

Role Profile For Brian W. Jones, CA State Senate District 40

Part 1: Individual/Organization Profile

- Legislator background
 - Name: Brian W. Jones
 - District: CA State Senate District 40
 - Party: Republican
 - Age: 57, born August 9, 1968
 - Gender: Male
 - Race: White
 - Ethnicity: White (US)
 - Marital Status: Married to a woman named Heather and has 3 children
 - Education: Santana highschool, Grossmont College, San Diego State University
BA in Business Administration
- Career Breakdown:
 - Political: Brian started his political career in November of 2002 where he was first elected to the Santee City Council. Following this election, Brian would later move up and get elected to the California State Assembly as the 77th assembly district representative in 2010. From here on out Brian would bounce around from district to district winning the State assembly election (2012, 2014) until in 2018 where Brian was finally elected as the California State Senate representative of the 38th district. He would then get elected once more in 2022 for the 40th district.

- Listed below are the committees he was/is in during his time as a State senator
 - Vice Chair, Business, Professions, & Consumer Protection
 - Governmental Organization
 - Utilities & Commerce
 - Assembly Legislative Ethics
- Non-Political: Brian W. Jones has done many things throughout his life in both a professional and non-professional setting. Just to name a few, he was the president of Kiwanis Key Club, secretary of San Diego 4-Wheelers, and he was a member of the Santee Parks and Recreations Committee. When it came to actual jobs we were a manager at Domino's Pizza and was also a licensed real estate salesman.
- Number of years in current role:
 - If you disregard district numbers, Brian has been in the California State Senate for about 7 years. If we are taking district numbers into account then he has been the senator for the 40th district for about 3 years since he was elected in 2022.
- % of votes in the last general election:
 - Out of the 320,057 voters Brian was able to win 170,109 votes which is about 53.1% of the total votes.
- Issues Brian is best known for
 - Brian is best known for trying to solve the issue of rising cost of living. He aims to cut that expense and this very goal can be found on his California State Senate web page. He is also known for tackling the issue that is homelessness and improving the quality of our education system.

- Biggest donors:
 - Brian's most prominent donor is the Republican party which donated around \$76k to his 2022 campaign. His other top 5 donors are Retired, Mission Indians, National ASSN of Realtors, and Homemaker.
- Ideology:
 - Economic: In 2020 Brian Jones tried to get a bill passed (SB 32) that would have eliminated the tax and fees put on gas in order to lower the price by 1 dollar per gallon in an effort to make fuel cheaper. This bill not only proved that Brian wants to cut the cost of living for the everyday citizen. Thus, his ideology for economics is simply to make living in California cheaper.
 - Social: Brian has also tried to introduce bills such as ACR 112 and SB 296. The first was trying to make September into Deaf Awareness month and the latter is to provide a tax exception for disabled veteran homeowners. This shows Brian is trying to not only raise awareness but improve the lives of the disabled, a minority group that oftentimes gets ignored and not helped in the way they need it. Coupled together with his bills regarding sexual predators such as SB 379 which prevents the secret placement of sexually violent predators in neighborhoods. These bills are sufficient evidence that Brian is trying to make our society not only a safe one, but also one where quality of life is improved for all.
 - Environmental: While Brian has not made many bills that directly tackle environmental issues, he has made bills that indirectly cover some topics. For example, SB 586 which is a bill that allows the registration and operation of electric off highways electric motor bikes. While it's clear that Brian's priorities

lie mostly in the safety and quality of life improvement, he seems to be willing to pass bills that benefit the environment so long as it also helps improve the economical and societal quality of life for his citizens.

Part 2: Constituent Profile:

- Economics:
 - Prominent Industries: There are many industries in the area but two of the most prominent ones are UC San Diego and Sharp. Top industries in the area are often related to Healthcare, technology, manufacturing, tourism, and defence/military.
 - Unemployment rate: San Diego County encompasses the majority of District 40 and the unemployment rate in that district is around 5.2%.
 - Income levels: The median income for a household in 2023 was around \$102,285 while the mean income was nearly 120k.
 - Poverty rate: In 2023 the poverty rate is roughly 10.1% with the number being higher if families had children.
- Demographic:
 - Population: 969,450
 - Population (2020 census) breakdown by:
 - Race:
 - Hispanic/Latino: 624,656
 - White: 133,293
 - African American: 59,809
 - American Indian and Alaska Native alone: 3,709
 - Asian: 112,521

- Native Hawaiian and Other Pacific Islander alone: 3,667
 - Some Other Race alone: 3,731
 - Two or More Races: 28,064
- Ethnicity: Most prominent ethnicity is hispanic/latino, followed by whites, followed by asians
- Age (census reporter):
 - Under 18: 22%
 - 18-64: 61%
 - 65 and over: 16%
- Income: Median income was \$116,513
 - Under 50k: 20%
 - 50k-100k: 23%
 - 100k-200k: 32%
 - Over 200k: 24%
- Urban/Rural breakdown: roughly 60-65 percent of the population lives in an urban area while 35-40 percent live in a rural area
- Politics:
 - Partisan voter registration: As of February 10th 2025, there are a total of 595,258 partisan voters in the 40th district
 - Analytics by party
 - 2020
 - R: 102,096 (19.71%)
 - D: 240,414 (46.40%)

- 2016
 - R: 80,499 (21.53%)
 - D: 174,119 (46.58%)
- 2012
 - R: 84, 881 (24.80%)
 - D: 160,582 (46.93%)
- 3 specific issues that are important to your constituents:
 - According to a poll done by ABC News the main issues that plague Brian's constituents are the rises in cost of living, homelessness, and a tie between economy and immigration (specifically the impact of illegal immigration).
- Constituents' general position:
 - Despite the numbers showing that San Diego is becoming increasingly Democrat the current standing cannot be further from the truth. According to voter data from the 2025 Report of Registration, Democrats and Republicans have a near 50/50 split with Democrats only winning by about 0.14 percent. Despite the polarizing results most of the citizens can agree on most topics. For example, the economic and social aspects of the area. Despite ABC news typically being known as a left wing media it still admits the problems that are plaguing the citizens. Problems that Biran W Jones is currently trying to fix such as lowering cost of living, making society safer, and improving the general economy. In fact, 35 percent of poll takers stated they were very concerned over the impact of illegal

immigration and another 30 percent stated they were somewhat concerned.

If we add those up, that's 65 percent of the people who participated in the poll that were concerned about potential impacts of illegal immigration.

Taking all of this data into consideration, it would seem that Brian's constituents also do not hold the environment as a top priority, instead opting to focus on their economical and societal problems instead.