

Pure Demographics:

Table I. A1.		AGE					GENDER		Total	
		18-34	35-44	45-54	55-64	65-74	75+	Male		Female
TURNOUT HISTORY	Non-Voter	17%	14%	7%	6%	12%	5%	16%	20%	18%
	Low	50%	24%	19%	9%	10%	12%	24%	25%	24%
	Medium	17%	31%	13%	18%	17%	12%	21%	11%	16%
	High	15%	31%	61%	66%	61%	71%	39%	44%	41%
Total	n=	46	51	70	65	41	58	182	218	400
PARTY	Republican	27%	57%	39%	41%	44%	47%	38%	35%	36%
	Democrat	22%	18%	37%	37%	29%	36%	19%	31%	25%
	Non-Partisan/Other	33%	12%	19%	19%	17%	12%	27%	15%	21%
	Not Registered	18%	14%	6%	3%	10%	5%	16%	19%	17%
Total	n=	45	51	70	64	41	58	181	216	397
IDEOLOGY	Very liberal	18%	14%	7%	6%	10%	7%	12%	13%	13%
	Somewhat liberal	29%	12%	40%	25%	20%	18%	19%	27%	23%
	In Between/Unsure	13%	22%	16%	12%	10%	16%	18%	15%	16%
	Somewhat conservative	22%	33%	16%	37%	39%	35%	35%	22%	28%
	Very conservative	18%	20%	21%	20%	22%	25%	17%	24%	21%
Total	n=	45	51	70	65	41	57	180	217	397

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	3%	7%	3%	4%	16%	22%	5%	6%	6%
	\$20-40k	31%	13%	11%	7%	22%	37%	18%	23%	21%
	\$40-60k	36%	11%	17%	20%	25%	24%	24%	26%	25%
	\$60-80k	5%	24%	13%	20%	19%	7%	14%	14%	14%
	\$80-100k	8%	18%	30%	20%	9%	7%	15%	14%	15%
	\$100-150k	10%	22%	16%	19%	3%	0%	17%	9%	12%
	>\$150k	8%	4%	11%	9%	6%	2%	6%	7%	7%
Total	n=	39	45	64	54	32	41	157	181	338
ETHNICITY	White	53%	50%	65%	71%	78%	88%	57%	61%	60%
	Hispanic/English Speaking	29%	18%	19%	11%	10%	7%	17%	21%	19%
	Hispanic/Spanish Speaking	7%	8%	3%	2%	3%	0%	7%	6%	7%
	Mixed Race	4%	12%	10%	6%	5%	2%	8%	5%	7%
	Other Ethnicity	7%	12%	3%	11%	5%	4%	10%	6%	8%
Total	n=	45	50	69	65	40	57	179	216	395

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Pure Demographics:

Table I. A3.		AGE						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
AREA	South City	15%	16%	10%	12%	7%	10%	19%	14%	16%
	North City	22%	27%	30%	20%	20%	33%	20%	28%	25%
	South Burbs	20%	14%	7%	15%	17%	9%	16%	15%	15%
	East Burbs	15%	8%	20%	14%	20%	9%	16%	9%	12%
	North Burbs	20%	12%	9%	15%	20%	10%	12%	16%	14%
	North Coastal	7%	18%	16%	9%	15%	19%	10%	13%	12%
	East County	2%	6%	9%	14%	2%	10%	7%	5%	6%
Total	n=	46	51	70	65	41	58	182	218	400
LENGTH OF RESIDENCY	<3 Years	11%	4%	3%	2%	0%	7%	6%	10%	8%
	3-5 Years	13%	18%	7%	3%	10%	2%	15%	9%	12%
	6-10 Years	17%	20%	13%	6%	10%	3%	15%	13%	14%
	11-20 Years	26%	22%	23%	18%	15%	17%	24%	20%	22%
	21+ Years	33%	37%	54%	71%	66%	71%	41%	48%	45%
Total	n=	46	51	70	65	41	58	181	218	399

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Pure Demographics:

Table I. A4.		AGE						Total
		18-34	35-44	45-54	55-64	65-74	75+	
GENDER	Male	43%	53%	49%	51%	44%	33%	46%
	Female	57%	47%	51%	49%	56%	67%	54%
Total	n=	46	51	70	65	41	58	400

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Pure Demographics:

Table I. B1.		TURNOUT HISTORY				PARTY				IDEOLOGY					Total
		Non-Voter	Low	Medium	High	Republican	Democrat	Non-Partisan/Other	Not Registered	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
AGE	18-34	51%	63%	33%	14%	24%	30%	55%	54%	51%	41%	31%	29%	32%	36%
	35-44	24%	18%	35%	18%	32%	15%	12%	26%	24%	10%	31%	27%	22%	22%
	45-54	10%	11%	11%	27%	17%	24%	15%	8%	10%	27%	17%	10%	18%	17%
	55-64	5%	3%	9%	17%	10%	14%	8%	3%	5%	10%	8%	13%	10%	10%
	65-74	7%	3%	7%	12%	9%	8%	6%	6%	6%	6%	5%	11%	9%	8%
	75+	3%	3%	5%	13%	9%	10%	4%	3%	4%	5%	8%	9%	9%	7%
Total	n=	32	65	59	175	139	102	60	28	32	81	49	98	69	331
GENDER	Male	41%	45%	62%	43%	48%	35%	60%	42%	43%	37%	50%	57%	38%	46%
	Female	59%	55%	38%	57%	52%	65%	40%	58%	57%	63%	50%	43%	62%	54%
Total	n=	60	68	60	212	157	115	71	54	41	90	62	117	87	400

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Pure Demographics:

Table I. B2.		TURNOUT HISTORY				PARTY				IDEOLOGY					Total
		Non-Voter	Low	Medium	High	Republican	Democrat	Non-Partisan/Other	Not Registered	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
INCOME	<\$20k	12%	6%	2%	3%	2%	5%	6%	13%	8%	6%	6%	6%	2%	6%
	\$20-40k	41%	21%	21%	12%	15%	15%	21%	42%	14%	22%	30%	18%	23%	21%
	\$40-60k	23%	26%	23%	27%	21%	26%	31%	21%	49%	12%	8%	27%	34%	25%
	\$60-80k	7%	11%	15%	19%	18%	16%	12%	7%	10%	14%	23%	16%	10%	14%
	\$80-100k	6%	10%	21%	20%	21%	20%	7%	5%	5%	17%	9%	19%	16%	15%
	\$100-150k	8%	13%	15%	13%	14%	13%	12%	8%	9%	16%	18%	10%	10%	12%
	>\$150k	4%	13%	3%	6%	8%	5%	11%	4%	5%	12%	6%	4%	6%	7%
Total	n=	54	62	55	167	124	99	64	49	36	81	45	101	73	338
ETHNICITY	White	33%	55%	59%	74%	74%	62%	54%	33%	59%	60%	54%	57%	68%	60%
	Hispanic/English Speaking	27%	25%	21%	12%	12%	26%	16%	27%	23%	19%	23%	18%	15%	19%
	Hispanic/Spanish Speaking	29%	4%	0%	1%	0%	1%	6%	30%	8%	6%	10%	10%	1%	7%
	Mixed Race	3%	3%	13%	8%	7%	6%	10%	3%	5%	6%	6%	6%	10%	7%
	Other Ethnicity	8%	13%	7%	4%	7%	5%	14%	7%	6%	9%	8%	9%	6%	8%
Total	n=	60	66	60	209	153	115	70	54	41	90	59	115	87	395

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Pure Demographics:

Table I. B3.		TURNOUT HISTORY				PARTY				IDEOLOGY					Total
		Non-Voter	Low	Medium	High	Republican	Democrat	Non-Partisan/Other	Not Registered	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
AREA	South City	29%	13%	15%	12%	6%	10%	28%	31%	37%	15%	20%	11%	8%	16%
	North City	21%	24%	13%	31%	27%	27%	21%	22%	28%	31%	28%	18%	24%	25%
	South Burbs	20%	22%	11%	11%	14%	15%	16%	19%	12%	12%	20%	17%	17%	15%
	East Burbs	9%	9%	19%	13%	11%	15%	11%	10%	1%	13%	14%	17%	8%	12%
	North Burbs	15%	20%	9%	12%	18%	11%	10%	14%	4%	18%	2%	15%	26%	14%
	North Coastal	6%	5%	25%	13%	13%	16%	11%	5%	16%	9%	12%	15%	9%	12%
	East County	0%	6%	10%	7%	10%	6%	3%	0%	3%	3%	5%	8%	9%	6%
Total	n=	60	68	60	212	157	115	71	54	41	90	62	117	87	400
LENGTH OF RESIDENCY	<3 Years	8%	12%	5%	6%	4%	11%	9%	7%	18%	10%	2%	3%	10%	8%
	3-5 Years	22%	15%	14%	5%	5%	7%	22%	22%	17%	14%	20%	8%	5%	12%
	6-10 Years	19%	16%	15%	10%	13%	12%	13%	20%	20%	15%	14%	11%	12%	14%
	11-20 Years	23%	22%	11%	25%	23%	15%	27%	23%	17%	21%	19%	22%	28%	22%
	21+ Years	28%	35%	55%	54%	54%	55%	29%	28%	28%	40%	44%	56%	44%	45%
Total	n=	59	68	60	212	157	115	71	53	41	90	62	116	87	399

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Pure Demographics:

Table I. B4.		TURNOUT HISTORY				Total
		Non-Voter	Low	Medium	High	
PARTY	Republican	2%	30%	50%	50%	36%
	Democrat	3%	30%	24%	33%	25%
	Non-Partisan/Other	1%	40%	26%	16%	21%
	Not Registered	94%	0%	0%	0%	17%
Total	n=	60	68	60	209	397
IDEOLOGY	Very liberal	13%	13%	16%	11%	13%
	Somewhat liberal	17%	31%	14%	25%	23%
	In Between/Unsure	25%	18%	16%	11%	16%
	Somewhat conservative	31%	22%	36%	26%	28%
	Very conservative	14%	17%	19%	27%	21%
Total	n=	60	67	60	210	397

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

Pure Demographics:

		INCOME							ETHNICITY					Total
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic/English Speaking	Hispanic/Spanish Speaking	Mixed Race	Other Ethnicity	
Table I. C1.														
AGE	18-34	16%	54%	55%	14%	18%	27%	38%	32%	53%	48%	23%	33%	36%
	35-44	26%	15%	11%	41%	26%	37%	14%	18%	20%	35%	37%	36%	22%
	45-54	10%	10%	13%	17%	35%	21%	27%	18%	16%	10%	24%	7%	17%
	55-64	6%	3%	8%	15%	13%	13%	12%	12%	5%	3%	9%	15%	10%
	65-74	19%	7%	7%	10%	4%	2%	6%	10%	4%	4%	5%	5%	8%
	75+	23%	11%	6%	3%	3%	0%	2%	11%	3%	0%	2%	4%	7%
Total	n=	22	51	59	41	47	35	20	221	50	11	22	22	331
GENDER	Male	43%	40%	44%	47%	48%	63%	42%	44%	41%	49%	58%	60%	46%
	Female	57%	60%	56%	53%	52%	37%	58%	56%	59%	51%	42%	40%	54%
Total	n=	26	65	77	52	56	39	23	260	61	20	26	28	400

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Pure Demographics:

		INCOME							ETHNICITY					Total
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic/English Speaking	Hispanic/Spanish Speaking	Mixed Race	Other Ethnicity	
Table I. C2.														
TURNOUT HISTORY	Non-Voter	42%	37%	17%	10%	8%	12%	10%	10%	26%	81%	7%	19%	18%
	Low	28%	25%	26%	20%	17%	27%	49%	22%	31%	14%	10%	42%	24%
	Medium	7%	16%	16%	17%	24%	20%	8%	16%	17%	0%	31%	15%	16%
	High	23%	21%	41%	52%	52%	41%	33%	52%	26%	4%	52%	24%	41%
Total	n=	26	65	77	52	56	39	23	260	61	20	26	28	400
PARTY	Republican	13%	25%	29%	44%	49%	39%	38%	45%	23%	0%	38%	31%	36%
	Democrat	22%	19%	28%	29%	35%	27%	18%	27%	35%	3%	24%	17%	25%
	Non-Partisan/Other	23%	21%	27%	18%	9%	21%	33%	18%	17%	19%	30%	36%	21%
	Not Registered	42%	36%	15%	9%	7%	12%	10%	10%	25%	78%	7%	16%	17%
Total	n=	26	65	75	52	56	39	23	258	60	20	26	28	397
IDEOLOGY	Very liberal	20%	9%	27%	9%	4%	10%	11%	13%	15%	15%	10%	9%	13%
	Somewhat liberal	26%	25%	12%	24%	28%	32%	44%	23%	24%	19%	21%	28%	23%
	In Between/Unsure	15%	19%	4%	21%	8%	20%	11%	14%	19%	22%	13%	15%	16%
	Somewhat conservative	30%	23%	29%	31%	36%	21%	17%	26%	26%	40%	25%	33%	28%
	Very conservative	8%	23%	28%	15%	23%	17%	17%	24%	17%	4%	32%	15%	21%
Total	n=	25	65	77	52	55	39	23	258	60	20	26	28	397

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Pure Demographics:

		INCOME						ETHNICITY					Total	
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic/English Speaking	Hispanic/Spanish Speaking	Mixed Race		Other Ethnicity
Table I. C3.														
AREA	South City	38%	20%	20%	18%	7%	3%	8%	12%	16%	65%	7%	7%	16%
	North City	13%	24%	20%	28%	21%	26%	36%	32%	9%	0%	20%	29%	25%
	South Burbs	11%	27%	12%	20%	9%	14%	8%	8%	24%	35%	28%	19%	15%
	East Burbs	13%	7%	10%	10%	24%	25%	0%	12%	22%	0%	15%	0%	12%
	North Burbs	18%	10%	13%	7%	19%	17%	32%	15%	20%	0%	4%	13%	14%
	North Coastal	3%	9%	15%	14%	15%	8%	8%	13%	6%	0%	16%	25%	12%
	East County	4%	3%	10%	3%	4%	7%	7%	7%	2%	0%	9%	8%	6%
Total	n=	26	65	77	52	56	39	23	260	61	20	26	28	400
LENGTH OF RESIDENCY	<3 Years	8%	6%	11%	16%	0%	0%	28%	8%	6%	14%	0%	11%	8%
	3-5 Years	23%	25%	5%	5%	9%	15%	9%	10%	10%	33%	7%	16%	12%
	6-10 Years	13%	7%	25%	13%	7%	11%	7%	11%	14%	19%	20%	25%	14%
	11-20 Years	15%	23%	19%	13%	22%	29%	17%	22%	23%	19%	15%	10%	22%
	21+ Years	41%	39%	40%	52%	62%	45%	38%	48%	46%	14%	57%	38%	45%
Total	n=	26	65	77	52	56	39	23	259	61	20	26	28	399

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 San Diego, CA 92101

Pure Demographics:

		ETHNICITY					Total
		White	Hispanic/English Speaking	Hispanic/Spanish Speaking	Mixed Race	Other Ethnicity	
Table I. C4.							
INCOME	<\$20k	3%	3%	30%	12%	6%	6%
	\$20-40k	19%	24%	45%	27%	5%	21%
	\$40-60k	24%	34%	23%	14%	23%	25%
	\$60-80k	15%	15%	2%	20%	16%	14%
	\$80-100k	17%	10%	0%	16%	19%	15%
	\$100-150k	14%	11%	0%	10%	14%	12%
	>\$150k	8%	3%	0%	0%	17%	7%
Total	n=	216	55	19	22	26	338

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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	42%	32%	48%	39%	48%	19%	14%	66%	43%	44%	43%	26%	36%
	35-44	26%	24%	20%	12%	17%	31%	22%	14%	35%	30%	21%	18%	22%
	45-54	13%	20%	8%	24%	10%	22%	25%	8%	11%	15%	17%	20%	17%
	55-64	9%	8%	10%	10%	10%	7%	23%	3%	3%	4%	8%	15%	10%
	65-74	4%	6%	9%	11%	10%	9%	3%	0%	7%	5%	5%	11%	8%
	75+	6%	10%	4%	4%	5%	11%	13%	9%	1%	2%	6%	11%	7%
Total	n=	39	85	43	47	45	46	26	14	27	37	67	186	331
GENDER	Male	53%	38%	49%	61%	38%	41%	53%	33%	57%	49%	51%	42%	46%
	Female	47%	62%	51%	39%	62%	59%	47%	67%	43%	51%	49%	58%	54%
Total	n=	57	102	56	50	52	53	30	24	37	44	79	215	400

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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 HISTORY	Non-Voter	33%	16%	24%	14%	20%	9%	0%	20%	33%	25%	19%	11%	18%
	Low	20%	24%	35%	18%	35%	11%	25%	38%	31%	29%	25%	19%	24%
	Medium	15%	8%	11%	24%	10%	33%	26%	10%	18%	17%	8%	19%	16%
	High	32%	52%	31%	44%	36%	47%	49%	32%	18%	30%	47%	50%	41%
Total	n=	57	102	56	50	52	53	30	24	37	44	79	215	400
PARTY	Republican	14%	40%	33%	33%	48%	40%	63%	21%	16%	35%	39%	44%	36%
	Democrat	16%	28%	25%	32%	20%	34%	25%	38%	15%	22%	17%	32%	25%
	Non-Partisan/Other	36%	17%	21%	20%	15%	19%	12%	25%	38%	19%	26%	13%	21%
	Not Registered	33%	16%	21%	14%	17%	7%	0%	16%	31%	25%	18%	11%	17%
Total	n=	57	101	56	49	51	53	30	23	37	44	79	213	397
IDEOLOGY	Very liberal	29%	14%	10%	1%	4%	16%	5%	29%	18%	18%	10%	8%	13%
	Somewhat liberal	21%	28%	17%	25%	29%	18%	12%	29%	27%	25%	22%	21%	23%
	In Between/Unsure	20%	18%	21%	19%	2%	16%	13%	5%	27%	17%	14%	16%	16%
	Somewhat conservative	19%	20%	30%	40%	28%	34%	38%	11%	19%	22%	27%	34%	28%
	Very conservative	10%	20%	22%	15%	38%	15%	32%	25%	9%	19%	27%	21%	21%
Total	n=	56	102	56	49	51	53	30	24	37	44	79	212	397

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 2170 Fourth Avenue
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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	14%	3%	4%	6%	7%	1%	4%	5%	11%	6%	4%	5%	6%
	\$20-40k	26%	21%	36%	12%	15%	17%	10%	14%	43%	11%	24%	18%	21%
	\$40-60k	32%	21%	19%	19%	22%	33%	43%	33%	11%	47%	23%	22%	25%
	\$60-80k	16%	17%	18%	11%	7%	17%	7%	26%	5%	15%	9%	16%	14%
	\$80-100k	7%	13%	9%	28%	19%	19%	11%	0%	11%	8%	16%	20%	15%
	\$100-150k	2%	14%	11%	24%	14%	8%	16%	0%	15%	10%	17%	12%	12%
>\$150k	3%	11%	4%	0%	15%	5%	9%	22%	5%	4%	6%	6%	7%	
Total	n=	47	86	49	44	45	44	23	22	34	37	64	181	338
ETHNICITY	White	45%	78%	32%	57%	64%	66%	74%	61%	51%	47%	64%	63%	60%
	Hispanic/English Speaking	20%	7%	31%	35%	27%	10%	5%	16%	16%	20%	22%	20%	19%
	Hispanic/Spanish Speaking	28%	0%	15%	0%	0%	0%	0%	12%	19%	9%	6%	2%	7%
	Mixed Race	3%	5%	12%	8%	2%	9%	11%	0%	4%	10%	5%	8%	7%
	Other Ethnicity	3%	9%	9%	0%	7%	16%	10%	11%	10%	14%	4%	6%	8%
Total	n=	56	100	55	50	52	53	29	24	37	44	76	213	395

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

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	14%	9%	2%	0%	16%	7%	0%	8%
	3-5 Years	12%	15%	20%	8%	8%	8%	2%	12%
	6-10 Years	14%	14%	14%	6%	13%	29%	0%	14%
	11-20 Years	31%	25%	15%	15%	19%	20%	25%	22%
	21+ Years	29%	37%	49%	71%	44%	36%	73%	45%
Total	n=	57	102	56	50	52	52	30	399

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

Impression of San Diego Demographics:

Table II. A1.		AGE						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
IMPRESSION OF CITY OF SAN DIEGO	Very Unfavorable	7%	2%	3%	2%	0%	2%	5%	1%	3%
	Somewhat Unfavorable	2%	2%	6%	2%	5%	5%	3%	5%	4%
	Neutral/Unsure	4%	4%	3%	8%	7%	17%	5%	5%	5%
	Somewhat Favorable	20%	22%	20%	20%	22%	14%	22%	18%	20%
	Very Favorable	67%	71%	69%	69%	66%	62%	65%	71%	68%
Total	n=	46	51	70	65	41	58	182	218	400

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

Impression of San Diego Demographics:

Table II. A2.		TURNOUT HISTORY				PARTY				IDEOLOGY					Total
		Non-Voter	Low	Medium	High	Republican	Democrat	Non-Partisan/Other	Not Registered	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
IMPRESSION OF CITY OF SAN DIEGO	Very Unfavorable	1%	3%	5%	3%	1%	4%	3%	1%	0%	1%	8%	2%	1%	3%
	Somewhat Unfavorable	4%	2%	0%	6%	3%	8%	2%	2%	2%	5%	5%	3%	4%	4%
	Neutral/Unsure	8%	5%	4%	5%	6%	3%	7%	6%	1%	7%	9%	3%	6%	5%
	Somewhat Favorable	14%	24%	19%	20%	19%	16%	29%	15%	7%	21%	28%	22%	17%	20%
	Very Favorable	72%	66%	72%	66%	70%	69%	59%	76%	90%	65%	50%	70%	71%	68%
Total	n=	60	68	60	212	157	115	71	54	41	90	62	117	87	400

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

Impression of San Diego Demographics:

Table II. A3.		INCOME						ETHNICITY					Total	
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic/English Speaking	Hispanic/Spanish Speaking	Mixed Race		Other Ethnicity
IMPRESSION OF CITY OF SAN DIEGO	Very Unfavorable	2%	4%	0%	3%	3%	6%	0%	3%	7%	0%	0%	0%	3%
	Somewhat Unfavorable	0%	6%	4%	5%	0%	2%	5%	6%	2%	3%	0%	0%	4%
	Neutral/Unsure	0%	5%	5%	4%	1%	12%	4%	4%	7%	0%	3%	14%	5%
	Somewhat Favorable	28%	29%	10%	18%	28%	18%	13%	18%	12%	24%	25%	37%	20%
	Very Favorable	70%	57%	81%	70%	68%	62%	78%	69%	72%	73%	72%	49%	68%
Total	n=	26	65	77	52	56	39	23	260	61	20	26	28	400

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

Impression of San Diego 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
IMPRESSION OF CITY OF SAN DIEGO	Very Unfavorable	1%	3%	2%	12%	0%	0%	2%	0%	5%	1%	0%	4%	3%
	Somewhat Unfavorable	1%	8%	3%	4%	2%	4%	2%	1%	11%	3%	4%	3%	4%
	Neutral/Unsure	1%	3%	6%	4%	10%	8%	11%	10%	6%	0%	6%	5%	5%
	Somewhat Favorable	33%	15%	15%	18%	12%	27%	23%	5%	20%	18%	32%	16%	20%
	Very Favorable	64%	71%	74%	62%	76%	61%	62%	83%	57%	78%	57%	71%	68%
Total	n=	57	102	56	50	52	53	30	24	37	44	79	215	400

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

San Diego Attributes Demographics:

Table III. A1.		AGE						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
SAN DIEGO'S BEST ATTRIBUTE	Weather/Climate	50%	63%	60%	75%	71%	60%	58%	60%	59%
	Coastline/Beachers/ Ocean	17%	4%	9%	6%	5%	9%	11%	9%	10%
	People/Culture	7%	8%	6%	3%	2%	3%	6%	6%	6%
	Tourism/Attractions	7%	6%	4%	3%	10%	3%	8%	4%	6%
	Location	2%	8%	7%	5%	2%	3%	4%	5%	5%
	Beauty	4%	2%	4%	3%	0%	5%	2%	3%	3%
	Environment	2%	4%	0%	2%	2%	0%	2%	2%	2%
	Business/Economic	2%	0%	4%	0%	5%	2%	2%	2%	2%
	Downtown	2%	0%	0%	0%	2%	0%	1%	1%	1%
	Quality of Life	2%	0%	1%	0%	0%	2%	0%	2%	1%
	Schools	2%	0%	0%	0%	0%	0%	0%	2%	1%
	Other	0%	2%	4%	2%	0%	7%	2%	1%	2%
	Don't Know/Unsure	2%	4%	0%	2%	0%	5%	3%	2%	2%
Total	n=	46	51	70	65	41	58	182	218	400
SAN DIEGO'S WORST ATTRIBUTE	Traffic	22%	29%	30%	23%	34%	19%	21%	26%	24%
	Growth/Congestion/ Overcrowding	24%	10%	19%	6%	17%	21%	14%	21%	18%
	Affordable Housing	11%	14%	6%	9%	7%	2%	13%	10%	11%
	Cost of Living	11%	8%	13%	5%	2%	9%	8%	11%	10%
	Government/Politics	2%	10%	3%	12%	17%	14%	11%	4%	7%
	Crime/Drugs/Gangs	4%	0%	7%	5%	7%	4%	2%	5%	4%
	People	4%	4%	4%	2%	2%	2%	4%	3%	3%
	Jobs/Economy/Empl oyment	2%	4%	1%	5%	5%	2%	4%	2%	3%
	Immigration	2%	2%	3%	9%	0%	0%	3%	3%	3%
	Homeless	2%	2%	3%	2%	0%	0%	2%	2%	2%
	Infrastructure	0%	0%	1%	8%	0%	5%	1%	3%	2%
	Location	4%	0%	1%	2%	0%	0%	3%	0%	2%
	Weather	2%	2%	1%	2%	0%	2%	2%	1%	1%
	Environment	0%	0%	1%	3%	0%	2%	0%	2%	1%
	Other	0%	2%	0%	5%	5%	0%	1%	2%	2%
Nothing	2%	8%	3%	5%	0%	16%	6%	3%	5%	
Don't Know/Unsure	4%	6%	1%	0%	2%	4%	4%	3%	3%	
Total	n=	45	51	69	65	41	57	180	215	395

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

San Diego Attributes Demographics:

		TURNOUT HISTORY				PARTY				IDEOLOGY					Total
		Non-Voter	Low	Medium	High	Republican	Democrat	Non-Partisan/Other	Not Registered	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
Table III. A2. SAN DIEGO'S BEST ATTRIBUTE	Weather/Climate	49%	36%	79%	70%	72%	57%	49%	50%	61%	58%	44%	62%	70%	59%
	Coastline/Beaches/Ocean	11%	19%	5%	7%	8%	8%	12%	11%	3%	11%	14%	15%	2%	10%
	People/Culture	10%	10%	1%	4%	2%	7%	9%	10%	8%	9%	6%	4%	5%	6%
	Tourism/Attractions	5%	7%	5%	6%	5%	7%	7%	3%	2%	3%	13%	5%	8%	6%
	Location	3%	7%	4%	5%	5%	4%	6%	3%	1%	4%	7%	6%	4%	5%
	Beauty	3%	8%	0%	1%	3%	2%	5%	3%	4%	4%	1%	1%	5%	3%
	Environment	4%	0%	4%	1%	0%	2%	3%	5%	10%	1%	0%	2%	0%	2%
	Business/Economic	5%	0%	1%	2%	1%	1%	2%	5%	0%	6%	2%	1%	0%	2%
	Downtown	2%	3%	1%	0%	0%	3%	0%	2%	0%	3%	0%	1%	1%	1%
	Quality of Life	0%	3%	0%	0%	0%	3%	1%	0%	5%	1%	0%	0%	0%	1%
	Schools	5%	0%	0%	0%	0%	0%	0%	5%	0%	0%	4%	0%	1%	1%
Other	1%	2%	1%	2%	2%	3%	2%	0%	2%	0%	3%	2%	2%	2%	
Don't Know/Unsure	2%	5%	0%	1%	3%	2%	3%	2%	3%	1%	8%	0%	2%	2%	
Total	n=	60	68	60	212	157	115	71	54	41	90	62	117	87	400
SAN DIEGO'S WORST ATTRIBUTE	Traffic	12%	29%	26%	25%	30%	29%	16%	11%	22%	23%	18%	26%	28%	24%
	Growth/Congestion/Overcrowding	21%	16%	16%	18%	18%	20%	11%	20%	21%	19%	15%	15%	18%	18%
	Affordable Housing	15%	12%	9%	10%	10%	8%	15%	14%	8%	9%	13%	16%	8%	11%
	Cost of Living	14%	6%	8%	10%	7%	9%	10%	15%	13%	12%	7%	9%	8%	10%
	Government/Politics	3%	3%	4%	13%	9%	8%	8%	3%	3%	8%	7%	8%	7%	7%
	Crime/Drugs/Gangs	6%	5%	4%	2%	3%	2%	5%	6%	0%	6%	7%	2%	4%	4%
	People	5%	3%	3%	2%	1%	2%	7%	6%	3%	7%	6%	0%	1%	3%
	Jobs/Economy/Employment	5%	3%	2%	3%	1%	2%	4%	6%	5%	1%	1%	6%	1%	3%
	Immigration	2%	1%	9%	2%	5%	1%	2%	2%	0%	0%	6%	5%	2%	3%
	Homeless	3%	4%	0%	2%	2%	3%	1%	3%	2%	4%	1%	2%	1%	2%
	Infrastructure	2%	0%	2%	3%	0%	5%	2%	2%	2%	4%	3%	1%	1%	2%
	Location	0%	3%	4%	1%	3%	0%	3%	0%	5%	3%	0%	3%	1%	2%
	Weather	0%	3%	2%	1%	3%	1%	0%	0%	2%	0%	0%	1%	4%	1%
	Environment	2%	0%	2%	1%	1%	1%	1%	2%	2%	1%	0%	2%	2%	1%
	Other	6%	1%	1%	1%	1%	0%	1%	6%	4%	0%	2%	1%	3%	2%
Nothing	3%	2%	9%	5%	6%	5%	4%	3%	3%	3%	5%	3%	10%	5%	
Don't Know/Unsure	0%	10%	1%	1%	1%	3%	10%	0%	5%	4%	8%	1%	2%	3%	
Total	n=	59	67	59	210	156	112	71	53	41	87	62	116	86	395

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

San Diego Attributes Demographics:

		INCOME							ETHNICITY					Total
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic/English Speaking	Hispanic/Spanish Speaking	Mixed Race	Other Ethnicity	
Table III. A3.														
SAN DIEGO'S BEST ATTRIBUTE	Weather/Climate	47%	50%	65%	65%	60%	72%	56%	64%	59%	22%	62%	62%	59%
	Coastline/Beachers/Ocean	8%	7%	5%	11%	18%	0%	22%	10%	12%	9%	13%	4%	10%
	People/Culture	0%	8%	9%	0%	3%	6%	11%	5%	3%	13%	9%	13%	6%
	Tourism/Attractions	3%	8%	6%	4%	2%	12%	3%	6%	9%	0%	11%	3%	6%
	Location	7%	3%	6%	6%	7%	6%	0%	5%	3%	4%	5%	9%	5%
	Beauty	2%	5%	1%	5%	2%	1%	0%	2%	2%	15%	0%	0%	3%
	Environment	0%	6%	0%	2%	4%	0%	0%	3%	0%	5%	0%	0%	2%
	Business/Economic	19%	0%	2%	0%	3%	0%	4%	2%	0%	14%	0%	0%	2%
	Downtown	0%	6%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	1%
	Quality of Life	0%	1%	0%	5%	0%	2%	0%	1%	3%	0%	0%	0%	1%
	Schools	0%	4%	1%	0%	0%	0%	0%	0%	0%	14%	0%	0%	1%
	Other	7%	1%	3%	2%	1%	0%	3%	1%	1%	3%	0%	9%	2%
	Don't Know/Unsure	7%	2%	0%	0%	0%	0%	0%	1%	3%	0%	0%	2%	2%
Total	n=	26	65	77	52	56	39	23	260	61	20	26	28	400
SAN DIEGO'S WORST ATTRIBUTE	Traffic	11%	19%	26%	36%	16%	23%	29%	26%	18%	7%	50%	12%	24%
	Growth/Congestion/Overcrowding	11%	12%	25%	19%	17%	16%	18%	22%	19%	5%	2%	7%	18%
	Affordable Housing	3%	11%	12%	13%	8%	12%	13%	8%	18%	14%	3%	22%	11%
	Cost of Living	14%	11%	15%	7%	16%	5%	0%	8%	16%	4%	2%	19%	10%
	Government/Politics	0%	2%	5%	9%	15%	10%	20%	9%	2%	0%	6%	17%	7%
	Crime/Drugs/Gangs	5%	6%	1%	2%	4%	2%	13%	4%	1%	16%	3%	0%	4%
	People	18%	7%	0%	2%	0%	2%	0%	2%	1%	25%	0%	0%	3%
	Jobs/Economy/Employment	10%	5%	4%	0%	2%	0%	0%	1%	4%	5%	2%	11%	3%
	Immigration	0%	1%	1%	4%	6%	10%	0%	3%	4%	6%	1%	0%	3%
	Homeless	4%	5%	1%	0%	2%	4%	0%	1%	3%	3%	6%	4%	2%
	Infrastructure	4%	3%	1%	2%	3%	0%	0%	3%	0%	0%	5%	0%	2%
	Location	0%	4%	0%	0%	2%	0%	0%	2%	0%	0%	5%	0%	2%
	Weather	0%	0%	1%	0%	0%	11%	0%	2%	0%	0%	3%	0%	1%
	Environment	0%	3%	1%	2%	1%	0%	0%	0%	3%	4%	2%	0%	1%
Other	6%	2%	1%	1%	0%	4%	0%	2%	2%	4%	0%	0%	2%	
Nothing	6%	4%	3%	2%	9%	0%	6%	4%	6%	4%	6%	3%	5%	
Don't Know/Unsure	8%	6%	2%	0%	0%	0%	0%	2%	3%	0%	5%	5%	3%	
Total	n=	26	64	76	52	55	39	22	258	60	20	25	27	395

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

San Diego Attributes Demographics:

Table III. 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
SAN DIEGO'S BEST ATTRIBUTE	Weather/Climate	48%	63%	49%	62%	69%	61%	72%	59%	51%	55%	58%	64%	59%
	Coastline/Beachers/Ocean	8%	6%	14%	8%	20%	11%	4%	20%	6%	19%	7%	8%	10%
	People/Culture	11%	12%	6%	0%	1%	2%	5%	0%	18%	5%	8%	4%	6%
	Tourism/Attractions	4%	7%	5%	7%	1%	13%	2%	6%	5%	3%	5%	7%	6%
	Location	3%	2%	2%	15%	0%	9%	8%	0%	2%	5%	3%	7%	5%
	Beauty	3%	0%	8%	2%	2%	0%	5%	1%	5%	4%	1%	3%	3%
	Environment	6%	1%	2%	1%	0%	3%	0%	0%	6%	1%	3%	1%	2%
	Business/Economic	5%	1%	3%	3%	0%	0%	0%	4%	0%	6%	1%	1%	2%
	Downtown	0%	0%	6%	1%	0%	0%	0%	0%	0%	0%	1%	2%	1%
	Quality of Life	0%	4%	0%	0%	0%	0%	0%	8%	1%	0%	0%	0%	1%
	Schools	6%	0%	0%	0%	0%	0%	0%	0%	0%	2%	3%	0%	1%
	Other	0%	2%	4%	1%	2%	0%	2%	0%	2%	0%	3%	2%	2%
Don't Know/Unsure	6%	2%	1%	0%	5%	1%	2%	1%	3%	0%	6%	1%	2%	
Total	n=	57	102	56	50	52	53	30	24	37	44	79	215	400
SAN DIEGO'S WORST ATTRIBUTE	Traffic	8%	36%	18%	15%	32%	27%	21%	39%	20%	29%	28%	19%	24%
	Growth/Congestion/Overcrowding	13%	15%	14%	21%	26%	21%	14%	14%	7%	19%	7%	26%	18%
	Affordable Housing	13%	11%	21%	7%	5%	8%	9%	12%	19%	9%	13%	9%	11%
	Cost of Living	9%	11%	3%	16%	10%	10%	7%	8%	11%	16%	8%	9%	10%
	Government/Politics	5%	12%	7%	6%	1%	6%	13%	0%	2%	0%	9%	11%	7%
	Crime/Drugs/Gangs	6%	1%	2%	6%	5%	6%	2%	10%	0%	3%	4%	4%	4%
	People	9%	0%	6%	1%	0%	5%	4%	0%	14%	9%	0%	1%	3%
	Jobs/Economy/Empl oyment	7%	1%	6%	3%	3%	1%	0%	6%	4%	0%	5%	2%	3%
	Immigration	3%	1%	2%	10%	1%	1%	5%	0%	0%	1%	2%	5%	3%
	Homeless	1%	0%	6%	2%	0%	2%	7%	0%	0%	2%	1%	3%	2%
	Infrastructure	1%	3%	3%	2%	1%	2%	0%	0%	2%	2%	0%	3%	2%
	Location	4%	0%	0%	0%	5%	0%	5%	0%	0%	5%	3%	1%	2%
	Weather	0%	0%	0%	0%	6%	2%	6%	0%	0%	0%	4%	1%	1%
	Environment	3%	0%	3%	1%	0%	0%	0%	0%	2%	0%	2%	1%	1%
	Other	3%	3%	3%	1%	0%	0%	0%	4%	5%	1%	1%	1%	2%
Nothing	5%	3%	5%	9%	2%	6%	3%	8%	5%	4%	5%	4%	5%	
Don't Know/Unsure	10%	3%	1%	0%	3%	2%	3%	0%	8%	1%	7%	2%	3%	
Total	n=	56	99	56	50	51	53	30	23	37	44	77	213	395

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Accuracy of Slogan Demographics:

Table IV. A1.		AGE						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
ACCURACY OF AMERICA'S FINEST CITY TITLE	Far Short	7%	12%	20%	17%	24%	19%	12%	18%	15%
	Only a Little Short	28%	14%	16%	28%	17%	14%	21%	21%	21%
	Unsure	2%	16%	6%	3%	7%	10%	6%	8%	7%
	Lives Up to It	63%	59%	59%	52%	51%	57%	61%	54%	57%
Total	n=	46	51	70	65	41	58	182	218	400

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Accuracy of Slogan Demographics:

Table IV. A2.		TURNOUT HISTORY				PARTY				IDEOLOGY					Total
		Non-Voter	Low	Medium	High	Republican	Democrat	Non-Partisan/Other	Not Registered	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
ACCURACY OF AMERICA'S FINEST CITY TITLE	Far Short	19%	12%	12%	16%	13%	15%	16%	19%	6%	16%	20%	14%	17%	15%
	Only a Little Short	17%	26%	10%	24%	13%	26%	30%	18%	9%	33%	23%	13%	21%	21%
	Unsure	11%	7%	10%	4%	8%	6%	5%	10%	6%	4%	15%	7%	6%	7%
	Lives Up to It	53%	55%	68%	56%	66%	54%	49%	53%	80%	48%	43%	66%	56%	57%
Total	n=	60	68	60	212	157	115	71	54	41	90	62	117	87	400

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Accuracy of Slogan Demographics:

Table IV. A3.		INCOME						ETHNICITY					Total	
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic/English Speaking	Hispanic/Spanish Speaking	Mixed Race		Other Ethnicity
ACCURACY OF AMERICA'S FINEST CITY TITLE	Far Short	17%	21%	8%	14%	11%	12%	33%	18%	11%	7%	12%	15%	15%
	Only a Little Short	24%	22%	28%	20%	12%	19%	2%	20%	20%	33%	12%	23%	21%
	Unsure	23%	7%	5%	6%	8%	0%	8%	5%	7%	17%	8%	6%	7%
	Lives Up to It	36%	49%	59%	60%	70%	69%	57%	57%	62%	44%	67%	56%	57%
Total	n=	26	65	77	52	56	39	23	260	61	20	26	28	400

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Accuracy of Slogan Demographics:

Table IV. 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
ACCURACY OF AMERICA'S FINEST CITY TITLE	Far Short	6%	19%	10%	19%	17%	21%	11%	13%	17%	10%	15%	16%	15%
	Only a Little Short	36%	19%	6%	30%	8%	24%	32%	25%	25%	21%	24%	18%	21%
	Unsure	14%	4%	7%	1%	8%	6%	13%	6%	10%	4%	8%	7%	7%
	Lives Up to It	44%	58%	77%	49%	68%	50%	44%	55%	48%	65%	53%	60%	57%
Total	n=	57	102	56	50	52	53	30	24	37	44	79	215	400

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Impression by Accuracy of Slogan:

Table IV. A5.		IMPRESSION OF CITY OF SAN DIEGO					Total
		Very Unfavorable	Somewhat Unfavorable	Neutral/Unsure	Somewhat Favorable	Very Favorable	
ACCURACY OF AMERICA'S FINEST CITY TITLE	Far Short	15%	71%	48%	12%	10%	15%
	Only a Little Short	51%	22%	11%	40%	15%	21%
	Unsure	0%	5%	14%	11%	6%	7%
	Lives Up to It	34%	3%	26%	37%	69%	57%
Total	n=	8	17	27	79	269	400

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Status Quo Vs. World Class City Demographics:

Table V. A1.		AGE						GENDER		Total
		18-34	35-44	45-54	55-64	65-74	75+	Male	Female	
SMITH/PURSUE POTENTIAL VS JONES/NOT WORLD CLASS VS NELSON/SD WORLD CLASS	Jones Strongly	15%	10%	9%	11%	5%	12%	13%	9%	11%
	Jones Somewhat	15%	6%	17%	9%	15%	14%	11%	12%	12%
	Smith Strongly	24%	20%	30%	29%	22%	21%	21%	27%	24%
	Smith Somewhat	17%	14%	20%	9%	24%	14%	16%	19%	18%
	Nelson Strongly	17%	22%	10%	23%	22%	16%	18%	18%	18%
	Nelson Somewhat	9%	20%	14%	11%	5%	10%	17%	9%	13%
	Neither/All	0%	2%	0%	3%	2%	5%	2%	0%	1%
	Unsure	2%	8%	0%	5%	5%	9%	2%	5%	4%
Total	n=	46	51	70	65	41	58	182	218	400

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Status Quo Vs. World Class City Demographics:

Table V. A2.		TURNOUT HISTORY				PARTY				IDEOLOGY					Total
		Non-Voter	Low	Medium	High	Republican	Democrat	Non-Partisan/Other	Not Registered	Very liberal	Somewhat liberal	In Between/Unsure	Somewhat conservative	Very conservative	
SMITH/PURSUE POTENTIAL VS JONES/NOT WORLD CLASS VS NELSON/SD WORLD CLASS	Jones Strongly	17%	4%	14%	11%	8%	8%	15%	18%	15%	10%	14%	11%	9%	11%
	Jones Somewhat	8%	14%	4%	15%	13%	11%	12%	7%	5%	15%	6%	13%	11%	12%
	Smith Strongly	28%	31%	16%	22%	15%	31%	30%	28%	21%	33%	13%	26%	25%	24%
	Smith Somewhat	28%	16%	17%	15%	14%	14%	24%	26%	20%	17%	19%	16%	19%	18%
	Nelson Strongly	9%	13%	28%	21%	25%	22%	7%	10%	28%	12%	18%	16%	21%	18%
	Nelson Somewhat	8%	17%	14%	12%	18%	10%	10%	8%	6%	11%	22%	13%	13%	13%
	Neither/All	0%	0%	3%	1%	1%	2%	1%	0%	0%	2%	1%	1%	1%	1%
	Unsure	2%	7%	4%	2%	6%	3%	2%	2%	5%	1%	7%	5%	1%	4%
Total	n=	60	68	60	212	157	115	71	54	41	90	62	117	87	400

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Status Quo Vs. World Class City Demographics:

Table V. A3.		INCOME							ETHNICITY					Total
		<\$20k	\$20-40k	\$40-60k	\$60-80k	\$80-100k	\$100-150k	>\$150k	White	Hispanic/English Speaking	Hispanic/Spanish Speaking	Mixed Race	Other Ethnicity	
SMITH/PURSUE POTENTIAL VS JONES/NOT	Jones Strongly	17%	11%	14%	13%	12%	4%	6%	12%	9%	19%	13%	4%	11%
	Jones Somewhat	3%	12%	9%	9%	12%	16%	5%	12%	4%	23%	14%	15%	12%
WORLD CLASS VS NELSON/SD WORLD CLASS	Smith Strongly	21%	22%	33%	29%	19%	18%	34%	21%	41%	5%	22%	27%	24%
	Smith Somewhat	18%	26%	19%	13%	22%	14%	14%	20%	10%	31%	12%	11%	18%
	Nelson Strongly	15%	20%	14%	18%	19%	30%	18%	18%	19%	17%	17%	13%	18%
	Nelson Somewhat	6%	9%	10%	15%	10%	11%	22%	12%	12%	4%	16%	22%	13%
	Neither/All	5%	1%	0%	0%	0%	3%	2%	1%	0%	0%	2%	5%	1%
	Unsure	15%	0%	1%	4%	6%	3%	0%	3%	5%	0%	4%	3%	4%
Total	n=	26	65	77	52	56	39	23	260	61	20	26	28	400

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Status Quo Vs. World Class City Demographics:

Table V. 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	
SMITH/PURSUE POTENTIAL VS JONES/NOT	Jones Strongly	12%	11%	3%	15%	11%	16%	11%	0%	25%	15%	8%	9%	11%
	Jones Somewhat	5%	15%	10%	14%	11%	13%	12%	3%	17%	2%	19%	11%	12%
WORLD CLASS VS NELSON/SD WORLD CLASS	Smith Strongly	31%	17%	38%	16%	26%	26%	10%	20%	6%	29%	31%	26%	24%
	Smith Somewhat	30%	18%	13%	22%	12%	13%	18%	23%	25%	10%	16%	18%	18%
	Nelson Strongly	14%	20%	16%	14%	20%	17%	25%	36%	14%	19%	13%	18%	18%
	Nelson Somewhat	7%	11%	18%	12%	15%	12%	20%	16%	8%	20%	7%	14%	13%
	Neither/All	0%	2%	0%	2%	0%	1%	2%	0%	0%	3%	1%	1%	1%
	Unsure	0%	6%	2%	5%	5%	3%	2%	3%	5%	0%	5%	4%	4%
Total	n=	57	102	56	50	52	53	30	24	37	44	79	215	400

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Impression by Status Quo Vs. World Class City:

		IMPRESSION OF CITY OF SAN DIEGO				Total
		Unfavorable	Neutral/Un sure	Somewhat Favorable	Very Favorable	
Table V. A5.						
SMITH/PURSUE POTENTIAL VS JONES/NOT WORLD CLASS VS NELSON/SD WORLD CLASS	Jones Strongly	16%	20%	12%	9%	11%
	Jones Somewhat	28%	24%	16%	8%	12%
	Smith Strongly	15%	12%	24%	26%	24%
	Smith Somewhat	25%	19%	23%	16%	18%
	Nelson Strongly	12%	2%	6%	23%	18%
	Nelson Somewhat	1%	10%	17%	13%	13%
	Neither/All	1%	0%	0%	1%	1%
	Unsure	0%	13%	2%	4%	4%
Total	n=	25	27	79	269	400

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