

Pure Demographics

		GENDER		AGE						BIRTHPLACE			TOTAL	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
PARTY	Republican	37%	27%	7%	9%	12%	40%	48%	32%	37%	39%	26%	17%	32%
	Democrat	40%	54%	52%	68%	56%	33%	27%	57%	53%	48%	49%	45%	48%
	NPP	21%	16%	41%	22%	32%	26%	21%	6%	7%	11%	21%	35%	18%
	Other party	2%	3%	0%	2%	0%	0%	4%	5%	3%	2%	3%	3%	3%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501
RESIDENCE	Apartment	16%	19%	8%	35%	31%	13%	18%	12%	13%	16%	18%	23%	18%
	Live in home	84%	81%	92%	65%	69%	87%	82%	88%	87%	84%	82%	77%	82%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Pure Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
TURNOUT HISTORY	Unreliable	5%	4%	3%	10%	5%	8%	4%	2%	2%	4%	4%	6%	4%
	Reliable	43%	46%	94%	81%	68%	46%	38%	40%	14%	48%	38%	49%	44%
	Very Reliable	52%	50%	3%	9%	26%	45%	58%	58%	84%	48%	58%	45%	51%
	n=	220	274	16	41	19	49	88	131	150	242	191	61	494
DATE OF REGISTRATION	2015 to Present	34%	28%	83%	64%	52%	34%	23%	19%	9%	27%	33%	38%	31%
	2008 to 2014	21%	25%	14%	29%	40%	23%	24%	22%	15%	27%	21%	17%	23%
	2000 to 2007	19%	22%	0%	7%	8%	30%	33%	21%	22%	23%	21%	11%	21%
	Before 2000	25%	24%	2%	0%	0%	12%	20%	39%	55%	23%	25%	33%	25%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501
PERMANENTLY REGISTERED TO VBM	No	39%	31%	62%	24%	27%	38%	48%	28%	29%	36%	36%	24%	35%
	Yes	61%	69%	38%	76%	73%	62%	52%	72%	71%	64%	64%	76%	65%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Pure Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
MEDIAN INCOME IN PRECINCT	<\$40K	19%	16%	12%	22%	6%	16%	19%	15%	24%	20%	11%	26%	17%
	\$40-\$60K	22%	30%	19%	32%	38%	21%	19%	32%	25%	30%	28%	9%	27%
	\$61-\$80K	25%	17%	6%	28%	16%	17%	15%	29%	22%	21%	25%	7%	21%
	\$81-\$100K	11%	10%	0%	4%	5%	14%	19%	8%	12%	6%	12%	23%	10%
	>\$100K	22%	27%	63%	15%	36%	32%	28%	16%	17%	22%	24%	35%	25%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501
% WHITE IN PRECINCT	0-50	28%	25%	45%	35%	8%	31%	21%	25%	30%	32%	18%	30%	26%
	51-60	12%	18%	5%	28%	10%	18%	12%	19%	10%	18%	14%	10%	15%
	61-70	17%	16%	6%	8%	9%	10%	26%	21%	15%	14%	18%	19%	16%
	71-80	24%	17%	0%	22%	38%	9%	22%	17%	24%	23%	20%	10%	20%
	>80	20%	24%	44%	7%	34%	31%	19%	17%	21%	14%	30%	30%	22%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501
% COLLEGE GRAD IN PRECINCT	0-10	21%	24%	8%	26%	8%	32%	26%	23%	22%	28%	16%	20%	23%
	11-20	26%	19%	20%	31%	17%	15%	17%	26%	28%	22%	23%	23%	22%
	21-30	27%	36%	56%	25%	59%	24%	30%	25%	31%	31%	39%	15%	32%
	31-40	18%	18%	11%	14%	7%	26%	19%	22%	16%	15%	16%	34%	18%
	>40	8%	3%	5%	4%	10%	3%	9%	4%	4%	4%	7%	8%	5%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Pure Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
LATINO	No	86%	85%	77%	66%	75%	86%	92%	93%	89%	79%	94%	88%	86%
	Yes	14%	15%	23%	34%	25%	14%	8%	7%	11%	21%	6%	12%	14%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501
% ASIAN IN PRECINCT	0	23%	18%	5%	11%	19%	27%	25%	19%	21%	23%	21%	9%	20%
	1-3	18%	21%	0%	26%	12%	20%	16%	24%	22%	22%	20%	9%	19%
	4-10	23%	25%	29%	41%	26%	24%	19%	18%	23%	27%	21%	20%	24%
	11-20	22%	19%	34%	18%	33%	9%	21%	20%	20%	15%	24%	32%	20%
	>20	15%	17%	32%	3%	11%	20%	20%	19%	13%	14%	14%	31%	16%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501
% WHITE IN PRECINCT	0-30	12%	15%	21%	14%	6%	5%	11%	18%	19%	12%	11%	28%	14%
	31-60	33%	25%	46%	57%	29%	28%	23%	26%	19%	32%	24%	28%	29%
	61-70	15%	21%	25%	14%	16%	26%	22%	15%	14%	16%	22%	16%	18%
	71-80	12%	13%	5%	9%	10%	7%	14%	13%	21%	12%	13%	17%	13%
	>80	28%	25%	3%	6%	38%	34%	30%	28%	27%	28%	30%	11%	27%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501
% AFRICAN-AMERICAN IN PRECINCT	0	41%	37%	12%	18%	27%	48%	50%	39%	45%	39%	40%	34%	39%
	1	10%	10%	23%	10%	9%	15%	11%	9%	4%	13%	6%	13%	10%
	2	11%	13%	12%	12%	26%	7%	7%	10%	16%	14%	8%	17%	12%
	3-10	23%	24%	9%	44%	14%	24%	20%	25%	23%	23%	23%	28%	24%
	>10	14%	16%	45%	15%	24%	6%	11%	17%	11%	11%	23%	8%	15%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Pure Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
AREA	North	10%	14%	14%	3%	4%	28%	12%	10%	11%	16%	10%	4%	12%
	Bay Area	18%	25%	41%	17%	3%	24%	17%	30%	22%	18%	26%	21%	21%
	Central Valley	26%	15%	8%	22%	13%	14%	23%	27%	18%	24%	16%	17%	20%
	Central Coast	3%	5%	3%	2%	4%	3%	8%	2%	6%	3%	5%	7%	4%
	LA & Inland Empire	24%	28%	26%	21%	65%	16%	22%	24%	26%	27%	25%	28%	27%
	South	19%	13%	8%	36%	13%	15%	18%	7%	17%	12%	18%	24%	16%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501
COUNTY	Los Angeles	18%	12%	8%	14%	22%	6%	15%	12%	21%	16%	10%	22%	15%
	Riverside	5%	14%	18%	5%	42%	10%	5%	8%	3%	10%	13%	4%	10%
	San Diego	8%	9%	3%	17%	8%	10%	5%	4%	12%	7%	12%	4%	8%
	Orange	11%	4%	5%	19%	5%	4%	12%	2%	5%	5%	6%	20%	7%
	Sacramento	7%	4%	5%	12%	0%	9%	2%	8%	4%	6%	5%	7%	6%
	Santa Clara	5%	5%	0%	3%	3%	10%	3%	8%	3%	4%	4%	12%	5%
	Alameda	4%	4%	11%	4%	0%	7%	2%	7%	2%	4%	5%	2%	4%
	Contra Costa	2%	5%	25%	3%	0%	2%	3%	3%	5%	2%	7%	2%	4%
	Other	41%	41%	26%	24%	20%	41%	52%	46%	46%	47%	38%	26%	41%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Pure Demographics

		GENDER		AGE							TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
BIRTHPLACE	CA	52%	49%	47%	71%	46%	59%	55%	44%	37%	50%
	US, outside CA	34%	40%	48%	19%	48%	29%	31%	38%	52%	37%
	Non-US	15%	11%	5%	10%	7%	12%	14%	18%	11%	13%
	n=	226	275	18	44	20	49	89	131	150	501

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

Pure Demographics

		GENDER		TOTAL
		Male	Female	Total
AGE	18-24	3%	5%	4%
	25-34	14%	8%	11%
	35-44	8%	12%	10%
	45-54	13%	14%	14%
	55-64	25%	16%	20%
	65-74	19%	24%	22%
	75+	17%	21%	19%
	n=	226	275	501

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

Pure Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
GENDER	Male	54%	39%	53%	32%	42%	47%	46%
	Female	46%	61%	47%	68%	58%	53%	54%
	n=	193	216	74	18	81	420	501
AGE	18-24	1%	5%	10%	0%	2%	5%	4%
	25-34	3%	15%	13%	6%	21%	9%	11%
	35-44	4%	11%	18%	0%	17%	8%	10%
	45-54	17%	10%	20%	2%	10%	14%	14%
	55-64	31%	12%	24%	31%	21%	20%	20%
	65-74	22%	26%	7%	39%	15%	23%	22%
	75+	22%	21%	8%	20%	14%	20%	19%
	n=	193	216	74	18	81	420	501
BIRTHPLACE	CA	62%	50%	31%	39%	45%	51%	50%
	US, outside CA	31%	38%	44%	46%	39%	37%	37%
	Non-US	7%	12%	25%	15%	17%	12%	13%
	n=	193	216	74	18	81	420	501

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

Pure Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
TURNOUT HISTORY	Unreliable	4%	4%	6%	6%	6%	4%	4%
	Reliable	37%	46%	56%	32%	52%	43%	44%
	Very Reliable	59%	50%	38%	62%	43%	53%	51%
	n=	192	213	71	18	79	415	494
DATE OF REGISTRATION	2015 to Present	16%	37%	39%	48%	45%	28%	31%
	2008 to 2014	19%	22%	35%	22%	25%	23%	23%
	2000 to 2007	34%	15%	17%	6%	18%	22%	21%
	Before 2000	31%	26%	10%	24%	11%	28%	25%
	n=	193	216	74	18	81	420	501
PERMANENTLY REGISTERED TO VBM	No	44%	28%	37%	28%	19%	38%	35%
	Yes	56%	72%	63%	72%	81%	62%	65%
	n=	193	216	74	18	81	420	501

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

Pure Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
MEDIAN INCOME IN PRECINCT	<\$40K	19%	19%	11%	19%	31%	14%	17%
	\$40-\$60K	25%	25%	35%	12%	35%	25%	27%
	\$61-\$80K	19%	25%	14%	28%	14%	22%	21%
	\$81-\$100K	11%	8%	16%	13%	9%	11%	10%
	>\$100K	27%	23%	24%	28%	10%	28%	25%
	n=	193	216	74	18	81	420	501
% WHITE IN PRECINCT	0-50	27%	25%	30%	21%	28%	26%	26%
	51-60	13%	17%	14%	9%	13%	16%	15%
	61-70	20%	12%	21%	17%	17%	16%	16%
	71-80	22%	19%	17%	41%	22%	20%	20%
	>80	18%	26%	19%	12%	19%	23%	22%
	n=	193	216	74	18	81	420	501
% COLLEGE GRAD IN PRECINCT	0-10	28%	20%	19%	21%	21%	23%	23%
	11-20	18%	26%	20%	27%	20%	23%	22%
	21-30	34%	32%	28%	27%	24%	33%	32%
	31-40	15%	17%	25%	20%	25%	16%	18%
	>40	5%	5%	7%	5%	11%	4%	5%
	n=	193	216	74	18	81	420	501

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

Pure Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
LATINO	No	94%	81%	83%	95%	79%	87%	86%
	Yes	6%	19%	17%	5%	21%	13%	14%
	n=	193	216	74	18	81	420	501
% ASIAN IN PRECINCT	0	28%	19%	13%	7%	12%	22%	20%
	1-3	21%	17%	26%	6%	16%	20%	19%
	4-10	23%	25%	21%	34%	38%	21%	24%
	11-20	15%	24%	19%	27%	15%	22%	20%
	>20	12%	16%	22%	25%	19%	15%	16%
	n=	193	216	74	18	81	420	501
% WHITE IN PRECINCT	0-30	8%	19%	10%	1%	14%	13%	14%
	31-60	23%	33%	30%	18%	29%	29%	29%
	61-70	21%	14%	18%	51%	21%	18%	18%
	71-80	16%	10%	14%	14%	13%	13%	13%
	>80	31%	24%	27%	15%	24%	27%	27%
	n=	193	216	74	18	81	420	501
% AFRICAN-AMERICAN IN PRECINCT	0	53%	33%	33%	16%	29%	41%	39%
	1	11%	7%	17%	5%	5%	11%	10%
	2	7%	15%	12%	19%	15%	12%	12%
	3-10	21%	21%	30%	58%	36%	21%	24%
	>10	8%	23%	7%	2%	15%	15%	15%
	n=	193	216	74	18	81	420	501

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

Pure Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
AREA	North	17%	8%	13%	9%	6%	13%	12%
	Bay Area	9%	31%	17%	24%	20%	22%	21%
	Central Valley	29%	16%	14%	30%	6%	23%	20%
	Central Coast	7%	3%	4%	2%	3%	5%	4%
	LA & Inland Empire	24%	31%	19%	19%	38%	24%	27%
	South	14%	11%	32%	15%	27%	13%	16%
	n=	193	216	74	18	81	420	501
COUNTY	Los Angeles	13%	18%	9%	9%	19%	14%	15%
	Riverside	8%	12%	9%	6%	16%	9%	10%
	San Diego	8%	7%	14%	10%	11%	8%	8%
	Orange	7%	4%	18%	5%	16%	6%	7%
	Sacramento	4%	4%	9%	30%	2%	6%	6%
	Santa Clara	3%	7%	5%	0%	5%	5%	5%
	Alameda	1%	7%	1%	9%	3%	4%	4%
	Contra Costa	1%	6%	5%	0%	2%	4%	4%
	Other	56%	35%	30%	31%	26%	44%	41%
	n=	193	216	74	18	81	420	501

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

Pure Demographics

		PARTY				TOTAL
		Republican	Democrat	NPP	Other party	Total
RESIDENCE	Apartment	6%	24%	21%	24%	18%
	Live in home	94%	76%	79%	76%	82%
	n=	193	216	74	18	501

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

Pure Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
GENDER	Male	50%	44%	46%	51%	41%	43%	47%	52%	43%	46%
	Female	50%	56%	54%	49%	59%	57%	53%	48%	57%	54%
	n=	43	82	369	132	102	100	167	165	336	501
AGE	18-24	3%	9%	0%	12%	3%	0%	0%	8%	3%	4%
	25-34	23%	19%	2%	22%	14%	3%	0%	8%	12%	11%
	35-44	11%	14%	5%	17%	17%	4%	0%	8%	11%	10%
	45-54	26%	15%	12%	15%	14%	20%	6%	15%	13%	14%
	55-64	18%	18%	23%	15%	20%	32%	17%	28%	16%	20%
	65-74	9%	20%	25%	13%	20%	22%	34%	18%	24%	22%
	75+	10%	6%	32%	5%	12%	20%	42%	16%	21%	19%
	n=	43	82	369	132	102	100	167	165	336	501
BIRTHPLACE	CA	47%	55%	48%	44%	57%	56%	46%	52%	49%	50%
	US, outside CA	36%	32%	42%	40%	34%	37%	38%	39%	37%	37%
	Non-US	17%	14%	11%	16%	9%	7%	17%	9%	15%	13%
	n=	43	82	369	132	102	100	167	165	336	501

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

Pure Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
PARTY	Republican	32%	27%	37%	17%	25%	50%	40%	40%	27%	32%
	Democrat	40%	50%	47%	57%	45%	35%	50%	38%	53%	48%
	NPP	25%	22%	13%	22%	27%	14%	7%	19%	17%	18%
	Other party	3%	2%	3%	4%	2%	1%	2%	2%	3%	3%
	n=	43	82	369	132	102	100	167	165	336	501
RESIDENCE	Apartment	22%	21%	15%	26%	19%	15%	8%	10%	22%	18%
	Live in home	78%	79%	85%	74%	81%	85%	92%	90%	78%	82%
	n=	43	82	369	132	102	100	167	165	336	501

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

Pure Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
MEDIAN INCOME IN PRECINCT	<\$40K	29%	21%	14%	18%	14%	24%	15%	22%	15%	17%
	\$40-\$60K	17%	26%	29%	17%	38%	29%	26%	22%	29%	27%
	\$61-\$80K	30%	17%	21%	24%	20%	13%	25%	21%	20%	21%
	\$81-\$100K	8%	5%	16%	7%	12%	11%	12%	11%	10%	10%
	>\$100K	16%	31%	20%	34%	16%	23%	22%	23%	26%	25%
	n=	43	82	369	132	102	100	167	165	336	501
% WHITE IN PRECINCT	0-50	25%	35%	21%	24%	28%	25%	29%	28%	25%	26%
	51-60	43%	13%	14%	14%	20%	16%	12%	12%	17%	15%
	61-70	13%	11%	22%	16%	17%	16%	16%	14%	18%	16%
	71-80	1%	20%	21%	17%	24%	19%	21%	21%	19%	20%
	>80	17%	22%	22%	29%	11%	24%	22%	25%	21%	22%
	n=	43	82	369	132	102	100	167	165	336	501
% COLLEGE GRAD IN PRECINCT	0-10	26%	25%	21%	19%	23%	24%	26%	25%	21%	23%
	11-20	33%	16%	26%	24%	23%	18%	24%	22%	23%	22%
	21-30	25%	36%	29%	35%	39%	26%	26%	29%	33%	32%
	31-40	12%	18%	18%	17%	13%	23%	20%	16%	19%	18%
	>40	5%	3%	7%	6%	3%	9%	4%	7%	4%	5%
	n=	43	82	369	132	102	100	167	165	336	501

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

Pure Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
LATINO	No	81%	80%	91%	90%	75%	86%	91%	85%	86%	86%
	Yes	19%	20%	9%	10%	25%	14%	9%	15%	14%	14%
	n=	43	82	369	132	102	100	167	165	336	501
% ASIAN IN PRECINCT	0	25%	20%	20%	21%	11%	25%	24%	28%	16%	20%
	1-3	22%	16%	22%	17%	27%	19%	16%	16%	21%	19%
	4-10	18%	25%	24%	22%	32%	23%	20%	24%	24%	24%
	11-20	26%	25%	16%	29%	16%	19%	15%	18%	22%	20%
	>20	9%	13%	18%	11%	14%	15%	25%	13%	17%	16%
	n=	43	82	369	132	102	100	167	165	336	501
% WHITE IN PRECINCT	0-30	25%	15%	12%	15%	10%	14%	15%	8%	17%	14%
	31-60	43%	31%	26%	33%	30%	21%	30%	27%	30%	29%
	61-70	7%	20%	17%	16%	18%	22%	18%	24%	15%	18%
	71-80	13%	12%	14%	12%	9%	16%	14%	13%	13%	13%
	>80	12%	22%	31%	24%	33%	26%	24%	29%	25%	27%
	n=	43	82	369	132	102	100	167	165	336	501
% AFRICAN-AMERICAN IN PRECINCT	0	22%	34%	44%	34%	25%	51%	49%	50%	33%	39%
	1	12%	11%	8%	10%	14%	8%	8%	5%	13%	10%
	2	20%	13%	11%	12%	18%	4%	14%	7%	15%	12%
	3-10	24%	22%	25%	23%	29%	28%	17%	27%	22%	24%
	>10	22%	20%	11%	22%	15%	9%	12%	11%	17%	15%
	n=	43	82	369	132	102	100	167	165	336	501

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

Pure Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
AREA	North	4%	16%	10%	11%	15%	10%	13%	15%	10%	12%
	Bay Area	21%	19%	25%	20%	17%	17%	31%	18%	23%	21%
	Central Valley	5%	15%	24%	17%	23%	20%	20%	27%	17%	20%
	Central Coast	0%	3%	6%	3%	4%	5%	6%	1%	6%	4%
	LA & Inland Empire	51%	29%	22%	29%	28%	30%	20%	27%	26%	27%
	South	18%	18%	13%	21%	13%	17%	11%	12%	18%	16%
	n=	43	82	369	132	102	100	167	165	336	501
COUNTY	Los Angeles	36%	13%	14%	13%	9%	23%	14%	17%	13%	15%
	Riverside	5%	16%	6%	14%	17%	6%	3%	8%	11%	10%
	San Diego	13%	8%	9%	8%	11%	8%	6%	8%	9%	8%
	Orange	4%	10%	4%	13%	2%	9%	4%	4%	9%	7%
	Sacramento	3%	8%	4%	4%	10%	3%	6%	7%	5%	6%
	Santa Clara	15%	4%	6%	4%	3%	2%	11%	2%	6%	5%
	Alameda	4%	4%	4%	7%	2%	5%	2%	3%	5%	4%
	Contra Costa	2%	5%	4%	4%	7%	3%	2%	8%	2%	4%
	Other	17%	32%	50%	33%	39%	42%	51%	41%	40%	41%
	n=	43	82	369	132	102	100	167	165	336	501

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

Pure Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	Total
PERMANENTLY REGISTERED TO VBM	No	53%	38%	30%	33%	17%	51%	38%	35%
	Yes	47%	62%	70%	67%	83%	49%	62%	65%
	n=	43	82	369	132	102	100	167	501

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

Pure Demographics

		TURNOUT HISTORY			TOTAL
		Unreliable	Reliable	Very Reliable	Total
DATE OF REGISTRATION	2015 to Present	53%	42%	16%	31%
	2008 to 2014	9%	26%	24%	23%
	2000 to 2007	20%	20%	23%	21%
	Before 2000	17%	12%	38%	25%
	n=	43	82	369	501

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

Pure Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
GENDER	Male	51%	39%	57%	48%	41%	49%	38%	47%	54%	41%	43%	54%	39%	47%	67%	46%
	Female	49%	61%	43%	52%	59%	51%	62%	53%	46%	59%	57%	46%	61%	53%	33%	54%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501
AGE	18-24	3%	3%	1%	0%	11%	7%	1%	2%	0%	9%	1%	4%	8%	3%	4%	4%
	25-34	13%	13%	14%	4%	6%	14%	19%	5%	12%	3%	12%	15%	9%	8%	7%	11%
	35-44	3%	14%	7%	5%	14%	3%	7%	5%	19%	15%	3%	7%	18%	4%	18%	10%
	45-54	12%	11%	11%	18%	18%	16%	16%	9%	6%	19%	19%	9%	10%	20%	7%	14%
	55-64	23%	15%	15%	36%	23%	16%	16%	33%	22%	17%	23%	15%	19%	22%	33%	20%
	65-74	19%	27%	30%	16%	14%	21%	27%	28%	18%	17%	22%	26%	17%	27%	15%	22%
	75+	26%	18%	21%	22%	13%	22%	12%	18%	23%	19%	18%	24%	19%	17%	15%	19%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501
BIRTHPLACE	CA	57%	57%	51%	30%	46%	60%	57%	43%	57%	32%	63%	49%	49%	42%	34%	50%
	US, outside CA	24%	39%	45%	43%	36%	25%	35%	42%	37%	51%	26%	38%	45%	33%	48%	37%
	Non-US	19%	4%	4%	27%	18%	15%	8%	15%	6%	17%	11%	13%	6%	24%	18%	13%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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

Pure Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
PARTY	Republican	34%	30%	28%	32%	35%	32%	28%	39%	34%	26%	40%	26%	33%	26%	30%	32%
	Democrat	52%	46%	56%	37%	45%	46%	54%	35%	46%	57%	43%	55%	49%	45%	44%	48%
	NPP	11%	24%	12%	27%	18%	20%	16%	23%	15%	15%	15%	16%	16%	25%	24%	18%
	Other party	3%	1%	3%	3%	3%	2%	1%	3%	5%	1%	2%	3%	2%	3%	2%	3%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501
RESIDENCE	Apartment	32%	23%	12%	16%	7%	18%	15%	19%	20%	16%	16%	13%	24%	35%	18%	
	Live in home	68%	77%	88%	84%	93%	82%	85%	81%	80%	84%	84%	87%	76%	65%	82%	
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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Pure Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
TURNOUT HISTORY	Unreliable	7%	3%	7%	3%	3%	4%	13%	4%	0%	4%	5%	7%	3%	3%	4%	4%
	Reliable	53%	42%	38%	22%	55%	57%	38%	29%	44%	45%	49%	33%	50%	46%	29%	44%
	Very Reliable	40%	55%	55%	75%	42%	39%	49%	67%	56%	51%	46%	60%	46%	52%	67%	51%
	n=	83	137	105	68	101	116	78	99	99	102	107	128	141	91	27	494
DATE OF REGISTRATION	2015 to Present	32%	19%	35%	22%	43%	28%	28%	31%	26%	41%	26%	32%	34%	29%	33%	31%
	2008 to 2014	19%	34%	22%	27%	15%	25%	31%	25%	28%	12%	24%	23%	29%	17%	13%	23%
	2000 to 2007	29%	23%	13%	23%	20%	20%	22%	20%	20%	23%	22%	17%	17%	27%	35%	21%
	Before 2000	21%	24%	30%	29%	22%	28%	19%	24%	26%	24%	29%	27%	20%	27%	19%	25%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501
PERMANENTLY REGISTERED TO VBM	No	44%	29%	36%	38%	32%	37%	27%	29%	37%	39%	39%	34%	32%	32%	47%	35%
	Yes	56%	71%	64%	62%	68%	63%	73%	71%	63%	61%	61%	66%	68%	68%	53%	65%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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

Pure Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	
LATINO	No	90%	79%	89%	84%	89%	83%	74%	90%	85%	95%	83%	89%	81%	90%	96%	86%
	Yes	10%	21%	11%	16%	11%	17%	26%	10%	15%	5%	17%	11%	19%	10%	4%	14%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501
% ASIAN IN PRECINCT	0	42%	25%	24%	6%	3%	36%	18%	20%	16%	8%	46%	23%	10%	7%	8%	20%
	1-3	20%	31%	21%	13%	7%	23%	24%	28%	19%	6%	25%	23%	20%	6%	19%	19%
	4-10	16%	30%	24%	23%	23%	21%	31%	19%	27%	23%	18%	29%	22%	28%	23%	24%
	11-20	15%	7%	17%	25%	40%	14%	15%	19%	23%	31%	9%	12%	30%	29%	13%	20%
	>20	7%	7%	14%	33%	27%	6%	12%	15%	16%	32%	2%	12%	17%	30%	36%	16%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501
% WHITE IN PRECINCT	0-30	35%	12%	9%	12%	5%	31%	16%	5%	4%	7%	35%	12%	4%	10%	0%	14%
	31-60	25%	23%	31%	35%	33%	33%	41%	26%	23%	23%	23%	38%	34%	18%	19%	29%
	61-70	16%	11%	12%	29%	27%	16%	12%	12%	22%	27%	17%	9%	20%	23%	27%	18%
	71-80	5%	9%	18%	14%	19%	5%	14%	17%	13%	19%	6%	8%	12%	28%	17%	13%
	>80	19%	45%	30%	10%	16%	16%	18%	41%	38%	25%	19%	32%	29%	21%	37%	27%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501
% AFRICAN-AMERICAN IN PRECINCT	0	47%	41%	34%	22%	43%	40%	28%	46%	38%	41%	49%	34%	30%	45%	52%	39%
	1	6%	12%	8%	6%	15%	12%	14%	5%	9%	11%	12%	11%	8%	12%	7%	10%
	2	9%	16%	11%	16%	9%	10%	7%	13%	20%	10%	8%	10%	15%	14%	16%	12%
	3-10	25%	16%	35%	45%	13%	18%	37%	22%	24%	22%	17%	31%	23%	26%	23%	24%
	>10	13%	15%	12%	12%	20%	20%	13%	14%	9%	17%	14%	14%	25%	3%	3%	15%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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

Pure Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
AREA	North	21%	21%	9%	2%	3%	24%	11%	15%	6%	0%	29%	9%	9%	1%	2%	12%
	Bay Area	9%	11%	28%	23%	35%	6%	26%	12%	31%	34%	3%	11%	27%	44%	30%	21%
	Central Valley	27%	18%	27%	21%	12%	23%	18%	31%	18%	12%	24%	39%	12%	12%	0%	20%
	Central Coast	6%	4%	5%	10%	1%	7%	6%	3%	3%	2%	7%	4%	5%	2%	2%	4%
	LA & Inland Empire	34%	34%	14%	20%	27%	29%	27%	13%	27%	33%	30%	23%	31%	11%	53%	27%
	South	4%	13%	17%	23%	23%	11%	12%	25%	14%	19%	6%	14%	16%	31%	13%	16%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501
COUNTY	Los Angeles	26%	14%	10%	10%	13%	19%	6%	4%	17%	21%	17%	12%	11%	10%	53%	15%
	Riverside	5%	17%	2%	9%	14%	9%	14%	7%	11%	12%	10%	8%	19%	1%	0%	10%
	San Diego	3%	8%	13%	10%	8%	5%	9%	11%	8%	10%	5%	7%	9%	15%	5%	8%
	Orange	1%	5%	4%	13%	15%	5%	3%	14%	6%	10%	1%	8%	7%	16%	8%	7%
	Sacramento	6%	2%	16%	3%	2%	6%	9%	4%	4%	6%	5%	14%	2%	5%	0%	6%
	Santa Clara	1%	0%	8%	2%	11%	2%	4%	1%	6%	10%	2%	4%	1%	16%	9%	5%
	Alameda	2%	2%	6%	3%	7%	0%	6%	2%	4%	9%	0%	2%	7%	7%	2%	4%
	Contra Costa	3%	2%	2%	7%	7%	1%	3%	1%	7%	8%	1%	0%	7%	6%	7%	4%
	Other	52%	50%	39%	42%	23%	51%	45%	57%	38%	15%	60%	46%	37%	24%	17%	41%
n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501	

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

Pure Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	Total
% COLLEGE GRAD IN PRECINCT	0-10	67%	31%	11%	4%	0%	70%	15%	9%	1%	0%	23%
	11-20	18%	31%	36%	23%	5%	24%	46%	35%	12%	6%	22%
	21-30	6%	24%	37%	37%	51%	5%	29%	40%	59%	35%	32%
	31-40	1%	11%	14%	26%	37%	1%	10%	16%	22%	41%	18%
	>40	7%	3%	2%	9%	7%	0%	0%	0%	6%	18%	5%
	n=	84	137	109	68	103	116	81	99	100	105	501

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

Pure Demographics

		MEDIAN INCOME IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	Total
% WHITE IN PRECINCT	0-50	72%	38%	12%	0%	4%	26%
	51-60	9%	20%	25%	18%	5%	15%
	61-70	6%	21%	16%	24%	15%	16%
	71-80	9%	13%	29%	30%	24%	20%
	>80	4%	7%	18%	28%	51%	22%
	n=	84	137	109	68	103	501

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

Pure Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
GENDER	Male	47%	44%	51%	43%	45%	49%	42%	40%	53%	38%	44%	49%	49%	47%	41%	46%	44%	46%
	Female	53%	56%	49%	57%	55%	51%	58%	60%	47%	62%	56%	51%	51%	53%	59%	54%	56%	54%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501
AGE	18-24	4%	7%	1%	0%	5%	7%	9%	7%	7%	6%	2%	0%	1%	10%	4%	2%	13%	4%
	25-34	8%	26%	6%	14%	19%	10%	2%	11%	21%	8%	7%	2%	5%	11%	11%	20%	11%	11%
	35-44	9%	17%	9%	6%	11%	16%	7%	5%	10%	9%	8%	14%	7%	8%	21%	6%	16%	10%
	45-54	14%	13%	18%	14%	14%	6%	17%	5%	13%	20%	7%	18%	17%	20%	8%	14%	6%	14%
	55-64	22%	11%	25%	17%	16%	20%	25%	16%	16%	25%	23%	23%	26%	23%	12%	18%	15%	20%
	65-74	24%	11%	20%	27%	17%	22%	25%	30%	20%	18%	22%	23%	22%	20%	18%	23%	25%	22%
	75+	20%	14%	20%	22%	19%	19%	16%	27%	12%	15%	31%	20%	22%	8%	25%	19%	14%	19%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501
BIRTHPLACE	CA	46%	73%	56%	56%	56%	36%	43%	44%	56%	44%	45%	53%	50%	62%	57%	49%	37%	50%
	US, outside CA	41%	17%	38%	38%	33%	44%	32%	30%	31%	45%	38%	42%	39%	22%	26%	36%	56%	37%
	Non-US	13%	10%	6%	6%	10%	20%	24%	26%	12%	11%	16%	5%	11%	16%	17%	15%	7%	13%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

Pure Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
PARTY	Republican	35%	14%	44%	35%	30%	24%	24%	20%	25%	37%	40%	36%	43%	35%	18%	28%	18%	32%
	Democrat	45%	64%	44%	41%	50%	57%	47%	66%	54%	37%	37%	44%	41%	33%	60%	43%	73%	48%
	NPP	17%	22%	11%	24%	16%	16%	25%	14%	19%	18%	19%	18%	15%	31%	18%	23%	9%	18%
	Other party	3%	1%	1%	1%	4%	3%	4%	0%	2%	7%	3%	1%	1%	1%	4%	6%	0%	3%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501
RESIDENCE	Apartment	16%	26%	10%	15%	28%	13%	21%	19%	18%	20%	17%	16%	13%	9%	21%	27%	18%	18%
	Live in home	84%	74%	90%	85%	72%	87%	79%	81%	82%	80%	83%	84%	87%	91%	79%	73%	82%	82%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

Pure Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
TURNOUT HISTORY	Unreliable	4%	6%	6%	5%	3%	6%	3%	8%	7%	2%	4%	2%	2%	6%	7%	4%	6%	4%
	Reliable	41%	62%	44%	37%	46%	54%	38%	48%	48%	49%	41%	37%	39%	52%	45%	41%	57%	44%
	Very Reliable	54%	32%	51%	58%	51%	40%	59%	44%	46%	50%	54%	61%	59%	42%	47%	54%	36%	51%
	n=	441	53	104	99	123	84	84	72	132	81	74	135	206	46	60	126	56	494
DATE OF REGISTRATION	2015 to Present	32%	22%	32%	26%	28%	44%	21%	34%	35%	28%	30%	27%	26%	30%	30%	29%	45%	31%
	2008 to 2014	20%	42%	12%	33%	31%	18%	21%	18%	24%	23%	17%	29%	15%	32%	35%	28%	23%	23%
	2000 to 2007	21%	21%	26%	21%	20%	19%	20%	22%	15%	26%	27%	21%	28%	17%	7%	25%	12%	21%
	Before 2000	26%	15%	29%	20%	20%	19%	39%	26%	26%	24%	27%	22%	31%	21%	28%	18%	20%	25%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501
PERMANENTLY REGISTERED TO VBM	No	34%	37%	48%	29%	35%	31%	29%	19%	32%	46%	34%	38%	44%	18%	19%	40%	25%	35%
	Yes	66%	63%	52%	71%	65%	69%	71%	81%	68%	54%	66%	62%	56%	82%	81%	60%	75%	65%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

Pure Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
MEDIAN INCOME IN PRECINCT	<\$40K	18%	12%	36%	18%	12%	12%	8%	45%	15%	15%	7%	12%	21%	11%	13%	18%	15%	17%
	\$40-\$60K	24%	40%	32%	43%	34%	9%	11%	23%	21%	17%	18%	45%	28%	31%	36%	18%	27%	27%
	\$61-\$80K	22%	17%	25%	23%	21%	18%	18%	13%	23%	14%	28%	24%	18%	16%	19%	30%	17%	21%
	\$81-\$100K	10%	12%	3%	7%	10%	13%	22%	9%	13%	17%	12%	4%	6%	6%	14%	20%	8%	10%
	>\$100K	26%	19%	4%	9%	24%	48%	41%	9%	28%	37%	36%	15%	27%	36%	19%	14%	33%	25%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501
% WHITE IN PRECINCT	0-50	25%	32%	47%	32%	23%	18%	9%	59%	30%	23%	11%	15%	27%	30%	23%	20%	35%	26%
	51-60	13%	28%	14%	19%	20%	11%	12%	18%	22%	10%	16%	11%	11%	21%	9%	24%	14%	15%
	61-70	17%	11%	16%	23%	13%	15%	15%	6%	15%	10%	21%	25%	19%	8%	17%	15%	15%	16%
	71-80	20%	21%	15%	20%	23%	22%	20%	6%	16%	24%	20%	29%	20%	17%	33%	20%	12%	20%
	>80	24%	8%	9%	7%	21%	33%	44%	11%	18%	33%	32%	20%	23%	23%	18%	20%	25%	22%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501
% COLLEGE GRAD IN PRECINCT	0-10	22%	27%	51%	29%	17%	10%	3%	57%	18%	22%	11%	16%	28%	26%	16%	16%	22%	23%
	11-20	23%	17%	26%	27%	27%	14%	17%	20%	30%	12%	14%	27%	20%	24%	18%	29%	21%	22%
	21-30	30%	42%	15%	33%	30%	47%	34%	9%	38%	36%	29%	35%	24%	26%	38%	30%	53%	32%
	31-40	19%	12%	6%	6%	21%	26%	33%	13%	11%	23%	38%	14%	21%	21%	21%	19%	3%	18%
	>40	6%	2%	2%	5%	5%	3%	12%	0%	3%	8%	7%	7%	7%	3%	7%	5%	1%	5%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

Pure Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
AREA	North	12%	9%	33%	18%	3%	1%	6%	0%	5%	12%	9%	27%	21%	22%	8%	2%	0%	12%
	Bay Area	23%	13%	11%	8%	20%	28%	45%	20%	24%	31%	15%	16%	19%	16%	19%	22%	31%	21%
	Central Valley	20%	20%	31%	19%	25%	12%	11%	10%	23%	16%	23%	24%	24%	14%	15%	24%	12%	20%
	Central Coast	4%	5%	7%	7%	5%	2%	0%	9%	1%	7%	4%	4%	8%	3%	2%	2%	1%	4%
	LA & Inland Empire	23%	46%	15%	27%	32%	38%	18%	53%	30%	20%	22%	16%	14%	23%	33%	35%	43%	27%
	South	17%	8%	4%	21%	16%	19%	20%	7%	18%	13%	28%	13%	13%	21%	24%	16%	12%	16%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501
COUNTY	Los Angeles	14%	19%	7%	13%	14%	22%	17%	42%	8%	16%	16%	6%	12%	17%	14%	20%	13%	15%
	Riverside	8%	26%	4%	12%	16%	15%	0%	8%	18%	4%	4%	9%	2%	4%	18%	12%	27%	10%
	San Diego	9%	6%	3%	19%	7%	7%	6%	6%	7%	5%	15%	10%	5%	7%	16%	13%	4%	8%
	Orange	8%	1%	1%	2%	9%	13%	14%	2%	11%	8%	13%	3%	8%	14%	7%	3%	8%	7%
	Sacramento	5%	8%	4%	4%	10%	6%	1%	2%	8%	6%	5%	5%	3%	1%	3%	13%	4%	6%
	Santa Clara	6%	0%	1%	0%	0%	9%	17%	6%	7%	9%	2%	1%	7%	7%	2%	5%	2%	5%
	Alameda	5%	1%	0%	0%	5%	8%	7%	12%	3%	4%	2%	2%	2%	1%	6%	4%	10%	4%
	Contra Costa	3%	8%	1%	1%	8%	8%	2%	1%	2%	12%	0%	4%	2%	2%	0%	5%	10%	4%
	Other	42%	30%	79%	50%	30%	12%	35%	21%	34%	36%	42%	60%	58%	46%	34%	25%	21%	41%
n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501	

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

Pure Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	Total
% AFRICAN-AMERICAN IN PRECINCT	0	41%	28%	75%	45%	30%	20%	23%	29%	11%	37%	58%	67%	39%
	1	10%	14%	7%	15%	4%	8%	19%	4%	12%	14%	4%	12%	10%
	2	11%	16%	4%	18%	15%	9%	15%	13%	12%	6%	12%	15%	12%
	3-10	22%	34%	11%	15%	37%	29%	24%	22%	35%	34%	25%	6%	24%
	>10	16%	8%	3%	7%	13%	33%	19%	33%	30%	9%	2%	0%	15%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	501

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

Pure Demographics

		LATINO		% ASIAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	Total
% WHITE IN PRECINCT	0-30	13%	19%	14%	10%	8%	20%	17%	14%
	31-60	27%	41%	13%	14%	29%	38%	56%	29%
	61-70	19%	12%	15%	10%	17%	25%	25%	18%
	71-80	14%	8%	6%	20%	17%	16%	3%	13%
	>80	28%	20%	52%	46%	29%	1%	0%	27%
	n=	445	56	105	101	123	85	87	501

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

Pure Demographics

		LATINO		TOTAL
		No	Yes	Total
% ASIAN IN PRECINCT	0	21%	16%	20%
	1-3	20%	17%	19%
	4-10	21%	43%	24%
	11-20	21%	14%	20%
	>20	17%	10%	16%
	n=	445	56	501

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

Pure Demographics

		AREA						COUNTY									TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total
GENDER	Male	39%	38%	59%	36%	43%	55%	55%	24%	43%	68%	58%	43%	44%	26%	46%	46%
	Female	61%	62%	41%	64%	57%	45%	45%	76%	57%	32%	42%	57%	56%	74%	54%	54%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501
AGE	18-24	5%	8%	2%	3%	4%	2%	2%	8%	2%	3%	4%	0%	11%	27%	3%	4%
	25-34	3%	8%	12%	4%	8%	24%	10%	5%	21%	28%	23%	6%	9%	8%	6%	11%
	35-44	3%	1%	6%	9%	24%	8%	15%	41%	10%	6%	0%	5%	0%	0%	5%	10%
	45-54	32%	16%	10%	9%	8%	13%	6%	13%	17%	8%	23%	28%	23%	6%	14%	14%
	55-64	20%	16%	24%	38%	17%	23%	21%	9%	13%	34%	6%	14%	9%	17%	26%	20%
	65-74	19%	31%	29%	13%	20%	9%	19%	18%	11%	7%	32%	36%	39%	17%	24%	22%
	75+	18%	20%	18%	25%	19%	21%	27%	6%	27%	14%	13%	12%	8%	24%	22%	19%
n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501	
BIRTHPLACE	CA	66%	42%	59%	38%	51%	38%	54%	48%	41%	35%	52%	37%	47%	30%	57%	50%
	US, outside CA	30%	45%	30%	41%	36%	43%	27%	47%	52%	32%	32%	31%	47%	63%	35%	37%
	Non-US	4%	12%	10%	21%	13%	19%	19%	5%	7%	34%	16%	31%	5%	6%	8%	13%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501

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

Pure Demographics

		AREA						COUNTY									TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total
PARTY	Republican	45%	13%	45%	53%	29%	28%	28%	26%	29%	28%	21%	17%	7%	7%	43%	32%
	Democrat	33%	70%	38%	29%	56%	33%	59%	56%	39%	26%	36%	66%	83%	69%	41%	48%
	NPP	20%	14%	13%	16%	13%	36%	11%	16%	29%	44%	29%	16%	4%	23%	13%	18%
	Other party	2%	3%	4%	1%	2%	2%	2%	2%	3%	2%	14%	0%	5%	0%	2%	3%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501
RESIDENCE	Apartment	9%	16%	5%	12%	25%	31%	23%	27%	23%	39%	6%	17%	11%	10%	11%	18%
	Live in home	91%	84%	95%	88%	75%	69%	77%	73%	77%	61%	94%	83%	89%	90%	89%	82%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501

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

Pure Demographics

		AREA						COUNTY									TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total
TURNOUT HISTORY	Unreliable	2%	4%	1%	0%	9%	5%	11%	2%	7%	3%	3%	13%	4%	2%	2%	4%
	Reliable	57%	38%	35%	31%	49%	51%	41%	70%	40%	65%	60%	31%	47%	52%	35%	44%
	Very Reliable	42%	58%	64%	69%	42%	44%	48%	28%	53%	32%	37%	56%	49%	45%	63%	51%
	n=	49	113	110	23	121	78	77	28	47	31	25	27	20	17	222	494
DATE OF REGISTRATION	2015 to Present	27%	29%	26%	18%	33%	41%	28%	43%	29%	54%	22%	23%	56%	31%	25%	31%
	2008 to 2014	29%	19%	27%	21%	24%	20%	15%	38%	32%	6%	43%	13%	9%	39%	23%	23%
	2000 to 2007	17%	17%	21%	27%	24%	23%	33%	12%	21%	25%	10%	10%	24%	15%	22%	21%
	Before 2000	27%	35%	25%	33%	19%	17%	24%	7%	18%	15%	26%	53%	11%	15%	31%	25%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501
PERMANENTLY REGISTERED TO VBM	No	43%	30%	46%	9%	35%	26%	41%	27%	33%	19%	45%	17%	25%	74%	35%	35%
	Yes	57%	70%	54%	91%	65%	74%	59%	73%	67%	81%	55%	83%	75%	26%	65%	65%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501

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

Pure Demographics

		AREA						COUNTY										TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total	
MEDIAN INCOME IN PRECINCT	<\$40K	30%	7%	23%	23%	22%	5%	31%	9%	6%	3%	18%	4%	9%	14%	22%	17%	
	\$40-\$60K	47%	14%	23%	22%	34%	22%	26%	44%	25%	19%	8%	2%	11%	12%	33%	27%	
	\$61-\$80K	16%	28%	28%	22%	11%	22%	15%	5%	33%	10%	59%	33%	30%	12%	20%	21%	
	\$81-\$100K	2%	11%	11%	25%	8%	15%	7%	9%	12%	19%	6%	5%	9%	17%	11%	10%	
	>\$100K	5%	40%	14%	7%	25%	36%	21%	33%	23%	50%	10%	56%	42%	45%	14%	25%	
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501	
% WHITE IN PRECINCT	0-50	53%	7%	30%	43%	29%	18%	35%	22%	17%	19%	28%	12%	3%	8%	33%	26%	
	51-60	14%	19%	14%	22%	15%	12%	7%	21%	16%	7%	25%	13%	23%	11%	17%	15%	
	61-70	21%	9%	25%	11%	8%	26%	4%	11%	22%	30%	11%	2%	8%	2%	23%	16%	
	71-80	11%	30%	18%	13%	21%	18%	23%	21%	20%	16%	14%	26%	17%	36%	19%	20%	
	>80	1%	35%	13%	12%	27%	27%	31%	26%	25%	29%	23%	46%	49%	43%	8%	22%	
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501	
% COLLEGE GRAD IN PRECINCT	0-10	56%	4%	27%	37%	26%	8%	27%	22%	13%	3%	19%	7%	0%	3%	33%	23%	
	11-20	17%	12%	43%	20%	19%	21%	18%	17%	18%	23%	55%	19%	10%	2%	25%	22%	
	21-30	25%	41%	19%	34%	37%	31%	24%	60%	33%	30%	10%	7%	55%	59%	29%	32%	
	31-40	1%	37%	11%	6%	7%	35%	12%	1%	32%	39%	16%	57%	32%	27%	10%	18%	
	>40	1%	7%	0%	3%	11%	4%	19%	0%	3%	6%	0%	9%	3%	9%	2%	5%	
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501	

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

Pure Demographics

		AREA						COUNTY									TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total
LATINO	No	89%	92%	86%	82%	76%	93%	82%	64%	89%	98%	79%	100%	96%	70%	90%	86%
	Yes	11%	8%	14%	18%	24%	7%	18%	36%	11%	2%	21%	0%	4%	30%	10%	14%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501
% ASIAN IN PRECINCT	0	56%	10%	31%	32%	12%	5%	10%	9%	7%	2%	15%	5%	0%	3%	39%	20%
	1-3	30%	7%	18%	30%	20%	26%	17%	22%	44%	6%	14%	0%	0%	4%	24%	19%
	4-10	5%	22%	29%	28%	28%	24%	23%	38%	21%	28%	44%	2%	28%	46%	18%	24%
	11-20	1%	27%	12%	10%	29%	25%	31%	31%	16%	34%	22%	36%	42%	41%	6%	20%
	>20	8%	34%	9%	0%	11%	20%	19%	0%	12%	30%	4%	56%	29%	6%	14%	16%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501
% WHITE IN PRECINCT	0-30	0%	13%	7%	29%	27%	6%	39%	11%	9%	3%	4%	17%	41%	3%	7%	14%
	31-60	11%	32%	33%	5%	32%	34%	16%	52%	25%	43%	41%	40%	23%	17%	24%	29%
	61-70	19%	26%	15%	30%	14%	15%	19%	8%	11%	20%	20%	33%	17%	55%	16%	18%
	71-80	9%	9%	15%	12%	11%	23%	14%	6%	23%	22%	11%	5%	7%	0%	13%	13%
	>80	61%	20%	31%	23%	16%	22%	11%	24%	31%	11%	23%	5%	13%	25%	39%	27%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501
% AFRICAN-AMERICAN IN PRECINCT	0	70%	35%	46%	70%	21%	33%	31%	6%	24%	43%	23%	54%	20%	25%	56%	39%
	1	19%	8%	7%	7%	9%	14%	12%	4%	8%	20%	2%	13%	3%	6%	11%	10%
	2	8%	11%	9%	6%	15%	18%	12%	21%	24%	12%	7%	5%	17%	0%	10%	12%
	3-10	4%	24%	28%	12%	31%	24%	32%	28%	36%	9%	57%	22%	21%	31%	15%	24%
	>10	0%	22%	9%	5%	24%	12%	13%	40%	8%	16%	11%	5%	38%	38%	8%	15%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501

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

Pure Demographics

		AREA						TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Total
COUNTY	Los Angeles	0%	0%	0%	0%	55%	0%	15%
	Riverside	0%	0%	0%	0%	39%	0%	10%
	San Diego	0%	0%	0%	0%	0%	53%	8%
	Orange	0%	0%	0%	0%	0%	47%	7%
	Sacramento	0%	0%	28%	0%	0%	0%	6%
	Santa Clara	0%	23%	0%	0%	0%	0%	5%
	Alameda	0%	19%	0%	0%	0%	0%	4%
	Contra Costa	0%	18%	0%	0%	0%	0%	4%
	Other	100%	39%	72%	100%	6%	0%	41%
n=	49	113	111	24	124	80	501	

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

June Election -- Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
JUNE VOTE INTENTION	May or may not vote/Unsure	10%	4%	29%	10%	13%	2%	6%	1%	7%	5%	9%	9%	7%
	Probably going to vote	16%	16%	33%	37%	0%	24%	17%	14%	5%	16%	13%	24%	16%
	Absolutely certain to vote	58%	66%	33%	52%	85%	57%	61%	67%	63%	65%	64%	48%	62%
	Already voted	16%	14%	5%	1%	2%	18%	16%	18%	25%	14%	15%	19%	15%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501
JUNE VOTE IMPORTANCE	Less important	2%	2%	1%	8%	0%	0%	0%	4%	2%	2%	3%	0%	2%
	About the same/Unsure	66%	62%	67%	78%	59%	81%	64%	49%	61%	64%	64%	61%	64%
	Somewhat more important	5%	8%	0%	7%	6%	5%	3%	11%	9%	7%	7%	7%	7%
	Much more important	26%	28%	32%	7%	35%	14%	33%	36%	28%	27%	26%	32%	27%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

June Election -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
JUNE VOTE INTENTION	May or may not vote/Unsure	5%	3%	21%	0%	3%	8%	7%
	Probably going to vote	21%	14%	13%	20%	15%	16%	16%
	Absolutely certain to vote	60%	65%	58%	71%	62%	62%	62%
	Already voted	14%	19%	8%	9%	20%	14%	15%
	n=	193	216	74	18	81	420	501
JUNE VOTE IMPORTANCE	Less important	0%	2%	4%	0%	4%	2%	2%
	About the same/Unsure	71%	63%	56%	42%	51%	66%	64%
	Somewhat more important	4%	9%	6%	0%	9%	6%	7%
	Much more important	24%	25%	34%	58%	37%	25%	27%
	n=	193	216	74	18	81	420	501

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

June Election -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
JUNE VOTE INTENTION	May or may not vote/Unsure	35%	9%	3%	11%	4%	2%	8%	9%	6%	7%
	Probably going to vote	22%	29%	4%	24%	11%	21%	6%	27%	10%	16%
	Absolutely certain to vote	37%	52%	72%	54%	67%	66%	65%	61%	63%	62%
	Already voted	6%	10%	21%	11%	18%	11%	21%	3%	21%	15%
	n=	43	82	369	132	102	100	167	165	336	501
JUNE VOTE IMPORTANCE	Less important	1%	3%	1%	1%	6%	0%	1%	2%	2%	2%
	About the same/Unsure	69%	59%	67%	66%	52%	72%	65%	71%	60%	64%
	Somewhat more important	6%	6%	7%	7%	6%	6%	8%	6%	7%	7%
	Much more important	23%	31%	25%	25%	36%	23%	25%	22%	30%	27%
	n=	43	82	369	132	102	100	167	165	336	501

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

June Election -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
JUNE VOTE INTENTION	May or may not vote/Unsure	8%	12%	3%	6%	4%	14%	8%	2%	2%	5%	13%	6%	4%	2%	14%	7%
	Probably going to vote	26%	8%	15%	5%	24%	20%	22%	11%	13%	13%	20%	9%	18%	14%	21%	16%
	Absolutely certain to vote	45%	70%	65%	77%	58%	49%	60%	63%	70%	72%	52%	66%	63%	70%	57%	62%
	Already voted	22%	11%	17%	12%	15%	17%	10%	23%	16%	10%	15%	19%	15%	13%	8%	15%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501
JUNE VOTE IMPORTANCE	Less important	5%	3%	1%	0%	1%	6%	1%	0%	1%	0%	7%	1%	0%	2%	0%	2%
	About the same/Unsure	72%	50%	70%	63%	67%	62%	60%	61%	62%	71%	65%	64%	65%	56%	74%	64%
	Somewhat more important	7%	8%	3%	10%	8%	4%	12%	5%	5%	9%	5%	4%	6%	15%	6%	7%
	Much more important	17%	38%	27%	26%	24%	27%	27%	33%	31%	20%	24%	31%	29%	28%	20%	27%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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

June Election -- Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
JUNE VOTE INTENTION	May or may not vote/Unsure	7%	5%	10%	5%	5%	4%	10%	9%	11%	3%	5%	5%	5%	3%	12%	7%	10%	7%
	Probably going to vote	15%	23%	16%	14%	19%	20%	8%	19%	14%	24%	22%	8%	18%	12%	4%	20%	17%	16%
	Absolutely certain to vote	62%	65%	60%	59%	63%	64%	66%	53%	58%	57%	66%	73%	61%	76%	63%	65%	52%	62%
	Already voted	16%	8%	14%	21%	13%	12%	17%	18%	17%	16%	7%	14%	16%	10%	21%	8%	22%	15%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501
JUNE VOTE IMPORTANCE	Less important	2%	1%	1%	7%	2%	0%	0%	6%	2%	2%	0%	1%	1%	0%	5%	1%	5%	2%
	About the same/Unsure	64%	61%	70%	60%	58%	60%	74%	55%	77%	58%	66%	56%	67%	49%	49%	67%	72%	64%
	Somewhat more important	7%	7%	8%	6%	6%	5%	10%	6%	5%	6%	9%	9%	11%	2%	7%	5%	3%	7%
	Much more important	27%	31%	20%	27%	35%	35%	16%	33%	16%	33%	25%	34%	21%	48%	39%	28%	19%	27%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

June Election -- Demographics

		AREA						COUNTY									TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total
JUNE VOTE INTENTION	May or may not vote/Unsure	9%	3%	2%	0%	9%	15%	8%	11%	16%	13%	1%	6%	3%	0%	4%	7%
	Probably going to vote	10%	18%	17%	18%	15%	16%	17%	12%	10%	22%	20%	0%	36%	35%	14%	16%
	Absolutely certain to vote	70%	62%	63%	64%	62%	56%	60%	66%	57%	55%	70%	79%	56%	56%	62%	62%
	Already voted	11%	17%	18%	19%	14%	13%	14%	11%	16%	10%	9%	14%	5%	9%	20%	15%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501
JUNE VOTE IMPORTANCE	Less important	0%	0%	0%	0%	3%	7%	1%	7%	11%	4%	0%	1%	0%	0%	0%	2%
	About the same/Unsure	72%	65%	72%	75%	54%	59%	54%	55%	63%	55%	74%	58%	60%	69%	70%	64%
	Somewhat more important	6%	13%	2%	0%	6%	7%	6%	6%	12%	1%	0%	17%	17%	8%	6%	7%
	Much more important	23%	21%	26%	25%	36%	26%	40%	32%	14%	39%	26%	25%	23%	23%	24%	27%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501

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

Main Source of Campaign Info -- Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
MAIN CAMPAIGN INFO SOURCE	TV ads	43%	46%	3%	24%	42%	54%	49%	53%	46%	47%	45%	34%	44%
	Radio ads	7%	2%	21%	8%	0%	2%	6%	2%	4%	5%	4%	3%	4%
	Internet ads	3%	4%	3%	4%	4%	1%	3%	3%	5%	3%	4%	1%	3%
	Mailers	24%	25%	8%	36%	31%	23%	23%	24%	24%	24%	23%	33%	25%
	Social media	4%	6%	26%	5%	6%	7%	4%	4%	0%	4%	5%	10%	5%
	Personal interaction	0%	1%	5%	0%	0%	0%	2%	1%	1%	0%	1%	2%	1%
	Phone calls	1%	1%	3%	0%	0%	2%	0%	2%	1%	2%	1%	1%	1%
	Or some other source?	11%	4%	14%	12%	0%	2%	7%	7%	11%	6%	6%	12%	7%
	NO INFORMATION RECEIVED	4%	9%	16%	10%	16%	10%	3%	2%	5%	6%	8%	3%	7%
	UNSURE	2%	2%	0%	0%	2%	0%	3%	2%	4%	2%	2%	2%	2%
	REFUSED	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
n=	226	275	18	44	20	49	89	131	150	244	193	64	501	
SECONDARY CAMPAIGN INFO SOURCE	TV ads	21%	15%	1%	33%	5%	7%	13%	23%	25%	21%	11%	24%	18%
	Radio ads	10%	4%	4%	6%	6%	7%	10%	3%	9%	9%	3%	10%	7%
	Internet ads	8%	17%	36%	21%	23%	21%	12%	4%	2%	13%	11%	11%	12%
	Mailers	19%	20%	6%	8%	7%	27%	17%	26%	24%	17%	26%	11%	19%
	Social media	12%	11%	31%	15%	24%	5%	15%	6%	5%	12%	9%	12%	11%
	Personal interaction	3%	6%	0%	0%	7%	12%	4%	5%	2%	6%	4%	3%	5%
	Phone calls	1%	3%	0%	4%	0%	0%	2%	1%	5%	1%	3%	1%	2%
	Or some other source?	7%	17%	0%	6%	27%	8%	11%	10%	17%	9%	17%	9%	12%
	NO INFORMATION RECEIVED	15%	5%	21%	7%	2%	11%	11%	15%	6%	10%	12%	6%	10%
	UNSURE	4%	3%	0%	1%	0%	2%	5%	6%	5%	2%	3%	12%	4%
	REFUSED	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
n=	209	243	14	39	16	45	80	123	135	221	172	59	452	

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

Main Source of Campaign Info -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
MAIN CAMPAIGN INFO SOURCE	TV ads	48%	41%	46%	40%	48%	44%	44%
	Radio ads	5%	2%	10%	6%	2%	5%	4%
	Internet ads	1%	3%	5%	8%	6%	3%	3%
	Mailers	25%	26%	19%	34%	29%	24%	25%
	Social media	4%	6%	3%	7%	2%	6%	5%
	Personal interaction	2%	0%	1%	0%	0%	1%	1%
	Phone calls	1%	1%	1%	0%	0%	1%	1%
	Or some other source?	6%	8%	8%	4%	6%	7%	7%
	NO INFORMATION RECEIVED	5%	9%	4%	0%	4%	7%	7%
	UNSURE	2%	2%	3%	0%	1%	2%	2%
	REFUSED	0%	0%	0%	0%	1%	0%	0%
n=	193	216	74	18	81	420	501	
SECONDARY CAMPAIGN INFO SOURCE	TV ads	19%	22%	6%	15%	16%	18%	18%
	Radio ads	8%	6%	7%	0%	5%	7%	7%
	Internet ads	8%	20%	4%	0%	31%	8%	12%
	Mailers	16%	20%	24%	9%	13%	21%	19%
	Social media	15%	6%	19%	7%	7%	12%	11%
	Personal interaction	4%	2%	11%	23%	1%	5%	5%
	Phone calls	2%	1%	3%	0%	5%	1%	2%
	Or some other source?	11%	14%	5%	45%	8%	13%	12%
	NO INFORMATION RECEIVED	15%	5%	15%	0%	7%	11%	10%
	UNSURE	3%	4%	6%	0%	7%	3%	4%
	REFUSED	0%	0%	0%	0%	0%	0%	0%
n=	177	189	68	18	75	377	452	

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

Main Source of Campaign Info -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
MAIN CAMPAIGN INFO SOURCE	TV ads	48%	43%	47%	31%	57%	49%	46%	42%	46%	44%
	Radio ads	5%	4%	5%	5%	4%	5%	3%	6%	4%	4%
	Internet ads	14%	4%	2%	4%	2%	5%	1%	6%	2%	3%
	Mailers	10%	29%	22%	32%	15%	22%	26%	17%	29%	25%
	Social media	8%	6%	4%	10%	4%	3%	3%	7%	4%	5%
	Personal interaction	0%	1%	1%	1%	0%	2%	0%	1%	1%	1%
	Phone calls	0%	1%	1%	0%	1%	1%	2%	2%	1%	1%
	Or some other source?	3%	7%	8%	5%	10%	3%	10%	7%	7%	7%
	NO INFORMATION RECEIVED	6%	6%	6%	9%	5%	6%	6%	11%	5%	7%
	UNSURE	5%	0%	4%	1%	2%	4%	2%	2%	2%	2%
	REFUSED	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%
n=	43	82	369	132	102	100	167	165	336	501	
SECONDARY CAMPAIGN INFO SOURCE	TV ads	8%	16%	21%	8%	18%	14%	33%	14%	20%	18%
	Radio ads	3%	7%	6%	9%	7%	6%	5%	10%	5%	7%
	Internet ads	9%	15%	10%	21%	15%	7%	4%	11%	13%	12%
	Mailers	19%	12%	26%	14%	17%	22%	25%	21%	18%	19%
	Social media	41%	13%	6%	12%	15%	15%	4%	11%	11%	11%
	Personal interaction	1%	4%	6%	4%	9%	2%	4%	4%	5%	5%
	Phone calls	1%	1%	3%	2%	1%	2%	3%	1%	2%	2%
	Or some other source?	5%	12%	14%	18%	6%	13%	11%	7%	15%	12%
	NO INFORMATION RECEIVED	5%	16%	5%	8%	11%	13%	9%	20%	5%	10%
	UNSURE	9%	5%	3%	5%	1%	7%	3%	1%	5%	4%
	REFUSED	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
n=	36	76	334	117	93	91	151	146	306	452	

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

Main Source of Campaign Info -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
MAIN CAMPAIGN INFO SOURCE	TV ads	50%	44%	46%	52%	36%	45%	40%	38%	58%	39%	51%	37%	46%	44%	41%	44%
	Radio ads	1%	9%	3%	4%	3%	9%	1%	3%	3%	4%	5%	9%	1%	2%	8%	4%
	Internet ads	1%	1%	8%	8%	1%	2%	5%	3%	0%	7%	3%	1%	2%	9%	2%	3%
	Mailers	24%	28%	17%	20%	29%	24%	24%	28%	18%	30%	24%	27%	23%	24%	30%	25%
	Social media	5%	4%	4%	5%	8%	3%	8%	5%	2%	9%	3%	4%	7%	7%	4%	5%
	Personal interaction	0%	0%	1%	2%	3%	0%	1%	3%	0%	1%	0%	1%	2%	0%	0%	1%
	Phone calls	2%	2%	1%	0%	0%	1%	1%	4%	0%	1%	1%	2%	1%	0%	0%	1%
	Or some other source?	12%	4%	8%	8%	6%	12%	6%	8%	6%	2%	6%	11%	8%	3%	2%	7%
	NO INFORMATION RECEIVED	1%	6%	9%	0%	13%	3%	12%	7%	10%	5%	5%	6%	7%	9%	6%	7%
	UNSURE	3%	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	1%	2%	6%	2%
	REFUSED	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501
	SECONDARY CAMPAIGN INFO SOURCE	TV ads	15%	20%	23%	16%	13%	20%	24%	14%	19%	13%	14%	29%	13%	18%	15%
Radio ads		10%	5%	9%	4%	5%	8%	5%	5%	8%	6%	10%	3%	7%	9%	2%	7%
Internet ads		20%	13%	4%	15%	12%	12%	15%	6%	15%	13%	15%	7%	20%	5%	4%	12%
Mailers		12%	18%	28%	28%	15%	11%	24%	19%	17%	29%	11%	22%	19%	27%	19%	19%
Social media		6%	7%	6%	15%	22%	10%	11%	15%	12%	10%	7%	10%	16%	7%	19%	11%
Personal interaction		3%	8%	5%	0%	4%	8%	2%	6%	3%	3%	11%	1%	3%	5%	2%	5%
Phone calls		1%	3%	2%	3%	0%	1%	1%	3%	4%	2%	2%	1%	2%	3%	2%	2%
Or some other source?		8%	6%	16%	12%	20%	10%	3%	12%	14%	20%	12%	7%	16%	12%	12%	12%
NO INFORMATION RECEIVED		22%	15%	3%	6%	3%	21%	5%	7%	7%	3%	19%	12%	5%	3%	20%	10%
UNSURE		1%	5%	5%	2%	5%	1%	9%	12%	1%	1%	1%	7%	0%	11%	4%	4%
REFUSED		0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
n=		76	124	96	67	89	105	74	89	89	95	93	121	133	81	24	452

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

Main Source of Campaign Info -- Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
MAIN CAMPAIGN INFO SOURCE	TV ads	46%	38%	47%	50%	38%	43%	45%	46%	37%	50%	34%	54%	44%	49%	33%	47%	48%	44%
	Radio ads	5%	2%	2%	9%	7%	1%	3%	0%	7%	5%	4%	3%	4%	0%	11%	3%	5%	4%
	Internet ads	3%	3%	3%	4%	2%	4%	4%	3%	1%	3%	9%	3%	2%	6%	5%	5%	0%	3%
	Mailers	25%	22%	21%	15%	34%	26%	24%	27%	33%	19%	30%	16%	25%	14%	20%	26%	33%	25%
	Social media	5%	5%	7%	2%	6%	9%	1%	5%	3%	9%	4%	6%	4%	6%	3%	5%	9%	5%
	Personal interaction	1%	0%	0%	1%	0%	2%	2%	0%	1%	2%	1%	0%	1%	2%	0%	0%	0%	1%
	Phone calls	1%	4%	2%	2%	0%	1%	1%	3%	0%	1%	0%	2%	2%	0%	0%	1%	1%	1%
	Or some other source?	7%	10%	8%	7%	3%	8%	11%	10%	8%	5%	5%	7%	5%	18%	16%	5%	2%	7%
	NO INFORMATION RECEIVED	5%	16%	8%	10%	7%	3%	6%	5%	7%	4%	12%	7%	10%	1%	9%	6%	2%	7%
	UNSURE	2%	0%	2%	0%	3%	2%	2%	2%	1%	2%	1%	3%	2%	3%	3%	3%	0%	2%
	REFUSED	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%
n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501	
SECONDARY CAMPAIGN INFO SOURCE	TV ads	17%	26%	12%	16%	30%	11%	17%	24%	21%	11%	20%	15%	19%	13%	20%	18%	17%	18%
	Radio ads	6%	11%	11%	9%	5%	2%	7%	12%	3%	8%	3%	9%	10%	6%	2%	8%	2%	7%
	Internet ads	11%	23%	15%	7%	18%	13%	7%	11%	8%	18%	6%	17%	10%	13%	22%	11%	13%	12%
	Mailers	20%	17%	18%	16%	17%	20%	27%	15%	18%	20%	31%	17%	18%	18%	11%	22%	24%	19%
	Social media	11%	10%	8%	7%	2%	18%	25%	17%	15%	12%	9%	4%	7%	28%	11%	8%	14%	11%
	Personal interaction	5%	1%	4%	12%	2%	3%	2%	1%	3%	5%	3%	9%	6%	11%	7%	1%	0%	5%
	Phone calls	2%	0%	1%	3%	3%	0%	2%	1%	2%	3%	2%	2%	1%	1%	2%	4%	1%	2%
	Or some other source?	13%	7%	11%	10%	10%	20%	7%	10%	16%	13%	10%	10%	12%	7%	7%	14%	17%	12%
	NO INFORMATION RECEIVED	11%	3%	12%	19%	8%	7%	2%	8%	12%	10%	4%	12%	11%	1%	13%	10%	11%	10%
	UNSURE	4%	3%	7%	0%	4%	6%	2%	0%	3%	1%	13%	5%	6%	0%	5%	3%	1%	4%
	REFUSED	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
	n=	404	48	93	93	111	77	78	66	122	75	66	123	186	45	52	116	53	452

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

Main Source of Campaign Info -- Demographics

		AREA						COUNTY										TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total	
MAIN CAMPAIGN INFO SOURCE	TV ads	49%	46%	41%	39%	52%	32%	59%	40%	28%	36%	54%	38%	39%	46%	45%	44%	
	Radio ads	3%	2%	3%	7%	6%	7%	4%	10%	13%	0%	0%	4%	0%	0%	4%	4%	
	Internet ads	1%	2%	2%	1%	2%	11%	2%	1%	15%	6%	2%	2%	0%	0%	2%	3%	
	Mailers	26%	23%	27%	35%	20%	27%	13%	32%	12%	43%	34%	36%	39%	12%	23%	25%	
	Social media	1%	6%	6%	7%	5%	5%	8%	3%	7%	2%	6%	0%	0%	35%	3%	5%	
	Personal interaction	0%	1%	1%	0%	0%	4%	0%	0%	0%	8%	0%	0%	3%	0%	0%	1%	
	Phone calls	2%	0%	3%	0%	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	2%	1%	
	Or some other source?	7%	3%	9%	6%	5%	12%	10%	0%	18%	5%	2%	2%	0%	3%	8%	7%	
	NO INFORMATION RECEIVED	8%	11%	6%	2%	6%	3%	1%	14%	6%	0%	0%	8%	16%	0%	9%	7%	
	UNSURE	3%	4%	2%	0%	1%	0%	2%	0%	0%	0%	2%	6%	3%	4%	3%	2%	
	REFUSED	0%	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501	
	SECONDARY CAMPAIGN INFO SOURCE	TV ads	10%	16%	30%	20%	12%	19%	17%	4%	19%	19%	31%	38%	12%	10%	18%	18%
		Radio ads	11%	7%	4%	4%	8%	6%	11%	2%	5%	7%	0%	4%	4%	18%	7%	7%
Internet ads		12%	17%	10%	10%	17%	3%	10%	29%	4%	3%	4%	2%	32%	28%	12%	12%	
Mailers		12%	31%	18%	7%	16%	20%	18%	8%	28%	13%	26%	28%	44%	26%	17%	19%	
Social media		6%	4%	13%	8%	13%	20%	20%	3%	7%	34%	4%	9%	0%	5%	9%	11%	
Personal interaction		13%	4%	5%	21%	1%	1%	0%	1%	0%	2%	8%	0%	0%	10%	9%	5%	
Phone calls		0%	1%	3%	2%	1%	4%	0%	3%	6%	1%	3%	0%	4%	0%	2%	2%	
Or some other source?		5%	11%	8%	28%	17%	11%	10%	30%	15%	8%	13%	12%	5%	3%	11%	12%	
NO INFORMATION RECEIVED		27%	3%	6%	0%	14%	8%	11%	21%	15%	0%	12%	5%	0%	0%	10%	10%	
UNSURE		3%	5%	4%	0%	2%	8%	2%	0%	2%	14%	0%	3%	0%	0%	5%	4%	
REFUSED		1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
n=		40	95	103	22	114	78	74	25	45	33	23	21	17	16	198	452	

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

Main Source of Campaign Info -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTE IMPORTANCE				TOTAL
		May or may not vote/Unsure	Probably going to vote	Absolutely certain to vote	Already voted	Less important	About the same/Unsure	Somewhat more important	Much more important	Total
MAIN CAMPAIGN INFO SOURCE	TV ads	35%	34%	45%	56%	56%	41%	48%	51%	44%
	Radio ads	24%	1%	4%	2%	30%	3%	9%	5%	4%
	Internet ads	6%	2%	3%	2%	0%	3%	3%	5%	3%
	Mailers	8%	31%	27%	16%	7%	27%	24%	21%	25%
	Social media	8%	9%	4%	3%	1%	6%	5%	3%	5%
	Personal interaction	3%	2%	0%	1%	0%	1%	0%	2%	1%
	Phone calls	4%	1%	1%	0%	0%	1%	0%	1%	1%
	Or some other source?	3%	9%	5%	14%	0%	8%	3%	7%	7%
	NO INFORMATION RECEIVED	7%	10%	6%	4%	5%	9%	6%	2%	7%
	UNSURE	2%	0%	3%	1%	0%	2%	1%	2%	2%
	REFUSED	0%	0%	0%	0%	0%	0%	0%	1%	0%
	n=	37	51	325	88	11	314	42	134	501
SECONDARY CAMPAIGN INFO SOURCE	TV ads	2%	17%	19%	21%	7%	18%	16%	18%	18%
	Radio ads	11%	3%	8%	5%	0%	8%	0%	5%	7%
	Internet ads	4%	24%	9%	18%	2%	13%	19%	10%	12%
	Mailers	8%	13%	22%	20%	12%	21%	29%	14%	19%
	Social media	27%	9%	11%	8%	9%	10%	7%	16%	11%
	Personal interaction	0%	3%	6%	3%	0%	2%	3%	11%	5%
	Phone calls	2%	0%	2%	3%	0%	2%	3%	2%	2%
	Or some other source?	3%	6%	15%	11%	7%	14%	9%	10%	12%
	NO INFORMATION RECEIVED	40%	18%	5%	8%	63%	10%	4%	8%	10%
	UNSURE	3%	7%	3%	4%	0%	2%	10%	6%	4%
	REFUSED	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	29	47	293	83	10	278	40	124	452

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

Impressions -- Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
BUSINESSMAN JOHN COX	Never heard	34%	54%	86%	49%	74%	66%	25%	22%	47%	48%	40%	42%	45%
	Very unfavorable	14%	8%	14%	24%	17%	2%	3%	10%	12%	14%	10%	0%	11%
	Somewhat unfavorable	10%	11%	0%	14%	9%	10%	12%	14%	5%	7%	7%	28%	10%
	Heard/No opinion	9%	17%	0%	10%	0%	11%	20%	22%	14%	13%	15%	15%	14%
	Somewhat favorable	19%	5%	0%	3%	0%	8%	23%	18%	8%	12%	11%	8%	11%
	Very favorable	14%	6%	0%	0%	0%	4%	16%	15%	14%	6%	17%	8%	10%
	n=	77	95	6	14	8	17	29	45	53	82	68	22	172
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	66%	79%	12%	60%	100%	78%	63%	73%	80%	73%	74%	63%	73%
	Very unfavorable	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	4%	1%
	Somewhat unfavorable	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
	Heard/No opinion	9%	10%	56%	4%	0%	18%	2%	9%	13%	7%	13%	14%	10%
	Somewhat favorable	21%	3%	0%	27%	0%	3%	30%	4%	3%	14%	10%	4%	11%
	Very favorable	4%	7%	32%	9%	0%	2%	4%	12%	3%	7%	2%	16%	6%
	n=	77	93	5	16	3	16	28	46	56	85	68	17	170
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	69%	66%	73%	93%	100%	82%	49%	54%	53%	69%	72%	47%	67%
	Very unfavorable	1%	2%	0%	0%	0%	1%	2%	3%	2%	2%	1%	0%	2%
	Somewhat unfavorable	11%	1%	0%	0%	0%	0%	15%	0%	14%	7%	3%	3%	5%
	Heard/No opinion	10%	15%	0%	5%	0%	10%	32%	10%	10%	11%	12%	21%	13%
	Somewhat favorable	8%	14%	27%	0%	0%	7%	2%	28%	19%	7%	10%	29%	11%
	Very favorable	0%	3%	0%	1%	0%	0%	0%	5%	2%	2%	1%	0%	2%
	n=	70	87	4	15	4	23	28	41	42	82	55	20	157

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

Impressions -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
BUSINESSMAN JOHN COX	Never heard	21%	56%	62%	8%	51%	43%	45%
	Very unfavorable	4%	15%	9%	14%	26%	6%	11%
	Somewhat unfavorable	6%	12%	10%	23%	9%	10%	10%
	Heard/No opinion	17%	12%	12%	19%	7%	16%	14%
	Somewhat favorable	27%	5%	4%	0%	4%	13%	11%
	Very favorable	24%	1%	3%	36%	3%	12%	10%
	n=	63	72	31	6	31	141	172
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	51%	88%	82%	100%	87%	70%	73%
	Very unfavorable	1%	1%	0%	0%	0%	1%	1%
	Somewhat unfavorable	1%	0%	0%	0%	0%	0%	0%
	Heard/No opinion	11%	11%	4%	0%	5%	10%	10%
	Somewhat favorable	24%	1%	12%	0%	5%	12%	11%
	Very favorable	13%	0%	2%	0%	3%	6%	6%
	n=	72	74	20	4	23	147	170
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	68%	63%	77%	57%	85%	65%	67%
	Very unfavorable	4%	0%	0%	14%	0%	2%	2%
	Somewhat unfavorable	11%	2%	0%	29%	0%	6%	5%
	Heard/No opinion	14%	9%	23%	0%	10%	13%	13%
	Somewhat favorable	3%	23%	0%	0%	6%	12%	11%
	Very favorable	0%	3%	0%	0%	0%	2%	2%
	n=	60	67	25	5	22	135	157

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

Impressions -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
BUSINESSMAN JOHN COX	Never heard	61%	54%	34%	31%	65%	40%	37%	33%	51%	45%
	Very unfavorable	0%	10%	13%	21%	7%	6%	7%	6%	13%	11%
	Somewhat unfavorable	7%	11%	10%	19%	9%	3%	6%	17%	7%	10%
	Heard/No opinion	11%	8%	20%	6%	7%	30%	23%	16%	13%	14%
	Somewhat favorable	10%	9%	13%	18%	2%	14%	14%	17%	8%	11%
	Very favorable	11%	9%	10%	4%	11%	7%	14%	12%	8%	10%
	n=	13	34	125	47	42	25	58	65	107	172
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	66%	76%	69%	71%	72%	71%	77%	79%	69%	73%
	Very unfavorable	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%
	Somewhat unfavorable	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
	Heard/No opinion	0%	1%	17%	7%	12%	6%	13%	4%	13%	10%
	Somewhat favorable	0%	17%	8%	13%	13%	13%	7%	12%	11%	11%
	Very favorable	34%	6%	4%	8%	3%	9%	1%	4%	6%	6%
	n=	11	26	129	41	28	33	68	52	118	170
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	85%	68%	64%	83%	57%	78%	46%	69%	66%	67%
	Very unfavorable	0%	0%	3%	3%	0%	1%	2%	3%	1%	2%
	Somewhat unfavorable	1%	6%	6%	1%	13%	4%	5%	3%	6%	5%
	Heard/No opinion	12%	11%	15%	4%	25%	11%	15%	14%	12%	13%
	Somewhat favorable	0%	14%	9%	8%	3%	4%	31%	10%	12%	11%
	Very favorable	3%	0%	3%	1%	2%	2%	2%	1%	2%	2%
	n=	15	32	109	44	34	29	50	48	109	157

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

Impressions -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
BUSINESSMAN JOHN COX	Never heard	56%	45%	37%	29%	51%	46%	52%	26%	44%	49%	48%	40%	54%	35%	26%	45%
	Very unfavorable	8%	20%	9%	4%	4%	12%	10%	24%	4%	6%	4%	21%	10%	8%	17%	11%
	Somewhat unfavorable	20%	2%	4%	19%	16%	10%	11%	10%	11%	9%	7%	16%	7%	13%	0%	10%
	Heard/No opinion	12%	16%	12%	20%	11%	11%	12%	24%	11%	15%	14%	12%	9%	18%	43%	14%
	Somewhat favorable	0%	6%	24%	16%	11%	3%	10%	9%	25%	12%	9%	2%	15%	19%	0%	11%
	Very favorable	4%	12%	13%	13%	6%	17%	5%	8%	5%	8%	17%	9%	5%	7%	14%	10%
	n=	29	47	40	19	37	45	34	31	32	30	41	39	51	35	6	172
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	90%	74%	76%	66%	54%	84%	70%	54%	70%	78%	77%	55%	92%	66%	73%	
	Very unfavorable	0%	0%	0%	2%	1%	0%	2%	0%	1%	0%	2%	1%	0%	0%	1%	
	Somewhat unfavorable	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	
	Heard/No opinion	1%	5%	9%	23%	15%	3%	15%	16%	7%	12%	5%	13%	10%	3%	29%	10%
	Somewhat favorable	3%	10%	13%	0%	28%	3%	7%	20%	22%	8%	5%	28%	6%	0%	11%	
	Very favorable	6%	10%	2%	9%	1%	10%	7%	8%	0%	2%	10%	3%	6%	0%	5%	6%
	n=	27	46	38	23	36	39	30	32	32	37	43	40	48	27	12	170
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	68%	70%	65%	60%	69%	66%	71%	56%	74%	69%	67%	71%	66%	65%	73%	67%
	Very unfavorable	0%	4%	0%	3%	1%	3%	0%	0%	2%	2%	1%	4%	1%	1%	0%	2%
	Somewhat unfavorable	0%	6%	0%	3%	10%	4%	0%	15%	2%	4%	2%	3%	11%	2%	0%	5%
	Heard/No opinion	24%	10%	9%	34%	4%	18%	13%	21%	11%	4%	21%	8%	16%	6%	9%	13%
	Somewhat favorable	5%	9%	23%	0%	15%	7%	13%	6%	11%	18%	6%	11%	6%	24%	18%	11%
	Very favorable	3%	1%	2%	0%	1%	2%	3%	2%	0%	1%	2%	4%	0%	2%	0%	2%
	n=	24	49	28	22	34	30	26	37	32	32	33	41	44	35	4	157

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

Impressions -- Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
BUSINESSMAN JOHN COX	Never heard	36%	79%	30%	50%	54%	35%	52%	70%	47%	20%	23%	47%	27%	62%	75%	44%	48%	45%
	Very unfavorable	11%	8%	7%	13%	12%	13%	6%	0%	21%	2%	33%	6%	13%	4%	5%	6%	28%	11%
	Somewhat unfavorable	13%	0%	10%	0%	11%	19%	8%	13%	9%	16%	0%	9%	10%	12%	7%	16%	0%	10%
	Heard/No opinion	17%	0%	17%	15%	11%	2%	27%	11%	9%	29%	14%	12%	21%	5%	4%	9%	20%	14%
	Somewhat favorable	12%	7%	22%	8%	3%	24%	3%	6%	5%	20%	21%	13%	17%	5%	7%	11%	3%	11%
	Very favorable	10%	6%	14%	13%	9%	8%	4%	0%	9%	13%	10%	13%	13%	11%	2%	13%	0%	10%
	n=	150	22	41	24	45	32	30	28	46	30	20	48	75	13	21	42	21	172
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	70%	94%	72%	85%	67%	67%	71%	85%	56%	81%	74%	72%	74%	79%	64%	84%	44%	73%
	Very unfavorable	1%	0%	0%	0%	3%	0%	0%	0%	1%	1%	0%	0%	0%	2%	5%	0%	0%	1%
	Somewhat unfavorable	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%
	Heard/No opinion	11%	0%	5%	12%	13%	8%	11%	0%	11%	13%	19%	6%	7%	8%	27%	7%	15%	10%
	Somewhat favorable	13%	0%	19%	0%	9%	12%	18%	2%	22%	1%	7%	20%	18%	0%	0%	3%	21%	11%
	Very favorable	5%	6%	4%	3%	8%	12%	0%	13%	8%	5%	0%	3%	1%	11%	4%	6%	17%	6%
	n=	149	21	36	38	37	31	28	25	41	34	26	44	69	16	18	49	18	170
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	69%	58%	58%	72%	72%	82%	52%	72%	73%	56%	53%	69%	59%	57%	85%	77%	69%	67%
	Very unfavorable	2%	0%	3%	3%	0%	0%	2%	0%	0%	2%	6%	3%	3%	2%	0%	0%	0%	2%
	Somewhat unfavorable	5%	7%	2%	4%	4%	1%	16%	0%	9%	2%	10%	5%	4%	6%	0%	0%	16%	5%
	Heard/No opinion	11%	28%	27%	14%	15%	5%	4%	28%	3%	15%	17%	14%	17%	7%	4%	17%	10%	13%
	Somewhat favorable	12%	7%	7%	5%	9%	10%	27%	0%	14%	23%	13%	5%	12%	27%	11%	6%	6%	11%
	Very favorable	2%	0%	4%	2%	0%	2%	0%	0%	0%	2%	1%	4%	4%	0%	0%	0%	0%	2%
	n=	143	14	39	33	36	21	28	23	40	26	23	45	68	19	18	35	17	157

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

Impressions -- Demographics

		AREA						COUNTY									TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	
BUSINESSMAN JOHN COX	Never heard	43%	44%	29%	34%	67%	26%	56%	85%	39%	11%	40%	44%	71%	22%	33%	45%
	Very unfavorable	4%	10%	7%	8%	5%	40%	6%	0%	24%	62%	6%	7%	7%	12%	9%	11%
	Somewhat unfavorable	2%	4%	20%	17%	8%	12%	18%	0%	17%	5%	25%	12%	0%	0%	9%	10%
	Heard/No opinion	9%	29%	20%	13%	6%	2%	8%	6%	4%	0%	15%	37%	11%	37%	17%	14%
	Somewhat favorable	23%	7%	10%	22%	7%	13%	9%	2%	5%	23%	0%	0%	11%	9%	18%	11%
	Very favorable	19%	5%	14%	6%	6%	6%	4%	7%	11%	0%	14%	0%	0%	20%	14%	10%
	n=	15	38	41	10	47	21	29	12	14	7	9	9	7	7	78	172
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	77%	80%	56%	60%	77%	76%	78%	84%	100%	47%	14%	84%	92%	100%	67%	73%
	Very unfavorable	0%	0%	0%	8%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%
	Somewhat unfavorable	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
	Heard/No opinion	3%	16%	13%	9%	7%	7%	8%	0%	0%	15%	30%	16%	8%	0%	11%	10%
	Somewhat favorable	19%	2%	26%	0%	3%	13%	0%	4%	0%	29%	37%	0%	0%	0%	18%	11%
	Very favorable	0%	1%	3%	23%	13%	4%	12%	11%	0%	8%	19%	0%	0%	0%	3%	6%
	n=	16	33	36	8	50	27	32	13	14	13	9	11	6	2	70	170
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	61%	53%	56%	21%	89%	70%	87%	92%	69%	73%	83%	22%	89%	27%	54%	67%
	Very unfavorable	0%	0%	3%	5%	1%	2%	0%	2%	0%	7%	0%	0%	0%	0%	3%	2%
	Somewhat unfavorable	7%	0%	17%	12%	1%	2%	3%	0%	0%	9%	7%	0%	0%	0%	12%	5%
	Heard/No opinion	29%	15%	9%	62%	7%	12%	5%	7%	12%	11%	10%	0%	0%	62%	18%	13%
	Somewhat favorable	0%	31%	9%	0%	1%	13%	2%	0%	18%	0%	0%	78%	11%	10%	10%	11%
	Very favorable	2%	0%	5%	0%	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	3%	2%
	n=	10	35	41	5	39	27	22	10	18	9	6	6	6	6	74	157

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

Impressions -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTE IMPORTANCE				TOTAL
		May or may not vote/Unsure	Probably going to vote	Absolutely certain to vote	Already voted	Less important	About the same/Unsure	Somewhat more important	Much more important	Total
BUSINESSMAN JOHN COX	Never heard	63%	39%	42%	51%	89%	40%	27%	58%	45%
	Very unfavorable	0%	0%	14%	14%	0%	11%	24%	7%	11%
	Somewhat unfavorable	0%	24%	8%	8%	0%	12%	12%	7%	10%
	Heard/No opinion	0%	9%	17%	11%	0%	17%	18%	7%	14%
	Somewhat favorable	0%	17%	12%	6%	11%	14%	8%	6%	11%
	Very favorable	37%	11%	6%	10%	0%	7%	11%	15%	10%
	n=	15	19	105	33	5	102	18	47	172
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	75%	95%	70%	62%	92%	71%	84%	74%	73%
	Very unfavorable	0%	0%	1%	0%	0%	0%	0%	1%	1%
	Somewhat unfavorable	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Heard/No opinion	25%	0%	11%	7%	8%	11%	7%	7%	10%
	Somewhat favorable	0%	3%	11%	26%	0%	15%	0%	6%	11%
	Very favorable	0%	2%	7%	5%	0%	2%	9%	12%	6%
	n=	10	14	122	24	5	106	15	44	170
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	95%	92%	64%	43%	84%	72%	56%	56%	67%
	Very unfavorable	0%	2%	1%	4%	0%	1%	5%	1%	2%
	Somewhat unfavorable	0%	0%	4%	22%	0%	8%	0%	1%	5%
	Heard/No opinion	5%	0%	16%	18%	16%	11%	5%	21%	13%
	Somewhat favorable	0%	6%	14%	7%	0%	7%	29%	17%	11%
	Very favorable	0%	0%	1%	5%	0%	1%	5%	3%	2%
	n=	10	19	100	28	4	98	17	38	157

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

Impressions -- Attitudinals

		MAIN CAMPAIGN INFO SOURCE						SECONDARY CAMPAIGN INFO SOURCE						TOTAL
		TV ads	Mailers	Other source	No info received	Unsure	Refused	Mailers	TV ads	Other source	No info received	Unsure	Refused	Total
BUSINESSMAN JOHN COX	Never heard	38%	45%	48%	72%	33%	100%	32%	43%	46%	36%	68%	0%	45%
	Very unfavorable	7%	21%	2%	20%	42%	0%	6%	18%	7%	3%	32%	0%	11%
	Somewhat unfavorable	11%	5%	18%	0%	0%	0%	0%	10%	16%	14%	0%	0%	10%
	Heard/No opinion	15%	12%	16%	5%	24%	0%	38%	16%	8%	10%	0%	0%	14%
	Somewhat favorable	12%	17%	7%	0%	0%	0%	13%	12%	14%	8%	0%	0%	11%
	Very favorable	17%	0%	8%	3%	0%	0%	11%	1%	10%	30%	0%	0%	10%
	n=	70	36	44	16	5	1	32	32	68	15	3	0	172
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	74%	75%	61%	87%	70%	0%	81%	81%	61%	81%	100%	100%	73%
	Very unfavorable	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%
	Somewhat unfavorable	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Heard/No opinion	6%	13%	11%	13%	20%	0%	6%	12%	10%	7%	0%	0%	10%
	Somewhat favorable	15%	9%	12%	0%	0%	0%	6%	5%	21%	4%	0%	0%	11%
	Very favorable	5%	2%	13%	0%	10%	0%	6%	2%	7%	8%	0%	0%	6%
	n=	73	35	41	12	9	0	32	29	75	8	4	1	170
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	67%	66%	60%	86%	93%	33%	64%	44%	67%	94%	28%	0%	67%
	Very unfavorable	1%	0%	6%	0%	0%	0%	0%	4%	2%	6%	0%	0%	2%
	Somewhat unfavorable	8%	5%	3%	0%	0%	0%	3%	7%	8%	0%	0%	0%	5%
	Heard/No opinion	15%	10%	18%	0%	0%	0%	22%	3%	16%	0%	0%	0%	13%
	Somewhat favorable	8%	17%	10%	14%	0%	67%	9%	38%	6%	0%	39%	0%	11%
	Very favorable	1%	2%	4%	0%	7%	0%	2%	4%	1%	0%	33%	0%	2%
	n=	78	26	38	8	5	2	41	20	73	5	3	0	157

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

Impressions -- Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
LIEUTANANT GOVERNOR GAVIN NEWSOM	Never heard	5%	10%	14%	45%	1%	0%	2%	8%	12%	10%	4%	20%	8%
	Very unfavorable	28%	17%	2%	16%	4%	40%	38%	22%	15%	23%	22%	18%	22%
	Somewhat unfavorable	11%	2%	0%	8%	0%	2%	3%	10%	11%	9%	4%	4%	6%
	Heard/No opinion	8%	26%	8%	3%	50%	12%	14%	14%	15%	25%	8%	39%	18%
	Somewhat favorable	29%	12%	76%	25%	21%	30%	19%	13%	9%	11%	31%	0%	20%
	Very favorable	19%	32%	0%	3%	25%	16%	24%	32%	37%	22%	32%	18%	26%
	n=	76	101	6	13	8	20	32	50	48	77	75	25	177
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	26%	19%	90%	51%	10%	36%	4%	8%	12%	29%	18%	13%	23%
	Very unfavorable	27%	10%	0%	21%	5%	33%	27%	16%	19%	18%	23%	5%	19%
	Somewhat unfavorable	9%	10%	4%	0%	9%	0%	5%	17%	19%	14%	5%	8%	9%
	Heard/No opinion	19%	19%	0%	9%	1%	7%	31%	25%	33%	12%	17%	49%	19%
	Somewhat favorable	13%	29%	5%	16%	65%	17%	16%	21%	10%	22%	25%	5%	21%
	Very favorable	6%	13%	0%	3%	10%	6%	17%	13%	7%	4%	12%	19%	9%
	n=	78	87	7	14	7	14	26	50	47	86	61	18	165
STATE TREASURER JOHN CHIANG	Never heard	37%	56%	86%	39%	73%	61%	39%	58%	30%	46%	39%	66%	47%
	Very unfavorable	7%	1%	0%	0%	0%	0%	11%	0%	1%	2%	8%	0%	3%
	Somewhat unfavorable	3%	5%	6%	0%	0%	0%	3%	5%	8%	3%	7%	0%	4%
	Heard/No opinion	20%	17%	0%	9%	0%	20%	18%	18%	38%	13%	23%	28%	19%
	Somewhat favorable	20%	16%	0%	28%	13%	19%	25%	5%	19%	25%	17%	2%	18%
	Very favorable	13%	6%	8%	24%	14%	0%	4%	14%	3%	12%	7%	4%	9%
	n=	69	80	7	13	6	8	33	30	52	69	58	22	149

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

Impressions -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
LIEUTANANT GOVERNOR GAVIN NEWSOM	Never heard	18%	6%	3%	0%	4%	9%	8%
	Very unfavorable	56%	6%	19%	47%	6%	26%	22%
	Somewhat unfavorable	4%	7%	2%	22%	3%	7%	6%
	Heard/No opinion	15%	18%	27%	12%	36%	14%	18%
	Somewhat favorable	6%	26%	25%	0%	19%	20%	20%
	Very favorable	3%	37%	24%	18%	32%	25%	26%
	n=	62	83	24	8	30	147	177
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	21%	23%	25%	17%	8%	26%	23%
	Very unfavorable	34%	7%	22%	28%	18%	19%	19%
	Somewhat unfavorable	16%	10%	1%	0%	6%	10%	9%
	Heard/No opinion	21%	14%	25%	17%	23%	18%	19%
	Somewhat favorable	7%	36%	9%	38%	24%	21%	21%
	Very favorable	0%	11%	18%	0%	22%	7%	9%
	n=	70	64	25	6	25	140	165
STATE TREASURER JOHN CHIANG	Never heard	35%	51%	57%	51%	48%	47%	47%
	Very unfavorable	11%	0%	0%	0%	2%	4%	3%
	Somewhat unfavorable	6%	3%	0%	4%	2%	4%	4%
	Heard/No opinion	27%	12%	28%	5%	14%	20%	19%
	Somewhat favorable	19%	20%	10%	40%	29%	15%	18%
	Very favorable	2%	15%	5%	0%	4%	10%	9%
	n=	56	67	20	6	29	120	149

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

Impressions -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
LIEUTANANT GOVERNOR GAVIN NEWSOM	Never heard	6%	6%	10%	10%	8%	9%	5%	5%	10%	8%
	Very unfavorable	26%	6%	30%	15%	23%	13%	38%	32%	17%	22%
	Somewhat unfavorable	20%	9%	4%	6%	3%	3%	12%	0%	9%	6%
	Heard/No opinion	5%	33%	14%	10%	35%	11%	17%	12%	21%	18%
	Somewhat favorable	29%	24%	13%	45%	10%	11%	10%	30%	15%	20%
	Very favorable	13%	23%	30%	14%	21%	52%	19%	21%	28%	26%
	n=	18	15	142	42	41	42	52	56	121	177
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	25%	39%	8%	33%	19%	17%	15%	43%	10%	23%
	Very unfavorable	32%	11%	25%	12%	15%	34%	15%	17%	20%	19%
	Somewhat unfavorable	0%	5%	15%	4%	3%	5%	28%	5%	12%	9%
	Heard/No opinion	32%	18%	19%	18%	14%	22%	21%	17%	20%	19%
	Somewhat favorable	0%	19%	25%	27%	23%	14%	17%	12%	26%	21%
	Very favorable	12%	8%	8%	6%	25%	7%	3%	4%	12%	9%
	n=	15	25	122	42	29	40	54	53	112	165
STATE TREASURER JOHN CHIANG	Never heard	69%	57%	34%	70%	34%	33%	34%	47%	47%	47%
	Very unfavorable	0%	5%	2%	0%	2%	2%	10%	9%	0%	3%
	Somewhat unfavorable	4%	0%	7%	3%	1%	4%	7%	5%	3%	4%
	Heard/No opinion	19%	14%	24%	4%	29%	21%	30%	15%	21%	19%
	Somewhat favorable	8%	15%	22%	20%	4%	33%	15%	19%	18%	18%
	Very favorable	0%	9%	10%	3%	31%	6%	4%	4%	12%	9%
	n=	10	30	105	41	27	30	51	53	96	149

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

Impressions -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
LIEUTANANT GOVERNOR GAVIN NEWSOM	Never heard	16%	8%	8%	5%	4%	11%	12%	6%	10%	1%	18%	8%	6%	3%	0%	8%
	Very unfavorable	12%	12%	27%	43%	31%	23%	19%	30%	10%	30%	26%	18%	18%	41%	7%	22%
	Somewhat unfavorable	7%	5%	10%	2%	3%	10%	0%	0%	13%	4%	8%	3%	10%	3%	4%	6%
	Heard/No opinion	7%	29%	7%	23%	21%	16%	11%	8%	35%	16%	10%	14%	30%	10%	16%	18%
	Somewhat favorable	17%	15%	34%	14%	12%	24%	30%	11%	18%	15%	12%	40%	14%	3%	23%	20%
	Very favorable	41%	31%	15%	13%	29%	16%	28%	45%	14%	34%	25%	18%	22%	40%	49%	26%
	n=	34	47	43	26	27	44	30	35	32	36	36	54	46	29	12	177
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	40%	25%	18%	8%	18%	48%	19%	5%	15%	18%	50%	16%	24%	5%	17%	23%
	Very unfavorable	9%	29%	23%	25%	13%	13%	22%	26%	26%	12%	15%	30%	20%	8%	15%	19%
	Somewhat unfavorable	7%	9%	17%	14%	6%	5%	9%	14%	17%	5%	9%	14%	10%	4%	7%	9%
	Heard/No opinion	13%	14%	19%	14%	27%	19%	17%	33%	15%	12%	5%	23%	14%	34%	20%	19%
	Somewhat favorable	18%	14%	14%	21%	31%	4%	26%	17%	25%	36%	9%	13%	26%	31%	40%	21%
	Very favorable	12%	10%	9%	18%	5%	11%	7%	6%	2%	16%	12%	6%	6%	17%	0%	9%
	n=	25	47	28	26	39	34	22	35	40	34	26	50	44	33	12	165
STATE TREASURER JOHN CHIANG	Never heard	65%	34%	29%	37%	63%	54%	40%	45%	51%	39%	66%	18%	48%	50%	58%	47%
	Very unfavorable	0%	12%	0%	5%	1%	8%	0%	0%	4%	1%	11%	0%	2%	0%	5%	3%
	Somewhat unfavorable	2%	2%	6%	6%	4%	2%	0%	1%	2%	10%	0%	5%	5%	7%	0%	4%
	Heard/No opinion	20%	29%	21%	24%	4%	21%	14%	21%	24%	13%	15%	28%	20%	13%	8%	19%
	Somewhat favorable	10%	18%	18%	23%	24%	15%	12%	16%	17%	29%	7%	25%	19%	26%	16%	18%
	Very favorable	3%	6%	27%	4%	3%	0%	34%	18%	3%	7%	1%	24%	7%	4%	13%	9%
	n=	28	34	38	19	30	38	18	25	28	40	34	32	49	24	10	149

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

Impressions – Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
LIEUTANANT GOVERNOR GAVIN NEWSOM	Never heard	8%	10%	12%	17%	3%	3%	7%	16%	8%	3%	3%	8%	9%	16%	7%	6%	8%	8%
	Very unfavorable	23%	12%	11%	18%	30%	29%	18%	8%	28%	49%	21%	12%	22%	41%	12%	32%	8%	22%
	Somewhat unfavorable	6%	6%	4%	3%	3%	3%	16%	7%	11%	4%	10%	1%	2%	7%	5%	6%	19%	6%
	Heard/No opinion	13%	46%	10%	10%	30%	5%	26%	9%	20%	6%	24%	24%	9%	9%	46%	16%	11%	18%
	Somewhat favorable	22%	6%	25%	12%	17%	42%	12%	23%	23%	17%	14%	18%	19%	10%	10%	18%	43%	20%
	Very favorable	27%	20%	37%	39%	17%	18%	21%	37%	10%	21%	28%	37%	39%	17%	20%	22%	12%	26%
	n=	160	17	30	38	48	25	36	28	55	24	23	47	68	16	27	46	20	177
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	22%	36%	42%	31%	16%	15%	10%	9%	21%	42%	26%	10%	22%	28%	36%	11%	26%	23%
	Very unfavorable	19%	20%	25%	21%	24%	16%	4%	4%	18%	18%	23%	21%	24%	22%	16%	17%	12%	19%
	Somewhat unfavorable	10%	0%	12%	4%	13%	2%	24%	25%	7%	7%	6%	14%	11%	5%	11%	5%	13%	9%
	Heard/No opinion	19%	13%	5%	17%	15%	29%	23%	15%	18%	8%	33%	19%	22%	10%	18%	29%	7%	19%
	Somewhat favorable	22%	14%	8%	12%	26%	34%	18%	10%	32%	12%	9%	24%	15%	11%	7%	33%	32%	21%
	Very favorable	8%	18%	7%	15%	6%	3%	20%	36%	4%	13%	3%	12%	7%	25%	11%	6%	9%	9%
	n=	152	13	29	35	46	31	24	16	47	25	28	49	69	15	20	42	19	165
STATE TREASURER JOHN CHIANG	Never heard	46%	51%	56%	53%	19%	62%	41%	57%	48%	50%	52%	32%	50%	58%	57%	29%	49%	47%
	Very unfavorable	4%	0%	11%	2%	1%	0%	0%	0%	0%	4%	0%	12%	6%	0%	0%	3%	0%	3%
	Somewhat unfavorable	4%	5%	3%	2%	2%	3%	11%	6%	2%	2%	7%	3%	6%	6%	4%	0%	0%	4%
	Heard/No opinion	20%	13%	17%	25%	14%	20%	17%	32%	6%	25%	13%	23%	13%	25%	36%	22%	9%	19%
	Somewhat favorable	21%	6%	8%	14%	40%	6%	28%	3%	24%	20%	19%	22%	19%	3%	0%	26%	35%	18%
	Very favorable	5%	25%	5%	4%	23%	9%	2%	2%	20%	0%	9%	8%	6%	8%	3%	19%	7%	9%
	n=	126	23	34	33	31	27	24	24	35	23	28	39	62	15	15	40	16	149

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

Impressions -- Demographics

		AREA						COUNTY										TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total	
LIEUTANANT GOVERNOR GAVIN NEWSOM	Never heard	16%	1%	12%	0%	5%	19%	6%	0%	20%	17%	17%	0%	6%	0%	8%	8%	
	Very unfavorable	21%	23%	36%	35%	9%	21%	8%	6%	25%	15%	55%	52%	16%	33%	24%	22%	
	Somewhat unfavorable	4%	11%	3%	0%	7%	3%	12%	0%	4%	0%	0%	0%	0%	0%	9%	6%	
	Heard/No opinion	7%	10%	9%	12%	35%	26%	16%	66%	21%	34%	0%	0%	4%	20%	11%	18%	
	Somewhat favorable	7%	23%	27%	24%	18%	14%	12%	27%	12%	16%	20%	13%	56%	0%	18%	20%	
	Very favorable	44%	32%	13%	29%	26%	17%	45%	0%	17%	17%	8%	35%	17%	47%	29%	26%	
	n=	21	44	39	9	39	25	28	7	15	10	9	8	11	5	84	177	
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	59%	31%	12%	13%	12%	19%	6%	16%	36%	3%	1%	35%	0%	52%	29%	23%	
	Very unfavorable	3%	5%	38%	17%	26%	15%	45%	7%	6%	24%	45%	12%	0%	0%	21%	19%	
	Somewhat unfavorable	10%	16%	10%	15%	7%	5%	9%	4%	10%	0%	0%	7%	0%	0%	18%	9%	
	Heard/No opinion	15%	18%	18%	18%	3%	39%	0%	4%	41%	37%	27%	21%	60%	15%	12%	19%	
	Somewhat favorable	9%	26%	20%	0%	40%	6%	30%	51%	3%	8%	27%	24%	40%	33%	12%	21%	
	Very favorable	4%	3%	2%	36%	12%	17%	10%	16%	4%	29%	0%	0%	0%	0%	7%	9%	
	n=	16	40	38	7	34	30	18	10	18	12	11	10	6	7	73	165	
STATE TREASURER JOHN CHIANG	Never heard	66%	58%	25%	82%	33%	44%	34%	46%	40%	46%	16%	28%	90%	70%	54%	47%	
	Very unfavorable	16%	0%	3%	0%	2%	0%	2%	0%	0%	0%	0%	0%	0%	0%	7%	3%	
	Somewhat unfavorable	2%	4%	0%	0%	8%	6%	10%	0%	7%	5%	0%	9%	0%	0%	2%	4%	
	Heard/No opinion	6%	19%	21%	13%	31%	17%	27%	14%	27%	11%	0%	37%	10%	16%	18%	19%	
	Somewhat favorable	7%	17%	23%	5%	14%	32%	10%	40%	22%	39%	6%	26%	0%	8%	16%	18%	
	Very favorable	2%	2%	29%	0%	13%	2%	17%	0%	5%	0%	78%	0%	0%	7%	3%	9%	
	n=	19	33	26	9	35	27	25	6	15	12	6	8	4	6	67	149	

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

Impressions -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTE IMPORTANCE				TOTAL
		May or may not vote/Unsure	Probably going to vote	Absolutely certain to vote	Already voted	Less important	About the same/Unsure	Somewhat more important	Much more important	Total
LIEUTENANT GOVERNOR GAVIN NEWSOM	Never heard	16%	15%	7%	2%	24%	12%	0%	2%	8%
	Very unfavorable	1%	27%	24%	20%	76%	26%	18%	14%	22%
	Somewhat unfavorable	13%	0%	4%	15%	0%	6%	11%	6%	6%
	Heard/No opinion	41%	17%	18%	7%	0%	16%	0%	27%	18%
	Somewhat favorable	29%	41%	14%	24%	0%	18%	26%	21%	20%
	Very favorable	0%	0%	33%	32%	0%	22%	45%	31%	26%
	n=	14	16	114	33	2	116	12	47	177
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	68%	51%	12%	0%	46%	24%	0%	20%	23%
	Very unfavorable	7%	5%	26%	17%	8%	20%	10%	18%	19%
	Somewhat unfavorable	4%	1%	9%	25%	0%	11%	30%	4%	9%
	Heard/No opinion	22%	31%	15%	13%	0%	16%	30%	26%	19%
	Somewhat favorable	0%	11%	28%	22%	0%	26%	30%	12%	21%
	Very favorable	0%	0%	10%	23%	46%	3%	0%	21%	9%
	n=	13	18	104	30	3	102	11	49	165
STATE TREASURER JOHN CHIANG	Never heard	64%	68%	41%	35%	100%	48%	54%	43%	47%
	Very unfavorable	36%	0%	1%	0%	0%	4%	0%	2%	3%
	Somewhat unfavorable	0%	3%	4%	4%	0%	3%	7%	4%	4%
	Heard/No opinion	0%	11%	20%	33%	0%	15%	11%	30%	19%
	Somewhat favorable	0%	18%	20%	21%	0%	20%	29%	14%	18%
	Very favorable	0%	0%	13%	7%	0%	10%	0%	7%	9%
	n=	9	14	100	26	2	98	9	40	149

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

Impressions -- Attitudinals

		MAIN CAMPAIGN INFO SOURCE						SECONDARY CAMPAIGN INFO SOURCE						TOTAL
		TV ads	Mailers	Other source	No info received	Unsure	Refused	Mailers	TV ads	Other source	No info received	Unsure	Refused	Total
LIEUTANANT GOVERNOR GAVIN NEWSOM	Never heard	4%	8%	19%	14%	0%	0%	5%	20%	7%	0%	0%	100%	8%
	Very unfavorable	22%	18%	22%	14%	57%	0%	23%	34%	21%	0%	13%	0%	22%
	Somewhat unfavorable	7%	5%	5%	5%	0%	0%	14%	3%	5%	5%	0%	0%	6%
	Heard/No opinion	21%	26%	9%	4%	0%	0%	18%	15%	25%	7%	20%	0%	18%
	Somewhat favorable	16%	12%	27%	58%	0%	0%	23%	2%	17%	41%	0%	0%	20%
	Very favorable	29%	32%	17%	5%	43%	0%	18%	26%	26%	48%	67%	0%	26%
	n=	78	43	42	9	5	0	32	34	83	7	6	1	177
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	2%	29%	39%	46%	47%	0%	4%	23%	20%	57%	6%	0%	23%
	Very unfavorable	31%	12%	14%	0%	13%	0%	28%	31%	16%	8%	14%	0%	19%
	Somewhat unfavorable	18%	7%	2%	0%	0%	0%	23%	11%	7%	2%	4%	0%	9%
	Heard/No opinion	14%	22%	19%	39%	20%	33%	25%	16%	10%	16%	58%	0%	19%
	Somewhat favorable	19%	30%	15%	15%	20%	67%	14%	19%	34%	2%	0%	0%	21%
	Very favorable	16%	0%	11%	0%	0%	0%	6%	0%	12%	14%	18%	0%	9%
	n=	72	36	43	6	6	2	38	30	62	13	8	0	165
STATE TREASURER JOHN CHIANG	Never heard	42%	49%	50%	65%	0%	100%	34%	23%	63%	36%	63%	0%	47%
	Very unfavorable	10%	0%	1%	0%	0%	0%	0%	0%	1%	33%	5%	0%	3%
	Somewhat unfavorable	6%	3%	1%	10%	0%	0%	9%	0%	4%	5%	0%	0%	4%
	Heard/No opinion	14%	13%	30%	15%	63%	0%	22%	26%	14%	6%	25%	0%	19%
	Somewhat favorable	23%	22%	8%	0%	37%	0%	29%	31%	11%	16%	7%	0%	18%
	Very favorable	5%	13%	9%	9%	0%	0%	6%	20%	6%	4%	0%	0%	9%
	n=	59	45	35	6	3	1	26	28	67	10	8	0	149

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

CA Governor Vote -- Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
VOTE w/LEANERS	Gavin Newsom	26%	26%	21%	26%	29%	23%	20%	28%	33%	26%	30%	13%	26%
	John H. Cox	28%	16%	2%	11%	7%	27%	29%	22%	25%	24%	22%	11%	21%
	Antonio Villaraigosa	11%	13%	4%	5%	24%	4%	16%	15%	9%	10%	7%	32%	12%
	Travis Allen	10%	9%	12%	4%	12%	14%	14%	7%	5%	12%	7%	7%	9%
	Delaine Eastin	2%	13%	20%	13%	27%	2%	5%	6%	2%	4%	14%	7%	8%
	John Chiang	9%	6%	0%	15%	0%	7%	5%	9%	9%	7%	6%	10%	7%
	Someone else	3%	4%	16%	7%	0%	6%	1%	3%	3%	5%	4%	1%	4%
	Unsure	11%	14%	25%	19%	0%	17%	10%	11%	14%	12%	11%	19%	13%
n=	226	275	18	44	20	49	89	131	150	244	193	64	501	

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

CA Governor Vote -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
VOTE w/LEANERS	Gavin Newsom	6%	43%	19%	13%	38%	23%	26%
	John H. Cox	50%	2%	21%	40%	10%	24%	21%
	Antonio Villaraigosa	1%	18%	16%	5%	25%	9%	12%
	Travis Allen	23%	1%	6%	20%	3%	11%	9%
	Delaine Eastin	3%	11%	9%	3%	10%	8%	8%
	John Chiang	3%	9%	10%	4%	3%	8%	7%
	Someone else	2%	5%	5%	9%	3%	4%	4%
	Unsure	14%	11%	15%	6%	9%	13%	13%
n=	193	216	74	18	81	420	501	

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

CA Governor Vote -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
VOTE w/LEANERS	Gavin Newsom	19%	23%	28%	29%	20%	31%	23%	27%	25%	26%
	John H. Cox	32%	18%	24%	17%	21%	20%	29%	26%	19%	21%
	Antonio Villaraigosa	8%	16%	8%	11%	17%	5%	14%	5%	15%	12%
	Travis Allen	10%	8%	10%	7%	10%	17%	6%	11%	8%	9%
	Delaine Eastin	6%	14%	3%	14%	7%	9%	1%	4%	10%	8%
	John Chiang	12%	5%	8%	4%	13%	3%	9%	5%	8%	7%
	Someone else	1%	4%	4%	7%	4%	1%	2%	4%	4%	4%
	Unsure	13%	12%	13%	12%	8%	14%	16%	17%	10%	13%
n=	43	82	369	132	102	100	167	165	336	501	

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

CA Governor Vote -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
VOTE w/LEANERS	Gavin Newsom	30%	27%	32%	28%	17%	22%	24%	20%	37%	27%	16%	32%	24%	25%	63%	26%
	John H. Cox	11%	26%	27%	21%	20%	23%	18%	24%	22%	19%	29%	20%	21%	16%	14%	21%
	Antonio Villaraigosa	14%	13%	9%	13%	10%	12%	10%	11%	12%	14%	12%	11%	10%	20%	0%	12%
	Travis Allen	9%	6%	7%	8%	15%	7%	15%	12%	10%	4%	8%	6%	14%	8%	4%	9%
	Delaine Eastin	4%	8%	2%	3%	18%	6%	9%	6%	2%	16%	4%	3%	11%	14%	7%	8%
	John Chiang	9%	7%	12%	6%	2%	10%	14%	5%	4%	4%	7%	13%	5%	3%	2%	7%
	Someone else	8%	2%	3%	3%	4%	5%	2%	6%	3%	3%	5%	3%	2%	5%	4%	4%
	Unsure	16%	11%	7%	18%	14%	15%	8%	16%	11%	12%	19%	10%	13%	9%	6%	13%
n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501	

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CA Governor Vote -- Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
VOTE w/LEANERS	Gavin Newsom	28%	17%	22%	26%	31%	20%	32%	26%	28%	26%	18%	28%	26%	8%	22%	31%	35%	26%
	John H. Cox	23%	10%	29%	27%	16%	18%	18%	9%	18%	19%	25%	31%	28%	28%	15%	18%	12%	21%
	Antonio Villaraigosa	10%	24%	8%	9%	11%	16%	17%	22%	6%	14%	14%	11%	9%	21%	25%	7%	10%	12%
	Travis Allen	9%	10%	11%	8%	10%	12%	5%	11%	9%	17%	6%	5%	8%	17%	10%	12%	4%	9%
	Delaine Eastin	8%	9%	5%	5%	10%	14%	6%	5%	12%	5%	13%	5%	8%	7%	3%	5%	17%	8%
	John Chiang	6%	15%	7%	7%	11%	7%	3%	9%	11%	3%	5%	6%	5%	4%	5%	12%	7%	7%
	Someone else	3%	7%	6%	4%	3%	1%	6%	6%	5%	2%	0%	5%	1%	7%	10%	4%	2%	4%
	Unsure	13%	8%	13%	15%	9%	12%	14%	11%	12%	16%	19%	9%	15%	8%	10%	10%	15%	13%
n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501	

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

CA Governor Vote -- Demographics

		AREA						COUNTY									TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total
VOTE w/LEANERS	Gavin Newsom	21%	43%	17%	11%	25%	24%	36%	10%	20%	29%	5%	31%	59%	53%	24%	26%
	John H. Cox	34%	12%	30%	23%	14%	26%	12%	14%	29%	23%	29%	19%	11%	8%	27%	21%
	Antonio Villaraigosa	2%	10%	3%	9%	21%	17%	18%	30%	7%	28%	0%	25%	7%	3%	5%	12%
	Travis Allen	5%	5%	12%	25%	12%	7%	10%	11%	2%	12%	7%	5%	5%	3%	11%	9%
	Delaine Eastin	9%	7%	5%	6%	13%	5%	5%	26%	10%	0%	0%	5%	3%	0%	8%	8%
	John Chiang	0%	2%	17%	17%	8%	2%	8%	7%	3%	1%	43%	7%	0%	0%	5%	7%
	Someone else	5%	4%	6%	3%	1%	6%	2%	0%	7%	4%	5%	0%	11%	0%	5%	4%
	Unsure	23%	16%	11%	7%	7%	13%	8%	3%	23%	1%	11%	7%	4%	33%	16%	13%
n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501	

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

CA Governor Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTE IMPORTANCE				TOTAL
		May or may not vote/Unsure	Probably going to vote	Absolutely certain to vote	Already voted	Less important	About the same/Unsure	Somewhat more important	Much more important	Total
VOTE w/LEANERS	Gavin Newsom	25%	24%	25%	35%	28%	25%	34%	27%	26%
	John H. Cox	27%	16%	22%	22%	0%	22%	15%	23%	21%
	Antonio Villaraigosa	8%	8%	12%	17%	30%	6%	18%	23%	12%
	Travis Allen	5%	11%	9%	11%	0%	9%	4%	13%	9%
	Delaine Eastin	4%	9%	9%	3%	0%	9%	21%	2%	8%
	John Chiang	3%	5%	8%	5%	0%	9%	4%	4%	7%
	Someone else	7%	5%	3%	6%	0%	5%	0%	2%	4%
	Unsure	20%	22%	12%	0%	42%	15%	4%	6%	13%
n=	37	51	325	88	11	314	42	134	501	

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

CA Governor Vote -- Attitudinals

		MAIN CAMPAIGN INFO SOURCE						SECONDARY CAMPAIGN INFO SOURCE						TOTAL
		TV ads	Mailers	Other source	No info received	Unsure	Refused	Mailers	TV ads	Other source	No info received	Unsure	Refused	Total
VOTE w/LEANERS	Gavin Newsom	29%	25%	21%	26%	30%	61%	36%	27%	22%	33%	10%	0%	26%
	John H. Cox	30%	12%	22%	3%	13%	31%	24%	20%	26%	21%	3%	0%	21%
	Antonio Villaraigosa	14%	11%	13%	2%	0%	0%	9%	13%	13%	9%	40%	0%	12%
	Travis Allen	8%	9%	9%	18%	9%	0%	7%	5%	12%	5%	2%	0%	9%
	Delaine Eastin	4%	15%	6%	17%	0%	0%	1%	5%	11%	0%	21%	0%	8%
	John Chiang	6%	11%	6%	0%	8%	0%	9%	18%	4%	7%	0%	0%	7%
	Someone else	1%	2%	8%	11%	10%	8%	5%	1%	4%	0%	3%	0%	4%
	Unsure	8%	14%	15%	24%	31%	0%	9%	11%	9%	25%	21%	100%	13%
n=	218	111	123	29	17	3	101	87	218	29	16	1	501	

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

CA Governor Vote -- Attitudinals

		BUSINESSMAN JOHN COX						STATE ASSEMBLYMAN TRAVIS ALLEN						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
VOTE w/LEANERS	Gavin Newsom	16%	47%	16%	23%	0%	3%	40%	47%	0%	33%	0%	0%	26%
	John H. Cox	11%	0%	9%	17%	61%	88%	14%	53%	0%	13%	92%	45%	21%
	Antonio Villaraigosa	28%	22%	3%	15%	3%	3%	10%	0%	0%	3%	3%	0%	12%
	Travis Allen	7%	6%	17%	11%	20%	6%	1%	0%	0%	13%	0%	50%	9%
	Delaine Eastin	6%	13%	25%	6%	5%	0%	11%	0%	0%	10%	0%	0%	8%
	John Chiang	13%	4%	19%	8%	8%	0%	6%	0%	0%	14%	5%	0%	7%
	Someone else	7%	5%	0%	2%	0%	0%	1%	0%	0%	3%	0%	5%	4%
	Unsure	12%	4%	11%	19%	3%	0%	17%	0%	100%	10%	0%	0%	13%
n=	67	21	15	31	19	19	118	2	1	22	15	12	501	

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

CA Governor Vote -- Attitudinals

		FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN						LIEUTANANT GOVERNOR GAVIN NEWSOM						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
VOTE w/LEANERS	Gavin Newsom	18%	0%	7%	42%	19%	0%	5%	2%	39%	14%	61%	85%	26%
	John H. Cox	20%	22%	72%	7%	13%	0%	34%	62%	29%	10%	5%	0%	21%
	Antonio Villaraigosa	8%	0%	1%	7%	41%	24%	6%	0%	0%	38%	6%	1%	12%
	Travis Allen	15%	59%	6%	30%	4%	0%	4%	27%	0%	4%	0%	0%	9%
	Delaine Eastin	17%	19%	0%	0%	6%	46%	2%	0%	7%	0%	12%	9%	8%
	John Chiang	4%	0%	6%	0%	0%	30%	9%	2%	19%	2%	13%	0%	7%
	Someone else	5%	0%	0%	13%	0%	0%	4%	1%	0%	8%	3%	1%	4%
	Unsure	13%	0%	8%	0%	16%	0%	38%	6%	6%	24%	0%	3%	13%
n=	103	5	9	20	15	5	21	49	11	27	26	43	501	

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

CA Governor Vote -- Attitudinals

		FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA						STATE TREASURER JOHN CHIANG						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
VOTE w/LEANERS	Gavin Newsom	17%	7%	42%	26%	37%	16%	26%	0%	1%	12%	48%	19%	26%
	John H. Cox	8%	59%	34%	17%	17%	4%	15%	91%	28%	26%	7%	4%	21%
	Antonio Villaraigosa	0%	0%	0%	16%	3%	80%	14%	0%	28%	28%	5%	0%	12%
	Travis Allen	4%	10%	9%	10%	0%	0%	12%	0%	23%	10%	12%	0%	9%
	Delaine Eastin	0%	0%	4%	5%	31%	0%	4%	0%	0%	0%	14%	0%	8%
	John Chiang	0%	9%	9%	12%	5%	0%	4%	0%	0%	6%	10%	62%	7%
	Someone else	11%	1%	0%	6%	2%	0%	7%	9%	0%	4%	0%	7%	4%
	Unsure	60%	13%	3%	7%	6%	0%	18%	0%	20%	14%	3%	8%	13%
n=	23	39	21	36	33	13	61	3	12	34	26	13	501	

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

Expanded Vote -- Demographics

		GENDER		AGE						BIRTHPLACE			TOTAL	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
NEWSOM EXPANDED VOTE	Other	62%	61%	54%	55%	70%	60%	70%	61%	54%	61%	59%	69%	61%
	Unsure	11%	14%	25%	19%	0%	17%	10%	11%	14%	12%	11%	19%	13%
	Leaning Newsom	7%	7%	0%	9%	15%	5%	5%	6%	6%	6%	9%	2%	7%
	Probably Newsom	10%	4%	18%	16%	5%	4%	3%	8%	3%	7%	7%	5%	7%
	Definitely Newsom	10%	15%	3%	1%	9%	14%	11%	14%	24%	14%	14%	5%	13%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Expanded Vote -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
NEWSOM EXPANDED VOTE	Other	80%	46%	67%	81%	52%	63%	61%
	Unsure	14%	11%	15%	6%	9%	13%	13%
	Leaning Newsom	4%	10%	3%	0%	8%	6%	7%
	Probably Newsom	0%	11%	8%	0%	10%	6%	7%
	Definitely Newsom	2%	22%	8%	13%	21%	11%	13%
	n=	193	216	74	18	81	420	501

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

Expanded Vote -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
NEWSOM EXPANDED VOTE	Other	69%	65%	58%	59%	72%	55%	61%	56%	64%	61%
	Unsure	13%	12%	13%	12%	8%	14%	16%	17%	10%	13%
	Leaning Newsom	1%	6%	6%	9%	4%	9%	3%	11%	4%	7%
	Probably Newsom	13%	8%	5%	12%	2%	5%	5%	6%	7%	7%
	Definitely Newsom	4%	9%	17%	7%	14%	17%	15%	10%	14%	13%
	n=	43	82	369	132	102	100	167	165	336	501

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

Expanded Vote -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
NEWSOM EXPANDED VOTE	Other	54%	62%	60%	54%	70%	63%	68%	64%	53%	61%	66%	58%	64%	66%	31%	61%
	Unsure	16%	11%	7%	18%	14%	15%	8%	16%	11%	12%	19%	10%	13%	9%	6%	13%
	Leaning Newsom	10%	6%	8%	5%	4%	2%	3%	5%	14%	8%	2%	8%	6%	3%	34%	7%
	Probably Newsom	3%	11%	7%	7%	5%	8%	13%	1%	4%	7%	1%	13%	5%	5%	19%	7%
	Definitely Newsom	17%	10%	18%	16%	8%	12%	7%	13%	19%	12%	13%	11%	12%	17%	10%	13%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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

Expanded Vote -- Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
NEWSOM EXPANDED VOTE	Other	59%	75%	65%	59%	60%	68%	54%	63%	60%	58%	63%	63%	59%	84%	67%	59%	50%	61%
	Unsure	13%	8%	13%	15%	9%	12%	14%	11%	12%	16%	19%	9%	15%	8%	10%	10%	15%	13%
	Leaning Newsom	8%	0%	8%	11%	5%	3%	7%	2%	6%	6%	1%	13%	7%	1%	7%	9%	4%	7%
	Probably Newsom	7%	4%	1%	2%	13%	8%	8%	10%	12%	4%	6%	2%	3%	2%	6%	7%	19%	7%
	Definitely Newsom	13%	14%	13%	13%	13%	9%	17%	14%	10%	16%	11%	14%	16%	5%	9%	15%	11%	13%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

Expanded Vote -- Demographics

		AREA						COUNTY									TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total
NEWSOM EXPANDED VOTE	Other	56%	40%	73%	82%	68%	63%	55%	88%	57%	69%	84%	61%	37%	14%	60%	61%
	Unsure	23%	16%	11%	7%	7%	13%	8%	3%	23%	1%	11%	7%	4%	33%	16%	13%
	Leaning Newsom	8%	7%	7%	2%	9%	1%	15%	2%	0%	3%	3%	2%	13%	14%	6%	7%
	Probably Newsom	0%	12%	1%	0%	6%	15%	6%	8%	8%	23%	0%	6%	32%	14%	1%	7%
	Definitely Newsom	13%	24%	10%	9%	10%	8%	16%	0%	12%	3%	2%	24%	14%	24%	16%	13%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTE IMPORTANCE				TOTAL
		May or may not vote/Unsure	Probably going to vote	Absolutely certain to vote	Already voted	Less important	About the same/Unsure	Somewhat more important	Much more important	Total
NEWSOM EXPANDED VOTE	Other	54%	54%	63%	65%	30%	60%	62%	66%	61%
	Unsure	20%	22%	12%	0%	42%	15%	4%	6%	13%
	Leaning Newsom	3%	13%	7%	0%	15%	7%	16%	4%	7%
	Probably Newsom	20%	10%	6%	0%	2%	6%	13%	8%	7%
	Definitely Newsom	2%	1%	12%	35%	11%	12%	5%	16%	13%
	n=	37	51	325	88	11	314	42	134	501

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

Expanded Vote -- Attitudinals

		MAIN CAMPAIGN INFO SOURCE						SECONDARY CAMPAIGN INFO SOURCE						TOTAL
		TV ads	Mailers	Other source	No info received	Unsure	Refused	Mailers	TV ads	Other source	No info received	Unsure	Refused	Total
NEWSOM EXPANDED VOTE	Other	63%	60%	65%	50%	39%	39%	55%	63%	70%	42%	69%	0%	61%
	Unsure	8%	14%	15%	24%	31%	0%	9%	11%	9%	25%	21%	100%	13%
	Leaning Newsom	7%	8%	1%	15%	8%	0%	8%	4%	4%	16%	0%	0%	7%
	Probably Newsom	5%	11%	8%	0%	7%	0%	8%	10%	5%	13%	0%	0%	7%
	Definitely Newsom	17%	6%	12%	10%	15%	61%	20%	13%	12%	3%	10%	0%	13%
	n=	218	111	123	29	17	3	101	87	218	29	16	1	501

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

Expanded Vote -- Attitudinals

		BUSINESSMAN JOHN COX						STATE ASSEMBLYMAN TRAVIS ALLEN						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
NEWSOM EXPANDED VOTE	Other	73%	49%	73%	58%	97%	97%	43%	53%	0%	58%	100%	100%	61%
	Unsure	12%	4%	11%	19%	3%	0%	17%	0%	100%	10%	0%	0%	13%
	Leaning Newsom	6%	0%	4%	2%	0%	3%	13%	0%	0%	4%	0%	0%	7%
	Probably Newsom	1%	29%	8%	6%	0%	0%	6%	0%	0%	5%	0%	0%	7%
	Definitely Newsom	9%	19%	4%	14%	0%	0%	21%	47%	0%	23%	0%	0%	13%
	n=	67	21	15	31	19	19	118	2	1	22	15	12	501

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

Expanded Vote -- Attitudinals

		FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN						LIEUTANANT GOVERNOR GAVIN NEWSOM						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
NEWSOM EXPANDED VOTE	Other	69%	100%	85%	58%	64%	100%	58%	92%	56%	62%	39%	12%	61%
	Unsure	13%	0%	8%	0%	16%	0%	38%	6%	6%	24%	0%	3%	13%
	Leaning Newsom	9%	0%	0%	9%	4%	0%	0%	2%	0%	7%	19%	18%	7%
	Probably Newsom	4%	0%	0%	3%	3%	0%	5%	0%	0%	7%	36%	16%	7%
	Definitely Newsom	5%	0%	7%	30%	12%	0%	0%	0%	39%	0%	6%	50%	13%
	n=	103	5	9	20	15	5	21	49	11	27	26	43	501

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

Expanded Vote -- Attitudinals

		FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA						STATE TREASURER JOHN CHIANG						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
NEWSOM EXPANDED VOTE	Other	23%	80%	55%	67%	57%	84%	56%	100%	79%	74%	49%	73%	61%
	Unsure	60%	13%	3%	7%	6%	0%	18%	0%	20%	14%	3%	8%	13%
	Leaning Newsom	2%	0%	0%	4%	10%	0%	8%	0%	1%	2%	2%	0%	7%
	Probably Newsom	12%	0%	4%	8%	7%	0%	7%	0%	0%	0%	25%	4%	7%
	Definitely Newsom	3%	7%	38%	14%	19%	16%	11%	0%	0%	10%	21%	15%	13%
	n=	23	39	21	36	33	13	61	3	12	34	26	13	501

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

Expanded Vote -- Demographics

		GENDER		AGE						BIRTHPLACE			TOTAL	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
VILLARAIGOSA EXPANDED VOTE	Other	78%	74%	71%	75%	75%	79%	74%	74%	77%	78%	82%	49%	76%
	Unsure	11%	14%	25%	19%	0%	17%	10%	11%	14%	12%	11%	19%	13%
	Leaning Villaraigosa	6%	5%	3%	2%	23%	2%	10%	2%	0%	6%	1%	17%	5%
	Probably Villaraigosa	2%	3%	0%	2%	2%	0%	3%	7%	0%	3%	2%	6%	3%
	Definitely Villaraigosa	4%	4%	0%	2%	0%	2%	2%	6%	9%	2%	4%	10%	4%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Expanded Vote -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
VILLARAIGOSA EXPANDED VOTE	Other	85%	71%	69%	89%	66%	78%	76%
	Unsure	14%	11%	15%	6%	9%	13%	13%
	Leaning Villaraigosa	0%	7%	10%	5%	17%	3%	5%
	Probably Villaraigosa	0%	3%	5%	0%	3%	3%	3%
	Definitely Villaraigosa	0%	7%	1%	0%	5%	4%	4%
	n=	193	216	74	18	81	420	501

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

Expanded Vote -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
VILLARAIGOSA EXPANDED VOTE	Other	79%	72%	79%	77%	75%	81%	70%	78%	74%	76%
	Unsure	13%	12%	13%	12%	8%	14%	16%	17%	10%	13%
	Leaning Villaraigosa	0%	9%	2%	8%	12%	0%	1%	1%	8%	5%
	Probably Villaraigosa	3%	4%	1%	1%	0%	3%	6%	3%	3%	3%
	Definitely Villaraigosa	6%	3%	4%	1%	5%	2%	8%	1%	5%	4%
	n=	43	82	369	132	102	100	167	165	336	501

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

Expanded Vote -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
VILLARAIGOSA EXPANDED VOTE	Other	70%	76%	83%	69%	76%	73%	82%	73%	78%	74%	70%	79%	77%	71%	94%	76%
	Unsure	16%	11%	7%	18%	14%	15%	8%	16%	11%	12%	19%	10%	13%	9%	6%	13%
	Leaning Villaraigosa	4%	8%	1%	7%	6%	3%	1%	9%	10%	4%	5%	2%	7%	10%	0%	5%
	Probably Villaraigosa	1%	1%	4%	5%	3%	1%	5%	1%	0%	5%	1%	4%	1%	7%	0%	3%
	Definitely Villaraigosa	9%	4%	4%	1%	1%	7%	3%	1%	2%	4%	5%	6%	2%	3%	0%	4%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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

Expanded Vote -- Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
VILLARAIGOSA EXPANDED VOTE	Other	77%	68%	79%	76%	80%	72%	69%	66%	83%	70%	67%	80%	76%	71%	64%	83%	76%	76%
	Unsure	13%	8%	13%	15%	9%	12%	14%	11%	12%	16%	19%	9%	15%	8%	10%	10%	15%	13%
	Leaning Villaraigosa	3%	17%	5%	1%	8%	9%	4%	7%	1%	4%	11%	8%	4%	5%	15%	5%	2%	5%
	Probably Villaraigosa	3%	1%	1%	1%	1%	2%	11%	1%	3%	7%	2%	1%	3%	14%	0%	0%	0%	3%
	Definitely Villaraigosa	3%	6%	2%	7%	3%	5%	2%	14%	2%	3%	2%	2%	2%	2%	10%	1%	8%	4%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

Expanded Vote -- Demographics

		AREA						COUNTY										TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total	
VILLARAIGOSA EXPANDED VOTE	Other	74%	73%	86%	84%	72%	70%	74%	68%	70%	70%	89%	68%	89%	64%	79%	76%	
	Unsure	23%	16%	11%	7%	7%	13%	8%	3%	23%	1%	11%	7%	4%	33%	16%	13%	
	Leaning Villaraigosa	0%	2%	2%	0%	12%	10%	5%	22%	1%	21%	0%	0%	7%	0%	1%	5%	
	Probably Villaraigosa	1%	7%	0%	0%	1%	5%	1%	0%	2%	8%	0%	25%	0%	0%	1%	3%	
	Definitely Villaraigosa	1%	2%	1%	9%	9%	2%	11%	7%	4%	0%	0%	0%	0%	3%	2%	4%	
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501	

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTE IMPORTANCE				TOTAL
		May or may not vote/Unsure	Probably going to vote	Absolutely certain to vote	Already voted	Less important	About the same/Unsure	Somewhat more important	Much more important	Total
VILLARAIGOSA EXPANDED VOTE	Other	71%	69%	76%	83%	28%	79%	78%	71%	76%
	Unsure	20%	22%	12%	0%	42%	15%	4%	6%	13%
	Leaning Villaraigosa	8%	7%	6%	0%	0%	3%	3%	13%	5%
	Probably Villaraigosa	0%	1%	4%	0%	0%	1%	13%	5%	3%
	Definitely Villaraigosa	0%	1%	2%	17%	30%	3%	2%	5%	4%
	n=	37	51	325	88	11	314	42	134	501

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

Expanded Vote -- Attitudinals

		MAIN CAMPAIGN INFO SOURCE						SECONDARY CAMPAIGN INFO SOURCE						TOTAL
		TV ads	Mailers	Other source	No info received	Unsure	Refused	Mailers	TV ads	Other source	No info received	Unsure	Refused	Total
VILLARAIGOSA EXPANDED VOTE	Other	78%	74%	72%	74%	69%	100%	82%	76%	78%	66%	39%	0%	76%
	Unsure	8%	14%	15%	24%	31%	0%	9%	11%	9%	25%	21%	100%	13%
	Leaning Villaraigosa	8%	5%	3%	0%	0%	0%	3%	0%	8%	1%	29%	0%	5%
	Probably Villaraigosa	3%	3%	3%	0%	0%	0%	5%	5%	2%	0%	0%	0%	3%
	Definitely Villaraigosa	3%	4%	6%	2%	0%	0%	1%	9%	2%	8%	11%	0%	4%
	n=	218	111	123	29	17	3	101	87	218	29	16	1	501

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

Expanded Vote -- Attitudinals

		BUSINESSMAN JOHN COX						STATE ASSEMBLYMAN TRAVIS ALLEN						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
VILLARAIGOSA EXPANDED VOTE	Other	60%	75%	86%	66%	94%	97%	73%	100%	0%	87%	97%	100%	76%
	Unsure	12%	4%	11%	19%	3%	0%	17%	0%	100%	10%	0%	0%	13%
	Leaning Villaraigosa	16%	7%	0%	0%	0%	0%	4%	0%	0%	3%	0%	0%	5%
	Probably Villaraigosa	1%	5%	0%	13%	3%	0%	3%	0%	0%	0%	0%	0%	3%
	Definitely Villaraigosa	12%	10%	3%	2%	0%	3%	3%	0%	0%	0%	3%	0%	4%
	n=	67	21	15	31	19	19	118	2	1	22	15	12	501

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

Expanded Vote -- Attitudinals

		FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN						LIEUTANANT GOVERNOR GAVIN NEWSOM						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
VILLARAIGOSA EXPANDED VOTE	Other	79%	100%	91%	93%	43%	76%	57%	94%	94%	38%	94%	95%	76%
	Unsure	13%	0%	8%	0%	16%	0%	38%	6%	6%	24%	0%	3%	13%
	Leaning Villaraigosa	7%	0%	0%	7%	0%	0%	6%	0%	0%	32%	2%	0%	5%
	Probably Villaraigosa	1%	0%	1%	0%	35%	0%	0%	0%	0%	3%	0%	0%	3%
	Definitely Villaraigosa	0%	0%	0%	0%	5%	24%	0%	0%	0%	3%	4%	1%	4%
	n=	103	5	9	20	15	5	21	49	11	27	26	43	501

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

Expanded Vote -- Attitudinals

		FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA						STATE TREASURER JOHN CHIANG						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
VILLARAIGOSA EXPANDED VOTE	Other	40%	87%	97%	77%	91%	20%	68%	100%	52%	58%	91%	92%	76%
	Unsure	60%	13%	3%	7%	6%	0%	18%	0%	20%	14%	3%	8%	13%
	Leaning Villaraigosa	0%	0%	0%	16%	0%	17%	11%	0%	0%	0%	0%	0%	5%
	Probably Villaraigosa	0%	0%	0%	0%	2%	18%	0%	0%	17%	10%	3%	0%	3%
	Definitely Villaraigosa	0%	0%	0%	0%	2%	44%	4%	0%	10%	18%	2%	0%	4%
	n=	23	39	21	36	33	13	61	3	12	34	26	13	501

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

Expanded Vote -- Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
ALLEN EXPANDED VOTE	Other	79%	77%	63%	77%	88%	69%	76%	83%	82%	76%	82%	74%	78%
	Unsure	11%	14%	25%	19%	0%	17%	10%	11%	14%	12%	11%	19%	13%
	Leaning Allen	1%	5%	5%	1%	0%	10%	5%	2%	1%	5%	2%	3%	3%
	Probably Allen	4%	1%	3%	0%	9%	2%	2%	1%	0%	3%	1%	0%	2%
	Definitely Allen	5%	3%	3%	3%	4%	3%	7%	4%	3%	3%	4%	5%	4%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Expanded Vote -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
ALLEN EXPANDED VOTE	Other	64%	88%	79%	74%	88%	76%	78%
	Unsure	14%	11%	15%	6%	9%	13%	13%
	Leaning Allen	8%	0%	1%	16%	1%	4%	3%
	Probably Allen	5%	1%	1%	0%	1%	2%	2%
	Definitely Allen	10%	0%	4%	4%	2%	4%	4%
	n=	193	216	74	18	81	420	501

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

Expanded Vote -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
ALLEN EXPANDED VOTE	Other	77%	80%	77%	81%	82%	69%	78%	72%	81%	78%
	Unsure	13%	12%	13%	12%	8%	14%	16%	17%	10%	13%
	Leaning Allen	0%	5%	2%	2%	1%	10%	2%	5%	2%	3%
	Probably Allen	3%	2%	2%	0%	5%	2%	1%	2%	2%	2%
	Definitely Allen	7%	1%	6%	4%	4%	5%	3%	3%	4%	4%
	n=	43	82	369	132	102	100	167	165	336	501

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

Expanded Vote -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
ALLEN EXPANDED VOTE	Other	75%	83%	85%	73%	71%	78%	77%	71%	79%	83%	73%	84%	73%	83%	90%	78%
	Unsure	16%	11%	7%	18%	14%	15%	8%	16%	11%	12%	19%	10%	13%	9%	6%	13%
	Leaning Allen	6%	1%	0%	2%	7%	4%	9%	1%	2%	1%	4%	3%	4%	2%	2%	3%
	Probably Allen	2%	1%	2%	2%	4%	1%	1%	2%	6%	0%	2%	1%	3%	2%	0%	2%
	Definitely Allen	1%	4%	6%	5%	4%	2%	4%	9%	3%	3%	2%	3%	6%	4%	3%	4%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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

Expanded Vote -- Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
ALLEN EXPANDED VOTE	Other	78%	82%	76%	77%	81%	76%	82%	78%	79%	67%	75%	86%	77%	76%	80%	78%	81%	78%
	Unsure	13%	8%	13%	15%	9%	12%	14%	11%	12%	16%	19%	9%	15%	8%	10%	10%	15%	13%
	Leaning Allen	3%	7%	6%	0%	5%	4%	0%	6%	5%	3%	2%	1%	4%	2%	4%	5%	0%	3%
	Probably Allen	2%	0%	2%	1%	1%	6%	0%	1%	2%	6%	0%	1%	1%	8%	3%	1%	3%	2%
	Definitely Allen	4%	3%	3%	7%	3%	2%	5%	4%	2%	8%	4%	4%	4%	6%	3%	6%	1%	4%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

Expanded Vote -- Demographics

		AREA						COUNTY										TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total	
ALLEN EXPANDED VOTE	Other	71%	79%	78%	68%	82%	80%	82%	86%	75%	87%	82%	87%	91%	64%	72%	78%	
	Unsure	23%	16%	11%	7%	7%	13%	8%	3%	23%	1%	11%	7%	4%	33%	16%	13%	
	Leaning Allen	1%	0%	5%	17%	4%	3%	0%	9%	2%	3%	5%	2%	0%	0%	4%	3%	
	Probably Allen	2%	1%	2%	3%	4%	0%	6%	0%	0%	0%	0%	0%	5%	0%	2%	2%	
	Definitely Allen	2%	4%	5%	5%	4%	4%	4%	2%	0%	9%	2%	4%	0%	3%	5%	4%	
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501	

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTE IMPORTANCE				TOTAL
		May or may not vote/Unsure	Probably going to vote	Absolutely certain to vote	Already voted	Less important	About the same/Unsure	Somewhat more important	Much more important	Total
ALLEN EXPANDED VOTE	Other	75%	66%	79%	89%	58%	76%	92%	81%	78%
	Unsure	20%	22%	12%	0%	42%	15%	4%	6%	13%
	Leaning Allen	5%	6%	3%	0%	0%	4%	2%	2%	3%
	Probably Allen	0%	1%	3%	0%	0%	1%	2%	5%	2%
	Definitely Allen	0%	4%	3%	11%	0%	3%	0%	7%	4%
	n=	37	51	325	88	11	314	42	134	501

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

Expanded Vote -- Attitudinals

		MAIN CAMPAIGN INFO SOURCE						SECONDARY CAMPAIGN INFO SOURCE						TOTAL
		TV ads	Mailers	Other source	No info received	Unsure	Refused	Mailers	TV ads	Other source	No info received	Unsure	Refused	Total
ALLEN EXPANDED VOTE	Other	84%	77%	76%	58%	61%	100%	83%	85%	79%	71%	77%	0%	78%
	Unsure	8%	14%	15%	24%	31%	0%	9%	11%	9%	25%	21%	100%	13%
	Leaning Allen	1%	4%	4%	14%	0%	0%	2%	2%	4%	0%	0%	0%	3%
	Probably Allen	4%	1%	1%	0%	0%	0%	4%	0%	3%	0%	0%	0%	2%
	Definitely Allen	3%	5%	5%	3%	9%	0%	1%	3%	5%	5%	2%	0%	4%
	n=	218	111	123	29	17	3	101	87	218	29	16	1	501

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

Expanded Vote -- Attitudinals

		BUSINESSMAN JOHN COX						STATE ASSEMBLYMAN TRAVIS ALLEN						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
ALLEN EXPANDED VOTE	Other	81%	91%	71%	70%	77%	94%	82%	100%	0%	77%	100%	50%	78%
	Unsure	12%	4%	11%	19%	3%	0%	17%	0%	100%	10%	0%	0%	13%
	Leaning Allen	6%	0%	12%	0%	0%	0%	1%	0%	0%	13%	0%	0%	3%
	Probably Allen	0%	0%	0%	6%	9%	0%	0%	0%	0%	0%	0%	7%	2%
	Definitely Allen	1%	6%	6%	5%	11%	6%	0%	0%	0%	0%	0%	43%	4%
	n=	67	21	15	31	19	19	118	2	1	22	15	12	501

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

Expanded Vote -- Attitudinals

		FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN						LIEUTANANT GOVERNOR GAVIN NEWSOM						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
ALLEN EXPANDED VOTE	Other	72%	41%	85%	70%	80%	100%	59%	67%	94%	72%	100%	97%	78%
	Unsure	13%	0%	8%	0%	16%	0%	38%	6%	6%	24%	0%	3%	13%
	Leaning Allen	5%	28%	0%	20%	4%	0%	0%	7%	0%	2%	0%	0%	3%
	Probably Allen	7%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	2%
	Definitely Allen	3%	31%	6%	10%	0%	0%	4%	18%	0%	2%	0%	0%	4%
	n=	103	5	9	20	15	5	21	49	11	27	26	43	501

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

Expanded Vote -- Attitudinals

		FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA						STATE TREASURER JOHN CHIANG						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
ALLEN EXPANDED VOTE	Other	36%	77%	88%	83%	94%	100%	71%	100%	57%	76%	84%	92%	78%
	Unsure	60%	13%	3%	7%	6%	0%	18%	0%	20%	14%	3%	8%	13%
	Leaning Allen	0%	5%	3%	1%	0%	0%	8%	0%	0%	2%	0%	0%	3%
	Probably Allen	2%	2%	3%	0%	0%	0%	1%	0%	0%	2%	0%	0%	2%
	Definitely Allen	2%	2%	3%	9%	0%	0%	2%	0%	23%	6%	12%	0%	4%
	n=	23	39	21	36	33	13	61	3	12	34	26	13	501

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

Expanded Vote -- Demographics

		GENDER		AGE						BIRTHPLACE			TOTAL	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
CHIANG EXPANDED VOTE	Other	80%	81%	75%	66%	100%	76%	85%	81%	78%	81%	83%	72%	80%
	Unsure	11%	14%	25%	19%	0%	17%	10%	11%	14%	12%	11%	19%	13%
	Leaning Chiang	4%	3%	0%	11%	0%	3%	1%	6%	3%	3%	2%	7%	3%
	Probably Chiang	2%	1%	0%	2%	0%	2%	1%	1%	3%	1%	2%	0%	1%
	Definitely Chiang	2%	2%	0%	2%	0%	2%	3%	2%	3%	3%	1%	3%	2%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Expanded Vote -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
CHIANG EXPANDED VOTE	Other	83%	80%	75%	90%	88%	79%	80%
	Unsure	14%	11%	15%	6%	9%	13%	13%
	Leaning Chiang	2%	4%	3%	4%	1%	4%	3%
	Probably Chiang	0%	1%	4%	0%	0%	2%	1%
	Definitely Chiang	1%	3%	3%	0%	2%	2%	2%
	n=	193	216	74	18	81	420	501

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

Expanded Vote -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
CHIANG EXPANDED VOTE	Other	76%	83%	78%	84%	79%	83%	75%	78%	82%	80%
	Unsure	13%	12%	13%	12%	8%	14%	16%	17%	10%	13%
	Leaning Chiang	3%	5%	3%	0%	9%	0%	5%	3%	4%	3%
	Probably Chiang	5%	0%	2%	1%	2%	1%	2%	1%	1%	1%
	Definitely Chiang	4%	0%	4%	2%	3%	2%	2%	0%	3%	2%
	n=	43	82	369	132	102	100	167	165	336	501

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

Expanded Vote -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
CHIANG EXPANDED VOTE	Other	75%	82%	81%	75%	84%	76%	78%	79%	86%	84%	74%	76%	82%	88%	92%	80%
	Unsure	16%	11%	7%	18%	14%	15%	8%	16%	11%	12%	19%	10%	13%	9%	6%	13%
	Leaning Chiang	4%	3%	8%	3%	0%	5%	8%	1%	2%	3%	3%	8%	2%	1%	0%	3%
	Probably Chiang	1%	2%	3%	1%	0%	2%	3%	1%	2%	0%	2%	2%	1%	1%	0%	1%
	Definitely Chiang	3%	2%	1%	2%	2%	3%	2%	4%	0%	2%	2%	3%	2%	1%	2%	2%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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

Expanded Vote -- Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT				TOTAL	
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
CHIANG EXPANDED VOTE	Other	81%	76%	80%	78%	80%	81%	83%	80%	77%	81%	76%	86%	80%	88%	85%	77%	79%	80%
	Unsure	13%	8%	13%	15%	9%	12%	14%	11%	12%	16%	19%	9%	15%	8%	10%	10%	15%	13%
	Leaning Chiang	2%	11%	3%	2%	7%	4%	1%	4%	8%	1%	0%	2%	3%	2%	1%	8%	1%	3%
	Probably Chiang	1%	2%	1%	5%	1%	0%	0%	2%	1%	1%	4%	1%	1%	0%	2%	3%	2%	1%
	Definitely Chiang	2%	3%	3%	1%	2%	3%	2%	3%	3%	1%	1%	2%	2%	3%	2%	2%	4%	2%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

Expanded Vote -- Demographics

		AREA						COUNTY									TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total
CHIANG EXPANDED VOTE	Other	76%	81%	72%	76%	86%	85%	83%	90%	75%	97%	46%	86%	96%	67%	79%	80%
	Unsure	23%	16%	11%	7%	7%	13%	8%	3%	23%	1%	11%	7%	4%	33%	16%	13%
	Leaning Chiang	0%	1%	10%	11%	3%	1%	3%	3%	1%	0%	36%	2%	0%	0%	1%	3%
	Probably Chiang	0%	0%	3%	0%	3%	0%	2%	4%	0%	0%	6%	0%	0%	0%	1%	1%
	Definitely Chiang	0%	1%	4%	6%	2%	1%	3%	0%	1%	1%	2%	5%	0%	0%	3%	2%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTE IMPORTANCE				TOTAL
		May or may not vote/Unsure	Probably going to vote	Absolutely certain to vote	Already voted	Less important	About the same/Unsure	Somewhat more important	Much more important	Total
CHIANG EXPANDED VOTE	Other	76%	72%	80%	95%	58%	76%	92%	90%	80%
	Unsure	20%	22%	12%	0%	42%	15%	4%	6%	13%
	Leaning Chiang	0%	5%	4%	0%	0%	5%	1%	1%	3%
	Probably Chiang	3%	0%	2%	0%	0%	1%	3%	1%	1%
	Definitely Chiang	0%	0%	2%	5%	0%	3%	0%	1%	2%
	n=	37	51	325	88	11	314	42	134	501

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

Expanded Vote -- Attitudinals

		MAIN CAMPAIGN INFO SOURCE						SECONDARY CAMPAIGN INFO SOURCE						TOTAL
		TV ads	Mailers	Other source	No info received	Unsure	Refused	Mailers	TV ads	Other source	No info received	Unsure	Refused	Total
CHIANG EXPANDED VOTE	Other	86%	74%	79%	76%	61%	100%	82%	71%	87%	68%	79%	0%	80%
	Unsure	8%	14%	15%	24%	31%	0%	9%	11%	9%	25%	21%	100%	13%
	Leaning Chiang	3%	7%	2%	0%	0%	0%	5%	12%	1%	6%	0%	0%	3%
	Probably Chiang	1%	2%	2%	0%	6%	0%	1%	1%	2%	1%	0%	0%	1%
	Definitely Chiang	2%	2%	3%	0%	2%	0%	3%	6%	2%	0%	0%	0%	2%
	n=	218	111	123	29	17	3	101	87	218	29	16	1	501

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

Expanded Vote -- Attitudinals

		BUSINESSMAN JOHN COX						STATE ASSEMBLYMAN TRAVIS ALLEN						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
CHIANG EXPANDED VOTE	Other	75%	93%	70%	73%	89%	100%	77%	100%	0%	76%	95%	100%	80%
	Unsure	12%	4%	11%	19%	3%	0%	17%	0%	100%	10%	0%	0%	13%
	Leaning Chiang	9%	4%	15%	6%	8%	0%	3%	0%	0%	3%	5%	0%	3%
	Probably Chiang	2%	0%	4%	0%	0%	0%	3%	0%	0%	11%	0%	0%	1%
	Definitely Chiang	2%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	2%
	n=	67	21	15	31	19	19	118	2	1	22	15	12	501

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

Expanded Vote -- Attitudinals

		FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN						LIEUTANANT GOVERNOR GAVIN NEWSOM						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
CHIANG EXPANDED VOTE	Other	83%	100%	86%	100%	84%	70%	53%	92%	76%	74%	87%	97%	80%
	Unsure	13%	0%	8%	0%	16%	0%	38%	6%	6%	24%	0%	3%	13%
	Leaning Chiang	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	2%	0%	3%
	Probably Chiang	1%	0%	0%	0%	0%	0%	0%	2%	12%	0%	4%	0%	1%
	Definitely Chiang	3%	0%	6%	0%	0%	30%	9%	0%	7%	0%	8%	0%	2%
	n=	103	5	9	20	15	5	21	49	11	27	26	43	501

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

Expanded Vote -- Attitudinals

		FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA						STATE TREASURER JOHN CHIANG						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
CHIANG EXPANDED VOTE	Other	40%	78%	89%	81%	90%	100%	78%	100%	80%	80%	87%	29%	80%
	Unsure	60%	13%	3%	7%	6%	0%	18%	0%	20%	14%	3%	8%	13%
	Leaning Chiang	0%	3%	5%	10%	0%	0%	4%	0%	0%	0%	4%	42%	3%
	Probably Chiang	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	4%	8%	1%
	Definitely Chiang	0%	6%	4%	2%	3%	0%	1%	0%	0%	6%	2%	12%	2%
	n=	23	39	21	36	33	13	61	3	12	34	26	13	501

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

Expanded Vote -- Demographics

		GENDER		AGE						BIRTHPLACE			TOTAL	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
COX EXPANDED VOTE	Other	60%	71%	72%	70%	92%	55%	61%	67%	61%	64%	67%	70%	66%
	Unsure	11%	14%	25%	19%	0%	17%	10%	11%	14%	12%	11%	19%	13%
	Leaning Cox	8%	4%	0%	1%	0%	10%	12%	4%	6%	7%	6%	3%	6%
	Probably Cox	5%	4%	0%	4%	7%	12%	2%	4%	3%	4%	6%	3%	5%
	Definitely Cox	15%	7%	2%	6%	0%	5%	16%	14%	17%	12%	10%	6%	11%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Expanded Vote -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
COX EXPANDED VOTE	Other	36%	87%	64%	54%	81%	63%	66%
	Unsure	14%	11%	15%	6%	9%	13%	13%
	Leaning Cox	13%	1%	8%	5%	3%	7%	6%
	Probably Cox	10%	0%	6%	6%	1%	5%	5%
	Definitely Cox	26%	1%	7%	29%	5%	12%	11%
	n=	193	216	74	18	81	420	501

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

Expanded Vote -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
COX EXPANDED VOTE	Other	55%	69%	62%	71%	71%	66%	55%	57%	71%	66%
	Unsure	13%	12%	13%	12%	8%	14%	16%	17%	10%	13%
	Leaning Cox	9%	8%	4%	4%	7%	1%	11%	10%	4%	6%
	Probably Cox	19%	3%	5%	9%	3%	2%	3%	7%	3%	5%
	Definitely Cox	4%	7%	16%	4%	11%	17%	14%	9%	12%	11%
	n=	43	82	369	132	102	100	167	165	336	501

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

Expanded Vote -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
COX EXPANDED VOTE	Other	73%	63%	66%	61%	67%	62%	74%	60%	67%	68%	52%	70%	66%	75%	80%	66%
	Unsure	16%	11%	7%	18%	14%	15%	8%	16%	11%	12%	19%	10%	13%	9%	6%	13%
	Leaning Cox	3%	12%	6%	2%	4%	10%	4%	1%	6%	5%	13%	2%	5%	5%	6%	6%
	Probably Cox	3%	3%	8%	6%	4%	3%	5%	4%	3%	7%	3%	8%	5%	4%	0%	5%
	Definitely Cox	4%	11%	13%	14%	12%	10%	9%	19%	12%	7%	13%	11%	12%	7%	8%	11%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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

Expanded Vote -- Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
COX EXPANDED VOTE	Other	63%	82%	58%	58%	75%	70%	68%	80%	70%	65%	56%	60%	57%	64%	75%	72%	74%	66%
	Unsure	13%	8%	13%	15%	9%	12%	14%	11%	12%	16%	19%	9%	15%	8%	10%	10%	15%	13%
	Leaning Cox	6%	4%	15%	7%	2%	4%	2%	0%	3%	4%	7%	13%	8%	14%	2%	5%	1%	6%
	Probably Cox	5%	2%	7%	8%	1%	4%	4%	4%	3%	4%	4%	7%	6%	3%	7%	5%	1%	5%
	Definitely Cox	12%	4%	7%	13%	12%	10%	12%	5%	13%	10%	14%	11%	14%	11%	6%	8%	10%	11%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

Expanded Vote -- Demographics

		AREA						COUNTY									TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total
COX EXPANDED VOTE	Other	42%	71%	59%	70%	80%	61%	80%	83%	49%	75%	60%	74%	85%	59%	57%	66%
	Unsure	23%	16%	11%	7%	7%	13%	8%	3%	23%	1%	11%	7%	4%	33%	16%	13%
	Leaning Cox	23%	2%	5%	0%	4%	4%	5%	3%	4%	4%	3%	4%	0%	0%	10%	6%
	Probably Cox	2%	4%	7%	12%	2%	7%	1%	4%	12%	1%	12%	8%	11%	0%	4%	5%
	Definitely Cox	9%	7%	18%	11%	7%	15%	6%	7%	13%	18%	14%	7%	0%	8%	13%	11%
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTE IMPORTANCE				TOTAL
		May or may not vote/Unsure	Probably going to vote	Absolutely certain to vote	Already voted	Less important	About the same/Unsure	Somewhat more important	Much more important	Total
COX EXPANDED VOTE	Other	52%	62%	65%	78%	58%	63%	81%	71%	66%
	Unsure	20%	22%	12%	0%	42%	15%	4%	6%	13%
	Leaning Cox	20%	5%	6%	0%	0%	6%	2%	9%	6%
	Probably Cox	6%	6%	5%	0%	0%	6%	4%	2%	5%
	Definitely Cox	2%	4%	11%	22%	0%	11%	9%	12%	11%
	n=	37	51	325	88	11	314	42	134	501

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

Expanded Vote -- Attitudinals

		MAIN CAMPAIGN INFO SOURCE						SECONDARY CAMPAIGN INFO SOURCE						TOTAL
		TV ads	Mailers	Other source	No info received	Unsure	Refused	Mailers	TV ads	Other source	No info received	Unsure	Refused	Total
COX EXPANDED VOTE	Other	62%	74%	64%	72%	56%	69%	67%	70%	65%	54%	76%	0%	66%
	Unsure	8%	14%	15%	24%	31%	0%	9%	11%	9%	25%	21%	100%	13%
	Leaning Cox	10%	3%	4%	2%	0%	0%	3%	3%	8%	15%	0%	0%	6%
	Probably Cox	5%	4%	6%	0%	5%	31%	6%	6%	5%	4%	0%	0%	5%
	Definitely Cox	15%	5%	12%	2%	8%	0%	15%	11%	13%	2%	3%	0%	11%
	n=	218	111	123	29	17	3	101	87	218	29	16	1	501

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

Expanded Vote -- Attitudinals

		BUSINESSMAN JOHN COX						STATE ASSEMBLYMAN TRAVIS ALLEN						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
COX EXPANDED VOTE	Other	78%	96%	80%	64%	36%	12%	69%	47%	0%	77%	8%	55%	66%
	Unsure	12%	4%	11%	19%	3%	0%	17%	0%	100%	10%	0%	0%	13%
	Leaning Cox	10%	0%	0%	2%	38%	30%	7%	0%	0%	3%	33%	0%	6%
	Probably Cox	0%	0%	9%	5%	5%	7%	3%	53%	0%	0%	5%	18%	5%
	Definitely Cox	1%	0%	0%	9%	18%	51%	4%	0%	0%	10%	54%	27%	11%
	n=	67	21	15	31	19	19	118	2	1	22	15	12	501

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

Expanded Vote -- Attitudinals

		FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN					LIEUTANANT GOVERNOR GAVIN NEWSOM						TOTAL	
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
COX EXPANDED VOTE	Other	67%	78%	19%	93%	70%	100%	29%	33%	65%	66%	95%	97%	66%
	Unsure	13%	0%	8%	0%	16%	0%	38%	6%	6%	24%	0%	3%	13%
	Leaning Cox	3%	0%	7%	0%	8%	0%	0%	9%	12%	5%	0%	0%	6%
	Probably Cox	5%	22%	0%	2%	0%	0%	15%	18%	0%	3%	3%	0%	5%
	Definitely Cox	13%	0%	65%	5%	6%	0%	18%	35%	17%	2%	2%	0%	11%
	n=	103	5	9	20	15	5	21	49	11	27	26	43	501

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

Expanded Vote -- Attitudinals

		FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA					STATE TREASURER JOHN CHIANG						TOTAL	
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
COX EXPANDED VOTE	Other	32%	28%	63%	76%	78%	96%	68%	9%	51%	60%	90%	88%	66%
	Unsure	60%	13%	3%	7%	6%	0%	18%	0%	20%	14%	3%	8%	13%
	Leaning Cox	1%	6%	0%	2%	2%	0%	2%	77%	0%	11%	0%	0%	6%
	Probably Cox	6%	16%	13%	1%	3%	0%	5%	0%	0%	9%	0%	0%	5%
	Definitely Cox	0%	36%	21%	13%	11%	4%	8%	14%	28%	6%	7%	4%	11%
	n=	23	39	21	36	33	13	61	3	12	34	26	13	501

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

Expanded Vote -- Demographics

		GENDER		AGE						BIRTHPLACE			TOTAL	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
EASTIN EXPANDED VOTE	Other	87%	73%	54%	68%	73%	81%	85%	83%	84%	84%	75%	75%	79%
	Unsure	11%	14%	25%	19%	0%	17%	10%	11%	14%	12%	11%	19%	13%
	Leaning Eastin	1%	7%	6%	6%	27%	2%	0%	4%	0%	1%	11%	2%	5%
	Probably Eastin	0%	3%	14%	1%	0%	0%	4%	1%	1%	3%	1%	0%	2%
	Definitely Eastin	0%	3%	0%	6%	0%	0%	2%	1%	2%	0%	2%	5%	2%
	n=	226	275	18	44	20	49	89	131	150	244	193	64	501

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

Expanded Vote -- Demographics

		PARTY				RESIDENCE		TOTAL
		Republican	Democrat	NPP	Other party	Apartment	Live in home	Total
EASTIN EXPANDED VOTE	Other	83%	77%	76%	91%	81%	79%	79%
	Unsure	14%	11%	15%	6%	9%	13%	13%
	Leaning Eastin	0%	8%	5%	0%	6%	4%	5%
	Probably Eastin	2%	1%	4%	0%	0%	2%	2%
	Definitely Eastin	0%	3%	0%	3%	4%	1%	2%
	n=	193	216	74	18	81	420	501

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

Expanded Vote -- Demographics

		TURNOUT HISTORY			DATE OF REGISTRATION				PERMANENTLY REGISTERED TO VBM		TOTAL
		Unreliable	Reliable	Very Reliable	2015 to Present	2008 to 2014	2000 to 2007	Before 2000	No	Yes	Total
EASTIN EXPANDED VOTE	Other	82%	74%	83%	74%	85%	77%	83%	79%	80%	79%
	Unsure	13%	12%	13%	12%	8%	14%	16%	17%	10%	13%
	Leaning Eastin	6%	9%	1%	10%	3%	3%	1%	1%	6%	5%
	Probably Eastin	0%	3%	1%	1%	3%	4%	0%	3%	1%	2%
	Definitely Eastin	0%	1%	2%	3%	1%	2%	0%	0%	2%	2%
	n=	43	82	369	132	102	100	167	165	336	501

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

Expanded Vote -- Demographics

		MEDIAN INCOME IN PRECINCT					% WHITE IN PRECINCT					% COLLEGE GRAD IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	0-50	51-60	61-70	71-80	>80	0-10	11-20	21-30	31-40	>40	Total
EASTIN EXPANDED VOTE	Other	80%	81%	90%	79%	69%	79%	82%	77%	88%	72%	77%	86%	76%	78%	87%	79%
	Unsure	16%	11%	7%	18%	14%	15%	8%	16%	11%	12%	19%	10%	13%	9%	6%	13%
	Leaning Eastin	0%	6%	0%	0%	12%	0%	7%	4%	1%	12%	0%	0%	8%	9%	7%	5%
	Probably Eastin	0%	1%	2%	0%	5%	3%	0%	1%	1%	4%	1%	1%	3%	4%	0%	2%
	Definitely Eastin	4%	2%	1%	3%	0%	3%	3%	2%	0%	0%	4%	3%	0%	0%	0%	2%
	n=	84	137	109	68	103	116	81	99	100	105	107	130	144	92	28	501

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

Expanded Vote -- Demographics

		LATINO		% ASIAN IN PRECINCT					% WHITE IN PRECINCT					% AFRICAN-AMERICAN IN PRECINCT					TOTAL
		No	Yes	0	1-3	4-10	11-20	>20	0-30	31-60	61-70	71-80	>80	0	1	2	3-10	>10	Total
EASTIN EXPANDED VOTE	Other	79%	83%	82%	80%	81%	74%	80%	84%	77%	79%	68%	86%	77%	85%	86%	84%	68%	79%
	Unsure	13%	8%	13%	15%	9%	12%	14%	11%	12%	16%	19%	9%	15%	8%	10%	10%	15%	13%
	Leaning Eastin	5%	5%	3%	2%	3%	12%	2%	0%	9%	3%	5%	3%	4%	0%	0%	2%	16%	5%
	Probably Eastin	1%	4%	0%	1%	4%	1%	4%	0%	3%	0%	8%	0%	2%	6%	1%	1%	1%	2%
	Definitely Eastin	2%	0%	1%	1%	3%	1%	0%	5%	1%	1%	0%	2%	1%	1%	2%	3%	0%	2%
	n=	445	56	105	101	123	85	87	73	134	83	74	137	208	49	60	128	56	501

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

Expanded Vote -- Demographics

		AREA						COUNTY										TOTAL
		North	Bay Area	Central Valley	Central Coast	LA & Inland Empire	South	Los Angeles	Riverside	San Diego	Orange	Sacramento	Santa Clara	Alameda	Contra Costa	Other	Total	
EASTIN EXPANDED VOTE	Other	68%	77%	85%	86%	81%	82%	86%	72%	68%	99%	89%	88%	93%	67%	75%	79%	
	Unsure	23%	16%	11%	7%	7%	13%	8%	3%	23%	1%	11%	7%	4%	33%	16%	13%	
	Leaning Eastin	0%	6%	0%	0%	9%	5%	1%	23%	10%	0%	0%	5%	0%	0%	2%	5%	
	Probably Eastin	6%	1%	4%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	0%	4%	2%	
	Definitely Eastin	3%	1%	1%	6%	3%	0%	5%	1%	0%	0%	0%	0%	0%	0%	2%	2%	
	n=	49	113	111	24	124	80	79	29	47	33	25	27	20	17	224	501	

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTE IMPORTANCE				TOTAL
		May or may not vote/Unsure	Probably going to vote	Absolutely certain to vote	Already voted	Less important	About the same/Unsure	Somewhat more important	Much more important	Total
EASTIN EXPANDED VOTE	Other	76%	69%	78%	97%	58%	76%	75%	92%	79%
	Unsure	20%	22%	12%	0%	42%	15%	4%	6%	13%
	Leaning Eastin	4%	0%	7%	0%	0%	5%	16%	1%	5%
	Probably Eastin	0%	5%	2%	0%	0%	2%	2%	0%	2%
	Definitely Eastin	0%	4%	1%	3%	0%	2%	3%	1%	2%
	n=	37	51	325	88	11	314	42	134	501

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

Expanded Vote -- Attitudinals

		MAIN CAMPAIGN INFO SOURCE						SECONDARY CAMPAIGN INFO SOURCE						TOTAL
		TV ads	Mailers	Other source	No info received	Unsure	Refused	Mailers	TV ads	Other source	No info received	Unsure	Refused	Total
EASTIN EXPANDED VOTE	Other	88%	71%	79%	59%	69%	100%	89%	84%	80%	75%	57%	0%	79%
	Unsure	8%	14%	15%	24%	31%	0%	9%	11%	9%	25%	21%	100%	13%
	Leaning Eastin	1%	11%	0%	17%	0%	0%	0%	1%	6%	0%	18%	0%	5%
	Probably Eastin	0%	3%	5%	0%	0%	0%	1%	4%	2%	0%	0%	0%	2%
	Definitely Eastin	2%	1%	2%	0%	0%	0%	1%	0%	3%	0%	3%	0%	2%
	n=	218	111	123	29	17	3	101	87	218	29	16	1	501

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

Expanded Vote -- Attitudinals

		BUSINESSMAN JOHN COX						STATE ASSEMBLYMAN TRAVIS ALLEN						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
EASTIN EXPANDED VOTE	Other	82%	83%	64%	75%	92%	100%	72%	100%	0%	80%	100%	100%	79%
	Unsure	12%	4%	11%	19%	3%	0%	17%	0%	100%	10%	0%	0%	13%
	Leaning Eastin	2%	11%	0%	3%	0%	0%	6%	0%	0%	4%	0%	0%	5%
	Probably Eastin	5%	0%	0%	2%	0%	0%	3%	0%	0%	0%	0%	0%	2%
	Definitely Eastin	0%	2%	25%	0%	5%	0%	1%	0%	0%	6%	0%	0%	2%
	n=	67	21	15	31	19	19	118	2	1	22	15	12	501

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

Expanded Vote -- Attitudinals

		FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN						LIEUTANANT GOVERNOR GAVIN NEWSOM						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
EASTIN EXPANDED VOTE	Other	69%	81%	92%	100%	77%	54%	61%	94%	87%	76%	88%	87%	79%
	Unsure	13%	0%	8%	0%	16%	0%	38%	6%	6%	24%	0%	3%	13%
	Leaning Eastin	14%	0%	0%	0%	6%	0%	2%	0%	0%	0%	4%	8%	5%
	Probably Eastin	0%	0%	0%	0%	0%	23%	0%	0%	7%	0%	2%	0%	2%
	Definitely Eastin	3%	19%	0%	0%	0%	23%	0%	0%	0%	0%	6%	1%	2%
	n=	103	5	9	20	15	5	21	49	11	27	26	43	501

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

Expanded Vote -- Attitudinals

		FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA						STATE TREASURER JOHN CHIANG						TOTAL
		Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Never heard	Very unfavorable	Somewhat unfavorable	Heard/No opinion	Somewhat favorable	Very favorable	Total
EASTIN EXPANDED VOTE	Other	40%	87%	93%	88%	63%	100%	78%	100%	80%	86%	82%	92%	79%
	Unsure	60%	13%	3%	7%	6%	0%	18%	0%	20%	14%	3%	8%	13%
	Leaning Eastin	0%	0%	0%	3%	31%	0%	0%	0%	0%	0%	0%	0%	5%
	Probably Eastin	0%	0%	4%	0%	0%	0%	4%	0%	0%	0%	14%	0%	2%
	Definitely Eastin	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	2%
	n=	23	39	21	36	33	13	61	3	12	34	26	13	501

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