

KPBS/Competitive Edge Research Summer Vice Poll

Pure Demographics:

Table I. A1.		AGE							GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Refused	Male		Female
IDEOLOGY	Very Liberal	20%	17%	10%	8%	23%	3%	8%	0%	11%	14%	13%
	Somewhat Liberal	25%	33%	26%	35%	25%	15%	23%	33%	25%	29%	27%
	In Between/Unsure	14%	10%	17%	12%	7%	21%	23%	0%	17%	11%	14%
	Somewhat Conservative	25%	25%	34%	30%	27%	33%	35%	33%	30%	29%	30%
	Very Conservative	16%	16%	13%	15%	18%	28%	12%	33%	16%	16%	16%
Total	n=	56	83	88	60	44	39	26	3	185	214	399
INCOME	<\$20K	16%	3%	7%	7%	17%	16%	28%	0%	10%	11%	10%
	\$20-40K	33%	26%	27%	17%	7%	23%	39%	0%	26%	23%	24%
	\$40-60K	25%	26%	22%	28%	17%	23%	22%	100%	23%	25%	24%
	\$60-80K	14%	21%	10%	20%	22%	16%	6%	0%	15%	17%	16%
	\$80-100K	4%	14%	12%	15%	15%	13%	6%	0%	12%	12%	12%
	>\$100K	8%	10%	21%	13%	22%	10%	0%	0%	15%	12%	14%
Total	n=	51	77	81	54	41	31	18	1	164	190	354

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

KPBS/Competitive Edge Research Summer Vice Poll

Pure Demographics:

Table I. A2.		AGE								GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Refused	Male	Female	
AREA	South City	16%	14%	22%	10%	16%	10%	23%	0%	16%	16%	16%
	North City	16%	21%	24%	17%	20%	18%	19%	0%	20%	19%	20%
	South Burbs	9%	10%	10%	12%	16%	13%	12%	0%	11%	11%	11%
	East Burbs	16%	21%	14%	23%	9%	18%	19%	33%	18%	17%	17%
	North Burbs	20%	11%	18%	17%	20%	18%	8%	0%	14%	18%	16%
	North Coastal	20%	20%	8%	18%	9%	21%	12%	67%	16%	15%	16%
	East County	4%	2%	5%	3%	11%	3%	8%	0%	5%	4%	4%
Total	n=	56	84	88	60	45	39	26	3	187	214	401
HOME OWNERSHIP	Owner	45%	30%	56%	68%	79%	76%	88%	100%	54%	61%	58%
	Renter	55%	70%	44%	32%	21%	24%	12%	0%	46%	39%	42%
Total	n=	55	82	86	57	43	38	25	3	180	209	389

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

Pure Demographics:

Table I. A3.		AGE								Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Refused	
GENDER	Male	46%	51%	48%	45%	38%	49%	46%	33%	47%
	Female	54%	49%	52%	55%	62%	51%	54%	67%	53%
Total	n=	56	84	88	60	45	39	26	3	401

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

KPBS/Competitive Edge Research Summer Vice Poll

Pure Demographics:

Table I. B1.		IDEOLOGY					INCOME						Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
AGE	18-24	21%	13%	15%	12%	14%	22%	20%	15%	12%	5%	8%	14%
	25-34	27%	25%	15%	18%	20%	5%	24%	24%	28%	26%	17%	21%
	35-44	17%	21%	27%	25%	17%	16%	26%	21%	14%	24%	35%	22%
	45-54	10%	19%	13%	15%	14%	11%	11%	18%	19%	19%	15%	15%
	55-64	19%	10%	5%	10%	12%	19%	4%	8%	16%	14%	19%	11%
	65-74	2%	6%	15%	11%	17%	14%	8%	8%	9%	10%	6%	10%
	75+	4%	6%	11%	8%	5%	14%	8%	5%	2%	2%	0%	6%
	Refused	0%	1%	0%	1%	2%	0%	0%	1%	0%	0%	0%	1%
Total	n=	52	109	55	118	65	37	85	85	57	42	48	401
GENDER	Male	40%	43%	58%	47%	46%	43%	49%	44%	44%	45%	52%	47%
	Female	60%	57%	42%	53%	54%	57%	51%	56%	56%	55%	48%	53%
Total	n=	52	109	55	118	65	37	85	85	57	42	48	401

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

Pure Demographics:

Table I. B2.		IDEOLOGY					INCOME						Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
AREA	South City	21%	22%	16%	10%	9%	27%	20%	14%	7%	10%	15%	16%
	North City	23%	22%	20%	21%	11%	5%	12%	19%	19%	29%	35%	20%
	South Burbs	17%	6%	15%	10%	12%	24%	15%	11%	9%	2%	8%	11%
	East Burbs	19%	16%	24%	16%	17%	19%	22%	16%	23%	12%	10%	17%
	North Burbs	12%	12%	11%	19%	25%	14%	12%	16%	19%	24%	17%	16%
	North Coastal	8%	17%	15%	18%	17%	8%	13%	22%	21%	19%	6%	16%
	East County	0%	5%	0%	6%	9%	3%	6%	1%	2%	5%	8%	4%
Total	n=	52	109	55	118	65	37	85	85	57	42	48	401
HOME OWNERSHIP	Owner	52%	58%	52%	55%	73%	41%	28%	53%	77%	79%	81%	58%
	Renter	48%	42%	48%	45%	27%	59%	72%	47%	23%	21%	19%	42%
Total	n=	48	109	54	114	63	32	83	83	57	42	47	389

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

KPBS/Competitive Edge Research Summer Vice Poll

Pure Demographics:

Table I. B3.		INCOME						Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
IDEOLOGY	Very Liberal	16%	12%	15%	11%	12%	13%	13%
	Somewhat Liberal	16%	27%	27%	32%	36%	27%	27%
	In Between/Unsure	22%	15%	15%	9%	7%	6%	14%
	Somewhat Conservative	35%	31%	25%	32%	26%	35%	30%
	Very Conservative	11%	14%	18%	18%	19%	19%	16%
Total	n=	37	84	85	57	42	48	399

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

Pure Demographics:

Table I. C1.		AREA							HOME OWNERSHIP		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Owner	Renter	
AGE	18-24	14%	11%	11%	13%	17%	17%	11%	11%	18%	14%
	25-34	19%	23%	18%	26%	14%	27%	11%	11%	35%	21%
	35-44	30%	27%	20%	17%	25%	11%	22%	21%	23%	22%
	45-54	10%	13%	16%	20%	16%	17%	11%	17%	11%	15%
	55-64	11%	11%	16%	6%	14%	6%	28%	15%	5%	11%
	65-74	6%	9%	11%	10%	11%	13%	6%	13%	5%	10%
	75+	10%	6%	7%	7%	3%	5%	11%	10%	2%	6%
	Refused	0%	0%	0%	1%	0%	3%	0%	1%	0%	1%
Total	n=	63	79	44	70	64	63	18	225	164	401
GENDER	Male	46%	48%	45%	49%	41%	48%	56%	43%	51%	47%
	Female	54%	52%	55%	51%	59%	52%	44%	57%	49%	53%
Total	n=	63	79	44	70	64	63	18	225	164	401

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

KPBS/Competitive Edge Research Summer Vice Poll

Pure Demographics:

Table I. C2.		AREA							HOME OWNERSHIP		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Owner	Renter	
IDEOLOGY	Very Liberal	18%	15%	20%	14%	10%	6%	0%	11%	14%	13%
	Somewhat Liberal	39%	30%	16%	24%	21%	30%	28%	28%	28%	27%
	In Between/Unsure	15%	14%	18%	19%	10%	13%	0%	12%	16%	14%
	Somewhat Conservative	19%	32%	27%	27%	35%	33%	39%	28%	31%	30%
	Very Conservative	10%	9%	18%	16%	25%	17%	33%	20%	10%	16%
Total	n=	62	79	44	70	63	63	18	225	163	399
INCOME	<\$20K	19%	3%	22%	11%	9%	5%	7%	7%	13%	10%
	\$20-40K	31%	15%	32%	30%	17%	20%	36%	12%	40%	24%
	\$40-60K	22%	24%	22%	22%	24%	34%	7%	23%	26%	24%
	\$60-80K	7%	16%	12%	21%	19%	21%	7%	23%	9%	16%
	\$80-100K	7%	18%	2%	8%	17%	14%	14%	17%	6%	12%
>\$100K	13%	25%	10%	8%	14%	5%	29%	19%	6%	14%	
Total	n=	54	68	41	63	58	56	14	195	149	354

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

Pure Demographics:

Table I. C3.		AREA							Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	
HOME OWNERSHIP	Owner	55%	55%	31%	57%	77%	59%	72%	58%
	Renter	45%	45%	69%	43%	23%	41%	28%	42%
Total	n=	60	78	39	69	62	63	18	389

Competitive Edge Research & Communication, Inc.
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 San Diego

KPBS/Competitive Edge Research Summer Vice Poll

Crisis Demographics:

Table II. A1.		AGE							GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Refused	Male		Female
YOUTH DRINKING AND ROWDINESS	No Crisis	41%	50%	48%	32%	42%	33%	58%	67%	43%	44%	44%
	Unsure	0%	1%	3%	3%	4%	8%	4%	0%	2%	4%	3%
	Minor Crisis	34%	29%	19%	37%	27%	23%	15%	33%	26%	28%	27%
	Serious Crisis	16%	12%	25%	20%	16%	36%	15%	0%	20%	19%	19%
	Extreme Crisis	9%	8%	5%	8%	11%	0%	8%	0%	10%	5%	7%
Total	n=	56	84	88	60	45	39	26	3	187	214	401

Competitive Edge Research & Communication, Inc.
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 San Diego

Crisis Demographics:

Table II. A2.		IDEOLOGY					INCOME						Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
YOUTH DRINKING AND ROWDINESS	No Crisis	44%	52%	45%	43%	29%	38%	38%	44%	49%	55%	50%	44%
	Unsure	2%	1%	5%	3%	6%	5%	1%	6%	2%	2%	2%	3%
	Minor Crisis	29%	23%	27%	27%	31%	19%	31%	26%	25%	26%	25%	27%
	Serious Crisis	13%	20%	16%	20%	23%	19%	20%	20%	21%	14%	17%	19%
	Extreme Crisis	12%	4%	5%	7%	11%	19%	11%	5%	4%	2%	6%	7%
Total	n=	52	109	55	118	65	37	85	85	57	42	48	401

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Crisis Demographics:

Table II. A3.		AREA							HOME OWNERSHIP		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Owner	Renter	
YOUTH DRINKING AND ROWDINESS	No Crisis	43%	44%	48%	30%	44%	57%	39%	44%	45%	44%
	Unsure	2%	4%	2%	6%	3%	2%	0%	3%	4%	3%
	Minor Crisis	25%	32%	20%	27%	30%	24%	28%	28%	26%	27%
	Serious Crisis	22%	16%	16%	30%	19%	11%	22%	21%	17%	19%
	Extreme Crisis	8%	4%	14%	7%	5%	6%	11%	4%	9%	7%
Total	n=	63	79	44	70	64	63	18	225	164	401

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

General Opinion Regarding Alcohol Consumption Laws Demographics:

Table III. A1.		AGE							GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Refused	Male		Female
LAWS REGULATING ALCOHOL CONSUMPTION	Should Be More Restrictive	27%	18%	26%	27%	27%	26%	31%	33%	20%	29%	25%
	Are Restrictive Enough or	64%	68%	64%	65%	64%	67%	58%	67%	67%	63%	65%
	Are They Too Restrictive	9%	10%	9%	8%	7%	0%	4%	0%	10%	6%	7%
	Unsure	0%	5%	1%	0%	2%	8%	8%	0%	3%	2%	3%
Total	n=	56	84	88	60	45	39	26	3	187	214	401

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

KPBS/Competitive Edge Research Summer Vice Poll

General Opinion Regarding Alcohol Consumption Laws Demographics:

Table III. A2.		IDEOLOGY					INCOME						Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
LAWS REGULATING ALCOHOL CONSUMPTION	Should Be More Restrictive	27%	20%	22%	26%	31%	35%	35%	18%	14%	29%	21%	25%
	Are Restrictive Enough or	65%	65%	71%	64%	60%	49%	58%	76%	72%	67%	69%	65%
	Are They Too Restrictive	8%	10%	7%	7%	5%	11%	5%	6%	12%	2%	8%	7%
	Unsure	0%	5%	0%	3%	5%	5%	2%	0%	2%	2%	2%	3%
Total	n=	52	109	55	118	65	37	85	85	57	42	48	401

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

General Opinion Regarding Alcohol Consumption Laws Demographics:

Table III. A3.		AREA						HOME OWNERSHIP		Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Owner		Renter
LAWS REGULATING ALCOHOL CONSUMPTION	Should Be More Restrictive	29%	19%	30%	36%	19%	14%	44%	24%	25%	25%
	Are Restrictive Enough or	60%	66%	55%	59%	72%	78%	56%	66%	64%	65%
	Are They Too Restrictive	6%	10%	14%	3%	9%	6%	0%	6%	10%	7%
	Unsure	5%	5%	2%	3%	0%	2%	0%	4%	1%	3%
Total	n=	63	79	44	70	64	63	18	225	164	401

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

KPBS/Competitive Edge Research Summer Vice Poll

Specific Alcohol Consumption Laws Demographics:

Table IV. A1.		AGE								GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Refused	Male	Female	
"HOUSE PARTY ORDINANCES" KEEPING PARENTS FROM SUPPLYING TO MINORS	Strongly Favor	34%	48%	60%	62%	56%	56%	58%	33%	48%	57%	53%
	Somewhat Favor	25%	19%	10%	13%	13%	21%	23%	0%	17%	17%	17%
	Somewhat Oppose	18%	15%	16%	15%	7%	8%	8%	0%	16%	12%	13%
	Strongly Oppose	21%	13%	8%	10%	16%	8%	12%	0%	15%	10%	12%
	Unsure	2%	5%	6%	0%	9%	8%	0%	67%	5%	5%	5%
Total	n=	56	84	88	60	45	39	26	3	187	214	401
ORDINANCE FINING POSSESSION OF KEG OF BEER ON BEACH THIS JULY 4TH	Strongly Favor	25%	29%	32%	40%	38%	36%	58%	33%	28%	40%	34%
	Somewhat Favor	23%	12%	18%	17%	18%	18%	8%	33%	12%	21%	17%
	Somewhat Oppose	14%	19%	19%	18%	16%	21%	12%	33%	19%	17%	18%
	Strongly Oppose	34%	36%	27%	23%	27%	13%	12%	0%	36%	19%	27%
	Unsure	4%	5%	3%	2%	2%	13%	12%	0%	5%	4%	5%
Total	n=	56	84	88	60	45	39	26	3	187	214	401
COMPLETE BAN ON BEER/ALCOHOL AT ALL BEACHES IN COUNTY	Strongly Favor	21%	20%	23%	25%	36%	31%	46%	33%	20%	31%	26%
	Somewhat Favor	16%	8%	3%	5%	13%	8%	15%	0%	10%	8%	9%
	Somewhat Oppose	29%	29%	30%	22%	16%	33%	19%	0%	24%	28%	26%
	Strongly Oppose	32%	42%	41%	48%	31%	23%	19%	33%	44%	30%	37%
	Unsure	2%	1%	3%	0%	4%	5%	0%	33%	2%	3%	2%
Total	n=	56	84	88	60	45	39	26	3	187	214	401

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KPBS/Competitive Edge Research Summer Vice Poll

Specific Alcohol Consumption Laws Demographics:

Table IV. A2.		IDEOLOGY					INCOME						Total
		Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>\$100K	
"HOUSE PARTY ORDINANCES" KEEPING PARENTS FROM SUPPLYING TO MINORS	Strongly Favor	46%	48%	45%	56%	66%	62%	53%	47%	60%	57%	48%	53%
	Somewhat Favor	17%	19%	13%	17%	15%	11%	22%	19%	12%	17%	15%	17%
	Somewhat Oppose	13%	18%	15%	13%	6%	14%	13%	14%	14%	7%	17%	13%
	Strongly Oppose	19%	11%	15%	13%	6%	5%	11%	14%	12%	12%	13%	12%
	Unsure	4%	4%	13%	2%	6%	8%	1%	6%	2%	7%	8%	5%
Total	n=	52	109	55	118	65	37	85	85	57	42	48	401
ORDINANCE FINING POSSESSION OF KEG OF BEER ON BEACH THIS JULY 4TH	Strongly Favor	33%	23%	31%	42%	42%	43%	35%	28%	35%	33%	29%	34%
	Somewhat Favor	17%	20%	15%	14%	17%	16%	18%	24%	12%	12%	17%	17%
	Somewhat Oppose	15%	26%	18%	14%	14%	14%	18%	21%	16%	17%	19%	18%
	Strongly Oppose	31%	30%	24%	27%	18%	19%	24%	24%	32%	36%	31%	27%
	Unsure	4%	1%	13%	3%	9%	8%	6%	4%	5%	2%	4%	5%
Total	n=	52	109	55	118	65	37	85	85	57	42	48	401
COMPLETE BAN ON BEER/ALCOHOL AT ALL BEACHES IN COUNTY	Strongly Favor	21%	14%	27%	33%	38%	46%	32%	19%	26%	29%	17%	26%
	Somewhat Favor	10%	12%	2%	10%	5%	14%	9%	11%	7%	5%	6%	9%
	Somewhat Oppose	23%	31%	33%	19%	26%	19%	24%	32%	21%	17%	33%	26%
	Strongly Oppose	42%	41%	31%	37%	29%	14%	34%	34%	44%	50%	42%	37%
	Unsure	4%	2%	7%	1%	2%	8%	1%	5%	2%	0%	2%	2%
Total	n=	52	109	55	118	65	37	85	85	57	42	48	401

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

KPBS/Competitive Edge Research Summer Vice Poll

Specific Alcohol Consumption Laws Demographics:

Table IV. A3.		AREA							HOME OWNERSHIP		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Owner	Renter	
"HOUSE PARTY ORDINANCES" KEEPING PARENTS FROM SUPPLYING TO MINORS	Strongly Favor	54%	46%	64%	54%	50%	54%	56%	56%	48%	53%
	Somewhat Favor	14%	19%	18%	17%	25%	10%	6%	17%	16%	17%
	Somewhat Oppose	19%	14%	9%	17%	6%	13%	17%	10%	18%	13%
	Strongly Oppose	11%	14%	7%	7%	14%	16%	22%	12%	13%	12%
	Unsure	2%	8%	2%	4%	5%	8%	0%	5%	5%	5%
Total	n=	63	79	44	70	64	63	18	225	164	401
ORDINANCE FINING POSSESSION OF KEG OF BEER ON BEACH THIS JULY 4TH	Strongly Favor	29%	39%	43%	34%	27%	35%	33%	37%	30%	34%
	Somewhat Favor	17%	10%	14%	14%	33%	13%	17%	17%	16%	17%
	Somewhat Oppose	25%	18%	11%	19%	19%	14%	11%	18%	18%	18%
	Strongly Oppose	25%	30%	23%	29%	17%	32%	33%	22%	33%	27%
	Unsure	3%	3%	9%	4%	5%	6%	6%	6%	3%	5%
Total	n=	63	79	44	70	64	63	18	225	164	401
COMPLETE BAN ON BEER/ALCOHOL AT ALL BEACHES IN COUNTY	Strongly Favor	27%	27%	36%	23%	20%	24%	39%	26%	26%	26%
	Somewhat Favor	8%	13%	5%	6%	9%	13%	0%	8%	9%	9%
	Somewhat Oppose	32%	19%	23%	40%	23%	24%	6%	28%	24%	26%
	Strongly Oppose	30%	39%	34%	29%	44%	38%	56%	36%	39%	37%
	Unsure	3%	3%	2%	3%	3%	2%	0%	2%	2%	2%
Total	n=	63	79	44	70	64	63	18	225	164	401

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General Alcohol Law Opinion by Specific Alcohol Consumption Laws:

		LAWS REGULATING ALCOHOL CONSUMPTION			Total
		Should Be More Restrictive	Are Restrictive Enough or	Are They Too Restrictive	
Table IV. A4.					
"HOUSE PARTY ORDINANCES" KEEPING PARENTS FROM SUPPLYING TO MINORS	Strongly Favor	69%	49%	37%	53%
	Somewhat Favor	15%	19%	7%	17%
	Somewhat Oppose	6%	15%	20%	13%
	Strongly Oppose	5%	13%	33%	12%
	Unsure	5%	4%	3%	5%
Total	n=	100	260	30	401
ORDINANCE FINING POSSESSION OF KEG OF BEER ON BEACH THIS JULY 4TH	Strongly Favor	55%	28%	20%	34%
	Somewhat Favor	20%	17%	7%	17%
	Somewhat Oppose	12%	20%	17%	18%
	Strongly Oppose	12%	29%	57%	27%
	Unsure	1%	6%	0%	5%
Total	n=	100	260	30	401
COMPLETE BAN ON BEER/ALCOHOL AT ALL BEACHES IN COUNTY	Strongly Favor	48%	20%	10%	26%
	Somewhat Favor	10%	9%	0%	9%
	Somewhat Oppose	23%	28%	10%	26%
	Strongly Oppose	18%	40%	80%	37%
	Unsure	1%	3%	0%	2%
Total	n=	100	260	30	401

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