

San Diego County Issues Barometer Dec. 2022 Poll

COST OF LIVING

n=504 San Diego County Residents

Margin of Sampling Error +/- 4.4%

December 1-6, 2022

Weighted on race, ethnicity, education, age

Hello is ____ there? Hi this is _____ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego to ask your opinion on local issues. We are not selling anything. Most people find it interesting, and all your answers will be kept strictly confidential. Please let me begin by asking...

Q1. To help us better understand what's important in different areas of San Diego County, what is your ZIP code?

	%
South Suburbs	16.7
South Central	21.4
North Central	17.4
North Coastal	8.6
North Inland	16.9
East Suburbs	16.1
East County	2.9

Q2. And in what year were you born?

	%
18-24	7.8
25-34	21.4
35-44	17.8
45-54	17.7
55-64	17.0
65-74	10.6
75+	7.7
Average	47.7

Q3. Do you think things in San Diego County are moving in the right direction or have they gotten off on the wrong track?

	June %	Sept %	Dec %
Right direction, strongly	5.9	6.1	4.4
Right direction, somewhat	29.6	35.1	29.6
Wrong track, somewhat	17.4	15.4	12.4
Wrong track, strongly	28.8	24.9	24.0
Mixed (<i>Not read</i>)	3.2	3.9	14.2
Unsure (<i>Not read</i>)	14.2	14.2	14.6
Refused (<i>Not read</i>)	1.0	0.5	0.7

Q4. What is the most important issue facing people in San Diego County?

	June %	Sept %	Dec %
Homelessness	22.1	21.7	33.4
Housing affordability	18.2	20.6	12.5
Cost of living	8.9	9.9	9.8
Crime and safety	2.6	3.3	6.2
Inflation	6.4	3.4	4.4
Economy and jobs	2.9	3.5	3.7
Housing availability	3.5	6.5	3.3
Traffic	1.4	1.4	2.4
Health issues	--	--	2.2
Bad political leadership	2.0	2.1	2.0
Water scarcity	1.5	3.9	1.8
Infrastructure/Road repair	--	2.5	1.8
Environment and climate change	2.2	3.3	1.5
Government overreach	--	--	1.4
Illegal immigration/Border	3.1	1.9	1.3
Taxes	1.4	1.6	1.3
Overdevelopment/Overpopulation	1.7	0.4	0.9
Utility costs	--	--	0.5
Gasoline prices	9.3	2.8	--
Schools/Education	3.1	2.2	--
Other	4.4	6.5	5.2
Nothing/Don't know	5.4	2.6	4.2

COST OF LIVING

Q10. Do you think the cost of living in San Diego County will be higher or lower a year from now, or will it be about the same?

	%
A lot higher	42.0
A little higher	39.5
A little lower	4.8
A lot lower	1.4
About the same	9.7
Unsure (<i>Not read</i>)	2.7

Q11. Have the prices of everyday items caused you or your family any hardship this month or not?

	%
Yes, extreme hardship	12.7
Yes, serious hardship	15.6
Yes, some hardship	33.5
No	38.1
Unsure (<i>Not read</i>)	0.1

Q12. Do you think your family's income is falling behind the cost of living, going up faster than the cost of living or staying about even?

	%
Falling far behind	31.6
Falling a little behind	31.9
Going up a little faster	2.8
Going up a lot faster	4.0
Staying about even	28.1
Unsure (<i>Not read</i>)	1.6

Q13. To address rising costs, what's the main thing you and your family would cut back on or is there nothing you could cut back on?

	%
Eating out/Entertainment	31.3
Food and groceries	10.1
Travel/Vacations	10.1
Unnecessary/Discretionary spending	5.6
Cable/Subscription services	4.3
Utilities	4.0
Gas	2.5
Housing and rental costs	2.0
Healthcare	0.5
Other	6.2
Nothing	21.5
Unsure	2.0

Q14. President Biden's Inflation Reduction Act is a government initiative designed to address the cost of living. Do you think this program will largely succeed, largely fail, or have mixed results?

	%
Succeed, strongly	6.5
Succeed, somewhat	14.5
Fail, somewhat	7.1
Fail, strongly	26.4
Mixed results	26.5
Unsure (<i>Not read</i>)	19.1

Thanks. Now I have some demographic questions to ensure we have a representative sample...

Q20. What is the highest level of education you have completed?

	%
Less than high school graduate	11.0
High school graduate, including equivalency	17.8
Some college or an associate degree	31.0
Bachelor's degree	21.0
Graduate or professional degree	19.3

Q21. Is your ethnic heritage mainly...

	%
Not Hispanic	69.4
Hispanic	30.6

Q21. Is your racial heritage mainly

	%
White	67.4
Black or African American	5.2
Asian or Pacific Islander	12.4
Native American	1.0
Multiracial	13.2
Something else	0.8

Thanks for your time and your opinion counts, goodbye.

22. SEX

	%
Male	50.4
Female	49.6

23. LANGAUGE

	%
English	89.7
Spanish	10.3

24. REGISTERED VOTER/POLITICAL PARTY

	%
Democrat	31.1
Republican	21.0
Non-partisan/Minor party	26.3
Non-registrant	21.6