

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	38%	65%	89%	88%	94%	94%	94%	77%	78%	78%
	No	62%	35%	11%	12%	6%	6%	6%	23%	22%	22%
Total	n=	44	59	64	78	61	53	59	184	240	424
IDEOLOGY	Very Liberal	20%	8%	10%	7%	15%	8%	10%	13%	9%	11%
	Somewhat Liberal	22%	20%	20%	15%	20%	17%	14%	13%	24%	19%
	In Between/Unsure	15%	34%	17%	18%	16%	11%	13%	16%	23%	20%
	Somewhat Conservative	29%	32%	43%	38%	31%	39%	27%	43%	28%	35%
	Very Conservative	13%	5%	11%	21%	17%	25%	37%	16%	15%	15%
Total	n=	42	59	64	78	60	52	59	181	239	420
INCOME	< \$20K	20%	11%	4%	5%	6%	15%	25%	5%	15%	10%
	\$20 to 40K	53%	21%	20%	17%	13%	30%	40%	25%	25%	25%
	\$40 to 60K	17%	26%	21%	23%	25%	11%	25%	25%	18%	22%
	\$60 to 80K	10%	13%	18%	18%	18%	21%	6%	18%	13%	15%
	\$80 to 100K	0%	20%	14%	18%	12%	12%	4%	13%	14%	13%
	\$100 to 150K	0%	4%	14%	15%	22%	11%	0%	10%	9%	9%
	> \$150K	0%	6%	10%	6%	4%	0%	0%	5%	5%	5%
Total	n=	33	54	54	69	49	40	43	159	186	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	16%	16%	17%	14%	11%	14%	12%	19%	11%	15%
	North City	16%	32%	23%	28%	21%	21%	16%	23%	25%	24%
	South Burbs	13%	9%	11%	10%	3%	9%	13%	10%	10%	10%
	East Burbs	22%	16%	4%	16%	27%	16%	10%	14%	16%	15%
	North Burbs	20%	12%	14%	6%	16%	16%	19%	15%	13%	14%
	North Coastal	13%	7%	17%	13%	14%	14%	18%	12%	14%	13%
	East County	0%	7%	14%	12%	7%	10%	12%	6%	11%	9%
Total	n=	44	59	64	78	61	53	59	184	240	424
CITY VS. NON CITY	City	41%	52%	39%	47%	41%	43%	36%	44%	43%	44%
	Not City	59%	48%	61%	53%	59%	57%	64%	56%	57%	56%
Total	n=	44	59	64	78	61	53	59	184	240	424

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	58%	47%	48%	48%	51%	42%	35%	48%
	Female	42%	53%	52%	52%	49%	58%	65%	52%
Total	n=	44	59	64	78	61	53	59	424

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

Pure 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 I. B1.																
AGE	18-24	7%	41%	27%	17%	11%	12%	12%	26%	28%	10%	9%	0%	0%	0%	15%
	25-34	18%	32%	16%	23%	37%	19%	7%	25%	19%	27%	20%	35%	27%	21%	22%
	35-44	25%	11%	20%	24%	19%	27%	15%	9%	18%	22%	27%	24%	33%	44%	22%
	45-54	19%	9%	12%	14%	16%	19%	24%	8%	12%	19%	21%	24%	28%	20%	17%
	55-64	12%	3%	13%	11%	8%	9%	11%	6%	5%	11%	11%	8%	23%	9%	10%
	65-74	10%	2%	6%	7%	5%	9%	13%	11%	8%	4%	10%	7%	8%	0%	8%
	75+	8%	2%	7%	5%	5%	5%	17%	15%	10%	7%	2%	2%	0%	0%	7%
Total	n=	342	76	44	78	76	140	76	39	87	72	53	44	33	14	418
GENDER	Male	48%	49%	56%	33%	38%	58%	48%	25%	50%	58%	59%	48%	53%	51%	48%
	Female	52%	51%	44%	67%	62%	42%	52%	75%	50%	42%	41%	52%	47%	49%	52%
Total	n=	348	76	45	79	78	141	77	39	87	73	54	45	33	14	424

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

Pure 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 I. B2.																
AREA	South City	15%	13%	12%	22%	13%	13%	14%	16%	18%	15%	13%	9%	17%	11%	15%
	North City	23%	28%	24%	25%	34%	23%	10%	14%	21%	23%	30%	33%	17%	29%	24%
	South Burbs	10%	11%	2%	12%	12%	11%	10%	21%	17%	9%	5%	6%	8%	4%	10%
	East Burbs	15%	16%	11%	12%	19%	14%	20%	13%	20%	13%	13%	16%	14%	5%	15%
	North Burbs	14%	14%	10%	9%	9%	17%	21%	18%	7%	20%	10%	12%	16%	0%	14%
	North Coastal	13%	15%	24%	14%	11%	9%	17%	12%	10%	12%	24%	20%	13%	7%	13%
	East County	10%	4%	16%	6%	2%	12%	8%	6%	6%	9%	5%	3%	15%	45%	9%
Total	n=	348	76	45	79	78	141	77	39	87	73	54	45	33	14	424
CITY VS. NON CITY	City	44%	43%	39%	53%	51%	39%	34%	51%	51%	44%	37%	51%	35%	35%	44%
	Not City	56%	57%	61%	47%	49%	61%	66%	49%	49%	56%	63%	49%	65%	65%	56%
Total	n=	348	76	45	79	78	141	77	39	87	73	54	45	33	14	424

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	10%	14%	11%
	Somewhat Liberal	18%	22%	19%
	In Between/Unsure	18%	28%	20%
	Somewhat Conservative	37%	29%	35%
	Very Conservative	18%	7%	15%
Total	n=	346	74	420
INCOME	< \$20K	8%	17%	10%
	\$20 to 40K	22%	36%	25%
	\$40 to 60K	22%	20%	22%
	\$60 to 80K	16%	14%	15%
	\$80 to 100K	14%	9%	13%
	\$100 to 150K	11%	2%	9%
	> \$150K	6%	2%	5%
Total	n=	287	58	345

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 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	10%	8%	10%	13%	12%	16%	13%	11%
	Somewhat Liberal	24%	23%	21%	16%	18%	15%	20%	19%
	In Between/Unsure	32%	23%	15%	24%	12%	8%	20%	20%
	Somewhat Conservative	11%	33%	42%	38%	34%	47%	31%	35%
	Very Conservative	24%	12%	12%	9%	25%	15%	17%	15%
Total	n=	39	86	72	54	45	32	14	420
VOTER REGISTRATION	Yes	67%	71%	82%	82%	86%	96%	91%	78%
	No	33%	29%	18%	18%	14%	4%	9%	22%
Total	n=	39	87	73	54	45	33	14	424

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

Pure Demographics:

Table I. C1.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
AGE	18-24	16%	10%	20%	22%	21%	15%	0%	14%	16%	15%
	25-34	23%	28%	19%	23%	19%	11%	17%	25%	18%	21%
	35-44	25%	21%	23%	6%	22%	28%	34%	20%	24%	22%
	45-54	16%	20%	18%	18%	8%	17%	23%	18%	16%	17%
	55-64	8%	9%	3%	18%	11%	11%	8%	9%	11%	10%
	65-74	7%	7%	8%	9%	9%	8%	9%	8%	8%	8%
	75+	6%	5%	9%	5%	10%	10%	9%	6%	8%	7%
Total	n=	50	106	55	54	48	70	35	181	237	418
GENDER	Male	63%	45%	48%	45%	52%	44%	33%	49%	47%	48%
	Female	37%	55%	52%	55%	48%	56%	67%	51%	53%	52%
Total	n=	50	107	56	55	49	72	35	183	241	424

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

Pure Demographics:

Table I. C2.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
VOTER REGISTRATION	Yes	81%	74%	76%	77%	78%	76%	90%	78%	78%	78%
	No	19%	26%	24%	23%	22%	24%	10%	22%	22%	22%
Total	n=	50	107	56	55	49	72	35	183	241	424
IDEOLOGY	Very Liberal	9%	11%	3%	8%	8%	20%	19%	10%	12%	11%
	Somewhat Liberal	28%	20%	23%	15%	12%	20%	13%	23%	16%	19%
	In Between/Unsure	17%	29%	23%	25%	13%	16%	5%	23%	17%	20%
	Somewhat Conservative	32%	34%	37%	32%	43%	25%	49%	32%	38%	35%
	Very Conservative	15%	7%	15%	20%	24%	20%	14%	12%	18%	15%
Total	n=	50	105	56	55	48	71	35	180	240	420
INCOME	< \$20K	11%	6%	19%	9%	15%	9%	7%	11%	9%	10%
	\$20 to 40K	31%	22%	40%	34%	13%	17%	18%	28%	22%	25%
	\$40 to 60K	21%	21%	19%	18%	35%	18%	22%	21%	22%	22%
	\$60 to 80K	13%	19%	7%	13%	12%	26%	9%	13%	17%	15%
	\$80 to 100K	8%	19%	7%	15%	13%	19%	5%	15%	12%	13%
	\$100 to 150K	11%	7%	6%	9%	12%	8%	16%	7%	11%	9%
	> \$150K	4%	6%	2%	2%	0%	2%	25%	4%	6%	5%
Total	n=	40	86	50	43	34	62	30	153	192	345

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

Level of Fan Demographics:

Table II. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
PADRES FAN	Not a Fan at All	44%	43%	39%	31%	32%	24%	41%	36%	39%	37%
	Casual Fan	45%	37%	46%	41%	57%	52%	42%	44%	44%	44%
	Big Fan	11%	20%	15%	28%	12%	24%	17%	20%	17%	19%
Total	n=	44	59	64	78	61	53	59	184	240	424

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

Level of Fan Demographics:

Table II. 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
PADRES FAN	Not a Fan at All	35%	45%	56%	41%	37%	30%	40%	38%	43%	32%	27%	38%	30%	55%	37%
	Casual Fan	44%	43%	29%	44%	44%	50%	37%	47%	38%	44%	50%	47%	49%	28%	44%
	Big Fan	21%	12%	14%	15%	19%	20%	23%	15%	19%	24%	23%	16%	21%	17%	19%
Total	n=	348	76	45	79	78	141	77	39	87	73	54	45	33	14	424

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

Level of Fan Demographics:

Table II. A3.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
PADRES FAN	Not a Fan at All	45%	39%	30%	24%	36%	42%	47%	34%	40%	37%
	Casual Fan	39%	40%	53%	59%	45%	37%	36%	45%	43%	44%
	Big Fan	16%	21%	17%	17%	19%	21%	17%	21%	17%	19%
Total	n=	50	107	56	55	49	72	35	183	241	424

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

Level of Fan Attitudinals:

Table II. A4.		PETCO PARK VISITATION				Total
		Never Visit it	Go Once or Twice	Go Three to Five Times	Go Five or More Times	
PADRES FAN	Not a Fan at All	51%	28%	10%	4%	37%
	Casual Fan	40%	60%	50%	11%	44%
	Big Fan	9%	13%	40%	85%	19%
Total	n=	245	110	39	30	424

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

Petco Park Visitation Demographics:

Table III. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
PETCO PARK VISITATION	Never Visit it	57%	57%	51%	58%	48%	51%	76%	49%	62%	56%
	Go Once or Twice	36%	23%	30%	18%	37%	28%	20%	33%	22%	27%
	Go Three to Five Times	5%	14%	6%	14%	4%	15%	4%	9%	10%	10%
	Go Five to 10 Times	2%	7%	5%	4%	6%	2%	0%	5%	3%	4%
	11 to 20 Times	0%	0%	3%	4%	3%	0%	0%	2%	1%	2%
	Go More than 20 Times	0%	0%	4%	1%	2%	4%	0%	2%	1%	2%
Total	n=	44	59	64	78	61	53	59	184	240	424

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

Petco Park Visitation 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	
PETCO PARK VISITATION	Never Visit it	52%	69%	63%	58%	63%	50%	52%	81%	60%	54%	54%	38%	36%	52%	56%
	Go Once or Twice	28%	26%	22%	28%	22%	30%	30%	14%	23%	37%	25%	29%	29%	26%	27%
	Go Three to Five Times	11%	3%	5%	10%	10%	11%	9%	0%	11%	4%	12%	19%	16%	10%	10%
	Go Five to 10 Times	5%	1%	7%	2%	3%	6%	3%	0%	5%	5%	8%	5%	3%	7%	4%
	11 to 20 Times	2%	0%	0%	1%	0%	3%	4%	2%	0%	0%	0%	4%	11%	5%	2%
	Go More than 20 Times	2%	1%	4%	1%	1%	2%	2%	3%	2%	0%	1%	4%	6%	0%	2%
Total	n=	348	76	45	79	78	141	77	39	87	73	54	45	33	14	424

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

Petco Park Visitation Demographics:

Table III. A3.		AREA							CITY VS. NON CITY		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City	
PETCO PARK VISITATION	Never Visit it	48%	55%	69%	48%	60%	53%	67%	54%	57%	56%
	Go Once or Twice	33%	21%	19%	31%	33%	32%	21%	25%	29%	27%
	Go Three to Five Times	8%	11%	9%	18%	1%	8%	9%	10%	9%	10%
	Go Five to 10 Times	5%	8%	2%	0%	5%	1%	3%	6%	2%	4%
	11 to 20 Times	1%	4%	0%	3%	0%	2%	0%	3%	1%	2%
	Go More than 20 Times	4%	1%	0%	0%	1%	4%	0%	2%	2%	2%
Total	n=	50	107	56	55	49	72	35	183	241	424

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

Petco Park Visitation Attitudinals:

Table III. A4.		PADRES FAN			Total
		Not a Fan at All	Casual Fan	Big Fan	
PETCO PARK VISITATION	Never Visit it	77%	51%	26%	56%
	Go Once or Twice	20%	37%	19%	27%
	Go Three to Five Times	3%	11%	21%	10%
	Go Five to 10 Times	1%	0%	19%	4%
	11 to 20 Times	0%	1%	7%	2%
	Go More than 20 Times	0%	0%	8%	2%
Total	n=	155	188	81	424

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

Petco Park Rating Demographics:

Table IV. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
PETCO PARK RATING		3.47	3.13	3.16	3.15	2.79	2.99	3.29	3.19	3.14	3.16
PETCO PARK RATING	Unsure	23%	30%	27%	34%	24%	34%	43%	22%	37%	30%
	An F as Failing	0%	5%	2%	3%	9%	2%	4%	4%	2%	3%
	D for Poor	0%	0%	2%	2%	0%	2%	0%	0%	2%	1%
	C for Only Fair	2%	4%	11%	9%	12%	12%	3%	7%	8%	8%
	B for Good	37%	31%	25%	22%	31%	28%	19%	32%	24%	28%
	An A for Excellent	38%	29%	33%	30%	24%	22%	31%	35%	27%	31%
Total	n=	44	59	64	78	61	53	59	184	240	424

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

Petco Park Rating Demographics:

Table IV. 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
PETCO PARK RATING		3.15	3.23	3.18	2.97	3.36	3.18	3.14	3.31	3.26	3.25	3.32	3.18	3.06	3.03	3.16
PETCO PARK RATING	Unsure	27%	37%	28%	28%	38%	23%	35%	34%	24%	30%	22%	28%	27%	24%	30%
	An F as Failing	4%	2%	7%	6%	2%	2%	3%	4%	3%	1%	2%	1%	5%	11%	3%
	D for Poor	0%	3%	0%	3%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%
	C for Only Fair	9%	4%	5%	4%	3%	10%	4%	2%	7%	6%	11%	10%	15%	4%	8%
	B for Good	29%	23%	22%	30%	27%	33%	19%	27%	24%	34%	23%	35%	20%	23%	28%
An A for Excellent	31%	31%	39%	28%	31%	31%	31%	34%	40%	28%	42%	26%	34%	38%	31%	
Total	n=	348	76	45	79	78	141	77	39	87	73	54	45	33	14	424

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

Petco Park Rating Demographics:

Table IV. A3.		AREA						CITY VS. NON CITY		Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City		Not City
PETCO PARK RATING		2.92	3.24	3.17	3.21	3.37	3.32	2.71	3.15	3.18	3.16
PETCO PARK RATING	Unsure	23%	30%	35%	21%	34%	30%	40%	26%	32%	30%
	An F as Failing	6%	3%	3%	2%	1%	1%	9%	4%	3%	3%
	D for Poor	3%	0%	0%	2%	0%	0%	2%	1%	1%	1%
	C for Only Fair	7%	6%	6%	6%	7%	10%	14%	7%	8%	8%
	B for Good	37%	29%	30%	36%	22%	25%	8%	31%	25%	28%
	An A for Excellent	24%	32%	25%	33%	36%	35%	27%	31%	31%	31%
Total	n=	50	107	56	55	49	72	35	183	241	424

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

Petco Park Rating Attitudinals:

Table IV. A4.		PADRES FAN			PETCO PARK VISITATION				Total
		Not a Fan at All	Casual Fan	Big Fan	Never Visit it	Go Once or Twice	Go Three to Five Times	Go Five or More Times	
PETCO PARK RATING		2.74	3.17	3.60	2.84	3.30	3.32	3.65	3.16
PETCO PARK RATING	Unsure	50%	23%	4%	52%	3%	0%	0%	30%
	An F as Failing	8%	1%	0%	5%	1%	2%	0%	3%
	D for Poor	1%	1%	1%	1%	0%	0%	0%	1%
	C for Only Fair	4%	12%	5%	6%	11%	12%	2%	8%
	B for Good	21%	35%	26%	19%	43%	35%	31%	28%
	An A for Excellent	17%	29%	64%	17%	43%	51%	67%	31%
Total	n=	155	188	81	245	110	39	30	424

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Proposition C Vote Demographics:

Table V. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
PROP C VOTE	No, Definitely	12%	20%	18%	17%	39%	28%	21%	21%	21%	21%
	No, Probably	12%	11%	9%	14%	8%	14%	5%	7%	14%	11%
	Unsure	16%	4%	18%	12%	11%	10%	26%	10%	16%	13%
	Yes, Probably	32%	22%	13%	6%	19%	13%	13%	14%	20%	17%
	Yes, Definitely	27%	43%	41%	51%	23%	34%	35%	48%	30%	39%
Total	n=	42	58	63	77	59	50	58	180	233	413

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Proposition C Vote 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
PROP C VOTE	No, Definitely	22%	14%	39%	27%	18%	13%	21%	40%	14%	10%	28%	17%	24%	21%	21%
	No, Probably	10%	14%	16%	12%	7%	10%	9%	7%	10%	11%	5%	19%	12%	4%	11%
	Unsure	12%	16%	7%	9%	13%	14%	24%	21%	5%	11%	7%	10%	8%	34%	13%
	Yes, Probably	14%	29%	7%	25%	21%	14%	14%	17%	25%	22%	8%	11%	7%	29%	17%
	Yes, Definitely	42%	26%	31%	27%	42%	48%	32%	14%	45%	47%	52%	43%	49%	12%	39%
Total	n=	341	72	43	77	75	138	76	35	87	71	53	45	33	14	413

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Proposition C Vote Demographics:

Table V. A3.		AREA						CITY VS. NON CITY		Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City		Not City
PROP C VOTE	No, Definitely	34%	21%	10%	21%	15%	18%	21%	24%	18%	21%
	No, Probably	6%	8%	19%	13%	13%	9%	13%	9%	12%	11%
	Unsure	9%	9%	12%	7%	18%	20%	26%	8%	17%	13%
	Yes, Probably	21%	18%	13%	28%	9%	8%	19%	20%	15%	17%
	Yes, Definitely	30%	44%	46%	32%	45%	46%	21%	39%	38%	39%
Total	n=	50	106	52	54	47	70	34	182	231	413

Competitive Edge Research & Communication, Inc.
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Proposition C Vote Attitudinals:

Table V. A4.		PADRES FAN			PETCO PARK VISITATION				Total
		Not a Fan at All	Casual Fan	Big Fan	Never Visit it	Go Once or Twice	Go Three to Five Times	Go Five or More Times	
PROP C VOTE	No, Definitely	34%	15%	6%	29%	15%	4%	3%	21%
	No, Probably	10%	13%	7%	12%	8%	13%	5%	11%
	Unsure	20%	11%	4%	17%	12%	6%	3%	13%
	Yes, Probably	15%	20%	12%	16%	21%	8%	17%	17%
	Yes, Definitely	21%	40%	71%	26%	44%	69%	73%	39%
Total	n=	149	185	79	237	108	39	29	413

Competitive Edge Research & Communication, Inc.
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Deal Evaluation Demographics:

Table VI. A1.			AGE							GENDER		Total	
			18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female		
Split Sample	San Diego-Area Residents	DEAL EVALUATION	Very Bad	0%	14%	3%	0%	6%	22%	0%	3%	9%	6%
			Somewhat Bad	23%	0%	18%	13%	4%	4%	0%	9%	14%	11%
			Unsure	20%	19%	28%	16%	9%	11%	37%	19%	21%	20%
			Somewhat Good	21%	30%	17%	22%	32%	29%	19%	24%	23%	23%
			Very Good	35%	36%	34%	49%	48%	34%	44%	46%	32%	39%
	Total	n=	20	18	22	20	19	20	17	63	74	137	
The City of San Diego		DEAL EVALUATION	Very Bad	8%	6%	3%	10%	18%	0%	4%	6%	8%	7%
			Somewhat Bad	20%	7%	20%	21%	13%	15%	3%	10%	18%	15%
			Unsure	12%	0%	9%	8%	18%	17%	32%	8%	14%	11%
			Somewhat Good	12%	15%	21%	8%	8%	30%	27%	19%	14%	16%
			Very Good	47%	72%	46%	52%	43%	37%	34%	57%	46%	51%
	Total	n=	10	17	22	31	22	17	25	56	89	145	
The Padres		DEAL EVALUATION	Very Bad	0%	5%	0%	0%	0%	0%	6%	1%	2%	2%
			Somewhat Bad	0%	0%	0%	0%	6%	6%	0%	0%	2%	1%
			Unsure	6%	7%	10%	29%	17%	9%	29%	10%	18%	14%
			Somewhat Good	24%	18%	21%	20%	31%	34%	0%	20%	21%	21%
			Very Good	69%	70%	69%	50%	46%	52%	66%	69%	56%	63%
	Total	n=	14	24	20	27	20	16	17	65	77	142	

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Deal Evaluation Demographics:

				VOTER REGISTRATION		IDEOLOGY					INCOME							
				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	Total
Table VI. A2.																		
Split Sample	San Diego-Area Residents	DEAL EVALUATION	Very Bad	7%	3%	17%	5%	7%	4%	5%	27%	3%	2%	8%	10%	6%	0%	6%
			Somewhat Bad	9%	17%	28%	0%	3%	15%	16%	0%	4%	6%	30%	0%	4%	0%	11%
			Unsure	20%	22%	11%	27%	21%	17%	28%	42%	3%	20%	5%	35%	8%	32%	20%
			Somewhat Good	24%	22%	18%	48%	14%	18%	30%	7%	41%	4%	18%	25%	44%	68%	23%
			Very Good	40%	36%	26%	20%	56%	46%	21%	23%	49%	67%	39%	30%	38%	0%	39%
		Total	n=	107	30	13	22	28	52	21	9	32	24	17	10	14	4	137
	The City of San Diego	DEAL EVALUATION	Very Bad	8%	5%	18%	11%	7%	2%	6%	18%	11%	3%	7%	0%	10%	0%	7%
			Somewhat Bad	14%	17%	28%	13%	16%	11%	17%	25%	12%	4%	24%	14%	27%	0%	15%
			Unsure	12%	9%	10%	10%	6%	9%	26%	14%	13%	11%	4%	9%	9%	0%	11%
			Somewhat Good	15%	20%	8%	14%	11%	22%	14%	20%	18%	19%	14%	13%	8%	0%	16%
			Very Good	51%	48%	35%	52%	60%	56%	37%	24%	46%	63%	52%	63%	46%	100%	51%
		Total	n=	124	21	15	29	26	45	28	15	32	23	21	16	10	3	145
	The Padres	DEAL EVALUATION	Very Bad	2%	0%	3%	0%	6%	0%	0%	11%	0%	0%	0%	3%	0%	0%	2%
			Somewhat Bad	0%	3%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
			Unsure	14%	13%	23%	12%	14%	7%	23%	11%	6%	12%	11%	33%	13%	40%	14%
			Somewhat Good	18%	32%	13%	25%	25%	22%	13%	17%	21%	31%	9%	10%	0%	21%	21%
			Very Good	65%	52%	61%	63%	49%	71%	63%	62%	73%	57%	80%	54%	87%	39%	63%
		Total	n=	117	25	17	28	24	44	28	15	23	26	16	19	9	7	142

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Deal Evaluation Demographics:

Table VI. A3.			AREA							CITY VS. NON CITY		Total	
			South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	City	Not City		
Split Sample	San Diego-Area Residents	DEAL EVALUATION	Very Bad	3%	11%	0%	3%	4%	7%	9%	7%	6%	6%
			Somewhat Bad	0%	19%	9%	12%	8%	17%	10%	8%	14%	11%
			Unsure	35%	10%	16%	8%	29%	17%	30%	20%	21%	20%
			Somewhat Good	25%	27%	21%	20%	16%	23%	29%	25%	22%	23%
			Very Good	37%	32%	54%	56%	43%	36%	22%	41%	37%	39%
		Total	n=	19	34	9	22	17	21	15	65	72	137
The City of San Diego	DEAL EVALUATION	Very Bad	5%	4%	10%	5%	5%	10%	17%	5%	9%	7%	
		Somewhat Bad	34%	5%	16%	20%	13%	10%	17%	18%	13%	15%	
		Unsure	18%	7%	7%	9%	10%	20%	15%	9%	13%	11%	
		Somewhat Good	16%	13%	17%	11%	17%	23%	23%	15%	17%	16%	
		Very Good	27%	71%	50%	56%	55%	37%	28%	53%	49%	51%	
Total	n=	14	35	29	16	18	24	9	58	87	145		
The Padres	DEAL EVALUATION	Very Bad	0%	1%	0%	0%	10%	0%	0%	4%	0%	2%	
		Somewhat Bad	0%	2%	0%	4%	0%	0%	0%	1%	1%	1%	
		Unsure	10%	14%	19%	15%	7%	19%	18%	13%	15%	14%	
		Somewhat Good	44%	19%	24%	22%	0%	4%	38%	23%	19%	21%	
		Very Good	46%	64%	58%	59%	83%	77%	44%	60%	65%	63%	
Total	n=	17	38	18	17	14	27	11	60	82	142		

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Deal Evaluation Attitudinals:

Table VI. A4.			PADRES FAN			PETCO PARK VISITATION				Total	
			Not a Fan at All	Casual Fan	Big Fan	Never Visit it	Go Once or Twice	Go Three to Five Times	Go Five or More Times		
Split Sample	San Diego-Area Residents	DEAL EVALUATION	Very Bad	7%	4%	12%	8%	3%	11%	0%	6%
			Somewhat Bad	10%	14%	6%	13%	13%	0%	0%	11%
			Unsure	38%	15%	0%	30%	12%	6%	0%	20%
			Somewhat Good	25%	24%	19%	24%	21%	21%	35%	23%
			Very Good	20%	43%	63%	25%	51%	63%	65%	39%
		Total	n=	42	73	22	72	46	12	7	137
The City of San Diego	DEAL EVALUATION	DEAL EVALUATION	Very Bad	12%	5%	3%	5%	13%	6%	5%	7%
			Somewhat Bad	29%	11%	0%	24%	9%	0%	0%	15%
			Unsure	18%	12%	0%	16%	7%	11%	0%	11%
			Somewhat Good	16%	19%	11%	19%	12%	8%	17%	16%
			Very Good	24%	53%	87%	36%	59%	75%	78%	51%
		Total	n=	53	61	31	88	27	13	17	145
The Padres	DEAL EVALUATION	DEAL EVALUATION	Very Bad	1%	3%	0%	3%	0%	0%	0%	2%
			Somewhat Bad	2%	0%	0%	2%	0%	0%	0%	1%
			Unsure	22%	8%	8%	18%	8%	13%	0%	14%
			Somewhat Good	21%	26%	10%	20%	27%	17%	0%	21%
			Very Good	55%	64%	82%	58%	65%	70%	100%	63%
		Total	n=	60	54	28	85	37	14	6	142

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