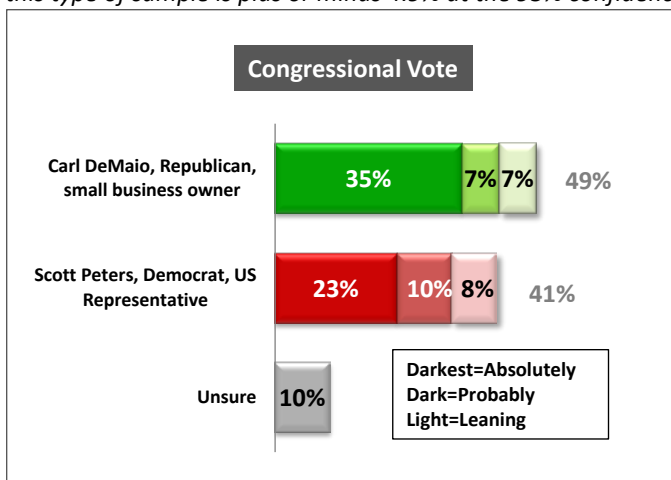


**MEMORANDUM**

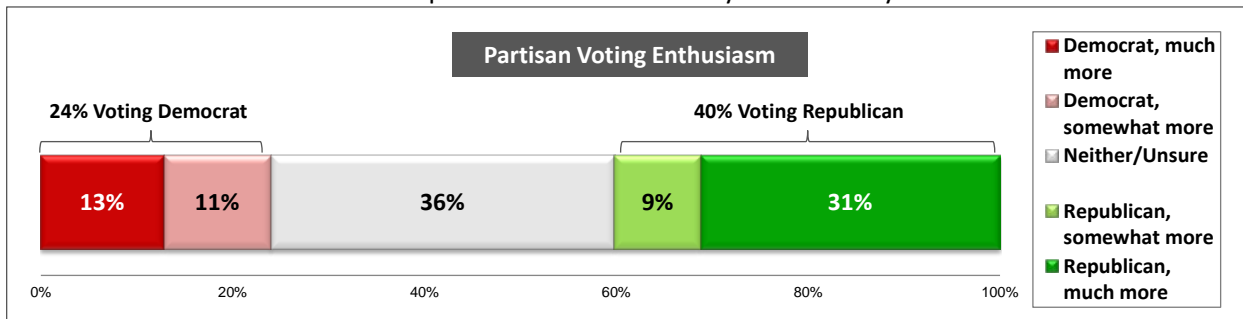
**TO:** Tony Krvaric, Republican Party of San Diego County  
**FROM:** John Nienstedt, Competitive Edge  
**RE:** Analysis of CA CD 52 Poll Results  
**DATE:** Tuesday, October 07, 2014

*This analysis is based on the results from the poll of 400 likely November voters who reside in California's 52nd Congressional District which we fielded October 3-5. Interviews were conducted by professional interviewers from Competitive Edge's headquarters in San Diego, California. The maximum margin of sampling error associated with this type of sample is plus or minus 4.9% at the 95% confidence level.*



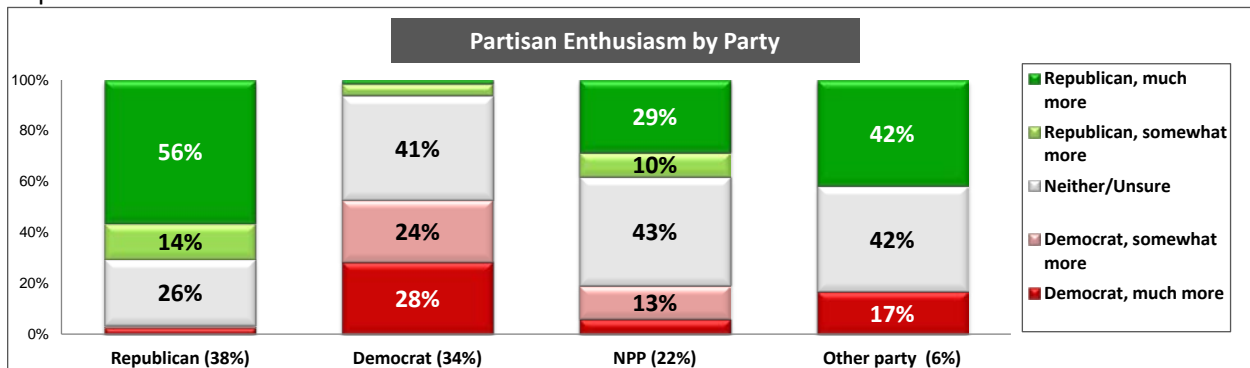
Republican small businessman Carl DeMaio leads incumbent Democrat Scott Peters by a margin of 7%. At 48.5% of the vote, DeMaio is tantalizingly close to 50%+1 which would assure him victory. Only 10% remain undecided in this race, a small percentage given that 55% of the District's voters are expected to cast a ballot. Reinforcing the finding that "play" in the electorate has dwindled, a whopping 58% of the voters have already committed to a candidate as sample ballots are landing in their mailboxes.

Voters are more enthusiastic for Republican candidates this year than they are for Democrat candidates.

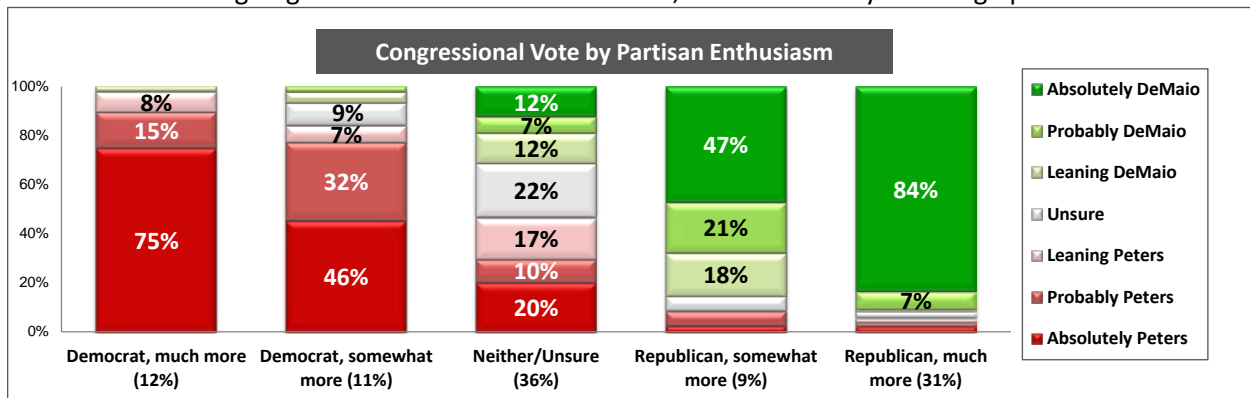


Strong enthusiasm among Democrats to vote for their party's standard bearers is half of what it is among Republicans. Non-partisan voters are also far more likely to prefer a Republican over a Democrat, although many do not have a preference. Those registered with minor parties get in on the pro-

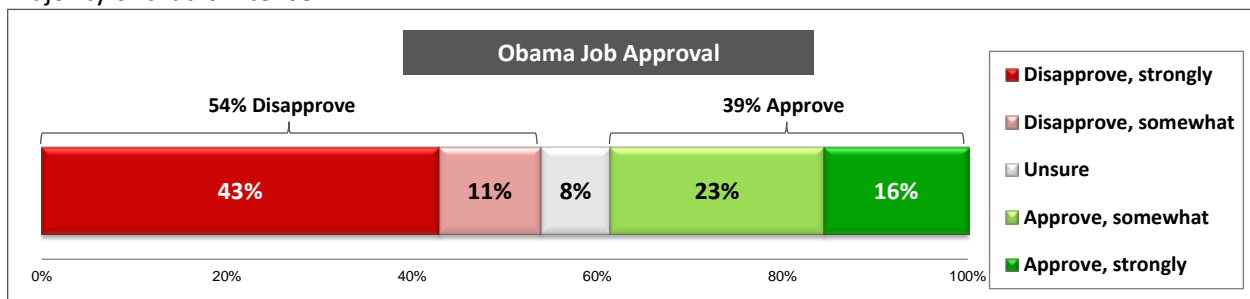
Republican act as well.



This translates into a huge positive for DeMaio, as the 31% who are much more inclined to go with a Republican candidate this year nearly all fall to him. Of course Peters picks up the voters who are enthusiastic about Democrat candidates, but there are not nearly enough of them now. Sealing the deal for DeMaio means going after the unenthusiastic voters; Peters currently has a leg up with them.

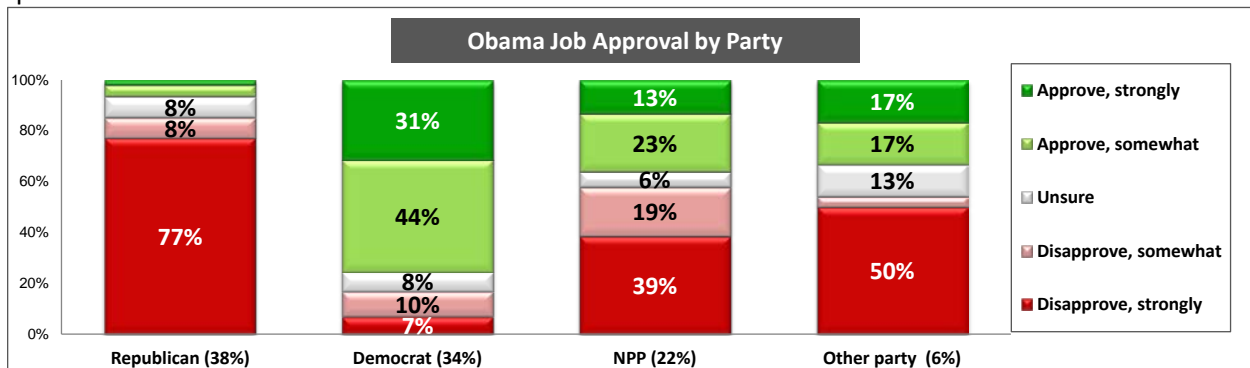


Approval of President Obama's job performance is low and weak, as only 39% give him kudos and just 16% strongly approve of the job he is doing. In contrast, most (54%) voters disapprove and a large majority of that is intense.

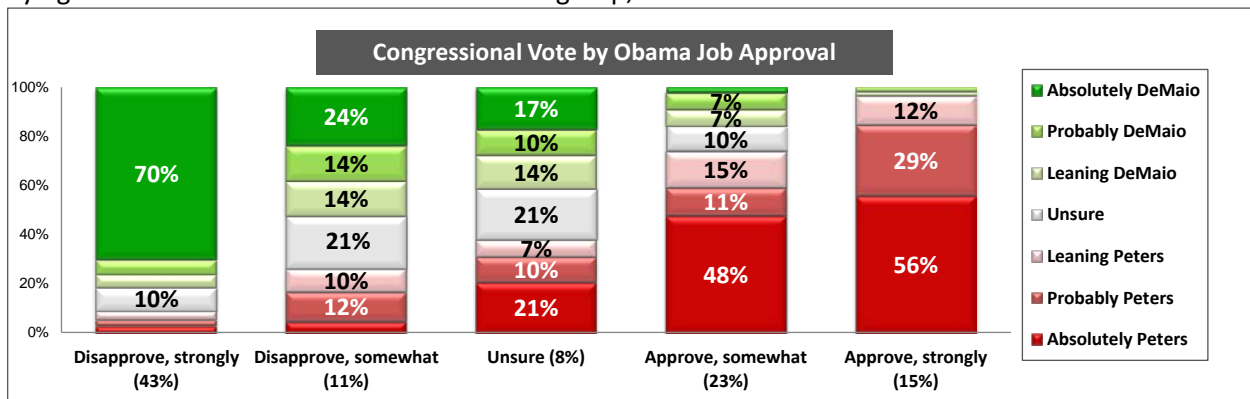


Republicans excoriate the President, as 77% of them strongly disapprove of the job he is doing. That may be expected, but non-partisans and members of minor parties also generally disapprove of the President as well. Only Democrats are left standing by their man, and even then the support is more

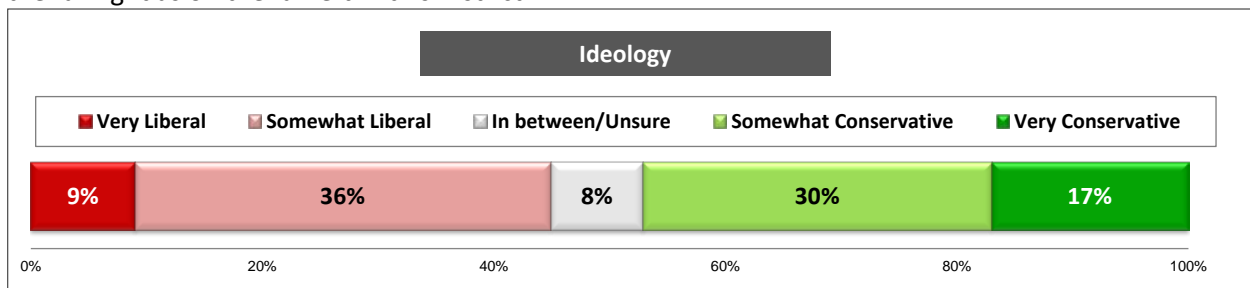
qualified than intense.



This situation also helps DeMaio, as he gets more than 80% the votes of Obama's strongest detractors. DeMaio also does well among those who somewhat disapprove of the President, but the results there show he could be doing better by tying Peters to Obama. There are also a few voters who are unsure what to make of Obama. While DeMaio nominally wins this voter category, much of that is due to leaners. There are also many pure undecideds among those who are unsure of Obama's performance. Tying Peters to Obama will not work with this group, so DeMaio will need to find another tack.

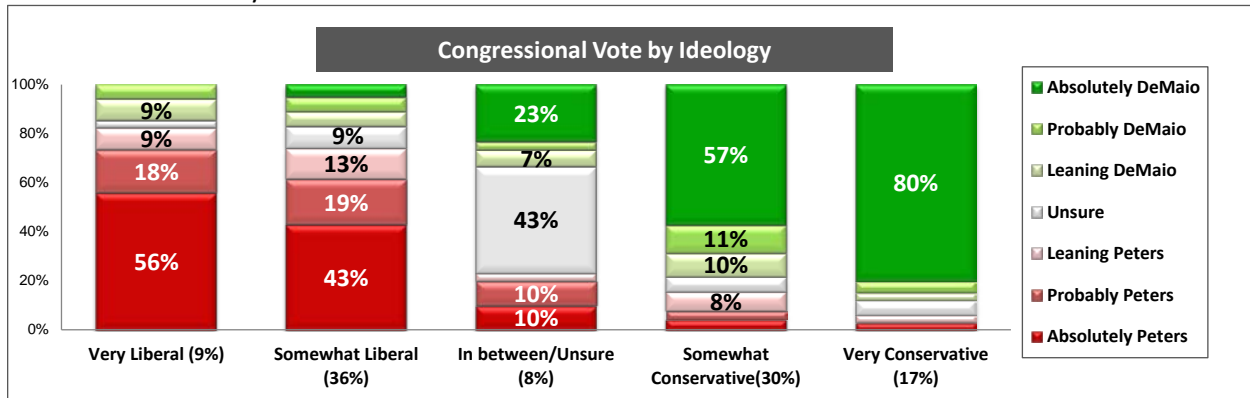


The 52nd District is well-balanced in terms of ideology, with 46% self-identifying as conservatives and 44% placing themselves on the left side of the spectrum. That said, there are twice as many voters on the far right as on the far left in this District.

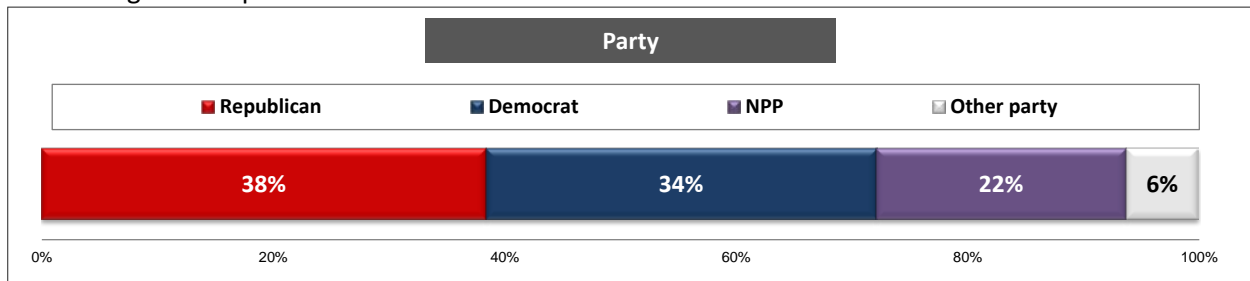


The far right could have been DeMaio's Achilles' heel, as the numerous very conservative voters may have blanched at voting for a gay man. Happily, that is not the case: 88% on the far right are voting for him and 80% are definitely doing so. In fact, DeMaio has more solid support on the far right than Peters enjoys among very liberal voters. With the far right basically locked down, aggressively courting the

moderates is the way forward.



The survey projects a 5% Republican cushion, as GOP voters are expected to make up 38% of the electorate compared to 34% for the Democrats. Nearly 25% of the voters live in pure Republican households and they form a solid base for DeMaio. Peters is unable to match this within the much smaller segment of pure Democrat households.



Forty-three percent of the voters are categorized as very reliable, meaning that -- based on their turnout history -- they will almost certainly vote in this election. Forty-five percent are in the "reliable" group which means they are very likely to vote but may not depending on many factors. Eleven percent are proven to be unreliable when it comes to casting a ballot. Most voters registered to vote after 2004, which reflects the relatively high growth rate of the District.

Most voters are seniors over the age of 55; only 16% are younger than 35. A very large majority (87%) are homeowners. Although only 13% are naturalized citizens, most are transplants to California. Based on surname, just 6% of the voters are Latino. Most voters live in heavily white neighborhoods which tend to be white collar areas. Education levels are high, as more than half reside in neighborhoods where college graduates dominate.

Pure Demographics

		GENDER		AGE						BIRTHPLACE			TOTAL	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
PARTY	Republican	45%	32%	30%	16%	15%	29%	47%	53%	60%	41%	39%	30%	38%
	Democrat	26%	41%	26%	39%	67%	29%	31%	29%	22%	38%	30%	33%	34%
	NPP/Other party	29%	27%	44%	45%	18%	42%	21%	18%	18%	21%	31%	38%	28%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400
TURNOUT HISTORY	Unreliable	11%	11%	48%	27%	24%	6%	8%	2%	1%	17%	7%	12%	11%
	Reliable	39%	51%	52%	48%	60%	58%	49%	34%	19%	47%	41%	57%	45%
	Very Reliable	50%	37%	0%	26%	16%	36%	43%	64%	81%	36%	52%	32%	43%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400
DATE OF REGISTRATION	2012 to Present	25%	22%	80%	42%	54%	20%	8%	13%	6%	31%	18%	21%	23%
	2008 to 2011	12%	18%	20%	29%	23%	17%	3%	14%	16%	14%	17%	15%	15%
	2004 to 2007	12%	19%	0%	22%	22%	10%	16%	18%	17%	15%	16%	17%	16%
	2000 to 2003	18%	11%	0%	6%	2%	27%	21%	10%	11%	11%	15%	21%	14%
	1990 to 1999	22%	15%	0%	0%	0%	20%	34%	26%	19%	15%	20%	22%	19%
	Before 1990	11%	15%	0%	0%	0%	5%	18%	19%	32%	13%	15%	3%	13%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
AREA	South City	11%	10%	17%	7%	5%	12%	7%	19%	7%	13%	9%	10%	11%
	North City	78%	72%	83%	90%	90%	72%	62%	67%	82%	74%	74%	82%	75%
	Other	11%	18%	0%	3%	5%	15%	31%	13%	11%	14%	17%	8%	15%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400
HOMEOWNER	Rent	13%	14%	7%	24%	18%	10%	8%	14%	16%	13%	15%	11%	13%
	Own	87%	86%	93%	76%	82%	90%	92%	86%	84%	87%	85%	89%	87%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400
IDEOLOGY	Very Liberal	7%	11%	9%	9%	14%	6%	11%	7%	9%	9%	10%	6%	9%
	Somewhat Liberal	35%	37%	61%	47%	65%	30%	31%	28%	21%	39%	36%	28%	36%
	In between/Unsure	8%	8%	30%	13%	5%	0%	9%	9%	6%	9%	6%	11%	8%
	Somewhat Conservative	31%	29%	0%	16%	9%	46%	31%	34%	41%	28%	31%	34%	30%
	Very Conservative	20%	14%	0%	16%	7%	17%	18%	23%	23%	15%	18%	20%	17%
	n=	198	195	9	25	19	54	84	97	105	127	221	45	393

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
LATINO	No	90%	97%	79%	93%	90%	90%	96%	98%	98%	87%	98%	99%	94%
	Yes	10%	3%	21%	7%	10%	10%	4%	2%	2%	13%	2%	1%	6%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400
% LATINO IN PRECINCT	0-10	62%	60%	48%	53%	63%	69%	56%	59%	68%	64%	57%	67%	61%
	11-20	31%	34%	37%	35%	25%	26%	39%	36%	29%	29%	35%	33%	32%
	>20	7%	7%	15%	12%	12%	5%	5%	5%	3%	8%	8%	0%	7%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400
% ASIAN IN PRECINCT	0-10	57%	54%	52%	67%	61%	38%	51%	67%	59%	60%	58%	35%	56%
	11-20	21%	24%	15%	17%	19%	31%	23%	15%	30%	24%	23%	17%	23%
	>20	21%	22%	33%	16%	20%	30%	25%	18%	11%	16%	19%	48%	22%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
% MINORITY IN PRECINCT	0-10	10%	12%	0%	3%	18%	17%	6%	12%	16%	13%	10%	11%	11%
	11-20	32%	30%	15%	32%	39%	25%	27%	41%	33%	32%	35%	13%	31%
	21-30	24%	24%	37%	31%	12%	13%	32%	20%	32%	26%	24%	22%	24%
	31-40	20%	15%	26%	10%	2%	33%	23%	10%	12%	17%	15%	30%	18%
	>40	14%	18%	22%	24%	29%	12%	12%	16%	6%	12%	16%	24%	16%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400
% WHITE COLLAR IN PRECINCT	0-60	7%	6%	15%	8%	9%	1%	9%	8%	4%	7%	7%	6%	7%
	61-80	40%	45%	2%	52%	46%	34%	44%	49%	45%	40%	45%	42%	43%
	81-100	52%	49%	83%	40%	45%	65%	47%	42%	50%	53%	48%	51%	51%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400
% COLLEGE GRAD IN PRECINCT	0-50	48%	46%	50%	79%	38%	26%	44%	53%	51%	42%	53%	38%	47%
	51-100	52%	54%	50%	21%	62%	74%	56%	47%	49%	58%	47%	62%	53%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101



**Pure Demographics**

		GENDER		AGE							TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Total
BIRTHPLACE	CA	38%	40%	87%	54%	54%	38%	34%	25%	23%	39%
	US, outside CA	48%	48%	13%	35%	33%	35%	54%	62%	74%	48%
	Non-US	15%	12%	0%	11%	13%	27%	12%	13%	3%	13%
	n=	202	198	9	25	19	55	86	100	106	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		GENDER		TOTAL
		Male	Female	Total
AGE	18-24	4%	5%	5%
	25-34	14%	9%	12%
	35-44	9%	13%	11%
	45-54	18%	20%	19%
	55-64	22%	24%	23%
	65-74	19%	16%	17%
	75+	14%	13%	13%
	n=	202	198	400
BIRTHPLACE	CA	38%	40%	39%
	US, outside CA	48%	48%	48%
	Non-US	15%	12%	13%
	n=	202	198	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		PARTY			TURNOUT HISTORY			DATE OF REGISTRATION						TOTAL
		Republican	Democrat	NPP/Other party	Unreliable	Reliable	Very Reliable	2012 to Present	2008 to 2011	2004 to 2007	2000 to 2003	1990 to 1999	Before 1990	Total
GENDER	Male	58%	38%	52%	49%	42%	57%	52%	40%	39%	62%	59%	41%	49%
	Female	42%	62%	48%	51%	58%	43%	48%	60%	61%	38%	41%	59%	51%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400
AGE	18-24	4%	4%	7%	20%	5%	0%	16%	6%	0%	0%	0%	0%	5%
	25-34	5%	14%	19%	28%	12%	7%	21%	22%	17%	5%	0%	0%	12%
	35-44	4%	22%	7%	23%	14%	4%	25%	16%	15%	1%	0%	0%	11%
	45-54	14%	16%	29%	10%	24%	16%	17%	21%	12%	37%	21%	8%	19%
	55-64	28%	21%	18%	16%	25%	23%	8%	5%	23%	34%	42%	33%	23%
	65-74	24%	15%	11%	3%	13%	25%	10%	16%	19%	12%	24%	26%	17%
	75+	21%	9%	9%	1%	6%	25%	3%	14%	14%	10%	13%	33%	13%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400
BIRTHPLACE	CA	41%	44%	29%	57%	40%	32%	51%	35%	37%	31%	32%	40%	39%
	US, outside CA	49%	43%	53%	30%	43%	58%	36%	52%	49%	49%	52%	56%	48%
	Non-US	10%	13%	18%	14%	17%	10%	12%	13%	14%	20%	16%	4%	13%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		PARTY			TURNOUT HISTORY			DATE OF REGISTRATION					TOTAL	
		Republican	Democrat	NPP/Other party	Unreliable	Reliable	Very Reliable	2012 to Present	2008 to 2011	2004 to 2007	2000 to 2003	1990 to 1999	Before 1990	Total
AREA	South City	9%	11%	12%	6%	10%	12%	9%	6%	12%	3%	13%	21%	11%
	North City	70%	80%	75%	87%	72%	74%	79%	90%	71%	75%	72%	58%	75%
	Other	21%	9%	13%	7%	17%	14%	11%	4%	17%	22%	15%	21%	15%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400
HOMEOWNER	Rent	9%	14%	19%	11%	17%	11%	25%	22%	9%	6%	9%	3%	13%
	Own	91%	86%	81%	89%	83%	89%	75%	78%	91%	94%	91%	97%	87%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400
IDEOLOGY	Very Liberal	1%	16%	12%	14%	7%	9%	13%	7%	6%	16%	6%	6%	9%
	Somewhat Liberal	8%	67%	35%	52%	39%	29%	47%	49%	37%	27%	26%	22%	36%
	In between/Unsure	9%	5%	10%	7%	9%	7%	10%	7%	18%	5%	3%	4%	8%
	Somewhat Conservative	51%	9%	27%	16%	28%	36%	19%	32%	25%	33%	32%	49%	30%
	Very Conservative	30%	3%	16%	11%	18%	18%	12%	6%	14%	19%	33%	19%	17%
n=	169	138	86	28	96	269	73	69	60	48	77	66	393	

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		PARTY			TURNOUT HISTORY			DATE OF REGISTRATION						TOTAL
		Republican	Democrat	NPP/Other party	Unreliable	Reliable	Very Reliable	2012 to Present	2008 to 2011	2004 to 2007	2000 to 2003	1990 to 1999	Before 1990	Total
LATINO	No	96%	91%	95%	88%	94%	95%	92%	92%	99%	85%	96%	99%	94%
	Yes	4%	9%	5%	12%	6%	5%	8%	8%	1%	15%	4%	1%	6%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400
% LATINO IN PRECINCT	0-10	62%	55%	66%	53%	62%	62%	56%	66%	55%	59%	63%	69%	61%
	11-20	34%	41%	20%	38%	30%	34%	31%	29%	37%	34%	35%	28%	32%
	>20	4%	4%	14%	10%	9%	4%	13%	5%	9%	7%	1%	3%	7%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400
% ASIAN IN PRECINCT	0-10	54%	56%	58%	53%	52%	60%	53%	69%	69%	34%	49%	62%	56%
	11-20	25%	18%	25%	20%	21%	25%	22%	17%	18%	23%	30%	25%	23%
	>20	21%	26%	17%	26%	27%	15%	25%	14%	13%	43%	21%	13%	22%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		PARTY			TURNOUT HISTORY			DATE OF REGISTRATION						TOTAL
		Republican	Democrat	NPP/Other party	Unreliable	Reliable	Very Reliable	2012 to Present	2008 to 2011	2004 to 2007	2000 to 2003	1990 to 1999	Before 1990	Total
% MINORITY IN PRECINCT	0-10	9%	10%	16%	2%	13%	12%	4%	13%	22%	4%	16%	11%	11%
	11-20	33%	30%	31%	23%	30%	34%	31%	41%	22%	21%	31%	42%	31%
	21-30	26%	27%	20%	42%	16%	28%	24%	26%	28%	23%	18%	29%	24%
	31-40	19%	16%	17%	15%	21%	15%	14%	13%	12%	29%	27%	12%	18%
	>40	13%	18%	17%	18%	20%	10%	28%	8%	16%	23%	7%	7%	16%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400
% WHITE COLLAR IN PRECINCT	0-60	6%	9%	5%	12%	7%	6%	7%	5%	9%	5%	10%	5%	7%
	61-80	45%	45%	36%	38%	41%	45%	40%	33%	50%	48%	34%	56%	43%
	81-100	48%	47%	59%	49%	52%	50%	53%	63%	41%	48%	56%	39%	51%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400
	% COLLEGE GRAD IN PRECINCT	0-50	49%	48%	42%	45%	44%	50%	45%	63%	55%	38%	41%	39%
	51-100	51%	52%	58%	55%	56%	50%	55%	37%	45%	62%	59%	61%	53%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		PARTY			TURNOUT HISTORY			TOTAL
		Republican	Democrat	NPP/Other party	Unreliable	Reliable	Very Reliable	Total
DATE OF REGISTRATION	2012 to Present	17%	22%	34%	54%	29%	9%	23%
	2008 to 2011	11%	21%	15%	14%	19%	12%	15%
	2004 to 2007	14%	19%	15%	10%	14%	19%	16%
	2000 to 2003	14%	15%	13%	8%	12%	18%	14%
	1990 to 1999	23%	14%	18%	7%	16%	24%	19%
	Before 1990	22%	10%	4%	7%	10%	18%	13%
	n=	173	140	87	29	98	273	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		PARTY			TOTAL
		Republican	Democrat	NPP/Other party	Total
TURNOUT HISTORY	Unreliable	6%	16%	13%	11%
	Reliable	37%	46%	56%	45%
	Very Reliable	57%	38%	31%	43%
	n=	173	140	87	400
DATE OF REGISTRATION	2012 to Present	17%	22%	34%	23%
	2008 to 2011	11%	21%	15%	15%
	2004 to 2007	14%	19%	15%	16%
	2000 to 2003	14%	15%	13%	14%
	1990 to 1999	23%	14%	18%	19%
	Before 1990	22%	10%	4%	13%
	n=	173	140	87	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		AREA			HOMEOWNER		IDEOLOGY					TOTAL
		South City	North City	Other	Rent	Own	Very Liberal	Somewhat Liberal	In between/Unsure	Somewhat Conservative	Very Conservative	Total
GENDER	Male	53%	51%	38%	46%	50%	36%	47%	47%	51%	58%	49%
	Female	47%	49%	62%	54%	50%	64%	53%	53%	49%	42%	51%
	n=	52	295	53	71	329	45	123	32	128	65	400
AGE	18-24	8%	5%	0%	2%	5%	5%	8%	18%	0%	0%	5%
	25-34	8%	14%	2%	21%	10%	11%	16%	19%	6%	11%	12%
	35-44	6%	13%	3%	15%	10%	17%	20%	6%	3%	5%	11%
	45-54	22%	18%	20%	14%	20%	12%	16%	1%	29%	19%	19%
	55-64	16%	19%	48%	14%	24%	28%	19%	26%	23%	24%	23%
	65-74	32%	15%	16%	18%	17%	13%	13%	18%	19%	23%	17%
	75+	9%	15%	10%	16%	13%	14%	8%	11%	18%	18%	13%
	n=	52	295	53	71	329	45	123	32	128	65	400
BIRTHPLACE	CA	46%	38%	36%	37%	39%	41%	42%	46%	36%	34%	39%
	US, outside CA	41%	47%	57%	52%	47%	50%	47%	36%	49%	51%	48%
	Non-US	13%	15%	7%	11%	14%	9%	10%	18%	15%	16%	13%
	n=	52	295	53	71	329	45	123	32	128	65	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		AREA			HOMEOWNER		IDEOLOGY					TOTAL
		South City	North City	Other	Rent	Own	Very Liberal	Somewhat Liberal	In between/U nsure	Somewhat Conservati ve	Very Conservati ve	Total
PARTY	Republican	32%	36%	55%	26%	40%	3%	9%	45%	65%	67%	38%
	Democrat	36%	36%	20%	35%	33%	61%	64%	20%	10%	7%	34%
	NPP/Other party	32%	28%	25%	38%	26%	35%	27%	35%	25%	26%	28%
	n=	52	295	53	71	329	45	123	32	128	65	400
TURNOUT HISTORY	Unreliable	7%	13%	5%	10%	12%	18%	16%	10%	6%	7%	11%
	Reliable	45%	44%	53%	56%	44%	37%	49%	49%	41%	46%	45%
	Very Reliable	49%	43%	42%	34%	45%	45%	35%	41%	53%	46%	43%
	n=	52	295	53	71	329	45	123	32	128	65	400
DATE OF REGISTRATION	2012 to Present	21%	25%	18%	44%	20%	33%	31%	28%	15%	16%	23%
	2008 to 2011	8%	18%	5%	25%	14%	11%	21%	14%	16%	6%	15%
	2004 to 2007	18%	15%	18%	11%	17%	11%	16%	34%	13%	12%	16%
	2000 to 2003	4%	14%	22%	6%	16%	25%	11%	9%	15%	15%	14%
	1990 to 1999	23%	18%	19%	12%	20%	11%	13%	7%	19%	36%	19%
	Before 1990	25%	10%	19%	3%	14%	8%	8%	7%	21%	15%	13%
	n=	52	295	53	71	329	45	123	32	128	65	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101



Pure Demographics

		AREA			HOMEOWNER		IDEOLOGY					TOTAL
		South City	North City	Other	Rent	Own	Very Liberal	Somewhat Liberal	In between/U nsure	Somewhat Conservati ve	Very Conservati ve	Total
LATINO	No	97%	93%	95%	88%	95%	76%	93%	100%	97%	96%	94%
	Yes	3%	7%	5%	12%	5%	24%	7%	0%	3%	4%	6%
	n=	52	295	53	71	329	45	123	32	128	65	400
% LATINO IN PRECINCT	0-10	66%	61%	55%	51%	62%	61%	61%	46%	61%	69%	61%
	11-20	27%	32%	37%	31%	33%	39%	34%	38%	27%	30%	32%
	>20	7%	6%	8%	18%	5%	0%	5%	16%	12%	1%	7%
	n=	52	295	53	71	329	45	123	32	128	65	400
% ASIAN IN PRECINCT	0-10	100%	45%	78%	55%	56%	48%	63%	53%	58%	41%	56%
	11-20	0%	26%	22%	25%	22%	15%	20%	33%	25%	26%	23%
	>20	0%	29%	0%	20%	22%	38%	17%	15%	17%	33%	22%
	n=	52	295	53	71	329	45	123	32	128	65	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		AREA			HOMEOWNER		IDEOLOGY					TOTAL
		South City	North City	Other	Rent	Own	Very Liberal	Somewhat Liberal	In between/U nsure	Somewhat Conservati ve	Very Conservati ve	Total
% MINORITY IN PRECINCT	0-10	40%	7%	11%	10%	12%	4%	15%	7%	13%	9%	11%
	11-20	31%	28%	47%	16%	33%	33%	30%	27%	33%	27%	31%
	21-30	19%	25%	25%	22%	25%	21%	26%	30%	23%	24%	24%
	31-40	1%	20%	17%	28%	16%	12%	19%	8%	17%	24%	18%
	>40	8%	20%	0%	23%	14%	31%	9%	28%	15%	16%	16%
	n=	52	295	53	71	329	45	123	32	128	65	400
% WHITE COLLAR IN PRECINCT	0-60	21%	6%	2%	12%	6%	12%	7%	6%	7%	4%	7%
	61-80	43%	40%	56%	47%	42%	36%	37%	49%	42%	57%	43%
	81-100	36%	54%	42%	41%	52%	52%	56%	44%	52%	39%	51%
	n=	52	295	53	71	329	45	123	32	128	65	400
% COLLEGE GRAD IN PRECINCT	0-50	41%	48%	45%	54%	46%	37%	45%	59%	47%	48%	47%
	51-100	59%	52%	55%	46%	54%	63%	55%	41%	53%	52%	53%
	n=	52	295	53	71	329	45	123	32	128	65	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		AREA			HOMEOWNER		TOTAL
		South City	North City	Other	Rent	Own	Total
IDEOLOGY	Very Liberal	10%	10%	6%	18%	8%	9%
	Somewhat Liberal	39%	37%	27%	29%	37%	36%
	In between/Unsure	11%	7%	12%	10%	8%	8%
	Somewhat Conservative	34%	28%	38%	30%	30%	30%
	Very Conservative	6%	18%	18%	14%	18%	17%
	n=	52	290	51	70	323	393

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		AREA			TOTAL
		South City	North City	Other	Total
HOMEOWNER	Rent	20%	14%	8%	13%
	Own	80%	86%	92%	87%
	n=	52	295	53	400
IDEOLOGY	Very Liberal	10%	10%	6%	9%
	Somewhat Liberal	39%	37%	27%	36%
	In between/Unsure	11%	7%	12%	8%
	Somewhat Conservative	34%	28%	38%	30%
	Very Conservative	6%	18%	18%	17%
	n=	52	290	51	393

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		LATINO		% LATINO IN PRECINCT			% ASIAN IN PRECINCT			TOTAL
		No	Yes	0-10	11-20	>20	0-10	11-20	>20	Total
GENDER	Male	48%	77%	50%	47%	50%	51%	47%	48%	49%
	Female	52%	23%	50%	53%	50%	49%	53%	52%	51%
	n=	378	22	238	140	22	231	92	77	400
AGE	18-24	4%	16%	4%	5%	10%	4%	3%	7%	5%
	25-34	12%	13%	10%	12%	21%	14%	9%	9%	12%
	35-44	10%	18%	11%	8%	19%	12%	9%	10%	11%
	45-54	18%	30%	21%	15%	14%	13%	26%	26%	19%
	55-64	24%	13%	21%	27%	17%	21%	23%	27%	23%
	65-74	18%	5%	17%	19%	13%	21%	12%	14%	17%
	75+	14%	5%	15%	12%	5%	14%	18%	7%	13%
	n=	378	22	238	140	22	231	92	77	400
BIRTHPLACE	CA	36%	79%	40%	34%	43%	41%	41%	29%	39%
	US, outside CA	50%	19%	45%	52%	57%	50%	48%	42%	48%
	Non-US	14%	2%	15%	14%	0%	8%	10%	29%	13%
	n=	378	22	238	140	22	231	92	77	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		LATINO		% LATINO IN PRECINCT			% ASIAN IN PRECINCT			TOTAL
		No	Yes	0-10	11-20	>20	0-10	11-20	>20	Total
PARTY	Republican	39%	27%	39%	40%	24%	37%	42%	38%	38%
	Democrat	33%	49%	31%	43%	18%	34%	27%	40%	34%
	NPP/Other party	28%	25%	30%	17%	59%	29%	31%	22%	28%
	n=	378	22	238	140	22	231	92	77	400
TURNOUT HISTORY	Unreliable	11%	23%	10%	13%	16%	11%	10%	14%	11%
	Reliable	45%	43%	46%	41%	57%	43%	42%	56%	45%
	Very Reliable	44%	34%	44%	46%	26%	47%	48%	30%	43%
	n=	378	22	238	140	22	231	92	77	400
DATE OF REGISTRATION	2012 to Present	23%	28%	22%	22%	45%	22%	23%	27%	23%
	2008 to 2011	15%	21%	17%	14%	12%	19%	12%	10%	15%
	2004 to 2007	17%	3%	14%	18%	21%	20%	12%	10%	16%
	2000 to 2003	13%	34%	14%	15%	14%	9%	15%	28%	14%
	1990 to 1999	19%	12%	19%	20%	3%	16%	24%	18%	19%
	Before 1990	14%	2%	15%	11%	5%	14%	14%	7%	13%
	n=	378	22	238	140	22	231	92	77	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		LATINO		% LATINO IN PRECINCT			% ASIAN IN PRECINCT			TOTAL
		No	Yes	0-10	11-20	>20	0-10	11-20	>20	Total
AREA	South City	11%	5%	11%	9%	11%	19%	0%	0%	11%
	North City	74%	83%	75%	74%	72%	60%	86%	100%	75%
	Other	15%	13%	13%	17%	17%	21%	14%	0%	15%
	n=	378	22	238	140	22	231	92	77	400
HOMEOWNER	Rent	13%	27%	11%	13%	37%	13%	15%	12%	13%
	Own	87%	73%	89%	87%	63%	87%	85%	88%	87%
	n=	378	22	238	140	22	231	92	77	400
IDEOLOGY	Very Liberal	7%	34%	9%	11%	0%	8%	6%	16%	9%
	Somewhat Liberal	36%	39%	36%	38%	26%	41%	31%	28%	36%
	In between/Unsure	9%	0%	6%	10%	18%	8%	11%	5%	8%
	Somewhat Conservative	31%	16%	30%	26%	53%	31%	33%	24%	30%
	Very Conservative	17%	11%	19%	16%	2%	12%	19%	26%	17%
	n=	371	22	235	136	22	227	91	75	393

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		LATINO		% LATINO IN PRECINCT			% ASIAN IN PRECINCT			TOTAL
		No	Yes	0-10	11-20	>20	0-10	11-20	>20	Total
% MINORITY IN PRECINCT	0-10	12%	6%	19%	0%	0%	20%	0%	0%	11%
	11-20	32%	21%	42%	17%	0%	50%	15%	0%	31%
	21-30	25%	13%	17%	41%	9%	23%	47%	5%	24%
	31-40	17%	26%	12%	27%	21%	2%	29%	45%	18%
	>40	14%	34%	10%	15%	69%	5%	10%	50%	16%
	n=	378	22	238	140	22	231	92	77	400
% WHITE COLLAR IN PRECINCT	0-60	6%	18%	4%	8%	26%	8%	3%	7%	7%
	61-80	42%	47%	27%	67%	65%	42%	45%	42%	43%
	81-100	52%	36%	69%	25%	9%	50%	52%	51%	51%
	n=	378	22	238	140	22	231	92	77	400
% COLLEGE GRAD IN PRECINCT	0-50	47%	36%	27%	74%	91%	51%	49%	33%	47%
	51-100	53%	64%	73%	26%	9%	49%	51%	67%	53%
	n=	378	22	238	140	22	231	92	77	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		LATINO		% LATINO IN PRECINCT			TOTAL
		No	Yes	0-10	11-20	>20	Total
% ASIAN IN PRECINCT	0-10	56%	56%	58%	50%	63%	56%
	11-20	24%	7%	19%	27%	36%	23%
	>20	21%	37%	23%	23%	1%	22%
	n=	378	22	238	140	22	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		LATINO		TOTAL
		No	Yes	Total
% LATINO IN PRECINCT	0-10	62%	41%	61%
	11-20	32%	41%	32%
	>20	6%	18%	7%
	n=	378	22	400
% ASIAN IN PRECINCT	0-10	56%	56%	56%
	11-20	24%	7%	23%
	>20	21%	37%	22%
	n=	378	22	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101



Pure Demographics

		% MINORITY IN PRECINCT					% WHITE COLLAR IN PRECINCT			% COLLEGE GRAD IN PRECINCT		TOTAL
		0-10	11-20	21-30	31-40	>40	0-60	61-80	81-100	0-50	51-100	Total
GENDER	Male	44%	50%	49%	56%	43%	53%	47%	51%	50%	48%	49%
	Female	56%	50%	51%	44%	57%	47%	53%	49%	50%	52%	51%
	n=	47	126	106	67	54	32	168	200	195	205	400
AGE	18-24	0%	2%	7%	7%	7%	10%	0%	8%	5%	4%	5%
	25-34	3%	12%	15%	7%	18%	13%	14%	9%	20%	5%	12%
	35-44	17%	14%	5%	1%	20%	14%	12%	10%	9%	13%	11%
	45-54	28%	15%	10%	35%	15%	3%	15%	24%	10%	26%	19%
	55-64	13%	20%	30%	30%	18%	30%	24%	21%	22%	24%	23%
	65-74	19%	23%	14%	10%	18%	21%	20%	14%	19%	15%	17%
	75+	20%	14%	18%	9%	5%	8%	14%	13%	15%	12%	13%
	n=	47	126	106	67	54	32	168	200	195	205	400
BIRTHPLACE	CA	45%	40%	41%	37%	30%	40%	36%	40%	34%	42%	39%
	US, outside CA	43%	54%	47%	40%	49%	48%	50%	46%	55%	42%	48%
	Non-US	13%	5%	12%	23%	21%	12%	13%	14%	11%	16%	13%
	n=	47	126	106	67	54	32	168	200	195	205	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		% MINORITY IN PRECINCT					% WHITE COLLAR IN PRECINCT			% COLLEGE GRAD IN PRECINCT		TOTAL
		0-10	11-20	21-30	31-40	>40	0-60	61-80	81-100	0-50	51-100	Total
PARTY	Republican	31%	40%	41%	42%	32%	36%	41%	37%	40%	37%	38%
	Democrat	30%	32%	37%	30%	38%	43%	35%	31%	34%	33%	34%
	NPP/Other party	38%	27%	22%	27%	30%	21%	24%	32%	25%	30%	28%
	n=	47	126	106	67	54	32	168	200	195	205	400
TURNOUT HISTORY	Unreliable	2%	8%	20%	9%	13%	21%	10%	11%	11%	12%	11%
	Reliable	51%	44%	30%	53%	59%	44%	44%	46%	42%	48%	45%
	Very Reliable	47%	48%	50%	38%	28%	35%	46%	43%	47%	40%	43%
	n=	47	126	106	67	54	32	168	200	195	205	400
DATE OF REGISTRATION	2012 to Present	8%	23%	23%	18%	41%	24%	22%	24%	22%	24%	23%
	2008 to 2011	17%	20%	16%	11%	8%	10%	12%	19%	21%	11%	15%
	2004 to 2007	31%	11%	18%	11%	17%	20%	19%	13%	18%	13%	16%
	2000 to 2003	5%	10%	14%	23%	21%	9%	16%	13%	12%	17%	14%
	1990 to 1999	26%	19%	14%	29%	8%	26%	15%	21%	16%	21%	19%
	Before 1990	12%	18%	15%	8%	5%	10%	17%	10%	11%	15%	13%
	n=	47	126	106	67	54	32	168	200	195	205	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		% MINORITY IN PRECINCT					% WHITE COLLAR IN PRECINCT			% COLLEGE GRAD IN PRECINCT		TOTAL
		0-10	11-20	21-30	31-40	>40	0-60	61-80	81-100	0-50	51-100	Total
AREA	South City	37%	11%	8%	1%	6%	33%	11%	8%	9%	12%	11%
	North City	49%	67%	77%	85%	94%	63%	70%	80%	77%	73%	75%
	Other	14%	22%	15%	14%	0%	4%	19%	12%	14%	15%	15%
	n=	47	126	106	67	54	32	168	200	195	205	400
HOMEOWNER	Rent	12%	7%	12%	22%	20%	24%	15%	11%	15%	12%	13%
	Own	88%	93%	88%	78%	80%	76%	85%	89%	85%	88%	87%
	n=	47	126	106	67	54	32	168	200	195	205	400
IDEOLOGY	Very Liberal	3%	10%	8%	6%	18%	16%	8%	9%	7%	11%	9%
	Somewhat Liberal	47%	36%	38%	39%	21%	39%	31%	40%	35%	37%	36%
	In between/Unsure	5%	7%	10%	4%	15%	7%	9%	7%	10%	6%	8%
	Somewhat Conservative	33%	32%	28%	29%	29%	29%	29%	31%	30%	30%	30%
	Very Conservative	13%	15%	16%	23%	17%	9%	23%	13%	17%	17%	17%
	n=	47	123	104	67	52	31	165	197	191	202	393

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

Pure Demographics

		% MINORITY IN PRECINCT					% WHITE COLLAR IN PRECINCT			% COLLEGE GRAD IN PRECINCT		TOTAL
		0-10	11-20	21-30	31-40	>40	0-60	61-80	81-100	0-50	51-100	Total
LATINO	No	97%	96%	97%	91%	86%	84%	93%	96%	95%	93%	94%
	Yes	3%	4%	3%	9%	14%	16%	7%	4%	5%	7%	6%
	n=	47	126	106	67	54	32	168	200	195	205	400
% LATINO IN PRECINCT	0-10	100%	82%	43%	43%	38%	36%	38%	83%	35%	83%	61%
	11-20	0%	18%	55%	49%	32%	38%	51%	16%	52%	16%	32%
	>20	0%	0%	3%	8%	30%	26%	10%	1%	13%	1%	7%
	n=	47	126	106	67	54	32	168	200	195	205	400
% ASIAN IN PRECINCT	0-10	100%	89%	52%	8%	16%	68%	54%	55%	61%	51%	56%
	11-20	0%	11%	44%	37%	14%	10%	24%	23%	24%	22%	23%
	>20	0%	0%	4%	55%	70%	22%	21%	22%	15%	27%	22%
	n=	47	126	106	67	54	32	168	200	195	205	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		% MINORITY IN PRECINCT					% WHITE COLLAR IN PRECINCT			TOTAL
		0-10	11-20	21-30	31-40	>40	0-60	61-80	81-100	Total
% COLLEGE GRAD IN PRECINCT	0-50	32%	42%	47%	44%	71%	82%	73%	20%	47%
	51-100	68%	58%	53%	56%	29%	18%	27%	80%	53%
	n=	47	126	106	67	54	32	168	200	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Pure Demographics**

		% MINORITY IN PRECINCT					TOTAL
		0-10	11-20	21-30	31-40	>40	Total
% WHITE COLLAR IN PRECINCT	0-60	6%	6%	1%	4%	21%	7%
	61-80	35%	33%	43%	52%	56%	43%
	81-100	59%	61%	56%	44%	23%	51%
	n=	47	126	106	67	54	400
% COLLEGE GRAD IN PRECINCT	0-50	32%	42%	47%	44%	71%	47%
	51-100	68%	58%	53%	56%	29%	53%
	n=	47	126	106	67	54	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Turnout Likelihood -- Demographics**

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
TURNOUT LIKELIHOOD	May or may not	8%	10%	33%	17%	19%	6%	6%	3%	3%	13%	7%	6%	9%
	Probably	13%	21%	3%	24%	35%	16%	23%	7%	6%	14%	15%	35%	17%
	Absolutely certain	79%	70%	64%	59%	46%	78%	71%	90%	91%	73%	79%	60%	74%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Turnout Likelihood -- Demographics**

		PARTY			TURNOUT HISTORY			DATE OF REGISTRATION						TOTAL
		Republican	Democrat	NPP/Other party	Unreliable	Reliable	Very Reliable	2012 to Present	2008 to 2011	2004 to 2007	2000 to 2003	1990 to 1999	Before 1990	Total
TURNOUT LIKELIHOOD	May or may not	6%	12%	10%	33%	9%	3%	10%	12%	7%	9%	8%	7%	9%
	Probably	11%	23%	18%	23%	27%	5%	15%	29%	22%	13%	13%	10%	17%
	Absolutely certain	83%	65%	73%	44%	64%	93%	75%	59%	70%	78%	79%	83%	74%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Turnout Likelihood -- Demographics**

		AREA			HOMEOWNER		IDEOLOGY					TOTAL
		South City	North City	Other	Rent	Own	Very Liberal	Somewhat Liberal	In between/U nsure	Somewhat Conservati ve	Very Conservati ve	Total
TURNOUT LIKELIHOOD	May or may not	1%	10%	10%	11%	9%	4%	9%	20%	8%	6%	9%
	Probably	9%	19%	14%	17%	17%	22%	23%	20%	14%	6%	17%
	Absolutely certain	90%	71%	76%	72%	74%	74%	68%	60%	78%	88%	74%
	n=	52	295	53	71	329	45	123	32	128	65	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Turnout Likelihood -- Demographics**

		LATINO		% LATINO IN PRECINCT			% ASIAN IN PRECINCT			TOTAL
		No	Yes	0-10	11-20	>20	0-10	11-20	>20	Total
TURNOUT LIKELIHOOD	May or may not	9%	9%	8%	7%	30%	8%	9%	11%	9%
	Probably	18%	4%	19%	15%	11%	15%	17%	21%	17%
	Absolutely certain	73%	87%	73%	78%	60%	76%	74%	68%	74%
	n=	378	22	238	140	22	231	92	77	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Turnout Likelihood -- Demographics**

		% MINORITY IN PRECINCT					% WHITE COLLAR IN PRECINCT			% COLLEGE GRAD IN PRECINCT		TOTAL
		0-10	11-20	21-30	31-40	>40	0-60	61-80	81-100	0-50	51-100	Total
<b>TURNOUT LIKELIHOOD</b>	May or may not	0%	8%	9%	10%	17%	7%	11%	8%	11%	8%	9%
	Probably	22%	15%	11%	23%	18%	28%	13%	19%	15%	18%	17%
	Absolutely certain	78%	77%	80%	67%	65%	65%	76%	73%	74%	74%	74%
	n=	47	126	106	67	54	32	168	200	195	205	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Partisan Enthusiasm -- Demographics**

		GENDER		AGE						BIRTHPLACE			TOTAL	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
<b>PARTISAN ENTHUSIASM</b>	Democrat, much more	14%	12%	5%	8%	26%	8%	12%	14%	15%	16%	12%	7%	13%
	Democrat, somewhat more	8%	15%	19%	5%	16%	21%	11%	4%	6%	10%	11%	15%	11%
	Neither/Unsure	36%	36%	48%	53%	42%	26%	33%	42%	22%	40%	32%	37%	36%
	Republican, somewhat more	9%	9%	13%	6%	7%	12%	10%	4%	12%	9%	11%	3%	9%
	Republican, much more	34%	29%	15%	28%	9%	32%	34%	36%	45%	25%	34%	38%	31%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101



**Partisan Enthusiasm -- Demographics**

		PARTY			TURNOUT HISTORY			DATE OF REGISTRATION					TOTAL	
		Republican	Democrat	NPP/Other party	Unreliable	Reliable	Very Reliable	2012 to Present	2008 to 2011	2004 to 2007	2000 to 2003	1990 to 1999	Before 1990	Total
PARTISAN ENTHUSIASM	Democrat, much more	3%	28%	9%	5%	9%	18%	13%	17%	10%	13%	14%	10%	13%
	Democrat, somewhat more	0%	24%	10%	6%	16%	7%	13%	13%	10%	15%	7%	10%	11%
	Neither/Unsure	26%	42%	42%	68%	38%	25%	41%	40%	42%	29%	29%	29%	36%
	Republican, somewhat more	14%	4%	7%	11%	6%	12%	14%	3%	4%	20%	6%	5%	9%
	Republican, much more	57%	2%	32%	11%	30%	38%	19%	26%	34%	24%	44%	45%	31%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Partisan Enthusiasm -- Demographics**

		AREA			HOMEOWNER		IDEOLOGY					TOTAL
		South City	North City	Other	Rent	Own	Very Liberal	Somewhat Liberal	In between/Unsure	Somewhat Conservative	Very Conservative	Total
PARTISAN ENTHUSIASM	Democrat, much more	25%	13%	2%	19%	12%	38%	24%	7%	2%	1%	13%
	Democrat, somewhat more	6%	11%	15%	8%	12%	36%	20%	1%	3%	2%	11%
	Neither/Unsure	30%	36%	37%	40%	35%	17%	46%	68%	34%	11%	36%
	Republican, somewhat more	4%	9%	12%	9%	9%	6%	7%	4%	12%	13%	9%
	Republican, much more	35%	30%	34%	24%	32%	3%	4%	21%	49%	74%	31%
	n=	52	295	53	71	329	45	123	32	128	65	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Partisan Enthusiasm -- Demographics**

		LATINO		% LATINO IN PRECINCT			% ASIAN IN PRECINCT			TOTAL
		No	Yes	0-10	11-20	>20	0-10	11-20	>20	Total
PARTISAN ENTHUSIASM	Democrat, much more	12%	32%	13%	13%	11%	13%	11%	13%	13%
	Democrat, somewhat more	10%	31%	12%	10%	12%	10%	10%	16%	11%
	Neither/Unsure	37%	14%	33%	36%	60%	39%	38%	24%	36%
	Republican, somewhat more	9%	14%	11%	8%	2%	7%	11%	12%	9%
	Republican, much more	33%	8%	32%	34%	14%	30%	30%	35%	31%
	n=	378	22	238	140	22	231	92	77	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Partisan Enthusiasm -- Demographics**

		% MINORITY IN PRECINCT					% WHITE COLLAR IN PRECINCT			% COLLEGE GRAD IN PRECINCT		TOTAL
		0-10	11-20	21-30	31-40	>40	0-60	61-80	81-100	0-50	51-100	Total
PARTISAN ENTHUSIASM	Democrat, much more	12%	17%	9%	9%	16%	20%	11%	14%	12%	13%	13%
	Democrat, somewhat more	9%	9%	10%	14%	17%	20%	12%	9%	10%	12%	11%
	Neither/Unsure	31%	36%	43%	28%	37%	30%	38%	35%	36%	36%	36%
	Republican, somewhat more	7%	7%	10%	14%	8%	4%	5%	13%	6%	12%	9%
	Republican, much more	41%	31%	29%	36%	23%	26%	34%	30%	36%	27%	31%
	n=	47	126	106	67	54	32	168	200	195	205	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Partisan Enthusiasm -- Attitudinals**

		TURNOUT LIKELIHOOD			TOTAL
		May or may not	Probably	Absolutely certain	Total
PARTISAN ENTHUSIASM	Democrat, much more	5%	7%	15%	13%
	Democrat, somewhat more	10%	16%	10%	11%
	Neither/Unsure	76%	58%	26%	36%
	Republican, somewhat more	4%	6%	10%	9%
	Republican, much more	5%	13%	39%	31%
	n=	22	43	335	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**President Approval -- Demographics**

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
OBAMA JOB APPROVAL	Disapprove, strongly	47%	39%	30%	30%	21%	49%	51%	40%	57%	44%	44%	35%	43%
	Disapprove, somewhat	10%	12%	18%	19%	7%	9%	10%	14%	6%	10%	9%	20%	11%
	Unsure	8%	7%	0%	5%	9%	2%	9%	13%	9%	6%	6%	16%	7%
	Approve, somewhat	18%	28%	37%	34%	37%	26%	16%	18%	13%	22%	26%	14%	23%
	Approve, strongly	15%	16%	15%	13%	26%	14%	15%	15%	15%	17%	14%	15%	16%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**President Approval -- Demographics**

		PARTY			TURNOUT HISTORY			DATE OF REGISTRATION						TOTAL
		Republican	Democrat	NPP/Other party	Unreliable	Reliable	Very Reliable	2012 to Present	2008 to 2011	2004 to 2007	2000 to 2003	1990 to 1999	Before 1990	Total
OBAMA JOB APPROVAL	Disapprove, strongly	77%	7%	41%	21%	41%	51%	37%	33%	41%	42%	46%	65%	43%
	Disapprove, somewhat	8%	10%	16%	17%	11%	10%	7%	8%	14%	14%	15%	7%	11%
	Unsure	8%	7%	7%	8%	6%	9%	5%	5%	13%	6%	11%	6%	7%
	Approve, somewhat	5%	44%	22%	41%	28%	13%	30%	38%	22%	19%	13%	13%	23%
	Approve, strongly	2%	31%	14%	13%	14%	18%	21%	16%	11%	19%	14%	8%	16%
	n=		173	140	87	29	98	273	74	69	63	50	78	66

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**President Approval -- Demographics**

		AREA			HOMEOWNER		IDEOLOGY					TOTAL
		South City	North City	Other	Rent	Own	Very Liberal	Somewhat Liberal	In between/Unsure	Somewhat Conservative	Very Conservative	Total
OBAMA JOB APPROVAL	Disapprove, strongly	44%	39%	64%	30%	45%	2%	10%	49%	67%	89%	43%
	Disapprove, somewhat	6%	13%	6%	13%	11%	16%	5%	20%	15%	3%	11%
	Unsure	21%	6%	4%	10%	7%	14%	6%	17%	6%	6%	7%
	Approve, somewhat	8%	27%	15%	28%	22%	34%	47%	6%	9%	2%	23%
	Approve, strongly	21%	16%	11%	19%	15%	34%	31%	8%	3%	0%	16%
	n=		52	295	53	71	329	45	123	32	128	65

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**President Approval -- Demographics**

		LATINO		% LATINO IN PRECINCT			% ASIAN IN PRECINCT			TOTAL
		No	Yes	0-10	11-20	>20	0-10	11-20	>20	Total
OBAMA JOB APPROVAL	Disapprove, strongly	45%	9%	46%	39%	37%	45%	46%	36%	43%
	Disapprove, somewhat	10%	20%	8%	14%	26%	9%	12%	15%	11%
	Unsure	6%	25%	7%	8%	7%	9%	6%	5%	7%
	Approve, somewhat	23%	22%	21%	26%	25%	22%	25%	24%	23%
	Approve, strongly	15%	23%	18%	12%	6%	15%	12%	20%	16%
	n=	378	22	238	140	22	231	92	77	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**President Approval -- Demographics**

		% MINORITY IN PRECINCT					% WHITE COLLAR IN PRECINCT			% COLLEGE GRAD IN PRECINCT		TOTAL
		0-10	11-20	21-30	31-40	>40	0-60	61-80	81-100	0-50	51-100	Total
OBAMA JOB APPROVAL	Disapprove, strongly	50%	43%	52%	35%	31%	21%	46%	43%	43%	43%	43%
	Disapprove, somewhat	5%	10%	5%	13%	24%	22%	14%	7%	15%	7%	11%
	Unsure	4%	9%	8%	4%	9%	28%	6%	6%	6%	9%	7%
	Approve, somewhat	25%	20%	23%	29%	22%	18%	18%	28%	24%	22%	23%
	Approve, strongly	15%	18%	11%	19%	14%	12%	16%	16%	12%	19%	16%
	n=	47	126	106	67	54	32	168	200	195	205	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**President Approval -- Attitudinals**

		TURNOUT LIKELIHOOD			TOTAL
		May or may not	Probably	Absolutely certain	Total
OBAMA JOB APPROVAL	Disapprove, strongly	33%	23%	49%	43%
	Disapprove, somewhat	32%	10%	9%	11%
	Unsure	0%	7%	8%	7%
	Approve, somewhat	18%	42%	19%	23%
	Approve, strongly	17%	17%	15%	16%
	n=	22	43	335	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**President Approval -- Attitudinals**

		PARTISAN ENTHUSIASM					TOTAL
		Democrat, much more	Democrat, somewhat more	Neither/Unsure	Republican, somewhat more	Republican, much more	Total
OBAMA JOB APPROVAL	Disapprove, strongly	1%	3%	27%	61%	87%	43%
	Disapprove, somewhat	6%	14%	16%	9%	7%	11%
	Unsure	4%	3%	13%	7%	4%	7%
	Approve, somewhat	24%	51%	34%	19%	1%	23%
	Approve, strongly	66%	28%	10%	4%	1%	16%
	n=	73	38	122	39	128	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Congressional Vote -- Demographics**

		GENDER		AGE							BIRTHPLACE			TOTAL
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	CA	US, outside CA	Non-US	Total
CONGRESSIONAL EXPANDED VOTE	Absolutely Peters	25%	20%	6%	30%	20%	21%	18%	32%	22%	23%	26%	12%	23%
	Probably Peters	9%	11%	15%	6%	23%	6%	13%	9%	5%	10%	9%	14%	10%
	Leaning Peters	6%	10%	16%	7%	25%	9%	6%	2%	4%	13%	5%	7%	8%
	Still unsure	9%	11%	35%	17%	9%	4%	9%	8%	9%	11%	6%	21%	10%
	Leaning DeMaio	5%	9%	13%	6%	13%	10%	7%	1%	3%	7%	6%	6%	7%
	Probably DeMaio	6%	7%	0%	7%	2%	12%	8%	7%	3%	5%	8%	8%	7%
	Absolutely DeMaio	38%	31%	15%	27%	7%	37%	38%	40%	54%	30%	39%	31%	35%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400
COMMITMENT LEVEL	Unsure	9%	11%	35%	17%	9%	4%	9%	8%	9%	11%	6%	21%	10%
	Leaning	11%	19%	29%	13%	38%	19%	13%	3%	7%	20%	12%	13%	15%
	Probably	16%	19%	15%	13%	25%	18%	21%	16%	8%	15%	17%	23%	17%
	Absolutely	64%	52%	21%	57%	27%	58%	57%	73%	76%	53%	65%	43%	58%
	n=	202	198	9	25	19	55	86	100	106	128	226	46	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Congressional Vote -- Demographics**

		PARTY			TURNOUT HISTORY			DATE OF REGISTRATION					TOTAL	
		Republican	Democrat	NPP/Other party	Unreliable	Reliable	Very Reliable	2012 to Present	2008 to 2011	2004 to 2007	2000 to 2003	1990 to 1999	Before 1990	Total
CONGRESSIONAL EXPANDED VOTE	Absolutely Peters	4%	48%	18%	21%	19%	27%	23%	31%	16%	25%	21%	21%	23%
	Probably Peters	4%	17%	11%	6%	15%	7%	18%	13%	4%	11%	7%	2%	10%
	Leaning Peters	3%	13%	11%	24%	9%	4%	8%	8%	13%	8%	9%	4%	8%
	Still unsure	11%	11%	8%	17%	13%	5%	11%	10%	22%	7%	2%	9%	10%
	Leaning DeMaio	3%	5%	15%	17%	8%	3%	11%	8%	8%	6%	3%	3%	7%
	Probably DeMaio	12%	3%	5%	4%	5%	9%	7%	8%	2%	11%	8%	4%	7%
	Absolutely DeMaio	64%	3%	32%	11%	31%	45%	21%	22%	35%	32%	49%	57%	35%
n=	173	140	87	29	98	273	74	69	63	50	78	66	400	
COMMITMENT LEVEL	Unsure	11%	11%	8%	17%	13%	5%	11%	10%	22%	7%	2%	9%	10%
	Leaning	5%	18%	26%	41%	17%	7%	19%	16%	21%	13%	13%	8%	15%
	Probably	16%	20%	16%	10%	20%	16%	26%	21%	7%	22%	16%	6%	17%
	Absolutely	68%	51%	50%	31%	50%	72%	45%	53%	51%	57%	69%	78%	58%
	n=	173	140	87	29	98	273	74	69	63	50	78	66	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101



**Congressional Vote -- Demographics**

		AREA			HOMEOWNER		IDEOLOGY					TOTAL
		South City	North City	Other	Rent	Own	Very Liberal	Somewhat Liberal	In between/U nsure	Somewhat Conservati ve	Very Conservati ve	Total
CONGRESSIONAL EXPANDED VOTE	Absolutely Peters	37%	23%	13%	16%	24%	55%	43%	11%	5%	3%	23%
	Probably Peters	6%	10%	13%	14%	9%	18%	19%	12%	4%	0%	10%
	Leaning Peters	1%	10%	8%	16%	7%	10%	12%	2%	7%	3%	8%
	Still unsure	5%	10%	15%	6%	11%	2%	9%	44%	7%	6%	10%
	Leaning DeMaio	3%	8%	5%	13%	6%	10%	6%	6%	10%	3%	7%
	Probably DeMaio	5%	6%	13%	7%	7%	5%	6%	2%	11%	4%	7%
	Absolutely DeMaio	42%	34%	34%	29%	36%	1%	5%	22%	57%	80%	35%
	n=	52	295	53	71	329	45	123	32	128	65	400
COMMITMENT LEVEL	Unsure	5%	10%	15%	6%	11%	2%	9%	44%	7%	6%	10%
	Leaning	4%	17%	12%	28%	13%	20%	19%	8%	17%	6%	15%
	Probably	11%	16%	26%	21%	16%	22%	25%	14%	15%	4%	17%
	Absolutely	79%	57%	47%	45%	60%	56%	48%	34%	62%	84%	58%
	n=	52	295	53	71	329	45	123	32	128	65	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Congressional Vote -- Demographics**

		LATINO		% LATINO IN PRECINCT			% ASIAN IN PRECINCT			TOTAL
		No	Yes	0-10	11-20	>20	0-10	11-20	>20	Total
CONGRESSIONAL EXPANDED VOTE	Absolutely Peters	22%	38%	21%	30%	7%	25%	17%	23%	23%
	Probably Peters	9%	22%	10%	8%	25%	9%	13%	9%	10%
	Leaning Peters	8%	12%	10%	6%	4%	9%	7%	8%	8%
	Still unsure	11%	0%	8%	11%	23%	8%	15%	12%	10%
	Leaning DeMaio	7%	8%	7%	5%	14%	6%	9%	6%	7%
	Probably DeMaio	7%	11%	9%	3%	11%	6%	4%	12%	7%
	Absolutely DeMaio	37%	8%	35%	37%	17%	36%	37%	30%	35%
	n=	378	22	238	140	22	231	92	77	400
COMMITMENT LEVEL	Unsure	11%	0%	8%	11%	23%	8%	15%	12%	10%
	Leaning	15%	20%	17%	11%	18%	16%	16%	14%	15%
	Probably	16%	34%	18%	11%	36%	16%	17%	21%	17%
	Absolutely	58%	47%	56%	67%	23%	61%	53%	53%	58%
	n=	378	22	238	140	22	231	92	77	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Congressional Vote -- Demographics**

		% MINORITY IN PRECINCT					% WHITE COLLAR IN PRECINCT			% COLLEGE GRAD IN PRECINCT		TOTAL
		0-10	11-20	21-30	31-40	>40	0-60	61-80	81-100	0-50	51-100	Total
CONGRESSIONAL EXPANDED VOTE	Absolutely Peters	19%	27%	25%	17%	20%	23%	22%	23%	23%	23%	23%
	Probably Peters	6%	10%	9%	9%	17%	32%	7%	10%	11%	10%	10%
	Leaning Peters	19%	7%	7%	9%	5%	5%	6%	11%	6%	11%	8%
	Still unsure	2%	3%	16%	7%	24%	2%	15%	7%	13%	8%	10%
	Leaning DeMaio	6%	8%	6%	7%	6%	11%	7%	6%	6%	8%	7%
	Probably DeMaio	12%	5%	2%	13%	8%	10%	4%	9%	5%	8%	7%
	Absolutely DeMaio	37%	40%	36%	37%	20%	17%	37%	35%	37%	33%	35%
	n=	47	126	106	67	54	32	168	200	195	205	400
COMMITMENT LEVEL	Unsure	2%	3%	16%	7%	24%	2%	15%	7%	13%	8%	10%
	Leaning	24%	15%	13%	17%	11%	16%	14%	17%	12%	18%	15%
	Probably	17%	15%	11%	22%	25%	42%	11%	18%	16%	18%	17%
	Absolutely	56%	66%	60%	54%	40%	40%	60%	58%	59%	56%	58%
	n=	47	126	106	67	54	32	168	200	195	205	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Congressional Vote -- Attitudinals**

		TURNOUT LIKELIHOOD			TOTAL
		May or may not	Probably	Absolutely certain	Total
CONGRESSIONAL EXPANDED VOTE	Absolutely Peters	1%	14%	27%	23%
	Probably Peters	11%	29%	6%	10%
	Leaning Peters	23%	25%	3%	8%
	Still unsure	44%	9%	6%	10%
	Leaning DeMaio	9%	2%	8%	7%
	Probably DeMaio	3%	12%	6%	7%
	Absolutely DeMaio	8%	9%	44%	35%
	n=	22	43	335	400
COMMITMENT LEVEL	Unsure	44%	9%	6%	10%
	Leaning	32%	27%	10%	15%
	Probably	14%	41%	12%	17%
	Absolutely	9%	23%	71%	58%
	n=	22	43	335	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Congressional Vote -- Attitudinals**

		PARTISAN ENTHUSIASM					TOTAL
		Democrat, much more	Democrat, somewhat more	Neither/Un sure	Republican , somewhat more	Republican , much more	Total
CONGRESSIONAL EXPANDED VOTE	Absolutely Peters	74%	45%	21%	2%	2%	23%
	Probably Peters	15%	32%	10%	7%	2%	10%
	Leaning Peters	8%	8%	17%	1%	2%	8%
	Still unsure	0%	9%	22%	6%	3%	10%
	Leaning DeMaio	2%	3%	12%	17%	1%	7%
	Probably DeMaio	1%	2%	7%	20%	8%	7%
	Absolutely DeMaio	1%	0%	12%	46%	84%	35%
	n=	73	38	122	39	128	400
COMMITMENT LEVEL	Unsure	0%	9%	22%	6%	3%	10%
	Leaning	10%	11%	29%	19%	2%	15%
	Probably	16%	35%	16%	27%	9%	17%
	Absolutely	74%	45%	33%	48%	86%	58%
	n=	73	38	122	39	128	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101

**Congressional Vote -- Attitudinals**

		OBAMA JOB APPROVAL					TOTAL
		Disapprove , strongly	Disapprove , somewhat	Unsure	Approve, somewhat	Approve, strongly	Total
CONGRESSIONAL EXPANDED VOTE	Absolutely Peters	3%	4%	21%	48%	55%	23%
	Probably Peters	2%	12%	10%	12%	28%	10%
	Leaning Peters	3%	9%	7%	15%	12%	8%
	Still unsure	9%	22%	20%	10%	0%	10%
	Leaning DeMaio	5%	14%	13%	7%	2%	7%
	Probably DeMaio	6%	14%	12%	6%	2%	7%
	Absolutely DeMaio	71%	24%	17%	2%	1%	35%
	n=	175	42	38	72	73	400
COMMITMENT LEVEL	Unsure	9%	22%	20%	10%	0%	10%
	Leaning	9%	24%	21%	22%	14%	15%
	Probably	9%	26%	22%	18%	30%	17%
	Absolutely	73%	29%	37%	50%	55%	58%
	n=	175	42	38	72	73	400

Competitive Edge Research & Communication, Inc. 2170 Fourth Avenue San Diego, CA 92101