Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
RACE	White or Caucasian	69%	64%	81%	62%	54%	59%	65%	77%	87%	66%
	Black or African American	7%	5%	9%	9%	6%	4%	6%	6%	4%	6%
	Asian or Pacific Islander	11%	13%	0%	16%	18%	15%	16%	4%	4%	12%
	Other/Multi-racial	13%	17%	10%	13%	22%	22%	14%	13%	4%	15%
	n=	242	262	11	85	82	69	87	87	83	504
HISPANIC	No	68%	69%	68%	51%	66%	65%	80%	81%	87%	68%
	Yes	32%	31%	32%	49%	34%	35%	20%	19%	13%	32%
	n=	242	262	11	85	82	69	87	87	83	504

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Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
PARTY	Non-registrants	20%	17%	30%	13%	19%	24%	23%	8%	13%	19%
	Republican	21%	23%	10%	4%	28%	19%	39%	32%	37%	22%
	Democrat	37%	30%	52%	42%	27%	31%	26%	31%	25%	34%
	Non-partisan	16%	20%	9%	29%	19%	14%	12%	21%	20%	18%
	Minor Party	5%	9%	0%	13%	7%	12%	1%	8%	5%	7%
	n=	242	262	11	85	82	69	87	87	83	504
HOUSING TYPE	Apartment renter	16%	13%	10%	38%	6%	10%	5%	12%	7%	15%
	Condo renter	3%	4%	0%	4%	9%	6%	1%	3%	0%	4%
	Condo owner	7%	10%	0%	7%	10%	10%	12%	8%	8%	8%
	House renter	18%	16%	52%	21%	19%	13%	7%	1%	4%	17%
	House owner	54%	56%	39%	29%	54%	61%	75%	74%	74%	55%
	Mobile home	2%	1%	0%	1%	2%	0%	0%	2%	6%	1%
	n=	237	262	11	85	82	68	86	86	81	499

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Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
NEIGHBORHOOD DENSITY	Far below average	17%	21%	30%	20%	16%	16%	19%	15%	17%	19%
	Below average	18%	17%	23%	12%	11%	21%	16%	22%	29%	17%
	Average	18%	24%	20%	17%	23%	28%	19%	22%	19%	21%
	Above average	17%	16%	9%	14%	19%	15%	19%	20%	23%	17%
	Far above average	30%	21%	19%	37%	31%	20%	27%	20%	12%	26%
	n=	242	262	11	85	82	69	87	87	83	504
NEIGHBORHOOD INCOME	Far below average	24%	25%	32%	32%	22%	27%	24%	14%	13%	25%
	Below average	21%	19%	20%	32%	16%	14%	20%	19%	15%	20%
	Average	21%	16%	19%	15%	16%	19%	16%	22%	27%	18%
	Above average	17%	18%	0%	12%	21%	21%	20%	29%	19%	18%
	Far above average	17%	22%	30%	8%	25%	20%	20%	16%	27%	19%
	n=	242	262	11	85	82	69	87	87	83	504
NEIGHBORHOOD HOME VALUES	Far below average	26%	21%	38%	33%	20%	22%	19%	14%	13%	24%
	Below average	19%	21%	30%	20%	20%	18%	21%	19%	9%	20%
	Average	17%	19%	3%	21%	15%	26%	20%	15%	20%	18%
	Above average	19%	16%	0%	16%	23%	8%	23%	28%	32%	18%
	Far above average	19%	22%	30%	9%	22%	26%	18%	23%	26%	21%
	n=	242	262	11	85	82	69	87	87	83	504

Pure Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
REGION	Central	21%	20%	10%	29%	20%	21%	20%	17%	15%	20%
	East County	0%	1%	0%	2%	0%	1%	0%	2%	0%	1%
	East Suburban	15%	15%	29%	9%	13%	15%	14%	19%	15%	15%
	North City	25%	25%	0%	19%	30%	24%	34%	31%	37%	25%
	North County East	12%	15%	23%	15%	7%	13%	15%	10%	13%	13%
	North County West	12%	15%	30%	12%	7%	13%	9%	16%	13%	13%
	South Suburban	16%	9%	9%	14%	23%	14%	8%	6%	6%	12%
	n=	242	262	11	85	82	69	87	87	83	504

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Pure Demographics

		GENDER		TOTAL
		Female	Male	Total
AGE	18-24	6%	15%	11%
	25-34	22%	21%	21%
	35-44	15%	18%	17%
	45-54	18%	15%	16%
	55-64	17%	15%	16%
	65-74	11%	10%	11%
	75+	10%	6%	8%
	n=	242	262	504

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Pure Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
GENDER	Female	52%	58%	45%	42%	50%	51%	50%
	Male	48%	42%	55%	58%	50%	49%	50%
	n=	338	67	63	36	406	98	504
AGE	18-24	13%	15%	0%	7%	11%	11%	11%
	25-34	20%	29%	28%	19%	16%	33%	21%
	35-44	14%	16%	24%	25%	16%	18%	17%
	45-54	15%	10%	21%	24%	16%	18%	16%
	55-64	16%	14%	21%	14%	19%	10%	16%
	65-74	13%	10%	4%	9%	13%	6%	11%
	75+	11%	6%	3%	2%	10%	3%	8%
	n=	338	67	63	36	406	98	504

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Pure Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
PARTY	Non-registrants	20%	8%	20%	18%	16%	25%	19%
	Republican	24%	2%	14%	28%	23%	19%	22%
	Democrat	35%	46%	28%	25%	35%	31%	34%
	Non-partisan	14%	36%	28%	24%	18%	19%	18%
	Minor Party	7%	8%	9%	5%	8%	5%	7%
	n=	338	67	63	36	406	98	504
HOUSING TYPE	Apartment renter	15%	22%	14%	11%	11%	23%	15%
	Condo renter	3%	5%	3%	7%	3%	4%	4%
	Condo owner	8%	4%	9%	11%	9%	7%	8%
	House renter	16%	30%	5%	24%	15%	22%	17%
	House owner	57%	35%	68%	46%	61%	42%	55%
	Mobile home	1%	4%	1%	0%	1%	2%	1%
	n=	335	65	63	36	401	98	499

Pure Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
NEIGHBORHOOD DENSITY	Far below average	20%	13%	11%	25%	18%	20%	19%
	Below average	20%	9%	21%	9%	21%	10%	17%
	Average	19%	15%	20%	35%	22%	18%	21%
	Above average	17%	12%	23%	13%	17%	15%	17%
	Far above average	25%	52%	25%	18%	21%	36%	26%
	n=	338	67	63	36	406	98	504
NEIGHBORHOOD INCOME	Far below average	22%	36%	27%	28%	19%	37%	25%
	Below average	25%	24%	14%	4%	19%	22%	20%
	Average	17%	17%	14%	27%	18%	18%	18%
	Above average	18%	11%	16%	18%	19%	14%	18%
	Far above average	18%	11%	29%	24%	24%	10%	19%
	n=	338	67	63	36	406	98	504
NEIGHBORHOOD HOME VALUES	Far below average	22%	52%	21%	19%	17%	39%	24%
	Below average	20%	11%	19%	25%	18%	24%	20%
	Average	19%	13%	21%	15%	18%	18%	18%
	Above average	20%	15%	10%	17%	22%	8%	18%
	Far above average	19%	7%	29%	25%	25%	10%	21%
	n=	338	67	63	36	406	98	504

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Pure Demographics

		RACE				HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Other/Multi-racial	No	Yes	Total
REGION	Central	22%	36%	10%	12%	17%	27%	20%
	East County	1%	0%	0%	3%	0%	2%	1%
	East Suburban	16%	17%	5%	17%	15%	14%	15%
	North City	20%	10%	53%	31%	31%	11%	25%
	North County East	16%	7%	13%	5%	14%	13%	13%
	North County West	16%	9%	4%	13%	17%	6%	13%
	South Suburban	9%	21%	16%	19%	5%	27%	12%
	n=	338	67	63	36	406	98	504

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Pure Demographics

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
GENDER	Female	54%	47%	56%	45%	35%	55%	41%	41%	53%	49%	67%	50%
	Male	46%	53%	44%	55%	65%	45%	59%	59%	47%	51%	33%	50%
	n=	82	126	198	72	26	63	15	42	55	314	10	504
AGE	18-24	17%	5%	16%	5%	0%	7%	0%	0%	33%	7%	0%	11%
	25-34	15%	3%	27%	33%	37%	56%	22%	18%	27%	11%	11%	21%
	35-44	17%	21%	13%	17%	16%	7%	41%	19%	19%	16%	25%	17%
	45-54	21%	14%	15%	13%	27%	12%	25%	20%	13%	18%	0%	16%
	55-64	20%	28%	12%	10%	1%	5%	3%	24%	6%	22%	5%	16%
	65-74	4%	16%	10%	12%	13%	9%	8%	11%	0%	15%	20%	11%
	75+	6%	13%	6%	9%	6%	4%	0%	8%	2%	11%	38%	8%
	n=	82	126	198	72	26	63	15	42	55	314	10	504

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Pure Demographics

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
RACE	White or Caucasian	70%	73%	70%	49%	67%	67%	52%	64%	63%	69%	72%	66%
	Black or African American	3%	1%	9%	12%	7%	10%	8%	3%	11%	4%	17%	6%
	Asian or Pacific Islander	13%	8%	10%	19%	15%	12%	10%	13%	4%	15%	11%	12%
	Other/Multi-racial	14%	19%	11%	20%	11%	12%	30%	21%	22%	13%	0%	15%
	n=	82	126	198	72	26	63	15	42	55	314	10	504
HISPANIC	No	57%	72%	71%	66%	77%	50%	64%	73%	59%	76%	58%	68%
	Yes	43%	28%	29%	34%	23%	50%	36%	27%	41%	24%	42%	32%
	n=	82	126	198	72	26	63	15	42	55	314	10	504

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Pure Demographics

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
NEIGHBORHOOD DENSITY	Far below average	16%	26%	20%	14%	15%	16%	10%	10%	28%	19%	11%	19%
	Below average	19%	21%	19%	15%	5%	12%	8%	10%	7%	23%	48%	17%
	Average	21%	19%	18%	28%	26%	10%	10%	22%	22%	25%	0%	21%
	Above average	13%	18%	17%	18%	19%	15%	29%	25%	11%	18%	5%	17%
	Far above average	32%	17%	27%	25%	34%	47%	43%	34%	33%	15%	36%	26%
	n=	82	126	198	72	26	63	15	42	55	314	10	504
NEIGHBORHOOD INCOME	Far below average	35%	15%	23%	24%	39%	37%	36%	13%	31%	20%	47%	25%
	Below average	15%	23%	24%	17%	13%	37%	13%	25%	25%	14%	42%	20%
	Average	15%	18%	19%	20%	19%	12%	28%	23%	19%	18%	5%	18%
	Above average	15%	26%	16%	13%	14%	13%	4%	22%	8%	22%	5%	18%
	Far above average	19%	18%	17%	27%	16%	2%	19%	17%	18%	26%	0%	19%
	n=	82	126	198	72	26	63	15	42	55	314	10	504
NEIGHBORHOOD HOME VALUES	Far below average	39%	13%	23%	25%	15%	24%	42%	9%	37%	19%	47%	24%
	Below average	15%	24%	24%	12%	21%	20%	5%	26%	27%	17%	48%	20%
	Average	14%	18%	17%	17%	35%	23%	6%	13%	9%	21%	0%	18%
	Above average	12%	29%	19%	13%	6%	28%	22%	27%	5%	18%	5%	18%
	Far above average	20%	16%	17%	33%	23%	4%	25%	25%	21%	24%	0%	21%
	n=	82	126	198	72	26	63	15	42	55	314	10	504

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Pure Demographics

		PARTY					HOUSING TYPE						TOTAL
		Non-registrants	Republican	Democrat	Non-partisan	Minor Party	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
REGION	Central	27%	13%	21%	18%	30%	29%	35%	28%	30%	13%	11%	20%
	East County	0%	1%	0%	3%	0%	0%	0%	0%	0%	1%	5%	1%
	East Suburban	18%	17%	17%	7%	12%	8%	3%	11%	14%	18%	11%	15%
	North City	17%	32%	21%	31%	22%	16%	50%	33%	15%	28%	0%	25%
	North County East	10%	21%	14%	9%	7%	17%	0%	0%	16%	14%	42%	13%
	North County West	11%	6%	16%	16%	20%	10%	6%	16%	16%	14%	0%	13%
	South Suburban	17%	11%	9%	17%	9%	21%	6%	13%	10%	11%	30%	12%
	n=	82	126	198	72	26	63	15	42	55	314	10	504

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
GENDER	Female	45%	51%	42%	51%	58%	49%	52%	57%	50%	43%	55%	48%	47%	54%	45%	50%
	Male	55%	49%	58%	49%	42%	51%	48%	43%	50%	57%	45%	52%	53%	46%	55%	50%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504
AGE	18-24	17%	14%	10%	6%	8%	14%	10%	11%	0%	16%	17%	16%	2%	0%	15%	11%
	25-34	23%	14%	17%	18%	31%	28%	34%	18%	15%	9%	30%	22%	26%	20%	9%	21%
	35-44	14%	11%	18%	19%	20%	15%	13%	15%	20%	21%	14%	16%	14%	21%	18%	17%
	45-54	14%	20%	22%	15%	13%	18%	11%	17%	20%	17%	15%	15%	23%	7%	21%	16%
	55-64	16%	14%	14%	18%	17%	15%	15%	14%	18%	17%	13%	16%	17%	20%	14%	16%
	65-74	9%	14%	11%	13%	9%	6%	10%	13%	18%	9%	7%	10%	9%	17%	12%	11%
	75+	7%	13%	7%	11%	4%	4%	6%	12%	9%	11%	4%	4%	9%	15%	10%	8%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
RACE	White or Caucasian	69%	75%	59%	67%	65%	60%	81%	63%	69%	60%	63%	66%	69%	74%	62%	66%
	Black or African American	4%	3%	4%	4%	13%	9%	8%	6%	4%	4%	14%	4%	5%	6%	2%	6%
	Asian or Pacific Islander	7%	15%	11%	17%	12%	13%	8%	9%	11%	18%	11%	12%	14%	7%	17%	12%
	Other/Multi-racial	20%	7%	25%	12%	11%	17%	3%	22%	15%	19%	12%	19%	12%	14%	18%	15%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504
HISPANIC	No	66%	82%	72%	71%	55%	53%	66%	68%	75%	84%	48%	62%	68%	85%	84%	68%
	Yes	34%	18%	28%	29%	45%	47%	34%	32%	25%	16%	52%	38%	32%	15%	16%	32%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

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Pure Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
PARTY	Non-registrants	16%	20%	18%	14%	23%	27%	14%	15%	17%	18%	31%	14%	15%	13%	18%	19%
	Republican	30%	26%	19%	24%	14%	13%	25%	22%	33%	20%	12%	27%	22%	36%	17%	22%
	Democrat	35%	36%	29%	33%	35%	31%	41%	35%	31%	30%	33%	41%	32%	35%	27%	34%
	Non-partisan	13%	16%	24%	20%	18%	18%	15%	20%	14%	25%	19%	11%	17%	14%	29%	18%
	Minor Party	6%	2%	9%	8%	10%	11%	5%	7%	6%	6%	5%	7%	14%	3%	8%	7%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504
HOUSING TYPE	Apartment renter	13%	10%	7%	13%	27%	22%	27%	10%	10%	2%	15%	15%	19%	23%	3%	15%
	Condo renter	2%	2%	2%	6%	6%	5%	2%	6%	1%	4%	7%	1%	1%	5%	4%	4%
	Condo owner	4%	5%	9%	12%	11%	4%	10%	10%	10%	7%	3%	11%	6%	13%	10%	8%
	House renter	25%	6%	18%	11%	22%	21%	21%	18%	7%	15%	27%	23%	8%	5%	17%	17%
	House owner	56%	73%	65%	58%	33%	45%	38%	56%	70%	72%	46%	47%	65%	55%	65%	55%
	Mobile home	1%	4%	0%	0%	2%	3%	3%	0%	0%	0%	3%	3%	0%	0%	0%	1%
	n=	99	100	101	101	98	100	97	102	102	98	98	93	107	105	96	499

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		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
REGION	Central	5%	7%	10%	0%	62%	33%	29%	1%	24%	9%	39%	0%	11%	36%	13%	20%
	East County	4%	0%	0%	0%	0%	2%	0%	0%	1%	0%	2%	0%	0%	1%	0%	1%
	East Suburban	23%	23%	14%	22%	0%	13%	7%	30%	27%	0%	26%	20%	20%	7%	0%	15%
	North City	12%	33%	18%	60%	11%	6%	11%	42%	26%	46%	2%	8%	22%	49%	49%	25%
	North County East	48%	22%	2%	0%	1%	7%	40%	10%	11%	0%	1%	38%	28%	4%	0%	13%
	North County West	7%	16%	43%	1%	0%	10%	0%	17%	0%	40%	3%	13%	10%	3%	37%	13%
	South Suburban	0%	0%	13%	17%	26%	28%	13%	0%	10%	6%	26%	22%	10%	0%	0%	12%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

Pure Demographics

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
GENDER	Female	52%	48%	50%	43%	45%	64%	50%
	Male	48%	52%	50%	57%	55%	36%	50%
	n=	75	100	154	69	67	39	504
AGE	18-24	5%	19%	0%	18%	24%	8%	11%
	25-34	30%	15%	17%	23%	19%	25%	21%
	35-44	17%	14%	20%	9%	9%	30%	17%
	45-54	17%	16%	16%	15%	17%	18%	16%
	55-64	16%	14%	22%	18%	10%	10%	16%
	65-74	9%	14%	13%	8%	13%	5%	11%
	75+	6%	8%	12%	8%	8%	4%	8%
	n=	75	100	154	69	67	39	504

Pure Demographics

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
RACE	White or Caucasian	74%	70%	53%	80%	77%	51%	66%
	Black or African American	11%	7%	2%	3%	4%	11%	6%
	Asian or Pacific Islander	6%	4%	26%	11%	3%	15%	12%
	Other/Multi-racial	9%	19%	19%	6%	15%	23%	15%
	n=	75	100	154	69	67	39	504
HISPANIC	No	58%	69%	87%	69%	85%	30%	68%
	Yes	42%	31%	13%	31%	15%	70%	32%
	n=	75	100	154	69	67	39	504

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

Pure Demographics

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
PARTY	Non-registrants	25%	22%	13%	14%	15%	26%	19%
	Republican	14%	24%	29%	34%	11%	19%	22%
	Democrat	35%	37%	29%	36%	42%	26%	34%
	Non-partisan	16%	11%	23%	12%	22%	25%	18%
	Minor Party	11%	6%	6%	4%	11%	5%	7%
	n=	75	100	154	69	67	39	504
HOUSING TYPE	Apartment renter	21%	7%	9%	18%	11%	25%	15%
	Condo renter	6%	1%	7%	0%	2%	2%	4%
	Condo owner	11%	6%	11%	0%	10%	9%	8%
	House renter	25%	15%	10%	20%	20%	13%	17%
	House owner	36%	70%	62%	57%	59%	48%	55%
	Mobile home	1%	1%	0%	4%	0%	3%	1%
	n=	74	97	153	69	67	39	499

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

Pure Demographics

		REGION						TOTAL
		Central	East Suburban	North City	North County East	North County West	South Suburban	Total
NEIGHBORHOOD DENSITY	Far below average	5%	32%	9%	67%	10%	0%	19%
	Below average	6%	25%	23%	28%	21%	0%	17%
	Average	10%	19%	15%	3%	68%	23%	21%
	Above average	0%	23%	41%	0%	1%	23%	17%
	Far above average	79%	0%	11%	1%	0%	54%	26%
	n=	75	100	154	69	67	39	504
NEIGHBORHOOD INCOME	Far below average	41%	24%	6%	13%	19%	56%	25%
	Below average	29%	9%	9%	60%	0%	21%	20%
	Average	1%	35%	31%	13%	23%	0%	18%
	Above average	21%	32%	19%	14%	0%	14%	18%
	Far above average	8%	0%	36%	0%	58%	9%	19%
	n=	75	100	154	69	67	39	504
NEIGHBORHOOD HOME VALUES	Far below average	45%	43%	2%	1%	6%	51%	24%
	Below average	0%	25%	6%	56%	19%	35%	20%
	Average	10%	22%	16%	38%	13%	14%	18%
	Above average	31%	9%	35%	5%	4%	0%	18%
	Far above average	13%	0%	41%	0%	58%	0%	21%
	n=	75	100	154	69	67	39	504

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

Crime Victim - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
VICTIM OF CRIME IN LAST YEAR	Property	10%	10%	0%	7%	19%	9%	13%	12%	10%	10%
	Violent	2%	1%	0%	2%	0%	2%	2%	0%	5%	1%
	Organized	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	White collar	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%
	Identity theft	6%	6%	9%	3%	4%	6%	6%	10%	5%	6%
	Not a crime victim	80%	80%	91%	84%	76%	80%	78%	74%	75%	80%
	Multiple	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%
	Unsure	2%	1%	0%	2%	0%	1%	1%	3%	3%	1%
	n=	242	262	11	85	82	69	87	87	83	504

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

Crime Victim - Demographics

		RACE					HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Native American	Other/Multi-racial	No	Yes	Total
VICTIM OF CRIME IN LAST YEAR	Property	10%	11%	9%	33%	11%	10%	9%	10%
	Violent	1%	0%	4%	0%	2%	2%	1%	1%
	Organized	0%	1%	0%	0%	0%	0%	0%	0%
	White collar	1%	3%	0%	0%	0%	1%	0%	1%
	Identity theft	6%	3%	4%	0%	8%	5%	9%	6%
	Not a crime victim	81%	76%	80%	67%	77%	81%	78%	80%
	Multiple	0%	4%	1%	0%	0%	1%	0%	1%
	Unsure	2%	2%	1%	0%	2%	1%	2%	1%
	n=	338	67	63	5	31	406	98	504

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

Crime Victim - Demographics

		REGISTERED VOTER		HOUSING TYPE						TOTAL
		No	Yes	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
VICTIM OF CRIME IN LAST YEAR	Property	17%	9%	6%	36%	10%	8%	10%	25%	10%
	Violent	2%	1%	2%	0%	0%	1%	2%	0%	1%
	Organized	0%	0%	0%	0%	0%	0%	0%	0%	0%
	White collar	2%	0%	0%	0%	1%	0%	1%	0%	1%
	Identity theft	6%	6%	7%	17%	0%	1%	7%	0%	6%
	Not a crime victim	68%	82%	85%	46%	86%	88%	78%	64%	80%
	Multiple	0%	1%	0%	0%	1%	0%	0%	11%	1%
	Unsure	4%	1%	0%	2%	2%	1%	2%	0%	1%
	n=	79	425	63	15	42	55	314	10	504

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

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
VICTIM OF CRIME IN LAST YEAR	Property	7%	10%	9%	14%	11%	14%	4%	12%	14%	8%	11%	5%	12%	12%	12%	10%
	Violent	1%	1%	2%	0%	2%	1%	1%	2%	1%	1%	2%	0%	2%	1%	1%	1%
	Organized	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	White collar	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	1%
	Identity theft	4%	5%	5%	11%	6%	3%	7%	11%	3%	7%	7%	4%	2%	11%	6%	6%
	Not a crime victim	86%	81%	81%	71%	79%	79%	88%	69%	79%	83%	77%	89%	80%	75%	80%	80%
	Multiple	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%
	Unsure	1%	1%	2%	3%	1%	1%	1%	4%	2%	0%	2%	1%	3%	0%	1%	1%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

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

Crime Victim - Demographics

		REGION							TOTAL
		Central	East County	East Suburban	North City	North County East	North County West	South Suburban	Total
VICTIM OF CRIME IN LAST YEAR	Property	9%	9%	10%	13%	6%	10%	11%	10%
	Violent	4%	0%	3%	1%	0%	0%	0%	1%
	Organized	0%	0%	0%	0%	0%	0%	0%	0%
	White collar	0%	0%	1%	1%	0%	2%	0%	1%
	Identity theft	3%	0%	10%	7%	3%	9%	3%	6%
	Not a crime victim	81%	91%	69%	76%	91%	80%	86%	80%
	Multiple	1%	0%	1%	1%	0%	0%	0%	1%
	Unsure	1%	0%	5%	2%	0%	0%	0%	1%
	n=	75	5	95	154	69	67	39	504

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

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
SAFETY OF SAN DIEGO COUNTY COMPARED TO OTHER BIG CITIES	Much less safe	4%	5%	0%	4%	6%	3%	2%	11%	10%	5%
	Somewhat less safe	31%	22%	20%	25%	32%	33%	25%	22%	24%	27%
	Unsure/About the same	10%	6%	0%	1%	5%	7%	15%	15%	20%	8%
	Somewhat safer	36%	42%	43%	45%	36%	43%	36%	34%	31%	39%
	Much safer	18%	25%	38%	25%	21%	14%	22%	17%	16%	22%
	n=	242	262	11	85	82	69	87	87	83	504
SAFETY IN NEIGHBORHOOD	Do not feel safe at all	5%	3%	0%	2%	3%	2%	11%	3%	9%	4%
	Do not feel safe, somewhat	15%	9%	0%	17%	10%	8%	16%	17%	10%	12%
	Unsure	3%	0%	0%	4%	0%	7%	0%	0%	0%	2%
	Feel somewhat safe	35%	36%	32%	32%	34%	36%	35%	41%	40%	35%
	Feel very safe	42%	52%	68%	45%	53%	47%	37%	39%	41%	47%
	n=	242	262	11	85	82	69	87	87	83	504
DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR	Increase by a lot	33%	27%	10%	19%	27%	27%	42%	51%	43%	30%
	Increase by a little	22%	28%	39%	24%	21%	28%	23%	22%	23%	25%
	Unsure/No effect	41%	40%	48%	50%	50%	41%	32%	19%	33%	41%
	Decrease by a little	3%	3%	3%	3%	2%	2%	3%	9%	2%	3%
	Decrease by a lot	2%	1%	0%	5%	0%	2%	1%	0%	0%	2%
	n=	242	262	11	85	82	69	87	87	83	504

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

		RACE					HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Native American	Other/Multi-racial	No	Yes	Total
SAFETY OF SAN DIEGO COUNTY COMPARED TO OTHER BIG CITIES	Much less safe	5%	2%	6%	0%	4%	4%	5%	5%
	Somewhat less safe	25%	24%	30%	0%	36%	25%	29%	27%
	Unsure/About the same	9%	2%	7%	31%	2%	9%	5%	8%
	Somewhat safer	42%	34%	32%	16%	37%	40%	37%	39%
	Much safer	20%	38%	25%	53%	21%	21%	24%	22%
	n=	338	67	63	5	31	406	98	504
SAFETY IN NEIGHBORHOOD	Do not feel safe at all	4%	0%	9%	17%	2%	5%	2%	4%
	Do not feel safe, somewhat	10%	2%	15%	16%	24%	10%	16%	12%
	Unsure	2%	1%	0%	0%	5%	2%	2%	2%
	Feel somewhat safe	37%	41%	44%	0%	20%	36%	32%	35%
	Feel very safe	48%	56%	31%	67%	50%	47%	47%	47%
	n=	338	67	63	5	31	406	98	504
DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR	Increase by a lot	31%	17%	31%	33%	29%	31%	28%	30%
	Increase by a little	24%	18%	28%	35%	29%	24%	27%	25%
	Unsure/No effect	40%	57%	37%	31%	42%	42%	38%	41%
	Decrease by a little	3%	4%	4%	0%	0%	3%	4%	3%
	Decrease by a lot	2%	3%	0%	0%	0%	1%	3%	2%
	n=	338	67	63	5	31	406	98	504

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		REGISTERED VOTER		HOUSING TYPE						TOTAL
		No	Yes	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
SAFETY OF SAN DIEGO COUNTY COMPARED TO OTHER BIG CITIES	Much less safe	5%	5%	8%	0%	7%	4%	4%	0%	5%
	Somewhat less safe	29%	26%	31%	7%	15%	26%	29%	25%	27%
	Unsure/About the same	12%	7%	3%	3%	11%	3%	10%	22%	8%
	Somewhat safer	41%	39%	35%	66%	36%	41%	38%	31%	39%
	Much safer	14%	24%	23%	23%	32%	26%	19%	22%	22%
	n=	79	425	63	15	42	55	314	10	504
SAFETY IN NEIGHBORHOOD	Do not feel safe at all	8%	3%	5%	3%	6%	2%	5%	0%	4%
	Do not feel safe, somewhat	15%	11%	21%	25%	11%	6%	10%	42%	12%
	Unsure	0%	2%	0%	0%	0%	6%	1%	0%	2%
	Feel somewhat safe	27%	37%	46%	33%	44%	27%	34%	17%	35%
	Feel very safe	49%	46%	28%	39%	40%	59%	50%	41%	47%
	n=	79	425	63	15	42	55	314	10	504
DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR	Increase by a lot	30%	30%	31%	16%	30%	13%	35%	48%	30%
	Increase by a little	29%	24%	23%	42%	28%	20%	26%	31%	25%
	Unsure/No effect	41%	41%	39%	42%	42%	56%	36%	22%	41%
	Decrease by a little	0%	4%	5%	0%	0%	4%	3%	0%	3%
	Decrease by a lot	0%	2%	3%	0%	0%	7%	0%	0%	2%
	n=	79	425	63	15	42	55	314	10	504

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		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
SAFETY OF SAN DIEGO COUNTY COMPARED TO OTHER BIG CITIES	Much less safe	3%	4%	5%	2%	8%	5%	4%	6%	5%	3%	3%	4%	6%	8%	3%	5%
	Somewhat less safe	37%	22%	25%	26%	24%	31%	26%	29%	29%	18%	28%	38%	25%	27%	15%	27%
	Unsure/About the same	3%	10%	6%	15%	6%	5%	10%	10%	9%	6%	5%	9%	8%	8%	10%	8%
	Somewhat safer	35%	45%	40%	32%	41%	34%	46%	37%	37%	42%	39%	32%	41%	35%	47%	39%
	Much safer	22%	19%	24%	25%	21%	24%	14%	18%	20%	32%	24%	17%	21%	22%	25%	22%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504
SAFETY IN NEIGHBORHOOD	Do not feel safe at all	3%	7%	2%	2%	7%	7%	5%	2%	2%	4%	7%	0%	4%	6%	3%	4%
	Do not feel safe, somewhat	6%	10%	12%	8%	21%	25%	7%	8%	11%	5%	16%	7%	19%	10%	9%	12%
	Unsure	0%	5%	1%	0%	3%	1%	4%	0%	1%	3%	4%	0%	1%	0%	3%	2%
	Feel somewhat safe	35%	31%	27%	51%	34%	29%	49%	44%	31%	23%	32%	47%	31%	36%	30%	35%
	Feel very safe	56%	48%	58%	39%	35%	38%	35%	46%	55%	64%	40%	45%	45%	48%	56%	47%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504
DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR	Increase by a lot	30%	32%	35%	30%	23%	23%	34%	29%	38%	27%	17%	38%	36%	36%	25%	30%
	Increase by a little	30%	21%	31%	29%	17%	22%	17%	30%	29%	30%	28%	18%	23%	23%	33%	25%
	Unsure/No effect	38%	44%	31%	35%	52%	50%	39%	38%	29%	43%	47%	39%	36%	36%	42%	41%
	Decrease by a little	1%	4%	3%	3%	4%	5%	4%	2%	4%	0%	4%	3%	5%	5%	0%	3%
	Decrease by a lot	1%	0%	0%	2%	4%	0%	7%	0%	0%	0%	4%	3%	0%	0%	0%	2%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

		REGION							TOTAL
		Central	East County	East Suburban	North City	North County East	North County West	South Suburban	Total
SAFETY OF SAN DIEGO COUNTY COMPARED TO OTHER BIG CITIES	Much less safe	7%	0%	6%	4%	2%	5%	5%	5%
	Somewhat less safe	19%	78%	35%	27%	25%	22%	32%	27%
	Unsure/About the same	8%	0%	9%	9%	5%	6%	8%	8%
	Somewhat safer	50%	0%	32%	32%	48%	44%	31%	39%
	Much safer	15%	22%	19%	29%	20%	22%	25%	22%
	n=	75	5	95	154	69	67	39	504
SAFETY IN NEIGHBORHOOD	Do not feel safe at all	8%	0%	5%	5%	3%	1%	0%	4%
	Do not feel safe, somewhat	19%	0%	10%	8%	7%	16%	14%	12%
	Unsure	4%	0%	1%	3%	0%	0%	0%	2%
	Feel somewhat safe	32%	22%	38%	36%	41%	26%	41%	35%
	Feel very safe	37%	78%	46%	48%	49%	58%	45%	47%
	n=	75	5	95	154	69	67	39	504
DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR	Increase by a lot	25%	22%	30%	31%	35%	28%	32%	30%
	Increase by a little	14%	78%	28%	26%	28%	32%	25%	25%
	Unsure/No effect	54%	0%	39%	42%	32%	35%	36%	41%
	Decrease by a little	3%	0%	3%	1%	4%	5%	5%	3%
	Decrease by a lot	4%	0%	0%	0%	2%	0%	3%	2%
	n=	75	5	95	154	69	67	39	504

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

Safety - Attitudinals

		VICTIM OF CRIME IN LAST YEAR								TOTAL
		Property	Violent	Organized	White collar	Identity theft	Not a crime victim	Multiple	Unsure	Total
SAFETY OF SAN DIEGO COUNTY COMPARED TO OTHER BIG CITIES	Much less safe	7%	0%	0%	39%	9%	4%	0%	0%	5%
	Somewhat less safe	29%	52%	100%	16%	21%	26%	26%	20%	27%
	Unsure/About the same	15%	34%	0%	0%	8%	6%	0%	40%	8%
	Somewhat safer	37%	14%	0%	29%	27%	41%	45%	32%	39%
	Much safer	12%	0%	0%	16%	36%	23%	29%	8%	22%
	n=	61	6	1	6	25	391	4	10	504
SAFETY IN NEIGHBORHOOD	Do not feel safe at all	10%	86%	0%	0%	0%	2%	26%	12%	4%
	Do not feel safe, somewhat	28%	0%	0%	33%	21%	9%	0%	15%	12%
	Unsure	0%	0%	0%	0%	0%	2%	29%	15%	2%
	Feel somewhat safe	42%	14%	100%	39%	42%	34%	16%	25%	35%
	Feel very safe	19%	0%	0%	27%	37%	52%	29%	33%	47%
	n=	61	6	1	6	25	391	4	10	504
DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR	Increase by a lot	45%	64%	100%	100%	36%	26%	26%	45%	30%
	Increase by a little	24%	0%	0%	0%	26%	26%	29%	20%	25%
	Unsure/No effect	28%	36%	0%	0%	35%	43%	45%	30%	41%
	Decrease by a little	3%	0%	0%	0%	3%	3%	0%	5%	3%
	Decrease by a lot	0%	0%	0%	0%	0%	2%	0%	0%	2%
	n=	61	6	1	6	25	391	4	10	504

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

Most Important Issue - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
MOST IMPORTANT ISSUE	Homelessness	23%	21%	10%	24%	23%	28%	24%	21%	18%	22%
	Housing affordability	22%	18%	20%	35%	26%	16%	14%	12%	4%	20%
	Cost of living	12%	8%	0%	10%	16%	15%	7%	9%	6%	10%
	Housing availability	4%	9%	20%	5%	5%	5%	4%	5%	4%	6%
	Water scarcity	4%	5%	10%	2%	0%	4%	6%	5%	7%	4%
	Economy and jobs	2%	5%	0%	1%	4%	6%	7%	3%	6%	4%
	Inflation	5%	2%	0%	2%	1%	5%	5%	4%	15%	4%
	Crime and safety	2%	4%	10%	1%	2%	0%	5%	3%	3%	3%
	Environment and climate change	3%	4%	9%	3%	4%	1%	5%	4%	1%	4%
	Gasoline prices	2%	3%	9%	3%	1%	0%	1%	3%	5%	3%
	Infrastructure/Road repair	2%	3%	0%	5%	0%	2%	4%	4%	1%	2%
	Schools/Education	4%	1%	0%	3%	3%	3%	0%	5%	3%	2%
	Bad political leadership	2%	2%	0%	0%	6%	2%	4%	2%	1%	2%
	Illegal immigration/Border	2%	1%	0%	0%	1%	2%	2%	4%	7%	2%
	Taxes	2%	2%	0%	0%	2%	4%	4%	1%	0%	2%
	Traffic	1%	2%	0%	0%	0%	3%	3%	2%	4%	2%
	Overdevelopment/Overpopulation	1%	0%	0%	1%	0%	0%	0%	2%	2%	0%
	Other	2%	7%	10%	6%	1%	1%	3%	8%	7%	5%
	Nothing/Don't know	2%	3%	3%	1%	2%	3%	1%	4%	8%	3%
	n=	242	262	11	85	82	69	87	87	83	504

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

		RACE					HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Native American	Other/Multi-racial	No	Yes	Total
MOST IMPORTANT ISSUE	Homelessness	22%	26%	23%	0%	20%	22%	22%	22%
	Housing affordability	21%	15%	18%	0%	25%	17%	29%	20%
	Cost of living	9%	14%	17%	17%	7%	10%	9%	10%
	Housing availability	6%	8%	11%	35%	0%	8%	3%	6%
	Water scarcity	5%	1%	3%	0%	2%	6%	1%	4%
	Economy and jobs	2%	2%	2%	0%	13%	2%	7%	4%
	Inflation	4%	3%	2%	16%	5%	5%	1%	4%
	Crime and safety	4%	0%	4%	17%	0%	2%	4%	3%
	Environment and climate change	3%	17%	1%	14%	0%	5%	1%	4%
	Gasoline prices	3%	1%	0%	0%	4%	1%	6%	3%
	Infrastructure/Road repair	2%	1%	5%	0%	2%	2%	4%	2%
	Schools/Education	2%	2%	2%	0%	5%	3%	2%	2%
	Bad political leadership	1%	2%	2%	0%	8%	2%	3%	2%
	Illegal immigration/Border	3%	0%	1%	0%	0%	3%	0%	2%
	Taxes	2%	0%	0%	0%	3%	2%	1%	2%
	Traffic	1%	0%	4%	0%	2%	2%	0%	2%
	Overdevelopment/Overpopulation	1%	0%	1%	0%	0%	1%	0%	0%
	Other	5%	6%	2%	0%	6%	6%	2%	5%
	Nothing/Don't know	3%	0%	5%	0%	0%	2%	4%	3%
	n=	338	67	63	5	31	406	98	504

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

		REGISTERED VOTER		HOUSING TYPE						TOTAL
		No	Yes	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
MOST IMPORTANT ISSUE	Homelessness	25%	22%	26%	59%	25%	6%	23%	11%	22%
	Housing affordability	20%	20%	31%	19%	23%	39%	11%	39%	20%
	Cost of living	15%	9%	13%	6%	14%	5%	10%	0%	10%
	Housing availability	10%	6%	2%	16%	5%	13%	5%	17%	6%
	Water scarcity	12%	3%	1%	0%	3%	4%	6%	0%	4%
	Economy and jobs	3%	4%	1%	0%	12%	0%	5%	0%	4%
	Inflation	2%	4%	2%	0%	2%	3%	5%	0%	4%
	Crime and safety	2%	3%	7%	0%	2%	1%	3%	0%	3%
	Environment and climate change	1%	4%	3%	0%	0%	6%	4%	0%	4%
	Gasoline prices	1%	3%	4%	0%	0%	0%	4%	0%	3%
	Infrastructure/Road repair	2%	3%	0%	0%	0%	5%	3%	0%	2%
	Schools/Education	1%	3%	0%	0%	6%	1%	3%	0%	2%
	Bad political leadership	3%	2%	0%	0%	2%	3%	3%	0%	2%
	Illegal immigration/Border	0%	2%	0%	0%	0%	0%	3%	17%	2%
	Taxes	0%	2%	0%	0%	0%	0%	3%	0%	2%
	Traffic	0%	2%	2%	0%	2%	0%	2%	5%	2%
	Overdevelopment/Overpopulation	0%	1%	0%	0%	1%	1%	0%	0%	0%
	Other	0%	6%	4%	0%	2%	8%	4%	11%	5%
	Nothing/Don't know	3%	3%	4%	0%	1%	5%	2%	0%	3%
	n=	79	425	63	15	42	55	314	10	504

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

Most Important Issue - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
MOST IMPORTANT ISSUE	Homelessness	11%	21%	20%	20%	33%	30%	19%	19%	15%	25%	22%	18%	25%	23%	23%	22%
	Housing affordability	20%	17%	17%	16%	29%	21%	25%	22%	20%	14%	27%	25%	13%	24%	13%	20%
	Cost of living	9%	11%	10%	10%	9%	8%	14%	8%	13%	6%	5%	18%	14%	7%	6%	10%
	Housing availability	14%	7%	10%	2%	0%	3%	7%	5%	6%	13%	4%	7%	3%	4%	13%	6%
	Water scarcity	4%	10%	3%	6%	1%	5%	2%	6%	4%	5%	6%	1%	3%	7%	5%	4%
	Economy and jobs	2%	2%	3%	6%	6%	7%	0%	5%	6%	0%	7%	2%	2%	3%	3%	4%
	Inflation	3%	9%	3%	3%	2%	3%	2%	4%	3%	7%	2%	3%	3%	4%	7%	4%
	Crime and safety	7%	2%	2%	4%	1%	1%	6%	3%	4%	1%	1%	7%	1%	4%	3%	3%
	Environment and climate change	1%	3%	5%	2%	6%	5%	5%	2%	3%	2%	5%	3%	1%	5%	2%	4%
	Gasoline prices	1%	1%	3%	6%	3%	4%	2%	7%	1%	1%	6%	1%	4%	0%	2%	3%
	Infrastructure/Road repair	3%	1%	3%	0%	4%	1%	5%	0%	5%	1%	4%	2%	4%	1%	1%	2%
	Schools/Education	3%	0%	5%	3%	1%	0%	1%	4%	3%	4%	0%	2%	2%	4%	4%	2%
	Bad political leadership	5%	1%	1%	6%	1%	0%	1%	5%	2%	5%	0%	1%	1%	7%	4%	2%
	Illegal immigration/Border	4%	3%	2%	1%	0%	0%	3%	1%	3%	3%	0%	3%	3%	1%	3%	2%
	Taxes	3%	1%	2%	2%	0%	2%	2%	2%	2%	1%	0%	2%	6%	0%	1%	2%
	Traffic	1%	6%	1%	0%	0%	1%	0%	1%	4%	2%	0%	0%	4%	2%	2%	2%
	Overdevelopment/Overpopulation	0%	0%	0%	3%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	1%	0%
	Other	6%	2%	9%	5%	1%	4%	4%	4%	4%	8%	5%	2%	5%	4%	7%	5%
	Nothing/Don't know	1%	4%	0%	5%	3%	5%	2%	2%	1%	2%	5%	2%	3%	2%	1%	3%
	n=	100	103	101	101	99	101	98	105	102	98	101	94	107	106	96	504

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

Most Important Issue - Demographics

		REGION							TOTAL
		Central	East County	East Suburban	North City	North County East	North County West	South Suburban	Total
MOST IMPORTANT ISSUE	Homelessness	33%	0%	16%	18%	10%	27%	28%	22%
	Housing affordability	33%	9%	26%	16%	14%	12%	19%	20%
	Cost of living	9%	14%	8%	5%	14%	9%	20%	10%
	Housing availability	3%	0%	6%	8%	10%	10%	0%	6%
	Water scarcity	1%	0%	8%	7%	4%	4%	1%	4%
	Economy and jobs	5%	13%	6%	4%	0%	1%	5%	4%
	Inflation	4%	0%	3%	6%	5%	1%	2%	4%
	Crime and safety	2%	0%	2%	5%	9%	0%	0%	3%
	Environment and climate change	0%	0%	2%	4%	3%	6%	8%	4%
	Gasoline prices	3%	0%	6%	1%	1%	6%	2%	3%
	Infrastructure/Road repair	4%	0%	4%	1%	2%	1%	3%	2%
	Schools/Education	1%	0%	3%	3%	1%	5%	3%	2%
	Bad political leadership	1%	0%	1%	7%	2%	1%	0%	2%
	Illegal immigration/Border	0%	9%	1%	1%	7%	3%	0%	2%
	Taxes	0%	0%	0%	0%	6%	4%	2%	2%
	Traffic	0%	0%	1%	4%	4%	0%	0%	2%
	Overdevelopment/Overpopulation	0%	0%	0%	2%	0%	0%	0%	0%
	Other	1%	56%	5%	4%	4%	11%	0%	5%
	Nothing/Don't know	0%	0%	3%	3%	3%	1%	6%	3%
	n=	75	5	95	154	69	67	39	504

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

		VICTIM OF CRIME IN LAST YEAR								TOTAL
		Property	Violent	Organized	White collar	Identity theft	Not a crime victim	Multiple	Unsure	Total
MOST IMPORTANT ISSUE	Homelessness	28%	22%	0%	41%	18%	22%	55%	17%	22%
	Housing affordability	11%	14%	100%	0%	12%	23%	0%	20%	20%
	Cost of living	6%	0%	0%	16%	4%	11%	0%	8%	10%
	Housing availability	8%	16%	0%	0%	0%	6%	16%	15%	6%
	Water scarcity	6%	0%	0%	0%	0%	4%	0%	12%	4%
	Economy and jobs	1%	0%	0%	12%	5%	4%	0%	0%	4%
	Inflation	8%	18%	0%	16%	0%	3%	0%	0%	4%
	Crime and safety	4%	14%	0%	15%	0%	3%	0%	0%	3%
	Environment and climate change	2%	0%	0%	0%	4%	4%	0%	0%	4%
	Gasoline prices	0%	0%	0%	0%	18%	2%	0%	13%	3%
	Infrastructure/Road repair	1%	17%	0%	0%	0%	3%	0%	0%	2%
	Schools/Education	2%	0%	0%	0%	3%	2%	0%	15%	2%
	Bad political leadership	8%	0%	0%	0%	9%	1%	0%	0%	2%
	Illegal immigration/Border	3%	0%	0%	0%	9%	1%	0%	0%	2%
	Taxes	4%	0%	0%	0%	0%	2%	0%	0%	2%
	Traffic	0%	0%	0%	0%	2%	2%	0%	0%	2%
	Overdevelopment/Overpopulation	3%	0%	0%	0%	0%	0%	0%	0%	0%
	Other	5%	0%	0%	0%	4%	5%	29%	0%	5%
	Nothing/Don't know	1%	0%	0%	0%	10%	2%	0%	0%	3%
	n=	61	6	1	6	25	391	4	10	504

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

Most Important Issue - Attitudinals

MOST IMPORTANT ISSUE		SAFETY OF SAN DIEGO COUNTY COMPARED TO OTHER BIG CITIES					SAFETY IN NEIGHBORHOOD					DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR					TOTAL
		Much less safe	Somewhat less safe	Unsure/About the same	Somewhat safer	Much safer	Do not feel safe at all	Do not feel safe, somewhat	Unsure	Feel somewhat safe	Feel very safe	Increase by a lot	Increase by a little	Unsure/No effect	Decrease by a little	Decrease by a lot	Total
MOST IMPORTANT ISSUE	Homelessness	48%	20%	27%	24%	14%	29%	28%	8%	23%	20%	24%	23%	20%	20%	31%	22%
	Housing affordability	18%	21%	9%	21%	23%	0%	20%	5%	19%	24%	11%	20%	28%	19%	5%	20%
	Cost of living	7%	17%	5%	7%	9%	6%	12%	0%	11%	9%	14%	6%	9%	11%	0%	10%
	Housing availability	0%	5%	7%	9%	5%	6%	3%	12%	6%	7%	2%	14%	5%	0%	0%	6%
	Water scarcity	0%	3%	2%	6%	4%	0%	0%	0%	4%	6%	1%	4%	7%	0%	0%	4%
	Economy and jobs	0%	4%	0%	5%	3%	10%	3%	0%	4%	3%	3%	3%	5%	7%	0%	4%
	Inflation	3%	1%	13%	3%	5%	16%	4%	34%	4%	1%	5%	3%	3%	4%	13%	4%
	Crime and safety	2%	8%	2%	2%	0%	12%	6%	0%	5%	0%	9%	1%	1%	0%	0%	3%
	Environment and climate change	3%	2%	2%	2%	8%	0%	0%	0%	2%	6%	1%	1%	6%	20%	0%	4%
	Gasoline prices	0%	1%	6%	1%	7%	6%	6%	0%	4%	1%	2%	5%	3%	0%	0%	3%
	Infrastructure/Road repair	0%	1%	5%	4%	1%	6%	0%	41%	3%	1%	4%	1%	1%	0%	51%	2%
	Schools/Education	2%	2%	3%	2%	4%	0%	3%	0%	2%	3%	4%	1%	2%	0%	0%	2%
	Bad political leadership	0%	2%	5%	3%	3%	0%	5%	0%	2%	2%	3%	2%	2%	0%	0%	2%
	Illegal immigration/Border	7%	2%	6%	1%	1%	4%	4%	0%	2%	1%	5%	1%	0%	0%	0%	2%
	Taxes	0%	3%	0%	3%	0%	0%	3%	0%	2%	2%	2%	2%	1%	0%	0%	2%
	Traffic	5%	1%	3%	1%	2%	6%	0%	0%	2%	1%	4%	2%	0%	0%	0%	2%
	Overdevelopment/Overpopulation	0%	1%	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%
	Other	6%	5%	4%	2%	9%	0%	3%	0%	2%	7%	4%	9%	3%	0%	0%	5%
	Nothing/Don't know	0%	1%	2%	5%	1%	0%	1%	0%	3%	3%	1%	0%	4%	18%	0%	3%
	n=	26	130	48	188	112	21	51	5	192	235	160	120	200	18	6	504

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

Most Important Issue - Attitudinals

		DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR					TOTAL
		Increase by a lot	Increase by a little	Unsure/No effect	Decrease by a little	Decrease by a lot	Total
MOST IMPORTANT ISSUE	Homelessness	24%	23%	20%	20%	31%	22%
	Housing affordability	11%	20%	28%	19%	5%	20%
	Cost of living	14%	6%	9%	11%	0%	10%
	Housing availability	2%	14%	5%	0%	0%	6%
	Water scarcity	1%	4%	7%	0%	0%	4%
	Economy and jobs	3%	3%	5%	7%	0%	4%
	Inflation	5%	3%	3%	4%	13%	4%
	Crime and safety	9%	1%	1%	0%	0%	3%
	Environment and climate change	1%	1%	6%	20%	0%	4%
	Gasoline prices	2%	5%	3%	0%	0%	3%
	Infrastructure/Road repair	4%	1%	1%	0%	51%	2%
	Schools/Education	4%	1%	2%	0%	0%	2%
	Bad political leadership	3%	2%	2%	0%	0%	2%
	Illegal immigration/Border	5%	1%	0%	0%	0%	2%
	Taxes	2%	2%	1%	0%	0%	2%
	Traffic	4%	2%	0%	0%	0%	2%
	Overdevelopment/Overpopulation	0%	1%	1%	0%	0%	0%
	Other	4%	9%	3%	0%	0%	5%
	Nothing/Don't know	1%	0%	4%	18%	0%	3%
	n=	160	120	200	18	6	504

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
CIVIC MOOD	Wrong Track, Strongly	27%	21%	0%	8%	27%	18%	49%	38%	34%	24%
	Wrong Track, Somewhat	15%	17%	0%	18%	22%	9%	20%	24%	16%	16%
	Mixed/Unsure	20%	16%	29%	23%	21%	24%	7%	6%	13%	18%
	Right Direction, Somewhat	31%	40%	71%	42%	26%	43%	17%	23%	26%	35%
	Right Direction, Strongly	6%	6%	0%	9%	4%	6%	7%	8%	11%	6%
	n=	241	260	11	84	82	69	85	87	83	501

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

Civic Mood - Demographics

		RACE					HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Native American	Other/Multi-racial	No	Yes	Total
CIVIC MOOD	Wrong Track, Strongly	22%	21%	18%	35%	37%	24%	23%	24%
	Wrong Track, Somewhat	16%	11%	16%	16%	19%	15%	18%	16%
	Mixed/Unsure	15%	40%	19%	35%	24%	20%	15%	18%
	Right Direction, Somewhat	40%	21%	40%	14%	17%	34%	39%	35%
	Right Direction, Strongly	7%	8%	8%	0%	3%	7%	5%	6%
	n=	337	66	62	5	31	403	98	501

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

Civic Mood - Demographics

		REGISTERED VOTER		HOUSING TYPE						TOTAL
		No	Yes	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
CIVIC MOOD	Wrong Track, Strongly	28%	23%	14%	10%	19%	13%	30%	64%	24%
	Wrong Track, Somewhat	15%	17%	20%	25%	7%	16%	16%	17%	16%
	Mixed/Unsure	23%	17%	21%	38%	8%	27%	16%	5%	18%
	Right Direction, Somewhat	30%	36%	39%	27%	51%	43%	31%	0%	35%
	Right Direction, Strongly	4%	7%	6%	0%	15%	0%	7%	14%	6%
	n=	79	422	63	15	42	53	314	10	501

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

Civic Mood - Demographics

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
CIVIC MOOD	Wrong Track, Strongly	23%	28%	25%	23%	21%	22%	22%	25%	30%	22%	22%	18%	26%	32%	23%	24%
	Wrong Track, Somewhat	16%	10%	21%	9%	21%	15%	17%	11%	22%	16%	11%	16%	19%	20%	18%	16%
	Mixed/Unsure	23%	26%	12%	9%	21%	26%	14%	17%	14%	17%	26%	21%	15%	15%	13%	18%
	Right Direction, Somewhat	34%	32%	33%	52%	30%	29%	40%	41%	29%	39%	36%	39%	27%	30%	42%	35%
	Right Direction, Strongly	3%	4%	9%	7%	8%	8%	7%	5%	5%	6%	6%	6%	12%	3%	5%	6%
	n=	99	103	101	101	97	100	96	105	102	98	100	92	107	106	96	501

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

Civic Mood - Demographics

		REGION							TOTAL
		Central	East County	East Suburban	North City	North County East	North County West	South Suburban	Total
CIVIC MOOD	Wrong Track, Strongly	17%	91%	24%	29%	23%	17%	27%	24%
	Wrong Track, Somewhat	25%	0%	14%	16%	18%	6%	16%	16%
	Mixed/Unsure	21%	9%	31%	12%	12%	20%	16%	18%
	Right Direction, Somewhat	30%	0%	27%	35%	38%	51%	36%	35%
	Right Direction, Strongly	6%	0%	4%	8%	9%	6%	5%	6%
	n=	74	5	95	153	68	67	39	501

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

Civic Mood - Attitudinals

		VICTIM OF CRIME IN LAST YEAR								TOTAL
		Property	Violent	Organized	White collar	Identity theft	Not a crime victim	Multiple	Unsure	Total
CIVIC MOOD	Wrong Track, Strongly	44%	64%	100%	56%	37%	19%	84%	40%	24%
	Wrong Track, Somewhat	13%	0%	0%	17%	12%	17%	0%	25%	16%
	Mixed/Unsure	17%	36%	0%	27%	12%	19%	0%	5%	18%
	Right Direction, Somewhat	24%	0%	0%	0%	25%	39%	16%	23%	35%
	Right Direction, Strongly	2%	0%	0%	0%	14%	7%	0%	8%	6%
	n=	61	6	1	6	24	389	4	10	501

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

CIVIC MOOD		SAFETY OF SAN DIEGO COUNTY COMPARED TO OTHER BIG CITIES					SAFETY IN NEIGHBORHOOD					DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR					TOTAL
		Much less safe	Somewhat less safe	Unsure/About the same	Somewhat safer	Much safer	Do not feel safe at all	Do not feel safe, somewhat	Unsure	Feel somewhat safe	Feel very safe	Increase by a lot	Increase by a little	Unsure/No effect	Decrease by a little	Decrease by a lot	Total
CIVIC MOOD	Wrong Track, Strongly	49%	32%	58%	17%	9%	89%	45%	20%	22%	14%	53%	14%	11%	8%	5%	24%
	Wrong Track, Somewhat	32%	14%	6%	20%	12%	0%	28%	0%	20%	12%	21%	16%	13%	22%	0%	16%
	Mixed/Unsure	12%	21%	13%	18%	20%	11%	11%	39%	18%	20%	13%	15%	25%	16%	5%	18%
	Right Direction, Somewhat	7%	28%	22%	39%	49%	0%	16%	41%	35%	44%	12%	51%	39%	43%	91%	35%
	Right Direction, Strongly	0%	5%	1%	7%	10%	0%	0%	0%	5%	10%	1%	4%	11%	11%	0%	6%
	n=	26	128	48	187	112	21	51	5	191	233	160	120	197	18	6	501

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

Civic Mood - Attitudinals

CIVIC MOOD		DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR					TOTAL
		Increase by a lot	Increase by a little	Unsure/No effect	Decrease by a little	Decrease by a lot	Total
CIVIC MOOD	Wrong Track, Strongly	53%	14%	11%	8%	5%	24%
	Wrong Track, Somewhat	21%	16%	13%	22%	0%	16%
	Mixed/Unsure	13%	15%	25%	16%	5%	18%
	Right Direction, Somewhat	12%	51%	39%	43%	91%	35%
	Right Direction, Strongly	1%	4%	11%	11%	0%	6%
	n=	160	120	197	18	6	501

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

Civic Mood - Attitudinals

		MOST IMPORTANT ISSUE											TOTAL
		Homelessness	Housing affordability	Cost of living	Housing availability	Water scarcity	Economy and jobs	Inflation	Crime and safety	Environment and climate change	Other	Nothing/Don't know	Total
CIVIC MOOD	Wrong Track, Strongly	19%	17%	29%	9%	7%	43%	24%	42%	2%	41%	4%	24%
	Wrong Track, Somewhat	19%	18%	15%	10%	10%	6%	16%	19%	14%	17%	10%	16%
	Mixed/Unsure	17%	22%	20%	15%	35%	5%	30%	4%	35%	11%	25%	18%
	Right Direction, Somewhat	35%	36%	33%	65%	46%	36%	21%	35%	42%	25%	46%	35%
	Right Direction, Strongly	9%	6%	2%	1%	2%	10%	9%	0%	7%	6%	16%	6%
	n=	114	85	52	31	20	19	22	13	21	108	16	501

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

Crime Reduction Proposals - Demographics

		GENDER		AGE							TOTAL
		Female	Male	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
PROPOSALS TO REDUCE CRIME	Expand use of drones/cameras	3%	5%	0%	3%	2%	7%	2%	9%	8%	4%
	More funding for mental health programs	37%	31%	53%	49%	27%	32%	24%	28%	14%	34%
	More funding for education	12%	20%	29%	22%	22%	16%	6%	3%	4%	16%
	Less policing	1%	1%	0%	0%	2%	0%	1%	0%	0%	1%
	Longer sentencing/harsher punishment	11%	12%	10%	4%	9%	12%	18%	13%	23%	12%
	More policing	12%	13%	9%	4%	16%	16%	14%	18%	18%	13%
	Stricter enforcement of laws	18%	14%	0%	13%	13%	10%	30%	27%	24%	16%
	Unsure/Depends	7%	4%	0%	4%	8%	6%	5%	4%	9%	5%
	n=	241	260	11	85	82	68	87	87	81	501

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Crime Reduction Proposals - Demographics

		RACE					HISPANIC		TOTAL
		White or Caucasian	Black or African American	Asian or Pacific Islander	Native American	Other/Multi-racial	No	Yes	Total
PROPOSALS TO REDUCE CRIME	Expand use of drones/cameras	4%	1%	9%	0%	2%	3%	6%	4%
	More funding for mental health programs	34%	49%	27%	0%	36%	36%	30%	34%
	More funding for education	13%	27%	15%	17%	26%	14%	19%	16%
	Less policing	1%	1%	0%	0%	0%	1%	0%	1%
	Longer sentencing/harsher punishment	13%	7%	10%	16%	5%	11%	12%	12%
	More policing	15%	4%	12%	35%	6%	11%	16%	13%
	Stricter enforcement of laws	15%	2%	21%	31%	22%	18%	13%	16%
	Unsure/Depends	5%	7%	6%	0%	3%	5%	5%	5%
	n=	336	67	63	5	30	404	97	501

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Crime Reduction Proposals - Demographics

		REGISTERED VOTER		HOUSING TYPE						TOTAL
		No	Yes	Apartment renter	Condo renter	Condo owner	House renter	House owner	Mobile home	Total
PROPOSALS TO REDUCE CRIME	Expand use of drones/cameras	5%	4%	7%	0%	5%	0%	5%	0%	4%
	More funding for mental health programs	26%	36%	29%	41%	38%	51%	30%	24%	34%
	More funding for education	19%	15%	14%	19%	10%	24%	15%	5%	16%
	Less policing	1%	1%	0%	0%	0%	1%	1%	0%	1%
	Longer sentencing/harsher punishment	12%	11%	20%	4%	10%	4%	12%	34%	12%
	More policing	17%	12%	9%	28%	14%	7%	15%	0%	13%
	Stricter enforcement of laws	13%	17%	19%	5%	17%	8%	19%	0%	16%
	Unsure/Depends	7%	5%	1%	2%	7%	6%	5%	36%	5%
	n=	78	423	63	14	42	55	312	10	501

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

		NEIGHBORHOOD DENSITY					NEIGHBORHOOD INCOME					NEIGHBORHOOD HOME VALUES					TOTAL
		Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Far below average	Below average	Average	Above average	Far above average	Total
PROPOSALS TO REDUCE CRIME	Expand use of drones/cameras	3%	5%	3%	7%	3%	2%	5%	5%	6%	3%	2%	5%	6%	2%	6%	4%
	More funding for mental health programs	36%	33%	33%	31%	36%	31%	32%	41%	30%	36%	32%	33%	36%	32%	38%	34%
	More funding for education	12%	17%	22%	10%	16%	23%	19%	6%	12%	16%	20%	14%	20%	8%	16%	16%
	Less policing	0%	1%	0%	2%	0%	0%	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%
	Longer sentencing/harsher punishment	18%	12%	10%	7%	10%	10%	16%	6%	14%	12%	8%	12%	15%	13%	10%	12%
	More policing	12%	15%	9%	23%	8%	10%	12%	16%	11%	16%	16%	12%	6%	19%	11%	13%
	Stricter enforcement of laws	12%	11%	20%	16%	20%	16%	13%	20%	21%	12%	11%	21%	13%	22%	15%	16%
	Unsure/Depends	6%	5%	3%	4%	7%	8%	1%	5%	7%	4%	10%	1%	5%	4%	4%	5%
	n=	99	103	100	101	98	100	98	104	102	97	100	94	106	106	95	501

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Crime Reduction Proposals - Demographics

		REGION							TOTAL
		Central	East County	East Suburban	North City	North County East	North County West	South Suburban	Total
PROPOSALS TO REDUCE CRIME	Expand use of drones/cameras	1%	9%	2%	5%	3%	3%	11%	4%
	More funding for mental health programs	41%	9%	33%	31%	37%	51%	10%	34%
	More funding for education	15%	0%	16%	11%	19%	13%	27%	16%
	Less policing	0%	0%	1%	0%	0%	1%	2%	1%
	Longer sentencing/harsher punishment	13%	14%	14%	10%	20%	7%	5%	12%
	More policing	10%	0%	19%	17%	8%	6%	14%	13%
	Stricter enforcement of laws	14%	13%	13%	20%	10%	16%	24%	16%
	Unsure/Depends	5%	56%	3%	7%	2%	2%	7%	5%
	n=	73	5	95	154	68	67	39	501

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

Crime Reduction Proposals - Attitudinals

		VICTIM OF CRIME IN LAST YEAR								TOTAL
		Property	Violent	Organized	White collar	Identity theft	Not a crime victim	Multiple	Unsure	Total
PROPOSALS TO REDUCE CRIME	Expand use of drones/cameras	1%	0%	0%	0%	15%	4%	0%	13%	4%
	More funding for mental health programs	27%	17%	0%	0%	32%	36%	16%	23%	34%
	More funding for education	7%	0%	0%	12%	7%	18%	29%	5%	16%
	Less policing	1%	0%	0%	16%	0%	0%	0%	0%	1%
	Longer sentencing/harsher punishment	16%	0%	100%	56%	5%	12%	0%	0%	12%
	More policing	20%	27%	0%	17%	25%	11%	0%	17%	13%
	Stricter enforcement of laws	18%	57%	0%	0%	16%	16%	26%	15%	16%
	Unsure/Depends	10%	0%	0%	0%	0%	5%	29%	28%	5%
	n=	60	5	1	6	25	390	4	10	501

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		SAFETY OF SAN DIEGO COUNTY COMPARED TO OTHER BIG CITIES					SAFETY IN NEIGHBORHOOD					DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR					TOTAL
		Much less safe	Somewhat less safe	Unsure/About the same	Somewhat safer	Much safer	Do not feel safe at all	Do not feel safe, somewhat	Unsure	Feel somewhat safe	Feel very safe	Increase by a lot	Increase by a little	Unsure/No effect	Decrease by a little	Decrease by a lot	Total
PROPOSALS TO REDUCE CRIME	Expand use of drones/cameras	7%	4%	5%	3%	4%	0%	0%	0%	6%	4%	4%	4%	5%	0%	0%	4%
	More funding for mental health programs	8%	27%	19%	40%	42%	6%	20%	80%	29%	42%	15%	37%	42%	70%	78%	34%
	More funding for education	3%	12%	4%	19%	21%	2%	5%	8%	8%	26%	4%	10%	28%	16%	0%	16%
	Less policing	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%
	Longer sentencing/harsher punishment	55%	14%	13%	9%	4%	40%	23%	0%	13%	6%	27%	8%	3%	0%	22%	12%
	More policing	12%	15%	12%	10%	14%	13%	10%	0%	18%	10%	15%	18%	8%	11%	0%	13%
	Stricter enforcement of laws	10%	21%	40%	13%	8%	39%	39%	0%	18%	8%	29%	17%	8%	0%	0%	16%
	Unsure/Depends	6%	6%	7%	4%	6%	0%	3%	12%	6%	5%	6%	7%	4%	2%	0%	5%
	n=	26	130	47	186	112	20	50	5	192	234	159	119	199	18	6	501

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Crime Reduction Proposals - Attitudinals

		DIRECTION OF CRIME IN SAN DIEGO COUNTY IN PAST YEAR					TOTAL
		Increase by a lot	Increase by a little	Unsure/No effect	Decrease by a little	Decrease by a lot	Total
PROPOSALS TO REDUCE CRIME	Expand use of drones/cameras	4%	4%	5%	0%	0%	4%
	More funding for mental health programs	15%	37%	42%	70%	78%	34%
	More funding for education	4%	10%	28%	16%	0%	16%
	Less policing	1%	0%	1%	0%	0%	1%
	Longer sentencing/harsher punishment	27%	8%	3%	0%	22%	12%
	More policing	15%	18%	8%	11%	0%	13%
	Stricter enforcement of laws	29%	17%	8%	0%	0%	16%
	Unsure/Depends	6%	7%	4%	2%	0%	5%
	n=	159	119	199	18	6	501

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

Crime Reduction Proposals - Attitudinals

		MOST IMPORTANT ISSUE											TOTAL
		Homelessness	Housing affordability	Cost of living	Housing availability	Water scarcity	Economy and jobs	Inflation	Crime and safety	Environment and climate change	Other	Nothing/Don't know	Total
PROPOSALS TO REDUCE CRIME	Expand use of drones/cameras	4%	1%	11%	5%	0%	0%	0%	0%	2%	5%	19%	4%
	More funding for mental health programs	32%	57%	22%	27%	30%	38%	30%	9%	41%	26%	17%	34%
	More funding for education	13%	15%	18%	31%	25%	26%	0%	4%	45%	10%	11%	16%
	Less policing	0%	0%	2%	0%	3%	0%	0%	0%	0%	1%	0%	1%
	Longer sentencing/harsher punishment	14%	5%	10%	3%	4%	14%	21%	41%	2%	16%	10%	12%
	More policing	15%	9%	7%	18%	25%	17%	11%	5%	3%	14%	20%	13%
	Stricter enforcement of laws	19%	9%	25%	6%	13%	5%	32%	41%	4%	19%	11%	16%
	Unsure/Depends	4%	5%	5%	10%	0%	0%	6%	0%	3%	8%	11%	5%
	n=	114	86	52	31	19	19	21	13	21	108	17	501

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Crime Reduction Proposals - Attitudinals

		CIVIC MOOD					TOTAL
		Wrong Track, Strongly	Wrong Track, Somewhat	Mixed/Unsure	Right Direction, Somewhat	Right Direction, Strongly	Total
PROPOSALS TO REDUCE CRIME	Expand use of drones/cameras	3%	4%	4%	3%	14%	4%
	More funding for mental health programs	13%	24%	44%	47%	40%	34%
	More funding for education	10%	13%	22%	17%	26%	16%
	Less policing	0%	0%	1%	1%	0%	1%
	Longer sentencing/harsher punishment	26%	16%	1%	7%	2%	12%
	More policing	14%	13%	11%	14%	7%	13%
	Stricter enforcement of laws	28%	29%	12%	6%	2%	16%
	Unsure/Depends	6%	2%	6%	5%	9%	5%
	n=	133	80	83	160	42	501

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