

**Pure Demographics:**

Table I. A1.		AGE						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
TURNOUT LIKELIHOOD	Probable	58%	38%	19%	16%	10%	11%	28%	18%	22%
	Likely	29%	26%	27%	26%	12%	17%	20%	26%	23%
	Likeliest	13%	36%	55%	58%	78%	72%	52%	56%	54%
Total	n=	48	72	75	74	60	75	194	235	429
PARTY	Republican	31%	49%	47%	43%	40%	51%	45%	46%	45%
	Democrat	40%	34%	34%	45%	45%	35%	36%	40%	38%
	Indep/Other/Unsure	29%	17%	19%	12%	15%	15%	20%	14%	16%
Total	n=	48	71	74	74	60	75	193	233	426
IDEOLOGY	Very Liberal	10%	13%	5%	1%	10%	10%	11%	5%	8%
	Somewhat Liberal	23%	21%	28%	30%	17%	23%	22%	24%	23%
	In Between/Unsure	19%	20%	20%	18%	29%	18%	20%	22%	21%
	Somewhat Conservative	33%	35%	33%	35%	25%	27%	33%	30%	31%
	Very Conservative	15%	11%	13%	16%	19%	23%	14%	20%	17%
Total	n=	48	71	75	74	59	71	190	232	422

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92104

**Pure Demographics:**

Table I. A2.		AGE					GENDER		Total	
		18-34	35-44	45-54	55-64	65-74	75+	Male		Female
INCOME	<\$20K	9%	2%	3%	3%	11%	15%	4%	9%	7%
	\$20-40K	26%	14%	15%	10%	25%	40%	17%	22%	20%
	\$40-60K	23%	19%	21%	29%	20%	23%	21%	24%	23%
	\$60-80K	12%	21%	19%	21%	18%	17%	25%	13%	19%
	\$80-100K	14%	19%	12%	19%	7%	0%	14%	12%	13%
	>\$100K	16%	25%	30%	17%	18%	6%	18%	21%	20%
Total	n=	43	63	67	58	44	48	158	179	337
AREA	South City	17%	17%	11%	15%	18%	13%	14%	15%	15%
	North City	29%	29%	25%	22%	25%	24%	25%	28%	26%
	South Burbs	6%	10%	7%	5%	20%	5%	10%	7%	8%
	East Burbs	17%	19%	17%	12%	8%	12%	12%	16%	14%
	North Burbs	10%	8%	16%	16%	15%	16%	13%	14%	14%
	North Coastal	17%	6%	15%	16%	10%	24%	15%	13%	14%
	East County	4%	11%	9%	14%	3%	5%	10%	7%	8%
Total	n=	48	72	75	74	60	75	194	235	429

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92104

**Pure Demographics:**

Table I. A3.		AGE					Total	
		18-34	35-44	45-54	55-64	65-74		75+
GENDER	Male	52%	49%	37%	50%	37%	48%	45%
	Female	48%	51%	63%	50%	63%	52%	55%
Total	n=	48	72	75	74	60	75	429

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92104

Pure Demographics:

		TURNOUT LIKELIHOOD			PARTY			IDEOLOGY					Total
		Probable	Likely	Likeliest	Republican	Democrat	Indep/Other/Unsure	Very Liberal	Somewhat Liberal	In Between/Unsure	Somewhat Conservative	Very Conservative	
AGE	18-34	29%	15%	3%	8%	12%	20%	16%	12%	11%	13%	11%	12%
	35-44	28%	21%	12%	20%	16%	17%	28%	16%	17%	20%	13%	18%
	45-54	15%	22%	19%	20%	16%	20%	13%	22%	19%	20%	16%	19%
	55-64	13%	21%	20%	18%	21%	13%	3%	23%	16%	21%	19%	18%
	65-74	6%	8%	22%	13%	18%	13%	19%	11%	21%	12%	17%	15%
	75+	8%	14%	25%	21%	17%	16%	22%	17%	16%	15%	25%	19%
Total	n=	95	92	217	179	154	69	32	95	81	126	64	404
GENDER	Male	56%	39%	43%	45%	42%	54%	66%	43%	43%	47%	37%	45%
	Female	44%	61%	57%	55%	58%	46%	34%	57%	57%	53%	63%	55%
Total	n=	96	100	233	193	163	70	32	98	88	131	73	429

Competitive Edge Research & Communication, Inc.  
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Pure Demographics:

Table I. B2.	TURNOUT LIKELIHOOD			PARTY			IDEOLOGY					Total	
	Probable	Likely	Likeliest	Republican	Democrat	Indep/Other /Unsure	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative		
INCOME	<\$20K	9%	8%	6%	6%	7%	5%	0%	6%	6%	7%	11%	7%
	\$20-40K	11%	25%	21%	19%	21%	16%	29%	19%	15%	21%	20%	20%
	\$40-60K	28%	21%	21%	22%	23%	25%	21%	25%	21%	23%	21%	23%
	\$60-80K	18%	8%	24%	15%	21%	22%	13%	20%	23%	19%	14%	19%
	\$80-100K	14%	13%	12%	12%	13%	15%	21%	14%	14%	12%	9%	13%
	>\$100K	20%	26%	17%	26%	14%	16%	17%	17%	21%	18%	25%	20%
Total	n=	79	77	181	144	136	55	24	81	66	110	56	337
AREA	South City	16%	13%	15%	11%	21%	10%	22%	17%	15%	10%	16%	15%
	North City	26%	28%	26%	24%	26%	31%	31%	32%	33%	24%	16%	26%
	South Burbs	8%	7%	9%	6%	10%	13%	16%	7%	10%	10%	3%	8%
	East Burbs	14%	11%	16%	16%	13%	13%	13%	16%	13%	11%	19%	14%
	North Burbs	13%	20%	12%	18%	12%	9%	6%	12%	9%	17%	18%	14%
	North Coastal	17%	14%	13%	18%	9%	17%	9%	10%	16%	15%	18%	14%
	East County	7%	7%	9%	9%	8%	7%	3%	5%	5%	13%	10%	8%
Total	n=	96	100	233	193	163	70	32	98	88	131	73	429

Competitive Edge Research & Communication, Inc.  
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**Pure Demographics:**

Table I. B3.		TURNOUT LIKELIHOOD			Total
		Probable	Likely	Likeliest	
PARTY	Republican	36%	43%	50%	45%
	Democrat	39%	38%	38%	38%
	Indep/Other/Unsure	25%	19%	12%	16%
Total	n=	96	97	233	426
IDEOLOGY	Very Liberal	5%	11%	7%	8%
	Somewhat Liberal	30%	22%	21%	23%
	In Between/Unsure	24%	24%	18%	21%
	Somewhat Conservative	29%	28%	33%	31%
	Very Conservative	12%	15%	21%	17%
Total	n=	94	100	228	422

Competitive Edge Research & Communication, Inc.  
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 San Diego, CA 92104

**Pure Demographics:**

Table I. B4.		PARTY			Total
		Republican	Democrat	Indep/Other/Unsure	
IDEOLOGY	Very Liberal	3%	11%	11%	8%
	Somewhat Liberal	7%	45%	13%	23%
	In Between/Unsure	16%	22%	31%	21%
	Somewhat Conservative	41%	17%	36%	31%
	Very Conservative	32%	4%	9%	17%
Total	n=	188	161	70	422
TURNOUT LIKELIHOOD	Probable	18%	23%	34%	22%
	Likely	22%	23%	26%	23%
	Likeliest	60%	55%	40%	54%
Total	n=	193	163	70	429

Competitive Edge Research & Communication, Inc.  
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 San Diego, CA 92104

Pure Demographics:

Table I. C1.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
AGE	18-34	19%	17%	14%	8%	15%	11%	13%	14%	9%	14%	9%	14%	6%	12%
	35-44	5%	14%	16%	22%	30%	25%	20%	20%	20%	24%	11%	7%	24%	18%
	45-54	10%	15%	19%	22%	20%	31%	13%	18%	14%	22%	21%	19%	21%	19%
	55-64	10%	9%	23%	20%	28%	16%	18%	16%	11%	16%	21%	20%	30%	18%
	65-74	24%	17%	12%	14%	8%	13%	18%	15%	34%	9%	16%	10%	6%	15%
	75+	33%	29%	15%	14%	0%	5%	17%	17%	11%	16%	21%	31%	12%	19%
Total	n=	21	66	73	59	40	64	60	103	35	58	56	59	33	404
GENDER	Male	30%	41%	43%	63%	51%	44%	44%	42%	56%	38%	43%	49%	54%	45%
	Female	70%	59%	57%	37%	49%	56%	56%	58%	44%	62%	57%	51%	46%	55%
Total	n=	23	66	76	63	43	66	63	113	36	61	60	61	35	429

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92104

Pure Demographics:

Table I. C2.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
TURNOUT LIKELIHOOD	Probable	30%	14%	29%	22%	26%	24%	24%	22%	22%	21%	20%	26%	20%	22%
	Likely	26%	29%	21%	10%	23%	30%	21%	25%	19%	18%	33%	23%	20%	23%
	Likeliest	43%	58%	50%	68%	51%	45%	56%	53%	58%	61%	47%	51%	60%	54%
Total	n=	23	66	76	63	43	66	63	113	36	61	60	61	35	429
PARTY	Republican	41%	42%	41%	35%	40%	57%	33%	42%	31%	49%	57%	56%	49%	45%
	Democrat	45%	44%	41%	46%	42%	29%	56%	38%	44%	36%	33%	25%	37%	38%
	Indep/Other/Unsure	14%	14%	18%	19%	19%	14%	11%	20%	25%	15%	10%	20%	14%	16%
Total	n=	22	66	76	63	43	65	63	110	36	61	60	61	35	426
IDEOLOGY	Very Liberal	0%	11%	7%	5%	12%	6%	11%	9%	14%	7%	4%	5%	3%	8%
	Somewhat Liberal	22%	23%	26%	25%	26%	21%	27%	27%	19%	27%	21%	17%	15%	23%
	In Between/Unsure	17%	15%	18%	24%	21%	21%	21%	26%	25%	18%	14%	23%	12%	21%
	Somewhat Conservative	35%	35%	33%	33%	30%	30%	21%	27%	36%	25%	39%	33%	50%	31%
	Very Conservative	26%	17%	16%	13%	12%	21%	19%	11%	6%	23%	23%	22%	21%	17%
Total	n=	23	66	76	63	43	66	62	113	36	60	57	60	34	422

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92104

**Pure Demographics:**

Table I. C3.		AREA							Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	
INCOME	<\$20K	9%	6%	4%	4%	9%	11%	3%	7%
	\$20-40K	29%	15%	38%	20%	19%	11%	13%	20%
	\$40-60K	27%	14%	23%	18%	30%	31%	23%	23%
	\$60-80K	13%	15%	15%	26%	21%	16%	33%	19%
	\$80-100K	7%	20%	12%	18%	2%	13%	10%	13%
	>\$100K	16%	31%	8%	14%	19%	18%	17%	20%
Total	n=	56	87	26	50	43	45	30	337

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92104

**Mayoral and City Attorney Vote Demographics:**

Table II. A1.		AGE					GENDER		Total	
		18-34	35-44	45-54	55-64	65-74	75+	Male		Female
MAYORAL VOTE	Dick Murphy, Mayor, City of San Diego	33%	28%	37%	32%	33%	30%	31%	34%	33%
	Peter Q. Davis, Port Commissioner, Businessman	14%	21%	15%	16%	20%	9%	16%	14%	15%
	Ron Roberts, County Supervisor	10%	9%	7%	15%	18%	19%	15%	11%	13%
	Jim Bell, Ecological Designer, Author, Lecturer	3%	3%	0%	3%	8%	5%	4%	3%	3%
	Unsure	40%	39%	41%	34%	23%	37%	34%	38%	36%
Total	n=	63	67	81	62	40	57	190	211	401
SAN DIEGO CITY ATTORNEY VOTE	Michael J. Aguirre, San Diego Consumer Fraud Attorney	25%	17%	32%	33%	24%	26%	25%	26%	26%
	Leslie Devaney, Executive Assistant City Attorney	11%	17%	13%	7%	32%	19%	19%	13%	16%
	Deborah L. Berger, Deputy City Attorney	13%	6%	14%	13%	8%	18%	12%	13%	12%
	Unsure	51%	61%	42%	47%	37%	37%	45%	48%	46%
Total	n=	63	66	79	60	38	57	188	205	393

Competitive Edge Research & Communication, Inc.  
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 San Diego, CA 92104

Mayoral and City Attorney Vote Demographics:

Table II. A2.		TURNOUT LIKELIHOOD			PARTY			IDEOLOGY					Total
		Probable	Likely	Likeliest	Republican	Democrat	Indep/Other/Unsure	Very Liberal	Somewhat Liberal	In Between/Unsure	Somewhat Conservative	Very Conservative	
MAYORAL VOTE	Dick Murphy, Mayor, City of San Diego	30%	30%	35%	37%	30%	32%	28%	37%	29%	32%	36%	33%
	Peter Q. Davis, Port Commissioner, Businessman	13%	11%	18%	18%	15%	9%	23%	9%	12%	18%	21%	15%
	Ron Roberts, County Supervisor	3%	10%	19%	18%	12%	5%	10%	12%	8%	17%	17%	13%
	Jim Bell, Ecological Designer, Author, Lecturer	1%	3%	4%	1%	5%	4%	10%	5%	1%	3%	0%	3%
	Unsure	54%	45%	24%	26%	38%	50%	30%	37%	50%	30%	26%	36%
Total	n=	104	89	208	154	169	76	40	105	86	114	53	401
SAN DIEGO CITY ATTORNEY VOTE	Michael J. Aguirre, San Diego Consumer Fraud Attorney	18%	23%	31%	18%	36%	20%	45%	32%	22%	21%	17%	26%
	Leslie Devaney, Executive Assistant City Attorney	7%	10%	23%	26%	11%	7%	3%	11%	6%	24%	34%	16%
	Deborah L. Berger, Deputy City Attorney	10%	19%	10%	11%	14%	9%	15%	16%	14%	7%	11%	12%
	Unsure	65%	48%	36%	45%	39%	64%	38%	41%	58%	48%	38%	46%
Total	n=	104	88	201	150	166	75	40	102	83	112	53	393

Competitive Edge Research & Communication, Inc.  
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 San Diego, CA 92104

**Mayoral and City Attorney Vote Demographics:**

Table II. A3.		INCOME					AREA		Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	South City		North City
MAYORAL VOTE	Dick Murphy, Mayor, City of San Diego	40%	34%	37%	29%	40%	33%	32%	33%	33%
	Peter Q. Davis, Port Commissioner, Businessman	4%	18%	9%	16%	13%	23%	16%	15%	15%
	Ron Roberts, County Supervisor	20%	11%	11%	20%	17%	11%	16%	11%	13%
	Jim Bell, Ecological Designer, Author, Lecturer	0%	6%	6%	4%	0%	4%	4%	3%	3%
	Unsure	36%	31%	37%	31%	30%	30%	33%	38%	36%
Total	n=	25	65	54	51	47	84	141	260	401
SAN DIEGO CITY ATTORNEY VOTE	Michael J. Aguirre, San Diego Consumer Fraud Attorney	25%	28%	27%	31%	21%	28%	27%	25%	26%
	Leslie Devaney, Executive Assistant City Attorney	4%	17%	17%	20%	13%	14%	13%	17%	16%
	Deborah L. Berger, Deputy City Attorney	21%	14%	8%	8%	19%	12%	11%	13%	12%
	Unsure	50%	41%	48%	41%	47%	46%	49%	45%	46%
Total	n=	24	64	52	51	47	81	139	254	393

Competitive Edge Research & Communication, Inc.  
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 San Diego, CA 92104

**Proposition C Vote Demographics:**

Table III. A1.		AGE						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
PROP C - INCREASE TOT TAX FOR EMERGENCY SERVICES	No, Definitely	11%	22%	20%	21%	30%	23%	25%	17%	21%
	No, Probably	0%	4%	12%	15%	3%	4%	7%	6%	6%
	Unsure	16%	15%	18%	18%	18%	21%	14%	22%	18%
	Yes, Probably	24%	21%	27%	11%	8%	11%	18%	18%	18%
	Yes, Definitely	49%	37%	23%	35%	43%	42%	37%	37%	37%
Total	n=	63	67	82	62	40	57	191	211	402

Competitive Edge Research & Communication, Inc.  
2170 Fourth Avenue  
San Diego, CA 92104

**Proposition C Vote Demographics:**

Table III. A2.		TURNOUT LIKELIHOOD			PARTY			IDEOLOGY					Total
		Probable	Likely	Likeliest	Republican	Democrat	Indep/Other/Unsure	Very Liberal	Somewhat Liberal	In Between/Unsure	Somewhat Conservative	Very Conservative	
PROP C - INCREASE TOT TAX FOR EMERGENCY SERVICES	No, Definitely	8%	15%	30%	32%	12%	17%	5%	15%	16%	29%	33%	21%
	No, Probably	7%	7%	6%	7%	6%	4%	5%	4%	5%	8%	9%	6%
	Unsure	24%	24%	13%	14%	17%	29%	13%	16%	32%	13%	13%	18%
	Yes, Probably	25%	20%	13%	18%	20%	14%	10%	26%	15%	16%	19%	18%
	Yes, Definitely	37%	35%	38%	30%	44%	36%	68%	38%	32%	34%	26%	37%
Total	n=	104	89	209	154	170	76	40	104	87	114	54	402

Competitive Edge Research & Communication, Inc.  
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**Proposition C Vote Demographics:**

Table III. A3.		INCOME						AREA		Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	South City	North City	
PROP C - INCREASE TOT TAX FOR EMERGENCY SERVICES	No, Definitely	8%	11%	24%	23%	21%	25%	19%	22%	21%
	No, Probably	4%	3%	5%	12%	4%	6%	6%	6%	6%
	Unsure	24%	25%	9%	8%	15%	17%	20%	17%	18%
	Yes, Probably	44%	14%	20%	21%	23%	18%	17%	19%	18%
	Yes, Definitely	20%	47%	42%	37%	38%	35%	38%	36%	37%
Total	n=	25	64	55	52	48	84	144	258	402

Competitive Edge Research & Communication, Inc.  
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San Diego, CA 92104

**Proposition A Vote Demographics:**

Table VI. A1.		AGE						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
PROP A - RURAL LANDS INITIATIVE	No, Definitely	22%	31%	37%	37%	43%	36%	43%	29%	35%
	No, Probably	18%	15%	10%	13%	12%	15%	14%	12%	13%
	Unsure	38%	34%	32%	34%	24%	23%	23%	36%	30%
	Yes, Probably	9%	8%	4%	4%	6%	3%	5%	7%	6%
	Yes, Definitely	13%	11%	18%	12%	16%	23%	14%	16%	15%
Total	n=	45	71	73	68	51	66	183	213	396

Competitive Edge Research & Communication, Inc.  
2170 Fourth Avenue  
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**Proposition A Vote Demographics:**

Table VI. A2.		TURNOUT LIKELIHOOD			PARTY			IDEOLOGY					Total
		Probable	Likely	Likeliest	Republican	Democrat	Indep/Other/Unsure	Very Liberal	Somewhat Liberal	In Between/Unsure	Somewhat Conservative	Very Conservative	
PROP A - RURAL LANDS INITIATIVE	No, Definitely	22%	19%	49%	41%	26%	44%	20%	24%	35%	37%	59%	35%
	No, Probably	18%	15%	10%	14%	12%	14%	7%	15%	9%	16%	12%	13%
	Unsure	40%	48%	17%	24%	38%	28%	37%	36%	36%	26%	18%	30%
	Yes, Probably	7%	4%	6%	6%	7%	5%	10%	8%	6%	6%	3%	6%
	Yes, Definitely	12%	13%	18%	15%	18%	9%	27%	17%	14%	16%	8%	15%
Total	n=	94	98	204	181	148	64	30	92	78	126	66	396

Competitive Edge Research & Communication, Inc.  
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**Proposition A Vote Demographics:**

Table VI. A3.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
PROP A - RURAL LANDS INITIATIVE	No, Definitely	19%	40%	36%	50%	44%	25%	37%	32%	41%	38%	30%	26%	61%	35%
	No, Probably	38%	8%	18%	9%	12%	14%	9%	13%	12%	13%	14%	14%	18%	13%
	Unsure	33%	26%	22%	18%	29%	38%	20%	38%	21%	34%	32%	33%	18%	30%
	Yes, Probably	0%	6%	6%	7%	5%	11%	13%	4%	9%	5%	5%	7%	0%	6%
	Yes, Definitely	10%	19%	18%	16%	10%	11%	20%	13%	18%	11%	19%	21%	3%	15%
Total	n=	21	62	72	56	41	63	54	104	34	56	57	58	33	396

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92104