

Pure Demographics

		GENDER		AGE						TOTAL	
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
RACE	White or Caucasian	69%	64%	81%	62%	54%	59%	65%	77%	87%	66%
	Black or African American	7%	5%	9%	9%	6%	4%	6%	6%	4%	6%
	Asian or Pacific Islander	11%	13%	0%	16%	18%	15%	16%	4%	4%	12%
	Native American	0%	2%	0%	0%	2%	1%	1%	2%	2%	1%
	Other/Multi-racial	12%	16%	10%	13%	20%	21%	13%	11%	2%	14%
	n=	242	262	11	85	82	69	87	87	83	504
HISPANIC	No	68%	69%	68%	51%	66%	65%	80%	81%	87%	68%
	Yes	32%	31%	32%	49%	34%	35%	20%	19%	13%	32%
	n=	242	262	11	85	82	69	87	87	83	504

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

Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
REGISTERED VOTER	No	20%	15%	20%	12%	19%	23%	23%	9%	13%	18%
	Yes	80%	85%	80%	88%	81%	77%	77%	91%	87%	82%
	n=	242	262	11	85	82	69	87	87	83	504
HOUSING TYPE	Apartment renter	16%	13%	10%	38%	6%	10%	5%	12%	7%	15%
	Condo renter	3%	4%	0%	4%	9%	6%	1%	3%	0%	4%
	Condo owner	7%	10%	0%	7%	10%	10%	12%	8%	8%	8%
	House renter	18%	16%	52%	21%	19%	13%	7%	1%	4%	17%
	House owner	54%	56%	39%	29%	54%	61%	75%	74%	74%	55%
	Mobile home	2%	1%	0%	1%	2%	0%	0%	2%	6%	1%
	n=	237	262	11	85	82	68	86	86	81	499

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Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
NEIGHBORHOOD DENSITY	Far below average	17%	21%	30%	20%	16%	16%	19%	15%	17%	19%
	Below average	18%	17%	23%	12%	11%	21%	16%	22%	29%	17%
	Average	18%	24%	20%	17%	23%	28%	19%	22%	19%	21%
	Above average	17%	16%	9%	14%	19%	15%	19%	20%	23%	17%
	Far above average	30%	21%	19%	37%	31%	20%	27%	20%	12%	26%
	n=	242	262	11	85	82	69	87	87	83	504
NEIGHBORHOOD INCOME	Far below average	24%	25%	32%	32%	22%	27%	24%	14%	13%	25%
	Below average	21%	19%	20%	32%	16%	14%	20%	19%	15%	20%
	Average	21%	16%	19%	15%	16%	19%	16%	22%	27%	18%
	Above average	17%	18%	0%	12%	21%	21%	20%	29%	19%	18%
	Far above average	17%	22%	30%	8%	25%	20%	20%	16%	27%	19%
	n=	242	262	11	85	82	69	87	87	83	504
NEIGHBORHOOD HOME VALUES	Far below average	26%	21%	38%	33%	20%	22%	19%	14%	13%	24%
	Below average	19%	21%	30%	20%	20%	18%	21%	19%	9%	20%
	Average	17%	19%	3%	21%	15%	26%	20%	15%	20%	18%
	Above average	19%	16%	0%	16%	23%	8%	23%	28%	32%	18%
	Far above average	19%	22%	30%	9%	22%	26%	18%	23%	26%	21%
	n=	242	262	11	85	82	69	87	87	83	504

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Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
AREA	No. 78	14%	16%	23%	19%	11%	14%	16%	11%	9%	15%
	56 - 78	18%	20%	30%	10%	12%	20%	21%	22%	30%	19%
	52 - 56	12%	15%	20%	8%	16%	15%	16%	11%	7%	13%
	8 - 52	17%	13%	0%	11%	14%	15%	14%	29%	28%	15%
	54 - 94	26%	27%	19%	37%	33%	26%	24%	21%	12%	27%
	So. 54	13%	9%	9%	15%	14%	10%	9%	6%	13%	11%
	n=	242	262	11	85	82	69	87	87	83	504

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Pure Demographics

		GENDER		TOTAL
		Female	Male	Total
AGE	18-24	6%	15%	11%
	25-34	22%	21%	21%
	35-44	15%	18%	17%
	45-54	18%	15%	16%
	55-64	17%	15%	16%
	65-74	11%	10%	11%
	75+	10%	6%	8%
	n=	242	262	504

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Pure Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi- racial	No	Yes	Total
GENDER	Female	52%	58%	45%	42%	50%	51%	50%
	Male	48%	42%	55%	58%	50%	49%	50%
	n=	338	67	63	36	406	98	504
AGE	18-24	13%	15%	0%	7%	11%	11%	11%
	25-34	20%	29%	28%	19%	16%	33%	21%
	35-44	14%	16%	24%	25%	16%	18%	17%
	45-54	15%	10%	21%	24%	16%	18%	16%
	55-64	16%	14%	21%	14%	19%	10%	16%
	65-74	13%	10%	4%	9%	13%	6%	11%
	75+	11%	6%	3%	2%	10%	3%	8%
	n=	338	67	63	36	406	98	504

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Pure Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi- racial	No	Yes	Total
REGISTERED VOTER	No	18%	8%	20%	18%	16%	22%	18%
	Yes	82%	92%	80%	82%	84%	78%	82%
	n=	338	67	63	36	406	98	504
HOUSING TYPE	Apartment renter	15%	22%	14%	11%	11%	23%	15%
	Condo renter	3%	5%	3%	7%	3%	4%	4%
	Condo owner	8%	4%	9%	11%	9%	7%	8%
	House renter	16%	30%	5%	24%	15%	22%	17%
	House owner	57%	35%	68%	46%	61%	42%	55%
	Mobile home	1%	4%	1%	0%	1%	2%	1%
	n=	335	65	63	36	401	98	499

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Pure Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
NEIGHBORHOOD DENSITY	Far below average	20%	13%	11%	25%	18%	20%	19%
	Below average	20%	9%	21%	9%	21%	10%	17%
	Average	19%	15%	20%	35%	22%	18%	21%
	Above average	17%	12%	23%	13%	17%	15%	17%
	Far above average	25%	52%	25%	18%	21%	36%	26%
	n=	338	67	63	36	406	98	504
NEIGHBORHOOD INCOME	Far below average	22%	36%	27%	28%	19%	37%	25%
	Below average	25%	24%	14%	4%	19%	22%	20%
	Average	17%	17%	14%	27%	18%	18%	18%
	Above average	18%	11%	16%	18%	19%	14%	18%
	Far above average	18%	11%	29%	24%	24%	10%	19%
	n=	338	67	63	36	406	98	504
NEIGHBORHOOD HOME VALUES	Far below average	22%	52%	21%	19%	17%	39%	24%
	Below average	20%	11%	19%	25%	18%	24%	20%
	Average	19%	13%	21%	15%	18%	18%	18%
	Above average	20%	15%	10%	17%	22%	8%	18%
	Far above average	19%	7%	29%	25%	25%	10%	21%
	n=	338	67	63	36	406	98	504

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Pure Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi- racial	No	Yes	Total
AREA	No. 78	17%	12%	7%	13%	13%	18%	15%
	56 - 78	21%	9%	17%	14%	24%	8%	19%
	52 - 56	9%	1%	35%	19%	17%	6%	13%
	8 - 52	16%	8%	9%	15%	18%	8%	15%
	54 - 94	25%	46%	17%	37%	21%	39%	27%
	So. 54	11%	24%	15%	3%	7%	21%	11%
	n=	338	67	63	36	406	98	504

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Pure Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
GENDER	Female	58%	48%	52%	48%	67%	50%
	Male	42%	52%	48%	52%	33%	50%
	n=	79	425	133	356	10	504
AGE	18-24	12%	10%	19%	7%	0%	11%
	25-34	15%	23%	39%	12%	11%	21%
	35-44	18%	16%	16%	17%	25%	17%
	45-54	22%	15%	14%	18%	0%	16%
	55-64	21%	15%	6%	22%	5%	16%
	65-74	6%	12%	5%	14%	20%	11%
	75+	6%	9%	2%	10%	38%	8%
	n=	79	425	133	356	10	504

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Pure Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
RACE	White or Caucasian	68%	66%	64%	68%	72%	66%
	Black or African American	3%	7%	10%	4%	17%	6%
	Asian or Pacific Islander	14%	12%	8%	15%	11%	12%
	Native American	0%	1%	1%	1%	0%	1%
	Other/Multi-racial	15%	14%	17%	13%	0%	14%
	n=	79	425	133	356	10	504
HISPANIC	No	60%	70%	56%	75%	58%	68%
	Yes	40%	30%	44%	25%	42%	32%
	n=	79	425	133	356	10	504

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Pure Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
NEIGHBORHOOD DENSITY	Far below average	17%	19%	21%	18%	11%	19%
	Below average	21%	17%	9%	21%	48%	17%
	Average	22%	21%	16%	25%	0%	21%
	Above average	13%	18%	14%	19%	5%	17%
	Far above average	26%	26%	40%	18%	36%	26%
	n=	79	425	133	356	10	504
NEIGHBORHOOD INCOME	Far below average	31%	23%	34%	19%	47%	25%
	Below average	16%	21%	28%	15%	42%	20%
	Average	16%	19%	17%	19%	5%	18%
	Above average	17%	18%	9%	22%	5%	18%
	Far above average	22%	19%	11%	25%	0%	19%
	n=	79	425	133	356	10	504
NEIGHBORHOOD HOME VALUES	Far below average	36%	21%	32%	18%	47%	24%
	Below average	15%	21%	22%	18%	48%	20%
	Average	14%	19%	15%	20%	0%	18%
	Above average	12%	19%	16%	19%	5%	18%
	Far above average	23%	20%	14%	24%	0%	21%
	n=	79	425	133	356	10	504

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Pure Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
AREA	No. 78	13%	15%	21%	11%	37%	15%
	56 - 78	22%	18%	10%	24%	31%	19%
	52 - 56	17%	12%	11%	15%	5%	13%
	8 - 52	10%	16%	10%	18%	11%	15%
	54 - 94	27%	27%	40%	20%	11%	27%
	So. 54	11%	11%	10%	12%	5%	11%
	n=	79	425	133	356	10	504

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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	45%	51%	42%	51%	58%	49%	52%	57%	50%	43%	55%	48%	47%	54%	45%	50%
	Male	55%	49%	58%	49%	42%	51%	48%	43%	50%	57%	45%	52%	53%	46%	55%	50%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504
AGE	18-24	17%	14%	10%	6%	8%	14%	10%	11%	0%	16%	17%	16%	2%	0%	15%	11%
	25-34	23%	14%	17%	18%	31%	28%	34%	18%	15%	9%	30%	22%	26%	20%	9%	21%
	35-44	14%	11%	18%	19%	20%	15%	13%	15%	20%	21%	14%	16%	14%	21%	18%	17%
	45-54	14%	20%	22%	15%	13%	18%	11%	17%	20%	17%	15%	15%	23%	7%	21%	16%
	55-64	16%	14%	14%	18%	17%	15%	15%	14%	18%	17%	13%	16%	17%	20%	14%	16%
	65-74	9%	14%	11%	13%	9%	6%	10%	13%	18%	9%	7%	10%	9%	17%	12%	11%
	75+	7%	13%	7%	11%	4%	4%	6%	12%	9%	11%	4%	4%	9%	15%	10%	8%
n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504	

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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 or Caucasian	69%	75%	59%	67%	65%	60%	81%	63%	69%	60%	63%	66%	69%	74%	62%	66%
	Black or African American	4%	3%	4%	4%	13%	9%	8%	6%	4%	4%	14%	4%	5%	6%	2%	6%
	Asian or Pacific Islander	7%	15%	11%	17%	12%	13%	8%	9%	11%	18%	11%	12%	14%	7%	17%	12%
	Native American	2%	1%	1%	1%	1%	1%	0%	0%	1%	4%	1%	1%	0%	1%	3%	1%
	Other/Multi-racial	18%	6%	24%	11%	10%	16%	3%	22%	15%	15%	11%	18%	12%	13%	16%	14%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504
HISPANIC	No	66%	82%	72%	71%	55%	53%	66%	68%	75%	84%	48%	62%	68%	85%	84%	68%
	Yes	34%	18%	28%	29%	45%	47%	34%	32%	25%	16%	52%	38%	32%	15%	16%	32%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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
REGISTERED VOTER	No	16%	21%	18%	14%	18%	22%	13%	15%	17%	19%	26%	14%	14%	12%	20%	18%
	Yes	84%	79%	82%	86%	82%	78%	87%	85%	83%	81%	74%	86%	86%	88%	80%	82%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504
HOUSING TYPE	Apartment renter	13%	10%	7%	13%	27%	22%	27%	10%	10%	2%	15%	15%	19%	23%	3%	15%
	Condo renter	2%	2%	2%	6%	6%	5%	2%	6%	1%	4%	7%	1%	1%	5%	4%	4%
	Condo owner	4%	5%	9%	12%	11%	4%	10%	10%	10%	7%	3%	11%	6%	13%	10%	8%
	House renter	25%	6%	18%	11%	22%	21%	21%	18%	7%	15%	27%	23%	8%	5%	17%	17%
	House owner	56%	73%	65%	58%	33%	45%	38%	56%	70%	72%	46%	47%	65%	55%	65%	55%
	Mobile home	1%	4%	0%	0%	2%	3%	3%	0%	0%	0%	3%	3%	0%	0%	0%	1%
	n=	99	100	101	101	98	100	97	102	102	98	98	93	107	105	96	499

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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	46%	10%	18%	0%	3%	18%	27%	18%	10%	0%	6%	37%	32%	2%	1%	15%
	56 - 78	19%	40%	33%	7%	0%	5%	11%	8%	10%	63%	3%	12%	12%	17%	52%	19%
	52 - 56	21%	20%	11%	14%	4%	13%	2%	12%	23%	19%	13%	15%	13%	7%	18%	13%
	8 - 52	8%	15%	14%	43%	3%	6%	8%	37%	24%	4%	4%	6%	23%	32%	14%	15%
	54 - 94	5%	1%	12%	18%	77%	45%	39%	15%	21%	7%	57%	9%	14%	36%	13%	27%
	So. 54	1%	14%	12%	18%	12%	14%	13%	9%	13%	7%	19%	21%	6%	7%	1%	11%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

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Pure Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
GENDER	Female	47%	47%	45%	57%	49%	59%	50%
	Male	53%	53%	55%	43%	51%	41%	50%
	n=	74	105	69	101	109	46	504
AGE	18-24	16%	17%	16%	0%	8%	8%	11%
	25-34	27%	12%	13%	16%	30%	29%	21%
	35-44	12%	11%	20%	16%	20%	21%	17%
	45-54	15%	17%	19%	17%	16%	14%	16%
	55-64	17%	18%	19%	15%	14%	13%	16%
	65-74	8%	13%	9%	21%	8%	6%	11%
	75+	5%	13%	4%	16%	4%	9%	8%
	n=	74	105	69	101	109	46	504

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Pure Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
RACE	White or Caucasian	76%	75%	46%	74%	61%	67%	66%
	Black or African American	5%	3%	1%	4%	11%	13%	6%
	Asian or Pacific Islander	6%	11%	32%	8%	8%	16%	12%
	Native American	0%	2%	4%	0%	1%	0%	1%
	Other/Multi-racial	13%	9%	18%	15%	20%	4%	14%
	n=	74	105	69	101	109	46	504
HISPANIC	No	61%	87%	87%	83%	54%	41%	68%
	Yes	39%	13%	13%	17%	46%	59%	32%
	n=	74	105	69	101	109	46	504

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Pure Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
REGISTERED VOTER	No	15%	20%	22%	12%	18%	17%	18%
	Yes	85%	80%	78%	88%	82%	83%	82%
	n=	74	105	69	101	109	46	504
HOUSING TYPE	Apartment renter	20%	8%	3%	10%	24%	17%	15%
	Condo renter	1%	2%	5%	5%	6%	2%	4%
	Condo owner	2%	8%	8%	9%	11%	10%	8%
	House renter	27%	8%	21%	8%	22%	11%	17%
	House owner	46%	72%	63%	67%	36%	60%	55%
	Mobile home	3%	2%	1%	1%	1%	1%	1%
	n=	74	105	67	100	108	45	499

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

Pure Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
NEIGHBORHOOD DENSITY	Far below average	58%	19%	30%	10%	4%	1%	19%
	Below average	12%	37%	27%	17%	1%	22%	17%
	Average	26%	37%	18%	19%	9%	22%	21%
	Above average	0%	6%	17%	48%	12%	27%	17%
	Far above average	5%	1%	8%	5%	74%	28%	26%
	n=	74	105	69	101	109	46	504
NEIGHBORHOOD INCOME	Far below average	29%	6%	24%	10%	41%	31%	25%
	Below average	37%	11%	3%	11%	30%	23%	20%
	Average	22%	8%	16%	45%	10%	15%	18%
	Above average	12%	9%	30%	29%	13%	19%	18%
	Far above average	0%	65%	27%	5%	5%	12%	19%
	n=	74	105	69	101	109	46	504
NEIGHBORHOOD HOME VALUES	Far below average	9%	3%	22%	6%	50%	39%	24%
	Below average	49%	13%	23%	8%	6%	38%	20%
	Average	39%	11%	18%	28%	9%	10%	18%
	Above average	2%	16%	9%	39%	24%	11%	18%
	Far above average	2%	57%	27%	20%	10%	2%	21%
	n=	74	105	69	101	109	46	504

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

Northern Baja Visitations - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
VISITS IN PAST YEAR	0	74%	70%	78%	55%	71%	68%	79%	85%	84%	72%
	1	3%	4%	0%	5%	4%	1%	7%	5%	1%	4%
	2	7%	9%	9%	19%	4%	2%	8%	1%	5%	8%
	3-5	11%	7%	3%	13%	16%	14%	3%	2%	2%	9%
	6-10	1%	7%	10%	4%	3%	5%	0%	5%	2%	4%
	11+	5%	3%	0%	3%	4%	10%	3%	2%	5%	4%
	n=	242	262	11	85	82	69	87	87	83	504

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

Northern Baja Visitations - Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
VISITS IN PAST YEAR	0	70%	81%	85%	67%	83%	48%	72%
	1	3%	3%	8%	4%	5%	2%	4%
	2	10%	3%	3%	6%	4%	16%	8%
	3-5	9%	6%	4%	12%	6%	16%	9%
	6-10	4%	5%	0%	6%	2%	8%	4%
	11+	4%	2%	0%	5%	1%	10%	4%
	n=	338	67	63	36	406	98	504

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

Northern Baja Visitations - Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
VISITS IN PAST YEAR	0	66%	73%	66%	75%	41%	72%
	1	5%	4%	3%	4%	11%	4%
	2	9%	8%	10%	7%	25%	8%
	3-5	9%	9%	12%	7%	0%	9%
	6-10	4%	4%	6%	3%	11%	4%
	11+	7%	3%	3%	4%	11%	4%
	n=	79	425	133	356	10	504

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

Northern Baja Visitations - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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
VISITS IN PAST YEAR	0	76%	73%	84%	67%	60%	61%	71%	71%	78%	82%	52%	74%	78%	82%	78%	72%
	1	2%	5%	4%	2%	6%	3%	4%	5%	2%	4%	2%	6%	2%	4%	5%	4%
	2	6%	7%	3%	17%	8%	6%	13%	10%	4%	7%	14%	10%	2%	7%	5%	8%
	3-5	12%	7%	5%	3%	14%	19%	7%	3%	7%	6%	18%	5%	9%	6%	5%	9%
	6-10	2%	5%	1%	4%	7%	7%	0%	8%	3%	1%	9%	0%	3%	0%	7%	4%
	11+	2%	2%	4%	7%	4%	5%	5%	3%	5%	0%	6%	6%	6%	2%	0%	4%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

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

Northern Baja Visitations - Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
VISITS IN PAST YEAR	0	76%	81%	85%	88%	58%	47%	72%
	1	7%	4%	3%	0%	4%	3%	4%
	2	7%	6%	3%	3%	10%	20%	8%
	3-5	10%	6%	8%	5%	14%	7%	9%
	6-10	0%	3%	0%	2%	9%	6%	4%
	11+	0%	1%	1%	2%	4%	18%	4%
	n=	74	105	69	101	109	46	504

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

Attractions and Barriers - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
REASON FOR VISITING	Vacation, sightsee, fish, enjoy outdoors	32%	43%	55%	26%	46%	46%	45%	23%	30%	38%
	Visit relatives, friends	31%	22%	45%	33%	11%	35%	9%	13%	17%	26%
	Healthcare, medicine, treatment	17%	10%	0%	17%	16%	0%	17%	34%	15%	13%
	Nightlife, dinner	4%	12%	0%	8%	21%	0%	9%	14%	6%	9%
	Shopping	6%	1%	0%	1%	1%	7%	8%	0%	19%	4%
	Business	2%	3%	0%	2%	0%	6%	9%	0%	0%	3%
	Sports	0%	4%	0%	4%	2%	0%	0%	0%	8%	2%
	Other	7%	2%	0%	9%	0%	0%	3%	15%	6%	4%
	Unsure	0%	3%	0%	0%	3%	6%	0%	0%	0%	2%
	n=	51	72	3	35	25	17	20	10	13	123
REASON FOR NOT VISITING	Safety concerns	44%	44%	13%	27%	45%	47%	64%	61%	41%	44%
	No interest/reason/desire to go	16%	16%	13%	23%	27%	18%	4%	10%	13%	16%
	No passport/Don't travel	3%	13%	25%	9%	7%	3%	4%	1%	12%	8%
	COVID protocols	9%	6%	13%	9%	3%	8%	5%	7%	15%	8%
	No family, friends in the region	10%	5%	13%	2%	6%	6%	8%	13%	6%	7%
	Long border wait times	8%	5%	24%	8%	0%	2%	8%	3%	6%	7%
	No time to go	1%	4%	0%	3%	2%	9%	1%	1%	0%	2%
	Don't speak the language	2%	2%	0%	2%	5%	1%	1%	0%	2%	2%
	Unaware of things to do in the region	0%	3%	0%	1%	2%	2%	3%	0%	0%	1%
	No one to travel with	2%	0%	0%	7%	0%	0%	0%	0%	0%	1%
	Other	1%	1%	0%	0%	3%	1%	0%	3%	0%	1%
	Unsure	4%	2%	0%	10%	1%	2%	3%	1%	3%	3%
	n=	191	190	8	50	57	52	67	77	70	381

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

Attractions and Barriers - Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi- racial	No	Yes	Total
REASON FOR VISITING	Vacation, sightsee, fish, enjoy outdoors	36%	46%	36%	41%	50%	29%	38%
	Visit relatives, friends	26%	25%	7%	32%	5%	41%	26%
	Healthcare, medicine, treatment	14%	6%	13%	14%	8%	17%	13%
	Nightlife, dinner	7%	6%	18%	12%	12%	6%	9%
	Shopping	3%	17%	10%	0%	5%	2%	4%
	Business	4%	0%	0%	0%	4%	2%	3%
	Sports	3%	0%	0%	0%	5%	0%	2%
	Other	6%	0%	0%	0%	6%	3%	4%
	Unsure	1%	0%	17%	0%	4%	0%	2%
	n=	85	16	12	10	76	47	123
REASON FOR NOT VISITING	Safety concerns	48%	38%	42%	30%	45%	38%	44%
	No interest/reason/desire to go	8%	12%	25%	41%	15%	19%	16%
	No passport/Don't travel	11%	1%	3%	4%	8%	10%	8%
	COVID protocols	9%	8%	13%	0%	7%	10%	8%
	No family, friends in the region	8%	1%	8%	5%	9%	1%	7%
	Long border wait times	7%	20%	2%	3%	7%	7%	7%
	No time to go	1%	7%	1%	7%	1%	7%	2%
	Don't speak the language	2%	0%	3%	0%	2%	0%	2%
	Unaware of things to do in the region	1%	0%	0%	4%	2%	0%	1%
	No one to travel with	0%	4%	0%	5%	0%	4%	1%
	Other	1%	3%	2%	0%	1%	0%	1%
	Unsure	4%	4%	0%	0%	3%	4%	3%
	n=	253	51	51	26	330	51	381

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

Attractions and Barriers - Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
REASON FOR VISITING	Vacation, sightsee, fish, enjoy outdoors	39%	37%	30%	45%	0%	38%
	Visit relatives, friends	25%	26%	39%	16%	19%	26%
	Healthcare, medicine, treatment	20%	12%	10%	13%	72%	13%
	Nightlife, dinner	6%	9%	9%	8%	9%	9%
	Shopping	7%	3%	1%	6%	0%	4%
	Business	0%	3%	1%	4%	0%	3%
	Sports	3%	2%	3%	2%	0%	2%
	Other	0%	6%	7%	3%	0%	4%
	Unsure	0%	2%	0%	3%	0%	2%
	n=	25	98	43	75	5	123
REASON FOR NOT VISITING	Safety concerns	36%	45%	31%	49%	87%	44%
	No interest/reason/desire to go	4%	18%	17%	15%	13%	16%
	No passport/Don't travel	10%	8%	10%	7%	0%	8%
	COVID protocols	7%	8%	8%	8%	0%	8%
	No family, friends in the region	11%	7%	7%	8%	0%	7%
	Long border wait times	14%	5%	9%	6%	0%	7%
	No time to go	6%	2%	5%	1%	0%	2%
	Don't speak the language	3%	2%	2%	1%	0%	2%
	Unaware of things to do in the region	2%	1%	1%	2%	0%	1%
	No one to travel with	0%	1%	3%	0%	0%	1%
	Other	1%	1%	2%	0%	0%	1%
	Unsure	4%	3%	5%	2%	0%	3%
n=	54	327	90	281	5	381	

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Attractions and Barriers - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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
REASON FOR VISITING	Vacation, sightsee, fish, enjoy outdoors	62%	36%	49%	45%	20%	21%	41%	52%	37%	57%	23%	37%	31%	67%	60%	38%
	Visit relatives, friends	2%	18%	28%	24%	40%	34%	37%	5%	41%	0%	37%	25%	32%	19%	0%	26%
	Healthcare, medicine, treatment	6%	16%	6%	6%	22%	21%	3%	18%	9%	8%	16%	10%	14%	2%	18%	13%
	Nightlife, dinner	5%	12%	9%	10%	8%	10%	3%	6%	13%	12%	9%	7%	12%	3%	10%	9%
	Shopping	2%	7%	0%	8%	2%	2%	8%	7%	0%	0%	3%	9%	2%	4%	0%	4%
	Business	0%	3%	8%	0%	3%	3%	0%	0%	0%	13%	3%	5%	0%	0%	4%	3%
	Sports	0%	4%	0%	7%	0%	0%	3%	4%	0%	5%	0%	0%	4%	0%	9%	2%
	Other	21%	4%	0%	0%	1%	5%	5%	5%	0%	5%	6%	6%	2%	6%	0%	4%
	Unsure	3%	0%	0%	0%	3%	3%	0%	2%	0%	0%	3%	0%	3%	0%	0%	2%
	n=	23	25	16	25	34	35	23	28	17	20	38	23	25	15	22	123
REASON FOR NOT VISITING	Safety concerns	47%	46%	38%	45%	44%	36%	56%	40%	56%	32%	26%	51%	51%	59%	30%	44%
	No interest/reason/desire to go	21%	15%	15%	21%	8%	15%	8%	27%	11%	19%	17%	16%	15%	10%	21%	16%
	No passport/Don't travel	14%	9%	7%	5%	5%	13%	14%	4%	2%	7%	13%	15%	5%	4%	4%	8%
	COVID protocols	4%	8%	14%	9%	4%	4%	5%	12%	3%	15%	9%	5%	6%	4%	15%	8%
	No family, friends in the region	6%	13%	3%	9%	8%	3%	2%	4%	15%	12%	5%	1%	7%	9%	13%	7%
	Long border wait times	0%	3%	10%	6%	12%	10%	5%	4%	4%	9%	14%	4%	4%	1%	10%	7%
	No time to go	3%	1%	0%	1%	7%	6%	3%	2%	0%	1%	8%	3%	1%	0%	1%	2%
	Don't speak the language	1%	1%	2%	1%	4%	4%	0%	1%	2%	2%	5%	1%	0%	3%	1%	2%
	Unaware of things to do in the region	1%	1%	3%	0%	2%	3%	0%	0%	3%	2%	0%	0%	3%	4%	1%	1%
	No one to travel with	0%	0%	3%	0%	1%	5%	0%	0%	0%	0%	2%	0%	4%	0%	0%	1%
	Other	1%	1%	0%	1%	2%	0%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%
	Unsure	1%	2%	5%	1%	4%	1%	4%	5%	4%	1%	3%	3%	3%	3%	3%	3%
	n=	77	78	85	76	65	66	75	77	85	78	63	71	82	91	74	381

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

Attractions and Barriers - Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
REASON FOR VISITING	Vacation, sightsee, fish, enjoy outdoors	64%	37%	46%	42%	33%	26%	38%
	Visit relatives, friends	5%	3%	0%	17%	42%	35%	26%
	Healthcare, medicine, treatment	15%	16%	5%	21%	12%	14%	13%
	Nightlife, dinner	0%	17%	32%	4%	7%	5%	9%
	Shopping	2%	3%	0%	7%	1%	10%	4%
	Business	0%	4%	0%	0%	3%	5%	3%
	Sports	0%	5%	0%	9%	2%	0%	2%
	Other	10%	15%	0%	0%	0%	6%	4%
	Unsure	4%	0%	16%	0%	0%	0%	2%
	n=	17	20	11	14	36	25	123
REASON FOR NOT VISITING	Safety concerns	43%	45%	31%	60%	38%	43%	44%
	No interest/reason/desire to go	9%	12%	34%	11%	16%	12%	16%
	No passport/Don't travel	17%	1%	12%	5%	7%	13%	8%
	COVID protocols	6%	13%	8%	9%	5%	2%	8%
	No family, friends in the region	5%	12%	6%	5%	8%	5%	7%
	Long border wait times	1%	8%	5%	7%	6%	19%	7%
	No time to go	4%	1%	0%	0%	7%	0%	2%
	Don't speak the language	2%	2%	1%	1%	4%	0%	2%
	Unaware of things to do in the region	3%	1%	1%	1%	2%	0%	1%
	No one to travel with	5%	0%	0%	0%	1%	0%	1%
	Other	0%	1%	1%	1%	2%	1%	1%
	Unsure	6%	4%	0%	1%	4%	4%	3%
	n=	57	85	58	87	73	21	381

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

Attractions and Barriers - Attitudinal

		VISITS IN PAST YEAR						TOTAL
		0	1	2	3-5	6-10	11+	Total
REASON FOR VISITING	Vacation, sightsee, fish, enjoy outdoors	0%	57%	42%	46%	23%	6%	38%
	Visit relatives, friends	0%	5%	25%	16%	47%	49%	26%
	Healthcare, medicine, treatment	0%	19%	13%	9%	13%	21%	13%
	Nightlife, dinner	0%	6%	9%	10%	11%	4%	9%
	Shopping	0%	5%	3%	1%	0%	13%	4%
	Business	0%	0%	4%	3%	4%	0%	3%
	Sports	0%	0%	4%	2%	2%	0%	2%
	Other	0%	9%	0%	7%	0%	7%	4%
	Unsure	0%	0%	0%	5%	0%	0%	2%
	n=	0	23	29	37	15	19	123
REASON FOR NOT VISITING	Safety concerns	44%	0%	0%	0%	0%	0%	44%
	No interest/reason/desire to go	16%	0%	0%	0%	0%	0%	16%
	No passport/Don't travel	8%	0%	0%	0%	0%	0%	8%
	COVID protocols	8%	0%	0%	0%	0%	0%	8%
	No family, friends in the region	7%	0%	0%	0%	0%	0%	7%
	Long border wait times	7%	0%	0%	0%	0%	0%	7%
	No time to go	2%	0%	0%	0%	0%	0%	2%
	Don't speak the language	2%	0%	0%	0%	0%	0%	2%
	Unaware of things to do in the region	1%	0%	0%	0%	0%	0%	1%
	No one to travel with	1%	0%	0%	0%	0%	0%	1%
	Other	1%	0%	0%	0%	0%	0%	1%
	Unsure	3%	0%	0%	0%	0%	0%	3%
	n=	381	0	0	0	0	0	381

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

Baja Impression - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
IMPRESSION OF NORTHERN BAJA CALIFORNIA	No Impression	40%	41%	57%	48%	37%	35%	34%	30%	39%	40%
	Very negative	12%	15%	0%	3%	11%	10%	22%	38%	18%	13%
	Somewhat negative	16%	14%	10%	9%	12%	16%	26%	18%	18%	15%
	Neutral/Unsure	7%	4%	10%	3%	7%	7%	4%	3%	2%	5%
	Somewhat positive	14%	20%	23%	14%	27%	19%	10%	10%	15%	17%
	Very positive	12%	7%	0%	23%	7%	12%	4%	1%	8%	9%
	n=	242	262	11	85	82	69	87	87	83	504

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

Baja Impression - Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
IMPRESSION OF NORTHERN BAJA CALIFORNIA	No Impression	34%	69%	62%	35%	41%	37%	40%
	Very negative	14%	1%	12%	17%	15%	10%	13%
	Somewhat negative	17%	8%	18%	8%	17%	10%	15%
	Neutral/Unsure	6%	4%	2%	4%	6%	4%	5%
	Somewhat positive	18%	10%	5%	24%	17%	18%	17%
	Very positive	11%	7%	0%	12%	4%	20%	9%
	n=	338	67	63	36	406	98	504

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

Baja Impression - Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
IMPRESSION OF NORTHERN BAJA CALIFORNIA	No Impression	40%	40%	45%	38%	20%	40%
	Very negative	8%	14%	4%	18%	45%	13%
	Somewhat negative	24%	13%	7%	19%	25%	15%
	Neutral/Unsure	3%	6%	5%	5%	0%	5%
	Somewhat positive	14%	18%	24%	14%	5%	17%
	Very positive	12%	9%	14%	7%	5%	9%
	n=	79	425	133	356	10	504

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

Baja Impression - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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
IMPRESSION OF NORTHERN BAJA CALIFORNIA	No Impression	41%	31%	33%	39%	52%	51%	41%	37%	38%	30%	55%	38%	45%	32%	27%	40%
	Very negative	10%	17%	15%	12%	12%	12%	12%	11%	17%	14%	5%	17%	13%	20%	13%	13%
	Somewhat negative	11%	16%	19%	15%	14%	11%	13%	16%	17%	19%	10%	14%	13%	21%	19%	15%
	Neutral/Unsure	8%	9%	5%	4%	2%	2%	5%	6%	4%	10%	1%	6%	5%	6%	8%	5%
	Somewhat positive	19%	18%	20%	23%	8%	11%	18%	26%	9%	23%	15%	16%	13%	11%	30%	17%
	Very positive	10%	10%	8%	8%	11%	13%	12%	4%	15%	3%	14%	9%	11%	10%	3%	9%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

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

Baja Impression - Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
IMPRESSION OF NORTHERN BAJA CALIFORNIA	No Impression	39%	22%	59%	32%	51%	34%	40%
	Very negative	9%	19%	12%	23%	6%	14%	13%
	Somewhat negative	13%	20%	14%	21%	11%	12%	15%
	Neutral/Unsure	6%	15%	2%	3%	3%	0%	5%
	Somewhat positive	21%	21%	9%	15%	18%	16%	17%
	Very positive	12%	3%	4%	6%	11%	24%	9%
	n=	74	105	69	101	109	46	504

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

Baja Impression - Attitudinals

		VISITS IN PAST YEAR						TOTAL
		0	1	2	3-5	6-10	11+	Total
IMPRESSION OF NORTHERN BAJA CALIFORNIA	No Impression	46%	36%	21%	18%	36%	29%	40%
	Very negative	16%	11%	6%	4%	8%	2%	13%
	Somewhat negative	16%	28%	15%	14%	11%	0%	15%
	Neutral/Unsure	7%	0%	0%	0%	2%	0%	5%
	Somewhat positive	13%	17%	25%	38%	34%	13%	17%
	Very positive	2%	8%	33%	27%	10%	56%	9%
	n=	381	23	29	37	15	19	504

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

Baja Impression - Attitudinals

		REASON FOR VISITING				REASON FOR NOT VISITING							TOTAL
		Vacation, sightsee, fish, enjoy outdoors	Visit relatives, friends	Healthcare, medicine, treatment	Other	Safety concerns	No interest/reason/desire to go	No passport/Do n't travel	COVID protocols	No family, friends in the region	Long border wait times	Other	Total
IMPRESSION OF NORTHERN BAJA CALIFORNIA	No Impression	14%	35%	35%	21%	27%	71%	64%	41%	57%	55%	67%	40%
	Very negative	7%	1%	14%	3%	32%	5%	14%	0%	3%	0%	0%	13%
	Somewhat negative	15%	15%	17%	8%	25%	4%	2%	8%	5%	43%	1%	15%
	Neutral/Unsure	0%	0%	0%	1%	7%	3%	7%	1%	26%	0%	5%	5%
	Somewhat positive	34%	4%	13%	56%	8%	17%	6%	47%	9%	0%	14%	17%
	Very positive	30%	45%	21%	10%	0%	0%	8%	3%	0%	3%	13%	9%
	n=	50	21	17	33	182	58	22	31	27	20	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	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
MOST IMPORTANT ISSUE	Homelessness	23%	21%	10%	24%	23%	28%	24%	21%	18%	22%
	Housing affordability	22%	18%	20%	35%	26%	16%	14%	12%	4%	20%
	Cost of living	12%	8%	0%	10%	16%	15%	7%	9%	6%	10%
	Housing availability	4%	9%	20%	5%	5%	5%	4%	5%	4%	6%
	Water scarcity	4%	5%	10%	2%	0%	4%	6%	5%	7%	4%
	Economy and jobs	2%	5%	0%	1%	4%	6%	7%	3%	6%	4%
	Inflation	5%	2%	0%	2%	1%	5%	5%	4%	15%	4%
	Crime and safety	2%	4%	10%	1%	2%	0%	5%	3%	3%	3%
	Environment and climate change	3%	4%	9%	3%	4%	1%	5%	4%	1%	4%
	Gasoline prices	2%	3%	9%	3%	1%	0%	1%	3%	5%	3%
	Infrastructure/Road repair	2%	3%	0%	5%	0%	2%	4%	4%	1%	2%
	Schools/Education	4%	1%	0%	3%	3%	3%	0%	5%	3%	2%
	Bad political leadership	2%	2%	0%	0%	6%	2%	4%	2%	1%	2%
	Illegal immigration/Border	2%	1%	0%	0%	1%	2%	2%	4%	7%	2%
	Taxes	2%	2%	0%	0%	2%	4%	4%	1%	0%	2%
	Traffic	1%	2%	0%	0%	0%	3%	3%	2%	4%	2%
	Overdevelopment/Overpopulation	1%	0%	0%	1%	0%	0%	0%	2%	2%	0%
Other	2%	7%	10%	6%	1%	1%	3%	8%	7%	5%	
Nothing/Don't know	2%	3%	3%	1%	2%	3%	1%	4%	8%	3%	
	n=	242	262	11	85	82	69	87	87	83	504

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

Most Important Issue - Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi- racial	No	Yes	Total
MOST IMPORTANT ISSUE	Homelessness	22%	26%	23%	18%	22%	22%	22%
	Housing affordability	21%	15%	18%	24%	17%	29%	20%
	Cost of living	9%	14%	17%	7%	10%	9%	10%
	Housing availability	6%	8%	11%	2%	8%	3%	6%
	Water scarcity	5%	1%	3%	2%	6%	1%	4%
	Economy and jobs	2%	2%	2%	12%	2%	7%	4%
	Inflation	4%	3%	2%	5%	5%	1%	4%
	Crime and safety	4%	0%	4%	1%	2%	4%	3%
	Environment and climate change	3%	17%	1%	1%	5%	1%	4%
	Gasoline prices	3%	1%	0%	4%	1%	6%	3%
	Infrastructure/Road repair	2%	1%	5%	2%	2%	4%	2%
	Schools/Education	2%	2%	2%	5%	3%	2%	2%
	Bad political leadership	1%	2%	2%	7%	2%	3%	2%
	Illegal immigration/Border	3%	0%	1%	0%	3%	0%	2%
	Taxes	2%	0%	0%	3%	2%	1%	2%
	Traffic	1%	0%	4%	2%	2%	0%	2%
	Overdevelopment/Overpopulation	1%	0%	1%	0%	1%	0%	0%
	Other	5%	6%	2%	6%	6%	2%	5%
Nothing/Don't know	3%	0%	5%	0%	2%	4%	3%	
n=	338	67	63	36	406	98	504	

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

Most Important Issue - Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
MOST IMPORTANT ISSUE	Homelessness	25%	22%	20%	24%	11%	22%
	Housing affordability	20%	20%	34%	13%	39%	20%
	Cost of living	15%	9%	9%	11%	0%	10%
	Housing availability	10%	6%	9%	5%	17%	6%
	Water scarcity	12%	3%	2%	6%	0%	4%
	Economy and jobs	3%	4%	0%	6%	0%	4%
	Inflation	2%	4%	2%	5%	0%	4%
	Crime and safety	2%	3%	4%	3%	0%	3%
	Environment and climate change	1%	4%	4%	3%	0%	4%
	Gasoline prices	1%	3%	2%	3%	0%	3%
	Infrastructure/Road repair	2%	3%	2%	3%	0%	2%
	Schools/Education	1%	3%	1%	3%	0%	2%
	Bad political leadership	3%	2%	1%	3%	0%	2%
	Illegal immigration/Border	0%	2%	0%	3%	17%	2%
	Taxes	0%	2%	0%	3%	0%	2%
	Traffic	0%	2%	1%	2%	5%	2%
	Overdevelopment/Overpopulation	0%	1%	0%	1%	0%	0%
	Other	0%	6%	5%	4%	11%	5%
Nothing/Don't know	3%	3%	4%	2%	0%	3%	
n=	79	425	133	356	10	504	

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

Most Important Issue - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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	11%	21%	20%	20%	33%	30%	19%	19%	15%	25%	22%	18%	25%	23%	23%	22%
	Housing affordability	20%	17%	17%	16%	29%	21%	25%	22%	20%	14%	27%	25%	13%	24%	13%	20%
	Cost of living	9%	11%	10%	10%	9%	8%	14%	8%	13%	6%	5%	18%	14%	7%	6%	10%
	Housing availability	14%	7%	10%	2%	0%	3%	7%	5%	6%	13%	4%	7%	3%	4%	13%	6%
	Water scarcity	4%	10%	3%	6%	1%	5%	2%	6%	4%	5%	6%	1%	3%	7%	5%	4%
	Economy and jobs	2%	2%	3%	6%	6%	7%	0%	5%	6%	0%	7%	2%	2%	3%	3%	4%
	Inflation	3%	9%	3%	3%	2%	3%	2%	4%	3%	7%	2%	3%	3%	4%	7%	4%
	Crime and safety	7%	2%	2%	4%	1%	1%	6%	3%	4%	1%	1%	7%	1%	4%	3%	3%
	Environment and climate change	1%	3%	5%	2%	6%	5%	5%	2%	3%	2%	5%	3%	1%	5%	2%	4%
	Gasoline prices	1%	1%	3%	6%	3%	4%	2%	7%	1%	1%	6%	1%	4%	0%	2%	3%
	Infrastructure/Road repair	3%	1%	3%	0%	4%	1%	5%	0%	5%	1%	4%	2%	4%	1%	1%	2%
	Schools/Education	3%	0%	5%	3%	1%	0%	1%	4%	3%	4%	0%	2%	2%	4%	4%	2%
	Bad political leadership	5%	1%	1%	6%	1%	0%	1%	5%	2%	5%	0%	1%	1%	7%	4%	2%
	Illegal immigration/Border	4%	3%	2%	1%	0%	0%	3%	1%	3%	3%	0%	3%	3%	1%	3%	2%
	Taxes	3%	1%	2%	2%	0%	2%	2%	2%	2%	1%	0%	2%	6%	0%	1%	2%
	Traffic	1%	6%	1%	0%	0%	1%	0%	1%	4%	2%	0%	0%	4%	2%	2%	2%
	Overdevelopment/Overpopulation	0%	0%	0%	3%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	1%	0%
	Other	6%	2%	9%	5%	1%	4%	4%	4%	4%	8%	5%	2%	5%	4%	7%	5%
	Nothing/Don't know	1%	4%	0%	5%	3%	5%	2%	2%	1%	2%	5%	2%	3%	2%	1%	3%
	n=		100	103	101	101	99	101	98	105	102	98	101	94	107	106	96

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

Most Important Issue - Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
MOST IMPORTANT ISSUE	Homelessness	14%	23%	20%	20%	28%	23%	22%
	Housing affordability	19%	9%	20%	18%	28%	27%	20%
	Cost of living	12%	11%	8%	4%	10%	15%	10%
	Housing availability	12%	10%	9%	6%	2%	1%	6%
	Water scarcity	4%	5%	9%	8%	0%	2%	4%
	Economy and jobs	1%	1%	3%	6%	8%	2%	4%
	Inflation	0%	4%	7%	4%	3%	5%	4%
	Crime and safety	8%	1%	3%	5%	2%	0%	3%
	Environment and climate change	3%	4%	3%	1%	3%	8%	4%
	Gasoline prices	5%	1%	1%	0%	6%	2%	3%
	Infrastructure/Road repair	0%	4%	1%	1%	4%	3%	2%
	Schools/Education	1%	3%	4%	4%	0%	3%	2%
	Bad political leadership	0%	6%	0%	7%	0%	0%	2%
	Illegal immigration/Border	3%	6%	1%	2%	0%	0%	2%
	Taxes	8%	1%	1%	0%	0%	3%	2%
	Traffic	3%	2%	2%	4%	0%	0%	2%
	Overdevelopment/Overpopulation	0%	0%	2%	2%	0%	0%	0%
	Other	4%	9%	4%	5%	3%	1%	5%
Nothing/Don't know	3%	2%	3%	3%	2%	4%	3%	
n=	74	105	69	101	109	46	504	

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

Most Important Issue - Attitudinals

		VISITS IN PAST YEAR						TOTAL
		0	1	2	3-5	6-10	11+	Total
MOST IMPORTANT ISSUE	Homelessness	22%	36%	14%	32%	19%	15%	22%
	Housing affordability	16%	36%	27%	24%	34%	45%	20%
	Cost of living	11%	2%	12%	2%	0%	26%	10%
	Housing availability	7%	4%	3%	10%	10%	0%	6%
	Water scarcity	5%	5%	0%	0%	0%	5%	4%
	Economy and jobs	3%	0%	5%	8%	16%	2%	4%
	Inflation	5%	0%	2%	4%	0%	0%	4%
	Crime and safety	4%	4%	0%	1%	0%	0%	3%
	Environment and climate change	5%	3%	0%	1%	0%	0%	4%
	Gasoline prices	2%	7%	12%	1%	11%	0%	3%
	Infrastructure/Road repair	2%	0%	10%	0%	0%	0%	2%
	Schools/Education	3%	0%	0%	0%	2%	0%	2%
	Bad political leadership	3%	0%	4%	1%	0%	3%	2%
	Illegal immigration/Border	2%	0%	1%	4%	0%	0%	2%
	Taxes	2%	0%	4%	1%	0%	0%	2%
	Traffic	2%	0%	2%	0%	0%	0%	2%
	Overdevelopment/Overpopulation	1%	0%	0%	0%	0%	0%	0%
Other	5%	3%	0%	2%	9%	2%	5%	
Nothing/Don't know	2%	0%	4%	10%	0%	2%	3%	
n=	381	23	29	37	15	19	504	

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

Most Important Issue - Attitudinals

		REASON FOR VISITING				REASON FOR NOT VISITING							TOTAL
		Vacation, sightsee, fish, enjoy outdoors	Visit relatives, friends	Healthcare, medicine, treatment	Other	Safety concerns	No interest/reason/desire to go	No passport/Don't travel	COVID protocols	No family, friends in the region	Long border wait times	Other	Total
MOST IMPORTANT ISSUE	Homelessness	26%	22%	14%	24%	23%	15%	15%	19%	42%	9%	33%	22%
	Housing affordability	20%	30%	60%	34%	14%	25%	13%	11%	10%	21%	18%	20%
	Cost of living	3%	22%	0%	3%	10%	11%	5%	15%	9%	4%	17%	10%
	Housing availability	8%	4%	4%	5%	8%	4%	0%	6%	0%	24%	4%	6%
	Water scarcity	0%	0%	0%	6%	4%	1%	22%	6%	8%	0%	4%	4%
	Economy and jobs	7%	0%	10%	10%	2%	3%	3%	8%	2%	6%	0%	4%
	Inflation	2%	0%	0%	5%	4%	10%	6%	0%	6%	0%	0%	4%
	Crime and safety	1%	0%	0%	0%	4%	1%	18%	0%	4%	0%	0%	3%
	Environment and climate change	1%	0%	0%	2%	4%	2%	5%	2%	0%	26%	5%	4%
	Gasoline prices	13%	1%	5%	0%	1%	0%	2%	0%	2%	0%	10%	3%
	Infrastructure/Road repair	0%	11%	0%	0%	3%	6%	0%	1%	0%	0%	0%	2%
	Schools/Education	1%	0%	0%	0%	3%	6%	0%	1%	8%	1%	0%	2%
	Bad political leadership	4%	0%	3%	0%	4%	5%	0%	0%	0%	0%	0%	2%
	Illegal immigration/Border	3%	1%	0%	0%	4%	0%	2%	0%	2%	0%	0%	2%
	Taxes	3%	0%	3%	0%	3%	0%	0%	0%	0%	0%	7%	2%
	Traffic	1%	0%	0%	0%	2%	1%	1%	8%	0%	0%	0%	2%
	Overdevelopment/Overpopulation	0%	0%	0%	0%	0%	0%	0%	4%	0%	4%	0%	0%
Other	2%	2%	0%	5%	4%	4%	4%	18%	6%	5%	2%	5%	
Nothing/Don't know	3%	7%	0%	6%	1%	6%	4%	0%	0%	0%	2%	3%	
n=		50	21	17	33	182	58	22	31	27	20	31	504

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Most Important Issue - Attitudinals

		IMPRESSION OF NORTHERN BAJA CALIFORNIA						TOTAL
		No Impression	Very negative	Somewhat negative	Neutral/Unsure	Somewhat positive	Very positive	Total
MOST IMPORTANT ISSUE	Homelessness	22%	26%	26%	53%	14%	10%	22%
	Housing affordability	23%	8%	17%	6%	25%	30%	20%
	Cost of living	8%	11%	7%	21%	9%	16%	10%
	Housing availability	3%	5%	11%	2%	12%	7%	6%
	Water scarcity	5%	3%	4%	3%	5%	4%	4%
	Economy and jobs	4%	3%	2%	0%	8%	1%	4%
	Inflation	5%	4%	2%	0%	3%	4%	4%
	Crime and safety	4%	6%	3%	0%	1%	0%	3%
	Environment and climate change	5%	1%	4%	3%	3%	0%	4%
	Gasoline prices	3%	2%	2%	0%	0%	9%	3%
	Infrastructure/Road repair	2%	2%	2%	5%	0%	9%	2%
	Schools/Education	4%	3%	2%	0%	1%	1%	2%
	Bad political leadership	0%	4%	7%	0%	3%	1%	2%
	Illegal immigration/Border	0%	9%	3%	0%	1%	0%	2%
	Taxes	2%	5%	1%	0%	2%	0%	2%
	Traffic	2%	3%	2%	2%	1%	0%	2%
	Overdevelopment/Overpopulation	1%	0%	1%	0%	0%	0%	0%
	Other	5%	3%	2%	4%	8%	4%	5%
	Nothing/Don't know	2%	2%	0%	2%	4%	5%	3%
n=	202	74	85	23	82	38	504	

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

Civic Mood - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
CIVIC MOOD	Wrong Track, Strongly	27%	21%	0%	8%	27%	18%	49%	38%	34%	24%
	Wrong Track, Somewhat	15%	17%	0%	18%	22%	9%	20%	24%	16%	16%
	Mixed/Unsure	20%	16%	29%	23%	21%	24%	7%	6%	13%	18%
	Right Direction, Somewhat	31%	40%	71%	42%	26%	43%	17%	23%	26%	35%
	Right Direction, Strongly	6%	6%	0%	9%	4%	6%	7%	8%	11%	6%
	n=	241	260	11	84	82	69	85	87	83	501

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

Civic Mood - Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
CIVIC MOOD	Wrong Track, Strongly	22%	21%	18%	37%	24%	23%	24%
	Wrong Track, Somewhat	16%	11%	16%	19%	15%	18%	16%
	Mixed/Unsure	15%	40%	19%	25%	20%	15%	18%
	Right Direction, Somewhat	40%	21%	40%	17%	34%	39%	35%
	Right Direction, Strongly	7%	8%	8%	3%	7%	5%	6%
	n=	337	66	62	36	403	98	501

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

Civic Mood - Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
CIVIC MOOD	Wrong Track, Strongly	28%	23%	13%	29%	64%	24%
	Wrong Track, Somewhat	15%	17%	19%	15%	17%	16%
	Mixed/Unsure	23%	17%	26%	15%	5%	18%
	Right Direction, Somewhat	30%	36%	40%	34%	0%	35%
	Right Direction, Strongly	4%	7%	3%	8%	14%	6%
	n=	79	422	131	356	10	501

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

Civic Mood - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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
CIVIC MOOD	Wrong Track, Strongly	23%	28%	25%	23%	21%	22%	22%	25%	30%	22%	22%	18%	26%	32%	23%	24%
	Wrong Track, Somewhat	16%	10%	21%	9%	21%	15%	17%	11%	22%	16%	11%	16%	19%	20%	18%	16%
	Mixed/Unsure	23%	26%	12%	9%	21%	26%	14%	17%	14%	17%	26%	21%	15%	15%	13%	18%
	Right Direction, Somewhat	34%	32%	33%	52%	30%	29%	40%	41%	29%	39%	36%	39%	27%	30%	42%	35%
	Right Direction, Strongly	3%	4%	9%	7%	8%	8%	7%	5%	5%	6%	6%	6%	12%	3%	5%	6%
	n=	99	103	101	101	97	100	96	105	102	98	100	92	107	106	96	501

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

Civic Mood - Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
CIVIC MOOD	Wrong Track, Strongly	23%	24%	24%	31%	23%	17%	24%
	Wrong Track, Somewhat	17%	13%	11%	14%	21%	16%	16%
	Mixed/Unsure	14%	15%	32%	13%	18%	20%	18%
	Right Direction, Somewhat	40%	39%	26%	37%	31%	42%	35%
	Right Direction, Strongly	5%	9%	7%	5%	7%	4%	6%
	n=	73	105	68	101	108	46	501

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

Civic Mood - Attitudinals

		VISITS IN PAST YEAR						TOTAL
		0	1	2	3-5	6-10	11+	Total
CIVIC MOOD	Wrong Track, Strongly	24%	37%	16%	21%	24%	38%	24%
	Wrong Track, Somewhat	17%	15%	21%	11%	6%	18%	16%
	Mixed/Unsure	20%	21%	6%	21%	7%	4%	18%
	Right Direction, Somewhat	33%	10%	49%	39%	63%	40%	35%
	Right Direction, Strongly	6%	17%	7%	7%	0%	0%	6%
	n=	379	23	28	37	15	19	501

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

Civic Mood - Attitudinals

		REASON FOR VISITING				REASON FOR NOT VISITING							TOTAL
		Vacation, sightsee, fish, enjoy outdoors	Visit relatives, friends	Healthcare, medicine, treatment	Other	Safety concerns	No interest/reason/desire to go	No passport/Do n't travel	COVID protocols	No family, friends in the region	Long border wait times	Other	Total
CIVIC MOOD	Wrong Track, Strongly	20%	20%	27%	38%	37%	20%	8%	11%	13%	4%	21%	24%
	Wrong Track, Somewhat	24%	3%	23%	5%	21%	24%	6%	10%	13%	16%	0%	16%
	Mixed/Unsure	11%	7%	18%	17%	11%	31%	35%	13%	6%	25%	40%	18%
	Right Direction, Somewhat	42%	63%	8%	39%	26%	22%	47%	48%	66%	45%	31%	35%
	Right Direction, Strongly	4%	8%	23%	0%	5%	3%	4%	17%	2%	10%	8%	6%
	n=	50	21	17	32	182	58	22	31	27	20	30	501

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

Civic Mood - Attitudinals

		IMPRESSION OF NORTHERN BAJA CALIFORNIA						TOTAL
		No Impression	Very negative	Somewhat negative	Neutral/Unsure	Somewhat positive	Very positive	Total
CIVIC MOOD	Wrong Track, Strongly	17%	59%	32%	13%	14%	17%	24%
	Wrong Track, Somewhat	14%	19%	23%	11%	14%	20%	16%
	Mixed/Unsure	27%	9%	6%	29%	13%	16%	18%
	Right Direction, Somewhat	34%	10%	32%	45%	53%	42%	35%
	Right Direction, Strongly	8%	3%	8%	2%	5%	6%	6%
	n=	201	73	85	22	82	38	501

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

Civic Mood - Attitudinals

		MOST IMPORTANT ISSUE											TOTAL
		Homeless	Housing affordability	Cost of living	Housing availability	Water scarcity	Economy and jobs	Inflation	Crime and safety	Environment and climate change	Other	Nothing/Don't know	Total
CIVIC MOOD	Wrong Track, Strongly	19%	17%	29%	9%	7%	43%	24%	42%	2%	41%	4%	24%
	Wrong Track, Somewhat	19%	18%	15%	10%	10%	6%	16%	19%	14%	17%	10%	16%
	Mixed/Unsure	17%	22%	20%	15%	35%	5%	30%	4%	35%	11%	25%	18%
	Right Direction, Somewhat	35%	36%	33%	65%	46%	36%	21%	35%	42%	25%	46%	35%
	Right Direction, Strongly	9%	6%	2%	1%	2%	10%	9%	0%	7%	6%	16%	6%
	n=	114	85	52	31	20	19	22	13	21	108	16	501

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

SD/Tijuana Mega-region - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
ARE SAN DIEGO/TIJUANA A MEGA-REGION?	Definitely Separate	58%	52%	41%	54%	51%	64%	59%	62%	48%	55%
	Probably Separate	17%	17%	20%	16%	27%	8%	14%	18%	15%	17%
	Unsure/Neutral/Depends	3%	4%	0%	3%	10%	0%	4%	0%	4%	3%
	Probably Mega-Region	10%	13%	20%	13%	5%	14%	6%	9%	16%	11%
	Definitely Mega-Region	13%	14%	20%	14%	6%	14%	17%	10%	17%	14%
	n=	242	262	11	85	82	69	87	87	83	504

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SD/Tijuna Mega-region - Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
ARE SAN DIEGO/TIJUANA A MEGA-REGION?	Definitely Separate	56%	67%	54%	46%	55%	56%	55%
	Probably Separate	19%	9%	17%	13%	18%	16%	17%
	Unsure/Neutral/Depends	2%	2%	1%	12%	1%	8%	3%
	Probably Mega-Region	10%	11%	17%	12%	12%	9%	11%
	Definitely Mega-Region	14%	10%	11%	17%	14%	12%	14%
	n=	338	67	63	36	406	98	504

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

SD/Tijuna Mega-region - Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
ARE SAN DIEGO/TIJUANA A MEGA-REGION?	Definitely Separate	49%	56%	52%	56%	64%	55%
	Probably Separate	14%	18%	20%	15%	25%	17%
	Unsure/Neutral/Depends	4%	3%	7%	1%	0%	3%
	Probably Mega-Region	10%	12%	8%	13%	0%	11%
	Definitely Mega-Region	23%	12%	13%	14%	11%	14%
	n=	79	425	133	356	10	504

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SD/Tijuna Mega-region - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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
ARE SAN DIEGO/TIJUANA A MEGA-REGION?	Definitely Separate	62%	62%	48%	57%	50%	48%	62%	64%	58%	46%	51%	64%	59%	53%	49%	55%
	Probably Separate	21%	15%	14%	13%	20%	15%	19%	10%	22%	19%	13%	15%	15%	29%	15%	17%
	Unsure/Neutral/Depends	1%	2%	9%	1%	3%	4%	0%	0%	3%	9%	2%	1%	4%	2%	7%	3%
	Probably Mega-Region	6%	11%	19%	9%	10%	13%	6%	8%	11%	19%	11%	7%	13%	9%	16%	11%
	Definitely Mega-Region	11%	10%	11%	19%	17%	21%	13%	18%	6%	8%	24%	12%	9%	7%	13%	14%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

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SD/Tijuna Mega-region - Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
ARE SAN DIEGO/TIJUANA A MEGA-REGION?	Definitely Separate	57%	55%	64%	53%	47%	62%	55%
	Probably Separate	21%	15%	15%	14%	19%	17%	17%
	Unsure/Neutral/Depends	4%	3%	1%	0%	7%	3%	3%
	Probably Mega-Region	3%	18%	10%	13%	10%	12%	11%
	Definitely Mega-Region	15%	9%	10%	19%	18%	7%	14%
	n=	74	105	69	101	109	46	504

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SD/Tijuna Mega-region - Attitudinals

		VISITS IN PAST YEAR						TOTAL
		0	1	2	3-5	6-10	11+	Total
ARE SAN DIEGO/TIJUANA A MEGA-REGION?	Definitely Separate	57%	51%	61%	48%	41%	46%	55%
	Probably Separate	16%	17%	12%	18%	26%	24%	17%
	Unsure/Neutral/Depends	3%	7%	4%	5%	0%	0%	3%
	Probably Mega-Region	12%	20%	9%	6%	8%	5%	11%
	Definitely Mega-Region	11%	5%	15%	24%	25%	26%	14%
	n=	381	23	29	37	15	19	504

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SD/Tijuna Mega-region - Attitudinals

		REASON FOR VISITING				REASON FOR NOT VISITING							TOTAL
		Vacation, sightsee, fish, enjoy outdoors	Visit relatives, friends	Healthcare, medicine, treatment	Other	Safety concerns	No interest/reason/desire to go	No passport/Don't travel	COVID protocols	No family, friends in the region	Long border wait times	Other	Total
ARE SAN DIEGO/TIJUANA A MEGA-REGION?	Definitely Separate	56%	53%	25%	55%	66%	59%	49%	48%	41%	43%	41%	55%
	Probably Separate	13%	20%	33%	17%	18%	11%	13%	15%	21%	9%	20%	17%
	Unsure/Neutral/Depends	0%	0%	15%	6%	1%	9%	0%	3%	2%	0%	15%	3%
	Probably Mega-Region	12%	7%	16%	2%	6%	18%	9%	20%	32%	3%	20%	11%
	Definitely Mega-Region	19%	20%	10%	20%	9%	2%	29%	15%	3%	45%	4%	14%
	n=	50	21	17	33	182	58	22	31	27	20	31	504

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

SD/Tijuna Mega-region - Attitudinals

		IMPRESSION OF NORTHERN BAJA CALIFORNIA						TOTAL
		No Impression	Very negative	Somewhat negative	Neutral/Unsure	Somewhat positive	Very positive	Total
ARE SAN DIEGO/TIJUANA A MEGA-REGION?	Definitely Separate	54%	81%	56%	45%	35%	61%	55%
	Probably Separate	19%	10%	16%	31%	16%	14%	17%
	Unsure/Neutral/Depends	3%	0%	0%	4%	7%	8%	3%
	Probably Mega-Region	12%	3%	6%	20%	22%	4%	11%
	Definitely Mega-Region	13%	6%	22%	0%	19%	13%	14%
	n=	202	74	85	23	82	38	504

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SD/Tijuna Mega-region - Attitudinals

		MOST IMPORTANT ISSUE											TOTAL
		Homelessness	Housing affordability	Cost of living	Housing availability	Water scarcity	Economy and jobs	Inflation	Crime and safety	Environment and climate change	Other	Nothing/Don't know	Total
ARE SAN DIEGO/TIJUANA A MEGA-REGION?	Definitely Separate	51%	44%	65%	39%	47%	43%	68%	74%	51%	66%	76%	55%
	Probably Separate	17%	21%	24%	26%	9%	16%	10%	10%	21%	11%	7%	17%
	Unsure/Neutral/Depends	2%	10%	1%	0%	0%	0%	4%	0%	0%	3%	0%	3%
	Probably Mega-Region	16%	8%	7%	16%	13%	5%	7%	0%	6%	14%	8%	11%
	Definitely Mega-Region	14%	17%	3%	19%	31%	35%	11%	16%	22%	5%	9%	14%
	n=	115	86	52	31	20	19	22	13	21	108	17	504

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

SD/Tijuna Mega-region - Attitudinals

		CIVIC MOOD					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
ARE SAN DIEGO/TIJUANA A MEGA-REGION?	Definitely Separate	70%	59%	54%	44%	46%	55%
	Probably Separate	16%	15%	18%	19%	12%	17%
	Unsure/Neutral/Depends	1%	8%	7%	1%	4%	3%
	Probably Mega-Region	6%	7%	8%	17%	19%	11%
	Definitely Mega-Region	6%	11%	13%	19%	19%	14%
	n=	135	80	84	160	42	504

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

Wastewater Treatment Facilities - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
FAVOR/OPPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	10%	12%	0%	7%	9%	16%	15%	19%	13%	11%
	Oppose, somewhat	7%	10%	9%	5%	12%	6%	12%	7%	10%	9%
	Unsure/Neutral/Depends	13%	5%	10%	16%	11%	5%	3%	5%	9%	9%
	Favor, somewhat	28%	25%	42%	19%	29%	30%	19%	36%	15%	27%
	Favor, strongly	42%	48%	39%	53%	39%	43%	50%	33%	52%	45%
	n=	242	262	11	85	82	69	87	87	83	504

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Wastewater Treatment Facilities - Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
FAVOR/OPPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	10%	5%	14%	17%	11%	11%	11%
	Oppose, somewhat	8%	9%	13%	8%	8%	10%	9%
	Unsure/Neutral/Depends	10%	11%	6%	5%	8%	10%	9%
	Favor, somewhat	26%	38%	32%	21%	28%	23%	27%
	Favor, strongly	47%	37%	35%	49%	44%	47%	45%
	n=	338	67	63	36	406	98	504

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Wastewater Treatment Facilities - Demographics

		REGISTERED VOTER		HOUSING TYPE			TOTAL
		No	Yes	Renter	Owner	Mobile Home	Total
FAVOR/OPPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	14%	10%	11%	11%	17%	11%
	Oppose, somewhat	11%	8%	2%	12%	5%	9%
	Unsure/Neutral/Depends	7%	9%	13%	6%	0%	9%
	Favor, somewhat	27%	27%	27%	26%	54%	27%
	Favor, strongly	41%	46%	46%	45%	24%	45%
	n=	79	425	133	356	10	504

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Wastewater Treatment Facilities - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					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
FAVOR/OPPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	13%	9%	16%	11%	7%	13%	5%	9%	23%	6%	7%	7%	24%	12%	8%	11%
	Oppose, somewhat	12%	9%	6%	12%	6%	8%	3%	13%	10%	10%	10%	9%	5%	8%	9%	9%
	Unsure/Neutral/Depends	4%	13%	10%	5%	11%	8%	12%	7%	6%	12%	12%	3%	10%	6%	12%	9%
	Favor, somewhat	35%	32%	19%	27%	24%	22%	31%	35%	25%	21%	19%	37%	26%	30%	23%	27%
	Favor, strongly	37%	37%	49%	46%	52%	49%	49%	37%	37%	52%	51%	44%	36%	44%	47%	45%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

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Wastewater Treatment Facilities - Demographics

		AREA						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Total
FAVOR/OPPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	11%	10%	16%	13%	9%	9%	11%
	Oppose, somewhat	7%	11%	11%	9%	7%	6%	9%
	Unsure/Neutral/Depends	8%	11%	7%	7%	10%	7%	9%
	Favor, somewhat	36%	25%	42%	19%	20%	24%	27%
	Favor, strongly	37%	43%	25%	51%	53%	54%	45%
	n=	74	105	69	101	109	46	504

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Wastewater Treatment Facilities - Attitudinals

		VISITS IN PAST YEAR						TOTAL
		0	1	2	3-5	6-10	11+	Total
FAVOR/OPPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	11%	15%	6%	10%	2%	27%	11%
	Oppose, somewhat	9%	11%	19%	0%	0%	7%	9%
	Unsure/Neutral/Depends	9%	5%	14%	12%	9%	0%	9%
	Favor, somewhat	31%	0%	12%	22%	29%	13%	27%
	Favor, strongly	41%	68%	49%	56%	60%	54%	45%
	n=	381	23	29	37	15	19	504

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Wastewater Treatment Facilities - Attitudinals

		REASON FOR VISITING					REASON FOR NOT VISITING							TOTAL
		Vacation, sightsee, fish, enjoy outdoors	Visit relatives, friends	Healthcare, medicine, treatment	Other	Safety concerns	No interest/reason/desire to go	No passport/Don't travel	COVID protocols	No family, friends in the region	Long border wait times	Other	Total	
FAVOR/OPPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	13%	10%	12%	7%	18%	13%	0%	1%	4%	4%	9%	11%	
	Oppose, somewhat	15%	3%	3%	4%	8%	13%	6%	12%	15%	0%	5%	9%	
	Unsure/Neutral/Depends	3%	15%	14%	12%	6%	9%	0%	6%	30%	1%	10%	9%	
	Favor, somewhat	16%	7%	19%	18%	28%	32%	52%	24%	25%	33%	34%	27%	
	Favor, strongly	53%	64%	52%	59%	40%	33%	42%	56%	27%	62%	42%	45%	
	n=	50	21	17	33	182	58	22	31	27	20	31	504	

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Wastewater Treatment Facilities - Attitudinals

		IMPRESSION OF NORTHERN BAJA CALIFORNIA						TOTAL
		No Impression	Very negative	Somewhat negative	Neutral/Unsure	Somewhat positive	Very positive	Total
FAVOR/OPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	9%	21%	13%	6%	6%	17%	11%
	Oppose, somewhat	12%	9%	11%	4%	3%	1%	9%
	Unsure/Neutral/Depends	10%	7%	4%	22%	3%	15%	9%
	Favor, somewhat	29%	27%	27%	43%	26%	10%	27%
	Favor, strongly	40%	36%	45%	25%	63%	57%	45%
	n=	202	74	85	23	82	38	504

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Wastewater Treatment Facilities - Attitudinals

		MOST IMPORTANT ISSUE											TOTAL
		Homelessnes	Housing affordability	Cost of living	Housing availability	Water scarcity	Economy and jobs	Inflation	Crime and safety	Environment and climate change	Other	Nothing/Don't know	Total
FAVOR/OPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	9%	6%	18%	19%	4%	3%	11%	8%	0%	18%	18%	11%
	Oppose, somewhat	6%	5%	12%	3%	6%	5%	7%	11%	2%	19%	0%	9%
	Unsure/Neutral/Depends	12%	9%	4%	7%	9%	4%	4%	6%	2%	11%	14%	9%
	Favor, somewhat	32%	22%	27%	23%	53%	6%	5%	51%	46%	21%	30%	27%
	Favor, strongly	42%	58%	39%	48%	29%	83%	73%	23%	49%	32%	38%	45%
	n=	115	86	52	31	20	19	22	13	21	108	17	504

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Wastewater Treatment Facilities - Attitudinals

		CIVIC MOOD					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
FAVOR/OPPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	29%	15%	2%	3%	0%	11%
	Oppose, somewhat	11%	17%	5%	5%	5%	9%
	Unsure/Neutral/Depends	8%	2%	13%	11%	6%	9%
	Favor, somewhat	21%	31%	39%	24%	18%	27%
	Favor, strongly	31%	35%	40%	57%	70%	45%
	n=	135	80	84	160	42	504

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Wastewater Treatment Facilities - Attitudinals

		ARE SAN DIEGO/TIJUANA A MEGA-REGION?					TOTAL
		Definitely Separate	Probably Separate	Unsure/Neutral/Depends	Probably Mega-Region	Definitely Mega-Region	Total
FAVOR/OPPOSE US PAYING FOR WASTEWATER TREATMENT FACILITIES IN MEXICO	Oppose, strongly	17%	8%	0%	1%	3%	11%
	Oppose, somewhat	10%	9%	0%	9%	3%	9%
	Unsure/Neutral/Depends	9%	8%	27%	13%	3%	9%
	Favor, somewhat	31%	28%	12%	15%	21%	27%
	Favor, strongly	33%	48%	61%	63%	70%	45%
	n=	283	86	13	57	65	504

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