

Pure Demographics:

Table I. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
VOTER REGISTRATION	Yes	55%	70%	81%	83%	88%	91%	90%	77%	77%	77%
	No	45%	30%	19%	17%	12%	9%	10%	23%	23%	23%
Total	n=	35	65	71	74	56	45	49	189	217	406
IDEOLOGY	Very Liberal	17%	21%	5%	19%	3%	20%	6%	14%	14%	14%
	Somewhat Liberal	30%	18%	19%	15%	27%	11%	8%	18%	19%	19%
	In Between/Unsure	20%	16%	12%	12%	17%	18%	18%	15%	16%	16%
	Somewhat Conservative	29%	30%	42%	31%	42%	28%	39%	36%	33%	34%
	Very Conservative	4%	16%	21%	22%	11%	23%	30%	17%	17%	17%
Total	n=	35	65	71	72	55	44	48	184	216	400
INCOME	< \$20K	21%	6%	6%	14%	12%	21%	29%	11%	14%	13%
	\$20 to 40K	30%	28%	20%	13%	12%	22%	29%	23%	22%	22%
	\$40 to 60K	22%	26%	19%	21%	11%	34%	17%	24%	20%	22%
	\$60 to 80K	22%	13%	12%	14%	15%	7%	5%	12%	15%	14%
	\$80 to 100K	2%	10%	14%	13%	12%	5%	6%	8%	11%	10%
	\$100 to 150K	3%	12%	18%	11%	21%	5%	13%	14%	10%	12%
	> \$150K	0%	5%	11%	13%	17%	6%	2%	7%	8%	8%
Total	n=	32	61	64	64	45	36	36	164	181	345

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

Pure Demographics:

Table I. A2.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
AREA	South City	9%	27%	15%	12%	18%	9%	4%	18%	12%	15%
	North City	27%	24%	28%	20%	24%	17%	21%	28%	22%	25%
	South Burbs	11%	15%	8%	10%	9%	4%	8%	9%	11%	10%
	East Burbs	21%	4%	10%	16%	16%	33%	25%	15%	14%	15%
	North Burbs	13%	13%	16%	11%	11%	17%	18%	13%	15%	14%
	North Coastal	7%	18%	10%	14%	14%	15%	14%	15%	11%	13%
	East County	12%	0%	12%	17%	8%	5%	9%	2%	15%	9%
Total	n=	35	65	71	74	56	45	49	190	217	407
CITY/NON-CITY	Non-City	63%	47%	54%	67%	58%	72%	73%	54%	64%	59%
	City	37%	53%	46%	33%	42%	28%	27%	46%	36%	41%
Total	n=	35	65	71	74	56	45	49	190	217	407

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

Pure Demographics:

Table I. A3.		AGE							Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	
GENDER	Male	42%	53%	41%	45%	53%	39%	57%	47%
	Female	58%	47%	59%	55%	47%	61%	43%	53%
Total	n=	35	65	71	74	56	45	49	407

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

Pure Demographics:

Table I. B1.	VOTER REGISTRATION		IDEOLOGY					INCOME							Total	
	Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K		
AGE	18-24	11%	30%	19%	24%	19%	13%	4%	26%	22%	16%	26%	4%	4%	0%	15%
	25-34	19%	27%	32%	20%	22%	18%	19%	11%	28%	27%	21%	23%	23%	15%	21%
	35-44	23%	18%	8%	22%	18%	27%	27%	11%	20%	20%	20%	32%	33%	30%	22%
	45-54	18%	13%	24%	13%	13%	15%	21%	19%	10%	17%	17%	22%	15%	28%	17%
	55-64	11%	5%	3%	14%	11%	12%	6%	9%	5%	5%	10%	12%	16%	20%	10%
	65-74	9%	3%	11%	5%	9%	7%	10%	12%	7%	11%	4%	4%	3%	6%	8%
	75+	8%	3%	3%	3%	8%	8%	12%	13%	8%	5%	2%	4%	6%	2%	7%
Total	n=	318	77	50	70	62	135	73	47	76	67	40	37	44	27	395
GENDER	Male	47%	47%	45%	45%	44%	49%	46%	43%	49%	53%	42%	40%	55%	45%	47%
	Female	53%	53%	55%	55%	56%	51%	54%	57%	51%	47%	58%	60%	45%	55%	53%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

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

Pure Demographics:

Table I. B2.	VOTER REGISTRATION		IDEOLOGY					INCOME							Total	
	Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K		
AREA	South City	14%	18%	17%	14%	23%	13%	8%	16%	20%	16%	15%	16%	7%	8%	15%
	North City	24%	26%	32%	15%	22%	27%	27%	14%	17%	23%	29%	28%	30%	40%	25%
	South Burbs	11%	7%	7%	14%	12%	9%	7%	20%	12%	10%	8%	6%	7%	3%	10%
	East Burbs	15%	13%	12%	23%	10%	9%	24%	17%	18%	16%	11%	4%	14%	18%	15%
	North Burbs	14%	16%	13%	12%	12%	17%	14%	13%	19%	8%	10%	29%	14%	7%	14%
	North Coastal	13%	14%	12%	14%	11%	13%	15%	11%	15%	12%	8%	17%	21%	10%	13%
	East County	10%	6%	7%	9%	10%	11%	5%	8%	0%	14%	18%	0%	6%	14%	9%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407
CITY/NON-CITY	Non-City	59%	58%	51%	66%	58%	57%	64%	64%	61%	59%	55%	57%	65%	50%	59%
	City	41%	42%	49%	34%	42%	43%	36%	36%	39%	41%	45%	43%	35%	50%	41%
Total	n=	326	80	53	70	64	139	74	47	78	69	42	37	44	28	407

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

Pure Demographics:

Table I. B2.		VOTER REGISTRATION		Total
		Yes	No	
IDEOLOGY	Very Liberal	12%	21%	14%
	Somewhat Liberal	20%	15%	19%
	In Between/Unsure	14%	20%	16%
	Somewhat Conservative	35%	33%	34%
	Very Conservative	19%	10%	17%
Total	n=	322	78	400
INCOME	< \$20K	11%	18%	13%
	\$20 to 40K	21%	25%	22%
	\$40 to 60K	22%	22%	22%
	\$60 to 80K	13%	16%	14%
	\$80 to 100K	11%	6%	10%
	\$100 to 150K	13%	9%	12%
	> \$150K	9%	4%	8%
Total	n=	271	74	345

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

Pure Demographics:

Table I. B3.		INCOME							Total
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
IDEOLOGY	Very Liberal	12%	13%	19%	8%	8%	19%	10%	14%
	Somewhat Liberal	15%	21%	13%	24%	18%	21%	26%	19%
	In Between/Unsure	22%	17%	16%	12%	9%	7%	20%	16%
	Somewhat Conservative	32%	38%	35%	35%	49%	38%	32%	34%
	Very Conservative	20%	12%	17%	22%	16%	14%	11%	17%
Total	n=	44	78	69	42	37	44	28	400
VOTER REGISTRATION	Yes	64%	72%	76%	72%	85%	81%	89%	77%
	No	36%	28%	24%	28%	15%	19%	11%	23%
Total	n=	47	78	69	42	37	44	28	406

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

Pure Demographics:

Table I. C1.		AREA							CITY/NON-CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non-City	City	
AGE	18-24	9%	17%	17%	21%	14%	8%	20%	16%	14%	15%
	25-34	37%	21%	31%	6%	19%	29%	0%	17%	28%	21%
	35-44	22%	26%	18%	15%	26%	17%	29%	20%	25%	22%
	45-54	13%	14%	17%	19%	14%	18%	32%	19%	14%	17%
	55-64	12%	10%	9%	11%	8%	11%	8%	10%	10%	10%
	65-74	5%	6%	3%	18%	10%	10%	4%	10%	5%	8%
	75+	2%	6%	6%	12%	9%	8%	7%	9%	5%	7%
Total	n=	53	95	46	53	71	60	17	239	156	395
GENDER	Male	59%	52%	42%	48%	44%	54%	9%	43%	53%	47%
	Female	41%	48%	58%	52%	56%	46%	91%	57%	47%	53%
Total	n=	54	101	46	53	74	62	17	244	163	407

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

Pure Demographics:

Table I. C2.		AREA							CITY/NON-CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non-City	City	
VOTER REGISTRATION	Yes	72%	76%	83%	80%	74%	77%	86%	78%	77%	77%
	No	28%	24%	17%	20%	26%	23%	14%	22%	23%	23%
Total	n=	54	100	46	53	74	62	17	244	162	406
IDEOLOGY	Very Liberal	17%	18%	10%	12%	13%	12%	11%	12%	17%	14%
	Somewhat Liberal	18%	11%	27%	29%	16%	20%	18%	21%	15%	19%
	In Between/Unsure	25%	14%	19%	11%	13%	13%	17%	15%	16%	16%
	Somewhat Conservative	31%	38%	32%	21%	41%	35%	43%	33%	36%	34%
	Very Conservative	10%	19%	12%	28%	17%	20%	10%	18%	15%	17%
Total	n=	53	100	45	53	71	61	17	239	161	400
INCOME	< \$20K	13%	8%	25%	15%	12%	11%	11%	14%	11%	13%
	\$20 to 40K	29%	16%	26%	27%	29%	25%	0%	23%	21%	22%
	\$40 to 60K	24%	21%	22%	24%	13%	19%	37%	22%	22%	22%
	\$60 to 80K	14%	17%	12%	10%	10%	8%	29%	13%	15%	14%
	\$80 to 100K	10%	11%	6%	3%	20%	12%	0%	9%	10%	10%
	\$100 to 150K	6%	15%	8%	12%	12%	19%	9%	13%	10%	12%
	> \$150K	4%	13%	2%	10%	4%	6%	14%	7%	10%	8%
Total	n=	46	83	41	45	62	54	14	208	137	345

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

Attention to SD Issues/Politics Demographics:

Table II. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
ATTENTION TO CITY OF SAN DIEGO ISSUES/POLITICS	Unsure/Varies	2%	0%	0%	0%	1%	2%	2%	1%	1%	1%
	No Attention	24%	12%	11%	10%	1%	7%	19%	13%	12%	12%
	A Little	18%	17%	12%	18%	8%	12%	20%	16%	16%	16%
	Some	36%	30%	34%	35%	21%	41%	21%	30%	33%	31%
	Quite a Bit	8%	28%	27%	18%	41%	17%	27%	23%	23%	23%
	A Lot	12%	14%	17%	18%	27%	21%	12%	18%	15%	17%
Total	n=	59	83	87	67	40	32	28	191	216	407

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

Attention to SD Issues/Politics Demographics:

		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
Table II. A2.																
ATTENTION TO CITY OF SAN DIEGO ISSUES/POLITICS	Unsure/Varies	0%	2%	0%	2%	1%	0%	0%	3%	1%	1%	0%	0%	0%	0%	1%
	No Attention	10%	21%	16%	3%	25%	11%	8%	20%	18%	11%	9%	0%	11%	13%	12%
	A Little	14%	22%	25%	16%	18%	15%	9%	17%	14%	19%	26%	12%	7%	7%	16%
	Some	33%	28%	20%	32%	26%	35%	40%	32%	36%	29%	24%	29%	26%	39%	31%
	Quite a Bit	25%	16%	18%	26%	19%	26%	23%	23%	20%	19%	15%	42%	32%	24%	23%
	A Lot	18%	12%	20%	22%	12%	12%	20%	5%	12%	21%	26%	18%	24%	18%	17%
Total	n=	314	92	56	75	63	138	69	44	79	77	49	33	42	28	407

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

Attention to SD Issues/Politics Demographics:

		AREA							CITY/NON-CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non-City	City	
Table II. A3.											
ATTENTION TO CITY OF SAN DIEGO ISSUES/POLITICS	Unsure/Varies	0%	0%	3%	0%	2%	1%	0%	1%	1%	1%
	No Attention	8%	8%	17%	11%	15%	15%	17%	15%	8%	12%
	A Little	11%	10%	14%	20%	21%	16%	27%	20%	10%	16%
	Some	39%	27%	32%	26%	29%	32%	42%	31%	32%	31%
	Quite a Bit	19%	32%	23%	20%	22%	24%	9%	20%	28%	23%
	A Lot	22%	22%	10%	22%	10%	12%	5%	13%	21%	17%
Total	n=	60	101	39	59	58	53	36	240	167	407

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

Perception of San Diego Demographics:

Table III. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
CHANGE IN NATIONAL PERCEPTION OF CITY OF SAN DIEGO	Much Worse	22%	20%	33%	38%	37%	27%	24%	28%	28%	28%
	Somewhat Worse	12%	36%	44%	25%	40%	45%	28%	35%	31%	33%
	About the Same/Unsure	20%	17%	8%	21%	11%	9%	14%	15%	14%	15%
	Somewhat Better	34%	18%	10%	11%	6%	16%	20%	14%	20%	17%
	Much Better	11%	10%	4%	6%	6%	3%	13%	8%	8%	8%
Total	n=	59	83	87	67	40	32	28	191	216	407

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

Perception of San Diego Demographics:

Table III. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
CHANGE IN NATIONAL PERCEPTION OF CITY OF SAN DIEGO	Much Worse	31%	19%	18%	28%	34%	27%	33%	15%	22%	33%	27%	32%	44%	28%	28%
	Somewhat Worse	37%	17%	28%	35%	15%	35%	46%	31%	39%	26%	32%	34%	25%	50%	33%
	About the Same/Unsure	13%	19%	21%	12%	28%	10%	8%	14%	12%	13%	11%	23%	12%	12%	15%
	Somewhat Better	13%	29%	27%	12%	13%	23%	8%	30%	22%	18%	14%	11%	9%	7%	17%
	Much Better	5%	16%	6%	13%	10%	5%	5%	10%	4%	11%	16%	0%	9%	4%	8%
Total	n=	314	92	56	75	63	138	69	44	79	77	49	33	42	28	407

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

Perception of San Diego Demographics:

Table III. A3.		AREA							CITY/NON-CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non-City	City	
CHANGE IN NATIONAL PERCEPTION OF CITY OF SAN DIEGO	Much Worse	24%	34%	24%	33%	23%	27%	21%	27%	30%	28%
	Somewhat Worse	35%	35%	16%	36%	36%	32%	31%	32%	34%	33%
	About the Same/Unsure	17%	13%	23%	10%	16%	11%	16%	15%	14%	15%
	Somewhat Better	14%	14%	32%	11%	20%	24%	9%	17%	17%	17%
	Much Better	11%	3%	4%	10%	5%	7%	23%	9%	6%	8%
Total	n=	60	101	39	59	58	53	36	240	167	407

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

Perception of San Diego Attitudinals:

Table III. A4.		ATTENTION TO CITY OF SAN DIEGO ISSUES/POLITICS					Total
		No Attention	A Little	Some	Quite a Bit	A Lot	
CHANGE IN NATIONAL PERCEPTION OF CITY OF SAN DIEGO	Much Worse	3%	17%	23%	41%	49%	28%
	Somewhat Worse	25%	27%	36%	41%	26%	33%
	About the Same/Unsure	26%	22%	18%	7%	5%	15%
	Somewhat Better	33%	18%	20%	9%	8%	17%
	Much Better	13%	17%	3%	2%	11%	8%
Total	n=	50	65	128	94	67	407

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

		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
WHO OR WHAT IS MOST TO BLAME	More than One (Vol)	4	14	24	15	13	7	6	39	44	83
	Previous Mayor and City Council	6	13	14	14	5	5	7	33	36	69
	Current City Council	9	18	15	8	3	3	2	37	22	58
	Current Mayor	15	9	13	6	5	4	3	22	35	57
	Pension Board of Trustees	2	5	6	7	4	4	5	15	19	34
	No One	4	4	7	2	2	1	1	7	12	19
	Someone Else	4	3	1	2	1	2	0	8	5	13
	Municipal Labor Unions	0	3	0	4	1	1	0	7	3	10
	Stock Market	0	2	1	1	1	1	0	4	2	5
	Unsure	15	12	8	9	5	3	4	21	38	59
Total		59	83	87	67	40	32	28	191	216	407

Who's at Fault Demographics:

		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
Table IV. A2. WHO OR WHAT IS MOST TO BLAME	More than One (Vol)	22%	16%	23%	15%	24%	19%	24%	17%	22%	16%	19%	26%	32%	15%	20%
	Previous Mayor and City Council	17%	17%	19%	24%	14%	11%	22%	16%	15%	11%	22%	22%	25%	26%	17%
	Current City Council	13%	19%	19%	6%	13%	18%	16%	8%	18%	21%	4%	23%	17%	7%	14%
	Current Mayor	12%	22%	11%	19%	15%	14%	10%	18%	15%	18%	22%	4%	2%	19%	14%
	Pension Board of Trustees	9%	4%	6%	14%	4%	8%	6%	6%	4%	9%	3%	9%	9%	17%	8%
	No One	5%	6%	4%	2%	4%	6%	8%	14%	3%	5%	9%	0%	0%	8%	5%
	Someone Else	4%	1%	3%	1%	2%	4%	3%	8%	0%	2%	6%	0%	4%	0%	3%
	Municipal Labor Unions	3%	0%	0%	0%	1%	5%	3%	0%	1%	4%	0%	7%	2%	5%	2%
	Stock Market	1%	1%	0%	1%	0%	3%	0%	2%	2%	0%	0%	2%	3%	0%	1%
	Unsure	14%	16%	15%	19%	22%	11%	8%	12%	20%	13%	14%	7%	7%	4%	14%
Total	n=	314	92	56	75	63	138	69	44	79	77	49	33	42	28	407

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

Who's at Fault Demographics:

Table IV. A3.		AREA							CITY/NON-CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non-City	City	
WHO OR WHAT IS MOST TO BLAME	More than One (Vol)	12%	19%	11%	21%	22%	27%	35%	23%	17%	20%
	Previous Mayor and City Council	18%	16%	13%	16%	25%	12%	16%	18%	15%	17%
	Current City Council	16%	17%	15%	13%	13%	17%	5%	13%	16%	14%
	Current Mayor	13%	18%	10%	28%	4%	11%	7%	13%	16%	14%
	Pension Board of Trustees	8%	8%	5%	10%	6%	12%	7%	9%	8%	8%
	No One	6%	5%	7%	2%	4%	10%	0%	5%	5%	5%
	Someone Else	4%	1%	10%	0%	6%	0%	4%	3%	4%	3%
	Municipal Labor Unions	5%	2%	3%	2%	4%	0%	0%	1%	4%	2%
	Stock Market	3%	2%	0%	0%	4%	0%	0%	1%	1%	1%
	Unsure	16%	11%	26%	7%	12%	12%	25%	15%	13%	14%
Total	n=	60	101	39	59	58	53	36	240	167	407

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Who's at Fault Demographics:

Table IV. A4.		ATTENTION TO CITY OF SAN DIEGO ISSUES/POLITICS					CHANGE IN NATIONAL PERCEPTION OF CITY OF SAN DIEGO					Total
		No Attention	A Little	Some	Quite a Bit	A Lot	Much Worse	Somewhat Worse	About the Same/Unsure	Somewhat Better	Much Better	
WHO OR WHAT IS MOST TO BLAME	More than One (Vol)	11%	10%	21%	24%	28%	25%	26%	14%	11%	16%	20%
	Previous Mayor and City Council	17%	17%	13%	22%	18%	21%	20%	8%	9%	22%	17%
	Current City Council	14%	14%	12%	16%	18%	18%	12%	12%	15%	15%	14%
	Current Mayor	7%	16%	18%	12%	13%	13%	16%	17%	12%	9%	14%
	Pension Board of Trustees	1%	7%	7%	12%	12%	14%	8%	5%	4%	3%	8%
	No One	12%	3%	7%	0%	4%	0%	4%	5%	9%	14%	5%
	Someone Else	4%	2%	6%	1%	1%	1%	4%	3%	6%	3%	3%
	Municipal Labor Unions	0%	0%	4%	3%	3%	2%	2%	3%	5%	0%	2%
	Stock Market	0%	0%	2%	2%	0%	1%	0%	1%	5%	0%	1%
	Unsure	34%	31%	10%	6%	4%	5%	9%	32%	25%	17%	14%
Total	n=	50	65	128	94	67	114	133	59	69	32	407

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Next Mayors Impact Demographics:

Table V. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
NEXT MAYOR'S IMPACT ON FISCAL SITUATION	Smith/Fiscal Solution Imminent Strongly	5%	8%	14%	9%	15%	9%	17%	9%	12%	10%
	Smith/Fiscal Solution Imminent Somewhat	33%	21%	12%	17%	16%	19%	28%	19%	21%	20%
	Jones/Fiscal Solution Impossible Strongly	10%	26%	14%	13%	15%	13%	7%	21%	10%	15%
	Jones/Fiscal Solution Impossible Somewhat	14%	15%	20%	12%	15%	18%	3%	12%	17%	14%
	Miller/Fiscal Solution Depends on New Mayor Strongly	30%	8%	22%	20%	17%	16%	7%	15%	20%	18%
	Miller/Fiscal Solution Depends on New Mayor Somewhat	8%	17%	11%	17%	14%	12%	19%	16%	12%	14%
	Unsure	0%	4%	8%	11%	9%	13%	20%	8%	8%	8%
Total	n=	59	83	87	67	40	32	28	191	216	407

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Next Mayors Impact Demographics:

Table V. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
NEXT MAYOR'S IMPACT ON FISCAL SITUATION	Smith/Fiscal Solution Imminent Strongly	10%	11%	9%	4%	13%	14%	9%	14%	14%	6%	9%	6%	10%	12%	10%
	Smith/Fiscal Solution Imminent Somewhat	19%	24%	12%	24%	23%	23%	14%	31%	22%	16%	23%	13%	18%	14%	20%
	Jones/Fiscal Solution Impossible Strongly	16%	12%	17%	14%	15%	14%	17%	23%	16%	15%	10%	21%	13%	18%	15%
	Jones/Fiscal Solution Impossible Somewhat	14%	15%	14%	21%	8%	16%	10%	12%	12%	11%	12%	21%	21%	19%	14%
	Miller/Fiscal Solution Depends on New Mayor Strongly	18%	18%	27%	18%	21%	12%	20%	11%	18%	23%	24%	15%	14%	15%	18%
	Miller/Fiscal Solution Depends on New Mayor Somewhat	15%	11%	13%	12%	8%	15%	20%	3%	11%	20%	15%	18%	22%	17%	14%
	Unsure	8%	9%	7%	8%	11%	6%	10%	6%	6%	9%	7%	6%	2%	5%	8%
Total	n=	314	92	56	75	63	138	69	44	79	77	49	33	42	28	407

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Next Mayors Impact Demographics:

Table V. A3.		AREA						CITY/NON-CITY		Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non-City		City
NEXT MAYOR'S IMPACT ON FISCAL SITUATION	Smith/Fiscal Solution Imminent Strongly	6%	7%	19%	11%	13%	8%	17%	12%	8%	10%
	Smith/Fiscal Solution Imminent Somewhat	16%	23%	13%	19%	25%	17%	28%	20%	20%	20%
	Jones/Fiscal Solution Impossible Strongly	24%	14%	15%	17%	14%	12%	5%	13%	18%	15%
	Jones/Fiscal Solution Impossible Somewhat	9%	10%	23%	14%	16%	15%	25%	17%	11%	14%
	Miller/Fiscal Solution Depends on New Mayor Strongly	18%	22%	9%	20%	11%	18%	22%	17%	18%	18%
	Miller/Fiscal Solution Depends on New Mayor Somewhat	15%	18%	16%	10%	7%	22%	4%	12%	17%	14%
	Unsure	13%	6%	5%	9%	13%	8%	0%	8%	8%	8%
Total	n=	60	101	39	59	58	53	36	240	167	407

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Next Mayors Impact Attitudinals:

Table V. A4.		ATTENTION TO CITY OF SAN DIEGO ISSUES/POLITICS					CHANGE IN NATIONAL PERCEPTION OF CITY OF SAN DIEGO					Total
		No Attention	A Little	Some	Quite a Bit	A Lot	Much Worse	Somewhat Worse	About the Same/Unsure	Somewhat Better	Much Better	
NEXT MAYOR'S IMPACT ON FISCAL SITUATION	Smith/Fiscal Solution Imminent Strongly	11%	10%	11%	10%	10%	10%	8%	7%	20%	11%	10%
	Smith/Fiscal Solution Imminent Somewhat	25%	24%	19%	25%	9%	18%	20%	20%	18%	33%	20%
	Jones/Fiscal Solution Impossible Strongly	10%	7%	18%	14%	22%	14%	16%	13%	14%	22%	15%
	Jones/Fiscal Solution Impossible Somewhat	17%	14%	11%	19%	13%	17%	15%	14%	11%	13%	14%
	Miller/Fiscal Solution Depends on New Mayor Strongly	17%	14%	19%	14%	23%	17%	15%	27%	21%	7%	18%
	Miller/Fiscal Solution Depends on New Mayor Somewhat	8%	21%	15%	11%	14%	18%	18%	8%	6%	11%	14%
	Unsure	12%	11%	6%	7%	10%	7%	8%	11%	11%	3%	8%
Total	n=	50	65	128	94	67	114	133	59	69	32	407

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Bankruptcy Prospects Demographics:

Table VI. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
WILL THE CITY OF SAN DIEGO DECLARE BANKRUPTCY	No, Definitely	23%	23%	20%	26%	18%	14%	24%	25%	18%	21%
	No, Probably	39%	21%	34%	32%	40%	41%	46%	29%	38%	34%
	Unsure	23%	12%	22%	13%	10%	17%	13%	17%	15%	16%
	Yes, Probably	8%	32%	15%	18%	23%	12%	10%	16%	20%	18%
	Yes, Definitely	8%	13%	9%	10%	9%	15%	7%	12%	8%	10%
Total	n=	59	83	87	67	40	32	28	191	216	407

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Bankruptcy Prospects Demographics:

Table VI. A2.		VOTER REGISTRATION		IDEOLOGY					INCOME						Total	
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K		> \$150K
WILL THE CITY OF SAN DIEGO DECLARE BANKRUPTCY	No, Definitely	22%	20%	23%	26%	15%	21%	22%	28%	21%	20%	29%	16%	19%	18%	21%
	No, Probably	32%	40%	32%	35%	20%	42%	32%	35%	33%	37%	32%	32%	34%	43%	34%
	Unsure	17%	14%	35%	12%	27%	6%	16%	8%	19%	19%	6%	12%	8%	11%	16%
	Yes, Probably	19%	17%	7%	20%	19%	22%	17%	17%	21%	15%	19%	33%	27%	10%	18%
	Yes, Definitely	10%	9%	3%	7%	18%	9%	14%	12%	5%	10%	14%	7%	12%	18%	10%
Total	n=	314	92	56	75	63	138	69	44	79	77	49	33	42	28	407

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Bankruptcy Prospects Demographics:

Table VI. A3.		AREA							CITY/NON-CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Non-City	City	
WILL THE CITY OF SAN DIEGO DECLARE BANKRUPTCY	No, Definitely	21%	17%	22%	24%	17%	30%	24%	23%	19%	21%
	No, Probably	28%	35%	35%	37%	44%	21%	41%	36%	32%	34%
	Unsure	15%	18%	21%	15%	14%	15%	16%	17%	15%	16%
	Yes, Probably	24%	19%	15%	15%	20%	23%	7%	16%	21%	18%
	Yes, Definitely	13%	12%	6%	9%	5%	12%	12%	9%	13%	10%
Total	n=	60	101	39	59	58	53	36	240	167	407

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Bankruptcy Prospects Demographics:

		ATTENTION TO CITY OF SAN DIEGO ISSUES/POLITICS					CHANGE IN NATIONAL PERCEPTION OF CITY OF SAN DIEGO					Total
		No Attention	A Little	Some	Quite a Bit	A Lot	Much Worse	Somewhat Worse	About the Same/Unsure	Somewhat Better	Much Better	
Table VI. A4. WILL THE CITY OF SAN DIEGO DECLARE BANKRUPTCY	No, Definitely	27%	26%	23%	17%	18%	9%	20%	21%	33%	46%	21%
	No, Probably	27%	43%	34%	33%	30%	31%	41%	26%	32%	35%	34%
	Unsure	31%	21%	13%	13%	11%	12%	13%	37%	17%	4%	16%
	Yes, Probably	14%	8%	23%	24%	15%	25%	20%	13%	11%	11%	18%
	Yes, Definitely	1%	2%	7%	13%	26%	24%	5%	3%	7%	3%	10%
Total	n=	50	65	128	94	67	114	133	59	69	32	407

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