

**Pure Demographics:**

Table I. A2.		AGE						ETHNICITY					GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	White	Hispanic	African-American	Mixed Race	Something Else	Male		Female
INCOME	< \$20K	22%	14%	2%	2%	3%	9%	31%	11%	16%	11%	9%	0%	7%	13%	10%
	\$20 to 40K	28%	14%	12%	20%	19%	31%	18%	19%	25%	28%	13%	22%	19%	21%	20%
	\$40 to 60K	19%	40%	12%	19%	15%	22%	28%	19%	31%	28%	19%	28%	19%	22%	21%
	\$60 to 80K	16%	14%	7%	12%	18%	18%	13%	16%	6%	6%	13%	6%	14%	14%	14%
	\$80 to 100K	6%	7%	29%	20%	15%	15%	3%	15%	6%	22%	16%	17%	19%	11%	15%
	\$100 to 150K	3%	9%	16%	19%	21%	4%	3%	11%	13%	6%	22%	11%	14%	10%	12%
	> \$150K	6%	2%	22%	8%	10%	2%	5%	9%	3%	0%	9%	17%	9%	9%	9%
Total	n=	32	43	58	59	62	55	39	253	32	18	32	18	166	187	353
AREA	South City	16%	26%	17%	23%	18%	19%	19%	17%	27%	52%	16%	19%	20%	20%	20%
	North City	27%	17%	32%	21%	22%	27%	27%	26%	6%	20%	28%	38%	24%	26%	25%
	South Burbs	11%	13%	5%	11%	9%	9%	8%	7%	33%	0%	9%	10%	11%	7%	9%
	East Burbs	16%	17%	13%	12%	12%	12%	12%	12%	9%	20%	16%	14%	9%	16%	13%
	North Burbs	8%	7%	17%	9%	14%	15%	15%	13%	12%	8%	16%	10%	13%	13%	13%
	North Coastal	19%	20%	10%	21%	12%	10%	13%	18%	9%	0%	9%	10%	17%	13%	15%
	East County	3%	0%	6%	3%	12%	7%	6%	7%	3%	0%	6%	0%	7%	5%	6%
Total	n=	37	46	63	66	65	67	52	293	33	25	32	21	184	220	404

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+	
ETHNICITY	White	51%	50%	71%	70%	78%	85%	90%	73%
	Hispanic	24%	15%	10%	6%	5%	4%	0%	8%
	African-American	5%	9%	2%	8%	5%	6%	8%	6%
	Mixed Race	11%	11%	10%	11%	11%	4%	0%	8%
	Something Else	8%	15%	8%	6%	2%	0%	2%	5%
Total	n=	37	46	63	66	65	67	52	404
GENDER	Male	59%	43%	44%	44%	48%	55%	27%	46%
	Female	41%	57%	56%	56%	52%	45%	73%	54%
Total	n=	37	46	63	66	65	67	52	404

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

Pure Demographics:

Table I. B1.		REGISTERED TO VOTE		PARTY					Total
		No/Unsure	Yes	Strongly Democratic	Somewhat Democratic	Indep/Unsure	Somewhat Republican	Strongly Republican	
AGE	18-24	41%	5%	7%	16%	15%	6%	6%	9%
	25-34	11%	11%	6%	18%	18%	7%	11%	12%
	35-44	20%	16%	14%	12%	12%	28%	15%	16%
	45-54	9%	18%	16%	18%	17%	15%	18%	17%
	55-64	4%	18%	19%	12%	21%	14%	15%	16%
	65-74	7%	18%	22%	14%	9%	17%	20%	17%
	75+	9%	14%	17%	8%	9%	14%	14%	13%
Total	n=	100%	100%	100%	100%	100%	100%	100%	100%
ETHNICITY	White	45%	76%	65%	63%	69%	82%	84%	73%
	Hispanic	21%	6%	11%	14%	10%	8%	1%	8%
	African-American	11%	6%	10%	6%	5%	1%	5%	6%
	Mixed Race	6%	8%	10%	8%	13%	3%	6%	8%
	Something Else	17%	4%	5%	8%	3%	5%	4%	5%
Total	n=	47	355	94	49	78	73	98	404
GENDER	Male	49%	45%	38%	37%	49%	55%	47%	46%
	Female	51%	55%	62%	63%	51%	45%	53%	54%
Total	n=	47	355	94	49	78	73	98	404

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

**Pure Demographics:**

Table I. B2.		REGISTERED TO VOTE		PARTY				Total	
		No/Unsure	Yes	Strongly Democratic	Somewhat Democratic	Indep/Unsure	Somewhat Republican		Strongly Republican
INCOME	< \$20K	21%	9%	6%	15%	13%	6%	13%	10%
	\$20 to 40K	28%	19%	18%	20%	18%	30%	14%	20%
	\$40 to 60K	23%	20%	18%	20%	24%	19%	21%	21%
	\$60 to 80K	3%	15%	18%	4%	15%	13%	15%	14%
	\$80 to 100K	10%	15%	17%	24%	10%	12%	15%	15%
	\$100 to 150K	8%	12%	13%	7%	11%	13%	12%	12%
	> \$150K	8%	9%	9%	11%	8%	6%	9%	9%
Total	n=	39	312	77	46	71	67	85	353
AREA	South City	23%	20%	23%	31%	23%	22%	9%	20%
	North City	21%	26%	27%	27%	22%	26%	28%	25%
	South Burbs	6%	9%	6%	8%	12%	7%	12%	9%
	East Burbs	23%	12%	11%	10%	9%	11%	15%	13%
	North Burbs	11%	13%	10%	10%	15%	12%	15%	13%
	North Coastal	15%	15%	17%	14%	13%	18%	11%	15%
	East County	0%	6%	6%	0%	6%	4%	9%	6%
Total	n=	47	355	94	49	78	73	98	404

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

**Pure Demographics:**

Table I. B3.		REGISTERED TO VOTE		Total
		No/Unsure	Yes	
PARTY	Strongly Democratic	16%	25%	24%
	Somewhat Democratic	19%	12%	13%
	Indep/Unsure	37%	18%	20%
	Somewhat Republican	21%	18%	19%
	Strongly Republican	7%	27%	25%
Total	n=	43	348	392

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

**Pure Demographics:**

Table I. C1.		INCOME							AREA						Total	
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
AGE	18-24	21%	13%	8%	10%	4%	2%	7%	8%	10%	11%	12%	6%	12%	4%	9%
	25-34	18%	9%	23%	13%	6%	10%	3%	15%	8%	17%	15%	6%	16%	0%	12%
	35-44	3%	10%	10%	8%	33%	22%	43%	14%	20%	8%	15%	22%	10%	17%	16%
	45-54	3%	17%	15%	15%	23%	27%	17%	19%	14%	19%	15%	12%	24%	9%	17%
	55-64	6%	17%	12%	23%	17%	32%	20%	15%	14%	17%	15%	18%	14%	35%	16%
	65-74	15%	24%	16%	21%	15%	5%	3%	16%	18%	17%	15%	20%	12%	22%	17%
	75+	35%	10%	15%	10%	2%	2%	7%	13%	14%	11%	12%	16%	12%	13%	13%
Total	n=	34	70	73	48	52	41	30	79	98	36	52	50	58	23	396
ETHNICITY	White	73%	70%	64%	84%	73%	66%	77%	62%	76%	56%	69%	75%	87%	87%	73%
	Hispanic	14%	11%	14%	4%	4%	10%	3%	11%	2%	31%	6%	8%	5%	4%	8%
	African-American	5%	7%	7%	2%	8%	2%	0%	16%	5%	0%	10%	4%	0%	0%	6%
	Mixed Race	8%	6%	8%	8%	10%	17%	10%	6%	9%	8%	10%	10%	5%	9%	8%
	Something Else	0%	6%	7%	2%	6%	5%	10%	5%	8%	6%	6%	4%	3%	0%	5%
Total	n=	37	70	73	49	52	41	31	81	101	36	52	51	60	23	404
GENDER	Male	32%	44%	42%	47%	60%	56%	48%	44%	44%	56%	33%	45%	52%	57%	46%
	Female	68%	56%	58%	53%	40%	44%	52%	56%	56%	44%	67%	55%	48%	43%	54%
Total	n=	37	70	73	49	52	41	31	81	101	36	52	51	60	23	404

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

Pure Demographics:

Table I. C2.		INCOME							AREA						Total	
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
REGISTERED TO VOTE	No/Unsure	22%	16%	13%	2%	8%	7%	10%	14%	10%	9%	21%	10%	12%	0%	12%
	Yes	78%	84%	87%	98%	92%	93%	90%	86%	90%	91%	79%	90%	88%	100%	88%
Total	n=	37	70	71	49	52	41	31	81	101	35	52	51	59	23	402
PARTY	Strongly Democratic	14%	21%	20%	29%	25%	25%	23%	28%	25%	17%	22%	18%	28%	26%	24%
	Somewhat Democratic	19%	13%	13%	4%	21%	8%	17%	19%	13%	11%	11%	10%	12%	0%	13%
	Indep/Unsure	25%	19%	24%	22%	13%	20%	20%	23%	17%	25%	16%	24%	18%	22%	20%
	Somewhat Republican	11%	29%	18%	18%	15%	23%	13%	20%	19%	14%	18%	18%	23%	13%	19%
	Strongly Republican	31%	18%	25%	27%	25%	25%	27%	11%	27%	33%	33%	30%	19%	39%	25%
Total	n=	36	68	71	49	52	40	30	80	101	36	45	50	57	23	392

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

Pure Demographics:

Table I. C3.		AREA							Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	
INCOME	< \$20K	15%	8%	16%	7%	11%	8%	10%	10%
	\$20 to 40K	25%	14%	19%	30%	11%	23%	19%	20%
	\$40 to 60K	28%	16%	28%	23%	11%	21%	19%	21%
	\$60 to 80K	11%	16%	9%	14%	16%	13%	19%	14%
	\$80 to 100K	8%	23%	6%	9%	20%	15%	14%	15%
	\$100 to 150K	6%	13%	13%	16%	18%	9%	10%	12%
	> \$150K	6%	11%	9%	2%	11%	11%	10%	9%
Total	n=	71	88	32	44	44	53	21	353

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

**Crisis Demographics:**

Table II. A1.		AGE							ETHNICITY					GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	White	Hispanic	African-American	Mixed Race	Something Else	Male	Female	
ETHICS AMONG LOCAL POLITICIANS/ELECTED OFFICIALS	No Crisis	43%	30%	25%	27%	23%	25%	24%	25%	39%	32%	41%	19%	31%	24%	27%
	Unsure	30%	7%	6%	12%	8%	3%	24%	12%	12%	8%	6%	14%	9%	13%	11%
	Minor Crisis	14%	22%	33%	12%	11%	24%	14%	19%	21%	20%	13%	24%	19%	19%	19%
	Serious Crisis	11%	35%	17%	27%	43%	31%	24%	30%	18%	28%	22%	29%	26%	30%	28%
	Extreme Crisis	3%	7%	17%	21%	15%	16%	16%	15%	9%	12%	19%	14%	15%	14%	14%
Total	n=	37	46	63	66	65	67	51	292	33	25	32	21	183	220	403

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

**Crisis Demographics:**

Table II. A2.		REGISTERED TO VOTE		PARTY					Total
		No/Unsure	Yes	Strongly Democratic	Somewhat Democratic	Indep/Unsure	Somewhat Republican	Strongly Republican	
ETHICS AMONG LOCAL POLITICIANS/ELECTED OFFICIALS	No Crisis	43%	25%	21%	16%	33%	38%	27%	27%
	Unsure	28%	9%	12%	16%	15%	7%	5%	11%
	Minor Crisis	17%	19%	17%	24%	15%	18%	23%	19%
	Serious Crisis	9%	31%	32%	24%	23%	30%	30%	28%
	Extreme Crisis	4%	15%	18%	18%	13%	7%	15%	14%
Total	n=	47	355	94	49	78	73	98	403

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

**Crisis Demographics:**

Table II. A3.		INCOME							AREA						Total	
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
ETHICS AMONG LOCAL POLITICIANS/ELECTED OFFICIALS	No Crisis	32%	31%	25%	27%	19%	37%	26%	17%	28%	27%	35%	34%	43%	27%	
	Unsure	19%	14%	15%	6%	6%	0%	6%	11%	11%	14%	15%	8%	4%	11%	
	Minor Crisis	22%	17%	22%	16%	21%	24%	26%	20%	23%	22%	12%	25%	14%	13%	19%
	Serious Crisis	16%	23%	25%	37%	35%	29%	23%	32%	28%	17%	35%	20%	32%	26%	28%
	Extreme Crisis	11%	14%	13%	14%	19%	10%	19%	11%	22%	19%	12%	12%	8%	13%	14%
Total	n=	37	70	72	49	52	41	31	81	101	36	52	51	59	23	403

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

**Corruption Level Demographics:**

		AGE							ETHNICITY					GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	White	Hispanic	African-American	Mixed Race	Something Else	Male	Female	
Table III. A1.																
SAN DIEGO CITY POLITICAL/ GOVERNMENT CORRUPTION LEVEL	Much More Corrupt	11%	14%	16%	9%	7%	9%	30%	15%	11%	17%	0%	0%	11%	14%	13%
	Somewhat More Corrupt	0%	10%	3%	0%	17%	18%	22%	11%	0%	17%	13%	0%	9%	10%	10%
	About as Corrupt/Unsure	78%	71%	72%	84%	62%	65%	48%	66%	72%	50%	87%	92%	70%	68%	69%
	Somewhat Less Corrupt	6%	0%	6%	6%	14%	9%	0%	7%	11%	8%	0%	8%	8%	6%	7%
	Much Less Corrupt	6%	5%	3%	0%	0%	0%	0%	1%	6%	8%	0%	0%	1%	2%	2%
Total	n=	18	21	32	32	29	34	23	137	18	12	15	12	87	107	194

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

**Corruption Level Demographics:**

		REGISTERED TO VOTE		PARTY					Total
		No/Unsure	Yes	Strongly Democratic	Somewhat Democratic	Indep/Unsure	Somewhat Republican	Strongly Republican	
Table III. A2.									
SAN DIEGO CITY POLITICAL/ GOVERNMENT CORRUPTION LEVEL	Much More Corrupt	5%	14%	14%	10%	6%	16%	18%	13%
	Somewhat More Corrupt	0%	11%	10%	10%	6%	11%	10%	10%
	About as Corrupt/Unsure	90%	66%	63%	71%	83%	66%	67%	69%
	Somewhat Less Corrupt	5%	7%	10%	3%	6%	8%	5%	7%
	Much Less Corrupt	0%	2%	2%	6%	0%	0%	0%	2%
Total	n=	20	173	49	31	35	38	39	194

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

**Corruption Level Demographics:**

Table III. A3.		INCOME							Total
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	
SAN DIEGO CITY POLITICAL/ GOVERNMENT CORRUPTION LEVEL	Much More Corrupt	17%	7%	11%	16%	21%	6%	0%	13%
	Somewhat More Corrupt	0%	17%	14%	0%	7%	12%	15%	10%
	About as Corrupt/Unsure	74%	70%	64%	76%	64%	82%	62%	69%
	Somewhat Less Corrupt	4%	7%	11%	4%	4%	0%	23%	7%
	Much Less Corrupt	4%	0%	0%	4%	4%	0%	0%	2%
Total	n=	23	30	36	25	28	17	13	194

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

**Honesty Demographics:**

Table IV. A1.		AGE							ETHNICITY					GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	White	Hispanic	African-American	Mixed Race	Something Else	Male	Female	
HONESTY OF POLITICIANS/ELECTED OFFICIALS	Much Less Honest	16%	35%	19%	32%	15%	19%	35%	23%	30%	28%	31%	24%	21%	27%	24%
	Somewhat Less Honest	32%	24%	16%	26%	40%	27%	25%	26%	15%	44%	25%	43%	24%	30%	27%
	About as Honest/Unsure	49%	39%	60%	38%	45%	49%	40%	48%	48%	28%	41%	33%	50%	42%	46%
	Somewhat More Honest	3%	2%	3%	5%	0%	3%	0%	2%	6%	0%	3%	0%	4%	1%	2%
	Much More Honest	0%	0%	2%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%
Total	n=	37	46	63	66	65	67	52	293	33	25	32	21	184	220	404

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

**Honesty Demographics:**

Table IV. A2.		REGISTERED TO VOTE		PARTY					Total
		No/Unsure	Yes	Strongly Democratic	Somewhat Democratic	Indep/Unsure	Somewhat Republican	Strongly Republican	
HONESTY OF POLITICIANS/ELECTED OFFICIALS	Much Less Honest	17%	25%	27%	27%	21%	18%	28%	24%
	Somewhat Less Honest	26%	28%	30%	33%	24%	30%	20%	27%
	About as Honest/Unsure	53%	45%	40%	41%	53%	51%	47%	46%
	Somewhat More Honest	4%	2%	2%	0%	3%	1%	4%	2%
	Much More Honest	0%	1%	1%	0%	0%	0%	1%	0%
Total	n=	47	355	94	49	78	73	98	404

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

**Honesty Demographics:**

Table IV. A3.		INCOME							AREA						Total	
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
HONESTY OF POLITICIANS/ELECTED OFFICIALS	Much Less Honest	32%	24%	27%	20%	23%	20%	26%	22%	22%	36%	19%	29%	25%	22%	24%
	Somewhat Less Honest	24%	24%	26%	27%	29%	32%	29%	31%	32%	28%	25%	24%	22%	22%	27%
	About as Honest/Unsure	38%	50%	42%	53%	46%	44%	45%	43%	44%	33%	52%	47%	53%	48%	46%
	Somewhat More Honest	5%	1%	4%	0%	2%	5%	0%	4%	2%	0%	4%	0%	0%	9%	2%
	Much More Honest	0%	0%	0%	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%	0%
Total	n=	37	70	73	49	52	41	31	81	101	36	52	51	60	23	404

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

**System Vs. Individual Demographics:**

Table V. A1.		AGE							ETHNICITY					GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	White	Hispanic	African-American	Mixed Race	Something Else	Male	Female	
SYSTEM CORRUPTS VS INDIVIDUAL IS CORRUPT	Individual is Corrupt, Strongly	22%	15%	21%	21%	9%	22%	23%	18%	12%	28%	19%	29%	18%	19%	19%
	Individual is Corrupt, Somewhat	41%	24%	27%	21%	22%	21%	6%	22%	36%	20%	13%	14%	21%	23%	22%
	Unsure	11%	9%	8%	6%	11%	9%	10%	10%	12%	0%	3%	10%	8%	9%	9%
	System Corrupts, Somewhat	14%	24%	24%	26%	28%	18%	27%	25%	18%	12%	19%	33%	24%	23%	24%
	System Corrupts, Strongly	14%	28%	21%	26%	31%	30%	35%	25%	21%	40%	47%	14%	29%	25%	27%
Total	n=	37	46	63	66	65	67	52	293	33	25	32	21	184	220	404

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

**System Vs. Individual Demographics:**

Table V. A2.		REGISTERED TO VOTE		PARTY					Total
		No/Unsure	Yes	Strongly Democratic	Somewhat Democratic	Indep/Unsure	Somewhat Republican	Strongly Republican	
SYSTEM CORRUPTS VS INDIVIDUAL IS CORRUPT	Individual is Corrupt, Strongly	19%	19%	23%	20%	10%	14%	24%	19%
	Individual is Corrupt, Somewhat	28%	21%	26%	20%	22%	25%	18%	22%
	Unsure	15%	8%	6%	18%	10%	3%	9%	9%
	System Corrupts, Somewhat	19%	24%	15%	16%	26%	41%	22%	24%
	System Corrupts, Strongly	19%	28%	30%	24%	32%	18%	26%	27%
Total	n=	47	355	94	49	78	73	98	404

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**System Vs. Individual Demographics:**

Table V. A3.		INCOME							AREA						Total	
		< \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	> \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
SYSTEM CORRUPTS VS INDIVIDUAL IS CORRUPT	Individual is Corrupt, Strongly	14%	17%	22%	16%	19%	17%	13%	19%	18%	6%	19%	22%	25%	22%	19%
	Individual is Corrupt, Somewhat	16%	26%	19%	27%	17%	37%	19%	23%	22%	33%	27%	16%	20%	9%	22%
	Unsure	19%	10%	11%	2%	8%	2%	6%	14%	8%	8%	6%	8%	8%	4%	9%
	System Corrupts, Somewhat	30%	21%	23%	18%	25%	20%	32%	20%	28%	19%	17%	27%	23%	30%	24%
	System Corrupts, Strongly	22%	26%	25%	37%	31%	24%	29%	25%	25%	33%	31%	27%	23%	35%	27%
Total	n=	37	70	73	49	52	41	31	81	101	36	52	51	60	23	404

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