

**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/Other	5%	8%	1%	2%	10%	2%	10%	21%	2%	7%
	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

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

Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
NEIGHBORHOOD DENSITY	Far below average	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

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

Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
AREA	No. 78	13%	15%	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

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
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

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
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

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

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

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

**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/Other	7%	11%	3%	9%	3%	1%	11%	10%	5%	7%
	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

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

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

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

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

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
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	

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
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/Other	11%	7%	4%	6%	6%	2%	5%	11%	9%	6%	6%	2%	12%	12%	0%	7%
	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

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
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

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
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/Other	4%	5%	5%	8%	6%	13%	6%	7%	6%	5%	0%	6%	9%	7%
	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

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
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

**Promoting Growth - Demographics**

		GENDER		AGE						TOTAL	
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
BEST WAY TO PROMOTE GROWTH IN THE U.S.	Raise taxes/Spend more, strongly	37%	29%	44%	33%	32%	34%	34%	22%	29%	33%
	Raise taxes/Spend more, somewhat	15%	10%	13%	19%	13%	7%	10%	12%	7%	12%
	Unsure	4%	6%	0%	3%	7%	10%	7%	2%	8%	5%
	Lower taxes/Reduce spending, somewhat	12%	21%	17%	18%	23%	19%	11%	7%	20%	17%
	Lower taxes/Reduce spending, strongly	31%	34%	26%	27%	25%	30%	37%	57%	35%	32%
	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

**Promoting Growth - Demographics**

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
BEST WAY TO PROMOTE GROWTH IN THE U.S.	Raise taxes/Spend more, strongly	34%	42%	21%	32%	11%	35%	12%	33%
	Raise taxes/Spend more, somewhat	10%	13%	21%	19%	7%	10%	32%	12%
	Unsure	7%	2%	5%	3%	7%	6%	0%	5%
	Lower taxes/Reduce spending, somewhat	16%	15%	11%	26%	26%	16%	27%	17%
	Lower taxes/Reduce spending, strongly	32%	28%	42%	21%	49%	33%	29%	32%
	n=	266	90	63	67	22	493	15	508

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

**Promoting Growth - Demographics**

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
BEST WAY TO PROMOTE GROWTH IN THE U.S.	Raise taxes/Spend more, strongly	55%	6%	29%	53%	24%	26%	33%	39%	37%	33%
	Raise taxes/Spend more, somewhat	14%	2%	19%	5%	18%	14%	15%	8%	12%	12%
	Unsure	6%	4%	6%	3%	5%	2%	6%	8%	7%	5%
	Lower taxes/Reduce spending, somewhat	20%	11%	15%	14%	19%	23%	13%	14%	15%	17%
	Lower taxes/Reduce spending, strongly	5%	76%	32%	26%	34%	35%	33%	31%	29%	32%
	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

**Promoting Growth - 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
BEST WAY TO PROMOTE GROWTH IN THE U.S.	Raise taxes/Spend more, strongly	21%	28%	32%	42%	37%	29%	38%	31%	44%	22%	36%	34%	26%	26%	44%	33%
	Raise taxes/Spend more, somewhat	14%	10%	9%	9%	21%	20%	17%	5%	10%	8%	12%	16%	10%	15%	10%	12%
	Unsure	8%	6%	8%	4%	2%	2%	7%	6%	5%	8%	3%	5%	5%	9%	5%	5%
	Lower taxes/Reduce spending, somewhat	16%	19%	15%	11%	23%	17%	12%	33%	8%	14%	20%	13%	18%	19%	13%	17%
	Lower taxes/Reduce spending, strongly	41%	38%	37%	34%	17%	32%	26%	25%	34%	48%	29%	32%	41%	32%	29%	32%
	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

**Promoting Growth - 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
BEST WAY TO PROMOTE GROWTH IN THE U.S.	Raise taxes/Spend more, strongly	29%	25%	34%	20%	39%	36%	48%	37%	39%	50%	19%	29%	23%	33%
	Raise taxes/Spend more, somewhat	20%	8%	5%	9%	18%	15%	7%	11%	11%	11%	51%	15%	7%	12%
	Unsure	5%	12%	8%	3%	5%	2%	2%	6%	0%	7%	6%	6%	4%	5%
	Lower taxes/Reduce spending, somewhat	19%	23%	16%	16%	18%	21%	5%	18%	5%	11%	4%	18%	22%	17%
	Lower taxes/Reduce spending, strongly	27%	33%	36%	53%	21%	27%	37%	28%	45%	21%	19%	33%	44%	32%
	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

**Taxes - Demographics**

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
FEDERAL: HIGH INCOME EARNERS	Too high	26%	30%	13%	21%	24%	34%	65%	31%	7%	28%
	About right/Unsure	57%	36%	60%	51%	51%	47%	18%	39%	63%	47%
	Too low	17%	35%	28%	28%	26%	20%	17%	31%	30%	25%
	n=	82	98	6	25	23	37	23	35	31	180
FEDERAL: MIDDLE INCOME EARNERS	Too high	68%	57%	23%	60%	77%	69%	62%	64%	45%	62%
	About right/Unsure	31%	32%	77%	14%	23%	31%	38%	33%	55%	32%
	Too low	1%	11%	0%	26%	0%	0%	0%	3%	0%	6%
	n=	84	77	4	26	23	26	35	28	19	161
FEDERAL: LOW INCOME EARNERS	Too high	37%	52%	15%	70%	22%	46%	30%	59%	28%	44%
	About right/Unsure	56%	43%	85%	30%	68%	37%	59%	34%	72%	50%
	Too low	7%	5%	0%	0%	10%	17%	11%	7%	0%	6%
	n=	74	93	5	35	23	31	28	22	23	167
STATE: HIGH INCOME EARNERS	Too high	21%	43%	13%	20%	22%	47%	53%	37%	24%	31%
	About right/Unsure	64%	30%	60%	57%	54%	38%	34%	36%	60%	48%
	Too low	14%	28%	28%	23%	23%	15%	13%	27%	16%	21%
	n=	82	98	6	25	23	37	23	35	31	180
STATE: MIDDLE INCOME EARNERS	Too high	71%	70%	94%	63%	73%	72%	70%	63%	51%	70%
	About right/Unsure	29%	30%	6%	37%	27%	28%	30%	33%	49%	30%
	Too low	0%	1%	0%	0%	0%	0%	0%	3%	0%	0%
	n=	84	77	4	26	23	26	35	28	19	161
STATE: LOW INCOME EARNERS	Too high	53%	56%	38%	88%	37%	49%	31%	47%	39%	54%
	About right/Unsure	38%	40%	62%	12%	63%	33%	44%	47%	61%	39%
	Too low	9%	4%	0%	0%	0%	17%	25%	7%	0%	7%
	n=	74	93	5	35	23	31	28	22	23	167
PROPERTY TAXES	Too high	64%	57%	53%	68%	62%	62%	61%	61%	49%	61%
	About right/Unsure	35%	42%	47%	30%	37%	36%	39%	39%	49%	38%
	Too low	1%	1%	0%	2%	1%	1%	0%	0%	2%	1%
	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

Taxes - Demographics

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
FEDERAL: HIGH INCOME EARNERS	Too high	20%	26%	21%	32%	82%	29%	17%	28%
	About right/Unsure	49%	61%	42%	32%	1%	41%	82%	47%
	Too low	31%	13%	37%	36%	17%	30%	1%	25%
	n=	98	33	20	19	10	172	8	180
FEDERAL: MIDDLE INCOME EARNERS	Too high	61%	55%	93%	59%	48%	66%	10%	62%
	About right/Unsure	38%	27%	7%	37%	52%	33%	4%	32%
	Too low	1%	18%	0%	5%	0%	1%	86%	6%
	n=	80	29	22	23	7	157	4	161
FEDERAL: LOW INCOME EARNERS	Too high	53%	28%	64%	42%	18%	46%	9%	44%
	About right/Unsure	42%	66%	30%	52%	67%	48%	82%	50%
	Too low	5%	6%	6%	6%	15%	6%	9%	6%
	n=	88	28	21	25	5	164	3	167
STATE: HIGH INCOME EARNERS	Too high	28%	29%	18%	20%	80%	34%	19%	31%
	About right/Unsure	49%	59%	47%	62%	1%	42%	80%	48%
	Too low	22%	12%	35%	18%	18%	24%	1%	21%
	n=	98	33	20	19	10	172	8	180
STATE: MIDDLE INCOME EARNERS	Too high	66%	70%	90%	80%	48%	74%	14%	70%
	About right/Unsure	33%	30%	10%	20%	52%	26%	86%	30%
	Too low	1%	0%	0%	0%	0%	0%	0%	0%
	n=	80	29	22	23	7	157	4	161
STATE: LOW INCOME EARNERS	Too high	57%	48%	72%	76%	7%	52%	82%	54%
	About right/Unsure	40%	40%	25%	20%	78%	40%	18%	39%
	Too low	4%	12%	3%	4%	15%	7%	0%	7%
	n=	88	28	21	25	5	164	3	167
PROPERTY TAXES	Too high	48%	77%	63%	79%	64%	58%	86%	61%
	About right/Unsure	50%	23%	37%	21%	36%	41%	14%	38%
	Too low	2%	0%	0%	1%	0%	1%	0%	1%
	n=	266	90	63	67	22	493	15	508

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

Taxes - Demographics

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
FEDERAL: HIGH INCOME EARNERS	Too high	16%	52%	23%	59%	21%	14%	37%	29%	26%	28%
	About right/Unsure	34%	41%	70%	41%	59%	74%	33%	40%	43%	47%
	Too low	51%	7%	7%	0%	20%	12%	29%	32%	31%	25%
	n=	60	54	32	4	30	17	64	47	52	180
FEDERAL: MIDDLE INCOME EARNERS	Too high	60%	81%	68%	85%	33%	62%	50%	56%	78%	62%
	About right/Unsure	39%	19%	31%	15%	35%	19%	50%	44%	20%	32%
	Too low	1%	0%	1%	0%	32%	19%	0%	0%	2%	6%
	n=	72	36	27	4	22	17	40	53	51	161
FEDERAL: LOW INCOME EARNERS	Too high	51%	48%	48%	11%	39%	20%	72%	43%	40%	44%
	About right/Unsure	44%	38%	51%	87%	56%	68%	28%	53%	56%	50%
	Too low	5%	14%	1%	1%	5%	13%	1%	4%	4%	6%
	n=	68	41	23	9	26	24	48	50	45	167
STATE: HIGH INCOME EARNERS	Too high	25%	60%	21%	59%	16%	24%	39%	37%	21%	31%
	About right/Unsure	35%	36%	72%	41%	64%	71%	34%	38%	54%	48%
	Too low	39%	4%	7%	0%	20%	6%	27%	24%	25%	21%
	n=	60	54	32	4	30	17	64	47	52	180
STATE: MIDDLE INCOME EARNERS	Too high	54%	86%	89%	100%	49%	61%	58%	82%	78%	70%
	About right/Unsure	46%	14%	11%	0%	51%	39%	42%	18%	21%	30%
	Too low	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%
	n=	72	36	27	4	22	17	40	53	51	161
STATE: LOW INCOME EARNERS	Too high	66%	51%	78%	11%	31%	47%	72%	44%	47%	54%
	About right/Unsure	31%	24%	21%	89%	69%	40%	27%	49%	48%	39%
	Too low	2%	25%	1%	0%	0%	13%	1%	7%	4%	7%
	n=	68	41	23	9	26	24	48	50	45	167
PROPERTY TAXES	Too high	52%	67%	64%	85%	60%	80%	57%	49%	51%	61%
	About right/Unsure	47%	33%	35%	12%	40%	20%	43%	48%	47%	38%
	Too low	2%	1%	1%	3%	0%	0%	0%	3%	2%	1%
	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

Taxes - 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
FEDERAL: HIGH INCOME EARNERS	Too high	41%	49%	25%	17%	19%	19%	25%	26%	38%	44%	24%	17%	43%	29%	31%	28%
	About right/Unsure	36%	39%	46%	49%	55%	56%	43%	56%	32%	31%	64%	50%	29%	38%	38%	47%
	Too low	23%	13%	29%	33%	25%	25%	32%	17%	30%	25%	11%	33%	27%	33%	31%	25%
	n=	36	40	37	36	31	41	34	28	38	39	34	43	30	38	35	180
FEDERAL: MIDDLE INCOME EARNERS	Too high	42%	71%	79%	61%	54%	67%	57%	39%	78%	78%	63%	51%	64%	43%	86%	62%
	About right/Unsure	22%	29%	21%	38%	46%	33%	40%	38%	22%	22%	37%	47%	36%	29%	14%	32%
	Too low	36%	0%	0%	2%	0%	0%	3%	23%	0%	0%	0%	2%	0%	28%	0%	6%
	n=	29	36	26	47	23	28	43	24	38	28	30	27	39	30	35	161
FEDERAL: LOW INCOME EARNERS	Too high	30%	30%	59%	64%	28%	47%	46%	59%	34%	38%	57%	34%	43%	61%	31%	44%
	About right/Unsure	47%	69%	41%	35%	64%	47%	42%	39%	60%	60%	38%	51%	49%	37%	69%	50%
	Too low	23%	1%	0%	1%	8%	7%	11%	2%	6%	1%	4%	14%	8%	2%	0%	6%
	n=	27	39	36	33	32	33	28	34	37	35	33	41	28	30	35	167
STATE: HIGH INCOME EARNERS	Too high	47%	46%	40%	16%	23%	23%	25%	39%	43%	38%	24%	24%	61%	33%	24%	31%
	About right/Unsure	39%	42%	36%	62%	52%	57%	43%	49%	35%	44%	70%	45%	20%	39%	49%	48%
	Too low	14%	12%	24%	22%	25%	20%	32%	12%	21%	19%	6%	30%	19%	28%	28%	21%
	n=	36	40	37	36	31	41	34	28	38	39	34	43	30	38	35	180
STATE: MIDDLE INCOME EARNERS	Too high	47%	68%	78%	86%	56%	74%	62%	60%	79%	79%	70%	76%	81%	39%	82%	70%
	About right/Unsure	53%	32%	22%	13%	44%	26%	36%	40%	21%	21%	30%	24%	19%	60%	18%	30%
	Too low	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	n=	29	36	26	47	23	28	43	24	38	28	30	27	39	30	35	161
STATE: LOW INCOME EARNERS	Too high	63%	34%	71%	66%	33%	51%	74%	61%	35%	54%	61%	61%	59%	60%	34%	54%
	About right/Unsure	26%	66%	26%	20%	63%	28%	25%	39%	57%	42%	25%	35%	27%	40%	66%	39%
	Too low	11%	0%	3%	13%	4%	21%	1%	0%	8%	4%	14%	4%	14%	0%	0%	7%
	n=	27	39	36	33	32	33	28	34	37	35	33	41	28	30	35	167
PROPERTY TAXES	Too high	65%	56%	60%	60%	64%	66%	72%	54%	55%	57%	72%	58%	66%	57%	50%	61%
	About right/Unsure	35%	43%	39%	38%	36%	34%	28%	46%	42%	43%	28%	42%	33%	42%	47%	38%
	Too low	0%	2%	1%	2%	0%	0%	1%	0%	3%	0%	0%	0%	1%	1%	3%	1%
	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

Taxes - 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	
FEDERAL: HIGH INCOME EARNERS	Too high	21%	29%	35%	26%	33%	24%	27%	27%	22%	11%	0%	31%	37%	28%	
	About right/Unsure	60%	46%	50%	48%	36%	71%	13%	42%	10%	57%	57%	62%	50%	47%	
	Too low	20%	25%	16%	26%	32%	5%	60%	32%	68%	32%	43%	7%	13%	25%	
	n=	31	41	19	20	34	21	14	71	12	15	5	50	27	180	
FEDERAL: MIDDLE INCOME EARNERS	Too high	27%	62%	85%	83%	67%	41%	53%	72%	54%	64%	60%	53%	47%	62%	
	About right/Unsure	24%	38%	15%	17%	32%	59%	45%	28%	42%	36%	40%	47%	25%	32%	
	Too low	49%	0%	0%	0%	1%	0%	2%	0%	4%	0%	0%	0%	28%	6%	
	n=	21	32	18	17	38	15	20	71	15	7	7	37	24	161	
FEDERAL: LOW INCOME EARNERS	Too high	32%	29%	80%	42%	33%	66%	44%	42%	28%	83%	13%	44%	62%	44%	
	About right/Unsure	53%	58%	19%	58%	63%	33%	51%	54%	72%	17%	71%	54%	24%	50%	
	Too low	15%	12%	1%	0%	5%	2%	4%	4%	0%	0%	17%	3%	14%	6%	
	n=	26	32	21	17	37	17	17	77	8	10	6	43	23	167	
STATE: HIGH INCOME EARNERS	Too high	21%	33%	42%	20%	48%	22%	26%	30%	21%	15%	18%	33%	47%	31%	
	About right/Unsure	60%	49%	48%	60%	23%	72%	34%	42%	33%	54%	75%	60%	46%	48%	
	Too low	18%	18%	10%	20%	30%	5%	41%	28%	46%	32%	6%	7%	7%	21%	
	n=	31	41	19	20	34	21	14	71	12	15	5	50	27	180	
STATE: MIDDLE INCOME EARNERS	Too high	38%	52%	90%	87%	64%	55%	86%	79%	74%	49%	84%	59%	55%	70%	
	About right/Unsure	62%	48%	10%	13%	35%	45%	14%	21%	26%	51%	16%	41%	45%	30%	
	Too low	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	n=	21	32	18	17	38	15	20	71	15	7	7	37	24	161	
STATE: LOW INCOME EARNERS	Too high	74%	50%	86%	40%	38%	60%	40%	46%	24%	81%	97%	56%	61%	54%	
	About right/Unsure	26%	40%	12%	60%	58%	40%	27%	52%	24%	19%	3%	40%	31%	39%	
	Too low	0%	10%	1%	0%	4%	0%	33%	2%	52%	0%	0%	4%	8%	7%	
	n=	26	32	21	17	37	17	17	77	8	10	6	43	23	167	
PROPERTY TAXES	Too high	60%	63%	62%	61%	50%	77%	67%	55%	74%	50%	78%	69%	60%	61%	
	About right/Unsure	39%	35%	38%	36%	50%	23%	33%	43%	26%	50%	22%	31%	40%	38%	
	Too low	1%	2%	0%	4%	0%	0%	0%	2%	0%	0%	0%	1%	0%	1%	
	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

**Taxes - Attitudinals**

		BEST WAY TO PROMOTE GROWTH IN THE U.S.					TOTAL
		Raise taxes/Spend more, strongly	Raise taxes/Spend more, somewhat	Unsure	Lower taxes/Reduce spending, somewhat	Lower taxes/Reduce spending, strongly	Total
FEDERAL: HIGH INCOME EARNERS	Too high	19%	13%	18%	26%	43%	28%
	About right/Unsure	23%	38%	58%	73%	53%	47%
	Too low	58%	49%	24%	1%	4%	25%
	n=	50	23	12	32	63	180
FEDERAL: MIDDLE INCOME EARNERS	Too high	61%	65%	57%	33%	79%	62%
	About right/Unsure	39%	25%	43%	37%	21%	32%
	Too low	0%	11%	0%	31%	0%	6%
	n=	60	17	11	20	53	161
FEDERAL: LOW INCOME EARNERS	Too high	53%	35%	28%	15%	51%	44%
	About right/Unsure	42%	63%	72%	83%	37%	50%
	Too low	5%	3%	0%	2%	12%	6%
	n=	62	26	12	19	48	167
STATE: HIGH INCOME EARNERS	Too high	11%	6%	25%	51%	48%	31%
	About right/Unsure	42%	48%	75%	49%	49%	48%
	Too low	47%	47%	0%	0%	3%	21%
	n=	50	23	12	32	63	180
STATE: MIDDLE INCOME EARNERS	Too high	66%	65%	57%	46%	89%	70%
	About right/Unsure	34%	30%	43%	54%	11%	30%
	Too low	0%	5%	0%	0%	0%	0%
	n=	60	17	11	20	53	161
STATE: LOW INCOME EARNERS	Too high	53%	65%	28%	55%	54%	54%
	About right/Unsure	45%	33%	72%	45%	25%	39%
	Too low	2%	2%	0%	0%	21%	7%
	n=	62	26	12	19	48	167
PROPERTY TAXES	Too high	50%	56%	36%	69%	74%	61%
	About right/Unsure	49%	43%	61%	30%	26%	38%
	Too low	2%	0%	3%	1%	0%	1%
	n=	172	66	35	71	164	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 - Attitudinals**

		BEST WAY TO PROMOTE GROWTH IN THE U.S.					TOTAL
		Raise taxes/Spend more, strongly	Raise taxes/Spend more, somewhat	Unsure	Lower taxes/Reduce spending, somewhat	Lower taxes/Reduce spending, strongly	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	23%	26%	17%	32%	38%	29%
	Wrong Track, Somewhat	8%	6%	23%	11%	12%	10%
	Mixed/Unsure	32%	31%	30%	31%	25%	29%
	Right Direction, Somewhat	31%	23%	24%	26%	13%	23%
	Right Direction, Strongly	6%	15%	6%	1%	13%	8%
	n=	171	65	33	71	162	502

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

**Civic Mood - Attitudinals**

		FEDERAL: HIGH INCOME EARNERS			FEDERAL: MIDDLE INCOME EARNERS			FEDERAL: LOW INCOME EARNERS			TOTAL
		Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	60%	11%	20%	26%	39%	0%	32%	34%	37%	29%
	Wrong Track, Somewhat	12%	13%	6%	8%	10%	0%	13%	8%	21%	10%
	Mixed/Unsure	21%	36%	23%	39%	16%	9%	19%	42%	0%	29%
	Right Direction, Somewhat	6%	28%	29%	19%	26%	91%	27%	14%	37%	23%
	Right Direction, Strongly	1%	12%	22%	9%	10%	0%	9%	2%	4%	8%
	n=	55	71	52	106	50	3	78	77	10	502

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

**Civic Mood - Attitudinals**

		STATE: HIGH INCOME EARNERS			STATE: MIDDLE INCOME EARNERS			STATE: LOW INCOME EARNERS			TOTAL
		Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	55%	12%	15%	32%	21%	0%	39%	17%	83%	29%
	Wrong Track, Somewhat	13%	13%	5%	8%	8%	0%	14%	10%	0%	10%
	Mixed/Unsure	29%	30%	26%	34%	20%	100%	19%	49%	0%	29%
	Right Direction, Somewhat	3%	30%	32%	17%	46%	0%	22%	20%	17%	23%
	Right Direction, Strongly	0%	14%	22%	10%	5%	0%	6%	4%	0%	8%
	n=	58	78	42	110	48	1	82	76	7	502

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

**Civic Mood - Attitudinals**

		PROPERTY TAXES			TOTAL
		Too high	About right/Unsure	Too low	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	33%	24%	0%	29%
	Wrong Track, Somewhat	8%	13%	13%	10%
	Mixed/Unsure	33%	23%	20%	29%
	Right Direction, Somewhat	19%	28%	67%	23%
	Right Direction, Strongly	7%	11%	0%	8%
	n=	287	208	7	502

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 - Attitudinals**

		BEST WAY TO PROMOTE GROWTH IN THE U.S.					TOTAL
		Raise taxes/Spend more, strongly	Raise taxes/Spend more, somewhat	Unsure	Lower taxes/Reduce spending, somewhat	Lower taxes/Reduce spending, strongly	Total
MOST IMPORTANT ISSUE	Homelessness	31%	38%	25%	22%	30%	30%
	Housing affordability	24%	10%	11%	6%	13%	15%
	Cost of living	10%	7%	11%	13%	6%	9%
	Economy/Jobs	6%	24%	3%	17%	2%	8%
	Utility costs	7%	3%	0%	0%	7%	5%
	Housing availability	6%	2%	0%	8%	1%	4%
	Taxes	0%	3%	7%	0%	9%	4%
	Crime/Safety	3%	0%	8%	1%	4%	3%
	Infrastructure/Road repair	2%	0%	7%	5%	1%	2%
	Inflation	1%	0%	2%	1%	3%	2%
	Political leadership	1%	0%	5%	0%	2%	1%
	Government overreach	0%	1%	1%	6%	1%	1%
	Overdevelopment/Overpopulation	0%	4%	3%	1%	1%	1%
	Illegal immigration/Border	1%	0%	0%	1%	1%	1%
	Traffic	2%	0%	0%	1%	1%	1%
	SANDAG	0%	0%	0%	3%	1%	1%
	Schools/Education	1%	2%	0%	1%	1%	1%
	Environment/Climate change	1%	0%	1%	0%	1%	1%
	Gasoline prices	0%	0%	0%	0%	2%	1%
	Other	2%	4%	10%	6%	7%	5%
Nothing/Don't know	2%	2%	6%	9%	7%	5%	
n=	172	66	35	71	164	508	

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

**Most Important Issue - Attitudinals**

		FEDERAL: HIGH INCOME EARNERS			FEDERAL: MIDDLE INCOME EARNERS			FEDERAL: LOW INCOME EARNERS			TOTAL
		Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Total
MOST IMPORTANT ISSUE	Homelessness	36%	24%	38%	25%	41%	4%	39%	22%	31%	30%
	Housing affordability	5%	9%	11%	19%	14%	5%	19%	24%	10%	15%
	Cost of living	13%	12%	4%	10%	9%	0%	7%	7%	3%	9%
	Economy/Jobs	2%	13%	4%	6%	5%	91%	1%	12%	0%	8%
	Utility costs	4%	6%	19%	1%	0%	0%	6%	3%	0%	5%
	Housing availability	0%	2%	6%	4%	12%	0%	3%	1%	21%	4%
	Taxes	0%	1%	4%	14%	0%	0%	2%	1%	0%	4%
	Crime/Safety	16%	2%	2%	2%	0%	0%	3%	2%	0%	3%
	Infrastructure/Road repair	2%	5%	1%	1%	1%	0%	3%	3%	0%	2%
	Inflation	1%	1%	2%	2%	0%	0%	1%	3%	2%	2%
	Political leadership	4%	3%	0%	1%	2%	0%	0%	0%	0%	1%
	Government overreach	0%	1%	2%	5%	0%	0%	0%	1%	0%	1%
	Overdevelopment/Overpopulation	4%	0%	2%	0%	0%	0%	0%	2%	10%	1%
	Illegal immigration/Border	2%	0%	0%	2%	0%	0%	1%	2%	0%	1%
	Traffic	1%	2%	0%	0%	3%	0%	3%	0%	0%	1%
	SANDAG	0%	2%	2%	0%	3%	0%	0%	0%	0%	1%
	Schools/Education	1%	1%	0%	2%	0%	0%	1%	0%	0%	1%
	Environment/Climate change	0%	0%	2%	1%	0%	0%	3%	0%	0%	1%
	Gasoline prices	1%	0%	0%	0%	0%	0%	0%	0%	24%	1%
	Other	1%	9%	1%	1%	9%	0%	3%	10%	0%	5%
Nothing/Don't know	7%	7%	0%	3%	1%	0%	7%	8%	0%	5%	
n=	55	72	53	107	51	3	79	78	10	508	

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

**Most Important Issue - Attitudinals**

		STATE: HIGH INCOME EARNERS			STATE: MIDDLE INCOME EARNERS			STATE: LOW INCOME EARNERS			TOTAL
		Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Total
<b>MOST IMPORTANT ISSUE</b>	Homelessness	31%	25%	44%	28%	30%	100%	36%	26%	5%	30%
	Housing affordability	4%	10%	12%	18%	13%	0%	16%	31%	0%	15%
	Cost of living	14%	11%	2%	9%	9%	0%	5%	9%	2%	9%
	Economy/Jobs	9%	10%	2%	7%	19%	0%	10%	1%	10%	8%
	Utility costs	3%	9%	15%	1%	0%	0%	5%	4%	0%	5%
	Housing availability	0%	2%	8%	4%	13%	0%	5%	2%	0%	4%
	Taxes	0%	1%	5%	12%	0%	0%	2%	1%	0%	4%
	Crime/Safety	9%	5%	1%	2%	0%	0%	2%	2%	0%	3%
	Infrastructure/Road repair	8%	0%	2%	1%	0%	0%	1%	5%	0%	2%
	Inflation	1%	1%	3%	2%	0%	0%	1%	2%	7%	2%
	Political leadership	4%	3%	0%	1%	3%	0%	0%	0%	0%	1%
	Government overreach	0%	1%	2%	4%	0%	0%	0%	1%	0%	1%
	Overdevelopment/Overpopulation	3%	1%	0%	0%	0%	0%	0%	3%	9%	1%
	Illegal immigration/Border	1%	0%	0%	2%	0%	0%	0%	3%	0%	1%
	Traffic	1%	2%	0%	0%	3%	0%	2%	0%	0%	1%
	SANDAG	1%	2%	0%	1%	1%	0%	0%	0%	0%	1%
	Schools/Education	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%
	Environment/Climate change	0%	0%	2%	0%	1%	0%	2%	0%	0%	1%
	Gasoline prices	1%	0%	1%	0%	0%	0%	0%	0%	21%	1%
	Other	1%	9%	2%	3%	5%	0%	7%	6%	0%	5%
Nothing/Don't know	6%	7%	0%	2%	1%	0%	5%	2%	46%	5%	
n=	58	79	43	112	48	1	83	77	7	508	

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

**Most Important Issue - Attitudinals**

		PROPERTY TAXES			TOTAL
		Too high	About right/Unsure	Too low	Total
MOST IMPORTANT ISSUE	Homelessness	23%	40%	56%	30%
	Housing affordability	16%	14%	16%	15%
	Cost of living	9%	8%	0%	9%
	Economy/Jobs	12%	3%	0%	8%
	Utility costs	2%	9%	0%	5%
	Housing availability	3%	5%	0%	4%
	Taxes	6%	0%	8%	4%
	Crime/Safety	4%	3%	0%	3%
	Infrastructure/Road repair	3%	2%	0%	2%
	Inflation	2%	2%	0%	2%
	Political leadership	1%	1%	0%	1%
	Government overreach	0%	3%	0%	1%
	Overdevelopment/Overpopulation	1%	1%	0%	1%
	Illegal immigration/Border	2%	0%	0%	1%
	Traffic	0%	2%	9%	1%
	SANDAG	1%	0%	0%	1%
	Schools/Education	1%	0%	0%	1%
	Environment/Climate change	1%	0%	12%	1%
	Gasoline prices	1%	0%	0%	1%
	Other	6%	3%	0%	5%
Nothing/Don't know	6%	3%	0%	5%	
n=	287	214	7	508	

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

**Most Important Issue - Attitudinals**

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
MOST IMPORTANT ISSUE	Homelessness	31%	24%	23%	36%	40%	30%
	Housing affordability	8%	11%	25%	16%	4%	15%
	Cost of living	10%	16%	7%	7%	4%	9%
	Economy/Jobs	7%	1%	11%	13%	2%	8%
	Utility costs	4%	16%	5%	1%	1%	5%
	Housing availability	5%	5%	0%	8%	0%	4%
	Taxes	4%	1%	8%	0%	0%	4%
	Crime/Safety	5%	5%	3%	1%	1%	3%
	Infrastructure/Road repair	1%	3%	4%	1%	1%	2%
	Inflation	4%	0%	0%	2%	0%	2%
	Political leadership	2%	0%	2%	2%	0%	1%
	Government overreach	5%	0%	0%	0%	0%	1%
	Overdevelopment/Overpopulation	2%	1%	1%	0%	2%	1%
	Illegal immigration/Border	2%	2%	0%	0%	2%	1%
	Traffic	0%	4%	0%	2%	3%	1%
	SANDAG	2%	2%	0%	0%	0%	1%
	Schools/Education	1%	2%	0%	0%	1%	1%
	Environment/Climate change	0%	0%	1%	1%	2%	1%
	Gasoline prices	2%	0%	0%	0%	0%	1%
	Other	0%	5%	4%	3%	25%	5%
Nothing/Don't know	3%	0%	5%	6%	11%	5%	
n=	140	69	116	134	43	508	

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**Tax on Net Worth - Demographics**

		GENDER		AGE						TOTAL	
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	36%	26%	54%	33%	26%	26%	34%	17%	26%	31%
	Smith, somewhat	18%	16%	27%	24%	11%	15%	9%	17%	15%	17%
	Neither/Unsure	17%	9%	1%	10%	9%	16%	13%	16%	37%	13%
	Jones, somewhat	8%	14%	6%	21%	12%	6%	9%	7%	8%	11%
	Jones, definitely	21%	35%	13%	12%	42%	37%	35%	43%	14%	28%
	n=	240	268	15	86	69	94	86	85	73	508

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**Tax on Net Worth - Demographics**

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	32%	28%	35%	37%	28%	33%	8%	31%
	Smith, somewhat	16%	22%	6%	30%	7%	17%	20%	17%
	Neither/Unsure	8%	27%	4%	10%	5%	9%	47%	13%
	Jones, somewhat	12%	11%	15%	7%	5%	10%	19%	11%
	Jones, definitely	33%	12%	40%	15%	55%	30%	6%	28%
	n=	266	90	63	67	22	493	15	508

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**Tax on Net Worth - Demographics**

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	50%	17%	17%	57%	20%	20%	36%	28%	44%	31%
	Smith, somewhat	22%	4%	31%	0%	12%	15%	10%	27%	20%	17%
	Neither/Unsure	6%	11%	15%	8%	28%	21%	16%	5%	4%	13%
	Jones, somewhat	8%	12%	7%	15%	20%	9%	12%	12%	12%	11%
	Jones, definitely	14%	56%	31%	19%	19%	36%	26%	27%	20%	28%
	n=	200	131	82	17	78	58	152	150	148	508

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**Tax on Net Worth - 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
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	22%	27%	26%	32%	45%	35%	24%	26%	48%	17%	33%	27%	23%	33%	39%	31%
	Smith, somewhat	19%	16%	19%	20%	11%	13%	23%	14%	15%	23%	15%	24%	22%	8%	16%	17%
	Neither/Unsure	6%	10%	8%	14%	24%	25%	10%	12%	4%	11%	33%	12%	7%	2%	6%	13%
	Jones, somewhat	21%	11%	8%	11%	8%	9%	16%	18%	6%	5%	9%	13%	12%	18%	4%	11%
	Jones, definitely	33%	35%	40%	24%	13%	18%	27%	31%	26%	44%	11%	24%	36%	38%	35%	28%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508

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**Tax on Net Worth - 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
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	28%	24%	17%	30%	46%	36%	23%	37%	33%	21%	18%	26%	27%	31%
	Smith, somewhat	26%	25%	13%	11%	10%	10%	27%	18%	14%	24%	52%	16%	8%	17%
	Neither/Unsure	5%	6%	18%	9%	7%	39%	17%	9%	25%	12%	0%	21%	11%	13%
	Jones, somewhat	18%	5%	30%	5%	10%	2%	9%	9%	6%	7%	6%	9%	22%	11%
	Jones, definitely	24%	41%	22%	45%	26%	13%	23%	27%	21%	35%	24%	28%	32%	28%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508

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**Tax on Net Worth - Attitudinals**

		BEST WAY TO PROMOTE GROWTH IN THE U.S.					TOTAL
		Raise taxes/Spend more, strongly	Raise taxes/Spend more, somewhat	Unsure	Lower taxes/Reduce spending, somewhat	Lower taxes/Reduce spending, strongly	Total
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	57%	35%	19%	12%	15%	31%
	Smith, somewhat	25%	36%	12%	16%	2%	17%
	Neither/Unsure	5%	17%	27%	12%	18%	13%
	Jones, somewhat	7%	5%	25%	28%	7%	11%
	Jones, definitely	6%	8%	17%	32%	58%	28%
	n=	172	66	35	71	164	508

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**Tax on Net Worth - Attitudinals**

		FEDERAL: HIGH INCOME EARNERS			FEDERAL: MIDDLE INCOME EARNERS			FEDERAL: LOW INCOME EARNERS			TOTAL
		Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Total
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	19%	16%	67%	33%	30%	5%	38%	30%	22%	31%
	Smith, somewhat	10%	16%	20%	11%	28%	4%	14%	26%	4%	17%
	Neither/Unsure	12%	36%	3%	4%	10%	0%	14%	10%	5%	13%
	Jones, somewhat	13%	4%	4%	9%	17%	91%	17%	7%	0%	11%
	Jones, definitely	46%	27%	6%	44%	14%	0%	18%	27%	68%	28%
	n=	55	72	53	107	51	3	79	78	10	508

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**Tax on Net Worth - Attitudinals**

		STATE: HIGH INCOME EARNERS			STATE: MIDDLE INCOME EARNERS			STATE: LOW INCOME EARNERS			TOTAL
		Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Too high	About right/Unsure	Too low	Total
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	11%	23%	73%	30%	33%	0%	30%	42%	2%	31%
	Smith, somewhat	8%	19%	18%	17%	12%	100%	25%	16%	0%	17%
	Neither/Unsure	17%	32%	2%	3%	11%	0%	10%	6%	50%	13%
	Jones, somewhat	11%	5%	4%	10%	32%	0%	13%	10%	0%	11%
	Jones, definitely	53%	21%	3%	40%	12%	0%	22%	27%	47%	28%
	n=	58	79	43	112	48	1	83	77	7	508

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**Tax on Net Worth - Attitudinals**

		PROPERTY TAXES			TOTAL
		Too high	About right/Unsure	Too low	Total
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	25%	41%	62%	31%
	Smith, somewhat	17%	18%	0%	17%
	Neither/Unsure	15%	10%	0%	13%
	Jones, somewhat	12%	9%	17%	11%
	Jones, definitely	31%	23%	21%	28%
	n=	287	214	7	508

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**Tax on Net Worth - Attitudinals**

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	18%	33%	31%	42%	44%	31%
	Smith, somewhat	19%	19%	18%	17%	8%	17%
	Neither/Unsure	15%	9%	17%	4%	21%	13%
	Jones, somewhat	9%	9%	8%	17%	12%	11%
	Jones, definitely	39%	31%	27%	19%	15%	28%
	n=	140	69	116	134	43	508

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**Tax on Net Worth - 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
SMITH PRO-TAX VS. JONES ANTI-TAX	Smith, strongly	33%	55%	32%	3%	58%	63%	26%	16%	11%	31%
	Smith, somewhat	15%	8%	20%	37%	17%	9%	14%	17%	21%	17%
	Neither/Unsure	4%	20%	15%	17%	0%	1%	17%	18%	35%	13%
	Jones, somewhat	12%	7%	10%	25%	0%	6%	1%	7%	31%	11%
	Jones, definitely	36%	10%	23%	18%	25%	21%	42%	41%	3%	28%
	n=	150	76	55	21	17	22	25	123	19	508

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