

Familiar With CA State Budget Deficit -- Demographics:

		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Male	Female	
FAMILIAR WITH CA STATE BUDGET DEFICIT?	Not familiar at all	38%	18%	16%	9%	11%	9%	16%	13%	21%	17%
	Unsure	6%	1%	0%	0%	0%	2%	1%	2%	1%	1%
	Not too familiar	26%	17%	22%	11%	12%	12%	21%	18%	18%	18%
	Somewhat familiar	24%	52%	42%	52%	50%	51%	39%	45%	45%	45%
	Very familiar	6%	11%	20%	28%	28%	25%	22%	22%	16%	19%
Total	n=	80	136	154	224	196	107	94	473	530	1003

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

Familiar With CA State Budget Deficit -- Demographics:

		AREA						NUMBER OF 13-18 YR OLDS IN HOUSEHOLD				Total
		Northern CA	SF Bay Area	Central Inland	Central Coast	Los Angeles	Southern CA	None	1	2	3+	
FAMILIAR WITH CA STATE BUDGET DEFICIT?	Not familiar at all	11%	19%	18%	18%	15%	21%	13%	22%	25%	35%	17%
	Unsure	0%	1%	1%	2%	1%	2%	1%	1%	4%	0%	1%
	Not too familiar	16%	15%	17%	21%	20%	17%	18%	17%	14%	23%	18%
	Somewhat familiar	44%	45%	49%	47%	43%	44%	47%	43%	44%	35%	45%
	Very familiar	29%	20%	15%	12%	21%	16%	21%	17%	13%	7%	19%
Total	n=	138	153	179	78	250	205	731	139	78	44	1003

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

Familiar With CA State Budget Deficit -- Demographics:

		EDUCATION					ETHNICITY					Total
		< High school	High School	Some college	College degree	Advanced degree	White	Hispanic	African-American	Asian	Something else	
FAMILIAR WITH CA STATE BUDGET DEFICIT?	Not familiar at all	41%	32%	13%	12%	1%	11%	31%	31%	10%	12%	17%
	Unsure	8%	1%	1%	1%	0%	1%	4%	0%	0%	0%	1%
	Not too familiar	23%	21%	22%	11%	13%	15%	22%	5%	33%	16%	18%
	Somewhat familiar	19%	37%	49%	52%	49%	50%	34%	37%	43%	49%	45%
	Very familiar	9%	10%	15%	24%	36%	23%	8%	27%	13%	23%	19%
Total	n=	70	180	309	272	163	535	192	57	56	138	1003

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

Familiar With CA State Budget Deficit -- Demographics:

		INCOME							IDEOLOGY					Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-150K	>\$150K	Very Liberal	Somewhat Liberal	In between/ Unsure	Somewhat Conservative	Very Conservative	
FAMILIAR WITH CA STATE BUDGET DEFICIT?	Not familiar at all	37%	25%	17%	13%	5%	6%	3%	19%	11%	30%	18%	20%	17%
	Unsure	2%	1%	1%	0%	2%	0%	0%	2%	1%	6%	0%	1%	1%
	Not too familiar	20%	23%	13%	15%	8%	18%	16%	14%	18%	7%	21%	18%	18%
	Somewhat familiar	29%	38%	49%	51%	62%	55%	49%	55%	49%	40%	45%	35%	45%
	Very familiar	12%	12%	19%	21%	23%	20%	33%	11%	21%	17%	16%	26%	19%
Total	n=	122	180	145	117	100	115	112	88	320	83	334	168	1003

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

Familiar With CA State Budget Deficit -- Demographics:

		REGISTERED TO VOTE		PARTY			HAVE INTERNET ACCESS?		Total
		No	Yes	Republican	Democrat	Other	No	Yes	
FAMILIAR WITH CA STATE BUDGET DEFICIT?	Not familiar at all	35%	12%	9%	13%	15%	32%	11%	17%
	Unsure	4%	1%	0%	1%	0%	3%	1%	1%
	Not too familiar	26%	16%	16%	17%	13%	21%	16%	18%
	Somewhat familiar	29%	49%	50%	47%	52%	33%	50%	45%
	Very familiar	5%	22%	25%	22%	19%	12%	22%	19%
Total	n=	146	853	275	379	199	295	708	1003

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

Seriousness of Budget Deficit -- Demographics:

		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Male	Female	
SERIOUSNESS OF BUDGET DEFICIT	Not serious at all	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%
	Unsure	5%	1%	3%	4%	2%	1%	4%	3%	2%	3%
	Not too serious	1%	4%	3%	2%	2%	1%	1%	4%	1%	3%
	Somewhat serious	44%	18%	9%	9%	10%	14%	10%	17%	15%	16%
	Very serious	49%	76%	84%	86%	86%	83%	85%	75%	81%	78%
Total	n=	80	136	153	223	195	107	94	470	530	1000

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

Seriousness of Budget Deficit -- Demographics:

		AREA						NUMBER OF 13-18 YR OLDS IN HOUSEHOLD				Total
		Northern CA	SF Bay Area	Central Inland	Central Coast	Los Angeles	Southern CA	None	1	2	3+	
SERIOUSNESS OF BUDGET DEFICIT	Not serious at all	2%	0%	0%	0%	1%	1%	0%	2%	1%	0%	1%
	Unsure	3%	3%	3%	4%	2%	3%	2%	4%	4%	4%	3%
	Not too serious	2%	3%	4%	2%	3%	2%	2%	2%	3%	5%	3%
	Somewhat serious	13%	18%	14%	13%	17%	19%	14%	22%	20%	21%	16%
	Very serious	81%	76%	79%	81%	78%	75%	81%	70%	73%	70%	78%
Total	n=	138	150	180	78	250	204	728	139	78	44	1000

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

Seriousness of Budget Deficit -- Demographics:

		EDUCATION					ETHNICITY					Total
		< High school	High School	Some college	College degree	Advanced degree	White	Hispanic	African-American	Asian	Something else	
SERIOUSNESS OF BUDGET DEFICIT	Not serious at all	2%	0%	1%	1%	0%	1%	1%	0%	2%	0%	1%
	Unsure	6%	4%	2%	2%	1%	2%	4%	0%	2%	3%	3%
	Not too serious	5%	2%	1%	3%	3%	2%	4%	1%	5%	3%	3%
	Somewhat serious	24%	30%	12%	13%	10%	15%	24%	13%	15%	11%	16%
	Very serious	63%	63%	84%	81%	86%	81%	67%	86%	75%	82%	78%
Total	n=	70	179	307	272	163	532	192	57	56	138	1000

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

Seriousness of Budget Deficit -- Demographics:

		INCOME							IDEOLOGY					Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-150K	>\$150K	Very Liberal	Somewhat Liberal	In between/ Unsure	Somewhat Conservative	Very Conservative	
SERIOUSNESS OF BUDGET DEFICIT	Not serious at all	1%	0%	0%	0%	0%	1%	1%	2%	0%	3%	0%	1%	1%
	Unsure	5%	1%	4%	1%	1%	1%	1%	0%	2%	11%	2%	3%	3%
	Not too serious	3%	2%	1%	2%	3%	5%	2%	6%	3%	2%	1%	3%	3%
	Somewhat serious	18%	23%	18%	14%	10%	11%	13%	14%	15%	15%	18%	17%	16%
	Very serious	72%	73%	77%	82%	86%	82%	82%	77%	81%	70%	79%	75%	78%
Total	n=	121	180	145	116	100	114	113	88	320	81	334	167	1000

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

Seriousness of Budget Deficit -- Demographics:

		REGISTERED TO VOTE		PARTY			HAVE INTERNET ACCESS?		Total
		No	Yes	Republican	Democrat	Other	No	Yes	
SERIOUSNESS OF BUDGET DEFICIT	Not serious at all	1%	1%	0%	0%	2%	1%	1%	1%
	Unsure	7%	2%	1%	1%	4%	6%	1%	3%
	Not too serious	3%	2%	1%	3%	3%	3%	2%	3%
	Somewhat serious	25%	14%	11%	15%	16%	20%	15%	16%
	Very serious	64%	81%	86%	81%	75%	70%	81%	78%
Total	n=	145	851	274	377	200	294	706	1000

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

Seriousness of Budget Deficit -- Attitudinals:

		FAMILIAR WITH CA STATE BUDGET DEFICIT?					Total
		Not familiar at all	Unsure	Not too familiar	Somewhat familiar	Very familiar	
SERIOUSNESS OF BUDGET DEFICIT	Not serious at all	2%	0%	0%	0%	1%	1%
	Unsure	9%	25%	3%	1%	0%	3%
	Not too serious	3%	0%	6%	2%	1%	3%
	Somewhat serious	28%	25%	22%	14%	5%	16%
	Very serious	58%	51%	70%	83%	93%	78%
Total	n=	146	10	161	465	217	1000

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

Total Tax and Spend Attitude -- Demographics:

		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Male	Female	
TOTAL TAX/SPEND	No increase, no cut	1%	7%	4%	3%	2%	1%	6%	3%	5%	4%
	No increase, limited cuts	3%	2%	5%	5%	5%	4%	12%	6%	3%	4%
	No increase, drastic cut	3%	3%	4%	6%	11%	4%	5%	5%	5%	5%
	Limited increase, no cut	40%	26%	18%	22%	19%	16%	16%	22%	24%	23%
	Drastic increase, no cut	4%	13%	11%	13%	13%	20%	13%	12%	11%	12%
	Limited increase, limited cuts	29%	28%	34%	26%	24%	26%	29%	27%	29%	28%
	Drastic increase, limited cuts	16%	18%	20%	18%	19%	18%	11%	17%	18%	18%
	Limited increase, drastic cuts	5%	2%	3%	5%	5%	8%	5%	6%	3%	4%
Drastic increase, drastic cuts	0%	1%	2%	2%	3%	4%	3%	3%	1%	2%	
Total	n=	80	136	154	224	197	107	94	473	531	1004

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

Total Tax and Spend Attitude -- Demographics:

		AREA						NUMBER OF 13-18 YR OLDS IN HOUSEHOLD				Total
		Northern CA	SF Bay Area	Central Inland	Central Coast	Los Angeles	Southern CA	None	1	2	3+	
TOTAL TAX/SPEND	No increase, no cut	2%	3%	6%	6%	3%	3%	4%	2%	3%	8%	4%
	No increase, limited cuts	4%	4%	6%	4%	4%	5%	5%	3%	2%	8%	4%
	No increase, drastic cut	7%	0%	6%	7%	5%	4%	5%	6%	2%	4%	5%
	Limited increase, no cut	23%	22%	21%	15%	26%	26%	21%	22%	35%	30%	23%
	Drastic increase, no cut	9%	19%	10%	14%	11%	9%	14%	10%	4%	5%	12%
	Limited increase, limited cuts	30%	24%	28%	28%	28%	33%	27%	35%	34%	27%	28%
	Drastic increase, limited cuts	17%	24%	17%	19%	18%	13%	19%	18%	11%	15%	18%
	Limited increase, drastic cuts	6%	3%	4%	3%	4%	5%	4%	4%	6%	3%	4%
Drastic increase, drastic cuts	3%	2%	1%	4%	2%	1%	2%	0%	3%	0%	2%	
Total	n=	138	153	180	78	250	205	732	139	78	44	1004

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

Total Tax and Spend Attitude -- Demographics:

		EDUCATION					ETHNICITY					Total
		< High school	High School	Some college	College degree	Advanced degree	White	Hispanic	African-American	Asian	Something else	
TOTAL TAX/SPEND	No increase, no cut	7%	5%	4%	3%	1%	4%	4%	3%	2%	5%	4%
	No increase, limited cuts	1%	5%	7%	4%	2%	6%	1%	10%	0%	5%	4%
	No increase, drastic cut	1%	2%	5%	6%	5%	6%	1%	0%	1%	8%	5%
	Limited increase, no cut	29%	30%	25%	19%	15%	20%	28%	29%	28%	23%	23%
	Drastic increase, no cut	7%	7%	13%	13%	14%	13%	10%	10%	11%	12%	12%
	Limited increase, limited cuts	32%	35%	28%	25%	26%	25%	36%	31%	20%	29%	28%
	Drastic increase, limited cuts	15%	12%	14%	21%	30%	19%	17%	13%	29%	14%	18%
	Limited increase, drastic cuts	6%	3%	3%	6%	5%	5%	2%	3%	7%	4%	4%
Drastic increase, drastic cuts	2%	2%	2%	2%	2%	2%	2%	1%	0%	1%	2%	
Total	n=	70	180	310	272	163	536	192	57	56	138	1004

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

Total Tax and Spend Attitude -- Demographics:

		INCOME							IDEOLOGY					Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-150K	>\$150K	Very Liberal	Somewhat Liberal	In between/ Unsure	Somewhat Conservative	Very Conservative	
TOTAL TAX/SPEND	No increase, no cut	9%	3%	4%	0%	6%	5%	0%	2%	3%	5%	4%	6%	4%
	No increase, limited cuts	3%	4%	4%	4%	6%	4%	2%	2%	2%	6%	5%	8%	4%
	No increase, drastic cut	2%	1%	8%	4%	9%	4%	7%	1%	1%	3%	6%	13%	5%
	Limited increase, no cut	20%	27%	28%	27%	16%	19%	17%	25%	23%	37%	21%	20%	23%
	Drastic increase, no cut	11%	13%	8%	10%	11%	18%	14%	18%	16%	8%	9%	5%	12%
	Limited increase, limited cuts	40%	30%	27%	30%	30%	14%	25%	29%	26%	19%	34%	28%	28%
	Drastic increase, limited cuts	12%	18%	13%	21%	19%	26%	24%	21%	27%	13%	14%	8%	18%
	Limited increase, drastic cuts	3%	2%	5%	4%	4%	6%	8%	2%	2%	6%	5%	8%	4%
Drastic increase, drastic cuts	1%	2%	3%	1%	1%	3%	3%	0%	1%	3%	3%	4%	2%	
Total	n=	122	180	145	117	100	115	113	88	320	83	335	168	1004

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

Total Tax and Spend Attitude -- Demographics:

		REGISTERED TO VOTE		PARTY			HAVE INTERNET ACCESS?		Total
		No	Yes	Republican	Democrat	Other	No	Yes	
TOTAL TAX/SPEND	No increase, no cut	4%	4%	3%	3%	6%	5%	3%	4%
	No increase, limited cuts	2%	5%	10%	1%	6%	3%	5%	4%
	No increase, drastic cut	3%	5%	11%	1%	4%	2%	6%	5%
	Limited increase, no cut	28%	22%	15%	28%	20%	28%	21%	23%
	Drastic increase, no cut	7%	13%	7%	19%	9%	10%	12%	12%
	Limited increase, limited cuts	38%	26%	30%	24%	25%	33%	27%	28%
	Drastic increase, limited cuts	14%	19%	12%	21%	22%	15%	19%	18%
	Limited increase, drastic cuts	3%	4%	8%	2%	5%	3%	5%	4%
Drastic increase, drastic cuts	1%	2%	4%	1%	2%	2%	2%	2%	
Total	n=	146	854	275	379	200	295	709	1004

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

Total Tax and Spend Attitude -- Attitudinals:

		FAMILIAR WITH CA STATE BUDGET DEFICIT?					Total
		Not familiar at all	Unsure	Not too familiar	Somewhat familiar	Very familiar	
TOTAL TAX/SPEND	No increase, no cut	8%	0%	2%	4%	3%	4%
	No increase, limited cuts	2%	0%	4%	6%	4%	4%
	No increase, drastic cut	1%	0%	3%	5%	10%	5%
	Limited increase, no cut	36%	49%	25%	22%	13%	23%
	Drastic increase, no cut	4%	16%	8%	15%	13%	12%
	Limited increase, limited cuts	35%	0%	37%	25%	25%	28%
	Drastic increase, limited cuts	10%	23%	17%	18%	24%	18%
	Limited increase, drastic cuts	2%	12%	2%	5%	6%	4%
	Drastic increase, drastic cuts	2%	0%	2%	2%	3%	2%
Total	n=	147	10	161	467	218	1004

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

Total Tax and Spend Attitude -- Attitudinals:

		SERIOUSNESS OF BUDGET DEFICIT					Total
		Not serious at all	Unsure	Not too serious	Somewhat serious	Very serious	
TOTAL TAX/SPEND	No increase, no cut	0%	11%	0%	5%	3%	4%
	No increase, limited cuts	0%	3%	2%	5%	4%	4%
	No increase, drastic cut	0%	2%	5%	2%	5%	5%
	Limited increase, no cut	26%	31%	36%	33%	21%	23%
	Drastic increase, no cut	0%	2%	11%	11%	12%	12%
	Limited increase, limited cuts	29%	37%	24%	30%	28%	28%
	Drastic increase, limited cuts	33%	8%	18%	13%	19%	18%
	Limited increase, drastic cuts	12%	6%	3%	1%	5%	4%
	Drastic increase, drastic cuts	0%	0%	0%	0%	2%	2%
Total	n=	5	27	22	140	806	1004

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

Government Programs to Cut -- Demographics:

		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Male	Female	
CUT EDUCATION SPENDING	No	91%	90%	88%	83%	77%	82%	77%	83%	88%	86%
	Unsure	1%	1%	1%	2%	4%	1%	4%	2%	2%	2%
	Yes	8%	8%	11%	16%	19%	17%	19%	15%	10%	13%
Total	n=	80	136	154	224	197	107	94	473	531	1004
CUT SPENDING ON UNIVERSITIES	No	86%	76%	75%	71%	69%	72%	61%	73%	75%	74%
	Unsure	3%	2%	6%	4%	6%	3%	7%	4%	5%	4%
	Yes	11%	22%	19%	25%	25%	25%	32%	24%	20%	22%
Total	n=	80	136	154	224	197	107	94	473	531	1004
CUT SPENDING ON PRISONS	No	43%	48%	38%	50%	43%	42%	44%	44%	44%	44%
	Unsure	11%	10%	10%	9%	6%	7%	14%	8%	11%	10%
	Yes	46%	43%	52%	42%	52%	50%	43%	48%	45%	47%
Total	n=	80	136	154	224	197	107	94	473	531	1004
CUT SPENDING ON HEALTH AND HUMAN SERVICES	No	79%	82%	79%	68%	70%	72%	68%	70%	80%	75%
	Unsure	3%	2%	1%	6%	3%	7%	12%	5%	3%	4%
	Yes	19%	16%	19%	26%	28%	21%	20%	25%	17%	21%
Total	n=	80	136	154	224	197	107	94	473	531	1004

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

Government Programs to Cut -- Demographics:

		AREA						NUMBER OF 13-18 YR OLDS IN HOUSEHOLD				Total
		Northern CA	SF Bay Area	Central Inland	Central Coast	Los Angeles	Southern CA	None	1	2	3+	
CUT EDUCATION SPENDING	No	79%	93%	84%	83%	85%	88%	85%	89%	85%	90%	86%
	Unsure	4%	1%	2%	1%	1%	2%	2%	0%	2%	0%	2%
	Yes	16%	6%	14%	16%	14%	10%	13%	11%	13%	10%	13%
Total	n=	138	153	180	78	250	205	732	139	78	44	1004
CUT SPENDING ON UNIVERSITIES	No	63%	81%	76%	69%	77%	72%	72%	76%	75%	84%	74%
	Unsure	8%	3%	5%	9%	4%	2%	5%	5%	2%	0%	4%
	Yes	29%	16%	19%	21%	20%	26%	23%	19%	23%	16%	22%
Total	n=	138	153	180	78	250	205	732	139	78	44	1004
CUT SPENDING ON PRISONS	No	36%	42%	46%	43%	47%	45%	45%	40%	47%	37%	44%
	Unsure	13%	15%	6%	10%	7%	9%	10%	7%	11%	16%	10%
	Yes	51%	43%	49%	47%	46%	45%	45%	53%	43%	48%	47%
Total	n=	138	153	180	78	250	205	732	139	78	44	1004
CUT SPENDING ON HEALTH AND HUMAN SERVICES	No	69%	79%	72%	75%	80%	74%	75%	75%	80%	77%	75%
	Unsure	9%	2%	5%	5%	2%	3%	5%	1%	1%	0%	4%
	Yes	22%	19%	23%	20%	18%	23%	20%	23%	19%	23%	21%
Total	n=	138	153	180	78	250	205	732	139	78	44	1004

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

Government Programs to Cut -- Demographics:

		EDUCATION					ETHNICITY					Total
		< High school	High School	Some college	College degree	Advanced degree	White	Hispanic	African-American	Asian	Something else	
CUT EDUCATION SPENDING	No	82%	91%	85%	85%	85%	83%	90%	91%	87%	86%	86%
	Unsure	3%	2%	2%	1%	1%	2%	1%	4%	2%	1%	2%
	Yes	15%	7%	14%	14%	14%	15%	9%	6%	11%	12%	13%
Total	n=	70	180	310	272	163	536	192	57	56	138	1004
CUT SPENDING ON UNIVERSITIES	No	82%	77%	72%	70%	75%	68%	84%	91%	75%	73%	74%
	Unsure	2%	4%	5%	5%	4%	5%	2%	4%	7%	5%	4%
	Yes	16%	20%	22%	25%	21%	27%	14%	5%	18%	22%	22%
Total	n=	70	180	310	272	163	536	192	57	56	138	1004
CUT SPENDING ON PRISONS	No	42%	45%	48%	44%	36%	49%	37%	39%	44%	45%	44%
	Unsure	16%	7%	11%	8%	7%	7%	13%	7%	12%	10%	10%
	Yes	42%	48%	41%	48%	57%	44%	50%	54%	44%	45%	47%
Total	n=	70	180	310	272	163	536	192	57	56	138	1004
CUT SPENDING ON HEALTH AND HUMAN SERVICES	No	77%	79%	79%	70%	71%	70%	84%	84%	78%	76%	75%
	Unsure	8%	3%	3%	3%	4%	5%	2%	4%	2%	4%	4%
	Yes	16%	18%	17%	27%	25%	25%	14%	12%	19%	20%	21%
Total	n=	70	180	310	272	163	536	192	57	56	138	1004

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

Government Programs to Cut -- Demographics:

		INCOME							IDEOLOGY					Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-150K	>\$150K	Very Liberal	Somewhat Liberal	In between/ Unsure	Somewhat Conservative	Very Conservative	
CUT EDUCATION SPENDING	No	90%	91%	80%	86%	86%	87%	80%	98%	93%	81%	85%	68%	86%
	Unsure	2%	1%	2%	4%	0%	1%	1%	0%	1%	4%	2%	2%	2%
	Yes	8%	8%	18%	10%	14%	12%	19%	2%	6%	15%	13%	30%	13%
Total	n=	122	180	145	117	100	115	113	88	320	83	335	168	1004
CUT SPENDING ON UNIVERSITIES	No	73%	86%	69%	75%	71%	73%	74%	91%	81%	71%	69%	61%	74%
	Unsure	5%	2%	2%	5%	3%	8%	2%	0%	4%	8%	4%	6%	4%
	Yes	23%	13%	29%	21%	25%	19%	24%	9%	15%	21%	27%	33%	22%
Total	n=	122	180	145	117	100	115	113	88	320	83	335	168	1004
CUT SPENDING ON PRISONS	No	37%	43%	50%	48%	46%	40%	43%	37%	41%	50%	46%	47%	44%
	Unsure	16%	8%	7%	7%	6%	14%	4%	10%	9%	17%	8%	9%	10%
	Yes	47%	48%	43%	45%	47%	47%	54%	53%	50%	34%	46%	44%	47%
Total	n=	122	180	145	117	100	115	113	88	320	83	335	168	1004
CUT SPENDING ON HEALTH AND HUMAN SERVICES	No	82%	88%	72%	74%	71%	76%	61%	90%	86%	78%	70%	56%	75%
	Unsure	3%	1%	5%	3%	2%	3%	4%	2%	4%	4%	5%	2%	4%
	Yes	15%	11%	22%	22%	27%	21%	35%	8%	11%	17%	26%	42%	21%
Total	n=	122	180	145	117	100	115	113	88	320	83	335	168	1004

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

Government Programs to Cut -- Demographics:

		REGISTERED TO VOTE		PARTY			HAVE INTERNET ACCESS?		Total
		No	Yes	Republican	Democrat	Other	No	Yes	
CUT EDUCATION SPENDING	No	88%	85%	72%	94%	86%	88%	85%	86%
	Unsure	2%	2%	3%	1%	2%	2%	1%	2%
	Yes	10%	13%	26%	5%	12%	10%	14%	13%
Total	n=	146	854	275	379	200	295	709	1004
CUT SPENDING ON UNIVERSITIES	No	75%	74%	57%	85%	74%	74%	74%	74%
	Unsure	5%	4%	5%	3%	6%	6%	4%	4%
	Yes	20%	22%	38%	12%	21%	20%	22%	22%
Total	n=	146	854	275	379	200	295	709	1004
CUT SPENDING ON PRISONS	No	40%	45%	48%	46%	39%	45%	44%	44%
	Unsure	14%	8%	6%	9%	9%	11%	9%	10%
	Yes	46%	47%	46%	44%	52%	44%	48%	47%
Total	n=	146	854	275	379	200	295	709	1004
CUT SPENDING ON HEALTH AND HUMAN SERVICES	No	81%	74%	53%	89%	73%	81%	73%	75%
	Unsure	2%	4%	5%	3%	6%	4%	3%	4%
	Yes	17%	22%	42%	8%	21%	14%	24%	21%
Total	n=	146	854	275	379	200	295	709	1004

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

Government Programs to Cut -- Attitudinals:

		FAMILIAR WITH CA STATE BUDGET DEFICIT?					Total
		Not familiar at all	Unsure	Not too familiar	Somewhat familiar	Very familiar	
CUT EDUCATION SPENDING	No	92%	64%	87%	87%	77%	86%
	Unsure	0%	24%	1%	2%	3%	2%
	Yes	8%	12%	12%	11%	20%	13%
Total	n=	147	10	161	467	218	1004
CUT SPENDING ON UNIVERSITIES	No	83%	76%	76%	73%	65%	74%
	Unsure	4%	0%	4%	4%	5%	4%
	Yes	13%	24%	19%	22%	29%	22%
Total	n=	147	10	161	467	218	1004
CUT SPENDING ON PRISONS	No	49%	65%	41%	45%	39%	44%
	Unsure	10%	12%	13%	10%	5%	10%
	Yes	42%	23%	47%	45%	56%	47%
Total	n=	147	10	161	467	218	1004
CUT SPENDING ON HEALTH AND HUMAN SERVICES	No	86%	76%	72%	76%	68%	75%
	Unsure	3%	11%	5%	3%	5%	4%
	Yes	12%	12%	23%	21%	28%	21%
Total	n=	147	10	161	467	218	1004

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

Government Programs to Cut -- Attitudinals:

		SERIOUSNESS OF BUDGET DEFICIT					Total
		Not serious at all	Unsure	Not too serious	Somewhat serious	Very serious	
CUT EDUCATION SPENDING	No	88%	85%	92%	91%	85%	86%
	Unsure	0%	6%	3%	1%	2%	2%
	Yes	12%	9%	5%	7%	14%	13%
Total	n=	5	27	22	140	806	1004
CUT SPENDING ON UNIVERSITIES	No	88%	67%	73%	83%	72%	74%
	Unsure	0%	5%	6%	3%	5%	4%
	Yes	12%	27%	21%	14%	23%	22%
Total	n=	5	27	22	140	806	1004
CUT SPENDING ON PRISONS	No	0%	48%	36%	55%	42%	44%
	Unsure	26%	13%	18%	9%	9%	10%
	Yes	74%	39%	47%	37%	49%	47%
Total	n=	5	27	22	140	806	1004
CUT SPENDING ON HEALTH AND HUMAN SERVICES	No	88%	70%	83%	80%	74%	75%
	Unsure	0%	13%	0%	4%	4%	4%
	Yes	12%	17%	17%	16%	22%	21%
Total	n=	5	27	22	140	806	1004

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

Government Programs to Cut -- Attitudinals:

		TOTAL TAX/SPEND									Total
		No increase, no cut	No increase, limited cuts	No increase, drastic cut	Limited increase, no cut	Drastic increase, no cut	Limited increase, limited cuts	Drastic increase, limited cuts	Limited increase, drastic cuts	Drastic increase, drastic cuts	
CUT EDUCATION SPENDING	No	95%	87%	4%	97%	99%	91%	95%	17%	25%	86%
	Unsure	5%	4%	3%	3%	1%	1%	1%	0%	0%	2%
	Yes	0%	9%	93%	0%	0%	7%	4%	83%	75%	13%
Total	n=	35	49	56	218	125	276	176	47	22	1004
CUT SPENDING ON UNIVERSITIES	No	89%	76%	9%	96%	93%	71%	72%	11%	12%	74%
	Unsure	11%	3%	0%	4%	7%	5%	4%	0%	8%	4%
	Yes	0%	21%	91%	0%	0%	24%	25%	89%	80%	22%
Total	n=	35	49	56	218	125	276	176	47	22	1004
CUT SPENDING ON PRISONS	No	80%	36%	26%	79%	82%	22%	17%	19%	7%	44%
	Unsure	20%	3%	2%	21%	18%	2%	3%	3%	8%	10%
	Yes	0%	61%	72%	0%	0%	75%	80%	78%	86%	47%
Total	n=	35	49	56	218	125	276	176	47	22	1004
CUT SPENDING ON HEALTH AND HUMAN SERVICES	No	84%	49%	4%	96%	98%	75%	80%	10%	7%	75%
	Unsure	16%	6%	0%	4%	2%	3%	4%	0%	8%	4%
	Yes	0%	44%	96%	0%	0%	22%	16%	90%	85%	21%
Total	n=	35	49	56	218	125	276	176	47	22	1004

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

Other Ideas to Cut Spending -- Demographics:

		AGE						GENDER		Total	
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Male		Female
ADDITIONAL SPENDING CUT IDEAS	Salaries/Perks/Expenses for gov't employees	0%	18%	25%	22%	35%	33%	38%	16%	29%	23%
	Increase Taxes	33%	0%	8%	14%	4%	17%	25%	10%	13%	12%
	Welfare	33%	9%	17%	6%	4%	25%	0%	13%	11%	12%
	Road repair	0%	18%	8%	3%	4%	0%	0%	13%	2%	7%
	Make current programs more efficient	0%	0%	0%	6%	4%	17%	0%	5%	2%	3%
	Overspending	0%	0%	0%	8%	0%	0%	0%	4%	1%	2%
	Cut gov't jobs	0%	9%	0%	3%	0%	0%	0%	2%	3%	2%
	Spending on the war	0%	0%	8%	0%	4%	0%	0%	3%	1%	2%
	Other	33%	45%	33%	39%	43%	8%	38%	34%	38%	36%
Total	n=	6	11	12	36	23	12	8	42	69	111

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

Other Ideas to Cut Spending -- Demographics:

		AREA						NUMBER OF 13-18 YR OLDS IN HOUSEHOLD			Total
		Northern CA	SF Bay Area	Central Inland	Central Coast	Los Angeles	Southern CA	None	1	2	
ADDITIONAL SPENDING CUT IDEAS	Salaries/Perks/Expenses for gov't employees	26%	10%	31%	30%	30%	23%	23%	48%	5%	23%
	Increase Taxes	11%	14%	8%	23%	12%	8%	10%	14%	23%	12%
	Welfare	4%	17%	17%	0%	7%	22%	10%	0%	32%	12%
	Road repair	11%	6%	0%	0%	8%	8%	7%	0%	4%	7%
	Make current programs more efficient	0%	3%	5%	0%	3%	8%	5%	0%	0%	3%
	Overspending	8%	0%	8%	0%	0%	0%	2%	7%	0%	2%
	Cut gov't jobs	0%	7%	0%	0%	3%	0%	3%	0%	0%	2%
	Spending on the war	0%	0%	14%	0%	0%	3%	3%	0%	0%	2%
	Other	41%	43%	18%	47%	37%	27%	38%	31%	36%	36%
Total	n=	22	23	11	6	27	22	84	11	14	111

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

Other Ideas to Cut Spending -- Demographics:

		EDUCATION					ETHNICITY					Total
		< High school	High School	Some college	College degree	Advanced degree	White	Hispanic	African-American	Asian	Something else	
ADDITIONAL SPENDING CUT IDEAS	Salaries/Perks/Expenses for gov't employees	58%	25%	26%	24%	14%	24%	21%	14%	9%	30%	23%
	Increase Taxes	0%	8%	10%	23%	5%	10%	23%	0%	26%	10%	12%
	Welfare	0%	25%	10%	11%	5%	12%	7%	38%	0%	15%	12%
	Road repair	0%	0%	10%	0%	13%	3%	7%	0%	0%	17%	7%
	Make current programs more efficient	0%	0%	5%	3%	5%	4%	0%	0%	0%	7%	3%
	Overspending	0%	4%	2%	3%	0%	3%	0%	0%	0%	4%	2%
	Cut gov't jobs	0%	0%	0%	0%	15%	3%	0%	20%	0%	0%	2%
	Spending on the war	0%	0%	1%	6%	0%	2%	0%	0%	0%	3%	2%
Other	42%	38%	36%	29%	43%	40%	41%	28%	65%	13%	36%	
Total	n=	2	19	40	29	19	69	10	5	7	17	111

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

Other Ideas to Cut Spending -- Demographics:

		INCOME							IDEOLOGY					Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-150K	>\$150K	Very Liberal	Somewhat Liberal	In between/ Unsure	Somewhat Conservative	Very Conservative	
ADDITIONAL SPENDING CUT IDEAS	Salaries/Perks/Expenses for gov't employees	8%	28%	24%	7%	32%	42%	0%	21%	29%	15%	26%	20%	23%
	Increase Taxes	19%	17%	5%	13%	6%	13%	13%	24%	9%	6%	20%	0%	12%
	Welfare	0%	3%	18%	40%	13%	12%	7%	5%	16%	15%	5%	21%	12%
	Road repair	0%	16%	22%	0%	0%	0%	0%	12%	4%	0%	3%	4%	7%
	Make current programs more efficient	0%	8%	4%	0%	7%	0%	7%	6%	2%	6%	5%	0%	3%
	Overspending	0%	4%	0%	0%	7%	0%	0%	0%	0%	0%	3%	11%	2%
	Cut gov't jobs	9%	0%	0%	0%	0%	0%	14%	0%	4%	8%	0%	0%	2%
	Spending on the war	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	2%
Other	65%	15%	27%	40%	35%	34%	60%	32%	35%	51%	36%	44%	36%	
Total	n=	9	21	16	10	13	19	11	12	40	11	30	15	111

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

Other Ideas to Cut Spending -- Demographics:

		REGISTERED TO VOTE		PARTY			HAVE INTERNET ACCESS?		Total
		No	Yes	Republican	Democrat	Other	No	Yes	
ADDITIONAL SPENDING CUT IDEAS	Salaries/Perks/Expenses for gov't employees	9%	25%	30%	26%	17%	23%	24%	23%
	Increase Taxes	0%	13%	3%	16%	19%	16%	11%	12%
	Welfare	20%	11%	11%	12%	10%	13%	12%	12%
	Road repair	9%	5%	0%	4%	14%	7%	7%	7%
	Make current programs more efficient	0%	4%	5%	2%	6%	0%	4%	3%
	Overspending	0%	3%	9%	0%	0%	7%	1%	2%
	Cut gov't jobs	0%	3%	0%	6%	0%	0%	3%	2%
	Spending on the war	17%	1%	0%	0%	2%	0%	2%	2%
Other	45%	36%	41%	35%	32%	34%	37%	36%	
Total	n=	8	102	28	47	27	25	86	111

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

Other Ideas to Cut Spending -- Attitudinals:

		FAMILIAR WITH CA STATE BUDGET DEFICIT?					Total
		Not familiar at all	Unsure	Not too familiar	Somewhat familiar	Very familiar	
ADDITIONAL SPENDING CUT IDEAS	Salaries/Perks/Expenses for gov't employees	12%	100%	5%	27%	27%	23%
	Increase Taxes	11%	0%	15%	10%	17%	12%
	Welfare	32%	0%	28%	4%	14%	12%
	Road repair	0%	0%	7%	9%	5%	7%
	Make current programs more efficient	0%	0%	0%	6%	0%	3%
	Overspending	7%	0%	7%	1%	0%	2%
	Cut gov't jobs	0%	0%	0%	1%	7%	2%
	Spending on the war	12%	0%	0%	1%	0%	2%
Other	26%	0%	38%	40%	31%	36%	
Total	n=	11	1	11	64	24	111

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

Other Ideas to Cut Spending -- Attitudinals:

		SERIOUSNESS OF BUDGET DEFICIT				Total
		Unsure	Not too serious	Somewhat serious	Very serious	
ADDITIONAL SPENDING CUT IDEAS	Salaries/Perks/Expenses for gov't employees	41%	100%	23%	21%	23%
	Increase Taxes	0%	0%	9%	13%	12%
	Welfare	0%	0%	17%	12%	12%
	Road repair	0%	0%	10%	7%	7%
	Make current programs more efficient	0%	0%	14%	2%	3%
	Overspending	59%	0%	5%	1%	2%
	Cut gov't jobs	0%	0%	0%	3%	2%
	Spending on the war	0%	0%	0%	2%	2%
	Other	0%	0%	21%	40%	36%
Total	n=	2	2	16	90	111

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

Other Ideas to Cut Spending -- Attitudinals:

		TOTAL TAX/SPEND			Total
		No increase, no cut	Limited increase, no cut	Drastic increase, no cut	
ADDITIONAL SPENDING CUT IDEAS	Salaries/Perks/Expenses for gov't employees	33%	19%	28%	23%
	Increase Taxes	0%	12%	17%	12%
	Welfare	6%	17%	5%	12%
	Road repair	0%	10%	2%	7%
	Make current programs more efficient	0%	1%	9%	3%
	Overspending	0%	4%	0%	2%
	Cut gov't jobs	0%	1%	5%	2%
	Spending on the war	0%	3%	0%	2%
	Other	62%	32%	34%	36%
Total	n=	12	61	38	111

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

Government Taxes or Fees to Increase -- Demographics:

		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Male	Female	
INCREASE TAXES ON HOUSEHOLDS EARNING MORE THAN \$250K	No	44%	31%	38%	40%	36%	36%	44%	36%	39%	38%
	Unsure	5%	5%	5%	2%	5%	4%	17%	4%	6%	5%
	Yes	51%	64%	57%	58%	60%	61%	39%	60%	54%	57%
Total	n=	80	136	154	223	196	107	94	471	531	1002
INCREASE TAXES ON TOBACCO PRODUCTS	No	16%	21%	24%	28%	28%	25%	30%	26%	23%	24%
	Unsure	1%	1%	1%	2%	3%	3%	5%	2%	2%	2%
	Yes	83%	78%	75%	70%	69%	72%	65%	73%	75%	74%
Total	n=	80	136	154	223	197	107	94	473	530	1003
INCREASE SALES TAXES	No	71%	66%	65%	63%	64%	57%	61%	63%	66%	65%
	Unsure	5%	4%	4%	5%	4%	5%	10%	4%	6%	5%
	Yes	24%	29%	31%	32%	32%	38%	30%	33%	28%	30%
Total	n=	80	136	154	224	197	107	94	473	531	1004
INCREASE AUTO REGISTRATION FEES	No	71%	71%	66%	68%	63%	61%	63%	69%	66%	67%
	Unsure	6%	3%	2%	2%	3%	1%	6%	2%	4%	3%
	Yes	23%	26%	32%	30%	34%	38%	31%	30%	30%	30%
Total	n=	80	136	154	224	197	107	94	473	531	1004

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

Government Taxes or Fees to Increase -- Demographics:

		AREA						NUMBER OF 13-18 YR OLDS IN HOUSEHOLD				Total
		Northern CA	SF Bay Area	Central Inland	Central Coast	Los Angeles	Southern CA	None	1	2	3+	
INCREASE TAXES ON HOUSEHOLDS EARNING MORE THAN \$250K	No	32%	33%	41%	39%	36%	44%	37%	39%	36%	49%	38%
	Unsure	3%	4%	9%	2%	7%	3%	5%	5%	3%	6%	5%
	Yes	65%	62%	50%	59%	57%	53%	58%	56%	61%	45%	57%
Total	n=	137	153	180	78	249	205	731	139	78	43	1002
INCREASE TAXES ON TOBACCO PRODUCTS	No	31%	18%	24%	33%	24%	23%	25%	22%	22%	20%	24%
	Unsure	3%	1%	2%	0%	1%	3%	2%	1%	0%	4%	2%
	Yes	66%	82%	74%	67%	75%	75%	73%	77%	78%	76%	74%
Total	n=	138	152	180	78	250	205	731	139	78	44	1003
INCREASE SALES TAXES	No	56%	57%	72%	58%	68%	69%	61%	75%	69%	82%	65%
	Unsure	6%	5%	5%	4%	5%	4%	6%	3%	5%	0%	5%
	Yes	38%	38%	23%	38%	27%	27%	33%	22%	26%	18%	30%
Total	n=	138	153	180	78	250	205	732	139	78	44	1004
INCREASE AUTO REGISTRATION FEES	No	66%	47%	76%	68%	69%	74%	65%	67%	79%	78%	67%
	Unsure	6%	2%	4%	3%	2%	3%	3%	2%	2%	2%	3%
	Yes	28%	50%	21%	29%	30%	23%	32%	31%	20%	19%	30%
Total	n=	138	153	180	78	250	205	732	139	78	44	1004

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

Government Taxes or Fees to Increase -- Demographics:

		EDUCATION					ETHNICITY					Total
		< High school	High School	Some college	College degree	Advanced degree	White	Hispanic	African-American	Asian	Something else	
INCREASE TAXES ON HOUSEHOLDS EARNING MORE THAN \$250K	No	27%	44%	38%	40%	31%	41%	30%	37%	30%	39%	38%
	Unsure	15%	6%	4%	4%	4%	4%	10%	2%	0%	6%	5%
	Yes	59%	50%	59%	56%	66%	55%	60%	61%	70%	55%	57%
Total	n=	70	179	309	272	163	535	191	57	56	138	1002
INCREASE TAXES ON TOBACCO PRODUCTS	No	16%	25%	29%	24%	17%	31%	12%	21%	11%	25%	24%
	Unsure	3%	2%	2%	0%	1%	2%	2%	1%	0%	2%	2%
	Yes	81%	73%	69%	75%	81%	67%	86%	77%	89%	73%	74%
Total	n=	70	179	310	272	163	536	192	57	56	137	1003
INCREASE SALES TAXES	No	73%	68%	66%	63%	58%	60%	70%	66%	74%	68%	65%
	Unsure	5%	4%	4%	5%	6%	5%	4%	4%	4%	5%	5%
	Yes	22%	28%	30%	32%	35%	35%	26%	30%	22%	26%	30%
Total	n=	70	180	310	272	163	536	192	57	56	138	1004
INCREASE AUTO REGISTRATION FEES	No	76%	78%	68%	64%	52%	63%	71%	83%	61%	72%	67%
	Unsure	4%	3%	5%	2%	2%	3%	5%	1%	3%	3%	3%
	Yes	20%	19%	28%	34%	46%	35%	25%	16%	35%	26%	30%
Total	n=	70	180	310	272	163	536	192	57	56	138	1004

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

Government Taxes or Fees to Increase -- Demographics:

		INCOME							IDEOLOGY					Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-150K	>\$150K	Very Liberal	Somewhat Liberal	In between/ Unsure	Somewhat Conservative	Very Conservative	
INCREASE TAXES ON HOUSEHOLDS EARNING MORE THAN \$250K	No	32%	30%	40%	31%	43%	37%	52%	19%	27%	33%	44%	60%	38%
	Unsure	11%	7%	2%	4%	3%	1%	2%	0%	5%	11%	5%	6%	5%
	Yes	56%	62%	58%	65%	55%	61%	46%	81%	69%	57%	51%	34%	57%
Total	n=	121	179	145	117	100	115	113	88	320	83	335	166	1002
INCREASE TAXES ON TOBACCO PRODUCTS	No	25%	19%	26%	23%	40%	22%	15%	15%	17%	27%	25%	38%	24%
	Unsure	3%	2%	2%	1%	0%	1%	1%	2%	2%	4%	2%	1%	2%
	Yes	72%	79%	73%	76%	60%	77%	84%	83%	81%	69%	74%	61%	74%
Total	n=	122	180	144	117	100	115	113	88	319	83	335	168	1003
INCREASE SALES TAXES	No	71%	70%	72%	62%	61%	56%	55%	63%	56%	63%	68%	76%	65%
	Unsure	4%	3%	3%	4%	6%	5%	4%	4%	7%	10%	3%	2%	5%
	Yes	26%	28%	25%	34%	33%	39%	41%	33%	37%	27%	29%	21%	30%
Total	n=	122	180	145	117	100	115	113	88	320	83	335	168	1004
INCREASE AUTO REGISTRATION FEES	No	75%	71%	74%	64%	70%	56%	51%	64%	54%	69%	75%	80%	67%
	Unsure	7%	2%	1%	4%	3%	0%	2%	1%	3%	7%	3%	2%	3%
	Yes	18%	27%	25%	32%	27%	44%	47%	35%	43%	24%	23%	18%	30%
Total	n=	122	180	145	117	100	115	113	88	320	83	335	168	1004

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

Government Taxes or Fees to Increase -- Demographics:

		REGISTERED TO VOTE		PARTY			HAVE INTERNET ACCESS?		Total
		No	Yes	Republican	Democrat	Other	No	Yes	
INCREASE TAXES ON HOUSEHOLDS EARNING MORE THAN \$250K	No	37%	38%	58%	23%	40%	34%	39%	38%
	Unsure	10%	4%	5%	4%	5%	10%	3%	5%
	Yes	53%	58%	37%	73%	55%	56%	57%	57%
Total	n=	146	852	274	378	200	294	708	1002
INCREASE TAXES ON TOBACCO PRODUCTS	No	21%	25%	36%	15%	29%	21%	26%	24%
	Unsure	2%	2%	2%	2%	1%	3%	1%	2%
	Yes	77%	73%	62%	83%	70%	76%	73%	74%
Total	n=	145	854	275	379	200	295	708	1003
INCREASE SALES TAXES	No	72%	63%	71%	58%	65%	69%	63%	65%
	Unsure	7%	4%	2%	6%	5%	6%	4%	5%
	Yes	21%	32%	27%	37%	30%	26%	32%	30%
Total	n=	146	854	275	379	200	295	709	1004
INCREASE AUTO REGISTRATION FEES	No	73%	66%	75%	59%	67%	71%	66%	67%
	Unsure	5%	3%	1%	4%	2%	5%	2%	3%
	Yes	22%	31%	23%	37%	31%	24%	32%	30%
Total	n=	146	854	275	379	200	295	709	1004

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

Government Taxes or Fees to Increase -- Attitudinals:

		FAMILIAR WITH CA STATE BUDGET DEFICIT?					Total
		Not familiar at all	Unsure	Not too familiar	Somewhat familiar	Very familiar	
INCREASE TAXES ON HOUSEHOLDS EARNING MORE THAN \$250K	No	41%	12%	39%	36%	40%	38%
	Unsure	7%	11%	6%	4%	4%	5%
	Yes	52%	76%	55%	60%	55%	57%
Total	n=	146	10	161	467	217	1002
INCREASE TAXES ON TOBACCO PRODUCTS	No	27%	0%	17%	25%	28%	24%
	Unsure	2%	18%	0%	2%	2%	2%
	Yes	71%	82%	83%	73%	70%	74%
Total	n=	147	10	161	466	218	1003
INCREASE SALES TAXES	No	76%	55%	68%	63%	58%	65%
	Unsure	5%	12%	5%	4%	5%	5%
	Yes	19%	33%	27%	32%	37%	30%
Total	n=	147	10	161	467	218	1004
INCREASE AUTO REGISTRATION FEES	No	78%	62%	71%	64%	62%	67%
	Unsure	4%	0%	6%	2%	1%	3%
	Yes	19%	38%	23%	33%	37%	30%
Total	n=	147	10	161	467	218	1004

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

Government Taxes or Fees to Increase -- Attitudinals:

		SERIOUSNESS OF BUDGET DEFICIT					Total
		Not serious at all	Unsure	Not too serious	Somewhat serious	Very serious	
INCREASE TAXES ON HOUSEHOLDS EARNING MORE THAN \$250K	No	9%	41%	40%	41%	37%	38%
	Unsure	0%	12%	0%	4%	5%	5%
	Yes	91%	46%	60%	54%	58%	57%
Total	n=	5	27	22	140	804	1002
INCREASE TAXES ON TOBACCO PRODUCTS	No	0%	27%	34%	28%	23%	24%
	Unsure	12%	11%	0%	2%	1%	2%
	Yes	88%	62%	66%	70%	76%	74%
Total	n=	5	27	22	140	805	1003
INCREASE SALES TAXES	No	29%	60%	62%	71%	64%	65%
	Unsure	26%	19%	5%	4%	4%	5%
	Yes	45%	21%	32%	25%	32%	30%
Total	n=	5	27	22	140	806	1004
INCREASE AUTO REGISTRATION FEES	No	67%	85%	74%	70%	66%	67%
	Unsure	0%	5%	0%	3%	3%	3%
	Yes	33%	10%	26%	27%	31%	30%
Total	n=	5	27	22	140	806	1004

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

Government Taxes or Fees to Increase -- Attitudinals:

		TOTAL TAX/SPEND									Total
		No increase, no cut	No increase, limited cuts	No increase, drastic cut	Limited increase, no cut	Drastic increase, no cut	Limited increase, limited cuts	Drastic increase, limited cuts	Limited increase, drastic cuts	Drastic increase, drastic cuts	
INCREASE TAXES ON HOUSEHOLDS EARNING MORE THAN \$250K	No	86%	98%	94%	36%	7%	43%	6%	62%	14%	38%
	Unsure	14%	2%	6%	11%	1%	5%	1%	0%	4%	5%
	Yes	0%	0%	0%	53%	91%	51%	92%	38%	82%	57%
Total	n=	35	49	56	218	125	274	176	47	22	1002
INCREASE TAXES ON TOBACCO PRODUCTS	No	93%	98%	98%	13%	3%	20%	6%	30%	11%	24%
	Unsure	7%	2%	2%	3%	2%	1%	0%	4%	0%	2%
	Yes	0%	0%	0%	84%	94%	79%	94%	66%	89%	74%
Total	n=	35	49	56	217	125	276	176	47	22	1003
INCREASE SALES TAXES	No	96%	100%	99%	76%	26%	81%	30%	74%	10%	65%
	Unsure	4%	0%	1%	8%	3%	4%	5%	4%	0%	5%
	Yes	0%	0%	0%	16%	71%	15%	65%	22%	90%	30%
Total	n=	35	49	56	218	125	276	176	47	22	1004
INCREASE AUTO REGISTRATION FEES	No	97%	99%	95%	87%	23%	85%	22%	84%	27%	67%
	Unsure	3%	1%	5%	7%	1%	3%	0%	2%	0%	3%
	Yes	0%	0%	0%	7%	76%	12%	78%	14%	73%	30%
Total	n=	35	49	56	218	125	276	176	47	22	1004

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

Other Ideas for Taxes or Fees -- Demographics:

		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Male	Female	
ADDITIONAL TAX OR FEE IDEAS	Can't name any/No	100%	60%	83%	28%	24%	40%	33%	36%	56%	45%
	Stop spending/reduce spending	0%	0%	0%	33%	24%	20%	42%	26%	19%	23%
	Tax the gov't/lower government salaries/expenses	0%	0%	0%	11%	14%	20%	17%	9%	8%	9%
	Sales tax	0%	20%	0%	17%	10%	0%	0%	10%	6%	8%
	Illegal immigrants	0%	0%	0%	6%	10%	20%	8%	4%	7%	5%
	Education	0%	0%	0%	0%	5%	0%	0%	2%	0%	1%
	Other	0%	20%	17%	6%	14%	0%	0%	13%	4%	9%
Total	n=	2	5	6	18	21	5	12	41	31	72

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

Other Ideas for Taxes or Fees -- Demographics:

		AREA						NUMBER OF 13-18 YR OLDS IN HOUSEHOLD				Total
		Northern CA	SF Bay Area	Central Inland	Central Coast	Los Angeles	Southern CA	None	1	2	3+	
ADDITIONAL TAX OR FEE IDEAS	Can't name any/No	11%	42%	59%	0%	47%	58%	42%	53%	54%	59%	45%
	Stop spending/reduce spending	8%	0%	15%	26%	34%	37%	25%	16%	27%	0%	23%
	Tax the gov't/lower government salaries/expenses	19%	21%	9%	0%	4%	5%	7%	16%	0%	11%	9%
	Sales tax	62%	0%	0%	28%	0%	0%	6%	8%	0%	31%	8%
	Illegal immigrants	0%	8%	4%	0%	12%	0%	8%	0%	0%	0%	5%
	Education	0%	8%	0%	0%	0%	0%	0%	6%	0%	0%	1%
	Other	0%	22%	14%	47%	3%	0%	12%	0%	20%	0%	9%
Total	n=	9	7	19	4	20	13	52	11	3	4	72

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

Other Ideas for Taxes or Fees -- Demographics:

		EDUCATION					ETHNICITY				Total
		< High school	High School	Some college	College degree	Advanced degree	White	Hispanic	African-American	Something else	
ADDITIONAL TAX OR FEE IDEAS	Can't name any/No	0%	56%	46%	41%	27%	39%	100%	80%	31%	45%
	Stop spending/reduce spending	0%	22%	14%	31%	34%	22%	0%	20%	28%	23%
	Tax the gov't/lower government salaries/expenses	0%	12%	5%	9%	19%	10%	0%	0%	11%	9%
	Sales tax	0%	6%	13%	5%	8%	11%	0%	0%	8%	8%
	Illegal immigrants	0%	4%	9%	0%	12%	9%	0%	0%	0%	5%
	Education	0%	0%	0%	3%	0%	1%	0%	0%	0%	1%
	Other	100%	0%	13%	11%	0%	8%	0%	0%	23%	9%
Total	n=	1	13	25	22	10	49	3	3	12	72

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

Other Ideas for Taxes or Fees -- Demographics:

		INCOME							IDEOLOGY					Total
		<\$20K	\$20-40K	\$40-60K	\$60-80K	\$80-100K	\$100-150K	>\$150K	Very Liberal	Somewhat Liberal	In between/ Unsure	Somewhat Conservative	Very Conservative	
ADDITIONAL TAX OR FEE IDEAS	Can't name any/No	70%	44%	44%	48%	55%	32%	0%	69%	45%	0%	37%	55%	45%
	Stop spending/reduce spending	0%	28%	16%	13%	33%	24%	57%	31%	30%	54%	23%	16%	23%
	Tax the gov't/lower government salaries/expenses	0%	14%	17%	0%	0%	0%	0%	0%	9%	0%	16%	6%	9%
	Sales tax	0%	0%	17%	13%	0%	9%	14%	0%	0%	19%	7%	13%	8%
	Illegal immigrants	13%	14%	0%	13%	12%	0%	14%	0%	9%	0%	10%	2%	5%
	Education	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	1%
Total	n=	7	6	15	7	8	10	6	2	10	4	28	25	72

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

Other Ideas for Taxes or Fees -- Demographics:

		REGISTERED TO VOTE		PARTY			HAVE INTERNET ACCESS?		Total
		No	Yes	Republican	Democrat	Other	No	Yes	
ADDITIONAL TAX OR FEE IDEAS	Can't name any/No	90%	41%	46%	39%	30%	46%	45%	45%
	Stop spending/reduce spending	0%	25%	22%	31%	27%	20%	24%	23%
	Tax the gov't/lower government salaries/expenses	0%	10%	9%	8%	12%	12%	8%	9%
	Sales tax	0%	9%	9%	0%	14%	14%	6%	8%
	Illegal immigrants	0%	6%	4%	7%	9%	9%	4%	5%
	Education	0%	1%	0%	0%	4%	0%	1%	1%
Total	n=	4	68	38	11	19	17	55	72

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

Other Ideas for Taxes or Fees -- Attitudinals:

		FAMILIAR WITH CA STATE BUDGET DEFICIT?				Total
		Not familiar at all	Not too familiar	Somewhat familiar	Very familiar	
ADDITIONAL TAX OR FEE IDEAS	Can't name any/No	83%	0%	38%	42%	45%
	Stop spending/reduce spending	7%	34%	24%	30%	23%
	Tax the gov't/lower government salaries/expenses	5%	0%	12%	7%	9%
	Sales tax	0%	0%	14%	5%	8%
	Illegal immigrants	0%	0%	2%	12%	5%
	Education	0%	0%	2%	0%	1%
	Other	5%	66%	9%	5%	9%
Total	n=	9	2	38	22	72

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

Other Ideas for Taxes or Fees -- Attitudinals:

		SERIOUSNESS OF BUDGET DEFICIT				Total
		Unsure	Not too serious	Somewhat serious	Very serious	
ADDITIONAL TAX OR FEE IDEAS	Can't name any/No	81%	57%	50%	42%	45%
	Stop spending/reduce spending	0%	0%	9%	27%	23%
	Tax the gov't/lower government salaries/expenses	19%	0%	0%	10%	9%
	Sales tax	0%	0%	16%	8%	8%
	Illegal immigrants	0%	0%	0%	7%	5%
	Education	0%	0%	6%	0%	1%
	Other	0%	43%	18%	7%	9%
Total	n=	3	2	8	59	72

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

Other Ideas for Taxes or Fees -- Attitudinals:

		TOTAL TAX/SPEND			Total
		No increase, no cut	No increase, limited cuts	No increase, drastic cut	
ADDITIONAL TAX OR FEE IDEAS	Can't name any/No	61%	41%	38%	45%
	Stop spending/reduce spending	21%	17%	32%	23%
	Tax the gov't/lower government salaries/expenses	5%	9%	12%	9%
	Sales tax	5%	13%	4%	8%
	Illegal immigrants	5%	5%	7%	5%
	Education	0%	2%	0%	1%
	Other	3%	14%	7%	9%
Total	n=	16	28	28	72

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