

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	30%	31%	31%	6%	18%	38%	39%	30%	36%	36%	31%	11%	31%
	Democrat	50%	46%	39%	58%	60%	33%	40%	51%	54%	47%	44%	65%	48%
	NPP	16%	16%	18%	25%	17%	28%	12%	14%	8%	8%	22%	23%	16%
	Other party	4%	7%	12%	11%	5%	1%	9%	5%	3%	9%	4%	0%	6%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
RESIDENCE	Apartment	12%	15%	9%	11%	17%	5%	14%	17%	17%	13%	18%	4%	14%
	Live in home	88%	85%	91%	89%	83%	95%	86%	83%	83%	87%	82%	96%	86%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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%	8%	17%	23%	16%	5%	3%	2%	2%	7%	7%	6%	7%
	Reliable	46%	40%	65%	66%	58%	72%	35%	24%	24%	41%	41%	57%	43%
	Very Reliable	49%	52%	19%	11%	26%	24%	62%	74%	74%	52%	52%	37%	50%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
DATE OF REGISTRATION	2015 to Present	36%	32%	72%	83%	60%	24%	27%	20%	18%	43%	26%	30%	34%
	2008 to 2014	20%	17%	26%	17%	30%	20%	19%	22%	6%	16%	21%	21%	18%
	2000 to 2007	16%	16%	0%	0%	9%	40%	18%	12%	16%	14%	17%	20%	16%
	Before 2000	27%	35%	2%	0%	1%	16%	37%	46%	60%	27%	37%	29%	31%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
PERMANENTLY REGISTERED TO VBM	No	42%	35%	42%	22%	26%	65%	39%	44%	24%	31%	43%	50%	38%
	Yes	58%	65%	58%	78%	74%	35%	61%	56%	76%	69%	57%	50%	62%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	12%	13%	39%	6%	12%	13%	9%	14%	12%	20%	6%	9%	13%
	\$40-\$60K	29%	23%	23%	27%	55%	4%	26%	28%	23%	25%	27%	23%	26%
	\$61-\$80K	19%	21%	5%	34%	7%	30%	17%	20%	19%	20%	21%	18%	20%
	\$81-\$100K	18%	15%	25%	16%	11%	20%	15%	20%	13%	16%	14%	26%	17%
	>\$100K	22%	28%	7%	17%	15%	32%	33%	19%	33%	19%	32%	24%	25%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
% WHITE IN PRECINCT	0-50	20%	22%	27%	23%	25%	13%	18%	28%	18%	30%	13%	15%	21%
	51-60	17%	13%	34%	20%	18%	4%	12%	13%	17%	18%	10%	17%	15%
	61-70	18%	22%	10%	13%	17%	29%	28%	20%	14%	18%	23%	17%	20%
	71-80	24%	19%	21%	33%	14%	32%	18%	20%	16%	17%	27%	17%	21%
	>80	21%	25%	8%	11%	27%	22%	23%	20%	36%	18%	26%	35%	23%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
% COLLEGE GRAD IN PRECINCT	0-10	18%	20%	26%	18%	16%	18%	18%	21%	19%	28%	11%	8%	19%
	11-20	27%	31%	32%	50%	23%	27%	30%	27%	25%	28%	31%	28%	29%
	21-30	30%	25%	33%	17%	26%	29%	29%	33%	22%	25%	27%	37%	27%
	31-40	17%	19%	7%	11%	23%	18%	12%	18%	28%	13%	23%	20%	18%
	>40	8%	5%	1%	4%	11%	9%	12%	2%	6%	6%	8%	7%	7%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	83%	87%	58%	70%	76%	91%	95%	82%	94%	85%	93%	57%	85%
	Yes	17%	13%	42%	30%	24%	9%	5%	18%	6%	15%	7%	43%	15%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
% ASIAN IN PRECINCT	0	15%	21%	43%	10%	4%	33%	17%	18%	12%	24%	13%	11%	18%
	1-3	20%	25%	13%	6%	23%	10%	38%	24%	26%	28%	18%	17%	22%
	4-10	28%	26%	23%	35%	39%	19%	20%	23%	33%	21%	36%	15%	27%
	11-20	20%	16%	12%	27%	15%	19%	21%	15%	18%	16%	21%	15%	18%
	>20	17%	13%	9%	23%	19%	19%	5%	20%	11%	10%	12%	43%	15%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
% WHITE IN PRECINCT	0-30	21%	15%	33%	30%	18%	15%	14%	21%	12%	21%	9%	37%	18%
	31-60	25%	39%	40%	29%	46%	37%	26%	34%	24%	29%	36%	31%	32%
	61-70	13%	11%	0%	16%	16%	13%	14%	6%	15%	10%	15%	8%	12%
	71-80	19%	10%	0%	22%	11%	14%	13%	14%	18%	14%	17%	7%	14%
	>80	22%	26%	27%	3%	10%	22%	33%	25%	31%	26%	23%	18%	24%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
% AFRICAN-AMERICAN IN PRECINCT	0	35%	38%	40%	27%	21%	51%	32%	38%	42%	37%	40%	27%	37%
	1	8%	12%	9%	2%	6%	15%	14%	8%	12%	14%	9%	3%	10%
	2	9%	10%	20%	16%	2%	2%	5%	10%	15%	10%	9%	6%	9%
	3-10	32%	29%	25%	42%	42%	13%	35%	34%	24%	28%	28%	47%	30%
	>10	16%	11%	6%	13%	30%	18%	14%	10%	7%	12%	14%	16%	13%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	5%	4%	2%	3%	2%	4%	6%	5%	5%	5%	4%	1%	4%
	Bay Area	28%	22%	11%	22%	49%	35%	15%	20%	25%	18%	29%	37%	25%
	Central Valley	16%	18%	32%	17%	5%	8%	21%	23%	16%	23%	13%	6%	17%
	Central Coast	6%	6%	0%	3%	0%	10%	15%	4%	4%	3%	9%	8%	6%
	LA & Inland Empire	28%	31%	30%	26%	19%	20%	34%	36%	32%	31%	26%	35%	29%
	South	18%	19%	26%	28%	25%	24%	10%	12%	18%	19%	19%	13%	18%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
COUNTY	Los Angeles	18%	14%	27%	9%	9%	7%	17%	18%	23%	16%	13%	28%	16%
	Riverside	4%	9%	0%	3%	5%	1%	11%	13%	5%	6%	8%	5%	7%
	San Diego	8%	10%	2%	14%	14%	9%	5%	8%	11%	10%	7%	8%	9%
	Orange	10%	5%	24%	14%	11%	3%	4%	4%	7%	9%	6%	5%	7%
	Santa Clara	4%	3%	0%	5%	0%	4%	4%	5%	3%	2%	5%	4%	4%
	Alameda	10%	5%	2%	8%	22%	15%	3%	3%	5%	4%	10%	12%	7%
	Other	46%	54%	44%	47%	39%	61%	55%	50%	46%	53%	51%	37%	50%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	43%	49%	95%	62%	32%	39%	64%	42%	26%	46%
	US, outside CA	41%	44%	5%	28%	55%	42%	31%	41%	64%	42%
	Non-US	16%	8%	0%	10%	14%	19%	5%	17%	9%	12%
	n=	245	259	25	39	34	46	77	121	162	504

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

Pure Demographics

		GENDER		TOTAL
		Male	Female	Total
AGE	18-24	6%	5%	5%
	25-34	11%	7%	9%
	35-44	15%	7%	11%
	45-54	17%	12%	15%
	55-64	17%	20%	19%
	65-74	19%	24%	22%
	75+	15%	23%	20%
	n=	245	259	504

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	47%	50%	48%	34%	43%	49%	48%
	Female	53%	50%	52%	66%	57%	51%	52%
	n=	178	227	77	22	83	421	504
AGE	18-24	6%	4%	6%	12%	4%	6%	5%
	25-34	2%	11%	14%	18%	7%	9%	9%
	35-44	6%	14%	12%	9%	14%	10%	11%
	45-54	18%	10%	26%	3%	6%	16%	15%
	55-64	24%	16%	14%	30%	19%	19%	19%
	65-74	21%	23%	19%	19%	27%	21%	22%
	75+	23%	22%	9%	10%	24%	19%	20%
	n=	178	227	77	22	83	421	504
BIRTHPLACE	CA	54%	45%	25%	69%	42%	47%	46%
	US, outside CA	42%	39%	58%	30%	54%	40%	42%
	Non-US	4%	16%	17%	1%	4%	13%	12%
	n=	178	227	77	22	83	421	504

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%	6%	15%	6%	17%	5%	7%
	Reliable	37%	41%	48%	71%	36%	44%	43%
	Very Reliable	58%	53%	37%	24%	46%	51%	50%
	n=	178	227	77	22	83	421	504
DATE OF REGISTRATION	2015 to Present	30%	34%	29%	71%	44%	32%	34%
	2008 to 2014	15%	18%	32%	8%	23%	18%	18%
	2000 to 2007	19%	11%	29%	3%	14%	16%	16%
	Before 2000	36%	37%	10%	18%	19%	33%	31%
	n=	178	227	77	22	83	421	504
PERMANENTLY REGISTERED TO VBM	No	39%	34%	52%	30%	36%	39%	38%
	Yes	61%	66%	48%	70%	64%	61%	62%
	n=	178	227	77	22	83	421	504

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	11%	12%	17%	13%	17%	12%	13%
	\$40-\$60K	25%	29%	12%	41%	34%	24%	26%
	\$61-\$80K	23%	12%	41%	7%	18%	20%	20%
	\$81-\$100K	17%	19%	13%	7%	12%	17%	17%
	>\$100K	24%	28%	16%	32%	19%	26%	25%
	n=	178	227	77	22	83	421	504
% WHITE IN PRECINCT	0-50	22%	22%	12%	36%	20%	21%	21%
	51-60	12%	17%	11%	13%	12%	15%	15%
	61-70	20%	16%	26%	36%	20%	20%	20%
	71-80	28%	15%	33%	5%	12%	23%	21%
	>80	18%	30%	18%	11%	36%	21%	23%
	n=	178	227	77	22	83	421	504
% COLLEGE GRAD IN PRECINCT	0-10	22%	17%	13%	32%	15%	20%	19%
	11-20	31%	24%	44%	17%	26%	29%	29%
	21-30	26%	30%	21%	29%	21%	28%	27%
	31-40	15%	22%	16%	12%	24%	17%	18%
	>40	5%	7%	6%	10%	14%	5%	7%
	n=	178	227	77	22	83	421	504

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	98%	80%	79%	75%	83%	85%	85%
	Yes	2%	20%	21%	25%	17%	15%	15%
	n=	178	227	77	22	83	421	504
% ASIAN IN PRECINCT	0	17%	16%	23%	26%	13%	19%	18%
	1-3	29%	22%	13%	14%	21%	23%	22%
	4-10	30%	22%	40%	10%	36%	25%	27%
	11-20	13%	19%	15%	45%	14%	19%	18%
	>20	10%	21%	9%	5%	15%	15%	15%
	n=	178	227	77	22	83	421	504
% WHITE IN PRECINCT	0-30	9%	25%	11%	26%	14%	19%	18%
	31-60	29%	28%	47%	42%	39%	31%	32%
	61-70	15%	9%	17%	1%	15%	11%	12%
	71-80	17%	16%	8%	4%	12%	14%	14%
	>80	30%	22%	16%	26%	20%	24%	24%
	n=	178	227	77	22	83	421	504
% AFRICAN-AMERICAN IN PRECINCT	0	48%	29%	41%	34%	18%	40%	37%
	1	12%	12%	2%	9%	5%	11%	10%
	2	9%	11%	7%	0%	7%	9%	9%
	3-10	22%	32%	42%	32%	56%	26%	30%
	>10	9%	17%	9%	25%	13%	13%	13%
	n=	178	227	77	22	83	421	504

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	7%	3%	4%	2%	2%	5%	4%
	Bay Area	11%	37%	13%	37%	27%	25%	25%
	Central Valley	26%	11%	15%	24%	12%	18%	17%
	Central Coast	8%	4%	5%	20%	1%	7%	6%
	LA & Inland Empire	24%	34%	35%	2%	43%	27%	29%
	South	23%	12%	28%	14%	14%	19%	18%
	n=	178	227	77	22	83	421	504
COUNTY	Los Angeles	9%	23%	15%	0%	25%	15%	16%
	Riverside	7%	6%	12%	1%	11%	6%	7%
	San Diego	16%	5%	7%	12%	8%	9%	9%
	Orange	7%	7%	8%	2%	7%	7%	7%
	Santa Clara	3%	4%	3%	0%	1%	4%	4%
	Alameda	0%	13%	3%	5%	10%	7%	7%
	Other	58%	41%	51%	80%	38%	52%	50%
	n=	178	227	77	22	83	421	504

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

Pure Demographics

		PARTY				TOTAL
		Republican	Democrat	NPP	Other party	Total
RESIDENCE	Apartment	10%	13%	23%	16%	14%
	Live in home	90%	87%	77%	84%	86%
	n=	178	227	77	22	504

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	37%	51%	46%	51%	53%	47%	42%	53%	45%	48%
	Female	63%	49%	54%	49%	47%	53%	58%	47%	55%	52%
	n=	46	92	366	162	78	82	182	167	337	504
AGE	18-24	13%	8%	2%	11%	8%	0%	0%	6%	5%	5%
	25-34	30%	14%	2%	22%	8%	0%	0%	5%	11%	9%
	35-44	25%	15%	6%	19%	18%	6%	0%	7%	13%	11%
	45-54	10%	25%	7%	10%	16%	37%	8%	25%	8%	15%
	55-64	9%	15%	23%	15%	19%	20%	22%	19%	18%	19%
	65-74	8%	12%	32%	13%	25%	16%	32%	25%	20%	22%
	75+	6%	11%	29%	10%	6%	20%	38%	13%	24%	20%
n=	46	92	366	162	78	82	182	167	337	504	
BIRTHPLACE	CA	47%	44%	48%	58%	39%	41%	39%	37%	52%	46%
	US, outside CA	44%	40%	44%	32%	48%	44%	50%	48%	39%	42%
	Non-US	10%	16%	9%	10%	13%	15%	11%	15%	9%	12%
	n=	46	92	366	162	78	82	182	167	337	504

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	20%	27%	35%	27%	25%	37%	35%	31%	30%	31%
	Democrat	41%	46%	51%	48%	46%	34%	57%	43%	51%	48%
	NPP	34%	18%	12%	13%	27%	29%	5%	21%	12%	16%
	Other party	5%	9%	3%	12%	2%	1%	3%	4%	6%	6%
	n=	46	92	366	162	78	82	182	167	337	504
RESIDENCE	Apartment	34%	12%	13%	18%	17%	12%	8%	13%	14%	14%
	Live in home	66%	88%	87%	82%	83%	88%	92%	87%	86%	86%
	n=	46	92	366	162	78	82	182	167	337	504

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	19%	13%	12%	17%	15%	6%	11%	11%	14%	13%
	\$40-\$60K	28%	28%	23%	32%	27%	20%	21%	20%	30%	26%
	\$61-\$80K	22%	20%	20%	15%	22%	35%	16%	24%	17%	20%
	\$81-\$100K	14%	18%	16%	14%	22%	12%	19%	19%	15%	17%
	>\$100K	17%	21%	29%	22%	14%	26%	34%	26%	24%	25%
	n=	46	92	366	162	78	82	182	167	337	504
% WHITE IN PRECINCT	0-50	13%	25%	18%	26%	21%	11%	21%	18%	23%	21%
	51-60	18%	12%	16%	19%	11%	16%	11%	9%	18%	15%
	61-70	25%	23%	17%	17%	33%	17%	17%	24%	17%	20%
	71-80	6%	23%	22%	20%	19%	26%	22%	25%	19%	21%
	>80	37%	16%	27%	18%	16%	31%	29%	24%	23%	23%
	n=	46	92	366	162	78	82	182	167	337	504
% COLLEGE GRAD IN PRECINCT	0-10	22%	22%	16%	19%	21%	8%	23%	15%	21%	19%
	11-20	26%	33%	26%	38%	23%	35%	20%	27%	30%	29%
	21-30	15%	25%	31%	18%	39%	26%	31%	35%	22%	27%
	31-40	34%	13%	20%	16%	11%	22%	23%	16%	20%	18%
	>40	3%	7%	7%	9%	7%	8%	4%	6%	7%	7%
	n=	46	92	366	162	78	82	182	167	337	504

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	82%	78%	92%	77%	82%	93%	92%	86%	84%	85%
	Yes	18%	22%	8%	23%	18%	7%	8%	14%	16%	15%
	n=	46	92	366	162	78	82	182	167	337	504
% ASIAN IN PRECINCT	0	10%	19%	18%	18%	19%	26%	13%	20%	16%	18%
	1-3	11%	19%	27%	24%	23%	17%	23%	19%	25%	22%
	4-10	46%	29%	22%	23%	39%	28%	23%	27%	27%	27%
	11-20	21%	19%	17%	22%	9%	16%	20%	14%	20%	18%
	>20	13%	15%	15%	13%	9%	14%	21%	20%	12%	15%
	n=	46	92	366	162	78	82	182	167	337	504
% WHITE IN PRECINCT	0-30	17%	22%	15%	23%	21%	7%	17%	16%	19%	18%
	31-60	39%	41%	24%	32%	34%	33%	31%	35%	30%	32%
	61-70	28%	7%	14%	9%	8%	13%	17%	14%	11%	12%
	71-80	12%	13%	15%	14%	13%	18%	13%	10%	17%	14%
	>80	4%	16%	33%	22%	25%	29%	22%	25%	23%	24%
	n=	46	92	366	162	78	82	182	167	337	504
% AFRICAN-AMERICAN IN PRECINCT	0	28%	35%	40%	34%	25%	58%	37%	35%	38%	37%
	1	9%	8%	12%	9%	10%	5%	14%	12%	9%	10%
	2	16%	5%	12%	9%	5%	8%	12%	10%	8%	9%
	3-10	32%	35%	26%	38%	32%	21%	25%	31%	30%	30%
	>10	15%	17%	10%	10%	29%	7%	12%	12%	14%	13%
	n=	46	92	366	162	78	82	182	167	337	504

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%	2%	6%	5%	4%	4%	3%	3%	5%	4%
	Bay Area	25%	22%	28%	25%	28%	21%	25%	23%	26%	25%
	Central Valley	9%	18%	17%	18%	15%	16%	18%	14%	19%	17%
	Central Coast	1%	6%	7%	6%	6%	9%	5%	7%	6%	6%
	LA & Inland Empire	31%	33%	27%	26%	30%	18%	38%	30%	29%	29%
	South	30%	19%	16%	19%	17%	32%	11%	24%	15%	18%
	n=	46	92	366	162	78	82	182	167	337	504
COUNTY	Los Angeles	11%	18%	15%	14%	15%	4%	25%	20%	14%	16%
	Riverside	6%	9%	5%	4%	9%	6%	9%	6%	8%	7%
	San Diego	18%	8%	8%	14%	5%	11%	5%	8%	10%	9%
	Orange	12%	6%	7%	6%	12%	8%	6%	11%	5%	7%
	Santa Clara	0%	1%	6%	1%	3%	8%	5%	4%	4%	4%
	Alameda	4%	12%	4%	5%	12%	8%	6%	7%	8%	7%
	Other	48%	46%	54%	57%	44%	54%	45%	46%	53%	50%
	n=	46	92	366	162	78	82	182	167	337	504

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	50%	42%	34%	21%	50%	54%	42%	38%
	Yes	50%	58%	66%	79%	50%	46%	58%	62%
	n=	46	92	366	162	78	82	182	504

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	74%	44%	20%	34%
	2008 to 2014	10%	19%	19%	18%
	2000 to 2007	14%	13%	19%	16%
	Before 2000	2%	24%	42%	31%
	n=	46	92	366	504

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	45%	53%	46%	52%	42%	46%	55%	44%	53%	44%	45%	44%	52%	46%	58%	48%
	Female	55%	47%	54%	48%	58%	54%	45%	56%	47%	56%	55%	56%	48%	54%	42%	52%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
AGE	18-24	17%	5%	2%	8%	1%	7%	13%	3%	5%	2%	8%	6%	7%	2%	1%	5%
	25-34	4%	9%	15%	8%	6%	10%	12%	6%	14%	4%	9%	15%	6%	6%	5%	9%
	35-44	10%	23%	4%	7%	7%	13%	14%	9%	7%	13%	9%	9%	10%	14%	19%	11%
	45-54	15%	2%	23%	18%	19%	9%	4%	22%	22%	14%	14%	14%	16%	14%	19%	15%
	55-64	13%	19%	16%	17%	25%	16%	15%	26%	16%	19%	18%	19%	20%	12%	32%	19%
	65-74	23%	24%	22%	26%	17%	28%	20%	21%	21%	18%	24%	20%	26%	22%	6%	22%
	75+	18%	18%	19%	16%	26%	17%	22%	14%	15%	30%	20%	17%	16%	30%	18%	20%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
BIRTHPLACE	CA	71%	45%	46%	45%	35%	65%	56%	42%	36%	35%	69%	44%	43%	32%	40%	46%
	US, outside CA	20%	45%	44%	36%	54%	27%	30%	48%	55%	47%	26%	45%	42%	55%	48%	42%
	Non-US	9%	10%	11%	18%	11%	8%	14%	10%	9%	18%	5%	11%	16%	13%	12%	12%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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	27%	29%	36%	30%	30%	32%	26%	31%	40%	23%	36%	33%	30%	25%	23%	31%
	Democrat	46%	54%	30%	55%	53%	50%	56%	39%	34%	62%	43%	40%	52%	58%	54%	48%
	NPP	22%	8%	33%	13%	10%	9%	12%	20%	25%	12%	11%	24%	12%	14%	14%	16%
	Other party	6%	9%	2%	2%	7%	10%	5%	10%	1%	3%	10%	3%	6%	4%	8%	6%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
RESIDENCE	Apartment	19%	18%	12%	10%	10%	13%	11%	14%	8%	21%	11%	12%	10%	18%	29%	14%
	Live in home	81%	82%	88%	90%	90%	87%	89%	86%	92%	79%	89%	88%	90%	82%	71%	86%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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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	10%	7%	8%	6%	5%	4%	9%	9%	2%	11%	8%	6%	4%	13%	4%	7%
	Reliable	42%	47%	42%	46%	36%	52%	36%	49%	46%	30%	50%	49%	39%	31%	42%	43%
	Very Reliable	48%	46%	50%	48%	59%	44%	55%	43%	52%	59%	42%	44%	58%	56%	55%	50%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
DATE OF REGISTRATION	2015 to Present	45%	42%	27%	28%	30%	42%	46%	29%	31%	26%	34%	45%	23%	30%	44%	34%
	2008 to 2014	22%	19%	20%	24%	11%	18%	14%	30%	16%	13%	21%	14%	26%	11%	19%	18%
	2000 to 2007	7%	13%	29%	12%	17%	8%	17%	13%	20%	21%	7%	19%	15%	20%	18%	16%
	Before 2000	26%	26%	25%	36%	42%	31%	23%	27%	32%	40%	38%	21%	35%	39%	18%	31%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
PERMANENTLY REGISTERED TO VBM	No	34%	29%	47%	43%	40%	33%	23%	46%	45%	40%	31%	36%	50%	33%	37%	38%
	Yes	66%	71%	53%	57%	60%	67%	77%	54%	55%	60%	69%	64%	50%	67%	63%	62%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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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	
LATINO	No	71%	80%	83%	89%	96%	73%	80%	84%	96%	91%	77%	78%	91%	91%	99%	85%
	Yes	29%	20%	17%	11%	4%	27%	20%	16%	4%	9%	23%	22%	9%	9%	1%	15%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
% ASIAN IN PRECINCT	0	39%	18%	22%	8%	11%	31%	21%	12%	15%	11%	31%	25%	11%	4%	14%	18%
	1-3	34%	32%	22%	14%	13%	36%	23%	22%	19%	14%	42%	20%	14%	17%	25%	22%
	4-10	18%	25%	30%	29%	30%	12%	29%	36%	29%	29%	16%	28%	32%	30%	25%	27%
	11-20	3%	12%	15%	30%	27%	10%	11%	16%	28%	23%	7%	16%	23%	24%	22%	18%
	>20	6%	14%	12%	20%	20%	11%	17%	13%	9%	23%	5%	10%	20%	25%	15%	15%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
% WHITE IN PRECINCT	0-30	40%	26%	13%	11%	7%	48%	35%	7%	4%	3%	46%	20%	9%	5%	5%	18%
	31-60	32%	34%	42%	29%	25%	30%	27%	54%	27%	24%	29%	40%	36%	26%	12%	32%
	61-70	9%	9%	8%	17%	15%	5%	5%	14%	15%	18%	11%	10%	15%	13%	7%	12%
	71-80	4%	15%	15%	18%	14%	8%	14%	7%	19%	21%	9%	13%	10%	24%	20%	14%
	>80	14%	16%	21%	25%	38%	9%	18%	19%	35%	35%	5%	18%	29%	33%	56%	24%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
% AFRICAN-AMERICAN IN PRECINCT	0	39%	33%	51%	24%	37%	37%	24%	37%	44%	38%	40%	38%	29%	39%	51%	37%
	1	0%	5%	9%	19%	15%	3%	9%	14%	11%	13%	7%	5%	16%	17%	3%	10%
	2	14%	4%	10%	12%	9%	5%	17%	6%	13%	7%	2%	13%	13%	9%	0%	9%
	3-10	30%	33%	21%	37%	30%	29%	38%	27%	23%	36%	28%	32%	26%	32%	39%	30%
	>10	16%	24%	9%	8%	8%	25%	12%	16%	9%	6%	23%	12%	16%	4%	8%	13%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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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
AREA	North	9%	6%	4%	2%	2%	7%	4%	7%	2%	1%	5%	6%	4%	1%	2%	4%
	Bay Area	7%	25%	15%	26%	42%	9%	22%	29%	27%	37%	2%	14%	37%	39%	54%	25%
	Central Valley	32%	27%	15%	9%	5%	27%	21%	21%	11%	6%	33%	21%	11%	8%	3%	17%
	Central Coast	3%	3%	6%	7%	11%	4%	5%	12%	6%	3%	5%	4%	8%	8%	5%	6%
	LA & Inland Empire	36%	24%	33%	28%	30%	39%	33%	24%	22%	30%	41%	36%	18%	25%	26%	29%
	South	13%	14%	28%	28%	11%	14%	15%	6%	31%	23%	14%	18%	23%	19%	11%	18%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
COUNTY	Los Angeles	25%	9%	13%	24%	16%	18%	12%	8%	12%	27%	15%	13%	15%	21%	26%	16%
	Riverside	5%	9%	14%	2%	3%	13%	6%	10%	5%	1%	12%	10%	3%	3%	0%	7%
	San Diego	12%	9%	7%	16%	4%	11%	10%	2%	11%	10%	12%	7%	9%	11%	3%	9%
	Orange	0%	5%	11%	12%	7%	2%	5%	5%	11%	13%	1%	4%	14%	9%	8%	7%
	Santa Clara	0%	0%	3%	3%	9%	1%	0%	2%	5%	8%	0%	1%	3%	10%	9%	4%
	Alameda	2%	12%	2%	11%	7%	0%	5%	16%	8%	7%	1%	2%	15%	14%	2%	7%
	Other	56%	56%	49%	31%	54%	55%	63%	57%	48%	33%	59%	63%	41%	33%	52%	50%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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	57%	34%	12%	1%	0%	68%	14%	11%	0%	0%	19%
	11-20	35%	37%	48%	9%	16%	24%	62%	34%	33%	5%	29%
	21-30	7%	19%	27%	59%	26%	6%	22%	44%	37%	26%	27%
	31-40	1%	10%	12%	18%	40%	1%	2%	9%	24%	46%	18%
	>40	0%	0%	1%	13%	17%	0%	0%	1%	6%	23%	7%
	n=	72	127	113	72	120	109	77	97	100	121	504

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Pure Demographics

		MEDIAN INCOME IN PRECINCT					TOTAL
		<\$40K	\$40-\$60K	\$61-\$80K	\$81-\$100K	>\$100K	Total
% WHITE IN PRECINCT	0-50	62%	37%	17%	1%	0%	21%
	51-60	24%	22%	10%	17%	5%	15%
	61-70	9%	25%	31%	20%	12%	20%
	71-80	4%	10%	32%	29%	28%	21%
	>80	1%	7%	10%	32%	56%	23%
	n=	72	127	113	72	120	504

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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%	54%	39%	43%	50%	54%	54%	56%	38%	53%	63%	44%	46%	39%	46%	50%	56%	48%
	Female	53%	46%	61%	57%	50%	46%	46%	44%	62%	47%	37%	56%	54%	61%	54%	50%	44%	52%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504
AGE	18-24	4%	15%	13%	3%	5%	4%	3%	10%	7%	0%	0%	6%	6%	5%	12%	5%	2%	5%
	25-34	7%	18%	5%	2%	12%	13%	14%	15%	8%	12%	14%	1%	6%	1%	16%	12%	9%	9%
	35-44	10%	18%	3%	11%	16%	9%	14%	11%	15%	14%	8%	5%	6%	6%	2%	15%	24%	11%
	45-54	16%	9%	27%	7%	10%	16%	19%	12%	17%	16%	14%	13%	20%	22%	4%	6%	20%	15%
	55-64	21%	6%	17%	31%	14%	21%	6%	14%	15%	23%	18%	26%	16%	25%	11%	22%	19%	19%
	65-74	21%	26%	22%	23%	19%	17%	30%	25%	23%	11%	21%	23%	22%	18%	24%	24%	16%	22%
	75+	22%	8%	13%	22%	24%	20%	14%	13%	15%	24%	25%	26%	23%	22%	32%	16%	10%	20%
n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504	
BIRTHPLACE	CA	46%	47%	61%	58%	37%	41%	32%	54%	41%	39%	44%	51%	46%	61%	48%	43%	41%	46%
	US, outside CA	46%	19%	31%	33%	56%	50%	34%	22%	48%	53%	50%	40%	45%	35%	44%	39%	45%	42%
	Non-US	8%	34%	7%	9%	7%	10%	34%	24%	11%	8%	6%	9%	9%	4%	8%	18%	14%	12%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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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%	4%	30%	40%	34%	23%	21%	15%	28%	39%	37%	39%	40%	35%	31%	22%	20%	31%
	Democrat	45%	64%	42%	48%	40%	50%	68%	67%	42%	38%	53%	44%	37%	56%	58%	50%	59%	48%
	NPP	15%	22%	20%	9%	24%	13%	9%	10%	23%	23%	9%	11%	17%	4%	11%	22%	10%	16%
	Other party	5%	10%	8%	3%	2%	14%	2%	8%	7%	1%	2%	6%	5%	5%	0%	6%	11%	6%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504
RESIDENCE	Apartment	13%	15%	10%	13%	19%	11%	14%	11%	16%	17%	12%	12%	7%	7%	11%	26%	14%	14%
	Live in home	87%	85%	90%	87%	81%	89%	86%	89%	84%	83%	88%	88%	93%	93%	89%	74%	86%	86%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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	7%	8%	4%	3%	12%	8%	6%	7%	8%	16%	6%	1%	5%	6%	12%	7%	7%	7%
	Reliable	39%	63%	44%	36%	47%	44%	42%	53%	55%	26%	39%	29%	40%	34%	22%	50%	54%	43%
	Very Reliable	54%	28%	52%	61%	41%	48%	52%	41%	37%	58%	55%	70%	55%	59%	66%	43%	38%	50%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504
DATE OF REGISTRATION	2015 to Present	31%	53%	35%	36%	29%	41%	30%	44%	34%	26%	34%	32%	31%	30%	34%	43%	26%	34%
	2008 to 2014	18%	22%	19%	19%	27%	10%	11%	21%	19%	12%	17%	19%	12%	18%	10%	20%	39%	18%
	2000 to 2007	17%	8%	23%	12%	17%	14%	15%	6%	16%	17%	21%	19%	25%	8%	15%	11%	8%	16%
	Before 2000	34%	17%	23%	33%	27%	35%	44%	29%	31%	44%	29%	30%	31%	43%	42%	27%	27%	31%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504
PERMANENTLY REGISTERED TO VBM	No	39%	36%	44%	32%	38%	30%	52%	34%	42%	44%	27%	40%	36%	45%	43%	40%	34%	38%
	Yes	61%	64%	56%	68%	62%	70%	48%	66%	58%	56%	73%	60%	64%	55%	57%	60%	66%	62%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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	11%	25%	28%	19%	9%	2%	5%	28%	13%	10%	4%	7%	13%	0%	20%	13%	16%	13%
	\$40-\$60K	24%	34%	26%	36%	24%	17%	23%	37%	27%	19%	28%	18%	23%	14%	11%	28%	46%	26%
	\$61-\$80K	19%	22%	24%	19%	22%	17%	16%	15%	26%	14%	21%	17%	27%	18%	22%	14%	13%	20%
	\$81-\$100K	17%	12%	7%	10%	18%	27%	23%	10%	15%	25%	21%	18%	11%	31%	22%	20%	10%	17%
	>\$100K	28%	7%	15%	15%	28%	37%	33%	10%	20%	32%	25%	40%	25%	37%	25%	25%	16%	25%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504
% WHITE IN PRECINCT	0-50	18%	39%	37%	33%	9%	11%	16%	56%	20%	9%	12%	8%	21%	7%	12%	20%	39%	21%
	51-60	14%	20%	17%	15%	16%	9%	17%	28%	12%	6%	15%	11%	9%	13%	27%	18%	13%	15%
	61-70	20%	21%	14%	19%	27%	18%	18%	7%	33%	23%	10%	16%	20%	27%	13%	18%	24%	20%
	71-80	24%	6%	18%	18%	23%	33%	14%	5%	18%	27%	29%	31%	26%	23%	30%	16%	14%	21%
	>80	25%	15%	14%	15%	25%	29%	36%	3%	17%	35%	34%	34%	24%	30%	19%	27%	10%	23%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504
% COLLEGE GRAD IN PRECINCT	0-10	17%	30%	33%	35%	11%	7%	6%	48%	17%	18%	13%	4%	21%	13%	4%	18%	32%	19%
	11-20	27%	42%	41%	26%	30%	26%	20%	32%	36%	24%	27%	22%	30%	14%	41%	31%	26%	29%
	21-30	29%	16%	17%	18%	32%	35%	36%	14%	30%	35%	20%	34%	21%	42%	37%	24%	33%	27%
	31-40	19%	11%	4%	14%	20%	24%	31%	5%	15%	20%	31%	25%	19%	29%	17%	19%	5%	18%
	>40	8%	0%	5%	7%	6%	8%	7%	2%	2%	4%	10%	16%	9%	2%	0%	9%	4%	7%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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	4%	4%	11%	8%	1%	0%	1%	0%	0%	2%	7%	12%	9%	4%	2%	1%	0%	4%
	Bay Area	25%	27%	16%	15%	20%	31%	52%	21%	26%	25%	26%	26%	21%	24%	34%	25%	31%	25%
	Central Valley	17%	15%	25%	18%	17%	15%	9%	13%	17%	18%	21%	17%	23%	13%	7%	17%	9%	17%
	Central Coast	7%	1%	7%	6%	9%	7%	0%	1%	6%	7%	6%	10%	10%	4%	1%	6%	0%	6%
	LA & Inland Empire	28%	39%	25%	36%	35%	23%	23%	56%	30%	29%	17%	16%	11%	24%	34%	43%	50%	29%
	South	19%	14%	17%	18%	18%	24%	15%	9%	20%	18%	24%	20%	25%	31%	22%	9%	24%	18%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504
COUNTY	Los Angeles	15%	22%	18%	16%	16%	10%	21%	33%	13%	13%	9%	13%	8%	12%	26%	21%	25%	16%
	Riverside	6%	12%	3%	11%	9%	7%	1%	10%	10%	6%	3%	2%	1%	6%	6%	11%	13%	7%
	San Diego	9%	7%	4%	12%	5%	19%	5%	7%	6%	11%	15%	9%	9%	16%	16%	4%	9%	9%
	Orange	7%	7%	1%	5%	13%	5%	11%	1%	8%	7%	8%	10%	11%	14%	6%	5%	0%	7%
	Santa Clara	4%	0%	0%	1%	2%	8%	10%	2%	6%	3%	3%	2%	4%	2%	7%	4%	0%	4%
	Alameda	7%	11%	0%	3%	9%	9%	17%	6%	14%	5%	7%	1%	1%	12%	3%	10%	19%	7%
	Other	52%	41%	74%	51%	46%	43%	35%	41%	43%	54%	54%	62%	66%	37%	36%	46%	34%	50%
n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504	

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	40%	19%	59%	39%	36%	28%	20%	16%	25%	40%	46%	61%	37%
	1	11%	6%	8%	10%	7%	13%	15%	2%	10%	12%	11%	15%	10%
	2	9%	9%	10%	7%	9%	9%	11%	7%	7%	11%	19%	7%	9%
	3-10	27%	48%	14%	32%	31%	31%	45%	40%	40%	26%	23%	16%	30%
	>10	13%	18%	9%	12%	16%	19%	9%	35%	17%	11%	2%	0%	13%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	504

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	14%	42%	22%	17%	10%	13%	36%	18%
	31-60	30%	44%	24%	18%	36%	33%	55%	32%
	61-70	13%	3%	6%	8%	14%	21%	9%	12%
	71-80	15%	7%	9%	19%	14%	26%	0%	14%
	>80	27%	3%	39%	38%	26%	7%	0%	24%
	n=	446	58	93	128	125	87	71	504

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

Pure Demographics

		LATINO		TOTAL
		No	Yes	Total
% ASIAN IN PRECINCT	0	18%	14%	18%
	1-3	24%	16%	22%
	4-10	28%	20%	27%
	11-20	18%	22%	18%
	>20	13%	28%	15%
n=		446	58	504

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	Santa Clara	Alameda	Other	Total
GENDER	Male	51%	54%	44%	47%	45%	47%	54%	29%	41%	65%	56%	65%	44%	48%
	Female	49%	46%	56%	53%	55%	53%	46%	71%	59%	35%	44%	35%	56%	52%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504
AGE	18-24	2%	2%	10%	0%	6%	8%	9%	0%	2%	18%	0%	2%	5%	5%
	25-34	7%	8%	9%	5%	8%	13%	5%	4%	14%	17%	14%	9%	8%	9%
	35-44	4%	21%	3%	0%	7%	15%	6%	8%	17%	17%	0%	32%	8%	11%
	45-54	13%	20%	7%	23%	10%	20%	7%	3%	14%	6%	18%	29%	18%	15%
	55-64	26%	11%	23%	44%	21%	10%	20%	30%	11%	11%	21%	7%	21%	19%
	65-74	27%	18%	29%	14%	27%	14%	24%	40%	19%	13%	28%	9%	22%	22%
	75+	21%	19%	18%	14%	22%	20%	28%	15%	23%	19%	19%	12%	18%	20%
n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504	
BIRTHPLACE	CA	59%	33%	63%	22%	48%	49%	45%	42%	54%	56%	27%	25%	48%	46%
	US, outside CA	38%	49%	32%	63%	38%	43%	34%	49%	35%	36%	60%	55%	43%	42%
	Non-US	3%	17%	4%	15%	14%	8%	21%	9%	10%	8%	14%	20%	9%	12%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504

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	Santa Clara	Alameda	Other	Total
PARTY	Republican	51%	14%	47%	40%	25%	39%	16%	30%	54%	31%	30%	1%	35%	31%
	Democrat	30%	70%	31%	28%	55%	33%	69%	40%	26%	48%	57%	88%	40%	48%
	NPP	15%	8%	14%	14%	19%	24%	15%	29%	12%	18%	13%	7%	16%	16%
	Other party	3%	8%	8%	19%	0%	4%	0%	1%	8%	2%	0%	4%	9%	6%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504
RESIDENCE	Apartment	6%	15%	10%	2%	20%	11%	22%	22%	12%	12%	3%	19%	11%	14%
	Live in home	94%	85%	90%	98%	80%	89%	78%	78%	88%	88%	97%	81%	89%	86%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504

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	Santa Clara	Alameda	Other	Total
TURNOUT HISTORY	Unreliable	7%	7%	4%	1%	7%	12%	5%	6%	14%	12%	0%	4%	7%	7%
	Reliable	22%	38%	46%	42%	47%	44%	47%	56%	39%	37%	17%	70%	39%	43%
	Very Reliable	71%	55%	51%	57%	45%	44%	49%	38%	47%	51%	83%	26%	55%	50%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504
DATE OF REGISTRATION	2015 to Present	44%	34%	36%	33%	31%	36%	29%	20%	52%	27%	6%	25%	39%	34%
	2008 to 2014	17%	21%	16%	18%	19%	17%	17%	25%	10%	31%	14%	30%	16%	18%
	2000 to 2007	15%	14%	15%	24%	10%	28%	4%	15%	20%	18%	34%	18%	17%	16%
	Before 2000	24%	32%	33%	25%	41%	19%	49%	40%	17%	24%	46%	27%	28%	31%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504
PERMANENTLY REGISTERED TO VBM	No	25%	35%	32%	41%	39%	51%	47%	32%	33%	59%	38%	35%	35%	38%
	Yes	75%	65%	68%	59%	61%	49%	53%	68%	67%	41%	62%	65%	65%	62%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504

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	Santa Clara	Alameda	Other	Total
MEDIAN INCOME IN PRECINCT	<\$40K	28%	4%	24%	6%	15%	9%	20%	8%	18%	0%	0%	4%	14%	13%
	\$40-\$60K	38%	26%	42%	14%	21%	20%	15%	34%	26%	19%	0%	41%	29%	26%
	\$61-\$80K	17%	12%	18%	18%	22%	30%	16%	42%	16%	30%	18%	5%	19%	20%
	\$81-\$100K	6%	17%	9%	20%	16%	26%	25%	6%	31%	28%	16%	25%	10%	17%
	>\$100K	11%	42%	7%	43%	25%	14%	25%	10%	10%	24%	66%	24%	27%	25%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504
% WHITE IN PRECINCT	0-50	34%	7%	34%	15%	28%	16%	24%	39%	27%	6%	4%	0%	23%	21%
	51-60	13%	13%	18%	11%	17%	12%	11%	12%	17%	9%	0%	9%	18%	15%
	61-70	35%	23%	25%	40%	16%	7%	10%	31%	4%	12%	12%	44%	23%	20%
	71-80	12%	23%	14%	21%	16%	36%	16%	14%	26%	32%	31%	23%	21%	21%
	>80	5%	34%	8%	13%	23%	29%	39%	4%	27%	41%	53%	23%	15%	23%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504
% COLLEGE GRAD IN PRECINCT	0-10	23%	2%	37%	15%	26%	14%	18%	34%	25%	3%	0%	1%	22%	19%
	11-20	44%	16%	36%	20%	36%	29%	23%	45%	23%	17%	7%	6%	36%	29%
	21-30	27%	40%	18%	35%	17%	34%	25%	13%	28%	51%	23%	57%	23%	27%
	31-40	3%	28%	8%	25%	15%	19%	23%	8%	22%	22%	52%	34%	12%	18%
	>40	2%	14%	1%	6%	6%	4%	11%	0%	2%	7%	17%	1%	7%	7%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504

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	Santa Clara	Alameda	Other	Total
LATINO	No	87%	84%	87%	97%	80%	89%	80%	73%	89%	85%	100%	78%	88%	85%
	Yes	13%	16%	13%	3%	20%	11%	20%	27%	11%	15%	0%	22%	12%	15%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504
% ASIAN IN PRECINCT	0	48%	11%	26%	19%	15%	16%	20%	9%	8%	3%	0%	0%	26%	18%
	1-3	42%	14%	23%	23%	27%	22%	22%	37%	32%	16%	4%	10%	23%	22%
	4-10	8%	21%	26%	38%	32%	26%	27%	34%	15%	48%	15%	33%	25%	27%
	11-20	0%	23%	16%	20%	14%	23%	11%	18%	38%	12%	39%	22%	16%	18%
	>20	2%	31%	8%	0%	11%	12%	20%	2%	8%	21%	42%	35%	10%	15%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504
	% WHITE IN PRECINCT	0-30	0%	15%	14%	2%	35%	9%	37%	28%	15%	2%	9%	14%	15%
	31-60	2%	34%	33%	33%	33%	35%	27%	46%	22%	36%	52%	61%	28%	32%
	61-70	7%	12%	13%	14%	12%	12%	9%	11%	15%	12%	12%	8%	13%	12%
	71-80	23%	15%	17%	14%	8%	18%	8%	7%	24%	16%	11%	14%	15%	14%
	>80	68%	24%	24%	37%	13%	25%	19%	8%	24%	34%	16%	3%	29%	24%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504
% AFRICAN-AMERICAN IN PRECINCT	0	80%	31%	51%	62%	14%	51%	17%	7%	38%	54%	45%	4%	49%	37%
	1	9%	10%	8%	7%	8%	17%	8%	10%	19%	20%	7%	16%	8%	10%
	2	5%	12%	4%	1%	11%	11%	15%	9%	17%	7%	17%	4%	7%	9%
	3-10	6%	30%	30%	30%	44%	14%	39%	48%	12%	19%	31%	42%	28%	30%
	>10	1%	17%	7%	0%	23%	7%	21%	27%	14%	0%	0%	34%	9%	13%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504

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%	16%
	Riverside	0%	0%	0%	0%	23%	0%	7%
	San Diego	0%	0%	0%	0%	0%	49%	9%
	Orange	0%	0%	0%	0%	0%	40%	7%
	Santa Clara	0%	14%	0%	0%	0%	0%	4%
	Alameda	0%	29%	0%	0%	0%	0%	7%
	Other	100%	56%	100%	100%	22%	11%	50%
	n=	45	117	105	34	142	61	504

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	6%	4%	31%	4%	9%	2%	3%	2%	3%	4%	6%	6%	5%
	Probably going to vote	8%	12%	39%	30%	5%	8%	9%	5%	6%	14%	7%	10%	11%
	Absolutely certain to vote	63%	58%	29%	56%	69%	64%	74%	58%	53%	60%	57%	74%	60%
	Already voted	22%	26%	0%	11%	16%	25%	15%	34%	38%	22%	30%	10%	24%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
JUNE VOTING IMPORTANCE	Less important	4%	1%	2%	5%	13%	2%	0%	0%	0%	1%	0%	15%	2%
	About the same/Unsure	57%	61%	58%	67%	45%	55%	58%	61%	65%	66%	50%	66%	59%
	Somewhat more important	6%	5%	31%	6%	3%	0%	5%	8%	4%	7%	5%	4%	6%
	Much more important	33%	33%	9%	22%	39%	42%	37%	31%	31%	26%	45%	16%	33%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	3%	4%	10%	8%	8%	5%	5%
	Probably going to vote	11%	8%	11%	28%	17%	10%	11%
	Absolutely certain to vote	59%	65%	53%	51%	57%	61%	60%
	Already voted	27%	23%	26%	13%	19%	25%	24%
	n=	178	227	77	22	83	421	504
JUNE VOTING IMPORTANCE	Less important	1%	4%	1%	1%	1%	3%	2%
	About the same/Unsure	60%	58%	59%	63%	56%	60%	59%
	Somewhat more important	7%	6%	5%	0%	3%	6%	6%
	Much more important	32%	32%	35%	36%	39%	32%	33%
	n=	178	227	77	22	83	421	504

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	22%	5%	2%	8%	5%	3%	3%	7%	4%	5%
	Probably going to vote	37%	16%	3%	16%	9%	11%	6%	9%	11%	11%
	Absolutely certain to vote	39%	65%	59%	53%	74%	51%	65%	74%	52%	60%
	Already voted	2%	14%	36%	24%	12%	35%	26%	10%	33%	24%
	n=	46	92	366	162	78	82	182	167	337	504
JUNE VOTING IMPORTANCE	Less important	1%	4%	1%	5%	2%	0%	1%	0%	4%	2%
	About the same/Unsure	63%	48%	68%	55%	50%	68%	65%	57%	60%	59%
	Somewhat more important	2%	6%	7%	6%	10%	2%	6%	8%	5%	6%
	Much more important	33%	42%	25%	35%	39%	30%	29%	35%	31%	33%
	n=	46	92	366	162	78	82	182	167	337	504

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	13%	3%	3%	6%	4%	2%	13%	2%	2%	8%	3%	6%	3%	8%	7%	5%
	Probably going to vote	16%	6%	9%	9%	15%	14%	12%	5%	8%	14%	12%	11%	9%	10%	16%	11%
	Absolutely certain to vote	50%	62%	59%	67%	61%	61%	44%	75%	60%	59%	59%	51%	73%	57%	60%	60%
	Already voted	21%	28%	30%	19%	20%	23%	31%	19%	31%	19%	26%	32%	16%	25%	17%	24%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
JUNE VOTING IMPORTANCE	Less important	3%	6%	1%	2%	0%	1%	10%	1%	2%	0%	2%	5%	0%	1%	5%	2%
	About the same/Unsure	71%	47%	59%	61%	65%	64%	66%	56%	47%	64%	61%	56%	61%	58%	59%	59%
	Somewhat more important	6%	3%	7%	9%	6%	6%	3%	3%	13%	3%	6%	5%	11%	2%	1%	6%
	Much more important	20%	44%	33%	28%	30%	29%	21%	40%	38%	33%	32%	34%	27%	40%	36%	33%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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	4%	11%	6%	4%	7%	6%	1%	8%	6%	4%	8%	0%	1%	5%	16%	6%	5%	5%
	Probably going to vote	10%	12%	17%	3%	15%	7%	12%	18%	11%	10%	5%	9%	12%	4%	11%	12%	9%	11%
	Absolutely certain to vote	59%	69%	46%	64%	61%	58%	73%	66%	57%	63%	51%	64%	50%	69%	52%	66%	76%	60%
	Already voted	27%	8%	32%	29%	17%	29%	15%	8%	26%	23%	36%	27%	37%	22%	21%	16%	10%	24%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504
JUNE VOTING IMPORTANCE	Less important	1%	9%	0%	1%	0%	0%	12%	8%	2%	1%	0%	0%	0%	1%	1%	7%	0%	2%
	About the same/Unsure	58%	65%	56%	55%	57%	62%	68%	66%	56%	62%	56%	58%	57%	59%	92%	58%	46%	59%
	Somewhat more important	5%	9%	6%	4%	10%	5%	3%	2%	7%	3%	6%	8%	10%	4%	4%	4%	2%	6%
	Much more important	36%	16%	38%	40%	33%	32%	17%	24%	34%	34%	38%	34%	33%	35%	3%	31%	52%	33%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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	Santa Clara	Alameda	Other	Total
JUNE VOTE INTENTION	May or may not vote/Unsure	2%	3%	3%	1%	9%	6%	12%	9%	4%	10%	8%	0%	2%	5%
	Probably going to vote	3%	10%	13%	2%	14%	9%	10%	14%	5%	15%	0%	17%	10%	11%
	Absolutely certain to vote	58%	70%	56%	68%	63%	46%	70%	54%	53%	50%	74%	75%	58%	60%
	Already voted	38%	17%	29%	29%	15%	39%	9%	23%	38%	25%	17%	8%	29%	24%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504
JUNE VOTING IMPORTANCE	Less important	0%	8%	1%	1%	1%	0%	0%	3%	0%	0%	9%	2%	3%	2%
	About the same/Unsure	65%	61%	58%	55%	60%	56%	64%	44%	62%	62%	76%	44%	60%	59%
	Somewhat more important	3%	4%	6%	5%	5%	10%	6%	5%	7%	17%	0%	8%	4%	6%
	Much more important	32%	28%	35%	39%	34%	34%	31%	48%	31%	21%	15%	46%	33%	33%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504

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	33%	36%	31%	22%	29%	25%	27%	42%	51%	31%	36%	47%	35%
	Radio ads	8%	2%	1%	2%	16%	5%	11%	1%	1%	4%	8%	1%	5%
	Internet ads	5%	4%	10%	19%	5%	9%	1%	0%	1%	3%	7%	3%	4%
	Mailers	19%	27%	6%	13%	8%	13%	31%	35%	27%	25%	22%	16%	23%
	Social media	8%	9%	9%	27%	8%	8%	19%	1%	1%	14%	5%	3%	9%
	Personal interaction	3%	1%	0%	4%	11%	0%	0%	0%	1%	1%	3%	1%	2%
	Phone calls	3%	3%	19%	0%	2%	0%	2%	5%	1%	4%	1%	5%	3%
	Or some other source?	7%	12%	5%	5%	4%	26%	7%	9%	7%	9%	11%	8%	10%
	No info received	10%	3%	17%	8%	17%	7%	2%	4%	5%	6%	5%	16%	7%
	Unsure	4%	2%	2%	0%	0%	7%	1%	3%	5%	4%	2%	1%	3%
	Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504
SECONDARY CAMPAIGN INFO SOURCE	TV ads	22%	24%	13%	8%	6%	33%	25%	36%	17%	27%	19%	24%	23%
	Radio ads	9%	7%	22%	7%	16%	8%	7%	6%	5%	12%	4%	8%	8%
	Internet ads	14%	14%	13%	23%	8%	29%	13%	9%	9%	11%	16%	17%	14%
	Mailers	16%	25%	21%	7%	20%	8%	21%	21%	37%	18%	25%	20%	21%
	Social media	17%	8%	19%	32%	32%	13%	6%	6%	4%	9%	16%	13%	12%
	Personal interaction	2%	5%	0%	6%	0%	3%	6%	5%	3%	5%	3%	3%	4%
	Phone calls	3%	1%	5%	0%	0%	0%	2%	4%	4%	2%	3%	1%	2%
	Or some other source?	8%	11%	7%	13%	8%	3%	15%	7%	12%	13%	7%	8%	10%
	No info received	5%	2%	0%	1%	8%	2%	2%	1%	6%	1%	5%	1%	3%
	Unsure	3%	2%	0%	2%	2%	0%	2%	4%	2%	2%	1%	4%	2%
	Refused	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	n=	219	236	22	34	30	38	74	112	145	212	199	44	455

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	36%	34%	36%	25%	31%	35%	35%
	Radio ads	5%	5%	3%	12%	5%	5%	5%
	Internet ads	4%	4%	7%	0%	3%	5%	4%
	Mailers	30%	22%	19%	5%	23%	23%	23%
	Social media	8%	9%	3%	28%	9%	9%	9%
	Personal interaction	0%	3%	2%	0%	6%	1%	2%
	Phone calls	3%	2%	2%	11%	2%	3%	3%
	Or some other source?	7%	7%	20%	17%	9%	10%	10%
	No info received	5%	9%	5%	1%	8%	6%	7%
	Unsure	2%	4%	2%	2%	3%	3%	3%
	Refused	0%	0%	0%	0%	0%	0%	0%
n=	178	227	77	22	83	421	504	
SECONDARY CAMPAIGN INFO SOURCE	TV ads	36%	18%	15%	20%	30%	22%	23%
	Radio ads	16%	3%	7%	6%	5%	9%	8%
	Internet ads	9%	12%	20%	41%	16%	14%	14%
	Mailers	20%	21%	21%	22%	19%	21%	21%
	Social media	3%	20%	10%	10%	10%	13%	12%
	Personal interaction	3%	5%	3%	0%	2%	4%	4%
	Phone calls	5%	1%	1%	0%	5%	2%	2%
	Or some other source?	4%	15%	10%	0%	7%	10%	10%
	No info received	2%	2%	10%	0%	2%	3%	3%
	Unsure	2%	2%	2%	2%	4%	2%	2%
	Refused	0%	0%	0%	0%	0%	0%	0%
n=	164	203	68	20	72	383	455	

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	47%	28%	39%	24%	33%	39%	45%	37%	33%	35%
	Radio ads	3%	9%	2%	4%	12%	1%	4%	3%	6%	5%
	Internet ads	5%	7%	2%	7%	4%	2%	3%	4%	4%	4%
	Mailers	7%	16%	31%	16%	25%	21%	30%	20%	25%	23%
	Social media	18%	13%	4%	19%	7%	7%	0%	9%	9%	9%
	Personal interaction	0%	4%	1%	5%	0%	0%	1%	0%	3%	2%
	Phone calls	3%	3%	2%	6%	1%	0%	2%	3%	3%	3%
	Or some other source?	1%	12%	9%	6%	5%	21%	10%	12%	8%	10%
	No info received	11%	6%	7%	12%	3%	7%	3%	6%	7%	7%
	Unsure	5%	3%	3%	2%	8%	2%	2%	5%	2%	3%
	Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
n=	46	92	366	162	78	82	182	167	337	504	
SECONDARY CAMPAIGN INFO SOURCE	TV ads	8%	25%	23%	25%	19%	15%	28%	21%	25%	23%
	Radio ads	13%	8%	8%	9%	12%	9%	5%	10%	7%	8%
	Internet ads	19%	19%	9%	17%	13%	27%	6%	19%	11%	14%
	Mailers	21%	16%	25%	15%	14%	26%	28%	22%	20%	21%
	Social media	8%	18%	8%	14%	27%	3%	7%	11%	13%	12%
	Personal interaction	6%	1%	6%	4%	4%	4%	3%	2%	5%	4%
	Phone calls	7%	1%	2%	1%	2%	2%	3%	3%	2%	2%
	Or some other source?	7%	7%	13%	9%	4%	11%	13%	8%	11%	10%
	No info received	8%	2%	3%	5%	1%	1%	4%	2%	4%	3%
	Unsure	3%	2%	2%	1%	5%	1%	2%	2%	2%	2%
	Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
n=	36	84	335	141	70	74	170	146	309	455	

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	36%	28%	31%	37%	42%	39%	31%	23%	35%	44%	38%	29%	33%	47%	27%	35%
	Radio ads	2%	10%	0%	2%	8%	1%	1%	15%	5%	3%	4%	1%	9%	4%	10%	5%
	Internet ads	1%	4%	7%	2%	6%	1%	1%	1%	13%	4%	0%	10%	2%	4%	4%	4%
	Mailers	22%	27%	32%	23%	13%	31%	15%	29%	18%	21%	31%	24%	22%	21%	7%	23%
	Social media	4%	6%	6%	11%	15%	5%	16%	13%	2%	10%	7%	8%	8%	10%	19%	9%
	Personal interaction	1%	4%	0%	2%	1%	2%	0%	0%	5%	2%	2%	0%	0%	4%	9%	2%
	Phone calls	3%	4%	1%	6%	1%	4%	7%	1%	3%	0%	3%	3%	4%	1%	0%	3%
	Or some other source?	5%	6%	19%	12%	7%	7%	7%	12%	16%	5%	5%	10%	15%	6%	8%	10%
	No info received	14%	7%	3%	5%	7%	4%	19%	4%	2%	8%	2%	12%	6%	2%	13%	7%
	Unsure	12%	3%	1%	1%	2%	7%	4%	2%	0%	2%	8%	2%	1%	1%	3%	3%
	Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504
SECONDARY CAMPAIGN INFO SOURCE	TV ads	25%	20%	24%	31%	19%	19%	16%	31%	23%	23%	26%	25%	18%	24%	28%	23%
	Radio ads	17%	5%	9%	14%	3%	11%	5%	9%	10%	5%	10%	8%	9%	6%	4%	8%
	Internet ads	9%	11%	20%	10%	18%	9%	16%	13%	19%	13%	11%	16%	15%	14%	13%	14%
	Mailers	23%	25%	17%	12%	26%	28%	26%	13%	18%	22%	23%	23%	14%	29%	12%	21%
	Social media	10%	17%	12%	15%	7%	9%	5%	18%	17%	10%	5%	11%	20%	7%	20%	12%
	Personal interaction	2%	3%	4%	4%	6%	1%	5%	4%	3%	6%	1%	4%	5%	6%	0%	4%
	Phone calls	3%	6%	0%	1%	0%	7%	1%	1%	0%	1%	7%	2%	1%	0%	3%	2%
	Or some other source?	9%	13%	7%	4%	13%	14%	16%	6%	5%	11%	14%	10%	10%	7%	8%	10%
	No info received	1%	0%	2%	7%	5%	1%	3%	3%	3%	6%	2%	2%	2%	5%	13%	3%
	Unsure	1%	0%	4%	2%	2%	1%	6%	2%	2%	2%	1%	1%	5%	1%	0%	2%
	Refused	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
	n=	61	113	106	66	109	99	66	87	96	107	90	125	122	92	26	455

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	36%	28%	29%	38%	38%	37%	29%	27%	33%	33%	40%	41%	36%	34%	52%	29%	33%	35%
	Radio ads	6%	0%	3%	4%	13%	1%	0%	1%	6%	8%	2%	7%	7%	0%	3%	2%	13%	5%
	Internet ads	4%	5%	2%	3%	4%	11%	3%	2%	3%	13%	9%	1%	6%	4%	0%	3%	9%	4%
	Mailers	22%	31%	16%	31%	21%	18%	30%	25%	26%	23%	20%	19%	21%	16%	15%	32%	18%	23%
	Social media	9%	9%	10%	6%	8%	14%	6%	14%	5%	5%	9%	12%	6%	17%	4%	13%	6%	9%
	Personal interaction	2%	3%	2%	3%	2%	1%	1%	0%	0%	4%	7%	1%	2%	1%	1%	4%	0%	2%
	Phone calls	3%	3%	3%	4%	1%	4%	2%	3%	5%	0%	3%	2%	4%	3%	3%	3%	0%	3%
	Or some other source?	11%	4%	19%	6%	5%	7%	14%	6%	16%	6%	3%	9%	13%	20%	7%	3%	7%	10%
	No info received	5%	17%	7%	3%	6%	6%	16%	16%	4%	9%	5%	3%	4%	3%	14%	11%	4%	7%
	Unsure	3%	1%	8%	3%	3%	1%	0%	7%	2%	0%	1%	4%	2%	2%	2%	1%	9%	3%
	Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504	
SECONDARY CAMPAIGN INFO SOURCE	TV ads	22%	31%	24%	22%	26%	19%	25%	17%	23%	31%	25%	23%	24%	19%	17%	29%	13%	23%
	Radio ads	9%	2%	5%	17%	5%	5%	9%	4%	7%	14%	7%	10%	12%	2%	18%	6%	2%	8%
	Internet ads	14%	17%	25%	6%	13%	15%	15%	12%	21%	5%	10%	12%	14%	14%	12%	13%	18%	14%
	Mailers	20%	24%	20%	24%	20%	23%	16%	23%	21%	14%	19%	24%	23%	23%	26%	20%	14%	21%
	Social media	12%	14%	4%	9%	13%	16%	20%	4%	18%	11%	20%	6%	11%	18%	4%	11%	19%	12%
	Personal interaction	4%	1%	4%	2%	1%	7%	8%	6%	2%	7%	2%	5%	5%	10%	0%	2%	5%	4%
	Phone calls	2%	2%	2%	2%	1%	1%	4%	9%	1%	3%	1%	1%	2%	2%	0%	3%	3%	2%
	Or some other source?	10%	8%	8%	13%	13%	7%	2%	22%	5%	6%	9%	11%	6%	5%	10%	13%	19%	10%
	No info received	4%	0%	4%	2%	5%	4%	1%	0%	0%	9%	6%	4%	3%	5%	9%	2%	1%	3%
	Unsure	2%	2%	2%	2%	3%	3%	0%	2%	2%	1%	1%	3%	1%	4%	2%	2%	4%	2%
	Refused	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
n=	402	53	83	117	109	81	65	65	127	63	71	129	183	48	44	130	50	455	

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	Santa Clara	Alameda	Other	Total
MAIN CAMPAIGN INFO SOURCE	TV ads	20%	32%	28%	33%	37%	46%	43%	32%	51%	52%	47%	23%	28%	35%
	Radio ads	0%	10%	4%	18%	2%	0%	3%	0%	0%	1%	0%	23%	6%	5%
	Internet ads	4%	4%	7%	0%	6%	3%	5%	1%	0%	7%	7%	4%	5%	4%
	Mailers	28%	12%	28%	16%	31%	21%	18%	61%	20%	26%	20%	15%	21%	23%
	Social media	18%	4%	6%	22%	9%	12%	8%	2%	19%	8%	0%	0%	11%	9%
	Personal interaction	9%	4%	0%	0%	2%	0%	3%	0%	0%	0%	0%	9%	2%	2%
	Phone calls	3%	4%	5%	0%	2%	1%	4%	0%	0%	4%	0%	2%	3%	3%
	Or some other source?	6%	14%	15%	3%	2%	14%	3%	3%	6%	0%	6%	20%	13%	10%
	No info received	2%	15%	7%	4%	4%	1%	7%	2%	0%	3%	20%	3%	9%	7%
	Unsure	12%	1%	1%	4%	5%	2%	8%	0%	3%	0%	0%	0%	3%	3%
	Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504	
SECONDARY CAMPAIGN INFO SOURCE	TV ads	52%	8%	28%	23%	30%	20%	20%	40%	26%	18%	10%	4%	26%	23%
	Radio ads	9%	7%	3%	2%	6%	20%	6%	7%	27%	17%	3%	3%	5%	8%
	Internet ads	13%	13%	16%	23%	7%	20%	10%	1%	11%	11%	11%	13%	19%	14%
	Mailers	10%	18%	22%	35%	22%	19%	30%	17%	21%	23%	44%	10%	19%	21%
	Social media	0%	32%	10%	10%	5%	6%	9%	0%	0%	13%	17%	58%	10%	12%
	Personal interaction	6%	8%	5%	0%	2%	1%	3%	2%	3%	0%	11%	9%	4%	4%
	Phone calls	3%	0%	3%	3%	3%	2%	3%	4%	0%	2%	0%	0%	3%	2%
	Or some other source?	3%	9%	6%	0%	17%	8%	10%	24%	3%	16%	0%	1%	10%	10%
	No info received	4%	4%	2%	0%	4%	3%	7%	0%	7%	0%	4%	0%	3%	3%
	Unsure	0%	1%	4%	4%	2%	1%	1%	5%	2%	0%	0%	0%	3%	2%
	Refused	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
n=	39	103	95	29	132	57	70	31	29	26	17	21	261	455	

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

Main Source of Campaign Info -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTING 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	49%	38%	28%	48%	20%	40%	46%	25%	35%
	Radio ads	3%	10%	5%	4%	0%	4%	5%	8%	5%
	Internet ads	3%	9%	4%	3%	0%	3%	14%	6%	4%
	Mailers	1%	10%	27%	23%	9%	23%	18%	25%	23%
	Social media	5%	11%	12%	2%	0%	7%	10%	12%	9%
	Personal interaction	0%	2%	3%	0%	0%	1%	1%	4%	2%
	Phone calls	12%	4%	2%	2%	0%	4%	2%	2%	3%
	Or some other source?	2%	11%	8%	14%	4%	10%	1%	10%	10%
	No info received	26%	4%	8%	2%	67%	7%	1%	3%	7%
	Unsure	0%	2%	4%	2%	0%	2%	2%	5%	3%
	Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
n=	23	42	283	156	7	321	35	141	504	
SECONDARY CAMPAIGN INFO SOURCE	TV ads	8%	15%	27%	20%	28%	22%	14%	27%	23%
	Radio ads	9%	17%	5%	11%	0%	10%	21%	2%	8%
	Internet ads	7%	19%	13%	16%	0%	13%	7%	18%	14%
	Mailers	20%	17%	20%	25%	0%	22%	37%	17%	21%
	Social media	21%	14%	14%	6%	61%	10%	17%	14%	12%
	Personal interaction	3%	1%	5%	4%	0%	4%	0%	5%	4%
	Phone calls	3%	6%	2%	2%	0%	2%	0%	2%	2%
	Or some other source?	2%	12%	10%	9%	0%	11%	4%	9%	10%
	No info received	22%	0%	2%	4%	11%	3%	1%	4%	3%
	Unsure	5%	0%	2%	2%	0%	3%	0%	2%	2%
	Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
n=	19	38	250	148	4	291	33	127	455	

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	47%	44%	91%	71%	66%	51%	26%	44%	30%	34%	45%	80%	45%
	Very unfavorable	4%	5%	0%	0%	0%	2%	2%	7%	14%	5%	6%	0%	5%
	Somewhat unfavorable	10%	11%	0%	10%	0%	4%	19%	20%	3%	15%	6%	9%	10%
	Heard/No opinion	16%	23%	9%	15%	26%	6%	35%	13%	15%	32%	10%	4%	20%
	Somewhat favorable	14%	5%	0%	0%	0%	21%	9%	6%	20%	6%	17%	2%	9%
	Very favorable	9%	13%	0%	4%	8%	16%	9%	9%	17%	9%	16%	5%	11%
	n=	84	85	2	13	16	15	31	47	45	84	65	20	169
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	61%	76%	44%	89%	73%	60%	55%	74%	75%	51%	86%	75%	68%
	Very unfavorable	4%	0%	1%	2%	17%	0%	0%	2%	3%	4%	1%	0%	2%
	Somewhat unfavorable	2%	1%	0%	8%	0%	0%	0%	2%	3%	1%	1%	9%	2%
	Heard/No opinion	27%	18%	55%	1%	0%	27%	40%	19%	17%	39%	8%	5%	23%
	Somewhat favorable	3%	3%	0%	0%	10%	7%	2%	2%	2%	2%	2%	11%	3%
	Very favorable	3%	2%	0%	0%	0%	7%	3%	2%	1%	2%	2%	0%	2%
	n=	80	81	11	16	8	17	20	34	55	71	73	17	161
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	58%	54%	84%	67%	55%	45%	60%	48%	52%	61%	48%	69%	56%
	Very unfavorable	9%	2%	0%	0%	3%	7%	4%	12%	5%	4%	8%	0%	5%
	Somewhat unfavorable	3%	12%	0%	0%	0%	39%	0%	5%	7%	5%	13%	0%	8%
	Heard/No opinion	9%	21%	14%	0%	13%	9%	27%	20%	14%	20%	10%	23%	16%
	Somewhat favorable	12%	9%	2%	7%	29%	0%	8%	8%	17%	7%	13%	6%	10%
	Very favorable	9%	2%	0%	26%	0%	0%	2%	9%	4%	3%	8%	2%	5%
	n=	80	92	10	17	11	14	27	34	59	77	75	20	172

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	16%	58%	56%	37%	48%	45%	45%
	Very unfavorable	4%	7%	0%	0%	2%	5%	5%
	Somewhat unfavorable	4%	12%	8%	27%	15%	10%	10%
	Heard/No opinion	20%	20%	14%	26%	33%	18%	20%
	Somewhat favorable	28%	1%	10%	0%	0%	11%	9%
	Very favorable	28%	2%	12%	10%	2%	12%	11%
	n=	56	76	29	8	22	147	169
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	40%	77%	83%	86%	72%	67%	68%
	Very unfavorable	1%	3%	0%	6%	0%	3%	2%
	Somewhat unfavorable	1%	0%	10%	0%	0%	2%	2%
	Heard/No opinion	47%	18%	1%	4%	20%	23%	23%
	Somewhat favorable	4%	2%	6%	0%	3%	3%	3%
	Very favorable	7%	0%	0%	4%	5%	2%	2%
	n=	51	80	23	7	24	137	161
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	56%	58%	49%	77%	66%	54%	56%
	Very unfavorable	14%	1%	0%	0%	2%	6%	5%
	Somewhat unfavorable	2%	3%	30%	23%	0%	9%	8%
	Heard/No opinion	21%	11%	17%	0%	10%	16%	16%
	Somewhat favorable	6%	16%	5%	0%	19%	9%	10%
	Very favorable	1%	11%	0%	0%	3%	5%	5%
	n=	66	74	27	5	30	142	172

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	87%	57%	30%	50%	63%	46%	32%	48%	44%	45%
	Very unfavorable	0%	3%	7%	5%	1%	4%	6%	1%	6%	5%
	Somewhat unfavorable	0%	4%	17%	3%	13%	3%	16%	9%	11%	10%
	Heard/No opinion	4%	22%	19%	28%	8%	18%	20%	11%	24%	20%
	Somewhat favorable	0%	9%	11%	10%	6%	5%	12%	11%	8%	9%
	Very favorable	9%	5%	16%	4%	8%	23%	13%	20%	6%	11%
	n=	11	33	125	42	31	27	69	56	113	169
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	88%	65%	68%	69%	73%	70%	62%	63%	73%	68%
	Very unfavorable	4%	0%	4%	1%	2%	6%	2%	2%	2%	2%
	Somewhat unfavorable	0%	2%	2%	3%	1%	2%	1%	1%	3%	2%
	Heard/No opinion	3%	30%	19%	21%	18%	13%	33%	27%	19%	23%
	Somewhat favorable	6%	1%	4%	4%	2%	5%	1%	4%	2%	3%
	Very favorable	0%	2%	3%	2%	3%	3%	1%	3%	1%	2%
	n=	20	30	111	54	26	29	52	56	105	161
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	77%	51%	57%	54%	83%	52%	50%	54%	56%	56%
	Very unfavorable	0%	7%	4%	3%	13%	0%	7%	10%	3%	5%
	Somewhat unfavorable	0%	13%	5%	0%	2%	35%	5%	19%	3%	8%
	Heard/No opinion	9%	14%	18%	23%	0%	7%	18%	12%	17%	16%
	Somewhat favorable	14%	9%	11%	11%	3%	6%	14%	1%	14%	10%
	Very favorable	0%	6%	5%	8%	0%	0%	7%	3%	6%	5%
	n=	15	34	123	61	24	22	65	47	125	172

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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	36%	47%	31%	69%	42%	28%	44%	63%	24%	64%	30%	32%	63%	41%	75%	45%
	Very unfavorable	10%	1%	5%	7%	5%	6%	13%	1%	1%	4%	9%	2%	4%	5%	0%	5%
	Somewhat unfavorable	24%	1%	12%	16%	13%	15%	11%	3%	15%	10%	14%	3%	15%	11%	0%	10%
	Heard/No opinion	13%	35%	24%	5%	6%	33%	8%	20%	24%	9%	23%	31%	10%	20%	8%	20%
	Somewhat favorable	14%	5%	17%	0%	14%	9%	9%	9%	16%	4%	13%	10%	4%	14%	17%	9%
	Very favorable	2%	11%	12%	3%	20%	9%	15%	4%	19%	9%	10%	22%	5%	9%	0%	11%
	n=	26	43	43	22	35	34	28	36	32	39	34	47	53	28	7	169
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	71%	63%	81%	45%	83%	70%	76%	62%	59%	74%	67%	67%	58%	89%	62%	68%
	Very unfavorable	1%	4%	0%	0%	5%	2%	3%	1%	0%	4%	3%	1%	0%	1%	9%	2%
	Somewhat unfavorable	0%	2%	5%	0%	2%	0%	0%	2%	6%	2%	0%	5%	1%	0%	3%	2%
	Heard/No opinion	26%	23%	9%	52%	4%	23%	15%	28%	26%	19%	20%	23%	35%	6%	27%	23%
	Somewhat favorable	2%	4%	3%	3%	3%	6%	3%	3%	5%	0%	4%	2%	6%	1%	0%	3%
	Very favorable	0%	5%	3%	0%	2%	0%	4%	5%	4%	0%	5%	3%	0%	1%	0%	2%
	n=	22	45	33	25	36	36	26	32	29	38	39	47	38	25	12	161
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	83%	55%	40%	59%	55%	77%	80%	55%	31%	60%	73%	47%	58%	51%	58%	56%
	Very unfavorable	0%	7%	6%	2%	6%	8%	0%	8%	2%	6%	9%	4%	4%	4%	7%	5%
	Somewhat unfavorable	0%	5%	29%	3%	3%	2%	3%	3%	20%	4%	4%	18%	4%	2%	0%	8%
	Heard/No opinion	13%	16%	16%	17%	16%	10%	3%	25%	17%	16%	6%	16%	18%	15%	31%	16%
	Somewhat favorable	0%	9%	7%	15%	16%	0%	15%	7%	18%	9%	6%	9%	8%	22%	4%	10%
	Very favorable	4%	9%	2%	5%	4%	2%	0%	1%	12%	5%	2%	7%	6%	6%	0%	5%
	n=	24	39	33	26	50	34	18	32	43	45	30	50	44	35	13	172

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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	41%	67%	37%	14%	49%	46%	80%	48%	54%	35%	15%	48%	34%	59%	29%	56%	46%	45%
	Very unfavorable	4%	7%	5%	2%	6%	6%	4%	2%	8%	8%	3%	2%	9%	9%	5%	1%	2%	5%
	Somewhat unfavorable	12%	3%	16%	19%	0%	13%	12%	23%	6%	6%	11%	6%	8%	9%	30%	9%	11%	10%
	Heard/No opinion	19%	22%	19%	39%	20%	16%	2%	17%	18%	19%	40%	15%	14%	8%	30%	23%	25%	20%
	Somewhat favorable	11%	0%	6%	11%	20%	2%	0%	6%	5%	7%	17%	18%	24%	8%	0%	2%	2%	9%
	Very favorable	13%	2%	17%	15%	6%	16%	3%	4%	9%	25%	14%	11%	11%	7%	6%	10%	14%	11%
	n=	147	22	35	38	47	31	18	29	48	22	25	45	68	19	17	42	23	169
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	65%	82%	81%	60%	58%	81%	72%	79%	69%	63%	81%	52%	66%	59%	75%	67%	79%	68%
	Very unfavorable	2%	2%	0%	1%	4%	4%	0%	3%	0%	2%	3%	4%	1%	0%	3%	5%	0%	2%
	Somewhat unfavorable	1%	5%	0%	3%	0%	8%	0%	0%	3%	0%	2%	3%	3%	0%	0%	3%	0%	2%
	Heard/No opinion	26%	7%	10%	33%	30%	7%	24%	12%	22%	34%	10%	34%	26%	35%	18%	20%	13%	23%
	Somewhat favorable	3%	5%	2%	3%	4%	0%	5%	7%	2%	0%	5%	2%	2%	3%	4%	5%	2%	3%
	Very favorable	3%	0%	7%	0%	4%	0%	0%	0%	4%	0%	0%	5%	3%	3%	0%	0%	6%	2%
	n=	140	21	31	38	44	26	22	28	42	21	32	38	59	19	19	44	20	161
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	53%	89%	45%	64%	54%	54%	60%	84%	40%	79%	32%	57%	46%	74%	75%	49%	90%	56%
	Very unfavorable	6%	0%	7%	1%	4%	4%	18%	10%	5%	2%	11%	1%	4%	5%	0%	9%	0%	5%
	Somewhat unfavorable	9%	4%	29%	3%	2%	2%	4%	0%	20%	0%	9%	2%	17%	4%	0%	1%	4%	8%
	Heard/No opinion	17%	6%	12%	17%	29%	2%	13%	4%	21%	9%	5%	26%	14%	0%	3%	28%	6%	16%
	Somewhat favorable	11%	1%	4%	12%	9%	17%	6%	2%	12%	7%	24%	8%	9%	11%	22%	10%	0%	10%
	Very favorable	6%	0%	4%	1%	1%	20%	0%	0%	3%	3%	20%	6%	9%	5%	0%	3%	0%	5%
	n=	155	17	29	49	39	32	23	19	52	25	22	54	72	12	15	58	15	172

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	Santa Clara	Alameda	Other	
BUSINESSMAN JOHN COX	Never heard	45%	60%	27%	19%	36%	70%	50%	20%	58%	77%	72%	76%	33%	45%
	Very unfavorable	0%	2%	9%	12%	1%	14%	2%	0%	0%	23%	0%	0%	6%	5%
	Somewhat unfavorable	0%	11%	13%	5%	12%	8%	15%	0%	20%	0%	18%	9%	11%	10%
	Heard/No opinion	17%	19%	26%	11%	24%	4%	14%	52%	11%	0%	0%	15%	23%	20%
	Somewhat favorable	23%	3%	10%	39%	9%	4%	13%	12%	11%	0%	0%	0%	12%	9%
	Very favorable	16%	5%	14%	14%	18%	0%	7%	16%	0%	0%	10%	0%	16%	11%
	n=	15	45	36	13	48	12	24	9	5	7	8	8	108	169
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	85%	78%	45%	69%	74%	65%	73%	97%	79%	54%	100%	58%	62%	68%
	Very unfavorable	0%	1%	0%	7%	2%	5%	0%	3%	0%	10%	0%	0%	2%	2%
	Somewhat unfavorable	0%	5%	2%	5%	0%	0%	0%	0%	0%	0%	0%	10%	2%	2%
	Heard/No opinion	15%	16%	40%	5%	19%	27%	25%	0%	15%	36%	0%	32%	24%	23%
	Somewhat favorable	0%	0%	9%	0%	3%	3%	1%	0%	6%	0%	0%	0%	5%	3%
	Very favorable	0%	0%	4%	14%	3%	0%	0%	0%	0%	0%	0%	0%	5%	2%
	n=	8	35	38	13	46	21	23	11	10	10	4	8	95	161
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	44%	61%	47%	75%	63%	42%	53%	86%	81%	45%	55%	58%	50%	56%
	Very unfavorable	8%	6%	12%	0%	3%	0%	2%	3%	0%	0%	0%	0%	8%	5%
	Somewhat unfavorable	4%	2%	0%	6%	2%	43%	0%	0%	0%	23%	0%	0%	14%	8%
	Heard/No opinion	23%	8%	22%	10%	20%	10%	26%	10%	11%	23%	0%	5%	15%	16%
	Somewhat favorable	13%	21%	4%	9%	10%	3%	14%	0%	0%	10%	28%	37%	8%	10%
	Very favorable	8%	3%	15%	0%	3%	3%	5%	0%	7%	0%	16%	0%	6%	5%
	n=	17	39	31	11	55	19	32	10	10	8	8	8	96	172

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

Impressions -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTING 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	92%	49%	49%	26%	94%	47%	18%	36%	45%
	Very unfavorable	0%	0%	4%	10%	0%	2%	25%	7%	5%
	Somewhat unfavorable	0%	23%	9%	13%	0%	14%	9%	3%	10%
	Heard/No opinion	0%	11%	23%	14%	0%	18%	16%	27%	20%
	Somewhat favorable	0%	8%	6%	22%	6%	11%	22%	4%	9%
	Very favorable	8%	8%	10%	16%	0%	6%	10%	24%	11%
	n=	4	15	97	53	3	117	12	37	169
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	99%	69%	63%	77%	80%	73%	43%	68%	68%
	Very unfavorable	0%	0%	3%	3%	20%	3%	0%	1%	2%
	Somewhat unfavorable	0%	0%	3%	2%	0%	1%	10%	2%	2%
	Heard/No opinion	1%	31%	25%	16%	0%	18%	41%	25%	23%
	Somewhat favorable	0%	0%	4%	1%	0%	4%	7%	1%	3%
	Very favorable	0%	0%	3%	2%	0%	1%	0%	4%	2%
	n=	8	15	93	45	2	97	16	46	161
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	90%	84%	56%	39%	100%	57%	64%	52%	56%
	Very unfavorable	0%	0%	7%	4%	0%	3%	5%	8%	5%
	Somewhat unfavorable	0%	0%	2%	25%	0%	4%	0%	15%	8%
	Heard/No opinion	10%	13%	20%	8%	0%	21%	30%	7%	16%
	Somewhat favorable	0%	3%	13%	9%	0%	10%	2%	11%	10%
	Very favorable	0%	0%	2%	14%	0%	4%	0%	7%	5%
	n=	8	14	98	52	4	100	12	56	172

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	TV ads	Mailers	Other source	No info received	Unsure	Refused	Total
BUSINESSMAN JOHN COX	Never heard	45%	27%	52%	77%	28%	0%	32%	28%	53%	30%	50%	0%	45%
	Very unfavorable	5%	5%	4%	4%	0%	0%	3%	10%	3%	0%	0%	100%	5%
	Somewhat unfavorable	15%	13%	8%	0%	0%	0%	14%	11%	9%	39%	24%	0%	10%
	Heard/No opinion	13%	41%	13%	11%	25%	0%	21%	18%	22%	0%	0%	0%	20%
	Somewhat favorable	9%	8%	10%	8%	16%	0%	15%	12%	6%	31%	0%	0%	9%
	Very favorable	13%	6%	14%	0%	31%	0%	14%	21%	6%	0%	25%	0%	11%
	n=	65	44	42	12	6	0	34	33	75	4	4	1	169
STATE ASSEMBLYMAN TRAVIS ALLEN	Never heard	76%	74%	51%	65%	81%	0%	59%	86%	63%	75%	61%	100%	68%
	Very unfavorable	2%	0%	6%	0%	0%	0%	0%	1%	3%	5%	39%	0%	2%
	Somewhat unfavorable	1%	0%	5%	0%	5%	0%	0%	0%	4%	0%	0%	0%	2%
	Heard/No opinion	14%	20%	34%	35%	14%	0%	35%	3%	24%	19%	0%	0%	23%
	Somewhat favorable	4%	3%	3%	0%	0%	0%	4%	5%	3%	0%	0%	0%	3%
	Very favorable	4%	2%	2%	0%	0%	0%	2%	4%	3%	0%	0%	0%	2%
	n=	59	43	38	13	8	0	32	34	62	8	3	1	161
FORMER CALIFORNIA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION DELAINE EASTIN	Never heard	56%	50%	49%	96%	100%	0%	57%	60%	48%	22%	48%	0%	56%
	Very unfavorable	3%	13%	2%	0%	0%	0%	11%	4%	5%	0%	0%	0%	5%
	Somewhat unfavorable	4%	3%	19%	0%	0%	0%	2%	3%	15%	0%	0%	0%	8%
	Heard/No opinion	13%	27%	11%	4%	0%	0%	27%	10%	13%	59%	26%	0%	16%
	Somewhat favorable	19%	4%	10%	0%	0%	0%	0%	16%	12%	20%	14%	0%	10%
	Very favorable	5%	3%	8%	0%	0%	0%	2%	7%	6%	0%	11%	0%	5%
	n=	67	48	43	11	3	0	34	43	70	6	5	0	172

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	11%	22%	75%	6%	15%	0%	7%	26%	8%	19%	15%	17%	17%
	Very unfavorable	26%	20%	0%	16%	5%	53%	17%	30%	26%	24%	22%	21%	23%
	Somewhat unfavorable	7%	7%	5%	0%	2%	0%	8%	7%	16%	2%	11%	14%	7%
	Heard/No opinion	21%	10%	16%	17%	48%	26%	2%	7%	12%	15%	17%	7%	15%
	Somewhat favorable	18%	21%	0%	42%	25%	11%	21%	13%	23%	21%	16%	27%	19%
	Very favorable	16%	21%	4%	19%	4%	10%	45%	17%	15%	19%	19%	15%	19%
	n=	84	88	10	11	11	9	26	44	61	80	76	16	172
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	14%	12%	61%	10%	35%	2%	19%	1%	8%	12%	7%	31%	13%
	Very unfavorable	23%	14%	0%	0%	8%	20%	41%	15%	13%	20%	23%	2%	18%
	Somewhat unfavorable	8%	14%	0%	0%	32%	1%	8%	17%	6%	12%	12%	3%	11%
	Heard/No opinion	33%	19%	5%	17%	13%	39%	19%	32%	23%	31%	14%	34%	25%
	Somewhat favorable	15%	25%	18%	4%	13%	35%	11%	18%	30%	11%	37%	15%	21%
	Very favorable	7%	16%	16%	69%	0%	3%	2%	16%	20%	14%	7%	15%	12%
	n=	76	87	9	8	12	19	25	45	45	78	72	13	163
STATE TREASURER JOHN CHIANG	Never heard	40%	35%	98%	58%	20%	52%	34%	16%	20%	46%	32%	20%	37%
	Very unfavorable	3%	3%	0%	0%	3%	0%	0%	5%	9%	3%	4%	0%	3%
	Somewhat unfavorable	6%	6%	0%	0%	0%	0%	14%	4%	15%	3%	11%	4%	6%
	Heard/No opinion	15%	22%	0%	2%	34%	4%	32%	26%	21%	17%	22%	10%	19%
	Somewhat favorable	23%	31%	0%	26%	43%	36%	20%	36%	25%	21%	27%	61%	27%
	Very favorable	12%	3%	2%	14%	0%	8%	0%	13%	9%	10%	5%	5%	7%
	n=	83	83	7	10	11	18	25	37	58	77	75	14	166

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	6%	14%	42%	17%	40%	13%	17%
	Very unfavorable	68%	3%	11%	14%	3%	26%	23%
	Somewhat unfavorable	13%	6%	5%	0%	10%	7%	7%
	Heard/No opinion	8%	24%	6%	10%	14%	15%	15%
	Somewhat favorable	3%	28%	21%	20%	15%	20%	19%
	Very favorable	2%	26%	15%	38%	18%	19%	19%
	n=	51	84	29	8	27	145	172
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	14%	11%	10%	33%	19%	12%	13%
	Very unfavorable	36%	10%	10%	13%	26%	17%	18%
	Somewhat unfavorable	25%	4%	7%	0%	12%	11%	11%
	Heard/No opinion	17%	33%	28%	0%	25%	25%	25%
	Somewhat favorable	7%	22%	46%	16%	12%	22%	21%
	Very favorable	1%	19%	0%	37%	6%	13%	12%
	n=	61	74	20	8	33	130	163
STATE TREASURER JOHN CHIANG	Never heard	39%	33%	22%	77%	18%	40%	37%
	Very unfavorable	6%	1%	0%	6%	4%	3%	3%
	Somewhat unfavorable	7%	7%	5%	3%	0%	7%	6%
	Heard/No opinion	20%	16%	24%	14%	44%	15%	19%
	Somewhat favorable	24%	32%	40%	0%	19%	29%	27%
	Very favorable	4%	10%	10%	0%	16%	6%	7%
	n=	72	64	22	8	27	139	166

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	41%	27%	5%	20%	33%	8%	7%	28%	10%	17%
	Very unfavorable	23%	19%	25%	19%	15%	26%	31%	30%	19%	23%
	Somewhat unfavorable	0%	3%	12%	1%	4%	22%	9%	5%	9%	7%
	Heard/No opinion	10%	25%	9%	18%	28%	5%	8%	4%	22%	15%
	Somewhat favorable	23%	13%	23%	22%	7%	18%	26%	11%	24%	19%
	Very favorable	3%	12%	26%	21%	13%	21%	19%	22%	16%	19%
	n=	18	27	127	58	23	34	57	56	116	172
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	4%	19%	8%	27%	15%	3%	1%	5%	18%	13%
	Very unfavorable	0%	16%	22%	22%	5%	9%	27%	14%	21%	18%
	Somewhat unfavorable	5%	6%	16%	11%	21%	9%	8%	5%	15%	11%
	Heard/No opinion	27%	22%	28%	13%	49%	36%	21%	39%	16%	25%
	Somewhat favorable	48%	20%	18%	13%	8%	39%	23%	29%	15%	21%
	Very favorable	16%	16%	7%	14%	3%	4%	19%	7%	15%	12%
	n=	11	32	120	55	24	28	56	58	105	163
STATE TREASURER JOHN CHIANG	Never heard	50%	50%	26%	54%	43%	29%	13%	35%	39%	37%
	Very unfavorable	0%	0%	6%	3%	9%	1%	1%	2%	4%	3%
	Somewhat unfavorable	0%	6%	7%	10%	3%	0%	6%	4%	8%	6%
	Heard/No opinion	29%	7%	25%	6%	33%	12%	31%	23%	15%	19%
	Somewhat favorable	10%	32%	27%	21%	12%	42%	40%	26%	28%	27%
	Very favorable	11%	4%	9%	6%	0%	15%	9%	9%	6%	7%
	n=	15	25	126	49	29	24	64	58	108	166

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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	47%	11%	22%	20%	3%	30%	14%	22%	6%	8%	30%	24%	9%	11%	0%	17%
	Very unfavorable	5%	25%	21%	41%	19%	17%	25%	17%	33%	26%	20%	39%	12%	24%	10%	23%
	Somewhat unfavorable	4%	10%	4%	6%	10%	4%	23%	0%	8%	10%	0%	8%	12%	7%	0%	7%
	Heard/No opinion	10%	25%	14%	2%	16%	11%	12%	28%	0%	19%	9%	8%	27%	10%	9%	15%
	Somewhat favorable	28%	22%	12%	20%	19%	31%	8%	14%	19%	21%	34%	13%	9%	25%	64%	19%
	Very favorable	7%	6%	27%	11%	34%	7%	18%	20%	34%	15%	7%	8%	32%	22%	16%	19%
	n=	23	45	40	23	41	35	27	35	32	43	34	47	49	33	9	172
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	10%	30%	7%	0%	13%	6%	27%	17%	9%	12%	11%	16%	13%	7%	19%	13%
	Very unfavorable	4%	13%	21%	50%	11%	11%	9%	29%	20%	26%	10%	10%	25%	19%	50%	18%
	Somewhat unfavorable	21%	13%	6%	9%	10%	18%	15%	4%	5%	9%	20%	9%	7%	12%	3%	11%
	Heard/No opinion	44%	17%	19%	28%	24%	30%	22%	29%	15%	29%	35%	15%	31%	31%	15%	25%
	Somewhat favorable	6%	20%	40%	5%	23%	19%	1%	16%	47%	16%	12%	34%	15%	17%	9%	21%
	Very favorable	15%	7%	7%	8%	19%	16%	26%	4%	4%	8%	13%	14%	8%	14%	4%	12%
	n=	25	40	37	20	41	42	25	24	32	40	32	46	37	37	11	163
STATE TREASURER JOHN CHIANG	Never heard	56%	19%	32%	40%	43%	29%	54%	47%	38%	18%	30%	50%	37%	30%	27%	37%
	Very unfavorable	0%	8%	4%	1%	1%	2%	4%	4%	5%	0%	2%	4%	4%	1%	0%	3%
	Somewhat unfavorable	2%	15%	2%	3%	7%	5%	14%	0%	7%	6%	5%	11%	4%	3%	10%	6%
	Heard/No opinion	7%	25%	19%	21%	18%	21%	20%	19%	9%	27%	23%	14%	17%	24%	22%	19%
	Somewhat favorable	33%	26%	18%	35%	26%	36%	7%	26%	29%	40%	34%	18%	28%	29%	40%	27%
	Very favorable	1%	7%	24%	0%	5%	7%	3%	4%	11%	11%	5%	2%	10%	12%	0%	7%
	n=	23	39	38	28	38	35	28	34	33	36	31	41	48	35	11	166

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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	9%	52%	10%	30%	20%	18%	0%	36%	21%	5%	9%	11%	8%	21%	0%	33%	12%	17%
	Very unfavorable	27%	3%	31%	31%	11%	22%	26%	21%	9%	42%	45%	24%	22%	31%	35%	18%	22%	23%
	Somewhat unfavorable	8%	3%	6%	7%	7%	5%	13%	13%	5%	3%	6%	10%	4%	15%	10%	4%	11%	7%
	Heard/No opinion	17%	8%	25%	3%	25%	4%	22%	5%	28%	5%	0%	14%	21%	3%	8%	5%	29%	15%
	Somewhat favorable	16%	33%	14%	19%	18%	25%	18%	20%	18%	26%	20%	18%	28%	16%	4%	18%	14%	19%
	Very favorable	23%	1%	14%	10%	19%	26%	20%	6%	19%	19%	21%	24%	16%	14%	44%	21%	12%	19%
	n=	149	23	28	45	39	32	28	21	49	22	22	58	69	20	13	46	24	172
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	10%	34%	18%	13%	3%	0%	30%	20%	6%	4%	3%	22%	14%	15%	8%	16%	0%	13%
	Very unfavorable	21%	0%	1%	27%	20%	33%	16%	5%	23%	24%	28%	17%	10%	38%	12%	22%	18%	18%
	Somewhat unfavorable	13%	0%	5%	19%	11%	17%	2%	4%	15%	13%	11%	12%	13%	2%	18%	11%	8%	11%
	Heard/No opinion	23%	39%	35%	16%	29%	20%	26%	22%	23%	23%	31%	29%	20%	30%	24%	25%	44%	25%
	Somewhat favorable	21%	16%	32%	12%	18%	22%	18%	15%	30%	32%	19%	11%	35%	8%	29%	7%	20%	21%
	Very favorable	12%	11%	9%	13%	19%	9%	8%	33%	2%	3%	8%	9%	8%	7%	10%	18%	10%	12%
	n=	145	18	37	45	33	23	25	27	42	20	23	51	62	22	15	48	16	163
STATE TREASURER JOHN CHIANG	Never heard	34%	62%	57%	26%	42%	36%	23%	64%	38%	24%	13%	46%	34%	35%	33%	42%	50%	37%
	Very unfavorable	3%	0%	0%	4%	3%	3%	6%	0%	5%	7%	2%	2%	3%	5%	1%	2%	10%	3%
	Somewhat unfavorable	7%	0%	2%	17%	4%	2%	7%	3%	2%	6%	18%	4%	9%	12%	0%	3%	6%	6%
	Heard/No opinion	20%	5%	17%	23%	19%	20%	11%	22%	18%	15%	22%	17%	18%	17%	10%	23%	26%	19%
	Somewhat favorable	27%	29%	22%	29%	23%	28%	45%	3%	37%	31%	32%	26%	32%	26%	42%	19%	5%	27%
	Very favorable	8%	4%	3%	1%	10%	12%	7%	9%	1%	16%	12%	5%	5%	4%	14%	10%	3%	7%
	n=	152	14	26	40	48	31	21	21	43	25	33	44	72	14	18	49	13	166

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	Santa Clara	Alameda	Other	Total
LIEUTANANT GOVERNOR GAVIN NEWSOM	Never heard	20%	5%	16%	13%	34%	13%	26%	70%	15%	10%	0%	0%	13%	17%
	Very unfavorable	24%	7%	32%	12%	26%	36%	15%	17%	47%	22%	13%	0%	24%	23%
	Somewhat unfavorable	6%	5%	8%	7%	4%	14%	3%	0%	20%	7%	0%	12%	7%	7%
	Heard/No opinion	26%	28%	5%	5%	11%	11%	19%	0%	0%	27%	22%	71%	9%	15%
	Somewhat favorable	18%	35%	23%	23%	11%	2%	17%	7%	4%	0%	55%	17%	25%	19%
	Very favorable	6%	20%	15%	39%	14%	23%	20%	7%	13%	35%	10%	0%	22%	19%
	n=	21	39	36	11	41	24	24	9	13	11	6	5	104	172
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	40%	29%	15%	0%	3%	8%	2%	6%	16%	0%	0%	6%	21%	13%
	Very unfavorable	12%	7%	0%	26%	31%	23%	33%	50%	28%	35%	32%	5%	5%	18%
	Somewhat unfavorable	0%	9%	10%	21%	8%	19%	4%	14%	38%	0%	0%	12%	9%	11%
	Heard/No opinion	43%	29%	43%	23%	20%	17%	21%	10%	0%	62%	42%	57%	26%	25%
	Somewhat favorable	5%	18%	15%	30%	16%	34%	25%	8%	18%	3%	26%	0%	26%	21%
	Very favorable	0%	8%	17%	0%	22%	0%	15%	13%	0%	0%	0%	20%	14%	12%
	n=	13	36	33	9	50	22	26	14	12	9	5	10	87	163
STATE TREASURER JOHN CHIANG	Never heard	75%	33%	24%	63%	44%	26%	30%	36%	14%	39%	28%	62%	45%	37%
	Very unfavorable	0%	2%	4%	0%	2%	6%	3%	0%	4%	9%	10%	0%	1%	3%
	Somewhat unfavorable	8%	5%	15%	0%	1%	10%	0%	0%	18%	0%	0%	0%	8%	6%
	Heard/No opinion	5%	22%	25%	7%	23%	14%	23%	39%	4%	27%	19%	17%	18%	19%
	Somewhat favorable	12%	30%	25%	30%	25%	32%	36%	18%	50%	9%	32%	11%	24%	27%
	Very favorable	0%	8%	8%	0%	5%	13%	8%	7%	11%	16%	11%	11%	4%	7%
	n=	16	39	35	11	42	23	22	10	13	9	9	5	98	166

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

Impressions -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTING 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	90%	29%	13%	7%	0%	17%	0%	19%	17%
	Very unfavorable	0%	18%	24%	26%	0%	21%	15%	28%	23%
	Somewhat unfavorable	0%	15%	6%	10%	0%	10%	0%	3%	7%
	Heard/No opinion	10%	28%	18%	4%	0%	13%	17%	19%	15%
	Somewhat favorable	0%	10%	21%	22%	100%	22%	45%	9%	19%
	Very favorable	0%	0%	18%	30%	0%	17%	23%	21%	19%
	n=	8	12	94	58	1	116	11	44	172
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	61%	23%	12%	5%	86%	10%	41%	4%	13%
	Very unfavorable	0%	8%	25%	8%	14%	11%	4%	33%	18%
	Somewhat unfavorable	12%	5%	6%	27%	0%	15%	6%	6%	11%
	Heard/No opinion	27%	20%	30%	16%	0%	27%	17%	27%	25%
	Somewhat favorable	0%	3%	20%	34%	0%	18%	28%	27%	21%
	Very favorable	0%	41%	6%	9%	0%	18%	4%	3%	12%
	n=	8	14	98	43	4	102	9	48	163
STATE TREASURER JOHN CHIANG	Never heard	62%	85%	29%	25%	0%	36%	48%	38%	37%
	Very unfavorable	0%	0%	3%	6%	0%	2%	3%	4%	3%
	Somewhat unfavorable	0%	0%	7%	9%	0%	4%	3%	12%	6%
	Heard/No opinion	20%	8%	24%	14%	0%	17%	18%	22%	19%
	Somewhat favorable	19%	3%	27%	40%	0%	31%	19%	22%	27%
	Very favorable	0%	5%	10%	6%	0%	10%	9%	2%	7%
	n=	8	13	86	59	0	107	11	48	166

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	TV ads	Mailers	Other source	No info received	Unsure	Refused	Total
LIEUTANANT GOVERNOR GAVIN NEWSOM	Never heard	15%	29%	10%	6%	33%	0%	22%	14%	13%	36%	28%	0%	17%
	Very unfavorable	22%	26%	23%	12%	17%	0%	36%	16%	21%	0%	48%	0%	23%
	Somewhat unfavorable	6%	12%	6%	8%	0%	0%	10%	4%	9%	0%	0%	0%	7%
	Heard/No opinion	4%	9%	29%	0%	33%	0%	11%	10%	19%	17%	24%	0%	15%
	Somewhat favorable	28%	10%	16%	43%	0%	0%	11%	40%	16%	18%	0%	0%	19%
	Very favorable	25%	14%	15%	31%	17%	0%	11%	17%	22%	28%	0%	100%	19%
	n=	64	45	46	7	10	0	36	31	76	7	4	1	172
FORMER LOS ANGELES MAYOR ANTONIO VILLARAIGOSA	Never heard	4%	7%	16%	53%	11%	0%	2%	16%	12%	0%	0%	0%	13%
	Very unfavorable	15%	30%	20%	2%	0%	0%	41%	17%	11%	50%	11%	0%	18%
	Somewhat unfavorable	20%	18%	3%	0%	0%	0%	10%	8%	14%	35%	23%	0%	11%
	Heard/No opinion	25%	22%	19%	43%	81%	0%	22%	22%	20%	15%	45%	0%	25%
	Somewhat favorable	28%	11%	24%	2%	8%	0%	3%	26%	32%	0%	21%	0%	21%
	Very favorable	8%	13%	18%	0%	0%	0%	22%	12%	11%	0%	0%	0%	12%
	n=	57	46	47	10	3	0	37	34	71	3	5	0	163
STATE TREASURER JOHN CHIANG	Never heard	23%	30%	57%	70%	34%	0%	36%	11%	47%	0%	36%	0%	37%
	Very unfavorable	1%	8%	1%	0%	24%	0%	4%	1%	3%	0%	6%	0%	3%
	Somewhat unfavorable	7%	7%	5%	0%	10%	0%	14%	13%	2%	0%	0%	0%	6%
	Heard/No opinion	26%	24%	8%	5%	0%	0%	18%	37%	13%	7%	58%	0%	19%
	Somewhat favorable	31%	23%	27%	19%	33%	0%	23%	33%	25%	93%	0%	0%	27%
	Very favorable	12%	7%	1%	7%	0%	0%	5%	5%	10%	0%	0%	100%	7%
	n=	68	45	40	7	6	0	36	32	75	4	5	1	166

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	33%	29%	22%	29%	39%	19%	29%	37%	32%	26%	30%	51%	31%
	John H. Cox	24%	22%	10%	16%	16%	20%	29%	22%	29%	27%	22%	9%	23%
	Antonio Villaraigosa	9%	17%	14%	22%	5%	30%	6%	11%	10%	16%	10%	13%	13%
	Travis Allen	12%	8%	20%	4%	4%	16%	18%	5%	5%	12%	9%	3%	10%
	Delaine Eastin	8%	3%	6%	13%	23%	1%	0%	2%	3%	2%	9%	5%	5%
	John Chiang	3%	4%	2%	3%	2%	2%	2%	7%	6%	5%	4%	3%	4%
	Someone else	4%	6%	0%	2%	7%	1%	6%	9%	4%	5%	6%	2%	5%
	Unsure	8%	11%	25%	11%	4%	9%	10%	7%	11%	8%	10%	14%	10%
n=	245	259	25	39	34	46	77	121	162	234	219	51	504	

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	7%	48%	25%	22%	21%	32%	31%
	John H. Cox	52%	6%	16%	23%	21%	23%	23%
	Antonio Villaraigosa	3%	17%	23%	12%	7%	14%	13%
	Travis Allen	25%	1%	6%	20%	6%	10%	10%
	Delaine Eastin	0%	10%	3%	0%	6%	5%	5%
	John Chiang	2%	6%	4%	0%	7%	3%	4%
	Someone else	7%	1%	13%	5%	19%	3%	5%
	Unsure	5%	11%	10%	17%	14%	9%	10%
n=	178	227	77	22	83	421	504	

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	23%	24%	37%	32%	19%	33%	34%	26%	34%	31%
	John H. Cox	25%	21%	24%	24%	16%	21%	26%	22%	23%	23%
	Antonio Villaraigosa	8%	19%	9%	9%	18%	15%	13%	17%	11%	13%
	Travis Allen	5%	11%	10%	11%	18%	4%	6%	10%	10%	10%
	Delaine Eastin	3%	9%	2%	8%	11%	1%	2%	3%	6%	5%
	John Chiang	4%	1%	7%	2%	1%	8%	5%	5%	4%	4%
	Someone else	9%	6%	3%	4%	11%	4%	2%	5%	5%	5%
	Unsure	23%	9%	9%	9%	5%	14%	11%	12%	8%	10%
n=	46	92	366	162	78	82	182	167	337	504	

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	24%	25%	22%	41%	39%	20%	42%	23%	27%	42%	14%	28%	33%	42%	50%	31%
	John H. Cox	24%	31%	20%	22%	16%	34%	21%	20%	19%	20%	42%	25%	12%	16%	24%	23%
	Antonio Villaraigosa	31%	4%	15%	9%	14%	24%	10%	7%	13%	10%	20%	17%	11%	5%	11%	13%
	Travis Allen	6%	5%	12%	12%	14%	8%	7%	11%	19%	4%	8%	7%	15%	7%	8%	10%
	Delaine Eastin	2%	14%	3%	2%	1%	3%	1%	11%	8%	3%	3%	4%	9%	5%	1%	5%
	John Chiang	3%	3%	8%	4%	2%	4%	2%	3%	5%	5%	6%	1%	5%	6%	0%	4%
	Someone else	2%	9%	9%	1%	2%	3%	5%	12%	2%	3%	1%	10%	4%	3%	0%	5%
	Unsure	8%	8%	9%	9%	13%	5%	11%	11%	7%	13%	6%	8%	11%	16%	6%	10%
n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504	

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

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%	47%	32%	23%	26%	41%	36%	23%	27%	31%	42%	34%	32%	26%	54%	28%	19%	31%
	John H. Cox	25%	8%	22%	35%	21%	18%	14%	20%	19%	33%	26%	22%	28%	15%	18%	18%	29%	23%
	Antonio Villaraigosa	12%	18%	25%	12%	5%	7%	22%	29%	17%	5%	1%	7%	12%	12%	5%	15%	18%	13%
	Travis Allen	11%	0%	10%	12%	12%	11%	2%	5%	8%	3%	12%	19%	12%	16%	2%	11%	3%	10%
	Delaine Eastin	6%	2%	4%	4%	8%	5%	4%	3%	7%	4%	12%	1%	5%	2%	2%	5%	13%	5%
	John Chiang	4%	3%	3%	3%	3%	7%	5%	5%	2%	11%	2%	3%	2%	6%	7%	5%	3%	4%
	Someone else	4%	10%	1%	2%	13%	3%	2%	3%	11%	1%	1%	2%	2%	3%	2%	10%	5%	5%
	Unsure	9%	12%	4%	10%	13%	8%	14%	11%	10%	12%	3%	12%	7%	21%	9%	9%	10%	10%
n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504	

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	Santa Clara	Alameda	Other	Total
VOTE w/LEANERS	Gavin Newsom	26%	49%	18%	35%	25%	25%	34%	16%	19%	38%	58%	31%	30%	31%
	John H. Cox	32%	9%	32%	14%	27%	27%	16%	33%	48%	8%	7%	1%	25%	23%
	Antonio Villaraigosa	1%	12%	11%	0%	17%	18%	21%	6%	8%	8%	3%	24%	12%	13%
	Travis Allen	26%	3%	10%	34%	6%	13%	4%	8%	10%	21%	4%	0%	12%	10%
	Delaine Eastin	2%	11%	6%	1%	2%	3%	3%	0%	2%	3%	0%	34%	4%	5%
	John Chiang	3%	2%	6%	2%	5%	5%	7%	2%	8%	2%	5%	1%	3%	4%
	Someone else	5%	3%	9%	3%	6%	4%	2%	19%	0%	9%	4%	0%	5%	5%
	Unsure	4%	13%	7%	11%	11%	6%	13%	16%	5%	10%	19%	9%	8%	10%
n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504	

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

CA Governor Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTING 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	44%	19%	30%	34%	75%	33%	34%	23%	31%
	John H. Cox	2%	20%	23%	27%	4%	20%	17%	31%	23%
	Antonio Villaraigosa	7%	25%	12%	12%	0%	15%	6%	12%	13%
	Travis Allen	2%	17%	9%	11%	0%	9%	26%	9%	10%
	Delaine Eastin	2%	4%	6%	5%	4%	2%	9%	10%	5%
	John Chiang	2%	2%	3%	6%	0%	5%	6%	1%	4%
	Someone else	14%	4%	4%	5%	2%	4%	0%	7%	5%
	Unsure	27%	9%	12%	0%	15%	11%	2%	8%	10%
n=	23	42	283	156	7	321	35	141	504	

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	TV ads	Mailers	Other source	No info received	Unsure	Refused	Total
VOTE w/LEANERS	Gavin Newsom	39%	23%	22%	53%	26%	0%	20%	38%	27%	68%	15%	0%	31%
	John H. Cox	20%	31%	21%	15%	22%	0%	35%	21%	20%	13%	12%	0%	23%
	Antonio Villaraigosa	9%	13%	17%	7%	35%	0%	10%	10%	16%	6%	7%	0%	13%
	Travis Allen	10%	8%	13%	0%	12%	0%	13%	9%	11%	0%	0%	0%	10%
	Delaine Eastin	2%	2%	13%	2%	0%	0%	0%	2%	10%	3%	3%	0%	5%
	John Chiang	6%	5%	2%	3%	0%	0%	5%	5%	4%	0%	6%	35%	4%
	Someone else	4%	11%	2%	2%	0%	0%	11%	5%	2%	9%	10%	65%	5%
	Unsure	10%	7%	10%	19%	5%	0%	6%	10%	9%	0%	47%	0%	10%
n=	191	136	128	31	18	0	105	103	216	16	13	2	504	

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	36%	77%	52%	24%	3%	0%	40%	60%	49%	7%	0%	0%	31%
	John H. Cox	7%	0%	0%	27%	54%	88%	16%	0%	14%	55%	24%	36%	23%
	Antonio Villaraigosa	15%	0%	25%	1%	0%	5%	16%	0%	0%	17%	10%	0%	13%
	Travis Allen	4%	16%	9%	7%	39%	4%	0%	12%	16%	13%	23%	64%	10%
	Delaine Eastin	14%	0%	0%	9%	0%	0%	2%	12%	0%	2%	33%	0%	5%
	John Chiang	4%	0%	4%	5%	0%	0%	5%	0%	0%	1%	0%	0%	4%
	Someone else	6%	8%	9%	16%	0%	2%	7%	16%	0%	0%	9%	0%	5%
	Unsure	12%	0%	0%	11%	4%	0%	15%	0%	21%	5%	0%	0%	10%
n=	64	9	18	32	20	26	106	6	4	31	9	5	504	

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	32%	0%	5%	32%	58%	18%	12%	0%	0%	0%	69%	74%	31%
	John H. Cox	27%	74%	21%	13%	13%	0%	8%	69%	17%	8%	5%	0%	23%
	Antonio Villaraigosa	10%	0%	70%	15%	3%	8%	33%	2%	25%	17%	7%	6%	13%
	Travis Allen	11%	20%	0%	8%	2%	0%	3%	17%	12%	14%	0%	16%	10%
	Delaine Eastin	1%	0%	0%	5%	20%	56%	3%	2%	8%	45%	2%	1%	5%
	John Chiang	1%	0%	0%	2%	0%	13%	0%	6%	10%	2%	8%	1%	4%
	Someone else	1%	6%	0%	16%	3%	5%	25%	4%	15%	2%	2%	2%	5%
	Unsure	16%	0%	4%	10%	0%	0%	17%	0%	13%	11%	8%	0%	10%
n=	101	10	8	26	19	8	23	44	15	19	38	33	504	

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	49%	17%	22%	49%	31%	23%	19%	17%	46%	23%	47%	30%	31%
	John H. Cox	16%	54%	55%	13%	3%	0%	21%	31%	37%	25%	22%	4%	23%
	Antonio Villaraigosa	0%	0%	0%	12%	35%	73%	12%	0%	0%	8%	5%	6%	13%
	Travis Allen	19%	15%	15%	6%	1%	0%	29%	52%	11%	14%	5%	0%	10%
	Delaine Eastin	1%	0%	0%	1%	3%	0%	1%	0%	0%	0%	9%	4%	5%
	John Chiang	2%	3%	8%	4%	8%	0%	3%	0%	0%	3%	5%	56%	4%
	Someone else	2%	2%	0%	0%	4%	0%	2%	0%	0%	10%	4%	0%	5%
	Unsure	11%	9%	0%	16%	15%	3%	14%	0%	6%	18%	4%	0%	10%
n=	21	29	20	46	32	15	54	9	12	36	39	16	504	

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	59%	60%	53%	60%	57%	71%	61%	56%	57%	66%	60%	34%	60%
	Unsure	8%	11%	25%	11%	4%	9%	10%	7%	11%	8%	10%	14%	10%
	Leaning Newsom	8%	8%	21%	9%	13%	6%	6%	10%	3%	9%	6%	14%	8%
	Probably Newsom	8%	5%	0%	9%	20%	0%	7%	3%	7%	3%	6%	20%	6%
	Definitely Newsom	17%	15%	1%	11%	7%	13%	16%	23%	22%	14%	18%	18%	16%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	88%	40%	65%	61%	65%	59%	60%
	Unsure	5%	11%	10%	17%	14%	9%	10%
	Leaning Newsom	2%	12%	8%	9%	2%	9%	8%
	Probably Newsom	0%	12%	2%	1%	2%	7%	6%
	Definitely Newsom	4%	24%	16%	11%	17%	16%	16%
	n=	178	227	77	22	83	421	504

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	54%	67%	54%	59%	76%	53%	55%	62%	58%	60%
	Unsure	23%	9%	9%	9%	5%	14%	11%	12%	8%	10%
	Leaning Newsom	17%	7%	8%	11%	4%	8%	8%	10%	7%	8%
	Probably Newsom	5%	6%	7%	6%	6%	3%	9%	6%	7%	6%
	Definitely Newsom	2%	11%	22%	15%	9%	21%	18%	9%	20%	16%
	n=	46	92	366	162	78	82	182	167	337	504

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	
NEWSOM EXPANDED VOTE	Other	68%	66%	68%	50%	49%	75%	47%	65%	65%	45%	80%	64%	56%	43%	44%	60%
	Unsure	8%	8%	9%	9%	13%	5%	11%	11%	7%	13%	6%	8%	11%	16%	6%	10%
	Leaning Newsom	15%	4%	3%	17%	7%	7%	9%	7%	5%	13%	3%	8%	9%	12%	6%	8%
	Probably Newsom	5%	9%	5%	5%	7%	5%	12%	5%	8%	5%	4%	8%	7%	5%	6%	6%
	Definitely Newsom	3%	12%	15%	19%	25%	8%	21%	12%	15%	24%	7%	11%	16%	25%	38%	16%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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	
NEWSOM EXPANDED VOTE	Other	63%	41%	65%	68%	61%	51%	50%	66%	64%	57%	55%	54%	61%	53%	37%	63%	71%	60%
	Unsure	9%	12%	4%	10%	13%	8%	14%	11%	10%	12%	3%	12%	7%	21%	9%	9%	10%	10%
	Leaning Newsom	6%	20%	12%	3%	7%	14%	8%	7%	7%	11%	9%	8%	10%	4%	11%	7%	6%	8%
	Probably Newsom	4%	19%	4%	6%	7%	6%	12%	11%	5%	5%	7%	5%	5%	4%	14%	9%	2%	6%
	Definitely Newsom	17%	8%	16%	15%	13%	21%	17%	5%	14%	16%	26%	20%	17%	17%	29%	12%	12%	16%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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	Santa Clara	Alameda	Other	Total
NEWSOM EXPANDED VOTE	Other	70%	39%	74%	54%	63%	69%	53%	68%	76%	52%	24%	60%	61%	60%
	Unsure	4%	13%	7%	11%	11%	6%	13%	16%	5%	10%	19%	9%	8%	10%
	Leaning Newsom	20%	8%	5%	20%	9%	4%	16%	1%	7%	0%	14%	5%	8%	8%
	Probably Newsom	1%	13%	5%	7%	4%	3%	7%	2%	0%	8%	0%	4%	8%	6%
	Definitely Newsom	6%	28%	8%	8%	12%	18%	12%	13%	12%	30%	44%	22%	14%	16%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTING 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	30%	72%	58%	66%	10%	56%	64%	69%	60%
	Unsure	27%	9%	12%	0%	15%	11%	2%	8%	10%
	Leaning Newsom	33%	2%	10%	0%	0%	9%	9%	7%	8%
	Probably Newsom	0%	1%	11%	0%	61%	6%	17%	2%	6%
	Definitely Newsom	11%	15%	9%	34%	14%	18%	8%	14%	16%
	n=	23	42	283	156	7	321	35	141	504

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	TV ads	Mailers	Other source	No info received	Unsure	Refused	Total
NEWSOM EXPANDED VOTE	Other	51%	71%	67%	28%	68%	0%	74%	52%	63%	32%	38%	100%	60%
	Unsure	10%	7%	10%	19%	5%	0%	6%	10%	9%	0%	47%	0%	10%
	Leaning Newsom	9%	9%	4%	21%	10%	0%	7%	10%	5%	16%	0%	0%	8%
	Probably Newsom	6%	3%	7%	22%	0%	0%	2%	7%	7%	0%	0%	0%	6%
	Definitely Newsom	25%	11%	11%	10%	16%	0%	10%	21%	15%	52%	15%	0%	16%
	n=	191	136	128	31	18	0	105	103	216	16	13	2	504

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	51%	23%	48%	66%	93%	100%	45%	40%	30%	88%	100%	100%	60%
	Unsure	12%	0%	0%	11%	4%	0%	15%	0%	21%	5%	0%	0%	10%
	Leaning Newsom	8%	0%	9%	14%	0%	0%	7%	4%	0%	6%	0%	0%	8%
	Probably Newsom	10%	27%	19%	6%	0%	0%	5%	44%	49%	0%	0%	0%	6%
	Definitely Newsom	18%	50%	24%	4%	3%	0%	28%	13%	0%	1%	0%	0%	16%
	n=	64	9	18	32	20	26	106	6	4	31	9	5	504

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	52%	100%	91%	58%	42%	82%	72%	100%	87%	89%	24%	26%	60%
	Unsure	16%	0%	4%	10%	0%	0%	17%	0%	13%	11%	8%	0%	10%
	Leaning Newsom	15%	0%	0%	6%	8%	18%	12%	0%	0%	0%	23%	7%	8%
	Probably Newsom	1%	0%	0%	2%	27%	0%	0%	0%	0%	0%	27%	9%	6%
	Definitely Newsom	15%	0%	5%	24%	23%	0%	0%	0%	0%	0%	19%	58%	16%
	n=	101	10	8	26	19	8	23	44	15	19	38	33	504

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	40%	74%	78%	35%	54%	73%	67%	83%	48%	59%	49%	70%	60%
	Unsure	11%	9%	0%	16%	15%	3%	14%	0%	6%	18%	4%	0%	10%
	Leaning Newsom	4%	0%	8%	6%	12%	0%	11%	0%	6%	0%	22%	5%	8%
	Probably Newsom	31%	0%	0%	14%	13%	4%	2%	0%	4%	6%	4%	0%	6%
	Definitely Newsom	13%	17%	13%	29%	6%	19%	5%	17%	36%	17%	21%	25%	16%
	n=	21	29	20	46	32	15	54	9	12	36	39	16	504

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	83%	72%	61%	68%	91%	60%	84%	82%	79%	76%	80%	72%	77%
	Unsure	8%	11%	25%	11%	4%	9%	10%	7%	11%	8%	10%	14%	10%
	Leaning Villaraigosa	5%	3%	0%	2%	5%	9%	2%	5%	3%	6%	2%	4%	4%
	Probably Villaraigosa	1%	7%	13%	17%	0%	1%	3%	2%	4%	5%	2%	9%	4%
	Definitely Villaraigosa	2%	7%	1%	3%	0%	20%	0%	5%	3%	5%	6%	0%	5%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	92%	72%	67%	71%	79%	77%	77%
	Unsure	5%	11%	10%	17%	14%	9%	10%
	Leaning Villaraigosa	0%	6%	4%	12%	4%	4%	4%
	Probably Villaraigosa	1%	7%	4%	0%	2%	5%	4%
	Definitely Villaraigosa	1%	4%	15%	0%	1%	5%	5%
	n=	178	227	77	22	83	421	504

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	69%	72%	83%	82%	77%	71%	76%	71%	81%	77%
	Unsure	23%	9%	9%	9%	5%	14%	11%	12%	8%	10%
	Leaning Villaraigosa	4%	5%	4%	3%	10%	1%	3%	4%	4%	4%
	Probably Villaraigosa	3%	7%	2%	6%	7%	0%	3%	4%	4%	4%
	Definitely Villaraigosa	1%	8%	3%	1%	2%	14%	7%	8%	3%	5%
	n=	46	92	366	162	78	82	182	167	337	504

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	60%	88%	75%	82%	73%	71%	79%	81%	80%	76%	74%	75%	79%	80%	83%	77%
	Unsure	8%	8%	9%	9%	13%	5%	11%	11%	7%	13%	6%	8%	11%	16%	6%	10%
	Leaning Villaraigosa	20%	0%	2%	0%	4%	13%	0%	1%	0%	5%	13%	1%	2%	1%	11%	4%
	Probably Villaraigosa	8%	2%	3%	0%	8%	9%	8%	1%	0%	4%	6%	8%	0%	4%	0%	4%
	Definitely Villaraigosa	3%	1%	10%	9%	2%	1%	2%	6%	12%	2%	2%	7%	8%	0%	0%	5%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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	78%	70%	72%	78%	82%	85%	64%	60%	74%	83%	96%	81%	81%	67%	86%	76%	72%	77%
	Unsure	9%	12%	4%	10%	13%	8%	14%	11%	10%	12%	3%	12%	7%	21%	9%	9%	10%	10%
	Leaning Villaraigosa	4%	6%	11%	2%	1%	4%	5%	15%	2%	2%	1%	2%	4%	0%	1%	4%	12%	4%
	Probably Villaraigosa	3%	9%	1%	9%	5%	0%	5%	13%	3%	0%	0%	4%	2%	0%	4%	8%	4%	4%
	Definitely Villaraigosa	5%	4%	13%	1%	0%	3%	12%	2%	12%	3%	1%	1%	7%	12%	0%	3%	1%	5%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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	Santa Clara	Alameda	Other	Total
VILLARAIGOSA EXPANDED VOTE	Other	95%	76%	82%	89%	71%	76%	67%	79%	87%	82%	78%	67%	79%	77%
	Unsure	4%	13%	7%	11%	11%	6%	13%	16%	5%	10%	19%	9%	8%	10%
	Leaning Villaraigosa	0%	4%	6%	0%	6%	1%	9%	6%	2%	0%	3%	3%	3%	4%
	Probably Villaraigosa	0%	1%	3%	0%	9%	4%	10%	0%	1%	8%	0%	0%	4%	4%
	Definitely Villaraigosa	1%	7%	2%	0%	1%	13%	3%	0%	4%	0%	0%	20%	5%	5%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTING 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	66%	65%	76%	88%	85%	73%	92%	81%	77%
	Unsure	27%	9%	12%	0%	15%	11%	2%	8%	10%
	Leaning Villaraigosa	0%	12%	5%	0%	0%	5%	1%	4%	4%
	Probably Villaraigosa	7%	13%	4%	0%	0%	7%	0%	1%	4%
	Definitely Villaraigosa	0%	0%	3%	12%	0%	3%	5%	8%	5%
	n=	23	42	283	156	7	321	35	141	504

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	TV ads	Mailers	Other source	No info received	Unsure	Refused	Total
VILLARAIGOSA EXPANDED VOTE	Other	81%	80%	73%	73%	60%	0%	85%	81%	74%	94%	46%	100%	77%
	Unsure	10%	7%	10%	19%	5%	0%	6%	10%	9%	0%	47%	0%	10%
	Leaning Villaraigosa	1%	6%	3%	7%	35%	0%	7%	1%	1%	4%	7%	0%	4%
	Probably Villaraigosa	6%	4%	4%	0%	0%	0%	1%	7%	6%	0%	0%	0%	4%
	Definitely Villaraigosa	2%	3%	10%	0%	0%	0%	2%	1%	9%	2%	0%	0%	5%
	n=	191	136	128	31	18	0	105	103	216	16	13	2	504

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	72%	100%	75%	88%	96%	95%	70%	100%	79%	78%	90%	100%	77%
	Unsure	12%	0%	0%	11%	4%	0%	15%	0%	21%	5%	0%	0%	10%
	Leaning Villaraigosa	4%	0%	21%	0%	0%	0%	9%	0%	0%	0%	10%	0%	4%
	Probably Villaraigosa	3%	0%	0%	0%	0%	5%	4%	0%	0%	2%	0%	0%	4%
	Definitely Villaraigosa	8%	0%	4%	1%	0%	0%	2%	0%	0%	14%	0%	0%	5%
	n=	64	9	18	32	20	26	106	6	4	31	9	5	504

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	74%	100%	26%	75%	97%	92%	51%	98%	62%	72%	85%	94%	77%
	Unsure	16%	0%	4%	10%	0%	0%	17%	0%	13%	11%	8%	0%	10%
	Leaning Villaraigosa	5%	0%	0%	0%	3%	0%	9%	0%	0%	3%	5%	3%	4%
	Probably Villaraigosa	3%	0%	0%	15%	0%	0%	20%	0%	6%	13%	0%	0%	4%
	Definitely Villaraigosa	2%	0%	70%	0%	0%	8%	3%	2%	19%	1%	2%	3%	5%
	n=	101	10	8	26	19	8	23	44	15	19	38	33	504

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	89%	91%	100%	73%	50%	23%	74%	100%	94%	74%	92%	94%	77%
	Unsure	11%	9%	0%	16%	15%	3%	14%	0%	6%	18%	4%	0%	10%
	Leaning Villaraigosa	0%	0%	0%	12%	2%	23%	1%	0%	0%	0%	2%	3%	4%
	Probably Villaraigosa	0%	0%	0%	0%	3%	45%	10%	0%	0%	3%	0%	0%	4%
	Definitely Villaraigosa	0%	0%	0%	0%	30%	5%	1%	0%	0%	4%	3%	2%	5%
	n=	21	29	20	46	32	15	54	9	12	36	39	16	504

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	80%	81%	55%	86%	92%	75%	71%	88%	83%	80%	81%	83%	80%
	Unsure	8%	11%	25%	11%	4%	9%	10%	7%	11%	8%	10%	14%	10%
	Leaning Allen	4%	2%	20%	0%	0%	3%	6%	1%	1%	4%	3%	0%	3%
	Probably Allen	1%	3%	0%	4%	0%	4%	3%	1%	1%	3%	2%	1%	2%
	Definitely Allen	6%	3%	0%	0%	4%	9%	10%	3%	3%	6%	4%	2%	5%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	70%	88%	84%	63%	80%	81%	80%
	Unsure	5%	11%	10%	17%	14%	9%	10%
	Leaning Allen	6%	0%	1%	18%	2%	3%	3%
	Probably Allen	6%	0%	2%	0%	2%	2%	2%
	Definitely Allen	13%	0%	3%	2%	2%	5%	5%
	n=	178	227	77	22	83	421	504

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	73%	80%	82%	79%	77%	82%	83%	78%	82%	80%
	Unsure	23%	9%	9%	9%	5%	14%	11%	12%	8%	10%
	Leaning Allen	0%	6%	1%	4%	6%	0%	1%	6%	1%	3%
	Probably Allen	1%	3%	2%	0%	5%	1%	3%	1%	3%	2%
	Definitely Allen	4%	2%	7%	7%	8%	3%	2%	3%	6%	5%
	n=	46	92	366	162	78	82	182	167	337	504

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	86%	87%	79%	79%	74%	86%	82%	77%	74%	83%	86%	84%	74%	77%	86%	80%
	Unsure	8%	8%	9%	9%	13%	5%	11%	11%	7%	13%	6%	8%	11%	16%	6%	10%
	Leaning Allen	1%	1%	1%	6%	6%	0%	1%	7%	5%	1%	0%	0%	10%	0%	2%	3%
	Probably Allen	3%	0%	7%	2%	0%	4%	1%	2%	2%	1%	4%	4%	0%	1%	0%	2%
	Definitely Allen	2%	4%	4%	4%	8%	4%	5%	2%	11%	2%	4%	3%	5%	6%	6%	5%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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	79%	88%	87%	79%	75%	81%	84%	85%	83%	86%	85%	69%	81%	63%	89%	80%	87%	80%
	Unsure	9%	12%	4%	10%	13%	8%	14%	11%	10%	12%	3%	12%	7%	21%	9%	9%	10%	10%
	Leaning Allen	3%	0%	3%	1%	4%	5%	0%	0%	3%	0%	1%	8%	5%	1%	0%	4%	0%	3%
	Probably Allen	2%	0%	1%	2%	3%	3%	1%	3%	2%	1%	6%	0%	1%	7%	1%	2%	1%	2%
	Definitely Allen	6%	0%	5%	8%	4%	3%	2%	2%	3%	2%	6%	11%	6%	8%	1%	5%	2%	5%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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	Santa Clara	Alameda	Other	Total	
ALLEN EXPANDED VOTE	Other	70%	85%	82%	54%	82%	81%	84%	76%	86%	69%	77%	91%	80%	80%	
	Unsure	4%	13%	7%	11%	11%	6%	13%	16%	5%	10%	19%	9%	8%	10%	
	Leaning Allen	15%	0%	1%	16%	0%	6%	1%	0%	2%	13%	0%	0%	4%	3%	
	Probably Allen	4%	0%	4%	0%	4%	0%	2%	6%	0%	0%	0%	0%	3%	2%	
	Definitely Allen	7%	3%	6%	18%	2%	7%	1%	2%	8%	8%	4%	0%	6%	5%	
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504	

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTING 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	71%	74%	79%	89%	85%	80%	72%	83%	80%
	Unsure	27%	9%	12%	0%	15%	11%	2%	8%	10%
	Leaning Allen	2%	9%	3%	0%	0%	1%	16%	4%	3%
	Probably Allen	0%	8%	2%	0%	0%	3%	1%	0%	2%
	Definitely Allen	0%	0%	4%	11%	0%	5%	9%	4%	5%
	n=	23	42	283	156	7	321	35	141	504

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	TV ads	Mailers	Other source	No info received	Unsure	Refused	Total
ALLEN EXPANDED VOTE	Other	81%	85%	77%	81%	83%	0%	81%	81%	80%	100%	53%	100%	80%
	Unsure	10%	7%	10%	19%	5%	0%	6%	10%	9%	0%	47%	0%	10%
	Leaning Allen	3%	1%	5%	0%	5%	0%	3%	0%	5%	0%	0%	0%	3%
	Probably Allen	3%	3%	2%	0%	0%	0%	3%	3%	2%	0%	0%	0%	2%
	Definitely Allen	4%	5%	6%	0%	7%	0%	7%	5%	4%	0%	0%	0%	5%
	n=	191	136	128	31	18	0	105	103	216	16	13	2	504

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	83%	84%	91%	82%	57%	96%	85%	88%	63%	82%	77%	36%	80%
	Unsure	12%	0%	0%	11%	4%	0%	15%	0%	21%	5%	0%	0%	10%
	Leaning Allen	3%	0%	0%	3%	3%	0%	0%	0%	0%	13%	0%	10%	3%
	Probably Allen	0%	0%	2%	4%	6%	0%	0%	0%	0%	0%	15%	0%	2%
	Definitely Allen	1%	16%	7%	0%	30%	4%	0%	12%	16%	0%	8%	54%	5%
	n=	64	9	18	32	20	26	106	6	4	31	9	5	504

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%	80%	96%	82%	98%	100%	81%	83%	75%	75%	92%	84%	80%
	Unsure	16%	0%	4%	10%	0%	0%	17%	0%	13%	11%	8%	0%	10%
	Leaning Allen	1%	0%	0%	2%	0%	0%	3%	0%	0%	12%	0%	16%	3%
	Probably Allen	4%	4%	0%	2%	2%	0%	0%	1%	0%	0%	0%	0%	2%
	Definitely Allen	6%	16%	0%	4%	0%	0%	0%	16%	12%	2%	0%	0%	5%
	n=	101	10	8	26	19	8	23	44	15	19	38	33	504

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	70%	76%	85%	78%	84%	97%	58%	48%	83%	68%	92%	100%	80%
	Unsure	11%	9%	0%	16%	15%	3%	14%	0%	6%	18%	4%	0%	10%
	Leaning Allen	3%	0%	0%	0%	0%	0%	15%	0%	5%	0%	1%	0%	3%
	Probably Allen	0%	10%	5%	4%	1%	0%	3%	0%	0%	7%	2%	0%	2%
	Definitely Allen	16%	5%	10%	2%	0%	0%	10%	52%	7%	7%	1%	0%	5%
	n=	21	29	20	46	32	15	54	9	12	36	39	16	504

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	89%	84%	73%	86%	95%	88%	88%	86%	83%	87%	86%	83%	86%
	Unsure	8%	11%	25%	11%	4%	9%	10%	7%	11%	8%	10%	14%	10%
	Leaning Chiang	1%	1%	2%	0%	2%	2%	0%	2%	0%	2%	1%	0%	1%
	Probably Chiang	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	1%	0%
	Definitely Chiang	2%	3%	0%	0%	0%	0%	2%	5%	6%	3%	3%	1%	3%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	93%	83%	86%	83%	78%	88%	86%
	Unsure	5%	11%	10%	17%	14%	9%	10%
	Leaning Chiang	1%	1%	2%	0%	1%	1%	1%
	Probably Chiang	0%	0%	1%	0%	1%	0%	0%
	Definitely Chiang	1%	4%	1%	0%	5%	2%	3%
	n=	178	227	77	22	83	421	504

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	73%	91%	85%	88%	94%	78%	84%	83%	88%	86%
	Unsure	23%	9%	9%	9%	5%	14%	11%	12%	8%	10%
	Leaning Chiang	4%	0%	1%	1%	0%	3%	0%	2%	0%	1%
	Probably Chiang	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	Definitely Chiang	0%	0%	5%	1%	1%	4%	5%	2%	3%	3%
	n=	46	92	366	162	78	82	182	167	337	504

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	89%	89%	83%	87%	85%	91%	87%	85%	88%	82%	89%	90%	84%	78%	94%	86%
	Unsure	8%	8%	9%	9%	13%	5%	11%	11%	7%	13%	6%	8%	11%	16%	6%	10%
	Leaning Chiang	1%	1%	2%	2%	0%	1%	1%	1%	3%	0%	2%	0%	3%	0%	0%	1%
	Probably Chiang	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	Definitely Chiang	2%	3%	5%	1%	2%	2%	1%	3%	2%	4%	3%	1%	2%	6%	0%	3%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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	86%	86%	93%	87%	84%	86%	81%	84%	88%	77%	95%	85%	91%	73%	84%	86%	87%	86%
	Unsure	9%	12%	4%	10%	13%	8%	14%	11%	10%	12%	3%	12%	7%	21%	9%	9%	10%	10%
	Leaning Chiang	1%	1%	1%	1%	1%	3%	0%	2%	0%	4%	0%	1%	1%	0%	4%	1%	0%	1%
	Probably Chiang	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
	Definitely Chiang	3%	2%	2%	2%	2%	4%	4%	3%	2%	6%	2%	2%	2%	6%	2%	3%	2%	3%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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	Santa Clara	Alameda	Other	Total	
CHIANG EXPANDED VOTE	Other	93%	86%	87%	87%	84%	89%	81%	83%	87%	88%	77%	89%	89%	86%	
	Unsure	4%	13%	7%	11%	11%	6%	13%	16%	5%	10%	19%	9%	8%	10%	
	Leaning Chiang	0%	0%	2%	0%	1%	3%	1%	0%	6%	0%	0%	0%	1%	1%	
	Probably Chiang	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	
	Definitely Chiang	3%	2%	4%	2%	3%	2%	4%	2%	2%	2%	5%	1%	2%	3%	
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504	

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTING 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	71%	88%	84%	94%	85%	83%	92%	91%	86%
	Unsure	27%	9%	12%	0%	15%	11%	2%	8%	10%
	Leaning Chiang	2%	1%	1%	0%	0%	1%	3%	0%	1%
	Probably Chiang	0%	1%	0%	0%	0%	0%	2%	0%	0%
	Definitely Chiang	0%	0%	2%	6%	0%	4%	0%	1%	3%
	n=	23	42	283	156	7	321	35	141	504

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	TV ads	Mailers	Other source	No info received	Unsure	Refused	Total
CHIANG EXPANDED VOTE	Other	84%	88%	88%	78%	95%	0%	89%	85%	87%	100%	47%	65%	86%
	Unsure	10%	7%	10%	19%	5%	0%	6%	10%	9%	0%	47%	0%	10%
	Leaning Chiang	2%	1%	1%	0%	0%	0%	2%	1%	1%	0%	0%	0%	1%
	Probably Chiang	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Definitely Chiang	3%	4%	1%	2%	0%	0%	2%	4%	2%	0%	6%	35%	3%
	n=	191	136	128	31	18	0	105	103	216	16	13	2	504

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	83%	100%	96%	84%	96%	100%	81%	100%	79%	94%	100%	100%	86%
	Unsure	12%	0%	0%	11%	4%	0%	15%	0%	21%	5%	0%	0%	10%
	Leaning Chiang	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	Probably Chiang	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
	Definitely Chiang	3%	0%	4%	3%	0%	0%	3%	0%	0%	0%	0%	0%	3%
	n=	64	9	18	32	20	26	106	6	4	31	9	5	504

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%	96%	89%	100%	87%	83%	94%	77%	87%	85%	99%	86%
	Unsure	16%	0%	4%	10%	0%	0%	17%	0%	13%	11%	8%	0%	10%
	Leaning Chiang	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	1%
	Probably Chiang	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Definitely Chiang	0%	0%	0%	2%	0%	13%	0%	2%	10%	2%	6%	1%	3%
	n=	101	10	8	26	19	8	23	44	15	19	38	33	504

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	87%	87%	92%	81%	77%	97%	84%	100%	94%	79%	91%	44%	86%
	Unsure	11%	9%	0%	16%	15%	3%	14%	0%	6%	18%	4%	0%	10%
	Leaning Chiang	2%	0%	0%	0%	3%	0%	1%	0%	0%	3%	3%	23%	1%
	Probably Chiang	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Definitely Chiang	0%	3%	8%	4%	5%	0%	2%	0%	0%	0%	3%	33%	3%
	n=	21	29	20	46	32	15	54	9	12	36	39	16	504

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	68%	67%	65%	73%	80%	71%	61%	71%	59%	65%	68%	76%	68%
	Unsure	8%	11%	25%	11%	4%	9%	10%	7%	11%	8%	10%	14%	10%
	Leaning Cox	6%	2%	2%	0%	2%	5%	13%	2%	1%	6%	3%	1%	4%
	Probably Cox	2%	5%	0%	9%	2%	3%	8%	3%	2%	5%	3%	2%	4%
	Definitely Cox	15%	14%	8%	7%	12%	11%	9%	18%	26%	16%	16%	6%	15%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	43%	82%	74%	60%	65%	68%	68%
	Unsure	5%	11%	10%	17%	14%	9%	10%
	Leaning Cox	6%	2%	7%	4%	10%	3%	4%
	Probably Cox	6%	3%	2%	11%	1%	4%	4%
	Definitely Cox	40%	2%	8%	8%	9%	16%	15%
	n=	178	227	77	22	83	421	504

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	52%	70%	68%	66%	79%	65%	63%	65%	69%	68%
	Unsure	23%	9%	9%	9%	5%	14%	11%	12%	8%	10%
	Leaning Cox	9%	5%	3%	5%	4%	3%	4%	4%	4%	4%
	Probably Cox	3%	5%	3%	3%	2%	4%	6%	3%	4%	4%
	Definitely Cox	14%	11%	18%	16%	10%	14%	17%	15%	15%	15%
	n=	46	92	366	162	78	82	182	167	337	504

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	68%	60%	70%	69%	72%	61%	68%	69%	74%	66%	52%	67%	77%	69%	70%	68%
	Unsure	8%	8%	9%	9%	13%	5%	11%	11%	7%	13%	6%	8%	11%	16%	6%	10%
	Leaning Cox	4%	4%	3%	8%	2%	2%	3%	7%	1%	6%	6%	3%	3%	0%	17%	4%
	Probably Cox	1%	10%	2%	1%	2%	10%	3%	3%	3%	1%	10%	3%	4%	1%	0%	4%
	Definitely Cox	18%	18%	15%	13%	12%	21%	16%	10%	15%	13%	25%	19%	6%	15%	7%	15%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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	65%	81%	75%	56%	66%	74%	72%	69%	71%	56%	71%	65%	65%	63%	72%	73%	61%	68%
	Unsure	9%	12%	4%	10%	13%	8%	14%	11%	10%	12%	3%	12%	7%	21%	9%	9%	10%	10%
	Leaning Cox	5%	0%	5%	8%	2%	2%	2%	1%	4%	9%	1%	6%	4%	1%	1%	6%	3%	4%
	Probably Cox	4%	5%	3%	7%	3%	5%	0%	11%	1%	2%	5%	3%	2%	2%	5%	1%	16%	4%
	Definitely Cox	17%	3%	14%	20%	15%	11%	13%	9%	15%	21%	20%	14%	22%	13%	13%	10%	10%	15%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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	Santa Clara	Alameda	Other	Total
COX EXPANDED VOTE	Other	64%	78%	61%	75%	61%	67%	71%	51%	48%	82%	74%	90%	66%	68%
	Unsure	4%	13%	7%	11%	11%	6%	13%	16%	5%	10%	19%	9%	8%	10%
	Leaning Cox	0%	4%	7%	0%	6%	0%	6%	0%	0%	0%	0%	0%	6%	4%
	Probably Cox	6%	0%	4%	0%	6%	7%	1%	19%	15%	0%	0%	0%	2%	4%
	Definitely Cox	26%	5%	22%	14%	15%	19%	10%	14%	33%	8%	7%	1%	17%	15%
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTING 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	71%	71%	64%	73%	81%	69%	81%	62%	68%
	Unsure	27%	9%	12%	0%	15%	11%	2%	8%	10%
	Leaning Cox	0%	6%	6%	0%	0%	3%	3%	6%	4%
	Probably Cox	2%	1%	6%	0%	0%	3%	1%	6%	4%
	Definitely Cox	0%	13%	12%	27%	4%	14%	13%	18%	15%
	n=	23	42	283	156	7	321	35	141	504

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	TV ads	Mailers	Other source	No info received	Unsure	Refused	Total
COX EXPANDED VOTE	Other	70%	62%	68%	66%	73%	0%	59%	70%	70%	87%	41%	100%	68%
	Unsure	10%	7%	10%	19%	5%	0%	6%	10%	9%	0%	47%	0%	10%
	Leaning Cox	2%	4%	6%	2%	9%	0%	12%	1%	2%	0%	0%	0%	4%
	Probably Cox	2%	9%	4%	0%	0%	0%	4%	4%	5%	0%	10%	0%	4%
	Definitely Cox	17%	17%	11%	12%	13%	0%	20%	15%	14%	13%	2%	0%	15%
	n=	191	136	128	31	18	0	105	103	216	16	13	2	504

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	80%	100%	100%	62%	42%	12%	69%	100%	65%	40%	76%	64%	68%
	Unsure	12%	0%	0%	11%	4%	0%	15%	0%	21%	5%	0%	0%	10%
	Leaning Cox	3%	0%	0%	3%	0%	2%	4%	0%	0%	30%	11%	0%	4%
	Probably Cox	4%	0%	0%	19%	3%	14%	5%	0%	0%	3%	0%	0%	4%
	Definitely Cox	0%	0%	0%	5%	51%	73%	6%	0%	14%	22%	13%	36%	15%
	n=	64	9	18	32	20	26	106	6	4	31	9	5	504

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	56%	26%	75%	77%	87%	100%	75%	31%	70%	80%	87%	100%	68%
	Unsure	16%	0%	4%	10%	0%	0%	17%	0%	13%	11%	8%	0%	10%
	Leaning Cox	7%	19%	0%	0%	0%	0%	0%	0%	5%	6%	0%	0%	4%
	Probably Cox	9%	7%	0%	0%	0%	0%	0%	4%	4%	0%	0%	0%	4%
	Definitely Cox	12%	47%	21%	13%	13%	0%	8%	65%	8%	3%	5%	0%	15%
	n=	101	10	8	26	19	8	23	44	15	19	38	33	504

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	74%	37%	45%	71%	82%	97%	66%	69%	58%	57%	75%	96%	68%
	Unsure	11%	9%	0%	16%	15%	3%	14%	0%	6%	18%	4%	0%	10%
	Leaning Cox	0%	18%	3%	2%	0%	0%	1%	0%	0%	7%	0%	0%	4%
	Probably Cox	0%	9%	7%	3%	0%	0%	2%	0%	6%	1%	2%	0%	4%
	Definitely Cox	16%	26%	46%	8%	3%	0%	17%	31%	31%	17%	20%	4%	15%
	n=	21	29	20	46	32	15	54	9	12	36	39	16	504

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	84%	86%	69%	76%	73%	89%	90%	91%	86%	90%	81%	81%	85%
	Unsure	8%	11%	25%	11%	4%	9%	10%	7%	11%	8%	10%	14%	10%
	Leaning Eastin	0%	2%	6%	2%	0%	0%	0%	1%	1%	1%	1%	2%	1%
	Probably Eastin	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Definitely Eastin	8%	1%	0%	9%	23%	1%	0%	1%	2%	1%	8%	3%	4%
	n=	245	259	25	39	34	46	77	121	162	234	219	51	504

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	95%	79%	87%	83%	79%	86%	85%
	Unsure	5%	11%	10%	17%	14%	9%	10%
	Leaning Eastin	0%	2%	2%	0%	0%	1%	1%
	Probably Eastin	0%	0%	0%	0%	1%	0%	0%
	Definitely Eastin	0%	8%	1%	0%	5%	4%	4%
	n=	178	227	77	22	83	421	504

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	74%	82%	89%	83%	84%	84%	88%	84%	85%	85%
	Unsure	23%	9%	9%	9%	5%	14%	11%	12%	8%	10%
	Leaning Eastin	0%	1%	1%	2%	1%	1%	0%	2%	1%	1%
	Probably Eastin	3%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Definitely Eastin	0%	8%	1%	5%	10%	1%	1%	1%	6%	4%
	n=	46	92	366	162	78	82	182	167	337	504

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	89%	78%	87%	89%	86%	92%	88%	77%	85%	84%	91%	88%	80%	79%	93%	85%
	Unsure	8%	8%	9%	9%	13%	5%	11%	11%	7%	13%	6%	8%	11%	16%	6%	10%
	Leaning Eastin	1%	1%	2%	0%	0%	2%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%
	Probably Eastin	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
	Definitely Eastin	0%	13%	1%	2%	1%	1%	0%	11%	7%	1%	1%	3%	8%	4%	0%	4%
	n=	72	127	113	72	120	109	77	97	100	121	100	141	135	96	32	504

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	85%	86%	92%	87%	79%	87%	82%	86%	83%	84%	85%	87%	88%	77%	88%	87%	77%	85%
	Unsure	9%	12%	4%	10%	13%	8%	14%	11%	10%	12%	3%	12%	7%	21%	9%	9%	10%	10%
	Leaning Eastin	1%	0%	3%	0%	1%	0%	2%	2%	1%	2%	1%	0%	2%	0%	2%	1%	0%	1%
	Probably Eastin	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
	Definitely Eastin	5%	1%	1%	4%	6%	5%	3%	2%	6%	1%	11%	1%	3%	2%	0%	4%	13%	4%
	n=	446	58	93	128	125	87	71	74	139	68	78	145	202	53	49	144	56	504

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	Santa Clara	Alameda	Other	Total	
EASTIN EXPANDED VOTE	Other	94%	76%	86%	88%	87%	91%	84%	84%	93%	87%	81%	57%	88%	85%	
	Unsure	4%	13%	7%	11%	11%	6%	13%	16%	5%	10%	19%	9%	8%	10%	
	Leaning Eastin	1%	1%	1%	0%	1%	2%	2%	0%	0%	3%	0%	0%	1%	1%	
	Probably Eastin	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	Definitely Eastin	1%	10%	5%	1%	1%	1%	1%	0%	2%	0%	0%	34%	2%	4%	
	n=	45	117	105	34	142	61	76	32	31	28	20	22	295	504	

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

Expanded Vote -- Attitudinals

		JUNE VOTE INTENTION				JUNE VOTING 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	71%	86%	82%	95%	82%	86%	89%	83%	85%
	Unsure	27%	9%	12%	0%	15%	11%	2%	8%	10%
	Leaning Eastin	1%	4%	1%	0%	0%	1%	9%	0%	1%
	Probably Eastin	1%	0%	0%	0%	4%	0%	0%	0%	0%
	Definitely Eastin	0%	0%	5%	5%	0%	1%	0%	10%	4%
	n=	23	42	283	156	7	321	35	141	504

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	TV ads	Mailers	Other source	No info received	Unsure	Refused	Total	
EASTIN EXPANDED VOTE	Other	89%	91%	77%	79%	95%	0%	94%	88%	81%	97%	51%	100%	85%	
	Unsure	10%	7%	10%	19%	5%	0%	6%	10%	9%	0%	47%	0%	10%	
	Leaning Eastin	0%	1%	2%	0%	0%	0%	0%	1%	2%	0%	0%	0%	1%	
	Probably Eastin	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%
	Definitely Eastin	1%	1%	10%	1%	0%	0%	0%	1%	8%	0%	3%	0%	4%	
	n=	191	136	128	31	18	0	105	103	216	16	13	2	504	

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	73%	100%	100%	80%	96%	100%	83%	88%	79%	93%	67%	100%	85%
	Unsure	12%	0%	0%	11%	4%	0%	15%	0%	21%	5%	0%	0%	10%
	Leaning Eastin	3%	0%	0%	0%	0%	0%	1%	0%	0%	2%	14%	0%	1%
	Probably Eastin	0%	0%	0%	0%	0%	0%	0%	12%	0%	0%	0%	0%	0%
	Definitely Eastin	12%	0%	0%	9%	0%	0%	1%	0%	0%	0%	20%	0%	4%
	n=	64	9	18	32	20	26	106	6	4	31	9	5	504

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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	83%	100%	96%	85%	80%	44%	80%	98%	79%	44%	90%	99%	85%
	Unsure	16%	0%	4%	10%	0%	0%	17%	0%	13%	11%	8%	0%	10%
	Leaning Eastin	0%	0%	0%	5%	0%	0%	0%	0%	0%	6%	0%	0%	1%
	Probably Eastin	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%
	Definitely Eastin	0%	0%	0%	0%	20%	56%	2%	2%	8%	39%	0%	1%	4%
	n=	101	10	8	26	19	8	23	44	15	19	38	33	504

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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	88%	91%	100%	84%	83%	97%	85%	100%	94%	82%	87%	96%	85%
	Unsure	11%	9%	0%	16%	15%	3%	14%	0%	6%	18%	4%	0%	10%
	Leaning Eastin	1%	0%	0%	1%	2%	0%	1%	0%	0%	0%	0%	0%	1%
	Probably Eastin	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Definitely Eastin	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	9%	4%	4%
	n=	21	29	20	46	32	15	54	9	12	36	39	16	504

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