

**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	68%	66%	67%	64%	57%	62%	67%	79%	89%	67%
	Black or African American	6%	4%	5%	8%	6%	3%	5%	4%	2%	5%
	Asian or Pacific Islander	10%	14%	0%	16%	17%	16%	16%	5%	5%	12%
	Native American	0%	2%	0%	0%	2%	1%	1%	2%	2%	1%
	Other/Multi-racial	16%	14%	28%	12%	18%	18%	11%	11%	2%	15%
	n=	243	262	12	85	82	69	87	87	83	505
HISPANIC	No	67%	68%	72%	51%	66%	63%	78%	80%	85%	68%
	Yes	33%	32%	28%	49%	34%	37%	22%	20%	15%	32%
	n=	243	262	12	85	82	69	87	87	83	505

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
PARTY	Non-registrants	20%	17%	22%	13%	21%	25%	24%	8%	15%	19%
	Republican	20%	25%	11%	4%	27%	19%	40%	33%	39%	22%
	Democrat	38%	30%	45%	44%	28%	33%	26%	31%	23%	34%
	Non-partisan	18%	19%	22%	28%	18%	12%	10%	19%	19%	19%
	Minor Party	4%	9%	0%	12%	6%	11%	1%	9%	5%	7%
	n=	243	262	12	85	82	69	87	87	83	505
HOUSING TYPE	Apartment renter	16%	14%	11%	38%	7%	11%	5%	11%	7%	15%
	Condo renter	3%	4%	0%	3%	9%	5%	1%	3%	0%	3%
	Condo owner	7%	9%	0%	7%	10%	9%	12%	9%	9%	8%
	House renter	17%	16%	43%	21%	17%	14%	6%	1%	5%	17%
	House owner	56%	55%	46%	30%	55%	60%	75%	74%	73%	56%
	Mobile home	2%	1%	0%	1%	2%	0%	1%	3%	7%	1%
	n=	238	262	12	85	82	68	86	86	81	500

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
NEIGHBORHOOD DENSITY	Far below average	22%	22%	49%	20%	17%	17%	20%	16%	17%	22%
	Below average	17%	17%	17%	12%	12%	20%	16%	22%	28%	17%
	Average	17%	23%	14%	17%	23%	28%	18%	22%	19%	20%
	Above average	16%	16%	7%	14%	17%	15%	19%	21%	22%	16%
	Far above average	28%	21%	13%	36%	31%	21%	27%	20%	13%	25%
	n=	243	262	12	85	82	69	87	87	83	505
NEIGHBORHOOD INCOME	Far below average	24%	25%	22%	33%	22%	29%	24%	14%	13%	24%
	Below average	21%	21%	21%	32%	16%	14%	21%	20%	15%	21%
	Average	20%	15%	18%	15%	15%	18%	16%	21%	26%	17%
	Above average	16%	18%	0%	13%	21%	21%	20%	28%	19%	17%
	Far above average	19%	21%	38%	8%	25%	18%	20%	17%	26%	20%
	n=	243	262	12	85	82	69	87	87	83	505
NEIGHBORHOOD HOME VALUES	Far below average	25%	21%	27%	32%	21%	23%	20%	14%	13%	23%
	Below average	20%	23%	32%	21%	20%	20%	22%	21%	10%	21%
	Average	16%	19%	3%	22%	15%	26%	19%	15%	20%	18%
	Above average	22%	16%	17%	16%	21%	7%	22%	27%	32%	19%
	Far above average	17%	21%	21%	9%	22%	23%	18%	23%	26%	19%
	n=	243	262	12	85	82	69	87	87	83	505

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
REGION	Central	21%	20%	8%	30%	20%	22%	20%	17%	16%	20%
	East County	0%	1%	0%	2%	0%	1%	1%	2%	0%	1%
	East Suburban	16%	15%	25%	9%	14%	16%	14%	19%	13%	15%
	North City	25%	23%	17%	18%	27%	20%	31%	30%	36%	24%
	North County East	11%	17%	24%	15%	8%	13%	16%	9%	15%	14%
	North County West	12%	14%	21%	13%	8%	14%	9%	17%	13%	13%
	South Suburban	15%	9%	5%	14%	23%	14%	9%	6%	6%	12%
	n=	243	262	12	85	82	69	87	87	83	505

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

**Pure Demographics**

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
GENDER	Female	51%	56%	43%	51%	50%	51%	50%
	Male	49%	44%	57%	49%	50%	49%	50%
	n=	338	67	63	37	407	98	505
AGE	18-24	13%	13%	0%	23%	14%	11%	13%
	25-34	20%	33%	27%	16%	16%	32%	21%
	35-44	14%	19%	24%	20%	16%	17%	16%
	45-54	15%	10%	21%	19%	15%	19%	16%
	55-64	16%	15%	20%	12%	18%	10%	16%
	65-74	12%	7%	4%	8%	12%	6%	10%
	75+	10%	2%	3%	2%	9%	4%	7%
	n=	338	67	63	37	407	98	505

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

Pure Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi- racial	No	Yes	Total
PARTY	Non-registrants	20%	10%	21%	15%	16%	25%	19%
	Republican	25%	2%	15%	24%	23%	20%	22%
	Democrat	36%	43%	30%	25%	35%	32%	34%
	Non-partisan	12%	36%	27%	33%	19%	18%	19%
	Minor Party	7%	9%	8%	4%	7%	5%	7%
	n=	338	67	63	37	407	98	505
HOUSING TYPE	Apartment renter	15%	25%	15%	10%	10%	24%	15%
	Condo renter	3%	5%	2%	7%	3%	4%	3%
	Condo owner	8%	5%	9%	9%	9%	7%	8%
	House renter	16%	32%	5%	23%	15%	20%	17%
	House owner	56%	30%	67%	52%	62%	43%	56%
	Mobile home	2%	4%	1%	0%	1%	2%	1%
	n=	335	65	63	37	402	98	500

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

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	21%	12%	11%	38%	22%	21%	22%
	Below average	19%	7%	22%	6%	20%	10%	17%
	Average	19%	13%	20%	30%	22%	18%	20%
	Above average	16%	10%	22%	10%	16%	15%	16%
	Far above average	25%	58%	26%	16%	20%	35%	25%
	n=	338	67	63	37	407	98	505
NEIGHBORHOOD INCOME	Far below average	22%	38%	29%	24%	19%	36%	24%
	Below average	26%	29%	14%	3%	20%	23%	21%
	Average	17%	12%	13%	25%	17%	18%	17%
	Above average	18%	11%	16%	15%	19%	14%	17%
	Far above average	17%	11%	27%	33%	26%	9%	20%
	n=	338	67	63	37	407	98	505
NEIGHBORHOOD HOME VALUES	Far below average	22%	54%	22%	16%	16%	39%	23%
	Below average	22%	12%	20%	25%	19%	25%	21%
	Average	19%	12%	21%	12%	17%	18%	18%
	Above average	19%	15%	10%	27%	24%	8%	19%
	Far above average	18%	8%	27%	19%	24%	9%	19%
	n=	338	67	63	37	407	98	505

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

**Pure Demographics**

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi- racial	No	Yes	Total
REGION	Central	22%	46%	11%	10%	17%	27%	20%
	East County	1%	0%	0%	3%	0%	2%	1%
	East Suburban	16%	13%	6%	18%	16%	14%	15%
	North City	18%	8%	50%	37%	31%	9%	24%
	North County East	17%	5%	13%	4%	14%	14%	14%
	North County West	16%	7%	4%	12%	16%	6%	13%
	South Suburban	10%	20%	16%	17%	5%	27%	12%
	n=	338	67	63	37	407	98	505

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

Pure Demographics

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
GENDER	Female	54%	45%	55%	49%	33%	53%	37%	42%	52%	50%	67%	50%
	Male	46%	55%	45%	51%	67%	47%	63%	58%	48%	50%	33%	50%
	n=	82	126	198	73	26	63	15	42	55	315	10	505
AGE	18-24	16%	6%	17%	15%	0%	10%	0%	0%	34%	11%	0%	13%
	25-34	15%	4%	27%	31%	37%	54%	20%	19%	27%	11%	12%	21%
	35-44	18%	20%	14%	16%	15%	8%	42%	21%	17%	16%	26%	16%
	45-54	21%	14%	16%	11%	28%	12%	25%	18%	14%	17%	0%	16%
	55-64	20%	28%	12%	8%	1%	5%	4%	23%	6%	21%	7%	16%
	65-74	5%	16%	9%	11%	13%	8%	9%	11%	0%	14%	19%	10%
	75+	6%	13%	5%	8%	5%	4%	0%	8%	2%	10%	36%	7%
	n=	82	126	198	73	26	63	15	42	55	315	10	505

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



**Pure Demographics**

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
RACE	White or Caucasian	71%	75%	71%	45%	70%	69%	55%	65%	65%	68%	75%	67%
	Black or African American	3%	0%	6%	10%	7%	8%	7%	3%	9%	3%	15%	5%
	Asian or Pacific Islander	14%	8%	11%	17%	14%	12%	8%	14%	4%	15%	11%	12%
	Native American	0%	2%	0%	2%	2%	0%	10%	0%	0%	1%	0%	1%
	Other/Multi-racial	13%	16%	11%	26%	7%	11%	21%	18%	22%	14%	0%	15%
	n=	82	126	198	73	26	63	15	42	55	315	10	505
HISPANIC	No	57%	71%	70%	69%	75%	48%	63%	72%	61%	75%	55%	68%
	Yes	43%	29%	30%	31%	25%	52%	37%	28%	39%	25%	45%	32%
	n=	82	126	198	73	26	63	15	42	55	315	10	505

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

**Pure Demographics**

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
NEIGHBORHOOD DENSITY	Far below average	16%	28%	22%	24%	15%	19%	10%	11%	33%	22%	13%	22%
	Below average	18%	21%	18%	12%	6%	12%	8%	10%	7%	22%	46%	17%
	Average	21%	19%	17%	25%	27%	9%	12%	23%	20%	24%	0%	20%
	Above average	12%	17%	16%	17%	16%	15%	27%	23%	9%	17%	2%	16%
	Far above average	33%	16%	27%	22%	36%	45%	44%	34%	31%	15%	38%	25%
	n=	82	126	198	73	26	63	15	42	55	315	10	505
NEIGHBORHOOD INCOME	Far below average	36%	15%	23%	21%	41%	36%	37%	13%	30%	20%	44%	24%
	Below average	15%	25%	25%	16%	14%	39%	14%	25%	27%	14%	42%	21%
	Average	15%	17%	19%	17%	16%	12%	27%	21%	20%	17%	6%	17%
	Above average	16%	26%	16%	12%	13%	12%	4%	23%	8%	22%	7%	17%
	Far above average	18%	17%	16%	35%	16%	2%	18%	18%	16%	28%	0%	20%
	n=	82	126	198	73	26	63	15	42	55	315	10	505
NEIGHBORHOOD HOME VALUES	Far below average	39%	13%	23%	22%	14%	23%	41%	9%	36%	19%	44%	23%
	Below average	15%	27%	26%	12%	21%	23%	5%	26%	32%	17%	48%	21%
	Average	14%	18%	17%	15%	36%	23%	7%	14%	9%	21%	0%	18%
	Above average	11%	27%	18%	23%	7%	26%	22%	27%	5%	20%	7%	19%
	Far above average	20%	15%	16%	28%	22%	4%	24%	24%	18%	23%	0%	19%
	n=	82	126	198	73	26	63	15	42	55	315	10	505

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

Pure Demographics

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
REGION	Central	27%	12%	22%	16%	31%	28%	36%	29%	29%	13%	12%	20%
	East County	0%	1%	0%	3%	0%	0%	0%	0%	0%	1%	7%	1%
	East Suburban	18%	18%	17%	6%	13%	7%	4%	11%	16%	18%	10%	15%
	North City	16%	29%	20%	38%	19%	14%	46%	29%	13%	29%	0%	24%
	North County East	10%	23%	15%	8%	7%	19%	0%	0%	19%	14%	42%	14%
	North County West	11%	7%	16%	15%	21%	10%	7%	16%	14%	14%	0%	13%
	South Suburban	17%	11%	10%	14%	8%	21%	7%	14%	8%	11%	28%	12%
	n=	82	126	198	73	26	63	15	42	55	315	10	505

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

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	50%	50%	42%	50%	57%	49%	49%	57%	48%	48%	55%	46%	46%	58%	44%	50%
	Male	50%	50%	58%	50%	43%	51%	51%	43%	52%	52%	45%	54%	54%	42%	56%	50%
	n=	101	103	101	101	99	101	98	105	102	99	101	94	107	107	96	505
AGE	18-24	29%	13%	9%	6%	7%	12%	13%	13%	0%	24%	15%	20%	2%	12%	15%	13%
	25-34	19%	15%	18%	19%	31%	28%	32%	18%	16%	8%	29%	20%	26%	18%	10%	21%
	35-44	12%	12%	19%	18%	20%	15%	13%	14%	20%	20%	15%	16%	14%	18%	19%	16%
	45-54	12%	19%	22%	15%	13%	19%	11%	17%	20%	14%	16%	15%	24%	6%	20%	16%
	55-64	14%	15%	13%	19%	17%	15%	15%	14%	18%	15%	14%	16%	17%	18%	14%	16%
	65-74	7%	13%	11%	14%	8%	6%	10%	12%	17%	8%	6%	10%	9%	15%	13%	10%
	75+	6%	13%	7%	11%	4%	4%	6%	11%	8%	10%	4%	4%	8%	13%	10%	7%
	n=	101	103	101	101	99	101	98	105	102	99	101	94	107	107	96	505

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

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	64%	77%	61%	70%	66%	62%	83%	65%	71%	55%	65%	68%	71%	67%	65%	67%
	Black or African American	3%	2%	3%	3%	12%	8%	7%	3%	3%	3%	12%	3%	3%	4%	2%	5%
	Asian or Pacific Islander	6%	15%	12%	17%	12%	14%	8%	9%	11%	16%	12%	11%	14%	6%	17%	12%
	Native American	2%	1%	1%	1%	1%	1%	0%	0%	1%	3%	1%	1%	0%	1%	3%	1%
	Other/Multi-racial	26%	5%	23%	9%	10%	15%	2%	23%	13%	23%	11%	18%	11%	22%	13%	15%
	n=	101	103	101	101	99	101	98	105	102	99	101	94	107	107	96	505
HISPANIC	No	69%	81%	72%	69%	54%	52%	65%	67%	74%	86%	46%	62%	67%	86%	85%	68%
	Yes	31%	19%	28%	31%	46%	48%	35%	33%	26%	14%	54%	38%	33%	14%	15%	32%
	n=	101	103	101	101	99	101	98	105	102	99	101	94	107	107	96	505

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

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
PARTY	Non-registrants	14%	20%	19%	15%	24%	27%	14%	16%	17%	17%	32%	13%	15%	11%	20%	19%
	Republican	28%	28%	21%	24%	14%	13%	27%	22%	34%	19%	13%	28%	23%	32%	17%	22%
	Democrat	33%	37%	29%	35%	36%	32%	41%	38%	32%	27%	34%	42%	32%	32%	28%	34%
	Non-partisan	20%	13%	23%	20%	16%	16%	14%	18%	13%	32%	17%	10%	16%	23%	27%	19%
	Minor Party	5%	2%	9%	7%	10%	11%	4%	6%	5%	5%	4%	7%	14%	2%	8%	7%
	n=	101	103	101	101	99	101	98	105	102	99	101	94	107	107	96	505
HOUSING TYPE	Apartment renter	13%	10%	7%	14%	26%	22%	27%	10%	10%	2%	15%	16%	19%	20%	3%	15%
	Condo renter	2%	2%	2%	6%	6%	5%	2%	5%	1%	3%	6%	1%	1%	4%	4%	3%
	Condo owner	4%	5%	9%	12%	11%	4%	10%	10%	11%	7%	3%	10%	6%	12%	10%	8%
	House renter	25%	7%	17%	9%	21%	21%	21%	19%	7%	13%	26%	25%	8%	5%	16%	17%
	House owner	56%	73%	66%	59%	33%	46%	37%	55%	70%	76%	47%	45%	65%	59%	66%	56%
	Mobile home	1%	4%	0%	0%	2%	3%	3%	0%	1%	0%	3%	3%	0%	1%	0%	1%
	n=	100	100	101	101	98	100	97	102	102	99	98	93	107	106	96	500

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

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
REGION	Central	5%	8%	9%	0%	64%	34%	28%	2%	25%	7%	40%	0%	12%	33%	14%	20%
	East County	4%	0%	0%	0%	0%	2%	0%	0%	2%	0%	2%	0%	0%	1%	0%	1%
	East Suburban	22%	23%	15%	23%	0%	13%	7%	33%	28%	0%	26%	21%	20%	6%	0%	15%
	North City	20%	30%	17%	57%	10%	6%	9%	38%	24%	50%	2%	7%	20%	53%	47%	24%
	North County East	44%	23%	2%	0%	1%	7%	42%	10%	11%	0%	1%	39%	28%	4%	0%	14%
	North County West	6%	17%	44%	1%	0%	11%	0%	17%	0%	37%	3%	12%	10%	3%	39%	13%
	South Suburban	0%	0%	14%	19%	25%	27%	14%	0%	10%	5%	26%	21%	9%	0%	0%	12%
n=	101	103	101	101	99	101	98	105	102	99	101	94	107	107	96	505	

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

Pure Demographics

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
GENDER	Female	51%	49%	52%	39%	45%	62%	50%
	Male	49%	51%	48%	61%	55%	38%	50%
	n=	75	100	155	69	67	39	505
AGE	18-24	5%	20%	9%	22%	21%	5%	13%
	25-34	31%	14%	16%	22%	20%	24%	21%
	35-44	16%	15%	18%	9%	10%	31%	16%
	45-54	18%	17%	13%	15%	17%	19%	16%
	55-64	16%	15%	20%	17%	11%	11%	16%
	65-74	9%	14%	13%	7%	14%	5%	10%
	75+	6%	6%	11%	8%	7%	4%	7%
n=	75	100	155	69	67	39	505	

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

Pure Demographics

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
RACE	White or Caucasian	74%	71%	50%	82%	79%	54%	67%
	Black or African American	11%	4%	2%	2%	3%	8%	5%
	Asian or Pacific Islander	6%	4%	24%	11%	4%	16%	12%
	Native American	0%	1%	3%	0%	0%	1%	1%
	Other/Multi-racial	8%	19%	22%	5%	14%	21%	15%
	n=	75	100	155	69	67	39	505
HISPANIC	No	57%	68%	88%	68%	84%	27%	68%
	Yes	43%	32%	12%	32%	16%	73%	32%
	n=	75	100	155	69	67	39	505

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

Pure Demographics

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
PARTY	Non-registrants	25%	21%	13%	14%	16%	26%	19%
	Republican	13%	25%	26%	36%	12%	20%	22%
	Democrat	36%	38%	27%	36%	41%	27%	34%
	Non-partisan	15%	10%	29%	10%	21%	22%	19%
	Minor Party	10%	6%	5%	3%	11%	4%	7%
	n=	75	100	155	69	67	39	505
HOUSING TYPE	Apartment renter	21%	7%	9%	20%	11%	25%	15%
	Condo renter	6%	1%	6%	0%	2%	2%	3%
	Condo owner	12%	6%	10%	0%	10%	10%	8%
	House renter	24%	17%	9%	22%	18%	11%	17%
	House owner	36%	68%	66%	54%	59%	49%	56%
	Mobile home	1%	2%	0%	4%	0%	3%	1%
	n=	74	97	154	69	67	39	500

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

Pure Demographics

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
NEIGHBORHOOD DENSITY	Far below average	5%	35%	18%	68%	10%	0%	22%
	Below average	6%	24%	21%	27%	21%	0%	17%
	Average	9%	18%	14%	3%	67%	23%	20%
	Above average	0%	22%	37%	0%	1%	25%	16%
	Far above average	79%	0%	11%	1%	0%	52%	25%
	n=	75	100	155	69	67	39	505
NEIGHBORHOOD INCOME	Far below average	41%	23%	6%	13%	19%	54%	24%
	Below average	28%	9%	8%	62%	0%	23%	21%
	Average	1%	36%	27%	12%	23%	0%	17%
	Above average	21%	32%	17%	14%	0%	14%	17%
	Far above average	8%	0%	42%	0%	58%	9%	20%
	n=	75	100	155	69	67	39	505
NEIGHBORHOOD HOME VALUES	Far below average	45%	41%	2%	1%	6%	49%	23%
	Below average	0%	27%	6%	59%	19%	38%	21%
	Average	10%	22%	15%	35%	14%	14%	18%
	Above average	31%	9%	41%	5%	5%	0%	19%
	Far above average	13%	0%	37%	0%	57%	0%	19%
	n=	75	100	155	69	67	39	505

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

**Housing Cost Impact - Demographics**

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
PROBLEM PAYING MONTHLY MORTGAGE OR RENT	Extremely serious	15%	6%	30%	8%	9%	12%	9%	1%	2%	11%
	Very serious	12%	11%	8%	22%	6%	5%	12%	12%	6%	11%
	Somewhat serious	23%	18%	38%	27%	14%	18%	13%	15%	12%	20%
	Not that serious	13%	20%	0%	15%	24%	19%	19%	20%	14%	16%
	Not a problem at all	34%	43%	17%	24%	46%	43%	46%	47%	64%	38%
	Unsure	4%	2%	8%	4%	1%	3%	1%	5%	1%	3%
	n=	243	262	12	85	82	69	87	87	83	505

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

**Housing Cost Impact - Demographics**

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
PROBLEM PAYING MONTHLY MORTGAGE OR RENT	Extremely serious	9%	28%	7%	16%	12%	7%	11%
	Very serious	11%	13%	11%	13%	8%	18%	11%
	Somewhat serious	21%	14%	17%	22%	19%	23%	20%
	Not that serious	17%	11%	24%	12%	18%	14%	16%
	Not a problem at all	41%	33%	39%	30%	41%	34%	38%
	Unsure	2%	2%	3%	7%	3%	3%	3%
	n=	338	67	63	37	407	98	505

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



Housing Cost Impact - Demographics

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
PROBLEM PAYING MONTHLY MORTGAGE OR RENT	Extremely serious	15%	6%	5%	23%	9%	9%	9%	11%	12%	10%	38%	11%
	Very serious	16%	6%	12%	8%	22%	33%	0%	14%	17%	4%	11%	11%
	Somewhat serious	23%	16%	26%	20%	2%	13%	37%	13%	40%	16%	9%	20%
	Not that serious	17%	15%	18%	10%	31%	8%	7%	24%	8%	21%	7%	16%
	Not a problem at all	29%	56%	34%	36%	36%	33%	47%	38%	23%	44%	36%	38%
	Unsure	1%	2%	5%	4%	0%	4%	0%	0%	0%	4%	0%	3%
	n=	82	126	198	73	26	63	15	42	55	315	10	505

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

Housing Cost Impact - 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
PROBLEM PAYING MONTHLY MORTGAGE OR RENT	Extremely serious	14%	5%	12%	7%	13%	14%	6%	5%	9%	19%	15%	5%	7%	18%	8%	11%
	Very serious	11%	7%	6%	14%	17%	19%	16%	6%	8%	4%	19%	11%	12%	9%	3%	11%
	Somewhat serious	22%	26%	21%	18%	15%	16%	25%	29%	20%	14%	23%	29%	20%	13%	14%	20%
	Not that serious	18%	14%	18%	18%	15%	13%	8%	21%	23%	19%	11%	17%	16%	18%	21%	16%
	Not a problem at all	32%	41%	41%	42%	38%	35%	44%	34%	39%	40%	30%	36%	39%	42%	47%	38%
	Unsure	3%	8%	3%	1%	2%	4%	0%	5%	1%	5%	2%	1%	6%	0%	7%	3%
	n=	101	103	101	101	99	101	98	105	102	99	101	94	107	107	96	505

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

Housing Cost Impact - Demographics

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
PROBLEM PAYING MONTHLY MORTGAGE OR RENT	Extremely serious	8%	10%	14%	3%	13%	17%	11%
	Very serious	18%	8%	8%	13%	5%	15%	11%
	Somewhat serious	16%	29%	14%	26%	19%	23%	20%
	Not that serious	20%	19%	20%	12%	12%	10%	16%
	Not a problem at all	36%	31%	44%	45%	38%	35%	38%
	Unsure	2%	3%	0%	2%	14%	0%	3%
	n=	75	100	155	69	67	39	505

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

**Housing Price Forecast - Demographics**

		GENDER		AGE							TOTAL	
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total	
DIRECTION OF RENT PRICES OVER NEXT YEAR	A lot higher	43%	35%	40%	43%	37%	35%	29%	44%	47%	39%	
	A little higher	31%	41%	25%	36%	34%	41%	43%	37%	31%	36%	
	Unsure/About the same	24%	20%	28%	17%	26%	23%	27%	15%	19%	22%	
	A little lower	1%	4%	8%	3%	1%	1%	1%	4%	2%	3%	
	A lot lower	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%
	n=	243	262	12	85	82	69	87	87	83	505	
DIRECTION OF HOME PRICES OVER NEXT YEAR	A lot higher	27%	23%	40%	32%	28%	15%	16%	19%	26%	25%	
	A little higher	25%	33%	25%	31%	27%	27%	32%	31%	31%	29%	
	Unsure/About the same	31%	24%	28%	29%	26%	31%	25%	26%	26%	27%	
	A little lower	15%	16%	8%	8%	14%	24%	24%	18%	14%	16%	
	A lot lower	2%	3%	0%	0%	6%	2%	3%	6%	3%	3%	
	n=	243	262	12	85	82	69	87	87	83	505	

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

**Housing Price Forecast - Demographics**

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi- racial	No	Yes	Total
DIRECTION OF RENT PRICES OVER NEXT YEAR	A lot higher	35%	62%	34%	52%	33%	51%	39%
	A little higher	37%	26%	37%	31%	36%	35%	36%
	Unsure/About the same	24%	9%	27%	16%	27%	12%	22%
	A little lower	4%	1%	0%	2%	4%	1%	3%
	A lot lower	0%	2%	1%	0%	1%	0%	0%
	n=	338	67	63	37	407	98	505
DIRECTION OF HOME PRICES OVER NEXT YEAR	A lot higher	18%	51%	25%	47%	19%	39%	25%
	A little higher	33%	24%	31%	13%	32%	23%	29%
	Unsure/About the same	30%	17%	22%	23%	29%	25%	27%
	A little lower	16%	7%	20%	11%	18%	10%	16%
	A lot lower	2%	2%	3%	6%	3%	3%	3%
	n=	338	67	63	37	407	98	505

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

Housing Price Forecast - Demographics

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
DIRECTION OF RENT PRICES OVER NEXT YEAR	A lot higher	34%	40%	30%	53%	53%	54%	32%	43%	40%	33%	77%	39%
	A little higher	50%	31%	35%	30%	29%	37%	45%	34%	29%	37%	23%	36%
	Unsure/About the same	11%	26%	31%	14%	17%	8%	23%	19%	28%	25%	0%	22%
	A little lower	5%	3%	3%	2%	0%	0%	0%	4%	2%	4%	0%	3%
	A lot lower	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%
	n=	82	126	198	73	26	63	15	42	55	315	10	505
DIRECTION OF HOME PRICES OVER NEXT YEAR	A lot higher	24%	21%	18%	40%	40%	43%	14%	40%	32%	17%	52%	25%
	A little higher	37%	28%	30%	20%	31%	22%	44%	26%	24%	32%	26%	29%
	Unsure/About the same	20%	25%	36%	26%	21%	31%	27%	16%	32%	27%	21%	27%
	A little lower	18%	18%	15%	13%	8%	2%	15%	12%	10%	22%	0%	16%
	A lot lower	1%	9%	1%	2%	0%	2%	0%	6%	2%	3%	0%	3%
	n=	82	126	198	73	26	63	15	42	55	315	10	505

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

Housing Price Forecast - 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
DIRECTION OF RENT PRICES OVER NEXT YEAR	A lot higher	44%	29%	39%	43%	39%	42%	35%	38%	43%	36%	48%	36%	40%	42%	26%	39%
	A little higher	25%	49%	29%	31%	44%	43%	33%	28%	40%	33%	41%	25%	35%	36%	41%	36%
	Unsure/About the same	29%	18%	26%	23%	15%	14%	29%	30%	14%	25%	10%	34%	22%	20%	26%	22%
	A little lower	2%	4%	6%	2%	1%	2%	3%	2%	2%	6%	1%	4%	1%	2%	6%	3%
	A lot lower	0%	0%	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%	2%	0%	1%	0%
	n=	101	103	101	101	99	101	98	105	102	99	101	94	107	107	96	505
DIRECTION OF HOME PRICES OVER NEXT YEAR	A lot higher	34%	13%	22%	25%	29%	32%	22%	23%	21%	26%	35%	22%	23%	28%	16%	25%
	A little higher	19%	47%	21%	26%	35%	34%	24%	28%	35%	24%	32%	25%	25%	34%	29%	29%
	Unsure/About the same	32%	14%	31%	30%	29%	21%	41%	31%	19%	25%	24%	35%	31%	24%	23%	27%
	A little lower	12%	24%	24%	16%	6%	12%	11%	11%	20%	24%	8%	16%	15%	12%	29%	16%
	A lot lower	4%	3%	2%	4%	1%	1%	1%	7%	4%	1%	2%	2%	6%	1%	3%	3%
	n=	101	103	101	101	99	101	98	105	102	99	101	94	107	107	96	505

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

**Housing Price Forecast - Demographics**

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
DIRECTION OF RENT PRICES OVER NEXT YEAR	A lot higher	43%	40%	35%	37%	29%	52%	39%
	A little higher	40%	31%	41%	31%	31%	35%	36%
	Unsure/About the same	17%	26%	20%	30%	30%	12%	22%
	A little lower	0%	2%	2%	3%	10%	1%	3%
	A lot lower	0%	0%	1%	0%	0%	0%	0%
	n=	75	100	155	69	67	39	505
DIRECTION OF HOME PRICES OVER NEXT YEAR	A lot higher	25%	25%	24%	27%	15%	39%	25%
	A little higher	37%	35%	31%	23%	23%	18%	29%
	Unsure/About the same	30%	24%	22%	31%	32%	28%	27%
	A little lower	6%	13%	20%	15%	25%	15%	16%
	A lot lower	2%	3%	3%	3%	5%	0%	3%
	n=	75	100	155	69	67	39	505

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

**Housing Price Forecast - Attitudinals**

		PROBLEM PAYING MONTHLY MORTGAGE OR RENT					TOTAL
		Extremely serious	Very serious	Somewhat serious	Not that serious	Not a problem at all	Total
DIRECTION OF RENT PRICES OVER NEXT YEAR	A lot higher	63%	56%	33%	35%	32%	39%
	A little higher	13%	39%	35%	41%	38%	36%
	Unsure/About the same	14%	5%	31%	20%	27%	22%
	A little lower	9%	0%	2%	4%	2%	3%
	A lot lower	0%	0%	0%	0%	1%	0%
	n=	38	47	84	94	232	505
DIRECTION OF HOME PRICES OVER NEXT YEAR	A lot higher	58%	46%	19%	14%	18%	25%
	A little higher	9%	30%	27%	35%	32%	29%
	Unsure/About the same	16%	18%	38%	28%	29%	27%
	A little lower	16%	2%	15%	20%	17%	16%
	A lot lower	1%	3%	1%	2%	4%	3%
	n=	38	47	84	94	232	505

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	22%	22%	8%	24%	23%	29%	23%	21%	18%	22%
	Housing affordability	23%	18%	19%	35%	26%	17%	14%	12%	4%	21%
	Cost of living	11%	8%	0%	10%	17%	15%	7%	10%	5%	10%
	Housing availability	4%	9%	18%	5%	5%	6%	4%	4%	3%	6%
	Water scarcity	4%	4%	7%	2%	0%	4%	6%	5%	7%	4%
	Economy and jobs	2%	5%	0%	1%	4%	5%	8%	2%	6%	4%
	Inflation	4%	2%	0%	2%	1%	3%	5%	4%	14%	3%
	Crime and safety	2%	4%	11%	1%	3%	0%	5%	3%	4%	3%
	Environment and climate change	3%	4%	5%	2%	4%	1%	5%	4%	1%	3%
	Gasoline prices	2%	3%	7%	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%	5%	2%	4%	2%	1%	2%
	Illegal immigration/Border	2%	1%	0%	0%	1%	2%	2%	4%	8%	2%
	Taxes	2%	1%	0%	0%	2%	4%	3%	1%	0%	2%
	Traffic	1%	2%	0%	0%	0%	2%	3%	3%	4%	1%
	Overdevelopment/Overpopulation	1%	0%	0%	1%	0%	0%	0%	1%	2%	0%
	Other	6%	7%	23%	6%	1%	1%	3%	8%	6%	6%
Nothing/Don't know	2%	3%	3%	1%	2%	3%	1%	4%	8%	3%	
n=		243	262	12	85	82	69	87	87	83	505

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%	24%	24%	16%	21%	22%	22%
	Housing affordability	21%	18%	17%	23%	17%	28%	21%
	Cost of living	9%	17%	17%	6%	10%	9%	10%
	Housing availability	7%	7%	10%	2%	8%	4%	6%
	Water scarcity	5%	1%	3%	1%	5%	1%	4%
	Economy and jobs	2%	2%	2%	10%	2%	6%	4%
	Inflation	4%	3%	2%	3%	5%	1%	3%
	Crime and safety	4%	0%	3%	1%	2%	5%	3%
	Environment and climate change	3%	15%	1%	1%	5%	1%	3%
	Gasoline prices	3%	1%	0%	4%	1%	6%	3%
	Infrastructure/Road repair	2%	1%	5%	1%	2%	3%	2%
	Schools/Education	2%	2%	2%	4%	2%	2%	2%
	Bad political leadership	1%	2%	1%	5%	2%	3%	2%
	Illegal immigration/Border	3%	0%	1%	0%	3%	0%	2%
	Taxes	2%	0%	0%	2%	2%	1%	2%
	Traffic	1%	0%	3%	1%	2%	0%	1%
	Overdevelopment/Overpopulation	1%	0%	1%	0%	1%	0%	0%
	Other	4%	7%	2%	18%	9%	2%	6%
Nothing/Don't know	3%	0%	6%	0%	2%	4%	3%	
n=	338	67	63	37	407	98	505	

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

**Most Important Issue - Demographics**

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
MOST IMPORTANT ISSUE	Homelessness	26%	26%	20%	12%	33%	26%	62%	26%	6%	22%	9%	22%
	Housing affordability	23%	12%	27%	13%	28%	31%	16%	23%	40%	11%	42%	21%
	Cost of living	14%	5%	9%	12%	11%	13%	6%	15%	6%	10%	0%	10%
	Housing availability	9%	3%	9%	5%	2%	2%	16%	5%	15%	5%	15%	6%
	Water scarcity	11%	0%	3%	5%	1%	1%	0%	3%	4%	5%	0%	4%
	Economy and jobs	3%	4%	4%	1%	7%	1%	0%	10%	0%	5%	0%	4%
	Inflation	2%	5%	2%	5%	5%	2%	0%	2%	3%	4%	0%	3%
	Crime and safety	2%	11%	1%	1%	0%	10%	0%	2%	1%	3%	0%	3%
	Environment and climate change	1%	1%	5%	5%	2%	2%	0%	0%	5%	4%	0%	3%
	Gasoline prices	1%	3%	5%	1%	0%	5%	0%	0%	0%	4%	0%	3%
	Infrastructure/Road repair	1%	3%	0%	7%	0%	0%	0%	0%	4%	3%	0%	2%
	Schools/Education	1%	4%	2%	0%	6%	0%	0%	7%	1%	3%	0%	2%
	Bad political leadership	3%	6%	1%	0%	0%	0%	0%	2%	2%	3%	0%	2%
	Illegal immigration/Border	0%	6%	0%	3%	0%	0%	0%	0%	0%	3%	18%	2%
	Taxes	0%	3%	1%	3%	0%	0%	0%	0%	0%	3%	0%	2%
	Traffic	0%	0%	2%	3%	0%	1%	0%	2%	0%	2%	5%	1%
	Overdevelopment/Overpopulation	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%
	Other	0%	4%	6%	18%	5%	4%	0%	2%	7%	8%	12%	6%
Nothing/Don't know	3%	2%	2%	5%	0%	4%	0%	1%	5%	2%	0%	3%	
n=	82	126	198	73	26	63	15	42	55	315	10	505	

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	10%	21%	21%	21%	33%	30%	18%	19%	16%	23%	22%	18%	26%	20%	23%	22%
	Housing affordability	19%	18%	17%	16%	30%	21%	24%	25%	21%	13%	27%	25%	13%	23%	13%	21%
	Cost of living	8%	11%	10%	11%	9%	8%	15%	9%	13%	6%	5%	18%	14%	6%	6%	10%
	Housing availability	14%	7%	9%	2%	0%	3%	8%	4%	5%	11%	4%	8%	4%	3%	13%	6%
	Water scarcity	3%	9%	3%	6%	1%	4%	2%	6%	3%	5%	5%	1%	3%	6%	5%	4%
	Economy and jobs	1%	2%	3%	5%	6%	8%	0%	4%	5%	0%	7%	2%	2%	3%	3%	4%
	Inflation	3%	7%	3%	3%	2%	3%	2%	4%	3%	5%	2%	3%	3%	3%	6%	3%
	Crime and safety	8%	2%	2%	3%	1%	1%	8%	3%	4%	1%	1%	8%	1%	3%	3%	3%
	Environment and climate change	1%	3%	5%	2%	5%	4%	4%	2%	4%	2%	4%	3%	1%	4%	3%	3%
	Gasoline prices	1%	1%	3%	6%	3%	4%	1%	7%	1%	1%	6%	0%	4%	0%	2%	3%
	Infrastructure/Road repair	3%	1%	4%	0%	4%	1%	5%	0%	5%	1%	4%	2%	4%	1%	1%	2%
	Schools/Education	3%	0%	5%	3%	0%	0%	1%	4%	3%	4%	0%	2%	2%	3%	4%	2%
	Bad political leadership	4%	1%	0%	5%	1%	0%	2%	4%	2%	4%	0%	1%	1%	6%	3%	2%
	Illegal immigration/Border	3%	3%	2%	1%	0%	0%	3%	1%	3%	3%	0%	3%	3%	1%	3%	2%
	Taxes	2%	1%	2%	2%	0%	1%	2%	1%	2%	1%	0%	2%	5%	0%	1%	2%
	Traffic	1%	6%	1%	0%	0%	1%	0%	1%	3%	2%	0%	0%	4%	2%	2%	1%
	Overdevelopment/Overpopulation	0%	0%	0%	3%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	1%	0%
	Other	15%	2%	8%	6%	1%	4%	4%	4%	4%	17%	5%	2%	5%	15%	6%	6%
	Nothing/Don't know	1%	4%	0%	5%	4%	6%	2%	2%	1%	1%	5%	2%	3%	2%	1%	3%
	n=		101	103	101	101	99	101	98	105	102	99	101	94	107	107	96

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

**Most Important Issue - Demographics**

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
MOST IMPORTANT ISSUE	Homelessness	33%	16%	17%	10%	28%	29%	22%
	Housing affordability	33%	28%	15%	13%	12%	20%	21%
	Cost of living	9%	8%	5%	14%	9%	20%	10%
	Housing availability	4%	5%	8%	12%	10%	0%	6%
	Water scarcity	1%	6%	6%	4%	4%	1%	4%
	Economy and jobs	5%	6%	4%	0%	1%	5%	4%
	Inflation	4%	3%	5%	5%	1%	1%	3%
	Crime and safety	2%	2%	4%	11%	0%	0%	3%
	Environment and climate change	0%	2%	4%	3%	6%	6%	3%
	Gasoline prices	2%	6%	1%	1%	6%	2%	3%
	Infrastructure/Road repair	4%	4%	1%	2%	1%	3%	2%
	Schools/Education	1%	3%	2%	1%	4%	3%	2%
	Bad political leadership	1%	1%	6%	2%	0%	0%	2%
	Illegal immigration/Border	0%	1%	1%	7%	3%	0%	2%
	Taxes	0%	0%	0%	5%	4%	2%	2%
	Traffic	0%	1%	3%	3%	0%	0%	1%
	Overdevelopment/Overpopulation	0%	0%	2%	0%	0%	0%	0%
	Other	1%	7%	13%	4%	10%	0%	6%
	Nothing/Don't know	0%	3%	3%	3%	1%	7%	3%
n=	75	100	155	69	67	39	505	

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

**Most Important Issue - Attitudinals**

		PROBLEM PAYING MONTHLY MORTGAGE OR RENT					TOTAL
		Extremely serious	Very serious	Somewhat serious	Not that serious	Not a problem at all	Total
MOST IMPORTANT ISSUE	Homelessness	13%	21%	18%	23%	22%	22%
	Housing affordability	30%	31%	24%	20%	15%	21%
	Cost of living	7%	17%	11%	9%	9%	10%
	Housing availability	11%	11%	11%	5%	3%	6%
	Water scarcity	0%	0%	5%	6%	5%	4%
	Economy and jobs	5%	2%	0%	7%	4%	4%
	Inflation	1%	3%	5%	2%	4%	3%
	Crime and safety	0%	3%	0%	4%	6%	3%
	Environment and climate change	6%	0%	1%	1%	6%	3%
	Gasoline prices	1%	2%	6%	1%	1%	3%
	Infrastructure/Road repair	0%	0%	4%	1%	4%	2%
	Schools/Education	0%	0%	2%	5%	2%	2%
	Bad political leadership	1%	2%	1%	3%	3%	2%
	Illegal immigration/Border	0%	0%	1%	1%	4%	2%
	Taxes	0%	0%	4%	1%	2%	2%
	Traffic	0%	4%	0%	2%	1%	1%
	Overdevelopment/Overpopulation	0%	0%	0%	0%	1%	0%
	Other	23%	4%	2%	4%	6%	6%
	Nothing/Don't know	0%	0%	3%	3%	4%	3%
n=	38	47	84	94	232	505	

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

**Most Important Issue - Attitudinals**

		DIRECTION OF RENT PRICES OVER NEXT YEAR				DIRECTION OF HOME PRICES OVER NEXT YEAR					TOTAL
		A lot higher	A little higher	Unsure/About the same	Lower	A lot higher	A little higher	Unsure/About the same	A little lower	A lot lower	Total
MOST IMPORTANT ISSUE	Homelessness	18%	24%	25%	15%	18%	26%	21%	20%	27%	22%
	Housing affordability	24%	17%	21%	15%	26%	18%	22%	17%	2%	21%
	Cost of living	9%	12%	9%	5%	7%	14%	9%	8%	18%	10%
	Housing availability	5%	5%	8%	30%	5%	6%	7%	11%	0%	6%
	Water scarcity	0%	6%	6%	6%	1%	5%	5%	6%	0%	4%
	Economy and jobs	3%	7%	1%	0%	3%	3%	5%	2%	0%	4%
	Inflation	4%	5%	0%	5%	4%	4%	2%	6%	0%	3%
	Crime and safety	6%	1%	4%	0%	6%	3%	2%	2%	6%	3%
	Environment and climate change	3%	5%	2%	4%	4%	3%	4%	2%	0%	3%
	Gasoline prices	5%	0%	2%	4%	6%	2%	0%	2%	8%	3%
	Infrastructure/Road repair	3%	2%	2%	0%	0%	3%	3%	2%	8%	2%
	Schools/Education	3%	1%	3%	0%	1%	2%	2%	6%	0%	2%
	Bad political leadership	2%	2%	2%	0%	0%	1%	3%	2%	18%	2%
	Illegal immigration/Border	1%	2%	3%	0%	2%	2%	2%	2%	3%	2%
	Taxes	0%	2%	2%	5%	0%	0%	2%	6%	0%	2%
	Traffic	2%	1%	1%	0%	2%	2%	1%	1%	0%	1%
	Overdevelopment/Overpopulation	0%	0%	0%	5%	1%	0%	0%	1%	0%	0%
	Other	10%	3%	6%	7%	12%	3%	7%	4%	0%	6%
Nothing/Don't know	2%	3%	3%	0%	2%	4%	2%	1%	8%	3%	
n=	188	189	111	17	110	159	133	87	16	505	

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	30%	20%	17%	7%	26%	18%	49%	39%	34%	25%
	Wrong Track, Somewhat	14%	17%	0%	18%	21%	9%	20%	24%	16%	15%
	Mixed/Unsure	20%	16%	23%	24%	22%	23%	7%	6%	13%	18%
	Right Direction, Somewhat	30%	41%	60%	42%	27%	44%	17%	23%	27%	35%
	Right Direction, Strongly	6%	6%	0%	9%	4%	6%	7%	8%	10%	6%
	n=	242	260	12	84	82	69	85	87	83	502

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%	22%	18%	44%	26%	22%	25%
	Wrong Track, Somewhat	16%	11%	15%	15%	15%	17%	15%
	Mixed/Unsure	15%	41%	19%	25%	20%	15%	18%
	Right Direction, Somewhat	41%	20%	40%	14%	33%	40%	35%
	Right Direction, Strongly	7%	7%	7%	2%	6%	5%	6%
	n=	337	66	62	37	404	98	502

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

**Civic Mood - Demographics**

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
CIVIC MOOD	Wrong Track, Strongly	26%	51%	7%	30%	14%	13%	9%	19%	12%	32%	65%	25%
	Wrong Track, Somewhat	13%	21%	8%	19%	32%	19%	26%	7%	15%	16%	15%	15%
	Mixed/Unsure	22%	13%	19%	22%	12%	20%	39%	8%	29%	15%	6%	18%
	Right Direction, Somewhat	34%	15%	55%	23%	39%	41%	25%	51%	44%	30%	0%	35%
	Right Direction, Strongly	5%	1%	11%	5%	3%	6%	0%	15%	0%	7%	14%	6%
	n=	82	126	196	72	26	63	15	42	53	315	10	502

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	29%	28%	25%	22%	21%	22%	22%	23%	29%	30%	22%	17%	23%	40%	23%	25%
	Wrong Track, Somewhat	14%	10%	21%	9%	21%	15%	16%	11%	21%	14%	11%	14%	19%	17%	17%	15%
	Mixed/Unsure	22%	25%	13%	10%	20%	25%	14%	20%	15%	15%	24%	23%	16%	14%	12%	18%
	Right Direction, Somewhat	33%	33%	33%	53%	30%	30%	42%	41%	30%	35%	37%	41%	28%	27%	42%	35%
	Right Direction, Strongly	2%	4%	9%	7%	8%	8%	7%	5%	5%	6%	6%	6%	12%	2%	5%	6%
	n=	100	103	101	101	97	100	96	105	102	99	100	92	107	107	96	502

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



**Civic Mood - Demographics**

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
CIVIC MOOD	Wrong Track, Strongly	17%	27%	36%	22%	17%	27%	25%
	Wrong Track, Somewhat	24%	13%	14%	17%	6%	16%	15%
	Mixed/Unsure	21%	32%	11%	12%	22%	14%	18%
	Right Direction, Somewhat	32%	25%	32%	42%	50%	38%	35%
	Right Direction, Strongly	7%	4%	7%	8%	6%	5%	6%
	n=	74	100	154	68	67	39	502

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

**Civic Mood - Attitudinals**

		PROBLEM PAYING MONTHLY MORTGAGE OR RENT					TOTAL
		Extremely serious	Very serious	Somewhat serious	Not that serious	Not a problem at all	Total
CIVIC MOOD	Wrong Track, Strongly	48%	25%	23%	18%	24%	25%
	Wrong Track, Somewhat	10%	16%	10%	18%	19%	15%
	Mixed/Unsure	14%	13%	34%	15%	12%	18%
	Right Direction, Somewhat	26%	41%	29%	38%	37%	35%
	Right Direction, Strongly	2%	4%	4%	11%	8%	6%
	n=	38	47	83	94	231	502

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

**Civic Mood - Attitudinals**

		DIRECTION OF RENT PRICES OVER NEXT YEAR				DIRECTION OF HOME PRICES OVER NEXT YEAR					TOTAL
		A lot higher	A little higher	Unsure/About the same	Lower	A lot higher	A little higher	Unsure/About the same	A little lower	A lot lower	Total
CIVIC MOOD	Wrong Track, Strongly	35%	21%	16%	9%	31%	19%	24%	24%	47%	25%
	Wrong Track, Somewhat	16%	17%	12%	11%	18%	16%	12%	17%	6%	15%
	Mixed/Unsure	16%	18%	23%	13%	17%	22%	18%	14%	14%	18%
	Right Direction, Somewhat	30%	36%	41%	47%	31%	34%	40%	35%	33%	35%
	Right Direction, Strongly	2%	8%	8%	20%	2%	8%	6%	11%	0%	6%
	n=	187	188	110	17	109	159	131	87	16	502

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

**Civic Mood - 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
CIVIC MOOD	Wrong Track, Strongly	19%	18%	28%	9%	8%	43%	24%	35%	3%	46%	3%	25%
	Wrong Track, Somewhat	19%	17%	14%	9%	11%	6%	17%	18%	15%	15%	9%	15%
	Mixed/Unsure	18%	24%	22%	14%	33%	5%	24%	5%	30%	10%	26%	18%
	Right Direction, Somewhat	36%	36%	34%	67%	46%	33%	26%	42%	45%	22%	45%	35%
	Right Direction, Strongly	9%	6%	2%	1%	2%	12%	9%	0%	8%	6%	17%	6%
	n=	114	85	52	31	20	19	22	13	21	109	16	502

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

**Rent Control - Demographics**

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
OPINION OF IMPOSING STRICTER RENT CONTROL	Oppose, strongly	18%	24%	3%	8%	25%	19%	35%	34%	40%	21%
	Oppose, somewhat	10%	15%	8%	7%	11%	18%	22%	11%	9%	12%
	Unsure/Neutral/Depends	6%	8%	0%	7%	10%	6%	7%	9%	14%	7%
	Support, somewhat	25%	19%	32%	23%	17%	30%	13%	21%	18%	22%
	Support, strongly	41%	34%	57%	55%	38%	27%	24%	25%	19%	37%
	n=	243	262	12	85	82	69	87	87	83	505

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

**Rent Control - Demographics**

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
OPINION OF IMPOSING STRICTER RENT CONTROL	Oppose, strongly	22%	10%	18%	22%	26%	11%	21%
	Oppose, somewhat	13%	3%	13%	11%	13%	10%	12%
	Unsure/Neutral/Depends	6%	11%	11%	6%	7%	6%	7%
	Support, somewhat	25%	16%	29%	9%	20%	27%	22%
	Support, strongly	34%	60%	30%	52%	34%	45%	37%
	n=	338	67	63	37	407	98	505

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

**Rent Control - Demographics**

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
OPINION OF IMPOSING STRICTER RENT CONTROL	Oppose, strongly	17%	46%	6%	21%	27%	6%	14%	22%	11%	29%	18%	21%
	Oppose, somewhat	19%	20%	8%	9%	0%	10%	35%	14%	1%	15%	6%	12%
	Unsure/Neutral/Depends	4%	8%	8%	8%	1%	2%	10%	7%	6%	9%	0%	7%
	Support, somewhat	23%	15%	27%	19%	31%	28%	22%	28%	19%	21%	5%	22%
	Support, strongly	37%	11%	51%	42%	40%	55%	20%	28%	62%	27%	71%	37%
	n=	82	126	198	73	26	63	15	42	55	315	10	505

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

**Rent Control - 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
OPINION OF IMPOSING STRICTER RENT CONTROL	Oppose, strongly	22%	30%	25%	24%	11%	15%	14%	28%	33%	20%	12%	15%	23%	33%	25%	21%
	Oppose, somewhat	8%	17%	20%	6%	10%	9%	6%	10%	21%	17%	5%	10%	15%	13%	20%	12%
	Unsure/Neutral/Depends	8%	5%	6%	14%	4%	6%	4%	7%	7%	11%	5%	4%	13%	4%	9%	7%
	Support, somewhat	15%	21%	22%	26%	27%	19%	35%	18%	14%	23%	24%	29%	17%	14%	26%	22%
	Support, strongly	48%	26%	26%	30%	48%	52%	40%	37%	25%	28%	53%	43%	32%	35%	19%	37%
	n=	101	103	101	101	99	101	98	105	102	99	101	94	107	107	96	505

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**Rent Control - Demographics**

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
OPINION OF IMPOSING STRICTER RENT CONTROL	Oppose, strongly	17%	24%	27%	26%	21%	8%	21%
	Oppose, somewhat	12%	9%	16%	9%	20%	6%	12%
	Unsure/Neutral/Depends	5%	9%	11%	6%	3%	6%	7%
	Support, somewhat	30%	15%	16%	22%	28%	24%	22%
	Support, strongly	37%	43%	30%	37%	28%	56%	37%
	n=	75	100	155	69	67	39	505

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**Rent Control - Attitudinals**

		PROBLEM PAYING MONTHLY MORTGAGE OR RENT					TOTAL
		Extremely serious	Very serious	Somewhat serious	Not that serious	Not a problem at all	Total
OPINION OF IMPOSING STRICTER RENT CONTROL	Oppose, strongly	22%	11%	14%	22%	28%	21%
	Oppose, somewhat	11%	3%	9%	14%	17%	12%
	Unsure/Neutral/Depends	1%	3%	4%	11%	8%	7%
	Support, somewhat	3%	26%	22%	29%	23%	22%
	Support, strongly	62%	57%	51%	25%	24%	37%
	n=	38	47	84	94	232	505

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**Rent Control - Attitudinals**

		DIRECTION OF RENT PRICES OVER NEXT YEAR				DIRECTION OF HOME PRICES OVER NEXT YEAR					TOTAL
		A lot higher	A little higher	Unsure/About the same	Lower	A lot higher	A little higher	Unsure/About the same	A little lower	A lot lower	Total
OPINION OF IMPOSING STRICTER RENT CONTROL	Oppose, strongly	18%	25%	19%	27%	16%	21%	20%	32%	23%	21%
	Oppose, somewhat	7%	16%	13%	30%	6%	14%	10%	20%	34%	12%
	Unsure/Neutral/Depends	6%	5%	10%	15%	6%	6%	9%	5%	14%	7%
	Support, somewhat	22%	24%	22%	0%	16%	24%	29%	18%	8%	22%
	Support, strongly	46%	29%	36%	28%	56%	35%	32%	25%	21%	37%
	n=	188	189	111	17	110	159	133	87	16	505

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**Rent Control - 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
OPINION OF IMPOSING STRICTER RENT CONTROL	Oppose, strongly	18%	9%	18%	10%	14%	28%	40%	29%	15%	39%	19%	21%
	Oppose, somewhat	16%	10%	8%	23%	24%	12%	5%	4%	10%	8%	26%	12%
	Unsure/Neutral/Depends	10%	2%	8%	12%	6%	6%	9%	10%	8%	4%	24%	7%
	Support, somewhat	26%	23%	31%	13%	19%	19%	16%	51%	14%	17%	10%	22%
	Support, strongly	30%	56%	34%	43%	37%	35%	30%	6%	53%	32%	21%	37%
	n=	115	86	52	31	20	19	22	13	21	109	17	505

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**Rent Control - Attitudinals**

		CIVIC MOOD					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
OPINION OF IMPOSING STRICTER RENT CONTROL	Oppose, strongly	44%	32%	10%	8%	14%	21%
	Oppose, somewhat	10%	12%	12%	14%	16%	12%
	Unsure/Neutral/Depends	2%	8%	16%	3%	13%	7%
	Support, somewhat	16%	8%	14%	39%	13%	22%
	Support, strongly	28%	40%	48%	36%	44%	37%
	n=	136	80	84	160	42	505

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