

Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
ETHNICITY	White, non-Hispanic	42%	53%	9%	41%	50%	57%	58%	54%	65%	47%
	Hispanic	35%	24%	40%	40%	20%	31%	24%	20%	28%	30%
	Asian/Pacific Islander	12%	10%	39%	8%	17%	3%	6%	1%	2%	11%
	Black	6%	5%	11%	8%	3%	7%	2%	4%	3%	6%
	Multi-racial	4%	6%	0%	0%	10%	2%	5%	17%	2%	5%
	Other	2%	2%	1%	2%	0%	0%	5%	4%	0%	2%
	n=	240	268	15	86	69	94	86	85	73	508
LANGUAGE	English	87%	94%	100%	83%	92%	98%	94%	89%	73%	91%
	Spanish	13%	6%	0%	17%	8%	2%	6%	11%	27%	9%
	n=	240	268	15	86	69	94	86	85	73	508

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

Pure Demographics

		GENDER		AGE						TOTAL	
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
PARTY	Democrat	36%	33%	37%	32%	29%	35%	37%	33%	47%	35%
	Republican	19%	26%	13%	13%	25%	21%	33%	35%	23%	22%
	Non-partisan	20%	21%	24%	33%	15%	26%	14%	12%	6%	20%
	Minor party	6%	5%	26%	3%	2%	5%	1%	1%	0%	5%
	Non-registrants	19%	16%	0%	20%	29%	13%	16%	20%	24%	18%
	n=	240	268	15	86	69	94	86	85	73	508
EDUCATION	Did not graduate high school	14%	5%	0%	16%	21%	0%	0%	9%	27%	10%
	High school graduate	20%	20%	29%	12%	6%	39%	30%	10%	9%	20%
	Some college	30%	30%	34%	27%	36%	21%	31%	36%	33%	30%
	Bachelor's degree	17%	24%	24%	23%	18%	21%	25%	13%	14%	21%
	Graduate degree	18%	21%	12%	21%	19%	20%	14%	31%	17%	19%
	n=	240	268	15	86	69	94	86	85	73	508

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Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
NEIGHBORHOOD DENSITY	Far below average	15%	17%	2%	24%	12%	14%	18%	19%	12%	16%
	Below average	18%	17%	0%	21%	22%	21%	18%	13%	16%	17%
	Average	21%	18%	16%	17%	22%	19%	27%	17%	13%	19%
	Above average	21%	31%	36%	27%	16%	32%	22%	23%	25%	26%
	Far above average	26%	18%	47%	11%	27%	13%	14%	28%	34%	22%
	n=	240	268	15	86	69	94	86	85	73	508
NEIGHBORHOOD INCOMES	\$40,000	20%	28%	30%	15%	15%	30%	26%	29%	30%	24%
	\$51,000	20%	19%	5%	32%	22%	15%	20%	17%	13%	19%
	\$59,000	17%	22%	24%	18%	22%	17%	18%	16%	23%	19%
	\$70,000	26%	17%	29%	22%	17%	21%	28%	17%	14%	22%
	\$97,000	17%	14%	12%	12%	24%	18%	8%	21%	19%	16%
	n=	240	268	15	86	69	94	86	85	73	508
NEIGHBORHOOD HOME VALUE	\$584,600	23%	23%	19%	13%	22%	26%	24%	27%	43%	23%
	\$754,100	21%	17%	9%	26%	22%	20%	15%	21%	12%	19%
	\$876,200	18%	21%	19%	23%	16%	22%	29%	12%	8%	20%
	\$1,077,200	17%	23%	24%	24%	12%	18%	22%	25%	12%	20%
	\$1,554,000	22%	15%	29%	14%	29%	14%	11%	15%	24%	19%
	n=	240	268	15	86	69	94	86	85	73	508

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Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
AREA	No. 78	13%	15%	14%	25%	10%	8%	18%	11%	5%	14%
	56 - 78	13%	11%	15%	4%	12%	12%	16%	14%	13%	12%
	52 - 56	10%	12%	0%	20%	13%	9%	5%	15%	7%	11%
	8 - 52	18%	11%	11%	18%	22%	16%	10%	10%	10%	15%
	94 - 8	24%	25%	44%	23%	16%	21%	24%	29%	17%	24%
	54 - 94	14%	7%	0%	2%	22%	9%	14%	4%	35%	11%
	So. 54	8%	19%	16%	9%	5%	23%	13%	17%	14%	13%
	n=	240	268	15	86	69	94	86	85	73	508
CITY	San Diego	45%	46%	70%	42%	50%	48%	25%	47%	39%	45%
	Chula Vista	6%	10%	3%	4%	4%	14%	12%	12%	8%	8%
	Oceanside	5%	3%	4%	2%	2%	3%	10%	8%	3%	4%
	Escondido	5%	2%	1%	8%	4%	4%	1%	1%	1%	4%
	Other	23%	20%	11%	13%	26%	23%	32%	17%	36%	22%
	Unincorporated	15%	20%	9%	30%	15%	8%	20%	15%	13%	17%
	n=	240	268	15	86	69	94	86	85	73	508

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

Pure Demographics

		GENDER		TOTAL
		Female	Male	Total
AGE	18-24	13%	11%	12%
	25-34	23%	19%	21%
	35-44	18%	15%	16%
	45-54	12%	21%	16%
	55-64	17%	14%	16%
	65-74	10%	11%	11%
	75+	7%	8%	8%
	n=	240	268	508

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

Pure Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
GENDER	Female	46%	61%	58%	58%	42%	50%	70%	52%
	Male	54%	39%	42%	42%	58%	50%	30%	48%
	n=	266	90	63	67	22	493	15	508
AGE	18-24	2%	16%	43%	24%	2%	13%	0%	12%
	25-34	18%	29%	16%	30%	7%	19%	37%	21%
	35-44	17%	11%	26%	8%	26%	17%	15%	16%
	45-54	20%	17%	5%	20%	4%	18%	4%	16%
	55-64	19%	13%	8%	7%	23%	16%	9%	16%
	65-74	12%	7%	1%	8%	34%	10%	12%	11%
	75+	11%	7%	1%	4%	3%	6%	23%	8%
	n=	266	90	63	67	22	493	15	508

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Pure Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
PARTY	Democrat	37%	24%	38%	63%	38%	36%	19%	35%
	Republican	29%	8%	25%	11%	39%	25%	0%	22%
	Non-partisan	14%	31%	27%	13%	8%	21%	18%	20%
	Minor party	3%	8%	7%	5%	7%	6%	0%	5%
	Non-registrants	17%	28%	3%	8%	8%	13%	63%	18%
	n=	266	90	63	67	22	493	15	508
EDUCATION	Did not graduate high school	0%	26%	20%	0%	0%	2%	83%	10%
	High school graduate	17%	33%	2%	28%	6%	20%	14%	20%
	Some college	33%	14%	48%	37%	48%	33%	2%	30%
	Bachelor's degree	25%	13%	18%	23%	31%	23%	1%	21%
	Graduate degree	26%	14%	12%	12%	15%	21%	0%	19%
	n=	266	90	63	67	22	493	15	508

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

Pure Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
NEIGHBORHOOD DENSITY	Far below average	16%	17%	6%	7%	27%	13%	37%	16%
	Below average	23%	11%	11%	9%	18%	19%	2%	17%
	Average	24%	8%	30%	30%	11%	21%	2%	19%
	Above average	25%	28%	23%	32%	23%	28%	0%	26%
	Far above average	12%	37%	29%	22%	20%	19%	58%	22%
	n=	266	90	63	67	22	493	15	508
NEIGHBORHOOD INCOMES	\$40,000	19%	35%	25%	20%	7%	21%	49%	24%
	\$51,000	23%	20%	3%	23%	14%	20%	19%	19%
	\$59,000	18%	19%	22%	10%	34%	18%	29%	19%
	\$70,000	23%	20%	18%	17%	31%	24%	1%	22%
	\$97,000	16%	6%	32%	30%	15%	17%	2%	16%
	n=	266	90	63	67	22	493	15	508
NEIGHBORHOOD HOME VALUE	\$584,600	13%	41%	16%	23%	21%	19%	58%	23%
	\$754,100	25%	17%	4%	25%	6%	19%	20%	19%
	\$876,200	18%	18%	13%	39%	35%	21%	3%	20%
	\$1,077,200	21%	12%	31%	9%	37%	20%	19%	20%
	\$1,554,000	23%	12%	37%	4%	1%	21%	0%	19%
	n=	266	90	63	67	22	493	15	508

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Pure Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
AREA	No. 78	16%	19%	2%	4%	9%	12%	40%	14%
	56 - 78	17%	3%	9%	20%	8%	13%	0%	12%
	52 - 56	15%	6%	9%	12%	9%	12%	0%	11%
	8 - 52	14%	9%	36%	5%	18%	16%	0%	15%
	94 - 8	26%	21%	35%	11%	22%	26%	13%	24%
	54 - 94	5%	20%	2%	16%	22%	7%	46%	11%
	So. 54	7%	22%	7%	31%	11%	15%	2%	13%
	n=	266	90	63	67	22	493	15	508
CITY	San Diego	39%	43%	88%	31%	48%	48%	24%	45%
	Chula Vista	5%	11%	3%	27%	7%	9%	2%	8%
	Oceanside	7%	3%	1%	1%	3%	5%	1%	4%
	Escondido	2%	7%	1%	3%	0%	2%	18%	4%
	Other	27%	17%	6%	31%	20%	20%	37%	22%
	Unincorporated	20%	18%	2%	7%	23%	17%	19%	17%
	n=	266	90	63	67	22	493	15	508

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Pure Demographics

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
GENDER	Female	54%	45%	50%	58%	57%	60%	53%	44%	49%	52%
	Male	46%	55%	50%	42%	43%	40%	47%	56%	51%	48%
	n=	200	131	82	17	78	58	152	150	148	508
AGE	18-24	13%	7%	14%	60%	0%	12%	14%	14%	8%	12%
	25-34	19%	12%	34%	12%	24%	20%	19%	23%	23%	21%
	35-44	14%	18%	12%	7%	28%	15%	19%	15%	16%	16%
	45-54	17%	16%	21%	16%	12%	21%	11%	17%	17%	16%
	55-64	17%	23%	10%	4%	14%	16%	16%	19%	12%	16%
	65-74	10%	17%	6%	2%	12%	7%	13%	7%	17%	11%
	75+	11%	8%	2%	0%	11%	9%	8%	5%	7%	8%
	n=	200	131	82	17	78	58	152	150	148	508

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Pure Demographics

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
ETHNICITY	White, non-Hispanic	50%	62%	34%	25%	45%	26%	51%	56%	64%	47%
	Hispanic	20%	11%	46%	47%	48%	59%	14%	18%	21%	30%
	Asian/Pacific Islander	12%	12%	14%	14%	2%	8%	17%	9%	7%	11%
	Black	10%	3%	4%	5%	3%	5%	7%	6%	3%	6%
	Multi-racial	7%	7%	1%	0%	3%	0%	8%	8%	4%	5%
	Other	0%	5%	1%	9%	0%	1%	3%	2%	1%	2%
	n=	200	131	82	17	78	58	152	150	148	508
LANGUAGE	English	95%	100%	92%	100%	66%	69%	99%	99%	100%	91%
	Spanish	5%	0%	8%	0%	34%	31%	1%	1%	0%	9%
	n=	200	131	82	17	78	58	152	150	148	508

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Pure Demographics

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
NEIGHBORHOOD DENSITY	Far below average	11%	27%	14%	6%	16%	22%	15%	12%	11%	16%
	Below average	15%	22%	18%	3%	18%	7%	17%	24%	26%	17%
	Average	23%	26%	9%	14%	17%	20%	20%	16%	21%	19%
	Above average	19%	22%	48%	14%	22%	18%	33%	28%	24%	26%
	Far above average	31%	4%	11%	63%	28%	34%	16%	19%	18%	22%
	n=	200	131	82	17	78	58	152	150	148	508
NEIGHBORHOOD INCOMES	\$40,000	28%	21%	14%	16%	30%	33%	21%	16%	21%	24%
	\$51,000	18%	16%	27%	19%	18%	19%	25%	14%	17%	19%
	\$59,000	16%	12%	33%	4%	25%	16%	26%	18%	15%	19%
	\$70,000	23%	26%	20%	50%	9%	15%	14%	36%	30%	22%
	\$97,000	15%	25%	7%	10%	18%	17%	14%	15%	16%	16%
	n=	200	131	82	17	78	58	152	150	148	508
NEIGHBORHOOD HOME VALUE	\$584,600	24%	18%	21%	16%	31%	33%	23%	14%	16%	23%
	\$754,100	19%	23%	18%	14%	16%	13%	24%	16%	23%	19%
	\$876,200	17%	24%	26%	3%	17%	15%	17%	28%	22%	20%
	\$1,077,200	20%	12%	22%	14%	28%	18%	26%	17%	16%	20%
	\$1,554,000	19%	22%	14%	53%	9%	20%	10%	25%	23%	19%
	n=	200	131	82	17	78	58	152	150	148	508

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Pure Demographics

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
AREA	No. 78	10%	16%	14%	10%	20%	21%	13%	8%	13%	14%
	56 - 78	15%	14%	7%	10%	8%	9%	8%	17%	15%	12%
	52 - 56	8%	16%	14%	0%	9%	1%	16%	19%	10%	11%
	8 - 52	10%	20%	25%	0%	10%	13%	14%	16%	17%	15%
	94 - 8	33%	16%	13%	73%	17%	26%	22%	19%	31%	24%
	54 - 94	15%	5%	2%	2%	24%	18%	11%	7%	4%	11%
	So. 54	9%	12%	24%	4%	12%	12%	16%	14%	10%	13%
	n=	200	131	82	17	78	58	152	150	148	508
CITY	San Diego	50%	32%	57%	78%	31%	41%	38%	55%	53%	45%
	Chula Vista	8%	9%	4%	4%	12%	7%	10%	6%	8%	8%
	Oceanside	7%	4%	1%	4%	3%	3%	6%	3%	5%	4%
	Escondido	2%	3%	8%	6%	0%	8%	2%	2%	1%	4%
	Other	23%	22%	15%	8%	31%	27%	20%	21%	17%	22%
	Unincorporated	11%	29%	15%	0%	22%	14%	23%	14%	16%	17%
	n=	200	131	82	17	78	58	152	150	148	508

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	\$40,000	\$51,000	\$59,000	\$70,000	\$97,000	\$584,600	\$754,100	\$876,200	\$1,077,200	\$1,554,000	Total
GENDER	Female	49%	54%	56%	43%	61%	44%	53%	47%	62%	56%	52%	56%	48%	44%	61%	52%
	Male	51%	46%	44%	57%	39%	56%	47%	53%	38%	44%	48%	44%	52%	56%	39%	48%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508
AGE	18-24	1%	0%	10%	17%	26%	16%	3%	15%	16%	9%	10%	6%	12%	15%	19%	12%
	25-34	33%	26%	18%	22%	10%	13%	35%	20%	21%	17%	12%	29%	25%	25%	16%	21%
	35-44	13%	22%	19%	11%	20%	10%	19%	19%	13%	25%	16%	19%	13%	10%	25%	16%
	45-54	15%	20%	16%	20%	9%	20%	13%	14%	16%	18%	19%	17%	18%	15%	12%	16%
	55-64	19%	17%	22%	13%	10%	17%	16%	14%	20%	8%	16%	12%	23%	17%	9%	16%
	65-74	13%	8%	9%	9%	13%	13%	10%	9%	8%	14%	13%	12%	6%	13%	9%	11%
	75+	6%	7%	5%	8%	12%	10%	5%	9%	5%	10%	15%	5%	3%	5%	10%	8%
n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508	

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	\$40,000	\$51,000	\$59,000	\$70,000	\$97,000	\$584,600	\$754,100	\$876,200	\$1,077,200	\$1,554,000	Total
ETHNICITY	White, non-Hispanic	50%	64%	59%	45%	25%	38%	56%	44%	50%	49%	28%	62%	43%	50%	59%	47%
	Hispanic	32%	19%	12%	32%	49%	44%	31%	29%	27%	12%	53%	27%	28%	18%	19%	30%
	Asian/Pacific Islander	4%	7%	17%	10%	14%	12%	2%	13%	9%	22%	7%	2%	7%	17%	21%	11%
	Black	2%	3%	9%	7%	5%	5%	6%	3%	4%	11%	5%	7%	11%	3%	1%	6%
	Multi-racial	6%	7%	4%	3%	5%	0%	2%	10%	6%	6%	4%	1%	8%	10%	0%	5%
	Other	6%	0%	0%	3%	1%	2%	2%	1%	3%	0%	2%	1%	4%	2%	0%	2%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508
LANGUAGE	English	78%	99%	99%	100%	76%	80%	91%	86%	100%	99%	76%	90%	98%	91%	100%	91%
	Spanish	22%	1%	1%	0%	24%	20%	9%	14%	0%	1%	24%	10%	2%	9%	0%	9%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	\$40,000	\$51,000	\$59,000	\$70,000	\$97,000	\$584,600	\$754,100	\$876,200	\$1,077,200	\$1,554,000	Total
PARTY	Democrat	23%	31%	42%	26%	49%	42%	32%	28%	36%	33%	37%	35%	30%	35%	36%	35%
	Republican	38%	29%	29%	19%	4%	20%	19%	14%	26%	35%	18%	28%	27%	14%	26%	22%
	Non-partisan	18%	21%	9%	38%	10%	12%	28%	35%	18%	9%	18%	20%	26%	22%	15%	20%
	Minor party	2%	1%	4%	3%	15%	4%	5%	1%	12%	3%	4%	4%	1%	4%	15%	5%
	Non-registrants	18%	18%	16%	15%	22%	22%	17%	22%	8%	20%	24%	14%	16%	25%	8%	18%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508
EDUCATION	Did not graduate high school	22%	0%	11%	0%	19%	15%	9%	13%	0%	14%	19%	9%	0%	9%	12%	10%
	High school graduate	20%	12%	19%	21%	25%	27%	21%	12%	20%	18%	24%	12%	23%	19%	20%	20%
	Some college	28%	29%	32%	38%	21%	27%	38%	41%	19%	28%	31%	38%	25%	40%	17%	30%
	Bachelor's degree	16%	29%	17%	23%	18%	14%	15%	19%	34%	20%	12%	18%	30%	18%	28%	21%
	Graduate degree	13%	29%	21%	18%	16%	17%	17%	15%	27%	20%	14%	24%	22%	15%	24%	19%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508

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

Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	\$40,000	\$51,000	\$59,000	\$70,000	\$97,000	\$584,600	\$754,100	\$876,200	\$1,077,200	\$1,554,000	Total
AREA	No. 78	41%	16%	18%	6%	0%	13%	29%	19%	8%	0%	9%	39%	9%	14%	0%	14%
	56 - 78	23%	22%	18%	2%	2%	4%	11%	3%	8%	40%	2%	2%	18%	15%	22%	12%
	52 - 56	10%	18%	13%	14%	0%	3%	15%	1%	22%	14%	4%	17%	15%	8%	11%	11%
	8 - 52	1%	22%	23%	25%	0%	2%	4%	26%	25%	18%	1%	5%	21%	28%	21%	15%
	94 - 8	21%	7%	18%	7%	65%	38%	18%	16%	34%	8%	19%	16%	17%	31%	40%	24%
	54 - 94	3%	8%	0%	8%	32%	20%	4%	20%	3%	6%	39%	0%	2%	2%	5%	11%
	So. 54	1%	8%	9%	38%	1%	19%	19%	15%	0%	15%	26%	21%	17%	1%	0%	13%
n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508	
CITY	San Diego	9%	36%	40%	48%	80%	41%	16%	68%	58%	43%	43%	8%	39%	59%	79%	45%
	Chula Vista	0%	3%	9%	22%	0%	14%	13%	1%	0%	15%	14%	15%	10%	1%	0%	8%
	Oceanside	3%	0%	20%	0%	0%	0%	5%	8%	8%	0%	2%	17%	0%	2%	0%	4%
	Escondido	21%	1%	0%	0%	0%	1%	16%	0%	1%	0%	0%	17%	1%	1%	0%	4%
	Other	17%	43%	23%	11%	19%	34%	28%	5%	12%	29%	24%	20%	36%	14%	12%	22%
	Unincorporated	49%	17%	8%	19%	1%	10%	22%	20%	20%	13%	17%	22%	15%	23%	9%	17%
n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508	

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	Escondido	Other	Unincorporated	Total
GENDER	Female	49%	56%	48%	64%	51%	68%	32%	52%	42%	64%	78%	56%	45%	52%
	Male	51%	44%	52%	36%	49%	32%	68%	48%	58%	36%	22%	44%	55%	48%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508
AGE	18-24	12%	16%	0%	9%	22%	0%	15%	19%	5%	12%	5%	6%	7%	12%
	25-34	37%	7%	39%	25%	20%	3%	14%	20%	12%	9%	49%	12%	37%	21%
	35-44	12%	17%	19%	25%	11%	34%	6%	18%	7%	9%	19%	20%	14%	16%
	45-54	10%	17%	14%	18%	14%	14%	29%	17%	28%	10%	19%	18%	8%	16%
	55-64	19%	21%	8%	11%	15%	20%	15%	9%	24%	34%	5%	23%	18%	16%
	65-74	8%	13%	15%	7%	12%	4%	14%	11%	16%	20%	2%	8%	9%	11%
	75+	3%	9%	5%	5%	5%	25%	8%	7%	8%	6%	1%	13%	6%	8%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508

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Pure Demographics

		AREA							CITY						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Escondido	Other	Unincorporated	Total
ETHNICITY	White, non-Hispanic	54%	69%	65%	45%	50%	23%	26%	40%	30%	71%	32%	59%	57%	47%
	Hispanic	39%	8%	15%	19%	26%	53%	50%	28%	42%	20%	61%	24%	31%	30%
	Asian/Pacific Islander	1%	8%	9%	26%	16%	2%	6%	21%	4%	2%	2%	3%	1%	11%
	Black	2%	9%	6%	2%	3%	8%	13%	4%	19%	2%	5%	8%	2%	6%
	Multi-racial	4%	4%	5%	8%	1%	13%	3%	6%	5%	5%	0%	2%	7%	5%
	Other	1%	1%	0%	0%	5%	0%	3%	1%	1%	0%	0%	4%	2%	2%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508
LANGUAGE	English	74%	100%	100%	100%	95%	60%	99%	95%	98%	98%	53%	84%	90%	91%
	Spanish	26%	0%	0%	0%	5%	40%	1%	5%	2%	2%	47%	16%	10%	9%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508

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Pure Demographics

		AREA							CITY						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Escondido	Other	Unincorporated	Total
PARTY	Democrat	25%	44%	27%	23%	46%	46%	24%	38%	34%	53%	23%	36%	22%	35%
	Republican	26%	27%	33%	30%	15%	10%	21%	16%	26%	22%	19%	23%	38%	22%
	Non-partisan	21%	12%	26%	35%	11%	4%	37%	25%	11%	7%	47%	14%	17%	20%
	Minor party	4%	5%	0%	0%	16%	1%	2%	9%	3%	4%	9%	2%	0%	5%
	Non-registrants	25%	13%	14%	12%	12%	39%	16%	12%	26%	14%	1%	25%	23%	18%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508
EDUCATION	Did not graduate high school	24%	0%	0%	15%	4%	31%	0%	9%	0%	0%	47%	12%	10%	10%
	High school graduate	19%	24%	1%	12%	28%	18%	27%	18%	26%	23%	19%	25%	14%	20%
	Some college	28%	20%	45%	28%	28%	31%	36%	26%	39%	42%	18%	28%	41%	30%
	Bachelor's degree	11%	30%	36%	23%	16%	14%	22%	25%	15%	12%	11%	20%	17%	21%
	Graduate degree	18%	26%	17%	23%	24%	7%	14%	23%	20%	22%	4%	15%	18%	19%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508

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	Escondido	Other	Unincorporated	Total
NEIGHBORHOOD DENSITY	Far below average	45%	30%	15%	1%	13%	4%	1%	3%	0%	12%	94%	12%	44%	16%
	Below average	19%	33%	28%	25%	5%	12%	10%	14%	6%	0%	5%	34%	17%	17%
	Average	25%	29%	23%	31%	15%	0%	13%	17%	22%	88%	1%	21%	9%	19%
	Above average	11%	4%	34%	43%	8%	18%	74%	27%	71%	0%	0%	14%	28%	26%
	Far above average	0%	4%	0%	0%	59%	65%	2%	39%	0%	0%	0%	20%	2%	22%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508
NEIGHBORHOOD INCOMES	\$40,000	22%	8%	7%	4%	37%	43%	34%	21%	40%	0%	5%	37%	14%	24%
	\$51,000	40%	18%	27%	6%	14%	7%	27%	7%	30%	23%	89%	25%	25%	19%
	\$59,000	26%	5%	2%	34%	13%	35%	21%	29%	1%	34%	0%	4%	22%	19%
	\$70,000	12%	15%	44%	38%	30%	7%	0%	28%	0%	43%	4%	13%	26%	22%
	\$97,000	0%	54%	20%	19%	5%	8%	17%	15%	29%	0%	1%	21%	12%	16%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508
NEIGHBORHOOD HOME VALUE	\$584,600	15%	5%	9%	1%	18%	82%	44%	22%	40%	12%	0%	26%	23%	23%
	\$754,100	53%	3%	29%	6%	13%	0%	30%	3%	36%	77%	89%	18%	25%	19%
	\$876,200	13%	31%	27%	28%	14%	4%	24%	17%	23%	0%	5%	33%	17%	20%
	\$1,077,200	20%	26%	15%	38%	25%	4%	1%	26%	1%	11%	5%	13%	26%	20%
	\$1,554,000	0%	35%	19%	27%	31%	9%	0%	32%	0%	0%	0%	11%	10%	19%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508

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

Public Transportation - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
FREQUENCY OF PUBLIC TRANSPORTATION USE	Nearly every day or more	4%	3%	13%	4%	0%	0%	7%	1%	0%	4%
	3-5 times/week	1%	3%	3%	0%	0%	0%	3%	1%	7%	2%
	1-2 times/week	11%	2%	36%	1%	2%	5%	1%	2%	0%	6%
	1-2 times/month	5%	13%	23%	6%	15%	5%	5%	4%	6%	9%
	1-2 times/year	25%	35%	5%	39%	32%	44%	27%	24%	25%	30%
	< Once a year	22%	19%	4%	16%	25%	21%	22%	33%	30%	21%
	Never	31%	26%	14%	34%	25%	25%	34%	35%	32%	29%
	n=	236	265	15	85	68	92	85	85	71	501

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

Public Transportation - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
FREQUENCY OF PUBLIC TRANSPORTATION USE	Nearly every day or more	1%	4%	7%	19%	6%	4%	0%	4%
	3-5 times/week	2%	0%	1%	8%	0%	2%	1%	2%
	1-2 times/week	0%	14%	18%	2%	0%	7%	2%	6%
	1-2 times/month	10%	9%	7%	4%	14%	10%	0%	9%
	1-2 times/year	28%	37%	33%	17%	16%	27%	54%	30%
	< Once a year	24%	21%	6%	12%	30%	20%	31%	21%
	Never	35%	16%	29%	38%	34%	30%	12%	29%
	n=	264	87	61	67	22	487	14	501

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

Public Transportation - Demographics

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
FREQUENCY OF PUBLIC TRANSPORTATION USE	Nearly every day or more	3%	6%	0%	21%	0%	8%	4%	1%	0%	4%
	3-5 times/week	3%	3%	0%	0%	0%	2%	1%	2%	1%	2%
	1-2 times/week	5%	0%	9%	47%	1%	11%	6%	4%	3%	6%
	1-2 times/month	10%	7%	17%	0%	3%	0%	4%	21%	17%	9%
	1-2 times/year	29%	30%	38%	7%	27%	43%	16%	35%	27%	30%
	< Once a year	21%	20%	13%	10%	36%	20%	25%	12%	24%	21%
	Never	29%	34%	23%	15%	32%	16%	43%	25%	28%	29%
	n=	198	128	81	17	77	55	149	149	148	501

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Public Transportation - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	\$40,000	\$51,000	\$59,000	\$70,000	\$97,000	\$584,600	\$754,100	\$876,200	\$1,077,200	\$1,554,000	Total
FREQUENCY OF PUBLIC TRANSPORTATION USE	Nearly every day or more	0%	2%	5%	6%	4%	9%	4%	0%	0%	6%	8%	2%	5%	2%	0%	4%
	3-5 times/week	0%	0%	1%	6%	0%	3%	4%	1%	0%	0%	5%	3%	0%	0%	0%	2%
	1-2 times/week	0%	0%	1%	8%	18%	4%	3%	8%	14%	1%	4%	1%	0%	10%	17%	6%
	1-2 times/month	3%	14%	4%	11%	11%	12%	4%	17%	8%	2%	10%	6%	15%	5%	10%	9%
	1-2 times/year	39%	25%	38%	35%	13%	20%	43%	34%	20%	36%	26%	34%	15%	39%	36%	30%
	< Once a year	13%	18%	18%	19%	34%	27%	24%	20%	17%	17%	29%	26%	22%	13%	13%	21%
	Never	45%	41%	32%	16%	20%	26%	18%	20%	41%	39%	18%	28%	44%	31%	24%	29%
	n=	92	114	96	114	85	97	104	86	112	102	95	110	94	98	104	501

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

Public Transportation - Demographics

		AREA						CITY					TOTAL		
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Escondido	Other	Unincorporated	Total
FREQUENCY OF PUBLIC TRANSPORTATION USE	Nearly every day or more	0%	8%	4%	0%	5%	0%	8%	3%	12%	0%	0%	5%	2%	4%
	3-5 times/week	1%	0%	0%	0%	1%	4%	8%	0%	12%	3%	0%	2%	1%	2%
	1-2 times/week	0%	1%	3%	10%	16%	0%	3%	11%	5%	0%	0%	1%	2%	6%
	1-2 times/month	9%	7%	7%	7%	12%	3%	15%	13%	1%	0%	3%	9%	6%	9%
	1-2 times/year	47%	30%	30%	42%	18%	21%	25%	30%	22%	31%	70%	24%	30%	30%
	< Once a year	12%	19%	13%	17%	23%	44%	24%	19%	30%	20%	5%	25%	21%	21%
	Never	32%	35%	44%	24%	26%	27%	17%	23%	17%	47%	22%	35%	38%	29%
n=		78	104	58	54	106	52	49	218	34	32	17	128	72	501

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

Most Important Issue - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
MOST IMPORTANT ISSUE	Homelessness	31%	29%	45%	29%	22%	33%	35%	25%	15%	30%
	Housing affordability	20%	9%	22%	26%	6%	8%	15%	18%	5%	15%
	Cost of living	8%	9%	0%	11%	15%	9%	10%	5%	8%	9%
	Economy/Jobs	7%	10%	0%	16%	8%	16%	4%	2%	1%	8%
	Utility costs	1%	9%	8%	3%	7%	3%	1%	3%	9%	5%
	Housing availability	6%	2%	5%	0%	12%	4%	1%	3%	4%	4%
	Taxes	5%	2%	0%	0%	14%	3%	1%	3%	3%	4%
	Crime/Safety	4%	3%	0%	0%	1%	5%	6%	9%	3%	3%
	Infrastructure/Road repair	1%	4%	0%	2%	1%	1%	2%	3%	11%	2%
	Inflation	1%	3%	0%	0%	0%	5%	2%	3%	1%	2%
	Political leadership	2%	1%	0%	0%	3%	0%	3%	2%	3%	1%
	Government overreach	0%	2%	0%	0%	6%	0%	0%	3%	1%	1%
	Overdevelopment/Overpopulation	0%	2%	0%	0%	0%	0%	3%	3%	4%	1%
	Illegal immigration/Border	0%	2%	0%	0%	0%	3%	1%	3%	2%	1%
	Traffic	0%	2%	0%	0%	2%	4%	0%	0%	0%	1%
	SANDAG	1%	1%	0%	2%	0%	1%	1%	3%	0%	1%
	Schools/Education	1%	1%	0%	1%	1%	0%	2%	1%	1%	1%
	Environment/Climate change	0%	1%	0%	0%	0%	1%	0%	5%	1%	1%
Gasoline prices	1%	0%	0%	0%	1%	3%	0%	0%	1%	1%	
Other	6%	4%	11%	1%	3%	2%	1%	3%	25%	5%	
Nothing/Don't know	5%	5%	10%	8%	0%	0%	10%	1%	3%	5%	
n=		240	268	15	86	69	94	86	85	73	508

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

Most Important Issue - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
MOST IMPORTANT ISSUE	Homelessness	33%	22%	43%	22%	28%	33%	2%	30%
	Housing affordability	11%	25%	5%	22%	9%	15%	13%	15%
	Cost of living	11%	5%	5%	12%	12%	10%	1%	9%
	Economy/Jobs	4%	21%	0%	1%	2%	4%	50%	8%
	Utility costs	8%	1%	1%	2%	3%	5%	0%	5%
	Housing availability	3%	2%	7%	3%	17%	4%	0%	4%
	Taxes	1%	0%	20%	0%	10%	4%	0%	4%
	Crime/Safety	3%	3%	2%	2%	6%	3%	7%	3%
	Infrastructure/Road repair	1%	4%	1%	4%	0%	1%	11%	2%
	Inflation	2%	2%	0%	2%	0%	2%	0%	2%
	Political leadership	2%	0%	0%	0%	9%	2%	0%	1%
	Government overreach	3%	0%	0%	0%	0%	1%	0%	1%
	Overdevelopment/Overpopulation	2%	0%	0%	0%	3%	1%	0%	1%
	Illegal immigration/Border	2%	0%	0%	1%	0%	1%	0%	1%
	Traffic	2%	1%	0%	0%	0%	1%	0%	1%
	SANDAG	2%	0%	0%	0%	0%	1%	0%	1%
	Schools/Education	0%	2%	2%	2%	0%	1%	0%	1%
	Environment/Climate change	2%	0%	0%	0%	1%	1%	0%	1%
	Gasoline prices	1%	0%	1%	1%	0%	1%	1%	1%
Other	4%	5%	0%	25%	0%	4%	15%	5%	
Nothing/Don't know	3%	6%	14%	1%	0%	5%	1%	5%	
n=		266	90	63	67	22	493	15	508

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	No college	Some college	Bachelor's degree	Graduate degree	Total
MOST IMPORTANT ISSUE	Homelessness	35%	32%	34%	11%	18%	24%	35%	36%	24%	30%
	Housing affordability	13%	6%	20%	58%	13%	16%	13%	9%	24%	15%
	Cost of living	10%	5%	9%	2%	13%	3%	13%	14%	6%	9%
	Economy/Jobs	5%	3%	13%	0%	19%	22%	1%	4%	3%	8%
	Utility costs	5%	6%	2%	1%	7%	3%	6%	1%	8%	5%
	Housing availability	8%	1%	3%	0%	2%	3%	4%	7%	3%	4%
	Taxes	0%	12%	1%	4%	2%	7%	1%	3%	2%	4%
	Crime/Safety	4%	5%	2%	0%	2%	2%	4%	4%	3%	3%
	Infrastructure/Road repair	5%	1%	0%	0%	1%	3%	1%	3%	2%	2%
	Inflation	1%	1%	2%	1%	3%	2%	0%	3%	2%	2%
	Political leadership	0%	2%	3%	0%	1%	0%	2%	2%	1%	1%
	Government overreach	0%	1%	5%	0%	1%	0%	1%	1%	5%	1%
	Overdevelopment/Overpopulation	1%	1%	0%	0%	2%	1%	1%	0%	3%	1%
	Illegal immigration/Border	1%	3%	0%	0%	0%	0%	0%	0%	5%	1%
	Traffic	1%	0%	0%	6%	2%	0%	2%	0%	2%	1%
	SANDAG	0%	3%	1%	2%	0%	0%	2%	1%	1%	1%
	Schools/Education	1%	2%	0%	0%	1%	1%	1%	0%	1%	1%
	Environment/Climate change	1%	0%	2%	0%	1%	0%	1%	1%	1%	1%
	Gasoline prices	0%	2%	0%	0%	1%	2%	0%	1%	0%	1%
	Other	6%	4%	0%	0%	9%	8%	3%	5%	3%	5%
Nothing/Don't know	3%	9%	3%	16%	1%	4%	7%	6%	1%	5%	
n=	200	131	82	17	78	58	152	150	148	508	

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

Most Important Issue - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	\$40,000	\$51,000	\$59,000	\$70,000	\$97,000	\$584,600	\$754,100	\$876,200	\$1,077,200	\$1,554,000	Total
MOST IMPORTANT ISSUE	Homelessness	28%	32%	26%	36%	26%	21%	36%	40%	28%	26%	19%	26%	25%	51%	28%	30%
	Housing affordability	7%	19%	12%	16%	19%	10%	17%	9%	30%	5%	15%	11%	17%	13%	18%	15%
	Cost of living	9%	12%	11%	7%	6%	8%	6%	8%	10%	12%	7%	15%	11%	3%	8%	9%
	Economy/Jobs	25%	1%	8%	5%	7%	13%	10%	11%	3%	3%	11%	11%	6%	11%	1%	8%
	Utility costs	3%	3%	2%	12%	1%	10%	6%	0%	3%	4%	8%	5%	3%	6%	1%	5%
	Housing availability	4%	4%	1%	2%	9%	2%	3%	8%	5%	1%	6%	5%	1%	2%	7%	4%
	Taxes	0%	1%	15%	2%	0%	1%	2%	1%	1%	16%	1%	1%	3%	1%	12%	4%
	Crime/Safety	5%	3%	3%	2%	4%	3%	2%	2%	2%	9%	4%	1%	2%	3%	5%	3%
	Infrastructure/Road repair	2%	0%	3%	1%	5%	0%	1%	5%	2%	3%	4%	2%	0%	1%	3%	2%
	Inflation	2%	3%	3%	1%	1%	1%	0%	1%	4%	3%	1%	3%	4%	0%	0%	2%
	Political leadership	2%	4%	1%	0%	1%	0%	2%	0%	2%	3%	0%	0%	3%	2%	1%	1%
	Government overreach	0%	1%	1%	0%	4%	1%	0%	5%	1%	0%	0%	1%	1%	0%	5%	1%
	Overdevelopment/Overpopulation	0%	3%	0%	1%	2%	2%	0%	1%	2%	0%	0%	1%	3%	0%	2%	1%
	Illegal immigration/Border	1%	0%	1%	2%	0%	1%	2%	1%	0%	1%	1%	2%	0%	1%	1%	1%
	Traffic	2%	1%	0%	3%	0%	1%	2%	2%	0%	0%	3%	2%	0%	0%	0%	1%
	SANDAG	2%	3%	1%	0%	0%	0%	2%	0%	2%	1%	0%	3%	0%	1%	0%	1%
	Schools/Education	1%	2%	0%	1%	0%	1%	0%	2%	1%	1%	1%	1%	1%	0%	0%	1%
	Environment/Climate change	0%	1%	1%	2%	0%	1%	2%	1%	0%	0%	0%	3%	1%	0%	0%	1%
	Gasoline prices	3%	1%	0%	0%	0%	0%	1%	0%	2%	0%	0%	1%	3%	0%	0%	1%
	Other	2%	4%	6%	2%	10%	10%	3%	2%	1%	8%	8%	3%	6%	3%	3%	5%
Nothing/Don't know	2%	3%	6%	6%	6%	13%	2%	1%	3%	3%	9%	2%	8%	0%	3%	5%	
n=		92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508

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	Escondido	Other	Unincorporated	Total
MOST IMPORTANT ISSUE	Homelessness	17%	31%	23%	40%	38%	24%	27%	36%	11%	37%	22%	23%	31%	30%
	Housing affordability	12%	10%	18%	21%	23%	6%	6%	19%	8%	11%	2%	12%	15%	15%
	Cost of living	12%	7%	8%	9%	10%	2%	10%	8%	9%	23%	2%	9%	8%	9%
	Economy/Jobs	27%	3%	0%	0%	6%	15%	9%	3%	3%	6%	53%	11%	13%	8%
	Utility costs	10%	5%	5%	4%	1%	0%	10%	3%	16%	5%	1%	3%	7%	5%
	Housing availability	5%	3%	4%	2%	4%	10%	1%	6%	0%	3%	11%	3%	1%	4%
	Taxes	2%	3%	0%	15%	0%	0%	4%	5%	7%	4%	0%	2%	1%	4%
	Crime/Safety	1%	6%	10%	1%	1%	9%	0%	3%	0%	2%	0%	5%	5%	3%
	Infrastructure/Road repair	0%	0%	3%	3%	0%	10%	1%	4%	0%	0%	0%	0%	1%	2%
	Inflation	2%	1%	4%	0%	1%	1%	4%	1%	7%	5%	0%	2%	1%	2%
	Political leadership	2%	1%	4%	0%	1%	4%	0%	1%	0%	0%	0%	3%	3%	1%
	Government overreach	0%	0%	2%	1%	4%	0%	0%	2%	0%	1%	0%	2%	0%	1%
	Overdevelopment/Overpopulation	2%	0%	0%	2%	2%	0%	0%	2%	0%	0%	0%	1%	0%	1%
	Illegal immigration/Border	1%	2%	0%	0%	1%	0%	4%	0%	7%	1%	0%	1%	1%	1%
	Traffic	2%	1%	0%	0%	0%	3%	2%	0%	4%	0%	8%	0%	2%	1%
	SANDAG	0%	3%	6%	0%	0%	0%	0%	0%	0%	0%	0%	1%	3%	1%
	Schools/Education	1%	1%	0%	2%	0%	1%	2%	1%	3%	0%	0%	1%	1%	1%
	Environment/Climate change	3%	0%	0%	0%	0%	0%	3%	0%	4%	3%	0%	1%	0%	1%
	Gasoline prices	1%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	1%
	Other	0%	14%	0%	0%	4%	14%	5%	3%	5%	0%	0%	13%	2%	5%
Nothing/Don't know	2%	6%	12%	0%	5%	0%	9%	4%	13%	0%	0%	7%	2%	5%	
n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508	

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

Most Important Issue - Behavior

		FREQUENCY OF PUBLIC TRANSPORTATION USE					TOTAL
		1+ times per week	1-2 times per month	1-2 times per year	Less often than that	Never	Total
MOST IMPORTANT ISSUE	Homelessness	23%	35%	28%	32%	32%	30%
	Housing affordability	30%	7%	14%	13%	16%	15%
	Cost of living	2%	14%	9%	10%	10%	9%
	Economy/Jobs	0%	4%	17%	2%	2%	8%
	Utility costs	5%	13%	3%	7%	3%	5%
	Housing availability	5%	7%	4%	6%	2%	4%
	Taxes	0%	0%	10%	2%	1%	4%
	Crime/Safety	0%	1%	2%	1%	8%	3%
	Infrastructure/Road repair	0%	0%	5%	2%	1%	2%
	Inflation	0%	0%	1%	4%	3%	2%
	Political leadership	0%	0%	0%	3%	3%	1%
	Government overreach	0%	11%	0%	1%	0%	1%
	Overdevelopment/Overpopulation	0%	0%	0%	2%	3%	1%
	Illegal immigration/Border	1%	0%	2%	0%	1%	1%
	Traffic	3%	0%	0%	0%	2%	1%
	SANDAG	3%	0%	1%	1%	1%	1%
	Schools/Education	0%	1%	2%	1%	1%	1%
	Environment/Climate change	0%	0%	0%	3%	0%	1%
	Gasoline prices	0%	0%	1%	0%	2%	1%
Other	13%	3%	3%	10%	1%	5%	
Nothing/Don't know	15%	5%	0%	2%	8%	5%	
n=	32	42	149	104	174	508	

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
DIRECTION OF COUNTY	Wrong Track, Strongly	25%	34%	11%	24%	25%	37%	41%	44%	22%	29%
	Wrong Track, Somewhat	8%	13%	8%	8%	13%	13%	10%	9%	9%	10%
	Mixed/Unsure	34%	24%	41%	21%	47%	24%	26%	26%	19%	29%
	Right Direction, Somewhat	27%	18%	23%	39%	14%	21%	17%	14%	24%	23%
	Right Direction, Strongly	6%	12%	17%	9%	2%	4%	6%	6%	26%	8%
	n=	238	264	15	85	68	94	86	85	69	502

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

Civic Mood - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	31%	27%	8%	21%	65%	30%	19%	29%
	Wrong Track, Somewhat	15%	6%	4%	6%	3%	11%	0%	10%
	Mixed/Unsure	21%	41%	38%	32%	20%	28%	42%	29%
	Right Direction, Somewhat	26%	16%	32%	26%	12%	23%	23%	23%
	Right Direction, Strongly	6%	9%	17%	15%	0%	8%	16%	8%
	n=	260	90	63	67	22	487	15	502

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	No college	Some college	Bachelor's degree	Graduate degree	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	18%	43%	44%	6%	23%	22%	39%	29%	25%	29%
	Wrong Track, Somewhat	13%	17%	3%	2%	7%	6%	5%	14%	20%	10%
	Mixed/Unsure	27%	21%	27%	74%	34%	48%	19%	17%	28%	29%
	Right Direction, Somewhat	31%	10%	23%	12%	26%	16%	22%	34%	23%	23%
	Right Direction, Strongly	11%	9%	3%	6%	10%	8%	13%	5%	5%	8%
	n=	196	130	81	17	78	58	149	148	147	502

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

Civic Mood - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	\$40,000	\$51,000	\$59,000	\$70,000	\$97,000	\$584,600	\$754,100	\$876,200	\$1,077,200	\$1,554,000	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	34%	36%	22%	34%	21%	19%	34%	39%	31%	25%	30%	33%	36%	22%	26%	29%
	Wrong Track, Somewhat	12%	9%	12%	11%	8%	12%	9%	13%	6%	11%	14%	12%	6%	11%	7%	10%
	Mixed/Unsure	17%	33%	37%	20%	39%	32%	29%	14%	35%	36%	32%	27%	37%	14%	36%	29%
	Right Direction, Somewhat	30%	19%	20%	29%	16%	17%	21%	31%	24%	23%	15%	18%	15%	40%	27%	23%
	Right Direction, Strongly	7%	3%	9%	5%	16%	19%	8%	3%	5%	5%	10%	9%	6%	12%	4%	8%
	n=	91	113	97	115	86	101	105	85	110	101	96	110	95	98	103	502

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	Escondido	Other	Unincorporated	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	24%	25%	49%	23%	19%	26%	52%	26%	51%	22%	50%	26%	31%	29%
	Wrong Track, Somewhat	15%	15%	5%	7%	12%	11%	4%	10%	6%	14%	13%	7%	14%	10%
	Mixed/Unsure	20%	29%	16%	36%	37%	35%	23%	34%	21%	44%	19%	28%	22%	29%
	Right Direction, Somewhat	36%	26%	21%	31%	22%	10%	11%	23%	12%	16%	8%	26%	27%	23%
	Right Direction, Strongly	4%	6%	9%	3%	10%	18%	10%	7%	10%	4%	9%	13%	7%	8%
	n=	76	104	57	53	109	53	50	216	35	31	18	130	72	502

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

Civic Mood - Behavior

		FREQUENCY OF PUBLIC TRANSPORTATION USE					TOTAL
		1+ times per week	1-2 times per month	1-2 times per year	Less often than that	Never	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	21%	37%	26%	37%	30%	29%
	Wrong Track, Somewhat	0%	21%	14%	9%	8%	10%
	Mixed/Unsure	39%	13%	25%	33%	27%	29%
	Right Direction, Somewhat	29%	24%	32%	11%	21%	23%
	Right Direction, Strongly	10%	5%	2%	10%	14%	8%
	n=	32	42	146	104	171	502

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

Civic Mood - Attitudinals

		MOST IMPORTANT ISSUE									TOTAL
		Homeless	Housing affordability	Cost of living	Economy/Jobs	Utility costs	Housing availability	Crime/Safety	Other	Nothing/Don't know	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	30%	16%	35%	23%	28%	36%	48%	36%	21%	29%
	Wrong Track, Somewhat	8%	7%	19%	2%	35%	12%	16%	10%	0%	10%
	Mixed/Unsure	23%	50%	24%	38%	30%	2%	26%	28%	33%	29%
	Right Direction, Somewhat	28%	24%	19%	34%	5%	48%	8%	12%	27%	23%
	Right Direction, Strongly	11%	2%	3%	2%	2%	1%	2%	14%	19%	8%
	n=	149	74	55	21	17	22	25	121	18	502

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

Vehicle Ban - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
LAW THAT BANS SALE OF GAS-POWERED CARS BY 2035	Disagree, strongly	40%	55%	27%	29%	45%	65%	60%	60%	53%	47%
	Disagree, somewhat	15%	11%	32%	6%	23%	5%	6%	13%	12%	13%
	Unsure	11%	5%	0%	14%	12%	8%	2%	3%	17%	8%
	Agree, somewhat	13%	17%	16%	32%	14%	3%	11%	9%	12%	15%
	Agree, strongly	21%	12%	24%	19%	6%	19%	21%	15%	6%	16%
	n=	240	268	15	86	69	94	86	85	73	508

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

Vehicle Ban - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
LAW THAT BANS SALE OF GAS-POWERED CARS BY 2035	Disagree, strongly	51%	46%	21%	50%	69%	49%	33%	47%
	Disagree, somewhat	9%	4%	53%	22%	6%	14%	0%	13%
	Unsure	6%	13%	3%	5%	12%	5%	39%	8%
	Agree, somewhat	13%	21%	15%	14%	6%	14%	26%	15%
	Agree, strongly	22%	14%	9%	8%	7%	18%	2%	16%
	n=	266	90	63	67	22	493	15	508

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

Vehicle Ban - Demographics

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
LAW THAT BANS SALE OF GAS-POWERED CARS BY 2035	Disagree, strongly	30%	78%	43%	32%	53%	53%	53%	37%	41%	47%
	Disagree, somewhat	13%	16%	13%	8%	11%	9%	18%	14%	11%	13%
	Unsure	10%	1%	14%	5%	8%	15%	6%	6%	3%	8%
	Agree, somewhat	19%	1%	22%	1%	23%	9%	8%	22%	27%	15%
	Agree, strongly	28%	4%	9%	54%	6%	13%	15%	21%	19%	16%
	n=	200	131	82	17	78	58	152	150	148	508

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

Vehicle Ban - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	\$40,000	\$51,000	\$59,000	\$70,000	\$97,000	\$584,600	\$754,100	\$876,200	\$1,077,200	\$1,554,000	Total
LAW THAT BANS SALE OF GAS-POWERED CARS BY 2035	Disagree, strongly	53%	50%	46%	47%	42%	61%	48%	38%	39%	49%	65%	51%	53%	34%	31%	47%
	Disagree, somewhat	9%	6%	16%	18%	12%	11%	14%	15%	6%	22%	8%	12%	5%	22%	18%	13%
	Unsure	16%	7%	4%	5%	11%	7%	12%	9%	9%	4%	9%	13%	4%	9%	4%	8%
	Agree, somewhat	16%	17%	12%	17%	14%	9%	10%	25%	20%	10%	11%	8%	26%	23%	9%	15%
	Agree, strongly	6%	20%	21%	13%	21%	12%	17%	12%	25%	15%	7%	16%	12%	12%	38%	16%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508

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

Vehicle Ban - Demographics

		AREA							CITY						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Escondido	Other	Unincorporated	Total
LAW THAT BANS SALE OF GAS-POWERED CARS BY 2035	Disagree, strongly	53%	54%	51%	28%	43%	48%	61%	37%	66%	52%	35%	54%	59%	47%
	Disagree, somewhat	4%	15%	14%	29%	11%	8%	11%	17%	14%	6%	10%	9%	11%	13%
	Unsure	15%	2%	2%	10%	7%	21%	1%	6%	2%	4%	47%	9%	7%	8%
	Agree, somewhat	16%	5%	10%	25%	14%	15%	18%	20%	9%	12%	4%	10%	14%	15%
	Agree, strongly	12%	23%	23%	8%	25%	9%	9%	20%	10%	27%	3%	18%	9%	16%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508

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

Vehicle Ban - Behavior

		FREQUENCY OF PUBLIC TRANSPORTATION USE					TOTAL
		1+ times per week	1-2 times per month	1-2 times per year	Less often than that	Never	Total
LAW THAT BANS SALE OF GAS-POWERED CARS BY 2035	Disagree, strongly	41%	34%	41%	60%	51%	47%
	Disagree, somewhat	17%	12%	16%	10%	12%	13%
	Unsure	1%	10%	13%	2%	6%	8%
	Agree, somewhat	7%	22%	15%	13%	19%	15%
	Agree, strongly	34%	22%	15%	15%	12%	16%
	n=	32	42	149	104	174	508

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

Vehicle Ban - Attitudinals

		MOST IMPORTANT ISSUE									TOTAL
		Homelessnes	Housing affordability	Cost of living	Economy/Jo	Utility costs	Housing availability	Crime/Safety	Other	Nothing/Don't know	Total
LAW THAT BANS SALE OF GAS-POWERED CARS BY 2035	Disagree, strongly	46%	31%	53%	32%	77%	50%	61%	55%	47%	47%
	Disagree, somewhat	18%	7%	6%	4%	3%	10%	4%	20%	17%	13%
	Unsure	7%	3%	13%	35%	0%	1%	2%	6%	4%	8%
	Agree, somewhat	11%	23%	16%	25%	16%	16%	29%	10%	11%	15%
	Agree, strongly	18%	37%	12%	4%	4%	23%	5%	9%	21%	16%
	n=	150	76	55	21	17	22	25	123	19	508

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

Vehicle Ban - Attitudinals

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
LAW THAT BANS SALE OF GAS-POWERED CARS BY 2035	Disagree, strongly	74%	62%	41%	19%	36%	47%
	Disagree, somewhat	5%	4%	16%	19%	28%	13%
	Unsure	6%	1%	12%	10%	5%	8%
	Agree, somewhat	10%	17%	12%	28%	6%	15%
	Agree, strongly	5%	15%	20%	24%	25%	16%
	n=	140	69	116	134	43	508

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

SANDAG - Demographics

		GENDER		AGE						TOTAL	
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
SANDAG JOB PERFORMANCE	Never heard	34%	21%	25%	57%	27%	27%	8%	8%	23%	28%
	Poor	16%	30%	1%	10%	21%	28%	37%	50%	20%	23%
	Fair	12%	14%	29%	11%	10%	12%	7%	12%	13%	13%
	Heard but unsure	29%	21%	30%	12%	34%	20%	41%	20%	27%	26%
	Good	8%	12%	15%	10%	7%	11%	6%	9%	15%	10%
	Excellent	1%	1%	0%	0%	1%	1%	1%	1%	2%	1%
	n=	240	267	15	86	69	94	85	85	73	507

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

SANDAG - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
SANDAG JOB PERFORMANCE	Never heard	17%	55%	9%	23%	13%	23%	69%	28%
	Poor	31%	9%	4%	14%	64%	25%	0%	23%
	Fair	12%	11%	20%	31%	5%	14%	0%	13%
	Heard but unsure	25%	16%	67%	11%	18%	25%	27%	26%
	Good	13%	9%	1%	18%	1%	11%	3%	10%
	Excellent	1%	0%	0%	3%	0%	1%	1%	1%
	n=	265	90	63	67	22	492	15	507

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

SANDAG - Demographics

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
SANDAG JOB PERFORMANCE	Never heard	25%	8%	37%	54%	40%	45%	14%	21%	30%	28%
	Poor	12%	44%	20%	17%	24%	15%	29%	23%	24%	23%
	Fair	15%	16%	11%	17%	6%	6%	14%	17%	18%	13%
	Heard but unsure	33%	22%	23%	13%	22%	28%	33%	20%	17%	26%
	Good	13%	9%	9%	0%	9%	6%	9%	18%	9%	10%
	Excellent	2%	1%	1%	0%	0%	0%	2%	1%	2%	1%
	n=	200	130	82	17	78	58	152	149	148	507

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

SANDAG - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	\$40,000	\$51,000	\$59,000	\$70,000	\$97,000	\$584,600	\$754,100	\$876,200	\$1,077,200	\$1,554,000	Total
SANDAG JOB PERFORMANCE	Never heard	34%	30%	24%	20%	34%	31%	25%	20%	41%	17%	29%	31%	31%	20%	27%	28%
	Poor	37%	24%	20%	23%	15%	14%	19%	22%	30%	30%	14%	25%	25%	25%	27%	23%
	Fair	13%	13%	16%	12%	11%	17%	18%	6%	8%	18%	23%	14%	9%	6%	11%	13%
	Heard but unsure	9%	18%	31%	29%	34%	24%	27%	37%	16%	26%	25%	19%	20%	37%	27%	26%
	Good	6%	13%	8%	15%	6%	12%	10%	14%	4%	9%	9%	10%	14%	10%	7%	10%
	Excellent	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	2%	0%	1%
	n=	92	115	99	115	86	101	105	86	113	102	96	111	97	98	105	507

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

SANDAG - Demographics

		AREA							CITY						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Escondido	Other	Unincorporated	Total
SANDAG JOB PERFORMANCE	Never heard	47%	11%	13%	28%	28%	38%	24%	28%	15%	22%	70%	26%	28%	28%
	Poor	11%	30%	26%	15%	26%	17%	34%	15%	48%	22%	5%	25%	33%	23%
	Fair	16%	25%	25%	4%	11%	4%	10%	10%	9%	10%	8%	13%	25%	13%
	Heard but unsure	17%	24%	15%	47%	26%	36%	10%	36%	10%	42%	10%	23%	7%	26%
	Good	7%	9%	20%	5%	7%	3%	21%	10%	17%	2%	7%	12%	7%	10%
	Excellent	2%	1%	0%	1%	1%	2%	1%	1%	1%	2%	0%	1%	0%	1%
	n=	78	105	58	54	109	53	50	219	34	32	18	130	74	507

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

SANDAG - Behavior

		FREQUENCY OF PUBLIC TRANSPORTATION USE					TOTAL
		1+ times per week	1-2 times per month	1-2 times per year	Less often than that	Never	Total
SANDAG JOB PERFORMANCE	Never heard	23%	10%	28%	22%	32%	28%
	Poor	16%	16%	15%	33%	30%	23%
	Fair	21%	35%	16%	5%	7%	13%
	Heard but unsure	22%	12%	32%	33%	21%	26%
	Good	15%	22%	8%	7%	9%	10%
	Excellent	2%	5%	0%	1%	0%	1%
	n=	32	42	148	104	174	507

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

SANDAG - Attitudinals

		MOST IMPORTANT ISSUE									TOTAL
		Homeless	Housing affordability	Cost of living	Economy/Jobs	Utility costs	Housing availability	Crime/Safety	Other	Nothing/Don't know	Total
SANDAG JOB PERFORMANCE	Never heard	20%	44%	36%	79%	10%	10%	7%	17%	13%	28%
	Poor	22%	9%	24%	4%	30%	12%	46%	38%	22%	23%
	Fair	13%	15%	11%	9%	22%	8%	9%	10%	26%	13%
	Heard but unsure	31%	21%	25%	4%	19%	57%	38%	25%	20%	26%
	Good	13%	9%	3%	4%	18%	12%	1%	9%	19%	10%
	Excellent	1%	2%	1%	0%	0%	0%	0%	1%	0%	1%
	n=	150	76	55	21	17	22	25	122	19	507

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

SANDAG - Attitudinals

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
SANDAG JOB PERFORMANCE	Never heard	12%	19%	41%	31%	35%	28%
	Poor	55%	25%	9%	7%	3%	23%
	Fair	10%	26%	11%	17%	7%	13%
	Heard but unsure	15%	25%	35%	25%	30%	26%
	Good	9%	5%	3%	18%	20%	10%
	Excellent	0%	0%	1%	2%	4%	1%
	n=	139	69	116	134	43	507

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

SANDAG - Attitudinals

		LAW THAT BANS SALE OF GAS-POWERED CARS BY 2035					TOTAL
		Disagree, strongly	Disagree, somewhat	Unsure	Agree, somewhat	Agree, strongly	Total
SANDAG JOB PERFORMANCE	Never heard	23%	6%	57%	41%	32%	28%
	Poor	39%	12%	6%	8%	8%	23%
	Fair	16%	10%	5%	7%	15%	13%
	Heard but unsure	17%	54%	28%	24%	28%	26%
	Good	5%	16%	3%	20%	14%	10%
	Excellent	0%	2%	0%	0%	4%	1%
	n=	242	70	29	75	91	507

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

Transportation Plan Funding streams - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
VEHICLE MILEAGE TAX	Oppose, definitely	52%	66%	20%	49%	65%	74%	60%	71%	76%	58%
	Oppose, probably	21%	15%	33%	26%	19%	11%	13%	13%	7%	18%
	Unsure	5%	3%	0%	5%	2%	1%	6%	9%	6%	4%
	Support, probably	12%	6%	24%	12%	4%	5%	7%	2%	5%	9%
	Support, definitely	11%	10%	24%	8%	10%	9%	13%	4%	6%	11%
	n=	240	268	15	86	69	94	86	85	73	508
1/2 CENT SALES TAX INCREASE	Oppose, definitely	44%	53%	39%	45%	46%	63%	50%	53%	37%	48%
	Oppose, probably	13%	13%	16%	13%	26%	9%	2%	13%	5%	13%
	Unsure	8%	2%	0%	6%	8%	5%	6%	9%	5%	5%
	Support, probably	19%	17%	32%	19%	10%	13%	18%	18%	22%	18%
	Support, definitely	17%	15%	13%	17%	11%	10%	24%	7%	31%	16%
	n=	240	268	15	86	69	94	86	85	73	508

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

Transportation Plan Funding streams - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
VEHICLE MILEAGE TAX	Oppose, definitely	66%	50%	48%	46%	69%	59%	53%	58%
	Oppose, probably	14%	27%	18%	11%	14%	18%	21%	18%
	Unsure	4%	4%	6%	2%	0%	3%	10%	4%
	Support, probably	10%	3%	21%	18%	0%	10%	0%	9%
	Support, definitely	6%	15%	7%	23%	17%	10%	15%	11%
	n=	266	90	63	67	22	493	15	508
1/2 CENT SALES TAX INCREASE	Oppose, definitely	45%	56%	41%	45%	54%	48%	48%	48%
	Oppose, probably	13%	9%	18%	11%	19%	14%	4%	13%
	Unsure	2%	12%	6%	1%	4%	3%	24%	5%
	Support, probably	20%	12%	24%	33%	6%	19%	8%	18%
	Support, definitely	20%	11%	11%	10%	17%	16%	15%	16%
	n=	266	90	63	67	22	493	15	508

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

Transportation Plan Funding streams - Demographics

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
VEHICLE MILEAGE TAX	Oppose, definitely	49%	85%	54%	42%	53%	56%	68%	52%	54%	58%
	Oppose, probably	21%	3%	21%	47%	21%	22%	12%	14%	28%	18%
	Unsure	5%	1%	3%	3%	8%	5%	3%	5%	3%	4%
	Support, probably	13%	5%	9%	0%	7%	3%	12%	12%	10%	9%
	Support, definitely	13%	5%	12%	8%	11%	13%	6%	17%	6%	11%
	n=	200	131	82	17	78	58	152	150	148	508
1/2 CENT SALES TAX INCREASE	Oppose, definitely	31%	71%	53%	75%	41%	63%	53%	39%	30%	48%
	Oppose, probably	12%	5%	18%	4%	20%	8%	12%	16%	18%	13%
	Unsure	1%	2%	7%	1%	17%	11%	2%	7%	1%	5%
	Support, probably	31%	9%	18%	4%	8%	12%	18%	15%	30%	18%
	Support, definitely	25%	14%	3%	16%	13%	7%	15%	24%	21%	16%
	n=	200	131	82	17	78	58	152	150	148	508

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

Transportation Plan Funding streams - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOMES					NEIGHBORHOOD HOME VALUE					TOTAL
		Far below average	Below average	Average	Above average	Far above average	\$40,000	\$51,000	\$59,000	\$70,000	\$97,000	\$584,600	\$754,100	\$876,200	\$1,077,200	\$1,554,000	Total
VEHICLE MILEAGE TAX	Oppose, definitely	70%	63%	64%	57%	44%	61%	66%	46%	51%	71%	66%	73%	54%	45%	52%	58%
	Oppose, probably	16%	21%	10%	11%	34%	14%	13%	29%	26%	7%	11%	9%	15%	31%	27%	18%
	Unsure	3%	2%	5%	4%	5%	5%	4%	3%	3%	4%	6%	3%	3%	5%	3%	4%
	Support, probably	5%	9%	10%	14%	4%	4%	12%	13%	9%	7%	6%	10%	7%	13%	7%	9%
	Support, definitely	7%	5%	10%	15%	12%	16%	5%	9%	11%	11%	11%	6%	20%	5%	11%	11%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508
1/2 CENT SALES TAX INCREASE	Oppose, definitely	61%	45%	47%	51%	40%	40%	46%	56%	47%	57%	50%	49%	49%	42%	53%	48%
	Oppose, probably	12%	17%	10%	16%	9%	6%	16%	20%	9%	14%	8%	18%	10%	16%	12%	13%
	Unsure	3%	2%	1%	4%	15%	11%	6%	3%	4%	1%	11%	3%	3%	6%	3%	5%
	Support, probably	9%	22%	26%	15%	17%	20%	18%	14%	20%	17%	12%	16%	23%	24%	16%	18%
	Support, definitely	14%	15%	17%	14%	18%	23%	14%	7%	19%	11%	19%	14%	16%	12%	17%	16%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508

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

Transportation Plan Funding streams - Demographics

		AREA							CITY						TOTAL
		No. 78	56 - 78	52 - 56	8 - 52	94 - 8	54 - 94	So. 54	San Diego	Chula Vista	Oceanside	Escondido	Other	Unincorporated	Total
VEHICLE MILEAGE TAX	Oppose, definitely	61%	59%	78%	52%	41%	67%	71%	44%	86%	57%	86%	61%	76%	58%
	Oppose, probably	21%	9%	4%	27%	35%	13%	1%	28%	1%	12%	9%	8%	18%	18%
	Unsure	2%	10%	4%	4%	5%	2%	1%	6%	0%	15%	0%	3%	2%	4%
	Support, probably	9%	10%	13%	13%	7%	5%	6%	10%	6%	9%	5%	10%	5%	9%
	Support, definitely	7%	13%	2%	5%	11%	13%	21%	12%	6%	6%	1%	19%	0%	11%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508
1/2 CENT SALES TAX INCREASE	Oppose, definitely	46%	41%	56%	42%	47%	42%	67%	46%	62%	34%	57%	37%	65%	48%
	Oppose, probably	21%	10%	5%	20%	7%	9%	16%	12%	21%	19%	17%	9%	12%	13%
	Unsure	1%	4%	4%	3%	8%	15%	1%	7%	0%	2%	0%	7%	3%	5%
	Support, probably	17%	31%	18%	25%	16%	10%	9%	21%	7%	34%	18%	21%	7%	18%
	Support, definitely	16%	13%	16%	10%	22%	24%	6%	13%	10%	11%	8%	26%	14%	16%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508

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

Transportation Plan Funding streams - Behavior

		FREQUENCY OF PUBLIC TRANSPORTATION USE					TOTAL
		1+ times per week	1-2 times per month	1-2 times per year	Less often than that	Never	Total
VEHICLE MILEAGE TAX	Oppose, definitely	31%	32%	65%	75%	59%	58%
	Oppose, probably	29%	27%	15%	10%	23%	18%
	Unsure	2%	1%	5%	7%	3%	4%
	Support, probably	17%	10%	9%	6%	7%	9%
	Support, definitely	20%	29%	6%	3%	8%	11%
	n=	32	42	149	104	174	508
1/2 CENT SALES TAX INCREASE	Oppose, definitely	51%	24%	57%	46%	47%	48%
	Oppose, probably	15%	25%	13%	12%	9%	13%
	Unsure	0%	2%	4%	9%	4%	5%
	Support, probably	12%	19%	13%	20%	26%	18%
	Support, definitely	22%	30%	13%	13%	15%	16%
	n=	32	42	149	104	174	508

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

Transportation Plan Funding streams - Attitudinals

		MOST IMPORTANT ISSUE									TOTAL
		Homeless	Housing affordability	Cost of living	Economy/Jobs	Utility costs	Housing availability	Crime/Safety	Other	Nothing/Don't know	Total
VEHICLE MILEAGE TAX	Oppose, definitely	50%	39%	61%	41%	96%	73%	89%	74%	59%	58%
	Oppose, probably	21%	39%	16%	27%	1%	1%	8%	8%	8%	18%
	Unsure	4%	9%	3%	1%	0%	1%	0%	2%	16%	4%
	Support, probably	12%	9%	16%	3%	3%	0%	0%	6%	14%	9%
	Support, definitely	13%	4%	4%	29%	0%	24%	3%	10%	3%	11%
	n=	150	76	55	21	17	22	25	123	19	508
1/2 CENT SALES TAX INCREASE	Oppose, definitely	46%	41%	47%	70%	28%	36%	59%	56%	40%	48%
	Oppose, probably	15%	10%	20%	1%	25%	23%	14%	10%	3%	13%
	Unsure	4%	9%	0%	15%	0%	0%	0%	3%	23%	5%
	Support, probably	20%	28%	11%	3%	27%	16%	24%	15%	12%	18%
	Support, definitely	15%	12%	22%	11%	21%	24%	3%	16%	22%	16%
	n=	150	76	55	21	17	22	25	123	19	508

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

Transportation Plan Funding streams - Attitudinals

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
VEHICLE MILEAGE TAX	Oppose, definitely	86%	71%	47%	35%	54%	58%
	Oppose, probably	5%	21%	25%	23%	27%	18%
	Unsure	0%	0%	8%	5%	5%	4%
	Support, probably	1%	4%	7%	23%	8%	9%
	Support, definitely	8%	4%	14%	15%	7%	11%
	n=	140	69	116	134	43	508
1/2 CENT SALES TAX INCREASE	Oppose, definitely	78%	48%	45%	28%	17%	48%
	Oppose, probably	8%	18%	13%	19%	2%	13%
	Unsure	1%	2%	12%	5%	1%	5%
	Support, probably	10%	10%	22%	20%	33%	18%
	Support, definitely	3%	22%	8%	28%	47%	16%
	n=	140	69	116	134	43	508

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Transportation Plan Funding streams - Attitudinals

		LAW THAT BANS SALE OF GAS-POWERED CARS BY 2035					TOTAL
		Disagree, strongly	Disagree, somewhat	Unsure	Agree, somewhat	Agree, strongly	Total
VEHICLE MILEAGE TAX	Oppose, definitely	78%	48%	58%	38%	28%	58%
	Oppose, probably	8%	20%	20%	33%	32%	18%
	Unsure	3%	6%	3%	6%	4%	4%
	Support, probably	3%	26%	3%	8%	15%	9%
	Support, definitely	7%	0%	16%	14%	21%	11%
	n=	243	70	29	75	91	508
1/2 CENT SALES TAX INCREASE	Oppose, definitely	64%	30%	59%	36%	23%	48%
	Oppose, probably	14%	26%	10%	8%	6%	13%
	Unsure	5%	4%	16%	7%	2%	5%
	Support, probably	7%	31%	4%	33%	30%	18%
	Support, definitely	10%	8%	12%	16%	40%	16%
	n=	243	70	29	75	91	508

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Transportation Plan Funding streams - Attitudinals

		SANDAG JOB PERFORMANCE						TOTAL
		Never heard	Poor	Fair	Heard but unsure	Good	Excellent	Total
VEHICLE MILEAGE TAX	Oppose, definitely	45%	87%	67%	49%	44%	21%	58%
	Oppose, probably	33%	5%	8%	21%	14%	14%	18%
	Unsure	1%	0%	2%	11%	6%	4%	4%
	Support, probably	9%	2%	10%	11%	16%	7%	9%
	Support, definitely	11%	6%	13%	8%	19%	53%	11%
	n=	104	127	86	122	57	11	508
1/2 CENT SALES TAX INCREASE	Oppose, definitely	51%	72%	37%	38%	34%	0%	48%
	Oppose, probably	15%	15%	13%	9%	11%	10%	13%
	Unsure	7%	2%	0%	11%	5%	0%	5%
	Support, probably	15%	3%	30%	27%	21%	23%	18%
	Support, definitely	13%	9%	21%	15%	29%	67%	16%
	n=	104	127	86	122	57	11	508

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