

Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
ETHNICITY	White/Caucasian	46%	54%	25%	36%	53%	55%	52%	64%	77%	50%
	Hispanic/Latino	34%	22%	63%	42%	16%	23%	26%	13%	6%	28%
	Black/African American	3%	5%	5%	3%	3%	3%	6%	4%	4%	4%
	Asian/Pacific Islander	10%	12%	6%	16%	16%	13%	8%	7%	2%	11%
	Native American	1%	1%	0%	0%	3%	0%	1%	4%	0%	1%
	Mixed	7%	5%	0%	3%	9%	6%	7%	9%	11%	6%
	n=	223	282	7	48	76	103	87	91	93	505
LANGUAGE	English	97%	97%	100%	99%	100%	94%	91%	98%	99%	97%
	Spanish	3%	3%	0%	1%	0%	6%	9%	2%	1%	3%
	n=	223	282	7	48	76	103	87	91	93	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
POLITICAL PARTY	Non-registrant	22%	13%	56%	9%	21%	12%	11%	20%	8%	18%
	Democrat	40%	27%	7%	56%	28%	22%	38%	40%	29%	34%
	Republican	20%	25%	16%	8%	15%	28%	32%	25%	48%	22%
	Minor	17%	35%	21%	28%	36%	37%	19%	16%	15%	26%
	n=	223	282	7	48	76	103	87	91	93	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
AREA	No. 78	13%	15%	17%	19%	14%	10%	18%	4%	11%	14%
	56 - 78	19%	22%	28%	21%	15%	17%	20%	24%	25%	20%
	52 - 56	7%	11%	5%	6%	11%	13%	8%	11%	6%	9%
	8 - 52	18%	18%	0%	19%	24%	21%	13%	20%	26%	18%
	54 - 94	25%	25%	0%	29%	27%	24%	30%	30%	27%	25%
	So. 54	19%	9%	51%	6%	9%	16%	11%	11%	5%	14%
	n=	223	282	7	48	76	103	87	91	93	505
REGION	Central	17%	23%	0%	20%	22%	19%	29%	22%	25%	20%
	East Suburban/County	14%	18%	0%	12%	17%	28%	16%	19%	16%	16%
	North City	22%	27%	21%	26%	26%	21%	20%	30%	27%	24%
	North County East	15%	13%	29%	13%	13%	10%	13%	15%	10%	14%
	North County West	14%	12%	0%	17%	17%	12%	15%	9%	18%	13%
	South Suburban	18%	6%	51%	12%	5%	10%	6%	5%	3%	12%
	n=	223	282	7	48	76	103	87	91	93	505

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

Pure Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White/Caucasian	Hispanic/Latino	Black/African American	Asian/Pacific Islander	Mixed	English	Spanish	Total
GENDER	Female	46%	60%	39%	45%	56%	50%	56%	50%
	Male	54%	40%	61%	55%	44%	50%	44%	50%
	n=	293	76	53	52	26	492	13	505
AGE	18-24	5%	24%	13%	6%	0%	11%	0%	10%
	25-34	16%	32%	18%	31%	10%	22%	8%	21%
	35-44	17%	9%	13%	24%	25%	17%	0%	16%
	45-54	18%	14%	14%	19%	15%	16%	35%	16%
	55-64	16%	14%	23%	11%	17%	14%	45%	15%
	65-74	15%	5%	11%	7%	18%	12%	8%	12%
	75+	13%	2%	7%	1%	15%	8%	4%	8%
	n=	293	76	53	52	26	492	13	505

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

Pure Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White/Caucasian	Hispanic/Latino	Black/African American	Asian/Pacific Islander	Mixed	English	Spanish	Total
POLITICAL PARTY	Non-registrant	14%	30%	6%	10%	18%	17%	28%	18%
	Democrat	30%	44%	52%	25%	25%	33%	63%	34%
	Republican	29%	10%	11%	24%	26%	23%	0%	22%
	Minor	27%	16%	31%	42%	32%	27%	9%	26%
	n=	293	76	53	52	26	492	13	505

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

Pure Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White/Caucasian	Hispanic/Latino	Black/African American	Asian/Pacific Islander	Mixed	English	Spanish	Total
AREA	No. 78	15%	14%	8%	5%	24%	14%	0%	14%
	56 - 78	26%	11%	6%	29%	8%	20%	24%	20%
	52 - 56	8%	4%	28%	8%	22%	9%	0%	9%
	8 - 52	22%	13%	7%	19%	12%	18%	5%	18%
	54 - 94	23%	25%	40%	29%	25%	24%	55%	25%
	So. 54	6%	33%	11%	10%	10%	14%	15%	14%
	n=	293	76	53	52	26	492	13	505
REGION	Central	21%	18%	36%	19%	17%	19%	52%	20%
	East Suburban/County	19%	14%	14%	9%	17%	16%	0%	16%
	North City	29%	11%	25%	38%	21%	25%	13%	24%
	North County East	13%	19%	3%	8%	24%	14%	16%	14%
	North County West	16%	5%	8%	16%	21%	13%	6%	13%
	South Suburban	2%	33%	14%	10%	0%	12%	13%	12%
	n=	293	76	53	52	26	492	13	505

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

Pure Demographics

		POLITICAL PARTY				TOTAL
		Non-registrant	Democrat	Republican	Minor	Total
GENDER	Female	63%	60%	45%	33%	50%
	Male	37%	40%	55%	67%	50%
	n=	77	173	140	115	505
AGE	18-24	33%	2%	7%	9%	10%
	25-34	11%	35%	7%	23%	21%
	35-44	19%	14%	11%	22%	16%
	45-54	11%	11%	21%	23%	16%
	55-64	9%	17%	22%	11%	15%
	65-74	13%	14%	13%	7%	12%
	75+	4%	7%	18%	5%	8%
	n=	77	173	140	115	505

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

Pure Demographics

		POLITICAL PARTY				TOTAL
		Non-registrant	Democrat	Republican	Minor	Total
ETHNICITY	White/Caucasian	39%	45%	65%	51%	50%
	Hispanic/Latino	48%	36%	13%	17%	28%
	Black/African American	1%	6%	2%	5%	4%
	Asian/Pacific Islander	6%	8%	12%	17%	11%
	Native American	0%	1%	1%	2%	1%
	Mixed	6%	4%	7%	7%	6%
	n=	77	173	140	115	505
LANGUAGE	English	95%	94%	100%	99%	97%
	Spanish	5%	6%	0%	1%	3%
	n=	77	173	140	115	505

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

Pure Demographics

		POLITICAL PARTY				TOTAL
		Non-registrant	Democrat	Republican	Minor	Total
AREA	No. 78	15%	11%	16%	15%	14%
	56 - 78	21%	21%	24%	17%	20%
	52 - 56	3%	6%	11%	14%	9%
	8 - 52	12%	18%	21%	19%	18%
	54 - 94	16%	32%	21%	25%	25%
	So. 54	34%	12%	6%	10%	14%
	n=	77	173	140	115	505
REGION	Central	16%	23%	19%	21%	20%
	East Suburban/County	9%	10%	26%	20%	16%
	North City	13%	26%	32%	23%	24%
	North County East	15%	14%	11%	17%	14%
	North County West	16%	15%	10%	12%	13%
	South Suburban	31%	12%	3%	8%	12%
	n=	77	173	140	115	505

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

Pure Demographics

		AREA						REGION						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Central	East Suburban/C ounty	North City	North County East	North County West	South Suburban	Total
GENDER	Female	46%	47%	39%	49%	49%	68%	42%	43%	45%	53%	54%	74%	50%
	Male	54%	53%	61%	51%	51%	32%	58%	57%	55%	47%	46%	26%	50%
	n=	72	115	50	109	110	49	80	96	147	102	54	26	505
AGE	18-24	13%	14%	6%	0%	0%	37%	0%	0%	9%	21%	0%	44%	10%
	25-34	30%	22%	16%	22%	25%	9%	22%	16%	23%	20%	27%	21%	21%
	35-44	17%	12%	21%	22%	17%	11%	18%	18%	18%	15%	21%	7%	16%
	45-54	12%	14%	24%	19%	16%	18%	15%	29%	14%	11%	14%	13%	16%
	55-64	20%	15%	13%	11%	19%	12%	22%	15%	13%	14%	18%	8%	15%
	65-74	3%	13%	14%	13%	14%	10%	13%	14%	14%	12%	8%	5%	12%
	75+	7%	10%	5%	12%	9%	3%	10%	8%	9%	6%	11%	2%	8%
	n=	72	115	50	109	110	49	80	96	147	102	54	26	505

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

Pure Demographics

		AREA						REGION						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Central	East Suburban/C ounty	North City	North County East	North County West	South Suburban	Total
ETHNICITY	White/Caucasian	54%	63%	49%	61%	46%	20%	52%	59%	60%	45%	61%	10%	50%
	Hispanic/Latino	29%	16%	13%	21%	27%	65%	25%	24%	13%	37%	11%	77%	28%
	Black/African American	2%	1%	13%	2%	6%	3%	7%	4%	4%	1%	3%	5%	4%
	Asian/Pacific Islander	4%	16%	10%	12%	13%	8%	10%	6%	17%	6%	14%	9%	11%
	Native American	0%	2%	0%	2%	1%	0%	1%	1%	1%	0%	3%	0%	1%
	Mixed	10%	2%	15%	4%	6%	4%	5%	6%	5%	10%	9%	0%	6%
	n=	72	115	50	109	110	49	80	96	147	102	54	26	505
LANGUAGE	English	100%	96%	100%	99%	93%	97%	92%	100%	98%	97%	99%	97%	97%
	Spanish	0%	4%	0%	1%	7%	3%	8%	0%	2%	3%	1%	3%	3%
	n=	72	115	50	109	110	49	80	96	147	102	54	26	505

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

Pure Demographics

		AREA						REGION						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Central	East Suburban/C ounty	North City	North County East	North County West	South Suburban	Total
POLITICAL PARTY	Non-registrant	19%	18%	5%	12%	11%	42%	14%	10%	10%	19%	21%	45%	18%
	Democrat	27%	34%	23%	34%	43%	29%	38%	22%	36%	33%	38%	34%	34%
	Republican	26%	26%	28%	26%	19%	10%	21%	36%	29%	17%	17%	5%	22%
	Minor	28%	21%	44%	28%	26%	18%	27%	33%	25%	31%	23%	16%	26%
	n=	72	115	50	109	110	49	80	96	147	102	54	26	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 FACING SAN DIEGO COUNTY	Homelessness	19%	25%	42%	11%	15%	20%	27%	27%	28%	22%
	Housing affordability	19%	17%	0%	31%	28%	15%	12%	17%	11%	18%
	Inflation	14%	5%	44%	4%	4%	5%	10%	2%	9%	9%
	Cost of living	4%	14%	6%	17%	6%	11%	2%	7%	7%	9%
	Housing availability	5%	8%	0%	6%	9%	10%	8%	4%	5%	6%
	Gas	5%	2%	0%	1%	7%	5%	5%	3%	4%	3%
	Illegal immigration	4%	2%	0%	5%	2%	1%	3%	5%	5%	3%
	Other	26%	21%	0%	15%	26%	27%	31%	34%	28%	23%
	Nothing/Don't Know	5%	6%	7%	11%	3%	6%	2%	2%	3%	5%
	n=	223	282	7	48	76	103	87	91	93	505

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

Most Important Issue - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White/Caucasian	Hispanic/Latino	Black/African American	Asian/Pacific Islander	Mixed	English	Spanish	Total
MOST IMPORTANT ISSUE FACING SAN DIEGO COUNTY	Homelessness	23%	21%	30%	14%	21%	22%	26%	22%
	Housing affordability	17%	20%	21%	24%	13%	19%	7%	18%
	Inflation	6%	17%	5%	5%	10%	10%	0%	9%
	Cost of living	8%	7%	16%	10%	16%	9%	0%	9%
	Housing availability	7%	6%	4%	6%	5%	6%	14%	6%
	Gas	5%	1%	4%	2%	7%	3%	4%	3%
	Illegal immigration	3%	5%	2%	2%	0%	3%	0%	3%
	Other	29%	15%	9%	24%	29%	23%	37%	23%
	Nothing/Don't Know	2%	9%	9%	12%	0%	5%	12%	5%
	n=	293	76	53	52	26	492	13	505

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

Most Important Issue - Demographics

		POLITICAL PARTY				TOTAL
		Non-registrant	Democrat	Republican	Minor	Total
MOST IMPORTANT ISSUE FACING SAN DIEGO COUNTY	Homelessness	18%	17%	24%	30%	22%
	Housing affordability	15%	28%	11%	14%	18%
	Inflation	27%	3%	9%	5%	9%
	Cost of living	3%	11%	9%	10%	9%
	Housing availability	10%	4%	9%	6%	6%
	Gas	3%	4%	1%	5%	3%
	Illegal immigration	3%	3%	5%	1%	3%
	Other	19%	25%	30%	19%	23%
	Nothing/Don't Know	3%	5%	3%	9%	5%
	n=	77	173	140	115	505

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

Most Important Issue - Demographics

		AREA						REGION						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Central	East Suburban/C ounty	North City	North County East	North County West	South Suburban	Total
MOST IMPORTANT ISSUE FACING SAN DIEGO COUNTY	Homelessness	21%	29%	21%	22%	21%	15%	23%	21%	26%	30%	21%	6%	22%
	Housing affordability	12%	18%	22%	14%	24%	17%	25%	15%	19%	16%	13%	16%	18%
	Inflation	5%	5%	8%	6%	2%	39%	2%	7%	5%	6%	4%	45%	9%
	Cost of living	15%	5%	4%	5%	13%	10%	14%	8%	7%	7%	9%	9%	9%
	Housing availability	7%	4%	12%	6%	6%	8%	4%	5%	10%	4%	6%	8%	6%
	Gas	5%	7%	6%	2%	2%	0%	3%	1%	4%	7%	7%	0%	3%
	Illegal immigration	4%	3%	2%	8%	1%	0%	2%	2%	1%	2%	6%	9%	3%
	Other	24%	28%	18%	29%	24%	10%	26%	25%	23%	23%	32%	7%	23%
	Nothing/Don't Know	8%	2%	5%	7%	7%	2%	3%	16%	4%	5%	2%	2%	5%
	n=	72	115	50	109	110	49	80	96	147	102	54	26	505

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

Frequency of Seeing Homelessness - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
FREQUENCY OF SEEING HOMELESS IN THE COUNTY	Nearly everyday	61%	64%	71%	63%	68%	55%	70%	57%	50%	63%
	Most days	19%	12%	0%	14%	20%	19%	17%	18%	17%	15%
	Once or twice a week	10%	18%	29%	19%	7%	13%	7%	12%	14%	14%
	Once or twice a month	5%	2%	0%	2%	5%	5%	3%	8%	6%	4%
	Rarely	2%	2%	0%	1%	0%	3%	0%	3%	9%	2%
	Never	1%	0%	0%	0%	0%	1%	0%	1%	3%	1%
	Unsure	2%	1%	0%	1%	0%	4%	3%	0%	2%	1%
	n=	223	282	7	48	76	103	87	91	93	505
FREQUENCY OF SEEING HOMELESS IN NEIGHBORHOOD	Nearly everyday	33%	42%	15%	39%	51%	34%	43%	45%	22%	38%
	Most days	19%	11%	56%	7%	9%	10%	17%	11%	8%	15%
	Once or twice a week	13%	12%	0%	18%	10%	14%	15%	11%	11%	12%
	Once or twice a month	6%	3%	0%	3%	4%	5%	6%	8%	8%	5%
	Rarely	17%	17%	16%	22%	13%	18%	10%	14%	26%	17%
	Never	12%	12%	13%	8%	11%	18%	7%	12%	24%	12%
	Unsure	0%	2%	0%	3%	2%	0%	1%	0%	1%	1%
	n=	216	277	7	47	76	100	85	90	88	493

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

Frequency of Seeing Homelessness - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White/Caucasian	Hispanic/Latino	Black/African American	Asian/Pacific Islander	Mixed	English	Spanish	Total
FREQUENCY OF SEEING HOMELESS IN THE COUNTY	Nearly everyday	57%	77%	67%	50%	66%	63%	55%	63%
	Most days	17%	11%	27%	10%	18%	15%	24%	15%
	Once or twice a week	17%	8%	4%	22%	7%	15%	0%	14%
	Once or twice a month	3%	1%	1%	12%	6%	4%	0%	4%
	Rarely	3%	1%	0%	1%	3%	2%	4%	2%
	Never	1%	0%	0%	0%	0%	0%	10%	1%
	Unsure	2%	1%	1%	4%	0%	1%	8%	1%
	n=	293	76	53	52	26	492	13	505
FREQUENCY OF SEEING HOMELESS IN NEIGHBORHOOD	Nearly everyday	42%	33%	59%	19%	43%	37%	42%	38%
	Most days	8%	25%	16%	15%	30%	15%	11%	15%
	Once or twice a week	11%	13%	5%	21%	9%	12%	36%	12%
	Once or twice a month	5%	4%	6%	6%	0%	5%	0%	5%
	Rarely	20%	15%	7%	18%	13%	17%	11%	17%
	Never	13%	10%	1%	23%	5%	13%	0%	12%
	Unsure	2%	0%	6%	0%	0%	1%	0%	1%
	n=	286	74	52	50	26	483	10	493

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

Frequency of Seeing Homelessness - Demographics

		POLITICAL PARTY				TOTAL
		Non-registrant	Democrat	Republican	Minor	Total
FREQUENCY OF SEEING HOMELESS IN THE COUNTY	Nearly everyday	76%	57%	57%	66%	63%
	Most days	12%	20%	13%	15%	15%
	Once or twice a week	4%	15%	23%	12%	14%
	Once or twice a month	2%	6%	2%	3%	4%
	Rarely	3%	1%	2%	2%	2%
	Never	1%	0%	0%	0%	1%
	Unsure	1%	1%	2%	2%	1%
	n=	77	173	140	115	505
FREQUENCY OF SEEING HOMELESS IN NEIGHBORHOOD	Nearly everyday	25%	40%	35%	46%	38%
	Most days	45%	7%	10%	9%	15%
	Once or twice a week	12%	17%	9%	8%	12%
	Once or twice a month	3%	6%	2%	6%	5%
	Rarely	9%	17%	30%	12%	17%
	Never	5%	11%	12%	20%	12%
	Unsure	0%	2%	1%	0%	1%
	n=	75	169	137	112	493

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

Frequency of Seeing Homelessness - Demographics

		AREA						REGION						TOTAL	
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Central	East Suburban/C ounty	North City	North County East	North County West	South Suburban	Total	
FREQUENCY OF SEEING HOMELESS IN THE COUNTY	Nearly everyday	63%	43%	50%	69%	70%	77%	73%	66%	47%	57%	64%	77%	63%	
	Most days	20%	16%	16%	13%	17%	10%	17%	16%	16%	12%	20%	10%	15%	
	Once or twice a week	12%	27%	28%	10%	5%	11%	5%	9%	27%	19%	8%	12%	14%	
	Once or twice a month	4%	6%	4%	4%	3%	1%	0%	7%	5%	6%	4%	0%	4%	
	Rarely	2%	5%	2%	1%	1%	1%	1%	1%	3%	5%	2%	1%	2%	
	Never	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	0%	1%
	Unsure	0%	1%	0%	3%	3%	0%	3%	2%	2%	0%	0%	0%	1%	
	n=	72	115	50	109	110	49	80	96	147	102	54	26	505	
FREQUENCY OF SEEING HOMELESS IN NEIGHBORHOOD	Nearly everyday	50%	14%	30%	36%	58%	31%	56%	34%	31%	35%	36%	28%	38%	
	Most days	5%	19%	10%	12%	9%	37%	11%	10%	11%	17%	10%	40%	15%	
	Once or twice a week	17%	16%	12%	10%	10%	8%	9%	11%	14%	7%	24%	10%	12%	
	Once or twice a month	2%	4%	13%	5%	3%	7%	1%	6%	8%	3%	3%	5%	5%	
	Rarely	13%	28%	13%	24%	15%	4%	17%	19%	24%	16%	16%	3%	17%	
	Never	13%	21%	19%	12%	5%	10%	5%	16%	12%	22%	10%	12%	12%	
	Unsure	0%	0%	3%	1%	0%	3%	1%	3%	0%	0%	0%	3%	1%	
	n=	72	111	50	105	106	49	78	94	143	100	52	26	493	

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

Frequency of Seeing Homelessness - Attitudinals

		MOST IMPORTANT ISSUE FACING SAN DIEGO COUNTY									TOTAL
		Homelessnes ss	Housing affordability	Inflation	Cost of living	Housing availability	Gas	Illegal immigration	Other	Nothing/Don' t Know	Total
FREQUENCY OF SEEING HOMELESS IN THE COUNTY	Nearly everyday	64%	62%	78%	61%	56%	56%	86%	59%	49%	63%
	Most days	18%	14%	7%	10%	24%	28%	6%	19%	5%	15%
	Once or twice a week	15%	16%	13%	21%	17%	0%	2%	13%	14%	14%
	Once or twice a month	1%	3%	2%	4%	1%	15%	0%	4%	18%	4%
	Rarely	1%	3%	0%	2%	2%	0%	5%	1%	3%	2%
	Never	0%	0%	1%	0%	0%	0%	0%	2%	0%	1%
	Unsure	1%	2%	0%	0%	0%	0%	0%	1%	12%	1%
	n=	111	89	32	44	37	20	16	133	23	505
FREQUENCY OF SEEING HOMELESS IN NEIGHBORHOOD	Nearly everyday	41%	39%	16%	50%	29%	36%	63%	38%	32%	38%
	Most days	12%	9%	57%	2%	13%	27%	10%	13%	0%	15%
	Once or twice a week	9%	15%	3%	14%	32%	11%	0%	15%	1%	12%
	Once or twice a month	8%	5%	2%	0%	2%	0%	0%	5%	11%	5%
	Rarely	17%	20%	14%	19%	15%	12%	21%	13%	28%	17%
	Never	13%	10%	4%	14%	9%	13%	6%	15%	26%	12%
	Unsure	0%	2%	5%	1%	0%	0%	0%	0%	1%	1%
	n=	109	87	31	44	37	20	16	128	21	493

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

Leading Cause of Homelessness - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
LEADING CAUSE OF HOMELESSNESS	Mental health issues	25%	20%	0%	9%	29%	33%	27%	31%	32%	23%
	Housing is too expensive	23%	21%	15%	42%	22%	15%	17%	15%	13%	22%
	Drugs/Alcohol/Addiction	15%	13%	0%	12%	11%	18%	24%	13%	19%	14%
	Loss of job	4%	3%	0%	5%	4%	1%	0%	8%	9%	4%
	Political leadership	5%	1%	0%	5%	0%	7%	0%	6%	0%	3%
	Laziness/Personal choice	1%	4%	12%	1%	1%	5%	3%	0%	1%	3%
	Cost of living	1%	3%	0%	4%	2%	1%	5%	0%	1%	2%
	Government policies	1%	3%	0%	3%	2%	2%	2%	4%	0%	2%
	Multiple	16%	5%	44%	9%	7%	6%	3%	11%	3%	11%
	Other	9%	21%	29%	9%	18%	11%	16%	11%	18%	15%
	Refused/Don't know	0%	3%	0%	0%	5%	2%	3%	2%	2%	2%
	n=	223	282	7	48	76	103	87	91	93	505

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

Leading Cause of Homelessness - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White/Caucasian	Hispanic/Latino	Black/African American	Asian/Pacific Islander	Mixed	English	Spanish	Total
LEADING CAUSE OF HOMELESSNESS	Mental health issues	30%	14%	10%	10%	34%	23%	0%	23%
	Housing is too expensive	19%	18%	38%	40%	12%	22%	13%	22%
	Drugs/Alcohol/Addiction	15%	18%	17%	5%	5%	13%	45%	14%
	Loss of job	4%	0%	4%	7%	4%	4%	4%	4%
	Political leadership	2%	4%	2%	0%	6%	3%	0%	3%
	Laziness/Personal choice	2%	6%	0%	2%	2%	3%	0%	3%
	Cost of living	2%	0%	0%	2%	13%	2%	0%	2%
	Government policies	1%	3%	1%	2%	8%	2%	9%	2%
	Multiple	4%	25%	13%	10%	4%	11%	8%	11%
	Other	18%	10%	13%	20%	4%	15%	22%	15%
	Refused/Don't know	2%	1%	2%	2%	7%	2%	0%	2%
	n=	293	76	53	52	26	492	13	505

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

Leading Cause of Homelessness - Demographics

		POLITICAL PARTY				TOTAL
		Non-registrant	Democrat	Republican	Minor	Total
LEADING CAUSE OF HOMELESSNESS	Mental health issues	17%	26%	24%	20%	23%
	Housing is too expensive	21%	26%	14%	23%	22%
	Drugs/Alcohol/Addiction	6%	16%	17%	15%	14%
	Loss of job	2%	2%	3%	7%	4%
	Political leadership	1%	3%	6%	1%	3%
	Laziness/Personal choice	8%	1%	3%	2%	3%
	Cost of living	2%	2%	1%	3%	2%
	Government policies	2%	3%	1%	2%	2%
	Multiple	28%	4%	8%	11%	11%
	Other	9%	15%	20%	14%	15%
	Refused/Don't know	3%	1%	1%	3%	2%
	n=	77	173	140	115	505

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

Leading Cause of Homelessness - Demographics

		AREA						REGION						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Central	East Suburban/C ounty	North City	North County East	North County West	South Suburban	Total
LEADING CAUSE OF HOMELESSNESS	Mental health issues	18%	21%	31%	22%	24%	22%	26%	19%	27%	18%	22%	19%	23%
	Housing is too expensive	32%	29%	23%	21%	22%	4%	21%	18%	21%	30%	36%	7%	22%
	Drugs/Alcohol/Addiction	13%	10%	10%	17%	18%	14%	22%	16%	11%	11%	14%	7%	14%
	Loss of job	1%	5%	8%	5%	3%	1%	3%	2%	7%	2%	4%	1%	4%
	Political leadership	1%	0%	2%	6%	5%	2%	6%	2%	0%	1%	0%	10%	3%
	Laziness/Personal choice	2%	6%	1%	4%	1%	2%	0%	5%	1%	11%	0%	2%	3%
	Cost of living	6%	2%	0%	0%	3%	1%	2%	2%	2%	2%	6%	0%	2%
	Government policies	5%	3%	1%	2%	1%	0%	1%	1%	5%	1%	2%	0%	2%
	Multiple	9%	3%	6%	6%	9%	36%	3%	16%	5%	7%	6%	39%	11%
	Other	12%	19%	10%	16%	13%	17%	14%	16%	17%	16%	9%	15%	15%
Refused/Don't kow	2%	2%	7%	2%	1%	1%	2%	3%	3%	1%	2%	0%	2%	
n=		72	115	50	109	110	49	80	96	147	102	54	26	505

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

Leading Cause of Homelessness - Attitudinals

		MOST IMPORTANT ISSUE FACING SAN DIEGO COUNTY									TOTAL
		Homelessnes s	Housing affordability	Inflation	Cost of living	Housing availability	Gas	Illegal immigration	Other	Nothing/Don' t Know	Total
LEADING CAUSE OF HOMELESSNESS	Mental health issues	19%	27%	21%	11%	24%	22%	18%	31%	8%	23%
	Housing is too expensive	21%	34%	9%	24%	28%	28%	3%	19%	18%	22%
	Drugs/Alcohol/Addiction	20%	9%	7%	29%	19%	8%	6%	11%	5%	14%
	Loss of job	5%	4%	1%	0%	7%	0%	4%	4%	3%	4%
	Political leadership	1%	0%	0%	4%	0%	0%	37%	5%	0%	3%
	Laziness/Personal choice	6%	0%	1%	3%	3%	0%	0%	4%	0%	3%
	Cost of living	3%	1%	1%	9%	0%	7%	8%	0%	0%	2%
	Government policies	3%	1%	0%	8%	0%	5%	0%	1%	0%	2%
	Multiple	4%	7%	51%	1%	2%	4%	2%	5%	44%	11%
	Other	15%	15%	9%	11%	12%	15%	22%	17%	20%	15%
	Refused/Don't kow	1%	1%	0%	0%	5%	12%	0%	3%	2%	2%
n=	111	89	32	44	37	20	16	133	23	505	

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

Leading Cause of Homelessness - Attitudinal

		FREQUENCY OF SEEING HOMELESS IN THE COUNTY							FREQUENCY OF SEEING HOMELESS IN NEIGHBORHOOD							TOTAL
		Nearly everyday	Most days	Once or twice a week	Once or twice a month	Rarely	Never	Unsure	Nearly everyday	Most days	Once or twice a week	Once or twice a month	Rarely	Never	Unsure	Total
LEADING CAUSE OF HOMELESSNESS	Mental health issues	21%	26%	26%	25%	24%	0%	16%	21%	21%	12%	24%	25%	33%	40%	23%
	Housing is too expensive	21%	25%	22%	37%	23%	7%	11%	19%	9%	36%	25%	30%	24%	12%	22%
	Drugs/Alcohol/Addiction	16%	16%	8%	3%	11%	25%	0%	20%	4%	20%	8%	8%	11%	31%	14%
	Loss of job	2%	3%	8%	12%	9%	0%	13%	2%	1%	9%	17%	2%	2%	0%	4%
	Political leadership	4%	4%	0%	2%	0%	0%	0%	6%	4%	0%	0%	0%	0%	0%	3%
	Laziness/Personal choice	4%	2%	1%	0%	0%	10%	0%	3%	8%	2%	0%	0%	3%	0%	3%
	Cost of living	3%	1%	0%	0%	0%	0%	0%	4%	5%	0%	0%	1%	0%	0%	2%
	Government policies	2%	7%	0%	0%	0%	0%	0%	2%	2%	8%	0%	0%	1%	0%	2%
	Multiple	14%	6%	3%	0%	0%	0%	43%	9%	34%	2%	6%	5%	4%	6%	11%
	Other	12%	11%	29%	18%	30%	58%	0%	11%	12%	9%	17%	26%	18%	11%	15%
	Refused/Don't know	2%	0%	3%	1%	4%	0%	17%	2%	0%	2%	2%	2%	2%	0%	2%
	n=	298	87	66	26	16	5	7	180	56	60	33	88	70	6	505

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

Reducing Homelessness - Demographics

		GENDER		AGE						TOTAL	
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
ENTITY DOING BEST JOB REDUCING HOMELESSNESS	Non-profits	19%	26%	37%	21%	17%	24%	18%	24%	21%	22%
	Faith-based organizations	13%	9%	0%	10%	9%	13%	15%	14%	17%	11%
	State government	10%	2%	44%	2%	1%	4%	2%	1%	0%	6%
	County government	4%	4%	0%	6%	3%	3%	3%	7%	6%	4%
	City government	3%	5%	0%	1%	7%	3%	6%	7%	3%	4%
	Federal government	0%	1%	0%	0%	0%	0%	0%	2%	1%	0%
	None are doing a good job	38%	36%	12%	46%	43%	37%	38%	33%	39%	37%
	Unsure	12%	17%	7%	13%	19%	16%	17%	13%	12%	15%
	n=	223	282	7	48	76	103	87	91	93	505

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

Reducing Homelessness - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White/Caucasian	Hispanic/Latino	Black/African American	Asian/Pacific Islander	Mixed	English	Spanish	Total
ENTITY DOING BEST JOB REDUCING HOMELESSNESS	Non-profits	26%	13%	33%	25%	24%	23%	6%	22%
	Faith-based organizations	12%	10%	11%	9%	14%	12%	0%	11%
	State government	1%	17%	0%	9%	0%	6%	6%	6%
	County government	3%	7%	0%	4%	2%	4%	0%	4%
	City government	5%	5%	2%	0%	0%	3%	31%	4%
	Federal government	0%	1%	2%	1%	0%	0%	5%	0%
	None are doing a good job	35%	41%	39%	33%	37%	37%	37%	37%
	Unsure	17%	8%	12%	19%	24%	14%	15%	15%
	n=	293	76	53	52	26	492	13	505

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

Reducing Homelessness - Demographics

		POLITICAL PARTY				TOTAL
		Non-registrant	Democrat	Republican	Minor	Total
ENTITY DOING BEST JOB REDUCING HOMELESSNESS	Non-profits	11%	23%	33%	20%	22%
	Faith-based organizations	5%	7%	15%	18%	11%
	State government	29%	1%	2%	2%	6%
	County government	1%	8%	2%	4%	4%
	City government	5%	5%	2%	4%	4%
	Federal government	0%	1%	1%	0%	0%
	None are doing a good job	41%	43%	36%	29%	37%
	Unsure	9%	14%	9%	24%	15%
	n=	77	173	140	115	505

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

Reducing Homelessness - Demographics

		AREA						REGION						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Central	East Suburban/C	North City	North County East	North County West	South Suburban	Total
ENTITY DOING BEST JOB REDUCING HOMELESSNESS	Non-profits	29%	24%	35%	26%	16%	12%	16%	30%	28%	27%	18%	9%	22%
	Faith-based organizations	7%	13%	7%	21%	9%	8%	8%	14%	13%	8%	8%	16%	11%
	State government	0%	3%	2%	2%	2%	33%	3%	0%	1%	3%	5%	38%	6%
	County government	5%	3%	1%	5%	5%	5%	6%	5%	3%	2%	4%	4%	4%
	City government	4%	3%	0%	4%	8%	1%	10%	3%	1%	5%	2%	0%	4%
	Federal government	0%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%
	None are doing a good job	40%	38%	28%	27%	49%	31%	42%	34%	34%	32%	53%	28%	37%
	Unsure	15%	16%	25%	14%	13%	9%	14%	14%	18%	22%	11%	5%	15%
	n=	72	115	50	109	110	49	80	96	147	102	54	26	505

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Reducing Homelessness - Attitudinals

		MOST IMPORTANT ISSUE FACING SAN DIEGO COUNTY									TOTAL
		Homelessnes	Housing affordability	Inflation	Cost of living	Housing availability	Gas	Illegal immigration	Other	Nothing/Don't Know	Total
ENTITY DOING BEST JOB REDUCING HOMELESSNESS	Non-profits	35%	17%	11%	34%	14%	17%	7%	21%	15%	22%
	Faith-based organizations	8%	4%	7%	16%	9%	16%	46%	17%	3%	11%
	State government	4%	0%	50%	0%	0%	0%	0%	2%	7%	6%
	County government	1%	4%	1%	9%	0%	3%	0%	7%	12%	4%
	City government	8%	3%	2%	1%	6%	18%	0%	1%	3%	4%
	Federal government	0%	1%	1%	1%	2%	0%	0%	0%	0%	0%
	None are doing a good job	34%	52%	24%	29%	59%	20%	35%	36%	32%	37%
	Unsure	10%	21%	5%	10%	9%	27%	12%	16%	27%	15%
	n=	111	89	32	44	37	20	16	133	23	505

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

Reducing Homelessness - Attitudinals

		FREQUENCY OF SEEING HOMELESS IN THE COUNTY							FREQUENCY OF SEEING HOMELESS IN NEIGHBORHOOD							TOTAL
		Nearly everyday	Most days	Once or twice a week	Once or twice a month	Rarely	Never	Unsure	Nearly everyday	Most days	Once or twice a week	Once or twice a month	Rarely	Never	Unsure	Total
ENTITY DOING BEST JOB REDUCING HOMELESSNESS	Non-profits	20%	21%	30%	42%	23%	63%	0%	22%	14%	19%	28%	31%	23%	26%	22%
	Faith-based organizations	11%	13%	12%	16%	0%	0%	16%	13%	5%	6%	17%	12%	18%	4%	11%
	State government	9%	1%	1%	0%	0%	0%	26%	1%	32%	1%	2%	5%	0%	0%	6%
	County government	2%	13%	0%	14%	11%	0%	0%	2%	3%	6%	9%	6%	6%	0%	4%
	City government	5%	0%	4%	7%	9%	0%	0%	3%	5%	9%	6%	3%	1%	0%	4%
	Federal government	0%	2%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
	None are doing a good job	42%	41%	21%	18%	28%	17%	11%	47%	25%	51%	14%	30%	29%	63%	37%
	Unsure	11%	10%	32%	3%	28%	20%	47%	12%	15%	7%	24%	14%	23%	6%	15%
	n=	298	87	66	26	16	5	7	180	56	60	33	88	70	6	505

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

Reducing Homelessness - Attitudinals

		Q12xx									TOTAL
		Mental health issues	Housing is too expensive	Drugs/Alcohol/Addiction	Loss of job	Political leadership	Laziness/Personal choice	Multiple	Other	Refused/Don't know	Total
ENTITY DOING BEST JOB REDUCING HOMELESSNESS	Non-profits	18%	30%	27%	14%	11%	5%	12%	28%	15%	22%
	Faith-based organizations	15%	4%	20%	7%	51%	22%	2%	5%	23%	11%
	State government	1%	4%	0%	0%	0%	0%	46%	1%	11%	6%
	County government	7%	2%	3%	2%	0%	0%	6%	5%	0%	4%
	City government	4%	3%	6%	12%	0%	0%	0%	5%	6%	4%
	Federal government	0%	0%	0%	1%	0%	0%	2%	1%	0%	0%
	None are doing a good job	42%	44%	35%	30%	32%	64%	24%	35%	5%	37%
	Unsure	13%	14%	10%	34%	6%	9%	8%	20%	41%	15%
	n=	133	98	79	24	9	12	34	102	14	505

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

Homelessness Trend - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
HOMELESSNESS COMPARED TO LAST YEAR	Less, much	2%	4%	10%	7%	0%	1%	2%	0%	0%	3%
	Less, a little	1%	1%	0%	1%	2%	2%	0%	0%	4%	1%
	Stayed about the same	19%	29%	22%	25%	30%	27%	23%	20%	16%	24%
	More, a little	26%	24%	63%	19%	21%	24%	20%	22%	19%	25%
	More, much	45%	39%	5%	39%	44%	42%	53%	53%	58%	42%
	Unsure	6%	3%	0%	9%	3%	4%	2%	5%	4%	4%
	n=	223	282	7	48	76	103	87	91	93	505

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

Homelessness Trend - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White/Caucasian	Hispanic/Latino	Black/African American	Asian/Pacific Islander	Mixed	English	Spanish	Total
HOMELESSNESS COMPARED TO LAST YEAR	Less, much	2%	6%	0%	3%	0%	3%	0%	3%
	Less, a little	2%	0%	1%	2%	0%	1%	0%	1%
	Stayed about the same	26%	14%	38%	40%	24%	25%	15%	24%
	More, a little	21%	37%	14%	14%	32%	26%	8%	25%
	More, much	46%	40%	46%	26%	41%	41%	65%	42%
	Unsure	3%	4%	1%	15%	3%	4%	12%	4%
	n=	293	76	53	52	26	492	13	505

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

Homelessness Trend - Demographics

		POLITICAL PARTY				TOTAL
		Non-registrant	Democrat	Republican	Minor	Total
HOMELESSNESS COMPARED TO LAST YEAR	Less, much	0%	0%	1%	11%	3%
	Less, a little	1%	1%	3%	0%	1%
	Stayed about the same	14%	27%	29%	24%	24%
	More, a little	48%	23%	15%	20%	25%
	More, much	32%	41%	52%	42%	42%
	Unsure	5%	8%	1%	3%	4%
	n=	77	173	140	115	505

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

Homelessness Trend - Demographics

		AREA						REGION						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Central	East Suburban/C county	North City	North County East	North County West	South Suburban	Total
HOMELESSNESS COMPARED TO LAST YEAR	Less, much	7%	0%	2%	4%	5%	0%	1%	11%	0%	7%	0%	0%	3%
	Less, a little	4%	0%	3%	2%	0%	0%	0%	2%	1%	2%	2%	0%	1%
	Stayed about the same	11%	30%	18%	28%	29%	19%	25%	28%	35%	19%	11%	16%	24%
	More, a little	25%	29%	27%	21%	16%	41%	14%	16%	23%	26%	36%	47%	25%
	More, much	52%	31%	43%	44%	49%	33%	59%	42%	33%	43%	44%	29%	42%
	Unsure	1%	10%	7%	1%	1%	8%	0%	1%	8%	2%	8%	8%	4%
	n=	72	115	50	109	110	49	80	96	147	102	54	26	505

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

Homelessness Trend - Attitudinals

		MOST IMPORTANT ISSUE FACING SAN DIEGO COUNTY									TOTAL
		Homelessnes s	Housing affordability	Inflation	Cost of living	Housing availability	Gas	Illegal immigration	Other	Nothing/Don' t Know	Total
HOMELESSNESS COMPARED TO LAST YEAR	Less, much	5%	0%	0%	0%	0%	0%	0%	1%	32%	3%
	Less, a little	0%	0%	1%	0%	4%	0%	8%	2%	0%	1%
	Stayed about the same	24%	24%	22%	35%	19%	28%	8%	24%	28%	24%
	More, a little	28%	24%	55%	17%	23%	28%	5%	17%	23%	25%
	More, much	44%	43%	21%	46%	48%	40%	79%	48%	7%	42%
	Unsure	0%	8%	0%	1%	5%	3%	0%	8%	10%	4%
	n=	111	89	32	44	37	20	16	133	23	505

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Homelessness Trend - Attitudinals

		FREQUENCY OF SEEING HOMELESS IN THE COUNTY						FREQUENCY OF SEEING HOMELESS IN NEIGHBORHOOD						TOTAL		
		Nearly everyday	Most days	Once or twice a week	Once or twice a month	Rarely	Never	Unsure	Nearly everyday	Most days	Once or twice a week	Once or twice a month	Rarely	Never	Unsure	Total
HOMELESSNESS COMPARED TO LAST YEAR	Less, much	4%	2%	0%	0%	0%	0%	0%	5%	2%	0%	0%	4%	1%	0%	3%
	Less, a little	1%	0%	2%	0%	5%	0%	0%	0%	2%	2%	2%	3%	1%	4%	1%
	Stayed about the same	17%	27%	47%	48%	34%	25%	26%	18%	19%	19%	37%	37%	30%	40%	24%
	More, a little	25%	31%	26%	9%	11%	30%	28%	12%	55%	35%	29%	19%	26%	11%	25%
	More, much	50%	39%	20%	28%	21%	45%	28%	61%	22%	34%	29%	34%	35%	45%	42%
	Unsure	3%	1%	5%	15%	30%	0%	18%	3%	0%	11%	2%	4%	7%	0%	4%
	n=	298	87	66	26	16	5	7	180	56	60	33	88	70	6	505

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Homelessness Trend - Attitudinals

		Q12xx									TOTAL
		Mental health issues	Housing is too expensive	Drugs/Alcohol/Addiction	Loss of job	Political leadership	Laziness/Personal choice	Multiple	Other	Refused/Don't know	Total
HOMELESSNESS COMPARED TO LAST YEAR	Less, much	1%	5%	0%	1%	0%	0%	14%	2%	0%	3%
	Less, a little	0%	1%	1%	0%	0%	0%	0%	3%	10%	1%
	Stayed about the same	25%	24%	25%	25%	2%	5%	14%	34%	46%	24%
	More, a little	26%	18%	17%	40%	12%	52%	46%	22%	9%	25%
	More, much	41%	47%	55%	29%	83%	43%	23%	37%	21%	42%
	Unsure	7%	5%	1%	5%	3%	0%	2%	3%	14%	4%
	n=	133	98	79	24	9	12	34	102	14	505

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Homelessness Trend - Attitudinals

		ENTITY DOING BEST JOB REDUCING HOMELESSNESS							TOTAL
		Non-profits	Faith-based organizations	State government	County government	City government	None are doing a good job	Unsure	Total
HOMELESSNESS COMPARED TO LAST YEAR	Less, much	5%	0%	0%	23%	1%	3%	0%	3%
	Less, a little	2%	0%	0%	0%	0%	0%	4%	1%
	Stayed about the same	42%	18%	12%	24%	31%	15%	30%	24%
	More, a little	18%	19%	82%	22%	13%	22%	27%	25%
	More, much	32%	61%	6%	27%	53%	54%	31%	42%
	Unsure	2%	2%	0%	3%	1%	6%	9%	4%
	n=	113	68	11	18	25	190	74	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	27%	31%	16%	17%	30%	33%	40%	35%	38%	29%
	Wrong Track, Somewhat	15%	20%	12%	19%	15%	24%	11%	23%	19%	18%
	Mixed/Unsure	20%	15%	7%	32%	21%	15%	11%	13%	13%	18%
	Right Direction, Somewhat	32%	27%	65%	22%	32%	22%	32%	19%	26%	30%
	Right Direction, Strongly	5%	7%	0%	10%	2%	6%	6%	9%	4%	6%
	n=	219	278	7	47	75	100	87	90	91	497

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Civic Mood - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White/Caucasian	Hispanic/Latino	Black/African American	Asian/Pacific Islander	Mixed	English	Spanish	Total
CIVIC MOOD	Wrong Track, Strongly	33%	23%	15%	21%	46%	29%	30%	29%
	Wrong Track, Somewhat	18%	16%	17%	15%	28%	18%	18%	18%
	Mixed/Unsure	12%	24%	20%	33%	5%	18%	18%	18%
	Right Direction, Somewhat	31%	33%	34%	21%	22%	30%	21%	30%
	Right Direction, Strongly	6%	4%	14%	11%	0%	6%	13%	6%
	n=	288	76	50	52	26	484	13	497

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

Civic Mood - Demographics

		POLITICAL PARTY				TOTAL
		Non-registrant	Democrat	Republican	Minor	Total
CIVIC MOOD	Wrong Track, Strongly	20%	22%	56%	21%	29%
	Wrong Track, Somewhat	21%	13%	19%	20%	18%
	Mixed/Unsure	9%	23%	10%	23%	18%
	Right Direction, Somewhat	46%	32%	12%	31%	30%
	Right Direction, Strongly	4%	10%	3%	5%	6%
	n=	77	167	139	114	497

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Civic Mood - Demographics

		AREA						REGION						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	54 - 94	So. 54	Central	East Suburban/C county	North City	North County East	North County West	South Suburban	Total
CIVIC MOOD	Wrong Track, Strongly	28%	28%	34%	41%	28%	16%	27%	33%	41%	25%	21%	17%	29%
	Wrong Track, Somewhat	19%	28%	19%	14%	17%	6%	15%	19%	17%	24%	24%	7%	18%
	Mixed/Unsure	14%	18%	18%	14%	21%	19%	19%	25%	12%	16%	18%	17%	18%
	Right Direction, Somewhat	32%	21%	27%	23%	29%	53%	33%	15%	24%	29%	31%	56%	30%
	Right Direction, Strongly	7%	5%	2%	9%	5%	6%	5%	8%	6%	7%	5%	3%	6%
	n=	71	113	50	106	109	48	78	94	146	100	54	25	497

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Civic Mood - Attitudinals

		MOST IMPORTANT ISSUE FACING SAN DIEGO COUNTY									TOTAL
		Homeless	Housing affordability	Inflation	Cost of living	Housing availability	Gas	Illegal immigration	Other	Nothing/Don't Know	Total
CIVIC MOOD	Wrong Track, Strongly	34%	21%	18%	29%	40%	31%	72%	32%	4%	29%
	Wrong Track, Somewhat	21%	16%	13%	30%	16%	7%	12%	20%	0%	18%
	Mixed/Unsure	7%	36%	4%	7%	6%	24%	5%	17%	59%	18%
	Right Direction, Somewhat	31%	22%	61%	33%	27%	36%	11%	28%	14%	30%
	Right Direction, Strongly	7%	6%	5%	1%	11%	3%	0%	3%	23%	6%
	n=	110	87	30	44	36	20	16	131	23	497

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Civic Mood - Attitudinals

		FREQUENCY OF SEEING HOMELESS IN THE COUNTY							FREQUENCY OF SEEING HOMELESS IN NEIGHBORHOOD							TOTAL
		Nearly everyday	Most days	Once or twice a week	Once or twice a month	Rarely	Never	Unsure	Nearly everyday	Most days	Once or twice a week	Once or twice a month	Rarely	Never	Unsure	Total
CIVIC MOOD	Wrong Track, Strongly	30%	31%	31%	8%	20%	10%	28%	37%	17%	27%	16%	26%	31%	29%	29%
	Wrong Track, Somewhat	18%	19%	16%	26%	0%	25%	16%	17%	18%	26%	21%	18%	7%	26%	18%
	Mixed/Unsure	16%	13%	23%	24%	22%	58%	30%	14%	11%	21%	22%	16%	31%	0%	18%
	Right Direction, Somewhat	31%	32%	24%	22%	49%	7%	26%	26%	52%	17%	36%	29%	29%	0%	30%
	Right Direction, Strongly	5%	6%	5%	20%	8%	0%	0%	5%	2%	10%	5%	10%	1%	45%	6%
	n=	294	84	65	26	16	5	7	179	55	59	33	87	66	6	497

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Civic Mood - Attitudinals

		Q12xx									TOTAL
		Mental health issues	Housing is too expensive	Drugs/Alcohol/Addiction	Loss of job	Political leadership	Laziness/Personal choice	Multiple	Other	Refused/Don't know	Total
CIVIC MOOD	Wrong Track, Strongly	36%	15%	36%	21%	67%	36%	16%	32%	45%	29%
	Wrong Track, Somewhat	12%	18%	28%	17%	21%	52%	7%	16%	28%	18%
	Mixed/Unsure	15%	30%	6%	12%	0%	7%	16%	22%	12%	18%
	Right Direction, Somewhat	31%	29%	25%	44%	11%	5%	53%	26%	13%	30%
	Right Direction, Strongly	6%	8%	5%	7%	0%	0%	8%	4%	1%	6%
	n=	130	97	79	23	9	12	33	101	13	497

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Civic Mood - Attitudinals

		ENTITY DOING BEST JOB REDUCING HOMELESSNESS							TOTAL
		Non-profits	Faith-based organizations	State government	County government	City government	None are doing a good job	Unsure	Total
CIVIC MOOD	Wrong Track, Strongly	29%	39%	0%	5%	18%	39%	20%	29%
	Wrong Track, Somewhat	20%	29%	7%	19%	8%	19%	7%	18%
	Mixed/Unsure	8%	12%	4%	28%	11%	19%	37%	18%
	Right Direction, Somewhat	39%	15%	85%	25%	44%	18%	32%	30%
	Right Direction, Strongly	5%	6%	4%	23%	19%	5%	3%	6%
	n=	111	68	11	17	25	186	73	497

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Civic Mood - Attitudinals

		HOMELESSNESS COMPARED TO LAST YEAR						TOTAL
		Less, much	Less, a little	Stayed about the same	More, a little	More, much	Unsure	Total
CIVIC MOOD	Wrong Track, Strongly	0%	0%	24%	15%	46%	4%	29%
	Wrong Track, Somewhat	0%	16%	15%	26%	17%	6%	18%
	Mixed/Unsure	44%	8%	19%	14%	13%	63%	18%
	Right Direction, Somewhat	35%	71%	30%	44%	20%	23%	30%
	Right Direction, Strongly	22%	4%	12%	1%	4%	3%	6%
	n=	6	9	126	107	229	20	497

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