

**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

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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/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

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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/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

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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	

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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
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/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

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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

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**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	

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**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

**Affordability and Development - Demographics**

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
SERIOUSNESS OF HOUSING AFFORDABILITY IN COUNTY	Not at all serious	0%	2%	0%	0%	0%	0%	2%	5%	1%	1%
	Not that serious	1%	1%	0%	0%	0%	2%	1%	4%	6%	1%
	Unsure	0%	4%	0%	3%	5%	0%	1%	0%	1%	2%
	Somewhat serious	8%	19%	7%	14%	14%	17%	10%	7%	22%	13%
	Very serious	30%	27%	51%	17%	13%	24%	36%	38%	37%	28%
	Extremely serious	61%	48%	42%	66%	68%	57%	50%	46%	33%	55%
	n=	240	268	15	86	69	94	86	85	73	508
SERIOUSNESS OF RESIDENTIAL DEVELOPMENT IN COUNTY	Not at all serious	7%	15%	5%	5%	16%	9%	22%	9%	6%	11%
	Not that serious	17%	26%	13%	32%	17%	29%	8%	31%	13%	22%
	Unsure	8%	6%	1%	10%	7%	4%	11%	6%	7%	7%
	Somewhat serious	32%	32%	62%	35%	23%	23%	26%	23%	37%	32%
	Very serious	17%	10%	0%	5%	16%	22%	11%	20%	32%	14%
	Extremely serious	19%	11%	19%	12%	21%	13%	21%	11%	5%	15%
	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

**Affordability and Development - Demographics**

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
SERIOUSNESS OF HOUSING AFFORDABILITY IN COUNTY	Not at all serious	1%	0%	0%	0%	6%	1%	0%	1%
	Not that serious	2%	1%	1%	1%	0%	1%	0%	1%
	Unsure	1%	3%	0%	0%	11%	2%	2%	2%
	Somewhat serious	16%	11%	6%	27%	0%	12%	27%	13%
	Very serious	27%	26%	48%	13%	27%	27%	37%	28%
	Extremely serious	53%	59%	45%	59%	56%	57%	34%	55%
	n=	266	90	63	67	22	493	15	508
SERIOUSNESS OF RESIDENTIAL DEVELOPMENT IN COUNTY	Not at all serious	16%	5%	9%	11%	3%	12%	0%	11%
	Not that serious	24%	23%	14%	12%	22%	21%	31%	22%
	Unsure	9%	3%	3%	7%	18%	8%	1%	7%
	Somewhat serious	35%	25%	48%	28%	19%	34%	8%	32%
	Very serious	9%	25%	3%	11%	15%	11%	40%	14%
	Extremely serious	8%	19%	24%	30%	23%	15%	20%	15%
	n=	266	90	63	67	22	493	15	508

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

Affordability and Development - Demographics

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
SERIOUSNESS OF HOUSING AFFORDABILITY IN COUNTY	Not at all serious	0%	1%	0%	0%	4%	1%	0%	0%	2%	1%
	Not that serious	1%	4%	0%	0%	0%	0%	2%	1%	3%	1%
	Unsure	2%	1%	4%	0%	1%	2%	1%	4%	1%	2%
	Somewhat serious	13%	13%	13%	6%	16%	22%	5%	8%	16%	13%
	Very serious	26%	37%	21%	22%	32%	24%	36%	23%	28%	28%
	Extremely serious	58%	46%	61%	72%	47%	50%	56%	63%	51%	55%
	n=	200	131	82	17	78	58	152	150	148	508
SERIOUSNESS OF RESIDENTIAL DEVELOPMENT IN COUNTY	Not at all serious	14%	11%	10%	4%	7%	4%	7%	22%	15%	11%
	Not that serious	21%	18%	20%	5%	33%	21%	21%	16%	29%	22%
	Unsure	9%	5%	5%	2%	8%	6%	3%	12%	7%	7%
	Somewhat serious	35%	30%	32%	65%	18%	24%	43%	30%	30%	32%
	Very serious	13%	11%	11%	2%	24%	21%	13%	6%	10%	14%
	Extremely serious	7%	24%	22%	22%	10%	24%	13%	14%	8%	15%
	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

**Affordability and Development - 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
SERIOUSNESS OF HOUSING AFFORDABILITY IN COUNTY	Not at all serious	0%	2%	2%	0%	0%	2%	0%	0%	1%	2%	0%	0%	4%	0%	0%	1%
	Not that serious	2%	3%	1%	0%	1%	0%	0%	2%	2%	2%	1%	1%	1%	1%	2%	1%
	Unsure	0%	6%	1%	2%	0%	2%	3%	0%	4%	0%	0%	3%	6%	0%	0%	2%
	Somewhat serious	23%	15%	11%	5%	15%	7%	13%	25%	7%	17%	12%	12%	12%	17%	12%	13%
	Very serious	21%	21%	30%	29%	36%	46%	17%	23%	22%	31%	37%	25%	19%	36%	24%	28%
	Extremely serious	54%	52%	55%	64%	47%	44%	67%	50%	65%	47%	49%	58%	59%	47%	61%	55%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508
SERIOUSNESS OF RESIDENTIAL DEVELOPMENT IN COUNTY	Not at all serious	9%	12%	10%	8%	14%	11%	8%	11%	17%	4%	8%	11%	12%	10%	14%	11%
	Not that serious	28%	28%	16%	23%	15%	23%	18%	21%	26%	19%	19%	19%	20%	29%	21%	22%
	Unsure	3%	10%	9%	7%	5%	3%	11%	8%	8%	5%	5%	6%	8%	8%	8%	7%
	Somewhat serious	25%	28%	26%	31%	45%	27%	31%	41%	31%	31%	31%	28%	25%	38%	38%	32%
	Very serious	11%	10%	12%	15%	18%	28%	12%	5%	8%	12%	28%	16%	8%	9%	4%	14%
	Extremely serious	23%	11%	27%	16%	2%	8%	21%	14%	11%	28%	9%	20%	27%	7%	15%	15%
	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

**Affordability and Development - 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
SERIOUSNESS OF HOUSING AFFORDABILITY IN COUNTY	Not at all serious	2%	0%	0%	1%	0%	0%	3%	0%	5%	0%	0%	1%	0%	1%
	Not that serious	0%	1%	2%	1%	1%	1%	2%	2%	0%	1%	0%	2%	1%	1%
	Unsure	2%	3%	0%	5%	0%	1%	4%	2%	0%	2%	0%	1%	4%	2%
	Somewhat serious	20%	26%	2%	6%	14%	15%	7%	11%	10%	13%	4%	15%	19%	13%
	Very serious	25%	28%	24%	33%	32%	27%	26%	28%	33%	31%	13%	38%	18%	28%
	Extremely serious	51%	41%	73%	54%	53%	56%	58%	58%	52%	52%	83%	43%	58%	55%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508
SERIOUSNESS OF RESIDENTIAL DEVELOPMENT IN COUNTY	Not at all serious	10%	12%	6%	7%	18%	12%	4%	11%	5%	16%	6%	13%	11%	11%
	Not that serious	29%	23%	19%	30%	22%	13%	13%	22%	14%	6%	6%	18%	36%	22%
	Unsure	6%	11%	3%	8%	6%	11%	5%	7%	1%	14%	6%	5%	10%	7%
	Somewhat serious	15%	29%	50%	33%	43%	26%	20%	42%	24%	23%	13%	23%	26%	32%
	Very serious	17%	7%	14%	3%	4%	33%	28%	6%	30%	24%	14%	23%	10%	14%
	Extremely serious	24%	18%	8%	19%	7%	4%	30%	12%	26%	18%	56%	18%	7%	15%
	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

**Affordability and Development - 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
SERIOUSNESS OF HOUSING AFFORDABILITY IN COUNTY	Not at all serious	0%	0%	0%	0%	0%	0%	0%	4%	0%	1%
	Not that serious	1%	0%	0%	0%	0%	0%	5%	4%	0%	1%
	Unsure	2%	0%	8%	1%	3%	0%	1%	1%	3%	2%
	Somewhat serious	14%	3%	2%	21%	14%	4%	17%	20%	12%	13%
	Very serious	39%	20%	21%	8%	28%	8%	42%	25%	64%	28%
	Extremely serious	44%	77%	68%	70%	55%	88%	34%	46%	22%	55%
	n=	150	76	55	21	17	22	25	123	19	508
SERIOUSNESS OF RESIDENTIAL DEVELOPMENT IN COUNTY	Not at all serious	10%	14%	7%	3%	4%	27%	22%	12%	4%	11%
	Not that serious	19%	27%	28%	37%	52%	22%	20%	9%	7%	22%
	Unsure	6%	11%	14%	1%	0%	0%	5%	7%	14%	7%
	Somewhat serious	45%	36%	21%	9%	20%	31%	5%	27%	51%	32%
	Very serious	5%	9%	12%	28%	24%	16%	41%	19%	0%	14%
	Extremely serious	14%	3%	18%	21%	0%	4%	6%	26%	24%	15%
	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

**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**

		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

**Civic Mood - Attitudinals**

		SERIOUSNESS OF HOUSING AFFORDABILITY IN COUNTY				SERIOUSNESS OF RESIDENTIAL DEVELOPMENT IN COUNTY						TOTAL
		Not serious/Unsure	Somewhat serious	Very serious	Extremely serious	Not at all serious	Not that serious	Unsure	Somewhat serious	Very serious	Extremely serious	Total
DIRECTION OF COUNTY	Wrong Track, Strongly	45%	24%	25%	32%	36%	27%	19%	20%	25%	54%	29%
	Wrong Track, Somewhat	0%	11%	11%	10%	11%	10%	11%	11%	12%	5%	10%
	Mixed/Unsure	34%	34%	23%	31%	13%	29%	33%	30%	38%	29%	29%
	Right Direction, Somewhat	3%	29%	23%	23%	36%	30%	22%	26%	13%	7%	23%
	Right Direction, Strongly	17%	2%	18%	4%	4%	3%	15%	12%	12%	5%	8%
	n=	24	67	137	274	70	98	43	155	70	66	502

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

**Addressing Housing Affordability - Demographics**

		GENDER		AGE						TOTAL	
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
APPROACHES TO ADDRESSING HOUSING AFFORDABILITY	Build more single family homes	24%	33%	32%	23%	32%	29%	34%	27%	17%	28%
	Implement stricter rent controls	33%	15%	23%	46%	29%	16%	20%	8%	12%	25%
	Build more apartments and rental housing	21%	23%	33%	17%	10%	22%	20%	21%	45%	22%
	Reduce the number of short-term rentals	7%	9%	6%	10%	11%	7%	7%	11%	3%	8%
	All of those	7%	8%	5%	2%	7%	10%	8%	19%	12%	8%
	None of those	3%	7%	0%	2%	9%	7%	6%	6%	4%	5%
	Unsure	4%	4%	1%	0%	2%	9%	4%	9%	9%	4%
	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

**Addressing Housing Affordability - Demographics**

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
APPROACHES TO ADDRESSING HOUSING AFFORDABILITY	Build more single family homes	27%	25%	43%	33%	22%	30%	13%	28%
	Implement stricter rent controls	18%	37%	20%	22%	24%	23%	41%	25%
	Build more apartments and rental housing	19%	32%	11%	28%	10%	19%	46%	22%
	Reduce the number of short-term rentals	11%	2%	15%	5%	11%	9%	1%	8%
	All of those	11%	3%	6%	6%	9%	9%	0%	8%
	None of those	6%	1%	2%	1%	25%	6%	0%	5%
	Unsure	8%	0%	2%	4%	0%	5%	0%	4%
n=	266	90	63	67	22	493	15	508	

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**Addressing Housing Affordability - Demographics**

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
APPROACHES TO ADDRESSING HOUSING AFFORDABILITY	Build more single family homes	24%	51%	22%	10%	20%	34%	27%	30%	19%	28%
	Implement stricter rent controls	26%	14%	36%	2%	30%	22%	28%	17%	32%	25%
	Build more apartments and rental housing	23%	8%	20%	48%	31%	35%	9%	23%	19%	22%
	Reduce the number of short-term rentals	8%	3%	8%	19%	14%	2%	14%	7%	11%	8%
	All of those	12%	7%	8%	3%	1%	2%	10%	12%	10%	8%
	None of those	5%	8%	2%	11%	3%	4%	4%	7%	5%	5%
	Unsure	2%	9%	4%	7%	2%	2%	8%	3%	5%	4%
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

**Addressing Housing Affordability - 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
APPROACHES TO ADDRESSING HOUSING AFFORDABILITY	Build more single family homes	31%	26%	35%	29%	20%	33%	24%	27%	22%	34%	21%	36%	33%	27%	25%	28%
	Implement stricter rent controls	13%	31%	18%	29%	28%	28%	35%	26%	23%	9%	38%	30%	26%	20%	6%	25%
	Build more apartments and rental housing	22%	10%	25%	17%	34%	23%	15%	25%	23%	23%	23%	13%	14%	23%	36%	22%
	Reduce the number of short-term rentals	5%	17%	8%	7%	6%	5%	11%	10%	7%	11%	8%	7%	6%	11%	11%	8%
	All of those	10%	5%	4%	10%	9%	7%	5%	5%	11%	12%	7%	2%	6%	8%	16%	8%
	None of those	12%	9%	3%	4%	0%	3%	6%	1%	8%	8%	1%	3%	11%	7%	3%	5%
	Unsure	6%	2%	7%	4%	3%	1%	5%	7%	5%	4%	2%	8%	4%	4%	4%	4%
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

**Addressing Housing Affordability - 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	
APPROACHES TO ADDRESSING HOUSING AFFORDABILITY	Build more single family homes	24%	17%	29%	35%	32%	18%	35%	26%	31%	21%	28%	34%	28%	28%	
	Implement stricter rent controls	34%	14%	26%	27%	13%	49%	21%	23%	30%	17%	52%	23%	25%	25%	
	Build more apartments and rental housing	22%	36%	8%	13%	28%	21%	19%	23%	16%	32%	12%	22%	19%	22%	
	Reduce the number of short-term rentals	6%	3%	12%	10%	11%	4%	10%	10%	12%	2%	3%	5%	8%	8%	
	All of those	4%	13%	12%	5%	10%	7%	5%	11%	3%	10%	0%	6%	5%	8%	
	None of those	3%	11%	9%	7%	2%	1%	4%	4%	5%	1%	0%	5%	10%	5%	
	Unsure	7%	5%	4%	3%	4%	1%	6%	3%	2%	17%	6%	6%	5%	4%	
n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508		

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**Addressing Housing Affordability - 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
APPROACHES TO ADDRESSING HOUSING AFFORDABILITY	Build more single family homes	37%	18%	13%	18%	28%	11%	7%	36%	44%	28%
	Implement stricter rent controls	22%	33%	28%	35%	35%	31%	28%	14%	22%	25%
	Build more apartments and rental housing	18%	30%	15%	42%	12%	28%	10%	24%	2%	22%
	Reduce the number of short-term rentals	9%	10%	6%	2%	15%	1%	15%	7%	19%	8%
	All of those	9%	6%	13%	2%	10%	21%	8%	5%	6%	8%
	None of those	2%	1%	8%	0%	0%	5%	25%	10%	6%	5%
	Unsure	5%	3%	16%	0%	0%	2%	6%	3%	1%	4%
n=	150	76	55	21	17	22	25	123	19	508	

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**Addressing Housing Affordability - Attitudinals**

		SERIOUSNESS OF HOUSING AFFORDABILITY IN COUNTY				SERIOUSNESS OF RESIDENTIAL DEVELOPMENT IN COUNTY						TOTAL
		Not serious/Unsure	Somewhat serious	Very serious	Extremely serious	Not at all serious	Not that serious	Unsure	Somewhat serious	Very serious	Extremely serious	Total
APPROACHES TO ADDRESSING HOUSING AFFORDABILITY	Build more single family homes	41%	27%	37%	23%	27%	18%	24%	35%	14%	43%	28%
	Implement stricter rent controls	8%	6%	20%	32%	11%	27%	22%	25%	33%	22%	25%
	Build more apartments and rental housing	3%	38%	22%	19%	31%	32%	18%	16%	26%	10%	22%
	Reduce the number of short-term rentals	12%	12%	10%	7%	7%	10%	8%	8%	7%	8%	8%
	All of those	0%	6%	3%	11%	19%	8%	8%	7%	7%	2%	8%
	None of those	33%	5%	2%	4%	3%	2%	14%	3%	8%	8%	5%
	Unsure	4%	6%	5%	3%	1%	2%	7%	5%	5%	6%	4%
n=	26	68	138	276	71	98	43	158	71	67	508	

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**Addressing Housing Affordability - Attitudinals**

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
APPROACHES TO ADDRESSING HOUSING AFFORDABILITY	Build more single family homes	30%	31%	27%	19%	50%	28%
	Implement stricter rent controls	26%	24%	23%	28%	12%	25%
	Build more apartments and rental housing	12%	15%	27%	29%	26%	22%
	Reduce the number of short-term rentals	11%	9%	7%	8%	4%	8%
	All of those	7%	6%	7%	11%	6%	8%
	None of those	6%	9%	5%	4%	0%	5%
	Unsure	7%	6%	4%	2%	1%	4%
	n=	140	69	116	134	43	508

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**Specific Approaches - Demographics**

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
RAISE THE TAX ON COMMERCIAL/RESIDENTIAL PROPERTIES	Oppose, strongly	37%	47%	11%	21%	47%	58%	55%	58%	52%	42%
	Oppose, somewhat	13%	12%	9%	15%	18%	12%	8%	17%	6%	13%
	Unsure	8%	4%	0%	9%	1%	3%	8%	15%	7%	6%
	Support, somewhat	22%	24%	39%	40%	23%	9%	12%	5%	24%	23%
	Support, strongly	21%	13%	41%	16%	11%	18%	17%	5%	10%	17%
	n=	240	268	15	86	69	94	86	85	73	508
ALLOW MORE RESIDENTIAL DEVELOPMENT IN NEIGHBORHOODS	Oppose, strongly	16%	11%	0%	1%	15%	29%	23%	19%	9%	14%
	Oppose, somewhat	5%	9%	0%	6%	7%	9%	7%	13%	9%	7%
	Unsure	5%	9%	1%	8%	5%	13%	6%	9%	6%	7%
	Support, somewhat	32%	29%	30%	23%	45%	18%	33%	40%	29%	31%
	Support, strongly	41%	42%	68%	63%	27%	32%	30%	19%	47%	42%
	n=	240	268	15	86	69	94	86	85	73	508

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**Specific Approaches - Demographics**

		ETHNICITY					LANGUAGE		TOTAL
		White, non-Hispanic	Hispanic	Asian/Pacific Islander	Black	Multi-racial/Other	English	Spanish	Total
RAISE THE TAX ON COMMERCIAL/RESIDENTIAL PROPERTIES	Oppose, strongly	46%	36%	30%	31%	65%	43%	27%	42%
	Oppose, somewhat	15%	8%	17%	16%	5%	14%	2%	13%
	Unsure	7%	7%	3%	1%	3%	5%	10%	6%
	Support, somewhat	21%	24%	31%	34%	1%	21%	40%	23%
	Support, strongly	11%	24%	19%	17%	26%	17%	21%	17%
	n=	266	90	63	67	22	493	15	508
ALLOW MORE RESIDENTIAL DEVELOPMENT IN NEIGHBORHOODS	Oppose, strongly	14%	14%	22%	5%	7%	15%	7%	14%
	Oppose, somewhat	8%	3%	5%	10%	15%	8%	0%	7%
	Unsure	11%	3%	2%	6%	7%	8%	0%	7%
	Support, somewhat	28%	29%	39%	21%	51%	30%	33%	31%
	Support, strongly	39%	51%	32%	58%	21%	40%	60%	42%
	n=	266	90	63	67	22	493	15	508

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**Specific Approaches - Demographics**

		PARTY					EDUCATION				TOTAL
		Democrat	Republican	Non-partisan	Minor party	Non-registrants	No college	Some college	Bachelor's degree	Graduate degree	Total
RAISE THE TAX ON COMMERCIAL/RESIDENTIAL PROPERTIES	Oppose, strongly	29%	72%	39%	19%	38%	47%	33%	36%	54%	42%
	Oppose, somewhat	11%	11%	10%	17%	19%	9%	12%	17%	13%	13%
	Unsure	7%	3%	4%	5%	9%	5%	4%	7%	8%	6%
	Support, somewhat	30%	3%	33%	7%	28%	16%	30%	27%	17%	23%
	Support, strongly	23%	11%	14%	53%	5%	23%	20%	12%	8%	17%
	n=	200	131	82	17	78	58	152	150	148	508
ALLOW MORE RESIDENTIAL DEVELOPMENT IN NEIGHBORHOODS	Oppose, strongly	7%	30%	14%	5%	10%	23%	10%	9%	11%	14%
	Oppose, somewhat	7%	11%	8%	1%	4%	2%	15%	5%	4%	7%
	Unsure	6%	13%	8%	2%	2%	8%	6%	11%	3%	7%
	Support, somewhat	36%	24%	17%	19%	47%	29%	33%	29%	31%	31%
	Support, strongly	45%	22%	53%	73%	36%	38%	36%	46%	51%	42%
	n=	200	131	82	17	78	58	152	150	148	508

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Specific Approaches - 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
RAISE THE TAX ON COMMERCIAL/RESIDENTIAL PROPERTIES	Oppose, strongly	40%	57%	52%	36%	29%	49%	36%	28%	42%	54%	42%	37%	52%	33%	44%	42%
	Oppose, somewhat	13%	15%	11%	13%	12%	12%	13%	11%	13%	15%	12%	12%	10%	12%	17%	13%
	Unsure	2%	2%	5%	7%	11%	7%	8%	5%	4%	4%	6%	10%	4%	5%	5%	6%
	Support, somewhat	18%	19%	19%	34%	19%	12%	24%	43%	17%	21%	27%	15%	21%	33%	17%	23%
	Support, strongly	27%	7%	14%	10%	29%	19%	19%	13%	24%	6%	14%	26%	12%	17%	17%	17%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508
ALLOW MORE RESIDENTIAL DEVELOPMENT IN NEIGHBORHOODS	Oppose, strongly	11%	11%	24%	14%	9%	18%	5%	6%	14%	29%	14%	8%	15%	10%	23%	14%
	Oppose, somewhat	4%	18%	2%	10%	1%	3%	13%	11%	5%	3%	6%	14%	7%	6%	2%	7%
	Unsure	6%	9%	11%	8%	2%	6%	7%	8%	7%	7%	4%	9%	10%	5%	8%	7%
	Support, somewhat	27%	30%	34%	17%	46%	38%	27%	29%	25%	33%	41%	27%	22%	39%	22%	31%
	Support, strongly	52%	32%	29%	51%	42%	35%	48%	45%	48%	29%	35%	42%	46%	40%	46%	42%
	n=	92	115	99	116	86	102	105	86	113	102	97	111	97	98	105	508

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Specific Approaches - 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
RAISE THE TAX ON COMMERCIAL/RESIDENTIAL PROPERTIES	Oppose, strongly	34%	51%	41%	53%	32%	39%	50%	37%	50%	38%	17%	50%	45%	42%
	Oppose, somewhat	13%	15%	13%	13%	15%	7%	9%	12%	13%	13%	6%	12%	15%	13%
	Unsure	4%	3%	5%	4%	13%	1%	4%	8%	6%	9%	1%	5%	1%	6%
	Support, somewhat	18%	27%	32%	21%	16%	34%	23%	24%	6%	4%	4%	22%	38%	23%
	Support, strongly	31%	4%	9%	9%	24%	18%	14%	18%	24%	36%	71%	12%	1%	17%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508
ALLOW MORE RESIDENTIAL DEVELOPMENT IN NEIGHBORHOODS	Oppose, strongly	3%	8%	14%	30%	9%	10%	25%	16%	26%	5%	0%	12%	8%	14%
	Oppose, somewhat	7%	5%	12%	11%	0%	0%	19%	6%	17%	5%	1%	7%	7%	7%
	Unsure	5%	11%	11%	4%	8%	4%	7%	6%	2%	13%	0%	9%	10%	7%
	Support, somewhat	32%	35%	28%	17%	36%	54%	13%	31%	17%	52%	21%	29%	35%	31%
	Support, strongly	53%	41%	36%	38%	47%	31%	37%	41%	37%	25%	78%	43%	40%	42%
	n=	78	105	58	54	109	53	51	219	35	32	18	130	74	508

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Specific Approaches - 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
RAISE THE TAX ON COMMERCIAL/RESIDENTIAL PROPERTIES	Oppose, strongly	34%	30%	46%	32%	47%	8%	83%	65%	27%	42%
	Oppose, somewhat	14%	13%	19%	3%	23%	18%	5%	5%	29%	13%
	Unsure	4%	12%	4%	4%	0%	5%	3%	7%	6%	6%
	Support, somewhat	27%	21%	22%	41%	14%	30%	9%	16%	13%	23%
	Support, strongly	20%	24%	10%	20%	16%	39%	0%	7%	25%	17%
	n=	150	76	55	21	17	22	25	123	19	508
ALLOW MORE RESIDENTIAL DEVELOPMENT IN NEIGHBORHOODS	Oppose, strongly	8%	5%	10%	12%	3%	3%	45%	28%	21%	14%
	Oppose, somewhat	9%	5%	6%	0%	6%	7%	6%	11%	0%	7%
	Unsure	10%	5%	7%	11%	3%	0%	4%	6%	6%	7%
	Support, somewhat	40%	19%	39%	23%	24%	51%	37%	20%	39%	31%
	Support, strongly	33%	66%	37%	53%	64%	39%	8%	35%	34%	42%
	n=	150	76	55	21	17	22	25	123	19	508

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**Specific Approaches - Attitudinals**

		SERIOUSNESS OF HOUSING AFFORDABILITY IN COUNTY				SERIOUSNESS OF RESIDENTIAL DEVELOPMENT IN COUNTY						TOTAL
		Not serious/Unsure	Somewhat serious	Very serious	Extremely serious	Not at all serious	Not that serious	Unsure	Somewhat serious	Very serious	Extremely serious	Total
RAISE THE TAX ON COMMERCIAL/RESIDENTIAL PROPERTIES	Oppose, strongly	80%	47%	43%	37%	46%	49%	56%	23%	54%	50%	42%
	Oppose, somewhat	5%	8%	15%	13%	14%	15%	14%	16%	12%	1%	13%
	Unsure	3%	2%	10%	5%	3%	6%	13%	7%	6%	1%	6%
	Support, somewhat	8%	38%	13%	25%	22%	26%	14%	25%	17%	23%	23%
	Support, strongly	5%	5%	18%	20%	15%	3%	3%	29%	12%	25%	17%
	n=	26	68	138	276	71	98	43	158	71	67	508
ALLOW MORE RESIDENTIAL DEVELOPMENT IN NEIGHBORHOODS	Oppose, strongly	25%	4%	19%	12%	14%	4%	11%	10%	18%	33%	14%
	Oppose, somewhat	7%	10%	7%	6%	1%	10%	2%	9%	8%	4%	7%
	Unsure	21%	9%	7%	6%	3%	11%	16%	6%	8%	2%	7%
	Support, somewhat	38%	43%	31%	27%	16%	28%	45%	41%	31%	15%	31%
	Support, strongly	8%	34%	36%	49%	66%	47%	27%	34%	35%	46%	42%
	n=	26	68	138	276	71	98	43	158	71	67	508

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**Specific Approaches - Attitudinals**

		DIRECTION OF COUNTY					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
RAISE THE TAX ON COMMERCIAL/RESIDENTIAL PROPERTIES	Oppose, strongly	57%	53%	42%	21%	35%	42%
	Oppose, somewhat	5%	14%	16%	20%	5%	13%
	Unsure	1%	8%	9%	8%	5%	6%
	Support, somewhat	18%	16%	18%	41%	12%	23%
	Support, strongly	19%	8%	16%	10%	43%	17%
	n=	140	69	116	134	43	508
ALLOW MORE RESIDENTIAL DEVELOPMENT IN NEIGHBORHOODS	Oppose, strongly	24%	9%	15%	5%	4%	14%
	Oppose, somewhat	13%	6%	5%	4%	0%	7%
	Unsure	8%	11%	7%	4%	7%	7%
	Support, somewhat	23%	32%	38%	32%	29%	31%
	Support, strongly	32%	42%	35%	55%	60%	42%
	n=	140	69	116	134	43	508

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Specific Approaches - Attitudinals

		APPROACHES TO ADDRESSING HOUSING AFFORDABILITY							TOTAL
		Build more single family homes	Implement stricter rent controls	Build more apartments and rental housing	Reduce the number of short-term rentals	All of those	None of those	Unsure	Total
RAISE THE TAX ON COMMERCIAL/RESIDENTIAL PROPERTIES	Oppose, strongly	48%	32%	36%	41%	37%	88%	42%	42%
	Oppose, somewhat	10%	13%	8%	28%	19%	3%	23%	13%
	Unsure	3%	5%	9%	4%	5%	7%	11%	6%
	Support, somewhat	14%	31%	28%	24%	30%	3%	18%	23%
	Support, strongly	26%	18%	19%	4%	9%	0%	5%	17%
	n=	137	108	103	43	52	27	38	508
ALLOW MORE RESIDENTIAL DEVELOPMENT IN NEIGHBORHOODS	Oppose, strongly	24%	8%	7%	13%	3%	28%	23%	14%
	Oppose, somewhat	10%	5%	2%	13%	3%	15%	6%	7%
	Unsure	11%	3%	5%	5%	6%	6%	26%	7%
	Support, somewhat	27%	33%	27%	43%	36%	35%	18%	31%
	Support, strongly	28%	51%	60%	26%	52%	16%	27%	42%
	n=	137	108	103	43	52	27	38	508

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