



SDIPR San Diego County Survey, Mar 07

(n=1,000 adult residents, oversample to 500 city and city 400 voters)

RDD

Field dates: Mar 01-06

Weighted to US Census on Age, Gender, Location, and San Diego County Registrar on Voter Registration

Hi this is _____ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego County 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 . . .

Q. Thinking of all the local issues facing the region, how important is it that local leaders work to bring new companies to the San Diego region and help existing firms grow. Would you say this is . . .

	County %
Extremely important	36.0
Very important	29.9
Somewhat important	24.5
<i>Total important</i>	<i>90.4</i>
Not too important	6.9
Or not at all important	2.0
Unsure (<i>Not Read</i>)	0.7

Q. Over the last 20 years local leaders have provided incentives and kept regulations low so that high-technology, bio-technology and telecommunications companies could grow and expand in San Diego County. Do you support or oppose these efforts?

	County %
Support, strongly	43.4
Support, somewhat	40.5
Oppose, somewhat	7.0
Oppose, strongly	4.2
Unsure (<i>Not Read</i>)	4.9
<i>Net support efforts</i>	<i>+72.7</i>

Q. I'm going to read you what supporters and opponents say about economic development efforts. Supporters argue that these industries pay high wages, are environmentally clean and bring new dollars into the region's economy. Opponents argue that this does not help our region because many jobs in those industries are filled by newcomers and, because these jobs require very high levels of education, many San Diegans that need economic opportunity do not benefit. Do you agree more with supporters or opponents?

	County %
Supporters, strongly	35.1
Supporters, somewhat	29.9
Opponents, somewhat	15.7
Opponents, strongly	11.3
Unsure (<i>Not Read</i>)	7.9
<i>Net agreement with supporters</i>	+38.0