%	26%	19%	17%	11%	33%	14%	22%	18%	20%
	\$60 to 80K	19%	13%	13%	11%	13%	8%	6%	12%	12%	12%
	\$80 to 100K	3%	10%	16%	16%	13%	6%	6%	9%	13%	11%
	\$100 to 150K	3%	11%	17%	13%	22%	6%	14%	15%	11%	13%
	> \$150K	0%	5%	9%	14%	13%	6%	3%	9%	8%	8%
Total	n=	32	61	64	64	45	36	36	164	181	345

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

Table I. A2.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
AREA	South City	9%	23%	14%	12%	18%	9%	4%	15%	12%	13%
	North City	29%	23%	30%	22%	25%	18%	22%	26%	24%	25%
	South Burbs	14%	17%	10%	14%	11%	4%	10%	10%	12%	11%
	East Burbs	17%	3%	8%	14%	13%	27%	20%	14%	12%	13%
	North Burbs	17%	15%	21%	15%	14%	22%	22%	17%	19%	18%
	North Coastal	9%	18%	11%	16%	16%	18%	16%	16%	14%	15%
	East County	6%	0%	6%	8%	4%	2%	4%	1%	7%	4%
Total	n=	35	65	71	74	56	45	49	190	217	407
CITY VS. NON CITY	Non City	60%	51%	54%	65%	57%	71%	71%	57%	63%	60%
	City	40%	49%	46%	35%	43%	29%	29%	43%	37%	40%
Total	n=	35	65	71	74	56	45	49	190	217	407
PROXIMITY TO BEACH	Far	86%	78%	87%	76%	79%	87%	76%	81%	82%	81%
	Near	14%	22%	13%	24%	21%	13%	24%	19%	18%	19%
Total	n=	35	65	71	74	56	45	49	190	217	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

Table I. A3.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
SAN DIEGO COUNTY BEACH VISITATION	Never	6%	5%	3%	11%	11%	22%	51%	16%	13%	14%
	Less than Once per Year	9%	8%	8%	4%	20%	13%	16%	9%	12%	11%
	Once or Twice per Year	20%	20%	34%	42%	21%	24%	18%	25%	28%	27%
	Once or Twice per Month	43%	35%	35%	28%	27%	22%	8%	28%	29%	28%
	Once or Twice per Week or More	23%	32%	20%	15%	21%	18%	6%	22%	18%	20%
Total	n=	35	65	71	74	56	45	49	190	217	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

Table I. A4.		AGE						Total	
		18-24	25-34	35-44	45-54	55-64	65-74		75+
GENDER	Male	43%	49%	42%	45%	52%	38%	55%	47%
	Female	57%	51%	58%	55%	48%	62%	45%	53%
Total	n=	35	65	71	74	56	45	49	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

Table I. B1.		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
AGE	18-24	6%	21%	12%	14%	10%	8%	3%	17%	13%	9%	15%	3%	2%	0%	9%
	25-34	14%	25%	28%	16%	18%	14%	14%	9%	22%	24%	20%	16%	16%	11%	16%
	35-44	18%	19%	8%	20%	13%	21%	22%	9%	17%	18%	20%	27%	25%	22%	18%
	45-54	19%	16%	24%	17%	16%	18%	19%	19%	13%	16%	18%	27%	18%	33%	19%
	55-64	16%	8%	4%	20%	16%	16%	10%	13%	8%	7%	15%	16%	23%	22%	14%
	65-74	13%	5%	18%	7%	13%	10%	12%	13%	12%	18%	8%	5%	5%	7%	11%
75+	14%	6%	6%	6%	15%	13%	21%	21%	14%	7%	5%	5%	11%	4%	12%	
Total	n=	318	77	50	70	62	135	73	47	76	67	40	37	44	27	395
GENDER	Male	47%	44%	42%	44%	44%	50%	46%	45%	45%	52%	48%	38%	55%	50%	47%
	Female	53%	56%	58%	56%	56%	50%	54%	55%	55%	48%	52%	62%	45%	50%	53%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
Table I. B2.																
AREA	South City	13%	16%	15%	13%	22%	12%	7%	15%	15%	14%	17%	16%	5%	7%	13%
	North City	25%	25%	34%	16%	22%	26%	28%	17%	17%	23%	31%	22%	32%	39%	25%
	South Burbs	12%	9%	8%	16%	14%	11%	8%	21%	15%	12%	10%	5%	9%	4%	11%
	East Burbs	14%	10%	11%	19%	9%	9%	22%	17%	13%	17%	7%	5%	11%	18%	13%
	North Burbs	18%	20%	15%	17%	16%	20%	18%	15%	23%	12%	14%	32%	18%	11%	18%
	North Coastal	15%	16%	13%	16%	14%	17%	15%	11%	17%	14%	12%	19%	23%	14%	15%
	East County	4%	4%	4%	4%	3%	6%	3%	4%	0%	7%	10%	0%	2%	7%	4%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407
CITY VS. NON CITY	Non City	60%	60%	51%	67%	59%	58%	64%	64%	64%	59%	52%	62%	64%	50%	60%
	City	40%	40%	49%	33%	41%	42%	36%	36%	36%	41%	48%	38%	36%	50%	40%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407
PROXIMITY TO BEACH	Far	81%	84%	79%	81%	80%	83%	81%	85%	79%	84%	79%	78%	77%	75%	81%
	Near	19%	16%	21%	19%	20%	17%	19%	15%	21%	16%	21%	22%	23%	25%	19%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
Table I. B3.																
SAN DIEGO COUNTY BEACH VISITATION	Never	14%	16%	15%	3%	17%	15%	18%	32%	19%	9%	7%	0%	5%	4%	14%
	Less than Once per Year	10%	14%	2%	10%	22%	12%	5%	17%	10%	12%	14%	8%	7%	4%	11%
	Once or Twice per Year	28%	23%	17%	30%	22%	31%	28%	19%	24%	22%	24%	46%	30%	25%	27%
	Once or Twice per Month	29%	26%	32%	37%	22%	27%	28%	9%	26%	38%	29%	38%	41%	36%	28%
	Once or Twice per Week or More	19%	21%	34%	20%	17%	15%	20%	23%	21%	20%	26%	8%	18%	32%	20%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

Table I. B4.		VOTER REGISTRATION		Total
		Yes	No	
IDEOLOGY	Very Liberal	11%	21%	13%
	Somewhat Liberal	18%	14%	18%
	In Between/Unsure	15%	22%	16%
	Somewhat Conservative	35%	33%	35%
	Very Conservative	20%	10%	19%
Total	n=	322	78	400
INCOME	< \$20K	11%	23%	14%
	\$20 to 40K	22%	24%	23%
	\$40 to 60K	20%	19%	20%
	\$60 to 80K	12%	14%	12%
	\$80 to 100K	12%	7%	11%
	\$100 to 150K	14%	9%	13%
	> \$150K	9%	4%	8%
Total	n=	271	74	345

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

Table I. C1.		AREA							CITY VS. NON CITY		PROXIMITY TO BEACH		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	Far	Near	
AGE	18-24	6%	11%	11%	11%	8%	5%	12%	9%	9%	9%	7%	9%
	25-34	28%	16%	24%	4%	14%	20%	0%	14%	21%	16%	18%	16%
	35-44	19%	22%	15%	11%	21%	13%	24%	16%	21%	19%	12%	18%
	45-54	17%	17%	22%	19%	15%	20%	35%	20%	17%	18%	24%	19%
	55-64	19%	15%	13%	13%	11%	15%	12%	13%	15%	14%	16%	14%
	65-74	8%	8%	4%	23%	14%	13%	6%	13%	8%	12%	8%	11%
	75+	4%	12%	11%	19%	15%	13%	12%	15%	9%	12%	16%	12%
Total	n=	53	95	46	53	71	60	17	239	156	319	76	395
GENDER	Male	54%	50%	41%	49%	45%	50%	12%	44%	50%	46%	49%	47%
	Female	46%	50%	59%	51%	55%	50%	88%	56%	50%	54%	51%	53%
Total	n=	54	101	46	53	74	62	17	244	163	331	76	407

Competitive Edge Research & Communication, Inc.
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 San Diego, CA 92101

Pure Demographics:

Table I. C2.		AREA							CITY VS. NON CITY		PROXIMITY TO BEACH		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	Far	Near	
VOTER REGISTRATION	Yes	76%	80%	85%	85%	78%	79%	82%	80%	80%	80%	83%	80%
	No	24%	20%	15%	15%	22%	21%	18%	20%	20%	20%	17%	20%
Total	n=	54	100	46	53	74	62	17	244	162	330	76	406
IDEOLOGY	Very Liberal	15%	18%	9%	11%	11%	11%	12%	11%	16%	13%	15%	13%
	Somewhat Liberal	17%	11%	24%	25%	17%	18%	18%	20%	14%	18%	17%	18%
	In Between/Unsure	26%	14%	20%	11%	14%	15%	12%	16%	16%	16%	17%	16%
	Somewhat Conservative	32%	36%	33%	23%	39%	38%	47%	33%	37%	35%	32%	35%
	Very Conservative	9%	21%	13%	30%	18%	18%	12%	20%	17%	18%	19%	19%
Total	n=	53	100	45	53	71	61	17	239	161	325	75	400
INCOME	< \$20K	15%	10%	24%	18%	11%	9%	14%	14%	12%	14%	10%	14%
	\$20 to 40K	26%	16%	29%	22%	29%	24%	0%	24%	20%	22%	24%	23%
	\$40 to 60K	22%	19%	20%	27%	13%	19%	36%	20%	20%	21%	16%	20%
	\$60 to 80K	15%	16%	10%	7%	10%	9%	29%	11%	15%	12%	13%	12%
	\$80 to 100K	13%	10%	5%	4%	19%	13%	0%	11%	10%	10%	12%	11%
	\$100 to 150K	4%	17%	10%	11%	13%	19%	7%	13%	12%	12%	15%	13%
	> \$150K	4%	13%	2%	11%	5%	7%	14%	7%	10%	8%	10%	8%
Total	n=	46	83	41	45	62	54	14	208	137	277	68	345

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 San Diego, CA 92101

Pure Demographics:

Table I. C3.		AREA							CITY VS. NON CITY		PROXIMITY TO BEACH		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	Far	Near	
SAN DIEGO COUNTY BEACH VISITATION	Never	17%	9%	15%	15%	20%	13%	18%	16%	12%	16%	9%	14%
	Less than Once per Year	6%	10%	17%	13%	9%	6%	29%	12%	9%	12%	5%	11%
	Once or Twice per Year	20%	24%	20%	43%	34%	19%	29%	30%	22%	29%	16%	27%
	Once or Twice per Month	31%	37%	22%	21%	27%	29%	12%	25%	34%	28%	28%	28%
	Once or Twice per Week or More	26%	21%	26%	8%	9%	32%	12%	18%	23%	15%	42%	20%
Total	n=	54	101	46	53	74	62	17	244	163	331	76	407

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 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

Table I. D1.		SAN DIEGO COUNTY BEACH VISITATION					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week or More	
AGE	18-24	4%	7%	7%	13%	10%	9%
	25-34	5%	12%	12%	20%	27%	16%
	35-44	4%	14%	22%	22%	18%	18%
	45-54	14%	7%	29%	19%	14%	19%
	55-64	11%	26%	11%	13%	16%	14%
	65-74	18%	14%	10%	9%	10%	11%
	75+	45%	19%	8%	4%	4%	12%
Total	n=	56	42	107	113	77	395
GENDER	Male	51%	39%	44%	46%	53%	47%
	Female	49%	61%	56%	54%	48%	53%
Total	n=	59	44	109	115	80	407

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 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

		SAN DIEGO COUNTY BEACH VISITATION					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week or More	
Table I. D2.							
VOTER REGISTRATION	Yes	78%	75%	83%	82%	79%	80%
	No	22%	25%	17%	18%	21%	20%
Total	n=	58	44	109	115	80	406
IDEOLOGY	Very Liberal	15%	2%	8%	15%	23%	13%
	Somewhat Liberal	4%	16%	19%	23%	18%	18%
	In Between/Unsure	20%	33%	13%	12%	14%	16%
	Somewhat Conservative	38%	40%	40%	32%	27%	35%
	Very Conservative	24%	9%	19%	18%	19%	19%
Total	n=	55	43	108	115	79	400
INCOME	< \$20K	36%	22%	10%	4%	15%	14%
	\$20 to 40K	36%	22%	21%	19%	22%	23%
	\$40 to 60K	14%	22%	17%	25%	19%	20%
	\$60 to 80K	7%	16%	11%	12%	15%	12%
	\$80 to 100K	0%	8%	19%	13%	4%	11%
	\$100 to 150K	5%	8%	14%	17%	11%	13%
	> \$150K	2%	3%	8%	10%	13%	8%
Total	n=	42	37	90	104	72	345

Competitive Edge Research & Communication, Inc.
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 San Diego, CA 92101

Pure Demographics:

Table I. D3.		SAN DIEGO COUNTY BEACH VISITATION					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week or More	
AREA	South City	15%	7%	10%	15%	18%	13%
	North City	15%	23%	22%	32%	26%	25%
	South Burbs	12%	18%	8%	9%	15%	11%
	East Burbs	14%	16%	21%	10%	5%	13%
	North Burbs	25%	16%	23%	17%	9%	18%
	North Coastal	14%	9%	11%	16%	25%	15%
	East County	5%	11%	5%	2%	3%	4%
Total	n=	59	44	109	115	80	407
CITY VS. NON CITY	Non City	66%	66%	67%	52%	54%	60%
	City	34%	34%	33%	48%	46%	40%
Total	n=	59	44	109	115	80	407
PROXIMITY TO BEACH	Far	88%	91%	89%	82%	60%	81%
	Near	12%	9%	11%	18%	40%	19%
Total	n=	59	44	109	115	80	407

Competitive Edge Research & Communication, Inc.
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Beach Visitation Demographics:

Table II. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
SAN DIEGO COUNTY BEACH VISITATION	Never	6%	5%	3%	11%	11%	22%	51%	16%	13%	14%
	Less than Once per Year	9%	8%	8%	4%	20%	13%	16%	9%	12%	11%
	Once or Twice per Year	20%	20%	34%	42%	21%	24%	18%	25%	28%	27%
	Once or Twice per Month	43%	35%	35%	28%	27%	22%	8%	28%	29%	28%
	Once or Twice per Week	17%	28%	18%	12%	18%	13%	2%	17%	15%	16%
	Once a Day	6%	5%	1%	3%	4%	4%	4%	5%	2%	4%
Total	n=	35	65	71	74	56	45	49	190	217	407

Competitive Edge Research & Communication, Inc.
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 San Diego, CA 92101

Beach Visitation Demographics:

Table II. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME							Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
SAN DIEGO COUNTY BEACH VISITATION	Never	14%	16%	15%	3%	17%	15%	18%	32%	19%	9%	7%	0%	5%	4%	14%
	Less than Once per Year	10%	14%	2%	10%	22%	12%	5%	17%	10%	12%	14%	8%	7%	4%	11%
	Once or Twice per Year	28%	23%	17%	30%	22%	31%	28%	19%	24%	22%	24%	46%	30%	25%	27%
	Once or Twice per Month	29%	26%	32%	37%	22%	27%	28%	9%	26%	38%	29%	38%	41%	36%	28%
	Once or Twice per Week	16%	18%	30%	17%	11%	12%	16%	13%	18%	14%	26%	8%	16%	25%	16%
	Once a Day	4%	4%	4%	3%	6%	3%	4%	11%	3%	6%	0%	0%	2%	7%	4%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Beach Visitation Demographics:

Table II. A3.		AREA							CITY VS. NON CITY		PROXIMITY TO BEACH		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	Far	Near	
SAN DIEGO COUNTY BEACH VISITATION	Never	17%	9%	15%	15%	20%	13%	18%	16%	12%	16%	9%	14%
	Less than Once per Year	6%	10%	17%	13%	9%	6%	29%	12%	9%	12%	5%	11%
	Once or Twice per Year	20%	24%	20%	43%	34%	19%	29%	30%	22%	29%	16%	27%
	Once or Twice per Month	31%	37%	22%	21%	27%	29%	12%	25%	34%	28%	28%	28%
	Once or Twice per Week	26%	18%	17%	6%	8%	23%	12%	14%	20%	13%	29%	16%
	Once a Day	0%	3%	9%	2%	1%	10%	0%	4%	3%	2%	13%	4%
Total	n=	54	101	46	53	74	62	17	244	163	331	76	407

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 San Diego, CA 92101

Beach Visitation Trend Demographics:

Table III. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
SAN DIEGO COUNTY BEACH VISITATION TREND	Does Not Apply	9%	5%	7%	11%	4%	9%	16%	7%	10%	9%
	Much Less Often	29%	26%	30%	45%	41%	51%	65%	40%	39%	39%
	Somewhat Less Often	23%	18%	30%	23%	23%	16%	14%	21%	23%	22%
	Unsure/Varies	0%	6%	1%	3%	7%	4%	2%	4%	3%	3%
	Somewhat More Often	17%	23%	11%	9%	13%	9%	2%	12%	12%	12%
	Much More Often	23%	22%	21%	9%	13%	11%	0%	16%	13%	14%
Total	n=	35	65	71	74	56	45	49	190	217	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Beach Visitation Trend Demographics:

		VOTER REGISTRATION		IDEOLOGY					INCOME							Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
Table III. A2.	Does Not Apply	8%	11%	13%	6%	9%	7%	8%	11%	12%	4%	2%	8%	5%	4%	9%
SAN DIEGO COUNTY BEACH VISITATION TREND	Much Less Often	40%	38%	36%	39%	42%	35%	49%	49%	50%	35%	40%	32%	30%	39%	39%
	Somewhat Less Often	23%	19%	8%	23%	27%	29%	16%	15%	13%	26%	21%	35%	27%	29%	22%
	Unsure/Varies	4%	3%	6%	3%	5%	3%	3%	2%	3%	3%	0%	3%	9%	0%	3%
	Somewhat More Often	11%	15%	21%	13%	8%	12%	9%	6%	15%	13%	24%	3%	14%	14%	12%
	Much More Often	14%	15%	17%	17%	9%	14%	15%	17%	8%	19%	12%	19%	16%	14%	14%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Beach Visitation Trend Demographics:

		AREA							CITY VS. NON CITY		PROXIMITY TO BEACH		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	Far	Near	
Table III. A3.	Does Not Apply	11%	6%	15%	4%	7%	11%	12%	9%	8%	9%	8%	9%
SAN DIEGO COUNTY BEACH VISITATION TREND	Much Less Often	28%	38%	33%	68%	39%	31%	47%	43%	34%	40%	34%	39%
	Somewhat Less Often	24%	31%	9%	15%	24%	19%	24%	20%	26%	23%	18%	22%
	Unsure/Varies	7%	2%	9%	2%	1%	2%	6%	2%	5%	4%	1%	3%
	Somewhat More Often	15%	12%	15%	6%	9%	18%	6%	11%	14%	10%	21%	12%
	Much More Often	15%	12%	20%	6%	19%	19%	6%	15%	13%	14%	17%	14%
Total	n=	54	101	46	53	74	62	17	244	163	331	76	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Beach Visitation Trend Demographics:

		SAN DIEGO COUNTY BEACH VISITATION					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week or More	
Table III. A4. SAN DIEGO COUNTY BEACH VISITATION TREND	Does Not Apply	25%	5%	6%	7%	5%	9%
	Much Less Often	68%	64%	54%	23%	9%	39%
	Somewhat Less Often	5%	23%	25%	31%	18%	22%
	Unsure/Varies	2%	5%	5%	3%	4%	3%
	Somewhat More Often	0%	5%	4%	17%	30%	12%
	Much More Often	0%	0%	7%	20%	35%	14%
Total	n=	59	44	109	115	80	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Main Beach Activity Demographics:

Table IV. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
MAIN BEACH ACTIVITY	Walk or Run	20%	26%	14%	24%	38%	33%	27%	22%	29%	25%
	Take Kids	3%	20%	39%	19%	7%	11%	10%	12%	22%	17%
	Socialize	29%	12%	13%	14%	23%	16%	10%	19%	12%	15%
	Swim	17%	15%	13%	8%	5%	7%	8%	11%	10%	11%
	Sunbathe	11%	6%	6%	8%	13%	9%	6%	5%	11%	8%
	Surf	9%	14%	4%	3%	4%	2%	2%	9%	2%	6%
	Boating	3%	3%	1%	0%	2%	4%	0%	2%	2%	2%
	Fish	0%	0%	0%	0%	0%	2%	4%	2%	0%	1%
	Other	6%	2%	3%	14%	4%	2%	10%	7%	5%	6%
	Don't Go	0%	2%	0%	3%	4%	13%	14%	6%	3%	4%
Varies Too Much to Say	3%	0%	7%	8%	2%	0%	8%	6%	4%	5%	
Total	n=	35	65	71	74	56	45	49	190	217	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Main Beach Activity Demographics:

Table IV. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
MAIN BEACH ACTIVITY	Walk or Run	25%	25%	43%	23%	27%	22%	22%	21%	23%	30%	19%	24%	30%	21%	25%
	Take Kids	17%	18%	11%	13%	13%	24%	19%	9%	18%	13%	17%	19%	27%	25%	17%
	Socialize	15%	19%	9%	16%	16%	20%	12%	15%	14%	16%	24%	19%	11%	7%	15%
	Swim	10%	13%	13%	13%	14%	6%	9%	11%	14%	9%	14%	14%	7%	4%	11%
	Sunbathe	9%	4%	4%	17%	5%	6%	11%	4%	10%	1%	12%	8%	11%	14%	8%
	Surf	5%	8%	6%	10%	2%	7%	3%	6%	8%	10%	5%	3%	5%	4%	6%
	Boating	2%	1%	2%	3%	2%	2%	0%	0%	1%	3%	5%	0%	0%	4%	2%
	Fish	1%	0%	0%	0%	0%	1%	3%	2%	1%	3%	0%	0%	0%	0%	1%
	Other	6%	5%	4%	6%	11%	4%	7%	9%	4%	7%	2%	8%	7%	7%	6%
	Don't Go	4%	5%	4%	0%	6%	4%	5%	17%	3%	1%	2%	0%	2%	4%	4%
Varies Too Much to Say	5%	4%	4%	0%	6%	3%	9%	6%	4%	6%	0%	5%	0%	11%	5%	
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Main Beach Activity Demographics:

Table IV. A3.		AREA							CITY VS. NON CITY		PROXIMITY TO BEACH		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	Far	Near	
MAIN BEACH ACTIVITY	Walk or Run	31%	26%	13%	23%	20%	40%	12%	24%	28%	23%	37%	25%
	Take Kids	15%	14%	22%	21%	16%	18%	24%	18%	15%	18%	13%	17%
	Socialize	20%	18%	17%	17%	14%	10%	6%	14%	18%	17%	11%	15%
	Swim	11%	9%	15%	8%	18%	5%	6%	11%	10%	11%	9%	11%
	Sunbathe	2%	6%	11%	13%	11%	3%	24%	11%	4%	9%	5%	8%
	Surf	6%	8%	4%	0%	4%	10%	6%	5%	6%	5%	11%	6%
	Boating	2%	2%	2%	4%	1%	0%	0%	1%	2%	2%	1%	2%
	Fish	0%	1%	0%	4%	1%	0%	0%	1%	1%	1%	0%	1%
	Other	4%	5%	9%	4%	7%	8%	6%	7%	5%	6%	7%	6%
	Don't Go	6%	3%	4%	4%	5%	5%	6%	5%	4%	5%	4%	4%
	Varies Too Much to Say	4%	9%	2%	4%	3%	2%	12%	3%	7%	5%	3%	5%
Total	n=	54	101	46	53	74	62	17	244	163	331	76	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Main Beach Activity Demographics:

Table IV. A4.		SAN DIEGO COUNTY BEACH VISITATION					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week or More	
MAIN BEACH ACTIVITY	Walk or Run	19%	18%	24%	29%	31%	25%
	Take Kids	8%	20%	16%	25%	13%	17%
	Socialize	14%	16%	22%	12%	13%	15%
	Swim	3%	11%	14%	10%	11%	11%
	Sunbathe	5%	7%	12%	9%	5%	8%
	Surf	3%	2%	2%	5%	15%	6%
	Boating	0%	2%	3%	2%	1%	2%
	Fish	2%	5%	0%	1%	0%	1%
	Other	0%	18%	6%	3%	9%	6%
	Don't Go	31%	0%	0%	0%	0%	4%
	Varies Too Much to Say	15%	0%	3%	4%	3%	5%
Total	n=	59	44	109	115	80	407

Competitive Edge Research & Communication, Inc.
2170 Fourth Avenue
San Diego, CA 92101

San Diego Beach Rating Demographics:

Table V. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
SAN DIEGO COUNTY BEACHES RATING	Poor	6%	0%	1%	3%	0%	9%	10%	5%	2%	3%
	Only Fair	14%	22%	15%	15%	21%	18%	12%	15%	19%	17%
	Varies/Unsure	0%	2%	3%	8%	7%	7%	8%	6%	5%	5%
	Good	66%	58%	65%	55%	36%	44%	45%	49%	57%	53%
	Excellent	14%	18%	15%	19%	36%	22%	24%	25%	17%	21%
Total	n=	35	65	71	74	56	45	49	190	217	407

Competitive Edge Research & Communication, Inc.
2170 Fourth Avenue
San Diego, CA 92101

San Diego Beach Rating Demographics:

		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
Table V. A2.																
SAN DIEGO COUNTY BEACHES RATING	Poor	4%	1%	4%	1%	3%	4%	5%	2%	4%	4%	5%	3%	0%	0%	3%
	Only Fair	18%	14%	19%	16%	30%	16%	9%	23%	18%	14%	7%	22%	11%	21%	17%
	Varies/Unsure	5%	8%	0%	3%	13%	2%	9%	13%	5%	3%	2%	5%	2%	7%	5%
	Good	50%	66%	51%	54%	44%	60%	53%	45%	53%	55%	57%	54%	61%	57%	53%
	Excellent	23%	11%	26%	26%	11%	19%	23%	17%	21%	23%	29%	16%	25%	14%	21%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

San Diego Beach Rating Demographics:

		AREA							CITY VS. NON CITY		PROXIMITY TO BEACH		Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	Far	Near		
Table V. A3.														
SAN DIEGO COUNTY BEACHES RATING	Poor	2%	0%	7%	8%	4%	3%	6%	5%	1%	3%	4%	3%	
	Only Fair	17%	15%	24%	11%	20%	18%	18%	17%	17%	18%	13%	17%	
	Varies/Unsure	7%	4%	2%	8%	7%	5%	6%	6%	5%	6%	4%	5%	
	Good	43%	57%	52%	53%	57%	50%	59%	54%	52%	54%	50%	53%	
	Excellent	31%	24%	15%	21%	12%	24%	12%	18%	25%	19%	29%	21%	
Total	n=	54	101	46	53	74	62	17	244	163	331	76	407	

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

San Diego Beach Rating Demographics:

		SAN DIEGO COUNTY BEACH VISITATION					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week or More	
Table V. A4.							
SAN DIEGO COUNTY BEACHES RATING	Poor	8%	0%	5%	2%	3%	3%
	Only Fair	20%	30%	21%	12%	10%	17%
	Varies/Unsure	19%	9%	1%	2%	5%	5%
	Good	37%	43%	53%	61%	59%	53%
	Excellent	15%	18%	20%	23%	24%	21%
Total	n=	59	44	109	115	80	407

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Main Beach Concern Demographics:

Table VI. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
BEACH CRIME CONCERN	Not at All Concerned	57%	80%	65%	63%	56%	50%	73%	54%	68%	63%
	Varies	14%	0%	6%	4%	6%	0%	7%	9%	3%	5%
	Concerned but You Go Anyway	14%	10%	18%	13%	38%	40%	7%	29%	16%	20%
	Concerned so You Go Less Often than You'd Like	14%	10%	12%	21%	0%	10%	13%	9%	13%	12%
Total	n=	7	10	17	24	16	10	15	35	68	103
CONCERN ABOUT SUN EXPOSURE AT THE BEACH	Not at All Concerned	63%	55%	50%	36%	62%	55%	54%	63%	40%	53%
	Varies	0%	0%	0%	7%	0%	0%	0%	0%	2%	1%
	Concerned but You Go Anyway	25%	45%	38%	29%	38%	0%	8%	23%	35%	28%
	Concerned so You Go Less Often than You'd Like	13%	0%	8%	21%	0%	18%	15%	6%	16%	10%
	So Concerned that You Don't Go at All	0%	0%	4%	7%	0%	27%	23%	8%	7%	7%
Total	n=	8	20	24	14	13	11	13	64	43	107
BEACH OVERCROWDING CONCERN	Not at All Concerned	33%	41%	43%	37%	40%	33%	58%	38%	46%	43%
	Varies	0%	0%	0%	5%	13%	11%	8%	5%	6%	5%
	Concerned but You Go Anyway	50%	24%	21%	32%	7%	33%	17%	21%	25%	23%
	Concerned so You Go Less Often than You'd Like	17%	35%	21%	26%	33%	22%	8%	26%	23%	24%
	So Concerned that You Don't Go at All	0%	0%	14%	0%	7%	0%	8%	10%	0%	4%
Total	n=	6	17	14	19	15	9	12	42	52	94
CONCERN ABOUT OCEAN POLLUTION AT BEACH	Not at All Concerned	14%	11%	6%	24%	42%	33%	56%	33%	17%	24%
	Varies	7%	6%	6%	6%	17%	0%	0%	4%	7%	6%
	Concerned but You Go Anyway	43%	56%	75%	59%	42%	33%	22%	41%	56%	49%
	Concerned so You Go Less Often than You'd Like	21%	22%	13%	6%	0%	20%	11%	12%	17%	15%
	So Concerned that You Don't Go at All	14%	6%	0%	6%	0%	13%	11%	10%	4%	7%
Total	n=	14	18	16	17	12	15	9	49	54	103

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Main Beach Concern Demographics:

Table VI. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME							Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
BEACH CRIME CONCERN	Not at All Concerned	61%	72%	65%	57%	53%	75%	58%	75%	68%	50%	67%	44%	44%	100%	63%
	Varies	6%	0%	0%	7%	18%	4%	0%	0%	0%	6%	0%	11%	13%	0%	5%
	Concerned but You Go Anyway	21%	17%	29%	29%	6%	11%	29%	17%	5%	39%	22%	33%	25%	0%	20%
	Concerned so You Go Less Often than You'd Like	12%	11%	6%	7%	24%	11%	13%	8%	26%	6%	11%	11%	19%	0%	12%
Total	n=	85	18	17	14	17	28	24	12	19	18	9	9	16	7	103
CONCERN ABOUT SUN EXPOSURE AT THE BEACH	Not at All Concerned	51%	64%	25%	43%	69%	63%	56%	42%	78%	47%	40%	56%	63%	25%	53%
	Varies	1%	0%	0%	0%	0%	3%	0%	8%	0%	0%	0%	0%	0%	0%	1%
	Concerned but You Go Anyway	29%	23%	44%	43%	15%	21%	22%	25%	6%	37%	50%	33%	25%	50%	28%
	Concerned so You Go Less Often than You'd Like	11%	9%	13%	14%	15%	5%	11%	0%	17%	5%	0%	0%	13%	25%	10%
	So Concerned that You Don't Go at All	8%	5%	19%	0%	0%	8%	11%	25%	0%	11%	10%	11%	0%	0%	7%
Total	n=	85	22	16	21	13	38	18	12	18	19	10	9	8	8	107
BEACH OVERCROWDING CONCERN	Not at All Concerned	44%	37%	50%	38%	24%	50%	46%	50%	54%	20%	10%	17%	50%	50%	43%
	Varies	7%	0%	0%	6%	18%	0%	8%	0%	0%	7%	10%	0%	0%	13%	5%
	Concerned but You Go Anyway	21%	32%	30%	38%	29%	18%	8%	13%	25%	33%	30%	50%	20%	13%	23%
	Concerned so You Go Less Often than You'd Like	23%	32%	20%	13%	24%	26%	38%	38%	13%	33%	40%	33%	30%	25%	24%
	So Concerned that You Don't Go at All	5%	0%	0%	6%	6%	5%	0%	0%	8%	7%	10%	0%	0%	0%	4%
Total	n=	75	19	10	16	17	38	13	8	24	15	10	6	10	8	94
CONCERN ABOUT OCEAN POLLUTION AT BEACH	Not at All Concerned	26%	14%	10%	11%	35%	29%	26%	40%	18%	12%	23%	23%	30%	20%	24%
	Varies	5%	10%	10%	5%	0%	9%	5%	7%	12%	6%	0%	8%	10%	0%	6%
	Concerned but You Go Anyway	51%	43%	30%	68%	35%	51%	53%	27%	47%	53%	69%	69%	30%	40%	49%
	Concerned so You Go Less Often than You'd Like	11%	29%	40%	11%	18%	11%	5%	20%	12%	24%	0%	0%	30%	20%	15%
	So Concerned that You Don't Go at All	7%	5%	10%	5%	12%	0%	11%	7%	12%	6%	8%	0%	0%	20%	7%
Total	n=	81	21	10	19	17	35	19	15	17	17	13	13	10	5	103

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Main Beach Concern Demographics:

Table VI. A3.		AREA							CITY VS. NON CITY		PROXIMITY TO BEACH		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non City	City	Far	Near	
BEACH CRIME CONCERN	Not at All Concerned	53%	64%	60%	53%	73%	58%	100%	65%	60%	61%	75%	63%
	Varies	0%	4%	10%	0%	5%	17%	0%	6%	3%	2%	19%	5%
	Concerned but You Go Anyway	27%	16%	20%	40%	9%	25%	0%	21%	20%	23%	6%	20%
	Concerned so You Go Less Often than You'd Like	20%	16%	10%	7%	14%	0%	0%	8%	18%	14%	0%	12%
	Total	n=	15	25	10	15	22	12	4	63	40	87	16
CONCERN ABOUT SUN EXPOSURE AT THE BEACH	Not at All Concerned	47%	67%	40%	50%	65%	50%	0%	50%	59%	56%	43%	53%
	Varies	0%	0%	0%	0%	0%	0%	33%	1%	0%	1%	0%	1%
	Concerned but You Go Anyway	47%	22%	30%	29%	9%	35%	33%	25%	33%	27%	30%	28%
	Concerned so You Go Less Often than You'd Like	5%	6%	20%	7%	17%	10%	0%	13%	5%	8%	17%	10%
	So Concerned that You Don't Go at All	0%	6%	10%	14%	9%	5%	33%	10%	3%	7%	9%	7%
Total	n=	19	18	10	14	23	20	3	68	39	84	23	107
BEACH OVERCROWDING CONCERN	Not at All Concerned	33%	37%	55%	50%	50%	43%	20%	46%	38%	42%	44%	43%
	Varies	11%	11%	0%	0%	0%	7%	0%	2%	10%	5%	6%	5%
	Concerned but You Go Anyway	22%	19%	18%	17%	13%	50%	40%	24%	23%	20%	39%	23%
	Concerned so You Go Less Often than You'd Like	22%	33%	9%	33%	31%	0%	40%	24%	25%	28%	11%	24%
	So Concerned that You Don't Go at All	11%	0%	18%	0%	6%	0%	0%	4%	5%	5%	0%	4%
Total	n=	9	27	11	12	16	14	5	54	40	76	18	94
CONCERN ABOUT OCEAN POLLUTION AT BEACH	Not at All Concerned	27%	19%	27%	42%	8%	38%	0%	25%	23%	24%	26%	24%
	Varies	9%	6%	7%	8%	0%	0%	20%	3%	9%	6%	5%	6%
	Concerned but You Go Anyway	36%	55%	60%	33%	54%	38%	60%	47%	50%	50%	42%	49%
	Concerned so You Go Less Often than You'd Like	18%	13%	7%	17%	15%	25%	0%	17%	11%	12%	26%	15%
	So Concerned that You Don't Go at All	9%	6%	0%	0%	23%	0%	20%	7%	7%	8%	0%	7%
Total	n=	11	31	15	12	13	16	5	59	44	84	19	103

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Main Beach Concern Demographics:

		SAN DIEGO COUNTY BEACH VISITATION					Total
		Never	Less than Once per Year	Once or Twice per Year	Once or Twice per Month	Once or Twice per Week or More	
Table VI. A4.							
BEACH CRIME CONCERN	Not at All Concerned	70%	70%	68%	57%	53%	63%
	Varies	0%	0%	5%	0%	20%	5%
	Concerned but You Go Anyway	0%	20%	11%	37%	27%	20%
	Concerned so You Go Less Often than You'd Like	30%	10%	16%	7%	0%	12%
Total	n=	10	10	38	30	15	103
CONCERN ABOUT SUN EXPOSURE AT THE BEACH	Not at All Concerned	53%	73%	56%	57%	38%	53%
	Varies	0%	0%	4%	0%	0%	1%
	Concerned but You Go Anyway	6%	9%	19%	32%	58%	28%
	Concerned so You Go Less Often than You'd Like	6%	18%	15%	11%	4%	10%
	So Concerned that You Don't Go at All	35%	0%	7%	0%	0%	7%
Total	n=	17	11	27	28	24	107
BEACH OVERCROWDING CONCERN	Not at All Concerned	78%	36%	38%	27%	43%	43%
	Varies	6%	9%	0%	7%	7%	5%
	Concerned but You Go Anyway	0%	9%	19%	37%	43%	23%
	Concerned so You Go Less Often than You'd Like	11%	27%	38%	30%	7%	24%
	So Concerned that You Don't Go at All	6%	18%	5%	0%	0%	4%
Total	n=	18	11	21	30	14	94
CONCERN ABOUT OCEAN POLLUTION AT BEACH	Not at All Concerned	29%	42%	22%	22%	19%	24%
	Varies	7%	8%	4%	4%	7%	6%
	Concerned but You Go Anyway	14%	33%	48%	59%	63%	49%
	Concerned so You Go Less Often than You'd Like	21%	17%	26%	7%	7%	15%
	So Concerned that You Don't Go at All	29%	0%	0%	7%	4%	7%
Total	n=	14	12	23	27	27	103

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