

**Pure Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
RACE	White non-Hispanic	46%	43%	44%	42%	33%	49%	53%	60%	44%
	Hispanic	28%	33%	28%	24%	41%	31%	33%	27%	31%
	Asian/Pacific Islander	12%	11%	17%	19%	9%	4%	5%	2%	11%
	Black/African-American	5%	5%	5%	7%	4%	5%	4%	4%	5%
	Multi-racial/Other	10%	8%	6%	9%	14%	10%	5%	7%	9%
	n=	244	260	90	74	85	114	94	47	504

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

**Pure Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
PARTY	Democrat	32%	30%	25%	32%	31%	30%	43%	38%	31%
	Republican	23%	19%	14%	14%	25%	26%	24%	39%	21%
	Non-partisan	18%	20%	26%	15%	21%	11%	20%	10%	19%
	Minor Party	7%	10%	12%	8%	8%	9%	1%	2%	8%
	Non-registrants	20%	22%	23%	31%	15%	23%	12%	11%	21%
	n=	244	260	90	74	85	114	94	47	504
EDUCATION	Did Not Graduate High School	10%	12%	7%	11%	9%	13%	21%	10%	11%
	High School Graduate	21%	15%	23%	11%	14%	21%	24%	8%	18%
	Some College	30%	31%	32%	26%	26%	39%	26%	42%	31%
	Bachelor's Degree	21%	21%	23%	28%	25%	14%	14%	12%	21%
	Advanced Degree	18%	21%	15%	24%	25%	13%	16%	28%	19%
	n=	244	260	90	74	85	114	94	47	504

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

Pure Demographics

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

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Pure Demographics

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

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

**Pure Demographics**

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

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

**Pure Demographics**

		RACE					TOTAL
		White non-Hispanic	Hispanic	Asian/Pacific Islander	Black/African-American	Multi-racial/Other	Total
GENDER	Female	51%	45%	52%	47%	55%	50%
	Male	49%	55%	48%	53%	45%	50%
	n=	279	89	62	57	17	504
AGE	18-24	9%	3%	20%	6%	0%	8%
	25-34	19%	23%	24%	22%	22%	21%
	35-44	17%	14%	29%	24%	18%	18%
	45-54	13%	23%	14%	15%	28%	18%
	55-64	19%	18%	7%	18%	20%	17%
	65-74	13%	11%	5%	8%	6%	11%
	75+	10%	7%	2%	6%	6%	8%
	n=	279	89	62	57	17	504

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

**Pure Demographics**

		RACE					TOTAL
		White non-Hispanic	Hispanic	Asian/Pacific Islander	Black/African-American	Multi-racial/Other	Total
PARTY	Democrat	29%	32%	35%	47%	23%	31%
	Republican	28%	17%	19%	5%	15%	21%
	Non-partisan	15%	26%	22%	24%	10%	19%
	Minor Party	8%	3%	5%	4%	29%	8%
	Non-registrants	20%	22%	19%	21%	23%	21%
	n=	279	89	62	57	17	504
EDUCATION	Did Not Graduate High School	1%	34%	0%	4%	0%	11%
	High School Graduate	21%	16%	7%	11%	24%	18%
	Some College	27%	24%	34%	49%	60%	31%
	Bachelor's Degree	30%	9%	26%	17%	9%	21%
	Advanced Degree	21%	16%	33%	18%	7%	19%
	n=	279	89	62	57	17	504

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Pure Demographics

		RACE					TOTAL
		White non-Hispanic	Hispanic	Asian/Pacific Islander	Black/African-American	Multi-racial/Other	Total
NEIGHBORHOOD DENSITY	Far below average	21%	24%	10%	24%	13%	20%
	Below average	23%	13%	24%	18%	27%	20%
	Average	23%	14%	31%	19%	26%	21%
	Above average	17%	28%	4%	7%	35%	20%
	Far above average	17%	22%	31%	31%	0%	19%
	n=	279	89	62	57	17	504
NEIGHBORHOOD INCOME	Far below average	17%	23%	29%	27%	12%	20%
	Below average	18%	23%	2%	15%	40%	19%
	Average	18%	20%	22%	20%	23%	19%
	Above average	28%	22%	8%	16%	15%	22%
	Far above average	19%	13%	39%	22%	10%	19%
	n=	279	89	62	57	17	504
NEIGHBORHOOD HOME VALUE	Far below average	13%	32%	31%	30%	3%	21%
	Below average	21%	27%	1%	12%	14%	19%
	Average	22%	11%	23%	19%	31%	19%
	Above average	18%	19%	16%	25%	47%	21%
	Far above average	26%	12%	29%	14%	5%	20%
	n=	279	89	62	57	17	504

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Pure Demographics

		RACE					TOTAL
		White non-Hispanic	Hispanic	Asian/Pacific Islander	Black/African-American	Multi-racial/Other	Total
AREA	No. 78	9%	5%	4%	12%	31%	9%
	56 - 78	19%	18%	14%	4%	17%	17%
	52 - 56	12%	2%	22%	6%	8%	9%
	8 - 52	17%	6%	20%	10%	11%	13%
	94 - 8	21%	18%	20%	24%	12%	19%
	54 - 94	15%	25%	7%	29%	10%	18%
	So. 54	7%	26%	12%	15%	11%	14%
	n=	279	89	62	57	17	504
CITY	San Diego	44%	36%	74%	56%	36%	45%
	Chula Vista	5%	15%	12%	13%	11%	10%
	Oceanside	4%	3%	0%	1%	15%	4%
	Other City	30%	24%	10%	21%	29%	26%
	Unincorporated	17%	22%	4%	9%	9%	16%
	n=	279	89	62	57	17	504

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Pure Demographics

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Did Not Graduate High School	High School Graduate	Some College	Bachelor's Degree	Advanced Degree	Total
GENDER	Female	51%	55%	48%	40%	47%	47%	58%	49%	49%	46%	50%
	Male	49%	45%	52%	60%	53%	53%	42%	51%	51%	54%	50%
	n=	185	108	88	33	90	16	33	155	148	152	504
AGE	18-24	10%	8%	5%	7%	8%	0%	6%	12%	15%	0%	8%
	25-34	14%	11%	36%	35%	25%	19%	31%	19%	17%	23%	21%
	35-44	18%	12%	14%	18%	26%	19%	11%	15%	24%	23%	18%
	45-54	18%	21%	20%	17%	12%	15%	14%	15%	21%	23%	18%
	55-64	17%	21%	10%	20%	19%	21%	20%	21%	11%	11%	17%
	65-74	15%	12%	11%	1%	6%	20%	14%	9%	7%	9%	11%
	75+	9%	14%	4%	2%	4%	7%	4%	11%	4%	11%	8%
	n=	185	108	88	33	90	16	33	155	148	152	504

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**Pure Demographics**

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Did Not Graduate High School	High School Graduate	Some College	Bachelor's Degree	Advanced Degree	Total
RACE	White non-Hispanic	42%	58%	35%	46%	43%	4%	53%	39%	65%	47%	44%
	Hispanic	32%	24%	41%	12%	33%	94%	28%	24%	14%	25%	31%
	Asian/Pacific Islander	13%	10%	13%	8%	10%	0%	4%	13%	14%	20%	11%
	Black/African-American	7%	1%	6%	2%	5%	2%	3%	8%	4%	5%	5%
	Multi-racial/Other	6%	6%	4%	32%	9%	0%	12%	17%	4%	3%	9%
	n=	185	108	88	33	90	16	33	155	148	152	504

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**Pure Demographics**

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Did Not Graduate High School	High School Graduate	Some College	Bachelor's Degree	Advanced Degree	Total
NEIGHBORHOOD DENSITY	Far below average	16%	30%	19%	9%	20%	14%	27%	24%	14%	17%	20%
	Below average	16%	19%	16%	30%	26%	0%	19%	20%	25%	26%	20%
	Average	25%	19%	15%	30%	18%	24%	9%	19%	28%	26%	21%
	Above average	19%	19%	32%	21%	10%	36%	30%	20%	10%	12%	20%
	Far above average	23%	13%	17%	10%	25%	25%	15%	17%	22%	19%	19%
	n=	185	108	88	33	90	16	33	155	148	152	504
NEIGHBORHOOD INCOME	Far below average	20%	18%	20%	17%	25%	35%	18%	21%	14%	20%	20%
	Below average	15%	19%	21%	35%	18%	27%	18%	24%	15%	13%	19%
	Average	20%	22%	28%	10%	12%	21%	27%	21%	19%	10%	19%
	Above average	26%	25%	19%	11%	23%	15%	27%	21%	25%	23%	22%
	Far above average	19%	16%	13%	28%	23%	2%	10%	14%	28%	35%	19%
	n=	185	108	88	33	90	16	33	155	148	152	504
NEIGHBORHOOD HOME VALUE	Far below average	21%	17%	22%	10%	27%	44%	25%	21%	13%	12%	21%
	Below average	14%	22%	36%	9%	14%	27%	30%	21%	11%	12%	19%
	Average	18%	16%	8%	39%	27%	14%	18%	18%	23%	21%	19%
	Above average	21%	27%	17%	30%	12%	14%	19%	30%	16%	17%	21%
	Far above average	26%	17%	16%	11%	19%	0%	8%	10%	36%	39%	20%
	n=	185	108	88	33	90	16	33	155	148	152	504

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Pure Demographics

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Did Not Graduate High School	High School Graduate	Some College	Bachelor's Degree	Advanced Degree	Total
AREA	No. 78	10%	11%	4%	18%	8%	7%	2%	18%	7%	6%	9%
	56 - 78	10%	25%	10%	14%	28%	15%	11%	15%	22%	22%	17%
	52 - 56	13%	10%	7%	17%	4%	0%	8%	9%	11%	15%	9%
	8 - 52	18%	19%	11%	2%	7%	5%	7%	13%	18%	18%	13%
	94 - 8	21%	9%	18%	30%	24%	21%	31%	9%	22%	20%	19%
	54 - 94	21%	9%	24%	18%	15%	28%	24%	23%	10%	7%	18%
	So. 54	8%	16%	27%	2%	14%	24%	17%	13%	11%	10%	14%
	n=	185	108	88	33	90	16	33	155	148	152	504
CITY	San Diego	59%	34%	47%	37%	36%	40%	36%	32%	56%	65%	45%
	Chula Vista	5%	14%	16%	2%	10%	15%	11%	10%	6%	9%	10%
	Oceanside	3%	3%	2%	9%	6%	8%	0%	7%	3%	2%	4%
	Other City	19%	28%	16%	39%	37%	22%	29%	30%	27%	16%	26%
	Unincorporated	13%	22%	19%	13%	12%	16%	24%	21%	8%	8%	16%
	n=	185	108	88	33	90	16	33	155	148	152	504

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Pure Demographics

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

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
RACE	White non-Hispanic	46%	51%	48%	39%	39%	38%	41%	40%	56%	45%	27%	48%	50%	38%	60%	44%
	Hispanic	37%	19%	20%	42%	34%	34%	36%	31%	30%	20%	47%	42%	17%	28%	18%	31%
	Asian/Pacific Islander	6%	14%	17%	2%	19%	17%	1%	13%	4%	24%	17%	1%	14%	9%	17%	11%
	Black/African-American	6%	4%	4%	2%	8%	6%	4%	5%	3%	6%	7%	3%	5%	6%	3%	5%
	Multi-racial/Other	5%	12%	11%	15%	0%	5%	18%	10%	6%	5%	1%	6%	14%	20%	2%	9%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
PARTY	Democrat	25%	25%	37%	29%	38%	31%	25%	32%	36%	32%	31%	22%	29%	32%	42%	31%
	Republican	31%	20%	19%	21%	14%	19%	21%	24%	23%	18%	18%	24%	17%	28%	18%	21%
	Non-partisan	18%	15%	14%	31%	17%	19%	21%	27%	16%	13%	20%	35%	8%	16%	16%	19%
	Minor Party	4%	12%	12%	8%	4%	7%	15%	4%	4%	12%	4%	4%	16%	12%	5%	8%
	Non-registrants	21%	27%	18%	11%	27%	25%	19%	13%	21%	25%	27%	15%	30%	13%	20%	21%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504
EDUCATION	Did Not Graduate High School	8%	0%	12%	20%	15%	19%	15%	12%	7%	1%	23%	15%	8%	8%	0%	11%
	High School Graduate	24%	17%	8%	27%	14%	16%	16%	25%	22%	9%	21%	27%	17%	16%	8%	18%
	Some College	38%	31%	28%	31%	27%	31%	39%	33%	29%	23%	32%	33%	29%	45%	15%	31%
	Bachelor's Degree	14%	27%	28%	11%	25%	15%	16%	20%	23%	31%	13%	12%	25%	16%	39%	21%
	Advanced Degree	17%	25%	24%	11%	20%	19%	14%	10%	19%	36%	11%	12%	20%	16%	38%	19%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504

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Pure Demographics

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

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

Pure Demographics

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

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

**Pure Demographics**

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
RACE	White non-Hispanic	45%	50%	56%	57%	49%	38%	21%	43%	24%	42%	53%	47%	44%
	Hispanic	15%	31%	8%	14%	28%	44%	57%	25%	46%	24%	29%	43%	31%
	Asian/Pacific Islander	5%	9%	27%	18%	12%	5%	10%	19%	14%	0%	5%	3%	11%
	Black/African-American	6%	1%	3%	4%	6%	8%	5%	6%	7%	1%	4%	3%	5%
	Multi-racial/Other	28%	9%	7%	7%	5%	5%	7%	7%	10%	32%	10%	5%	9%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504

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

**Pure Demographics**

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
PARTY	Democrat	33%	18%	42%	42%	34%	37%	17%	41%	16%	27%	23%	26%	31%
	Republican	24%	31%	21%	31%	10%	11%	25%	16%	30%	14%	23%	29%	21%
	Non-partisan	9%	11%	13%	15%	17%	26%	36%	20%	31%	8%	12%	23%	19%
	Minor Party	15%	7%	15%	1%	12%	8%	1%	7%	2%	19%	12%	7%	8%
	Non-registrants	19%	34%	9%	11%	26%	18%	21%	17%	22%	32%	30%	15%	21%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504
EDUCATION	Did Not Graduate High School	8%	10%	0%	4%	12%	17%	19%	10%	17%	21%	9%	11%	11%
	High School Graduate	4%	12%	14%	9%	29%	24%	22%	14%	21%	0%	20%	27%	18%
	Some College	60%	27%	30%	31%	14%	40%	28%	22%	33%	51%	36%	42%	31%
	Bachelor's Degree	16%	26%	25%	29%	24%	11%	16%	26%	12%	17%	22%	11%	21%
	Advanced Degree	12%	25%	31%	27%	21%	8%	14%	28%	17%	12%	12%	9%	19%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504

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

Pure Demographics

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

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



**Most Important Issue - Demographics**

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

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

**Most Important Issue - Demographics**

		RACE					TOTAL
		White non-Hispanic	Hispanic	Asian/Pacific Islander	Black/African-American	Multi-racial/Other	Total
MOST IMPORTANT ISSUE	Homelessness	35%	34%	44%	24%	16%	34%
	Housing cost	14%	8%	9%	22%	21%	12%
	Cost of living	9%	5%	13%	20%	24%	10%
	Crime/Drugs/Safety	2%	16%	3%	4%	0%	6%
	Inflation	4%	5%	1%	4%	9%	4%
	Economy/Jobs	2%	9%	2%	0%	0%	4%
	Housing availability	4%	1%	8%	11%	0%	3%
	Traffic/Transportation	2%	4%	2%	0%	0%	2%
	Health issues	2%	0%	0%	2%	12%	2%
	Political leadership	3%	2%	0%	0%	0%	2%
	Infrastructure/Road repair	2%	0%	5%	4%	0%	2%
	Water shortage	1%	1%	0%	0%	12%	2%
	Overtaxation	2%	1%	0%	0%	1%	1%
	Government overreach	2%	0%	0%	0%	5%	1%
	Climate change	3%	0%	3%	0%	0%	1%
	Illegal immigration	2%	1%	0%	0%	0%	1%
	Growth/Development	1%	1%	1%	1%	0%	1%
	Utility costs	1%	0%	0%	0%	0%	1%
Other	6%	5%	6%	7%	0%	5%	
Nothing/Unsure	3%	8%	3%	1%	0%	4%	
n=	279	89	62	57	17	504	

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

**Most Important Issue - Demographics**

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Did Not Graduate High School	High School Graduate	Some College	Bachelor's Degree	Advanced Degree	Total
MOST IMPORTANT ISSUE	Homelessness	35%	35%	37%	29%	29%	9%	35%	39%	36%	35%	34%
	Housing cost	16%	11%	16%	5%	8%	9%	8%	13%	14%	16%	12%
	Cost of living	10%	12%	5%	16%	9%	7%	7%	17%	9%	3%	10%
	Crime/Drugs/Safety	5%	2%	11%	5%	8%	18%	11%	2%	5%	3%	6%
	Inflation	2%	7%	6%	9%	2%	0%	4%	8%	3%	3%	4%
	Economy/Jobs	2%	2%	5%	2%	7%	24%	0%	0%	4%	1%	4%
	Housing availability	5%	1%	3%	4%	3%	2%	0%	3%	5%	6%	3%
	Traffic/Transportation	2%	6%	0%	7%	0%	8%	4%	0%	3%	1%	2%
	Health issues	1%	0%	4%	13%	0%	0%	10%	0%	0%	1%	2%
	Political leadership	1%	2%	0%	2%	5%	0%	6%	0%	1%	3%	2%
	Infrastructure/Road repair	1%	2%	3%	0%	2%	0%	0%	2%	3%	3%	2%
	Water shortage	1%	1%	0%	0%	6%	0%	6%	1%	1%	1%	2%
	Overtaxation	0%	3%	2%	0%	2%	0%	0%	1%	1%	5%	1%
	Government overreach	2%	3%	0%	2%	0%	0%	0%	3%	0%	3%	1%
	Climate change	4%	0%	0%	2%	0%	0%	0%	0%	5%	2%	1%
	Illegal immigration	2%	1%	0%	1%	2%	0%	3%	2%	1%	1%	1%
	Growth/Development	1%	2%	0%	0%	0%	0%	0%	1%	1%	2%	1%
	Utility costs	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%
Other	6%	7%	4%	3%	4%	0%	7%	5%	5%	6%	5%	
Nothing/Unsure	3%	4%	1%	0%	11%	23%	2%	2%	2%	2%	4%	
n=	185	108	88	33	90	16	33	155	148	152	504	

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

Most Important Issue - Demographics

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

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

**Most Important Issue - Demographics**

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

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

**Opinions on San Diego - Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
<b>BEST THING ABOUT LIVING IN SAN DIEGO</b>	Weather/Climate	55%	60%	48%	56%	65%	57%	60%	75%	57%
	Parks/Environment/Outdoors	9%	8%	13%	12%	8%	1%	2%	11%	8%
	People/Family/Neighbors	4%	6%	8%	9%	4%	1%	2%	0%	5%
	Beaches	6%	4%	7%	4%	2%	8%	4%	0%	5%
	Proximity to various locations	7%	0%	4%	3%	7%	4%	1%	0%	3%
	Rural/Quiet/Unincorporated	1%	3%	1%	2%	1%	3%	2%	2%	2%
	Cultures/Diversity	1%	2%	3%	1%	1%	0%	4%	0%	2%
	Quality/Ease of life	0%	3%	4%	1%	0%	1%	1%	0%	1%
	Police/Safety	3%	0%	0%	0%	1%	1%	10%	2%	1%
	Social services	0%	2%	0%	0%	0%	5%	1%	0%	1%
	Political leadership/Ideology	1%	1%	0%	1%	1%	0%	1%	2%	1%
	Own property here	1%	0%	0%	0%	0%	1%	1%	3%	1%
	Other	5%	5%	6%	7%	1%	5%	4%	3%	5%
	Confused	5%	6%	2%	3%	11%	9%	4%	2%	5%
	Nothing	2%	0%	3%	1%	0%	0%	3%	0%	1%
	Unsure	1%	2%	3%	1%	0%	3%	1%	0%	1%
n=	244	260	90	74	85	114	94	47	504	
<b>WORST THING ABOUT LIVING IN SAN DIEGO</b>	Cost of living	29%	24%	31%	24%	26%	24%	15%	33%	26%
	Homelessness	15%	16%	12%	18%	22%	18%	15%	6%	16%
	Housing cost	12%	7%	10%	11%	5%	7%	19%	7%	10%
	Traffic	6%	11%	13%	7%	12%	2%	5%	6%	9%
	Crime	7%	3%	6%	0%	3%	8%	5%	4%	5%
	Political leadership	4%	5%	1%	6%	5%	7%	4%	9%	4%
	Overcrowding	6%	2%	1%	3%	6%	9%	5%	2%	4%
	Taxes	3%	3%	4%	0%	2%	4%	6%	5%	3%
	Liberal/Democrat/Woke agenda	2%	2%	0%	7%	1%	3%	3%	0%	2%
	Gas prices	0%	4%	1%	6%	0%	1%	2%	2%	2%
	Infrastructure/Road disrepair	1%	2%	1%	1%	1%	1%	2%	6%	2%
	Public transportation	1%	1%	3%	2%	0%	1%	0%	1%	1%
	The people	1%	1%	0%	1%	3%	0%	1%	0%	1%
	Trash	1%	0%	0%	0%	1%	1%	1%	2%	0%
	Other	8%	13%	13%	9%	11%	4%	11%	17%	10%
	Nothing	0%	1%	0%	0%	0%	3%	2%	0%	1%
Unsure	2%	6%	4%	6%	0%	6%	5%	0%	4%	
n=	244	260	90	74	85	114	94	47	504	

**Opinions on San Diego - Demographics**

		RACE					TOTAL
		White non-Hispanic	Hispanic	Asian/Pacific Islander	Black/African-American	Multi-racial/Other	Total
<b>BEST THING ABOUT LIVING IN SAN DIEGO</b>	Weather/Climate	62%	44%	61%	62%	72%	57%
	Parks/Environment/Outdoors	9%	8%	7%	10%	7%	8%
	People/Family/Neighbors	5%	4%	11%	4%	0%	5%
	Beaches	4%	4%	6%	1%	12%	5%
	Proximity to various locations	0%	9%	2%	5%	0%	3%
	Rural/Quiet/Unincorporated	3%	1%	1%	0%	0%	2%
	Cultures/Diversity	1%	2%	5%	0%	0%	2%
	Quality/Ease of life	0%	3%	1%	2%	0%	1%
	Police/Safety	0%	4%	2%	0%	0%	1%
	Social services	1%	1%	0%	0%	0%	1%
	Political leadership/Ideology	1%	0%	2%	0%	0%	1%
	Own property here	0%	1%	0%	1%	0%	1%
	Other	3%	7%	0%	9%	10%	5%
	Confused	4%	8%	4%	3%	0%	5%
	Nothing	3%	0%	0%	0%	0%	1%
	Unsure	2%	2%	0%	2%	0%	1%
	n=	279	89	62	57	17	504
<b>WORST THING ABOUT LIVING IN SAN DIEGO</b>	Cost of living	29%	14%	36%	29%	40%	26%
	Homelessness	16%	17%	16%	13%	13%	16%
	Housing cost	5%	12%	16%	22%	8%	10%
	Traffic	9%	9%	13%	6%	1%	9%
	Crime	5%	4%	10%	3%	0%	5%
	Political leadership	7%	4%	0%	1%	0%	4%
	Overcrowding	4%	3%	0%	0%	16%	4%
	Taxes	5%	2%	0%	1%	5%	3%
	Liberal/Democrat/Woke agenda	3%	2%	0%	0%	0%	2%
	Gas prices	1%	5%	0%	3%	0%	2%
	Infrastructure/Road disrepair	2%	1%	1%	3%	0%	2%
	Public transportation	2%	1%	1%	1%	0%	1%
	The people	1%	2%	0%	2%	0%	1%
	Trash	1%	1%	0%	0%	0%	0%
	Other	8%	14%	7%	16%	12%	10%
	Nothing	1%	0%	0%	0%	4%	1%
	Unsure	1%	11%	1%	0%	0%	4%
n=	279	89	62	57	17	504	

Opinions on San Diego - Demographics

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Did Not Graduate High School	High School Graduate	Some College	Bachelor's Degree	Advanced Degree	Total
BEST THING ABOUT LIVING IN SAN DIEGO	Weather/Climate	54%	63%	67%	62%	46%	34%	60%	64%	58%	57%	57%
	Parks/Environment/Outdoors	7%	9%	8%	9%	9%	0%	13%	3%	14%	11%	8%
	People/Family/Neighbors	5%	5%	4%	0%	7%	0%	4%	10%	3%	3%	5%
	Beaches	8%	2%	2%	2%	7%	0%	6%	3%	7%	8%	5%
	Proximity to various locations	3%	0%	7%	1%	5%	22%	0%	2%	2%	0%	3%
	Rural/Quiet/Unincorporated	1%	3%	0%	3%	3%	4%	0%	4%	0%	1%	2%
	Cultures/Diversity	4%	1%	1%	0%	0%	0%	2%	2%	2%	2%	2%
	Quality/Ease of life	0%	0%	1%	0%	5%	9%	0%	0%	0%	1%	1%
	Police/Safety	1%	1%	5%	0%	0%	9%	0%	1%	0%	1%	1%
	Social services	0%	2%	0%	6%	0%	0%	2%	1%	0%	1%	1%
	Political leadership/Ideology	1%	1%	0%	2%	0%	0%	0%	0%	1%	1%	1%
	Own property here	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%
	Other	4%	0%	3%	4%	12%	9%	5%	4%	4%	4%	5%
	Confused	5%	9%	3%	2%	5%	8%	2%	3%	4%	10%	5%
	Nothing	1%	1%	0%	9%	0%	0%	6%	1%	0%	0%	1%
Unsure	4%	0%	0%	0%	1%	5%	0%	0%	4%	0%	1%	
n=	185	108	88	33	90	16	33	155	148	152	504	
WORST THING ABOUT LIVING IN SAN DIEGO	Cost of living	29%	28%	28%	42%	13%	7%	21%	35%	33%	20%	26%
	Homelessness	17%	18%	14%	14%	14%	21%	11%	18%	11%	19%	16%
	Housing cost	8%	2%	18%	0%	15%	20%	11%	6%	6%	11%	10%
	Traffic	6%	7%	6%	7%	17%	17%	10%	3%	8%	13%	9%
	Crime	4%	9%	7%	4%	0%	5%	8%	6%	1%	4%	5%
	Political leadership	3%	10%	2%	2%	4%	0%	2%	5%	6%	6%	4%
	Overcrowding	6%	2%	1%	0%	8%	0%	9%	2%	5%	5%	4%
	Taxes	0%	5%	2%	4%	6%	0%	0%	4%	5%	5%	3%
	Liberal/Democrat/Woke agenda	0%	4%	0%	6%	4%	0%	6%	3%	2%	0%	2%
	Gas prices	1%	1%	8%	0%	0%	9%	0%	2%	0%	1%	2%
	Infrastructure/Road disrepair	1%	2%	2%	0%	2%	0%	0%	2%	3%	1%	2%
	Public transportation	2%	0%	1%	7%	0%	0%	0%	1%	3%	2%	1%
	The people	1%	2%	0%	0%	0%	0%	0%	0%	1%	4%	1%
	Trash	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
	Other	14%	7%	10%	13%	7%	4%	20%	6%	15%	8%	10%
	Nothing	1%	2%	0%	1%	0%	0%	0%	1%	0%	1%	1%
	Unsure	5%	0%	2%	0%	8%	18%	3%	4%	1%	0%	4%
n=	185	108	88	33	90	16	33	155	148	152	504	

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Opinions on San Diego - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
BEST THING ABOUT LIVING IN SAN DIEGO	Weather/Climate	51%	59%	52%	69%	57%	48%	67%	58%	55%	60%	46%	70%	51%	57%	64%	57%
	Parks/Environment/Outdoors	7%	10%	11%	2%	11%	10%	1%	9%	10%	12%	13%	0%	7%	12%	9%	8%
	People/Family/Neighbors	2%	3%	4%	6%	9%	7%	1%	10%	5%	1%	7%	7%	2%	6%	2%	5%
	Beaches	4%	9%	7%	1%	3%	4%	1%	7%	8%	4%	3%	1%	10%	3%	7%	5%
	Proximity to various locations	1%	2%	11%	1%	1%	6%	0%	5%	4%	2%	7%	1%	9%	1%	0%	3%
	Rural/Quiet/Unincorporated	5%	0%	2%	0%	3%	3%	2%	0%	2%	2%	3%	2%	3%	2%	0%	2%
	Cultures/Diversity	3%	0%	4%	0%	1%	2%	0%	4%	1%	1%	4%	0%	1%	2%	1%	2%
	Quality/Ease of life	0%	1%	0%	5%	0%	0%	5%	0%	1%	1%	5%	0%	0%	1%	1%	1%
	Police/Safety	1%	1%	0%	5%	1%	1%	5%	1%	0%	1%	0%	5%	1%	0%	1%	1%
	Social services	2%	3%	0%	0%	0%	0%	2%	0%	0%	2%	0%	2%	3%	0%	0%	1%
	Political leadership/Ideology	1%	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	2%	1%	1%
	Own property here	1%	0%	0%	0%	2%	1%	1%	1%	0%	0%	2%	0%	0%	0%	0%	1%
	Other	8%	6%	1%	3%	6%	9%	4%	2%	2%	7%	6%	2%	2%	6%	7%	5%
	Confused	12%	2%	3%	6%	3%	2%	7%	3%	9%	3%	4%	6%	3%	8%	4%	5%
	Nothing	1%	1%	3%	0%	0%	4%	0%	0%	1%	1%	0%	1%	4%	0%	1%	1%
	Unsure	0%	1%	0%	3%	3%	3%	3%	0%	1%	1%	0%	3%	3%	1%	1%	1%
n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504	
WORST THING ABOUT LIVING IN SAN DIEGO	Cost of living	25%	29%	28%	17%	32%	26%	24%	23%	31%	27%	23%	21%	27%	29%	30%	26%
	Homelessness	12%	11%	21%	18%	16%	18%	21%	14%	16%	8%	20%	14%	14%	18%	12%	16%
	Housing cost	11%	7%	7%	8%	15%	19%	7%	3%	6%	12%	13%	13%	8%	6%	9%	10%
	Traffic	10%	9%	4%	10%	11%	8%	9%	10%	7%	9%	13%	8%	5%	7%	9%	9%
	Crime	4%	2%	9%	7%	2%	1%	4%	15%	2%	2%	1%	7%	4%	9%	3%	5%
	Political leadership	4%	5%	4%	4%	4%	7%	3%	2%	4%	7%	4%	4%	3%	2%	8%	4%
	Overcrowding	1%	9%	8%	2%	1%	1%	3%	7%	6%	4%	1%	1%	10%	4%	4%	4%
	Taxes	5%	5%	5%	1%	0%	1%	1%	3%	5%	6%	2%	2%	7%	3%	2%	3%
	Liberal/Democrat/Woke agenda	3%	7%	1%	0%	0%	1%	0%	1%	2%	8%	1%	1%	2%	2%	5%	2%
	Gas prices	2%	1%	1%	7%	0%	0%	2%	7%	0%	2%	1%	7%	1%	1%	1%	2%
	Infrastructure/Road disrepair	1%	3%	2%	0%	2%	1%	1%	2%	2%	2%	2%	0%	0%	1%	4%	2%
	Public transportation	0%	1%	5%	0%	1%	1%	0%	1%	2%	3%	0%	0%	5%	2%	0%	1%
	The people	1%	1%	1%	3%	0%	0%	3%	1%	1%	0%	0%	3%	1%	1%	0%	1%
	Trash	1%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%
	Other	17%	10%	5%	10%	10%	9%	14%	7%	12%	10%	12%	4%	12%	12%	12%	10%
	Nothing	0%	1%	0%	2%	0%	0%	2%	0%	0%	0%	0%	2%	0%	1%	0%	1%
Unsure	2%	1%	0%	10%	5%	5%	5%	3%	0%	5%	10%	0%	3%	0%	4%	4%	
n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504	

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

Opinions on San Diego - Demographics

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
BEST THING ABOUT LIVING IN SAN DIEGO	Weather/Climate	71%	48%	61%	61%	50%	58%	64%	55%	74%	67%	52%	60%	57%
	Parks/Environment/Outdoors	2%	10%	10%	8%	16%	3%	5%	10%	0%	0%	10%	7%	8%
	People/Family/Neighbors	3%	3%	1%	7%	8%	9%	1%	7%	1%	0%	2%	9%	5%
	Beaches	4%	10%	7%	8%	3%	2%	1%	4%	2%	4%	8%	3%	5%
	Proximity to various locations	0%	5%	0%	5%	1%	2%	11%	4%	3%	21%	1%	1%	3%
	Rural/Quiet/Unincorporated	4%	2%	4%	1%	1%	3%	0%	2%	0%	0%	2%	5%	2%
	Cultures/Diversity	0%	0%	2%	1%	4%	1%	2%	3%	0%	0%	0%	2%	2%
	Quality/Ease of life	0%	1%	0%	1%	0%	6%	0%	1%	0%	0%	4%	1%	1%
	Police/Safety	2%	1%	0%	0%	0%	1%	7%	0%	11%	0%	1%	0%	1%
	Social services	2%	0%	4%	0%	0%	3%	0%	0%	0%	1%	2%	3%	1%
	Political leadership/Ideology	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%	1%
	Own property here	2%	0%	0%	0%	1%	1%	0%	1%	0%	4%	0%	0%	1%
	Other	10%	4%	2%	2%	7%	5%	3%	6%	2%	0%	7%	0%	5%
	Confused	0%	12%	4%	6%	2%	3%	5%	4%	7%	1%	5%	7%	5%
	Nothing	0%	0%	5%	0%	4%	0%	0%	1%	0%	0%	3%	2%	1%
Unsure	0%	2%	0%	0%	3%	3%	0%	2%	0%	1%	3%	0%	1%	
n=	50	100	54	74	100	71	55	246	40	19	129	70	504	
WORST THING ABOUT LIVING IN SAN DIEGO	Cost of living	42%	25%	19%	30%	26%	25%	21%	26%	26%	45%	23%	26%	26%
	Homelessness	11%	15%	15%	21%	11%	13%	25%	19%	18%	29%	12%	9%	16%
	Housing cost	15%	4%	16%	2%	15%	3%	17%	10%	24%	4%	8%	3%	10%
	Traffic	8%	12%	4%	5%	7%	15%	5%	5%	3%	3%	17%	9%	9%
	Crime	2%	2%	4%	14%	4%	6%	1%	6%	1%	0%	2%	9%	5%
	Political leadership	5%	7%	9%	3%	4%	2%	2%	3%	3%	0%	8%	4%	4%
	Overcrowding	0%	8%	6%	6%	4%	2%	2%	4%	3%	3%	7%	0%	4%
	Taxes	1%	6%	3%	3%	0%	1%	7%	2%	9%	0%	2%	6%	3%
	Liberal/Democrat/Woke agenda	0%	3%	4%	1%	0%	7%	0%	0%	0%	0%	7%	2%	2%
	Gas prices	2%	0%	1%	1%	0%	6%	3%	1%	0%	1%	0%	9%	2%
	Infrastructure/Road disrepair	2%	2%	0%	4%	1%	2%	0%	2%	0%	4%	1%	0%	2%
	Public transportation	1%	2%	6%	0%	1%	1%	0%	2%	0%	0%	1%	2%	1%
	The people	2%	0%	0%	3%	0%	0%	3%	0%	5%	1%	1%	1%	1%
	Trash	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%
	Other	10%	11%	10%	6%	19%	6%	6%	15%	0%	9%	7%	10%	10%
Nothing	0%	1%	0%	1%	0%	0%	3%	0%	4%	0%	0%	0%	1%	
Unsure	0%	1%	1%	0%	8%	9%	3%	2%	5%	0%	3%	9%	4%	
n=	50	100	54	74	100	71	55	246	40	19	129	70	504	

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**Opinions on San Diego - Attitudinals**

		MOST IMPORTANT ISSUE							TOTAL
		Homeless ss	Housing cost	Cost of living	Housing availability	Crime/Drugs /Safety	Inflation	Other	Total
BEST THING ABOUT LIVING IN SAN DIEGO	Weather/Climate	58%	68%	76%	59%	56%	56%	50%	57%
	Parks/Environment/Outdoors	11%	7%	6%	11%	11%	21%	5%	8%
	People/Family/Neighbors	8%	2%	14%	0%	0%	0%	2%	5%
	Beaches	2%	2%	2%	6%	0%	11%	11%	5%
	Proximity to various locations	3%	0%	0%	0%	18%	5%	3%	3%
	Rural/Quiet/Unincorporated	1%	0%	1%	0%	5%	0%	2%	2%
	Cultures/Diversity	2%	3%	0%	2%	0%	0%	2%	2%
	Quality/Ease of life	0%	0%	0%	3%	0%	0%	5%	1%
	Police/Safety	1%	9%	0%	0%	0%	0%	0%	1%
	Social services	3%	0%	0%	0%	0%	0%	0%	1%
	Political leadership/Ideology	1%	0%	0%	3%	0%	0%	1%	1%
	Own property here	0%	0%	0%	0%	0%	1%	2%	1%
	Other	2%	6%	1%	14%	5%	0%	5%	5%
	Confused	6%	1%	1%	4%	4%	0%	10%	5%
	Nothing	2%	0%	0%	0%	0%	6%	1%	1%
	Unsure	0%	1%	0%	0%	0%	0%	2%	1%
n=	174	73	38	26	24	21	134	504	
WORST THING ABOUT LIVING IN SAN DIEGO	Cost of living	23%	44%	55%	34%	5%	34%	17%	26%
	Homelessness	27%	7%	9%	14%	38%	15%	3%	16%
	Housing cost	7%	27%	5%	20%	6%	0%	6%	10%
	Traffic	7%	5%	4%	14%	8%	5%	15%	9%
	Crime	7%	7%	3%	0%	2%	5%	3%	5%
	Political leadership	3%	2%	4%	3%	1%	9%	9%	4%
	Overcrowding	3%	1%	6%	0%	0%	0%	8%	4%
	Taxes	3%	1%	8%	0%	0%	0%	5%	3%
	Liberal/Democrat/Woke agenda	2%	0%	0%	0%	3%	4%	4%	2%
	Gas prices	2%	0%	2%	0%	0%	0%	5%	2%
	Infrastructure/Road disrepair	1%	2%	0%	4%	1%	6%	2%	2%
	Public transportation	1%	3%	1%	0%	0%	0%	2%	1%
	The people	1%	0%	0%	0%	0%	3%	2%	1%
	Trash	1%	0%	0%	0%	0%	0%	0%	0%
	Other	6%	2%	4%	9%	29%	19%	16%	10%
	Nothing	2%	0%	0%	2%	0%	0%	0%	1%
Unsure	3%	0%	0%	0%	6%	0%	2%	4%	
n=	174	73	38	26	24	21	134	504	

**Civic Mood - Demographics**

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

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

**Civic Mood - Demographics**

		RACE					TOTAL
		White non-Hispanic	Hispanic	Asian/Pacific Islander	Black/African American	Multi-racial/Other	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	30%	18%	20%	24%	25%	24%
	Wrong Track, Somewhat	17%	10%	7%	8%	6%	13%
	Mixed/Unsure	22%	38%	39%	35%	21%	29%
	Right Direction, Somewhat	29%	29%	32%	25%	39%	30%
	Right Direction, Strongly	3%	5%	2%	8%	10%	4%
	n=	277	88	61	56	17	499

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

**Civic Mood - Demographics**

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Did Not Graduate High School	High School Graduate	Some College	Bachelor's Degree	Advanced Degree	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	12%	48%	10%	43%	24%	0%	31%	32%	20%	24%	24%
	Wrong Track, Somewhat	8%	16%	16%	12%	12%	9%	11%	11%	16%	15%	13%
	Mixed/Unsure	35%	19%	33%	15%	32%	48%	30%	30%	28%	17%	29%
	Right Direction, Somewhat	36%	11%	38%	28%	32%	38%	26%	21%	35%	38%	30%
	Right Direction, Strongly	8%	5%	3%	2%	0%	5%	3%	7%	1%	6%	4%
	n=	183	107	88	32	89	16	33	153	146	151	499

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

**Civic Mood - Demographics**

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

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

**Civic Mood - Demographics**

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

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

**Civic Mood - Attitudinals**

		MOST IMPORTANT ISSUE							TOTAL
		Homelessnes	Housing cost	Cost of living	Housing availability	Crime/Drugs /Safety	Inflation	Other	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	30%	16%	41%	14%	16%	32%	19%	24%
	Wrong Track, Somewhat	9%	8%	6%	4%	1%	14%	27%	13%
	Mixed/Unsure	23%	26%	35%	37%	70%	31%	22%	29%
	Right Direction, Somewhat	33%	45%	17%	39%	13%	16%	29%	30%
	Right Direction, Strongly	4%	6%	2%	7%	0%	7%	3%	4%
	n=	173	73	37	26	24	21	131	499

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

**Civic Mood - Attitudinals**

		BEST THING ABOUT LIVING IN SAN DIEGO						WORST THING ABOUT LIVING IN SAN DIEGO									TOTAL
		Weather/Cli mate	Parks/Enviro nment/Outdo ors	Beaches	People/Fami ly/Neighbors	Other	Confused	Cost of living	Homeless ness	Housing cost	Traffic	Political leadership	Overcrowdin g	Taxes	Crime	Other	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	26%	22%	19%	35%	9%	37%	25%	26%	17%	10%	62%	11%	46%	33%	25%	24%
	Wrong Track, Somewhat	13%	5%	8%	4%	15%	29%	14%	8%	7%	22%	16%	19%	6%	24%	10%	13%
	Mixed/Unsure	29%	13%	34%	38%	41%	8%	28%	39%	28%	28%	0%	45%	25%	35%	22%	29%
	Right Direction, Somewhat	28%	60%	31%	23%	30%	25%	27%	25%	47%	37%	17%	19%	18%	7%	40%	30%
	Right Direction, Strongly	5%	0%	8%	0%	5%	1%	6%	2%	1%	4%	6%	6%	5%	0%	3%	4%
	n=	311	34	22	19	77	28	134	83	43	39	32	22	22	21	90	499

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

**Potential Destination - Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
NEW STATE	California	31%	34%	39%	27%	36%	28%	29%	30%	33%
	Texas	4%	12%	7%	8%	8%	8%	7%	15%	8%
	Arizona	11%	3%	12%	5%	5%	4%	4%	8%	7%
	Florida	6%	4%	3%	7%	8%	8%	1%	4%	5%
	Oregon	2%	5%	5%	4%	4%	1%	3%	2%	4%
	Other	34%	25%	18%	33%	25%	39%	49%	28%	29%
	Unsure	12%	16%	16%	16%	15%	12%	8%	13%	14%
		n=	244	260	90	74	85	114	94	47

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

**Potential Destination - Demographics**

		RACE					TOTAL
		White non-Hispanic	Hispanic	Asian/Pacific Islander	Black/African-American	Multi-racial/Other	Total
NEW STATE	California	30%	39%	46%	28%	7%	33%
	Texas	5%	11%	11%	23%	0%	8%
	Arizona	9%	8%	3%	0%	5%	7%
	Florida	6%	2%	5%	2%	10%	5%
	Oregon	2%	4%	3%	8%	7%	4%
	Other	34%	24%	20%	24%	42%	29%
	Unsure	14%	11%	12%	15%	29%	14%
	n=	279	89	62	57	17	504

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



Potential Destination - Demographics

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Did Not Graduate High School	High School Graduate	Some College	Bachelor's Degree	Advanced Degree	Total
NEW STATE	California	47%	12%	32%	11%	40%	63%	21%	28%	33%	34%	33%
	Texas	6%	12%	6%	13%	8%	7%	0%	15%	5%	8%	8%
	Arizona	3%	13%	11%	5%	5%	0%	11%	5%	13%	4%	7%
	Florida	1%	7%	4%	8%	8%	0%	7%	4%	5%	8%	5%
	Oregon	5%	1%	5%	2%	2%	0%	2%	4%	7%	2%	4%
	Other	24%	40%	31%	34%	24%	18%	38%	33%	21%	32%	29%
	Unsure	14%	13%	11%	27%	13%	12%	22%	11%	14%	12%	14%
	n=	185	108	88	33	90	16	33	155	148	152	504

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

Potential Destination - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
NEW STATE	California	23%	24%	40%	27%	48%	41%	21%	40%	36%	24%	49%	25%	35%	22%	32%	33%
	Texas	12%	12%	3%	6%	9%	10%	6%	9%	5%	11%	8%	6%	10%	10%	7%	8%
	Arizona	9%	12%	7%	5%	3%	5%	2%	6%	12%	9%	3%	11%	7%	4%	11%	7%
	Florida	4%	9%	8%	2%	2%	2%	3%	4%	7%	10%	3%	1%	5%	6%	10%	5%
	Oregon	2%	4%	0%	4%	8%	6%	5%	2%	3%	2%	6%	3%	2%	3%	3%	4%
	Other	37%	32%	30%	34%	13%	23%	45%	22%	27%	30%	17%	37%	31%	33%	29%	29%
	Unsure	12%	7%	12%	22%	17%	14%	18%	16%	10%	13%	16%	16%	9%	22%	8%	14%
n=		110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504

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

Potential Destination - Demographics

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
NEW STATE	California	33%	29%	23%	33%	36%	41%	28%	37%	15%	60%	30%	27%	33%
	Texas	10%	14%	8%	2%	2%	9%	13%	4%	18%	1%	8%	15%	8%
	Arizona	1%	10%	3%	11%	5%	4%	13%	4%	16%	0%	8%	12%	7%
	Florida	5%	4%	1%	11%	4%	8%	2%	5%	3%	0%	6%	6%	5%
	Oregon	1%	3%	3%	2%	6%	3%	6%	5%	6%	0%	2%	3%	4%
	Other	43%	29%	40%	35%	24%	19%	28%	25%	35%	39%	35%	28%	29%
	Unsure	6%	12%	22%	7%	23%	16%	9%	20%	8%	0%	11%	10%	14%
n=	50	100	54	74	100	71	55	246	40	19	129	70	504	

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

**Potential Destination - Attitudinals**

		MOST IMPORTANT ISSUE							TOTAL
		Homeless	Housing cost	Cost of living	Housing availability	Crime/Drugs /Safety	Inflation	Other	Total
NEW STATE	California	37%	34%	15%	58%	50%	5%	27%	33%
	Texas	9%	7%	21%	3%	0%	12%	6%	8%
	Arizona	10%	6%	11%	0%	1%	15%	5%	7%
	Florida	3%	6%	5%	4%	6%	7%	8%	5%
	Oregon	3%	7%	4%	0%	3%	1%	3%	4%
	Other	26%	26%	28%	27%	35%	59%	31%	29%
	Unsure	12%	14%	17%	9%	4%	0%	20%	14%
	n=	174	73	38	26	24	21	134	504

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

**Potential Destination - Attitudinals**

		BEST THING ABOUT LIVING IN SAN DIEGO						WORST THING ABOUT LIVING IN SAN DIEGO									TOTAL
		Weather/Cli mate	Parks/Enviro nment/Outdo ors	Beaches	People/Fami ly/Neighbors	Other	Confused	Cost of living	Homeless ness	Housing cost	Traffic	Political leadership	Overcrowdin g	Taxes	Crime	Other	Total
NEW STATE	California	27%	34%	41%	44%	53%	7%	25%	39%	18%	54%	13%	29%	9%	39%	37%	33%
	Texas	9%	7%	7%	5%	5%	19%	11%	5%	5%	2%	16%	2%	15%	8%	11%	8%
	Arizona	11%	4%	4%	0%	3%	0%	9%	2%	12%	10%	15%	0%	29%	6%	3%	7%
	Florida	8%	0%	3%	0%	0%	9%	5%	6%	2%	2%	5%	4%	14%	3%	6%	5%
	Oregon	3%	4%	1%	3%	4%	7%	4%	4%	7%	2%	1%	0%	0%	0%	6%	4%
	Other	27%	30%	38%	30%	31%	30%	32%	30%	37%	19%	34%	51%	31%	27%	24%	29%
	Unsure	15%	21%	6%	17%	5%	27%	14%	14%	20%	11%	16%	15%	2%	18%	14%	14%
	n=	315	34	22	19	78	28	135	83	45	41	32	22	22	21	90	504

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

**Potential Destination - Attitudinals**

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsur e	Right Direction, Somewhat	Right Direction, Strongly	Total
NEW STATE	California	7%	20%	45%	44%	51%	33%
	Texas	13%	10%	9%	3%	13%	8%
	Arizona	10%	9%	6%	6%	2%	7%
	Florida	14%	7%	2%	1%	0%	5%
	Oregon	2%	7%	2%	5%	0%	4%
	Other	45%	27%	23%	25%	26%	29%
	Unsure	10%	19%	14%	16%	10%	14%
	n=	122	76	130	145	26	504

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

**Consideration - Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
CONSIDERING MOVING OUT OF COUNTY	Already in the process	8%	7%	15%	4%	1%	8%	8%	0%	7%
	Seriously considering	21%	24%	21%	32%	19%	23%	15%	17%	22%
	Somewhat considering	18%	24%	25%	17%	23%	17%	21%	19%	21%
	Not considering	53%	46%	38%	46%	57%	52%	57%	63%	49%
	n=	244	260	90	74	85	114	94	47	504

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

**Consideration - Demographics**

		RACE					TOTAL
		White non-Hispanic	Hispanic	Asian/Pacific Islander	Black/African-American	Multi-racial/Other	Total
CONSIDERING MOVING OUT OF COUNTY	Already in the process	9%	8%	8%	4%	0%	7%
	Seriously considering	21%	19%	14%	27%	49%	22%
	Somewhat considering	20%	19%	30%	17%	26%	21%
	Not considering	50%	55%	48%	52%	26%	49%
	n=	279	89	62	57	17	504

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

**Consideration - Demographics**

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Did Not Graduate High School	High School Graduate	Some College	Bachelor's Degree	Advanced Degree	Total
CONSIDERING MOVING OUT OF COUNTY	Already in the process	9%	3%	1%	16%	12%	14%	12%	3%	11%	3%	7%
	Seriously considering	14%	29%	17%	30%	29%	17%	29%	27%	16%	18%	22%
	Somewhat considering	17%	31%	21%	26%	16%	0%	23%	26%	20%	25%	21%
	Not considering	61%	37%	61%	28%	43%	68%	36%	45%	53%	54%	49%
	n=	185	108	88	33	90	16	33	155	148	152	504

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

**Consideration - Demographics**

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
CONSIDERING MOVING OUT OF COUNTY	Already in the process	5%	8%	10%	8%	5%	7%	11%	0%	5%	14%	6%	7%	12%	1%	13%	7%
	Seriously considering	23%	23%	15%	29%	22%	27%	30%	22%	14%	20%	25%	20%	17%	31%	16%	22%
	Somewhat considering	25%	27%	16%	20%	18%	19%	19%	27%	18%	24%	18%	24%	17%	22%	25%	21%
	Not considering	48%	42%	59%	43%	54%	47%	41%	51%	63%	43%	51%	50%	54%	46%	46%	49%
	n=	110	121	101	75	97	89	94	89	113	119	87	82	99	101	135	504

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**Consideration - Demographics**

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
CONSIDERING MOVING OUT OF COUNTY	Already in the process	3%	2%	19%	4%	10%	15%	1%	7%	1%	0%	14%	3%	7%
	Seriously considering	29%	28%	18%	19%	25%	17%	18%	21%	17%	20%	23%	27%	22%
	Somewhat considering	18%	16%	34%	23%	20%	23%	19%	20%	20%	7%	19%	30%	21%
	Not considering	50%	54%	30%	55%	45%	45%	62%	51%	62%	73%	44%	40%	49%
	n=	50	100	54	74	100	71	55	246	40	19	129	70	504

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

**Consideration - Attitudinals**

		MOST IMPORTANT ISSUE							TOTAL
		Homelessness	Housing cost	Cost of living	Housing availability	Crime/Drugs/Safety	Inflation	Other	Total
CONSIDERING MOVING OUT OF COUNTY	Already in the process	6%	2%	1%	5%	3%	0%	16%	7%
	Seriously considering	21%	11%	34%	18%	19%	31%	24%	22%
	Somewhat considering	18%	33%	23%	20%	16%	27%	20%	21%
	Not considering	55%	53%	41%	58%	63%	42%	40%	49%
	n=	174	73	38	26	24	21	134	504

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

**Consideration - Attitudinals**

		BEST THING ABOUT LIVING IN SAN DIEGO						WORST THING ABOUT LIVING IN SAN DIEGO									TOTAL
		Weather/Cli mate	Parks/Enviro nment/Outdo ors	Beaches	People/Fami ly/Neighbors	Other	Confused	Cost of living	Homelessne ss	Housing cost	Traffic	Political leadership	Overcrowdin g	Taxes	Crime	Other	Total
CONSIDERING MOVING OUT OF COUNTY	Already in the process	5%	7%	3%	0%	8%	9%	5%	5%	3%	15%	5%	3%	3%	0%	14%	7%
	Seriously considering	23%	23%	32%	37%	10%	33%	19%	19%	28%	28%	41%	34%	45%	10%	22%	22%
	Somewhat considering	22%	17%	12%	26%	25%	13%	25%	20%	22%	18%	13%	21%	8%	38%	15%	21%
	Not considering	50%	53%	53%	38%	58%	45%	51%	56%	46%	39%	41%	41%	44%	53%	49%	49%
	n=	315	34	22	19	78	28	135	83	45	41	32	22	22	21	90	504

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**Consideration - Attitudinals**

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsur e	Right Direction, Somewhat	Right Direction, Strongly	Total
CONSIDERING MOVING OUT OF COUNTY	Already in the process	11%	8%	6%	5%	12%	7%
	Seriously considering	40%	22%	20%	12%	2%	22%
	Somewhat considering	23%	21%	26%	15%	13%	21%
	Not considering	25%	48%	48%	67%	73%	49%
	n=	122	76	130	145	26	504

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



**Consideration - Attitudinals**

		NEW STATE							TOTAL
		California	Texas	Arizona	Florida	Oregon	Other	Unsure	Total
CONSIDERING MOVING OUT OF COUNTY	Already in the process	9%	0%	1%	16%	0%	10%	5%	7%
	Seriously considering	5%	51%	18%	24%	12%	32%	27%	22%
	Somewhat considering	10%	22%	28%	27%	43%	26%	26%	21%
	Not considering	76%	28%	53%	32%	45%	32%	42%	49%
	n=	162	44	33	27	19	156	63	504

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

**Reason for Leaving/Staying - Demographics**

		GENDER		AGE						TOTAL
		Female	Male	18-34	35-44	45-54	55-64	65-74	75+	Total
MAIN REASON CONSIDERING MOVING	Cost of living	53%	48%	57%	44%	52%	47%	36%	53%	50%
	Housing cost	15%	5%	17%	5%	9%	3%	4%	4%	9%
	Liberal/Democrat politics	8%	9%	1%	22%	13%	8%	10%	0%	9%
	Taxes	5%	6%	3%	0%	2%	10%	7%	35%	6%
	Job opportunities	6%	3%	9%	5%	0%	0%	0%	0%	4%
	Politics/Government (general)	2%	5%	0%	5%	4%	5%	8%	4%	3%
	Prefer smaller/Quieter town	0%	5%	0%	8%	2%	0%	8%	4%	3%
	State/City has gotten worse	5%	1%	1%	0%	5%	3%	14%	0%	3%
	Transportation	0%	3%	3%	0%	0%	0%	6%	0%	2%
	Overcrowding	3%	1%	0%	2%	0%	6%	1%	0%	1%
	Homelessness	0%	3%	0%	4%	4%	0%	0%	0%	1%
	Crime	1%	1%	0%	2%	2%	1%	0%	0%	1%
	Retirement	1%	1%	0%	0%	2%	3%	1%	0%	1%
	Conservative/Republican politics	1%	0%	0%	0%	4%	0%	0%	0%	1%
	Family	1%	0%	0%	0%	2%	0%	1%	0%	0%
	Poor economy	0%	1%	0%	1%	0%	2%	0%	0%	0%
Other	1%	8%	9%	1%	0%	6%	2%	0%	5%	
Nothing/Unsure	0%	2%	0%	0%	0%	7%	0%	0%	1%	
n=	107	125	53	37	40	49	39	14	232	
MAIN REASON NOT CONSIDERING MOVING	This is home/Native	26%	22%	19%	29%	40%	24%	9%	19%	25%
	Like/Love it here	17%	20%	11%	4%	17%	22%	34%	34%	18%
	Family/Friends	16%	13%	10%	21%	14%	10%	25%	15%	15%
	Own a home/Property here	10%	10%	12%	19%	5%	5%	9%	10%	10%
	Job/Work	7%	11%	7%	17%	3%	23%	0%	0%	9%
	Retired/Too old to move	5%	6%	8%	0%	1%	0%	14%	19%	6%
	Confused	6%	1%	11%	0%	0%	6%	0%	0%	4%
	Weather/Climate	2%	3%	0%	2%	5%	2%	5%	2%	3%
	Not considering leaving	1%	5%	0%	2%	8%	2%	1%	0%	2%
	Recently moved here	0%	4%	5%	0%	3%	1%	1%	0%	2%
	Other	7%	2%	12%	2%	3%	3%	2%	0%	4%
	Nothing/Don't know	3%	2%	6%	4%	1%	1%	0%	0%	2%
	n=	137	135	37	37	45	65	55	33	272

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

**Reason for Leaving/Staying - Demographics**

		RACE					TOTAL
		White non-Hispanic	Hispanic	Asian/Pacific Islander	Black/African-American	Multi-racial/Other	Total
MAIN REASON CONSIDERING MOVING	Cost of living	45%	57%	43%	48%	61%	50%
	Housing cost	11%	4%	11%	23%	11%	9%
	Liberal/Democrat politics	13%	10%	0%	2%	0%	9%
	Taxes	7%	8%	2%	0%	2%	6%
	Job opportunities	3%	3%	18%	0%	0%	4%
	Politics/Government (general)	6%	1%	0%	0%	4%	3%
	Prefer smaller/Quieter town	1%	2%	13%	0%	0%	3%
	State/City has gotten worse	4%	1%	0%	2%	6%	3%
	Transportation	4%	0%	0%	0%	0%	2%
	Overcrowding	2%	2%	0%	0%	0%	1%
	Homelessness	2%	1%	0%	7%	0%	1%
	Crime	1%	1%	2%	0%	0%	1%
	Retirement	1%	0%	2%	0%	0%	1%
	Conservative/Republican politics	1%	1%	0%	0%	0%	1%
	Family	1%	0%	0%	2%	0%	0%
	Poor economy	0%	0%	2%	5%	0%	0%
	Other	0%	4%	7%	10%	16%	5%
	Nothing/Unsure	0%	4%	0%	0%	0%	1%
	n=	122	43	27	29	11	232
	MAIN REASON NOT CONSIDERING MOVING	This is home/Native	19%	33%	7%	21%	62%
Like/Love it here		21%	14%	28%	6%	17%	18%
Family/Friends		14%	10%	29%	34%	0%	15%
Own a home/Property here		8%	13%	12%	14%	0%	10%
Job/Work		10%	6%	15%	6%	17%	9%
Retired/Too old to move		10%	3%	0%	2%	0%	6%
Confused		3%	7%	0%	0%	0%	4%
Weather/Climate		3%	1%	6%	0%	4%	3%
Not considering leaving		2%	4%	0%	4%	0%	2%
Recently moved here		4%	0%	2%	0%	0%	2%
Other		4%	5%	0%	16%	0%	4%
Nothing/Don't know		2%	4%	2%	0%	0%	2%
n=		157	46	35	28	6	272

Reason for Leaving/Staying - Demographics

		PARTY					EDUCATION					TOTAL
		Democrat	Republican	Non-partisan	Minor Party	Non-registrants	Did Not Graduate High School	High School Graduate	Some College	Bachelor's Degree	Advanced Degree	Total
MAIN REASON CONSIDERING MOVING	Cost of living	50%	42%	66%	41%	55%	62%	55%	62%	33%	35%	50%
	Housing cost	13%	7%	10%	3%	11%	0%	6%	9%	21%	6%	9%
	Liberal/Democrat politics	0%	20%	2%	10%	8%	0%	12%	7%	0%	19%	9%
	Taxes	7%	9%	2%	0%	5%	22%	0%	5%	5%	9%	6%
	Job opportunities	10%	0%	3%	12%	0%	0%	0%	3%	16%	0%	4%
	Politics/Government (general)	0%	4%	6%	5%	3%	0%	0%	3%	8%	4%	3%
	Prefer smaller/Quieter town	4%	0%	2%	1%	6%	0%	10%	0%	1%	3%	3%
	State/City has gotten worse	0%	9%	0%	0%	1%	0%	5%	1%	5%	3%	3%
	Transportation	0%	0%	0%	10%	2%	0%	2%	0%	6%	0%	2%
	Overcrowding	4%	2%	1%	0%	0%	0%	0%	1%	3%	4%	1%
	Homelessness	1%	4%	2%	0%	0%	0%	0%	1%	0%	5%	1%
	Crime	1%	1%	2%	0%	0%	0%	0%	0%	2%	3%	1%
	Retirement	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%
	Conservative/Republican politics	0%	0%	2%	0%	1%	0%	0%	0%	0%	3%	1%
	Family	2%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
	Poor economy	1%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%
	Other	3%	1%	2%	17%	6%	0%	9%	6%	0%	3%	5%
Nothing/Unsure	4%	0%	0%	0%	0%	16%	0%	0%	0%	0%	1%	
n=	63	65	38	19	47	6	21	77	64	64	232	
MAIN REASON NOT CONSIDERING MOVING	This is home/Native	24%	32%	13%	36%	32%	36%	44%	26%	15%	13%	25%
	Like/Love it here	18%	22%	27%	3%	8%	14%	15%	25%	13%	20%	18%
	Family/Friends	12%	14%	18%	13%	17%	5%	6%	19%	21%	16%	15%
	Own a home/Property here	8%	3%	14%	13%	14%	14%	0%	10%	13%	10%	10%
	Job/Work	12%	10%	3%	29%	6%	13%	0%	8%	7%	16%	9%
	Retired/Too old to move	5%	8%	3%	0%	10%	5%	16%	3%	5%	4%	6%
	Confused	1%	7%	9%	0%	0%	14%	6%	1%	2%	1%	4%
	Weather/Climate	2%	1%	2%	0%	6%	0%	0%	0%	5%	7%	3%
	Not considering leaving	6%	2%	0%	0%	0%	0%	0%	7%	2%	1%	2%
	Recently moved here	4%	0%	0%	4%	1%	0%	0%	1%	7%	1%	2%
	Other	3%	2%	10%	3%	3%	0%	14%	1%	6%	4%	4%
	Nothing/Don't know	4%	0%	0%	0%	4%	0%	0%	0%	3%	8%	2%
	n=	122	43	50	14	43	10	12	78	84	88	272

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

Reason for Leaving/Staying - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	
MAIN REASON CONSIDERING MOVING	Cost of living	34%	55%	49%	59%	52%	51%	57%	44%	47%	50%	70%	46%	54%	44%	38%	50%
	Housing cost	8%	8%	4%	11%	16%	15%	6%	15%	10%	2%	5%	10%	6%	14%	12%	9%
	Liberal/Democrat politics	21%	7%	3%	7%	4%	4%	12%	5%	5%	15%	2%	17%	0%	4%	19%	9%
	Taxes	13%	9%	3%	2%	1%	5%	3%	9%	6%	6%	4%	5%	0%	11%	7%	6%
	Job opportunities	2%	5%	3%	2%	9%	8%	0%	4%	0%	8%	2%	2%	9%	2%	6%	4%
	Politics/Government (general)	5%	1%	9%	1%	3%	4%	1%	3%	7%	3%	2%	6%	7%	0%	3%	3%
	Prefer smaller/Quieter town	3%	2%	1%	0%	9%	7%	0%	3%	3%	1%	11%	0%	0%	1%	2%	3%
	State/City has gotten worse	3%	1%	8%	2%	1%	1%	2%	6%	5%	1%	0%	3%	5%	4%	2%	3%
	Transportation	3%	0%	7%	0%	0%	0%	0%	0%	3%	5%	0%	3%	6%	0%	0%	2%
	Overcrowding	0%	3%	4%	0%	1%	1%	0%	2%	4%	2%	0%	0%	0%	1%	6%	1%
	Homelessness	1%	2%	0%	1%	3%	3%	1%	3%	0%	1%	2%	0%	4%	1%	1%	1%
	Crime	3%	0%	1%	0%	0%	2%	0%	0%	1%	1%	2%	0%	0%	0%	2%	1%
	Retirement	2%	0%	2%	0%	1%	0%	2%	1%	0%	0%	0%	2%	0%	2%	0%	1%
	Conservative/Republican politics	1%	0%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	1%	0%	1%	1%
	Family	0%	2%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	3%	0%	0%	0%
	Poor economy	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%
	Other	1%	6%	4%	10%	0%	0%	10%	2%	7%	4%	1%	0%	4%	15%	2%	5%
	Nothing/Unsure	0%	0%	0%	5%	0%	0%	5%	0%	0%	0%	0%	5%	0%	0%	0%	1%
	n=	53	61	45	37	36	41	48	43	45	55	40	44	43	45	60	232
	MAIN REASON NOT CONSIDERING MOVING	This is home/Native	22%	19%	29%	31%	21%	28%	17%	21%	35%	13%	20%	29%	25%	37%	12%
Like/Love it here		18%	15%	17%	27%	15%	9%	34%	29%	8%	20%	18%	20%	12%	24%	18%	18%
Family/Friends		13%	20%	8%	15%	21%	13%	24%	11%	16%	11%	10%	19%	14%	11%	20%	15%
Own a home/Property here		6%	10%	11%	15%	7%	9%	5%	17%	4%	17%	8%	13%	13%	8%	7%	10%
Job/Work		6%	9%	17%	3%	9%	8%	6%	11%	8%	14%	12%	0%	18%	5%	11%	9%
Retired/Too old to move		15%	6%	1%	2%	5%	6%	4%	3%	10%	4%	6%	4%	11%	1%	4%	6%
Confused		1%	4%	8%	0%	3%	11%	0%	2%	3%	1%	11%	0%	0%	4%	2%	4%
Weather/Climate		3%	6%	2%	2%	1%	0%	3%	2%	0%	10%	1%	2%	1%	2%	8%	3%
Not considering leaving		0%	4%	0%	2%	7%	7%	3%	1%	1%	1%	7%	0%	2%	3%	1%	2%
Recently moved here		3%	2%	5%	0%	0%	0%	0%	1%	4%	5%	0%	0%	1%	2%	9%	2%
Other		13%	2%	2%	0%	5%	1%	0%	3%	11%	3%	1%	9%	4%	4%	6%	4%
Nothing/Don't know		0%	2%	3%	7%	7%	4%	0%	0%	0%	2%	6%	3%	0%	1%	2%	2%
n=		57	60	56	38	61	48	46	46	68	64	47	38	56	56	75	272

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

Reason for Leaving/Staying - Demographics

		AREA							CITY					TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Other City	Unincorporated	Total
MAIN REASON CONSIDERING MOVING	Cost of living	47%	47%	36%	40%	49%	60%	69%	39%	74%	95%	59%	49%	50%
	Housing cost	22%	6%	3%	8%	12%	11%	7%	11%	3%	0%	10%	9%	9%
	Liberal/Democrat politics	0%	15%	15%	8%	0%	12%	9%	6%	13%	0%	12%	10%	9%
	Taxes	16%	11%	2%	8%	1%	3%	4%	4%	6%	0%	4%	11%	6%
	Job opportunities	4%	0%	13%	0%	5%	5%	0%	8%	0%	0%	0%	4%	4%
	Politics/Government (general)	1%	3%	10%	3%	4%	1%	2%	3%	0%	5%	3%	7%	3%
	Prefer smaller/Quieter town	0%	0%	2%	2%	8%	0%	6%	6%	0%	0%	0%	0%	3%
	State/City has gotten worse	1%	1%	4%	12%	3%	0%	0%	5%	0%	0%	0%	3%	3%
	Transportation	0%	0%	9%	0%	3%	0%	0%	4%	0%	0%	0%	0%	2%
	Overcrowding	0%	2%	0%	7%	1%	0%	0%	3%	0%	0%	1%	0%	1%
	Homelessness	0%	3%	1%	0%	3%	1%	0%	2%	0%	0%	2%	0%	1%
	Crime	0%	4%	0%	2%	0%	0%	0%	0%	0%	0%	2%	0%	1%
	Retirement	3%	0%	1%	2%	1%	0%	0%	1%	0%	0%	1%	0%	1%
	Conservative/Republican politics	0%	0%	2%	3%	0%	0%	0%	1%	0%	0%	0%	0%	1%
	Family	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Poor economy	0%	0%	0%	2%	0%	0%	2%	1%	3%	0%	0%	0%	0%
Other	2%	8%	4%	4%	10%	1%	0%	8%	0%	0%	1%	6%	5%	
Nothing/Unsure	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	4%	0%	1%	
n=	20	43	33	37	43	31	25	111	16	5	63	37	232	
MAIN REASON NOT CONSIDERING MOVING	This is home/Native	31%	28%	29%	22%	31%	24%	12%	22%	17%	52%	29%	20%	25%
	Like/Love it here	17%	17%	6%	20%	13%	15%	32%	20%	32%	16%	14%	8%	18%
	Family/Friends	8%	15%	14%	16%	20%	10%	17%	14%	16%	0%	20%	15%	15%
	Own a home/Property here	9%	9%	8%	6%	10%	18%	8%	6%	11%	14%	11%	19%	10%
	Job/Work	17%	2%	26%	15%	6%	11%	5%	14%	5%	4%	3%	11%	9%
	Retired/Too old to move	8%	14%	8%	3%	5%	3%	0%	3%	0%	6%	5%	22%	6%
	Confused	0%	1%	0%	5%	1%	3%	12%	8%	0%	0%	0%	0%	4%
	Weather/Climate	4%	6%	3%	0%	1%	4%	1%	2%	0%	8%	4%	2%	3%
	Not considering leaving	2%	1%	2%	1%	2%	9%	0%	1%	0%	0%	8%	0%	2%
	Recently moved here	4%	2%	5%	8%	0%	0%	0%	3%	0%	0%	1%	4%	2%
	Other	0%	5%	0%	2%	3%	4%	11%	4%	16%	0%	2%	0%	4%
	Nothing/Don't know	0%	2%	0%	2%	8%	0%	2%	3%	3%	0%	3%	0%	2%
	n=	30	57	21	37	57	40	30	135	24	14	66	33	272

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

**Reason for Leaving/Staying - Attitudinals**

		MOST IMPORTANT ISSUE							TOTAL
		Homeless	Housing cost	Cost of living	Housing availability	Crime/Drugs /Safety	Inflation	Other	Total
MAIN REASON CONSIDERING MOVING	Cost of living	42%	46%	72%	58%	58%	82%	43%	50%
	Housing cost	5%	42%	0%	27%	14%	0%	5%	9%
	Liberal/Democrat politics	12%	0%	3%	0%	20%	0%	12%	9%
	Taxes	3%	6%	13%	6%	3%	3%	6%	6%
	Job opportunities	4%	3%	4%	0%	0%	8%	5%	4%
	Politics/Government (general)	3%	0%	3%	0%	0%	7%	6%	3%
	Prefer smaller/Quieter town	6%	2%	0%	0%	0%	0%	3%	3%
	State/City has gotten worse	7%	0%	0%	0%	0%	0%	2%	3%
	Transportation	0%	0%	0%	0%	0%	0%	4%	2%
	Overcrowding	3%	0%	0%	0%	0%	0%	2%	1%
	Homelessness	5%	0%	0%	0%	0%	0%	0%	1%
	Crime	2%	0%	0%	0%	6%	0%	0%	1%
	Retirement	1%	0%	2%	0%	0%	0%	1%	1%
	Conservative/Republican politics	0%	0%	0%	0%	0%	0%	2%	1%
	Family	0%	1%	0%	9%	0%	0%	0%	0%
	Poor economy	1%	0%	0%	0%	0%	0%	0%	0%
	Other	6%	0%	2%	0%	0%	0%	8%	5%
	Nothing/Unsure	0%	0%	0%	0%	0%	0%	0%	1%
n=	65	33	20	9	12	8	77	232	
MAIN REASON NOT CONSIDERING MOVING	This is home/Native	19%	20%	38%	17%	41%	0%	24%	25%
	Like/Love it here	20%	23%	9%	23%	22%	19%	15%	18%
	Family/Friends	13%	17%	18%	25%	24%	14%	13%	15%
	Own a home/Property here	4%	9%	19%	14%	0%	36%	16%	10%
	Job/Work	9%	6%	13%	9%	2%	7%	11%	9%
	Retired/Too old to move	5%	6%	0%	0%	10%	17%	8%	6%
	Confused	8%	6%	0%	0%	0%	0%	0%	4%
	Weather/Climate	2%	3%	0%	6%	2%	0%	4%	3%
	Not considering leaving	5%	1%	0%	0%	0%	0%	1%	2%
	Recently moved here	2%	0%	2%	0%	0%	0%	6%	2%
	Other	9%	4%	0%	7%	0%	0%	1%	4%
	Nothing/Don't know	4%	5%	0%	0%	0%	7%	0%	2%
	n=	109	40	18	17	12	13	57	272

## Reason for Leaving/Staying - Attitudinals

		BEST THING ABOUT LIVING IN SAN DIEGO						WORST THING ABOUT LIVING IN SAN DIEGO									TOTAL
		Weather/Cli mate	Parks/Enviro nment/Outdo ors	Beaches	People/Fami ly/Neighbors	Other	Confused	Cost of living	Homelessne ss	Housing cost	Traffic	Political leadership	Overcrowdin g	Taxes	Crime	Other	Total
MAIN REASON CONSIDERING MOVING	Cost of living	48%	65%	53%	63%	55%	24%	75%	39%	49%	64%	23%	78%	23%	0%	31%	50%
	Housing cost	9%	14%	19%	0%	17%	0%	11%	7%	30%	1%	7%	0%	0%	33%	4%	9%
	Liberal/Democrat politics	10%	2%	0%	0%	10%	23%	2%	11%	3%	3%	7%	0%	0%	28%	23%	9%
	Taxes	8%	4%	0%	8%	0%	0%	7%	5%	1%	1%	15%	5%	47%	0%	1%	6%
	Job opportunities	4%	0%	9%	0%	3%	0%	2%	0%	0%	12%	0%	0%	0%	0%	12%	4%
	Politics/Government (general)	5%	0%	8%	0%	0%	0%	1%	0%	0%	0%	30%	2%	30%	0%	2%	3%
	Prefer smaller/Quieter town	1%	0%	0%	25%	5%	0%	0%	5%	17%	2%	2%	0%	0%	0%	0%	3%
	State/City has gotten worse	3%	0%	0%	0%	1%	5%	0%	8%	0%	1%	0%	0%	0%	19%	3%	3%
	Transportation	0%	15%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	2%
	Overcrowding	1%	0%	0%	0%	1%	11%	0%	5%	0%	4%	0%	8%	0%	0%	0%	1%
	Homelessness	2%	0%	0%	0%	0%	0%	0%	3%	0%	0%	9%	0%	0%	11%	0%	1%
	Crime	0%	0%	5%	0%	0%	11%	0%	2%	0%	0%	0%	0%	0%	10%	0%	1%
	Retirement	1%	0%	0%	0%	2%	0%	1%	2%	0%	3%	0%	0%	0%	0%	0%	1%
	Conservative/Republican politics	0%	0%	0%	0%	0%	10%	1%	0%	0%	0%	6%	0%	0%	0%	0%	1%
	Family	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	2%	0%	0%	0%	0%
	Poor economy	0%	0%	0%	0%	2%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%
	Other	5%	0%	7%	4%	1%	16%	0%	12%	0%	3%	0%	4%	0%	0%	13%	5%
Nothing/Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	
n=	146	15	9	7	31	16	60	35	23	22	18	11	13	10	36	232	
MAIN REASON NOT CONSIDERING MOVING	This is home/Native	22%	24%	22%	22%	31%	40%	23%	35%	18%	32%	13%	45%	0%	9%	15%	25%
	Like/Love it here	19%	16%	7%	19%	23%	0%	10%	13%	36%	9%	7%	17%	8%	39%	28%	18%
	Family/Friends	15%	12%	19%	43%	7%	26%	19%	7%	12%	28%	35%	17%	5%	7%	13%	15%
	Own a home/Property here	12%	9%	12%	3%	6%	0%	7%	7%	0%	8%	16%	0%	53%	18%	17%	10%
	Job/Work	8%	11%	13%	0%	16%	0%	10%	9%	7%	10%	16%	0%	22%	22%	7%	9%
	Retired/Too old to move	8%	0%	2%	0%	1%	17%	11%	2%	6%	3%	0%	13%	3%	0%	5%	6%
	Confused	2%	0%	0%	0%	11%	9%	3%	15%	0%	0%	0%	0%	0%	3%	0%	4%
	Weather/Climate	4%	0%	3%	0%	1%	3%	2%	2%	0%	9%	14%	0%	0%	0%	2%	3%
	Not considering leaving	4%	0%	0%	5%	0%	0%	5%	3%	0%	0%	0%	0%	9%	0%	1%	2%
	Recently moved here	0%	0%	22%	7%	3%	0%	1%	4%	0%	0%	0%	0%	0%	2%	6%	2%
	Other	5%	11%	0%	0%	1%	6%	5%	2%	20%	0%	0%	7%	0%	0%	3%	4%
	Nothing/Don't know	1%	18%	0%	0%	0%	0%	5%	2%	0%	0%	0%	0%	0%	0%	3%	2%
	n=	169	19	13	12	47	12	75	48	22	19	14	11	9	11	54	272

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**Reason for Leaving/Staying - Attitudinals**

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
MAIN REASON CONSIDERING MOVING	Cost of living	32%	58%	69%	52%	41%	50%
	Housing cost	9%	0%	8%	18%	5%	9%
	Liberal/Democrat politics	16%	23%	0%	0%	0%	9%
	Taxes	7%	4%	7%	3%	0%	6%
	Job opportunities	1%	3%	5%	6%	0%	4%
	Politics/Government (general)	9%	2%	0%	0%	0%	3%
	Prefer smaller/Quieter town	5%	0%	3%	1%	0%	3%
	State/City has gotten worse	8%	0%	0%	0%	0%	3%
	Transportation	0%	0%	2%	6%	0%	2%
	Overcrowding	2%	5%	0%	0%	0%	1%
	Homelessness	3%	0%	1%	0%	0%	1%
	Crime	2%	2%	0%	0%	0%	1%
	Retirement	1%	1%	0%	2%	0%	1%
	Conservative/Republican politics	1%	2%	0%	0%	0%	1%
	Family	0%	0%	1%	0%	0%	0%
	Poor economy	0%	0%	1%	0%	10%	0%
	Other	4%	0%	3%	12%	0%	5%
	Nothing/Unsure	0%	0%	0%	0%	44%	1%
	n=	90	33	64	39	5	232
	MAIN REASON NOT CONSIDERING MOVING	This is home/Native	23%	37%	23%	22%	30%
Like/Love it here		2%	12%	16%	23%	44%	18%
Family/Friends		24%	8%	16%	14%	9%	15%
Own a home/Property here		3%	17%	8%	11%	5%	10%
Job/Work		14%	8%	14%	5%	7%	9%
Retired/Too old to move		3%	3%	4%	8%	4%	6%
Confused		8%	3%	8%	0%	0%	4%
Weather/Climate		1%	5%	4%	2%	0%	3%
Not considering leaving		13%	2%	0%	2%	0%	2%
Recently moved here		0%	1%	1%	4%	0%	2%
Other		8%	1%	5%	5%	0%	4%
Nothing/Don't know		0%	3%	0%	5%	0%	2%
n=		32	43	66	106	21	272

**Reason for Leaving/Staying - Attitudinals**

		NEW STATE							TOTAL
		California	Texas	Arizona	Florida	Oregon	Other	Unsure	Total
MAIN REASON CONSIDERING MOVING	Cost of living	64%	34%	64%	22%	57%	52%	47%	50%
	Housing cost	6%	6%	4%	7%	34%	8%	15%	9%
	Liberal/Democrat politics	0%	16%	3%	30%	0%	11%	0%	9%
	Taxes	0%	21%	11%	13%	0%	4%	0%	6%
	Job opportunities	20%	0%	0%	0%	0%	2%	0%	4%
	Politics/Government (general)	0%	4%	8%	8%	0%	5%	0%	3%
	Prefer smaller/Quieter town	2%	0%	0%	0%	9%	0%	13%	3%
	State/City has gotten worse	1%	0%	0%	11%	0%	5%	0%	3%
	Transportation	3%	0%	0%	0%	0%	0%	7%	2%
	Overcrowding	0%	0%	5%	0%	0%	3%	0%	1%
	Homelessness	0%	6%	5%	4%	0%	0%	0%	1%
	Crime	0%	0%	0%	4%	0%	1%	1%	1%
	Retirement	0%	0%	0%	0%	0%	2%	1%	1%
	Conservative/Republican politics	0%	0%	0%	0%	0%	1%	0%	1%
	Family	2%	0%	0%	0%	0%	1%	0%	0%
	Poor economy	0%	2%	0%	0%	0%	1%	0%	0%
	Other	2%	11%	0%	0%	0%	1%	15%	5%
	Nothing/Unsure	0%	0%	0%	0%	0%	3%	0%	1%
n=	30	30	17	19	9	97	30	232	
MAIN REASON NOT CONSIDERING MOVING	This is home/Native	21%	34%	14%	34%	24%	25%	41%	25%
	Like/Love it here	22%	3%	3%	7%	0%	25%	15%	18%
	Family/Friends	14%	27%	9%	10%	23%	13%	21%	15%
	Own a home/Property here	8%	5%	29%	0%	29%	9%	4%	10%
	Job/Work	10%	10%	4%	31%	8%	10%	2%	9%
	Retired/Too old to move	6%	0%	8%	10%	4%	8%	0%	6%
	Confused	5%	0%	10%	0%	13%	0%	0%	4%
	Weather/Climate	4%	0%	0%	7%	0%	1%	2%	3%
	Not considering leaving	4%	0%	0%	0%	0%	2%	2%	2%
	Recently moved here	4%	6%	0%	0%	0%	0%	0%	2%
	Other	3%	7%	24%	0%	0%	5%	0%	4%
	Nothing/Don't know	1%	8%	0%	0%	0%	1%	12%	2%
	n=	132	14	16	8	10	59	33	272

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Reason for Leaving/Staying - Attitudinals

		CONSIDERING MOVING OUT OF COUNTY			TOTAL
		Already in the process	Seriously considering	Somewhat considering	Total
MAIN REASON CONSIDERING MOVING	Cost of living	36%	52%	53%	50%
	Housing cost	5%	6%	15%	9%
	Liberal/Democrat politics	10%	8%	8%	9%
	Taxes	2%	9%	3%	6%
	Job opportunities	16%	1%	3%	4%
	Politics/Government (general)	0%	6%	2%	3%
	Prefer smaller/Quieter town	0%	4%	3%	3%
	State/City has gotten worse	4%	2%	4%	3%
	Transportation	8%	0%	1%	2%
	Overcrowding	4%	0%	2%	1%
	Homelessness	0%	2%	1%	1%
	Crime	0%	1%	0%	1%
	Retirement	2%	0%	1%	1%
	Conservative/Republican politics	2%	1%	0%	1%
	Family	0%	0%	1%	0%
	Poor economy	2%	0%	1%	0%
	Other	2%	8%	2%	5%
	Nothing/Unsure	7%	0%	0%	1%
	n=	24	96	112	232

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