

Pure Demographics:

Table I. A1.		AGE					GENDER		Total	
		18-34	35-44	45-54	55-64	65-74	75+	Male		Female
TURNOUT LIKELIHOOD	Non Voter	41%	16%	15%	15%	11%	18%	22%	17%	19%
	Probable	32%	29%	19%	13%	9%	8%	21%	15%	18%
	Likely	19%	23%	22%	21%	13%	10%	16%	22%	19%
	Likeliest	7%	32%	45%	51%	67%	65%	41%	46%	43%
Total	n=	68	73	74	72	46	62	191	221	412
PARTY	Republican	30%	50%	44%	39%	50%	60%	45%	46%	45%
	Democrat	35%	29%	34%	46%	35%	24%	32%	36%	34%
	Indep/Other/Unsure	35%	21%	22%	16%	15%	16%	23%	18%	20%
Total	n=	66	72	73	70	46	62	188	217	405
IDEOLOGY	Very Liberal	13%	13%	7%	3%	9%	9%	12%	6%	8%
	Somewhat Liberal	22%	19%	26%	33%	13%	14%	21%	23%	22%
	In Between/Unsure	19%	18%	23%	19%	29%	19%	20%	21%	21%
	Somewhat Conservative	32%	35%	32%	33%	27%	26%	33%	30%	32%
	Very Conservative	13%	15%	12%	11%	22%	33%	14%	20%	17%
Total	n=	68	72	74	72	45	58	188	217	405

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	17%	5%	4%	3%	14%	15%	5%	13%	9%
	\$20-40K	24%	19%	16%	12%	30%	41%	21%	22%	21%
	\$40-60K	24%	19%	24%	24%	11%	27%	22%	22%	22%
	\$60-80K	10%	17%	18%	24%	16%	15%	22%	12%	17%
	\$80-100K	13%	14%	10%	17%	8%	0%	12%	12%	12%
	>\$100K	13%	27%	27%	19%	22%	2%	19%	20%	19%
Total	n=	63	64	67	58	37	41	162	179	341
AREA	South City	18%	16%	12%	15%	20%	16%	16%	15%	16%
	North City	26%	27%	26%	21%	27%	24%	23%	28%	26%
	South Burbs	9%	10%	8%	4%	16%	5%	8%	8%	8%
	East Burbs	13%	21%	18%	11%	9%	11%	12%	16%	14%
	North Burbs	12%	10%	14%	18%	16%	15%	16%	13%	14%
	North Coastal	15%	5%	12%	18%	9%	21%	15%	12%	13%
	East County	7%	11%	11%	13%	4%	8%	12%	8%	9%
Total	n=	68	73	74	72	45	62	191	220	411

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	44%	51%	41%	54%	35%	48%	46%
	Female	56%	49%	59%	46%	65%	52%	54%
Total	n=	68	73	74	72	46	62	412

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

Pure Demographics:

Table I. B1.		TURNOUT LIKELIHOOD				PARTY			IDEOLOGY					Total
		Non Voter	Probable	Likely	Likeliest	Republican	Democrat	Indep/Other/Unsure	Very Liberal	Somewhat Liberal	In Between/Unsure	Somewhat Conservative	Very Conservative	
AGE	18-34	36%	29%	18%	3%	11%	17%	28%	26%	17%	16%	18%	14%	17%
	35-44	15%	28%	23%	14%	21%	16%	18%	26%	16%	16%	20%	17%	18%
	45-54	14%	19%	22%	20%	18%	19%	20%	15%	22%	21%	20%	14%	19%
	55-64	14%	12%	21%	22%	15%	24%	13%	6%	28%	17%	20%	12%	18%
	65-74	6%	5%	8%	18%	13%	12%	9%	12%	7%	16%	10%	15%	12%
	75+	14%	7%	8%	24%	21%	11%	12%	15%	9%	14%	12%	29%	16%
Total	n=	78	75	73	169	175	132	82	34	86	81	122	66	395
GENDER	Male	53%	55%	38%	44%	46%	43%	54%	65%	44%	45%	48%	39%	46%
	Female	48%	45%	62%	56%	54%	57%	46%	35%	56%	55%	52%	61%	54%
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412

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

Pure Demographics:

Table I. B2.		TURNOUT LIKELIHOOD				PARTY			IDEOLOGY					Total
		Non Voter	Probable	Likely	Likeliest	Republican	Democrat	Indep/Other/Unsure	Very Liberal	Somewhat Liberal	In Between/Unsure	Somewhat Conservative	Very Conservative	
INCOME	<\$20K	21%	8%	8%	6%	9%	9%	10%	7%	7%	10%	9%	14%	9%
	\$20-40K	25%	14%	22%	23%	22%	20%	23%	23%	18%	24%	21%	24%	21%
	\$40-60K	16%	29%	25%	20%	19%	24%	23%	27%	27%	21%	19%	19%	22%
	\$60-80K	13%	14%	6%	24%	15%	17%	21%	13%	19%	13%	20%	14%	17%
	\$80-100K	9%	14%	15%	10%	12%	13%	9%	17%	11%	13%	11%	10%	12%
	>\$100K	16%	21%	25%	17%	23%	16%	14%	13%	19%	18%	21%	20%	19%
Total	n=	68	63	65	145	142	123	70	30	74	67	111	59	341
AREA	South City	16%	17%	15%	15%	11%	22%	15%	24%	18%	15%	13%	13%	16%
	North City	25%	28%	27%	24%	25%	26%	24%	26%	33%	30%	22%	19%	26%
	South Burbs	9%	8%	8%	8%	8%	8%	10%	12%	6%	11%	10%	3%	8%
	East Burbs	11%	13%	9%	18%	16%	11%	16%	12%	15%	18%	11%	16%	14%
	North Burbs	15%	11%	18%	13%	16%	13%	12%	9%	10%	10%	18%	19%	14%
	North Coastal	13%	16%	15%	11%	16%	10%	12%	12%	11%	12%	13%	19%	13%
	East County	10%	7%	8%	11%	8%	11%	11%	6%	8%	5%	13%	12%	9%
Total	n=	79	75	78	179	183	139	82	34	89	84	128	69	411

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

Pure Demographics:

Table I. B3.		TURNOUT LIKELIHOOD				Total
		Non Voter	Probable	Likely	Likeliest	
PARTY	Republican	43%	32%	43%	53%	45%
	Democrat	21%	44%	36%	35%	34%
	Indep/Other/Unsure	36%	24%	21%	12%	20%
Total	n=	76	75	75	179	405
IDEOLOGY	Very Liberal	11%	7%	9%	7%	8%
	Somewhat Liberal	13%	35%	23%	20%	22%
	In Between/Unsure	29%	20%	24%	16%	21%
	Somewhat Conservative	28%	27%	31%	36%	32%
	Very Conservative	19%	11%	13%	21%	17%
Total	n=	79	74	78	174	405

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

Pure Demographics:

Table I. B4.		PARTY			Total
		Republican	Democrat	Indep/Other/Unsure	
IDEOLOGY	Very Liberal	3%	15%	7%	8%
	Somewhat Liberal	7%	45%	17%	22%
	In Between/Unsure	16%	19%	34%	21%
	Somewhat Conservative	40%	20%	33%	32%
	Very Conservative	34%	1%	9%	17%
Total	n=	179	137	82	405
TURNOUT LIKELIHOOD	Non Voter	18%	12%	33%	19%
	Probable	13%	24%	22%	18%
	Likely	17%	19%	20%	19%
	Likeliest	52%	45%	26%	43%
Total	n=	184	139	82	412

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 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	37%	21%	21%	11%	22%	13%	19%	18%	19%	16%	15%	19%	14%	17%
	35-44	10%	16%	17%	20%	24%	27%	19%	20%	22%	27%	13%	8%	22%	18%
	45-54	10%	15%	22%	22%	19%	29%	14%	19%	19%	23%	19%	17%	22%	19%
	55-64	7%	10%	19%	25%	27%	17%	17%	15%	9%	14%	24%	25%	24%	18%
	65-74	17%	15%	6%	11%	8%	13%	14%	12%	22%	7%	13%	8%	5%	12%
	75+	20%	23%	15%	11%	0%	2%	16%	15%	9%	13%	17%	25%	14%	16%
Total	n=	30	73	72	55	37	63	63	99	32	56	54	53	37	395
GENDER	Male	25%	47%	47%	63%	48%	46%	47%	41%	48%	38%	52%	52%	56%	46%
	Female	75%	53%	53%	37%	53%	54%	53%	59%	52%	62%	48%	48%	44%	54%
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412

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	Non Voter	44%	23%	15%	16%	15%	17%	20%	19%	21%	16%	21%	19%	21%	19%
	Probable	16%	12%	24%	16%	23%	20%	20%	20%	18%	17%	14%	22%	13%	18%
	Likely	16%	19%	22%	7%	25%	25%	19%	20%	18%	12%	24%	22%	15%	19%
	Likeliest	25%	45%	39%	61%	38%	38%	41%	41%	42%	55%	41%	37%	51%	43%
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412
PARTY	Republican	42%	43%	37%	37%	44%	52%	32%	45%	42%	51%	52%	55%	38%	45%
	Democrat	35%	35%	41%	37%	41%	32%	48%	35%	33%	26%	31%	26%	38%	34%
	Indep/Other/Unsure	23%	22%	22%	26%	15%	16%	19%	20%	24%	23%	17%	19%	23%	20%
Total	n=	31	72	73	57	39	63	62	102	33	57	58	53	39	405
IDEOLOGY	Very Liberal	6%	10%	11%	7%	13%	6%	13%	9%	12%	7%	5%	8%	5%	8%
	Somewhat Liberal	16%	18%	27%	25%	20%	22%	25%	28%	15%	23%	16%	19%	18%	22%
	In Between/Unsure	22%	22%	19%	16%	23%	18%	21%	24%	27%	26%	14%	19%	11%	21%
	Somewhat Conservative	31%	32%	28%	39%	30%	35%	27%	27%	39%	25%	41%	30%	45%	32%
	Very Conservative	25%	19%	15%	14%	15%	18%	14%	13%	6%	19%	23%	25%	21%	17%
Total	n=	32	73	74	57	40	65	63	104	33	57	56	53	38	405

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%	10%	10%	6%	13%	12%	3%	9%
	\$20-40K	31%	17%	34%	20%	21%	12%	19%	21%
	\$40-60K	31%	12%	21%	20%	26%	26%	22%	22%
	\$60-80K	12%	12%	17%	20%	21%	14%	28%	17%
	\$80-100K	7%	16%	10%	22%	4%	10%	9%	12%
	>\$100K	10%	33%	7%	12%	15%	26%	19%	19%
Total	n=	58	82	29	50	47	42	32	341

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

Quality of Life Demographics:

Table II. A1.		AGE						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
QUALITY OF LIFE IN SAN DIEGO COUNTY	Terrific	12%	12%	22%	15%	24%	15%	15%	17%	16%
	Very Good	24%	34%	35%	36%	35%	40%	38%	30%	34%
	Good	40%	40%	26%	25%	28%	24%	29%	33%	31%
	Only Fair	15%	4%	12%	11%	9%	13%	13%	8%	10%
	Poor or	4%	5%	1%	6%	2%	2%	3%	5%	4%
	Terrible	1%	1%	1%	4%	0%	2%	1%	3%	2%
	Unsure/Varies Too Much to Say	4%	3%	3%	3%	2%	5%	2%	5%	3%
Total	n=	68	73	74	72	46	62	191	221	412
QUALITY OF LIFE OVER LAST FEW YEARS IN SAN DIEGO COUNTY	Improved Greatly	7%	11%	4%	6%	4%	3%	7%	5%	6%
	Improved Somewhat	25%	11%	22%	13%	20%	8%	13%	19%	16%
	Stayed the Same	15%	18%	16%	15%	20%	26%	19%	17%	18%
	Gotten Worse Somewhat	34%	40%	38%	43%	37%	29%	44%	30%	37%
	Gotten a Great Deal Worse	6%	11%	12%	18%	15%	26%	12%	17%	15%
	Unsure/Varies Too Much to Say	13%	10%	8%	6%	4%	8%	5%	12%	8%
Total	n=	68	73	74	72	46	62	191	221	412
FUTURE QUALITY OF LIFE IN SAN DIEGO COUNTY	Improve Greatly	10%	5%	4%	10%	7%	5%	7%	6%	7%
	Improve Somewhat	26%	29%	30%	14%	17%	21%	17%	29%	24%
	Stay the Same	7%	8%	11%	10%	17%	16%	12%	10%	11%
	Get Worse Somewhat	32%	34%	30%	35%	22%	27%	39%	24%	31%
	Get a Great Deal Worse	16%	8%	19%	15%	24%	18%	16%	16%	16%
	Unsure	7%	15%	7%	17%	13%	13%	8%	15%	12%
Total	n=	68	73	74	72	46	62	191	221	412

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

Quality of Life Demographics:

		TURNOUT LIKELIHOOD				PARTY			IDEOLOGY					Total
		Non Voter	Probable	Likely	Likeliest	Republican	Democrat	Indep/Othe r/Unsure	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
Table II. A2. QUALITY OF LIFE IN SAN DIEGO COUNTY	Terrific	18%	15%	14%	17%	22%	12%	11%	15%	15%	13%	22%	13%	16%
	Very Good	26%	33%	33%	37%	32%	37%	32%	26%	40%	31%	35%	30%	34%
	Good	35%	35%	35%	26%	29%	29%	37%	38%	30%	29%	28%	39%	31%
	Only Fair	16%	5%	9%	11%	10%	9%	15%	15%	8%	13%	9%	11%	10%
	Poor or	1%	7%	5%	3%	3%	5%	2%	3%	3%	7%	2%	3%	4%
	Terrible	3%	0%	3%	2%	1%	2%	2%	3%	2%	1%	2%	1%	2%
	Unsure/Varies Too Much to Say	1%	5%	1%	4%	3%	6%	1%	0%	1%	6%	2%	3%	3%
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412
QUALITY OF LIFE OVER LAST FEW YEARS IN SAN DIEGO COUNTY	Improved Greatly	10%	8%	5%	4%	7%	5%	6%	9%	3%	6%	9%	3%	6%
	Improved Somewhat	16%	17%	18%	15%	14%	17%	16%	9%	24%	15%	16%	13%	16%
	Stayed the Same	18%	13%	19%	20%	19%	15%	22%	18%	18%	23%	15%	19%	18%
	Gotten Worse Somewhat	30%	32%	42%	39%	34%	38%	40%	47%	34%	35%	41%	31%	37%
	Gotten a Great Deal Worse	14%	13%	13%	16%	16%	14%	12%	15%	15%	11%	13%	24%	15%
	Unsure/Varies Too Much to Say	13%	16%	3%	6%	10%	10%	4%	3%	7%	11%	6%	10%	8%
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412
FUTURE QUALITY OF LIFE IN SAN DIEGO COUNTY	Improve Greatly	9%	8%	4%	6%	6%	7%	6%	9%	4%	5%	9%	4%	7%
	Improve Somewhat	29%	25%	26%	20%	25%	25%	18%	12%	28%	21%	24%	26%	24%
	Stay the Same	13%	11%	13%	9%	13%	9%	10%	12%	6%	12%	9%	20%	11%
	Get Worse Somewhat	29%	29%	32%	32%	28%	33%	32%	32%	39%	27%	35%	19%	31%
	Get a Great Deal Worse	15%	13%	13%	19%	16%	13%	22%	26%	8%	18%	14%	24%	16%
Unsure	6%	13%	13%	14%	12%	12%	12%	9%	15%	17%	8%	7%	12%	
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412

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

Quality of Life Demographics:

Table II. 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
QUALITY OF LIFE IN SAN DIEGO COUNTY	Terrific	9%	11%	12%	11%	13%	31%	11%	18%	24%	12%	19%	20%	8%	16%
	Very Good	28%	16%	41%	42%	38%	34%	28%	35%	27%	31%	34%	30%	54%	34%
	Good	44%	41%	23%	32%	38%	29%	38%	31%	36%	33%	29%	30%	15%	31%
	Only Fair	13%	19%	14%	9%	5%	5%	11%	4%	12%	21%	9%	15%	8%	10%
	Poor or	3%	10%	4%	4%	3%	2%	8%	5%	0%	2%	3%	0%	5%	4%
	Terrible	3%	1%	3%	2%	0%	0%	3%	0%	0%	0%	2%	4%	5%	2%
Unsure/Varies Too Much to Say	0%	1%	4%	2%	5%	0%	2%	7%	0%	2%	3%	2%	5%	3%	
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412
QUALITY OF LIFE OVER LAST FEW YEARS IN SAN DIEGO COUNTY	Improved Greatly	6%	8%	7%	7%	5%	5%	6%	5%	15%	5%	10%	0%	5%	6%
	Improved Somewhat	25%	8%	23%	14%	30%	15%	22%	14%	27%	19%	10%	11%	13%	16%
	Stayed the Same	13%	25%	15%	16%	15%	18%	14%	20%	12%	22%	14%	20%	23%	18%
	Gotten Worse Somewhat	22%	41%	34%	39%	38%	42%	38%	33%	33%	38%	41%	37%	38%	37%
	Gotten a Great Deal Worse	16%	16%	14%	19%	10%	9%	20%	12%	9%	10%	14%	19%	15%	15%
	Unsure/Varies Too Much to Say	19%	1%	8%	5%	3%	11%	0%	15%	3%	5%	10%	13%	5%	8%
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412
FUTURE QUALITY OF LIFE IN SAN DIEGO COUNTY	Improve Greatly	3%	11%	9%	5%	3%	8%	11%	6%	9%	5%	5%	4%	8%	7%
	Improve Somewhat	25%	22%	24%	18%	23%	31%	20%	24%	36%	24%	24%	20%	21%	24%
	Stay the Same	9%	11%	15%	12%	13%	11%	19%	8%	9%	10%	12%	13%	5%	11%
	Get Worse Somewhat	31%	32%	26%	33%	33%	31%	31%	35%	24%	24%	31%	31%	33%	31%
	Get a Great Deal Worse	19%	21%	14%	18%	15%	11%	13%	10%	15%	21%	17%	22%	21%	16%
Unsure	13%	4%	12%	14%	15%	9%	6%	18%	6%	16%	10%	9%	13%	12%	
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412

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

Issues Threatening Quality of Life Demographics:

Table III. A1.		AGE						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
MAIN ISSUE THREATENING QUALITY OF LIFE IN YOUR AREA	Traffic Congestion/Roads	18%	21%	31%	36%	39%	31%	32%	25%	29%
	Affordable Housing/Cost of Living	24%	22%	9%	10%	11%	10%	11%	16%	14%
	Building/Growth/Development	10%	10%	12%	13%	7%	5%	11%	9%	10%
	Too Many People/Density	3%	8%	8%	13%	9%	6%	6%	10%	8%
	Crime/Drugs/Gangs	12%	8%	5%	4%	2%	2%	5%	6%	6%
	Pollution/Environment	4%	1%	7%	8%	2%	8%	6%	5%	5%
	Poor Economy/Lack of Jobs	9%	8%	7%	1%	2%	0%	4%	6%	5%
	High Taxes/Bad Government	1%	5%	3%	1%	4%	2%	4%	1%	3%
	Poor Education/Schools/Youth	1%	5%	4%	0%	0%	0%	1%	3%	2%
	Other	6%	7%	8%	7%	11%	13%	10%	6%	8%
	Nothing	10%	3%	5%	4%	4%	16%	5%	9%	7%
Unsure/Everything	1%	1%	0%	3%	9%	8%	5%	4%	4%	
Total	n=	68	73	74	72	46	62	191	221	412
2ND MAIN ISSUE THREATENING QUALITY OF LIFE IN YOUR AREA	Traffic Congestion/Roads	12%	21%	12%	15%	4%	16%	12%	15%	13%
	Affordable Housing/Cost of Living	12%	10%	19%	4%	13%	6%	10%	11%	11%
	Building/Growth/Development	7%	7%	8%	10%	7%	5%	7%	7%	7%
	Too Many People/Density	4%	5%	11%	8%	11%	10%	6%	10%	8%
	Crime/Drugs/Gangs	7%	1%	3%	3%	2%	3%	3%	4%	4%
	Pollution/Environment	10%	8%	9%	10%	7%	2%	10%	6%	8%
	Poor Economy/Lack of Jobs	6%	10%	8%	3%	7%	6%	7%	6%	6%
	High Taxes/Bad Government	3%	5%	5%	3%	0%	5%	7%	1%	4%
	Poor Education/Schools/Youth	6%	1%	3%	3%	0%	0%	2%	2%	2%
	Other	4%	10%	11%	15%	13%	10%	12%	9%	10%
	Nothing	25%	16%	11%	19%	28%	26%	15%	24%	20%
Unsure/Everything	3%	5%	0%	7%	9%	11%	8%	5%	6%	
Total	n=	68	73	74	72	46	62	191	221	412

Competitive Edge Research & Communication, Inc.
2170 Fourth Avenue
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Issues Threatening Quality of Life Demographics:

		TURNOUT LIKELIHOOD				PARTY			IDEOLOGY					Total
		Non Voter	Probable	Likely	Likeliest	Republican	Democrat	Indep/Other/Unsure	Very Liberal	Somewhat Liberal	In Between/Unsure	Somewhat Conservative	Very Conservative	
Table III. A2. MAIN ISSUE THREATENING QUALITY OF LIFE IN YOUR AREA	Traffic Congestion/Roads	19%	28%	27%	34%	36%	20%	28%	24%	22%	29%	36%	27%	29%
	Affordable Housing/Cost of Living	15%	16%	14%	12%	11%	18%	13%	29%	13%	15%	9%	14%	14%
	Building/Growth/Development	8%	11%	17%	7%	8%	10%	13%	12%	11%	10%	11%	6%	10%
	Too Many People/Density	6%	8%	9%	8%	7%	8%	10%	0%	10%	10%	9%	6%	8%
	Crime/Drugs/Gangs	11%	9%	3%	3%	5%	5%	7%	3%	7%	5%	5%	9%	6%
	Pollution/Environment	4%	4%	9%	5%	3%	9%	5%	9%	9%	4%	5%	3%	5%
	Poor Economy/Lack of Jobs	8%	5%	8%	3%	4%	6%	4%	6%	8%	2%	5%	4%	5%
	High Taxes/Bad Government	3%	0%	1%	4%	2%	4%	2%	3%	2%	2%	3%	3%	3%
	Poor Education/Schools/Youth	1%	3%	0%	3%	3%	1%	1%	0%	3%	2%	1%	3%	2%
	Other	6%	9%	6%	9%	8%	7%	10%	3%	7%	10%	8%	10%	8%
	Nothing	14%	3%	5%	7%	7%	8%	5%	9%	4%	6%	7%	10%	7%
Unsure/Everything	6%	4%	1%	4%	5%	5%	1%	3%	2%	6%	1%	6%	4%	
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412
2ND MAIN ISSUE THREATENING QUALITY OF LIFE IN YOUR AREA	Traffic Congestion/Roads	10%	20%	19%	9%	11%	16%	13%	15%	21%	8%	12%	13%	13%
	Affordable Housing/Cost of Living	11%	13%	12%	9%	10%	11%	13%	6%	13%	11%	12%	10%	11%
	Building/Growth/Development	3%	8%	8%	9%	9%	5%	9%	9%	6%	7%	9%	4%	7%
	Too Many People/Density	5%	8%	8%	9%	10%	4%	10%	6%	3%	8%	12%	9%	8%
	Crime/Drugs/Gangs	4%	1%	4%	4%	3%	4%	5%	6%	3%	4%	3%	4%	4%
	Pollution/Environment	5%	11%	12%	6%	5%	10%	10%	18%	8%	12%	6%	1%	8%
	Poor Economy/Lack of Jobs	8%	5%	5%	7%	5%	9%	5%	9%	7%	5%	6%	7%	6%
	High Taxes/Bad Government	5%	1%	3%	5%	5%	4%	2%	6%	2%	1%	5%	7%	4%
	Poor Education/Schools/Youth	5%	1%	0%	2%	3%	1%	1%	0%	2%	4%	3%	0%	2%
	Other	10%	5%	10%	12%	13%	9%	9%	6%	12%	8%	9%	13%	10%
	Nothing	29%	13%	18%	20%	20%	19%	20%	15%	17%	21%	21%	24%	20%
Unsure/Everything	6%	12%	3%	6%	6%	9%	4%	6%	4%	11%	2%	7%	6%	
Total	n=	80	75	78	179	184	139	82	34	89	84	128	70	412

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

Issues Threatening Quality of Life Demographics:

Table III. 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
MAIN ISSUE THREATENING QUALITY OF LIFE IN YOUR AREA	Traffic Congestion/Roads	16%	26%	18%	33%	18%	40%	13%	31%	30%	29%	34%	39%	23%	29%
	Affordable Housing/Cost of Living	22%	12%	20%	7%	23%	12%	27%	17%	15%	14%	5%	4%	10%	14%
	Building/Growth/Development	3%	7%	9%	12%	18%	11%	5%	8%	9%	5%	16%	15%	15%	10%
	Too Many People/Density	6%	12%	7%	7%	8%	9%	9%	7%	6%	7%	10%	9%	8%	8%
	Crime/Drugs/Gangs	9%	7%	8%	7%	5%	3%	16%	1%	6%	7%	5%	6%	0%	6%
	Pollution/Environment	6%	4%	11%	5%	3%	6%	2%	10%	0%	2%	7%	6%	8%	5%
	Poor Economy/Lack of Jobs	6%	5%	5%	5%	8%	5%	2%	5%	12%	12%	2%	0%	8%	5%
	High Taxes/Bad Government	0%	1%	3%	7%	8%	2%	3%	6%	0%	0%	2%	2%	3%	3%
	Poor Education/Schools/Youth	0%	1%	5%	2%	0%	2%	5%	0%	3%	5%	0%	0%	3%	2%
	Other	9%	11%	8%	9%	3%	8%	6%	5%	9%	10%	7%	11%	10%	8%
Nothing	16%	8%	4%	5%	5%	3%	11%	6%	9%	5%	7%	6%	8%	7%	
Unsure/Everything	6%	4%	1%	0%	5%	0%	3%	6%	0%	3%	5%	4%	5%	4%	
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412
2ND MAIN ISSUE THREATENING QUALITY OF LIFE IN YOUR AREA	Traffic Congestion/Roads	3%	12%	22%	12%	13%	18%	11%	12%	3%	14%	16%	17%	21%	13%
	Affordable Housing/Cost of Living	13%	10%	9%	16%	10%	8%	5%	11%	9%	14%	19%	9%	8%	11%
	Building/Growth/Development	6%	7%	7%	9%	5%	11%	9%	5%	6%	5%	9%	13%	5%	7%
	Too Many People/Density	6%	8%	4%	12%	13%	9%	8%	10%	6%	10%	5%	9%	5%	8%
	Crime/Drugs/Gangs	3%	3%	4%	2%	0%	6%	8%	1%	9%	2%	3%	4%	3%	4%
	Pollution/Environment	9%	7%	11%	5%	10%	6%	11%	7%	18%	7%	3%	4%	8%	8%
	Poor Economy/Lack of Jobs	3%	10%	7%	11%	3%	6%	11%	9%	0%	7%	3%	4%	5%	6%
	High Taxes/Bad Government	3%	8%	3%	2%	5%	2%	2%	4%	6%	2%	7%	0%	10%	4%
	Poor Education/Schools/Youth	6%	0%	4%	4%	3%	2%	3%	1%	9%	2%	0%	2%	3%	2%
	Other	9%	5%	8%	16%	13%	12%	9%	7%	0%	16%	9%	17%	15%	10%
Nothing	31%	23%	16%	11%	15%	20%	19%	27%	27%	17%	19%	15%	13%	20%	
Unsure/Everything	6%	7%	5%	2%	13%	0%	5%	8%	6%	5%	7%	7%	5%	6%	
Total	n=	32	73	74	57	40	65	64	105	33	58	58	54	39	412

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Issues Threatening Quality of Life Demographics:

Table III. B1.	AGE						GENDER		Total
	18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
Traffic Congestion/Road	.18	.21	.31	.36	.39	.31	.32	.25	.29
Affordable Housing/Cost of Living	.24	.22	.09	.10	.11	.10	.11	.16	.14
Building/Growth	.10	.10	.12	.13	.07	.05	.11	.09	.10
Too Many People/Density	.03	.08	.08	.13	.09	.06	.06	.10	.08
Crime/Drugs/Gangs	.12	.08	.05	.04	.02	.02	.05	.06	.06
Pollution/Enviro	.04	.01	.07	.08	.02	.08	.06	.05	.05
Poor Economy/Lack of Jobs	.09	.08	.07	.01	.02	.00	.04	.06	.05
High Taxes/Bad Gov't	.01	.05	.03	.01	.04	.02	.04	.01	.03
Poor Education/Schools/Youth	.01	.05	.04	.00	.00	.00	.01	.03	.02

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Issues Threatening Quality of Life Demographics:

Table III. B2.	TURNOUT LIKELIHOOD				PARTY			IDEOLOGY					Total
	Non Voter	Probable	Likely	Likeliest	Republican	Democrat	Indep/Other/Unsure	Very Liberal	Somewhat Liberal	In Between/Unsure	Somewhat Conservative	Very Conservative	
Traffic Congestion/Road	.19	.28	.27	.34	.36	.20	.28	.24	.22	.29	.36	.27	.29
Affordable Housing/Cost of Living	.15	.16	.14	.12	.11	.18	.13	.29	.13	.15	.09	.14	.14
Building/Growth	.08	.11	.17	.07	.08	.10	.13	.12	.11	.10	.11	.06	.10
Too Many People/Density	.06	.08	.09	.08	.07	.08	.10	.00	.10	.10	.09	.06	.08
Crime/Drugs/Gangs	.11	.09	.03	.03	.05	.05	.07	.03	.07	.05	.05	.09	.06
Pollution/Enviro	.04	.04	.09	.05	.03	.09	.05	.09	.09	.04	.05	.03	.05
Poor Economy/Lack of Jobs	.08	.05	.08	.03	.04	.06	.04	.06	.08	.02	.05	.04	.05
High Taxes/Bad Gov't	.03	.00	.01	.04	.02	.04	.02	.03	.02	.02	.03	.03	.03
Poor Education/Schools/Youth	.01	.03	.00	.03	.03	.01	.01	.00	.03	.02	.01	.03	.02

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Issues Threatening Quality of Life Demographics:

Table III. B3.	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	
Traffic Congestion/Road	.16	.26	.18	.33	.18	.40	.13	.31	.30	.29	.34	.39	.23	.29
Affordable Housing/Cost of Living	.22	.12	.20	.07	.23	.12	.27	.17	.15	.14	.05	.04	.10	.14
Building/Growth	.03	.07	.09	.12	.18	.11	.05	.08	.09	.05	.16	.15	.15	.10
Too Many People/Density	.06	.12	.07	.07	.08	.09	.09	.07	.06	.07	.10	.09	.08	.08
Crime/Drugs/Gangs	.09	.07	.08	.07	.05	.03	.16	.01	.06	.07	.05	.06	.00	.06
Pollution/Enviro	.06	.04	.11	.05	.03	.06	.02	.10	.00	.02	.07	.06	.08	.05
Poor Economy/Lack of Jobs	.06	.05	.05	.05	.08	.05	.02	.05	.12	.12	.02	.00	.08	.05
High Taxes/Bad Gov't	.00	.01	.03	.07	.08	.02	.03	.06	.00	.00	.02	.02	.03	.03
Poor Education/Schools/Youth	.00	.01	.05	.02	.00	.02	.05	.00	.03	.05	.00	.00	.03	.02

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