

**Pure Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
RACE	White	67%	68%	68%	61%	59%	71%	72%	87%	67%
	Black/African-American	5%	5%	5%	7%	5%	6%	4%	4%	5%
	Asian/Pacific Islander	13%	12%	19%	20%	10%	4%	5%	2%	12%
	Multi-racial/Other	15%	15%	9%	12%	26%	19%	18%	7%	15%
	n=	244	260	90	74	85	114	94	47	504
HISPANIC	No	72%	67%	72%	76%	59%	69%	67%	73%	69%
	Yes	28%	33%	28%	24%	41%	31%	33%	27%	31%
	n=	244	260	90	74	85	114	94	47	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Pure Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
PARTY	Democrat	32%	30%	25%	32%	31%	30%	43%	38%	31%
	Republican	23%	19%	14%	14%	25%	26%	24%	39%	21%
	Non-partisan	18%	20%	26%	15%	21%	11%	20%	10%	19%
	Minor Party	7%	10%	12%	8%	8%	9%	1%	2%	8%
	Non-registrants	20%	22%	23%	31%	15%	23%	12%	11%	21%
	n=	244	260	90	74	85	114	94	47	504
EDUCATION	Less than high school graduate	10%	12%	7%	11%	9%	13%	21%	10%	11%
	High school graduate, including equivalency	21%	15%	23%	11%	14%	21%	24%	8%	18%
	Some college or an associate degree	30%	31%	32%	26%	26%	39%	26%	42%	31%
	Bachelor's degree	21%	21%	23%	28%	25%	14%	14%	12%	21%
	Graduate or professional degree	18%	21%	15%	24%	25%	13%	16%	28%	19%
	n=	244	260	90	74	85	114	94	47	504

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Pure Demographics

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
NEIGHBORHOOD DENSITY	Far below average	17%	23%	16%	13%	25%	22%	25%	33%	20%
	Below average	26%	14%	12%	29%	13%	29%	14%	31%	20%
	Average	26%	16%	27%	20%	23%	16%	14%	18%	21%
	Above average	17%	23%	23%	17%	21%	17%	27%	10%	20%
	Far above average	14%	24%	23%	22%	18%	16%	19%	9%	19%
	n=	244	260	90	74	85	114	94	47	504
NEIGHBORHOOD INCOMES	Far below average	20%	21%	29%	23%	14%	17%	16%	5%	20%
	Below average	14%	24%	13%	14%	26%	24%	26%	19%	19%
	Average	22%	17%	21%	20%	16%	18%	16%	26%	19%
	Above average	25%	19%	26%	12%	20%	21%	27%	36%	22%
	Far above average	19%	19%	11%	30%	24%	20%	15%	14%	19%
	n=	244	260	90	74	85	114	94	47	504
NEIGHBORHOOD HOME VALUE	Far below average	19%	23%	26%	23%	20%	14%	23%	11%	21%
	Below average	18%	21%	19%	12%	22%	21%	30%	15%	19%
	Average	21%	18%	18%	16%	18%	25%	19%	26%	19%
	Above average	21%	20%	21%	22%	21%	20%	14%	28%	21%
	Far above average	21%	18%	17%	28%	19%	20%	15%	20%	20%
	n=	244	260	90	74	85	114	94	47	504

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Pure Demographics

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
AREA	No. 78	11%	7%	7%	9%	5%	10%	7%	32%	9%
	56 - 78	17%	17%	9%	19%	28%	21%	14%	15%	17%
	52 - 56	8%	11%	7%	11%	7%	9%	13%	14%	9%
	8 - 52	16%	10%	14%	12%	16%	15%	11%	6%	13%
	94 - 8	18%	20%	24%	25%	10%	16%	24%	10%	19%
	54 - 94	15%	20%	25%	21%	13%	16%	8%	12%	18%
	So. 54	13%	14%	14%	4%	21%	12%	22%	11%	14%
	n=	244	260	90	74	85	114	94	47	504
CITY	San Diego	45%	45%	52%	53%	40%	41%	43%	23%	45%
	Chula Vista	10%	9%	8%	4%	13%	12%	18%	6%	10%
	Oceanside	6%	2%	1%	6%	5%	2%	3%	14%	4%
	Other City	27%	25%	22%	24%	36%	28%	17%	25%	26%
	Unincorporated	12%	20%	17%	13%	7%	17%	18%	32%	16%
	n=	244	260	90	74	85	114	94	47	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Pure Demographics**

		GENDER		TOTAL
		Female	Male	Total
AGE	18-24	7%	8%	8%
	25-34	24%	18%	21%
	35-44	13%	22%	18%
	45-54	16%	19%	18%
	55-64	18%	16%	17%
	65-74	12%	9%	11%
	75+	9%	7%	8%
	n=	244	260	504

Competitive Edge Research &  
 Communication, Inc. 1620 5th Avenue, Suite  
 825, San Diego, CA 92101

**Pure Demographics**

		RACE				HISPANIC		TOTAL
		White	Black/African-American	Asian/Pacific Islander	Multi-racial/Other	No	Yes	Total
GENDER	Female	49%	49%	52%	49%	51%	45%	50%
	Male	51%	51%	48%	51%	49%	55%	50%
	n=	346	61	66	31	415	89	504
AGE	18-24	8%	5%	19%	0%	10%	3%	8%
	25-34	22%	21%	26%	17%	21%	23%	21%
	35-44	16%	24%	29%	14%	19%	14%	18%
	45-54	15%	16%	15%	31%	15%	23%	18%
	55-64	18%	20%	6%	21%	17%	18%	17%
	65-74	11%	8%	5%	13%	10%	11%	11%
	75+	10%	6%	1%	4%	8%	7%	8%
	n=	346	61	66	31	415	89	504

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Pure Demographics

		RACE				HISPANIC		TOTAL
		White	Black/African-American	Asian/Pacific Islander	Multi-racial/Other	No	Yes	Total
PARTY	Democrat	30%	49%	36%	27%	31%	32%	31%
	Republican	24%	4%	17%	16%	23%	17%	21%
	Non-partisan	18%	22%	24%	17%	16%	26%	19%
	Minor Party	6%	4%	5%	20%	10%	3%	8%
	Non-registrants	22%	21%	17%	19%	20%	22%	21%
	n=	346	61	66	31	415	89	504
EDUCATION	Less than high school graduate	14%	4%	0%	7%	1%	34%	11%
	High school graduate, including equivalency	21%	10%	6%	17%	18%	16%	18%
	Some college or an associate degree	24%	51%	36%	49%	34%	24%	31%
	Bachelor's degree	23%	16%	27%	8%	26%	9%	21%
	Graduate or professional degree	18%	19%	31%	18%	21%	16%	19%
	n=	346	61	66	31	415	89	504

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Pure Demographics

		RACE				HISPANIC		TOTAL
		White	Black/African-American	Asian/Pacific Islander	Multi-racial/Other	No	Yes	Total
NEIGHBORHOOD DENSITY	Far below average	23%	23%	9%	15%	18%	24%	20%
	Below average	19%	21%	22%	22%	23%	13%	20%
	Average	21%	19%	29%	17%	24%	14%	21%
	Above average	20%	8%	9%	34%	16%	28%	20%
	Far above average	18%	29%	31%	12%	18%	22%	19%
	n=	346	61	66	31	415	89	504
NEIGHBORHOOD INCOMES	Far below average	20%	25%	27%	16%	19%	23%	20%
	Below average	17%	15%	6%	41%	18%	23%	19%
	Average	20%	19%	24%	13%	19%	20%	19%
	Above average	27%	17%	7%	16%	22%	22%	22%
	Far above average	16%	24%	36%	14%	22%	13%	19%
	n=	346	61	66	31	415	89	504
NEIGHBORHOOD HOME VALUE	Far below average	20%	28%	31%	14%	16%	32%	21%
	Below average	22%	11%	5%	22%	16%	27%	19%
	Average	18%	18%	21%	23%	23%	11%	19%
	Above average	19%	26%	16%	31%	21%	19%	21%
	Far above average	21%	16%	27%	9%	23%	12%	20%
	n=	346	61	66	31	415	89	504

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**Pure Demographics**

		RACE				HISPANIC		TOTAL
		White	Black/African-American	Asian/Pacific Islander	Multi-racial/Other	No	Yes	Total
AREA	No. 78	8%	11%	4%	19%	11%	5%	9%
	56 - 78	18%	7%	13%	20%	17%	18%	17%
	52 - 56	9%	5%	20%	4%	13%	2%	9%
	8 - 52	13%	12%	19%	9%	16%	6%	13%
	94 - 8	21%	22%	18%	11%	20%	18%	19%
	54 - 94	18%	28%	10%	17%	14%	25%	18%
	So. 54	12%	14%	16%	21%	9%	26%	14%
	n=	346	61	66	31	415	89	504
CITY	San Diego	42%	57%	72%	31%	49%	36%	45%
	Chula Vista	8%	13%	11%	17%	8%	15%	10%
	Oceanside	4%	1%	0%	9%	4%	3%	4%
	Other City	28%	21%	9%	31%	26%	24%	26%
	Unincorporated	19%	8%	8%	11%	13%	22%	16%
	n=	346	61	66	31	415	89	504

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Pure Demographics

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Less than high school graduate	High school graduate, including equivalency	Some college or an associate degree	Bachelor's degree	Graduate or professional degree	Total
GENDER	Female	51%	55%	48%	40%	47%	47%	58%	49%	49%	46%	50%
	Male	49%	45%	52%	60%	53%	53%	42%	51%	51%	54%	50%
	n=	185	108	88	33	90	16	33	155	148	152	504
AGE	18-24	10%	8%	5%	7%	8%	0%	6%	12%	15%	0%	8%
	25-34	14%	11%	36%	35%	25%	19%	31%	19%	17%	23%	21%
	35-44	18%	12%	14%	18%	26%	19%	11%	15%	24%	23%	18%
	45-54	18%	21%	20%	17%	12%	15%	14%	15%	21%	23%	18%
	55-64	17%	21%	10%	20%	19%	21%	20%	21%	11%	11%	17%
	65-74	15%	12%	11%	1%	6%	20%	14%	9%	7%	9%	11%
	75+	9%	14%	4%	2%	4%	7%	4%	11%	4%	11%	8%
	n=	185	108	88	33	90	16	33	155	148	152	504

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**Pure Demographics**

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Less than high school graduate	High school graduate, including equivalency	Some college or an associate degree	Bachelor's degree	Graduate or professional degree	Total
RACE	White	64%	77%	65%	53%	71%	89%	78%	53%	74%	61%	67%
	Black/African-American	8%	1%	6%	2%	5%	2%	3%	9%	4%	5%	5%
	Asian/Pacific Islander	14%	10%	16%	8%	10%	0%	4%	14%	16%	20%	12%
	Multi-racial/Other	13%	12%	13%	37%	14%	9%	15%	24%	6%	14%	15%
	n=	185	108	88	33	90	16	33	155	148	152	504
HISPANIC	No	68%	76%	59%	88%	67%	6%	72%	76%	86%	75%	69%
	Yes	32%	24%	41%	12%	33%	94%	28%	24%	14%	25%	31%
	n=	185	108	88	33	90	16	33	155	148	152	504

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Pure Demographics

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Less than high school graduate	High school graduate, including equivalency	Some college or an associate degree	Bachelor's degree	Graduate or professional degree	Total
NEIGHBORHOOD DENSITY	Far below average	16%	30%	19%	9%	20%	14%	27%	24%	14%	17%	20%
	Below average	16%	19%	16%	30%	26%	0%	19%	20%	25%	26%	20%
	Average	25%	19%	15%	30%	18%	24%	9%	19%	28%	26%	21%
	Above average	19%	19%	32%	21%	10%	36%	30%	20%	10%	12%	20%
	Far above average	23%	13%	17%	10%	25%	25%	15%	17%	22%	19%	19%
	n=	185	108	88	33	90	16	33	155	148	152	504
NEIGHBORHOOD INCOMES	Far below average	20%	18%	20%	17%	25%	35%	18%	21%	14%	20%	20%
	Below average	15%	19%	21%	35%	18%	27%	18%	24%	15%	13%	19%
	Average	20%	22%	28%	10%	12%	21%	27%	21%	19%	10%	19%
	Above average	26%	25%	19%	11%	23%	15%	27%	21%	25%	23%	22%
	Far above average	19%	16%	13%	28%	23%	2%	10%	14%	28%	35%	19%
	n=	185	108	88	33	90	16	33	155	148	152	504
NEIGHBORHOOD HOME VALUE	Far below average	21%	17%	22%	10%	27%	44%	25%	21%	13%	12%	21%
	Below average	14%	22%	36%	9%	14%	27%	30%	21%	11%	12%	19%
	Average	18%	16%	8%	39%	27%	14%	18%	18%	23%	21%	19%
	Above average	21%	27%	17%	30%	12%	14%	19%	30%	16%	17%	21%
	Far above average	26%	17%	16%	11%	19%	0%	8%	10%	36%	39%	20%
	n=	185	108	88	33	90	16	33	155	148	152	504

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Pure Demographics

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Less than high school graduate	High school graduate, including equivalency	Some college or an associate degree	Bachelor's degree	Graduate or professional degree	Total
AREA	No. 78	10%	11%	4%	18%	8%	7%	2%	18%	7%	6%	9%
	56 - 78	10%	25%	10%	14%	28%	15%	11%	15%	22%	22%	17%
	52 - 56	13%	10%	7%	17%	4%	0%	8%	9%	11%	15%	9%
	8 - 52	18%	19%	11%	2%	7%	5%	7%	13%	18%	18%	13%
	94 - 8	21%	9%	18%	30%	24%	21%	31%	9%	22%	20%	19%
	54 - 94	21%	9%	24%	18%	15%	28%	24%	23%	10%	7%	18%
	So. 54	8%	16%	27%	2%	14%	24%	17%	13%	11%	10%	14%
	n=	185	108	88	33	90	16	33	155	148	152	504
CITY	San Diego	59%	34%	47%	37%	36%	40%	36%	32%	56%	65%	45%
	Chula Vista	5%	14%	16%	2%	10%	15%	11%	10%	6%	9%	10%
	Oceanside	3%	3%	2%	9%	6%	8%	0%	7%	3%	2%	4%
	Other City	19%	28%	16%	39%	37%	22%	29%	30%	27%	16%	26%
	Unincorporated	13%	22%	19%	13%	12%	16%	24%	21%	8%	8%	16%
	n=	185	108	88	33	90	16	33	155	148	152	504

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
GENDER	Female	43%	64%	62%	42%	36%	49%	36%	56%	56%	50%	44%	46%	54%	51%	53%	50%
	Male	57%	36%	38%	58%	64%	51%	64%	44%	44%	50%	56%	54%	46%	49%	47%	50%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504
AGE	18-24	0%	3%	17%	5%	13%	12%	0%	10%	8%	9%	9%	5%	9%	10%	6%	8%
	25-34	23%	15%	19%	28%	22%	30%	20%	22%	26%	8%	27%	23%	18%	20%	19%	21%
	35-44	11%	26%	17%	15%	20%	21%	13%	19%	10%	28%	19%	11%	15%	19%	25%	18%
	45-54	22%	12%	19%	19%	16%	12%	23%	15%	16%	22%	17%	20%	16%	18%	17%	18%
	55-64	19%	25%	13%	14%	14%	14%	21%	16%	16%	18%	12%	18%	22%	16%	18%	17%
	65-74	13%	8%	7%	15%	10%	9%	14%	9%	13%	8%	12%	16%	10%	7%	8%	11%
	75+	13%	12%	7%	4%	4%	2%	7%	10%	13%	6%	4%	6%	10%	11%	8%	8%
n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504	

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
RACE	White	78%	64%	66%	66%	63%	65%	60%	69%	81%	58%	64%	77%	64%	61%	72%	67%
	Black/African-American	6%	6%	5%	2%	8%	6%	4%	5%	4%	7%	7%	3%	5%	7%	4%	5%
	Asian/Pacific Islander	6%	14%	17%	6%	20%	17%	4%	15%	4%	24%	18%	3%	14%	10%	17%	12%
	Multi-racial/Other	11%	17%	12%	26%	9%	11%	32%	10%	11%	11%	10%	17%	18%	23%	7%	15%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504
HISPANIC	No	63%	81%	80%	58%	66%	66%	64%	69%	70%	80%	53%	58%	83%	72%	82%	69%
	Yes	37%	19%	20%	42%	34%	34%	36%	31%	30%	20%	47%	42%	17%	28%	18%	31%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
PARTY	Democrat	25%	25%	37%	29%	38%	31%	25%	32%	36%	32%	31%	22%	29%	32%	42%	31%
	Republican	31%	20%	19%	21%	14%	19%	21%	24%	23%	18%	18%	24%	17%	28%	18%	21%
	Non-partisan	18%	15%	14%	31%	17%	19%	21%	27%	16%	13%	20%	35%	8%	16%	16%	19%
	Minor Party	4%	12%	12%	8%	4%	7%	15%	4%	4%	12%	4%	4%	16%	12%	5%	8%
	Non-registrants	21%	27%	18%	11%	27%	25%	19%	13%	21%	25%	27%	15%	30%	13%	20%	21%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504
EDUCATION	Less than high school graduate	8%	0%	12%	20%	15%	19%	15%	12%	7%	1%	23%	15%	8%	8%	0%	11%
	High school graduate, including equivalency	24%	17%	8%	27%	14%	16%	16%	25%	22%	9%	21%	27%	17%	16%	8%	18%
	Some college or an associate degree	38%	31%	28%	31%	27%	31%	39%	33%	29%	23%	32%	33%	29%	45%	15%	31%
	Bachelor's degree	14%	27%	28%	11%	25%	15%	16%	20%	23%	31%	13%	12%	25%	16%	39%	21%
	Graduate or professional degree	17%	25%	24%	11%	20%	19%	14%	10%	19%	36%	11%	12%	20%	16%	38%	19%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
AREA	No. 78	23%	11%	7%	6%	0%	11%	15%	12%	8%	3%	7%	6%	15%	18%	1%	9%
	56 - 78	33%	39%	13%	0%	1%	7%	0%	17%	24%	39%	3%	1%	34%	13%	36%	17%
	52 - 56	18%	12%	16%	0%	0%	0%	7%	0%	11%	30%	0%	16%	15%	0%	17%	9%
	8 - 52	2%	14%	43%	2%	2%	0%	3%	24%	31%	4%	5%	3%	8%	27%	23%	13%
	94 - 8	6%	9%	8%	12%	64%	58%	14%	3%	17%	2%	32%	4%	17%	29%	13%	19%
	54 - 94	5%	10%	3%	48%	24%	16%	25%	36%	4%	10%	37%	30%	2%	9%	9%	18%
	So. 54	14%	5%	10%	32%	9%	9%	37%	9%	5%	12%	17%	40%	9%	4%	1%	14%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504
CITY	San Diego	25%	35%	70%	22%	74%	57%	21%	47%	46%	53%	57%	7%	33%	56%	70%	45%
	Chula Vista	4%	5%	6%	30%	4%	4%	31%	0%	5%	11%	4%	34%	9%	3%	0%	10%
	Oceanside	1%	7%	11%	0%	0%	0%	7%	2%	10%	0%	1%	2%	12%	5%	0%	4%
	Other City	29%	44%	10%	26%	20%	32%	35%	19%	13%	30%	34%	23%	27%	16%	28%	26%
	Unincorporated	41%	9%	4%	23%	2%	7%	6%	32%	26%	6%	4%	33%	18%	21%	3%	16%
n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504	

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

Pure Demographics

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
GENDER	Female	60%	50%	43%	62%	47%	43%	48%	50%	52%	78%	51%	38%	50%
	Male	40%	50%	57%	38%	53%	57%	52%	50%	48%	22%	49%	62%	50%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504
AGE	18-24	0%	0%	12%	17%	8%	7%	10%	10%	15%	0%	4%	6%	8%
	25-34	22%	15%	10%	13%	28%	33%	20%	24%	9%	8%	21%	25%	21%
	35-44	17%	20%	22%	16%	23%	21%	5%	21%	7%	28%	17%	14%	18%
	45-54	9%	29%	13%	22%	9%	12%	27%	16%	24%	21%	25%	8%	18%
	55-64	18%	21%	17%	19%	14%	16%	15%	16%	21%	7%	19%	19%	17%
	65-74	7%	9%	14%	9%	14%	5%	17%	10%	20%	9%	7%	12%	11%
	75+	26%	7%	12%	3%	4%	5%	6%	4%	5%	28%	8%	15%	8%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504

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Pure Demographics

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
RACE	White	59%	72%	63%	68%	74%	70%	59%	63%	52%	67%	73%	80%	67%
	Black/African-American	6%	2%	3%	5%	6%	8%	5%	7%	7%	1%	4%	3%	5%
	Asian/Pacific Islander	5%	9%	27%	18%	12%	7%	14%	20%	14%	0%	5%	6%	12%
	Multi-racial/Other	30%	17%	7%	10%	9%	15%	22%	11%	27%	32%	18%	11%	15%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504
HISPANIC	No	85%	69%	92%	86%	72%	56%	43%	75%	54%	76%	71%	57%	69%
	Yes	15%	31%	8%	14%	28%	44%	57%	25%	46%	24%	29%	43%	31%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101



Pure Demographics

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
PARTY	Democrat	33%	18%	42%	42%	34%	37%	17%	41%	16%	27%	23%	26%	31%
	Republican	24%	31%	21%	31%	10%	11%	25%	16%	30%	14%	23%	29%	21%
	Non-partisan	9%	11%	13%	15%	17%	26%	36%	20%	31%	8%	12%	23%	19%
	Minor Party	15%	7%	15%	1%	12%	8%	1%	7%	2%	19%	12%	7%	8%
	Non-registrants	19%	34%	9%	11%	26%	18%	21%	17%	22%	32%	30%	15%	21%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504
EDUCATION	Less than high school graduate	8%	10%	0%	4%	12%	17%	19%	10%	17%	21%	9%	11%	11%
	High school graduate, including equivalency	4%	12%	14%	9%	29%	24%	22%	14%	21%	0%	20%	27%	18%
	Some college or an associate degree	60%	27%	30%	31%	14%	40%	28%	22%	33%	51%	36%	42%	31%
	Bachelor's degree	16%	26%	25%	29%	24%	11%	16%	26%	12%	17%	22%	11%	21%
	Graduate or professional degree	12%	25%	31%	27%	21%	8%	14%	28%	17%	12%	12%	9%	19%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

Pure Demographics

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
NEIGHBORHOOD DENSITY	Far below average	48%	39%	39%	3%	6%	5%	20%	11%	9%	7%	23%	52%	20%
	Below average	23%	45%	26%	22%	9%	11%	7%	15%	10%	36%	34%	11%	20%
	Average	16%	16%	35%	69%	9%	4%	16%	33%	12%	56%	8%	5%	21%
	Above average	13%	0%	0%	3%	12%	54%	46%	10%	60%	1%	20%	29%	20%
	Far above average	0%	1%	0%	3%	64%	26%	12%	31%	9%	0%	15%	2%	19%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504
NEIGHBORHOOD INCOMES	Far below average	23%	8%	0%	0%	61%	18%	13%	26%	9%	0%	26%	8%	20%
	Below average	30%	0%	14%	4%	14%	27%	51%	9%	60%	35%	27%	7%	19%
	Average	24%	19%	0%	36%	3%	39%	12%	20%	0%	8%	14%	39%	19%
	Above average	18%	31%	27%	54%	20%	5%	7%	23%	11%	56%	11%	38%	22%
	Far above average	6%	42%	60%	6%	2%	11%	16%	22%	20%	0%	22%	7%	19%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504
NEIGHBORHOOD HOME VALUE	Far below average	15%	4%	0%	7%	34%	43%	25%	26%	9%	7%	27%	5%	21%
	Below average	13%	1%	33%	4%	4%	33%	56%	3%	69%	9%	17%	41%	19%
	Average	31%	38%	31%	11%	17%	3%	12%	14%	17%	61%	21%	23%	19%
	Above average	38%	15%	1%	43%	31%	11%	5%	26%	6%	23%	13%	27%	21%
	Far above average	2%	41%	35%	34%	13%	10%	1%	30%	0%	0%	21%	3%	20%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Personal Situation - Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
FAMILY INCOME COMPARED TO COST OF LIVING	Falling far behind	36%	27%	31%	34%	33%	32%	34%	22%	32%
	Falling a little behind	32%	32%	30%	25%	40%	35%	31%	32%	32%
	Staying the same/Unsure	26%	34%	29%	40%	21%	25%	30%	41%	30%
	Going up a little faster	3%	3%	2%	1%	5%	3%	3%	3%	3%
	Going up a lot faster	4%	4%	8%	0%	1%	5%	3%	2%	4%
	n=	244	260	90	74	85	114	94	47	504
HAVE PRICES CAUSED HARDSHIP THIS MONTH?	Extreme hardship	12%	13%	11%	28%	12%	8%	5%	6%	13%
	Serious hardship	20%	11%	18%	11%	13%	14%	22%	19%	16%
	Some hardship	34%	33%	32%	27%	39%	38%	37%	28%	34%
	No hardship	34%	42%	39%	35%	37%	40%	36%	46%	38%
	n=	242	260	90	74	84	114	93	47	502

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**Personal Situation - Demographics**

		RACE				HISPANIC		TOTAL
		White	Black/African-American	Asian/Pacific Islander	Multi-racial/Other	No	Yes	Total
FAMILY INCOME COMPARED TO COST OF LIVING	Falling far behind	30%	50%	24%	37%	32%	31%	32%
	Falling a little behind	30%	21%	34%	42%	34%	27%	32%
	Staying the same/Unsure	34%	19%	37%	10%	27%	35%	30%
	Going up a little faster	2%	6%	2%	4%	2%	4%	3%
	Going up a lot faster	4%	3%	3%	7%	5%	2%	4%
	n=	346	61	66	31	415	89	504
HAVE PRICES CAUSED HARDSHIP THIS MONTH?	Extreme hardship	11%	28%	12%	17%	10%	18%	13%
	Serious hardship	15%	8%	16%	21%	17%	12%	16%
	Some hardship	34%	26%	25%	41%	32%	37%	34%
	No hardship	41%	37%	46%	20%	41%	33%	38%
	n=	346	59	66	31	413	89	502

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Personal Situation - Demographics**

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Less than high school graduate	High school graduate, including equivalency	Some college or an associate degree	Bachelor's degree	Graduate or professional degree	Total
FAMILY INCOME COMPARED TO COST OF LIVING	Falling far behind	26%	36%	31%	40%	33%	20%	52%	39%	21%	20%	32%
	Falling a little behind	37%	27%	38%	20%	29%	16%	17%	33%	46%	37%	32%
	Staying the same/Unsure	32%	31%	29%	13%	31%	59%	20%	25%	21%	39%	30%
	Going up a little faster	3%	2%	2%	5%	3%	0%	0%	1%	8%	4%	3%
	Going up a lot faster	2%	3%	0%	22%	3%	5%	11%	1%	4%	2%	4%
	n=	185	108	88	33	90	16	33	155	148	152	504
HAVE PRICES CAUSED HARDSHIP THIS MONTH?	Extreme hardship	13%	10%	16%	18%	10%	14%	26%	10%	7%	10%	13%
	Serious hardship	9%	23%	19%	13%	16%	10%	17%	25%	7%	12%	16%
	Some hardship	31%	32%	36%	43%	34%	46%	22%	34%	39%	31%	34%
	No hardship	48%	35%	29%	25%	40%	29%	35%	31%	47%	47%	38%
	n=	183	108	88	33	90	16	33	153	148	152	502

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Personal Situation - Demographics**

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
FAMILY INCOME COMPARED TO COST OF LIVING	Falling far behind	27%	36%	30%	37%	28%	26%	41%	36%	25%	32%	36%	30%	28%	32%	30%	32%
	Falling a little behind	41%	37%	30%	28%	25%	26%	31%	28%	34%	40%	22%	34%	28%	32%	40%	32%
	Staying the same/Unsure	28%	25%	33%	26%	37%	42%	17%	30%	37%	20%	37%	27%	34%	26%	24%	30%
	Going up a little faster	2%	2%	3%	1%	7%	3%	5%	2%	3%	2%	2%	4%	0%	4%	3%	3%
	Going up a lot faster	4%	1%	4%	9%	3%	3%	7%	4%	1%	6%	3%	5%	5%	5%	2%	4%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504
HAVE PRICES CAUSED HARDSHIP THIS MONTH?	Extreme hardship	14%	11%	5%	20%	14%	15%	15%	12%	5%	17%	14%	17%	10%	9%	14%	13%
	Serious hardship	20%	13%	17%	17%	11%	11%	17%	20%	15%	15%	10%	22%	11%	25%	10%	16%
	Some hardship	25%	33%	38%	39%	32%	33%	48%	28%	30%	30%	38%	38%	31%	29%	31%	34%
	No hardship	41%	43%	40%	24%	43%	40%	21%	40%	50%	38%	38%	24%	48%	37%	44%	38%
	n=	110	121	101	75	95	87	94	89	113	119	85	82	99	101	135	502

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Personal Situation - Demographics**

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
FAMILY INCOME COMPARED TO COST OF LIVING	Falling far behind	26%	25%	18%	39%	31%	43%	33%	30%	32%	27%	44%	18%	32%
	Falling a little behind	41%	34%	47%	38%	22%	25%	31%	33%	35%	18%	31%	31%	32%
	Staying the same/Unsure	31%	35%	24%	21%	37%	26%	29%	28%	29%	55%	20%	43%	30%
	Going up a little faster	1%	3%	2%	2%	2%	3%	6%	4%	1%	0%	4%	1%	3%
	Going up a lot faster	1%	3%	9%	0%	9%	4%	1%	5%	2%	0%	1%	7%	4%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504
HAVE PRICES CAUSED HARDSHIP THIS MONTH?	Extreme hardship	7%	9%	5%	2%	15%	31%	10%	11%	13%	0%	20%	11%	13%
	Serious hardship	28%	13%	21%	21%	6%	17%	12%	13%	11%	23%	15%	27%	16%
	Some hardship	24%	33%	28%	34%	30%	33%	49%	35%	48%	47%	31%	19%	34%
	No hardship	41%	45%	46%	43%	48%	19%	28%	41%	28%	30%	34%	43%	38%
	n=	50	100	54	74	100	69	55	245	40	19	128	70	502

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Cost of Living - Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
SAN DIEGO COST OF LIVING 1 YEAR FROM NOW	A lot higher	48%	36%	48%	35%	32%	45%	51%	39%	42%
	A little higher	35%	44%	35%	52%	40%	39%	34%	34%	40%
	About the same/Unsure	14%	11%	8%	8%	20%	13%	11%	22%	12%
	A little lower	4%	8%	9%	5%	8%	3%	3%	5%	6%
	A lot lower	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	244	260	90	74	85	114	94	47	504

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**Cost of Living - Demographics**

		RACE				HISPANIC		TOTAL
		White	Black/African-American	Asian/Pacific Islander	Multi-racial/Other	No	Yes	Total
SAN DIEGO COST OF LIVING 1 YEAR FROM NOW	A lot higher	36%	52%	43%	63%	37%	54%	42%
	A little higher	44%	30%	41%	20%	42%	34%	40%
	About the same/Unsure	13%	13%	14%	6%	13%	10%	12%
	A little lower	6%	5%	2%	11%	8%	2%	6%
	A lot lower	0%	0%	0%	0%	0%	0%	0%
	n=	346	61	66	31	415	89	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Cost of Living - Demographics**

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Less than high school graduate	High school graduate, including equivalency	Some college or an associate degree	Bachelor's degree	Graduate or professional degree	Total
SAN DIEGO COST OF LIVING 1 YEAR FROM NOW	A lot higher	32%	49%	52%	36%	43%	54%	48%	49%	27%	35%	42%
	A little higher	45%	37%	36%	46%	34%	39%	20%	37%	56%	44%	40%
	About the same/Unsure	18%	8%	7%	4%	17%	8%	18%	11%	11%	14%	12%
	A little lower	5%	5%	5%	14%	7%	0%	14%	4%	6%	7%	6%
	A lot lower	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	185	108	88	33	90	16	33	155	148	152	504

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**Cost of Living - Demographics**

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
SAN DIEGO COST OF LIVING 1 YEAR FROM NOW	A lot higher	46%	45%	36%	44%	38%	47%	50%	38%	36%	39%	48%	38%	36%	48%	38%	42%
	A little higher	38%	40%	38%	33%	49%	40%	27%	44%	41%	44%	38%	42%	39%	34%	46%	40%
	About the same/Unsure	11%	10%	20%	10%	10%	11%	12%	13%	17%	9%	13%	12%	17%	11%	8%	12%
	A little lower	5%	5%	5%	13%	2%	2%	11%	6%	5%	7%	1%	7%	8%	6%	8%	6%
	A lot lower	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101



**Cost of Living - Demographics**

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
SAN DIEGO COST OF LIVING 1 YEAR FROM NOW	A lot higher	49%	36%	29%	40%	40%	45%	55%	38%	52%	32%	47%	43%	42%
	A little higher	35%	37%	56%	42%	44%	43%	21%	48%	18%	21%	37%	38%	40%
	About the same/Unsure	11%	16%	9%	16%	9%	7%	18%	9%	22%	43%	11%	9%	12%
	A little lower	5%	11%	5%	2%	7%	5%	5%	5%	5%	8%	5%	5%	6%
	A lot lower	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=		50	100	54	74	100	71	55	246	40	19	129	70

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Cost of Living - Attitudinals**

		FAMILY INCOME COMPARED TO COST OF LIVING				HAVE PRICES CAUSED HARDSHIP THIS MONTH?				TOTAL
		Falling far behind	Falling a little behind	Staying the same/Unsure	Going up faster	Extreme hardship	Serious hardship	Some hardship	No hardship	Total
SAN DIEGO COST OF LIVING 1 YEAR FROM NOW	A lot higher	68%	36%	25%	24%	74%	72%	37%	24%	42%
	A little higher	25%	44%	49%	41%	23%	18%	39%	54%	40%
	About the same/Unsure	5%	14%	19%	6%	3%	5%	17%	15%	12%
	A little lower	1%	6%	7%	29%	1%	5%	8%	7%	6%
	A lot lower	0%	0%	0%	0%	0%	0%	0%	0%	0%
	n=		142	179	151	32	46	68	176	212

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Addressing Rising Costs - Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
MAIN THING TO CUT BACK ON	Eating out/Entertainment	32%	31%	37%	34%	38%	29%	19%	12%	31%
	Food and groceries	13%	8%	11%	9%	9%	6%	8%	22%	10%
	Travel/Vacations	6%	14%	8%	9%	19%	7%	9%	10%	10%
	Unnecessary/Discretionary spending	6%	5%	6%	4%	5%	9%	4%	2%	6%
	Cable/Subscription services	7%	2%	1%	3%	6%	6%	12%	0%	4%
	Utilities	6%	2%	6%	0%	0%	5%	7%	8%	4%
	Gas	2%	3%	2%	1%	1%	5%	2%	4%	2%
	Housing and rental costs	2%	2%	2%	4%	1%	1%	0%	2%	2%
	Healthcare	1%	0%	0%	0%	1%	0%	0%	2%	0%
	Other	6%	5%	0%	7%	6%	4%	13%	10%	5%
	Nothing	18%	27%	26%	27%	11%	23%	20%	28%	22%
	Unsure	2%	1%	1%	1%	1%	4%	6%	0%	2%
	n=	244	260	90	74	85	114	94	47	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Addressing Rising Costs - Demographics**

		RACE				HISPANIC		TOTAL
		White	Black/African-American	Asian/Pacific Islander	Multi-racial/Other	No	Yes	Total
MAIN THING TO CUT BACK ON	Eating out/Entertainment	31%	31%	38%	30%	33%	28%	31%
	Food and groceries	11%	10%	8%	6%	10%	10%	10%
	Travel/Vacations	12%	9%	5%	5%	9%	13%	10%
	Unnecessary/Discretionary spending	4%	1%	2%	19%	7%	3%	6%
	Cable/Subscription services	4%	5%	4%	7%	3%	8%	4%
	Utilities	4%	6%	5%	4%	5%	3%	4%
	Gas	2%	0%	3%	5%	2%	4%	2%
	Housing and rental costs	2%	11%	3%	0%	2%	1%	2%
	Healthcare	0%	2%	1%	0%	1%	0%	0%
	Other	4%	5%	2%	12%	3%	10%	5%
	Nothing	24%	16%	26%	13%	25%	16%	22%
	Unsure	2%	4%	3%	0%	1%	4%	2%
	n=	346	61	66	31	415	89	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

Addressing Rising Costs - Demographics

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Less than high school graduate	High school graduate, including equivalency	Some college or an associate degree	Bachelor's degree	Graduate or professional degree	Total
MAIN THING TO CUT BACK ON	Eating out/Entertainment	38%	29%	37%	20%	24%	22%	12%	38%	36%	38%	31%
	Food and groceries	11%	10%	15%	2%	8%	7%	23%	6%	9%	8%	10%
	Travel/Vacations	11%	8%	12%	4%	12%	9%	8%	7%	17%	10%	10%
	Unnecessary/Discretionary spending	1%	8%	2%	17%	9%	0%	17%	2%	3%	7%	6%
	Cable/Subscription services	3%	2%	8%	0%	6%	17%	5%	2%	3%	2%	4%
	Utilities	2%	3%	2%	14%	6%	4%	4%	6%	2%	3%	4%
	Gas	2%	3%	1%	6%	2%	0%	0%	5%	1%	3%	2%
	Housing and rental costs	4%	2%	0%	2%	1%	0%	2%	1%	4%	3%	2%
	Healthcare	1%	1%	1%	0%	0%	0%	0%	2%	0%	0%	0%
	Other	6%	7%	4%	1%	4%	5%	6%	5%	3%	7%	5%
	Nothing	17%	26%	17%	35%	26%	28%	23%	24%	21%	19%	22%
	Unsure	4%	1%	1%	0%	2%	8%	0%	2%	1%	0%	2%
n=	185	108	88	33	90	16	33	155	148	152	504	

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Addressing Rising Costs - Demographics**

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
MAIN THING TO CUT BACK ON	Eating out/Entertainment	28%	22%	44%	31%	30%	37%	25%	37%	26%	31%	26%	31%	28%	47%	24%	31%
	Food and groceries	14%	9%	8%	11%	9%	8%	5%	18%	8%	11%	8%	17%	9%	6%	11%	10%
	Travel/Vacations	16%	11%	7%	11%	5%	6%	18%	10%	8%	9%	14%	12%	5%	9%	11%	10%
	Unnecessary/Discretionary spending	2%	12%	2%	9%	3%	2%	11%	8%	3%	4%	1%	5%	8%	7%	6%	6%
	Cable/Subscription services	3%	4%	8%	6%	0%	0%	7%	4%	9%	2%	3%	7%	6%	5%	2%	4%
	Utilities	3%	1%	9%	3%	3%	6%	5%	1%	5%	3%	3%	5%	8%	2%	3%	4%
	Gas	1%	6%	2%	3%	0%	2%	2%	0%	4%	5%	2%	0%	5%	0%	5%	2%
	Housing and rental costs	0%	2%	3%	0%	4%	2%	0%	0%	4%	3%	2%	0%	0%	0%	8%	2%
	Healthcare	1%	0%	0%	0%	1%	0%	2%	1%	0%	0%	0%	1%	1%	1%	0%	0%
	Other	11%	4%	0%	5%	6%	5%	5%	2%	6%	8%	9%	2%	4%	2%	9%	5%
	Nothing	18%	27%	17%	17%	35%	28%	17%	20%	27%	20%	29%	17%	24%	22%	21%	22%
	Unsure	1%	1%	2%	3%	4%	4%	3%	0%	1%	2%	4%	3%	2%	1%	0%	2%
n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504	

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Addressing Rising Costs - Demographics**

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
MAIN THING TO CUT BACK ON	Eating out/Entertainment	25%	29%	38%	34%	33%	31%	30%	35%	23%	9%	28%	37%	31%
	Food and groceries	15%	4%	9%	8%	7%	15%	16%	11%	17%	11%	5%	13%	10%
	Travel/Vacations	9%	14%	8%	11%	4%	9%	16%	8%	10%	6%	16%	7%	10%
	Unnecessary/Discretionary spending	4%	7%	1%	7%	7%	4%	6%	4%	9%	4%	9%	1%	6%
	Cable/Subscription services	1%	6%	1%	7%	3%	2%	9%	3%	14%	22%	1%	3%	4%
	Utilities	11%	1%	0%	4%	4%	4%	6%	2%	9%	13%	5%	1%	4%
	Gas	3%	4%	4%	2%	0%	4%	1%	2%	1%	1%	5%	2%	2%
	Housing and rental costs	0%	3%	1%	3%	4%	0%	0%	4%	0%	0%	1%	0%	2%
	Healthcare	3%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
	Other	5%	11%	4%	3%	4%	6%	1%	5%	2%	4%	7%	6%	5%
	Nothing	24%	21%	29%	20%	29%	20%	15%	23%	16%	27%	19%	29%	22%
	Unsure	1%	1%	4%	1%	3%	4%	0%	3%	0%	3%	2%	1%	2%
n=	50	100	54	74	100	71	55	246	40	19	129	70	504	

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Addressing Rising Costs - Attitudinals**

		FAMILY INCOME COMPARED TO COST OF LIVING				HAVE PRICES CAUSED HARDSHIP THIS MONTH?				TOTAL
		Falling far behind	Falling a little behind	Staying the same/Unsure	Going up faster	Extreme hardship	Serious hardship	Some hardship	No hardship	Total
MAIN THING TO CUT BACK ON	Eating out/Entertainment	18%	41%	38%	14%	11%	33%	32%	37%	31%
	Food and groceries	16%	11%	1%	18%	24%	19%	10%	2%	10%
	Travel/Vacations	11%	11%	6%	16%	3%	2%	16%	11%	10%
	Unnecessary/Discretionary spending	10%	3%	1%	18%	6%	3%	8%	4%	6%
	Cable/Subscription services	2%	5%	7%	0%	0%	3%	8%	3%	4%
	Utilities	5%	1%	7%	4%	8%	3%	4%	4%	4%
	Gas	1%	6%	1%	0%	0%	1%	4%	3%	2%
	Housing and rental costs	3%	2%	1%	2%	3%	2%	2%	2%	2%
	Healthcare	2%	0%	0%	0%	2%	1%	0%	0%	0%
	Other	6%	5%	2%	14%	16%	6%	4%	3%	5%
	Nothing	22%	14%	35%	11%	23%	25%	11%	31%	22%
	Unsure	4%	2%	0%	2%	4%	3%	2%	1%	2%
n=		142	179	151	32	46	68	176	212	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Addressing Rising Costs - Attitudinals**

		SAN DIEGO COST OF LIVING 1 YEAR FROM NOW				TOTAL
		A lot higher	A little higher	About the same/Unsure	Lower	Total
MAIN THING TO CUT BACK ON	Eating out/Entertainment	25%	40%	32%	19%	31%
	Food and groceries	9%	11%	2%	26%	10%
	Travel/Vacations	11%	9%	11%	11%	10%
	Unnecessary/Discretionary spending	7%	2%	4%	19%	6%
	Cable/Subscription services	5%	2%	12%	4%	4%
	Utilities	6%	2%	5%	1%	4%
	Gas	3%	2%	0%	1%	2%
	Housing and rental costs	2%	1%	2%	3%	2%
	Healthcare	1%	0%	0%	0%	0%
	Other	8%	2%	7%	0%	5%
	Nothing	19%	27%	23%	15%	22%
	Unsure	3%	1%	1%	0%	2%
	n=	180	225	68	31	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Most Important Issue - Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
MOST IMPORTANT ISSUE	Homelessness	31%	36%	44%	34%	22%	38%	25%	20%	34%
	Housing cost	16%	9%	15%	9%	11%	6%	21%	17%	12%
	Cost of living	10%	9%	11%	11%	13%	7%	4%	10%	10%
	Crime/Drugs/Safety	5%	7%	1%	1%	22%	1%	14%	0%	6%
	Inflation	6%	3%	2%	10%	3%	0%	1%	17%	4%
	Economy/Jobs	2%	5%	4%	7%	3%	4%	2%	2%	4%
	Housing availability	3%	3%	3%	3%	3%	3%	3%	5%	3%
	Traffic/Transportation	1%	4%	2%	0%	5%	3%	4%	0%	2%
	Health issues	2%	2%	6%	1%	0%	0%	0%	2%	2%
	Political leadership	3%	1%	0%	5%	2%	1%	4%	2%	2%
	Infrastructure/Road repair	1%	2%	2%	1%	1%	2%	3%	3%	2%
	Water shortage	2%	1%	1%	0%	0%	7%	1%	3%	2%
	Overtaxation	1%	1%	1%	2%	1%	1%	2%	0%	1%
	Government overreach	1%	1%	0%	2%	3%	1%	1%	2%	1%
	Climate change	1%	2%	3%	1%	1%	1%	1%	0%	1%
	Illegal immigration	1%	1%	1%	0%	1%	3%	0%	5%	1%
	Growth/Development	1%	1%	0%	1%	1%	2%	1%	3%	1%
	Utility costs	1%	0%	0%	0%	0%	2%	1%	2%	1%
Other	6%	4%	3%	3%	6%	7%	11%	7%	5%	
Nothing/Unsure	3%	6%	2%	7%	1%	10%	3%	2%	4%	
n=		244	260	90	74	85	114	94	47	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101



**Most Important Issue - Demographics**

		RACE				HISPANIC		TOTAL
		White	Black/African-American	Asian/Pacific Islander	Multi-racial/Other	No	Yes	Total
MOST IMPORTANT ISSUE	Homelessness	33%	24%	45%	31%	34%	34%	34%
	Housing cost	11%	22%	8%	19%	15%	8%	12%
	Cost of living	7%	20%	12%	16%	12%	5%	10%
	Crime/Drugs/Safety	7%	3%	5%	7%	2%	16%	6%
	Inflation	5%	3%	3%	5%	4%	5%	4%
	Economy/Jobs	5%	0%	2%	0%	1%	9%	4%
	Housing availability	3%	10%	8%	0%	4%	1%	3%
	Traffic/Transportation	3%	0%	2%	0%	2%	4%	2%
	Health issues	2%	2%	0%	7%	3%	0%	2%
	Political leadership	3%	0%	0%	0%	2%	2%	2%
	Infrastructure/Road repair	2%	4%	4%	0%	3%	0%	2%
	Water shortage	1%	0%	0%	7%	2%	1%	2%
	Overtaxation	2%	0%	0%	1%	2%	1%	1%
	Government overreach	1%	2%	0%	3%	2%	0%	1%
	Climate change	2%	0%	2%	0%	2%	0%	1%
	Illegal immigration	2%	0%	0%	0%	1%	1%	1%
	Growth/Development	1%	1%	1%	0%	1%	1%	1%
	Utility costs	1%	0%	0%	0%	1%	0%	1%
Other	5%	6%	6%	5%	5%	5%	5%	
Nothing/Unsure	6%	1%	3%	0%	3%	8%	4%	
n=		346	61	66	31	415	89	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Most Important Issue - Demographics**

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Less than high school graduate	High school graduate, including equivalency	Some college or an associate degree	Bachelor's degree	Graduate or professional degree	Total
MOST IMPORTANT ISSUE	Homelessness	35%	35%	37%	29%	29%	9%	35%	39%	36%	35%	34%
	Housing cost	16%	11%	16%	5%	8%	9%	8%	13%	14%	16%	12%
	Cost of living	10%	12%	5%	16%	9%	7%	7%	17%	9%	3%	10%
	Crime/Drugs/Safety	5%	2%	11%	5%	8%	18%	11%	2%	5%	3%	6%
	Inflation	2%	7%	6%	9%	2%	0%	4%	8%	3%	3%	4%
	Economy/Jobs	2%	2%	5%	2%	7%	24%	0%	0%	4%	1%	4%
	Housing availability	5%	1%	3%	4%	3%	2%	0%	3%	5%	6%	3%
	Traffic/Transportation	2%	6%	0%	7%	0%	8%	4%	0%	3%	1%	2%
	Health issues	1%	0%	4%	13%	0%	0%	10%	0%	0%	1%	2%
	Political leadership	1%	2%	0%	2%	5%	0%	6%	0%	1%	3%	2%
	Infrastructure/Road repair	1%	2%	3%	0%	2%	0%	0%	2%	3%	3%	2%
	Water shortage	1%	1%	0%	0%	6%	0%	6%	1%	1%	1%	2%
	Overtaxation	0%	3%	2%	0%	2%	0%	0%	1%	1%	5%	1%
	Government overreach	2%	3%	0%	2%	0%	0%	0%	3%	0%	3%	1%
	Climate change	4%	0%	0%	2%	0%	0%	0%	0%	5%	2%	1%
	Illegal immigration	2%	1%	0%	1%	2%	0%	3%	2%	1%	1%	1%
	Growth/Development	1%	2%	0%	0%	0%	0%	0%	1%	1%	2%	1%
	Utility costs	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%
	Other	6%	7%	4%	3%	4%	0%	7%	5%	5%	6%	5%
	Nothing/Unsure	3%	4%	1%	0%	11%	23%	2%	2%	2%	2%	4%
n=	185	108	88	33	90	16	33	155	148	152	504	

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

Most Important Issue - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
MOST IMPORTANT ISSUE	Homelessness	34%	33%	35%	27%	40%	44%	25%	36%	34%	29%	35%	34%	32%	31%	37%	34%
	Housing cost	7%	12%	13%	19%	11%	13%	15%	12%	15%	6%	7%	19%	12%	15%	10%	12%
	Cost of living	8%	4%	17%	7%	12%	9%	7%	14%	8%	11%	11%	4%	6%	21%	6%	10%
	Crime/Drugs/Safety	9%	1%	5%	9%	7%	4%	14%	6%	5%	3%	11%	10%	4%	2%	3%	6%
	Inflation	2%	16%	1%	2%	2%	2%	6%	2%	7%	5%	3%	3%	1%	11%	5%	4%
	Economy/Jobs	1%	1%	4%	12%	0%	1%	7%	8%	0%	3%	5%	7%	4%	0%	2%	4%
	Housing availability	2%	2%	5%	2%	5%	2%	4%	3%	2%	7%	4%	1%	4%	0%	6%	3%
	Traffic/Transportation	6%	1%	3%	2%	0%	2%	0%	2%	4%	4%	3%	0%	3%	4%	1%	2%
	Health issues	1%	1%	0%	9%	0%	0%	5%	4%	1%	0%	1%	4%	0%	5%	1%	2%
	Political leadership	3%	6%	1%	0%	0%	0%	0%	0%	2%	7%	0%	2%	1%	0%	7%	2%
	Infrastructure/Road repair	1%	3%	1%	0%	4%	2%	1%	2%	1%	3%	2%	1%	2%	0%	2%	2%
	Water shortage	3%	5%	0%	0%	0%	1%	0%	6%	2%	0%	0%	0%	8%	1%	0%	2%
	Overtaxation	0%	3%	2%	1%	0%	0%	1%	2%	1%	3%	0%	1%	2%	1%	3%	1%
	Government overreach	3%	1%	2%	1%	0%	1%	1%	0%	1%	3%	1%	0%	3%	1%	1%	1%
	Climate change	1%	2%	4%	0%	1%	1%	0%	1%	4%	2%	1%	0%	2%	0%	5%	1%
	Illegal immigration	5%	0%	1%	0%	0%	2%	1%	1%	1%	2%	2%	1%	2%	0%	2%	1%
	Growth/Development	0%	1%	1%	0%	2%	1%	0%	2%	0%	2%	1%	0%	1%	1%	1%	1%
	Utility costs	1%	1%	0%	1%	0%	0%	2%	0%	1%	0%	1%	1%	0%	0%	1%	1%
	Other	8%	5%	5%	4%	4%	4%	5%	1%	9%	7%	1%	5%	12%	4%	4%	5%
	Nothing/Unsure	3%	3%	0%	5%	10%	10%	7%	0%	3%	2%	10%	7%	2%	1%	1%	4%
n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504	

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Most Important Issue - Demographics**

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
MOST IMPORTANT ISSUE	Homelessness	19%	32%	36%	42%	44%	26%	31%	36%	27%	11%	33%	39%	34%
	Housing cost	26%	9%	5%	12%	11%	10%	17%	9%	24%	26%	13%	10%	12%
	Cost of living	21%	5%	3%	17%	3%	12%	13%	11%	17%	4%	3%	14%	10%
	Crime/Drugs/Safety	1%	8%	4%	2%	4%	3%	20%	5%	12%	21%	8%	1%	6%
	Inflation	10%	4%	4%	6%	5%	3%	1%	2%	1%	23%	5%	6%	4%
	Economy/Jobs	0%	1%	5%	4%	2%	13%	0%	2%	0%	0%	6%	6%	4%
	Housing availability	3%	4%	5%	1%	3%	5%	2%	3%	2%	1%	5%	2%	3%
	Traffic/Transportation	4%	6%	6%	0%	0%	0%	2%	3%	0%	0%	5%	0%	2%
	Health issues	1%	0%	0%	1%	5%	5%	0%	5%	0%	0%	0%	1%	2%
	Political leadership	0%	2%	5%	2%	0%	4%	0%	1%	0%	0%	4%	3%	2%
	Infrastructure/Road repair	2%	3%	3%	0%	1%	2%	1%	2%	0%	3%	1%	1%	2%
	Water shortage	2%	9%	0%	0%	0%	0%	0%	0%	0%	0%	4%	3%	2%
	Overtaxation	1%	4%	2%	0%	1%	1%	0%	2%	0%	1%	2%	1%	1%
	Government overreach	0%	3%	4%	1%	0%	1%	0%	1%	0%	0%	2%	3%	1%
	Climate change	1%	1%	0%	6%	0%	1%	1%	2%	2%	0%	1%	0%	1%
	Illegal immigration	3%	2%	0%	0%	1%	3%	0%	2%	0%	3%	1%	1%	1%
	Growth/Development	0%	0%	2%	1%	1%	1%	0%	2%	0%	0%	0%	0%	1%
	Utility costs	2%	0%	1%	1%	0%	0%	1%	0%	1%	4%	0%	0%	1%
	Other	2%	5%	13%	2%	6%	3%	7%	6%	8%	3%	2%	8%	5%
Nothing/Unsure	3%	1%	2%	0%	10%	6%	5%	5%	7%	0%	4%	0%	4%	
n=		50	100	54	74	100	71	55	246	40	19	129	70	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Most Important Issue - Attitudinals**

		FAMILY INCOME COMPARED TO COST OF LIVING				HAVE PRICES CAUSED HARDSHIP THIS MONTH?				TOTAL
		Falling far behind	Falling a little behind	Staying the same/Unsure	Going up faster	Extreme hardship	Serious hardship	Some hardship	No hardship	Total
MOST IMPORTANT ISSUE	Homelessness	29%	36%	40%	16%	35%	30%	34%	35%	34%
	Housing cost	10%	16%	11%	19%	3%	17%	14%	12%	12%
	Cost of living	15%	9%	6%	4%	16%	14%	7%	8%	10%
	Crime/Drugs/Safety	9%	4%	6%	8%	7%	5%	9%	4%	6%
	Inflation	6%	5%	3%	0%	0%	10%	3%	5%	4%
	Economy/Jobs	4%	1%	6%	4%	8%	1%	4%	3%	4%
	Housing availability	3%	4%	2%	3%	3%	2%	3%	4%	3%
	Traffic/Transportation	0%	3%	3%	8%	0%	0%	1%	5%	2%
	Health issues	0%	2%	1%	15%	0%	0%	5%	1%	2%
	Political leadership	4%	1%	1%	1%	9%	2%	1%	0%	2%
	Infrastructure/Road repair	3%	1%	1%	3%	4%	2%	2%	1%	2%
	Water shortage	3%	1%	1%	1%	0%	0%	1%	4%	2%
	Overtaxation	1%	1%	1%	4%	2%	1%	2%	1%	1%
	Government overreach	1%	4%	0%	0%	1%	6%	0%	1%	1%
	Climate change	1%	3%	1%	2%	0%	0%	1%	3%	1%
	Illegal immigration	2%	1%	1%	0%	5%	0%	2%	1%	1%
	Growth/Development	1%	1%	1%	0%	2%	0%	2%	0%	1%
	Utility costs	1%	0%	0%	0%	0%	1%	1%	0%	1%
	Other	5%	5%	6%	4%	1%	8%	3%	7%	5%
	Nothing/Unsure	3%	1%	9%	8%	4%	1%	4%	6%	4%
n=		142	179	151	32	46	68	176	212	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Most Important Issue - Attitudinals**

		SAN DIEGO COST OF LIVING 1 YEAR FROM NOW				TOTAL
		A lot higher	A little higher	About the same/Unsure	Lower	Total
MOST IMPORTANT ISSUE	Homelessness	34%	35%	36%	24%	34%
	Housing cost	10%	10%	20%	30%	12%
	Cost of living	13%	6%	11%	4%	10%
	Crime/Drugs/Safety	7%	5%	12%	0%	6%
	Inflation	5%	4%	5%	0%	4%
	Economy/Jobs	3%	6%	0%	0%	4%
	Housing availability	3%	4%	1%	6%	3%
	Traffic/Transportation	1%	4%	3%	3%	2%
	Health issues	0%	2%	1%	17%	2%
	Political leadership	4%	1%	0%	0%	2%
	Infrastructure/Road repair	2%	2%	1%	0%	2%
	Water shortage	4%	0%	1%	0%	2%
	Overtaxation	2%	1%	1%	4%	1%
	Government overreach	2%	1%	1%	0%	1%
	Climate change	0%	3%	1%	3%	1%
	Illegal immigration	0%	3%	1%	0%	1%
	Growth/Development	0%	2%	0%	0%	1%
	Utility costs	1%	0%	0%	0%	1%
Other	6%	5%	4%	5%	5%	
Nothing/Unsure	3%	6%	2%	3%	4%	
n=	180	225	68	31	504	

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Most Important Issue - Attitudinals**

		MAIN THING TO CUT BACK ON								TOTAL
		Eating out/Entertainment	Food and groceries	Travel/Vacations	Unnecessary/Discretionary spending	Cable/Subscription services	Utilities	Other	Nothing	Total
MOST IMPORTANT ISSUE	Homelessness	43%	32%	26%	23%	10%	35%	40%	30%	34%
	Housing cost	15%	21%	12%	4%	37%	18%	5%	5%	12%
	Cost of living	13%	9%	6%	0%	0%	15%	5%	13%	10%
	Crime/Drugs/Safety	3%	4%	22%	1%	19%	10%	6%	2%	6%
	Inflation	3%	2%	2%	5%	4%	0%	6%	8%	4%
	Economy/Jobs	2%	3%	10%	2%	0%	0%	0%	7%	4%
	Housing availability	3%	3%	2%	2%	4%	0%	5%	5%	3%
	Traffic/Transportation	3%	0%	1%	0%	0%	0%	0%	6%	2%
	Health issues	0%	8%	2%	18%	0%	0%	0%	1%	2%
	Political leadership	0%	0%	1%	14%	0%	2%	8%	1%	2%
	Infrastructure/Road repair	1%	1%	3%	0%	0%	6%	1%	3%	2%
	Water shortage	1%	0%	0%	20%	1%	0%	3%	1%	2%
	Overtaxation	1%	1%	6%	0%	0%	0%	1%	1%	1%
	Government overreach	2%	0%	0%	0%	1%	0%	5%	1%	1%
	Climate change	3%	2%	0%	0%	4%	0%	1%	1%	1%
	Illegal immigration	1%	4%	3%	0%	0%	0%	0%	2%	1%
	Growth/Development	1%	1%	0%	0%	0%	0%	0%	2%	1%
	Utility costs	0%	0%	0%	0%	0%	1%	2%	1%	1%
	Other	5%	9%	3%	10%	16%	5%	7%	2%	5%
Nothing/Unsure	1%	0%	2%	0%	3%	8%	5%	9%	4%	
n=		163	45	64	19	18	24	54	106	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Civic Mood - Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	25%	23%	17%	33%	26%	29%	23%	19%	24%
	Wrong Track, Somewhat	13%	12%	13%	11%	12%	18%	8%	11%	13%
	Mixed/Unsure	36%	22%	33%	15%	33%	27%	37%	31%	29%
	Right Direction, Somewhat	22%	38%	36%	41%	27%	15%	30%	19%	30%
	Right Direction, Strongly	4%	5%	2%	1%	1%	11%	2%	21%	4%
	n=	242	257	90	73	84	114	93	45	499

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Civic Mood - Demographics**

		RACE				HISPANIC		TOTAL
		White	Black/African-American	Asian/Pacific Islander	Multi-racial/Other	No	Yes	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	23%	23%	21%	31%	27%	18%	24%
	Wrong Track, Somewhat	15%	8%	8%	7%	13%	10%	13%
	Mixed/Unsure	29%	39%	40%	19%	25%	38%	29%
	Right Direction, Somewhat	29%	23%	30%	36%	30%	29%	30%
	Right Direction, Strongly	4%	7%	2%	7%	4%	5%	4%
	n=	343	60	65	31	411	88	499

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101



Civic Mood - Demographics

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Less than high school graduate	High school graduate, including equivalency	Some college or an associate degree	Bachelor's degree	Graduate or professional degree	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	12%	48%	10%	43%	24%	0%	31%	32%	20%	24%	24%
	Wrong Track, Somewhat	8%	16%	16%	12%	12%	9%	11%	11%	16%	15%	13%
	Mixed/Unsure	35%	19%	33%	15%	32%	48%	30%	30%	28%	17%	29%
	Right Direction, Somewhat	36%	11%	38%	28%	32%	38%	26%	21%	35%	38%	30%
	Right Direction, Strongly	8%	5%	3%	2%	0%	5%	3%	7%	1%	6%	4%
	n=	183	107	88	32	89	16	33	153	146	151	499

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Civic Mood - Demographics**

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	21%	35%	26%	16%	24%	27%	16%	20%	28%	29%	19%	18%	22%	26%	36%	24%
	Wrong Track, Somewhat	13%	11%	10%	19%	8%	8%	20%	13%	8%	15%	15%	18%	8%	7%	14%	13%
	Mixed/Unsure	22%	27%	36%	25%	35%	32%	26%	44%	22%	21%	40%	26%	35%	29%	15%	29%
	Right Direction, Somewhat	39%	24%	22%	34%	31%	31%	32%	23%	34%	28%	25%	32%	28%	34%	30%	30%
	Right Direction, Strongly	5%	3%	6%	6%	2%	2%	6%	0%	7%	6%	0%	6%	8%	3%	6%	4%
	n=	109	119	100	75	96	88	94	87	113	117	86	82	96	101	134	499

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Civic Mood - Demographics**

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	10%	28%	26%	41%	26%	25%	8%	24%	7%	0%	31%	30%	24%
	Wrong Track, Somewhat	13%	16%	16%	4%	10%	19%	9%	12%	11%	5%	17%	12%	13%
	Mixed/Unsure	30%	23%	25%	25%	24%	32%	44%	29%	36%	49%	23%	29%	29%
	Right Direction, Somewhat	33%	32%	29%	27%	38%	17%	34%	32%	40%	21%	26%	27%	30%
	Right Direction, Strongly	14%	2%	5%	2%	1%	7%	5%	3%	7%	26%	4%	2%	4%
	n=	49	99	53	74	99	70	55	244	40	19	127	69	499

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Civic Mood - Attitudinals**

		FAMILY INCOME COMPARED TO COST OF LIVING				HAVE PRICES CAUSED HARDSHIP THIS MONTH?				TOTAL
		Falling far behind	Falling a little behind	Staying the same/Unsure	Going up faster	Extreme hardship	Serious hardship	Some hardship	No hardship	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	37%	24%	12%	14%	47%	38%	22%	12%	24%
	Wrong Track, Somewhat	9%	19%	9%	11%	4%	10%	20%	10%	13%
	Mixed/Unsure	30%	26%	33%	23%	16%	37%	30%	30%	29%
	Right Direction, Somewhat	19%	28%	39%	49%	25%	15%	25%	42%	30%
	Right Direction, Strongly	5%	3%	6%	3%	8%	1%	3%	6%	4%
	n=	141	178	148	32	46	68	175	209	499

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Civic Mood - Attitudinals**

		SAN DIEGO COST OF LIVING 1 YEAR FROM NOW				TOTAL
		A lot higher	A little higher	About the same/Unsure	Lower	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	34%	21%	7%	17%	24%
	Wrong Track, Somewhat	12%	14%	11%	10%	13%
	Mixed/Unsure	33%	24%	41%	9%	29%
	Right Direction, Somewhat	20%	37%	29%	58%	30%
	Right Direction, Strongly	2%	5%	11%	6%	4%
	n=	179	221	68	31	499

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Civic Mood - Attitudinals**

		MAIN THING TO CUT BACK ON								TOTAL
		Eating out/Entertainment	Food and groceries	Travel/Vacations	Unnecessary/Discretionary spending	Cable/Subscription services	Utilities	Other	Nothing	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	20%	29%	15%	24%	18%	40%	38%	26%	24%
	Wrong Track, Somewhat	13%	12%	24%	11%	10%	12%	8%	10%	13%
	Mixed/Unsure	33%	26%	26%	25%	33%	15%	28%	28%	29%
	Right Direction, Somewhat	31%	27%	33%	31%	39%	17%	25%	33%	30%
	Right Direction, Strongly	3%	6%	1%	10%	0%	17%	2%	3%	4%
	n=	162	45	64	19	18	24	53	104	499

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Civic Mood - Attitudinals**

		MOST IMPORTANT ISSUE								TOTAL
		Homeless	Housing cost	Cost of living	Crime/Drugs /Safety	Inflation	Housing availability	Other	Nothing/Unsure	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	30%	16%	41%	16%	32%	14%	19%	3%	24%
	Wrong Track, Somewhat	9%	8%	6%	1%	14%	4%	27%	6%	13%
	Mixed/Unsure	23%	26%	35%	70%	31%	37%	22%	50%	29%
	Right Direction, Somewhat	33%	45%	17%	13%	16%	39%	29%	24%	30%
	Right Direction, Strongly	4%	6%	2%	0%	7%	7%	3%	18%	4%
	n=	173	73	37	24	21	26	131	14	499

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Inflation Reduction Act - Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
WILL INFLATION REDUCTION ACT SUCCEED OR FAIL?	Fail, strongly	25%	27%	15%	30%	29%	31%	29%	42%	26%
	Fail, somewhat	9%	5%	6%	10%	4%	3%	16%	7%	7%
	Mixed results/Unsure	47%	44%	63%	40%	46%	37%	26%	36%	46%
	Succeed, somewhat	13%	16%	7%	17%	17%	19%	22%	10%	14%
	Succeed, strongly	5%	8%	9%	2%	4%	10%	7%	5%	6%
	n=	244	260	90	74	85	114	94	47	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Inflation Reduction Act - Demographics**

		RACE				HISPANIC		TOTAL
		White	Black/African-American	Asian/Pacific Islander	Multi-racial/Other	No	Yes	Total
WILL INFLATION REDUCTION ACT SUCCEED OR FAIL?	Fail, strongly	28%	7%	19%	31%	29%	21%	26%
	Fail, somewhat	5%	4%	2%	20%	7%	7%	7%
	Mixed results/Unsure	41%	66%	68%	43%	47%	43%	46%
	Succeed, somewhat	18%	17%	6%	4%	13%	18%	14%
	Succeed, strongly	8%	6%	5%	2%	5%	10%	6%
	n=	346	61	66	31	415	89	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Inflation Reduction Act - Demographics**

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Less than high school graduate	High school graduate, including equivalency	Some college or an associate degree	Bachelor's degree	Graduate or professional degree	Total
WILL INFLATION REDUCTION ACT SUCCEED OR FAIL?	Fail, strongly	8%	65%	14%	23%	27%	7%	30%	32%	26%	25%	26%
	Fail, somewhat	8%	3%	13%	2%	7%	13%	4%	7%	7%	7%	7%
	Mixed results/Unsure	46%	27%	59%	71%	42%	44%	43%	48%	49%	41%	46%
	Succeed, somewhat	26%	3%	6%	2%	21%	31%	17%	6%	12%	19%	14%
	Succeed, strongly	13%	1%	8%	2%	3%	5%	5%	6%	7%	8%	6%
	n=	185	108	88	33	90	16	33	155	148	152	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Inflation Reduction Act - Demographics**

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
WILL INFLATION REDUCTION ACT SUCCEED OR FAIL?	Fail, strongly	34%	32%	27%	21%	18%	22%	25%	26%	24%	36%	19%	28%	26%	28%	32%	26%
	Fail, somewhat	7%	7%	3%	14%	5%	6%	14%	5%	5%	6%	2%	13%	3%	9%	8%	7%
	Mixed results/Unsure	35%	45%	49%	41%	58%	56%	43%	51%	38%	40%	61%	34%	49%	48%	35%	46%
	Succeed, somewhat	17%	10%	18%	10%	17%	15%	10%	9%	23%	13%	15%	9%	19%	11%	18%	14%
	Succeed, strongly	7%	7%	4%	13%	2%	2%	7%	8%	9%	6%	3%	16%	4%	4%	7%	6%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Inflation Reduction Act - Demographics**

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
WILL INFLATION REDUCTION ACT SUCCEED OR FAIL?	Fail, strongly	31%	33%	31%	34%	19%	24%	18%	21%	22%	15%	30%	41%	26%
	Fail, somewhat	11%	3%	13%	3%	5%	9%	10%	8%	12%	1%	6%	3%	7%
	Mixed results/Unsure	43%	37%	50%	37%	59%	43%	49%	48%	38%	47%	51%	33%	46%
	Succeed, somewhat	9%	20%	5%	22%	14%	13%	14%	18%	15%	27%	7%	14%	14%
	Succeed, strongly	7%	6%	2%	5%	3%	12%	9%	4%	13%	10%	6%	9%	6%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Inflation Reduction Act - Attitudinals**

		FAMILY INCOME COMPARED TO COST OF LIVING				HAVE PRICES CAUSED HARDSHIP THIS MONTH?				TOTAL
		Falling far behind	Falling a little behind	Staying the same/Unsure	Going up faster	Extreme hardship	Serious hardship	Some hardship	No hardship	Total
WILL INFLATION REDUCTION ACT SUCCEED OR FAIL?	Fail, strongly	31%	36%	13%	16%	33%	49%	27%	15%	26%
	Fail, somewhat	6%	13%	2%	7%	7%	11%	10%	3%	7%
	Mixed results/Unsure	49%	33%	50%	64%	37%	37%	45%	53%	46%
	Succeed, somewhat	7%	14%	24%	10%	7%	3%	17%	20%	14%
	Succeed, strongly	7%	3%	10%	3%	17%	1%	2%	10%	6%
	n=	142	179	151	32	46	68	176	212	504

Competitive Edge Research & Communication, Inc. 1620 5th Avenue, Suite 825, San Diego, CA 92101

**Inflation Reduction Act - Attitudinals**

		SAN DIEGO COST OF LIVING 1 YEAR FROM NOW				TOTAL
		A lot higher	A little higher	About the same/Unsure	Lower	Total
WILL INFLATION REDUCTION ACT SUCCEED OR FAIL?	Fail, strongly	35%	22%	14%	18%	26%
	Fail, somewhat	9%	6%	3%	6%	7%
	Mixed results/Unsure	44%	48%	47%	41%	46%
	Succeed, somewhat	6%	18%	30%	23%	14%
	Succeed, strongly	6%	7%	6%	13%	6%
	n=	180	225	68	31	504

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**Inflation Reduction Act - Attitudinals**

		MAIN THING TO CUT BACK ON								TOTAL
		Eating out/Entertainment	Food and groceries	Travel/Vacations	Unnecessar y/Discretionary spending	Cable/Subsc ription services	Utilities	Other	Nothing	Total
WILL INFLATION REDUCTION ACT SUCCEED OR FAIL?	Fail, strongly	25%	40%	26%	34%	14%	17%	29%	26%	26%
	Fail, somewhat	10%	10%	6%	2%	24%	0%	4%	2%	7%
	Mixed results/Unsure	47%	25%	46%	61%	25%	60%	47%	50%	46%
	Succeed, somewhat	12%	13%	14%	3%	30%	24%	14%	19%	14%
	Succeed, strongly	7%	12%	8%	0%	8%	0%	6%	3%	6%
	n=	163	45	64	19	18	24	54	106	504

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**Inflation Reduction Act - Attitudinals**

		MOST IMPORTANT ISSUE								TOTAL
		Homelessnes s	Housing cost	Cost of living	Crime/Drugs /Safety	Inflation	Housing availability	Other	Nothing/Unsure	Total
WILL INFLATION REDUCTION ACT SUCCEED OR FAIL?	Fail, strongly	28%	19%	46%	12%	34%	13%	28%	5%	26%
	Fail, somewhat	3%	15%	9%	9%	12%	8%	8%	0%	7%
	Mixed results/Unsure	47%	51%	38%	47%	47%	55%	44%	41%	46%
	Succeed, somewhat	13%	13%	6%	32%	6%	22%	14%	35%	14%
	Succeed, strongly	10%	3%	2%	0%	2%	2%	6%	19%	6%
	n=	174	73	38	24	21	26	134	14	504

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**Inflation Reduction Act - Attitudinals**

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
WILL INFLATION REDUCTION ACT SUCCEED OR FAIL?	Fail, strongly	71%	36%	12%	3%	2%	26%
	Fail, somewhat	3%	14%	3%	11%	8%	7%
	Mixed results/Unsure	20%	41%	61%	51%	51%	46%
	Succeed, somewhat	4%	6%	18%	22%	23%	14%
	Succeed, strongly	1%	3%	5%	12%	16%	6%
	n=	122	76	130	145	26	504

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