

Pure Demographics:

Table I. A1.		AGE						ETHNICITY				GENDER		Total
		18-29	30-39	40-49	50-59	60-69 or	70+	White	Hispanic	Mixed or	Something Else	Male	Female	
TURNOUT PROPENSIT Y	Not Registered	22%	20%	11%	4%	4%	2%	8%	24%	10%	17%	15%	7%	11%
	Possible	50%	30%	21%	14%	9%	24%	23%	28%	48%	32%	21%	30%	26%
	Probable	8%	10%	18%	22%	18%	24%	19%	10%	24%	9%	19%	14%	16%
	Certain	20%	40%	50%	60%	69%	51%	51%	38%	19%	42%	45%	49%	47%
Total	n=	76	60	80	73	45	55	267	50	21	53	192	209	401
PARTY	Republican	31%	36%	43%	38%	50%	53%	45%	18%	50%	29%	44%	38%	41%
	Democrat	23%	30%	32%	43%	38%	29%	32%	47%	30%	38%	29%	38%	34%
	Another Party	6%	6%	9%	0%	7%	4%	6%	4%	0%	4%	5%	5%	5%
	Non-Partisan	40%	28%	15%	19%	5%	15%	18%	31%	20%	29%	23%	19%	21%
Total	n=	70	53	74	72	42	55	256	45	20	48	176	202	378
IDEOLOGY	Very Liberal	14%	5%	5%	10%	7%	5%	7%	10%	10%	9%	7%	8%	8%
	Somewhat Liberal	34%	27%	35%	26%	16%	22%	28%	24%	43%	26%	31%	24%	27%
	In Between	4%	18%	10%	13%	7%	16%	10%	10%	10%	17%	13%	10%	12%
	Somewhat Conservative or	37%	43%	35%	40%	41%	40%	40%	42%	29%	38%	37%	41%	39%
	Very Conservative	11%	7%	15%	11%	30%	16%	15%	14%	10%	9%	12%	16%	14%
Total	n=	76	60	80	72	44	55	267	50	21	53	191	208	399

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

**Pure Demographics:**

Table I. A2.		AGE						ETHNICITY				GENDER		Total
		18-29	30-39	40-49	50-59	60-69 or	70+	White	Hispanic	Mixed or	Something Else	Male	Female	
INCOME	<\$20K	14%	4%	11%	5%	21%	31%	10%	23%	10%	17%	8%	18%	13%
	\$20-40K	33%	20%	14%	17%	24%	21%	19%	27%	14%	30%	19%	25%	22%
	\$40-60K	25%	33%	22%	29%	21%	23%	25%	25%	38%	26%	29%	22%	26%
	\$60-80K	16%	15%	18%	15%	18%	13%	17%	10%	19%	11%	18%	13%	16%
	\$80-100K	10%	17%	11%	14%	5%	10%	13%	8%	5%	9%	12%	11%	11%
	>100k	3%	11%	26%	21%	11%	2%	16%	6%	14%	7%	15%	11%	13%
Total	n=	73	54	74	66	38	48	241	48	21	46	183	179	362
AREA	South City	25%	15%	11%	13%	4%	5%	9%	12%	33%	26%	14%	13%	14%
	North City	26%	19%	19%	28%	36%	36%	30%	16%	5%	25%	26%	26%	26%
	South Burbs	9%	12%	14%	8%	9%	13%	6%	32%	14%	13%	11%	11%	11%
	East Burbs	12%	10%	14%	15%	20%	16%	14%	18%	29%	6%	16%	13%	15%
	North Burbs	12%	17%	20%	15%	13%	13%	16%	14%	5%	15%	14%	16%	15%
	North Coastal	7%	17%	11%	8%	9%	11%	11%	4%	5%	9%	9%	11%	10%
	East County	9%	10%	11%	13%	9%	5%	12%	4%	10%	6%	10%	10%	10%
Total	n=	76	59	80	72	45	55	265	50	21	53	190	209	399

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

**Pure Demographics:**

Table I. A3.		AGE						Total
		18-29	30-39	40-49	50-59	60-69 or	70+	
ETHNICITY	White	47%	61%	69%	71%	80%	87%	68%
	Hispanic	25%	14%	14%	11%	7%	2%	13%
	Mixed or	11%	5%	4%	6%	5%	2%	5%
	Something Else	17%	20%	13%	13%	7%	9%	14%
Total	n=	76	59	78	72	41	53	391
GENDER	Male	53%	60%	46%	48%	40%	38%	48%
	Female	47%	40%	54%	52%	60%	62%	52%
Total	n=	76	60	80	73	45	55	401

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

**Pure Demographics:**

Table I. A4.		ETHNICITY				Total
		White	Hispanic	Mixed or	Something Else	
GENDER	Male	48%	54%	33%	45%	48%
	Female	52%	46%	67%	55%	52%
Total	n=	267	50	21	53	401
AGE	18-29	14%	38%	38%	25%	20%
	30-39	14%	16%	14%	23%	15%
	40-49	21%	22%	14%	19%	21%
	50-59	20%	16%	19%	17%	19%
	60-69 or	13%	6%	10%	6%	12%
	70+	18%	2%	5%	10%	14%
Total	n=	256	50	21	52	389

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

Pure Demographics:

Table I. B1.		TURNOUT PROPENSITY				PARTY				IDEOLOGY					Total
		Not Registered	Possible	Probable	Certain	Republican	Democrat	Another Party	Non-Partisan	Very Liberal	Somewhat Liberal	In Between	Somewhat Conservative or	Very Conservative	
AGE	18-29	39%	38%	10%	8%	15%	13%	21%	36%	35%	24%	7%	19%	15%	20%
	30-39	27%	18%	10%	13%	13%	13%	16%	19%	10%	15%	26%	17%	7%	15%
	40-49	20%	17%	22%	22%	21%	20%	37%	14%	13%	26%	19%	19%	22%	21%
	50-59	7%	10%	25%	24%	18%	26%	0%	18%	23%	18%	21%	19%	15%	19%
	60-69 or	5%	4%	13%	17%	14%	13%	16%	3%	10%	6%	7%	12%	24%	12%
	70+	2%	13%	21%	15%	19%	13%	11%	10%	10%	11%	21%	15%	17%	14%
Total	n=	44	100	63	182	150	119	19	78	31	108	43	151	54	389
ETHNICITY	White	48%	60%	77%	75%	78%	64%	79%	58%	61%	68%	64%	69%	74%	68%
	Hispanic	27%	14%	8%	11%	5%	17%	11%	18%	16%	11%	11%	14%	13%	13%
	Mixed or	5%	10%	8%	2%	7%	5%	0%	5%	6%	8%	5%	4%	4%	5%
	Something Else	20%	17%	8%	12%	10%	14%	11%	18%	16%	13%	20%	13%	9%	14%
Total	n=	44	102	65	180	147	126	19	77	31	109	44	154	53	391
GENDER	Male	66%	39%	55%	46%	50%	40%	42%	51%	45%	54%	54%	45%	39%	48%
	Female	34%	61%	45%	54%	50%	60%	58%	49%	55%	46%	46%	55%	61%	52%
Total	n=	44	103	65	189	154	127	19	78	31	109	46	157	56	401

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

Pure Demographics:

Table I. B2.		TURNOUT PROPENSITY				PARTY				IDEOLOGY					Total
		Not Registered	Possible	Probable	Certain	Republican	Democrat	Another Party	Non-Partisan	Very Liberal	Somewhat Liberal	In Between	Somewhat Conservative or	Very Conservative	
INCOME	<\$20K	27%	11%	3%	14%	9%	13%	16%	14%	13%	7%	25%	12%	16%	13%
	\$20-40K	17%	25%	32%	17%	15%	25%	37%	28%	37%	22%	20%	17%	26%	22%
	\$40-60K	32%	29%	25%	22%	26%	26%	11%	25%	20%	28%	25%	27%	22%	26%
	\$60-80K	17%	15%	15%	16%	18%	14%	16%	14%	17%	16%	8%	18%	16%	16%
	\$80-100K	5%	11%	7%	15%	14%	10%	11%	11%	0%	15%	10%	13%	8%	11%
	>100k	2%	9%	17%	16%	17%	12%	11%	8%	13%	13%	13%	14%	12%	13%
Total	n=	41	92	59	170	138	114	19	72	30	103	40	139	50	362
AREA	South City	20%	18%	9%	11%	8%	19%	11%	10%	26%	15%	9%	13%	9%	14%
	North City	18%	23%	27%	29%	29%	24%	26%	23%	19%	31%	22%	26%	27%	26%
	South Burbs	11%	11%	13%	10%	8%	13%	5%	13%	6%	6%	13%	15%	9%	11%
	East Burbs	16%	16%	14%	14%	18%	12%	16%	14%	10%	13%	17%	13%	25%	15%
	North Burbs	14%	12%	20%	15%	14%	15%	21%	14%	26%	11%	22%	15%	11%	15%
	North Coastal	16%	9%	8%	10%	10%	8%	16%	13%	3%	14%	4%	10%	9%	10%
	East County	5%	12%	9%	11%	10%	9%	5%	13%	10%	10%	13%	9%	11%	10%
Total	n=	44	103	64	188	153	126	19	78	31	108	46	156	56	399

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

**Pure Demographics:**

Table I. B3.		TURNOUT PROPENSITY				Total
		Not Registered	Possible	Probable	Certain	
PARTY	Republican	12%	32%	43%	48%	41%
	Democrat	16%	31%	38%	35%	34%
	Another Party	8%	2%	6%	6%	5%
	Non-Partisan	64%	34%	12%	10%	21%
Total	n=	25	102	65	186	378
IDEOLOGY	Very Liberal	14%	5%	9%	7%	8%
	Somewhat Liberal	45%	27%	25%	24%	27%
	In Between	5%	16%	11%	11%	12%
	Somewhat Conservative or	32%	39%	43%	40%	39%
	Very Conservative	5%	14%	12%	17%	14%
Total	n=	44	103	65	187	399

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

Pure Demographics:

Table I. C1.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>100k	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
AGE	18-29	22%	32%	20%	21%	18%	4%	37%	20%	17%	16%	15%	13%	18%	20%
	30-39	4%	15%	20%	14%	23%	13%	18%	11%	17%	11%	17%	25%	16%	15%
	40-49	17%	13%	18%	23%	20%	41%	18%	15%	26%	20%	27%	23%	24%	21%
	50-59	7%	15%	21%	18%	23%	30%	18%	20%	14%	20%	19%	15%	24%	19%
	60-69 or 70+	17%	12%	9%	13%	5%	9%	4%	16%	10%	16%	10%	10%	11%	12%
Total	n=	46	75	90	56	40	46	51	102	42	55	59	40	38	389
ETHNICITY	White	53%	61%	65%	75%	78%	81%	48%	78%	40%	68%	73%	79%	82%	68%
	Hispanic	24%	17%	13%	9%	10%	6%	12%	8%	37%	16%	12%	5%	5%	13%
	Mixed or Something Else	4%	4%	9%	7%	2%	6%	13%	1%	7%	11%	2%	3%	5%	5%
	Something Else	18%	18%	13%	9%	10%	6%	27%	13%	16%	5%	14%	13%	8%	14%
Total	n=	45	76	92	55	41	47	52	102	43	56	59	38	39	391
GENDER	Male	30%	44%	57%	58%	54%	57%	50%	47%	47%	53%	44%	45%	48%	48%
	Female	70%	56%	43%	42%	46%	43%	50%	53%	53%	47%	56%	55%	53%	52%
Total	n=	46	78	93	57	41	47	54	104	43	59	59	40	40	401

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

Pure Demographics:

Table I. C2.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>100k	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
TURNOUT PROPENSITY	Not Registered	24%	9%	14%	12%	5%	2%	17%	8%	12%	12%	10%	18%	5%	11%
	Possible	22%	29%	29%	25%	24%	17%	35%	23%	26%	27%	20%	23%	30%	26%
	Probable	4%	24%	16%	16%	10%	21%	11%	16%	19%	15%	22%	13%	15%	16%
	Certain	50%	37%	41%	47%	61%	60%	37%	53%	44%	46%	47%	48%	50%	47%
Total	n=	46	78	93	57	41	47	54	104	43	59	59	40	40	401
PARTY	Republican	32%	28%	42%	46%	48%	52%	28%	46%	32%	49%	39%	41%	42%	41%
	Democrat	37%	37%	35%	30%	28%	30%	51%	31%	41%	26%	34%	26%	29%	34%
	Another Party	7%	9%	2%	6%	5%	4%	4%	5%	2%	5%	7%	8%	3%	5%
	Non-Partisan	24%	26%	21%	19%	20%	13%	17%	18%	24%	19%	20%	26%	26%	21%
Total	n=	41	76	86	54	40	46	47	98	41	57	56	39	38	378
IDEOLOGY	Very Liberal	9%	14%	6%	9%	0%	9%	15%	6%	5%	5%	14%	3%	8%	8%
	Somewhat Liberal	15%	29%	31%	28%	37%	28%	30%	32%	16%	24%	20%	39%	28%	27%
	In Between	22%	10%	11%	5%	10%	11%	7%	10%	14%	14%	17%	5%	15%	12%
	Somewhat Conservative or Very Conservative	37%	29%	40%	44%	44%	40%	39%	38%	53%	34%	39%	39%	35%	39%
	Very Conservative	17%	17%	12%	14%	10%	13%	9%	14%	12%	24%	10%	13%	15%	14%
Total	n=	46	78	93	57	41	47	54	104	43	59	59	38	40	399

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	14%	10%	20%	13%	15%	6%	14%	13%
	\$20-40K	32%	20%	22%	16%	19%	25%	17%	22%
	\$40-60K	32%	28%	29%	27%	26%	13%	14%	26%
	\$60-80K	14%	14%	10%	15%	15%	25%	25%	16%
	\$80-100K	4%	12%	10%	18%	13%	13%	8%	11%
	>100k	4%	16%	10%	11%	11%	19%	22%	13%
Total	n=	50	93	41	55	53	32	36	362

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

**Indian Casino Visitation Demographics:**

Table II. A1.		AGE						ETHNICITY				GENDER		Total
		18-29	30-39	40-49	50-59	60-69 or	70+	White	Hispanic	Mixed or	Something Else	Male	Female	
HOW OFTEN VISIT CASINO LOCATIONS	Once per Week or More	4%	2%	6%	3%	4%	7%	4%	8%	0%	6%	4%	4%	4%
	Once or Twice per Month	3%	7%	6%	10%	11%	18%	10%	8%	10%	6%	11%	7%	9%
	Once or Twice per Year	30%	25%	21%	16%	16%	18%	18%	22%	29%	34%	21%	21%	21%
	Once or Twice in the Past Five Years	13%	7%	19%	16%	9%	18%	16%	12%	5%	9%	11%	17%	14%
	Less than Once or Twice in the Past Five Years or Have You	13%	17%	6%	8%	9%	7%	10%	16%	5%	9%	10%	11%	10%
	Never Visited a Local Casino	37%	43%	40%	47%	51%	29%	42%	34%	52%	36%	42%	39%	41%
	Varies Too Much to Say	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Unsure	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%
Total	n=	76	60	80	73	45	55	267	50	21	53	192	209	401

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

Indian Casino Visitation Demographics:

Table II. A2.		TURNOUT PROPENSITY				PARTY				IDEOLOGY					Total
		Not Registered	Possible	Probable	Certain	Republican	Democrat	Another Party	Non-Partisan	Very Liberal	Somewhat Liberal	In Between	Somewhat Conservative or	Very Conservative	
HOW OFTEN VISIT CASINO LOCATIONS	Once per Week or More	11%	3%	2%	4%	5%	2%	5%	5%	6%	5%	4%	4%	4%	4%
	Once or Twice per Month	2%	9%	15%	8%	11%	8%	5%	10%	6%	7%	11%	10%	9%	9%
	Once or Twice per Year	23%	27%	26%	16%	16%	25%	42%	18%	23%	27%	26%	20%	11%	21%
	Once or Twice in the Past Five Years	23%	11%	12%	14%	12%	13%	11%	19%	16%	16%	9%	13%	16%	14%
	Less than Once or Twice in the Past Five Years or Have You	2%	11%	11%	12%	12%	12%	5%	8%	23%	6%	13%	10%	11%	10%
	Never Visited a Local Casino	39%	40%	34%	44%	42%	39%	32%	40%	26%	39%	35%	43%	50%	41%
	Varies Too Much to Say	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Unsure	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Total	n=	44	103	65	189	154	127	19	78	31	109	46	157	56	401

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

Indian Casino Visitation Demographics:

Table II. A3.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>100k	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
HOW OFTEN VISIT CASINO LOCATIONS	Once per Week or More	13%	1%	3%	4%	7%	2%	4%	4%	7%	5%	0%	3%	10%	4%
	Once or Twice per Month	4%	6%	11%	12%	5%	15%	6%	9%	7%	5%	17%	5%	15%	9%
	Once or Twice per Year	9%	31%	17%	26%	20%	21%	24%	15%	23%	25%	20%	23%	23%	21%
	Once or Twice in the Past Five Years	13%	21%	12%	7%	15%	15%	6%	22%	14%	8%	14%	13%	15%	14%
	Less than Once or Twice in the Past Five Years or Have You	11%	12%	11%	14%	7%	9%	15%	13%	9%	7%	10%	3%	13%	10%
	Never Visited a Local Casino	50%	29%	46%	35%	46%	38%	46%	36%	40%	49%	39%	55%	23%	41%
	Varies Too Much to Say	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%
	Unsure	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total	n=	46	78	93	57	41	47	54	104	43	59	59	40	40	401

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

**Effect of Indian Casinos Demographics:**

		AGE						ETHNICITY				GENDER		Total
		18-29	30-39	40-49	50-59	60-69 or	70+	White	Hispanic	Mixed or	Something Else	Male	Female	
Table III. A1.														
EFFECTS OF INDIAN GAMING ON SD COUNTY	Negative, a Great Deal	7%	5%	8%	8%	13%	4%	6%	6%	10%	8%	7%	7%	7%
	Negative, Somewhat	9%	7%	8%	11%	7%	15%	9%	2%	19%	13%	10%	9%	9%
	Both/Unsure/No Influence	33%	40%	35%	30%	38%	31%	33%	40%	38%	36%	32%	36%	34%
	Positive, Somewhat	30%	35%	25%	27%	31%	24%	30%	28%	14%	26%	29%	27%	28%
	Positive, a Great Deal	21%	13%	25%	23%	11%	27%	22%	24%	19%	17%	21%	21%	21%
Total	n=	76	60	80	73	45	55	267	50	21	53	192	209	401
INDIAN GAMING EFFECTS ON LOCAL INDIAN TRIBES	Negative, a Great Deal	5%	5%	5%	7%	7%	9%	6%	2%	5%	8%	6%	6%	6%
	Negative, Somewhat	4%	0%	4%	4%	9%	0%	3%	4%	10%	2%	4%	4%	4%
	Both/Unsure/No Influence	42%	40%	23%	23%	18%	22%	24%	42%	19%	38%	28%	28%	28%
	Positive, Somewhat	16%	27%	29%	25%	24%	28%	25%	16%	48%	23%	23%	26%	25%
	Positive, a Great Deal	33%	28%	40%	41%	42%	41%	41%	36%	19%	30%	39%	36%	38%
Total	n=	76	60	80	73	45	54	267	50	21	53	191	209	400

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

**Effect of Indian Casinos Demographics:**

		TURNOUT PROPENSITY				PARTY				IDEOLOGY					Total
		Not Registered	Possible	Probable	Certain	Republican	Democrat	Another Party	Non-Partisan	Very Liberal	Somewhat Liberal	In Between	Somewhat Conservative or	Very Conservative	
Table III. A2.															
EFFECTS OF INDIAN GAMING ON SD COUNTY	Negative, a Great Deal	2%	10%	5%	7%	9%	2%	0%	12%	3%	6%	9%	4%	16%	7%
	Negative, Somewhat	7%	6%	15%	10%	17%	5%	0%	6%	10%	5%	9%	12%	13%	9%
	Both/Unsure/No Influence	41%	31%	31%	36%	36%	35%	42%	27%	23%	28%	37%	41%	30%	34%
	Positive, Somewhat	32%	31%	31%	25%	21%	32%	42%	31%	39%	33%	17%	27%	27%	28%
	Positive, a Great Deal	18%	22%	18%	22%	17%	26%	16%	24%	26%	28%	28%	15%	14%	21%
Total	n=	44	103	65	189	154	127	19	78	31	109	46	157	56	401
INDIAN GAMING EFFECTS ON LOCAL INDIAN TRIBES	Negative, a Great Deal	2%	9%	3%	6%	8%	2%	0%	10%	0%	1%	11%	5%	16%	6%
	Negative, Somewhat	2%	2%	5%	5%	6%	2%	0%	3%	0%	5%	2%	3%	5%	4%
	Both/Unsure/No Influence	45%	35%	20%	23%	29%	25%	32%	24%	39%	17%	31%	35%	21%	28%
	Positive, Somewhat	23%	20%	38%	23%	24%	24%	21%	27%	10%	32%	13%	28%	20%	25%
	Positive, a Great Deal	27%	34%	34%	43%	32%	46%	47%	36%	52%	45%	42%	29%	38%	38%
Total	n=	44	103	65	188	153	127	19	78	31	109	45	157	56	400

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

**Effect of Indian Casinos Demographics:**

Table III. A3.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>100k	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
EFFECTS OF INDIAN GAMING ON SD COUNTY	Negative, a Great Deal	2%	6%	6%	9%	15%	2%	6%	4%	9%	14%	5%	8%	8%	7%
	Negative, Somewhat	4%	13%	8%	11%	12%	11%	13%	15%	7%	8%	5%	3%	8%	9%
	Both/Unsure/No Influence	50%	27%	31%	30%	39%	30%	44%	28%	33%	32%	44%	38%	25%	34%
	Positive, Somewhat	17%	35%	32%	28%	17%	36%	26%	38%	26%	24%	14%	35%	30%	28%
	Positive, a Great Deal	26%	19%	23%	23%	17%	21%	11%	15%	26%	22%	32%	18%	30%	21%
Total	n=	46	78	93	57	41	47	54	104	43	59	59	40	40	401
INDIAN GAMING EFFECTS ON LOCAL INDIAN TRIBES	Negative, a Great Deal	2%	8%	4%	7%	7%	4%	2%	6%	2%	12%	5%	8%	8%	6%
	Negative, Somewhat	0%	6%	4%	2%	0%	6%	6%	5%	5%	2%	2%	5%	3%	4%
	Both/Unsure/No Influence	41%	21%	30%	25%	29%	23%	31%	22%	35%	25%	34%	33%	20%	28%
	Positive, Somewhat	20%	22%	24%	33%	27%	28%	30%	32%	23%	20%	20%	23%	15%	25%
	Positive, a Great Deal	37%	44%	38%	33%	37%	38%	31%	35%	35%	41%	39%	33%	55%	38%
Total	n=	46	78	93	57	41	47	54	103	43	59	59	40	40	400

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

**Visitation by Effect of Indian Casinos:**

Table III. A4.		HOW OFTEN VISIT CASINO LOCATIONS				Total
		Never Visited	<1-2 Times a Year	1-2 Times a Year	1-2 Times a Month or More	
EFFECTS OF INDIAN GAMING ON SD COUNTY	Negative, a Great Deal	11%	5%	1%	8%	7%
	Negative, Somewhat	12%	10%	8%	4%	10%
	Both/Unsure/No Influence	38%	35%	29%	30%	34%
	Positive, Somewhat	26%	24%	36%	28%	28%
	Positive, a Great Deal	13%	26%	25%	30%	21%
Total	n=	163	98	85	53	399
INDIAN GAMING EFFECTS ON LOCAL INDIAN TRIBES	Negative, a Great Deal	10%	6%	2%	0%	6%
	Negative, Somewhat	4%	4%	4%	4%	4%
	Both/Unsure/No Influence	33%	26%	26%	21%	28%
	Positive, Somewhat	26%	21%	26%	26%	25%
	Positive, a Great Deal	28%	43%	42%	49%	37%
Total	n=	163	98	85	53	399

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

Potential Gaming Demographics:

Table IV. A1.		AGE						ETHNICITY				GENDER		Total
		18-29	30-39	40-49	50-59	60-69 or	70+	White	Hispanic	Mixed or	Something Else	Male	Female	
GAMBLING PROBLEM DUE TO INDIAN CASINO INFLUENCE	Decreased, Greatly	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Decreased, Somewhat	1%	0%	1%	3%	0%	2%	1%	2%	0%	2%	2%	1%	1%
	About the Same/Unsure	62%	63%	61%	60%	58%	60%	59%	78%	71%	53%	59%	63%	61%
	Increased, Somewhat	24%	20%	25%	16%	24%	22%	24%	12%	10%	21%	22%	21%	21%
	Increased, Greatly	13%	17%	11%	21%	18%	16%	15%	8%	19%	25%	17%	15%	16%
Total	n=	76	60	80	73	45	55	267	50	21	53	192	209	401

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

Potential Gaming Demographics:

Table IV. A2.		TURNOUT PROPENSITY				PARTY				IDEOLOGY					Total
		Not Registered	Possible	Probable	Certain	Republican	Democrat	Another Party	Non-Partisan	Very Liberal	Somewhat Liberal	In Between	Somewhat Conservative or	Very Conservative	
GAMBLING PROBLEM DUE TO INDIAN CASINO INFLUENCE	Decreased, Greatly	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
	Decreased, Somewhat	0%	2%	3%	1%	1%	2%	0%	3%	3%	0%	0%	2%	4%	1%
	About the Same/Unsure	57%	65%	58%	61%	55%	66%	58%	62%	48%	73%	65%	59%	50%	61%
	Increased, Somewhat	23%	20%	20%	22%	23%	19%	26%	23%	26%	14%	20%	27%	18%	21%
	Increased, Greatly	18%	13%	18%	16%	21%	13%	16%	12%	23%	12%	15%	13%	29%	16%
Total	n=	44	103	65	189	154	127	19	78	31	109	46	157	56	401

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

Potential Gaming Demographics:

Table IV. A3.		INCOME						AREA							Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>100k	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	
GAMBLING PROBLEM DUE TO INDIAN CASINO INFLUENCE	Decreased, Greatly	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	3%	0%	0%
	Decreased, Somewhat	2%	3%	3%	0%	0%	0%	6%	1%	2%	2%	0%	0%	0%	1%
	About the Same/Unsure	63%	54%	72%	53%	56%	57%	61%	57%	63%	56%	78%	65%	48%	61%
	Increased, Somewhat	22%	22%	10%	30%	27%	32%	15%	27%	19%	22%	12%	20%	33%	21%
	Increased, Greatly	13%	22%	15%	18%	15%	11%	19%	15%	16%	20%	10%	13%	20%	16%
Total	n=	46	78	93	57	41	47	54	104	43	59	59	40	40	401

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

**Visitation Potential Gaming:**

Table IV. A4.		HOW OFTEN VISIT CASINO LOCATIONS				Total
		Never Visited	<1-2 Times a Year	1-2 Times a Year	1-2 Times a Month or More	
GAMBLING PROBLEM DUE TO INDIAN CASINO INFLUENCE	Decreased, Greatly	0%	0%	1%	0%	0%
	Decreased, Somewhat	1%	3%	1%	0%	2%
	About the Same/Unsure	59%	64%	67%	53%	61%
	Increased, Somewhat	21%	17%	22%	26%	21%
	Increased, Greatly	18%	15%	8%	21%	16%
Total	n=	163	98	85	53	399

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

**Opinion on Non-Gaming Influence Demographics:**

Table V. A1.		AGE						ETHNICITY				GENDER		Total
		18-29	30-39	40-49	50-59	60-69 or	70+	White	Hispanic	Mixed or	Something Else	Male	Female	
SHOULD NON-INDIANS HAVE A SAY IN INDIAN CASINOS' LOCATION/DESIGN	Non-Indians Should Have a Say, Strongly	11%	13%	19%	23%	24%	25%	21%	12%	14%	9%	21%	16%	18%
	Non-Indians Should Have a Say, Somewhat	12%	8%	15%	15%	13%	13%	13%	8%	24%	13%	13%	14%	13%
	Unsure	12%	8%	3%	1%	13%	11%	7%	10%	0%	8%	7%	8%	7%
	Left Up to the Tribes, Somewhat	11%	17%	18%	19%	13%	24%	18%	10%	5%	26%	16%	19%	17%
	Left Up to the Tribes, Strongly	55%	53%	46%	41%	36%	27%	40%	60%	57%	43%	44%	43%	44%
Total	n=	76	60	80	73	45	55	267	50	21	53	192	209	401

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

Opinion on Non-Gaming Influence Demographics:

Table V. A2.		TURNOUT PROPENSITY				PARTY				IDEOLOGY					Total
		Not Registered	Possible	Probable	Certain	Republican	Democrat	Another Party	Non-Partisan	Very Liberal	Somewhat Liberal	In Between	Somewhat Conservative or	Very Conservative	
SHOULD NON-INDIANS HAVE A SAY IN INDIAN CASINOS' LOCATION/DESIGN	Non-Indians Should Have a Say, Strongly	11%	16%	12%	24%	27%	17%	5%	9%	23%	15%	13%	15%	38%	18%
	Non-Indians Should Have a Say, Somewhat	5%	12%	15%	15%	15%	10%	21%	15%	13%	11%	11%	17%	7%	13%
	Unsure	16%	10%	11%	3%	6%	6%	0%	12%	10%	6%	4%	7%	11%	7%
	Left Up to the Tribes, Somewhat	16%	16%	15%	19%	16%	17%	37%	15%	19%	9%	15%	26%	9%	17%
	Left Up to the Tribes, Strongly	52%	48%	46%	39%	36%	50%	37%	49%	35%	59%	57%	34%	36%	44%
Total	n=	44	103	65	189	154	127	19	78	31	109	46	157	56	401

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

Opinion on Non-Gaming Influence Demographics:

Table V. A3.		INCOME						AREA						Total	
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	>100k	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
SHOULD NON-INDIANS HAVE A SAY IN INDIAN CASINOS' LOCATION/DESIGN	Non-Indians Should Have a Say, Strongly	22%	14%	18%	16%	15%	30%	11%	19%	19%	29%	15%	13%	23%	18%
	Non-Indians Should Have a Say, Somewhat	17%	10%	12%	11%	15%	15%	11%	16%	9%	12%	12%	15%	13%	13%
	Unsure	11%	9%	4%	4%	5%	2%	13%	9%	0%	10%	3%	13%	3%	7%
	Left Up to the Tribes, Somewhat	15%	23%	15%	19%	15%	17%	24%	13%	21%	7%	31%	18%	10%	17%
	Left Up to the Tribes, Strongly	35%	44%	51%	51%	51%	36%	41%	43%	51%	42%	39%	43%	53%	44%
Total	n=	46	78	93	57	41	47	54	104	43	59	59	40	40	401

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

**Visitation by Opinion on Non-Gaming Influence:**

Table V. A4.		HOW OFTEN VISIT CASINO LOCATIONS				Total
		Never Visited	<1-2 Times a Year	1-2 Times a Year	1-2 Times a Month or More	
SHOULD NON-INDIANS HAVE A SAY IN INDIAN CASINOS' LOCATION/DESIGN	Non-Indians Should Have a Say, Strongly	20%	21%	13%	17%	19%
	Non-Indians Should Have a Say, Somewhat	15%	13%	11%	13%	13%
	Unsure	10%	5%	7%	6%	8%
	Left Up to the Tribes, Somewhat	12%	17%	21%	26%	17%
	Left Up to the Tribes, Strongly	43%	43%	48%	38%	43%
Total	n=	163	98	85	53	399

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