San Diego County Issues Barometer Sept. 2022 Poll
CROSSBORDER

n=505 San Diego County Residents
Margin of Sampling Error +/- 4.4%
September 2-10, 2022
Weighted on turnout, party, race, Hispanic, gender, region, age

Hello is _____ there? Hi this is _____ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego to ask your opinion on local issues. We are not selling anything. Most people find it interesting, and all your answers will be kept strictly confidential. Please let me begin by asking…

Q1.   To help us better understand what's important in different areas of San Diego County, what is your ZIP code?

	%
Central	20.2
East County	0.8
East Suburban	15.2
North City	24.3
North County East	14.2
North County West	13.2
South Suburban	12.1

Q2.   And in what year were you born?

	%
18-24	13.0
25-34	21.0
35-44	16.4
45-54	16.1
55-64	15.6
65-74	10.4
75+	7.5
Average	**47**

Q3.   Do you think things in San Diego County are moving in the right direction or have they gotten off on the wrong track?

	June %	Sept %
Right direction, strongly	5.9	6.2
Right direction, somewhat	29.6	35.9
Wrong track, somewhat	17.4	15.7
Wrong track, strongly	28.8	23.2
Mixed *(Not read)*	3.2	4.0
Unsure *(Not read)*	14.2	14.5
Refused *(Not read)*	1.0	0.5

Q4.   What is the most important issue facing people in San Diego County?

	June %	Sept %
Homelessness	22.1	22.2
Housing affordability	18.2	21.0
Cost of living	8.9	10.1
Housing availability	3.5	6.6
Water scarcity	1.5	4.0
Economy and jobs	2.9	3.6
Inflation	6.4	3.5
Crime and safety	2.6	3.4
Environment and climate change	2.2	3.4
Gasoline prices	9.3	2.8
Infrastructure/Road repair	0.0	2.5
Schools/Education	3.1	2.3
Bad political leadership	2.0	2.1
Illegal immigration/Border	3.1	1.9
Taxes	1.4	1.6
Traffic	1.4	1.5
Overdevelopment/Overpopulation	1.7	0.4
Other	4.4	4.3
Nothing/Don't know	5.4	2.7

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On another topic…

Q14.   Do you have a positive or negative impression of northern Baja California, or do you not have any impression of it?

	%
Very positive	9.6
Somewhat positive	16.9
Somewhat negative	14.9
Very negative	13.2
No impression	40.1
Neutral *(Not read)*	2.1
Unsure *(Not read)*	3.2

Q15.   During the past year, about how many times have you visited Tijuana or northern Baja California?

	%
0	71.3
1	3.8
2	7.8
3-5	9.1
6-10	3.9
11-20	1.7
21+	2.4

Q16a. What is your main reason for going? *(n=184)*

	%
Vacation, sightsee, fish, enjoy outdoors	37.7
Visit relatives, friends	26.0
Healthcare, medicine, treatment	13.3
Nightlife, dinner	8.5
Shopping	3.6
Business	2.7
Sports	2.0
Other	4.5
Unsure	1.6

Q16b. What is your main reason for not going? *(n=321)*

	%
Safety concerns	43.6
No interest/reason/desire to go	15.7
No passport/Don't travel	8.1
COVID protocols	7.9
No family, friends in the region	7.3
Long border wait times	6.6
No time to go	2.4
Don't speak the language	1.8
Unaware of things to do in the region	1.4
No one to travel with	1.1
Other	1.0
Unsure	3.0

Q17.   Do you consider San Diego and Tijuana as a mega-region or do you consider them distinctly separate cities?

	%
Definitely a mega-region	13.0
Probably a mega-region	11.0
Probably distinctly separate cities	17.5
Definitely distinctly separate cities	55.1
Unsure *(Not read)*	3.3

Q18.   In an effort to control the amount of sewage that enters the Pacific Ocean from Tijuana and fouls San Diego area beaches, the US government is considering spending $300 million to plan, design, and construct wastewater treatment facilities in Mexico. Do you favor or oppose this expenditure of funds?

	%
Favor, strongly	44.5
Favor, somewhat	27.2
Oppose, somewhat	8.6
Oppose, strongly	10.9
Neutral/Depends *(Not read)*	4.2
Unsure *(Not read)*	4.7

Thanks. Now I have some demographic questions to ensure we have a representative sample...

Q19.   And do you reside in…

	%
An apartment	15.0
A condo that you rent	3.5
A condo that you own	8.3
A house that you rent	17.0
A house that you own	54.5
A mobile home	1.4
Refused *(Not read)*	0.4

Q20.   Are/were either of your parents Hispanic?

	%
No	69.3
Yes	30.7

Q21.   Is your racial heritage mainly

	%
White or Caucasian	68.5
Black or African American	5.1
Asian or Pacific Islander	12.3
Native American	1.0
Other/Multiracial	13.1

Thanks for your time and your opinion counts, goodbye.

22.   SEX

	%
Male	50.0
Female	50.0

23.   LANGAUGE

	%
English	97.4
Spanish	2.6

24.   REGISTERED VOTER/POLITICAL PARTY

	%
Yes	81.9
No	19.1