

Pure Demographics:

Table I. A1.		AGE					GENDER		Total	
		18-34	35-44	45-54	55-64	65-74	75+	Male		Female
TURNOUT HISTORY	Probable	57%	26%	21%	9%	9%	13%	19%	19%	19%
	Likely	18%	33%	16%	18%	19%	16%	22%	15%	18%
	Likeliest	24%	41%	63%	73%	72%	72%	59%	66%	63%
Total	n=	49	54	81	78	47	64	192	224	416
PARTY	Republican	36%	63%	43%	48%	47%	53%	49%	48%	48%
	Democrat	28%	26%	35%	36%	36%	36%	28%	37%	33%
	Non-Partisan/Other	36%	11%	22%	16%	17%	11%	23%	15%	19%
Total	n=	47	54	81	77	47	64	191	221	412
IDEOLOGY	Very liberal	21%	13%	10%	5%	15%	8%	9%	13%	11%
	Somewhat liberal	23%	15%	35%	24%	19%	16%	19%	25%	23%
	In Between/Unsure	13%	19%	14%	9%	11%	14%	15%	12%	13%
	Somewhat conservative	25%	31%	20%	37%	30%	35%	36%	23%	29%
	Very conservative	19%	22%	22%	24%	26%	27%	21%	27%	24%
Total	n=	48	54	81	78	47	63	190	223	413

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

Pure Demographics:

Table I. A2.		AGE					GENDER		Total	
		18-34	35-44	45-54	55-64	65-74	75+	Male		Female
INCOME	<\$20k	2%	4%	3%	2%	16%	22%	4%	9%	7%
	\$20-40k	21%	11%	10%	6%	16%	33%	14%	16%	15%
	\$40-60k	44%	13%	16%	25%	34%	22%	27%	24%	25%
	\$60-80k	7%	26%	18%	21%	19%	9%	18%	18%	18%
	\$80-100k	7%	20%	25%	17%	6%	11%	14%	18%	16%
	\$100-150k	9%	20%	19%	21%	3%	2%	17%	9%	13%
	>\$150k	9%	7%	10%	8%	6%	2%	6%	7%	7%
Total	n=	43	46	73	63	32	46	158	185	343
ETHNICITY	White	60%	62%	74%	73%	76%	89%	71%	76%	73%
	Hispanic	27%	13%	16%	10%	11%	6%	13%	14%	13%
	Mixed Race	6%	13%	8%	8%	9%	2%	9%	6%	7%
	Other Ethnicity	6%	11%	3%	9%	4%	3%	7%	5%	6%
Total	n=	48	53	80	78	45	63	188	222	410

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

Pure Demographics:

Table I. A3.		AGE					GENDER		Total	
		18-34	35-44	45-54	55-64	65-74	75+	Male		Female
AREA	South City	14%	11%	10%	10%	9%	13%	12%	12%	12%
	North City	24%	30%	28%	23%	19%	33%	24%	29%	27%
	South Burbs	16%	9%	5%	13%	11%	6%	9%	12%	11%
	East Burbs	14%	11%	20%	15%	19%	6%	18%	9%	13%
	North Burbs	16%	13%	11%	14%	19%	13%	13%	14%	13%
	North Coastal	8%	17%	16%	12%	15%	19%	13%	15%	14%
	East County	6%	9%	10%	13%	9%	11%	10%	10%	10%
Total	n=	49	54	81	78	47	64	192	224	416
LENGTH OF RESIDENCY	<3 Years	12%	2%	2%	1%	0%	6%	4%	6%	5%
	3-5 Years	16%	11%	6%	5%	11%	2%	8%	7%	8%
	6-10 Years	14%	20%	12%	6%	6%	5%	13%	8%	11%
	11-20 Years	20%	22%	23%	15%	13%	14%	20%	16%	18%
	21+ Years	37%	44%	56%	72%	70%	73%	55%	63%	59%
Total	n=	49	54	81	78	47	64	192	224	416

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
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Pure Demographics:

Table I. A4.		AGE					Total	
		18-34	35-44	45-54	55-64	65-74		75+
GENDER	Male	47%	54%	51%	46%	43%	34%	46%
	Female	53%	46%	49%	54%	57%	66%	54%
Total	n=	49	54	81	78	47	64	416

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

Pure Demographics:

		TURNOUT HISTORY			PARTY			IDEOLOGY					Total
		Probable	Likely	Likeliest	Republican	Democrat	Non-Partisan/Other	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
Table I. B1.													
AGE	18-34	36%	12%	5%	9%	11%	25%	24%	13%	13%	11%	10%	13%
	35-44	18%	25%	10%	19%	11%	9%	17%	9%	21%	15%	14%	14%
	45-54	22%	18%	23%	20%	23%	26%	20%	33%	23%	15%	21%	22%
	55-64	9%	19%	26%	21%	23%	18%	10%	22%	15%	26%	22%	21%
	65-74	5%	12%	15%	12%	14%	12%	17%	11%	10%	13%	14%	13%
	75+	10%	14%	21%	19%	19%	10%	12%	12%	19%	20%	20%	17%
Total	n=	78	73	222	179	123	68	41	85	48	110	87	373
GENDER	Male	46%	56%	43%	47%	40%	56%	37%	40%	52%	57%	40%	46%
	Female	54%	44%	57%	53%	60%	44%	63%	60%	48%	43%	60%	54%
Total	n=	80	75	261	199	135	78	46	93	54	120	100	416

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

Pure Demographics:

		TURNOUT HISTORY			PARTY			IDEOLOGY					Total
		Probable	Likely	Likeliest	Republican	Democrat	Non-Partisan/Other	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
Table I. B2.													
INCOME	<\$20k	11%	5%	6%	4%	8%	11%	11%	7%	5%	7%	4%	7%
	\$20-40k	19%	20%	12%	14%	14%	17%	11%	17%	22%	12%	15%	15%
	\$40-60k	26%	17%	27%	23%	28%	24%	42%	16%	15%	25%	33%	25%
	\$60-80k	10%	22%	19%	20%	15%	19%	14%	14%	22%	23%	15%	18%
	\$80-100k	10%	18%	17%	16%	21%	9%	6%	23%	12%	14%	17%	16%
	\$100-150k	14%	12%	13%	15%	11%	13%	11%	14%	17%	12%	11%	13%
	>\$150k	10%	6%	6%	9%	3%	7%	6%	8%	7%	6%	6%	7%
Total	n=	72	65	206	158	112	70	36	83	41	99	82	343
ETHNICITY	White	62%	69%	78%	80%	71%	62%	67%	72%	73%	74%	78%	73%
	Hispanic	24%	13%	10%	9%	16%	18%	20%	14%	17%	12%	9%	13%
	Mixed Race	4%	11%	7%	6%	7%	12%	7%	9%	6%	7%	8%	7%
	Other Ethnicity	10%	7%	4%	5%	6%	8%	7%	5%	4%	8%	5%	6%
Total	n=	79	75	256	194	135	77	46	93	52	117	99	410

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

Pure Demographics:

Table I. B3.		TURNOUT HISTORY			PARTY			IDEOLOGY					Total
		Probable	Likely	Likeliest	Republican	Democrat	Non-Partisan/Other	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
AREA	South City	13%	12%	11%	7%	13%	22%	28%	13%	13%	8%	7%	12%
	North City	28%	17%	30%	27%	30%	22%	22%	37%	22%	25%	26%	27%
	South Burbs	13%	11%	10%	11%	12%	9%	11%	8%	11%	10%	14%	11%
	East Burbs	16%	13%	12%	12%	13%	18%	4%	16%	17%	15%	10%	13%
	North Burbs	15%	15%	13%	16%	9%	14%	11%	10%	11%	14%	18%	13%
	North Coastal	8%	19%	15%	15%	15%	12%	15%	13%	19%	16%	10%	14%
	East County	9%	13%	10%	14%	9%	4%	9%	4%	7%	13%	15%	10%
Total	n=	80	75	261	199	135	78	46	93	54	120	100	416
LENGTH OF RESIDENCY	<3 Years	10%	3%	4%	4%	4%	9%	7%	6%	2%	3%	6%	5%
	3-5 Years	13%	9%	6%	6%	7%	13%	11%	12%	9%	4%	6%	8%
	6-10 Years	14%	13%	9%	11%	11%	10%	17%	8%	19%	9%	8%	11%
	11-20 Years	21%	12%	18%	18%	14%	26%	13%	19%	15%	18%	21%	18%
	21+ Years	43%	63%	63%	62%	64%	42%	52%	55%	56%	66%	59%	59%
Total	n=	80	75	261	199	135	78	46	93	54	120	100	416

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 San Diego, CA 92101

Pure Demographics:

Table I. B4.		TURNOUT HISTORY			Total
		Probable	Likely	Likeliest	
PARTY	Republican	31%	52%	53%	48%
	Democrat	35%	25%	34%	33%
	Non-Partisan/Other	34%	23%	13%	19%
Total	n=	80	75	257	412
IDEOLOGY	Very liberal	14%	12%	10%	11%
	Somewhat liberal	28%	15%	23%	23%
	In Between/Unsure	15%	13%	12%	13%
	Somewhat conservative	27%	35%	28%	29%
	Very conservative	16%	25%	26%	24%
Total	n=	79	75	259	413

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

Pure Demographics:

Table I. C1.		INCOME							ETHNICITY				Total
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic	Mixed Race	Other Ethnicity	
AGE	18-34	5%	20%	26%	6%	6%	10%	18%	11%	26%	11%	14%	13%
	35-44	10%	11%	8%	24%	19%	21%	14%	12%	14%	26%	27%	14%
	45-54	10%	16%	16%	25%	38%	33%	32%	22%	26%	22%	9%	22%
	55-64	5%	9%	22%	25%	23%	31%	23%	21%	16%	22%	32%	21%
	65-74	24%	11%	15%	12%	4%	2%	9%	13%	10%	15%	9%	13%
	75+	48%	33%	14%	8%	10%	2%	5%	21%	8%	4%	9%	17%
Total	n=	21	45	74	51	48	42	22	268	50	27	22	373
GENDER	Male	30%	43%	49%	46%	40%	61%	43%	44%	44%	57%	58%	46%
	Female	70%	57%	51%	54%	60%	39%	57%	56%	56%	43%	42%	54%
Total	n=	23	51	86	61	55	44	23	301	55	30	24	416

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

Pure Demographics:

Table I. C2.		INCOME							ETHNICITY				Total
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic	Mixed Race	Other Ethnicity	
TURNOUT HISTORY	Probable	35%	27%	22%	11%	13%	23%	30%	16%	35%	10%	33%	19%
	Likely	13%	25%	13%	23%	22%	18%	17%	17%	18%	27%	21%	18%
	Likeliest	52%	47%	65%	66%	65%	59%	52%	66%	47%	63%	46%	63%
Total	n=	23	51	86	61	55	44	23	301	55	30	24	416
PARTY	Republican	26%	44%	43%	51%	45%	52%	65%	52%	34%	37%	42%	48%
	Democrat	39%	32%	37%	28%	44%	27%	13%	32%	40%	33%	33%	33%
	Non-Partisan/Other	35%	24%	20%	21%	11%	20%	22%	16%	26%	30%	25%	19%
Total	n=	23	50	84	61	55	44	23	299	53	30	24	412
IDEOLOGY	Very liberal	18%	8%	17%	8%	4%	9%	9%	10%	17%	10%	13%	11%
	Somewhat liberal	27%	27%	15%	20%	35%	27%	30%	22%	24%	27%	21%	23%
	In Between/Unsure	9%	18%	7%	15%	9%	16%	13%	13%	17%	10%	8%	13%
	Somewhat conservative	32%	24%	29%	38%	26%	27%	26%	29%	26%	27%	38%	29%
	Very conservative	14%	24%	31%	20%	26%	20%	22%	26%	17%	27%	21%	24%
Total	n=	22	51	86	61	54	44	23	299	54	30	24	413

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

Pure Demographics:

Table I. C3.		INCOME							ETHNICITY				Total
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic	Mixed Race	Other Ethnicity	
AREA	South City	30%	14%	13%	13%	4%	5%	9%	10%	20%	10%	13%	12%
	North City	13%	31%	29%	26%	29%	25%	30%	31%	13%	13%	21%	27%
	South Burbs	4%	16%	8%	11%	13%	11%	9%	8%	22%	13%	17%	11%
	East Burbs	17%	12%	10%	13%	22%	18%	0%	13%	18%	20%	0%	13%
	North Burbs	17%	4%	13%	18%	16%	11%	17%	14%	16%	7%	13%	13%
	North Coastal	9%	18%	10%	13%	13%	18%	17%	14%	7%	20%	21%	14%
	East County	9%	6%	16%	5%	4%	11%	17%	10%	4%	17%	17%	10%
Total	n=	23	51	86	61	55	44	23	301	55	30	24	416
LENGTH OF RESIDENCY	<3 Years	4%	8%	3%	10%	0%	0%	17%	5%	4%	0%	8%	5%
	3-5 Years	9%	16%	7%	7%	5%	7%	9%	7%	13%	3%	8%	8%
	6-10 Years	0%	6%	16%	13%	5%	11%	9%	10%	13%	13%	13%	11%
	11-20 Years	22%	12%	16%	10%	22%	23%	17%	17%	18%	23%	13%	18%
	21+ Years	65%	59%	57%	61%	67%	59%	48%	60%	53%	60%	58%	59%
Total	n=	23	51	86	61	55	44	23	301	55	30	24	416

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Pure Demographics:

Table I. C4.		ETHNICITY				Total
		White	Hispanic	Mixed Race	Other Ethnicity	
INCOME	<\$20k	6%	6%	17%	9%	7%
	\$20-40k	15%	20%	17%	5%	15%
	\$40-60k	25%	34%	17%	14%	25%
	\$60-80k	18%	12%	22%	27%	18%
	\$80-100k	16%	12%	17%	23%	16%
	\$100-150k	14%	10%	9%	9%	13%
	>\$150k	7%	6%	0%	14%	7%
Total	n=	248	50	23	22	343

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Pure Demographics:

Table I. D1.		AREA							LENGTH OF RESIDENCY					Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
AGE	18-34	17%	12%	22%	13%	15%	7%	8%	43%	28%	18%	15%	8%	13%
	35-44	15%	16%	14%	11%	13%	17%	14%	7%	21%	28%	18%	11%	14%
	45-54	20%	23%	11%	30%	17%	24%	22%	14%	17%	26%	28%	20%	22%
	55-64	20%	18%	28%	22%	21%	17%	27%	7%	14%	13%	18%	25%	21%
	65-74	10%	9%	14%	17%	17%	13%	11%	0%	17%	8%	9%	15%	13%
	75+	20%	21%	11%	7%	15%	22%	19%	29%	3%	8%	13%	21%	17%
Total	n=	41	99	36	54	52	54	37	14	29	39	68	223	373
GENDER	Male	47%	41%	41%	64%	45%	43%	48%	35%	50%	57%	51%	43%	46%
	Female	53%	59%	59%	36%	55%	57%	52%	65%	50%	43%	49%	57%	54%
Total	n=	49	112	44	55	56	58	42	20	32	44	74	246	416

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

Pure Demographics:

Table I. D2.		AREA							LENGTH OF RESIDENCY					Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
TURNOUT	Probable	20%	20%	23%	24%	21%	10%	17%	40%	31%	25%	23%	14%	19%
HISTORY	Likely	18%	12%	18%	18%	20%	24%	24%	10%	22%	23%	12%	19%	18%
	Likeliest	61%	69%	59%	58%	59%	66%	60%	50%	47%	52%	65%	67%	63%
Total	n=	49	112	44	55	56	58	42	20	32	44	74	246	416
PARTY	Republican	29%	48%	48%	43%	58%	50%	64%	37%	38%	48%	47%	51%	48%
	Democrat	35%	37%	36%	31%	22%	34%	29%	26%	31%	34%	26%	35%	33%
	Non-Partisan/Other	35%	15%	16%	26%	20%	16%	7%	37%	31%	18%	27%	14%	19%
Total	n=	48	111	44	54	55	58	42	19	32	44	74	243	412
IDEOLOGY	Very liberal	27%	9%	11%	4%	9%	12%	10%	15%	16%	18%	8%	10%	11%
	Somewhat liberal	25%	30%	16%	28%	16%	21%	10%	30%	34%	16%	24%	21%	23%
	In Between/Unsure	15%	11%	14%	17%	11%	17%	10%	5%	16%	23%	11%	12%	13%
	Somewhat conservative	19%	27%	27%	33%	31%	33%	36%	20%	16%	25%	28%	33%	29%
	Very conservative	15%	23%	32%	19%	33%	17%	36%	30%	19%	18%	28%	24%	24%
Total	n=	48	112	44	54	55	58	42	20	32	44	74	243	413

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Pure Demographics:

Table I. D3.		AREA							LENGTH OF RESIDENCY					Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
INCOME	<\$20k	18%	3%	3%	9%	9%	4%	6%	6%	7%	0%	9%	7%	7%
	\$20-40k	18%	17%	22%	13%	4%	19%	9%	22%	29%	9%	11%	15%	15%
	\$40-60k	28%	27%	19%	19%	24%	19%	42%	17%	21%	40%	25%	24%	25%
	\$60-80k	21%	17%	19%	17%	24%	17%	9%	33%	14%	23%	11%	18%	18%
	\$80-100k	5%	17%	19%	26%	20%	15%	6%	0%	11%	9%	21%	18%	16%
	\$100-150k	5%	12%	14%	17%	11%	17%	15%	0%	11%	14%	18%	13%	13%
	>\$150k	5%	7%	5%	0%	9%	9%	12%	22%	7%	6%	7%	5%	7%
Total	n=	39	94	37	47	46	47	33	18	28	35	57	205	343
ETHNICITY	White	65%	85%	53%	71%	75%	74%	73%	80%	69%	67%	72%	75%	73%
	Hispanic	23%	6%	28%	18%	16%	7%	5%	10%	22%	16%	14%	12%	13%
	Mixed Race	6%	4%	9%	11%	4%	10%	13%	0%	3%	9%	10%	7%	7%
	Other Ethnicity	6%	5%	9%	0%	5%	9%	10%	10%	6%	7%	4%	6%	6%
Total	n=	48	110	43	55	56	58	40	20	32	43	72	243	410

Competitive Edge Research & Communication, Inc.
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Pure Demographics:

Table I. D4.		AREA							Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	
LENGTH OF RESIDENCY	<3 Years	10%	5%	0%	0%	11%	5%	0%	5%
	3-5 Years	8%	7%	16%	5%	7%	7%	5%	8%
	6-10 Years	6%	11%	11%	5%	14%	19%	5%	11%
	11-20 Years	20%	21%	11%	13%	14%	24%	17%	18%
	21+ Years	55%	56%	61%	76%	54%	45%	74%	59%
Total	n=	49	112	44	55	56	58	42	416

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

Proposition A Demographics:

Table II. A1.		AGE					GENDER		Total	
		18-34	35-44	45-54	55-64	65-74	75+	Male		Female
PROPOSITION A VOTE	No, Definitely	4%	19%	11%	22%	17%	6%	16%	13%	14%
	No, Probably	8%	7%	10%	6%	6%	5%	7%	7%	7%
	Unsure	18%	28%	21%	24%	32%	31%	20%	28%	24%
	Yes, Probably	33%	24%	22%	19%	17%	25%	24%	24%	24%
	Yes, Definitely	37%	22%	36%	28%	28%	33%	33%	29%	31%
Total	n=	49	54	81	78	47	64	192	224	416

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Proposition A Demographics:

Table II. A2.		TURNOUT HISTORY			PARTY			IDEOLOGY					Total
		Probable	Likely	Likeliest	Republican	Democrat	Non-Partisan/Other	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
PROPOSITION A VOTE	No, Definitely	8%	13%	16%	17%	9%	14%	11%	8%	11%	13%	24%	14%
	No, Probably	9%	5%	7%	7%	7%	5%	11%	6%	13%	3%	6%	7%
	Unsure	24%	27%	24%	26%	21%	26%	11%	25%	30%	23%	28%	24%
	Yes, Probably	26%	16%	25%	24%	24%	24%	17%	27%	11%	31%	22%	24%
	Yes, Definitely	34%	39%	28%	27%	39%	31%	50%	34%	35%	29%	20%	31%
Total	n=	80	75	261	199	135	78	46	93	54	120	100	416

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Proposition A Demographics:

Table II. A3.		INCOME						ETHNICITY				Total	
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic	Mixed Race		Other Ethnicity
PROPOSITION A VOTE	No, Definitely	9%	2%	10%	18%	18%	18%	22%	13%	15%	20%	13%	14%
	No, Probably	4%	12%	8%	7%	4%	5%	4%	6%	7%	10%	17%	7%
	Unsure	13%	24%	23%	16%	24%	14%	17%	26%	18%	17%	17%	24%
	Yes, Probably	17%	22%	27%	21%	27%	30%	30%	24%	20%	17%	38%	24%
	Yes, Definitely	57%	41%	31%	38%	27%	34%	26%	31%	40%	37%	17%	31%
Total	n=	23	51	86	61	55	44	23	301	55	30	24	416

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Proposition A Demographics:

Table II. A4.		AREA						LENGTH OF RESIDENCY					Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	<3 Years	3-5 Years	6-10 Years	11-20 Years		21+ Years
PROPOSITION A VOTE	No, Definitely	12%	14%	16%	9%	14%	14%	19%	5%	13%	11%	20%	13%	14%
	No, Probably	14%	6%	5%	7%	5%	2%	12%	10%	6%	7%	7%	7%	7%
	Unsure	29%	27%	18%	18%	34%	19%	21%	15%	28%	18%	24%	26%	24%
	Yes, Probably	16%	28%	25%	22%	21%	29%	19%	40%	22%	25%	16%	25%	24%
	Yes, Definitely	29%	25%	36%	44%	25%	36%	29%	30%	31%	39%	32%	29%	31%
Total	n=	49	112	44	55	56	58	42	20	32	44	74	246	416

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Mayoral Vote Demographics:

Table III. A1.		AGE					GENDER		Total	
		18-34	35-44	45-54	55-64	65-74	75+	Male		Female
MAYORAL VOTE	Roberts, Definitely	9%	10%	17%	20%	10%	17%	10%	14%	
	Roberts, Probably	14%	7%	11%	12%	10%	10%	11%	10%	
	Unsure	45%	38%	36%	34%	50%	32%	44%	39%	
	Murphy, Probably	16%	23%	20%	20%	10%	10%	18%	16%	
	Murphy, Definitely	17%	22%	17%	14%	20%	32%	21%	21%	
Total	n=	58	60	76	59	40	60	196	204	400

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Mayoral Vote Demographics:

Table III. A2.		TURNOUT HISTORY			PARTY			IDEOLOGY					Total
		Probable	Likely	Likeliest	Republican	Democrat	Non-Partisan/Other	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
MAYORAL VOTE	Roberts, Definitely	9%	10%	16%	15%	12%	13%	17%	15%	4%	11%	22%	14%
	Roberts, Probably	7%	13%	11%	12%	10%	7%	9%	8%	9%	15%	8%	10%
	Unsure	52%	39%	34%	34%	43%	40%	37%	38%	64%	29%	31%	39%
	Murphy, Probably	16%	17%	16%	17%	14%	18%	15%	19%	9%	20%	15%	16%
	Murphy, Definitely	15%	21%	23%	22%	20%	23%	22%	20%	14%	25%	24%	21%
Total	n=	85	70	245	155	154	88	54	109	69	106	59	400

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Mayoral Vote Demographics:

Table III. A3.		INCOME						ETHNICITY				Total	
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic	Mixed Race		Other Ethnicity
MAYORAL VOTE	Roberts, Definitely	23%	19%	13%	6%	19%	11%	20%	14%	20%	11%	6%	14%
	Roberts, Probably	10%	7%	11%	8%	17%	0%	12%	12%	4%	0%	14%	10%
	Unsure	43%	48%	36%	39%	24%	32%	24%	35%	41%	47%	51%	39%
	Murphy, Probably	10%	9%	18%	24%	12%	35%	24%	16%	16%	26%	14%	16%
	Murphy, Definitely	13%	17%	22%	23%	29%	22%	20%	23%	18%	16%	14%	21%
Total	n=	30	58	83	62	42	37	25	287	49	19	35	400

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Mayoral Vote Demographics:

Table III. A4.		AREA		LENGTH OF RESIDENCY					Total
		South City	North City	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
MAYORAL VOTE	Roberts, Definitely	18%	11%	0%	10%	4%	10%	18%	14%
	Roberts, Probably	7%	12%	0%	7%	4%	18%	10%	10%
	Unsure	40%	38%	56%	47%	42%	38%	36%	39%
	Murphy, Probably	15%	17%	13%	33%	18%	14%	15%	16%
	Murphy, Definitely	20%	22%	31%	3%	31%	19%	22%	21%
Total	n=	135	264	16	30	45	77	232	400

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Proposition F Demographics:

Table IV. A1.		AGE					GENDER		Total	
		18-34	35-44	45-54	55-64	65-74	75+	Male		Female
PROPOSITION F VOTE - SPLIT A	No, Definitely	12%	9%	19%	17%	10%	12%	15%	14%	15%
	No, Probably	9%	9%	7%	13%	10%	4%	9%	7%	8%
	Unsure	27%	35%	40%	13%	29%	44%	22%	42%	32%
	Yes, Probably	33%	18%	14%	9%	33%	16%	22%	18%	20%
	Yes, Definitely	18%	29%	21%	48%	19%	24%	33%	18%	26%
Total	n=	33	34	43	23	21	25	101	99	200
PROPOSITION F VOTE - SPLIT B	No, Definitely	8%	8%	15%	11%	32%	14%	14%	15%	15%
	No, Probably	24%	23%	15%	11%	5%	9%	14%	14%	14%
	Unsure	40%	27%	21%	33%	42%	40%	25%	41%	34%
	Yes, Probably	12%	15%	21%	22%	16%	11%	22%	11%	17%
	Yes, Definitely	16%	27%	27%	22%	5%	26%	25%	18%	22%
Total	n=	25	26	33	36	19	35	95	105	200

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Proposition F Demographics:

Table IV. A2.		TURNOUT HISTORY			PARTY			IDEOLOGY					Total
		Probable	Likely	Likeliest	Republican	Democrat	Non-Partisan/Other	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
PROPOSITION F VOTE - SPLIT A	No, Definitely	13%	12%	16%	11%	15%	19%	18%	21%	6%	14%	11%	15%
	No, Probably	11%	5%	8%	7%	8%	10%	4%	14%	11%	6%	0%	8%
	Unsure	39%	38%	27%	36%	31%	29%	21%	26%	40%	37%	36%	32%
	Yes, Probably	24%	19%	19%	15%	24%	21%	32%	19%	23%	20%	7%	20%
	Yes, Definitely	13%	26%	30%	31%	23%	21%	25%	21%	20%	22%	46%	26%
Total	n=	46	42	112	72	75	52	28	58	35	49	28	200
PROPOSITION F VOTE - SPLIT B	No, Definitely	10%	14%	16%	10%	19%	17%	12%	22%	15%	14%	6%	15%
	No, Probably	18%	18%	12%	11%	16%	17%	27%	8%	6%	12%	26%	14%
	Unsure	33%	29%	35%	37%	28%	33%	31%	35%	50%	30%	23%	34%
	Yes, Probably	18%	14%	17%	22%	14%	11%	12%	10%	15%	21%	23%	17%
	Yes, Definitely	21%	25%	21%	20%	23%	22%	19%	25%	15%	23%	23%	22%
Total	n=	39	28	133	83	79	36	26	51	34	57	31	200

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Proposition F Demographics:

Table IV. A3.		INCOME							ETHNICITY				Total
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic	Mixed Race	Other Ethnicity	
PROPOSITION F VOTE - SPLIT A	No, Definitely	7%	15%	12%	4%	33%	21%	25%	13%	22%	11%	19%	15%
	No, Probably	7%	0%	12%	11%	0%	5%	8%	8%	6%	11%	6%	8%
	Unsure	21%	37%	27%	36%	21%	37%	33%	32%	22%	22%	38%	32%
	Yes, Probably	36%	26%	22%	18%	21%	16%	8%	19%	22%	33%	19%	20%
	Yes, Definitely	29%	22%	27%	32%	25%	21%	25%	27%	28%	22%	19%	26%
Total	n=	14	27	41	28	24	19	12	149	18	9	16	200
PROPOSITION F VOTE - SPLIT B	No, Definitely	25%	10%	17%	15%	17%	22%	8%	16%	6%	20%	16%	15%
	No, Probably	13%	6%	19%	15%	6%	22%	15%	11%	26%	0%	26%	14%
	Unsure	44%	35%	33%	35%	22%	17%	23%	35%	19%	50%	32%	34%
	Yes, Probably	6%	19%	14%	18%	11%	17%	23%	16%	19%	20%	16%	17%
	Yes, Definitely	13%	29%	17%	18%	44%	22%	31%	22%	29%	10%	11%	22%
Total	n=	16	31	42	34	18	18	13	138	31	10	19	200

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Proposition F Demographics:

Table IV. A4.		AREA		LENGTH OF RESIDENCY					Total
		South City	North City	<3 Years	3-5 Years	6-10 Years	11-20 Years	21+ Years	
PROPOSITION F VOTE - SPLIT A	No, Definitely	19%	13%	11%	22%	4%	13%	16%	15%
	No, Probably	9%	8%	11%	17%	13%	5%	6%	8%
	Unsure	29%	33%	33%	33%	26%	41%	30%	32%
	Yes, Probably	19%	21%	44%	17%	26%	18%	18%	20%
	Yes, Definitely	24%	26%	0%	11%	30%	23%	30%	26%
Total	n=	58	141	9	18	23	39	111	200
PROPOSITION F VOTE - SPLIT B	No, Definitely	17%	13%	29%	8%	27%	8%	14%	15%
	No, Probably	12%	15%	0%	17%	18%	21%	12%	14%
	Unsure	32%	34%	14%	33%	27%	18%	40%	34%
	Yes, Probably	18%	15%	29%	25%	14%	24%	13%	17%
	Yes, Definitely	21%	22%	29%	17%	14%	29%	21%	22%
Total	n=	77	123	7	12	22	38	121	200

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